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Habitat build

Who are you representing? Habitat for Humanity Philadelphia, build group

Who is your website’s audience? Potential donors (family, friends, coworkers)

What do you want your audience to do? Understand cost of home build, donate money

What is your mission statement? To give donors a clearer picture of the end result of their donations

Page breakdown

What should individual pages be? Why? (3-5 pages)

1. About habitat/what build is – what they’re supporting as a bigger picture, this specific build
2. Progress (main page) - specific site
3. Cost breakdown – what goes into a build (Cost Estimate)
4. Donation page – where they can donate

Order of pages – see above

Good title for each page

Home page description

“rule of thirds”