

Wind Whatcom

Matt Meerov

Background

What is Wild Whatcom?

"Wild Whatcom is a 501 (c)(3) outdoor education non-profit working to foster lifelong connections to nature through outdoor exploration and service. We engage hundreds of children and families in a variety of year-round programs. Our goal is to help bring the joy of the outdoors to everyone in our community. "

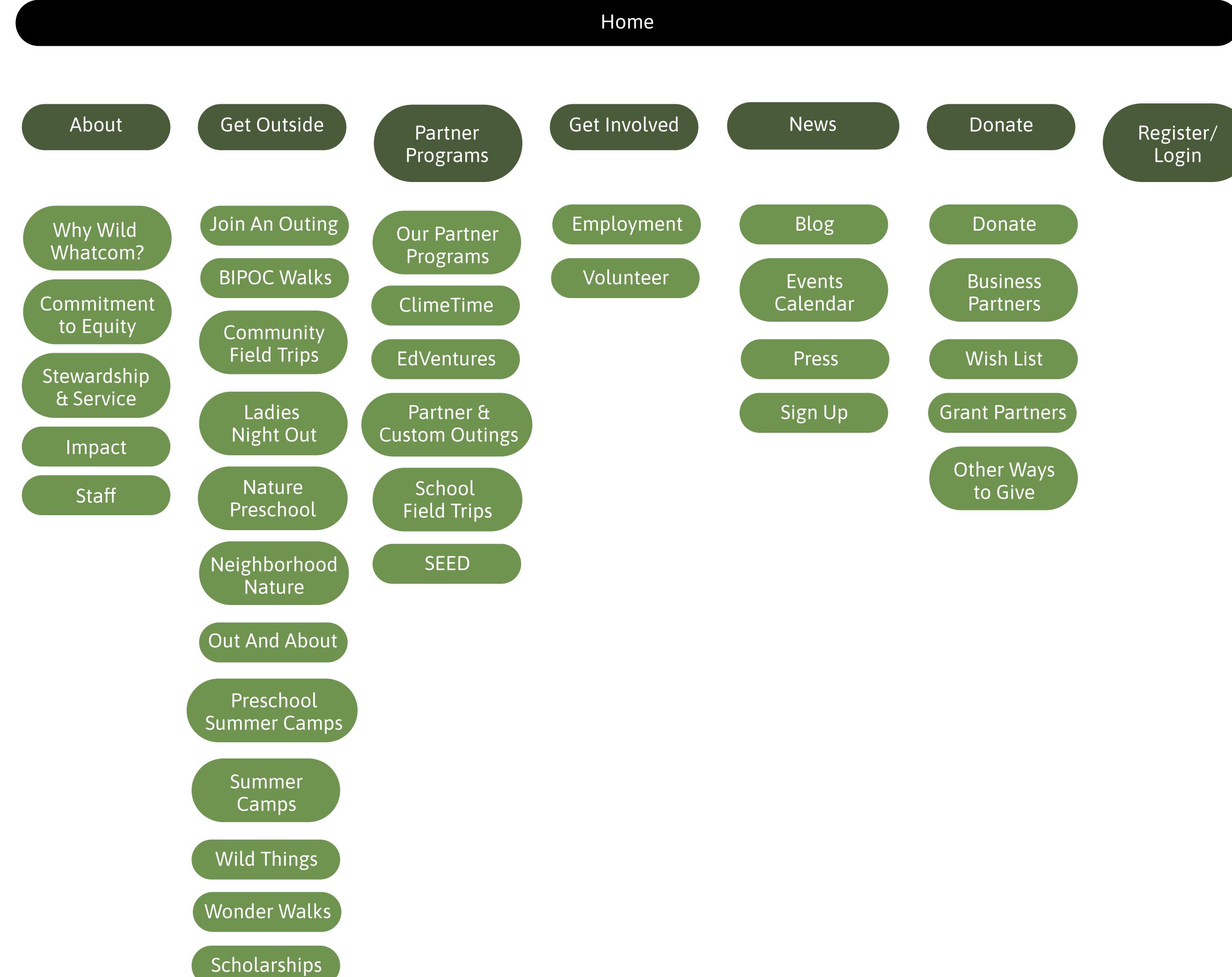
Target Audience

People who care about the environment who live in or near Whatcom county. Parents who want their kids to get off their phones, science teachers taking kids on a field trip to learn biology, environmentally conscious university students who thrift all their clothes and use reusable metal water bottles, kids who want to go to summer camp with their friends, seniors who want to get out of the house and enjoy the company of others our in nature. Wild Whatcom has something for everyone!

