**Purpose:**

Fakelandia’s Local Aquarium needs a website to easily communicate its purpose, any ongoing research, and other important information to its community. Currently, there is no option for visitors to book visits ahead of time, resulting in long, tedious lines and holding the aquarium back from its competitors. In addition, not many students or researchers even know the aquarium exists or how to contact it due to the lack of a central source of information, i.e. a website. Due to Fakelandia’s Local Aquarium’s relative obscurity, the message of conservation and research is forgotten.

With a website, these problems will be fixed as not only will the aquarium be easier to find, but it would also act as an easy gateway for interested visitors and as a means of spreading the message. Features like a toolbar containing a registration site, information, etc. would streamline the aquarium’s goals without requiring everything to be done by in-person staff. As a bonus, maintaining a website is likely going to be much cheaper than hiring and staffing any advertisement agency or communications department.

**Personas:**

A group of people looking at a fish tank

Description automatically generated with medium confidenceWho: Aquarium Visitors

Purpose: Observe marine life in the aquarium

Website Use: Offer schedules and the ability to purchase tickets ahead of time that can be checked in on the day of their visit

A group of people posing for a photo

Description automatically generatedWho: Donators and/or Public

Purpose: Learn more about the aquarium, marine life, and/or its purpose, leading to potential donations  
Website Use: Offer information into the animals the aquarium has, treatment of them, conservation efforts, etc.

A picture containing sport, swimming, water sport, ocean floor

Description automatically generatedWho: Researchers/Marine Biologists

Purpose: Know their opportunities with the aquarium, any ongoing projects, and how they may be able to contribute

Website Use: Link to past scientific papers, show ongoing projects, and ways to apply

**Content Pieces:**

* Pictures and Videos of the aquarium’s collection of marine life, conservations efforts, layout, etc.
* Toolbar with different branches for the different people that may use the site
  + Registration
  + Information
  + Projects + Applications

**Content Areas:**

* Home (motto, synopsis of the aquarium, and other summaries)
* About Us
* Conservation Efforts
* Research Past and Present
* Tickets
  + Layout/Map
* Join Us!

**Home:**

Diagram

Description automatically generated