

# Customer Notes

## **Feedback about Activity #2 from meeting with IABC on *Mar 1, 2021***

- Jennifer thinks we should focus on new things on the main section on the Home page, rather than static information. About Us and Social Media should highlight on the Home page.
- We should make the navigation simple, less navigation options are better.
- Twitter is not needed on each page.
- For pages like events and careers, they do not want any static information but want member driven information.
- Liked our careers page.
- Would like to keep the search bar.

## Inspired by other teams:

- No many columns and blocks on one web page.
- Keep content in the web content section rather than many levels of hierarchy.
- Include anchors rather than new pages minimizing clicks.
- Social media can move to About Us.
- Would like to have content in a vertical manner( Z scan).
- Events have highlighted dates.
- The idea of having a “Get Involved” navigation option which will include sponsorship, volunteer, social media and blogs/Newsroom.