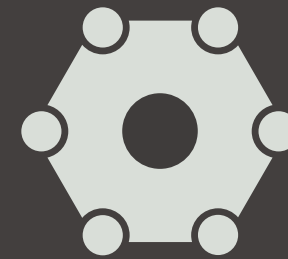


sevenheadsdesign.com



Persona Findings Workshop

Seven Heads Design

for

Central Park Conservancy



Kevin



@kevinmhoffman



Donna



@dlichaw



Robert

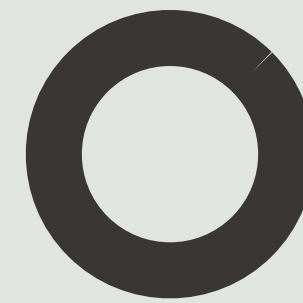


@iamjolly

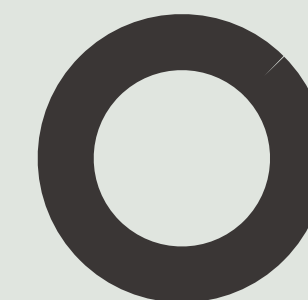
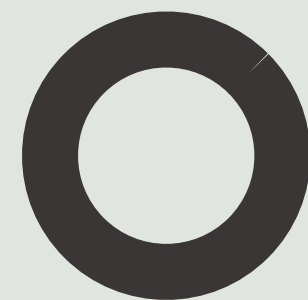
Make Better Design Decisions

Make Better Design Decisions

What people do



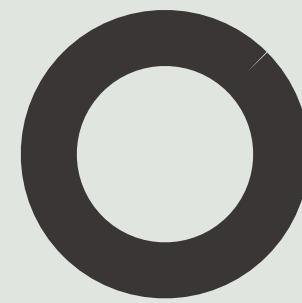
What they say
they do



What CPC wants
people to do

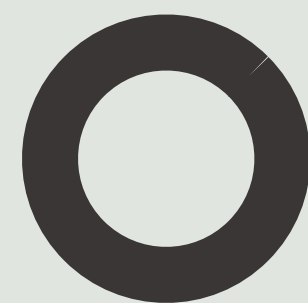
Make Better Design Decisions

Metrics



User

Interviews

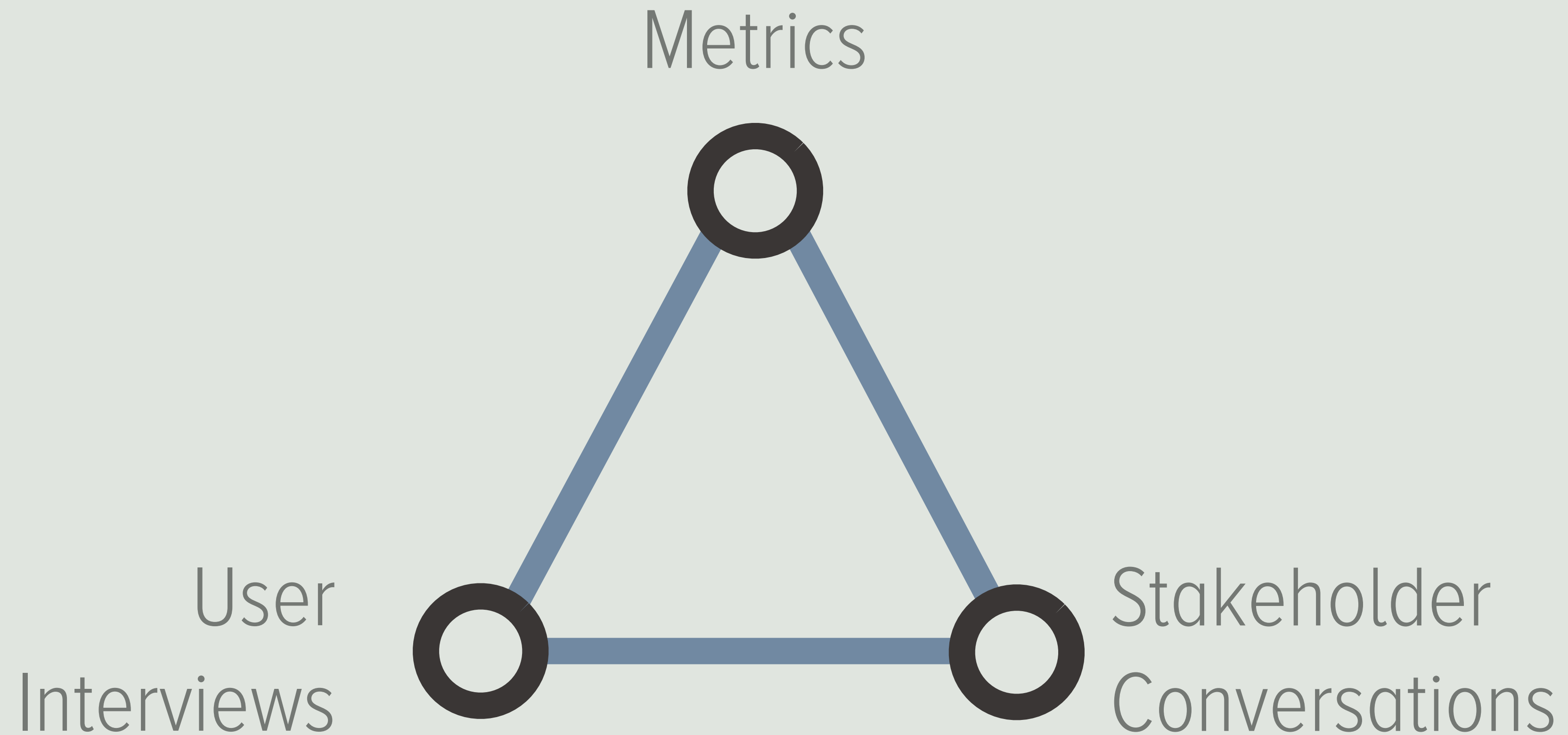


Stakeholder

Conversations

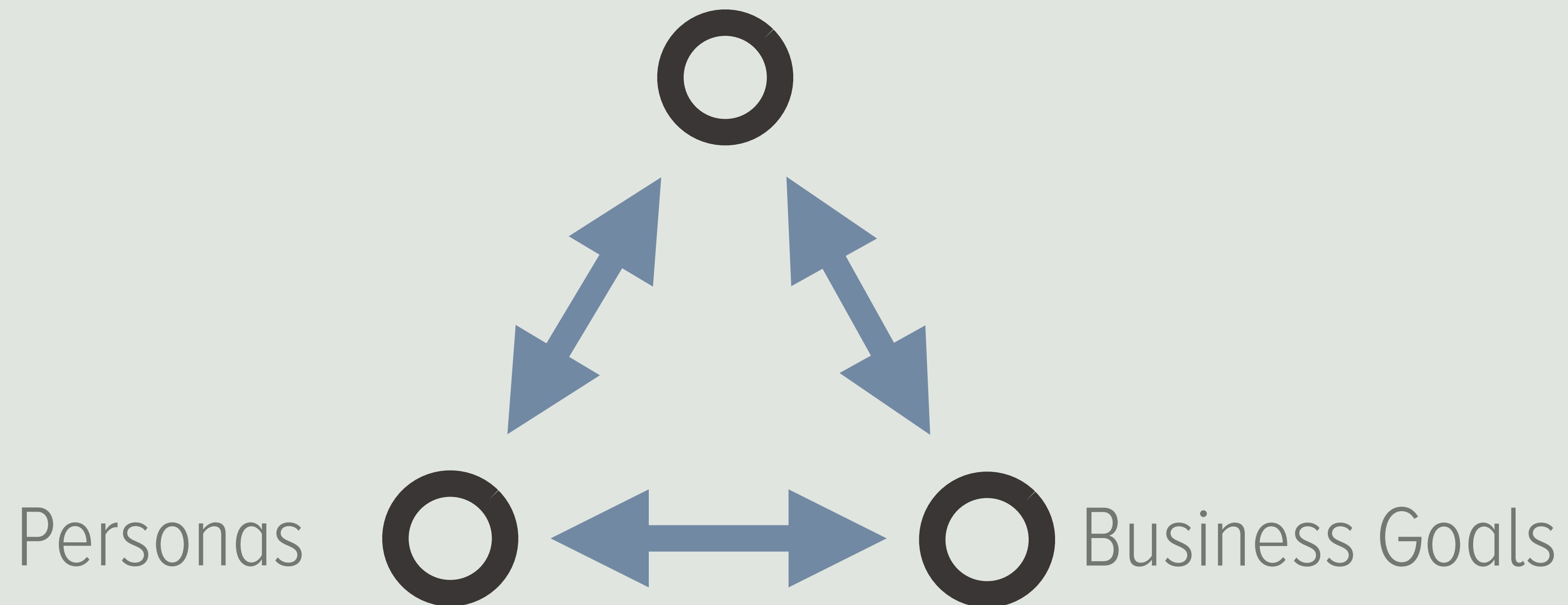


Make Better Design Decisions



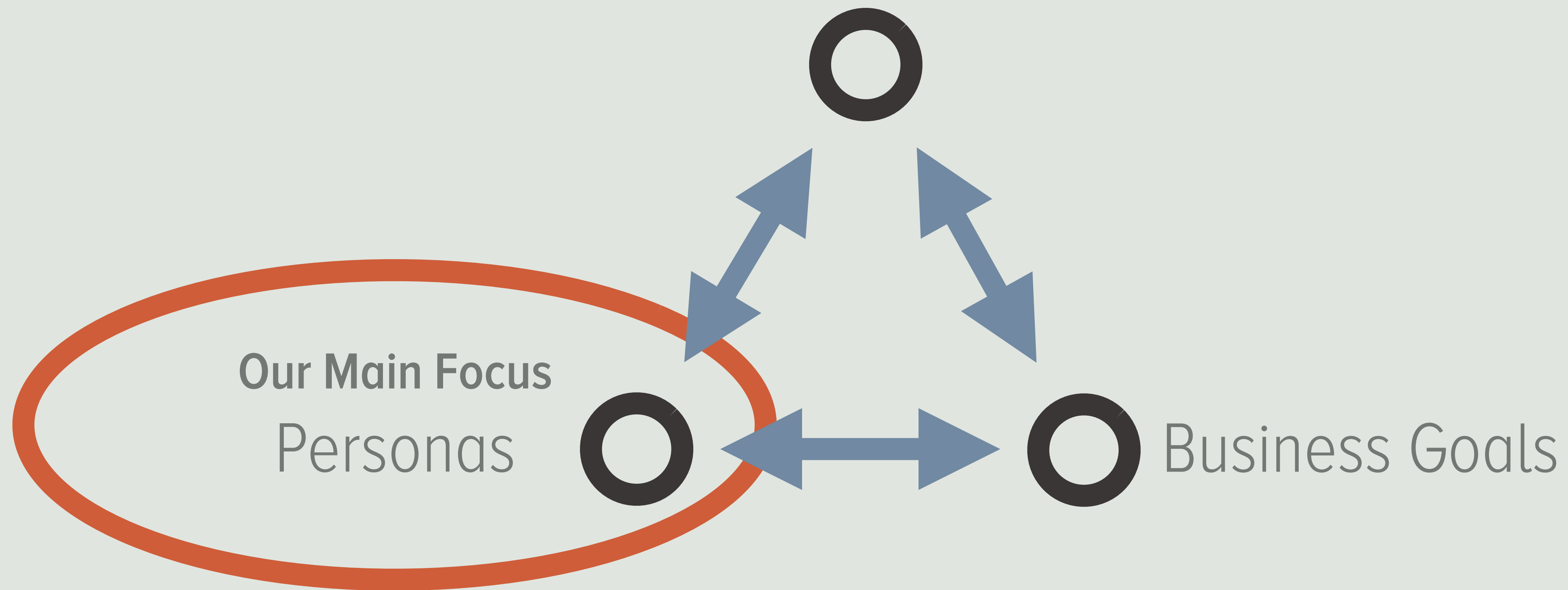
Make Better Design Decisions

Site Recommendations



Make Better Design Decisions

Site Recommendations



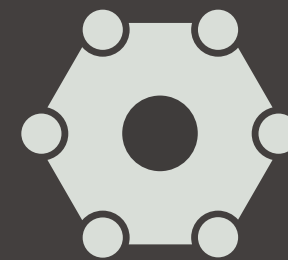
Research Goals

**Better understand digital
(web and e-mail)
audiences in order to
identify digital content and
approaches that...**

- Improve value for existing donors
- Connect with and persuade prospective donors
- Evaluate how current content serves prospective/existing donors
- Explore new content that could serve existing and prospective donors

How did we execute this research?

Brief Overview of Methodology



Research Methodology

**Interviews with park users,
a small selection of park
visitors, and stakeholders.**

- Investigative interviews, looking for patterns and similarities among multiple subjects
- Get deeper understandings of people's expectations, behaviors, and motivations to use as design targets

Research Methodology

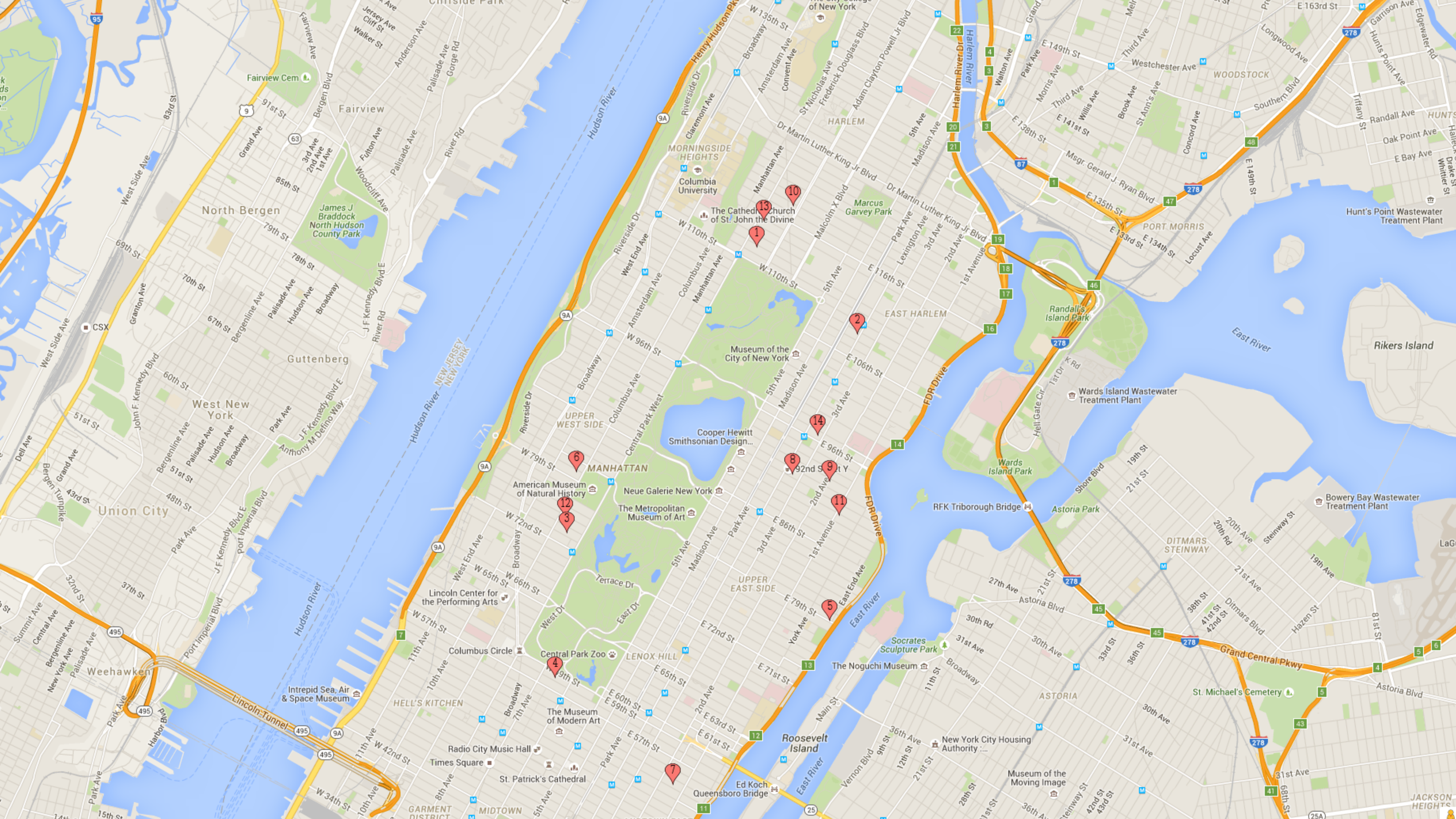
Interviews with park users,
a small selection of park
visitors, and stakeholders.

