



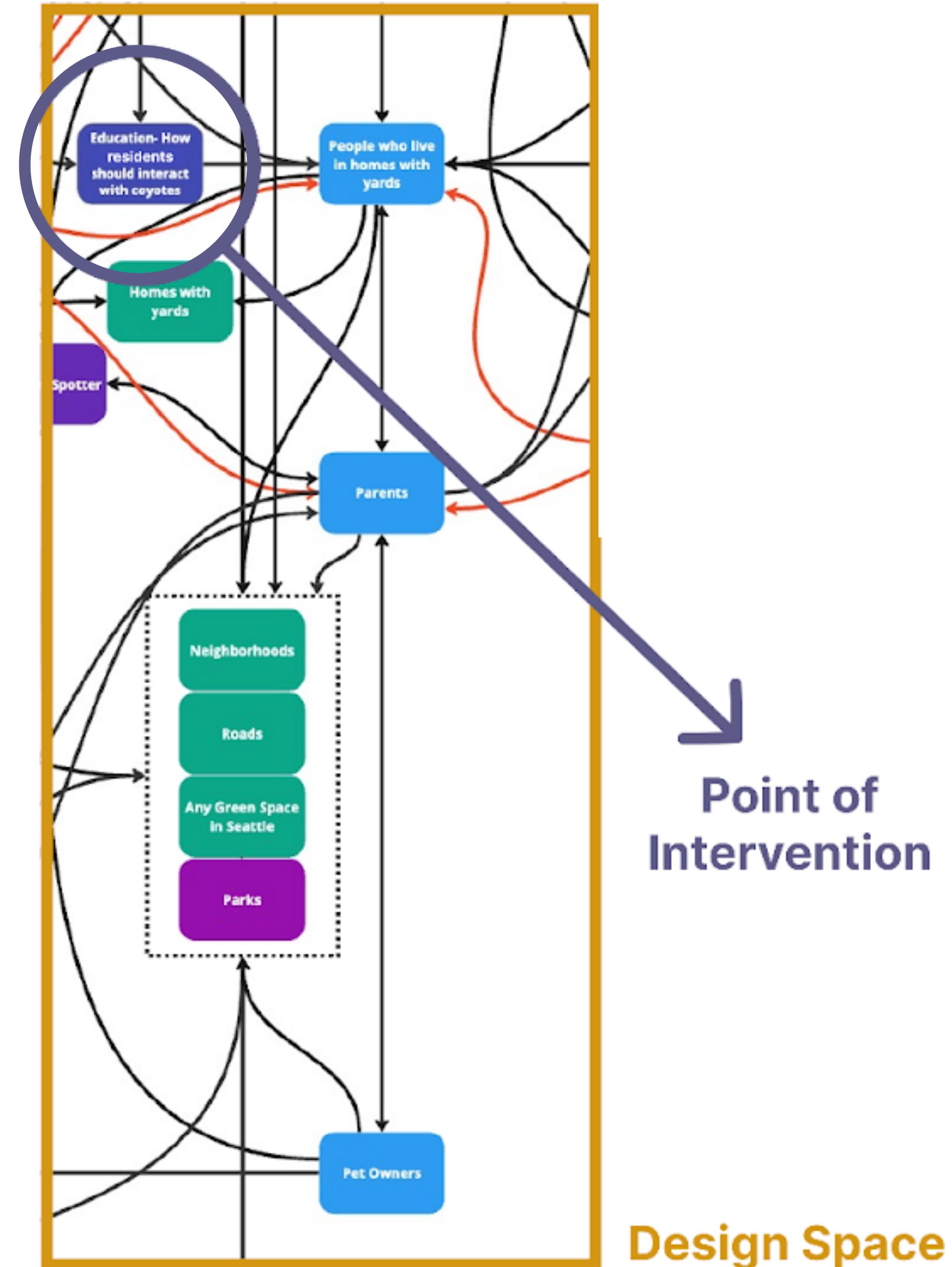
SeaCoyote

IMT 540A
Final Materials Prototype
December 8, 2024
Team Earth
Ella Chen, Jaivardhan Singh Chauhan, Christine Chen

Figma Prototype [Click Here to Open](#)

Brainstorming

We began by brainstorming at a high-level what our prototype conceptually could be and discussed each option. After referring back to our system diagram, we decided to address Seattle resident education regarding what to do when urban coyotes are sighted in their neighborhoods (Point of Intervention).



Personas

We identified three personas. Using the insights we gained from our user interviews and research, we decided to focus on Persona 1. Since most conflict with coyotes revolve around pets, addressing Persona 1's pain points would have the most impact towards helping with coexistence with urban coyotes.

	WHO IS IT?	PAIN POINTS/NEEDS
PERSONA 1 Pet owner	 Seattle resident who live in high frequency coyote sighting area who is also a pet owner	<ul style="list-style-type: none">• Wants to know how to keep their dogs and cats safe• Does not want or know to change behavior
PERSONA 2 Parent	 Seattle resident who lives in high frequency coyote sighting area who is also a parent of a young child	<ul style="list-style-type: none">• Wants to keep her child safe and but does not know how• Wants to Increase know-how about hazing coyotes.
PERSONA 3 Animal Lover	 Seattle resident who lives in high frequency coyote sightings area who is interested in coyotes and wildlife	<ul style="list-style-type: none">• Wants to learn accurate coyote knowledge but doesn't know where• Wants to learn to help their community members to understand how to coexist with coyotes

Questions

These are the questions that helped guide the ideation and evaluation approaches of our project.

Design Questions

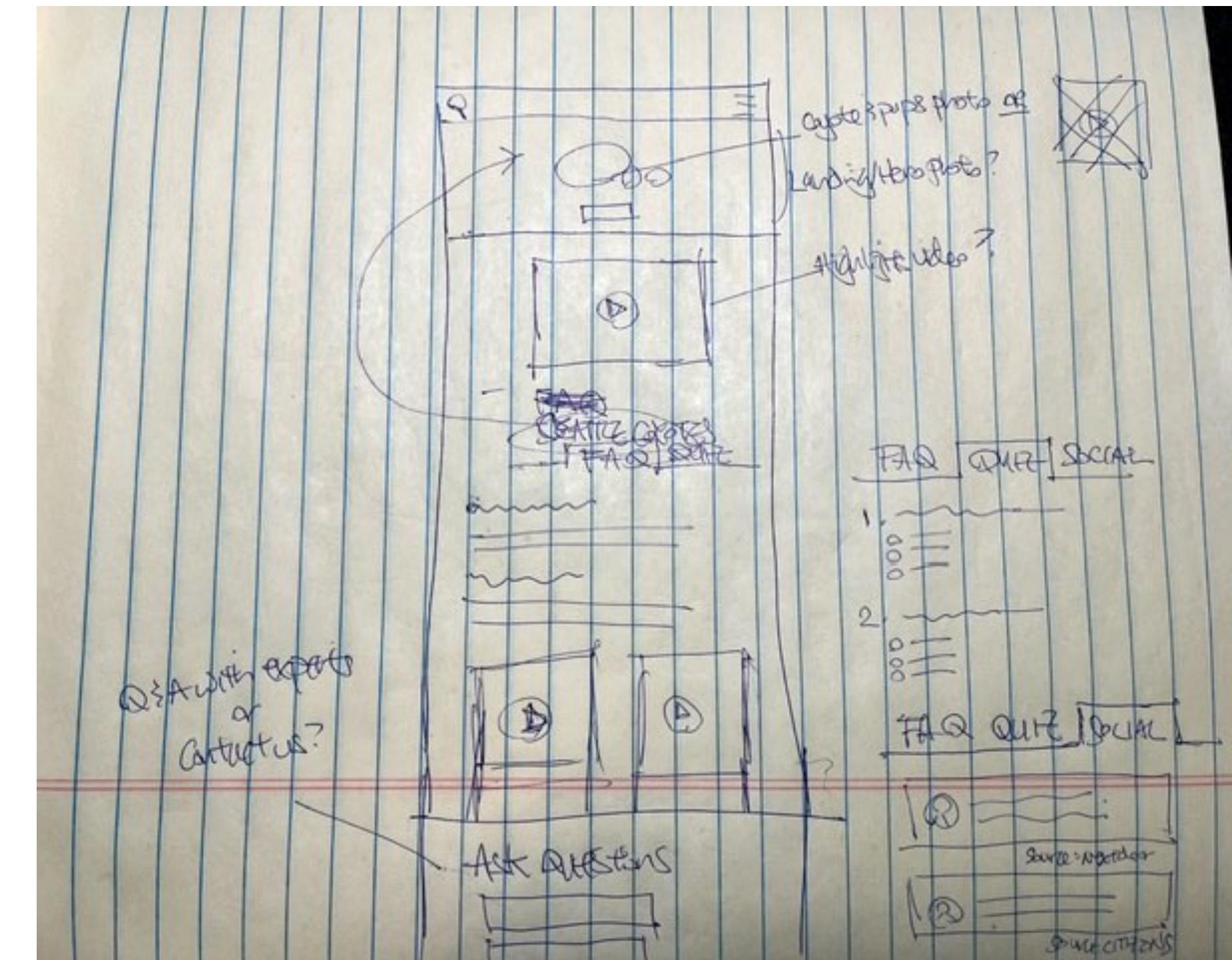
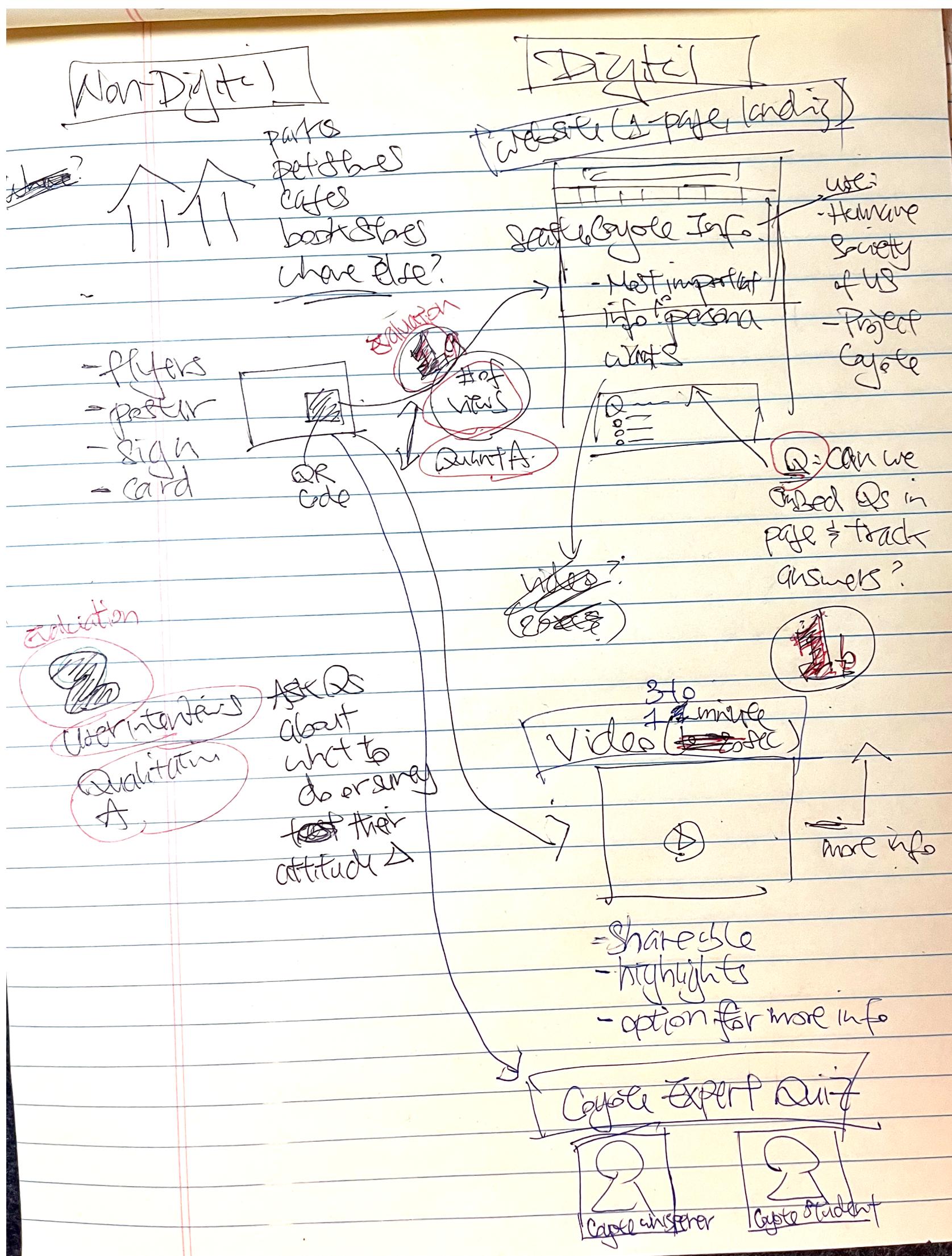
1. How might we encourage Seattle residents to take a more active role in their co-existence with urban coyotes?
2. How might we best convey research-backed coyote management strategies to Seattle residents and communities?
3. How can we develop an understanding of the relationship between Seattle residents and coyotes within this urban ecosystem?

Research Questions

1. Other than word-of-mouth, what method of knowledge transfer would be the easiest for key stakeholders to learn co-existence best practices?
2. When is the best time to give the information?
3. What are the situations where information on urban coyotes are needed?
4. What information is needed? How does that change depending on the situation (e.g. running face-to-face to a coyote outside, sees coyote from a distance, or has never seen coyotes)?
5. How should the information be crafted so there is higher rate of knowledge retention and acceptance?

Low-Fidelity Wireframes

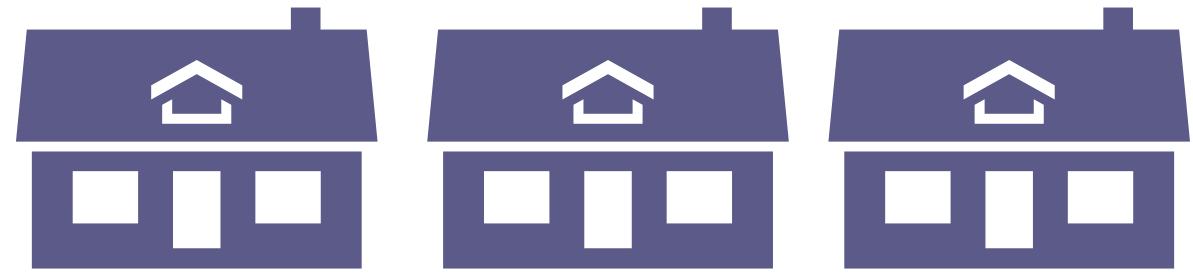
We decided on an intervention that would need both a digital and non-digital aspect. The non-digital could be a flyer/sign/card which would link to our website. The website contains information residents would like to know regarding urban coyotes.



