



**BIG LIFE**  
FOUNDATION

Site redesign by Luca Hagmayer



# BACKGROUND

I worked with Big Life Foundation, a non-profit focused on anti-poaching efforts in Masaai National Park, Kenya. The website has a lot of informative aspects but needs a consistent and straightforward user flow. One of the most significant pain points was the nav bar and scrolling. The nav bar titles contain much information that could be arranged on less separate pages. The home page is also dull, and although it evokes some emotion from the topic, it could use a bit of contrast and simplification. Rather than adding more elements, the page could be simplified with text that contrasts the existing imagery.

# Define Goals

## Business Goals

- attract more donors
- bring awareness to the issue of poaching
- educate on important issues

## Brand Goals

- Create a reputable & recognizable brand
- Cohesive design that shows the severeness & importance of the issue

## User Goals

- easily navigate the site
- find what I need with little effort
- make it easy for the user to donate

# Ideation

# Current Website



NICK BRANDT PRINTS & BOOKS FOR BIG LIFE

DONATE



Stay current ... your@email.com

Sign Up



WHAT WE DO

HOW WE DO IT

WHERE WE WORK

WHO WE ARE

PROGRAM UPDATES

SHOP

WAYS TO GIVE

Protecting over 1.6 million acres of wilderness in the Amboseli-Tsavo-Kilimanjaro ecosystem of East Africa, Big Life partners with local communities to protect nature for the benefit of all.

Since its inception, Big Life has expanded to employ hundreds of local Maasai rangers—with more than 30 permanent outposts and tent-based field units, 14 patrol vehicles, 2 tracker dogs, and 2 planes for aerial surveillance.

Co-founded in 2010 by photographer Nick Brandt, conservationist Richard Bonham, and entrepreneur Tom Hill, Big Life was the first organization in East Africa to establish coordinated cross-border anti-poaching operations. [Read more...](#)

**HELP BIG LIFE STOP THE KILLING.  
DONATE NOW.**



Big Life Rangers with tusks killed at the hands of man, Amboseli 2011, ©Nick Brandt