- 30 to 45 minute conversations
- Topics included
 - Park usage and meaning
 - Content interests
 - Content finding behaviors
 - Events content & behaviors around it
 - Giving motivations
 - Brand comprehension

Research Methodology

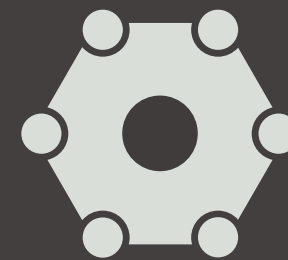
Interviews with park users,
a small selection of park
visitors, and stakeholders.

- 5 Conservancy stakeholders
- 16 park users
- 14 nearby residents
- 2 former residents, occasional visitors



Stakeholders & Metrics

A Few Framing Thoughts



Stakeholder Perspectives

Who did we speak with?

- Jane McIntosh
- Shanta Mali
- Abby Healy
- Libbie Hayward
- Patrick McGettigan

Stakeholder Perspectives

What must we learn from this research?

- Increasing our understanding about the interests and motivations of park users
- Short term, actionable improvements to web site and content strategy
- Explore prospective donor motivations - “why aren’t they donating?”
- “Do people care about botanical content? History?”

Stakeholder Perspectives

What could we discover
that would be really *cool*?

- How can we improve the calendar?
- What possible content overlaps exist between a park user's needs and a park visitor's?

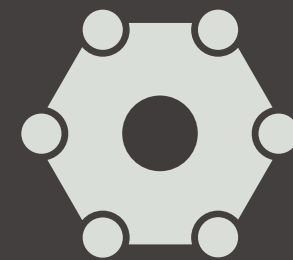
A Few Key Metrics

Notable items from a
review Google analytics
for 2015 and Q1 2016

- High traffic areas include the home page, **Things to See and Do**, specific attractions, **Maps**, and **Tours**
- **Things to See and Do** consistently does as much traffic as your home page
- Specific attractions and events drive **massive, short spikes** in traffic (Film Festival, Drifting in Daylight)
- Mobile traffic has a much higher bounce rate, especially on **Things to See and Do**

High Level Findings

Key Takeaways



Park Meaning

What does
Central Park
mean to people?

- “Central park is my backyard.”
- “It’s one of my life savers.”

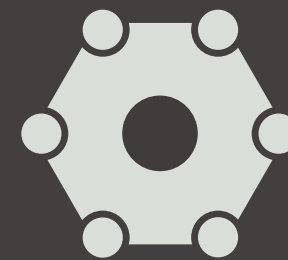
Conservancy Meaning

**What does the
Central Park Conservancy
mean to people?**

- “They keep the park running, the leaves raked, things updated, bridges painted, grass mown, maintain sidewalks. I see their projects on the paths in the rambles. They keep the history of it going and the park usable.”
- “I have to ask why the park wants my money. You’ve got all these people going to your gala and I know that’s where the real money comes from. I don’t feel like I’m going to make a difference.”

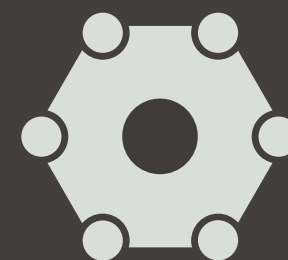
Personas

How do park users and donors behave?

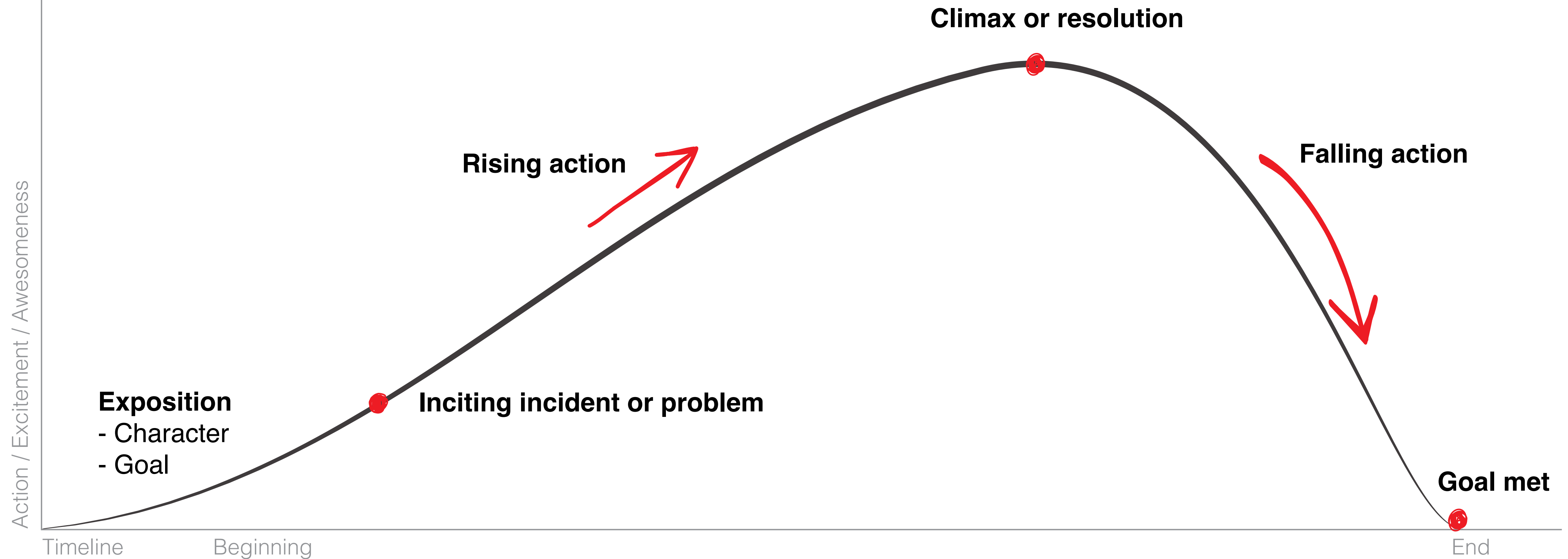


Story Maps

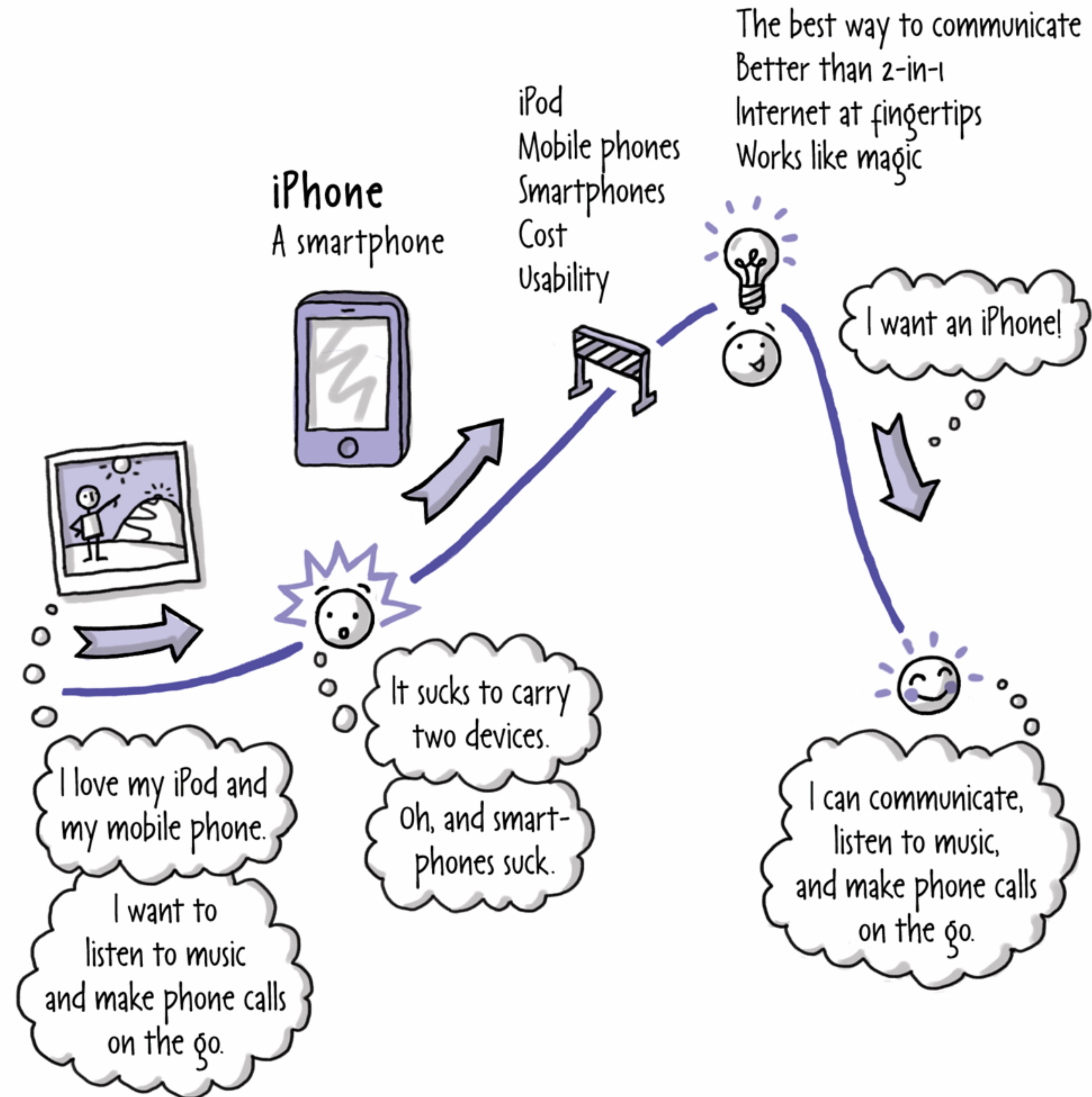
What does park user and giving engagement look like?