Prototype v1: Ecosystem of Intervention

Our prototype v1 was an ecosystem of digital and non-digital interventions.

Non-Digital



Coyotes in the Neighborhood?

DO NOT feed coyotes.

DO NOT run from coyotes.

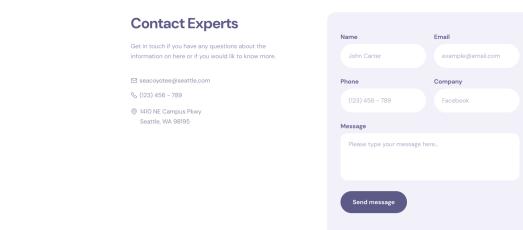
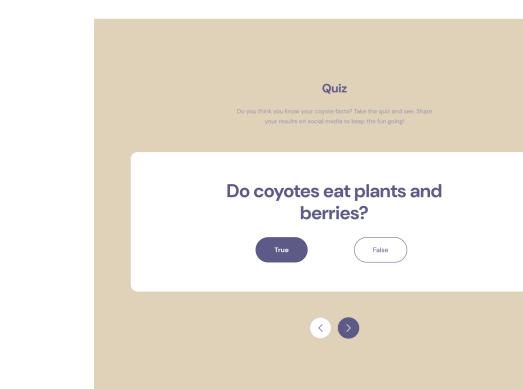
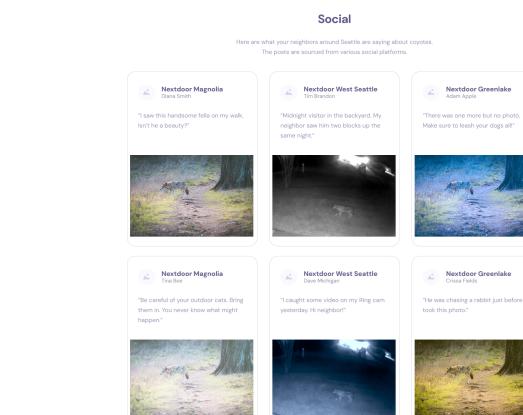
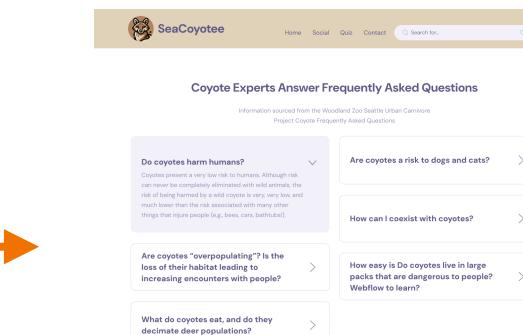
DO act big and be loud!

DO leash your pets to keep yourself and your furry friend safe

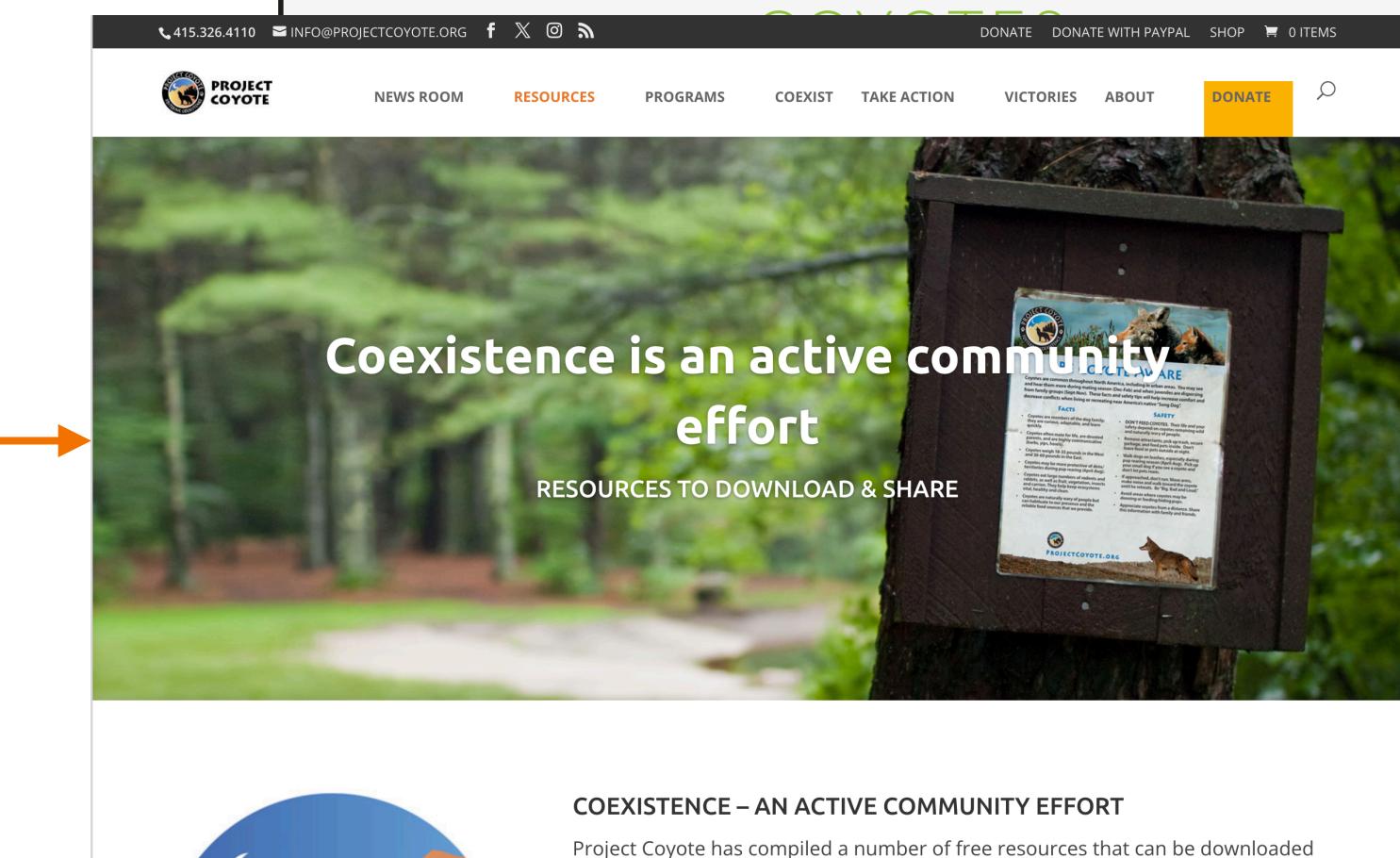
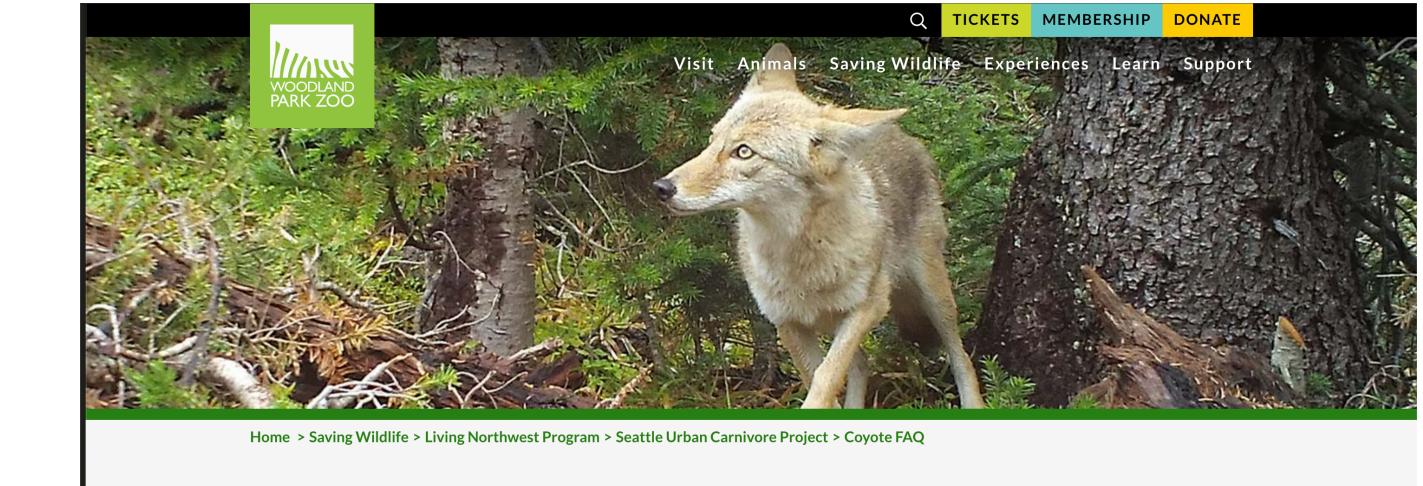


QR code flyer/sign will be placed in high frequency coyote sighting neighborhood stores (e.g. Magnolia neighborhood's Pet Pro).
Permission will be asked to do so.

SeaCoyote Website



Coyote Expert Websites



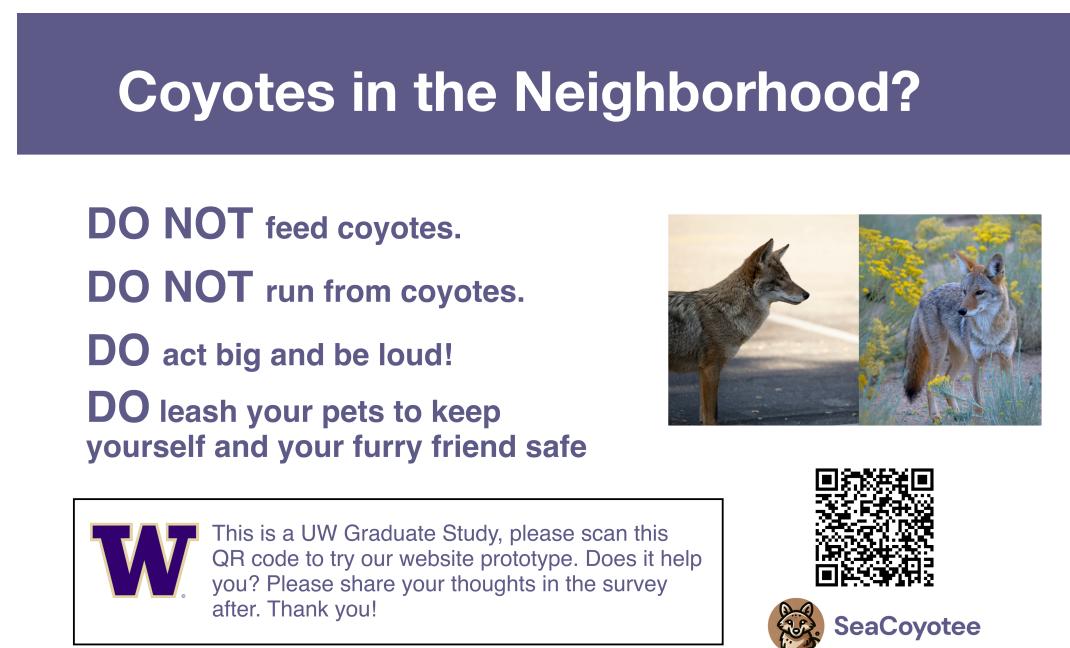
COEXISTENCE – AN ACTIVE COMMUNITY EFFORT
Project Coyote has compiled a number of free resources that can be downloaded

Prototype Version 1

Prototype v1: Overview

Prototype

Physical Flyers/QR Cards:



Website (Figma Prototype):

The image shows a Figma prototype of a website. At the top is a navigation bar with a logo, "SeaCoyotee", and links for "Home", "Social", "Quiz", and "Contact". There is also a search bar. Below the navigation bar is a section titled "Coyote Experts Answer Frequently Asked Questions". It includes a note: "Information sourced from the Woodland Zoo Seattle Urban Carnivore Project Coyote Frequently Asked Questions". The page lists several FAQ items with arrows to expand them: "Do coyotes harm humans?", "Are coyotes a risk to dogs and cats?", "How can I coexist with coyotes?", "Are coyotes "overpopulating"? Is the loss of their habitat leading to increasing encounters with people?", "How easy is Do coyotes live in large packs that are dangerous to people? Webflow to learn?", and "What do coyotes eat, and do they decimate deer populations?".

Evaluation/ Feedback

Usability Test

Users: 2

Feedback

- Add more hazing guidelines
- Address misconceptions with videos/flyers
- Increase website link prominence
- FAQ and Quiz addressed user needs the best
- More information about how to take care of your dogs and cats are needed
- Contact an Expert section is too resource-heavy to be sustainable

Changes

- Added a “Want to know more?” section with a carousel of clickable ads which take users to expert coyote websites (e.g. Woodland Park Zoo)
- Added a hazing question to the FAQ section including a hazing video
- Show verified source evidence

Prototype v1: QR code flyer/sign

Coyotes in the Neighborhood?

DO NOT feed coyotes.

DO NOT run from coyotes.

DO act big and be loud!

DO leash your pets to keep
yourself and your furry friend safe



This is a UW Graduate Study, please scan this QR code to try our website prototype. Does it help you? Please share your thoughts in the survey after. Thank you!



SeaCoyotee

Flyer information includes:

- Key safety tips (e.g., "Do not feed coyotes," "Secure trash bins").
- A QR code linking to the digital platform.
- A concise call-to-action encouraging residents to learn more.

Prototype v1: High Fidelity Page Mock-ups

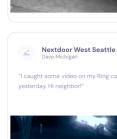
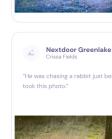
Landing

 SeaCoyote [Home](#) [Social](#) [Quiz](#) [Contact](#) [🔍](#)

 SeaCoyotee Home Social Quiz Contact 

 SeaCoyote [Home](#) [Social](#) [Quiz](#) [Contact](#) 

Social	
Here are what your neighbors around Seattle are saying about coyotes. The posts are sourced from various social platforms.	
 Nextdoor Magnolia Dawn Morris "I saw this handsome fella on my walk, isn't he a beauty?"	
	
 Nextdoor Magnolia Dawn Morris "Be careful of your outdoor cats. Bring them in. You never know what might happen!"	
	
 Nextdoor West Seattle Dawn Morris "Midnight visitors in the back yard. My neighbor saw him two blocks up the same night!"	
	
 Nextdoor Greenlake Arianna Morris "There was one more but no photo. Make sure to fresh your dogs eh?"	
	
 Nextdoor Greenlake Arianna Morris "He was chasing a rabbit just before I took this photo."	
	

