

# WEBSITE STRATEGY

## COMPANY OVERVIEW:

Clear Future is a non-profit organization who aims for an ocean without waste, particularly plastic waste. They clean up big areas in the ocean with the help of modern technology. The waste is gathered in big piles and later melted into blocks which then are made into to-go cups which are sold. They are a world-wide organization with thousands (and growing!) of volunteers from every corner of the world. Their target audience are investors within the technology industry, politicians worldwide - especially big political leaders, and people who are concerned about plastic pollution and the negative impact it has on the sea life.

## STRATEGIC:

Since Clear Future is a non-profit organization, they are dependent on donations and funds to reach their goal of a waste-free ocean. A website will not only educate people on the crisis we have in the ocean today, but also talk about what Clear Future does to clean up the plastic waste. The goal of the website is to get people to either donate a self-selected amount of money to Clear Future, or purchase a to-go cup made from recycled ocean plastic. By purchasing the to-go cup they don't only support Clear Future with money, but also help to reduce the number of disposable cups that are used and thrown on the planet every day.

There are many similar organizations to Clear Future.

**Seasave.org** is a non-profit science-based, ocean conservation organization that leverages the power of education, imagery and critical calls to action to catalyze ocean protection on the regional, national and international stages.

**Nofir** is a Norwegian company who gives new life to discarded fishing and fish farming equipment. They have a large focus on sustainability and the carbon footprint.

**The Ocean Cleanup** is probably the biggest competitor to Clear Future as they do a lot of the same. The Ocean Cleanup cleans the ocean with large

boats and nets hanging after which collects plastic waste. The plastic is later used as material in sunglasses which can be purchased through their website. By purchasing the sunglasses people can help fund the continuation of the cleanup.

#### TECHNICAL DETAILS:

The domain name will be **www.clearfuture.org** (*mock domain*) as Clear Future is an organization and not a commercial website (.com).

The website should be a one-page layout but with a contact page as an individual page. On the main page (one-page layout) there will be short facts about plastic pollution in the ocean followed up by what Clear Future does and what they will do to achieve a waste-free ocean. Under the facts and information, the visitor will be introduced to how he/she can contribute, either by clicking the donate button or purchasing the to-go cup. There will also be a Call-to-action button on volunteering since many feel the urge to contribute that way.

The social media links that should be included are Facebook, Twitter, Instagram, YouTube and Pinterest.

#### DESIGN:

Clear Future want a clean and neat design with associations to the ocean. They want color shades of deep ocean colors with a mix of blue and green, leaning towards a dark turquoise/teal color. They also want an almost white color, but want to steer away from the typical pure white (#ffffff), and want a more warm and “creamier” color as a nice complementary color to the cold turquoise. As secondary and contrast colors, they want screaming and “toxic” colors of yellow and green, to imitate the plastic floating around in the ocean. When it comes to font they have chosen “Filson Pro”, a sans serif font which has got uniqueness to it, as well as being easy to read. When it comes to imagery they want the background to be an underwater image, but abstract enough so that it doesn’t take away the focus from the content on the website. They prefer icons, illustrations and infographics that are made

specifically to Clear Futures website, and that illustrates the facts and information that you will find on the website.

**BUDGET AND TIMELINE: (YOU CAN IGNORE THE BUDGET FOR THE CA BUT IT WILL BE VERY NECESSARY FOR AN ACTUAL CLIENT.)**

Clear Future want their website to be live by the end of week 46 (15<sup>th</sup> to 19<sup>th</sup> of November 2021).

Timeline:

Week 43 (Academic week 1):

- Client brief
- Website architecture
- Wireframes
- Research on competitors
- Design sketching in Figma

Week 44 (Academic week 2):

- Prototyping in Figma
- Begin developing the site in Webflow (site structure, building pages, layout, interactivity etc.)

Week 45 (Academic week 3):

- Continuing developing the website in Webflow
- More in-depth development (interactivity etc.)
- Last design touches and adjustments, if needed.

Week 46 (Academic week 4):

- Finish development (Interactivity etc.)
- Launch (final touches, testing, evaluation)
- **LAUNCH DATE:** Friday 19<sup>th</sup> of November 2021