

March 2020 | SMAD 408 / CIS 484
Client Report



Presented by

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Our Team

Mark Kilgore - *Project Manager*

Brent Montgomery - *Data Analyst*

Dylan Jones - *Back End Developer*

Steven Buchanan - *Front End Developer*

Hannah Zeigler - *UX Researcher*

Joseph Sweeney - *Database Administrator*

About US

Crittr allows researchers to record and collect data on animal behavior and movements. They can then share that data on our website. This gives researchers, students, and professors the ability to collaborate, connect, and communicate their data and research.

Client Goals

- 1. To easily and efficiently collect data on animals.**
- 2. To upload and share the data with other members of the scientific community.**
- 3. To discuss and connect with other researchers via the community forum.**
- 4. To be able to purchase a unit and have it registered under that user.**
- 5. To efficiently transfer data from the unit to the website.**

Hypothesis

Before conducting user research, we expect customers for this product to be primarily biology students (middle school to college), professors, and researchers. A main concern would involve money, especially for the students. Because the age range varies drastically across the groups, we will need to take into account different backgrounds, levels of experience, as well technical skills.

Design Question

“How might we design a website that would allow users to take the data they collect from a purchased unit and share it with other researchers?”

Research Questions

- What instruments do you use to collect data in the field?
- How easy is it for you to transfer data from the field to a computer?
- What animals do you most often research and collect data on?
- What sites do you use the most?
- Do you prefer mobile or desktop?
- What restrictions would you want placed on this site?
- Who would you feel comfortable sharing your data with ?
- How would you like your projects to be organized?

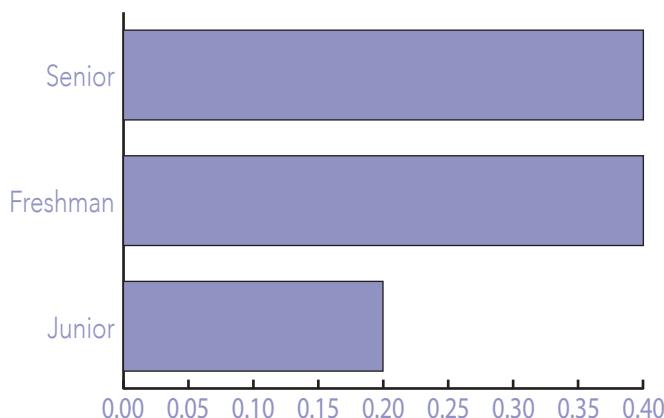
Strategy

We conducted user research by having various people fill out a Google Form. This Google Form explained the project outline, and then asked the user to answer. We also held a client meeting, where our team asked the client questions. We learned the following from both the Google Form survey and the client:

- Most researchers are technology efficient
- The client would like brand recognition
- Most users found desktop to be more useful than mobile

User Survey

Year at JMU



100%

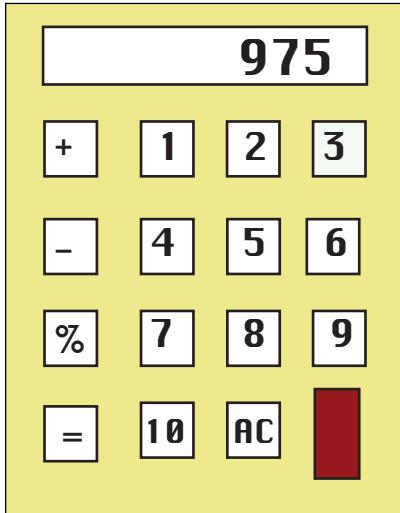
Respondents reported being tech savvy

100%

Respondents reported the importance of good design

Most Desired Features & Functions

- Ability to view animals and consult with professionals
- Post questions
- Excel sheets to record data
- Easy communication with other researchers
- Ability to view/monitor animals
- Search bar
- Pictures and self-solving calculations on website
- Ability of website to show the full product and have detailed descriptions and reviews of the product



Instruments used in the field

- Calculator
- GPS Tracker
- Coordinate Tracker
- Phone
- Inaturalist
- Water Quality Kit
- Compass
- DBH Tape

Design Requirements

- This website should have a forum so that users can talk about and share their data and research.
- This website should allow users to transfer the data collected by the unit onto the site.
- This website should allow admins to make changes as necessary and lead projects.
- The owner of a unit should have complete autonomy over their project and data, and can choose whether or not to share with other users.

