

Save the North Atlantic Right Whale App and Responsive Website

Brett Hall

Project overview



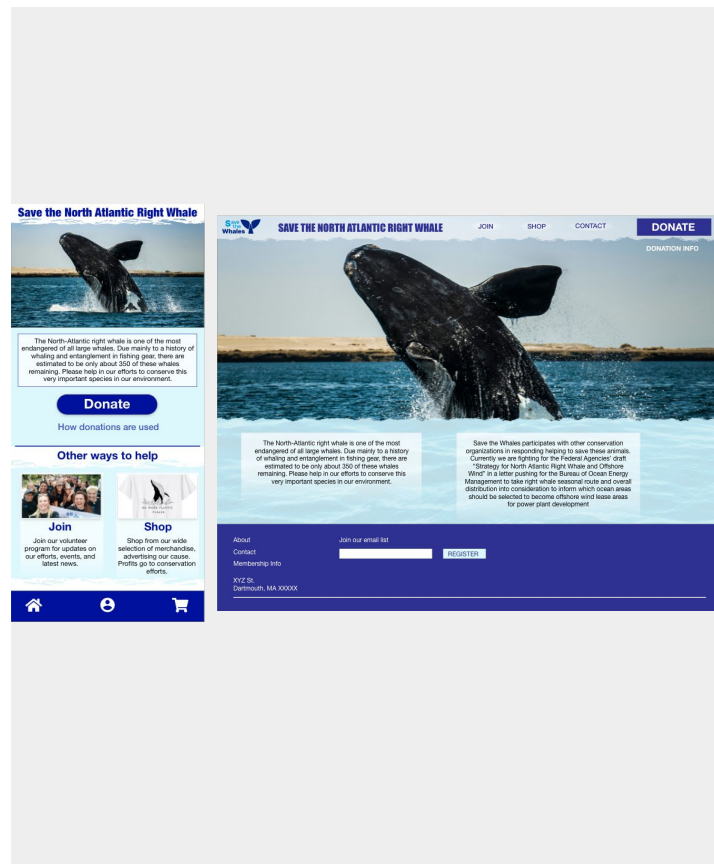
The product:

The app and responsive website I designed for this project would be to help raise awareness and raise funds to help preserve the now critically endangered population of North Atlantic Right Whales.



Project duration:

January 2023 - February 2023



Project overview



The problem:

The population of North Atlantic Right Whales is extremely low - estimated at about 350 in the wild.



The goal:

The objective is to help these whales flourish in the wild by raising public awareness and encouraging people to do their part to help.

Project overview



My role:

UX Designer, I designed this project, and conducted research on how it should look and function



Responsibilities:

This project was made from conducting a competitive audit, wireframes, prototypes, and usability studies.

Understanding the user

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

User research: summary



My research included observing how other charity organizations that help with preserving wildlife and conservation set up their online displays and messaging. It seemed pretty straightforward for me as I came up with initial designs. I received valuable feedback as well though, coming from users who were sympathetic to the cause, but were looking for more features and information on a website and app with the purpose this was made for.

Persona 1: Name

Problem statement:

Josh is a Marine Biologist, who wants to help raise awareness of whale populations to help the environment



Josh Hunter

Age: 26

Education: Bachelor's Degree

Hometown: Boston

Family: Parents, brother, sister

Occupation: Marine Biologist

"I just want to enjoy myself at this point"

Goals

- Help increase North Atlantic Right Whale population
- Buy house

Frustrations

- Busy schedule
- Paying off student loans

Josh is a Marine Biologist working to help preserve the species of North Atlantic Right Whale. In his own time, he wants to travel more

Persona 2: Name

Problem statement:

Blake is a Whale Watching Tour Manager, who is hoping to help raise awareness of whale populations to increase his company's business and help the environment.



Blake Smith

Age: 35
Education: Bachelor's Degree
Hometown: Boston
Family: Wife
Occupation: Whale Watching
Tours Manager

"I love what I do, but not all aspects of it."

