

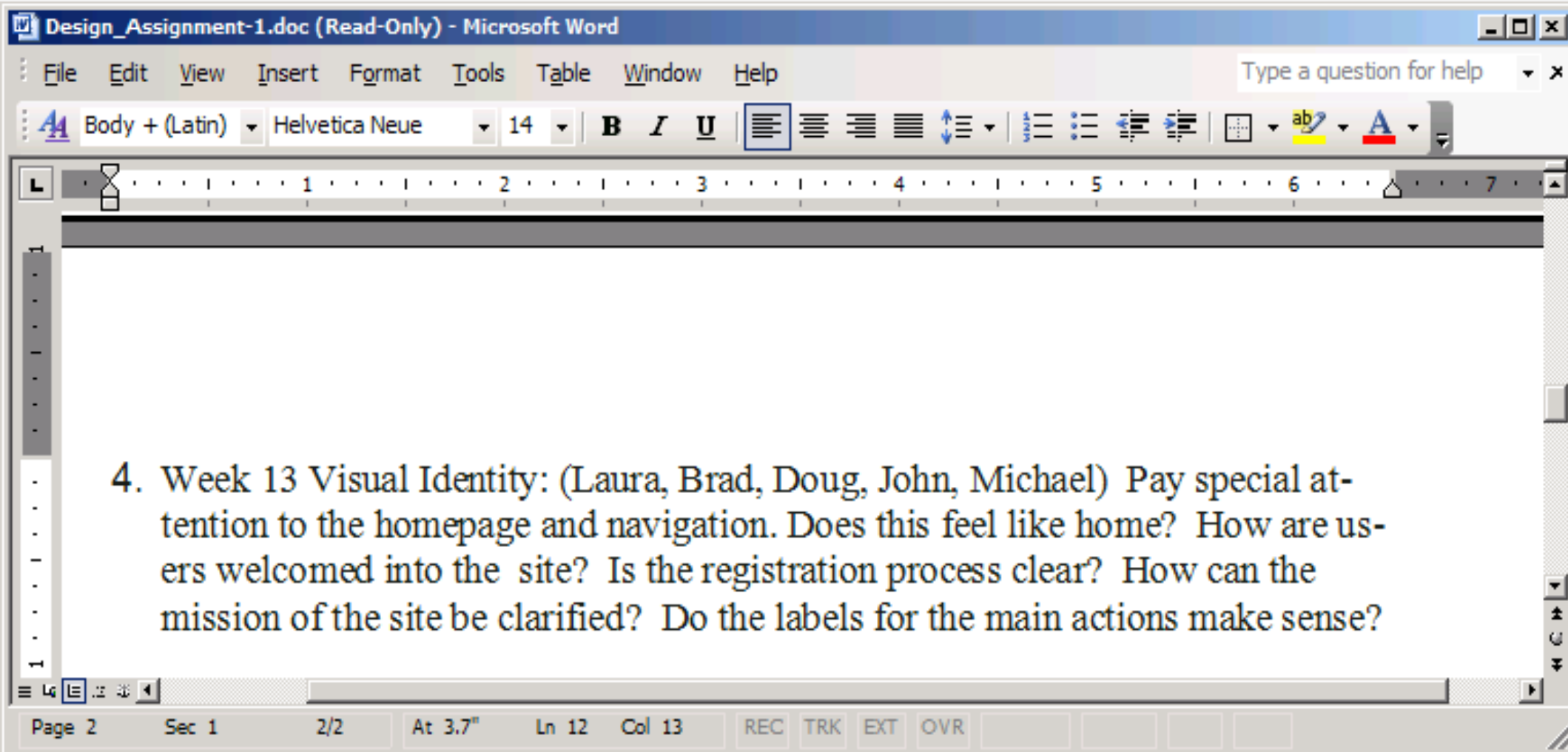
# Visual Identity: Home Page and Navigation

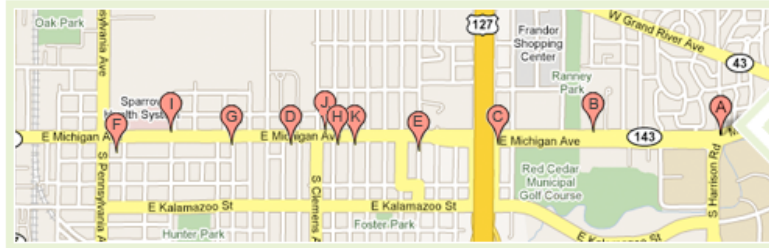
OurMichiganAve.org

WRA415 Group 4

Gillian Ennis, John Lauckner, Laura Logan, Doug Schraufnagle, Brad Shapiro , Michael  
Woicik

# The Assignment





## Welcome!

This website is your place to learn and share about the life of Michigan Avenue, a commercial corridor that runs through Lansing and East Lansing, Michigan. [Sign up](#) to share your stories with us!

## Welcome to the Corridor!

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## What can I do here?



### [Improvement Ideas](#)

Learn about proposed changes to the corridor and the New Urbanism principles behind them, and suggest your own ideas.



### [Map Opinions](#)

It's just a straight line on most maps. But it's much more on ours. Share points of interest.



### [Corridor News](#)

Read about what's happening on the Corridor, with stories from many different sources.



### [About the Corridor](#)

Read about the Michigan Avenue Corridor Project, including the participating partners and funding plans.



### [Share Your Stories](#)

Share your stories of Michigan Avenue: the places and people that turn a street into a community.



### [About This Site](#)

Learn more about the group behind this site, and link to our favorite websites for the Michigan Avenue Corridor.

# Does this feel like home?

# Is this clear?

## Our Michigan Ave

Login  Password

Improvement Ideas | Corridor News | What's New | Share Stories | Map Opinions | Photos



### Register

Login

Password

Password confirmation

Display name

Email

### Profile

**B** *I* U **P** **H1** **H2** **H3** **H4** **Bq**

[Improvement Ideas](#) | [Corridor News](#) | [What's New](#) | [Share Stories](#) | [Map Opinions](#)  
[Home](#) | [About](#)



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Or how you get here?

# Can the site's mission be clearer?

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# And what about...

Improvement Ideas

Corridor News

What's New

Share Stories

Map Opinions

Photos

those navigation  
tabs?

# Goals

- Make the home page **feel like home**
- Make the **registration process clear**
- Clarify the **site mission**
- Review the **labels for main actions**

# Ideas

- Accurate visual representation of the corridor
  - Rotation of photos, webcam feed
- Current Content
  - Not all static
- Rewrite Mission
  - “this website is your place”
- Persistent Login
  - Remember me
- Personalized Content?
- Navigation
  - Ideas / opinions / stories doesn't make sense
- Mapping and photos should be features of all genres
- Registration Page Issues
  - No instructions on registration page
  - Username is redundant - use email address
- Welcome video

# Teams

## Actions (Gillian & Michael)

- Login
- Navigation
- Registration

## Content (Brad & Doug)

- Accurate visuals
- Current content
- Updated site description

## Atmosphere (John & Laura)

- Authorship
- Framing
- Cleanup
- Welcome