Social Awareness Website

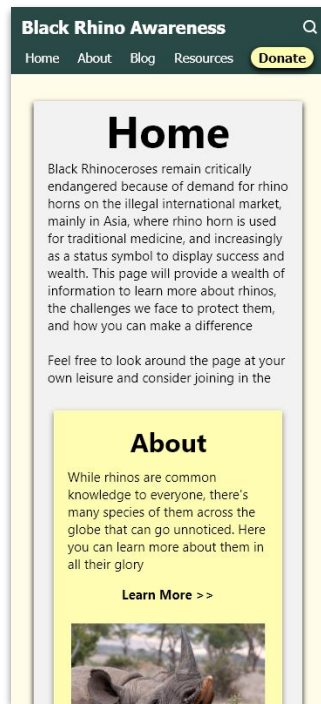Joshua Fernandez

Project overview

The product:

This is a website detailing the importance and situation of Black Rhinos. The site features blog and information resources as well as a donation option to encourage interactivity

Project duration:

April 2023 - May 2023

Google

Project overview

The problem:

The Black Rhinoceros is an endangered species of rhinos that needs attention and support before the species becomes extinct

The goal:

Create a website for both desktop and mobile platforms to both inform and encourage people to lend support in any way possible

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Project overview

My role:

UX designer, UX researcher, UX Writer, UI Designer

Responsibilities:

User research, documentation, wireframing, prototyping, User Interface Design

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

I wanted to see how organizations go about presenting information for a cause as opposed to selling products. I examined several websites and created a competitive audit to extract the best components and observe the content more as opposed to the layouts.

Next I interviewed a user group consisting of mostly middle aged adults. I asked them questions in regards to their love for animals and their passion for advocating and helping animals. I was aware that activism comes in many forms, both online and offline, but would have to assume that the average person's responsibilities like family or work would come into play.

User research: pain points

1

Lack of Information

Like any movement or source relating for social good, many people aren't correctly informed or could come across misinformation, which could deter them from pursuing further

2

Lack of Incentive

Many people can be empathetic, but despite that, many would rather not contribute to a cause physically, financially or otherwise for self preservation or otherwise

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Persona: **Angela**

Problem statement:

Angela is a veterinarian who wants a thorough a simple source to learn about animals because her time constraints with work and activities with her family leave little personal time for herself

"It's good to help those in need and those who can help others."

Angela

Age: 47
Education: Doctorate of Veterinary Medicine
Hometown: Lowell, Massachusetts
Family: 1 son, 2 Dogs
Occupation: Veterinarian

Goals
- Go on a roadtrip with her family
- Reduce the mortality rate with all her clients' pets as much as possible

Frustrations
- "I love my job, but finding time during the week can be a pain."
- "I'd like to help however I can, but I don't know where or how to start."

Angela is a veterinarian who spends a majority of her week helping clients' pets with everything involving prescriptions, scheduling appointments, and so forth. During the weekend she spends time with her son and dogs as a break from work. The frequent documenting and reports her job needs her to examine puts a strain on her eyes, causing her to need glasses.

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User journey map

The user persona I created along with the website I had in mind was a bigger challenge than I thought. Normally, there's several steps and a clear path when exploring a site or app, but in this case, it's a very freeform website. So while I had initial trouble, I wanted to see what happen if they were to explore each page individually.

ACTION	Open Website and Explore Main Page	Explore the About Page	Explore the Blog Page	Explore the Resources page	Explore the Donations page
TASK LIST	Tasks A. Go to Website B. Scroll Down C.Click on links to other pages	Tasks A. Read About the rhinos B. Scroll Down C. Click on link to next page	Tasks A. Scroll through the blogs B. Click on one and read it C. Go back and look at more blogs or go to the next page	Tasks A. Read About the subject B. Scroll Down C. Click on link to next page	Tasks A. Make a donation by filling out the information B. Confirm Purchase C. Get receipt and head back to donation page
FEELING ADJECTIVE	Intrigued from the main page and the links.	Worried about learning why rhinos are endangered Worried that more types of rhinos may be under the same circumstances	Nervous about what the blogs may hold	Excited to see what links, activities and potential resources are available to learn more or help more	Curious about what the donations are for Happy about the money usage and the goodie they get Satisfied and assured about the purchase
IMPROVEMENT OPPORTUNITIES	Allow option of making one time purchases without an account	Make links to other websites or have more pages about other rhinos	Include ways to navigate to the next blog post without having to leave the current one	Group information into tabs the user can click on for easy access	Include rewards and multiple types of payment options

