

SALMON DEFENSE

A website redesign case study

Client

Salmon Defense is a Washington State non-profit working to protect salmon habitats for the good of the environment and Pacific Northwest culture. The non-profit consists of a coalition of 20 Western Washington Native American tribes, which is a large part of their identity.



Problem

Salmon Defense's website needs a redesign. The site currently suffers from visual clutter due to the textured background and unnecessary amounts of text. Poor hierarchy is also an issue - the "donate" button, which should be immediately obvious to the user, is hidden between tabs in the navigation menu.

Home

The image shows the homepage of the Salmon Defense website. The header is red with a white salmon logo on the left. The main title "Salmon Defense" is in large white letters, with the subtitle "Protecting Salmon for Our Common Future" in smaller white text below it. A navigation bar with links to Home, Who We Are, Projects, Golf Tournament, Salmon Forever, Donate, News, Contact Us, and a calendar icon follows. The main content area features a large, vibrant photograph of many salmon swimming upstream in shallow, rocky water. Below the photo is a horizontal navigation bar with several small dots. At the bottom of the page, there are two sections: one for the "Billy Frank Jr. Statue Donation Update" and another for the "Salmon Forever Fund".

Salmon Defense
Protecting Salmon for Our Common Future

Home Who We Are Projects Golf Tournament Salmon Forever Donate News Contact Us



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[Home](#)

 [Billy Frank Jr. Statue Donation Update! \\$99,000 Now Given to
Snohomish County](#)

[Salmon Forever Fund](#)
The mission of this trust is to honor and create

About



The screenshot shows the Salmon Defense website's "Who We Are" page. At the top, there is a red header bar with the organization's logo (a stylized salmon) on the left and the text "Salmon Defense" and "Protecting Salmon for Our Common Future" in the center. Below the header is a navigation menu with links: Home, Who We Are (which is highlighted in red), Projects, Golf Tournament, Salmon Forever, Donate, News, Contact Us, and a small icon. The main content area has a light beige background with a faint salmon pattern. It features several sections: "Who We Are" (with a sub-section "Mission" containing the mission statement and a quote about protecting salmon habitat), "History" (describing the organization's establishment by 20 western Washington Tribes in 2003), "The Challenge" (mentioning the need for a 100-year vision for salmon), "Goals" (stating the goal to increase public awareness and support legal actions), and a "DONATE" button at the bottom right.



SALMON DEFENSE Together we will turn the tide for salmon. • 6700 Martin Way East, Suite 114 | Olympia, WA 98516
 Salmon Defense is a 501(c)(3) tax-exempt charitable organization; contributions are tax-deductible as permitted by law.
[Rules of Participation](#)

DONATE

Projects



The screenshot shows the Salmon Defense website's "Projects" page. At the top, there is a red header bar with the organization's name "Salmon Defense" and the tagline "Protecting Salmon for Our Common Future". To the left of the header is a stylized salmon graphic. Below the header is a navigation menu with links: Home, Who We Are, Projects (which is highlighted in red), Golf Tournament, Salmon Forever, Donate, News, Contact Us, and a grid icon.

The main content area has a light beige background. On the left, a sidebar titled "Projects" lists three categories with sub-links:

- Advocate**
 - [Marine Spatial Planning](#)
 - [Roslyn Workshop](#)
 - [Climate Change Awareness](#)
 - [Book: Where the Salmon Run: The Life and Legacy of Billy Frank Jr.](#)
 - [Washington State Water Quality](#)
 - [Billy Frank Jr. Salmon Coalition](#)
- Educate**
 - [Riparian Habitat](#)
 - [Shadow Of The Salmon](#)
 - [Back To The River](#)
 - [Tribal Voices Archive](#)
 - [As Long As The Rivers Run](#)
 - [Boldt 40: a day of perspectives on the Boldt Decision](#)
 - [The Billy Frank Jr. Day Curriculum](#)
 - [s̄čədād̄kʷ Video](#)
 - [Steh-Chass Native Youth Camp](#)
- Litigate**
 - [Municipal Water Rights Challenge](#)

To the right of the sidebar, there is a search bar labeled "Search". Below it is a promotional box with a green header and a green Sasquatch illustration at the bottom. The text in the box reads:

Salmon Defense is now providing online sales of the limited edition Sasquatch Water Bottles.

