chapter**one**

concept generation

Project Snow Leopard

While SECURE Himalayas covers a large amount of issues, it does tend to lay a focus on protecting the Snow Leopard and its habitat. The website needed to lay to focus on all of the various identified segments, while keeping such key points in mind.

Evaluating this project allowed us to create certain sections to categorise the various stakeholders. This included the government, local communities, landscape, and tourism. Each of these stakeholders were further categorised into departments, communities, unions, productivity, problems and so on.
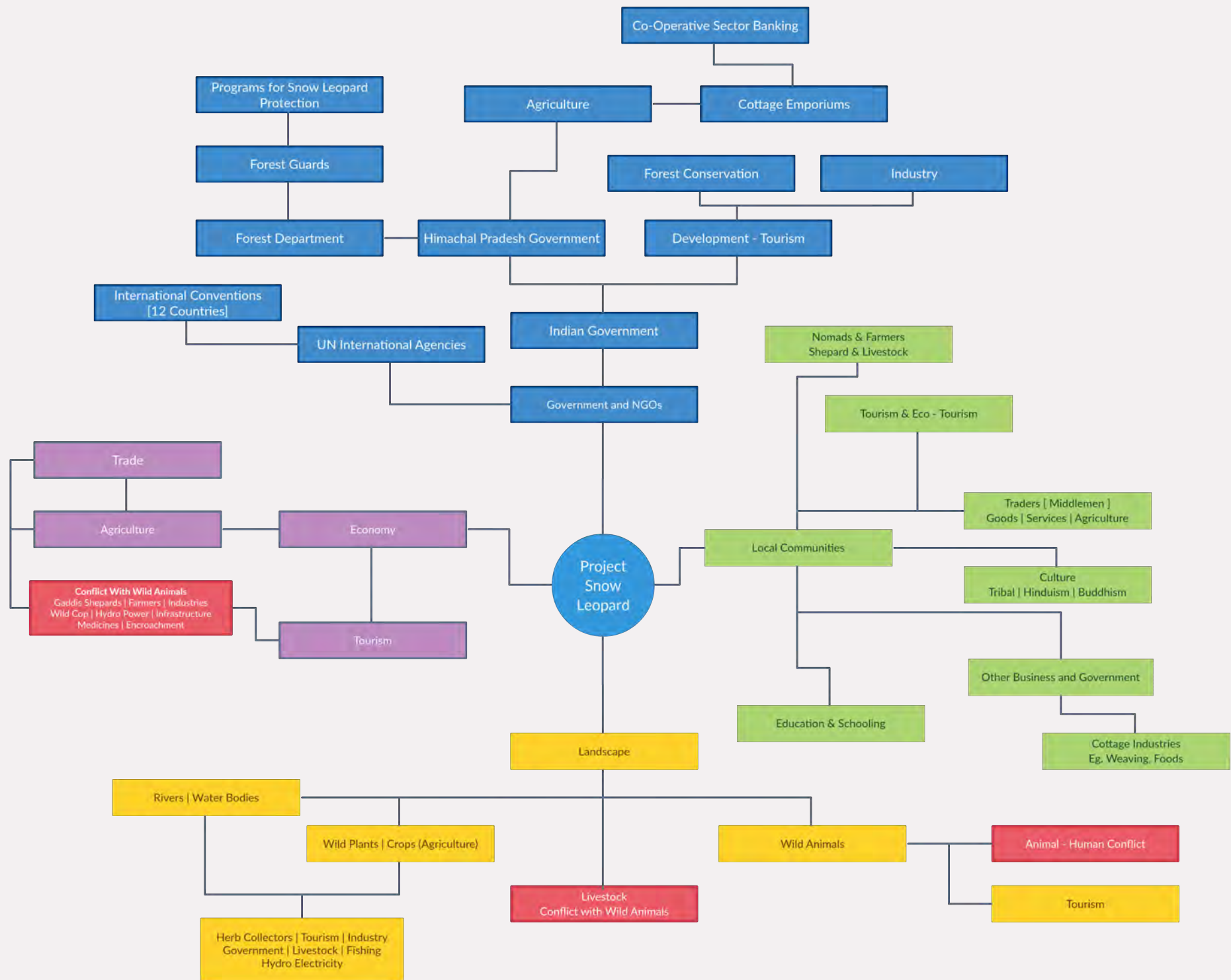
Mind maps let us create and divide these stakeholders into these various sections. This allowed us to recognise common issues, or goals each of these stakeholders may have.

Red boxes were identified as common issues that a few of the stakeholders were having, making tackling this, an important goal when producing content on the website.

Threats & Problems

The snow leopard habitat in the trans-Himalayan ranges face a variety of direct and indirect threats that vary in intensity and occurrence. This may occur in the form of habitat degradation due to livestock grazing, resulting in the decline of the wild herbivorous population, hence snow leopards have a shortage in their prey and resort to domestic sheep for food, leading to animal-human conflict between the pastoralists.

The high dependence of local communities on natural resources such as firewood, timber, selective removal of medicinal and aromatic plants lead to over usage of the forests and serve as an imbalance in the ecosystems. Aside from local communities, pressures from economic and infrastructure development including hydropower projects provide immense geographical change to the landscape.

Project Snow Leopard

- Co-Operative Sector Banking
- Agriculture
- Cottage Emporiums
- Programs for Snow Leopard Protection
- Forest Guards
- Forest Conservation
- Industry
- Forest Department
- Himachal Pradesh Government
- Development - Tourism
- International Conventions [12 Countries]
- UN International Agencies
- Indian Government
- Nomads & Farmers Shepard & Livestock
- Government and NGOs
- Tourism & Eco - Tourism
- Trade
- Traders [Middlemen] Goods | Services | Agriculture
- Agriculture
- Economy
- Local Communities
- Culture Tribal | Hinduism | Buddhism
- Conflict With Wild Animals
  Gaddis Shepards | Farmers | Industries
  Wild Cop | Hydro Power | Infrastructure
  Medicines | Encroachment
- Tourism
- Other Business and Government
- Education & Schooling
- Cottage Industries Eg. Weaving, Foods
- Landscape
- Rivers | Water Bodies
- Wild Plants | Crops (Agriculture)
- Wild Animals
- Animal - Human Conflict
- Livestock Conflict with Wild Animals
- Tourism
- Herb Collectors | Tourism | Industry
  Government | Livestock | Fishing
  Hydro Electricity

Target Audience

The target audience for the project may have been limited to certain stakeholders, however the need to communicate and its awareness spreads across the globe. Starting from local communities, to regional users, to national readers, to international awareness, to institutions looking to partner and more.

Communication Needs

1. To provide various solutions and platforms for branding.

2. To create publicity through social media, emailers, web presence, events, films, radio, marketing, exhibitions and more.

3. To create and maintain awareness.

4. To create dialogue between the various stakeholders.

5. To provide education material to the target audience over various different platforms.

6. To provide forms of training to local communities, tourists and other stakeholders that play a role in the local habitat.

Together the website had to capture all the underlying needs and act as a platform to present all such information in an organised, structured form.

Aim & Objective

1. To create a website as a resource in the form of a website for the SECURE Himalayas Programme.

2. To advocate for local community and raise awareness of socio-political, economic, and environmental troubles of the land to a global audience, educate and training locals in the solutions to some of these issues and government-aided programs, and finally, to brand the place.

3. To cater to information seekers at a local, state, national and global level.

4. Aid the United Nations SECURE Himalayas Programme in their goals of conversation, management, and enhancement of local resources and assets.

chapter**two**

research & data

Site Visit

Over a fortnight we visited the project landscape in Himachal Pradesh. This included Shimla, Reckong Peo, Kothi, Kamru, Sangla, Ribba and Kalpa. Interaction with people was key to the research of the project.

Primary Research

Primary data was key to research of local communities and their presence on the web, their use of social media etc. It plays an important role in certain content creation and allows for targeted campaigns to specific audiences. However, it limits one to a certain areas data and local interactions. Such information is only one part of the website as it plays a larger role to communicate various elements to various users including the general public, various stakeholders, interested parties etc.

