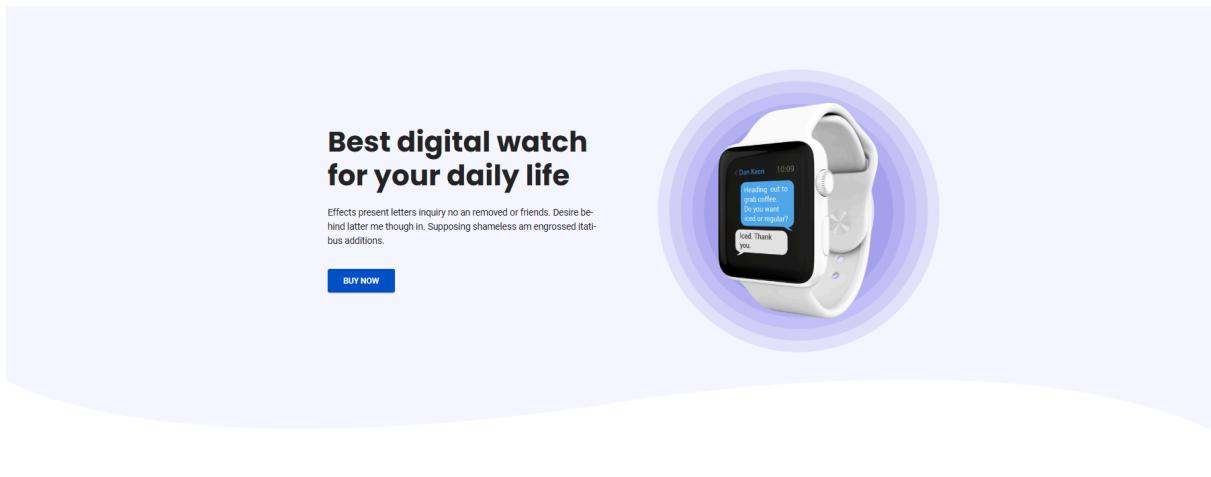


# DOCUMENTATION ON CONSERVACAM WEBSITE

## A. ConservaCam Page

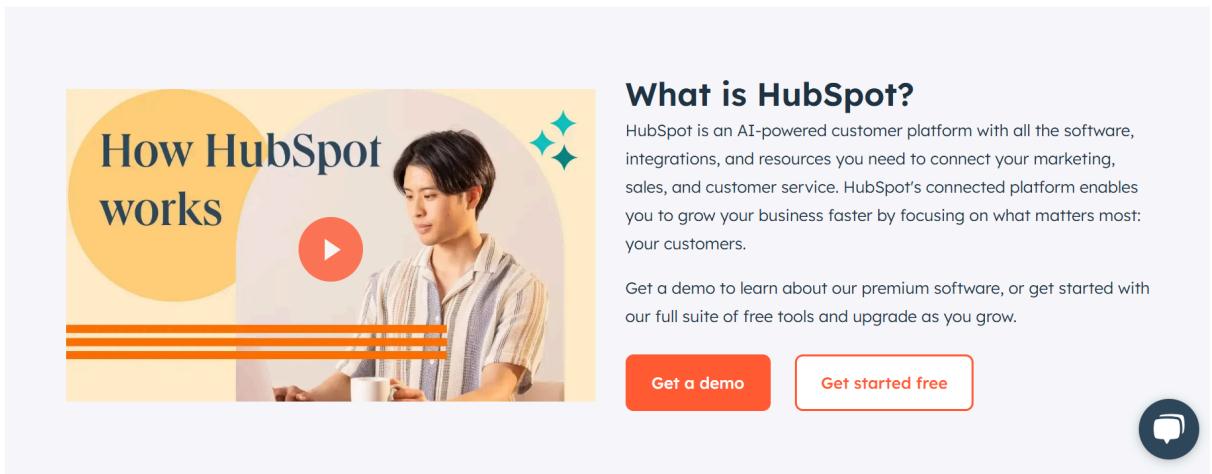
### 1. Hero Section

- **Headline:**  
*"Revolutionizing Wildlife Conservation with AI-Powered Insights"*
- **Subheadline:**  
*"Monitor biodiversity effortlessly. Empower conservation decisions with real-time data."*
- **CTA Buttons:**
  - *"Purchase Now"*
- **Visuals:**  
Image of the product



### 2. What is ConservaCam?

- **Headline:**  
*"The Future of Wildlife Monitoring"*
- **Content:**  
Briefly explain what ConservaCam is:  
*"ConervaCam combines motion-sensing hardware and AI-driven software to capture, analyze, and transmit biodiversity data. Our system identifies individual animals, tracks behaviors, and provides actionable insights to support conservation efforts."*



The image shows a HubSpot landing page banner. It features a yellow circular graphic on the left with the text "How HubSpot works" and a play button icon. To the right is a photograph of a man in a striped shirt looking at a computer screen. The background is light blue with some decorative elements. On the right side, there is a section titled "What is HubSpot?" with a brief description, followed by two buttons: "Get a demo" and "Get started free". A small speech bubble icon is in the bottom right corner.

### 3. Why ConservaCam is Best

#### Content

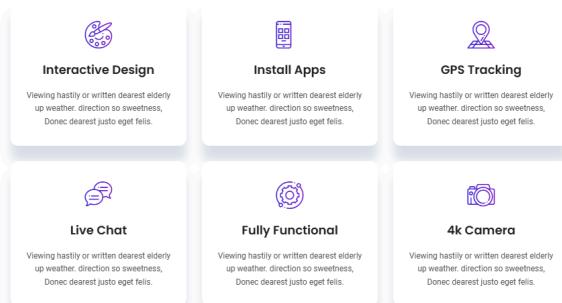
ConservaCam stands out as the ultimate solution for wildlife monitoring and conservation. Here's why:

1. Cutting-Edge Technology
  - AI-powered animal identification ensures accurate and reliable insights.
  - Edge processing reduces false triggers and minimizes bandwidth usage.
  - Advanced motion detection combines PIR and microwave sensors for precision.
2. Built for the Wild
  - Durable, weather-resistant hardware designed to withstand extreme environments.
  - Low power consumption ensures extended battery life, even in remote areas.
  - Compact and unobtrusive design blends seamlessly into natural habitats, avoiding disturbance to wildlife.
3. Actionable Insights in Real-Time
  - Automated behavior tracking for comprehensive wildlife understanding.
  - Intuitive dashboards provide conservancies with actionable data at a glance.
  - Cloud integration ensures secure access to data from anywhere in the world.
4. Scalable and Customizable
  - Suitable for deployment across diverse ecosystems, from savannahs to rainforests.
  - Easily scalable to monitor large or multiple areas simultaneously.
  - Configurable software and hardware options to meet specific conservancy needs.
5. Aligned with Conservation Goals
  - Supports the United Nations Sustainable Development Goal 15: Life on Land.
  - Provides critical data for research, policy-making, and conservation planning.
6. Proven Success in the Field

- Successfully deployed in pilot projects, including Nyeri County, with measurable results.
- Trusted by conservationists and researchers for delivering accurate and impactful data.

