

Proposal Response Sample  
**Architechture for humanity**

Date: 26/01/2015

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## **Architecture for humanity**

is seeking submissions from a professional, highly qualified software development firm to create a fully responsive website. The website design/development will include:

- A landing page layout with featured news items and call to action for donation/purchase/ or about video
- A content page/regular page layout
- A blog/news section (with date, author, tags, comments) and a sidebar
- A place for users to login / login screen
- Social links (facebook, twitter, instagram) and a donate link

## **Overview**

Our team is proud to have the opportunity to work with a non-profit organization like Architecture and humanity. We plan to help this organization by providing them with the latest trends and updates on their website to help communicate properly their purpose to the community and people around the world.

By reorganizing content, we will ensure that the visual flow will attract more people and volunteers. They will process the information better and be persuaded to help or donate.

Our key method to accomplish this is by adding hierarchy to the content to facilitate the information and not overwhelm or confuse the users.

We also believe that by updating the branding with a modern and sleek approach will target the right kind of people and show more stability and security.



## **Workflow**

To develop this project we will be using Github as our host, for coding structure we will use Jekyll. We will use brackets, which is a coding program. For styling we will be using css, scss. To make a fully responsive website we will use media queries.

To make animations using parallax we will use javascript. When we complete the project we will validate the code to ensure everything flows properly. To edit content, one of our team members is a qualified text editor. We will also use Photoshop to stylize images. These will all be custom and provided from the gallery of photos your organizations provides.

## Competitive Analysis

All the items listed will make the website more effective. This is a positive change being applied to help attract more people. To help countries being affected.



### **Obvious navigation:**

With a proper display of the navigation bar, it will be easy for the user to directly find and get what they are looking for.



### **The use of sections for content, full vh pages:**

By making content fit in sections, it will display nice negative space to the content to not overwhelm the user.



### **Full width banner:**

To have this as the main visual item it will grasp users attentions, this can be accompanied by a nice crisp engaging image.



### **Full sized images:**

This will give a clear view of what ever is happening with the organizaiton to show user the action that is been taken.



### **Better hierarchy with typography:**

This will make the content easy to read, and make the user understand the importance of what is being said.

### **Use of icons:**

To make information visual, this is a different way of communication information.

### **Scrap repeating content**

and keep the most important but limiting the length, keep it short and straight to the point.

Less white space

Use of more images

Footer arrangements

New colours

More explained “About us” page.  
With a one page scroll style.

Have a volunteer/donate section.

Press and media

Big Footer

donate btn make donation aspect of the organization more evident. easy step by step on how to donate

Hover Menu, the use of hover on all the reasonable areas.

Ideas and concept:

- Make donation aspect of the organization more evident.

Doctors without borders  
[www.doctorswithoutborders.org](http://www.doctorswithoutborders.org)

Public Displays of affection  
[www.publicdisplaysoffafection.ca](http://www.publicdisplaysoffafection.ca)

Kounkuey  
[www.kounkuey.org](http://www.kounkuey.org)

D-impact  
[www.d-impact.org](http://www.d-impact.org)

Mass design group  
[www.massdeisgnorgroup.org](http://www.massdeisgnorgroup.org)

Mercy Corps  
<http://www.mercycorps.org/>

Walu International  
<http://waluinternational.org/>

The Hunger Project  
<http://thp.org/>

One Laptop per Child

<http://one.laptop.org/>

Whiz kids Workshop  
<http://www.whizkidsworkshop.com/>

World Wildlife Fund  
<http://www.wwf.ca/>

Unicef  
<http://www.unicef.ca/>

The Snowsuit Fund  
<http://snowsuitfund.com/>

Online Store - Home Depot  
<http://www.homedepot.ca/>

Online Store - Ikea  
<http://www.ikea.com>

Canadian Red Cross  
<http://www.redcross.ca/>

## **Features**

Breakdown to be implemented features of the project, what they are, with examples (for the less tech-savvy client), what cool things you plan on incorporating into your project that set you apart from other companies bidding, what may be incorporated or expanded on in the future

We want to tell a story as soon as you go on the page. This will go straight to the point and image the crowd right away. We will add parallax to make things appear subtly

Create an online store to buy supplies that will be donated to the organization.

The homepage will be a one page scrollable. Divided into 100vh sections that highlight the story of who architecture and humanity is. There will be icons identifying the sections and a brief paragraph explaining.

As you scroll down there will be parallax added to those sections to make things appear smoothly.

The "Our team" page will have the sections of the team members with small content to show who represents the team. There will be an accordion style dropdown menu to organize the content.

## **Use Case Examples (Personas) / Target Audience**

How will this project be used, in what capacity do you envision it being used, who is the target audience, and what use case examples exist (personas)

## **Estimate and Invoicing**

This is provided through Freshbooks, by the project manager - tied in with time-tracking of the team members



# Christopher Smith

61 Years Old, Architect

Christopher is a 61 year old experienced architect. He has worked as an architect for over 35 years and is almost ready to retire. He loves to travel and read. Before he is ready to let go of his work, Christopher would love to volunteer his time to a good cause. He wants to know that he has helped the world in some way. Christopher is looking to get involved in a non for profit organization that will keep him busy after he retires.

**Technology Skills**

Medium skills has learned through the years likes simple and intuitive sites.

**End Goals**

End site will allow Christopher to learn more about the organization and how he can help.

**Ideal Feature or content**

Learning more about the organization in a fast and easy way.

**Desired Experience**

Easy to navigate, information that is easy to find.

**Frustration in Past**

Websites that don't have a information for Volunteers and information that is complicated

**Usability Needs**

Obvious buttons, great navigation that is accessible at all times.

**Likes**

Helping people, architecture, feeling good about his action.

**Dislikes**

Wasting his time on things that are slow and not worth it.



# Sarah James

37 Years Old, Stay at Home Mom

Sarah is a stay at home mom of 3 kid, 14, 11 and 9 she loves her kids more then anything else. Now that her kids are older Sarah is ready to get back into the work place but would like to get back into it with a possible volunteer position. Sarah wants to work that is interesting and fun.

**Technology Skills**

Medium to great. Her kids keep her in touch with new trends.

**End Goals**

End site will allow Sarah to learn more about the organization and make her want to donate her time.

**Ideal Feature or content**

Finding out about the work and how she can help close to home possibly.

**Desired Experience**

Fast and pertinent content.

**Frustration in Past**

Information overload that makes it hard to find what she wants.

**Usability Needs**

Great navigation, fast load time.

**Likes**

Kids, organizing, helping, feeling needed.

**Dislikes**

Waiting for sites to load and searching For information.



# Jane Allen

22 Years Old, Student

Jane is a 22 year old student. She is currently studying world affairs and is looking for a great cause to donate to. The more opportunities for her to volunteer, the better. She spends her free time staying current on world issues, reading non-fiction books and articles, and helping with local charities and organizations. Donating money to this organization would be ideal because she doesn't have the funds to travel and help in person as she is a student.

**Technology Skills** Stays up to date on expert skills because of her generation.

**End Goals** End site will allow Jane to donate money and understand exactly how it will be used.

**Ideal Feature or content** Understanding the breakdown of where her donation will go in a visual way.

**Desired Experience** Easy to navigate, information that is easy to find.

**Frustration in Past** Websites that don't have information for where the money goes. Frustrating because she won't know how her donation will help.

**Usability Needs** Obvious buttons, great navigation, a call to action to donate on every page.

**Likes** Helping people in need or those less fortunate than her.

**Dislikes** Getting stuck through long processes and that seem redundant or tedious.



# Green Construction Management

## Local CM company

Green CM is a local construction management company that is interested in giving back. They specialize in the management of complex and unique projects. They have a history of completing projects on time and well under budget and feel that their services would be put to good use donating funds and ideas to non-for-profit organizations such as this. They are Ottawa based but are looking to develop into foreign and international markets.

**Technology Skills** Excellent tech skills. Up to date on architecture code as well as new technology for higher higher performance and more efficient work.

**End Goals** End site will allow Green CM to donate money as well as expertise to this organization.

**Ideal Feature or content** Finding out where their help is needed and how they can donate not only money, but ideas.

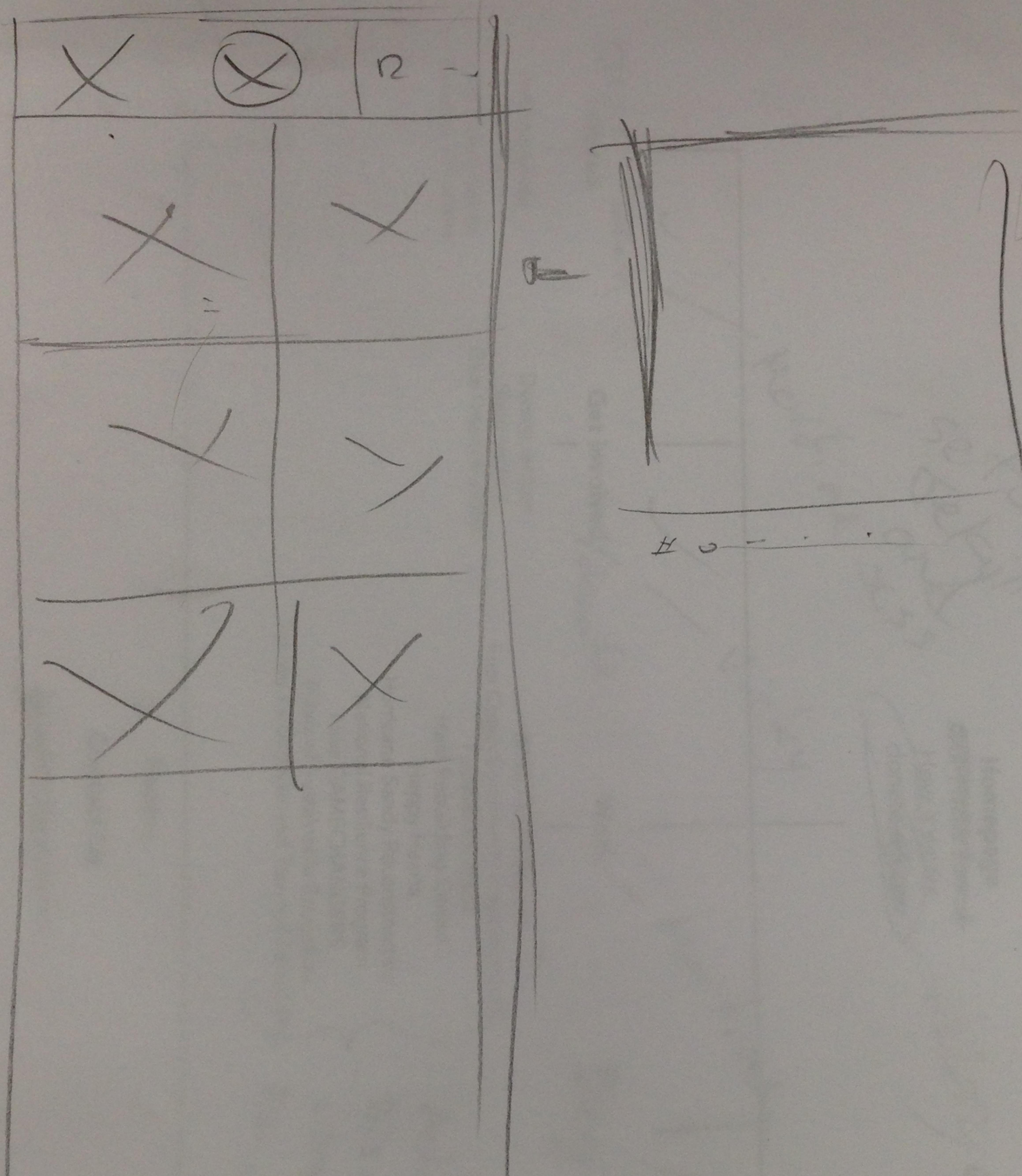
**Desired Experience** To build a lasting work relationship with this NFP company.

