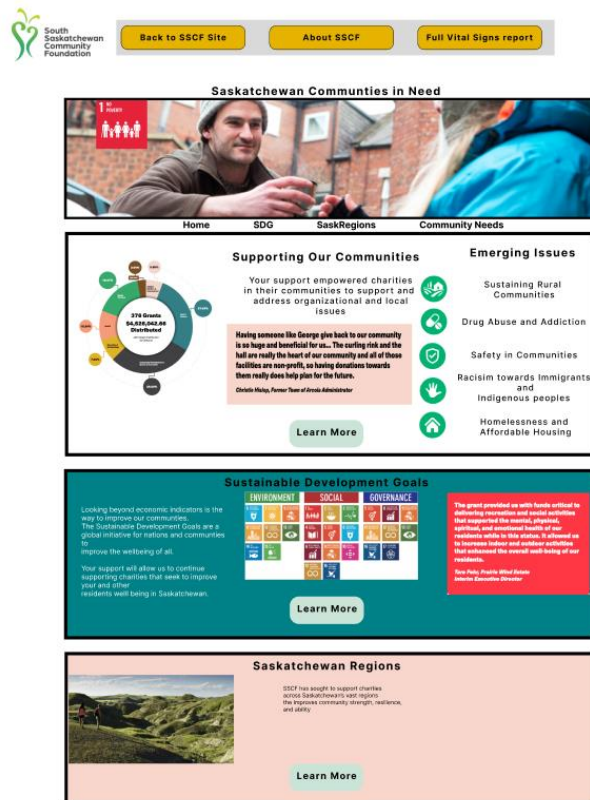# Design Ideas

The main design thought process was based on the precedence that the client wanted to maximize the speed that the information is processed by the customer. In order to achieve this the page layout is broken down into sections to support proximity of information that is relatable, easily visible and follows continuity down the page. Liked information is related to each section, while below a slight change occurs with the depth of information on a topic area, but still similarity of content and visual depiction is maintained. As shown on Picture 1 "Landing Page", user is able to see all different sections that this website covers and can access this information by clicking Learn More button. Each section follows Gestalt rules such as similarity, symmetry, and proximity. An affordance as navigation menu immediately lets user know about limitations where user can navigate to. Feedback is present as clicking on the SGE, region icons will illicit a response in which further infographics and information will be presented. This feedback and grouped information presents itself as well with an interactive map that constraints the charities involved in either the region or specific SGE areas of interest.

Picture 1 "*Landing Page*"