Goals

- Run business and generate more revenue
- Help conservation efforts for North Atlantic Right Whale

Frustrations

- Inconsistent revenue generate from his line of work
- Limited ways he can help

Blake is a manager of whale watching tours. He wants to get more involved in preservation of the species as well.

Competitive audit

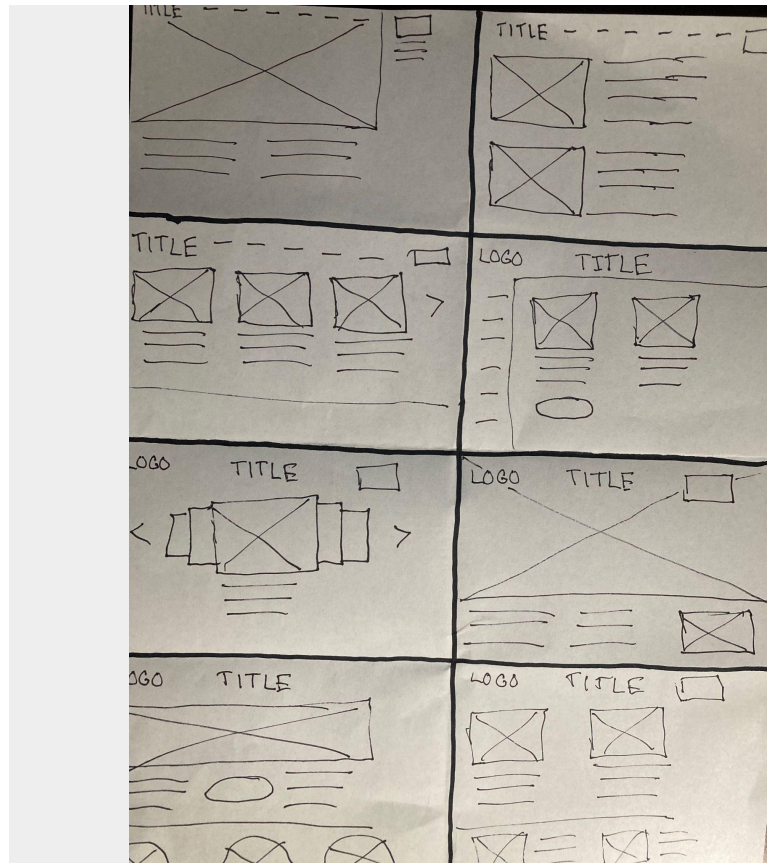
Main way competitors marketed was by encouraging donations, other options included shopping merchandise and adopting whales

Image of spreadsheet

Competitive audit	Competitive audit goal										
	General information								UX (rated: needs work, okay, good, or outstanding)		
									First impressions		Interaction
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$)	Website (URL)	Business size (small, medium)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features
Competitor #1 name	WDC, Whale and Dolphin Conservation	Plymouth, MA	Charity, Merchandise, Whale and Dolphin Adoption	\$	https://us.whales.org/	Medium	Donors, wildlife enthusiasts		RATING + Good imagery - Busy at some sections	RATING No App	RATING + Functionality is good - Some crowded parts can cause confusion
Competitor #2 name									RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks
Competitor #3 name									RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks
Competitor #4 name									RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks

Ideation

I tried a lot of different layout designs, and ended up using a layout with a hero image and columns underneath it



Digital wireframes

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Large call to action icon, and users wanted info on how donations would be used.