**Frustration in Past** Information was scattered and hard to find. It made donating money easy but difficult to help with building ideas and management.

**Usability Needs** Great navigation, lots of information on what they need, well organized.

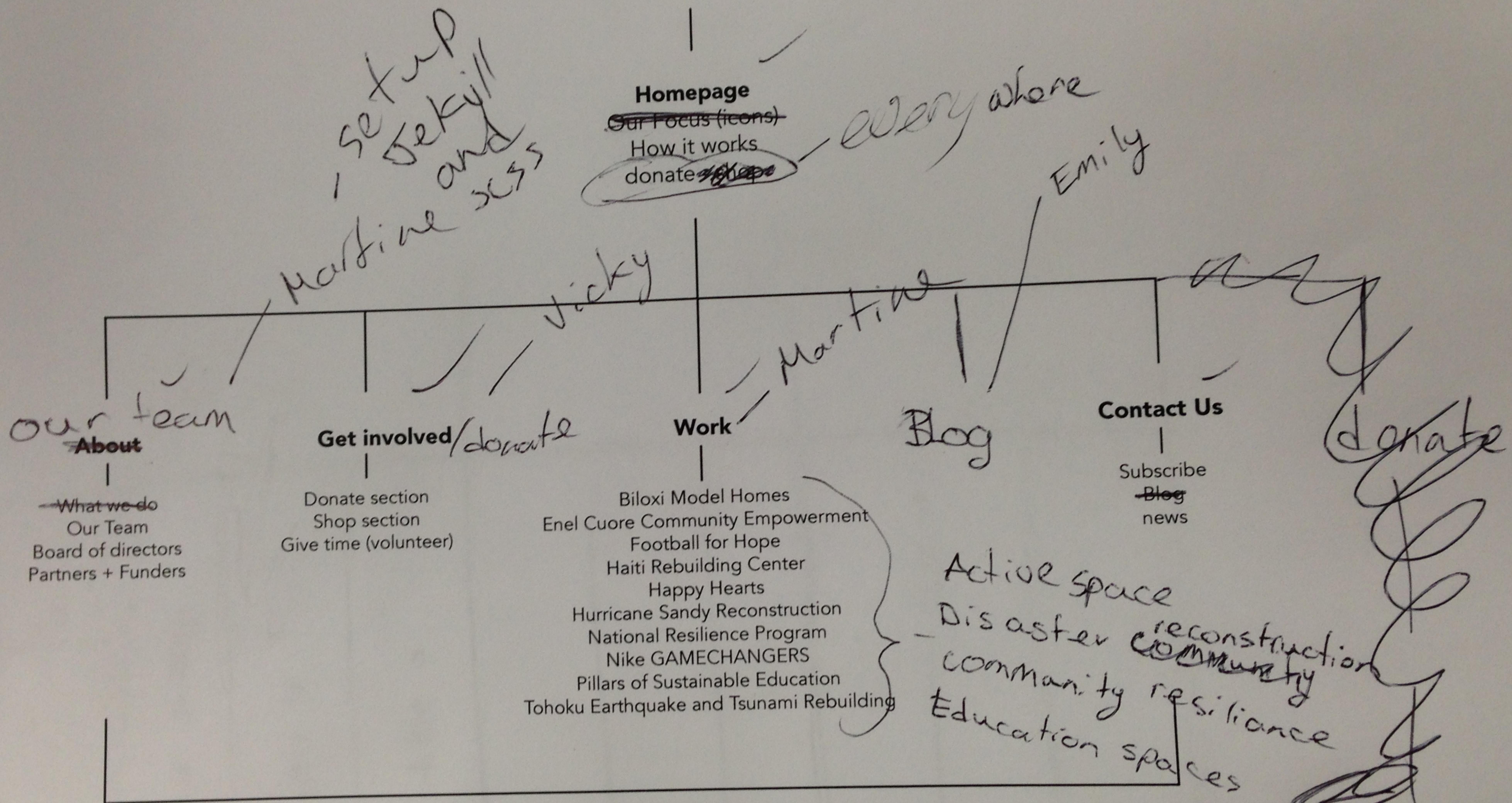
**Likes** Expanding their network, charity work.

**Dislikes** Not enough info to help Green CM help others, slow load times.



Sitemap

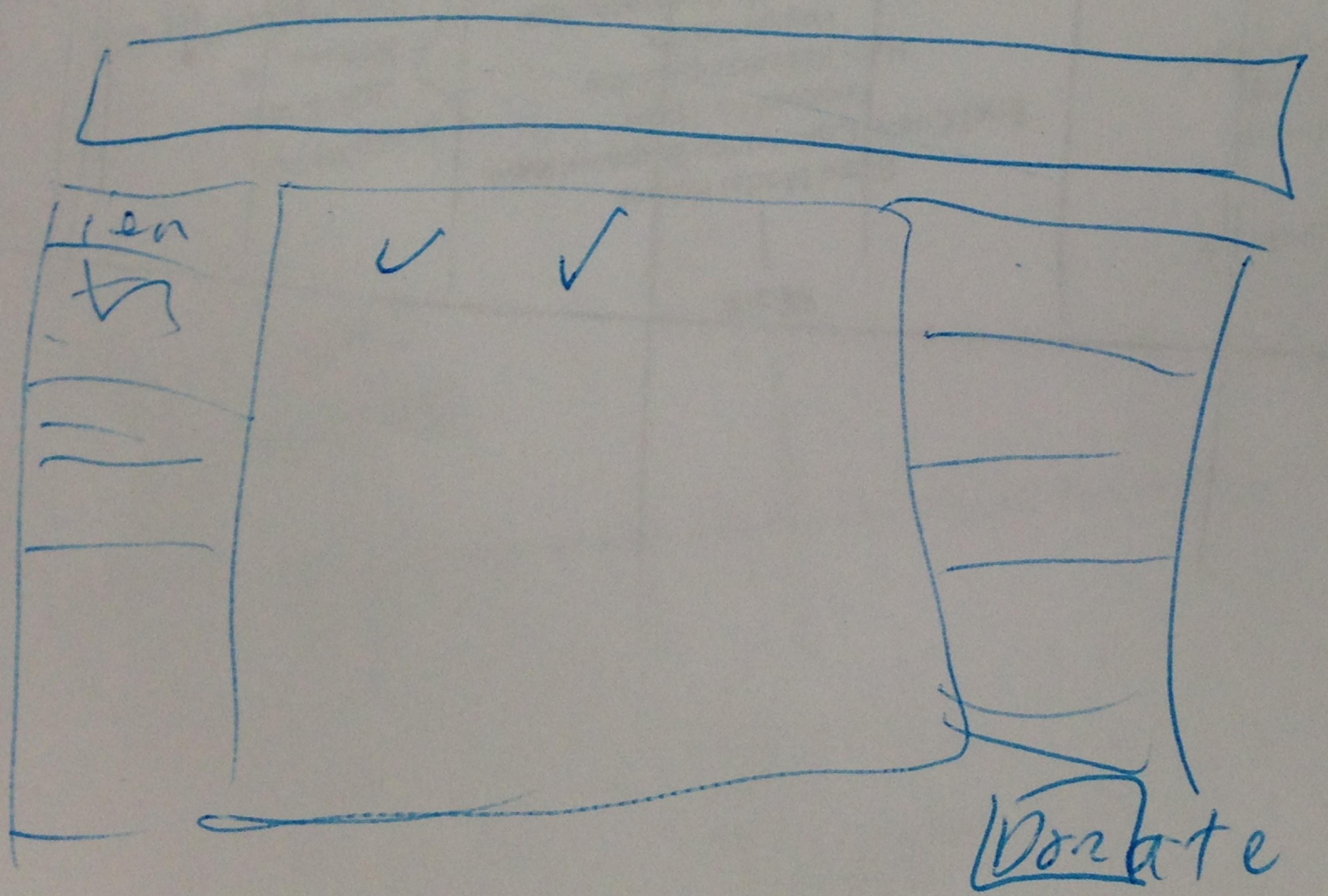
# Architecture and Humanity



## Contact Us

Subscribe, Blog, news





## Sitemap

# Architecture and Humanity

## Homepage

~~Our Focus (icons)~~

How it works

donate - shop

*our team*  
**About**

What we do  
Our Team  
Board of directors  
Partners + Funders

## Get involved

Donate section  
Shop section  
Give time (volunteer)

## Work

Biloxi Model Homes  
Enel Cuore Community Empowerment  
Football for Hope  
Haiti Rebuilding Center  
Happy Hearts  
Hurricane Sandy Reconstruction  
National Resilience Program  
Nike GAMECHANGERS  
Pillars of Sustainable Education  
Tohoku Earthquake and Tsunami Rebuilding

