

Team Ginkgo

CPC Calendar of Events Page



Challenge

Improve the CPC Events page

1. Fundraising



2. Tours



3. Information clarity



Meet Lisa



↩ In reply to Central Park



lisie @lisiepeasie · Sep 2

@CentralParkNYC OMG YAS. [@davidshrigley](#) is one of my favorite artists. 🙌





**“I saw it scrolling through
my Facebook feed.”**



“ Yes, I hear from **Twitter and then go to the events thing, or the **Twitter** will have a link I can click on.”**



**“Usually it's on Facebook.
Or I'll do a google search.”**

**“I was scrolling through Facebook instead
of working or planning”**

A hand holding a smartphone, with the screen displaying some text. The background is a blurred red and white pattern.

65%

Of all participants interviewed
**reported hearing about events
through social media**



TWEETS
12.1K

FOLLOWING
2,082

FOLLOWERS
145K

LIKES
5,055

LISTS
2

Central Park

@CentralParkNYC

Official account of Central Park Conservancy. We restore, manage & enhance Central Park in partnership with...

Tweets

Tweets & replies

Media



Pinned Tweet



Central Park @CentralParkNYC · Jul 13

Learn more about CPC's 10-year plan to preserve the Park for now & forever

Who to



Photo / Video



Something on this Page...

Central Park



October 17 at 1:08pm · 🌐

Celebrate the anniversary of a major milestone for Central Park: 158 years since the very first tree was placed in the ground!

To protect the legacy of this work of art, we've set a 24 Hour fundraising goal of \$20,000 that's one dollar for every tree in Central Park. Today, all gifts are MATCHED up to our goal. Click here to give: [Central Park Foundation](#)

From the first, each and every tree you see in Central Park is carefully selected, thoughtfully placed, and carefully planted. An incredible amount of work went into crafting, shaping, and beautifying the Park. Thanks to your support, it's a living, breathing work of art!

Park · Landmark · Tourist Attraction
in New York, New York

4.8 ★★★★★ Opens at 6:00am

🔍 Search for posts on this Page



566,389 people like this

Ali Lee and 3 other friends



3,866,945 people have been here

Victor Payano and 22 other friends



Opens at 6:00am · 6:00AM - 1:00AM

[Get additional info](#)



[Invite friends to like this Page](#)

4.8 ★

4.8 of 5 stars · 94,158 reviews

[View Reviews](#)

A hand holding a smartphone, with a large white number '7' overlaid on the screen. The background is a blurred red and white pattern.

7

out of 9 people

don't find out about events for the first
time from the CPC website



**How can we make the events
pages integrate with external sites and
social media?**

A smiling man with dark, curly hair, wearing a dark brown zip-up hoodie over a blue t-shirt. He is positioned in the background, centered, with a light blue gradient overlay. The text 'Introducing' is positioned above the main title, and 'Park Zuckerberg' is written in a large, bold font across the middle of the image.

Introducing

Park Zuckerberg

Park Zuckerberg calendar page strategies

Step 1

Step 2

Step 3



Engagement

Participation

Donation

Create new social media streams for CPC's main audience of people living close to the park to **engage** them

Get them to **participate**
more in events

Include clear
opportunities to **donate**

A close-up photograph of a hand holding a black smartphone. The phone's screen is lit up and shows a social media-style interface with several red heart icons, indicating engagement. The word "Engagement" is written in a large, white, sans-serif font across the middle of the image, partially overlapping the phone and the hand. The background is a blurred red fabric, possibly a shirt, with a white stripe visible. The overall lighting is soft, and the focus is on the phone and the text.

Engagement

Home

Moments

Notifications

Messages

Search Twitter

Tweet

CENTRAL PARK
CONSERVANCY

NEWS & ALERTS

TWEETS
12.1K

FOLLOWING
2,082

FOLLOWERS
145K

LIKES
5,055

LISTS
2

Following

Central Park Alerts

@CentralParkAlerts

Alerts and events for NYC residents who rely on the park for commuting, sports, relaxation and more.

New York, NY

centralparknyc.org/alerts

537K Vine Loops

Joined October 2016

Tweet to Central Park Alerts

2 Followers you know

Tweets

Tweets & replies

Media

Pinned Tweet

Central Park Alerts @CentralParkAlerts · Oct 19

There will be filming at E 71st and Terrace Drive for the next two days. Consider another route. bit.ly/29vkydF

Who to follow · Refresh · View all

David Rosen @Wolflife

Follow

Alex Bowles @alexagb

Followed by cabbibo and ot...

