UX Case Study: Wildlife App

My Role: UX Researcher and UI Designer

Problem:

There is a lack of accessible and user-friendly resources for individuals to learn about different types of animals and their habitats. This can make it difficult for people to gain a deeper understanding and appreciation for wildlife.

Objective:

To design a mobile app that makes it easy for users to learn about different animals and their habitats, with the goal of fostering a greater appreciation for wildlife.

User Research:

Interviews with wildlife enthusiasts and educators to understand their current methods of learning about animals and their pain points.

Surveys to gather data on the types of animals and information users are most interested in learning about

Competitive analysis of existing wildlife apps to identify best practices and areas for improvement.

Design Solutions:

1. A simple and intuitive navigation system, with clear categories for different types of animals (mammals, birds, reptiles, etc.)
2. High-quality photos and videos of animals in their natural habitats, accompanied by detailed information about the animals' characteristics, behaviors, and conservation status.
3. Option to save favorite animals and receive notifications about endangered species.

4. A feature that allows users to take a quiz to test their knowledge and earn badges.
5. Integration with social media platforms to share interesting animal facts and photos with friends.

Evaluation:

1. Usability testing to gather feedback on the navigation and overall user experience.
2. A/B testing to compare the effectiveness of different design solutions.
3. Metrics such as app engagement and retention to measure the success of the app in fostering a greater appreciation for wildlife.

User Persona

User Persona: Wildlife Enthusiast

Name: Sarah

Age: 32

Occupation: Environmental Engineer

Background:

Sarah is an avid wildlife enthusiast who has always been fascinated by animals and their habitats. She has a degree in environmental science and works as an environmental engineer. In her free time, Sarah enjoys hiking, bird watching, and visiting wildlife sanctuaries and national parks. She is an active member of her local wildlife conservation group and is always looking for new ways to learn about animals and support conservation efforts.

Goals:

To learn more about different animals and their habitats in a user-friendly and accessible way

To stay informed about current events related to wildlife and conservation.

To connect with other wildlife enthusiasts and conservationists

To support conservation efforts by symbolically adopting an animal and learning more about conservation efforts.

Frustrations:

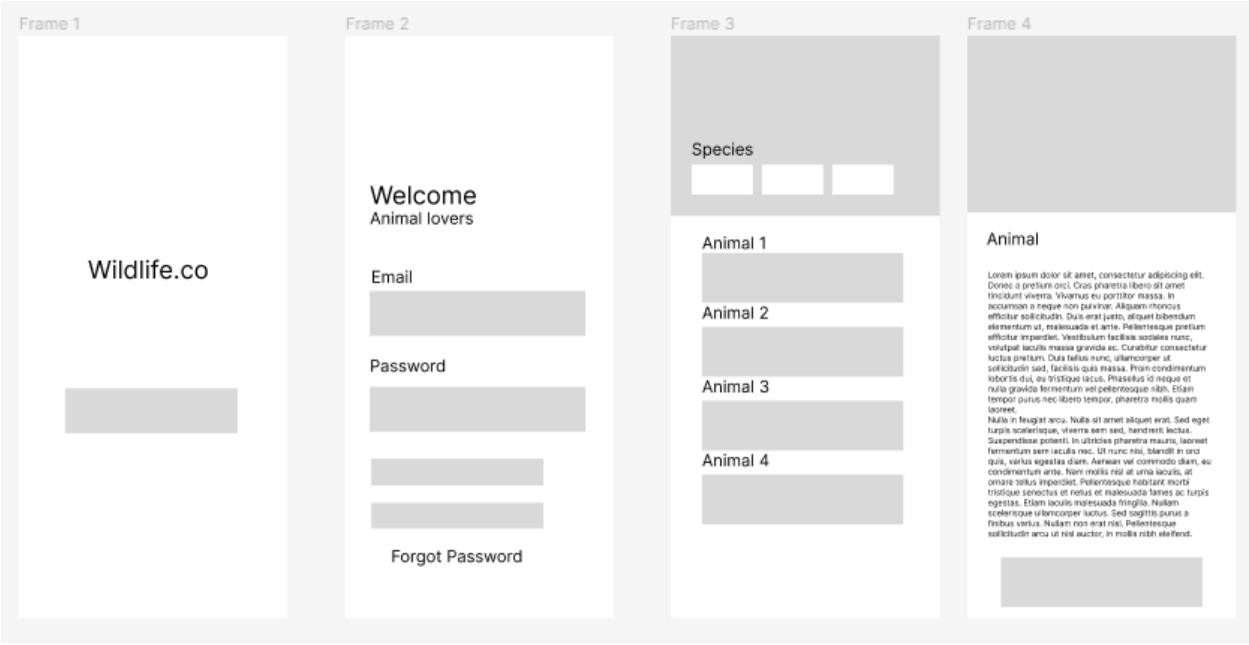
1. Difficulty finding high-quality and reliable information about animals and their habitats.
2. Lack of accessibility to existing wildlife resources, such as expensive field guides or limited access to national parks
3. Limited opportunities to connect with other wildlife enthusiasts and conservationists.
4. Difficulty staying informed about current events related to wildlife and conservation.

