Connecting Up Webinar:

Digitalisation of your Service Delivery Programs

Leafcu#er
Your Digital Partner

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.

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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.

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

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What we do

We help NFPs do two things exceptionally well:
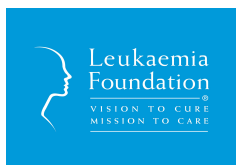
Succeed online

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

Run smarter

Giving your teams more time to focus on achieving their organisation's vision for a better world by streamlining the work they do.

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Who we work with

Logos shown: Life Education, Australian Cancer Research Foundation, Evolve Housing, Low GI Certified (Glycemic Index Foundation), the Deaf Society, UnitingWorld, Cancer Council NSW, diabetes nsw & act, RSPCA, redkite, The University of Sydney, autism awareness Australia, musica viva, Donor Republic, Variety the children's charity, Starlight children's foundation, wild women on top, lifebridge, Children's Hospital Foundation, cbm, Hear Space, Cerebral Palsy Alliance, Farm Aid, flat earth direct, Leukaemia Foundation, F&P Fundraising & Philanthropy, Voice Project, MS Australia, Habitat for Humanity, Medicines Australia

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Understanding the process

Where to start?

How can you better deliver your services?

Developing the concept
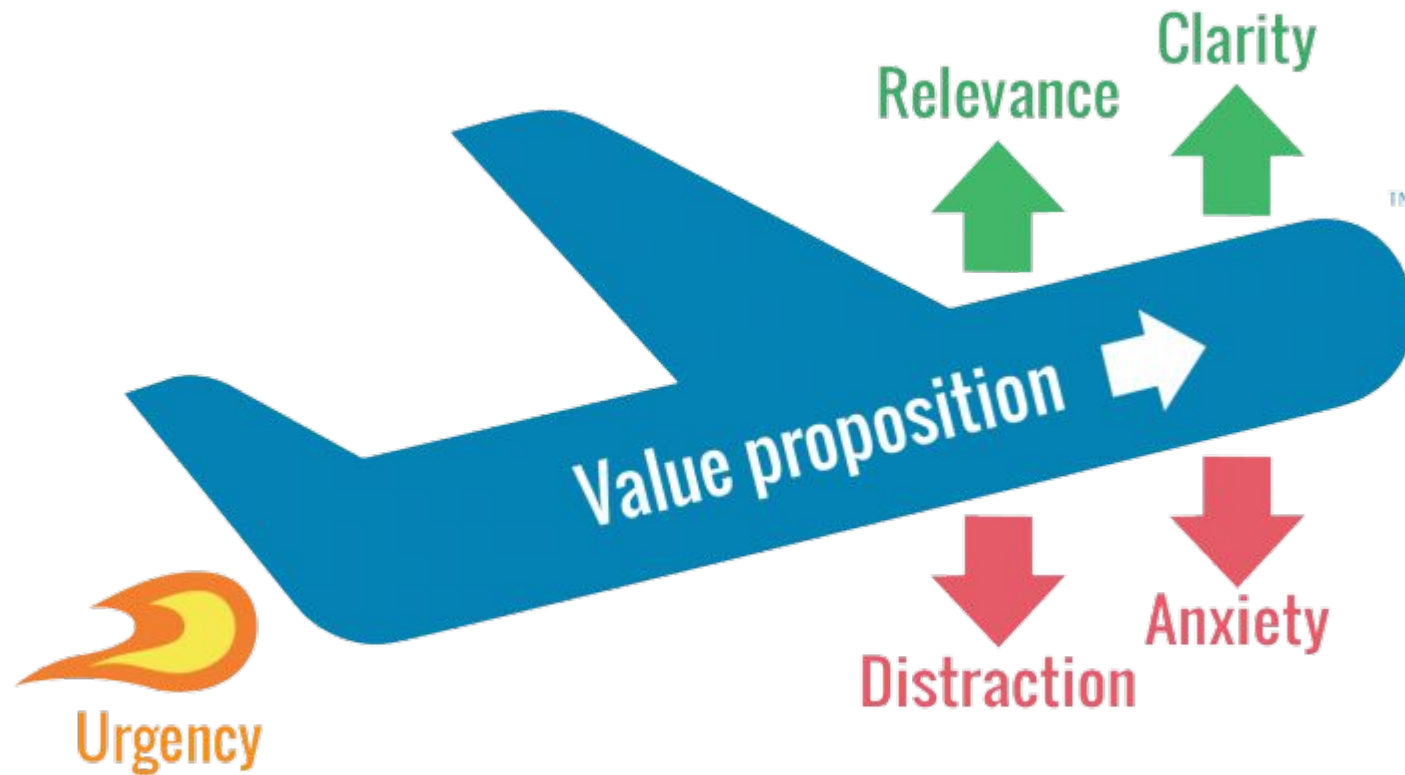
$$Motivation = \frac{Perceived\ Benefits}{} - \frac{Perceived\ Costs}{}$$

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Internal alignment = Success

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Is there a short term AND a long term plan?

Dependencies	Project Lifecycle Stage	Requirements Elaboration + PoC + Design					Architecture + Design			BUILD+Testing									
	Week	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18
	Requirements Elaboration																		
	Functional Requirements																		
1																			
	PoC (integration, taxonomy usage)																		
	Functional Requirements																		
	Non Functional requirements																		
	Technical Design																		
	Detailed technical design																		
	Design review																		
	Design sign-off																		
	Development																		
2	*Page development*																		
	Portlet development(Email portlet, Product selector widget, product details portlet, related details portlet, Solution portlet, rating widget)																		
3	*Services integration*																		
	Personalization																		
	Search Functionalities																		
	Solution functionalities																		
	Email related functionalities																		

