

Issues with WWF Webpage - From First Scan

Navigation Bar

- 1) Could include more sections
 - ie. about us, buy your tickets, etc
 - this may make things easier to navigate for the user, and better informs them
- 2) Cart could be included in Navigation Bar
- 3) Section Labels
 - current labels are vague and could be misleading (ie. 2022 vs 2022 Itinerary, Support (Sounds like Customer Service) vs Support Us)

Homepage

- 1) Large Image
 - May be better to accompany with a quick summary of the festival, to encourage users to explore website
- 2) Activity Introductions
 - Include heading for Mentorships, Writers' Craft Classes, etc, this section comes out of nowhere and has no explanation for it, only someone familiar with WWF will understand what this section is about
- 3) Full Schedule Button Wording
 - Button can be more descriptive as to what it does (ie. View 2022's Festival Itinerary)
- 4) "Who will be your guide?" Section
 - This section also comes out of nowhere and it may be nice to include some intro about who these guides are and what purpose they serve in the festival
 - We could make each artist link to writer's bio
 - Instead of including writers of that year, we can include Popular writers for THAT year, AND previous years
- 5) "Get Your All-Inclusive Pass"
 - Doesn't seem related to the Guide section, can be left till the end once user has explored the overview of WWF
- 6) Message from Creative Director
 - Could be under an About Us section instead
- 7) Inclusion of Donors and Sponsors
 - Maybe move this page under support?
 - Or instead, make sections more compact on the Homepage?

2022

- 1) Heading for the itinerary section
 - Should be more specific
- 2) Format of Itinerary Entries
 - Make Price Bigger, Include location (link to google maps maybe?), images of writers, time, etc)
- 3) Excluding Ticket Info
 - Exclude Info and move it to a tickets page, maybe during activity purchase promote the all-inclusive and essential festival pass instead?

Writers

- Nothing problematic here

Past Years

- 1) What is the purpose of including past years?
- 2) Past year itineraries include option to buy tickets still

** Determine the key info we want to display on these itineraries after determining its purpose (ie. do we want to include location, time, price, authors, etc for past itineraries)*

Support (Donate)

- 1) Donation Buttons
 - Could be block buttons instead of radio buttons so everything is aligned horizontally
 - Could include the option to donate "Other"?
- Total at the bottom of the form?
- Could include "Thank you Donors" message here
 - Maybe split up the webpage into two? One into a donation form, other into a thank you Donors form?
 - Otherwise, split page into two columns, one side is donation form, other side is a slideshow of donors

Support (Sponsors)

- 1) Change title to Become a Sponsor
 - As page only highlights that and not the actual sponsors themselves
- 2) Our sponsorship promise and vision
 - This could be at the top as it quickly informs user of page's info
- 3) Wild Writers Event Sponsorships
 - Is messed up, last items has been pushed down, need to fix organization of this section
- 4) Wild Booklovers Sponsorships Font Weight
 - Need to match description's font weight to previous sections
- 5) Layout of Wild Author Sponsorships section
 - Need to match this section with Booklovers Sponsorships and Event Sponsorships

Shop

- Nothing urgent here, maybe include price of each book

Cart

- Cart could be inline with navigation bar

Footer

- Footer could be smaller so page isn't as long
- Instagram Link is not working

Other Recommendations

- Have chart comparing all inclusive and exclusive pass
- Have past donors displayed in columns and colour coated
- Workshops and masterclass could include search buttons & small descriptions
- Same star night header makes pages look and feel the same
- Need colour palette that represents WWF and use it throughout site
- Include more visuals, graphics related to our authors WWF theme to make site more appealing to first time users
- Could mention New Quarterly's association somewhere, as all social links lead to us, and this may be confusing for new time users who expect it to lead to a WWF social page
- Include WHERE festival takes place

Potential ReDesign

New Navigation Bar: Home, About Us, 2023 Itinerary, 2023 Writers, Past Years, Support Us, Buy Tickets, Shop

Home

Goal: To give new users, and old users a quick overview of WWF, its purpose, the experience it offers, and thank its sponsors/donors. This page should be exciting and convince a person this is a great festival.

Includes: small blurb about the festival and its purpose, includes some photos of the festival, mention that it's open to all, writers we're excited about this year and what they'll be leading, include list of activities for this year with description, past famous authors, and at the bottom, slideshow of our sponsors/donors

About Us

Goal: To inform users about our history, and who is behind the festival. Helps build credibility for users, and helps build trust.

Includes: A History of the Festival from beginning to most recent, Creative Director Message, Board of Directors, & Staff

2023 Itinerary

Goal: To give users an indepth look at this year's itinerary, includes price of each event, location, the writers leading the event, and a description of the event itself

Includes: A breakdown of this years activities with dates, prices, locations, and authors all laid out - it will also include the option to purchase tickets for these activities, bottom will include link to tickets page which promotes our passes

2023 Writers

Goal: To give users information and access to all our writers for this year

Includes: Each writers bio, (maybe the event they are leading), and links to their socials

Past Years

Goal: To give users insight about what we've done in past years, and gives them the option to see previous years livestreams as well.

Includes: A list of authors for each year and the itineraries

Support Us

Goal: To highlight our supporters such as sponsors and donors (split into two pages) and encourages people to become involved

Includes: (Donate) A list of our donors and each tier as well as a donation form
(Sponsors) The importance of sponsors, perks of being a sponsor, the different types of sponsorships, and contact info to become a sponsor

Tickets

Goal: Allows users to view ticket prices and passes, and lets them purchase tickets as well

Includes: A breakdown of All Inclusive Festival Pass vs Essential Festival Pass, and beneath the list of events you can purchase by adding to cart

WWF Live: Lets users view the live streams they purchase for the festival

Cart: Will let users look over the items they've added to their cart, and lets them purchase it (this will only include tickets)

Footer: Includes links to the New Quarterly, Social Media Links, Contact Us Form

WWF Colour Palette:

WWF Typography: