

AUSTRALIAN CITRUS

Health & Nutrition Website Recommendations
December 2021



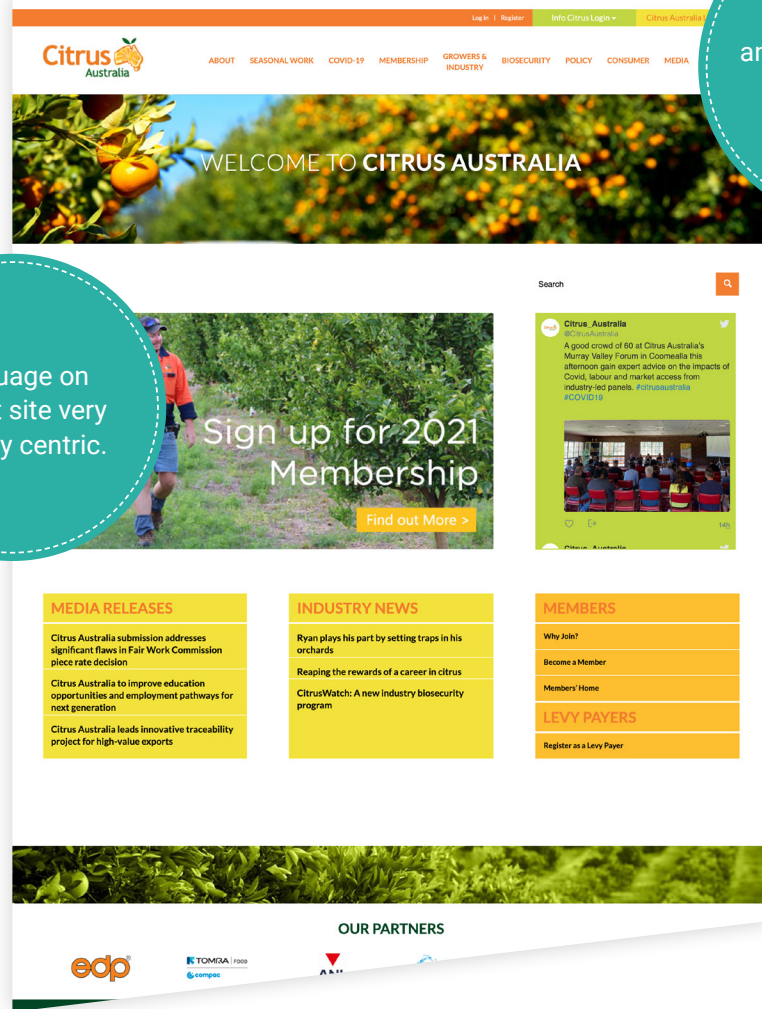
The Case for a Microsite

The current site for Citrus Australia is at its core an industry site, although it also houses information for consumers. In order to find the consumer information, people need to navigate through the site and an overwhelming amount of information on the home page, which means consumers are unlikely to feel the site is relevant for them. In addition, the overall tone of voice on the site does not encourage consumer engagement.