4|5|0|6|4|1|9



Number of kilometers patrolled by  
Big Life Rangers

**4228**

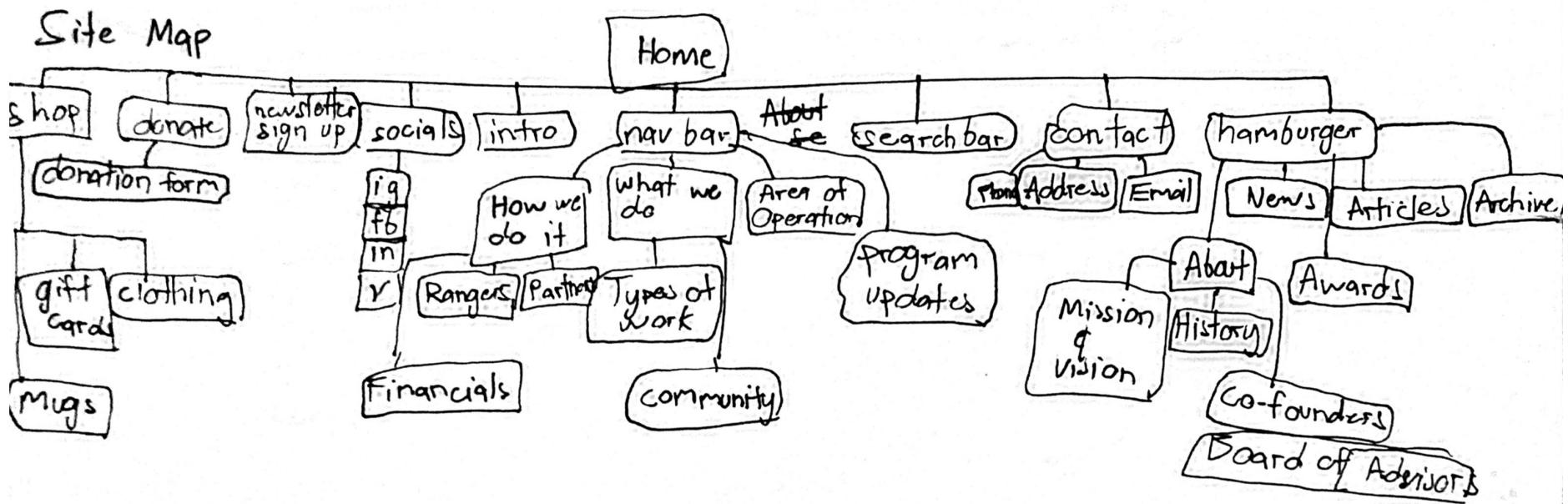
Arrests since 2011

**5914**

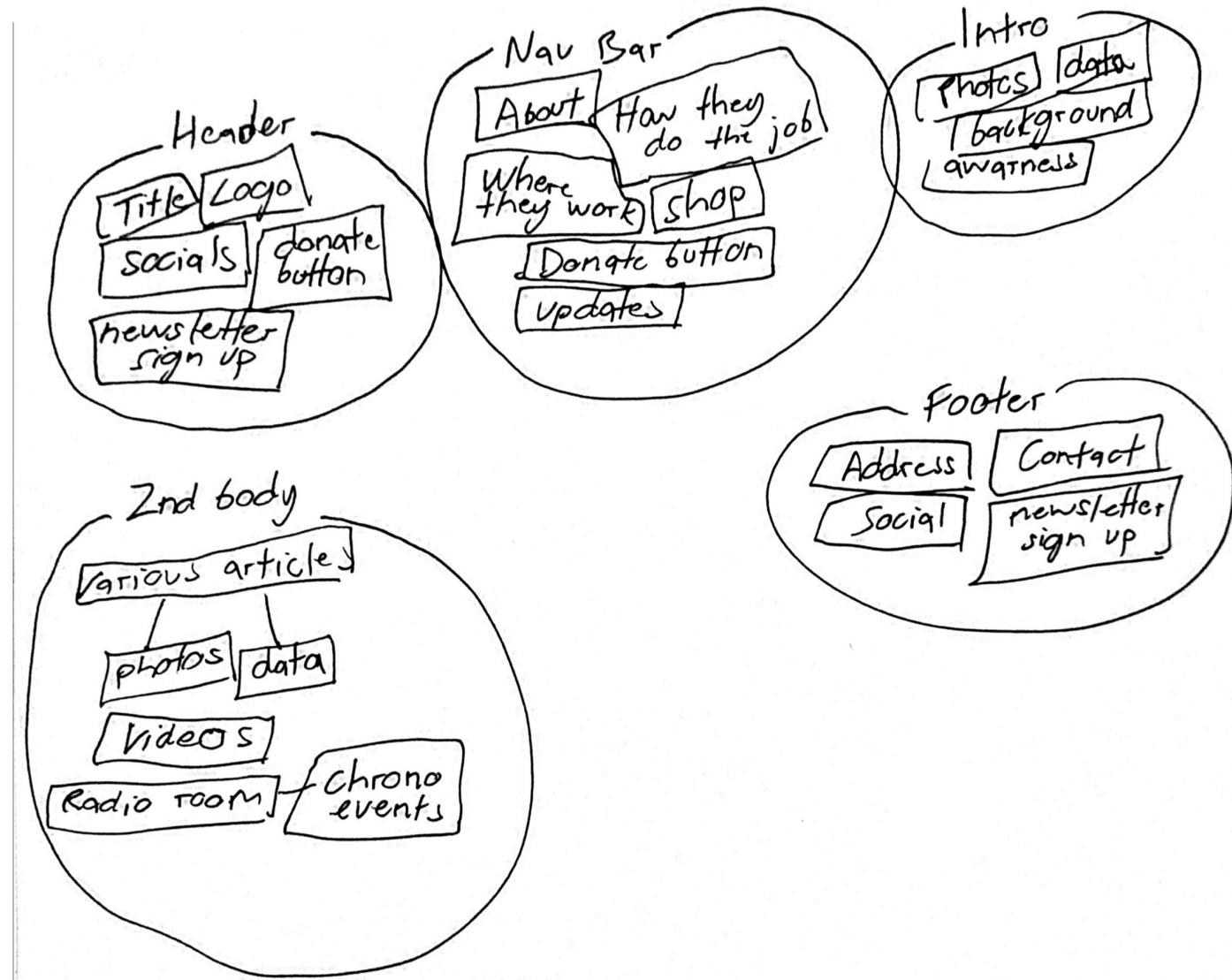
Weapons/Tools seized  
since 2011

**DONATE**

# Site Map



# Content Groupings



# Product Statement

Simple: simple design that has a hierarchy highlighting the most important features and information of the website

