

Client Analysis
For
Des Moines Botanical & Environmental Center
Des Moines, IA 50316

Prepared by
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Proposal: Website redesign

Purpose: The purpose of the website is to serve as an attractive marketing tool to both inform and attract visitors to not as an educational experience, but also as a facility for special events such as weddings and other events private and public. This site needs to be engaging, easy to maneuver, and readily provide pertinent information.

Company Background:

The Des Moines Botanical and Environmental Center is one of the most popular cultural attractions in Iowa, providing educational, recreational, and community resources to thousands. Its goal is to provide botanical displays and educational services for its visitors. It is located on 14 acres along the east bank of the Des Moines River, close to downtown.

Current Web Presence:

Des Moines Botanical & Environmental Center does current have a web presence;
<http://www.botanicalcenter.com/main.asp>

The current site design is adequate in providing necessary information and meeting the needs and goals of the facility. However, this site is somewhat dated in the overall design and current design aesthetic standards. Moreover, the site management could be improved by simplifying and organizing the site to be increasingly user friendly.

A site to emulate, though a different type of facility, is the Science Center of Iowa.
<http://www.sciowa.org/>

Although this facility promotes a different subject matter, the mission, educational goal, community presence, and facility availability for social events is highly similar. It is recommended that the DMB&EC review this site for ideas and inspiration.

Other sites to review are:

Chicago Botanic Gardens: <http://www.chicagobotanic.org/>
Powell Gardens Kansas City: <http://www.powellgardens.org/>

1. *What will make this site a success? Hits? Publicity? Revenue?*

The purpose of this site is publicity – to inform the public. Success will be measured by number of visitors and facility bookings.

2. *What type of content will be on the site? Does this content already exist?*

Content consists of the following:

- Description and history – exists
- Basic information: hours of operation, location, admission. exists

- Calendar of events – exists
- Special tour information – exists
- Education seminar information - exists
- Rental information - exists
- Location and map of showroom – need to create
- Restaurant information - exists
- Staff listings and contact information - exists
- Membership information – exists
- Volunteer information - exists

3. *Circle items that will be included in the site: Blog, e-commerce, feedback forms, registration forms, user submissions other: _*

Request for booking form, facebook, Twitter.

4. *Is there a particular event driving the launch date?*

The current site is adequate. DMB&EC requested a potential redesign.

5. *Will you want to update the site yourself? If so, how may different people will be updating the site? If you will NOT update the site yourself, how often will it need to be updated?*

It is not certain at this time who will be responsible for content updates. If requested, DMB&EC will be provided digital files so that their information technology specialists can maintain this site.

6. *What information will visitors want to see first?*

Visitors must first be inspired to visit this facility. Given that, the home page must provide easy means to obtain the most basic information including the location and hours.

7. *What are the five to seven categories (major groupings) of information?*

There is a lot information that this site needs to provide. As such, it would be helpful for the view for this to be simplified into subcategories. It is recommended that this information be subdivided as follows:

- **Experience Us:** hours, location, admission, tours
- **Events:** Calendar of events with descriptions, dates, times.
- **Involvement:** Membership, Volunteer, Donations
- **Dining & Shopping:** Restaurant and Gift Shop information.
- **Rental information:** party room facility information, contract downloads, party package information.
- **About Us:** history and background.
- **Contact information:** general and staff phone and email contact.

8. *Will this information likely be accessed by mobile devices?*

Yes.

SCIENCE CENTER OF IOWA
 IOWA, ILLINOIS, MISSOURI

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SEARCH [input type="text"] [button]

EXPLORE LEARN ENGAGE ABOUT SCI IOWA ILLINOIS MISSOURI EVENT CALENDAR

LEARNING THROUGH EXPERIENCE

SCIENCE CENTER OF IOWA
PRESCHOOL

NOW ENROLLING

New Enrolling for 2011-2012

With science and discovery as an underlying theme, preschool provides the foundation for the rich, hands-on and inquiry-based science education to which the students of the world.

