TASK 1: PLANNING THE WEBSITE
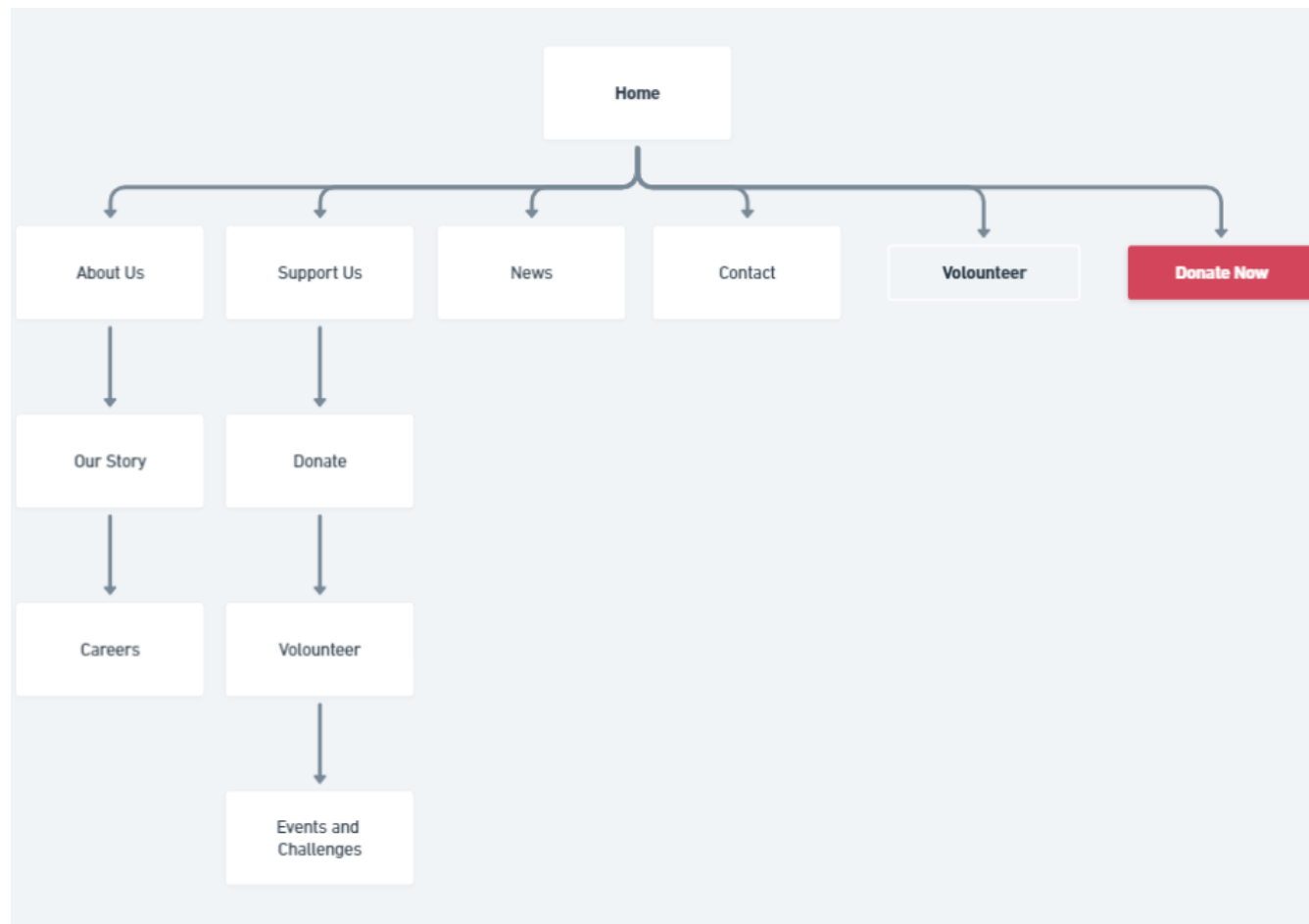
To gain a better understanding of how not-for-profits structure their website, I looked at the 3 well-known, successful charities here in Australia. After reviewing these websites, this what I found:

1. The websites have a simple hierarchy for their navigation
2. The top level only has 4-5 main pages/options
3. There is then a multitude of levels and sub-levels depending on the number of services and donation/contribution options available
4. In terms of positioning, 'About Us' is almost always the first or second option in the navigation followed by 'How to get involved with the charity'
5. The Call To Action button is always on the far right and the main Call To Action is to donate now
6. If there is a secondary Call To Action button, this is always reversed colour or just an outline. This button is typically a 'Volounteer' or 'Shop' Call To Action
7. There is always a news, media or blog option towards the end of the navigation

As Save The Bay is in early stages, I recommend following a simple hierarchy with a maximum of 1 sublevel – keeping all content on a minimal number of pages. From left to right, the top-level menu should be – Home, About Us, Support Us, News, Contact with the buttons on the right being Volunteer and Donate Now. The userflow will be information searching that leads to either volunteering or donating to Save The Bay.

Home

About Us

Support Us

News

Contact

Volounteer

Donate Now

Our Story

Donate

Careers

Volounteer

Events and
Challenges