Global Warming Web Project

Project Summary

I chose global warming to try and explain it as a concept to someone who is generally new to the idea. Part of it is raising awareness of global warming and the goal is to get the user interested enough that they'll be willing to either click one of the supplementary links, or feel ready to start doing their own research. I ended up choosing the topic of global warming because I think it's a very important topic and do hope that by raising awareness, it can eventually lead to greater things.

Global Warming Research

The overall result of many variables causing the Earth to heat up is cumulatively called global warming. Global warming's effects are incredibly long reaching, melting glaciers, causing disorder for wildlife, and even causing sea levels to rise. The cause of this is in large part due to the greenhouse effect, which occurs when certain gases in the Earth's atmosphere traps heat. This heat is then absorbed by the Earth instead of being reflected away due the these gases. By burning fossil fuels and other GHG emissions, humans have largely contributed the the increase in these gases in the Earth's atmosphere, and have accelerated the growth of this greenhouse effect. If left unattended, it could potentially end life as we know it.

The reason why greenhouse gases is so potent is due to the effects it has on the environment. Rising temperatures means many habitats are no longer inhabitable by local species, and increased mercury levels means that weather becomes much more extreme. More intense storms and longer droughts can prove devastating to many areas of the world, and will force new lifestyles to appear in order to support this type of

climate. In addition, glacial water supply will be lost and this is an important part of the natural environment especially for wildlife.

What we do from today forwards will matter a lot. Stopping all emissions right now would still cause the Earth to heat up another 1 degree F, and worst case if we continue with the current levels of emission, the Earth can heat up to 10 degrees F. Things we can do is help support energy efficient practices, or increasing forestland to take gases like CO_2 out of the atmosphere. There are a lot of newer technologies coming up that help support these efforts, and some do have their own drawbacks, ultimately there still are a variety of options to put us on the right track, but it all starts with our effort today.

User Motivation

The user would have found the website through searching for an overview about global warming, as my site mainly contains generalized information about the topic. This means that it's highly likely they're on it to learn more about global warming and might not be very informed yet beforehand. This initially would include learning about what global warming is, and exactly how it's affecting the Earth and everyday life. After that user's generally want to know what things can help with global warming, as well as what they can do in order to help. A general overview is necessary to give the user the immediate satisfaction of learning, but after that there's a chance they might want to know more specifics, which can be provided in the form of external links.

This would mean that the user would probably expect easily digestible visual cues and symbols due to the introductory nature of their visit. Simple graphs and charts

or pictures that demonstrate the full issue of global warming would be helpful towards

establishing the severity of the issue, and help the users understand the extent of the

problem. This way, the user won't be caught off guard by what they might potentially find

on the external links as well. The general scheme of the website should be simple as

well, with navigation being easy and the website itself more focused on the content itself

rather than its visuals. This also helps to highlight the importance of the message being

sent across.

Personas

1.

Name : Jill Stein
Age : 46
Job : Business
College Education : State College
Web Use : Infrequent
Interests : Biking, Jogging
Interest in Site : Heard about global warming from a colleague and wanted to
learn more. Found site after quick google search.
Motivations : Getting familiar with what global warming is and understanding why
she's been hearing about it so frequently
Goals : Learn enough about global warming that she can talk about it confidently
Tasks : Go to overview page to learn more about global warming before then
moving on to effects and cause and finally how to help
Frustrations : Didn't care about why we made the site, would rather get
information than a paragraph about that.

2.

Name : John Monroe
Age : 13
Job : Student
College Education : Middle School
Web Use : Frequent
Interests : Playing online games, hanging out with friends
Interest in Site : Found the site while searching up global warming for school project
Motivations : Making a presentation about global warming for his school project
Goals : Find enough about global warming to use the information on his project
Tasks : Uses overview page as about global warming, and then goes to effects and causes separately as parts of his body paragraphs. Has how to help at the end
Frustrations : Not too many, the site was useful for him since it was laid out by subject just like how his report needed to be

3.

Name : Jack Johnson
Age : 32
Job : Analyst
College Education : Princeton
Web Use : Frequent
Interests : Browsing the web, youtube, listening to music
Interest in Site : Found it while trying to educate his son about global warming
Motivations : Educate his 7 year old son about global warming

Goals : Find a site with easy to understand information and graphics that his son can also follow along with

Tasks : Scrolls through the navigation options first to see how the site is before either approving or disapproving of letting his son access it

Frustrations : Wanted more graphics and visuals that would be easily understood by his son. Also wanted a less severe message to not scare his son.

4.

Name : Alice Meng
Age : 20
Job : Student
College Education : Community College
Web Use : Frequent
Interests : Debate, dance, singing
Interest in Site : Found it while trying to debate friend about why global warming is real
Motivations : Proving her friend who believes global warming is fake wrong
Goals : Finding evidence proving that global warming is real
Tasks : Goes to effects and causes pages to try and find evidence
Frustrations : Would rather we have a section about controversy and evidence about why global warming is real rather than needing to read through it herself

Site Map

Initial Wireframes