Save the Sea Turtles App and Website

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UX Designer

The Challenge

People looking to get started as a volunteer or donor in sea turtle conservation know the general information about threats to sea turtle population, but need a way to say educated on current topics and opportunities to help.

The Goal

Educate volunteers on the various ways they can help preserve and grow the sea turtle population.

Provide donors with multiple methods of involvement, from shopping to direct contributions.

The Process

1
User Research

2
User Pain Points

3
Ideate

4
Design/ Prototype

5
User Testing

6
Mockups

User Research

Sea turtles are endangered, and new volunteers and donors don't know that there are ways they can help. A competitive audit, including interviews with activists, shows that charities with comprehensive digital platforms make a significant impact in the sea turtle conservation community.

Charities who offer educational resources paired with multiple methods for community members to get involved show higher engagement. Users prefer having a various options to show support aside from volunteering, like donating and purchasing merchandise that reflects their cause.

Creating additional methods for involvement can help to make charity efforts more effective. Partnering with well known artists may help to bring in the next generation of turtle conservationists to the community.

The Audience

Simon
The Volunteer

Simon is a college student who is very passionate about doing everything they can to help sea turtles. They spend every summer volunteering and like to stay up to date on current research on sea turtles. They need a convenient way to track volunteer opportunities and news.

Kim
The Donor

Kim is a retired bank CEO and likes to donate to various causes. She likes to be very involved with the charities she donates to, and to help further causes she believes in.

User Pain Points

- **Finding volunteer opportunites**

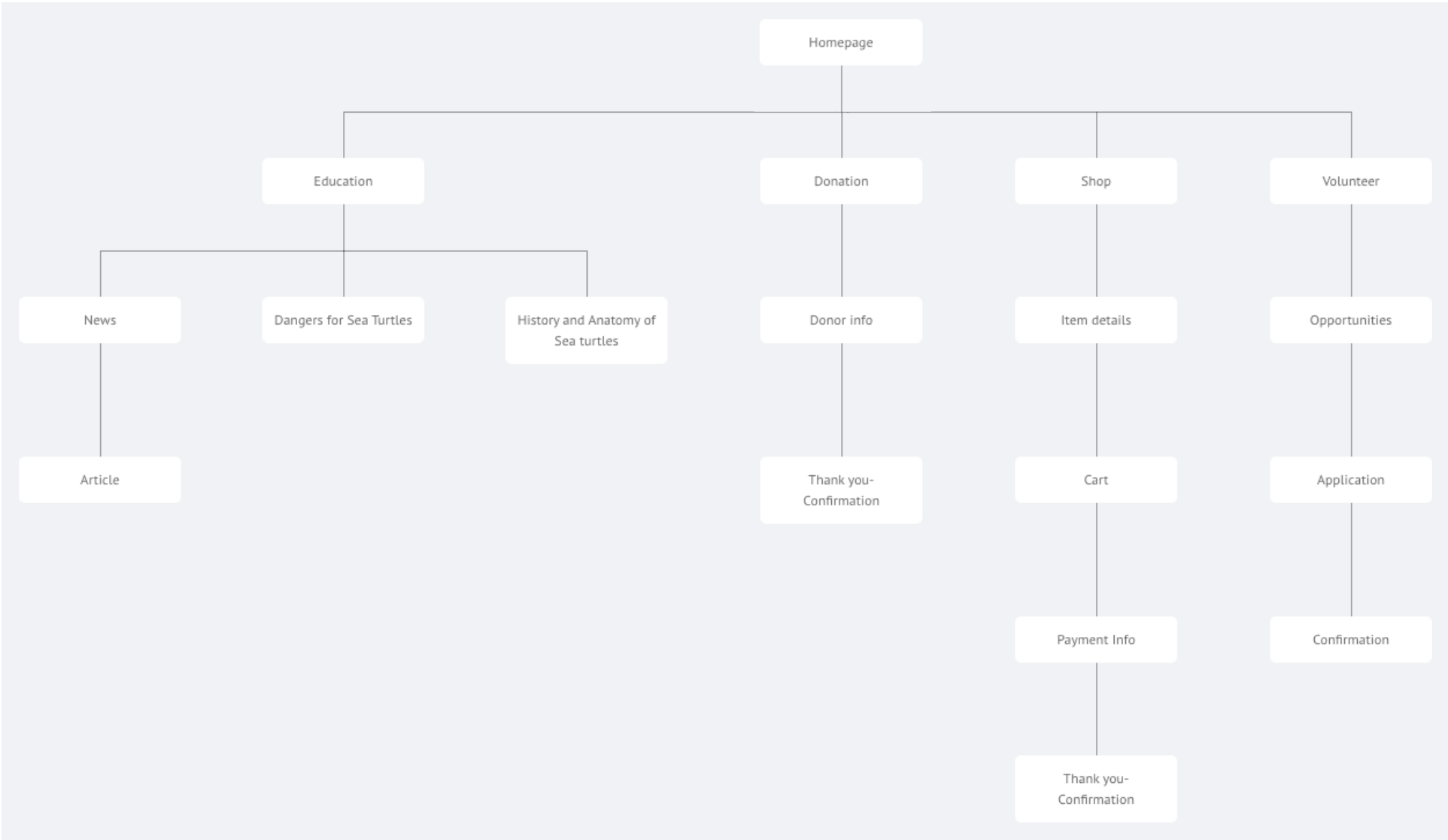 Discovering and applying for volunteer opportunities can be time consuming

