

DECEMBER 13, 2019

Website Redevelopment

WORLD WIDE WEB CONSORTIUM

Contents

03 / **COVER LETTER + EXECUTIVE SUMMARY**

05 / **A VISION FOR W3C**

07 / **WORKING FOR RADISH**

10 / **PROJECT PLAN**

17 / **TIMELINE + BUDGET**

21 / **EXPERIENCE**

Dear W3C,

We are thrilled to have the opportunity to help rethink and redesign the World Wide Web Consortium's website.

We're not your average creative agency — Radish focuses on working with people and projects that are making a positive impact in the world. We're interested in social and cultural change and passionate about working on creative challenges we genuinely care about. That's where you come in.

Radish Labs has been built on helping organizations who make the world a better place use the World Wide Web to amplify their impact. To do that for the organization responsible in large part for the World Wide Web itself is an exciting challenge.

We want to design a website that is accessible, modern, and world-class, and that captures the mission, scope, and global spirit of WC3. Our team provides a comprehensive suite of services driven by fresh ideas and an innovative design approach and are eager to work with you on a new website that helps you engage and educate your audience.

All the best,



Joshua Burcham / *Strategic Director*

Executive Summary

It's important to Radish that when we partner with a new client, we're confident that we can help craft impactful, beautiful solutions and that we can deliver them on time and on budget.

Before we pitch for a project, we strive to understand exactly why we think we're the right fit, because being the right fit is as important to us as it is to you. Here are specific aspects of the way we work that we believe would make Radish an amazing partner for this project.

- + **We care.** We care about you and your mission to ensure the long-term growth of the web, which means we care about the success of this project. We believe that when you're passionate about your work, it leads to a more motivated team and a stronger product.
- + **We're holistic thinkers.** When we strategize our approach, we think about the whole picture. How do all the pieces connect? Who is the audience comprised of and what are their needs and interests? Are there places we can save time (and money) by thinking smarter? Are your principles, vision, and values being represented not only through content, but also through design and user experience? How can we build a product that will last you for years to come?
- + **We want the user experience to delight.** Great websites, regardless of the audience or content, should be memorable. We're great at crafting new and engaging user experiences. It's what we love and we believe we can truly make you stand out.
- + **We design.** Test. Iterate. Rinse. Repeat. There's no single right way to build a website, just best practices and informed decisions. Thankfully, the beauty of digital (as you know) is that it's easy to change. Throughout the process, and more importantly after we launch, we're going to be serious about making sure the decisions we made with you during the project are having the results we intended. Is the site showing up in relevant search results? Are people leaving the site with a firm sense of who and what W3C is? Sometimes it takes some adjustments to get things really working in the way we want them to, but this is what leads to a truly successful project.
- + **We have fun.** This is a big project, with some significant decisions to be made ahead. We guarantee there will be some rough spots — we've been at this long enough to know every project has its hiccups — but let's make it enjoyable. We take our work seriously and genuinely love what we do, but we don't let our egos get in the way.

We'll give you our brightest (most experienced) brains. Our plan for this project includes staffing all of our senior leads — from design and development to strategy and management. Because we're a smaller firm, on accounts like yours, our senior leads play a critical role and really get to know you. All of the people we hire at Radish are terrific, and everyone will be offering ideas and insight.

A Vision for W3C

W3C is undertaking this redesign at a time where users want stories, they want to know what they can do, how you can help them and how they can help you, and they want it in a few clicks as possible. They know you know who they are, where they click, where you lose them – data is everywhere. Users are expecting you to get it right if you want them to stay, and spot-on if you want them to donate, volunteer, or become a member.

Our vision for this project is a great one. There's no reason why W3C shouldn't have a best-in-class site, built to endure. After all your, Director Tim Berners - Lee, invented the World Wide Web! Strategically, this project will leverage data to understand how to achieve your goals, and we'll have a clear picture of what success will look like long before we start designing.

Imagine a site that feels modern and exciting. Let's use the screen's real estate more strategically. Let's reorganize and design a navigation that's consistent and intuitive for all your audiences and sparks curiosity all at the same time. Let's give users an experience. Something to discover, explore, and play with. Let's ditch vague nomenclature and uninteresting page layouts, and replace them with concise, clear copy that draws in the reader and leaves them feeling informed and invigorated.

We want to push the boundaries of storytelling, interactive design, and responsive development to give you a world-class site that performs.

Key Project Goals

Before we write a proposal, we lay out what we see as key project goals based on what we know. In this case, these goals were explicitly outlined in your RFP, and they provide us with a strong basis on which to think about solutions and make recommendations. You've given us a clear RFP and thorough QA (thank you!), and while there are clearly other project goals and priorities that we haven't outlined below, this is our starting place. By the end of the Discovery phase (or what we like to call, "Discovery Lab"), we will have revised, added-to, and fine-tuned our goals until we are all aligned on what the cornerstones of success should be for this project.

- + Our website is supposed to show the world who we are and what we offer (note: our website generates awareness, is informational for potential new Members or participants, is a tool for active participants, but is NOT a primary driver of sales)
- + The website is well-designed but
 - + Is hard to navigate
 - + Is out-dated in look and not consistently responsive
 - + Has too much content that is unsorted
 - + Lacks a cohesive look
- + 75% of people judge a business by its website (source)
- + W3C plans to launch as its own Legal Entity in 2021

- 1) **Show the world who you are and what you offer.** To put it simply, W3C is doing a lot for the global community. Unfortunately, it's not that easy to get a firm grasp of what all that is from a brief perusal of the site. We want to make it clearer to prospective members why they should join, better highlight the contributions that current members and groups have made, make resources easier to search and .
- 2) **Improve navigation and overall user experience.** As it is currently, navigating the site is pretty confusing. We want to create clear user journeys and ways for users to explore the site without having to return to the homepage to reorient themselves.
- 3) **Modernize and streamline.** Your current site, though comprehensive, feels outdated and cluttered. We want to bring more color and interactivity to the site as well as apply a cohesive visual language to the site, resulting in a more dynamic and appealing experience.

Timeline: We've mapped this project (from kickoff to go-live dates) to take about 11 months to complete, with a target launch of December 2020, as indicated in the RFP. Please see a detailed breakdown of the [timeline here](#).

