



REQUEST FOR PROPOSAL

Obit-Mag.com | LivesArchive

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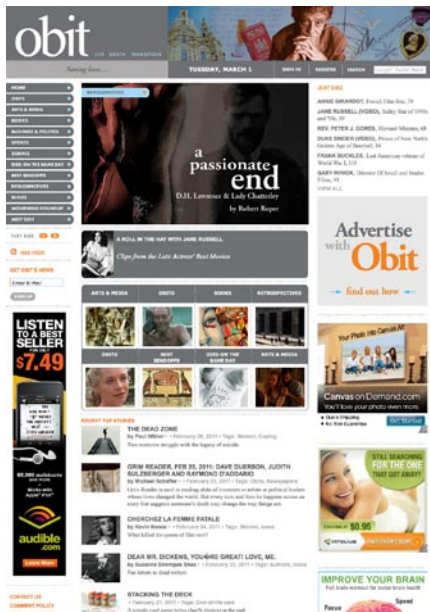
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Re-Design/Program Obit-Mag.com homepage layout:

Addition of a daily blog/Intel Column to left rail

Replace navigation elements and subsequent content management system functionality

Use best practices to encourage interaction/sharing/recommendation for home page and all interior pages.



CURRENT HOMEPAGE

PROPOSED CHANGES TO HOMEPAGE



MOVE/UPDATE SHARING APP

SMALLER MASTHEAD
NEW LOGO

MOVE/MINIMIZE NAVIGATION

NEW INTEL COLUMN

5-STORY ROTATING GRAPHIC
HOVER OVER DOTS/JAVA

MOVE SIGN IN/REGISTER

ADDITIONAL HEADLINES

WIDER AD ON RIGHT RAIL
NEW AD ON MASTHEAD
NEW 980 PIXEL AD ABOVE FOLD

NEW ADS TO PROMOTE BLOGS
AND WEEKLY FEATURES

GIVE THE READER MORE
CHOICES TO READ MORE PAGES

PLACE INTERACTION
IN HIGHEST VISIBILITY AREAS

BETTER UTILIZE SPACE FOR
ADVERTISING AND PROMOTION

DRIVE READERS TO
THE LIVESARCHIVE

Re-Design/Program Obit-Mag.com inside page layout:

Addition of a daily blog/Intel Column to left rail

Replace navigation elements and subsequent content management system functionality

Use best practices to encourage interaction/sharing/recommendation for all pages.



CURRENT STORY PAGE

PROPOSED CHANGES TO STORY PAGE



The RE-Design Prepares the Foundation for a New Consumer Product — The LivesArchive: Write and publish an obit at Obit-Mag.com

Our research has determined that placing an obit in the newspaper is expensive and restrictive. In many metropolitan areas you can easily spend upwards of \$500 for two inches of text.

Life stories are important, and they deserve more room than a typical newspaper or website can provide. That's why Obit-Mag.com, an established, award-winning web site about Life, Death and Transitions, has created and trademarked The LivesArchive, where the user can publish a permanent online obituary of unlimited length, with photo(s) for a one-time submission fee.

Why is Obit-Mag.com positioned to make this offer? Because, the user-submitted obituary of a loved one will appear alongside stories by some of the nation's most respected journalists, on a website dedicated to telling the stories of intriguing lives.

To that end, we have partnered with the Library of Congress. Every obituary in the American Lives Archive will be housed in the Local History and Genealogy Reading Room in Washington, D.C. and will be accessible to future generations and part of our nation's history.

Obits submitted that are of particular note, quality or interest will be highlighted as feature stories on Obit-Mag.com. The people who submit these stories will be awarded a \$100.00 prize and see their story featured on the Obit-Mag.com homepage.

Program Goals: User Interface/Experience:

Obit-Mag.com has always presented an environment where visitors can READ... Like most online/print magazines, this is a very passive experience on the part of the user. We need to make Obit-Mag.com an environment that entices the visitor to:

WRITE, SHARE, and RECOMMEND the experience through Social Media.

