



emir demiraslan <emir.demiraslan@gmail.com>

Bay Nature Website - Wireframe Round 1 Review/Thoughts

17 messages

Patrick Brod <patrick@baynature.org>

Wed, Oct 8, 2025 at 2:56 AM

To: Justin Chornenky <justin@chornenky.com>, emir demiraslan <emir.demiraslan@gmail.com>, "paochiu@gmail.com" <paochiu@gmail.com>

Hi Guys,

Was so great chatting with you all yesterday. I wanted to recap a bit of what we chatted about and give a little bit of info from my end... a kick-off email if you will. Long story short, I'm excited to work with you all on this project and I wanted to write down a bit of my thoughts as I was chatting from the office hallway and wasn't sure if 1. you all heard me okay and 2. if I heard y'all okay! All in all I think we're on the right track!

Some of the challenges we face are that when you land on our current website, there's no clear directive, layout, or sense of flow. This project is designed in two parts: first, to update our aging parent and child themes, which are past their prime, not mobile optimized, and cannot be updated; and second, to really dive into who we are as an organization and make that flow better for both new and returning users.

As we discussed on the call, the goal for this project is to build the foundation we can carry into the future. Our current site is outdated, and the objective is to get about 75 percent of the way there while keeping flexibility for us at Bay Nature to move modules around based on user behavior. For example, if we see no one is clicking on a certain topic, we can swap it out. If no one is using the burger menu, maybe it's only available on mobile. The goal is modularity, not perfection.

We start from the top navigation. In its current state, we cleaned it up a bit from when I started three months ago. When you land on the site, you see the logo, a short mission statement ("Nonprofit environmental journalism"), and links for Join | Renew and Donate. Initially, I built wireframes (attached) to give us more insight into how new and returning users move through the site, but because of our outdated theme, we couldn't make those changes live.

The idea is that visitors see the logo and short description right away, which quickly tells them who, what, and where we are. The upper navigation provides a simple organizational flow: About Us, Magazine, Events, Sign In, Become a Member, and Donate. Below that, a secondary menu includes Latest News, topic categories, and Search at the end. Those categories can be swapped out based on user engagement.

A burger-style menu is also important for expanding access to additional content. Grist has a strong example that includes a short organizational blurb, search within the menu, and clear topic navigation. CalMatters does something similar that's clean and intuitive.

For the page content, my layout included a "Top Story" section (what we currently call Magazine) and a "More Stories" section (Latest). This flows into newsletter signup, membership, and donation CTAs. While those CTAs are important, we might want to move them further down the page once we see how everything fits together in Newspack. Because we'll be on a modern platform, we'll have flexibility to manually shift things around as needed, such as promoting an event or campaign.

The full footer includes a short "About Us" block, contact information, and a complete site map. When I tried to copy this design into our current four-column setup, everything broke. However, when I tested it in a local Newspack environment, it worked perfectly, which is a good sign.

Regarding the new wireframes we reviewed, I really liked the inclusion of an events widget on the homepage. It's not something we've done before, but it's a great addition that could help highlight Bay Nature's community connection.

I've attached the latest wireframe I built when we started the project, which you can view by dragging it into your browser (Firefox recommended). Additionally I've included our most recent style guide.

Since Bay Nature is a unique organization with both quarterly magazine content and weekly online reporting focused entirely on the Bay Area, it's hard to point to one site as our model. Below are several examples that capture elements we like and that help illustrate our direction.

Magazine + News

- <https://www.terrain.org/>
 - Interesting way to organize things (in columns below the fold)
 - Again they don't do a great job of explaining who/what they are, but it's a fairly clean read
 - Fairly clean burger menu
- <https://emergencemagazine.org/>
 - Love the BOLDnes and sort of experience heaviness of it (check out the article pages).
 - BUT... for an org like ours, we need to hand hold folks a bit more plus we have 20+ years of amazing articles we want people to view.
- <https://www.earthisland.org/journal/index.php/>
 - Pretty clean overall, but like HCN a bit generic and doesn't explain who they are
- <https://www.hcn.org/>
 - Very standard would like to avoid this level of generic
 - They're using Newspack and while the article pages are pretty clean, sometimes they go a bit overboard on the templates
- <https://orionmagazine.org/>
 - While it's a little TOO big (literally) it does have a clean layout
 - Like their burger menu
 - Again while too large, they do have a good content layout as it's not too overdone. So many smaller news sites cram 100 articles onto a page making them overwhelming on first glance
 - Suffer from the same thing we do... who and what are they? I don't get that upon landing on their home page
- <https://www.newyorker.com/>
 - Goes without saying
 - Big FULL featured article with topics at the bottom of the fold
 - They don't have to do ANY real work in terms of brand recognition so it's a tough analog to follow