Target Audience

The target audience for this site would be scientific researchers. This could include a wide range of people, from high school biology students to grad students. Because of this wide range of demographics, we have created 3 main personas that we feel reflect the main demographic of users.

Lucas Anderson

"I wish to pass my Biology course."



Position: High School Student

Affiliation: Forest Park HS

Age: 17

About

Wants to pass his junior biology course. Can use technology but prefers something that is simple and easy to use.

Frustrations

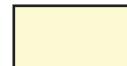
Is very impatient, so when he doesn't get immediate gratification, becomes frustrated. Wants it to be easy to input data collected from the box onto the website.

Overview

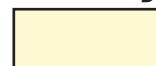
Technology



Science



Money



Goals

Intends to use the website and the corresponding box in order to pass his high school biology class.

Dr. Shelby Knox

*“Teach it to me,
make it simple.”*



Position: Field Researcher

Affiliation: BioTech Inc

Age: 65

About

Used to be a college professor. Currently is a top researcher for BioTech Inc, a mid-sized company.

Frustrations

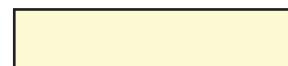
Gets confused and lost easily when using computers. Doesn't mind paying for the box. Needs the transfer of the data from the box collection to the website to be simple and intuitive.

Overview

Technology



Science



Money



Goals

Intends to use the box to conduct her own independent research. Wants to present her data in a scientific journal.

Bryan Webb

"I like tech that is functional."

Position: College Student

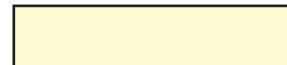
Affiliation: JMU

Age: 22

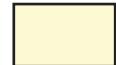


Overview

Technology



Science



Money



About

Grew up with computers and technology. Very comfortable using the latest technology and computers. Prioritizes good user experience. Likes for tech to be intuitive.

Frustrations

Doesn't want to pay for anything, likes free stuff. He'll pay for a box, but wants full functionality that comes with it. Wants to be in charge and feel that he is in control.

Goals

Intends to use the box to conduct her own independent research. Wants to present her data in a scientific journal.

Persona Creation

In order to create our personas, we had to aggregate the most common traits and responses we gleaned from the survey. Our personas represent the general users of this project, with a few outliers. We created personas with inherently different personalities, predispositions, as well as skills and learning capacity.

Bryan represents 35% of our target market; Dr. Shelby represents 35% of our target market; Lucas represents 30% of our target market. While very different demographics, all three personas represent the target market relatively equally.

User Story

Bryan Webb

"As a user, I want to be able to input data from the box I bought onto the website."

Bryan is very tech savvy, so he knows the difference between good design and mediocre design. For this reason, he wants the website to have complete functionality, no problems whatsoever. He doesn't tolerate issues arising for no reason. When he goes to input data into the website, he likes to examine the source code, specifically for any errors.

User Story

Dr. Shelby Knox

"As a user, I want to be able to view my data on the website and collaborate with other users."

Dr. Shelby is not the greatest at using technology, but she knows how to record scientific data. She would like to view her data on the website, and then share and discuss it with other researchers. Shelby is mot likely to take advantage of the user forum in order to get input from her peers. While she struggles initially, she gets the hang of it because the interface is intuitive and simple.

User Story

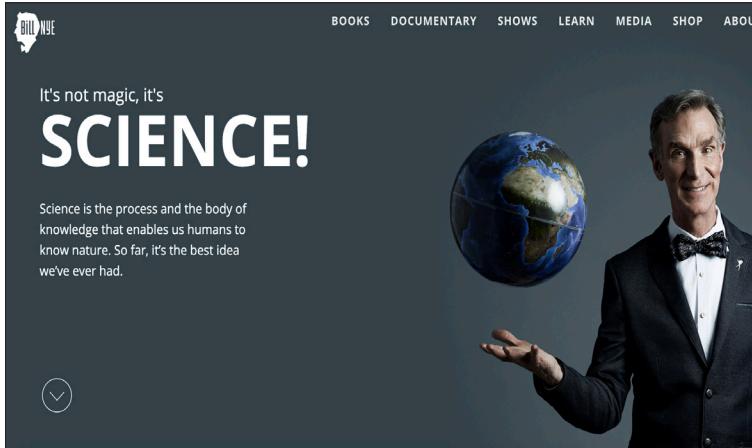
Lucas Anderson

"As a user, I want to be able to upload data from the box so that I may pass my Bio course."