Ideal solution:

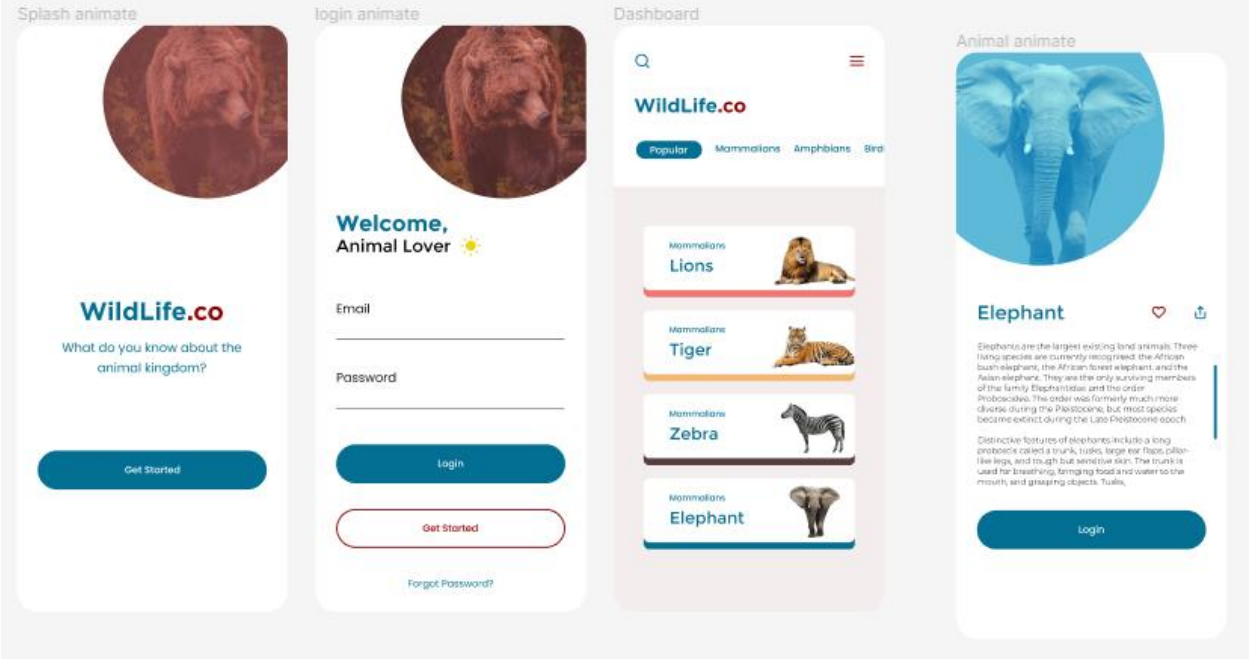
1. A mobile app that provides high-quality and accurate information about different animals and their habitats
2. An app that has a user-friendly interface and is easy to navigate.
3. An app that allows users to connect with other wildlife enthusiasts and conservationists.
4. An app that provides resources to support conservation efforts and stay informed about current events related to wildlife and conservation.

Sketches

Low Fidelity Prototype



High Fidelity Prototype



Outcome:

The wildlife app was well-received by users, who appreciated the high-quality photos and videos and the detailed information about animals. The quiz feature and badge earned system was popular among users. The social media integration was well-utilized, with users sharing interesting animal facts and photos with their friends. The app helped users to learn more about the animals and their habitats, which in turn helped to foster a greater appreciation for wildlife.

Lessons Learned:

1. User research is crucial in understanding the needs and goals of the target audience. By conducting interviews and surveys with wildlife enthusiasts and educators, we were able to gain valuable insight into the types of information and features users were looking for in a wildlife app.

2. Accessibility and user-friendliness are key to making the app appealing to a wide audience. By designing a simple and intuitive navigation system and including high-quality photos and videos, we were able to make complex information about animals and their habitats more accessible to users.