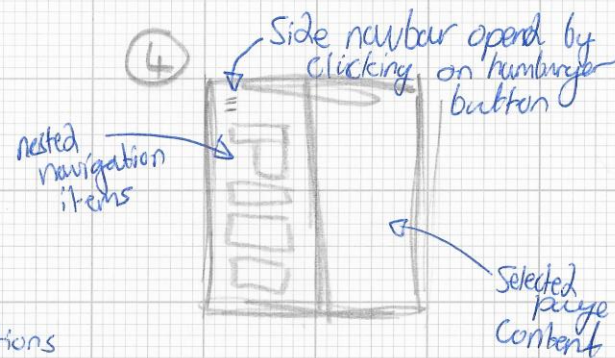
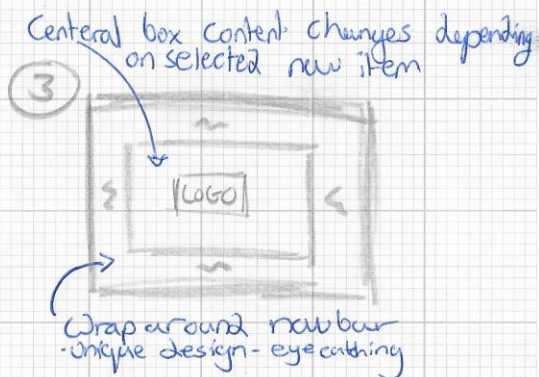
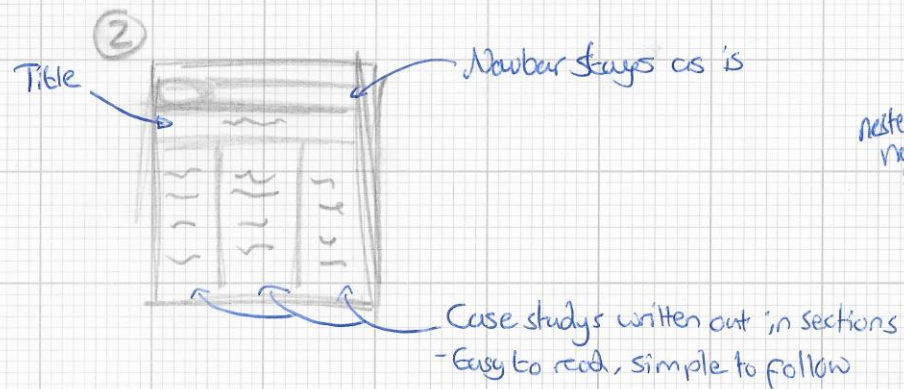
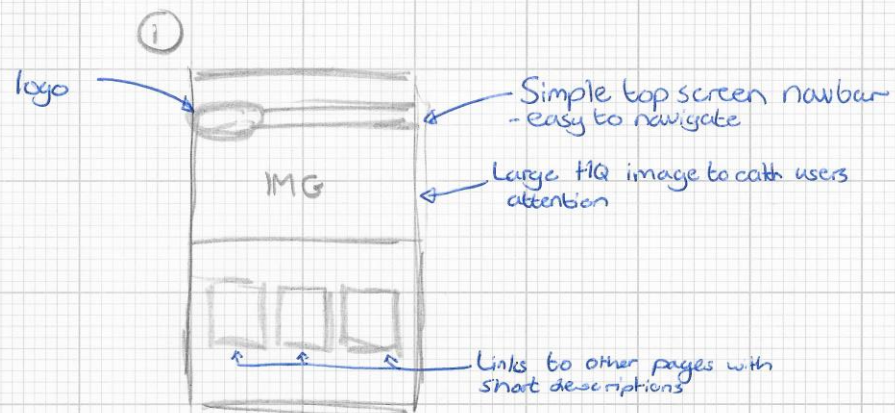
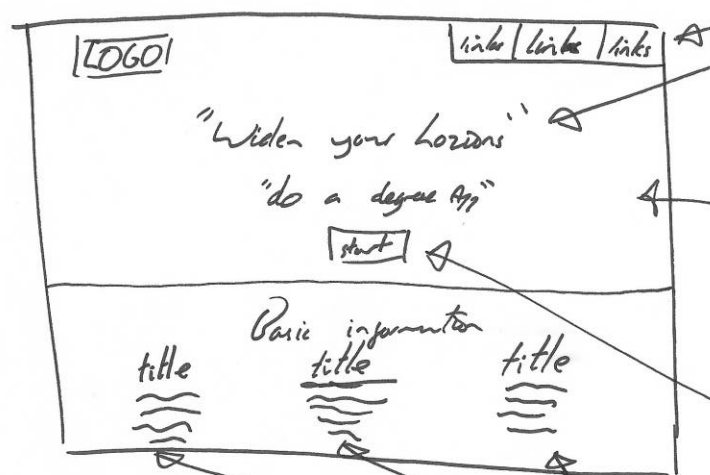