Information Architecture

Site Map

Current Layout



Site Map

New Layout

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Stewardship
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Impact

Ladies
Night Out

Partner &
Custom Outings

Business
Partners

Sign Up

Staff

Nature
Preschool

School
Field Trips

Wish List

Grant Partners

Neighborhood
Nature

SEED

Other Ways
to Give

Out And About

Preschool
Summer Camps

Summer
Camps

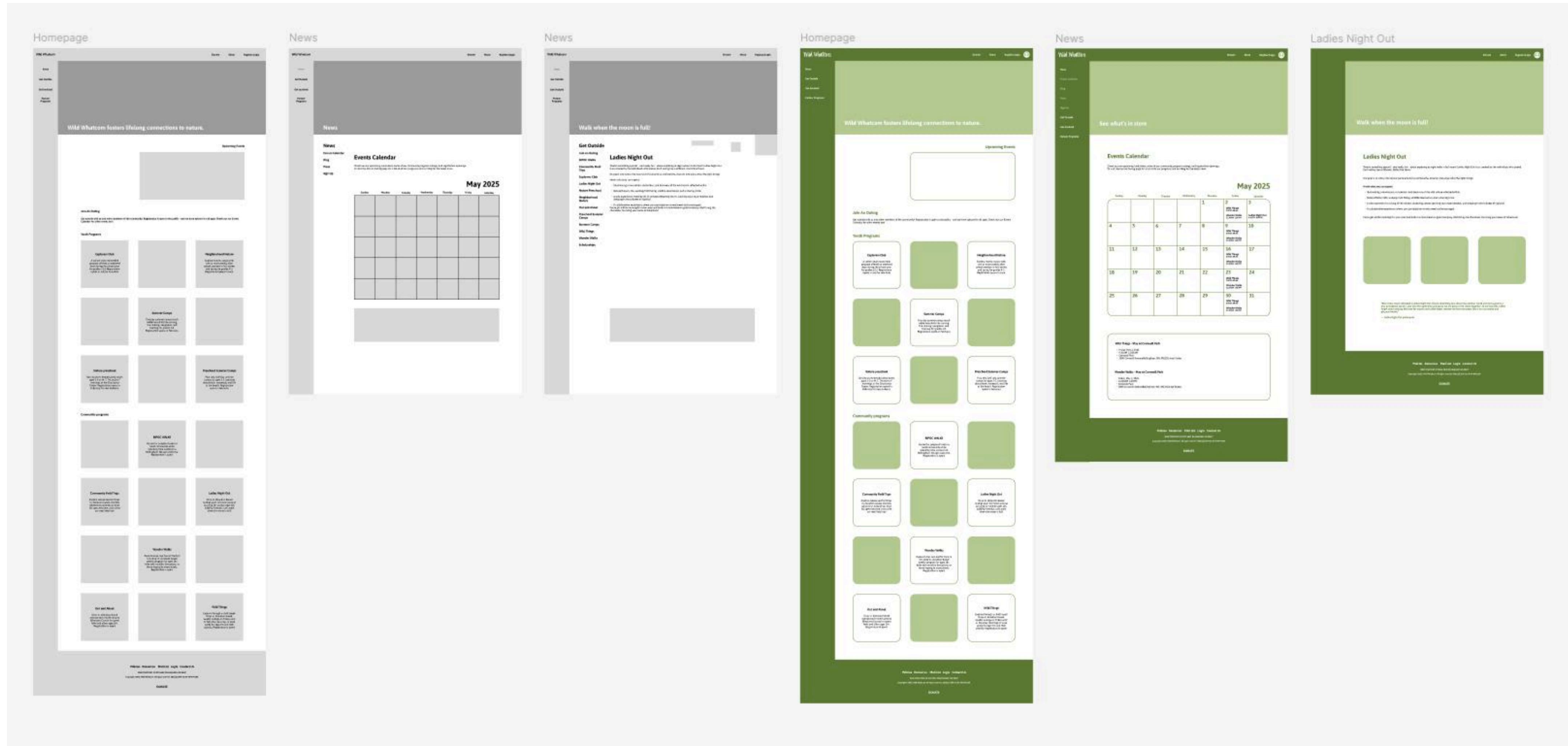
Wild Things

Wonder Walks

Scholarships

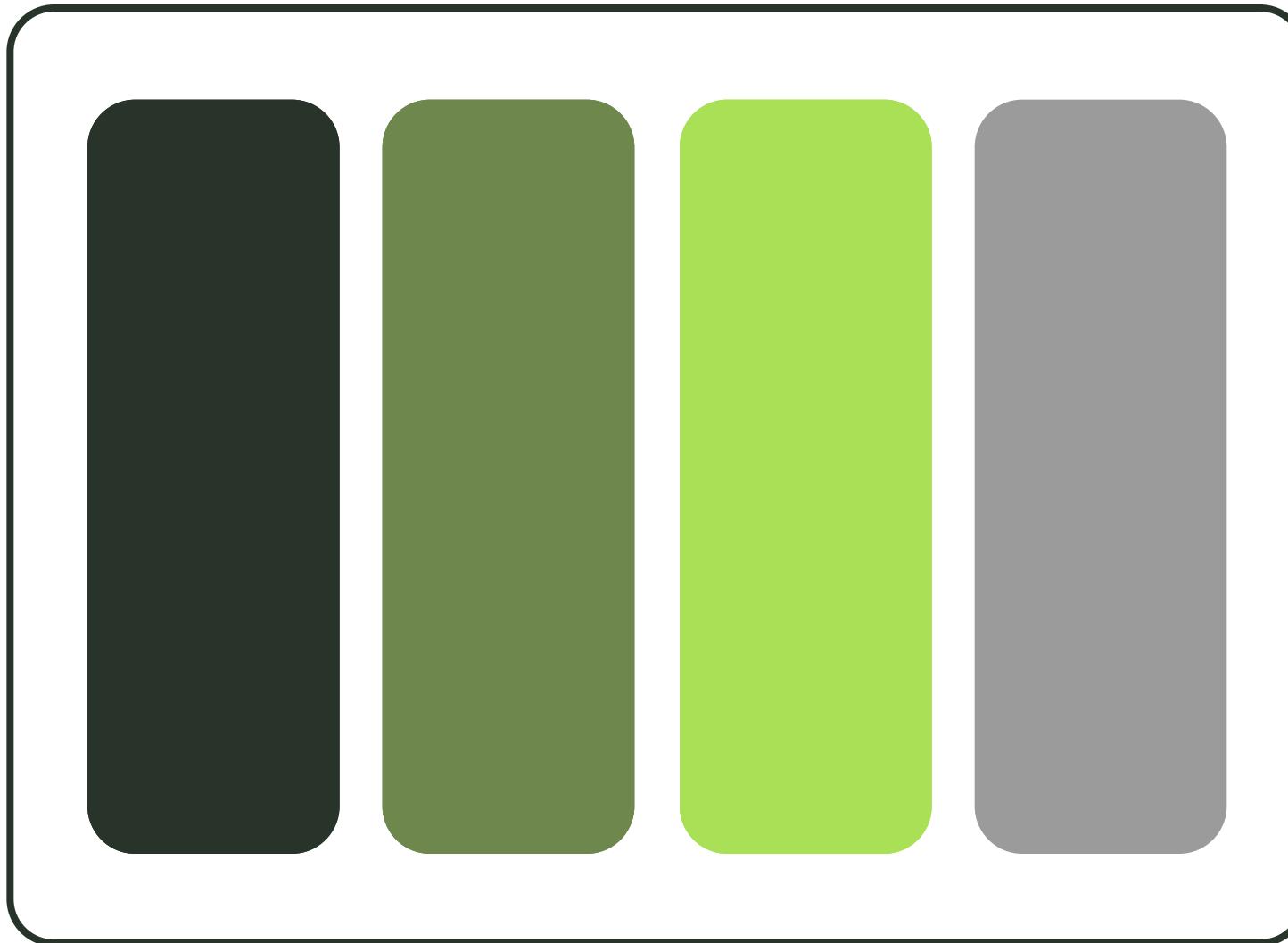
Wire Frames

LoFi Prototype



