



ISSAQAH FISH

Friends of the Issaquah Salmon Hatchery
Katie Butler | DSGN372

OVERVIEW

ISSAQAH FISH REDESIGN

WHAT IS FISH?

Friends of the Issaquah Salmon Hatchery is an organization responsible for educational programming, tours, outreach, and events at the Issaquah Salmon Hatchery, while the WA Dept. of Fish and Wildlife manage internal operations and fish production.

BRAND VALUES

Protection, Education, Advocacy, Community

PERSONALITY TRAITS

Trustworthy, smart, friendly, personal

AUDIENCE

- Primary: Hatchery Visitors
- Secondary: Volunteers, Donors
- Tertiary: Educators

REQUIREMENTS

Accessibility, Educational tone, Efficient to navigate

IMMEDIATE NEEDS

- Encourage users to visit, support, and volunteer at their local hatchery.
- Cultivate a culture of educating locals on salmon and their ecosystems.

LONG TERM NEEDS

- Embolden users to enact change towards supporting a healthier ecosystem.
- Cultivate a long lasting positive relationship between people and the land of Washington State.

CURRENT WEBSITE

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STRENGTHS

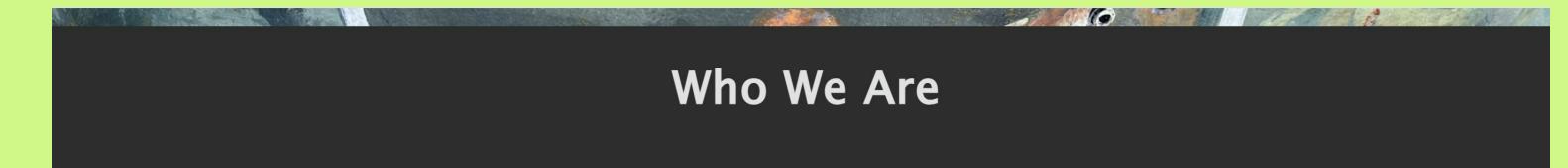
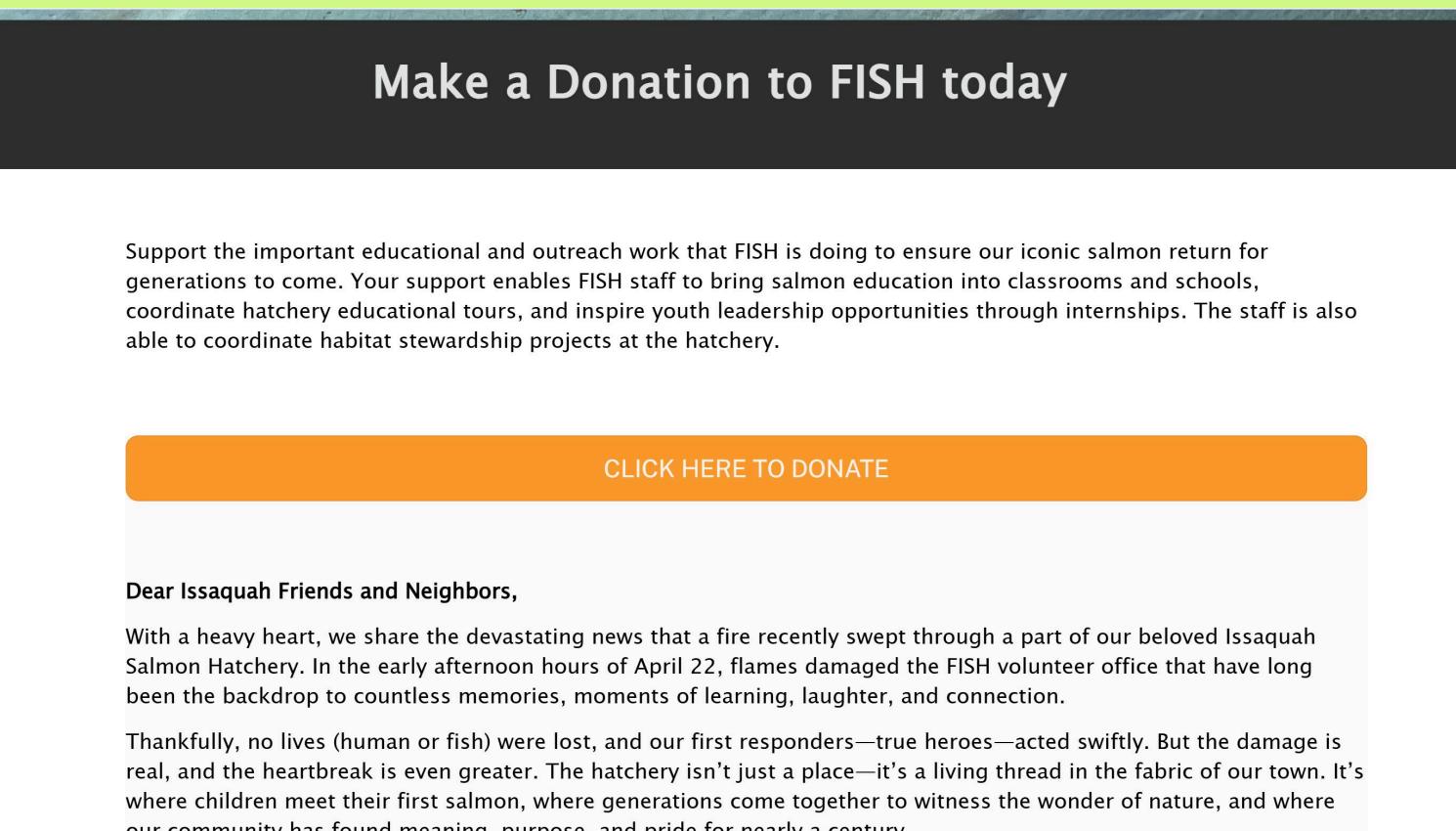
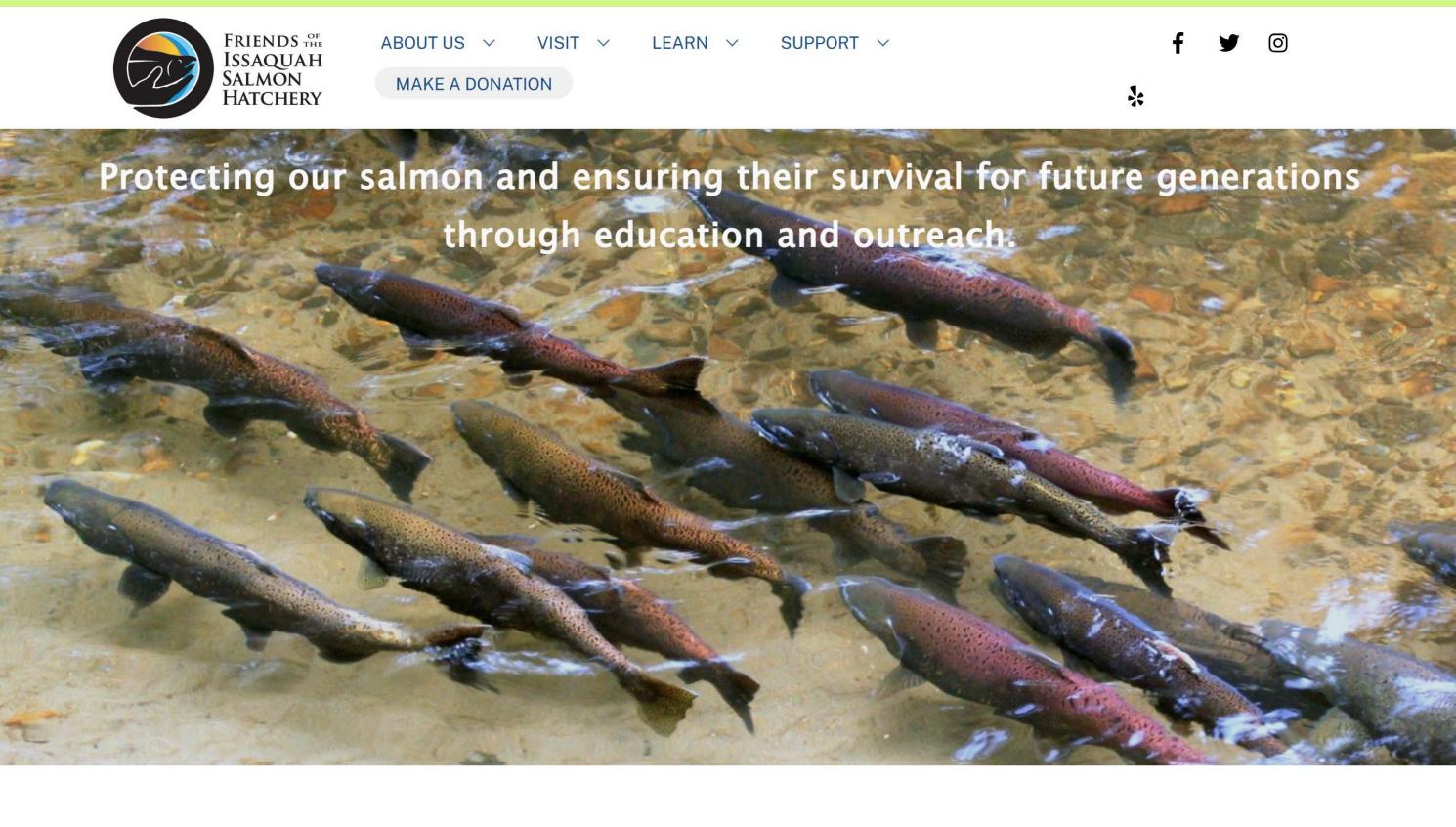
- Outlines history of organization while also providing ample current information
- Active social media provides further information about hatchery
- Multiple ways to access pages

WEAKNESSES/PAIN-POINTS

- Type treatments
- Home page feels awkwardly spaced between elements
- “Rabbit holes” long user flows to end up in
- Staff page links to the wrong bios, inconsistent image sizing, same image used for multiple people