Social		
Here are what your neighbors around Seattle are saying about coyotes. The posts are sourced from various social platforms.		
 Nextdoor Magnolia Seen today "I saw this handsome fella on my walk. Isn't he a beauty?"		
 Nextdoor West Seattle Seen today "Neighbors, video in the background. My neighbor saw him two blocks up the same night."	 Nextdoor Greenlake Seen today "There was one more but no photo. Make sure to leash your dogs all"	
 Nextdoor Magnolia Seen today "Be careful of your outdoor cats. Bring them in. You never know what might happen!"	 Nextdoor West Seattle Seen today "I caught some video on my ring cam yesterday. Hi neighbor!"	 Nextdoor Greenlake Seen today "He was chasing a rabbit just before I took this photo!"

Social	
<p>Here are what your neighbors around Seattle are saying about coyotes. The posts are sourced from various social platforms.</p>	
<p>Nextdoor Magnolia Dawn Green</p> <p>"I saw this handsome fella on my walk. Isn't he a beauty?"</p>  <p>Nextdoor West Seattle The Resident</p> <p>"Midnight visitor in the backyard. My neighbor saw him two blocks up the same night!"</p>  <p>Nextdoor Greenlake Karen Kipp</p> <p>"There was one more but no photos. Make sure to leash your dogs all!"</p> 	
<p>Nextdoor Magnolia Trix Bee</p> <p>"Be careful of your outdoor cats. Bring them in. You never know what might happen."</p> 	<p>Nextdoor West Seattle Dawn McGinn</p> <p>"I caught some video on my Ring cam yesterday. Hi neighbour!"</p> 
<p>Nextdoor Greenlake Crisse Fullis</p> <p>"He was chasing a rabbit just before I took this photo."</p> 	

Quiz

Do you think you know your coyote facts? Take the quiz and see. Share your results on social media to keep the fun going!

Do coyotes eat plants and berries?

True

False

◀ ▶

A white rectangular card with rounded corners, centered on a light beige background. The card contains the following text:

Quiz

Do you think you know your coyote facts? Take the quiz and tell us. Share your results on social media to keep the fun going!

Do coyotes eat plants and berries?

True **False**

At the bottom of the card are two circular arrows: a left-pointing arrow on the left and a right-pointing arrow on the right.

Quiz

Do you think you know your coyote facts? Take the quiz and see. Share your results on social media to keep the fun going!

Do coyotes eat plants and berries?

True

False

< >

Contact Experts

Get in touch if you have any questions about the information on here or if you would like to know more.

[see contact experts.com](#)

50 (223) 456-789

1401 NE Campus Place
Seattle, WA 98195

Name

Email

Phone

Company

Message

Send message

Contact Experts

Get in touch if you have any questions about the information on here or if you would like to know more.

sean@oyenlaw.ca
 501 (221) 456 - 789
 ⑧ 1407 NE Cornell Place
 Seattle, WA 98195

Name

Email

Phone

Company

Message

Please type your message here.

Send message

Contact Experts

Get in touch if you have any questions about the information on here or if you would like to know more.

Email: example@example.com

Phone: (02) 456 - 789

Address: 140 HE Campus Play
Seattle, WA 98005

Name:

Email:

Phone:

Company:

Message:

Please type your message here...

Send message

- [Resources](#)
- [Woodland Zoo](#)
- [Project Coyote](#)
- [Humane Society of United States](#)
- [USD Genetics Project](#)

Resources
Woodland Zoo
Project Coyote
Humane Society of United States
U.S. Feline Coyote Impact

Resources
Woodland Zen
Project Coyote
Humane Society of United States
UWF Genetics Coyote Project

 SeaCoyotee [Home](#) [Social](#) [Quiz](#) [Contact](#) [Search](#)

SeaCoyotee

[Home](#) [Social](#) [Quiz](#) [Contact](#)

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SeaCoyotee

[Home](#) [Social](#) [Quiz](#) [Contact](#)

Prototype v1: High Fidelity Page Mock-ups

The prototype includes a navigation bar with 'Home', 'Social', 'Quiz', 'Contact', and a search bar. Below the navigation is a section titled 'Coyote Experts Answer Frequently Asked Questions' with links to various questions. A 'Social' section shows posts from neighbors about coyotes. A 'Quiz' section asks if coyotes eat plants and berries. A 'Contact Experts' section allows users to message experts. A 'Resources' section lists links to the Woodland Zoo Seattle Urban Carnivore Project Coyote Frequently Asked Questions and the Seattle Coyote Project.

1 Expert FAQ

The 'Expert FAQ' section features a title 'Coyote Experts Answer Frequently Asked Questions' and a subtitle 'Information sourced from the Woodland Zoo Seattle Urban Carnivore Project Coyote Frequently Asked Questions'. It lists several questions with orange outlines:

- Do coyotes harm humans?
- Are coyotes a risk to dogs and cats? (highlighted with an orange callout)
- Are coyotes "overpopulating"? Is the loss of their habitat leading to increasing encounters with people?
- How can I coexist with coyotes?
- What do coyotes eat, and do they decimate deer populations?
- How easy is Do coyotes live in large packs that are dangerous to people? Webflow to learn?

A detailed callout for the 'Are coyotes a risk to dogs and cats?' question provides the following answer:

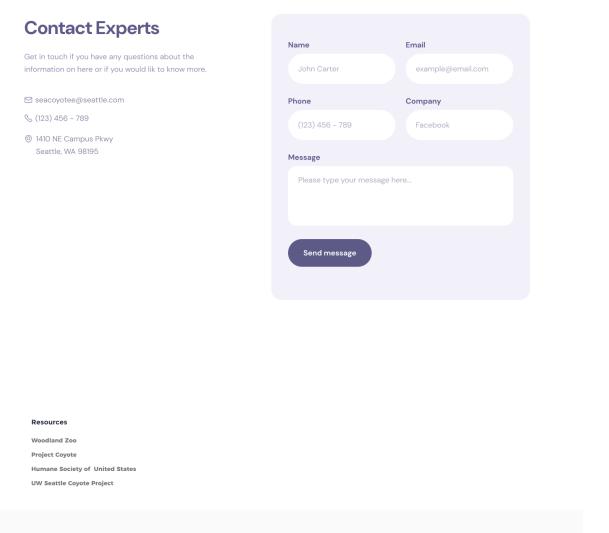
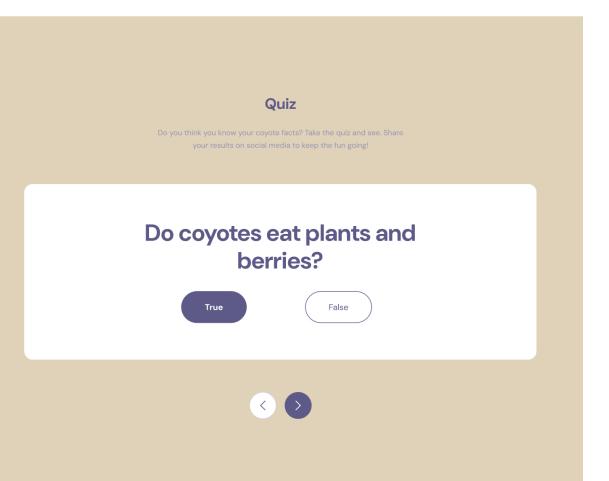
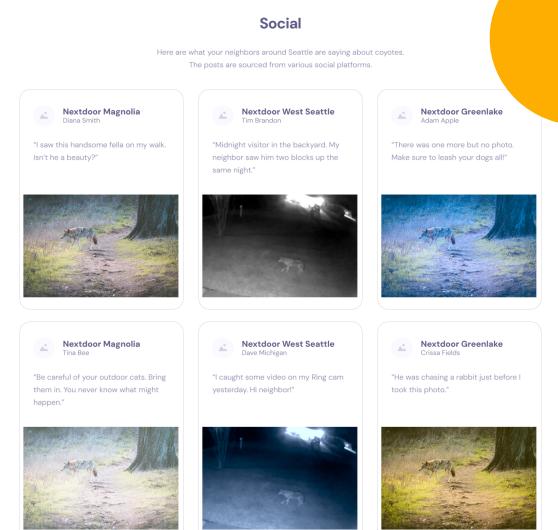
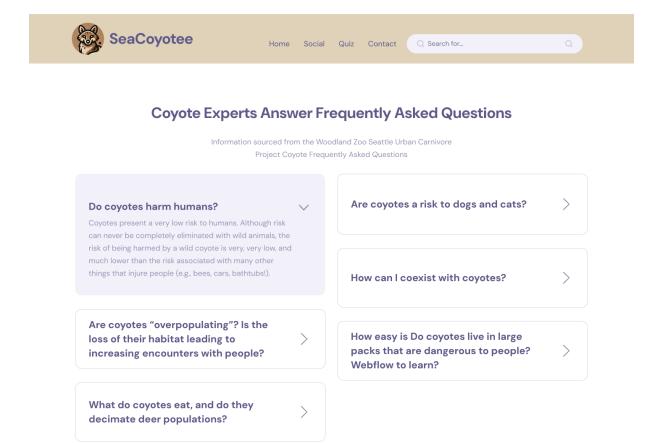
Are coyotes a risk to dogs and cats?

Although also a rare occurrence, coyotes will occasionally kill small dogs and cats. Interactions between coyotes and people or pets, however, tend to occur when coyotes have been fed, either directly or indirectly (e.g., eating pet food left on a porch), and thus getting too comfortable around people. Coyotes can behave aggressively toward dogs for a variety of reasons, including because the coyote feels scared or threatened, or because of a competitive reaction to another canid.

Using information from official and expert sources, users can feel confident that the answers are from formal channels

Prototype v1: High Fidelity Page Mock-ups

2 Social



Social

Here are what your neighbors around Seattle are saying about coyotes.

The posts are sourced from various social platforms.

The grid of posts is highlighted with a large orange border.

User	Location	Post Content	Photo
Nextdoor Magnolia	Magnolia, Seattle	"I saw this handsome fella on my walk. Isn't he a beauty?"	
Nextdoor West Seattle	West Seattle	"Midnight visitor in the backyard. My neighbor saw him two blocks up the same night."	
Nextdoor Greenlake	Greenlake	"There was one more but no photo. Make sure to leash your dogs all!"	
Nextdoor Magnolia	Magnolia, Seattle	"Be careful of your outdoor cats. Bring them in. You never know what might happen."	
Nextdoor West Seattle	West Seattle	"I caught some video on my Ring cam yesterday. Hi neighbor!"	
Nextdoor Greenlake	Greenlake	"He was chasing a rabbit just before I took this photo."	

Social media postings about coyotes can be seen from popular platforms like Nextdoor

nextdoor

United States > Washington > Seattle > Magnolia



Magnolia, Seattle

23,733 Residents | 100 Friendliness | 91 Affordability | \$127K Average income | 51 Average age

Magnolia is a peaceful and family-friendly neighborhood in Seattle, known for its safety and strong sense of community among its neighbors.

Where is this data from?

Conversations happening in Magnolia

The messages are highlighted with a large orange border.

User	Message
M. A.	Magnolia - yesterday Is anyone available to clean our gutters and install the holiday lights and hooks we own
L. P.	Magnolia - yesterday Holiday Market at haven s and support our local artist

Prototype v1: High Fidelity Page Mock-ups

3 Quiz

The screenshot shows the SeaCoyote website's homepage. At the top, there's a navigation bar with links for Home, Social, Quiz, Contact, and a search bar. Below the navigation, a section titled "Coyote Experts Answer Frequently Asked Questions" displays several questions with brief answers. Further down, a "Social" section shows posts from various Nextdoor neighborhoods (Magnolia, West Seattle, Greenlake) sharing their experiences with coyotes. At the bottom, there's a "Contact Experts" form and a "Resources" section.

This image shows a quiz page with a large orange border. The title "Quiz" is at the top, followed by a sub-instruction: "Do you think you know your coyote facts? Take the quiz and see. Share your results on social media to keep the fun going!" A central question is: "Do coyotes eat plants and berries?" with two options: "True" and "False". Navigation arrows are at the bottom.

This image shows the same quiz page after an answer has been selected. The question "Do coyotes eat plants and berries?" is repeated. To the right, a large callout box states "Correct answer is True." Below it, explanatory text reads: "Coyotes are omnivores, meaning they eat a wide variety of foods and will adapt their diet based on what's available. They are opportunistic feeders, so their diet can include fruits, vegetables, grains, insects, small mammals, and food waste scavenged from trash bins." Navigation arrows are at the bottom.

A periodically updated quiz helps users with their coyote knowledge retention

Prototype v1: High Fidelity Page Mock-ups

4

Contact an Expert

This screenshot shows a section titled "Coyote Experts Answer Frequently Asked Questions". It includes a search bar and a note about information sourced from the Woodland Zoo Seattle Urban Carnivore Project. Below are several questions with expandable answers:

- Do coyotes harm humans?
- Are coyotes a risk to dogs and cats?
- How can I coexist with coyotes?
- Are coyotes "overpopulating"? Is their habitat leading to increasing encounters with people?
- How easy is it for coyotes to live in large packs that are dangerous to people? Wildlife to learn?
- What do coyotes eat, and do they deplete deer populations?

This screenshot shows a quiz question: "Do coyotes eat plants and berries?". There are two options: "True" and "False". Below the question is a navigation bar with arrows.

This screenshot shows a contact form with fields for Name, Email, Phone, Company, and a Message area. At the bottom is a "Send message" button.

