

Insights from Customer Review of High-Fidelity Prototype:

1. Large Images: Preference for large images for enhanced user engagement.
2. Generic Colors: Interest in more generic colors like dark green for a professional look.
3. Background Images: Less clutter with fewer background images.
4. About Us Page: A need for a cleaner design with less text and more professional images.
5. Font Consistency: Importance of the same or a similar font across the website.
6. Home Page Content: More reasons and benefits of joining should be highlighted.
7. Exclusion of Statements: Exclusion of Vision, Mission, and Values from the Home page.
8. Home Page Header Coloring: The header's color scheme isn't preferred.
9. Calendar and Events: Applauded the inclusion of a calendar and events on the Home page.
10. Footer Tabs: Appreciation for navigation tabs in the footer but concern about color legibility.
11. Podcast Reference: Liked podcast references, but unclear about associated symbols.
12. Join Us Button: Praised the prominent "Join Us" button linked to the membership page.
13. Membership Categories: Appreciated the specific information and "Join Us" button for each category.
14. About Us Content: Identified need for refinement of content, reduced emphasis on history, and inclusion of diversity policy.
15. Board Information: Desire to include board information or strategic plan.
16. Certificate Page: Praise for the detailed diagram of the certification process.
17. Resource Page Layout: Liked the proposed layout for the resources page.
18. Contact Page: Liked the graphic and completeness of information, but readability issues with the "Want to talk" box due to color choice.