



ANFA Competitive Analysis and Mood Board

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Overview

ANFA is an organization created with the mission to promote and advance knowledge that links neuroscience research to a growing understanding of human responses to the built environment. In order to ensure the organization's success there are a number of key features that must be represented in the webpage for this organization. Being a research organization focused on linking neuroscience and architecture, ANFA has no direct competitors so we chose sites with similar purposes or functionalities.

1. [Greater Good: The Science of a Meaningful Life \(berkeley.edu\)](#)
2. Society for Neuroscience <https://www.sfn.org/>
3. American Institute of Architects <https://www.aia.org/>
4. Cognitive Science Society <https://cognitivesciencesociety.org>
5. <https://www.asla.org/> American society of landscape architects

In this report we perform a comparative analysis on the competitors sites specifically investigating the brand, functionality, content, site architecture and good design ideas in order to find ideas for ANFAs website redesign.

After this analysis we are able to create a moodboard using the ANFAs presidents vision for the website along with the ideas found in the comparative analysis. The result was ...

Competitors



<https://ggsc.berkeley.edu/>



<https://www.sfn.org/>



<https://www.asla.org/>



<https://cognitivesciencesociety.org>



<https://www.aia.org/>

Competitive Analysis

Brand

Greater Good Science Center

The screenshot shows the desktop version of the Greater Good Science Center website. At the top, there's a navigation bar with links to "Greater Good Science Center • Magazine • In Action • In Education". On the right, there's a "Sign up for our newsletters" button and a search icon. Below the navigation is a large yellow banner featuring a woman with curly hair wearing sunglasses. To the left of the banner is the "Greater Good Science Center" logo. The banner has a "Greater Good Magazine" section with a "Read more" button and a "Greater Good Toolkit" section with a "View Toolkit" button. Below the banner, there are two main sections: "Our Vision" and "Get Involved". The "Our Vision" section includes a quote about shifting culture toward compassion and a photo of a hand holding a paper airplane. The "Get Involved" section includes a quote about supporting the mission and a photo of a hand holding a paper airplane.

Greater Good is an organization that focuses on **mindfulness** and **well-being** in the context of science.

- Educational and calming website design
- Professional and clean
- Aesthetically pleasing color scheme.
- Photos promote a sense of well-being.
- Articles on homepages are regularly updated

If you scroll down homepage you can see that it includes a lot of information about the organization and links to the organization's resources.

There is only **one font** used for the text on this site.

GGSC has the same menu, functions and pages on a mobile device as it does on a desktop.

Society for Neuroscience

SOCIETY for
NEUROSCIENCE



50

CELEBRATING
50 YEARS
1969–2019

Calls to Action

The screenshot shows the Society for Neuroscience website homepage. At the top, there's a navigation bar with links for Join, Give, Advocate, Publish, Sign In, and Member Directory. Below the navigation is a main menu with links for SOCIETY for NEUROSCIENCE, 50 CELEBRATING 50 YEARS 1969–2019, MEMBERSHIP, MEETINGS, CAREERS, INITIATIVES, ADVOCACY, OUTREACH, PUBLICATIONS, and ABOUT. A search bar is also present. A large banner in the center features a green and purple brain scan image and the text "Apply for the Award-Winning Neuroscience Scholars Program Today." Below this banner are three call-to-action boxes: "Call for Nominations Closes Soon, Nominate a Colleague," "NSP application closing soon, apply today," and "Check Out Global Connectome's Diverse Speaker List." A "JOIN SfN" button is located in the bottom right corner of the banner area. At the bottom of the page, there are two more call-to-action boxes: "Advancing Scientific Exchange" and "Global Connectome: A Virtual Event / January 11–13." To the right of the "Advancing Scientific Exchange" box is a scatter plot titled "Scatter Plot" with axes labeled "Standard Error" and "Value". The plot shows data points for "metabolites", "anatomical", "proteins", and "genes".

SfN's purpose is to advance scientific exchange and support the neuroscience community. It has a no-nonsense professional website that has many pages/available actions and even calls to action for its visitors.

- Professional website/font, simple visuals
- Large call to action/banner in middle of the page
- Logo is in the top right corner of the page and is static, so it's always visible
- The “Advancing Scientific Exchange” further promotes SfN’s purpose/mission

Society for Neuroscience

On the mobile version of the site, the logo and call to action is still visible. The mobile's design emphasises the important of membership as the “Sign In” / “Member Directory” buttons are much more visible.

The image shows a mobile view of the Society for Neuroscience website. At the top, there is a blue header bar with the "Sign In" and "Member Directory" buttons, both of which are highlighted with a red box. Below the header is a navigation menu icon (three horizontal lines) and a search icon. A red box also highlights the "SOCIETY for NEUROSCIENCE SfN | 50 CELEBRATING 50 YEARS 1969-2019" logo. The main content area features a dark background with a green and blue abstract image. On the right side, there is a large white text box containing the following text:

Apply for the Award-Winning Neuroscience Scholars Program Today.

Below this text is a yellow-bordered box containing three bullet points:

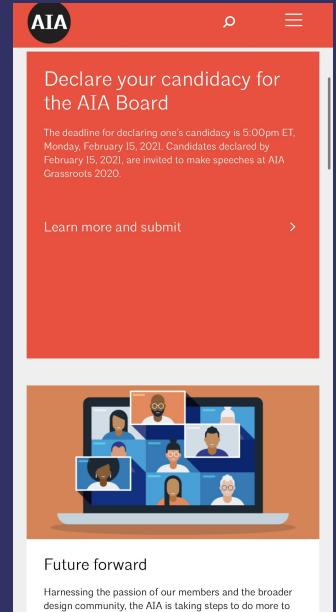
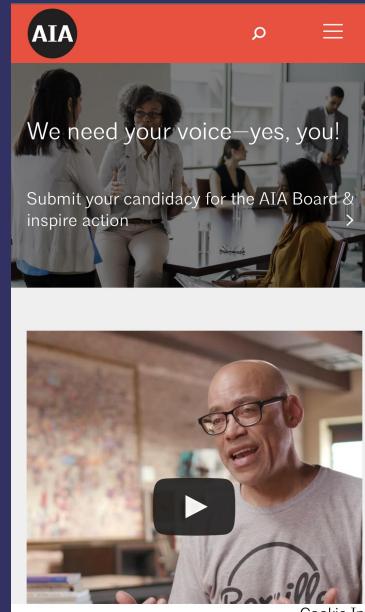
- ▶ Call for Nominations Closes Soon, Nominate a Colleague
- ▶ NSP application closing soon, apply today
- ▶ Check Out Global Connectome's Diverse Speaker List

American Institute of Architects

The AIA is an institute that all architects are a part of it. It has rules and regulations for all architects and its website displays an air of professionalism and personalization.

Their logo is in the top right corner of desktop and mobile and there is a call to action banner for member participation. The banner picture and video personalizes the site, adding a face(s)/personal touch to the organization. As you scroll down on the site, there is more community minded sections (future forward and articles about specific architects).

- Clean visuals
- People shown to show community
- Grid layout



Cognitive Science Society

The screenshot shows the homepage of the Cognitive Science Society. At the top, there's a navigation bar with links for About, Membership, Conference, Journals, Awards, Resources, and Blog. Below the navigation is a banner for COGSCI 2021 with a call for submissions. To the right of the banner is a circular graphic featuring a green labyrinth with various academic fields listed around it: Artificial Intelligence, Education, Linguistics, Neuroscience, Philosophy, Psychology, Anthropology, and Sociology. Below this graphic is a text block about the society's mission. At the bottom of the page, there's a mobile view of the website, which is displayed in a red-bordered box. The mobile view shows the same content as the desktop version but is scaled down and some text is cut off.

Cognitive Science Society focus is to connect researchers from around the world and to further promote Cognitive Science and its various areas of study. It is also a non-profit professional organization that holds annual conferences.

- Professional and clean visuals on the home page
- Very minimal design
- Highlights current events in a carousel animation
- Minimal use of color

Mobile view of website

- Clean, but clearly not designed mobile first
- Some text gets cut off, and seems text heavy
- The Carousel is still incorporated at the bottom and is hard to view

American Society of Landscape Architecture

The image displays two versions of the American Society of Landscape Architects (ASLA) website: a desktop version on the left and a mobile version on the right. Both versions feature a dark blue header with the ASLA logo and navigation links for JobLink, Member Login, About, News, Awards, Conference and Events, Become a Landscape Architect, Join, Learn, Advocate, Practice, and Shop. The desktop version includes a large, colorful landscape photograph at the top and a prominent red-bordered box highlighting a "2021 Student Awards Call for Entries". The mobile version shows a vertical menu on the right side of the screen.

2021 Student Awards Call for Entries

Registration fees are due on Friday, May 14. Entries must be finalized and submitted by 11:59 pm PST on Monday, May 24.

ASLA 2020 Student Collaboration Honor Award: Lehigh Valley Catalyst: Reconnecting Communities to the Lehigh River's History and Ecology. University of Pennsylvania

American Society of Landscape Architects

JobLink Member Login

About News Awards Conference and Events Become a Landscape Architect Join Learn Advocate Practice Shop

Home About News Awards Conference and Events Become a Landscape Architect Join Learn Advocate Practice Shop

SEARCH

- The ASLA provides a community that connects landscape architects, provide them with information and holds events.
- The main page of the American Society of Landscape Architecture puts a rolling spotlight carousel at the main page which shows the users the latest news going on.
- On the mobile version of the website, the carousel is removed and the menu is shown vertically instead of a horizontal navigation bar.

Brand: Logo & Color Palette

Greater Good



Logo: Incorporates a acronym of the organizations name. Logo uses complimentary colors to give the logo a **calming** and **colorful** vibe, while keeping the design **simple**.

Color Scheme: colorful but most overpowering. The logo uses a darker shade of orange and pink beside a sky blue and forest green.

Greater Good Science Centre Magazine **slogan:**

"Science-based insights for a meaningful life"

Society for Neuroscience



Logo: Through the use of different fonts in the left logo, the organization shows that it is trying to be professional *and* stylistic (with the almost f's font choice). The logo on the right is very celebratory has more character, such as the textured background of the 50 square.

Color scheme: In addition to white and black, the site uses blue, a lighter blue, and a red/orange color throughout their site. The darker blue is the main color used on the site.

American Institute of Architects



Logo: Is an acronym for the organizations name. This simplicity makes the logo feel **professional** and **clean**.

Color Scheme: The logo uses a simple black and white color scheme. On the site the organization also uses a burnt orange to give the page a pop of color.

Cognitive Science Society



Logo: Uses an image similar to that of a brain, but is displayed in a more structured manner. Also has two versions of it on their site, the white one is used in the navigation bar for users to use to go back on the home page. The second one is most likely their official logo with text surrounding the various disciplines within Cognitive Science.

Color Scheme: The color scheme is reminiscent to that of popular colors in the 90's. They complement each other very well, but on some pages it sometimes uses too much color in which it makes it a little difficult for users to focus on one thing.

American Society of Landscape Architecture



American Society of
Landscape Architects



Logo: The wavy pattern uses a gradient of green to represent the undulating terrain and reflects the main user groups of the website: Landscape Architects.

Color Scheme: The main color of the website is dark green while light green and orange are commonly used in the website to emphasize the titles. The background of the website is light grey and enable the users view the website with a positive mood.

Functionality

Greater Good

Greater Good Science Center • Magazine • In Action • In Education

Sign up for our newsletters

GG Greater Good
SC Science Center

Who we are Who we do Who we serve Events & classes | Get involved Contact Donate



Greater Good Magazine

Our online *Greater Good* magazine turns scientific research into stories, tips, and tools for a happier life and a more compassionate society.



Greater Good Science Center • Magazine • In Action • In Education

Sign up for our newsletters

Donate

Greater Good Magazine

SCIENCE-BASED INSIGHTS FOR A MEANINGFUL LIFE

LOG IN | REGISTER BECOME A MEMBER

TOPICS QUizzes VIDEOS PODCAST KEYS TO WELL-BEING

Feel Like Complaining? Try This. This tip can help you and your kids break your complaining habit and find something to appreciate.

