



# GRASSROOTSWEB MOCK CLIENT BRIEF

**LEVEL: 1**

## LEVEL: 1

Mock client brief\* with a clearly defined brief ask and key info present.

\*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 copy writing skills to fill in any content missing from the brief and use 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 Homepage of this mock project 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:

EcoAlliance - A Nonprofit for Environmental Conservation

## PROJECT OVERVIEW:

EcoAlliance is a nonprofit organization dedicated to environmental conservation, focusing on preserving endangered ecosystems and promoting sustainable living. As a web designer, you have the opportunity to create a mock website that effectively communicates their mission, engages potential supporters, and educates the public about the importance of environmental conservation.

## CLIENT'S MISSION AND PROBLEM:

EcoAlliance's mission is to protect and preserve endangered ecosystems, combat climate change, and inspire sustainable living. The problem they aim to address is the continued degradation of ecosystems and the lack of awareness regarding sustainable practices.

## TARGET AUDIENCE:

- Environmental enthusiasts and activists.
- Donors, sponsors, and grant providers interested in supporting conservation efforts.
- Educators, students, and researchers seeking information on conservation initiatives.
- The general public interested in sustainable living and eco-friendly practices.

## BRAND VALUES:

- Conservation: A commitment to protecting and preserving endangered ecosystems.
- Sustainability: Advocating for eco-friendly, sustainable living.
- Education: Providing resources and knowledge to inspire action.
- Community: Fostering a sense of community among environmental advocates.

## BRAND DESIGN GUIDE:

- Primary Color: #26A65B (EcoGreen) - Represents the organization's commitment to environmental conservation and sustainability.
- Font Family: Lato - A modern and easily readable typeface that enhances content legibility.
- Brand logo: They are open to a new logo, if you want to propose a new design; but currently they write out the organisation's name using the brand font family, using titlecase, weight: Bold, with the primary color, like so: **EcoAlliance**

## WEBSITE LOOK & FEEL:

EcoAlliance is looking for a clean, modern and minimal look to their website. They want big inspiring photos to engage the viewers so they feel immersed in nature and the ecosystems EcoAlliance wants to protect. They like how the images, media and content layout are in these sites: [www.edenprojects.org](http://www.edenprojects.org) and [www.nature.org/en-us](http://www.nature.org/en-us). You can use these as your main sources of inspiration when you are designing, or you can find your own sources of inspiration.

## 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.

# SPECIFIED PAGES TO INCLUDE

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EcoAlliance has provided a content outline for the pages they want included on their site. You can follow this outline, but if you feel additional pages/content are important to include you can suggest this to the client by explaining how your suggestions would benefit them and/or help them with their goals. In the case of this activity, you can add comments to your post when you seek feedback on the images of your mockup to explain why you included the additional pages/content.

## **HOMEPAGE:**

- Visually appealing hero section with a striking image of a natural ecosystem with a donations call-to-action.
- A concise mission statement that highlights the importance of conservation.
- A section featuring current projects and their impact.
- Prominent get involved call-to-action for visitors to join the cause.
- A blog section with the latest information about sustainability and eco-friendly living initiatives.

## **OUR WORK:**

- Descriptions of ongoing conservation projects, including location, objectives, and progress.
- Educational resources, such as articles, videos, and guides.
- Details on how visitors can get involved, volunteer, or participate in programs.

## **ABOUT US:**

- History and background of EcoAlliance.
- Profiles of key team members with their quotes about environmental conservation.
- An overview of the organization's achievements and milestones.
- A video or image gallery showcasing conservation efforts.

## **CONTACT:**

- A contact form for inquiries and feedback.
- Essential contact information, including an email address and phone number.
- Links to social media profiles for community engagement.

Here are three ongoing conservation projects with details to include:

## 1. Amazon Rainforest Protection Program

- Location: Amazon Rainforest, South America
- Objectives: Preserve biodiversity, combat deforestation, and promote sustainable land use practices.
- Progress: To date, over 10,000 acres of rainforest protected, hundreds of endangered species conserved, and sustainable agroforestry practices implemented.

## 2. Coral Reef Restoration Initiative

- Location: Great Barrier Reef, Australia
- Objectives: Restore damaged coral reefs, protect marine life, and raise awareness about ocean conservation.
- Progress: Over 50,000 coral fragments transplanted, increased fish population, and extensive educational outreach in local communities.

## 3. Plastic-Free Oceans Campaign

- Location: Global (with a focus on ocean cleanup)
- Objectives: Reduce plastic pollution in oceans, promote responsible waste management, and advocate for recycling.
- Progress: Over 50 tons of ocean debris collected, recycling education in schools, and policy advocacy for plastic waste reduction.

Here are six sustainability and eco-friendly living initiatives articles with a summary to include:

## 1. Green Living Guides

- Summary: Informative guides on sustainable living, energy efficiency, and eco-friendly practices for individuals and households.

## 2. Eco-Friendly Products Review

- Summary: Reviews and recommendations of environmentally friendly products, including details on where to buy them.