Dependencies
1. Need UI build kit from UX team along with HTML, CSS, JS for English, German & Simplified Chinese
2. Infrastructure dependency including readiness of development systems, servers, software and security (SSO)
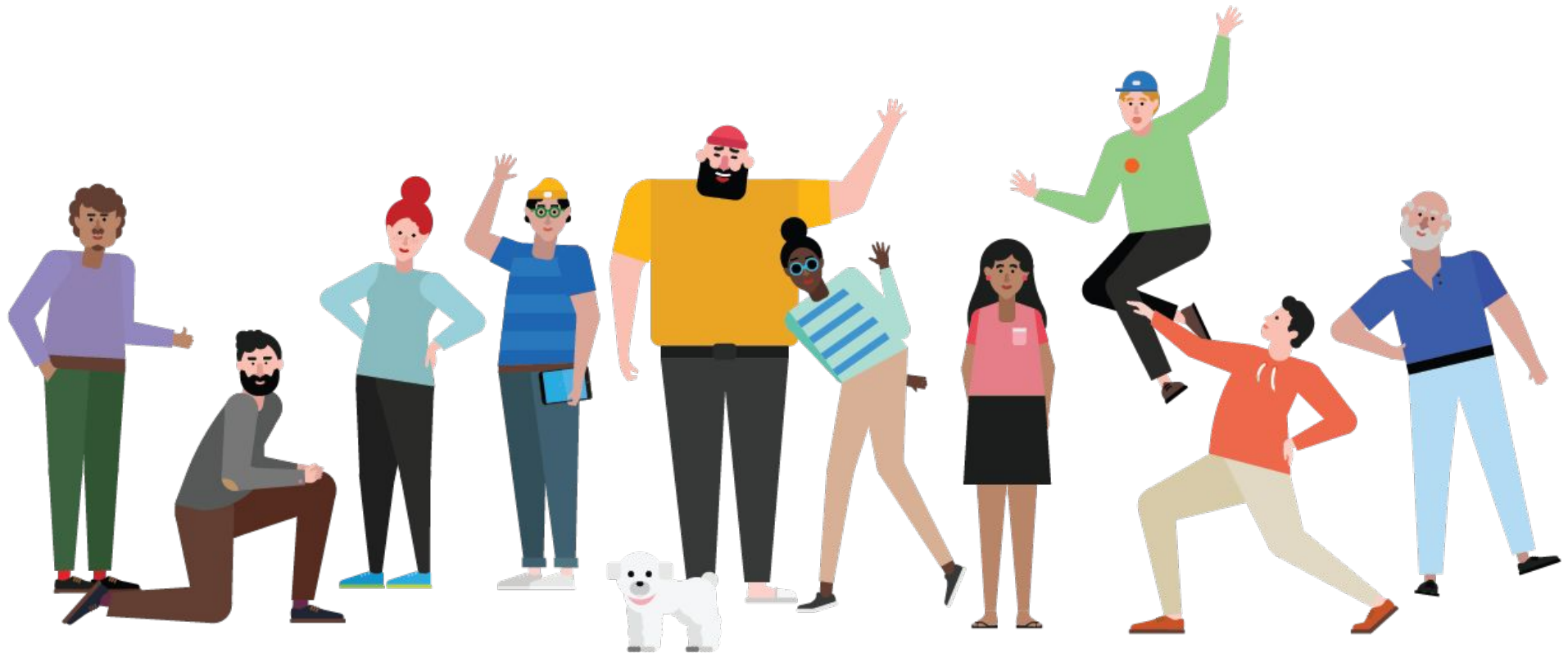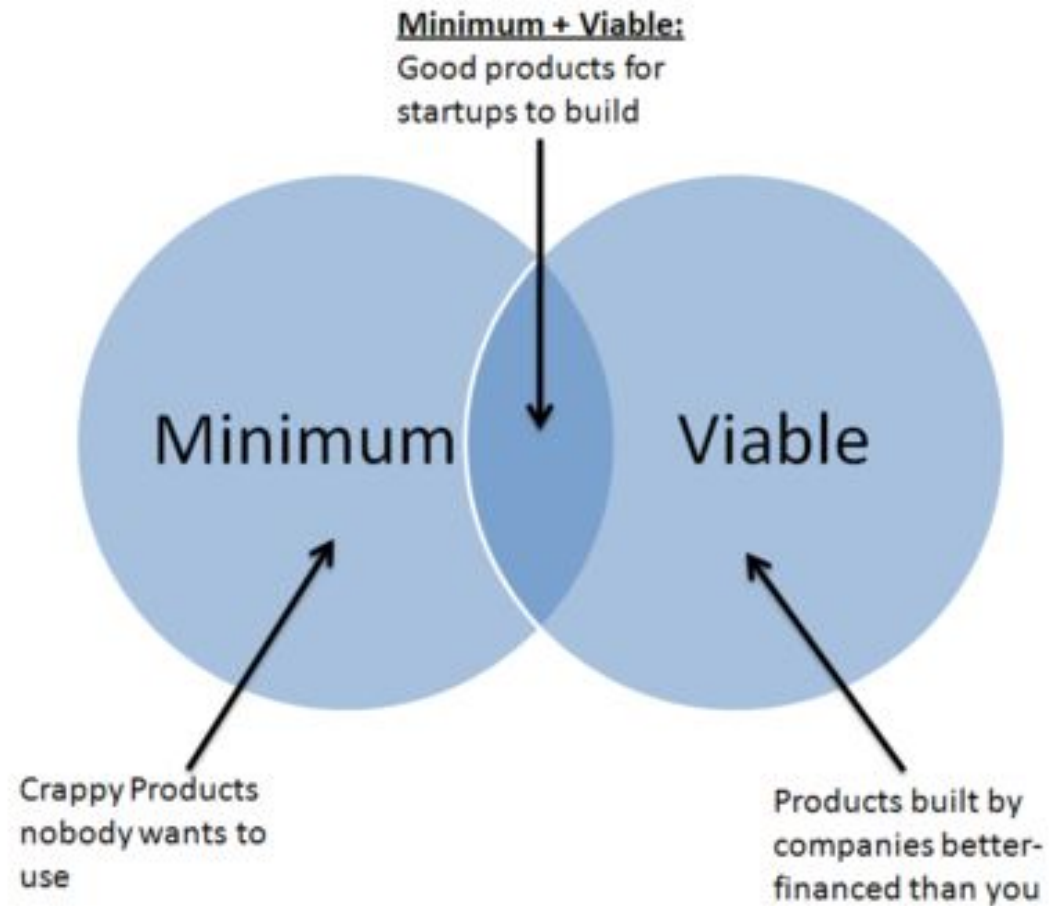3. Availability of services (Solution, Subscription, product etc.) for integration.
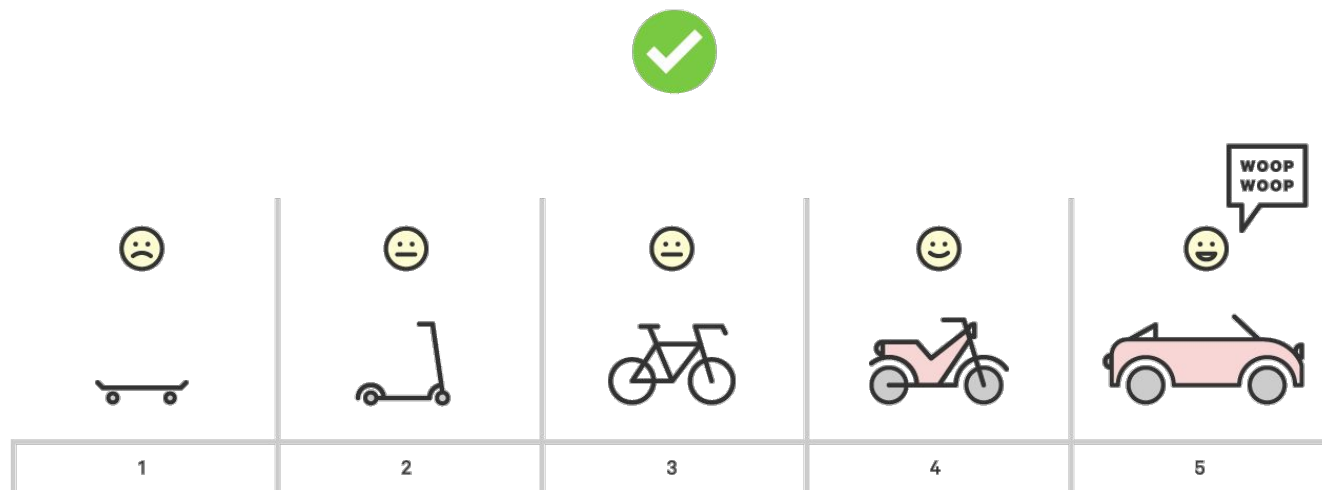
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Investment commitment
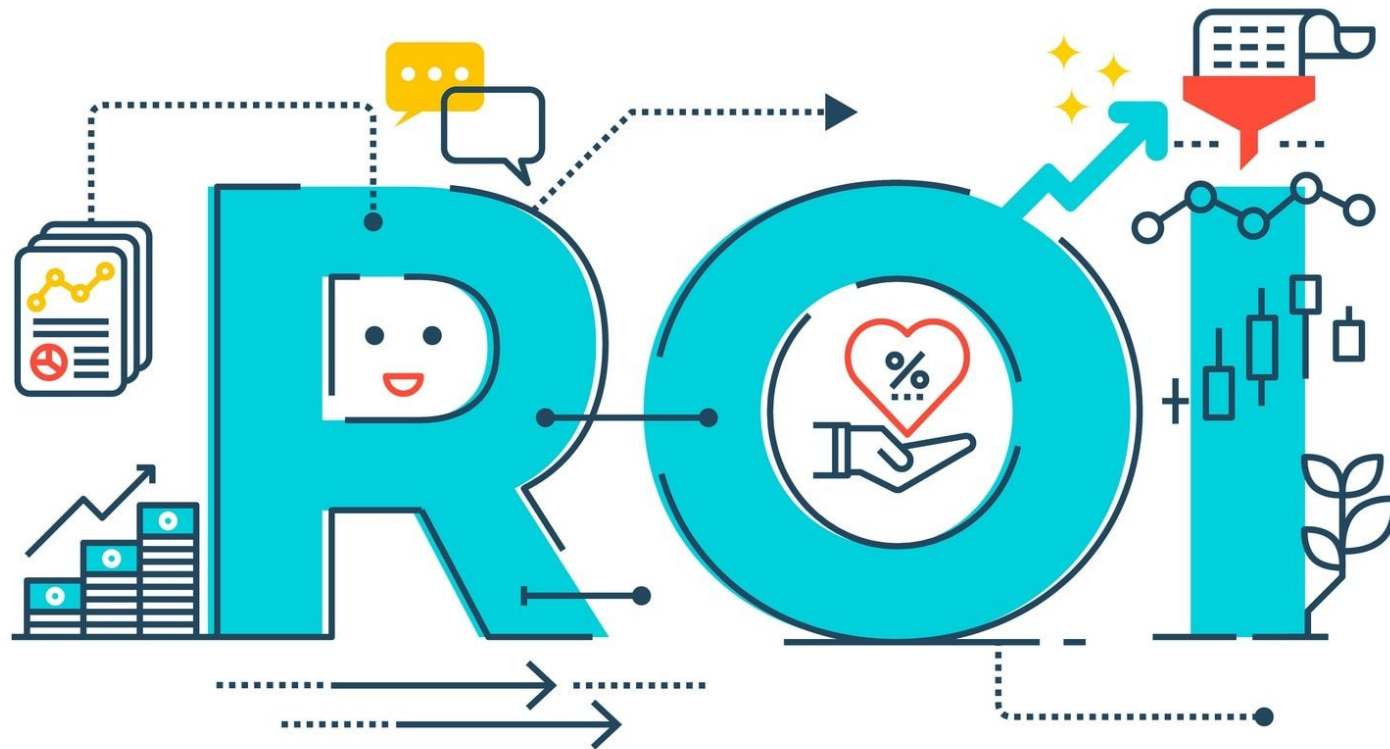
The A team