Visual Design

Moodboard 1



Asap Condensed Bold Text

Asap Condensed SemiBold Text

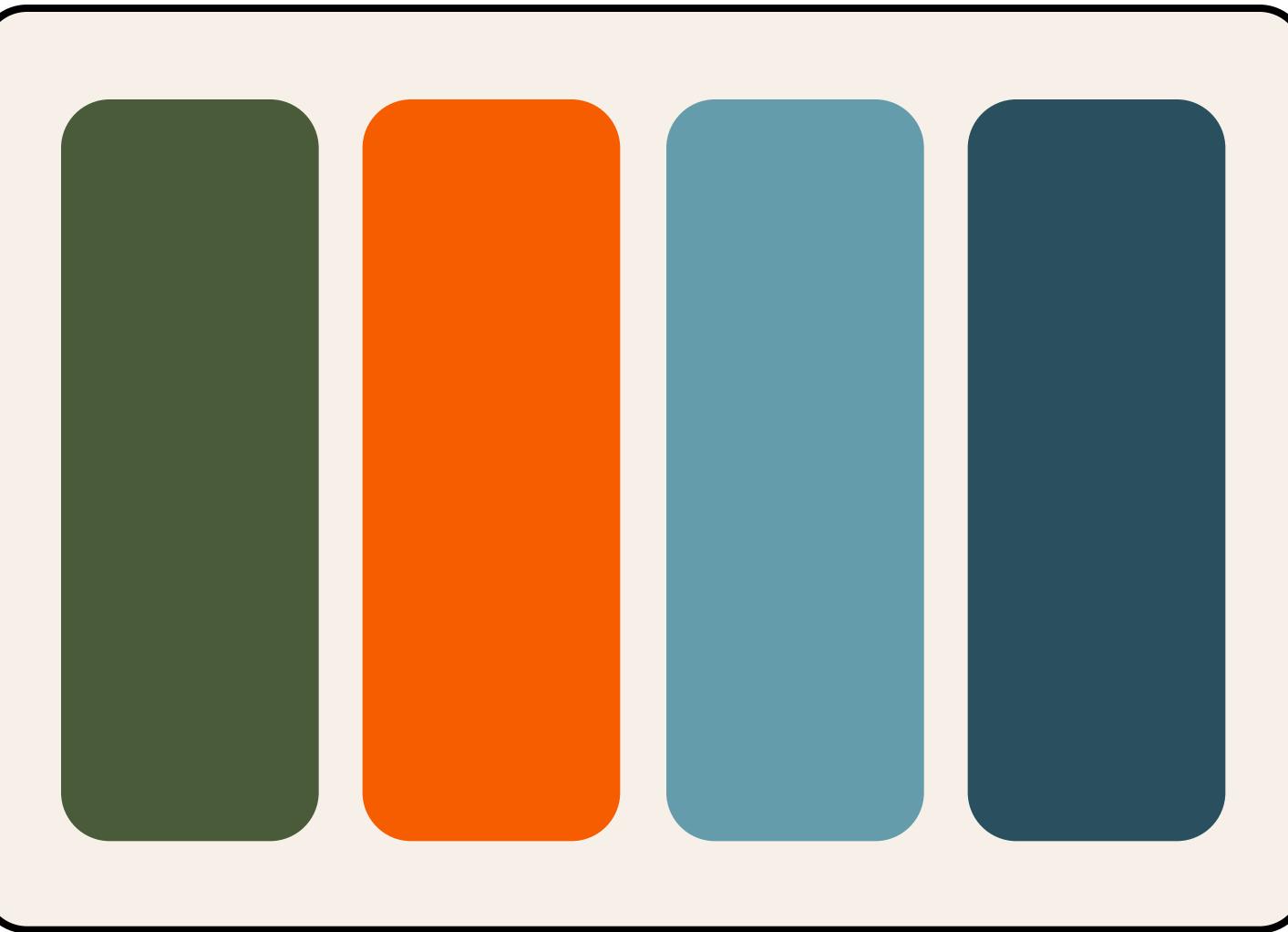
Asap Condensed Medium Text

Asap Condensed Regular text

Asap Condensed Light Text



Moodboard 2



Carter One

Albert Sans Bold Text

Albert Sans Medium Text

Albert Sans Regular text



Final Moodboard



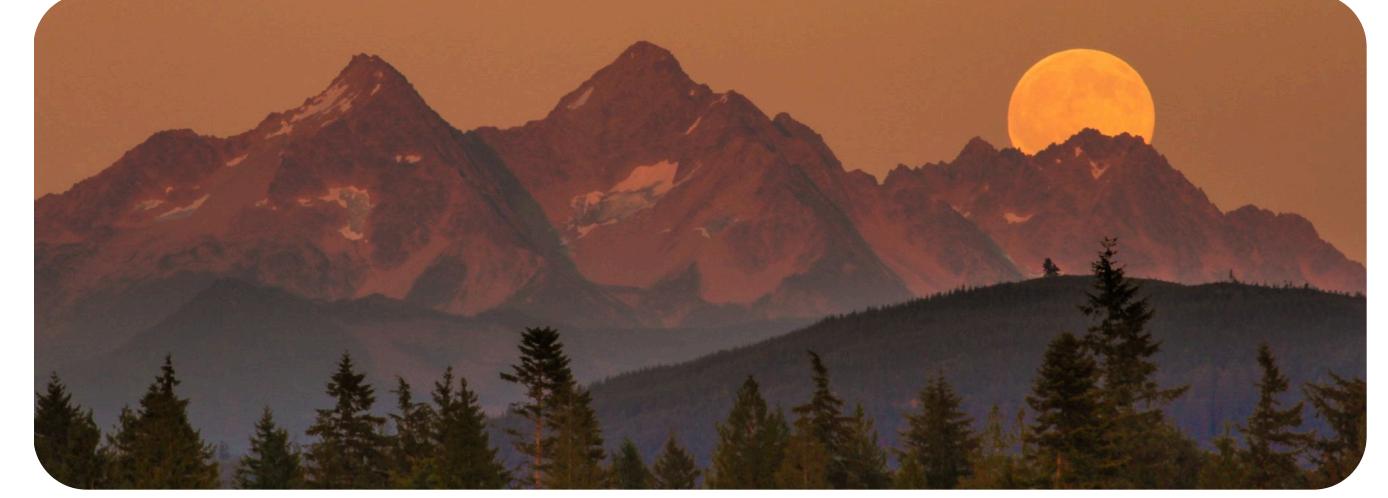
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Asap Condensed Regular text

Asap Condensed Light Text



Personas

Persona 1

Jennifer Zhao



Bio

Age: 36
Gender: Female
Relationship Status: Married
Sexuality: Straight