Donate

How donations are used

Other ways to help



Join



Shop



Columns underneath with more options on more people can help

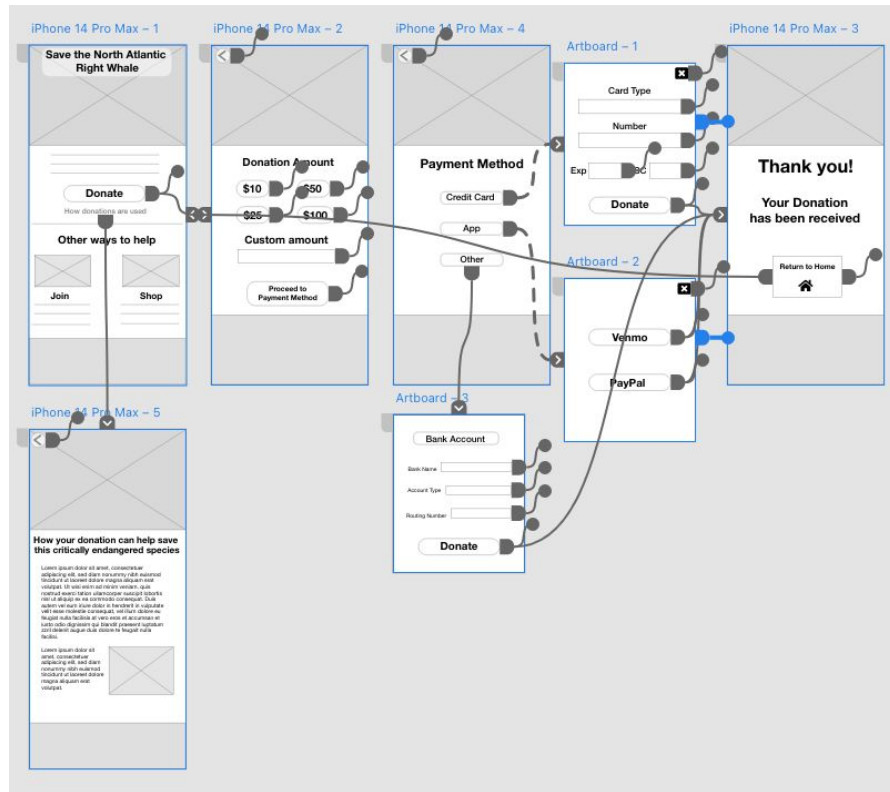
Low-fidelity prototype

App Lo-Fi Prototype:

<https://xd.adobe.com/view/f47d1120-3918-4479-8eb0-9c42ebc76155-a12e/>

Website Lo-Fi Prototype:

<https://xd.adobe.com/view/8cf4544f-659b-461d-beb6-b5439711e8f6-d9a7/>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Massachusetts



Participants:

5 participants



Length:

5-10 minutes

Usability study: findings

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

1

Finding

Users wanted an info section for how donations are used

2

Finding

Users wanted typing functionality

3

Finding

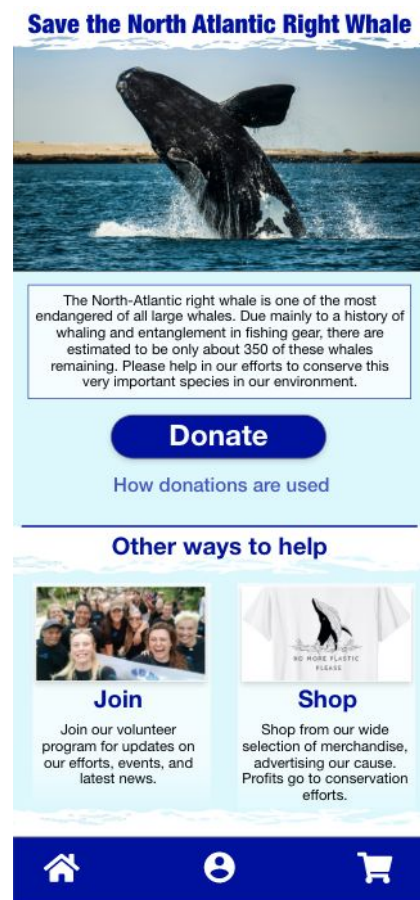
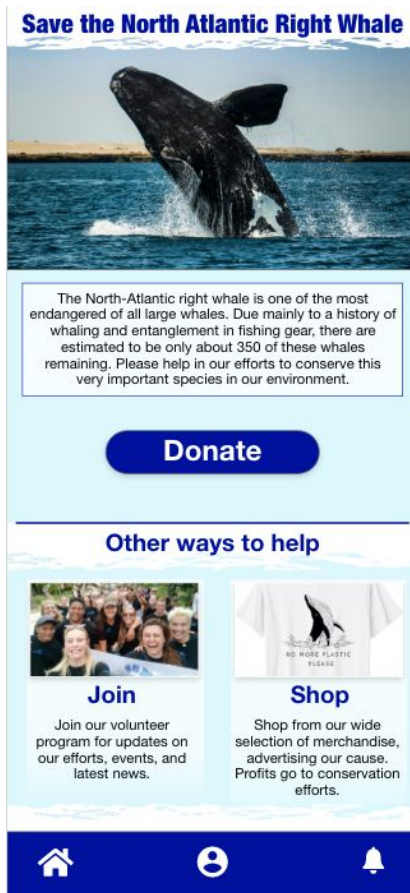
Users wanted details of other ways to help

