Taskforce Wildlife by United for Wildlife

A tool to assist Wildlife Rangers on the frontline of protecting vulnerable animals

Type: Internship at Edenspiekermann

Date: Summer 2018

Duration:

Role: Interaction Designer Intern

**Overview**

With an unprecedented increase in illegally hunting and trading of animals, organized criminals networks across the globe continue to threaten species with extinction. United for Wildlife is an initiative led by the Duke of Cambridge to stop wildlife crime.

**Taskforce: Wildlife**

Edenspiekermann worked with United for Wildlife to create a solution that prevents traffickers from exploiting unsuspecting transport businesses to move their contraband. Taskforce Wildlife provides a space where transport representatives and wildlife rangers can share intel about risks and routes so that decisions are made from the most informed and global standpoint. During my internship at Edenspiekermann, I worked with a visual designer and technical director to see this project through its iterations to the MVP release in summer 2018.

**Product goal**

Taskforce Wildlife aims to collect real-time reports from onsite rangers to inform transport businesses on which routes traffickers have comprised and how they can make their cargo more resilient.

**Design**

**01. Setting expectations**

After asking users to enter information about their cargo, the Risk Calculator creates a tailored risk report for that route and shipment. The page needed prompt action from the businesses without alarming them with an overload of warnings but also without downplaying the severity or urgency of the issue. To achieve this, we made sure the platform was focused on clarity and brevity. This was imperative for Taskforce Wildlife to curb trafficking at a global scale.

**02. Precision/Trust?**

As a decision support tool, Taskforce Wildlife needed to keep the user's flow of thought and attention until they find the information they need. Understanding a bit of the magic behind calculating trafficking risk allowed the design to better follow the inner workings of a logistician or wildlife ranger’s workflow.

**03. Lightweight**

Rangers needed to be able to access Taskforce Wildlife in rural locations and precarious conditions to send reports in real time. It needed to be lightweight, yet reliable. This meant working closely with developers to create a design consisting of a component set that was fluid across all screen sizes and browser versions.

**Results**

Following the monumental signing of the Financial Taskforce Mansion House Declaration, The Duke of Cambridge attended this year’s Illegal Wildlife Trade conference to deliver a keynote speech. United for Wildlife was later represented in the conference during a panel on how the transport sector combats trafficking. The panel was made up of members of the Transport Taskforce, and together they spoke about its development and plans for the future. (<change)

<https://www.royalfoundation.com/buckingham-palace-declaration-leads-illegal-wildlife-products-seized/>

<https://www.unitedforwildlife.org/the-duke-of-cambridge-gives-keynote-speech-at-the-2018-illegal-wildlife-trade-conference/>

**Retrospective**

Learning about Microservices (and working simultaneously)

**Other work**

* Schipol
* Alcon..??
* Elsevier
* Pitch decks