

A4: Creative Brief

ANFA: About, home, events & education

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1. Definition of Potential Product/ Attention Grabber

The Academy of Neuroscience for Architects (ANFA) is an organization created to promote and advance knowledge that links neuroscience research to a growing understanding of human responses to the built environment. The newly redesigned website will be focused on highlighting this mission by promoting discussion between members and members research.

2. Scope

A. Summary of Content

Homepage:

The homepage of the website should highlight what ANFA as an organization represents and what it does. It should display recent and upcoming events, community announcements, and how to get involved within the community.

Essentials:

- **Link to menu:** Having the menu readily accessible will allow users to easily navigate to what topic they are interested in.
- **Social media links:** Having social media links on the website are meant to expand ANFA's community and to highlight in essence what ANFA is about.
- **Carousel Announcements:** Using a carousel on the homepage should spotlight upcoming events, news and or announcements. It would also be used to highlight important or groundbreaking research.
- **Most popular/recent articles** (research articles by members): This section on the homepage should call attention to the users what research topics are currently popular or trending.
- **Mission statement:** Briefly describe what ANFA is about and their goal.

Non-Essential:

- **Membership Login/Join button and overview:** This button on the homepage will allow members easy access to login into their account to register for conferences and other events. Membership would also allow users to update their own profile that will be viewable to other members as well.

Navigation:

The navigation bar is essential in letting users know what the site and organization is at a glance.

The navigation bar is often the main feature that users interact with and therefore cannot be ambiguous, crowded or hard to find. The ANFA navigation bar will feature links to the pages and elements listed below:

Essentials:

- **Logo:** We will showcase the ANFA logo on the navigation bar. We will be keeping the ANFA logo in the same place that it is currently located to ensure that users are able to easily identify the organization and use the logo and continue to use it as an 'escape to homepage' button as well.
- **Left-aligned menu:** We will keep the right-aligned menu to follow the current design so that users are able to easily navigate the site. A hamburger button will be used to show the menu. We will be adding a highlighted button 'Login' as a call to action for users to join ANFA.
- **Login/become a member/profile:** This highlighted button on the far right will link users to the page section that allows users to login or sign up to become a member of ANFA. Once users have logged into ANFA this section will change to a profile page that will give members access to their profile including: name, bio and picture.
- **Search bar:** Users will be able to search for pages or information on the site. The search bar will be shown as a magnifying glass icon on the right of the navigation bar.
- **Up Arrow:** The up arrow is an accelerator for users to scroll back up to the top with ease and efficiency.

- **Footer:** The footer will be displayed at the bottom of every page. It will display ANFA's satellite programs, partner organizations, sponsors, social media links, a Contact US link, a join button (Membership link), a give button (to the funding/donations page), and converse button (Discussion board link).

Pages:

Pages of the website should include essential information and provide users with appropriate functionalities to make interactions with ANFA. Pages should have a concise layout and clear classification, so as not to make people feel unable to find the information they need.

***Note:** Highlighted pages are our assigned pages

- **About:** The About page should give readers a brief overview of ANFA's mission, history and how to get involved with ANFA. For new users, it's their first step to know ANFA's core spirit and this page should raise their interest toward this community.
 - **Our history:** We will briefly introduce ANFA's history and founders to the users, including the original intention of this community and the achievements ANFA have made.
 - **Our mission:** This page will clarify ANFA's position and attract target members more accurately.
 - **How to get Involved:** Introduce how users can interact with ANFA's community. Include how to make sponsorships and join as a member.
 - **FAQ:** Answer user's questions, shown as a directory so it's easy to find the answers.
 - **Contact:** Include essential information for users to get in touch with ANFA. Social media accounts may be included to attract more new generation users.
- **2021 Conference:** The 2021 Conference page will be a shortcut in the menu to the page about the 2021 conference. ANFA is most known for its annual conference and lots of the websites users will be trying to find information about this conference.
- **Events:** The event page is where users can find information about upcoming and past conferences, along with information and resources of other relevant events held by ANFA.
 - **2021 Conference:** Described above. The 2021 Conference page will have news about the upcoming conference depending on the time of the year in reference to the conferences. The conference page will have information about the mission of the conference, how to submit an abstract (link to **Submissions** page), and how to join. Underneath all that information will be a little section about past conferences(link to the **Past Conferences** page).
 - **Interface/Lecture Series:** This page will have information about the Interface Lecture series and other lecture series hosted by ANFA. It will also have contact information if a member is interested in hosting their own lecture. Which will contain information about; **Upcoming Lectures** , a gallery list of the upcoming lectures. Different locations for each lecture will be shown as well. Also, **Past Lectures**, this page will be set up the same way as upcoming lectures but have videos for the lectures that have passed.
 - **Workshops:** The workshop page will have an overview of upcoming workshops. It will also have contact information if a member is interested in hosting their own workshop.

