

Watari Page Descriptions & Initial Sketches

Introduction:

These page descriptions will provide are to provide what users are to expect from their interactions on a certain page.

0.0 Homepage (Our Story):

Telling a compelling story. The web-site redesign is a chance to connect audience to Watari, one person to another, and to see Watari for what it is: a living, breathing entity run by real people offering real value. This all starts at the home page or "Our Story" page, which guides visitors through Watari's story and towards calls to action and accessible information.

Page Highlights:

- Important CTAs
- Introduction/ relate
- Increase awareness/educate

0.1 Donations Page

Watari depends on the generosity of the general community and business' to make donations of money, goods and services, in order for them to carry out their work. While they do receive some government funding, donations are important for keeping Watari going.

Page Highlights:

- Target the right stakeholders
- Increase donations: by streamlining the donation process/ adding the options to donate monthly.

0.2 Programs Page

Watari offers many important programs and services, that are being accessed by a range of people. Some of their services are target people in crisis and difficult situations. Therefore special care must be take to insure that the services are listed on this page are accessible, readable, and easy to access.

Page Highlights:

- Informative

0.3 Blog (What we are up to)

This is to be used as a news page, either a Wordpress style blog feed or a social media (Facebook post) feed. This page is important to keep stakeholders, partners, and community members who use

Introduction:

Continued

Secondary Level Pages & Links:

Watari's services informed about program news, events, etc... This page will be used together with the newsletter to inform.

- Keep stakeholders, partners, and community members up to date.

1.0 Contact Page

Although the contact information will be present throughout the site i.e. the footer. A contact page with contact info and a contact form will be present. Other pages may also link to the contact page.

Page Highlights:

- Contact info
- Contact form

1.1 Team

Showing that real people are doing real work helps tell the story of Watari and connect to people on a personal level. Therefore, a team page will be created with a short profile of each Watari staff member.

Page Highlights:

- Team profiles
- Related to stakeholders/ partners/ services users.

1.2 Newsletter Signup Link

A newsletter signup page link (or pop-up link) will be shown in the navbar, footer, and can be linked to in CTA buttons).

Link Highlights:

- Inform/ engage
- Increase Donations

1.3 Social Media Links

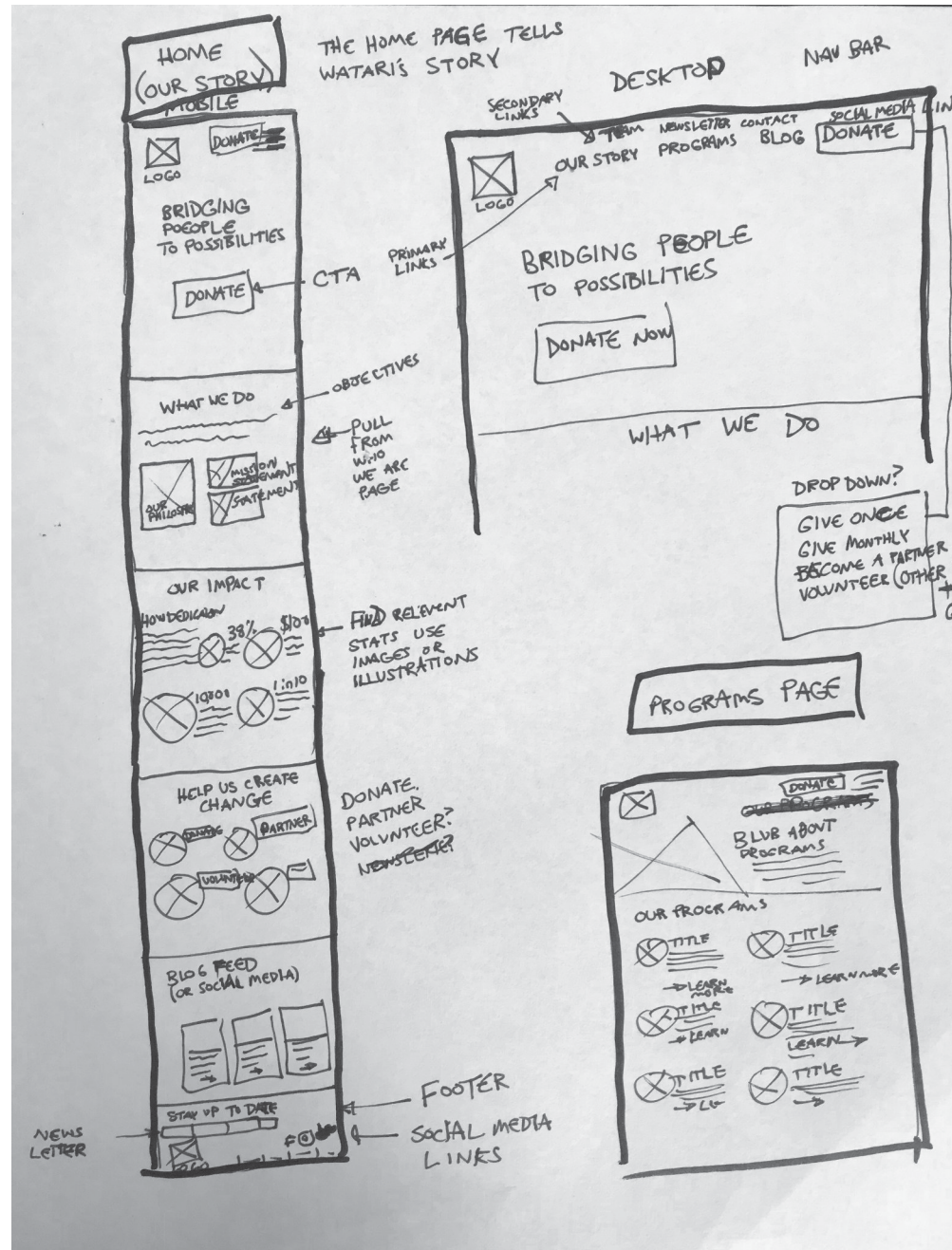
Social media links will be displayed in the navigation bar and footer.

