

Project Title: Tiger Haven

Overview: A brief summary of the project's core concept.

In the past century, tigers have faced a staggering decline, with approximately 5,574 tigers left in the world (World Wildlife Fund. 2024). The destruction, degradation, and fragmentation of their habitats, brought on by activities such as deforestation for agriculture and timber, road construction, and other forms of development, have placed these majestic creatures in grave danger.

Enter Tiger Haven, a dedicated conservation organisation with a mission to safeguard the declining tiger population. Our goal is to ensure the survival of these magnificent creatures, protect their habitats, and combat the danger of poaching. Additionally, Tiger Haven provides opportunities for individuals to contribute to the cause by participating in our tiger adoption programs. The financial support we receive from these initiatives plays a crucial role in enhancing our conservation efforts and ensuring the effectiveness of our mission of protecting tigers and their habitats.

Objectives: Specific goals the project aims to achieve.

Aims:

- Spread awareness by educating users about the current situation tigers are in
- Provide general facts about tigers
- To make the adoption process user friendly

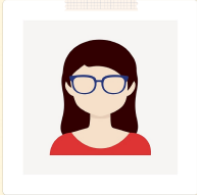
Target Audience:

Demographics, characteristics, motivations, and behaviours.

- Target age demographics: 25-35
- Motivations: We want to make a difference by helping tigers, and/or they want to educate themselves about tigers and their current situation

Here's a user persona based on an ideal user:

Basic information



Jen

"Archetype"

- Age: 30
- Occupation: Teacher
- Location: Manchester
- Education: BA Psychology
- Family: Husband and son

Bio

Jen is a 30 year old primary school teacher who is currently living in Manchester. Jen is an animal lover and would like to support tigers by making a donation to help protect them from extinction. In return she would like to receive monthly update about tigers and would like to visit them in at the conservation.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Indoor Person	Outdoor Person

Interests

- She watches documentaries about animals and is a fan of David Attenborough
- Jen enjoys photography
- Jen likes going dancing

Influences

- Her favourite app is X

Goals

- Wants to adopt a tiger because he want to help this endangered species
- Wants to learn general facts about tigers and keep updated. For example she wants to learn about how human & tigers coexist, specifically success stories
- Would like to visit the zoo regularly to visit the animals as she enjoys watching them in their natural habitat

Needs and expectations

- Receive monthly updates on tigers because she wants to share updates with her class
- Wants to visit the conservation with family and friends

Motivations

- Wants to become a high school teacher
- Would like to an Instagram page dedicated to her photography

Pain points and frustrations

- She feels a though there isn't a space where general information and specific information, like co existing, is available
- Lack of information updates about Tigers current affairs

Key Messages: What you want the audience to think, feel, or do.

These four words summarise what our websites aims to accomplish:

Conservation – tiger – declining numbers – preservation

Tone and Style Descriptive guidelines for the project's aesthetic.

- Colour scheme: Orange, black, green and white
- Fonts: undecided
- Structure information hierarchy: undecided

Deliverables: List of assets to be produced, e.g., web pages, videos.

Interaction we are considering putting in our website:

- F&Qs
- On click or scroll down parallax
- Interactive images that lead to another page
- Menu bar = conservation efforts, facts, adoption (these must be included)

Things users think about (Krug, S. 2014):

- Where am I?
- Where should I begin?
- Where did they put _____?
- What are the most important things on this page?
- Why did they call it that?
- Is that an ad or part of the site?

Timeline: Important milestones and deadlines.

- Pecha Kucha: 17th October
- Creative brief draft: 3rd November
- Wireframe: 20th November
- User testing: 23rd January
- Deadline: 25th March
- Production Essay: 19th April

Budget: Outline of the financial constraints.

Breakdown for users who want to adopt a tiger:

1. Bronze Tier (£5) Yearly (£57):

This is the basic tier which includes a certificate of adoption and regular updates about the tiger's health, activities, and a small thank you gift (a keychain or a mug).

Special birthday and holiday greetings from your tiger

Certificate of adoption

Regular updates

Small thank you gift (a stuffed toy or a mug)

2. Silver Tier (£11) Yearly (£125):

This tier includes everything in the Bronze Tier, plus a quarterly magazine about the conservation efforts and you will be able to track your tiger in real time. You will also be able to attend interactive webinars where adopters can learn more about tigers and conservation efforts and ask questions to the experts.

Special birthday and holiday greetings from your tiger

Certificate of adoption

Regular updates

Small thank you gift (a stuffed toy or a mug)

Quarterly magazine

Track your tiger in real time

Attend interactive webinars

3. Gold Tier (£18) Yearly (£205):

This is the premium tier. It includes everything in the Silver Tier, plus an invitation to visit our private conservation area in person without any upfront fees. This invitation will be renewed annually based on your monthly contributions. Please note that that you will

have to arrange for any additional costs to arrive at the conservation as this will not be provide.