- **Community:** The community page will be a place where members of ANFA can communicate with one another on general and research topic specific discussion forums. (this page is being created by ANFA group 2)
- **Education:** The education page will show users various research and news articles in an effort to increase the users knowledge in the organization area of study. As ANFAs education page will showcase news and research articles written by members and submitted for publication.
 - **Articles:** The articles page will showcase members research articles. These articles will be ordered for user conveniences in two main categories: **trending** and **most recent**. The articles will be listed with a title, photo related to the article, name of author and date of publication. The authors name will be a link that sends users to the authors profile.
 - **News:** The news will be news/ announcements from ANFA including the latest COVID news.
- **Funding:** The funding page is where users can look at information regarding sponsoring the conference and receiving grants from ANFA (this page is being created by ANFA group 2)

B. Estimate of Total Program Size

The website will have six pages in addition to the homepage: About, 2021 Conference, Events, Community, Education and Funding.

- **Homepage:** Will feature a carousel with 3 - 4 of an images and/or short 5 - 10 second video. Each image or video will promote a recent or upcoming event, announcement or relevant research. It will display a topic title and a brief description 1 - 2 sentences of that topic in each image or video. Right below the carousel, ANFA's mission statement will be displayed and included social media links below it. Below the mission statement will be a section highlighting most popular or recent articles in a gallery view the top 3 articles.
- **About:** At least one image as a header above each heading (i.e history, mission). The history section will include at least one photo of the founders of ANFA along with any other important group or person. The contact page will include 1 Google Maps representation (link and/or map) of where ANFA is located along with a phone number, address and email address for ANFA. Underneath will be 1 standard contact form for users to fill out.
- **2021 Conference:** One main image as a header for 2021 conference. Include 5-6 pictures of guests and their brief introduction. List the topics which will be discussed in the conferences and the dates of the talks.
- **Events:** Under "Past Conferences", we will include a video and pictures of conference highlights. We will also include the ability to download past conference's abstracts. Under "Lecture series", the lectures will be shown as external links so it's easy and clear for users to find the videos they need.
- **Community** (*other team*)
- **Education:** Will include 4 images of trending and most recent articles and news. Along with a brief 10 word max description of the article showcased.
- **Funding** (*other team*)

3. Audience

Architects

Architects consist of any licensed architect who is interested in how neuroscience can help inform their building designs and vice versa. Architects should be open to working with neuroscientists and during the conference season, they might be interested in submitting a proposal or informing their colleagues about ANFA as well.

Neuroscientists

Neuroscientists want to share their professional knowledge and research results through ANFA and see how it could be applied by architects. Through the newly designed website of ANFA, we want to let neuroscientists share their research outcomes more effectively and let them enjoy the progress of communicating with experts in another discipline.

Future Generation of ANFA

Younger ANFA members usually 25-35 years old that can be either neuroscientists or architects that are new to ANFA. Are interested in collaborating with other ANFA members, and want to find out the other area perspective in an effort to create a more well rounded study.

4. Objectives

A. Client's Objectives

ANFA's website should accurately represent it's core values in creating and promoting research within the intersectionality of neuroscience and architecture. It should be **professional, innovative, and creative**. More specifically, the website should:

1. Promote ANFA's Purpose

- a. Attract new members to join: Clearly state how unique ANFA's organization is to bring together neuroscientists and architects and how that can help neuroscientists and architects alike. It will also clearly state how to become a member of ANFA and what that entails.
- b. 20% increase in membership: Increasing promotion of the organization's mission both on the website, during conferences and on social media will increase the amount of members the organization will attract.

