# Task Analysis & Storyboards

RedCross.org
http://www.redcross.org/mo2

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## Executive Summary

Task analyses were conducted for the RedCross.org website. For these analyses, six processes were deconstructed to identify areas where streamlining and optimization could occur:

1. Apply for a Job
2. Buy a Product
3. Volunteer
4. Tell Your Story
5. Register for a Class
6. Submit a Request for Emergency Communication

Notable improvements in the processes included:

- Consolidating the ‘Apply for a Job’ process into two pages.
- Allowing users to add job profiles to a list of favorites for easy retrieval during the job application process.
- Editing content for greater clarity and scannability.
- Collapsing formatting instructions for form input under a question mark icon. This creates a cleaner presentation for forms and enhances scannability.
- Hiding fields dependent on particular inputs until those inputs have been received. This removes the potential for users to enter information in an input field that is not applicable to them.
- Using radio buttons instead of drop-down menus whenever possible. This allows the list of options to be visible at a glance and minimizes the number of required clicks to make a selection.
- Using checkboxes instead of ‘yes’ and ‘no’ radio buttons. With this format, users can decide to check the box or simply leave the box unchecked.
- Reducing the size of the images at the top of the body section on main pages. This allows the page content to be situated closer to the top of the page, allowing users to locate task more quickly and efficiently.
- Removing search filtering options that are rarely used.
- Including ‘back’ buttons on each page of the checkout process. This makes it easier for users to navigate to the previous step.
- Displaying options to sign in or create an account on the same page of the process where the account information is required. Once users sign in or create an account, they are automatically directed to the next step in the process.

This report outlines the steps involved with the current tasks as well as the steps involved with the redesigned tasks. The task outlines are followed by a list of changes made to the interface.

Storyboards were also created to accompany the reconstructed tasks, showing the various screens as users move through the redesigned tasks. Automatically generated content, such as lightboxes, or prompted fields is surrounded by a dashed border.

# Processes

## Apply for a Job: Task Analysis

### Apply for a Job – Current Path

1. Access ‘Career Opportunities’ page through any of the following routes:
    - Select ‘Search for Jobs’ under ‘About Us’ on the global navigation menu
    - Click ‘Search for Jobs’ box on the ‘About Us’ section landing page
2. Access ‘Sleeves Up. Hearts Open. All In’ page by either of these routes:
    - Click ‘Search for Career Opportunities with the American Red Cross’ in the flow of body text at the bottom of the page
    - Select ‘Career Opportunities’ in the box in the upper right corner
3. Filter job search through any of the following methods:
    - Type keywords in text box next to ‘Enter Keywords’
    - Paste a resume/CV into the text area box next to ‘Paste resume/CV:’
    - Enter requisition number in text box next to ‘Requisition number’
    - Location – each selection’s options depend on the previous selection
        a. Select a country with the options selector
        b. Select a state with the options selector – options change according to country selected
4. Select a city using the options selector – options change according to state/province selected
    - Choose full time or part time using the options selector
    - Select an area of interest using the options selector window
5. Click ‘Search’
6. On ‘Search Results’ page, click a job title
7. On Job Description page, click ‘Create a Profile/Apply’ button
8. On drop-down menu generated below ‘Create a Profile/Apply’, select ‘Create Profile/Apply’
9. On login page select a login route:
    - Input these fields on the ‘Log In’ form already displayed:
        a. Enter email
        b. Enter password
        c. Using the options selector, choose a response to: ‘How did you hear about us?’

   d. Using the options selector, choose a response to: ‘Specifically?’
   e. Click ‘Submit’

- Click ‘Create an Account’ text link at the top of the ‘Log In’ form to access additional fields asynchronously.
   a. Enter email
   b. Enter email again to confirm
   c. Enter password
   d. Enter password again to confirm
   e. Using the options selector, choose a response to: ‘How did you hear about us?’
   f. Using the options selector, choose a response to: ‘Specifically?’
   g. Type security number viewed or heard in the text box under the captcha image
   h. Click ‘Submit’
   i. On ‘Challenge Questions’ page, select three security questions from the three options selectors
   j. Enter distinct answers in the text boxes under each of these selectors
   k. Click ‘Submit’

*Edit Profile - Contact Profile*

10. Read instructions of ‘Import Resume’ box. If desired, populate form fields with resume content by uploading a resume
11. Enter first name
12. If desired, enter middle initial
13. Enter last name
14. If desired, enter preferred name
15. If desired, edit email, pre-populated with email previously entered
16. Enter preferred phone number
17. If desired, enter secondary phone
18. Enter street address
19. If desired, enter second address
20. Select a country using the options selector
21. Select a city using the options selector
22. Select a state using the options selector
23. Enter zip code
24. If desired, select a preferred shift using the options selector

25. Select ‘yes’ or ‘no’ using the options selector next to ‘ Willing to relocate?’
26. View ‘Willing to Travel?’ – if desired use the options selector to choose a percentage range reflecting portion of time user is willing to travel
27. Select ‘yes’ or ‘no’ using the options selector next to ‘If hired, can you provide proof that you are eligible to work in the US?’
28. Select ‘yes’ or ‘no’ using the options selector next to ‘Have you previously worked/volunteered for the American Red Cross?’
29. Select ‘yes’ or ‘no’ using the options selector next to ‘Do you have relatives employed at the American Red Cross?’
30. If desired, select ‘yes’ or ‘no’ using the options selector next to: ‘Are you enrolled in the Pays Program?’
31. Select ‘yes’ or ‘no’ using the options selector next to ‘Have you ever served in the AmeriCorps, Peace Corps, or another national service program?’
    a. If answer is yes, enter the program name

*Professional Profile*

32. Enter current or most recent employer
33. Enter position/title
34. Describe job duties in text area box
35. Select a month, day, and year for the start date of this job using the month, day, and year selectors
36. Select a month, day, and year for the finish date of this job using the month, day, and year selectors
37. If desired, enter salary
38. If desired, enter prior employer
39. If desired, enter position/title
40. If desired, describe job duties in text area box
41. If desired, select a month, day, and year for the start date of this job, using the options selectors
42. If desired, select a month, day, and year for the finish date, using the options selectors

*Licenses and Certifications*

43. If desired enter ‘Professional License Type’
44. If desired enter ‘Professional License Number’

*Education Profile*

45. Enter name of educational or vocational institution
46. Enter major or area of study

47. Select degree using the options selector
48. If desired, enter a second educational or vocational institution
49. If desired, enter a second major or area of study
50. If desired select a second degree using the options selector
51. Paste resume in text area box provided
52. If desire, upload a formatted resume, as well
53. Click ‘Confirm’

### Apply for a Job – Redesigned Path

1. Access ‘Career Opportunities’ page through any of the current routes
2. Search jobs – if desired, with the following filtering methods:
    - Enter keyword
    - Enter requisition number
    - Select full of part time with radio buttons
    - Select a country to view on the ‘Career Opportunities’ interactive map
    - Paste resume in text box to match user’s skills with job descriptions
3. If desired, login or create an ID and login at any time
    - Login:
        a. Enter email
        b. Enter password
        c. Click ‘Login’
    - Create an ID:
        d. Enter email
        e. Confirm email
        f. Enter password
        g. Confirm password
        h. Click ‘Create ID and Login’
4. Review result set as a table under search filters
5. If desired, check checkbox under ‘Add to Favorites’ to save job postings to a ‘favorites’ list
6. Review result set displayed as map markers on the ‘Career Opportunities’ map
    - Click a marker to view dialogue box containing job title link and ‘Add to Favorites’ radio button
    - Click outside the box to close

7. View a lightbox describing the job in full detail (scroll bar may appear if description is long):
    - Click a job title on map marker messages,
    - Click a job title in the result set
8. Click ‘Apply for this Job’
9. If not already logged in, login or create an ID and login (see step 3)
10. On ‘Profile’ page, if desired:
    - Resume previous search with ‘Back to Search’ button
    - Begin a ‘New Search’ through the local navigation menu
    - Review ‘Favorite Jobs’ on the local navigation menu
    - Check ‘yes’ to ‘Apply for an additional job?’ – generates a lightbox displaying favorite jobs
    - Click any question mark icon to access information about formatting inputs

*Contact Information*

11. If desired, edit first name, auto-filled with ID name
12. If desired enter middle initial
13. If desired, edit last name, auto-filled with ID name
14. If desired edit email, auto-filled with ID email
15. Enter phone number
16. View country, auto-filled with ‘United States’ – if desired, edit country using text input and system’s auto-complete feature
17. Enter street address
18. If desired enter apt/unit
19. Enter city
20. Enter state
21. Enter postal code

*Personal Profile*

22. Check all days available for work
23. For any day checked, enter hours of availability in the ‘From’ and ‘To’ text boxes, generated automatically
24. Check ‘yes’ to any of the following that apply:
    - ‘Are you willing to relocate?’

- ‘Are you willing to travel?’
- ‘Can you provide proof you are eligible to work in the US?’
- ‘Will you need a visa sponsorship?’
- If yes, indicate where in the auto-generated text box
- ‘Have you ever worked or volunteered for the American Red Cross?’
- ‘Do you have relatives employed at the American Red Cross?’
    a. If ‘yes’, enter name and relationship
    b. If desired, add additional relatives by checking ‘yes’ to the auto-generated ‘Add another relative?’ question, and entering name and relationship again
- ‘Are you enrolled in the PAYS program?’
- ‘Have you served in a national service program, such as AmeriCorps or PeaceCorps?’
    c. If yes, enter the name of the program in the auto-generated text box

*Professional Profile*

25. Enter current or most recent employer
26. Enter position or title
27. Enter date job started under ‘From’
28. Enter date job finished under ‘To’
29. Enter job duties
30. If desired, enter salary
31. If desired, check ‘yes’ after ‘Add another employer?’ to repeat inputs for another job using the auto-generated form fields

*Educational Profile*

32. Enter educational institution
33. Enter major area(s) of study
34. Enter degree, certificate or license
35. If desired, check ‘yes’ after ‘Add another institution?’ to repeat inputs for another school using the auto-generated form fields

*Attach Resume and Submit*

36. Attach a resume
37. Check verification check box
38. Submit profile

### Apply for a Job – Interface Changes

- Used hidden fields and generated content, the entire process was consolidated into two pages: ‘Search Jobs’ and ‘Create a Profile’
- Edited content for greater clarity and scannability
- Removed search filters that are unlikely to be used
- Enlarged and repositioned more useful search filters to draw more attention to them
- Made search filters entirely optional
- Provided a Google map to streamline location searches and increases user interaction
- Enlarged, simplified, and condensed form inputs
- Used hidden fields that appear responsively to user inputs
- Provided a ‘Favorites’ list to store jobs of interest as users search, like a shopping cart
- Maintained access to that favorites list during application process
- Provided question-mark icons next to form fields which users can click on for formatting instructions, saving space and creating a cleaner presentation

## Apply For A Job: Search Jobs

Logo | Top Navigation | ◯ Spanish

# Career Opportunities **Search Jobs**

Photo:
Red Cross Worker

At the American Red Cross, we are committed to the diversity of our people, programs, and services, and we are proud to be an equal opportunity employer. If you're committed to making a difference in your community, login to create a profile and tell us about yourself!

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

Keyword:

Resume Keyword Match:

Paste Your Resume Here

◯ Part Time
◯ Full Time

Requisition Number:

Location

Select a Country ⌄

**Search Jobs**

Career Opportunities Map
Google map of the selected country, with map marker icons indicating job locations.

1. Click a map marker to see the job title.
2. Click the job title to read more.

Bottom Navigation and Seals

**NOTE:** This map can be zoomed and manipulated. This map defaults to whatever country the site is viewed in, and automatically populates map markers. Postal codes change accordingly

## Apply For A Job: Login

Logo | Top Navigation | ◯ Spanish

**Career Opportunities** **Search Jobs**

Photo:
Red Cross Worker

At the American Red Cross, we are committed to the diversity of our people, programs, and services, and we are proud to be an equal opportunity employer. If you're committed to making a difference in your community, log in or create a profile and tell us about yourself!

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

Keyword:

Requisition Number:

Email:

Password:

Login

Email:

Confirm Email:

Password:

Confirm Password:

Create ID and Login

Google map of the selected country, with map marker icons inc

1. Click a map marker to see the job title.
2. Click the job title to read more.

Bottom Navigation and Seals

**NOTE:** Login is optional at this point.

Apply For A Job: Search Jobs - Select Country

Logo | Top Navigation | ◯ Spanish

## Career Opportunities **Search Jobs**

Keyword:

Resume Keyword Match:

Paste Your Resume Here

◯ Part Time
◯ Full Time

Requisition Number:

Location

Select a Country ❯

**Search Jobs**

**Search Results**

| Requisition Number | Job Title (Click to View) | City State/Province | Full/Part Time | Add to Favorites |
|---|---|---|---|---|
| BIO63980 | **Call Center Representative** | Toledo Ohio | Full | ☑ |
| BIO63980 | **Open Position** | City State | Full | ☐ |
| BIO63980 | **Open Position** | City State | Full | ☐ |
| BIO63980 | **Open Position** | City State | Part | ☐ |

Bottom Navigation and Seals

**NOTE:** Result set is displayed between search filters and map.

## Apply For A Job: Search Jobs

Logo | Top Navigation | ◯ Spanish

# Career Opportunities **Search Jobs**

Photo:
Red Cross Worker

At the American Red Cross, we are committed to the diversity of our people, programs, and services, and we are proud to be an equal opportunity employer. If you're committed to making a difference in your community, login to create a profile and tell us about yourself!

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

Keyword:

Resume Keyword Match:

Paste Your Resume Here

◯ Part Time
◯ Full Time

Requisition Number:

Location

Select a Country

**Search Jobs**

Career Opportunities Map
Google map of the selected country, with map marker icons indicating job locations.

1. Click a map marker to see the
2. Click the job title to read more.

Manufacturing Technician II

**Add to Favorites**

Bottom Navigation and Seals

**NOTE:** This map can be zoomed and manipulated. This map defaults to whatever country the site is viewed in, and automatically populates map markers. Postal codes change accordingly

## Apply For A Job: Search Jobs - Job Description

Logo | Top Navigation | ◯ Spanish

**Job Title:** **Manufacturing Technician II**

Description: In this position you will manufacture, store and distribute blood products/samples. Must have ability to work in a fast-paced, detail-oriented environment and handle repetitive tasks. Everyday you will ensure the blood supply meets regulatory requirements. Position also requires flexibility to work a highly variable schedule that may include weekends, holidays, and irregular hours to meet the needs of our hospital patients.

