

Paralyzed Veterans of America

Project: PVA.ORG - Website Redesign

January 2016



**Paralyzed Veterans
of America**

paradysz + pmdigital

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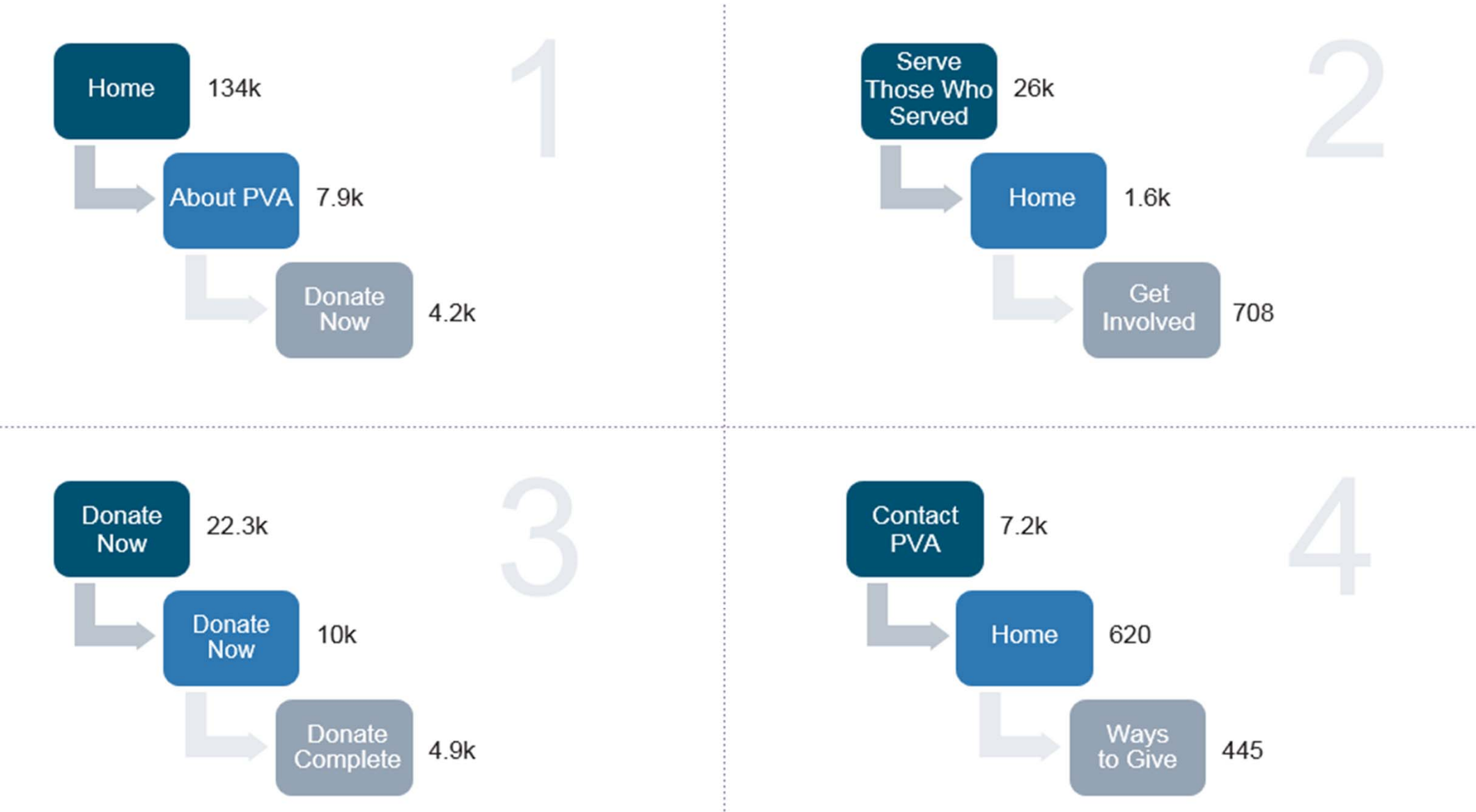
paradysz

pmdigital

Current Top Paths Overall

Date Range: 10/1/2014 to 7/31/2015

- Moving beyond the homepage these are the top four paths.
- Within the top 4 paths, nearly 90% of users exit the site by the 3rd page during a given visit.



Primary User Paths

We’ve aligned the persona groups within the primary paths they’re likely to take. Doing this allows us to better predict behaviors and meet users’ needs. However, the pathing categories are broad, and paths within each category will vary widely—even cross into multiple categories.

Seek Support



Younger Paralyzed Persons
Older Paralyzed Persons
Caregivers / Loved Ones

Research



Providers / Advocates
Sponsors / Business Partners
Younger Paralyzed Persons
Older Paralyzed Persons

Donate



Patriots / Prospects
Patriots / Supporters
Sponsors / Business Partners
Caregivers / Loved Ones

User Path Examples

Developing user paths helps us gain perspective on how users may move through the PVA website, and it ensures that we serve up content in an accessible and logical manner for various scenarios.

Get Services



Older Paralyzed Persons
Younger Paralyzed Persons
Caregivers / Loved Ones

Learn about Advocacy & Rights



Providers / Advocates
Caregivers / Loved Ones
Younger Paralyzed Persons
Older Paralyzed Persons

Donate Online



Patriots / Prospects
Patriots / Supporters
Caregivers / Loved Ones

Get Support



Caregivers / Loved Ones
Younger Paralyzed Persons
Older Paralyzed Persons

Download Publications



Providers / Advocates
Sponsors/ Business Partners
Caregivers / Loved Ones

Learn for Future Giving



Sponsors/ Business Partners
Patriots / Prospects
Patriots / Supporters
Caregivers / Loved Ones

WHAT WE DO

- [Our Mission](#)
- Mission Statement
 - Spinal Cord Injury Information
 - Spinal Cord Disease
 - Paralyzed Veterans of America Leaders
 - Annual Report
 - Financial Information and Governance
 - FAQs
 - Careers
 - Español

[Staff Experts](#) (PDF Document) {Probably needs to be renamed}

[Spinal Cord Research & Education](#)

- Paralyzed Veterans of America Research Foundation
- Paralyzed Veterans of America Education Foundation
- Paralyzed Veterans of America Education Foundation Online Library
- Paralyzed Veterans of America Research and Education News
- Research & Education Foundation-Sponsored Events
- Before Applying for a Grant
- Consortium for Spinal Cord Medicine
- Clinical Practice Guidelines & Consumer Guides
- Paralyzed Veterans of America Publications
- Partnerships
- Contact Us

[News](#)

- Press Releases
- Press Releases - Archived
- Recent News
- Photos
- Independent Budget
- Videos/Public Service Announcements
- Annual Report

[Chapters and NSOs](#) (Make A-Z Nav)

- Accessing Your National Service Officer
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana

More Below (52 chapters in total)

HOME

Dropped as it was an empty bucket

GET SUPPORT

[Veterans Benefits](#)

- National Service Offices
- National Service Officers (NSOs): A Veteran's Lifelong Partner
- Accessing Your National Service Officer
- News For Veterans

[Medical Services](#)

- Common Complications In Spinal Cord Injury
- Spinal Cord Injury
- Spinal Cord Disease
- Spinal Cord Conditions & Issues Information
- VA Hospital Locations and Spinal Cord Injury Centers

[Operation PAVE](#)

- Operation PAVE Success Stories
- PAVE Locations
- Help for Veteran Job Seekers
- Help for Employers
- PAVE Impact and Results
- PAVE Employment Leadership Council
- Become a PAVE Sponsor
- PAVE News

[Architecture](#)

- Healthcare Architecture - Architects & Firms
- Accessible Design
- Accessible Home Design Book, 2nd Edition
- Barrier-Free America Award
- Education and Outreach
- Accessibility Rights
- Recommended Accessibility Resources

[Publications](#)

[Legal Services](#)

- Appellate Services
- Important Links for Veterans sources

[Disability Rights and Advocacy](#)

- Air Carrier Access Act
- Americans with Disabilities Act (ADA)
- Voting Rights
- Employment for People with Disabilities
- Fair Housing
- Long-Term Care Services and Support
- Social Security for Veterans
- Letters to Congress
- Veterans Disability Benefits & Resources

[Caregiver Support](#)

- Bobbie Wesley — A Caregiver's Story
- Adonia Whittier — A Caregiver's Story
- Lanna Brickhaus — A Caregiver's Story
- Marilou Fowler — A Caregiver's Story
- Michelle Mardos — A Caregiver's Story
- Rosie Babin — A Caregiver's Story
- Theresa Richardson — A Caregiver's Story
- Tracy Keil — A Caregiver's Story
- Caregivers Need a Break, Some "Me Time"fits & Resources

[Resources](#)

GET INVOLVED

[Veterans Day](#)

- What is Veterans Day?
- Ceremony at Arlington National Cemetery
- Teacher Resources
- National Veterans Day Poster & Poem Contest

[Ways to Give](#)

- Give Back to Veterans Annual Fund
- Heroes Circle
- Bequests and Planned Giving
- Gifts of Stock & Other Securities
- Matching Gifts
- Combined Federal Campaign (CFC) - United Way
- Giving Tuesday

[Sponsorship Opportunities](#)

- Mission:ABLE Awards
- Mission: ABLE
- National Veterans Wheelchair Games
- Exhibitor Opportunities
- Operation PAVE (Paving Access for Veterans Employment)
- Paralyzed Veterans Golf Open
- Contact Us

[We Are #UNSTOPPABLE](#)

- Unstoppable: CeCe Mazyck

[G.I.V.E. Clothing Donation Program](#)

[Donate a Vehicle: Wheels Helping Warriors](#)

[REvolution - Racing to Empower Veterans](#)

[Service Matters: Help Serve Those Who Have Served](#)

[Attend an Event](#)

[Host an Event](#)

[Veterans Day Poster and Poem Contest](#)

[Sports Events](#)

[Volunteer Opportunities](#)

[Shop to Help](#) External Page

GET SPORTS

[Sports Update](#)

[Sports Calendar](#)

[Sports Spotlights](#)

[Boccia](#)

[Wheelchair Lacrosse](#)

[Sailing](#)

[PVA BASS Tour](#)

- 2016 Schedule
- 2016 Results
- Registration
- Rules
- PVA Bass Tour Sponsors
- PVA Bass Tour Photos
- PVA Bass Tour Video

[Racing and Fitness](#)

- Meet the Paralyzed Veterans Racing Team
- Paralyzed Veterans Racing: 2015 Schedule
- Adaptive Handcycling Clinics
- Links for Paralyzed Veterans Racing Team Members
- VA Handcycle Reference Guide
- Paralyzed Veterans Racing In the News
- Handcycling Videos
- Photo Galleries
- Social Media Links

[National Veterans Wheelchair Games](#)

- Games Sponsors

[Shooting Sports](#)

- Shooting Sports Circuit 20
- Shooting Sports Circuit 19
- Air Rifle/Air Pistol Circuit
- Shooting Sports Rules
- Shooting Sports Sponsors
- Shooting Sports Circuit Past Results

[Billiards](#)

- Billiards 2015-16

[Bowling](#)

