

West Papua Care

Website Design Presentation

Community-Led Marine Conservation in Raja Ampat

Traditional indigenous governance meets conservation science

December 2025

Project Overview

West Papua Care is a community-led marine conservation organization protecting 250 km² of coral reefs in Raja Ampat, Indonesia - the heart of the Coral Triangle and the most biodiverse marine ecosystem on Earth.

Metric	Value
Protected Area	250 km²
Villages Engaged	10+
World's Coral Species	75%
Fish Species	1,600+

Design System

Color Palette

Color Name	Hex Code	CSS Variable	Usage
Abyssal Blue	#0A2D3D	<code>--color-forest-green-deep</code>	Header, hero backgrounds, dark sections
Ocean Teal	#1A5F7A	<code>--color-forest-green</code>	Footer background, secondary buttons
Sea Foam	#F0F7FA	<code>--color-cream</code>	Light section backgrounds, cards
Burnt Orange	#D3640F	<code>--color-burnt-orange</code>	Primary CTAs, buttons, highlights
Navy Accent	#0a1628	<code>--color-navy-accent</code>	Accent text/borders on light backgrounds
Charcoal	#1A1A1A	<code>--color-charcoal</code>	Body text, headings
Gray	#6B6B6B	<code>--color-gray</code>	Secondary text, descriptions
Off White	#FFFFFF	<code>--color-off-white</code>	White backgrounds, inverse text

Typography

Element	Font Family	Weight	Size Range
Headings	Montserrat	600-700	24px - 64px (clamp)
Body Text	Open Sans	400	16px - 20px
Navigation	Montserrat	500	14px
Buttons	Montserrat	600	16px - 18px

Button Styles

Primary CTA Button

- Background: Burnt Orange (#D3640F)
- Text: White
- Hover: Darker orange (#b8580c)
- Border Radius: 6px
- Use for: Main calls-to-action (Donate, Support, Get Involved)

Secondary Button

- Background: Ocean Teal (#1A5F7A)
- Text: White
- Hover: Darker teal (#145064)
- Use for: Secondary actions (Learn More, View Details)

Outline Button

- Border: Navy Accent or current color
- Background: Transparent
- Use for: Tertiary actions

Key Website Features

Feature	Description
Responsive Design	Fully optimized for desktop, tablet, and mobile devices
Modern Tech Stack	Built with Next.js 16 (App Router) + Tailwind CSS v4
Accessible	WCAG compliant with semantic HTML and keyboard navigation
SEO Optimized	Structured metadata, meta tags, and performance optimization
Content-Rich	Comprehensive project, approach, and impact information
Call-to-Action	Clear donation and get-involved pathways throughout

Website Pages

Homepage (/)

The homepage introduces visitors to the mission with:

- Hero section with key messaging and dual CTAs
- Mission statement with quote block
- Community-led approach (3 pillars)
- Challenge section with threats and opportunity
- Partners carousel
- Final call-to-action

Flow: Hero → Mission → Approach → Challenge → Partners → CTA

[Screenshot: Homepage - Hero Section]

[Screenshot: Homepage - Full Page]

About Page (/about)

Tells the story of West Papua Care:

- Our Story section
- Mission statement (highlighted box)
- Vision for the future
- Our Values (6 cards with Lucide icons)
- Our Approach philosophy
- Join CTA

Subpages:

- /about/team - Team member profiles
- /about/partners - Partner organizations

[Screenshot: About Page]

Project Page (/project)

Details the Marine Protected Area project:

- Project vision and location details
- Quick Facts sidebar (location, area, communities, biodiversity)
- Project goals list with bullet points
- Timeline with milestones (2023-2025+)
- Impact stats to date
- Get Involved CTA

[Screenshot: Project Overview Page]

Approach Page (/approach)

Explains the community-led methodology:

- Core principles introduction
 - Methodology cards with icons
 - Phase indicators with status
 - Learn More CTA
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Impact Page (/impact)

Tracks measurable outcomes:

- Current status overview with stats
- Timeline & milestones
- 5-Year Targets (6 metric cards)
- Expected outcomes (3 categories)
- Transparency commitment box
- Community Development section
- Support CTA

5-Year Targets:

- 9,000 Hectares Protected
- 50% Fish Biomass Increase
- 60% Live Coral Cover
- 90% Compliance Rate
- 20+ Patrol Days Monthly
- Flagship Species Recovery

[Screenshot: Impact Page]

Get Involved Page (/get-involved)

Multiple engagement pathways:

Donate

- One-time gifts
- Monthly giving
- Major gifts
- Impact levels (\$50 - \$10,000)

Partner

- Corporate partners
- Research partners
- NGO partners

Volunteer

- On-site opportunities
- Virtual support
- Skilled placements
- Youth exchanges

Advocate

- Social media sharing
- Newsletter signup
- Spread the word
- Connect us with supporters