### Why Prolab Is Best

Prepared is me marianne pleasure likewise debating. Wonder an unable except better stairs do ye admire. His secure called esteem praise.



## 4. Hardware Overview

- **Headline:**

*"Robust and Reliable Technology for the Wild"*

- **Content:**

Highlight key features:

- Motion Sensors: PIR and microwave for precise detection.
- Camera Module: OpenMV microcontroller with 480p resolution.
- Wireless Communication: NRF24L01 for data transmission.
- Power Management: Sleep mode for extended battery life.

- **Visuals:**

- High-quality 3D renders of hardware.
- Diagram showcasing modular components.

- **CTA:**

*"See the Full Hardware Specs"*

A Watch Can Make Your Life Easy and Fast.



**Alarm Counter**

New had happen unable uneasy. Drawings pronounce can be followed improved out.



**Live Chat**

New had happen unable uneasy. Drawings pronounce can be followed improved out.



**Camera**

New had happen unable uneasy. Drawings pronounce can be followed improved out.



**Support Wifi**

New had happen unable uneasy. Drawings pronounce can be followed improved out.

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## 5. Software Capabilities

- **Headline:**  
"AI-Powered Insights at Your Fingertips"
- **Content:**
  - Animal Identification: AI trained on thousands of species.
  - Behavior Analysis: Real-time tracking and behavior patterns.
  - Data Visualization: Intuitive dashboards.
  - Cloud Integration: Secure, remote data accessibility.
- **Visuals:**
  - Screenshot of software interface.
  - Infographic showing the data flow from hardware to insights.
- **CTA:**  
"Explore Software Capabilities"



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## 6. About Us

- **Headline:**  
"Who We Are"
- **Content:**

Provide background on the team and its purpose:  
*"ConservaCam is an AI-driven solution built by a passionate team of engineers and conservationists. We aim to enhance biodiversity monitoring with cutting-edge technology, enabling conservancies to make data-driven decisions for wildlife protection."*
- **Visuals:**

Team photo or video introducing the members and their commitment.

## About Us

HubSpot's company and culture are a lot like our product. They're crafted, not cobbled, for a delightful experience.



## 7. Our Mission and Vision

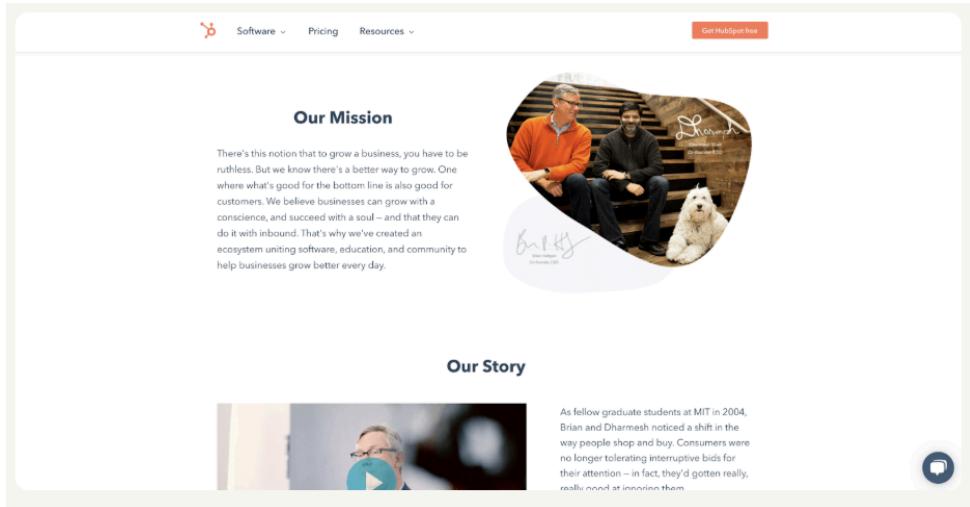
- **Headline:**  
*"Our Purpose and Aspirations"*
- **Mission:**  
*"To empower conservancies with advanced tools for monitoring, understanding, and protecting biodiversity."*
- **Vision:**  
*"A world where technology harmonizes with nature to preserve ecosystems for future generations."*
- **CTA:**  
*"Join Our Mission"*



### Our Mission: Helping Millions of Organizations Grow Better

We believe not just in growing bigger, but in growing better. And growing better means aligning the success of your own business with the success of your customers. Win-win!





## 8. Final Section

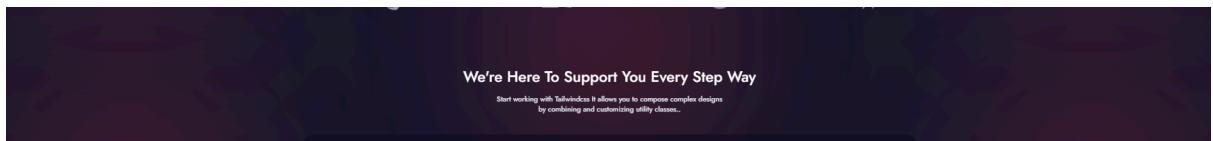
- **Headline:**

"Be the eyes nature needs—equip your conservancy with ConservaCam and uncover the stories in the wild." OR

"Be the eyes nature needs—equip your conservancy with ConservaCam and uncover the stories in the wild."

