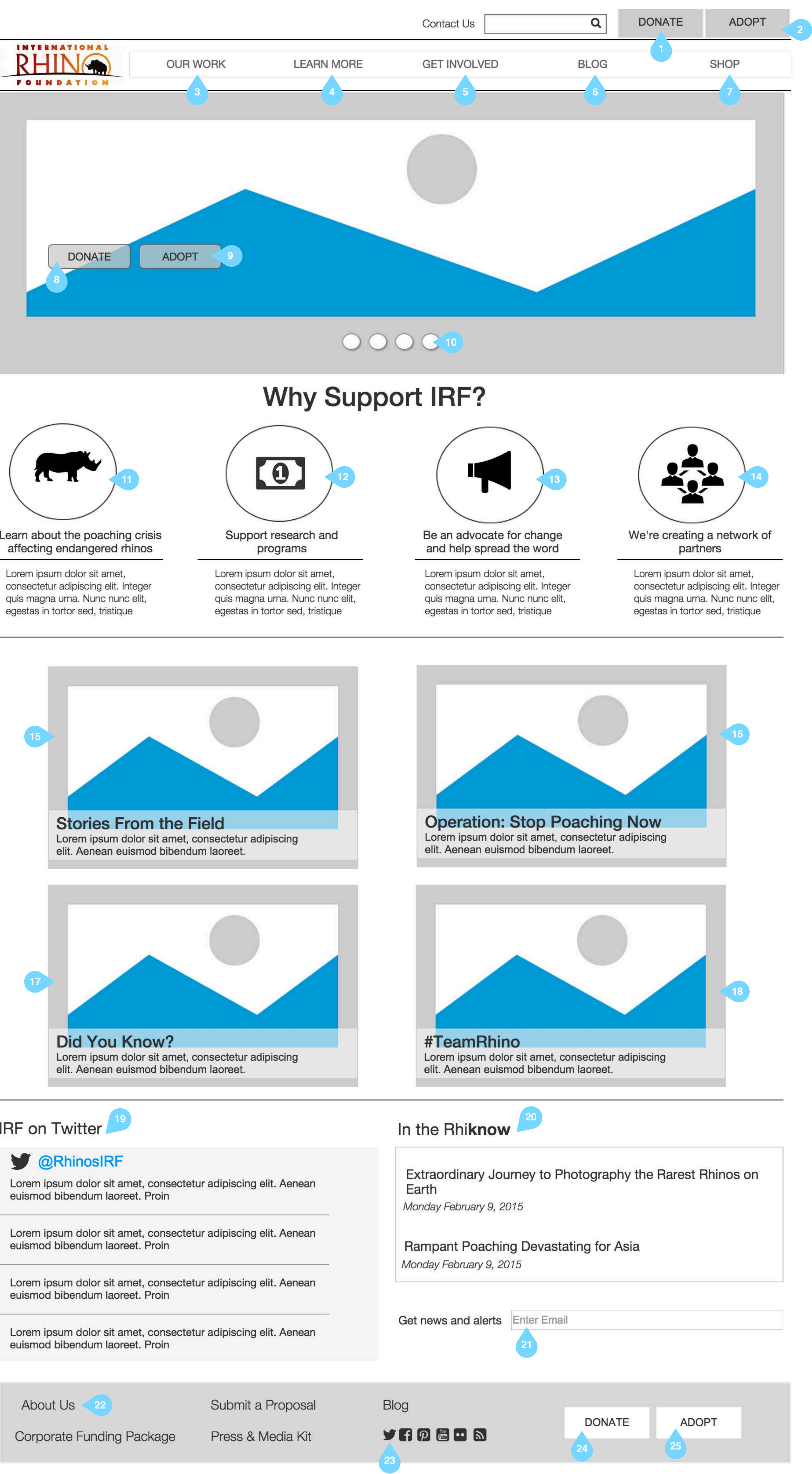


HOMEPAGE



Notes

1. Donate button - leads to Donation page

2. Adopt button - leads to Adopt a Rhino page

3. Our Work - On hover, drop down men shows pages “Rhinos” and “IRF Programs”. These were later revised to be separated in our visual mockups to two menu items: “Rhinos” and “IRF Programs”

4. Learn More - On hover, drop down menu shows links to pages “Research”, “Teacher Resources”, and “Fun Activities”.

5. Get Involved- On hover, drop down menu shows links to pages “Donate”, “Adopt a Rhino”, “Fundraise”, “Other Ways to Help” and “Events”.