Radish Lab: Good Design for Nice People

WHO WE ARE + WHAT WE DO

Radish Lab grew out of a simple premise: what if we could work on creative projects that we sincerely believe in and could contribute to in meaningful ways?

Founded in 2012, Radish Lab is a woman-owned business focused exclusively on impactful projects, which means we work with clients who are trying to improve lives and communities through their work. From local powerhouses like the Brooklyn Navy Yard, Sesame Workshop, the Vital Strategies, and Columbia University, to global movers and shakers like the The American Cancer Society, United Nations, the International Rescue Committee, UNICEF, and Women's Refugee Commission, we've worked together to solve some big problems and increase their impact.

We have experience with non-profits and foundations of all sizes, making us well-versed in the way social impact projects and organizations function and thrive. In addition to developing websites we produce infographics, interactive tools, data visualizations, mobile app designs, video and photography projects, print collateral, and editorial content. We advise clients on best practices for RFPs, technologies, marketing, and SEO, and are active in the social impact community, offering support and workshops to non-profits and social businesses and speaking frequently on topics surrounding social change and design around the world.

Certified



Corporation

We founded our business in Brooklyn, NY with an eye on being part of change both within our city and the world at large. We're also a Certified B Corporation which means we're held accountable for meeting the highest standards of overall social and environmental performance, transparency and accountability.

OUR PHILOSOPHY

We believe that good design is simple and accessible. It moves you and the communities you want to inspire. Radish is interested in helping clients tell better stories, through smart design, rich content, interactive experiences, and elegant code.

Our process hinges on measurable impact. We begin projects by making sure we understand your goals and how we can accomplish them using analytics (more on this later). Our collaborative creative process embraces efficiency and transparency.

We also have a lot of fun together, something we consider to be really important. The creative process isn't easy, but enjoying the journey is something we do well. We love what we do, and we think you'll love working with us.

PROJECT MANAGEMENT APPROACH

We see our clients as part of our team; so we strive to align with you in the same way that we align internally: solving problems in real-time to ensure we deliver excellent work on time and on budget. Building long-lasting relationships with our clients results in stronger creative outcomes and exceptional products.

To help everyone stay connected, we use Basecamp project management software. We use GitHub to share code updates and to track development tasks with our development team. When it's appropriate, we also apply an agile, sprint-based prototyping workflow to keep projects producing and adapting.

Our senior project manager will be your point of contact. You can ask him as many questions as you want, and you can count on him to be quick to respond. We appreciate that you already appointed your key points of contact as this ensures we stay on track and streamline the communication process between teams.

If you choose Radish for this project, we'll send over a statement of work contract which outlines everything from timeline and deliverables to budget and payment structure. We are always open to make changes based on your specific requirements.

We know that embarking on new projects can be stressful and taxing on your internal resources. Radish prides itself on making sure you have plenty of support from our team during the entire process. We value communication and transparency and make a point of providing weekly status updates, including any adjustments to timelines.

Our Process

Here are the phases that generally govern our website design process:

PRE-PROJECT

- + Contract signing and initial project setup.

DISCOVERY

- + Kick-off meeting.
- + A deep dive into the project scope, including stakeholder interviews, research, project planning, milestone-setting, and site mapping.

IA + CONTENT STRATEGY

- + A comprehensive assessment of user experience, user flows, and core messaging.
- + Restructuring, reorganizing, and rewriting content on the site to meet organization goals and focus.

WIREFRAMING + PROTOTYPING

- + Interactive, browser-based wireframing for all page templates and user flows.
- + Definition of key functionalities and interactions.

CREATIVE CONCEPTS

- + Bringing the wireframes to life.
- + Workshop multiple design concepts into a final creative direction.

DESIGN EXTENSION

- + In-browser design across all page types based on final creative direction.
- + Design feedback addressed in front-end development phase.

DEVELOPMENT

- + Front and back-end development in the recommended CMS platform.
- + Browser testing, quality assurance (QA).

LAUNCH

SUPPORT + MAINTENANCE

- + Post-launch maintenance, bug-fixing, and content support.

Project Plan for W3C

Discovery

At Radish, we believe that discovery is the most important phase of every project we do. A robust discovery process lays the foundation for the project as a whole, giving us context to build a digital platform that meets your goals.

We want to really get to know the World Wide Web Consortium and w3.org. We want to hear you tell your story in your own words, which will help us better understand what inspires and drives you as an organization. We want to better understand your history and your vision for the internet's future. We want to know what your strengths are and where you struggle, so we can focus our energy where it's most needed.

We'll ask your team to complete a series of discovery exercises, which are creative brainstorming tools that give us an idea of your visual sensibility, project priorities, approach to communications and team alignment. This provides us a lot of important context right off the bat and is usually a fun, challenging, and revealing way to start off a project.

KICKOFF MEETING

We'll schedule a remote kickoff meeting with both of our teams (with offices on two continents we've become pretty great at conference calls). We'll use this time to align on project goals, brainstorm core components of the project, nail down our detailed timeline, and even start to rework some information architecture. We can accomplish a lot in this time together, and it's a great way to begin to establish the workflow and rhythm of the project.

ANALYTICS

Analytics tell us a lot about what content might need reworking, who is going where, and how we can iron out bumpy user flows on your site (thanks for sharing some of that data with us already). During discovery, we'll use your Matomo analytics to inform our brainstorming around strategies for making the site more navigable and searchable, which will encourage users to explore beyond the homepage and utilize the organization's extensive resources. We'll also use them to improve user experience – for instance, we have a hunch that we could find ways to showcase important info on the homepage without having so much content that it's overwhelming and confusing for the user, and we can use analytics to confirm this suspicion.

Well-utilized analytics and search engine optimization will be key pieces to the success of this project. Fortunately, we have an SEO and Analytics specialist on staff who'll run an audit of how your current site's performing and also help us map out any potential holes or opportunities we can take advantage of immediately. To ensure your site is search engine optimized and that the decisions we're making align with any analytics goals you may have, we'll also pull our SEO specialist into the project periodically as we design and develop.