Shimla
2260 m

Kalpa
2960 m

Ribba
2745 m

Sangla
2600 m

Kamru
2700 m

Kothi
2500 m

Reckong Peo
2290 m
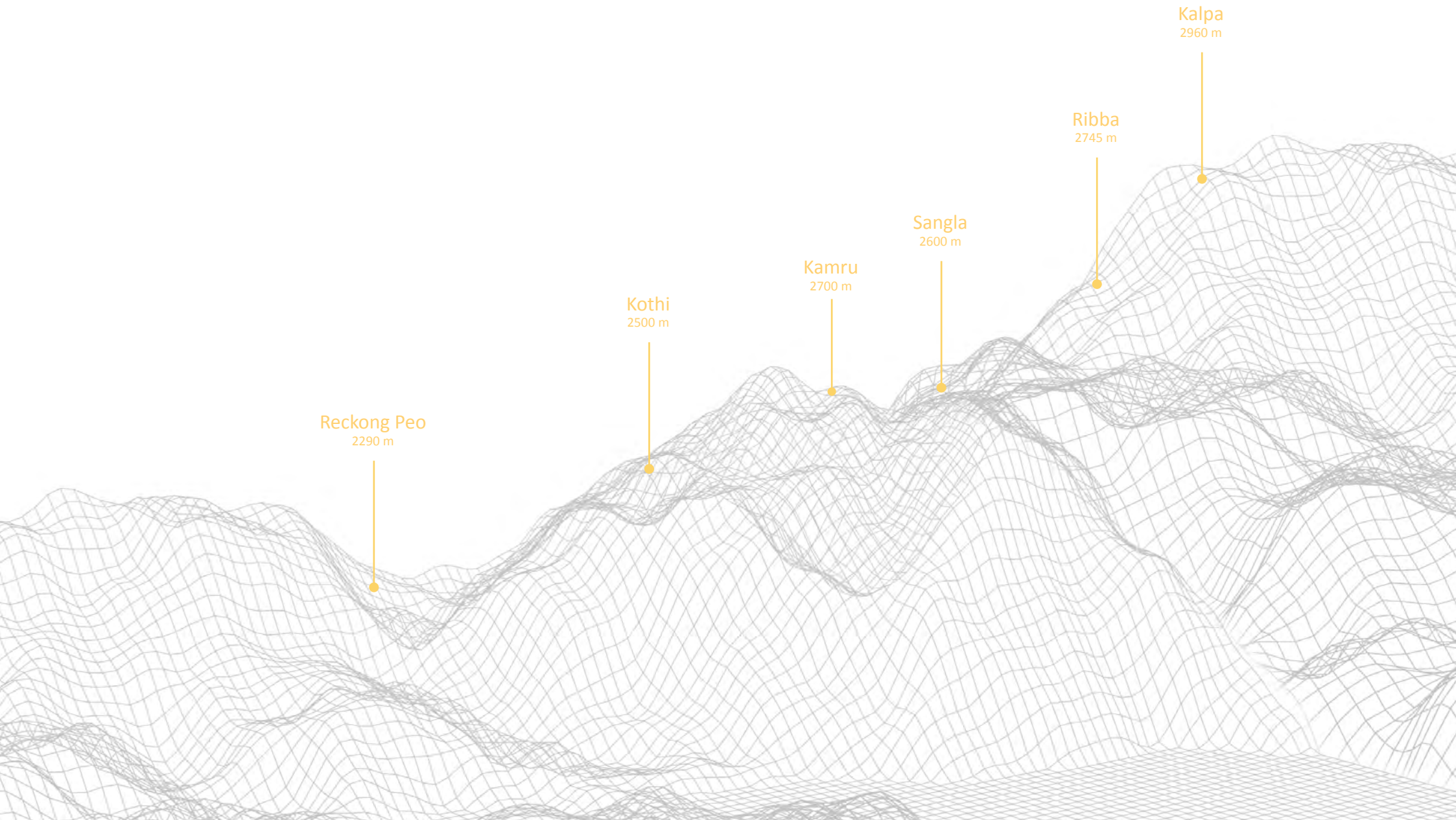
Taking away from locals.

Over two weeks we learned interesting facts about the festivals, food, with an emphasis on culture. The local culture is the what I feel is unique about landscape. The syncretic religion, binds the two cultures to create a society. Besides an amalgamation of the two, independently both cultures keep traditions alive. In Kinnaur, women keep traditional methods of weaving alive, its use is seen in marriages throughout the region.

Interactions with such people led us to understanding the challenges they face in their daily work lives. In a similar interaction, we met a gentlemen by the name of Kailash, who has been in the gunsmith business for generations. He now faces challenges from modern machine repairs. However, he too tries to keep his tradition alive and services all his guns with the uttermost care and one can see passion and quality in his work.

Secondary Data

Secondary collected over the months was data I considered primary. For the website to come together it needed to cover a lot of ground and while some of that relied on true real time primary data, static content is important as well.

The website has to present information to various stakeholders, such information is collected from a pool of sources - interactions, interviews, world wide web, books, documents, previous studies, ongoing efforts, researches, and ongoing studies.

Content was key to this website. The challenge identified was to present static and dynamic data in a clever manner to cater to various audiences. The structure of the website played an important role here.

Content

The content on the website changes the way a website is visualised. After analysis, various types of content that would be provided on the SECURE Himalayas website was identified.

Being a global project it would require to cater to a global audience including future alliances, partners, shareholders, stakeholders, such audiences need formal content. However, as this project has certain goals, which are being completed by various firms and institutions studies are regularly updated and new content is created.

This website would cater to dynamic and static content.

Content is Action and User driven. Dynamic content allows for maximum engagement with users through the website as well, as secondary links which lead to the website - sharing articles etc.

Dynamic content is key to the entire structure of the website. The website aims to use the content to drive engagement on the static pages of the website.
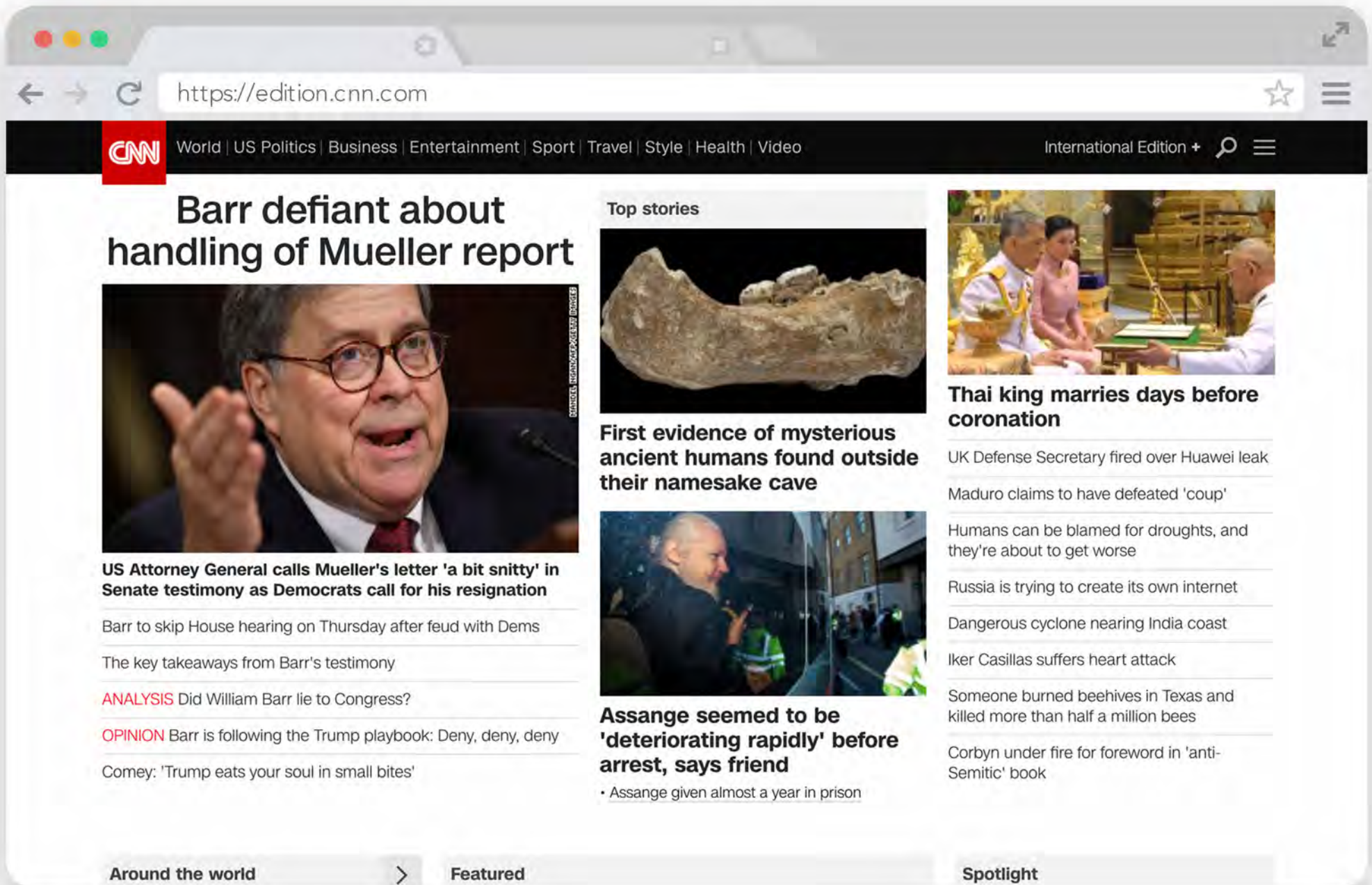
Web Structure

Content that is constantly updated to engage with users is known as dynamic content. To evaluate such large databases, and filter out content is not an easy task. A few of the examples one could look at are CNN, WCS and National Geographic.

Each of those websites display multiple sections of content in their own way laying focus or emphasis on their respective goals, and targets.

CNN combines data from all over the world, presents it beautifully in a clean and precise manner while still managing to lay emphasis on current, trending stories in the same grid.

National Geographic uses the idea of dynamic content and featured articles as well. It presents this content in a scrollable blog form, jumping from one section to the next.

Please turn over to see these samples.

CNN

World | US Politics | Business | Entertainment | Sport | Travel | Style | Health | Video

International Edition +

Barr defiant about handling of Mueller report

US Attorney General calls Mueller's letter 'a bit snitty' in Senate testimony as Democrats call for his resignation

Barr to skip House hearing on Thursday after feud with Dems

The key takeaways from Barr's testimony

ANALYSIS Did William Barr lie to Congress?

