

WWF Research Folder

Primary Research

Before conducting any secondary research, I wanted to take advantage of the fact that my sister and some of her friends have been paying WWF members for the last few years. I asked them a number of questions relating to how the current membership scheme works and then asked about the current challenges and what changes they would make to the membership. Below are the answers I received:

Current Membership

- Choose a specific animal to sponsor (e.g. a panda) or sign up to the general membership package.
- Receive small membership pack in the post.
- Receive image of chosen animal with name and fact sheet if you've chosen to sponsor a specific animal.
- Receive 3 magazines per year (often only 2-6 sides of content) with pictures, field reports and posters.
- If you sponsor a specific animal you know that your money is going towards the upkeep of those animals, if you choose the standard membership option you don't know how that money is being used.
- Receive 3 emails per year at a similar time to the magazines.

Challenges & Improvements

- More regular updates/magazines.
- The magazines are nice to receive in the post but overall fairly disappointing in terms of content.
- Make the magazines longer, more regular and online.
- More detailed membership/adoption packs (sponsor particular animal rather than collective group).
- Receive regular updates about your sponsored/adopted animal including pictures, name etc.
- More YouTube videos documenting field work and showing how the money is being used.
- Children In Need for example regularly shows videos of celebrity visits to show who and how your money is helping.
- Become more active on social media.
- Show what the money is doing. At the moment it looks like the money goes into one big pot and no one really knows how it's being split up and where it's going.
- Don't feel part of a membership community.
- Old fashioned, all paper based with no online format.

Secondary Research

After conducting primary research I came up with my initial idea, membership modernisation with a membership card and a community app. Before I could start the design phase of my idea I needed to back this up with some secondary research. As a result, I did some initial research looking into the

facts and figures of how many people in the UK use smartphones, apps and loyalty cards. This research was followed up by more research into the current WWF membership scheme, benefits and some of the more recent marketing campaigns by WWF.

Initial Research

- The number of smartphone users worldwide will surpass 2 billion in 2014.
- The number of smartphone users in the UK is forecast to rise gradually from 36 million in 2014 to 46 million in 2018.

<http://www.telegraph.co.uk/technology/mobile-phones/11287659/Quarter-of-the-world-will-be-using-smartphones-in-2016.html>

- Consumers spend 85% of time on smartphones in apps.
- 84% Use five non-native apps they've installed from the App Store.

<http://techcrunch.com/2015/06/22/consumers-spend-85-of-time-on-smartphones-in-apps-but-only-5-apps-see-heavy-use/>

- Nectar claims to be the UK's biggest loyalty scheme, with more than 19 million cardholders and points earned at a wide range of stores.
- Millions of us have at least one, or, more typically, a bulging wallet-full of loyalty cards from supermarkets or other retailers.

<http://www.theguardian.com/money/2015/jan/06/what-are-loyalty-card-schemes-worth>

- Almost 46.5 million people, or 92% of the adult population in the UK, are currently registered with at least one loyalty programme.
- The average shopper is signed up to three.

<http://www.telegraph.co.uk/finance/personalfinance/money-saving-tips/11912823/Shoppers-waste-6bn-of-loyalty-reward-points.html>

Current Membership

- The members club is the standard membership.
- Donate £3 minimum every month and that money goes to WWF for them to allocate.
- Sponsor a specific animal e.g. Panda or snow leopard.
- Donate £3 minimum every month and that money goes towards the protection of that specific animal.

<http://www.wwf.org.uk/>

Membership Benefits

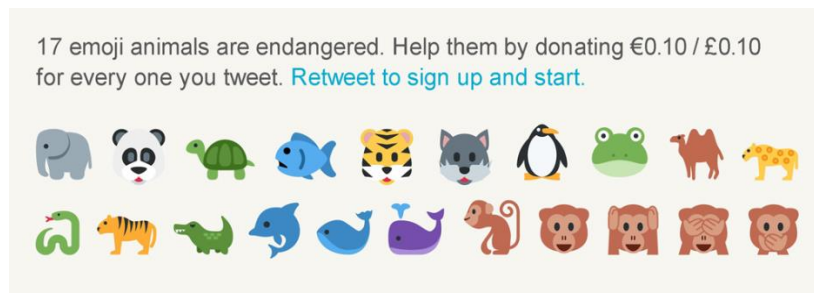
- As a member you will receive the Action magazine three times per year.
- If you adopt/sponsor a specific animal you will also receive a soft toy.