Link Highlights:

- Cross-traffic from social media site and Watari site.
- Increase awareness.
- Inform/ engage.
- Target the right demographics.

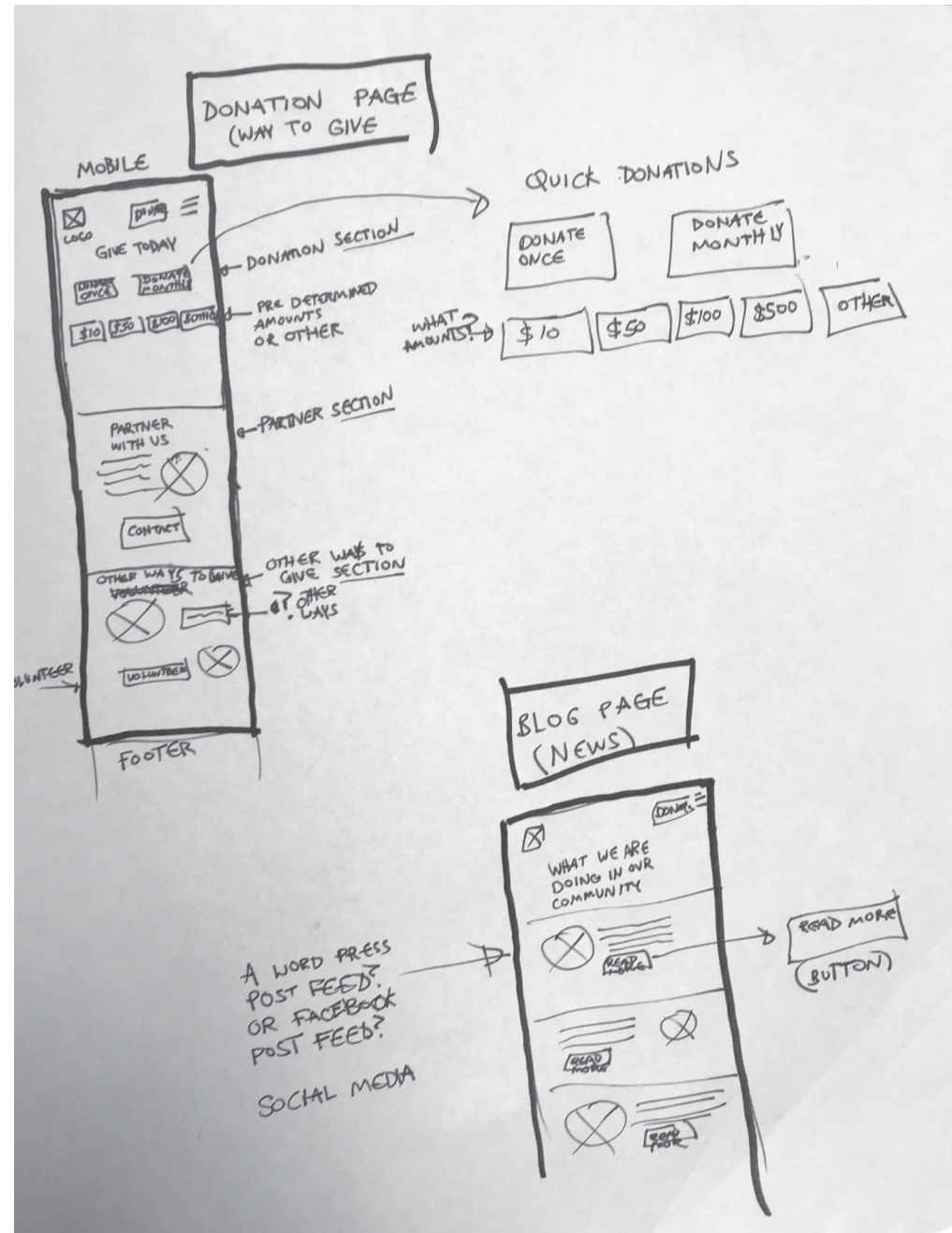
Initial Sketches:

These sketches are a quick and simple exploration of initial ideas for designs.



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