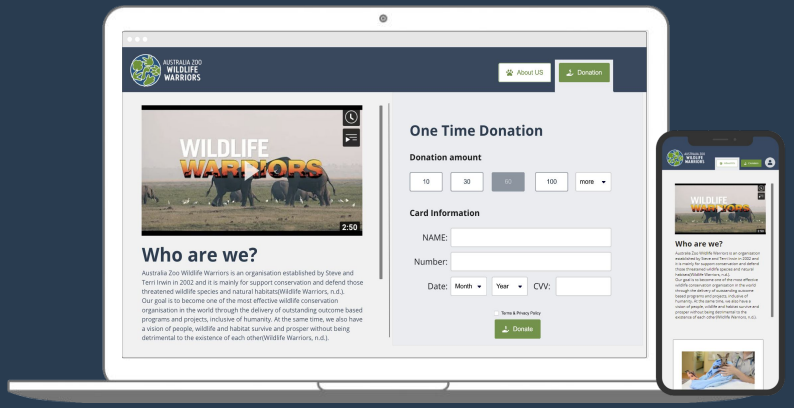
DECO1016 Web Proposal



Sho Kozuki(skoz9778)

Table of Content

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- Key Insights
- User Profile

➔ **Design**

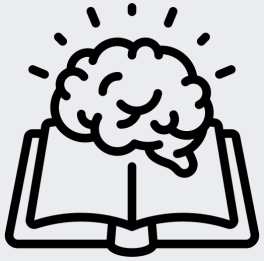
- Moodboard
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➔ **Designs**

- Functional Specification
- Roadmap

Key Insights & User Profile

Key Insights



Knowledge



Trust



Accomplishment

User profile



Name: Nancy Wu
Age: 20
Occupation: Full time university student

Biography:
Nancy is very active, outgoing and loves to go have a walk with her dog called “John.”She likes to go to the zoo and see some animals that she has never seen before. One of the reasons why she came to university in Sydney is that there are many wild animals that only exist in Australia.

Motivations:
Nancy loves to get involved in those charity events for animal saving such as donations or volunteer. Since she cannot go outside to join those events she decided to find some events online that she can be involved in.

Frustrations:
However, there are too many online websites that ask for donations for the endangered species and she is worried that if the whole website is a scam and her money will be used for other purposes.

Needs:
Nancy wants to know whether if she can trust the donation website by showing detailed information for how the money will be used to save those animals and also the companies or brands that are contributed to the website.

Quote:
“I like animals and I would donate if I have chance to but there are too many donation websites and I don’t know if I can trust all those websites”



Name: Mike James
Age: 22
Occupation: Full time university student

Biography:
Mike is a routine person who is usually busy with school, and he loves to play tennis. He has a pet at his parents’ house however he has not seen it for a while. He is not that familiar with animals that are endangered and when he see those websites or advertisement he does not really care about it and will often skip it.

Motivations:
He likes to hang out with animals and he does join those charity events but does not really understand the purpose of the event.

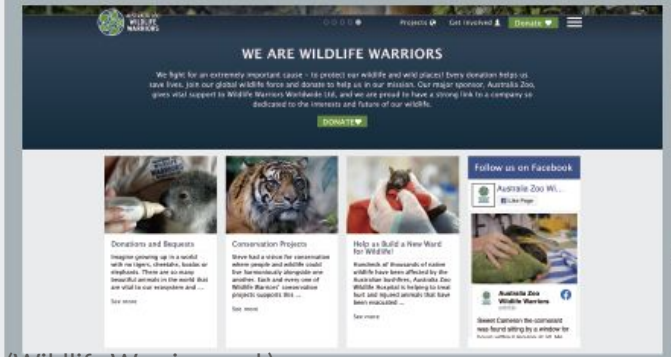
Frustrations:
He has encountered those donation websites before. However, he always skips it because he does not have much knowledge about animals that are endangered and he is too lazy to enter his card number or those signup steps for the website.

Needs:
The goal should be to show more information about animals directly next to the donation button so users are able to know about the animal. Also, the structure and steps of the donation website should be simple.

Quote:
“I understand there are many animals in danger of living but I can’t just donate for those animals that I don’t even know”

Moodboard & Design Sketch

Mood Board



(Wildlife Warriors, n.d.).

color pallet

C90M80Y61K36

C10M7Y7K0

C65M38Y91K0

C82M70Y30K0

C0M0Y0K0

C0M0Y0K100



(Wildlife Warriors, n.d.).





(Dylanschenker, 2012,)

ABCabc123 Pelago Bold

ABCabc123 Impact

Australia Zoo WILDLIFE WARRIORS WORLDWIDE

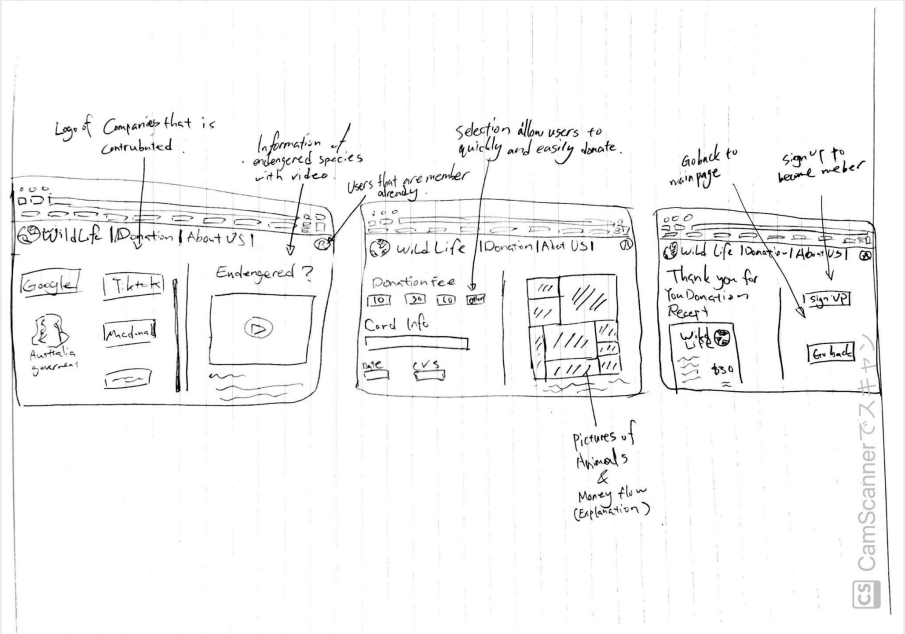
(Wildlife Warriors, n.d.).

