

# Bird Connect Seattle Case study

**Milo Nielsen**  
DSGN 372

# Background

**Project Brief:** This project is a redesign of the non-profit Bird Sea's web and mobile. Bird Sea is the biggest Audubon society, based out of urban greater Seattle.

**Introduction:** Bird Sea is a non-profit that does a variety of forms of education relating to birds and their environments. Including digital newsletters, camps, and other events.

**Problem:** The Birds Sea page is a very plain layout that fails to display engaging information. Its unclear navigation, fails to highlight the actions, and events of the organization.

**Solution:** My goal with this redesign was to bring a larger call to action within the website, highlighting donation, and petitions/goals. In addition I want to use design to create a more engaging information experience.

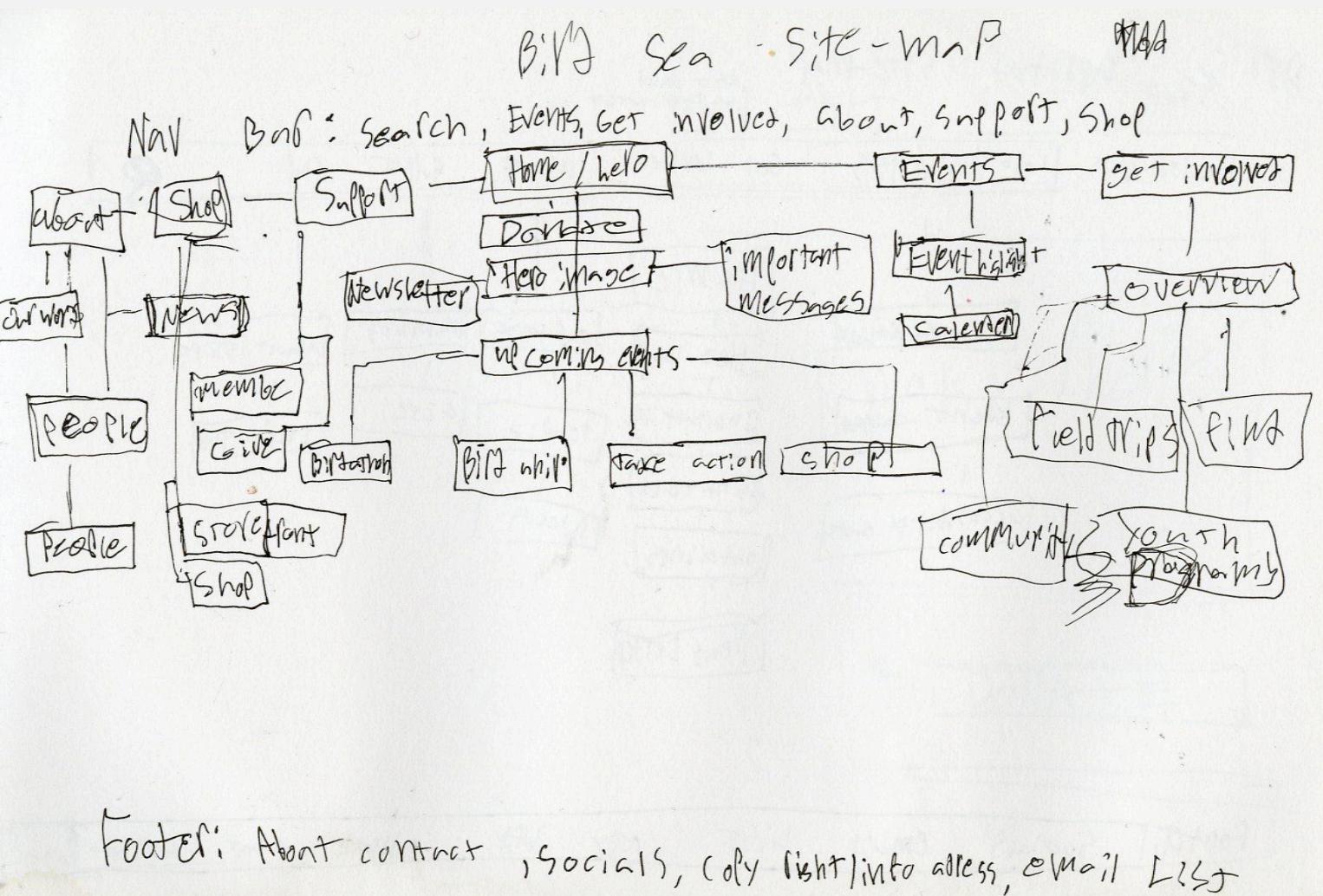
# Research

I started my research by navigating, and doing a full site map of the old website. I noticed a handful of design flaws and website flow difficulties that affected overall effectiveness.

The first problem I wanted to address was the overall aesthetics of the website, looking to make the experience more visually intriguing. Next I was looking to organize the flow of the website, the current navigation is quite complex with lots of options within each page, I looked to further streamline this, through navigation and information layout. The third change I wanted to focus on was streamlining the events page to be more intuitive.

Through these changes we can drive more digital engagement with Bird Connect Seattle, and create a better user experience for the website.

## Old Site Map



## Old Website

The homepage features a header with the logo "BIRDS CONNECT SEATTLE" and navigation links for Events, Get Involved, About Us, Support, Shop, and a "DONATE" button. A banner at the top right encourages users to "Fuel Local Conservation. Make Your Gift Today >>". The main content area has a large image of a bird perched on a branch with pink flowers. Text on the left reads "For Cities Where People and Birds Thrive". Below the main image are several call-to-action boxes: one about a new animation, one for Nature Camp, one for Shop Books, and one for GiveBIG. At the bottom, there are two news snippets: "Announcing Our New Location" and "Sudden Termination of AmeriCorps Funding". The footer contains links for About, Contact, Donate, and Shop, along with social media icons for Facebook, Instagram, and LinkedIn. It also includes a "Join Our Email List" form and a "Subscribe" button.

# Competitor research

The first thing I noticed about competitor web-pages, is how they use hero imagery, as a full screen landing throughout the sites. This bring immediate association with birds. Then there is usually a call to donate or support. I felt like this was a good structure to follow, and though the Bird Sea site does this, then have ineffective formatting, and hierarchy.

Beyond this the sites had a much more attractive, and smooth user flow allowing for quicker navigation and sorting of content. I hope to be able to replicate these successes while maintaining an original and unique design.

## Goal

My goal was to reposition Bird Connect Seattle's digital presence to highlight its unique strength as the largest Audubon group in the region with over 4,200 members focused specifically on urban conservation and community building.

The redesigned website can serve as both an educational resource and an action platform that connects Seattle's bird enthusiasts with meaningful opportunities for involvement, and improved user experience.

The image displays two screenshots of competitor websites. The top screenshot shows the Bird Alliance of Oregon website, featuring a large hero image of a bird, navigation links like 'Take Action', 'Join', 'Blog', 'Shop', 'Give Today', and a search bar. Below the hero image is a section for 'Birdathon' events with cards for 'Apr 9', 'Apr 12', and 'Apr 12'. The bottom screenshot shows the Audubon website, featuring a large hero image of a puffin, a donation callout for 'Double Your Impact for Earth Day' with options for \$15, \$20, \$25, \$35, \$50, and \$0.00, and a 'Continue' button.

# Persona



## Sarah Mitchell

Age: 35

Occupation: Software Developer

Location: Capitol Hill, Seattle

Sarah has lived in Seattle for eight years and developed an interest in birds after noticing the variety of species that visit her small apartment balcony. She's set up a feeder and enjoys identifying visitors using a smartphone app. She has limited knowledge but growing enthusiasm about birds and conservation.

### Goals

- Find bird walks and events suitable for beginners
- Learn to identify more local bird species
- Connect with other bird enthusiasts in her neighborhood
- Discover how to make her small urban space more bird-friendly

### Technology Use

- Primarily uses smartphone for call and text
- Active on Instagram and Reddit
- Uses bird identification apps

