newventure

Website Redesign **Pre-Proposal**

Presented to:

David Lafleur, Chief Administrative Officer

NATIONAL
BASKETBALL
PLAYERS
ASSOCIATION
FOUNDATION

DECEMBER 3, 2018

cheryl@new-venture.com

646.481.8708

www.new-venture.com

WHAT'S ON THE COURT

3-Web Page Audit: NBPAFoundation.com

New Venture's Redesign Approach

Website Wireframe Concept
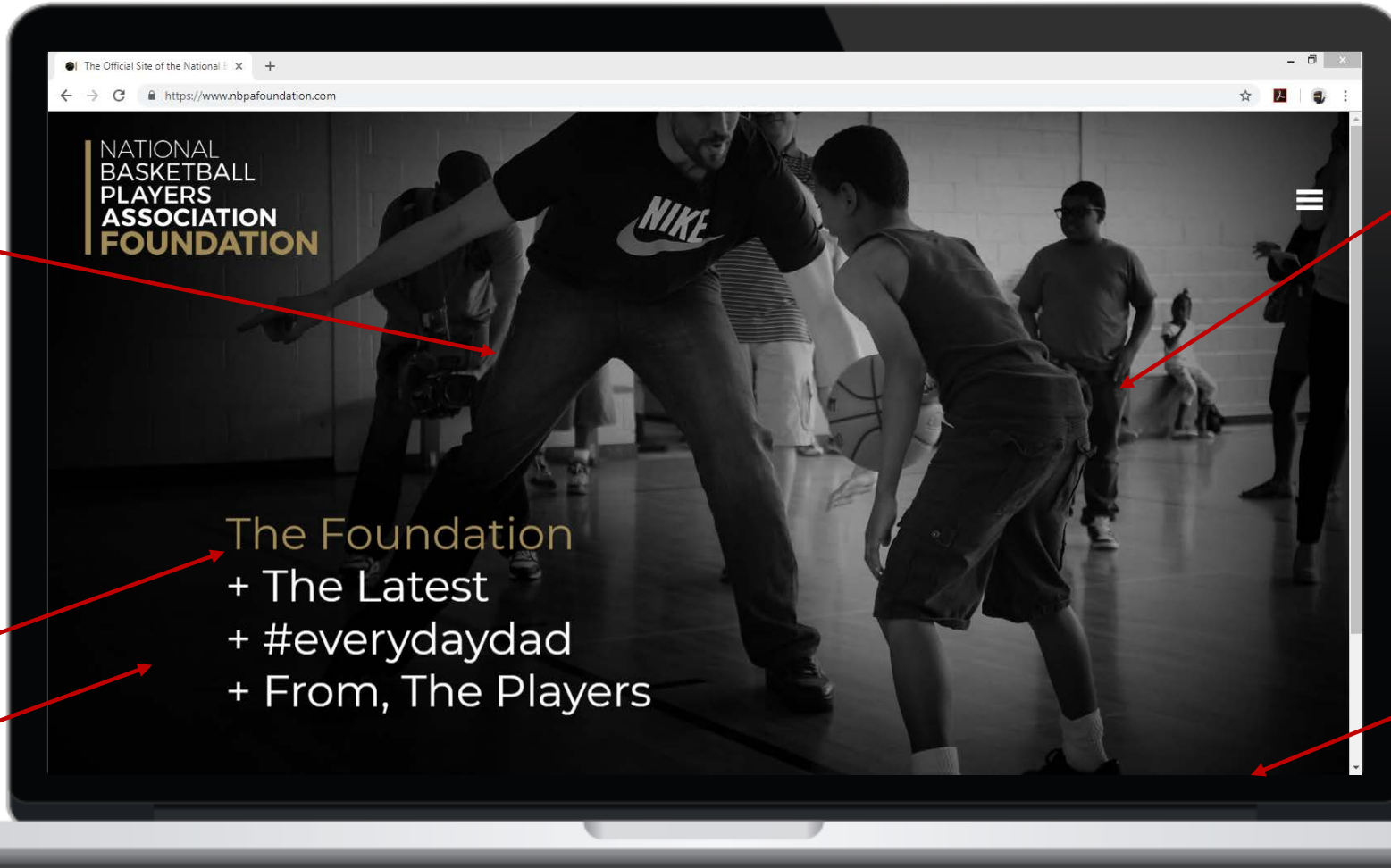
Sample 30-Day Timeline