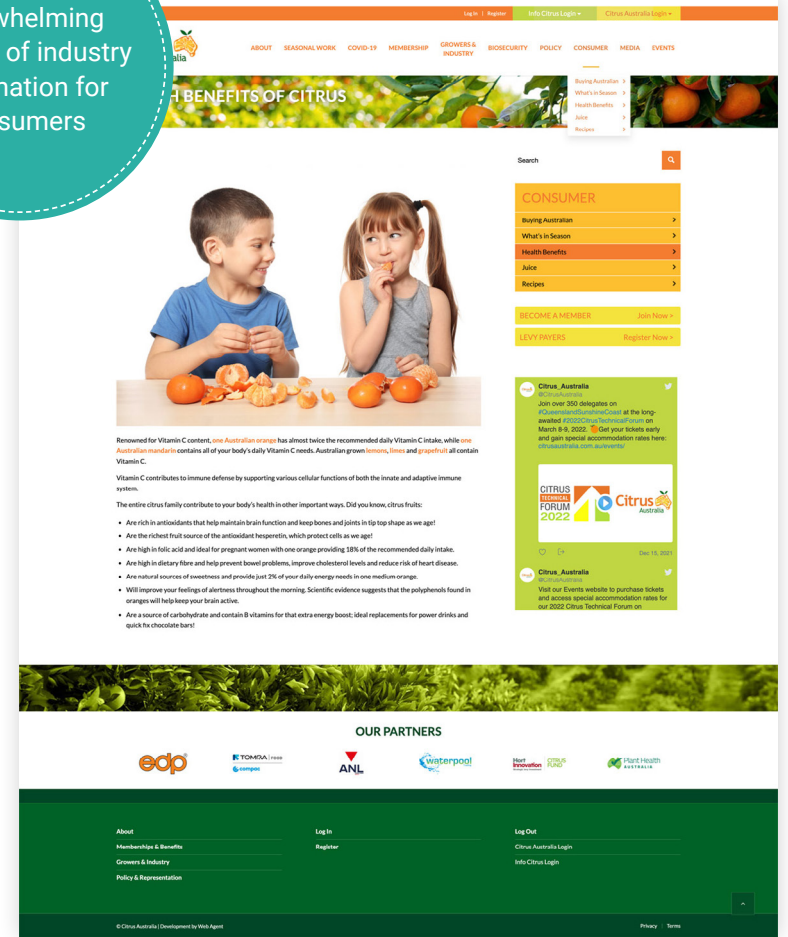
A considerable investment has been made into a scientific review on the health benefits of citrus – this is important information to be able to share with consumers, and health professionals as a key influencer of consumer behaviour on dietary choices. In order to ensure this information is easily accessed by its intended target groups, it is our recommendation that we create a distinct microsite.

Language on current site very industry centric.