6. Blog- This is a direct link to the blog page which is now a combination of News and the blog.

7. Shop - Direct link to Shop page.

8. Donate button on top of image is a link to the donation page.

9. Adopt button on top of image is a link to the Adopt a Rhino page.

10. This is an automatic carousel. Visitors can click on each of these circles to navigate to another image.

11. On click, this icon will link to Rhinos page.

12. On click, this icon will link to Donate page.

13. On click, this icon will link Fundraiser page.

14. On click, this icon will link to Corporate Funding page.

15. This section will link to IRF Programs page.

16. This section will link to Operation: Stop Poaching Now page.

17. This section will link to 25 Things You Might Not Know About Rhinos page.

18. This section will link to Team Rhino page.

19. This is a twitter feed from @RhinosIRF. The latest four tweets should be visible.

20. This section should show latest two stories from Blog.

21. Text field for visitors to enter their email address to receive newsletter.

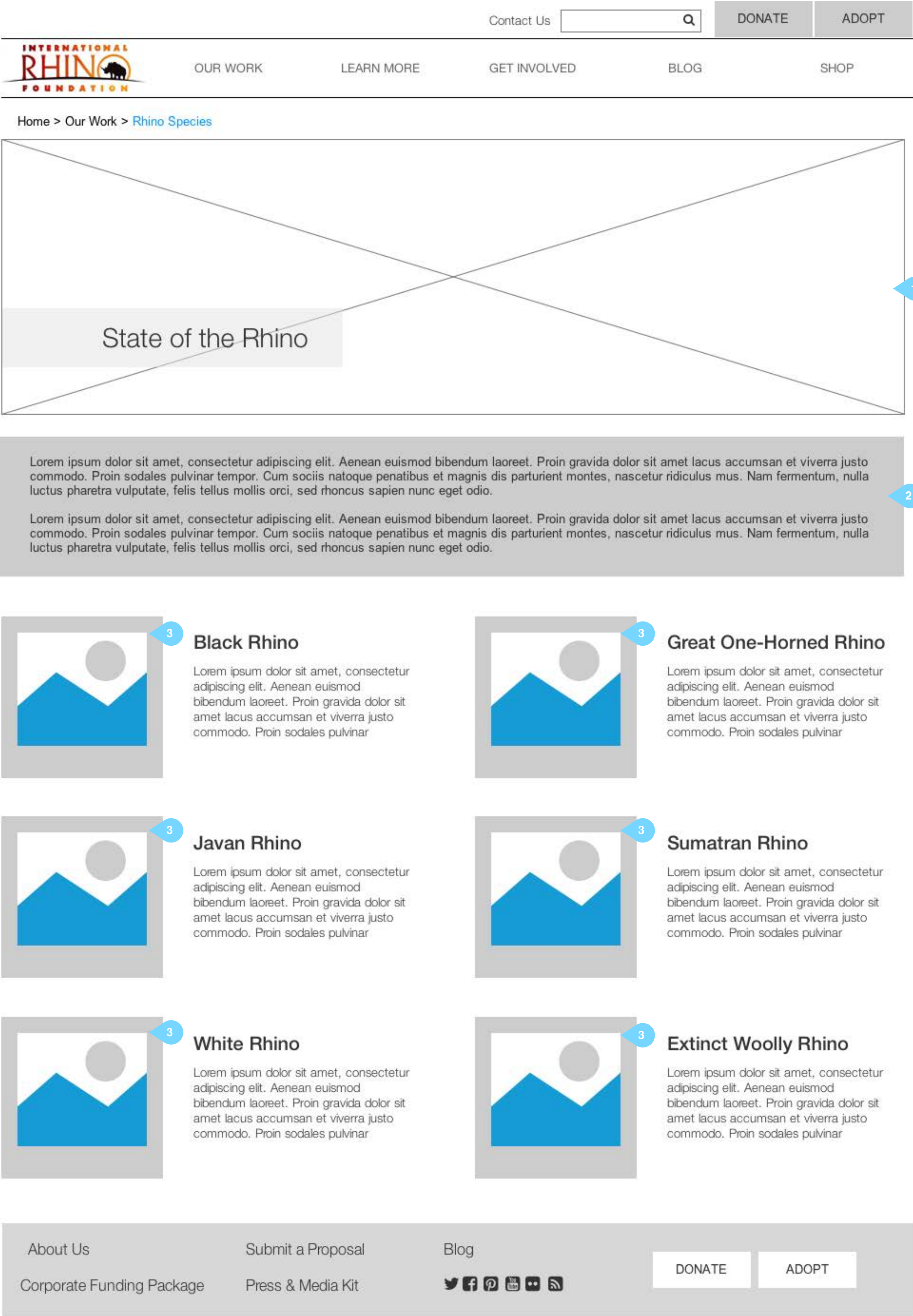
Notes (cont)