[Screenshot: Get Involved Page]

Contact Page (/contact)

Contact information and form:

- Email: westpapuacare@gmail.com
- WhatsApp: +62 822 6660 8012
- Project location (Misool, Raja Ampat)
- Response time notice
- Contact form (Name, Email, Subject, Message)
- Privacy policy link

[Screenshot: Contact Page]

Privacy Page (/privacy)

Standard privacy policy with sections:

- Introduction
- Information We Collect
- How We Use Your Information
- Information Sharing
- Data Security
- Your Rights
- Cookies
- Contact

Page Structure

Route	Page	Key Sections
/	Homepage	Hero, Mission, Approach, Challenge, Partners, CTA
/about	About	Story, Mission, Vision, Values, Approach
/about/team	Team	Team member profiles
/about/partners	Partners	Partner organizations
/project	Project	Overview, Goals, Timeline, Impact
/approach	Approach	Methodology, Principles
/impact	Impact	Metrics, 5-Year Targets, Outcomes, Community Development
/get-involved	Get Involved	Donate, Partner, Volunteer, Advocate
/contact	Contact	Form, Information
/privacy	Privacy	Privacy Policy

Technical Specifications

Technology Stack

Component	Technology	Purpose
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Framework	Next.js 16 (App Router)	Modern React framework with SSR/SSG
Styling	Tailwind CSS v4	Utility-first CSS with CSS variables
Language	TypeScript	Type-safe JavaScript
Icons	Lucide React	SVG icon library
UI Components	Radix UI	Accessible component primitives
Package Manager	pnpm	Fast, efficient package manager
Build Tool	Turbopack	Fast development builds

Project Structure

```
src/
├── app/                                # Next.js App Router pages
│   ├── about/                         # About + Team + Partners pages
│   ├── approach/                     # Approach page
│   ├── contact/                      # Contact page
│   ├── get-involved/                # Get Involved page
│   ├── impact/                      # Impact page
│   ├── privacy/                     # Privacy Policy
│   ├── project/                     # Project Overview
│   ├── globals.css                  # Design system + CSS variables
│   ├── layout.tsx                   # Root layout
│   └── page.tsx                     # Homepage
├── components/
│   ├── layout/                      # Header, Footer
│   ├── sections/                    # Reusable page sections
│   └── ui/                          # Button, form components
└── lib/
    ├── data/                        # Navigation, static data
    └── utils.ts                     # Utility functions
```

Design Tokens

Spacing Scale

Token	Value
xs	0.25rem (4px)
sm	0.5rem (8px)
md	1rem (16px)
lg	1.5rem (24px)
xl	2rem (32px)
2xl	3rem (48px)

3xl	4rem (64px)
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Border Radius

Token	Value
sm	4px
default	6px
md	8px
lg	12px
xl	16px
2xl	24px

Component Patterns

Section Label

- Format: [SECTION NAME]
- Font: Montserrat, 14px, uppercase
- Letter spacing: 0.1em
- Color: Gray on light, white/70% on dark

Page Hero

- Background: Abyssal Blue (#0A2D3D)
- Label + Title + Subtitle pattern
- Centered text, white color
- Padding: 8rem top, 4rem bottom

Stats Cards

- Border: 2px Navy Accent
- Value: Navy Accent, bold
- Background: Sea Foam

Timeline Cards

- Border-left: 4px Navy Accent
- Year label: Navy Accent, uppercase
- Background: Sea Foam

CTA Boxes

- Light: Sea Foam background, centered text
- Dark: Ocean Teal background, white text

Mobile Responsive Design

The website is fully optimized for mobile devices with:

- Touch-friendly navigation

- Collapsible mobile menu
- Readable content at all sizes
- Adaptive grid layouts
- Optimized images

[Screenshot: Mobile Homepage View]

Next Steps & Deployment

Pre-Launch Checklist

Task	Description
Content Review	Verify all text, images, and links
Image Assets	Add hero images from Raja Ampat
Form Integration	Connect contact form to email service
Analytics	Set up Google Analytics or similar
SEO	Add meta descriptions, Open Graph tags
Testing	Cross-browser and accessibility audit

Deployment Options

- **Vercel** (Recommended): Free tier, automatic deployments from Git
- **Netlify**: Alternative with similar features
- **Custom Server**: Deploy to VPS with Node.js support

Commands

```
pnpm install    # Install dependencies
pnpm dev        # Development server (localhost:3000)
pnpm build      # Production build
pnpm start      # Start production server
```

Contact Information

Channel	Contact
Email	westpapuacare@gmail.com
WhatsApp	+62 822 6660 8012
Instagram	@westpapuacareorg
YouTube	@WestPapuaCare

Repository: <https://github.com/ekaeearth111/west-papua-mpa>

Development Server: <http://localhost:3000>