100% of the proceeds go towards our Sasquatch Comic Strip by artist Jeffrey Veregge

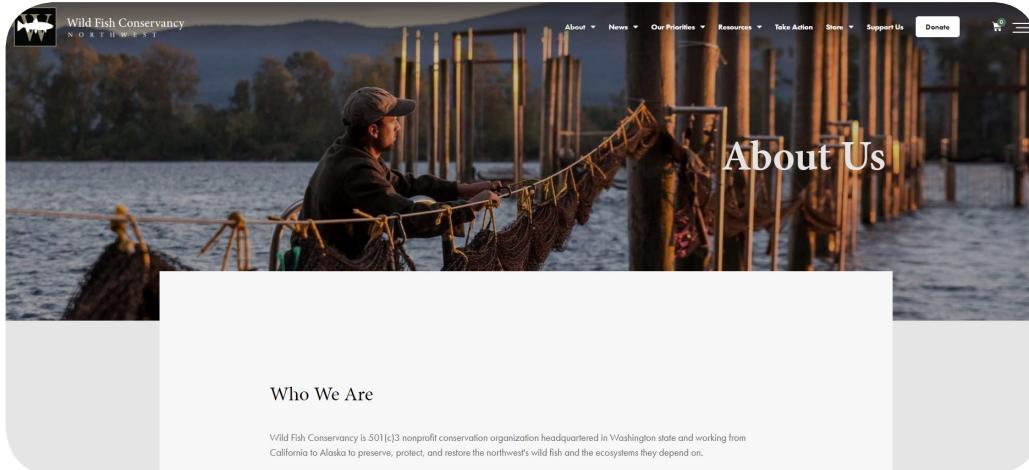
[FIND OUT MORE](#)

At the bottom right of the page, there is a section titled "Recent Posts" with a link to "Billy Frank Jr. Statue Donation Update!".

Solution

Salmon Defense's redesign should be clean and easily readable, while eliminating unnecessary text and re-ordering and re-sizing elements for better hierarchy.

Competitors



The Wild Fish Conservancy website features a large banner image of a fisherman working on a dock. The navigation bar includes links for About, News, Our Priorities, Resources, Take Action, Store, Support Us, and a Donate button. A prominent "About Us" section is visible on the right side of the banner. Below the banner, a "Who We Are" section provides a brief overview of the organization's mission.

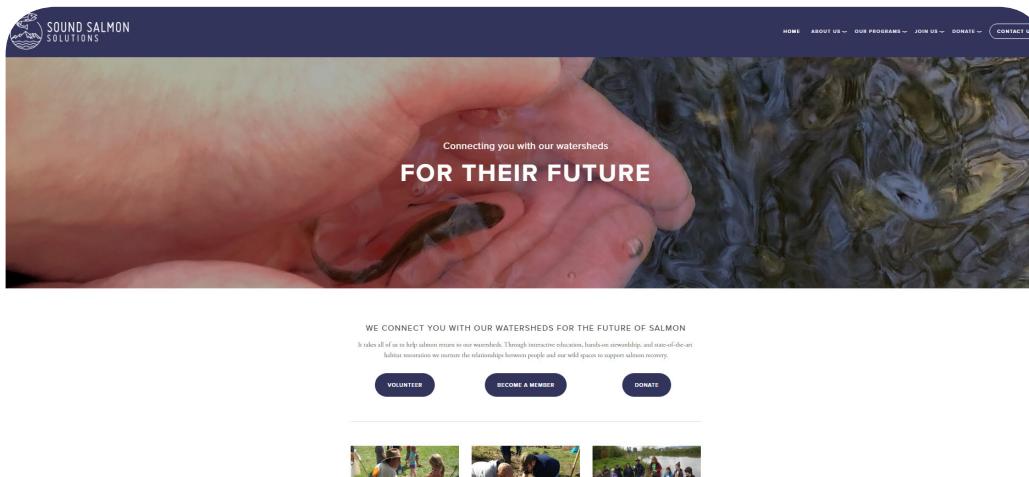
Wild Fish Conservancy

Who We Are

Wild Fish Conservancy is 501(c)3 nonprofit conservation organization headquartered in Washington state and working from California to Alaska to preserve, protect, and restore the northwest's wild fish and the ecosystems they depend on.

Wild Fish Conservancy

Est. 1989,
headquartered in
Washington State
and working to
protect and preserve
the northwest's wild
fish population.



