



**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

# Competition

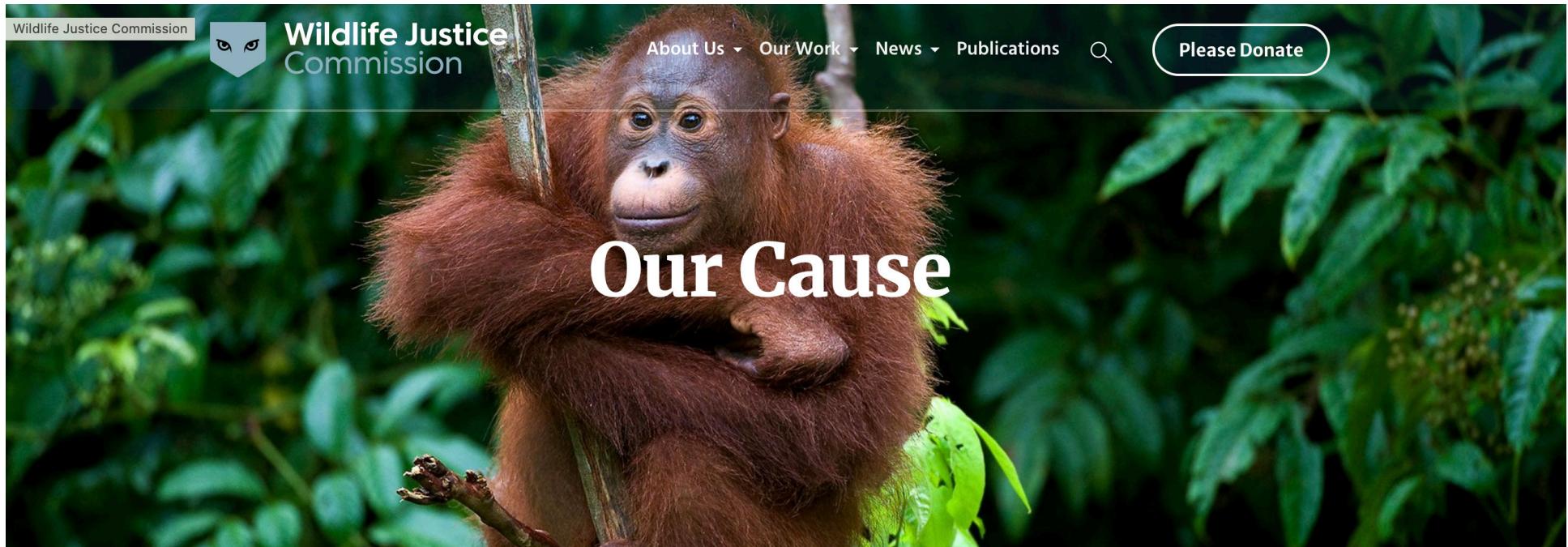
# Vetpaw

Vetpaw is a competitor of the Big Life Foundation that does a lot right with its website: a simple home page that's easy to navigate and a modern design that tells a story through images.



[https://wildlifejustice.org/our-cause/?gclid=CjwKCAiArY2fBhB9EiwAWqHK6i3zsxQHUE-yEqoiqhphJM-9vnk8oHf1nRWwYXbN7RGwXqCiR5hMHRoC69cQAvD\\_BwE](https://wildlifejustice.org/our-cause/?gclid=CjwKCAiArY2fBhB9EiwAWqHK6i3zsxQHUE-yEqoiqhphJM-9vnk8oHf1nRWwYXbN7RGwXqCiR5hMHRoC69cQAvD_BwE)

# Wildlife justice Commission



Wildlife Justice  
Commission

About Us ▾ Our Work ▾ News ▾ Publications



Please Donate

## Our Cause

**Protecting vulnerable species  
from transnational organised  
crime**

Our planet's wildlife is crying out for justice. Vulnerable species are being trafficked to the point of extinction,

Despite the clear dangers it poses, wildlife crime, fisheries crime and illegal logging remain an appealing business for

