

Hello & welcome!



Introducing Soapbox



5 mins

Soapbox is a creative studio for ideas that matter.



We combine strategy, technology and design to help forward-thinking organisations turn knowledge and ideas into social progress.

We help some of the world's leading mission-driven policy, research and advocacy organisations to communicate in more imaginative ways.



We work with organisations that generate and share knowledge and ideas – as well as organisations who support, champion, and put them into practice.



We work alongside established institutions who have already changed our world for the better and emerging initiatives who are just about to. Our clients range from independent research institutes and think tanks to grantmakers, membership organisations and educational institutions.



We have experts across
all four of our focus
areas.

Brand Publishing Creative Web

This means we bring the right people
together for each project as well
as having access to a wider pool
of expertise from across the agency.

We work in a joined up and integrated
way, minimising messy hand-offs and
saving time and duplication of efforts.

Our services

Brand



We crafted a vibrant look and feel for **Ada Lovelace Institute**, the leading voice on data and AI



We developed a tactile brand identity for **ICCROM** that draws from their rich history

We help progress-driven organisations express who they are, what they do and why it matters, amplifying their impact and sparking positive social change. Whether through a light-touch brand refresh or complete overhaul, we help our clients to bring their brand stories to life.

- Brand strategy
- Messaging and tone of voice
- Project, campaign, event and organisational identities
- Brand collateral



We embodied **NRGi's** energy for change with a brand identity focussed on the future



We worked with the **National Centre for Social Research** to recharge their brand and digital presence

Our services

Publishing services

For the clients we work with, deep thinking is their currency. For this thinking to take hold, it needs to be expressed in ways that are understandable, findable and shareable. And in ways that generate trust and deliver impact.

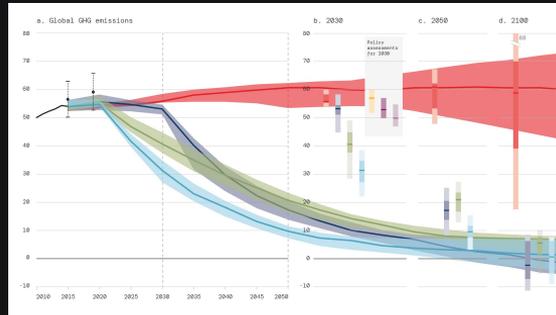
- Copywriting and editorial
- Proofreading
- Typesetting, templates and layout
- Chart and map design
- Online reports and page-to-PDF
- Publications strategy



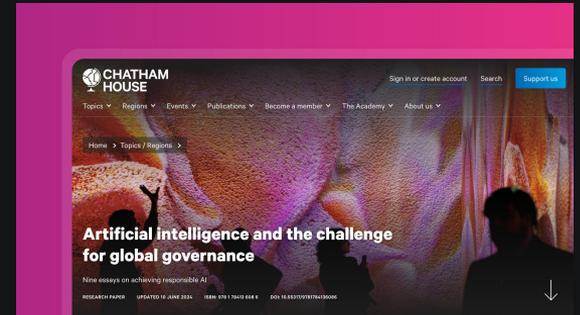
We developed a visual language, publication design and online home for **Centre for London's** new series



We created an immersive digital report with **SIPRI** for their **Environment of Peace** project



We visualised data for the **IPCC** that tells the crucial story of climate change



We worked with **Chatham House** to implement our online Reader product and workflow

Our services

Creative content

We bring sophisticated and world-changing ideas to life in imaginative and innovative ways, helping organisations to shape the conversation and change what's possible.

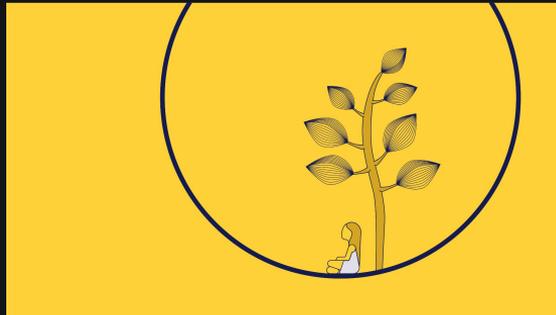
- Bespoke publications and flagship reports
- Film and animation
- Data visualisation
- Event and exhibition design
- Creative strategy
- Communications and marketing materials



We worked with **Public Practice** on their annual publication that celebrates good practice



We brought the IFS's five-year study on equality to life with a project identity and launch campaign



We produced illustrations and animations to amplify the work of the **Nuffield Family Justice Observatory**



We worked with **Sense about Science** to design an eye-catching installation in the heart of Parliament

Our services

Web



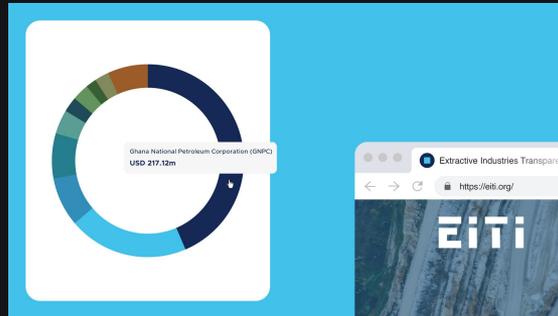
We crafted a website to help IFS share their outstanding work with diverse audiences



We worked with **Stanford Center on Early Childhood** on numerous digital experiences for their **RAPID** initiative

We specialise in creating structured digital platforms for organisations that publish detailed original content, often at scale. We design, build and maintain everything from campaign microsites to interactive tools, data dashboards to large-scale digital platforms for global institutions.

- **Research and strategy**
- **User experience and interface (UX/UI) design**
- **Web development (Drupal and Wordpress)**
- **Maintenance, hosting and support**
- **Continuous improvement**
- **SEO and analytics**



We created a seamless user experience that puts data and discovery first for EITI



We helped **Murray Edwards College** to express their values and the unique studying experience they offer

for most people

**your website IS your
think tank**

Our services

Web



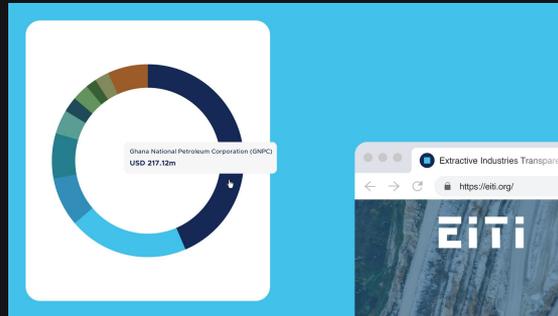
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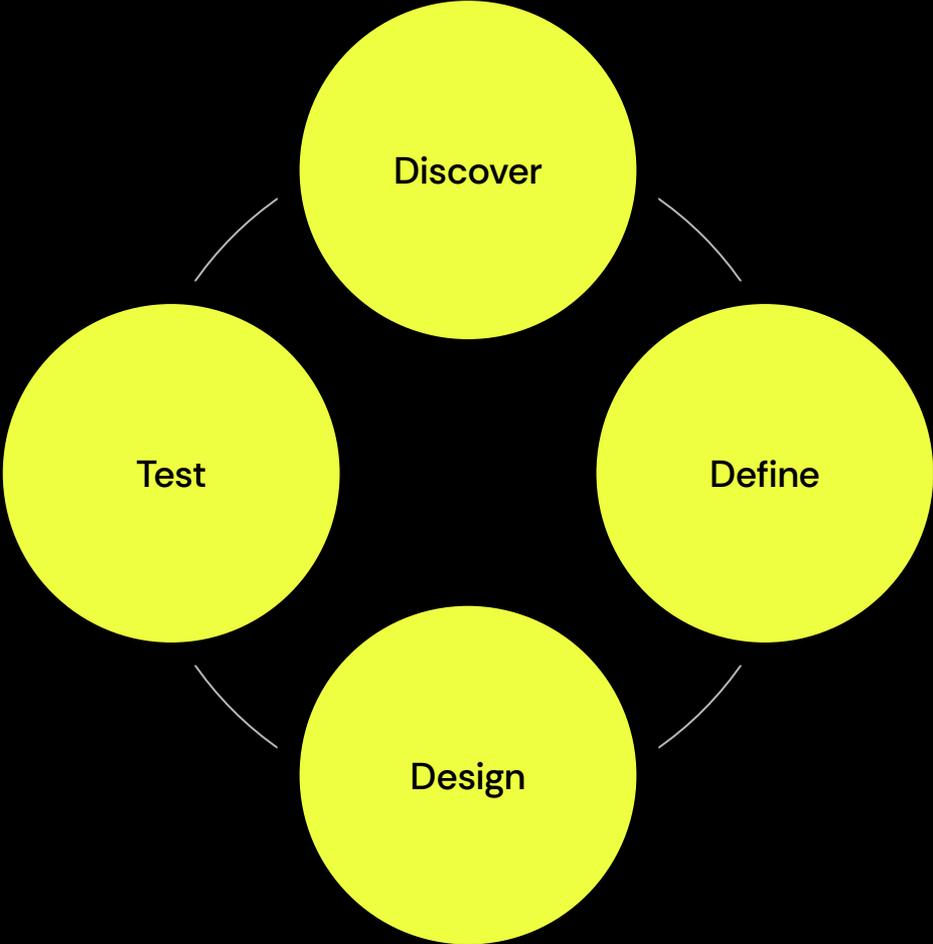
How do we design a think tank website for diverse audience groups?



