

1. - Member Login/Join Up in a consistent prominent position. Lets user know if they're logged in or not.

2. - Global navigation gives user a good sense of what's available and promotes trust. Allows users to switch between top-level categories easily, from any page. Highlighting identifies current link.

Navigation links focus on the users needs rather than the organisation's needs. Specific global link names have been identified as primary user needs from research.

3. - Site Identity - Tells visitors what the site is about and what it's for.

4. - Mission Statement and a Call to action area highlighting benefits for joining with obvious 'join us' button.

5. - Timely content - in easily digestible bit-sized chunks, displaying updated fresh content to keep visitors returning.



Member Log In / Join Us
 Benefits of Joining
 Sub Menu

Home > Membership > Member Login

Member Log In / Join Us

Benefits of Joining

Local Navigation

Member Log In Page Identifier

Member Log In

A valid email address and password is needed to enter this website. Enter your information, then click Log In.

Email Address:

Password: show

[Forgot your password?](#)

New Members Join Us

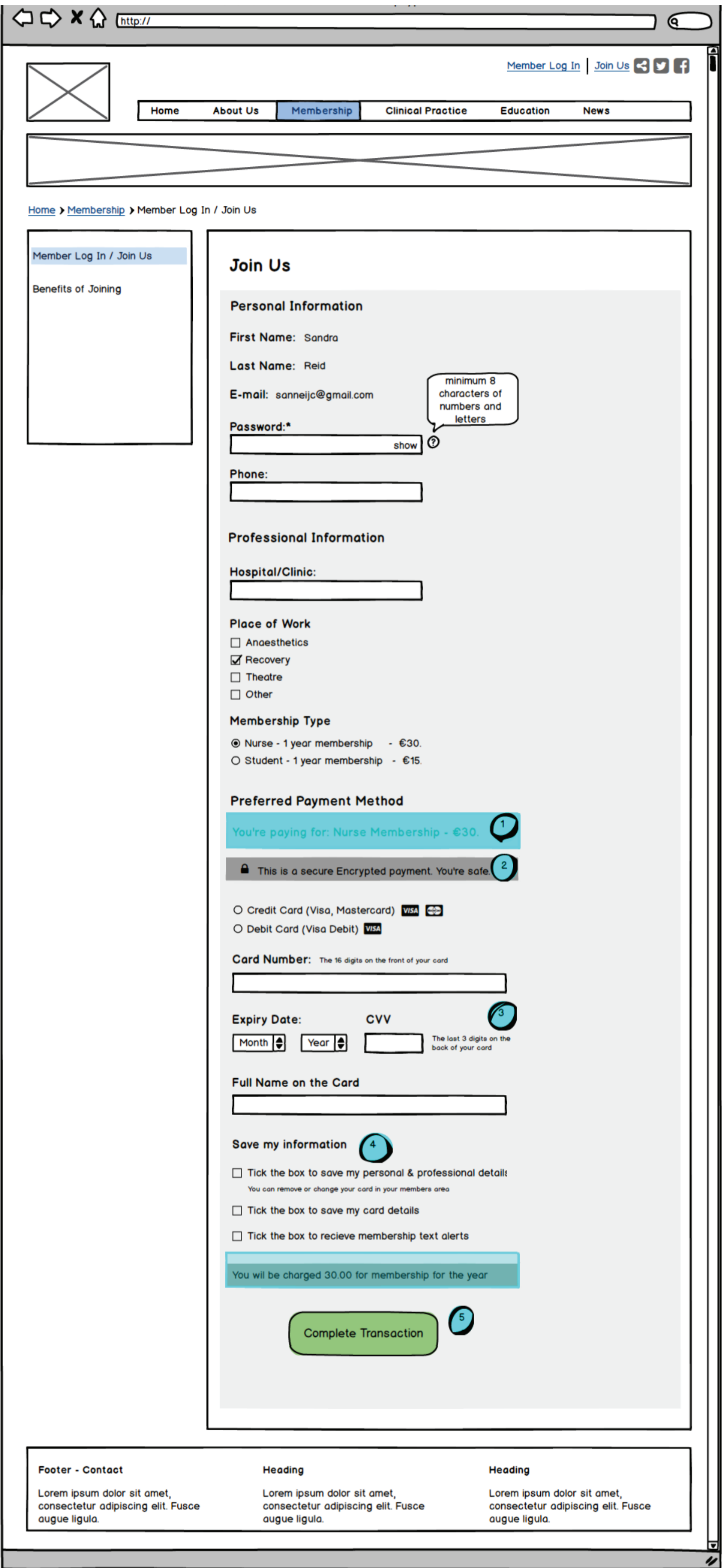
Joining gives you full access to members area. Enter your information, then click Join Us.

First Name:

Last Name:

Email Address:

<p>Contact</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce augue ligula.</p>	<p>Heading</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce augue ligula.</p>	<p>Heading</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce augue ligula.</p>
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- 1. - Letting the user know what they're paying for - explicitly stating it.
- 2. - Letting them know they're paying securely online.
- 3. - Explaining where the CVV no. is on their card.

- 4. - Giving user the choice to save their details and save their card to facilitate ease of use if returning again.
- 5. - Large Button to complete the transaction.