

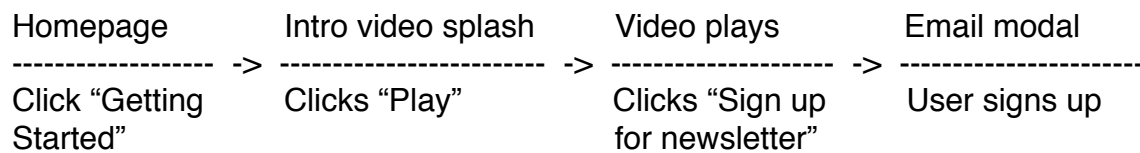
Learn to Sail Website

An online resource for people learning to sail featuring live-action and animated instructional videos and other editorial sailing content.

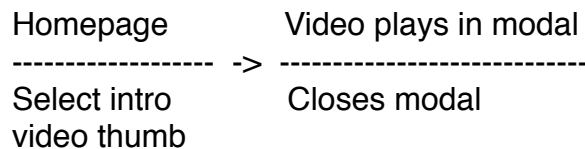
Calls to Action

1. Watch the intro video
2. Email list signup

User Flows (Shorthand)



This particular user flow incorporates both calls to action. Here, we want the user to watch the intro video and then be intrigued enough to sign up for the email newsletter.



We could also give users the option to choose a video directly from the homepage.

Card Sort Examples

[Card]

[Intro video]
[Sailing terms]
[Sailboat diagram]
[Simple tacking video]
[Simple jibing video]
[Docking techniques video]
[Email list sign up]
[Jeff's bio]
[About our sailboat, Voyager]

Note how specific the cards are--each card should represent a "chunk" of content--try not to think in pages. For example, these are too vague:

[Learn to sail] [About] [People]