Contact Experts

Get in touch if you have any questions about the information on here or if you would like to know more.

seacoyote@seattle.com

[\(123\) 456 - 789](tel:(123)456-789)

[1410 NE Campus Pkwy
Seattle, WA 98195](https://www.facebook.com/1410NECampusPkwy)

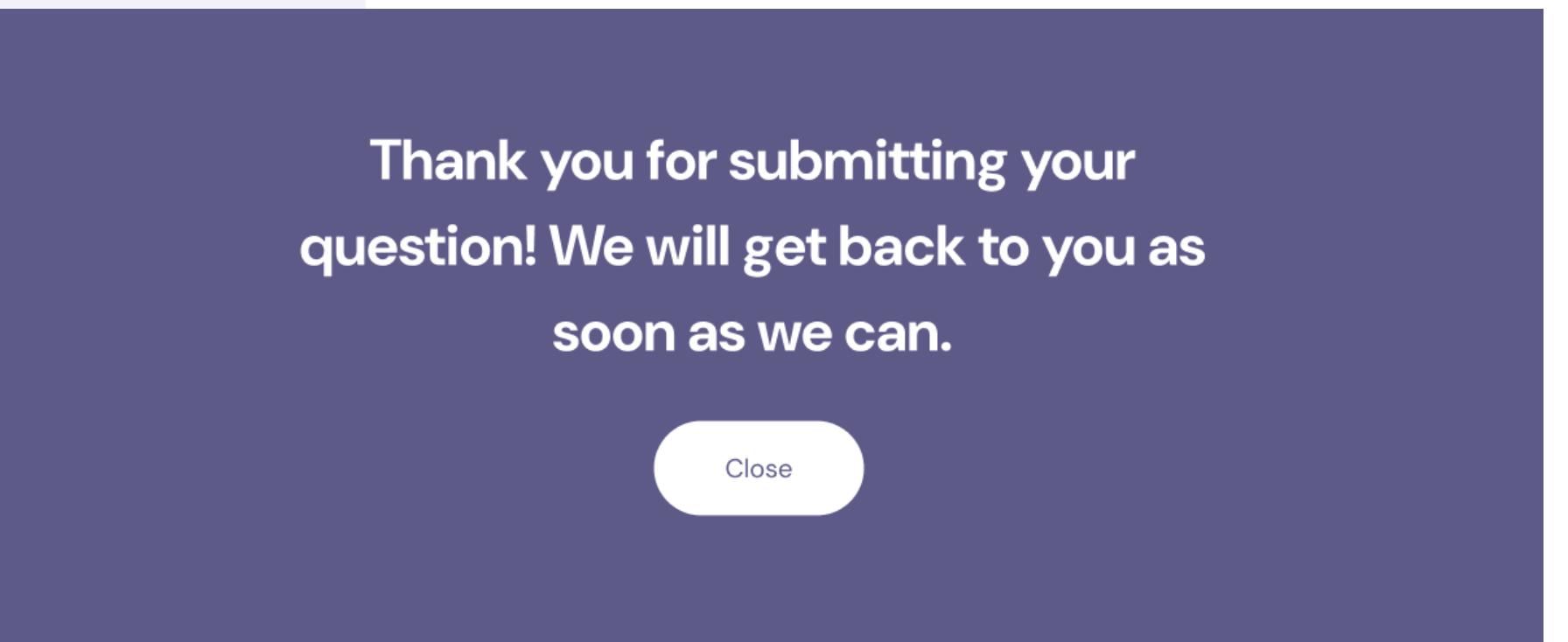
This detailed view of the contact form shows the following input fields:

Name	Email
John Carter	example@email.com

Phone	Company
(123) 456 - 789	Facebook

Message	
Please type your message here...	

Send message



Users can direct their questions to coyote experts and be confident that the information is correct

Prototype v1: High Fidelity Page Mock-ups

5

Resources

The screenshot shows a section titled "Coyote Experts Answer Frequently Asked Questions". It includes a sub-section header "Information sourced from the Woodland Zoo Seattle Urban Carnivore Project Coyote Frequently Asked Questions". Below this are several questions with expandable answers:

- Do coyotes harm humans?
- Are coyotes a risk to dogs and cats?
- How can I coexist with coyotes?
- Are coyotes "overpopulating"? Is the loss of their habitat leading to increasing encounters with people?
- How easy is it for coyotes to live in large packs that are dangerous to people? Wildlife to learn?
- What do coyotes eat, and do they decimate deer populations?

The screenshot shows a "Social" section with the sub-header "Here are what your neighbors around Seattle are saying about coyotes. The posts are sourced from various social platforms". It displays six posts from "Nextdoor" accounts:

- Nextdoor Magnolia: "I saw the coyote this morning! Isn't he a beauty?"
- Nextdoor West Seattle: "I caught some video of my ring-tail yesterday! H neighbor."
- Nextdoor Greenlake: "He was chasing a rabbit just before I took this photo!"
- Nextdoor Magnolia: "Be careful of your outdoor cars. Bring them in. You never know what might happen!"
- Nextdoor West Seattle: "I caught some video of my ring-tail yesterday! H neighbor."
- Nextdoor Greenlake: "He was chasing a rabbit just before I took this photo!"

The screenshot shows a "Quiz" section with the sub-header "Do you think you know your coyote facts? Test the quiz and see. Share your results on social media to keep the fun going!". A question is displayed: "Do coyotes eat plants and berries?". The user can choose "True" or "False".

The screenshot shows a "Contact Experts" section with the sub-header "Get in touch if you have any questions about the information on here or if you would like to know more". It includes fields for Name, Email, Phone, Company, and Message, along with a "Send message" button.

5

Resources

Woodland Zoo

Project Coyote

Humane Society of United States

UW Seattle Coyote Project

A curated list of resources can help direct users to more information directly related to them

The screenshot shows a large image of a coyote standing in a forested area with green moss and trees. The Woodland Park Zoo logo is in the top right corner. The navigation bar at the top includes "TICKETS", "MEMBERSHIP", and "DONATE". Below the image, the URL "Home > Saving Wildlife > Living Northwest Program > Seattle Urban Carnivore Project > Coyote FAQ" is visible.

The screenshot shows the Project Coyote homepage with a large image of a forest. The main headline reads "COYOTES" in large green letters, followed by "DONATE", "DONATE WITH PAYPAL", "SHOP", and "0 ITEMS". Below the image, the text "Coexistence is an active community effort" and "RESOURCES TO DOWNLOAD & SHARE" are displayed. A download box for "PROJECT COYOTE COEXISTENCE GUIDE" is shown on the right.

Evaluation

1

Prototype v1: Usability Test 1



Key Findings

- Add more hazing guidelines
- Address misconceptions with videos/flyers
- Increase website link prominence
- FAQ and Quiz addressed user needs the best
- More information about how to take care of your dogs and cats are needed
- Contact an Expert section is too resource-heavy to be sustainable
- They prefer receiving some non-digital materials, such as quiz and flyers, which can be provided in the short term

Prototype Version 1.1

Prototype v1.1: Overview

Prototype

Website (Figma Prototype):

The screenshot shows the Figma prototype of the SeaCoyote website. At the top is a navigation bar with a logo, "SeaCoyote", and links for "Home", "Social", "Quiz", and "Contact". A search bar is also present. Below the navigation is a section titled "Coyote Experts Answer Frequently Asked Questions". It includes a note about information being sourced from Woodland Park Zoo, Project Coyote, and the Humane Society of United States. There are several expandable questions:

- "Do coyotes harm humans?"
- "How do I correctly haze coyotes? When do I?"
- "What do coyotes eat, and do they decimate deer populations?"
- "Are coyotes a risk to dogs and cats?" (This question is expanded, showing information from the Woodland Park Zoo and Project Coyote websites, along with a link to visit the sites.)
- "How can I coexist with coyotes?"
- "Do coyotes have rabies?"

At the bottom of the page is a "Social" section showing posts from Nextdoor communities:

- Nextdoor Magnolia: Diana Smith - "I saw this handsome fella on my walk. Isn't he a beauty?"
- Nextdoor West Seattle: Tim Brandon - "Midnight visitor in the backyard. My neighbor saw him two blocks up the same night."
- Nextdoor Greenlake: Adam Apple - "There was one more but no photo. Make sure to leash your dogs all!"

Evaluation/ Feedback

Survey

Users: 20

Feedback

- Users care about coyote information from verified sources
- Users want to see others getting accurate coyote information
- Access points such as community platforms are viable ways to reach our targeted users

Changes

- More questions added to FAQ that are informed by feedback from users
- Links added to FAQ answers that links to informative PDFs

Prototype v1.1: High Fidelity Page Mock-ups

Landing

This landing page features a central 'Coyote Experts Answer Frequently Asked Questions' section with a dropdown menu for 'Woodland Park Zone'. Below it is a 'Social' section displaying posts from neighbors like 'Neighborhood Magnolia' and 'Neighborhood West Seattle'. At the bottom, there's a 'Quiz' section and a 'Contact Experts' form.

A detailed FAQ page with a sidebar for 'Woodland Park Zone'. It lists various questions such as 'Do coyotes harm humans?', 'Are coyotes a risk to dogs and cats?', and 'How can I coexist with coyotes?'. Each question has a detailed answer and a 'Read more' link.

Another view of the FAQ page, showing a different set of questions and answers related to coyote behavior and safety.

FAQ

Yet another view of the FAQ page, highlighting specific questions about coyote interactions with pets and deer populations.

Final view of the FAQ page, showing a mix of general and specific coyote-related inquiries.

Social

A social media feed page for 'Woodland Park Zone' featuring posts from neighbors. An overlay quiz asks 'Do coyotes eat plants and berries?' with 'True' and 'False' options.

Another social media feed page with a similar layout, showing neighborhood posts and a quiz overlay.

Quiz

A quiz page asking 'Do coyotes eat plants and berries?' with a 'True' or 'False' button. Below it is a 'Contact Experts' form for 'John Carter'.

Final view of the quiz page, showing the correct answer and a thank you message for submitting the question.

Contact an Expert

Prototype v1.1: High Fidelity Page Mock-ups

This mock-up shows the new landing page. At the top left is a sidebar with a coyote icon and the text "SeaCoyotee". Below it are sections for "Coyote Experts Answer Frequently Asked Questions" and "Social". The "Social" section displays user-generated posts from "Nextdoor Magnolia", "Nextdoor West Seattle", and "Nextdoor Greenlake". At the bottom are sections for "Quiz" and "Contact Experts". A large purple circle with the number "1" is overlaid on the top left corner.

1 New Landing Page

This image provides a detailed view of the "Are coyotes a risk to dogs and cats?" FAQ entry. The question is highlighted with a purple box. Below it is a section titled "Woodland Park Zoo" with a detailed explanation. Further down are sections for "Project Coyote" and "Dogs and Coyotes". A purple line connects this section to the "Social" area of the landing page mock-up.

Landing page has the question “Are coyotes a risk to dogs and cats?” expanded already

Gives the source where the information came from

Links to external sites - coyote expert webpages

Prototype v1.1: High Fidelity Page Mock-ups

2

Relevant Questions & Video Content

The screenshot shows a sidebar with a purple header 'Social' containing several user posts from Nextdoor. Below the sidebar is a 'Quiz' section with a question 'Do coyotes eat plants and berries?' and two options: 'True' and 'False'. At the bottom is a 'Contact Experts' form with fields for Name, Email, Phone, Company, and a Message area.

The homepage features a navigation bar with 'Home', 'Social', 'Quiz', and 'Contact' links, along with a search bar. The main content area is titled 'Coyote Experts Answer Frequently Asked Questions'.

Coyote Experts Answer Frequently Asked Questions

Information sourced from Woodland Park Zoo, Project Coyote and
Humane Society of United States

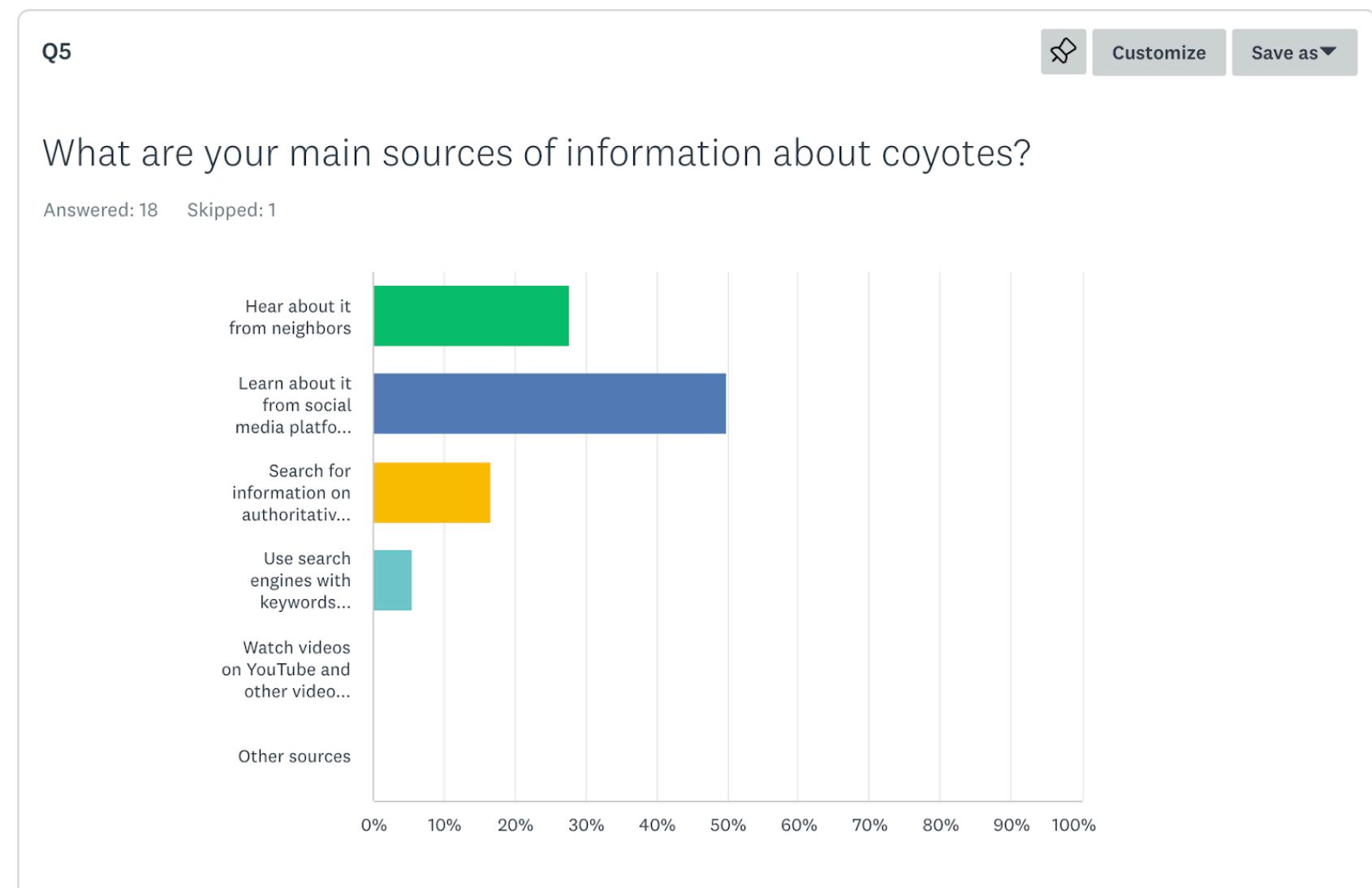
This screenshot shows a list of frequently asked questions. The question 'How do I correctly haze coyotes? When do I?' has a collapsed dropdown. The question 'Are coyotes a risk to dogs and cats?' has a purple rectangular callout pointing to it from the top right. Below the questions is a video player showing a man in a red jacket standing outdoors. A purple line connects the video player to another purple callout pointing to the question 'What do coyotes eat, and do they decimate deer populations?' at the bottom.

