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AAFM Design Concepts
Presentation

25th September 08

Site Objectives

- Primary focus on 3 audience groups
- Prospective members
- Prospective partner/provider
- Current members
- Differentiating between the group and local site objectives through content and calls-to-action

Design Objectives

- Deliver a strong brand experience
- Consistent and strong use of AAFM colours
- Deliver a bold and uncluttered layout that is usable, functional, with a clean user-interface
- Highlight key areas through design
- Present content in a linear and hierarchal manner

Group Homepage

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