

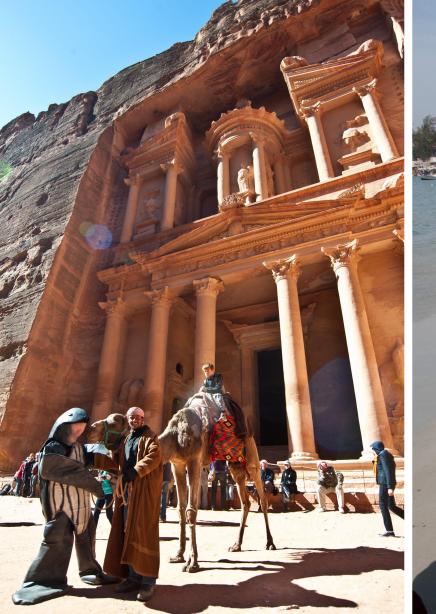


Mr. Leatherback

Radhika Bhatt | GA UXD | 2016

Mr. Leatherback is...

a conservationist dressed in a leatherback sea turtle suit, who travels around the world organizing educational programs with local communities with an emphasis on sea turtle and ocean conservation.



The Problem

Mr. Leatherback is a wealth of environmental knowledge and activism, but not many people know about him.

The client does not have a single platform through which they can share all their content on Mr. Leatherback. They also do not know which audience(s) would be an ideal target for Mr. Leatherback.

Stakeholder Interview

Mr. Leatherback makes conservation **fun.**

Mr. Leatherback is a **voice** for the ocean and marine wildlife.

We want to **inspire people to change their individual actions**, and know that they can be the change.

We have so many images, blog posts, news, videos, and content!

Mr. Leatherback already has a global audience, but no way to communicate with them.

Personas

Students

Teachers

People who
care about
the
environment

People who
love turtles

Kids

Emily



**“Save the
trees, save the
kids, save the
puppies”**

Age: 23

Profession: Elementary School Teacher

Location: Virginia

Summary

As an elementary school science teacher, Emily has a paperless room. All her students bring their own laptops/iPads or can rent one in class, and her lessons often integrate online technologies with what she teaches. Emily's lesson plans are focused on real-life learning experiences, so her students complete projects that allow them to interact with their local environments and local organizations that show them real-world scenarios of what they are learning in class. As a teacher in Virginia, Emily's class must follow the Virginia Standards of Learning (SOL) guidelines that are set by the state.

Key Characteristics

- deeply cares for the well-being of the environment
- practices environmentalism on a daily, individual level
- is a creative person

Goals

- teach in a fun and engaging way
- pay attention to students needs and varying learning styles
- instill environmentalism in students' minds and behavior

News



Smithsonian
Institution

SCHOLASTIC
News

NATIONAL
GEOGRAPHIC

Claire



“I love the world. It’s a beautiful place. I want to keep it pretty.”

Age: 23

Profession: Graduate Student, Environmental Sustainability

Location: Malta

Summary

Claire grew up in an environmentally conscious family – she went on family hikes, always recycled, and spent a great amount of her youth outdoors. She has a fondness for nature, geology, and animals, which is why she is so passionate about environmentalism and sustainability. When Claire was growing up, she learned about climate change in school, and felt compelled to change the course of climate change. Throughout her life, Claire has practiced sustainable and green living, and recently became vegetarian due to the large contributions the farming industry makes to global warming.

Key Characteristics

- actively thinks about her impact on the environment
- has consciously changed her behavior to benefit nature
- feels emotionally affected by climate change

Goals

- wants to volunteer for environmental causes more
- keep the world clean
- educate others about the importance of sustainable living