Race/Ethnicity: Asian-American
Occupation: Dentist

Goals

Jennifer is a working mother who wants to sign her two oldest kids up for summer camp so they are not playing video games the entire summer and are socializing with other kids and enjoying nature. Her youngest is in preschool and qualifies for the preschool summer camp.

Background

Jennifer and her husband met in dental school and fell in love. Both are successful dentists and now have a 9, 7, and 3 year old. They worry about their kids not spending enough time outside even with the two hour limit on their electronics. They want to make sure their kids have fun outside this summer.

Frustrations

It's hard for her to keep track of events.

Skills and Behaviors

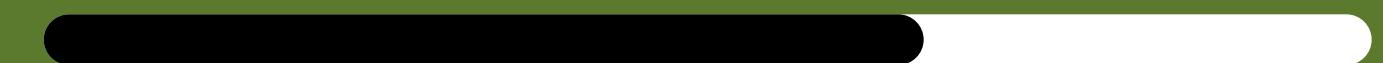
Tech Savvy



Independence



Outdoorsy



Sociability



Active



Persona 2

D'Angelo Lewis



Bio

Age: 10
Gender: Male
Relationship Status: N/A
Sexuality: N/A
Race/Ethnicity: Black
Occupation: Student at Elementary

Goals

D'Angelo likes to go on nature walks with his family and friends. He checks the calendar to make sure the events don't overlap with school. He also wants to go to summer camp with his best friend.