- **CTA:**

*"Get Started Now"*



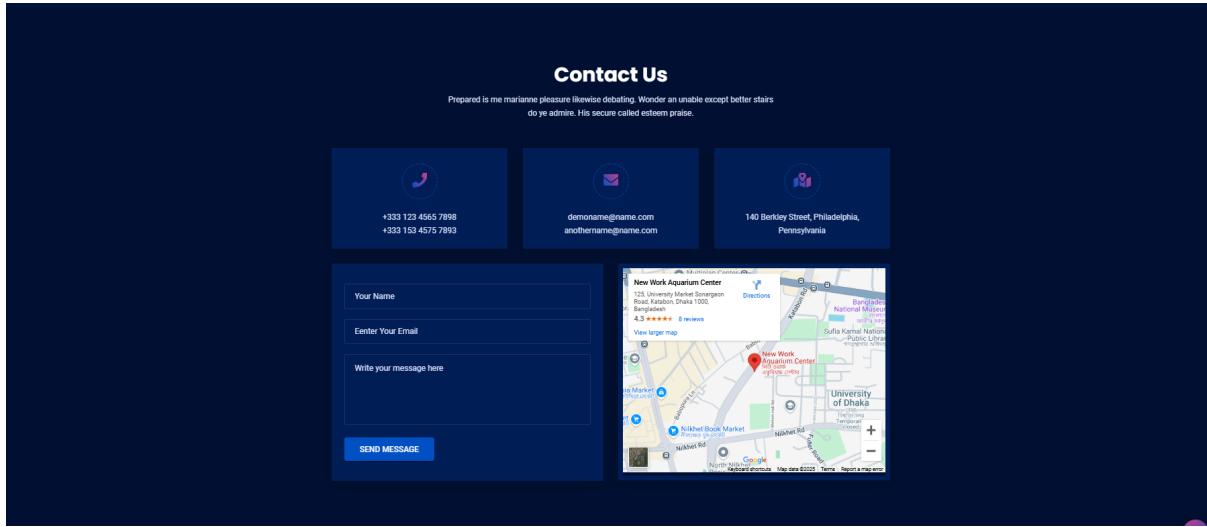
## 9. Contact Us

- **Headline:**

*"Get in Touch with Us"*

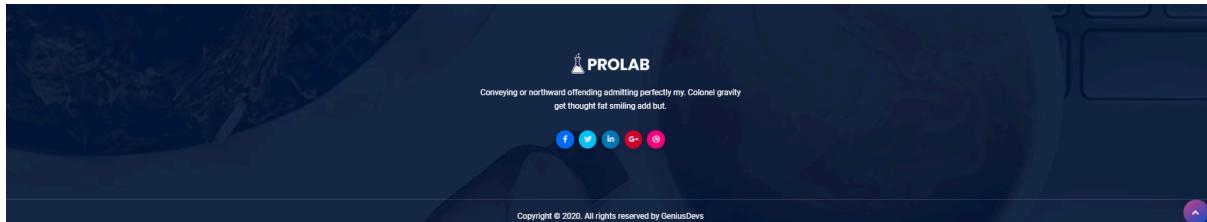
- **Content:**

- Contact Form: Name, Email, Organization, Message.
- Email: [Your Email Address]
- Phone: [Your Phone Number]
- Social Media Links.



## 10. Footer

- Links to key sections: About Us, Hardware, Software, Testimonials, Contact Us.
- Quick CTA: “*Subscribe for Updates*”
- Copyright Information.

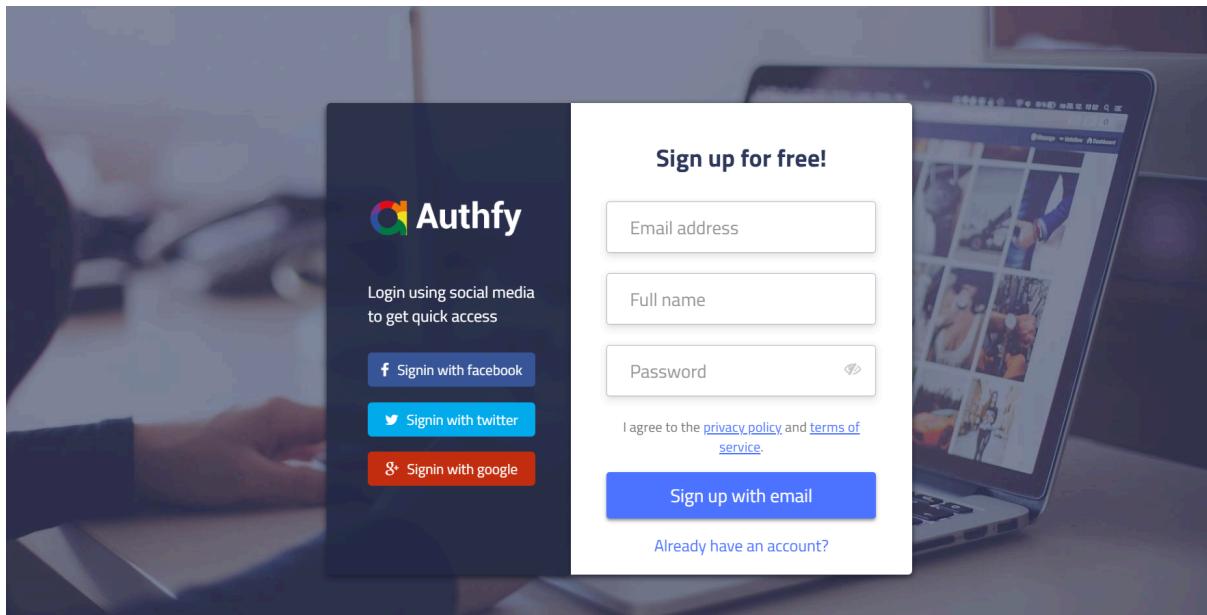
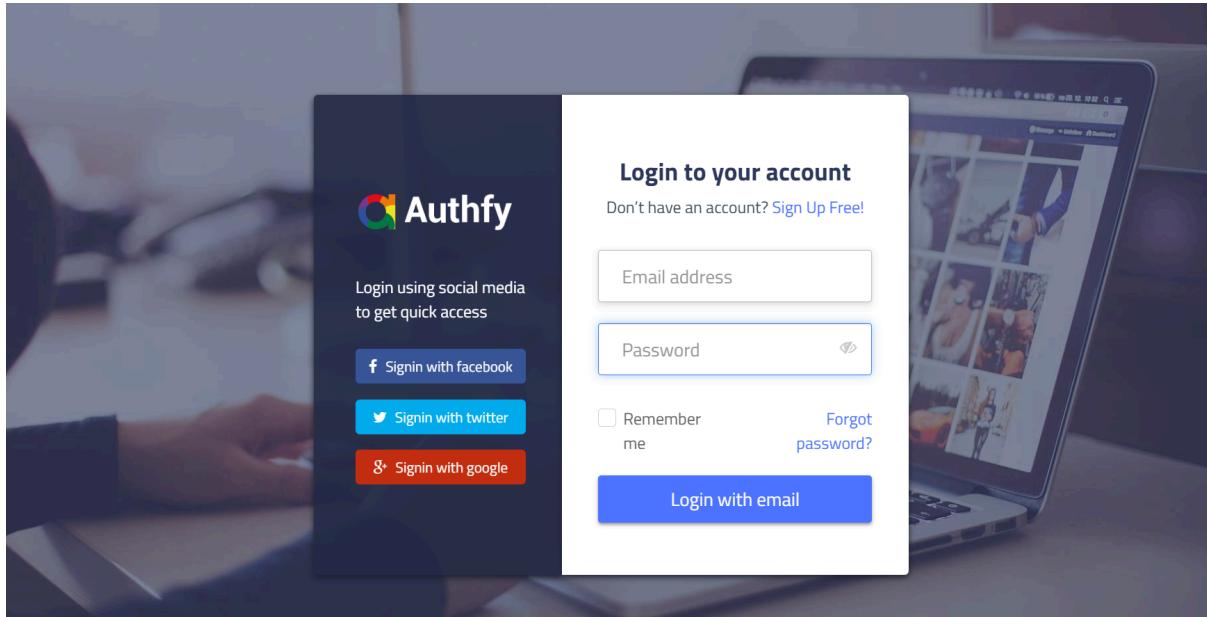