2. Increase connection between Neuroscientists and Architects

- a. Increase networking opportunities between neuroscientists and architects: There is currently a lot of interest within the community on how to get involved and learn more about this new and upcoming field. Creating a space for members to network through events would greatly benefit them to get to know one another and create interest within certain topics.
- b. Attract more members interested in collaboration: This will help attract more researchers and increase the ANFAs ability to connect people in different fields of study. Members should be able to find others interested in their field of research with a willingness to collaborate.

3. Create discussion within the Community

- a. Increase open communication and knowledge between neuroscientists and architects: Current communication between architects and neuroscientists is

limited. Additionally, some members (from our user interviews) found it difficult to find some common ground between them because of their differences in perspective. Creating open discussion forums would help alleviate this and make it easier for open communication of varying opinions.

B. Audience's Objectives

The top priority of the audience (from user interviews) is finding information about **upcoming conferences** and being able to **interact with fellow members**. Members of ANFA have the same user goal of attending the annual conference and therefore users want to be able to easily find information on the website about the conference - **2021 Conference**. Users enjoy the conference so much because they are able to connect with fellow members and discuss research topics and discuss collaboration for upcoming projects. Users want a similar experience from using the website, users want to be able to connect/ collaborate and showcase research on the website. - **education and community**.

5. Personality and Tone

ANFA's redesign will be **professional, innovative and creative**. ANFA will display new research/recent articles, while still displaying high resolution pictures and news to excite and interest its users. Body text font will be Open Sans and Montserrat (semi bold, bold, extra bold) for headings and subheadings. Open Sans is a very legible font for sites with high text volume while Montserrat is a fun font, which will appeal to the more artistic minded users, while still being a professional font, which appeals to the more serious toned users.

The new website will be using a color palette of 4 complementary colors, with green being the main color and purple, yellow, and blue being its accent colors. This will give the website a more interesting and complex design so as to not be boring or redundant. We aim to communicate to users that:

ANFA is a pioneering organization dedicated to advancing architectural knowledge and neuroscience research through uniting neuroscientists and architects. This should lead to built environments that are more conducive to knowledge building and the betterment of human health, mental and physical.

6. Key Target Audience Insight

We want our target audience to feel a sense of community after viewing ANFA's website and see ANFA as a professional and inclusive platform to ask their questions and share thoughts. We want our users to feel that they can build long-term networks and find potential research partners in ANFA's community. We also want them to find ANFA as a reliable place to find and communicate the latest research resources while they're considering topics covered by neuroscience and architecture.

