

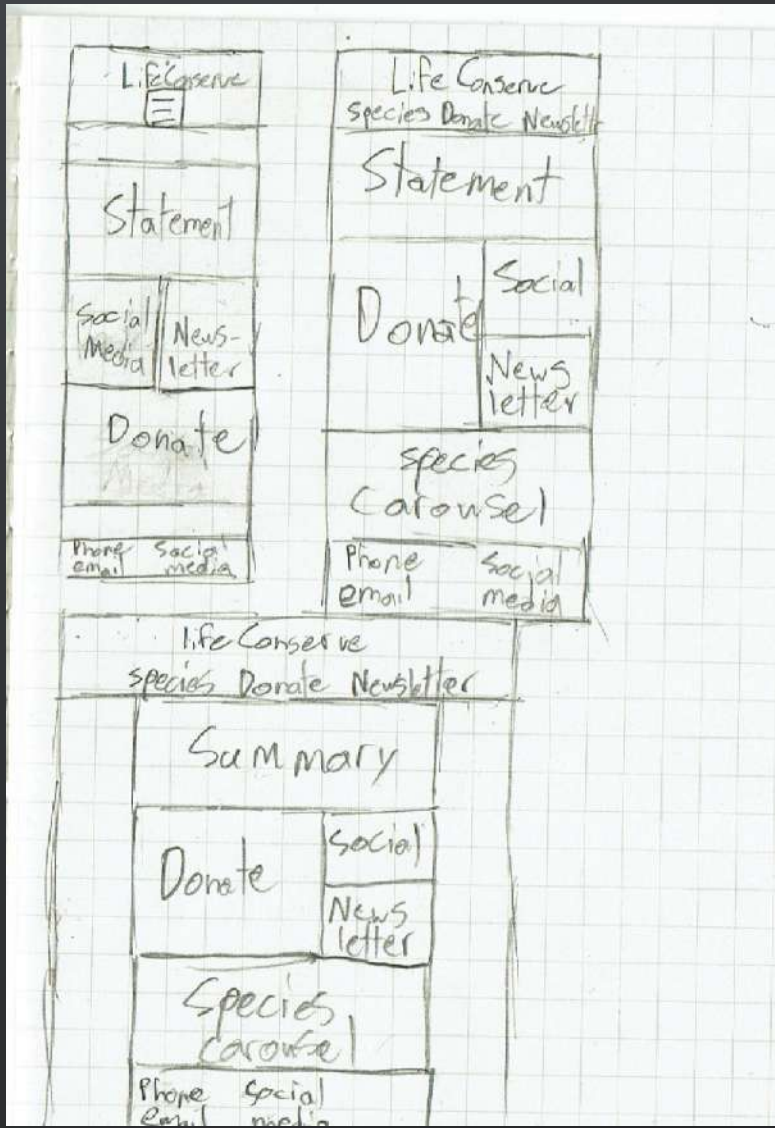
Joshua Gaspar

PROJECT 2: conServ

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SKETCHES



SWOT ANALYSIS

Strengths

An endangered wildlife charity is a trustworthy cause and as such it is easy to win over donors and there are few skeptics. These charities are also advocating for action for a cause that is of utmost importance and the effects of no action will affect everyone.

ex:



source: worldwildlife.org

Weaknesses

A charity is not outwardly appealing to the average consumer under capitalism. Most products people buy are purchased because of a preconceived fantasy the consumer has in their head of how much their life will be improved when they own said products. Giving money with no instant gratification in return does not have the same effect.

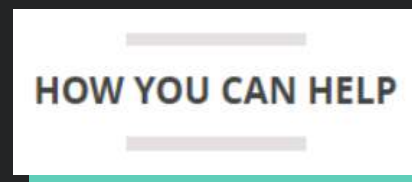
Additionally, in this field it is difficult to stand out among other charities who are all advocating for the same thing. Action towards saving wildlife is not a product designed by the company advocating for it, so many websites fall in to the trap of trying to sell it in the exact same way.

Opportunities

The first opportunity is to use the idea of selling a fantasy to the consumer and sell them the fantasy of themselves being a better person, which plants an idea in the consumer's head about how donating to this charity will improve their quality of life. In addition to this, much in the vein of Kickstarter backer rewards, a wildlife charity could establish prizes that the consumer receives for donating a certain amount, which adds greatly to the fantasy of being a better person for donating to said charity as they now receive a physical embodiment of the fantasy that they are a good person and belong in something bigger.