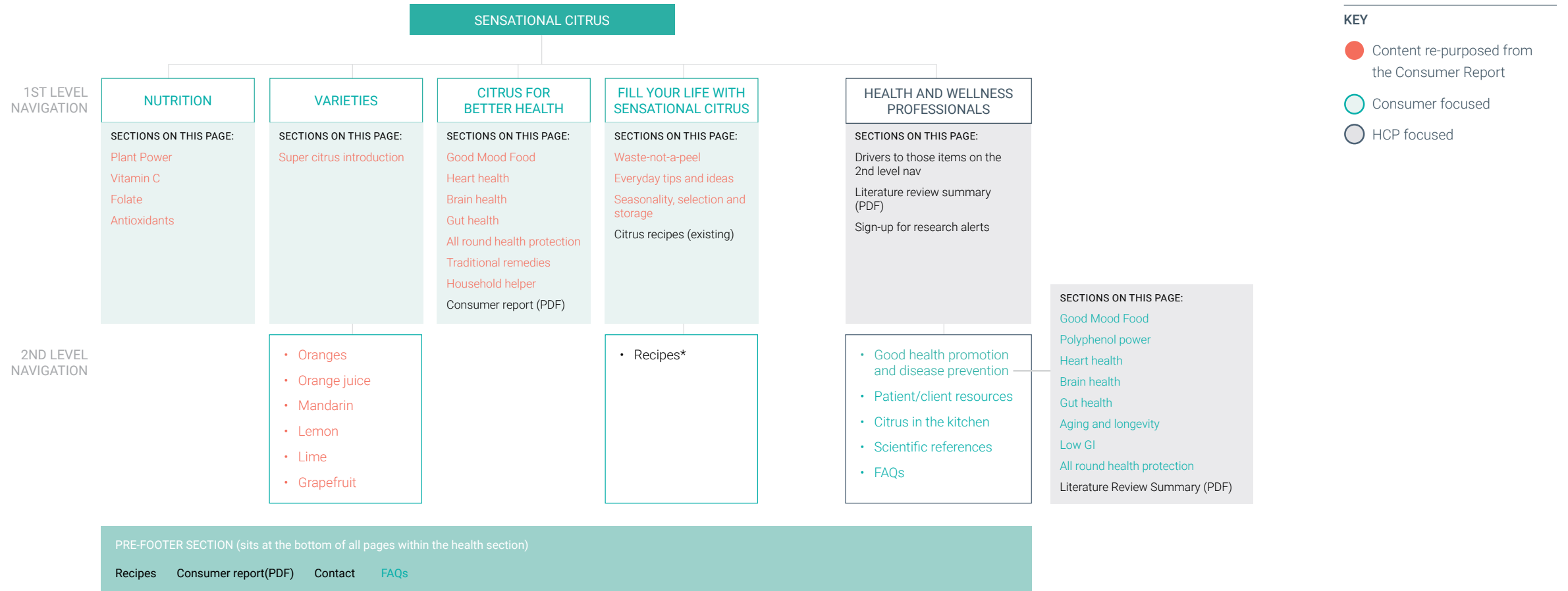
CURRENT CITRUS AUSTRALIA WEBSITE



Overwhelming amount of industry information for consumers



Proposed Sitemap for Subdomain Website



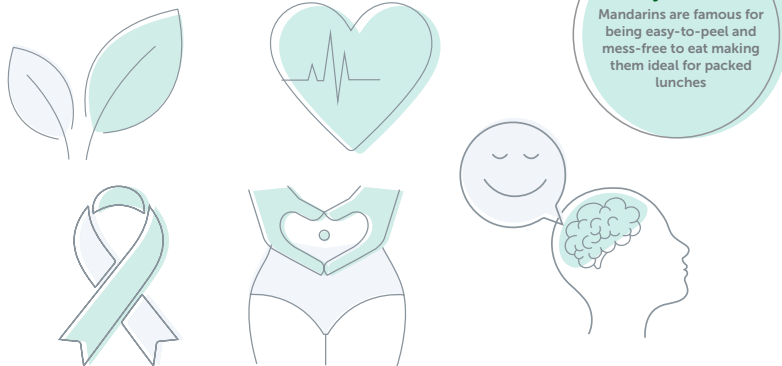
Look and Feel Moodboard

The Sensational Citrus sub-domain takes cues from the design of the consumer Citrus Australia Health Report featuring bright and inviting imagery