The interface should spark the user to "create something that will last forever" through publication on Obit-Mag.com and the archive at the Library of Congress. The experience should be seamless and logical/organic:

WRITE your experience,

SAVE/REVISIT/EDIT if you need to.

PAY the submission fee

SHARE the story you submitted

FEEL like you are part of something larger and of value.

The placement of the Pay Wall in this process is crucial. If it is presented too soon, the user would immediately opt out. They must have something invested before they are asked to make payment.

Best practices and knowledge of user behavior is imperative. The user flow of the interface should pull the largest possible percentage of visitors who start the process through to make a purchase.

We Need Expert Advice to Build Our Storefront & Implement Our Pay Wall / E-commerce Application

We Need to Craft a Compelling and Effective Advertising Message to Build Consumer Awareness

Make Obit-Mag.com = Obituaries

USER NEEDS, SITE OBJECTIVES AND SITE FUNCTIONALITY

The following pages illustrate the initial research that Obit-Mag.com has undertaken to determine a foundation for:

User Needs / Site Objectives

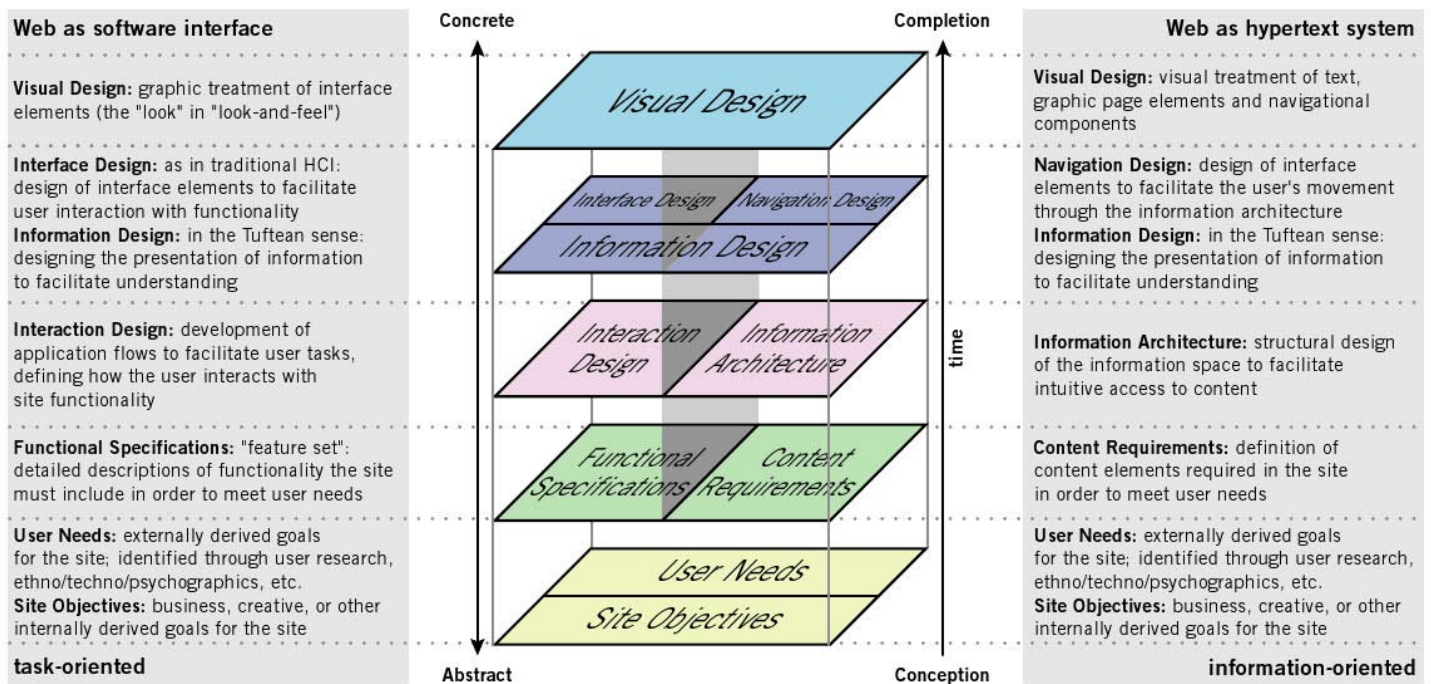
Functional Specifications / Content Requirements

We will require advice for strategy and programming to create and implement best practices for:

Interactive Design / Information Architecture

Interface Design / Navigation Design

Obit-Mag will provide graphic elements for Visual Design.