*Blog & News*

*Subscribe*

## Contact Us

*Subscribe*  
*Blog news*

*disaster re.  
active spec  
commun...  
Education space.*

## Footer

## Contact Us

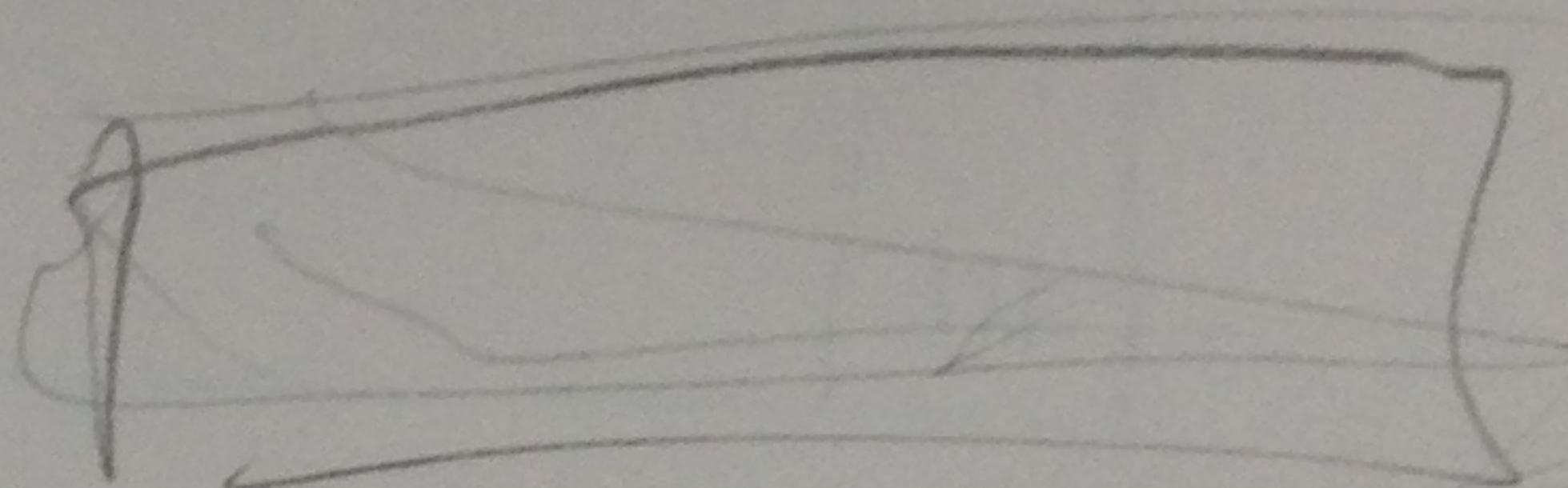
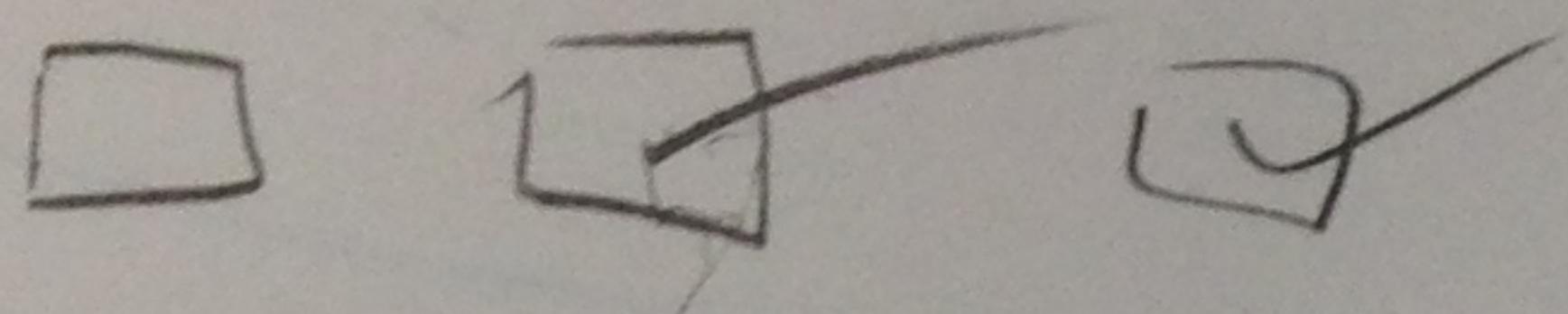
*Subscribe, Blog, news*