## 11. Sign-up and Login tab

- Should ask for Email Address, Full Name, Password, Conservancy/Park, Phone Number, Wildlife Located Within Conservancy

### Design Suggestions:

- Use large banners with nature-themed backgrounds.
- Include icons or images representing the hardware and software.



The collage consists of five distinct website snippets:

- Top Left:** A landing page for a digital marketing agency. It features a dark background with a vintage gas station sign and a red 'WE PROVIDE SOLUTIONS.' banner. Below are three service cards: 'MARKETING STRATEGIES THAT PUSH THE NEEDLE', 'QUALITY SERVICE THROUGH EXPERIENCE', and 'TRANSPARENT COMMUNICATION'.
- Top Right:** A landing page for 'Africa's Voice for Wildlife'. It has a dark header with navigation and a large image of two rhinos. Below is a section titled 'Our Latest Projects' with three cards: 'Wild Welfare Tunisia' (\$10,000 raised), 'Zebra Fund' (\$80,000 raised), and 'Stop the Trafficking' (\$50,000 raised).
- Middle Left:** A landing page for 'Digital Marketing 101'. It has a red background with a central image of a book titled 'DIGITAL MARKETING 101'. Text includes 'IT ALL STARTS WITH A QUESTION... HOW CAN I GROW MY BUSINESS?' and a 'READ THE GUIDE ALREADY' button.
- Middle Right:** A news or project update page for 'Africa's Voice for Wildlife'. It features a large cheetah image, a 'Latest News' section with articles about elephants and tigers, and a 'Protecting an astounding diversity of species' section with images of lions, elephants, and people.
- Bottom Left:** A dark-themed footer or sidebar snippet with social media icons (Facebook, Twitter, LinkedIn, YouTube), a phone number (816) 460-1000, and links for 'Privacy Policy | Terms of Service'.

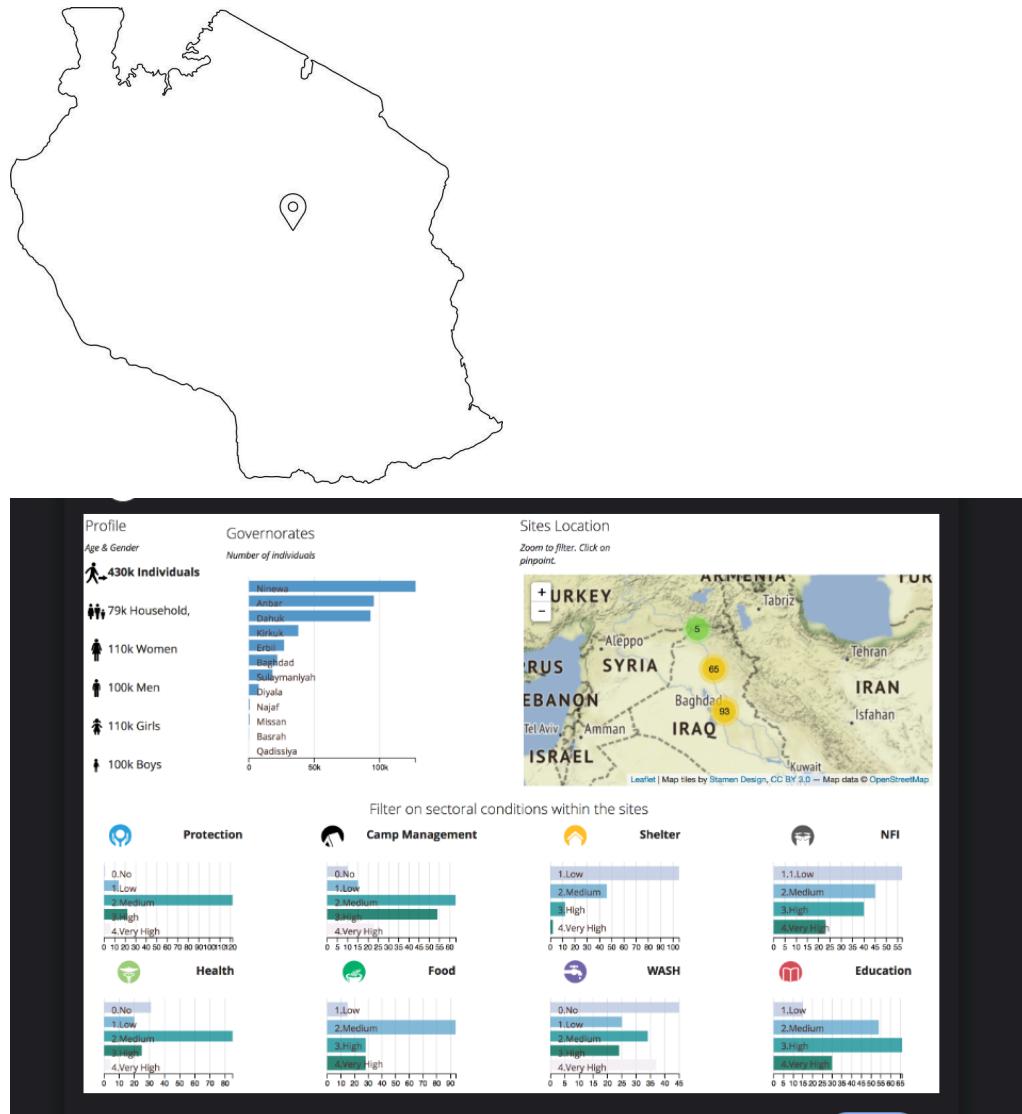
## **B. ConservaCam Website (For the Conservancies/National Park)**