AUDIENCE

Understanding who your users are will help us architect, design, and develop the site. Through analytics, and through discussions with your team, we'll work to create a series of personas that help our strategists and designers truly understand the people who'll be using this site. Having those web developers and designers, C-level decision makers, W3C members (and prospective members), and W3C Groups in mind as we go through the process will create a much stronger product in the end. A freelance designer who is looking for more info on accessibility guidelines and a C-level decision maker trying to decide whether a membership is valuable for their team are going to be interested in very different things, and we want to keep this in mind.

STAKEHOLDER ALIGNMENT

We'll want to get to know your immediate project team, as well as have a good sense of all of the stakeholders involved. We understand we'll be working in the open and that you have a large, diverse group of stakeholders and we have a lot of experience working with organizations like W3C to align large teams and to understand the nuance of who should give input at what phase, and how that input should be provided. We help you manage these processes every step of the way, and always follow our golden rule: get critical input as early as possible in the process and give plenty of opportunities for individuals to be heard.

TIMELINE + MILESTONE PLANNING

We take all of the information, brainstorming, context, story, and scope that we've covered and put it into a comprehensive project plan. This plan will be tailored to your budget and timeline and reflect our commitment to partner with you to make informed technical and creative decisions to maximize your website's impact.

The project outline will include a detailed timeline tied to project milestones, a roll-out strategy, and a full project functionality scope, which outlines how we are going to solve your technical challenges, and why those choices make sense.

Information Architecture

Information architecture serves as a website's blueprint, and when done well, ensures user-friendly and informed digital products. Rethinking a site's content and organization is critical to understanding what's really changing in a redesign, and we especially believe this to be the case for the W3C.

Dense sites like yours are full of opportunity to personalize the presentation of material and streamline the user to where they want to go - the trick is how we do it. By looking at your analytics, we'll be able to see some of the key user flows on your site and how users are clicking through to get to their final destination. We can also use analytics to pull popular resources or sections of the site to the top of the information hierarchy. We'll use this, in addition to other examples of large information architecture challenges like [The New School](#) to guide this process.

We like to step back when we work on architecture and think about it a little like cleaning out a closet. It's hard to do by yourself, but much easier with an objective, sometimes ruthless friend who doesn't have any emotional attachment to your old sweaters (that's us!). During site mapping we take all of the content out of your digital closet, and then decide what goes back in, what gets rewritten, and what's just not serving you anymore. What we're left with is a website wardrobe of content that perfectly fits your goals, and that's architected in a way that's tailored to your unique users.

IA STRATEGY

It's great that your current site is accessible and that many of the pages (though not all) integrate related content (other resources, events etc they might be interested in), so when the user enters those pages, there is somewhere for them to go. Taking those things you are doing well over to the new site will be key, but we also feel there are plenty of opportunities to improve navigation structure and design, trim down in architecture, and better align your user experience to reflect their needs and your vision as an organization.

Right now the site's navigation structure is confusing, with multiple navigation bars (one streamlined version at the top, and then one on the left and right sidebar. The site is loaded up with content, from blog posts in the right sidebar as well as in the body of the homepage, to job postings and testimonials. With this vast amount of content, it's hard for the user to digest the information or to narrow in on what they're actually looking for. We want to clean up that homepage and streamline the navigation so we can better help users find what they're looking for.

When we think about a website's information architecture, we always do our best to put ourselves into the shoes of the target audiences. We'll think about how we can structure the site to make all the key information as easy to find as possible for your various audiences. Even simple nomenclature changes and reorganizing the existing architecture can go a long way.

CONTENT STRATEGY

When it comes to producing engaging content, we believe simplicity and clarity are key. Overhauling your sitemap necessitates taking a deep look at content strategy and messaging, especially in highly-trafficked sections of your site. We believe that putting old content on a new site doesn't actually solve many problems, which is why we're so pleased to see that one of your goals is to clean up and organize your content.

The content phase of this project, which would involve triaging and reorganizing your existing content, weeding out copy that no longer serves you, and potentially even tapping our content strategists to collaborate on some key pieces of content. We can work with you to write new content for a few mission-critical sections of the site, and can also share best practices for online copywriting that will help with audience engagement as well as SEO, without compromising any invaluable and necessary information.

We imagine a mix of automatic and manual migration of content from your old site to the new one.

We promise you'll see the positive effects of rethinking your content quickly. It's a valuable investment.

Wireframe + Prototyping

We'll use the sitemap, content work, and project plan to work on the first visual shape of your website - a set of interactive wireframes in Sketch and Invision, two programs that are great for iterative workflows. Think of these wires like sketches: they will outline key functionalities, user pathways, and interactions for mobile and desktop. You'll be able to take a first look at the way your new site will operate and start to really visualize the flow of information across the new platform. It's important to create a set of strong wireframe prototypes as they will inform the development and design of the site from that point forward, which is why we recommend that the first round of user testing kick off at this point in the project.

Once your team signs off on the wireframe prototyping, we'll move into design. Finalizing the wires allows us to lock down technical and design scope and keep the project on budget. It also gives us a framework to design around in the next phase.

Design

Finally - the super exciting part! Our chance to visually reinvent and transform the W3C website into an immersive digital experience where users will want to stay and engage.

DESIGN STRATEGY

This is where all the important architecture and strategy work we did earlier comes into play. The visual hierarchies we design will build on the sitemap and calls to action. We'll make informed choices about what the user sees first, and how accessible interactivity can help them reveal or discover information.

We also want to streamline your site to create more intuitive pathways based on the personas we've developed, equal parts of you leading your users where you want them to go, and making what they want to find most accessible

DESIGN PROCESS

We'll give you two creative directions based on your existing branding and style guides for the homepage and secondary-level pages based on our wireframe work, and narrow to a final approach from there. This is often the point where we bring in key stakeholders or leadership to involve them in the feedback process. Once we have their input, we can work towards a singular direction.

From here, we'll extend this direction through all key page types for desktop and mobile. When we enter the extended design phase, we'll let you QA and respond to our creative direction from a browser-based experience so you're getting a sense of what your site will actually look and feel like when it launches. We also show you our designs with your actual content, so there aren't any surprises there either.

Development

We're excited to give your team a modern and secure technical platform to manage your site. We think this will transform your ability to easily update content, improve SEO out of the gate, and set your site up to evolve and grow with your organization over the next few years.