Donate

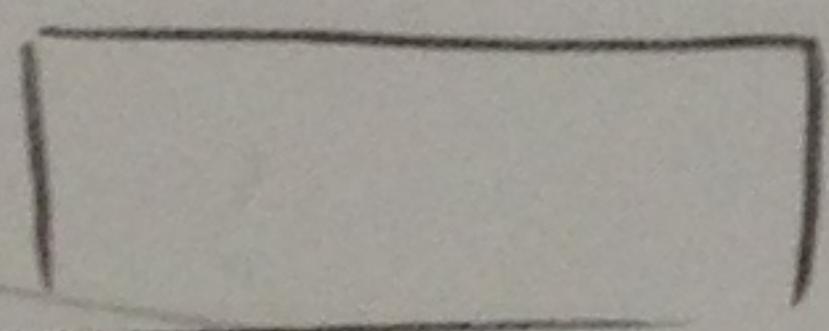
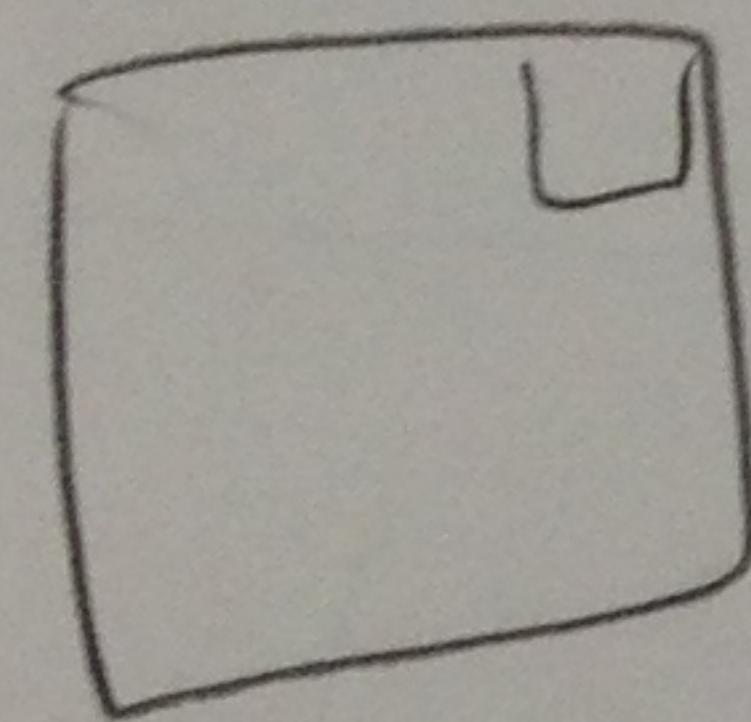
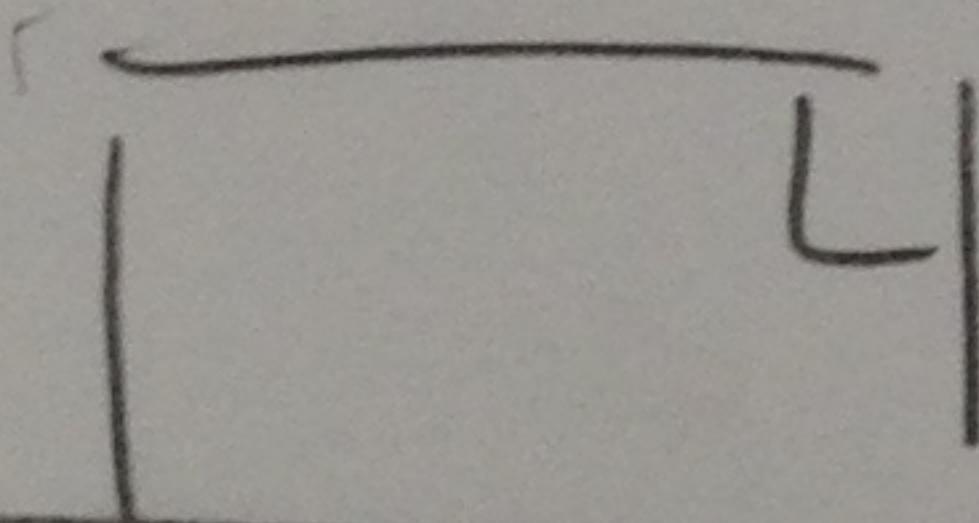
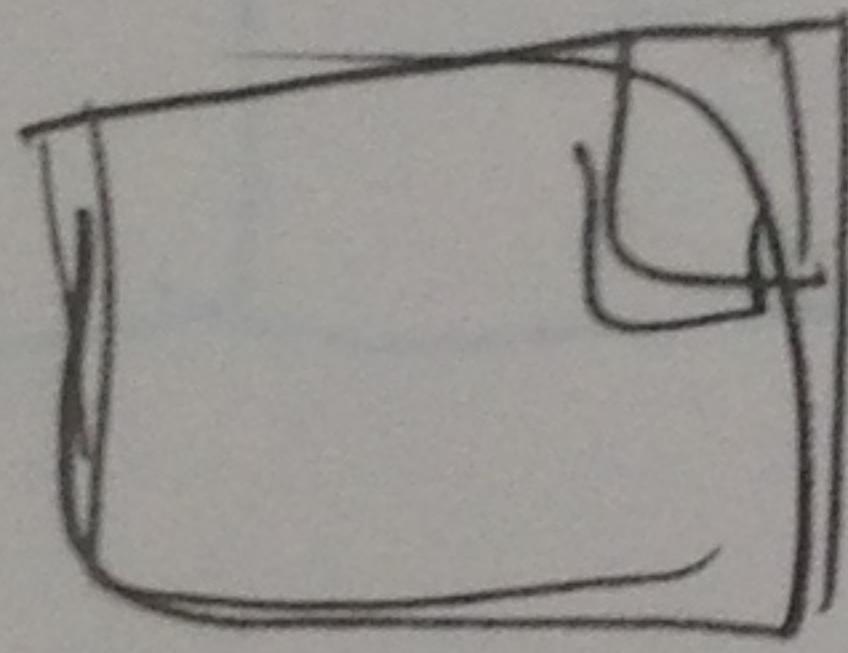
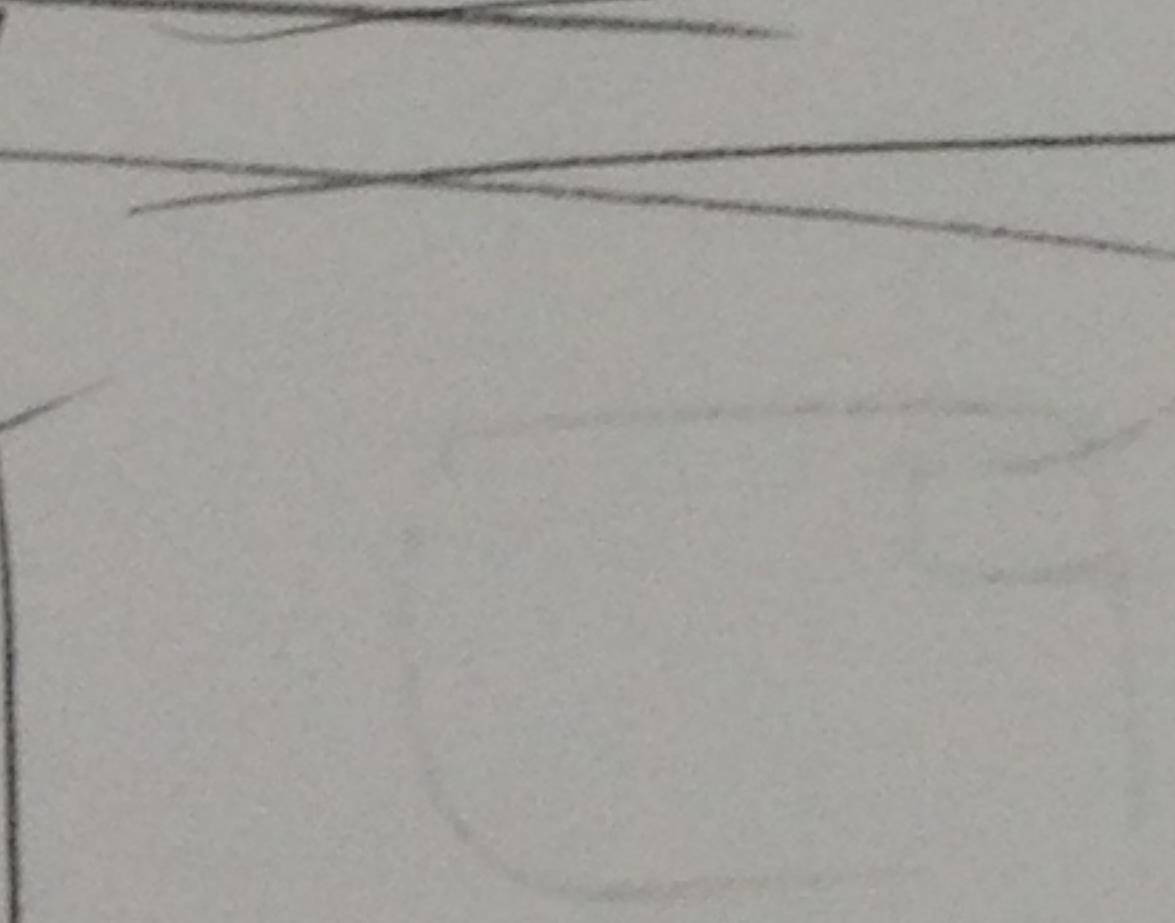
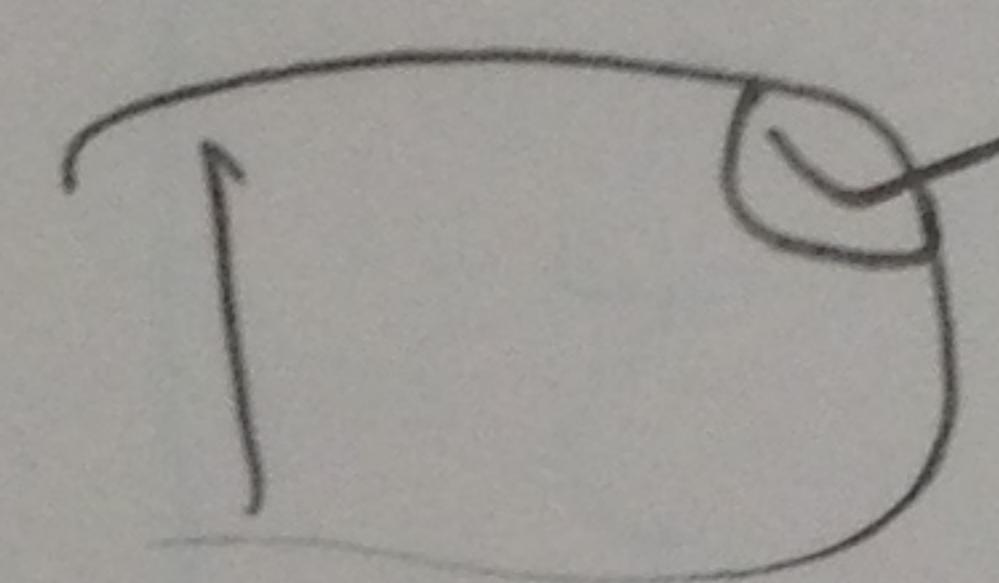
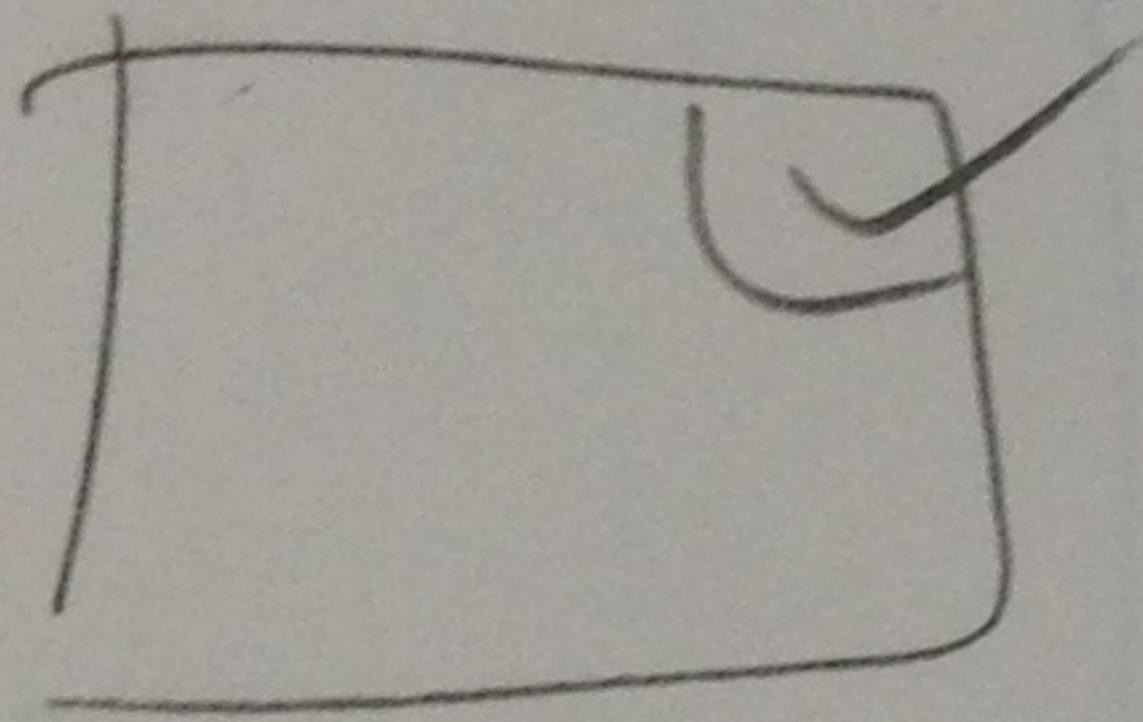
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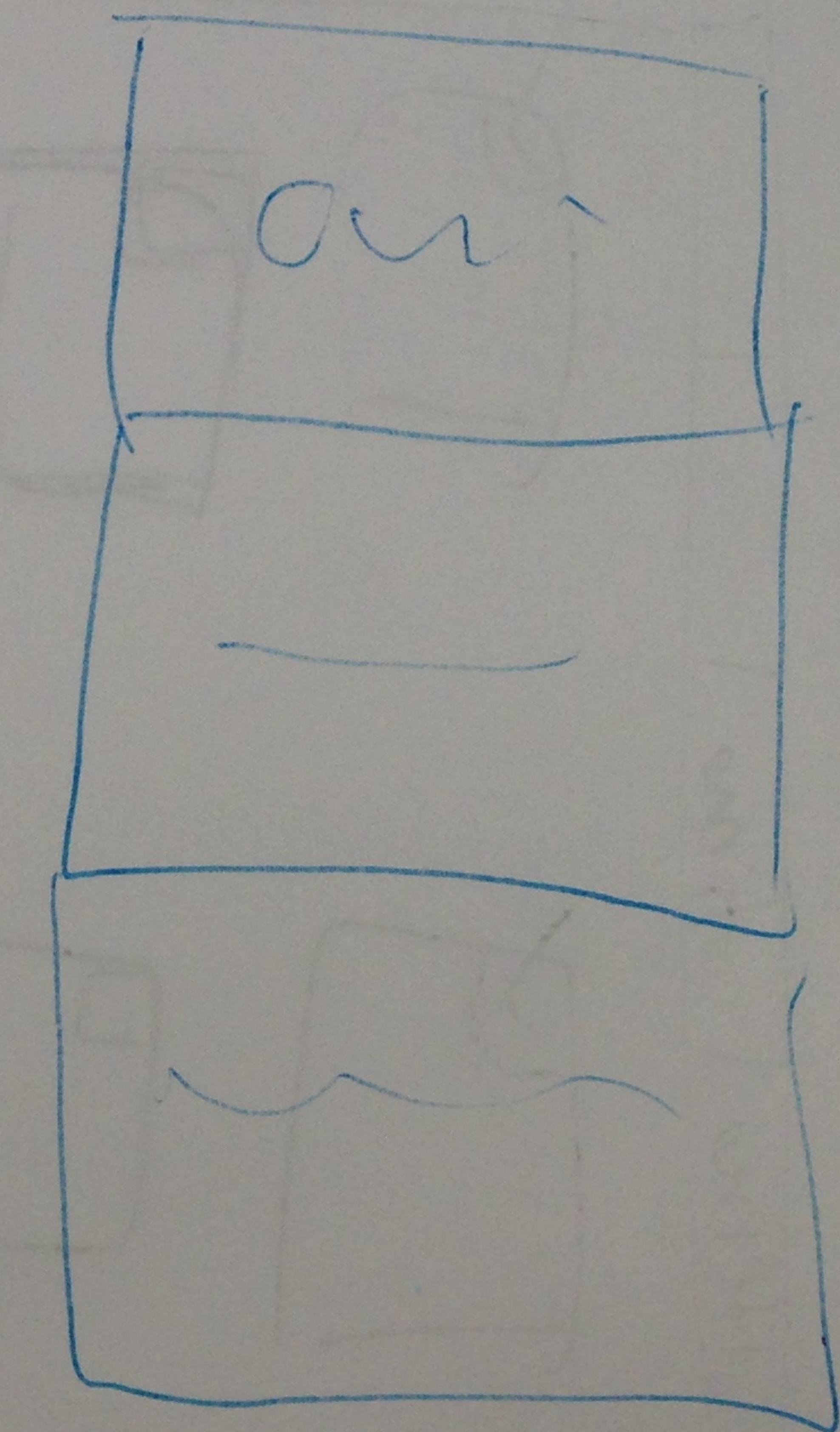
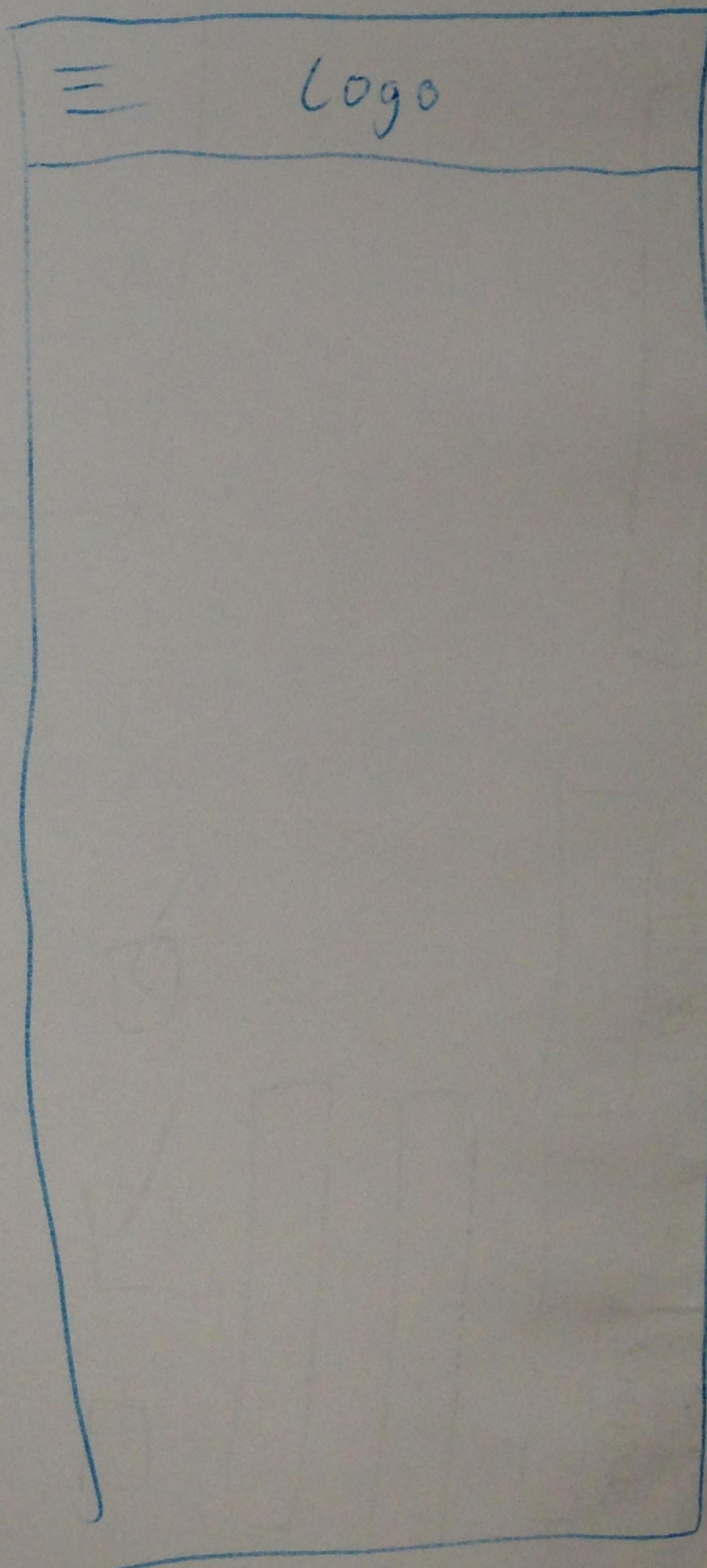
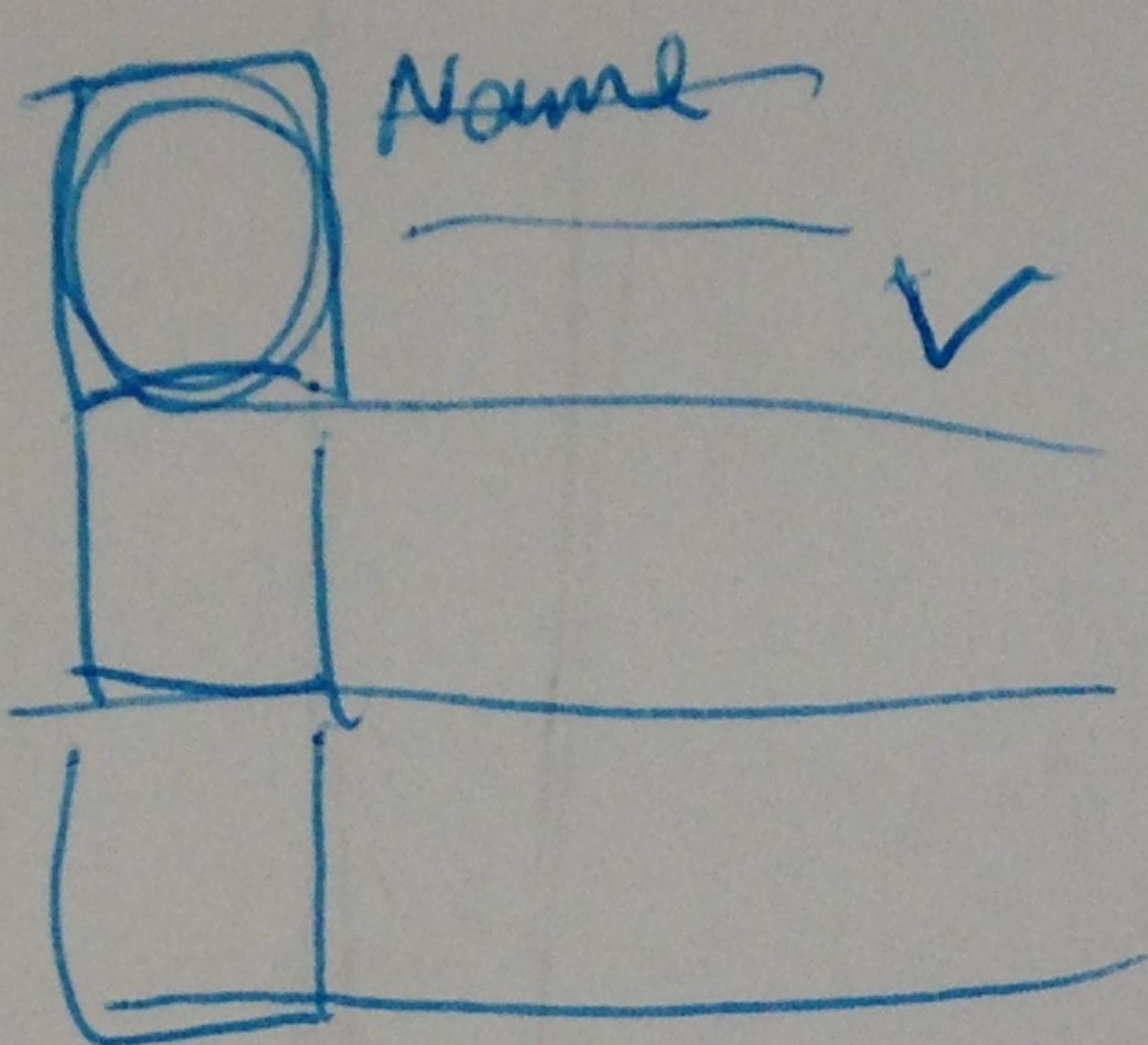
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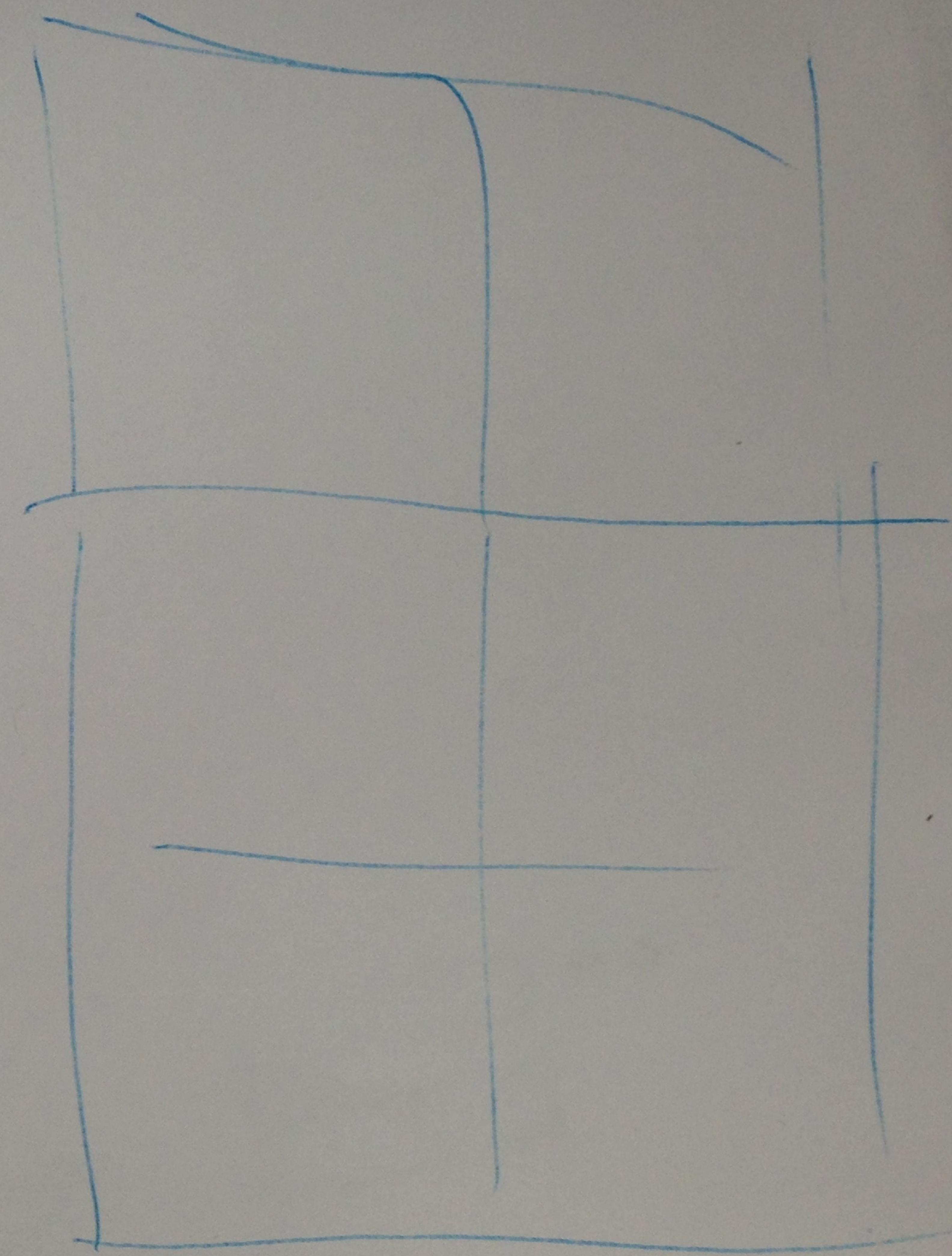
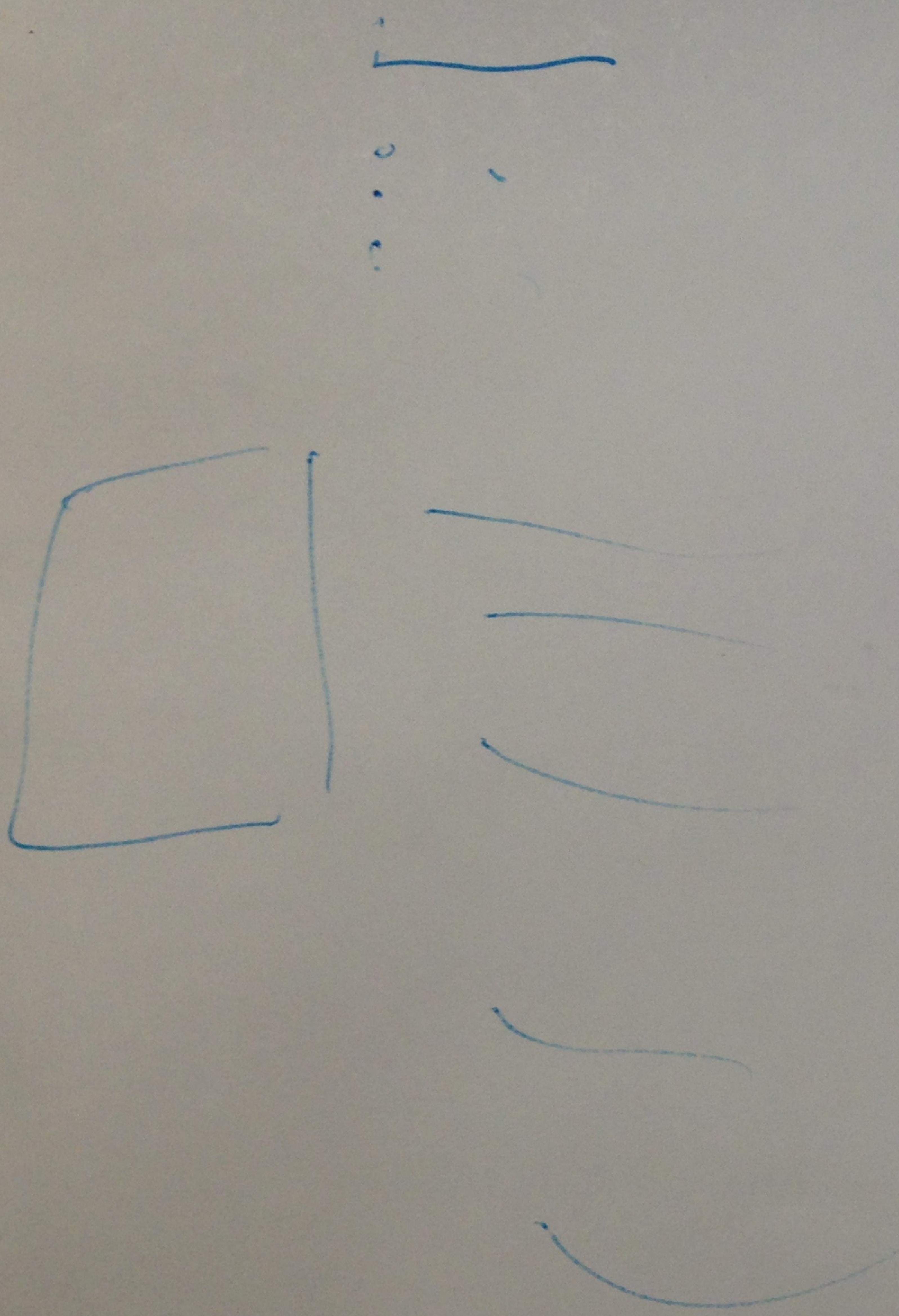