Lucas isn't very interested in the website or the technology. He just sees it as a means for him to pass his required Biology course so that he can graduate high school. For this reason, it takes him a while to understand how to record data and input it to the site. He gets frustrated and impatient easily, and doesn't see the value in the technology.

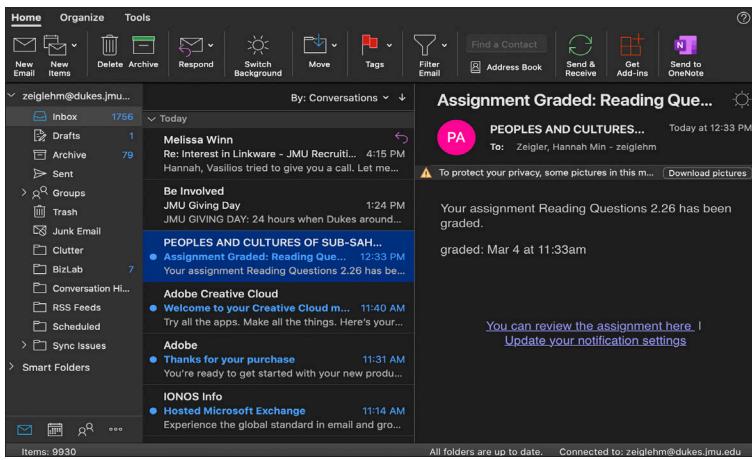
Design Inspiration

Bill Nye



We found Bill Nye's website to be both aesthetically pleasing, while also providing visitors the ability to learn about science.

Microsoft Outlook



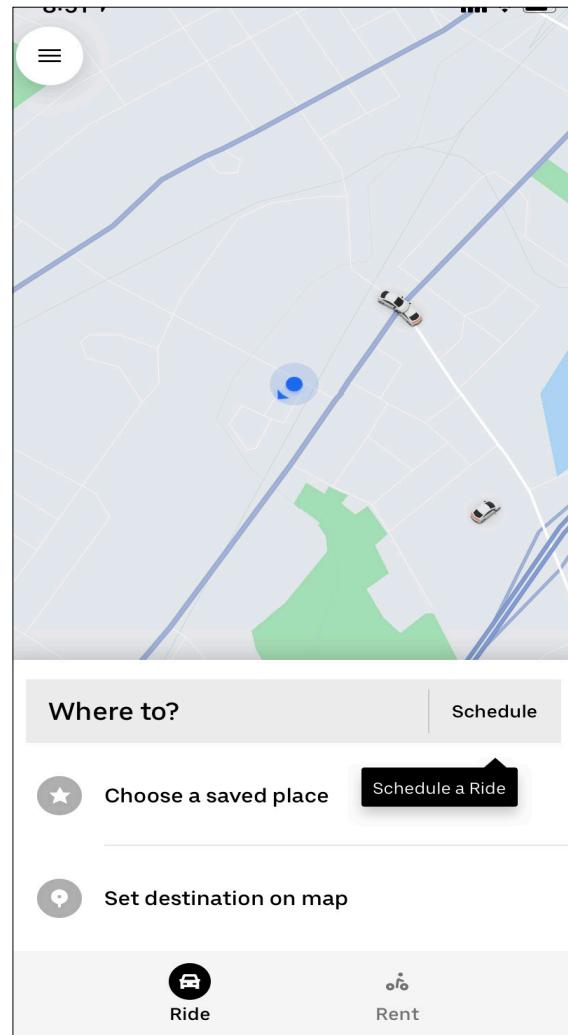
Outlook's organization and hierarchical structure is clean and well designed.