Strategy *Skills* *Experience* *Leadership* *Objectives* *KPIs*

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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

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How to build the MVP?

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

START

01
RESEARCH

02
EMPATHIZE

03
CREATE

04
TEST

05
DEVELOP

MEET THE USER
1, User demographics
2. Define user goals
3. Define user challenges
4. Define metrics & form hypothesis

MAKE IT SIMPLE
1. Wireframes
2. Moodboard
3. Mock-ups
4. Style guide

STICK TO THE DESIGN
1. Usability tests
2. Review metrics
3. Track usage
4. Inform next

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Key considerations

Content strategy and visual moodboard

User testing (site map & wireframes)

Online marketing & tracking

Primary call to action

Secondary call to action

User group prioritisation

Navigation & user flows

Accessibility standards

Smart integrations

Site Map & Taxonomy

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Analytics and reporting
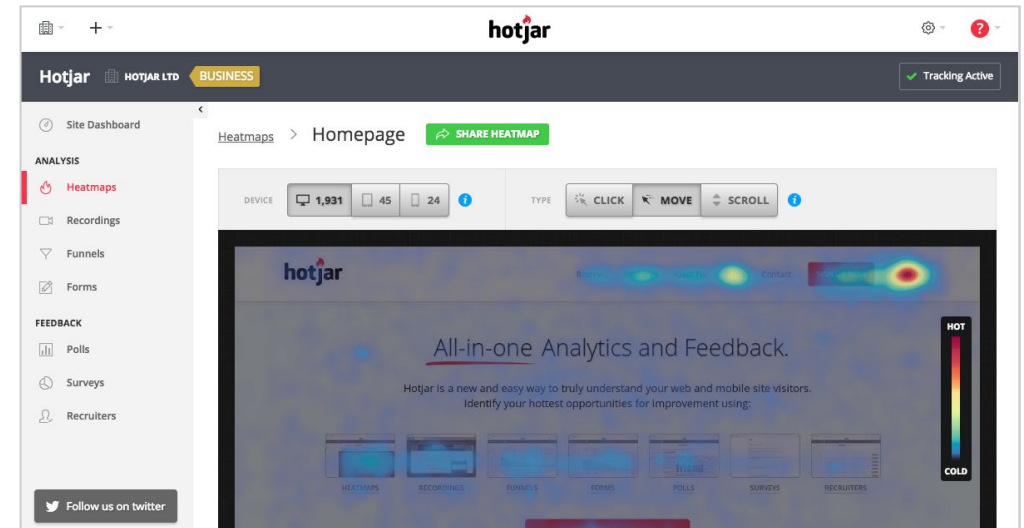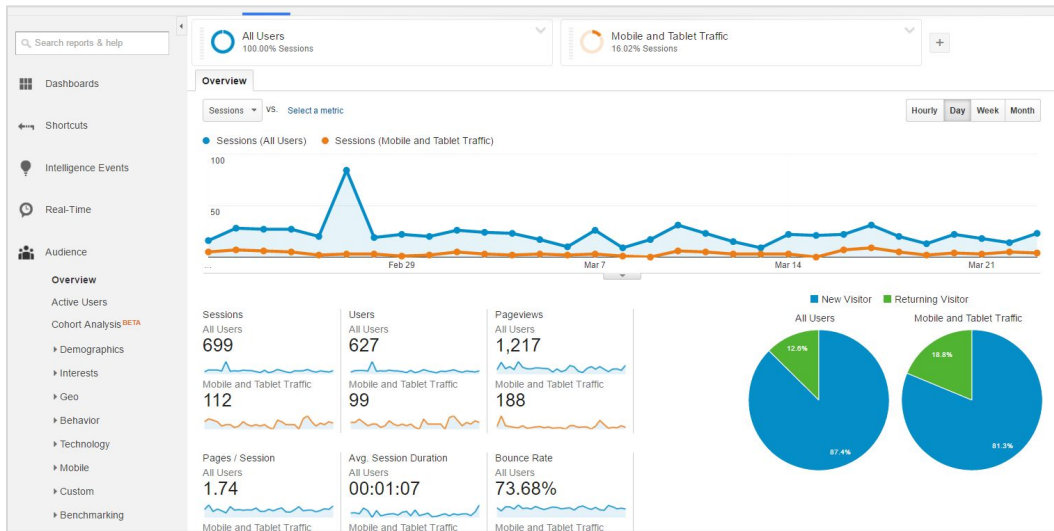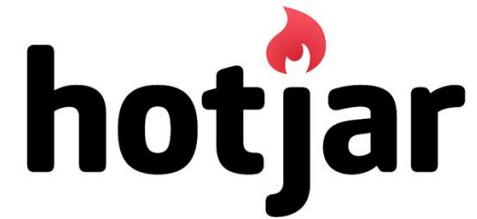
Architecture, hosting & scaling