The Sound Salmon Solutions website has a dark blue header with the organization's logo and navigation links for Home, About Us, Our Programs, Join Us, Donate, and Contact Us. The main visual is a close-up photograph of a person's hands holding a small fish over water. Text on the page reads "Connecting you with our watersheds" and "FOR THEIR FUTURE". Below the image, a subtitle says "WE CONNECT YOU WITH OUR WATERSHEDS FOR THE FUTURE OF SALMON" followed by a small explanatory text. At the bottom, there are three call-to-action buttons: VOLUNTEER, BECOME A MEMBER, and DONATE, along with three small thumbnail images.

SOUND SALMON SOLUTIONS

Connecting you with our watersheds

FOR THEIR FUTURE

WE CONNECT YOU WITH OUR WATERSHEDS FOR THE FUTURE OF SALMON

It takes all of us to help salmon return to our watersheds. Through interactive education, hands-on stewardship, and state-of-the-art habitat restoration we nurture the relationships between people and our wild spaces to support salmon recovery.

VOLUNTEER BECOME A MEMBER DONATE

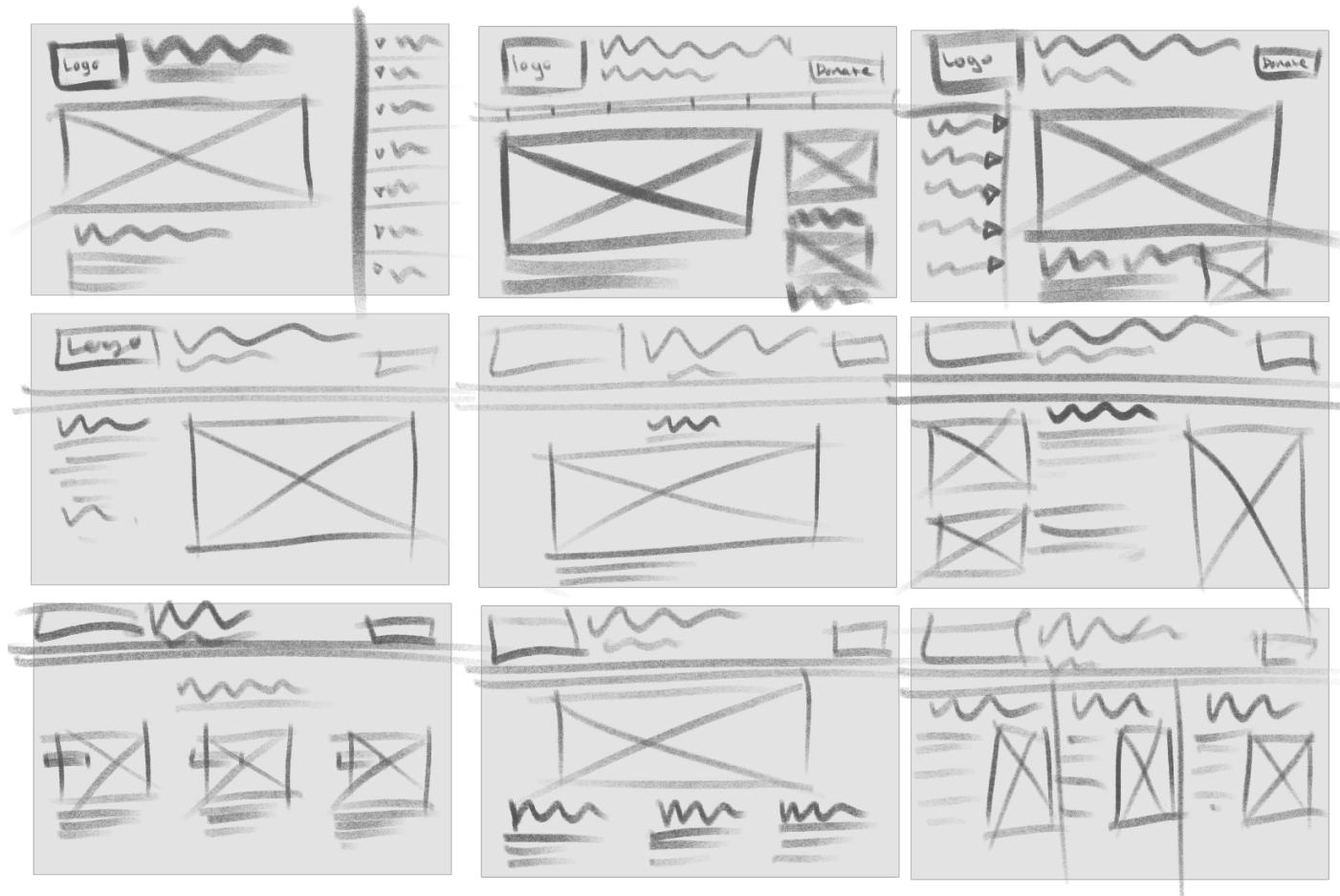
Sound Salmon Solutions

Protecting salmon
through promoting,
supporting, and
realizing watershed
protection programs.