Five Skills We Need for the Year Ahead

How to Structure Your Day to Accomplish More

Organizing the GGSC's Online Courses for Educators

Podcast Episode 83: Healing Through Gratitude

Greater Good Science Center • Magazine • In Action • In Education

Greater Good in Action

Science-Based Practices for a Meaningful Life

PRACTICES ABOUT US

Discover New Practices

All Practices

Awe

Compassion

Connection

Empathy

Forgiveness

Gratitude

Greater Good Science Center • Magazine • In Action • In Education

Greater Good in Education

SCIENCE-BASED PRACTICES FOR KINDER, HAPPIER SCHOOLS

Log In About Us

PROSOCIAL ACADEMIC INSTRUCTION ▾ POSITIVE SCHOOL RELATIONSHIPS ▾ MY WELL-BEING ▾ STUDENT WELL-BEING ▾ SCHOOL CHALLENGES ▾ ALL PRACTICES

Anti-Racist Resources

Readings, practices, and other resources to support educators in creating anti-racist schools and classrooms.

GGCS has four different websites and website homepages dedicated to different audiences. That can be located in the **menu tab** in the upper left hand corner.

This attracts more users and gives users a specialized experience that leaves them feeling satisfied and wanting to revisit the site.

Greater Good Magazine

The screenshot shows the homepage of Greater Good Magazine. At the top left is the navigation bar with links to "Greater Good Science Center", "Magazine", "In Action", and "In Education". On the right is a "Sign up for our newsletters" button. Below the header, there's a "Donate" button on the left and a "LOG IN | REGISTER BECOME A MEMBER" button on the right. A search bar is located above a grid of articles. To the right of the search bar is a "KEYS TO WELL-BEING" menu item. On the far right, there are social media icons for Facebook, Twitter, LinkedIn, and a plus sign for more. The main content area features a large image of a girl with her hand to her face, followed by a headline: "Feel Like Complaining? Try This.". Below it is a sub-headline: "This tip can help you and your kids break your complaining habit and find something to appreciate." Further down, there's a section titled "Get the science of a meaningful life delivered to your inbox" with an "Email Address" input field and a "Sign Up" button. On the left, there are two sections: "Most Popular" and "Most Recent". The "Most Popular" section includes a calendar titled "Your Happiness Calendar for January 2021" by KIRA M. NEWMAN. The "Most Recent" section lists four articles: 1. "How Can We Build Trust in the U.S.?" by EDWARD LEMPIEN, dated JANUARY 29, 2021. 2. "When You Feel Like Complaining, Try This" by JANE PARK, dated JANUARY 28, 2021. 3. "Announcing the GGSC's Online Courses for Educators" by VICKI ZABAZAISKE, AMY L. EVAN, dated JANUARY 27, 2021. 4. "How to Structure Your Day to Accomplish More" by CHRISTINE CARTER, dated JANUARY 26, 2021.

Along with the usual navigation bar, GGSC has a **search bar**, call to action for users to **join/login** to the organization's website and **donate** to the organization options.

Further down the homepage users are given the opportunity to enter their email and **sign up** for informational emails from GGSC.

On the side of the homescreen the **social media links** have been integrated.

GGSC offers users an opportunity to shortcut to interesting articles and information by showing the two most **Most Popular articles** and the four most **Most Recent articles** on the website.

Greater Good

Mission & Beliefs

Our Story

Our Impact

Our People

Our Partners

News

FAQ

Frequently Asked Questions

Here are some frequently asked questions about the Greater Good Science Center. If you have a question about the GGSC, please [ask us!](#)

How can I get involved with the Greater Good Science Center?

There are several ways individuals and organizations can [get involved](#) with the Greater Good Science Center:

- Join our [email lists](#) to receive our latest articles, announcements about upcoming events, and other updates.
- [Volunteer](#) at one of our live events.
- [Make a donation](#) to support the GGSC's activities.
- [Become a member](#) of the GGSC and enjoy access to special articles and videos, discounts on GGSC books and events, and more.

How is the Greater Good Science Center affiliated with UC Berkeley?

GGSC has a Frequently Asked Questions (**FAQ**) page that answers users questions.

GGSC also has an **email list sign up** that gives users information about upcoming events and new articles.

Get the science of a meaningful life delivered to your inbox.

Email Address

Sign Up

Society for Neuroscience Home

Join Give Advocate Publish

Sign In

Member Directory



MEMBERSHIP MEETINGS CAREERS INITIATIVES ADVOCACY OUTREACH PUBLICATIONS ABOUT



Apply for the Award-Winning
Neuroscience Scholars Program
Today.

► Call for Nominations
Closes Soon, Nominate a
Colleague

► NSP Application Closing
Soon, Apply Today

► Check Out Global
Connectome's Diverse
Speaker List

JOIN SfN ►

Advancing Scientific Exchange

SfN's website showcases all the different actions someone can do to join the organization.

All the categories in the menu bar, except "PUBLICATIONS" and "ABOUT," are all ways someone could join, participate, or advance themselves in the organization.

Through professional look of the website with the available actions (including the Advancing Scientific Exchange articles below) and calls to action cause, users can immediately tell that SfN is an active and time worthy organization.

Society for Neuroscience Home

The article section of SfN is kept up to date and has a “Submit a Manuscript” button. Not only can users see a summary of the journal, they are encouraged to participate as well.

The 3 pictures below are other sections of the home page, which shows the user different articles by SfN. This, plus all the dates shown, adds to organization seeming more trustworthy, engaging, and active.

Advocating for Neuroscience



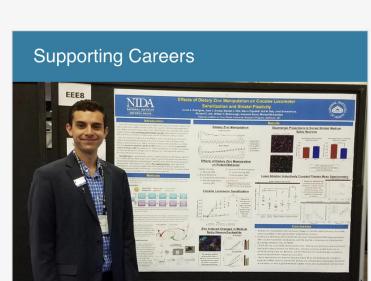
Advocacy

Feb 02, 2021

Ask Your US Representatives to Join Important Caucuses

▶ SfN Policy News
▶ Animals in Research

Supporting Careers



Neuronline

Jan 21, 2021

Why Conversation and Community are Important to Stopping Bias

▶ NeuroJobs Online Career Center
▶ Neuronline

Education and Engagement



BrainFacts.org

Feb 02, 2021

Why Does Exercise Cause Muscle Pain?

▶ BrainFacts.org
▶ Resources for Educators

8:28 1
sfn.org — Private

JNeurosci
THE JOURNAL OF NEUROSCIENCE
January 27, 2021 • Volume 41 Number 4 • www.jneurosci.org



JNeurosci

Jan 28, 2021

This Week in the Journal

Cannabinoid Receptors and Reconsolidation of Cocaine Memories and Cholinergic Modulation of Auditory Neurons in MNTB

▶ Current Issue
▶ Submit a Manuscript

SfN uses cookies to provide you with a secure and custom web experience. Please read our [privacy policy](#) for more details.

I ACCEPT 



About

The Society for Neuroscience is the world's largest organization of scientists and physicians devoted to understanding the brain and the nervous system.

Society for Neuroscience About

The about section contains various topics ranging from Annual Reports to SfN's 50th Anniversary Celebration. Though the list of categories looks fine on the desktop site, the mobile site doesn't allow the user to see all the option.

The About Overview section is a relatively short page with a summary of SfN's goals and founding. Underneath its articles of Incorporation, there is a Featured Articles section that also encourages the user to dig deeper into the site.

About SfN

Founded in 1969, the Society for Neuroscience (SfN) now has more than 36,000 members in more than 95 countries. Year-round programming includes the publishing of two highly regarded scientific journals, *JNeurosci* and *eNeuro*; professional development opportunities; and advocacy. Approximately 107 staff committed to SfN's mission are employed at its headquarters building in downtown Washington, D.C., which the Society has owned since 2006. SfN's annual meeting regularly attracts more than 30,000 attendees, representing 80 countries; 536 exhibiting companies; and close to 300 journalists.

SfN exists to:

1. Advance scientific exchange;
2. Support the neuroscience community;
3. Educate and engage the public; and
4. Advocate for the field.

[Learn More.](#)

Join Give Advocate Publish

Sign In Member Directory

Desktop

SOCIETY FOR NEUROSCIENCE | CELEBRATING 50 YEARS 1969-2019

MEMBERSHIP MEETINGS CAREERS INITIATIVES ADVOCACY OUTREACH PUBLICATIONS ABOUT

Mobile

About Overview

Mission and Strategic Plan

What We Do

Annual Report
Professional Conduct
Bylaws
Resolutions to the Bylaws
Strategic Partners

SfN 50th Anniversary Celebration

History of SfN

About Overview
SFN 50th Anniversary Celebration

Mission and Strategic Plan

What We Do
Annual Report
Professional Conduct
Bylaws
Resolutions to the Bylaws
Strategic Partners

SFN 50th Anniversary Celebration
History of SfN

Environmental Commitment
Volunteer Leadership

SFN Presidents
Committees
Elections

History of Neuroscience

Autobiographical Chapters
Autobiographical Videos of Prominent Neuroscientists
Classic Papers
Neuroscience History Resources
Robert Doty's Chapter on Neuroscience

Careers and Staff

Staff List

SfN Articles of Incorporation

Download Articles of Incorporation PDF ▶

Featured

 Call for Nominations Closes Soon, Nominate a Colleague

 NSP Application Closing Soon, Apply Today

 Check Out Global Connectome's Diverse Speaker List



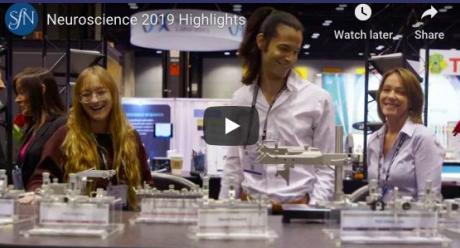
SfN Articles of Incorporation

Society of Neuroscience Events

- The Meetings tab has many other pages as well.
- The Meetings Overview has calls to action, a video of conference highlights, and upcoming events.
- The Upcoming Virtual Events has a list of events with their summaries and a register button.

World-class Global Events

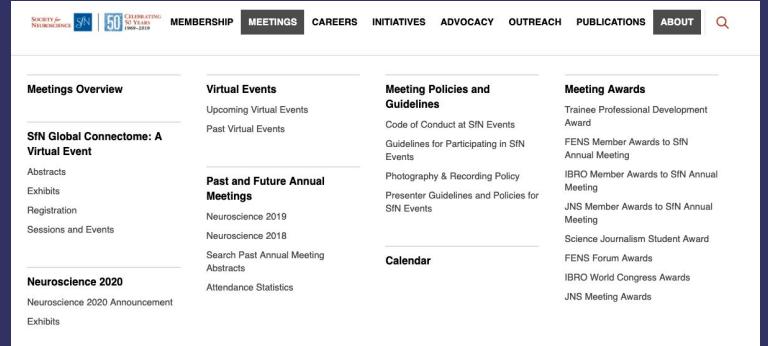
Present new research. Exchange ideas. Expand collaborations. Strengthen your career.



Neuroscience 2021

Abstract Submission Dates: July 2-15, 2021

NEUROSCIENCE
2021



Meetings / Virtual Events / Upcoming Virtual Events

Upcoming Virtual Events

Save the date to advance your scientific training and professional development.

[Complete this form](#) to stay up-to-date on SfN virtual events.

SfN Global Connectome: A Virtual Event

January 11–13, 2021

This brand-new, cross-cutting digital neuroscience event is designed to facilitate scientific exchange across the globe and across the field, providing scientists at all career stages, of all disciplines, with opportunities to learn, collaborate, and connect. Regardless of your area of specialization, the Global Connectome has unique opportunities for every neuroscientist. Program highlights include:

- Digital abstract presentations
- Dynamic talks from leaders in the field, including Zayd Khalil, Mauro Costa-Mattioli, and Bong-Kun Keang – and more!

