**WEBSITE REDESIGN: ILAN (current website:**<https://ilan-israel.co.il/index.php/en/> )

Best charity websites encourage donations and support, but also establish a strong brand image.

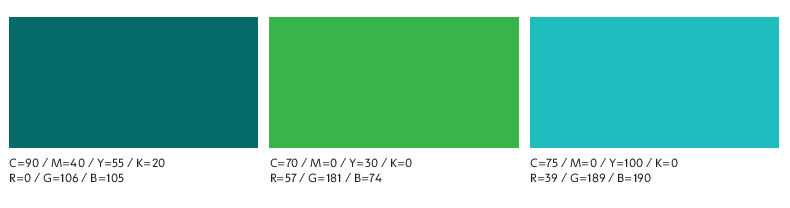
* Layout – intuitive, easy to navigate.
* Text – clear and brief explanation, understandable at a glance
* Images – show program in action
* Calls to action – power text that motivates and clear text that reveals donation destination (Support a Changemaker)
* People-oriented – images and stories of families helped on almost every page

1. **DESIGN VISION:**

* Design Vision:  
  Clean, easy to navigation, professional, friendly, caring, emotional outreach <https://water.org/> - emotionally moving, inspires giving  
  <https://www.rethink.org/> - Easy information access  
  <https://www.worldwildlife.org/> - great use of great images

<https://www.children.org/> - sharp focus

<https://www.battersea.org.uk/> - clear, effective in simplicity  
<https://www.samaritans.org/> - logo and site design in-sync

* Design Message: should echo slogan “HELPING PEOPLE WITH DISABILITIES”
* Design Elements – vital, dynamic, emotionally moving, people-oriented
* Font – neutral, friendly, professional
* Colors – these are their brand colors which we need to maintain, but we are missing contrast colors for links

1. **TARGET MARKET:** people with disabilities who need help and people with funds to donate to help them.
2. **SITE GOAL:** brand awareness, market services, raise money
3. **SITE STRUCTURE:**

* **Navigation Bar:** About, Programs, Rehabilitation And Sports, Rights Realization, News, Contact Us
* **Homepage:** See below

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| --- | --- | --- | --- | --- | --- | --- |
| CTAs SOCIAL MEDIA | | | | | | |
| LOGO | NAV BAR | | | | | |
| **MAIN IMAGE** Slogan: a good life for everyone, like everyone  *LINK: Donate to help us help them*  NEWS SCROLL TICKET --------------------------------------------------------------------------------------🡪 | | | | | | |
| (WHO WE ARE) | | | | | | |
| “About us” Teaser Text  *LINK* | | | | **IMAGE** | | |
| ( WHAT WE OFFER YOU) | | | | | | |
| **IMAGE**  EDUCATION ILAN works to impart education and knowledge to people with disabilities and operates the dedicated campus …. | | **IMAGE**  SPORTS AND REHAB ILAN encourages people with disabilities to play sports and find new strengths in themselves… | | **IMAGE**  RIGHTS REALIZATION ILAN promotes policies concerning people with physical-motor disabilities, promotes their rights, … | | **IMAGE**  COMMUNITY INFRASTRUCTURE ILAN owns the association's houses all over the country,  rehabilitation day centers,… |
| TEXT: Even people with disabilities can be with everyone, like everyone  DONATE BUTTON: Don't leave them behind | | | | | | |
| NEWS  1  2  3 | | | MAP OF BRANCHES | | | |
| CONTACT FORM | | | | | | |
| ABOUT US | | | SOCIAL MEDIA | | CONTACT DETAILS | |
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