Design Inspiration

Pokemon Go



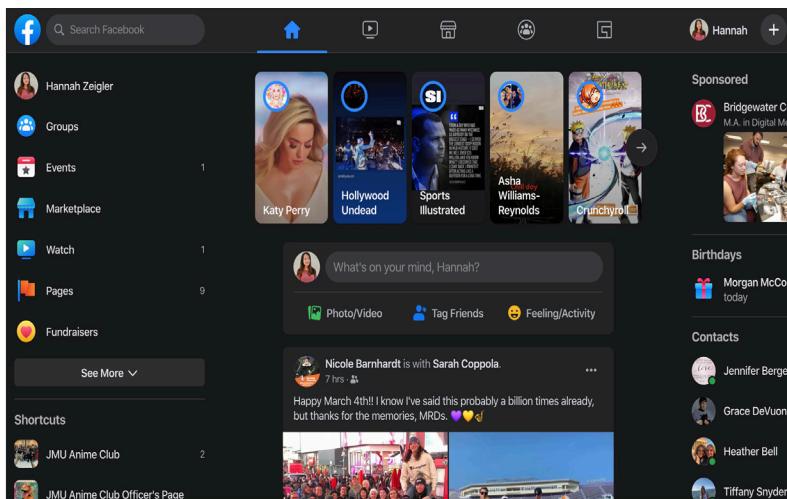
Uber



While both very different apps, both Uber and Pokemon Go have aesthetically pleasing designs while also maintaining crucial functionality.

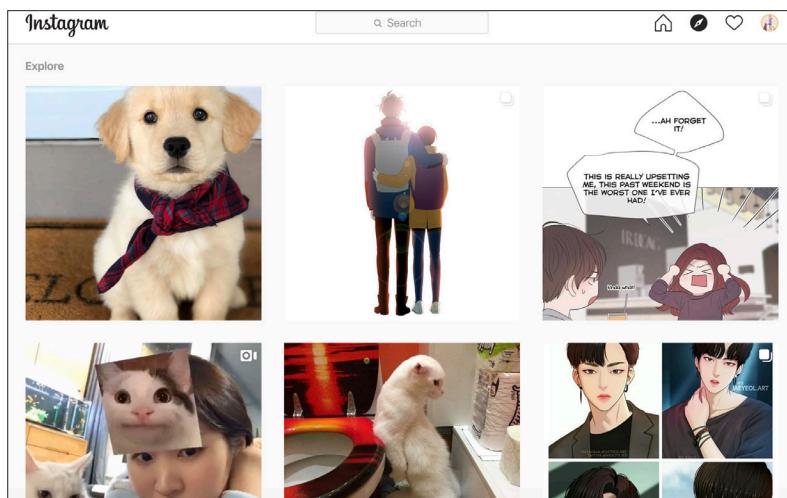
Design Inspiration

Facebook Desktop



While controversial, we really liked how different the Facebook re-design was. It definitely was a game changer.

Instagram Desktop



Instagram's design, while simple, is very clean and aesthetically pleasing.

Visual Design

Mood Board



Avenir

Avenir

Avenir

Lato

Lato

Lato

Merriweather

Merriweather

Merriweather

Arimo

Arimo

Arimo

Palatino

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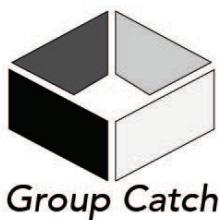
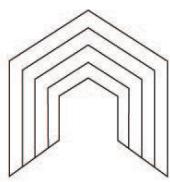
Helvetica

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San-Serif

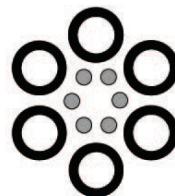
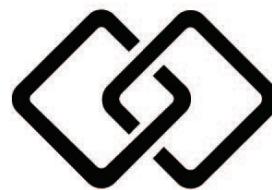
Logo Iterations