A positive side of not having a product to sell is the ability to put the importance on the consumer themselves, people love to feel important.

ex:



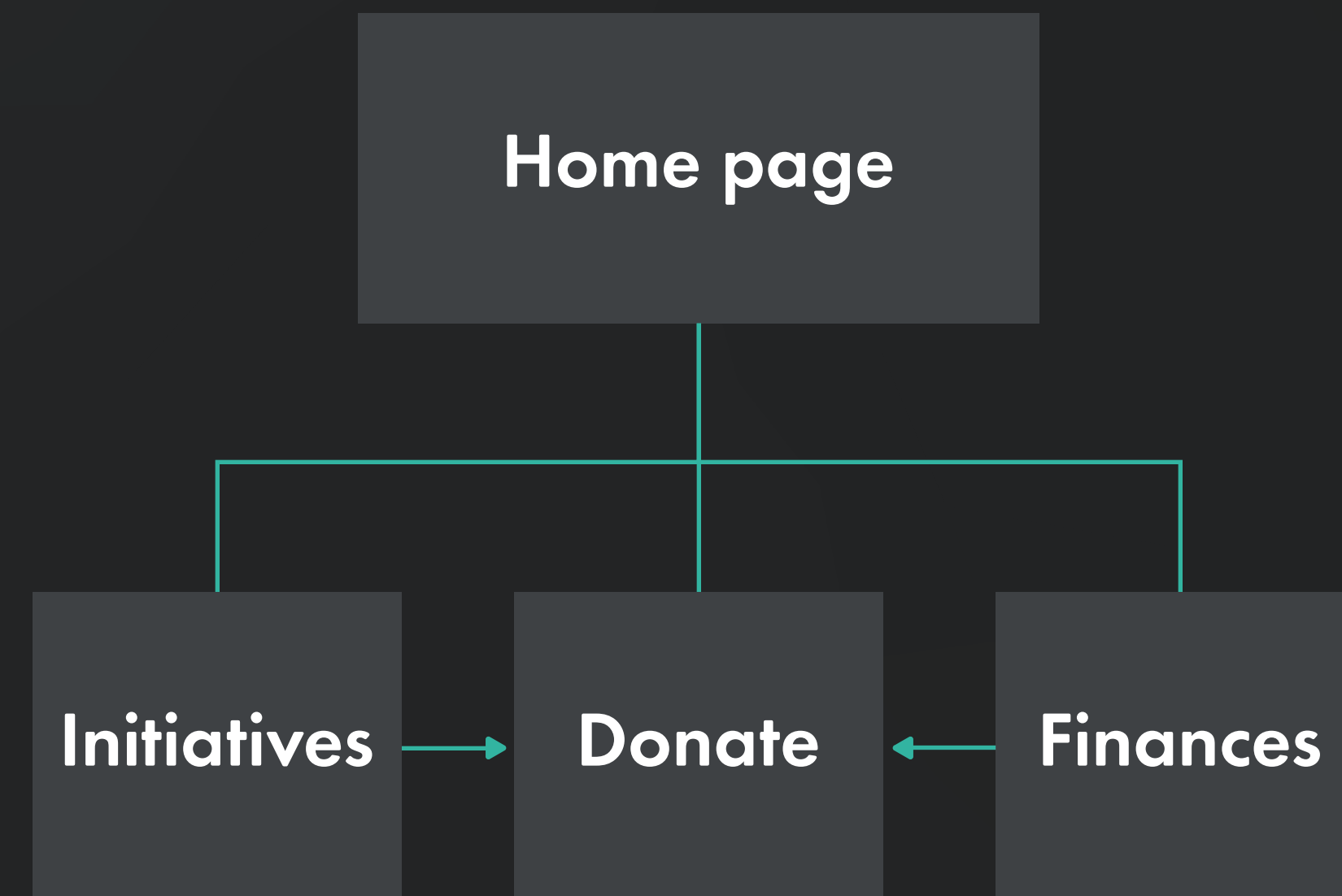
source: worldwildlife.org

Threats

There are a few threats to be weary of when designing content for a wildlife charity. The first of them being the message and urgency of saving the wildlife being lost in the design of trying to appeal to and connect with everyone and, in turn, not connecting with anyone.

Another threat is the public not perceiving the charity as disingenuous and not in the wildlife's best interest.

SITE MAP



CONTENT OUTLINE

Home Page

- Logo
- Summary (about a paragraph)
- Social media links
- Species images (links to initiatives page)
- Pie chart (links to finances page)
- Image of conServ care package items (links to donate page)

Initiatives Page

Images

- Panda image
- Gorilla image
- Sea otter image
- Elephant image
- conServ care package image

Written

- Summary of each initiative (2 to 4 sentences)
- Description of imagesfor screen readers)

Donate Page

Images

- Elephant image
- Care package image

Written

- Statement about conServ donations from CEO
- Disclaimer that conServ is a fictional company
- Input boxes + donate button

Finances Page

Images

- Pie chart of spending
- Pie chart of initiative spending
- Pie chart of company income

Written

- Statement from CEO from the donations page.

Footer

- Social media links
- Phone number
- Email link
- Copyright info

STYLE TILES

Serv

Project 1

Style Tile

version:1

Possible Colors

This is an Example of a Header

Montserrat #c0b28a

This is an Example of a Sub Head

Montserrat #685c52

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

montserrat #hexcode

This is an example of a Text link »

Textures

montserrat #hexcode

This is an example of a Text link »

Adjectives

This is an example of a Button

Submit Button Example Here

Charitable *Crisp*
Cool *Lively*

<http://www.styletil.es>
Template by @Samanthatoy

Serv

Project 1

Style Tile

version:1

Possible Colors

This is an Example of a Header

Montserrat #c0b28a

This is an Example of a Sub Head

Montserrat #685c52

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This is an example of a Text link »

Textures

montserrat #hexcode

This is an example of a Text link »