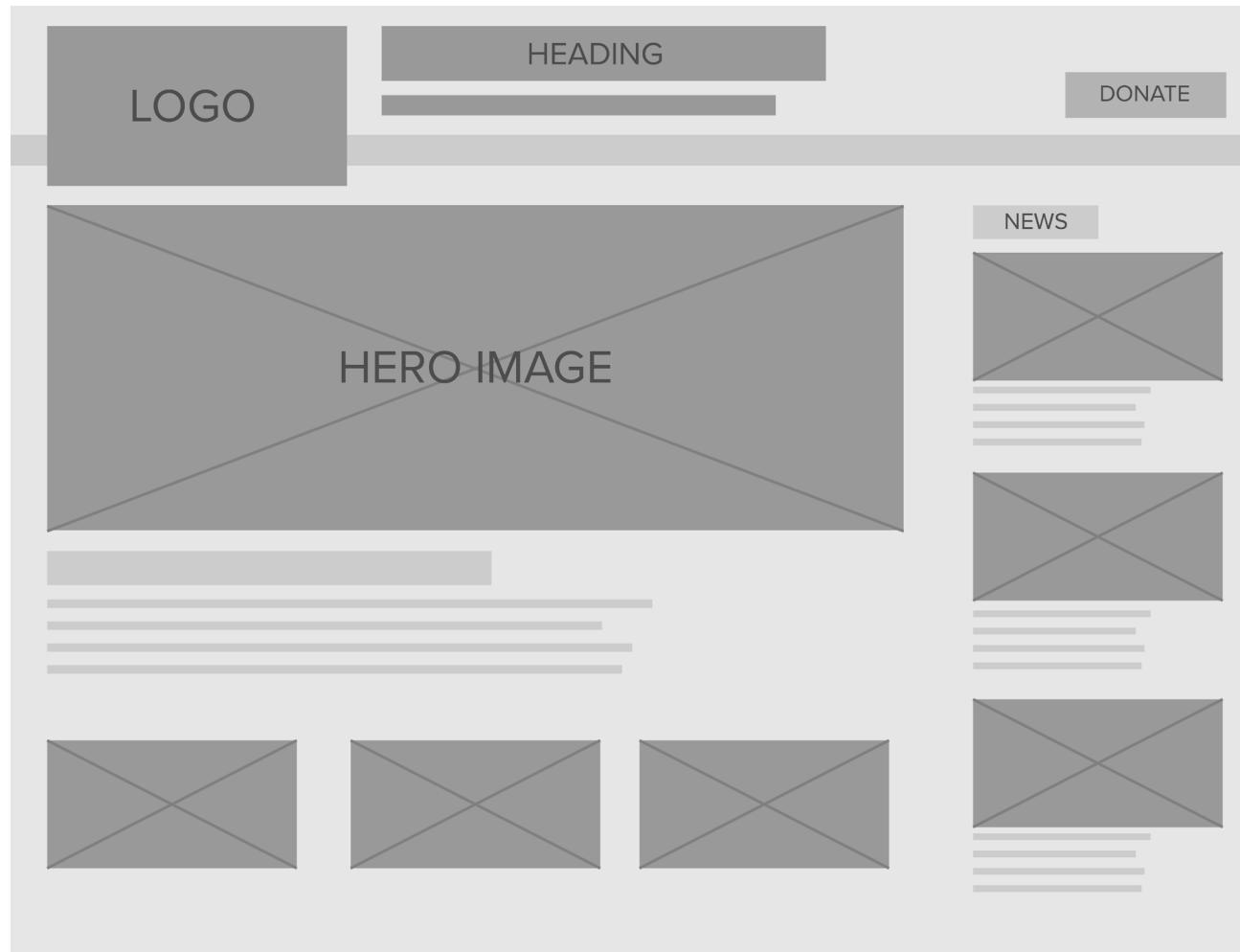
Target Audience

Salmon Defense's target audience are people of any age who care about the environment, Pacific Northwest culture, and our beautiful native salmon population. Users of the site may be looking to donate, looking to find out more about the organization, or looking to get involved.