<https://wildlifejustice.org>

[https://wildlifejustice.org/our-cause/?gclid=CjwKCAiArY2fBhB9EiwAWqHK6i3zsxQHUE-yEqoiqhphJM-9vnk8oHf1nRWwYXbN7RGwXqCiR5hMHRoC69cQAvD\\_BwE](https://wildlifejustice.org/our-cause/?gclid=CjwKCAiArY2fBhB9EiwAWqHK6i3zsxQHUE-yEqoiqhphJM-9vnk8oHf1nRWwYXbN7RGwXqCiR5hMHRoC69cQAvD_BwE)



Our Impact About Us Akashinga Lead Ranger The Film Merch News Get Involved NEW! ▾

Donate - Make a difference

HELP END POACHING IN AFRICA

# NATURE HAS NO DEFENSE, EXCEPT FOR YOU.

See our impact

By clicking "Accept", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

DENY

ACCEPT

# Ideation

# Current Website

[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**

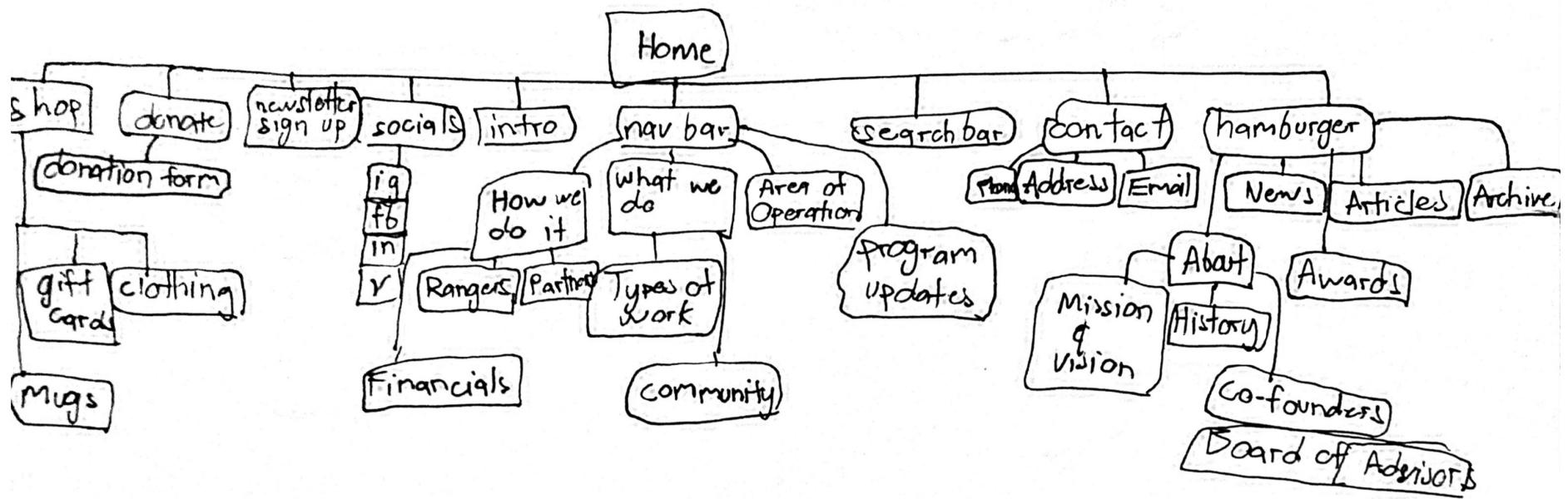
Arrests since 2011

**5914**

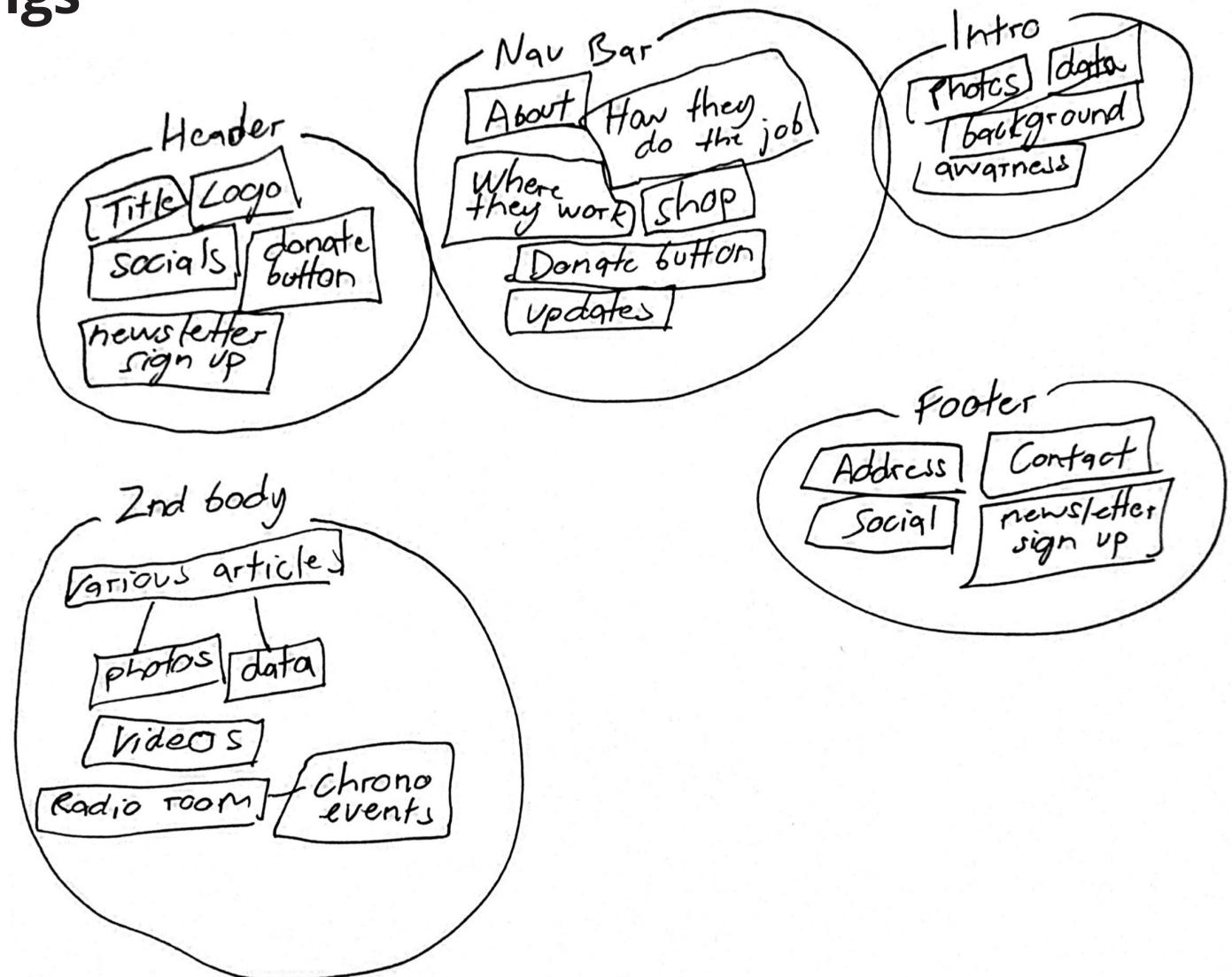
Weapons/Tools seized  
since 2011

**DONATE**

# Site Map



# Content Groupings



## **Product Statement**

Simplicity and Readability

Simple Design that shows hierarchy highlighting the most important features and information of the website. Less important information is hidden within tabs and pages outside the homepage.

Improve Nav Bar

can titles be simplified?

What is the most important relevant information to inform users and convince them to donate?

