Connecting Up Webinar:
Digitalisation of your Service Delivery Programs

May 7th, 2019
Your presenters

Jason Ruffell Smith
Head of Growth

Jason has over 10 years of experience working in the digital sector leading, managing and delivering hundreds of impactful projects. Working specifically in the NFP sector, Jason has worked across a broad range of clients to uncover opportunities and projects that have led to lasting partnerships.

Jakob Jarefjaell
Growth Executive

Jakob has a deep passion working with technology and NFPs. Whether the project is a website, web application, CRM/payment integration or ongoing digital support, Jakob will work with organisations to bring to life their voices of care through great online experiences to forge powerful connections with supporters and beneficiaries.
Today’s presentation
A little about Leafcutter
Your technology partner

Leafcutter is Australia’s leading technology partner to nonprofit and purpose-driven organisations.

Our agency was founded in 2011 by three passionate and ambitious founders who believed they could make a big impact to the world if they combined their passion and skills - today we are a diverse team of experts with a common belief that through technology, we can change our world for good.

People often ask us about the origin of our name.

Leafcutter is named after one of the smallest creatures in the Amazon jungle - the Leafcutter ant. These ants function as a network in which every ant serves a necessary purpose within the colony contributing to its overall success. The organisation of an ant society is based on teamwork and cooperation - underpinned by a clear vision to direct individual effort.

These are the guiding principles have enabled us to grow and continue to deliver ever more interesting and exciting work for our clients who see digital technology as one of the ways to advance their cause.
What we do

We help NFPs do two things exceptionally well:

Bringing to life your voices of care through great storytelling to forge powerful emotional connections with people that drive behavioural outcomes.

Giving your teams more time to focus on achieving their organisation’s vision for a better world by streamlining the work they do.
Who we work with
Understanding the process
Where to start?
How can you better deliver your services?
Developing the concept

Motivation = Perceived Benefits - Perceived Costs

Leafcutter
Internal alignment = Success
Is there a short term **AND** a long term plan?
Investment commitment
The A team

Strategy      Skills      Experience     Leadership      Objectives      KPIs
The MVP

Minimum + Viable:
Good products for startups to build

Minimum

Viable

Crappy Products nobody wants to use

Products built by companies better-financed than you
**How to build the MVP?**

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<tr>
<td><img src="image1" alt="Sad Car" /></td>
<td><img src="image2" alt="Sad Car" /></td>
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<td><img src="image4" alt="Sad Car" /></td>
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**Leafcutterer**
A typical project

**BE THE USERS**
1. User personas
2. User scenarios
3. User testing
4. User experience map

**DATA DON'T LIE**
1. Usability tests
2. Review metrics
3. Track usage
4. Inform next iteration

1. **RESEARCH**
   - meet the user
     1. User demographics
     2. Define user goals
     3. Define user challenges
     4. Define metrics & form hypothesis

2. **EMPATHIZE**
   - make it simple
     1. Wireframes
     2. Moodboard
     3. Mock-ups
     4. Style guide

3. **CREATE**

4. **TEST**

5. **DEVELOP**
   - stick to the design
     1. Usability tests
     2. Review metrics
     3. Track usage
     4. Inform next
Key considerations

- Content strategy and visual moodboard
- User group prioritisation
- Primary call to action
- Site Map & Taxonomy
- Navigation & user flows
- Online marketing & tracking
- Accessibility standards
- User testing (site map & wireframes)
- Secondary call to action
- Smart integrations
Analytics and reporting

[Images of various analytics tools and platforms, including Google Analytics, Google Tag Manager, Hotjar, and Leafcutter.]
Architecture, hosting & scaling

MVP
- Standalone VPS
- Analytics
- Email gateway

Version 2 / SaaS
- Elastic Beanstalk
  - Load balancer
  - Web 1
  - Web 2
  - Web n
- RDS
- ElasticCache
- Analytics
- Email gateway
- CRM

Leafcutter
Security

Client browser
- HTTPS Connection
  - (Optional) Firewall
  - (Optional) Regular security scans
  - Encrypt / Decrypt personal data
- IP restricted access to server low-level
- Regular server updates

Web server

Database
Test and learn strategy

- Measure and analyse
- Identify problems and challenges
- Prioritise:
  - Potential
  - Importance
  - Ease
- Brainstorming and ideation
- Impact analysis
- Implementation
- Repeat
Promote, promote, promote!
The road not taken...
Executive summary

The problem space

How do we enable deeper conversations and interaction?