CMS

Radish Lab specializes in WordPress development and we think this can be an elegant solution for the new site given your content. WordPress has an intuitive interface, offers a great selection of open-source modules for total customization, is compliant with W3C guidelines, and can be kept highly secure with routine updates.

We also have a lot of experience leveraging WordPress to use complex taxonomies to power front-end experience. Through the built in category and tagging system, we can create sophisticated and dynamic interactions so that the user is fed related content at various intersections of their experience.

Custom post types are one of the powerhouses of WordPress' framework. We'll use these to give you seamless ways to add things like new staff members, employment opportunities, homepage featured content and other recurring content on the site. We have extensive experience wrangling WordPress into some pretty amazing forms and we'd be happy to demo some of our backend CMS work for you.

We'll want to go a lot deeper into your technical needs at the beginning of the process to make sure we're integrating well with your existing platforms and software.

HOSTING + DEVELOPMENT ENVIRONMENT

We know you're interested in moving hosting onto the cloud, so we'd recommend a service like [Pagely](#), which integrates cloud based hosting by [AWS](#).

For our staging environment (a non-public version of your site we can use to test changes and updates before pushing them to your live site) Radish Lab maintains servers that mirror similar technologies found in our clients production server.

We mimic these same servers on our local machines during development using Docker containers and docker-compose configurations. The advantage to the modern, containerized approach is that your web application will be easily portable to new cloud hosting environments, while also allowing web developers to quickly onboard to the project.

We only choose hosting partners that have a high level of uptime. If we move into a post-launch phase, we also setup a monitor service on each of our client sites as a double layer of protection. We recommend a service like [Pingdom](#) which will monitor uptime and performance of the sites.

Our development and project management process is such that collaborating with the Foundation's internal web developer (or anyone else) would be easy.

DATA MIGRATION

We have extensive experience developing websites for organizations that were previously using other content management systems. For our work with the [Brooklyn Navy Yard](#) we created unique, automated script to transition taxonomies and content from their existing Django CMS to Ruby on Rails. We understand your CMS is built on a combination of WordPress, Symphony, manually maintained files, in-house tools, etc and would need to get a better understanding of what's going on to give a strong migration recommendation. That being said, we envision employing a combination of scripted/automated migration from your current database to WordPress, with some improvements and reorganization along the way.

PAGE TEMPLATING

The design process directly informs the development of the site, so we'd like to start our development process by creating a component library of reusable features and templates. Once a set of features is in place, we'll do 1-2 sprints on major sections of the project reusing the components we created. By developing a reusable templating system that exists across the entire site and works seamlessly with our designs, we'll be reducing the amount of site development needed and overall maintenance in the future.

SECURITY

Security is an incredibly important aspect to keep in mind during development, so as an additional layer of security we recommend setting up a [Cloudflare](#) layer. Cloudflare is a comprehensive security service that comes equipped with automatic detection, which addresses security threats as they arise and extends its blocking technology across its community, so you'll always have the most up-to-date protection for your site.

ACCESSIBILITY

We have internal systems in place that ensure we are meeting the requirements outlined by Web Content Accessibility Guidelines (WCAG) 2.0 level AA (and level AAA whenever possible). All design and development decisions will be run through our accessibility checklist and software that helps us ensure that our fonts are large enough, contrast is sharp enough, and all our behind-the-scenes metadata is in place for screen readers so that your site can effectively reach and engage as many users as possible. We can share our checklist of both manual and automatic checks and talk you through more of what we do to ensure accessibility if you're interested.

QA + TESTING

Our quality assurance process is incredibly hands-on. We do testing throughout development, making sure that every change we make translates seamlessly into the final product. We also use specific tools to test for things like accessibility, responsiveness, SEO, and speed performance throughout the build process. Precision is key in this phase and we know the importance of exhausting possibilities for error.

Using a hybrid-agile project management style, we will plan for features to be developed, tested and released within two week sprints. The first half of the sprint is development intensive and includes internal testing and peer review. The second half of the sprint is an integration test that we do in collaboration with our clients to provide end-to-end (full testing) coverage. Our Project Managers will work with you to schedule the work to be done in a way that respects software quality, while aligning with project milestones.

DOCUMENTATION + TRAINING

To empower your team to make updates to the site going forward, we will hold a training session for any and all team members who will have access to the backend of the site. We'll go over the procedures for adding and authenticating new users, database management, responding to security issues, as well as more general things such as content creation. We will also provide all the development documentation needed to handoff to either an in-house team or future development agency that may work on the site. This will include in-line documentation (basically reading the thoughts of the developers that wrote the code), comprehensive readmes that go into depth regarding technical specifications, and relevant instructions for passing credentials to team members.

A user guide would help to ensure that no institutional knowledge is lost between staff transitions, but it's also totally optional, so if it's something you'd rather produce in house, let us know!

Maintenance + Ongoing Support

We like to think of websites as digital ecosystems that should be responding and adapting to changes (whether in audience, technology, organizational needs, etc.) on a continual basis, so we're glad to hear that you're thinking about this project as a potential long-term partnership. Following launch, we accommodate a thirty-day grace period in order to fix bugs or other minor things we didn't catch in our work. Of course the goal is to exhaust the possibility for error during QA and testing, but if somehow we missed something, we are prepared to fix our mistakes. Beyond this grace period to catch any minor fixes, Radish Lab offers two paid post-launch support packages to maximize the impact of our work together.

RADISHCARE

RadishCare is a technical systems check designed to monitor and maintain basic website health and security.

Monthly RadishCare maintenance includes site backups, CMS platform and plugin updates, security protection and updates, device testing, and a report of updates made and any activity during the month.

MAINTENANCE RETAINER

A post-launch retainer will extend the lifetime of your website with a custom package of hours so we can keep working on your design, content updates, and functionality improvements. This might be additional work that we identify throughout the project that is not part of the initial scope, or just flexible hours available to use for ongoing website consultation or smaller design projects depending on your needs down the road.

We offer maintenance retainers at a discounted hourly rate, for a custom amount of hours depending on your needs, and typically with a three-month minimum commitment.

Experience

Over the years, Radish has been lucky enough to work with an impressive client list and to have designed and developed projects on a wide range of topics. From climate change to education, bioinformatics to social entrepreneurship, we love to sink our teeth into projects and collaborate with organizations of all sizes committed to social change.