5 mins

user experience

**your website IS your
think tank**



Today's agenda

5 mins

Introducing Soapbox



Part 1
Introducing
user experience

10 mins

Key concepts, examples
& approach



Today's agenda

5 mins

Introducing Soapbox



Part 1
Introducing
user experience

10 mins

Key concepts, examples
& approach



Part 2
Website design
workshop

20 mins

Discover
Define



40 mins

15 mins

Quick break

1h 15

Design
Test



30 mins

15 mins

Wrap up



5.30pm

Finish

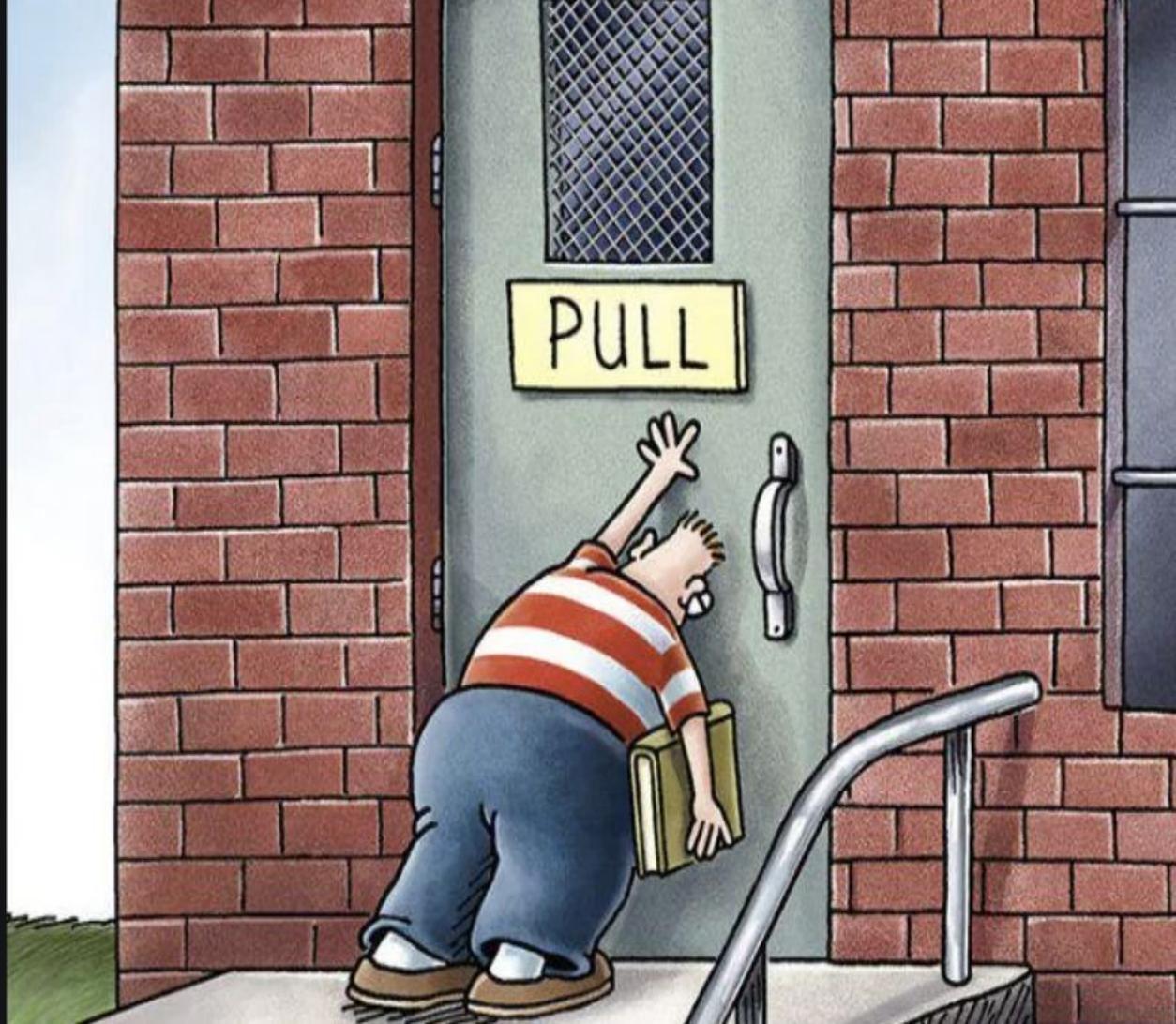
What is user experience?



**It's how a user
interacts with and
experiences a product,
system or service.**

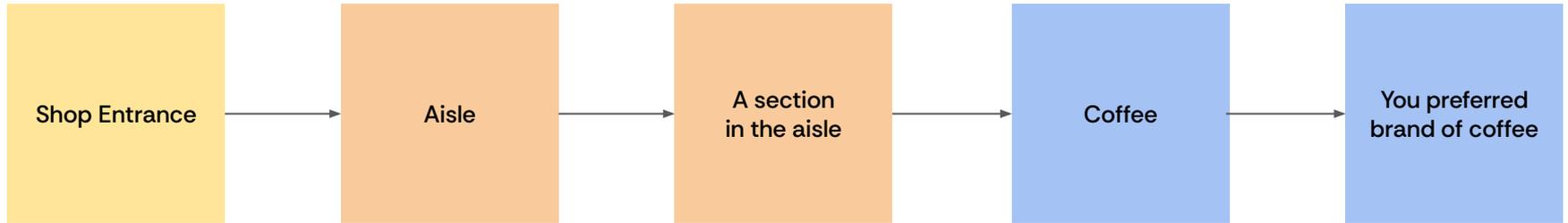
Jakob Nielsen

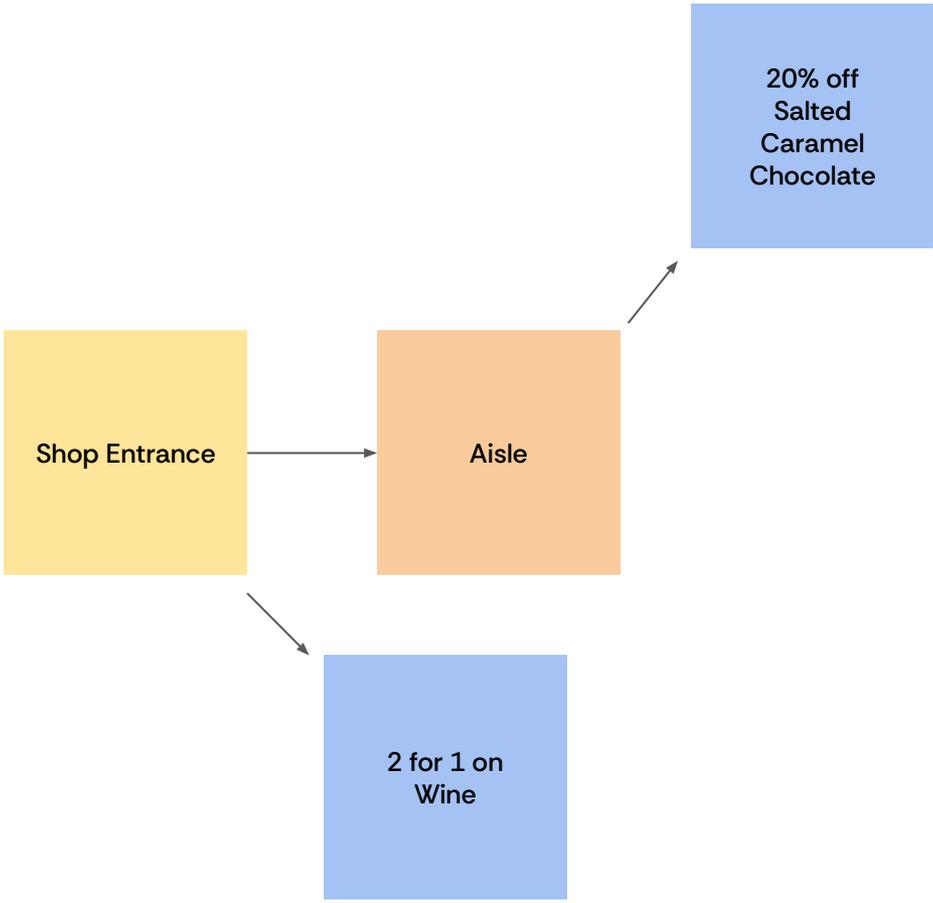
Push?
Pull?
Slide?