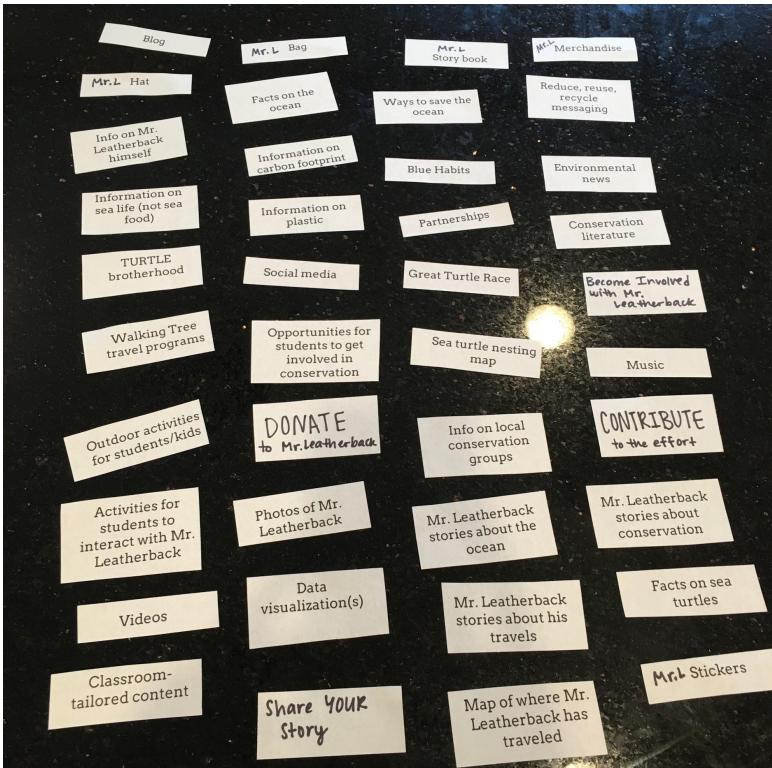
News



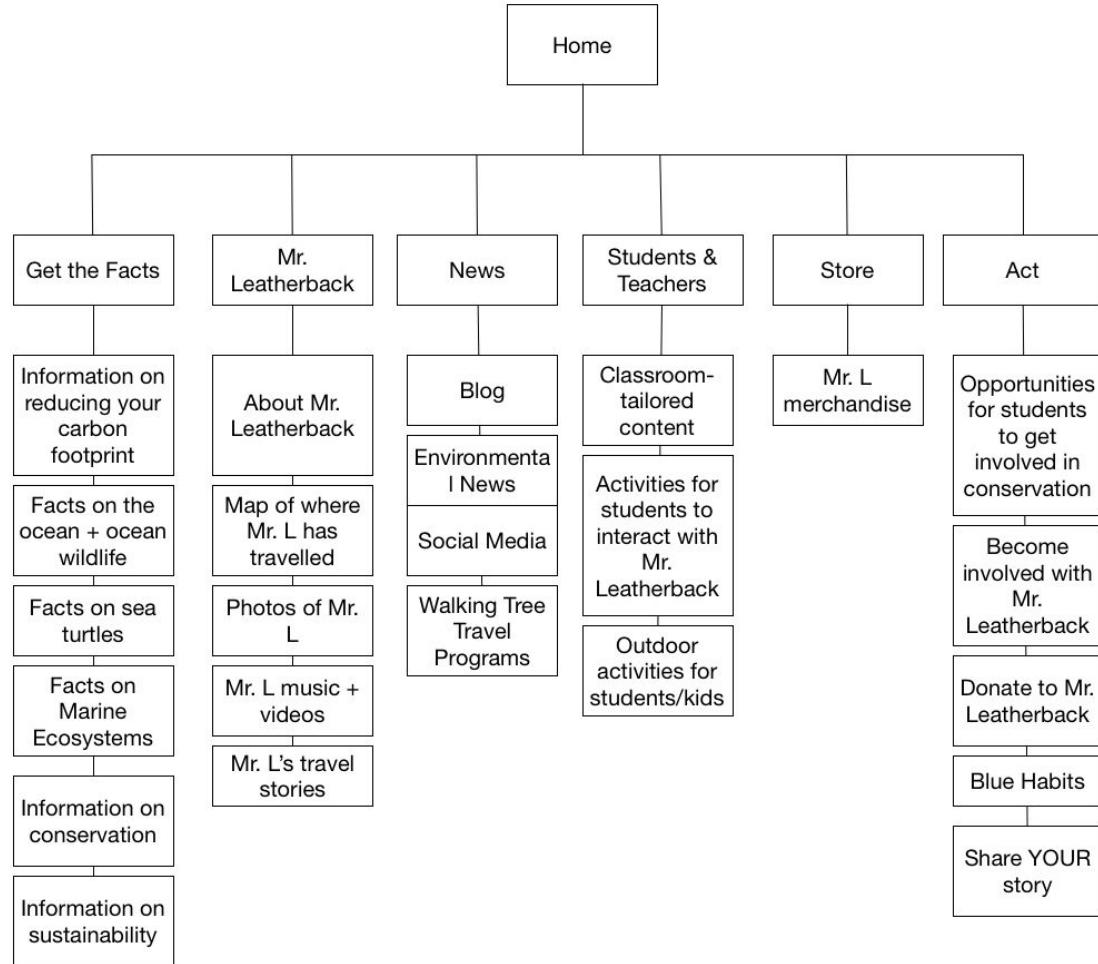
Competitor Research

Competitor Name + Websites	Programs for Conservation	Motto / Slogan	Analysis of Website Content	Website Organization Content is organized by...	Stories How do they connect with the user?
Wallace J. Nichols WallaceJnichols.org	- Blue Marbles Project - Billion Baby Turtles - Blue Mind Angels	Engaging + Understanding + Sharing	- lots of words - Wallace's twitter prominently shown on every page - low quality photos - calls to action are not prominently displayed - user has option to share content	- programs - Wallace Nichols life	- Wallace Nichols talks about his own life, and the importance of action - no creative storytelling 
Oceana Oceana.org	- Save the Oceans, Feed the World - Responsible Fishing - Ocean Pollution & Climate Change - Reducing <u>Bycatch</u>	Protecting the World's Oceans	- lots of words and imagery - infographics - call to action: "become a <u>wavemaker</u> ", donate, 10 things you can do to save the ocean - user has option to share content	- what they do - campaigns - take action - donate button very prominent - a lot of pages define the problem AND the solution	- talks about the problems and defines solutions the users can be a part of - no creative storytelling 
Conservation International Conservation.org	- Nature Is Speaking - CI partners with many regions on many topics of conservation	Helping to build a healthier, more prosperous and more productive planet	- content is video centered, every topic they have has a video along with it - where there are no videos, there are very high quality images - lots of information on all the programs they have - many calls to action: donate, act, get involved, tweet, join us - user has option to share content	- conservation work organized by what, where, and how - donate button very prominent	- encourages users to learn and donate - no creative storytelling 