News:

- <https://grist.org/>
 - Clean layout
 - Good use of color and modernity
 - Clean article structure and topics
 - Like how the menu minimizes and follows you down the page (would be a good feature AND have the ability to swap out various buttons/cta's etc.)
- <https://sfstandard.com/>
- <https://calmatters.org/>
- <https://www.sfgate.com/>
- <https://www.kqed.org/>
- <https://www.biographic.com/>
- <https://www.berkeleyside.org/>
- <https://wisconsinwatch.org/>

Other Orgs

- <https://www.audubon.org/>
 - A good balance between org, content and mission (though again, not really a "news" site per se)

Please let me know if you have any questions, thoughts, or concerns.

Best,
P

2 attachments



 **Style Guide - Guide - Palettes - Type - Rules (1).pdf**
3174K

Pao <paochiu@gmail.com>

Wed, Oct 8, 2025 at 9:17 PM

To: Patrick Brod <patrick@baynature.org>

Cc: Justin Chornenky <justin@chornenky.com>, emir demiraslan <emir.demiraslan@gmail.com>

Hi team,

Please take a look at round two of the wireframes. Edits were made per our discussion and Patrick's feedback.

Regards,
Pao

[Quoted text hidden]

 **Baynature_WIREFRAMES_RND2.pdf**
1801K

Patrick Brod <patrick@baynature.org>

Thu, Oct 9, 2025 at 9:12 PM

To: Pao <paochiu@gmail.com>

Cc: Justin Chornenky <justin@chornenky.com>, emir demiraslan <emir.demiraslan@gmail.com>

Thanks Pao!

I've sent this off to the team and will let you know if they have any questions or feedback. In the meantime I've compiled some of my thoughts/questions which you can find below.

Take a look and let me know if anything stands out or if you have any questions.

Best,
P

Overall Thoughts:

- Overall I like the direction
- Better focus overall
- I like the idea of modularity in that we can switch out various modules as need be.
- I love the idea of an Events widget
- I like the "featured author" widget as well, as I continue to reiterate that the stars of the show are the amazing journalists who make Bay Nature what it is
- I like the burger menu in that it seems robust enough for us to be able to swap things in and out
 - Would we be able to have imagery/buttons here? Just thinking about if we ever run promo's or sponsored sections/ads if we would be able to place them here

Changes:

- Obviously things in the menu are temporary and can be swapped out AND
 - Remove "Latest News" from the top menu and put it in the topics menu
 - Become a Member and Donate should be buttons
 - Become a Member is kind of a mouthful so if we can figure out a way to shorten it maybe "membership" just so it's easier to pronounce
 - I'm fine with keeping "sign in" at the top, though it doesn't do much

Questions:

- I'm guessing the little rectangle on the hero article would be the current magazine overlay?
- For the Latest News it would be great to have the ability to have small thumbnail images
 - It would space them out a bit and likely look a little cleaner
 - Imagery is typically more captivating in our world (great place to showcase our amazing photographs)
- For the article blurbs would we be able to customize how many words/sentences are previewed?
- On page 2 what's the first image?
 - We wouldn't want "renew" as that would be encapsulated on the "membership" page
 - We're Membership/Become a Member/etc. Not "subscribe"
 - Donate is fine

Wants

- Not sure how to do this but is there a way to have trending articles? Something as simple as the top 5 most popular articles of the week and or ongoing (not sure how it would/could tie into GA or if it would have to be done manually which would be doable) popular articles AND or they could just be our promoted articles. Food for thought.

[Quoted text hidden]

Pao <paochiu@gmail.com>

Fri, Oct 10, 2025 at 5:01 AM

To: Patrick Brod <patrick@baynature.org>

Cc: Justin Chornenky <justin@chornenky.com>, emir demiraslan <emir.demiraslan@gmail.com>

Thank you for your feedback - I was driving all day, so I'm just getting to this now. Justin and I will review in depth and answer all of your questions.

Best,
Pao

[Quoted text hidden]

justin@chornenky.com <justin@chornenky.com>

Fri, Oct 10, 2025 at 6:35 AM

To: Pao <paochiu@gmail.com>, Patrick Brod <patrick@baynature.org>

Cc: emir demiraslan <emir.demiraslan@gmail.com>

Hi Patrick,

I have a longer response in the works, but I did want to clarify that the navigation at the top of the second page is similar to what grist has. As you scroll the nav disappears, but we have a small donation / subscribe nav that appears. This would allow us to reduce some of the DONATE / MEMBERSHIP CTA in the main nav if you wished.