- Bowling: 2016
- Bowling: 2015

[Sports Photo Albums](#)

- Archive: Sports and Recreation Photo Galleries

[Additional Adaptive Sports Resources](#)

FOR VETERANS

[Membership Information](#)

- Membership Information
- Membership Application
- Membership Benefits
- Update Membership Information
- Scholarship Program

[Volunteer Opportunities](#)

[Veterans Benefits](#)

[Publications](#)

[Our Members, Our Heroes](#)

- Felipe Adams Hero Story
- Rodney Anderson Hero Story
- Joey Avellone Hero Story
- Scott Bates Hero Story
- Sam Bell Hero Story
- Ted Bleymaier Hero Story
- Stacey Boyd Hero Story
- Alan Babin Hero Story
- Marlon Benn Hero Story
- John Bennett Hero Story
- Kate Callahan Hero Story
- Shaun Castle Hero Story
- John Constans Hero Story
- Tai Cleveland Hero Story
- Rory Cooper Hero Story
- Noah Currier Hero Story
- James Crosby Hero Story
- Roberto Cruz Hero Story
- Jeff East Hero Story
- David Fowler Hero Story
- Lance Gieselmann Hero Story
- Moki Martin Hero Story
- Will Groulx Hero Story

More Below (49 Stories in total)

[Legislation/Veterans Issues](#)

- Legislation Updates
- 114th Congress, First Session Priorities
- 114th Congress: Testimony
- 114th Congress: Letters
- 113th Congress: Archives
- Independent Budget
- Postion Papers on Veterans Issues

[Veterans Resources](#)

- Accessibility and Mobility Resources
- Accessible Housing Resources
- Amyotrophic Lateral Sclerosis
- Employment Resources for Veterans and All with Disabilities
- Government Resources
- Caregiver Resources
- Multiple Sclerosis Resources
- Spina Bifida Resources
- Spinal Cord Injury Resources
- Veterans Benefits
- General Veterans Online Resources
- General Medical Resources

I WANT TO

[I Want to Find a Consumer Guide or CPG](#)

[I Want to Make A Donation](#)

ONE TIME DONATION

[I Want to Join the Heroes Circle](#)

RECURRENT DONATION

[I Want to Donate my Vehicle](#)

[I Want to Make Thrift Donations](#)

[I Want to Find Out More About my VA Benefits](#)

[I Want to Volunteer](#)

[I Want to Become Member](#)

[I Want to Subscribe to PN/SPORTS 'N SPOKES](#)

How we've clarified, simplified and streamlined the User Paths:

- ☐ Separated Medical Research and related information from the “What We Do” Section
- ☐ Created a distinct path for medical research and disability-related information
- ☐ Simplified path to PVA-facing programs and support services for Veterans and Caregivers
- ☐ Created clear, direct and simple pathway for donors
- ☐ Simplified paths to engagement opportunities such as Volunteering, Events participation, Sports, Member Stories

Content Buckets Explained

CREATE CLEAR PATH TO MEDICAL RESEARCH / ADA / ACCESSABILTY-RELATED RESOURCES

CREATE SIMPLE, DIRECT DONOR PATH

Combine/Simplify path to PVA Services/ Support for Veterans, Family & Caregivers

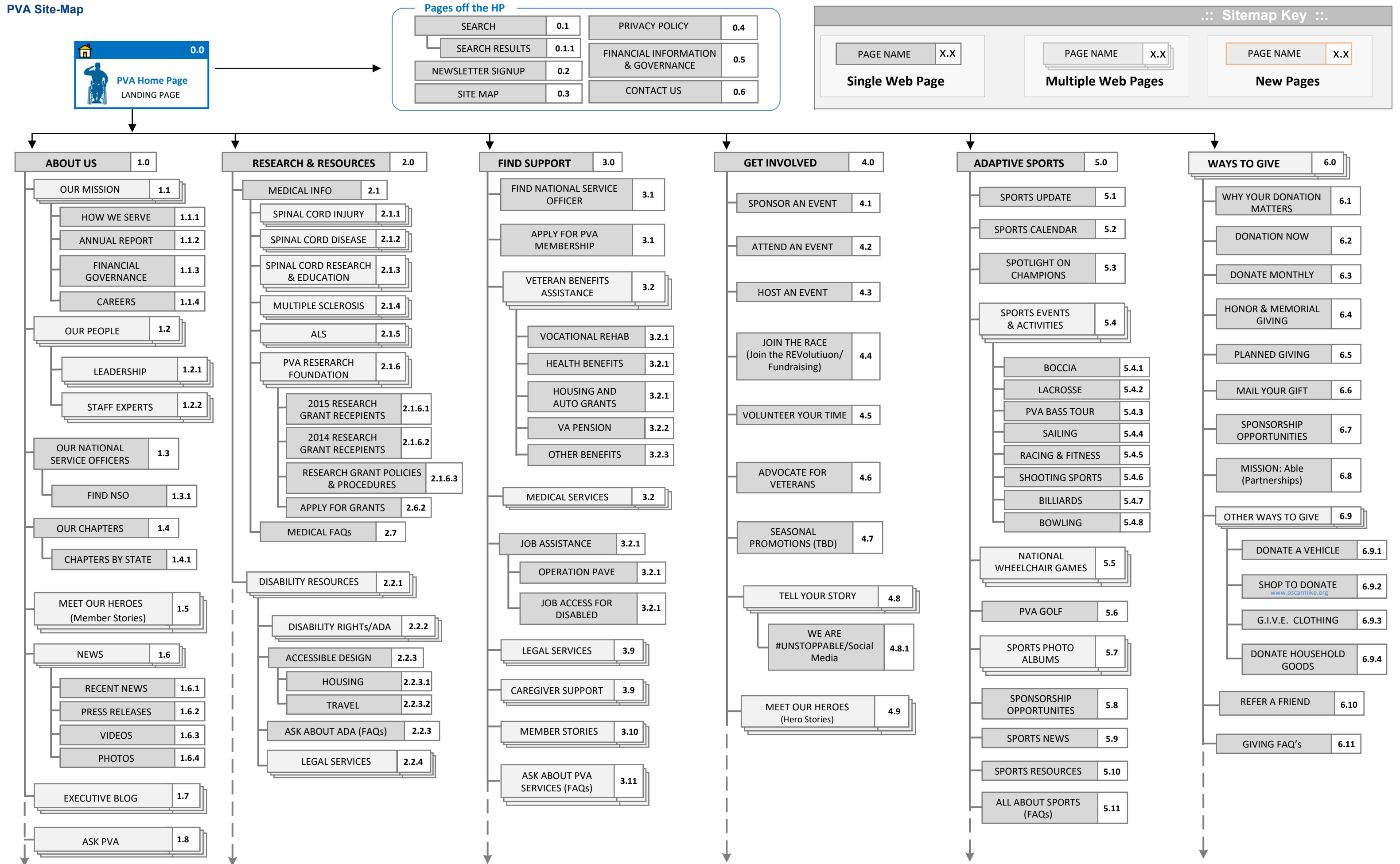
Delete and Create More Direct Paths to Donations, Support, Services, Key Content



HOME

Dropped as it was an empty bucket





Next Steps:

- Confirm and approve Content Buckets (PVA)
- Confirm and approve Sitemap Overview (PVA)
- Start wireframes for Home Page (PMD)
- Develop Survey for User Testing Round 2 (PMD)
- Discuss and review new Content Pages (PMD & PVA)

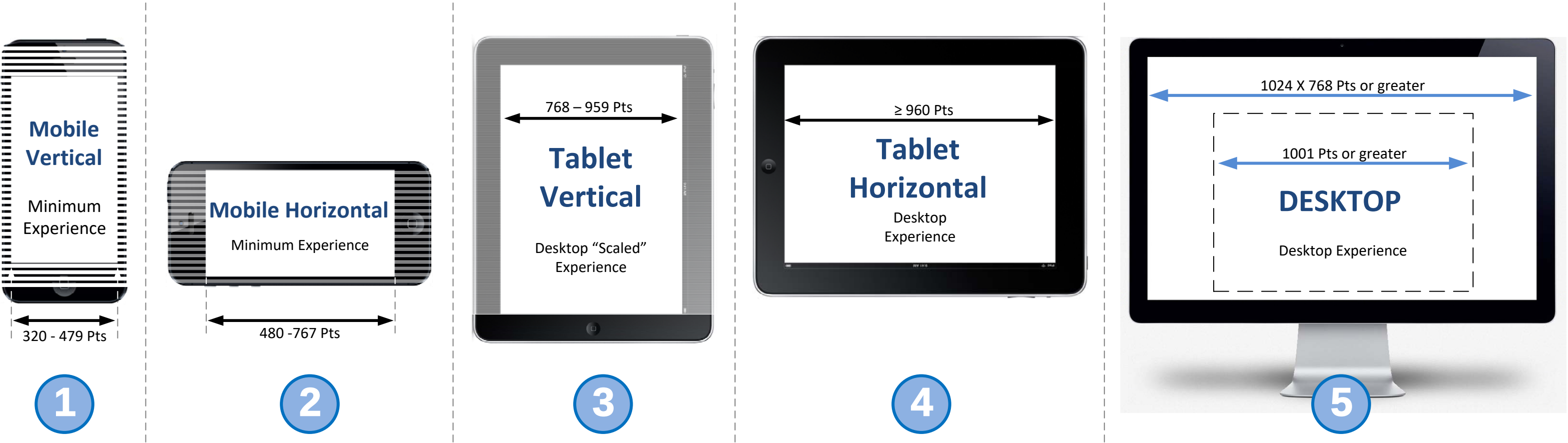
Work in Progress Post Initial Deck



Responsive Scenarios



Responsive Breakpoints Explanation

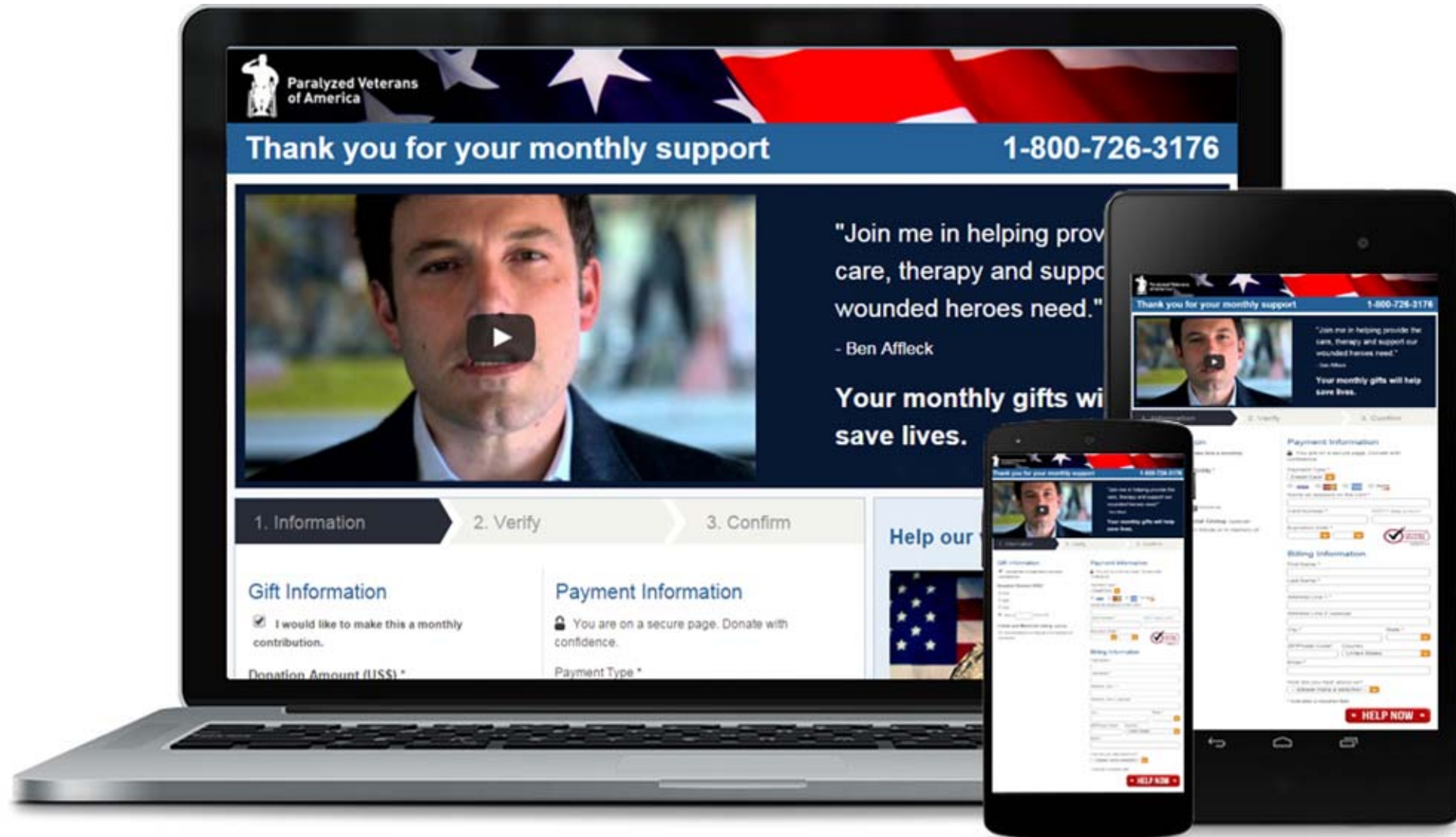


We typically use a two breakpoint, mobile first - approach (3 total screen sizes). Since there can be confusion by calling screen sizes mobile, tablet, or desktop, we are now following the industry standard of naming them by size (a.k.a. T-shirt size model). ~~~~>

NOMENCLATURE:

- Small screen up (1px to ~720px) to cover phones, small devices, and wearable if needed
- Medium screen up (~720px to ~1000px) to cover tablets, convertibles, larger phones
- Large screen up (greater than 1001px) to cover wide screen monitors. Desktops, etc

Responsive Breakpoints Explanation



For our standard 2 breakpoint builds (3 total sizes)
Here is what we target:

- 1) **1px to 767px – Small screen up**
- 2) **768px to 991px – Medium screen up**
- 3) **992px up – Large screen up**

Typical Responsive Breakdown

- 1px to 319px – Good for the Apple Watch or other wearables.
- 320px to 479px – Good for phones
- 480px to 767px – Middle ground size for phones or small tablets
- 768px to 991px – Typically the beginning of the tablet sizing
- 992px to 1199px – Medium devices or Desktops
- 1200px ≥ – Large Devices, Wide Screens

User Testing





UserTesting is used by over 34,000 companies, including all of the top 10 web properties



UserTesting.com - Videos

1

Test (1688240A)

[https://www.usertesting.com/videos/ZZDf4l_frtKytJcd7n7lGA?
utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system](https://www.usertesting.com/videos/ZZDf4l_frtKytJcd7n7lGA?utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system)

2

Test (1694361D)

[https://www.usertesting.com/videos/WTk3mQMUOZ-3IUBG3ACx0w?
utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system](https://www.usertesting.com/videos/WTk3mQMUOZ-3IUBG3ACx0w?utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system)

3

Test (1694361E)

[https://www.usertesting.com/videos/WlNdFpnxZO_vjJ70aiaFrQ?
utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system](https://www.usertesting.com/videos/WlNdFpnxZO_vjJ70aiaFrQ?utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system)

4

Test (1694361A)

[https://www.usertesting.com/videos/l1O60zMwzNOljA5eeJ3KIA?
utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system](https://www.usertesting.com/videos/l1O60zMwzNOljA5eeJ3KIA?utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system)

5

Test (1694361B)

[https://www.usertesting.com/videos/UkGZz0z_yayusvrPArP_fw?
utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system](https://www.usertesting.com/videos/UkGZz0z_yayusvrPArP_fw?utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system)

6

Test (1694361C)

[https://www.usertesting.com/videos/sqqFhf1uwBg4vVNvJd15xw?
utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system](https://www.usertesting.com/videos/sqqFhf1uwBg4vVNvJd15xw?utm_campaign=email_clicks&utm_medium=email&utm_source=usertesting.com_system)

UT Findings (Problems)

- Difficulty with finding monthly donations
- Problems with search for service offering or sport
- Problems with search for finding local programs, races or fundraising events
- Problems with Search Results page
- Users wanted to enter their zip code to help find local events and/or services
- Problem with Naming Conventions

I/A Recommendations (Solutions)

- Localization / Regionalization
- Predictive (Type-ahead Search) based on indexing of HTML files and any downloadable documents
- Search by Section / Department
- Localization /Regionalization of events/races, NFOs etc
- Improve “Search Results” Page to include key links, introduction in to donation stream and modules as appropriate
- Site-wide & Document Nomenclature guidelines
- Content strategy using modules & CTAs according to business rules that will dictate what content will get promoted/highlighted on HP & various other Landing Pages.
- Home Page content revolving mechanism that is ADA & 508 Compliant that falls under the guidelines of WCAG 2.0 (Web Content Accessibility Guidelines)
- Introduction of Spanish in to Donation Pages and some content.

Modules, Widgets & CTAs Inventory



INVENTORY OF MODULES, WIDGETS AND CALL-TO-ACTION PROMPTS

INTERNAL
MODULES

INTERNAL MODULES
- CONTINUED

SEASONAL OR
SPECIAL EVENT

EXTERNAL
SPONSOR

SECOND TIER
PARTNERS

➔ = NEW PROPOSED MODULE

DONATION MODULES

- ➔ 1 DONATE NOW
Module that allows users to make a one time donation. It will have some new options as well
- 2 SEEN US ON TV? (Monthly Gift)
Module that allows user to sign up for monthly (recurring) donations
- ➔ 3 SUPER DONATION MODULE
Allows user to enter donation stream with all the options for alternative types of donations
- ➔ 4 OTHER DONATION TYPES
Module that reminds users about alternative donation options
- ➔ 5 LOG-IN / REGISTER (TBD)
Module that allows user to register for special membership opportunities.
- ➔ 6 SELF-IDENTIFY (Meet PVA People)
Module that allows users to self-identify according to persona document PMD developed
- ➔ 7 SOCIAL MEDIA
Module that allows users to enter all the social media channels PVA uses to promote its programs.
- ➔ 8 SPANISH LANGUAGE
Module that allows users to find donation, advocacy and other important pages in Spanish
- 9 STAY INFORMED (Currently Footer)
Module that allows users to read subscribe to newsletters & e-alerts
- ➔ 10 EXECUTIVE BLOG
Module that allows users to read "Executive Blog" that has Sherman's blog& multiple authors from the management team
- ➔ 11 BACK TO WORK
Internal module to help PVA member with work
- ➔ 12 GET IN TOUCH / CONTACT US
Internal module to help members contact PVA offices and also find NSOs to help with issues

LOCALIZATION

- ➔ 13 FIND AN EVENT NEAR YOU
Module that allows users to find an fundraising event or a race near their geographical location
- ➔ 14 FIND LOCAL CHAPTER / NSO
Module that allows users to find a PVA Chapter or NSO near their geographic location
- 15 MEMBERS AND HEROES
Module that allows user to learn more about PVA members
- 16 IMPROVING LIVES (Ben Affleck)
Inspiring videos. Your generosity in action. Public service announcements
- 17 CAREGIVERS CIRCLE
Caregiver stories, news and more
- 18 RECENT NEWS – RSS Feed
Highlights of recent news with link to "Press Room"
- 19 UPCOMING EVENTS
Highlights of upcoming events & link to full schedule
- ➔ 20 SUPER SPORTS MODULE
OPEN QUESTION: Do we need a module that would highlight all the sports available with 2-3 most recent races or events highlighted?
- ➔ 21 PHOTO GALLERIES
OPEN QUESTION: Do we need a module that would highlight and serve up links to all the different photo albums on this site?
- ➔ 22 SPINAL CORD RESEARCH & EDUCATION
OPEN QUESTION: Do we need a module that would highlight and serve up links to all the spinal cord injury related information on this site?
- ➔ 23 SPONSOR MODULE
OPEN QUESTION: Do we need a module that would serve up all of our top-tier and secondary sponsors and internal partners as listed in the last column?

SHOP TO DONATE



<https://www.oscarmike.org>

SEASONAL / ONE-TIME

TOUGH MUDDER



<https://toughmudder.com>

"Tough Mudder" – External Sponsor module

UNDER ARMOUR



<https://www.underarmour.com>

"Under Armour" – External Sponsor module

Nulla viverra sodales (TBD)

123456789 (TBD)

Etiam imperdiet, urna ac tristique mollis, augue eros ornare diam, sed ullamcorper

EVENTS CALENDAR

September 14						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

▶ [View Full Calendar](#)



<http://www.agility.com>



<http://www.pennzoil.com>



<http://www.pensketruckrental.com>



<https://www.ups.com>



<http://www.bioness.com>



<http://www.permobil.com>



OPERATION: PAVE, Paralyzed Veterans' vocational rehabilitation program, supports America's paralyzed veterans in their search for good jobs and meaningful careers while helping employers strengthen their workforce with hard-working, gifted employees.



Proceeds from the PVGO support Operation PAVE, Paralyzed Veteran's program providing free, on-on-one career assistance, benefits counseling and support to any veteran and assistance to employers committed to hiring veterans. Underwritten by Agility, the PVGO has raised over \$2.2 million for PAVE



Every year, the Paralyzed Veterans of America co-presents the Wheelchair Games, the largest annual wheelchair sporting event in the world, with the Department of Veterans Affairs. More than 600 veteran wheelchair athletes compete in 17 sporting events as a form of rehabilitative therapy to foster better physical, mental and social health to improve their quality of life. The Games introduce veterans with disabilities to a variety of adaptive sports, promote awareness of spinal cord injury and disease and build a community for those facing the unique challenge of life with a disability.

Summit 2015+Expo

Paralyzed Veterans of America's annual healthcare conference the Summit + EXPO brings together renowned leaders from medicine, health care, policy and government to explore and implement holistic strategies to strengthen the continuum of care, empower clinicians and patients and improve quality of life for our members and all people living with spinal cord injury or disease.

PARALYZED VETERANS
MISSION:ABLE
2015 Awards

The Mission: ABLE Awards celebrate Paralyzed Veterans of America's signature campaign by bringing together veterans and their families, corporate supporters and public sector friends to honor those who have dedicated themselves to creating an America where our disabled heroes are able to fully live the lives they deserve and access what they need most: Care, Benefits and Jobs



Mission: ABLE is Paralyzed Veterans' national campaign that helps our heroes fully live the lives they deserve and receive what they need most: Care, Benefits and Jobs. We believe that paralyzed veterans are remarkable, their dreams achievable and with our support they are unstoppable.

Regionalization / Localization



http://www.pva.org/location

http://www.pva.org wants to:

Know your location

AllowBlock

Choose Section:

Search for:

Entire Site

GO

RESEARCH & RESOURCES

GET INVOLVED

ADAPTIVE SPORTS

WAYS TO GIVE

DONATE NOW

RIGHT RAIL

MODULES

CALENDARS & PROMOTIONS

ABOUT US

FIND SUPPORT

RESEARCH & RESOURCES

GET INVOLVED

ADAPTIVE SPORTS

WAYS TO GIVE

>> FULL SITEMAP <<

ANNOTATIONS & NOTES

http://delfriscosgrille.com/

Alternative Icon

PAGE CONTENT

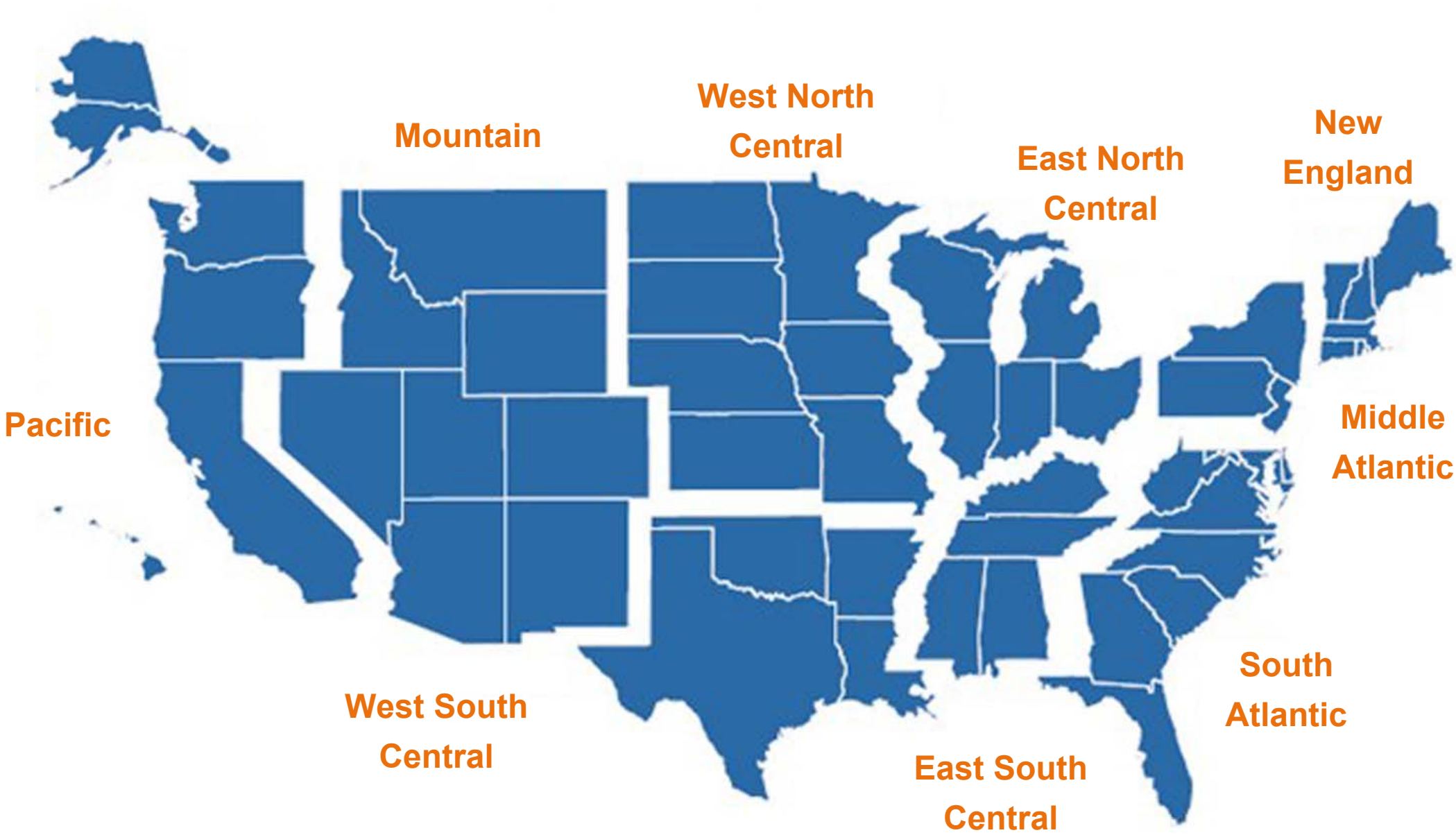
paradysz

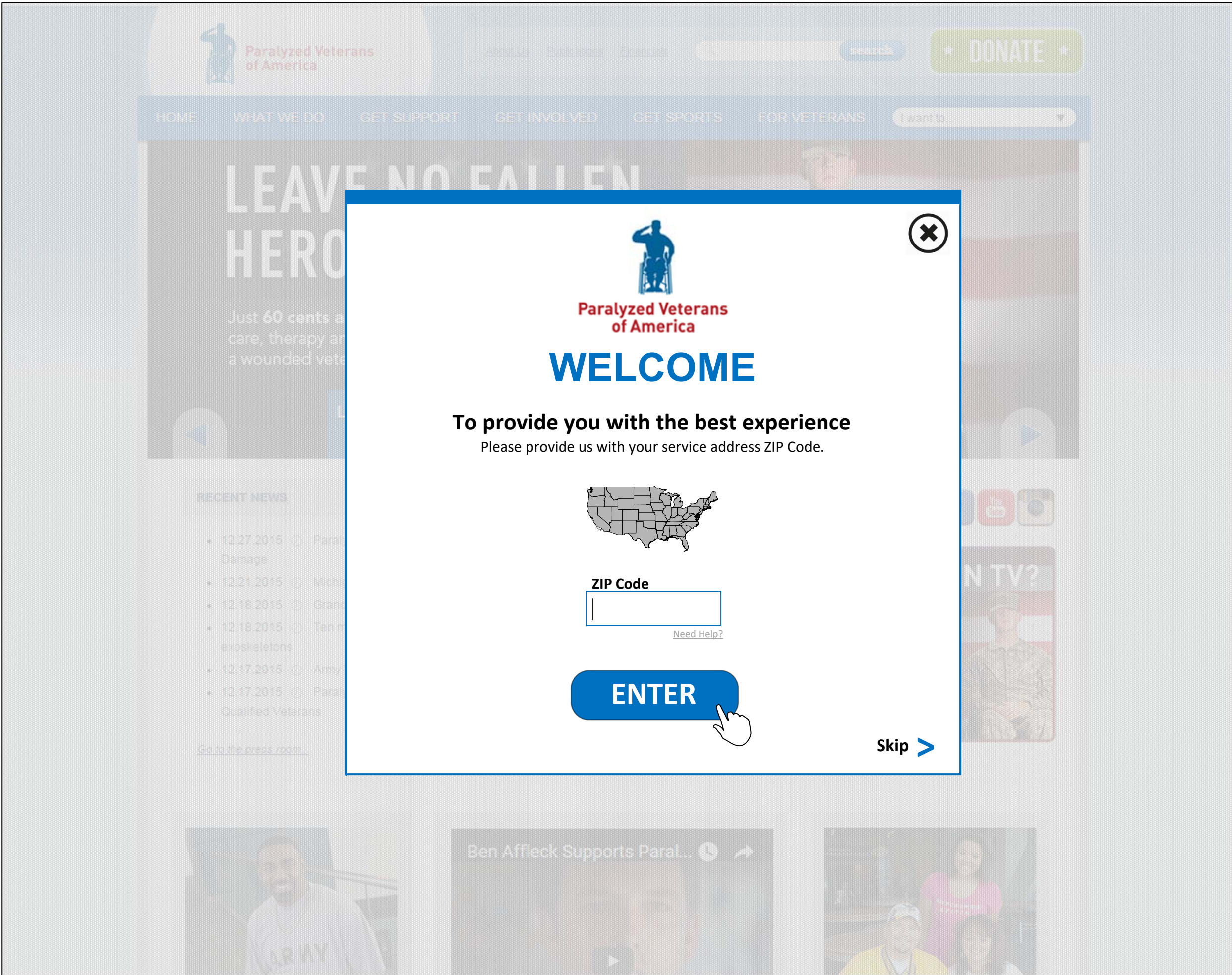
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Regionalization Chart (FPO)





Navigation Design Exploration





Paralyzed Veterans
of America



Search for:

Choose Section:
Entire Site

GO

DONATE

ABOUT
US

FIND
SUPPORT

RESEARCH &
RESOURCES

GET
INVOLVED

ADAPTIVE
SPORTS

WAYS
TO GIVE

RESEARCH & RESOURCES

This new section will position PVA as an authoritative source of information on medical research, education, and disability resources related to spinal cord injury, disease, MS and A.L.S. for veterans and other disabled persons.