USER NEEDS:

TOOLS

INSPIRATION

TIME

REWARD

ENCOURAGEMENT

AN UNDERSTANDING OF
THE PROBLEM

AWARENESS OF THE EXISTENCE OF THE LIVES ARCHIVE AND OBIT-MAG.COM

USER NEEDS:

A place to input the story [obit] or ask for help

A Place to Upload a Photo

A Place to Preview and Save the Story

A FEELING OF PERSONAL SATISFACTION

"WHY AM I HERE?"

COMFORTABLE
EASY
INTUITIVE
FAMILIAR

SAFE
SECURE
CARED FOR
GUIDED

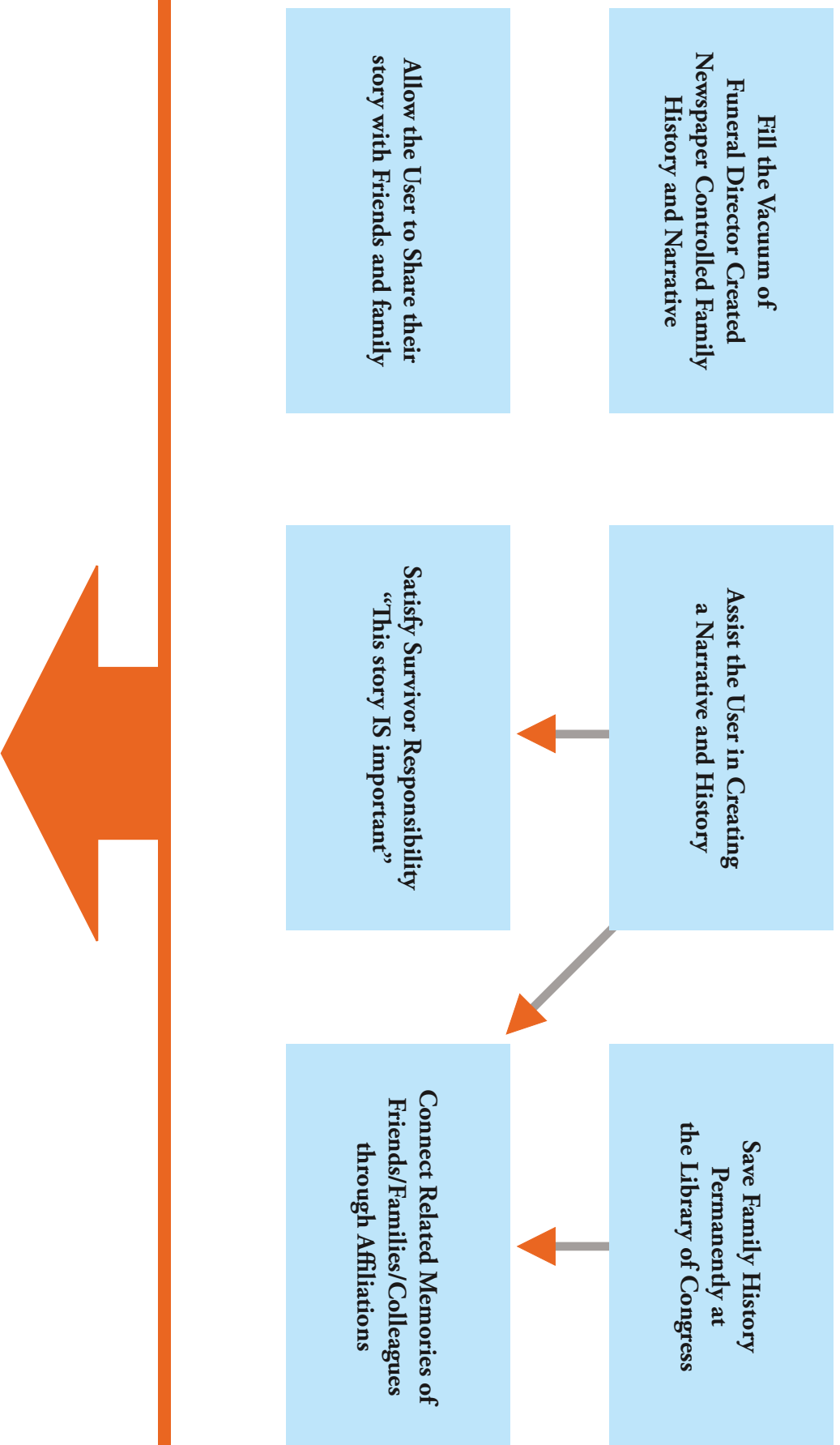
A Permanent Place to Share the Story

A Place to Pay for their Purchase

PART OF SOMETHING BIGGER: OBIT-MAG.COM

"WHAT I'M DOING IS IMPORTANT."

SITE OBJECTIVES



PRODUCE REVENUE NOW / NEW READERS & OPPORTUNITES FOR OBIT-MAG

SITE FUNCTIONALITY

- ▶ A TEXT EDITOR [THESAURUS/SPELL CHECK]
- ▶ PHOTO UPLOADER
- ▶ INSTRUCTION VIDEO/FLOW CHART
- ▶ SAVE AND PREVIEW FEATURE
- ▶ INSTRUCTIONAL PROMPTS [GUIDANCE]
- ▶ E-COMMERCE APPLICATION
- ▶ SOCIAL NETWORKING INTERFACE
- ▶ ADDRESS BOOK CRAWLER
- ▶ "LOCK" LOGO [SAFE & SECURE]
- ▶ AUTOMATIC E-MAIL FEATURE
- ▶ IMS TO CONNECT RELATED STORIES
- ▶ "ARE YOU STUCK?" GAME-LIKE MADLIB INTERFACE. FILL-IN WORKBOOK
- ▶ EXTERNAL OBIT FINDER [GOOGLE SEARCH: DEATH NOTICE + NAME]
- ▶ CROPPING TOOL FOR PHOTOS
- ▶ SUBMIT FOR PUBLISHING CONSIDERATION @ OBIT-MAG.COM
- ▶ MULTIPLE CONTRIBUTORS TO ONE STORY [LIKE GOOGLE DOCS]

**NEVER
HIDE THE
TEXT EDITOR**

USER SCENARIOS - BASED ON ANALYTICAL DATA OF CURRENT USER PATHS TO OBIT-MAG.COM

Through the use of Google Analytics, we have been able to determine the most common paths that visitors follow to arrive at the pages of Obit-Mag.com:

How do People Find Obit-Mag.com?

During 2010, Obit-Mag.com's average daily unique visits rose to approximately 2,210. In looking at the data from Google Analytics, we can determine the paths they followed to find us.

What's interesting — and challenging for the new initiative — is that scant few read an Obit-Mag article because they have an interest in death, obituaries or any of the other things that we think are the foundations of our brand.

Our audience is made up of the following segments:



16.37% Direct Traffic



56.32% Referring Sites



27.21% Search Engines



■ Referring Sites	256,694.00 (56.32%)
■ Search Engines	124,000.00 (27.21%)
■ Direct Traffic	74,625.00 (16.37%)
■ Other	461 (0.10%)

They are not Searching for "Obituaries" - They ARE searching for Obit Magazine...



obitgreg@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: [www.obit-mag.com](#)

My Analytics Accounts: [www.obit-mag.com](#)

Dashboard

Intelligence Beta

Visitors

Traffic Sources

- Overview
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- Keywords**
- Campaigns
- Ad Versions

AdWords Beta

Content

Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export

Email

Add to Dashboard

Visualize

Advanced Segments: All Visits

Overview »

Keywords

Jan 1, 2010 - Dec 31, 2010

Visits

Graph by:



Search sent 131,465 total visits via 60,542 keywords

Show: non-paid | total | paid

Site Usage

Goal Set 1

Views:



Visits

131,465

% of Site Total:
20.03%

Pages/Visit

1.60

Site Avg: 1.47
(8.54%)

Avg. Time on Site

00:00:58

Site Avg: 00:00:46
(26.05%)

% New Visits

89.04%

Site Avg: 82.54%
(7.87%)

Bounce Rate

80.00%

Site Avg: 80.75%
(-0.92%)

	Keyword	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	edie sedgwick		5,251	1.33	00:00:28	92.12%	76.25%
2.	obit magazine		2,786	4.18	00:04:13	33.88%	36.25%
3.	obit		2,743	2.85	00:02:07	69.12%	60.88%
4.	sonia delaunay		2,401	1.25	00:01:03	86.46%	86.34%
5.	brittany murphy		1,226	1.28	00:00:09	98.86%	75.12%
6.	contemporary funeral songs		866	2.16	00:02:05	95.61%	59.24%
7.	funeral songs		858	2.24	00:01:35	96.39%	58.97%
8.	john brown		840	1.47	00:00:30	95.00%	65.12%
9.	gospel funeral songs		798	1.56	00:01:01	96.12%	73.93%
10.	sarah winchester		723	1.25	00:00:43	92.39%	91.56%
11.	obit mag		680	3.92	00:03:58	34.41%	35.15%
12.	obit-mag.com		629	3.49	00:02:57	29.09%	50.72%
13.	jim morrison grave		558	1.39	00:00:17	97.67%	67.56%
14.	rat pack		545	1.45	00:00:19	98.35%	64.95%
15.	my business is to create		541	1.11	00:00:16	94.64%	94.82%
16.	obit-mag		515	3.38	00:04:07	18.06%	40.58%

They Most Likely One-Time Visitors



obitgreg@gmail.com | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

Analytics Settings | View Reports: [www.obit-mag.com](#)

My Analytics Accounts: [www.obit-mag.com](#)

Dashboard

Intelligence Beta

Visitors

- Overview
- Benchmarking
- Map Overlay
- New vs. Returning**
- Languages
- Visitor Trending
- Visitor Loyalty
- Browser Capabilities
- Network Properties
- Mobile
- User Defined
- Custom Variables

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export Email Add to Dashboard Visualize

Advanced Segments: All Visits

Overview »

New vs. Returning

Feb 1, 2010 - Dec 31, 2010

Visits

Graph by:



455,780 visits from 2 visitor types

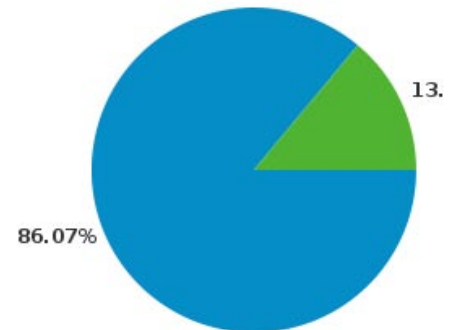
Site Usage

Goal Set 1

Views: Table Grid

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
455,780	1.53	00:00:53	86.07%	78.09%
% of Site Total: 100.00%	Site Avg: 1.53 (0.00%)	Site Avg: 00:00:53 (0.00%)	Site Avg: 86.04% (0.05%)	Site Avg: 78.09% (0.00%)