Best,

Justin

[Quoted text hidden]

justin@chornenky.com <justin@chornenky.com>

Fri, Oct 10, 2025 at 7:45 PM

To: Patrick Brod <patrick@baynature.org>, Pao <paochiu@gmail.com>

Cc: emir demiraslan <emir.demiraslan@gmail.com>

Hi Patrick.

Comments below in blue. Im travelling today, but have plenty of road time to get on a call!

From: Patrick Brod <patrick@baynature.org>**Sent:** Thursday, October 9, 2025 11:13 AM**To:** Pao <paochiu@gmail.com>**Cc:** Justin Chornenky <justin@chornenky.com>; emir demiraslan <emir.demiraslan@gmail.com>**Subject:** Re: Bay Nature Website - Wireframe Round 1 Review/Thoughts

Thanks Pao!

I've sent this off to the team and will let you know if they have any questions or feedback. In the meantime I've compiled some of my thoughts/questions which you can find below.

Take a look and let me know if anything stands out or if you have any questions.

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- I like the burger menu in that it seems robust enough for us to be able to swap things in and out
- Would we be able to have imagery/buttons here? Just thinking about if we ever run promo's or sponsored sections/ads if we would be able to place them here
 - Yes, we can add in a space for an ad. Is there a standard dimension you want?
 - Can you speak to your advertising requirements for the site again? It says you want them, but im not clear where or how or if they need to be integrated with some ad servering plugin

Changes:

- Obviously things in the menu are temporary and can be swapped out AND
 - Remove "Latest News" from the top menu and put it in the topics menu
 - We can do this, but I think you are better served leaving it on top, or even removing it. The homepage is a good place for latest news, and we have two spaces there for it as well as internal link to a list of all the latest news. I think the topic section is better reserved to immediately show the breadth of your categories. This is the meat of your site, and similar to Grist at a glance it tells the viewer what you are about.
 - Become a Member and Donate should be buttons
 - Become a Member is kind of a mouthful so if we can figure out a way to shorten it maybe "membership" just so it's easier to palace
 - I'm fine with keeping "sign in" at the top, though it doesn't do much
 - I'm hoping at somepoint, it will

Questions:

- I'm guessing the little rectangle on the hero article would be the current magazine overlay?
 - It isn't necessarily. It could be an icon, or a different color treatment. It was more to suggest that we would have additional visual indicator that t was the magazine
- For the Latest News it would be great to have the ability to have small thumbnail images
 - It would space them out a bit and likely look a little cleaner
 - Imagery is typically more captivating in our world (great place to showcase our amazing photographs)
 - A big part of the homepage (under the main article) is focused on latest news. All of those articles have images and are engaging. I would suggest not using the latest news widget at the top, and instead using events / single latest article / some other widget.
- For the article blurbs would we be able to customize how many words/sentences are previewed?

- Yes, there are two ways to do that. 1) We provide a specific field for a summary that is manually filled in
2) a preset number of words or characters
- On page 2 what's the first image?
 - We wouldn't want "renew" as that would be encapsulated on the "membership" page
 - We're Membership/Become a Member/etc. Not "subscribe"
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Wants

- Not sure how to do this but is there a way to have trending articles? Something as simple as the top 5 most popular articles of the week and or ongoing (not sure how it would/could tie into GA or if it would have to be done manually which would be doable) popular articles AND or they could just be our promoted articles. Food for thought.
- I will look into specifics for this. I'm sure there is a plugin, or possibly the search plugin we are using.

[Quoted text hidden]

Patrick Brod <patrick@baynature.org>

Sat, Oct 11, 2025 at 3:19 AM

To: justin@chornenky.com

Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Thanks Justin and Pao,

I'm still gathering feedback from the crew which is likely to be in on Tuesday morning (Monday's a holiday), but here's my comments in **GREEN**.

I've pitched this to the team as, while nothing is *fixed* yet, we have the limitations of WordPress and Newspack to consider (not to mention budget and time) and we don't have the funding to do a full rebrand makeover (e.g. turn the website into this: <https://emergencemagazine.org/> not that we would want to)

BUT, we can change:

- the headers
- the menu's
- the layout of the homepage for example
 - 2 columns (<https://www.hcn.org/>)
 - 3 columns (<https://grist.org/>)
- large article thumbnails vs just text
- 20 articles on the home page vs 10
- Etc.

Everything you see is placeholder, if we want 10 categories in the nav we can do that, if we only want "donate" and "membership" in the top nav we can do that as well, and all of that can and will be changed after we launch the site. Think of this as trying to get as close to ideal as possible, and from there we'll be watching how people use the site and making adjustments accordingly.

On Fri, Oct 10, 2025 at 9:46AM <justin@chornenky.com> wrote:

Hi Patrick.

Comments below in blue. Im travelling today, but have plenty of road time to get on a call! No worries, enjoy your road time!

