

CANTER

Digital Report | 2016

The Communication Alliance to Network Ex-Racehorses (CANTER) started out as the first places in the world where anyone could see listings of adoptable OTTBs online. Since 1997, CANTER USA has worked to place more than 20,000 Thoroughbred ex-racehorses through CANTERUSA.org.

The 2016 Digital Report will guide you through the planned digital optimizations that CANTER USA volunteers are working on to create a better system for rehoming ex-racehorses.

“ When we launched the new CANTER site last year, we were trying to accomplish so much; responsive design, searchable listings, better admin access, etc. This year, the goal is to simplify the site to make it easier for the user to get to what they want to do most - look at horses and get involved. ”

- Jake Faulstich, VP Technology

- 1) User Research
- 2) Strategy
- 3) Optimizations
- 4) Appendix



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User Research

What Do You Think?

Take the CANTER USA Website User Survey and tell us!



Our 2016 CANTERUSA.org Website User Survey received over 120 responses and allowed us to look at:

- a) Who our users are
- b) How they use the site
- c) What optimizations they would like to see

Learning

Most core/frequent users use a computer to access CANTERUSA.org.



Key Takeaway

Focus on user experience for users on a computer (laptop / desktop).

Searching horse listings and navigating the site are the majority of user's issues.



Simplify site and horse listing organization.

Over 25% of the users enter the site through the main home page.



Optimize the home page to drive users to key areas.

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Strategy

“ Good Design is as little design as possible – Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity. ”

- Dieter Rams

Simplify User Experience

Simplify the site experience for the user and make the most wanted information easier to access.

Strategy | 10



“ Design is not just what it looks like and feels like. Design is how it works. ”

- Steve Jobs



Optimize Site Features

Optimize site features (horse listings, etc.) to be easier to navigate and search for the user.

Refine Styling

Refine site styles to convey CANTER's cause and authentic nature.

Strategy | 14



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Optimizations

2016 Focus Areas:

Communications

Optimize CANTER USA digital communications through email and user data capture.

Website

Optimize CANTERUSA.org by creating a simpler structure and refining the visual design.

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Communication Optimizations

CANTER USA will migrate all of its key digital communication tools to Google for Nonprofits (Google Apps).