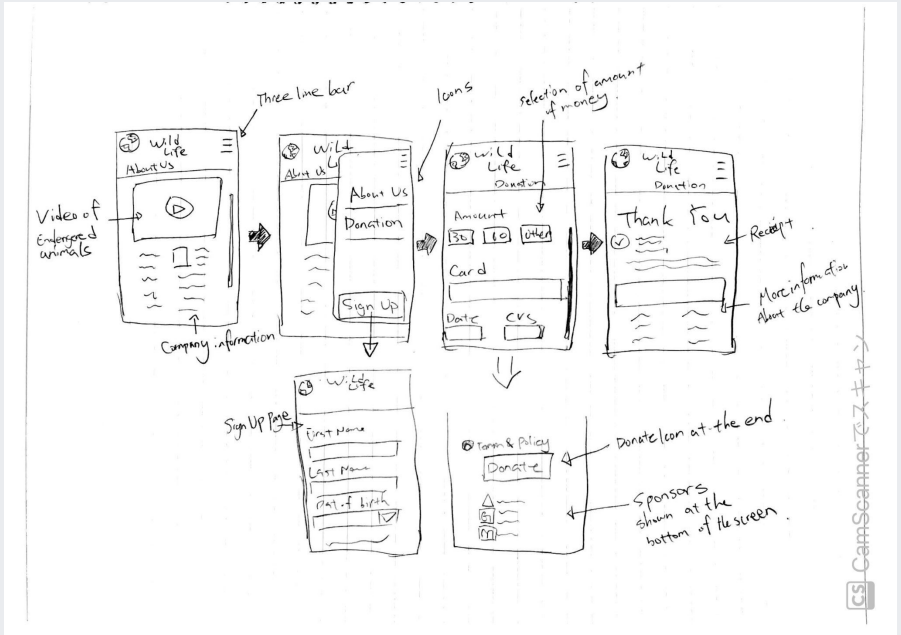
Design Rationales



Argument	Suggestion	Solution
Users being unfamiliar with the topic.	Show some information about the endangered species on the main page of the website.	Promotion Video that explains the donation and some endangered animal.
Users do not know if they can trust the websites.	Provide sponsors or companies that is involved might help users to believe that it is not a fake website.	Having all the sponsor on the bottom of the web page and also have the information of how the money will be used.
Users cannot feel the sense of accomplishment by donating.	Some feature that prove users that they were involved to it.	Showing the money collected when users contributed to the donation.
Users have to go through many steps to donate such as entering credit card number, choosing the amount of money, etc.	Making the payment easier by using other app, or make an account.	Page to create an account and names and other information are not required for one time users.

Design Sketches

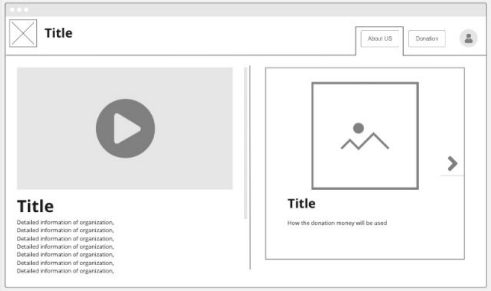




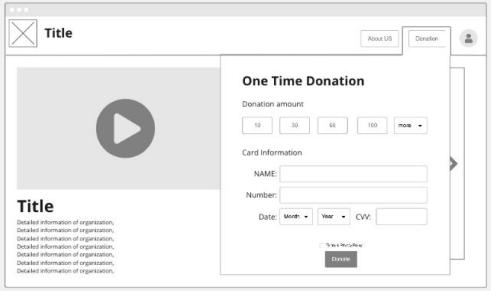
Wireframe & Mockup

Web Wireframe

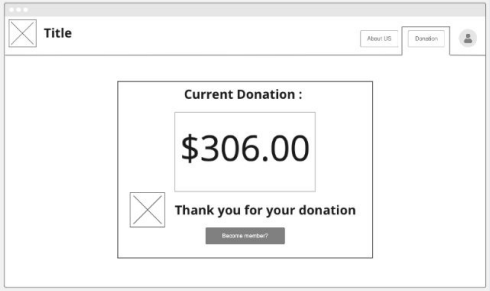
About US Browser



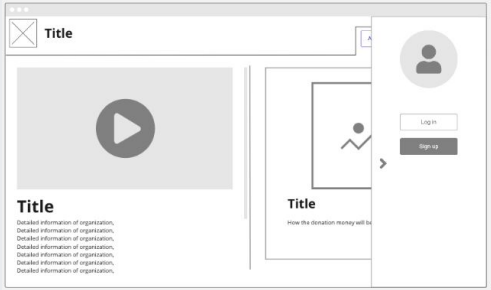
Donation Browser



Thank you Browser

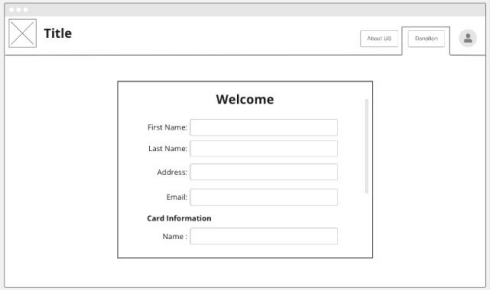


User Browser

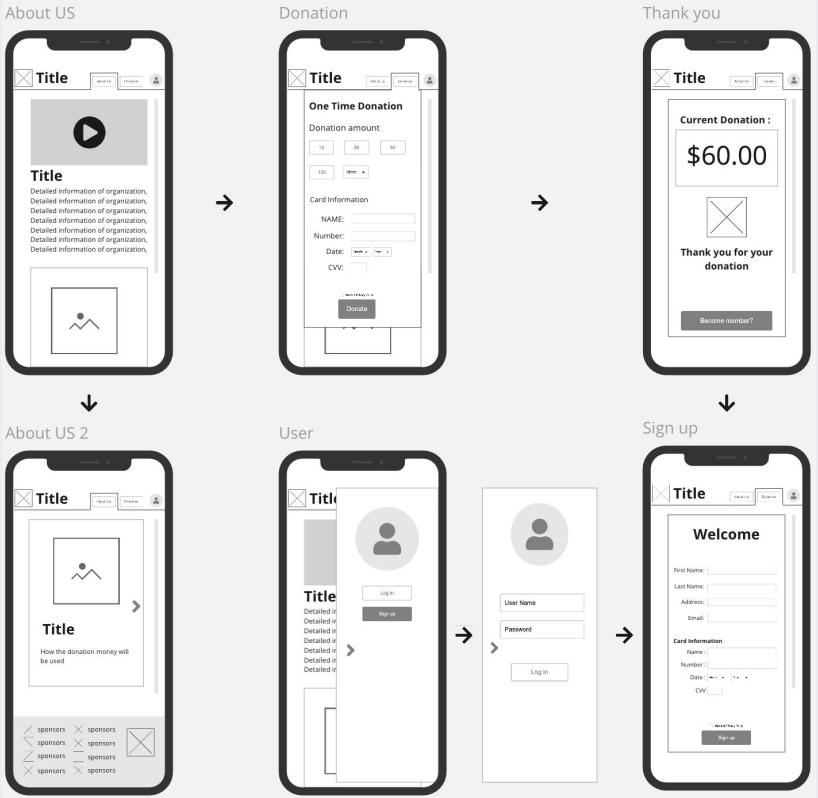




Login Browser

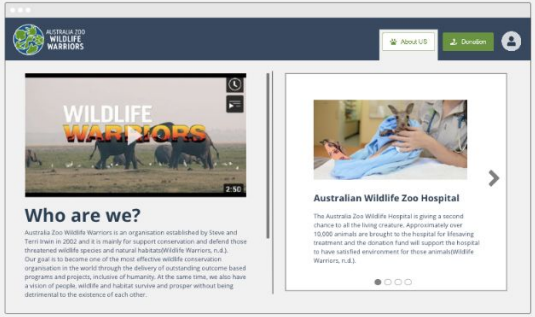


Mobile Wireframe

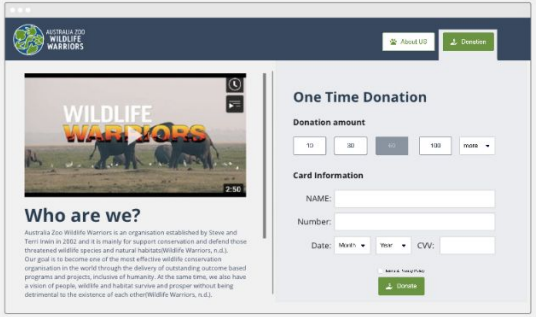


Web Mockup

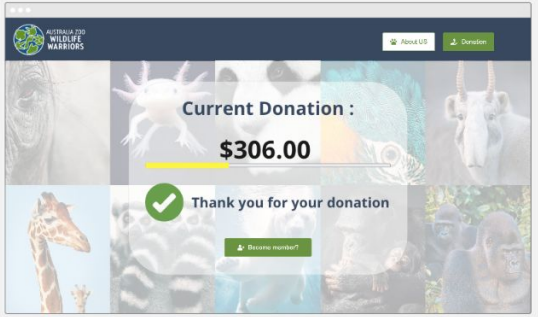
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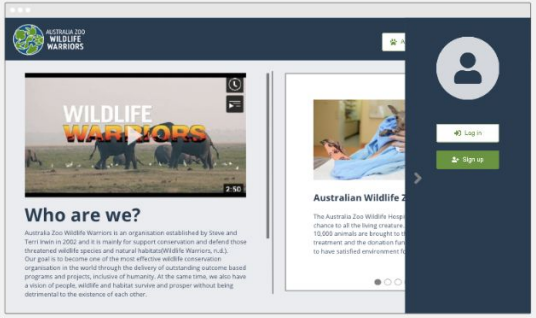
Copy of Donation Browser



Copy of Thank you Browser

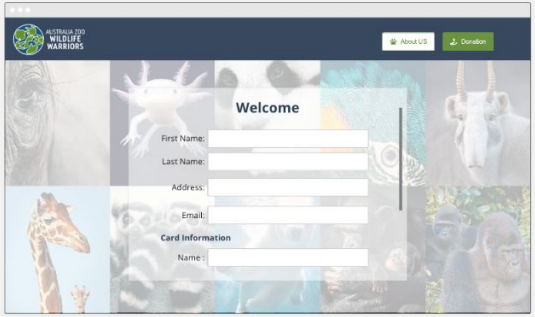


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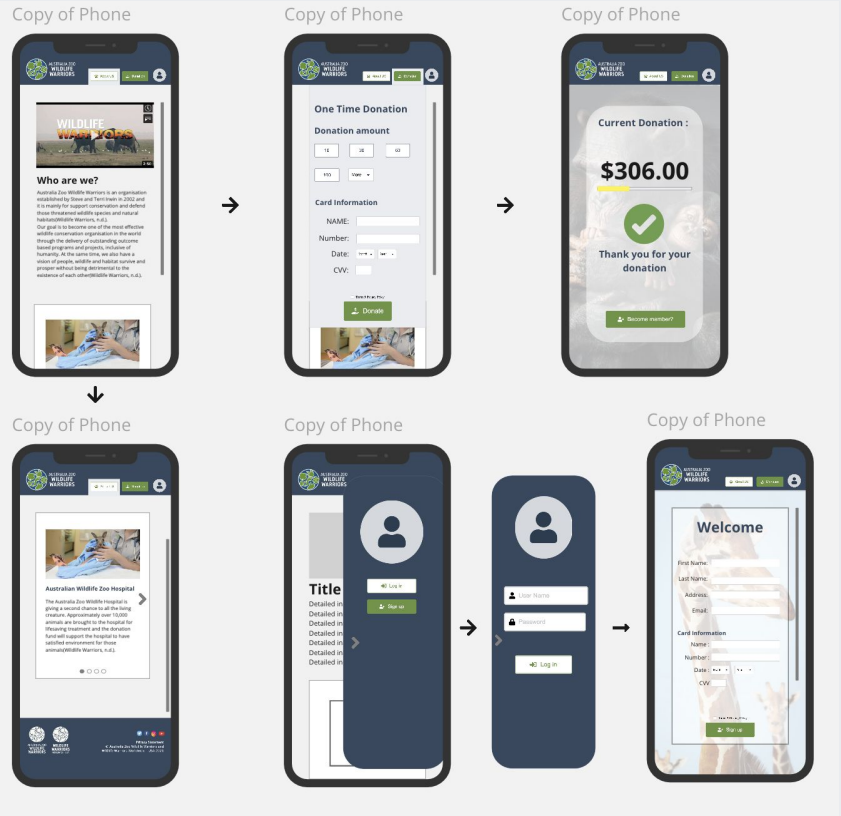