Qualifications:

* 2 years experience in a regulatory, laboratory or manufacturing environment preferred. High School diploma or equivalent required.
* College or technical training in Science or medical terminology preferred.
* Ability to work in a production driven environment, quality control, inventory management.
* A basic knowledge of email, database management, spreadsheet, and word processor applications.
* Ability to work holidays and take support calls if needed.
* In some cases, a valid Driver's license with a good driving record is needed.

Requisition Number: BIO62800

City: Columbus

State/Province: Ohio

Country United States

Full/Part Time: Full Time

Work Schedule: Tuesday thru Saturday - 2nd Shift

Traveling Required: None

☑ **Add to Favorites**

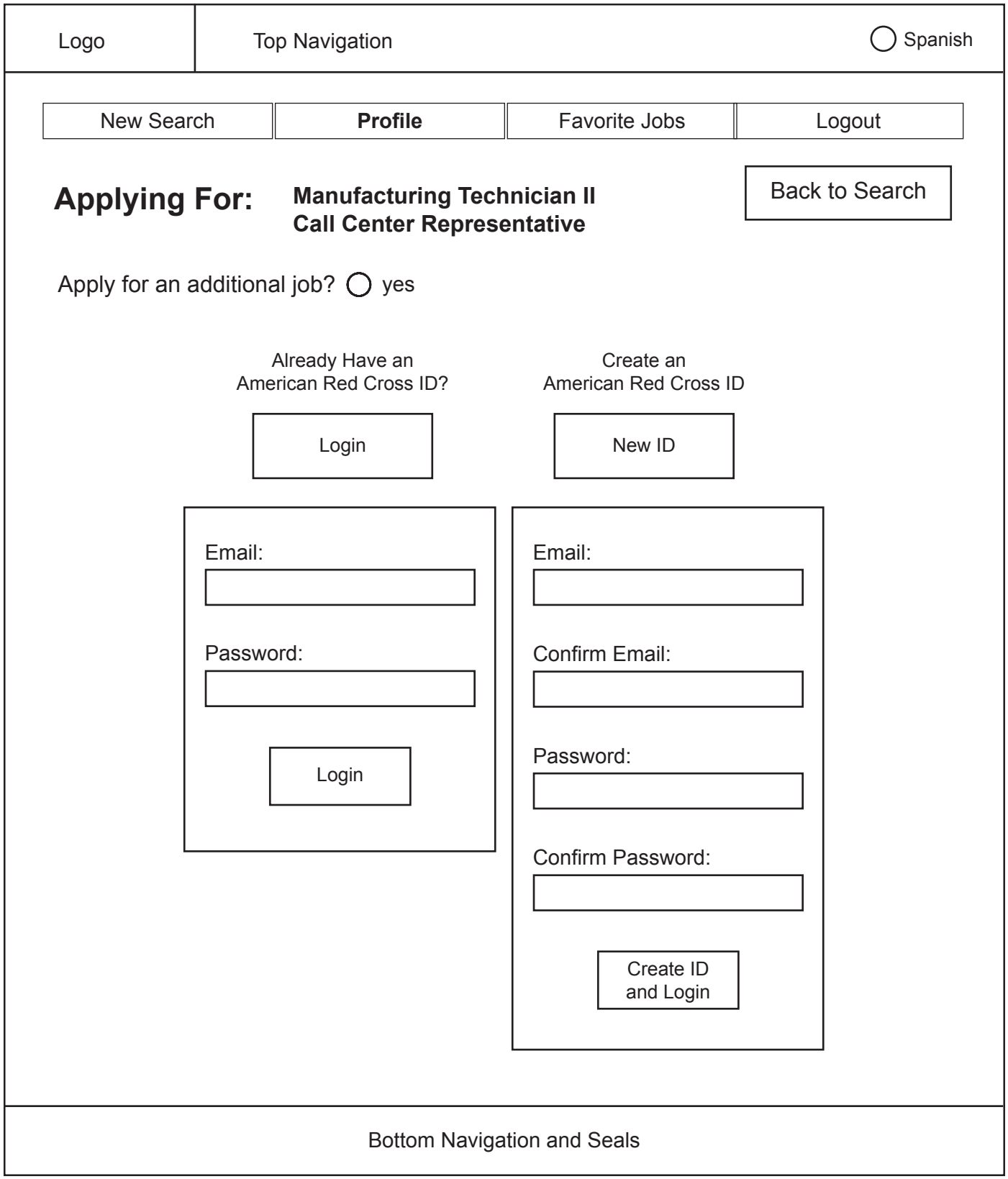
[X] **Close**

**Apply for this Job**

Bottom Navigation and Seals

**NOTE:** Long descriptions generate scrollbars for overflow content.

## Apply For A Job: Create a Profile - Contact Information




**NOTE:** If a user has not already logged in, the page loads with these login elements.

## Apply For A Job: Create a Profile - Contact Information

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Apply for an additional job? ◯ yes

Welcome <First Name>!

Please enter your first name.
Only use letters.
Close [x]

* Indicates field is
**Contact Inform**

First Name: * [Red Cross ID First Name]
Middle Initial: [ ]
Last Name: * [Red Cross ID Last Name]

Email: * [Red Cross ID email]
Phone Number: * [ ]
Additional Phone? [ ] ✔

Phone Number: [ ]

Country: * [United States]

Street Address: * [ ]
Apt/Unit: [ ]

City: * [ ]
State: * [ ]
Postal Code: * [ ]

Bottom Navigation and Seals

**NOTE:** 'Country', 'State', and 'City' auto-complete as user types.

## Apply For A Job: Create a Profile - Contact Information

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Welcome <First Name>!

Apply for an additional job? ☑ yes

- Job 1 from 'Favorites' list
- Job 2 from 'Favorites' list
- Job 3 from 'Favorites' list
- Job 4 from 'Favorites' list

* Indicates field is required

**Contact Information**

First Name: * (?) [Red Cross ID First Name]

Middle Initial: [ ]

Last Name: * (?) [Red Cross ID Last Name]

Email: * (?) [Red Cross ID email]

Phone Number: * (?) [ ]

Additional Phone? [ ] ✔

Phone Number: [ ]

Country: * (?) [United States]

Street Address: * (?) [ ]

Apt/Unit: [ ]

City: * (?) [ ]

State: * (?) [ ]

Postal Code: * (?) [ ]

Bottom Navigation and Seals

**NOTE:** 'Country', 'State', and 'City' auto-complete as user types.

Apply For A Job: Create a Profile - Personal Profile

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Apply for an additional job? ◯ yes

**Personal Profile**

Availability: *

| **Days:** ✔ | **From:** * | | **To:** * | |
|---|---|---|---|---|
| Monday: ☐ | | AM PM | | AM PM |
| Tuesday: ☐ | | AM PM | | AM PM |
| Wednesday: ☐ | | AM PM | | AM PM |
| Thursday: ☐ | | AM PM | | AM PM |
| Friday: ☐ | | AM PM | | AM PM |
| Saturday: ☐ | | AM PM | | AM PM |
| Sunday: ☐ | | AM PM | | AM PM |

✔ Check all that apply:

Are you willing to relocate? ☐ yes

Are you willing to travel? ☐ yes

Can you provide proof you are eligible to work in the US? ☐ yes

Will you need a visa sponsorship? ☐ yes

Where? [ ]

Bottom Navigation and Seals

**NOTE:** Generated time input fields only display next to day fields that have been checked.

## Apply For A Job: Create a Profile - Personal Profile Continued

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Apply for an additional job? ◯ yes

Have you ever worked or volunteered for the American Red Cross? ▢ yes

Do you have relatives employed at the American Red Cross? ▢ yes

Name and Relationship: _____

Add another relative? ▢ yes

Name and Relationship: _____

Are you enrolled in the PAYS program? ▢ yes

Have you served in a national service program, such as AmeriCorps or PeaceCorps? ▢ yes

Name of Program: _____

Bottom Navigation and Seals

Apply For A Job: Create a Profile - Professional Profile

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Apply for an additional job? ◯ yes

**Professional Profile**

Current or Most Recent Employer: * ?

Job Duties: * ?

Position/Title: * ?

From: * ? To: * ?

Salary: ?

Add another employer? ▢ yes

Current or Most Recent Employer: * ?

Job Duties: * ?

Position/Title: * ?

From: * ? To: * ?

Salary: ?

Bottom Navigation and Seals

Apply For A Job: Create a Profile - Educational Profile

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Apply for an additional job? ◯ yes

**Educational Profile**

Educational Institution: * ?

Major or Area(s) of Study: * ?

Degree(s), Certificate(s), or License(s): * ?

Add another institution? ▢ yes

Educational Institution: * ?

Major or Area(s) of Study: * ?

Degree(s), Certificate(s), or License(s): * ?

Bottom Navigation and Seals

Apply For A Job: Create a Profile - Attach Resume and Submit

Logo | Top Navigation | ◯ Spanish

New Search | **Profile** | Favorite Jobs | Logout

**Applying For:** **Manufacturing Technician II**
**Call Center Representative**

Back to Search

Apply for an additional job? ◯ yes

**Attach Resume and Submit**

Attach resume here: *

Choose File No file chosen

Maximum File Size: 5 MB
Allowed formats: pdf

☐ I verify that all of the above information is true. Any intentionally false information disqualifies me from serving in any position at the American Red Cross. I agree to all training and verification as applicable.

Submit Profile

Processing...

You've applied for: Manufacturing Technician II
Call Center Representative

Check your email for updates about your application status.
Thank you for your interest in working for the American Red Cross!

X **Close**

Bottom Navigation and Seals

## Buy a Product: Task Analysis

### Buy a Product – Current Path

1. Access ‘American Red Cross Store’ page through any of the following routes:
2. Click ‘Shop the Red Cross Store’ text link next to the shopping cart icon on the utility navigation menu
    - Click ‘Emergency Preparedness’ link in the ‘Shop the Red Cross Store’ section in the middle of the ‘Home’ page
    - Click ‘First Aid Kits’ link in the ‘Shop the Red Cross Store’ section in the middle of the ‘Home’ page
    - Click ‘Training Supplies’ link in the ‘Shop the Red Cross Store’ section in the middle of the ‘Home’ page
    - Click ‘Training Supplies’ link in the ‘Shop the Red Cross Store’ section in the middle of the ‘Books & DVDs’ page
3. On the ‘American Red Cross Store’ page, choose a product category with any of the following methods:
    - If page is accessed through links from ‘Shop the Red Cross Store’ section on the ‘Home’ page, the resulting page is filtered as indicated in the links. For example, clicking ‘Emergency Preparedness’ loads the page with the products in the ‘Emergency Kits’ category already displayed
    - If page is accessed through the ‘Shop the Red Cross Store’ link in the utility navigation menu, click any of the feature links displayed on the landing page
    - From any route, click on any link in the local navigation menu to the left
4. Control result displays through any of the following options:
    - Select an option on the ‘Sort By:’ options selector in the top right corner
        a. Default: ‘Category’.
        b. ‘Sort By: Alphabetical’
        c. ‘Sort By: Price’
        d. ‘Sort By: Vendor’
    - Choose a page in the result set using the page links in the top left corner
        a. Page forward and backward arrows
        b. Skip to last or first pages in a result set
        c. Choose page by page number
5. Select an item to add to the shopping cart through one of two methods:
    - Hover over the top left corner of any item
        a. Click ‘Quick Shop’ link that appears

    b. Read product page opening in a shadowbox
    c. Click ‘Add to Cart’ button link
    d. Read message confirming the item has been added
    e. Click ‘OK’ to close
    f. Return to results page

- Click any item

6. On product description page, if desired, change the default input of ‘1’ in the field next to the ‘Quantity’ label, at the top of the page
7. Access the ‘Shopping Cart’ page in one of two ways:
    - From a product page not accessed through the ‘Quick Shop’ link, click the ‘Add to Cart’ button next to the ‘Quantity’ input
    - From any page in the ‘American Red Cross Store’ section, click ‘Shopping Cart’ in the section navigation menu
8. From the ‘Shopping Cart’ page, click ‘Go to Checkout’ button link

*Checkout Process - Customer Contact*

9. If desired, check checkbox next to ‘Yes, I want to create a login so I may return later and check order status.’
10. Enter email address
11. Enter email address again to confirm
12. Enter first name
13. Enter last name
14. If desired, enter a company name
15. If desired, select one of two radio buttons next to ‘Address type:’ Buttons are labeled, ‘Residential’ and ‘Business’
16. Type street address in one or both text boxes next to ‘Address:’
17. Enter city or APO/FPO
18. Select a state using the options selector
19. If desired, use the options selector to choose a different country from the default ‘United States’ (options under state selector change to match country selected)
20. Enter zip code
21. Enter phone number
22. If desired, check check-box next to ‘Yes, I would like to receive updates and information from the Red Cross Store.’