Adjectives

This is an example of a Button

Submit Button Example Here

Pleasant *Crisp*
Warm *Lively*

<http://www.styletil.es>
Template by @Samanthatoy

SPAREN

Project 1

Style Tile

version:1

Possible Colors

This is an Example of a Header

Oswald #c0b28a

This is an Example of a Sub Head

Oswald #685c52

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Textures

Quattrocento #hexcode

This is an example of a Text link »

Adjectives

This is an example of a Button

Submit Button Example Here

Urgent *Youthful*
Energetic *BIG*

<http://www.styletil.es>
Template by @Samanthatoy

LifeConserve

Project 1

Style Tile

version:1

Possible Colors

This is an Example of a Header

Montserrat #c0b28a

This is an Example of a Sub Head

Montserrat #685c52

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conServ

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WIREFRAMES

HOMEPAGE

Logo

SpeciesDonateFinanaces

What is conServ?

conServ is a worldwide initiative to save species on the brink of extinction. In the current political landscape, politicians accross Canada and the United States are becoming more and more regressive with laws that affect the hunting of endangered species. With your help we are rebuilding self-sustaining ecosystems around the world from the ground up. With your help, we can keep these species in existence

Fund Raising

15%

Administration

10%

Snacks

5%

Initiatives

70%

Find out where your donations to conServ go to on the donations page

image carousel of different species page

Be the change our wildlife needs to survive.

Donate today!

Donate anything over \$100 dollars and recieve a conServ care package

Care package item images in the background

Social Media Links

Email

Phone

Social Media

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Logo

InitiativesSpeciesDonate

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Species carousel

With link to species page

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Social Media

Email

Phone

Social Media

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Logo

Dropdown nav

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Species carousel

With link to species page

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Phone

Social Media

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WIREFRAMES

SPECIES

Logo

SpeciesDonate Finanaces

Species

The Giant Panda initiative is repopulating Asia in a way that allows the pandas to survive independently.	Giant panda picture
The Asian Elephant Initiative is fighting laws that allow hunting of this species and protecting them in their natural habitats	Asian elephant picture
The Sea Otter Initiative is spreading awareness of this species' endangerment and caring for them from a distance in the wild to ensure healthy rebuilding of their place in the ecosystem	Sea otter picture
The Gorrilla Initiative is is fighting laws that allow hunting of this species and protecting the gorrilla's lives and wellbeing with minimal interference in their natural habitats	Gorrilla picture

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package

Care package item images in the background

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Phone

Social Media

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InitiativesSpeciesDonate

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Email

Phone

Social Media

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Logo

Dropdown nav

Species

Giant panda picture

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Asian elephant picture

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Donate \$100 or more and
recieve a conServ care package

Care package image

Email

Phone

Social Media

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WIREFRAMES

DONATE

Logo

SpeciesDonateFinanaces

Donate

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At conServ we maintain a level of transparency that allows you to donate without worry, as your money is going directly towards the conservation of endangered species
Over the past year you have helped us reach new levels of conservation with the start of our new giant panda rehabilitation program that has rehabilitated over 50 pandas into the wild already and the continuation of our other conservation programs that have helped a range of species over the years including sea otters, gorillas and asian elephants
Ever since our first program to save the Asian elephants started in 2010, we've made great progress towards more sustainable wildlife.

Cute animal picture

President & CEO of conServ
Madeline Atkins

Donate to conServ

First Name

Last Name

Address Line 1

Address Line 2

Postal/ZIP code

Country

Province/State

Continue with PayPal

Donate \$100 or more and recieve a conServ care package

Care package image

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InitiativesSpeciesDonate

Donate

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Care package image

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Care package image

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WIREFRAMES

FINANCES

HIGH-FIDELITY MOCKUP

HOMEPAGE



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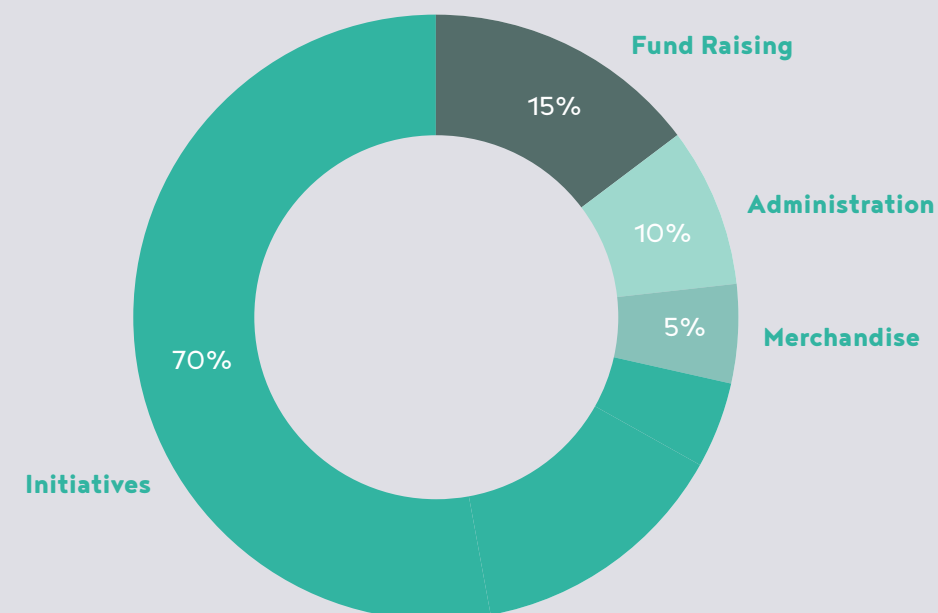
What is conServ?