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

amazon web services

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Security

(Optional)
Firewall

IP restricted access to server low-level
Regular server updates

HTTPS
Connection

Client
browser

Web server

Database

Encrypt / Decrypt
personal data

(Optional)
Regular security
scans

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Test and learn strategy

Hypothesis creation

Design of experiments

PIE framework

UX/UI

Results analysis

Development and QA

Live A/B test

™ WiderFunnel Infinity Optimization Validate. All Rights Reserved.

- Measure and analyse
- Identify problems and challenges
- Prioritise:
  - Potential
  - Importance
  - Ease
- Brainstorming and ideation
- Impact analysis
- Implementation
- Repeat

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Promote, promote, promote!

The road not taken...

A quick overview

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

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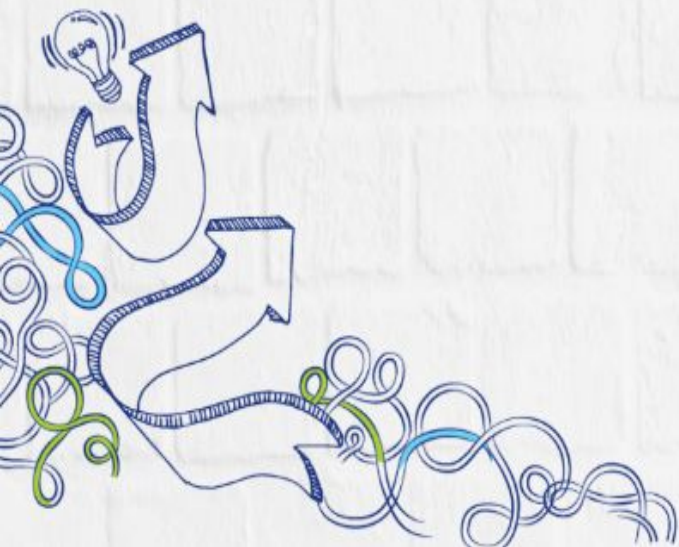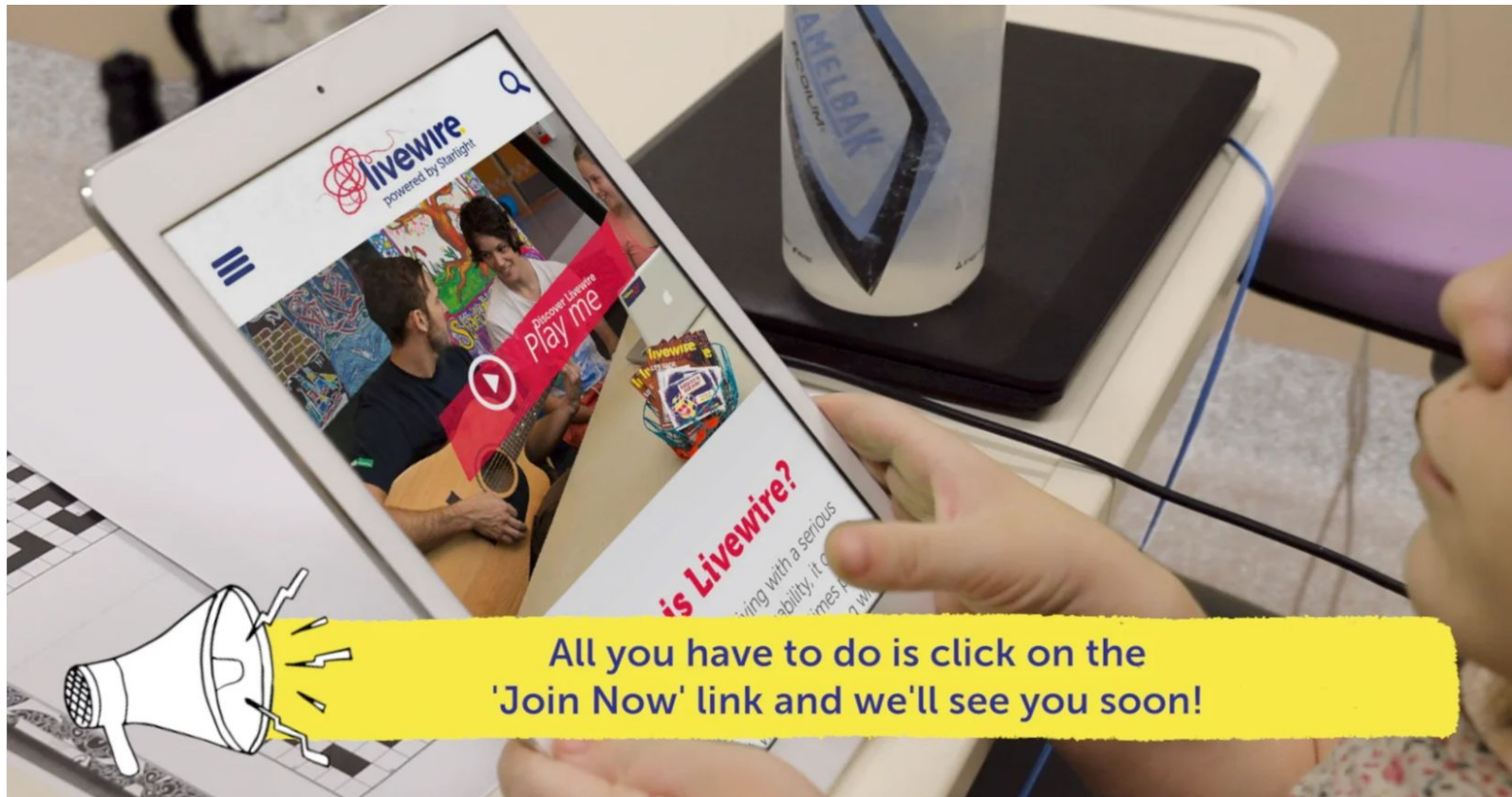
The problem space

How do we create a safe, engaging community setting?