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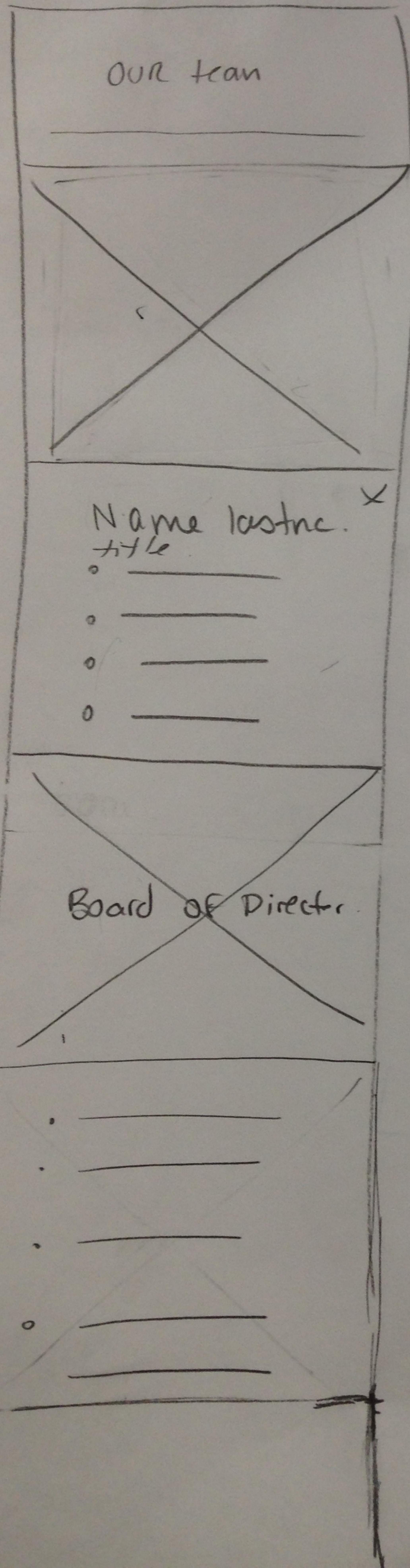
to tots