Copy of Login Browser



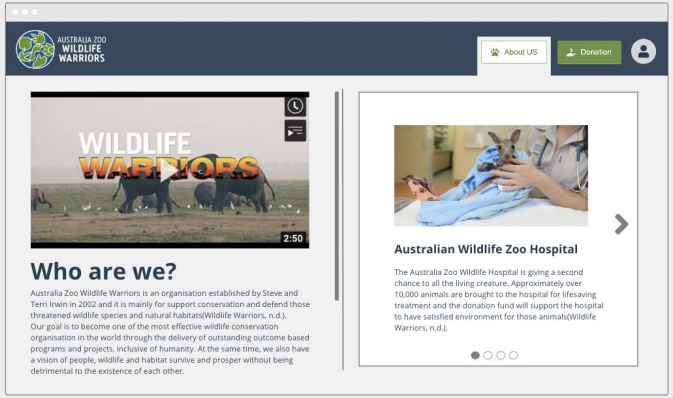
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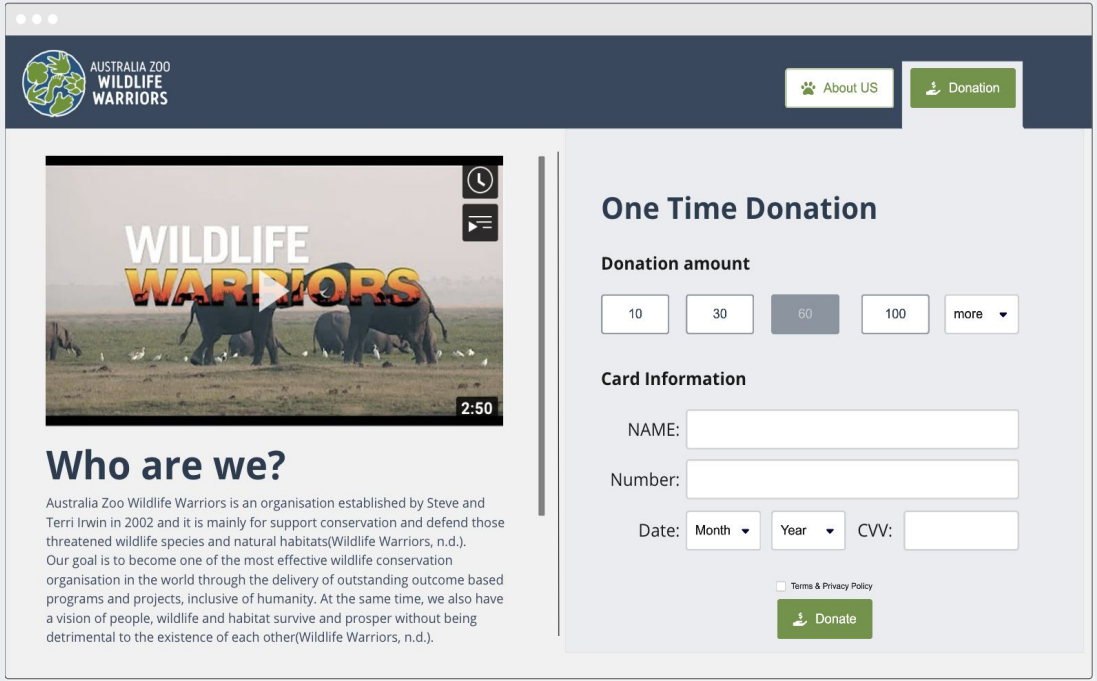
Mobile Mockup



All the images are from (Wildlife Warriors, 2019).

