

Next Gen WebTrac

Preparing for Next Gen – What to Expect



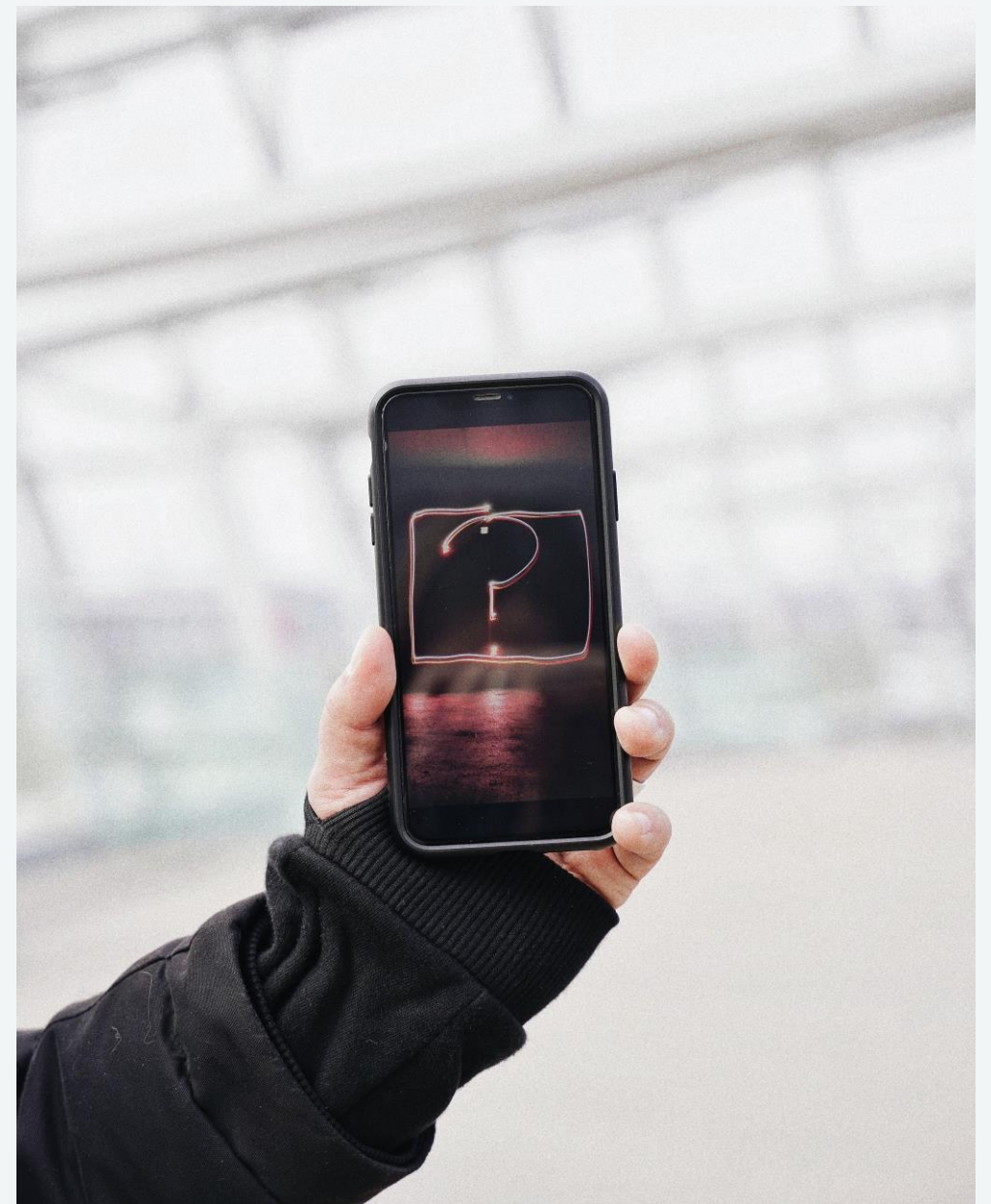


What is Next Gen WebTrac?

Frequently Asked Questions

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- What is Next Gen WebTrac?
- Can I see some examples of Next Gen WebTrac?
- When can we get it?
- What does Next Gen WebTrac cost?
- Does it involve downtime?
- What about my existing WebTrac customizations?
- How will this impact my patrons?



What is Next Gen WebTrac?

Next Gen WebTrac is an opt-in modernized eCommerce solution for your Parks and Recreation community. The Next Gen WebTrac UI leverages modern design, technology, and accessibility standards to build a foundation for further eCommerce user experience improvements. Some core features of Next Gen WebTrac include:

- Simplified White Labeling / Branding of the WebTrac site
- Menu design changes
- Search Filters in the Sidebar
- Mobile Responsiveness and Optimization
- Enhanced Sharing Functionality



Next Gen WebTrac

Screenshots Anyone?