Board of directors  
Partners

## OUR team



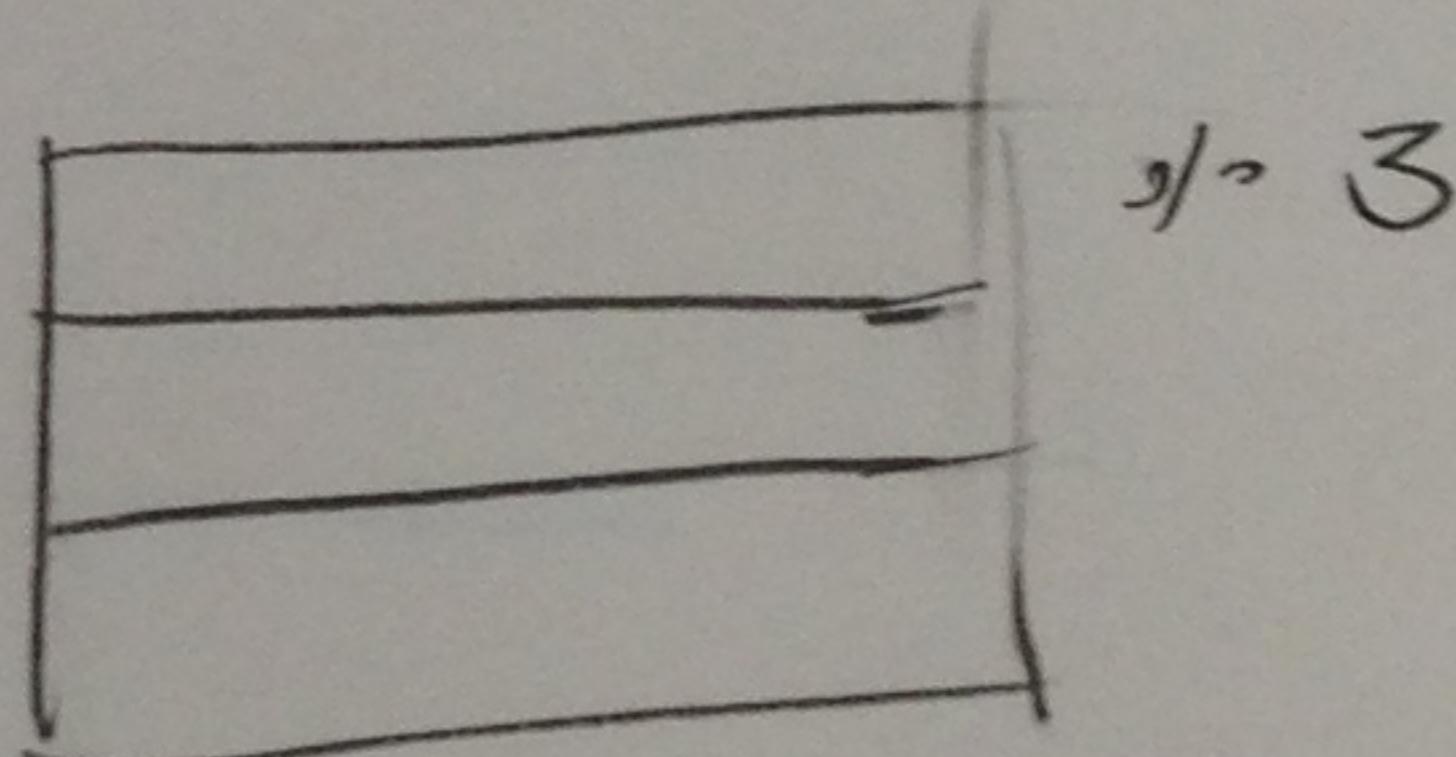
When you tap OR Hover  
in Fo comes up.