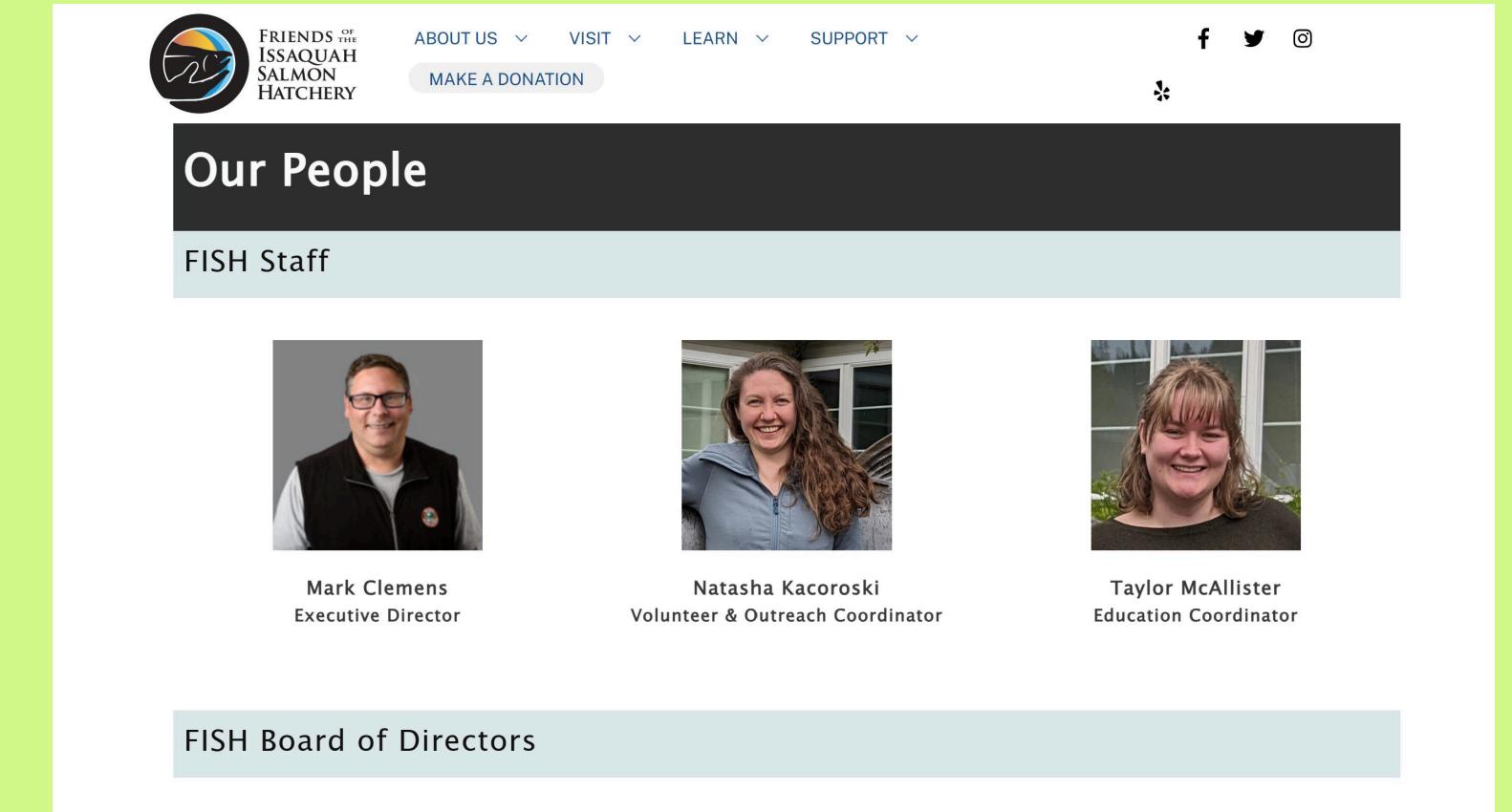
OPPORTUNITIES

- Better usage of website container space
- More personality and branding
- Cleaner, updated interface
- Better consistency between pages



The Issaquah Salmon Hatchery is maintained through a partnership between the Department of Fish and Wildlife (DFW) that runs the internal operations and fish production and the Friends of Issaquah Salmon Hatchery (FISH) that run educational programming including tours, outreach and events.

The Issaquah Salmon Hatchery is the most visited in the state, welcoming over 200,000 visitors a year. The hatchery is open all year round, free to visitors and available for school field trips and the public. The hatchery provides a unique “outdoor classroom” for visitors to learn up close about salmon and watershed stewardship. FISH trains tour docents who amaze visitors with their depth of knowledge about the Northwest salmon life cycle, the importance of watershed stewardship and the operations of the historic hatchery. FISH advocates for salmon through our outreach and educational programming.



COMPETITION

I examined other local salmon protection organizations. Some, such as Save Our Wild Salmon, were successful in the way they put their community at the forefront through use of photography. However, it felt more outdated than FISH's website. Other websites, such as Coast Salmon Partnership, were updated, sleek, and stated their mission in a clear and comprehensive fashion. I aimed to position FISH as both a personal and modern website.

The website features a dark blue header with the logo 'TROUT UNLIMITED' and navigation links for HOME, ABOUT US, PROJECTS, NEWSLETTER, EVENTS, and RESOURCES. A red 'DONATE' button is prominent. Below the header is a large image of a river scene with the text 'PROJECT HEALING WATERS FLY FISHING FISHOUT' and 'ONGOING PROJECTS'. A teal footer section contains the text 'We bring together diverse interests to care for and recover rivers and streams in the greater Seattle area, so our children and grandchildren can experience the joy of wild and native trout and salmon.' and a 'JOIN US!' button with a 'GIVE BIG' link.

Trout Unlimited: Three Rivers Chapter

The website has a white header with the 'Save Our Wild Salmon' logo and navigation links for Home, About, News & Media, Projects, Get Involved, Support Us, and Shop. The main image shows several people in a boat. The text 'Protecting wild salmon for over 30 years' is overlaid. Below the image is the 'Save Our Wild Salmon' logo and a brief description: 'Save Our wild Salmon is a diverse, nationwide coalition working together to restore wild salmon and steelhead to the rivers, streams and marine waters of the Pacific Northwest for the benefit of our region's ecology, economy and culture. [Learn more....](#)'

Save Our Wild Salmon

The website has a dark header with the 'COAST SALMON PARTNERSHIP' logo and navigation links for Our Work, Get To Know Us, Initiatives, Events, Resources, Funding, Foundation, a heart icon for Donate, a blue 'Shop' button, and a 'Sign up' button. The main image shows a large metal tank being transported. The text 'Our Approach' is centered above two smaller images showing construction work and a forest scene. The text describes the partnership's role in protecting salmon populations and restoring habitats.

Coast Salmon Partnership

The website has a dark header with the 'LONG LIVE THE KINGS' logo and navigation links for What We Do, Our Projects, Get Involved, Education, About Us, Shop, and a search icon. The main image shows salmon swimming upstream. The text 'Bringing salmon home...for the long run' is overlaid. Below the image is a section titled 'Why Salmon Matter' with a brief description and a 'Learn How we Help' button. Another image shows a person in a boat on a river.

Long Live the Kings

The website has a dark header with the 'WASHINGTON STATE Recreation and Conservation Office' logo and navigation links for Grants, What We Do, Get Involved, About Us, and Contact Us. The main image shows a scenic view of a lake and mountains. The text 'Mission and Strategic Plan' is centered. Below the image is a navigation menu for 'ABOUT US' with 'Mission and Strategic Plan' highlighted. The text describes the mission of the Washington State Recreation and Conservation Office.

WA Salmon Coalition

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GOALS

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BRAND

- Advocate for the wellbeing of salmon in the PNW
- Gain support from volunteers and donations
- Promote hatchery as critical to salmon safety
- Engage Issaquah community with the hatchery

WEBSITE

- Guide users to hatchery information
- Keep mission statement at the forefront
- Transparency
- Foster relationship between the hatchery and people of Issaquah

USER

- Learn about what the hatchery does
- View visiting information
- Search for internship/volunteer opportunities
- Search for educational resources
- Make donations

SOLUTION

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PROBLEM

The Friends of the Issaquah Salmon Hatchery (FISH) website is outdated, lacking interest and visual hierarchy. In order to best serve the greater Issaquah community, the FISH website should be accessible, put accurate information at the forefront, and encourage users to learn and support the protection of local ecosystems.

TARGET DEMOGRAPHIC

Young to middle aged adults who live in Issaquah with an interest in environmental conservation.