## 3. Top 20 Eco-Tips

- Summary: Featuring 20 of the best tips on sustainable living, eco-conscious choices, and green innovations.

## 4. Sustainable Food and Agriculture

- Summary: Information on sustainable farming, organic food choices, and the impact of food production on the environment.

## 5. Renewable Energy Solutions

- Summary: Insights into renewable energy sources, the benefits of solar and wind power, and their role in combating climate change.

## 6. Green Transportation Guide

- Summary: Resources on eco-friendly transportation options, including electric vehicles, public transit, and biking.

Here are ways for the viewers to get involved, volunteer, and participate with details to include:

## 1. Volunteer Opportunities

- Details: Signup to become a volunteer, join field expeditions, and contribute to conservation efforts.

## 2. Membership and Donations

- Details: Signup to become a member, make one-time or recurring donations to support EcoAlliance's mission.

## 3. Community Events

- Details: Calendar of upcoming events, seminars, and workshops where visitors can participate and learn more about conservation and sustainable living.

## 4. Educational Programs

- Details: Signup to receive our full itinerary of EcoAlliance's educational programs, workshops, and courses on conservation and sustainability.

## 5. Partnerships

- Details: Potential partners, collaborators, and organizations interested in working together to further the cause of environmental conservation and sustainability can contact us.

## ORGANISATION'S BIO:

EcoAlliance, founded in 2007, emerged as a response to the urgent need for environmental conservation and sustainable living practices. The organization's inception was driven by a group of passionate environmentalists, scientists, and activists who recognized the growing threats to our planet and the importance of taking immediate action.

EcoAlliance is dedicated to protecting and preserving our natural world for current and future generations. Our mission is to combat climate change, conserve endangered ecosystems, and promote sustainable living. We strive to empower individuals and communities to make eco-conscious choices, foster a sense of togetherness, and inspire a global movement for a healthier, more sustainable planet. EcoAlliance's journey is one of continuous dedication to the environment, and its commitment to creating positive change in the world remains unwavering.

## ACHIEVEMENTS:

### 1. Global Sustainability Impact Award

- EcoAlliance was honored with the Global Sustainability Impact Award in 2015 for its outstanding contributions to sustainability and environmental conservation. The organization's initiatives in combatting climate change, protecting ecosystems, and promoting sustainable living practices received international recognition.

### 2. Rainforest Preservation Partnership

- In 2019, EcoAlliance entered into a groundbreaking partnership with a leading rainforest preservation organization. Together, they secured a multi-million-dollar grant to protect and restore critical rainforest ecosystems, preserving invaluable biodiversity and combating deforestation.

### 3. Youth Education Program Expansion

- EcoAlliance's youth education programs, designed to inspire the next generation of environmental stewards, expanded significantly in 2020. The organization reached over 10,000 students globally, fostering environmental awareness and sustainable practices in schools and communities.

### 4. Climate Action Advocate of the Year

- In 2022, EcoAlliance was recognized as the "Climate Action Advocate of the Year" by a prominent environmental advocacy group. This prestigious award celebrated the organization's dedication to combatting climate change through innovative projects, advocacy, and public engagement.

Here is a list of fictional team members, use a royalty-free image stock image site, such as **Unsplash** or **Pexels** to find an image to go along with each the team member.

## **FICTIONAL TEAM MEMBERS:**

### **Dr. Olivia Carter**

- Role: Chief Environmental Scientist
- Quote: "Understanding our planet's intricate ecosystems is the first step toward preserving them. With knowledge comes the power to make informed decisions."

### **Sarah Rodriguez**

- Role: Director of Outreach and Community Engagement
- Quote: "Bringing people together for the love of nature is a powerful force. We aim to create a shared commitment to our environment."

### **Mark Harris**

- Role: Sustainability Programs Manager
- Quote: "Sustainability is not just a buzzword; it's a lifestyle. We're here to make it accessible and appealing to all."

### **Dr. Elena Martinez**

- Role: Wildlife Conservation Specialist
- Quote: "Biodiversity is the cornerstone of our planet's health. We're committed to preserving and protecting every living species."

### **Maya Patel**

- Role: Director of Education and Awareness
- Quote: "Education is the key to action. We empower individuals with the knowledge they need to make a difference."

### **David Ward**

- Role: Finance and Operations Director
- Quote: "The logistics of our organization ensure that every dollar and resource is efficiently utilized to support our mission."

## Key Considerations:

- Ensure the website is responsive and accessible to a diverse user group.
- Optimize the copy and headings for search engines to help with online visibility.
- Use high-quality images and graphics that reflect the beauty of natural ecosystems.
- Implement a user-friendly navigation structure for easy information access.

## Client Contact Information:

Please create fictional content to fill in the client contact information, this should include a name, email and a phone number.

## WHERE DO I START?

- Start by using the website links provided on page 3 under 'Website Look and Feel' as inspiration. 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 or Behance for inspiration since a majority of designs from these sources are not user-friendly, accessible, or feasible to develop.
- Take note of 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.