

# Alliance Safety Council Website and Social Presence Issues

## Issues Document, Sample

Composite Score: 41%

Bug Free: 25%

Design: 50%

Usability: 33%

Brand Continuity: 57%

User Feedback Results: N/A

Video: N/A

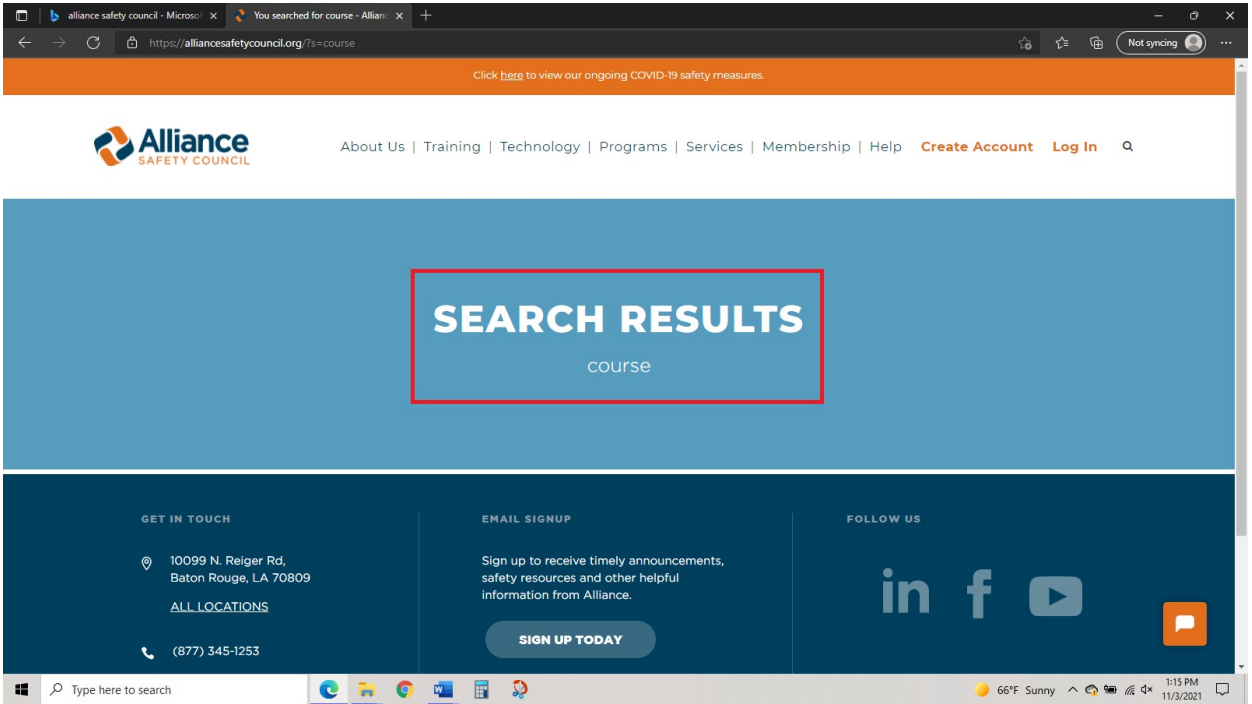
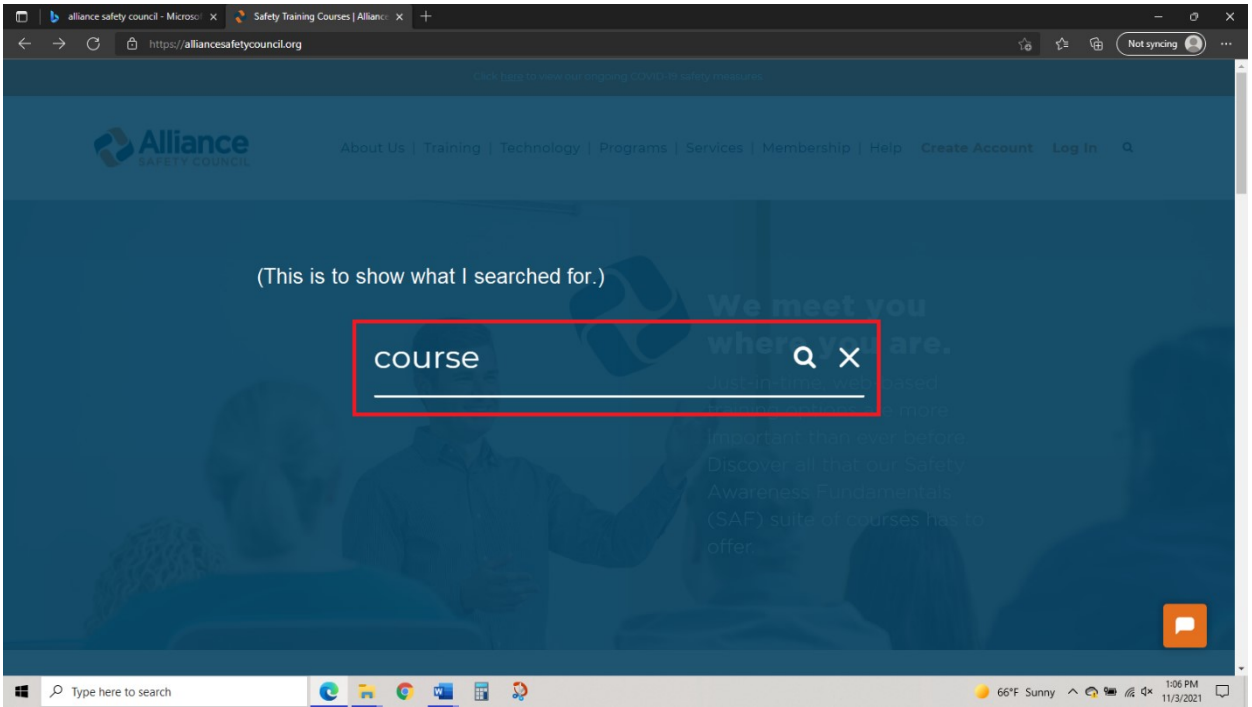
Expert Feedback Results: N/A