Background

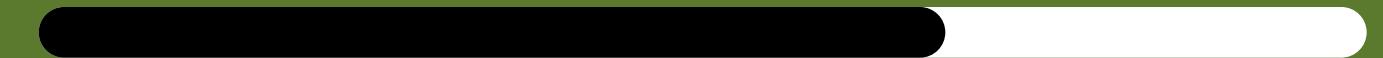
D'Angelo is the oldest child in his family and would go camping with his grandpa before he got too old for it. Nature helps him connect with the people in his life so he always begs his parents to go on trips. They like Wild Whatcom because there are more people around than just them if anything happens.

Frustrations

His parents find the website confusing so he ends up having to figure out when the events are.

Skills and Behaviors

Tech Savvy



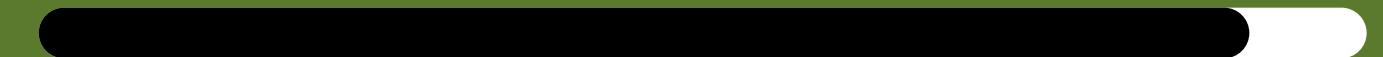
Independence



Outdoorsy



Sociability



Active



Persona 3

Savanna Jennings



Bio

Age: 22
Gender: Female
Relationship Status: Single
Sexuality: Lesbian
Race/Ethnicity: White
Occupation: Art Major at WWU

Goals

Savannah wants to go on hikes, visit lakes, mountains, and all the other beautiful places Washington has to offer. She would also like to meet other queer people because growing up in a small town in a conservative area she didn't know anyone like her.

Background

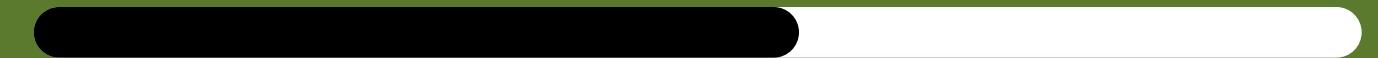
Savannah moved to Bellingham from Arizona in the hopes of learning how to be a professional illustrator of children's books. She adores nature and would love to meet people who appreciate it as much as her.

Frustrations

The text is hard to read without her getting really close to the screen.

Skills and Behaviors

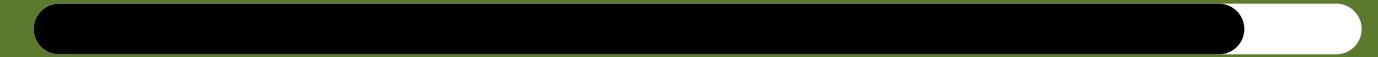
Tech Savvy



Independence



Outdoorsy



Sociability



Active



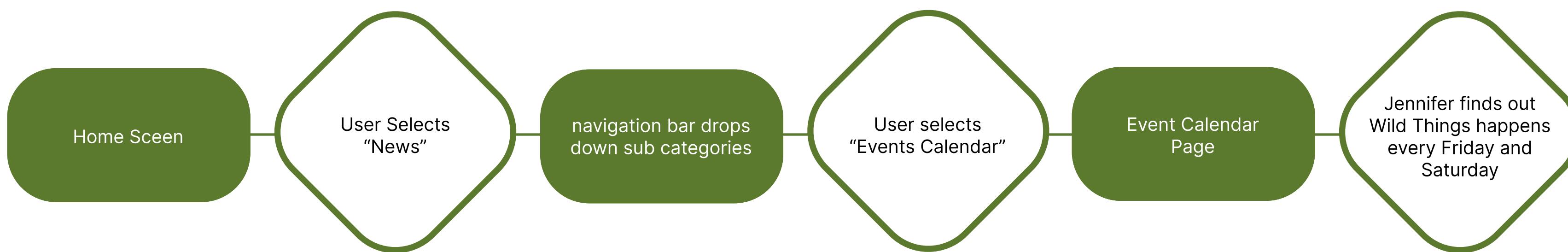
User Flows

User Flow 1: Desktop



What day is that?

Jennifer wants to go to the Wild Things event to get a feel for what Wild Whatcom has to offer before deciding if this will be the right choice of a summer camp for her children. She has never gone before and isn't sure what day its on.

