

Theme	Feature	User story	Description	Questions/notes	Version	New feature?	UX value	Business value	Technical ease	Row total
Home Page ☆	Video or Rolling Still Photos	As a user, I want to experience ETM's mission through impactful full-width screen video clips	Continuous video showing students participating in music program. (eg., Charitywater, Turnaround arts)	AB testing			2	4		
	Rolling text	As a user, I want to understand ETM's mission through dynamic scrolling text	Convey ETM mission statement through scrolling text highlighting key benefits of music education (ideas42.org)				2	5		
	Search function	As a user, I want to be able to quickly search for specific information on ETM's website	Top right, simple and easy to find search function with magnifying glass navicon				4	5		
	Language Translation	As a user, I want to be able to navigate the ETM website in my preferred language.	Offer a function at the top right of the home page allowing user to translate page in Spanish				3	4		
	Scrolling menu header	As a user, I want to scroll down ETM's website pages and have the main menu header at the top of the screen for easy accessible	Easy web page navigation allows user to find main menu without having to scroll back up to top of webpage (Turnaroundarts.gov & naf.org)				4	5		
	Donation button	As a user, I want the donate option featured prominently on the home page	Prominently featured donate button (example: one love foundation, NAF.org, goldenapple.org) takes user to a web page within the ETM website where they can make a credit card/paypal donation (charitywater.org). Drop down menu will display different levels of giving.	Donate button will appear on every web page			4	5		
	Mobile Friendly menu	As a user, I want to be able to easily navigate ETM's website from my computer or mobile device using a three line menu navicon.	Mobile friendly navigation menu for visitors using computer and mobile devices (girleffect.org)				5	5		
	Autofil	As a user, I want the website to automatically accomodate any screen size I'm using	Autofit website to fit all user screen sizes							
	Visit Full Website	As a mobile user, I want the option of viewing the full ETM website	Link at the bottom of the mobile home screen that permits user to visit the full ETM website (nyrr.org)							
	Teacher Login	As an ETM teacher, I want to be able to access curriculum and content to help me do my job.	Password protected login at the top right of home page will direct user to proprietary content for ETM teachers (dosomething.org login)				4	5		
	Board Login	As an ETM board member, I want to be able to access financial reports, meeting minutes and content to help me do my job.	Password protected login at the top right of the home page will direct user to a secure area with proprietary content for ETM board members. This will replace Central Desktop (dosomething.org login)					4		
	Donor Login	As a donor, I want to login to ETM website to access information about my giving history and account preferences	Password protected area for donors				2	3		
	Cities (Network) Link	As a user, I want to be able to navigate to ETM's affiliate sites	Drop down menu linking to ETM's LA affiliate websites at the bottom of the home page					5		
	Flexible model		Flexible website layout that allows for changes to the site overtime like adding boxes and text to the home page				3	5		
	Hidden Content Section	As a user, I want to read about critical news to ETM	Real Estate on the home page that can be unhidden to feature top ETM news				4	5		
	Pop up mailing list sign up	As a user, I want to be asked to give my email for news and updates	Sign up box appears for new visitors to ETM website (pencils of promise.org)	AB testing			4	3		
	Pop up donation request	As a user, I'm interested in being asked to making a donation	Sign up box appears for new visitors to ETM website (pencils of promise.org)	AB testing			2	3		

