Stay Wild

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Project overview

The product:

Dedicated mobile app with companion responsive
website for social good.

Project duration:

1 Month

Project overview

The problem:

Many people need an app to help them stay up to date with animal conservation and ways they can contribute to conservation efforts around the world.

The goal:

Create a one stop spot for all things animal conservation with features like: latest news, tips & tricks, international and localized maps, and photography analysis.

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Project overview

My role:

UX Researcher and Lead UX Designer

Responsibilities:

Uresearch, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

For this project I started my research by formulating personas and problem statements, as well as conducting competitive audits and usability studies. These practices helped me to better understand the target user and their goals and motivations.

Persona 1: **Makayla**

Problem statement:

Makayla is a student studying biology who needs an app to help her with animal conservation because she wants to do more to help endangered species.

Makayla

Age: 23
Education: Student
Hometown: Hamilton New Zealand
Family: Eldest of three
Occupation: Waitrest

"I want to do more to help with animal conservation, but I would perfer one place to go to get all the info I need."

Goals

Contribute more to help with animal conservation.

Frustrations

Having to research and look up information in multiple places online.

Makayla wants an app to help her with animal conservation efforts. Currently she has to go to many different sources to get the information she's looking for which takes up too much of her time. If she had one place to go to get the latest news, volunteer events and other ways to help she would have extra time in her busy life.

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Persona 2: **Vijay**

Problem statement:

Vijay is a journalist who needs to stay up to date with animal conservation because he covers related stories in his work.

"I need to stay up to date with animal conservation, but I have to go to so many different sites to get all the info I need."

Vijay

Age: 27
Education: Bachelors Degree
Hometown: Madhya Pradesh
Family: Married with 1 child
Occupation: Journalist

Goals

Stay up to date with animal conservation.

Frustrations

Having to research and look up information in multiple places online.

Vijay wants an app to help him stay up to date with animal conservation efforts. Right now he has to go to many different sites to get the information he's looking fo,r which takes up too much of his time. If he had one place to go to get the latest news, volunteer events and other ways to help he would have extra time in his busy life.

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Competitive audit

I wanted to learn what other animal conservation apps were out there and what they were doing well and where they could improve.
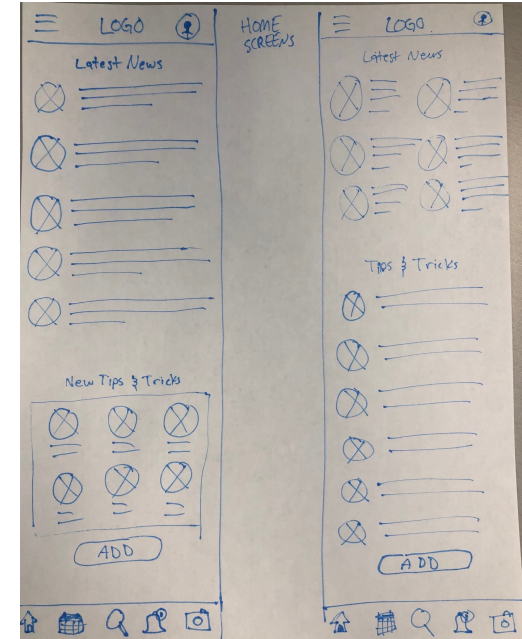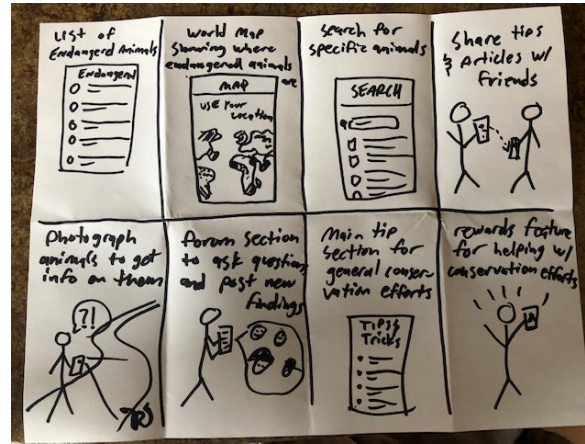
Competitive audit									
Competitive audit goal									
		General information							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
WWF	Direct	Web and Mobile	Info, volunteering, dona	free	worldwildlife.org	large	animal conservationist	caring for animals and their habitats	
Competitor #2 name	Direct	Web and Mobile	Info, volunteering, dona	free	www.nhes.org	medium	animal enthusiast	treating animals with dignity and respect	