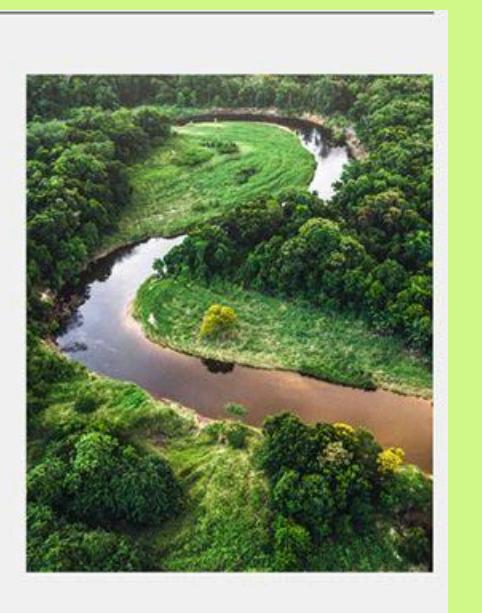
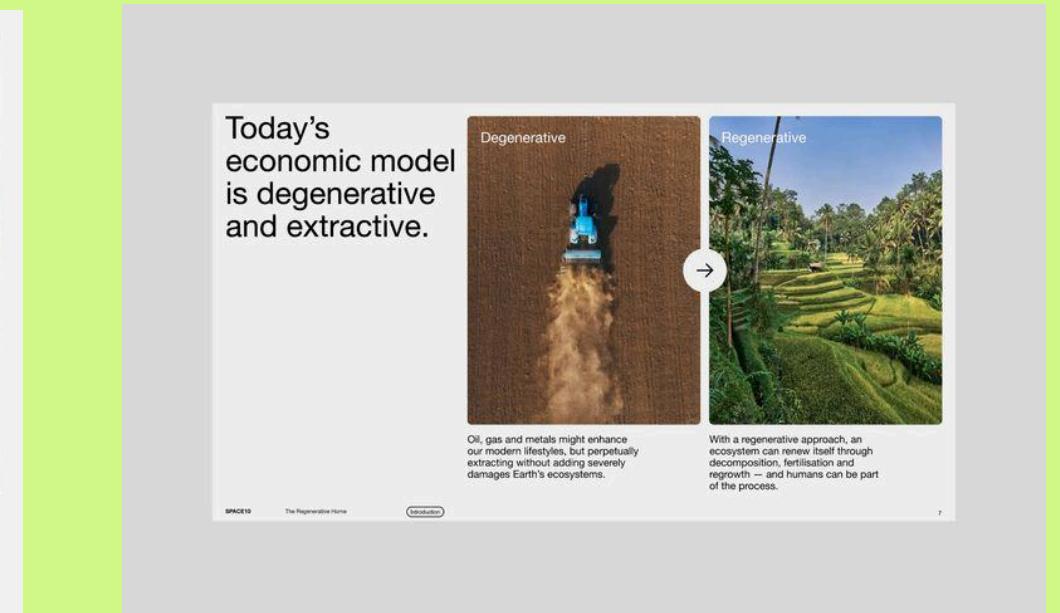
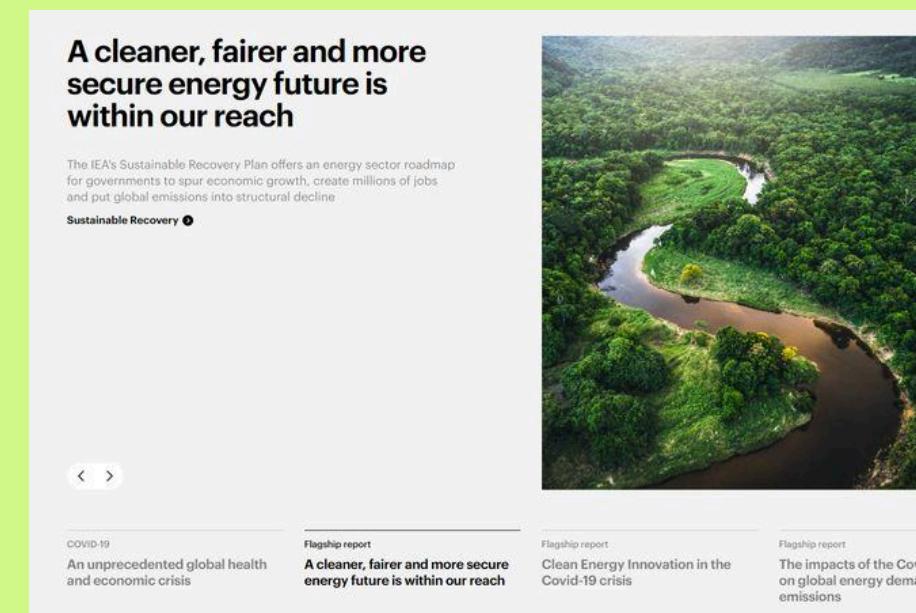
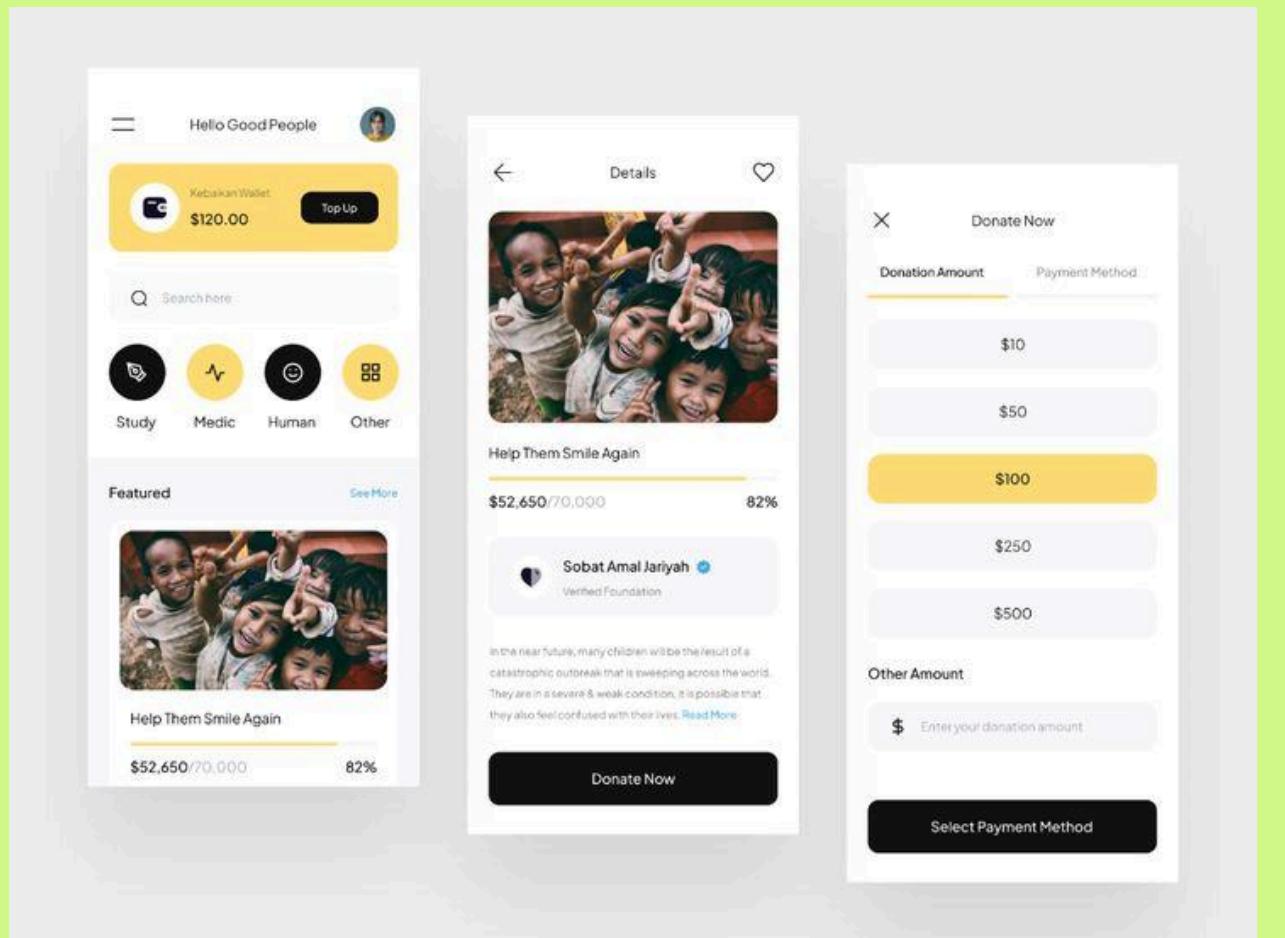
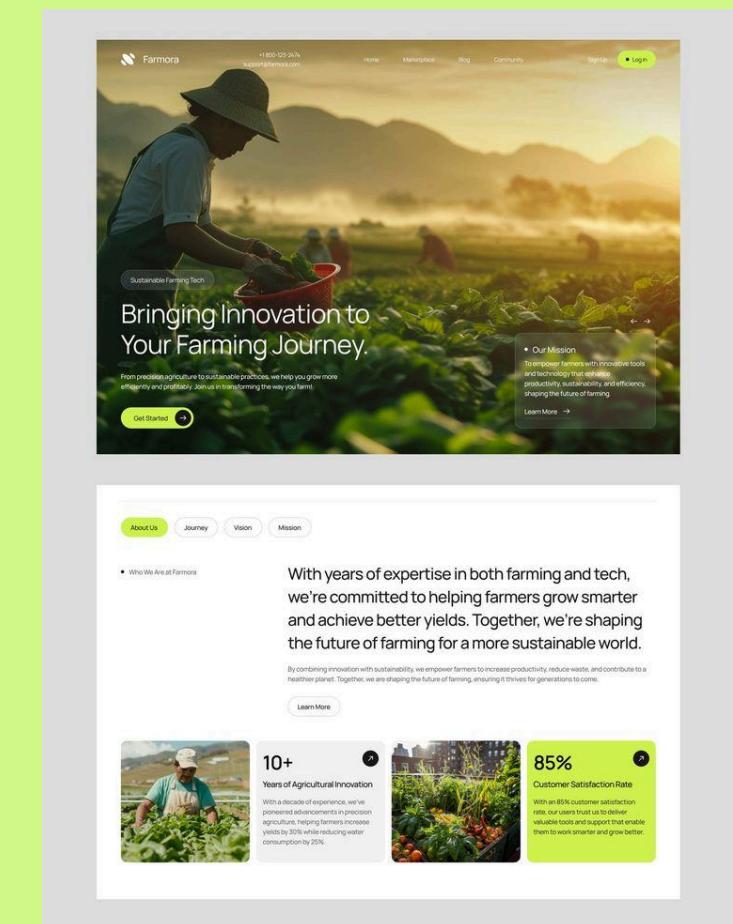
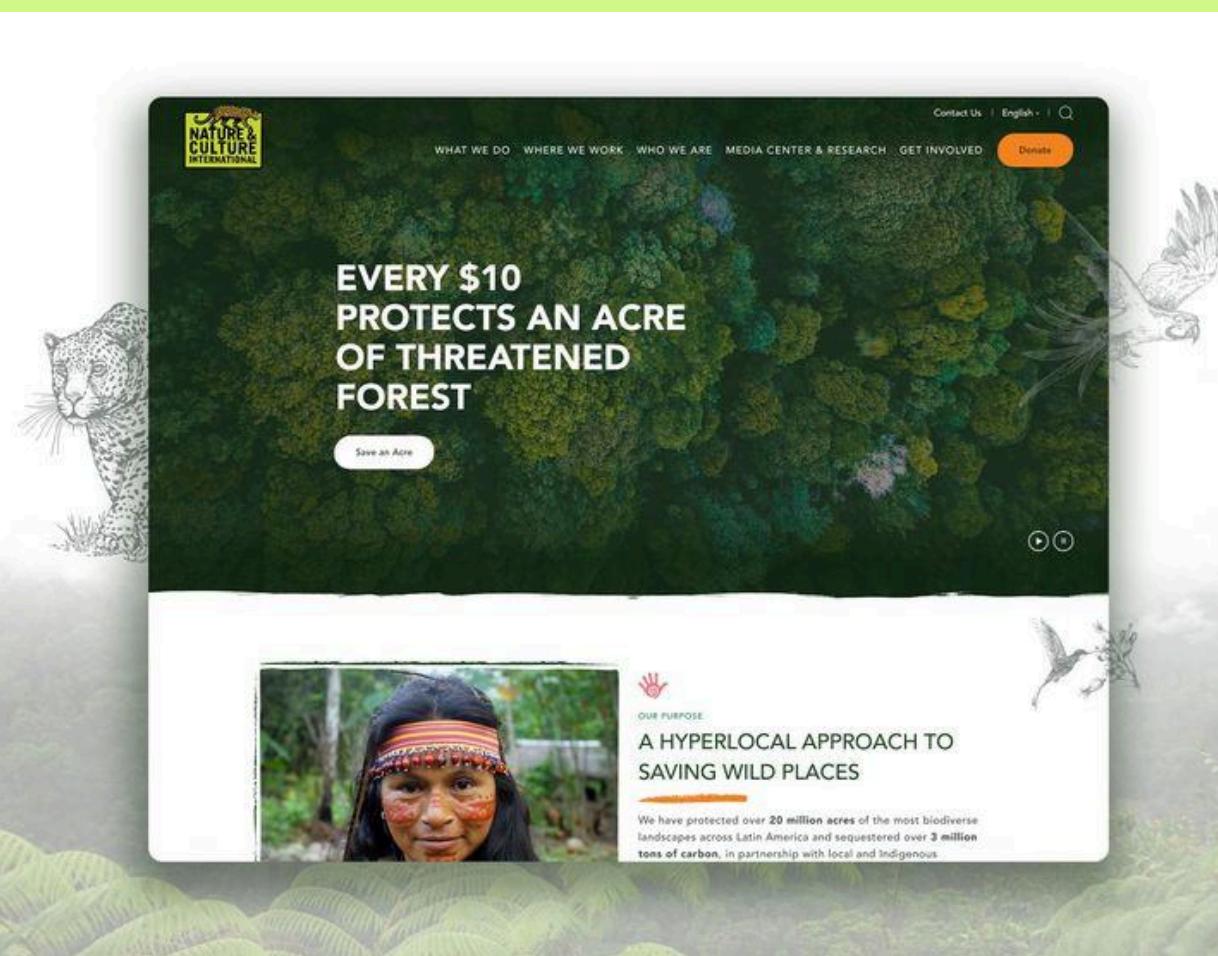
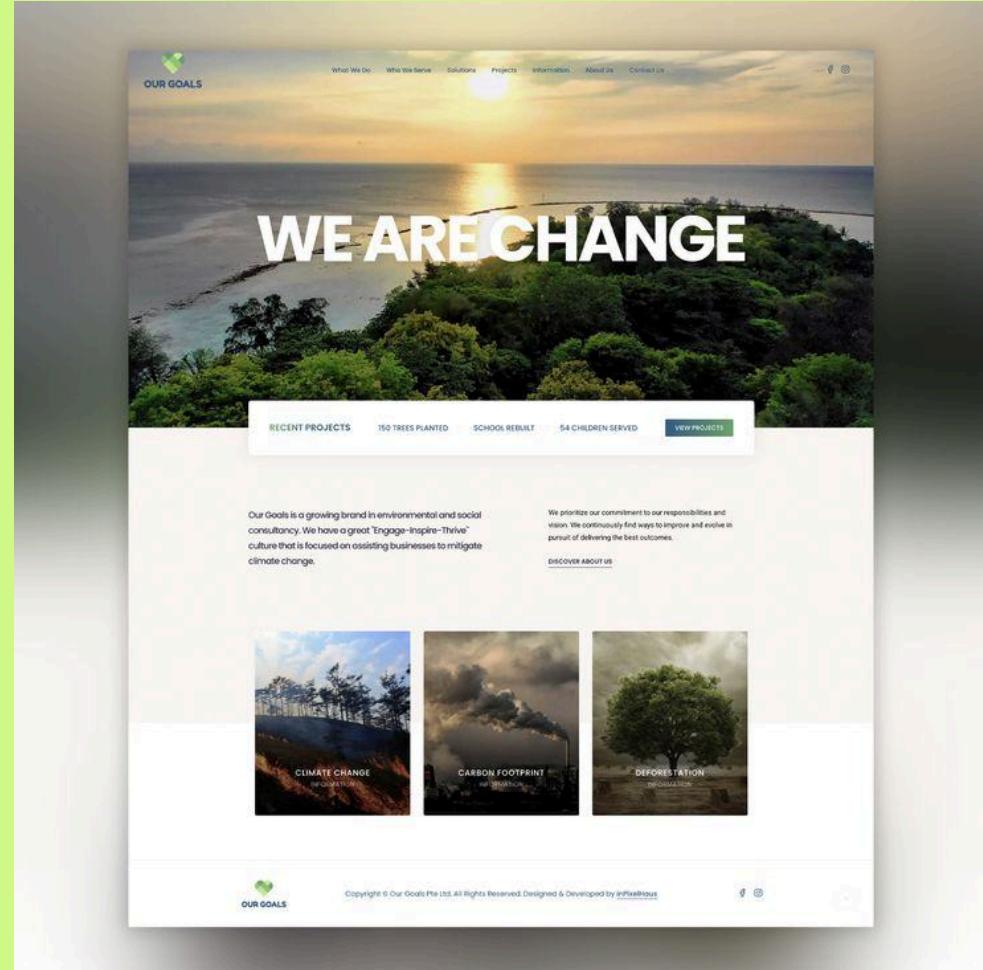
STRATEGY STATEMENT