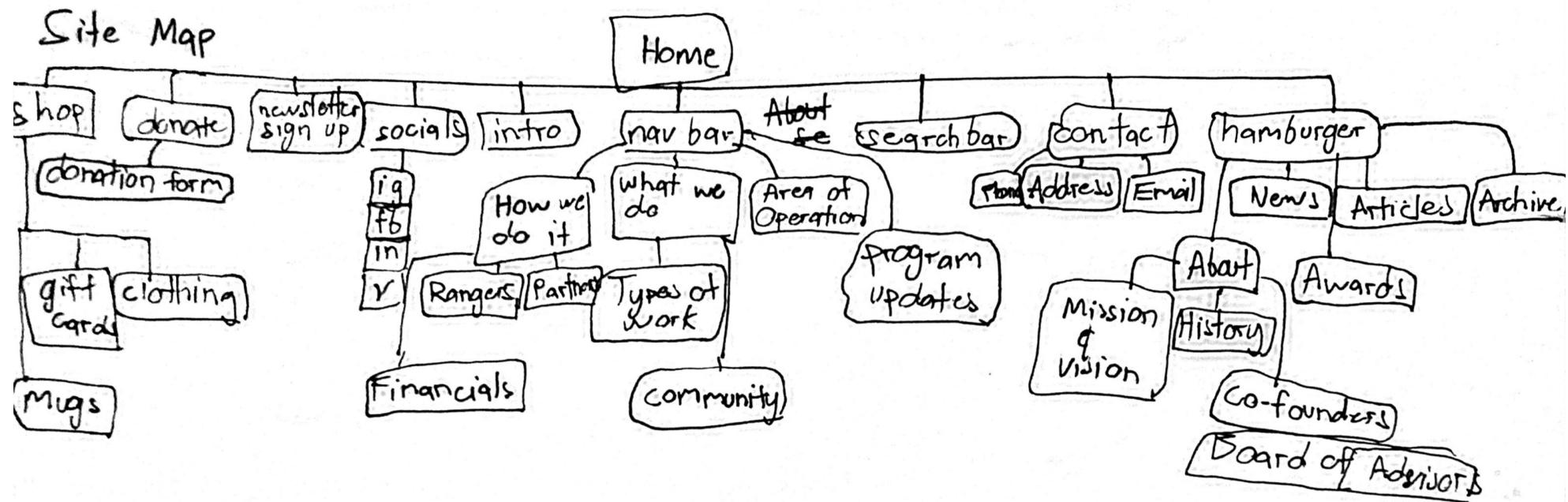
→ improve nav bar

- can fields be simplified?
- what is the most important information for the user
- Are there different user goals
- Add side bar so there is less scrolling

Website Goals:

- Attract as many donors as possible
- Clearly & transparently communicate where & how the donations are used
- Provide users with informative articles, videos & statistics
- Smooth, simple navigation that requires as few steps as possible

# Content Groupings



# Wesbite Redesign Ideation



# BIG LIFE FOUNDATION

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4506419  
Number of kilometers patrolled by Big Life Rangers

4228 Arrests since 2011

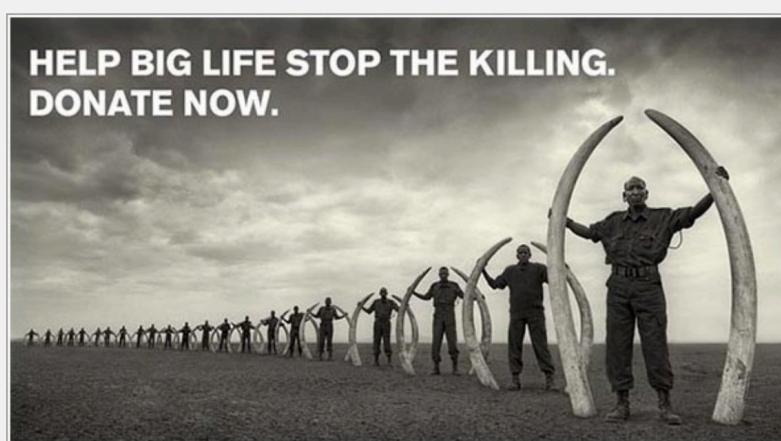
5914 Weapons/Tools seized since 2011

[DONATE](#)