From: Patrick Brod <patrick@baynature.org>
Sent: Thursday, October 9, 2025 11:13 AM
To: Pao <paochiu@gmail.com>

Cc: Justin Chornenky <justin@chornenky.com>; emir demiraslan <emir.demiraslan@gmail.com>
Subject: Re: Bay Nature Website - Wireframe Round 1 Review/Thoughts

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- I like the burger menu in that it seems robust enough for us to be able to swap things in and out
 - Would we be able to have imagery/buttons here? Just thinking about if we ever run promo's or sponsored sections/ads if we would be able to place them here
 - Yes, we can add in a space for an ad. Is there a standard dimension you want? No standard size pers, more of like are we able to have a "donate" button or our social icons+links
 - Can you speak to your advertising requirements for the site again? It says you want them, but im not clear where or how or if they need to be integrated with some ad servering plugin I can't recall off hand what plugin we use now (I'm on my home PC), but for all intents and purposes just standard IAB is fine. As we discussed previously Newspack has their own built in ad tech (not the right verbage but you get the idea): <https://github.com/Automattic/newspack-ads>

Changes:

- Obviously things in the menu are temporary and can be swapped out AND
 - Remove "Latest News" from the top menu and put it in the topics menu
 - We can do this, but I think you are better served leaving it on top, or even removing it. The homepage is a good place for latest news, and we have two spaces there for it as well as internal link to a list of all the latest news. I think the topic section is better reserved to immediately show the breadth of your categories. This is the meat of your site, and similar to Grist at a glance it tells the viewer what you are about. Either work, and I'm sure the editorial feedback that'll becoming in this weekend/Tuesday morning will address some of this. At the end of the day it doesn't truly matter at this point as we will be able to adjust and tweak post launch based on user behaviors.
 - Become a Member and Donate should be buttons
 - Become a Member is kind of a mouthful so if we can figure out a way to shorten it maybe "membership" just so it's easier to place
 - I'm fine with keeping "sign in" at the top, though it doesn't do much
 - I'm hoping at somepoint, it will You and me both

Questions:

- I'm guessing the little rectangle on the hero article would be the current magazine overlay?
 - It isn't necessarily. It could be an icon, or a different color treatment. It was more to suggest that we would have additional visual indicator that it was the magazine **Gotcha, makes sense**
- For the Latest News it would be great to have the ability to have small thumbnail images
 - It would space them out a bit and likely look a little cleaner
 - Imagery is typically more captivating in our world (great place to showcase our amazing photographs)
 - A big part of the homepage (under the main article) is focused on latest news. All of those articles have images and are engaging. I would suggest not using the latest news widget at the top, and instead using events / single latest article / some other widget. **Gotcha. For reference I was thinking about some of the sites I passed on below, in this case Grist where their "featured" column has some imagery to break up the wall of text in the middle column.**
- For the article blurbs would we be able to customize how many words/sentences are previewed?
 - Yes, there are two ways to do that. 1) We provide a specific field for a summary that is manually filled in 2) a preset number of words or characters **Sounds good**
- On page 2 what's the first image?
 - We wouldn't want "renew" as that would be encapsulated on the "membership" page
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 - Donate is fine

Wants

- Not sure how to do this but is there a way to have trending articles? Something as simple as the top 5 most popular articles of the week and or ongoing (not sure how it would/could tie into GA or if it would have to be done manually which would be doable) popular articles AND or they could just be our promoted articles. Food for thought.
 - I will look into specifics for this. I'm sure there is a plugin, or possibly the search plugin we are using. **That would be ideal, however it's fine if it's something we have to trigger manually. Our editors are on the back end of the site daily so it wouldn't be a problem I don't think... and if it were, I would be happy to swap them out weekly, no prob!**

[Quoted text hidden]

Patrick Brod <patrick@baynature.org>

Tue, Oct 14, 2025 at 9:36 PM

To: justin@chornenky.com

Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Hi Guys,

Happy Tuesday, hope you had a fantastic weekend. I'm still waiting on feedback from editorial which they've promised to get me today.

While we await that feedback, the ED has submitted his which I've pasted below. He was responding to the feedback I sent you initially but you get the idea. My response to him regarding his last point about mobile is: typically in wireframes/design we get the desktop first and then move into mobile so we don't have to dupe efforts. At any rate, take a look and let me know if you have any questions, meanwhile I'll keep hassling the editorial team and should have you something later today.