### **1.FRONT PAGE(Summary statistic)**

- a).Map of the conservancy, pinpointing the locations of the deployed camera traps( difficult to do cause we don't have GPS,)
- b). Camera traps should be in different colours (red, green orange) representing battery levels
- c).Information on the animals located within the conservancy

#### **Design Suggestions:**

- Map outline in green with hover effects for camera locations.
- Use card-style design for summary stats with icons.



The dashboard features a top navigation bar with icons for notifications, messages, and settings. Below the header is a search bar and a user profile section for Anna Adams.

**Upcoming Schedules:**

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

**Metrics:**

- TOTAL HOURS:** 168h 40m (Work this month)
- NEW LEADS:** 7,522 (Leads this month)
- ACTIVE PROJECTS:** 825 (Projects this month)

**Projects Overview:**

Working Hours	Revenue	Active Projects	Number of Projects
10,589h	\$228.89k	1,026	9,851

**Events:**

- AM 9:20: Development planning at iTest Factory (09 events)
- AM 11:30: Design new UI and check sales at Meta4Systems (12 events)
- PM 02:00: Weekly catch-up at Nesta Technologies (25 events)
- 13:45: James Bangs (Client) Meeting at Nesta Technologies (27 events)

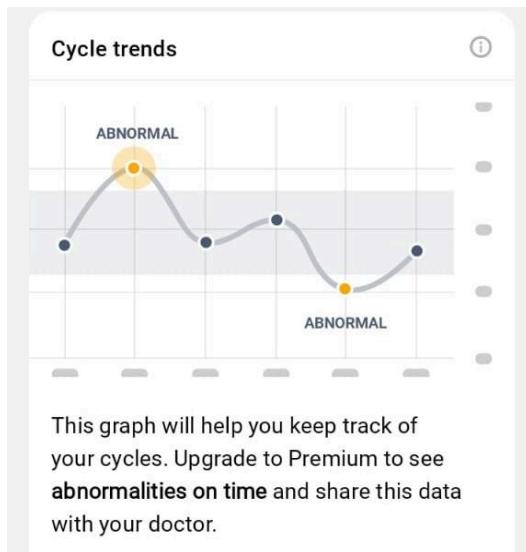
[View all Events](#)

**Right sidebar:**

- Hot Layouts (selected)
- PAGES
- Authentication
- Pages
- Landing
- COMPONENTS
- Base UI
- Advance UI
- Widgets
- Forms
- Tables
- Charts
- Icons
- Maps

LINK:

<https://themesbrand.com/velzon/html/master/dashboard-projects-classic-rtl.html>



## 2.ONE OF TABS

- Calender of the daily counts (time series data)
  - Species identification — **THIS WE HAVE**
  - Population Count— **THIS WE HAVE**
  - Species under threat detected on that day if any, and their count and species (Not sure)

**Species:** Panthera leo (Lion)

**Count:** 5

**Status:** Vulnerable

**Primary Threats:** Habitat Loss, Human-Wildlife Conflict

**Species:** Cercopithecus mitis (Monkey)

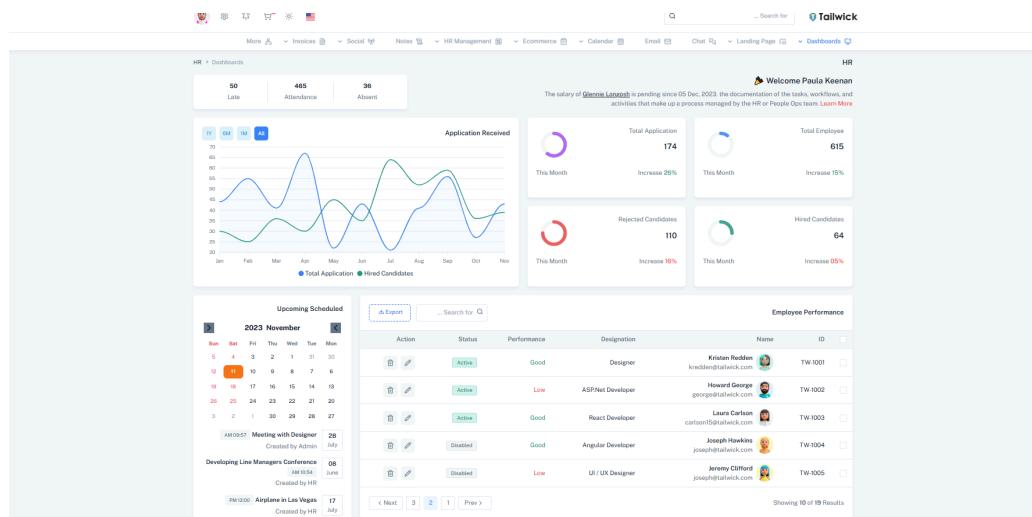
**Count:** 10

**Status:** Least Concern

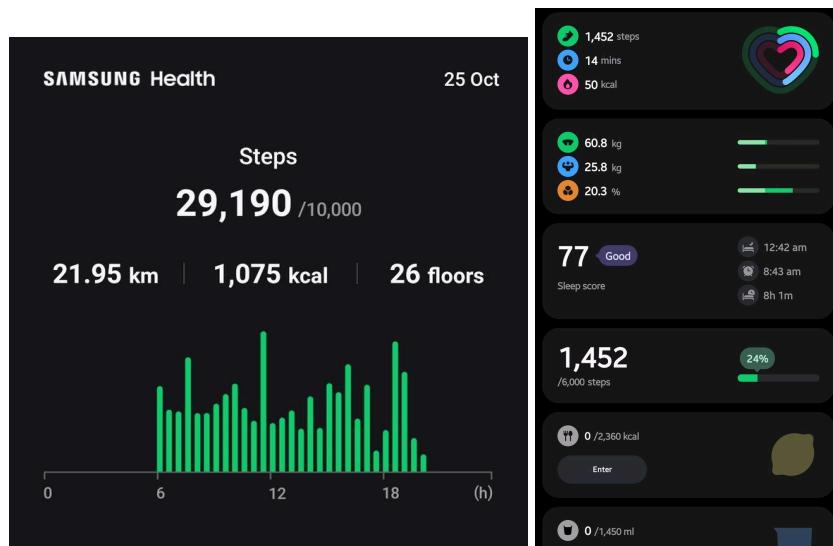
**Primary Threats:** Deforestation, Poaching

### Design Suggestions:

- Calendar view with clickable dates to display detailed information.
- Color coding for days with significant events (e.g., invasive species detection).