OPINION Barr is following the Trump playbook: Deny, deny, deny

Comey: 'Trump eats your soul in small bites'

Top stories

First evidence of mysterious ancient humans found outside their namesake cave

Assange seemed to be 'deteriorating rapidly' before arrest, says friend

· Assange given almost a year in prison

Thai king marries days before coronation

UK Defense Secretary fired over Huawei leak

Maduro claims to have defeated 'coup'

Humans can be blamed for droughts, and they're about to get worse

Russia is trying to create its own internet

Dangerous cyclone nearing India coast

Iker Casillas suffers heart attack

Someone burned beehives in Texas and killed more than half a million bees

Corbyn under fire for foreword in 'anti-Semitic' book

Around the world

Featured

Spotlight
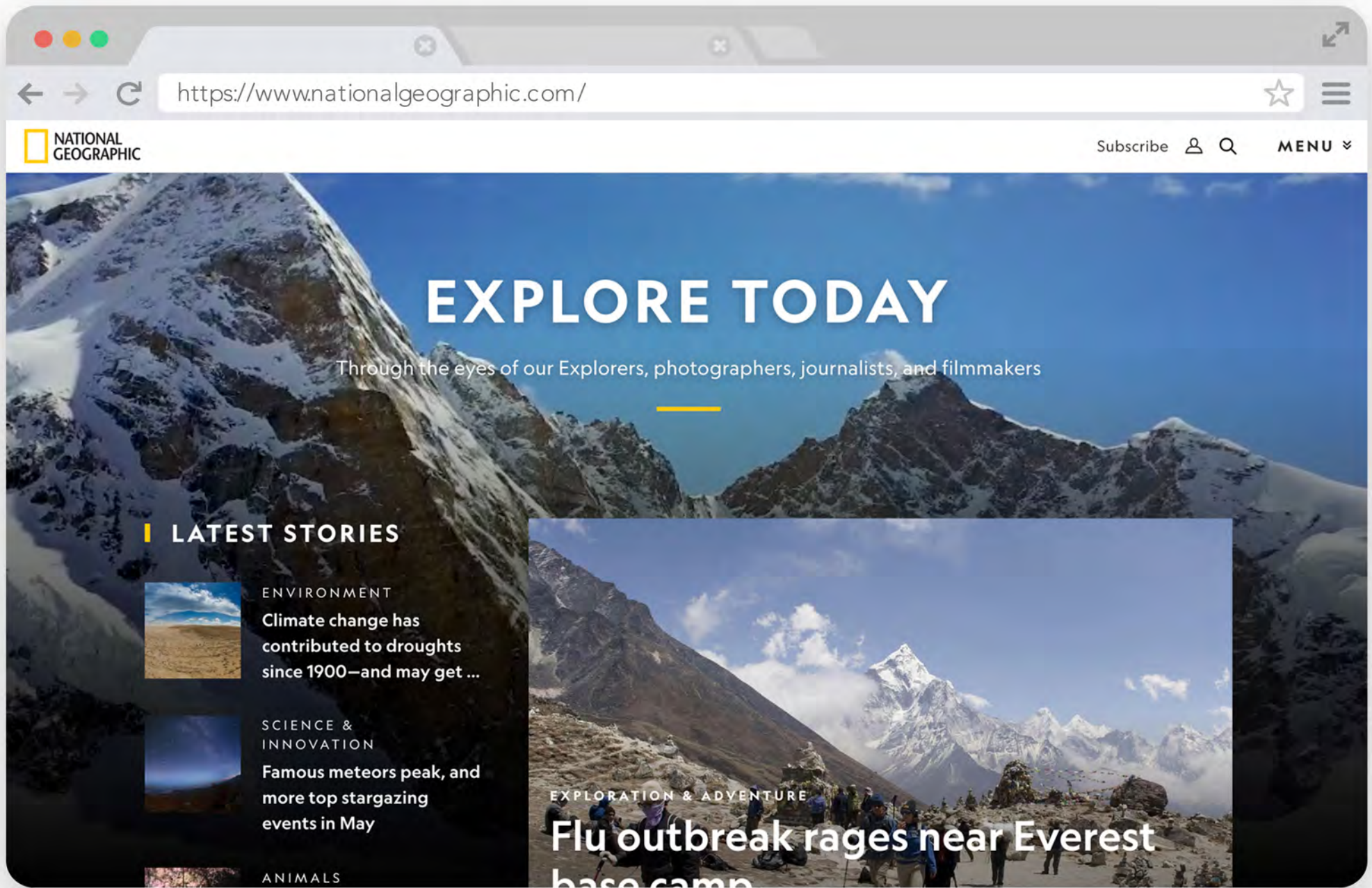
https://www.nationalgeographic.com/

NATIONAL GEOGRAPHIC

Subscribe

MENU

EXPLORE TODAY

Through the eyes of our Explorers, photographers, journalists, and filmmakers

LATEST STORIES

ENVIRONMENT
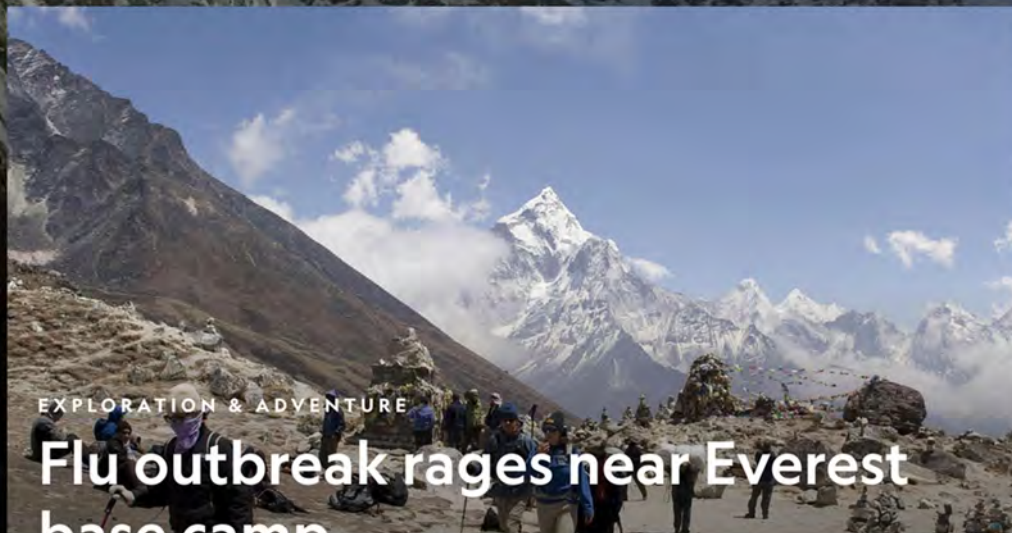Climate change has contributed to droughts since 1900—and may get ...

SCIENCE & INNOVATION
Famous meteors peak, and more top stargazing events in May

ANIMALS

EXPLORATION & ADVENTURE
Flu outbreak rages near Everest base camp

chapter**three**

information architecture

Information Architecture

In simple terms is the structure of all the information on a website or an app. It is similar to a movie script or story outline.

Essentially content is not shown in one chunk. Content is broken down and shown in segments or sections. These sections when organised in a structure create the information architecture of a website or app.

Good Information Architecture should be everlasting. Larger segments come together and create categories which represent an overview of information for navigation. This allows users to navigate the website with ease.

The homepage uses the information architecture to present information in a way that allows for dynamic content, yet focuses on specific elements. An example would be a page such as "About the project". On the homepage, dynamic content in the form of stories, link selected static pages such as About that need to be reiterated to the audience. This also allows for increased page visits on static pages.

The following images show initial thoughts for the architecture.

Blogs

Traing

Project Aim

Maps

Articles   Language

About ~ what it is SH

News |S H . com|

FAQ

Contact Us

Partners

Educational   Material

Tweets

Documents   Blog

Conservation   Livelihood

education

SH

ABOUT

~~CONSERVATION~~
Habitat

Our Partners

Landscape

Aim & Objectives
~~Knowledge Base~~
~~Aims & Objectives~~
└ Strategy

Threats

Updates
~~News & Up.~~

Conservation

Contact.

& Enforcement.

~~SUSTAINABLE~~/
LIVELIHOODS

CULTURE

Challenges

Alternate Options /&
Livelihood. ~~Solutions~~ and
Development

~~Training~~
└─────── Resource Mgt &
Snow Leopard
Physical Habitat (Alpine Meadows)

~~NEWSROOM~~
~~ART~~
PROJECTS/
(OUR WORK)

Aim / Objectives

ALL PROT.
─ Eco Tourism

~~CONTACT~~
EXPLORE
(SEARCH)

Resources &
Data.

Structures & Sections

Listing all the various sections of content or information the website had to provide allowed one to divide them up into groups or categories.

Finding common links, ways to inter-connect pages to showcase dynamic content resulted in the following site architecture of SECURE Himalayas.

Navigation

Navigation plays an important role in being the first point of contact when a user opens a website. The placement of the navigation varies and creates a hierarchy when presenting this information. There is a hierarchy within each page as well, and depending on the navigation such information can be shown as well.

Primary Navigation allows one to represent important information to the user. This lets users navigate the website. It is usually task oriented.

Secondary Navigation is usually placed on top or below the primary navigation. It holds information that varies depending on the website. Eg. Login, or key information in the case of corporates.

Footer Navigation represent utility, legal pages, sitemaps, copyright information etc. It may also directly link to sections within pages of higher importance.

While choosing page titles, i.e. many times, navigation links are page headers, SEO was kept in mind. All headings were based on targeted data. A website with good navigations makes it easy for users to access and for search engines to crawl. Robots read your website and grade your performance multiple times. Your SEO rank is based on various different aspects, but the navigation and sitemap play a greater role.

Google Trends allowed us to search for popular search terms in specific regions. It allows one to target by locations, use trend predictions, use of charts for additional content as well as provide best data or meta data for social media, web, videos, images and more.

Snow Leopard
Search term

+ Compare

India ▼   Past 30 days ▼   All categories ▼   Web Search ▼

Interest over time ⟨?⟩   ⬇ <> ⤴

100
75
50
25

Feb 7   Feb 14   Feb 21   Feb 28

Interest by subregion ⟨?⟩   Subregion ▼ ⬇ <> ⤴

1	Himachal Pradesh	100	
2	Jammu and Kashmir	68	
3	Uttarakhand	36	
4	Delhi	15	
5	Kerala	14	

Organisations — Updates — Press — Contact Us — Language

Home

1

About

Responsibilities — External link

3

Habitat

Components

Interactive Map

Dynamic Hero Section

Aim

Landscape

What we do

Our Partners

Outcome 1

Threats

Form

Outcome 2

Specific Departments

Project Landscape

Components

Outcome 3

Conservation

FAQ

Outcome 4

Updates — Subscribe CTA

Updates

Enforecement

Blog

Footer

Contact

Site Map — Budget — Archive — FAQs — Circulars — Privacy Policy — Legal

4 Livelihoods

5 Culture

2 Projects

6 Menu / Explore

Modal

Search

Resources & Data

Daily Practices

Resource Mgt

CTA

External Shop

// This page introduces culture in the local areas.

All content is dynamic.

It links various ideologies, beliefs, practices with livelihood.

It allows for direct sales of their traditional handcrafted items.

