

Summarised Customer Notes from Final Check-In

- Over all, Victor said that he liked our design
- For the home page, we could have made it more vibrant and warm, and the aesthetic design of the homepage felt a little bit cold
- It was a very good idea to use the taxonomies and tags for the filtration of the content of the site.
- The placement on the focus area pages was good
- The focus area pages had good format and had all of the necessary components
- For other sites:
 - It is important to have consistency across all of the pages
 - It is important to have different ways of representing visual data
 - There should not be too many clicks to get to the focus area pages and the impact stories
 - Having regions focus and infographics more up front on the landing page is a good idea
 - For content flow: it is good to start with interactive visuals and headlines, and then make your way to the long form content gradually.
 - The website should be clean and easy to navigate
 - The impact stories should not seem hidden and be one of the first things visible upon the user entering the focus area page
 - Key takeaways of the report should be front and centre on the landing page