				wwF	Nature	NRDC	Charity Waters	International Living Future Institute	Stockholm Environment Institute
Slide Notes		Goals of CA	FEATURE	https://www.worldwildlife.org/	https://www.nature.org/	https://www.nrdc.org/	https://www.charitywater.org/	https://living-future.org/	https://www.sei.org/
Overview	Picked NGOs based on LT recommendations and prominence/global scale	identify what works, see how others solved our problems. Adhere to web standards	Hompage	Work organized with icons just below hero image and mission statement.	Large hero image. Simple primary navigation. CTA: Read Our Annual ReportScroll to find recent content including videos	Simple primary navigation with large dropdown menus. Scroll to find high profile campaigns	Site structured as a large storyboard. No frames, strong imagery and use of bright colors throughout.	Importance of structuring site on experience rather than categories of information	Content heavy. Large navigation structure.
Homepage Format	These two, similar layouts are used on all NGO sites we reviewed.	Show common elements of EHRD org sites, concentrating on homepage and navbar	About Us	Set in secondary navigation with long dropdown menu.	First item in primary navigation. Dropdown menu which includes a note about campaigns nearest to your location		In primary navigation. No dropdowns. Leads to page with short history and icons indicating statistics.	Primary navigation item with three submenus leading to numerous internal pages	Last item in primary navigation. No dropdown menus. Leads to text heavy internal page describing organization
	Discuss balance between web standards and design choices aimed specifically at IR users		Blog	Blog content show in asymmetrical content blocks on home page with titles and photos. Includes videos and a wide range of topics	Very large carousel towards bottom of home page with recent news and blog posts		Access to blog located in footer menu. Not a primary content area. Most of site seems to focus on static content	Recent post included in content section at bottom of home page	Home page contains several content sections of blog posts and recent news with different layouts.
	Design standards make it easier for the average user to navigate a site. Find what works best for us	Simple navbar	Our Work	First item in primary navigation. Dropdown menu with content divided into several categories. Link to overview of all work			No Dropdown. Leads to page with short description of How We Work and Where We Work. Followed by recent blog posts	Titled Programs, dropdown menu with dozens of programs listed in numerous categories.	Divided into eight content groups in a secondary navigation structure located at the top of the hero image
	Most important elements of homepage: mission (clearly articulate what IR does), CTA's, good design that encourages user to go deeper into the site	Blog posts spread throughout site	Donate	Orange Button directly right of primary navigation	Green button located in top right corner of site	Orange Button directly right of primary navigation.	Clear button to right of primary navigation	Orange Button directly right of primary navigation.	N/A
Homepage Case Studies	Nature Conservancy	Highlight what doesn't work for us and why	Publications	Site does not seem to contain scientific papers or publications	Found under Reports section of Our Work	Located in Science section located in submenu of How We Work	Site does not seem to contain scientific papers or publications	Located under Education and Events. Titled Research Reports	Site primarily focused on publications. Large amounts of content on site. Provides interesting filtering options
	International Living Future Institute (also charity water does this: storyboard with stats)	Importance of structuring site on experience rather than categories of information	Content Search and Filtering						SEI example. Good format, tagging, categories. But many different entry points, may be unnecessary
Top/Primary Navigation Review	Our Work: most important item, will help dictate structure of entire site: for all user types								
	About Us: crucial that it is easy to find, with important info about org: for all users, esp Potential Donors, Data Seekers	Avoid conversations about specific implementation and information architecture, and frame information within our user flows							
	Get Involved or How To Help: action based item. For Quick Summary Seekers and Potential Donors								
	Other: how more choices may make action more difficult to achieve								
	Make decisions about how to lead people through site: one way through the homepage, other way through primary navigation choices								
Content Areas									
Blog	Lots of ways to visually represent. Many types of content could be re-branded as "stories" including blogs, flood management, river guardians, etc								
Content Search and Filtering	SEI example. Good format, tagging, categories. But many different entry points, may be unnecessary								
Recap	Many new design concepts to consider and get up to date with global NGOs. We will take ideas from this analysis and pair it with ledas from our interviews and the user types we have created to begin creating a list of sol								