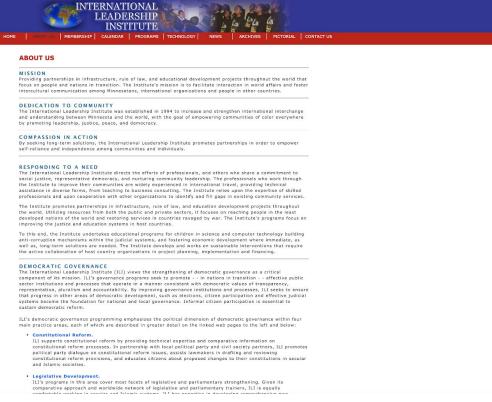
Angelina Thomas PUI Final Project December 4, 2019

Website: Non-profit website

My aunt's non-profit has been able to make a difference in a lot of people's lives; however, her existing site is confusing and makes it difficult for people to learn about all the great things the NGO has to offer.



Current site's landing page



Current site's about us page

For this reason, I created a new interactive website for her that focused on making it easy to learn about the non-profit and it's work in a manner that from the very informative while mitigating information overload. The target audience of the site is someone who is interested in learning what the non-profit is about and possibly donating. To make the site more interesting, engaging and break up large amounts of unnecessary text, I have added numerous animations:

- Hero Image: Subtle elevation of the bolded text over a large banner image grabs the user's attention without being too flashy
- Cards Describing the focus areas of the non-profit: Help the user immediately get an idea of what the non-profit does as well as the subtle animations of the "worlds" raising up when hovered over, offers a fun double meaning of the non-profit lifting the world up.
- Mission & Causes card: These cards breaks up the information about the non-profit in a
 digestible manner to make sure the most important points are scannable. The cards flip
 offer a fun interaction as well as opens a modal with more information if one card is of
 particular interest.
- Events cards- These cards have a subtle elevation of the images, a flipping of the calendar date and the button changing colors when hovered over to help users understand the current state (which one they are hovering over). These cards also have a modal with more information
- Donate jumbotron at bottom- using a texting animation to grab the user's attention in a subtle way and encourage them to donate.

Sources used:

Boostrap Code pen W3 school Google Fonts