AUDIT: NBPAFOUNDATION.COM*

Recommendation: apply a color palette that suggests activity, youthfulness, being healthy, and creativity

Use of different image(s) could better convey Foundation's mission

Darkened image emits moody vibe

Color Theory suggests that gold and black hues connote luxury, high quality, and exclusivity

Opportunity: make global change to include a footer/menu with clear Contact and 'How To Apply' options

* Typically nonprofits/granting organizations maintain ".org" extensions. We are curious to learn the rationale for why ".com" was employed.

AUDIT: HOME PAGE, NAVIGATION

Opportunity: a different, bolder menu may better capture visitor attention

Opportunity: add a drop-down menu to better present all site content
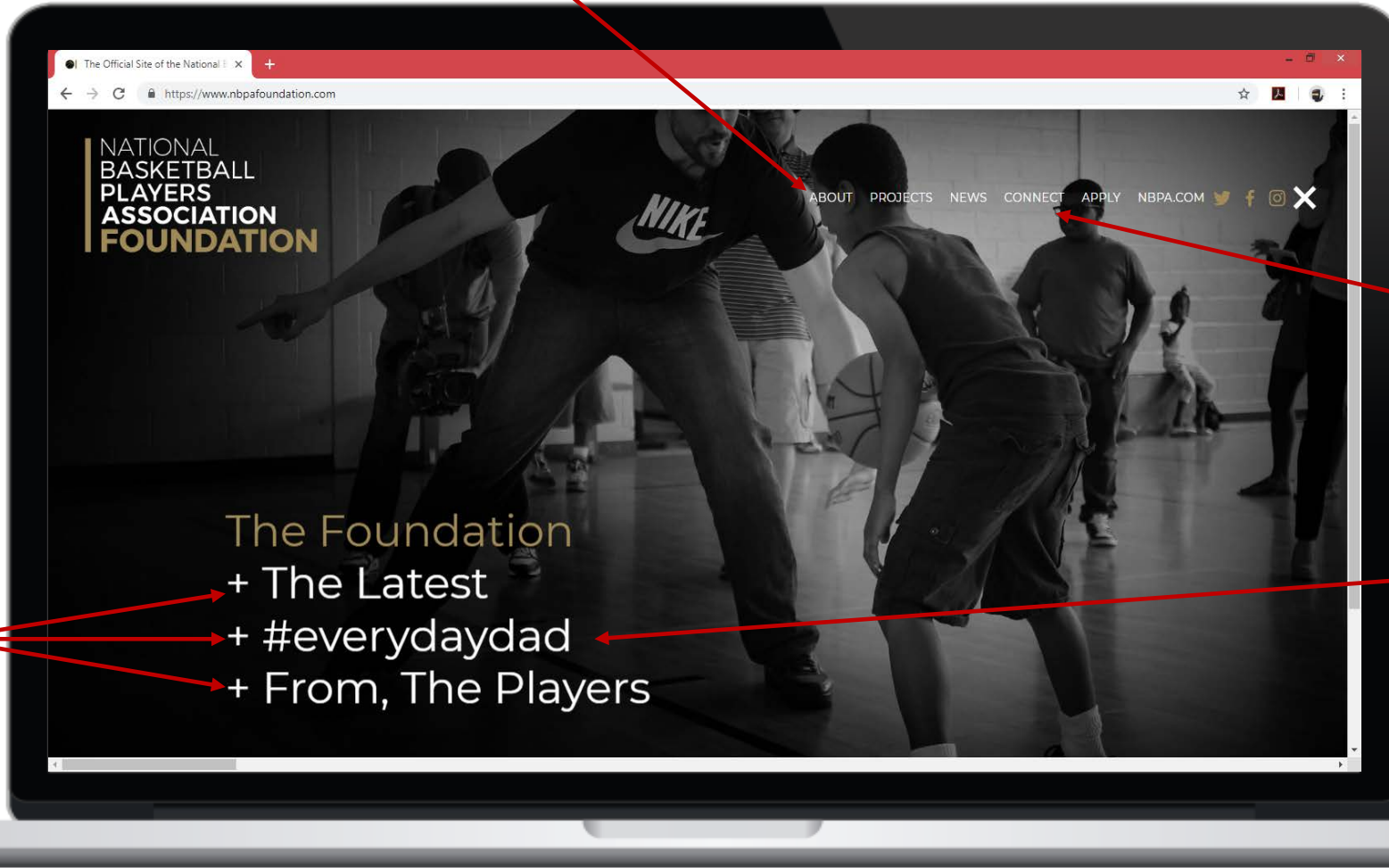
Good use of color/changing images for the hyperlinked, mouseover options

