Project Brief

### Client

International Childcare Ministries: ministry to provide sponsorship to impoverished children in the majority world.

### Problem Statement

ICCM needs a website that draws the user in to learn and act. Right now they only have a website for desktop platforms. They need a responsive website for mobile and desktop that allows for the large quantity of web traffic to explore and sponsor.

### Target Audience

Adults 20 and over (Anyone with a sustainable income. Very Large Group. Hard to specifically target.)

### Brand Essence

Hopeful

### Top 3 Goals

1. Sponsor
2. Donate
3. Get Involved

### Features

Interactive Map, Pop ups moduls, Accordions, Carsousel, Dropdown menu, Back to top botton

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Invision Links

Desktop: <https://invis.io/DP6MJ04MS>

Mobile: <https://invis.io/Q36MIWQH6>