

Design Brief: NAWS Website Redesign

Project Purpose

The main goal of this redesign is to improve the overall look, feel, and functionality of the NAWS website so it works better on all devices, especially mobile phones. The current site looks outdated, crowded, and is not fully mobile responsive. My goal is to create a modern, clean, and easy-to-navigate site that better reflects NAWS's mission while being accessible and user-friendly for all audiences.

Problems I'm Trying to Solve

- The current website isn't mobile-friendly and doesn't scale well to different screen sizes.
- The layout is cluttered, and the information is hard to follow or locate quickly.
- There is no consistent style, color scheme, or typography across the site.
- Navigation feels outdated and some links can be difficult to see.
- The homepage does not immediately explain what NAWS does or highlight calls to action like 'Donate' or 'Volunteer.'

Planned Changes

- Build the entire redesign with a mobile-first approach, making sure it works great on phones before expanding to tablets and desktops.
- Add a hamburger menu for mobile navigation to improve usability.
- Use consistent fonts, colors, and button styles across all pages to improve visual unity and readability.
- Improve layout spacing and structure for better scanning and flow of information.
- Highlight key calls to action with buttons and cards, including 'Donate,' 'Volunteer,' and 'Schedule Appointment.'

Site Structure Changes

- Clean up and simplify navigation (remove clutter and group similar pages).
- Add a Process page to showcase the redesign process and project research.
- Break long content sections into readable blocks using cards, grids, or collapsible sections.

Pages with New Design Templates

1. Home Page - Highlights NAWS's mission, services, and calls to action.

2. About Page - Tells NAWS's story and shows its mission and impact.
3. Services Page - Visually showcases each type of service offered.
4. Vehicle Donations Page - Clear donation form and instructions.
5. Contact Page - Organized contact info, hours of operation, and map.
6. Process Page - Includes narrative, site map, interface inventory, style guide, sketches, and mockups.