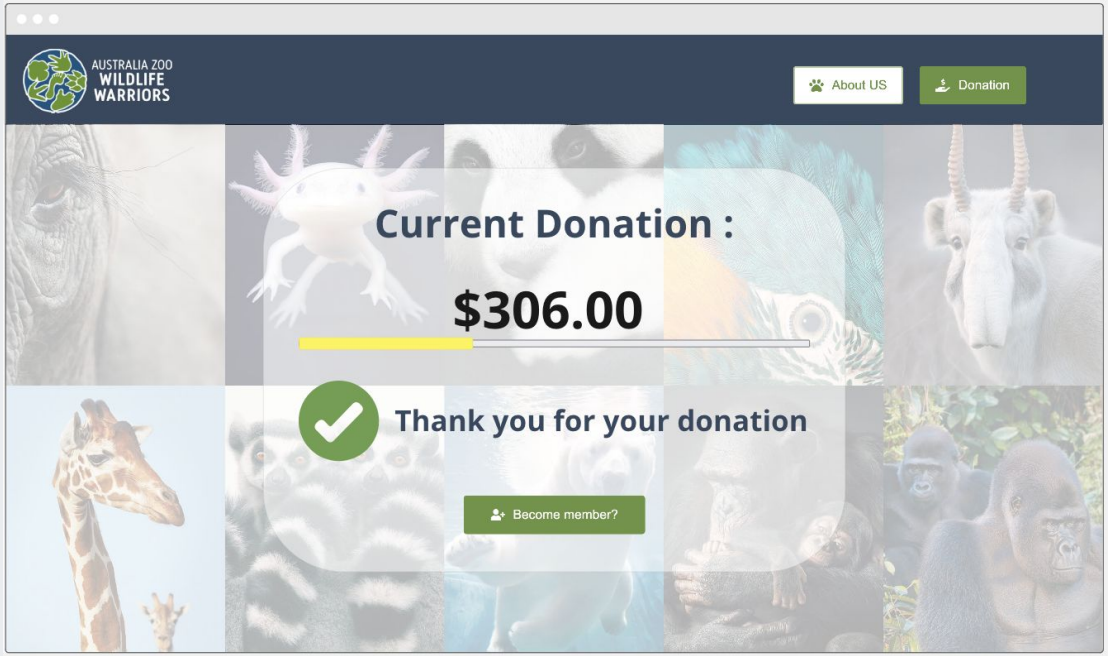
Web Mockup



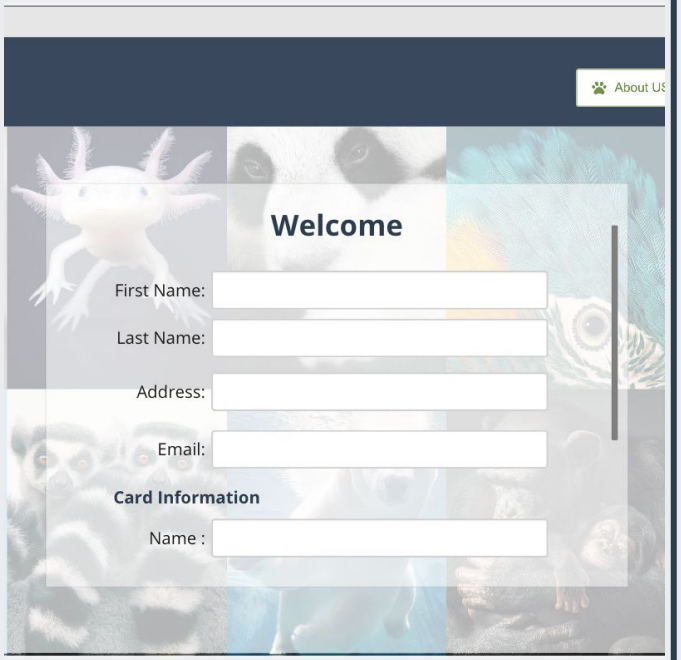


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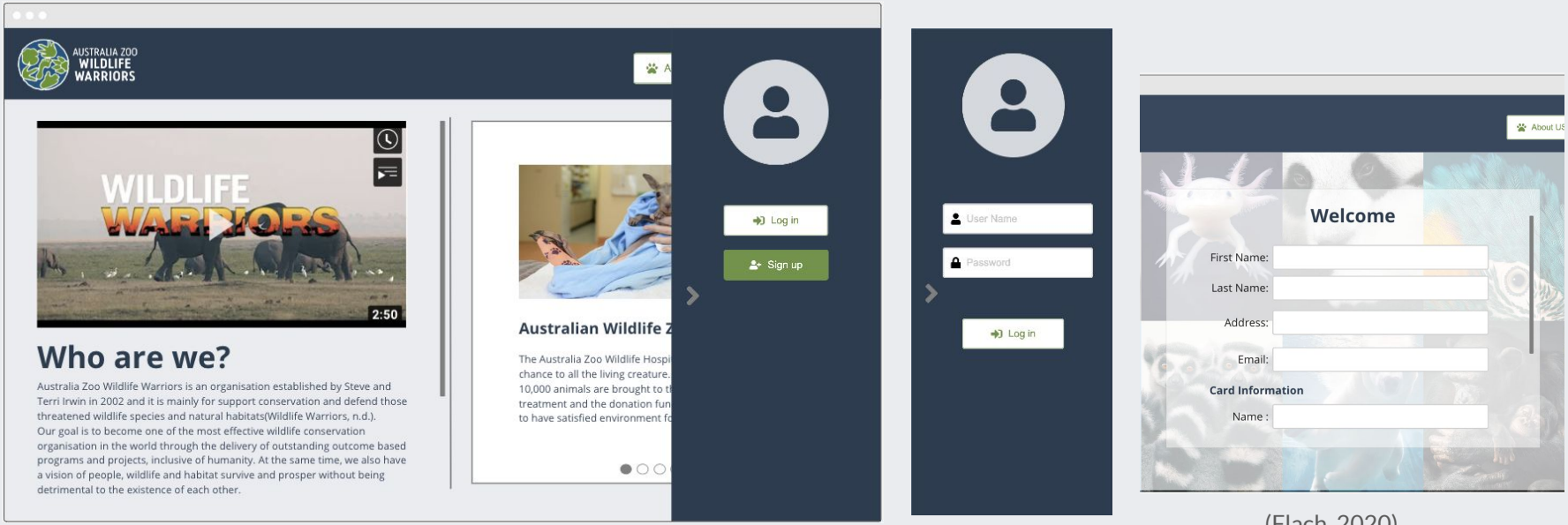
Web Mockup



(Flach, 2020).



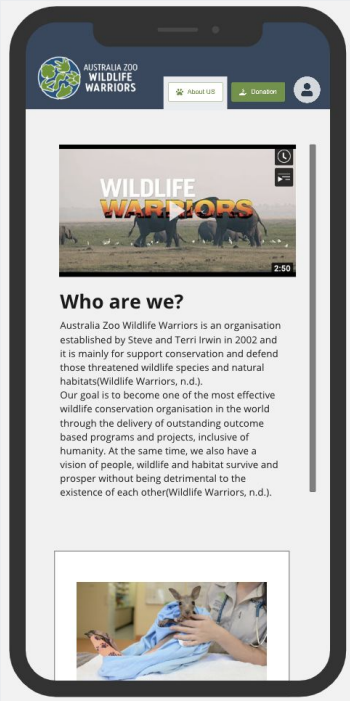
Web Mockup

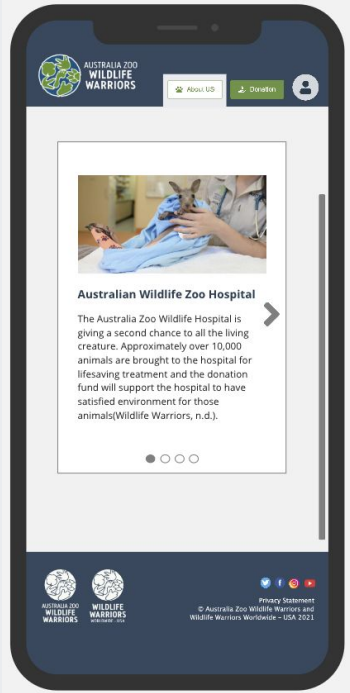


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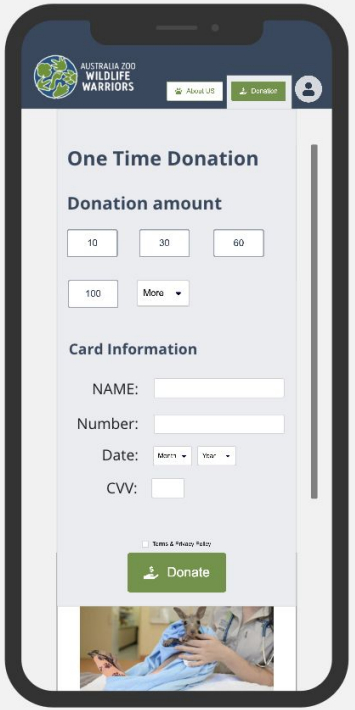
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Mobile Mockup



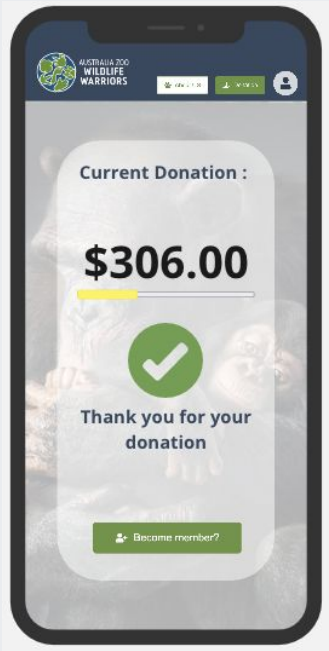


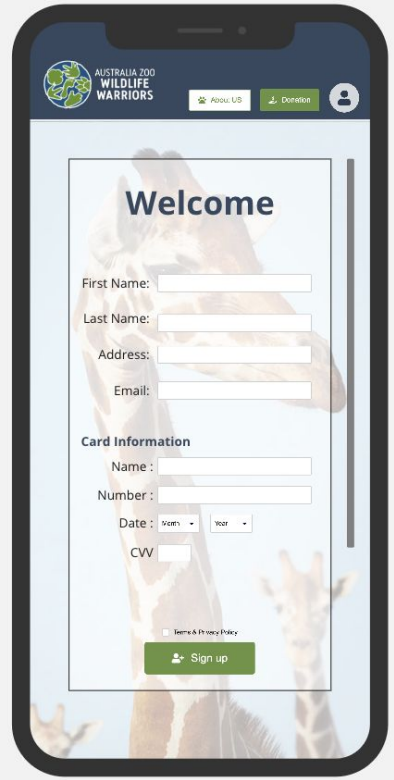


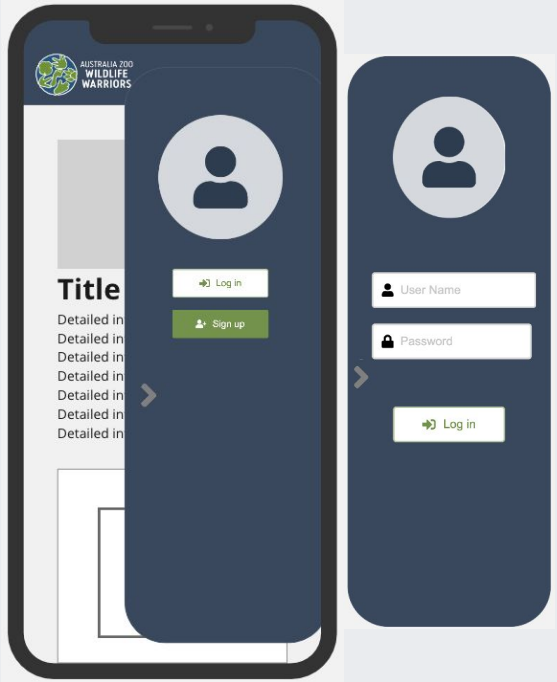


(Wildlife Warriors, 2019).