Follow

simpfafi @simpfafi

Follow

Find friends

**“I would expect to see ... info on
closures or construction when it’s
starting and finishing.” —Matan**

Central Park Alerts

CentralParkAlerts

and events for NYC residents who
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ew York, NY

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Tweet to Central Park Alerts

ollowers you know



Tweets

Tweets & replies

Media



Pinned Tweet



Central Park Alerts @CentralParkAlerts · Oct 19

There will be filming at E 71st and Terrace Drive for the next two days. Consider another route. bit.ly/29vkydF



Who to follow · Refresh · View all



David Rosen @Wolfire

Follow



Alex Bowles @alexqgb

Followed by [cabbibo](#) and

Follow



simppafi @simppafi

Follow

Find friends



← ↻ 5 ❤ 4 ...



Central Park Alerts @CentralParkAlerts · Oct 19

Help keep the park clean by donating your time or money! bit.ly/29vkydF





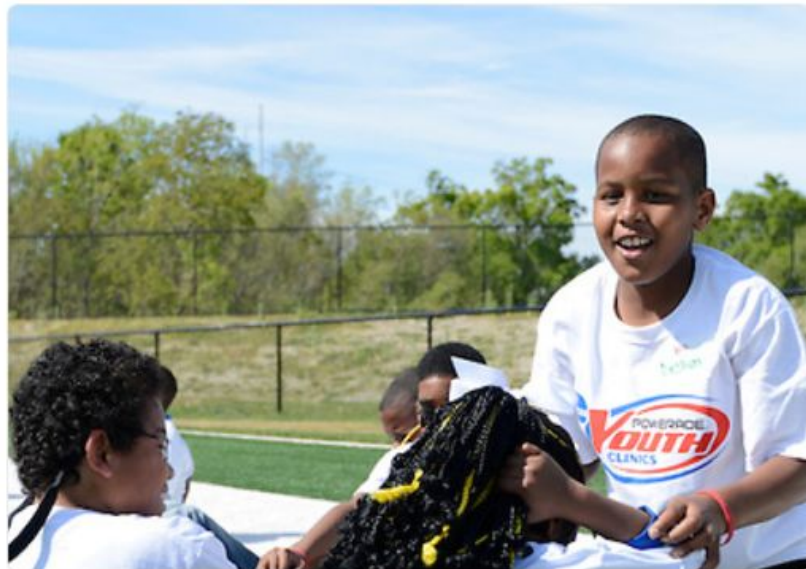
← ↻ 75 ❤️ 143 ⋮



Central Park Alerts @CentralParkAlerts · 1h

Youth Basketball Clinic starts today!

bit.ly/29vkydF



← ↻ 5 ❤️ 4 ⋮



Central Park Alerts @CentralParkAlerts · Oct 19

Help keep the park clean by donating your

A close-up photograph of a person's hand holding a black smartphone. The phone's screen is lit up and shows a list of items, possibly a shopping list or a social media feed, with some text and small images visible. The word "Participation" is written in a large, bold, white sans-serif font across the middle of the image, partially overlapping the phone and the hand. The background is a blurred red fabric, likely a shirt, with a white stripe visible on the sleeve. The overall lighting is soft, and the focus is on the hand and the phone.

Participation

[Visit](#)[About the Conservancy](#)[Shop](#)[Support](#)[Search](#)[DONATE](#)

Youth Basketball Clinic on the last weekend!

[FAMILIES](#)[SPORTS](#)

Youth Basketball Clinic

It's not just shooting hoops! This high-energy, interactive clinic provides youth with an opportunity to learn and enhance their skills in the game of basketball through small group instruction and competitive games. Designed to help young people develop both on and off the court, these clinics focus on skill development, team play and sportsmanship.

Clinics are held every Saturday from April 2 to October 29 at the North Meadow Recreation Center. Ages 5 to 17. Free and open to players of all abilities.