FONTS

Museo
Museo Sans

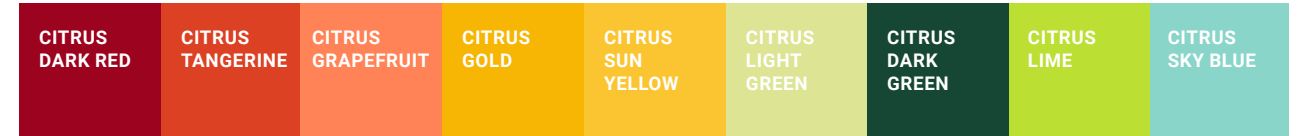
ICONS AND PULL QUOTES



PRIMARY PALETTE



SECONDARY PALETTE



IMAGES

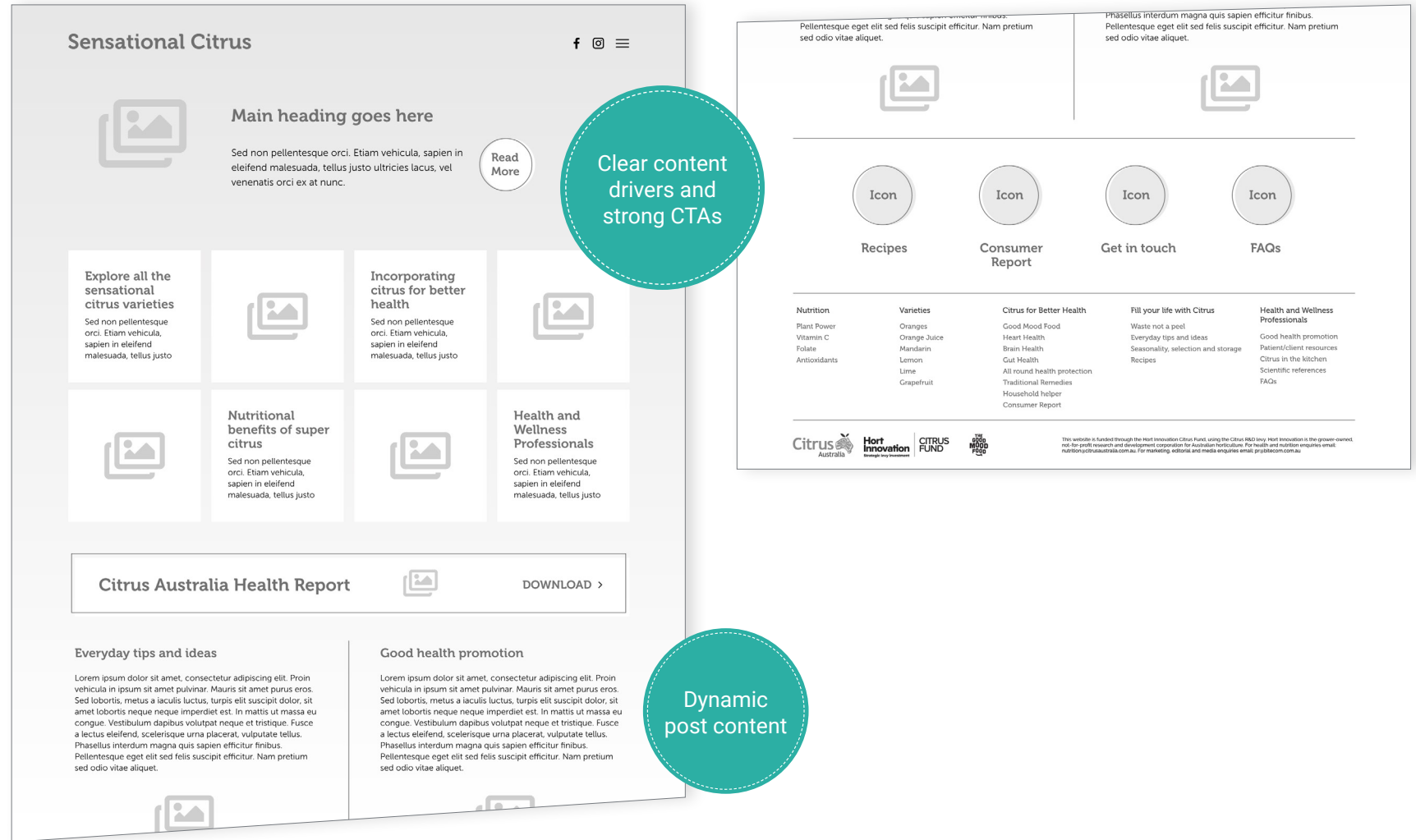


Wireframes – Homepage

Clean, succinct and easy to navigate with clear content drivers and CTAs.

Dynamic post display on the homepage to ensure the latest information is at hand for the consumer.

Icons and illustrations can be re-purposed from the consumer report to enhance the usability.