Desktop:

Windows – Edge Browser:

All Pages:

1. The Chat Bot
  - a. Has an annoying beep when it comes up every time a new page is opened
  - b. The Chat Bot cuts off part of the button that allows users to quickly go to the top of a page
  - c. For more clarification, watch the YouTube videos related to the Alliance Safety Council, [Alliance Safety Council - YouTube](#)
  - d. Users may start hating the chat bot due to the beep
2. Header:
  - a. The Main Search Bar Does not work.
  - b. No Results from search



- c. The sub-pages for About Us and Training do not appear when the desktop window is resized to size of phone or tablet.
- d. Refer to the YouTube videos related to the Alliance Safety Council, [Alliance Safety Council - YouTube](#)

## Home Page:

### 1. Intro Section

a. Does not Initially say what company does

i. Lists: “We meet you where you are.”

ii. Bottom half of intro section mentions what they do

iii. Hidden links, Click on the following on the Website

1. “We meet you where you are.”

2. “Just-in-time, web-based training options are more important than ever before. Discover all that our Safety Awareness Fundamentals (SAF) suite of courses has to offer.”

### 2. Signature Programs & Products

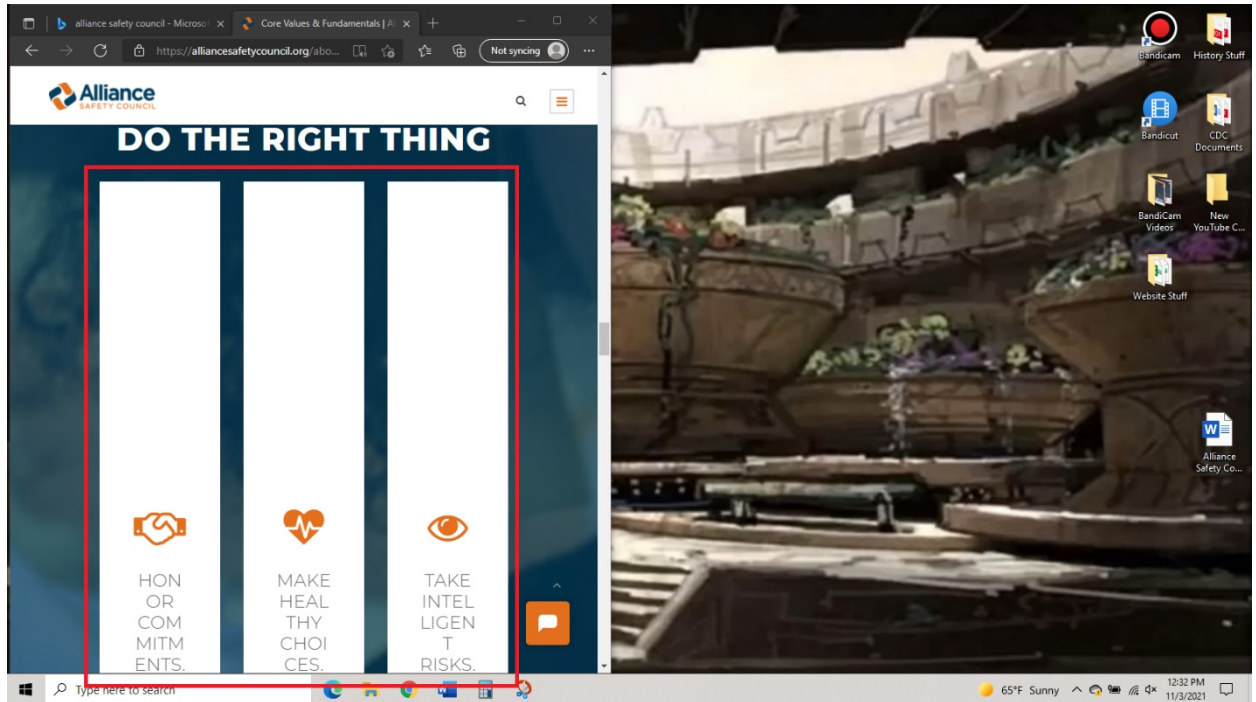
a. Pyvot link brings the user to [Technology Page](#) instead of [Pyvot](#)

i. The other links in this section bring user to correct location

The screenshot shows the Alliance Safety Council website. The browser address bar displays <https://alliancesafetycouncil.org>. The website header includes the Alliance Safety Council logo and navigation links: About Us | Training | Technology | Programs | Services | Membership | Help | Create Account | Log In. The main content area features two columns of text. The left column is titled "Pivot your career in the right direction." and describes custom application suites. The right column is titled "Receive financial help to meet your training goals." and describes Louisiana Workforce Commission-approved programs. Below this is a "SIGNATURE PROGRAMS & PRODUCTS" section with logos for alertdriving, COSM, COSS, OSHA Training Institute Education Center, PowerSafe, PYVOT (highlighted with a red box), SAF FRONTLINE SAFETY TRAINING, and SAF SAFETY AWARENESS FUNDAMENTALS. The bottom section is a large orange banner titled "The Numbers Speak For Themselves" with statistics: 20,000+, 1 MILLION+, 270,000+, and 60+. A Windows taskbar is visible at the bottom with the search bar, taskbar icons, and system tray showing 72°F Sunny and 12:36 PM 11/2/2021.