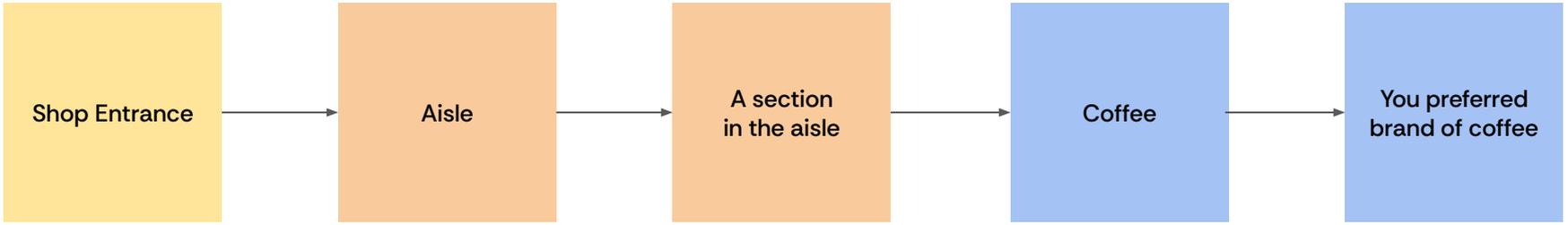


**How is your
supermarket
experience?**









What do your users need from your website?



5 mins

Policymakers

“The international stuff is not that relevant to us most days but the local stuff can be useful. If it is very local to me then we will nearly always use it.”



As a policymaker I want to stay informed about issues that affect my constituency so that I can take action to address them.

“We’ve worked with think tanks before on panels and things like that. It can be a way to get noticed on a particular issue.”

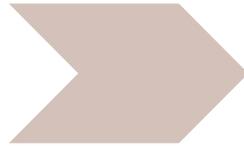


As a policymaker, I want to organize and schedule speeches and events so that I am seen as an effective legislator

Policymakers

Researchers

“I’m a data scientist, so I like to have the raw datasets to look at. To be honest, that is often more useful to me than a report or article.”



As a researcher, I want to access relevant datasets so that I can use the data to inform my own work.

“If a question is research focused, I’d start with Google Scholar to gather the relevant literature as a starting point”



As a researcher, I want to search Google Scholar for relevant reports so that I can incorporate their findings into my own research.

Policymakers

Researchers

Journalists

“I need quotes from experts and I sometimes need the details of issues explaining. It’s really useful if I know who to contact. ”



As a journalist, I want to connect with experts so that I can better understand unfamiliar topics.

“If I pitch a story to my editors today, it has to be filed today. Lots of pressure to get it out.”



As a journalist, I want to quickly find relevant research so that I can complete my story before my 7pm filing deadline.

Policymakers

Researchers

Journalists

Donors

“MEL is important here so and I need to do a report for each board meeting. Finding materials so I can do that quickly is good.”



As a current donor, I want to read outputs from projects I have funded so that I can prepare evaluation reports for board meetings.

“Hard to get a feel for the organization. I read their strategic goals. They were low down, and felt more internal focused. Very buried.”



As a potential funder, I want to read your organization’s mission so that I can tell whether your organization works in areas that meet our funding criteria.

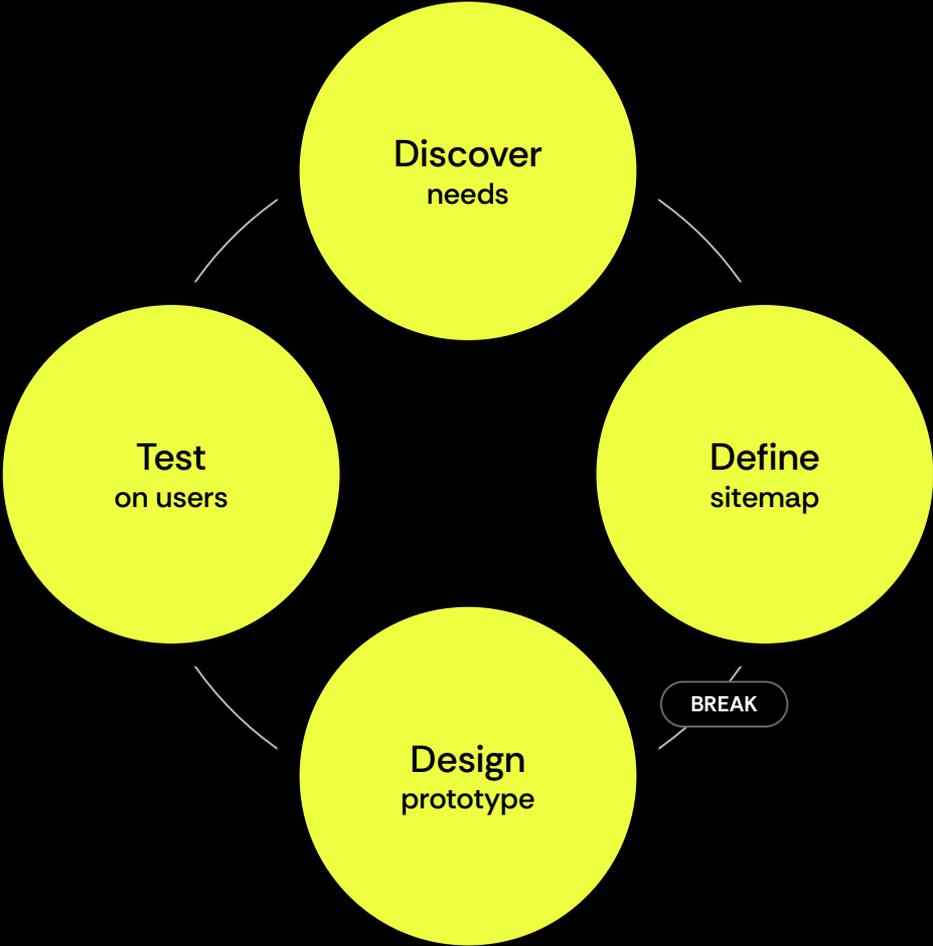
Part 2

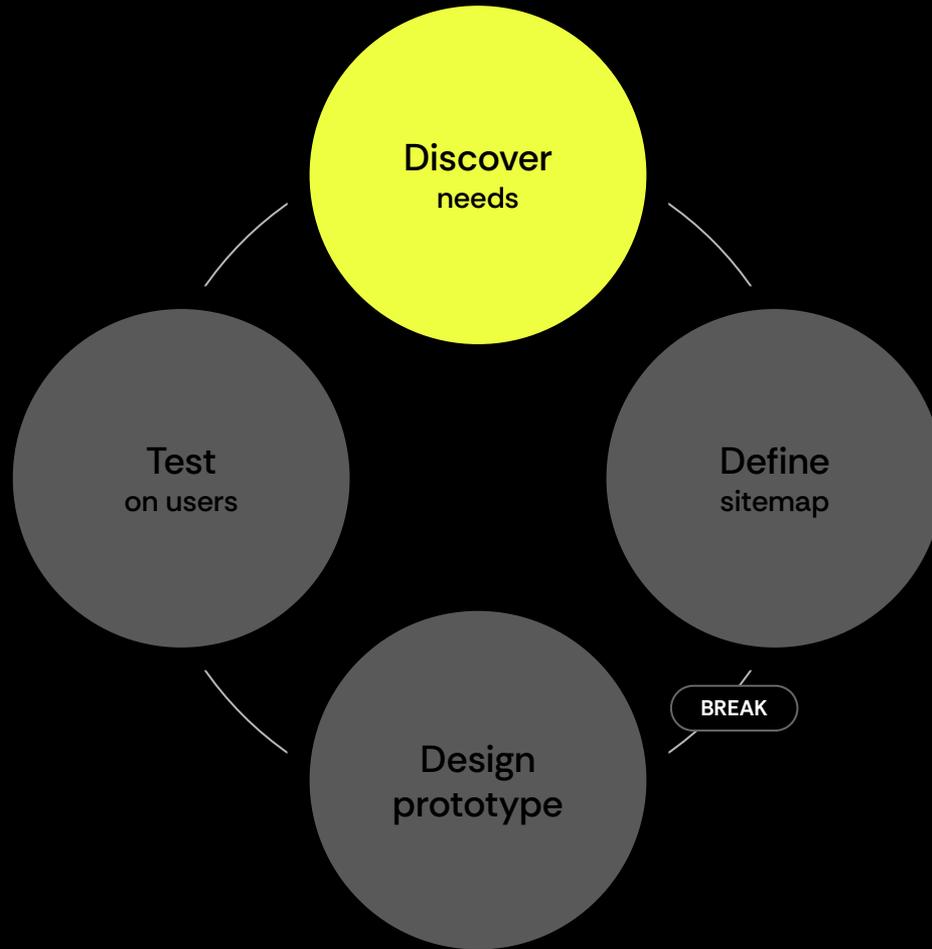
It's over to you!



5 mins

We would like you to design the website of a fictional think tank that meets the needs of one these target audiences.





20 mins

Step 1

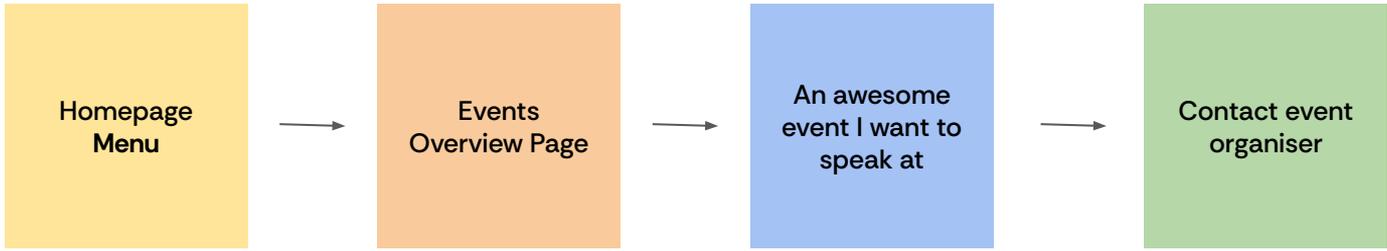
Discover your user's
needs

Spend 15 minutes reading and discussing your brief as a group:

- a. Who is your primary user and what do they need? (**Tip**: look at the task at the bottom of your brief!)
- b. How could the site meet their needs? What user journeys should the site support?

