SESSION 250B

DIGITAL STRATEGY AND TOOLS FOR AA WEBSITES

NAATW November 2016

Presented by Lois L. and Melissa E.

About Us

Melissa E.

- AA Member, District 32, Area 51
- Public Information District 32 Committee
- UX Researcher & Content Strategist

mjmoser007@gmail.com

Lois L.

- DCM District 42 Area 38
- Member Area Technology committee
- Early AA Webmaster
- UX Researcher & Human-Centered Designer

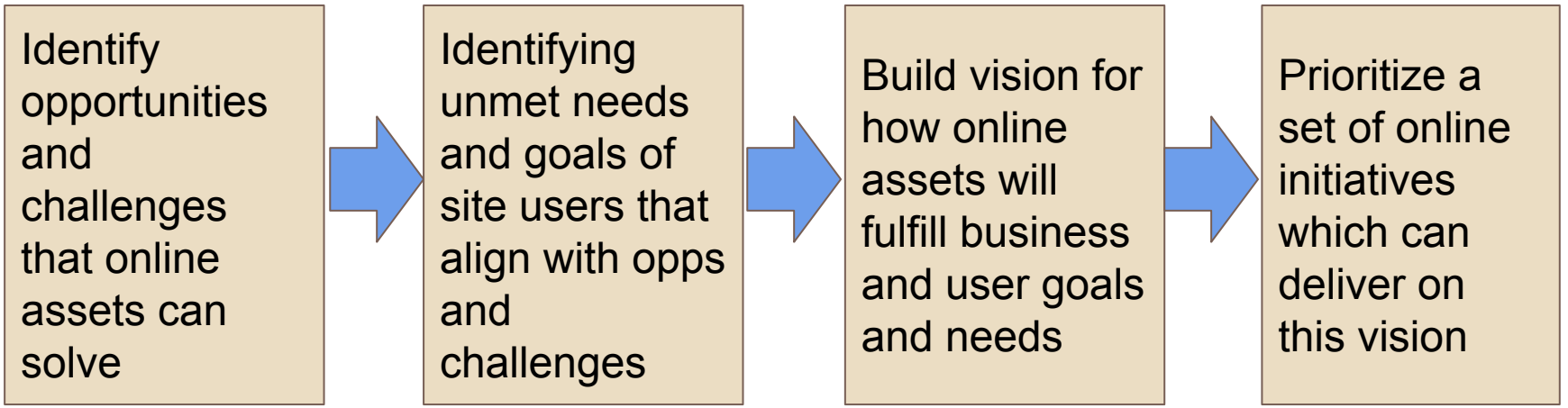
loiskarrlewis@gmail.com

A Presentation in Three Parts

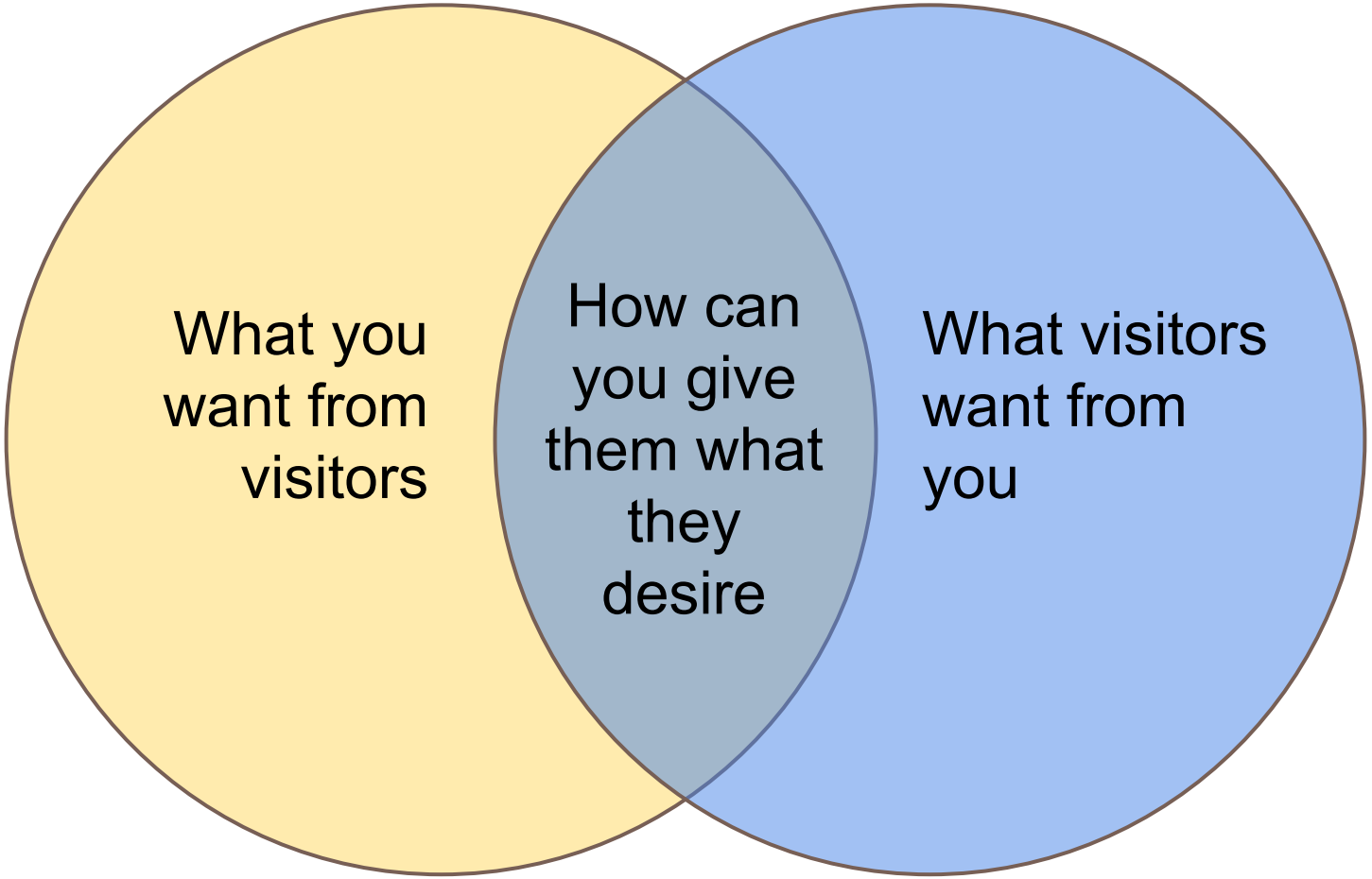
- What do you have a website for?
  Primary Purpose
- What do you want people who visit your website to do?
  Into Action
- How do you measure if your website is working well for you?
  Take Inventory

AA Principle: Our common welfare comes first…..

Digital Strategy



ABCs of Achieving Goals



Primary Purpose

Why does the site exist?

Key Thought

Website goals support organization goals.

What Do You Have a Website For?

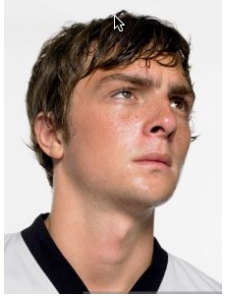
Possible goals:

- To help newcomers find AA locally
- To help current AA members carry the message
- To help “our friends” connect with local AA resources
- To generate contributions

Focus on no more than 3 goals to start! Too many goals often leads to no goals being reached.

Who Is Your Site For?

Newcomer



Goals and Motivations

- Talk to someone
- Quit drinking
- Comply with the law

Member

Goals and Motivations

- Find a meeting where and when I can attend
- Find a specific meeting
- Get local information

Friend of AA

Goals and Motivations

- Get information about AA
- Refer someone to AA
- Talk to someone

What will help users achieve goals?

What Will Help Users Achieve Goals?

Org. Goals	User Goals	What Content or Features?
To help newcomers find AA locally	• Talk to someone • Quit drinking • Comply with the law	
To help current AA members carry the message	• Find a meeting where and when I can attend • Find a specific meeting • Get local information	
To help "our friends" connect with local AA resources	• Get information about AA • Refer someone to AA • Talk to someone	

Designing for Action

Using Conversion Rate Optimization (CRO) as a model.

“Selfishness – self centeredness – that we think, is the root of our troubles”

