

Design a way to help conserve an endangered species of leopard

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Project overview



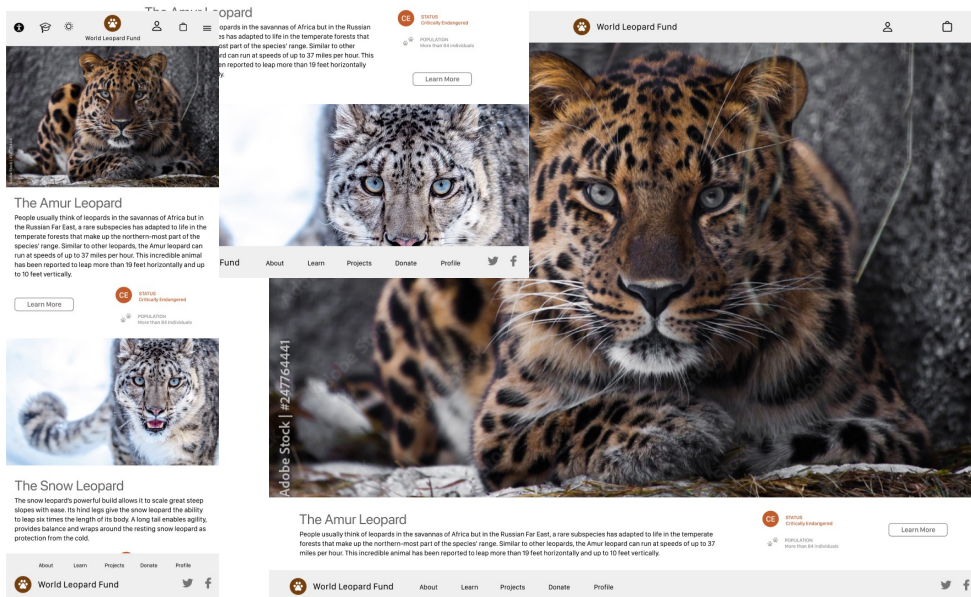
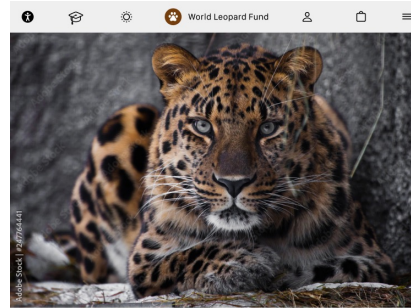
The product:

A mobile app and website that offers help options to conserve endangered leopards. The goal is to make it easy to select help options for all types of users.



Project duration:

June 2023 to July 2023



Project overview



The problem:

Many available online wildlife websites have no or very few endangered leopard help options. We need to find out if the main user experience, finding and ordering help options, is easy for users to complete.



The goal:

Design a endangered species mobile app and responsive website to be user friendly by providing clear and easy flow for help options.

Project overview



My role:

UX designer leading the help conserve an endangered leopard dedicated mobile app and responsive website design.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps want to figure out what specific difficulties users encounter when they try to complete the core tasks of selection help options.

I conducted an unmoderated usability study with 5 participants: Two male, two females, and one non binary individual, aged 30 to 60 years old. The study showed that the help options and donating were easy to complete. Assistive tools like magnified screens and screen reader would be useful.

Persona 1: Eve

Problem statement:

Eve is a High School Principal who needs to learn about endangered species because she want to help and donate.



Eve

Age: 38

Education: Master's degree in Education

Hometown: Palo Alto, California

Family: Married with two kids

Occupation: High School Principal

"I am worried about endangered species. My family and I want to be able to do something helpful like donation and follow the development."

Goals

- I want to be able to donate and help endangered species.
- I want to learn more about endangered species.
- I want to be in the loop.

Frustrations

- Not sure on where/how to find endangered species.
- I can't find the endangered species I want to help.
- Different organisations use different platforms of communication.

38 year old principal with 10 years of teaching and 6 years principal experience, married with two young child. She loves animals, but is anxious about endangered species and wants to help. Unsure where to find options to help endangered species.

Persona 2: David

Problem statement:

David is a retired biology professor who needs to make a difference because some species maybe become extinct.



David

Age: 72
Education: Professor
Hometown: New York City, New York
Family: Married with two grandchildren
Occupation: Retired

"I want to join the pledge to stop endangered species crime. Take action and make a difference."