It links various platforms and makes the public aware of different ways they can connect with the project and it's goals.

Outcomes

Studies

Ongoing Updates

Eco Tourism

Dynamic Articles

Non Timber Produce

Sustainable

Agriculture

Polygamy

Challenges

Site Map and
Information Architecture

chapter**four**

wireframing

Page Elements

Each page of the website is required to push dynamic content, along with static content. Each page is hence made of sections and elements. Each section holds specific type of content, the way it is displayed may be altered and changed. Visual representation could be explored.

The five elements recognized to be part of each page via sections are:

Branding

Creating Dialogue

Creating Awareness

Clear Call to Actions

Value Proposition - What value does it add?

Low Key Wireframing

Instead of directly building pages, each section was built keeping the elements in mind for separate pages. Each section contained content that was engaging and allowed users a preview and then further led to more dynamic or static pages.

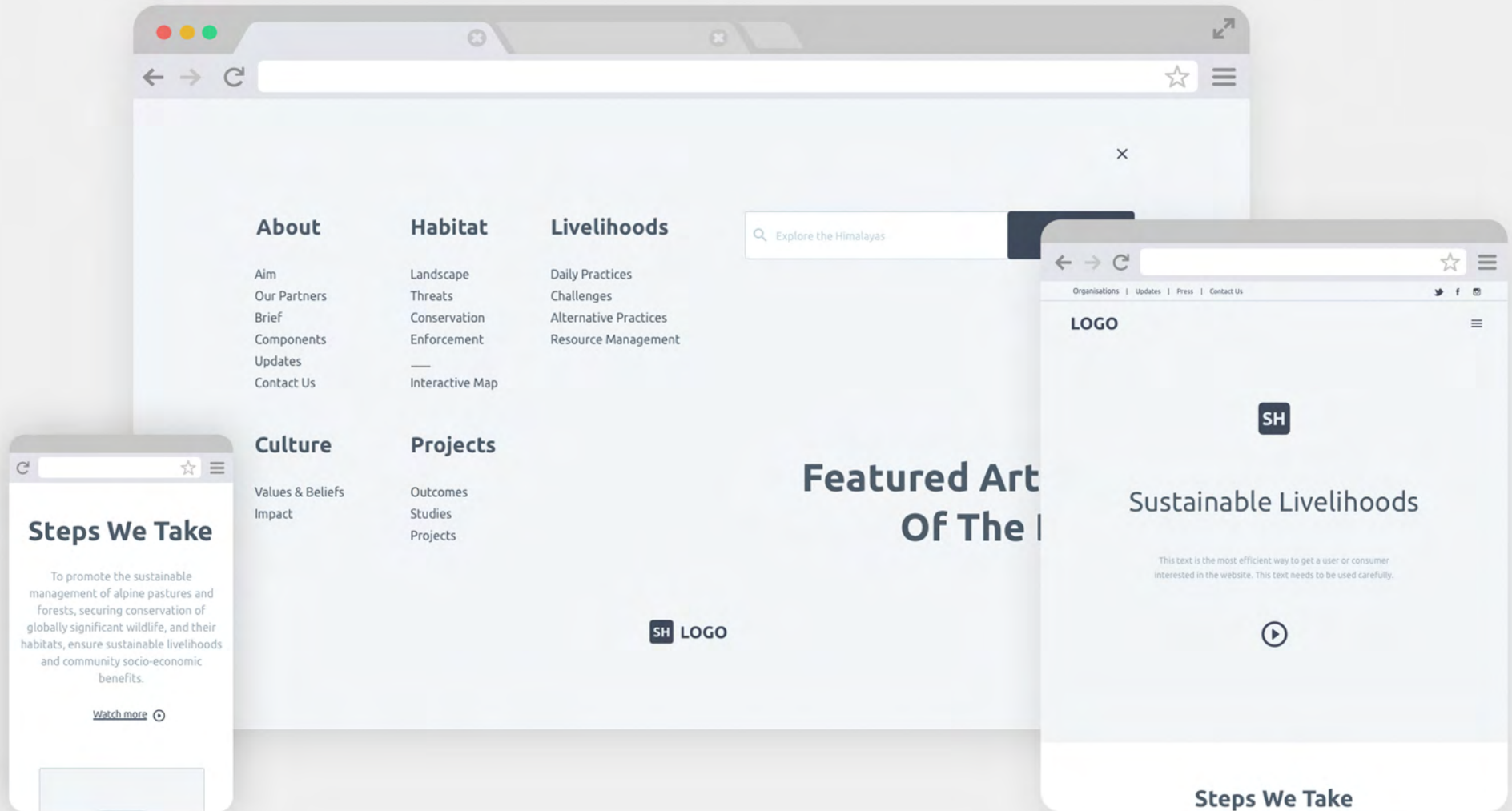Section building allowed me to rapidly prototype and build pages for the websites.
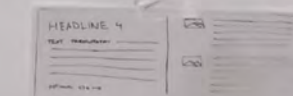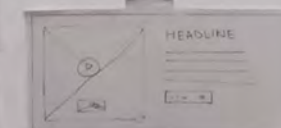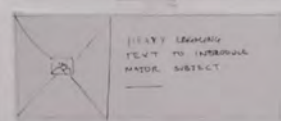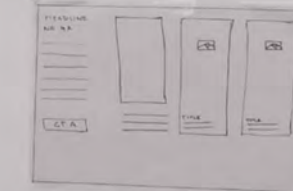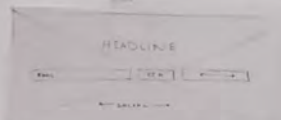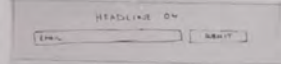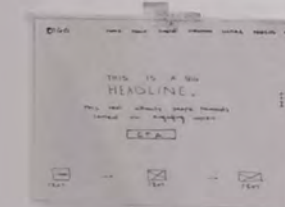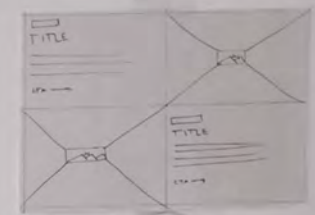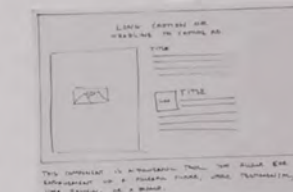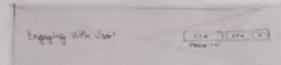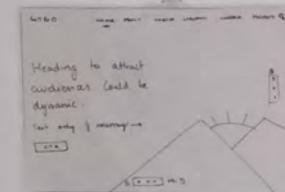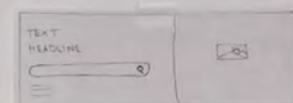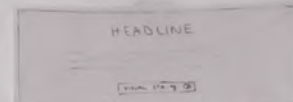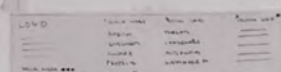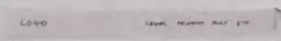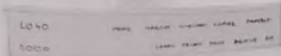
Wireframing

Using the hand drawn wireframes for various sections. Building pages started using Sketch, a vector graphics editor.
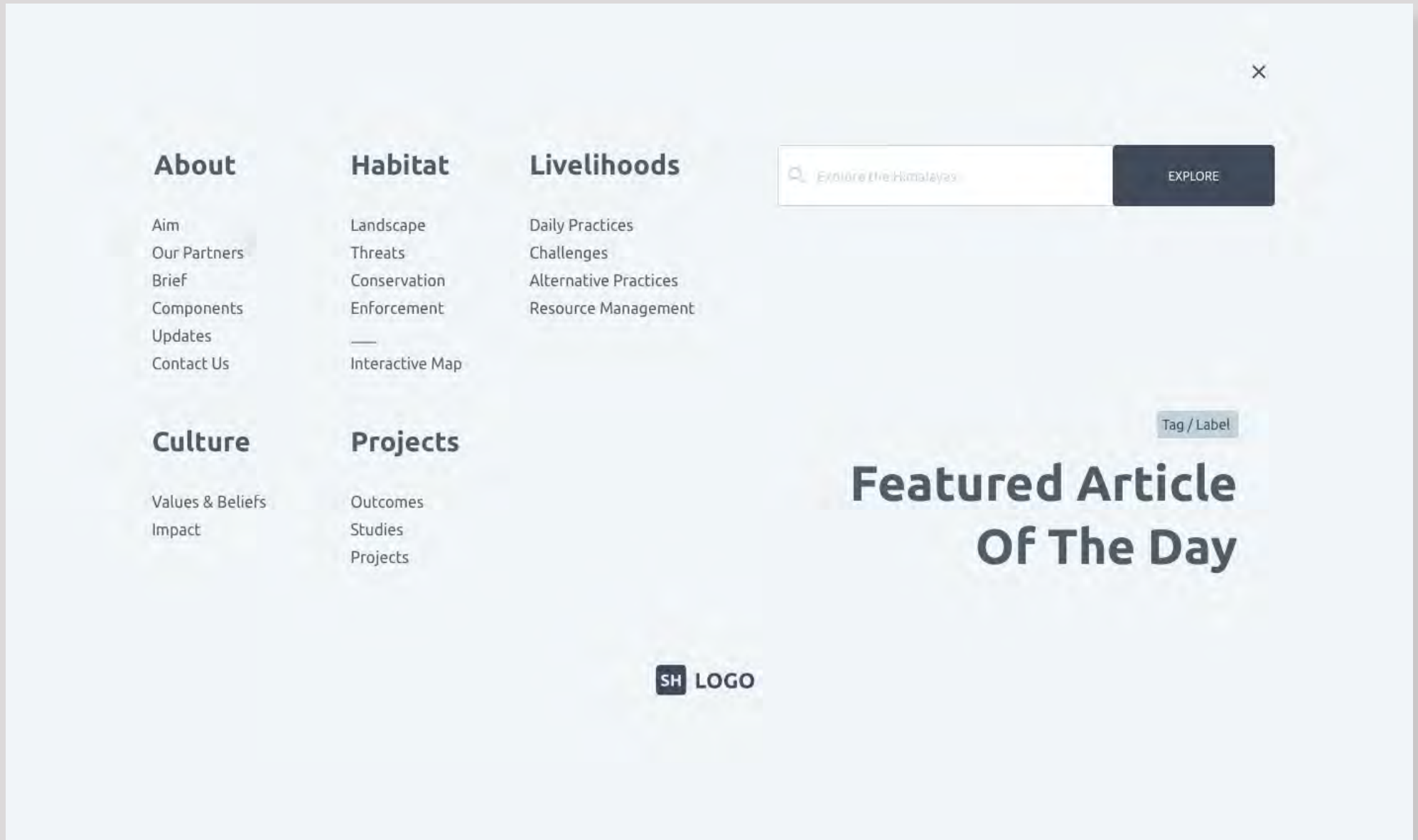
Sketch allowed one to use various modules to integrate the idea of dynamic data. It allowed one to perfectly duplicate sections and mimic data. It served as a freehand pixel perfect drawing kit, and allowed for prototyping. As an independent app, it integrated beautifully with other apps.