## **Website Goals:**

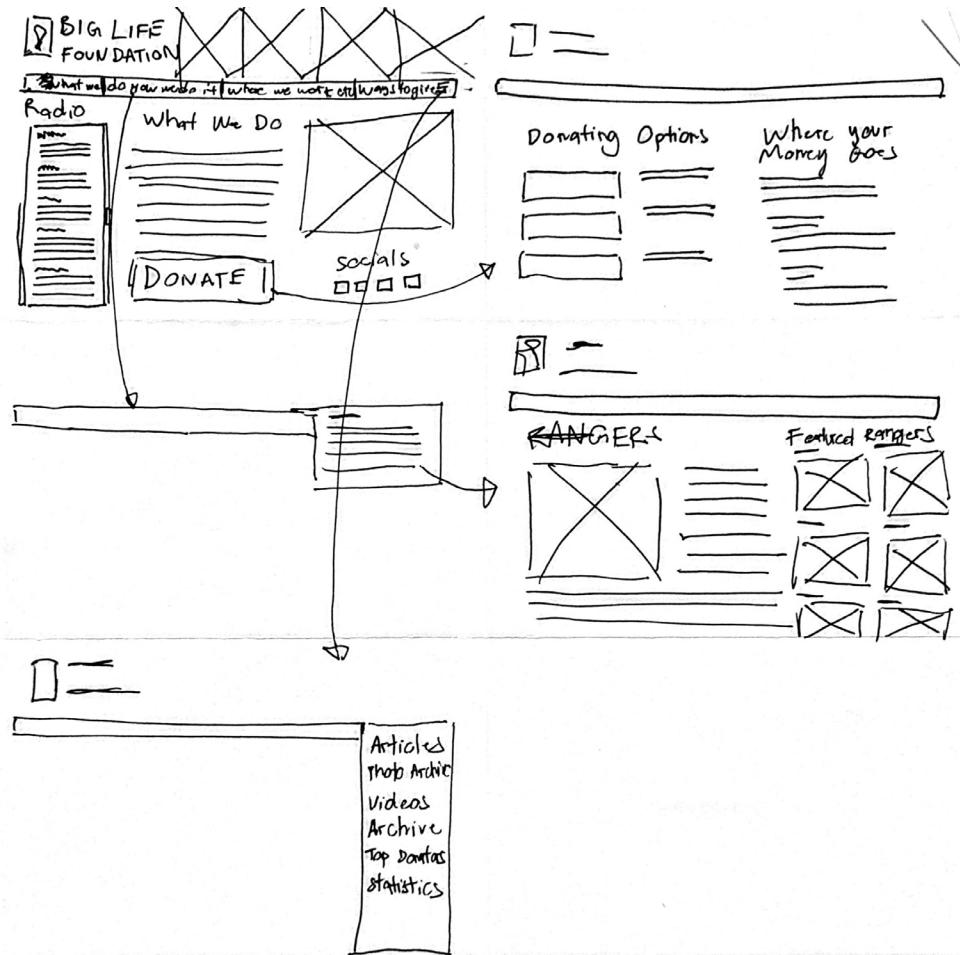
Attract as many donors as possible

Clearly and transparently communicate where and how the donations are used

Provide users with informative articles, videos & statistics about Big Life Foundation's mission, goals, and impact on anti-poaching efforts.

# Wireframes

During the wireframing stage of the design process, I addressed the hierarchy of page elements that were hard to find or needed to be highlighted on the home page. I could mock up a user flow that I liked and continue to the next stage of development.



# 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](#)

[f](#) [t](#) [in](#) [i](#) [v](#) 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

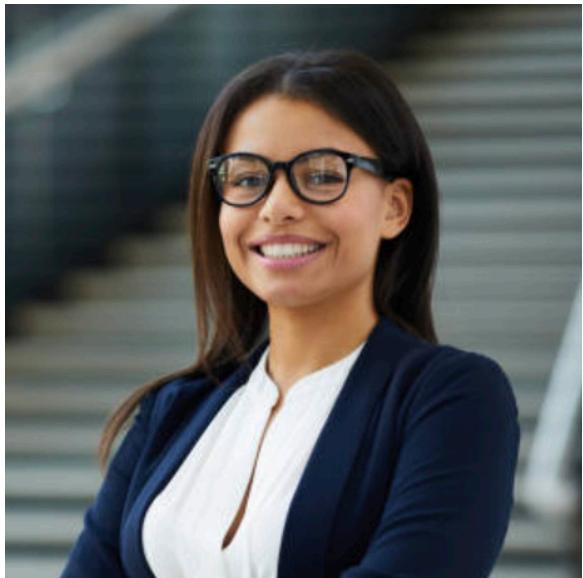
**17 January 2023**  
Rangers arrested a suspect inside national park for charcoal, kiln was destroyed // Report of elephant inside crop protection fence, exited the same way entered, uprooted several posts and outriggers, fence attendants made repairs // Rangers prevented an elephant crop raid // Hyena 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 leaving Army 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-for 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 Macaulay



"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.