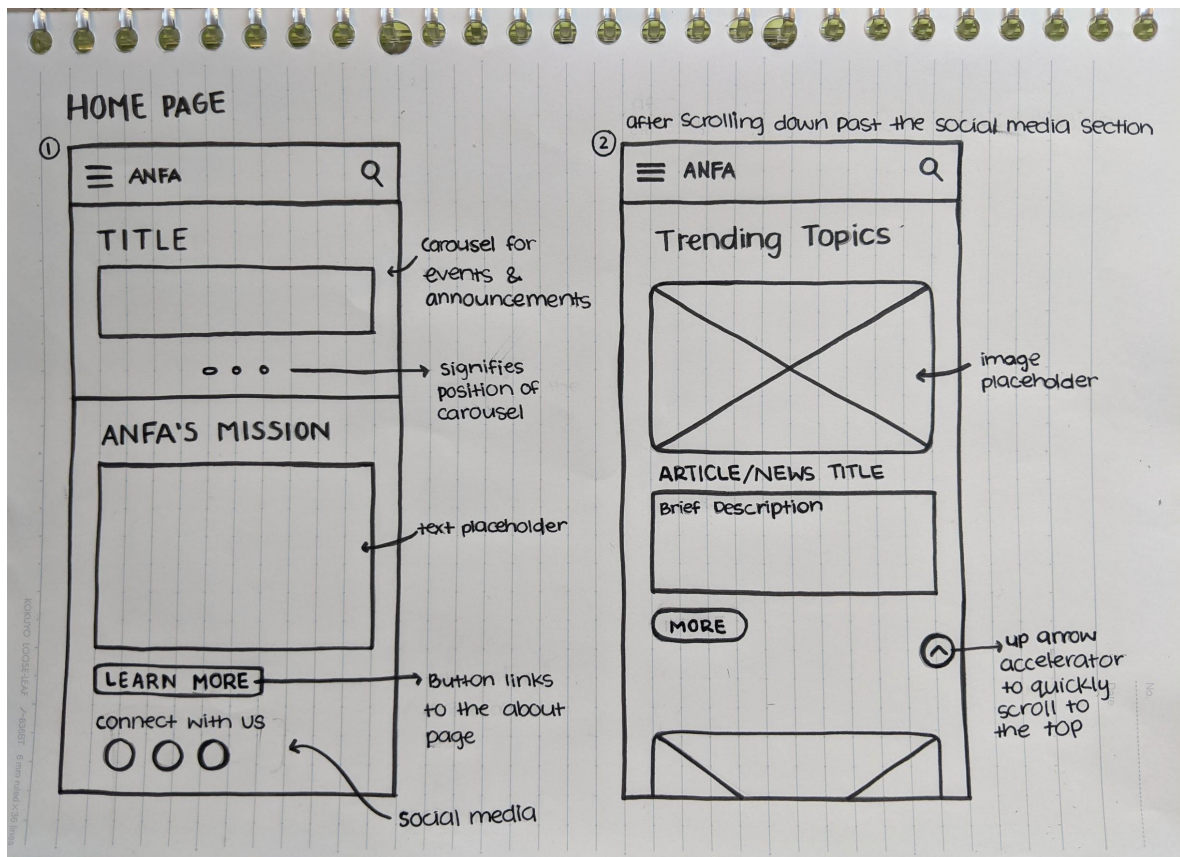
7. Special Issues/ Problems Anticipated

Much of the content of the website is dependent on whether the client can give us the resources we need, such as supplying what articles are newsworthy for ANFA, event/lecture information, and more. Another obstacle is that the website would need maintenance at least every couple of months (preferably AT LEAST once a month) to update the homepage articles and carousel, conference information, lecture/workshop information, and educational material. The discussion boards' participation may also be a problem because it needs active and a lot of (constant) participation to be successful. We need to find a way to make sure people are motivated to participate in thoughtful and thorough discussions.

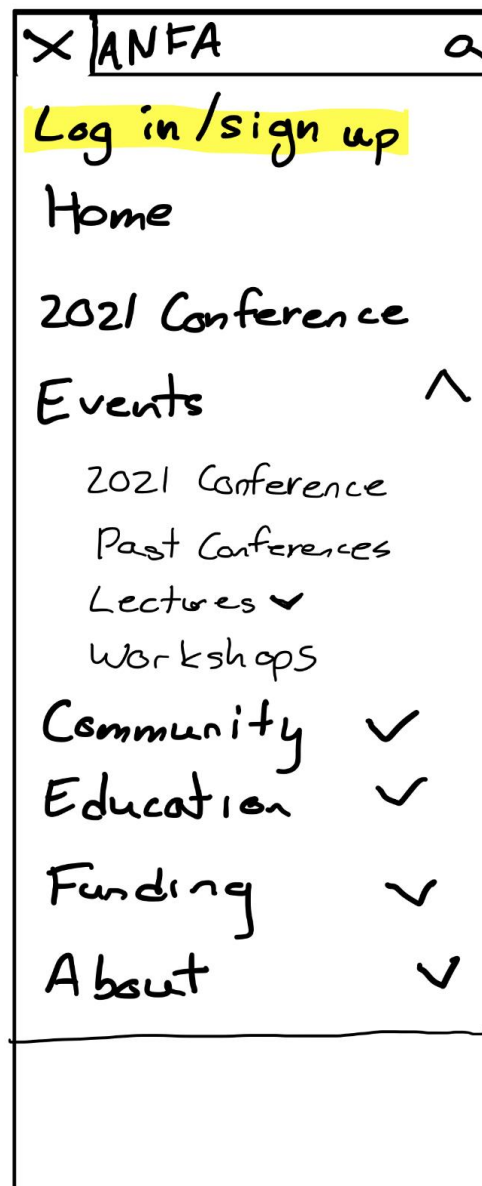
8. Low-Res Mobile Sketches

Homepage

For the sketch of the home page our team wanted to keep the layout clean and simple. We decided for it to display information that was most important and relevant to ANFA (events, announcements, ANFA's Mission, Social Media, and Trending Topics).