Gmail

Email communications

Google Forms

Data capture

Google Drive

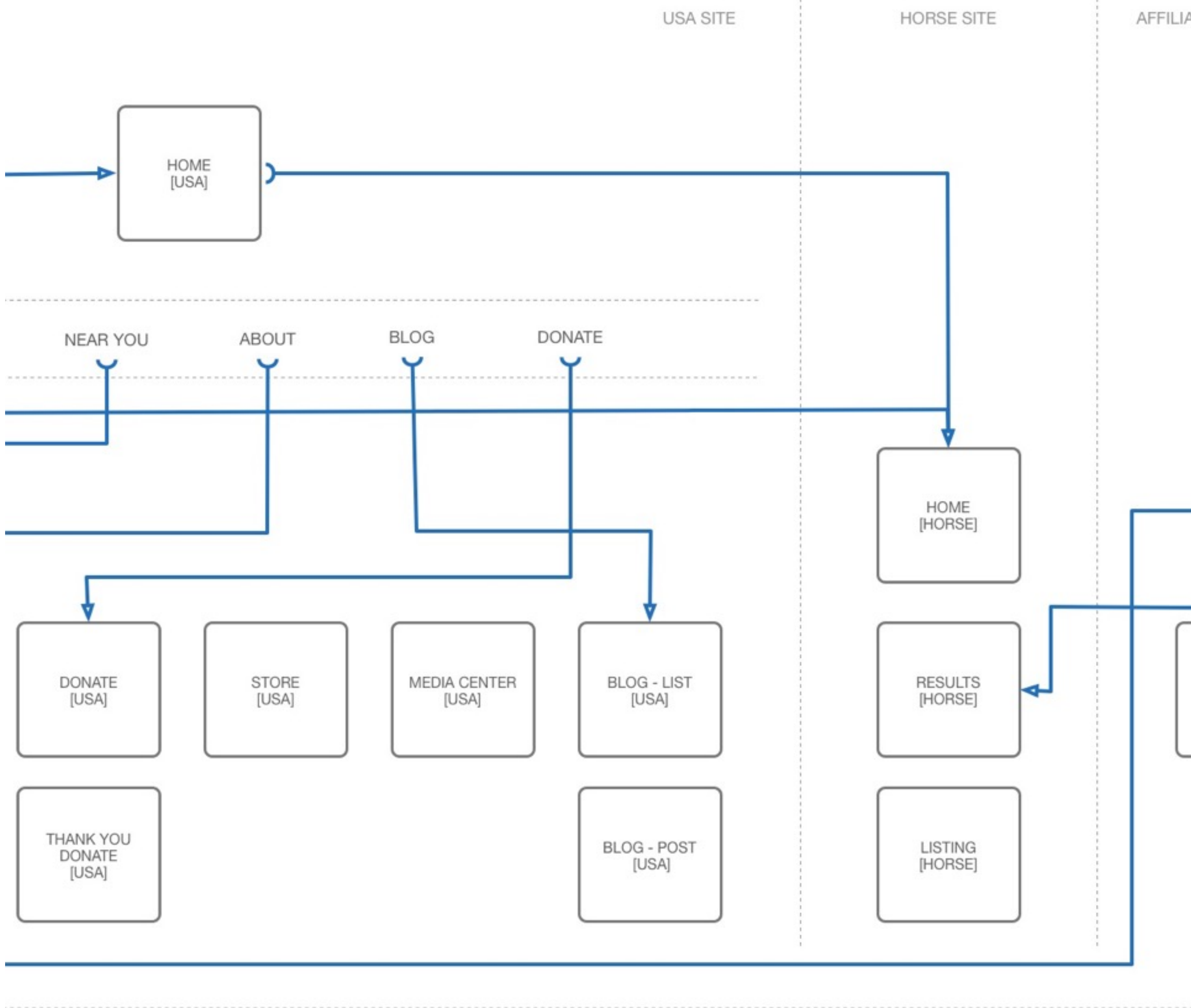
Document collaboration / storage

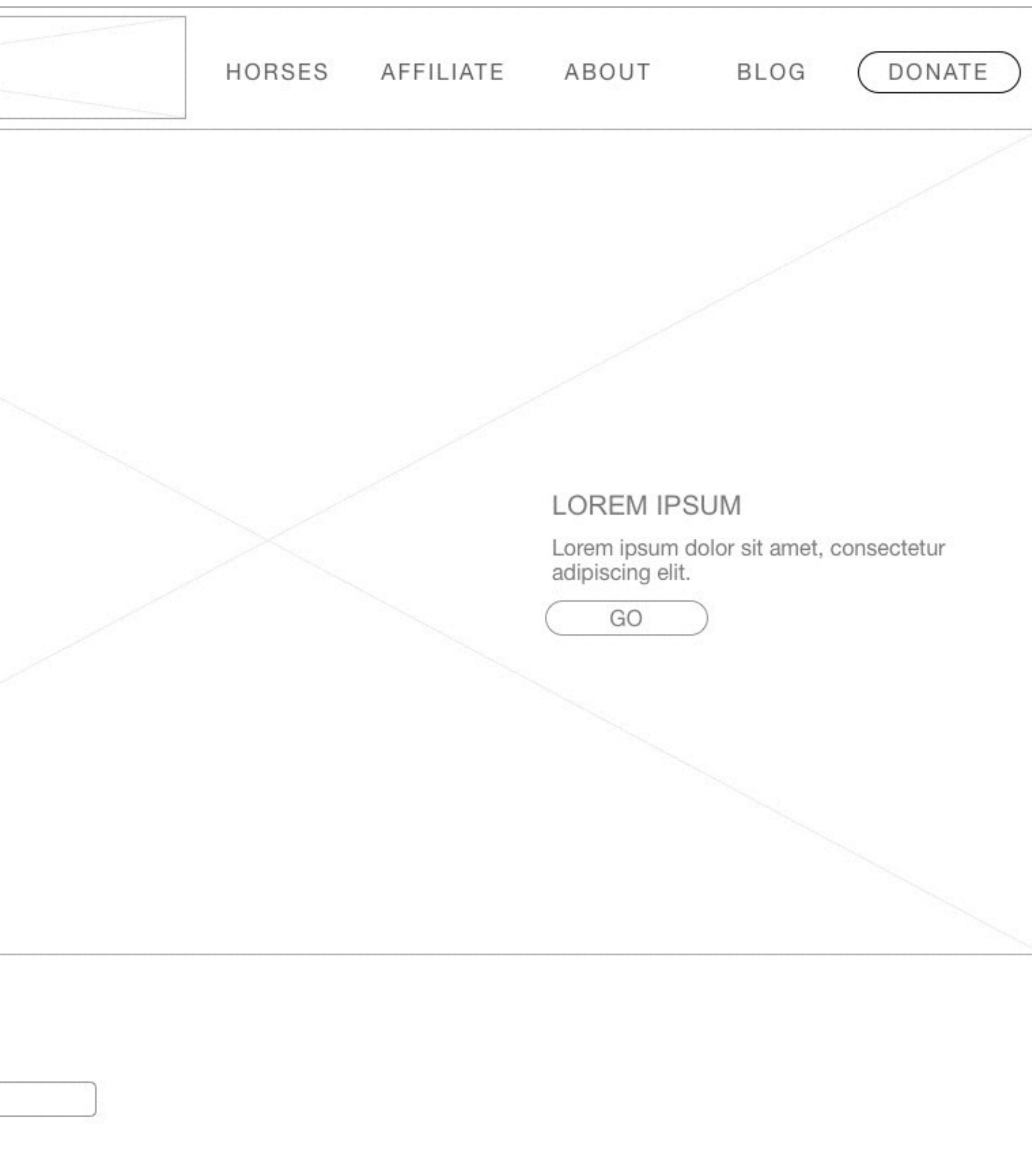


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.org Optimizations

Create a completely separate hub for horse listings.





Revise navigation structure to give users more clear and direct options.

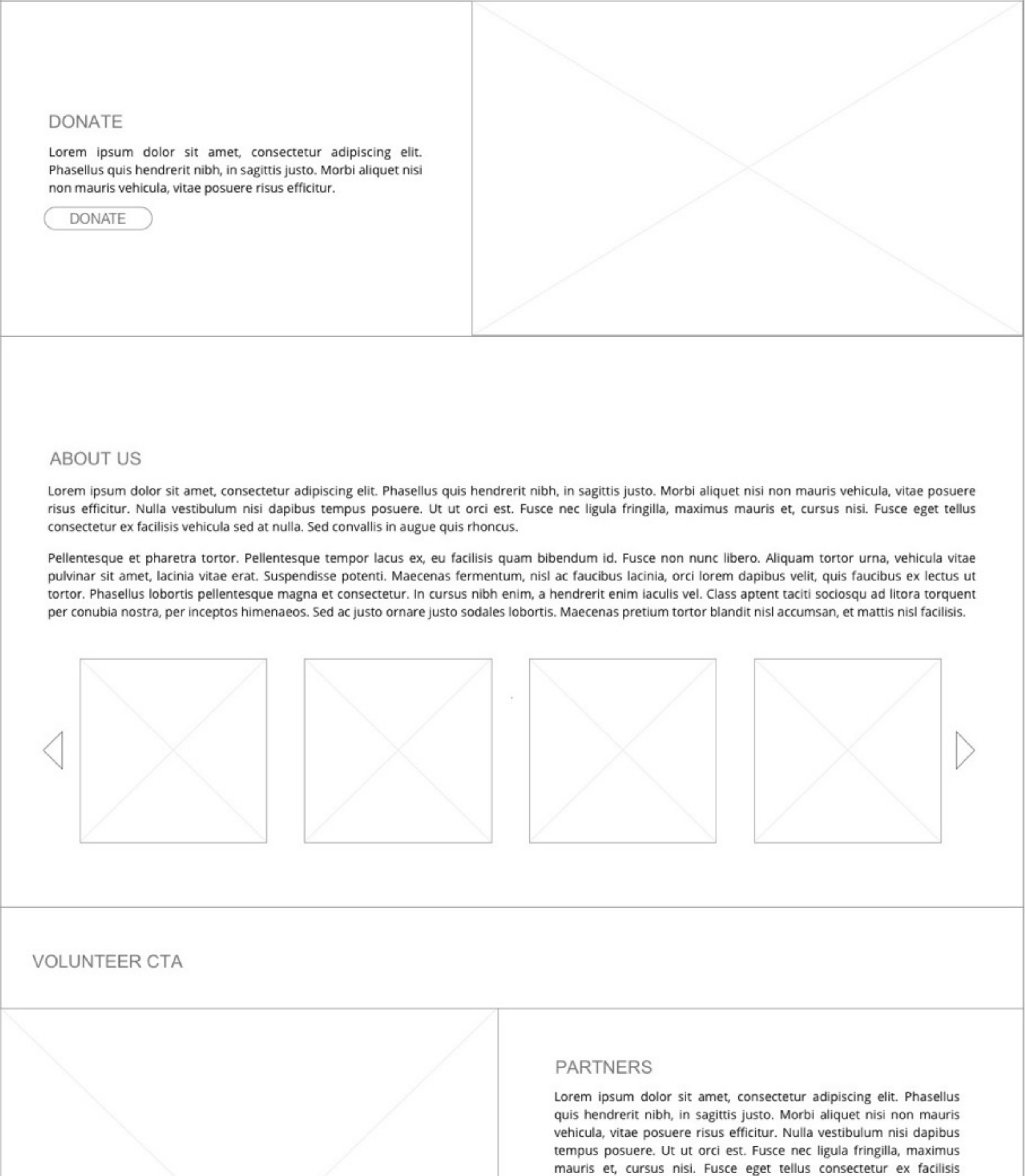
Simplify top main menu options / remove mega menu