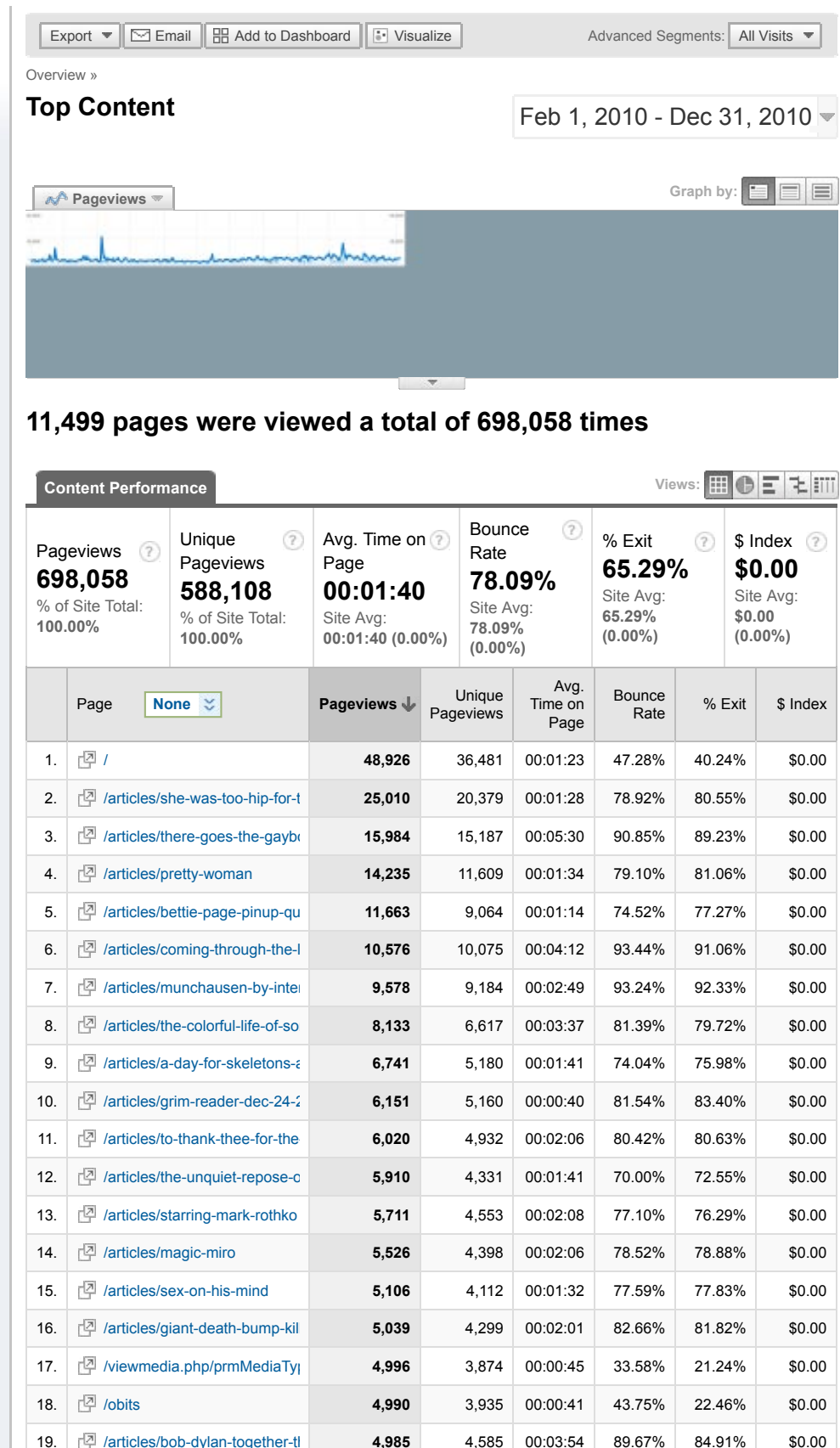
Visitor Type	Visits	Visits	Visitor Type contribution to total:
1. New Visitor	392,309	86.07%	
2. Returning Visitor	63,471	13.93%	



Filter Visitor Type: containing Go Advanced Filter

Go to: 1 Show rows: 10 1 - 2 of 2

What did They Read? NOT OBITUARIES.



VISTORS REFERRED FROM OUTSIDE SOURCES TO SPECIFIC STORIES

- ▶ I FOUND OUT ABOUT OBIT-MAG.COM FROM ANOTHER WEB SITE OR SEARCH
 - Put LivesArchive in front of them **SEE NEW INSIDE PAGES WIREFRAME**
- ▶ I WANT TO KNOW WHAT THE LIVESARCHIVE IS...
 - Interaction featuring Marilyn Johnson talking about the importance of obituaries & survivor responsibility; “Preserve EVERY story...”
- ▶ YES: I HAVE AN EXISTING OBITUARY.
 - Search for it: Automatic Google Search [death notice + User Submitted name]
 - ... IF FOUND **USER PATH 1 AND 1B**
 - ... IF NOT FOUND **“PITCH” CONCRETE EXAMPLE OF “THE PROBLEM”**
- ▶ YES: I UNDERSTAND THE PROBLEM—I WANT TO CREATE ONE...**SEE USER SCENARIO #1B**