Mobile Mockup







(Flach, 2020).

(Wildlife Warriors, 2019).

Thank you

References

Dylanschenker. (2012, March 7). *Images of animals turning to dust will make you want to save the environment*. TheFW. Retrieved October 15, 2021, from https://thefw.com/images-animals-turning-to-dust-save-environment/.

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All the icons are from Miro.com

Appendix
(Interview Questions)

Interview questions

Hi, This is Sho. I'm going to interview you few questions. As you know there are many animals becoming endangered species and there are many charity websites that trying to support them by having donations, volunteer, etc. The purpose of this interview is to find out how to increase the number of people to donate by improving the design of the website.

1. Do you like animals?
2. Do you know any endangered species and do you know the reasons why they are endangered?
3. What do you think we can do to help them?
4. Have you ever been involved in any animal-saving charity?
5. If yes, how did you know about the charity?
6. Have you ever seen charity websites that ask you to donate?
7. If yes, did you donate(why / why not)?
8. What is the most important information for you on the donation website? (For example, amount of money collected, information of where is the money going, sponsor information, etc.)
9. What kind of website makes you think suspicious about the website (Bad structure of the website, name of the company, etc)
10. What motivates you to donate for endangered animals?

Appendix
(Interview Answered)

Interview questions

As you know there are many animals that are considered endangered species. The purpose of this interview is to find out how to increase the number of people to donate by improving the design of the website.

Nanami/23yr/Student/female

Do you like animals?
Yes

Do you know any endangered species and do you know the reasons why they are endangered?
A: Yes, Japanese wolf, I think? And a Japanese cat calls Iriomoteyamaneko. It's all Japanese I guess.

What do you think we can do to help them?
A: We can protect the places they live. We need to stop building and leave nature for them.

Have you ever been involved in any animal-saving charity?
A: When I went to Okinawa, I purchased a gift and that money goes to donations for protecting nature.

If yes, how did you know about the charity?
A: When I visited Okinawa, I saw a poster at the ferry terminal. There was an announcement saying "please donate to protect nature." That's why I donated.

Have you ever seen charity websites that ask you to donate?
A: I have seen it as an advertisement at the bottom of social media. But never visited on purpose.

If yes, did you donate(why / why not)?
A: No, I didn't think of donating, because I don't know if that money is really going to be used to protect the animals.

What is the most important information for you on the donation website? (For example, amount of money collected, information of where is the money going, sponsor information, etc.)
A: I guess the flow of money and all the process. If I will be able to know specific steps that they are going to take then I'll be able to believe them and donate.

What kind of website makes you think suspicious about the website (Bad structure of the website, name of the company, etc)
A: When there is not enough information about the company itself. Also when there is detailed information about what they going to do. For example, when the website only says "let's save the poverty." that is clearly not enough information, they will have to provide details of what they are going to do with the money they collected.

What motivates you to donate for endangered animals?
A: If I see some cute video of that animal maybe? And when I think that they are dying I might go to the website and donate. I will want to take some action to help them.

Interview 2

Hi, This is Sho. I'm going to interview you few questions. As you know there are many animals becoming endangered species and there are many charity websites that trying to support them by having donations, volunteer, etc. The purpose of this interview is to find out how to increase the number of people to donate by improving the design of the website.

Taka/21/student/male

Do you like animals?
A: Yes, I love them. I have two dogs in my house and they are super cute!

Do you know any endangered species and do you know the reasons why they are endangered?
A: I know few animals from Australia that are endangered. I think it was called "Numbat." I remember seeing it at the zoo, it was really cute.

What do you think we can do to help them?
A: Ummm, it's a hard question because I think we are the one making them endanger, things like a change of nature, building more buildings, cars, chemical gas from factories. So maybe have jungles or mountains for those wild animals.

Have you ever been involved in any animal-saving charity?
A: Yea! In my university, we had an event that is organized to help the animals. It was like we form a group with our classmates and organize some store or restaurant and all the money collected goes to an organization that supports the animals.

If yes, how did you know about the charity?
A: I knew because it was a school event. Our professor told us about the event and we had to sign up for it.

Have you ever seen charity websites that ask you to donate?
A: I have seen it but never contributed.

If yes, did you donate(why / why not)?
A: Oh, I just answered, I did not. Because I don't know if I can trust that website and I was not that familiar with animal endanger at that time so kind of didn't know what I was looking at.

What is the most important information for you on the donation website? (For example, amount of money collected, information of where is the money going, sponsor information, etc.)
A: Umm, probably whether if I can believe that site or not so probably showing steps of what they are going to do with the money. And the amount of money they collected might help me to know how many people have contributed to it.

What kind of website makes you think suspicious about the website (Bad structure of the website, name of the company, etc)
A: It's really personal, but I don't like websites that have so many colors used. Many colors make my eyes tired and I also think a simple design makes a better-looking website.

What motivates you to donate for endangered animals?
A: By knowing the seriousness of the event I guess.

Appendix
(Interview Answered)

Interview 3

Hi, This is Sho. I'm going to interview you few questions. As you know there are many animals becoming endangered species and there are many charity websites that trying to support them by having donations, volunteer, etc. The purpose of this interview is to find out how to increase the number of people to donate by improving the design of the website.

Miki/23yrs/student/male

Do you like animals?
A: Yes, I used to have a pet, I had a dog.

Do you know any endangered species and do you know the reasons why they are endangered?
A: like a panda? Panda is endangered and that's why they don't have it in Japan. The reason can be because they don't breathe as much compare to other animals and to do with the environment too. Many of them can't keep up with global warming. Global warming makes less bamboo.

What do you think we can do to help them?
A: we can conserve them. Have them in a safe environment like a zoo. Wading more awareness of them being endangered. If they put more content outside, like promote about pandas on TV or posters.

Have you ever been involved in any animal-saving charity?
A: No

If yes, how did you know about the charity?
A:

Have you ever seen charity websites that ask you to donate?
A: I haven't seen a website but I have seen people promote or share the animal website to donate.

If yes, did you donate(why / why not)?
A: I didn't donate. They ask you to donate at the worst timing because I was at lunchtime so I rather spend this time for lunch than donate.