Ages 5-8 (Co-ed): 10:00 am - 11:00 am

Ages 9-14 (Girls Only): 10:00 am - 12:00 pm

Ages 9-17 (Co-ed): 12:00 pm - 2:00 pm

[REGISTER NOW](#)

DATE / TIME

October 15, 2016,
10:00 AM to 2:00 PM

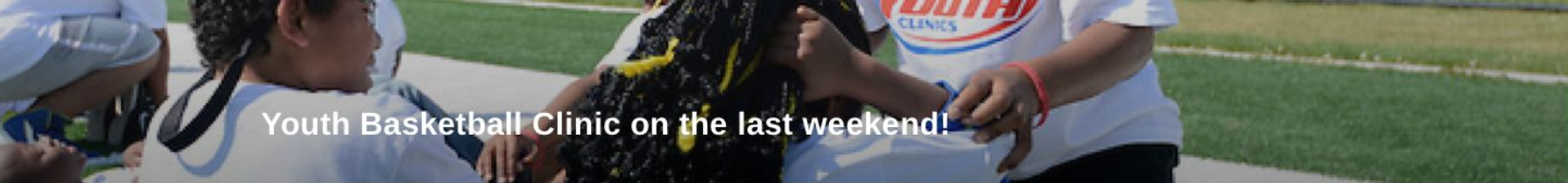
Add To Calendar

[Google](#) • [Outlook](#) • [iCal](#) • [Yahoo](#)

LOCATION

North Meadow Recreation Center,
mid-Park at 97th Street

 Filming near West 75



Youth Basketball Clinic on the last weekend!

Basketball Clinic

...ops! This high-energy, interactive clinic provides youth
learn and enhance their skills in the game of basketball
struction and competitive games. Designed to help
both on and off the court, these clinics focus on skill
y and sportsmanship.

Saturday from April 2 to October 29 at the North
enter. Ages 5 to 17. Free and open to players of all

REGISTER NOW

DATE / TIME

October 15, 2016,
10:00 AM to 2:00 PM

Add To Calendar

[Google](#) • [Outlook](#) • [iCal](#) • [Yahoo](#)

LOCATION

“First thing I do after discovering the event I determine whether I’m free at that time ... I’ll put it on my calendar.”

—Matan

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May from April 2 to October 29 at the North
Ages 5 to 17. Free and open to players of all

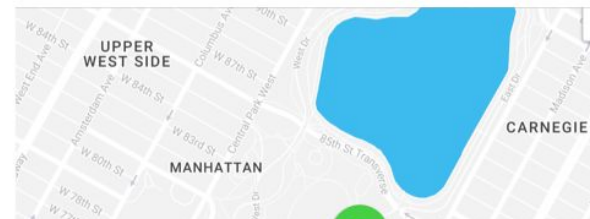
- 11:00 am
 0 am - 12:00 pm
 - 2:00 pm
 call 212.348.4867

October 15, 2016,
10:00 AM to 2:00 PM

Add To Calendar

Google • Outlook • iCal • Yahoo

North Meadow Recreation Center,
mid-Park at 97th Street



**“I will expect to see a map on the
calendar page.” —Maple**

er. Ages 5 to 17. Free and open to players of all

m - 11:00 am

:00 am - 12:00 pm

pm - 2:00 pm

ase call 212.348.4867

tyler Gumb

from New York University with a MA Physical
e works for Metzger-Price Fund, Inc.

ce Fund, Inc.

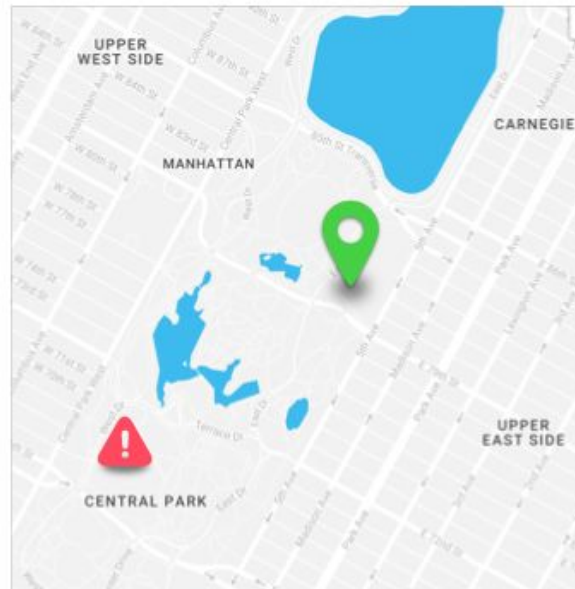
48.4867 E. metzget@fun.com

LOCATION

North Meadow Recreation Center,
mid-Park at 97th Street



Filming near West 75



“I would see ... maybe who’s leading it ... I would probably not go on a walk with a park ranger, would rather someone from museum of natural history.”