More questions specific to
Persona 1 and from user
feedback

Video content that links to
external sites (e.g. YouTube)

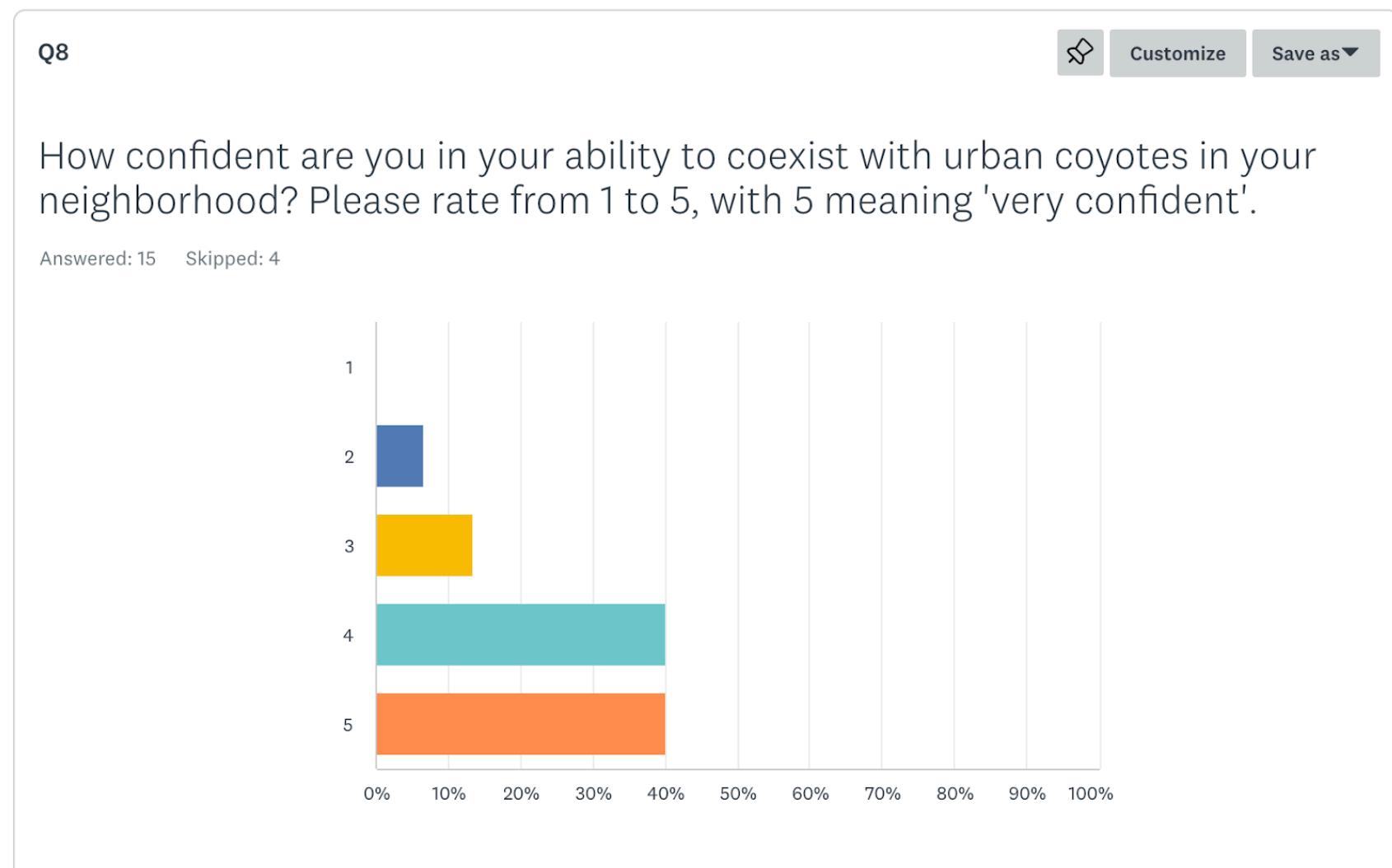
Evaluation 1.1

Prototype v1.1: Survey



Key Findings

- Users care about coyote information from verified sources
- Users want to see others getting accurate coyote information
- Access points such as community platforms are viable ways to reach our targeted users



Prototype Version 2

Prototype v2: Overview

Prototype

Website (Figma Prototype):

The screenshot shows the SeaCoyote website prototype. At the top is a navigation bar with a logo, "SeaCoyote", and links for "Home", "Social", "Quiz", and "Contact". A search bar is also present. Below the navigation is a section titled "Coyote Experts Answer Frequently Asked Questions". It includes a note about information being sourced from Woodland Park Zoo, Project Coyote, and the Humane Society of United States. There are several FAQ cards:

- "Do coyotes harm humans?"
- "How do I correctly haze coyotes? When do I?"
- "What do coyotes eat, and do they decimate deer populations?"
- "Are coyotes a risk to dogs and cats?" (This card is expanded, showing information from the Woodland Park Zoo and Project Coyote, along with a link to their websites.)
- "How can I coexist with coyotes?"
- "Do coyotes have rabies?"

At the bottom, there is a "Social" section titled "Here are what your neighbors around Seattle are saying about coyotes. The posts are sourced from various social platforms." It shows three posts from Nextdoor:

- Nextdoor Magnolia: Diana Smith - "I saw this handsome fella on my walk. Isn't he a beauty?" (with a photo of a coyote)
- Nextdoor West Seattle: Tim Brandon - "Midnight visitor in the backyard. My neighbor saw him two blocks up the same night." (with a photo of a coyote)
- Nextdoor Greenlake: Adam Apple - "There was one more but no photo. Make sure to leash your dogs all!" (with a photo of a coyote)

Evaluation/ Feedback

Usability Test

Users: 4

Feedback

- Contact an Expert section is not high priority for users
- Knowing location of coyotes and most updated information of coyotes in Seattle and their neighborhood is needed
- FAQ needs to be more differentiated

Changes

- Contact an Expert section was removed
- Added Carnivorespotter real-time display sourced from <https://carnivorespotter.org/urban-carnivore-spotter/>
- Changed FAQ questions to be more relevant to users

Prototype v2: High Fidelity Page Mock-ups

Landing

This landing page features a header with the SeaCoyotee logo and navigation links. Below the header is a section titled "Coyote Experts Answer Frequently Asked Questions" with a dropdown menu. The main content area contains a grid of cards for various topics like "Do coyotes harm humans?", "Are coyotes a risk to dogs and cats?", and "What do coyotes eat, and do they decimate deer populations?". Below this is a "Social" section showing a grid of user posts from neighbors. At the bottom is a "Quiz" section with a question "Do coyotes eat plants and berries?" and a "Contact Experts" form.

This FAQ page has a header with the SeaCoyotee logo and navigation links. It features a large grid of cards for frequently asked questions such as "Do coyotes harm humans?", "Are coyotes a risk to dogs and cats?", and "What do coyotes eat, and do they decimate deer populations?". Each card includes a "Read more" link.

This FAQ page has a header with the SeaCoyotee logo and navigation links. It features a large grid of cards for frequently asked questions such as "Do coyotes harm humans?", "Are coyotes a risk to dogs and cats?", and "What do coyotes eat, and do they decimate deer populations?". Each card includes a "Read more" link.

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This FAQ page has a header with the SeaCoyotee logo and navigation links. It features a large grid of cards for frequently asked questions such as "Do coyotes harm humans?", "Are coyotes a risk to dogs and cats?", and "What do coyotes eat, and do they decimate deer populations?". Each card includes a "Read more" link.

This page shows a "nextdoor" post from "Magnolia Seattle" with a picture of a house and a "Return back to SeaCoyotee website?" button. Below the post is a "Social" section with a grid of user posts from neighbors. At the bottom is a "Quiz" section with a question "Do coyotes eat plants and berries?" and a "Contact Experts" form.

This page shows a "nextdoor" post from "Magnolia Seattle" with a picture of a house and a "Return back to SeaCoyotee website?" button. Below the post is a "Social" section with a grid of user posts from neighbors. At the bottom is a "Quiz" section with a question "Do coyotes eat plants and berries?" and a "Contact Experts" form.

This page shows a "nextdoor" post from "Magnolia Seattle" with a picture of a house and a "Return back to SeaCoyotee website?" button. Below the post is a "Social" section with a grid of user posts from neighbors. At the bottom is a "Quiz" section with a question "Do coyotes eat plants and berries?" and a "Contact Experts" form.

FAQ

Social

Quiz

Contact an Expert

Prototype v2: High Fidelity Page Mock-ups

1

Added PDF links in FAQ answers



Coyote Experts Answer Frequently Asked Questions
Information sourced from Woodland Park Zoo, Project Coyote and the Humane Society of the United States

- Do coyotes harm humans?
- How do I correctly haze coyotes? When do I?
- Do people overestimate the risk of coyotes towards outdoor cats?
- Project Coyote
Dogs and Coyotes
 - Dogs and coyotes were a concern.
 - In an area where coyotes have been seen, keep your dog closer than a yard and under full control at all times.
 - “Tug” on the leash to make your dog “twitchy.” Avoid using a firm leash.
 - Avoid using “bait” or “lure” traps.
 - Stand or walk with other people, another larger dog, or a dog you know well and feel safe around.
- How can I coexist with coyotes?
- Do coyotes have rabies?

Coyotes Are Our Neighbors
Use interactive maps to find coyote cameras throughout the greater Seattle area.

Click here to visit site

Social
Here are what your neighbors around Seattle are saying about coyotes.
These are sourced from service social platforms.

Neighborhood	User	Comment
Neighborhood Magnolia	Dave Smith	"I saw this handsome fella on my walk. Isn't he a beauty?"
Neighborhood Magnolia	Tina Lee	"The coyote of your outdoor cats. Bring them in. You never know what might happen."
Neighborhood West Seattle	Tina Borden	"Might voice in the backyard. My neighbor has two birds up the same right."
Neighborhood West Seattle	Dee Bergman	"I caught some video on my ring cam yesterday. It's night."
Neighborhood Greenlake	John Apple	"There was one more but no photo. Make sure to keep your dogs off."
Neighborhood Greenlake	Dee Bergman	"I was chasing a rabbit just before I saw this photo."

Quiz
Do you think you know your coyote facts? Take the quiz and see. Share your results on social media to help the fun going!

Do coyotes eat plants and berries?
 True False



Coyote Experts Answer Frequently Asked Questions

Information sourced from Woodland Park Zoo, Project Coyote and the Humane Society of the United States

Do coyotes harm humans?

Are coyotes a risk to dogs and cats?

How do I correctly haze coyotes?
When do I?

How can I coexist with coyotes?

Do people overestimate the risk of coyotes towards outdoor cats?

The Humane Society of the United States

Coyotes aren't the only threat cats face when they go outside—there are far greater dangers. When you allow your cat to roam freely outdoors, even for short periods of time, you expose them to perils such as cars, dogs, diseases, coyotes, poisons and cruel people. If you want your cat to be safe, keep them indoors. Some people let their cats outside because they mistakenly believe it's cruel to keep cats indoors. The truth is that cats who are protected from the dangers outside live longer, happier lives. (You'll be helping your neighboring wildlife stay safer and happier as well.) We've got guidelines to help you keep your indoor cat happy.

Click here to visit site

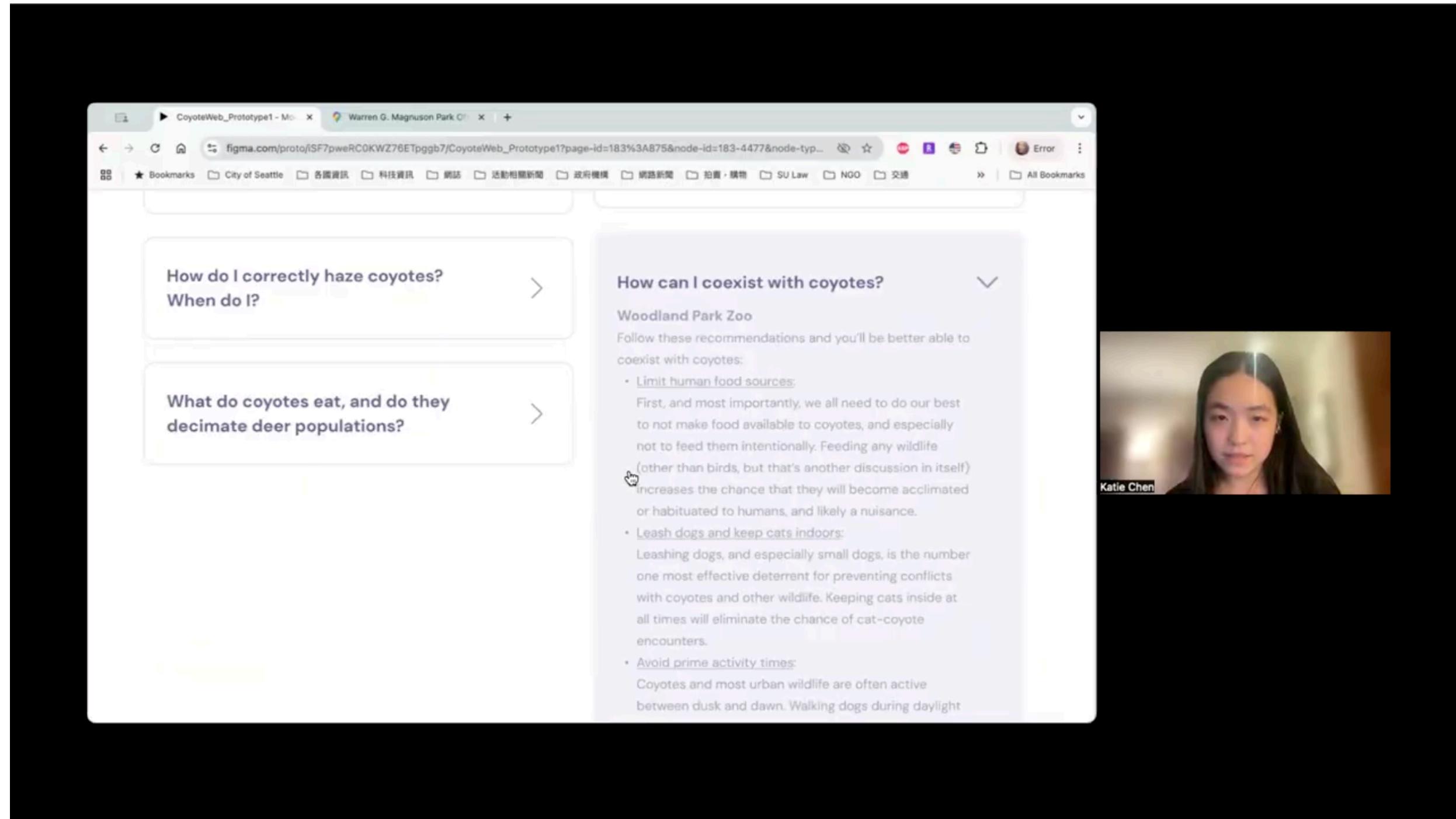
Do coyotes have rabies?