- **Finding trustworthy sources**

  It can be difficult for some people to find information they trust online
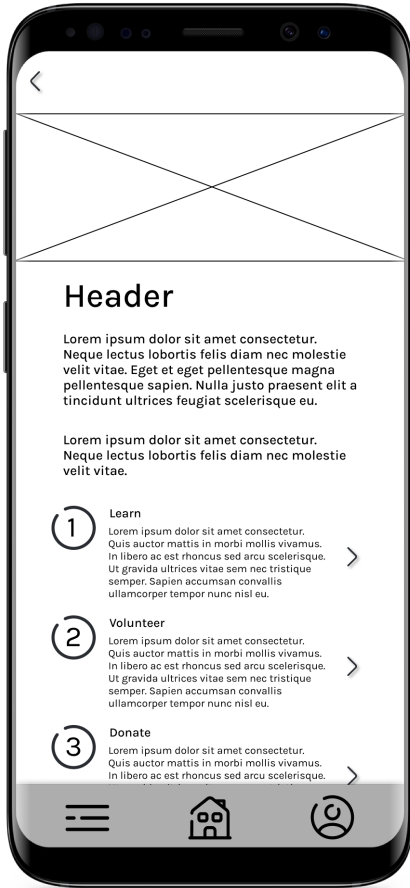
- **Community involvement**

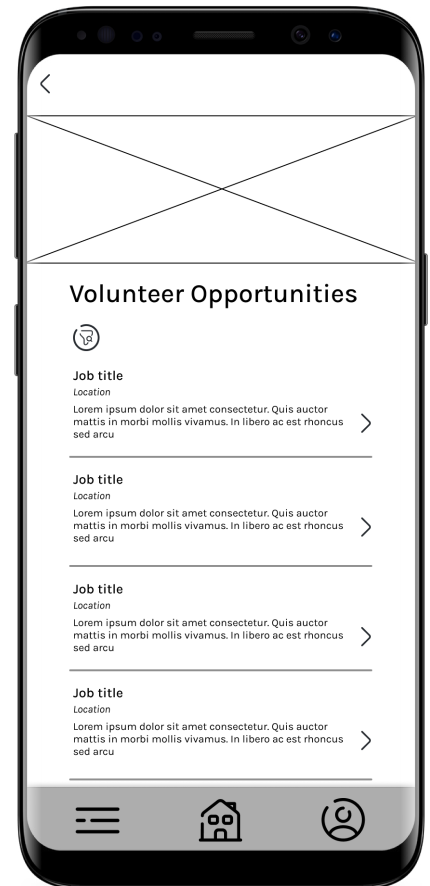 Charities depend on their communites to be involved and willing to help in various ways

Sitemap

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Mobile App Wireframes

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Homepage

The homepage is the table of contents for the app, giving easy acess to all information in a clear and easy to understand layout.

Header

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Want to help?

| News   -> | Donate   -> |
| Volunteer   -> | Shop   -> |

Education

This page provides common information users are curious about.

Volunteer Opportunities

Job title
Location
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Volunteer

The volunteer page lists all available volunteer positions by job title and location.