The next few pages contain pixel-perfect wireframes built using Sketch based on the hand drawn sections.

About

Aim
Our Partners
Brief
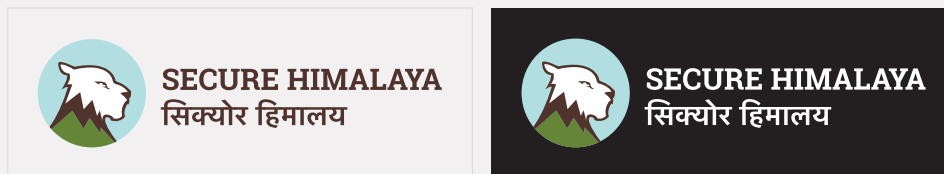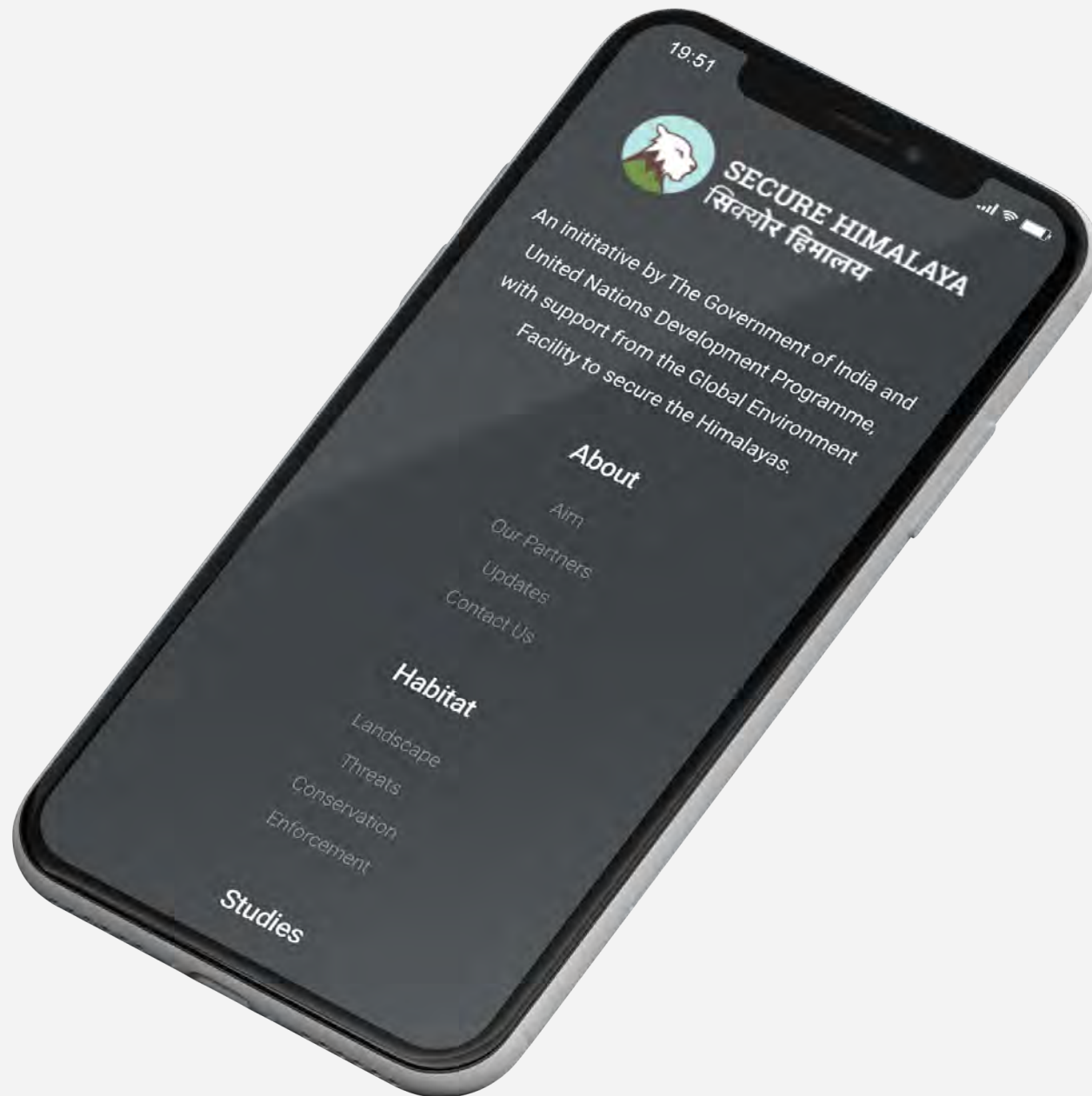Components
Updates
Contact Us

Habitat

Landscape
Threats
Conservation
Enforcement
—
Interactive Map

Livelihoods

Daily Practices
Challenges
Alternative Practices
Resource Management

Explore the Himalayas

Culture

Values & Beliefs
Impact

Projects

Outcomes
Studies
Projects

Featured Art
Of The

SH LOGO

Organisations | Updates | Press | Contact Us

LOGO

SH

Sustainable Livelihoods

This text is the most efficient way to get a user or consumer interested in the website. This text needs to be used carefully.

Steps We Take

Steps We Take

To promote the sustainable management of alpine pastures and forests, securing conservation of globally significant wildlife, and their habitats, ensure sustainable livelihoods and community socio-economic benefits.

Watch more

Navigation

Wireframe for Desktop

✕

About

Aim
Our Partners
Brief
Components
Updates
Contact Us

Habitat

Landscape
Threats
Conservation
Enforcement
—
Interactive Map

Livelihoods

Daily Practices
Challenges
Alternative Practices
Resource Management

Culture

Values & Beliefs
Impact

Projects

Outcomes
Studies
Projects

🔍 Explore the Himalayas

EXPLORE

Tag / Label

Featured Article Of The Day

SH LOGO

chapter**five**

branding

Logo

SECURE HIMALAYA
सिक्योर हिमालय

SECURE HIMALAYA
सिक्योर हिमालय

SECURE HIMALAYA
सिक्योर हिमालय

19:51

SECURE HIMALAYA
सिक्योर हिमालय

An inititative by The Government of India and United Nations Development Programme, with support from the Global Environment Facility to secure the Himalayas.

About

Aim

Our Partners

Updates

Contact Us

Habitat

Landscape

Threats

Conservation

Enforcement

Studies

Colour

Imagery

#ffffff

White
rgb (255, 255, 255)
CMYK (0, 0, 0, 0)

#FDC941
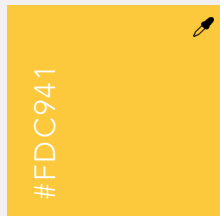
SH Yellow
rgb (252, 201, 63)
CMYK (1,21, 86, 0)

#645394
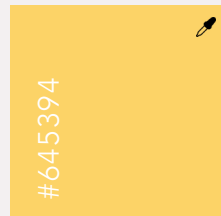
Deep Purple
rgb (100, 83, 143)
CMYK (72, 73, 10, 0)

#353535
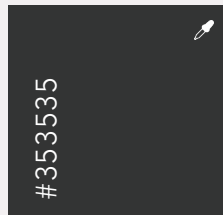
Charcoal Grey
rgb (53, 52, 52)
CMYK (69, 63, 62, 57)