As requested, here are examples of our work: :

22 / **THE WILLIAM AND FLORA HEWLETT FOUNDATION**

25 / **AMERICAN CANCER SOCIETY**

28 / **COMMUNITY RESOURCE EXCHANGE**

31 / **INSIDESCHOOLS**



The William + Flora Hewlett Foundation

As one of [the largest grantmaking organizations in the country](#), the William & Flora Hewlett Foundation needed a digital venue where they could more effectively communicate the history of success from their numerous grants programs. As part of a larger communications strategy overhaul, we partnered with the Foundation to harness hewlett.org as a platform to promote the positive impact of its grants and broaden awareness of their work.

SERVICES

- + Strategy & Ideation
- + UX & UI
- + Design
- + Website

INDUSTRY

- Nonprofit
- Philanthropy
- International Development

CHALLENGE

With a huge collection of causes and programs that it supports, the Hewlett Foundation needed a way to create pages with a consistent look and feel. Their new site also had to be able to accommodate a large amount of content through a more dynamic and user-focused information architecture.

SOLUTION

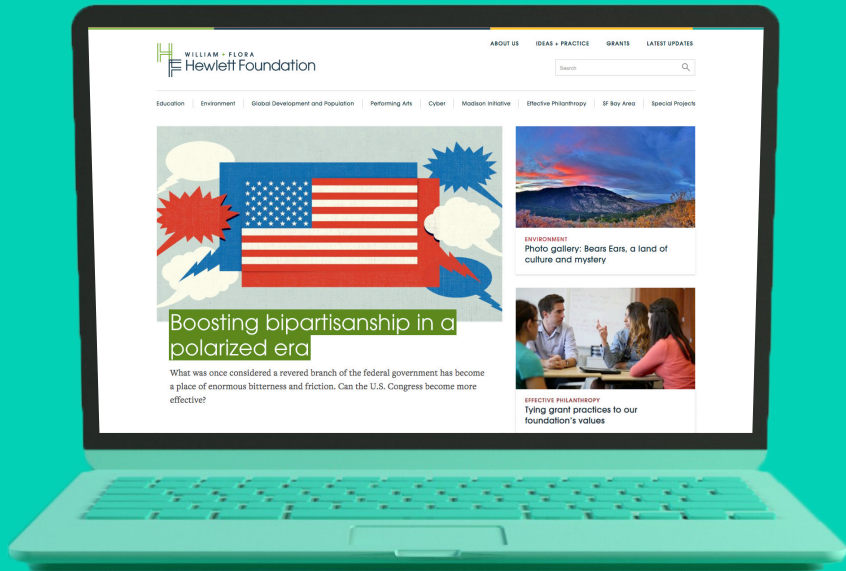
We were tasked with developing a way in which the client could create posts with flexibility, each one having a different layout and components, but with a unified visual identity. Our solution was to create a customized Page Builder tool in the WordPress backend which allows the Foundation's staff to add various, fully-rendered page components (such as pull quotes, related grant modules, related stories modules, team modules, a WYSIWYG editor, data callouts, and more) in any order and configuration throughout a page. The biggest challenge in building this system was contending with the multiple interdependencies among styles and features across pages and across components. In short, creating variations in one page type often had repercussions in another page type that had to be accounted for.

We also designed a series of listing pages to pull in a variety of content types (such as blog posts, grants pages, and staff profiles) according to multiple contingencies. These can be filtered in different ways depending on the specific listing page. For example, if users click on 'See All Grants' from the [Education](#) program page, they reach a filtered list of grants, with further options to filter by year, by program, or in reverse chronological order.

The new website leads with Hewlett's programs, which form a core part of the new site's navigation. On the home page, users can immediately see the Foundation's broad range of programs and the different grants they fund within those programs. The new hewlett.org also highlights the Foundation's compelling editorial content, helping users to better understand the people and ideas behind the organization's most important initiatives. By exploring the site, users are exposed to data about Hewlett's grantmaking within each program, specialized strategic efforts, and the teams leading these efforts. All of this information is presented in an intuitive way, with rich photography bringing color and life to the user's journey.

HIGHLIGHTS + IMPACT

- + Customized Page Builder tool, allowing for flexible page types and both curated and automated cross-linking
- + Seamless responsive design and engaging UI



173 Active Grantees
\$174M Awarded To Grantees
SEE ALL GRANTS →
ABOUT ENVIRONMENT GRANTMAKING →

Program makes grants to protect people and places threatened by addressing climate change globally, expanding clean energy in the North American West.

STRATEGIES

Climate and Energy
Reduce greenhouse gas emissions and ensure clean and efficient supplies of energy to safeguard people from climate change.

Western Conservation
Preserve landscapes and waterways in Western United States and Canada for the health and well-being of people and wildlife.

IDEAS + PRACTICE

Part five: Embedding equity
By Erin Rogers | June 7, 2018

Part four: The heart-mind connection
By Erin Rogers | June 6, 2018

Part three: Connection, cooperation, collaboration
By Erin Rogers | June 4, 2018

Part two: Depolarizing climate action through supporting diverse ecosystems of organizations
By Erin Rogers | May 31, 2018

VIEW ALL →

OUR TEAM

Mary Flannelly > Program Associate
Cristina Kinney > Associate

Grants

We provide information about our grants directly to the public through our online database and other sources. The Foundation Center and the International Aid Transparency Initiative. The database below lists grants once they have been reported to and approved by our board of directors. The foundation also shares details about its direct charitable activities (DCAs).