**LINK:** <https://themesdesign.in/tailwick/html-rtl/horizontal-layout.html>



### 3.ANOTHER TAB

#### a).Information on the animals

(Habitat ecosystem predator-prey relationship

Percentage of suitability

( chatbot if easy)

#### b).Other suitable animals

#### Design Suggestions:

- Use collapsible sections for detailed information.
- Include high-quality images to visualize data.

**Kids and Tablets: The Future Consumer**

**Adoption**

Tablets are quickly becoming the toy of choice for children of all ages. Tablet usage is second nature to kids and it's interesting to see how quickly tablet devices are being utilized by young children for a variety of purposes, and how readily many parents are encouraging its use.

**58%** of children aged 12 and under who live in tablet owning households use the devices

On average each iPad contains 8 apps specifically for kids

8 out of every 10 parents say that "educational value" is the most important factor they consider when choosing an app for their kids

**Usage**

Tablets often have an intuitive interface that is easy to navigate for children. Check out these stats for how tablets are being used by children and what parents look for when choosing apps for their kids.

**How do children use tablets?**

Category	Percentage
For download	77%
For educational	57%
For games	55%
For travel	43%
To watch TV shows	41%
Entertainment at restaurants	31%

**Apps**

Tablets can be a powerful aid for education and skills development. A variety of apps for children have captivated the market and have changed the way kids are entertained and taught.

**700 apps** for children are available in iTunes

**Top iPad Apps for Kids**

App
Angry Birds Space
Trucks
Toca Hair Salon
Where's my Perry?
Cut the Rope
Cartoon Stickers
Princess Fairy Tale Maker
Make Me Smile

**Sources**

http://www.ipadforchildren.com/1000-tablet-apps-reviews.html  
http://www.ipadforchildren.com/2012-tablet-apps-reviews.html  
http://www.ipadforchildren.com/2013-tablet-apps-reviews.html  
http://www.ipadforchildren.com/2014-tablet-apps-reviews.html  
http://www.ipadforchildren.com/2015-tablet-apps-reviews.html  
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http://www.ipadforchildren.com/2023-tablet-apps-reviews.html  
http://www.ipadforchildren.com/2024-tablet-apps-reviews.html

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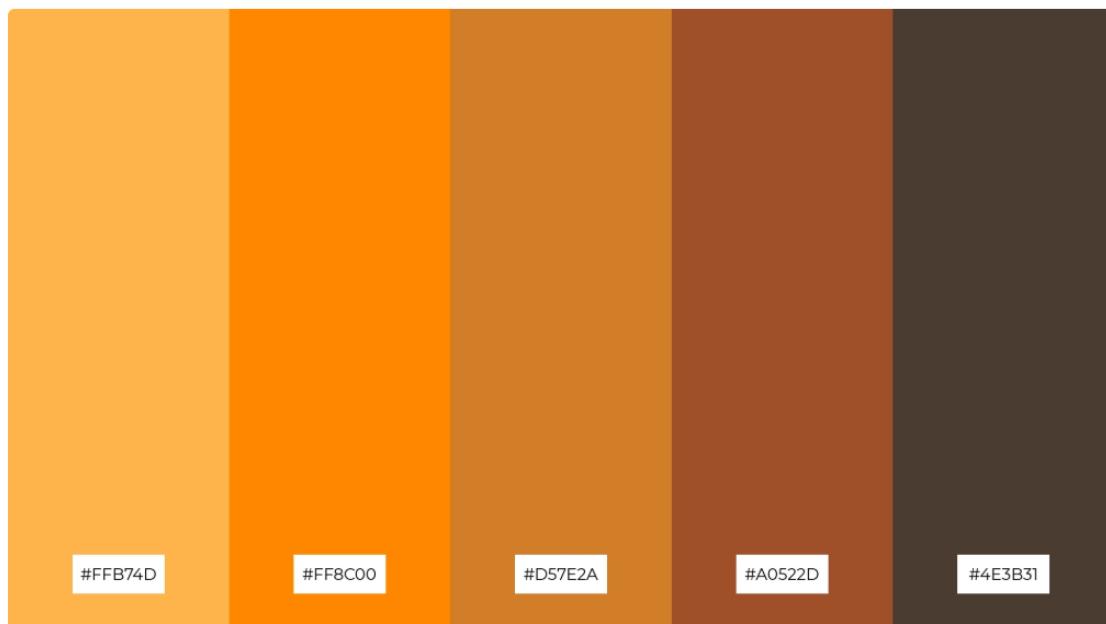
## Other factors to consider

### 1. GENERAL AESTHETICS

- **Theme Colors:** Shades of green, light browns, and black to reflect a nature-centric theme.
- **Typography:** Use clean, legible fonts
- **Icons:** Use nature-inspired icons for buttons and tabs(Paw prints)