Merge affiliate top / side navigations into one

Create a more robust site footer menu across all site pages

Refresh site design by moving from the current grid layout to horizontal modular layout.

This simple and thoughtful look will maximize image size, minimize usage of text, and edit main website elements (buttons / titles) to be easier to read and use.





Simplify the USA and Affiliate site structures to combine main pages into more central robust collection pages.

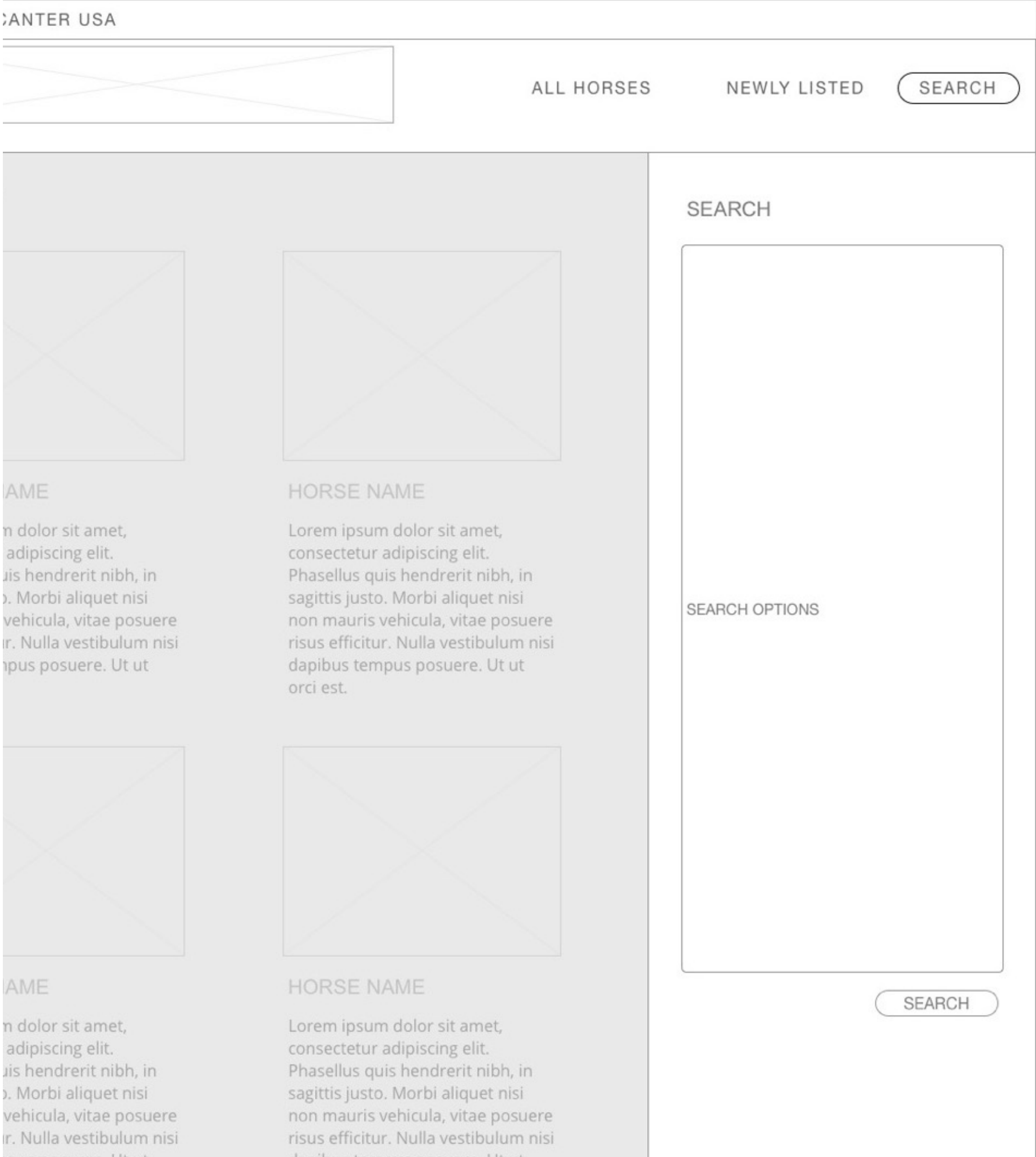
Combine all USA About sections into one About page

Combine Affiliate About / Donate / etc. pages into the home page

Create easier search and navigation options for horse listings.

Individual header navigation for horse site that includes easy access to recent listings / search

Move search functionality to slide/overlay modal that is available at all times in the navigation





Username or Email

Password

☐ Remember Me

Log In

[Lost your password?](#)

[← Back to CANTER USA](#)

Simplify admin roles by reducing the number of admin levels and creating a more consistent username naming convention.

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Appendix

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Survey Results

Our 2016 CANTERUSA.org Website User Survey was sent out to CANTER users and fans in May. It consisted of 19 questions based around how the users used CANTERUSA.org and what, if any, improvements they would like. For their participation, survey takers were eligible to enter a sweepstakes for a \$100 gift card prize pack from Riding Warehouse.

The survey received over 120 responses with very useful feedback.

Learning:

Majority of the issues users have had with CANTERUSA.org is around viewing/ searching horse listings and navigating around the site.

Key takeaway:

Simplify site and horse listing organization.