For the environmentally conscious Issaquah citizen, the improved Issaquah F.I.S.H. website is a resource that provides efficient and accurate hatchery information, promotes transparency, and fosters friendly community.

INSPIRATION

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I studied various environmental organization's websites for style inspiration.



BUTLER

RESEARCH

AMY - THE SUPPORTER

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50 / Science Teacher / Issaquah, WA

RELATIONSHIPS

Amy lives with her husband, Rick, and her two sons, Jack (14) and Ryan (19). She lives far from her extended family.

FRUSTRATIONS

Amy often finds computers frustrating to work with. She is knowledgeable, but not tech-savvy.

BEHAVIORS/HABITS:

She enjoys walking her dog, Cocoa, every evening, often walking past the hatchery. She teaches Life Science at Issaquah Middle School every weekday and spends weekends grading their assignments.

ENVIRONMENT

Amy lives in Olde Town, downtown Issaquah. She is a short walk from the salmon hatchery. Her neighbors are older people, and high-earning young families moving in.

GOALS

Amy wants to learn more about the hatchery in her city. She knows it exists, but does not know what else they do other than the Salmon Days Festival. Amy wants to instill a care for the environment in her children and her students.

SKILLS & INTERESTS

- Life Sciences
- Teaching
- Environmental Justice
- Drawing
- Watching Jeopardy



"I want to find out what I can do to support Issaquah's ecosystems"

CARLOS - THE INVESTIGATOR

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18 / Student Journalist / Issaquah, WA

RELATIONSHIPS

Carlos lives with his mother and father. He has an older sister who is away at college.

FRUSTRATIONS

He is frustrated with how other people often seem to not have any care for protecting the environment and watching policies that harm in come into place while he is growing up.

BEHAVIORS/HABITS:

He goes to Issaquah High School every weekday, and helps run Earth Club, where they often work to clear out invasive plant species around town.

ENVIRONMENT

Carlos lives in an apartment in the Issaquah Highlands. Most of the people around him are also families with children his age.

GOALS

Carlos wants to become a journalist. He is a writer for his school club's environmental publication, Our World. He is looking for a topic for his next story and is considering the Issaquah Salmon Hatchery.

SKILLS & INTERESTS

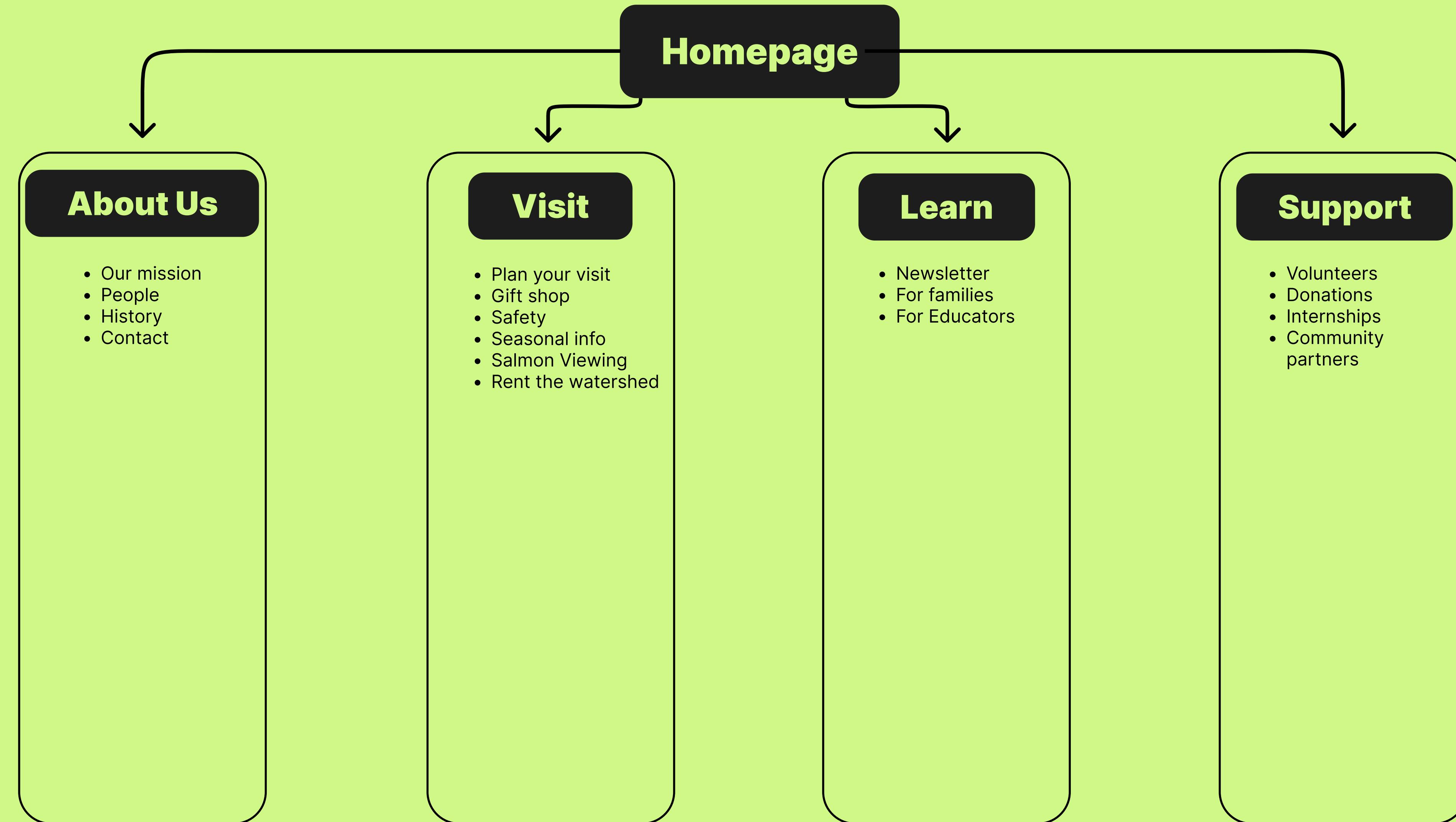
- Writing
- Environmental Issues
- Gardening
- Playing guitar
- Tech savvy



"I need a good story- are there local environmental organizations here?"