Showing 1 - 10 of 1293 results

SEARCH BY KEYWORD

Open Government Partnership Secretariat >
for general operating support
GLOBAL DEVELOPMENT AND POPULATION
\$2,767,000
Awarded March 19, 2018

African Institute for Development Policy Research and Dialogue >
for general operating support
GLOBAL DEVELOPMENT AND POPULATION
\$1,480,000
Awarded March 19, 2018

Pew Charitable Trusts >
for Western Public Lands protection
ENVIRONMENT
\$1,265,000
Awarded March 19, 2018

Behind our grantmaking
Learn more about grantee stories, evaluations and strategies
IDEAS + PRACTICE

1 2 3 ... 100 Next >

EDUCATION
How can technology advance open educational resources?
SEE ALL EVALUATION AND RESEARCH →

Showing 1 - 10 of 1293 results

SEARCH BY KEYWORD

SORT BY
Date Sort

FILTER BY
PROGRAMS/INITIATIVES
STRATEGIES/TOPICS
CONTENT TYPE

SEARCH

Looking for a grant?
Search grants by program and year in our grants database
SEARCH GRANTS

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Tobacco Atlas

The [Tobacco Atlas](#) has grown to become one of the leading resources on tobacco use and its impact on world health and is now in its sixth edition. The initiative is lead by the the American Cancer Society, whose mission is to free the world from cancer through research, education, and medicine, along with Vital Strategies, an organization that partners with governments to rapidly design and implement public health initiatives.

SERVICES

- + Content Strategy
- + Data Visualization
- + Print Report Design
- + Website

INDUSTRY

- Nonprofit
- Public Health
- Tobacco Research
- Education

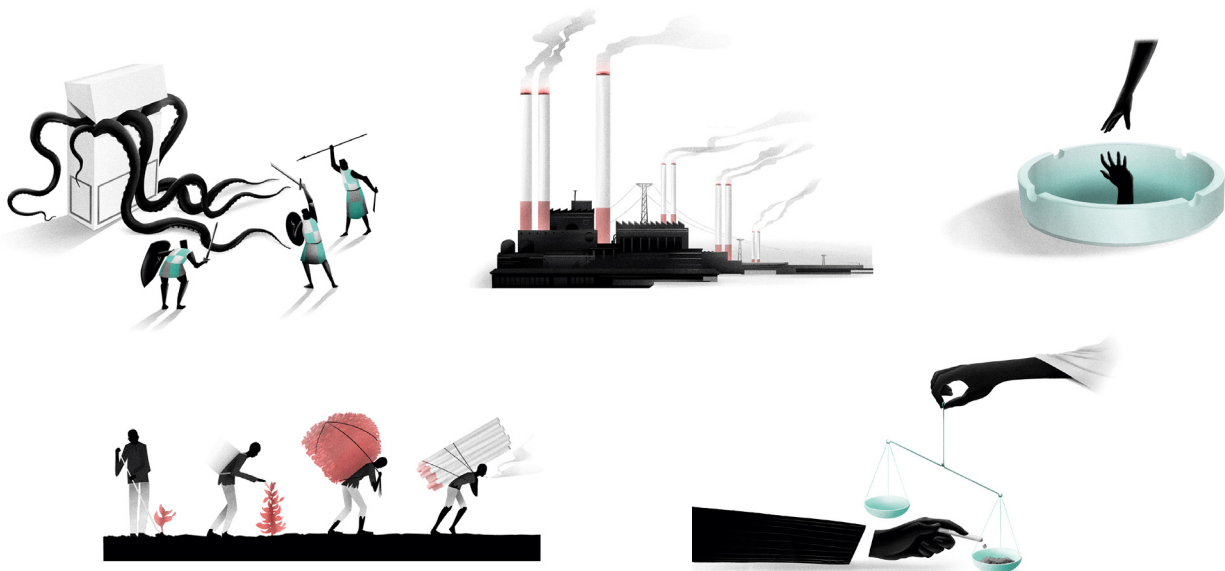
CHALLENGE

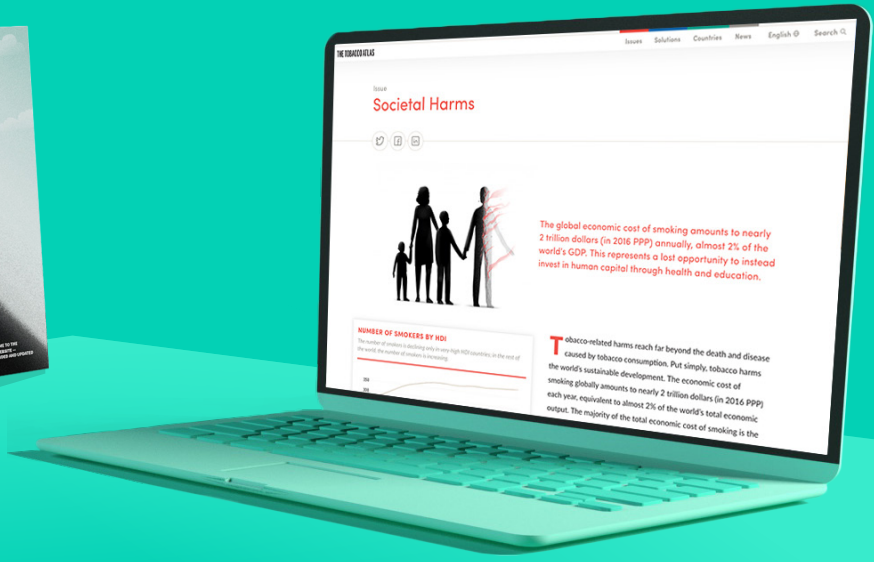
After five editions of consistently high-quality publications, the American Cancer Society and Vital Strategies sought to create a more readable and engaging experience for users perusing the Atlas. With loads of data and no clear hierarchy of where to look or go next, they wanted the Sixth Edition of the Tobacco Atlas to capitalize on interactive opportunities, have a stronger narrative, a unified visual language, and an easy-to-use digital system both for users and administrators.

SOLUTION

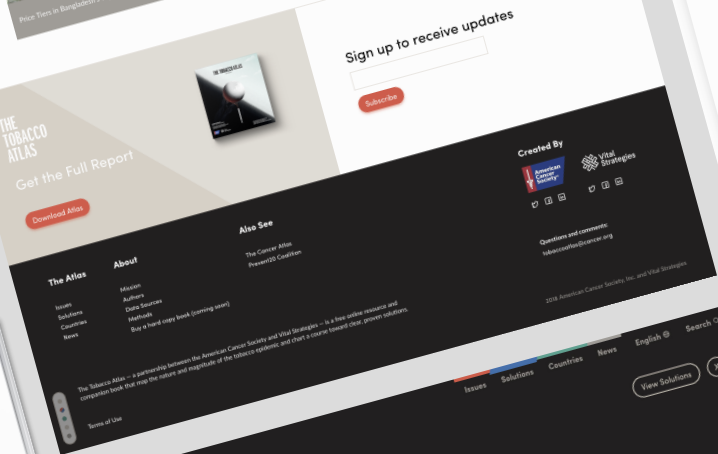
One of the main challenges with the previous print report was that it overwhelmed the readers with data and the content flow was cluttered. To fix this, we prioritized the creation of a narrative, using an illustrator to draw custom visuals for every chapter to connect the reader to the content. We also trimmed down the amount of data by prioritizing what needed to be in print and what could live online-only, and then designed clear invitations for the reader to find more on the website.