USER PATH #1



USER PATH 1B - USERS WHO NEED HELP TO FULLY PARTICIPATE

I WANT TO CREATE AN OBIT

- Video /flash Animation featuring Marilyn Johnson praising their understanding of the problem and of survivor responsibility; “Preserve EVERY story...” AND introduction of THE WORKBOOK

THE WORKBOOK...

- MadLibs Style fill-in form that automatically populates the Text Editor.

[NAME] of [CITY, STATE] died on [MM/DD/YEAR] of [CAUSE]

Born in [CITY,STATE] to [MOTHER] and [FATHER], [FIRST NAME] attended [SCHOOLS] where [HE/SHE] studied [SUBJECT] and graduated with a [DEGREE] in [SUBJECT] in [CLASS YEAR].

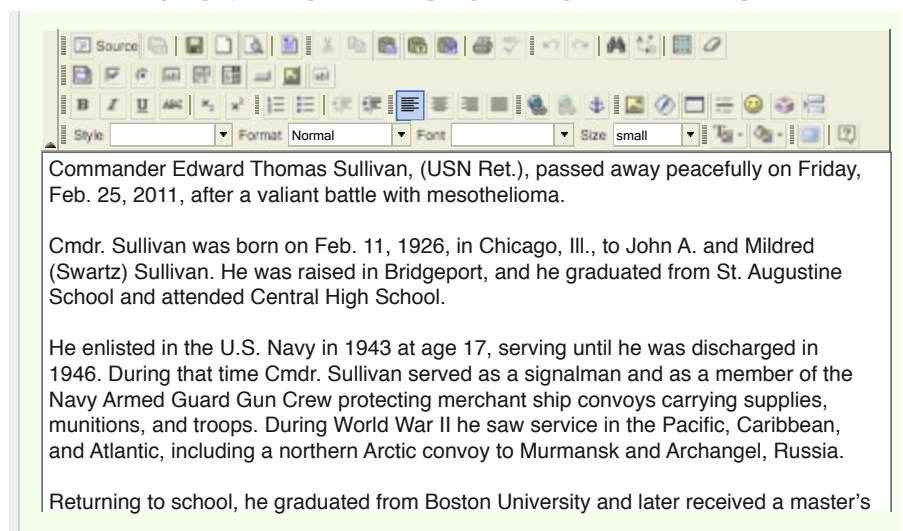
After [HIGH SCHOOL/COLLEGE], [HE/SHE]

[WORKED subroutine PROFESSION/COMPANY/POSITION/ ACCOMPLISHMENTS]

and or [MARRIED subroutine SPOUSE/CHILDREN/GRAND-CHILDREN/MEMORIES]

ETC...