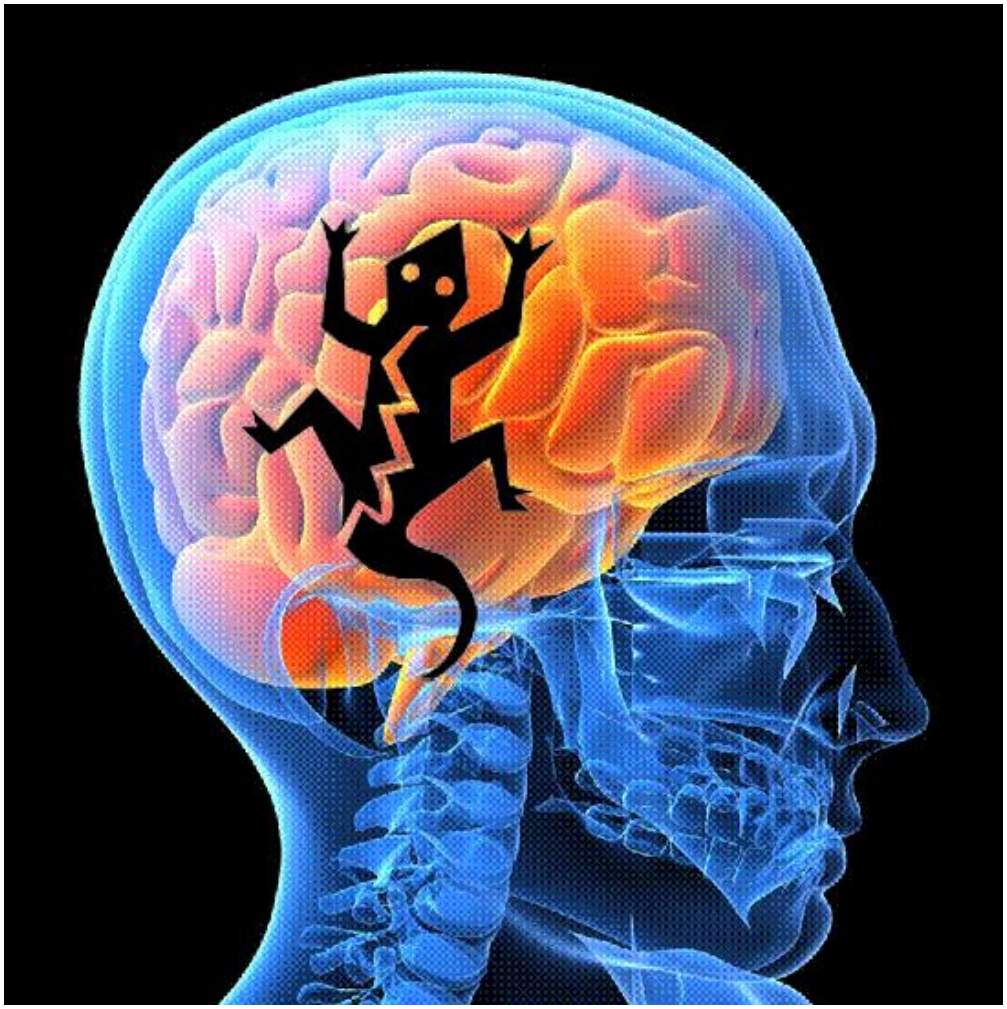
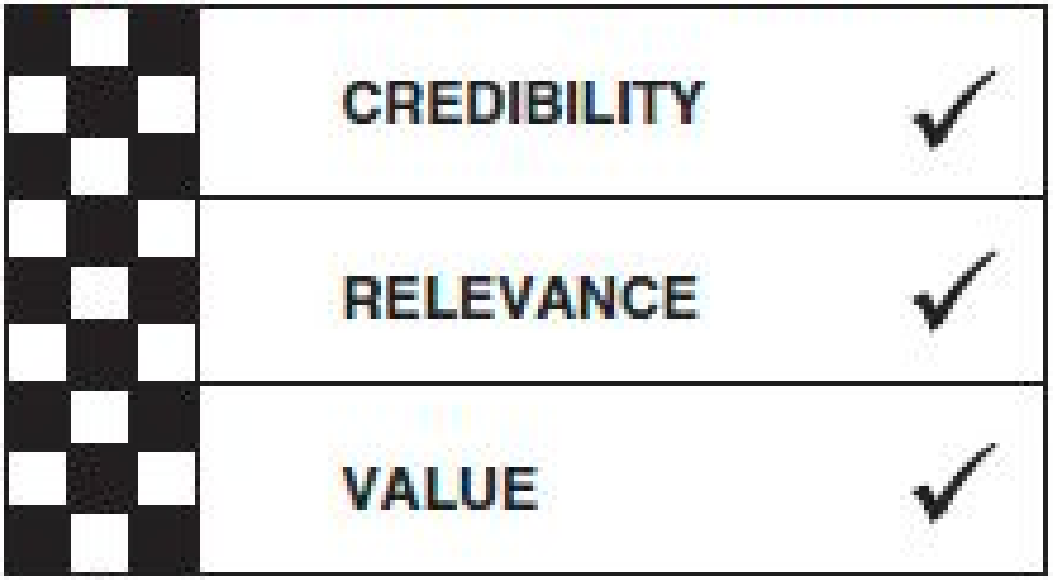


Photo thanks to Ken Donaldson, psychologist

Design with Goals in Mind



Exercise - What's in it for me?

In groups of 4, with one computer, visit these recovery sites in the next 15 minutes:

- aa.org
- al-anon.org
- oa.org
- na.org

Alcoholics Anonymous®

What's New

DAILY REFLECTIONS

English
Español
Français

Welcome to Alcoholics Anonymous®

Search Our Site

NEED HELP WITH A DRINKING PROBLEM?

If you are concerned with a drinking problem, wish to learn more about Alcoholics Anonymous or want to find A.A. near you, we can help you.

Learn More »

A.A. NEAR YOU
Local A.A. Resources

U.S./Canada Location

Zip/Postal Code GO

Select a Country

INFORMATION ABOUT A.A.

- What Is A.A.?
- For Professionals
- For A.A. Members

Holiday Gift Set

A.A. Literature

Stories Solicitation

A.A.W.S. Online Store

Grapevine & La Viña Magazines

Contributions & Self-Support

A.A. Literature | eBooks | Read the Big Book and Twelve & Twelve | 75th Anniversary Edition | Contributions & Self-Support
Press/Media | Archives & History | A.A. General Service Board Calendar | G.S.O. Newsletters | Videos and Audios | A.A.W.S. Online Store

Home | Site Help | Website Feedback | Privacy Policy | A.A.W.S. Inc., Policy on G.S.O.'s A.A. Website
Contact Us | Site Map | AAGRAPEVINE.ORG | Content Use Policy | Intellectual Property Policies

Copyright © 2016 by Alcoholics Anonymous World Services, Inc. All rights reserved. This is the official Web site of the General Service Office (G.S.O.) of Alcoholics Anonymous. Videos or graphic images may not be downloaded, copied or duplicated without the express written permission of Alcoholics Anonymous World Services, Inc.

PCI DSS Validated
securityMETRICS

Narcotics Anonymous
WORLD SERVICES

FOR THE PUBLIC | PERIODICALS | EVENTS | FOR OUR MEMBERS | SHOPPING CART | CONTACT

WELCOME to www.NA.org

All of the efforts of Narcotics Anonymous are inspired by the primary purpose of our groups. Upon this common ground we stand committed.

Our vision is that...

Every addict in the world has the chance to experience our message in his or her own language and culture and find the opportunity for a new way of life.