## About Us:

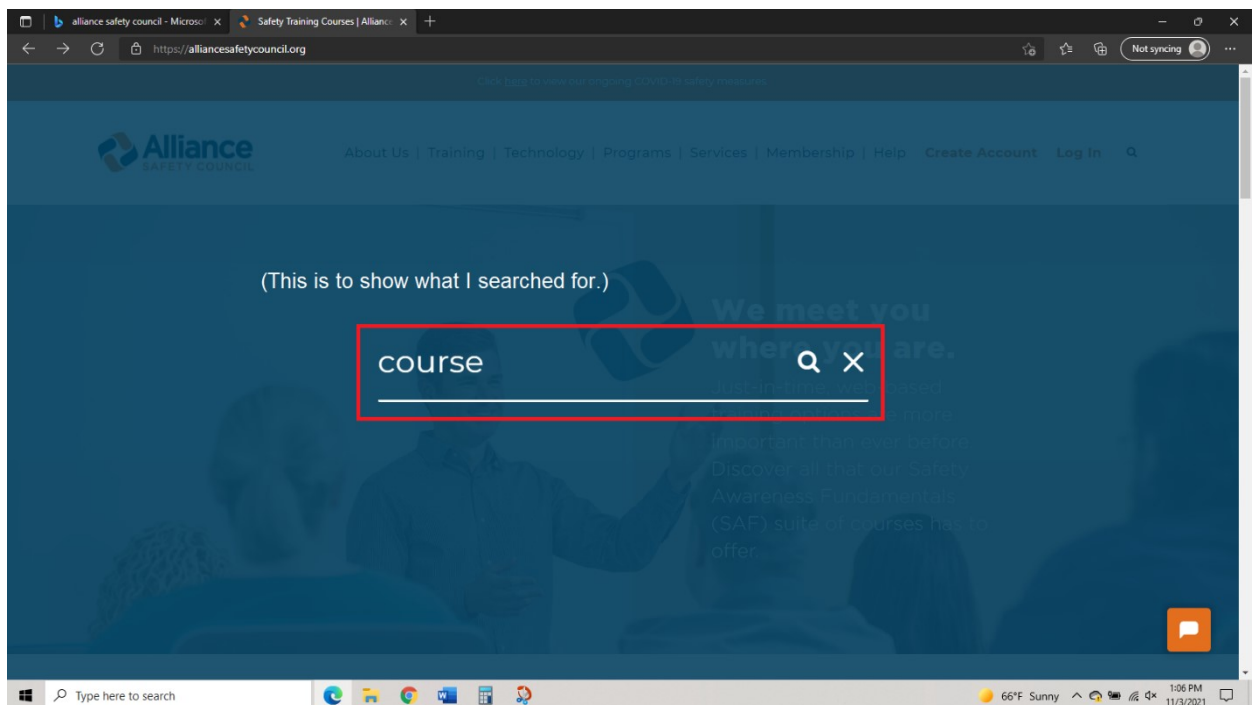
1. Core Values & Fundamentals
  - a. The Fundamentals on this page can get really thin if user resizes the window to a certain size
    - i. Makes it hard to read them