Goals

- Want to find organization that helps endangered species.
- Want to help in person.
- Educate his grandchildren about wildlife.

Frustrations

- Too much wildlife crime.
- Need to take action.
- What can I do to make a difference.

David is a retired biology professor at 72 years old who lives in a busy metropolitan area. He is happily married with two grandchildren, but he is worried about the state of the planet, what planet his grandchildren will inherit and live in. He want to do something for endangered species, this is very important to him.

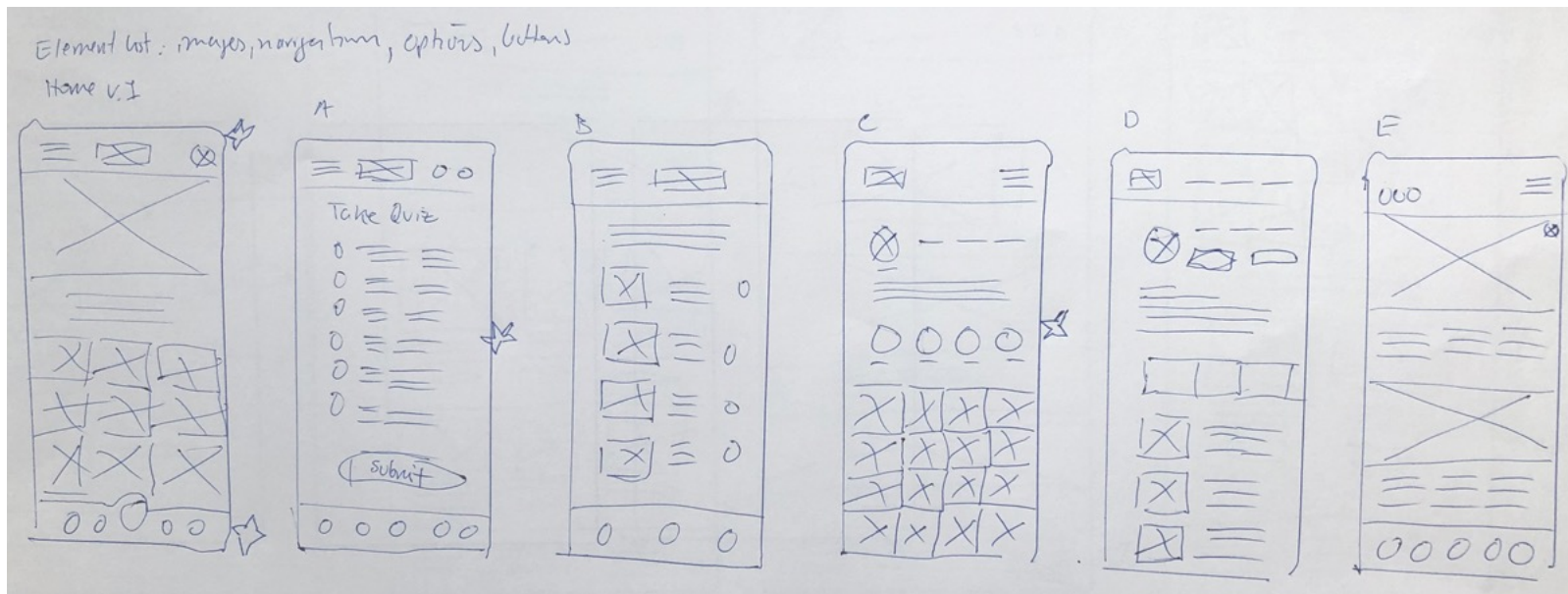
Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the leopard app/website.

