

Animal Liberation NSW

Website Redesign Wireframe Proposal

Current Homepage Information analysed

Use of Global Areas

The header is a primary space for information that a user will find useful no matter what section of the site they are on. Right now the information seems redundant once the user gets deeper into the site.

Content Spacing

Space is luxury. The lack of designed space for important information makes it harder to read.

Visual Hierarchy

Site visitors will be easily side-tracked and distracted due to the lack of differentiation of typography styles, images and good use of space to frame individual sections of content by it's importance.



Style Consistency

We will need to introduce a small style guide to ensure all future updates to content and graphic will be consistent.

New Content

As it is, there is a lot of outdated content on the homepage. It's important to implement a system through which Animal Liberation staff and website contributors can quickly and easily submit new content, keeping the website fresh and relevant to new and returning visitors.

Shop

The webshop takes up too much space on the homepage at the moment; as part of the redesign we're proposing a compact tile for the shop on the homepage, which will link to the webshop.

Proposed Information Wireframe

Some Improvements considered

Reduce clutter by only having high-impact, up-to-date, relevant content heroed

Space given to content in order of it's importance

Introduce a clear information grid structure to improve readability

Define a clear typographical heirarchy through the use of consistent font sizes

Animal Liberation Homepage Wireframe

1 Working to end the suffering of exploited and confined animals through legislation, consumer advocacy, action and humane education

2 Search

3 **1800 751 770**
Call to end unnecessary suffering

4 [y](#) [f](#) [t](#)

5 Home | Nav Item | Nav Item | Nav Item | Nav Item

6 **Campaign Title**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pretium ultricies odio, ut egestas risus gravida a. Nunc mattis vehicula ante, et

Find out more

<Campaign Based Imagery Goes here>

7 1 2 3 4 5

8 **Donate** >
Lorem ipsum dolor sit

9 **Get Involved** >
Lorem ipsum dolor sit

10 **Newsletter sign up**
Email
Submit

11 **Petitions** [View More](#)

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12 [Download](#)

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13 [Download](#)

14 **Shop** [View More](#)

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15 **Events** [View More](#)

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[Details](#)

16 **Vegan Starter Kit** [More](#) | **Promo Title** [More](#) | **Promo Title** [More](#) | **Promo Title** [More](#) | **Promo Title** [More](#)

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Section Heading Item 1 Item 2 Item 3	Section Heading Item 1 Item 2 Item 3	Section Heading Item 1 Item 2 Item 3	Section Heading Item 2 Item 3	Contact Details 132412341 Address Goes Here
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Note:

This is only a representation of information using boxes and NOT a designed webpage.

KEYS

- 1 - Logo Area with description
- 2 - Search Field (Site Wide)
- 3 - Animal Helpline Details
- 4 - Social Media Links
- 5 - Global Navigation
- 6 - Hero Campaign Promotional area
This area contains a preset number of campaign or promotional messages on rotation. It's an area where it can be tailored to campaign relevant design style, video or image.
- 7 - Hero Campaign Pagination
- 8 - Hero Donate Call to action Button with supporting description
- 9 - Hero Get Involved Call to action Button with supporting description
- 10 - Newsletter Sign Up Module (form)
- 11 - Petition Listings
- 12 - View More petitions button
- 13 - Download Petition button
- 14 - Shop Carousel Module
This module will have product images on rotation. This reduces clutter on the homepage and keeps shop content fresh and relevant for both new and returning visitors.
- 15 - Events listing with function to view more
- 16 - Secondary promotional tiles that drive users deeper into relevant pages of the website
- 17 - Footer containing site wide links. This will be used to direct users to a deeper page within the site once they get to the end of the page. This is also good search engine optimisation.