Stay current ... your@email.com [Sign Up](#)

WHAT WE DO HOW WE DO IT WHERE WE WORK WHO WE ARE PROGRAM UPDATES SHOP WAYS TO GIVE

## HELP BIG LIFE STOP THE KILLING. DONATE NOW.



Big Life Rangers with tusks killed at the hands of man, Amboseli 2011, ©Nick Brandt

### RADIO ROOM

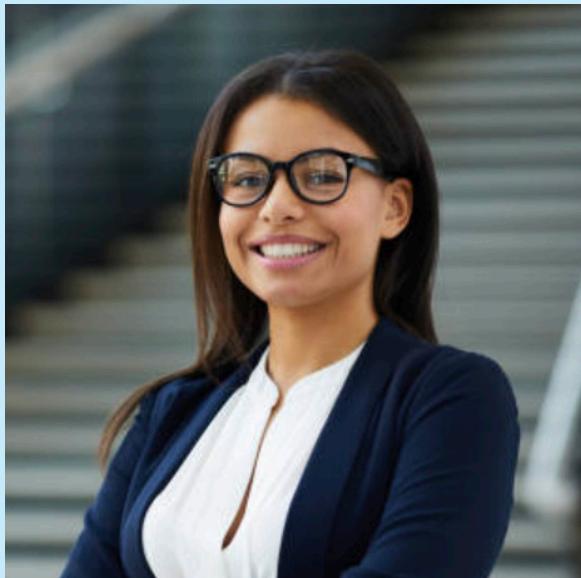
**17 January 2023**  
Rangers arrested a suspect inside national park for charcoal, kiln was destroyed // Report of elephant inside crop protection fence, exited the same way entered, uprooted several posts and outriggers, fence attendants made repairs // Rangers prevented an elephant crop raid // Hyena killed 3 cow calves and 1 goat in 2 incidents, jackal killed 1 goat

**16 January 2023**  
Successful joint operation to translocate elephant responsible for the incident on 1/13, an adult female, a sub adult, and calf were all darted and relocated into national park // Report of elephant crossing the crop protection fence, damaging wires and posts, fence attendants made repairs // Hyena killed 2 goats, lion killed 1 cow, cheetah killed 1 goat

**15 January 2023**  
Joint operation found the carcass of a giraffe butchered by unknown suspects, escaping with the meat using a motorbike, cause of death confirmed poaching // Rangers received a report of an adult elephant that killed a cow, community upset over this incident and the recent human death // Rangers received information about a mentally ill man, rangers responded and

# Personas

## Cory Fischer



"I work in a fast-paced environment and want to contribute more to conservation. Since as young as I can remember I wanted to help others."

### Goals:

- Build a successful career
- Maintain a good work life balance

### Stats:

- Female
- 29 years-old
- from Chicago, Illinois
- Single
- 7 years of experience in clinical research.
- Came from lower-middle class

### Behaviors & Habits:

- Outgoing
- Works five days a week
- Maintains a healthy diet
- Wakes up at 0600 and goes to bed at 2130
- Runs three times a week and goes to yoga two times a week
- regularly checks social media, but gets behind on emails sometimes
- Enjoys working remote
- Passionate about politics
- Votes liberal
- Loves the advantages of modern technology
- Donates to non-profits, such as Big Life

### Technical Skills:

- Tech savvy
- Regularly uses social media

## Ralf Johnson



"After ending my military career I wanted to continue to aid in minimizing and ending global conflicts. Although I can't change the world I believe I can contribute to making it a better place ."

### Goals:

- Grow public speaking business
- Influence politics
- Support family

### Stats:

- Male
- 45 years-old
- from Coupville, WA
- Married
- Green Beret veteran
- Government contractor
- Wealthy background

### Behaviors & Habits

- Outcoming and humble
- Wakes up at 0500 goes to bed at 2300
- Maintains a healthy diet
- Regularly trains to maintain peak fitness
- Active in the veteran community
- Passionate about conversation and aiding in relief efforts
- Donates to multiple charities and organizations
- Votes moderate
- Regularly checks email and social media
- Donates to non-profits, such as Big Life

### Technical Skills

- Has iPhone, but prefers post-it notes for most reminders
- Maintains a social media presence on IG, FB and Twitter
- Has the skills to surf the internet and use social media, but passes on most of this work to interns and employees.