—Karen

HOST



- **Instructor Tyler Gumb**

Tyler graduated from New York University with a MA Physical therapy and he works for Metzger-Price Fund, Inc.

- **Metzger-Price Fund, Inc.**

Contact T. 212.348.4867 E. metzget@fun.com

#Youthbasketballclinic

Check out the gallery for the latest #Youthbasketbalclinic uploads to [Instagram](#)



RECO

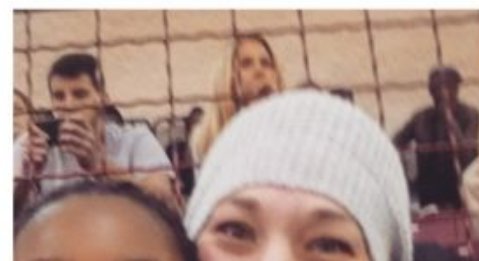
Boat

TOUR

**“There should be 13 years of pictures
from past events. It would give me a
deeper understanding of what this event
entails.” —Karen**

#Youthbasketballclinic

Check out the gallery for the latest #Youthbasketballclinic uploads to [Instagram](#)



RECOMM

Boat Land

TOUR

FAM



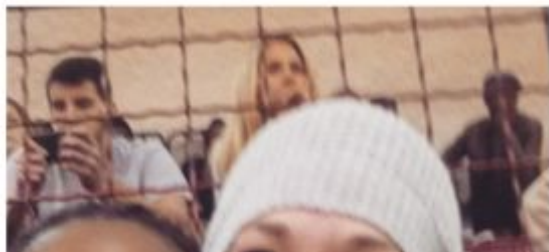
Iconic Vi

TOUR

FAM



Youthbasketballclinic uploads to [Instagram](#)



RECOMMENDED EVENT

Boat Landings in Central Park Tour

TOUR

FAMILIES

HISTORY LOVERS



🕒 11:00 AM (2 hours)

💰 \$ 15 (10 for members)

📍 85th and Central Park East

Iconic Views of Central Park Tour

TOUR

FAMILIES



A close-up photograph of a person's hand holding a black smartphone. The phone's screen is lit up and shows a website with a red header and some text. The word "Donation" is superimposed in large, white, sans-serif font across the middle of the image, partially covering the phone and the hand. The background is a blurred red and white pattern, possibly a shirt or a wall.

Donation

Order tickets below.

Youth Basketball Clinic

October 15, 2016, 10:00 AM to 2:00 PM

Quantity	Price	Type	Shipping Method
1	\$15.00	Non-member	Print at Home - \$0.00

Become a member and get 10% discount today

Conservancy members, you will be prompted to enter your discount during checkout on the next page. Please refer to your membership card or email membership@centralparknyc.org to locate your discount code. Not a member? Join Today!

Become a Member

Continue

Date: Oct 15, 2016
Location: North Meadow Recreation Center

Event details

It's not just about the game. It's about the experience. Through this program, young people develop leadership skills and learn to work together.

Clinics are held every Saturday from April 2 to October 29 at the North Meadow Recreation Center. Ages 5 to 17. Free and open to players of all abilities.

Metzger-Price Fund, Inc.

T: 212.348.4867
E: metzger@fun.com
W: <http://www.metzgerprice.com>



Timeline

Ages 5-8 (Co-ed): 10:00 am - 11:00 am
Ages 9-14 (Girls Only): 10:00 am - 12:00 pm
Ages 9-17 (Co-ed): 12:00 pm - 2:00 pm
For more information, please call 212.348.4867

Map ?



You're successfully RSVP'd!

Help The Park Bloom With Your Donation

With a minimum donation of \$50, the Conservancy will plant your daffodils, tulips or mums in the Park. For your donation, you or the person(s) you are honoring will receive an eCard online or physical certificate indicating the flowers planted and the date of the gift.