Simplified White-Labeling / Branding

Simplicity

Apply your Branding to WebTrac in minutes.

Reduced Costs

Self-service configuration means no more custom development for present or future changes to your brand.

WCAG Accessibility

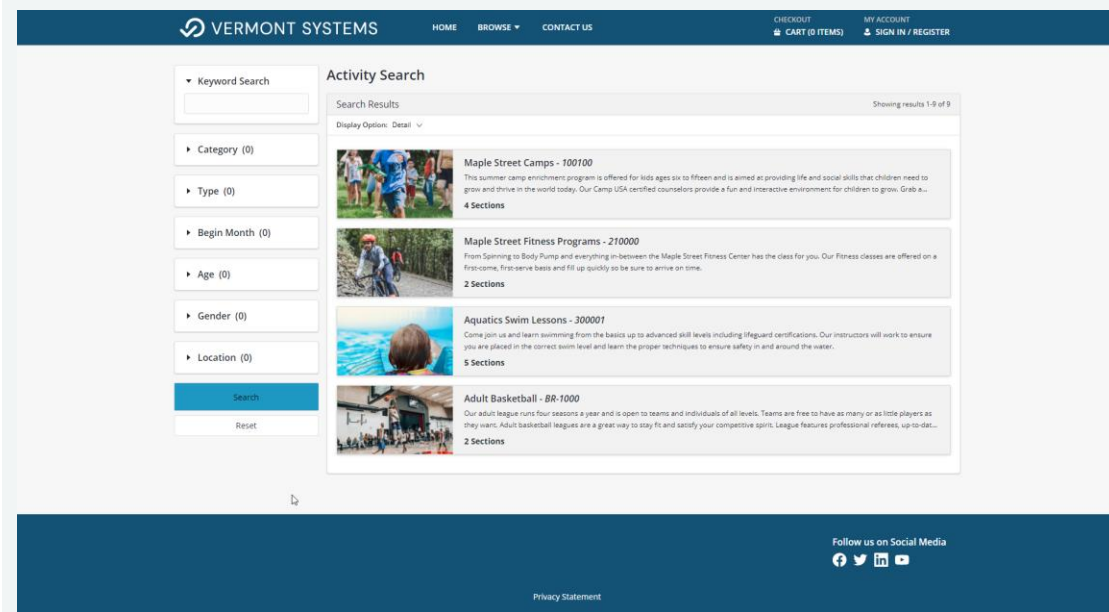
Built-in measures to ensure your branding will meet or exceed WCAG AA guidelines relating to color contrast throughout the application.

Improved Navigation

Unique header and footer divorces the eCommerce page from your main website reducing confusion for patrons and reducing cart abandonment.

New Features and Fixes

By not relying on custom styles and extensive customization, you can be sure to receive great looking and functioning enhancements and features that are consistent with the overall look and feel of the WebTrac site.