conServ is a worldwide initiative to save species on the brink of extinction. In the current political landscape, politicians accross Canada and the United States are becoming more and more regressive with laws that prevent the hunting of endangered species. With your help we are rebuilding self-sustaining ecosystems around the world from the ground up and fighting for these laws. With your help, we can keep these species in existence

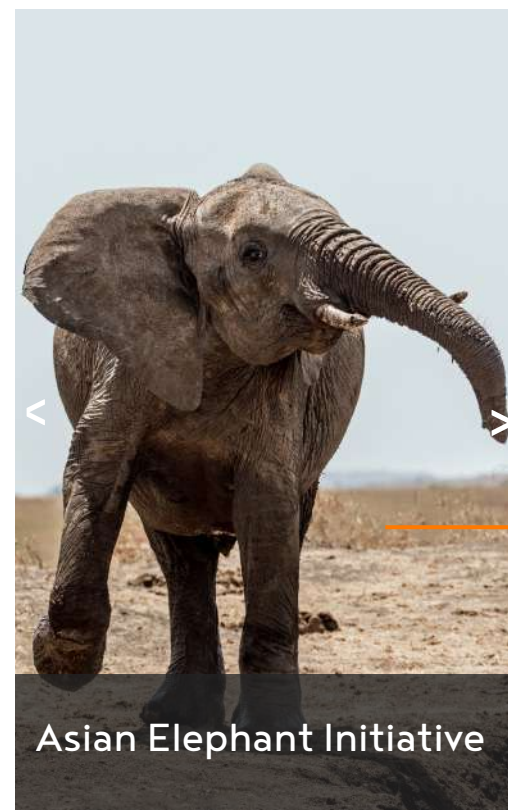
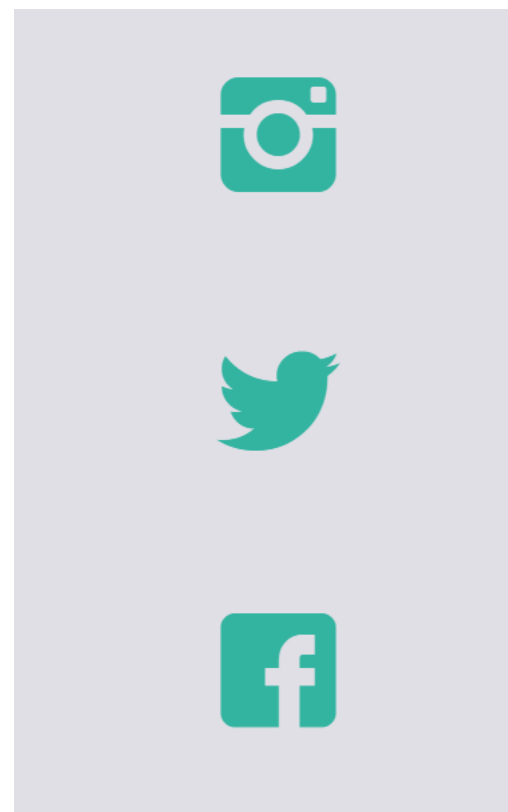


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Donate today!

Donate anything over \$100 dollars and recieve a conServ care package



We are 100% transparent about our spending, check out our finances page!



Asian Elephant Initiative

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1-800-555-5555
Social Media

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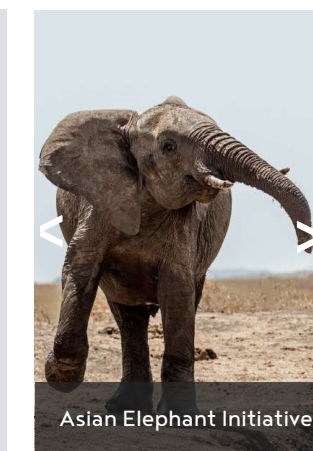
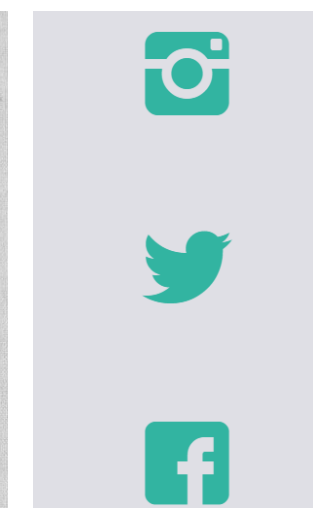
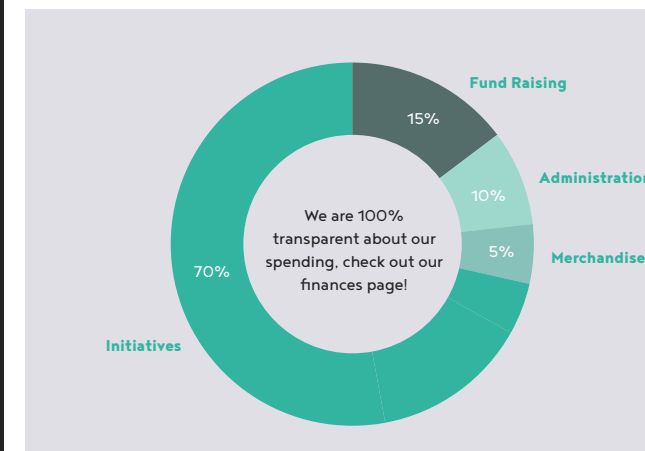
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Asian Elephant Initiative