Most common issues with CANTERUSA.org:

- 1) Horse listing images not loading correctly / at all
- 2) Searching for / finding horses is difficult
- 3) Issues submitting forms / not hearing replies from forms
- 4) Less easy to navigate than the old site

Learning:

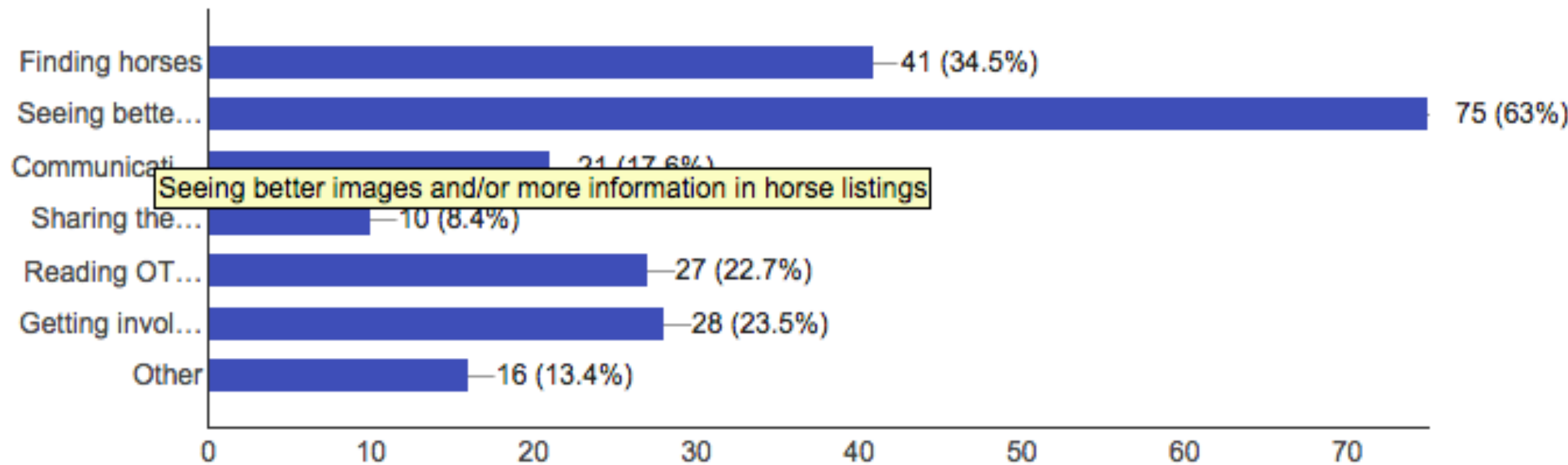
Horse listings occupied the 2 main things users who took the survey would like to see optimized on the site.

Key takeaway:

Focus on optimizing horse search areas and content in horse listings.

What are the 2 main features that could be improved on CANTERUSA.org?

(119 responses)



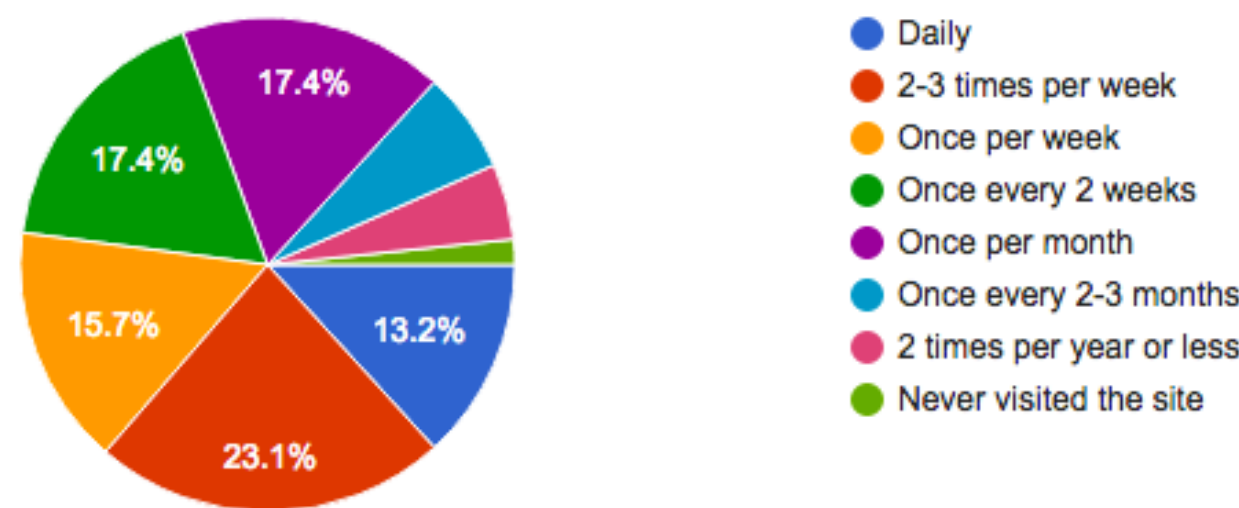
Learning:

Over 50% of CANTERUSA.org users who completed the survey visit the site at least once per week.

Key takeaway:

Focus on improving user experience for frequent site visitors.

How often do you visit CANTERUSA.org? (121 responses)



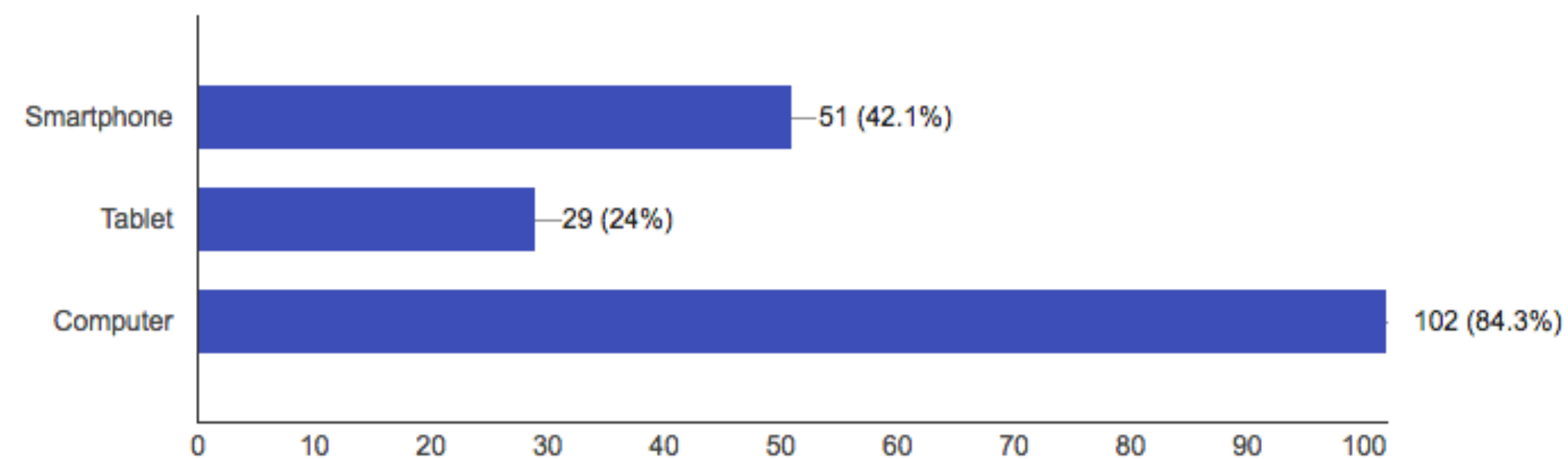
Learning:

Most users who completed the survey use a computer to access CANTERUSA.org.