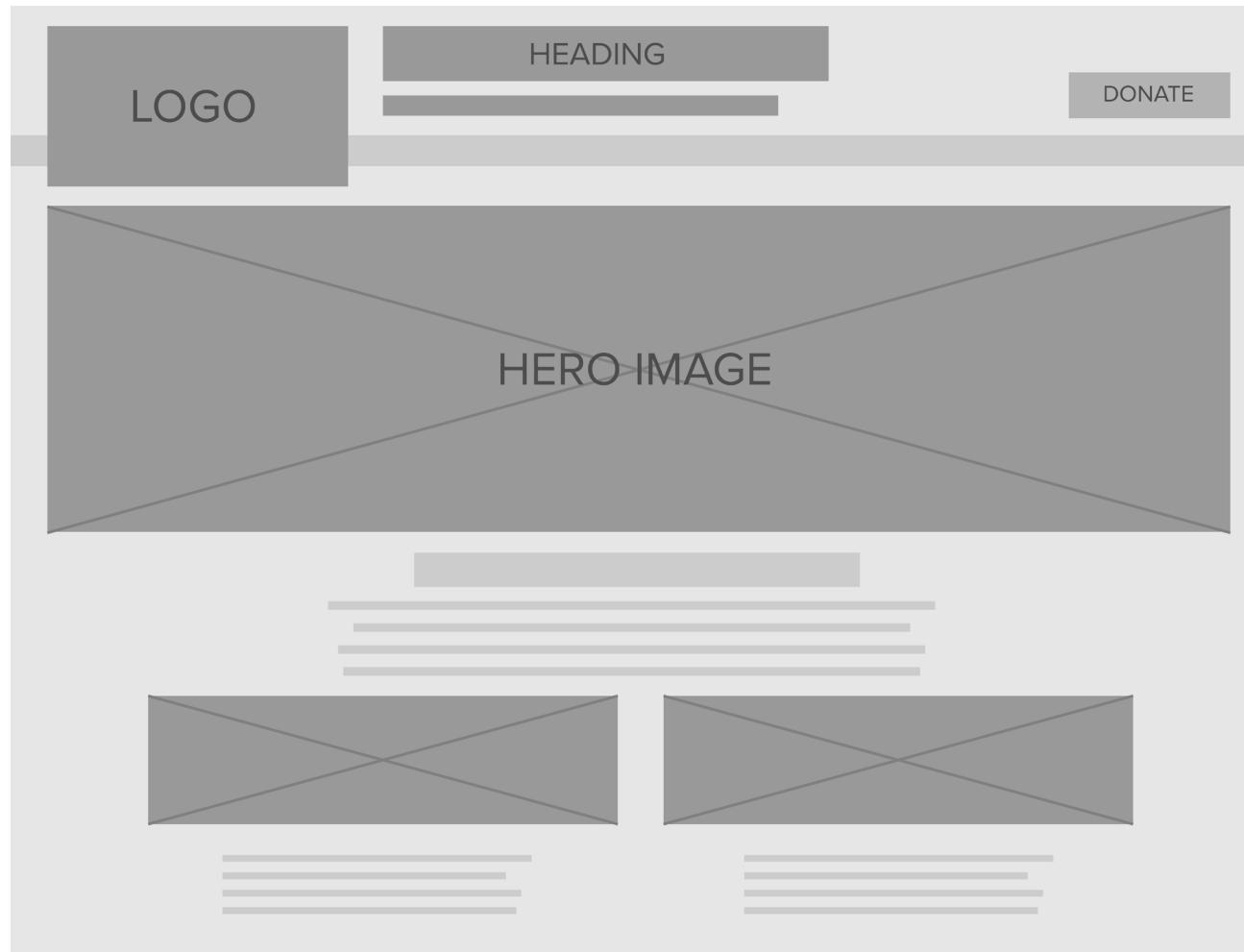
Conceptual & Visual Development



Home (wireframe)



About (wireframe)



Projects (wireframe)



Usability Testing

Testing of my early prototypes revealed some issues that would later be fixed. Users desired that links be more obviously click-able, so hover effects were added. The header, which was originally larger, was eventually shrunk for the sake of readability and visual balance.

Final Redesign

Full prototype can be viewed here: shorturl.at/beiSV



SALMON DEFENSE

Protecting salmon for our common future

[Home](#) [About Us](#) [Projects](#) [Golf Tournament](#) [Salmon Forever](#) [News](#) [Contact Us](#)

[Donate](#)

Building a better tomorrow.