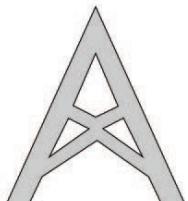


Group Catch



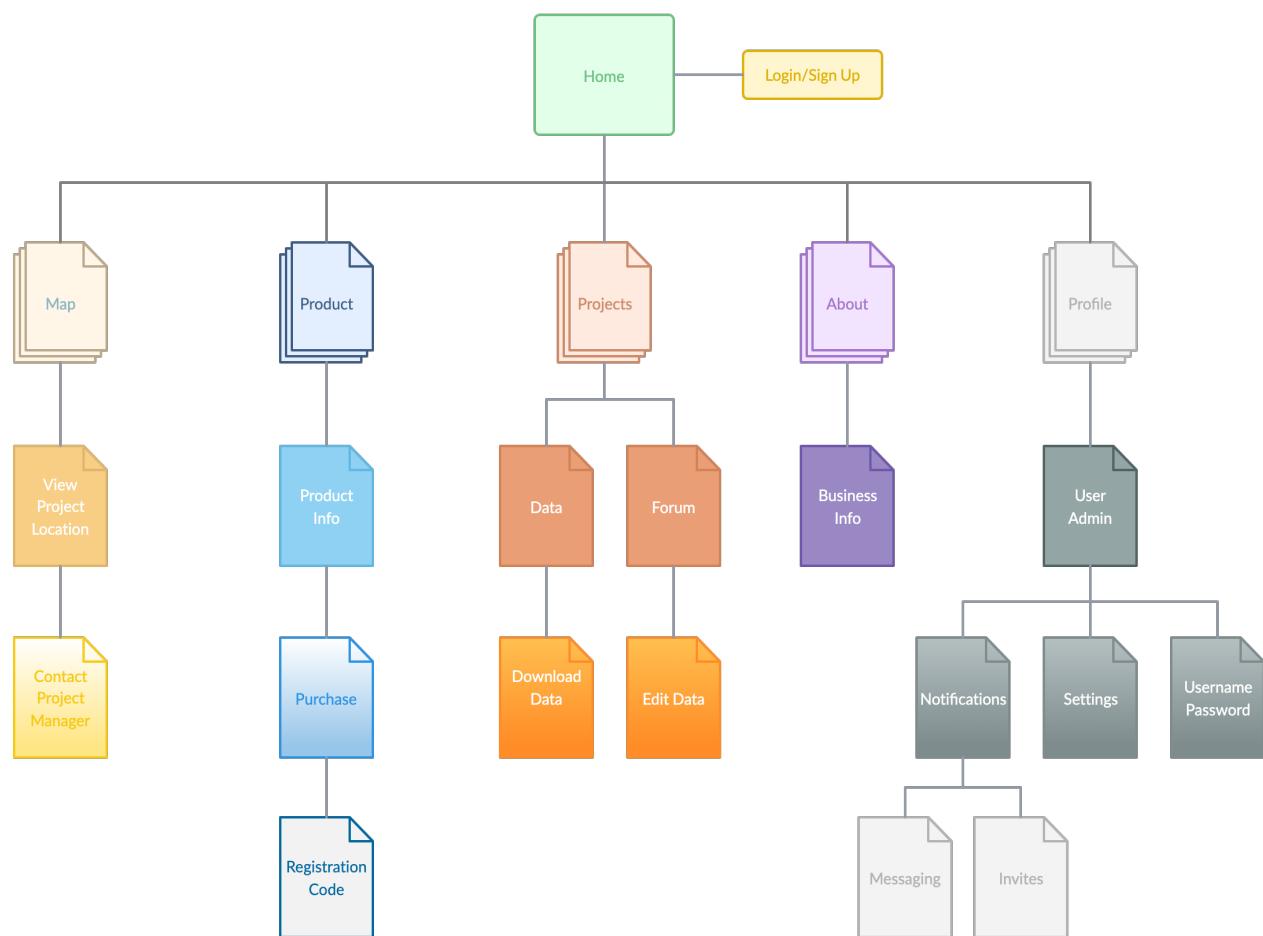
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ARTEMIS PROJECT  

Visual Design

Site Map



Visual Design

Desktop Wireframes

Logo

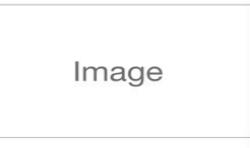
Home Product Projects Forum About Profile Login



Map

Want to Learn More About Artemis Project?

