

Nature Vision Interface Project

Nature Vision, Inc.
21631 NE 44th Street
Redmond, WA 98053
Phone 425-836-2697
Fax 425-868-9849



Company Logo

For background company info see http://www.naturevision.org/nature_vision_inc_.htm

Interface Objective:

The home page should create a relaxing feeling to visitors, we want them to feel as if they are on a hike and have just come to a some awe inspiring view.

Company Mission Statement: Fostering appreciation and stewardship of our environment through integration of school and community for a sustainable future.

Web Development Questionnaire

The primary goal of this site is to inform teachers and agencies about the fee-based programs Nature Vision offers.

A secondary goal is to generate income through online donations, product sales, and registration fees.

The site's intended audience are teachers, government agencies, educational organizations, and the friends of environmental conservation and education.

This site needs to concentrate on program growth and income generation. We need clients, if we are able to increase revenue through sponsorships, registration, donations and product sales we will consider the site successful.

When a user leaves this site, we want them to:

- A.) Understand what programs are available
- B.) Register for a program or become a sponsor.
- C.) Feel that this is a high-quality, well-planned organization.
- D.) Remember that Nature Vision is the place to go for Environmental Education.

Interface Specifications:

The site needs to change with the seasons, so you will be developing additional graphics to overlay the main page.

Size: 800 pixels wide by 600 pixels high

Resolution: 150 dpi (we'll compress after project completion)

Home page includes

- Navigation
- Mission statement.
- Copyright note and webmaster contact in footer.
- Seasonal background nature sound.
- Donation Note

Content page includes:

- Navigation
- Tie in with site theme, so users recognize they are still on Nature Vision's Web Site
- **Fonts** Papyrus and Comic Sans (go with a font that has a casual feel)
- **Colors:**

sage green - 2 options		Purple – 2 options	
Hex #D5E1B0	Hex #CCCC99	Hex #663399	Hex #82247D
RGB 213,225,176	RGB 204,204,153	RGB 102, 51, 153	RGB 130,36,125

They like the looks of these sites – do a Google search for

- **related:naturevision.org**
- <http://www.naturec.org>
- <http://www.ncascades.org>

Company Mission Statement: Fostering appreciation and stewardship of our environment through integration of school and community for a sustainable future.

It is not necessary, but would be nice if a CSS were included with the web page designs.

