

Notes -- IABC Customer Check-in March 1, 2021

- Given amount of information IABC has, they preferred to consolidate information on fewer pages
 - Favour scrolling through topics rather different link for each page
 - They prefer deeper web pages, rather than multiple web pages
 - They wanted to anchor links within a page that would help find content despite a longer page
- Prefer a simplified logo
 - Look into IABC branding design requirements, there may be things in the design that have to follow specific rules/guidelines e.g. logo
- Liked the highlighting of job details within the career's page
 - Liked the higher level details on some of the listings of events/job postings e.g. Having a location & part-time/full-time on the job posting summary card
- Mobile design reiterated as very important
- Highlight upcoming events/ensure dynamic content is the focus on the main page

- Think about integrating social media presence on home page, and not repeat it everywhere else
- Keep content focus going vertical rather than horizontal
 - Maybe limit it to one column, further exploration is needed. Maybe multiple columns but still keeping it vertical