[See All Pages](#) (Full Site Map)

Medical Information

- Spinal Cord Injury
- Spinal Cord Disease
- Spinal Cord Research & Education
- Multiple Sclerosis
- ALS
- PVA Research Foundation
- Medical FAQ's

Disability Resources

- Disability Rights/ADA
- Accessible Design
 - Housing
 - Travel
- Legal Services
- Additional Resources
- Ask About ADA (FAQ's)

Dynamic Promo Area

PROMO
AREA

1

-- Search Options

Select by Section

Entire Site

About PVA

Research & Resources

Find Support

Get Involved

Adaptive Sports

Ways To Give

GO

SITE CONTENT

ANNOTATIONS & NOTES

officedepot.com
columbia.com
walmart.com

MEDICAL INFO	2.1
SPINAL CORD INJURY	2.1.1
SPINAL CORD DISEASE	2.1.2
SPINAL CORD RESEARCH & EDUCATION	2.1.3
MULTIPLE SCLEROSIS	2.1.4
ALS	2.1.5
PVA RESEARCH FOUNDATION	2.1.6
2015 RESEARCH GRANT RECIPIENTS	2.1.6.1
2014 RESEARCH GRANT RECIPIENTS	2.1.6.2
RESEARCH GRANT POLICIES & PROCEDURES	2.1.6.3
APPLY FOR GRANTS	2.6.2
MEDICAL FAQs	2.7
DISABILITY RESOURCES	2.2.1
DISABILITY RIGHTS/ADA	2.2.2
ACCESSIBLE DESIGN	2.2.3
HOUSING	2.2.3.1
TRAVEL	2.2.3.2
ASK ABOUT ADA (FAQs)	2.2.3
LEGAL SERVICES	2.2.4



Paralyzed Veterans
of America



Search for:

Choose Section:

Entire Site

GO

Accent Color

Close MegaMenu Control

ABOUT
US

FIND
SUPPORT

RESEARCH &
RESOURCES

GET
INVOLVED

ADAPTIVE
SPORTS

WAYS
TO GIVE

DONATE

RESEARCH & RESOURCES

Search:

Search for:

Choose Section:

Entire Site

GO

Medical Information

—Spinal Cord Injury

—Spinal Cord Disease

—Spinal Cord Research & Education

—Multiple Sclerosis

—ALS

—PVA Research Foundation

—Medical FAQ’s

Disability Resources

—Disability Rights/ADA

—Accessible Design

—Housing

—Travel

—Legal Services

—Additional Resources

—Ask About ADA (FAQ’s)

Dynamic Promo Area

PROMO
AREA



[See All Pages](#) (Full Site Map)

1

-- Search Options

Select by Section

Entire Site

About PVA

Research & Resources

Find Support

Get Involved

Adaptive Sports

Ways To Give

GO

SITE CONTENT

ANNOTATIONS & NOTES

officedepot.com
columbia.com
walmart.com

MEDICAL INFO	2.1
SPINAL CORD INJURY	2.1.1
SPINAL CORD DISEASE	2.1.2
SPINAL CORD RESEARCH & EDUCATION	2.1.3
MULTIPLE SCLEROSIS	2.1.4
ALS	2.1.5
PVA RESEARCH FOUNDATION	2.1.6
2015 RESEARCH GRANT RECIPIENTS	2.1.6.1
2014 RESEARCH GRANT RECIPIENTS	2.1.6.2
RESEARCH GRANT POLICIES & PROCEDURES	2.1.6.3
APPLY FOR GRANTS	2.6.2
MEDICAL FAQs	2.7
DISABILITY RESOURCES	2.2.1
DISABILITY RIGHTS/ADA	2.2.2
ACCESSIBLE DESIGN	2.2.3
HOUSING	2.2.3.1
TRAVEL	2.2.3.2
ASK ABOUT ADA (FAQs)	2.2.3
LEGAL SERVICES	2.2.4



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Disability Rights / ADA

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DISABILITY RIGHTS /ADA

Housing

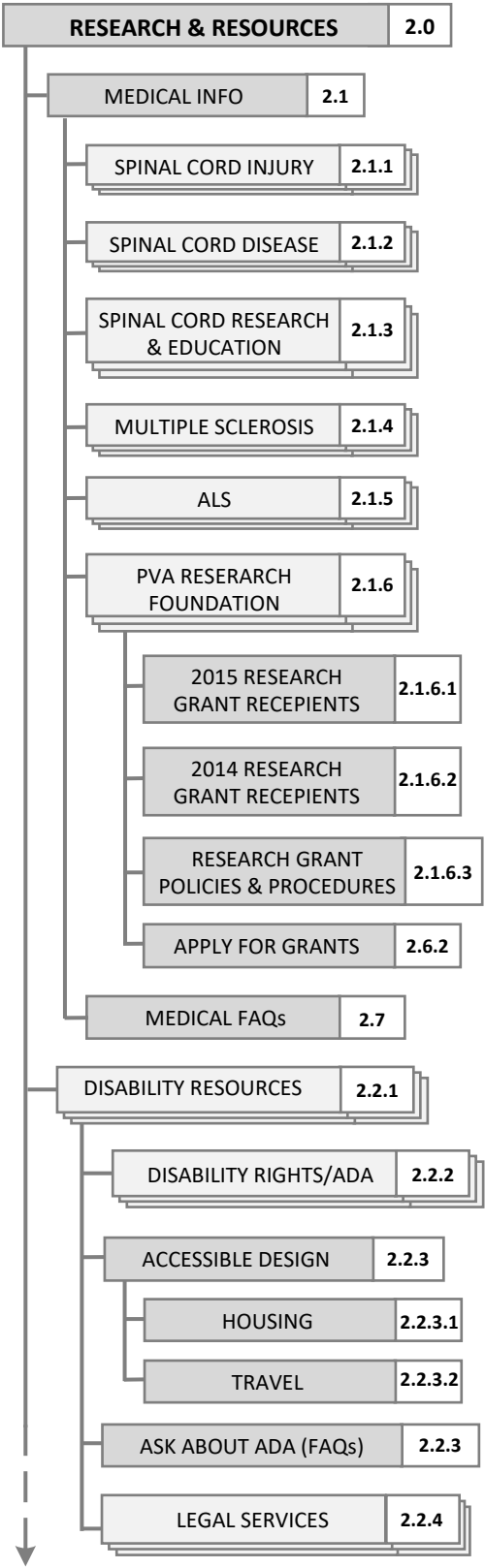
Travel

Alt Tag text for current navigation

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http://catholiccharitiesny.org/





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New navigational
item replaces
search in the
masthead



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Spinal Cord |



 Spinal Cord **Injury**

 Spinal Cord **Injury Recovery**

 Spinal Cord **Injury Treatment**

 Spinal Cord **Damage**

 Spinal Cord **Definition**

 Spinal Cord **Diagram**

 Spinal Cord **Diseases**

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Ways To Give

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Predictive Search

🔍

🔊

Spinal Cord Injury

Spinal Cord Injury Recovery

Spinal Cord Injury Treatment

Spinal Cord Damage

Spinal Cord Definition

Spinal Cord Diagram

Spinal Cord Diseases

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See nypost.com

☰ SECTIONS 🔍 TYPE TO SEARCH



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On-click a search field opens

Home Page Design Approach

1. Modern, Clean Look & Feel
2. Highly Functional & Easy to Navigate
3. Use of Clear Intuitive Iconography



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You can help when help is most needed. Give to Paralyzed Veterans of America.

\$ Amount

☒ One Time

☐ Monthly

GIVE NOW >

Please see graphic example @ <http://www.redcross.ca>

HERO IMAGE

Controls only appears on mouse-click

VETERAN BENEFITS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

MEDICAL RESEARCH

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

MEMBER STORIES

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

ADAPTIVE SPORTS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

ADA RESOURCES

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

TBD or Seasonal CTA

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

Video Blog - Paralyzed Veterans of America.

Now Playing: Shermans Gilums, Jr.

[12:38]

An Interview with Shermans Gilums, Jr.

1:45

Ut mollis sit amet velit a pulvinar. Maecenas ultrices rutrum leo nec fermentum.

Sed ut perspiciatis unde

Nulla viverra sodales nisi, vitae accumsan lacus mollis eu. Morbi ut nisi ut risus eleifend malesuada. Etiam tincidunt placerat lorem, et consequat tortor elementum vel. Aenean neque nulla, hendrerit at scelerisque et.

Fermentum et eros. Donec sit amet massa eros. Etiam sed urna ullamcorper tellus efficitur facilisis. Suspendisse egestas vulputate risus, ac rhoncus libero eleifend nec.

Nunc tempor odio id enim dictum viverra non vel nunc. Pellentesque in quam dui. Nulla efficitur sapien.

MEMBER STORY

Nulla viverra sodales nisi, vitae accumsan lacus mollis eu.

Morbi ut nisi ut risus eleifend malesuada. Etiam tincidunt placerat lorem, et consequat

John Smith

More Stories like this >>

SHOP TO DONATE

OSCARMIKE

<https://www.oscarmike.org>

EVENTS CALENDAR

September 14

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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You can help when help is most needed. Give to Paralyzed Veterans of America.

\$ Amount

☒ One Time

☐ Monthly

GIVE NOW >

Please see graphic example @ <http://www.redcross.ca>

HERO IMAGE

Controls only appears on mouse-click



VETERAN BENEFITS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem



MEDICAL RESEARCH

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem



MEMBER STORIES

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem



ADAPTIVE SPORTS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem



ADA RESOURCES

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

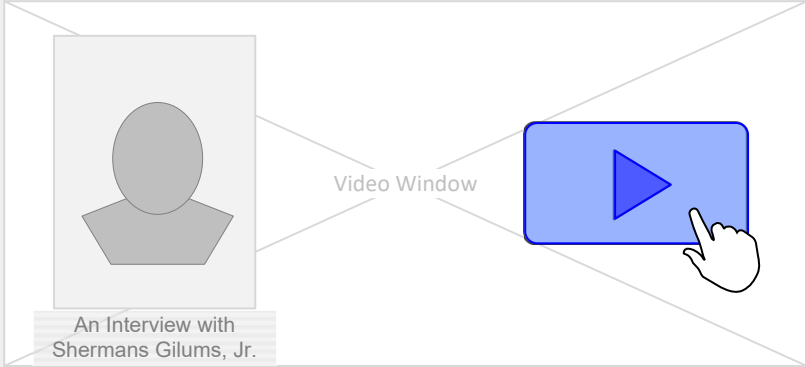


TBD or Seasonal CTA

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorem

Video Blog - Paralyzed Veterans of America.

Now Playing: **Shermans Gilums, Jr.** [12:38]



Video Window

An Interview with
Shermans Gilums, Jr.



1:45

Ut mollis sit amet velit a pulvinar. Maecenas ultrices rutrum leo nec fermentum.

Sed ut perspiciatis unde

Nulla viverra sodales nisi, vitae accumsan lacus mollis eu. Morbi ut nisi ut risus eleifend malesuada. Etiam tincidunt placerat lorem, et consequat tortor elementum vel. Aenean neque nulla, hendrerit at scelerisque et.

Fermentum et eros. Donec sit amet massa eros. Etiam sed urna ullamcorper tellus efficitur facilisis. Suspendisse egestas vulputate risus, ac rhoncus libero eleifend nec.

Nunc tempor odio id enim dictum viverra non vel nunc. Pellentesque in quam dui. Nulla efficitur sapien.

Load More Content

Clicking on Load More Content, opens up additional modules. See www.ils.org for examples

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801 Eighteenth Street, NW Washington, DC 20006-351

Tax ID Number: xx-xxxxxxx

Healthcare Helpline: 1-800-232-1782

Donor Hotline: 1-800-555-9140

Benefits Helpline: 1-866-734-0857

Caregiver Support: 1-855-260-3274

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<http://footerlove.com/>

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P.V.A. Unified Donation Form - Exploration





Your Support Can Transform Lives

America's paralyzed veterans have sacrificed so much to protect our country and preserve our freedoms. Your donation provides a variety of services that can get our veterans and their families back on track. Whether it's advocating for quality health care and benefits for all who served, providing a new goal to strive for through adaptive sports, or helping with job training and career opportunities, Paralyzed Veterans is dedicated to empowering our disabled veterans to lead full, productive lives.



Donate Today!

However you choose to support Paralyzed Veterans of America, your help will make a real difference in our heroes' lives. Thank you! *Paralyzed Veterans of America is a 501(c)(3) tax-exempt, non-profit organization.*

1. Information

2. Verify

3. Confirm

Gift Information

Donation Amount (US\$) *

☐ \$100.00

☐ \$75.00

☐ \$50.00

☐ \$25.00

☒ Other \$ (minimum \$5)

Payment Information

You are on a secure page. Donate with confidence.