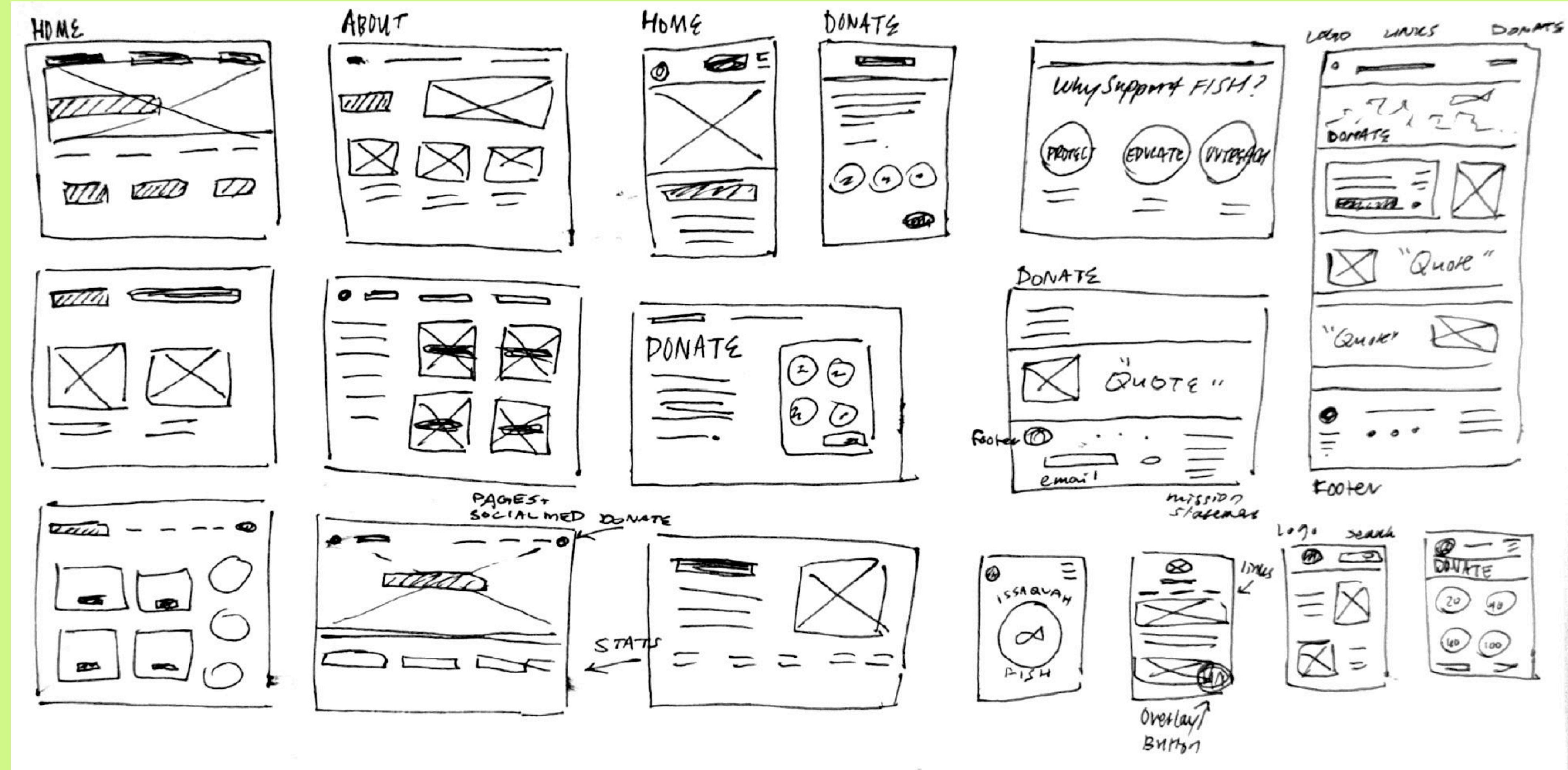
SITE MAP

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SKETCHES

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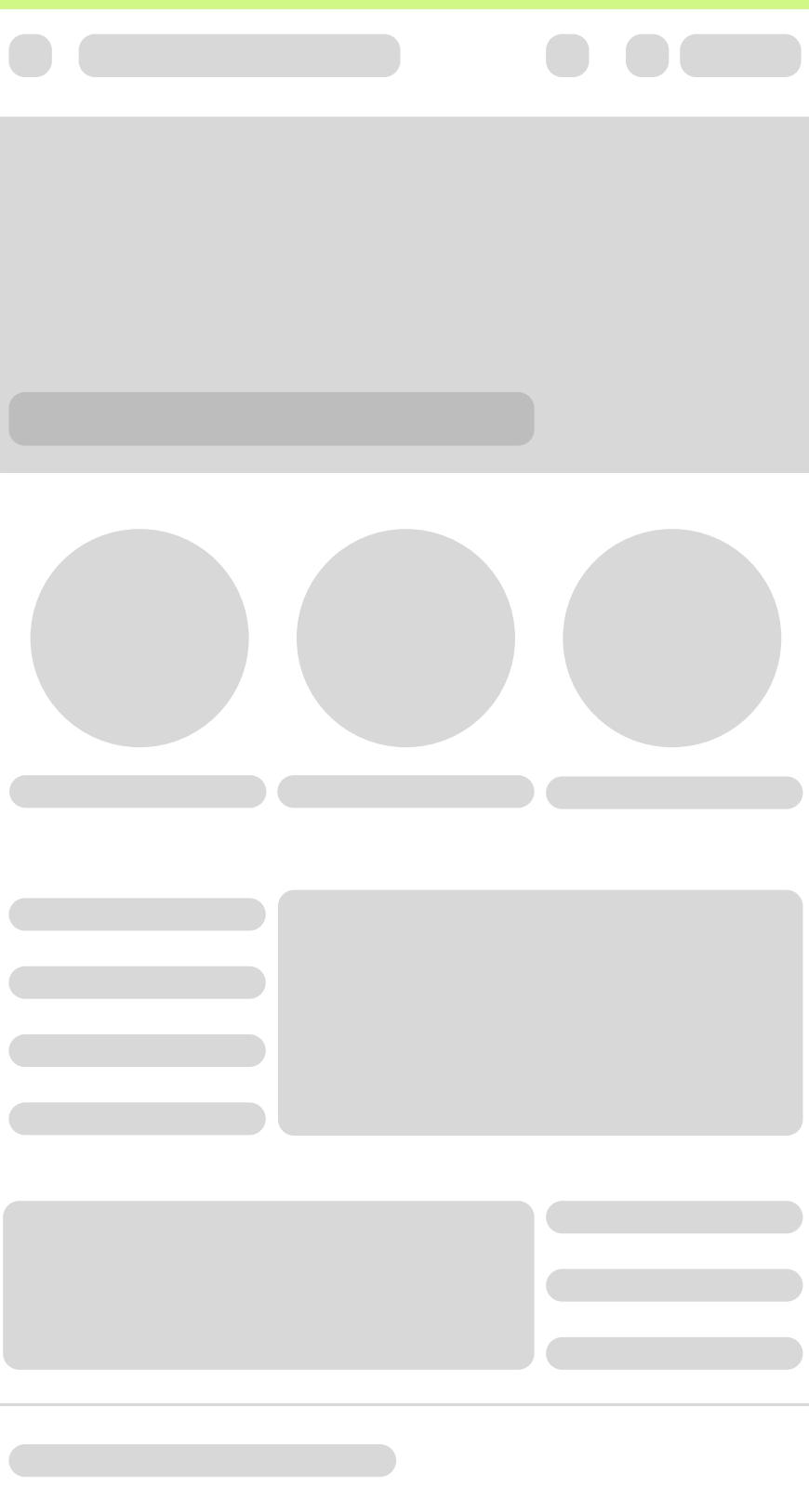
WIREFRAMES - WEB