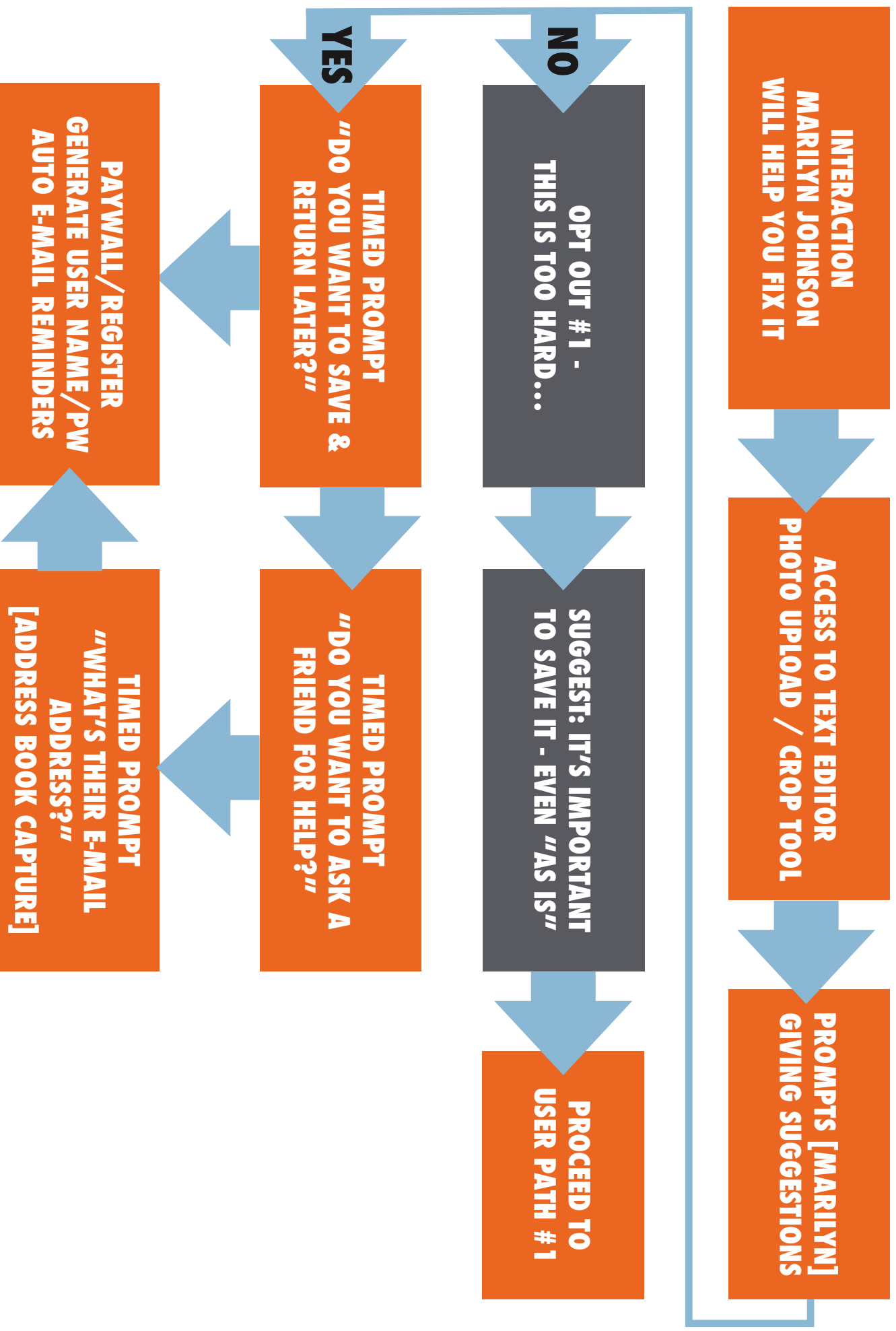
AUTOMATICALLY POPULATES TEXT EDITOR



USER SCENARIO - OPT OUT AFTER FIRST PITCH - "THIS IS TOO HARD"

- ▶ I HAVE A NEWSPAPER OR FUNERAL DIRECTOR CREATED OBIT.
 - I like it the way it is > SEE USER PATH #1 AND #1B
- ▶ I DON'T LIKE IT, BUT DON'T KNOW WHAT TO DO... SEE USER PATH #2
- ▶ NO: OPT OUT: THIS IS TOO HARD.
 - Suggest saving it "as is"... SEE USER PATH #1AND #1B
- ▶ YES: I UNDERSTAND AND I WANT TO DO THIS... CONTINUE USER PATH #2

USER PATH #2



USER SCENARIO - USER WHO COMES DIRECTLY TO THE LIVESARCHIVE
AND WANTS TO PARTICIPATE:

- ▶ I ALREADY HAVE AN OBIT & I SIMPLY WANT TO PUBLISH AND SHARE IT.
- ▶ I DON'T NEED ASSISTANCE
- ▶ I DON'T HAVE TIME/WANT TO GET THIS DONE QUICKLY
- ▶ I ALREADY UNDERSTAND WHY I'M HERE AND WHY THIS IS IMPORTANT

SEE USER PATH #1