23. Click ‘Continue Checkout’
24. On the next (untitled) page, if desired, edit address as needed or prompted through the system (system rigorously checks and suggests addresses)
25. If desired, check ‘no’ check box to add a different address for shipping than the one previously submitted
    - In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with the new information
26. If desired, check ‘no’ check box to add a different address for billing than the one previously inputted.
    - In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with the new information
27. Click ‘Continue Checkout’

*Checkout Process - Shipping*

28. Next to the options selector labeled, ‘Choose a shipping method’, view the single option generated by previous input for ‘address type’ in the ‘Customer Contact’ section
29. If desired, uncheck the pre-checked box for, ‘Shipping to a residence’ or ‘Shipping to a company’ (which option appears is determined by the ‘address type’ selection made in the ‘Customer Contact’ section of the form)
30. Review the change in the single shipping method option offered on the options selector next to ‘Choose a shipping method.’
31. Review posted shipping address
32. If desired click ‘Edit Address’ button
    - In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with the new information
33. If desired, in the shopping cart table, change the quantity of a product using the options selector
34. Click ‘Continue Checkout’ button

*Checkout Process - Billing*

35. Enter credit card number
36. Choose a month and year from the options selectors for the card’s expiration date
37. Enter card security code
38. Review posted billing address
    - If desired, click ‘Edit Address’ button
        a. In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with new information

- If desired, click ‘New Address’ button

    b. In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with the new information

*Checkout Process - Order Review*

39. Review pop up box headed, ‘Would you like to donate to disaster relief?’

- If desired, change the default radio button selection from ‘Not today, thank you’ to ‘Yes! Round up my order total.’
- If desired, change the default radio button selection from ‘Not today, thank you’ to ‘Yes! Add this amount:’

    a. Type dollar amount in the text box next to this label

40. Review customer contact address

- If desired, click ‘Edit Address’ button

    a. In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with the new information

41. Review shipping address

- If desired, click ‘Edit Address’ button

    a. In the ‘Address Edit’ dialogue box that appears, fill in the same inputs from ‘Customer Contact’ with the new information

42. If desired, click ‘Edit’ button next to ‘Shopping Cart’ heading over the shopping cart table

    a. On ‘Shopping Cart’ page, edit quantity
    b. Re-enter checkout process with all previous inputs still in place

43. Click ‘Submit’ button to place order

**Buy a Product – Redesigned Path**

1. Access ‘American Red Cross Store’ page through any of the current routes
2. On the ‘American Red Cross Store’ page, choose a product category by any of the following methods:
    - Click a category feature link on the store landing page
    - Select a category from the drop-down menu under ‘Products’ on the local navigation menu
3. Select a product from the result set automatically generated – if desired, sort by price
4. View lightbox with a description of the selected product and click ‘Add to Cart’
5. Lightbox is replaced with a new lightbox displaying the shopping cart – click ‘Checkout’

*Login*

6. If not already logged in, login or create a Red Cross ID and login
    - Login:
        a. Enter email
        b. Enter password
        c. Click ‘Login’
    - Create an ID:
        d. Enter email
        e. Confirm email
        f. Enter password
        g. Confirm password
        h. Click ‘Create ID and Login’

*Shipping*

7. If desired, check ‘yes’ next to any name/address already submitted in previous site visits; otherwise input a new shipping address:
        a. Change country from default of ‘United States’, if necessary
        b. Enter phone number
        c. Enter ‘street address
        d. If desired, enter apt/unit
        e. Enter city
        f. Enter state
        g. Enter postal code
8. If desired, check ‘yes’ next to: ‘Yes, I would like to receive updates from the Red Cross Store!’

*Billing*

9. If desired, check ‘yes’ next to any name/address already submitted in previous site visits; otherwise input a new billing address:
    a. Change country from default of ‘United States’, if necessary
    b. Enter phone number
    c. Enter street Address
    d. If desired, enter apt /unit
    e. Enter city
    f. Enter state
    g. Enter postal code
10. Enter credit card number
11. Enter expiration date
12. Enter CCV number

*Review*

13. Review all input – if desired, edit shipping address, billing address, and/or quantity of products in the cart
14. If desired, check ‘yes’ next to: ‘Yes, I would like to add a donation to the American Red Cross.’
    - Enter amount to donate in the automatically-generated form fields under this question
15. Click ‘Submit Order’

## Buy a Product – Interface Changes

1. For brevity and clarity, reduced filter options for viewing search results to one, based on price
2. Removed ‘Quick Links’ on products pages and used a lightbox to display all product description pages
3. Made all product categories available from landing page as well as local navigation menu
4. To better conform with user expectations, a ‘View Cart’ text link under the shopping cart icon replaces the ‘Shopping Cart’ link on the local navigation menu (link disappears once the user is in the checkout process)
5. Checkout process is consolidated into 4 steps: ‘Login’, ‘Shipping’, ‘Billing’, and ‘Review’
6. Back arrows provided at each checkout step to allow easy and safe edits within the sequence (matching forward arrows should also be generated after a user has retreated a step)
7. Additional interface changes are consistent with those delineated in ‘Apply for a Job’

Buy a Product: Choose a Product - View products

Logo | Top Navigation | ◯ Spanish

**Store Home** | Products | Store FAQs | My Account

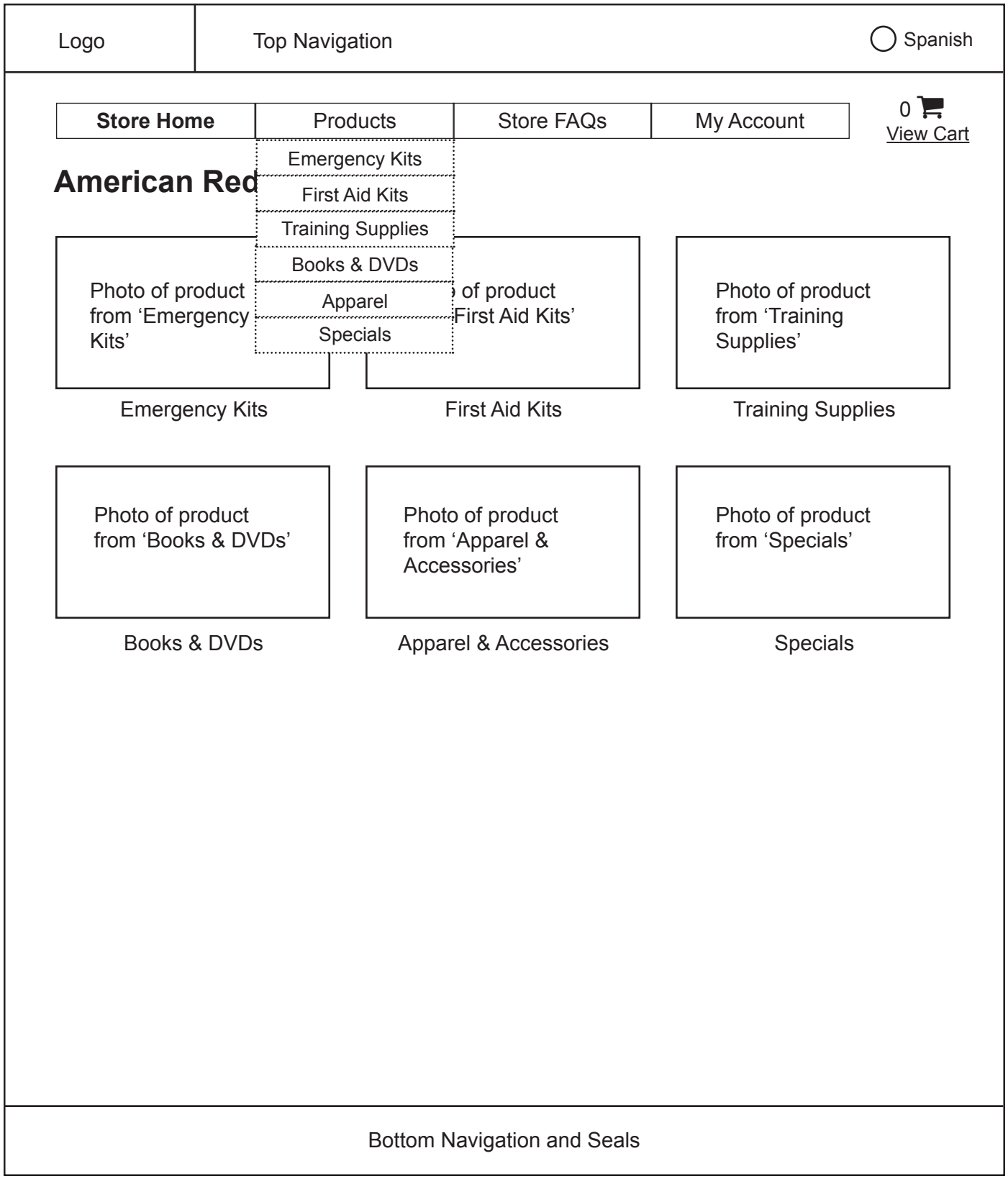
0
View Cart

## American Red Cross Store

| | | |
|---|---|---|
| Photo of product from 'Emergency Kits' | Photo of product from 'First Aid Kits' | Photo of product from 'Training Supplies' |
| Emergency Kits | First Aid Kits | Training Supplies |
| Photo of product from 'Books & DVDs' | Photo of product from 'Apparel & Accessories' | Photo of product from 'Specials' |
| Books & DVDs | Apparel | Specials |

Bottom Navigation and Seals

Buy a Product: Choose a Product - View products



Buy a Product: Choose a Product - View products - Select a Category

Logo | Top Navigation | ◯ Spanish

**Store Home** | Products | Store FAQs | My Account

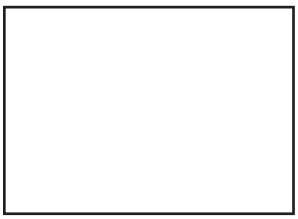
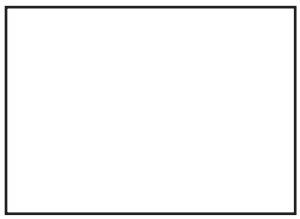
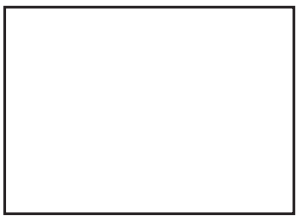
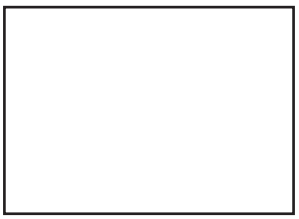
0
View Cart

# American Red Cross Store

Emergency Kits | Training Supplies | Books & DVDs | Apparel & Accessories | Specials

**First Aid Kits**

Sort By Price: High to Low / Low to High

| | | | |
|---|---|---|---|
| First Aid Kit $34.00 | Product Name Price | Product Name Price | Product Name Price |
|  Product Name Price |  Product Name Price |  Product Name Price |  Product Name Price |
| Product Name Price | Product Name Price | Product Name Price | Product Name Price |

Bottom Navigation and Seals

Buy a Product: Choose a Product - View products - Select a Category

Logo | Top Navigation | Spanish

**Store Home** | Products | Store FAQs | My Account | 0 View Cart

## American Red Cross Store

E... ...s

F...

Product Photo

Click to Zoom

First Aid Kit

$34.00

Product #

Contents:

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Description:

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Manufacturers Number: xxxxxxxxxxx

Width: xxxxxxxxxxxxx Height: xxxxxxxxxxxx
Depth: xxxxxxxxxxxxx Shipping Weight: xxxxxxxxxxxxxxx