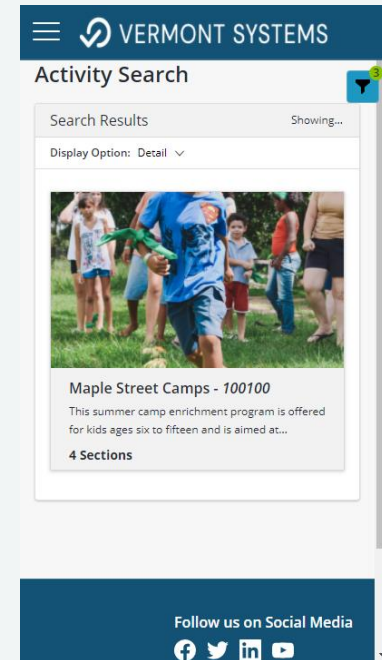
Brand Logo

Brand Header/Footer Color

Primary Brand Color

Secondary Brand Color

Social Media Links



Menu Design Changes

Familiar

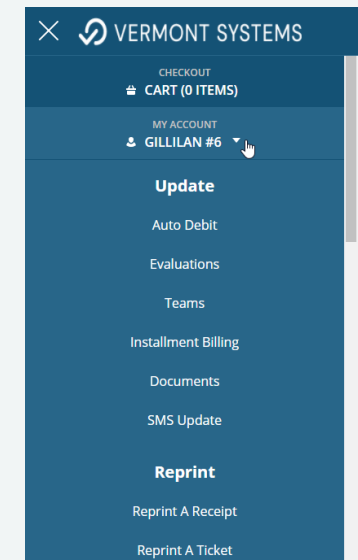
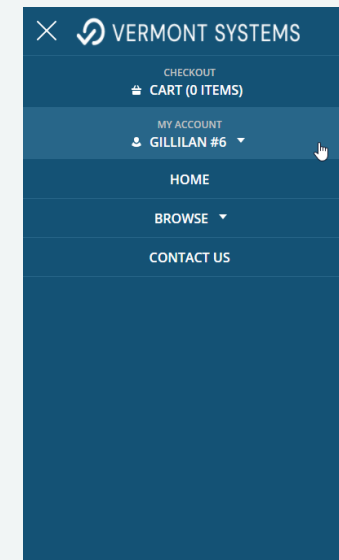
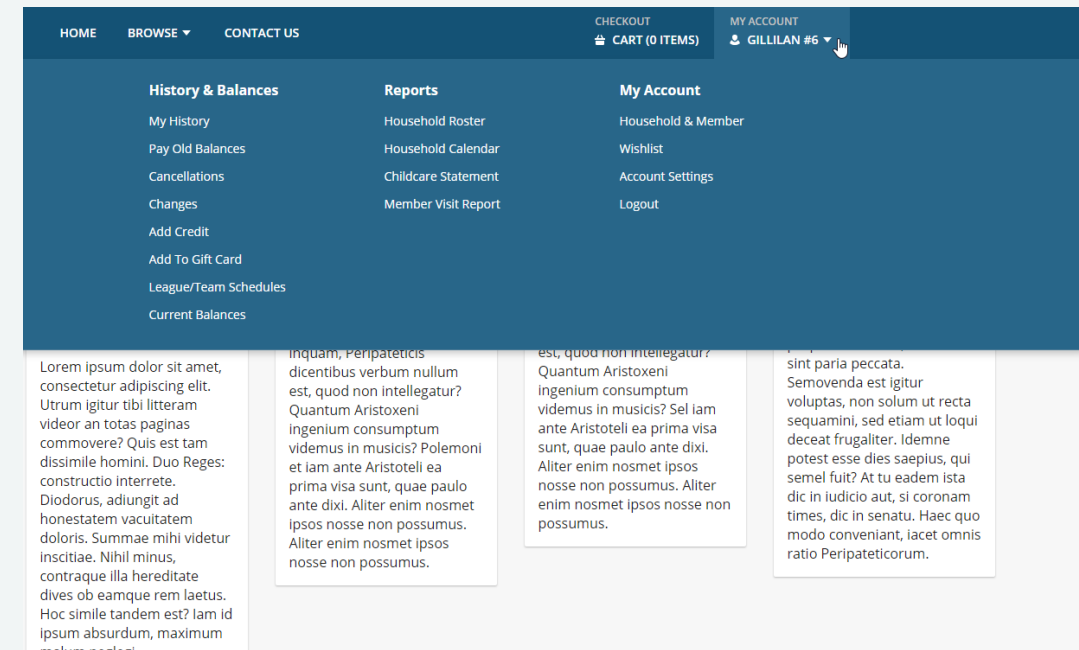
Controls for Login, My Account, and Shopping Cart are on the page header for a more familiar eCommerce experience. All account-related functions are accessible from a single location.

Consolidation

By separating the My Account menu options from the standard WebTrac menu, we have set the stage to allow for future menu consolidation and an improved patron experience as it relates to their account settings and history.

Added Screen Real Estate

Migrating the login controls and shopping cart elements to the page header has freed up valuable vertical screen real estate for displaying the content that matters to your patrons. This means more visible search results and splash page content without scrolling.