Competitive audit										
Goal: Compare the user experience of each competitor's app										
General information										
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop app experience	First impressions	
								Desktop app experience	Dedicated mobile app experience	
World Wildlife Fund WWF	Direct	Washington, DC, USA	WWF works in nearly 100 countries. At every level, we collaborate with people around the world to develop and deliver innovative solutions that protect communities, wildlife, and the places in which they live.	\$	https://www.worldwildlife.org	Large	Middle-class and upper-class users	Offers a diverse variety of help options	Outstanding <ul style="list-style-type: none"> + Website is well-designed and easy to use + Elegant design with strong branding + Streamlined ordering process - No deals and discounts 	Outstanding <ul style="list-style-type: none"> + Website is well-designed and easy to use + Elegant design with strong branding + Streamlined ordering process - No deals and discounts
Snow Leopard Trust	Direct	Seattle, USA	Aims to better understand the endangered snow leopard, and to protect the cat in partnership with the communities that share its habitat.	\$	https://snowleopard.org	Medium	Higher-income clientele	Offers a diverse variety of help options	Okay <ul style="list-style-type: none"> + Modern minimalist design - Limited features available in desktop version 	Good <ul style="list-style-type: none"> + Modern minimalist design + Design is clean and easy to use - Some features hard to use
WildCats Conservation Alliance	Indirect	London, England	A conservation initiative on a mission to save wild felines and Amur leopards for future generations by raising awareness of their status and funding carefully chosen conservation projects.	\$	https://conservewildcats.org	Small	Low-income clientele	Offers a diverse variety of help options	Needs work <ul style="list-style-type: none"> - Cluttered design - Limited features available in desktop version - Visually appealing imagery 	Needs work <ul style="list-style-type: none"> - Cluttered design - Limited features available in desktop version - Visually appealing imagery
Features		Accessibility	Interaction	User flow	Navigation	Brand identity	Visual design	Tone	Content	
Needs work <ul style="list-style-type: none"> + One-click payment that remembers payment info + Pre-order option - Lack of other useful features - No loyalty rewards program 		Good <ul style="list-style-type: none"> + Website available in English and Spanish - Offers 2 different languages 	Good <ul style="list-style-type: none"> + Easy and useful order and payment processes + Straightforward user flow - Not memorable 	Good <ul style="list-style-type: none"> + Easy basic navigation + Clear indication of clickable elements 	Outstanding <ul style="list-style-type: none"> + Strong brand identity including colors, fonts, style, and imagery + Visual design communicates company ethos 	Outstanding <ul style="list-style-type: none"> + Strong brand identity including colors, fonts, style, and imagery - Visual design doesn't always support content intuitively 	Sophisticated and informative	Good <ul style="list-style-type: none"> + All key info is present - Too descriptive 		
Outstanding <ul style="list-style-type: none"> + One-click payment that remembers payment info + Ability to create user profile + Pre-order option + Offers concert tickets 		Outstanding <ul style="list-style-type: none"> + Integrated with voice control software + Offers 12 different languages 	Good <ul style="list-style-type: none"> + Easy to use for account holders - Payment process without an account is repetitive and frustrating 	Okay <ul style="list-style-type: none"> - Some unfamiliar navigation patterns 	Good <ul style="list-style-type: none"> + Visual design communicates company ethos + Strong brand identity including colors, fonts, style, and imagery - Visual design doesn't always support content intuitively 	Good <ul style="list-style-type: none"> + Visual design communicates company ethos - Cluttered design 	Serious and direct	Outstanding <ul style="list-style-type: none"> + Short and to the point 		
Needs work <ul style="list-style-type: none"> - Checkout process requires user to input payment info twice - No pre-order 		Good <ul style="list-style-type: none"> - Website available in one languages - Menu isn't compatible with screen reader technologies 	Good <ul style="list-style-type: none"> + Easy to use for account holders - Payment process without an account is repetitive and frustrating 	Okay <ul style="list-style-type: none"> - Difficult to navigate due to big animation size - Unfamiliar way to navigate 	Good <ul style="list-style-type: none"> + Visual design communicates company ethos - Cluttered design 	Engaging, concise, and informative	Needs work <ul style="list-style-type: none"> + All key info is present - Unnecessary details 			

Ideation

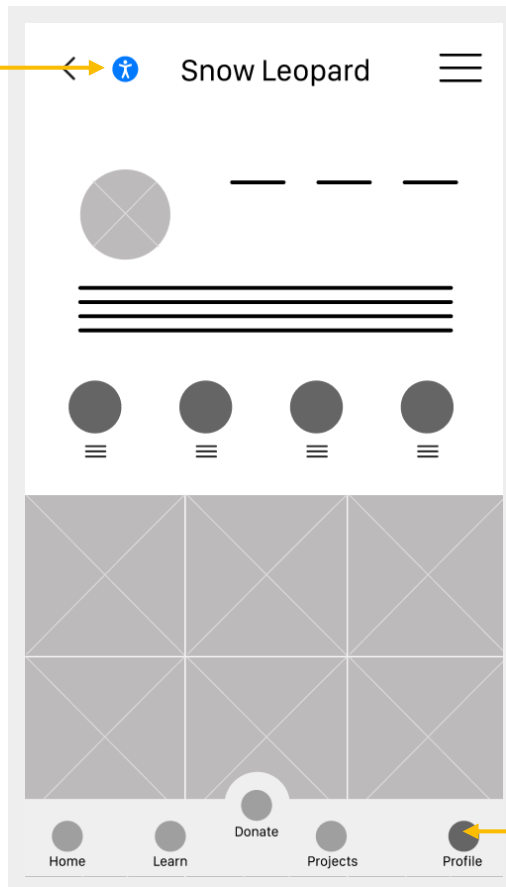
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on help options.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience. Prioritizing accessibility tools was a key part of my strategy.