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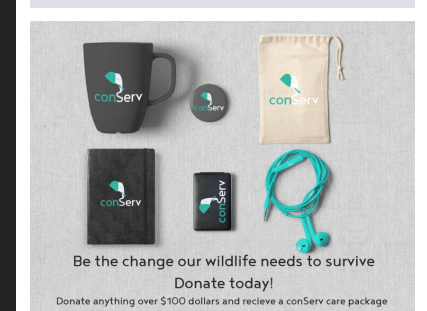
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Drop-down Navigation



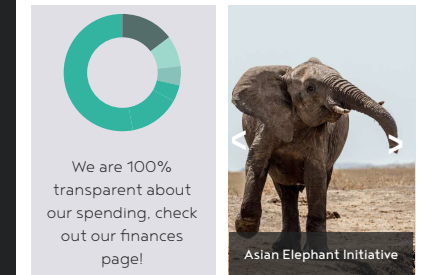
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Initiatives Carousel

HIGH-FIDELITY MOCKUP

INITIATIVES

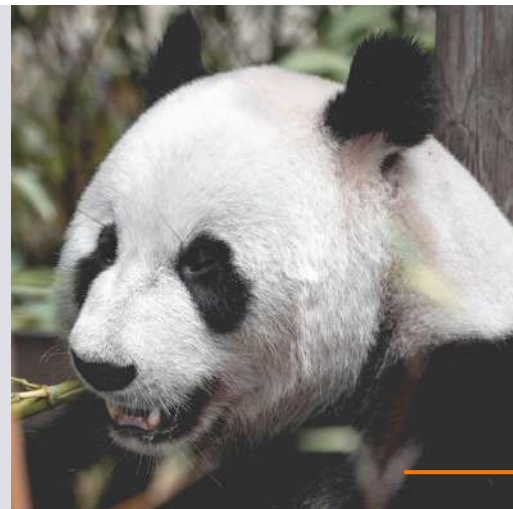


[Initiatives](#) [Donate](#) [Finances](#)

Initiatives

The Giant Panda Initiative

The [Giant Panda Initiative](#) is repopulating giant pandas in Asia in a way that allows the pandas to survive independently.



Support this initiative
by [donating to](#)
conServ

[Rollover donation links](#)

The Asian Elephant Initiative

The [Asian Elephant Initiative](#) is fighting laws that allow hunting of this species and protecting them in their natural habitats



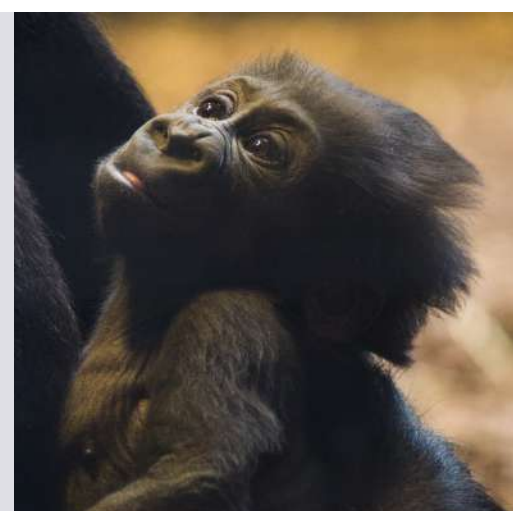
The Sea Otter Initiative

The [Sea Otter Initiative](#) is spreading awareness of this species' endangerment and caring for them from a distance in the wild to ensure healthy rebuilding of their place in the ecosystem



The Gorilla Initiative

The [Gorilla Initiative](#) is fighting laws that allow hunting of this species and protecting the gorilla's lives and wellbeing with minimal interference in their natural habitats