Search Filter Changes

Familiar

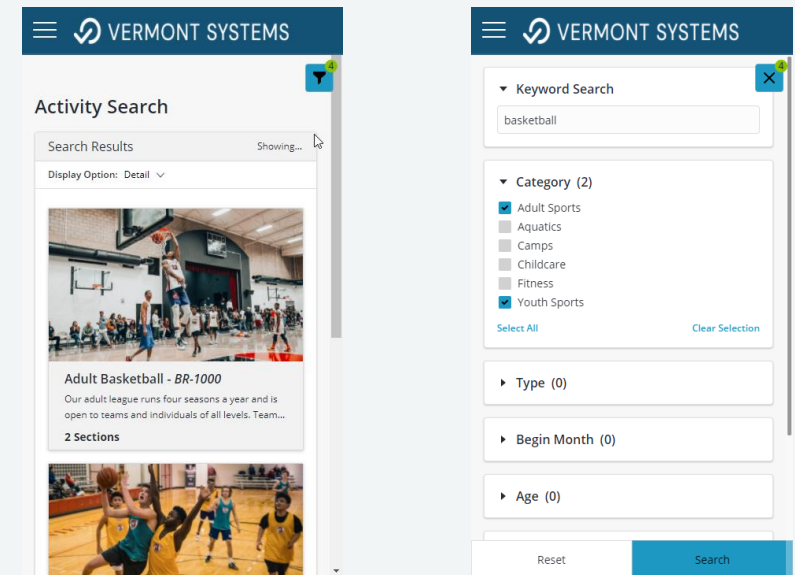
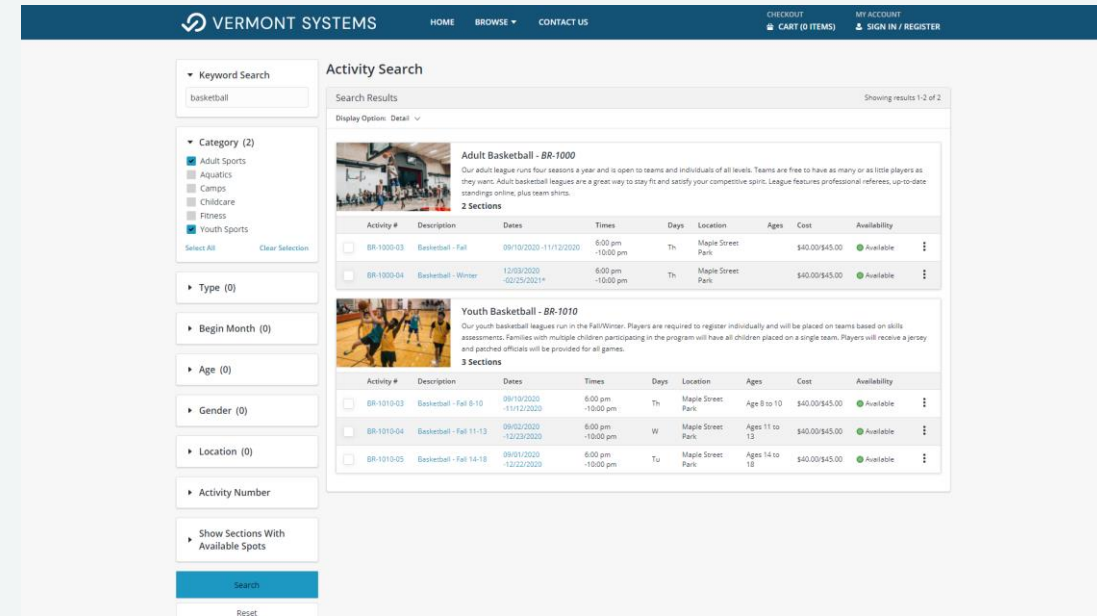
In a trend toward a more familiar user experience for patrons, search filters have been moved to a sidebar, like many other popular eCommerce websites.

Tailored Search Experience

A single column of search filters allows you to guide your patrons through the search experience. Ordering your search filters will encourage patrons to utilize the most efficient filters possible to get to their results faster.

Added Screen Real Estate

Migrating the search filters to the sidebar in desktop, and an icon in mobile, allows for more vertical screen real estate and places the results "front and center," rather than beneath the fold of search filters.



