Visual
research

tone, illustrations, colors, and typography

Was a reference I would use whenever I got stuck designing something

Who was I trying to speak to, and what is the best way to speak to them?

Site flow

How should my content should be presented to the user and in what order

I wanted the information to be presented in an interesting way but also effectively translate the gravity of the situation

I also wanted there to be a CTA in a sense, not just a description of the problem but also suggestions about how it can be mitigated

This portion of the project helped me clarify what my goals were and how it can be achieved through the content I present
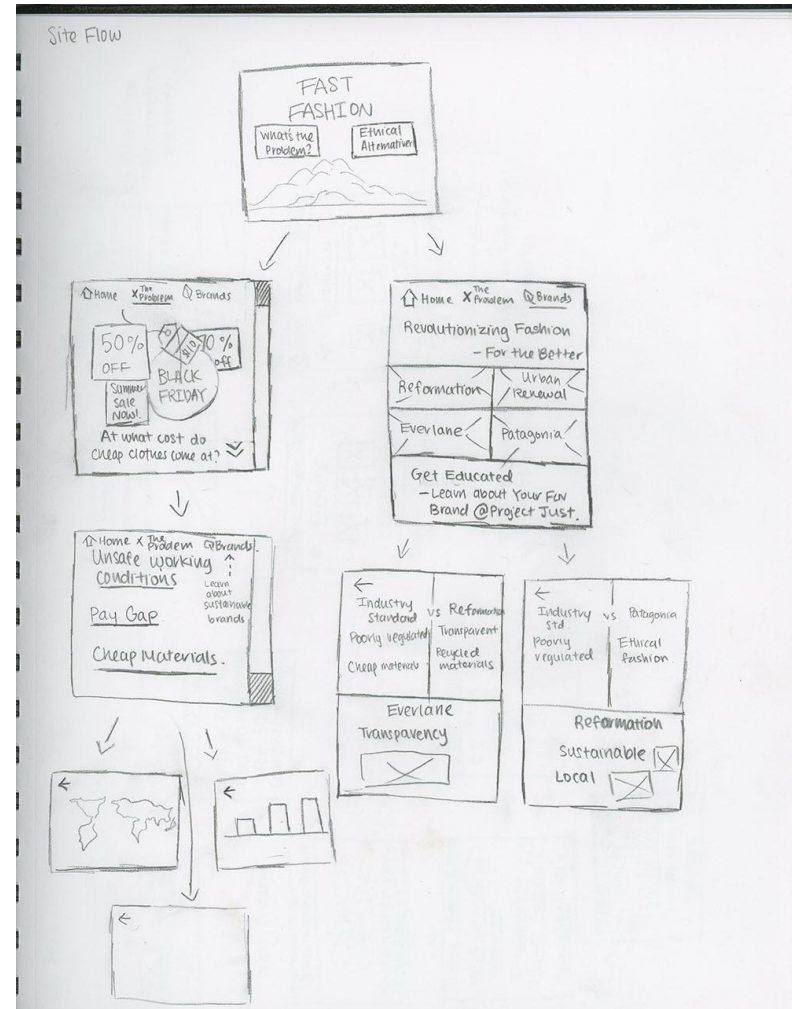
Comps

This is a combination of the content and visual styles that I had been exploring in the previous two steps

I ultimately chose the comp on the left because it was visually more eye-catching and had a greater sense of urgency