Icon for a help page for general "how to" with accessibility tools

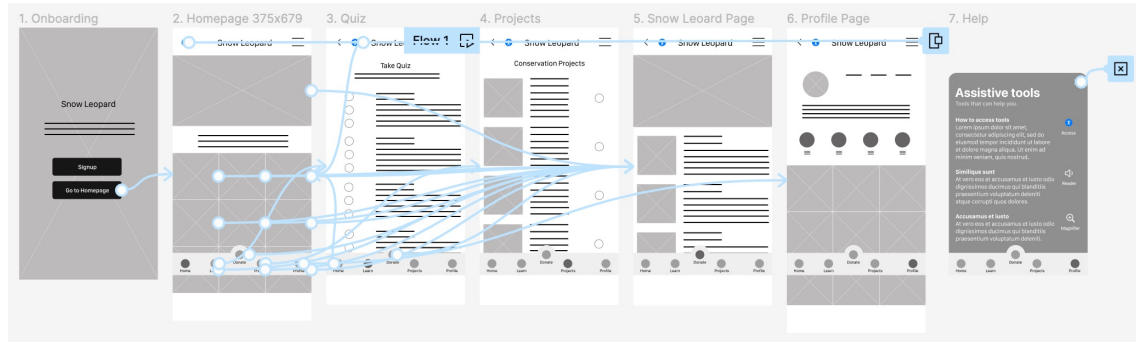


Easy access to app features from global navigation

Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out. At this point, I had received feedback on my designs from members of my team about the customization flow. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.

View: [The leopard low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United Kingdom, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Finding

Users want the “profile page” less messy.

2

Finding

Users find the donation flow easy to use.

3

Finding

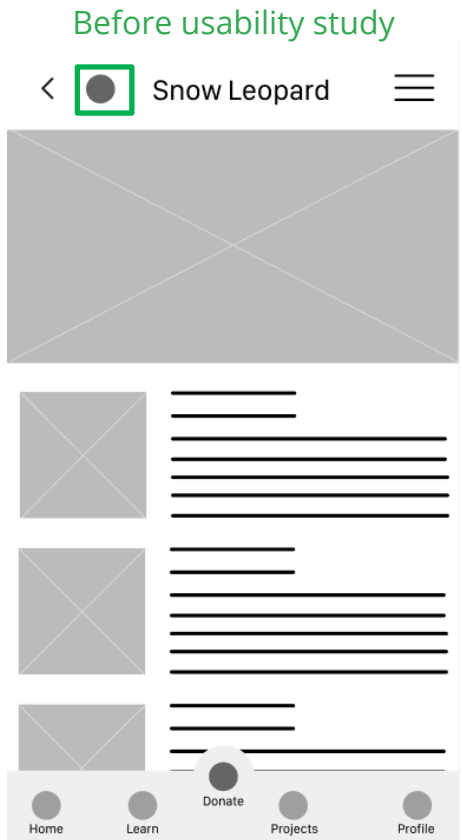
Some users want screen reader and magnification option.