Opportunity: use brighter or stronger contrasting color for mouseovers

NATIONAL BASKETBALL PLAYERS ASSOCIATION FOUNDATION

ABOUT   PROJECTS   NEWS   CONNECT   APPLY   NBPA.COM

The Foundation
+ The Latest
+ #everydaydad
+ From, The Players

https://www.nbpafoundation.com

The Official Site of the National

AUDIT: ABOUT PAGE

Opportunity: use looped images to convey what the Foundation is "ABOUT"

'Clipped' image lessens the message on this web page
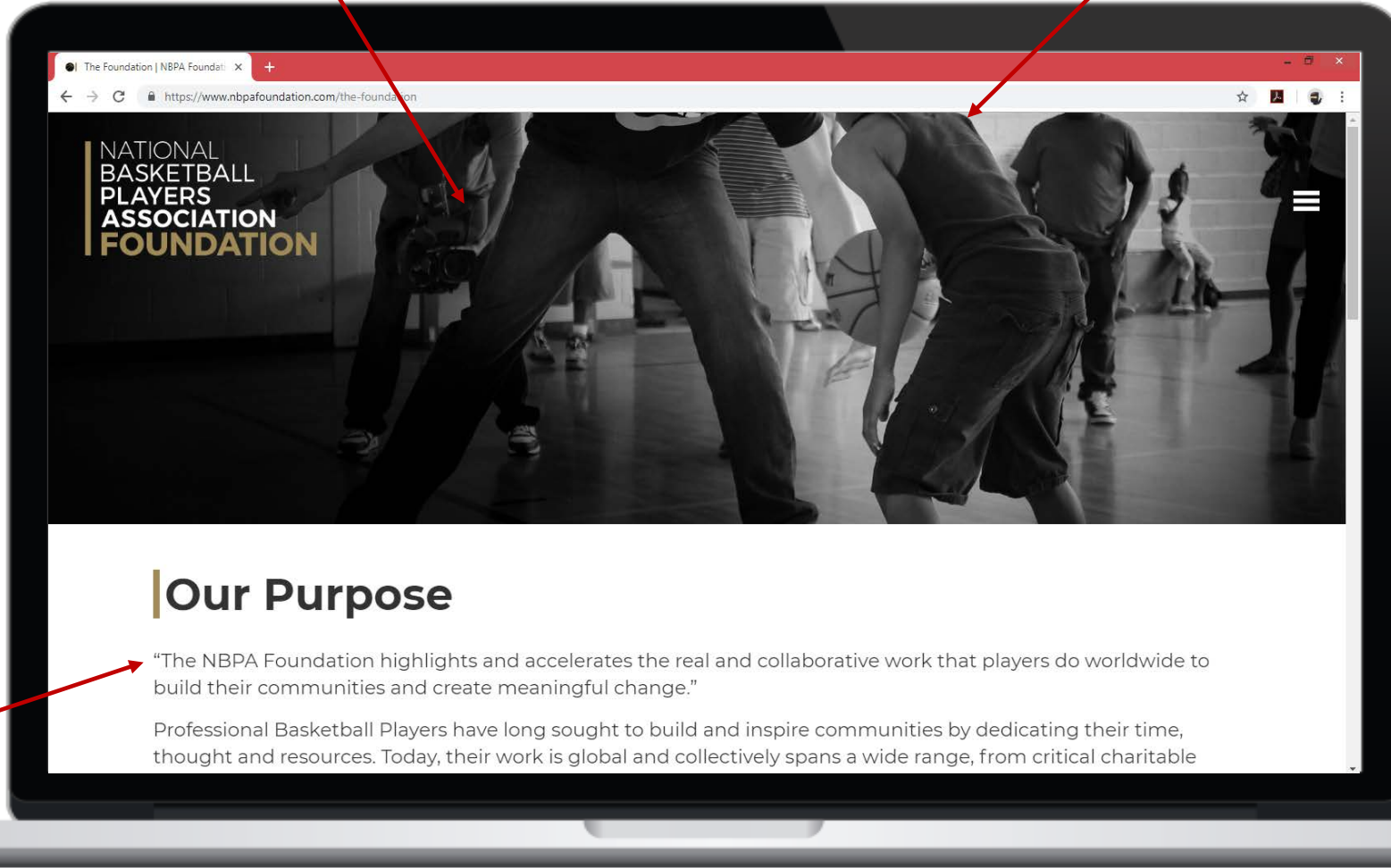
Opportunity: identify the person who made this quote
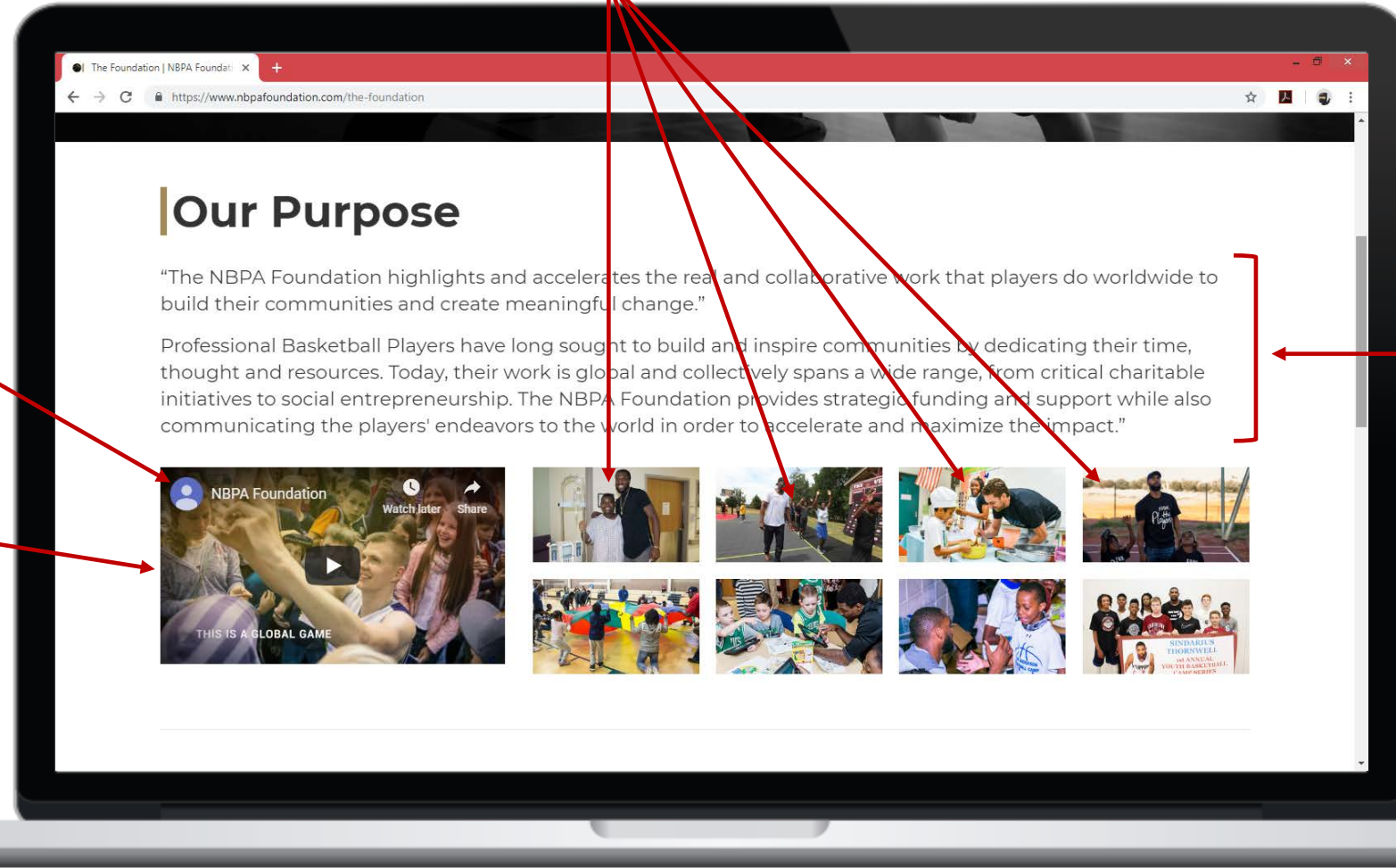