Key takeaway:

Focus on user experience for users on a computer (laptop / desktop).

What devices do you use to view CANTERUSA.org? (121 responses)

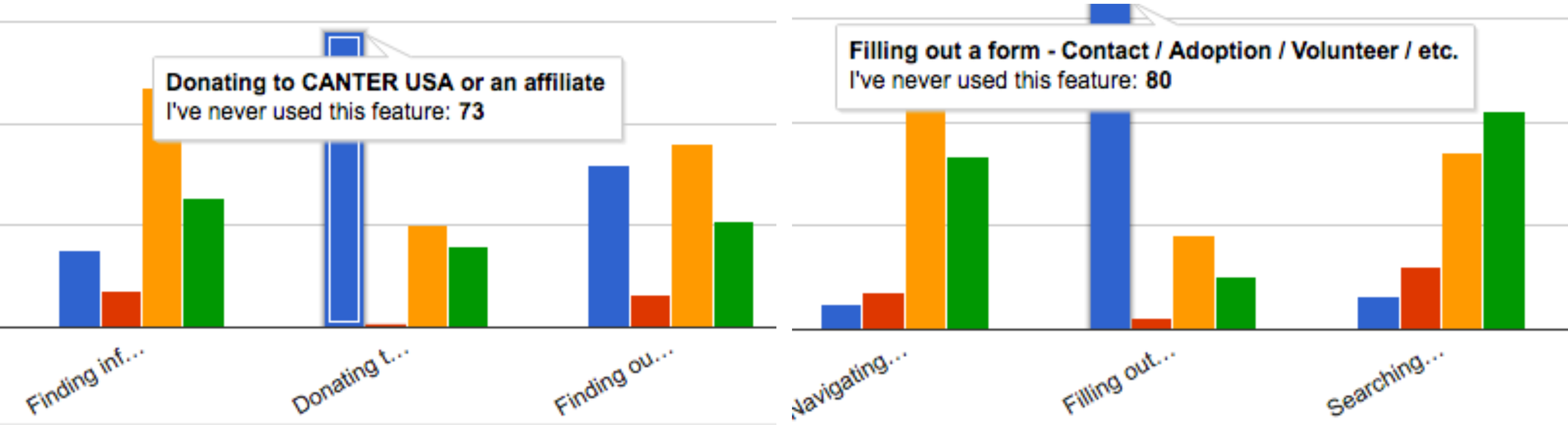


Learning:

Most users who took the survey have never filled out a form (80) or Donated (73) to CANTER USA or an Affiliate.

Key takeaway:

Focus on optimizing placement of form and donation calls to action.



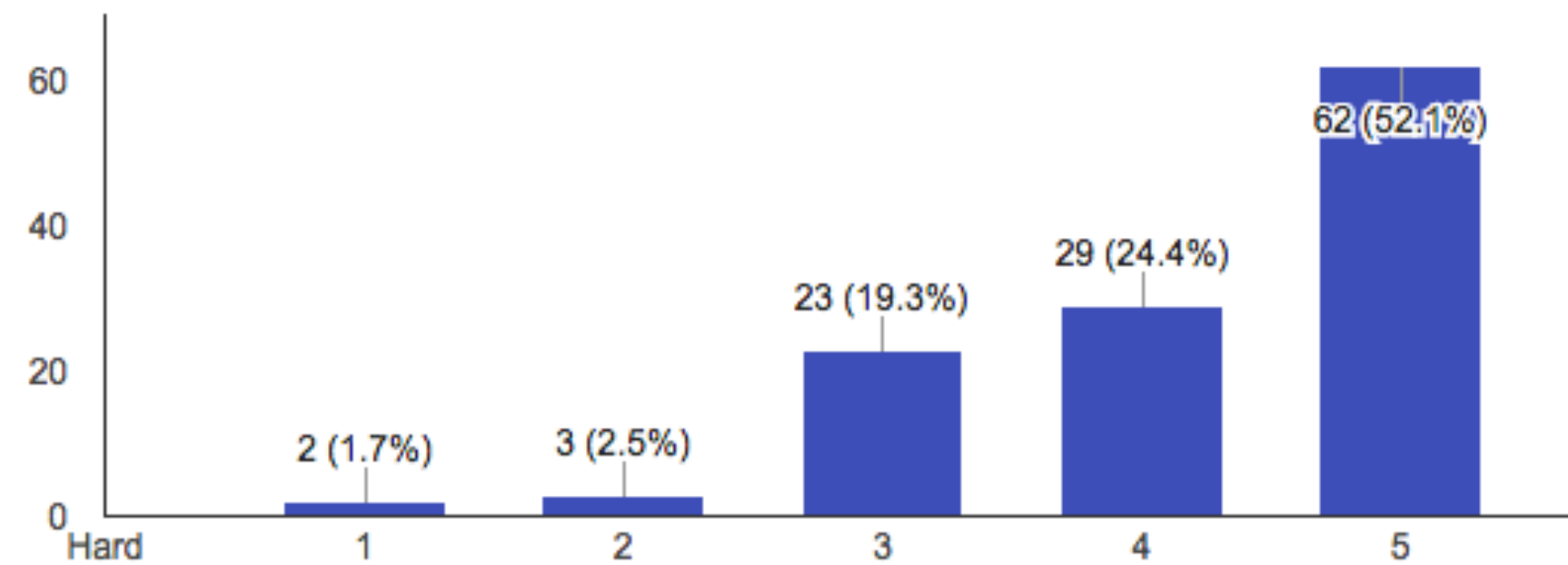
Learning:

Most users who took the survey find CANTERUSA.org easy to use and quick to load.