Click the links below to find out more



Image

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Button

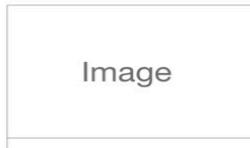


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Button



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Button

Footer

Visual Design

Desktop Wireframes

Logo

Home Product Projects Forum About Profile Login

Select Project

Project

Project

Project

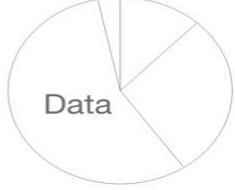
Project 1

Table Data



Link to Forum Download

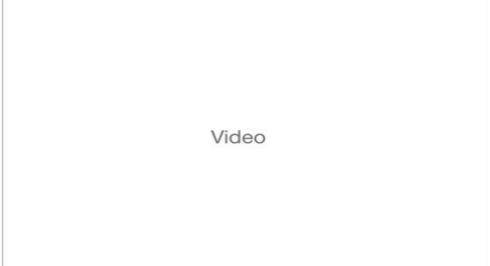
Data



Data



Video



Video Thumbnail

Video Thumbnail

Video Thumbnail

Video Thumbnail

Footer

Visual Design

Desktop Wireframes

Logo

Home Product Projects Forum About Profile Login

Banner

Image of Product and Tag Line

Purchase

Image

Facts about the product

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Facts about the product

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Description

Product

Price: \$\$\$

Purchase

Footer

Visual Design

Desktop Wireframes

Logo

Profile Picture

User Information

Settings

Manage Projects

Project

Project

Project

Project

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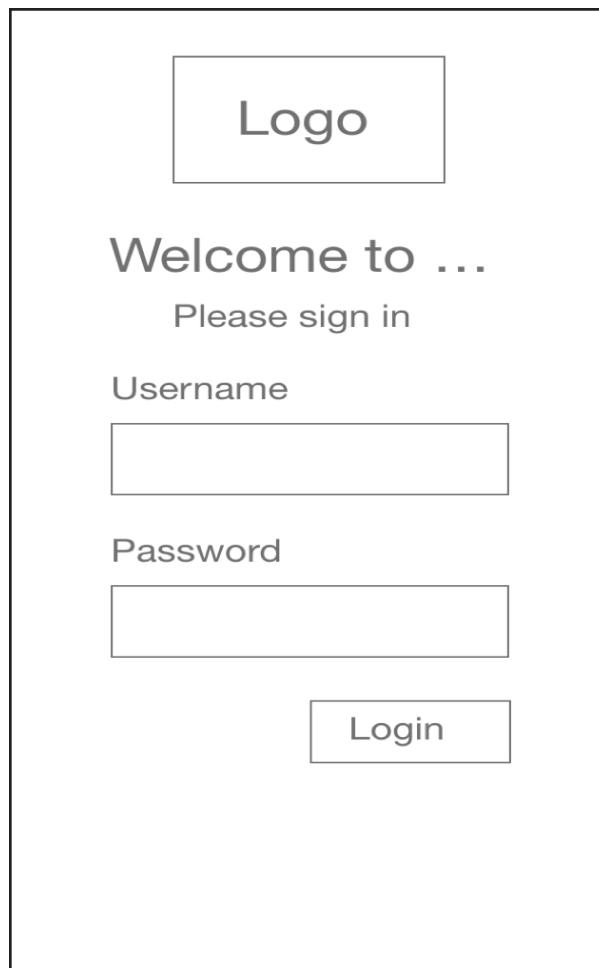
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Footer

Visual Design

Mobile Wireframes



A mobile wireframe for a login screen. The design includes a logo placeholder at the top, followed by a welcome message and sign-in prompt. Below this are fields for entering a username and password, each with its own input box. A central 'Login' button is positioned below the password field.

Logo

Welcome to ...

