

What's Visual Refresh and Why It Matters

In our Release 5.3.60, we had an exciting opportunity to give the Convio interface a face-lift, what we're calling a **Visual Refresh**. It's one step in a larger design plan to address usability, improve product ease-of-use, and provide a simple user interface. Our goals were simple:

- We wanted to bring more **visual clarity** to the user interface and the menus. For expert users and novice users alike, this will help moving through the product faster and easier as the menus are bigger and more visually accessible.
- We wanted to **simplify** and **take away clutter**, giving our admins more cues about what actions are available and most important.
- And last, we felt an opportunity to **refresh the look and feel** of the product would be a great win.

Throughout the design process, we've incorporated web best practices, leveraged user research, and listened to client user input.

At A Glance

Here's the high-level summary of changes to functionality so you don't have to read through the entire article if you're short on time:

- **Help has moved** to the top right next to Logout, and now includes easier access to Help Table of Contents, links to the Convio Customer Center and Convio Community, as well as a place to file Support tickets.
- The Process Navigator buttons look different (better!), and the **Previous button has been removed**. Its functionality, however, is (and has always been) accessible by clicking on the previous step in the Process Navigator menu on the left. Moreover, we've **rearranged the Process Navigator buttons**: Next, Save, Preview, and Cancel. All of this serves to optimize each step for faster completion, and also reduces some of the visual clutter so the most important actions are apparent.

What's Changed?

"Am I going to have to relearn Convio all over again?"

No way! We strove to preserve all the workflows you're used to. Email, online donations, TeamRaiser, Reporting and everything else is where you still expect them to be! The only difference is that it'll look a little different, a little nicer, and be more pleasant on the eyes.

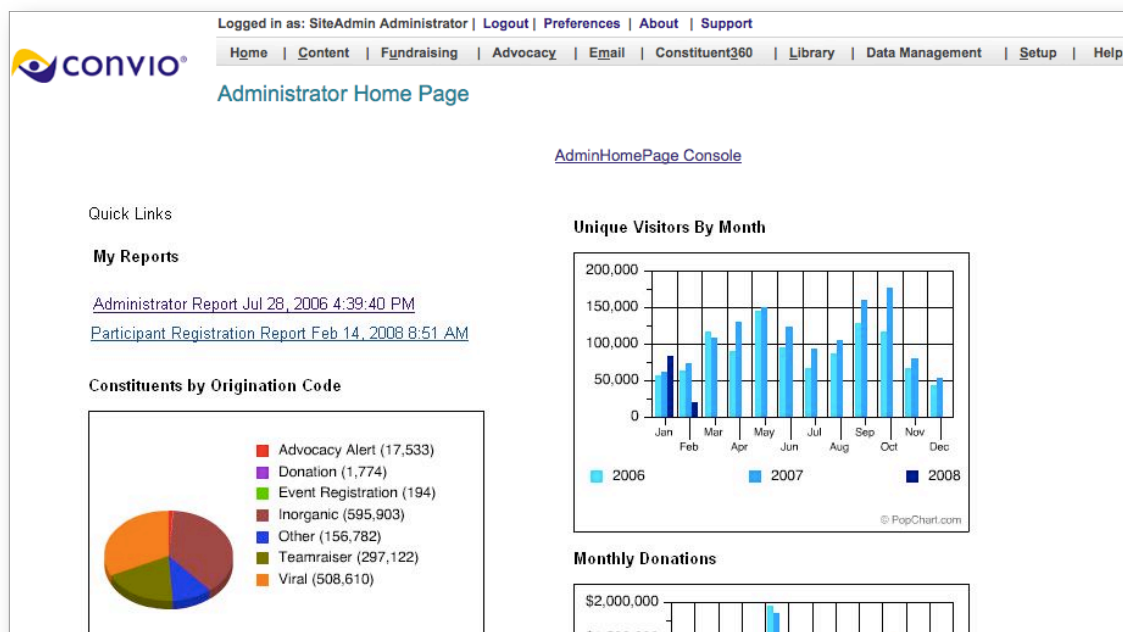
"So, what exactly is changing then?"