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Social Media

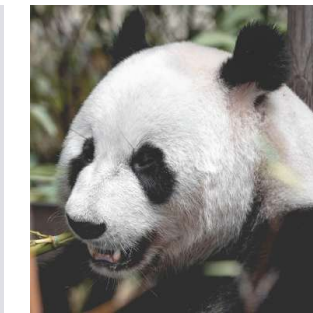


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Initiatives

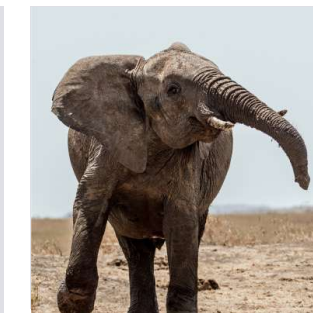
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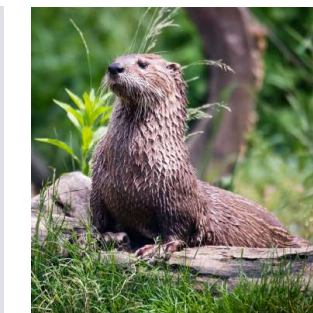
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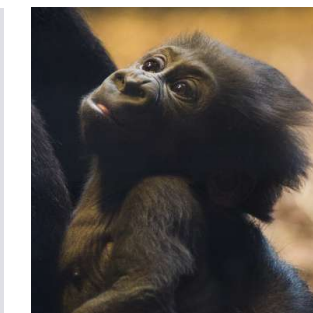
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Initiatives



The [Giant Panda Initiative](#) is repopulating Asia in a way that allows the pandas to survive independently.



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HIGH-FIDELITY MOCKUP

DONATE



Initiatives [Donate](#) Finanaces

Donate

Statement

conServ believes in the power of humans to do good, and would like to thank everyone who exercises their ability to do good through [donating](#) to our cause.

At conServ we maintain a level of transparency that allows you to donate without worry, as your money is going directly towards the conservation of endangered species

Over the past year you have helped us reach new levels of conservation with the start of our new giant panda rehabilitation program that has rehabilitated over 50 pandas into the wild already and the continuation of our other conservation programs that have helped a range of species over the years including sea otters, gorillas and asian elephants

Ever since our first program to save the Asian elephants started in 2010, we've made great progress towards more sustainable wild-life.

President & CEO of conServ
Madeline Atkins



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Initiatives [Donate](#) Finanaces

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Donate



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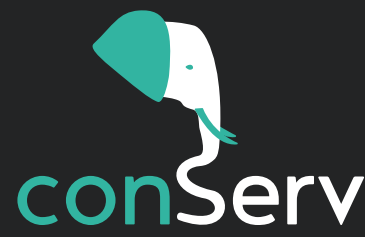
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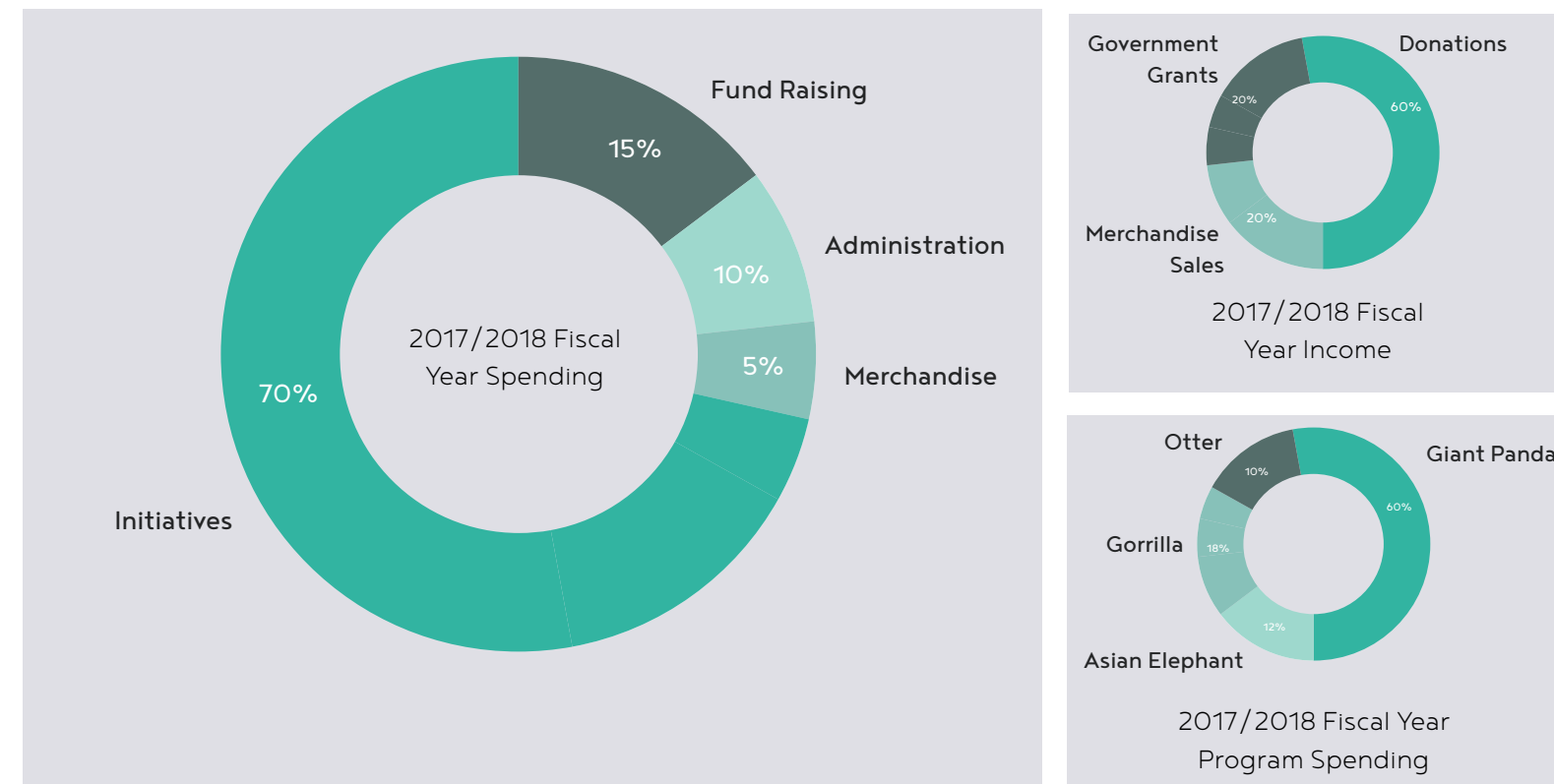
HIGH-FIDELITY MOCKUP

