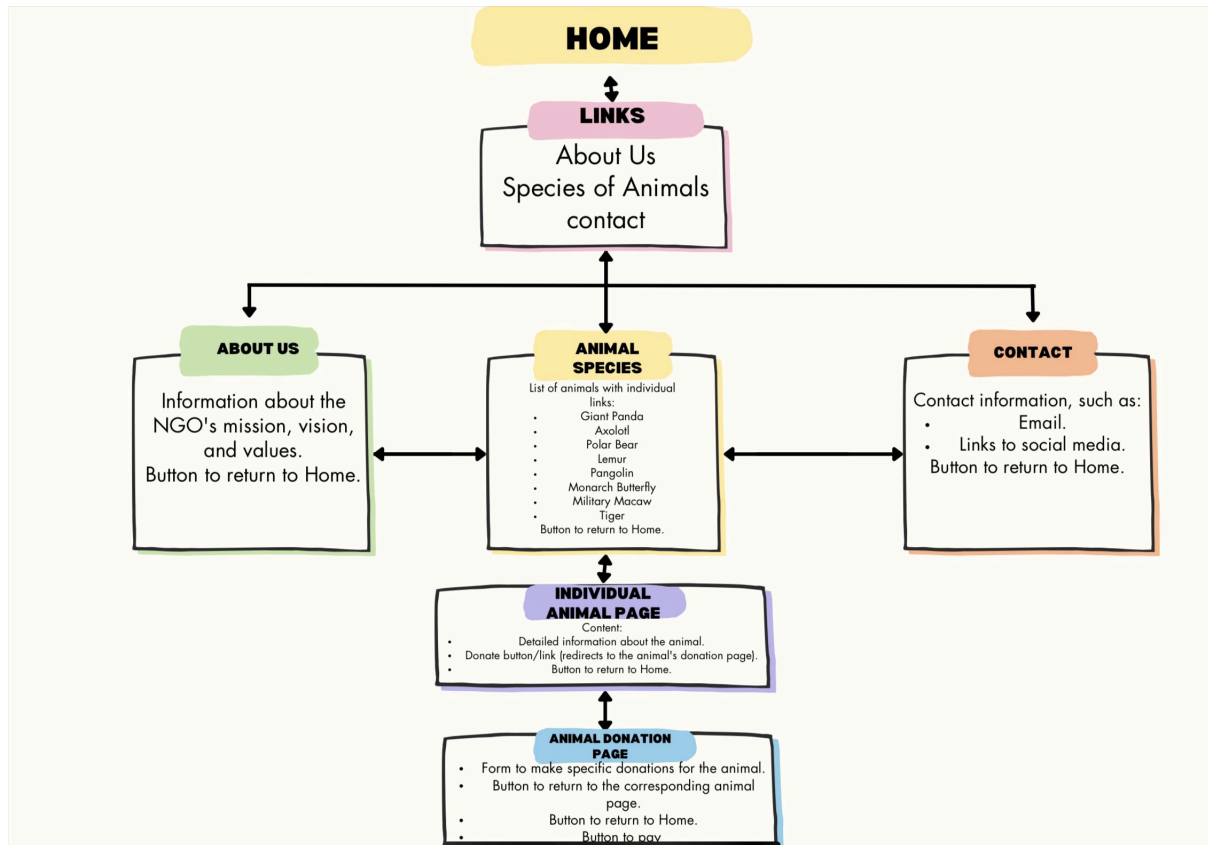


Content and Layout

Introducción



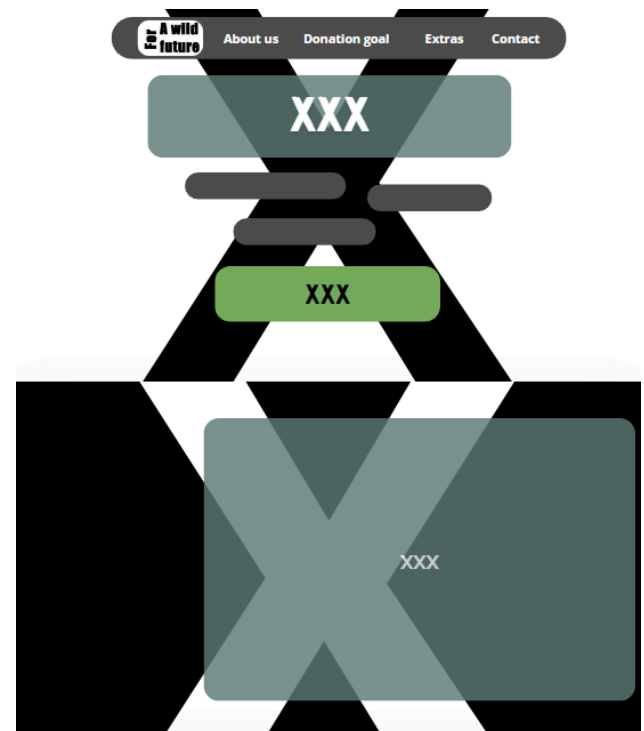
The purpose of our website is to reach many people to be aware of what is happening with animals today, and invite them to donate to help endangered animals.

Target audience

Our target audience would be adults and young people, since they would be ideal to invite them to donate and to raise awareness about what is happening in our fauna.

Home page

On this page, this is what the user will see. If we look closely, we can see several sections at the top. Let's start with the one on the left; this is the logo. When the user clicks on this icon, it will take them back to the same page. Next, to the right, we have the "About Us" button. When the user clicks on this button, it will direct them to a page that talks about us and our goals with this project. Moving a little further to the