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HOME



MISSION



DONATE



BUTLER

PROCESS

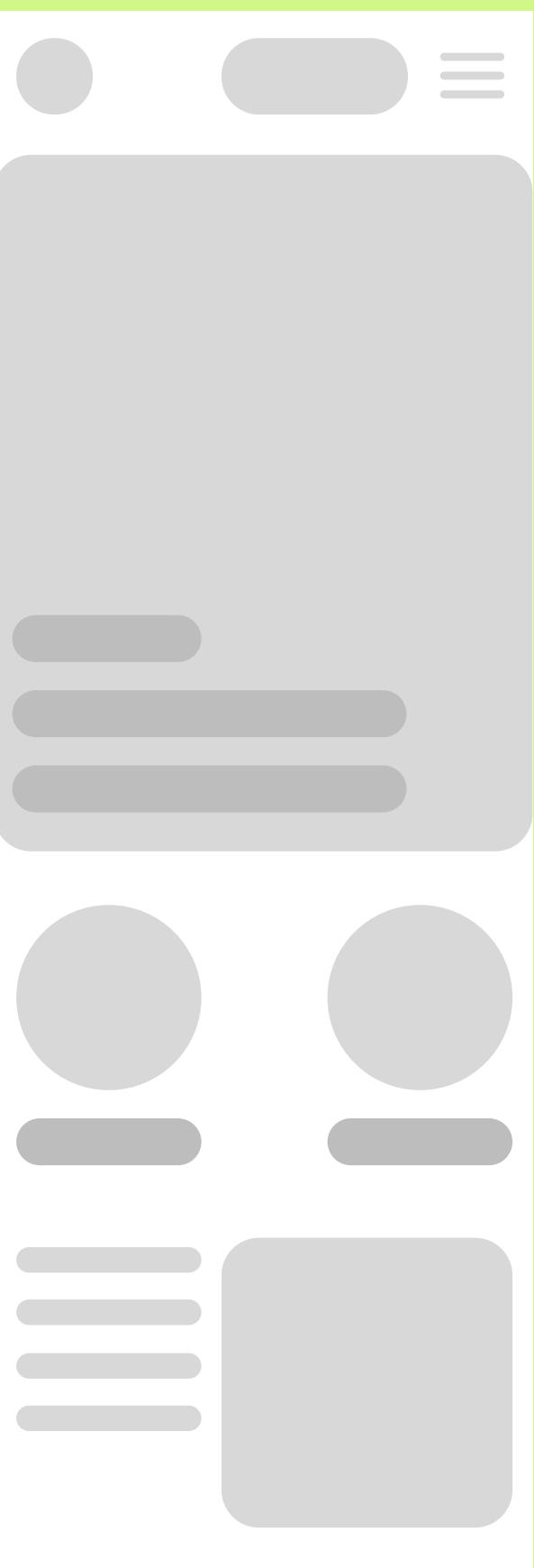
WIREFRAMES - MOBILE

ISSAQAH FISH REDESIGN

HOME



MISSION



DONATE



BUTLER

PROCESS

LOGO REDESIGN

ISSAQAH FISH REDESIGN

ORIGINAL

- Stretched type
- Heavy
- Overuse of color



FRIENDS OF
THE
ISSAQAH
SALMON
HATCHERY

REDESIGN

- Simplified type and visuals
- Open
- Happier salmon
- Vertical and horizontal applications



TESTING

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USERS TESTED: 2

USER TASKS:

1. Find FISH's mission statement.
2. Make a \$20 donation to FISH.

RESULTS:

Both users stated that the navigation bar felt much too large.

Both users reacted positively to the use of images on the webpage.

Both users completed the user tasks fairly quickly. One user had difficulty determining which part of the About Us page counted as the mission statement.

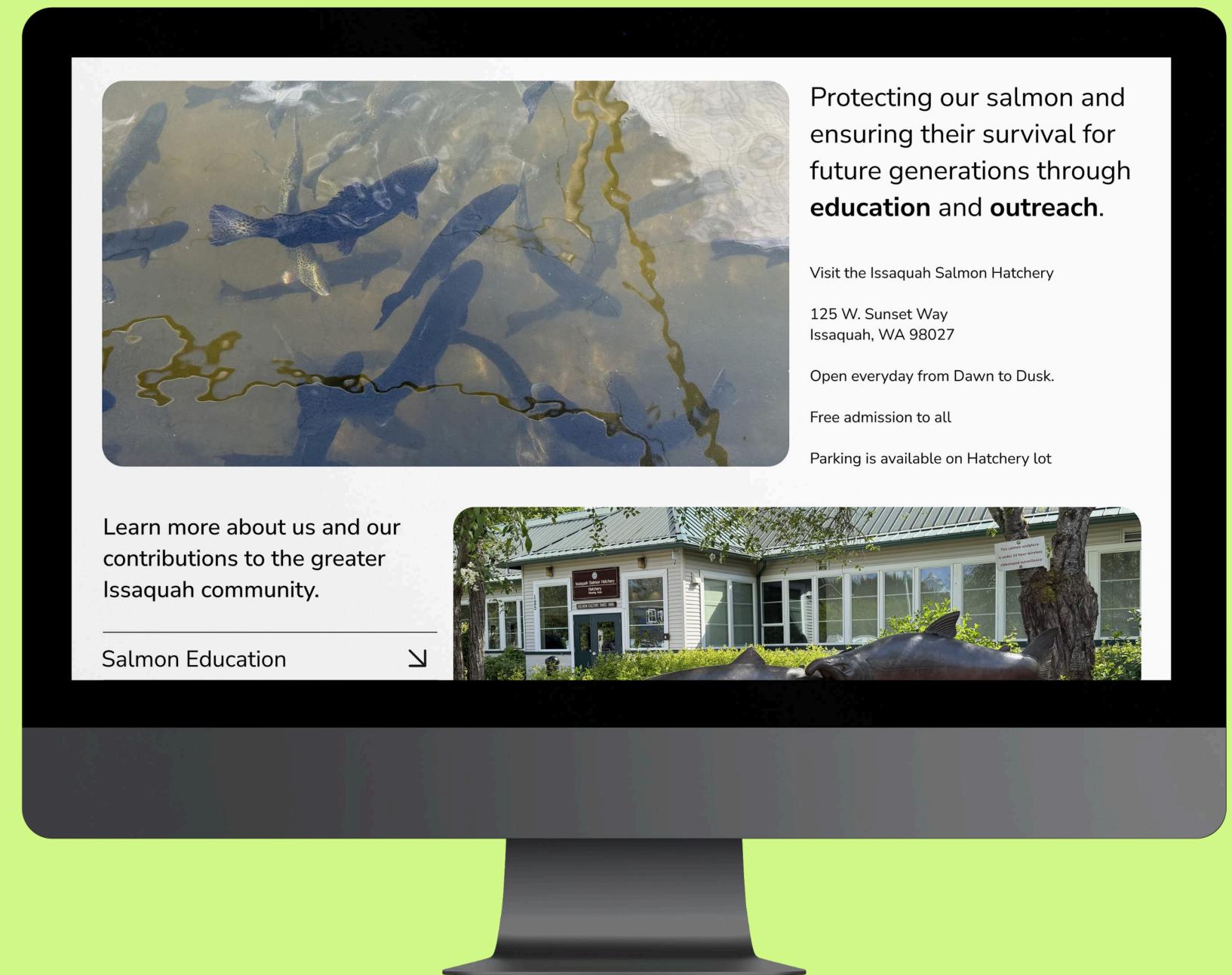
FINAL SCREENS - WEB

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- Image focused design for visual interest
- Emphasized donation button to encourage financial support
- Mission statement first thing you see
- Dropdowns for additional information
- Elements affixed to grid for clearer composition