PDF links will link to external website documents from expert coyote websites such as Project Coyote

Evaluation 2

Prototype v2: Evaluation

Key Findings

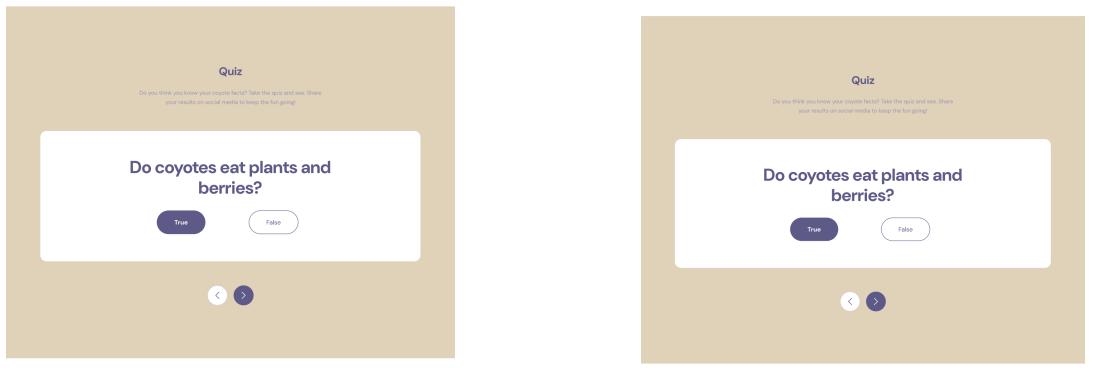
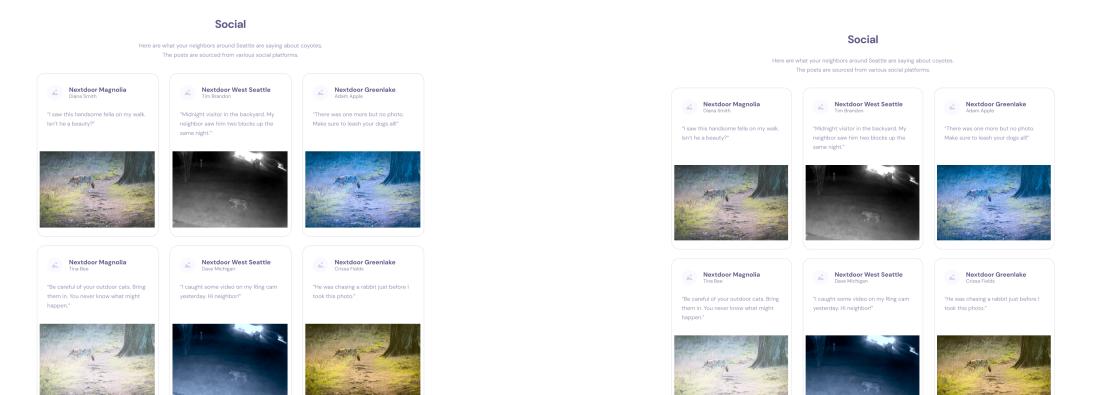
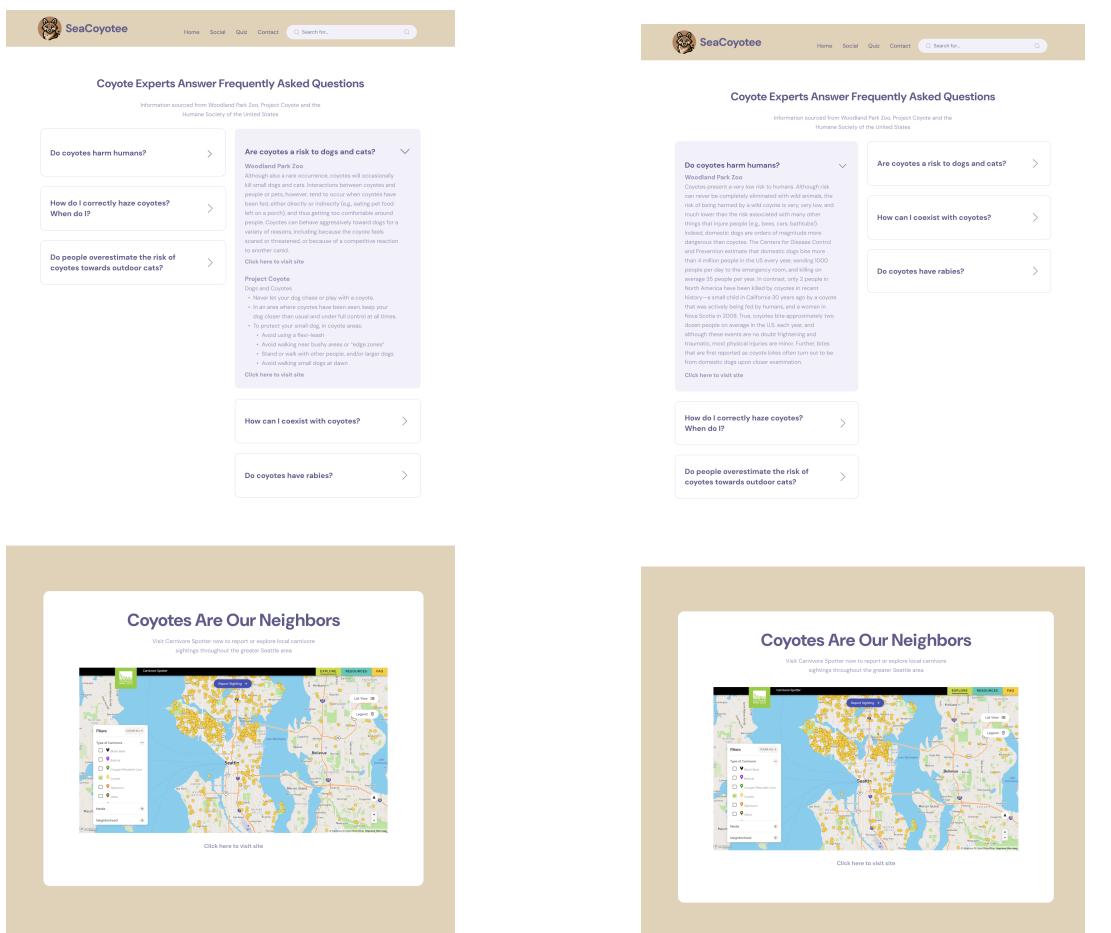
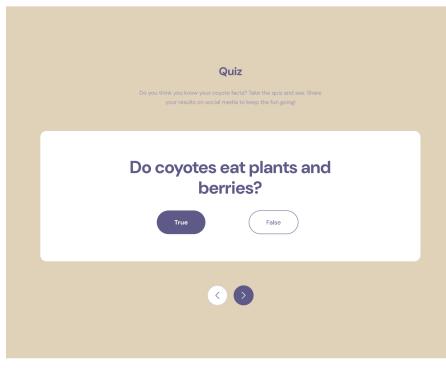
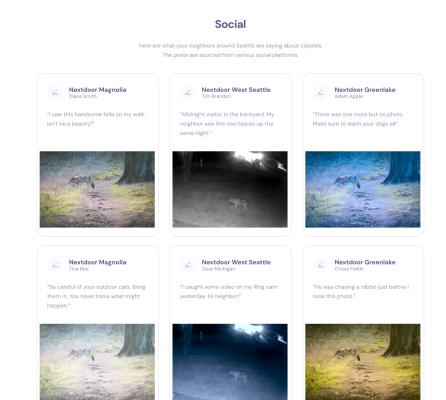
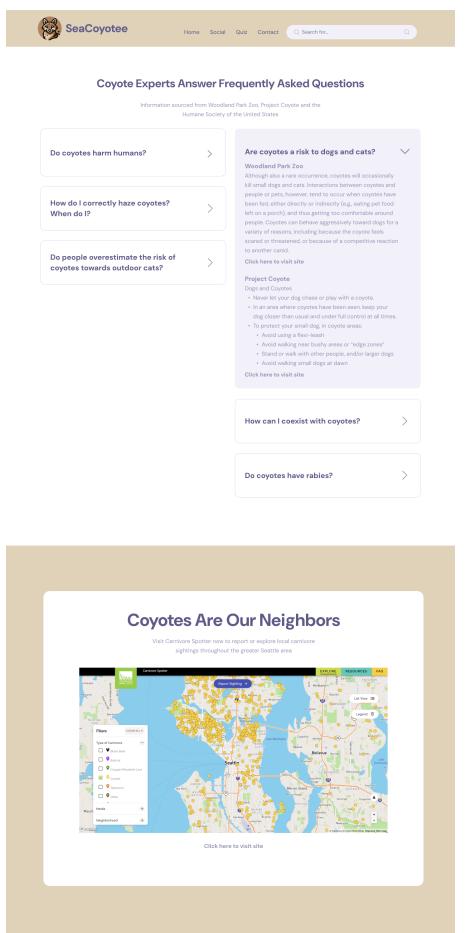


- The interface looks beautiful. FAQ information is helpful and answers user needs.
- In the FAQ, the information needs to be organized so the answers are more differentiated (e.g. User 1 expected to see all dogs and cat information under the dogs and cat question).
- Users want to know where the coyotes are appearing (e.g. User 1 uses Nextdoor and Carnivorespotter for this reason).
- Contact an Expert section is not a priority for users.
- It would be better to have live, real-time community reporting.

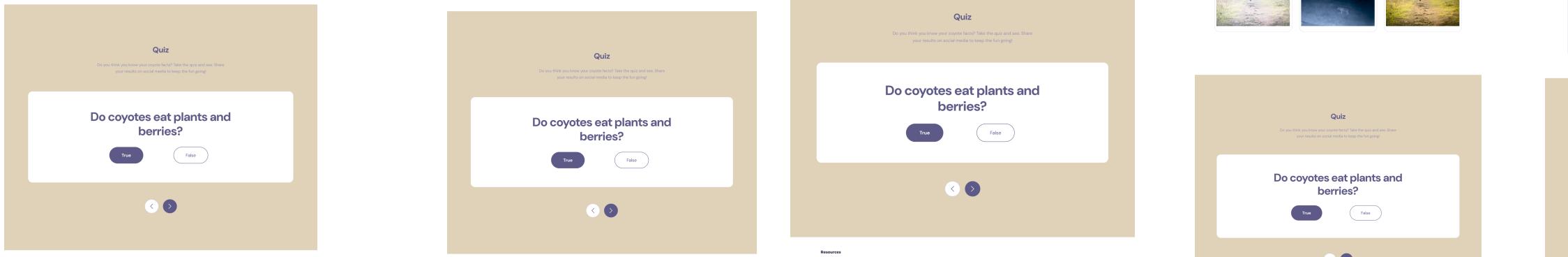
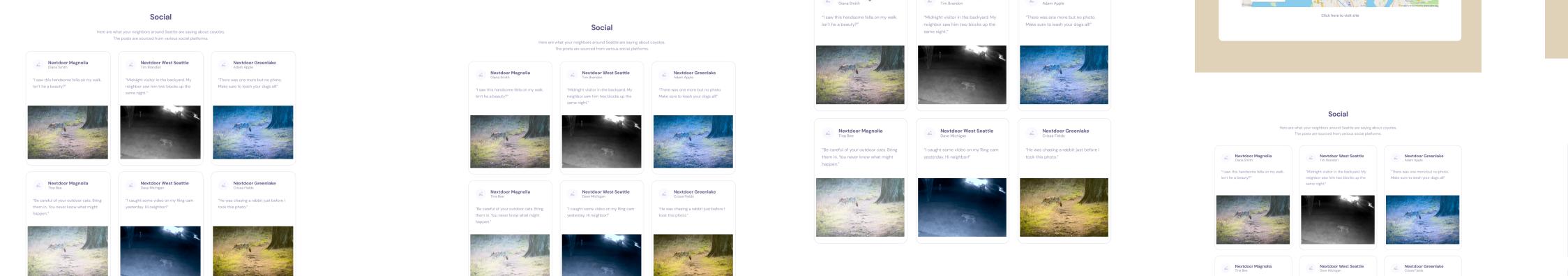
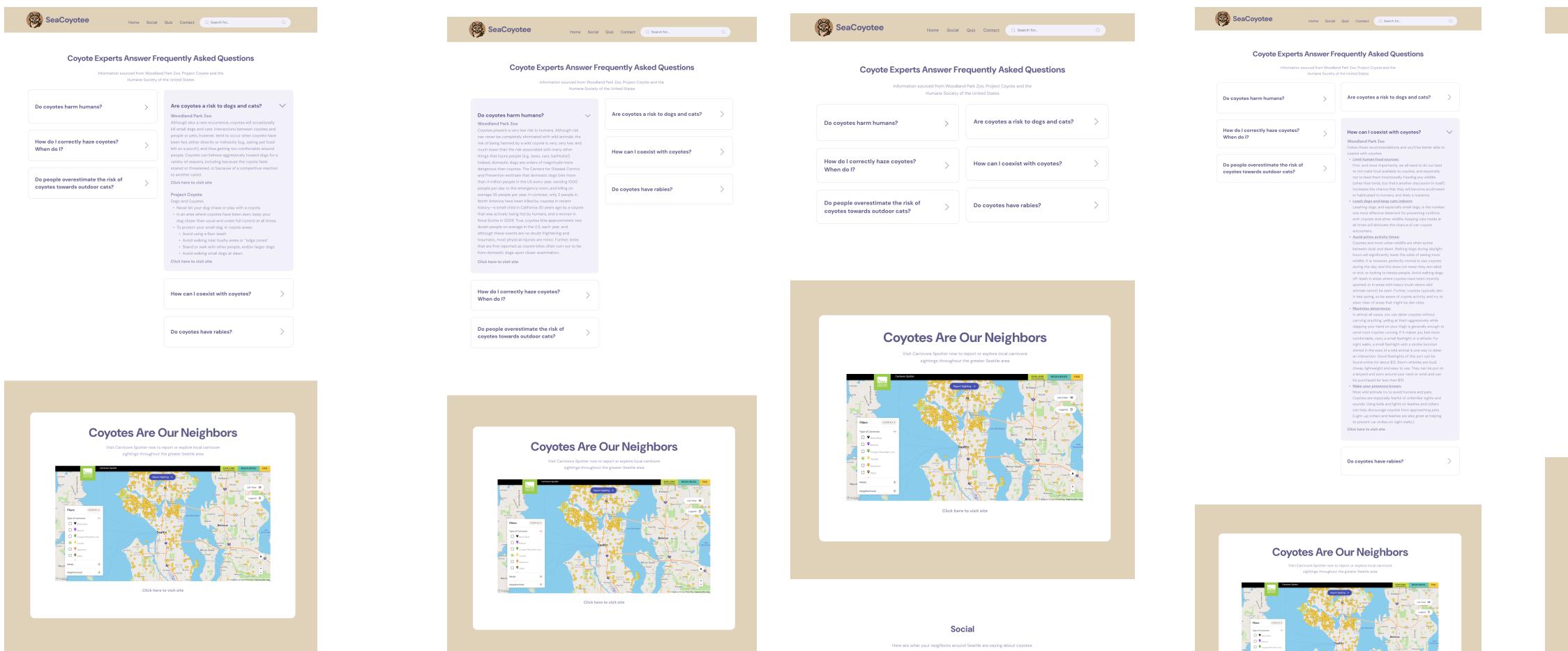
Prototype Version 3
(Final)