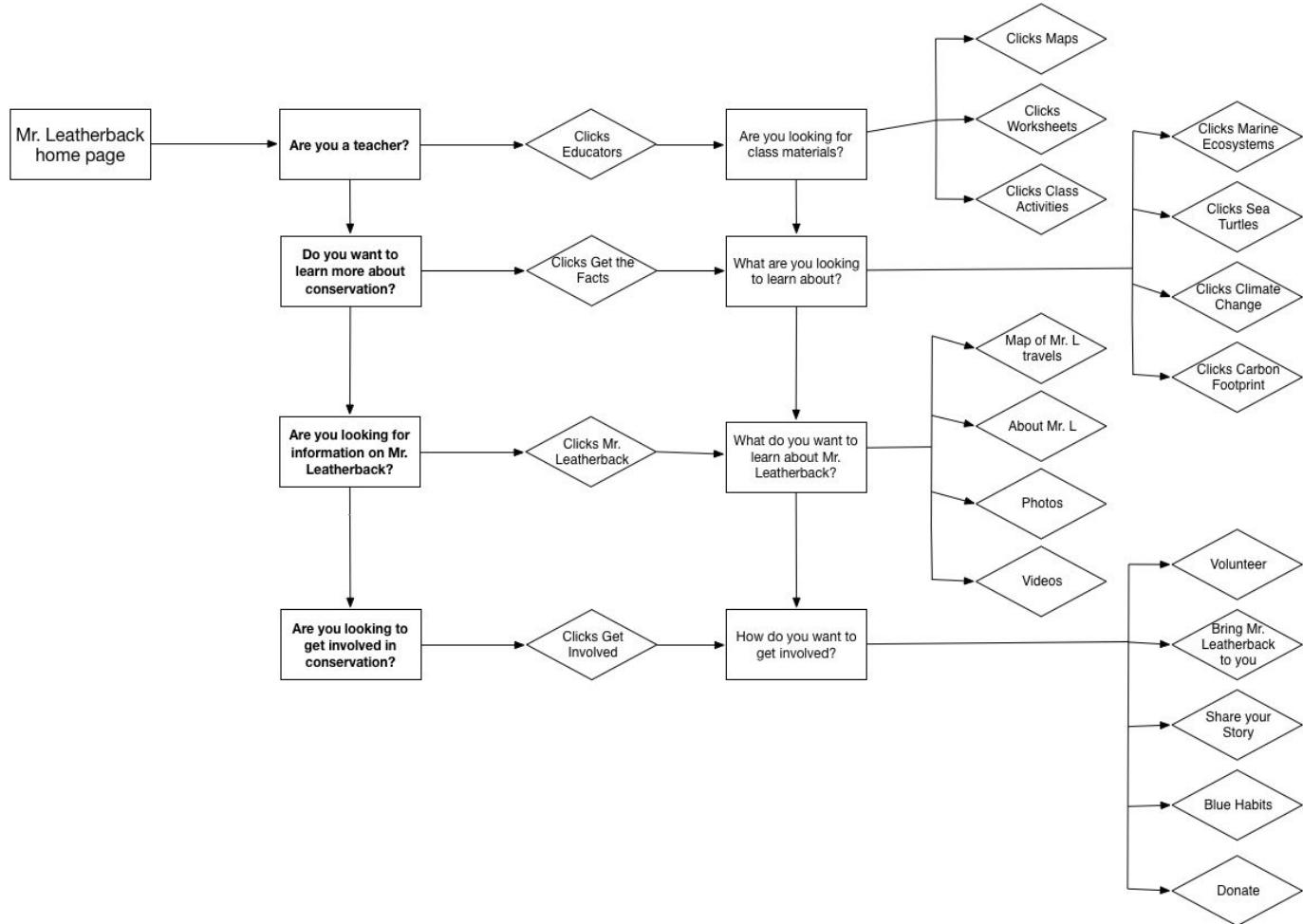
Card Sorting



Information Architecture



User Flow



Feature Prioritization

Now

- Create top level navigation pages
- Integrate lots of images

Next

- Add a news section
- Create a better way for social media to be integrated with the site

Later

- BUILD THE SITE!
- Integrate data visualization
- Create grade specific curriculum that involves Mr. Leatherback

MVP

1. Organize information to personas needs
2. Create top level pages
 - a. Home
 - b. Mr. Leatherback
 - c. Educators
 - d. Get the Facts
 - e. Get Involved

Sketches

Mr. Leatherback

Learn More Mr. Leatherback Educators Get Involved

Environmental News

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue.
Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Duis mollis, est non commodo luctus, nisi erat porttitor.
[Read More](#)

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue.
Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Duis mollis, est non commodo luctus, nisi erat porttitor.
[Read More](#)

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[Read More](#)

Follow Mr. Leatherback

Mr. Leatherback Instagram feed

FOOTER

Mr. Leatherback

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Marine Ecosystems Conservation Sea Turtles Sustainability Climate Change

What do you want to learn about?

Marine Ecosystems Conservation Sea Turtles Sustainability

Climate Change Carbon Footprint Reduce, Reuse, Recycle Ocean Life

Mr. Leatherback

Learn More Mr. Leatherback Educators Get Involved

About Mr. Leatherback Photos Music Find Mr. Leatherback

Where is Mr. Leatherback?

map of Mr. Leatherback's travels

Mr. Leatherback

Learn More Mr. Leatherback Educators Get Involved

Find Mr. Leatherback Share Your Story Donate Blue Habits Volunteer

How will you protect the oceans?

How will you save the sea turtles?

How will you reduce your carbon footprint?

First Iteration

Mr. Leatherback

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Environmental News

Sea turtles of South America
Five of the world's seven sea turtle species (hawksbill, green, leatherback, loggerhead, and olive ridley) call the Pacific, Atlantic, and Caribbean waters and the beaches of South America their home. While many are common, others are quite uncommon, even the range-restricted Kemp's ridley is an occasional visitor to South America. The leatherback, being just one sea turtle that is a complete stranger to the continent, the Australian flatback.

[Read More](#)

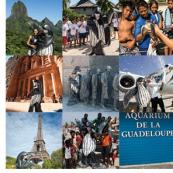
Conservation Progress in the Bioko Archipelago, Guinea-Bissau
A tropical country known for its parks and protected areas, Guinea-Bissau lies on the west coast of Africa. It is one of the country's efforts to inventory and catalog areas of high conservation importance, biodiversity surveys were conducted there in the 1990s, particularly in the Bioko Archipelago.