For the interactive version of the Tobacco Atlas, we took these same strong visual and narrative storytelling principles guiding the print design, and leveraged interactive elements and web best practices to create a digital resource. What were static maps in the print report are now dynamic data visualizations, and the illustrative components create a unique experience for the user. Through powerful calls to action (CTAs) and intentional UX design, we worked hard to better anticipate ways to keep the user on the site and engaged. The website is also translated into multiple languages, making it accessible to a broader audience.

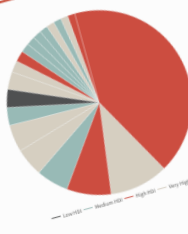




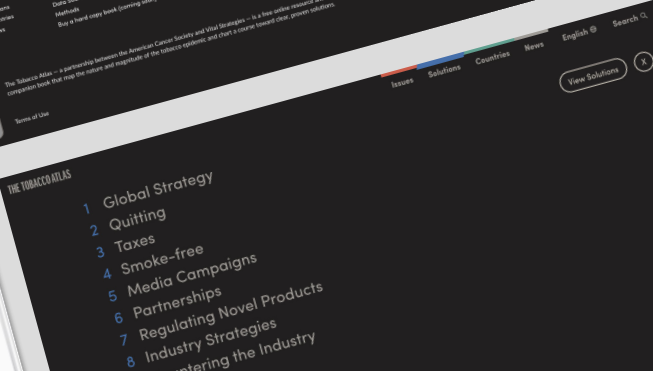
The number of cigarettes smoked worldwide is finally decreasing. Many of the tobacco industry's largest markets are highly populous countries across Asia, and the fastest growth is largely in Africa and the Eastern Mediterranean.



TOP 15 CONSUMERS
Distribution of cigarette consumption, 2016



More cigarettes are now smoked in other non-very-high-HDI countries



About 5.7 trillion (5,700,000,000) were smoked worldwide. Although overall consumption has declined slightly, the future path of the industry is still uncertain. The industry's commitment to the future is still uncertain.



Community Resource Exchange

[Community Resource Exchange](#) (CRE) is a New York City not-for-profit consultancy that strengthens nonprofits, government agencies, and foundations. Originally founded in 1979 as a means for local organizations to share their knowledge and experience with other nonprofits that lacked those means, CRE quickly evolved into a “management support organization” that now offers a suite of services including consulting, leadership and management development, executive searches, and coaching.

SERVICES

- + Strategy & Ideation
- + Communications & Content
- + Information Architecture
- + UX & UI
- + Website

INDUSTRY

- Nonprofit
- Consulting
- Development
- Human Rights & Social Change

CHALLENGE

CRE's mission and reach have grown considerably since its founding, but the organization's website and visual identity were in need of a refresh. CRE had been working to effectively communicate its mission, but many users who were visiting the site for the first time found it difficult to discern exactly what CRE does and find the information they were looking for.

SOLUTION

Radish Lab guided CRE through a content strategy overhaul, taking a thorough inventory of CRE's existing content and helping the CRE team to rewrite and edit it. Our creative team also revamped the website's UX design to make it more interactive, welcoming, and engaging overall. Building the new CRE site on WordPress, we developed a color system that takes each user through a clear pathway. We also updated CRE's logo and designed custom icons to create a professional and packaged look and feel for each of the organization's key service areas.

The new CRE site is bright, eye-catching, and captivatingly fun to explore. Its use of clear, efficient language and bold photo direction helps to tell the organization's story in a way that resonates with each of its audiences. This is a site that CRE will be able to build on in the future, as it has the flexibility to grow along with the organization for years to come.

HIGHLIGHTS + IMPACT

- + Updated and more immediately recognizable visual identity and photographic direction
- + The new CRE site features lots of fun interactions throughout which give off a vibrant yet professional feel, which has broad appeal amongst CRE's audiences
- + Radish Lab worked with CRE to produce an [animated introduction video](#), helping visitors more readily connect with the organization's mission



InsideSchools

InsideSchools is a New York City-based nonprofit whose mission is to improve schools for every child in the city, while providing parents, guardians, and students with school data that is as up-to-date, comprehensive, and unbiased as possible. Since it was founded in 2002 as a project of the New School's Center for New York City Affairs, InsideSchools has been hailed as "the single most reliable source of independent information on New York City public schools."

SERVICES

- + Strategy & Ideation
- + Information Architecture
- + UX & UI
- + Data
- + Website

INDUSTRY

- Nonprofit
- Education
- Research
- Advocacy

CHALLENGE

InsideSchools' Guided Search tool aggregates data from more than 1,800 NYC Public Schools and makes it searchable so that New Yorkers can find out everything they need to know about the schools in their district. Despite the utility of the search tool, by 2015 the site's design was starting to feel dated, the site was not responsive and, as InsideSchools' audience grew and became more diverse, the site was no longer adequately serving their needs.

SOLUTION

One of our main goals for this project was to make the site more usable, which can be difficult when a site is as data-heavy as InsideSchools'. In order to do so, we upgraded insideschools.org from Joomla to a database built using Ruby on Rails, while a few pages' content is managed through Contentful, a cloud-based CMS. On the front end, Radish's UX design team developed new search parameters that get to the heart of the needs of New York's parents and students, such as, how far they are willing to travel, what curricular programs they are interested in, and how selective admissions are for each school.