Refining the design

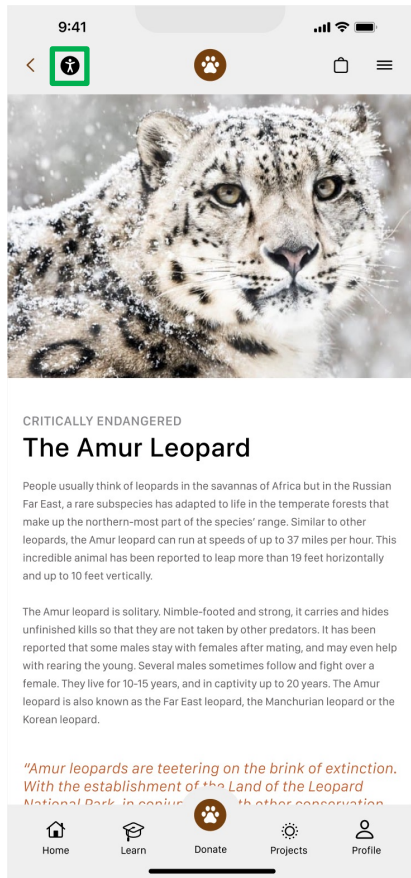
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability study, I made changes to improve the site's accessibility. One of the changes I made was adding accessibility tools for magnification and screen reader option.

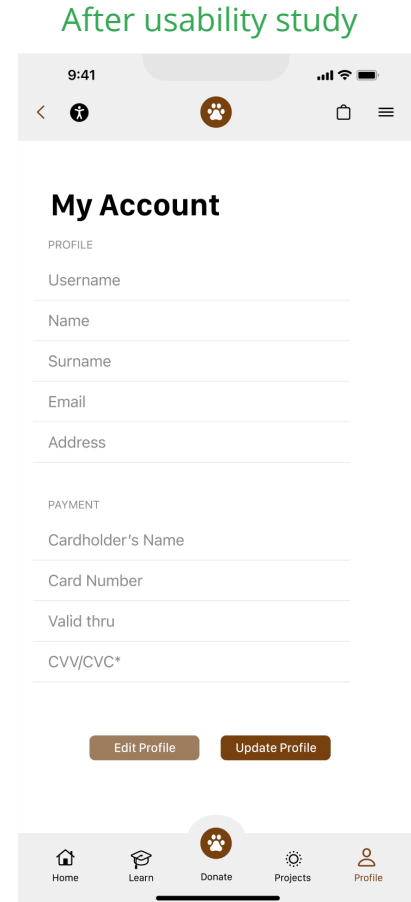
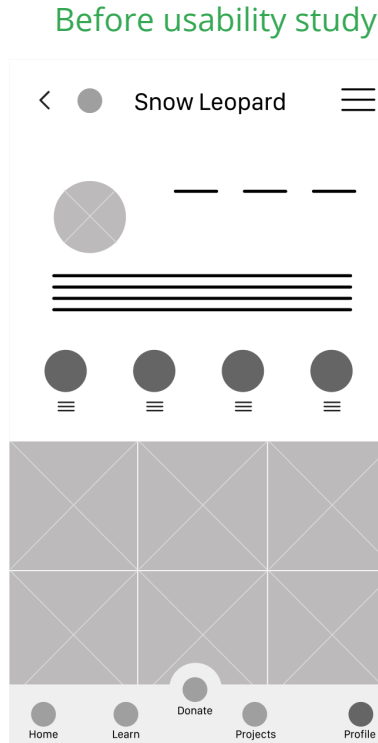


After usability study

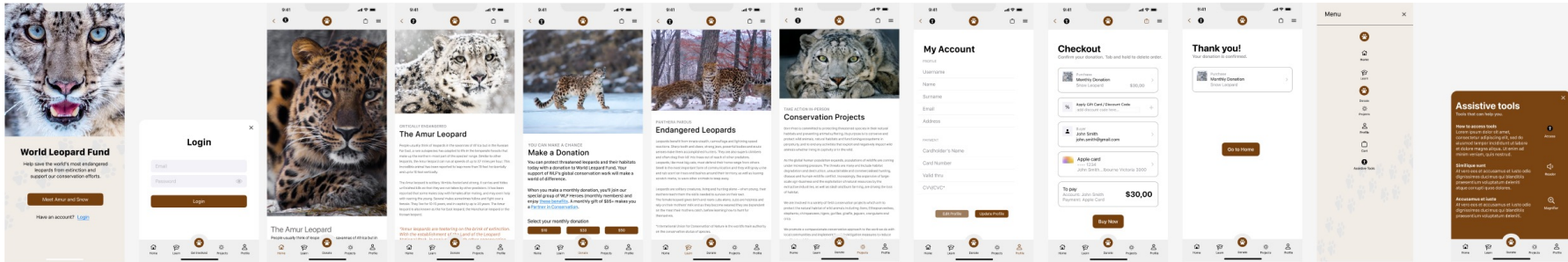


Mockups

To make the profile page less messy and easier for users to use, I clean-up and changes the layout.