Learn more detail

Not today

Date: Oct 15, 2016
Location: North Meadow Recreation Center

Event details

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Become a Member

Continue

“I like the big green become a member and get a discount. I think it would be more clear if you could say how much people were saving like a percentage.”

—Amy



You're successfully RSVP'd!

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Learn more detail

Not today

A hand holding a black smartphone, with the screen displaying a blurred interface. The background is a blurred image of a person wearing a red shirt. The text "Main Events Page" is overlaid in white, bold font.

Main Events Page

FEATURED EVENT

Boat Landings in Central Park Tour

Today at 11:00 AM, join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.

Search events

Date

Event type

TODAY



Seneca Village Tour

Join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.

11:00 AM (2 hours) \$15 (10 for members)
8th and Central Park West [See map](#)



Boat Landings in Central Park Tour

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11:00 AM (2 hours) \$15 (10 for members)
8th and Central Park East [See map](#)



Open Hours: Hallett Nature Sanctuary

Join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.

10:00 AM (2 hours) \$15 (10 for members)
57th and Central Park West [See map](#)

TIPS & ALERTS: [Subscribe](#)



- Filming near West 75th
- Sheep meadow will be closed
- Nightclub first bloom!
- Ice skate rink will be opened

FEATURED DONORS

- Katerina Yee
- Jodi Leo
- Wei-Ting Kuo
- Lizzie Hayward



"Because I Love The Park"

Donate to the park

“The CPC calendar page is bland.” —Gina

Visit / Central Park Events

FEATURED EVENT

Boat Landings in Central Park Tour

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 Search events

Date



Event type

**“Yes I usually use Google just because
Google is faster than using the CPC site.”**

—Bryan

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🔍 Search events

Date



Event type



 TODAY



TIPS & ALERTS · [Subscribe](#)



“In deciding an event to attend I look closely based on time and location.”

—Eric

Seneca Village Tour

TOUR

HISTORY LOVERS

FAMILIES

Join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.



11:00 AM (2 hours) \$ 15 (10 for members)



85th and Central Park West [See maps](#)



TOUR

FAMILIES

HISTORY LOVERS

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11:00 AM (2 hours) \$ 15 (10 for members)



85th and Central Park East [See maps](#)



NATURE LOVERS

BIRDERS

Open Hours: Hallett Nature Sanctuary

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11:00 AM (2 hours) \$ 15 (10 for members)



57th and Central Park West [See maps](#)



Filming near



Sheep meadow



Niphrdill first b



Ice skate rink v

FEATURED DONOR



Katarina Yee



Jodi Leo

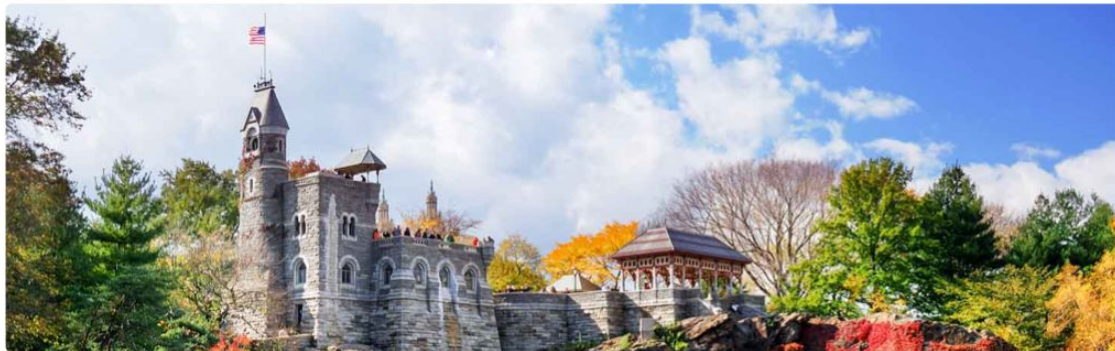


Wei-Ting Kuo



Libbie Hayward

“Weekly tabs might be a bit confusing for me. It wouldn’t be my intuition to click on them to open these weekly tabs.” —Lisa



Seneca Village Tour

TOUR

HISTORY LOVERS

FAMILIES

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📍 85th and Central Park West [See maps](#)



TOUR

FAMILIES

HISTORY LOVERS

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NATURE LOVERS

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TIPS & ALERTS · [Subscribe](#)



⚠️ Filming near West 75th

⚠️ Sheep meadow will be closed

🌱 Niphredil first bloom!