5E5E5E
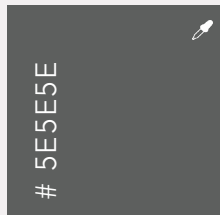
Thunder Grey
rgb (94, 95, 95)
CMYK (62, 53, 53, 25)
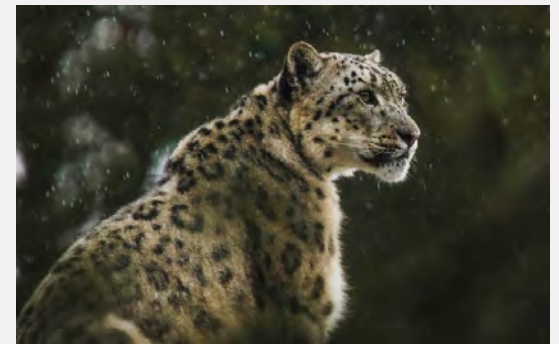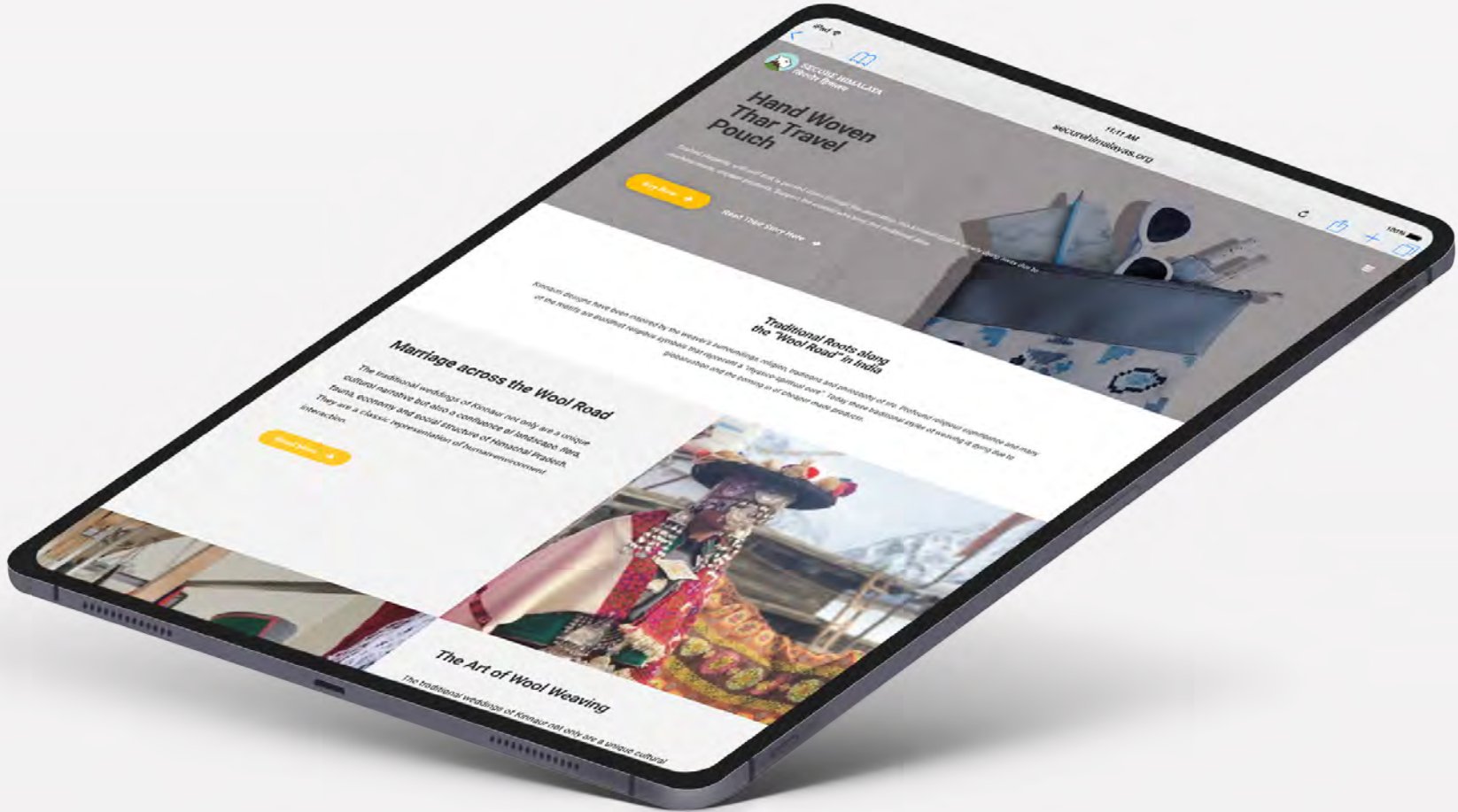
Typography

The typography goes hand in hand with the logo. It varies slightly but remains within the same family. Roboto is the chosen typeface.

Roboto is a neo-grotesque sans-serif typeface. Roboto was originally developed by Google for their system font in their Android operating system.

Roboto

Light　　Regular　　**Black**

Aa

12pt, 14pt, 28pt, 32pt

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

chapter**six**

design & mockups

Design

While deciding what platform to use, content had to be kept in mind. A content management system had to be used to supply the website with dynamic content on a regular basis, in a structure and organised form. WordPress is a content management system capable of managing such content.

WordPress has multiple ways to develop and apply custom themes. It has its own page builder as well.

While the interactive wireframes were designing with Sketch, designing on sketch would result in a development team having to code this website. The website uses dynamic content and to showcase this change in content a live system was required as part of this design.

Custom Building

Over a few days, I found various ways to produce custom made websites without code. Elementor, WordPress plugin, a platform unlike other page builders allowed me to create custom pages, following custom designs.

Unlike other page builders Elementor allows you to create rows and columns and based on a grid create your custom design. It uses sections as well.

Elementor was easy to use and while I did face issues, I could solve them with a little help of the community pages etc. It allowed me to use code when necessary hence allowing me to visualise certain specific and custom design elements.