right, we will see a button that says "Donation Goal." When the user clicks on this button, it will take them to a page that explains our donation goals. Continuing further, we find the "Extras" button. When the user clicks on this, it will take them to a page where they can find extra information. Lastly, on the far right of the navigation bar, we have the "Contact" button. When the user clicks on this button, it will take them to a page where they can find our contact details.

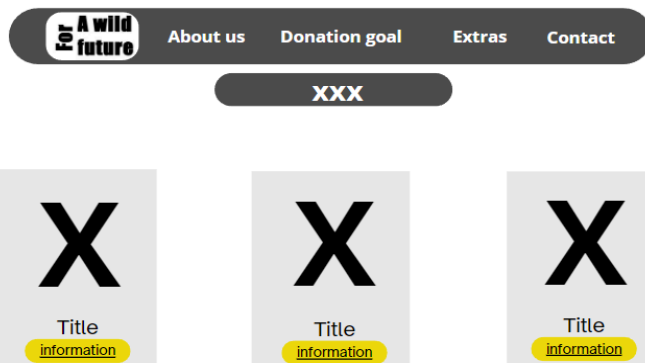


Below the navigation bar, they will see the title of our project, and if they scroll further down, they will find a donation button. By clicking on this button, the user will be taken to a page where they can choose an animal to donate to. Finally, at the very bottom, after this button, they will find additional information about our project.

The background will be of an image.

