



**Web Design 2
Desgin Research
World Wide Fund for Nature**



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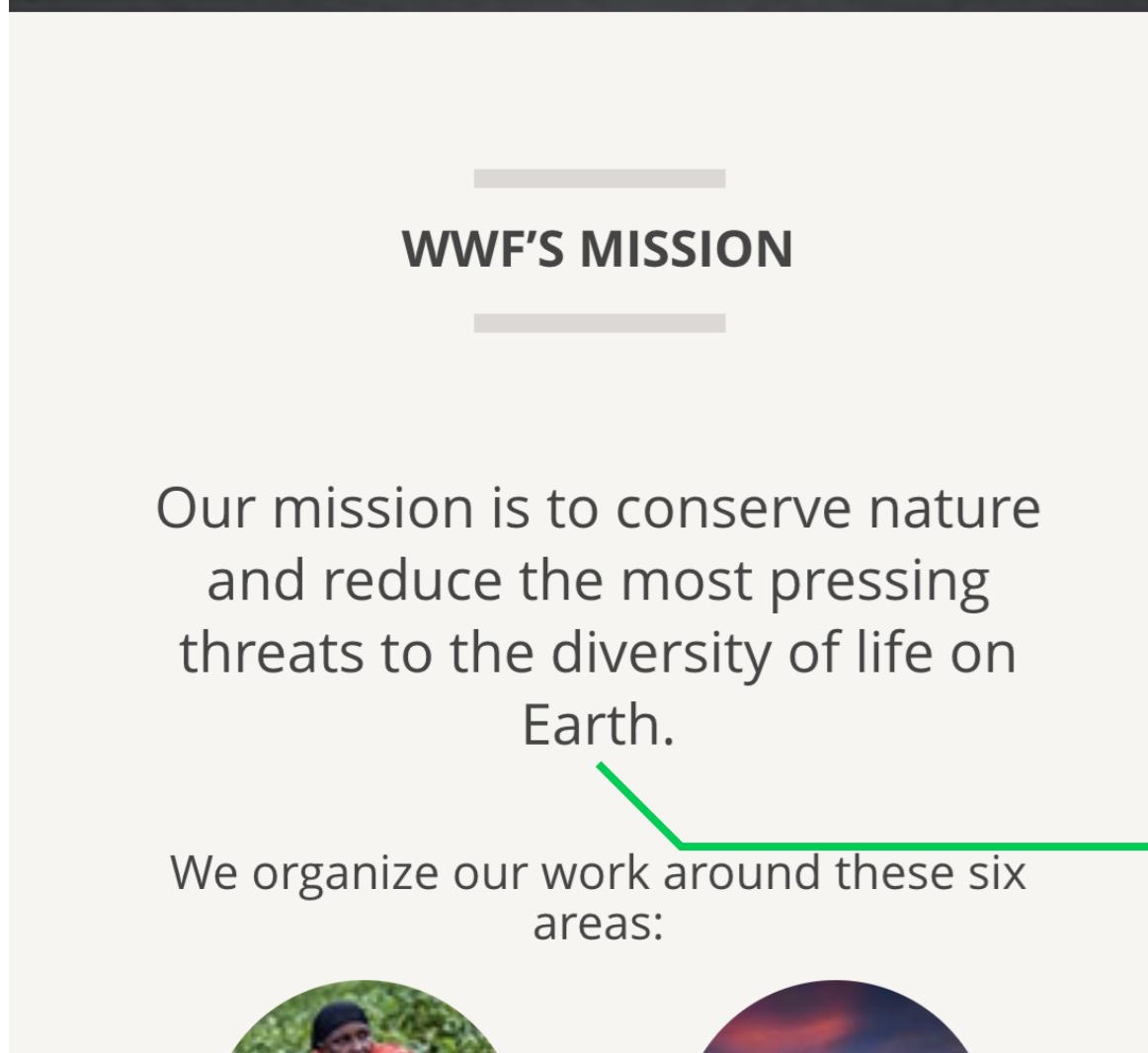
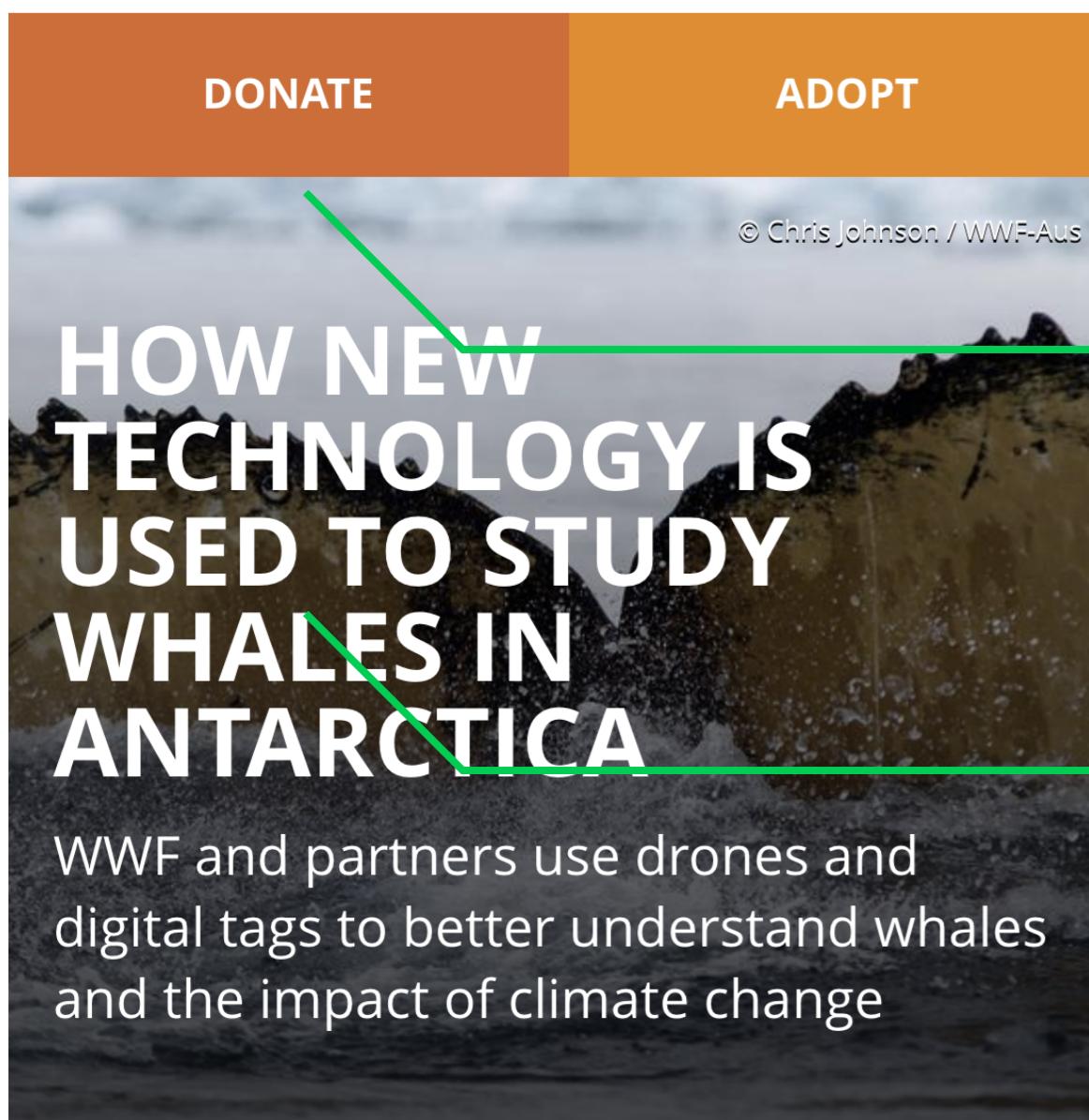
HOW NEW TECHNOLOGY IS USED TO STUDY WHALES IN ANTARCTICA