Who We Are

Salmon Defense is addressing the need for a 100-year vision for salmon of the Pacific Northwest. Many salmon runs have declined to the point of near extinction and all are threatened; habitat loss and degradation are the principal causes. Salmon Defense is working to unite people and communities to increase salmon runs to sustainable levels by restoring and preserving salmon habitat. Salmon Defense strongly believes our environment, our economy, and our quality of life have the potential to prosper through the unification of citizens working together to protect salmon for our common future. Salmon are in a crucial time of need and it's very clear that their future will depend on all of us. The protection of the natural resource is at the very bottom of the list. If the salmon don't have a healthy habitat, what does that say about our environment? If there are no salmon, how does that affect the culture and the lives of all of us that call the Pacific Northwest home?

[Learn More](#)

[Projects](#)

[Donate](#)

Recent Posts



Billy Frank Jr. Statue Donation Update!
\$59,000 Now Given to Secretary of State

Announcement - 2/14/2022, we have now raised \$59,000! We give our sincere thanks to all of the Tribes, businesses, and individuals who have donated to the Billy Frank Jr. Statue Fund. Donations are still being accepted at [Donate to the Billy Frank Jr. Statue and Billy Frank Jr. Salmon Forever Fund](#).



Tulalip Tribes Recognize Salmon Defense for Billy Frank Jr. Salmon Coalition Communication Campaign

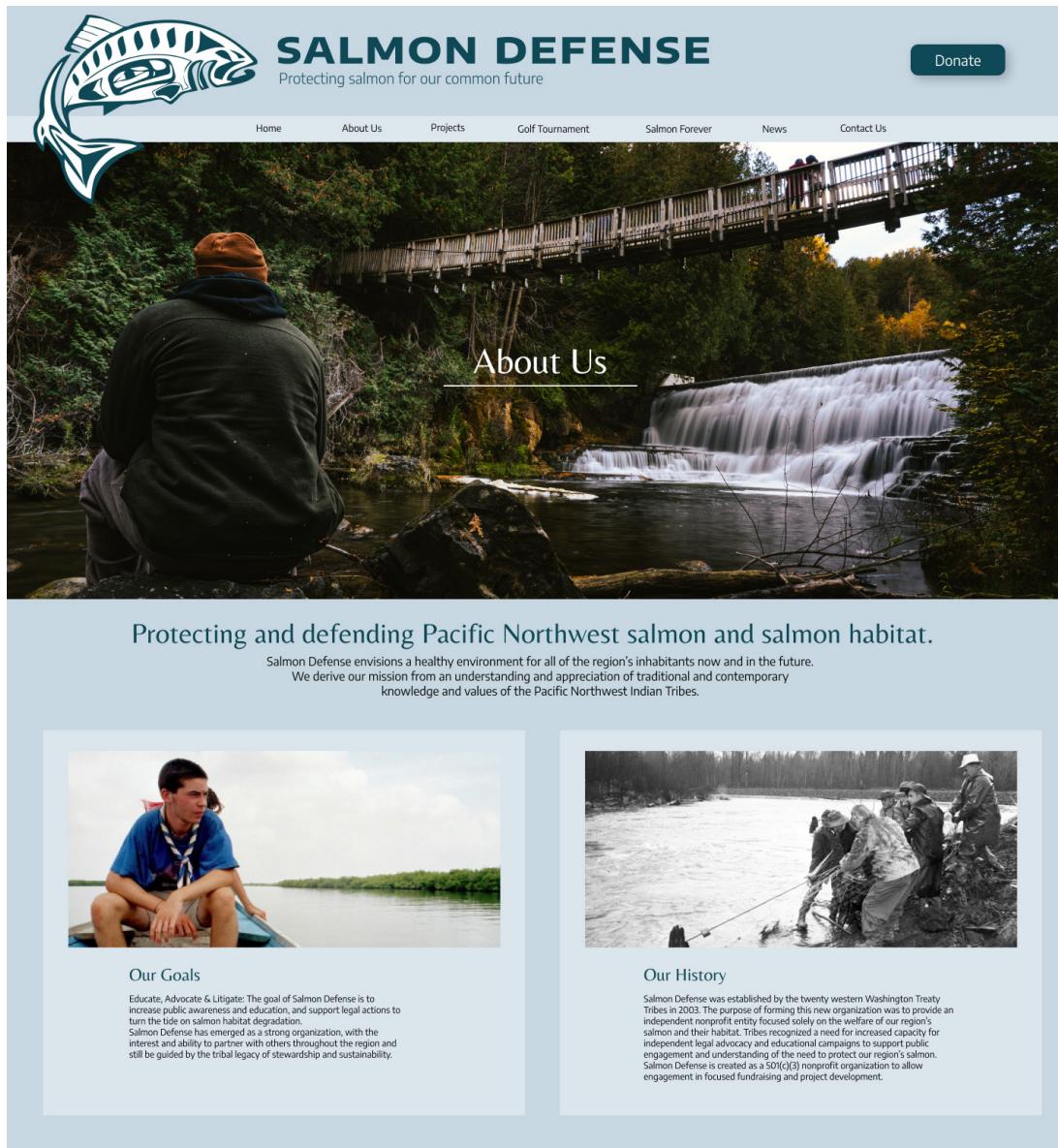
In 2022 Salmon Defense was recognized by the Tulalip Tribes Tulalip Crisis Response Raising Hands Event. This highlights the details of the work of Salmon Defense and the development of the Billy Frank Jr. Salmon Coalition's Communication Campaign. Watch this video and learn the urgency to restore salmon habitat before it is too late. Tulalip Tribes continues to be P-3

