

Our Proposed Sitemap

With digital playing a key part of this brief, we have proposed a potential site map which aims to represent two things.

One.

From the user to the navigation, the below highlights which pages visitors of the new BFH brand can expect to view once they reach the main navigation menu, as shown on the first row of items.

Two.

The second objective of this page is to suggest and highlight how we envisage developing a digital platform that is more than just a landing page but a platform that will be rich in content, future proof and designed to facilitate a subscription & memberships business model.



Note.

The pages signed by a green tick are the pages we propose designing and developing immediately, however kindly note, these are recommendations based on our understanding of the purpose of BFH. We would love the opportunity to refine and discuss this site map with you if we are successful.

Below is detail on the list of recommended pages for the revamped Black Founders Hub website touching on possible features one may expect to interact with when they arrive on the proposed page.

02. Website Pages

Home.

Your shop window which gives users a glimpse into your three pillars, collective vision and your positioning. This could also be home to your dynamic newsletter & subscribers sign up field and a preview to dynamic content one can expect to have access to as a member.

About

With a belief that people & a shared company culture is what draws potential employees, partners and founders to your brand, curating a dynamic 'about / culture' page will be essential. It's where your story and vision will sit.

Execs (Team)

With so many great examples of incredibly awful people pages, the BFH Execs people page we believe will act as a platform to showcase the visionaries and ambitions behind the organisation. It's important to give your future members and partners access to the people behind the brand.

Insights

Playing a central role within the model of our proposed digital platform will be curated content that will be designed and presented to your network, however employing a model similar to that of the FT where selected content can be protected behind a subscription members only wall.

Companies

Arguably one of the most important features to encourage a sense of community and collaboration will be the inclusion of a companies page where we can showcase real life stories from the members fortunate enough to be part of this Hub.

Portal (login)

The heart beat of our proposed digital platform is the BFH Portal where members existing and prospective can sign-up / login and access an array of BFH owned content, from specific themed content (which will employ a tagging system for seamless filtering and improved user experience) to mastermind, video content and more.

Contact

Playing a key role in our approach is analytics, integration and security. Every contact page and client facing element needs to be compliant with SSL regulations, but also offer a point of analysis where you can see just how effective your website is capturing leads and interest.