Search Results

Display Controls

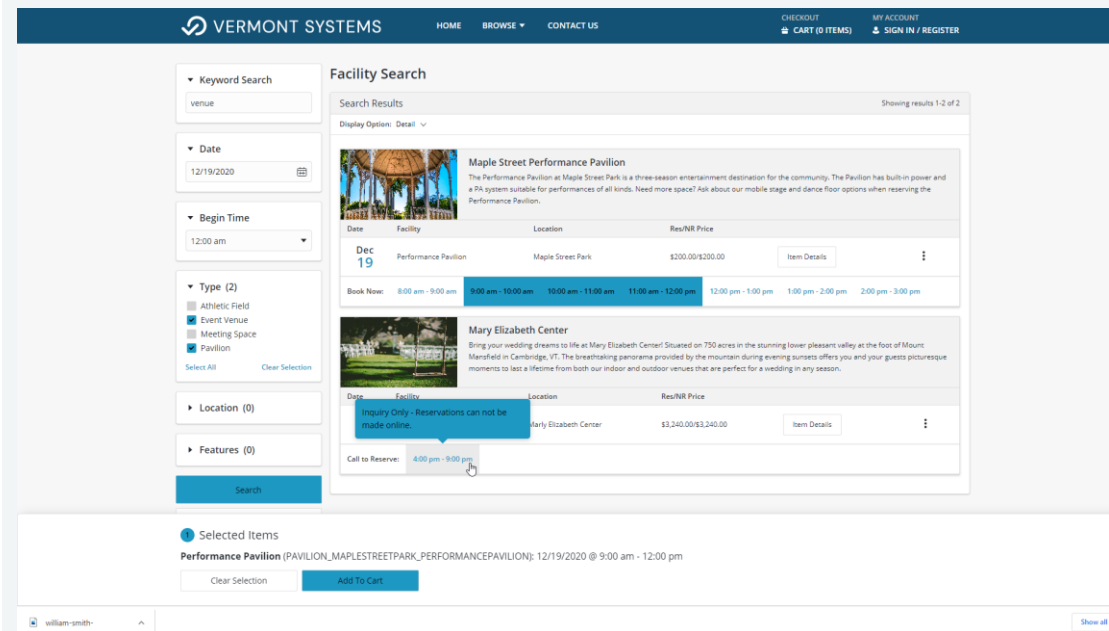
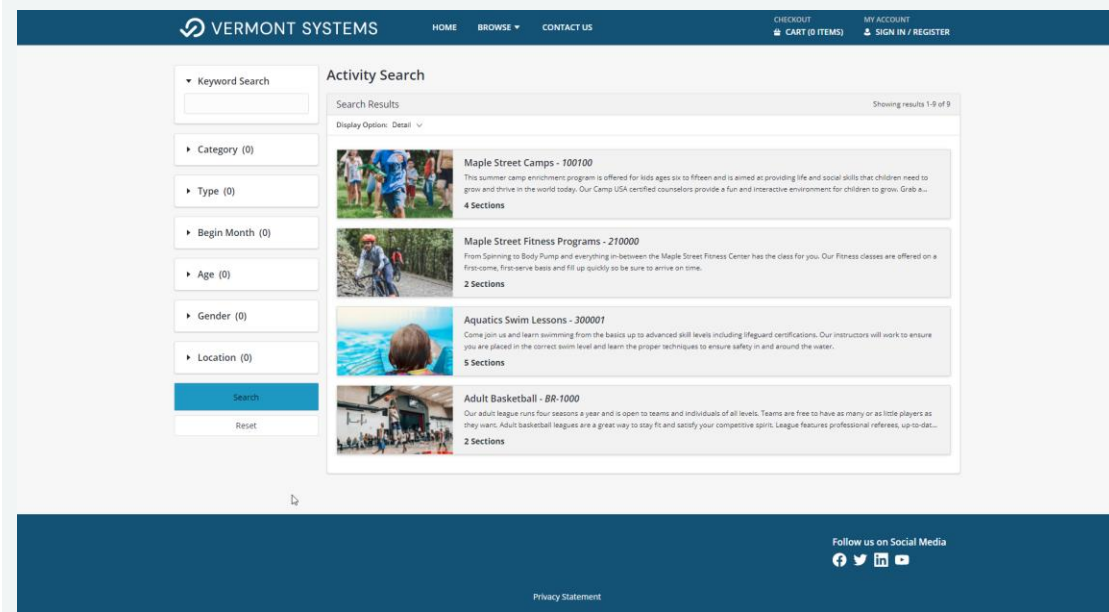
Controls for viewing results in Detail, Listing, or Calendar, as well as sort order selection for the Listing view, have been moved to the results area. This results in a more intuitive experience for patrons.

Result Cards

Activity Cards displaying an image and brochure text give the patron what they need to know up front without needing to scroll through the individual sections of a program they aren't interested in.

Time Blocks

Horizontal time blocks for reservations allows you to display more time blocks and results on the screen. This enables patrons to view availability across multiple facilities and times quickly. Improved language makes differentiating inquiry-only facilities from those that allow direct booking or permit requests an easier task for your community members as well.