- Given the modularity of the design, I am not stressed about the initial look and feel. For me, this is about getting to Day 1.
- Love the Events and Featured Author widgets. Yes, please, to a notion of Trending Stories as an additional widget. Perhaps simply based on page views in the past 24 or 72 hours?
- The proposal does a nice job of presenting Magazine stories, online stories (i.e. "Latest News") and Events. What about past Events? Talk recordings, recaps from Hikes? In a sense, that is something of a newsfeed for us, too.
- I generally like the 2 menu structure, one based on our organizational story and one based on the story taxonomy we establish. #1 as Start Here > Magazine > Events > Membership > Donate. #2 as Conservation > Biodiversity, etc.
- On Page 2 at the top, I think of those buttons as Join > Donate > Log In > Search
- Agreed that Become a Member is a lot. Simply "Join" works.

- My big question is: When do we get to see something similar for Mobile? and the individual Story templates?
- [Quoted text hidden]

Patrick Brod <patrick@baynature.org>

Wed, Oct 15, 2025 at 1:11 AM

To: justin@chornenky.com

Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

As promised, here's the feedback from the editorial team. Keep in mind a lot of this has been addressed by other feedback but I wanted to send it your way in its entirety without filtering it down. Keep in mind as the editorial crew they have different goals than marketing/development. That's not to say anything they're saying is incorrect, just take part of it with a grain of salt. That being said Kate (or head online editor) has some web experience so I truly value her feedback and opinion.

Best,
P

I'll give you a chance to digest it and wait for any feedback. Happy to hop on a call to discuss later today or tomorrow.

- Mobile wireframes: 60% of our readers are on mobile - it cannot be an afterthought. Stories, I'm less worried about but also eager to see. Issue pages I'm genuinely excited about

ABOVE THE FOLD

- How modular will the homepage will be? Will we be able to mix up the homepage layouts, such as when we have a big investigation or new issue to splash out vs. when we are mid-cycle and want to show more breadth of stories? For instance - this week we are running an op-ed and I wouldn't want it to take over. But Unburned should have the whole page. Two stories above the fold is an awkward number of stories. I would like to see either ONE story that is huge above the fold - like Emergence or TNY is doing - or more stories (at least four, like in Sierra magazine). I think of this as the BREADTH or the BIG SPLASH approach.
- This layout seems narrow. What happens on wider pages? Does it go to three columns? Does everything just get bigger? What I don't want is to waste white space on the sides in a 2010s way. (See: the Atlantic does this well)
- The photos are pretty small given how few stories there are above the fold. (See <https://www.sierraclub.org/sierra> for nice example.) Can we eliminate some of the white space and make them bigger?
- Can featured images be vertical images? Videos? If so how would that change layout (particularly the vertical q)? Vertical featured images would make designing for mobile easier.
- Secondary stories above the fold should have photos—or at least subheds. I'm assuming this stuff is pretty modular and we can play with it. But I will say now it's a pain not having those because the headline has to function in too many contexts (with or without subhed; with or without feature pic).
- UNBURNED has one of the shortest headlines we ever run online (because longer headlines = better SEO). I want to see how our homepage looks with a variety of headline lengths including more typical longer ones. Will we be able to write alt headlines for query loops vs. what appears on the story page?
- What is the architecture behind the placement of Unburned above the fold - is that a space where either magazine or online stories can go or is it limited to a single mag story? And, what determines the label that says "BN magazine fall issue"? Could we change it to a category or another word, like "investigation"? What would display there if it's an online story?
- I'm not sold on the "Become a Member" and "Sign up for weekly newsletter" taking up so much space above the fold, especially if those also appear in the menus and pop-up and potentially the lower footer. Do we know which placements are working the best on our current website? Mainly I'd like us to be more strategic on where these things go, because real estate is so limited.
- Not sure we need dates on stories.
- Can we add reading time to stories? Useful for long reads. Not sure - just wondering for now.

ORGANIZATION / REST OF HOMEPAGE

- I'd want to mix up the layout of the stories in categories. Seeing list after list looks generic. What are the options?
- Generally @Victoria and I want to move toward treating the magazine like it's just another kind of collection of stories. Don't separate mag stories by default. But the collection on the homepage seems good.
- Will we have control over how many category groups we include? I want more - but I'm wary of locking us into more work. How are stories chosen for category sections—are they query loops or manually curated? Can we choose which approach?

- Will we have control over the category listed for each story? Currently we do not.

WIDGETS

- The events widget is great! I'm not totally against having it above the fold, but right now it's taking valuable real estate from stories. Since this is modular, I'm assuming we can move it down - and it could be real prominent.
- I like the featured author widget and would also move it down. We might want to try a row of featured authors, like Serious Eats (but smaller).
- Other widgets I'd like to see us try - Popular / staff picks / in season / recent iNat observations in our area.
- Can any widgets be sticky below the fold? For instance a "sign up for the newsletter" one.
- Let's get rid of the term "First Look" and just say "latest."