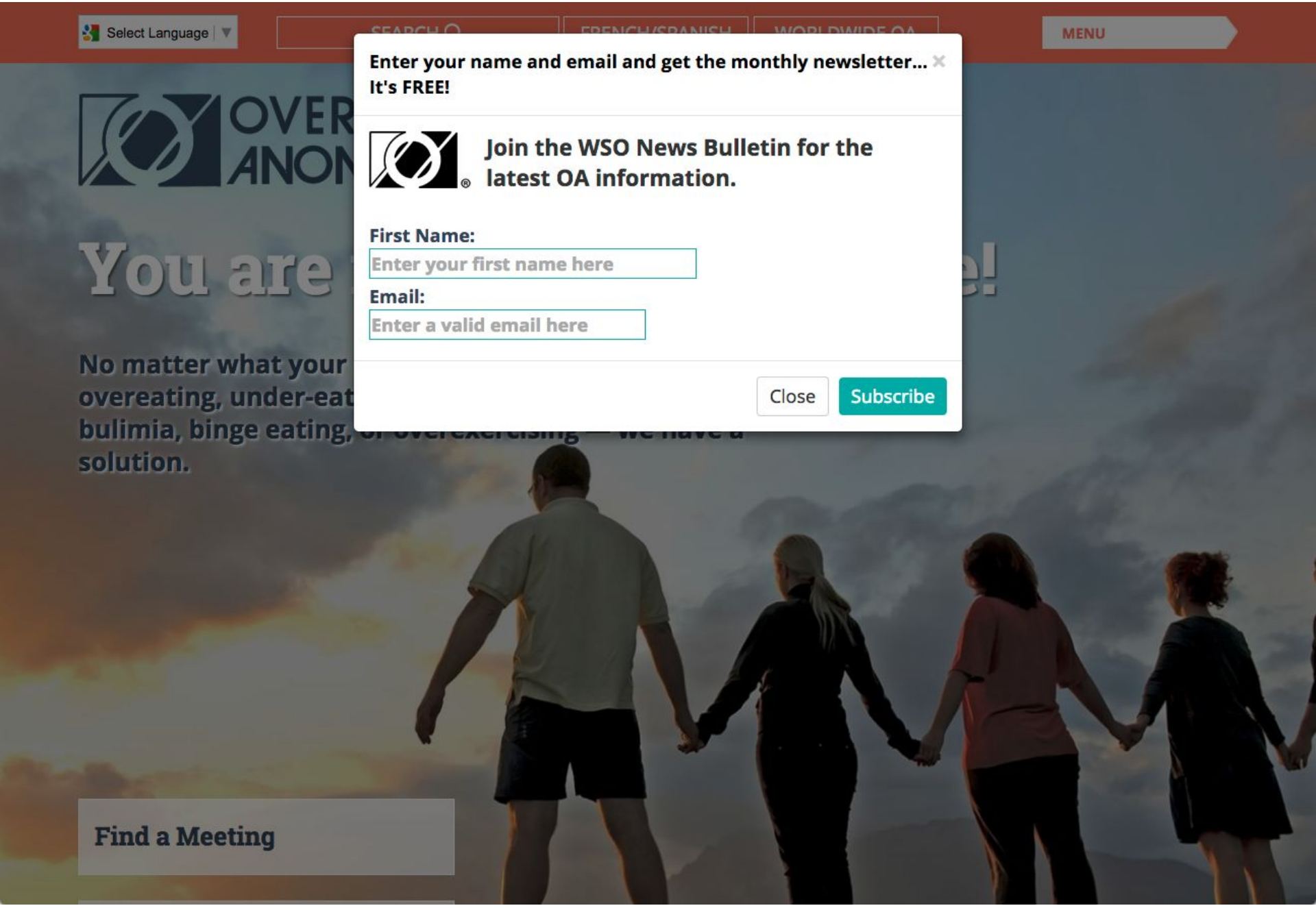
LITERATURE & OTHER PRODUCTS

NEWS

CONTRIBUTE

FIND A MEETING

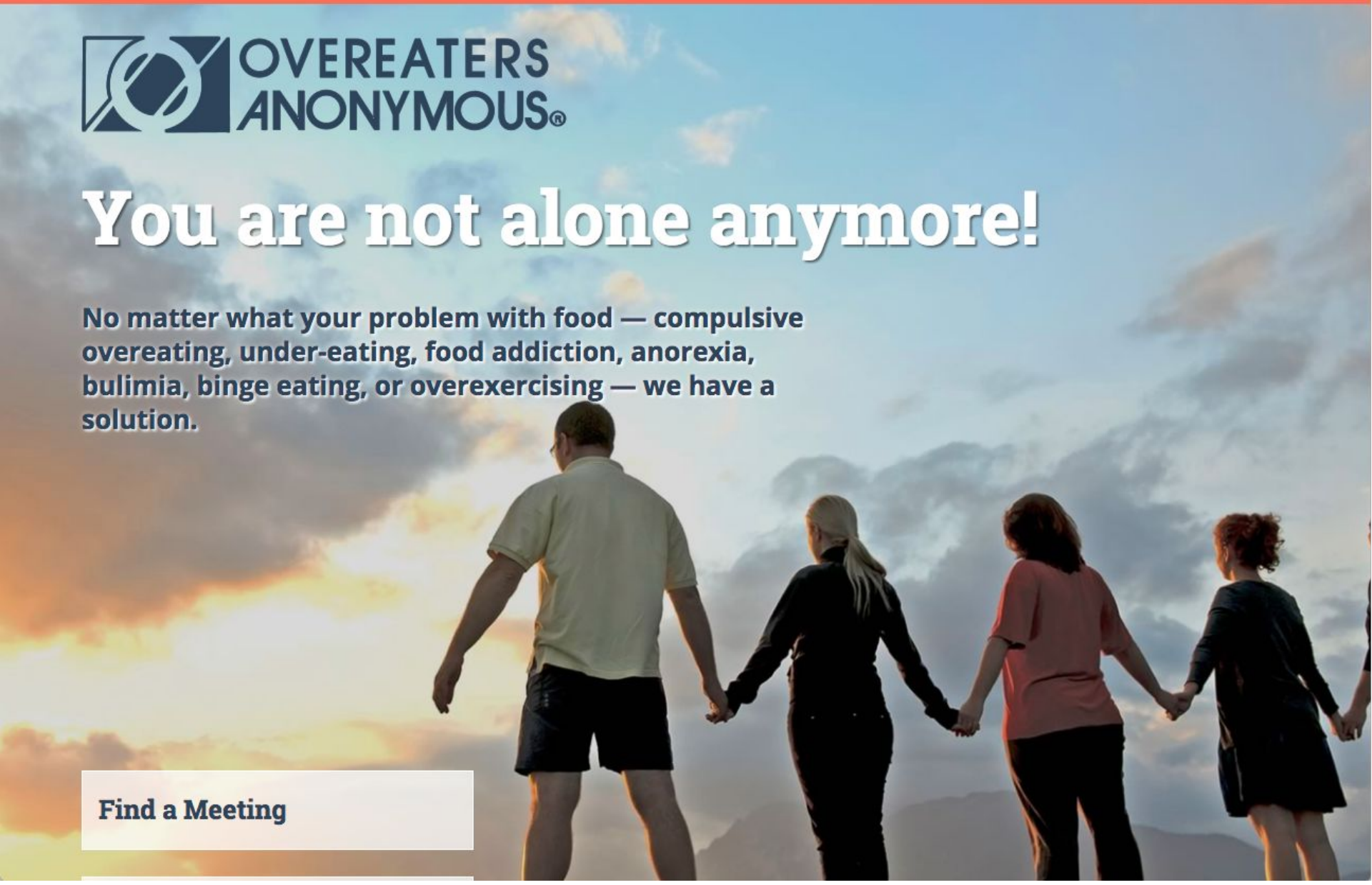
Copyright 2016 NA World Services, Inc. All rights reserved.


Select Language
MENU
Enter your name and email and get the monthly newsletter... It's FREE!
Join the WSO News Bulletin for the latest OA information.
First Name:
Enter your first name here
Email:
Enter a valid email here
Close
Subscribe
You are
No matter what your
overeating, under-eat
bulimia, binge eating,
solution.
Find a Meeting

OVEREATERS ANONYMOUS®

You are not alone anymore!

No matter what your problem with food — compulsive overeating, under-eating, food addiction, anorexia, bulimia, binge eating, or overexercising — we have a solution.



Find a Meeting

Al-Anon Family Groups

Strength and hope for friends and families of problem drinkers

Find an Al-Anon meeting

△ Español | Français

2018 Int'l Convention

site search

Home | About Group Meetings | Find a Meeting | How Al-Anon Works for Me | For Professionals | Alateen—for teens | Media | Al-Anon Literature | Members' Site

How do you know if you have been affected by someone's problem drinking?

How does Al-Anon Work?

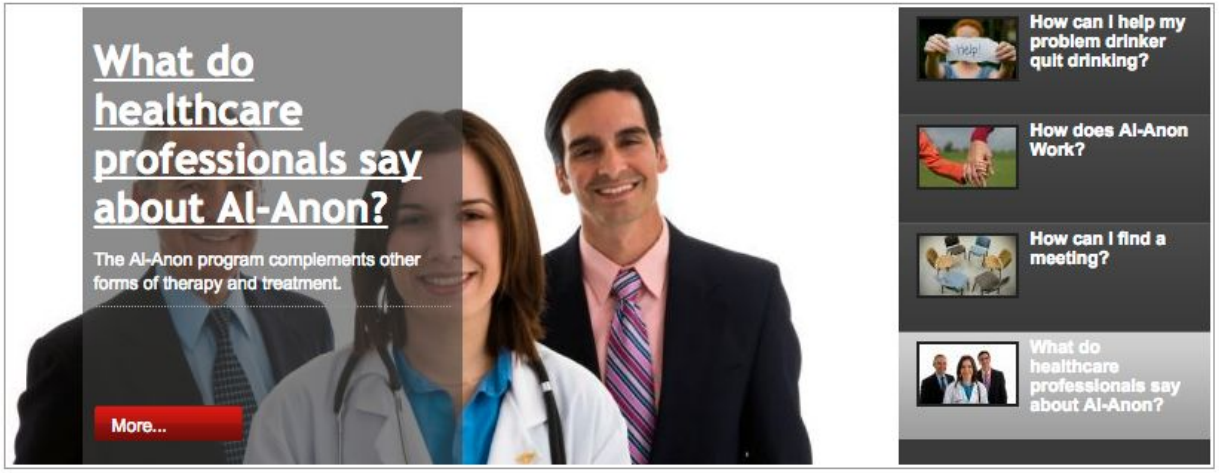
What do healthcare professionals say about Al-Anon?

- Is Al-Anon for you?
- What if I'm not ready to go to a meeting?
- What can I expect at an Al-Anon meeting?
- What was my first meeting like?

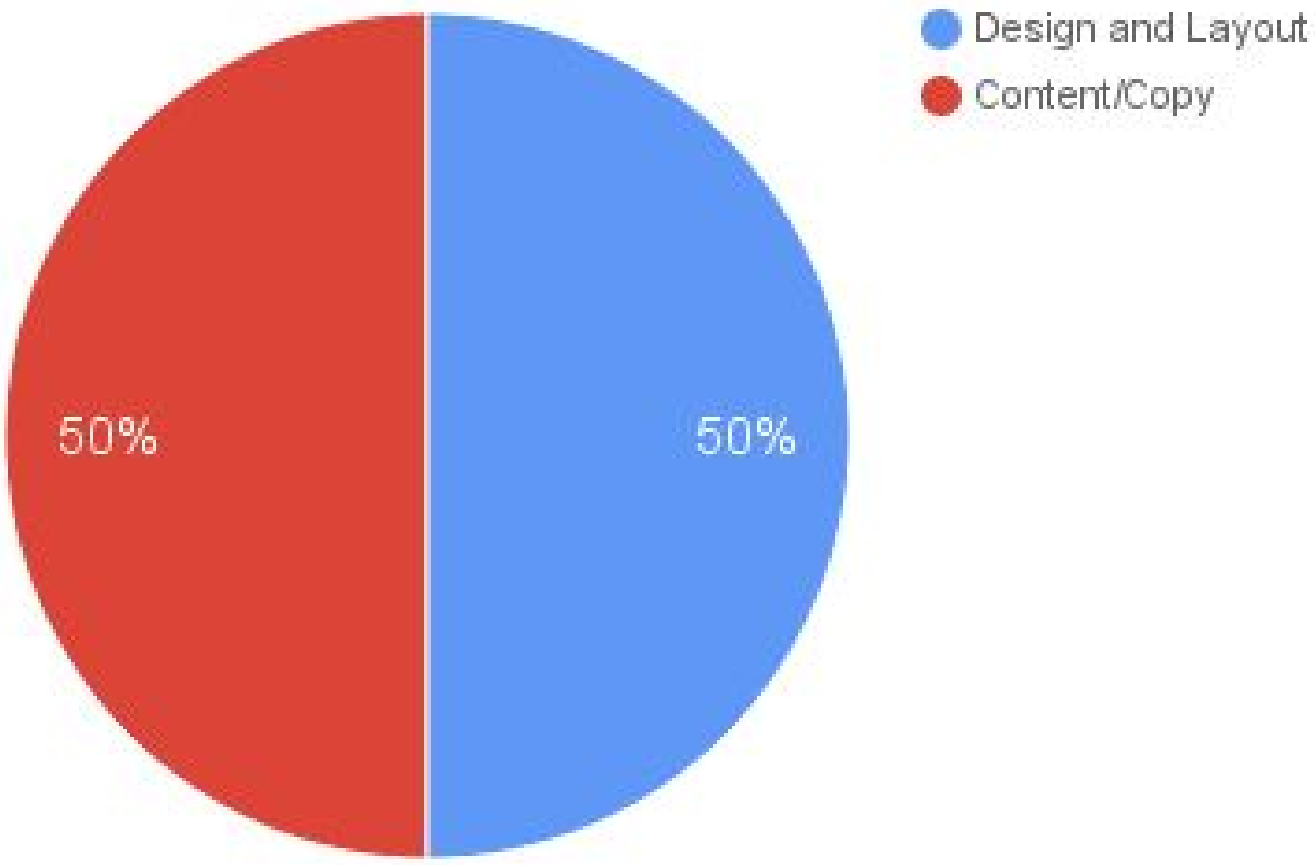
First Steps to Al-Anon Recovery

Podcasts

Friends and families of problem drinkers find understanding and support at Al-Anon and Alateen meetings.