Society for Neuroscience Education

There isn't a primary tab for Education but underneath Initiatives is a Public Education section. The section has resources for educators and ways that young students can get involved with the organization. It encourages youth to learn about neuroscience and helps educators in doing teaching youth about neuroscience.

SOCIETY for NEUROSCIENCE  |  CELEBRATING 50 YEARS 1969-2019

MEMBERSHIP MEETINGS CAREERS INITIATIVES ADVOCACY OUTREACH PUBLICATIONS ABOUT

[Initiatives Overview](#)

[Awards](#)

[Neuronline](#)

[Confronting COVID-19](#)

[Leadership Development Program](#)

[Trainee Professional Development Award](#)

[Diversity Initiatives](#)

[Neuroscience Scholars Program](#)

[Latin American Training Program](#)

[Women and Neuroscience](#)

[Increasing Women in Neuroscience \(IWIN\) Courses & Toolkit](#)

[Celebration of Women in Neuroscience Event](#)

[Awards](#)

[Animals in Research](#)

[Support for Members and Institutions](#)

[Tools and Resources](#)

[Resources for Medical Students](#)

[Public Education Programs](#)

[Resources for Educators](#)

[Brain Awareness Video Contest](#)

Sign In Member Directory

Initiatives / Public Education Programs



Helping the Public Learn About the Brain and Nervous System

By supporting and encouraging scientific education programs, we help the public to explore the universe between the ears.

Public Education Programs

Anyone can produce an educational video about the brain for a chance to win cash and a trip to the SfN annual meeting.

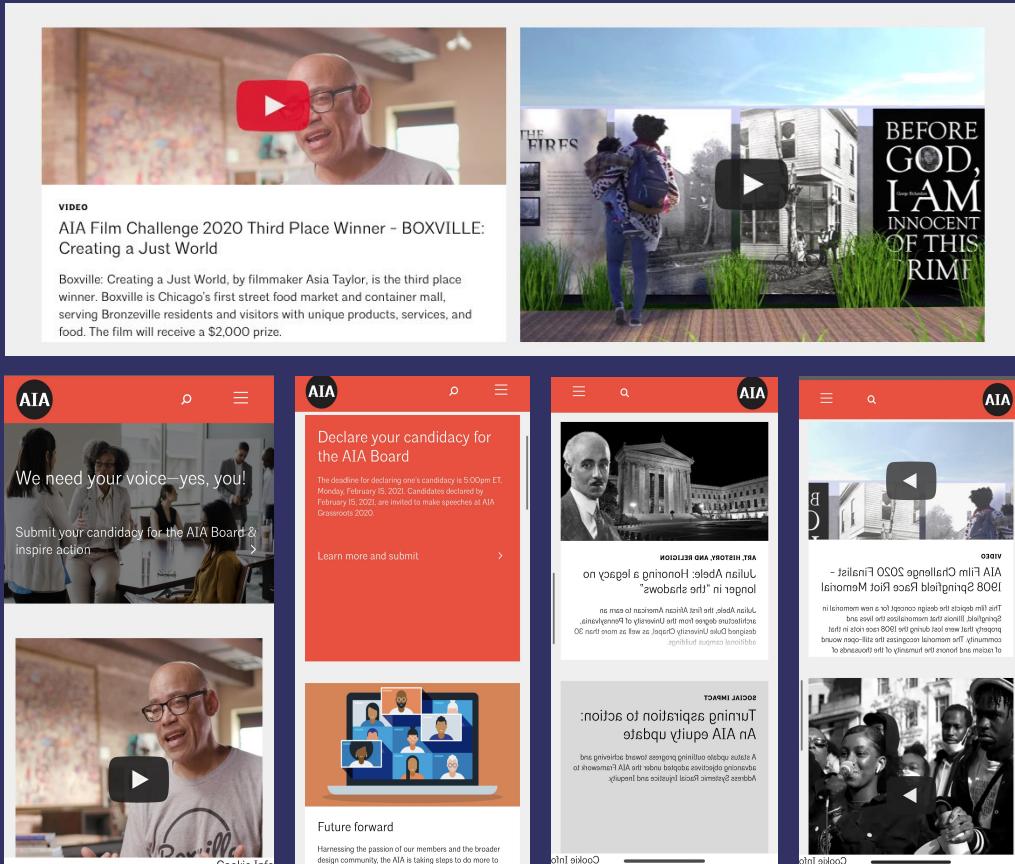
Brain Bee

A neuroscience competition for teenagers that includes local, regional, and international levels.

Science Olympiad

American Institute of Architects Home

The site home page is laid out in a grid structure. Because there is so many boxes of information, the grid structure works better on the desktop version. The creators of the website were probably aware of this as well because the mobile version is laid out slightly different. Instead of a video being after the video of the man, there is the “Declare your candidacy for the AIA board square.” Besides the over abundance of information, the grid layout works well on mobile because of its simple look and interface.



American Institute of Architects About

The About AIA has some facts about the organization, such as its founding date, member count, headquarters, and amount of chapter. It makes it easy for a user to get a good idea of how big and reputable AIA really is.

Unfortunately, there is no short easy summary about what AIA is/does.

Besides that, the about section works well with a solid organization. If a user scrolls down the page, they'll see the Press section and the dates for that section are all recent which adds to the organization seeming reputable, up to date, and active.

The image displays three mobile screenshots of the AIA website's navigation bar, which features a red header with the AIA logo and three icons (magnifying glass, user profile, and menu). The first screenshot shows the 'About AIA' section, which includes a brief history of being founded in 1857 by 13 architects, a 'Historical timeline' link, and a statement about having over 95,000 members. The second screenshot shows the 'Press' section, which lists various news items with dates and titles, such as 'Architects Foundation announces recipients of 2020 Architectural Registration Examination scholarships' (February 2, 2021) and 'AIA lauds U.S. recommitting to Paris Agreement' (January 20, 2021). The third screenshot shows the 'About AIA' section again, with the 'Press' section visible on the right side of the screen.

American Institute of Architects Events

The Events page on AIA has a filter option and allows users to search for events. Because AIA is such a big organization, it makes sense that there would be a need for a filtering option.

The events drop down menu only has two options, which makes it seem a little unnecessary for there to even be a drop down menu. The first option directs the user to the page that the user is already on as well.

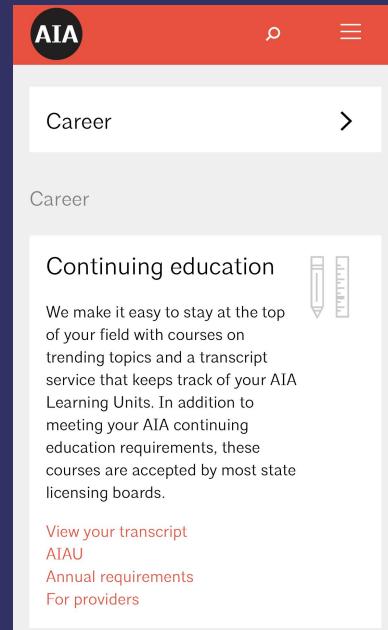
The second option on the menu, however, highlights their upcoming conference in a way that doesn't detract from any of their other events.

The top screenshot shows the AIA Events page. It features a red header with the AIA logo, a search bar, and a filter icon. Below the header is a dropdown menu labeled "Events". The main content area contains a brief description of the events calendar, a "View full calendar" button, and a section for the "Building Connections Congress" conference. This section includes a thumbnail for the conference, the date (FEB 04), the title, and logos for 4 LUs and RIBA.

The bottom screenshot is a detailed view of the "Building Connections Congress" conference. It includes the conference title, date (February 4 – 25, 2021), a "HOSTED BY" section for Technology in Architectural Practice Knowledge Community, and a "Learn more" button.

American Institute of Architects Education

The Education section of AIA is about continuing education and has pages for members (who need education) and providers (of education). Scholarships, grants and fellowships are also on this page and each square for them has a description of what they are for/how AIA can help its members.



The image shows a screenshot of the American Institute of Architects (AIA) mobile application. At the top, there is a red header bar with the AIA logo on the left and three icons on the right. Below the header, the word "Career" is displayed in a large, bold, black font. Underneath "Career", the word "Continuing education" is shown in a smaller, bold, black font. To the right of this text is a small icon of two overlapping rectangles. Below the title, there is a detailed description of the service, mentioning courses on trending topics and a transcript service. At the bottom of the screen, there are four red links: "View your transcript", "AIAU", "Annual requirements", and "For providers".

Scholarships & grants

Scholarships

From college scholarships to financial support for the Architect Registration Exam, we offer several programs that help support students and aspiring architects.

[View all scholarships](#)



Grants & fellowships

Research improves practice, and funding makes it possible. We're proud to support it with these grants and fellowships.

[View all grants and fellowships](#)

Cognitive Science Society



Subtle interactions/animation
when hovering over the menu
and buttons

The page on the annual conference is clean and visually stimulating with the images and graphics

- Keeps to brand of minimalism and professionalism
- Has a loading animation
- Centering the conference guides the user's vision to it

VIEW CONFIRMED SPEAKERS >

Cognitive Science Society

The screenshot shows the 'PAST CONFERENCES' section of the website. At the top, there's a navigation bar with links for 'ABOUT', 'MEMBERSHIP', 'CONFERENCE', 'JOURNALS', 'AWARDS', 'RESOURCES', 'BLOG', and a search icon. A red box highlights the 'CONFERENCE' dropdown menu, which is open to show options: 'CogSci 2021', 'FUTURE CONFERENCES', 'PAST CONFERENCES', and 'CogSci GROVE'. Below this, a teal banner contains the text: 'Want a printed copy of past proceedings? Curran Associates, Inc have been publishing them since 2008. Visit [their website](#) to view titles available.' The main content area features three columns for past conferences:

- 2020**: CogSci 2020, Developing a Mind: Learning in Humans, Animals, and Machines, July 29-August 1, Toronto, Canada. A red box highlights this entry.
- 2019**: 41st Annual Conference, July 24-27, Montreal, Canada. [CLICK HERE FOR MORE INFORMATION](#)
- 2018**: 40th Annual Conference, July 25-28, Madison, USA. [DOWNLOAD PROCEEDINGS](#), [VIEW PHOTOS ON SHUTTERFLY](#). Attendance: 882

Viewing past conferences is easy to navigate

- The page is clean, and has a gallery view
- Clear organization that guides the user to a conference

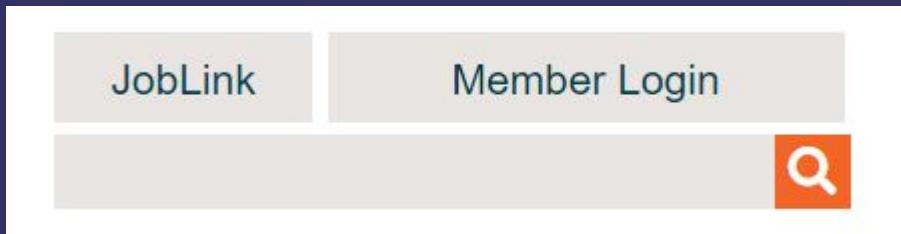
Cognitive Science Society

The screenshot shows the COGSCI 2020 conference website. At the top, there's a navigation bar with links for ABOUT, MEMBERSHIP, CONFERENCE, JOURNALS, AWARDS, RESOURCES, and BLOG. Below the navigation is a banner for COGSCI 2020 featuring a geometric background. The banner includes the text "CO-CHAIRS" and four profile pictures with names: Stephanie Deivison, Michael Muth, Yang Xu, and Blair Armstrong. Below the banner is a section titled "PROGRAM" with links for "Download Program at a Glance", "Download Full Program", "Download Proceedings", and "View Online Proceedings". A section for "2020 CONFERENCE AWARDS" lists categories: MARR PRIZE, COMPUTATIONAL MODELING PRIZES, SAYAN GUL AWARD, DIVERSITY & INCLUSION TRAVEL AWARDS, and STUDENT TRAVEL GRANTS. To the right, there's a "SPONSORS AND EXHIBITORS" section. It starts with a "PLATINUM SPONSOR" logo for duolingo, followed by a "SILVER SPONSOR" logo for Google, and a "BRONZE SPONSOR" logo for MIT-IBM Watson AI Lab. Below these are sections for "EXHIBITORS" featuring logos for Princeton University Press, Brain Vision Solutions, and Noldus.