Quantity: 1 **Add to Cart**

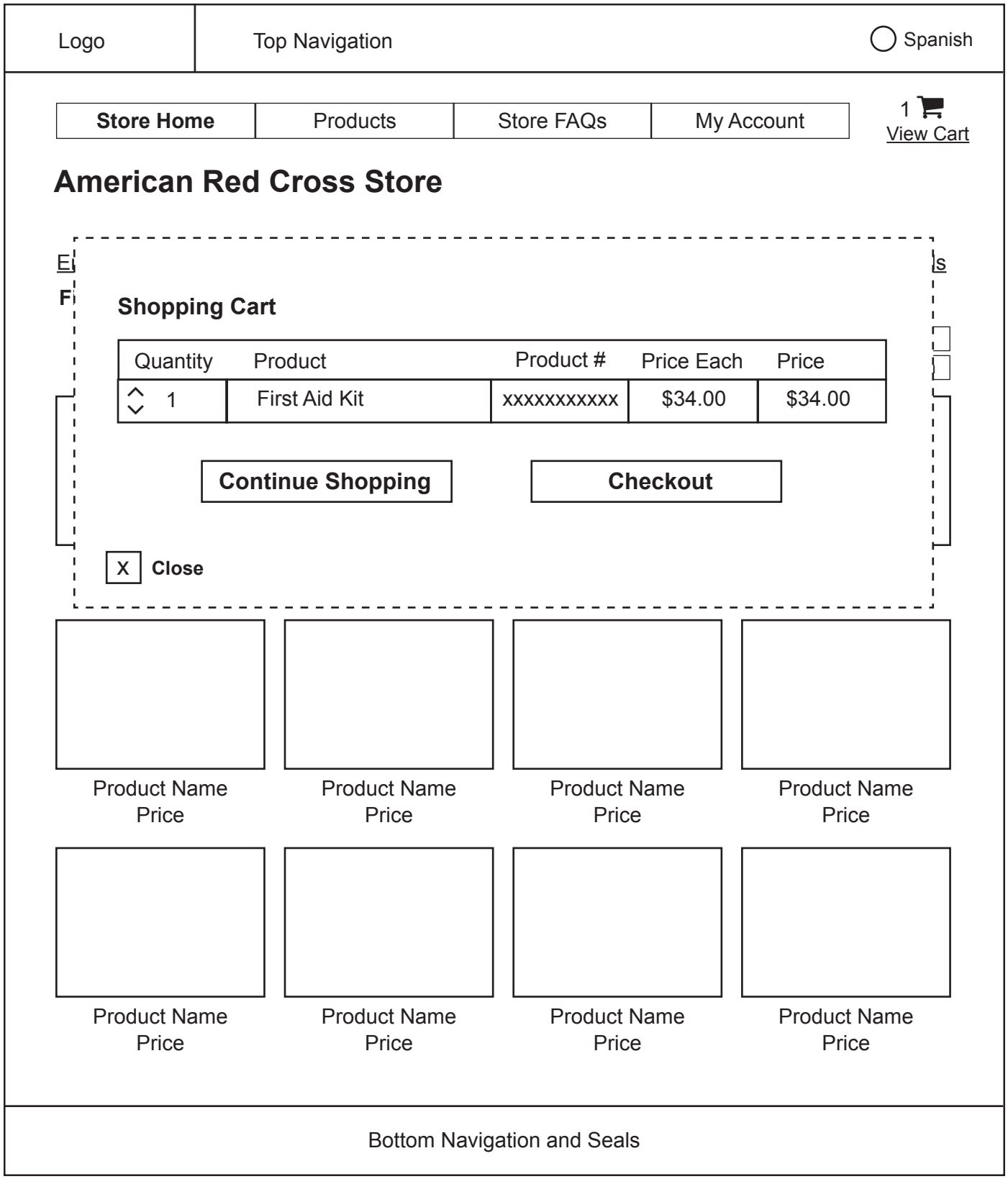
X **Close**

Price Price Price Price

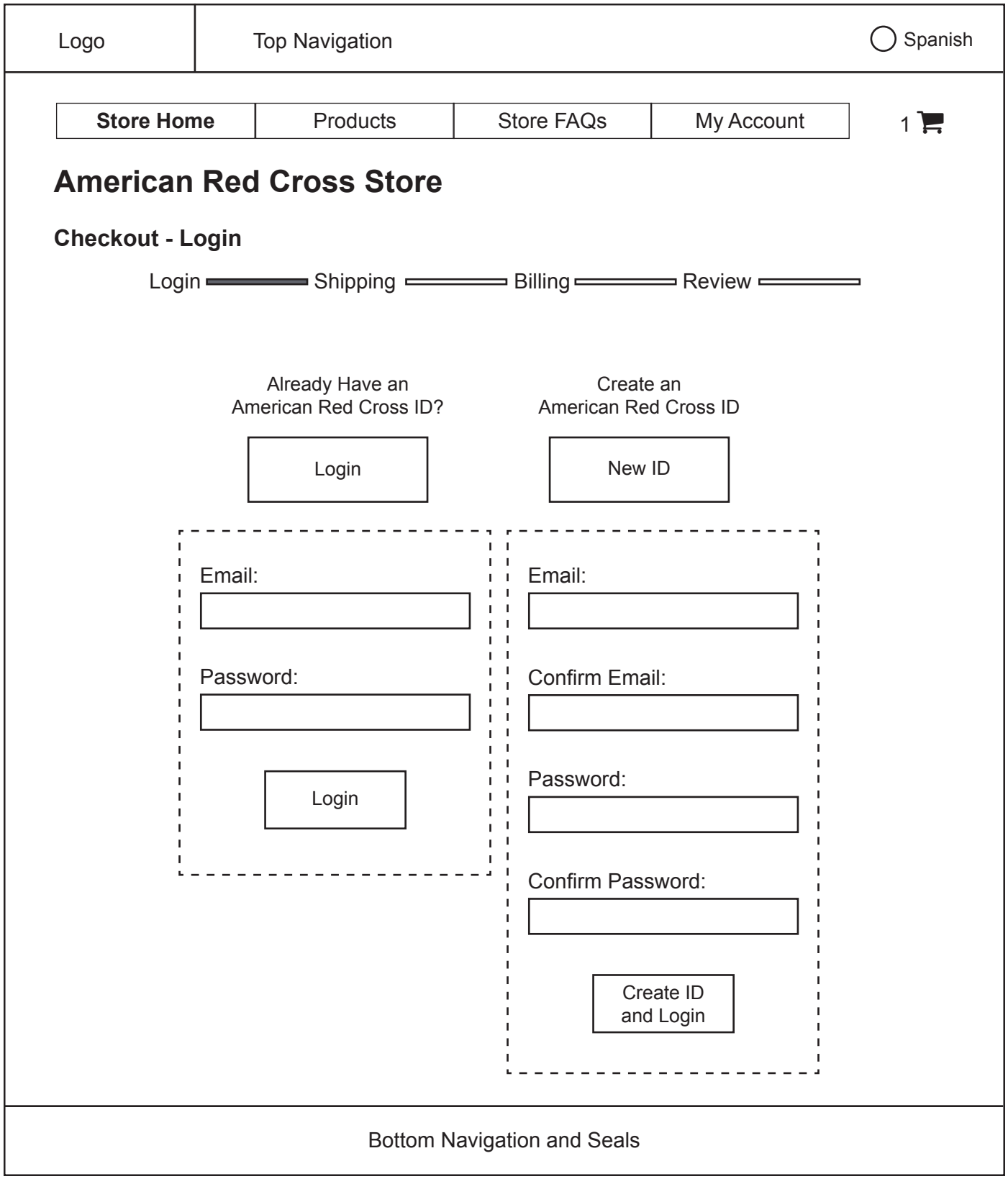
Bottom Navigation and Seals

**NOTE:** Long descriptions generate scrollbars for overflow content.

Buy a Product: Choose a Product - View Shopping Cart



Buy a Product: Checkout - Login/Create and ID



Buy a Product: Checkout - Shipping

Logo | Top Navigation | ◯ Spanish

**Store Home** | Products | Store FAQs | My Account | 1

## American Red Cross Store

### Checkout - Shipping

Login — Shipping — Billing — Review

Back

Welcome <First Name>!

Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx
Ship to this Address? ◯ yes

Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx
Ship to this Address? ◯ yes

* Indicates field is required

**Shipping Address:**

Country: * [United States]

Phone Number: *

Street Address: *

Apt/Unit:

City: *

State: *

Postal Code: *

◯ Yes, I would like to receive updates from the Red Cross Store!

Bottom Navigation and Seals

**NOTE:** Page content shifts to accommodate postings of previously-submitted addresses and phone numbers.
**NOTE:** 'Country', 'State', and 'City' auto-complete as user types.

Buy a Product: Checkout - Billing

Logo | Top Navigation | ◯ Spanish

**Store Home** | Products | Store FAQs | My Account | 1

## American Red Cross Store

### Checkout - Billing

Login — Shipping — Billing — Review

Back

Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx Bill this Address? ☐ yes

Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx Bill this Address? ☐ yes

* Indicates field is required

**Billing Address:**

Country: * (?)
United States

Phone Number: * (?)

Street Address: * (?)

Apt/Unit:

City: * (?)

State: * (?)

Postal Code: * (?)

**Credit Card:**

Credit Card Number: * (?)

Expiration: * (?)

CCV: * (?)

Bottom Navigation and Seals

**NOTE:** 'Country', 'State', and 'City' auto-complete as user types.

Buy a Product: Checkout - Review

Logo | Top Navigation | ◯ Spanish

**Store Home** | Products | Store FAQs | My Account | 1 🛒

# American Red Cross Store

## Checkout - Review

Login — Shipping — Billing — Review

◀ Back

**Shipping Address:**
Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx
**Edit**

**Billing Address:**
Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx
**Edit**

| First Aid Kit | xxxxxxxxxxx | Qty: 1 | $34.00 |
|---|---|---|---|

Subtotal: $34.00
Shipping: $3.50
**Total: $37.50**
Visa ending in: xxxx

☑ Yes, I would like to add a donation to the American Red Cross.

Amount: $ .00
**New Order Total:** $xx.xx

**Submit Order**

Verisign Logo

Bottom Navigation and Seals

Buy a Product: Checkout - Review

Logo | Top Navigation | Spanish

**Store Home** | Products | Store FAQs | My Account | 1

## American Red Cross Store

### Checkout - Review

Login — Shipping — Billing — Review

Back

**Shipping Address:**
Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx

**Edit**

**Billing Address:**
Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx

**Edit**

Processing...

Thank you for for your order!

You've enrolled in: **Adult First Aid/CPR/AED**

Check your email for updates and further information.

X **Close**

**New Order Total:** $xx.xx

Verisign Logo

Bottom Navigation and Seals

# Volunteer: Task Analysis

## Volunteer – Current Path

1. Access ‘Volunteer Opportunities’ page through any of the following routes:
    - Click ‘Get Started’ under ‘Volunteer’ on the global navigation menu on the ‘Home’ page
        a. On ‘Ways to Help’ page, click red button labeled ‘Search Openings’
    - Click ‘Volunteer Opportunities’ under ‘Volunteer’ on the global navigation menu on the ‘Home’ page
    - Click ‘Disaster Volunteers’ under ‘Volunteer’ on the global navigation menu on the ‘Home’ page
        a. On ‘Be a Disaster Volunteer’ page, click red button labeled ‘Search Openings’
    - Click ‘International Volunteers’ under ‘Volunteers’ on the global navigation menu on the ‘Home’ page
        a. On ‘Helping Internationally’ page, click text link labeled ‘Volunteering’ in the flow of body text under the ‘Volunteer’ heading
    - Click ‘Search For Openings’ in the feature section titled: ‘90% of the Red Cross Workforce are Volunteers’ on the ‘Home’ page
    - Click ‘Blood Drive Volunteer’ text link in the feature section titled: ‘90% of the Red Cross Workforce are Volunteers’ on the ‘Home’ page
        a. On ‘Volunteer’ landing page, click ‘Start Here’
    - Click ‘Disaster Volunteer’ text link in the feature section titled: ‘90% of the Red Cross Workforce are Volunteers’ on the ‘Home’ page
        a. On ‘Be a Disaster Volunteer’ page, click ‘Search Openings’
    - Click ‘Volunteer’ text link in the ‘Join +’ box in the footer of multiple pages
2. Enter zip code
3. If desired, select an option under ‘Interest’
4. Click ‘Search’
5. Click on a job title from the result set that’s automatically generated on the page
6. On the job description page, click on ‘Apply Now’, either at the top or bottom of the page.
7. On ‘Volunteer Connection’ login page, login in one of two ways:
    - If a Red Cross ID exists, then under ‘Already have a Red Cross ID?’:
        a. Enter email
        b. Enter password

c. Click ‘Sign In’

- If a Red Cross ID does not exist, then under ‘Create a Red Cross ID’:

a. Enter first name
b. Enter last name
c. If desired, use options selector to change the default country option of ‘United States’
d. Enter postal code
e. Enter email
f. Enter password
g. Enter password again to confirm
h. Click ‘Create My Red Cross ID’

8. On ‘Volunteer Application’, if user is between thirteen and seventeen years of age, click ‘Youth Application’ text link in the flow of text at the top of the page.

- On Youth Application

*Name*

a. If desired use options selector to choose a title
b. Enter first name
c. If desired, enter middle name
d. Enter last name
e. If desired, use options selector to choose a suffix

*Address*

f. Use options selector to choose an address type
g. Use options selector to choose a country
h. Enter street address
i. If desired, enter apt/suite
j. Enter city
k. Use options selector to choose a state
l. Enter postal code
m. Use options selector to choose a county (state must be selected first)

*Contact Information*

n. If desired, edit email, pre-populated with email previously entered
o. If desired, enter home phone
p. If desired, enter work phone
q. If desired, enter cell phone

*Additional Questions*

r. Select month, day, and year of birthday using options selectors provided
s. Select answer using options selector under ‘How Did You Hear About Us?’
t. Check check box verifying truth of form inputs.

*Select Chapter*

u. If desired, use options selector to choose a response to: ‘Select your closest chapter’
v. Click ‘Submit’

*Name*

9. If desired use options selector to choose a title
10. Enter first name
11. If desired, enter middle name
12. Enter last name
13. If desired, use options selector to choose a suffix

*Address*

14. Use options selector to choose an address type
15. Use options selector to choose a country
16. Enter street address
17. If desired, enter apt/suite
18. Enter city
19. Use options selector to choose a state
20. Enter postal code
21. Use options selector to choose a county (state must be selected first)

*Contact Information*

22. If desired, edit email, pre-populated with email previously entered
23. If desired, enter home phone
24. If desired, enter work phone
25. If desired, enter cell phone

*Additional Questions*

26. Select month, day, and year of birthday using options selectors provided

27. Select answer using options selector under ‘How Did You Hear About Us?’
28. Check check box verifying truth of form inputs.

*Select Chapter*

29. If desired, use options selector to choose a response to: ‘Select your closest chapter’
30. Click ‘Submit’

### Volunteer – Redesigned Path

1. Access ‘Volunteer Opportunities’ page through any of the current routes
2. If desired:
    - Login
        a. Enter email
        b. Enter password
        c. Click ‘Login’
    - Create an ID and login
        d. Enter email
        e. Confirm email
        f. Enter password
        g. Confirm password
        h. Click ‘Create ID and Login’
3. If desired, filter search result by:
    - Marking one or more of the radio buttons in the drop-down menu under ‘Select Areas of Interest’ to filter map markers displayed
    - Entering a postal code under ‘Search by Postal Code’ to filter map markers displayed
4. Review result set displayed as map markers on the ‘Volunteer Opportunities’ map
    - Click a marker to view dialogue box containing job title link and an ‘Add to Favorites’ radio button
    - Click outside the box to close
5. View a full search result set by clicking ‘View Search Results List’ (list appears between search filters and ‘Volunteer Opportunities’ map)
6. Add a job in the result set to a favorites list by checking the box under ‘Add to Favorites’
7. Click a job title link in either a:
    - Map marker dialogue box

- Result set list

8. In the generated job description light box, check ‘Add to Favorites’, or click ‘Apply for this Volunteer Job’
9. On ‘Volunteer Profile’ page, if not yet logged in, login or create and ID and log in
10. If desired, click ‘yes’ after ‘Apply for an additional job?’
    - Click a job title from favorites list
11. If desired, click ‘Back to Search’ to resume search
12. If desired, edit auto-filled Red Cross ID first name
13. If desired, enter middle initial
14. If desired, edit auto-filled Red Cross ID last name
15. Enter email
16. Enter phone number
17. If desired, check box next to ‘Additional Phone?’
    - Enter additional phone number in automatically-generated input field
18. If desired, edit country default (based on country the site is accessed from)
19. Enter street address
20. If desired, enter apt/unit
21. Enter city
22. Enter state
23. Enter postal code
24. Enter date of birth – if birthday indicates user is a minor, message about parental consent is displayed
25. If desired, enter response to ‘How Did You Hear About Us?’
26. Check to verify all form content is accurate
27. Click ‘Submit Profile’

### Volunteer – Interface Changes

1. Made filters optional for searches to avoid over-constriction
2. Integrated all search tools and result sets onto a single page
3. Allowed use to login or create an ID at any time during search
4. Allowed user to store preferred jobs in a favorites list that can be accessed while filling out profile form
5. Only displayed additional phone fields after user prompts the system
6. Discarded the ‘Youth Application’ path by flagging youth birth dates as they are inputted, and responding with a message about parental consent
7. Replaced select options response for ‘How did you hear about us?’ with a text box

Volunteer: Volunteer Opportunities - Search Volunteer Jobs

Logo | Top Navigation | ◯ Spanish

## Volunteer Opportunities **Search Jobs**

Photo:
Red Cross Volunteers

Volunteers carry out 90% of the humanitarian work of the Red Cross. We have volunteer opportunities to match a wide range of interests and time commitments.