### Frustrations

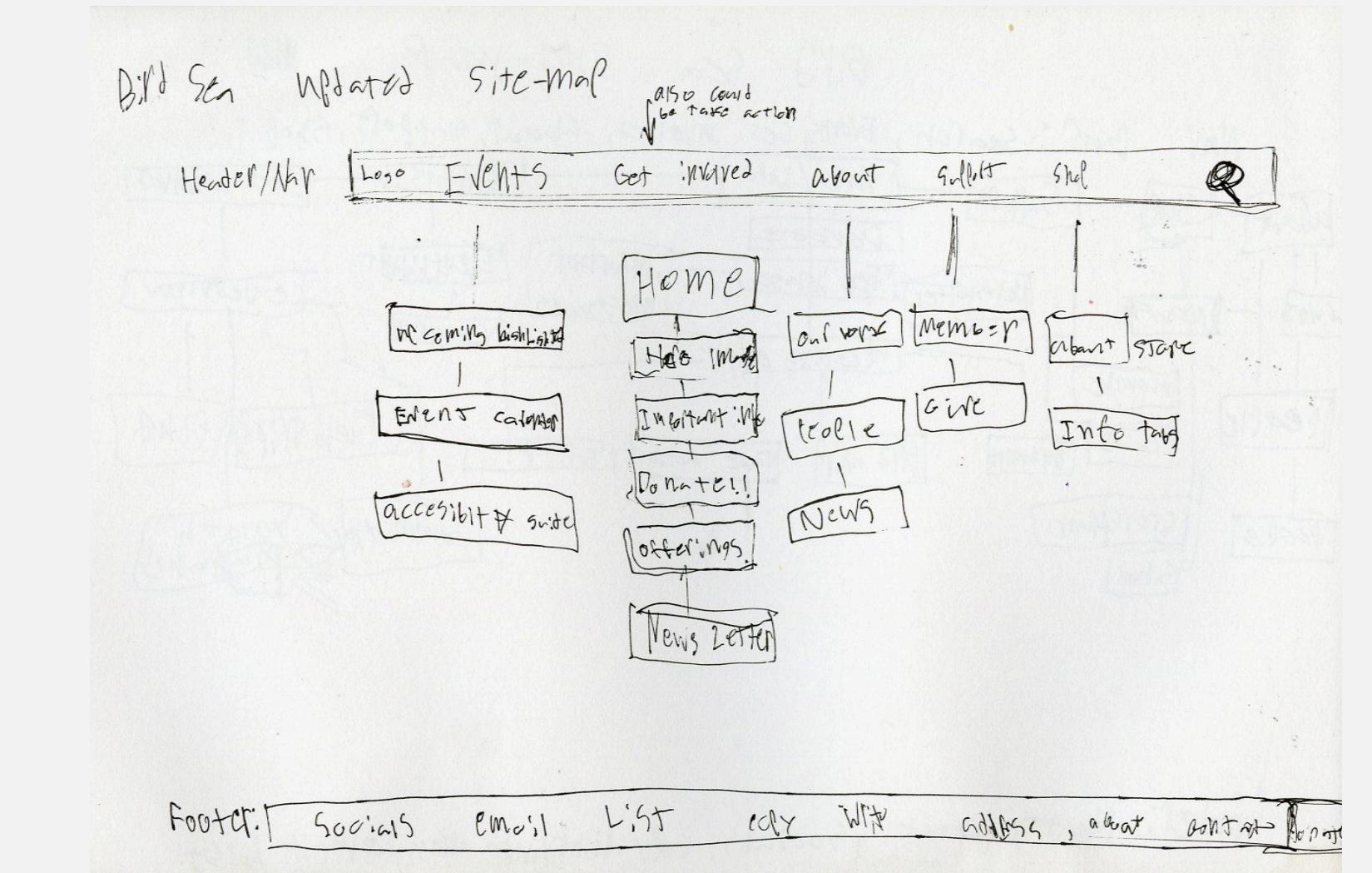
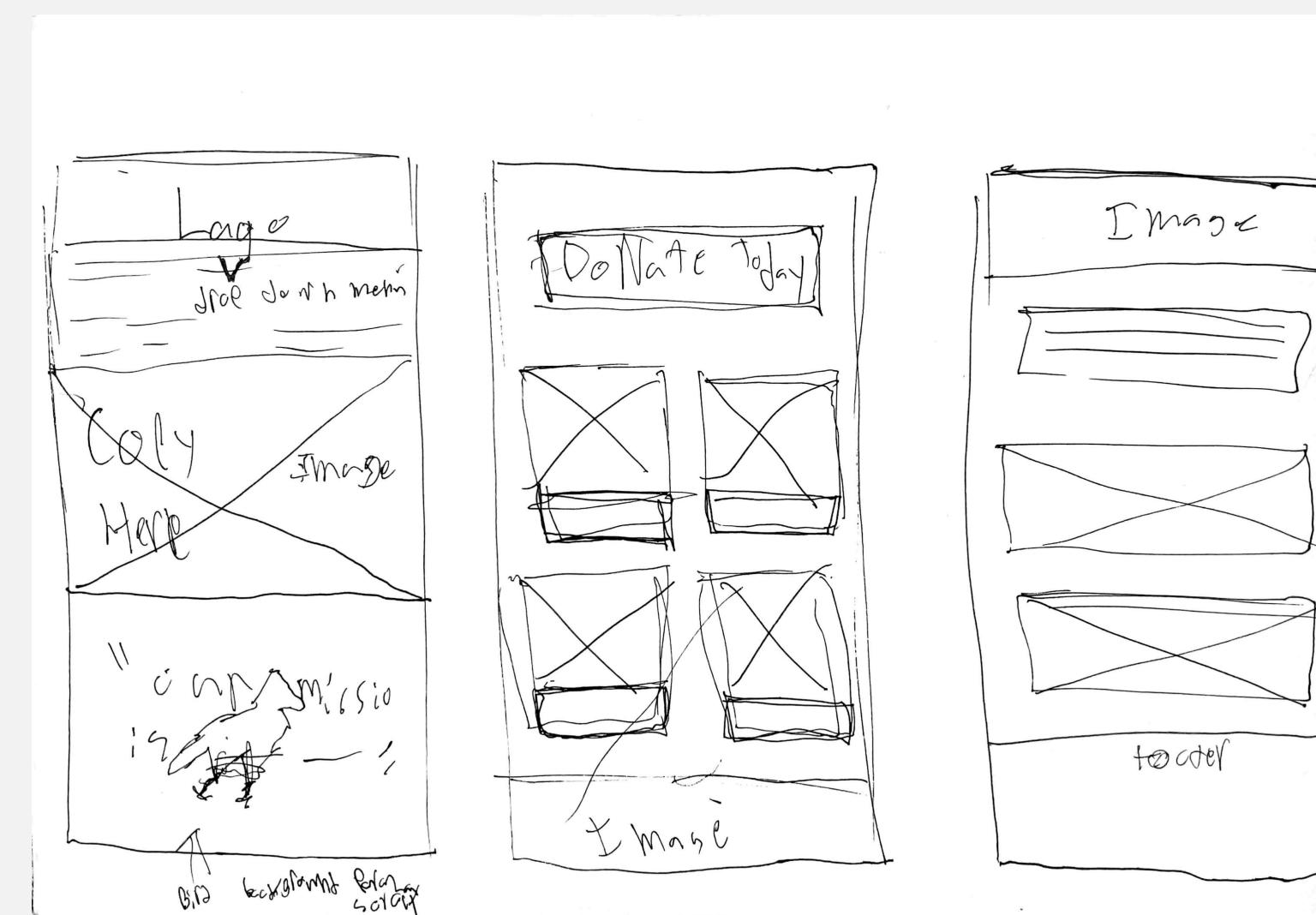
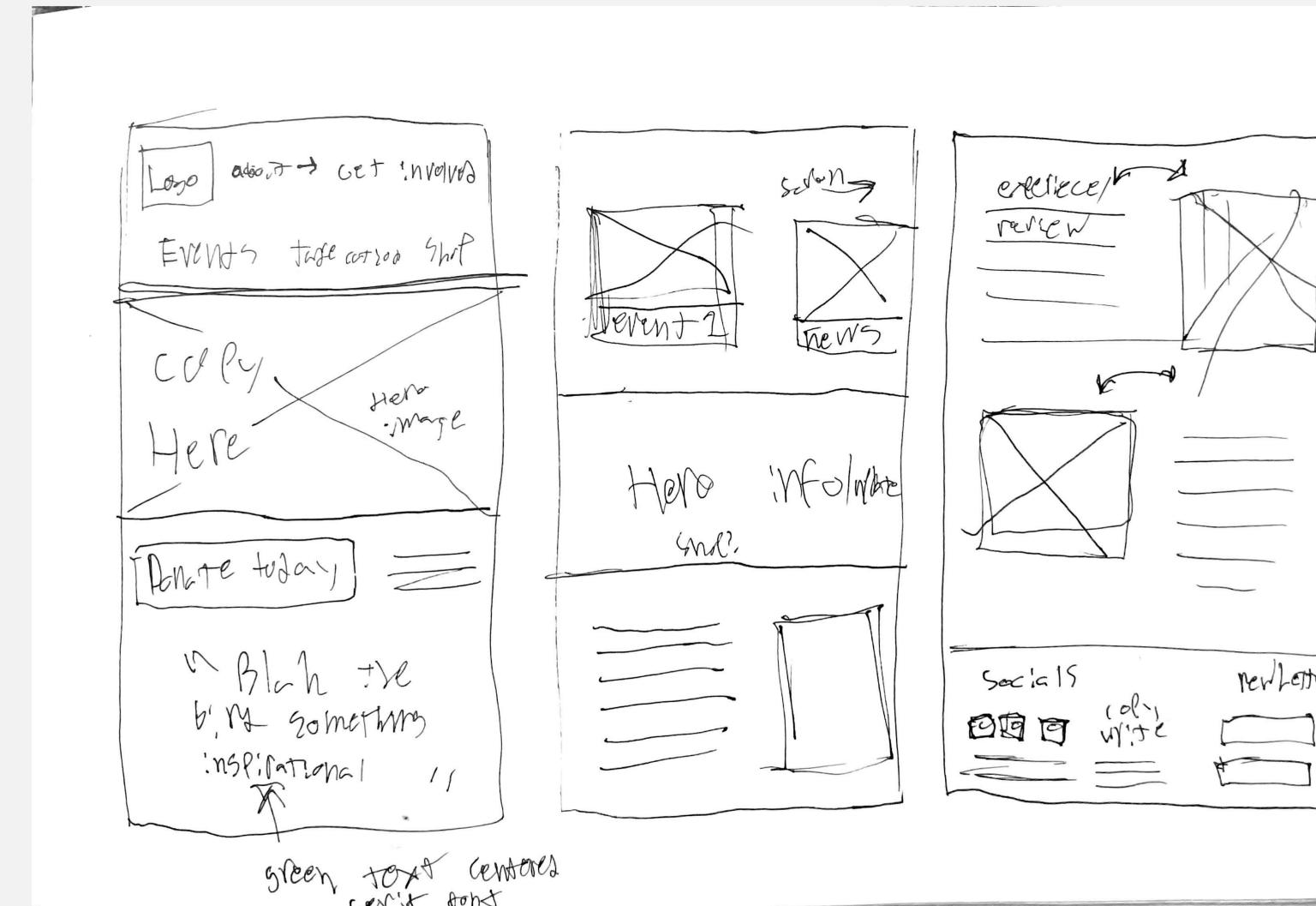
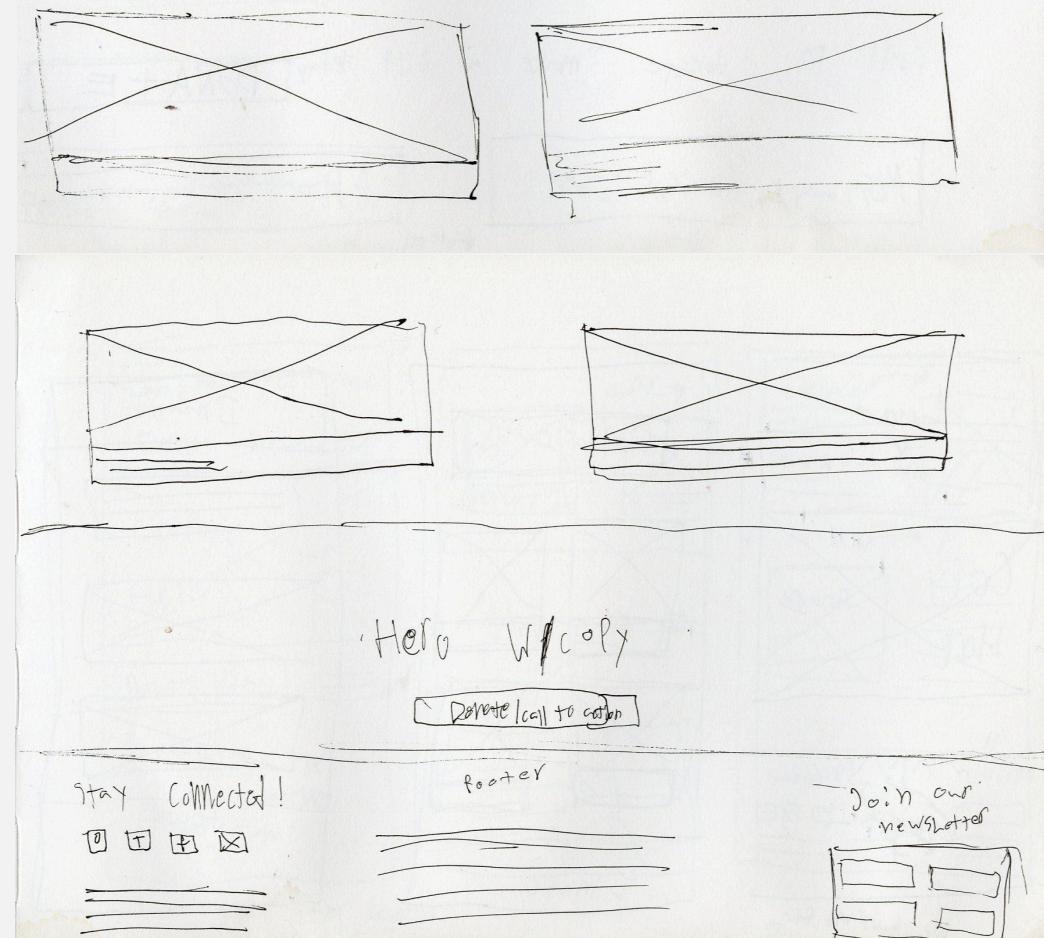
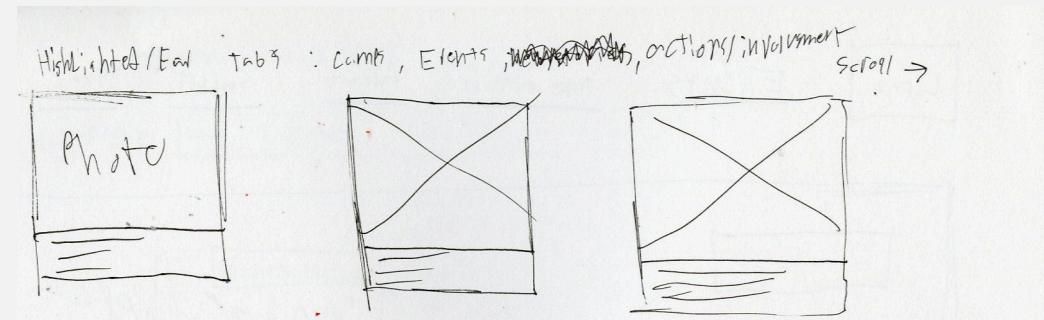
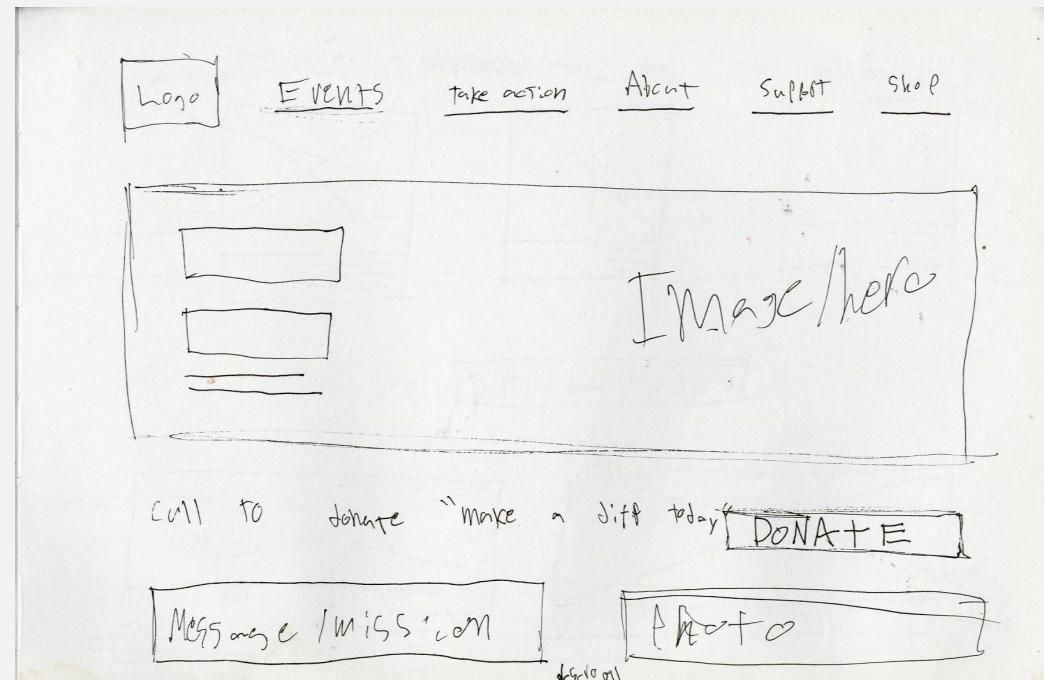
- Feels intimidated by experienced birders with extensive knowledge
- Unsure how to contribute meaningfully to conservation efforts
- Limited time due to full-time job