[Read More](#)

The Deadly Bucket
When Cape Cod juts into the Atlantic Ocean from the east coast of the United States, it forms Cape Cod Bay and the southern end of Massachusetts Bay. The area, which bears the grim moniker "The Deadly Bucket," is the site of the world's second-richest sea turtle strandings (behind Japan). The cold waters of the Gulf Stream, which runs along the eastern coast of North America, wash ashore weak and often dead as a result of cold stunning.

[Read More](#)

Follow Mr. Leatherback



on Instagram!

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Marine Ecosystems Conservation Sea Turtles Climate Change Lesson Plans Worksheets Maps

What do you want to learn about?





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Mr. Leatherback

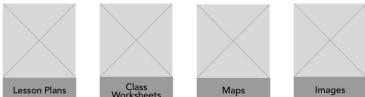
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What are you teaching about?



What resources are you looking for?



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How will you protect the oceans?



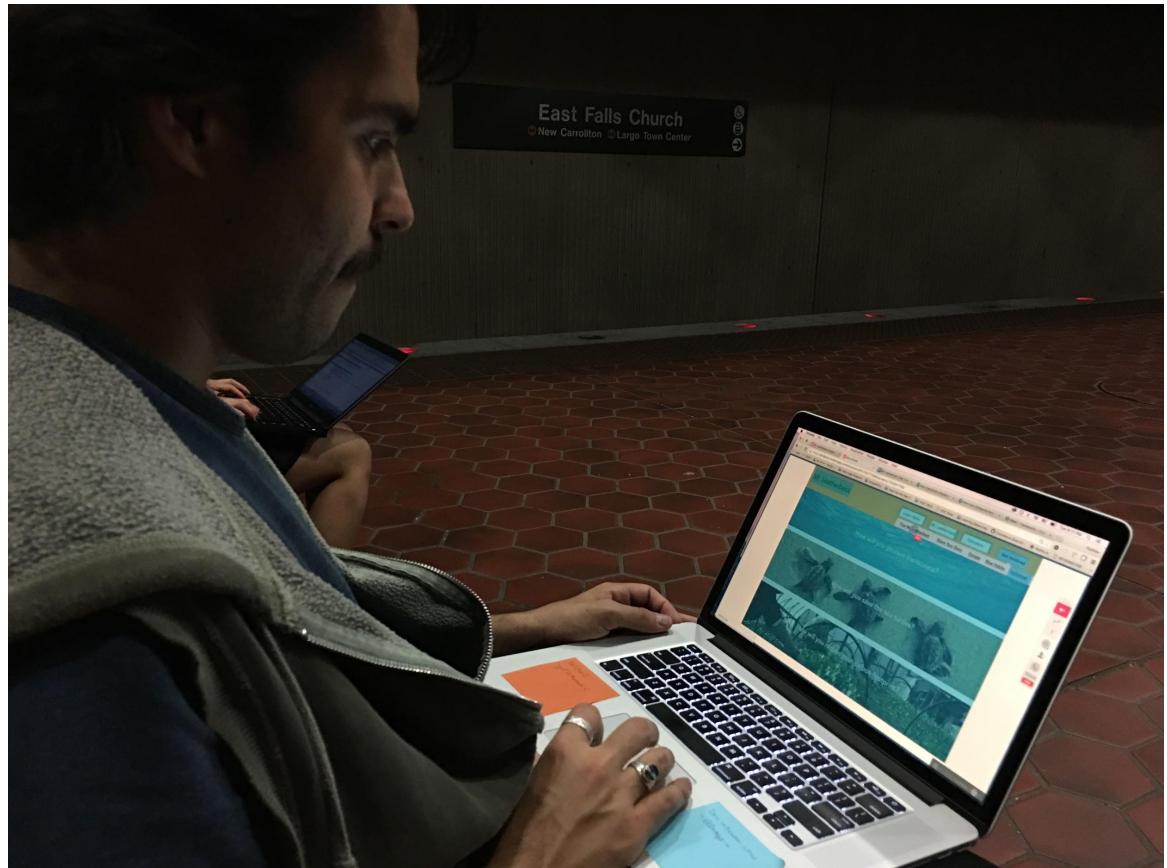
How will you save the sea turtles?