# Final Design

# DESKTOP

The website features a dark header with the "BIG LIFE FOUNDATION" logo, a navigation menu with links to "What We Do", "How We Do it", "Where We Work", "About", "News", "Shop", and "Donate", and social media icons for YouTube and Instagram. The main content area has a background image of elephant heads. It includes a call-to-action "HELP BIG LIFE STOP THE KILLING. DONATE NOW." above a large image of a lion and cub. Below this are two data points: "450,6419 Number of kilometers patrolled by Big Life Rangers" and "4,228 Arrest since 2011". To the right, a sidebar titled "Radio Alerts" lists news items from February 5th and 4th, 2023.

**BIG LIFE FOUNDATION**

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

V  

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

**Data**

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

**4,228**  
Arrest since 2011

**Radio Alerts**

**05 February 2023**

Report of elephant inside the crop protection fence uprooting a post, rangers pushed them out and towards conservancy // Rangers found an adult zebra with an injury on the neck that appears to be a cut, rangers to monitor // Rangers found a carcass of the adult monkey that was reported to have chased lodge staff on 2/2 // Report from the community that a hippo was disturbing farmers, rangers responded and found an adult hippo near human settlements, rangers pushed him away, its body condition was confirmed ill, but no injuries observed, rangers to monitor, more to follow // Hyena killed 1 cow, jackal killed 1 goat

**04 February 2023**

Report of unknown number of cows illegally grazing in sanctuary, rangers responded and moved a total of 103 cows belonging to different owners, rangers released the impounded cows after fines were paid // Rangers recovered 3 fresh laid medium snares // Rangers found an elephant inside the crop protection fence, rangers pushed it back to sanctuary, no damage caused // Report of a fresh carcass of an adult giraffe slaughtered by unknown number of suspects, rangers confirmed the incident and found 2 motorbike tracks crossing back to Tanzania // Big Live intel led to the arrest of 5 suspects with bushmeat of a wildebeest weighing 12kg and eland weighing 15kg // Follow up from yesterday's report of stolen goats, rangers took the suspect to the boma where he'd been keeping stolen goats and found 1 live goat sold to someone while another was sold and slaughtered by a butcher, area chief and police will hold a meeting concerning the matter, suspect

# Home Page



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.  
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#### Radio Alerts

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##### 03 February 2023

Rangers received information about an adult elephant walking with difficulty on the back left leg, rangers responded and located the 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 protection fence, rangers

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+1 416 624 6568

**Big Life**  
UK c/o Chapel & York Ltd  
Unit 12 Ladycross Business Park  
Hollow Lane  
Dormansland  
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 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. 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.

