

People need to understand the problem of human trafficking for them to care about what Lighthouse for Life is doing as an organization or for them to want to help. I intend to lead the user to education first and foremost, and then lead them to learn about how they can get involved and help.

“Uncover reality” speaks to the curiosity in the website user and invites them to be bold about facing the realities of human trafficking. By clicking on the CTA button, it is clear that light will be shed on the subject and truths will be uncovered.

I plan to include an image and a small body of text with the CTA button on the front page. I also included other avenues to access information on the upper right, so that multiple types of users are reached.

Uncover Reality