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

View Search Results List

Select Areas of Interest ⌄

Search by Postal Code:

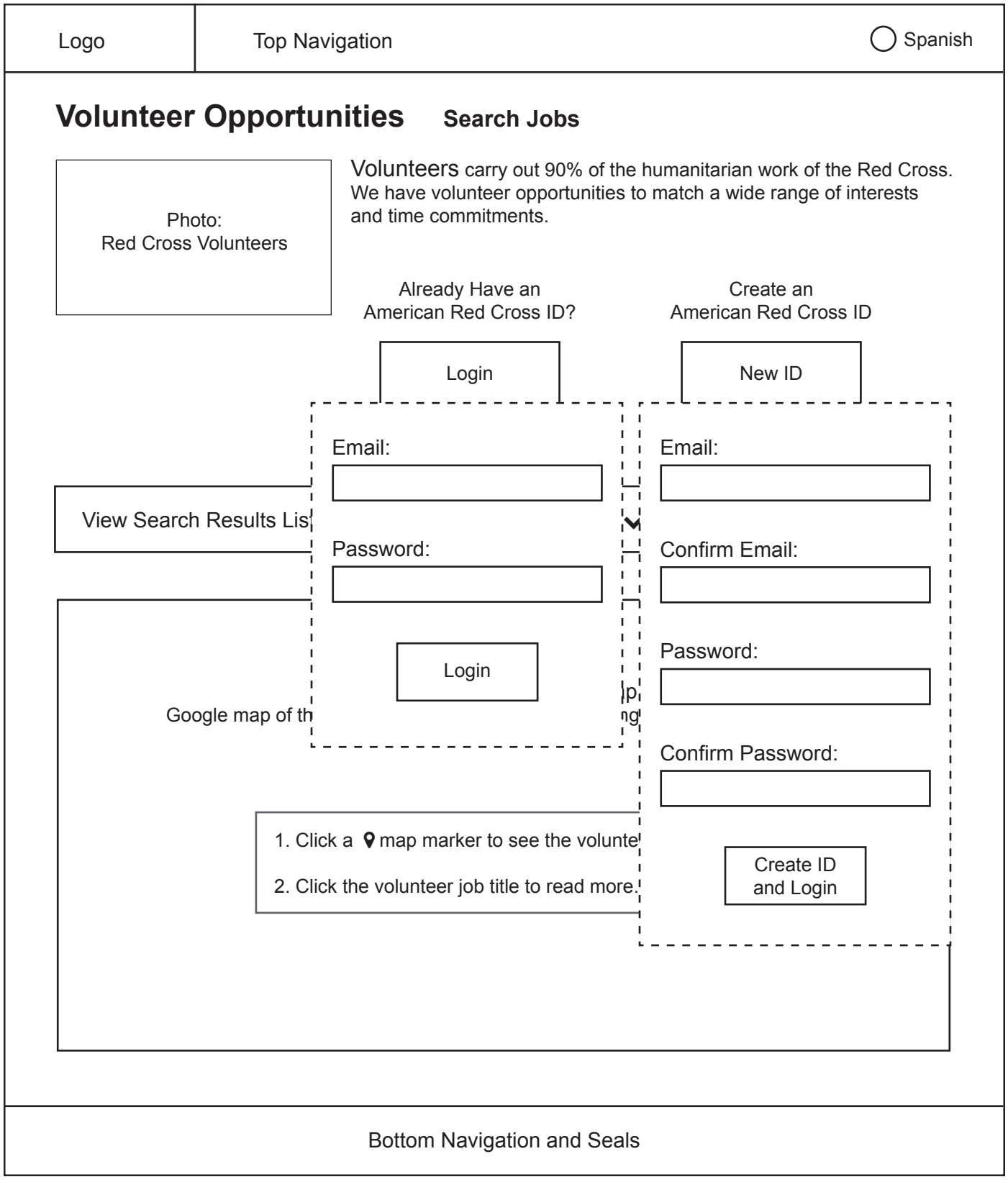
Volunteer Opportunities Map
Google map of the US with map marker icons indicating volunteer job locations.

1. Click a 📍 map marker to see the volunteer job title.
2. Click the volunteer job title to read more.

Bottom Navigation and Seals

**NOTE:** This map can be zoomed and manipulated. This map defaults to whatever country the site is viewed in, and automatically populates map markers. Postal codes change accordingly

Volunteer: Volunteer Opportunities - Search Volunteer Jobs



Volunteer: Volunteer Opportunities - Search Volunteer Jobs

Logo | Top Navigation | ◯ Spanish

## Volunteer Opportunities **Search Jobs**

Photo:
Red Cross Volunteers

Volunteers carry out 90% of the humanitarian work of the Red Cross. We have volunteer opportunities to match a wide range of interests and time commitments.

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

View Search Results List

Select Areas of Interest

- Blood Services ☐
- Communications ☐
- Disaster Preparedness ☐
- Fundraising ☐
- Administration ☐
- Nursing/Health Care ☐
- Military/Veteran Services ☐
- Youth Services ☐
- Disaster Services ☐
- Leadership ☐
- International Services ☐

Search by Postal Code:

Google map of the US w unteer job locations.

1. Click a ob title.
2. Click the

Bottom Navigation and Seals

Volunteer: Volunteer Opportunities - Search Volunteer Jobs

Logo | Top Navigation | ◯ Spanish

## Volunteer Opportunities **Search Jobs**

Photo:
Red Cross Volunteers

Volunteers carry out 90% of the humanitarian work of the Red Cross. We have volunteer opportunities to match a wide range of interests and time commitments.

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

View Search Results List

Select Areas of Interest

Search by Postal Code:

Volunteer Opportunities Map
Google map of the US with map marker icons indicating volunteer job locations.

1. Click a map marker to see the volunteer job title.
2. Click the volunteer job title to read

Biomedical Transportation Specialist

**Add to Favorites**

Bottom Navigation and Seals

Volunteer: Volunteer Opportunities - Search Volunteer Jobs

Logo | Top Navigation | ◯ Spanish

View Search Results List | Select Areas of Interest ⌄ | Search by Postal Code: [ ]

**Search Results**

| Region | Volunteer Job Title (Click to View) | Add to Favorites |
|---|---|---|
| SE Michigan | Head Blood Collections Coordinator | ☐ |
| Central Nevada | Assistant Biomedical Specialist | ☐ |
| Eastern Ohio | Blood Transport Assistant | ☐ |
| Boston Metro | Biomedical Transporter | ☐ |

Volunteer Opportunities Map
Google map of the US with map marker icons indicating volunteer job locations.

Bottom Navigation and Seals

**NOTE:** Search result list appears between search filters and 'Volunteer Opportunities Map'.

Volunteer: Volunteer Opportunities - Search Volunteer Jobs

| Logo | Top Navigation | ◯ Spanish |
|---|---|---|

**Volunteer Job Title: Biomedical Transportation Specialist**

| | |
|---|---|
| Location: | Southeast Michigan |
| Description: | * Distribute blood to area hospitals as routine or 'stat' deliveries.<br>* Transport blood and blood products from blood collection sites to laboratories for processing.<br>* Pick up and return boxes, as needed.<br>* Complete required paperwork and obtain signatures.<br>* Communicate and share feedback between Red Cross personnel and customers.<br>* Drive safely and responsibly. |
| Time Commitment: | Variable; preferred 1 shift/month |
| Qualifications: | * Willingness to support the Red Cross mission.<br>* Valid driver's license and 3 years driving experience.<br>* Familiarity with geographic area and driving routes.<br>* Current car registration and insurance.<br>* Familiarity with geographic area and driving routes. |
| Training: | * American Red Cross Volunteer Orientation<br>* Transportation Specialist Training. |

▢ **Add to Favorites**

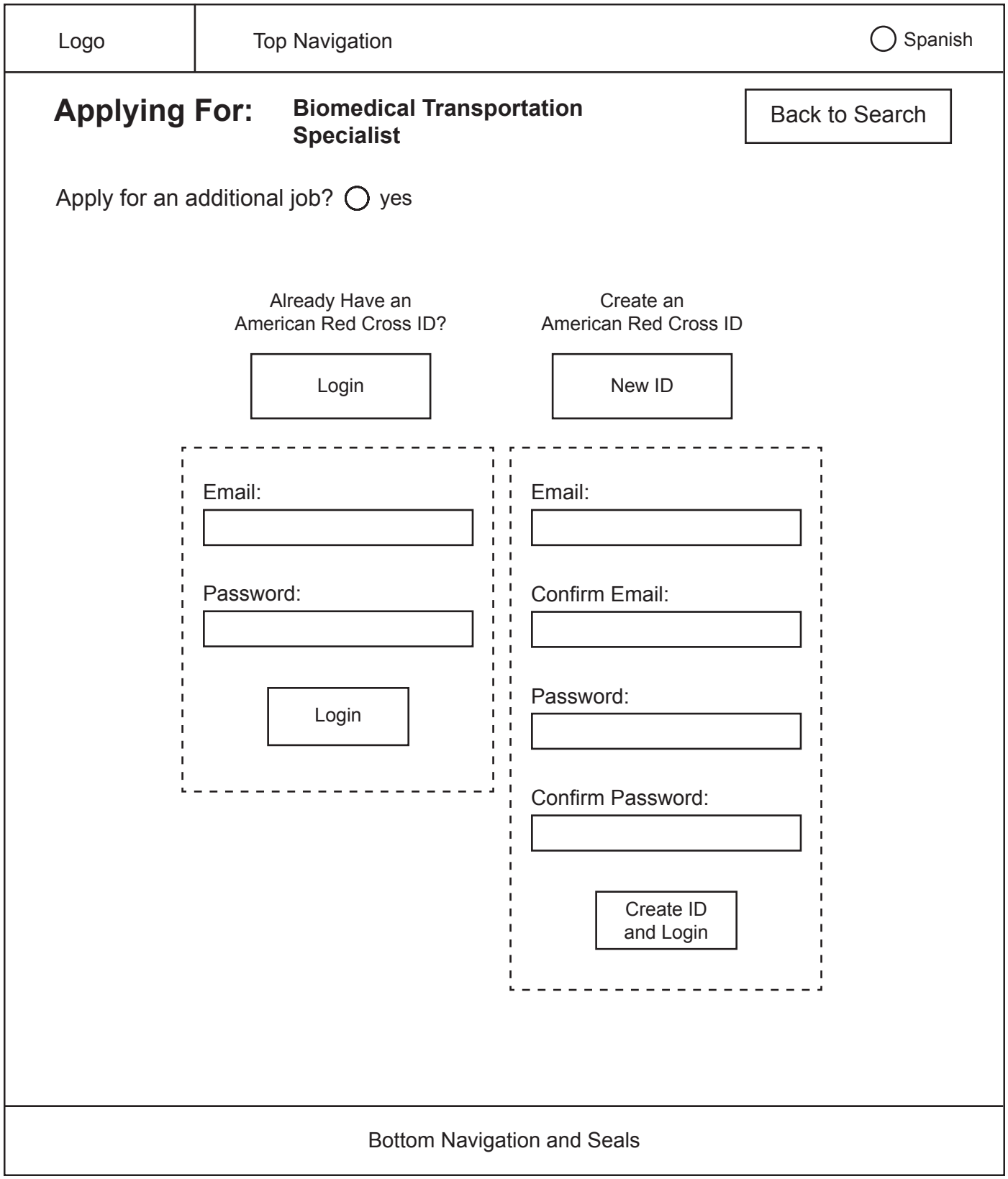
[X] **Close**

**Apply for this Volunteer Job**

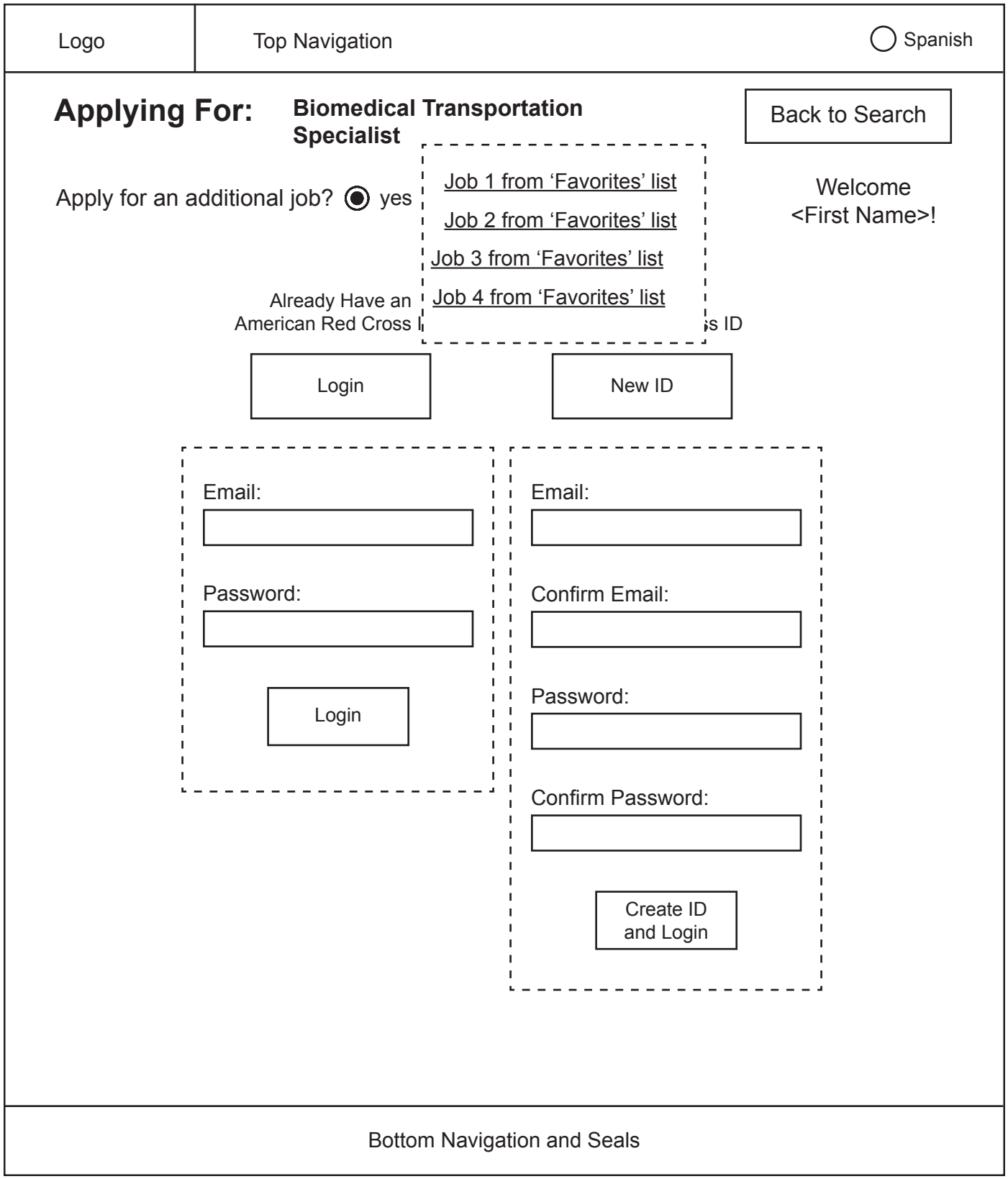
Bottom Navigation and Seals

**NOTE:** Long descriptions generate scrollbars for overflow content.

Volunteer: Volunteer Opportunities - Volunteer Profile



Volunteer: Volunteer Opportunities - Volunteer Profile



Volunteer: Volunteer Opportunities - Volunteer Profile

| Logo | Top Navigation | ◯ Spanish |
|---|---|---|

**Applying For:** **Biomedical Transportation Specialist**

Back to Search

Apply for an additional job? ◯ yes

* Indicates field is required

**Contact Information**

First Name: * Red Cross ID First Name

Middle Initial:

Last Name: * Red Cross ID Last Name

Email: * Red Cross ID email

Phone Number: *

Additional Phone? ☐ ✔

Country: * United States

Phone Number:

Street Address: *

Apt/Unit:

City: *

State: *

Postal Code: *

Date of Birth: *

How Did You Hear About Us?