How will you reduce your carbon footprint?



Usability Testing



Usability Testing Questions

1. What would you expect to find on this website?
2. As a teacher, you are currently teaching about ecosystems, and are moving into the lesson on Marine Ecosystems. You are looking for additional material to include in your lesson. How would you find additional information?
3. You want to look at some maps about sea turtles. Where would you look to find them?
4. You recently learned about the detrimental effects that plastic has all over the world, especially on marine wildlife. You want to reduce your carbon footprint, but don't know how. How would you consult this site to reduce your carbon footprint?
5. You've just heard about a recent oil spill in the Gulf of Mexico, and want to understand the environmental impact it will have on the marine wildlife in that area. Show me how you would find information about that on this site.
6. Looking at all the information on the site, you've decided you want to act yourself. How would you approach volunteering through this site?
7. You just found Mr. Leatherback on Instagram and want to see where he has travelled around the world. How would you follow him?
8. If you wanted to see all the countries Mr. Leatherback has been to, how would you find out?

Usability Testing Findings

User instinct is to immediately start clicking around the site and exploring

People didn't know what to expect under the “learn more”

Under the “learn more” button, people thought many of the categories were similar, and would click on multiple categories to find the answer to one question

Every user correctly found the way to volunteer, although some said the volunteer page was unexpected/didn't make as much sense

Users who didn't already know about Mr. Leatherback didn't know what the site was about

Second Iteration

Mr. Leatherback

Protecting the oceans, with one individual at a time

Mr. Leatherback

Educators

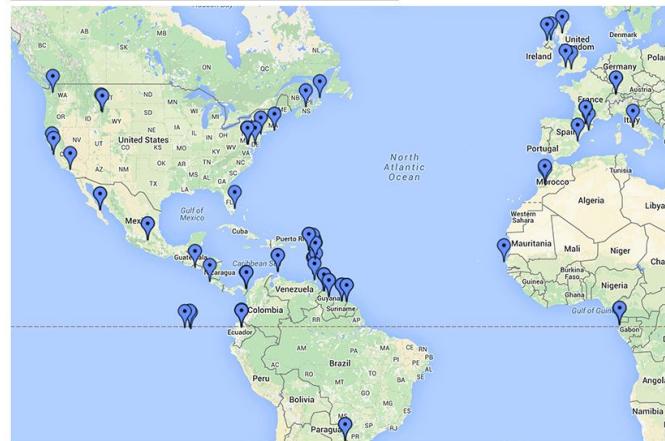
Get the Facts

Get Involved

Who is Mr. Leatherback?

Mr. Leatherback is a particularly unique turtle who was born in Mexico and came out of the sea in Costa Rica in 2006 to make sure that people know how important healthy oceans are not just for his kind, but for all sea creatures and people too. He is friendly, huggable, and photogenic, and he was born to travel. A charismatic ambassador for the ocean, he has taken his message to the pyramids in Egypt, the Space Needle in Seattle, the Coliseum in Rome, India's Taj Mahal, and New York City's Statue of Liberty.

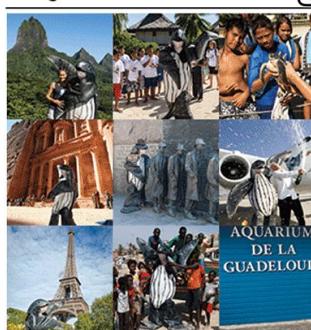
Where in the world is Mr. Leatherback?



Mr. Leatherback 2016

Contact Us

Instagram



Mr. Leatherback

Protecting the oceans, with one individual at a time

Mr. Leatherback

Educators

Get the Facts

Get Involved

Mr. Leatherback

About Mr. Leatherback

Find Mr. Leatherback

Photos

Videos

Bring Mr. Leatherback to You

Where has Mr. Leatherback been?

Click on a point to learn about where Mr. Leatherback has been and what he's done there!