HOME



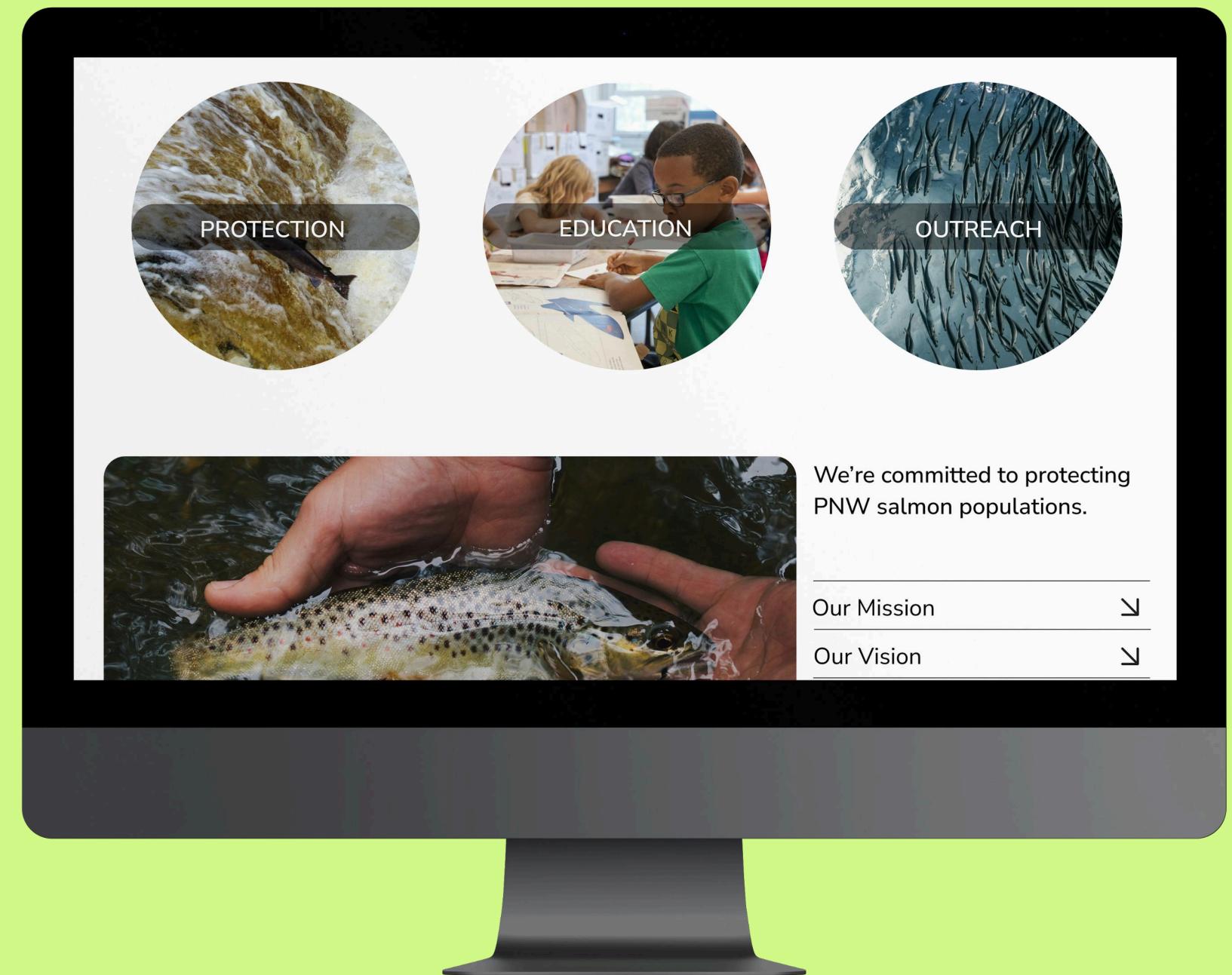
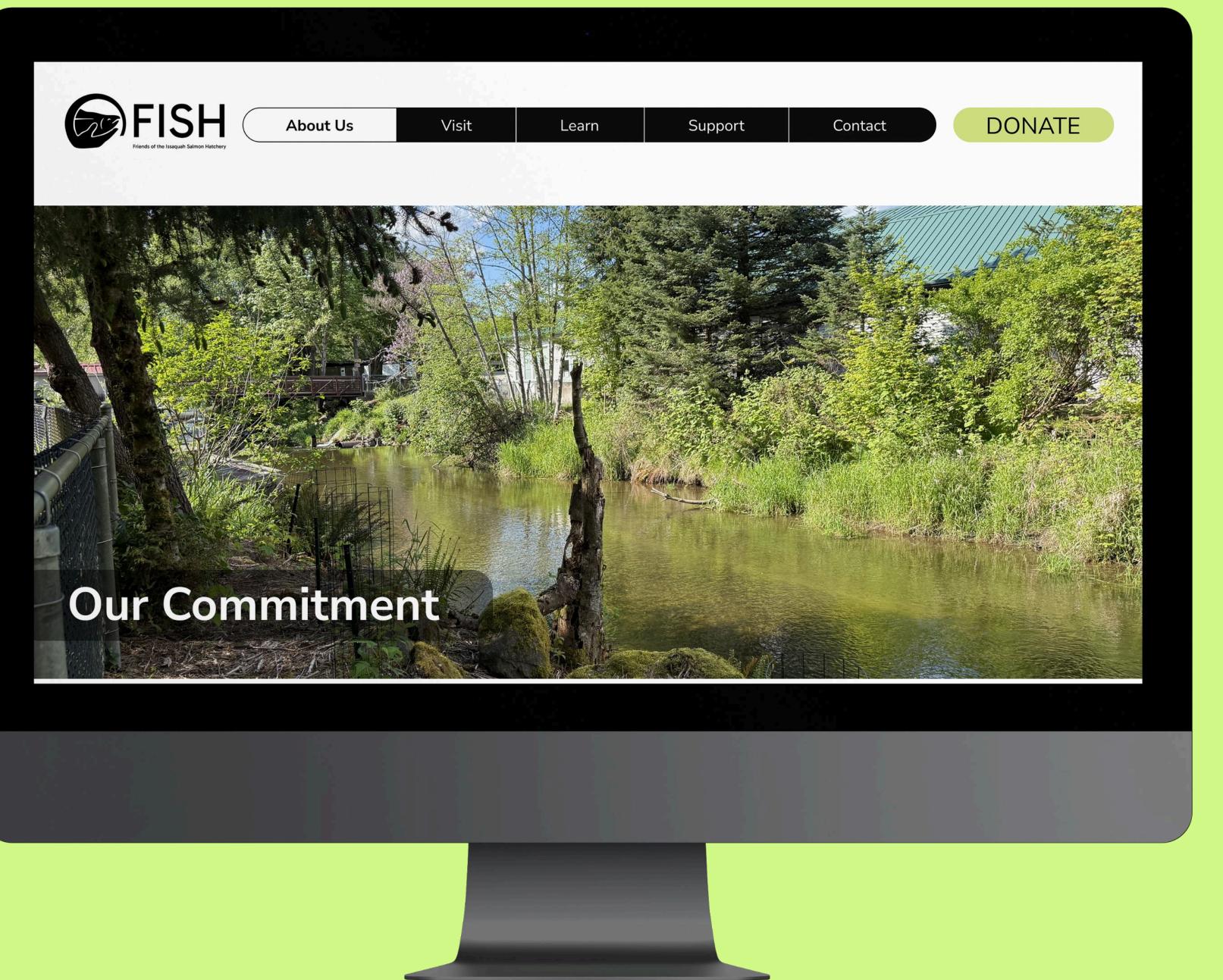
OUTCOME

BUTLER

FINAL SCREENS - WEB

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- Added large callouts to FISH's main mission points
- Future implementation of quick dropdowns, eliminating endless tables and scrolls of original website



ABOUT US

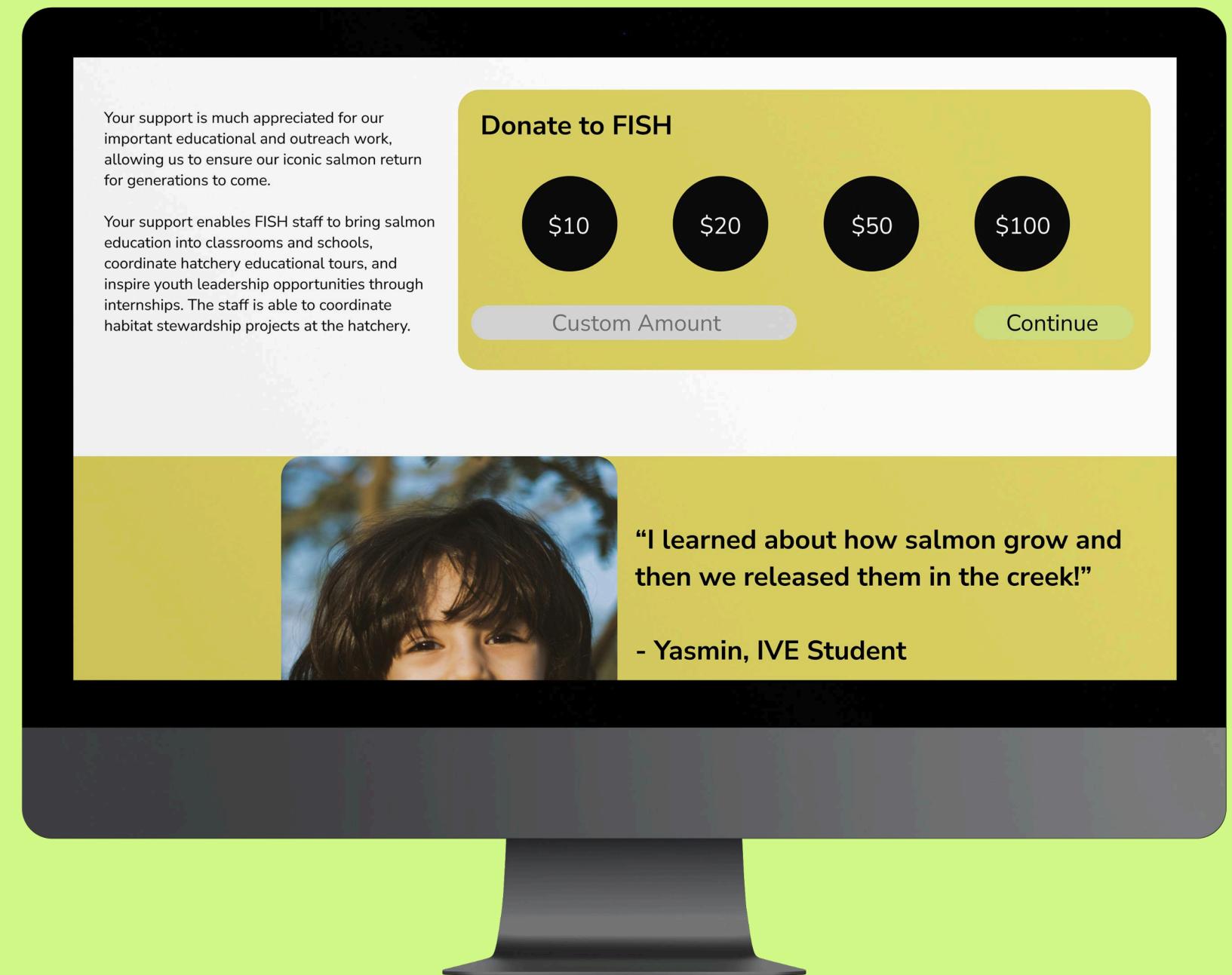
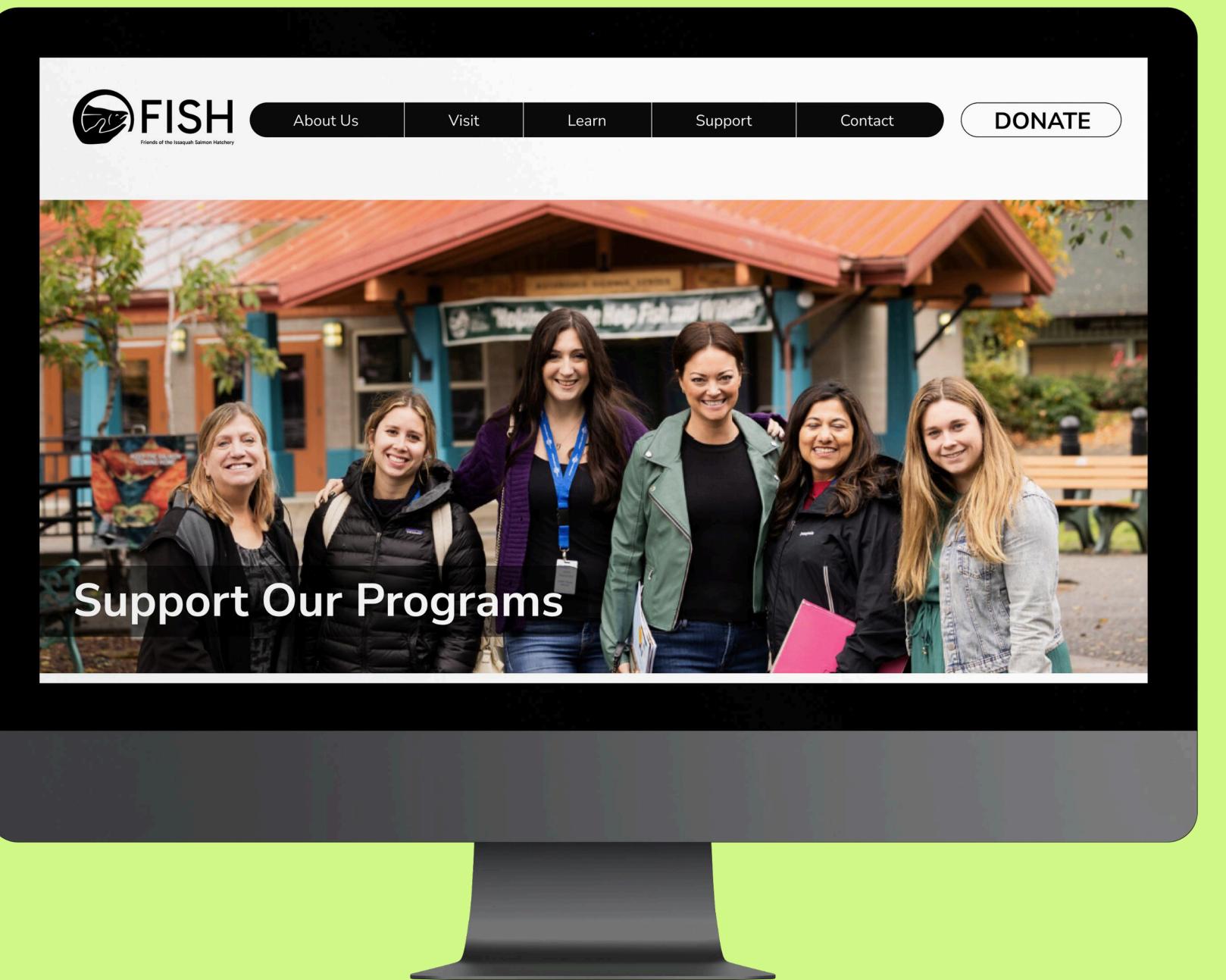
BUTLER

