

WEBSITE



2015 Winner: DECA Inc.

Entry Title: deca.org

Project Overview/Elevator Pitch:

DECA Inc. embarked on a journey to redesign its website with two goals in mind: to tell its story and to create action. Last redesigned in 2010 when the group unveiled the new brand, it was time for an update. One thing was clear—DECA didn't want just another association website that's cluttered with information and links upon links, especially on the home page.

Knowing that most of their members are millennials, DECA's goal was to create a site that leverages its large visual photos and videos of highly engaged stakeholders; short, concise and impactful copy and social media that tells a story and generates action. DECA was pleased to launch a fully responsive, dynamic website that allows members, partners and potential members to receive all the information they want easily.

Project Goals/Objectives:

Their primary goal was to design the organization's home on the web to do two things: tell their story and create action. After many focus groups, surveys and user feedback, they knew that they had to improve the navigation and organization of content from the previous site. As a result, DECA's goals also included the website to be user-friendly and responsively designed with intuitive navigation, visually compelling photos and videos, concise copy and calls to action. When one looks at the site, it's going to resemble more of a corporate site than a typical non-profit site. Specifically, they wanted deca.org to have an average monthly user rate of more than 50,000, a session duration of over two minutes and a bounce rate of less than five percent.

Strategy:

DECA took a new approach with what was their fourth web redesign. Rather than hiring a firm and saying, "go," their creative and program teams developed preliminary navigation, wireframes and content concepts in-house. DECA used feedback from user focus groups, strategic plan surveys and staff working sessions to develop a preliminary wish list for the website. They then looked for a firm who could take their ideas, enhance them, make them look even better and implement them in a flawlessly executed website that wows visitors.

They started with the front page, which now includes a dynamic short video that captures the essence of the organization followed by a more in-depth video and key statistics about the impacts DECA makes. In addition, a Instagram feed helps illustrate their story with member-generated content followed by top news from their blog and a call to action to request more information. Where's all the clutter? It's well designed in DECA member pages based identified by membership affiliation (high school, college, classroom and partner) through their navigation.

Words can't always tell a story, so many new factors were introduced in this website redesign: logical to the association navigation, large dynamic photos, embedded video, social media feeds (including Instagram photos), icons, animated roll-overs and the prominent use of verbs to elicit action.

Success Metrics:

The positive response from the introduction of deca.org has been overwhelming.

- They've received countless e-mails, phone calls and visits to tell DECA that their website finally does what it should—sell the organization to potential members while also providing relevant content to current members. Furthermore, it reinforces brand and message through visual photos, design and copywriting. Most importantly, the design speaks to DECA's membership, which is comprised mostly of millennials.
- The website launched on November 6, 2014, and within the first month it netted over 113,739 unique users who viewed 913,037 pages according to Google Analytics.
- In the first four months, the website welcomed 290,336 users who have amassed over 2.6 million page views in nearly 500,000 sessions. They view an average of 5.27 pages per session, and the bounce rate is 3.37%.
- More than 650 visitors have subscribed to DECA weekly e-mails since the launch, which is extremely important because DECA has found this to be an important driver in push marketing.
- DECA continuously updates and improves the website as they recognize the valuable assets it brings to helping create a positive member experience.

Learn More:

www.deca.org