		UX (rated: needs work, okay, good, or outstanding)				
First impressions			Interaction			
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	
RATING + A lot of information - Cluddered	RATING + Clean look - A lot of info not related to animals	RATING + Good donating feature - Confusing volunteering feature	RATING + Helping people in impoverished areas - no language options	RATING + Quick simple user flows - Too many different flows	RATING + Neatly laid out - Too many options in drop down menus	
RATING + simple and clean - outdated layout	RATING + easy to use - none	RATING + good info on animals - not enough features	RATING + education programs - no language options	RATING + intuitive user flows - long flows	RATING + everything in top bar - not fixed when scrolling	

Visual design	Content	
Brand identity	Tone	Descriptiveness
RATING + Good simple logo - Only brand colors are black and white	Caring and simpithetic	RATING + Very descriptive of their content and goals - A lot of info to take in
RATING + clean - color pallet could be better	educational and informative	RATING + very informative - feels steril

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Ideation

I like using the crazy 8's
activity to quickly get out a
lot of ideas for features for
the app, then I started
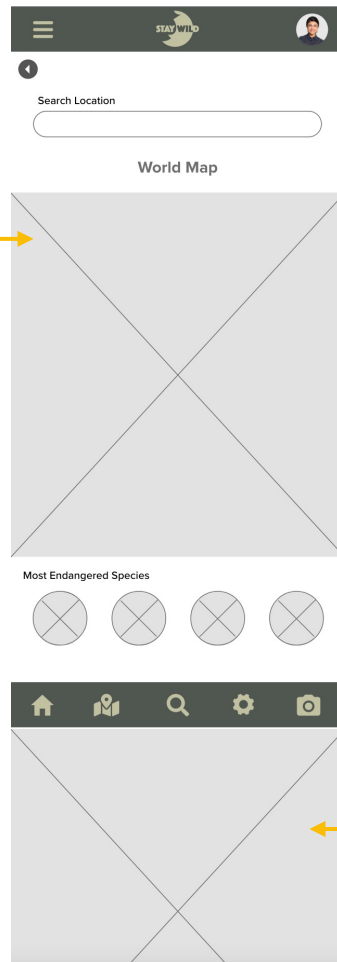making paper wireframes.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

I had in mind a section for maps that show the most endangered species in that location.
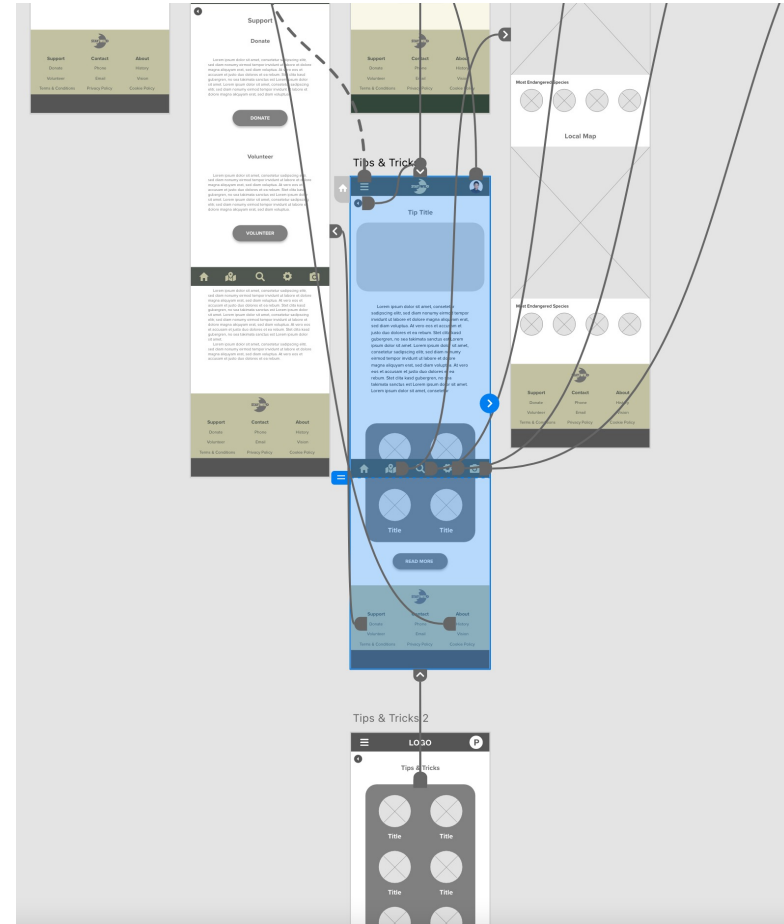
World map showing the most endangered species on the planet.