The view of a past conference is clean and minimal, and displays all the necessary information for the user

- It could however improve a bit on visual hierarchy to better guide the viewer throughout the page, there's a bit too much color that competes with each other for the viewer's attention

American Society of Landscape Architecture



- On the website of the ASLA, on the right side of the logo, there is a small area that combines three functions: **Job Link, Member Login and a search bar**. This provides users a convenient way to find the most commonly used functions and meet their most urgent needs.
- On the mobile version, this functionality area is put under the logo.



American Society of Landscape Architecture

Find a
Landscape
Architect or
Designer Near
You



Find Landscape Architects and Designers Near You



Within 25 miles

Firm Name

Search

To narrow your search, choose firm specialties:

- | | |
|--|--|
| <input type="checkbox"/> Botanic Gardens/Arboreta | <input type="checkbox"/> Master Planned Communities |
| <input type="checkbox"/> Campus Planning Design | <input type="checkbox"/> Office/Retail |
| <input type="checkbox"/> Design/Build | <input type="checkbox"/> Parks/Recreation/Playgrounds |
| <input type="checkbox"/> Environmental/Reclamation | <input type="checkbox"/> Residential |
| <input type="checkbox"/> Golf Course Design | <input type="checkbox"/> Resource Management/Regional Planning |
| <input type="checkbox"/> Green Infrastructure | <input type="checkbox"/> Streetscapes/Highways/Transit |
| <input type="checkbox"/> Green Roof | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Greenways/Trails | <input type="checkbox"/> Therapeutic Gardens Design |
| <input type="checkbox"/> Historic/Cultural/Landscape | <input type="checkbox"/> Urban Design |
| <input type="checkbox"/> Hotels/Resorts | <input type="checkbox"/> Wetlands/Stormwater |
| <input type="checkbox"/> Irrigation | |

截图(Ctrl + A)

The orange square button on the mainpage leads to a **ASLA FirmFinder** that enables the users find landscape architects near them.

Users can use the filter to narrow their search results.

- On the mobile site, this function is put just under the search bar as a very important function.

Analysis

- All competitors have distinctly different menu navigation bars, that relate to key aspects of their respective organizations.
 - ANFA is most closely related to Cognitive Science Society in terms of functionality as they both emphasize membership, a yearly conference and research.
 - Greater Good Science Centre has a very different but interesting layout that can inspire the ANFA redesign.
 - Both American Society of Landscape Architects and American Institute for Architects have very different designs and functionality to ANFA.
- Functions like filter options are new to ANFA and can be inspired by AIA's filter of the conferences and ASLA's "Find a landscape architect near you"
 - ANFA can apply the filter function to make members find resources of past years' conferences and workshops in a more effective way.
 - ANFA can use filter function in the discussion forum to let architects or neuroscientists find their targeted potential
- Most competitors have their social media links on the home page. To attract more new generation users, ANFA could put their social media accounts as external links on the website and thus build a consistent brand for the academy.

Summary

- Being able to find information on conferences (*Offered by all competitors*)
- Being able to find what the organization is about (*offered by all competitors*)
- Navigation bar with clear categorization of topics/sections (*offered by all competitors*)
- View available research, articles, journals (*offered by a few competitors*)
- Clear instructions/information on membership (*offered by all competitors*)
- Offer a call to action to donate or sponsor the organization (*offered by a few competitors*)
- Offer a place to facilitate discussion through blogs and/or social media (*offered by all competitors*)

Content

Greater Good

Who we are

What we do

Who we serve

Events & classes

Get involved

Contact

Donate



Greater Good
Magazine

Online Courses &
Tools

Events & Classes

Speaking

Consulting

Research

Major Initiatives

Teaching & Learning for the Greater Good

An online course that puts the science of social-emotional learning & mindfulness into action in classrooms and schools

Overview Cost & Logistics Features Curriculum

Outcomes Continuing Education Facilitators & Guest Speakers



VENUE: ONLINE

DATE: SELF-PACED; ENROLL AT ANY TIME!

PRICE: \$199, SLIDING SCALE AVAILABLE

REGISTER HERE

This is an extraordinary moment in the field of education. Outdated paradigms and thinking

Users are able to find information about all the services that GGSC provides under the **What we do** menu option that is one of the only two headings **red text**.

The **Donate button** is also in red text. This decision draws the users eye to these two menu option in particular.

In the **Events & Classes** tab users are able to see all necessary information about online classes including cost, logistics and guest speakers.

Greater Good Magazine

Greater Good Science Center • Magazine • In Action • In Education

Sign up for our newsletters

Donate

GGSC Greater Good Magazine
SCIENCE-BASED INSIGHTS FOR A MEANINGFUL LIFE

LOG IN | REGISTER
BECOME A MEMBER

TOPICS QUizzes VIDEOS PODCAST KEYS TO WELL-BEING



Feel Like Complaining? Try This.

This tip can help you and your kids break your complaining habit and find something to appreciate.



Five Skills We Need for the Year Ahead



How to Structure Your Day to Accomplish More



Announcing the GGSC's Online Courses for Educators



Podcast Episode 83: Healing Through Gratitude

Get the science of a meaningful life delivered to your inbox.

Email Address

Sign Up

Most Popular



January 2021 Happiness Calendar

1

How Can We Rebuild Trust in the U.S.?

BY EDWARD LEMPINEN | JANUARY 29, 2021

2



GGSC has a **tagline** that promotes the organizations **mission**. It can be seen on every page of the website below the **logo** and organization name.

Greater Good Magazine

EDUCATION | Articles & More

Your Happiness Calendar for February 2021

This month, share the love and find some healing.

BY KIRA M. NEWMAN | FEBRUARY 1, 2021

Our monthly [Happiness Calendar](#) is a day-by-day guide to well-being. This month, we hope it helps you reflect on the past and look toward a brighter future.

To open the clickable calendar, click on the image below. (Please note: If you are having trouble clicking on calendar links with the Chrome browser, try [these tips](#) to fix the issue or try a different browser.)

February 2021

Happiness Calendar

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY



What Is Your Social Networking Style?

BY ELIZABETH HOPPER | JANUARY 13, 2021



Six Techniques to Help You Bridge Differences

Most Recent

1

Your Happiness Calendar for February 2021

BY KIRA M. NEWMAN | FEBRUARY 1, 2021

2

Is Dialogue Enough to Bridge Racial Divides?

BY LENNON FLOWERS | FEBRUARY 1, 2021

3

How Can We Rebuild Trust in the U.S.?

BY EDWARD LEMPINEN | JANUARY 29, 2021

4

When You Feel Like Complaining, Try This

BY JANE PARK | JANUARY 28, 2021

The homepage promotes educational **articles** and provides links to the **writers**. The writers profile page includes a short “elevator pitch” of the writers experience and interests.

PROFILE

Kira M. Newman



Kira M. Newman writes, edits, and produces content for all of the Greater Good Science Center's websites, from the magazine to *Greater Good in Action* to the Science of Happiness MOOC, for which she served as course assistant for three semesters. Her work has been published in outlets including the *Washington Post*, *Mindful* magazine, *Social Media Monthly*, and Tech.co, and she is the co-editor of *The Gratitude Project: How the Science of Thankfulness Can Rewire Our Brains for Resilience, Optimism, and the Greater Good*.

She has created large communities around the science of happiness, attracting more than 1,500 students to her online course *The Year of Happy* and nearly 1,900 members to her CaféHappy meetup in Toronto.

Kira comes to GGSC from the world of tech journalism. She spent four years traveling

Greater Good

Mission & Beliefs

Our Story

Our Impact

Our People

Our Partners

News

FAQ

Frequently Asked Questions

Here are some frequently asked questions about the Greater Good Science Center. If you have a question about the GGSC, please [ask us!](#)

How can I get involved with the Greater Good Science Center?

There are several ways individuals and organizations can [get involved](#) with the Greater Good Science Center:

- Join our [email lists](#) to receive our latest articles, announcements about upcoming events, and other updates.
- [Volunteer](#) at one of our live events.
- [Make a donation](#) to support the GGSC's activities.
- [Become a member](#) of the GGSC and enjoy access to special articles and videos, discounts on GGSC books and events, and more.

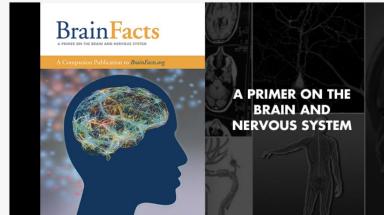
How is the Greater Good Science Center affiliated with UC Berkeley?

GGSC has a Frequently Asked Questions (**FAQ**) page that answers users questions.

Users are able to ask questions by clicking **ask us**.

Users are able to scroll down the page to find answers to the most frequently asked questions.

Expanding Knowledge About the Brain With Free Classroom Materials



Society for Neuroscience

In the Education page, there is a book available for download. This book is for educators to teach their students neuroscience, which helps the organization achieve one of their missions of spreading neuroscience knowledge.

On the Meetings Overview page, there is a video of the last year's Neuroscience conference highlights. There is also a list of positive actions underneath the video trying to convince the user why they should go to SfN's events.

The screenshot displays the Society for Neuroscience website. At the top, there are "Sign In" and "Member Directory" buttons. Below that is a navigation bar with a menu icon, the Society for Neuroscience logo, and a "CELEBRATING 50 YEARS 1969-2019" badge. The main content area is titled "Meetings" and features a video player for "Neuroscience 2019 Highlights", showing several people at a conference booth. Below the video, the text "World-class Global Events" is displayed, followed by the subtext: "Present new research. Exchange ideas. Expand collaborations. Strengthen your career."

Primary and Secondary Educational Materials on *BrainFacts.org*

Educators can access a wide-range of free resources, activities, and teaching materials on [BrainFacts.org](https://www.brainfacts.org) including:

- ▶ Key concepts about brain function
- ▶ *The Brain Facts Book*, a primer on the

f t in e-mail +

Society for Neuroscience

The SfN conference page has a creative and professional banner that has the event dates, name, and organization's logo. The page also has resources for attendees/presenters. It also has rules for abstracts, which may help users have consistent abstracts. This would result in easier communication and exchange of information.

The screenshot shows a conference page for the "SfN Global Connectome: A Virtual Event". The header includes the SfN logo and the event name. Below the header, there is a banner featuring a green and yellow brain-like structure. The main content area contains sections for "Abstracts", "Call for Abstracts", "Presenter Resources", and "Abstract Rules". Each section includes a "More >" link. To the right, there are sidebar sections for "Themes and Topics" (with a "More >" link), "Registration" (with a "More >" link), and "Categories and Fees" (with a "More >" link). At the bottom, there is a "FAQs" section.

Meetings / Virtual Events
SfN Global Connectome: A Virtual Event

SfN Global Connectome
A Virtual Event / January 11–13

SfN Global Connectome: A Virtual Event

Thank you for attending! Sessions are available on demand to registered attendees.

≡ MENU

SfN Global Connectome: A Virtual Event

Register ▶

Abstracts

[More >](#)

Call for Abstracts

Abstract submission is now closed. To view a read-only version of your abstract, you can log in to the [Registration Resource Center](#).

[More >](#)

Presenter Resources

Discover tips for a successful digital poster presentation.

[More >](#)

Abstract Rules

Review the rules for abstract submission.

[More >](#)

Themes and Topics

Review the themes and topics.

[More >](#)

Registration

Registration for SfN Global Connectome is now open.

[More >](#)

Categories and Fees

Review the registration categories and fees.