## Rachel Macauly



"Due to my family's rocky history I want to make up for our past by contributing to South Africa's future."

### Goals:

- Help her children get through college
- Maintain a happy relationship
- Educate South Africans about apartheid

### Stats:

- Female
- 54 years-old
- from South Africa
- Married with two kids
- 35 years work experience
- South African history teacher
- Middle class

### Behaviors & Habits:

- Outgoing
- Wakes up at 0600 and goes to bed at 2130
- Maintains a healthy diet
- Works five days a week
- Donates to non-for profits, such as Big Life

### Technical Skills:

- Struggles with technology
- Asks husband or daughter how to use google search
- Prefers to not use social media

# **SOLUTION**

What were your proposed goals for the project? This includes how you approached the problem, strategy, etc.

Proposed goals

- Smooth user flow
- Clean consistent design
- Less use of lingo on titles
- Modern design

Solutions

- imagery that covers whole page

# OUTCOME

The result was a modernized version of the current Big Life Foundation website with improved user flow and design. Many of the design elements of the current website were outdated. I wanted to create something simpler that utilized the whole page space. The outcome was a collage-style web layout with a simplified nav bar and added hamburger menu to make it evident to the user that there is more available information without cluttering the home page.

# DESKTOP

The image shows a laptop displaying the Big Life Foundation website. The header features the foundation's logo with a lion and elephant, followed by the text "BIG LIFE FOUNDATION". Below the logo are navigation links: "What We Do", "How We Do it", "Where We Work", "About", "News", "Shop", and a green "Donate" button. To the right of the header are social media icons for YouTube and Instagram. The main content area has a dark background with a large image of an elephant's face. A call-to-action banner reads "HELP BIG LIFE STOP THE KILLING. DONATE NOW." Below this is a photograph of a lion and its cub. On the left side of the main content area, there is a section titled "Data" with two statistics: "450,6419 Number of kilometers patrolled by Big Life Rangers" and "4,228". On the right side, there is a "Radio Alerts" section containing a long block of text about ranger activities and sightings.

**BIG LIFE FOUNDATION**

What We Do   How We Do it   Where We Work   About   News   Shop   **Donate**

V   I

**HELP BIG LIFE STOP THE KILLING.  
DONATE NOW.**



**Data**

**450,6419**  
Number of kilometers patrolled by Big Life Rangers

**4,228**

**Radio Alerts**

Elephant, vet informed, responded and treated the elephant for 3 spear injuries on the back, rangers to continue monitoring // Rangers arrested one suspect who stole a goat, rangers interrogated him and he mentioned his accomplice and admitted to stealing 13 goats // Report of elephant inside the crop protection fence, basal wire and several posts damaged, fence attendants made repairs // Report of an elephant that went inside the crop protection fence through an open gate and later exited the same way, no damage caused // Report of elephants blocking community paths by borehole, rangers moved them away, no damage caused // Report of elephant within settlements, rangers responded and pushed them away // Rangers found approximately 70 cows illegally grazing in sanctuary, rangers holding them awaiting the owners // Rangers searched for yesterday's reported monkey but were unsuccessful, more to follow // Hyena killed 3 cows, leopard killed 1 goat

**02 February 2023**

Big Life intel led to a joint investigation leading to the arrest of 3 suspects that had 40kg of raw wildebeest meat and 3kg of cooked wildebeest meat // Rangers received information about elephant that were near human settlements and blocking paths, rangers moved them away, no damage caused // Report of elephant inside the crop protection fence, they exited the same way, damaged wires and uprooted a post // An additional report of elephant inside the crop

# Home Page

The header features the Big Life Foundation logo with an elephant icon, followed by the text "BIG LIFE FOUNDATION". Below the logo are navigation links: "What We Do", "How We Do it", "Where We Work", "About", "News", "Shop", and a green "Donate" button. To the right of the links are social media icons for YouTube and Instagram.

