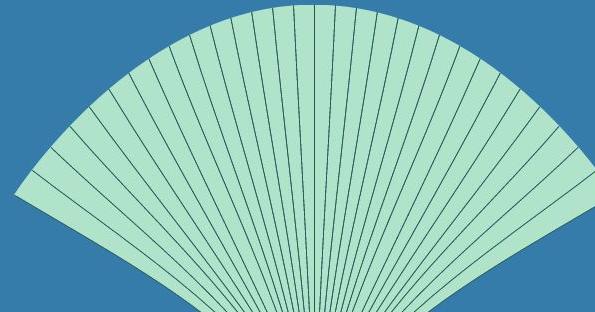


Deep Divers

Monterey Bay Aquarium

Final Presentation & Deliverables

04.4.21



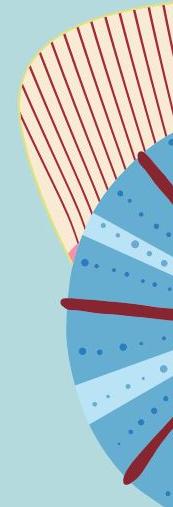
1 The project

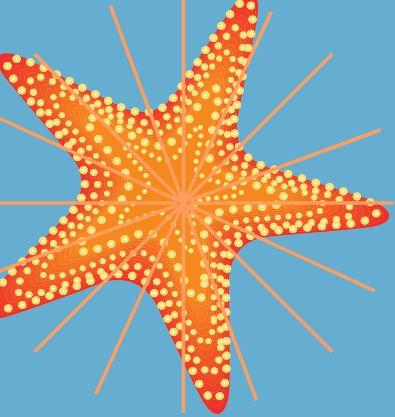
2 The research

3 The design

4 Q&A

5 Retrospective

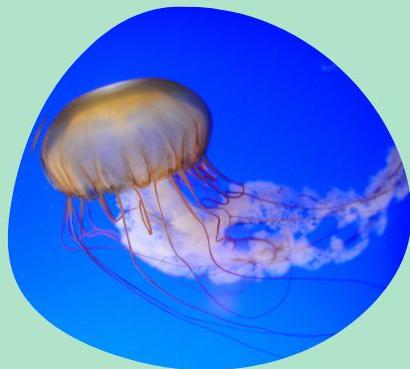




The project



The team



The team



David
Project Manager
Account Manager



The team



David



MJ
UX Researcher



The team



David



MJ



Yuan

Information Architect
Designer



The team



David



MJ



Yuan



Raunak
Design Strategist



The team



David



MJ



Yuan



Raunak



Nora
UX Researcher

The team



David



MJ



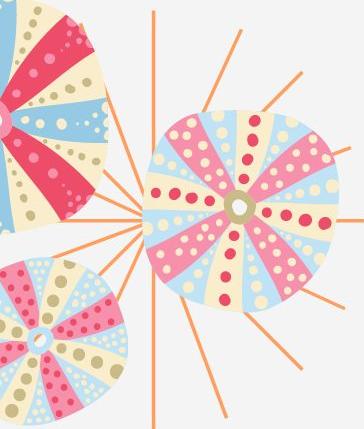
Yuan



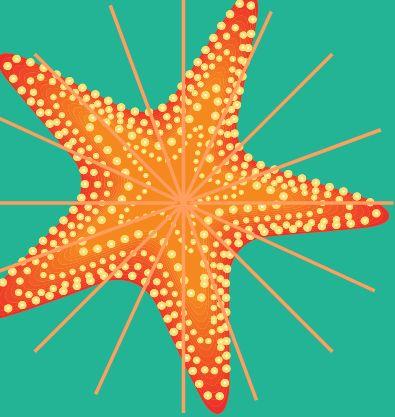
Raunak



Nora



How can we provide users with the
information, excitement, and
confidence they need to return to the
museum upon reopening?



JACOB SMITH

SALINAS, CA

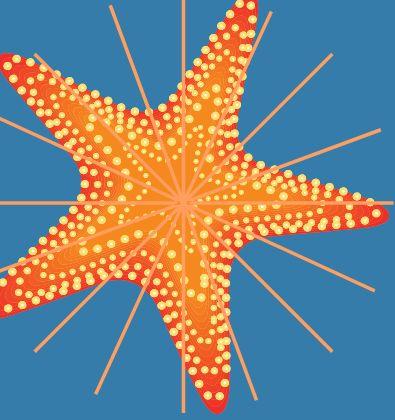
37 years old
Consultant (\$80k<)
Married with children