As a policymaker, I want to organize and schedule speeches and events so that I am seen as an effective legislator

User journey



You are *The Institute for Climate Action*, a think tank with a mission to make environmental policies fair for everyone worldwide.

Currently you produce 4 main types of content:

- Publications
- Articles
- Events
- Biographies of staff.

You also have 3 core topics:

- Energy transition
- Climate science
- Climate finance.

Your primary audience is potential donors.

Their goals are:

1. to read about your organization's vision for the energy transition, so that they can tell whether your organization meet their funding criteria.
2. to donate directly through the website (if they like what they see!)

Your primary audience is journalists.

Their goals are:

1. to connect with an expert on climate finance, so that they can better understand and report on the business case for green initiatives.
2. to quickly find relevant and easy-to-understand articles on climate finance, so that they can complete their story before a 7pm deadline!

Your primary audience is researchers.

Their goals are:

1. to download the raw data from your latest climate science publication, so that they can use it to inform their own work.
2. to see if you have any open research positions, and if so, to find out more about the application process to assess if they would be a good fit.

You are Soc-AI, a think tank with a mission to promote inclusive AI policy in Spain.

You are well connected with technologists, but you need to make your mark on the policy landscape.

You have decided to create a website that

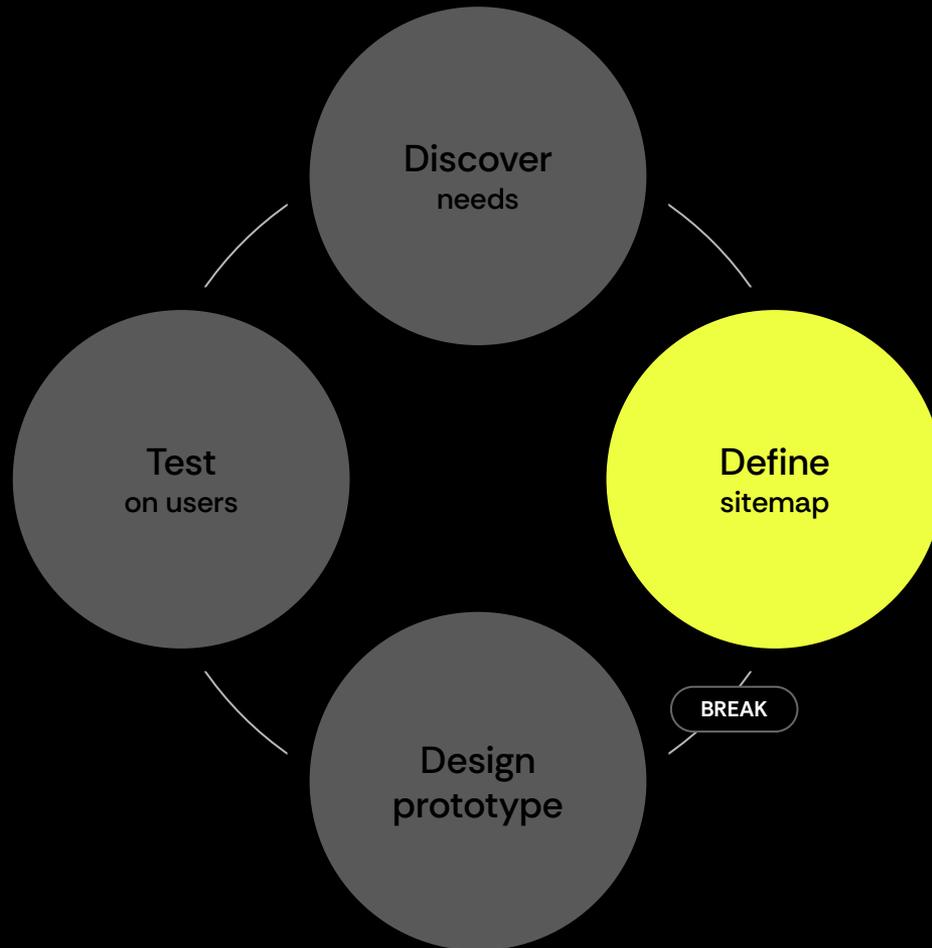
1. presents your in-depth research in a way that is quick and easy to engage with
2. is a platform to connect policymakers and tech researchers.

Currently you produce 4 main types of content: events, research summaries, organisations, and people. You also have 3 core areas of interest: AI in Healthcare, AI in Education and AI in Finance.

Your primary audience is policymakers.

Their goals are:

1. to stay informed about how AI affects their constituency so that they can take action to address the issues
2. to attend and participate in events on AI, so that they are seen as an effective legislator.



Step 2

Define your sitemap

Define is all about deciding on the underlying structure of the website so that it meets your user's needs.

To do this, create a sitemap using the post-it notes, creating a tree-like structure on the board/wall provided.