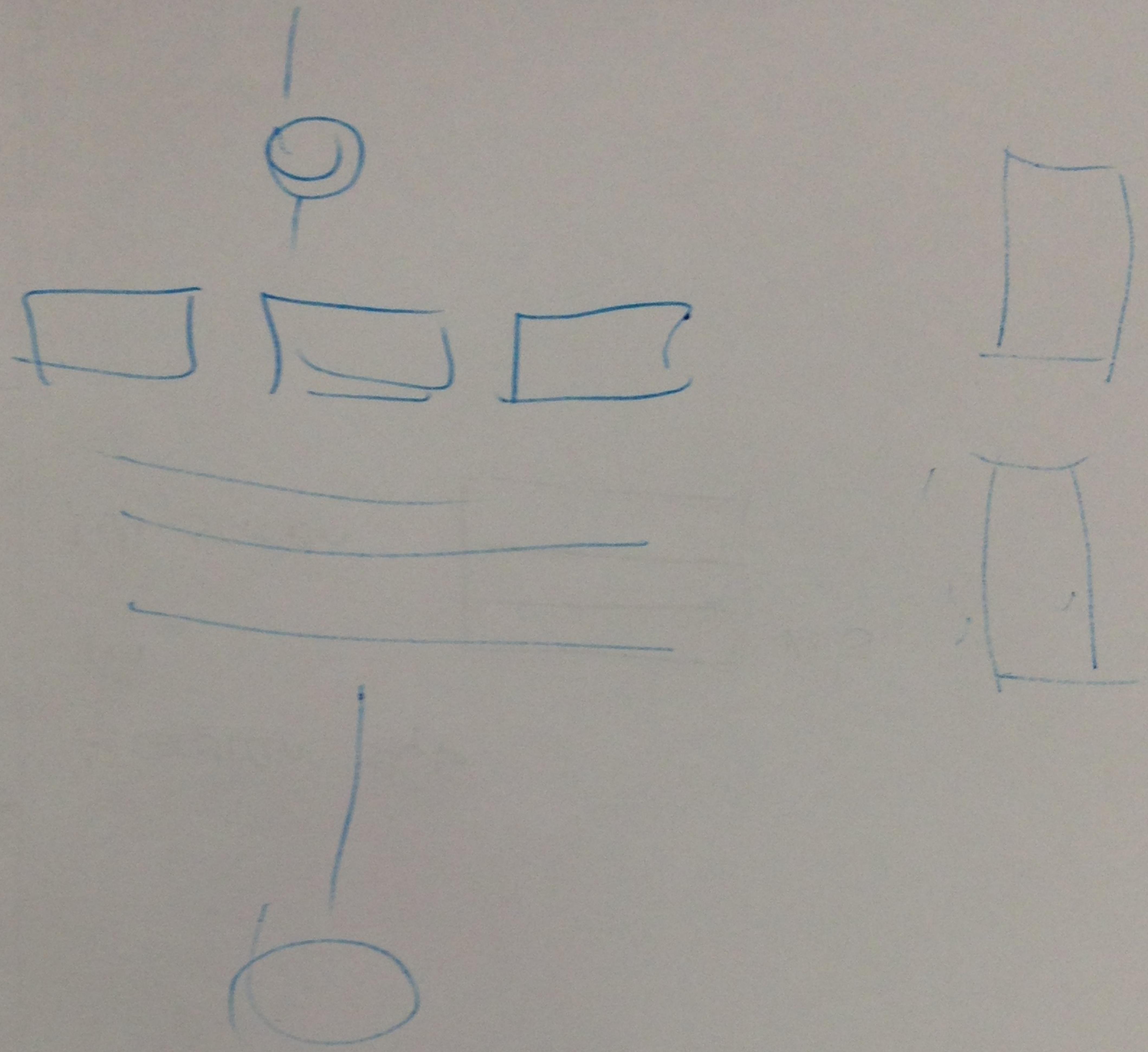
- this goes on top.

Accordion style.

vh

Full screen





Name Age  
Company  
Phone

•**THE** **W****E****LL** **W****E****LL** •

Saloni +

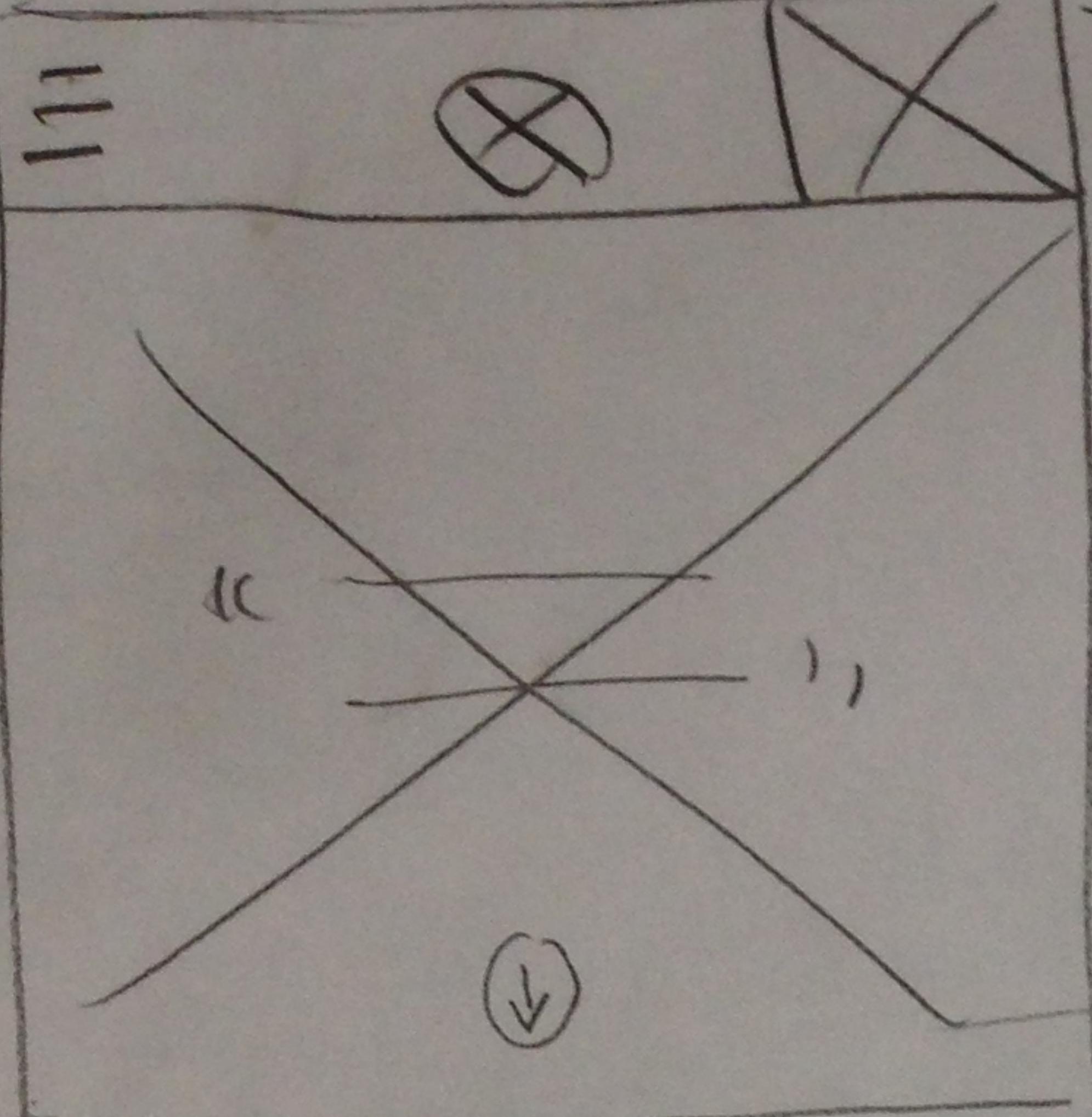
get connected!"

Four small, faint, circular marks or holes arranged horizontally, possibly indicating a row of missing teeth or a specific dental procedure.