22. About Us- should link to a separate About Us page which features “Mission and Values”, “Our Team”, “Partners and Donors”, and “Jobs”.

23. Social media links

24. Donate - link to Donation page

25. Adopt - link to Adopt a Rhino page



Notes

- 1. Hero image - Image of a rhino with text overlay.
- 2. State of the rhino - Text explanation of the current state of rhinos worldwide.
- 3. Rhino species - Image of a rhino of the given species accompanied by the name and quick description of the species. The image and species name link to the specific species page.

Contact Us

DONATE

ADOPT

INTERNATIONAL
RHINO
FOUNDATION

OUR WORK

LEARN MORE

GET INVOLVED

BLOG

SHOP

Home > Our Work > Rhino Species > [Black Rhino](#)

1

2

Black Rhino

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Black Rhino Fact

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About Us

Submit a Proposal

Blog

Corporate Funding Package

Press & Media Kit

DONATE

ADOPT

Notes

1. Hero area - Subtle video of a rhino of the species for that particular page. Plays automatically and can be paused by the user.

2. Rhino intro - Name of the rhino species with some basic introductory information.

3. Rhino image - Image of a rhino of the given species.

4. Interactive facts - An area within the page where users can learn more about the rhino species by clicking the image, which will prompt new images with specific facts focusing on certain things about the rhino.

INTERNATIONAL
RHINO
FOUNDATION

OUR WORK

LEARN MORE

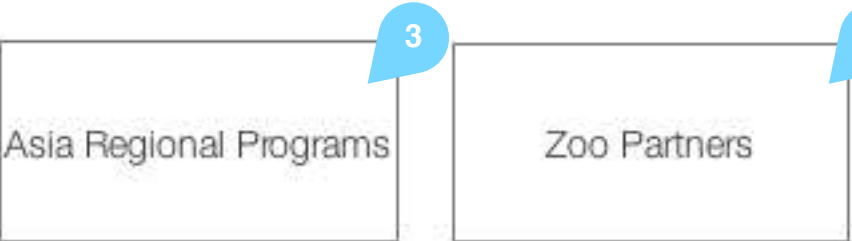
GET INVOLVED

BLOG

SHOP

IRF Programs

Click on a priority area to learn more about current programs



Notes

1. Interactive map - This map displays the part of the world in which IRF has field programs. Priority areas are featured in blue.

2. Clickable priority area - Each of these areas represents a country or region in which IRF has a field program. On hover, the color of the area will brighten and the area itself will pop up slightly above the flat plane of the map. On click, the rest of the map will fade and focus will zoom in on the selected area. Details about the program will appear beside it with a link to the full program page.