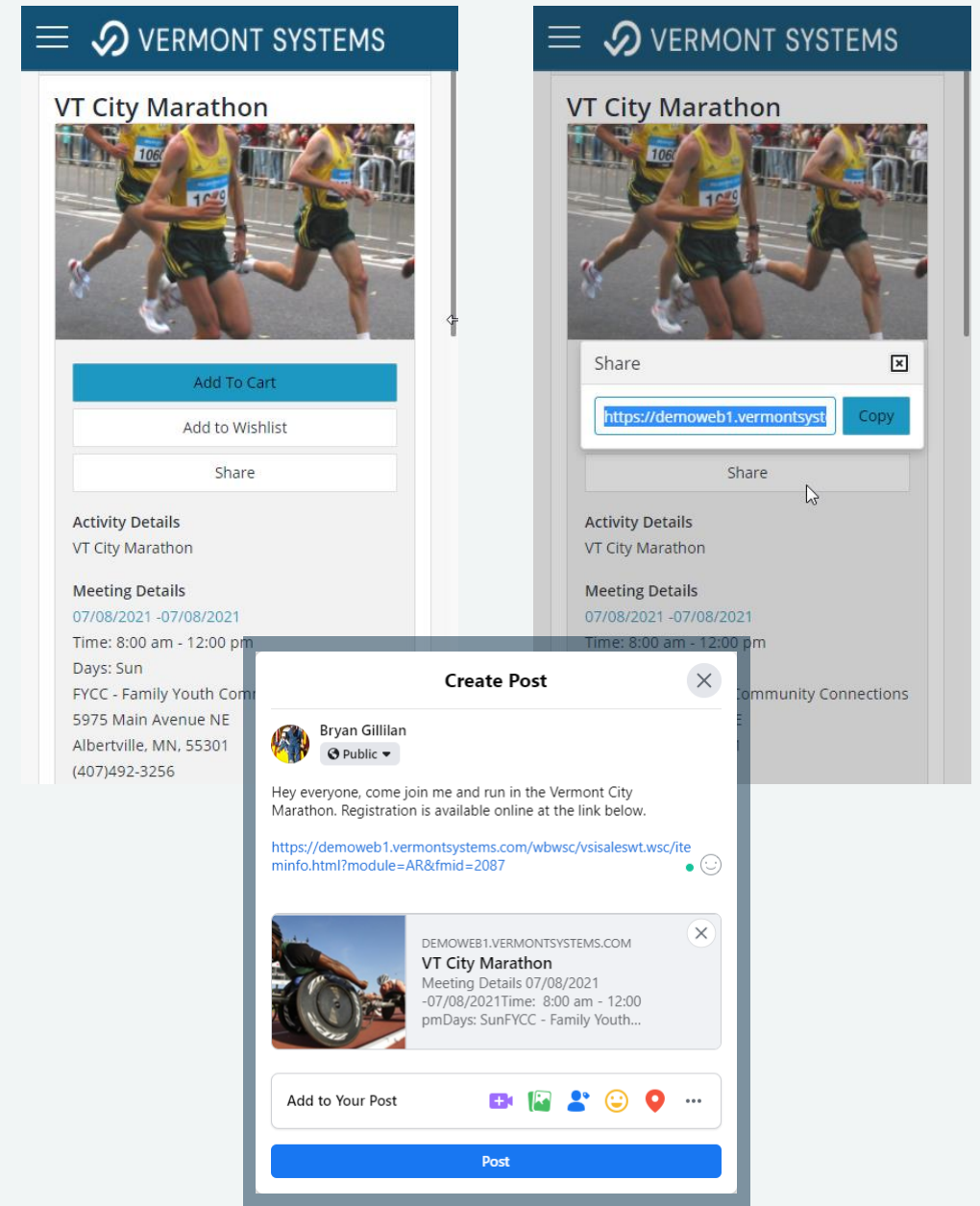
And much, much more...

Item Details

Item details now display as a full page rather than a modal. This subtle change allows for direct linking to item details and leveraging item detail pages for future workflow improvements. In fact we've already added the ability to add an Activity to the cart directly from the item details page.

Enhanced Sharing and Simplified Registration

Do you have a special event, race, or other program you want to promote on social media, your municipal website, or other online forum? We've got you covered. Share links now contain meta data including item images, meeting details, and more. Simplify the registration experience for your community using this feature to allow for a one-click and login to register experience for your patrons eliminating the Search process altogether.