### Motivations

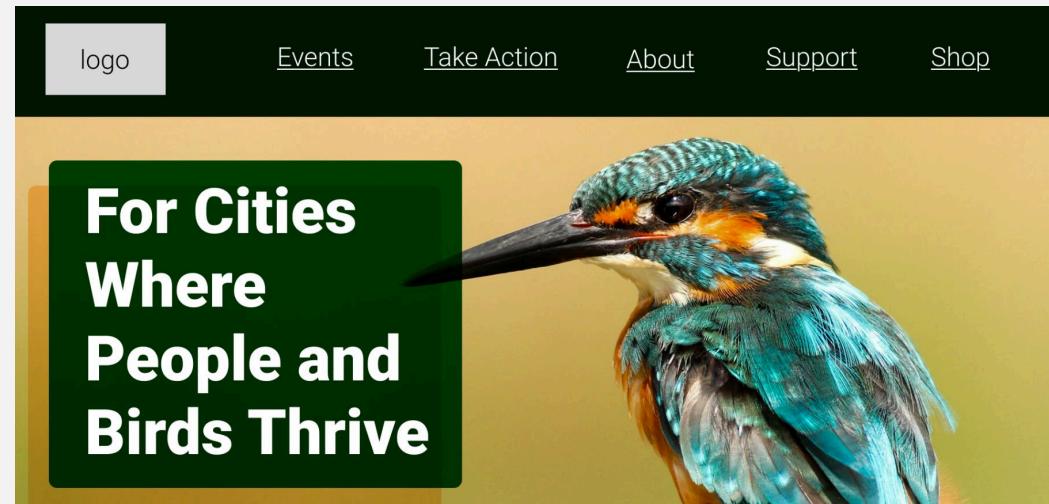
- Seeking connection with nature within urban environment
- Wants to build community with like-minded people
- Interested in sustainable urban living
- Looking for relaxing outdoor activities to balance tech-focused job

# Design

# Wire Frames



# First Iterations



Events Take Action About Support Shop

For Cities Where People and Birds Thrive

Make a difference today by supporting Audubon

Donate

Who are We?

Birds Connect Seattle (formerly Seattle Audubon Society), an independently incorporated nonprofit, 501(c)3, organization, was the state's first conservation organization. It now stresses urban conservation, focused on birds, and following an antiracist path. Birds Connect Seattle's has 4,200-plus members make it one of the largest independent chapters in the national Audubon network. In partnership with more than 225 volunteers

What we do

Nature Camp Newsletter Get Involved

News and Stories

About Support Shop

Stay Connected!

[Join our Newsletter](#)

First Name Last Name Email Subscribe

LinkedIn Facebook Instagram

Birds Connect Seattle Headquarters  
616 Olive Way, Seattle, WA 98101  
Call us at 206-523-4483



Events Take Action About Support Shop

About Bird Connect

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mission video

Our Mission Our Vision Our Values Our Work

See our Impact

About Support Shop

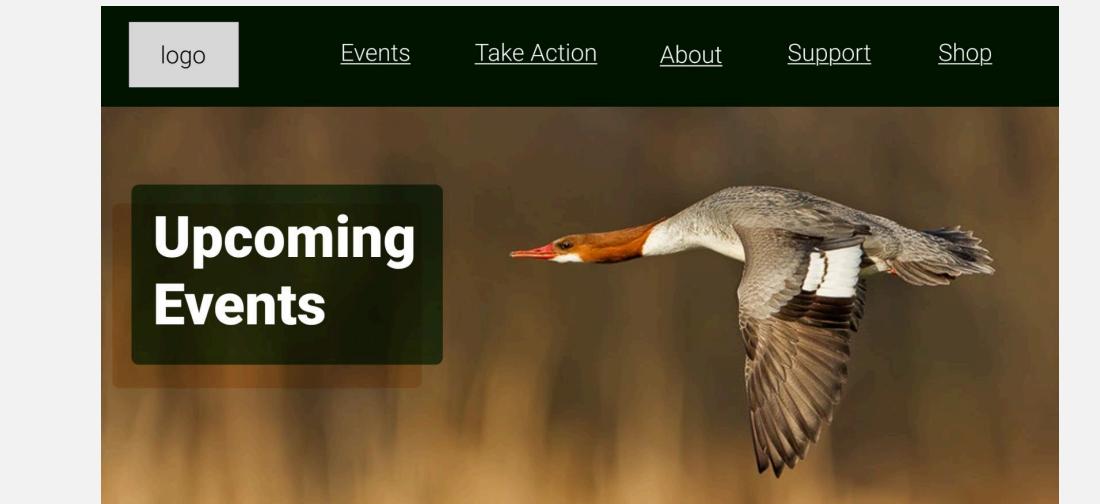
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Events Take Action About Support Shop

Upcoming Events

Upcoming Events

1 2 3 4 5 6 7 8  
9 10 11 12 13 14 15 16  
17 18 19 20 21 22 23 24  
25 26 27 28 29 30

Accessibility indicators

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About Support Shop

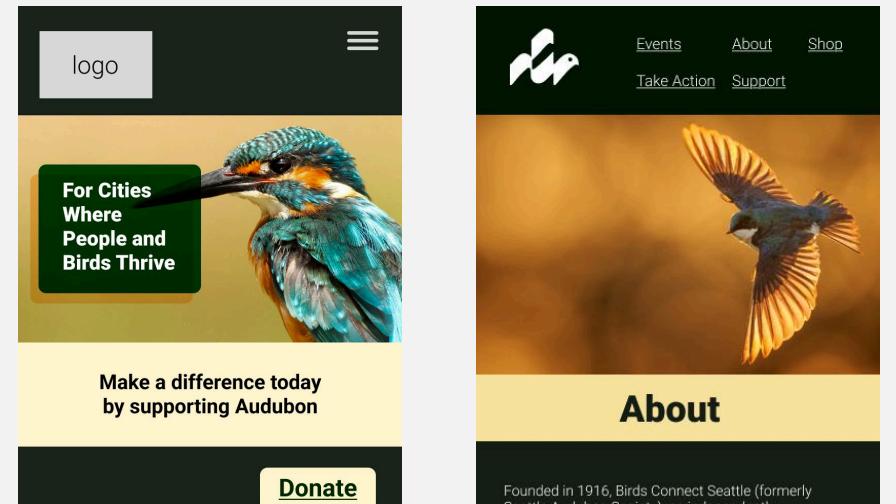
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Our Mission Our Vision Our Values Our Work

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# Refinements, and Iterations

## Web

After user testing in class I began to refine functional, and stylistic issues within my earlier renditions.

