



GRASSROOTSWEB MOCK CLIENT BRIEF

LEVEL: 3

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Mock client brief* with a clearly defined brief ask that needs creation of appropriate content.

*Please note, this is NOT a real client brief. All content and names in this mock brief are fictional and any likenesses are coincidental. This mock brief is meant for practicing your web design skills and is NOT a real client brief.

ACTIVITY OBJECTIVE:

Use details and content found in the mock brief to design a website mockup to seek feedback from peers before development.

ACTIVITY OUTCOMES:

- Use design principles and web design best practices.
- Practice critical thinking and copywriting skills to fill in any content missing from the brief and strategise the content layout best suited for the client's business goals.
- Practice visual design skills, layout, and content hierarchy to engage the target audience, meet the client's goals, and exemplify the brand using the brand colors and desired look and feel.

INSTRUCTIONS:

Step 1:

- Use your preferred design application (figma, adobe xd...etc) to create a hi-fidelity website mockup that answers the brief ask. Once you are finished, post images (png or jpeg) in the [Ideas and Feedback channel](#) requesting feedback. Feel free to ask questions in the [Create Support Request channel](#) to clarify any questions you have while working on this brief.

Step 2:

- Take the feedback from peers and incorporate it into your designs to share once again for a second round of feedback.

Step 3:

- Once your 2 rounds of feedback and iterations are complete and your designs are approved, build the whole site to be fully responsive and launch it with the free subdomain under the website builder. Post a link to this site in [Ideas and Feedback channel](#) requesting a final feedback round and tag [@ams](#).

FICTIONAL CLIENT:

Sunshine Foundation - Spreading Joy and Brightening Lives

PROJECT OVERVIEW:

Sunshine Foundation is a newly established nonprofit organization with a mission to bring joy and happiness to those facing adversity, including individuals with chronic illnesses, disabilities, or other life challenges. As a web designer, your task is to create Sunshine Foundation's very first website. The client is looking to you for guidance on what content to include.

CLIENT BUSINESS GOALS FOR THE WEBSITE:

1. Raise Awareness: Introduce visitors to the foundation's mission and impact.
2. Donor Engagement: Encourage donations and sponsorship from individuals and organizations.
3. Volunteer Recruitment: Attract volunteers who are eager to help grant wishes and create joyful experiences.
4. Wish Stories: Share stories and experiences of individuals who have benefited from the foundation's support.

CLIENT'S MISSION AND PROBLEM:

The Sunshine Foundation aims to brighten the lives of individuals facing adversity by granting wishes, providing support, and creating joyful experiences. They want to address the problem of isolation and limited opportunities for those dealing with difficult circumstances.

TARGET AUDIENCE:

- Individuals and families facing adversity, including those with chronic illnesses, disabilities, and life challenges.
- Donors, sponsors, and volunteers interested in supporting the foundation's mission.
- Schools, hospitals, and care facilities seeking resources for their communities.
- Anyone looking to spread kindness and make a positive impact.

BRAND VALUES:

- Compassion: Demonstrating empathy and care for those facing adversity.
- Joy: Bringing happiness and positive experiences to individuals in need.
- Inclusivity: Ensuring that everyone can benefit from their services.
- Community: Fostering a sense of togetherness and support.

BRAND DESIGN GUIDE:

- Since this is the client's first site, they are asking for help with their branding. Come up with a primary brand color and font to be used for the design, as well as a simple logo.

WEBSITE LOOK & FEEL:

Sunshine Foundation wants their audience to feel happy and inspired to get involved with their organisation. They also want users who need their services to feel welcome and supported.

CLIENT IMAGES:

Since this is a fictional brief, there are no images from the fictional client. Please use appropriate images that you find on a royalty-free stock image site, such as **Unsplash** or **Pexels**, to go along with the client's content.

The client has provided content for the Wish Stories that they'd like to share on their website.

Joy for Seniors: Memory Lane at Meadowbrook Care Facility

- Meadowbrook Care Facility, a senior care home, wished to create a more joyful and engaging environment for its residents. Sunshine Foundation organized "Memory Lane" with themed decorations, live music, and activities, giving residents a day filled with nostalgia, laughter, and a sense of community.

A Beach Getaway for Aisha

- Aisha, a teenager living with cerebral palsy, longed for a beach vacation. Sunshine Foundation provided her with a 2-day beach getaway, complete with accessible accommodations and water sports activities. Aisha's dream beach vacation was the highlight of the year for both her and her parents.

Haruto's Magical Disney Adventure

- Haruto, a 10-year-old battling a serious illness, dreamed of meeting his favorite Disney characters. The Sunshine Foundation made his wish come true. He and his family enjoyed an all-expenses-paid trip to Disney World, creating magical memories that will last a lifetime.

The Joyful Art Workshop at Maple Tree

- Maple Tree, a school for children with diverse abilities, received a day of artistic fun. Sunshine Foundation organized an inclusive art workshop with professional local artists. Children of all abilities had the opportunity to create unique artworks, fostering creativity and self-expression for all.

A Magical Day at Mercy Children's Hospital

- Sunshine Foundation organized a magical day at Mercy Children's Hospital, bringing in costumed characters, musicians, and entertainers to uplift the spirits of young patients. The hospital was transformed into a wonderland, providing a welcome escape from medical routines.

WHERE DO I START?

- Start by finding web design inspiration from existing nonprofits or companies that offer similar services. Take note of the aspects that are similar to your client and the brief. See how you can use these notes as inspiration in your designs. Be cautious about using Dribbble/Behance for inspiration since a majority of designs from these sources are not user-friendly, accessible, or feasible to develop.
- See what UI patterns your design inspiration uses to display content (e.g., tabs, slideshows, accordions), how their content flows from the top to the bottom of the page, and how they express their brand visually. You want your designs to be visually distinctive from these competitors, but you can use a similar content flow, UI patterns, and copywriting style.

ALL THE COPY OR CONTENT ISN'T INCLUDED, SHOULD I JUST USE LOREM IPSOM IN THE MOCKUP?

"No! God! Please! No!" - Michael Scott. Lorem Ipsum is not a helpful placeholder for high-fidelity mockups, as it's too uniform and doesn't fit in the design as real copy would. Practice your creative writing or UX writing skills or use an AI text generator to create your website copy. Make sure to edit and improve upon any AI-generated text so it's more tailored to the brand, audience, and objectives, and doesn't sound like generic AI writing. You can also use the competitors from your inspiration gathering to help craft your copy.

SEEK FEEDBACK EARLY!

It's never too early to ask for feedback. Seek feedback in our Ideas and Feedback channel while you are brainstorming the visual design and layout of your mockups. It's helpful to get input from others to see if your design choices align with the client's brand, look and feel, and project objectives.

DON'T BE AFRAID TO ASK FOR HELP OR GUIDANCE

We don't expect you to know everything, and we'd love to be able to help you in any way. As they say, the only stupid questions are the questions that aren't asked. Contact our Managing Director, [@KatPowell](#), or our Head of Design, [@ams](#), on Discord if you have any questions about this mock brief.