Homepage / Hero Section

Strength: Strong headline and bold call-to-action button

Improvement: 1) Use a rotating hero carousel instead of one static banner, 2) Reduce text clutter by splitting long headlines into short, punchy messages with supporting sub-text 3) Improve contrast readability by adding a semi-transparent overlay behind texts

Navigation & Structure

Strength: Clear hamburger menu with sections (Our Work, Our Team, Partners, Careers, Contact).

Improvement: 1) Make the menu sticky so users don't have to scroll up to navigate, 2) Add quick-access links on top right, highlighted in yellow, 3) Consider a mega-menu style with sub-links for "Our Work" (projects, research, publications).

Content Presentation

Strength: Good use of headings with yellow underlines.

Improvement: 1) Break up long text with icons, infographics, or data highlights (impact numbers like "X cities, Y% reduction in PM2.5"), 2) Use side-by-side layouts (text on left, visual/infographic on right) for better scanning, 3) Reduce repetitive wording (many sections start with similar sentences).

Visual Design & Imagery

Strength: Real-world pollution images convey urgency.

Improvements: 1) Mix in positive imagery (clean air, green spaces, community action) to balance heavy visuals, 2) add team and people-focused photos - faces build trust, 3) Use consistent photo filters or tones (currently some images look raw and mismatched).

Interactivity & Engagement

Improvements: 1) Add impact counters (e.g., "10 cities, 15,000+ issues resolved, 70% fixed") at the top of homepage, 2) Introduce a news/updates section for latest reports, events, and announcements, 3) Add social media feed integration (live updates from Twitter/LinkedIn), 4) Create a feedback form popup ("Help us improve")

Footer & Call to Action

Improvements: 1)Reorganize into columns: (About | Work | Resources | Contact), 2) Add donate button or "Subscribe for updates" in footer, 3) Highlight partners and funders' logos for credibility.