Home

Home

Who we
are

Where we
work

Topics

Our Work

Events

Home

Who we
are

Where we
work

Topics

Our Work

Events

Our
Impact

Team

Partners

Home

Who we
are

Where we
work

Topics

Our Work

Events

Our
Impact

Team

Partners

Regions

Topic
page

Articles

Reports

Event

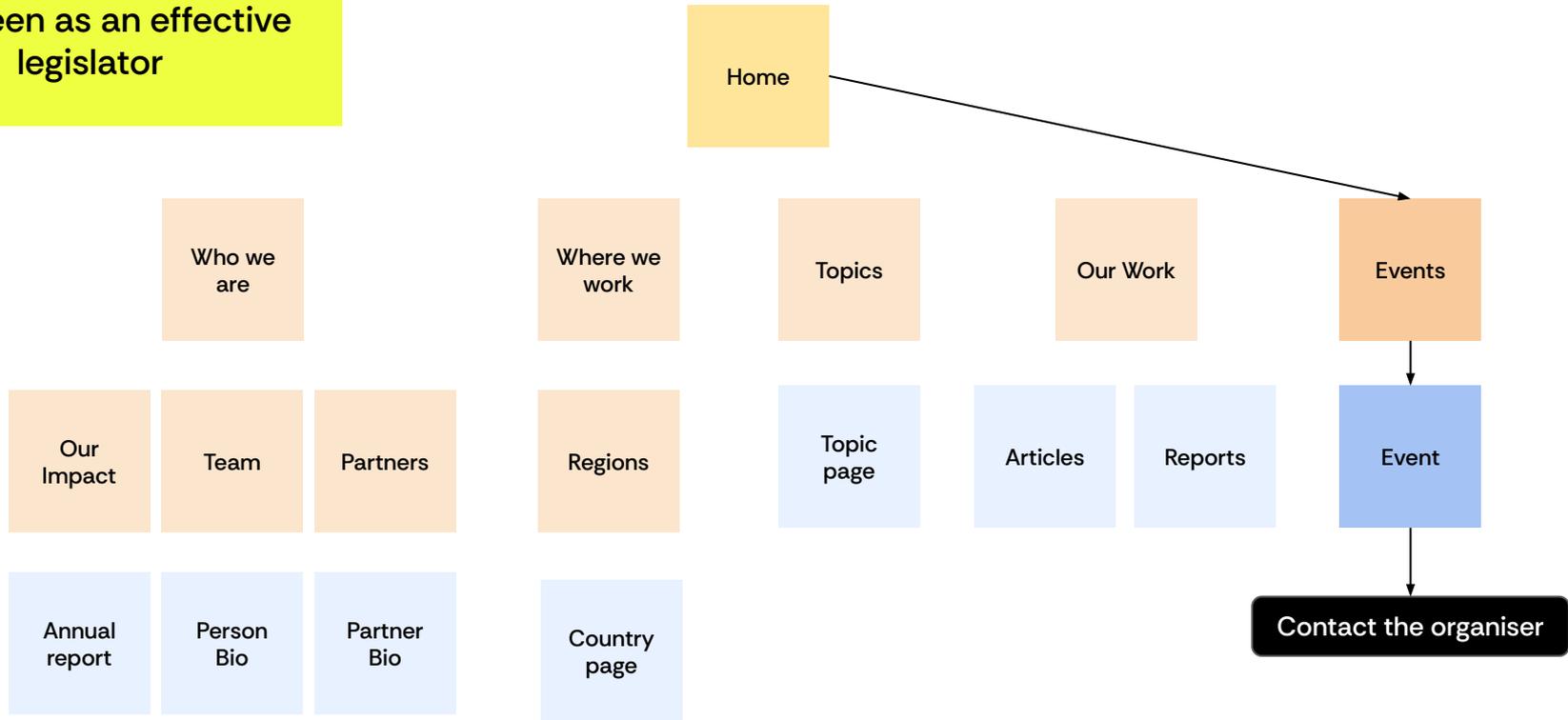
Annual
report

Person
Bio

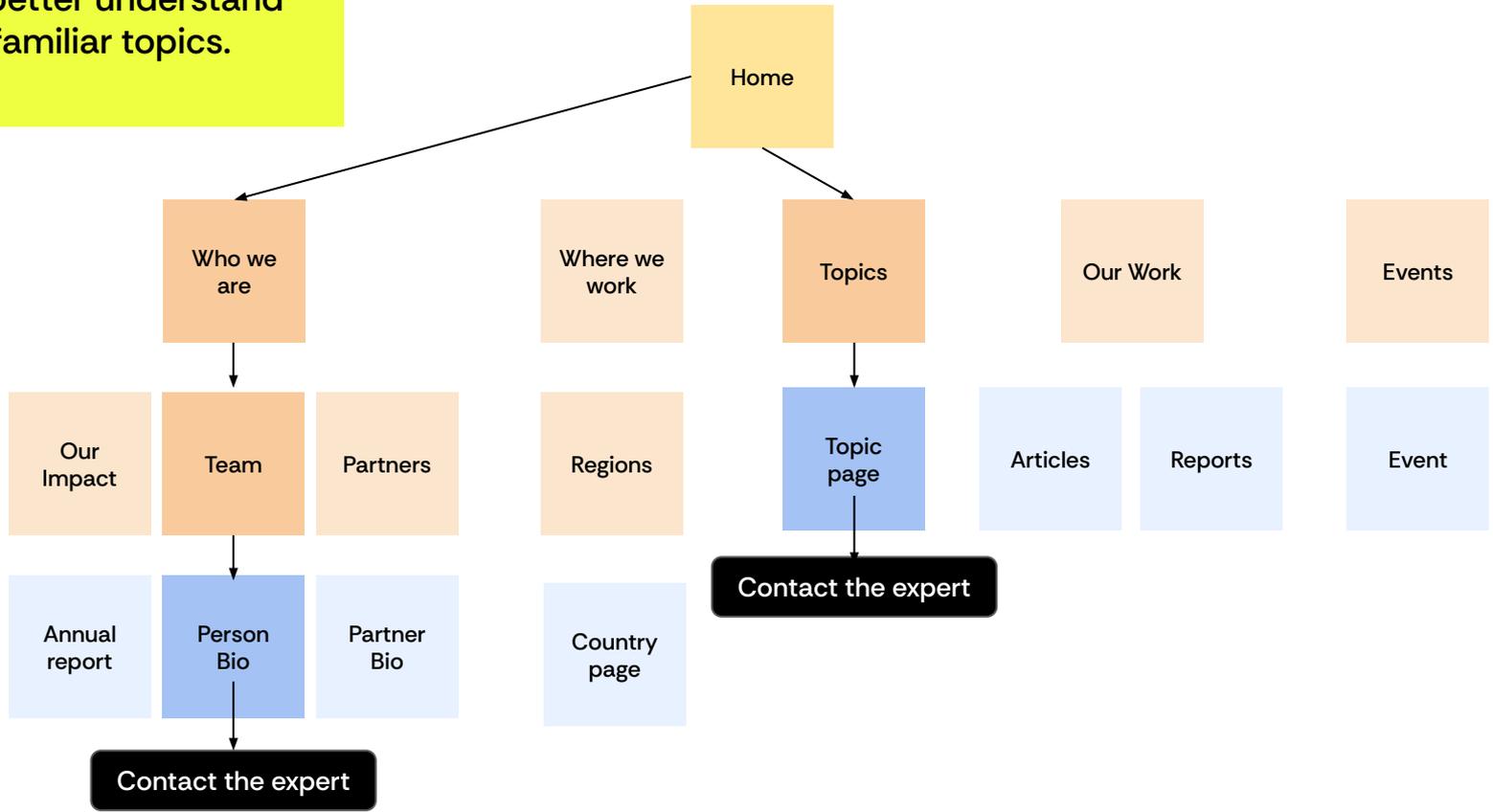
Partner
Bio

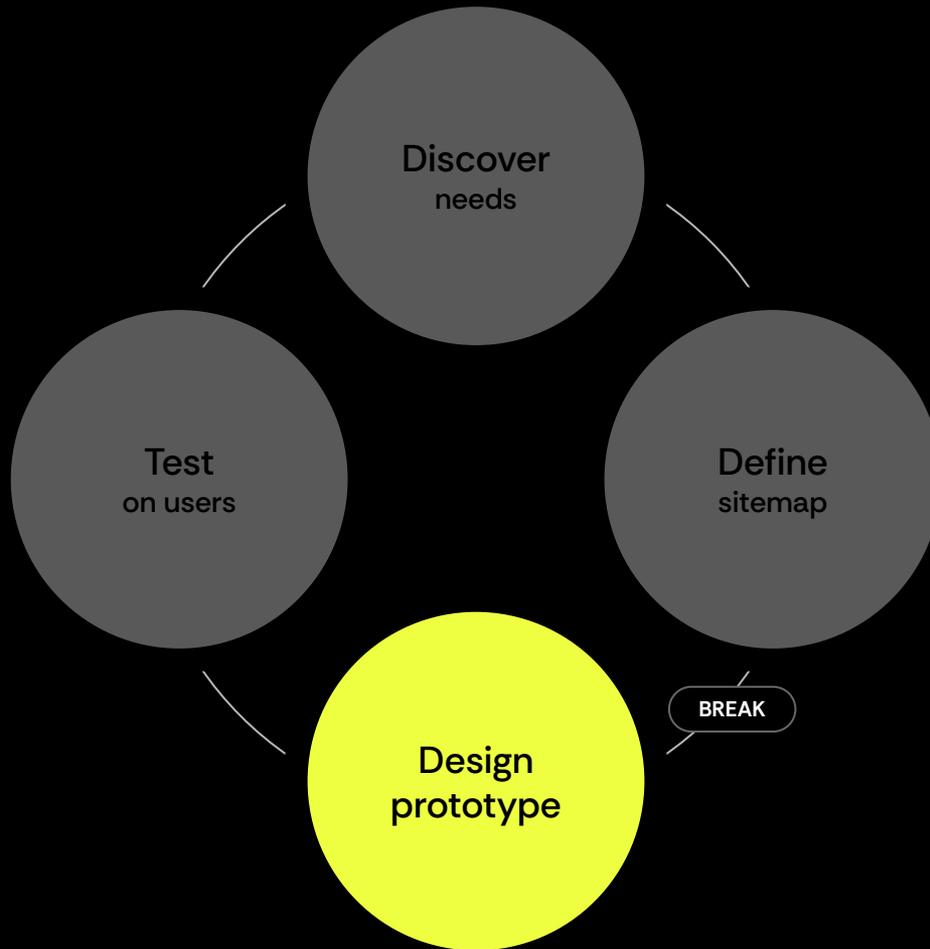
Country
page

As a policymaker, I want to organize and schedule speeches and events so that I am seen as an effective legislator



As a journalist, I want to connect with experts so that I can better understand unfamiliar topics.

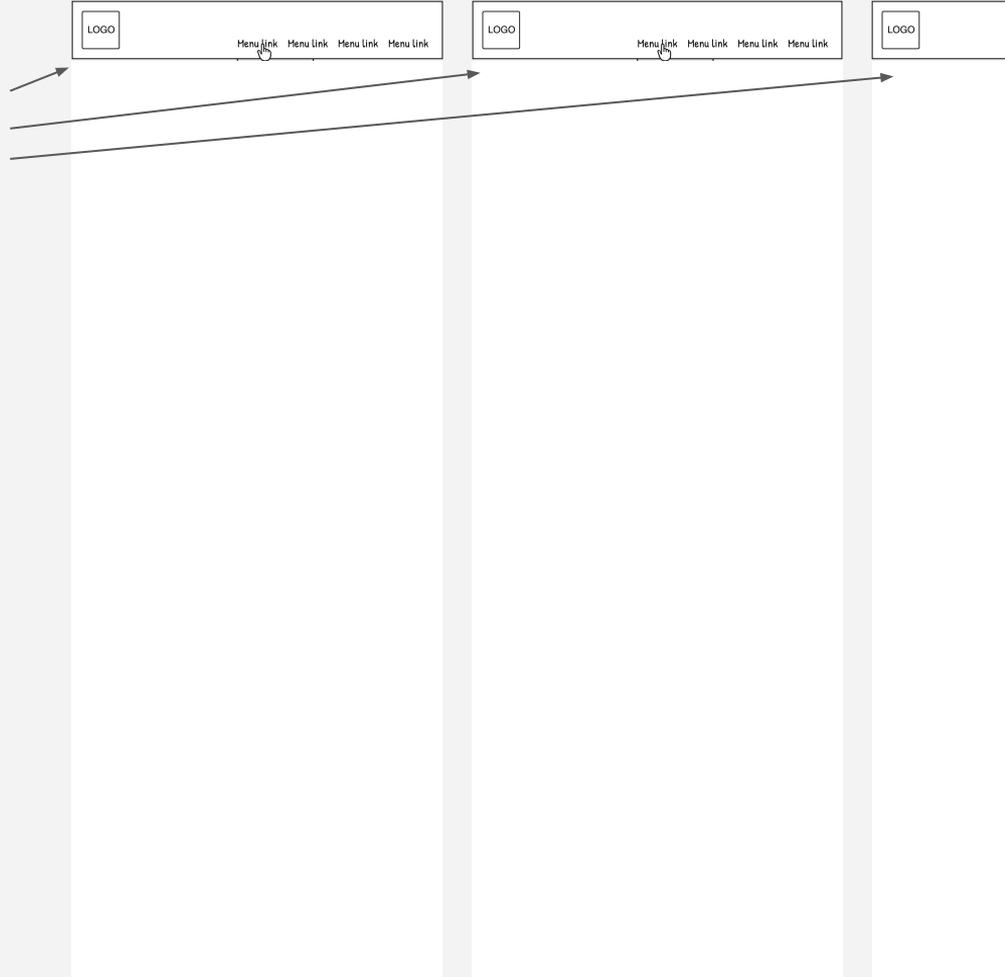
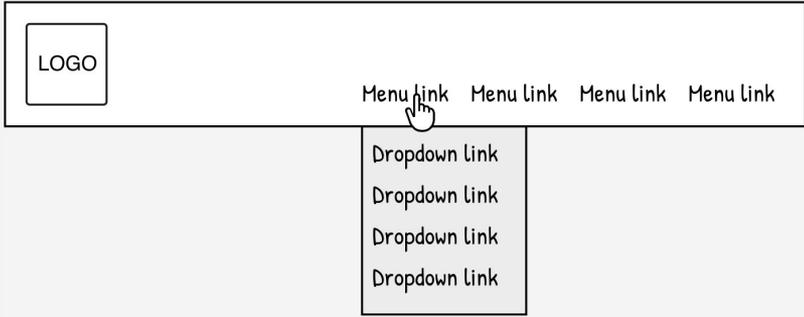