A Huge Thank You to All Billy Frank Jr. Statue Donors!

We give our sincere thanks to all of the Tribes, businesses, and individuals who have donated to the Billy Frank Jr. Statue Fund. We have raised over \$59,000! Our Donations are still being accepted at [Donate to the Billy Frank Jr. Statue and Billy Frank Jr. Salmon Forever Fund](#).

Home

The homepage has been updated with a short description of the non-profit, clear links to the most important pages, and a sidebar of the most recent news posts.



SALMON DEFENSE
Protecting salmon for our common future

Home About Us Projects Golf Tournament Salmon Forever News Contact Us [Donate](#)

About Us

Protecting and defending Pacific Northwest salmon and salmon habitat.

Salmon Defense envisions a healthy environment for all of the region's inhabitants now and in the future. We derive our mission from an understanding and appreciation of traditional and contemporary knowledge and values of the Pacific Northwest Indian Tribes.



Our Goals

Educate, Advocate & Litigate: The goal of Salmon Defense is to educate the public and support legal actions to turn the tide on salmon habitat degradation.
 Salmon Defense has emerged as a strong organization, with the interest and ability to partner with others throughout the region and still be guided by the tribal legacy of stewardship and sustainability.



Our History

Salmon Defense was established by the Twenty western Washington Treaty Tribes in 2004. The intent of this new organization was to provide an independent nonprofit entity focused solely on the welfare of our region's salmon and their habitat. Tribes recognized a need for increased capacity for independent legal advocacy and educational campaigns to support public engagement and understanding of the need to protect our region's salmon. Salmon Defense is created as a 501(c)(3) nonprofit organization to allow engagement in focused fundraising and project development.

