

# **Anglers Midterm**

## **Team Mariam and Kayla!!!**

### **Inspiration:**

<https://topnonprofits.com/lists/best-nonprofit-websites/>

<https://casefoundation.org/who-we-are/our-team/> - (for the Our Team page)

<https://www.orbitmedia.com/blog/website-footer-design-best-practices/> -

footer inspiration

<https://www.nashvillezoo.org/> - collapsing logo in nav

### **Tasks**

- 6 wireframes (can add more)
  - Home, About, Contact, Blog, Membership
- Continue to add to pros + cons (what we're changing and our logic for doing so)
- Ask Prof. Deluca if we can:
  - Remove newsletter/have current newsletter
  - Remove old past events (old announcements)
  - Have photos for "The Team" section on about page
  - Get missing dates on events page
  - Remove images from events page
  - Ask if they want to keep links
  - Remove sponsors' descriptions

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### **Important dates:**

Week 3:

- Web Development - Project 1 (Wireframes and folder structure)

Week 4:

- Web Development - Project 2 (Choose fonts)

Week 5:

- Web Development - Project 3 (Scaffold + Spec document)
  - Note: Scaffold must include CSS3

Week 6: MIDTERM DUE

- Web Development (Research)
- Digital Media Theory & Proj 2 (Low fidelity prototype)

Week 7: PRESENTATION!

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## **Creative Brief**

Project Summary (italicized are questions Profs. want answers to):

- **What is the basic overview of the project?**
  - Making a website for the TRAA, a “hands on” environmental organization that works with the surrounding communities to advocate for the health of the Thames River watershed and its inhabitants
- ***What is the primary and secondary objectives?***
  - Primary: Education
  - Secondary: Get members
- ***What are the long-term goals? (ASK MARCO)***
  - protect, enhance and regenerate a viable, multi-species, year-round fishery.
  - promote and participate in environmental clean-up, pollution control and rehabilitation.
  - breed, relocate and stock to re-establish or augment appropriate species of fish.
  - promote environmentally sound sport fishing practices.
  - form partnerships with community businesses, government agencies, special interest groups, landowners, and other stakeholders in the Thames River watershed.
  - increase public awareness of the unique diversity of the Thames River Watershed, its challenges, its recreational opportunities and its vital importance to our community.

## **Audience Profile**

1. ***Who is the target market (ex. consumers or businesses)?***
  - TRAA Members
  - Families

- Fish enthusiasts
- 2. What is a typical task the user might perform on the new site?**
  - Figure out what TRAA is about
  - Look at upcoming events + announcements
  - Become a TRAA member
  - Donate to the TRAA
  - Look at results of efforts

### Perception/Tone:

- 1. How do you want your target audience to respond to your new online presence?**
  - Happy to find information is easily accessible, motivated to participate in efforts, motivated to donate money
- 2. What adjectives can be used to describe the way the web site and company should be perceived? What are some specific visual goals the site should convey?**
  - Professional and well-organized
    - Reason: legit organizations = more reputable
  - Driven with clear goals
    - Reason: tangible and intangible factors to make people donate
  - Passionate about their efforts
  - Needing members and funds
  - Well-informed about issues related to the cause
    - Reason: makes people take their information seriously

### Communication Strategy:

- 1. What is the overall message you are trying to convey to your target audience?**  
***For example: cost effective, secure, reliable, efficient, etc.***
  - Reliable, passionate, professional, driven group
- 2. How will you convince them?**
- 3. What do the colour choices you made, communicate about the site?**
- 4. What typography choices did you make and why?**

### Competitive Positioning:

- 1. How you are different from your competition and the factors which will make you a success?**
- 2. How is your company or your web presence different from your competition?**

### Other things to consider:

- 1. What design considerations have you made for mobile users?**
  - 2. Budget?**
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Specific suggestions are listed with \*\*

## **Pros (Things to Keep)**

### *Home*

- Logo
- Most current announcements (Next meeting, merchandise)
- Nav (move position to top)
  - \*\* Change order (relevant things first)
- Tagline
- Mission statement
- Upcoming events stream
  - \*\* Make widget?
- Sponsors (ask Marco if we can get rid of descriptions)
  - \*\* Make pop up of thank you description on hover (would use article sectioning element)?

### *About*

- Concise, detailed goals
- History
- “The TRAA is not a fishing club” statement (“Who we are” statement)
  - \*\* Should be highlighted at top

### *Projects*

- Keep intro (“Hands-On Environmentalism”)
- Past projects are archived (not displayed on same page as current project)
- Current projects before past projects
- Read more about projects instead of listing everything
- Link Salmonid Monitoring program to archived pages
  - \*\* Show all links to all years, link to archived projects (phase 1, phase 2, phase 3 etc.)

### *Newsletters*

- Show history
- \*\* Make sign up newsletter buttons (at footer or on membership page)
  - Only if they have regular newsletters, ask Marco

### *Links*

- Somewhat functional
  - Most links listed in alphabetical order
  - Have description
- \*\* Maybe put footer with list of all links

## Contact

- Lots of methods of contact

## **Cons (Things to Improve or Remove)**

### Home

- Background (no repeating images)
- \*\* Only keep nice, large images (not 3 at the top)
- General Meeting have link to maps
  - \*\* Google map widget?
- \*\* Remove past events from homepage (unless blog)
- \*\* Move members to “The Team” section on about page
- \*\* Large footer w/ links
- Things get lost, put important notices at very top, large
  - \*\* Events feed with upcoming events (no past events)
- Membership link is lost, does not look like a link
  - \*\* Put in nav on page?
- \*\* Remove side nav
  - \*\* Add project notices at top (in carousel)
    - Fulfills primary and secondary goal: Why someone would join, why join why donate, educate public
  - \*\* Remove money image
    - Bad publicity, makes people think you’re after their money
  - Change entire design

### About

- \*\* Add past events as history on the page
- History is rich, should be presented nicely
- Important info is lost
  - i.e. entire purpose of association
- \*\* Missing a “The Team” section (take from Home)
  - Ask Marco for photos

### Past Events

- Very long
- Some posts have too many images
- Recent posts have few
- Missing dates
  - History of hatchery
  - Rainbow trout release
  - Steelhead tagging and monitoring end of season
- \*\* Combine hatchery posts in hatchery (project history)

- Hierarchy is non-existent/confusing

### *Projects*

- Tiny images
- Nothing about Komoka Creek Hydrological study
  - They need fundraising for it, but we don't know what it's about
- Brown trout project is lost in hatchery project
  - \*\* Put as "upcoming projects" on Projects page?

### *Newsletters*

- Should not be in main nav
- Outdated
- No current newsletter
- Not consistent with naming convention

### *Links*

- Confusing, vague name – rename to resources
- Ask if they **really** want to keep links

### *Contact*

- No logo next to facebook
- Facebook link should be on every page in footer, or side nav
- \*\* Replace email with contact form to prevent spam
- Snail mail image is unprofessional
- General meeting is redundant if listed at top of homepage
  - \*\* Still have something about general meeting, but make short

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## **Inspiration**

<https://squarefish.eu/about/> - the team section

<https://www.tvdsb.ca/en/index.aspx> - carousel + events calendar widget

<http://www.reactr.ca/projects> - project page + project archive