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

I was trying to keep it simple for a home page and wanted to draw ideas that would represent it being a hub to the rest of the site

In the end, the one on the button is the one I settled on. I wanted the navigation in the top with text that leads to the other pages and a welcome message on the main page with captions that lead to other pages
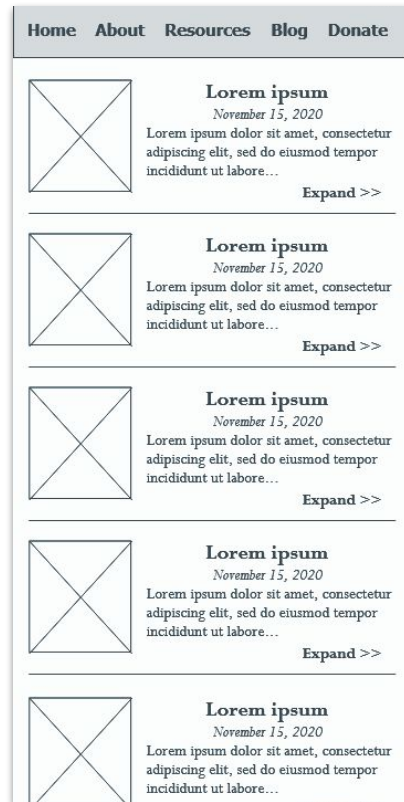

Google
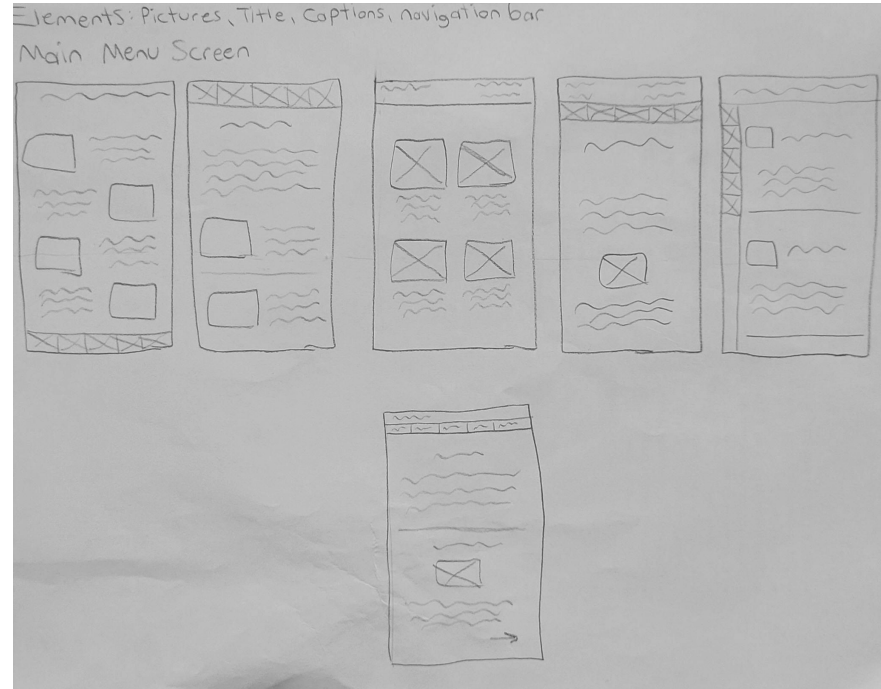
Digital wireframes

I wanted there to be a blog page as a way to keep track of new and old information.

I also wanted to keep it simple but condensed with each blog selection providing just enough to pique interest

The picture can illustrate what the main article will be about and work in tandem with the title.

This acts as a simple prompt to tell people they can read more if they interact with it.