FINANCES



Initiatives Donate **Finances**

Finances



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Madeline Atkins

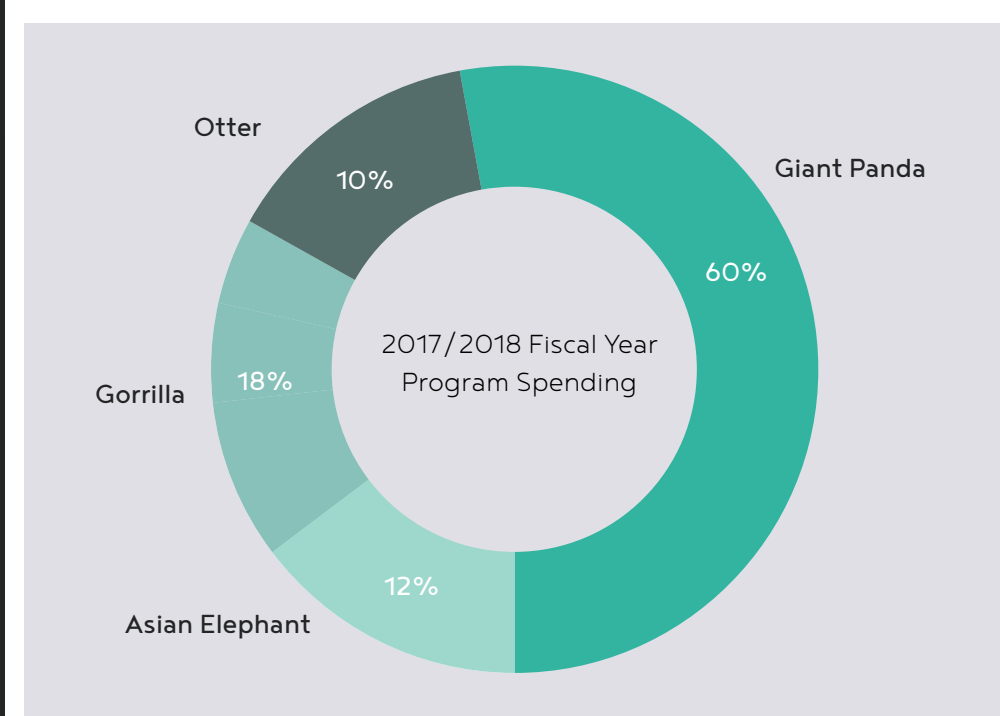
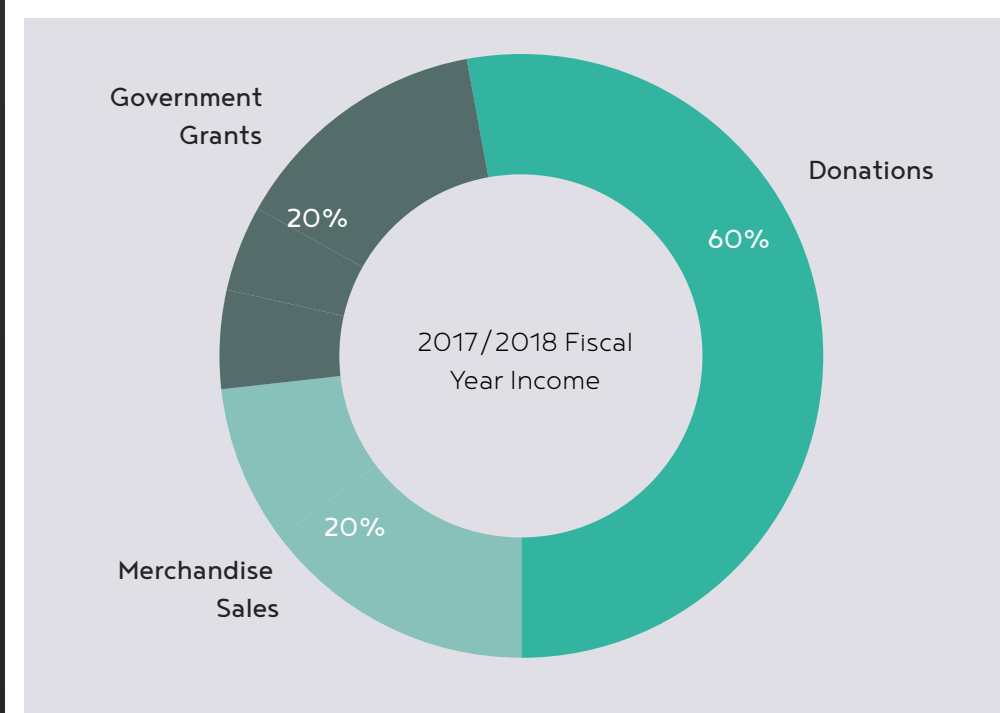
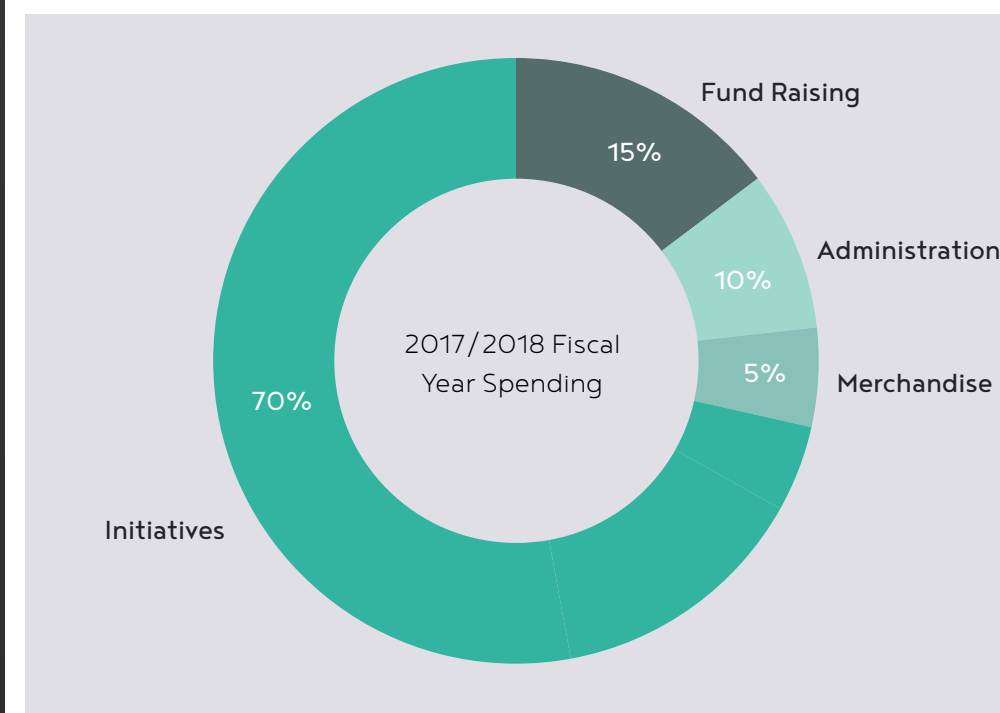
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Initiatives Donate **Finances**

