IABC Checkpoint Meeting 2

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Checkpoint 2 Goals

Outline

- Discuss solutions to streamline website navigation
- Propose options for web page layout

Focus

• Designing a solution for IABC Members

Current State of Navigation

- The state of the current navigation is complex
- The tree of navigation gets further complicated as you go deeper into the levels



Goals for Improving Navigation

- Streamline Navigation
- Create logical links between pages
- Reduce redundancy in options while navigating the website
- Allow IABC Members to locate desired information with ease

Proposed Navigation Solution - 1/3



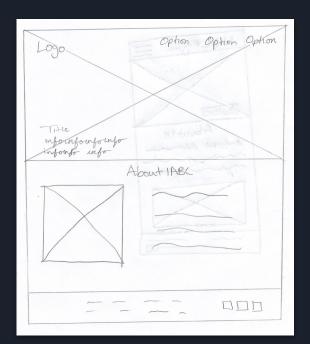
Proposed Navigation Solution - 2/3

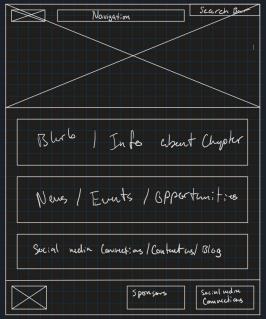


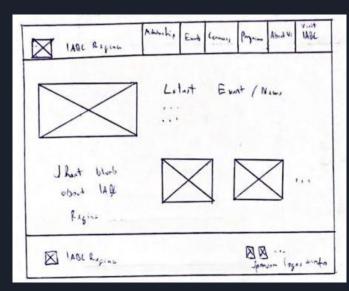
Proposed Navigation Solution - 3/3



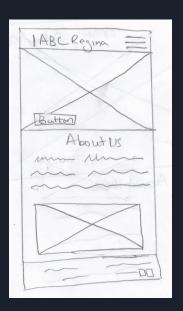
Home Page Layout - Desktop

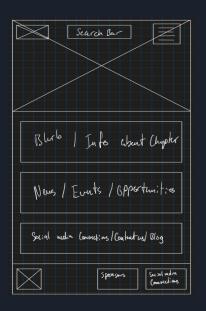


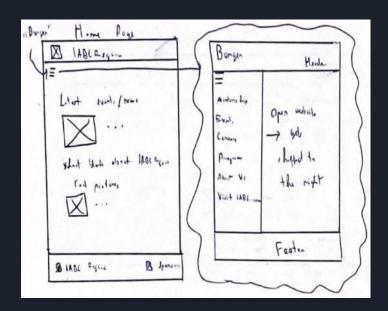




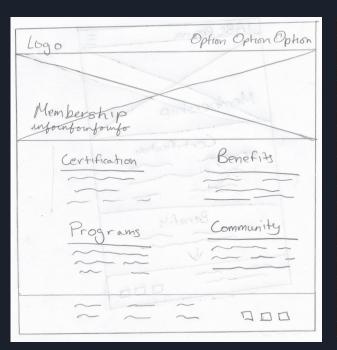
Home Page Layout - Mobile

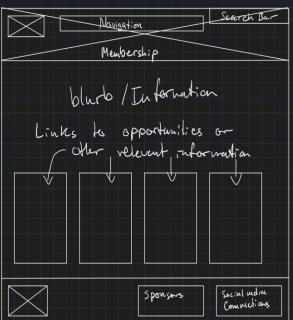