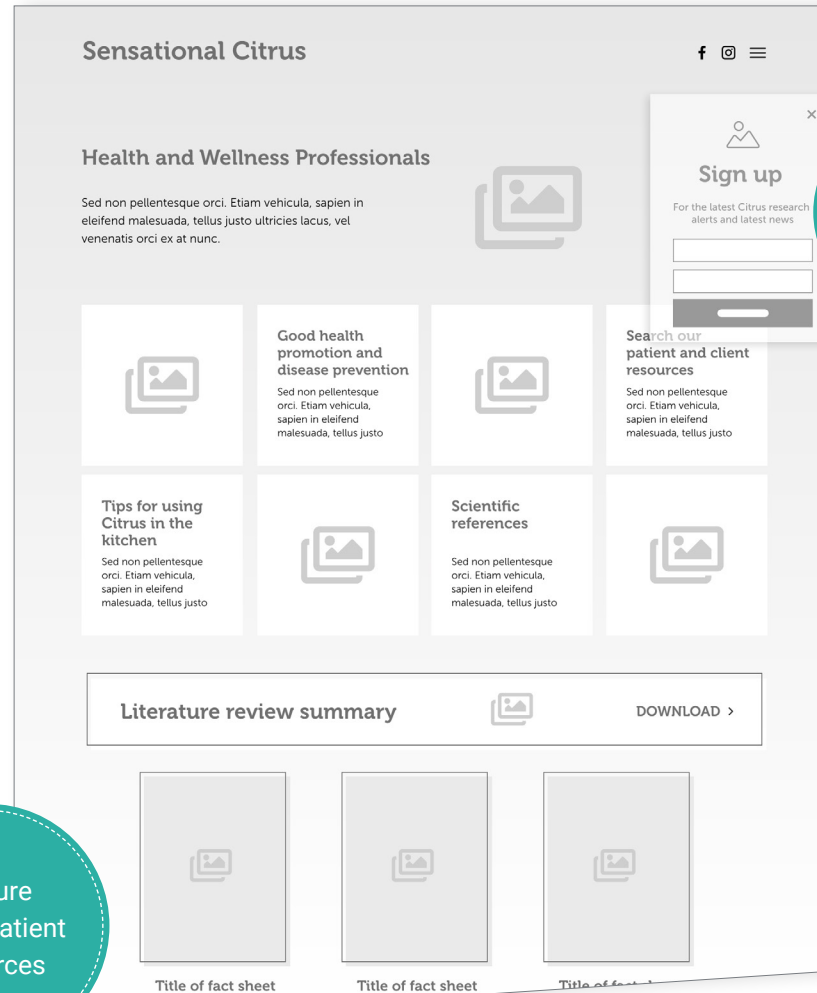


Wireframes – Health and Wellness Professionals

Similar in approach to the homepage, the Health and Wellness Professional landing page takes on a more professional tone of voice.

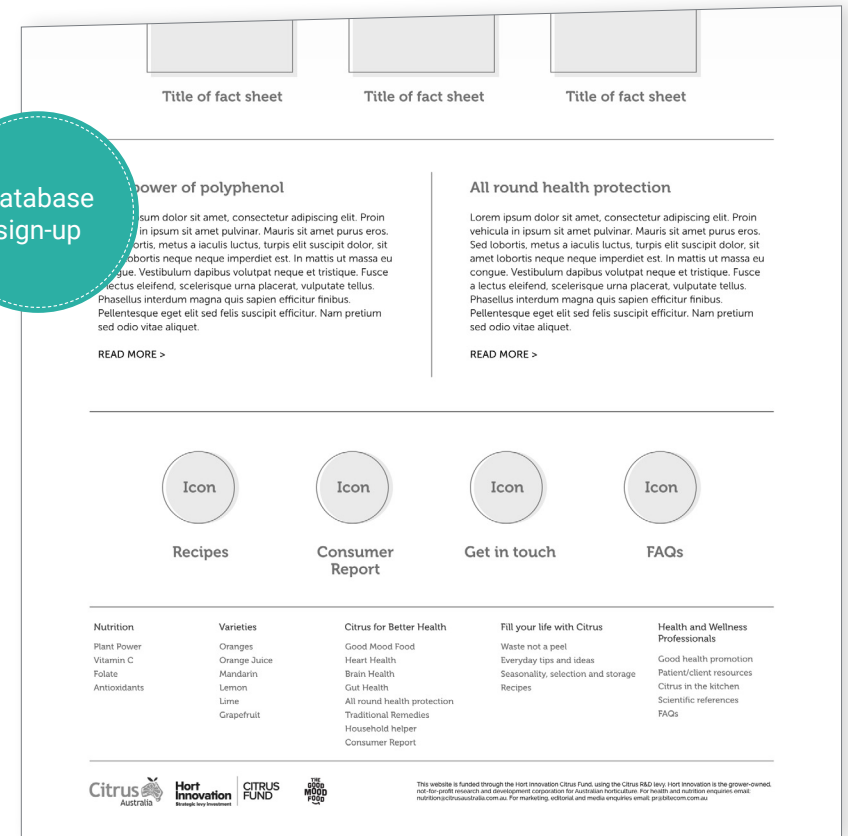
The addition of a sign-up prompt allows us to capture HCPs to our database and alert them to research and news updates, increasing engagement and relevance.

Featuring client/patient resources will give HCPs cause to visit and re-visit the site.



Database sign-up

Feature client/patient resources



Simple Menu Structure

Implementing a simple menu structure will streamline the user experience.

A clear distinction between the consumer pages and HCP section is key to a great user experience for a divided target audience.

