

## Notes -- Customer Check-in March 15

- IABC liked that way that we had implemented the accessibility to various topics on a page (fixed menu with different checkpoints on the page)
- In general, thought the design looked good, no major concerns
  - They were not very concerned about the colour scheme
- They liked that we had different blocks of dynamic content on the home page
  - Blocks for “events” and “careers”
- They also liked that we highlighted the website’s main traction points (events, careers, newsroom) on the home page
- On the mobile version, they want the design to be very simplified, super easy to navigate for the user
- On the mobile website, they're looking to minimize the use of columns, one singular column for all information, and then use a scrolling motion to go through it
- For the events posting, they clarified that each posting can be for at most one position, that is, a company would have to pay separately for multiple postings if they had multiple openings for the same job.
- Still ok with using third-party solutions to things such as event signup
- They don’t have access to tons of assets to use (such as images taken by a photographer)
- They seemed keen to enable the user to be able to search the entire website through a search bar
- They mentioned a worry about security of information from forms and how they are stored.

- Past events should be accessible by users so they can see what previous events have occurred, and maybe get more interested in upcoming events
- Using color to separate content seems preferable than using frames and or borders.