Fonts: Open Sans, Bobby Jones, Glaceal indifference

Text sizes: 76, 20, 42, 28.3



Donation page

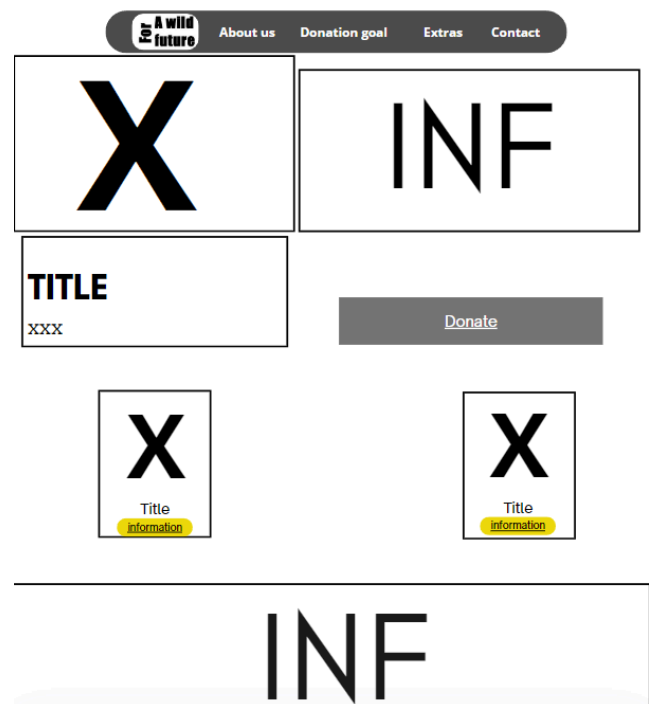
On this page, we find information about the animals you can donate to. If we look in the middle section, we will see three boxes. These boxes will contain an image, the animal's name, and a donation button. At the bottom, there will be information about the page, and at the top, you'll find the same navigation bar as on the previous page.



Fonts: Open Sans, Open Saucen
Text size: 20, 22.3

Animal information

On this page, the user will be provided with information about the animal they have selected. Below the navigation bar, there will be an image and details about the animal. Next, there will be the animal's title and a donation button that leads to the next page. Below the



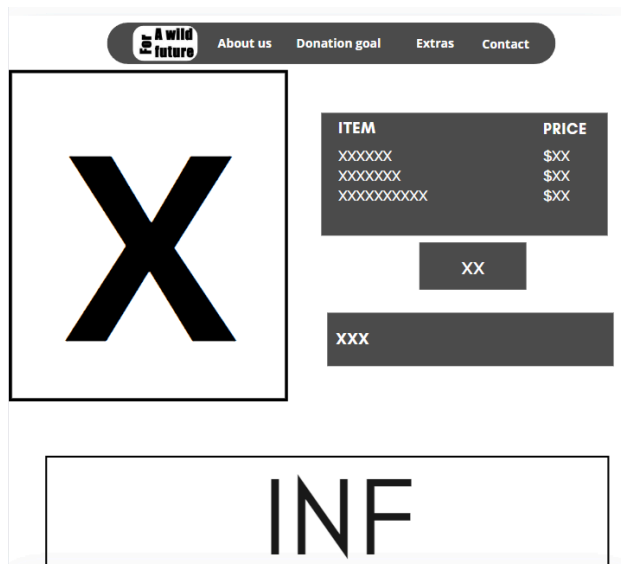
button, there are two boxes featuring other animals you can donate to. Finally, at the bottom, additional information will be provided.

This page layout will be repeated three times, as the idea is that data can be updated from an administrator account in the future.

The background will be black.

Fonts: Open Sans, Glaceal Indifference, Open Saucen

Text size: 20, 18.3, 48.8, 33.8, 24



Donation page

On this page, the user will see the prices and decide whether to donate or not. If we look more closely, we'll find an image on the left, a list of prices, a donation button, and at the bottom, information about the website.

This page layout will be repeated three times, as the idea is that data can be updated from an administrator account in the future.

The background will be white

Fonts: Open Sans, Glaceal Indifference, Open Saucen

Text size: 20, 18.3, 48.8, 33.8, 24

About us

On this page, we will talk a little about our project, future goals, and the purpose of our project.

The background will be a light gray color.

Fonts: Open Sans, Glass Antiqua
Text size: 20, 33.5



XXX



DONATION GOAL

On this page, the user will see our donation goal that we aim to reach with our project. If we look more closely, we will notice a box where the title of the page will be displayed. Below that, there will be a chart representing the donation goal we want to achieve, and finally,

we will have the general information about the website.

INF

The background will be white

Fonts: Open Sans, Glaceal Indifference, Open Saucen

Text size: 20, 18.3, 48.8, 33.8, 24