How do we enable deeper conversations and interaction?

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What else already exists?

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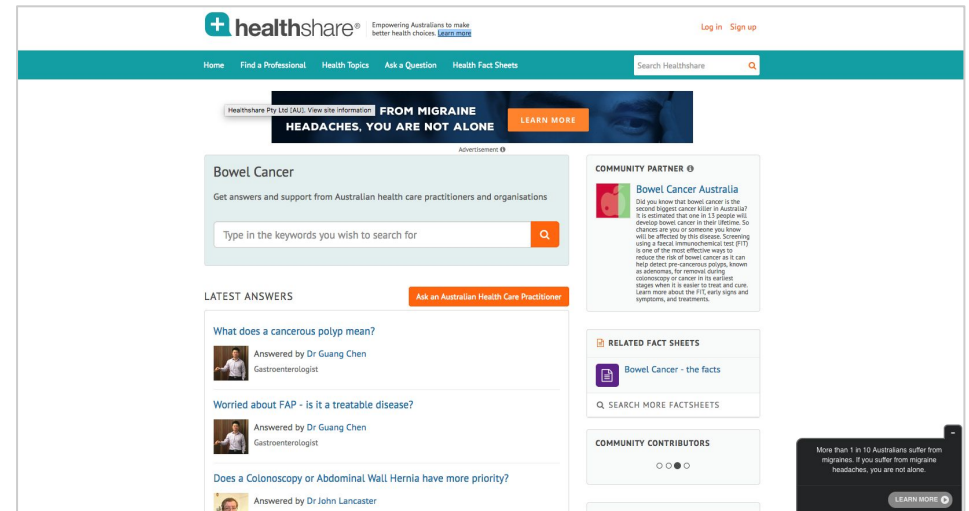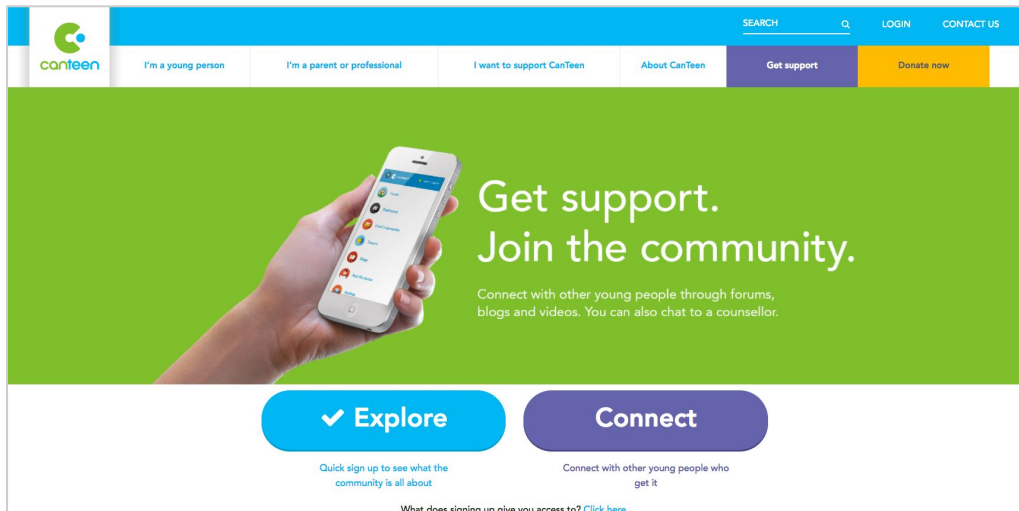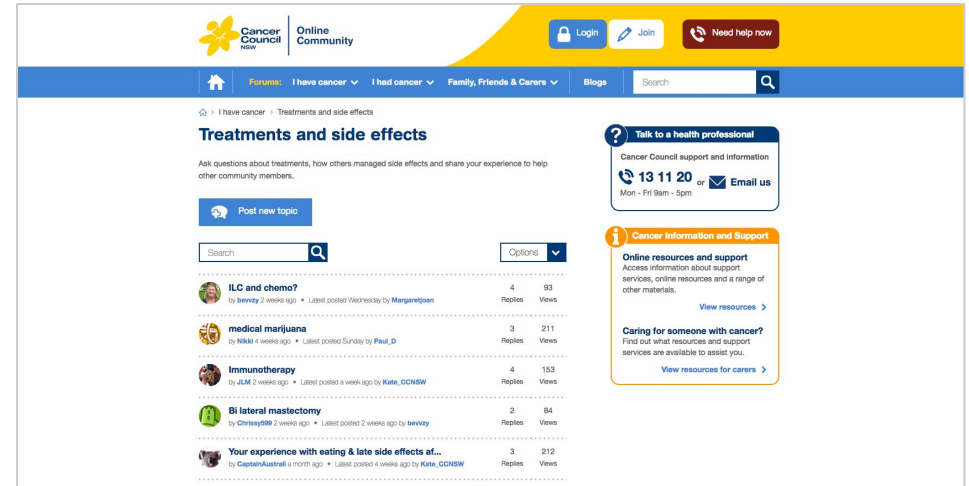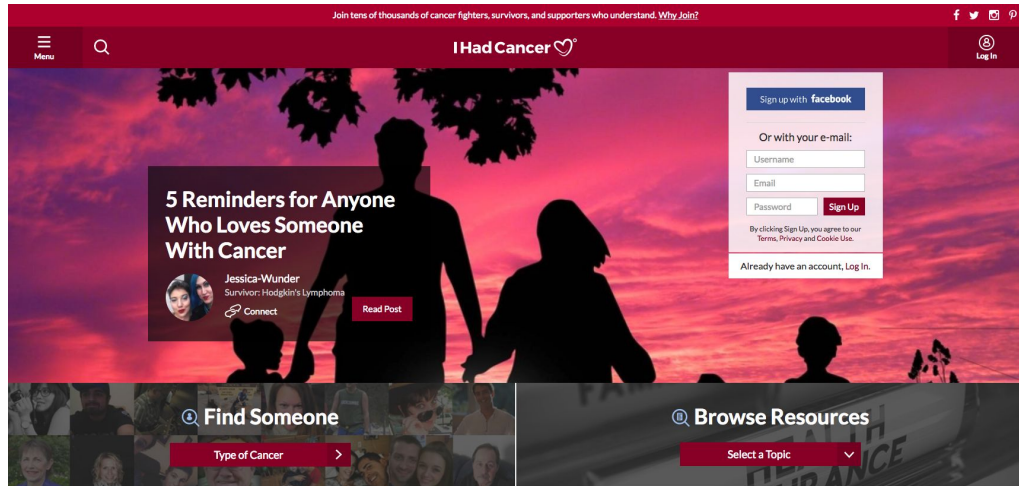
The answer: A community

Visual design

Livewire Online
Meet friends, chat and hangout online in the Livewire online community.