During testing my classmates pointed out issues with contrast, mobile formatting, and headers.

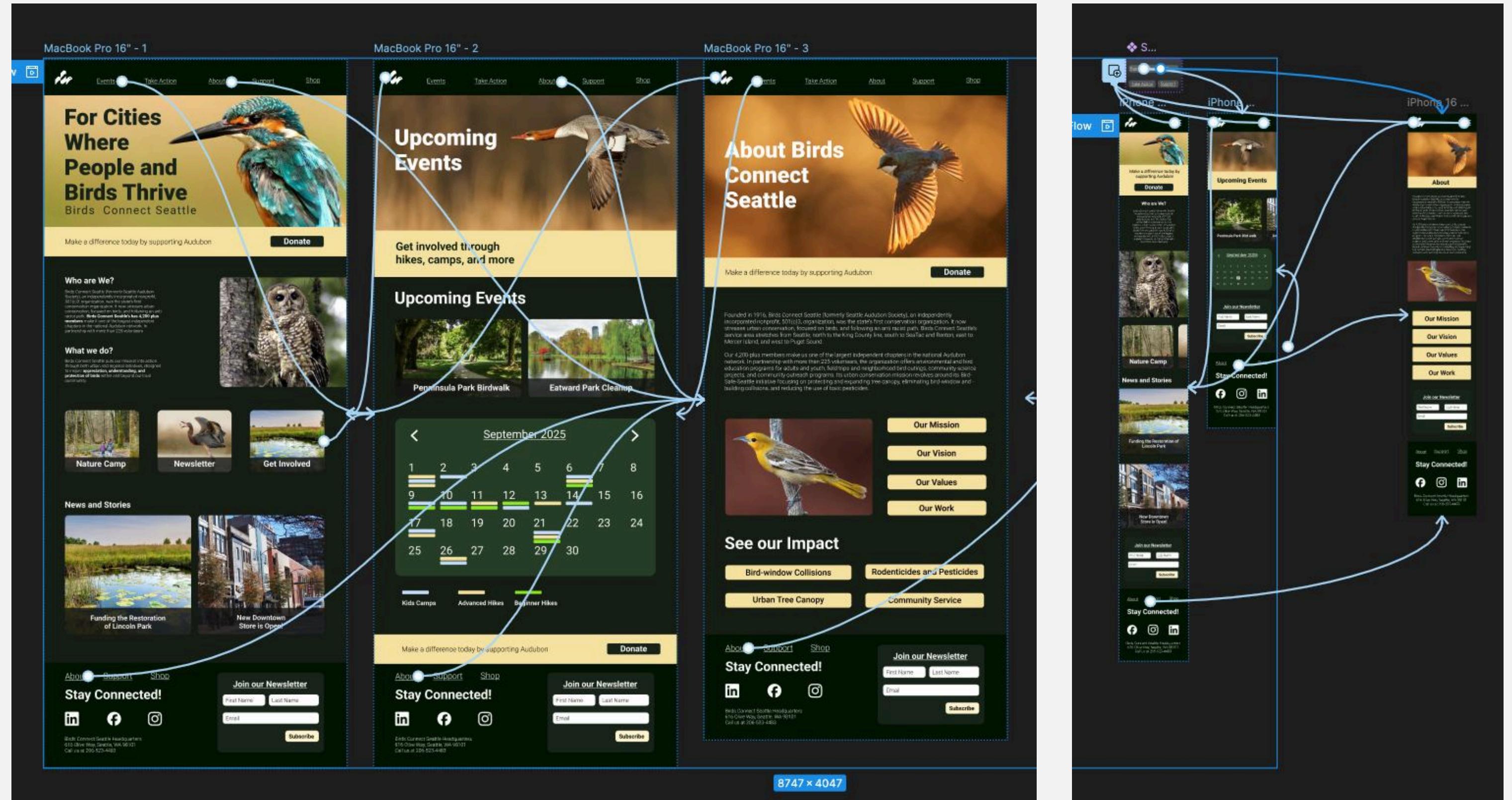
They also helped me improve readability, and accessibility through text size, and color contrast. As I developed the Birds Connect Seattle online presence, I reformed messaging, and call to actions.

## Mobile

With the Mobile web design we decided to take advantage of a longer scroll, and the vertical format.

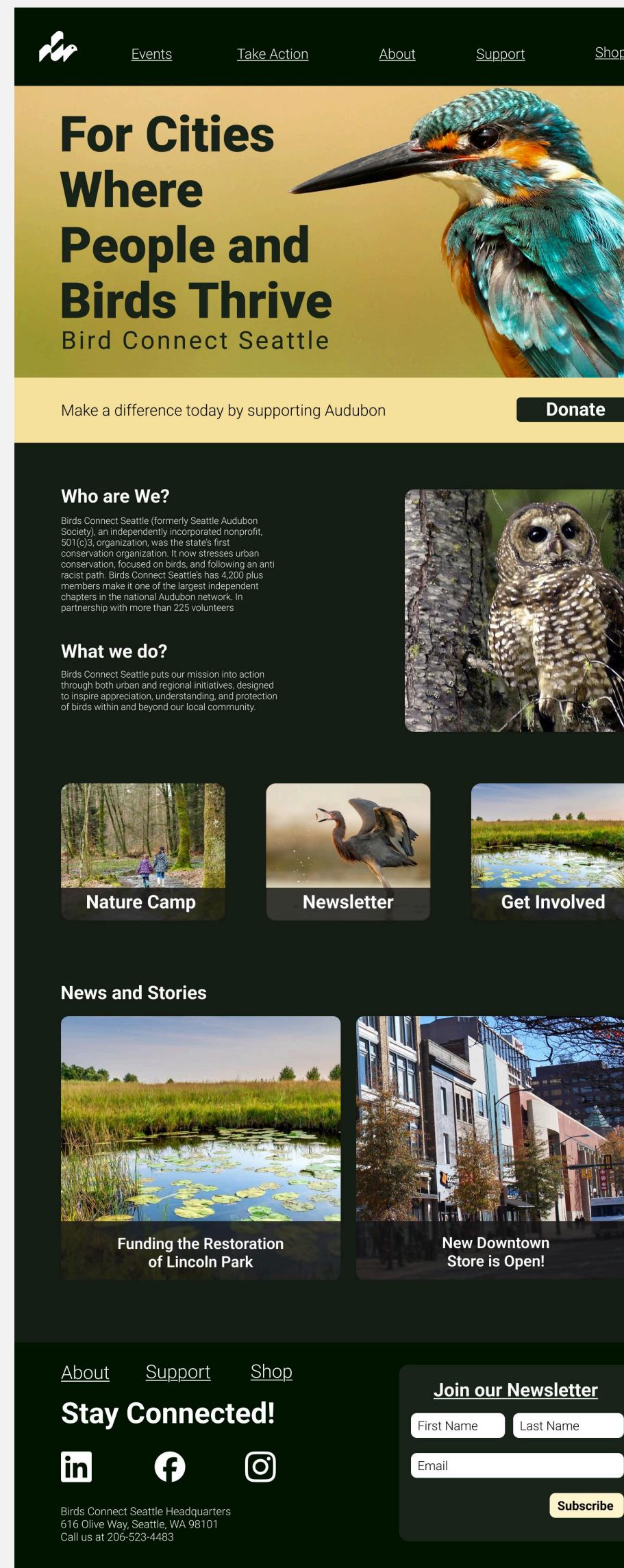
Adapting designs for both web and mobile was an interesting approach, especially after having designed web first. As designs shifted, it was a challenge to reformat the change in type relations.

During testing of the Mobile I found that my text was larger, and in some parts was not as legible. In addition I had to change the navigation to the hamburger, because text headers, are not able to conform to phones, additionally with the mode phones having a notch I had to design around that.



