

NRN Communications

Digital Mapping

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NRN Digital Mapping

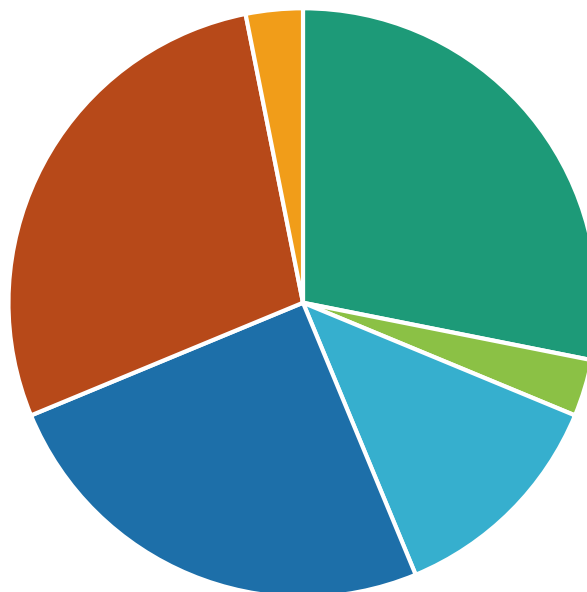
Analysis:

- Content
- Usability
- Structure
- Language

across 32 websites

News Updates

Locating news



■ HP Listing 28%

■ Main Nav 3%

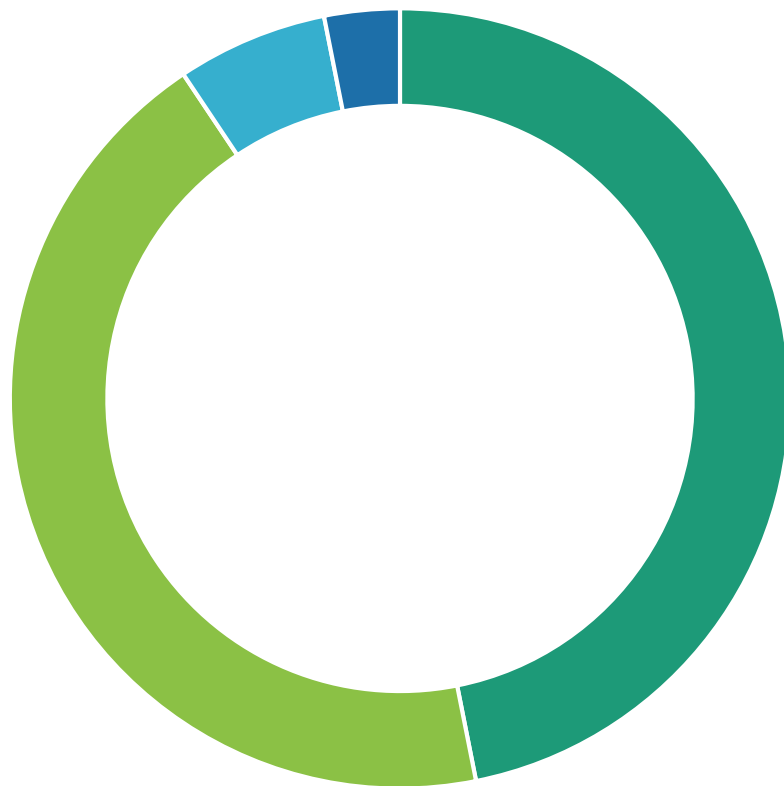
■ HP & Nav 13%

■ HP + Image 25%

■ HP + Image & Nav 28%

■ Not Clear 3%

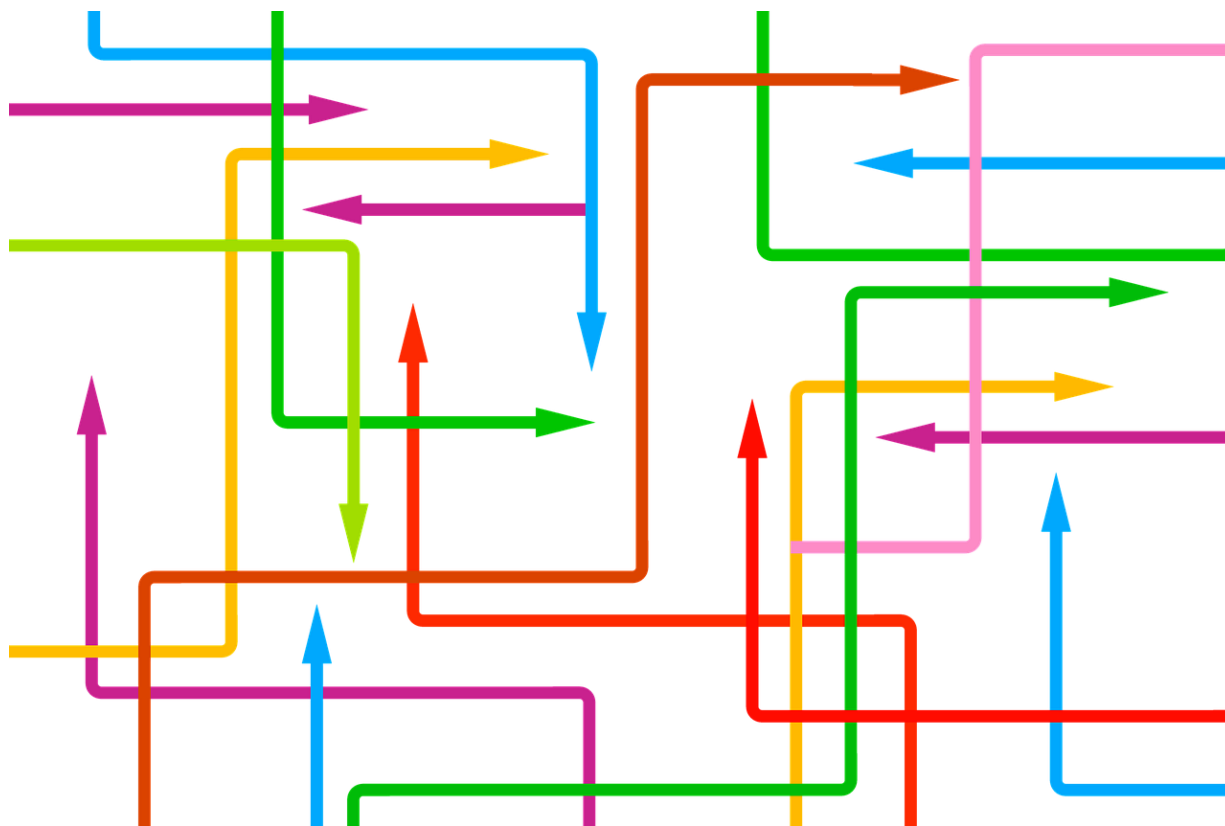
Language



■ 1 - 47% ■ 2 - 44% ■ 3+ - 6% ■ 5+ - 3%

2nd language: English

User Journey



Intention

got purpose?



WANT TO BECOME A MEMBER OF THE RURAL NETWORK?

MEMBERSHIP BENEFITS

The Rural Network for Northern Ireland will support and promote rural development through the sharing of information, ideas and good practice. The Network seeks to connect delivery bodies and agents of the 2014 -2020 NI Rural Development Programme with all aspects of rural life from agri food & farming, to environment and forestry, tourism, business development, job creation, access to services and village renewal.

UK Rural Development and Networking Conference November 2017

Programme delivery and policy makers from across the UK gathered in Belfast on 14th and 15th November 2017 at the first Rural Development and Networking Conference hosted by the 4 Regional Networks Support Units of the UK.

[CLICK HERE TO FIND OUT MORE.](#)

 **INFORM**

 **INSPIRE**

 **INNOVATE**

 **INVOLVE**

Intention

Example - Northern Ireland

Objective: Increase membership

Outcome:

“The NRN has increased its membership from around 1 000 to 3,500. This has come about through training events around setting up LEADER LAGs and work on LEADER Cooperation.”



Let's Grow Old Together

Get started



imagine

THE FIRST NEW YORK TOWER IN TBILISI



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Or scroll

