Front Page

Course and place of study:

Season:

Semester:

Class designation:

Title of project:

Name of the project participants:

Scope:

Full ????? of the project participants:

Link to the solution:

May the report and product made public?:

Date and signature of all participants:

Table of contents

Introduction

-\*general description of the zoo and the event what they are doing and the christmas eve.\*

Problem description:

Every year, Aalborg Zoo hosts a Christmas Eve event with free entry and a series of activities for both children and adults. They also make use of the occasion mention their projects which the guests are more than welcome to support.

Their new website has a dedicated subpage for each of their events, however, there is relatively little information since they communicate primarily through Facebook. The website contains quite a lot of information about Aalborg Zoo Conservation Foundation(AZCF), but due to the prioritisation of the content, the subpage can seem aimed towards applications for fund recipients or potential collaboration partners.

Although they host over 10.000 guests every year, their previous attempts to raise funds for AZCF during the event showed disappointing results. Unfortunately, AZCF does not know the reason, but it could be the lack of a clear alignment of expectations.

The goal for the event has always been “to give a gift to the city and send off many happy guests”. The existing information does not emphasise the fundraising and only mentions one specific project. Therefore, another reason could be a mismatch between the cultural significance (and context) connected with Christmas Eve, and the serious message of the fundraising.

Based on their previous experiences, Aalborg Zoo now wishes to change their approach and create awareness about their fundraising as a period leading up to the Christmas Eve event. This is an opportunity but also a challenge precisely because of the two different mindsets: the conservation of nature and Christmas cheer with the family.

-The problem in this case is that Aalborg Zoo is not provided with the necessary donations, in order to implement their projects.

-The problem is mainly for the client, because they offer a free entrance, and they are expecting more donations, meanwhile the customers are not quite aware of the possibility of the donation.

-That makes the problem problematic because the animals are starving to death, and going extinct as well. ☹

-The problem is relevant due to the fact that they can not accomplish the projects without the donations. Without the project works they can not stand out and notice themselves from the other zoos and also make them visible for a bigger audience.

-This Problem should be solved by creating awareness and draw more attention to the projects and their importance as well.

-The consequences of not solving the problem is going to lead to the shutdown of the different projects, and they can not save wildlife. Although it will not have any impact on the Zoo as a tourist attraction.

 How can your subjects be applied in the solution of the problem?

Problem formulation:

This project focuses on the message, with user understanding and information architecture as starting points. Moreover, there is emphasis on the visual presentation and technical realization of the product.

-The focus of this assignment is to create a microsite which focuses on raising awareness and make the donation part of the christmas tradition. We will solve that by collecting data from the client meeting, user test, official site of Aalborg zoo ( [www.alborgzoo.dk](http://www.alborgzoo.dk) ), Black mamba’s website ( <https://www.blackmambas.org/> ), Payamino project website ( <http://www.payaminoproject.org.uk/> ).

Research method:

-How do we get from the problem formulation to the solution?

//Looking at Aalborg Zoo’s website and find all the relevant information for our case, after the client meeting double check everything, and or look for further information. //

-What knowledge do we need?

//We need to have a clear understanding of the problem, how is the money is going to be used and on what, based on the user research we need to find out now to make the donation appealing to the users.//

-What methods will we use?

//Prototyping, Interview/User test (Development method model), Waterfall method(?) //

-What data do we need?

//client meeting, information about the currently running projects (Elephants, Black Mamba, Payamino) information about the christmas eve event in Aalborg Zoo.//

-How will we collect the data?

//Client meeting,Online websites, interview and user test//

-What development method will we use?

//Photoshop, Wireframe prototypes on paper//

-How do we plan to finalize the product?

//Use the knowledge from HTML & CSS, We’ll go with a mobile first design//

What are the advantages and disadvantages of the research method?

-We get a lot of information about the client and a better understanding of the problem; The disadvantages would be the amount of time spent on prototyping and conducting the interview/ User test, the lack of user data means that we would need to make a quantitive research without having anough time and also resources.

Appied theory:

-Left allignment

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Analysis:

First day of the project:

-Started working on prototyping the layout of the index page and researching the content what we wanted to include.

-Searching relevant informations to put on the microsite.

-trying to categorize the content

Second day of the project:

-Finished up the sketches.

-Went with a mobile first sulotion.

Third day of the project:

-Started coding the wireframe

-Making the visuals in photoshop

Fourth day of the project:

-Read the report and know whats the problem formulation

-user test

-conclusion from the user test

Fifth day of the project:

-Quote from the interview

-What information are we going to use from the interview to make the final product better.

Sixth day of the project:

-?Client meeting?

Seventh day of the project:

-Further iterations

Problem solution:

-Explain the final product anf the idea behind it.

-Description and argumentation of the product.

Conclusion:

!!!!WE CAN NOT ADD NEW INFORMATION HERE!!!!

-Reflecting upon the changes between the final product and iterations before and the methods that we’ve used.

-How the first interview helped us with finalizing the product.

-Interface difference and how the usability is on different devices.

-Gathering the results and what we’ve achieved during the process.

Perspectivation:

Process reflection:

Literature list:

Appendices:

-Sketch prototypes

-transpirps

-Photoshop prototypes

-HTML prototypes

END