AUSTRALIAN CITRUS

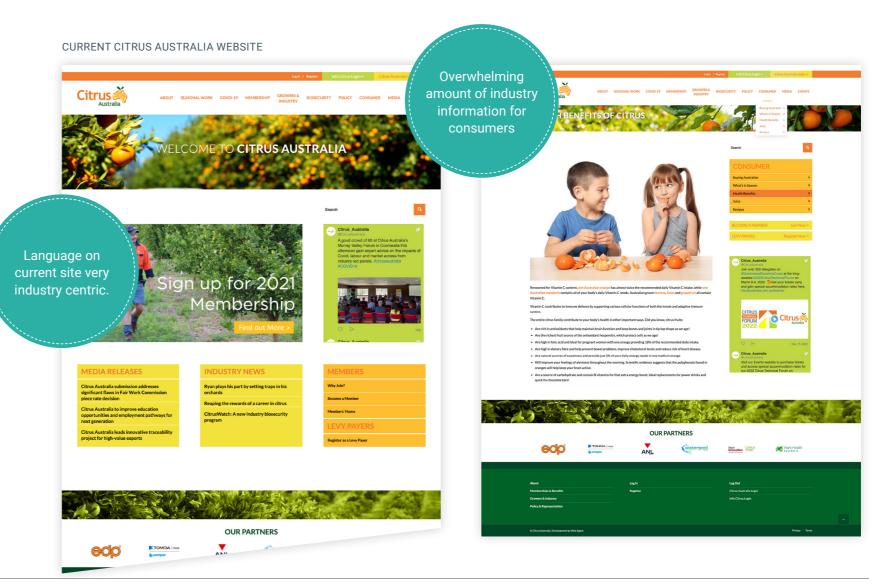
Health & Nutrition Website Recommendations December 2021



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.

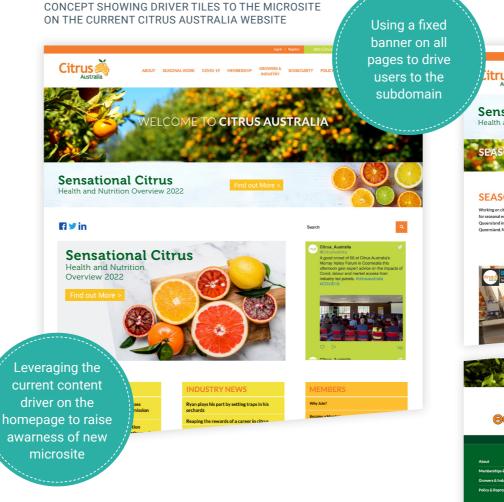


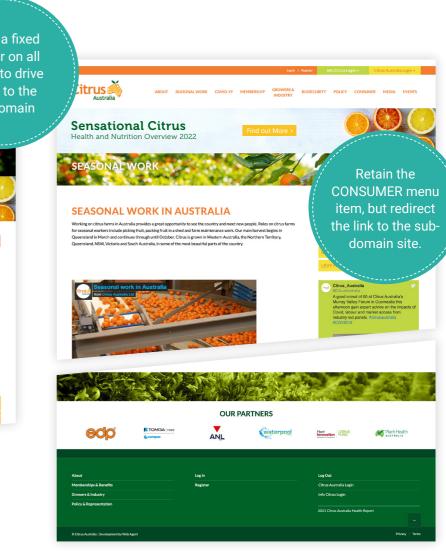
Sensational Citrus

Our recommendation is to build a site targeted at consumers, structured as a sub-domain of the existing Citrus Australia site. The subdomain would be accessed from a banner on the homepage of the Citrus Australia site but would have its own unique URL, such as:

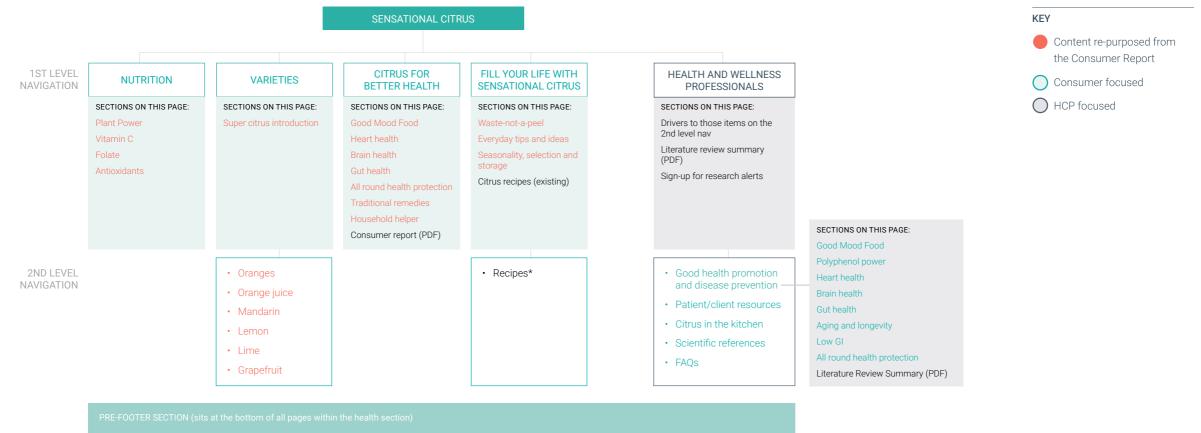
sensationalcitrus.citrusaustralia.com.au

The advantage of this is that we can send consumers directly to the subdomain without having to go via the industry site, they are landing on a site that is immediately relevant to them. So too, health professionals will be able to easily access the latest nutrition information and can use it to educate their clients and/or share through their own channels of influence.