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info@tbilisigardens.ge

+995 322 202 323

Floor Number

29





Ravel's Bolero

18/12/2009 Barbican Centre, London
Conducted by Valery Gergiev

Explore orchestra



Share Performance



Switch Performance



01:11



DREAMS

WORKING TOGETHER FOR
AN AIDS-FREE FUTURE
FOR GIRLS & WOMEN

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ABOUT DREAMS





The Art of Law.

We practise law with a fresh approach.

Our team of lawyers work to ensure that the law serves our clients in these

areas:

Criminal Law

Civil Law

Property Law

The world's platform for change

224,696,729 people taking action. [Victories every day.](#)

Start a petition

VICTORY



End the tax on tampons and all sanitary products for women

More than 320,000 people backed Laura's two-year campaign to end the EU tax on all sanitary products [More](#)

Laura Coryton
Oxford, United ...

320,088
Supporters

Featured in
[The Telegraph](#)



End the tax on tampons and all sanitary products for women



Stop grandfather Karl Andree receiving 350 lashes in Saudi Arabia



End the sale of eggs from caged hens in Morrison's and Asda



Alistair Burt: Help my son Matthew get the autism care he needs



Fund 12 Years of Education for Girls Around the World



Don't make life harder for Oxford's rough sleepers

NRN Digital Mapping

FOCUS

Clarity

SIMPLIFY

Usability

**USER-LED
DESIGN**

Engagement



NRN Digital Mapping

- What is your purpose in the digital space?
- What role does it play within all of your 'brand' communications?
- What are the key messages that you are trying to communicate?
- Who is your target audience and community:
 - Why will they visit the site?
 - What is your relationship with them?
 - How is the content useful to this audience?
 - How frequently will they visit the site?

Thank you!

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