Ride to the Edge: Website Brief

# Desirable Website Content

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| Home Page | * Large Ride to the Edge banner displayed at the top on a vibrant background * A zoomable map of Australia which is tracking our bikes by GPS. Our progress should be highlighted as we go * Donation target and total funds raised represented by a bike on a horizontal sliding scale * Our two most recent Journal entries * A brief outline of what beyondlblue do and links to their website |
| Journal | * Reference stage.www.ridetotheedge.com for journal layout |
| Riders | * A range of photos of both Damo and myself * A bio written by a third party * A paragraph or two written by us explaining our motivations for going on the trip and our selection of bike |
| Supporters | * Visually tiered supporter structure. Major supporters at the top, with the largest logos, and moving downwards depending on contributions made |
| Contact | * Phone and email contact for general/donation enquiries * website, facebook, instagram, etc, info * Beyondblue contact info |

# Desirable colours

* I would like the aqua blue and bright pink colours from the small logo together in small amounts to create bold contrast.
* A bright, vibrant colour scheme for the homepage and banner will help attract attention

# Broad elements

* I want to create the feeling of adventure when a user visits the website. I would like it to feel like a command centre of sorts, a place you go as a point of reference for the journey
* The layout should have ample spacing between blocks of information to make discerning things easy.
* Content blocks should be off-centred from one another to break up the information (reference **stage.www.ridetotheedge.com)**
* Static background that is comprised of a relevant photo that is lightly shaded over so as not to detract from the main content

# Font selection

I would like the font to be easy to read and something that will scale down nicely for mobile devices.

# Websites I like

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| Site | Elements I like |
| www.greatrideofchina.com | * Highly contrasted colours * Useful and interesting information on the homepage that is easy to decipher * Command centre feeling |
| www.nathanmillward.com | * The sides of the pages are clutter free, and information is centralised. Its very clean. |
| stage.www.ridetotheedge.com | * Off-centred content blocks |
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