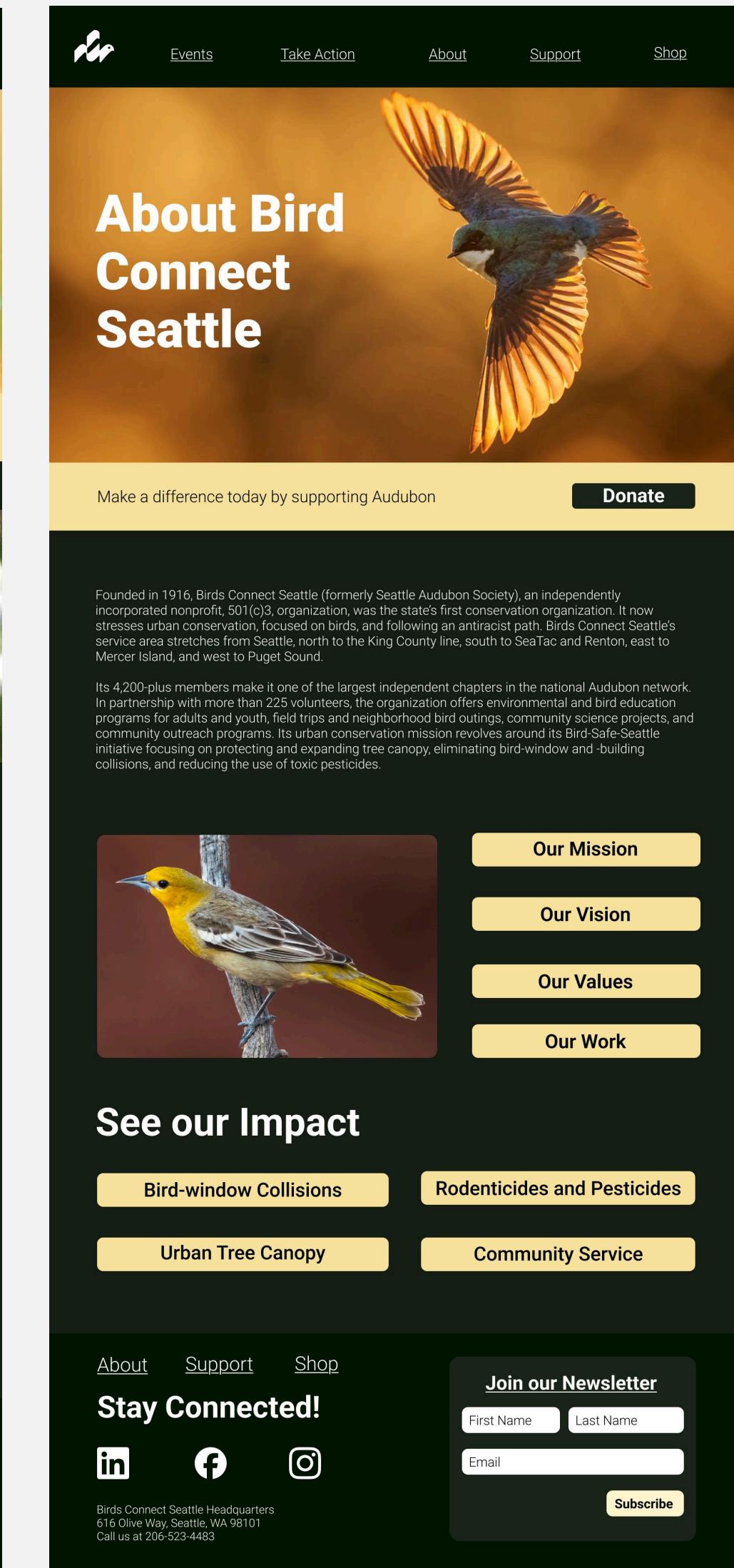
# Final Web

## Home



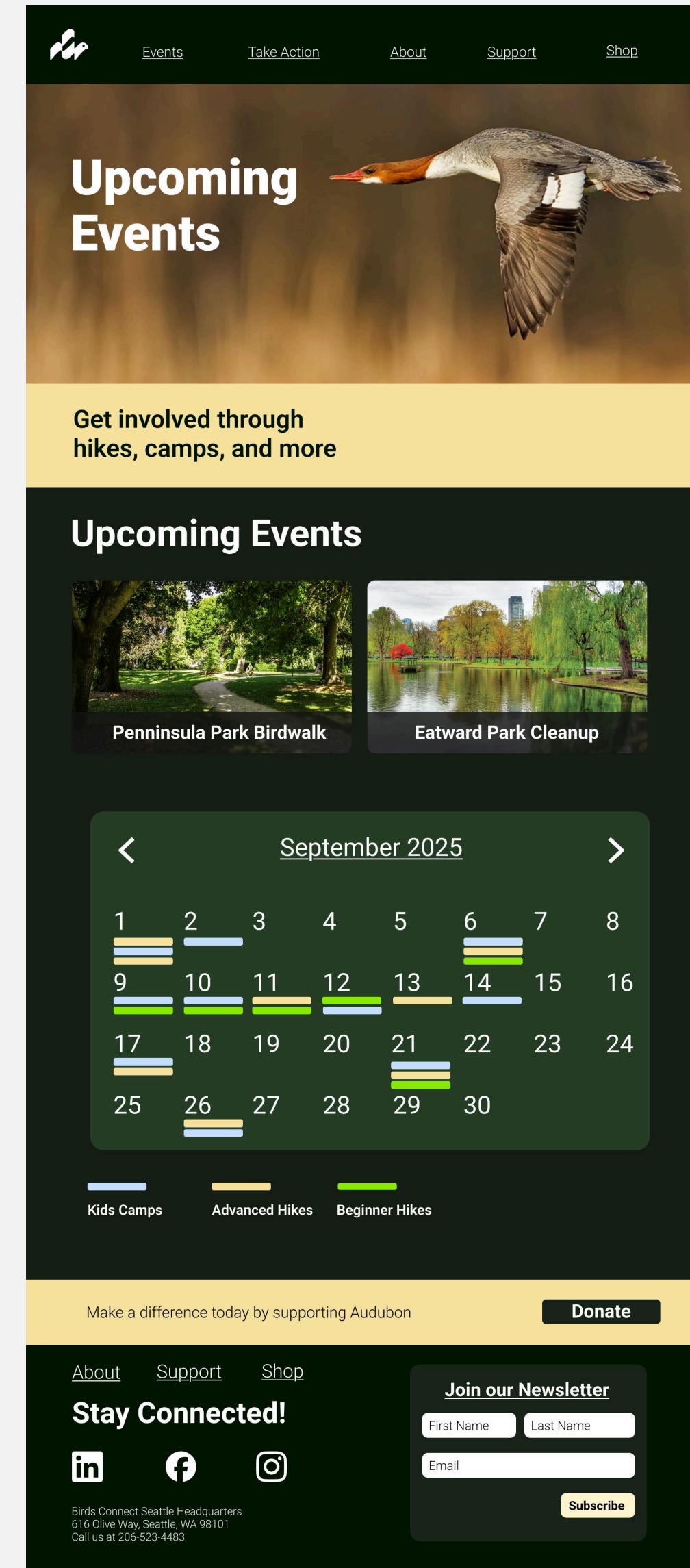
The Home page features a large banner with a Kingfisher bird and the text "For Cities Where People and Birds Thrive" followed by "Bird Connect Seattle". Below the banner is a "Donate" button and a "Who are We?" section with a detailed paragraph and a photo of a Barred Owl. There are three buttons: "Nature Camp", "Newsletter", and "Get Involved". A "News and Stories" section shows images of a wetland and a city street. At the bottom, there's a "Stay Connected!" section with social media links and a newsletter sign-up form.

## About



The About page has a banner with a Kingfisher in flight and the text "About Bird Connect Seattle". It includes a "Donate" button and a detailed paragraph about the organization's history and mission. A "See our Impact" section lists four categories: "Bird-window Collisions", "Rodenticides and Pesticides", "Urban Tree Canopy", and "Community Service". At the bottom, there's a "Community" section with a newsletter sign-up form and social media links.

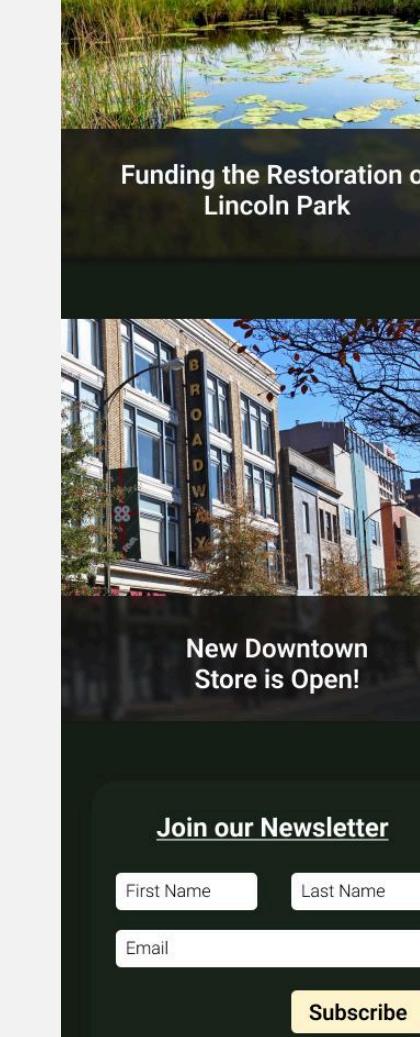
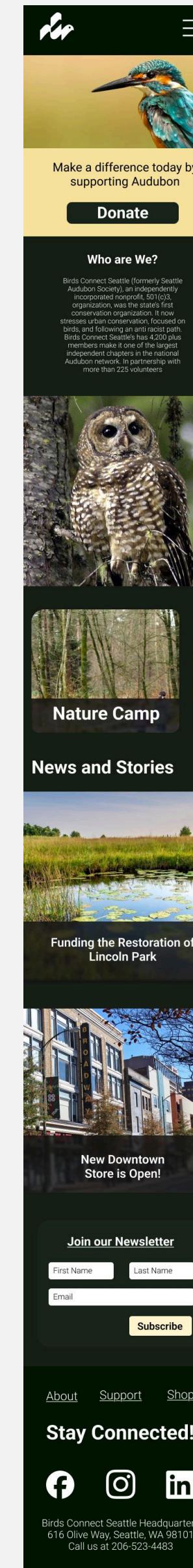
## Events