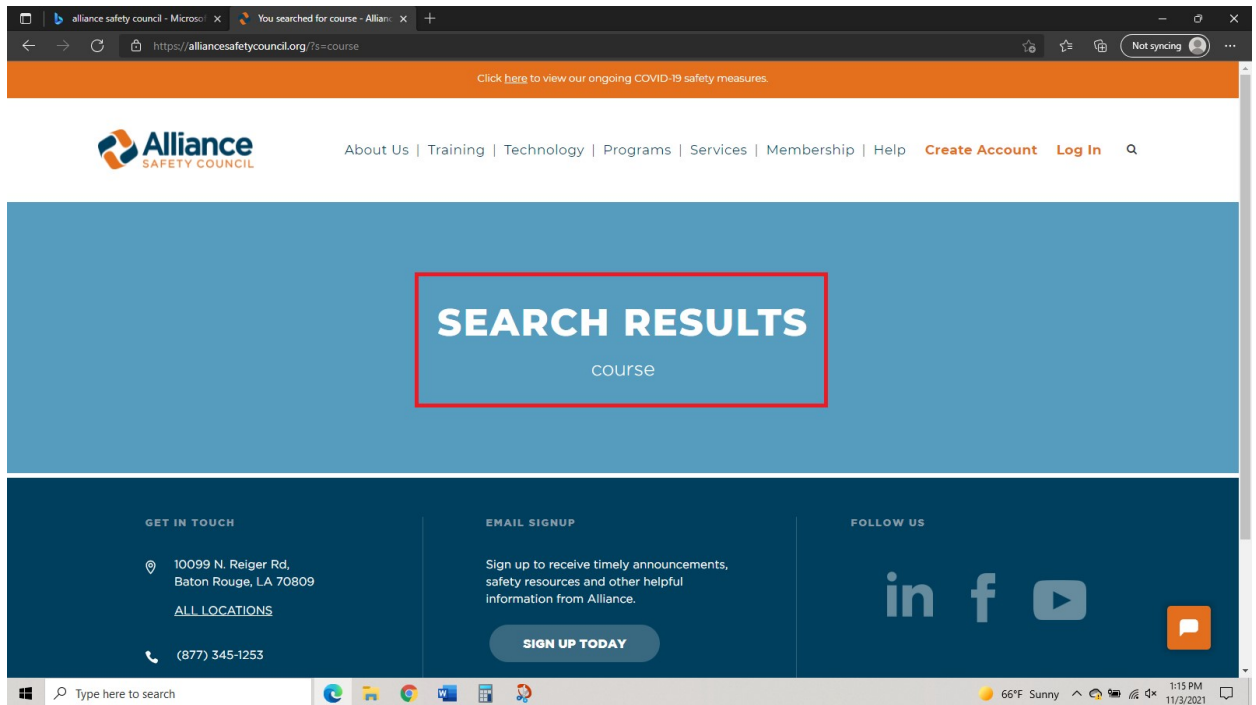


## Windows – Chrome Browser:

### All Pages:

1. The Chat Bot
  - a. Has an annoying beep when it comes up every time a new page is opened
  - b. The Chat Bot cuts off part of the button that allows users to quickly go to the top of a page
  - c. For more clarification, watch the YouTube videos related to the Alliance Safety Council, [Alliance Safety Council - YouTube](#)
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- c. The sub-pages for About Us and Training do not appear when the desktop window is resized to size of phone or tablet.
- d. Refer to the YouTube videos related to the Alliance Safety Council, [Alliance Safety Council - YouTube](#)

## Home Page:

- 1. Intro Section
  - a. Does not Initially say what company does
    - i. Lists: “We meet you where you are.”
    - ii. Bottom half of intro section mentions what they do
    - iii. Hidden links, Click on the following on the Website
      - 1. “We meet you where you are.”
      - 2. “Just-in-time, web-based training options are more important than ever before. Discover all that our Safety Awareness Fundamentals (SAF) suite of courses has to offer.”
- 2. Signature Programs & Products
  - a. Pyvot link brings the user to [Technology Page](#) instead of [Pyvot](#)
    - i. The other links in this section bring user to correct location


alliance safety council - Microso... Safety Training Courses | Allian...  
 https://alliancesafetycouncil.org

**Alliance**  
SAFETY COUNCIL









About Us | Training | Technology | Programs | Services | Membership | Help [Create Account](#) [Log In](#) [Q](#)

*pivot your career in the right direction.*  
 Our custom application suites give your workforce the tools they need for career advancement.

*receive financial help to meet your training goals.*  
 We are a Louisiana Workforce Commission-approved Incumbent Worker Training Program (IWTP) and Small Business Employee Training (SBET) provider. Funds are available to help you develop the skills of your workforce.