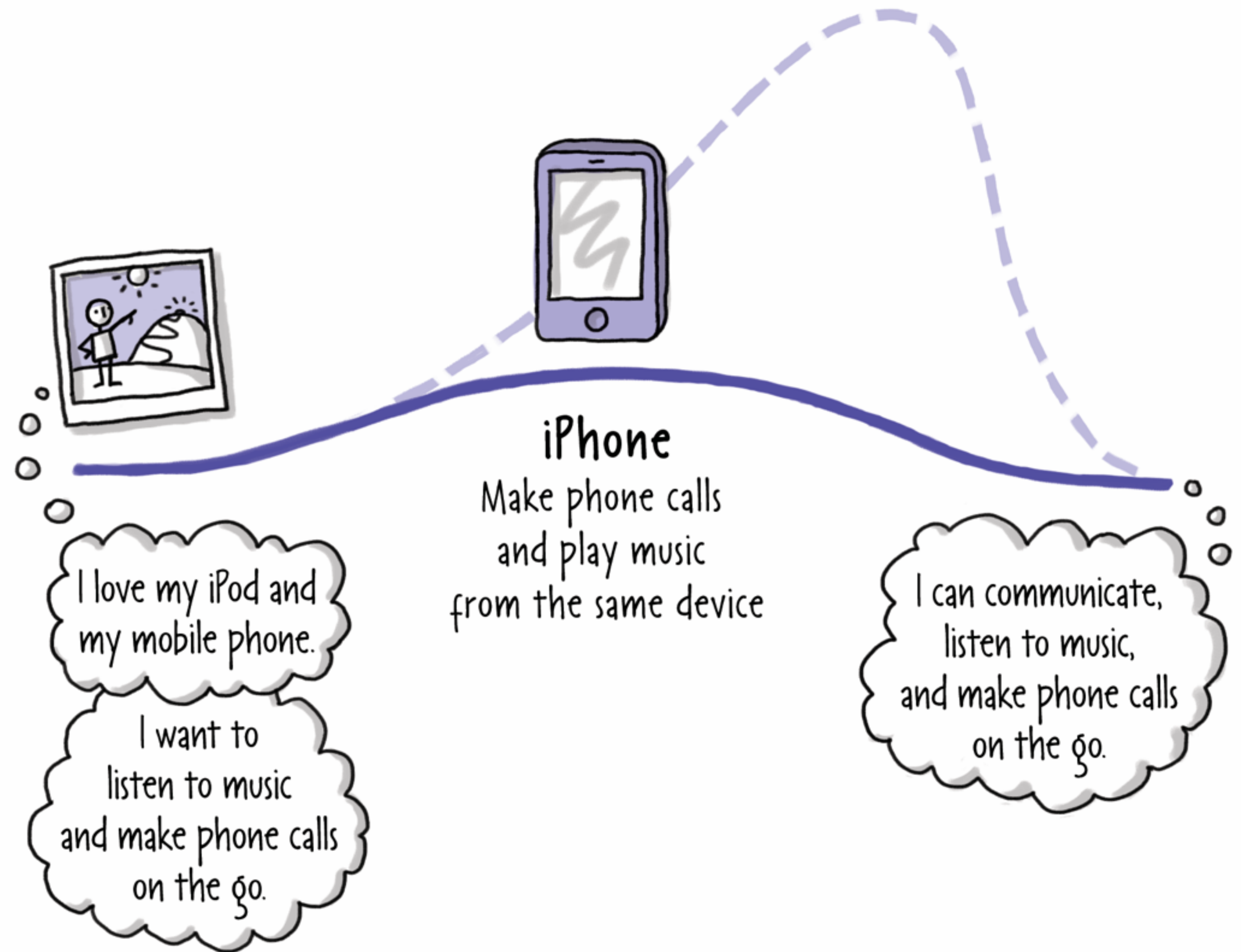
The Narrative Arc



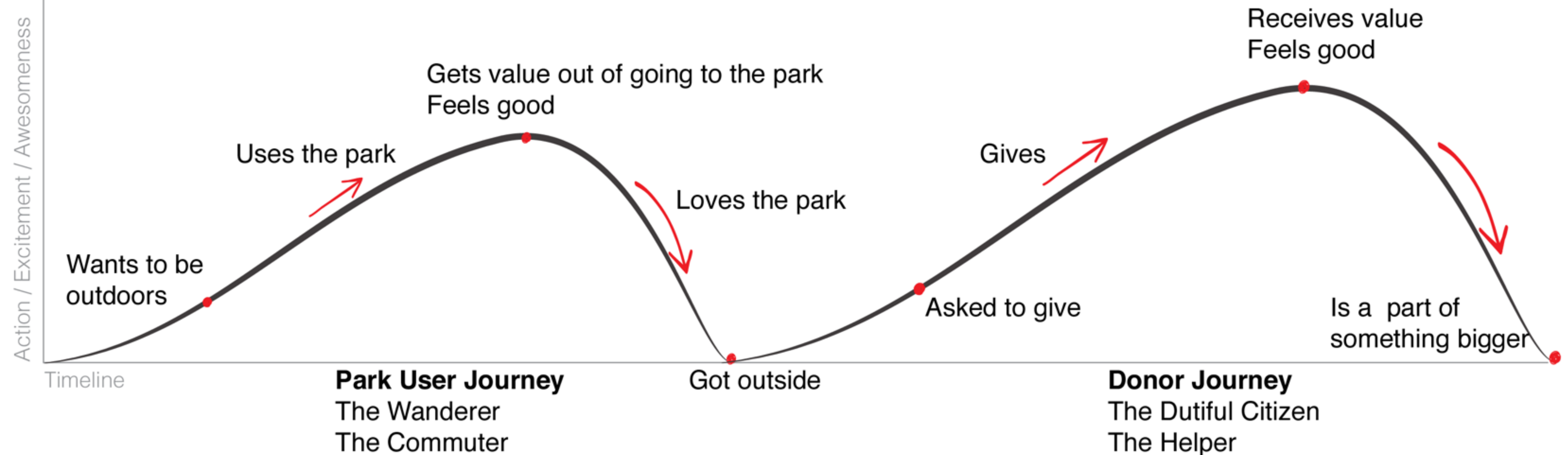
For Example



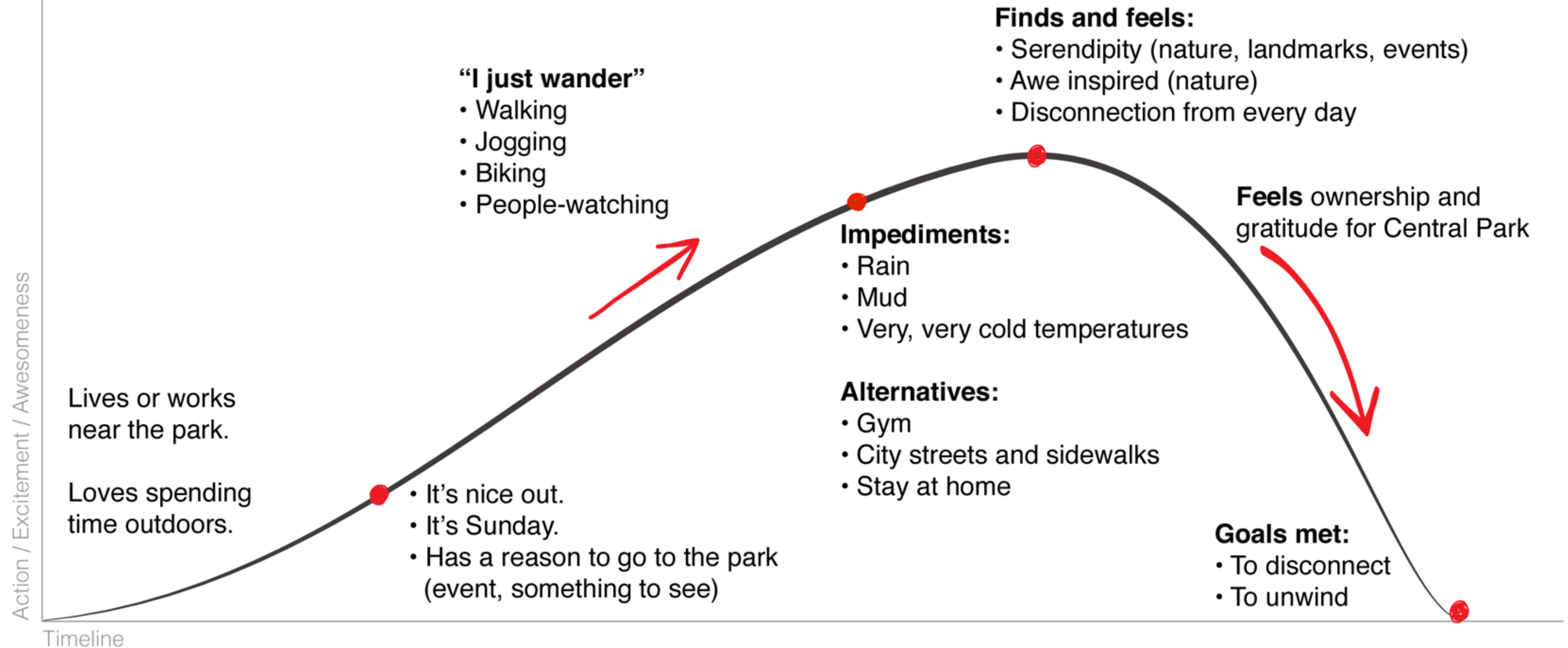
For Example



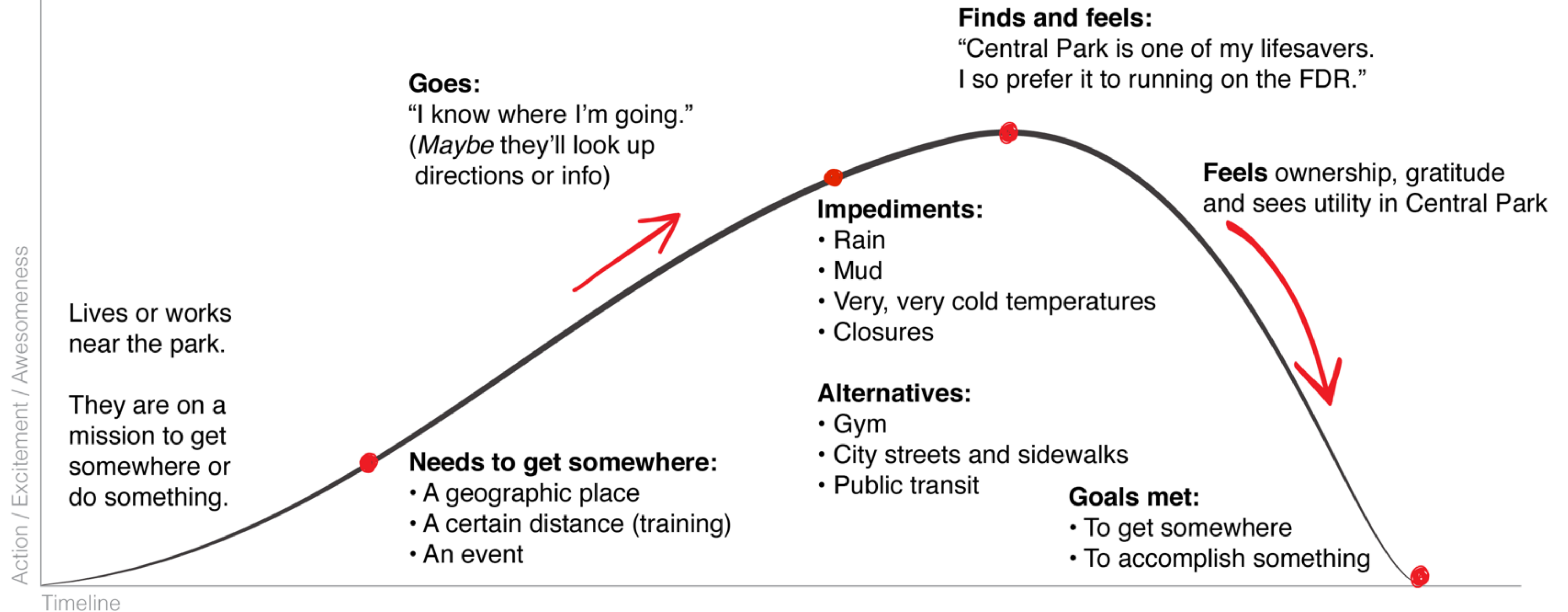
CPC User/Donor Journeys



User: *The Wanderer*

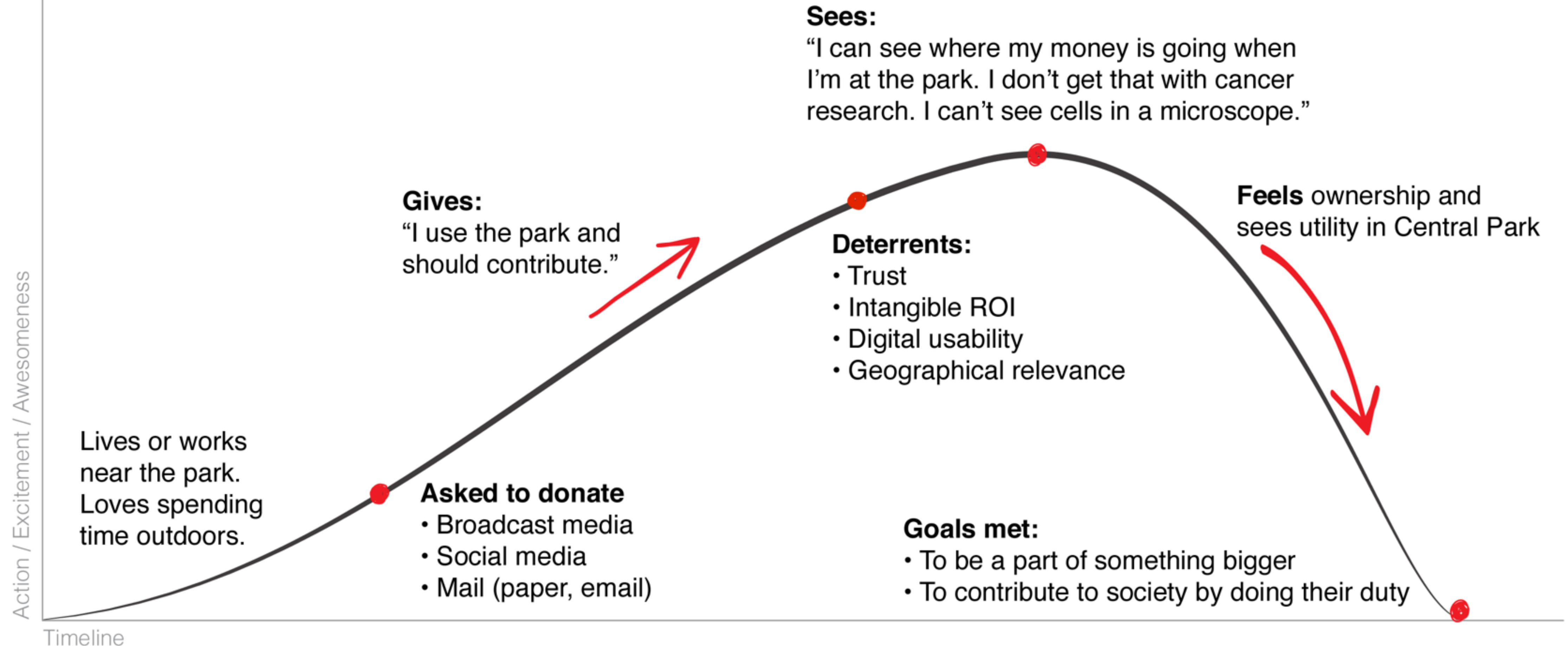


User: *The Commuter*



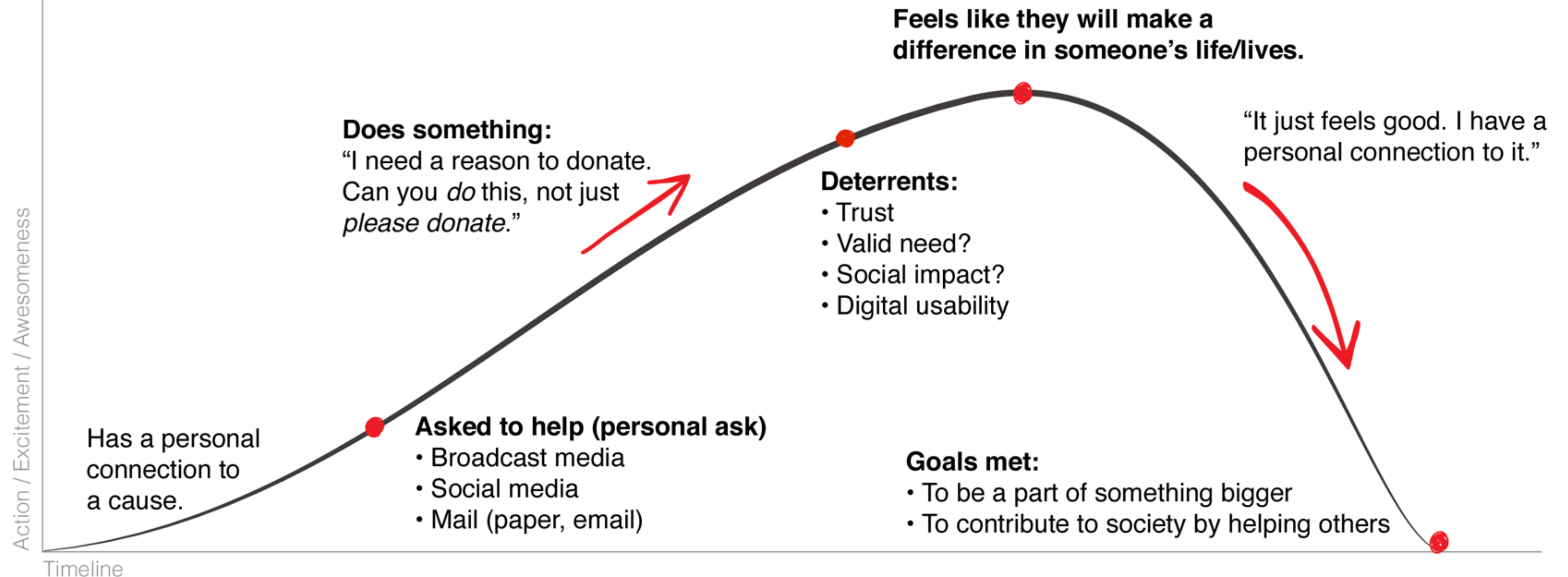
Donor: *The Citizen*

CPC Donors tend to fit this profile.



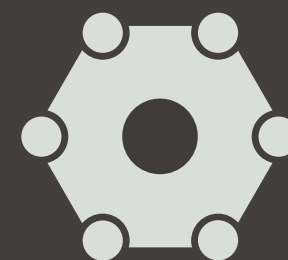
Donor: *The Social Helper*

Doesn't typically donate to CPS... yet.



3 *Ideas*