Desktop Wireframes

Learn

Sticky top nav will help users navigate quickly throughout the site

Banner imagery is standard throughout the site and app. A consistent visual direction is key when designing acrross platforms

🐢 Home   Learn   Volunteer   Dotnate   Shop   🔍 🛒 ☰
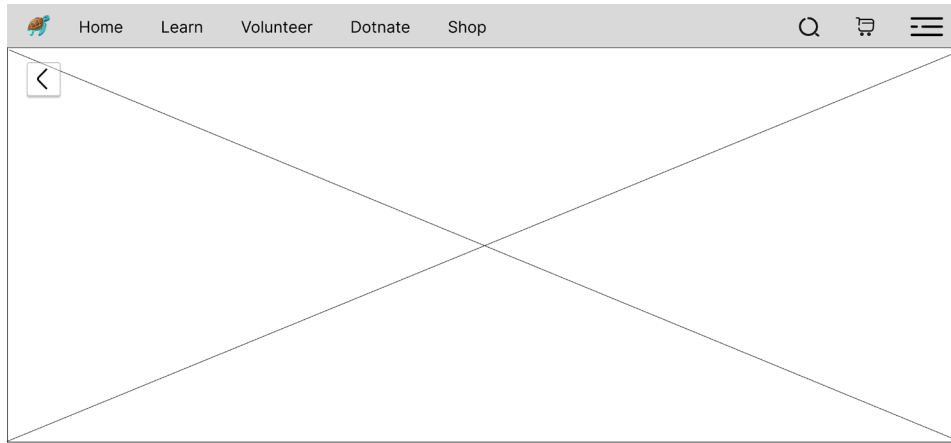
The middle section of the Learn page will have general information that will answer common question about sea turtles

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To provide more information without an overwhelming amount of text, the educational information about sea turtles was broken up between 3 pages

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History	Donate
Dangers	Shop

CTA buttons at the botom of the page redirect into the site

123 Street Rd suite A
City, State 12345

123.456.7890   (f) (ig)   🐢

Low-fidelity prototype

Usability Study findings

Study type:	Participents:	Length:
Unmoderated usability study	5 Participents	30-45 minutes

1 **Non functional Menu**

The usability study showed the Hamburger menu in the app was non functional, making the app frustrating to navigate.

2 **Shopping**

Participents remarked they would prefer a link to the shop on the home page of the app, because they were interested in the collaboration with artists.

3 **Users felt confident**

All participants in the usability study remarked that they felt confident using the app, and were satisfied they could find anything they needed to.

Mobile App Mockups

Homepage

Keeping this page as a table of contents for the site and making sure it is focused on giving the user options on how involved they would like to be
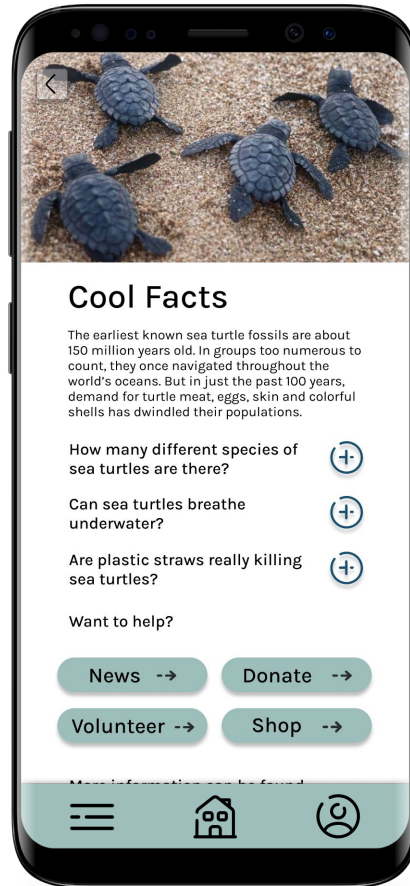
Education

Color and imagery added to this page really livens it up.
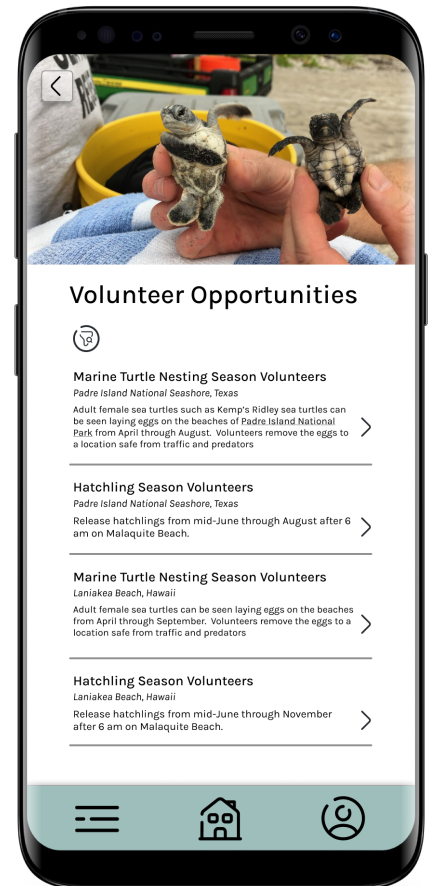
Volunteer

This page gives descriptions and locations for various volunteer oppotunities that can be applied to from the app.