Payment Type *

Credit Card

☐ VISA

☐ MasterCard

☐ American Express

☐ Discover

Name as appears on the card *

Card Number *

CCV * [What is CCV?](#)

Expiration Date *

Billing Information

First Name *

Last Name *

Address Line 1 *

Address Line 2 (optional)

City *

State *

ZIP/Postal Code*

Country

United States

Email *

* Indicates a required field

Submit »

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Our Approach for Donation Page:

- Create controls to increase text to help users with limited or poor vision
- Slim Masthead/Banner to drive most of the form upfront – above “The fold”
- Include “Donate by Check” form which can be downloaded and printed
- Add PayPal integration (Digital Currency)
- Suggest other digital currencies like Bit Coin
- Introduction of “Amazon Smile” in to Merchandizing revenue stream
- New construct allows user to choose where donation will go to help
- Increasing the default amounts for pre-set donations
- Adding Military Rank in the Donation Form to honor those who served
- Launching a “Refer a friend” (an email campaign) to increase donor base
- Customized “Thank You” page with messaging and links to Key Content
- Added a way for donor to sign up for e-newsletters by checking off a box
- Introduction of Right Side Bar for additional donation opportunities
- Adding iconography of several reputable charity raters
- Creating and featuring donations FAQ to help users feel more comfortable
- Easy to see and intuitive “Error State” annotation for the user.

Link to HP

HERO IMAGE

Evocative imagery in a “vertically slender” format

Aliquam ac nulla diam. Donec varius malesuada velit. Nunc in v augue. In hac habitare platea Pellentesque non venenatis odio. Nunc eget lectus vitae orci dictum

Messaging FPO



Donation Appeal Messaging.

Example: “Your Donations will help save lives.”

☒ One Time ☐ Monthly [i](#)

\$ XX is the minimum online donation. All donations are tax deductible.

☐ Dedicate this gift to a friend or a loved one [i](#)

Billing Information [Take this out?](#)

* Indicates a required field

Title:	Mil. Rank: (Optional)
-Select-	
* First Name:	* Last Name:
* Email Address: Why?	* E-Mail (Verify):

Your donation receipt will be sent to this address.

ERROR: “Emails do not match”

Billing Address [Take this out?](#)

* Street Address	
* City	
* State/Province	
-Select-	
* Zip/Postal Code	Country
	United States of America

Payment Information

☒ Credit Card ☐ PayPal [i](#)

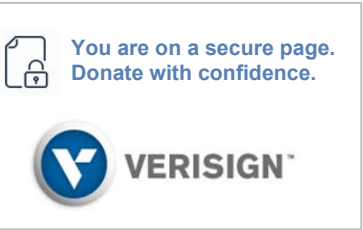


* Card Number			
* Exp Date	* Year	* CVV	Why?
-Select-	2016		

☐ Sign me up for e-newsletter.
(You can unsubscribe anytime) [i](#)

DONATE NOW

By clicking submit, your credit card will be processed.
A donation receipt will be emailed to the email address you provided



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CAPCHA?

Matching Gift?

Donation Type:

☐ One-time donation

☒ Recurring monthly donation ⓘ

- Select Duration - ▾

(2- 12 months)

2 months

3 months

4 months

5 months

6 months

7 months

8 months

9 months

10 months

.....

☒ Dedicate this gift to a friend or loved one. ⓘ

In Honor of

In Memory of

Enter Name

complete.

Payment Method*

☐

☒ What is PayPal

My mailing address is the same as my PayPal billing address.

Yes No

- ☒ Subscribe to The Leukemia & Lymphoma Society Newsletter
- ☐ Sign up to receive urgent advocacy emails and up-to-the minute updates

Amount \$

CONTINUE TO PAYPAL

For assistance, contact us by email, submit a support request or call us at 888-557-7177

The Leukemia & Lymphoma Society is a 501(c)(3) organization, and all monetary donations are tax deductible to the fullest extent allowed by tax laws. Please check with your financial advisor if you have more questions.

Please check with your company if it has a matching gifts program and what their policy and procedures are to submit a matching gift request. In most cases, you will need to notify them and/or present the donation receipt in order for the match to be processed.

Company Match ⓘ

☒ Credit Card

☐ PayPal ⓘ

PayPal

Credit Card

Digital Payment

* Card Number

* Exp Date

-Select- ▾

* Year

2016 ▾

* CVV

Why?

7

Credit Card

Digital Payment

PayPal

* Card Number

* Exp Date

-Select- ▾

* Year

2016 ▾

* CVV

Why?

SUBMIT >

Credit Card

Digital Payment

PayPal

You will be taken to PayPal to enter your payment details after submitting the form

Link to HP

HERO IMAGE

Evocative imagery in a “vertically slender” format

Aliquam ac nulla diam. Donec varius malesuada velit. Nunc in viverra augue. In hac habitasse platea dictumst. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Pellentesque non venenatis odio. Nunc eget lectus vitae orci dictum

6

Sample Module

ICON

Nulla viverra sodales nisi, vitae accumsan lacus mollis eu. Morbi ut nisi ut risus eleifend malesuada. Etiam tincidunt placerat lorem.

[Link or CTA to promotion page >>](#)

9

T↓T↑

ANNOTATIONS & NOTES

1. Increase default amounts

2. Drop down options:

- Where It Is Needed Most
- Spinal Injury Research
- Legislative Advocacy Issues
- Adaptive Sports Programs

3. Bubble Text is revealed on on mouse-over

4. Error state example

5. Current Donation form asks the CC first, but to align direction from Sherman Gillums Jr. and to be consistent with best practices, IA recommends name fields first on the new form. The order of fields is up for internal discussion.

6. RSB – (Right Side Bar) with additional donation opportunities

7. Two payment options illustrated.Bit coin might be nice to include.

8. Additional opportunity to sign up user for email newsletters.

9. Control to increase/decrease text size

5

Donation Appeal Messaging.

Example: “Your Donations will help save lives.”

\$500\$250\$150\$100\$50

\$ Other Amount

\$XX is the minimum online donation. All donations are tax deductible.

Use my donation to support

Where It Is Needed Most

Nulla viverra sodales nisi, vitae accumsan lacus

Image or icon

☐ Make this a monthly contribution

☐ Dedicate this gift to a friend or a loved one

Your donation will be made today and on the XXth of each month using payment method selected. You can cancel at anytime.

Dedicate your donation to a loved one and send them a card to let them know

5

Billing Information

* Indicates a required field

Title:

-Select-

Mil. Rank: (Optional)

* First Name:

* Last Name:

* Email Address:

Why?

* E-Mail (Verify):

Your donation receipt will be sent to this address.

ERROR: “Emails do not match”

Billing Address

* Street Address

* City

* State/Province

-Select-

* Zip/Postal Code

Country

United States of America

You are on a secure page. Donate with confidence.

VERISIGN

Payment Information

7

Credit Card

Digital Payment

* Card Number

* Exp Date

-Select-

* Year

2016

* CVV

Why?

SUBMIT >

ICON

CUSTOMIZED THANK YOU FOR YOUR DONATION MESSAGING

☐ Sign me up for e-newsletter.

(You can unsubscribe anytime)

DONATE NOW

By clicking submit, your credit card will be processed. A donation receipt will be emailed to the email address you provided