What Drives Successful Conversions



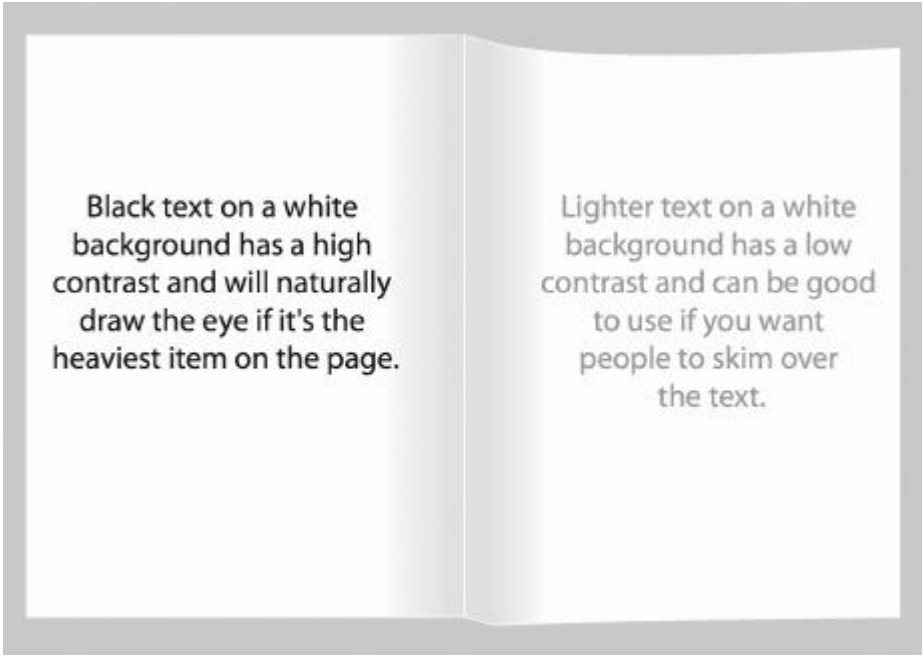
Design to Support Goals

- Color and contrast
- Page layout
- Eyelines

Color & Contrast

Contrast is an important part of designing for conversion.

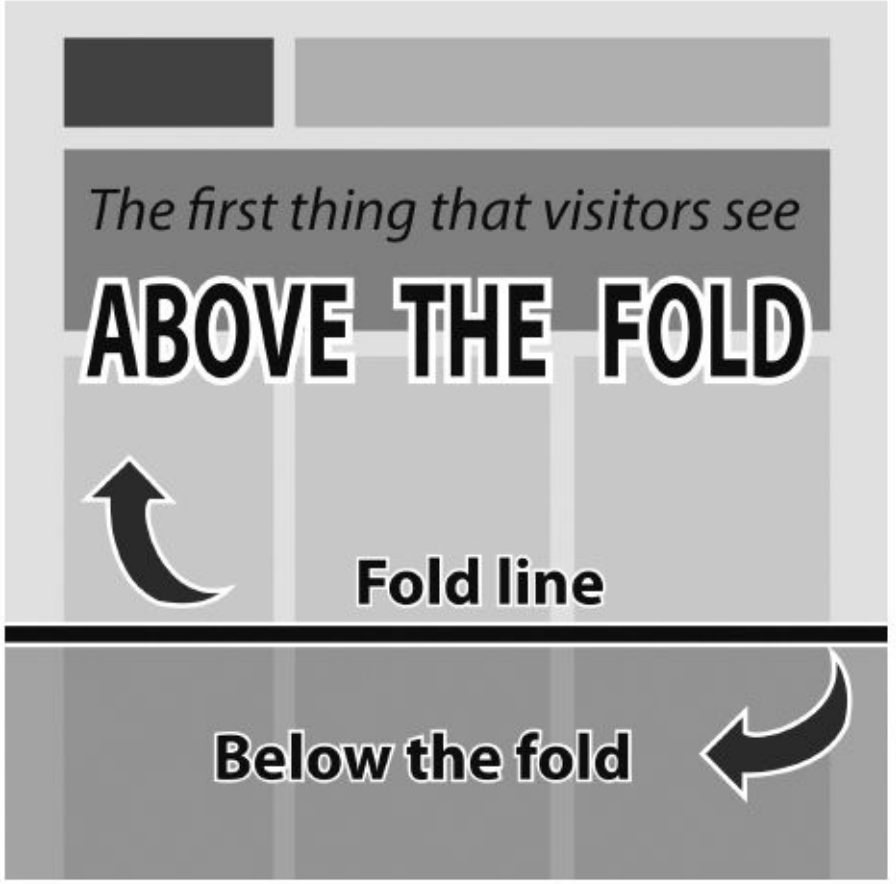
Higher contrast elements or color usage can draw the eye to a more desired place, direction, or chronological order.



Page Layout

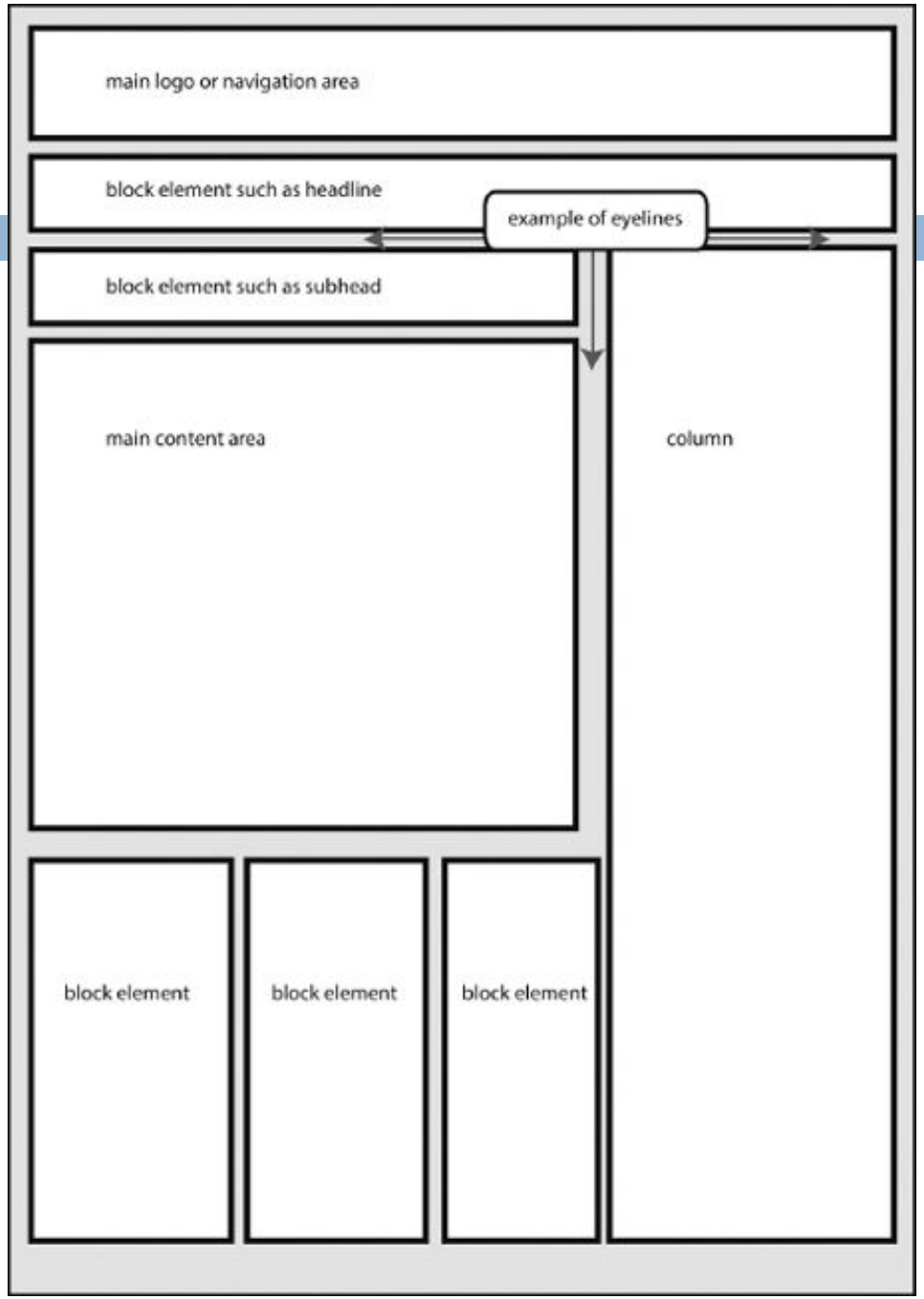
The first screen people see influences whether they're going to continue on that website or go someplace else.