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Statement

conServ believes in the power of humans to do good, and would like to thank everyone who exercises their ability to do good through **donating** to our cause.

At conServ we maintain a level of transparency that allows you to donate without worry, as your money is going directly towards the conservation of endangered species.

Over the past year you have helped us reach new levels of conservation with the start of our new giant panda rehabilitation program that has rehabilitated over 50 pandas into the wild already and the continuation of our other conservation programs that have helped a range of species over the years including sea otters, gorillas and asian elephants.

Ever since our first program to save the Asian elephants started in 2010, we've made great progress towards more sustainable wildlife.

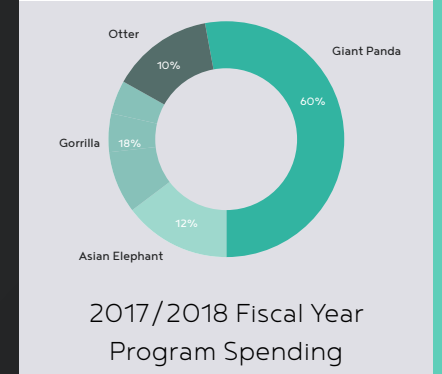
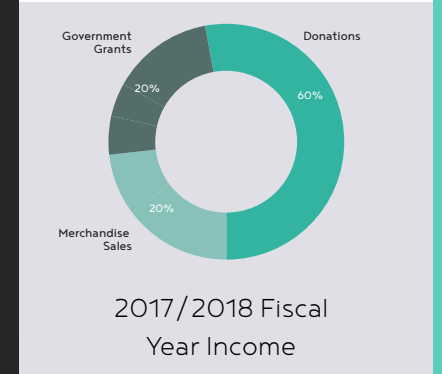
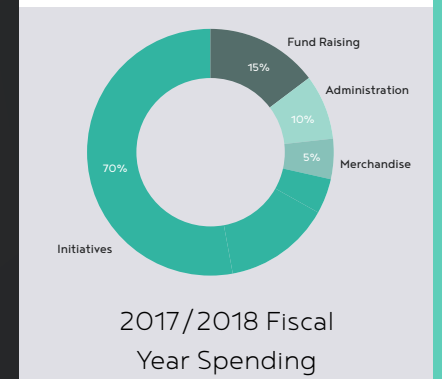
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