Country map showing endangered species in your country.

Low-fidelity prototype

With this low-fidelity prototype I wanted to establish the main features for the app and the basic user flows to get through them.

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Australia, remote

Participants:

5 participants

Length:

15-30 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Layout of homepage could be better.

2

Finding

Camera feature was a bit confusing so added descriptive text.
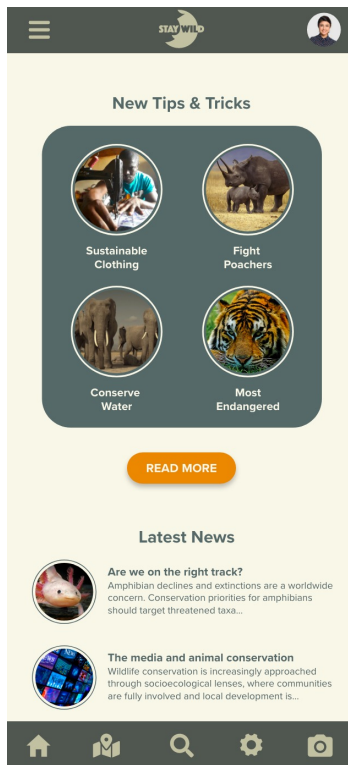
3

Finding

Tips & Tricks section was received well.

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Refining the design

- Mockups
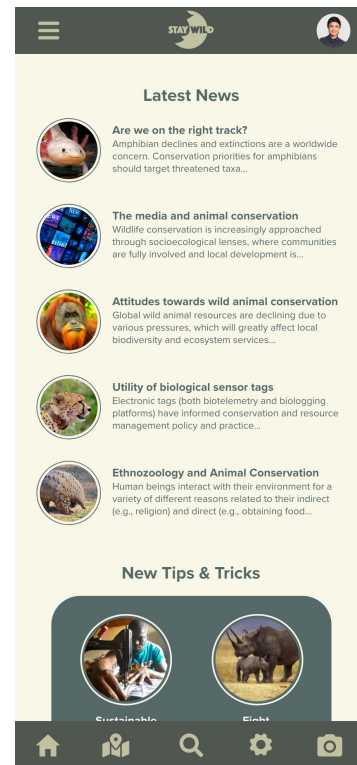- High-fidelity prototype
- Accessibility