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

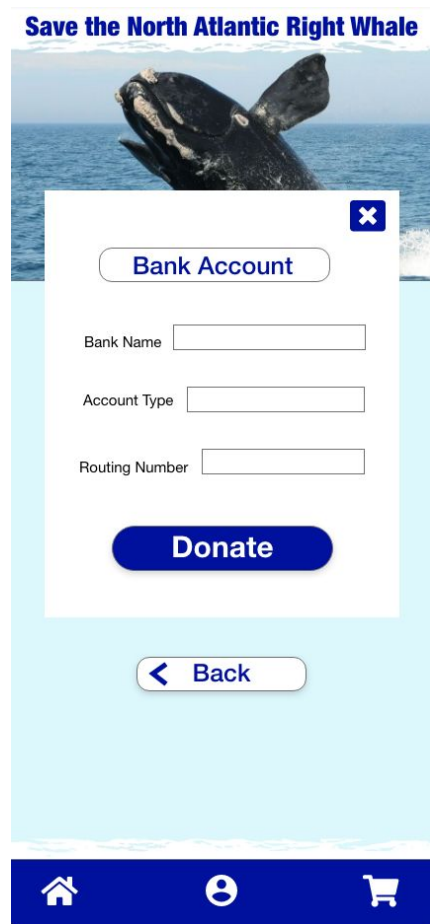
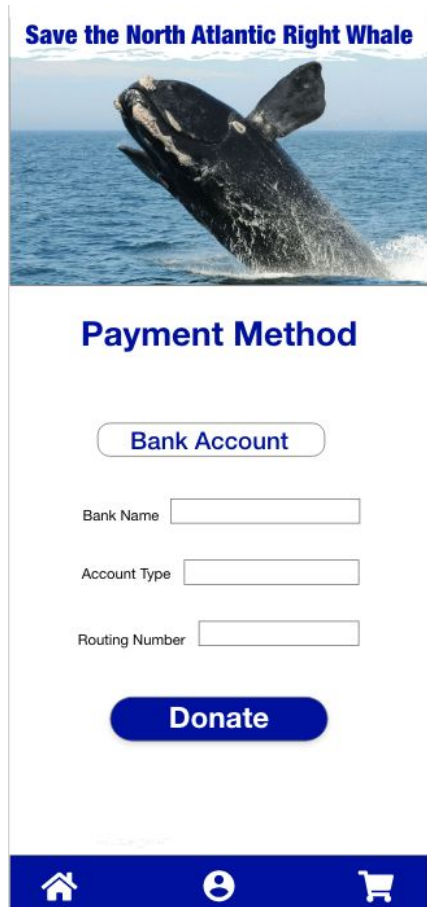
Mockups

I added an info section for donations and put the link under the donate button, also replaced notifications with a shopping cart which should be more useful in this type of app