Mockups

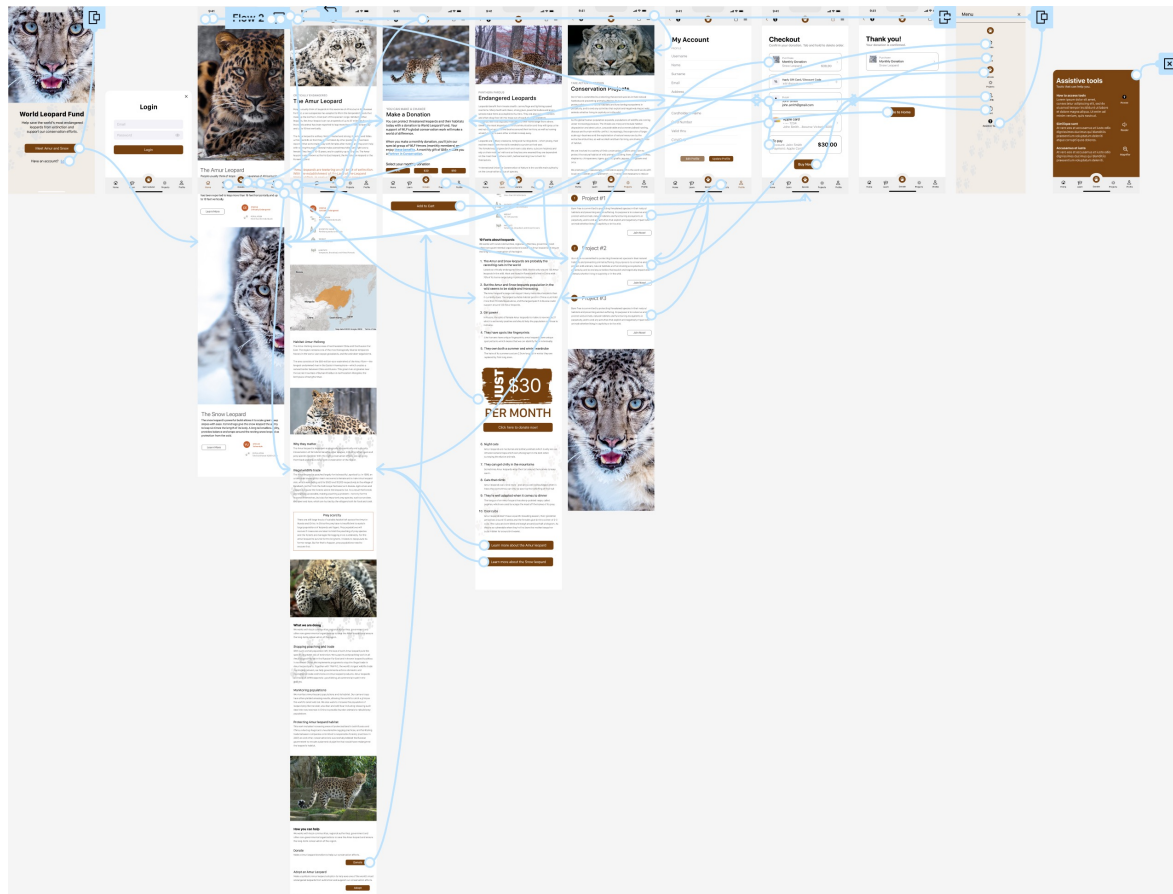


High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View:

[The leopard high-fidelity prototype](#)



Accessibility considerations

1

Added a help page for general “how to” with accessibility tools for magnification and screen reader on the website.

2

Added a general accessibility icon in the navigation.