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

REGISTER

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 +

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

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

Jessica
Ambassado
Integer vel
interdum e

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

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

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

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Key challenges to overcome

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

The result

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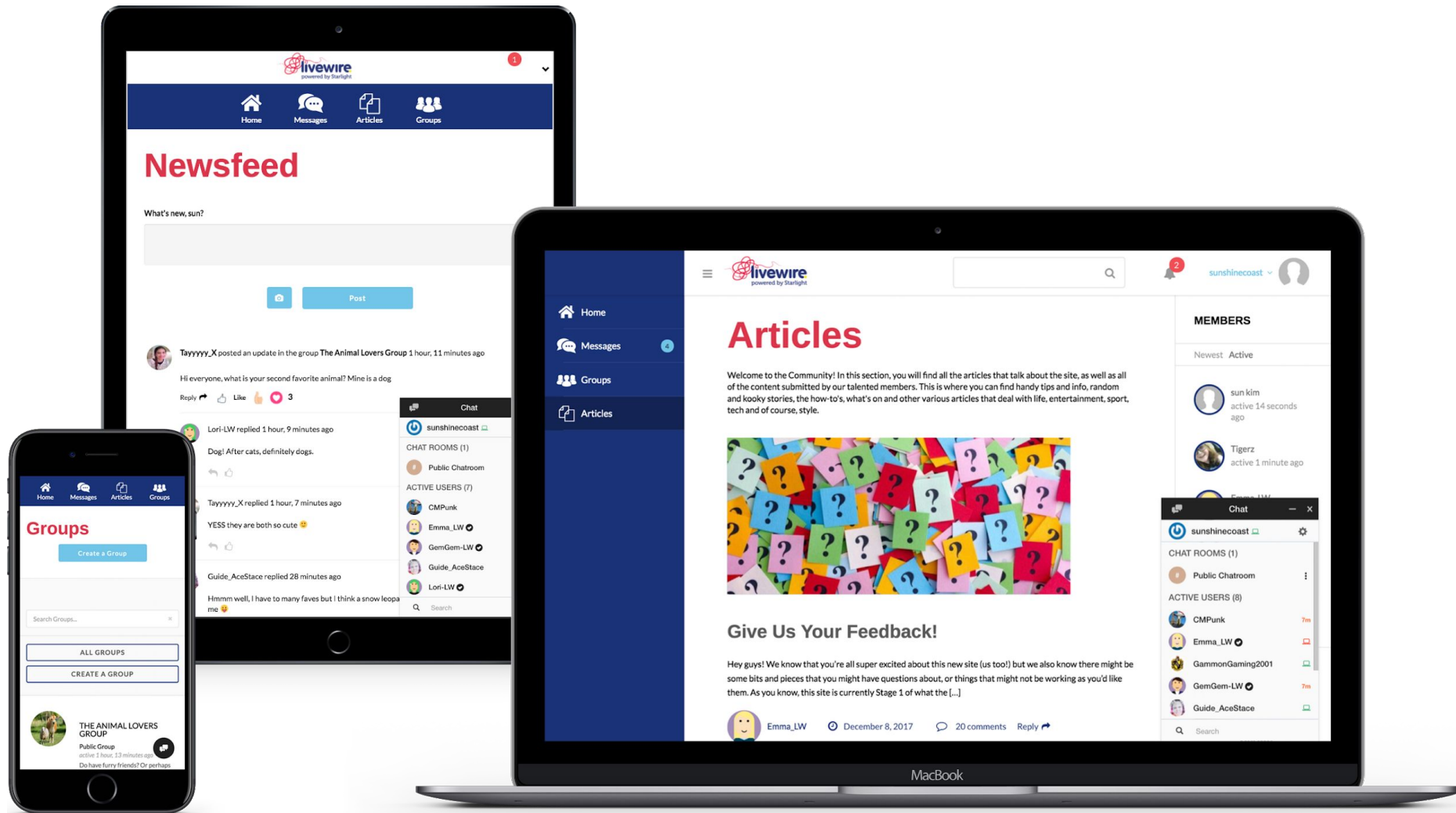
Key learnings

- All community platforms are an ever 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
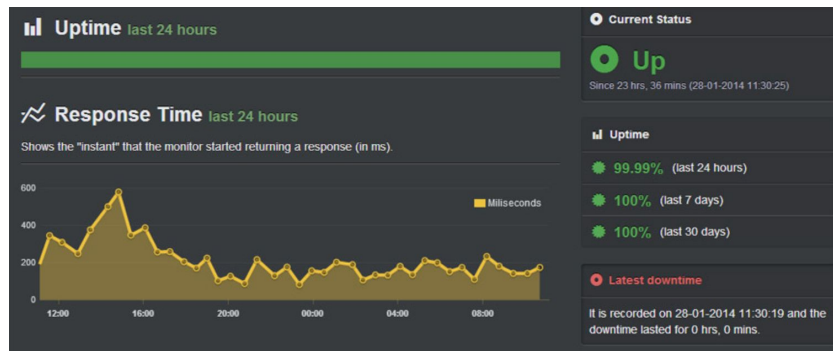- Keep the platform up to date!

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Continued development

Live Chat and
Chat Rooms
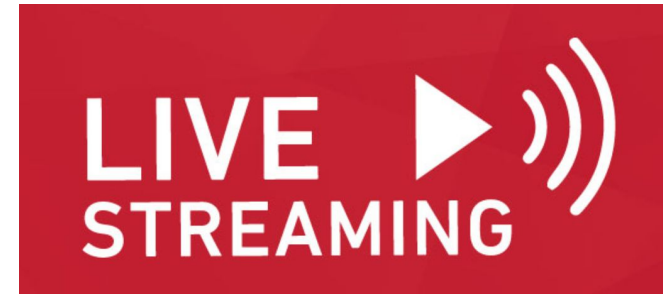
Live streaming

Uptime monitoring and
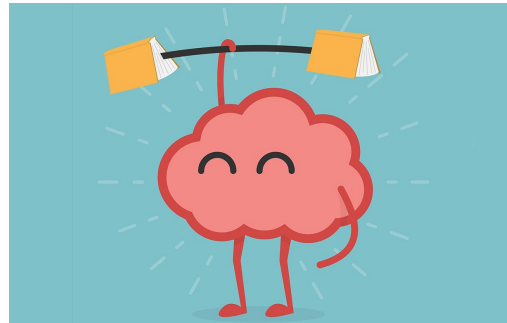continuous improvements

Likes and interest
groups

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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?