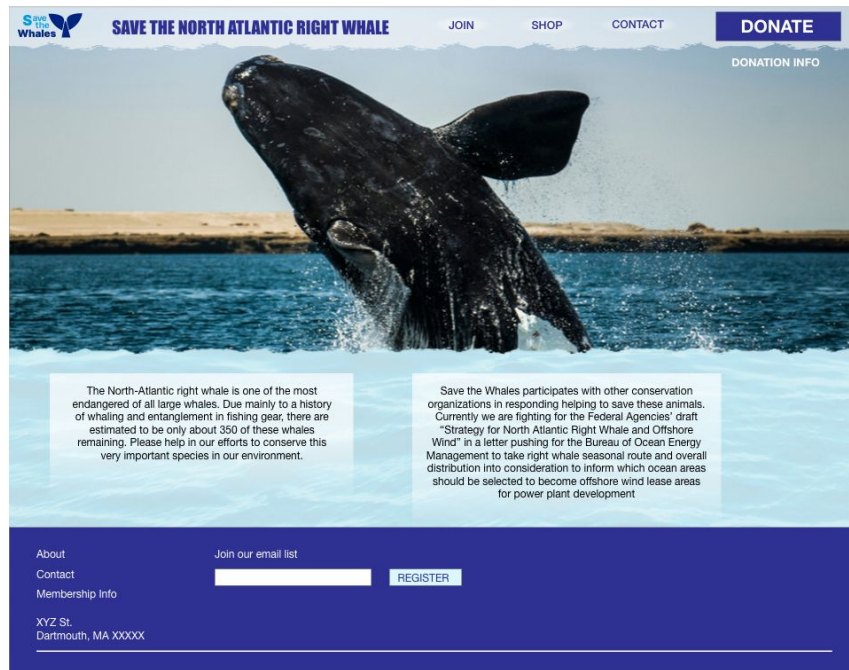


Mockups

I replaced a transition with an overlay for this part, where a payment method is selected to make a donation



Mockups



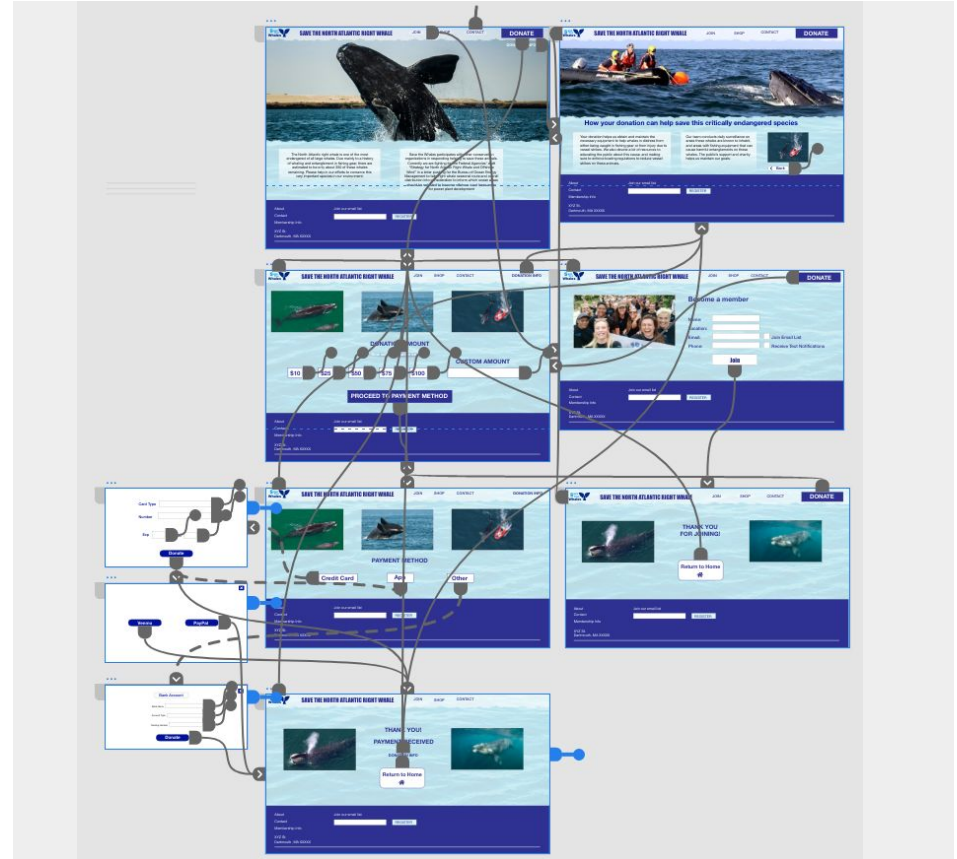
High-fidelity prototype

App Hi-Fi Prototype:

<https://xd.adobe.com/view/749f26dc-f504-4daa-9410-6f0a651effcb-21cc/>

Website Hi-Fi Prototype:

<https://xd.adobe.com/view/b51e08bd-2bf8-4372-9d9c-fd980908a2fd-e04d/>



Accessibility considerations

1

I would like to have the final product available in different languages, and with audio options.