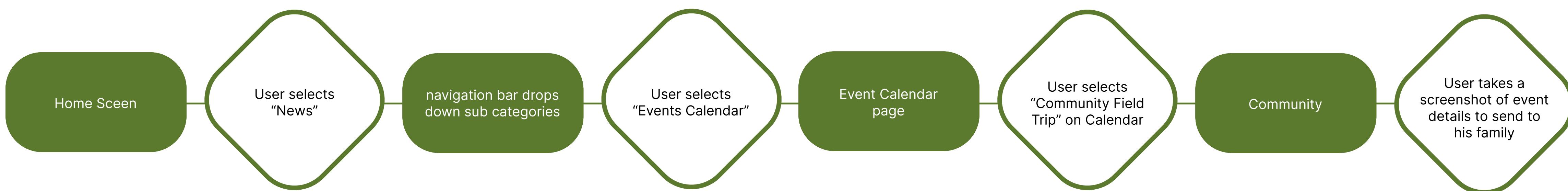


User Flow 2: Desktop



Field Trip Time!

D'Angelo wants to take his family to this month's community field trip. He will text a screenshot to his parents and grandpa.

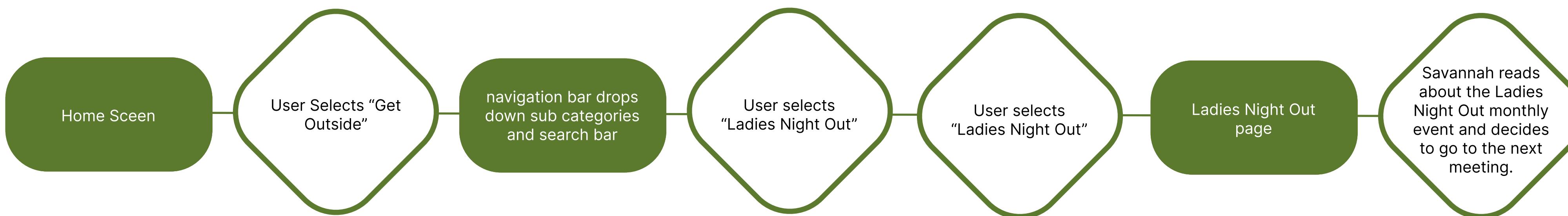


User Flow 3: Mobile



New Friends

Savannah wants to see what kind of outings she could do to meet new friends and- potential partners? Regardless, she is excited to go on nature walks with a group of like-minded people.



Usability Testing

User Tasks

- Mobile and Desktop: You want to go on an outing for Ladies Night
- Mobile: It is May 5th and you are going to check the calendar to see what the events are for this Friday.
- Desktop: You are checking the calendar because you want to go on a Community Field Trip this month.

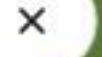
Feedback

- the corners of the boxes are too sharp, would feel more organic if they were rounded
- took a second to figure out where the calendar would be
- calendar having different colors for events helps distinguish them
- the brighter green is more welcoming than the darker
- the day it is should be highlighted in green and the date selected should be a different color

Final Design

Mobile Home

Wild Whatcom 

Search 



Wild Whatcom fosters lifelong connections to nature.

Join An Outing!

Youth Programs

Explorers Club

A cohort-style mentorship program offered on weekend days during the school year for grades 2-12. Registration opens in July for new kids.





Nature preschool

Serving potty-trained adventurers ages 3-5 on M, T, TH and/or F mornings at the Chuckanut Center. Registration opens in February for new students.

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Wild Whatcom 

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Partner Programs

...

Mobile Calendar

← Events Calendar ⌂



See what's in store

May 2025

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May 5, 2025
No Events Today

...  

← Events Calendar ⌂

11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May 9, 2025
Wild Things - May at Cornwall Park

- Friday, May 9, 2025
- 9:30 AM 11:00 AM
- Cornwall Park
- 3000 Cornwall Avenue Bellingham, WA, 98225 United States

Wonder Walks - May at Cornwall Park

- Friday, May 9, 2025
- 11:30 AM 1:00 PM
- Cornwall Park
- 3000 Cornwall Avenue Bellingham, WA, 98225 United States

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Mobile Ladies Night Out

← Ladies Night Out ⋮



Walk when the moon is full

There's something special – and really fun – about exploring at night under a full moon! Ladies Night Out is co-created by the individuals who attend. Each outing has a different, distinctive flavor.