3. Asia Regional Programs - Links to the Asia Regional Programs page.

4. Zoo partners - Links to the zoo partners page.

DONATE - ALT

Contact Us

DONATEADOPT

INTERNATIONAL RHINO FOUNDATION

OUR WORKLEARN MOREGET INVOLVEDBLOGSHOP

Home > Get Involved > Donate

\$50\$100\$250\$500\$1000

donate another amount

Donate once

first name

last name

address

address 2

zip codecityAK

United States of Americae-mail

☒ This is also my billing information.

Pay with Paypal

card number

22015security code

☐ Give as a gift

☐ Subscribe to newsletter

MAKE DONATION

Why We're Different

90% of your gift goes to our field programs

2012 Financial Reports

2013 Financial Reports

2014 Financial Reports

About UsSubmit a ProposalBlog

Corporate Funding PackagePress & Media Kit

DONATEADOPT

Notes

1. Hero - Image of a rhino of any species.
2. Donation buttons - Users can select one of these suggested donation amounts. Clicking will generate a description in area “5” including an iconic representation of the donor level that amount puts the user at, a description of that level and an impact message.
3. Custom donation field - Text field in which user can input an amount not suggested in the above options.
4. Donation frequency selection - Dropdown menu with the options to “donate once,” “donate monthly,” “donate quarterly” or “donate annually.”
5. Dropdown info - When a user selects or inputs a donation amount, this is where the donor level icon, description and impact message will appear, pushing down the rest of the contents on the page.
6. First Name - Input field for donor’s first name.
7. Last Name - Input field for donor’s last name.
8. Address - Input field for donor’s street address.
9. Address 2 - Optional input field for donor’s address.
10. Zip Code - Input field for donor’s zip code. Automatically populates city and state.
11. City - Input field for donor’s city. It is automatically populated when the zip code is input, but it can be manually changed if necessary.
12. State - Dropdown menu for user’s state. When the dropdown menu is closed it only shows the state abbreviation, but when it is open it shows the abbreviation and full name with a hyphen separating the two. It is automatically selected after zip code is input but can be set or changed manually. States are in alphabetical order based on abbreviation.
13. Country - Dropdown menu with several countries to choose from. Default is USA.
14. Email - Input field for email address.

Notes (cont)

15. Same info - This checkbox can be used to verify whether the donor and billing information are the same. It is checked by default. When checked, the page appears as it does to the left. When unchecked, extra fields appear for the user to add in the necessary billing information.
16. Paypal button - Initiates Paypal payment process.
17. Card number - Input field for credit card number. Card type is detected based on card number.
18. Expiration month - Dropdown menu to select card expiration month. Months are represented by numbers. Default is the current month.
19. Expiration year - Dropdown menu to select card expiration year. Default is the current year.
20. Security code - Input field for card security code.
21. Gift option - Checkbox to process donation as a gift. Unchecked by default. When unchecked page appears as it does to the left. When checked, extra fields appear to input recipient’s information.
22. Subscribe to newsletter - Adds email address to mailing list. Checked by default.
23. Make donation - Processes information and returns summary to user to get confirmation to compete the process.
24. Donation breakdown - Pie chart showing how donations are used by IRF.
25. Financial reports - Links to financial reports for users to view and/or download.

Contact Us

DONATE

ADOPT

INTERNATIONAL
RHINO
FOUNDATION

OUR WORK

LEARN MORE

GET INVOLVED

BLOG

SHOP

Home > Get Involved > Adopt a Rhino

Adopt a Rhino

2

3

Meet Ratu!

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Learn More4

Meet Rosa!

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Learn More

Meet Bina!

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Learn More

Meet Andalas!

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Learn More

Meet Andatu!

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Learn More

About Us

Submit a Proposal

Blog

DONATE

ADOPT

Notes

- 1. A video continuously playing of rhinos.
- 2. Image of rhino that visitor can adopt.
- 3. Brief description of rhino’s life and background. See mockup for example of specific text.
- 4. Learn more button- on click this button will take visitor to Adopt Me page for this particular rhino.