Volunteers must be at least 13 years of age. Parental consent is required of volunteers aged 17 and younger after application approval.

Bottom Navigation and Seals

**NOTE:** Message for youth volunteers is generated if birthday entered indicates user is a minor.

Volunteer: Volunteer Opportunities - Volunteer Profile

| Logo | Top Navigation | ◯ Spanish |
|---|---|---|

**Applying For:** **Biomedical Transportation Specialist**

Back to Search

Apply for an additional job? ◯ yes

☐ I verify that all of the above information is true. Any intentionally false information disqualifies me from serving in any position at the American Red Cross. I understand this application is for an unpaid position. I agree to all training and verification as applicable.

Submit Profile

Processing...

You've applied for: Biomedical Transportation Specialist

Check your email for updates about your application status.
Thank you for your interest in volunteering with the American Red Cross!

Bottom Navigation and Seals

## Tell Your Story: Task Analysis

### Tell Your Story – Current Path

1. Access ‘Red Cross Stories page through any of the following routes:
    - In the global navigation menu, under ‘About Us’, click ‘Red Cross Stories’
    - Click ‘Tell Your Story’ at top of page
    - In the global navigation menu, click ‘Volunteer’
        a. Click ‘Red Cross Stories’ in top navigation
        b. Scroll down page
        c. Click ‘Tell Your Story’ at bottom of page
2. If not logged in, log in with one of two methods:
    - Click ‘Sign In’ link
        a. Type email address into text box under ‘Email Address’
        b. Type password into text box under ‘Password’
        c. Click ‘Sign In’
        d. Click ‘Red Cross Stories’ in global navigation
        e. Click ‘Tell Your Story’ at bottom of page
    - Create a new account
        a. Enter first name
        b. Enter last name
        c. Check box to share first and last name, if desired
        d. Enter postal code
        e. Enter email
        f. Enter password
        g. Enter password again to confirm
        h. If desired, check check-box to subscribe to Red Cross emails
3. Enter title of story
4. Type story in text box provided
5. Attach a photo, if desired
6. If desired, select relevant tags(s) for story by using checkboxes
7. If desired, select relevant options from checkboxes under ‘I am a...’
8. Check check box to agree to privacy policy
9. Click ‘Submit My Red Cross Story’

**Tell Your Story – Redesigned Path**

1. Access ‘Red Cross Stories’ page through any of the following routes:
    - In the global navigation menu, under ‘About Us’, click ‘Red Cross Stories
        a. Click ‘Tell Your Story’ at top of page
        b. Click ‘Tell Your Story’ at bottom of page
2. On ‘Red Cross Stories’, if desired click any of the story links or the feature link in the left corner
    - If desired, view a video of the story in a lightbox
3. Click ‘Tell Your Story’
4. If not logged in, log in with one of two methods:
    - Login:
        a. Enter email
        b. Enter password
        c. Click ‘Login’
    - Create an ID:
        d. Enter email
        e. Confirm email
        f. Enter password
        g. Confirm password
5. Enter title of story
6. Type story
7. Check all appropriate boxes under ‘My Story is About:’
8. Check all appropriate boxes under ‘I am a...’
9. Upload video file
10. If desired, upload a photo file
11. Attach a photo, if desired
12. Check box to agree to Privacy Policy
13. Click ‘Submit My Red Cross Story’

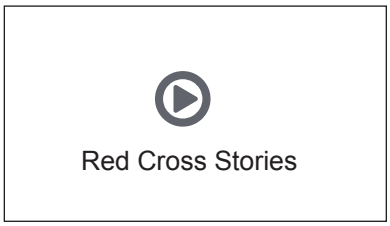
**Tell Your Story – Interface Changes**

- Placed link to ‘Tell Your Story’ page at the top of ‘Red Cross Stories’ page
- Increased the prominence of the ‘Sign In’ link
- Placed fields underneath their respective headings
- Visually associated “(optional)” with “My Story is About...” and “I am a...” headings

Red Cross Stories

Logo | Top Navigation | ◯ Spanish

## Red Cross Stories




Red Cross Stories are told firsthand, by individuals using a video camera.

**Tell Your Story**

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

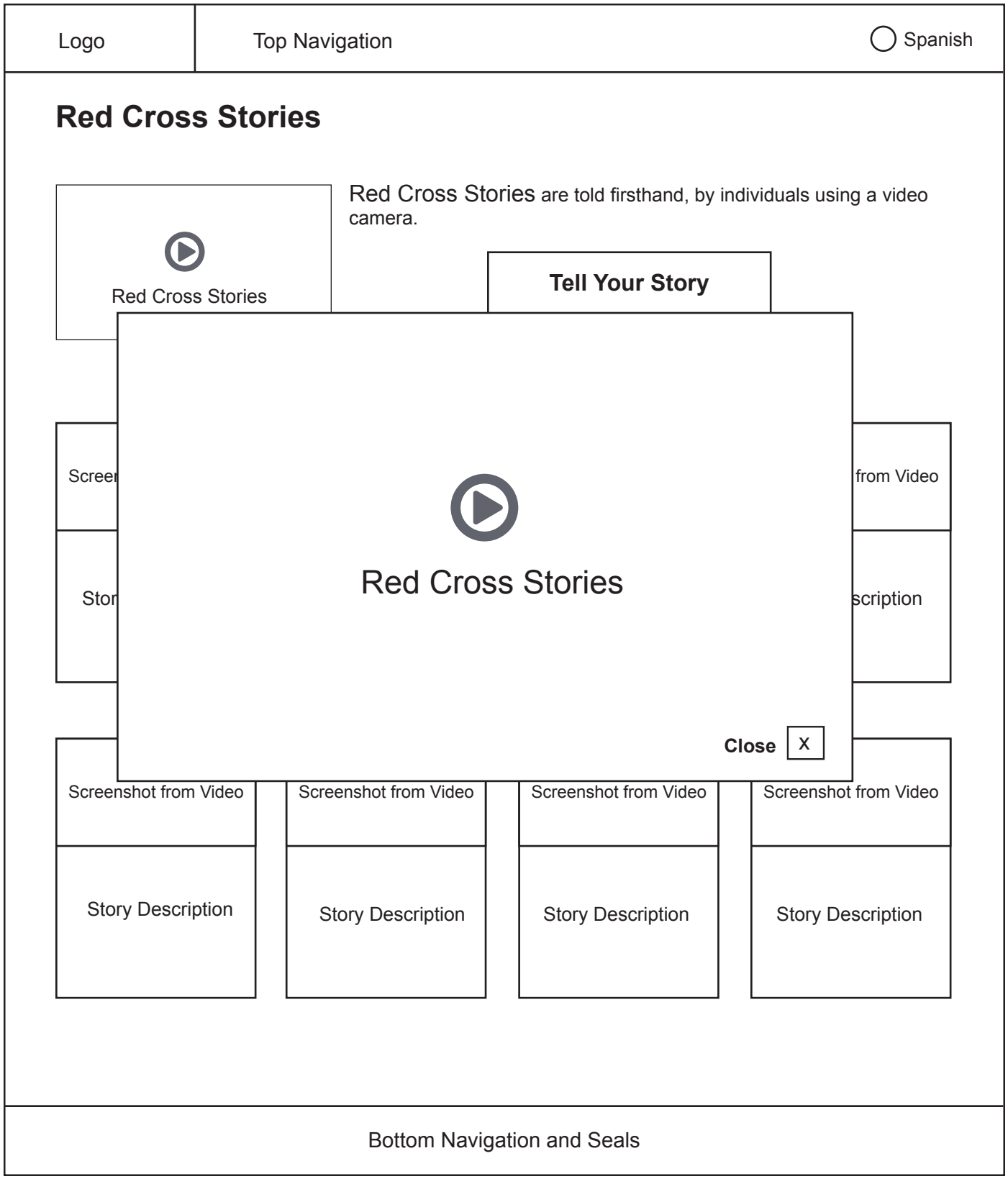
New ID

| Screenshot from Video | Screenshot from Video | Screenshot from Video | Screenshot from Video |
|---|---|---|---|
| Story Description | Story Description | Story Description | Story Description |

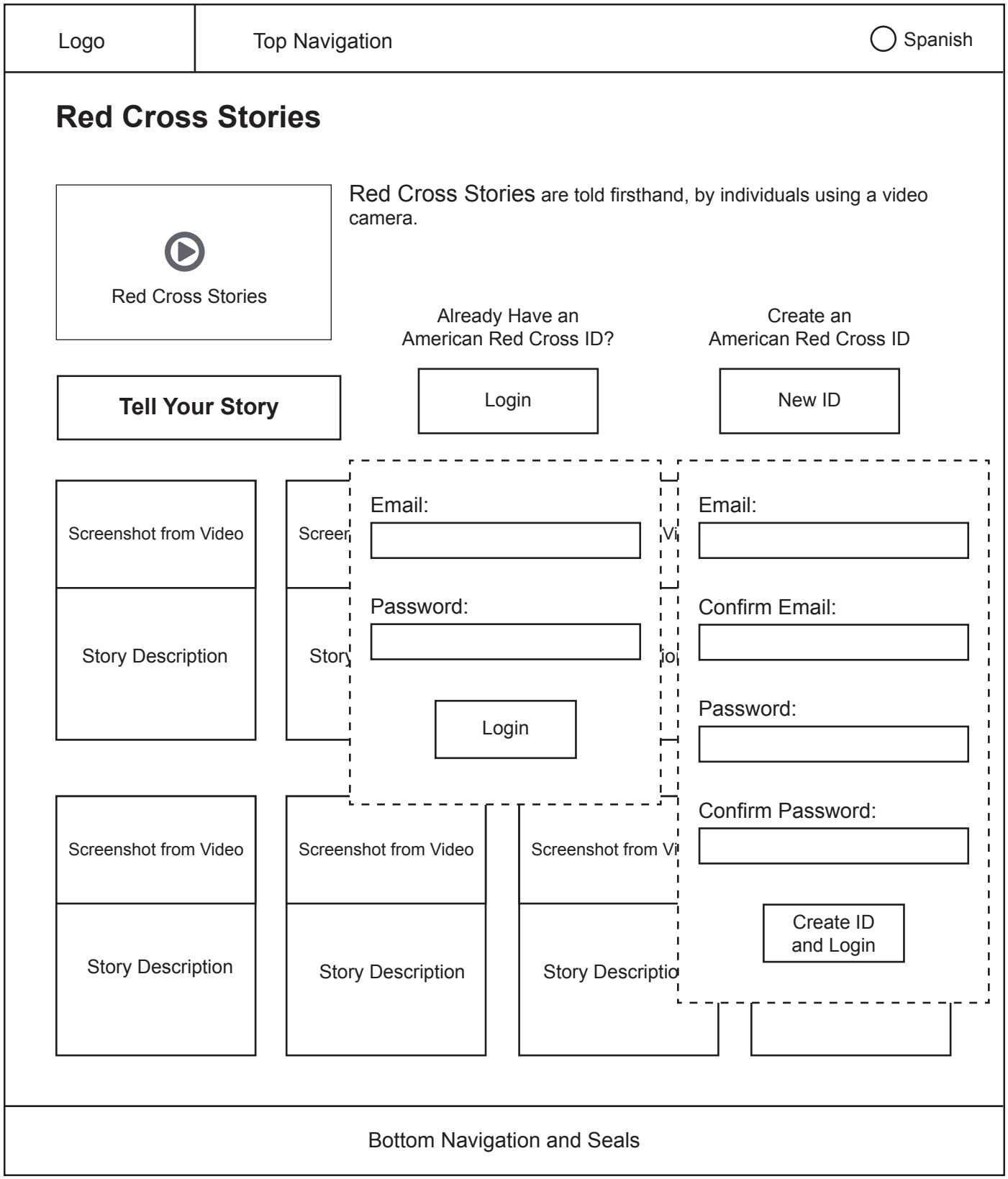
| Screenshot from Video | Screenshot from Video | Screenshot from Video | Screenshot from Video |
|---|---|---|---|
| Story Description | Story Description | Story Description | Story Description |

Bottom Navigation and Seals

Red Cross Stories



Red Cross Stories



Red Cross Stories: Tell Your Story

| Logo | Top Navigation | ◯ Spanish |
|---|---|---|

## Red Cross Stories Tell Your Story

**Title of Story:**

**Your Story:**

**My Story is About:**

- ☐ **Disaster Relief**
- ☐ **Life Saving Blood**
- ☐ **Health & Safety**
- ☐ **International Services**
- ☐ **Military Families**

**I am a...**

- ☐ **Blood Donor**
- ☐ **Financial Donor**
- ☐ **Recipient of Services**
- ☐ **Red Cross Instructor**
- ☐ **Rescue Worker**
- ☐ **Volunteer**

**Upload a Video:**

Choose File No file chosen

Maximum File Size: 1000 MB
Allowed formats: asf, avi, dat, mpeg

**Upload a Photo:**

Choose File No file chosen

Maximum File Size: 5 MB
Allowed formats: png, gif, jpg, jpeg

☐ By checking this box, you agree to the User Generated Content License. Review our Privacy Policy.