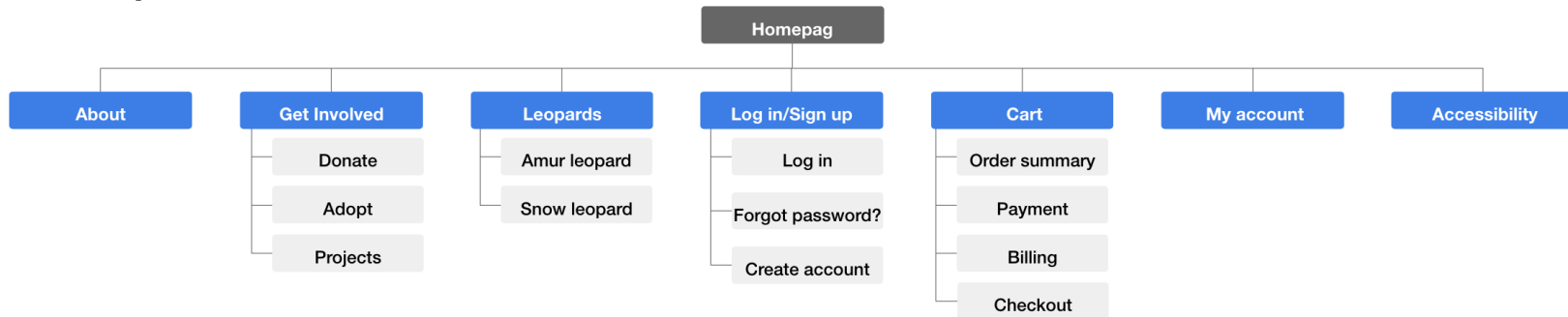
3

Added a “magnification option” and “screen reader option” on the website.

Responsive Design

- Information architecture
- Responsive design

Sitemap

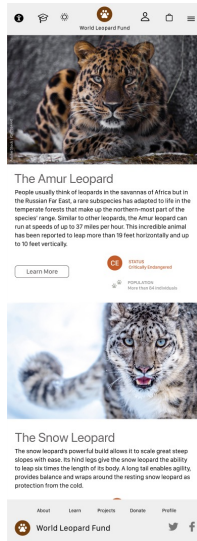


My goal here was to make strategic information architecture decisions that would improve overall website help options flow. The structure I chose was designed to make things simple and easy.

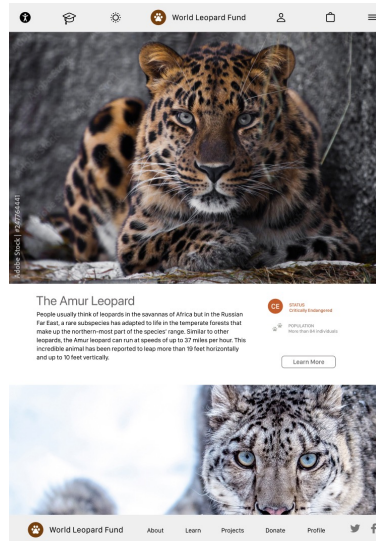
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

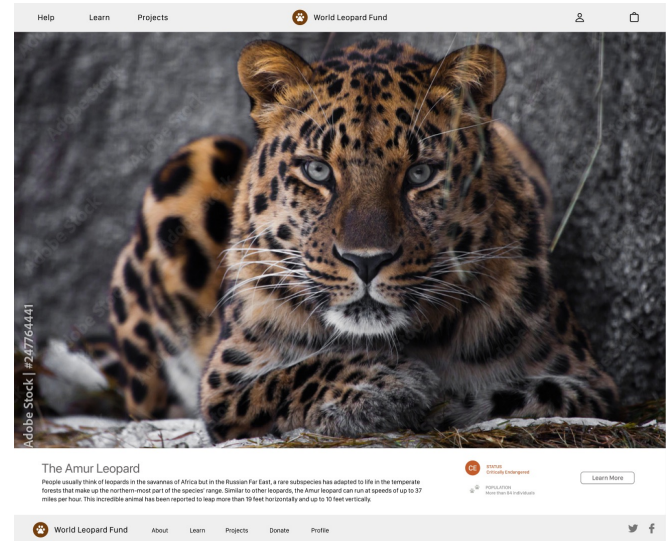
Mobile



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The mobile app and website provides users with the ability to help conserve an endangered species of leopard. By adding accessibility tools on the website, will help more users get a better experience.



What I learned:

Design: While designing, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Iconography: using icons from other known apps is helpful in recognition. Creating a unique icon isn't always beneficial to the user.

Next steps

1

The engineers can start working on the homepage, customization flow and checkout page.

2

I will continue designing the user profile page and search page.

3

I will have a talk with the engineers about how to implement the assistive tools in the app.

Let's connect!



Thank you for reviewing my work on the endangered leopard mobile app and website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: xxxx@email.com
Website: xxxxdesign.com