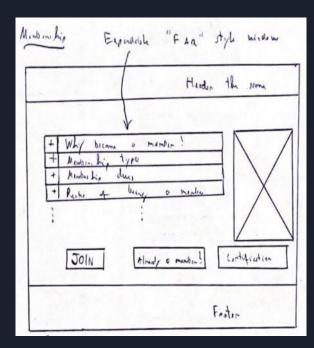




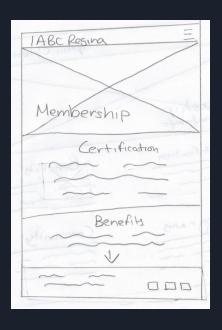
Membership Page Layout - Desktop

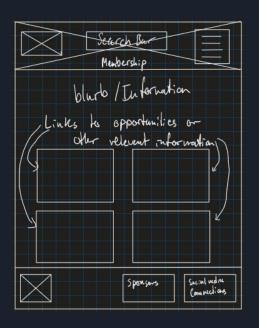


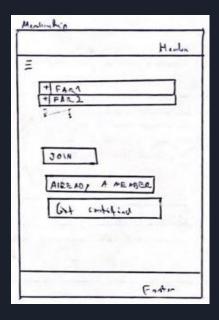




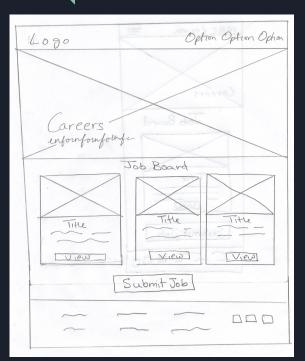
Membership Page Layout - Mobile

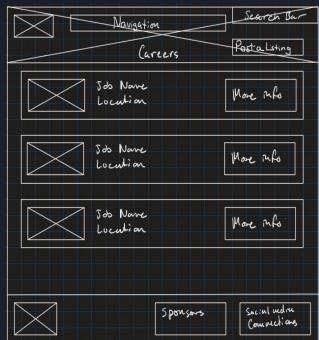


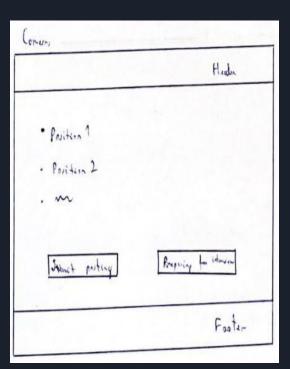




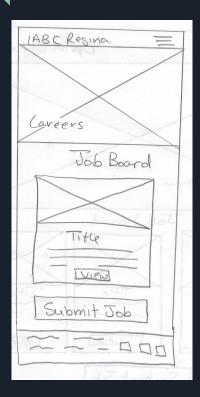
Careers Page Layout - Desktop

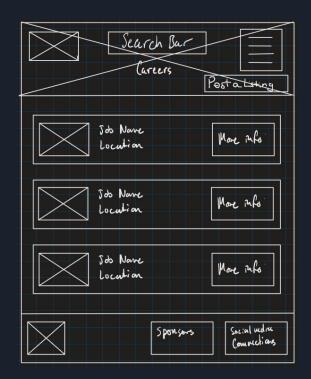


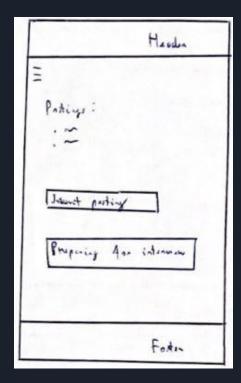




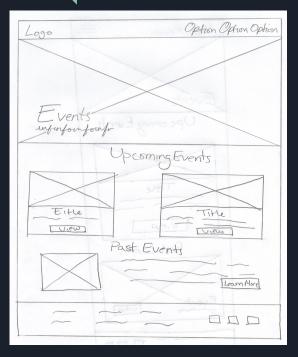
Careers Page Layout - Mobile

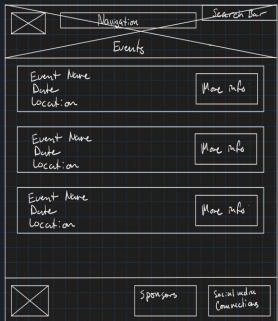


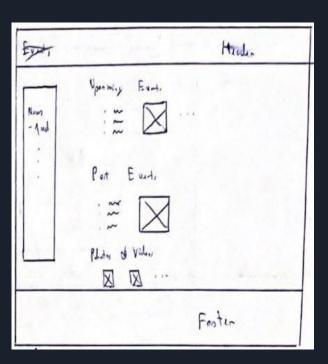




Events Page Layout - Desktop

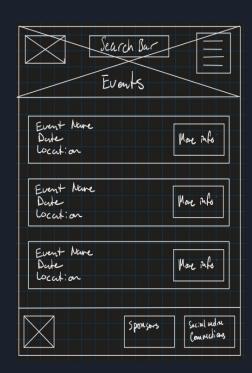


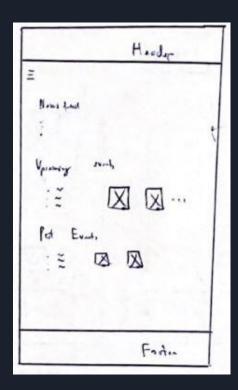




Events Page Layout - Mobile







Questions for you

- Do you believe we are on the right track? Where do you think the design could be refined / improved upon?
- Were there any aspects that you did or did not like throughout the presentation? Any concerns?
- Anything else that we might have missed that you were expecting?