How do we create a safe, engaging community setting?
A quick overview

All you have to do is click on the 'Join Now' link and we'll see you soon!
The problem space

How do we create a safe, engaging community setting?

How do we enable deeper conversations and interaction?
What else already exists?
The answer: A community
Visual design

Join Livewire
FREE to join but you must be registered at a hospital

Stay Connected
Your contributions make a huge difference. Why not show your support and get involved?

Meet the community
Discover the many ways Livewire and our supporters help light up a teenagers life

Meet my story
Jessica Philips
Aliquam ut nibh posuere, fringilla mauris id, aliquet est. Sed consectetur egestas lorem, et gravida justo sollicitudin sed.
READ MY STORY +

Become a partner
Maecenas congue massa pharetra ligula hendrerit, quis dictum quam tincidunt. Etiam elementum eros id neque vulputate lacinia.

Aurthur McCall
Livewire Member
Integer vel arcu nibh. Integer interdum enim urna, non porta quam mattis non.

Jessica Philips
Ambassador
Integer vel arcu nibh. Integer interdum enim urna, non porta quam mattis non.
# Key challenges to overcome

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<tr>
<th>Challenge</th>
<th>Mitigation</th>
<th>Severity</th>
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<tr>
<td>Finding the balance between fun and support</td>
<td>A lot more user research, review of current statistics, UX testing, post launch feedback</td>
<td>CRITICAL</td>
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<tr>
<td>Promoting age based conversations and filters</td>
<td>A lot more user research, review of current statistics, UX testing, post launch feedback</td>
<td>HIGH</td>
</tr>
<tr>
<td>Allowing for deeper connections and 1-on-1 conversation</td>
<td>A lot more user research, review of current statistics, UX testing, post launch feedback</td>
<td>HIGH</td>
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<tr>
<td>Ensure the platform extends to other projects</td>
<td>Scoping upfront, consistent technology platform</td>
<td>MEDIUM</td>
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<tr>
<td>Compliance and data security</td>
<td>Ensure relevant standards are identified early. Keep things simple in MVP phase.</td>
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<tr>
<td>Scope control</td>
<td>Agile method, tight MVP scope.</td>
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The result
Key learnings

- All community platforms are an ever-evolving tool
- Interact with your users and make them your MVPs and ask them what features they like and don’t like
- Set aside enough resources to be able to properly handle a community platform
- Keep the platform up to date!
Continued development

Live Chat and Chat Rooms

Live streaming

Uptime monitoring and continuous improvements

Likes and interest groups
A quick overview
The problem space

- #1: There is a significant information gap
- #2: Families CRAVE information
- #3: Hard to know what to trust online
- #4: People who have walked in my shoes
- #5: Going through cancer is harder than it needs to be

How can we supply better information?

How can we create a more supportive experience?
The answer

“A TripAdvisor like platform that allows users to create or link to content, provide ratings, reviews of tools and resources that they found useful”

A platform that enables a community of families to face cancer together
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<td>Ensuring medical content is reviewed and up to date</td>
<td>Need specialized medical reviewers, either volunteers or from partner organisations. Draw the line on what you would like to include on the site.</td>
<td>CRITICAL</td>
</tr>
<tr>
<td>Gaining critical mass and promoting the community</td>
<td>Employ community managers whose primary role is to participate in the community and moderate content.</td>
<td>HIGH</td>
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<tr>
<td>Keeping the content focused and moderated</td>
<td>Develop a clear content strategy that meets Redkite’s constitution, focus on target market first. Define what forums and secondary sources you are happy to refer to and from.</td>
<td>HIGH</td>
</tr>
<tr>
<td>Getting the content hierarchy right</td>
<td>Strong UX phase, with input from families</td>
<td>MEDIUM</td>
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The result
Key learnings

- Focus on the MVP
- Be prepared to change and use sprints
- Understand limitations
- Tracking and data made a big difference
Marketing strategy

1. Strategy
2. Advertising by Channel
3. Audience Engagement

Effective marketing strategies take advantage of multiple digital channels and activities which often fuel each other.
Any Questions?