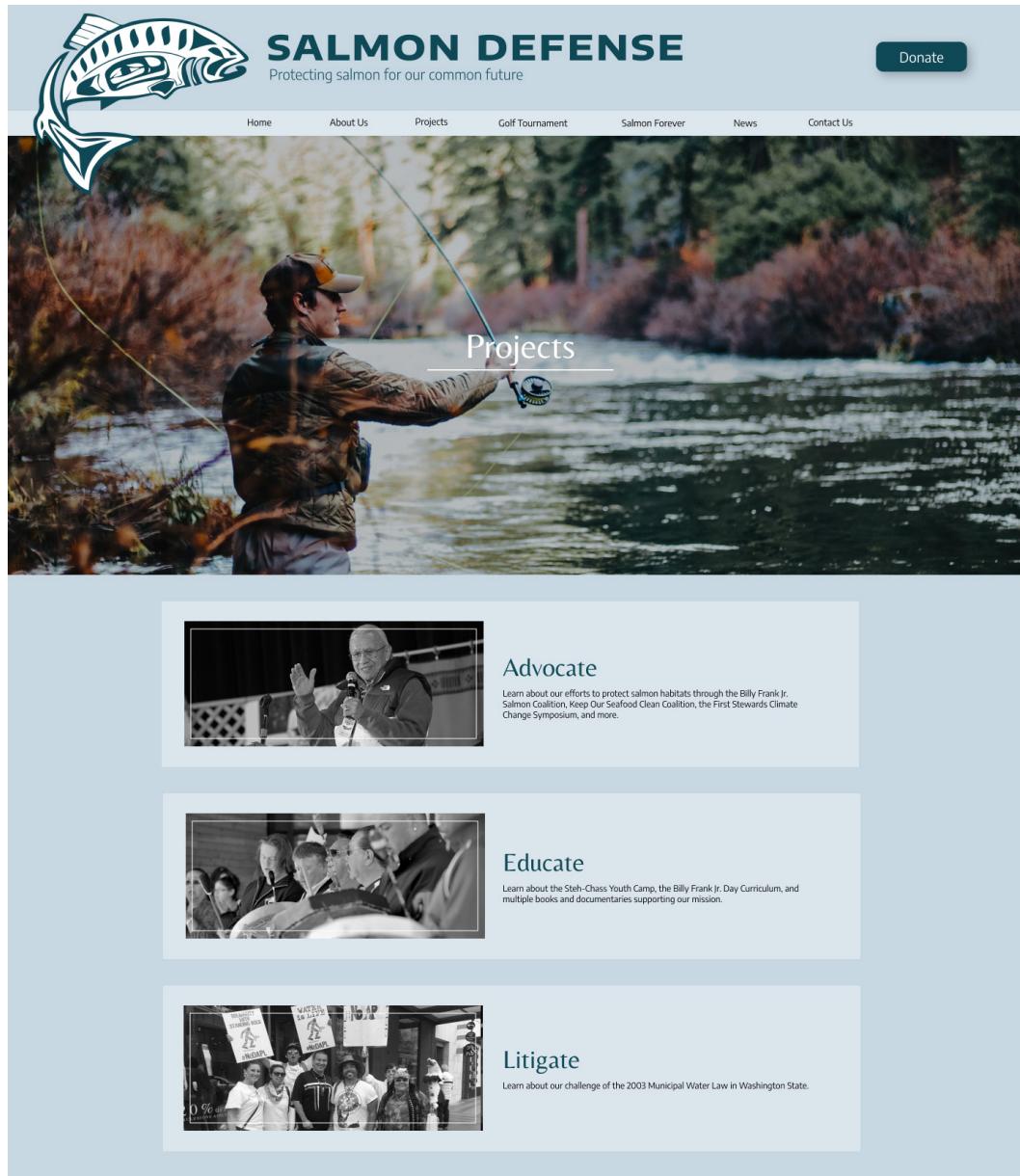
[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [Vimeo](#)

SALMON DEFENSE | Together, we turn the tide for salmon.
Salmon Defense is a 501(c)(3) tax-exempt charitable organization; contributions are tax-deductible as permitted by law.

6700 Martin Way East, Suite 114
 Olympia, WA 98516

About

The about page has been updated by preserving the most important and interesting information, and laying it out in a readable, clean format and including more photography.



The screenshot shows the Salmon Defense website's "Projects" page. At the top, there is a header with the organization's logo (a stylized salmon), the text "SALMON DEFENSE", and the tagline "Protecting salmon for our common future". A "Donate" button is also present. Below the header is a navigation bar with links to "Home", "About Us", "Projects", "Golf Tournament", "Salmon Forever", "News", and "Contact Us". The main content area features a large, scenic photograph of a person fly-fishing in a river. Overlaid on this image is the word "Projects". Below the main image are three project categories, each with a thumbnail image and a brief description:

- Advocate**: Learn about our efforts to protect salmon habitats through the Billy Frank Jr. Salmon Coalition, Keep Our Seafood Clean Coalition, the First Stewards Climate Change Symposium, and more.
- Educate**: Learn about the Steh-Chass Youth Camp, the Billy Frank Jr. Day Curriculum, and multiple books and documentaries supporting our mission.
- Litigate**: Learn about our challenge of the 2003 Municipal Water Law in Washington State.

At the bottom of the page, there are social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn, along with a note about the organization being a 501(c)(3) tax-exempt charitable organization. Address information is also provided at the very bottom.

Projects

The projects page has been updated by simplifying the links into 3 main categories, each of which lead to a page with the individual projects for further reading. Photography has also been added.

Challenges

During the building process, I had to troubleshoot some issues I encountered with Figma, namely with creating components and making them functional in the prototype. This was solved by watching multiple different tutorials about different methods to make buttons and drop-down menus.

Reflection

I consider this redesign a success, as I believe I accomplished my initial goals of improved readability and hierarchy. I became more proficient at using Figma through the building process, which I had never used before.

THANK YOU