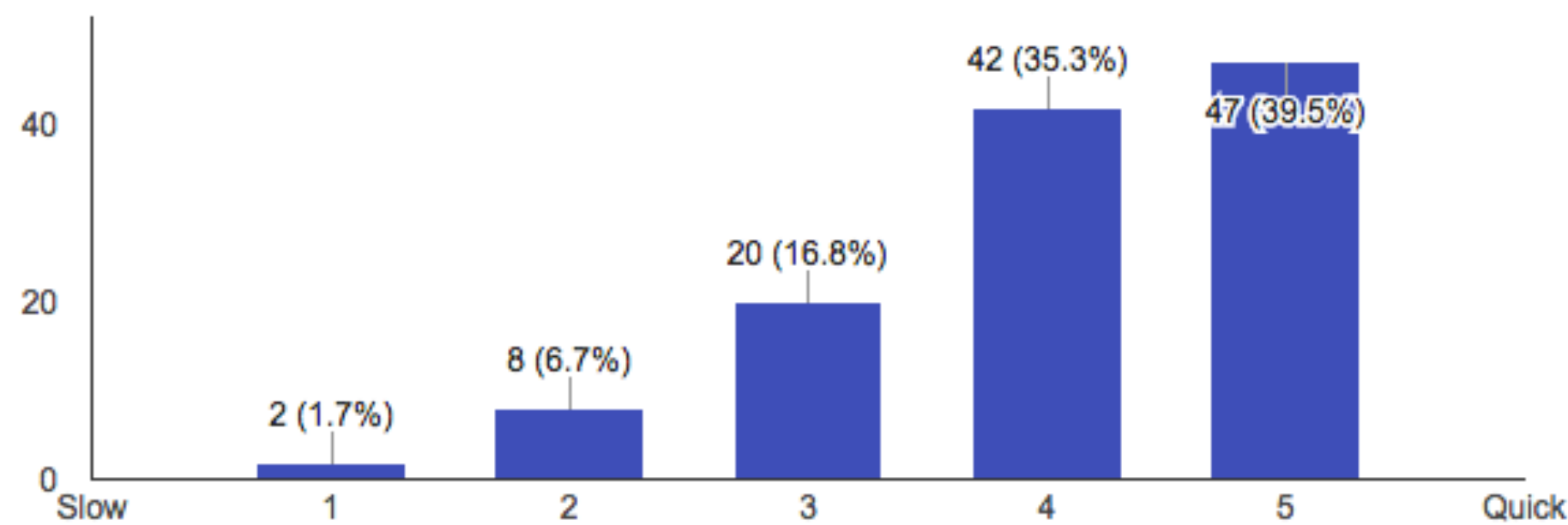
Key takeaway:

Focus on improving site load time.

Is CANTERUSA.org easy to use? (119 responses)



Does CANTERUSA.org load quickly? (119 responses)



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Google Analytics

Last year's new CANTERUSA.org was launched with the Google Analytics tracking platform installed to track site user behavior. That data was pooled and analyzed to help us better understand how users use CANTERUSA.org.

Learning:

Horse listings pages are the most visited pages in the entire CANTERUSA.org site.

Key takeaway:

Focus on optimizing UX for horse listing pages and adding additional CTAs to those pages.

Top pages (by pageviews)

- 1) / (home) - 5.65%
- 2) /horses/ - 4.50%
- 3) /horses - 3.39%
- 4) /horses/page/2/ - 1.94%
- 5) /horses/affiliate/pennsylvania/ - 1.77%
- 6) /horses/affiliate/california/ - 1.25%
- 7) /horses/page/3/ - 1.20%
- 8) /affiliates/ - 1.09%
- 9) /horses/page/4/ - 0.95%
- 10) /horses/affiliate/texas/ - 0.88%

Learning:

Over 25% of the users of CANTERUSA.org enter the site through the main home page.

Key takeaway:

Optimize the home page to drive users to horse listings and data capture / donation.

Top landing pages (by sessions)

- 1) / (home) - 27.57%
- 2) /horses/ - 4.16%
- 3) /horses/affiliate/pennsylvania/ - 2.57%
- 4) /horses/affiliate/california/ - 2.12%
- 5) /horses - 1.86%
- 6) /horses/affiliate/texas/ - 1.56%
- 7) /horses/affiliate/ohio/ - 1.28%
- 8) /horses/affiliate/michigan/ - 1.04%
- 9) /horses/affiliate/illinois/ - 0.83%
- 10) /horses/affiliate/kentucky/ - 0.77%

Learning:

CANTERUSA.org traffic comes from 3 main (and almost equal) sources - Direct, Organic Search, and Social.

Key takeaway:

Optimize site flow to simplify navigation for users who directly enter the site.

Top channels (by sessions)

- 1) Direct - 32.92%
- 2) Organic Search - 30.74%
- 3) Social - 27.34%
- 4) Referral - 7.23%
- 5) Paid Search - 1.65%
- 6) Other - 0.09%
- 7) Email - 0.04%

Learning:

Facebook Mobile is the top referring site to CANTERUSA.org.

Key takeaway:

Simplify site user experience and horse listings for incoming mobile users.

Top referrers (by sessions)

- 1) m.facebook.com - 52.36% (mobile)
- 2) facebook.com - 18.48% (desktop)
- 3) chronofhorse.com - 6.41%
- 4) l.facebook.com - 5.01% (desktop)
- 5) eventingnation.com - 2.71%
- 6) lm.facebook.com - 2.58% (mobile)
- 7) canterne.org - 1.92%
- 8) retiredracehorseproject.org - 0.97%
- 9) michigan-horse.com - 0.47%
- 10) lonestarpark.com - 0.46%

Learning:

Most visitors to CANTERUSA.org are using mobile phones and modern browsers.

Key takeaway:

Average users can take advantage of the latest internet technologies.