While I followed the wireframes, I adapted the design to basic principles along the way as I learnt about new defaults in web design.
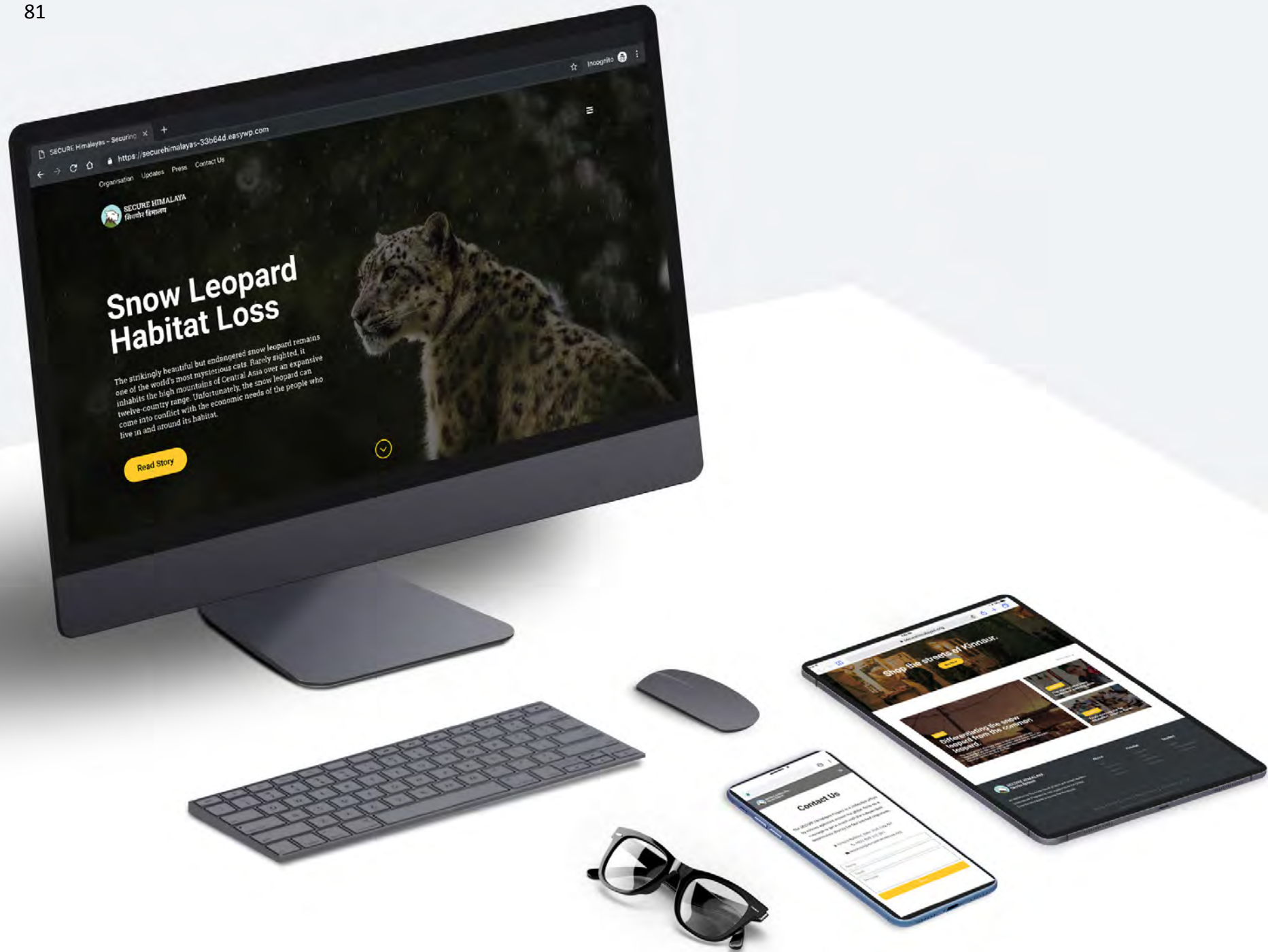
As the website uses the content management system, it has been built on the WordPress builder. To experience the website and view all pages visit the link below or scan the QR code.
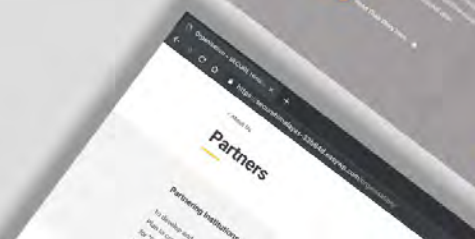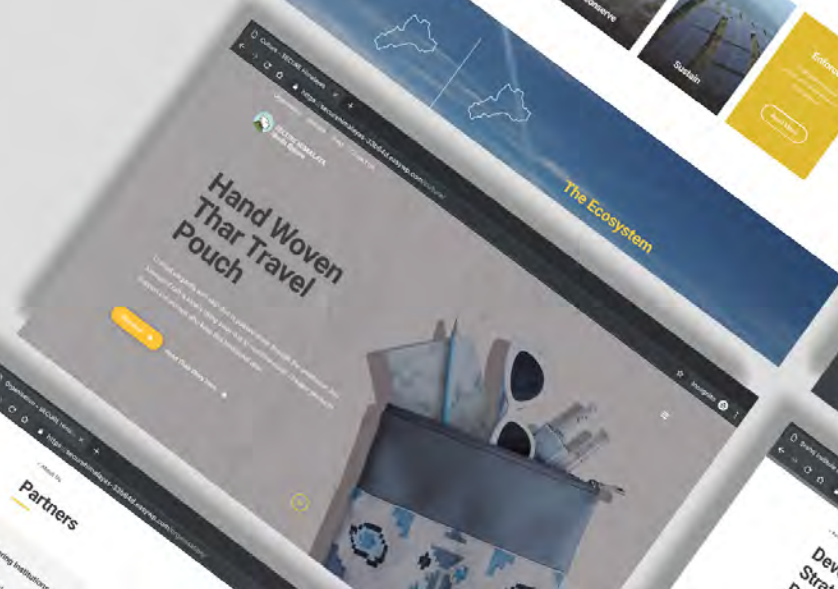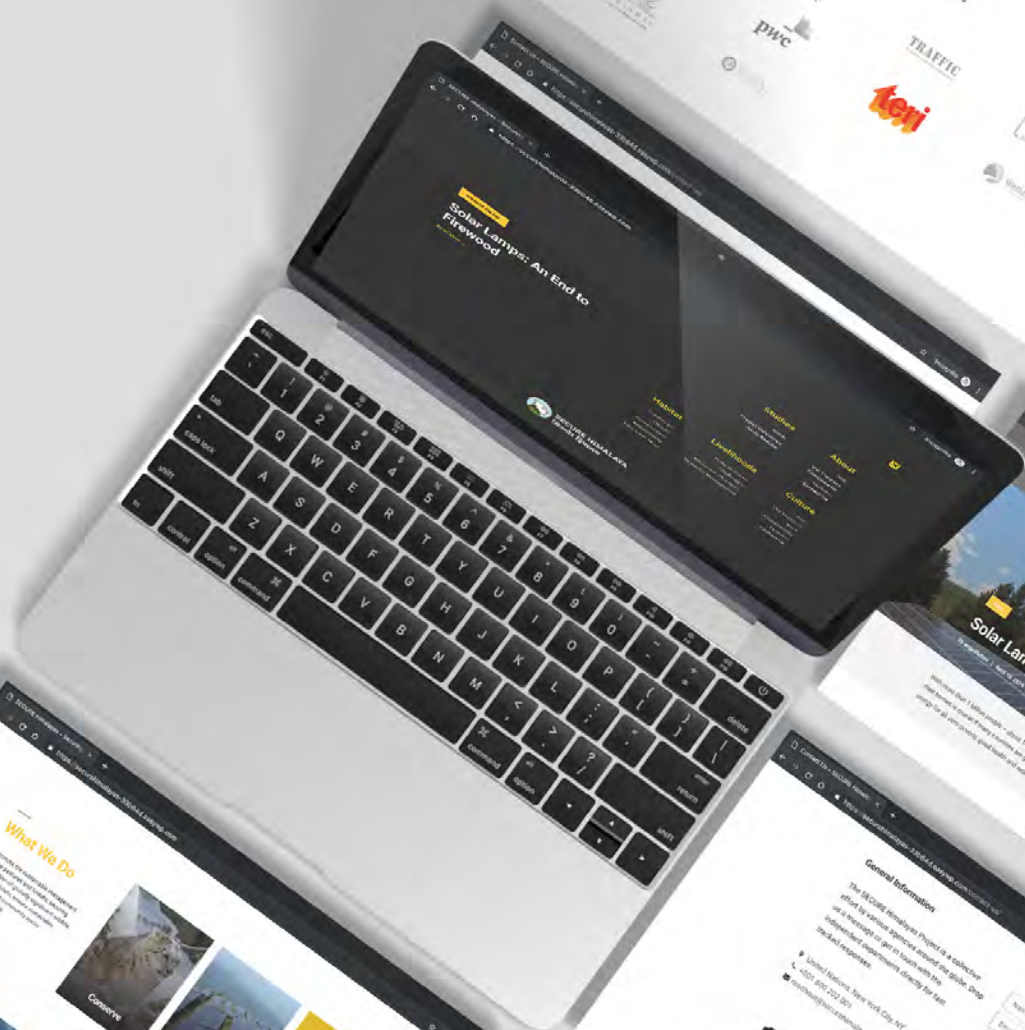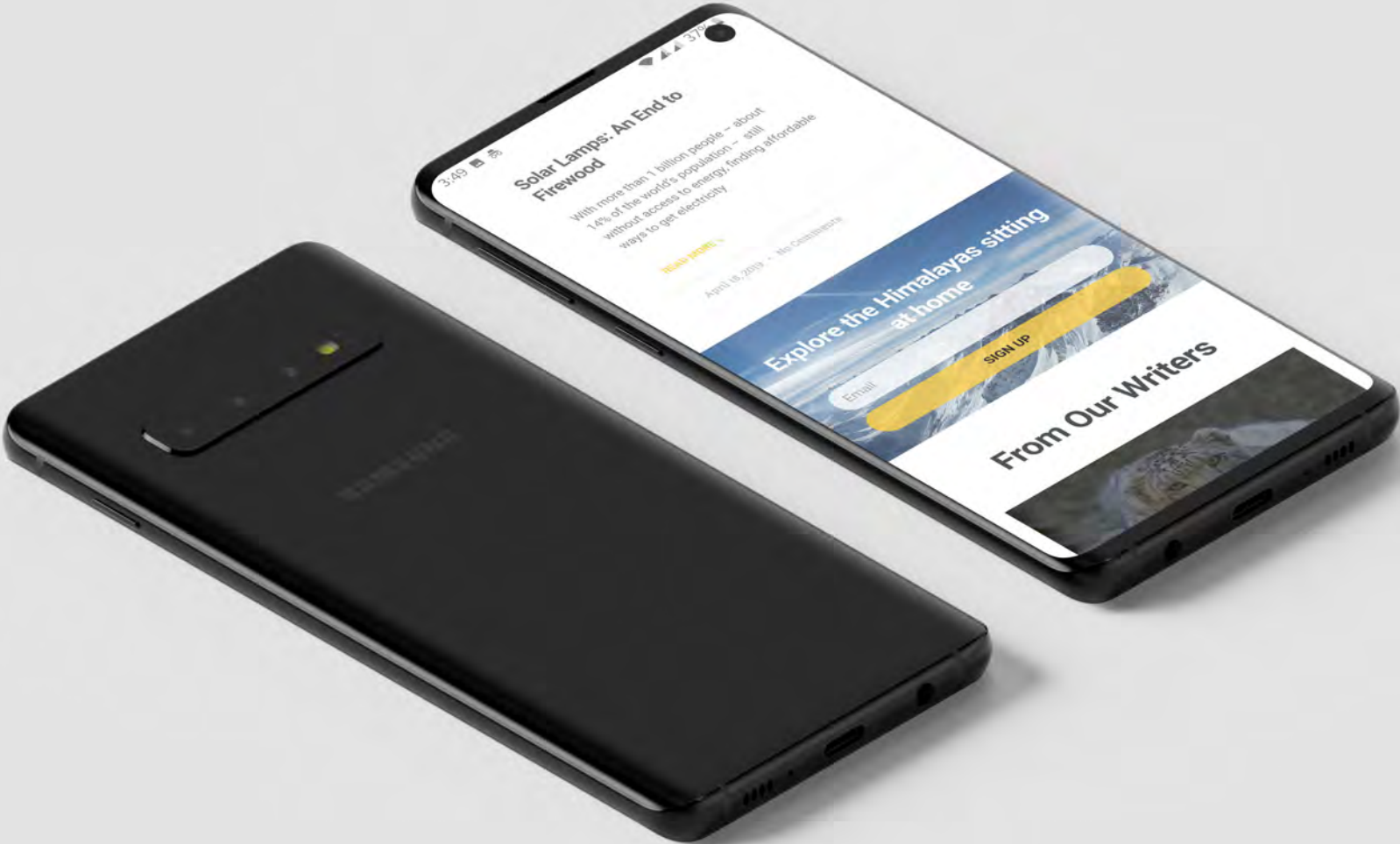
securehimalayas.org

The following pages contain a few full screenshots from the website, images, and mockups, that are a small representation of the wesbite in a static form. Please refer to the live website for more.
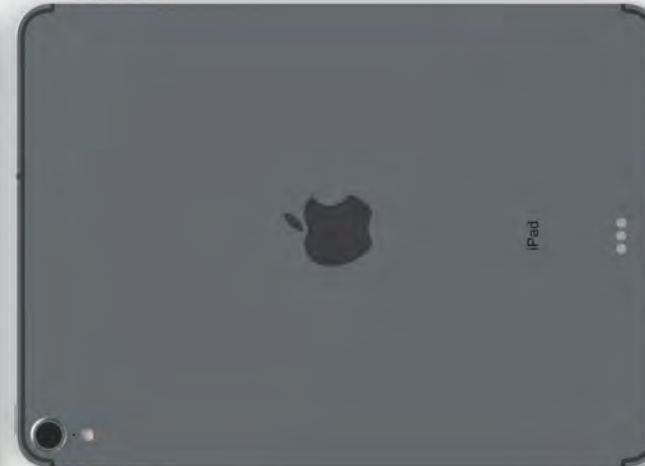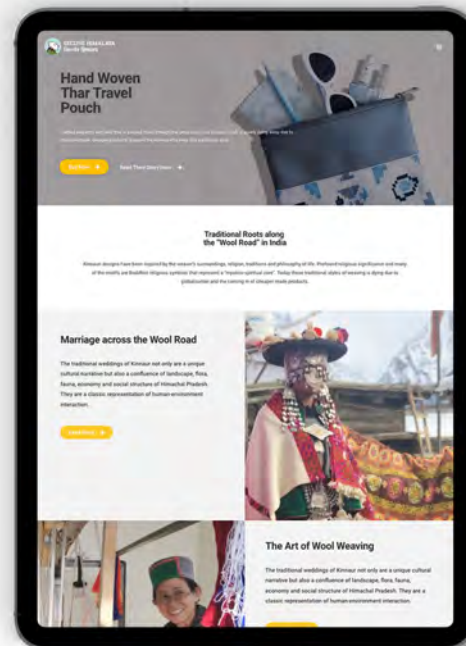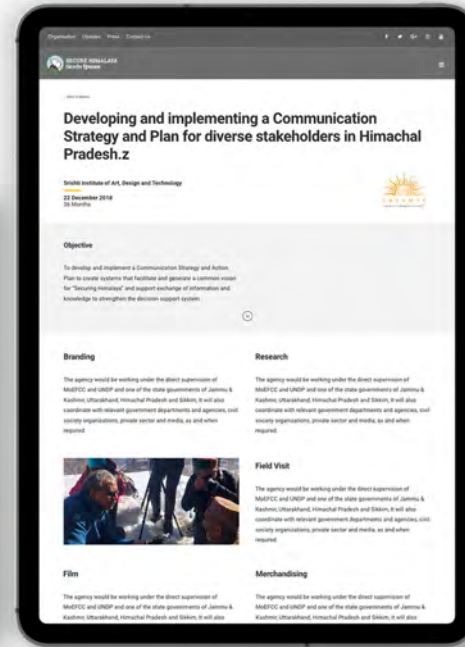
19:51

SECURE HIMALAYA
सेक्योर हिमालय

Contact Us

The SECURE Himalayas Project is a collective effort by various agencies around the globe. Drop us a message or get in touch with the independent departments directly for fast tracked responses.