[More >](#)

FAQs

American Institute of Architects

The site has many articles for its users/architects. While loading the events page has to determine the location of the site's users to cater the events shown to where the user is.

The screenshot shows the AIA website interface. At the top right, there is a red header bar with the AIA logo, a search icon, and a menu icon. Below this, a sidebar on the right contains the text "Firm management", "Simpler and less risky", and "By Joshua Ballance, Esq.". Below the sidebar, there is a row of social sharing icons for Facebook, LinkedIn, Email, and Print. The main content area features a modal window titled "Determining your location..." with the AIA logo. The modal is partially covering the page content. To the right of the modal, there is a large amount of text about design-build woes for all firms, mentioning that it is a project delivery method where the owner enters into a single contract with a design-builder to perform both design and construction services. The AIA.org footer at the bottom includes links for About, Membership, Contact us, Become a partner, and Press.

Firm management

Simpler and less risky

By Joshua Ballance, Esq.

f in e-mail print

Determining your location...

AIA The American Institute of Architects

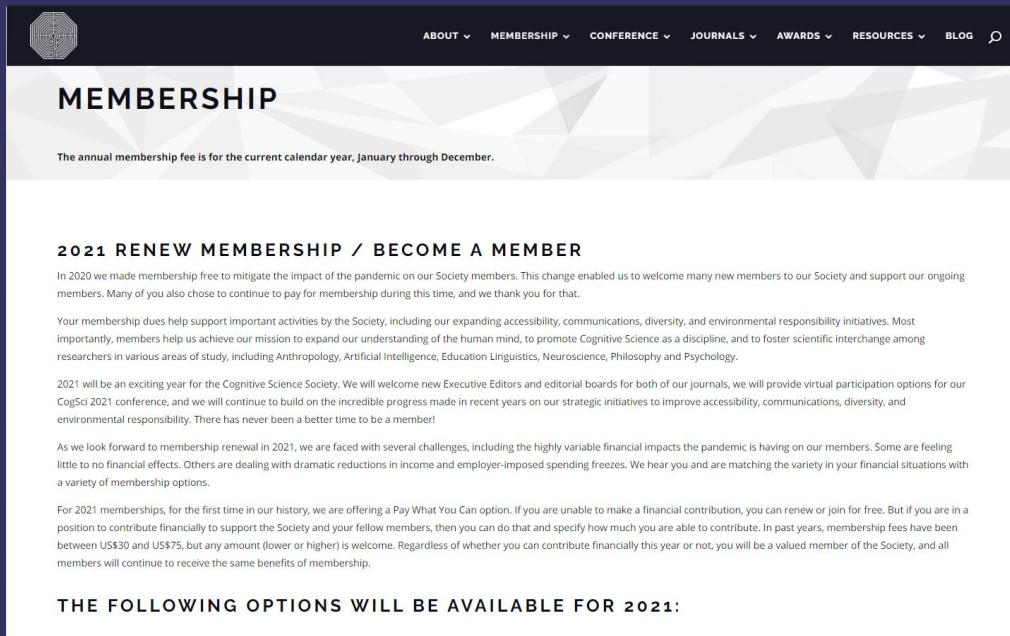
AIA.org

- About
- Membership
- Contact us
- Become a partner
- Press

ng design-build woes for all firms

Design-build is a project delivery method in which the owner of a project enters into a single contract with a design-builder to perform both design and construction services. Unlike traditional design-bid-build projects, where the owner contracts separately with an architect for design and a contractor for construction, design-build offers a single point of responsibility for the design and construction of the project. This single point of responsibility can lead to more efficient and cost-effective project delivery.

Cognitive Science Society



The screenshot shows the 'MEMBERSHIP' page of the Cognitive Science Society website. At the top, there's a navigation bar with links for 'ABOUT', 'MEMBERSHIP', 'CONFERENCE', 'JOURNALS', 'AWARDS', 'RESOURCES', 'BLOG', and a search icon. Below the navigation is a large, stylized geometric graphic. The main content area has a light gray background with a subtle geometric pattern. A section titled 'MEMBERSHIP' is visible, along with a note about annual fees. Below this, a section for '2021 RENEW MEMBERSHIP / BECOME A MEMBER' contains text about the society's mission and activities, followed by sections for 2021 renewals and financial options.

MEMBERSHIP

The annual membership fee is for the current calendar year, January through December.

2021 RENEW MEMBERSHIP / BECOME A MEMBER

In 2020 we made membership free to mitigate the impact of the pandemic on our Society members. This change enabled us to welcome many new members to our Society and support our ongoing members. Many of you also chose to continue to pay for membership during this time, and we thank you for that.

Your membership dues help support important activities by the Society, including our expanding accessibility, communications, diversity, and environmental responsibility initiatives. Most importantly, members help us achieve our mission to expand our understanding of the human mind, to promote Cognitive Science as a discipline, and to foster scientific interchange among researchers in various areas of study, including Anthropology, Artificial Intelligence, Education Linguistics, Neuroscience, Philosophy and Psychology.

2021 will be an exciting year for the Cognitive Science Society. We will welcome new Executive Editors and editorial boards for both of our journals, we will provide virtual participation options for our CogSci 2021 conference, and we will continue to build on the incredible progress made in recent years on our strategic initiatives to improve accessibility, communications, diversity, and environmental responsibility. There has never been a better time to be a member!

As we look forward to membership renewal in 2021, we are faced with several challenges, including the highly variable financial impacts the pandemic is having on our members. Some are feeling little to no financial effects. Others are dealing with dramatic reductions in income and employer-imposed spending freezes. We hear you and are matching the variety in your financial situations with a variety of membership options.

For 2021 memberships, for the first time in our history, we are offering a Pay What You Can option. If you are unable to make a financial contribution, you can renew or join for free. But if you are in a position to contribute financially to support the Society and your fellow members, then you can do that and specify how much you are able to contribute. In past years, membership fees have been between US\$30 and US\$75, but any amount (lower or higher) is welcome. Regardless of whether you can contribute financially this year or not, you will be a valued member of the Society, and all members will continue to receive the same benefits of membership.

THE FOLLOWING OPTIONS WILL BE AVAILABLE FOR 2021:

The website has minimal content and only contains necessary information relevant to the society.

- Each page has some form of introduction to it, and explains what that page is
- Although a little text heavy in the introduction for the membership page it includes all the necessary information for the user

Cognitive Science Society

THE FOLLOWING OPTIONS WILL BE AVAILABLE FOR 2021:

④ STANDARD MEMBERSHIP FEES

3 year non-student membership: \$210 USD

1 year non-student membership: \$75 USD

1 year student membership: \$50 USD

1 year retiree membership: \$30 USD

④ PAY-WHAT-YOU-CAN OPTIONS

1 year non-student membership: PWYC

1 year student membership: PWYC

1 year Retiree membership: PWYC



MEMBER BENEFITS

Membership in the Society includes:



JOURNAL ACCESS

Web-based electronic access to *Cognitive Science Journal* and *Topics in Cognitive Science (TopicCS)*



REGISTRATION DEALS

Reduced registration fees at the Annual Meeting of the Cognitive Science Society



SUBSCRIPTION DEALS

Reduced subscription rates to the journals *Trends in Cognitive Sciences*, *Trends in Neurosciences*, and *Connection Science*



SUBSCRIPTION DEALS

Reduced subscription rate to the *Journal of Experimental and Theoretical Artificial Intelligence*



BOOK DISCOUNTS

Discounted book prices from select publishers



ACCESS

Online access to *Policy Insights from the Behavioral and Brain Sciences*

Membership Pages Overview (cont)

American Society of Landscape Architecture



What Is
Landscape
Architecture?
[EXPAND]

On the website of ASLA, after the user click the orange button “What is Landscape Architecture”, they will be lead to a new page that gives them representative examples, brief definitions and beautiful pictures.

Users can click the navigation bar on top of the new page or click the arrows to view the pictures.

American Society of Landscape Architecture

OPPORTUNITIES



Healing Time and Space In Between: An Interdisciplinary Look at Nature in Hospitals

Designing the Public Realm: Equity and Beauty

Congratulations on Starting Your New Landscape Architectural Firm! Now What???

RFQs & More

Greenbuild Call for Presentations and Speakers 2021

American Trails' Advancing Trails Webinar Series

Call for Applications: Free Technical Assistance for Green Infrastructure from the National Municipal Stormwater Alliance

Online Learning

Register now for webinars coming up on February 5 and February 11!

Free PDH of the Month, for ASLA members only! Inside the LA Studio with DesignJones - 1.0 PDH (LA CES/HSW)

Explore recordings from ASLA's Diversity, Equity, and Inclusion (DE&I) webinar series

Under the “Opportunities” and “News” section on the main page, the external links are vertically showed under the colored label, which provides readers with a concise layout and a consistent visual experience.

NEWS

LANDSCAPE ARCHITECTURE MAGAZINE

WINTER WARMERS

FEBRUARY LAM:
BENEATH THE SURFACE

THE DIRT

Social Urbanism: From the Medellin Model to a New Global Movement

ASLA Releases Policy Recommendations for the Biden-Harris Administration

THE FIELD

The ASLA Honors Recognize Contributions to the Profession: Nominate Your Peers

The Current Role of Land Use Planning in Food Policy Councils

American Society of Landscape Architecture

VIDEOS



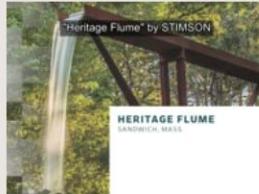
Introducing ASLA's New CEO: Torey Carter-Conneen



ASLA Climate Action with President Wendy Miller, FASLA



Southeast Coast Regional Climate Action Event



2019 ASLA Award of Excellence | Heritage Flume



2019 ASLA Honor Award | Glenstone

[Previous](#)

[Next](#)

A horizontal bar shows a list of relevant videos about ASLA's events. By clicking "Previous/Next", users can scroll the bar and view the next page.

I feel like there could be a more effective way to let users view all the videos and find the information they need.

Summary

Content	GGSC	SFN	AIA	CSS	ASLA
Social Media	X	x	x	X	X
Articles	X	x	x	X	
Online classes	X	x			X
Contact	X		x		X
About	X	x	x	X	X
FAQ	X				X
Mission/values Statement	X	x	x		
Join/become a member/sign up	X	x	x	X	X
Donate	X				X
Research/topics	X	x	x	X	X

Summary (cont.)

Content	GGSC	SFN	AIA	CSS	ASLA
Newsletter/News	X				X
Consulting	X				
Online courses	X		x	X	X
Conferences	X	x	x	X	X
Blogs	X			X	
Videos		x			X
Awards		x			

Site Architecture

Greater Good

Greater Good Science Center • Magazine • In Action • In Education.

GG Greater Good
SC Science Center



Greater Good
Science Center

Who we are

What we do

Who we serve

Events & classes

Get involved

Contact

Donate

Who we are

Mission & Beliefs

Our Story

Our Impact

Our People

Our Partners

News

FAQ



The Great

A BEAUTIFULLY DESIGNED TOOLKIT
THAT INCLUDES 30 SCIENCE-BASED
PRACTICES FOR A MEANINGFUL



On **mobile**, the navigation items are hidden in the header featuring the logo and the burger menu of the right.

The menu uses drop down menus that show users the page options under the main menu headings used on the homepage. The drop down menu pages are labelled in simple and concise language that relates to the main menu category name.

The navigation bar is set up as common user questions with the drop down menu options answering these questions.

The menu options on the navigation bar are:

Who we are, What we do, Who we serve, Events & classes, Get involved, Contact and Donate

Site prioritizes informing users about the purpose of the organization as well as Events & classes and collecting donations.

Society for Neuroscience

SfN has primary, secondary, and tertiary labels/pages all available from the menu bar. A hamburger button for the menu that turns into an ‘X’ when clicked. For each primary tab, there is a plus sign that when clicked, shows even more menu buttons. Each primary tab has multiple categories (that are their own pages) and within those categories are even more pages.