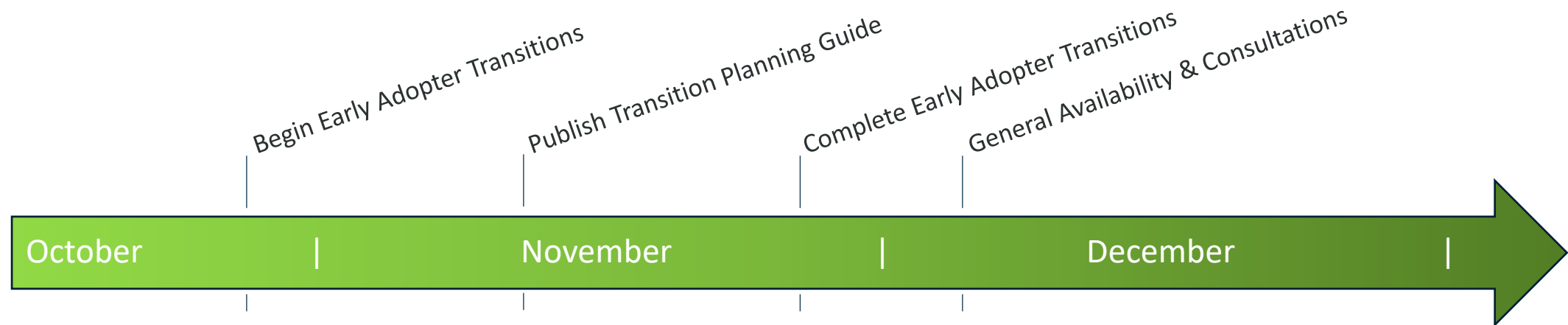


Transitioning to Next Gen WebTrac

Have a Plan!

When can we get it?

Next Gen WebTrac is being rolled out to a select group of “Early Adopter” customers who are working with the Vermont Systems Product Management Team and providing early feedback on the changes. We’ll put what we learn from these early transitions into documentation and processes to assist the entire Vermont Systems family in making the transition a success. See our transition plan timeline below:



What does Next Gen WebTrac cost?

Next Gen WebTrac is an improved user interface that is free for all Vermont Systems customers on the latest version of RecTrac 3.1. There are no costs associated with the interface, itself.

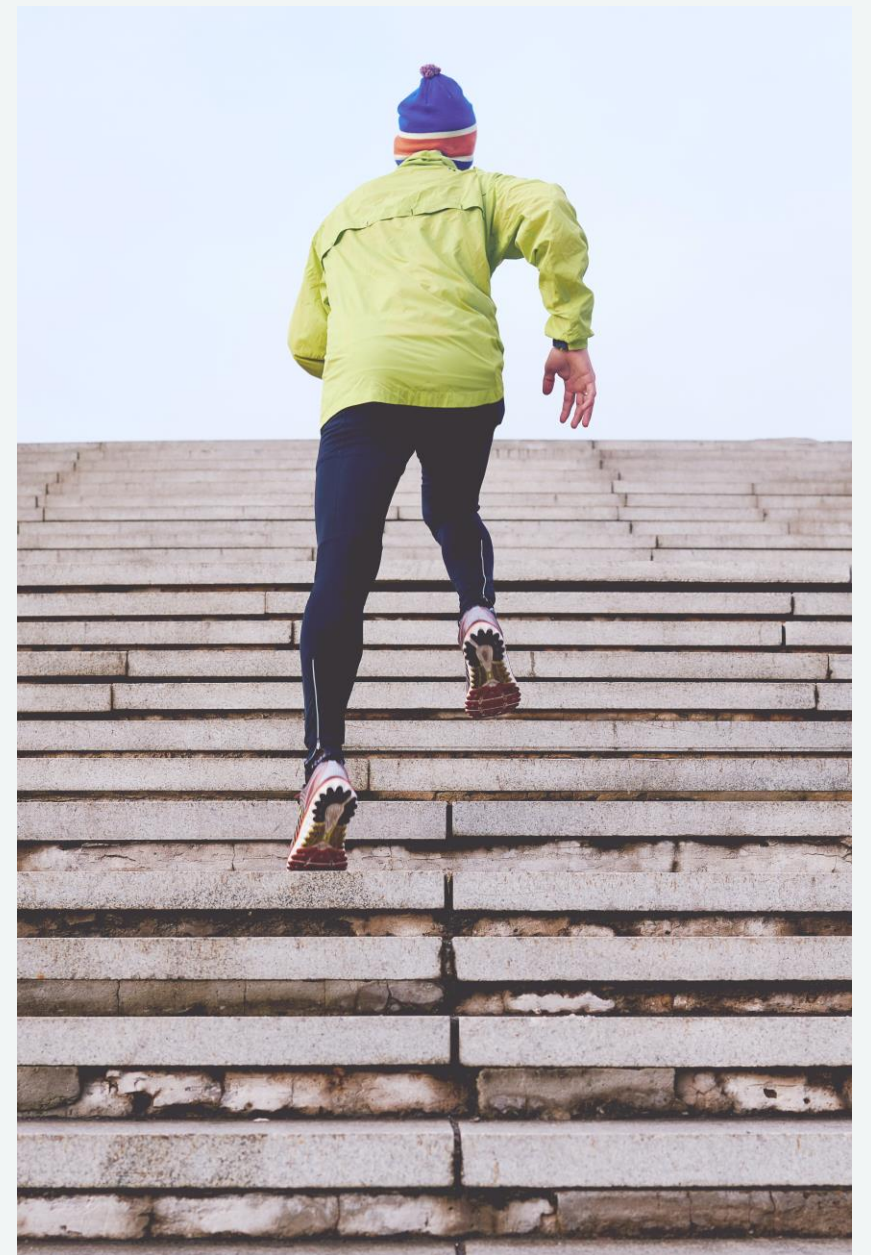
To assist you in your transition to the Next Gen interface, Vermont Systems will be offering paid services which you may find helpful. We will begin scheduling these services in mid to late November when we wrap up our Early Adopter program