Use larger text and pictures to draw attention to the focal point.



Eyelines

Clearly defined eyelines help the reader's eye know where to look on the page



Tool: Eye-Blur Technique

Look at the screen and squint your eyes until your vision is unfocused and the screen is blurry.

Tools to support “conversion”

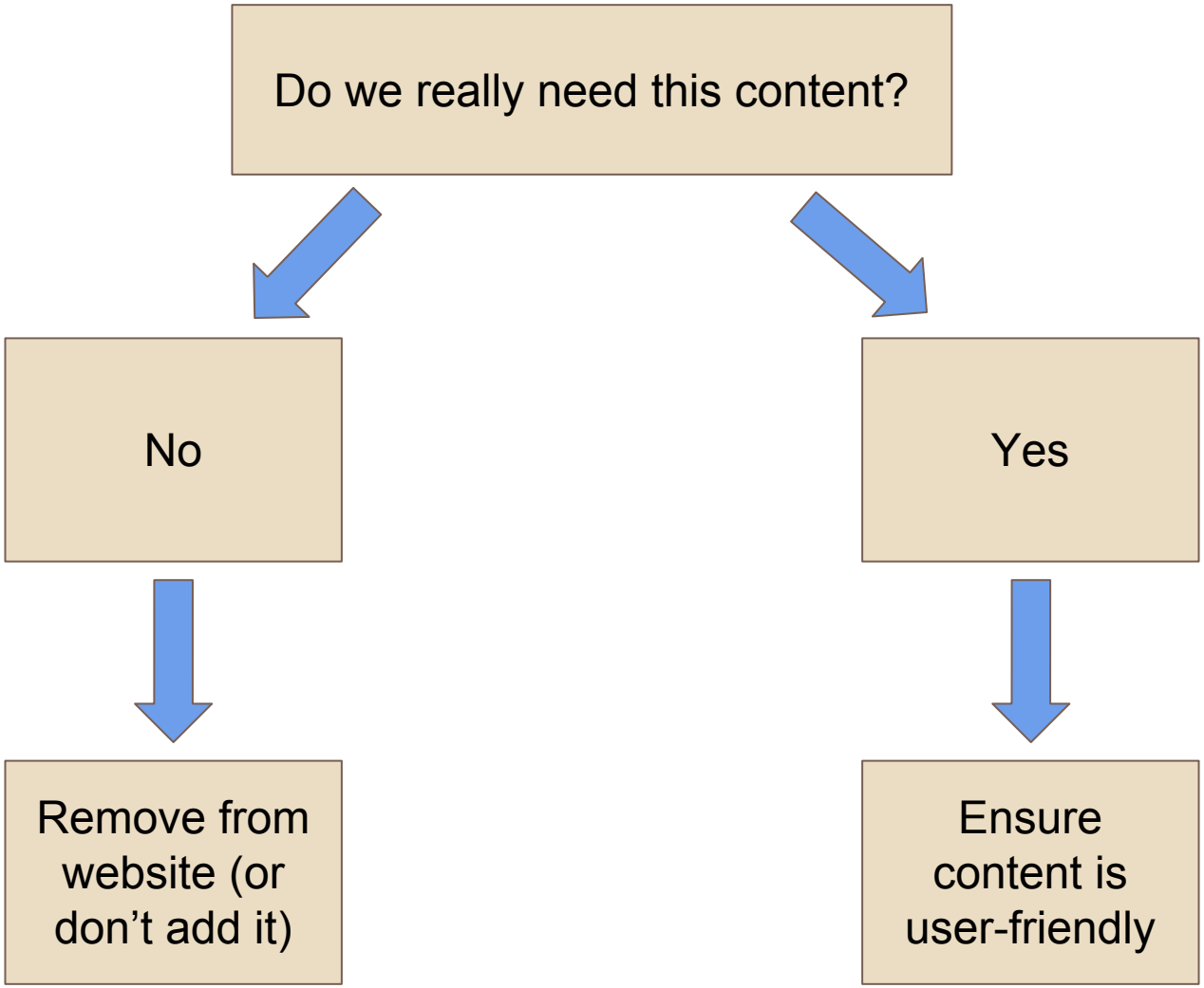
The Common F Pattern

www.useit.com

Copywriting to Support Goals

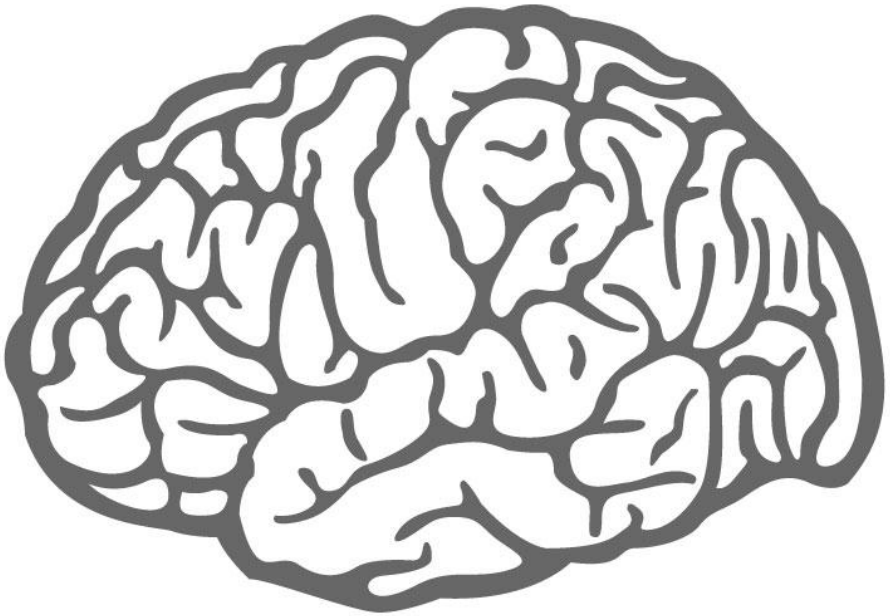
- Less is best
- Top left corner gets the attention first
- Your first few words in a line are critical
- Clear heading and navigation helps users
- Typos and broken links damage credibility

Key Question to Consider



Easy to Read Content

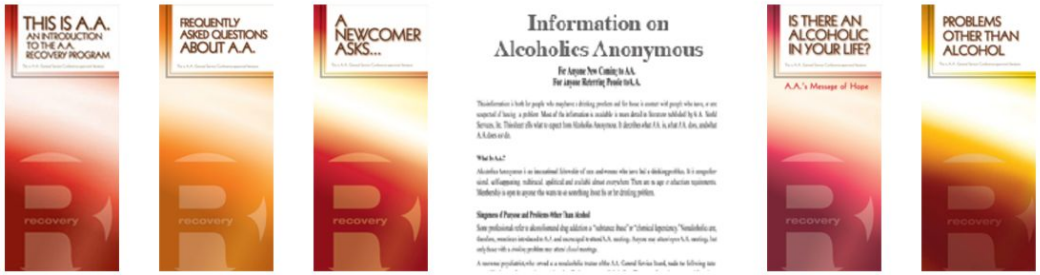
If your text isn't easy to read, you are forcing people's brains to work too hard – especially alcoholic brains!



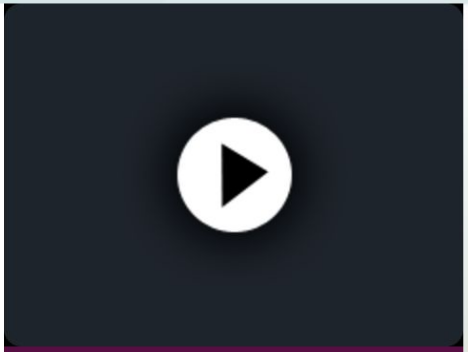
And some people who visit might still be drunk!

What Is A.A.?

Alcoholics Anonymous is an international fellowship of men and women who have had a drinking problem. It is nonprofessional, self-supporting, multiracial, apolitical, and available almost everywhere. There are no age or education requirements. Membership is open to anyone who wants to do something about his or her drinking problem.



View by list



Full-Length Video

Hope: Alcoholics Anonymous

Video PSAs

Select title here

A.A. Literature
For A.A. Members
For Professionals
For Press/Media
Contact Us

ALCOHOLICS

Since the book Alcoholics Anonymous first appeared in

What Is AA?

Alcoholics Anonymous is an international fellowship of men and women who have had a drinking problem. It is nonprofessional, self-supporting, multiracial, apolitical, and available almost everywhere. There are no age or education requirements. Membership is open to anyone who wants to do something about his or her drinking problem.