GUIDESTAR

CHARITY NAVIGATOR

BBC ACCREDITED CHARITY

GUIDESTAR

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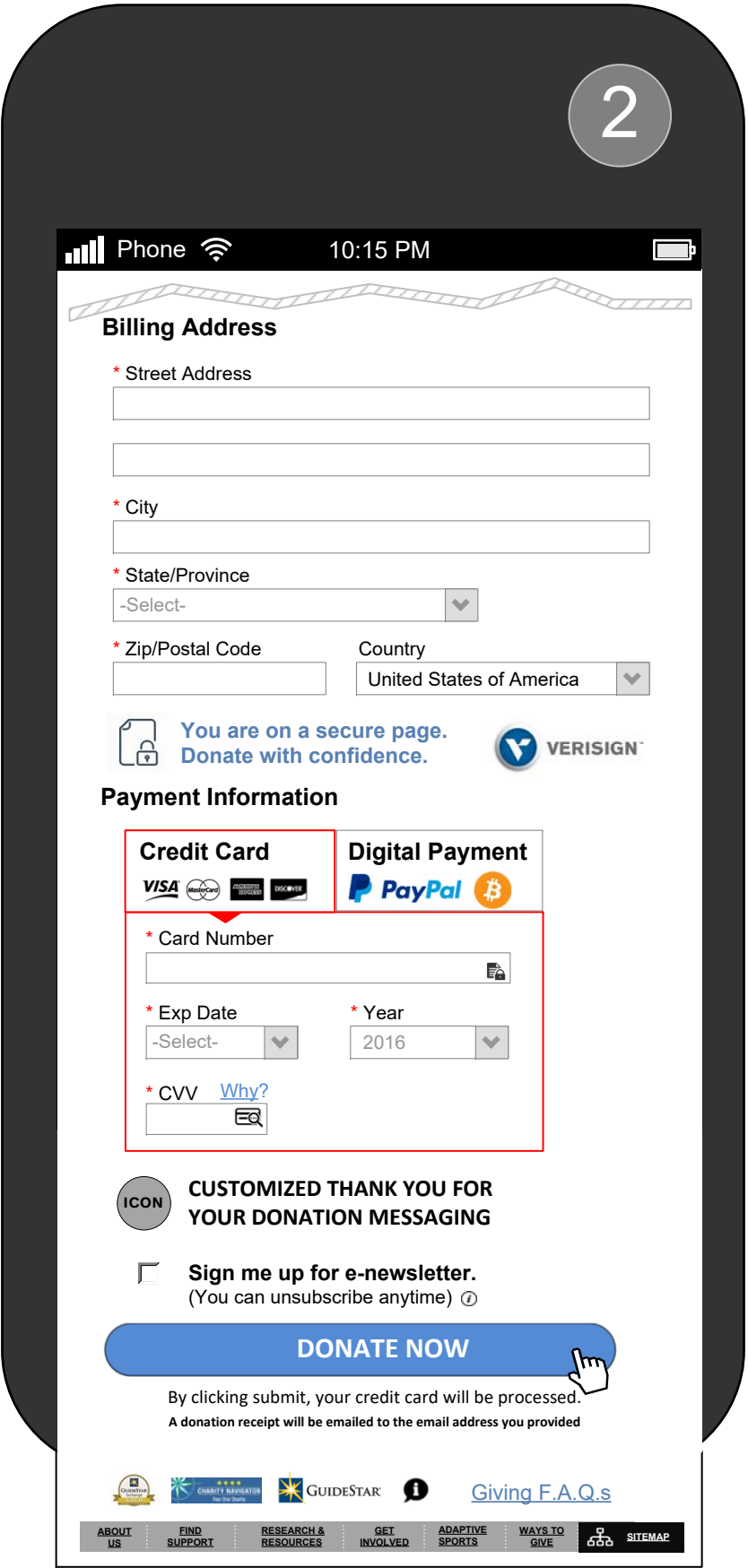
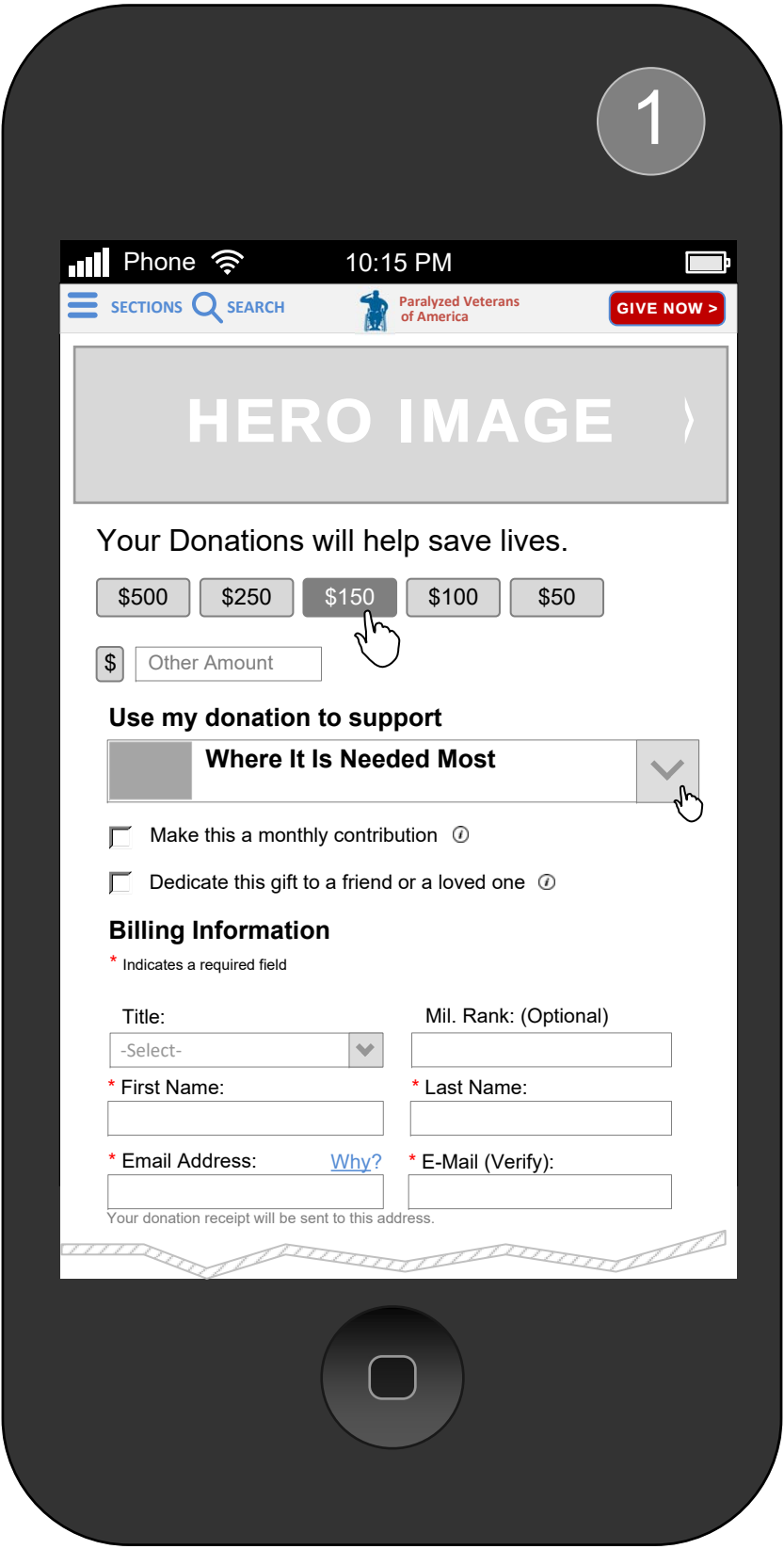
FULL SITEMAP <<

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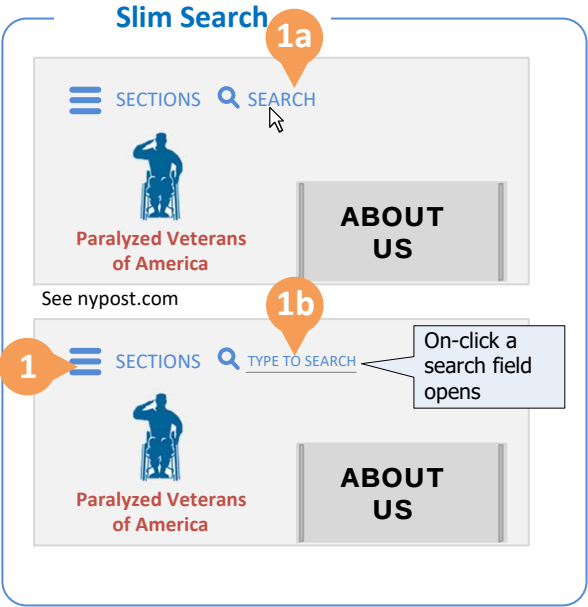
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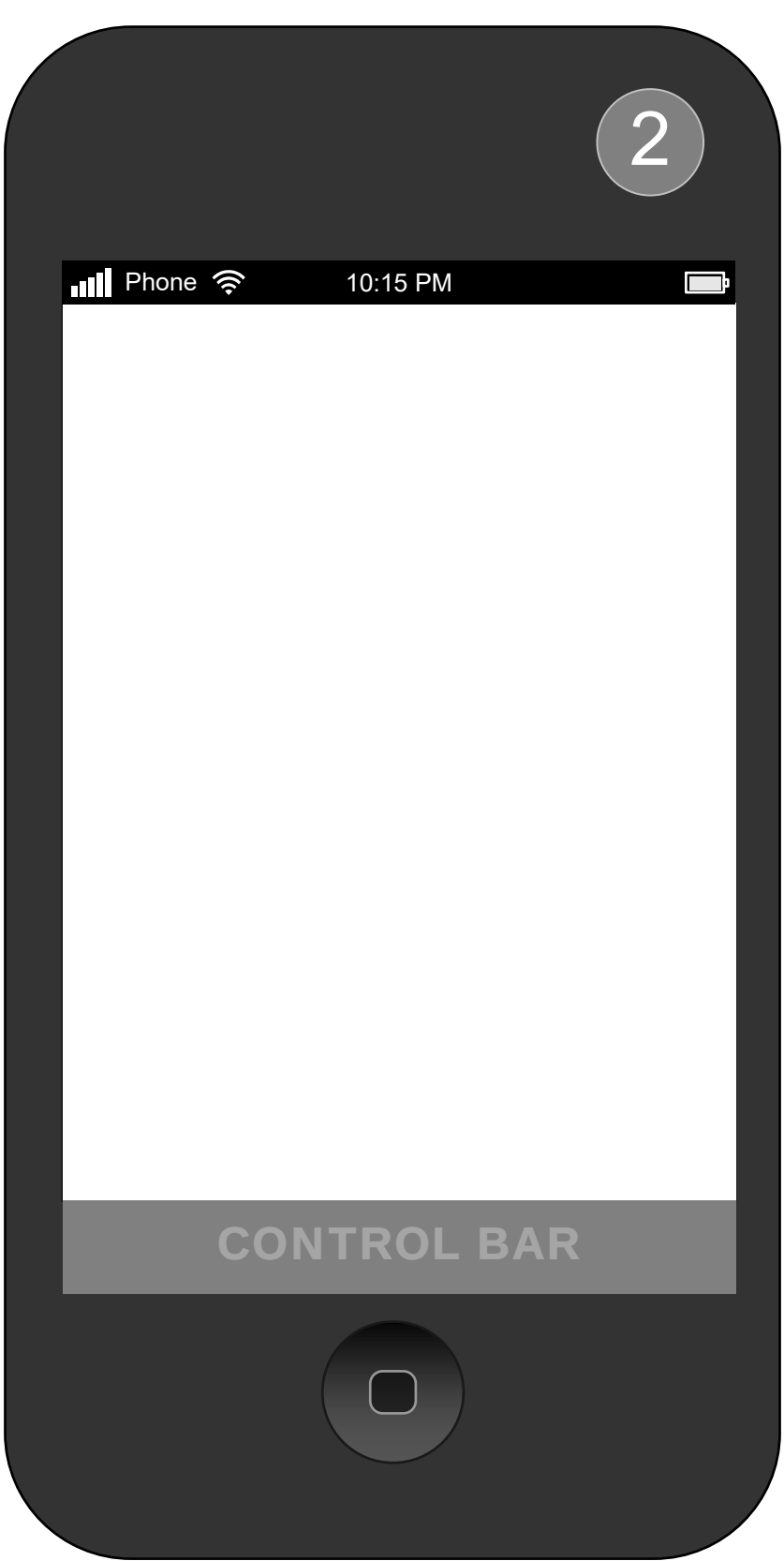


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- 1

ANNOTATIONS & NOTES



- 1. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.
- 2. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.
- 3. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.
- 4. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.



