**Slide 4:**

In terms of the themes of the site we’ve decided to focus on 3 key areas:

Information Accessibility

Social Opinions

And Event Media

That is, we want to ensure that as much helpful information is available to students as they need it, without forcing them to search for it.

The social aspect of it that Blair spoke about earlier will be a major theme also: with the encouragement of users to offer their opinions and the promotion and schedule of student friendly events.

**Slide 5:**

So in order to maximise focus on these areas we have tailored our initial ideas on the layout of the site to be simple and user-friendly.

We’ve done this by keeping the orientation of the pages similar to a large number of existing sites, meaning users won’t have to waste time familiarising themselves with them.

For example the navigation will always be via a horizontal nav bar situated beneath the top banner with the rest of the pages split into sections below.