

Backyard Soda Co. Web Page Design: Donation Page

Summary

Backyard Soda Co. opened in 2012 and offered natural flavored syrups. Syrups were sold to retailers, bars, and restaurants. In addition, they served snow cones at farmers markets. Since its inception, they had always been willing to give back to the community by donating its product as silent auction items, using it for cocktails at fundraising events, or even bringing its cart to school events and donating all proceeds.

Backyard Soda Co. was in the process of redesigning its website. Part of the redesign was to formalize a donation request process. Requests for product were becoming more consistent and creating a formal process could help Backyard Soda Co. determine how much product they could donate to support their community. In May 2014, Backyard Soda Co. worked with Confluence to create this donations page.

Goals

Inform Backyard Soda Co.'s website visitors about its giving practices.

- Improve the quality of donation requests to provide a better fit to the Backyard Soda brand by describing organizations, geographic areas, and types of product Backyard Soda will donate to.
- Build upon Backyard Soda's image of being associated with community.
- Increase the positive impact Backyard Soda can make in its community.

Confluence's Role

Design

In order to achieve the goals, Confluence believed the page needed to be easily accessible and inviting from the main page. On the page itself, Backyard Soda needed to provide four things for visitors:

- A statement of Backyard Soda Co.'s beliefs and passion about helping the community.
- A list of past events and organizations Backyard Soda Co. has supported.
- Photographic evidence that they are involved in helping their community.
- Description of how charities can request donations and the characteristics of causes that Backyard Soda Co. typically supports.

Confluence named the page "Giving Back" and recommended the page accessible from the navigation menu as a main link or a sub-link, as shown in Exhibit 1 below. From the navigation menu, visitor could easily find the link and learn more.

Exhibit 1: Navigation Menu

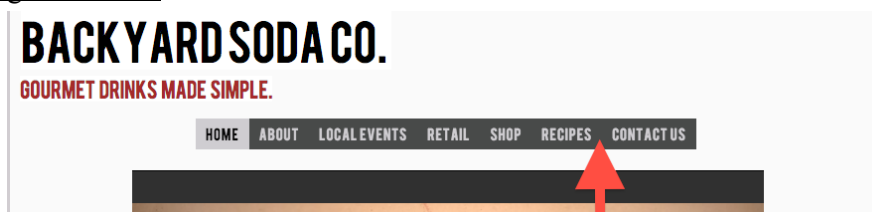
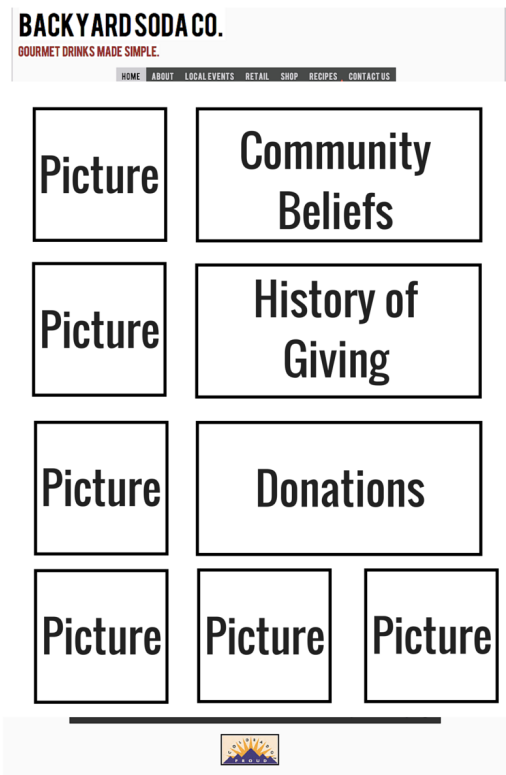


Exhibit 2: Giving Back Page Layout



The “Giving Back” page layout was structured in anticipating that the most common visitor would be those who were requesting a donation. Listing the community beliefs and history of giving sections can give them the idea of what type of organization Backyard Soda Co. is and who they give to. In the donations section, was the criteria of organizations Backyard Soda Co. usually donated to and an email link to send the donation request.

Results

On May 22, 2015, Confluence sent the instructions for the Giving Back page layout complete with wording for each section.

Backyard Soda Co.’s website redesign is still in pro. A link to the page will be placed here once it is public.