⑥

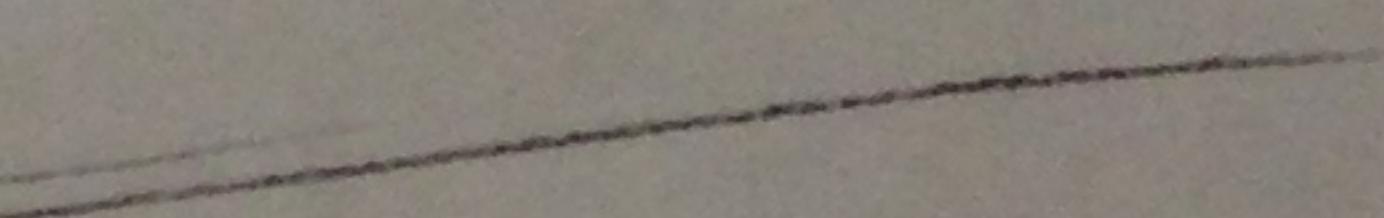
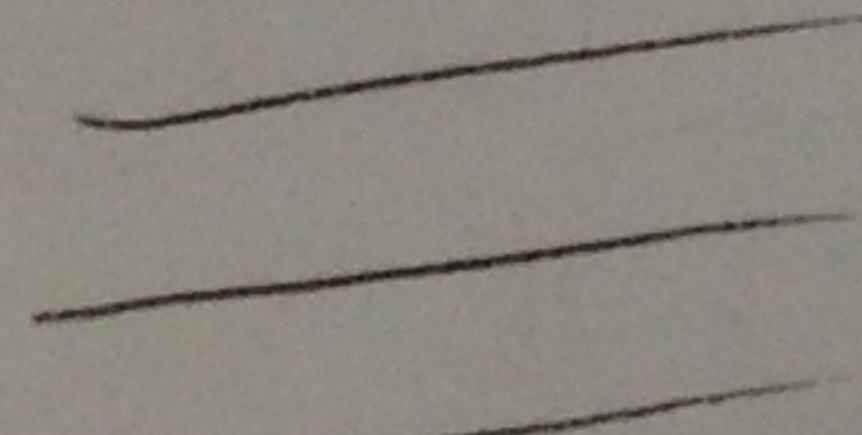
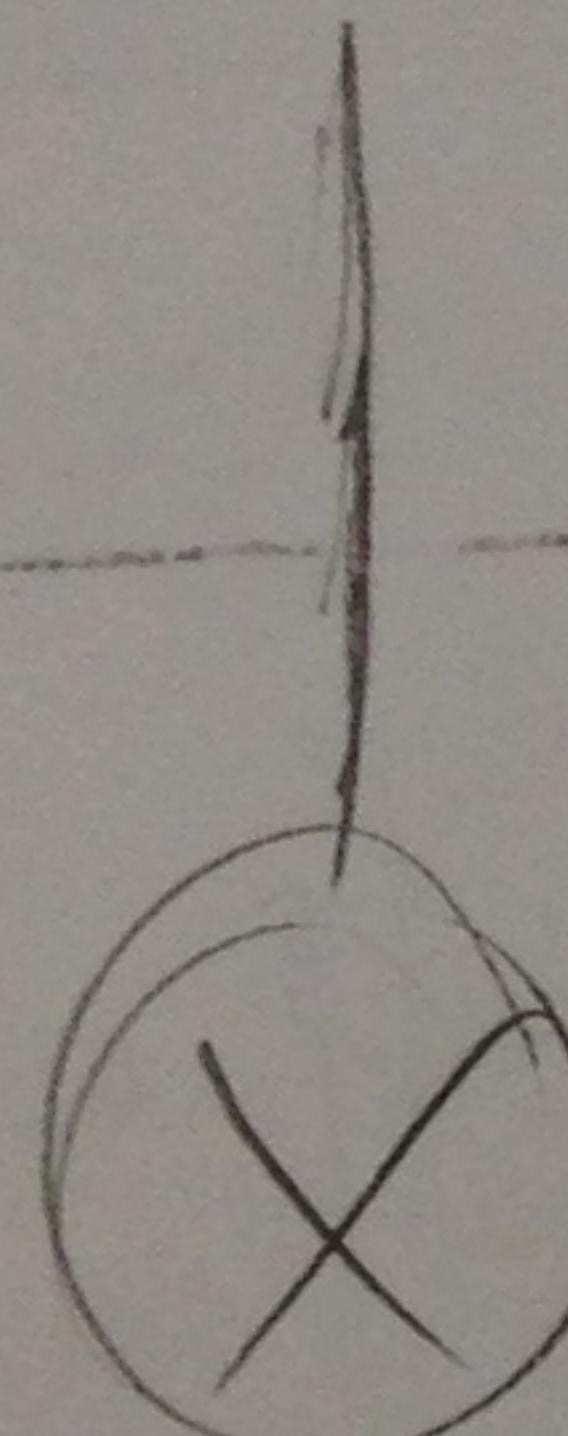
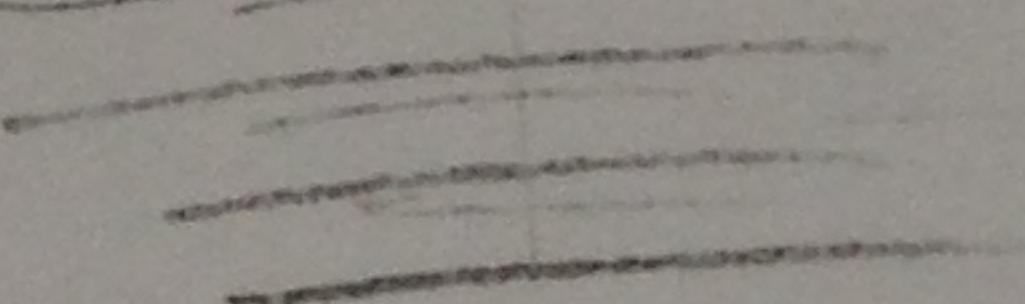
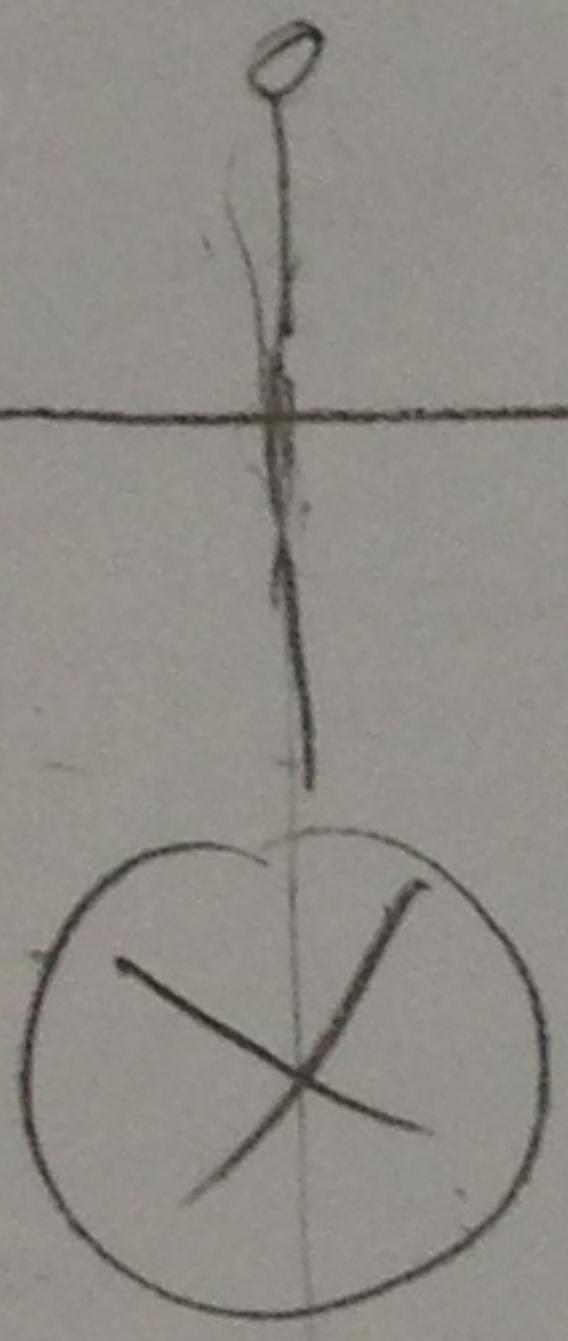
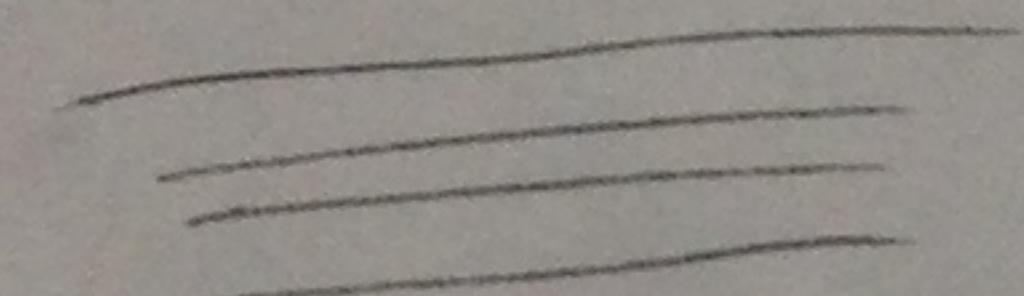
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Donate money  
item

HOME PAGE



> donate  
Fixed

what we do



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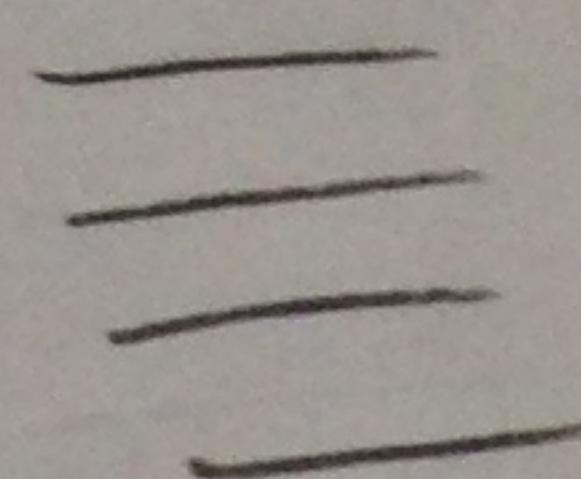
PHOTOS

icon points  
to scroll

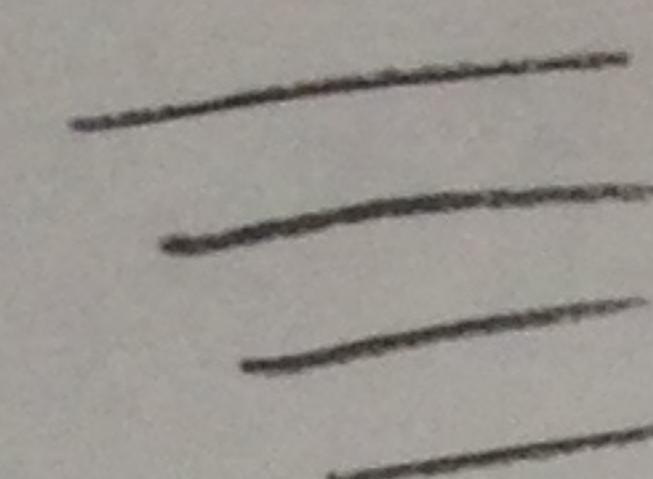
vh sec

Hyperlink

X  
About



Get invol.



WORK