**SIGNATURE PROGRAMS & PRODUCTS**

**The Numbers Speak For Themselves**

**20,000+**    **1 MILLION+**    **270,000+**    **60+**

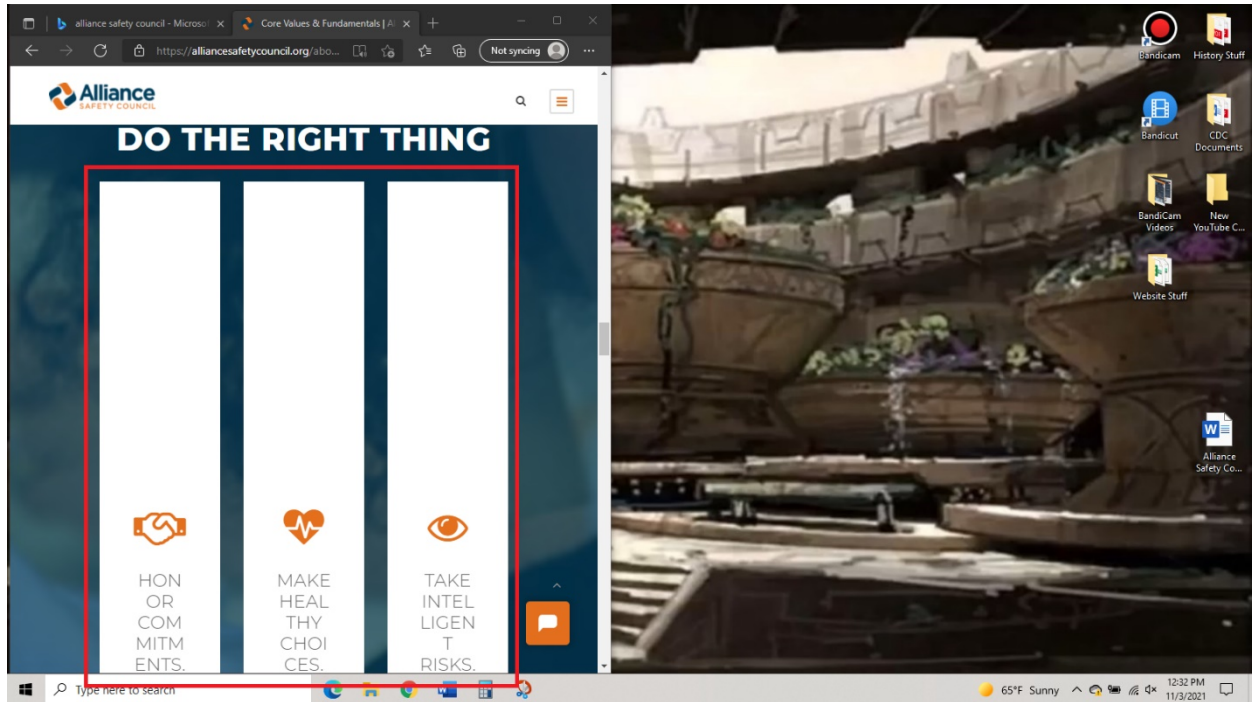
Please select one of the following options

Type here to search

72°F Sunny 12:36 PM 11/2/2021

## About Us:

1. Core Values & Fundamentals
  - a. The Fundamentals on this page can get really thin if user resizes the window to a certain size
    - i. Makes it hard to read them

