

## IABC Meeting#2 Notes:

- Do they prefer more info on one page or multiple pages with very specific info? A: leaning toward more content per page and fewer pages keeping navigation simpler.
- They really wanted/liked having the pages 'anchored'. Also on the careers page they liked having key features of each job listing highlighted and highly visible along with the posting
- They like grouping of information but also they don't want careers to be compromised in visibility as it is a high priority page and source of revenue for them
- They want more information on one page because of the idea that people are becoming more familiar with scrolling for information as apposed to clicking through multiple pages
- They might like to add an About Us page that has info about IABC Regina
- Jenn would like to try stay away from drop downs
- They have a definite preference for vertical scroll of information as apposed to having multiple boxes of different sections oriented beside each other
- Most important things: Careers, Events, Engagement (social Media), vertical scrolling, more info on fewer pages, simplified nav, they want dynamic content on home page (content that gets regularly updated, like careers, events etc) and have the static info on separate pages (like membership details, about us, etc), analytics page

Other important factors to consider:

### Search functionality

- Refer to Disney website(corporate)
- Doesn't prefer boxes in website design
- Social media should not redirect to another page.
- Calendar - might give the wrong impression if they have only one event
- Filter on careers page also the same thing might give the wrong impression if there are only one or two jobs that function would not even be used.