Proposed Sitemap for Subdomain Website



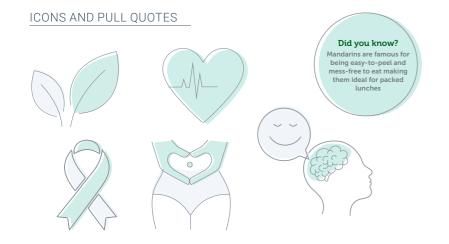
Recipes Consumer report(PDF) Contact FAQs

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 Sans



PRIMARY PALETTE		SECONDARY F	PALETTE							
CITRUS CITR ORANGE LEAI GRE	F	CITRUS DARK RED	CITRUS TANGERINE	CITRUS GRAPEFRUIT	CITRUS GOLD	CITRUS SUN YELLOW	CITRUS LIGHT GREEN	CITRUS DARK GREEN		

IMAGES



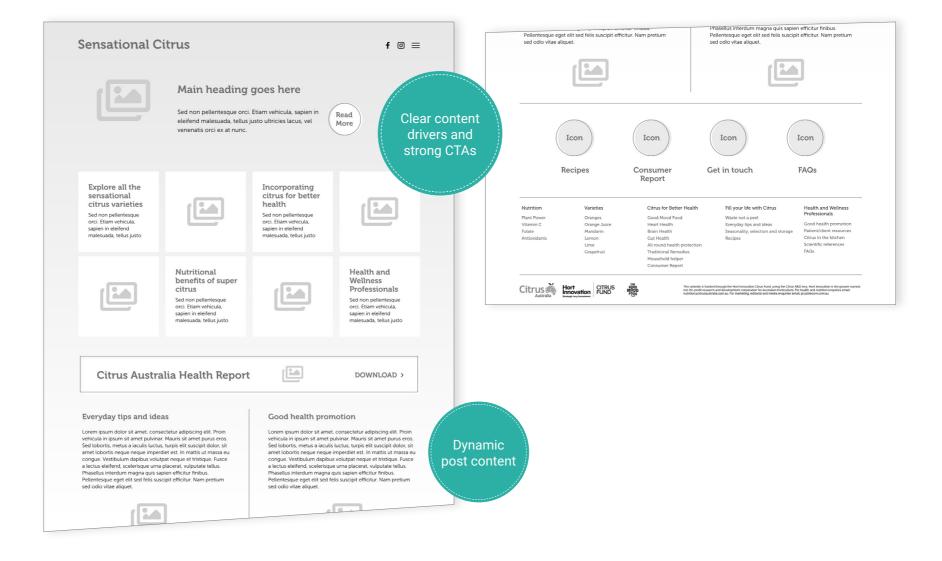
BITE COMMUNICATIONS

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 repurposed from the consumer report to enhance the usability.

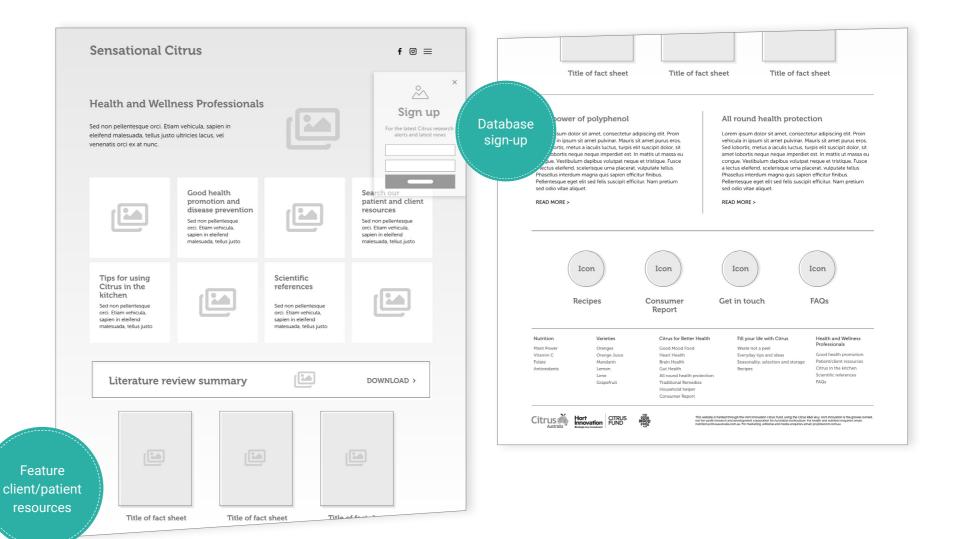


Wireframes – Health and Wellness Professionals

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 revisit the site.



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.

Sensational C		X Nutrition Varieties Citrus for
لنا	Main heading goes here Sed non pellentesque orci. Etiam vehicula, sapien in eleifend malesuada, tellus justo ultricies lacus, vel venenatis orci ex at nunc.	Res Mo Health and Wellness Professionals
Explore all the sensational citrus varieties Sed non pellentesque orci. Etiam vehicula, sapien in ieléfend malesuada, tellus justo	Incorporating citrus for better health Sed non pellentesque ord: Etiapellentesque ord: Etiapellentesque ord: Etiapellentesque malesuada, tellus justo	FIORESSIONAIS
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