OUTCOME

FINAL SCREENS - WEB

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- Added quick donate buttons to encourage patron support
- Added FISH's mission testimonials from a variety of age groups of patrons to show impact of FISH's community outreach



DONATE

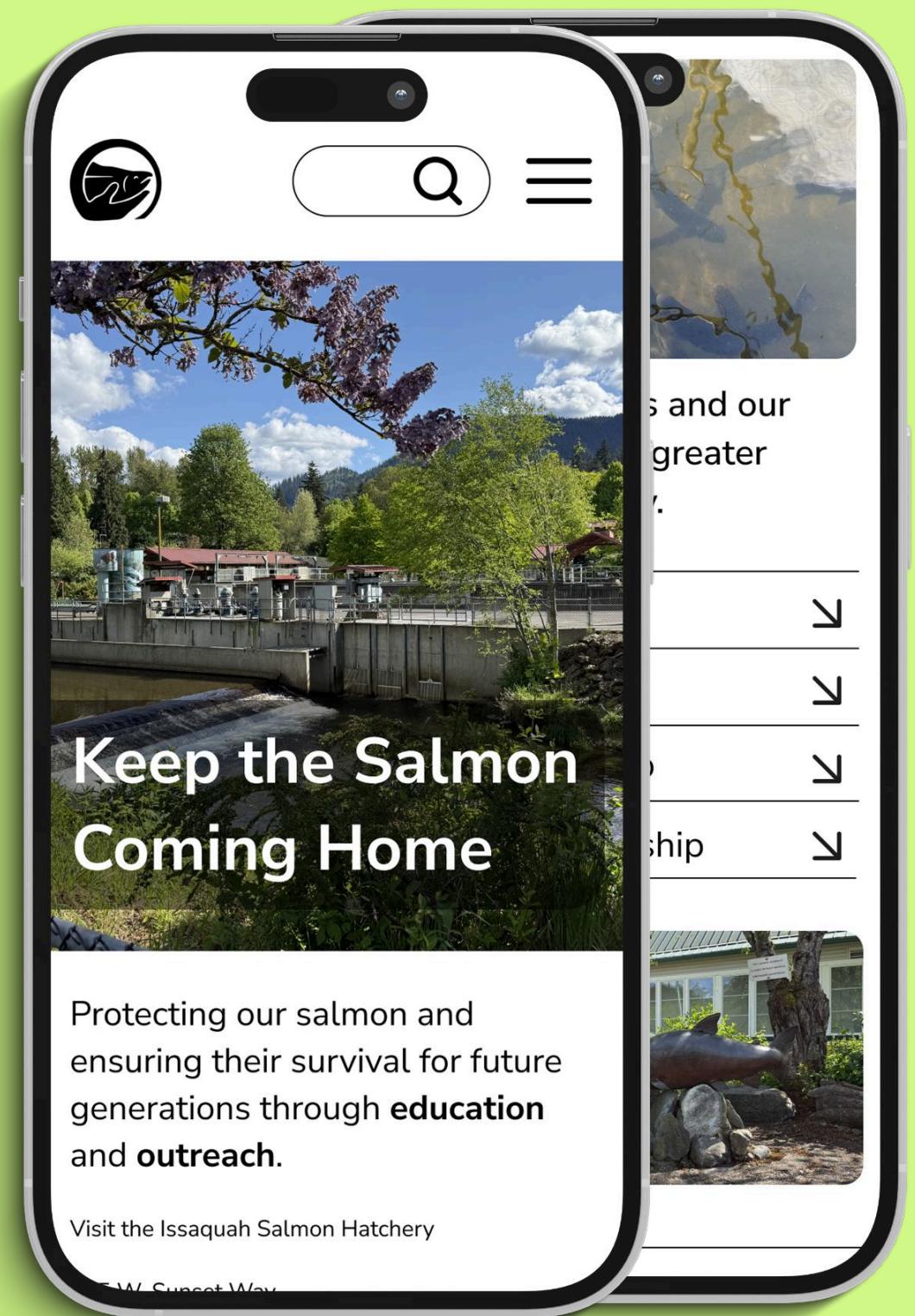
BUTLER

OUTCOME

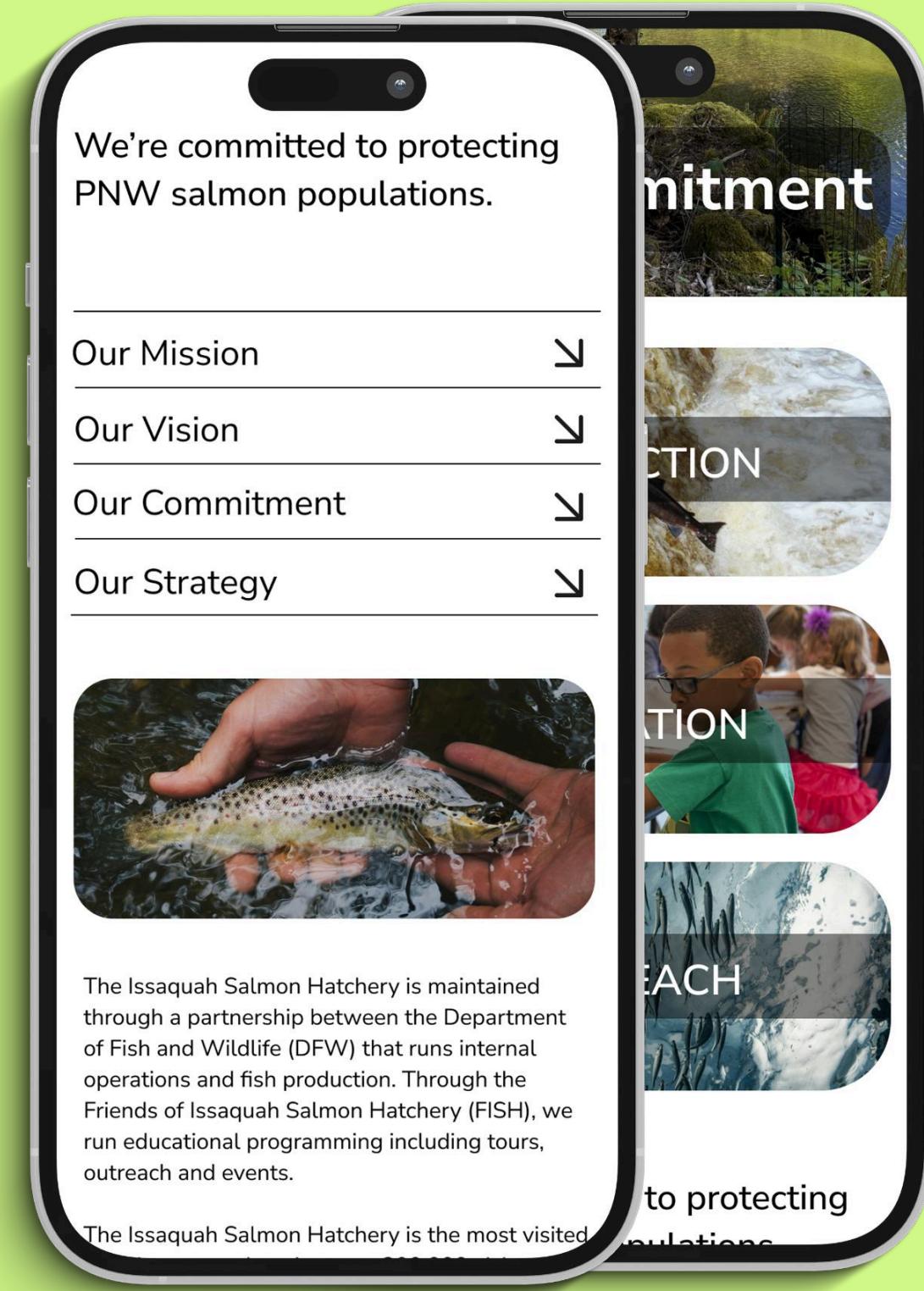
FINAL SCREENS - MOBILE

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- Responsive interface
- Menu-style navigation
- Focus on personal images
- Transparent mission message



HOME



ABOUT US



DONATE

REFLECTION

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CHALLENGES

Keeping both web and mobile UI in mind synchronously was not something I had done before.

Additionally, considering the scale of typography and elements for the two different applications was difficult.

TAKEAWAYS

I gained a greater understanding of the difference between web and mobile UI, with thinking about how to make elements that would be responsive to different device scales.

Realized the importance of additional elements I hadn't included in web projects before, such as footers.

Additionally, I engaged with an organization from my childhood and reconnected with it when researching and photographing for this.

BUTLER

OUTCOME