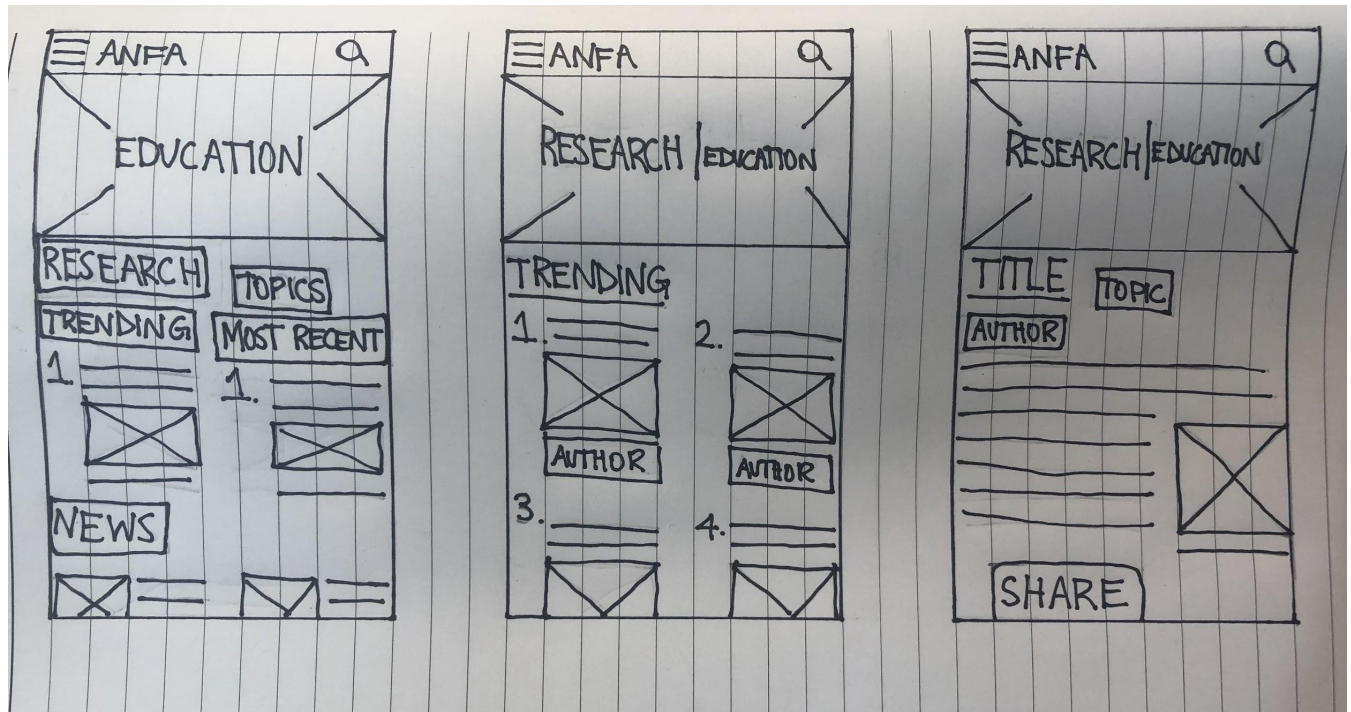
Menu



Education

For the sketch of the education page we wanted to highlight the most popular and interacted with research articles with users in an effort to further promote ANFA's mission of member interaction. The education page allows users to preview research articles and news before they choose what they want to look at. The research page shows users the top five trending articles and when users swipe up they will be able to see the top five most recent articles. The last panel shows an article and

aside from reading it all the ways users can interact with the page including; sharing the article with friends, look at the authors profile and look at similar articles by pressing the topic button.