Please sign in

Username

Password

Login

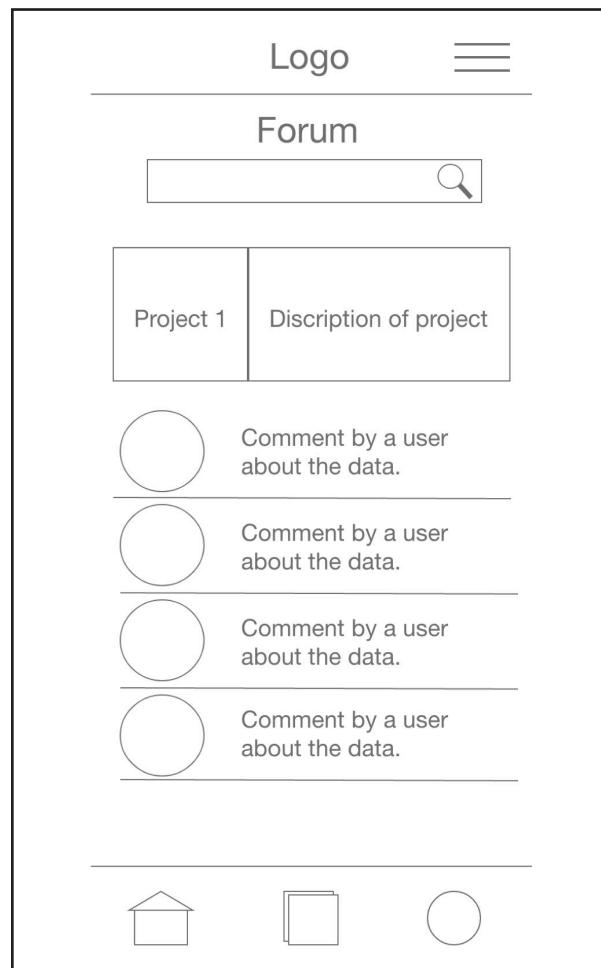
Visual Design

Mobile Wireframes



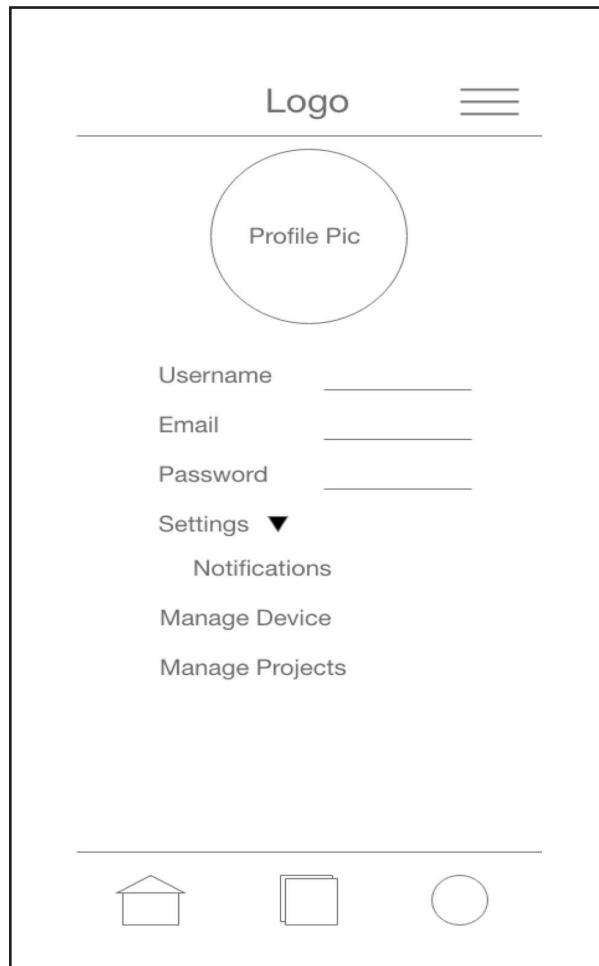
Visual Design

Mobile Wireframes



Visual Design

Mobile Wireframes



Prototypes

Crittr

Home Product Projects Forum About Profile Login



Crittr

Home Product Projects Forum About Profile Login

Sign In





[Forgot username or password?](#)