First, Convio isn't going to look totally different; there will be plenty that still looks the same. But there are two pieces we've redesigned that will touch every part of the product:

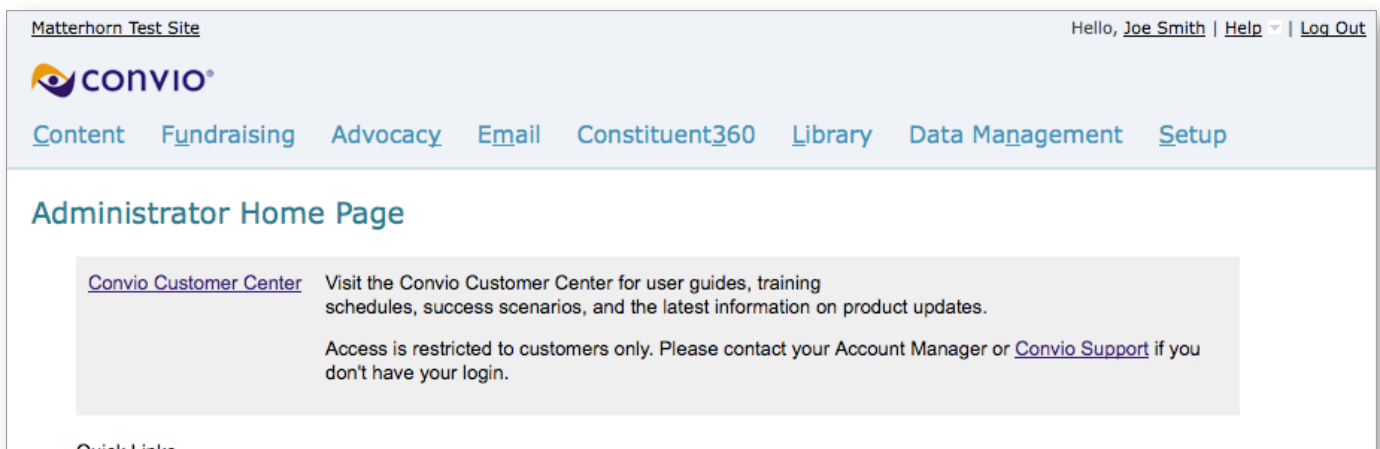
- We've refreshed the **Administrator Header**, where administrators access their preferences and logout of the system. More importantly, this is the place where the main navigation bar lives.
- The **buttons for the Process Navigator**, where users create and edit their campaigns and go through the steps to set up the imports, create reports, etc.

Closer Look: Administrator Header

Let's dive into the product and take a look. If this was the "old" Convio:



Then this is the new:



From Content to Setup, everything is where it was before, but prettier and more hip. Help has moved to the top right, sliding off the main navigation bar and occupies the top right “hot corner” of the product. Help now includes easier access to:

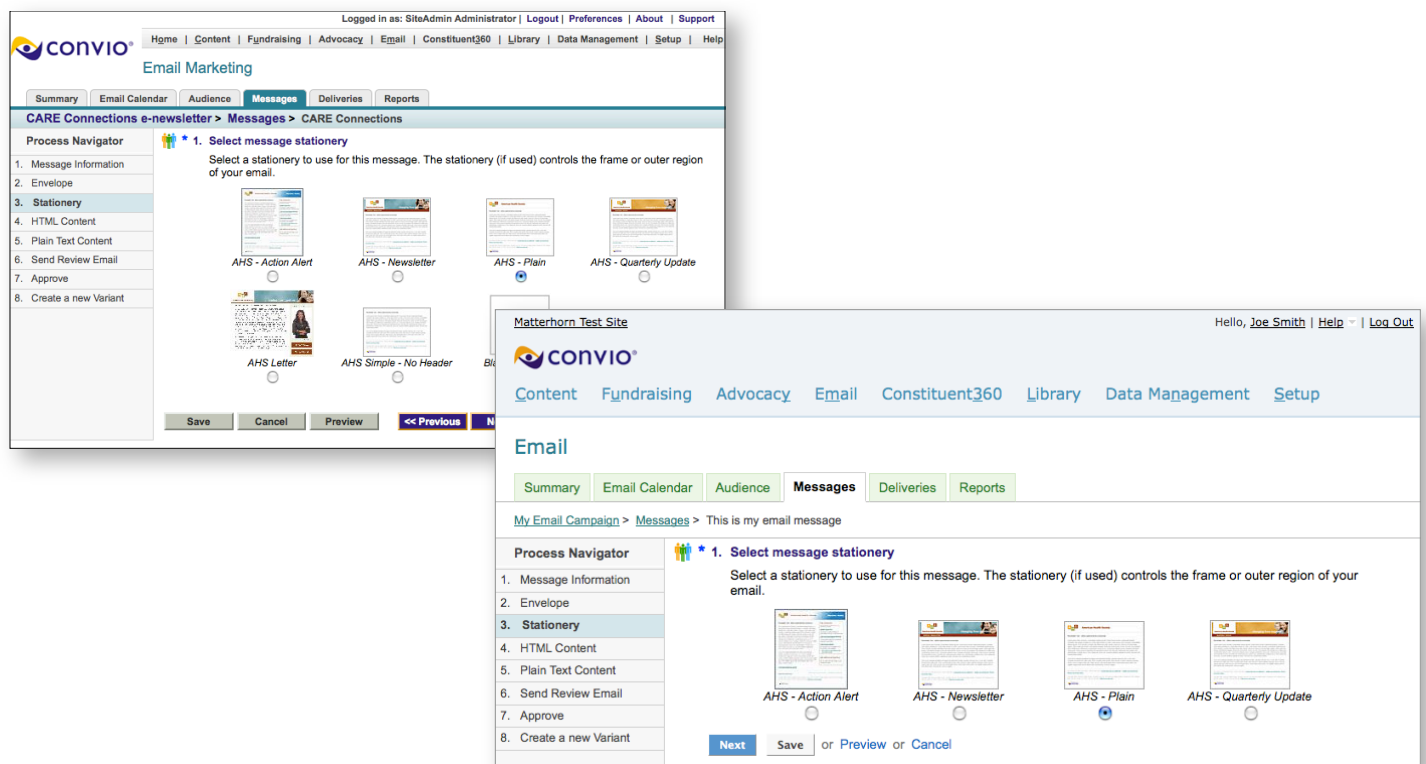
- Help Table of Contents
- Convio Community
- Convio Customer Center
- File a Support ticket