Suggested better decisions in content & design.



The Central Park Spring Guide

Chock-full of events for families, dog owners, history buffs and more!

Get the Free Guide



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Central Park Conservancy raises 75% of the Park's annual budget and is responsible for the work it takes to keep Central Park beautiful.

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POLL: Favorite Sign of Spring in Central Park



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Do your part to keep the Park beautiful with a tax-deductible gift.

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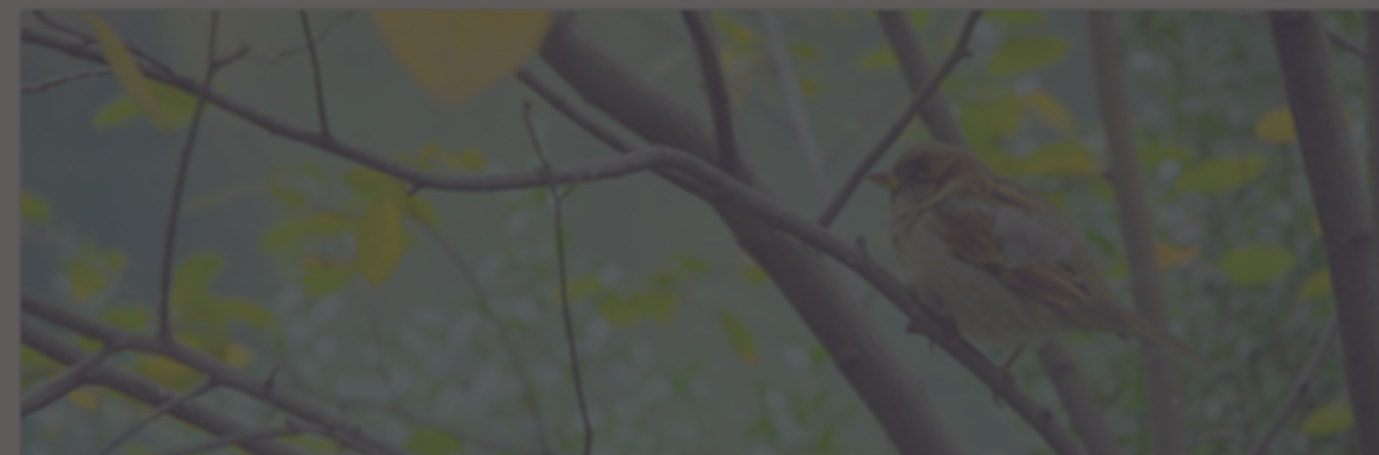
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POLL: Favorite Sign of Spring in Central Park

Yours! What's your favorite sign of spring in Central Park?



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The Central Park Spring Guide

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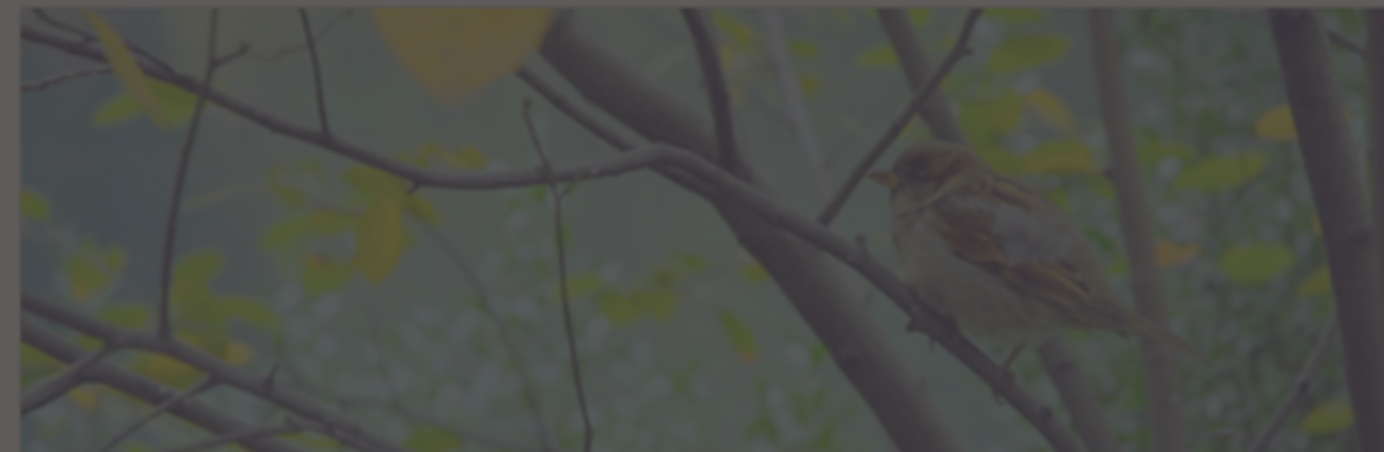
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You could be in for a surprise. Spring brings a lot of new life to the Park.