MENUS

- Homepage menu bars look pretty much like what newspack offers out of the box.
- **Way too much stuff at the top** and housekeeping links seem way too prominent. I'd like something more like <https://www.theatlantic.com/> but with the impulse-purchase menu added below. One way to tackle the top:
 - Latest
 - Newsletter (eventually to be plural)
 - Events
 - Join [button] (become a member seems long)
 - Search and burger icons
 - Move sign in and about us to burger? Most people are pretty trained at this point to look for these things in the top right and the footer.
 - Are people currently using our homepage donate and sign up buttons? (We surely have data on it at this point, right?)
- Lower menu should be more different stylistically from the upper one - it should be giving just "Oh by the way check this out!" so people don't think it's the main category menu (Doesn't need a thinline, e.g.). The current spacing is awkward. What is the six-square icon for?
- I like the general layout of burger menu, but only if the search actually works.
 - We'll need to fiddle with the actual links.
 - We might want more room for categories. Can we group them? Special projects, for instance.
 - Can we add images in the burger, like the Atlantic's "current issue"?
- Where is the menu with the three buttons ("renew" "subscribe" "donate") meant to appear? And why is the burger/search on it so squished? Wherever it is, that's a lotta buttons. If it's meant to be the sticky menu you see when you start scrolling, it's too fat (heightwise) and the burger should do more work.

Justin Chornenky <justin@chornenky.com>

Wed, Oct 15, 2025 at 1:20 AM

To: Patrick Brod <patrick@baynature.org>

Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Hi Patrick,

I'm available today after 6 pm, or we can jump on a call tomorrow afternoon. What works for you?

On Oct 14, 2025, at 3:11 PM, Patrick Brod <patrick@baynature.org> wrote:

[Quoted text hidden]

Patrick Brod <patrick@baynature.org>

Wed, Oct 15, 2025 at 1:21 AM

To: Justin Chornenky <justin@chornenky.com>

Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Let's do tomorrow morning!

[Quoted text hidden]

justin@chornenky.com <justin@chornenky.com>

Wed, Oct 15, 2025 at 4:04 AM

To: Patrick Brod <patrick@baynature.org>

Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Later is better for me. Can you do noon or 1 pm? Pao and Emir, you don't need to be on this call.

Best,

Justin

From: Patrick Brod <patrick@baynature.org>
Sent: Tuesday, October 14, 2025 3:21 PM
To: Justin Chornenky <justin@chornenky.com>
Cc: Pao <paochiu@gmail.com>; emir demiraslan <emir.demiraslan@gmail.com>
Subject: Re: Bay Nature Website - Wireframe Round 1 Review/Thoughts

Let's do tomorrow morning!

[Quoted text hidden]

Patrick Brod <patrick@baynature.org>
To: justin@chornenky.com
Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Wed, Oct 15, 2025 at 5:12 PM

I can make anytime work today (Wednesday).

[Quoted text hidden]

Justin Chornenky <justin@chornenky.com>
To: Patrick Brod <patrick@baynature.org>
Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Wed, Oct 15, 2025 at 5:54 PM

Ok. 1 pm would be great if you are available then.

On Oct 15, 2025, at 7:12AM, Patrick Brod <patrick@baynature.org> wrote:

[Quoted text hidden]

Patrick Brod <patrick@baynature.org>
To: Justin Chornenky <justin@chornenky.com>
Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Wed, Oct 15, 2025 at 6:08 PM

1pm works for me

[Quoted text hidden]

justin@chornenky.com <justin@chornenky.com>
To: Patrick Brod <patrick@baynature.org>
Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Wed, Oct 15, 2025 at 10:50 PM

Hi Patrick,

Here is the Google Meet info:

<https://meet.google.com/tuu-etsy-muu>

[Quoted text hidden]

justin@chornenky.com <justin@chornenky.com>

Thu, Oct 16, 2025 at 1:38 AM

To: Patrick Brod <patrick@baynature.org>
 Cc: Pao <paochiu@gmail.com>, emir demiraslan <emir.demiraslan@gmail.com>

Hi Patrick, comments below in blue. You can pass these directly onto key decisionmakers if that is helpful.

From: Patrick Brod <patrick@baynature.org>
Sent: Tuesday, October 14, 2025 3:11 PM
To: justin@chornenky.com
Cc: Pao <paochiu@gmail.com>; emir demiraslan <emir.demiraslan@gmail.com>
Subject: Re: Bay Nature Website - Wireframe Round 1 Review/Thoughts

As promised, here's the feedback from the editorial team. Keep in mind a lot of this has been addressed by other feedback but I wanted to send it your way in its entirety without filtering it down. Keep in mind as the editorial crew they have different goals than marketing/development. That's not to say anything they're saying is incorrect, just take part of it with a grain of salt. That being said Kate (or head online editor) has some web experience so I truly value her feedback and opinion.

Best,

P

I'll give you a chance to digest it and wait for any feedback. Happy to hop on a call to discuss later today or tomorrow.

- Mobile wireframes: 60% of our readers are on mobile - it cannot be an afterthought. Stories, I'm less worried about but also eager to see. Issue pages I'm genuinely excited about
 - Mobile is not an afterthought - wireframing the desktop version allows us to better determine the information hierarchy. With that said, we are not designing for mobile in the sense of leading with vertical images and stories. We can adjust this if this is something you want. We will need additional reference material from BayNature in terms of what you are looking for.

ABOVE THE FOLD

- How modular will the homepage will be? Will we be able to mix up the homepage layouts, such as when we have a big investigation or new issue to splash out vs. when we are mid-cycle and want to show more breadth of stories? For instance - this week we are running an op-ed and I wouldn't want it to take over. But Unburned should have the whole page. Two stories above the fold is an awkward number of stories. I would like to see either ONE story that is huge above the fold - like Emergence or TNY is doing - or more stories (at least four, like in Sierra magazine). I think of this as the BREADTH or the BIG SPLASH approach.
 - For the launch we are looking to have a single homepage design
 - The purpose of the wireframes is to help determine the hierarchy of the information that is presented to the viewer. We are currently working to show the breadth of the website content – this includes events, the quality of the authors, the existence of the magazine, recent stories, etc.
 - We rely on BayNature to determine if this hierarchy makes sense to you.
- This layout seems narrow. What happens on wider pages? Does it go to three columns? Does everything just get bigger? What I don't want is to waste white space on the sides in a 2010s way. (See: the Atlantic does this well)

- We will adjust this to 3 column

- The photos are pretty small given how few stories there are above the fold. (See <https://www.sierraclub.org/sierra> for nice example.) Can we eliminate some of the white space and make them bigger?
 - We can adjust size / weight of the photos vs the copy
- Can featured images be vertical images? Videos? If so how would that change layout (particularly the vertical q)? Vertical featured images would make designing for mobile easier.
 - Not currently. Can you send some examples of what you would like to see?
- Secondary stories above the fold should have photos—or at least subheds. I'm assuming this stuff is pretty modular and we can play with it. But I will say now it's a pain not having those because the headline has to function in too many contexts (with or without subhed; with or without feature pic)
 - It is definitely modular and can be adjusted. It comes down to a space (and attention) trade off. Thank you for pointing out that the headline does not exist in a vacuum – I had not considered that. The trade off we are looking at with regard to photos is how many articles can be fit into a specific area. When I look at other sites, I do not see subheaders for secondary stories. Would you like us to mock this up with included?
- UNBURNED has one of the shortest headlines we ever run online (because longer headlines = better SEO). I want to see how our homepage looks with a variety of headline lengths including more typical longer ones. Will we be able to write alt headlines for query loops vs. what appears on the story page?
 - Good call. We will provide larger headlines
- Will we be able to write alt headlines for query loops vs. what appears on the story page
 - Let us investigate – there are a number of ways for us to accomplish this
- What is the architecture behind the placement of Unburned above the fold - is that a space where either magazine or online stories can go or is it limited to a single mag story? And, what determines the label that says "BN magazine fall issue"? Could we change it to a category or another word, like "investigation"? What would display there if it's an online story?
 - The idea currently is that the primary story can be either Magazine or Digital, with the secondary story being the inverse.
 - We can handle the sub header however you would like. It can be an empty text slot that is filled out manually per article, or it can be a dynamic link that points to the full issue. I would recommend the latter.
 - Regarding online articles, options include:
 - Category cookie crumb, e.g.: **Science and Nature > Geology**
 - Side by side list of categories associated with the article e.g.: **Science and Nature | Geology | Exploration**
- I'm not sold on the "Become a Member" and "Sign up for weekly newsletter" taking up so much space above the fold, especially if those also appear in the menus and pop-up and potentially the lower footer. Do we know which placements are working the best on our current website? Mainly I'd like us to be more strategic on where these things go, because real estate is so limited.
 - Personally, I would rather see it here and removed from the top menu, but this is up to you. Especially in the case of the magazine articles, I like tying the option to subscribe in the same physical location.
 - I do not currently have this data. We will investigate

- Not sure we need dates on stories.
 - Something that I believe the current design fails to do is convey to the user the frequency of new articles. I don't think articles dates are necessarily the solution, but I want to bring it up. I think this comes down to messaging e.g.: News vs Latest News vs News This Week. It would be great if we can come up with a means to highlight (and set user expectations for) the frequency of publishing.