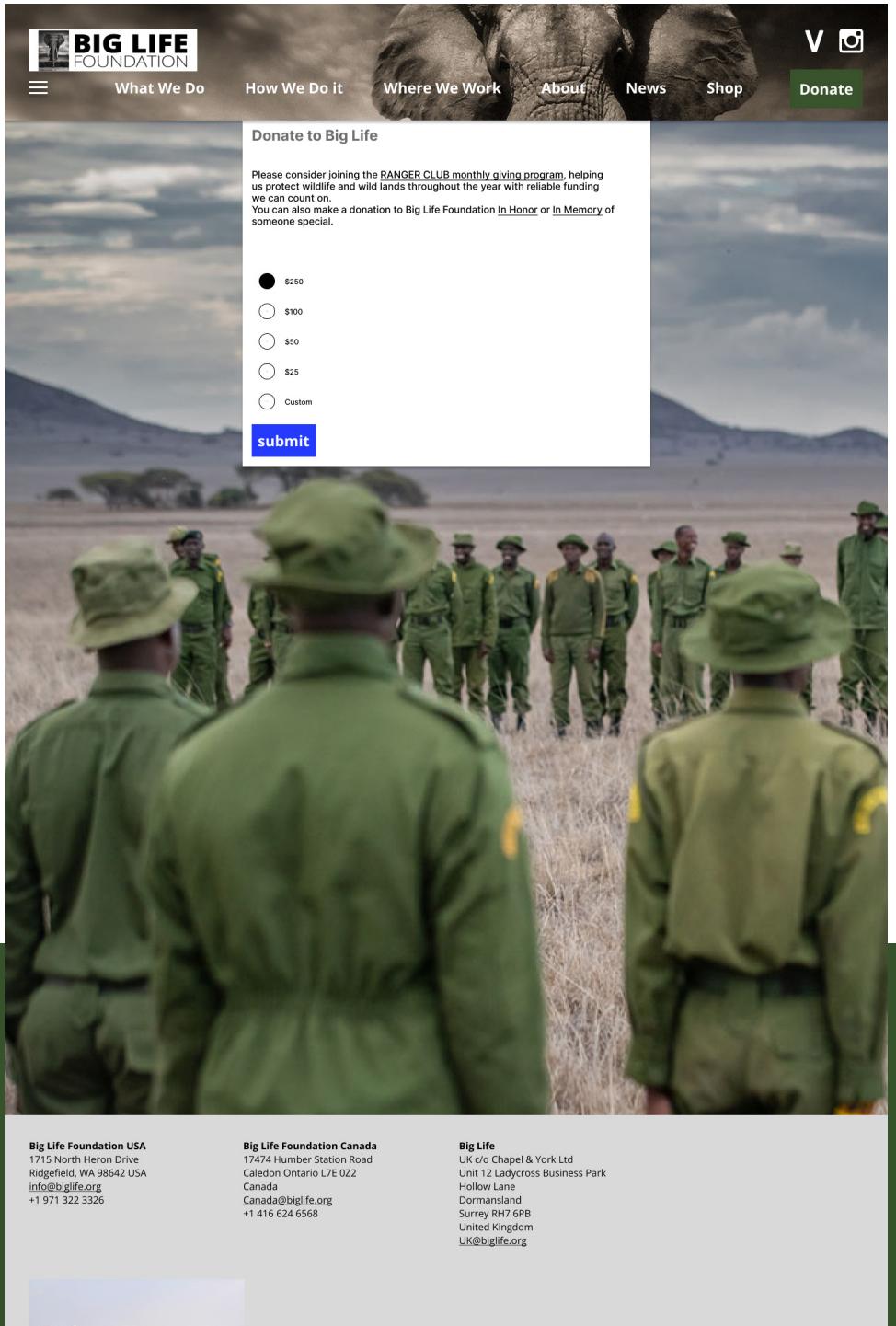


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# Donate Page



**BIG LIFE FOUNDATION**

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

**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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# News Page



**BIG LIFE**  
FOUNDATION

What We Do   How We Do it   Where We Work   About   News   Shop   [Donate](#)

V   

## BIG LIFE NEWS

[Another Day, Another Elephant Treated](#)



[Another Day, Another Elephant Treated](#)



[Another Day, Another Elephant Treated](#)



[Another Day, Another Elephant Treated](#)