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Become a Member

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The Central Park Spring Guide

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POLL: Favorite Sign of Spring in Central Park

You could win tickets to a Spring Blooms Tour and special reception.

[Cast your vote ▶](#)



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Be the first to know what's going on in the Park.

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Do your part to keep the Park beautiful with a tax-deductible gift.

Join Today

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Shop Our Store

When the crocuses appear, they bring the colors of spring to the Park. Ring in the season with a crocus snowglobe.

[Shop Now ▶](#)



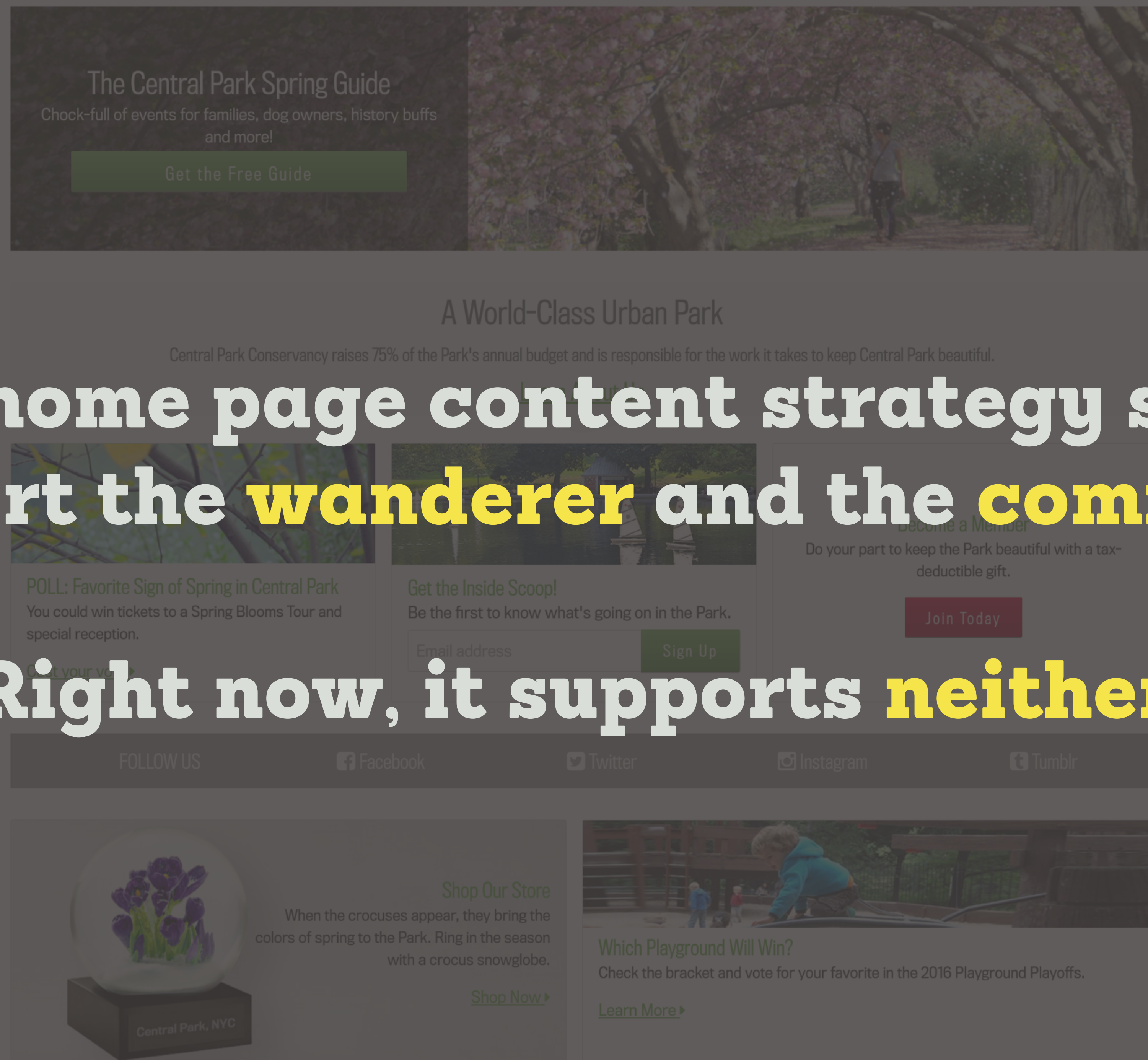
Which Playground Will Win?

Check the bracket and vote for your favorite in the 2016 Playground Playoffs.

[Learn More ▶](#)

Your home page content strategy should support the **wanderer** and the **commuter**.

Right now, it supports **neither**.



Things to See and Do

There's always something to see or do in Central Park!

Filter the list of things to see and do by featured attraction

Featured ▾

What ▾

For ▾



Alice in Wonderland

Near: Mid-Park



Central Park

Near: South End



Alice in Wonderland

The Alice in Wonderland sculpture is a favorite among children, who love to climb atop it and explore its varied textures and hiding spaces.

MORE INFO

MAP IT

What: Sculptures and Architecture

For: Families, First Time Visitors, Art Lovers

Near: Mid-Park

Other: A small icon of a pair of headphones, indicating an audio guide is available for this attraction.

Get the Inside Scoop on Central Park Events!

Your Email

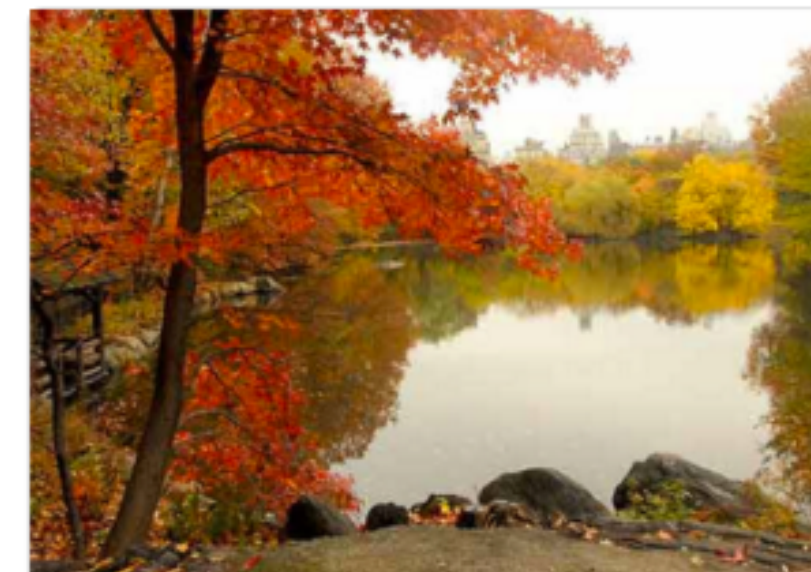
Sign Up

Renew

Search

SHARE A small icon of a share symbol, indicating a link to share the content.

own lists below.



The Lake

Near: Mid-Park



Things to See and Do


Bloom Guide

Film Festival

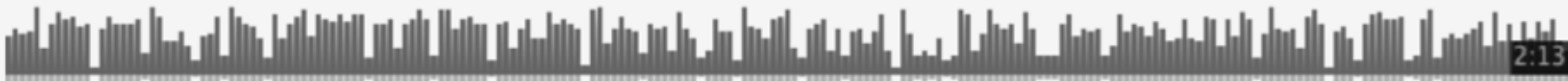
Discovery Programs

Alice in Wonderland





[Central Park Conservancy](#)
Alice in Wonderland: Whoopi Goldberg



2:13

Cookie policy

SOUNDCLOUD

Whoopi Goldberg, American comedian, actress, political activist, writer, and television host, shares the history of the Alice in Wonderland statue — one of her own favorite places in Central Park.