## HELP BIG LIFE STOP THE KILLING. DONATE NOW.



### Data

**450,6419**

Number of kilometers patrolled by Big Life Rangers

**4,228**

Arrest since 2011

**5,914**

Weapons/Tools seized since 2011



Protecting over 1.6 million acres of wilderness in the Amboseli-Tsavo-Kilimanjaro ecosystem of East Africa, Big Life partners with local communities to protect nature for the benefit of all. Since its inception, Big Life has expanded to employ hundreds of local Maasai rangers—with more than 30 permanent outposts and tent-based field units, 14 patrol vehicles, 2 tracker dogs, and 2 planes for aerial surveillance.

Co-founded in 2010 by photographer Nick Brandt, conservationist Richard Bonham, and entrepreneur Tom Hill, Big Life was the first organization in East Africa to establish coordinated cross-border anti-poaching operations. [Read more...](#)

### Radio Alerts

Elephant, vulture informed, responded and treated the elephant for 3 spear injuries on the back, rangers to continue monitoring // Rangers arrested one suspect who stole a goat, rangers interrogated him and he mentioned his accomplice and admitted to stealing 13 goats // Report of elephant inside the crop protection fence, basal wire and several posts damaged, fence attendants made repairs // Report of an elephant that went inside the crop protection fence through an open gate and later exited the same way, no damage caused // Report of elephants blocking community paths by borehole, rangers moved them away, no damage caused // Report of elephant within settlements, rangers responded and pushed them away // Rangers found approximately 70 cows illegally grazing in sanctuary, rangers holding them awaiting the owners // Rangers searched for yesterday's reported monkey but were unsuccessful, more to follow // Hyena killed 3 cows, leopard killed 1 goat

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**Big Life Foundation USA**  
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+1 971 322 3326

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**Big Life**  
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Unit 12 Ladycross Business Park  
Hollow Lane  
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Surrey RH7 6PB  
United Kingdom  
[UK@biglife.org](mailto:UK@biglife.org)

# How We Do it Page



The header features the Big Life Foundation logo with an elephant icon, followed by navigation links: What We Do, How We Do it, Where We Work, About, News, Shop, and a green Donate button. Social media icons for YouTube and Instagram are also present.

## Rangers



**343** Trained Rangers  
**42** Ranger Units  
**30** Permanent Outposts  
**7** Mobile Units  
**1** Rapid Deployment Unit  
**2** Tracker Dogs  
**14** Patrol Vehicles  
**2** Airplanes

Big Life employs hundreds of local Maasai rangers to protect the Greater Amboseli ecosystem. Big Life's rangers are expertly trained and well-equipped, working around-the-clock to protect and secure some of the world's most iconic species and their habitats. With animals constantly moving beyond protected park boundaries into unprotected areas with increasing human populations, the future for conservation will be determined by working closely with and supporting local communities. This is the heart of Big Life's ethos: if conservation supports the local community, then the local community will support conservation.

These community rangers are the embodiment of that ethos and the heart of Big Life's operations protecting wildlife and wild lands. They're on the frontlines of conservation, operating in sometimes dangerous conditions, often away from their families for weeks at a time to protect some of earth's most treasured wildlife.

Big Life's rangers conduct extensive daily patrols on foot and by vehicle to gather intelligence, detect and intercept illegal activity, monitor activity via hidden field cameras, and use the latest night-vision and GPS technology to thwart poachers and prevent habitat destruction. Working alongside Kenya Wildlife Service and our network of informers from local communities, Big Life rangers are able to prevent most instances of poaching and successfully apprehend poachers who do manage to kill. Once poachers are apprehended, Big Life works with local prosecutors to ensure that they are punished to the fullest, and most appropriate, extent of the law.