Top devices (by sessions)

- 1) mobile - 48.68%
- 2) desktop - 40.48%
- 3) tablet - 10.84%

Top web browsers (by sessions)

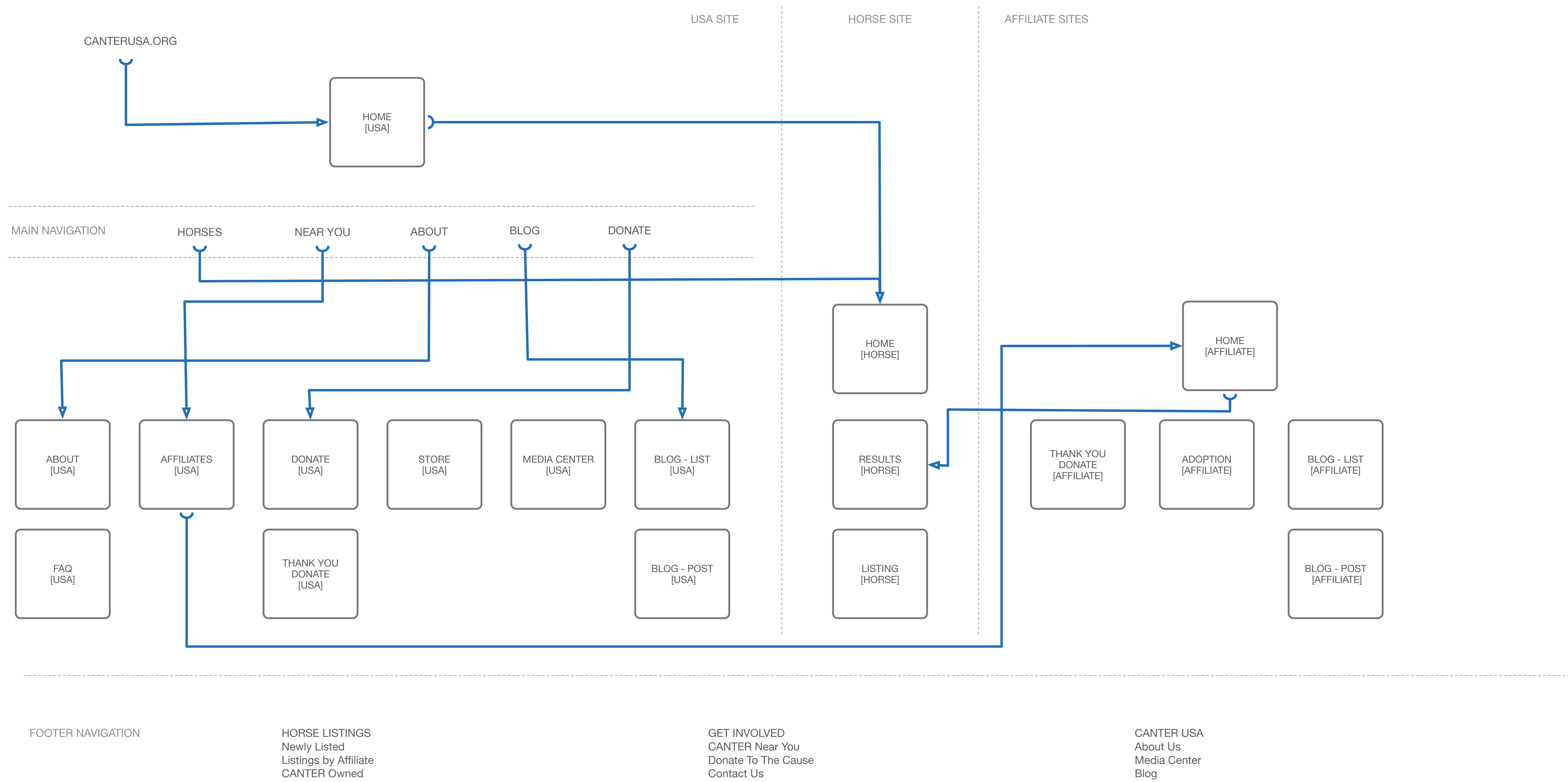
- 1) Chrome - 36.19%
- 2) Safari - 32.94%
- 3) Safari (in-app) - 12.62%
- 4) Internet Explorer - 9.19%

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Wireframes

Wireframes are a visual guide that represents the skeletal framework of a website, just like a blueprint. These are helpful to site designers because they allow us to lay the architecture of the site without thinking about the visual design - that comes next. It's specifically useful to see where elements and navigation will be placed and how they work together.

Site Flow





CANTER USA Home Page

- 1) Simple header navigation
- 2) Large main CTA
- 3) Secondary mailing list CTA
- 4) Blog post feed
- 5) Large global footer

CANTER USA About Page

- 1) Opening messaging
- 2) OTTB cause information
- 3) Donate module
- 4) About module w/ Board slider
- 5) Partner information

1

2

3

4

5

Horse Home Page

- 1) Horse site navigation
- 2) Main CTA
- 3) Search functionality
- 4) Donation CTA
- 5) Horse listings