View by list

Full-Length Video

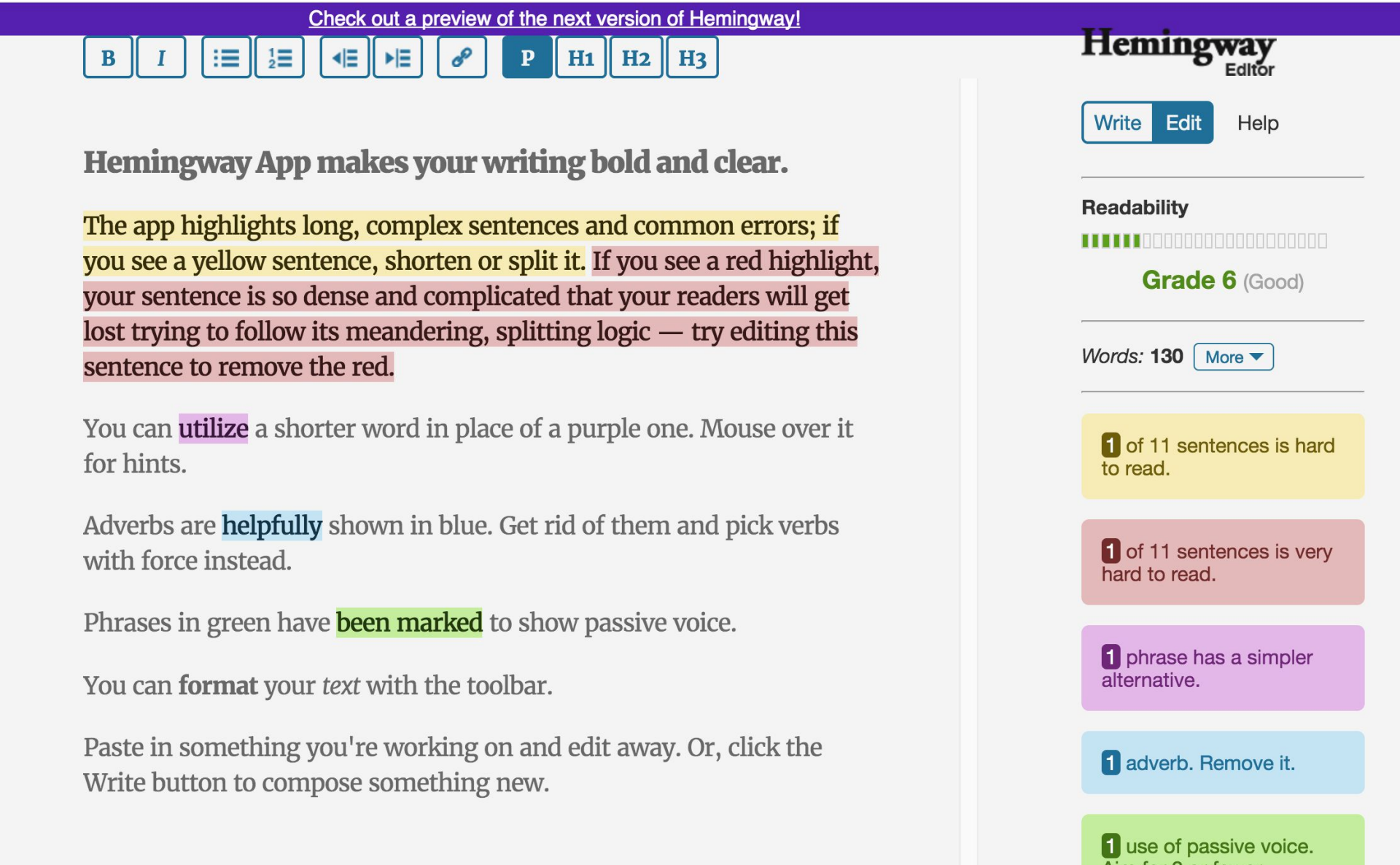
Hope: Alcoholics Anonymous

Video PSAs

Select title here

AA Literature
For AA Members
For Professionals
For Press/Media
Contact Us

Solution: Hemingway Editor



Responsibility Statement

ABOUT AA
A.A. Home Page
Are You An Alcoholic?
New To A.A. ?
The 12 Steps
The 12 Traditions
A.A. Preamble
Responsibility Pledge
Serenity Prayer
Slogans
INFORMATION
Whats New
Find A Meeting
Useful Links
Contact Us
EVENTS
District Events
Area Assembly
MEMBERS AREA

The Golden Triangle (District #66)

Alcoholics Anonymous

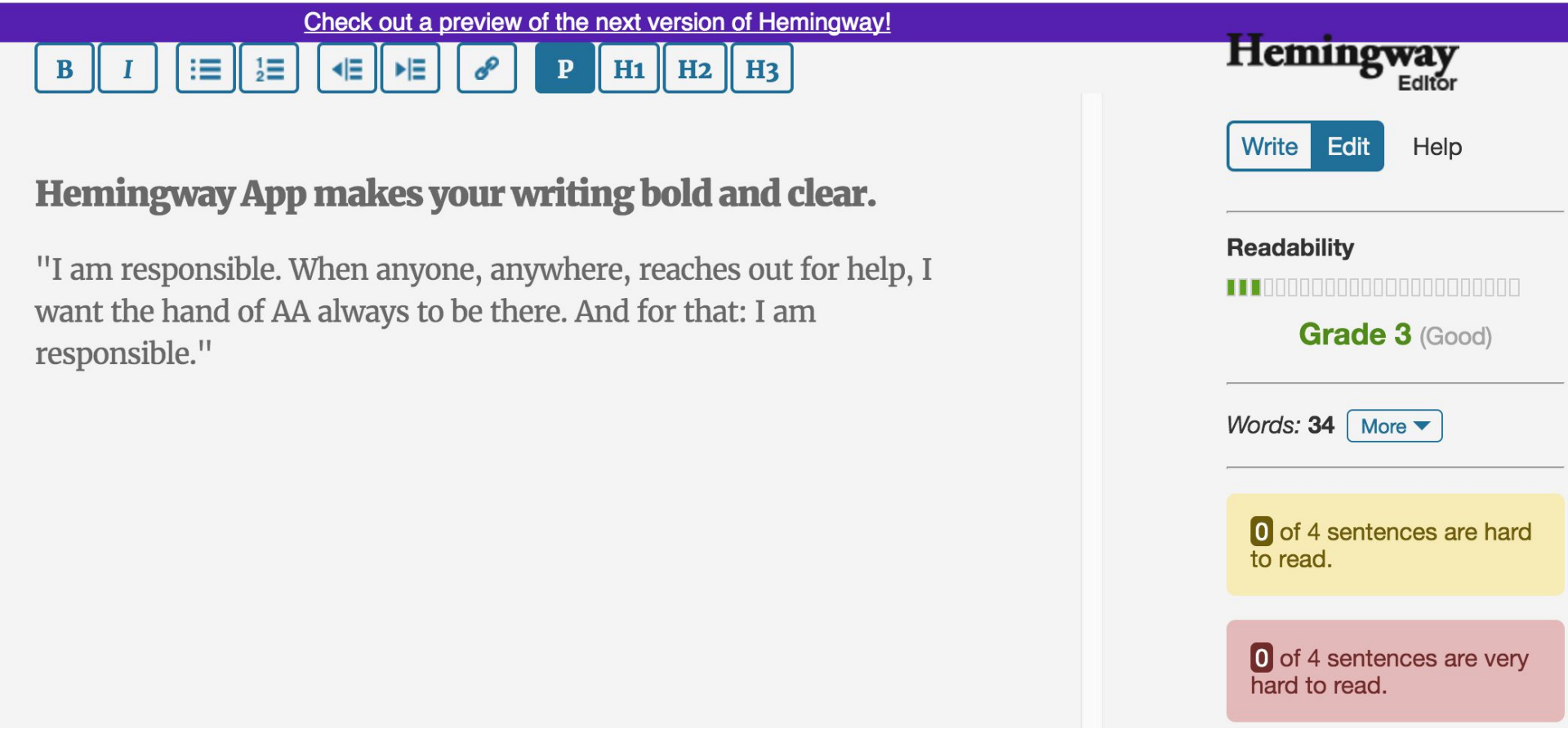
Lanark / Leeds, Ontario, Canada

RESPONSIBILITY PLEDGE

I am Responsible.
When Anyone, Anywhere
Reaches Out For Help,
I Want The Hand Of A.A.
Always To Be There.

And For That,
I Am Responsible !

Responsibility Statement



OK great, but does this text support our goals?

AA Preamble

What is Alcoholics Anonymous?