Read More

PRESCHOOL

New Enrolling for 2011-2012

With science and discovery as an underlying theme, preschool provides the foundation for the rich, hands-on and inquiry-based science education to which the students of the world.

Read More

Today's Schedule

10:00 AM	Program One Day Pre-K/Kindergarten
11:00 AM	Open House
12:00 PM	Open House
1:00 PM	Open House

BODY WORLDS VITAL

PRESENTED BY

ONE VISIT IS NEVER ENOUGH

It takes 100 minutes to get it all over!

JOIN

CHICAGO BOTANIC GARDEN

ENJOY YOUR VISIT AT THE GARDEN YOUR GARDEN EDUCATION CONSERVATION SUPPORT US

GENERAL INFORMATION

- About the Garden
- Hours of Operation
- Directions
- Contact the Garden
- Garden History
- Board of Directors
- Senior Staff
- Government Affairs
- Windy City Harvest
- Employment
- Corporate
- Corporate & Social Events
- Parties
- Weddings
- Field Statistics
- Membership
- 10th Letter of Determination
- Annual Report

ENJOY YOUR VISIT

GENERAL INFO

About the Chicago Botanic Garden

The mission of the Chicago Botanic Garden is to promote the enjoyment, understanding, and conservation of plants and the natural world.

The Garden continues to strive to meet the lofty goals set more than a century ago. The Chicago Botanic Garden, with its world-renowned plant collections and displays, is one of the country's most visited public gardens and a premier center for botanical and scientific research.

The 260-acre Garden features 25 display gardens and three urban habitats, uniquely situated on nine islands surrounded by Lake Michigan.

The Chicago Horticultural Society was founded in 1890. At its heart was the understanding that the city of Chicago was incorporated with the Latin words *urbis in floribus*, meaning "city in a garden." The Society hosted nationally recognized flower and horticultural shows and supported Chicago's landscape improvements and park system.

After a period of inactivity, the Chicago Horticultural Society was reactivated in 1943. In 1962, the Chicago Horticultural Society was granted 200 acres of forest on the suburbs of the city, and the Chicago Botanic Garden established roles. With the ground-breaking for the Garden in 1962 and its opening in 1972, the Society created a permanent site on which to carry out its mission. The mission encompasses three important components: collections, education, and research.

From its founding, the Garden has had leading architects, beginning with the master plan by John O. Simonds and Geoffrey Huxley. Edward Larabee Barrer designed the Education Center as the Garden's first building in 1977. The Great Japanese Garden, Garden City, was completed in 1982. Throughout its existence, the Chicago Botanic Garden has developed gardens and educational facilities with a meticulous eye toward its original mission.

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CHICAGO BOTANIC GARDEN

ENJOY YOUR VISIT AT THE GARDEN YOUR GARDEN EDUCATION CONSERVATION SUPPORT US

Join Now Online

EVENINGS UNTIL 9 P.M.

Visit the Chicago Botanic Garden. This month's highlights include the **Bois de la Roche** variety among more than 5,000 roses will take your breath away. Click [here](#) to see what's in bloom this week. This weekend, enjoy the **Haute Japanese Garden Family Sunday**, with activities related to Japanese arts and culture. Any day is enhanced by a **Garden walk**, the **Desert Conifer Garden** and the **English Walled Garden** reveal summer surprises.

The Garden is open from 7 a.m. to 9 p.m. until September 6. Come and enjoy **Evenings** at the Garden, with **Cardinal Concerts**, **Music on the Esplanade**, **Dancer Saturdays**, and **Hot Summer Nights**.

Garden Photo Contest
 Three days left to vote for your favorite photo. Winners announced July 1.

Keep It Growing
 Check out our new online magazine!

Farm Dinners
 July 28 and August 25 5 to 8 p.m.

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Welcome to Powell Gardens — Kansas City's botanical garden.

DAVE ROGERS' **BIG BUGS** at Powell Gardens!

May 29-Oct. 3

Home of the Heartland Harvest Garden

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