Step 3a

Design the navigation

1. First, in your sitemap identify the pages to create. Your prototype should include each step/page of your users journey.
2. Then start building out your navigation using the Navigation components.
 - a. Cut out the Header component and write the main menu items. When you are happy, stick them down at the top of each page (you will need 1 header for every page)
 - b. Create the Dropdown menus to go under each subsection, but **do not stick them down!**
 - c. Create the **Footer**, but **do not stick these down** yet.



Break

10 mins

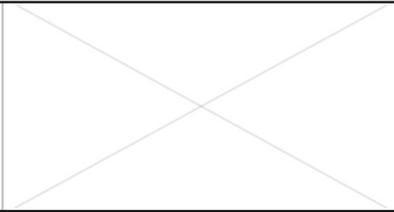
Step 3b
Design the page
contents

Next, choose which pagebuilder components to build your pages out with. Remember you need 1 page per step on your user's journey.

1. Create your pages by cutting out and arranging your desired components on the paper screens provided. Write any text needed directly onto, or around, each component.
2. Explore different arrangements and assess which one works best to meet your user's needs.
3. When you're happy, stick the components down on your paper screens.

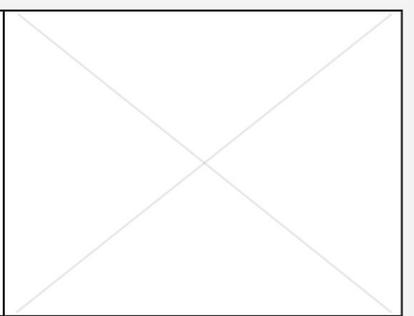
Explore our climate data tool for 2024

DOWNLOAD DATA



About us

This is a short description about us to introduce this section.



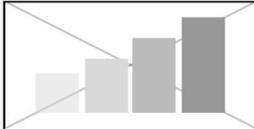
Explore our latest content



Annual conference 2026

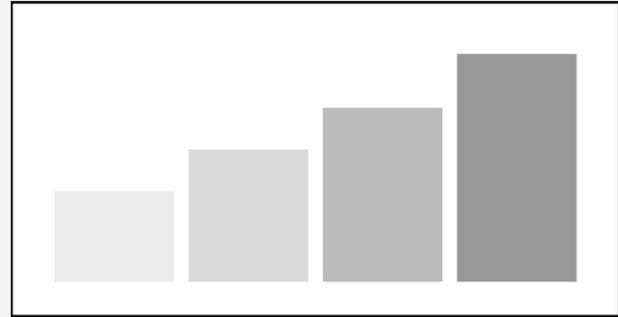


Latest report on deforestation in the Amazon



Latest data on global CO2 emissions

Explore the data



“

A quote about from an important person goes here

Person's name

”

Explore case study



Morwenna Kotlar
CEO



Ania Mitchell
Director



Alexandre Salvador
Head of Comms



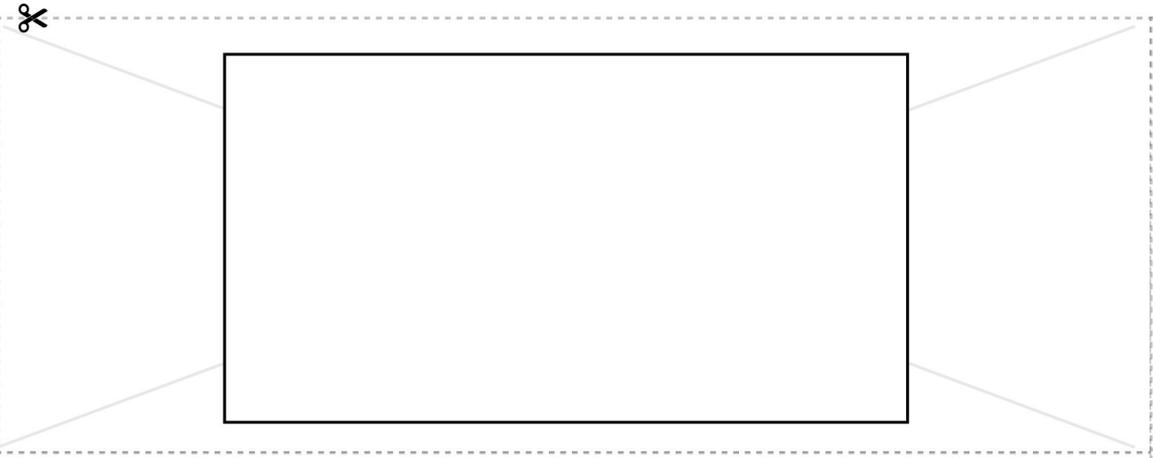
Bob D'Arcy
Researcher



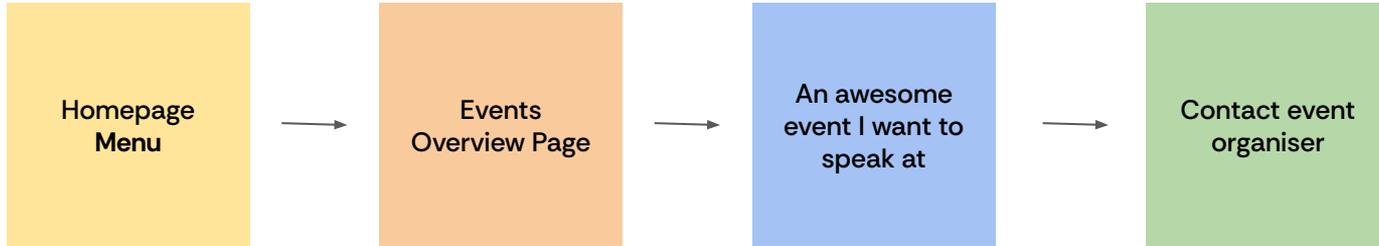
Seb Rae
Researcher



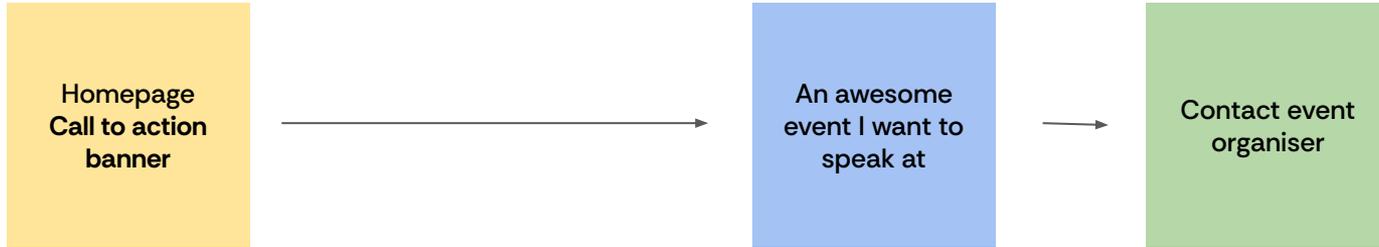
Ciro Axelle
Admin



Remember this...



A quicker option...



Explore our climate data tool for 2024	
DOWNLOAD DATA	

homepage

LOGO

Menu Link Menu Link Menu Link Menu Link

Mission statement goes here

Read our story

Featured Content

Really important story

And another

View all stories

Explore our latest events

This is our annual conference

This is a 5 day workshop

This is a webinar with our experts

View all events

Watch the video

event page

LOGO

Menu Link Menu Link Menu Link Menu Link

This is an event title

This is a short description about the event.