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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"
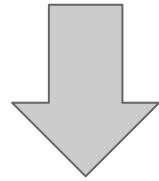
A platform that enables a **community of families** to **face cancer together**

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Key challenges to overcome

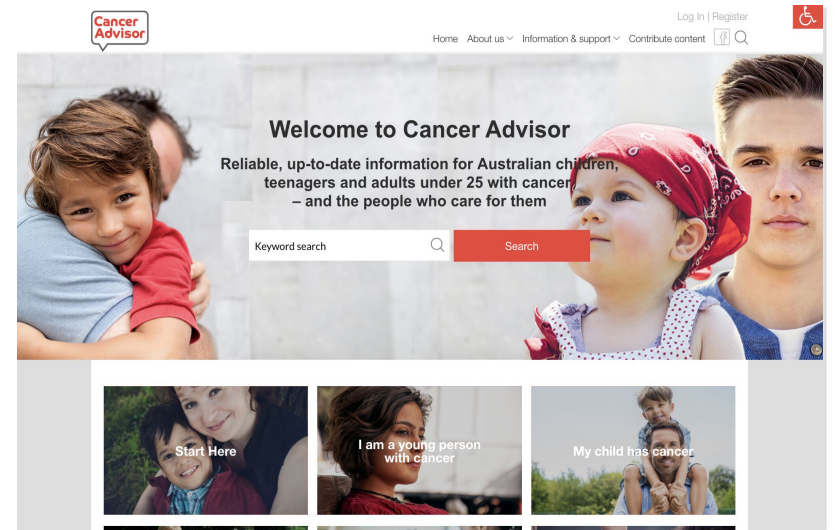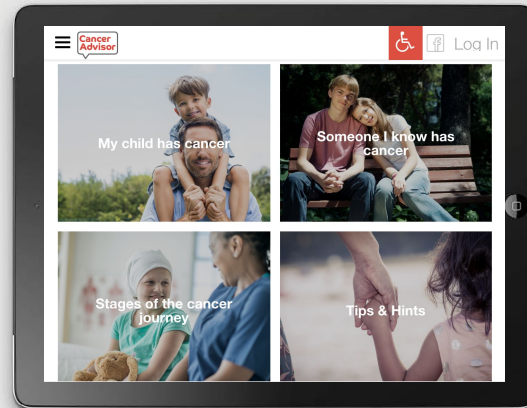| Challenge	Mitigation	Severity
Ensuring medical content is reviewed and up to date	Need specialized medical reviewers, either volunteers or from partner organisations. Draw the line on what you would like to include on the site.	**CRITICAL**
Gaining critical mass and promoting the community	Employ community managers whose primary role is to participate in the community and moderate content.	**HIGH**
Keeping the content focused and moderated	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.	**HIGH**
Getting the content hierarchy right	Strong UX phase, with input from families	**MEDIUM**
Compliance and data security	Ensure relevant standards are identified early. Keep things simple in MVP phase.	**MEDIUM**
Scope control	Agile method, tight MVP scope.	**MEDIUM**