A screenshot of the Society for Neuroscience website's desktop interface. The top navigation bar includes "Sign In" and "Member Directory". The main content area is a complex menu system. On the left, a vertical sidebar lists primary categories: "MEMBERSHIP", "MEETINGS" (which is currently selected and highlighted in dark grey), "CAREERS", "INITIATIVES", "ADVOCACY", "OUTREACH", "PUBLICATIONS", and "ABOUT". Each category has a plus sign icon to its left. To the right of the sidebar, under the "MEETINGS" heading, is a section titled "Meetings Overview" with links to "SfN Global Connectome: A Virtual Event", "Abstracts", "Exhibits", "Registration", and "Sessions and Events". Further down, sections for "Neuroscience 2020" (with links to "Neuroscience 2020 Announcement" and "Exhibits") and "Virtual Events" (with links to "Upcoming Virtual Events" and "Past Virtual Events") are visible. At the bottom of the page is a "MENU" button.

American Institute of Architects

The AIA site has a series of primary tabs and within those primary tabs are secondary pages. On the mobile version, some secondary pages will be the same page as the primary tab.

This is the case of the Architects category but the the secondary pages in the Topics category lead the user to separate pages.

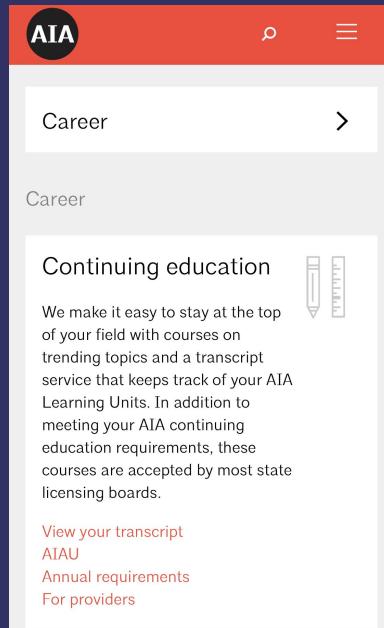
This site also uses a hamburger menu button.

The image displays three views of the AIA website's navigation:

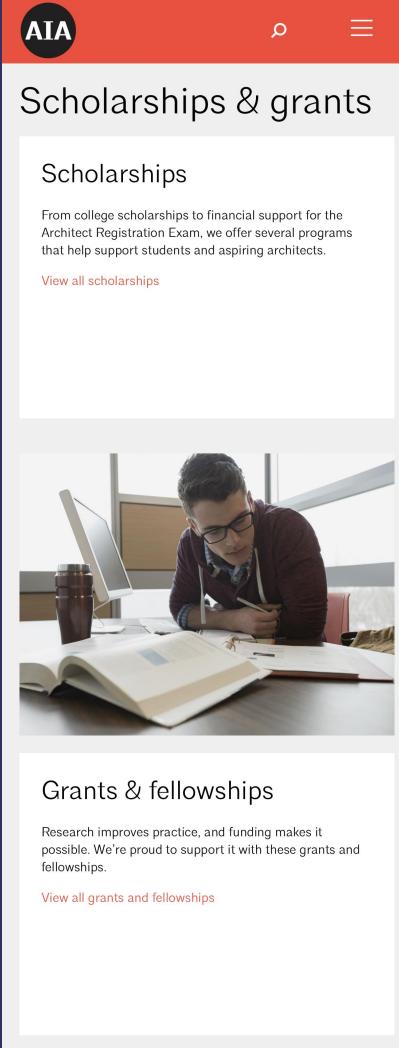
- Mobile Navigation:** Shows a red header bar with the AIA logo and a black hamburger menu icon. Below are primary tabs: Architects, Career, Advocacy, Events, Topics, Practice, and About AIA, each with a right-pointing arrow.
- Expanded Navigation (Mobile):** Shows the same header and primary tabs. When the "Architects" tab is selected, the menu expands to show secondary pages: Programs, Recipients, Featured members, Featured projects, Exhibits, Member directory, Firm directory, College of Fellows, and 2030 directory, each with a right-pointing arrow.
- Desktop Navigation:** Shows a white header bar with the AIA logo and a black hamburger menu icon. The "Architects" tab is highlighted in red. Below are primary tabs: Award > and Topic >. A "Type >" button is also visible. The main content area features a portrait of a man and the text "CITIZEN ARCHITECT".

American Institute of Architects

Education is not a primary tab, it is under the Career tab, along scholarships and grants.



The screenshot shows the AIA mobile website. At the top is a red header bar with the AIA logo. Below it is a white navigation bar with a magnifying glass icon and a three-line menu icon. The main content area has a light gray background. The first item in the navigation is 'Career' with a right-pointing arrow. Under 'Career' is a section titled 'Continuing education' featuring a pencil icon. Below this is a paragraph of text about staying updated with courses and transcript services. At the bottom of the section are links: 'View your transcript', 'AIAU', 'Annual requirements', and 'For providers'.



The screenshot shows the AIA website's 'Scholarships & grants' section. At the top is a red header bar with the AIA logo, a search icon, and a menu icon. The main content area has a white background. The first section is titled 'Scholarships' with a sub-section titled 'From college scholarships to financial support for the Architect Registration Exam, we offer several programs that help support students and aspiring architects.' Below this is a link 'View all scholarships'. To the right is a photograph of a man sitting at a desk, looking down at an open book or document. The second section is titled 'Grants & fellowships' with a sub-section titled 'Research improves practice, and funding makes it possible. We're proud to support it with these grants and fellowships.' Below this is a link 'View all grants and fellowships'.

American Society of Landscape Architecture

Connect with ASLA

- Join

Join as a Member

Join as a Corporate Member

Join a Professional Practice Network

+ Subscribe

+ Advertise

+ Donate

+ Interact

Besides the horizontal navigation bar, there is a vertical bar named “**Connected with ASLA**”. This bar includes five main functions and those functions emphasize the interactions between the users and ASLA.

After clicking the primary label with a “+” sign, the menu will expand vertically, showing more options below.

This vertical bar allow users to find the options they need faster outside of the complex menu. Those are also actions that the website prefers users to perform, because these options can strengthen the connection between users and ASLA.

Cognitive Science Society

The site architecture of this website is clear and concise. It categorizes by its content by **About, Membership, Conferences, Journals, Awards, Resources, and Blog**.

- The site has drop down menus labeled with an arrow to signify that there is more content underneath that particular section in which some subsections also have an downward arrow to indicate even more sections underneath it.
- Additionally, when you hover over the section you are in, the website changes the text color to gray to indicate where you are on the site

Navigation



Who we are What we do Who we serve Events & classes | Get involved Contact Donate



Greater Good Magazine
Online Courses & Tools
Events & Classes
Speaking
Consulting
Research
Major Initiatives

Events & Classes

Ongoing Events & Classes



Teaching & Learning for the Greater Good
SELF-PACED: ENROLL AT ANY TIME
ONLINE

An online course that puts the science of social-emotional learning & mindfulness into action in classrooms and schools



The Basics of Mindfulness for Educators
SELF-PACED: ENROLL AT ANY TIME
ONLINE

For educators who are new to mindfulness or would like to brush-up on their content

What Worked:

GGSC navigation bar clearly communicates with users the function of the buttons as simple and concise language is used. On the Events and classes page there is a **sidebar** that gives users information on the type of Events, classes and services the organization offers. This allows easy navigation for new users and simple and easy understanding of what the organization offers.

Who we are What we do Who we serve Events & classes | Get involved Contact Donate

Greater Good Magazine

Online Courses & Tools

Events & Classes

Speaking

Consulting

Research

Major Initiatives



Who we are

Mission & Beliefs

Our Story

Our Impact

Our People

Our Partners

News

FAQ

What Didn't Work:

There is overlap in the wording and pages offered to users in the navigation bar. This can be confusing to users and unnecessary.

Events & classes is seen in the menu bar twice in two different positions. When you click on the options they take you to the same page.

Also, the drop down menu options under some of the main menu options are very similar and could be combined to reduce the length of the drop down menu and the number of options.

Society for Neuroscience

There are breadcrumbs on every page that informs the user exactly where they are. The primary tab that the user is currently on is highlighted as well.

The screenshot shows the top navigation bar of the Society for Neuroscience website. It includes links for Join, Give, Advocate, Publish, Sign In, and Member Directory. Below the main menu, there is a secondary navigation bar with tabs for MEMBERSHIP, MEETINGS, CAREERS, INITIATIVES (which is highlighted with a red box), ADVOCACY, OUTREACH, PUBLICATIONS, and ABOUT. A search icon is also present. A breadcrumb trail at the bottom of the page shows the path: Initiatives / Public Education Programs / Expanding Knowledge About the Brain With Free Classroom Materials. The main content area features the title "Expanding Knowledge About the Brain With Free Classroom Materials".

Breadcrumbs

Expanding Knowledge About the Brain With Free Classroom Materials

The screenshot shows the extended menu bar of the Society for Neuroscience website. It includes links for MEMBERSHIP, MEETINGS, CAREERS, INITIATIVES (highlighted with a red box), ADVOCACY, OUTREACH, PUBLICATIONS, and ABOUT. A search icon is also present. The main content area features the title "Women and Neuroscience".

Initiatives Overview	Leadership Development Program	Women and Neuroscience	Animals in Research
Awards	Trainee Professional Development Award	Increasing Women in Neuroscience (IWIN) Courses & Toolkit	Support for Members and Institutions
Neuronline	Diversity Initiatives	Celebration of Women in Neuroscience Event	Tools and Resources
Confronting COVID-19	Neuroscience Scholars Program	Awards	Resources for Medical Students
	Latin American Training Program		

The extended menu bar doesn't show the specific page a user is on.

When a user's mouse is hovering over a page link, it will underline

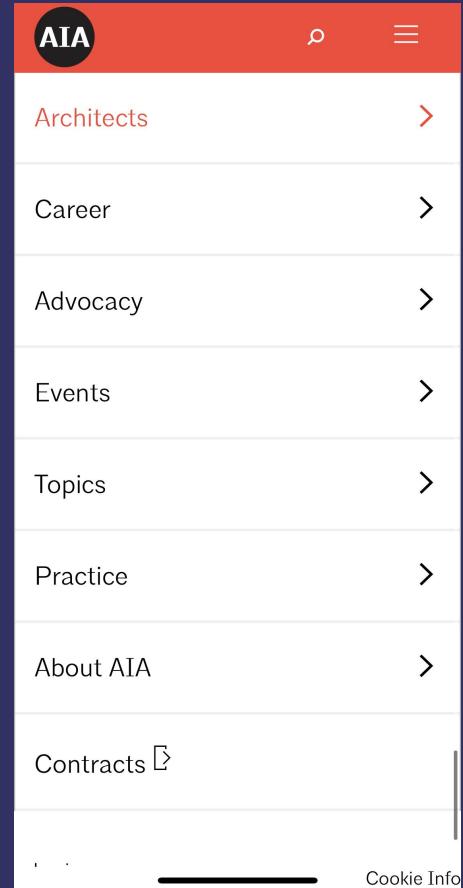
The screenshot shows a section of the Society for Neuroscience website with the title "Women and Neuroscience". Below it are several links: "Increasing Women in Neuroscience (IWIN) Courses & Toolkit" (underlined), "Celebration of Women in Neuroscience Event", and "Awards".

American Institute of Architects

AIA's site changes the color of the tab when a user's mouse hovers over it. Though when taken to that page, there is no indication of what page the user is on except for the name of the page.