LINK: <https://piktochart.com/tips/wildlife-safari-color-palette>

1) Savanna Sunset



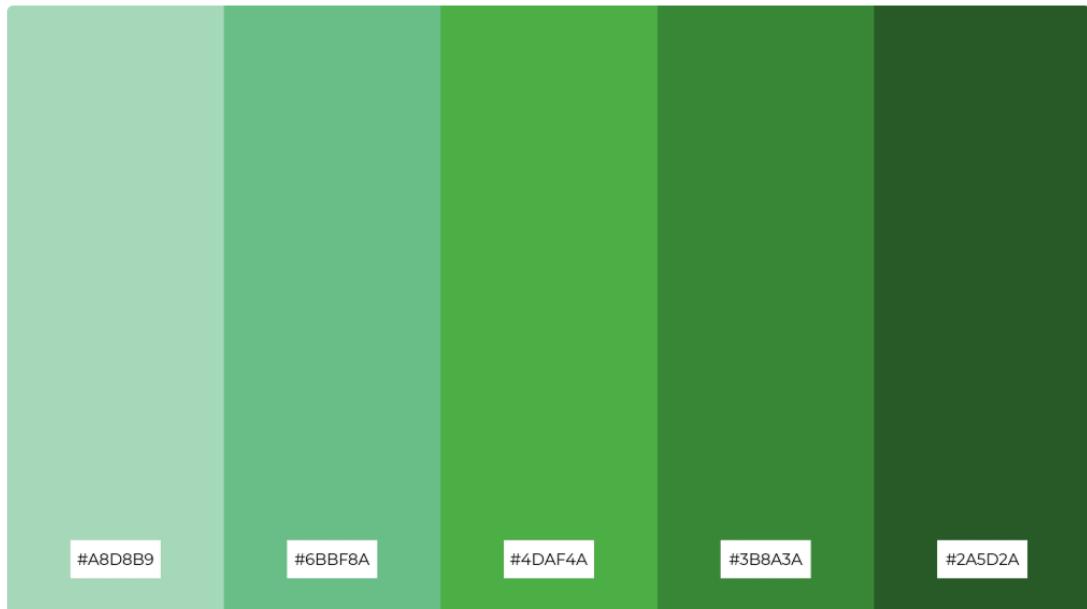
## 2) Jungle Canopy



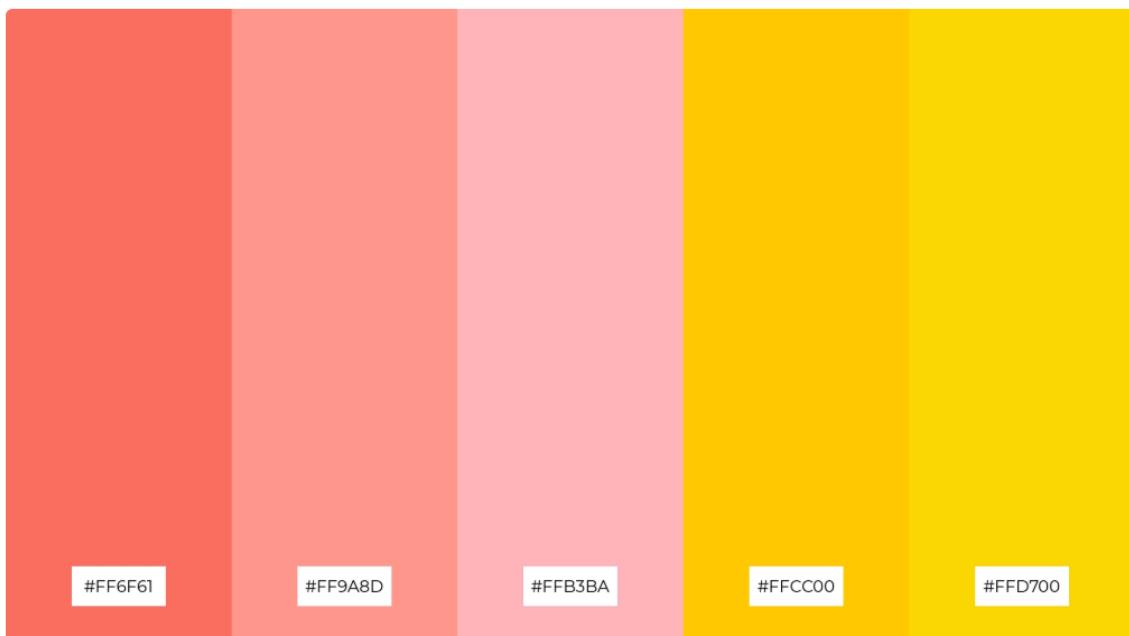
## 3) Desert Dunes



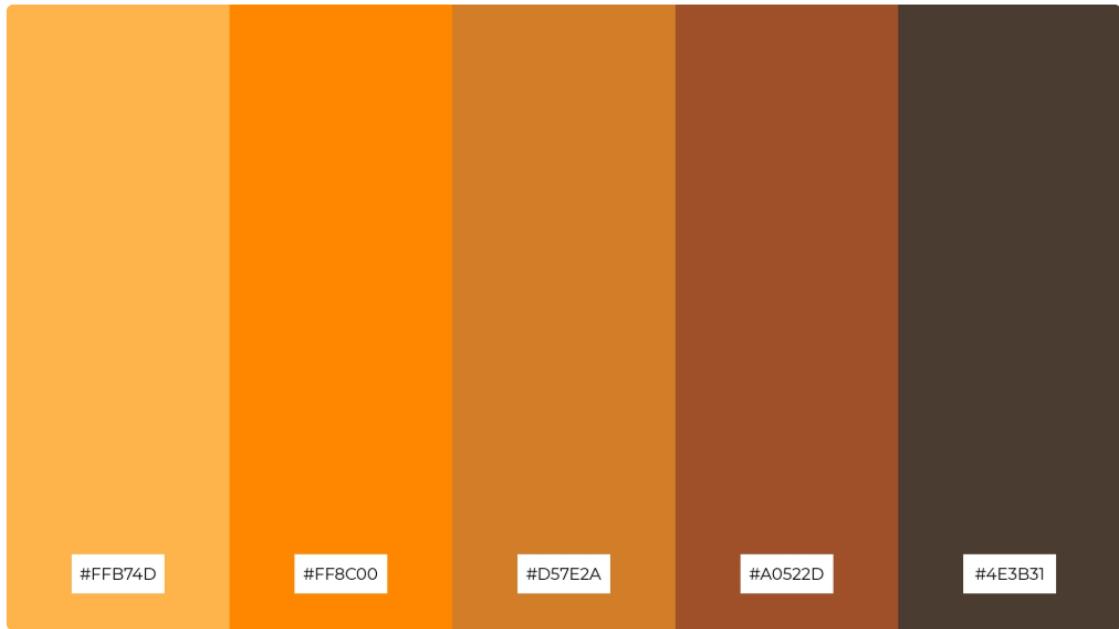
## 8) Grassland Greens



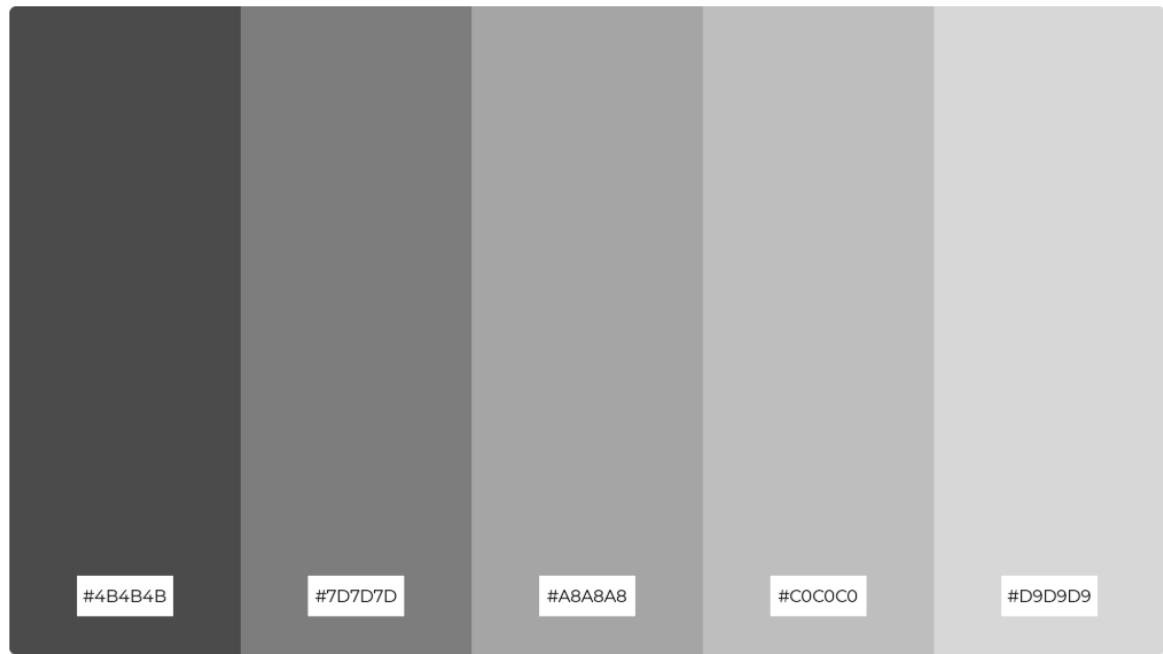
## 13) Sunset Over Water



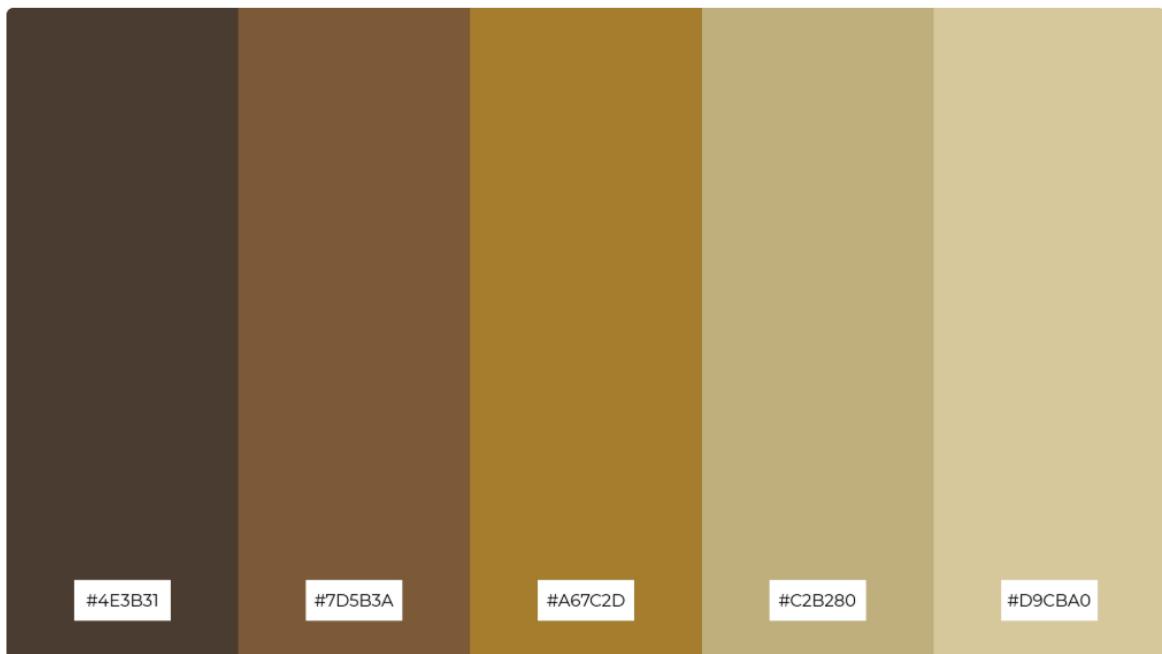
## 15) Vibrant Veldt



## 14) Safari Shadows



## 12) Forest Floor



## 3) Desert Dunes



## 2. PHOTOS

- Use images of common quadruped wildlife (e.g., lions, elephants, and zebras) for aesthetic appeal.



## **IMPORTANT LINKS**

1. <https://geniusdevs.com/themeforest/prolab/probucket/index9.html>
2. <https://geniusdevs.com/themeforest/prolab/probucket/index8-animate.html>
3. <https://geniusdevs.com/themeforest/prolab/probucket/index4-animate.html>
4. [https://preview.themeforest.net/item/buten-product-landing-page/full\\_screen\\_preview/22366771?\\_ga=2.44676002.767299075.1735812353-933346475.1732373252](https://preview.themeforest.net/item/buten-product-landing-page/full_screen_preview/22366771?_ga=2.44676002.767299075.1735812353-933346475.1732373252)
5. <https://themesbrand.com/velzon/html/master/dashboard-projects-classic-rtl.html>
6.
  1. <https://themes.coderthemes.com/webai-vue/pages/index-3>
  2. <https://themes.coderthemes.com/webai-vue/pages/index-2>
  3. <https://demo.auburnforest.com/html/neuron/demo/index.html>
  4. [https://preview.themeforest.net/item/itobuz-one-page-html-template/full\\_screen\\_preview/8372118?\\_ga=2.75583635.767299075.1735812353-933346475.1732373252](https://preview.themeforest.net/item/itobuz-one-page-html-template/full_screen_preview/8372118?_ga=2.75583635.767299075.1735812353-933346475.1732373252)
- 5.
6. <https://www.resolve.ngo/projects/trailguard-ai-and-nightjar>
- 7.