Mockups

In my usability study many
participants felt that the
latest news section would
be better at the top since it
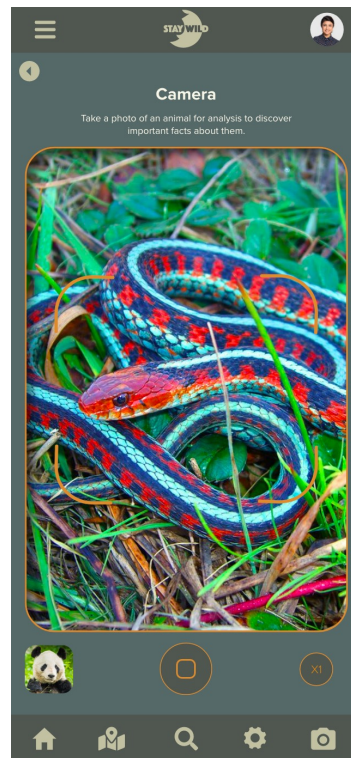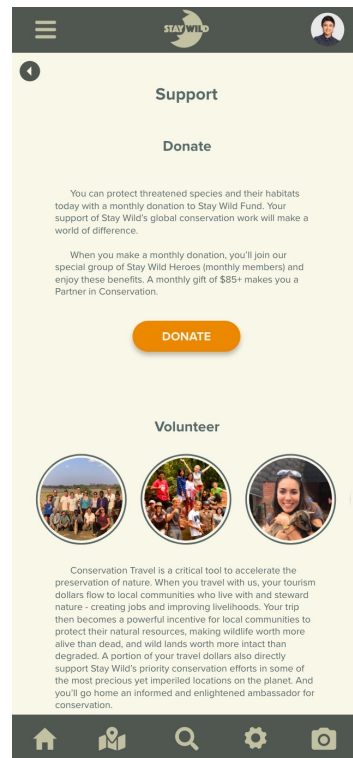has the most important
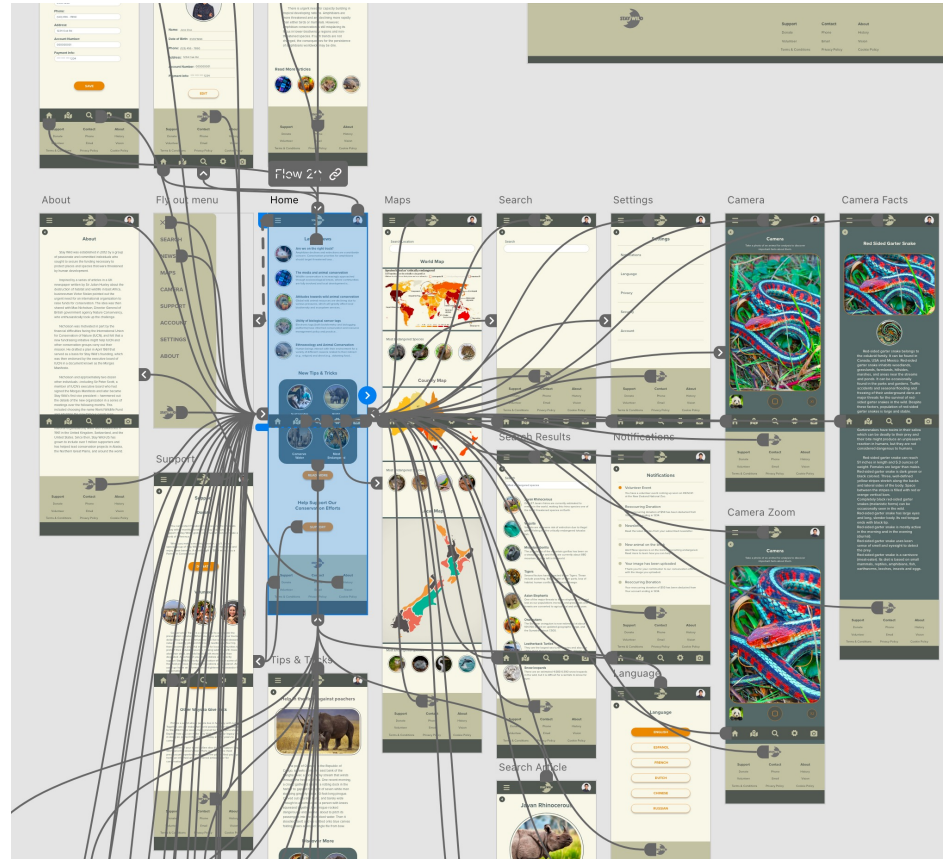information there.

Mockups

High-fidelity prototype

[High-Fidelity Prototype](#)

Accessibility considerations

1

Language options for non English speakers and readers.

2

Maps for localized areas even for users in remote locations.