Desktop Mockups

Education

Sticky top nav will help users navigate quickly throughout the site
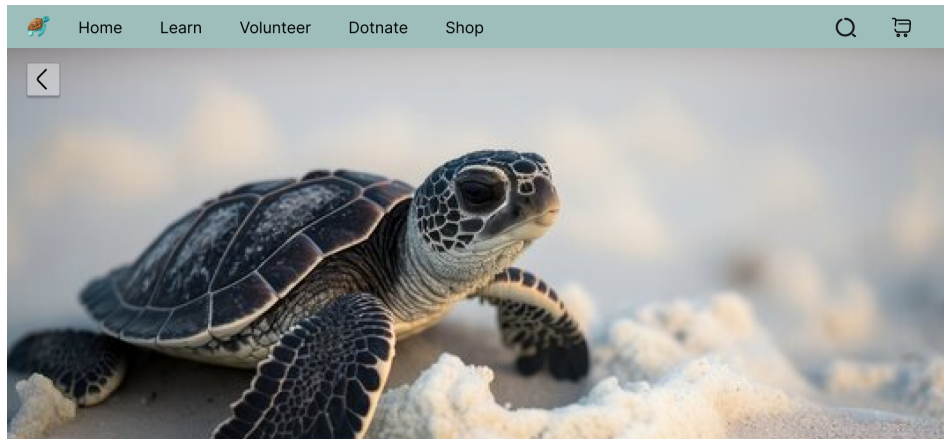
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CTA buttons at the botom of the page redirect into the site

Home   Learn   Volunteer   Dotnate   Shop

General Info

The earliest known sea turtle fossils are about 150 million years old. In groups too numerous to count, they once navigated throughout the world's oceans. But in just the past 100 years, demand for turtle meat, eggs, skin and colorful shells has dwindled their populations.

Modern sea turtles are not descended from more than one of the groups of sea-going turtles that have existed in the past; they instead constitute a single radiation that became distinct from all other turtles at least 110 million years ago.

Cool Facts

- Sea turtles are generally found in the waters over continental shelves. During the first three to five years of life, sea turtles spend most of their time in the pelagic zone floating in seaweed mats.

- Sea turtles migrate to reach their spawning beaches, which are limited in numbers. Living in the ocean therefore means they usually migrate over large distances

- In 2020, diminished human activity resulting from the COVID-19 virus caused an increase in sea turtle nesting. Some areas in Thailand saw an abnormally high number of nests, and Florida experienced a similar phenomenon. Less plastic and light pollution could explain these observations.

- Larger hatchlings have a higher probability of survival than smaller individuals, which can be explained by the fact that larger offspring are faster and thus less exposed to predation. Predators can only functionally intake so much; larger individuals are not targeted as often.

Diet

The loggerhead, Kemp's ridley, olive ridley, and hawksbill sea turtles are omnivorous their entire life. Omnivorous turtles may eat a wide variety of plant and animal life including decapods, seagrasses, seaweed, sponges, mollusks, cnidarians, Echinoderms, worms and fish. Some species specialize on certain prey.

The diet of green sea turtles changes with age. Juveniles are omnivorous, but as they mature they become exclusively herbivorous. This diet shift has an effect on the green sea turtle's morphology. Green sea turtles have a serrated jaw that is used to eat sea grass and algae.

Leatherback sea turtles feed almost exclusively on jellyfish and help control jellyfish populations.

Hawksbill sea turtles principally eat sponges, which constitute 70–95 % of their diets in the Caribbean.

History   Donate

Dangers   Shop

123 Street Rd suite A
City, State 12345

123.456.7890

High-fidelity prototype

See more of the hi-fi prototype

Impact

This app and website educates a community of people eager for accurate information. A constant stream of news updates about science and discoveries related to sea turtles gives the user control over their knowledge and involvement, giving them ways to help the declining sea turtle population.

What I learned

In this project I learned how to design a website for multiple screen sizes, making it a responsive website. Using the mobile-first approach, I created a website and app consistant with a brand standard, creating a consisant flow for users who interact with both the app and website.