

ENSE271 - Activity 3: Customer Notes

Resources:

- Link external documents/information
- Link some of the resources to its topic/bucket

Home:

- Likes background picture
- Picture on picture (carousel on top of background image) is too distracting/confusing to look at - move or remove carousel if it adds no value, keep the background
- Mission statement is good, but add more information on general tasks/goals of the website
- Don't focus on publication pages, focus on more important topics
 - Connect webinars to something else
 - Include the separate page for events

Fundraising:

- Focus on fundraising strategies (how to organize fundraisers, etc.) - do what makes sense/is appropriate to the topic

Design

- Some text colours make it hard to read/see - use darker text, add a drop shadow, or have a background
- Likes the multiple colours
- Footer colour is off - refer to branding colours/visuals
- Make pages more consistent (font, blocks, colours, etc.) - use storytelling & organization pages as template for other pages
- Exclude irrelevant information