A Celebration of Maasai Education

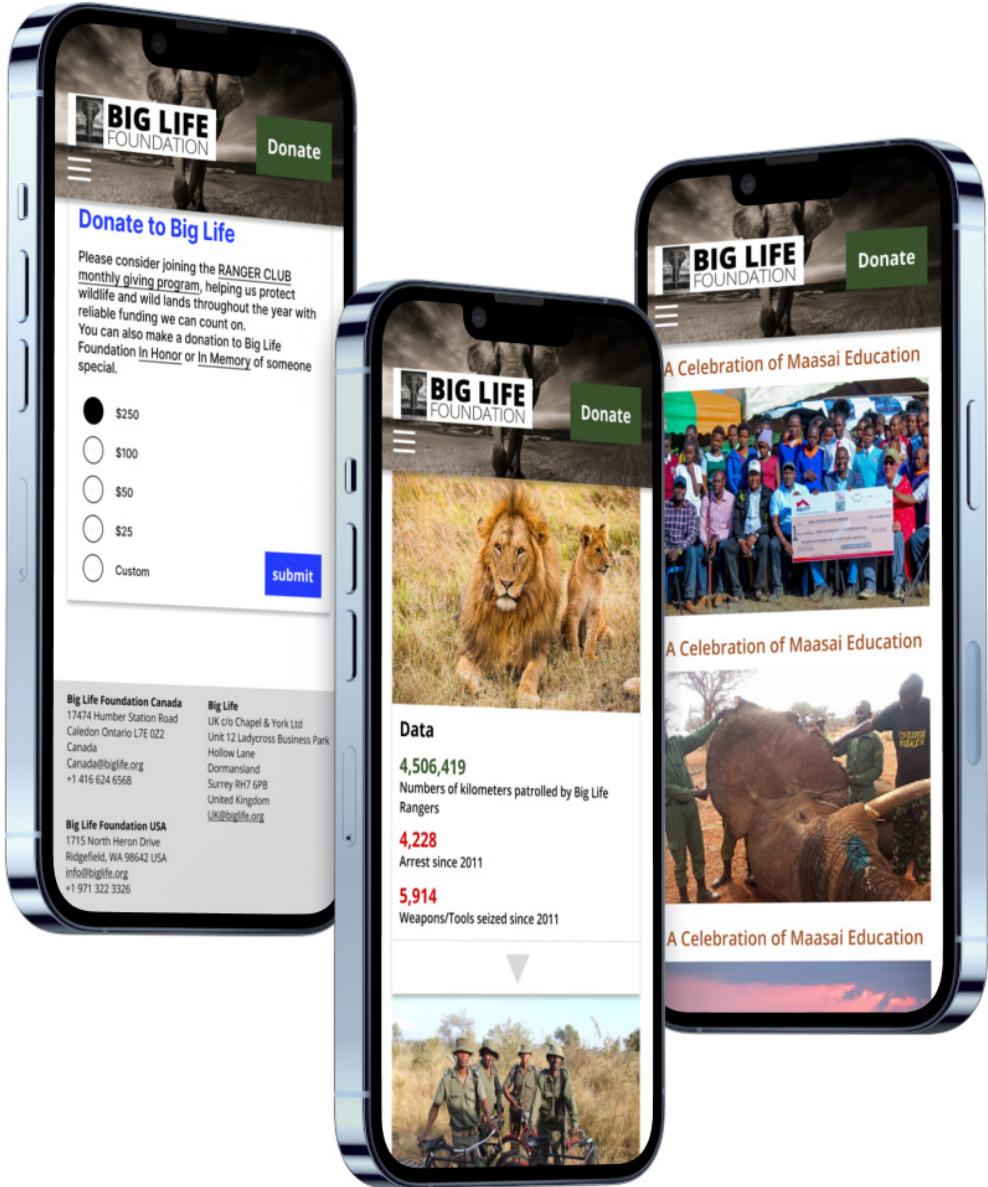


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# Smartphone



# Home Page



The image shows a screenshot of the Big Life Foundation's mobile website. At the top, there is a banner featuring an elephant and a lion cub. The Big Life Foundation logo is in the top left corner, and a green "Donate" button is in the top right corner. Below the banner is a menu icon consisting of three horizontal lines. The main content area features a large image of a lion and its cub in a grassy field. Below this image, the word "Data" is displayed in bold black text. Three statistics are listed: "4,506,419" (Numbers of kilometers patrolled by Big Life Rangers), "4,228" (Arrest since 2011), and "5,914" (Weapons/Tools seized since 2011). A small downward-pointing triangle is centered below these statistics. At the bottom of the page, there is another image showing four rangers in uniform standing behind bicycles in a field.

**BIG LIFE FOUNDATION**

☰

**Donate**

**Data**

**4,506,419**  
Numbers of kilometers patrolled by Big Life  
Rangers

**4,228**  
Arrest since 2011

**5,914**  
Weapons/Tools seized since 2011

▼



# Donate Page



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- Custom

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# Articles Page



## A Celebration of Maasai Education



## A Celebration of Maasai Education



## A Celebration of Maasai Education



# 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.