



Login Lowdown

► by *Kasey Brown*, associate editor

New menu layout

Last year at the Angus Means Business National Convention & Trade Show, all of the candidates for the Board of Directors mentioned avoiding complacency. To do that, change is necessary. AAA Login has rolled out some changes that we'll go over in this month's column.

Intuitive use

Jason Kenyon, assistant director of the Information Systems (IS) department of the American Angus Association, says the new menu layout was done to restructure the ever-growing list of options and tools within Login. This new structure is more intuitive and should make things easier to find, taking a cue from smartphone and tablet layouts.

AAA Login has evolved from 21 feature options in 2001 to now more than 300 clickable options. Kenyon says the classic site used tabs to try to split and logically group all of the options, but that has become more difficult with the addition of new features.

"Over time it was becoming harder to place them in the tabbed approach that was easy for users to find them, especially newer users of Login," he says.

Kristin Toll, Association customer service representative, explains, "The home Login page has been broken down into six different categories or graphic buttons. Pop-up descriptions for what can be found under each button are visible as the user hovers over a specific button."

These new groupings were made to be more intuitive, but members can still drill into the information to get more specific information.

Kenyon adds, "The biggest challenge for this is everyone uses Login slightly different than the next, so we worked to find a balance."

Submitting work

Toll notes that from the home Login page, the "Manage Herd" button will likely be one of the more active options members will use. Clicking on this button takes the user to a set of nine graphic buttons that cover such categories as herd information, submission of

registrations, transfers or performance data, DNA testing and results, AI and ET information or enrollment, and information for the MaternalPlus® and AngusSource® programs.

She adds that common buttons to submit work will be the "Registration/Transfers/Performance" and "DNA" buttons. Either button will bring up another series of buttons for specific topics. This extra level lets breeders narrow their search to the topic of their choice.

"The actual submission screens in these areas have not changed, just how one might navigate to the area when compared to the Classic Menu," Toll explains.

Kenyon says the navigation bar at the top of the menu allows breeders to jump between menus more easily without having to hit the browser's "Back" button. This navigation also lets you jump back to the main menu if you

are deeper into the site — for example, working on a registration entry.

Button options

From the home page, you can click "Manage Herd," "My Account," "Help," "My Messages," "My Customers" and "Classic Menu."

"My Account" lets you manage your Login profile and password, view account balances and work history in the office. Toll says the options to change registration certificate storage, invoices and performance reports preferences are included in this area.

"My Messages" allows breeders to communicate with the Association through their AAA Login account; this connects with the Message Center.

Toll explains, "Notices from the office are automatically sent out and appear in this area whenever work processes through the office.

If you're not ready for change just yet, the "Classic Menu" button will take you to the old site, but it is only available for a limited time.



► You can view the video about new menu layout at <http://youtu.be/tXpbJmdyD9U>.

This includes notices from AGI (Angus Genetics Inc.) regarding receipt of DNA samples or parentage exclusion issues, suspense notices for work received in the office, and when purchased animals have been transferred into your inventory. Producers can easily reply to the message to clear up issues or send their own new messages when questions or additional requests arise."

The "My Customers" button lets members keep track of their customers' contact information and sale history. It also keeps information on purchased or transferred animals.

If you're not ready for change just yet, the "Classic Menu" button will take you to the old site, but it is only available for a limited time. "Navigation of the updated website should be an easier task since the layout is broken up into categories and uses the graphic buttons to illustrate a connection to what that area includes," says Toll.

As always, check out the video with this column to help navigate the new site. It is available at <http://youtu.be/tXpbJmdyD9U>, or digital subscribers can access the video by clicking the photo.

Change doesn't have to be scary. For assistance with the new AAA Login format, please contact the American Angus Customer Service department at 816-383-5100 or by email to angus@angus.org.

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