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The result

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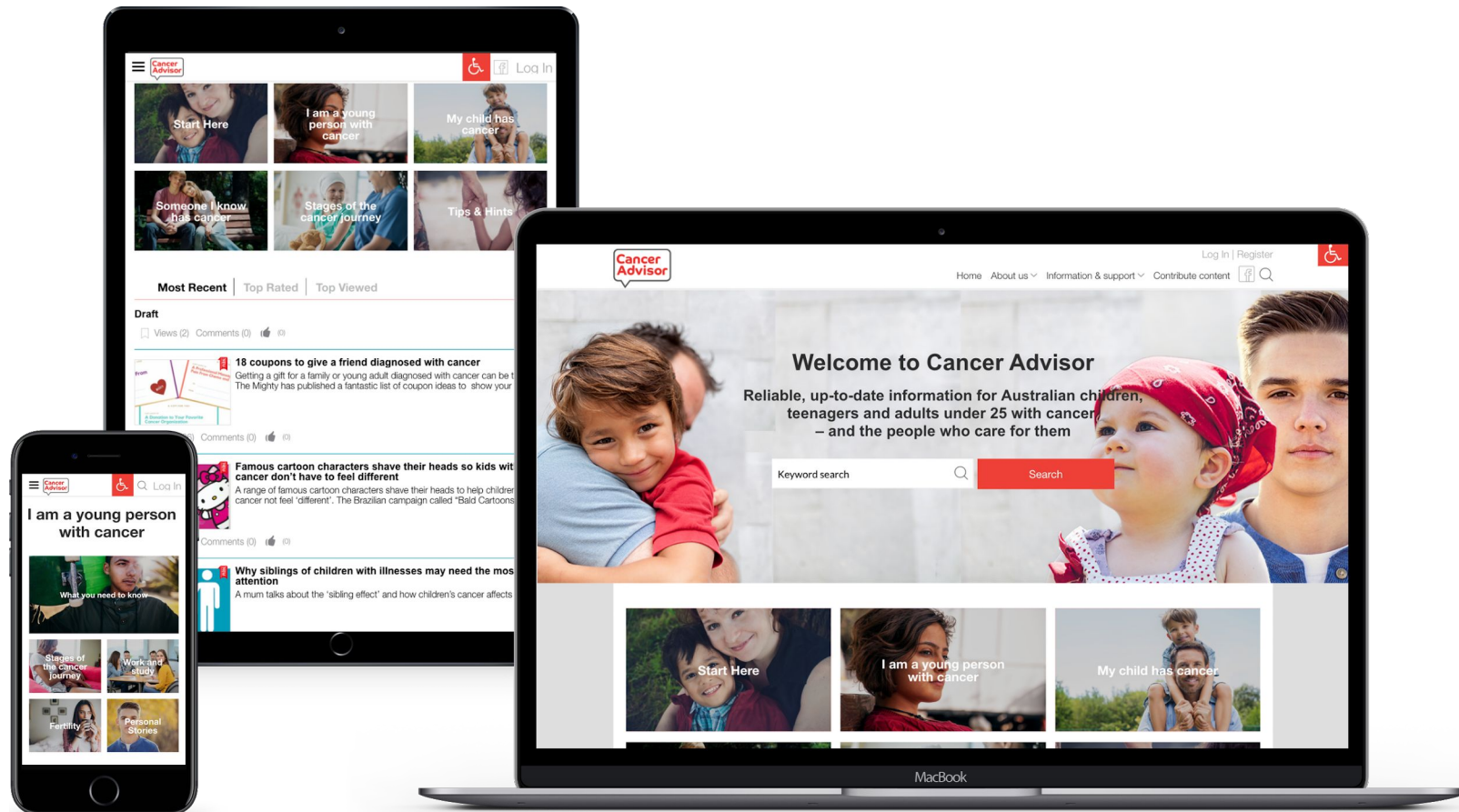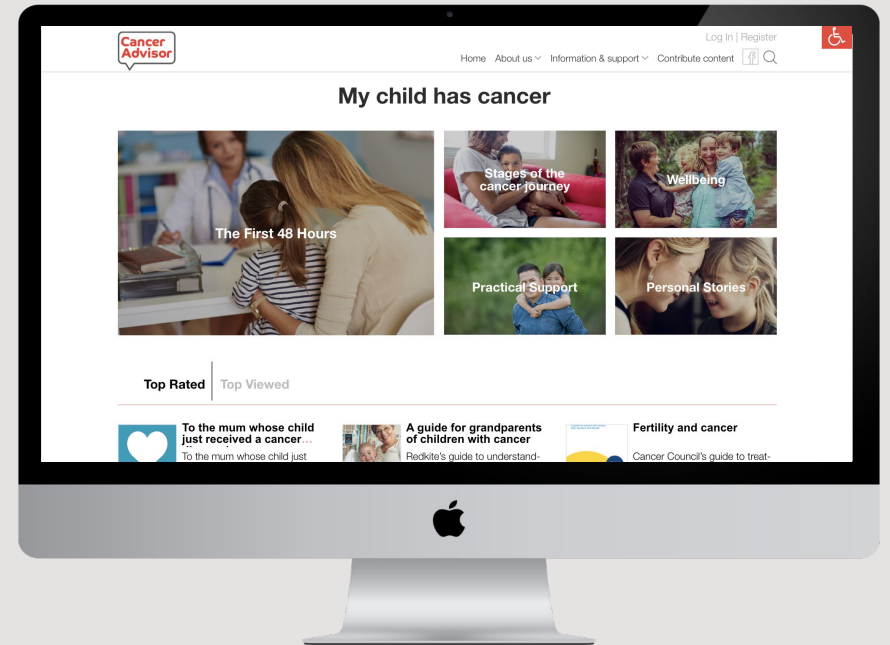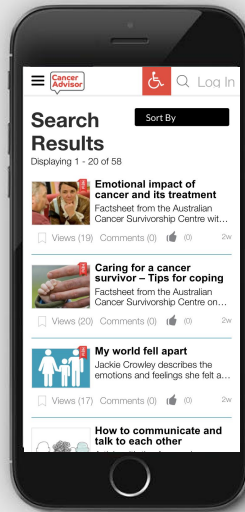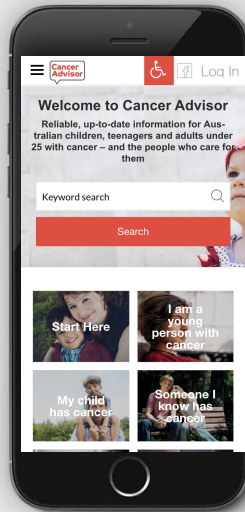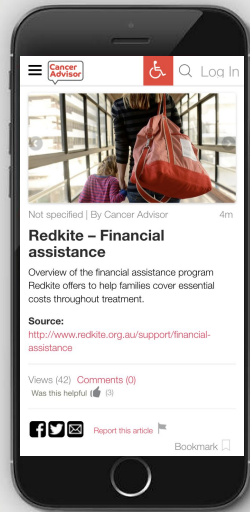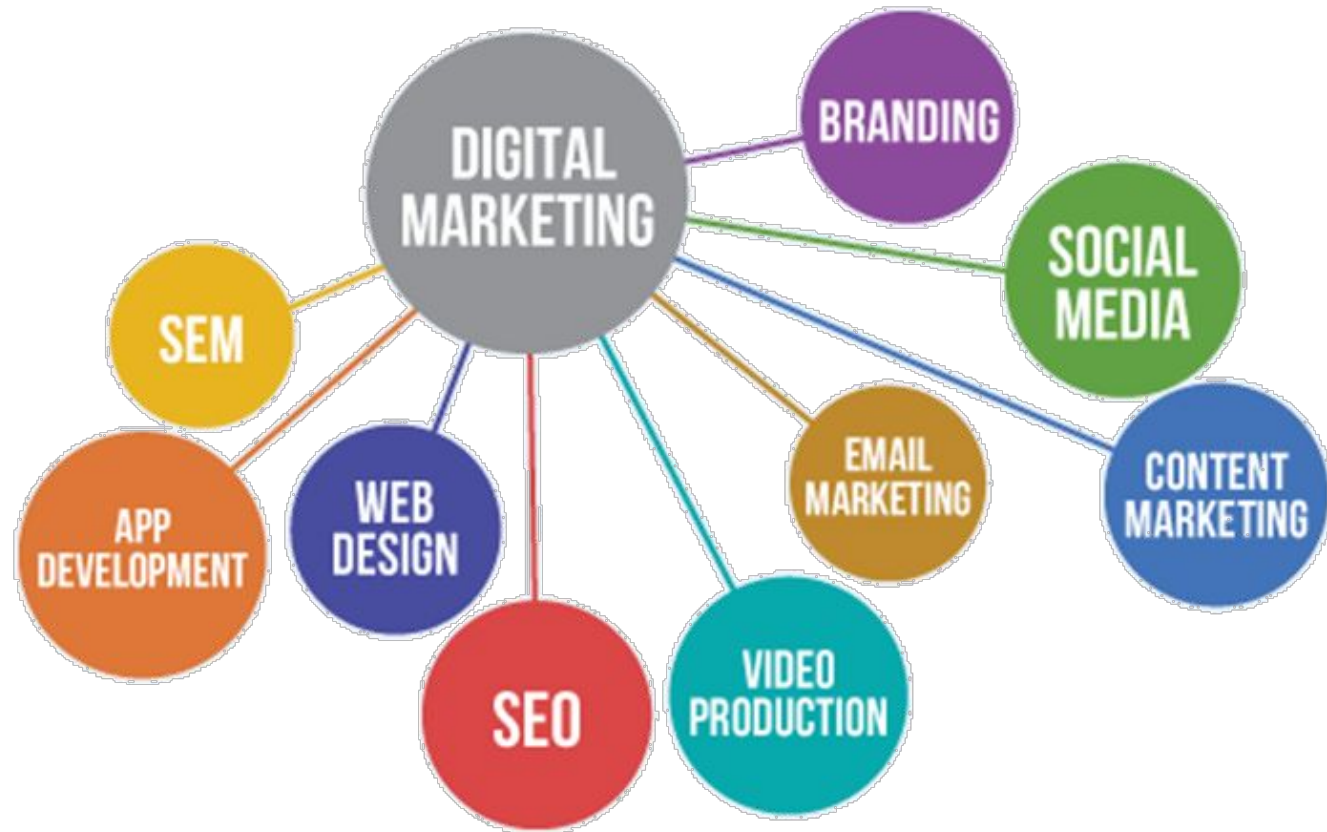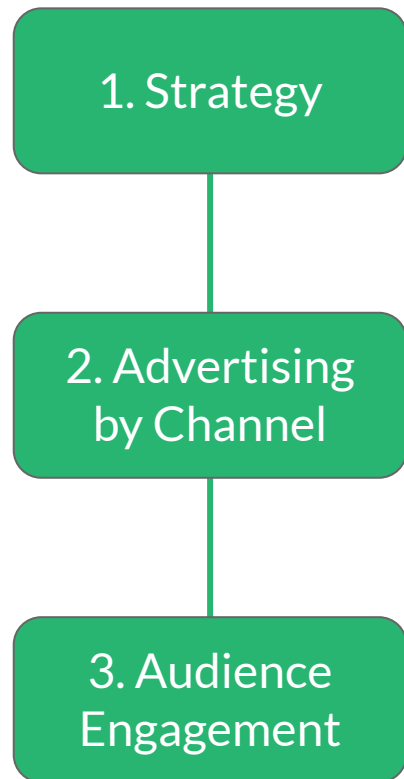
Key learnings

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

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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.

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Any Questions?

Thank you

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