🛼 Ice skate rink will be opened!

FEATURED DONORS

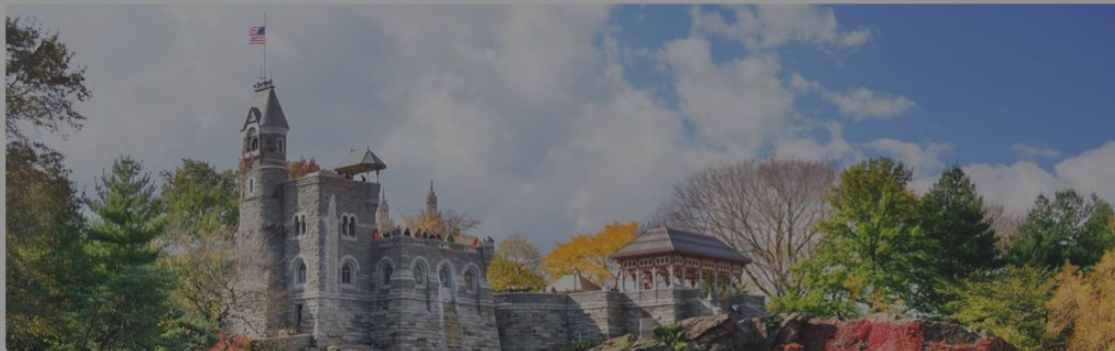
 [Katarina Yee](#)

 [Jodi Leo](#)

 [Wei-Ting Kuo](#)

 [Libbie Hayward](#)

“I would expect to see on the parks calendar page info on closures and construction starting or finishing.” —Matan



Seneca Village Tour

TOUR

HISTORY LOVERS

FAMILIES

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🕒 11:00 AM (2 hours) \$ 15 (10 for members)

📍 85th and Central Park West [See maps](#)



TOUR

FAMILIES

HISTORY LOVERS

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TIPS & ALERTS · [Subscribe](#)



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FEATURED DONORS



Katarina Yee



Jodi Leo



Wei-Ting Kuo



Libbie Hayward

“CPC keeps the park looking amazing. I don’t question a thing they do.” —Bryan



Join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.



11:00 AM (2 hours) \$ 15 (10 for members)



57th and Central Park West [See maps](#)



 **FRIDAY, OCTOBER 14**



TIPS & ALERTS · [Subscribe](#)



**“There are just squares of color but I
don't see what those are - so i don't know
what that means.” —Amy**

Central Park Paws

DOGS

FAMILIES

Join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.



🕒 11:00 AM (2 hours) 💰 \$ 15 (10 for members)

📍 85th and Central Park West



⚠️ Filming near West 75th



FAMILIES

SPORTS

Youth Basketball Clinic

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🕒 11:00 AM (2 hours) 💰 \$ 15 (10 for members)

📍 85th and Central Park West



FAMILIES

TOUR

Iconic Views of Central Park Tour

Join Central Park Conservancy guides on this tour to learn about the lives of Seneca Village's residents in the 1800s and the community's place in pre-Park New York City.

🕒 11:00 AM (2 hours) 💰 \$ 15 (10 for members)

📍 85th and Central Park West



HISTORY LOVERS

CULTURE

Shakespeare in the Park

**“I used the link [to the event] on the
Central Park twitter account.” —Lisa**



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🕒 11:00 AM (2 hours) 💰 \$ 15 (10 for members)

📍 85th and Central Park West



HISTORY LOVERS

CULTURE

Shakespeare in the Park

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📍 85th and Central Park West

Get Updates on Twitter or Facebook

More than 700,000 people follow CPC for daily event updates and alerts.

 Twitter

 Facebook

 Instagram

🕒 SATURDAY, OCTOBER 15



TIPS & ALERTS · [Subscribe](#)

⚠️ Filming near West 75th

⚠️ Sheep meadow will be closed

🌱 Niphredil first bloom!

CONCLUSION

Park Zuckerberg

FINDINGS

1. People mainly use social media
2. Events page not as useful for frequent park users

CONCEPT

1. Integrate social media to meet people where they are.
2. Integrate alerts to make events page more useful.
3. Use increased engagement to add more CTAs to donate