Prototype v3: High Fidelity Page Mock-ups

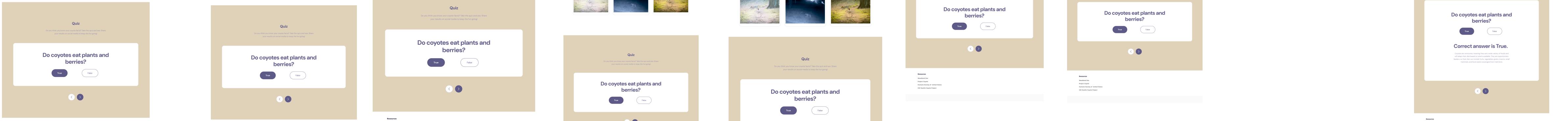
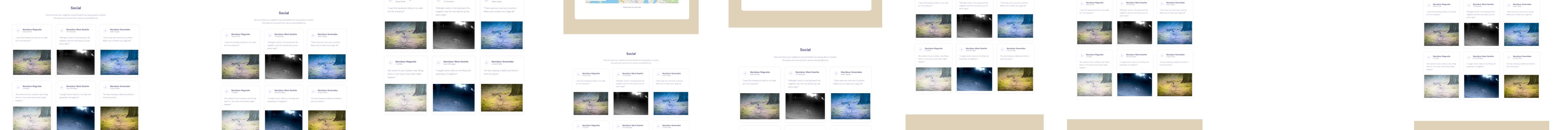
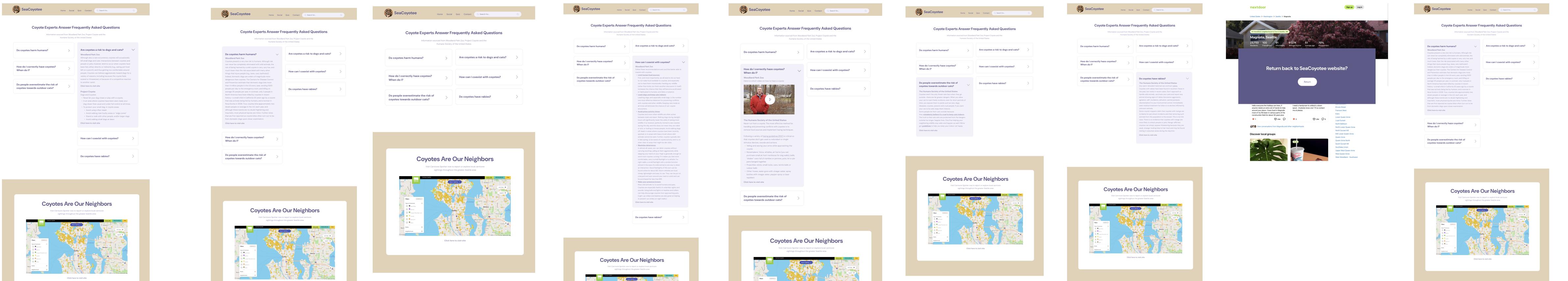
Landing



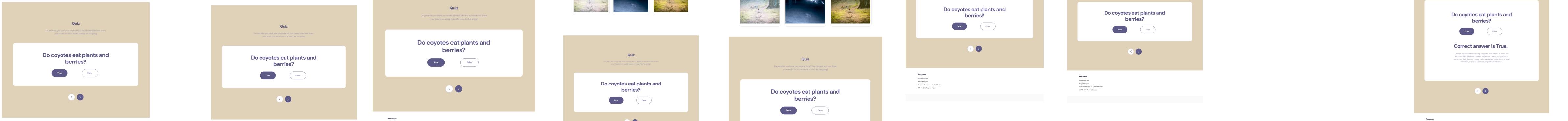
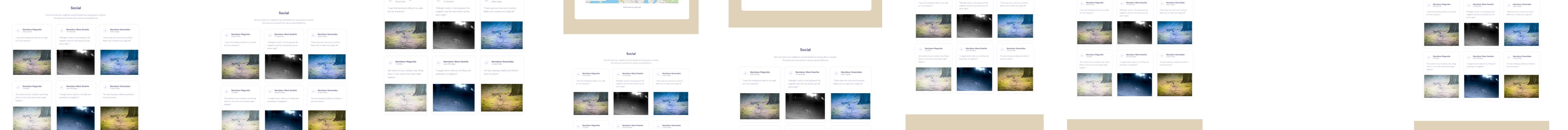
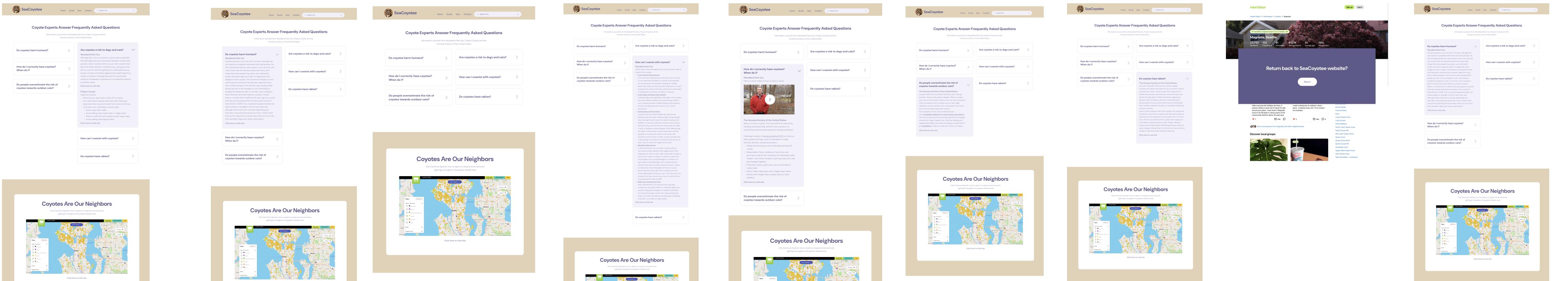
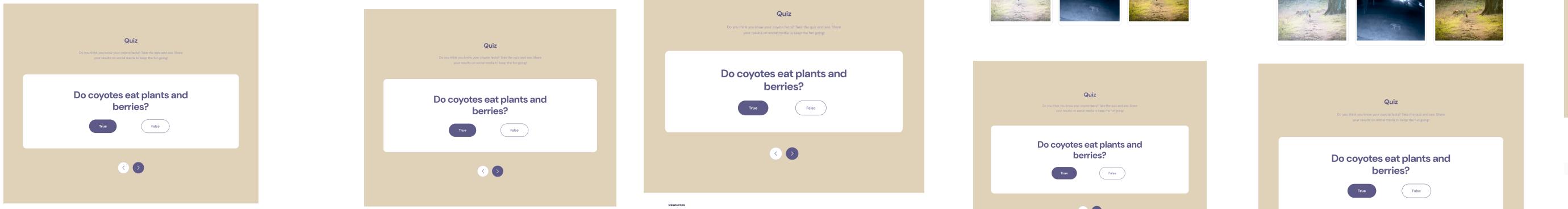
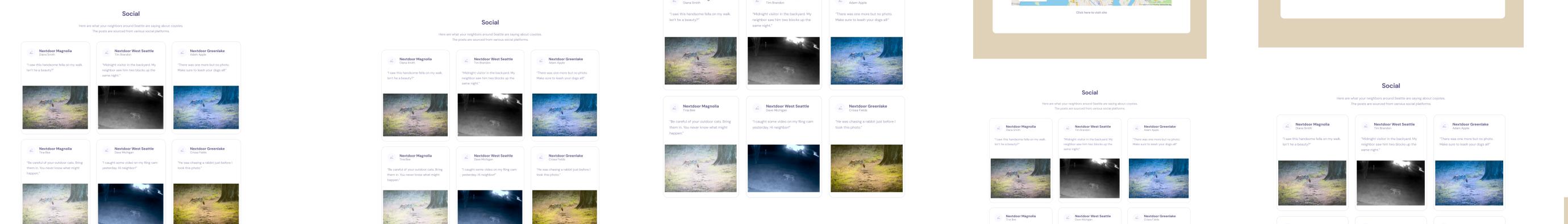
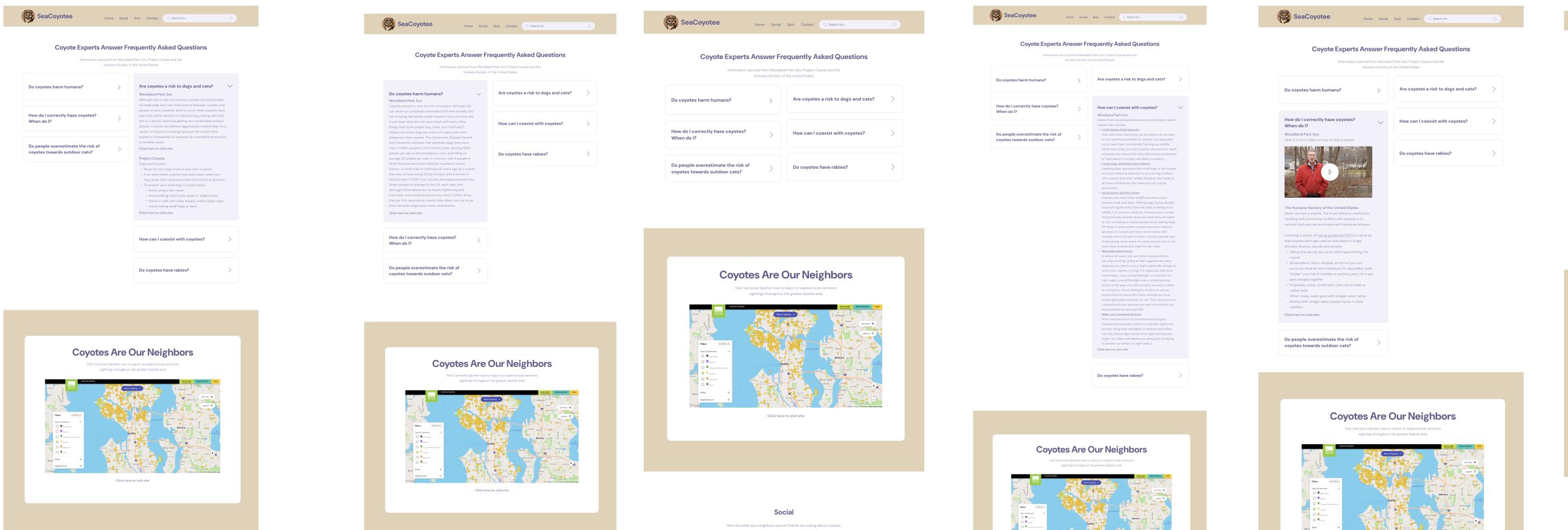
FAQ



Social



Quiz



Prototype v3: High Fidelity Page Mock-ups

1

1 Carnivore Spotter Section

1

1

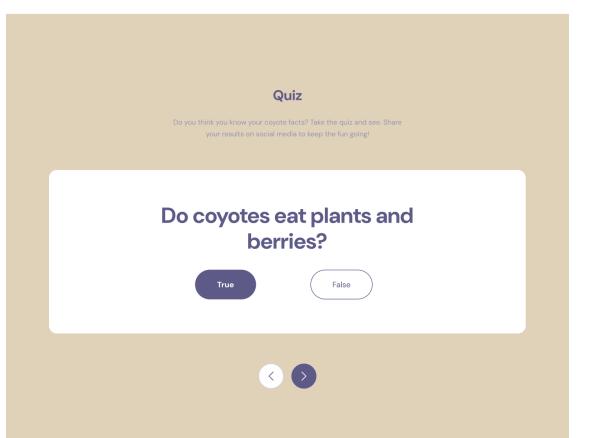
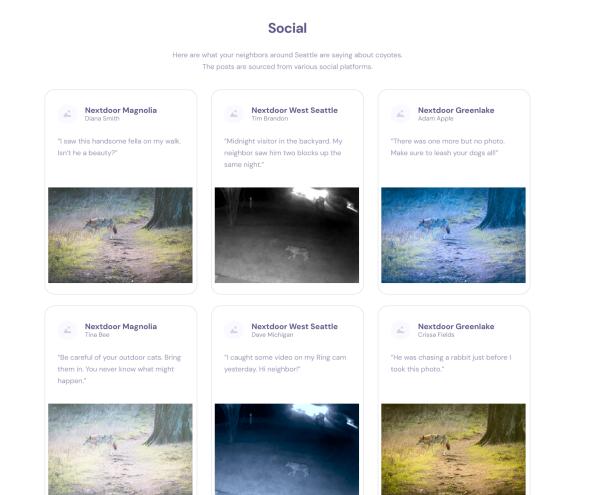
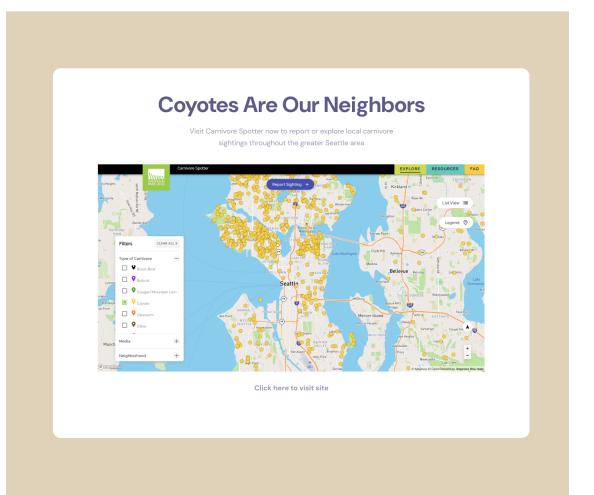
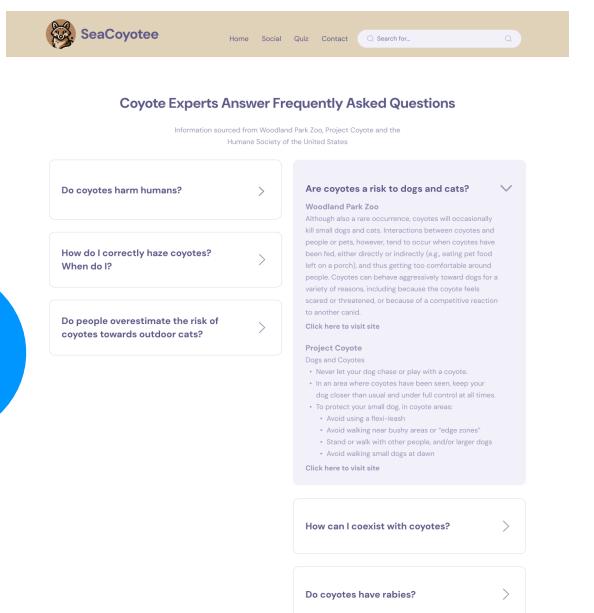
Carnivore Spotter data sourced from <https://carnivorespotter.org/urban-carnivore-spotter/> and will also send users to the external site

Prototype v3: High Fidelity Page Mock-ups

2

2

Added relevant FAQ Questions & Answers



Coyote Experts Answer Frequently Asked Questions

Information sourced from Woodland Park Zoo, Project Coyote and the Humane Society of the United States

Do coyotes harm humans? >

Are coyotes a risk to dogs and cats? >

How do I correctly haze coyotes? >
When do I?

