

Low - Fi Prototype 3 - Concepts, Principles, and Cohesion

The idea for the general layout is to provide a funneling pathway for users to attain more information on a topic area that ideally leads to greater connection prior to reaching the call to action section. 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.

Simple images are used while the Social, Governance, and Environment icons are used to support mapping. Mapping would also be ideal for the page looking at region, as a carousel of regional points would be intuitive to understand. 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.

The process from start to finish seeks to constrain the individual to their initial interest topic, and guide them to further delve deeper in the information present, looking to elicit stronger emotional connection until reaching the 'call to action' section.