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Digital wireframes

After purchasing tickets, I wanted to give users two options to encourage them to explore will mentally stimulating them to keep going through the app, whether it be utilizing it at the concession stand or to browse freely, making sure there's no dead end.

Everything hear would be a list of information that summarizes purchase information that can be expanded upon later on

The two buttons keep the flow going by either letting users immediately browse or go to their purchase history for easily accessible tickets

Home   About   Resources   Blog   Donate

Make A Donation Today

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Choose your Payment Plan

| $1 | $5 | $10 |
| $15 | $20 | $25 |

Name your price: $

[X] *One Time Payment   [ ] *Monthly Payment

Usability study: findings

The first round mostly had my findings reveal I was lacking content to read and the second round was more about lacking options when it came to navigating or donating

Round 1 findings

1. Rework Navigation Bar

2. Confusing Main Page

3. Rework Resources Page

Round 2 findings

1. Hard to read navigation

2. Lack of colors / too much white space

3. More donation customization

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Testers would say that on mobile, this secondary sub menu under the navigation bar would cause many navigation hiccups.

In the end, I decided to remove it and put all the content on one page since there wasn't much information to categorize

Before usability study
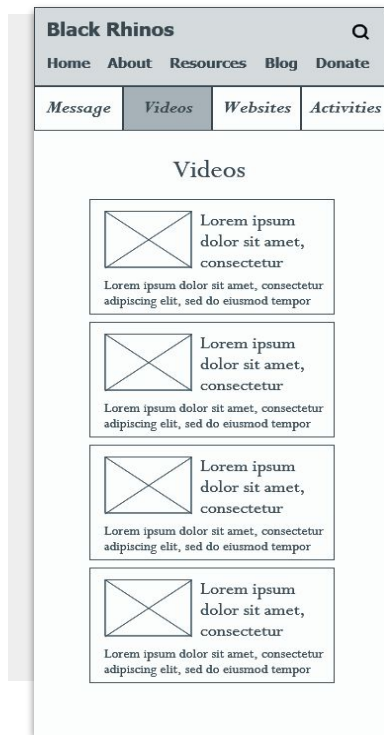
After usability study
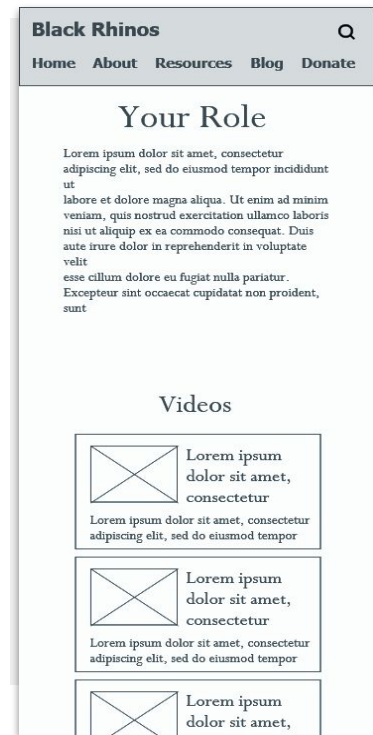
Mockups

Testers mentioned how the color palette was lackluster or not very interesting.

I was trying to mimic the rhino aesthetic since they're big, grey creatures but in the end, changed it to a green/yellow palette for a more nature feeling aesthetic. This also helped me emphasize different captions and even the navigation

