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| **Plane** | **Action plan** |
| Strategy | * Redesign Charity website. * Aim show work being done. * Professional approach to use of color * Integrate static site with WordPress * Donations page * Remember you have huge cheap second-hand inventory as an advantage * Prices are very competitive |
| Scope | Base strategy includes the following features   * Big bold call to action buttons * Use professional colors * Donation CTA * eCommerce integration * Use content already on the site * Facebook page link |
| Structure | * Intuitive navigation towards donations * Big bright imagery with colorful elements * Minimize visual over load, don’t clatter the site * Integrate social media |
| Skeleton | * Balsamiq mockup * Photoshop mockup |
| Surface |  |