How can I coexist with coyotes? >

Do people overestimate the risk of coyotes towards outdoor cats? >

Do coyotes have rabies? >

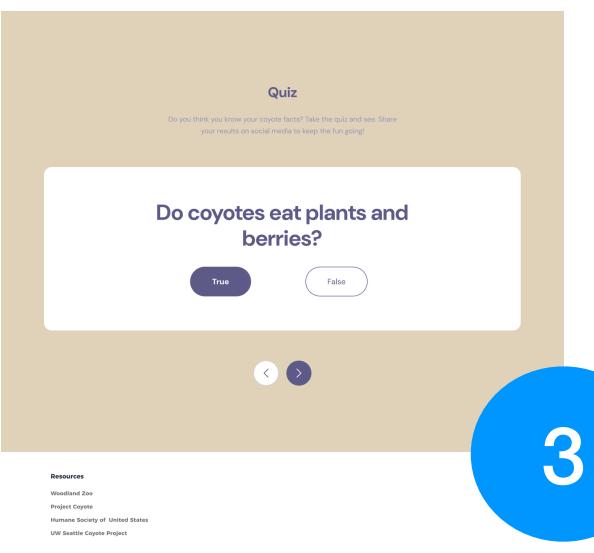
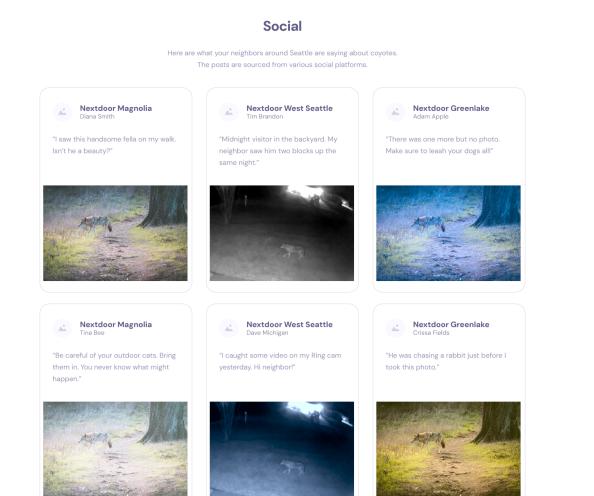
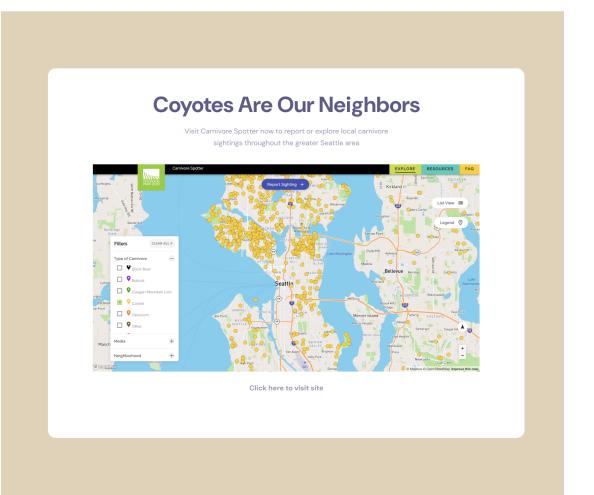
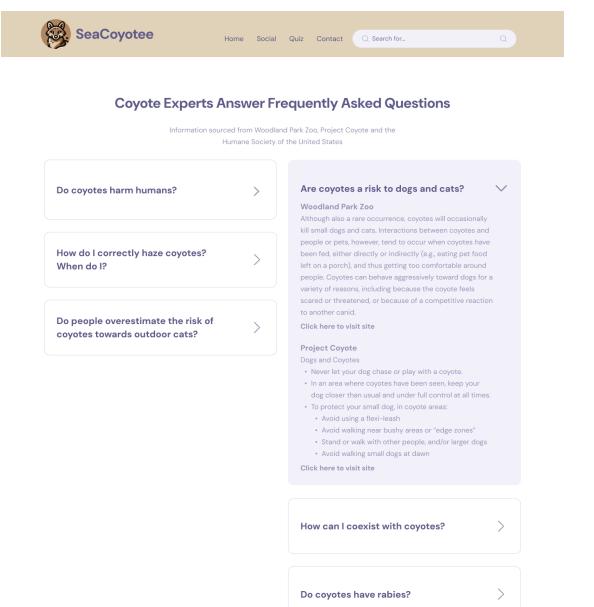
Do people overestimate the risk of coyotes towards outdoor cats? >

The Humane Society of the United States
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Click here to visit site

Added questions “Do people overestimate the risk of coyotes towards outdoor cats?” and “Do coyotes have rabies?”

Prototype v3: High Fidelity Page Mock-ups



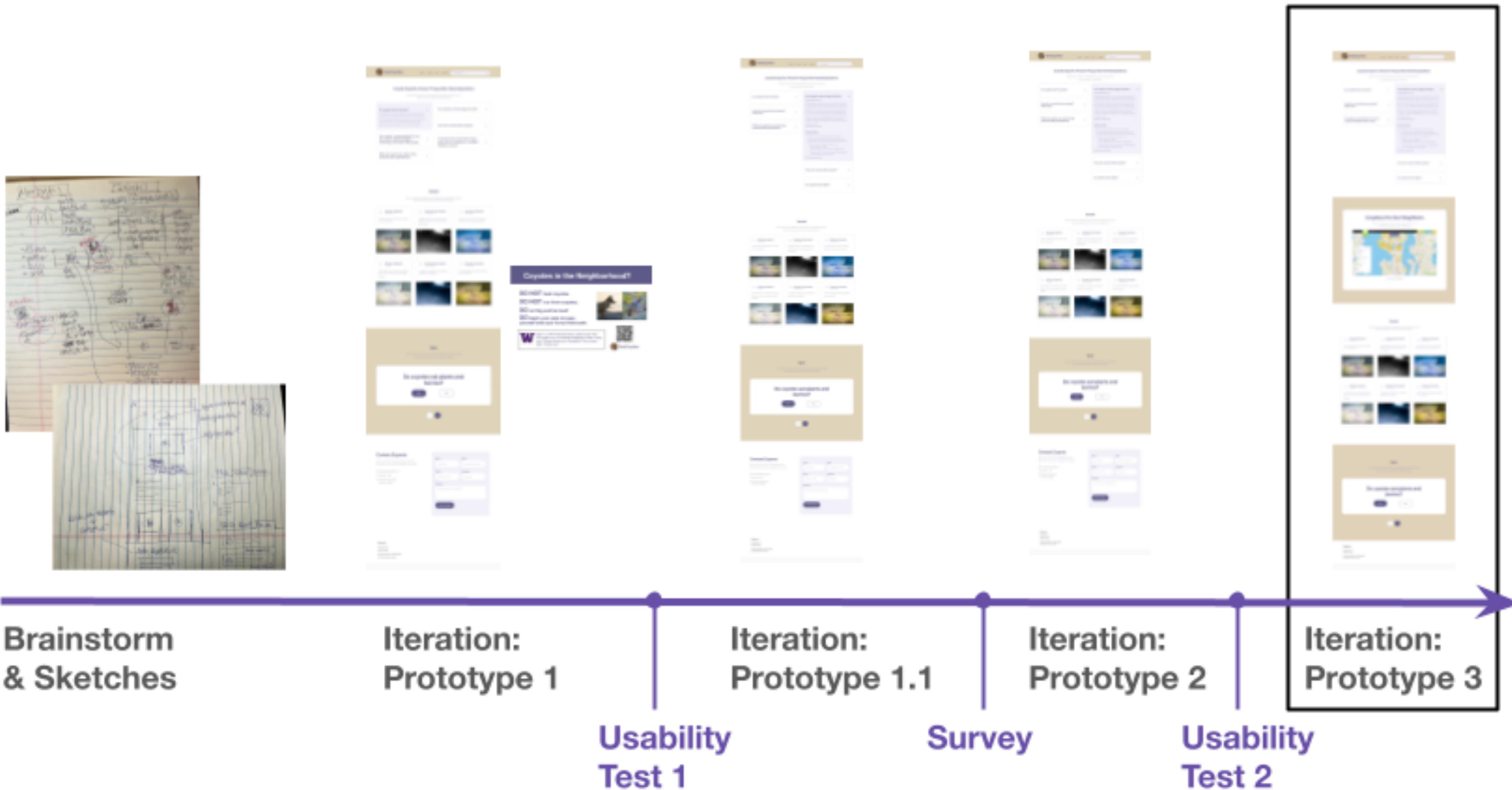
3 Removed Contact an Expert section

Ask a Contact an Expert section was removed due to the feature being unsustainable and a low priority for most users

Summary

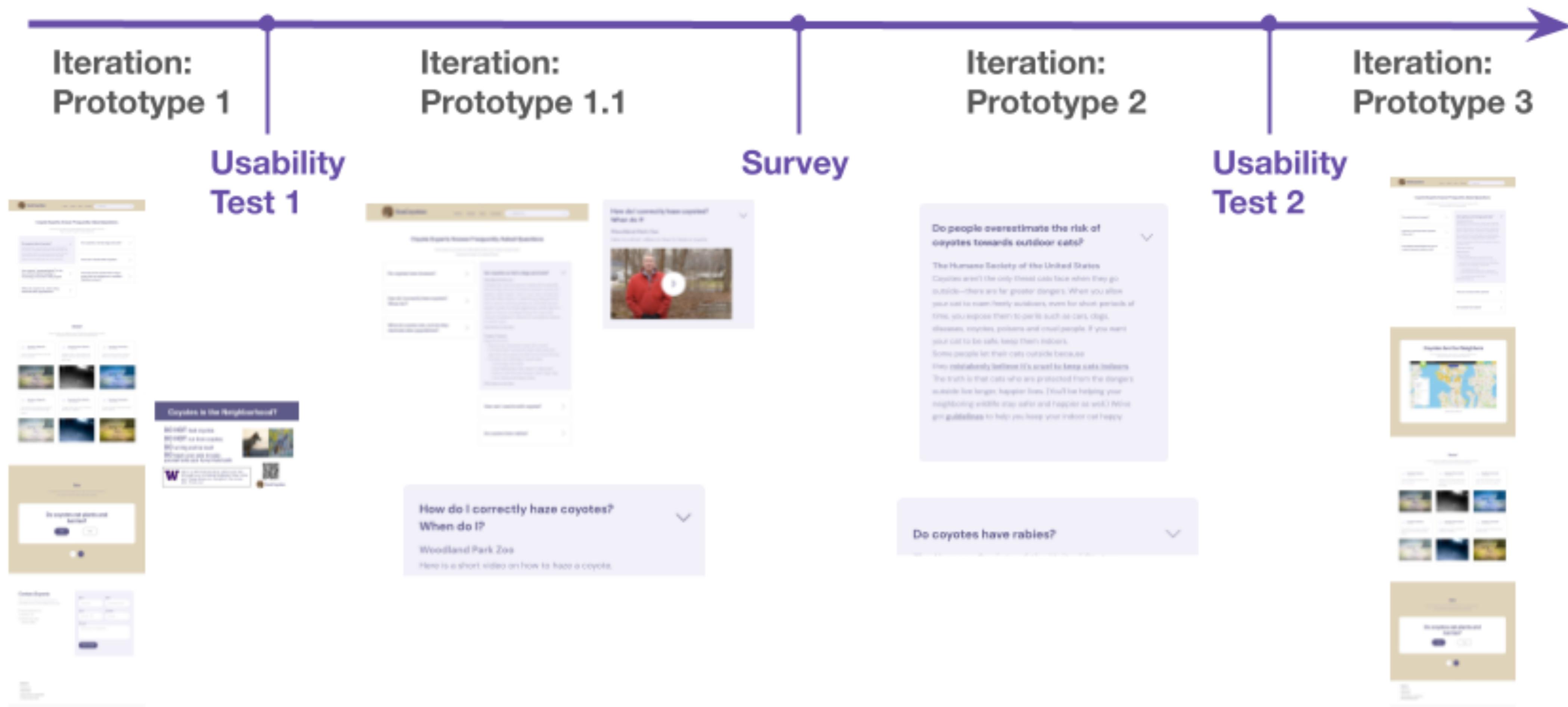
Summary of Prototype Iterations and Evaluation Methods

We started from discussion and sketches, then next jumped into high fidelity mockups using Figma. We produced 4 prototype iterations - 1, 1.1, 2, and 3. After each round of testing, we created another iteration.



Summary of Changes Between Iterations

After our first usability test, we tabled the non-digital flyer card idea due to time and other feasibility restraints. To the FAQ, we added links to videos and the question “how to correctly haze coyotes.” After our survey, we added more faq questions such as “do people overestimate the risk of coyotes towards outdoor cats” and “do coyotes have rabies?” as well as links to external PDFs. And finally after usability test 2, the Carnivore Spotter section was added and the Contact an Expert section was removed due to lack of importance to our users.



Summary of Our Learnings from Process

Design Space

- We learned that misinformation can be more pernicious than lack of information. Stakeholders may not even know the information they have may not be entirely correct.
- Friction towards accessing information can come in the form of indifference, laziness, and/or lack of urgency.
- Tailoring solutions to key stakeholders create more impactful interventions.

Participants

- To help with our contextual inquiries and usability tests, it was often helpful to provide more detailed scenario-based questions to place users in the situations we were investigating.
- From our first stakeholder diagram until now, we needed to think more deeply about the user needs of specific groups and create more specific personas.

Design Process

- We learned that assumptions should always be tested no matter how small the detail (and if time and resources allow). The earlier the better.
- There can be an exhaustive number of iterations so knowing when to stop is necessary.
- Everything should be documented especially the changes made to prototypes.