

PROTOTYPE 3



Goals:

1. Add a landing page that's easy to understand in tandem with maintaining the aforementioned unified brand.
2. Add a graph to relay information in a non-pretentious way, and for the user to interact with the graph in order for them to make their own conclusions. (failed at that)
3. Add way too many icons in my <nav>, almost ironically, as users either hated it, or my peers at the very last minute told me it looked ridiculous. (Thanks heaps, guys.)

FINAL PROTOTYPE

Goals:

1. Ironically, beginning again with my brand and staying true to only the bare parts of it.
2. Fixing the nav to be more interactive, and adding a contribution page as well.
3. Making the illustration less condescending (lol) and more along the lines of the content of the site itself.