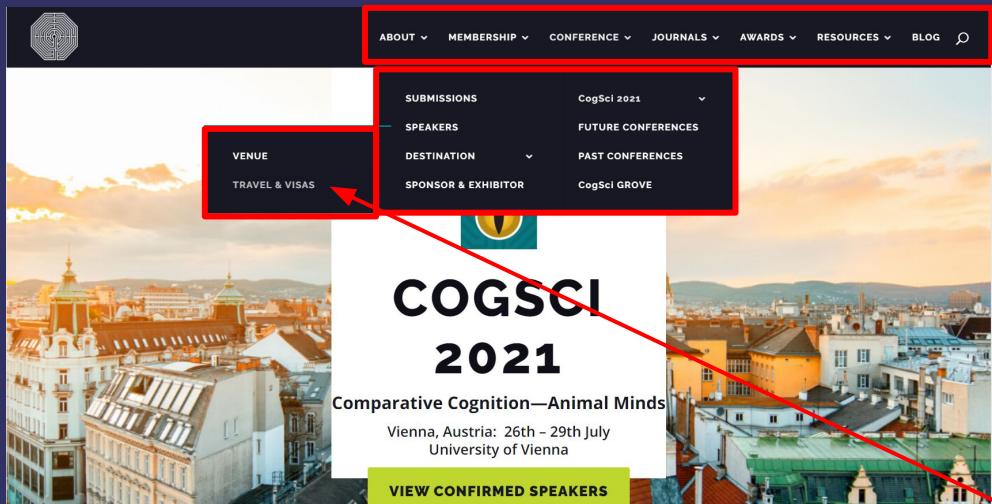


The screenshot shows the AIA Advocacy page. At the top, there is a red header bar with the AIA logo, a search icon, and a menu icon. Below the header, the word "Advocacy" is prominently displayed in large, bold, black letters. Underneath "Advocacy", there is a paragraph of text: "AIA is the voice of architecture to legislators at the federal, state, and local level. Here you can engage your legislators and use AIA tools and resources to develop skills as an advocate to build power for architects." Further down, the "Policy Platform 2020" section is shown, featuring a brief description of the platform's purpose and a link to "View the 2020 AIA Policy Platform >".



The screenshot shows the AIA mobile navigation menu. It features a vertical list of categories: "Architects", "Career", "Advocacy", "Events", "Topics", "Practice", "About AIA", and "Contracts". Each category item has a right-pointing arrow icon to its right. The "Advocacy" category is currently selected, as indicated by the orange background color of its list item.

Cognitive Science Society



The site navigation is clear and concise. You aren't easily confused by what the content is underneath each section.

- Additionally, there are visually clear indicators that show you where you are in the navigation of the site
- Although a bit awkward to see that the conferences subsection of labeled “CogSci 2021” is opened to left, the site decided to do so in order to completely view the sections underneath

American Society of Landscape Architecture

About News Awards Conference and Events [Become a Landscape Architect](#) [Join](#) Learn Advocate Practice Shop

About Landscape Architecture

About ASLA

Chapters

Climate Action

Diversity, Equity, and Inclusion

Careers at ASLA

Experience
Virtual
Reality

Some of the options on the navigation bar is a little repetitive. For instance, the “Join” and “Become a Landscape Architect”. The “Join” could be replaced with “Member” which is more representative of the content under this bar.

Also, the primary label’s color won’t change while the mouse is moved to them while the secondary label will change. This could be improved to be more consistent.

Summary - Primary labels

Primary labels	GGSC	SFN	AIA	CSS	ASLA
About (general)	x	x	x	X	X
Who we are	x				
What we do	x				
Who we serve	x				
Events & classes	x		x		X
Get involved	x				
Contact	x				
Donate	x				
Membership/login	x	x	x	X	X

Summary - Primary labels

Primary labels	GGSC	SFN	AIA	CSS	ASLA
Conference	x			x	x
Journals	x			x	
Awards	x			x	x
Resources	x			x	
Blog	x			x	
Architects			x		
Career		x	x		
Advocacy		x	x		
Topics			x		

Summary - Primary labels

Primary labels	GGSC	SFN	AIA	CSS	ASLA
Practice			x		
Contracts			x		
Meetings		x			
Initiatives		x			
Outreach		x			
Publications		x			

Summary - Secondary labels

Secondary labels	GGSC	SFN	AIA	CSS	ASLA
Mission & Beliefs	x	x			
Our Story/ History	x	x	x		
Our People	x				
Our Partners	x				
News	x				x
FAQ	x				
Greater Good Magazine	x				
Online Courses & Tools	x				
Events & Classes	x	x			x
Speaking	x				
Consulting	x				

Summary - Secondary labels

Secondary labels	GGSC	SFN	AIA	CSS	ASLA
Research	x	x			x
Major Initiatives	x	x			
Educators	x				
Parents & Families	x				
Health Professionals	x	x			
Researchers	x	x			
Get Our Newsletter	x				x
Volunteer	x	x			
Write for Us	x				
Donate	x				
The Society/ Community		x	x	x	

Summary - Secondary labels

Secondary labels	GGSC	SFN	AIA	CSS	ASLA
Coalitions				X	
Join or Renew		X		X	X
Members Only				X	X
CogSci 2021				X	
Future Conferences		X	X	X	
Past Conferences		X		X	
CogSci GROVE				X	
Cognitive Science				X	
Topics		X	X	X	
Rumelhart Prize				X	
Glushko Prize				X	

Summary - Secondary labels

Secondary labels	GGSC	SFN	AIA	CSS	ASLA
Elman Prize				X	
Fellows				X	
Conference Awards		X		X	X
CSS Anti-Racism Statement				X	
Code of conduct				X	
COVID-19		X		X	
Academic Programs		X		X	X
Other Resources		X		X	
Honors & Awards		X	X		X
Recognition			X		

Summary - Secondary labels

Secondary labels	GGSC	SFN	AIA	CSS	ASLA
Directories		x	x		x
Getting Licensed			x		
Continuing education			x		
Resources		x	x		x
Top issues			x		
Take action			x		
Calendar			x		
Tools & Resources		x	x		
Business Intelligence			x		
Membership		x	x		x

Good Design Ideas

Greater Good

Mission & Beliefs

Our Story

Our Impact

Our People

Our Partners

News

FAQ

Frequently Asked Questions

Here are some frequently asked questions about the Greater Good Science Center. If you have a question about the GGSC, please [ask us!](#)

How can I get involved with the Greater Good Science Center?

There are several ways individuals and organizations can [get involved](#) with the Greater Good Science Center:

- Join our [email lists](#) to receive our latest articles, announcements about upcoming events, and other updates.
- [Volunteer](#) at one of our live events.
- [Make a donation](#) to support the GGSC's activities.
- [Become a member](#) of the GGSC and enjoy access to special articles and videos, discounts on GGSC books and events, and more.

How is the Greater Good Science Center affiliated with UC Berkeley?

GGSC has a Frequently Asked Questions (**FAQ**) page that answers users questions.

GGSC also has an **email list sign up** that gives users information about upcoming events and new articles.

Get the science of a meaningful life delivered to your inbox.

Email Address

Sign Up

Greater Good Magazine

EDUCATION | Articles & More

Your Happiness Calendar for February 2021

This month, share the love and find some healing.

BY KIRA M. NEWMAN | FEBRUARY 1, 2021

Our monthly [Happiness Calendar](#) is a day-by-day guide to well-being. This month, we hope it helps you reflect on the past and look toward a brighter future.

To open the clickable calendar, click on the image below. (Please note: If you are having trouble clicking on calendar links with the Chrome browser, try [these tips](#) to fix the issue or try a different browser.)

February 2021

Happiness Calendar

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY



What Is Your Social Networking Style?



Six Techniques to Help You Bridge Differences

Most Recent

1

Your Happiness Calendar for February 2021

BY KIRA M. NEWMAN | FEBRUARY 1, 2021

2

Is Dialogue Enough to Bridge Racial Divides?

BY LENNON FLOWERS | FEBRUARY 1, 2021

3

How Can We Rebuild Trust in the U.S.?

BY EDWARD LEMPINEN | JANUARY 29, 2021

4

When You Feel Like Complaining, Try This

BY JANE PARK | JANUARY 28, 2021

GGSC does a good job of promoting educational **articles** and its **writers** on its **homepage**.

PROFILE

Kira M. Newman



Kira M. Newman writes, edits, and produces content for all of the Greater Good Science Center's websites, from the magazine to *Greater Good in Action* to the Science of Happiness MOOC, for which she served as course assistant for three semesters. Her work has been published in outlets including the *Washington Post*, *Mindful* magazine, *Social Media Monthly*, and Tech.co, and she is the co-editor of *The Gratitude Project: How the Science of Thankfulness Can Rewire Our Brains for Resilience, Optimism, and the Greater Good*.

She has created large communities around the science of happiness, attracting more than 1,500 students to her online course *The Year of Happy* and nearly 1,900 members to her CaféHappy meetup in Toronto.

Kira comes to GGSC from the world of tech journalism. She spent four years traveling

Society for Neuroscience

On many of the pages, there is a Contact us section with an email and number. This makes the organization seem more accessible and welcoming.

The bottoms of some pages also have social media links so the user can share the page/organization easily.

The footer of the website, though long, has many ways the user can share, contact, or join SfN as well. The icons are professional and aesthetically pleasing.

Footer

The footer features several sections: 'SfN Websites +' with icons for Join, Give, Advocate, and Publish; links to SfN News, Advertise, For Press, Code of Conduct, Calendar, Jobs at SfN, and Contact Us; social media icons for Facebook, Twitter, Instagram, LinkedIn, YouTube, and RSS; and a copyright notice for Society for Neuroscience (2021).

- ▶ The Brain Fact Book, a primer on the brain and nervous system
- ▶ Scientifically-vetted resources for primary and secondary classrooms
- ▶ Brain Awareness Campaign activities



Contact us if you have questions

Email baw@sfn.org or call [\(202\) 962-4000](tel:(202)962-4000)

Featured

Call for Nominations Closes Soon, Nominate a Colleague

NSP Application Closing Soon, Apply Today



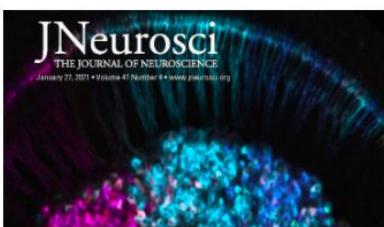
Society for Neuroscience

There are dates on many of the written articles/publications and the dates are very recent as well. It really helps the organization seem active and up to date.

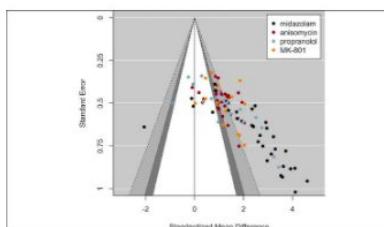
Advancing Scientific Exchange



SfN Global Connectome
A Virtual Event / January 11-13



JNeurosci
THE JOURNAL OF NEUROSCIENCE
January 27, 2021 • Volume 41 Number 4 • www.jneurosci.org



Standard Error
Unadjusted Mean Difference

Legend:
• miltacitinib
■ anisomycin
■ pramipexole
■ tali-DOT

eNeuro

Jan 28, 2021

This Week in the Journal

Cannabinoid Receptors and Reconsolidation of Cocaine Memories and Cholinergic Modulation of Auditory Neurons in MNTB

Current Issue

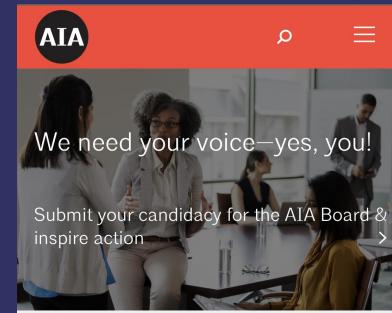
Latest Articles

American Institute of Architects

The AIA has articles about best practices, business intelligence, and more to help its members and anyone on the website learn more about running their own firm or just being an architect in general. Having unbiased helpful articles about research and architecture may be good for ANFA.

The pictures/videos of people give AIA's site a feeling of friendliness and community.

The footer has different ways to participate in AIA as well and different pages to visit, such as the AIA store or Firm Challenge.