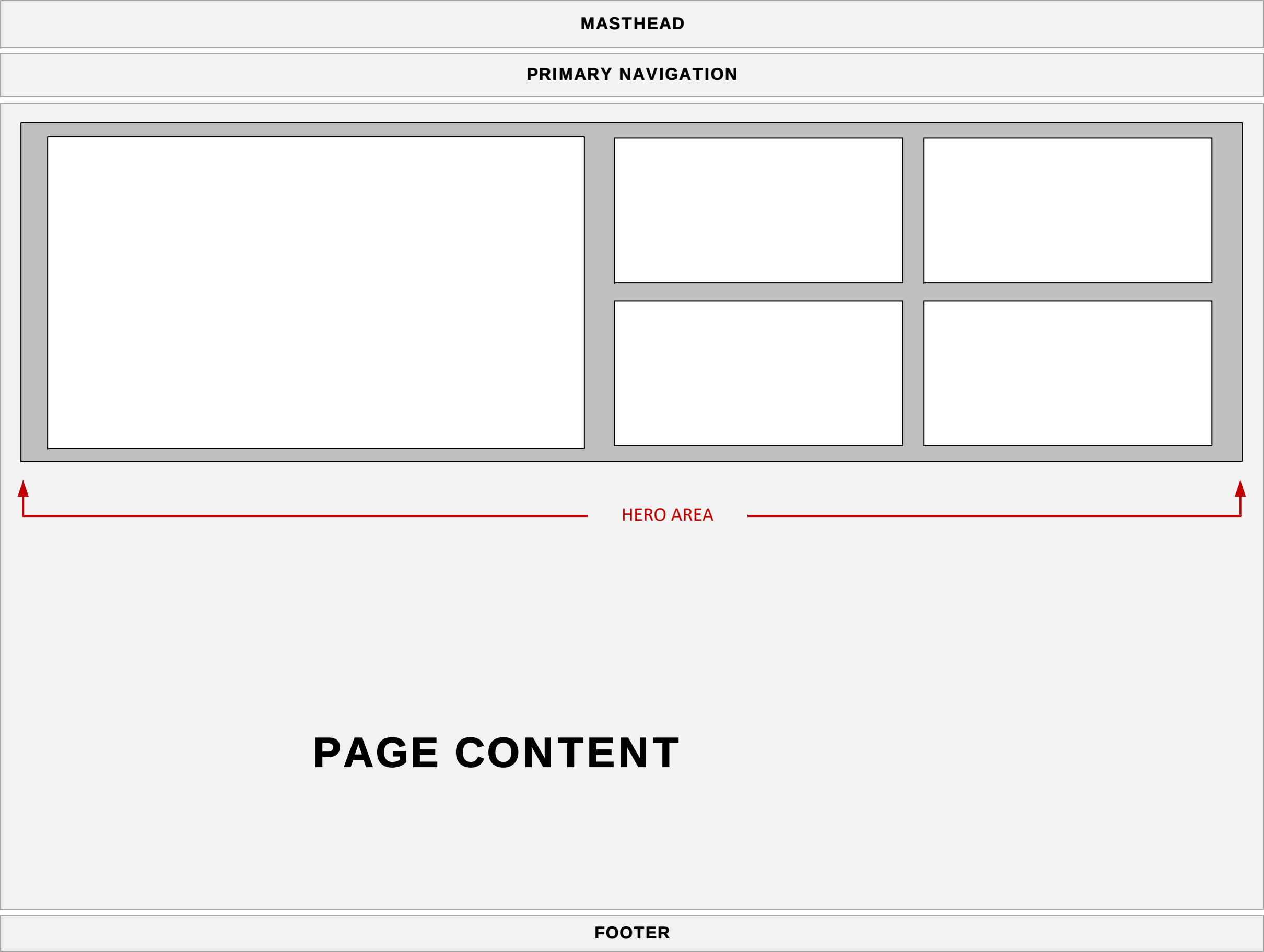
- 1
- 1
- 1
- 1
- 1
- 1

ANNOTATIONS & NOTES

- 1. "Text & percentage" based navigation. Scalable and easy to render. Need to check with Dev.
- 2. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.
- 3. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.
- 4. Condimentum accumsan. Suspendisse id mauris massa. Integer nibh nisi, consectetur ac sem ut, sagittis porta arcu. Proin lacinia bibendum augue ut varius. Donec quis lobortis orci.

Rotating Content on HP Exploration





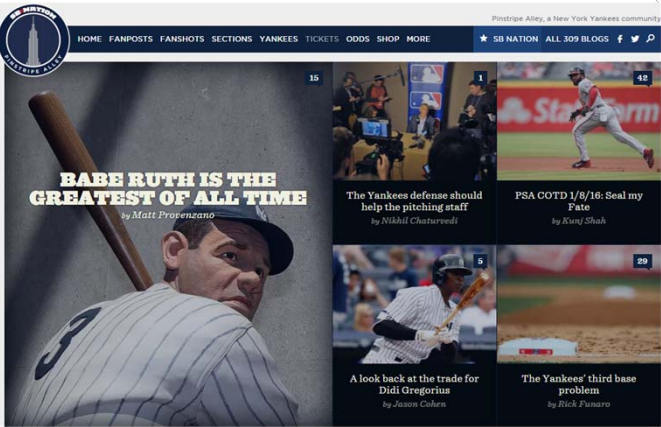
ANNOTATIONS & NOTES

Grid Approach

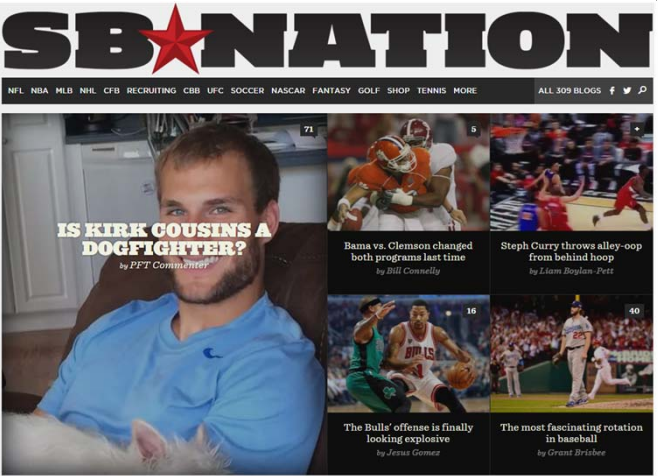
Why make your visitors sit through an entire animation if they’re looking for content at the end of your carousel? Calling out the content you would have in a carousel with smaller, static boxes gives the power back to the visitor, allowing them to scan the site more efficiently and find relevant content faster.

A grid should be considered a tool rather than a barrier, loose enough to bend to your needs so you can give more real estate to superior content.

Examples of websites using a grid approach:

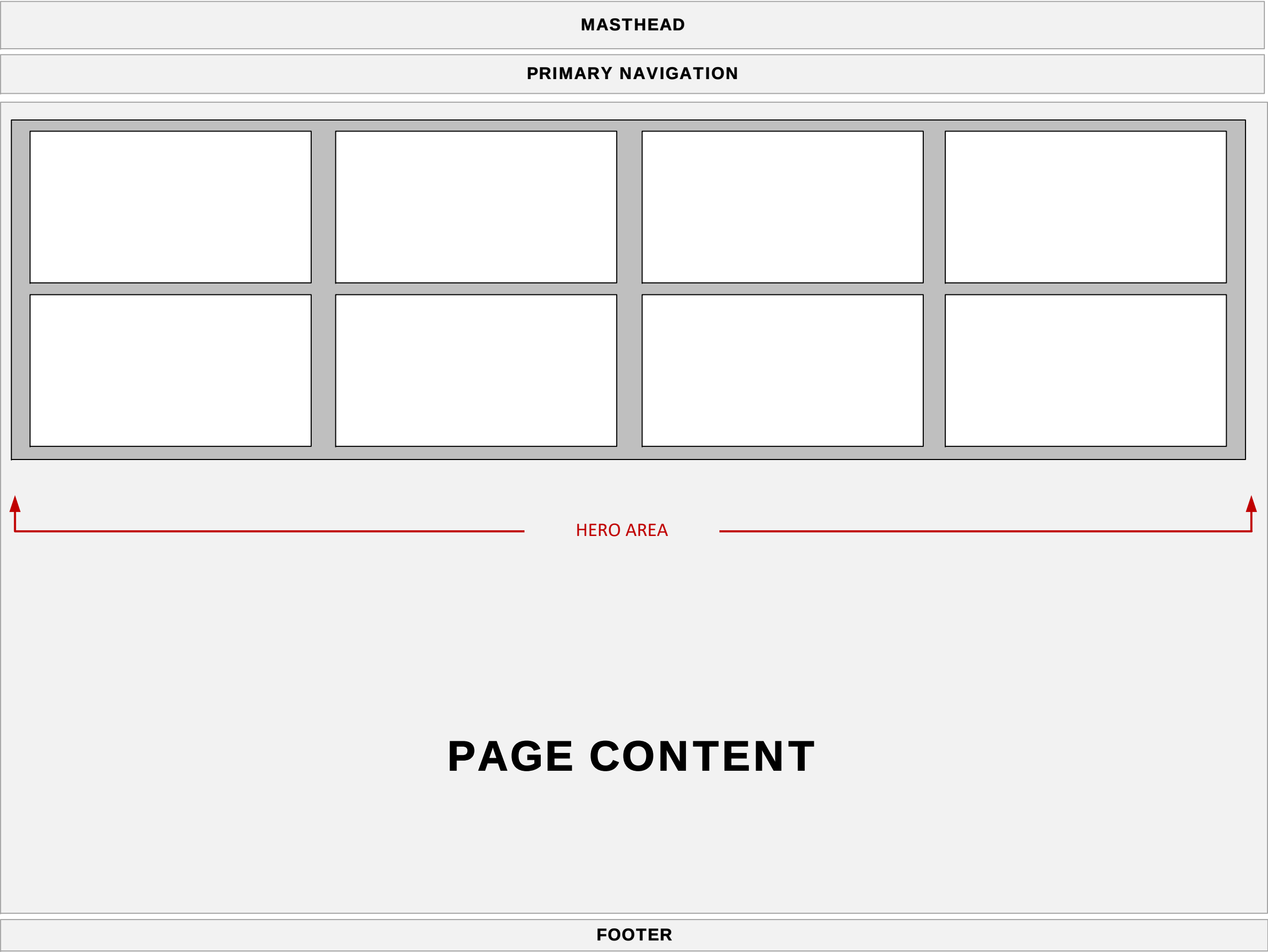


<http://www.pinstripealley.com/>



<http://www.sbnation.com/>

<http://www.one.org/us/>



ANNOTATIONS & NOTES

Equivalent Buckets

(Great for Responsive design)

Similar to the grid, buckets are built by pulling out your carousel content and giving each piece its own space. The difference is that placing each content piece in a bucket divvies the space up equally. Now your visitor can decide what content is relevant to them, rather than have your preferences projected on them by image size.

Examples of websites using the equivalent bucket approach:

OXFAM

America

Oxfam America

Policy & Practice

Oxfam Gifts

Stories

Press

About us

Contact us

Search

Explore

Take action

Donate

RIGHT THE WRONG OF POVERTY

Nearly 1 in 3 of us lives in poverty. But we see a future in which no one does.

See how



http://www.oxfamamerica.org/

What do you need help with?

Consumer

Debt & money

Employment

Family & personal

Health & social care

Housing

http://www.advicesouthampton.org.uk/

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MASTHEAD

PRIMARY NAVIGATION

HERO AREA

“Page Fold”

PAGE CONTENT

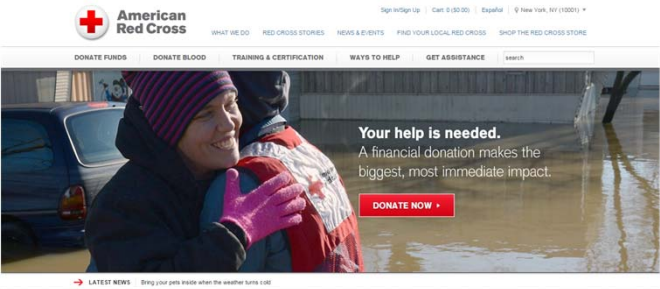
FOOTER

ANNOTATIONS & NOTES

Moving Soldier Approach

Their heavy use of white space allows you to focus on strong imagery that dominates your attention. Emotional appeal on the homepage

Three large rotating images comprised the centerpiece of the Red Cross homepage. This rotating banner of pictures provided the user an emotional tone which they carried with them through the remainder of their stay on the site.



<http://www.redcross.org/>

<https://www.usertesting.com/blog/2015/07/14/american-red-cross/>

MASTHEAD

PRIMARY NAVIGATION

HERO AREA

“Page Fold”

PAGE CONTENT

FOOTER

ANNOTATIONS & NOTES

MASTHEAD

PRIMARY NAVIGATION

PAGE CONTENT

FOOTER

RIGHT RAIL
MODULES
CALENDARS &
PROMOTIONS

ANNOTATIONS & NOTES