Contact Us

DONATEADOPT

INTERNATIONAL RHINO FOUNDATION

OUR WORKLEARN MOREGET INVOLVEDBLOGSHOP

Home > Get Involved > Adopt a Rhino > Adopt Ratu

1

Ratu

2

3

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About Adopting

27

28

Send an E-card

28

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ADOPT

Notes

1. Rhino intro - Video of the rhino from his or her own point of view.
2. Rhino bio - Rhino's name and a quick biography.
3. Facebook page - Link to the rhino's Facebook profile.
4. Carousel images - Photos of the rhino. Clicking one expands it in a lightbox with a caption sharing more information about the rhino.
5. Carousel scroll - Clicking these arrows moves the carousel over to reveal more photos.
6. Custom donation field - Text field in which user can input an amount not suggested in the above options.
7. Impact message - Text that explains what can be achieved with the amount a user has chosen to donate.
8. Donation frequency selection - Dropdown menu with the options to "give once," "give monthly," "give quarterly" or "give annually."
9. First Name - Input field for adopter's first name.
10. Last Name - Input field for adopter's last name.
11. Address - Input field for adopter's street address.
12. Address 2 - Optional input field for adopter's address.
13. Zip Code - Input field for adopter's zip code. Automatically populates city and state.
14. City - Input field for adopter's city. It is automatically populated when the zip code is input, but it can be manually changed if necessary.
15. State - Dropdown menu for user's state. When the dropdown menu is closed it only shows the state abbreviation, but when it is open it shows the abbreviation and full name with a hyphen separating the two. It is automatically selected after zip code is input but can be set or changed manually. States are in alphabetical order based on abbreviation.
16. Country - Dropdown menu with several countries to choose from. Default is USA.
17. Email - Input field for email address.

Notes (cont)

18. Same info - This checkbox can be used to verify whether the donor and billing information are the same. It is checked by default. When checked, the page appears as it does to the left. When unchecked, extra fields appear for the user to add in the necessary billing information.
19. Paypal button - Initiates Paypal payment process.
20. Card number - Input field for credit card number. Card type is detected based on card number.
21. Expiration month - Dropdown menu to select card expiration month. Months are represented by numbers. Default is the current month.
22. Expiration year - Dropdown menu to select card expiration year. Default is the current year.
23. Security code - Input field for card security code.
24. Gift option - Checkbox to process adoption as a gift. Unchecked by default. When unchecked page appears as it does to the left. When checked, extra fields appear to input recipient's information.
25. Subscribe to newsletter - Adds email address to mailing list. Checked by default.
26. Make adoption - Processes information and returns summary to user to get confirmation to compete the process.
27. About adopting - Large rhino icon with text information about adoption.
28. Send an e-card - Preview of an e-card of this rhino, text encouraging to send an e-card and a link to do so.

Contact Us

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ADOPT

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OUR WORK

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Home > Learn More > Fun Activities

Books we love!

See more >

2

Rhino Crafts

Make your own rhino mask

Rhino origami

Make your own savannah!

Put your knowledge of rhinos to the test!

Check out info about the 5 endangered rhino species first! >

4

Learn more about Operation Javan Rhino

5

Rhino Silhouettes

Black rhino

White rhino

Sumatran rhino

Footprints

Size comparisons

Get Involved!

Make a difference by starting your own fundraiser!