marketingcommunicationsgraphicdesign

AUDIT: ABOUT PAGE
cont'd

Opportunity: draw in visitors by enabling pop up or larger view of thumbnails, hyperlink where appropriate

Opportunity: upload logo to boost efforts for building brand equity

Opportunity: copyedit and correct grammar where necessary

Opportunity: enable full screen video play via Foundation's YouTube channel

AUDIT: PROJECTS PAGE

Opportunity: add a label or device so visitors **clearly** understand this is the "PROJECTS" web page

Opportunity: use either a full-color photo or apply a lighter 'mask' to main image
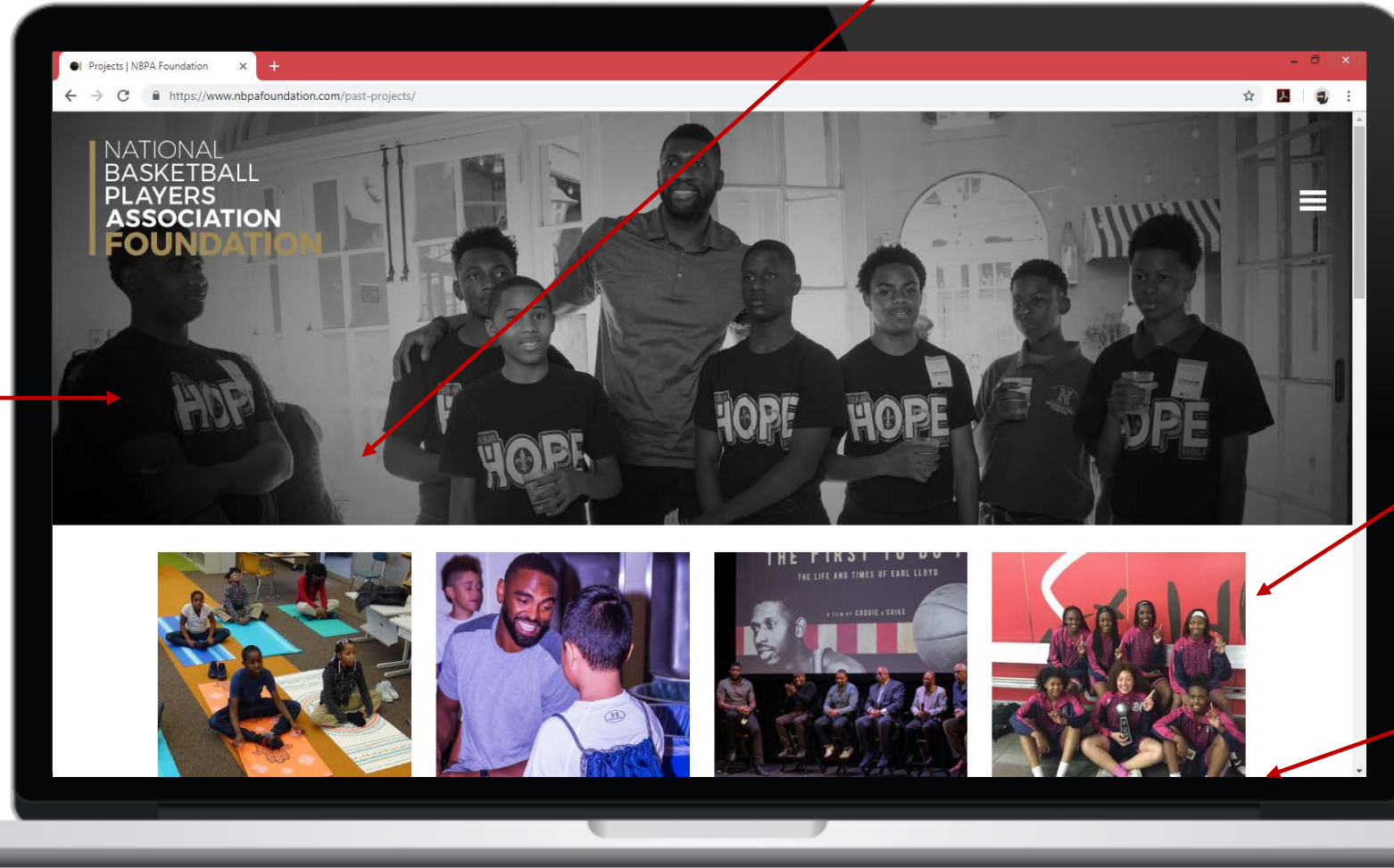
Opportunity: resize images for prominent display of first row project labels 'above the fold'