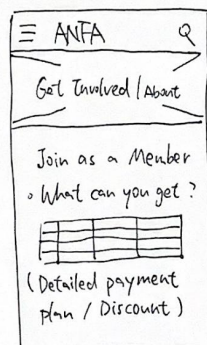
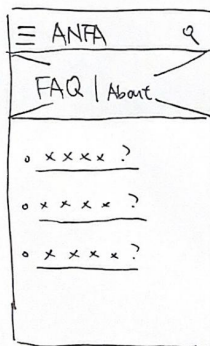
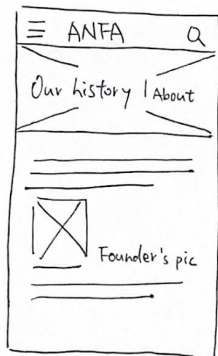


Anfa related courses - around the world in diff arch schools [links to curricula], something on reading lists, ACE - ANFA Center for Education (story + join button), topics - might be higher (reading lists might be under each topic), might be subpages, topics may link to research, maybe discussion forum at button, maybe should be a wiki too

- Education --> Anfa related courses with diff schools, reading lists, possible mentor/mentee program, ACE Anfa Center for Education (story and a join button), topics- might be higher; reading list might be under it, may also link to research

About

In the About page, we give the users a brief introduction of ANFA's mission and how to interact and contact with ANFA. In the FAQ section, the frequently asked questions are listed as clickable directories and users will be led to answers while they click the questions.



Events

These are the pages that will be all under the Events section. For the sketch, I made a lot of curvy lines to show that there will be text there. The upcoming workshops and lectures series are what it would look like if there were a lot of upcoming events, otherwise it would just say, "No upcoming workshops/lectures, check back in **blank time**."

Conferences

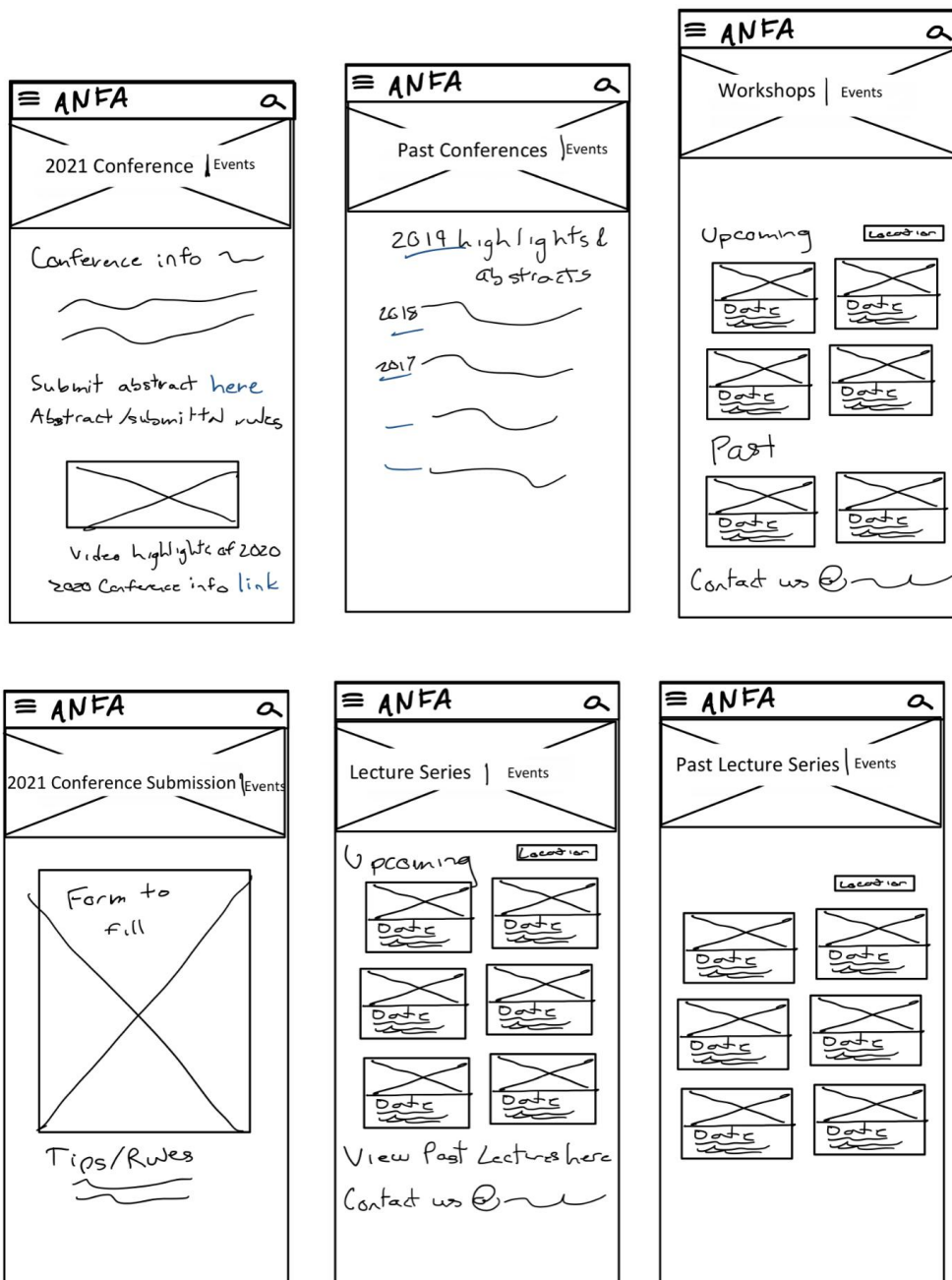
Conference 2021

Past conferences

interfaces: a lecture series

workshops

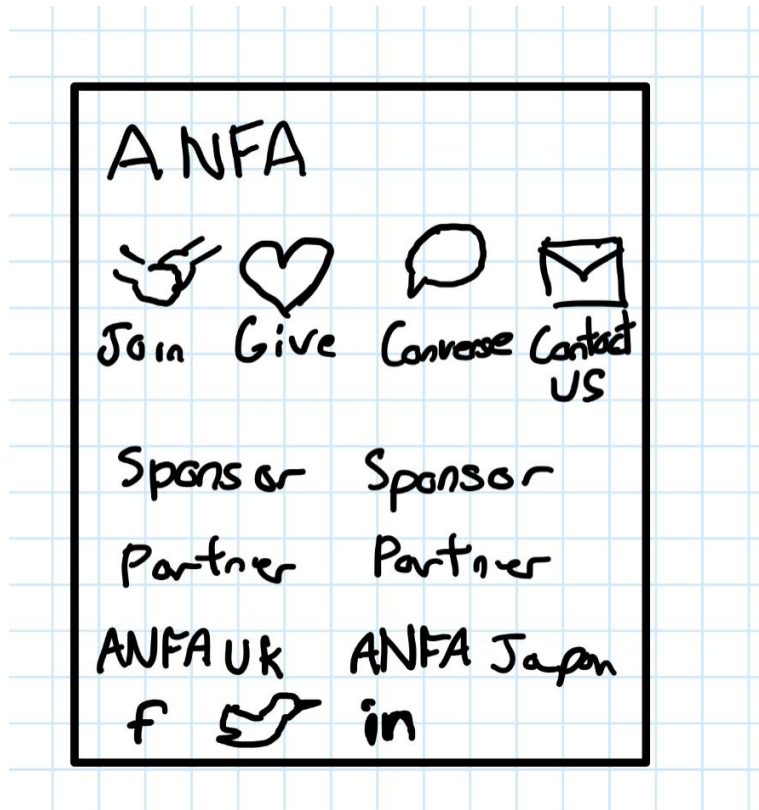
Related conferences - non anfa



Footer

- Icon above join is shaking hands
- Sponsor and partner companies are listed and linked
- ANFA Satellite locations listed and linked
- Social media at bottom

The Footer page will be shown on every page. It is there to show the user ANFA's sponsors, partner companies, and satellite locations. It should give the user a sense that ANFA is a large organization. It also has icons that will direct the user to different pages on the site, such as the Membership page (join), Donation page (give), the discussion board (converse), and the Contact Us page.



Converse - discuss

NOTES:

- **consider architecture sketches for background**
- consider the color red
- left - aligned text
- Research should have a portal page
- Active editorial Board --> from scholarpedia.org
- Sharp edges --> curves parametric designs hates
- Display font --> choose one that doesn't have tight kerning
- what sans serif font goes best together
- carousel spotlight --> possible sliders, title on the image, not too much font above the image, which is NOT the intended design
- what is necessary, ANFA's mission less important, more significant, above ANFA's mission
- Education --> Anfa related courses with diff schools, reading lists, possible mentor/mentee program, ACE Anfa Center for Education (story and a join button), topics- might be higher; reading list might be under it, may also link to research
- conference every 2 years
- lecture/interface series