What is the most important information for you on the donation website? (For example, amount of money collected, information of where is the money going, sponsor information, etc.)
A: Weariness videos of animals. Like poverty and hunger donation websites, they use actual videos to promote. So same as panda, if they can show how the money will be used for bamboo then might encourage people to donate.

What kind of website makes you think suspicious about the website (Bad structure of the website, name of the company, etc)
A: reputation of the brand I guess. If they don't say where the donation going we can't really trust the website. Even a good design of a website can be fake sometimes so it doesn't matter how the website looks for me. Having a sponsor on the page, not look like a scam.

What motivates you to donate for endangered animals
A: if I can see at first hand, for me if I can have a panda one day, I will donate. If I can know that I was involved in that donation.

Interview questions 4

Hi, This is Sho. I'm going to interview you few questions. As you know there are many animals becoming endangered species and there are many charity websites that trying to support them by having donations, volunteer, etc. The purpose of this interview is to find out how to increase the number of people to donate by improving the design of the website.

Mayumi/21/student/female

Do you like animals?
A: I do like animals but I never had pets. Because I often leave my house alone and I'm in the dorm right now.

Do you know any endangered species and do you know the reasons why they are endangered?
A: I know the panda is one of the endangered animals. It's because of the environment I guess?

What do you think we can do to help them?
A: I think to have them in the zoo is considered as helping them but I also think put them back into the wild is also important. I'm not professional at the animal so don't know much about those things.

Have you ever been involved in any animal-saving charity?
A: Yes, I have donated money before. When I was in HS, middle schoolers were collecting money for some animals and I donate $10 I remember.

If yes, how did you know about the charity?
A: I knew about the charity because they came to my class.

Have you ever seen charity websites that ask you to donate?
A: Ummm, I'll say no? Oh, I have seen a donation for the Japanese Tsunami.

If yes, did you donate(why / why not)?
A: It wasn't a donation, it was like entering a specific keyword on the web and send it to them and that will count as money. I don't know if this explanation makes sense.

What is the most important information for you on the donation website? (For example, amount of money collected, information of where is the money going, sponsor information, etc.)
A: I think sponsors are quite important because that's how I decide whether this company or websites are trustable or not.

What kind of website makes you think suspicious about the website (Bad structure of the website, name of the company, etc)
A: I'll say depends on what they say on the donation page because if they don't put what they are going to do with the money, I don't know if I can trust the website and donate or not.

What motivates you to donate for endangered animals?
A: easy steps I'll say. Maybe it's just me but all the donation website seems to have pretty complicated steps to make so if the steps are easy maybe I would donate. Because I don't wanna pull out my card and type my card information.

Appendix
(Interview Answered)

Interview questions

Hi, This is Sho. I'm going to interview you few questions. As you know there are many animals becoming endangered species and there are many charity websites that trying to support them by having donations, volunteer, etc. The purpose of this interview is to find out how to increase the number of people to donate by improving the design of the website.

Yusuke/21/Student/male

Do you like animals?
A: Yes, I have a cat right now.

Do you know any endangered species and do you know the reasons why they are endangered?
A: I don't know any actually.

What do you think we can do to help them?
A: We can capture them and protect them. By letting everyone know that they are endangered species. Just for people like me.

Have you ever been involved in any animal-saving charity?
A: I have heard about it in class. But never done it.

If yes, how did you know about the charity?
A: answered no

Have you ever seen charity websites that ask you to donate?
A: Yea, I have seen it on Wikipedia.

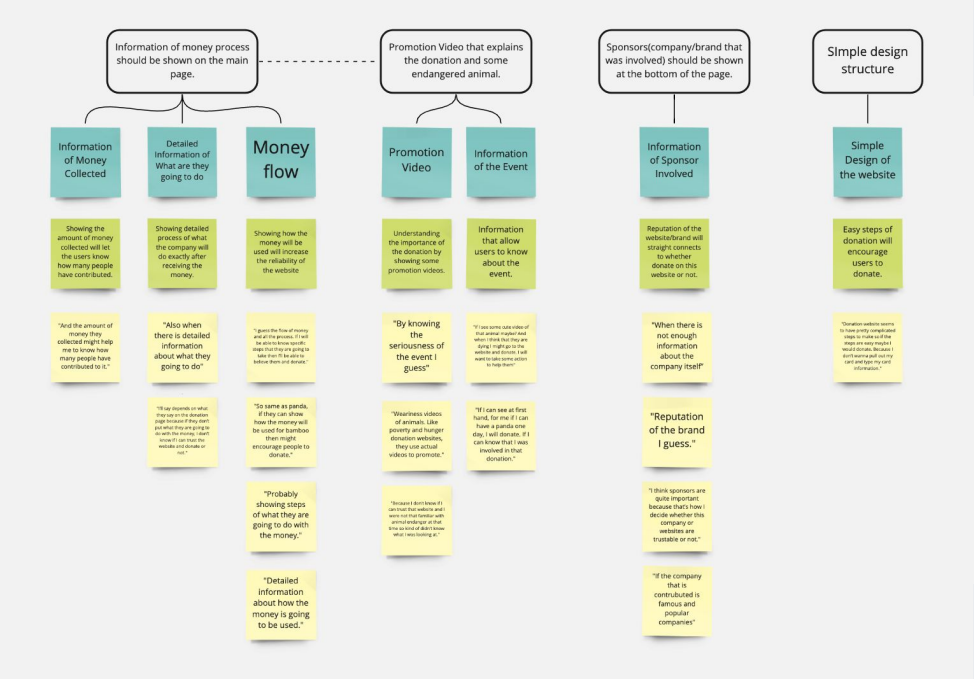
If yes, did you donate(why / why not)?
A: No, I did not, because I was not interested.

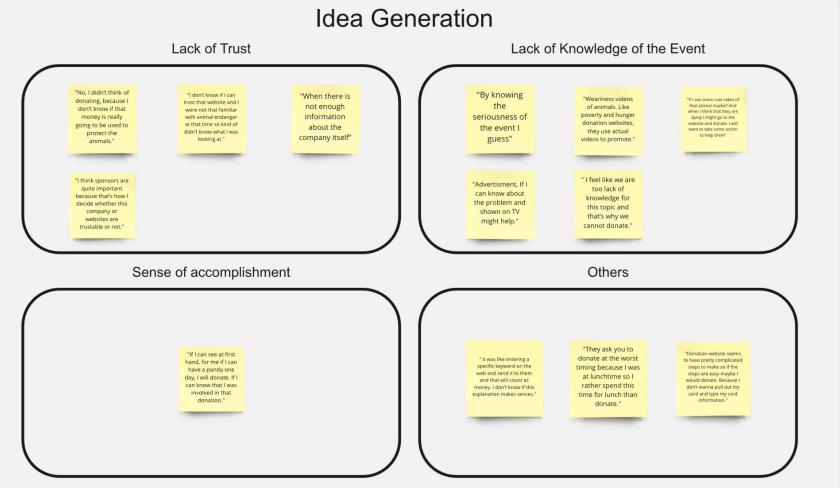
What is the most important information for you on the donation website? (For example, amount of money collected, information of where is the money going, sponsor information, etc.)
A: If the company that is contributed is famous and popular companies maybe that'll encourage me to donate. Detailed information about how the money is going to be used.

