

## Proposal

I am going to redesign the homepage and inner-page for the National Park Service's website. These are the main pages people will see when they first land on the site. It will be used by people who have accessibility needs or vision, and for kids planning trips and elderly who want to experience nature. I need to make it easy for an audience to find what they are looking for.

## Audience

Everyone. This is a website that will be used by people from America and from other places in the world. It will be used by people who have accessibility needs or vision, and for kids planning trips and elderly who want to experience nature. I need to make it easy for an audience to find what they are looking for.

## Research

The current NPS site has a dark top navbar, with an inset logo on the top left. I'd like to keep the theme of this layout, but I think a light, white-based theme would look modern and refreshed, as well as allow for better readability.

It continues to be the bottom with articles. I don't like this, as I feel the homepage should be more of a cover page to reel people into the rest of the site, and then act as a hub to direct them to where they want to go.

I want to make the home page one big screen with the top banner showing all the areas you can go on the website. I think it would be great to have the search bar underneath the banner, and then a location-based search bar. I also want to have a sidebar on the left side of the page, with links to different areas and their locations.

For the graphics on the pages, I want to have pictures from national parks around the US to show off their natural beauty. I also want to keep a light, card-based layout that uses transparency and blur to bring forth the color from the background. But without making the text difficult to read. Let's take a look at some of the colors I want to use, and the way I plan to implement the colors.

## Colors

Greys	Accent
Black	Green
Dark Grey	Blue
Middle Grey	Yellow
Light Grey	Orange
White	Pink

The graphics is based on the colors that go with the backgrounds - black, green, blue, yellow, orange, pink, medium gray, and dark grey.

For when colors are absolutely necessary, I would like to use colors that are drawn from the natural colors that usually associate with the outdoors - Green and Brown.

When using light and a dark version of each color, I want to use light and light backgrounds.

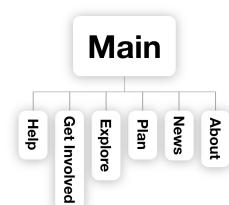


Current NPS website homepage  
Frosted Glass example

## Cards



## SiteMap™



## Octopus (generic brand)

## Wireframes

