

Wingmate's *website simplicity framework*

FOR BUILDING EASY TO UNDERSTAND WEBSITES



Top level pages

LINKED FROM MAIN NAVIGATION MENU

Simplest info that an **8 year old** can understand if explained correctly
- e.g. problem statements, business info, offer info

Mid level pages

LINKED FROM INSIDE TOP LEVEL PAGES
AND NAVIGATION MENU DROPDOWNS

More complex info that a **16 year old** can understand
- e.g. product capabilities & features, industry specific info

Low level pages

LINKED FROM INSIDE MID LEVEL PAGES

Most complex info that a **field expert** can understand
- e.g. tech specs, tech notes, technical documentation