- Can we add reading time to stories? Useful for long reads. Not sure - just wondering for now.
 - There are a few different options for this, let me investigate and get back to you

ORGANIZATION / REST OF HOMEPAGE

- I'd want to mix up the layout of the stories in categories. Seeing list after list looks generic. What are the options?
 - Are you referring to the homepage here? If so we can add in some side scrolling sections similar to Sierra. Please provide any additional reference material of what you would like to see.

- Generally @Victoria and I want to move toward treating the magazine like it's just another kind of collection of stories. Don't separate mag stories by default. But the collection on the homepage seems good.
 - I believe this our current thinking. Magazine articles will appear in-line based on categories (or date) but will have some sort of visual marker to indicate the are from the Magazine. The goal is to keep these articles somewhat prevalent on the homepage, so as to drive interest and subscriptions.

- Will we have control over how many category groups we include? I want more - but I'm wary of locking us into more work. How are stories chosen for category sections—are they query loops or manually curated? Can we choose which approach?
 - Here is how Categories work
 - Articles can be assigned into multiple categories. One of those categories is flagged as the "primary"
 - Articles can be flagged as "featured" or given custom parameters such as "hidden"
 - Category sections (I am referring to a category index page) will display all articles in a given category. This is a category Query.
 - A Category section for the home page can be built however you want.
 - In general, something like "latest news" would pull the top articles based on date, and possibly category as well.
 - With many of our clients latest news only displays news articles that are also tagged as "featured" (e.g.: an Award, or announcement of VC funding)
 - if the news is evergreen / critical the query would prioritize any news labelled "sticky" and place it at the top.

- Will we have control over the category listed for each story? Currently we do not.
 - Yes – although I want to stress that determining a proper taxonomy and internal agreement on categories is important to avoiding chaos

WIDGETS

- The events widget is great! I'm not totally against having it above the fold, but right now it's taking valuable real estate from stories. Since this is modular, I'm assuming we can move it down - and it could be real prominent.
 - This is part of the overall discussion on what is the immediate take away you want from users

- I like the featured author widget and would also move it down. We might want to try a row of featured authors, like Serious Eats (but smaller).
 - Yes, we could do a scrolling row of featured authors
- Other widgets I'd like to see us try - Popular / staff picks / in season / recent iNat observations in our area.
 - Noted
- Can any widgets be sticky below the fold? For instance a "sign up for the newsletter" one.
 - Can you clarify "sticky below the fold" – do you mean the top slot after the main article? The answer is yes, either way.
- Let's get rid of the term "First Look" and just say "latest."
 - First look is a category of article. If all it means is "latest" can we delete the category? We can always determine "latest" by date

MENUS

- Homepage menu bars look pretty much like what newspack offers out of the box.
- **Way too much stuff at the top** and housekeeping links seem way too prominent. I'd like something more like <https://www.theatlantic.com/> but with the impulse-purchase menu added below. One way to tackle the top:
 - Latest
 - Newsletter (eventually to be plural)
 - Events
 - Join [button] (become a member seems long)
 - Search and burger icons
 - Move sign in and about us to burger? Most people are pretty trained at this point to look for these things in the top right and the footer.
 - @Patrick Brod let's discuss how you want to move forward here
- Are people currently using our homepage donate and sign up buttons? (We surely have data on it at this point, right?)
 - Will investigate
- Lower menu should be more different stylistically from the upper one - it should be giving just "Oh by the way check this out!" so people don't think it's the main category menu (Doesn't need a thinline, e.g.). The current spacing is awkward. What is the six-square icon for?
 - These are high level categories of the articles, the idea being to show the breadth of topics you cover. The six square icon pulls up a full list of categories
- I like the general layout of burger menu, but only if the search actually works.
 - Search will be much more effective. We are using an advanced search plugin that allows a lot of customization as to how search work, how it weights certain phrases, etc. Please note: To dial this in will require time and effort from BayNature. You have a lot of articles, many of which might need to be recategorized. The search engine will need ongoing tweaking to get the best results out of it.
 - We'll need to fiddle with the actual links.
 - We might want more room for categories. Can we group them? Special projects, for instance.
 - Yes, just let us know what you want
 - Can we add images in the burger, like the Atlantic's "current issue"?
 - Yes. We can also add larger (graphic) pull down menus for main menus.

- Where is the menu with the three buttons (“renew” “subscribe” “donate”) meant to appear? And why is the burger/search on it so squished? Wherever it is, that’s a lotta buttons. If it’s meant to be the sticky menu you see when you start scrolling, it’s too fat (heightwise) and the burger should do more work.
 - Yes, these appear when scrolling. Please consider the height and the burger icon as placeholder.