	<b>Interactive Content</b>	As a user, I want to see key facts and information about ETM displayed in a concise, eye-catching way.	Display ETM content in a way that is impactful and visually appealing in order to entice visitors to get involved with ETM (donate, teach or advocate for music education)					4	5		
	<b>Dynamic Infographics</b>	As a user, I'm used to seeing information conveyed in conventional infographics	Informative infographics that easily convey key features and benefits of the ETM program	see <a href="https://www.charitywater.org/pipeline/">https://www.charitywater.org/pipeline/</a>				4	5		
	<b>Apply Now</b>	As a user looking for a teaching position, I want to be able to link easily to teacher recruitment information from the home page	This would include dates, benefits as well as a link for users to apply					5	5		
	<b>Get Involved</b>	As a user, I am ready to get involved with ETM. I want a call to action link on the home page that directs me to a landing page with additional information about how I can support ETM.	Get Involved link on the home page directs users to a landing page of information about ways to support ETM.					5	5		
	<b>Social Media Icons</b>	As a user, I want to be able to post and share ETM information with my social media network	Embedded social media icons linking website visitors to social media networks					4	5		
	<b>Sponsor logos</b>	As a user, I want to see logos of corporations, foundations and donors who is supporting ETM.	Feature sponsor icons at the bottom of website in shadow format					3	5		
	<b>News link</b>		Link to ETM "News" page					4	4		
	<b>Our Team link</b>		Link to ETM "Staff" page					4	4		
	<b>Employment</b>		Link to ETM "Employment" page					5	5		
	<b>Privacy Policy</b>		Link to ETM privacy policy					3	5		
	<b>Contact Us</b>	As a user, I want to be contacted by ETM	Contact Information page capturing user's contact info					5	5		
	<b>Help Center</b>	At the bottom of the page, I want to have the option of getting help with basic questions about ETM	Zen Desk Plugin					4	5		
<b>Login Page</b>	<b>Login Page</b>	As a user with password protected access to ETM secure content, I want to be directed to a webpage that has consistent branding similar to the ETM website.	Contains last update date at top of the page; shows my user name at top righthand corner and is easy to navigate (site-map style navigation on left side of page)						4		
<b>Authentication</b>	<b>Account Login/creation</b>	As an ETM board member, teacher or donor, I would like create a "My ETM Account" login	Account creation and login, Account sign in for ETM board members, teachers, donors						4		
	<b>Password reset</b>	As a user, I want to be able to reset my password if I forget it	Send email to user offering a password reset						4		
	<b>Password change</b>	As a user, I want to be able to change my ETM user password	Send email to user offering a password reset						4		
	<b>Social Media login</b>	As a user, I want to be able to login to ETM password protected site using Facebook, Google+, Twitter, etc.							4		
	<b>Eligibility check</b>	As a user, I am unable to signup for ETM login if I'm not eligible	Before creating an account for the user, we should ask them if they're actually eligible. That they're not from a competing program, etc.								
	<b>Confirmation</b>								4		
<b>Donate ☆</b>	<b>Donation Statement</b>	As a user, I want to learn about how my donation makes a difference for ETM in a simple statement at the top of the page						4	5		
	<b>Learn More Link</b>	As a user, I need more information about how my donation will make a difference in a student's life.	Offer a "learn more" option for users to click through and find out about more giving options - direct user to "Sponsor a Project" page					4	5		

	<b>Student Photo backdrop</b>	As a user, I want to see an impactful full-width photo of an ETM student performing	Photo could change for AB testing				5	5		
	<b>Donation Hierarchy</b>	As a user, I want donation information prioritized on the page with the most immediate/significant needs at the top of the donation page	Drive donors to make giving decisions based on ETM fundraising priorities.				5	5		
	<b>Donate Form Payment Page</b>	As a user, I am ready to make a donation and I want a simple and easy to use form to make a donation to ETM	Targeted donation form based on giving type (ie., baseline, planned giving, annual renewal) through Donor Pro	Donor Pro to create customized form staying within ETM website			5	5		
	<b>Donation Amount</b>	As a user, I have already decided how much \$ I want to donate to ETM.	Permit donor to enter any amount in donation form				5	5		
	<b>Preset Donation Amounts</b>	As a user, I want to learn more about different giving levels and descriptions of each.	Drop down menu displaying tiered giving amounts (highest to lowest amounts)				3	3		
	<b>Donate By Check or Stock link</b>	As a user, I want to donate by check or stock	Pop up menu appears giving simple instructions on check and stock giving				3	5		
	<b>Bassline</b>	As a user, I'm interested in learning more about monthly giving options	Consolidate "Bassline" program into donation page	AB testing			3	5		
	<b>Sponsor a project</b>	As a user, I want to learn more about supporting a specific project, grade or material/supplies	Direct user to "Sponsor a Project" page with information about different types of projects and funding amounts.				4	5		
	<b>Fundraise for ETM</b>	As a user, I want to learn more about different ways I can fundraise for ETM	Direct users to "Start a Campaign" page				4	5		
	<b>Other Ways to Give link</b>	As a user, I want to easily click to other donation information about other ways to give (legacy gifts, donor-advised funds, etc.)	Pop up menu appears giving simple instructions on legacy gifts, donor-advised funds, etc.				2	5		
	<b>Shopping website Logos</b>	As a user, I want to find out which online retailers give a portion of sales back to ETM.	Clickable logos of online shopping partners that direct user to shopping website				2	3		
<b>Donate Process - Online Donation 2nd Page</b>	<b>Donate Now</b>	As a user, I want to be able to easily and securely donate to ETM using my credit card.	Auto populate 2nd page of Donate Form. Confirmation page or pop up that shows donation transmitted	Donor Pro to create customized form staying within ETM website			5	5		
	<b>Paypal Website</b>	As a user, I want to be able to donate using my Paypal account	Direct user to Paypay login page				5	3		
<b>Start a Campaign</b>	<b>Create a fundraising campaign</b>	As a user, I want to read about campaigns that other donors have participated in to fundraise for ETM so I can get ideas of ways I can get involved.	Display brief descriptions and engaging photos about how others have raised \$ for ETM (charitywater.org). Hoover over pop up to provide descriptions of each project				5	5		
	<b>Matt Ran the NYC Marathon</b>	As a user, I want to read about campaigns that other donors have participated in to fundraise for ETM so I can get ideas of ways I can get involved.	Pop up form appears for user to fill out and have ETM get back to them							
	<b>Puja Held an Event for ETM</b>	As a user, I want to read about campaigns that other donors have participated in to fundraise for ETM so I can get ideas of ways I can get involved.	Pop up form appears for user to fill out and have ETM get back to them							
	<b>Birthday Fundraising</b>	As a user, I want to read about campaigns that other donors have participated in to fundraise for ETM so I can get ideas of ways I can get involved.	Provide link directing user to <a href="http://www.crowdrise.com/educationthroughmusic">www.crowdrise.com/educationthroughmusic</a>							