Appendix 1 – Low Fidelity Drawings



Screen 1



main title with statement

relevant background image

- computer stock photo
- some guy in safety specs
- a farmer doing a degree

button allows user to scroll down

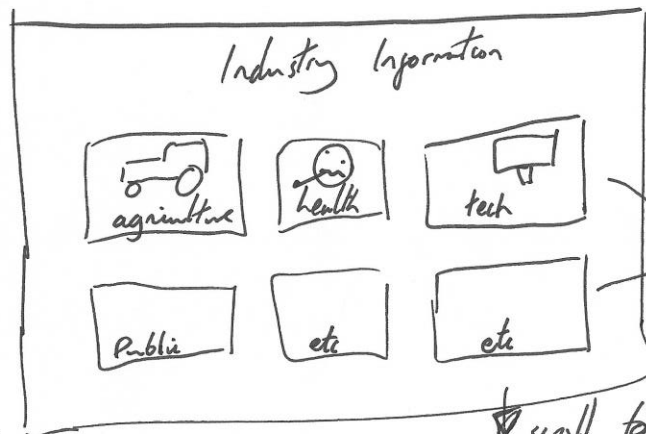
- clicking these reveals a menu to show more links



↓ scroll

information shown in short blocks

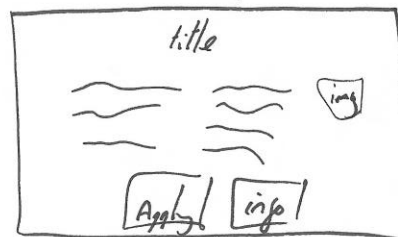
Screen 2



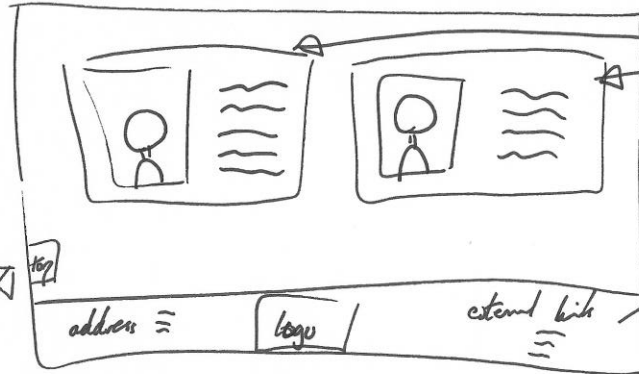
clickable cards w/ images

↓ scroll to see more industries

card expands to show further details/text



Screen 3

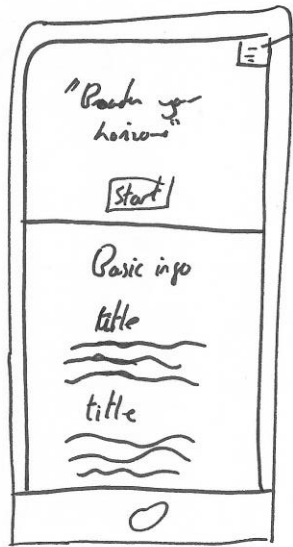


clickable case study cards

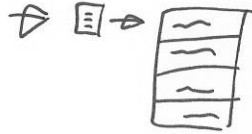
↳ click action opens card / shows a video

skin poster with minimal information

clickable button appears to allow user to return to top of page

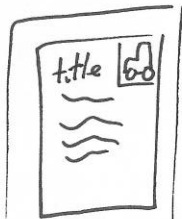


click menu
to expand links

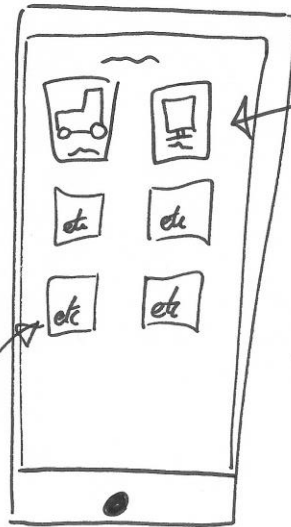


main content no longer
on 3 columns, instead it's
scaled to fit on a phone

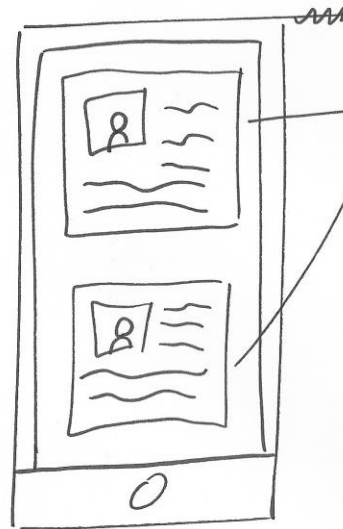
scroll
Action
to progress
pages



clickable
opens full
page



scroll
Action



case studies
on one column

saves space, simpler
for user to see
on a small screen