Learn More >

6

About Us

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ADOPT

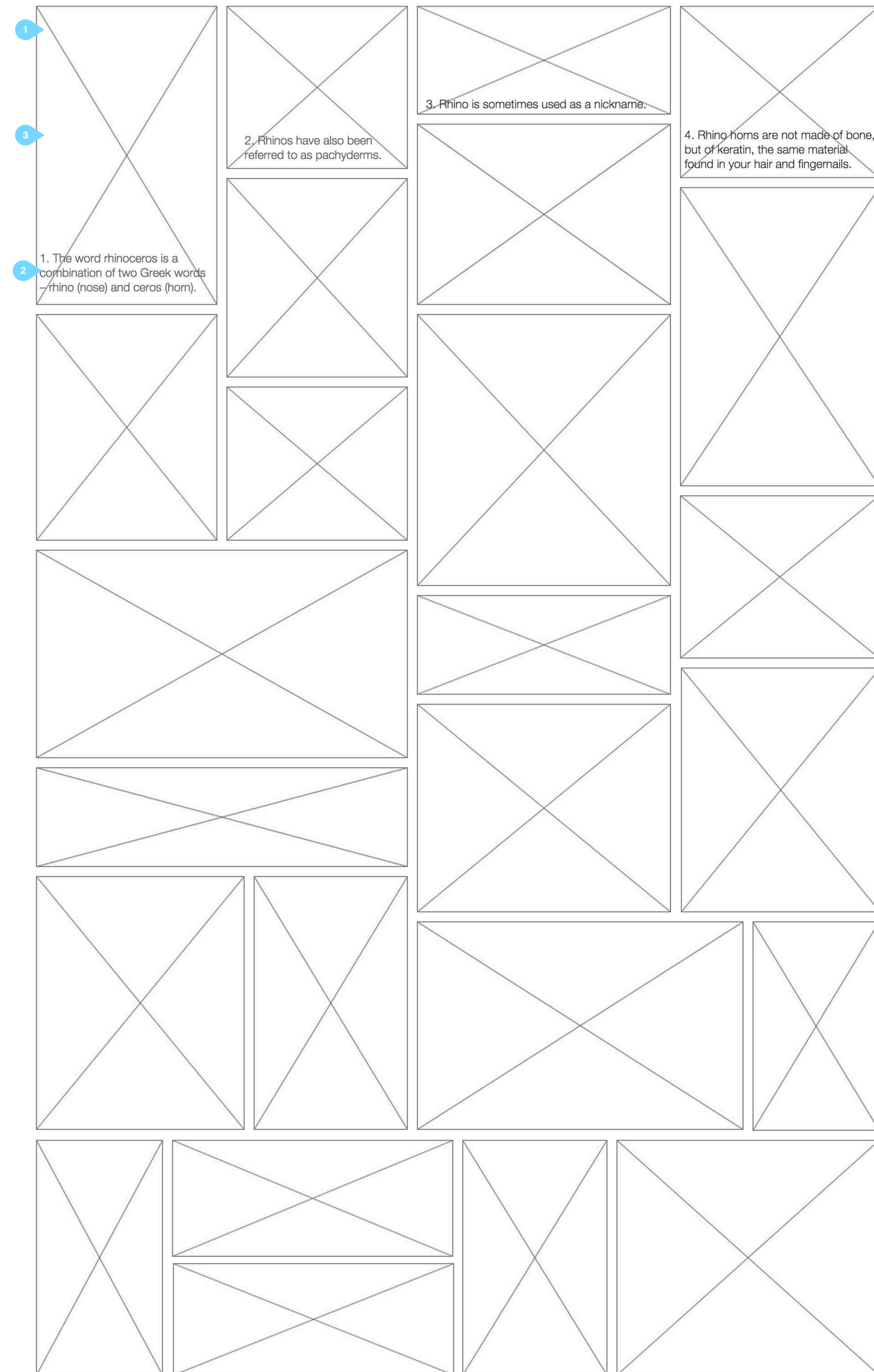
Notes

- 1. This section shows images of books on the recommended reading list by IRF. Each image is a link to purchase the book. The “See More” link will take the visitor to the full reading list.
- 2. Each image will take the visitor to the corresponding craft activity.
- 3. “Check out…” link leads to Rhinos page.
- 4. Each image links to Operation Javan Rhino.
- 5. On click, each silhouette leads to a separate page with a larger image of the silhouette for visitor to print out.
- 6. Learn More text link - leads to Fundraiser page.

25 Things You Might Not Know About Rhinos

[Home](#) > [Learn More](#) > [25 Things You Didn't Know About Rhinos](#)

25 Things You Might Not Know About Rhinos



Notes

1. Image of rhino or image related to fact.
2. Fact- text with one of 25 rhino facts laid over image.
See mockup for visual design.
3. On hover, a gray box will appear over image and fact with full fact.