	<b>ETM Staff Profiles</b>	As a user, I want to be directed to a page of ETM staff pictures and profiles						5		
	<b>ETM Music Teacher Profiles</b>	As a user, I want to be directed to a page of ETM teacher pictures and profiles						5		
	<b>ETM Board of Directors' Profiles</b>	As user, I want to be directed to a page listing ETM board members and their accompanying profile						5		
	<b>Advisory Committee</b>	As user, I want to be directed to a page listing ETM's advisory committee						5		
	<b>Publications</b>	As a user, I want to be able to find ETM publications (ie, newsletters, annual reports, evaluation report)						5		
	<b>Link to photos and videos</b>	As a user, I'm interested in seeing ETM's programs and events in photos and videos	Post current photos and videos from ETM events and school programs.	Flickr photo album or embedded photos (www.charitywater.org/blog/fifth-bday-party)				4		
	<b>Hidden Content Section</b>	As a user, I want to read about critical news to ETM	Real Estate on the page that can be unhidden to feature top ETM news?				4	5		
	<b>Testimonials</b>	As a user, I want to read testimonials about the benefit of ETM's program								
<b>Partner Schools</b>	<b>ETM Partner Schools List</b>	As a user, I want to be able to search for ETM schools throughout NYC	Mapping feature with search function and hyperlinks to school websites					5		
	<b>Looking outside of NYC link</b>	As a user, I'm interested in finding out where ETM serves students outside of New York	Link to ETM Network page							
<b>Why Music Education ☆</b>	<b>Why Music Education</b>	As a user, I want to read general information about the benefits of music in education and specifics about the benefits of ETM's program.	Provide hyperlinks to external studies and resources that demonstrate the value of music in education. Provide summary information and links to ETM's evaluation report					5		
	<b>Publications/Evaluation report</b>	As a user, I want to read ETM publications and evaluation report	Links to ETM's annual report and evaluation reports							
<b>Employment</b>	<b>Employment</b>	As a user, I'm interested in finding out about employment opportunities within the ETM organization	Allow users to submit an application through Bamboo HR					5		
	<b>Apply Now link</b>	As a user, I'm interested in applying for open positions and reading job descriptions	Allow users to submit an application through Bamboo HR					5		
	<b>Contact HR Department link</b>	As a user, I have a question about employment with ETM and want to submit a question.	Contact Information page capturing user's contact info and question and sent to ETM HR					5		
	<b>Music Teacher Postions</b>	As a teaching professional, I'm interested in learning about open teaching positions, employment benefits and job training.	Link to "Become a Music Teacher" page					5		
	<b>Culture</b>	As a user, I'm interested in finding out about the culture, benefits and FAQ's about working at ETM						5		
	<b>FAQ's</b>	As a user, I want to be able to view a list of FAQs to answer my questions about teaching with ETM	Zen Desk Plugin					5		
	<b>Sample Teacher &amp; Staff Profiles</b>	As a user, I want to be directed to a page of ETM staff and/or teacher pictures and profiles	Redirect user to "Become a Music Teacher" page					3		
<b>Contact Us</b>	<b>Sign Up for ETM Updates</b>	As a user, I want to be able to give my contact information to receive updates from ETM	Simple name and email form				4	3		
	<b>Contact Us Form</b>	As a user, I have a specific question I want to send ETM	Form with drop down menu by department and CAPTCHA anti-spam capability					5		