Special birthday and holiday greetings from your tiger

Certificate of adoption

Regular updates

Small thank you gift (a stuffed toy or a mug)

Quarterly magazine

Track your tiger in real time

Attend interactive webinars

A special mention in our magazine

Priority Booking: Visit our conservation area in person without any upfront fees (travel cost not included)

Everything that would be include in the email we would send them:

- We will provide customers with detailed information regarding where the products we send them are coming from
- Along with monthly updates about the tiger they have adopted we will also provide them with a breakdown of where their money has been spent this month
- We will ensure that the users get information about their tiger every month including pictures and videos, so they feel connected and up to date on their tiger (as they would be required to have an account this information would also be provided on our site after they login)

Success Metrics: How the project's success will be measured.

- Number of tigers that get adopted
- Website traffic

Team Members: List of people responsible for different aspects.

John and Harminder

Inspirations: Any existing works that inspire the project.

The WWF's website inspired us, so we decided to create a SWOT analysis to analyse the strengths, weaknesses, opportunities and threats the website has and compare it to our website. Here's our SWOT analysis:

SWOT Analysis For WWF



SWOT Analysis For Tiger Haven



ELEVATOR PITCH

This pitch would be a part of our advertisements and social media.

“Hi everyone! Welcome to Tiger Haven, where conservation meets compassion! Dive into the wild world of tigers through our fascinating facts hub, uncovering the secrets of these majestic creatures and discovering the art of co-existence. But here's where it gets exciting - you have the power to make a real difference!

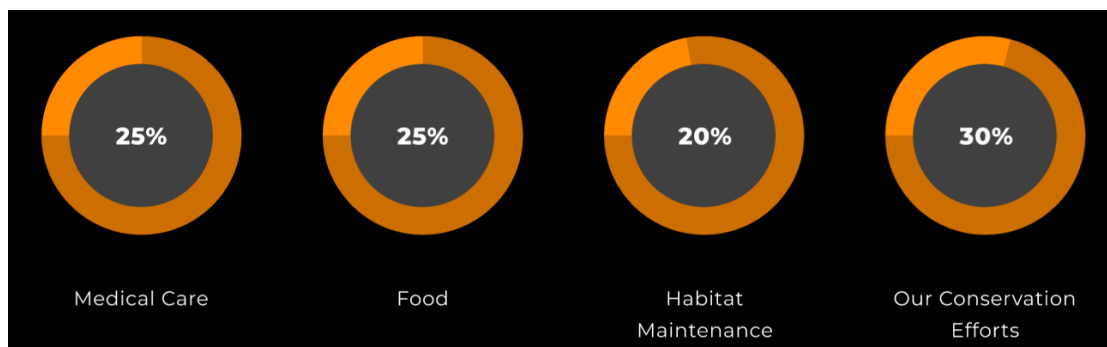
With Tiger Haven's adoption program, you can choose to be a guardian of these incredible beings by contributing a monthly fee ranging from £5 to £18. Select

from five different options that fit your commitment level. But wait, it gets even better - opt for the £18 tier, and you'll receive a VIP invitation to witness the change firsthand! Picture yourself strolling through the conservation, seeing the transformation your support has brought.

And here's the most heartwarming part - your adopted tiger can be a part of your family! With each adoption, you're not just supporting a cause, you're welcoming a new member into your home. You'll receive regular updates about your tiger, learn about their unique personality, and watch them grow and thrive in their natural habitat. It's a bond like no other, a connection that transcends geographical boundaries.

Join Tiger Haven, where knowledge turns into action, and your commitment becomes a legacy. Together, let's roar for the future of tigers!"

- Users may be more inclined to donate if they understand how their contributions are used. Could you include a breakdown of financial goals and outcomes?



- The Adopt section will only include monthly and yearly option of payments

- Can you further increase what it is that makes you different to similar organisations like WWF – focusing on unique selling points is important.

Focused Conservation: Unlike many other organisations that work on a broad range of animals and environmental issues, Tiger Haven focuses solely on the protection and conservation of tigers. This allows for a more concentrated effort and expertise in one area.

Adoption Program with Tiered Benefits: Tiger Haven's adoption program is unique in its tiered structure. Users can choose their level of commitment, with each tier offering different benefits. The Gold Tier even offers an invitation to visit the private conservation area in person, a truly unique experience.

Transparent Financial Goals: Tiger Haven is committed to transparency about how user contributions are used. It provides a clear breakdown of financial goals in the 'Future Plans' page, such as the increase in the tiger population and the amount of habitat protected as a result of fundraising efforts.

Targeting Young People's Concerns: Tiger Haven understands that young people in the UK are worried about various issues like climate, housing, poverty, jobs, inequality, AI, and the future. It aims to make them concerned about an issue that is important but distant to their lives - the conservation of tigers. By showing them how their contributions can make a real difference, Tiger Haven can engage this demographic effectively.

References:

Krug, S. (2014) *Don't make me think, revisited: a common sense approach to Web usability*. Third edition. [Berkeley, Calif.]: New Riders. Available at:

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