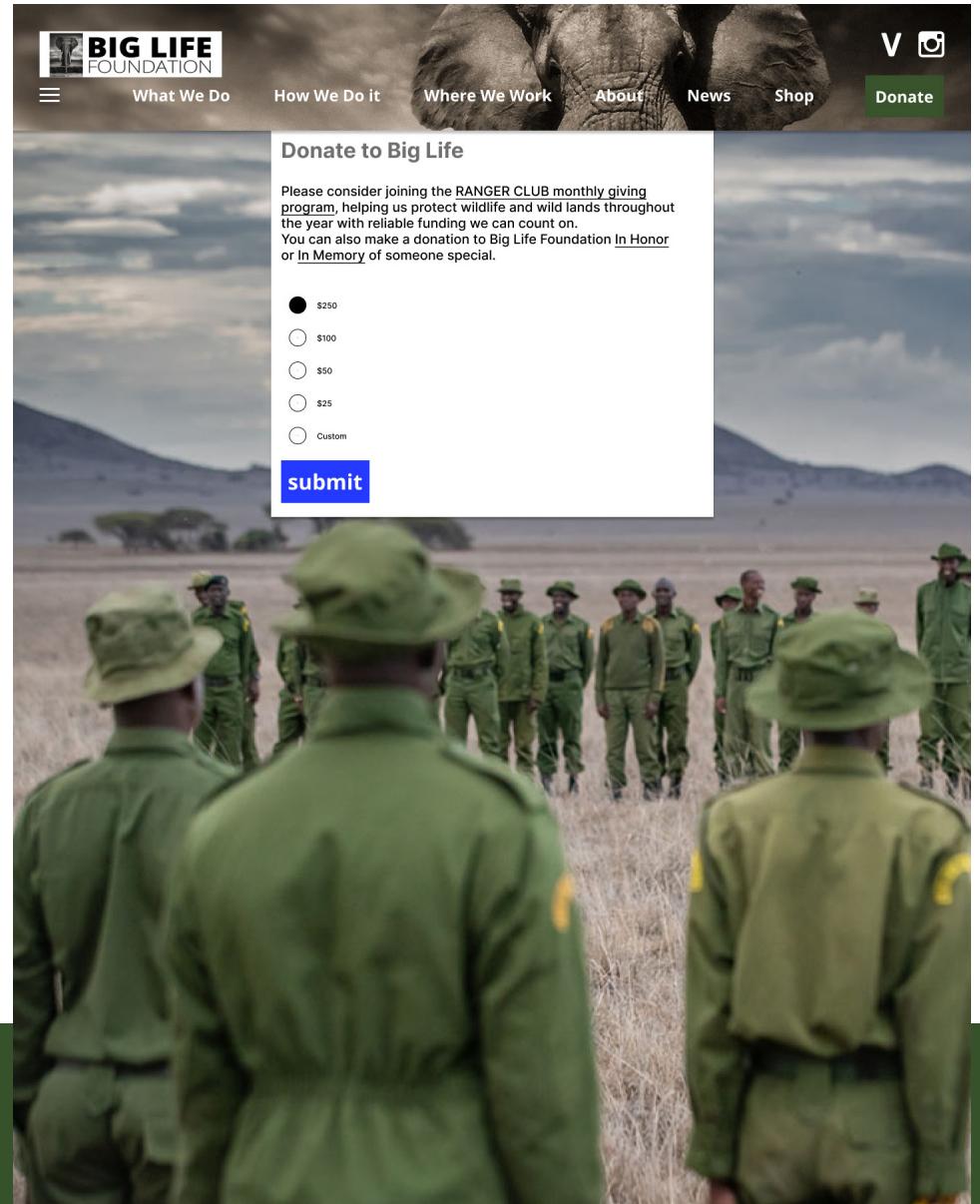


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United Kingdom  
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# Donate Page



**BIG LIFE FOUNDATION**

What We Do   How We Do it   Where We Work   About   News   Shop   **Donate**   **V**   **Instagram**

**Donate to Big Life**

Please consider joining the [RANGER CLUB](#) monthly giving program, helping us protect wildlife and wild lands throughout the year with reliable funding we can count on. You can also make a donation to Big Life Foundation [In Honor](#) or [In Memory](#) of someone special.

