**Overall Look and Feel:**

The website should have a clean, modern look, appropriate for a professional medical provider. Typography, imagery, and color theme should give off a sterile, contemporary feel, with a simplified user interface and a layout that is easy to navigate, ultimately creating an ideal user experience for the end-user.

Colors should be identical to logo colors

Website Structure

**Header:**

* Logo
* Main Menu Navigation

**Main Navigation Menu:**

* About
* Services
  + Process
  + Evaluation
* Careers
* Contact

**Footer:**

* Logo
* Mission statement – in short
* Contact Information
* Social media icon links
* Copyright text

Website Pages

**Home Page:**

* Parallax hero graphic
  + General – it should be full width and fill the entire viewport
  + Background – should depict business and medical professionals working together, shaking on a deal etc.
  + Heading title text – slogan/title heading about what NOFA does

This should be a catchy one-liner

* Section – Mission / Definition
  + Heading and description – shortly stating what NOFA mission is and what they are defined by (ex. quality, speed etc.)
  + Imagery – include imagery, either in the background or elsewhere
* Section – Services – psychological

This is a services section that will focus on psychological support for right now and can always be expanded to accommodate additional services in the future – for each service -

* + Image
  + Heading – service name
  + \*Subheading/Descriptive paragraph – if there are only 1 or 2 services right now, then there can be a short subheading or paragraph with information
  + ‘Read more’ link to the ‘Services’ page
* Section: Banner – with background image and text
* Section: Contact
  + Company Info
  + Contact form

**Inner Pages:**

Basic Layout for Inner Pages:

* Each page should have a top banner with a tagline and background,
* All content will be formatted in a way that is easily readable, broken up to flow well; no long blocks of text
* Always ensure that text and backgrounds have contrast

**About:**

* Top banner and tagline
* About NOFA – title(s) and description(s)

This section should include NOFA’s history,

Our mission – title, description, and image

This should state what NOFA’s mission is

* Why NOFA – title and description (bullet point list)

This should include a short statement of what makes NOFA stand out amongst other healthcare providers

* Who we are - about the owners/management – for each -
  + Image
  + Name
  + Title
  + Descriptive bio(s)

**Carreers:**

* Top banner and tagline
* Quality care – title and description

This section should describe NOFA’s focus on providing and hiring physicians who will provide top-quality care, with industry experience and qualifying credentials etc.

* listing of facilities that partner with NOFA
  + Carousel slider depicting partnering facility logos and locations

**Services:**

* Top banner and tagline
* What we do – general description of overall services
* Listing of services - for each
  + Title
  + Image or icon
  + Descriptive paragraph

**Our Process:**

* Top banner and tagline
  + Image or icon
  + Title
  + Short description
  + Design suggestion: should be laid out in large rows, with one step per row. Each service row should have two columns, one with a large, bold picture and the other column with the text content. Each row can have a triangular arrow pointing to the row below it…
* Bottom section (see ‘Basic Layout for Inner Pages’ above)

**Careers:**

* Top banner and tagline

This should talk about the benefits of working with NOFA, highlighting professionalism and flexibility etc.

* Can include a listing of benefits with icons
* Intro paragraph – stating that NOFA is always looking for experienced, qualified physicians to join their team etc.
* Contact Form
  + Special fields:
    - Input field for applicant location (required)
    - Upload field where an applicant can upload resume (required)
* Contact Information
* Location and areas of service on the map

**Contact:**

* Top banner and tagline
* Contact Form
* Contact Information
* Location and areas of service on the map
* Bottom section (see ‘Basic Layout for Inner Pages’ above)