**Watari Page Descriptions & Initial Sketches**

**Introduction:**

**0.0 Homepage (Our Story):**

**Page Highlights:**

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

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**

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

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**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.

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:**

**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

- Informative

**Introduction:**

Continued

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

**Page Highlights:**

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

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**Secondary Level Pages & Links:**

**1.0 Contact Page**

Although the contact information will be present thought 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.

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

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**Link Highlights:**

- Inform/ engage - Increase Donations

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

**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 remember.

**1.2 Newsletter Signup Link**

**1.3 Social Meida 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:**

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