HIGHLIGHTS + IMPACT

- + The improved Guided Search tool, along with many other subtle interactions throughout the site, help to make exploring the site a more well-rounded and intuitive experience for InsideSchools' audiences
- + Some of the datasets featured in the Guided Search are pulled in dynamically, or "scraped," from the NYC Department of Education and the New York State Education Department databases, making the site more accurate and easier to update for InsideSchools' staff

Team

At Radish we know that behind every successful project are good people. Our team is incredibly talented and passionate about the work that we do. Our senior team members have more than 20 years of experience working in their respective fields and bring their expertise to every project that we take on. We are strategists, storytellers, problem solvers, creatives, technical experts, and all around nice people. Here are some profiles of our core team members.



ALANA RANGE / PRINCIPAL, CREATIVE DIRECTOR

Alana is an award-winning journalist turned digital media producer, storyteller, and project manager of all things pixelated. She's spent time as a science journalist, an online producer, an art director, and a photographer. Alana has been in the media and production industry for more than 15 years and started Radish in 2012, opening the Berlin office in 2016. She's Canadian, and that just makes her nicer.



EDWARD WISNIEWSKI / PARTNER, STRATEGIC DIRECTOR

Edward is a founder and partner at Radish Lab and brings over twenty years of experience in creative design and standards-based development. His experience leverages a background in branding, visual design, user experience design and web development. He has presented at SXSW, The School of Visual Arts, The New School as well on various podcasts and for local design groups. He currently holds the title of Strategic Director, managing growth opportunities and new relationships at Radish Lab.



ADAM LUDWIG / PARTNER

Adam is a strategist and digital producer with over eleven years of experience in online editorial, print, and video production. He has worked across non-profit, events, media, and agency sectors. As partner and strategic director at Radish Lab, he coordinates workflows to assure that team efforts meet client expectations and projects are completed on time and on budget. He is also an adjunct assistant professor of theater at Marymount Manhattan College and has acted on television, off-Broadway, and in theatres throughout the U.S.



JOSHUA BURCHAM / MANAGING DIRECTOR

Always a designer at heart, Joshua taught himself web and graphic design after business school. He went on to manage his own creative agency for a decade, providing creative strategy and design for design-driven clients: from art fairs and modeling agencies to clients such as Olay, Evian, and Porsche. He is a Fellow and past Advisory Board member of the Blackburn Institute, a public policy leadership institute in his home state of Alabama.



LYDIA GORDON / SENIOR MANAGER, STRATEGIC RELATIONSHIPS AND CULTURE

Building on her background in health technology and community engagement, Lydia cultivates the daily Radish experience through events, workshops, company policies, and ideates on new business channels and growth opportunities. A former Radish strategist for clients such as the American Cancer Society and (RED), she enjoys working with organizations to identify their technical and communications challenges—and working collaboratively to construct sustainable solutions. Outside of the office she’s probably cooking a meal with friends or planning her next trip out of the country.



HEGE BRYN / DESIGN DIRECTOR

Hege is a multidisciplinary designer with over a decade of experience working for design and ad agencies, print production and the media industry in Norway. Prior to joining Radish Lab, she's won awards in editorial design while leading newsroom design teams. She is passionate about using design to generate awareness of social issues, and loves to work on everything from digital design to print and tactile designs. In her free time, she can be found watching live music at a show in Brooklyn, in a bike lane, or hanging out with her foster dog.



BONNIE TRAN / DESIGNER

Bonnie is an interdisciplinary designer who is energetic about the power of creative problem-solving across the realms of digital, print, and public services. With a background in Human Centered Design and Engineering from the University of Washington, she approaches her work with an access-first mindset. Prior to becoming a Radish, she worked at the Service Design Studio at NYC Mayor’s Office for Economic Opportunity, where she supported design research that informed family-centered policy strategy within the Administration of Children’s Services. When not pushing pixels, you can find her eating her way throughout the city.



CHRIS HEUBERGER / WEB DEVELOPER

Chris is a web developer with over five years of experience programming at Radish Lab, working on both the front end and the back end to build performant, accessible, mobile-first web applications. Prior to arriving at Radish Lab, Chris worked for eight years as a graphic designer at Madison Design Group and various in-house design departments before completing General Assembly's Web Development Immersive program. Building off of his experience as a designer and a knack for complex problem solving, Chris is able to inject design thinking into the development process to create stunning and engaging websites.



DYLAN DEMANSKI / SENIOR PROJECT MANAGER, DIGITAL + STRATEGY

Dylan brings five years of project management and strategy experience to the Radish team. A graduate of Parsons School of Design's Strategic Design and Management program he has managed large-scale brand, digital, and communications projects for clients ranging from Fortune 500 financial service companies to legacy nonprofit organizations. Keeping stakeholders engaged, aligned, and moving forward with confidence is what energizes him and he's happiest when applying his skillset to spark informed action around business, brand, and social issues.

When he's not working with his team to strengthen agency workflows, you can find him eating dim sum in Chinatown, thinking deep thoughts, and doing his best to avoid the subway at rush hour.



JENNA HOSIER / PROJECT MANAGER

In every role she takes on, Jenna strives to bring people together and work towards making the world a kinder and more equitable place. Following the inaugural Women's March, she co-founded an activist collective whose most recent project was organizing a year long Refugees Welcome to Dinner series. After graduating from the Macaulay Honors College at CUNY with a degree in Art, Media & Social Change, she worked as a project coordinator for an environmental art program and a video editor, creating digital stories for clients such as Purpose, the Stone Barns Center, and Maharam. When she's not project managing, she's likely hiking, rock climbing, or catching a movie with friends.

ALEJANDRO MEDINA / SENIOR DEVELOPER

Ale is a web developer with twelve years of experience. He's been working with WordPress almost since the beginning of his career, and even helped build Fantasktic, a WordPress migration service. For the past few years, he's also been building complex web applications with Laravel. The front-end is what he enjoys the most, but he's just as comfortable on the back-end, creating packages and integrating services. Outside of office hours, he's a musician, a writer, and an illustrator.

JESSICA POULIN / ANALYTICS & SEO SPECIALIST

Jessica has been a self proclaimed data-nerd way before it was cool (because it's cool now, right?). She's been studying data and crafting insightful stories for over 10 years on both the agency and brand sides of the business. With certifications in Analytics, Adwords, Yoast and CPR, she can help with all things SEO and is also a handy person to have on camping trips. She's from the east coast, but lives on the west coast because she's trying to get the most out of her annual national parks pass.

References

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Let's make some magic!

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