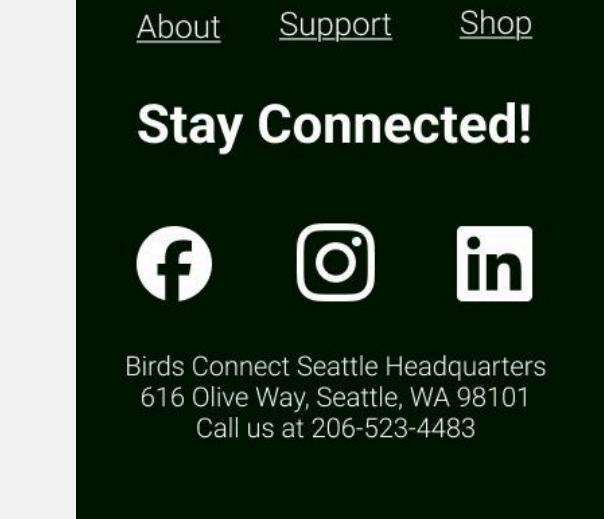
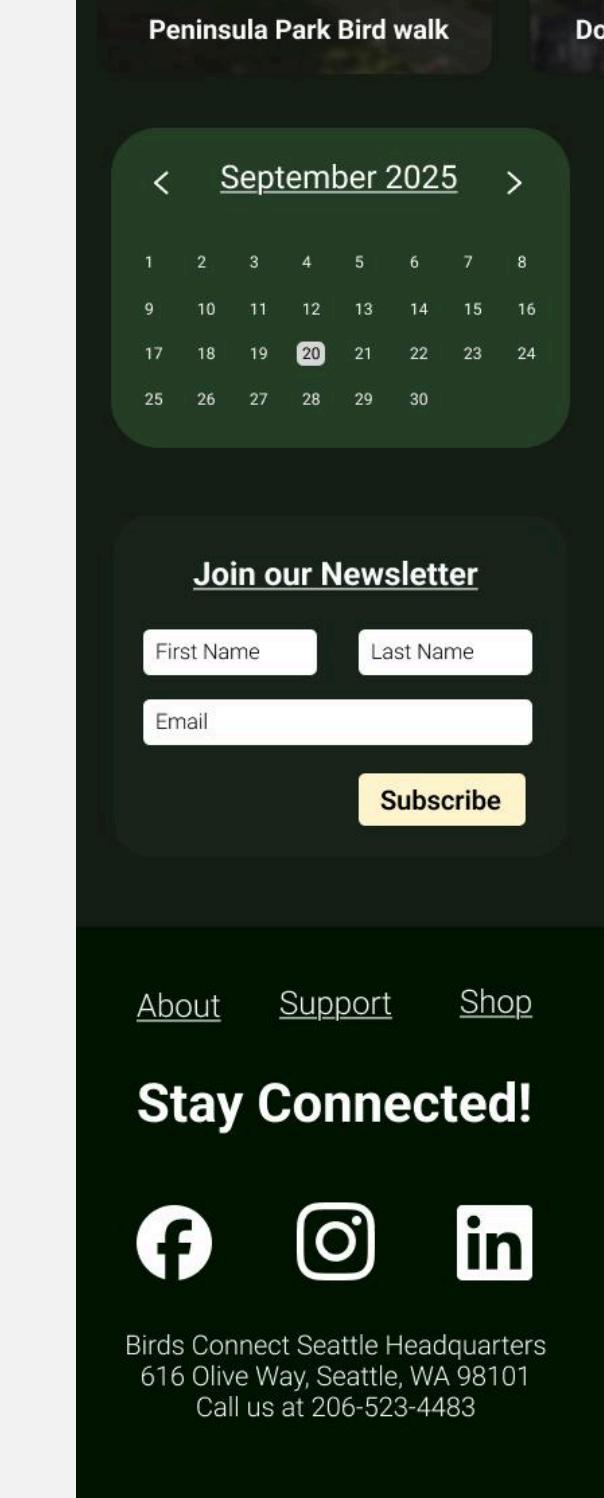
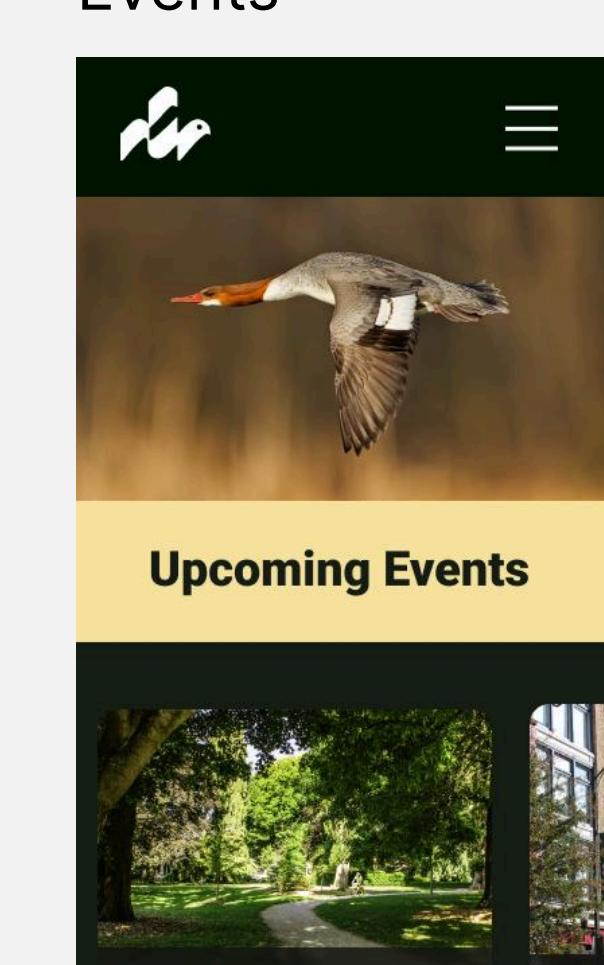
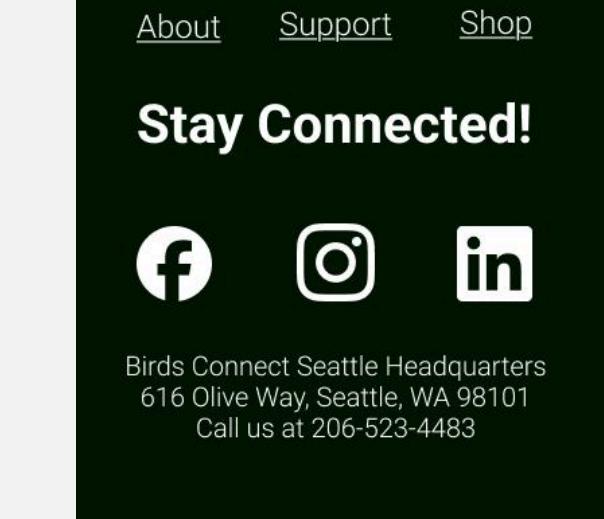
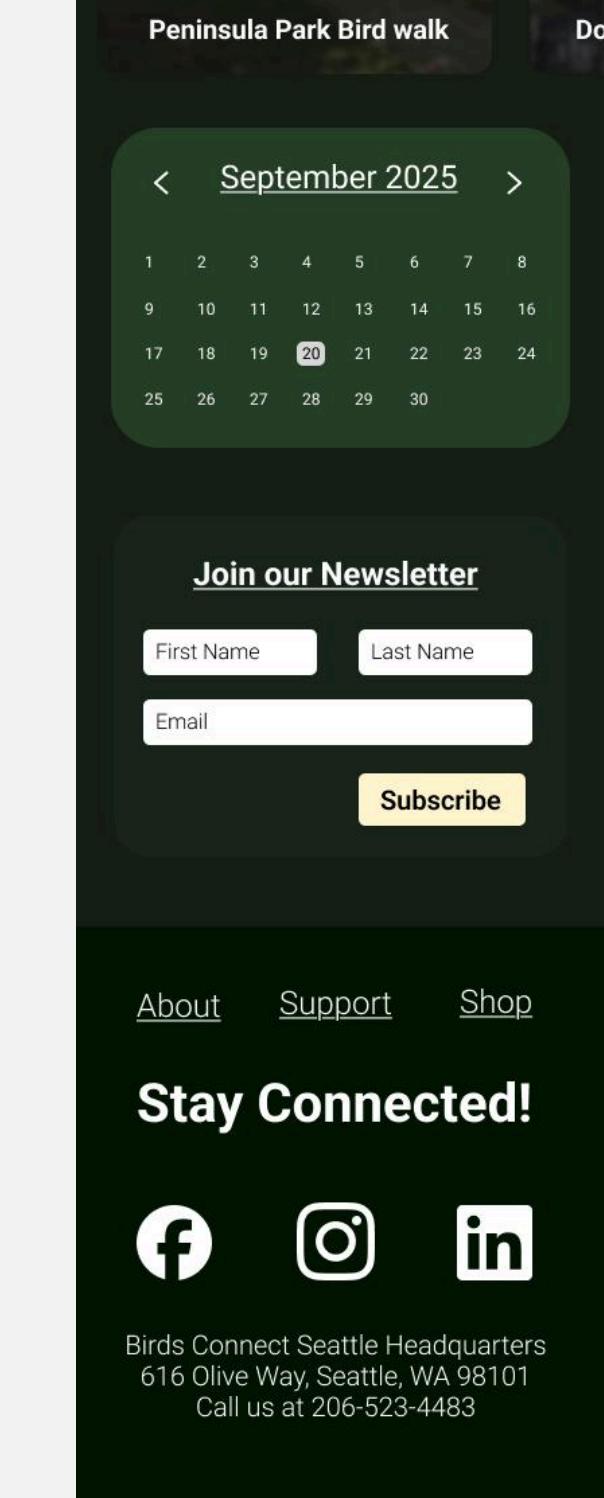
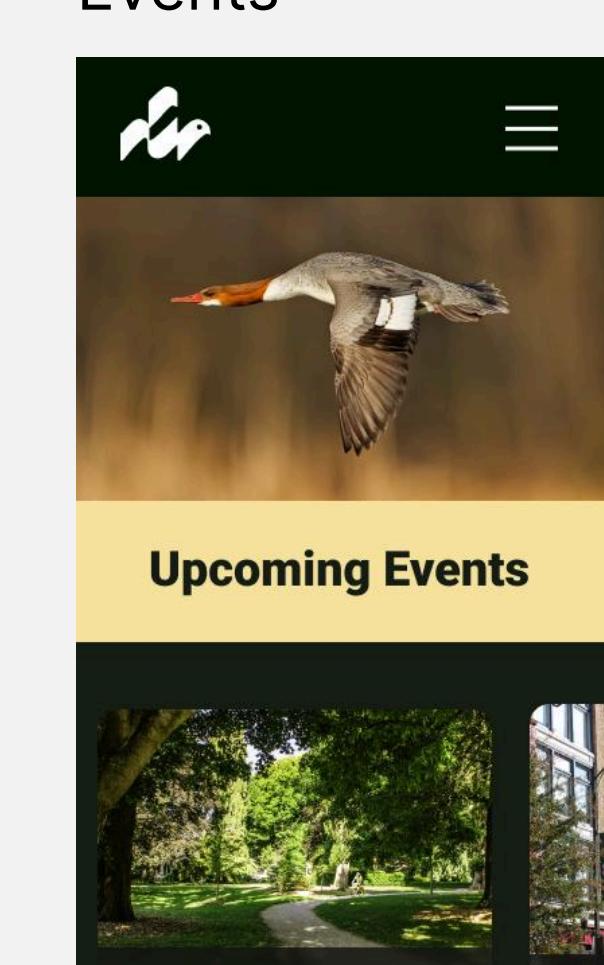
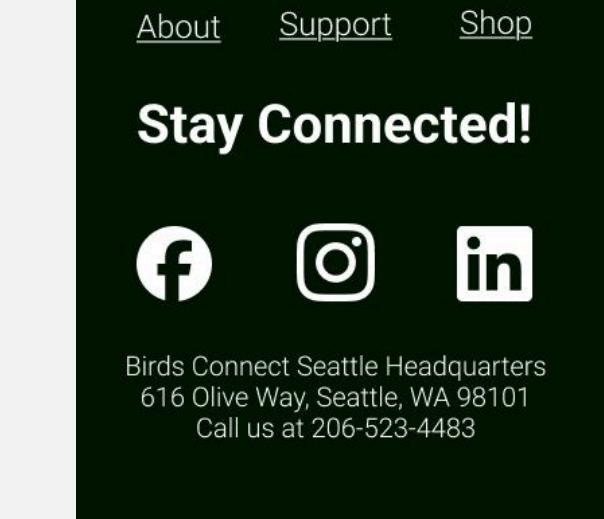
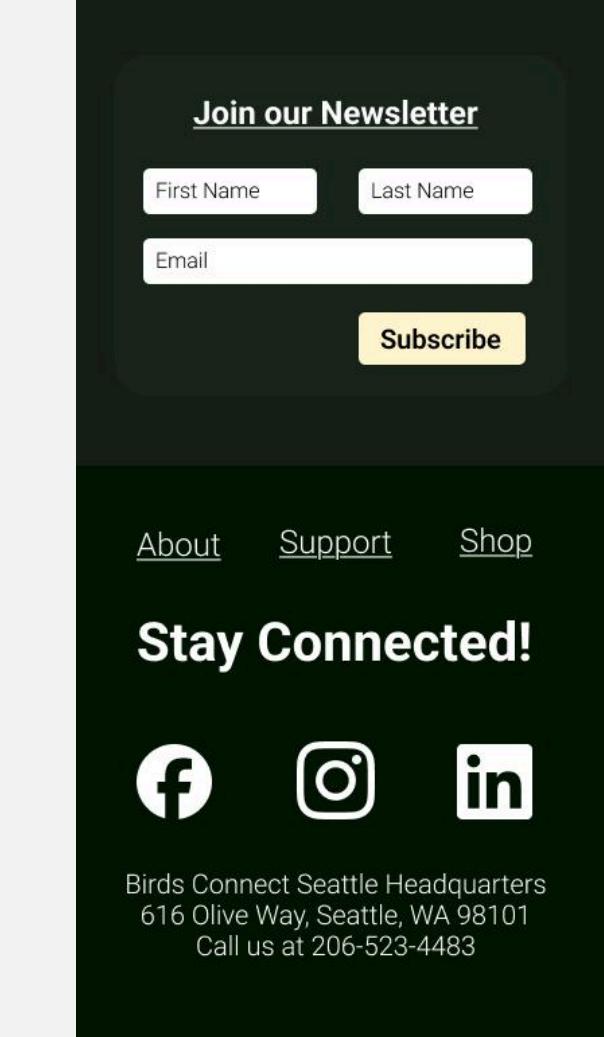
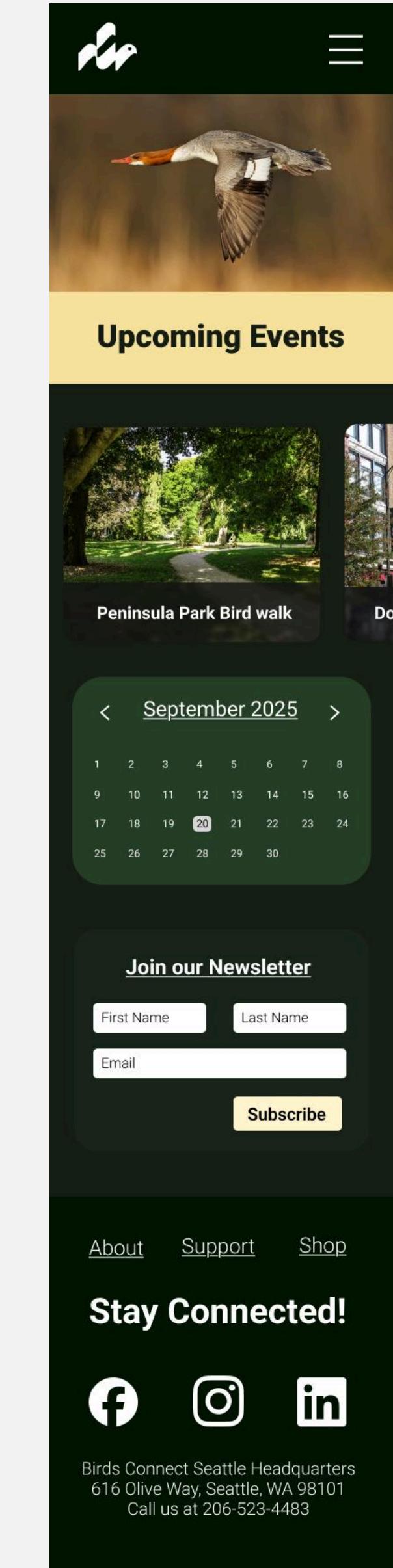
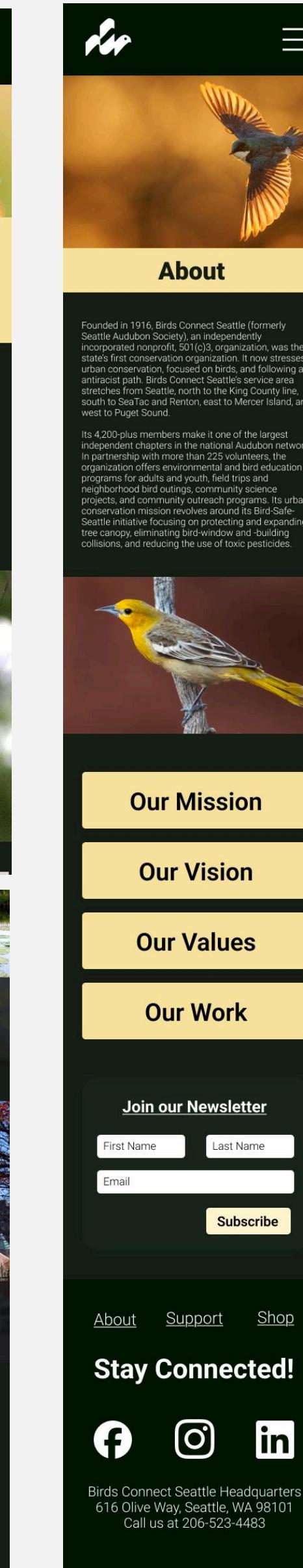
The Events page features a banner with a Merganser duck in flight and the text "Upcoming Events". It includes a "Donate" button and a "Upcoming Events" section with two images: "Penninsula Park Birdwalk" and "Eatward Park Cleanup". Below this is a calendar for September 2025 showing various event types: "Kids Camps", "Advanced Hikes", and "Beginner Hikes". At the bottom, there's a "Community" section with a newsletter sign-up form and social media links.

