More Questions

Do you want to expand your target audience? If so, who would you like to reach that you aren't reaching now?
What is working for you in your current site and what isn't working?
Name three colors you like the most.
Name three colors that you dislike the most.
Name three fonts you like the most.
Name three fonts that you dislike the most.

Later on:

How many pages would you like to have? Do you think certain pages you have could be combined or eliminated entirely?
Is there anything that you would like to keep in the redesign?

NP WordPress Theme Links

Site he liked is a premium site. Is he willing to pay for a theme or no?

- **A. Why you like each of the designs you picked (e.g. color, photos, typography, navigation, interface etc.).**
- **B. Whether the site is responsive or not and what you think of the responsive version.**
- **C. Features: What features does the theme have that would work for a special needs cat rescue site's needs and goals?**
  - **C2: Why are they a good match for your structure?**
- **D.Theme layout: How can you use the SNAP photos in the theme (think feature photo, smaller photos)?**
- **E. Where could you position the required text for the project?**
- **F. Compare the site you found to the current site? Describe what is better or worse in terms of design, ease of use, navigation, and/or content?**

Similar Content Inspo:

https://www.aspca.org/

https://bestfriends.org/

https://www.tabbysplace.org/index.html <- Architecture and content type only

Theme Name: GivingPress Lite

Site URL: http://lite.givingpress.com/

- It's simple. Typography is modern and you can customize it. Call to action is on the homepage.
- It's responsive. The responsivity is fine.
- Has widget capabilities and is free.
- Feature photo would declutter the main image (might be able to use a carousel)
- It has different simple page layouts for all of Darryl's content.
- I think it's much better and cleaner, but I am unsure about dynamism, customizability and adherence to what he wants.

Theme Name: CharityPureLite

Site URL: http://charitus-wp.xoothemes.com/#

- It's simple. Typography is modern and you can customize it. Call to action is on the homepage. Volunteer section, testimonials, contact form is right on the first page.
- It's responsive. The responsivity is fine.
- Is free and has dedicated sections that you'd want on a nonprofit page.
- Feature photo would declutter the main image (might be able to use a carousel)
- It has two main layouts for all of Darryl's content.
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Theme Name: Charitize

Site URL: https://evisionthemes.com/demo-themes/?theme=charitize

- It's simple. Header and Banner, Activity, Donation, Our Team, Event Gallery and Google Map. Footer
- It's responsive. The responsivity is fine.
- Is free and has dedicated sections that you'd want on a nonprofit page.
- Features many photo options
- It has two main layouts for all of Darryl's content.
- I think it's much better and cleaner, but I am unsure about customizability, widget capabilities and adherence to what he wants the adoption area might be more difficult than we'd want.

Theme Name: Benevolent

Site URL: https://raratheme.com/previews/?theme=benevolent

- It's simple. I like the cta and clickable buttons on the slider and two menu locations
- It's responsive. The responsivity is okay but the dual menus seem to not work as well.
- Is free and seems customizable.
- Features many photo options and the stats on top look great
- It has two main layouts for all of Darryl's content.
- I think it's much better and cleaner, but I am unsure about customizability, widget capabilities and adherence to what he wants the adoption area might be more difficult than we'd want.

Other Options:

Customize this: https://colorlib.com/wp/themes/newspaper-x/ ?