We expect expert and novice users alike to move through the menus more quickly because the menu items are bigger, easier to click, and stand out clearly as the main navigation menu of the product.

Closer Look: Process Navigator Buttons

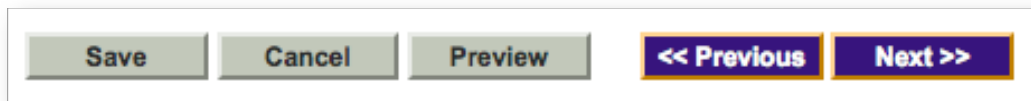
At the bottom of each Process Navigator page are buttons every admin is familiar with: Next, Save, Cancel, Preview, etc. We’ve included these buttons in the Visual Refresh with these goals in mind:

- **Optimize for form completion.** Every step you’re on is a form that needs to be completed and submitted. We want to help you finish these forms more efficiently, and have optimized these buttons to help you do that.
- **Remove visual clutter** and **simplify** the arrangement of available actions. Part of this is to visually call out the primary and secondary actions.

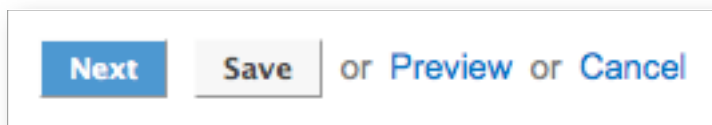


The example Action Alert above illustrates what the Visual Refresh does to the Process Navigator pages. It's different... but the same! The same steps are there on the left, and all the options that were available for each product area continue to inhabit the same space.

As a memory refresher, this is what the Process Navigator buttons at the bottom of the page used to look like:



The new buttons look like this:



To simplify the Process Navigator buttons that occupy the bottom of the page, Next has been called out visually as the primary action to take. Whereas it used to be the last button among six, ending up somewhere in the middle of the page and inhibiting the simple task of moving along to the next step, it's now the first, lined up on the left column. Alongside is Save, which is extremely useful for users who just want to get in and out of the creation process as they make minor edits to a previously created campaign. And, as an added bonus, the buttons are a little bigger, and (therefore) a little more clickable!

Where appropriate, we've visually deprecated some of the available buttons. Not because we don't think they're important, but so their *relative importance* to the primary buttons--Next and Save--are more apparent. Thus, actions like Preview and Cancel (which occupy the same row of available actions besides Next and Save) have a different visual treatment.

Moving between the different Process Navigator steps is just as easy as it was before. Just click on the step--whether the previous step, the first step, or a later step.

Process Navigator	
1.	Identify Alert
2.	Advanced Options
3.	Alert Message
4.	Include Questions
5.	Select Targets
6.	Configure Autoresponder
7.	Thank You Page Options
8.	Configure Pages
9.	Preview Alert
10.	Publish Alert

Conclusion

We're really excited at the prospect of a steady flow of changes to the Convio administrator user interface. Whether it's a Visual Refresh to different pieces we use everyday, or a dramatic usability enhancement to a specific product area, our goal is to improve product ease-of-use while giving

Convio User Experience

administrators a user interface that empowers them to use Convio's robust functionality. And if we can make it easier on the eyes and give our users a more pleasant user experience, all the better!