WWF and partners use drones and digital tags to better understand whales and the impact of climate change

WWF'S MISSION

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

We organize our work around these six areas:

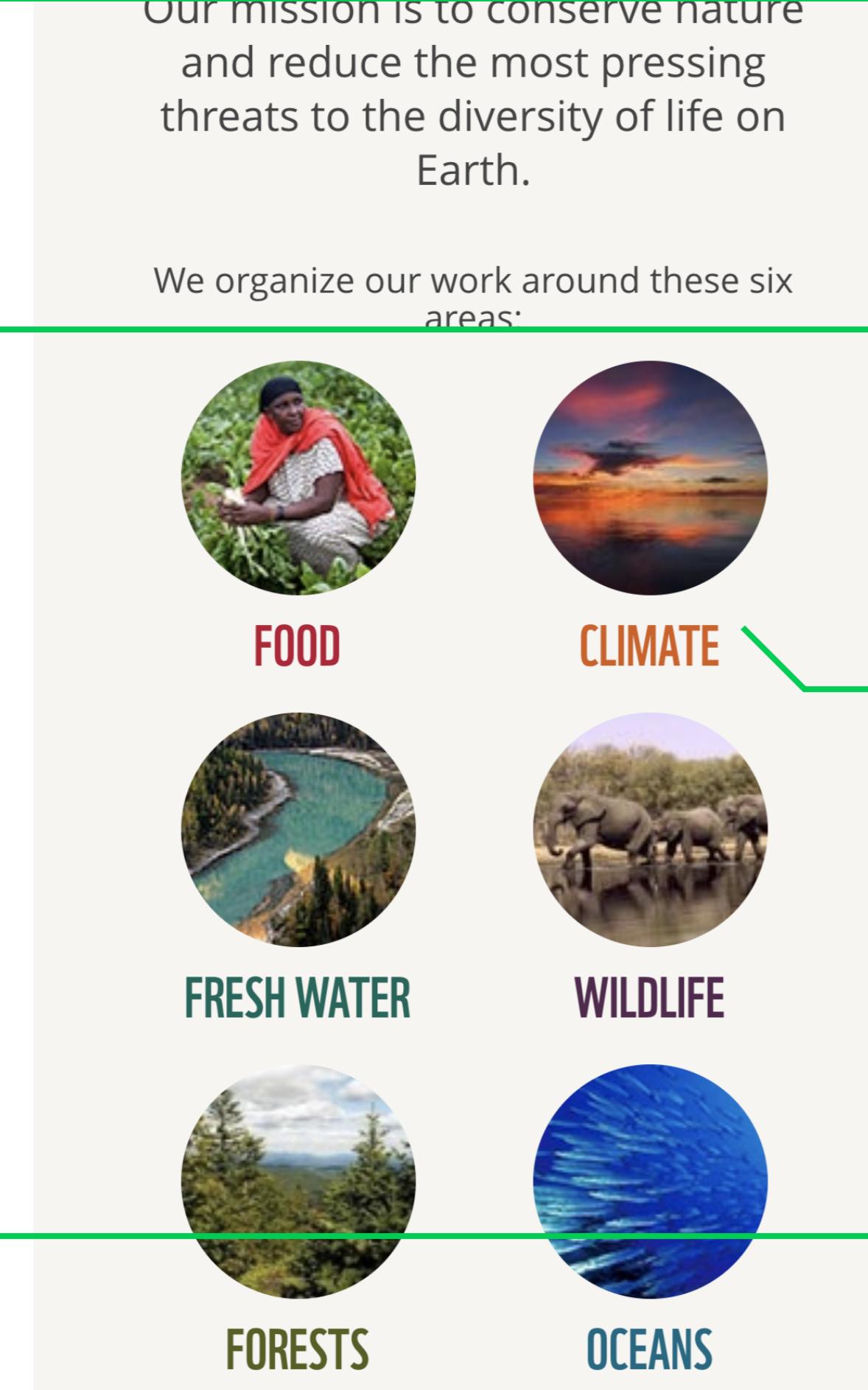


and the impact of climate change

WWF'S MISSION

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

We organize our work around these six areas:



Hard to access menubar while browsing

Easy to donation

No gallery function

Good content separation

Lack of information connection

Exist Problem



OUR WORK

SPECIES

PLACES

ABOUT US

HOW TO HELP

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digital tags to better understand whales and the impact of climate change

WWF'S MISSION

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We organize our work around these six areas:



Protect Alaska, Stop Pebble Mine

The plan for Pebble Mine will devastate Bristol Bay's pristine ecosystem. Speak up now to save its waterways and wildlife.



WWF and companies are working to stop plastics in nature by 2030

WWF on TV

Support WWF
with a monthly
gift to help
protect elephants
and other species

**Donate in
someone's
name**

Honor a birthday.
Celebrate a
wedding. Give in
memory.

Great layout of menu

Search function are visually “awkward”

Unenable to present enough image

Exist Problem

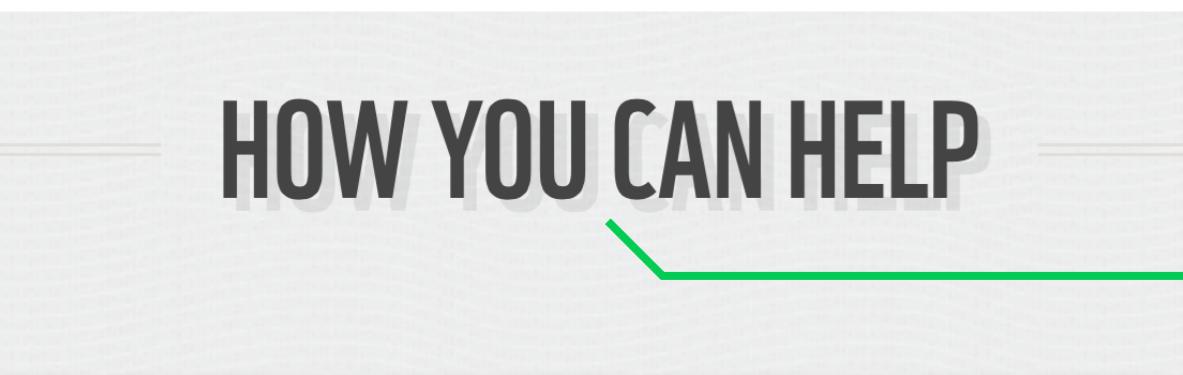


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STAND WITH US

You can make a difference for nature—from speaking out for animals in our Action Center to showing that you care about the planet with an ecard to becoming a WWF member.



TAKE ACTION

Join us to make change. Speak up for species and places through WWF's Action Center.



Answer these 10 fun questions about your personality and interests to discover the one animal that you relate to most. Then share your results!

What's Your Animal IQ?

How much do you know about your favorite animals? Take our quiz to see what you really know. Win a badge and show it off on your favorite social networks!

Follow These Green Tips

These simple green tips can help the environment and save you money too!



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World Wildlife Fund

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Washington, DC 20037



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Lack of user account managing system/ should not place in the end

Incompatable visual design

Fontsize too small

Exist Problem



Animal Protectors



**Business Leader
as the Donator**



Conservationist



**Social Network User
possibly the Donators**



**KOL of
Sub-Cultural Group
possibly the Donators**

Possible User Group



— OUR MISSION —

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth



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FOOD



CLIMATE



WILDLIFE