Prototypes

Crittr

Home Product Projects Forum About Profile Login

Project 1

Project 1

Weight	Length	Gender	Time	Date	Temp.
2.2	3.5	M	10:52	10/12/19	35
1.8	1.2	F	12:19	10/12/19	38
1.5	2.2	M	8:34	10/13/19	41
1.9	1.8	M	6:58	10/14/19	47
1.9	1.5	M	1:25	10/15/19	36
3.2	1.9	F	11:25	10/15/19	31
1.1	1.9	F	11:46	10/15/19	31
3.5	3.2	M	6:47	10/16/19	39
1.9	1.1	F	3:33	10/17/19	38
2.0	3.5	M	7:19	10/17/19	41

Download

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Home Product Projects Forum About Profile Login

Katie Jackson
Virginia, USA

Add Friend Message User

Current Projects

Project 1

Project 2

Project 3

Manage Projects

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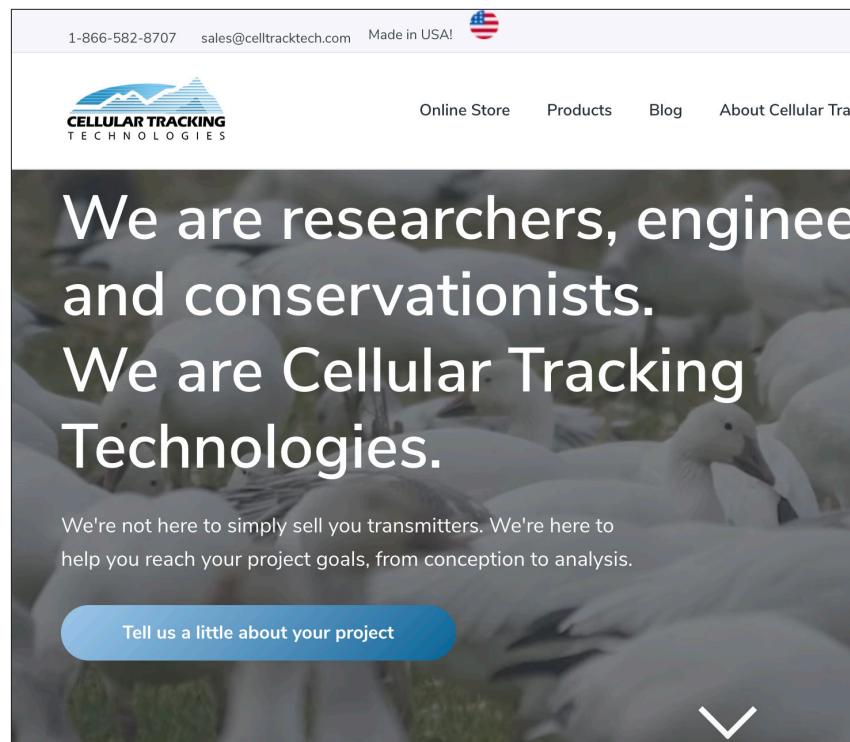
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Competition Analysis



The screenshot shows the Movebank homepage. At the top is a large world map with numerous colored dots representing animal tracking data points. Below the map is a video player showing a close-up of a bird in a nest. To the right of the video is the word "Movebank". Underneath the video, there's a section titled "About us" featuring a photo of a stork in a nest. The "News" section contains a message about a new look for 2020 and a photo of a researcher in a field. A "Get started" button is at the bottom.

Cellular Tracking Technologies



The screenshot shows the Cellular Tracking Technologies homepage. At the top, there's a header with a phone number (1-866-582-8707), an email address (sales@celltracktech.com), and a "Made in USA!" badge with the American flag. Below the header is the company logo, which features a stylized mountain peak and the text "CELLULAR TRACKING TECHNOLOGIES". To the right of the logo are links for "Online Store", "Products", "Blog", and "About Cellular Tra...". The main content area has a dark background with white text: "We are researchers, engineers and conservationists. We are Cellular Tracking Technologies." Below this, a subtext reads: "We're not here to simply sell you transmitters. We're here to help you reach your project goals, from conception to analysis." At the bottom is a blue button with the text "Tell us a little about your project". A small downward arrow icon is in the bottom right corner.