What kind of website makes you think suspicious about the website (Bad structure of the website, name of the company, etc)
A: I don't know how to say it but websites that use a lot of light colors makes me worry that if I can trust that website or not.

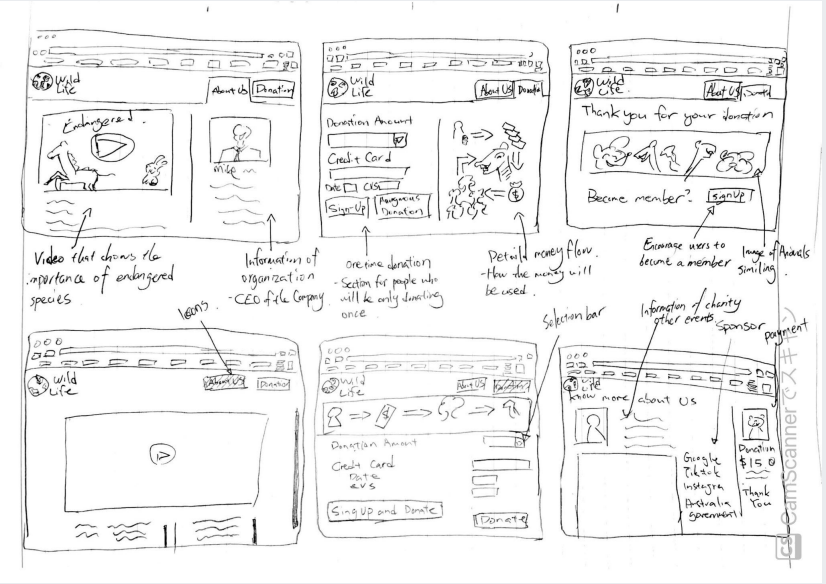
What motivates you to donate for endangered animals?
A: Advertisement, If I can know about the problem and shown it on TV might help. I feel like we are too lack knowledge about this topic and that's why we cannot donate.

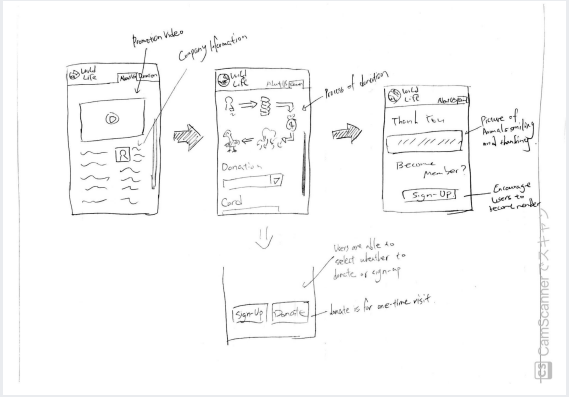
Appendix
(Infinity Diagram & Idea Generation)

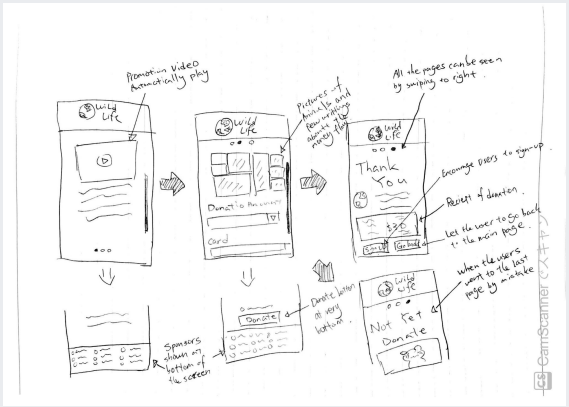




Appendix
(Design Sketch)







Appendix
(Usability Testing)

Notetaker:	Sho Kozuki
Participant :	1
Tested Product:	Web Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	5 sec	0	User felt lazy to enter their card information.
After the donation please check how much is the donation for endangered species now?	2	2	0	Easily found.
Since you are new to this website, please try to sign up to become member.	2	5 sec	0	Easily done, wonder where was the Sign-up icon.
Comment:	"I like how I can access to sign up after I donate"			

Notetaker:	Sho Kozuki
Participant :	1
Tested Product:	Mobile Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	3 sec	0	Easily done.
After the donation please check how much is the donation for endangered species now?	2	3 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	2	10 sec	0	Easily done, time was taken by typing the information
Comment:	"It was easy just like the web page."			

Notetaker:	Sho Kozuki
Participant :	2
Tested Product:	Web Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	1	10 sec	1	Did not understand what the information was.
After the donation please check how much is the donation for endangered species now?	2	7 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	2	4 sec	0	Realized there are two ways to go to the sign up page.
Comment:	"I think the web page might be too simple? I know it's wireframe, but like the features in general."			

Notetaker:	Sho Kozuki
Participant :	2
Tested Product:	Mobile Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	7 sec	0	Easy
After the donation please check how much is the donation for endangered species now?	2	3 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	2	5 sec	0	Easily done without any confusion
Comment:	"I like mobile one better, it's nice and neat."			

Appendix
(Usability Testing)

Notetaker:	Sho Kozuki
Participant :	3
Tested Product:	Web Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	8 sec	0	Easy.
After the donation please check how much is the donation for endangered species now?	2	4 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	2	6 sec	0	Easily done
Comment:	"I can only say good or bad after having the colors and pictures I guess."			

Notetaker:	Sho Kozuki
Participant :	3
Tested Product:	Mobile Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	5 sec	0	Easily done.
After the donation please check how much is the donation for endangered species now?	2	4 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	1	15 sec	0	Didn't know which which step to take.
Comment:	"I think the overall structure is good but the design is a bit too simple"			

Notetaker:	Sho Kozuki
Participant :	5
Tested Product:	Web Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	14 sec	0	Easy.
After the donation please check how much is the donation for endangered species now?	2	18 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	2	25 sec	2	User went from Thank you page to sign up which is wrong.
Comment:	"The buttons are hard to see for me, maybe some icons shown on the side?"			

Notetaker:	Sho Kozuki
Participant :	5
Tested Product:	Mobile Wireframe

Tasks to be performed	Success Rating 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	Time to complete the task	Number of errors made	Observation
Please read the information of the websites and donate $60 anonymously.	2	13 sec	0	Easily done.
After the donation please check how much is the donation for endangered species now?	2	9 sec	0	Easily found.
Since you are new to this website, please try to sign up to become member.	1	12 sec	0	Done without having mistake from the web
Comment:	"I think some of the buttons are too big for mobile web, when I search things in mobile it's not that big"			