

Hi-Fi Design Ideas

We aimed to clearly demonstrate a proof-of-concept for each interaction using the minimum amount of examples we could. Any “dynamic” content that would be filled in with the real report data is illustrated with only one or two examples, but we made the complete interactivity for each example.

Home Page

- Key takeaway carousel at the top of the page tries to hook reader as well as provide something meaningful right away (moving into related impact stories and/or long-form content)

Header/Footer/Page Menu

- We placed some icons in the footer which takes them to the respective pages.
- Navigation bar in the header helps people to navigate to a particular location accordingly.

Search Area

- For the sake of simplicity and lack of clear data structures, we only demonstrate one filter type at a time. This would change to overlap both filters as the product develops through MVP stages, but we wanted to stick to basic proof-of-concept for now
 - [Note after customer check-in Feb. 27] we will shift our final version on the real site to include filtering by both types simultaneously

Key Takeaway Examples

- Interact-ability leading to related impact stories and related long-form content
- Starting with the most “easy to digest” Image/infographic at the top
- Only a few key points from the topic are listed to keep it short and punchy
 - Hopefully this encourages browsing to other key takeaways

Impact Story Examples

- Impact story cards encourage discoverability by linking to long-form related content where possible
- Carousel is used here and it is easy for users to access the data/ impact stories



Search Result Examples

- This area is what we expect to be highly dynamic and/or subject to change
- We hope to encourage exploration (i.e. viewing multiple data sets in one visit) by only delivering small to medium-sized info packages, with links out to related, more detailed long-form content

Long Form Content Examples

- We used assets like buttons, images in order to make it more interactable for users and they can access it easily.
- Users can easily access the long form stories by using the assets.