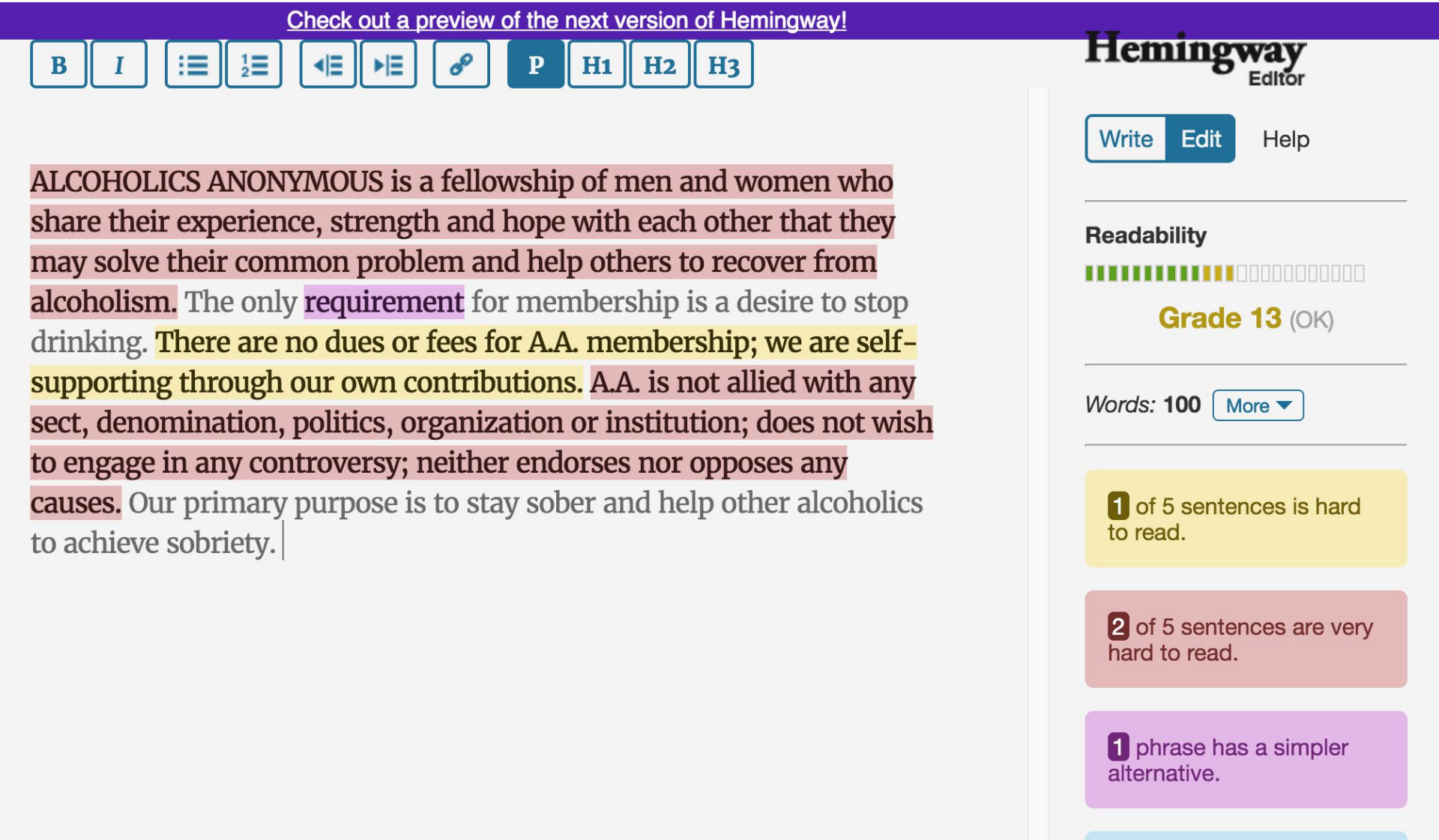
ALCOHOLICS ANONYMOUS is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership is a desire to stop drinking. There are no dues or fees for A.A. membership; we are self-supporting through our own contributions. A.A. is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety. Reprinted with permission of The A.A. Grapevine, Inc.

For more information on Alcoholics Anonymous please visi the official AA website: www.aa.org

Is AA for you?

Read more on the official AA website page Is AA for You?

AA Preamble


Check out a preview of the next version of Hemingway!
B
I
P
H1
H2
H3
ALCOHOLICS ANONYMOUS is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership is a desire to stop drinking. There are no dues or fees for A.A. membership; we are self-supporting through our own contributions. A.A. is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.
Hemingway Editor
Write
Edit
Help
Readability
Grade 13 (OK)
Words: 100
More
1 of 5 sentences is hard to read.
2 of 5 sentences are very hard to read.
1 phrase has a simpler alternative.

Check out a preview of the next version of Hemingway!

B I P H1 H2 H3

ALCOHOLICS ANONYMOUS is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism.

The only requirement for membership is a desire to stop drinking.

There are no dues or fees for A.A. membership. We are self-supporting through our own contributions.

A.A. is not allied with:

- any sect
- denomination
- politics
- organization
- or institution

AA does not wish to engage in any controversy; neither endorses nor opposes any causes. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.

Hemingway Editor

Write Edit Help

Readability

Grade 7 (Good)

Words: **101** More

0 of 12 sentences are hard to read.

1 of 12 sentences is very hard to read.

1 phrase has a simpler alternative.

0 adverbs. Well done.

0 uses of passive voice.

Taking Inventory

Key Thought

Measure to know how well your website is achieving your goals.

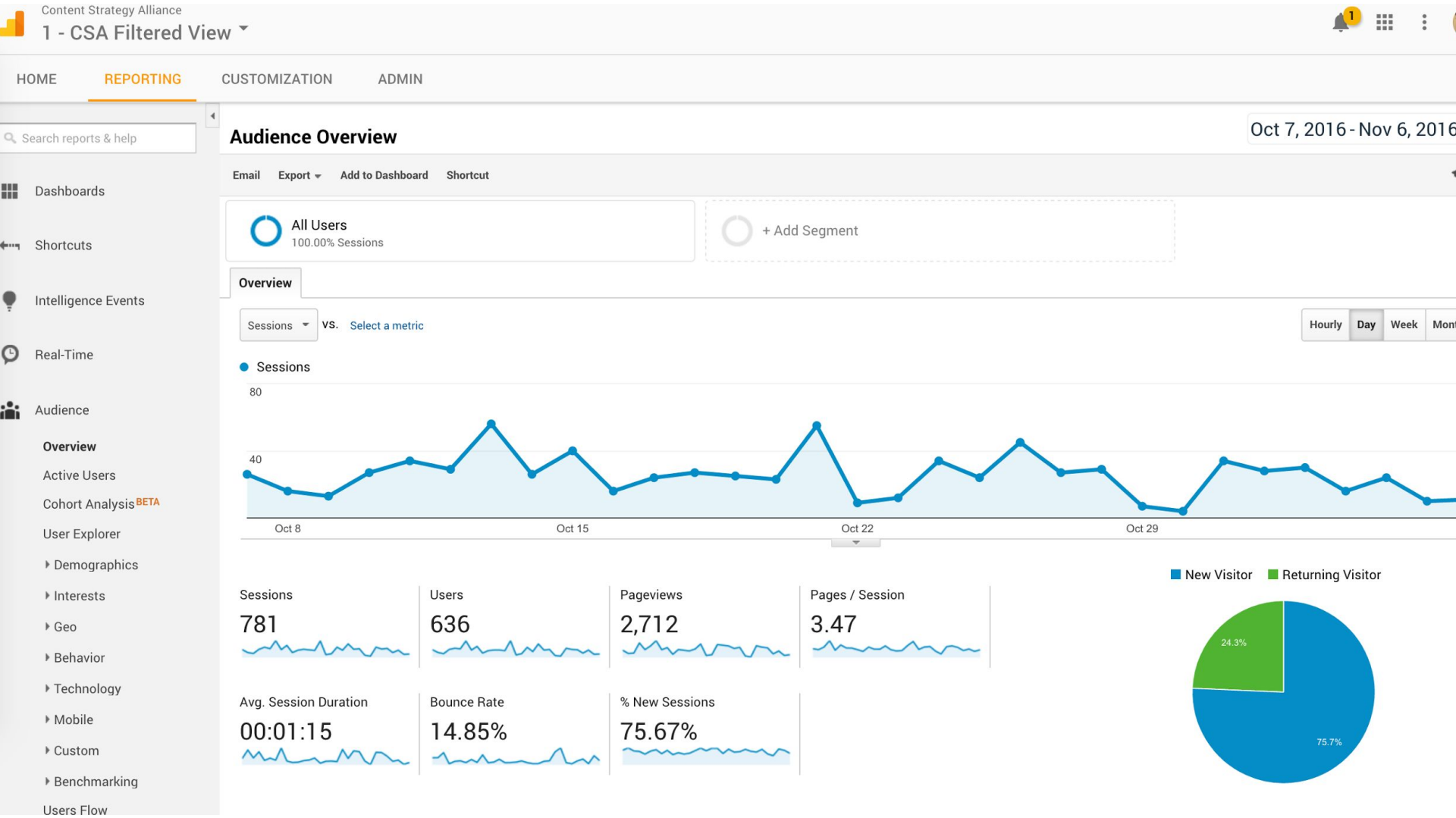
Alcoholics Anonymous p. 64: It is an effort to discover the truth about the stock-in-trade. One object is to disclose damaged or unsalable goods, to get rid of them promptly without regret.

Free Measurement Tools

Use one of these web analytics services that track and report website traffic.

- Google Analytics – provided by Google and can be applied to any website
- Piwik – Open source web analytics software installed on your own web server

Google Analytics



Analytics Setup

- Remove hits from known bots and spiders
- Filter out internal traffic from you and other AAers working on the website
- Just focus on the metrics that are most important to your primary purpose (your KPIs)

Key Performance Indicators (KPIs)

- KPIs are typically metrics used for performance measurement.
- KPIs evaluate the success of an organization or of a particular activity.
- Choosing the right KPIs depends on knowing what is most important to the organization – its goals.

Example Goals with KPIs

- To help newcomers find AA meetings to attend
  - # of page visits to meeting pages
  - #of confused calls to hotlines
  - accuracy of meeting information online
- To help current AA members find meetings
  - # of page visits to meeting pages
  - # of complaints from current members
  - accuracy of meeting information online
- To help professionals understand AA and its resources for patients.
  - # of professionals who contact AA
  - # of page sessions to web page “For Professionals”

Exercise - Website Goals/KPIs

Individually, spend a few moments to write down your website's goals and try to determine possible KPIs.

If you aren't responsible for a website, go look for "AA Near You" on aa.org, and pick your state, then choose a website related to your state.

Share and discuss in pairs.

When to Measure

- **Ongoing pulse:**
  Continuous collection of KPIs to monitor impact of iterative changes, get early identification of user issues, and observe developing trends.

- **Consistent time intervals:**
  Specific intervals provide a consistent read on the health of digital properties.

