

Fiske Frost Website Design and Content Blueprint

Landing Page:

In the email, you'll find a visual representation showcasing our design vision attached.

- I have included a PNG format background, particularly highlighting the glittery blue background.
- Please note that our logo will dynamically adjust its color, appearing white against the blue glitter background and vice versa.
- I recommend leveraging available assets for typography and utilizing popular web fonts such as **Verdana or Roboto**.
- For a cohesive landing page presentation, we need to ensure text sizing aligns with the provided visual, with a strong emphasis on the Fiske Frost logo and the accompanying tagline.
- At the bottom of the page, we need to add the following as an Event Restriction Statement in thin, sleek font: **Frost is an exclusive event designed exclusively for Fiske School parents, teachers, and staff.**

User Experience:

Can we aim for a **single-scroll design** to promote clarity and spaciousness, guiding users' attention to crucial information while eliminating clutter?

Upon loading, a seamless transition to the pre-registration form is essential. We should maintain font consistency between the landing page and the form to ensure a smooth user journey. I want to be mindful of your time, and please do what can be done.

Page 2: Event Overview

Page 2 will delve deeper into the event's intricacies. It will encompass a comprehensive event description and details. Notably, we intentionally leave out specifics like silent and live auctions, which will be covered in subsequent sections.

- It will carry the logistical information and brief details about the event.

- Please remember that the copy may have some changes, but we will keep the design as it is.
- I am considering adding a tab under (similar to pre-registering) the logistical details of learning about Fiske sponsors, and if we click on it, we go directly to our sponsor page.

Copy left:

- **Welcome to Fiske Frost**
- Fiske PTO's biennial gala is a sophisticated, relaxed, adult-only gathering. It is your invitation to be part of something unique where community, fun, and unity take center stage.

Copy right: March 22, 2024 - 7 p.m. onwards - Cafe Escardille, Burlington MA

Page 3: Information Hub

Page 3 is a dynamic work in progress with a clear direction. This section will curate three essential components: **Frequently Asked Questions (FAQs)**, a comprehensive guide on **'What to Expect,'** and detailed **ticket sales information**.

User Experience Enhancement:

Our approach to Page 3 should embrace user-centric design, ensuring a seamless and engaging experience. By clicking on any boxed content, users will be guided to dedicated pages, each aligned with the information implied by the heading.

- While this does introduce additional pages, it aligns with our vision of offering a structured and organized user journey.
- Boxing content is a logical and user-centric design choice. The strategy here is to prioritize clarity and simplicity, allowing us to present detailed information without cluttering the landing page.
- Importantly, these additional pages will adhere to a consistent design layout, ensuring coherence and operational efficiency throughout the platform.
- If I am being too adventurous, please tell me. The idea here is to provide a more structured and organized user experience - Making sense for presenting detailed information while maintaining a clean and uncluttered landing page.

Page 4: Meet the Team

While not our top priority at the moment, Page 4 provides an exclusive glimpse into the remarkable individuals steering the Fiske Frost ship.

- This section will feature their portraits, accompanied by engaging and insightful quotes.
- Expect a static, non-interactive page, allowing us to infuse a personal touch and foster trust with our audience.
- I can design this page on Figma or Canva if you'd like that.

Page 5: Community Engagement

Page 5 is thoughtfully designed to highlight Fiske PTO and our Frost sponsors. It's more like a 30 / 70 ratio.

- It will be a dedicated hub for fostering community engagement and expressing our gratitude to our valued supporters.
- This section presents essential information, including sponsor logos, in a static and easily accessible format.
- For Fiske PTO, we'll strategically convey its mission and significance within our school community, creating a compelling narrative that resonates with our audience.
- This page will also pop up if you click on the Frost sponsors tab.