\$250  
 \$100  
 \$50  
 \$25  
 Custom

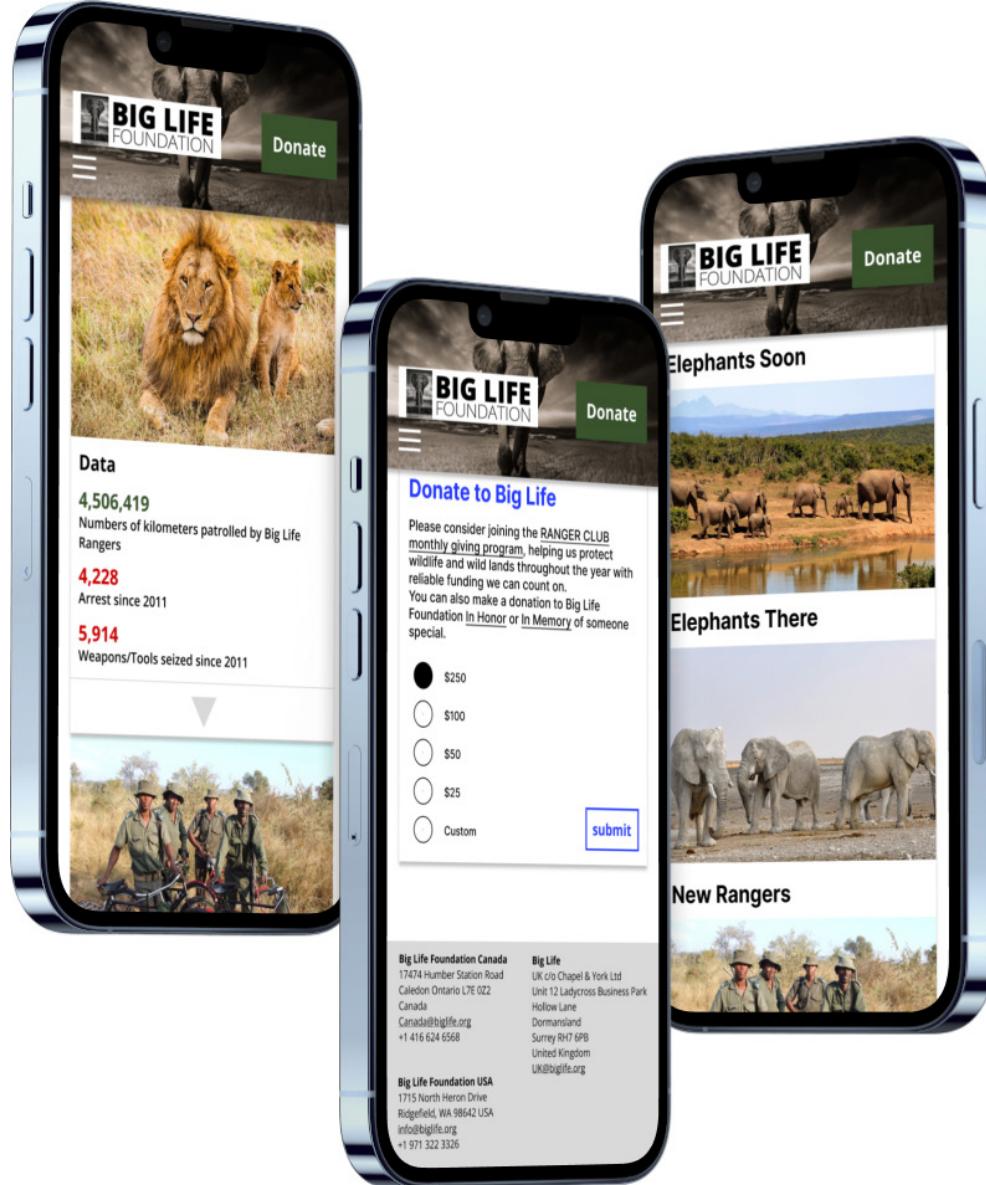
**submit**

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# Smartphone



# Home Page



The image shows a screenshot of the Big Life Foundation's mobile website. At the top, there is a banner featuring a large elephant in a savanna setting. The banner includes the foundation's logo (a stylized elephant icon) and the text "BIG LIFE FOUNDATION". To the right of the logo is a green "Donate" button. Below the banner is a photograph of a lion and its cub resting in tall grass. The main content area has a white background and features three data points in bold text:

- 4,506,419**  
Numbers of kilometers patrolled by Big Life Rangers
- 4,228**  
Arrest since 2011
- 5,914**  
Weapons/Tools seized since 2011

Below these statistics is a small, light gray downward-pointing triangle icon. At the very bottom of the visible content area is another photograph showing four rangers in uniform standing outdoors with bicycles.

# Donate Page



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# Articles Page



## Elephants Soon



## Elephants There



## New Rangers



# Challenges

This website redesign of the Big Life Foundation was one of the more challenging projects I have worked on because creating a smooth user flow was super difficult. One of the biggest design challenges was creating drop-down menus without them interfering or overlapping with elements on the main body.