Our goal is to notice the natural world around us and breathe, observe, and enjoy what the night brings.

Here's what you can expect:

- Illuminating conversation, connection, and discovery of the wild nature reflected within.
- Natural history info, walking/mild hiking, wildlife observation, and a sharing circle.
- A solo experience involving 20-30 minutes observing nature, catching your moon shadow, and steeping in the stillness of nightfall.
- A collaborative experience where your participation is welcomed and encouraged.

...  



"Every time I have attended a Ladies Night Out, I learn something new about the outdoor world and have gone to a new park/green space. I also love the quiet time and space we are given to be 'alone together'. In my busy life, I often forget about making this time for myself and Ladies Night reminds me how necessary this is for my mental and physical health."

— Ladies Night Out participant

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Desktop Home

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Wild Whatcom fosters lifelong connections to nature.

Upcoming Events

Pour It Forward! Nature Trivia at Kulshan Brewing
Tuesday, May 13, 2025
5:00PM - 9:00PM
Kulshan Brewing (Sunnyland)
2238 Janes St Bellingham, WA 98225

Music Bingo - Lost Giants Cider Company
Thursday, May 22, 2025
6:00PM - 8:00PM
Lost Giants Cider Company
1220 Meador Avenue Bellingham, WA 98229

Donate About Register/Login

Youth Programs

Explorers Club
A cohort-style mentorship program offered on weekend days during the school year for grades 2-12. Registration opens in July for new kids.



Neighborhood Nature
Explore nearby nature with one or more weekly after school sessions in fall, winter, and spring for grades K-5. Registration opens in June.



Summer Camps
Five day summer camps teach wilderness skills like carving, fire-making, navigation, and tracking for grades 1-8. Registration opens in February.



Nature preschool
Serving potty-trained adventurers ages 3-5 on M, T, TH and/or F mornings at the Chuckanut



Preschool Summer Camps
Four day, half-day summer camps for ages 3-5. Learning about birds, mammals, and life



Desktop Calendar

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See what's in store

Events Calendar

Check out our upcoming fundraisers, some of our community program outings, and registration openings. Or visit the Join an Outing page for a list of all our programs and our blog for the latest news.

May 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2

May 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Wild Things 9:30-11:00 am Wonder Walks 11:30 AM 1:00 PM	3 Wild Things 9:30-11:00 am
4	5	6 Wild Things 9:30-11:00 am	7	8	9 Wild Things 9:30-11:00 am Wonder Walks 11:30 AM 1:00 PM	10 Wild Things 9:30-11:00 am Ladies Night Out 6:30 PM 9:00 PM
11	12	13 Pour It Forward at Kulshan Brewing Sunnyland! 5:00 PM 9:00 PM	14	15	16 Wild Things 9:30-11:00 am Wonder Walks 11:30 AM 1:00 PM	17 Wild Things 9:30-11:00 am Out and About 4:00 PM 6:00 PM
18	19	20	21	22 Music Bingo at Lost Giants Cider Company 6:00 PM 8:00 PM	23 Wild Things 9:30-11:00 am Wonder Walks 11:30 AM 1:00 PM	24 Wild Things 9:30-11:00 am
25	26	27	28	29	30 Wild Things 9:30-11:00 am Wonder Walks 11:30 AM 1:00 PM	31 Wild Things BIPOC Walks Community Field Trip

Desktop Ladies Night Out

Wild Whatcom

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Join An Outing
BIPOC Walks
Community Field Trips
Explorers Club
Ladies Night Out
Nature Preschool
Neighborhood Nature
Out and About
Preschool Summer Camps
Wild Things
Wonder Walks
Scholarships

Donate About Register/Login



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Ladies Night Out

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Wonder Walks
Scholarships
Get Involved
Partner Programs

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- A collaborative experience where your participation is welcomed and encouraged.

Come get a little moonlight in your eyes and bask in a moonbeam in good company. We'll bring the chocolate. You bring your sense of adventure!



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— Ladies Night Out participant

Outcome

Challenges

The hardest thing for me was figuring out how I wanted the navigation to look.

The other was time management because I had to deal with health issues that made me unable to work.

Reflection

While it took a long time it was a very rewarding feeling to have made a framework I could expand upon if need be.

Thank You