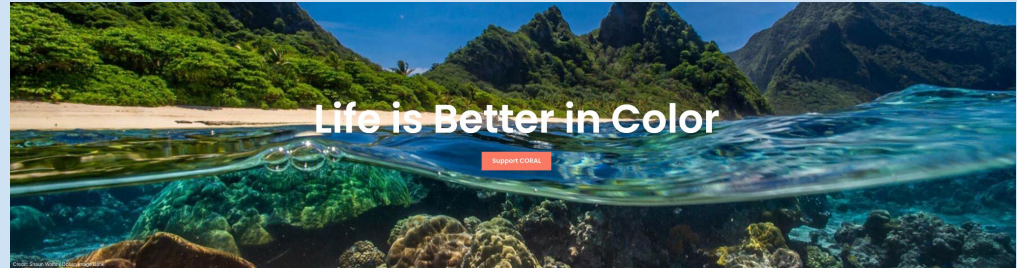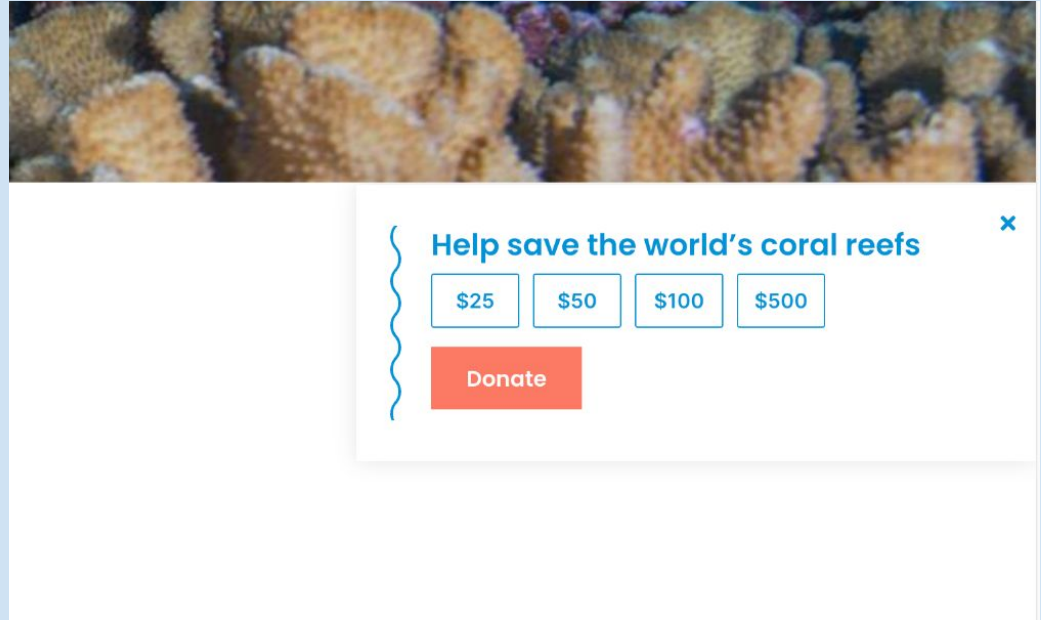# Coral Reef Alliance

Slideshow at first glance - quick and visual introduction to the organization, aesthetically pleasing as well

Incorporating a quick slideshow as the first thing that the "audience" sees allows provides quick context into the organization and what they do. It also adds visually as the bright colors are eye catching and add to the website aesthetically. It creates a happy feeling within the viewer, with photos of animals and nature.

Life is Better in Color

Support CORAL

Life is Better in Color

Support CORAL

Life is Better in Color

Support CORAL

Donation option in the corner - allows for the process of donating to be faster and "easier" to access

Implementing this kind of system allows for the donation screen to catch the audience's more. Since it's a part of the home screen, but isn't glaringly obvious, it still catches one's attention without distracting from the title screen as a whole.

Statistics - shows the impact of coral reefs, convinces the viewer

Statistics are always very useful to show impact and the extent of an issue. Using statistics is a really good method of compelling the viewer/audience to support their cause.

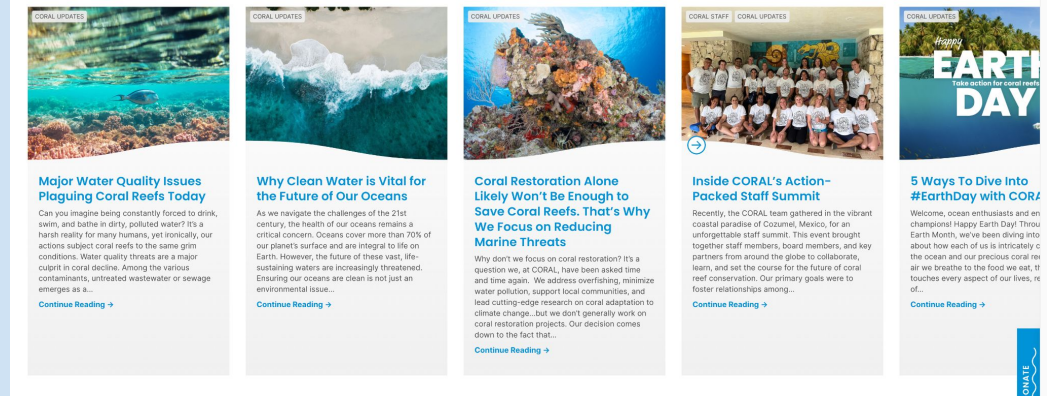| 25%	500M	$375B
of all marine life depends on coral reefs	people depend on coral reefs for food, income, and coastal protection	in services comes from coral reefs each year

Tagged articles - accessible resources

They included and tagged articles regarding their topic. This not only provides the viewer with accessible resources, but it also reveals the amount of knowledge the organization has on their topic/cause, which adds credibility. It also shows the passion of the organization, and how dedicated they are.

What we can learn...

I think that for us, we could also add more photos in the start page. We have a good amount of photos, but I think more could make the homepage even more eye catching! I really like their slideshow, and I think that could be really visually appealing as well as very effective in showing what it is we do at HOPEKCC. We could maybe (if we have it) add some statistics of maybe how many kids have been enrolled, and how many coaches we have, how many programs we have, etc! I think our website is really good as it is, but I think this would be really great to implement if we chose to do so!