The user

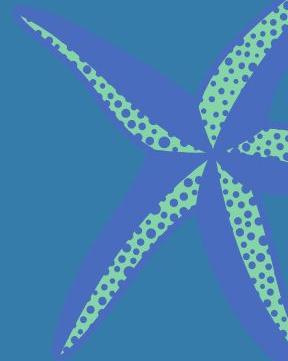


VISIT NEEDS:

explicit safety measures
child-focused
planning ahead



The research



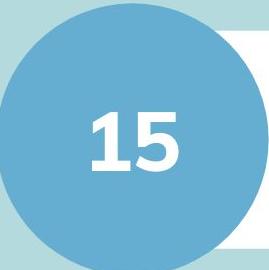


Research stats



5

Moderated
user tests



15

Participants



Research stats

5

Moderated
user tests

15

Participants

Other Methods

Stakeholder interview

Comparative analysis

Heatmap & recordings analysis

First click test (33 participants)

Open card sort (6 participants)

Closed card sort (5 participants)

Make sure designs are accessible for all.



The navigation copy does not meet accessibility contrast standards.

ANIMALS A TO Z

African penguin

Jellies

Foreground Color

#B1B1B1



Lightness



Background Color

#FFFFFF



Lightness



2.14:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Research insight

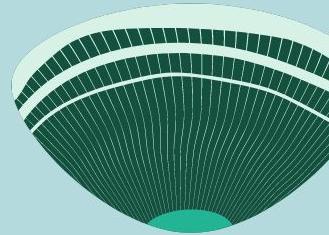
Incorporate feedback on navigation so users know where they are and where they are going.



Active tabs on navigation are not distinguished.

Users expect auto drop-downs.

The screenshot shows the top navigation bar of the Monterey Bay Aquarium website. The bar has a black header with white text. It features the aquarium's logo and the text "Monterey Bay Aquarium". Below this, there are four main navigation links: "VISIT", "ANIMALS", "JOIN & GIVE", and "ACT FOR THE OCEAN". The "VISIT" link is currently active, indicated by a blue underline and a blue horizontal bar underneath it. Below the main bar, there is a white section with the word "VISIT" in large bold letters. Underneath "VISIT", there are two more links: "WELCOME BACK" and "BUY TICKETS". To the right of these, there is another section with "DINING & SHOPPING" and "MONTEREY AREA".

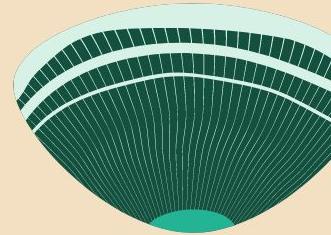


Put pandemic safety information up-front.



In one user test, 4/7 participants requested explicit COVID safety information on the homepage.

Users want to see the safety information without scrolling.



ⓘ COVID-19 UPDATES

See what's new

We can't wait to sea you again! We've made some changes to help keep everyone safe and healthy while you enjoy an awesome day at the Aquarium.

⇒ [Learn what to expect](#)

Take advantage of every opportunity to link graphics to important pages.



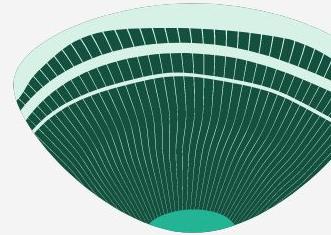
In the first-click test, 6% of users clicked on the white box assuming it would send them to safety information.

The orange font led users to believe it was clickable.

Prioritize clarity over creativity.



Users really care about which exhibits will be available to them upon returning and witty copy can be distracting.



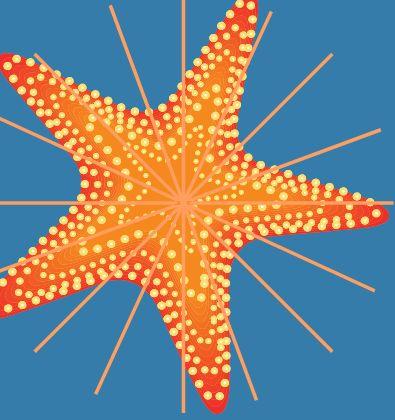
These experiences are "on paws."

MVP

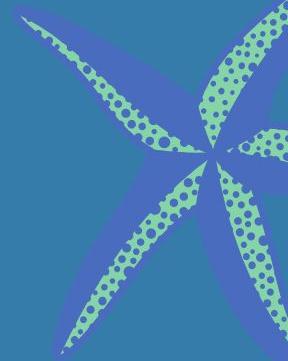
Mega-nav demo

MVP

User flow demo



Q&A



Let's reflect!

(quick) retrospective activity



Thank you