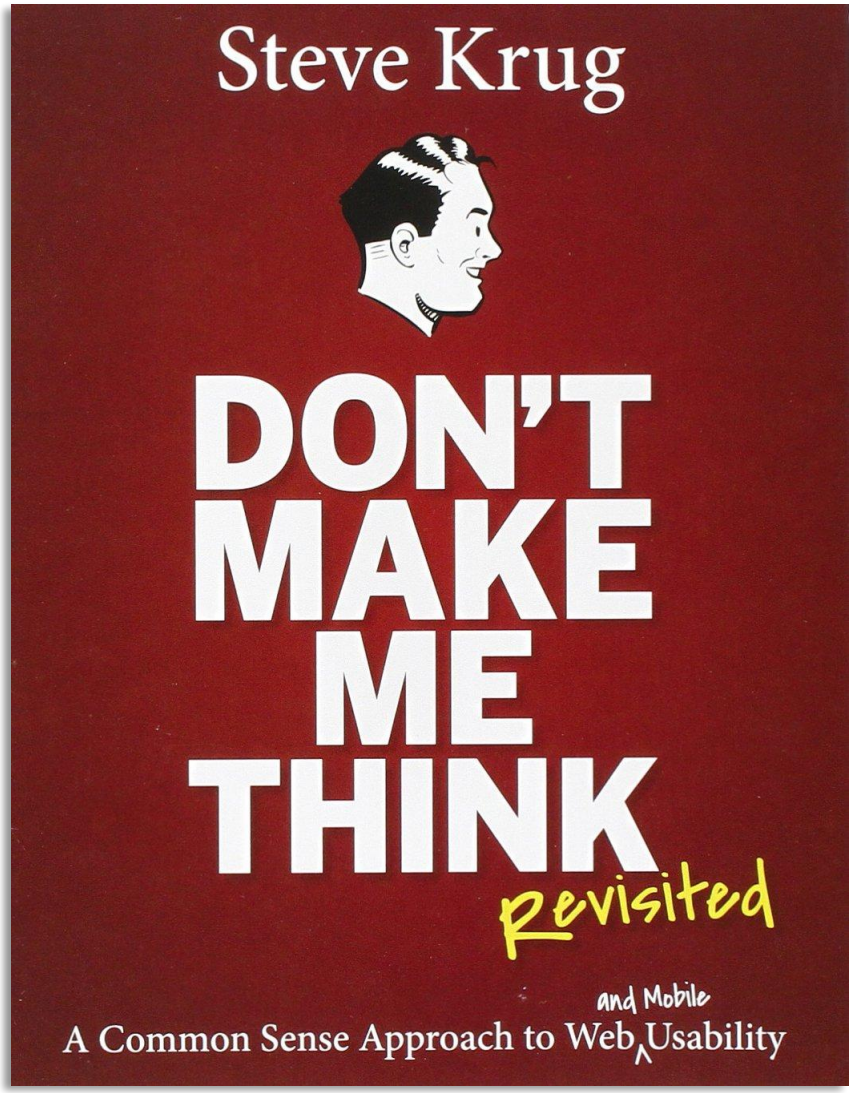
- **Pre/post-launch:**
  Gather baseline measures and re-test to understand the impact of a redesign or major changes.

Resources to Learn More

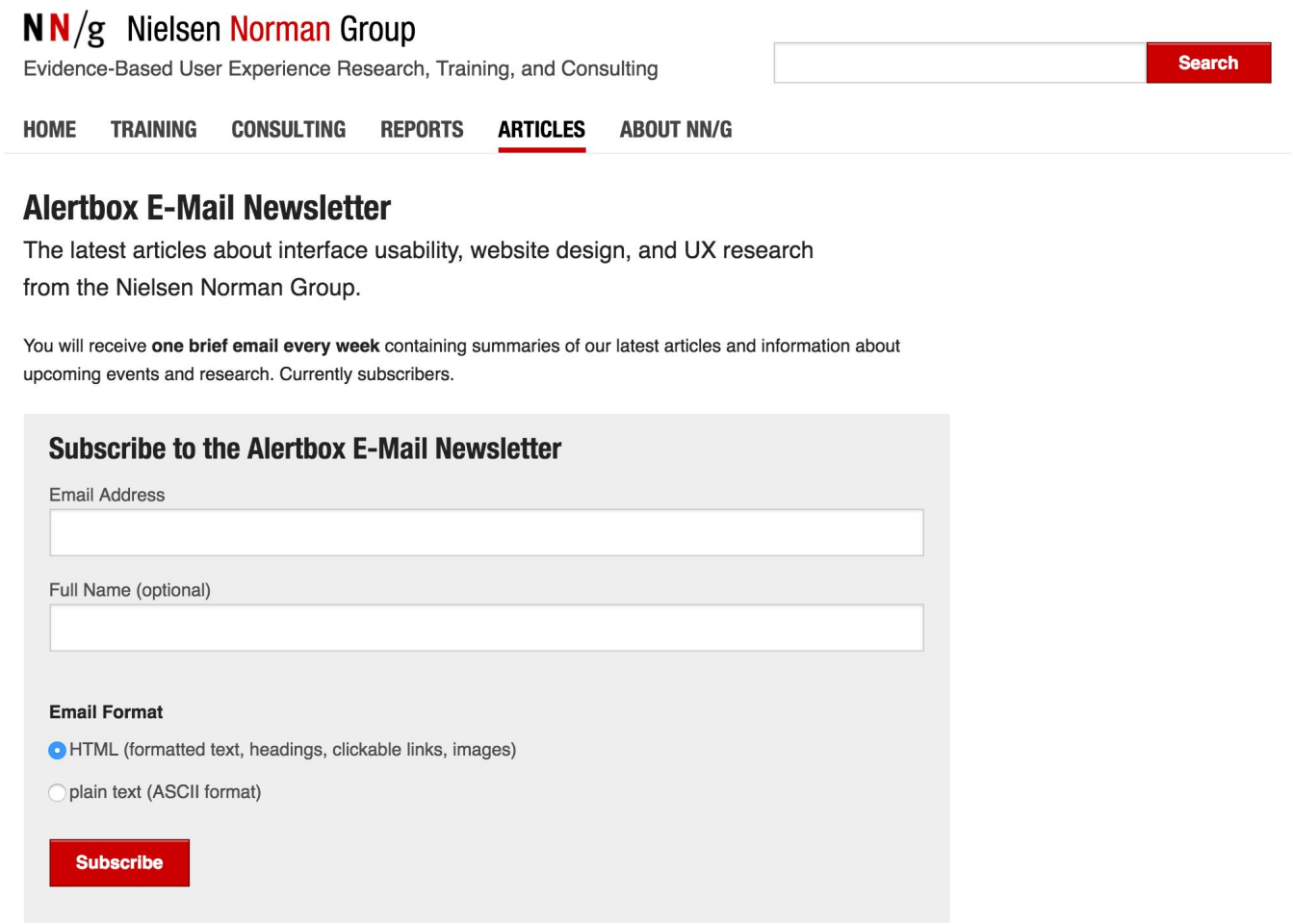
Nothing matters more to AA's future welfare than the manner in which we use the colossus of modern communication.

-Bill Wilson, Grapevine, Nov. 1960

Don’t Make Me Think by Steve Krug



Nielsen Norman Group



https://www.nngroup.com/articles/subscribe/

Google Analytics Academy, free online

Google Analytics Academy

SIGN IN

Learn analytics with free online courses

- Take lessons from Google measurement experts
- Join the Google Analytics learning community
- Test your knowledge

Analytics Academy Courses

Digital Analytics Fundamentals

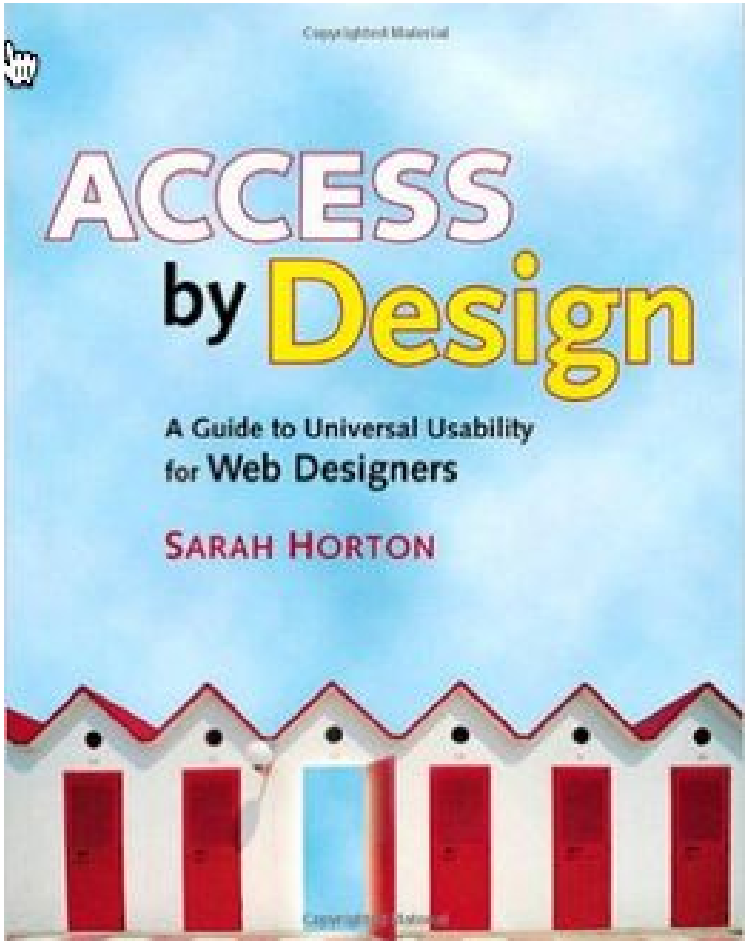
Google Analytics Platform Principles

Ecommerce Analytics: From Data to Decisions

Mobile App Analytics Fundamentals

Google Tag Manager Fundamentals

Access by Design, book or online



http://universalusability.com/access_by_design/

Handouts

UX Essentials presentation from NAATW 2015
http://bit.ly/uxessentials

Website Review Scorecard
http://bit.ly/webscorecard

Thank you!

mjmoser007@gmail.com

loiskarrlewis@gmail.com