Alice and her cast of storybook friends found their way to Central Park in 1959, when philanthropist George Delacorte commissioned this bronze statue as a gift to the children of New York City. Inspired by the zany characters of the Lewis Carroll classic *Alice's Adventures in Wonderland*, the sculpture was also meant as a tribute to his late wife, Margarita, who read Alice to their children. Engraved around the statue are lines from his nonsensical poem, *The Jabberwocky*.

The sculpture is a favorite among children, who love to climb atop it and explore its varied textures and hiding spaces. Through the years, thousands of tiny hands have literally polished parts of its patina surface smooth.

Created by the Spanish-born American sculptor José de Creeft, the piece depicts Alice holding court from her perch on the mushroom. The host of the story's tea party is the Mad Hatter, a caricature of George Delacorte. The White Rabbit is depicted holding his pocket watch, and a timid dormouse nibbles a treat at Alice's feet.

Location

East Side at 75th Street

» [Map It](#)



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Plan Your Visit

Things to See and Do
Calendar of Events
Maps
Tours

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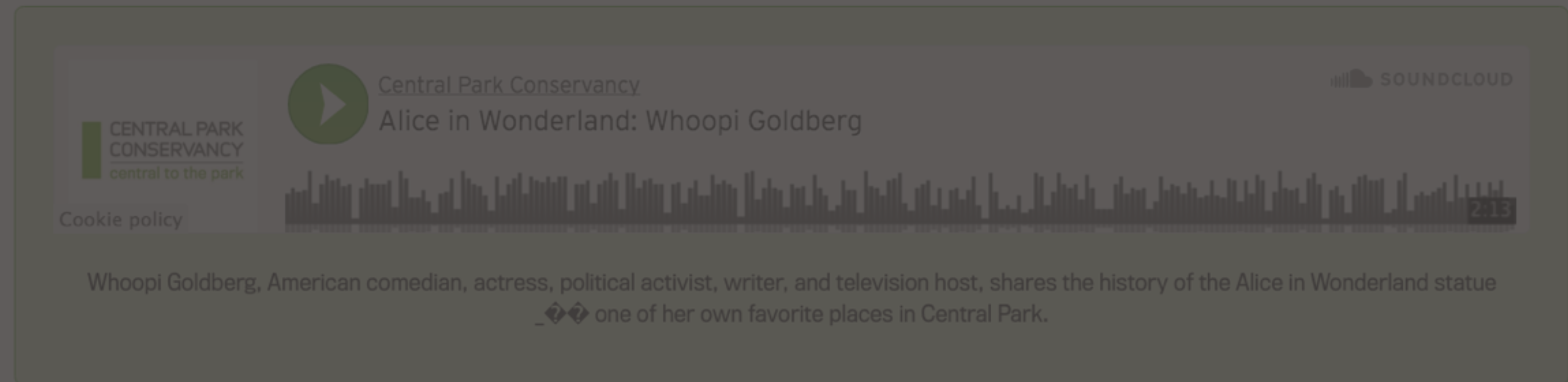
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Revisit flow to attraction detail and movement between attractions.



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The sculpture's a wrought-iron masterpiece, which depicts a young girl, Alice, holding a pocket watch. Through the years, thousands of tiny hands have literally polished parts of its patina surface smooth.

Created by the Spanish-born American sculptor José de Creeft, the piece depicts Alice holding court from her perch on the mushroom. She is surrounded by her storybook friends: a white rabbit, a king, a queen, a soldier, a bird, a cat, a dog, a mouse, a hedgehog, a turtle, a pig, a frog, a toad, a snake, a worm, a butterfly, a bee, a fly, a spider, a dragon, a unicorn, a phoenix, a mermaid, a vampire, a werewolf, a ghost, a witch, a wizard, a wizard's assistant, a wizard's cat, a wizard's dog, a wizard's horse, a wizard's carriage, a wizard's castle, a wizard's kingdom, a wizard's world.

Location

East Side at 75th Street

» Map It



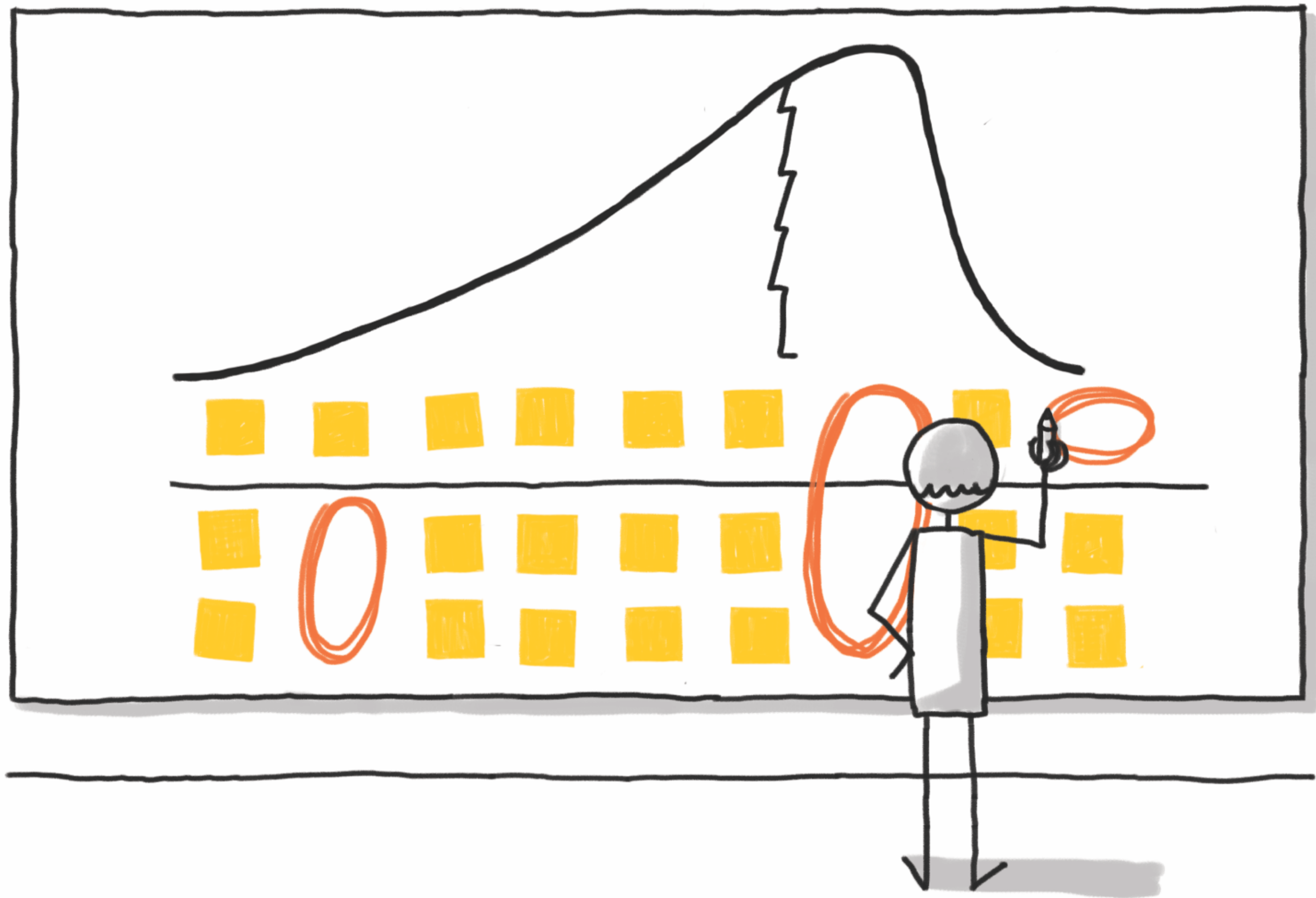
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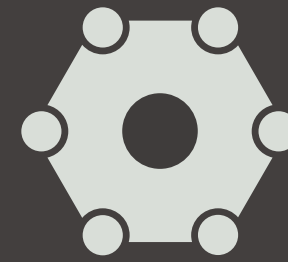
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Questions