2

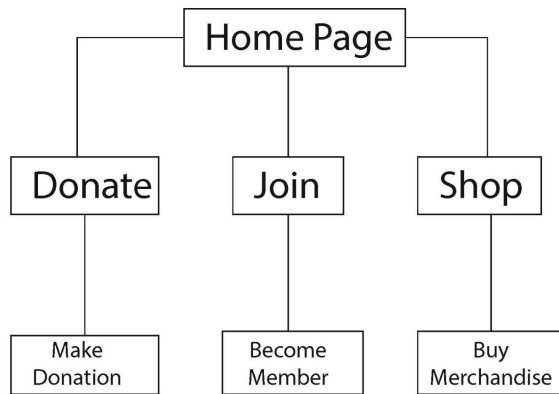
3

Responsive Design

- Information architecture
- Responsive design

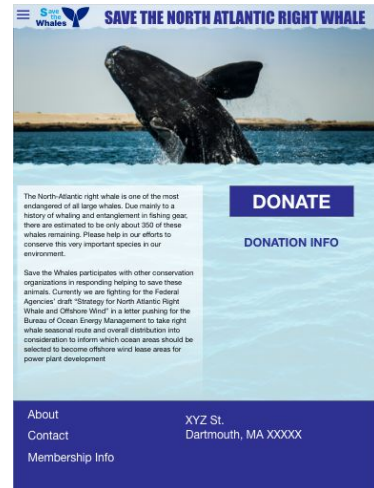
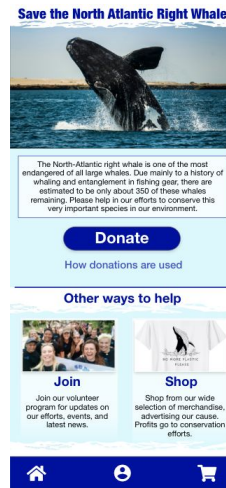
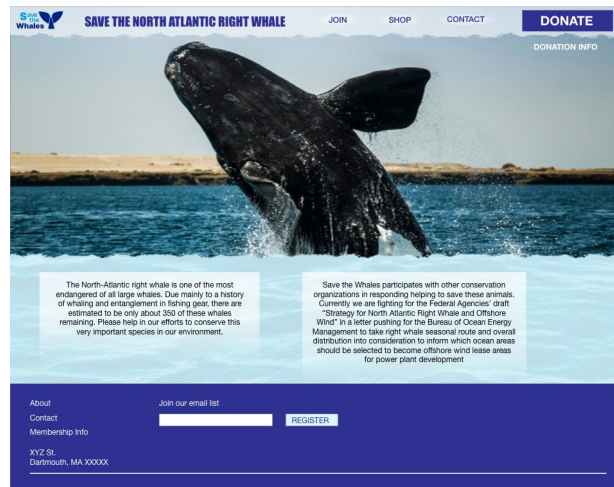
Sitemap

It was a simple hierarchy layout for this app and website



Responsive designs

The hero image can be used more dominantly in the wider desktop screen size. I had to rearrange the contact either over, under, or in a hamburger menu to accommodate the different sizes as well.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I was encouraged by positive feedback, particularly that the visual design was appealing.



What I learned:

I learned a bit more versatility, and how to use some new elements in my designs.

Next steps

1

I am definitely going to include this project in my online portfolio.

2

I am hoping this project along with the others I've done in this course help to get recruiters' attention and help me land a job.

3

Let's connect!



If you would like to connect, you can check out my website. I am hoping to upload these projects to it soon as well:

<http://bretthalldesign.com>