Before usability study

After usability study

Mockups

Black Rhino Awareness

Home   About   Blog   Resources   Donate

Home

Black Rhinoceroses remain critically endangered because of demand for rhino horns on the illegal international market, mainly in Asia, where rhino horn is used for traditional medicine, and increasingly as a status symbol to display success and wealth. This page will provide a wealth of information to learn more about rhinos, the challenges we face to protect them, and how you can make a difference
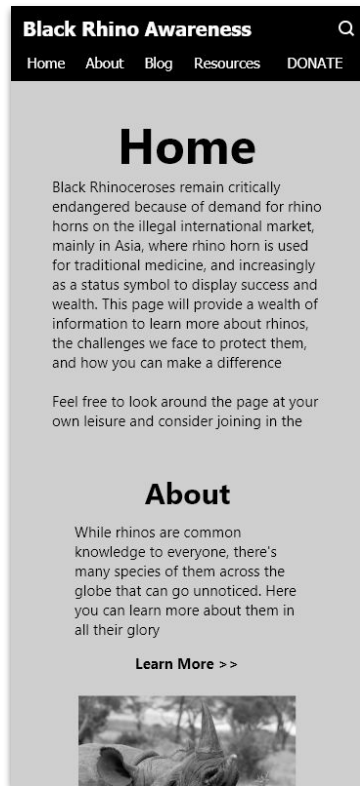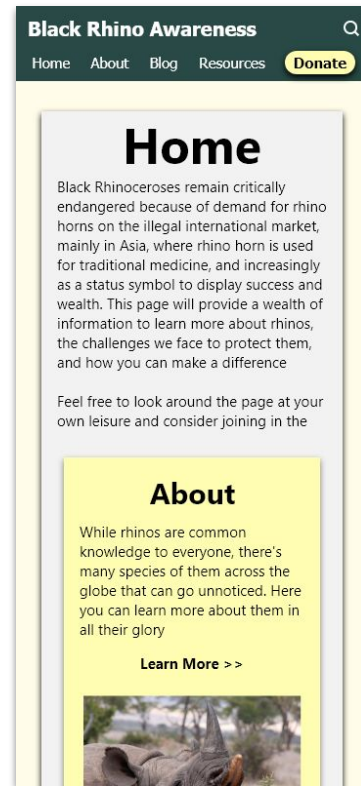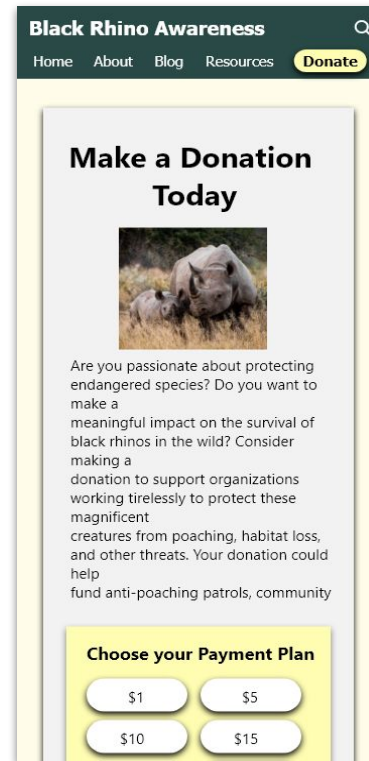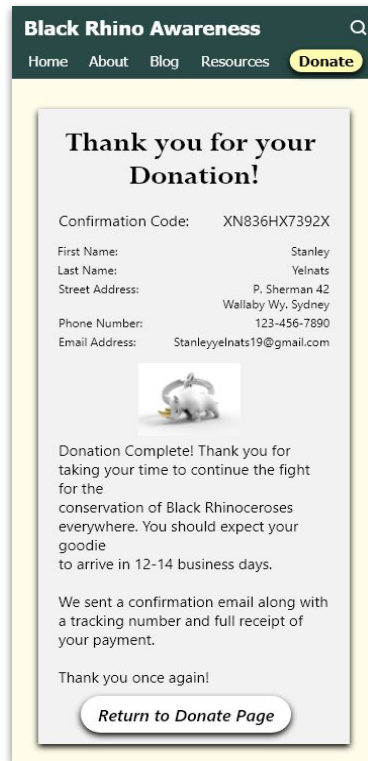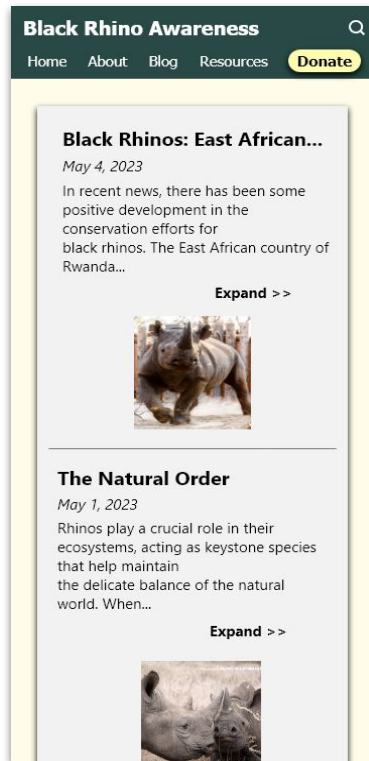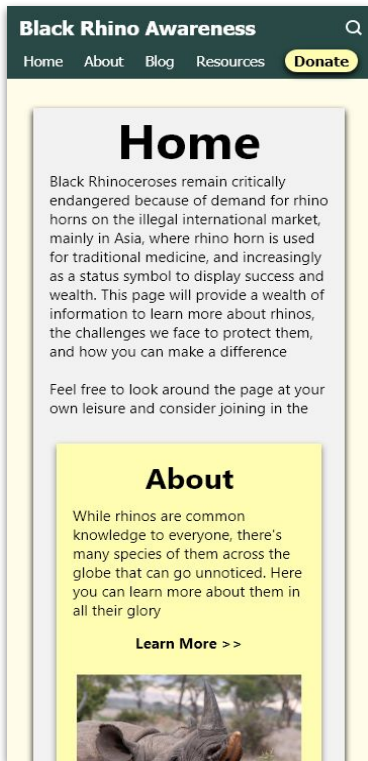
Feel free to look around the page at your own leisure and consider joining in the

