

Website Strategy

Who are they and what do they do? – SEARO is a non-profit foundation that focus on plastic pollution to marine life.

What are their products and/or services? – They offer information and guidelines on how to stop plastic pollution.

How big are they? – They are not the biggest company, but wish to expand.

Who is their target audience? – The target audience is younger adults (18- 35) and people who are generally interested in environmental issues.

What led to the decision to create their website? – They have an interesting concept and an important message to the world!

Who are their competitors and/or benchmark brands?

Oceana

Surfrider

Ocean Defenders

What are they hoping to achieve with the website? – To create awareness and educate on how we can save our ocean through a plastic free lifestyle.

What is the domain name? – <http://www.searo.no>

What is the scope of the site that was decided upon? – The site is a one page site with links and when you press the links it directs you to the correct content on the page

What social media links should be included? – Facebook, twitter, etc.

Do they have a particular design style in mind? – The preferred design style is modern, fresh and clean, but also a combination of seriousness with text that are easy to read.

Are there any sites that they prefer in terms of design? – Oceana

Do they have any preferences in terms of colour, font, imagery etc.? – Blue, simple clean fonts and Images that are informative and evokes feelings.