

DIGITAL ENGAGEMENT PLATFORM

Website & Content Architecture

Page-by-page structure, audience journeys, interaction model and resource-centre outline for the Botswana-SADC Multimodal Inland Waterway and Freight Corridor.

07

PRIMARY PAGES

Home | Vision | Corridor | Infrastructure | Investment | Delivery | Resources

PAGE-BY-PAGE CONTENT OUTLINE

A decision-oriented information architecture.

00	Home	ESTABLISH THE VISION IN ONE SCREEN. Hero proposition; interactive conceptual atlas; project indicators; corridor-system introduction; primary investment and exploration calls to action.
01	Vision	EXPLAIN THE REGIONAL TRANSFORMATION. Strategic proposition; economic architecture; intended trade, industry, food, water, urban and investment outcomes.
02	Corridor	SHOW WHERE THE NETWORK CONNECTS. Interactive Botswana core and Atlantic, northern, eastern and southern gateway branches; corridor modal stack; alignment disclaimer.
03	Infrastructure	EXPLAIN WHAT MUST BE BUILT. Eight-system accordion; multimodal visualisation; integration principles; productive node types and technical-resource links.
04	Investment	CONVERT THE VISION INTO CAPITAL LOGIC. Investment thesis; blended capital architecture; opportunity portfolios; readiness disclaimer and resource-centre handoff.
05	Delivery	SHOW A CREDIBLE ROUTE TO IMPLEMENTATION. Four delivery horizons; programme gates; regional governance model; immediate programme actions.
06	Resources	PROVIDE MATERIALS AND THE NEXT DILIGENCE STEP. Public downloads; controlled data-room explanation; website map and stakeholder navigation.

EXPERIENCE & GOVERNANCE

Built for executive understanding and progressive diligence.

01 Audience routes

Government: vision to delivery. Investors: investment to resources. Technical partners: corridor to infrastructure. Public stakeholders: home to vision and outcomes.

02 Core interactions

Modal filters, hoverable atlas nodes, corridor-branch tabs, expandable infrastructure systems, responsive navigation and direct downloads.

03 Visual system

Sovereign Atlas direction: deep navy, waterway cyan, mineral gold, ivory editorial typography, topographic imagery and restrained route motion.

04 Content governance

Public conceptual content is separated from controlled diligence. Engineering alignments, costs, commercial terms and approvals remain subject to formal studies.

05 Resource progression

Public factsheet and registers first; qualified parties progress to a controlled data room containing feasibility, legal, commercial, financial, ESG and procurement materials.

Primary action

Move each audience from orientation to a specific next decision: explore, review, download or request controlled access.