Implementation Services:

- WebTrac Implementation & Transition Prep Review
- WebTrac Transition Assistance

The Transition Steps

- Transition Preparation & Discovery
- Communication with the Community
- Execution of Desired Changes
- Internal Stakeholder Review
- Communicate Again
- Implementation – Transition Day
- Collect, Respond to, and Share Feedback



Transition Preparation & Discovery

Branding Artifacts

Work with your marketing resources to gather the branding artifacts you will use for branding WebTrac. Branding artifacts include your logo, brand colors, and social media URLs for Facebook, Twitter, LinkedIn, Instagram, and YouTube.

Configure Next Gen WebTrac Internally

Follow Vermont Systems documentation to enable the Next Gen WebTrac UI internally for your staff and internal stakeholders to review.

Content & Customization Review

Review your WebTrac site for areas that need to be fixed or could be improved. Areas of focus should include: Splash Pages, WebTrac Layouts, your WebTrac menu structure, incoming links from your website, Brochure Comments and Images, and WebTrac Waivers.

Vermont Systems can Help!

Schedule time with our WebTrac Implementation experts and have your WebTrac Implementation reviewed. We'll provide a tailored transition plan and guidance to ensure your transition to Next Gen is a success for your department and the community you serve.

Communication with your Community

When?

Keeping your community informed is key to a successful transition. Give them a heads up that change is coming two to four weeks prior to your planned transition date.

What to Include?

Let your community know what's changing, why you're making the change, and when it's going to happen. It's also important to be clear about how this change will affect your community members.

How?

RecTrac has you covered with RecConnect for informing your members via email and SMS text message. Other options for informing your community include social media, third-party marketing tools, digital and print media coverage, and more. Consider working with your marketing team to craft a communication plan.

Execution of Desired Changes

Changes

During discovery we probably identified areas where your WebTrac implementation can be improved. Whether you choose to perform those changes on your own, or lean on our Vermont Systems experts for assistance, now is the time to implement change. Common areas of change will include:

- New or updated Splash Page(s)
- Removal or modification of WebTrac Layouts
- WebTrac Menu restructure
- Incoming links strategy
- Brochure Comments and Images

Vermont Systems can Help!

Schedule time with our WebTrac Implementation experts to execute your transition plan.

Internal Stakeholder Review

Who?

Internal Stakeholders include your marketing team, website management team, program managers, and even your front-line staff. Consider how the transition will impact each person's role to determine if they should be a part of your internal review.

What to review?

Now is your chance to have your team review WebTrac like a patron. Go through typical community member tasks on your WebTrac site and confirm they are functional. Highlight any processes that have changed significantly for the community and consider including more information on these changes in your next communication.

Develop Transition Day Checklist

A transition day checklist prepares your team for success by identifying what tasks need to be completed when, and who is responsible for completing each task on transition day.

Communicate Again

When?

Transition day is coming, and you've got your plan and checklist in place. Send out a reminder to your community one week prior to the transition to keep them informed.

What to Include?

Double down on all the same content from your first communication. If your Internal Stakeholder review identified major changes to a specific process for the community, now is the time to let them know about it. Consider sharing screen shots so your community can hit the ground running after the transition. It may also be wise to let the community know what isn't changing, like their username and password for example. Consult with your marketing team to craft the right communication for your community.

Implementation – Transition Day

Communication

Consider sending a day-of reminder to your community. Keep this communication concise with details about what is happening, when it's happening, and how long you anticipate it to take. Was your previous communication done via social media or a blog post? Consider linking to any prior available content to provide more context to any patron reading this communication for the first time.

Execute your Transition Checklist

With the hard work all but over, now you just need to execute. Methodically step through your Transition Checklist and communicate with your team along the way.

Perform a Review of Production Content

Have your team perform a quick review of your public facing WebTrac site. Verify incoming links from your municipal website are functional and test a few common member tasks on the site.

Communication

Your transition is complete, and now's the time to let your community know. Consider offering a venue for your community to provide feedback as part of this communication.

Share Feedback

Share feedback from you and your community with the Vermont Systems Product Management Team so we can Improve together:

Bryan Gillilan

Senior Product Owner

bryang@vermontsystems.com