ALL HORSES

NEWLY LISTED

SEARCH

HORSES



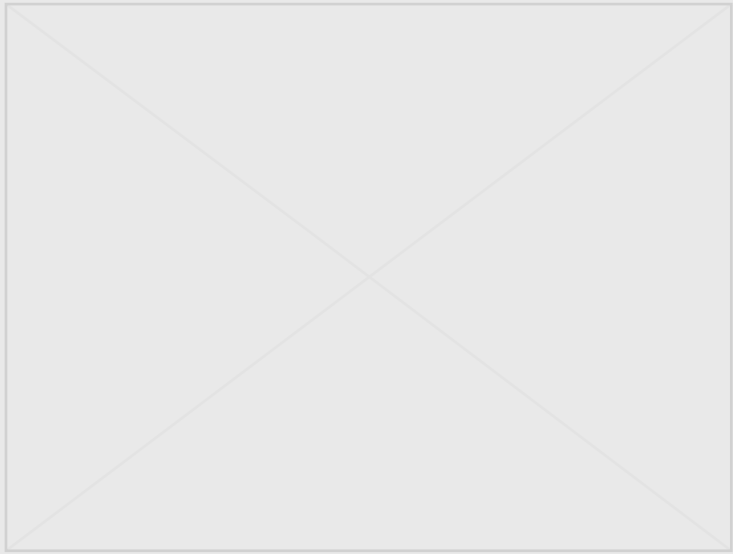
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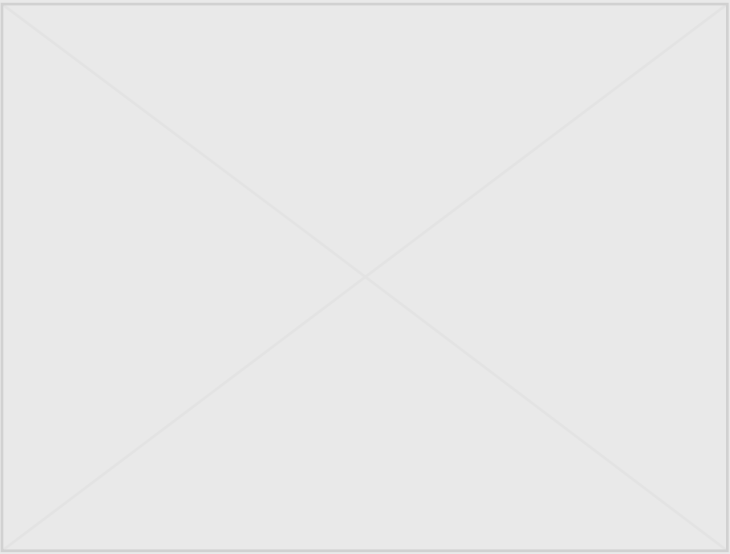
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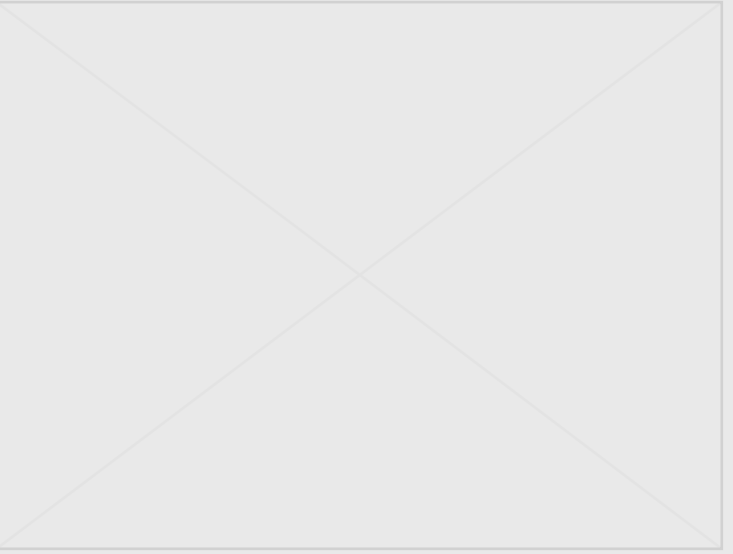
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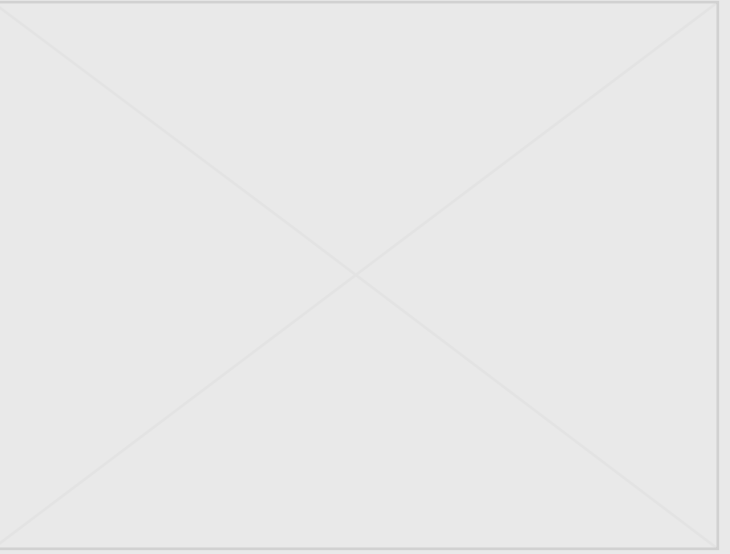
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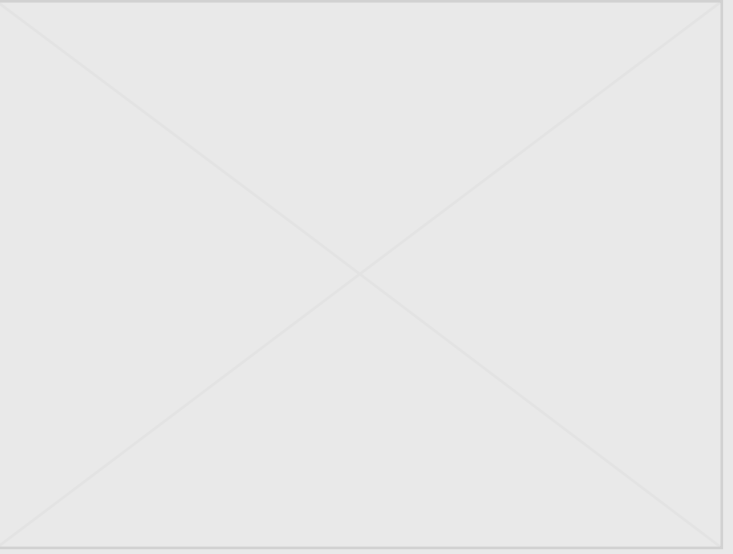
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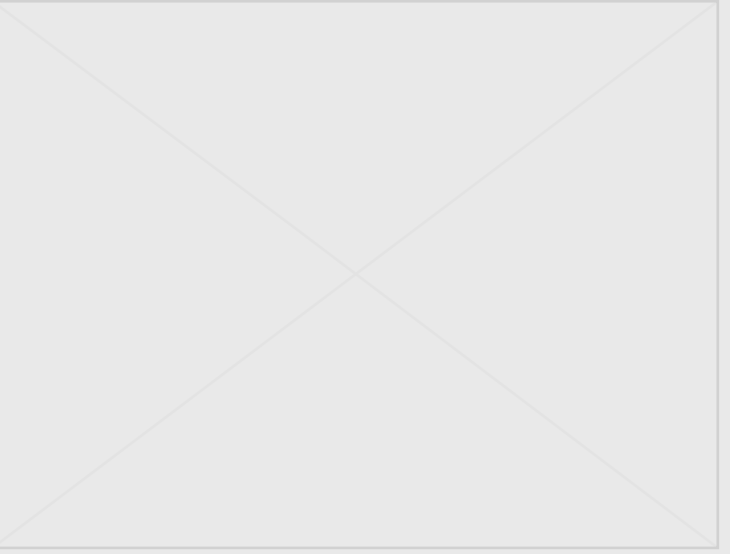
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SEARCH

SEARCH OPTIONS

SEARCH

Horse Listings Page

1) Search slide modal

HORSES

ADOPTION

ABOUT

CONTACT

BLOG

DONATE

VOLUNTEER

HORSES

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SEE HORSES

ADOPTION INFO

DONATE

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DONATE

VOLUNTEER CTA

[CONTACT US](#)

ABOUT US

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LEARN MORE

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CONTACT



HORSE LISTINGS
Newly Listed
Listings by Affiliate
CANTER Owned

GET INVOLVED
CANTER Near You
Donate To The Cause
Contact Us

CANTER USA
About Us
Media Center
Blog



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Affiliate Home Page

1) Main navigation

2) Horse CTA

3) Donate module

4) About information

5) Adoption information

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