3

Ways to help and give back for users that can't volunteer due to disabilities.

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Responsive Design

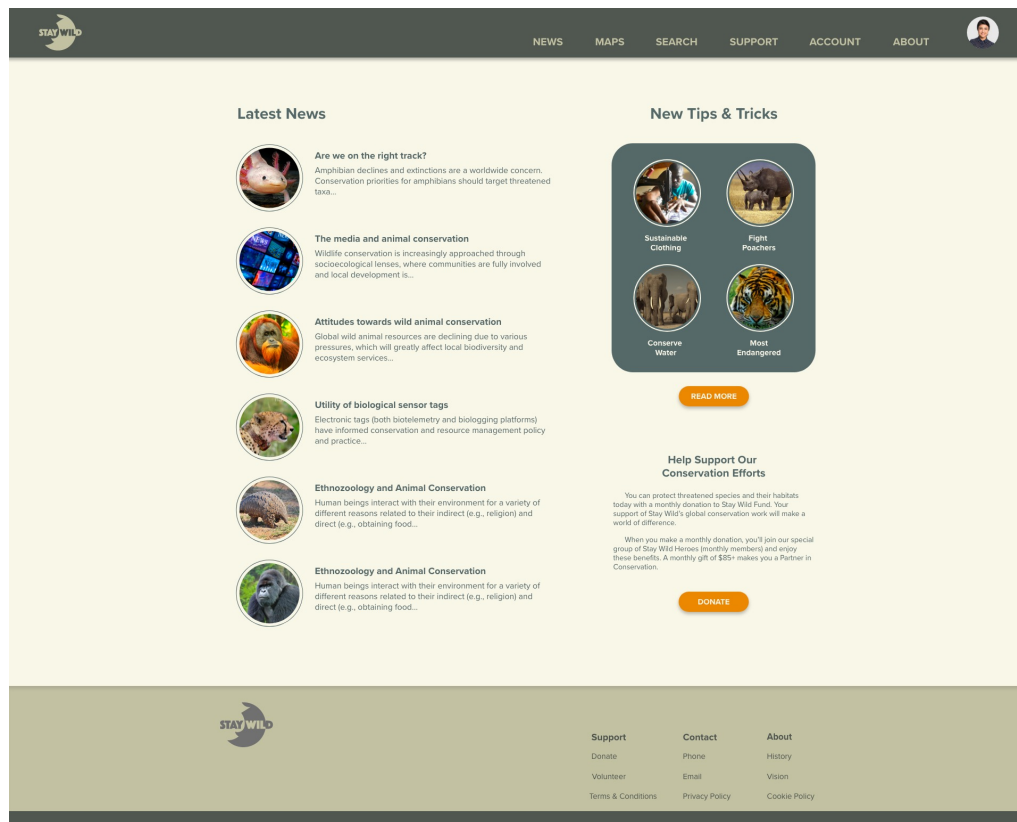- Information architecture
- Responsive design

Sitemap

For the site map I knew not every feature in the mobile app would be on the desktop site so I planned accordingly and didn't include the camera feature.

Stay Wild Site Map

News
- Latest news
- Tips & Tricks

Maps
- World
- Country
- Local

Search
- Articles

Support
- Donate
- Volunteer
- Otherways to help

Account
- Profile
- Update info

About
- History
- Mission
- Accomplishments

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Responsive designs

Moving from mobile to desktop gave me a lot more room to work with so I updated the layout so all of the important information would be above the fold.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Stay Wild will have a huge impact of the world by informing people, keeping them up to date, and getting them involved when it comes to animal and environmental conservation.

What I learned:

Through this project I have learned a lot about taking a design from dedicated mobile app and updating it for a responsive desktop app, as well as small changes I can do in my life to help with conservation efforts.

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Next steps

1

Design the account creation, and sign up pages.

2

Create a section for branded merchandise for the Other ways to help section.

3

Design notification overlay prompts for the various notifications that would pop up.

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Let's connect!

Thank you for your time, If interested in seeing more of my work or contacting me please reach out to me through the links provided.

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