<b>Get Involved ☆</b>	<b>Get Involved</b>	As a user, I want to see a call to action with impactful video and photos about why it is important for me to get involved with ETM.	www.charitywater.org/getinvolved/						5		
	<b>Support out events</b>		redirect user to "Events" page								
	<b>Join Associates, Board</b>		redirect user to "Board of Director Alternative" page								
	<b>Volunteer</b>		redirect user to "Volunteer" page						5		
	<b>Donate</b>		redirect user to "Donate" page								
<b>Volunteer</b>	<b>Volunteer</b>	As a user, I want to find out ways I can volunteer my time and talents with ETM	Hoover over descriptions after each volunteer type/profile with link to volunteer form								
	<b>Volunteer Form</b>	As a user, I'm interested in volunteering with ETM and I want to submit my personal information to ETM for a response	Allow user to submit information/question online and receive a confirmation that form has been transmitted								
<b>Events</b>	<b>Events</b>	As a user, I'm interested in learning more about ETM events									
<b>ETM Gala</b>	<b>ETM Gala Info</b>	As a user, I want to learn more about ETM's upcoming gala and purchase tickets through ETM's website	Rotating photo background on event page	http://www.nrcgreterny.org/carousel/rbohj2ocshphdqgh926k1440sxpjy1					5		
	<b>Purchase Tickets link</b>	As a user, I want to buy my tickets to ETM's gala	Event brite that keeps user inside ETM website								
	<b>Video</b>	As a user, I'm interested in watching a video about ETM's program									
<b>ETM Bd of Directors</b>	<b>Board of Directors' Profiles</b>	As user, I want to see a page listing ETM board members and their profiles									
<b>News</b>	<b>ETM in the News</b>	As a user, I want to see a curated page of major news stories about ETM	Hyperlinked News outlet logos directing user to article or video						3		
	<b>Press Releases</b>	As a user, I want to see ETM news releases									
	<b>Media Kit</b>	As a user, I want to be able to access ETM's media kit									
<b>Store</b>	<b>Store</b>	As a user, I want to purchase merchandise from companies that support ETM	Redirect user to vendor's website (cordsformusic.com)						5		
<b>Staff</b>	<b>ETM Staff Profiles</b>	As a user, I want to be directed to a page of ETM staff pictures and profiles	Staff photos with hoover over bio						5		
<b>Services for Districts &amp; Schools</b>	<b>Services For Districts and Schools</b>	As a user, I want to read about services for school districts and schools	Zen Desk plug in						4		
<b>Publications</b>	<b>Publications</b>	As a user, I want to be able to find ETM publications (ie, newsletters, annual reports, evaluation report)							5		
<b>Photo Galleries</b>	<b>Photos/Videos</b>	As a user, I want to see photos of ETM classrooms, ETM events and videos of ETM concerts, etc.	Embedded photos (http://www.charitywater.org/blog/fifth-bday-party/)						3		
<b>ETM Music Teacher Profiles</b>	<b>Music Teacher Profiles</b>	As a user, I want to see photos of ETM music teachers and a brief bio	Photos with hoover over bio						4		
<b>ETM Cities</b>	<b>ETM Cities</b>	As a user, I want to understand the relationship between ETM NY and ETM LA and to link to each locations' specific information							5		
	<b>Video</b>	As a user, I want to experience ETM's mission through impactful full-width screen video clips	Continuous video showing students participating in music program. (eg., Charitywater, Turnaround arts)	AB testing					5		
<b>Partner/Supporter Icons</b>	<b>Partner/Supporter Icons</b>	As a user, I want to show my support for ETM by adding a supporter icon to my website.		www.charitywater.org/media/banners.php					3		



## Faceted Feature Analysis

Website Features	Tech Complexity	Business Value	User Value
High = 5, Low = 1			
Targeted donation forms based on giving by type (ie., baseline, planned giving, annual renewal)			
Increase recruitment (teachers, ETM professionals)			
Attract new schools			
Advocate for music education			
Login feature for current teachers			
Login for Board Members			
Login for High End Donors			
Photobook option			
Blog LA			
Pop up for email subscription			
Rolling Video			
Financial Reporting			
Board/ETM people profiles with photos			
Impact metrics & testimonials			
National page and affiliate pages			