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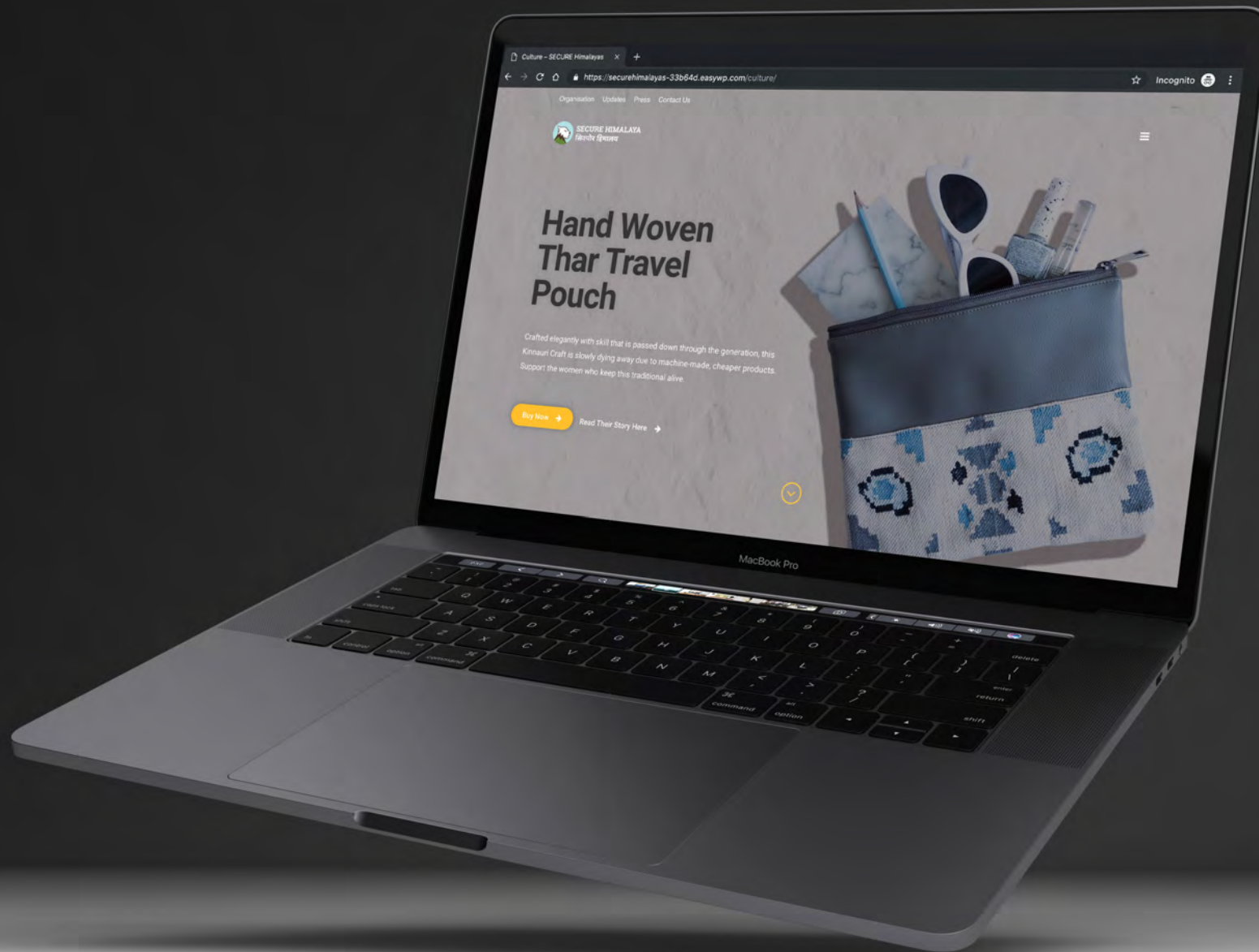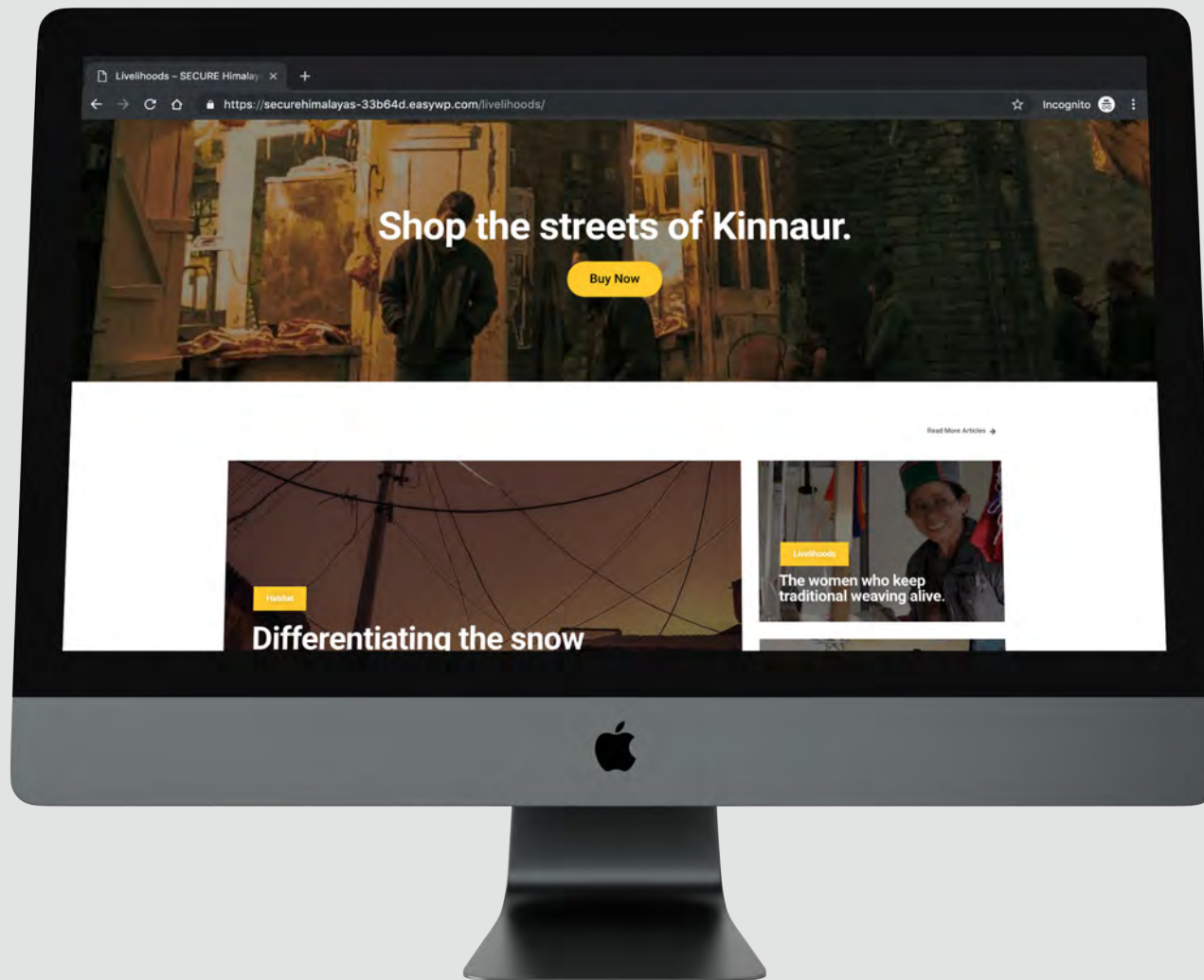
Solar Lamps : An end to firewood

Our Partners

chapter**seven**

conclusion

Reflective Note

'Mountain Ghost Trails' has been an adventure. I have always been big on practical work. While this project did have, it's share of research, the primary interaction was only a small part of my assignment. However, the research paid off, I did move on to practical based work.

From drawing wire frames, to creating interactive wireframes, to building pages using sections and replicating elements, this experience has expanded my knowledge in not only the project goals, but in various new platforms. These applications make prototyping quick and easy, and allow for exceptional communication which is best in visual form, this makes communication with clients clear and concise.

During our site visit, I learned about new cultures, experienced co-existing cultures and religions, I learned about the challenges and problems first hand, and interacted with locals.

During my time building and designing the website, I attempted to try new software's and successfully managed to do so. Access to various websites is always there. This time I took to reading, I invested in a Medium account. It encouraged me to read. A personal goal I have been trying to achieve for a while.

Various different people from all sorts of backgrounds and with different careers write on Medium. Medium allowed me to access information which was modern, had been reviewed by various audiences and these opinions allowed me to enhance my design based on the different views. They played the role of a user-analyst.

All together I believe this project has enhanced my ability and skills, it has enhanced my knowledge and led me to new experiences. I believe I have achieved personal and project goals. I wish to further work on the new platforms and hence this project as a future personal goal.

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