This image displays the main content area of the AIA mobile website. It includes three main visual elements: 1) An open book titled "Best practices" with a yellow ribbon marker. 2) A video player showing a man with glasses and a grey t-shirt with the word "Bamboo" on it, with a play button icon. 3) A graphic showing a map of the United States with various data points and a bar chart. Below these images, the text "Business intelligence" is centered. On the far right, there is a vertical sidebar with navigation links for "AIA.org" (About, Membership, Contact us, Become a partner, Press, Work at AIA, FAQ), "AIA Network" (AIA Conference on Architecture, AIA Film Challenge, AIA Foundation, AIA Contract Docs, AIAU, AIA Store, AIA Trust, TopicA), and other AIA-related links.

Cognitive Science Society

The screenshot shows the homepage of the Cognitive Science Society. At the top, there's a yellow bar with the text "VIEW CONFIRMED SPEAKERS" in white. Below it, there are two purple boxes labeled "MEMBERSHIP" each, with a red box around the "RENEW / BECOME A MEMBER" button. A red arrow points from the first "VIEW CONFIRMED SPEAKERS" text to the second one. Another red arrow points from the "RENEW / BECOME A MEMBER" button on the left to the one on the right. The main content area features a yellow background with several stylized brain illustrations and a group of diverse people. Below this is a section titled "SEVEN LESSONS ABOUT PREJUDICE FROM SOCIAL NEUROSCIENCE". The navigation bar at the top includes links for ABOUT, MEMBERSHIP, CONFERENCE, JOURNALS, AWARDS, RESOURCES, and BLOG. The BLOG link has a red circle around it, and a red arrow points to the search icon next to it. Below the navigation, there's a search bar with "Search .." and a magnifying glass icon. The RESOURCES section is expanded, showing a list of categories: Academia, Announcements, Blog, Conference, Members, Process, Review, Sub-fields, Theory, and Uncategorized. The entire screenshot is set against a dark blue background.

VIEW CONFIRMED SPEAKERS

VIEW CONFIRMED SPEAKERS >

MEMBERSHIP

RENEW / BECOME A MEMBER

MEMBERSHIP

RENEW / BECOME A MEMBER >

ABOUT ▾ MEMBERSHIP ▾ CONFERENCE ▾ JOURNALS ▾ AWARDS ▾ RESOURCES ▾ BLOG

Search ..

x

ABOUT ▾ MEMBERSHIP ▾ CONFERENCE ▾ JOURNALS ▾ AWARDS ▾ RESOURCES ▾ BLOG

neuroscience

Search

CATEGORIES

- Academia
- Announcements
- Blog
- Conference
- Members
- Process
- Review
- Sub-fields
- Theory
- Uncategorized

SEVEN LESSONS ABOUT PREJUDICE FROM SOCIAL NEUROSCIENCE

by CSS Blog Team | Dec 14, 2020 | Theory

By Ava Ma de Sousa This post was originally published on Cogbites. Figure 1. Image created with Canva. Reference: Amodio, D., & Cikara, M. (2020). The social neuroscience of prejudice. In press at Annual Review of Psychology. Is racism rooted in the brain?..

What works well in the design of this site is their minimal interactions that were created to inform the user where they are by providing good visual feedback.

1. One example is the subtle animation/interaction when you hover over a call to action button.
2. Another, is the search feature, where its subtle and has its own animation/interaction when you use it
 - a. The results page layout is also easy for the viewer to read and has categories to further narrow down your search

Cognitive Science Society

The screenshot shows the homepage of the Cognitive Science Society. At the top, there's a navigation bar with links for About, Membership, Conference, Journals, Awards, Resources, and Blog, along with a search icon. Below the navigation is a purple header section with a circular logo on the left. In the center of the purple area, the text "GET SOCIAL WITH US!" is displayed in white, enclosed in a red rectangular border. To the right of this text are icons for Twitter, Instagram, and Facebook. The main content area has a light gray background. On the left, there's a "BLOG" section with a post titled "CELEBRATING JOURNAL EDITORS WAYNE GRAY AND RICK COOPER" from Dec 28, 2020. The post discusses the retirement of Wayne Gray and Rick Cooper as executive editors of their respective journals. On the right, there are several articles: one about "SEVEN LESSONS ABOUT PREJUDICE FROM SOCIAL NEUROSCIENCE" by Ava Ma de Souza, another about "Glushko Dissertation Prize" by CogSci Society, and a "THANK YOU TO OUR OUTGOING EXECUTIVE JOURNAL EDITORS" section featuring portraits of Rick Cooper and Wayne Gray. A red rectangular box highlights the "SUBMIT AN ARTICLE" button in the middle right.

Another good design idea from this site is their blog section.

- What works well is the layout and a clear sense of hierarchy
- The site also tries to promote online social interaction by providing their social media
- It also has very notable call to action buttons to submit and article and/or subscribe

This screenshot shows a "Tweets" section on the right side of the page. It features a tweet from the account @cogsci_soc. The tweet is about the Glushko Prize deadline approaching and encourages users to nominate articles. It includes a link to the nomination page. Below the tweet is a small image of the Cognitive Science Society logo and some text about the Glushko Dissertation Prize. A yellow arrow points from the text above to this section, highlighting it as a key feature of the design.

As you scroll down there is also a tweets section on the right of the page underneath the search bar, to promote the articles and current events to facilitate online discussion and interest

American Society of Landscape Architecture

The screenshot shows a dark-themed website with a header bar containing the text "LANDSCAPE ARCHITECTURE TODAY" and a Twitter logo. Below this, a section titled "Tweets by @NationalASLA" displays a tweet from the official account (@NationalASLA). The tweet discusses a new look at the trail blazing David Williston, ASLA, the Black landscape architect who designed Howard University's campus, and includes hashtags #ASLAdiversity, #blackdesignexcellence, and #blackhistorymonth. At the bottom of the screenshot, there are two small images: a portrait of a person wearing glasses and a photograph of a brick building with greenery in front.

With a Twitter logo and “Landscape Architecture Today” on top of the bar, the website showed their social media account on the main page and users can directly view the tweets sent by the official account without going to external website.



Other social media accounts were shown as clickable logos.

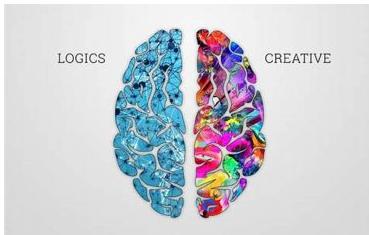
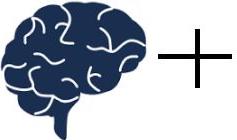
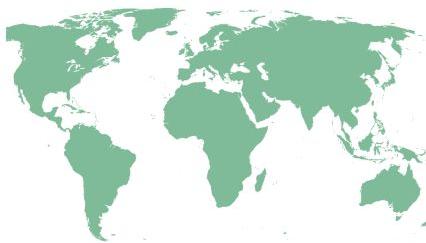
Bottom Line

	Greater Good	Society for Neuroscience	American Institute of Architecture
Branding	Calming and colorful. Four bright complimentary colors are used with a simple font.	Professional, simple look with safe colors. They use four different colors, with two of them being shades of blue.	Professional and minimalist/clean. Only three colors are used, black, white, and red.
Functionality	The purpose of the organization and the events & classes are top priority. Simple and specific labeling makes the site easy to use.	The purpose of the organization is to bring together neuroscientists to advance research and spread knowledge.	The purpose of the organization is to have a community and standards for American architects. It also seeks to help and educate architects as well.
Content	Drop down menus on the navigation bar gives users a lot of different options for pages to visit. However, the pages are really similar and could easily be combined to reduce the length of the drop down menus.	There is many resources and a variety of pages on the website for its users. The content is organized well and leaves nothing to the imagination. It's easy for users to find their way around the site.	There are many helpful articles on the site and ways that architects can improve themselves.
Site Architecture	Homepage of GG magazine allows users to look at most recent and popular articles and links the authors profile. The website incorporates a sidebar menu that allows easy navigation while using the site.	The hamburger menu has primary, secondary pages, and tertiary pages. There are breadcrumbs on each page which makes it extremely easy for users to find their way around and the primary tab that the user is on is highlighted.	The hamburger menu has primary and secondary pages. Page titles are consistent with the title of the menu option chosen.
Design	Is very thoughtfully designed with the user in mind. The navigation bar text is designed to answer user questions and the site has a FAQ page.	The design is straightforward and simple. It's a clean site with a grid layout. It has banners which give it a more creative look while maintaining its simplistic grid layout.	The site is designed in a grid layout, which makes it easy for a user to scroll through on mobile.

	Cognitive Science Society	American Society of Landscape Architecture
Branding	The branding is very minimal and professional. Uses 4 different colors throughout the website to draw the user's attention. Sometimes there is too much color at once.	The branding of the website is professional and the home page is arranged in a concise way which draws new viewer's attention. The color palette of the website is creative and consistent.
Functionality	Overall the website performs well. The design of it definitely highlights the website's purpose of trying to connect researchers and expand knowledge of the CogSci community.	The website didn't state their main goal clearly. Instead, it's more like provide a community that shares information to the landscape architects. The functions on the home page connect the members with the society very well.
Content	The content presented in this site is straightforward. There is clear categorization of the content, and the website doesn't have any unnecessary information. Although in some pages like that of the membership page, the content gets a little text heavy.	The content on the website is categorized well and the search function can let the users find the information they need in an effective way. The website also contains lots of resources for users and members of the society.
Site Architecture	Clear categorization of the sites topics/sections. It also has minimal interactions to let the user know where they are in the site.	The wording of the navigation bar could be improved to let users have a better understanding of what each label means. Some secondary labels are unnecessary.
Design	Overall design of the site is professional, clean and minimal. The layout of the site is at most done well enough to guide the user throughout the navigation. The subtle interactions within the site are nice to see within the design as well.	There's a huge amount of information on the website. While the home page is well designed, I feel like the other secondary pages still have room to be promoted.

Mood Boards





Official Branding

Font

Open Sans

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Open Sans ExtraBold
Open Sans Bold
Open Sans SemiBold
Open Sans Regular
Open Sans Light

Open Sans ExtraBold Italic
Open Sans Bold Italic
Open Sans SemiBold Italic
Open Sans Italic
Open Sans Light Italic

ANFA

ANFA

Main Colors



ANFA Green
#26805B



ANFA Purple
#352A64

Accent Colors



Accent Yellow
#FFCB89



Accent Blue
#42BFDD

Open Sans

Sample Text of Body text/font:

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Amet morbi nisl, nec, sed porttitor egestas. Fames amet, tempor ut fames adipiscing id ac fermentum odio. Egestas pulvinar consequat consectetur tortor, porta amet. Nulla eget non integer netus.

LOGO/TBD

COLORS

TYPEFACE

Logo TBD

When creating the color palette, we decided that we wanted to update ANFA's previous palette and chose new colors to brighten up the webpage. The colors were chosen to cater to our clients expectations in which they needed display a certain level of professionalism when representing ANFA's brand. Additionally given the context of this site is academia and research, we wanted to keep the color palette more on the conservative side to showcase the level of seriousness. The accent colors however, were chosen specifically to add a hint of playfulness to the ANFA's brand and to create a nice contrast that will visually pop to the viewer.

For the typeface of ANFA we decided to use a sans serif for when displaying text for the rest of the site. We chose a sans serif font because of its readability and versatility with its variety of weights and italics.

Takeaways

Brand	<ul style="list-style-type: none">• Tone: professional, creative, calming and clean• Color palette: colorful and creative without being too harsh
Functionality	<ul style="list-style-type: none">• About page• Events/ Conference page• Topics/research page• Social media links• Contact page• Have a useful footer with a variety of options
Content	<ul style="list-style-type: none">• Educational Articles relating to the organizations purpose• Information about upcoming events & conferences• Membership• Mission statement
Site Architecture	<ul style="list-style-type: none">• Emphasize organizations mission and upcoming conferences• Show links to social media• Showcase articles on homepage
Navigation	<ul style="list-style-type: none">• Only have necessary information - don't make menus too crowded or long• Have a sidebar menu to help users keep track of location
Design	<ul style="list-style-type: none">• Simple and clean with a clear message (mission/purpose)• Highlight Most Recent/ Most Popular articles on homepage