

UX/UI Case Study

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# Rotary International

Dedicated Video News Channel



# Dedicated Video News Channel

## Introduction

Rotary International produces unique, high quality videos in order to deliver news to Rotarian members and promote organizational values around the world. Originally, YouTube was the only service used to host and share selected videos.

### The Problem

To provide a dedicated video news channel within Rotary.org for the users and site visitors to have access to HD video content that is easy to maintain and archive. In addition, provide platform to support 9 different languages.

### Understanding User Needs

We collected user feedback and learned that the users wanted to share videos and post them to their local Rotary club websites. Some users needed to download a copy to present in a remote location. From business perspective, we wanted to deliver the content right within Rotary.org website.

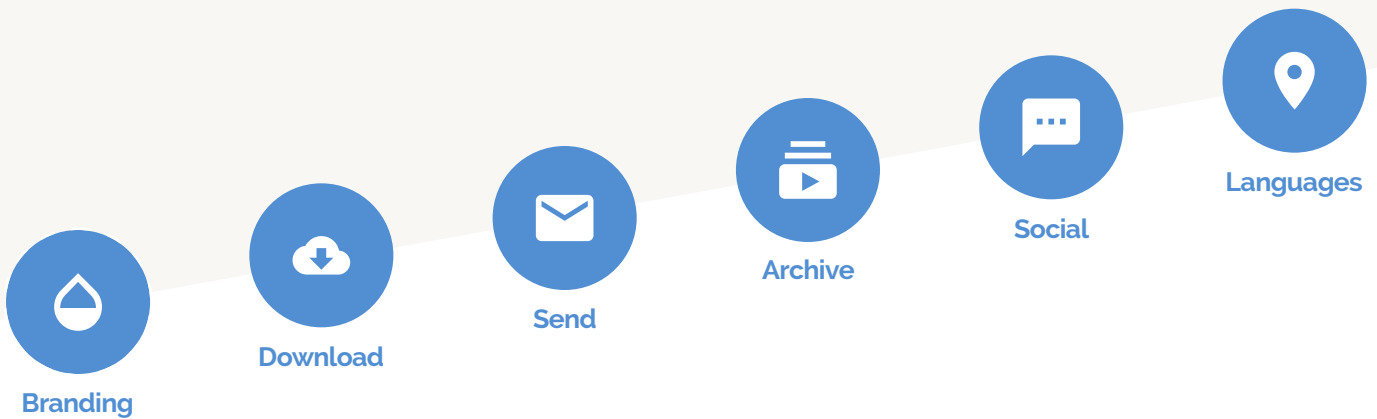
## Needs & Goals

- › Provide a dedicated video channel on the website
- › Gain access to more content and archive videos
- › Support 9 different languages
- › Support HD videos without time limit for duration
- › Allow users to share videos using code snippet, email and social tools
- › Allow branding capabilities by video service provider
- › Gain access to API code base application in order to support custom archive build

## Research

YouTube service worked from editorial perspective, but it still lacked technical capabilities. It didn't provide the types of solutions we were after. At the time (2009), Youtube had some limitations and wasn't supporting full HD videos and 9 different languages. It did offer sharing video code, social and basic branding.

Based on my research, I found a few other services that could potentially work for our needs. Some were extremely expensive, others had special technical requirements and were not very flexible. Luckily Vimeo service started to offer similar video hosting service as YouTube, but it covered everything on our wish list and more. It allowed HD videos without time limitation, minimum channel branding, had very nice archiving capabilities and was easy to set up. In addition, the cost was really low. Users could share video code snippets, use it on their websites and we could also "lock" internal videos.



## Final Results

We decided to use both, YouTube Pro and Vimeo Plus services to deliver best value for user needs. Both services allowed users to post and share videos on their websites. Vimeo Plus service was used to host languages, to hold longer HD format videos and it provided archiving. Vimeo also helped us deliver live videos from conventions, pre-load videos and overall streamline our production process.

### YouTube

Now listing: **120 Videos** | **9,746 Subscribers**  
[www.youtube.com/user/RotaryInternational](http://www.youtube.com/user/RotaryInternational)

### Vimeo

Now listing: **1,399 Videos** | **1,564 Followers**  
[www.vimeo.com/rotary](http://www.vimeo.com/rotary)

Rotary International on Vimeo

Join **vimeo** Log In Explore Help Search People

## Rotary International PLUS

Joined October 2009

**30** Videos **0** Likes **0** Contacts **0** Groups **7** Channels **3** Albums

See all 30 videos

### Their recent videos

**RI Social Media Presentation**  
3 hours ago

**SOCIAL MEDIA AND THE FUTURE OF ROTARY**

**Rotary International Launches Montreal Convention**  
7 hours ago

**RI Convention opens**  
1 day ago

**Evanston, IL**  
[rotary.org](http://rotary.org)

Rotary International is the world's first service club organization. Its more than 1.2 million members volunteer their time and talent to further the Rotary motto, Service Above Self.

#### Recent activity

6 hours ago  
Rotary International added **Rotary International Launches Montreal Convention to Convention 2010**

1 day ago  
Rotary International tagged **RI Convention opens** with: **RI Convention 2010**

1 day ago  
Rotary International added **RI Convention opens** to **Convention 2010**

1 day ago  
Rotary International created **Convention 2010**

#### Advertisement

Contacts

# High-Fidelity Wireframes

This concept wireframe was part of the early stages of defining the new central video user experience on the Rotary.org website. I developed the user interface and also incorporated area to increase traffic to other visual and social areas on the website. It also helps users find and use logos, photos or special graphics for their local Rotary clubs websites.

**16X9 VIDEO**

03:57

**Category Title**

Pagination Controllers

Grid/List View

Filters

HD Videos

Customized Video Lists

Related Content and Marketing

**This Is Rotary**  
by Rotary 4 days ago / [Download video](#)  
What would it take to change the world? Rotary International is the world's first service club organization ...  
298 likes

**Make a World of Difference**  
by Rotary 4 days ago / [Download video](#)  
Join Rotary and make a world of difference to your own community, to the lives of those less fortunate around ...  
298 likes

**End Polio Now**  
by Rotary 4 days ago / [Download video](#)  
Watch as Microsoft founder Bill Gates announces on Wednesday, 21 January, at the International Assembly an ...  
298 likes

**Visit Other Channels**

**RVM News**  
Humanity in Motion public service announcements along with segments from RVM ...

**Rotary Minute**  
The disc includes historical Rotary images, and as logos for RI and The Rotary ...

**Visit Shop**  
Apply for the Rotary International credit card. Your purchases will benefit the Rotary Foundation ...

**Rotary Images**  
Browse thousands of high-quality photos available for use in your publications ...

**Logos & Graphics**  
We have received great photos for The Rotarian Magazine Photo Contest ...

**Social Media**  
Take action to help empower youth, enhance health, promote peace, and eradicate polio. ...

# Thank You