16 Oct 2025 In-person

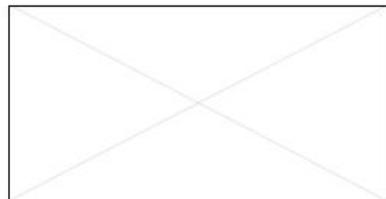
Register

Placeholder text for event details

This is a related event

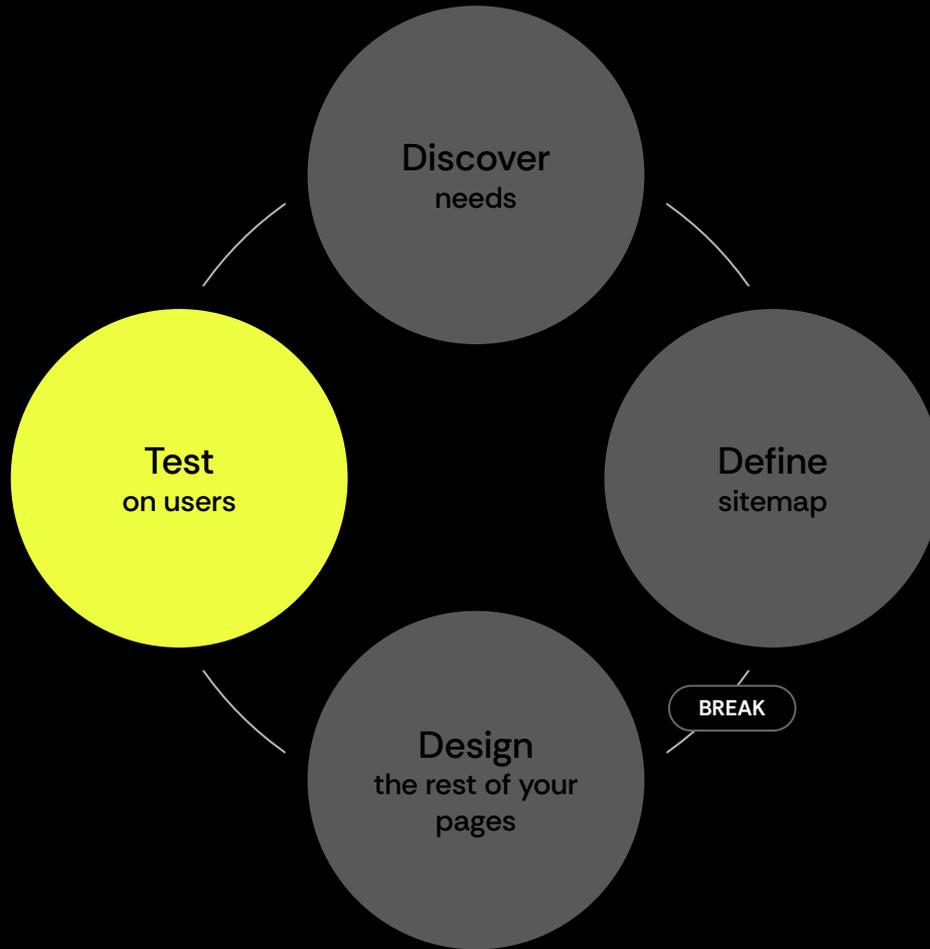
Placeholder text for event details

This is a related event



Placeholder text for event details

Placeholder text for event details



30 mins

Step 4 User Testing

The final step is to test whether your prototype meets the user's needs. We will carry out a round of user testing on your prototype, which will give you an opportunity to see how well your website is working. The user will carry out the tasks written at the bottom of your brief.

You should decide amongst yourselves who will deliver the user testing. There are 2 main roles:

- **The Facilitator** will guide the testing session
- **The Computer** will simulate the system's responses to a users' request, e.g. scrolling, changing wireframes when they click etc. Use the paper computer to frame the pages, and prompt cards to feedback to your users.

UX in the age of AI



15 mins

Machine users

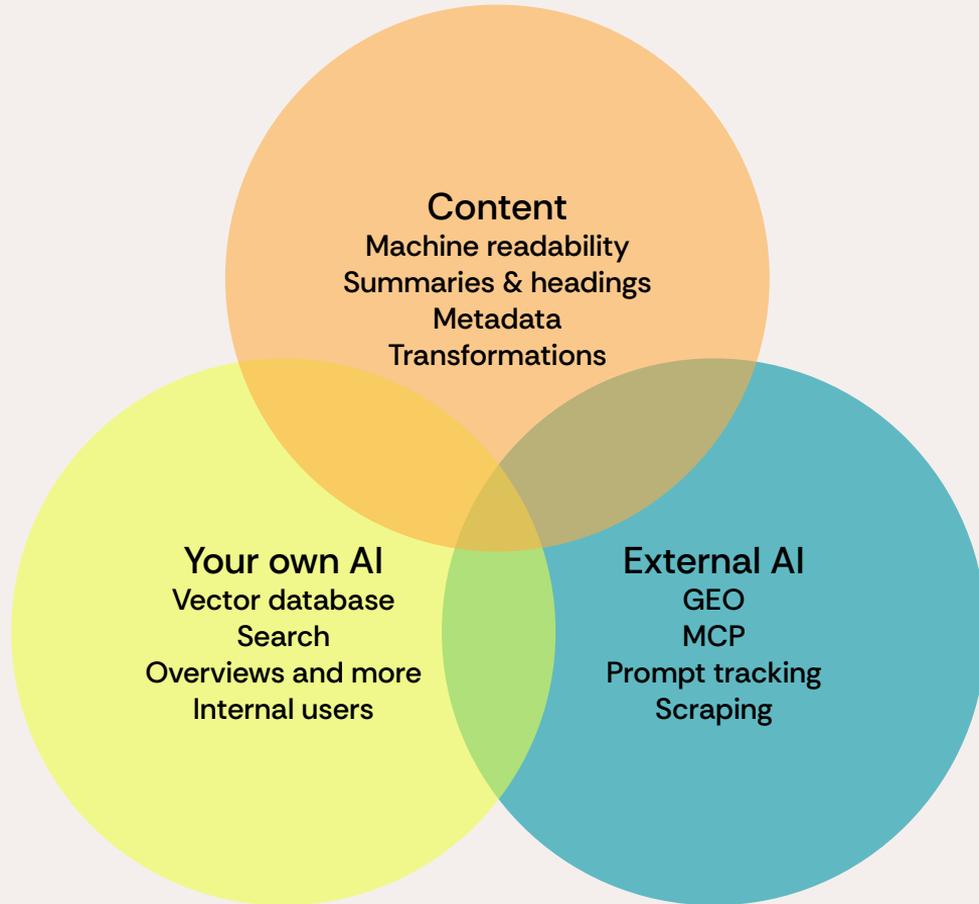
**There is a human intent
behind an AI interaction**