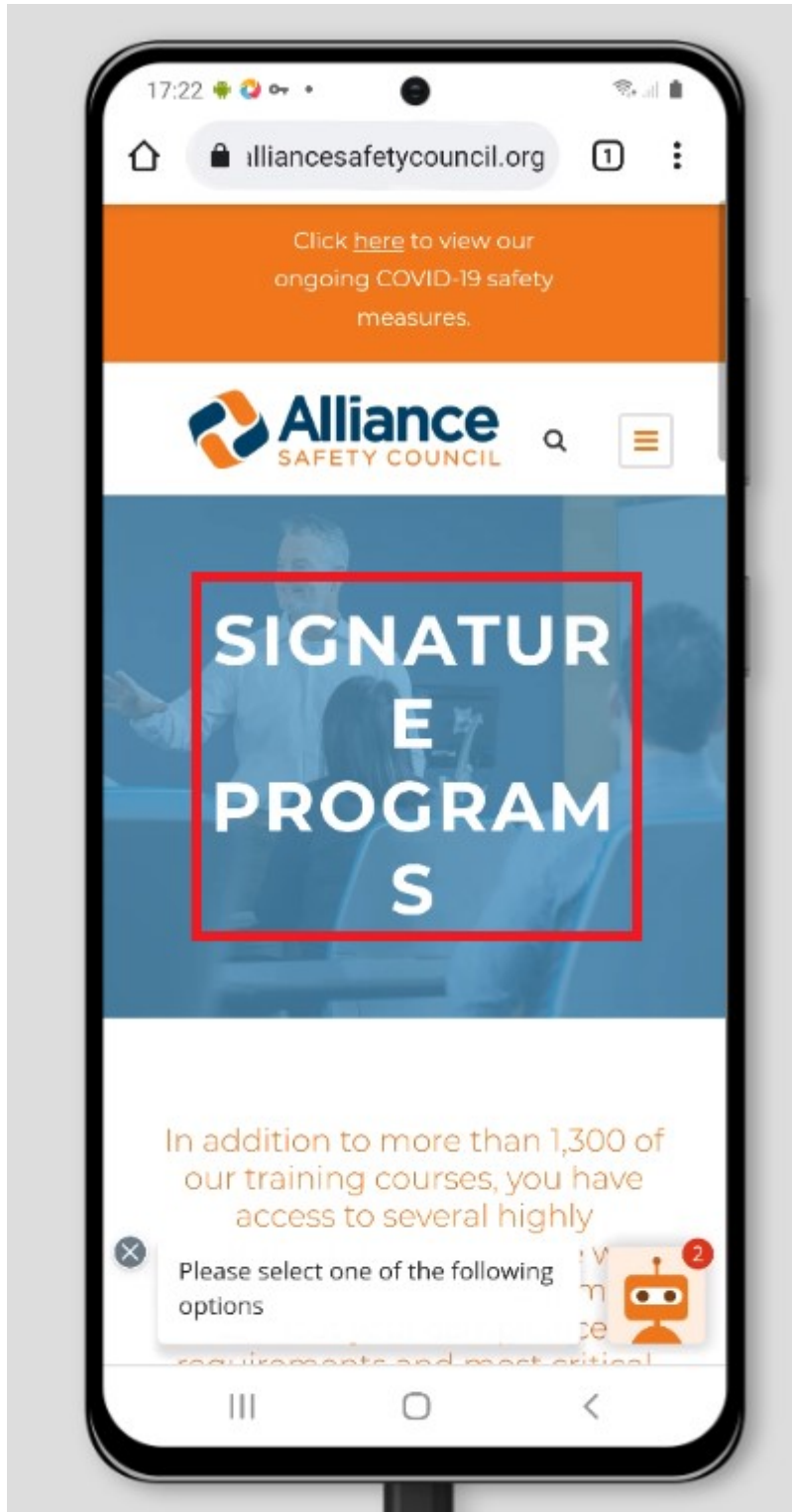




Mobile: (Samsung – Galaxy S20 – Chrome)

Website:

1. Most of the Desktop Issues occur for mobile
2. The page title for Training, Technology, and Programs can have parts of words on the next line
  - a. Here is an example of one of the web pages: (picture is on next document page)



Mobile: (iPhone 11 – Safari 14)

Website:

1. Same as above

## Social Media:

### 1. LinkedIn

a. Does not match Current Leadership on website

i. [Current Leadership](#)

ii. Displayed on LinkedIn:

The screenshot shows a LinkedIn search results page for 'Alliance Safety Council'. The search filters are set to 'People' and 'Alliance Safety Council'. The results list several individuals, with Travis Broussard highlighted as the 1st result. He is listed as Vice President Of Business Development & Marketing at Alliance Safety Council in Baton Rouge, LA. Other results include Adrian Michot (Junior Software Developer), Tyisha (Ty) Brown-Tolbert, COSS (National Programs Supervisor), Tanya Savoy (Accounting Manager), Anna Ann (Member Service), and Helen Averett (Member Service Manager). The page also shows a 'Message' button for Travis Broussard and 'Connect' buttons for the other individuals.

b. The Life page on LinkedIn does not show the current leadership

2. Facebook:
  - a. Unengaging and unimpressive
3. YouTube:
  - a. Twenty-one, 21, videos on channel in approximately nine years old
    - i. Most recent is "[GateCheck Introduction Video](#)" from five months ago; this document was created, November 5, 2021
  - b. This is just a recommendation, but one or two minute videos could be posted each week, that talk about safety with different topics
    - i. For example, one could be about making cooking safer, which would likely be better than golfing