<https://support.wwf.org.uk/>

#Endangered Emoji

- 17 Emoji animals added to Twitter, each one representing an endangered animal.
- Get them by retweeting to sign up and start.
- You then have to donate £0.10 for every one you tweet.
- WWF then provided a summary of all your tweets at the end of the month requesting you to donate.



<http://endangeredemoji.com/>

Project Panda

- WWF and Dreamworks Animation joined forces to inspire and engage 7-11 year olds in exploring all things panda.
- Celebrates the release of Kung Fu Panda 3.
- Teachers can register their school/class for resources and competitions.
- Several Kung Fu Panda games have also been made in the last few years in which some of the proceeds go to WWF.

http://www.wwf.org.uk/about_wwf/working_with_schools/project_panda_.cfm

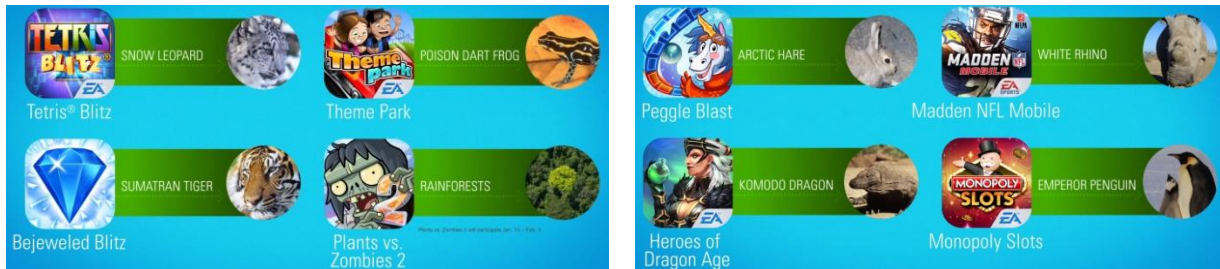
WWF Together

- An interactive experience claiming to bring you closer to the stories of whales, rhinos, elephants and other animals.
- Winner of a 2013 App Design Award and selected as one of the top iPad apps of 2013 in the App Store.
- The app is available on iPad only.
- Kids will find it fascinating but in reality it only gives you a couple of facts about each animal.

<http://www.worldwildlife.org/pages/the-world-s-most-amazing-animals-in-one-app>

Play With Purpose with EA

- EA and WWF partnered in January 2016 to raise money for animals and ecosystems.
- The pair offered special items and bundle packs that showcased an endangered animal or ecosystem.
- Only 35% of the proceeds however went to support WWF's global conservation efforts.



<http://www.148apps.com/news/play-purpose-ea-joins-pack-world-wildlife-foundation-save-animals/>

Marks & Spencer's Sparks Card

- Users of the M&S new sparks card will be generating a donation of 1p to charity from the retailer each time they use it.
- Nine charities to benefit, one of which is WWF.
- Cardholders can log into their account online and select a charity of their choice.

<http://fundraising.co.uk/2015/10/15/ms-sparks-club-card-to-generate-1p-donation-for-each-use/>

Inspiration

- The design of the WWF Together app inspired my Unite logo as I wanted the whole WWF experience to feel consistent (<http://www.worldwildlife.org/pages/the-world-s-most-amazing-animals-in-one-app>).
- I thought the tiled images used by Instagram would work well for the community photo feature of Unite (<http://www.aboveandroid.com/wp-content/uploads/2014/03/instagram-screenshot.png>).
- In terms of UI design for the app I created a similar menu system to that used within the Sky Sports Score Centre app (http://www.skysports.com/downloads/scorecentre_football_app2.png).
- I was inspired by the old WWF Visa cards for my membership card that I designed with a heavy focus on animal imagery (<https://www.mbna.co.uk/uploads/mastheads/wwf.jpg>).