

## DESIGN BRIEF

### WORLD HEALTH ORGANIZATION – WHO

#### PROJECT TITLE

Website for World Health Organization (WHO)

#### PROJECT OVERVIEW

This project involves designing and developing a responsive website for the World Health Organization (WHO) aimed at improving public access to global health information, disease awareness, healthcare campaigns, emergency alerts and organizational resources. The website should provide a professional, accessible and user-friendly digital platform that effectively communicates WHO's mission, initiatives and public health services to a global audience.

#### BACKGROUND

The World Health Organization is responsible for directing and coordinating international health efforts, promoting well-being, preventing disease outbreaks and responding to global health emergencies. A responsive website is essential to ensure users from different countries and devices can access reliable health information quickly and efficiently.

This project aims to redesign or conceptualize a WHO website experience that reflects trust, credibility, accessibility and global inclusiveness.

#### PROJECT GOALS

- Create a responsive website.
- Improve user experience and navigation.
- Present health information clearly and accessibly.
- Promote WHO campaigns and emergency alerts.
- Support global accessibility considerations.
- Build a professional interface that reflects trust and authority.

#### TARGET AUDIENCE

The website should cater to a broad global audience including:

- General public seeking health information
- Healthcare professionals and researchers
- Government agencies and policymakers
- Students and educators
- Journalists and media personnel
- International health organizations and NGOs

## CORE PAGES

- Home page
- About WHO
- Health topics
- News & Updates
- Emergency alerts
- Global Health Campaigns
- Contact page
- FAQ Section

## DESIGN REQUIREMENTS

### Visual Style

- Clean, professional and trustworthy appearance
- Simple and intuitive navigation
- Minimalist healthcare-inspired layout to reduce cognitive overload
- Strong visual hierarchy
- Use of whitespace for readability
- Global and inclusive imagery

### Colour Palette

Healthcare-oriented colours such as:

- Blue (trust, reliability)
- White (cleanliness)
- Green accents (health and wellness)

### Typography

- Sans-serif fonts for readability
- Clear headings and scalable text sizes
- Accessible line spacing

## CONCLUSION

This website design for the World Health Organization (WHO) should provide an accessible, visually appealing and informative digital platform that aligns with WHO's mission of promoting global health awareness and education. The design should balance aesthetics, usability and functionality while supporting a diverse international audience.