About

While rhinos are common knowledge to everyone, there's many species of them across the globe that can go unnoticed. Here you can learn more about them in all their glory

Learn More >>

Black Rhino Awareness

Home   About   Blog   Resources   Donate

Black Rhinos: East African...
May 4, 2023

In recent news, there has been some positive development in the conservation efforts for black rhinos. The East African country of Rwanda...

Expand >>

The Natural Order
May 1, 2023

Rhinos play a crucial role in their ecosystems, acting as keystone species that help maintain the delicate balance of the natural world. When...

Expand >>

Black Rhino Awareness

Home   About   Blog   Resources   Donate

Thank you for your Donation!

Confirmation Code: XN836HX7392X

First Name: Stanley
Last Name: Yelnats
Street Address: P. Sherman 42
                                   Wallaby Wy. Sydney
Phone Number: 123-456-7890
Email Address: Stanleyyelnats19@gmail.com

Donation Complete! Thank you for taking your time to continue the fight for the conservation of Black Rhinoceroses everywhere. You should expect your goodie to arrive in 12-14 business days.

We sent a confirmation email along with a tracking number and full receipt of your payment.

Thank you once again!

Return to Donate Page

Black Rhino Awareness

Home   About   Blog   Resources   Donate

Make a Donation Today

Are you passionate about protecting endangered species? Do you want to make a meaningful impact on the survival of black rhinos in the wild? Consider making a donation to support organizations working tirelessly to protect these magnificent creatures from poaching, habitat loss, and other threats. Your donation could help fund anti-poaching patrols, community

Choose your Payment Plan

| $1 | $5 |
| $10 | $15 |

Google

Accessibility considerations

1

Extending the navigation bar on the top to increase the size of the page tabs

2

Including audio recordings that narrate the passages on each page.

3

Including an option to increase the text size on mobile and making different color palettes for light and dark mode

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

My designs have been hit or miss in the beginning, but I've come to learn over time how to present information in this manner. The testers came to accept it but still be critical.

"Things like the color palette and, I wanna say the way the website looked was pretty jarring and hard on my eyes. But after some changes, it's pleasant to look at and easy to sift through."

- Deja C.

What I learned:

Coming off my movie app project, I was sure that the process of making this would be faster, but I was wrong. The intent and purpose of the website changes everything because now I have to factor entirely new design philosophies, testing methods and overall feeling. The movie app was more work physically, but mentally this was more challenging to put together

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Next steps

1

Make proper links to other organization pages videos and other relevant sources

2

Include audio files that users can click on to narrate the page they're on, making learning more engaging

3

MAYBE: include more information about different rhino species that may also be endangered and/or close to extinction

Google