Mr. Leatherback

Protecting the oceans, with one individual at a time

Mr. Leatherback

Educators

Get the Facts

Get Involved

Educators

Teaching Topics

[Marine Ecosystems](#)

[Conservation](#)

[Sea Turtles](#)

[Climate Change](#)

Resources

[Lesson Plans](#)

[Class Worksheets](#)

Maps

Images

Teaching Topics



Marine
Ecosystems



Conservation



Sea Turtles



Climate
Change

Teaching Resources



Lesson Plans



Class
Worksheets



Maps



Images

Mr. Leatherback

Protecting the oceans, with one individual at a time

Mr. Leatherback

Educators

Get the Facts

Get Involved

Educators: Maps

Teaching Topics

Marine Ecosystems

Conservation

Sea Turtles

Climate Change

Resources

Lesson Plans

Class Worksheets

Maps

Mr. Leatherback's Travels

Sea Turtle Nesting Areas

Sea Turtle Migration Paths

Sea Turtle Conservation Efforts

Ocean Currents

Whale Migration Paths

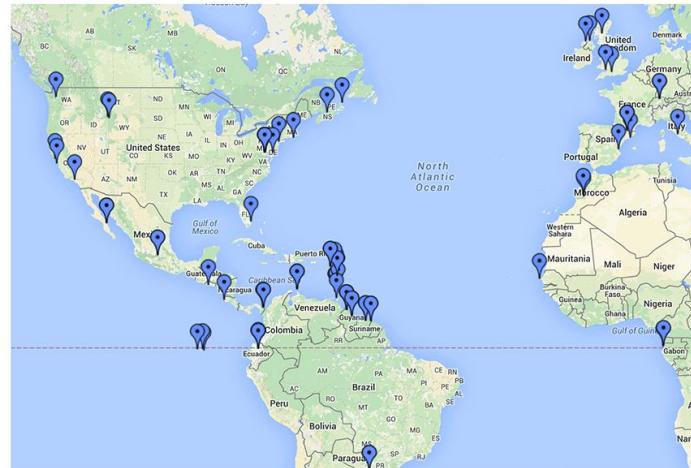
Images

Mr. Leatherback's Travels

Mr. Leatherback has traveled to 100 countries, click on a point to learn about what he did there!

Print Map

Share Map



Mr. Leatherback 2016

Contact Us

Mr. Leatherback

Protecting the oceans, with one individual at a time

Mr. Leatherback

Educators

Get the Facts

Get Involved

Get the Facts

[Marine Ecosystems](#)

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[Sea Turtles](#)

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[Carbon Footprint](#)



Marine
Ecosystems



Conservation



Climate Change



Sea Turtles



Sustainability



Carbon
Footprint

Mr. Leatherback

Protecting the oceans, with one individual at a time

Mr. Leatherback

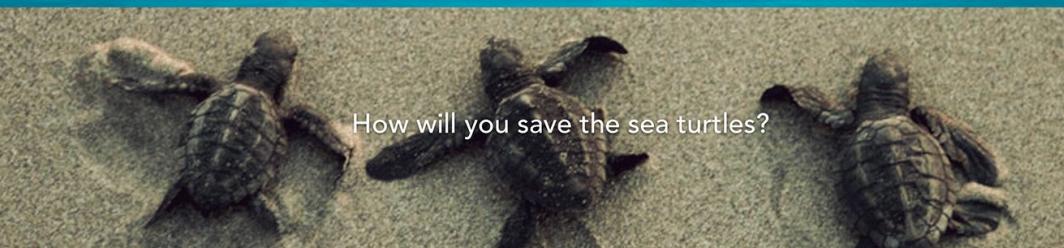
Educators

Get the Facts

Get Involved



How will you protect the oceans?



How will you save the sea turtles?



How will you reduce your carbon footprint?

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Educators

Get the Facts

Get Involved

Get Involved

Volunteer

Share Your Story

Bring Mr. Leatherback to You

Blue Habits

Donate

Search by state to find local conservation organizations

Virginia

Search

Alliance for the Chesapeake Bay

Spearheading innovative ways to engage people and groups to restore the Chesapeake Bay and its rivers.

Arlingtonians for a Clean Environment

Solutions for a sustainable lifestyle

Audobon Naturalist Society

Connecting people with nature in the DC region

Audobon Society of Northern Virginia

Protecting birds, other wildlife and habitats.

Back Bay Restoration Foundation

Preserving, protecting, and improving Back Bay watershed.

Thank you!