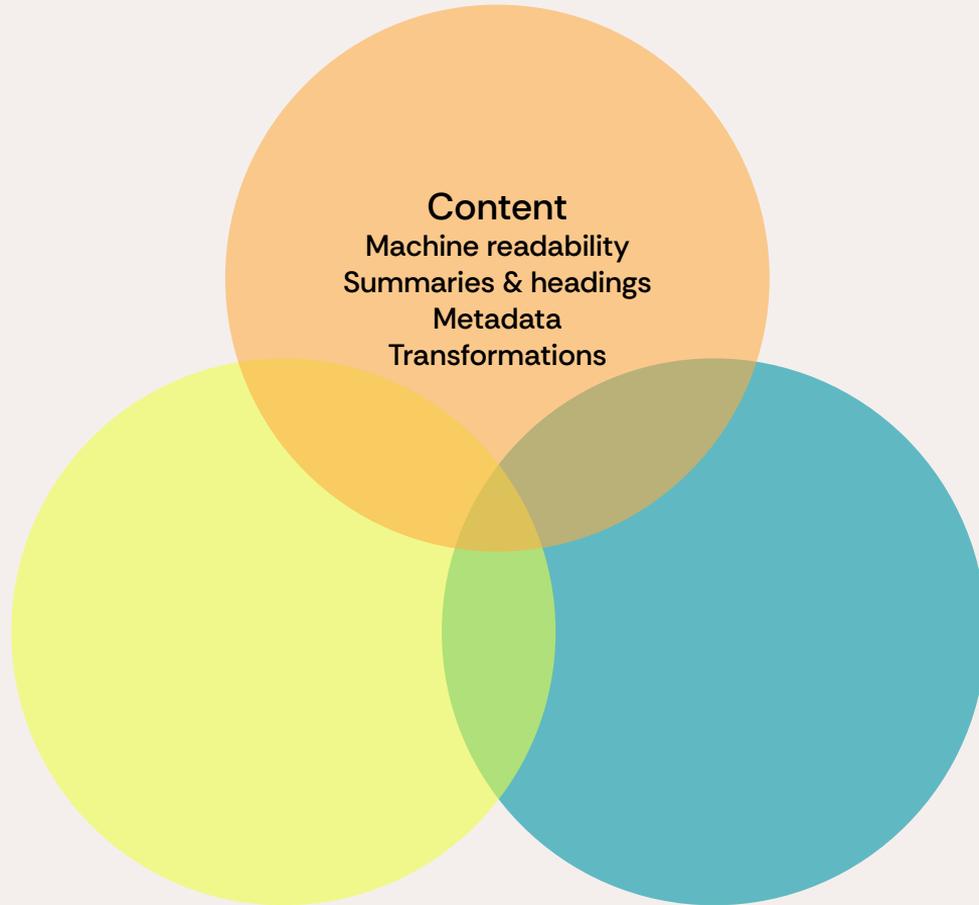
Machine users

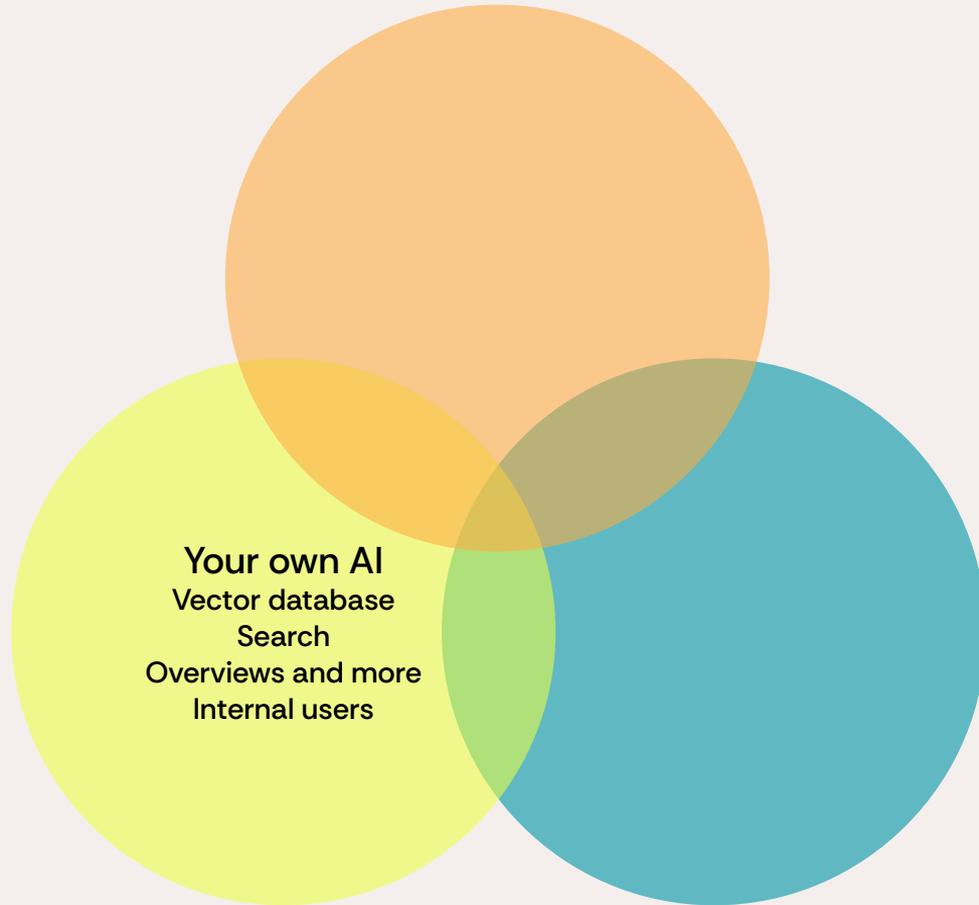
**Think tanks have lots of
high-quality content**

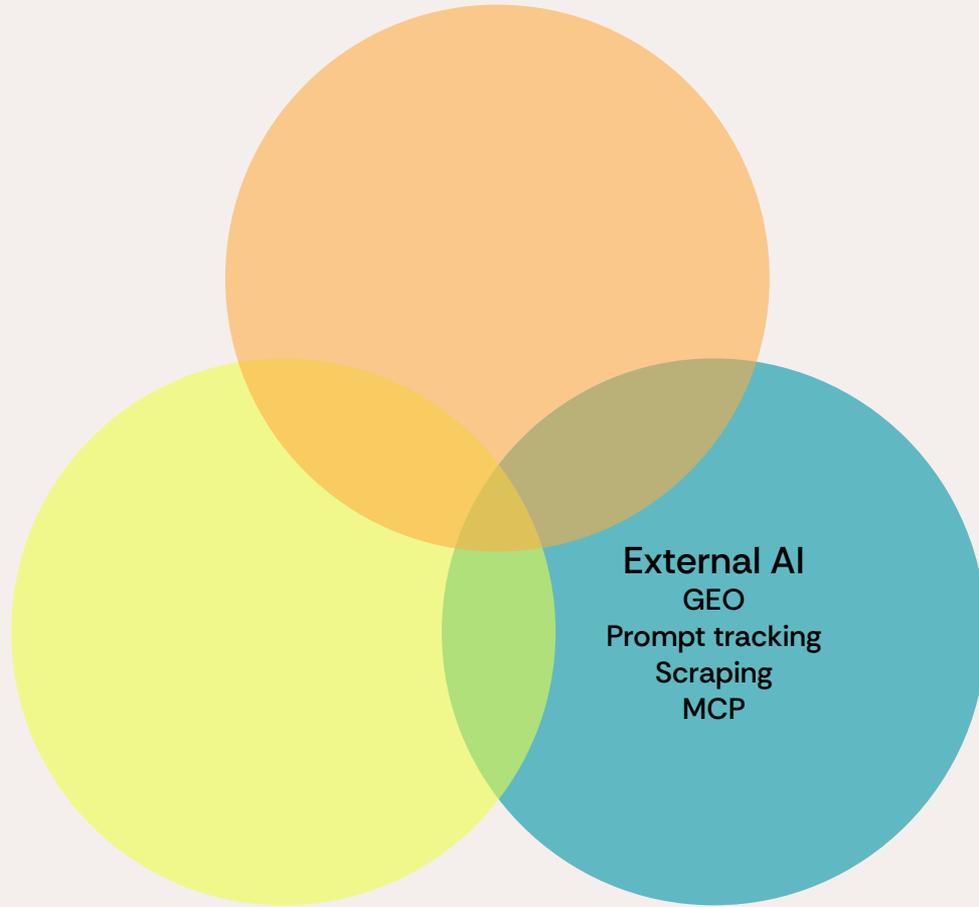
Machine users

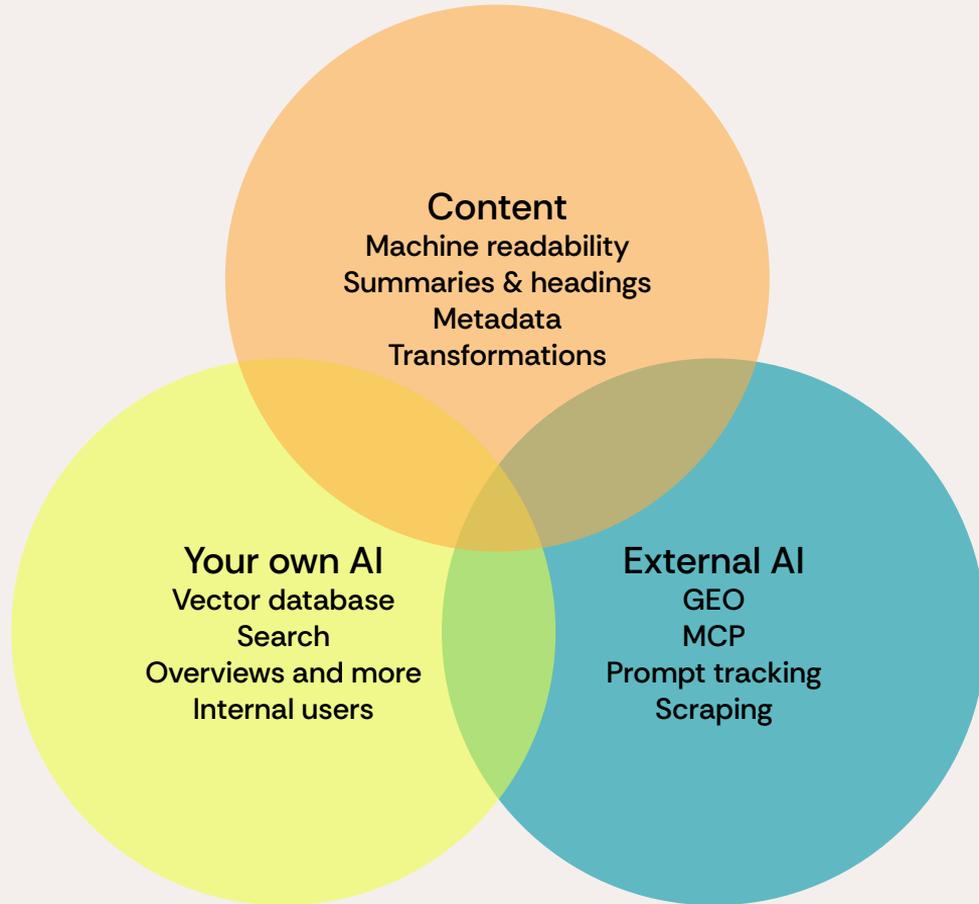
**AI is an evolving way to
disseminate content and
a black box**











Questions



10 mins

Soapbox

Ideas that matter

hello@designbysoapbox.com