marketingcommunicationsgraphicdesign

GOAL: AN ENGAGING, SCALABLE WEBSITE

1.
- **Apply design principles & use the Squarespace web development platform** to produce a more engaging website for representing current <u>and</u> planned initiatives.

2.
- Support building the Foundation's **brand equity** with a website that **better resonates** with site visitors and prompts them to bookmark for future 'announcements'.

3.
- **Devise a color palette** to complement the approved visual identity – a **minimalist style** incorporating bold colors, enabling the Foundation's work to be the "hero."

WEBSITE WIREFRAME CONCEPT*

A Website Wireframe is a one-color visual guide representing a website's skeletal framework

The Latest   #everydaydad   From, The Players

Foundation
logo

(parallax static image or scrolling images depending on season)

OUR PURPOSE
Highlight and accelerate the real, collaborative work that NBA Players do worldwide
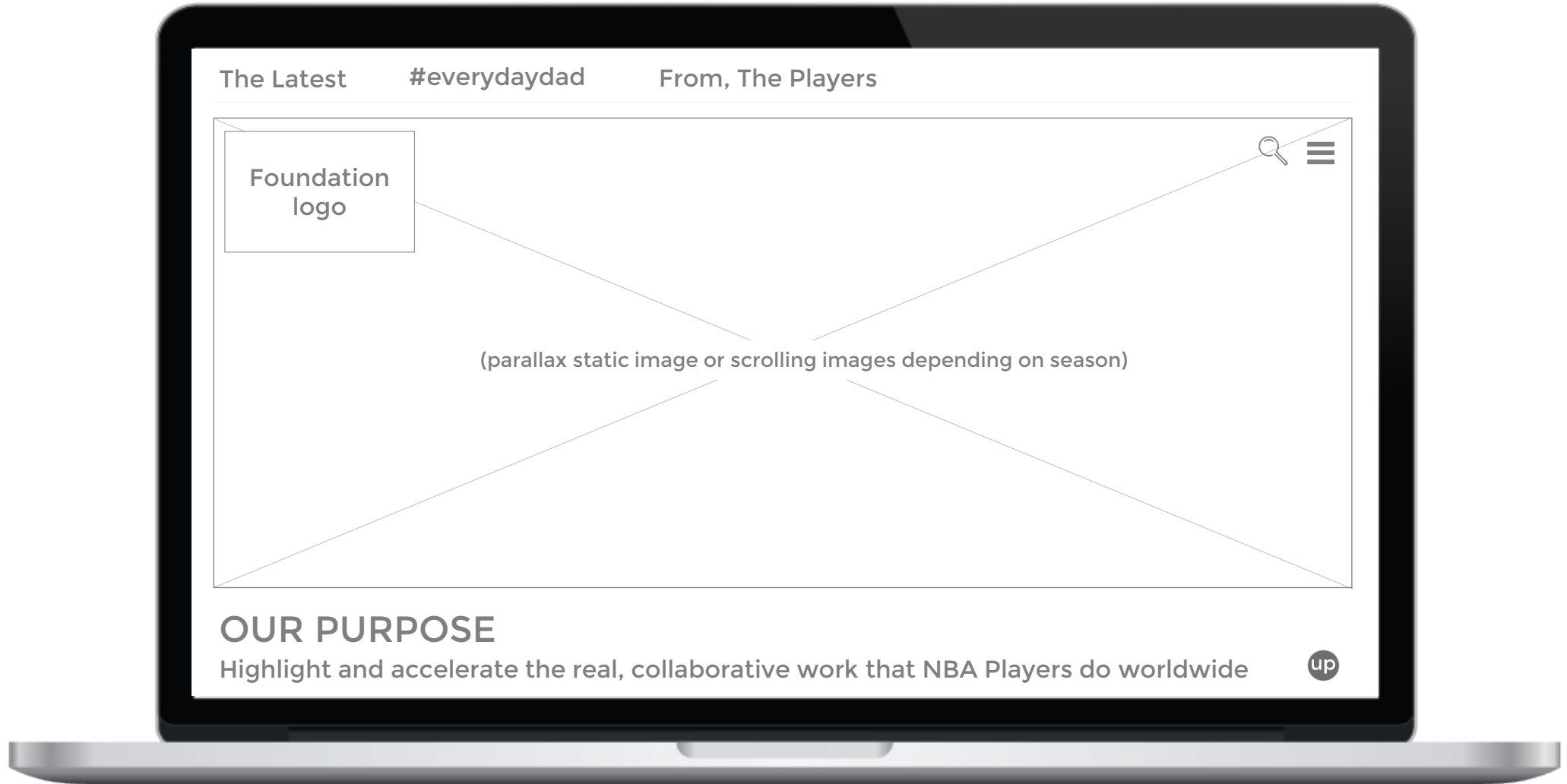
* The above Home page concept in its entirety is the sole property of New Venture and is presented for generating discussion **only**.

marketingcommunicationsgraphicdesign

30-DAY IMPLEMENTATION TIMELINE*

PRE-PROPOSAL
DECEMBER 2018

Contract

EXECUTED

DAY 3

Client and Agency meet: review requirements, discuss website 'must haves'

DAY 11

Client selects a concept and provides Agency full access to all assets, e.g. video, text, photos

DAY 19

Client requests changes and/or tweaks to selected concept

DAY 23

Client approves website + color palette

Agency begins site audit prior to going live

DAYS 27-29

Client requested **minor** site tweaks made

DAY 1

DAY 1

Client provides Agency with official Identity Guidelines, sanctioned logo

DAY 8

Agency delivers two (2) website concepts for Client consideration

DAY 16

Agency delivers draft website + color palette (in-staging)

DAY 22

Agency delivers ChRd 1 website to Client for review

DAYS 24 - 26

Agency audit and testing completed

DAY 30

Website

LIVE

***** This is a **sample**. Timely Client feedback/response directly impacts targeted delivery dates.

marketingcommunicationsgraphicdesign

Thank You

Cheryl Mann, Chief Marketing Officer/Principal

New Venture | Marketing . Communications . Graphic Design

LET'S TALK!

cheryl@new-venture.com

646.481.8708

www.new-venture.com