Submit My Red Cross Story

Bottom Navigation and Seals

## Register for a Class: Task Anaylsis

### Register for a Class – Current Path 1

1. Click ‘Training and Certification’ from the top global navigation
2. Click ‘Find Classes’ under ‘Training & Certification’ in global navigation
3. Select a class type from options selector
4. Accept default location or enter new location
5. Click ‘Find Classes’
6. View search results
7. Click ‘Take This Class’
8. Click ‘Check Out’
9. If not logged in, log in with one of two methods:
    - Sign in using the sign-in fields on the right-hand side of the page
        a. Type email address into text box under ‘Email Address’
        b. Type password into text box under ‘Password’
        c. Click ‘Sign In’
    - Create a new account
        a. Type first name into text box next to ‘First Name’
        b. Type last name into text box next to ‘Last Name’
        c. Check box to share first and last name, if desired
        d. Type postal code into text next to ‘Postal Code’
        e. Type email address into text box next to ‘Email Address’
        f. Type password into text box next to ‘Password’
        g. Type password again into text box next to ‘Confirm Password’
        h. Check or leave unchecked box to sync old Red Cross account
        i. Uncheck or leave checked box to subscribe to Red Cross emails
        j. Click ‘Create Account’
10. Choose payment method
11. Enter payment information
    - If using saved payment method:
        a. Type security code into text box next to “Security Code (CVV)”
    - If using new payment method:

   a. Type credit card number into text box
   b. Select expiration month of credit card from options selector
   c. Select expiration month of credit card from option selector
   d. Type first name into text box next to ‘First Name’
   e. Type last name into text box next to ‘Last Name’
   f. Type security code into text box next to ‘Security Code (CVV)’
   g. Type first line of address into text box next to ‘Address Line 1’
   h. Type second line of address into text box next to ‘Address Line 2’ (optional)
   i. Type city into text box next to ‘City’
   j. Select country from options selector
   k. Select state from state selector
   l. Type postal code into text box next to ‘Postal Code’
   m. Type phone number into text box next to ‘Phone Number’

12. Enter promo code (optional)
    - Click ‘Have a promo code?’ link
    - Type promo code into text box under ‘Coupon Code’
    - Click ‘Apply
13. Click ‘Submit Payment’

### Register for a Class – Current Path 2

Click ‘Training and Certification’ from the top global navigation

14. Click desired class type under ‘Discover Our Top Programs’
15. Find a specific class
    - Use search bar
      a. Enter location in search bar
      b. Click ‘Find a Class’
    - Browse class types under ‘Top Training Opportunities’
      a. If necessary, click tabs under ‘Top Training Opportunities’ to narrow down classes
      b. Click ‘Find a Class’
16. View search results and narrow search if necessary
    - If user has not allowed access to their location
      a. Click ‘Change Class Type + Location’

b. Enter location in text box under ‘Location’
c. Choose search radius from options selector
d. Search results load asynchronously

- If user has allowed access to their location
    a. (Current Path 1: Steps 7-13)

### Register for a Class – Redesigned Path

1. If desired, login or create an ID and login at any time
    - Login:
        a. Enter email
        b. Enter password
        c. Click ‘Login’
    - Create an ID:
        d. Enter email
        e. Confirm email
        f. Enter password
        g. Confirm password
        h. Click ‘Create ID and Login’
2. If desired, filter search result by:
    - Entering a postal code under ‘Search by Postal Code’ to filter map markers displayed
    - Selecting one or more class types using the drop-down check-box menu
3. Review result set displayed as map markers on the ‘Classes Map’
    - Click a marker to view dialogue box containing class title link and an ‘Add to Favorites’ radio button
    - Click outside the box to close
4. View a full search result set by clicking ‘Find Classes’ (list appears between search filters and ‘Classes Map’
5. If desired, add a class in the result set to a favorites list by checking the box under ‘Add to Favorites’
6. Click a class title link in either a:
    - Map marker dialogue box
    - Result set list
7. In the generated class description light box, check ‘Add to Favorites’, or click ‘Enroll’

8. In ‘Shopping Cart’ lightbox, click ‘Checkout’

*Login*

9. Login if not already logged in

*Billing*

10. If desired, check ‘yes’ next to any name/address already submitted in previous site visits; otherwise input a new billing address:
    a. Change country from default of ‘United States’, if necessary
    b. Enter phone number
    c. Enter street Address
    d. If desired, enter apt /unit
    e. Enter city
    f. Enter state
    g. Enter postal code
11. Enter credit card number
12. Enter expiration date
13. Enter CCV number

*Review*

14. Review all input – if desired, edit shipping address, billing address, and/or quantity of products in the cart
15. If desired, check ‘yes’ next to: ‘Yes, I would like to add a donation to the American Red Cross.’
    - Enter amount to donate in the automatically-generated form fields under this question
16. Click ‘Submit Order’

## Register for a Class – Interface Changes

- Removed duplicate class search box at bottom of page
- Consolidated checkout process into 4 steps: ‘Login’, ‘Billing’, ‘Review’
- Included interactive ‘Classes Map’ as an alternate view for result sets
- Decreased visual prominence of ‘Edit My Choices’ tab

Register for a Class: Search Classes

Logo | Top Navigation | ◯ Spanish

## Register for a Class **Search Classes**

0 View Cart

Photo: Red Cross Classes

Red Cross Classes offer expert training in a life-saving skills, such as first aid, CPR, lifeguarding and water safety, and even employee training.

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

Search by Zip Code:

Select a Class Type

Find Classes

Classes Map

Google map of the US with map marker icons indicating class locations.

1. Click a map marker to see classe
2. Click the class title to read more.

Adult First Aid/CPR/AED

**Add to Favorites**

Bottom Navigation and Seals

**NOTE:** This map can be zoomed and manipulated. This map defaults to whatever country the site is viewed in, and automatically populates map markers. Postal codes change accordingly.

Register for a Class: Search Classes

Logo | Top Navigation | ◯ Spanish

## Register for a Class **Search Classes**

0
View Cart

Photo: Red Cross Classes

Red Cross Classes offer expert training in a life-saving skills, such as first aid, CPR, lifeguarding and water safety, and even employee training.

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

Search by Zip Code:

Select a Class Type

- First Aid
- AED
- Babysitting & Child Care
- Lifeguarding
- Certified Nursing Assistant
- CPR
- BLS
- Swimming & Water Safety
- EMT
- Employee Training

Find Classes

Google map of the US w unteer job locations.

1. Click a area.
2. Click the

Bottom Navigation and Seals

Register for a Class: Search Classes

Logo | Top Navigation | ◯ Spanish

## Register for a Class

**Search Classes**

1 View Cart

Search by Zip Code:

Select a Class Type

Find Classes

**Search Results**

| Dates | Times | Class Title (Click to View) | Fee | Add to Favorites |
|---|---|---|---|---|
| APR 3, 2016<br>APR 19, 2016 | 9:00AM to<br>9:50AM | Adult First Aid/CPR/AED | $80.00 | ☑ |
| XXX xx, xxxx<br>XXX xx, xxxx | XX:XXxx to<br>XX:XXxx | xxxxxxxxxxxxxxxxxx | $xx.xx | ☐ |
| XXX xx, xxxx<br>XXX xx, xxxx | XX:XXxx to<br>XX:XXxx | xxxxxxxxxxxxxxxxxx | $xx.xx | ☐ |
| XXX xx, xxxx<br>XXX xx, xxxx | XX:XXxx to<br>XX:XXxx | xxxxxxxxxxxxxxxxxx | $xx.xx | ☐ |

**SORT BY**

Month

Week Day

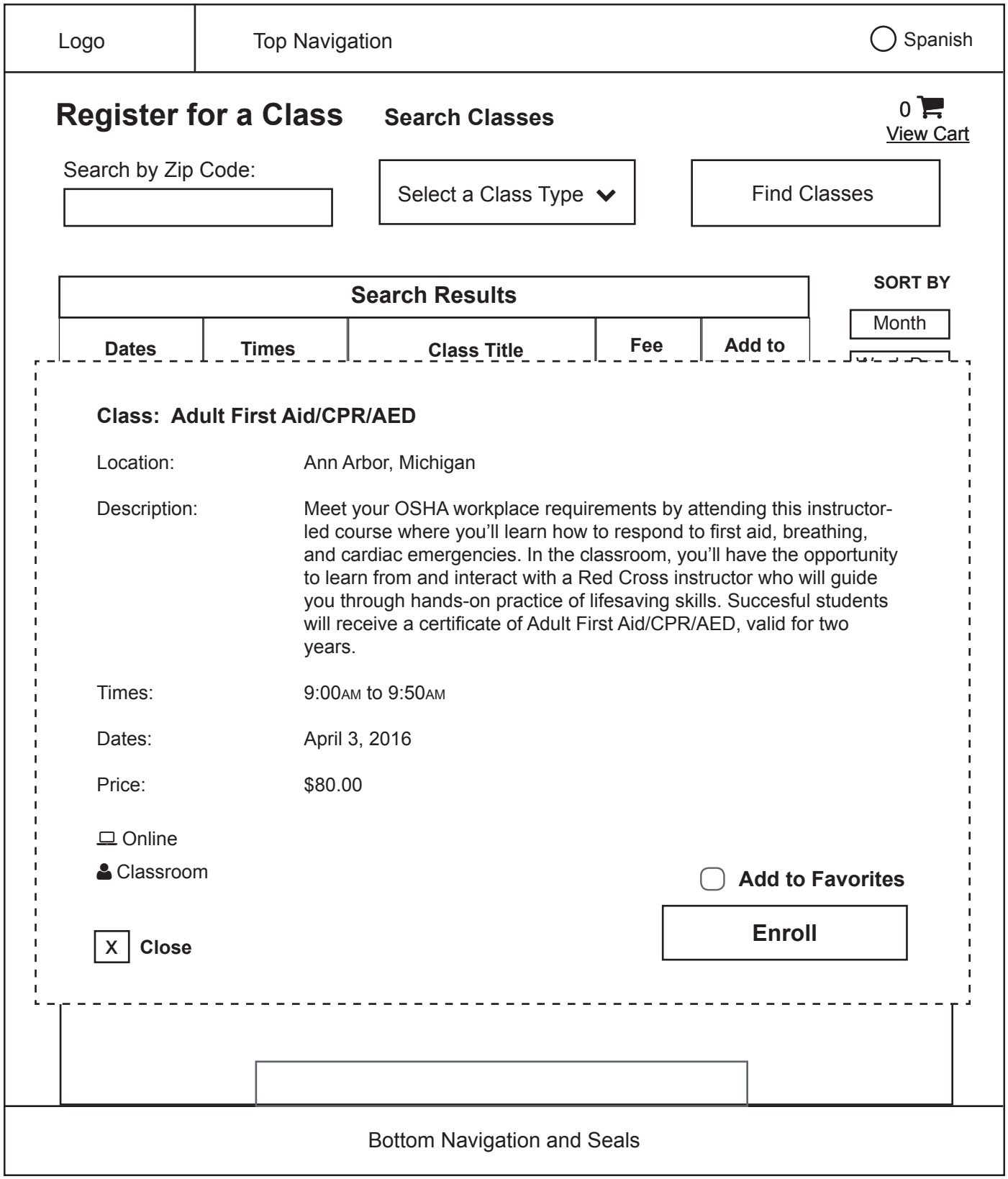
Classes Map

Google map of the US with map marker icons indicating class locations.

Bottom Navigation and Seals

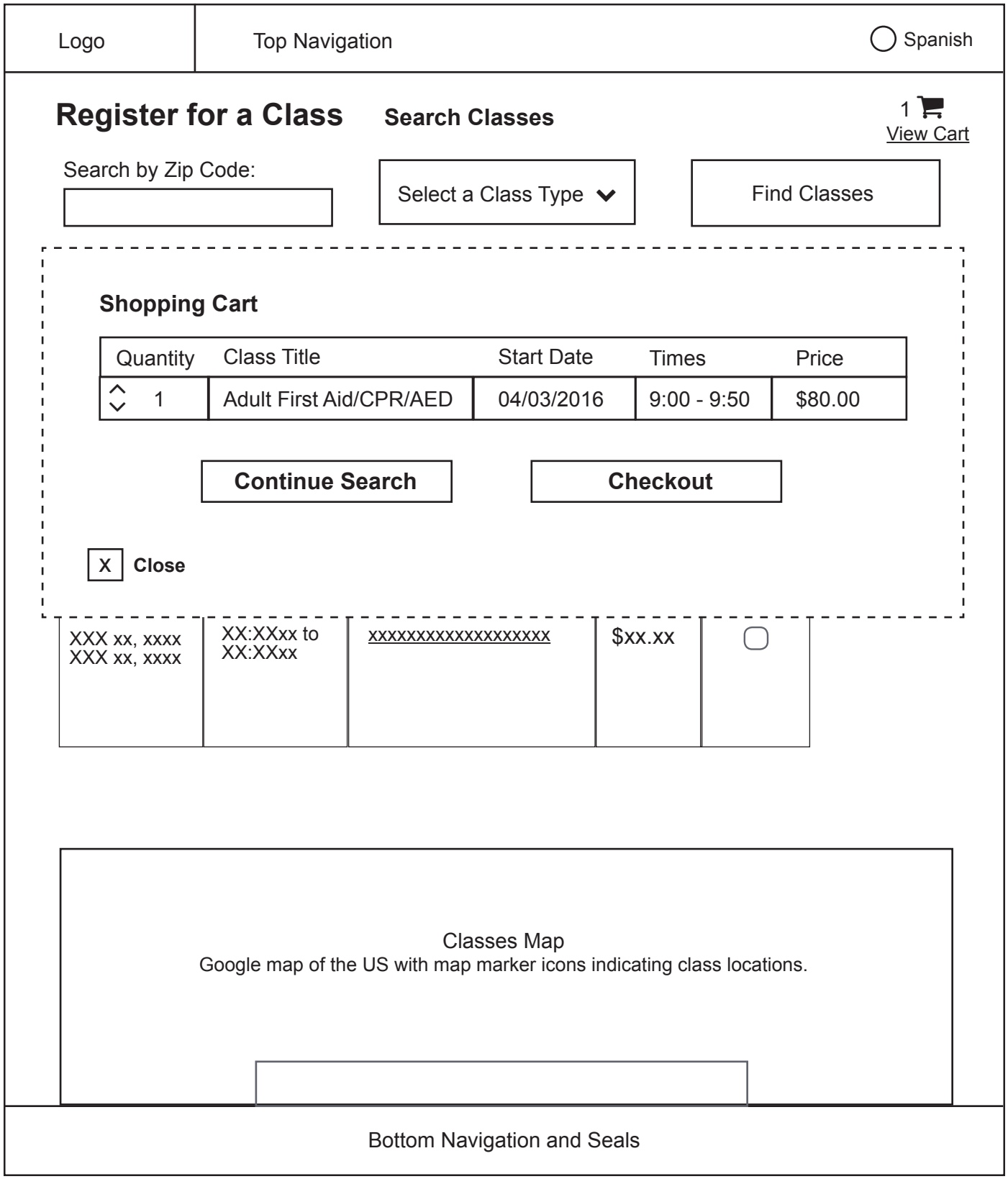
**NOTE:** This result set appears between the search controls and the Google map.

Register for a Class: Search Classes

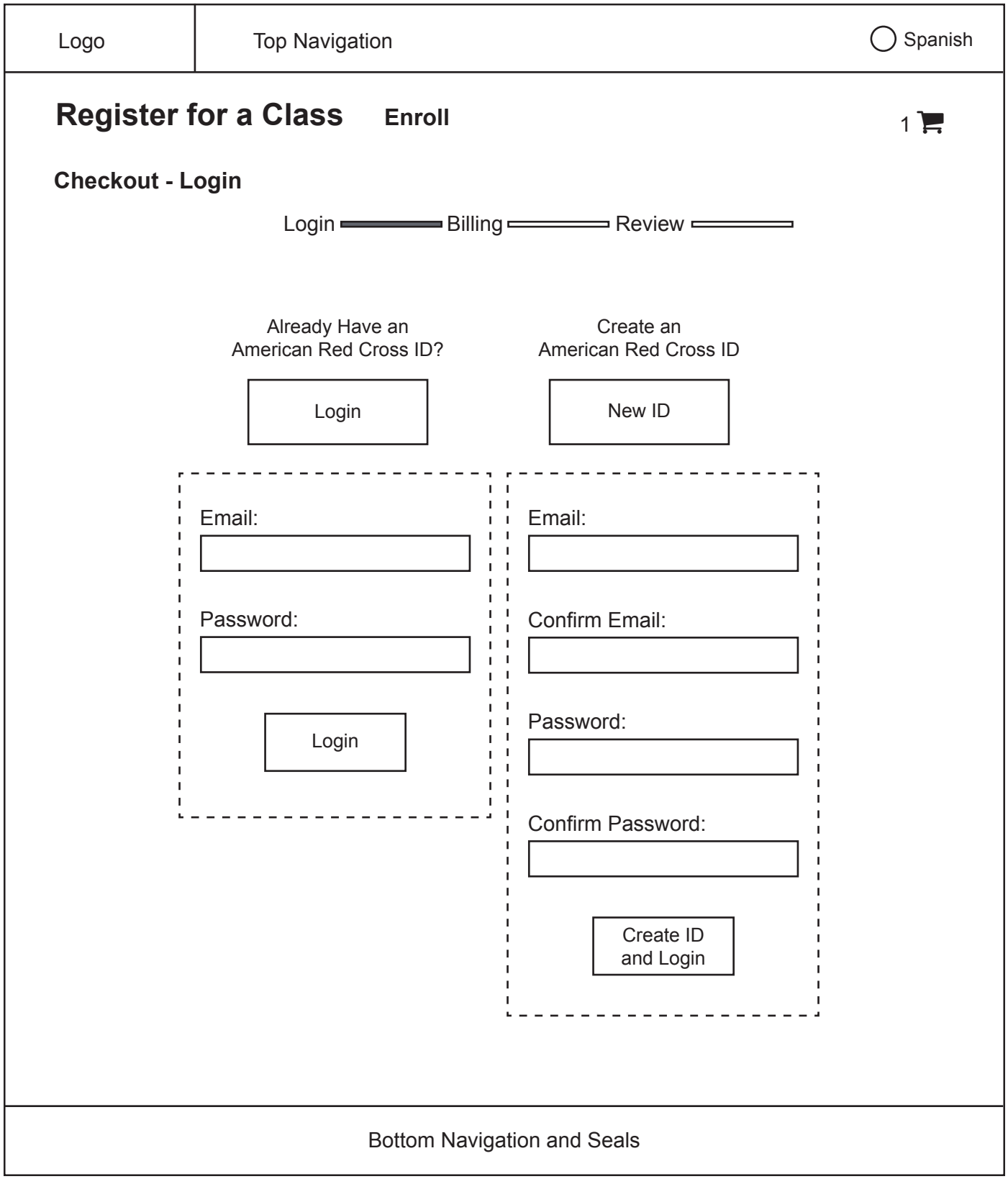



**NOTE**: Long descriptions generate scrollbars for overflow content.

Register for a Class: Search Classes



Register for a Class: Pay for Class



Register for a Class: Pay for Class

Logo | Top Navigation | ◯ Spanish

**Register** | Classes | Classes FAQs | My Account | 1

## Register for a Class

Back to Search

### Checkout - Billing

Welcome <First Name>!

Login — Billing — Review

Back

Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx Bill this Address? ☐ yes

Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx Bill this Address? ☐ yes

* Indicates field is required

**Billing Address:**

Country: * (?)
United States

Phone Number: * (?)

Street Address: * (?)

Apt/Unit:

City: * (?)

State: * (?)

Postal Code: * (?)

**Credit Card:**

Credit Card Number: * (?)

Expiration: * (?)

CCV: * (?)

Bottom Navigation and Seals

Register for a Class: Pay for Class

Logo | Top Navigation | ◯ Spanish

**Register** | Classes | Classes FAQs | My Account | 1 🛒

# Register for a Class

Back to Search

## Checkout - Review

Login ——— Billing ——— Review ———

◀ Back

**Billing Address:**
Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx

**Edit**

| | | | |
|---|---|---|---|
| Adult First Aid/CPR/AED | Washtenaw County | Qty: 1 | $80.00 |

Subtotal: $80.00

**Total: $80.00**

Visa ending in: xxxx

☑ Yes, I would like to add a donation to the American Red Cross.

Amount: $ .00

**New Order Total:** $xx.xx

**Submit Order**

Verisign Logo

Bottom Navigation and Seals

Register for a Class: Pay for Class

Logo | Top Navigation | Spanish

**Register** | Classes | Classes FAQs | My Account | 1

## Register for a Class

Back to Search

**Checkout - Review**

Login — Billing — Review

Back

**Billing Address:**
Customer Name
xxxx Street Name
City, State xxxxx
(xxx)-xxx-xxxxx

Processing...

**Edit**

Thank you for registering for:

Adult First Aid/CPR/AED

Check your email for updates and further information.

X **Close**

Amount: $ .00

**New Order Total:** $xx.xx

**Submit Order**

Verisign Logo

Bottom Navigation and Seals

# Submit a Request for Emergency Communication: Task Analysis

## Submit a Request for Emergency Communication – Current Path

1. Access ‘Submit a Request’ page through any of the following routes:
    - In the global navigation, under ‘Get Help’, click ‘Emergency Communications’
        a. Scroll down page
        b. Click ‘Submit a request’ link
    - In the global navigation, under ‘Get Help’, click ‘Contact & Locate Loved Ones’
        a. Scroll down page
        b. Click ‘Emergency Communications’ link
        c. Scroll down page
        d. Click ‘Submit a request’ link
2. Review instructions at top of page
3. Open a new request by one of two ways:
    - Click ‘Create Request’ button on the right of ‘My Open Requests’
    - Click ‘My Request’ tab on the right of ‘Home’ tab
4. Review text: “It’s important that we have your correct contact information, so let’s get that updated first.”
5. Continue
6. Review first name and edit if necessary
7. Review middle initial, if provided, and edit if necessary
8. Review last name and edit if necessary
9. Review suffix (if provided) and edit if necessary
10. Review preferred contact and edit if necessary
11. Review email and edit if necessary
12. Review phone number and edit if necessary
13. Review alternate phone number (if provided) and edit if necessary
14. Review military or current address and edit if necessary
15. Review zip code and edit if necessary
16. Review city and edit if necessary
17. Review state and edit if necessary

18. Review branch and edit if necessary
19. Review rank and edit if necessary (this field has the default value of 'None' if no military branch is selected)
20. Review rating and edit if necessary (this field is disabled if no military branch is selected)
21. Review duty status and edit if necessary (this field is disabled if no military branch is selected)
22. Review activation date and edit if necessary (this field is disabled if no military branch is selected)
23. Review activation title and edit if necessary (this field is disabled if no military branch is selected)
24. Review activation period and edit if necessary (this field is disabled if no military branch is selected)
25. Leave checked or uncheck box to make home address the same as the current address
    - If left checked, the home address fields are disabled
    - If unchecked, the home address fields are enabled
        a. Review home address and edit if necessary
        b. Review zip code and edit if necessary
        c. Review city and edit if necessary
        d. Review state and edit if necessary
26. Save Profile
27. Select type of emergency
28. Continue
    - If 'Birth'
        a. Specify whether military member is outside the continental US
        b. Specify military member's branch
        c. Specify whether military member is on active duty or National Guard/Reserves activated
        d. Specify birth mother's relationship to military member
        e. Specify whether or not there are medical complications
        f. Specify whether or not you are the birth mother
    - If 'Death'
        a. (steps 2b and 2c)
        b. Specify deceased's relationship to the military member
        c. Specify whether or not there is more than one death to be communicated
    - If 'Illness/Injury'
        a. (steps 2b and 2c)
        b. Specify whether or not more than one person is injured
        c. Specify whether or not surgery is planned

d. Specify whether or not you are the injured person

- If 'Other'
    e. Message appears stating that the request cannot be submitted online

### Submit a Request for Emergency Communication – Redesigned Path

1. Access 'Submit a Request' page through any of the following routes:
    - In the global navigation, under 'Get Help', click 'Emergency Communications'
        a. Scroll down page
        b. Click 'Submit a request' link
    - In the global navigation, under 'Get Help', click 'Contact & Locate Loved Ones'
        a. Scroll down page
        b. Click 'Emergency Communications' link
        c. Scroll down page
        d. Click 'Submit a request' link
2. Review information at top of page
3. Open a new request by one of two ways:
    - Click 'Create Request' button on the right of 'My Open Requests'
    - Click 'My Request' tab on the right of 'Home' tab
4. If desired, edit Red Cross ID first name (if logged in) or enter first name
5. If desired, enter middle initial
6. If desired, edit Red Cross ID last name (if logged in) or enter last name
7. If desired, edit Red Cross ID email (if logged in), or enter email
8. If desired, enter phone number
9. If desired, enter additional phone number
10. If desired, edit default country of United States
11. If desired, enter
    - Street address
    - Apt/unit
    - City
    - State

- Postal code

12. If desired, check ‘yes’ next to ‘Are you in the military?’ If yes, enter:
    - Branch
    - Rating
    - Rank
    - Duty Status
13. Enter first name of message recipient
14. Enter last name of message recipient
15. Select recipient’s military branch using radio buttons provided
16. Using radio buttons, select a response to ‘Is the recipient:’
17. Click button to indicate type of emergency
    - Death
    - Birth
    - Illness / Injury
    - Other
18. Enter information about the emergency in the automatically-generated text boxes
19. If desired, include an additional message
20. Click ‘Submit Request’

### Submit a Request for Emergency Communication – Interface Changes

- Shortened instructional text on the ‘Submit a Request’ home page
- To facilitate speed in a crisis, made all inputs concerning the sender optional and minimized all content
- Included legend stating that asterisks signify required fields
- Removed disabled fields until enabled
- Visually grouped home address and current address fields
- Removed ‘Preferred Contact’ drop-down and replaced it with radio buttons

Emergency Communication: Submit a Request

Logo | Top Navigation | ◯ Spanish

# Emergency Communication **Submit a Request**

Photo: Red Cross Emergency Scene

Red Cross Emergency Assistance is available online for members of the military currently serving on active duty. Request services and track progress from anywhere in the world.

Already Have an American Red Cross ID?

Login

Create an American Red Cross ID

New ID

**Information to Have Ready**

- Full legal name
- Rank/rating
- Branch of service (Army, Navy, Air Force, Marines, Coast Guard)
- Social Security number or Date of Birth
- Military unit address
- Information about the deployed unit and home base unit (for deployed service members only)
- Information about the emergency
- Name and contact for the immediate family member experiencing the emergency (could be spouse, parent, child/grandchild, or grandparent)
- Nature of the emergency
- Where the emergency can be verified (hospital, doctors office)

**Call Toll-Free**

To speak to a Red Cross Emergency Communications Specialist, call

**1-877-272-7337**

**Create a Request**

Bottom Navigation and Seals

**NOTE:** Login is available, but not required.

Emergency Communication: Submit a Request

| Logo | Top Navigation | ◯ Spanish |
|---|---|---|

# Emergency Communication **Submit a Request**

## Contact Information

Your contact information is helpful, but not required.

First Name: Red Cross ID First Name

Middle Initial:

Last Name: Red Cross ID Last Name

Email: Red Cross ID email

Phone Number:

Additional Phone? ☐ ✔

Phone Number:

Country: United States

Street Address:

Apt/Unit:

City:

State:

Postal Code:

Bottom Navigation and Seals

Emergency Communication: Submit a Request

| Logo | Top Navigation | ◯ Spanish |
|---|---|---|

## Emergency Communication **Submit a Request**

Are you in the military? ☐ Yes

Branch

Rating

Rank

Duty Status

* Indicates field is required

First Name of Recipient: * ?

Last Name of Recipient: * ?

Mitlitary Branch of recipient:

- ☐ US Army
- ☐ US Air Force
- ☐ US Marine Corps
- ☐ US Coast Guard

Is the recipient:

- ☐ Active Duty?
- ☐ Activated national Guard/Reserves?

Bottom Navigation and Seals

**NOTE:** All input fields concerning user are optional

Emergency Communication: Submit a Request

Logo | Top Navigation | ◯ Spanish

**Emergency Home** | New Request | My Requests | Help

## Emergency Communication **Submit a Request**

Describe the emergency:

**Death**

Relationship to the deceased:

Additional Deaths? ☐ Yes

**Birth**

Describe:

**Illness / Injury**

Describe:

**Other**

Describe:

Additional Message:

**Submit Request**

Bottom Navigation and Seals

**NOTE:** Additional input fields are generated if user checks 'Yes' next to 'Additional Deaths'.