# Final Mobile

## Home

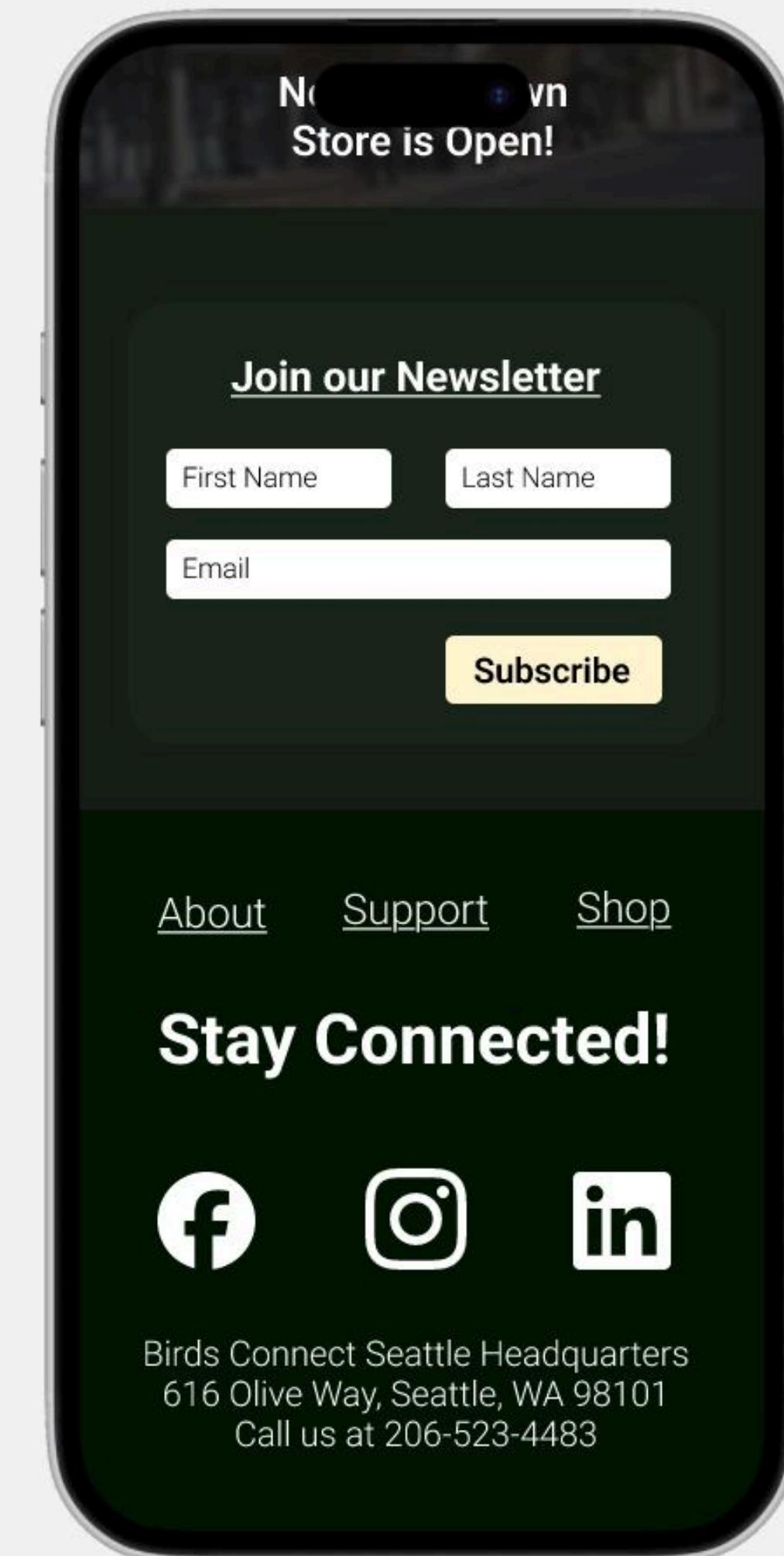
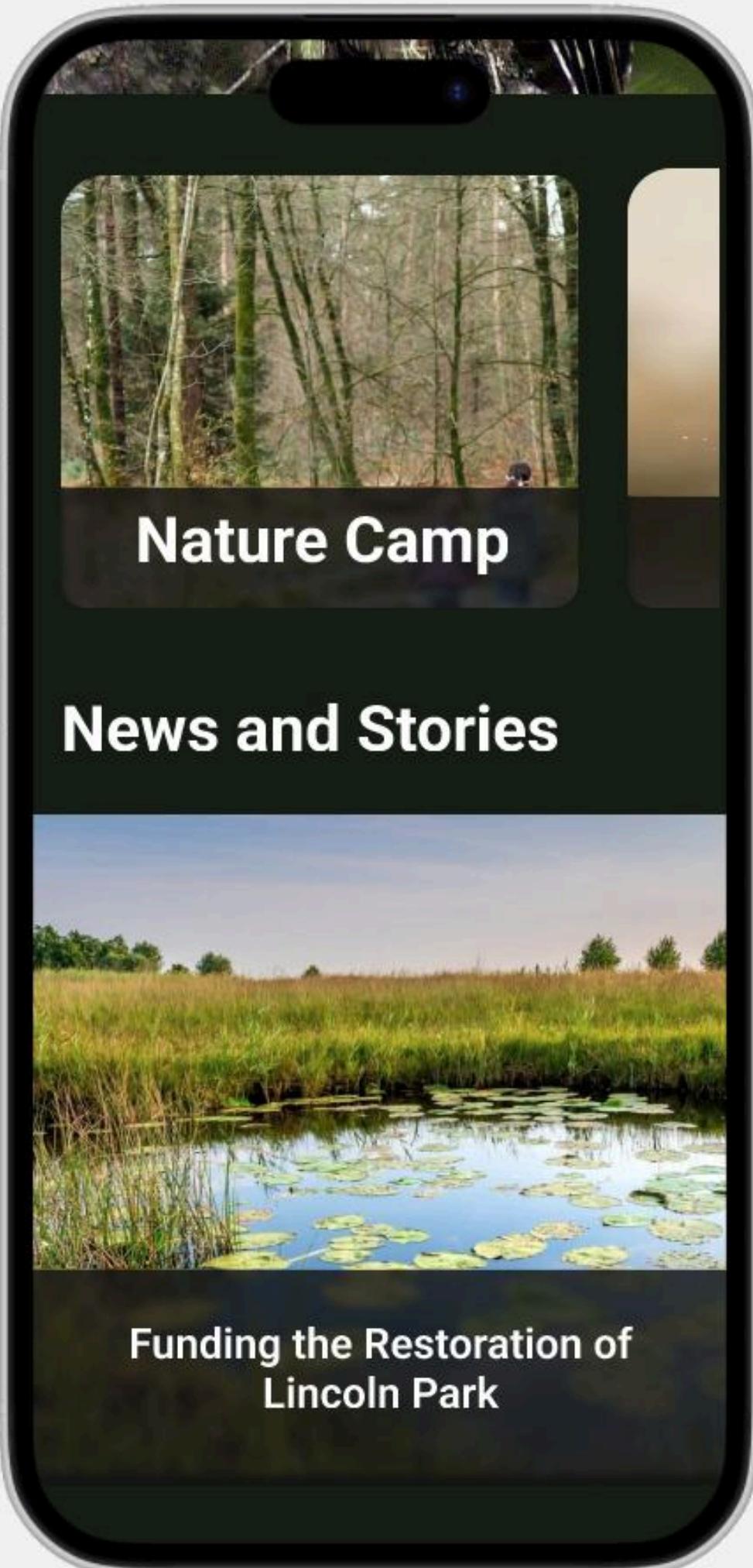
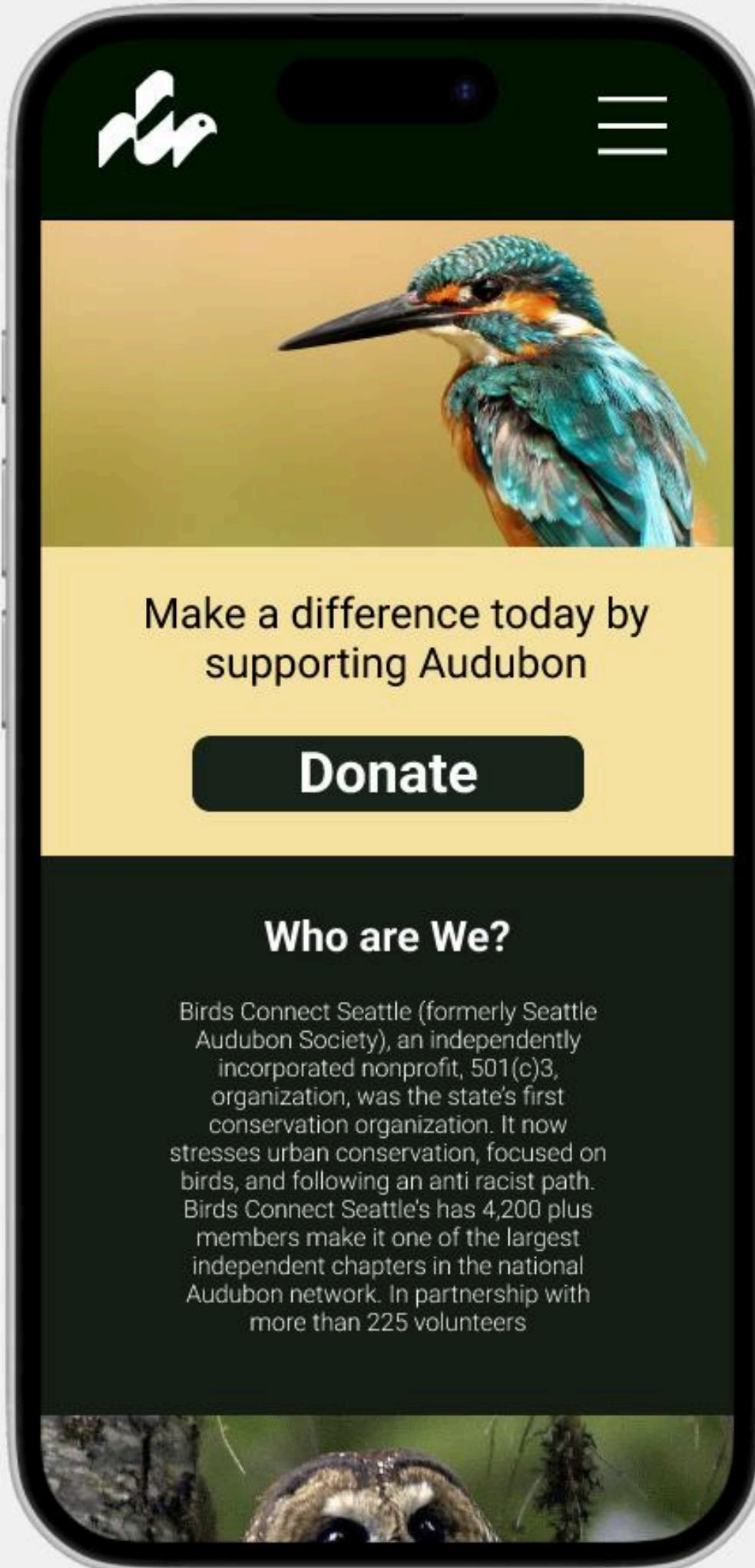


## About

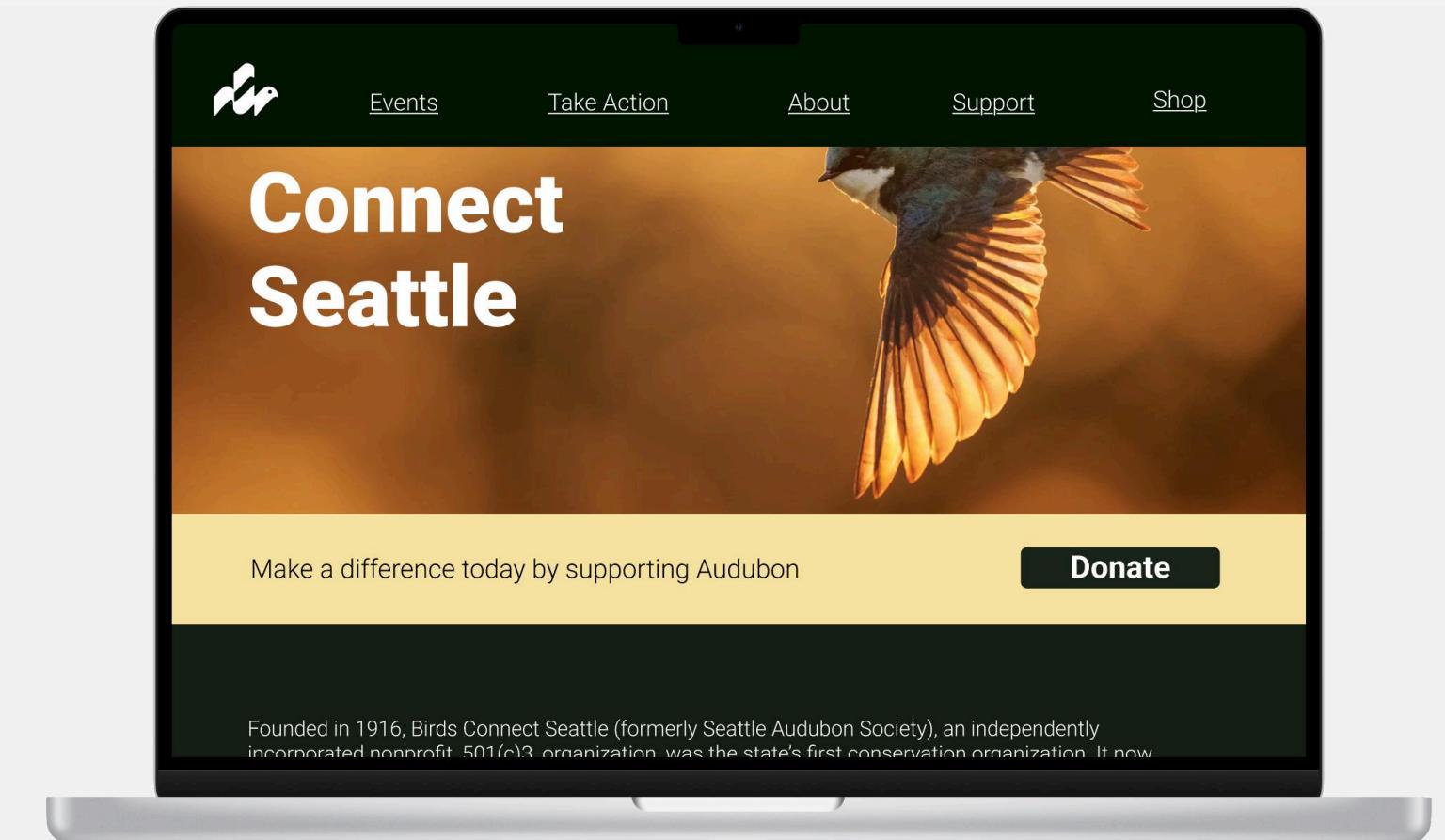
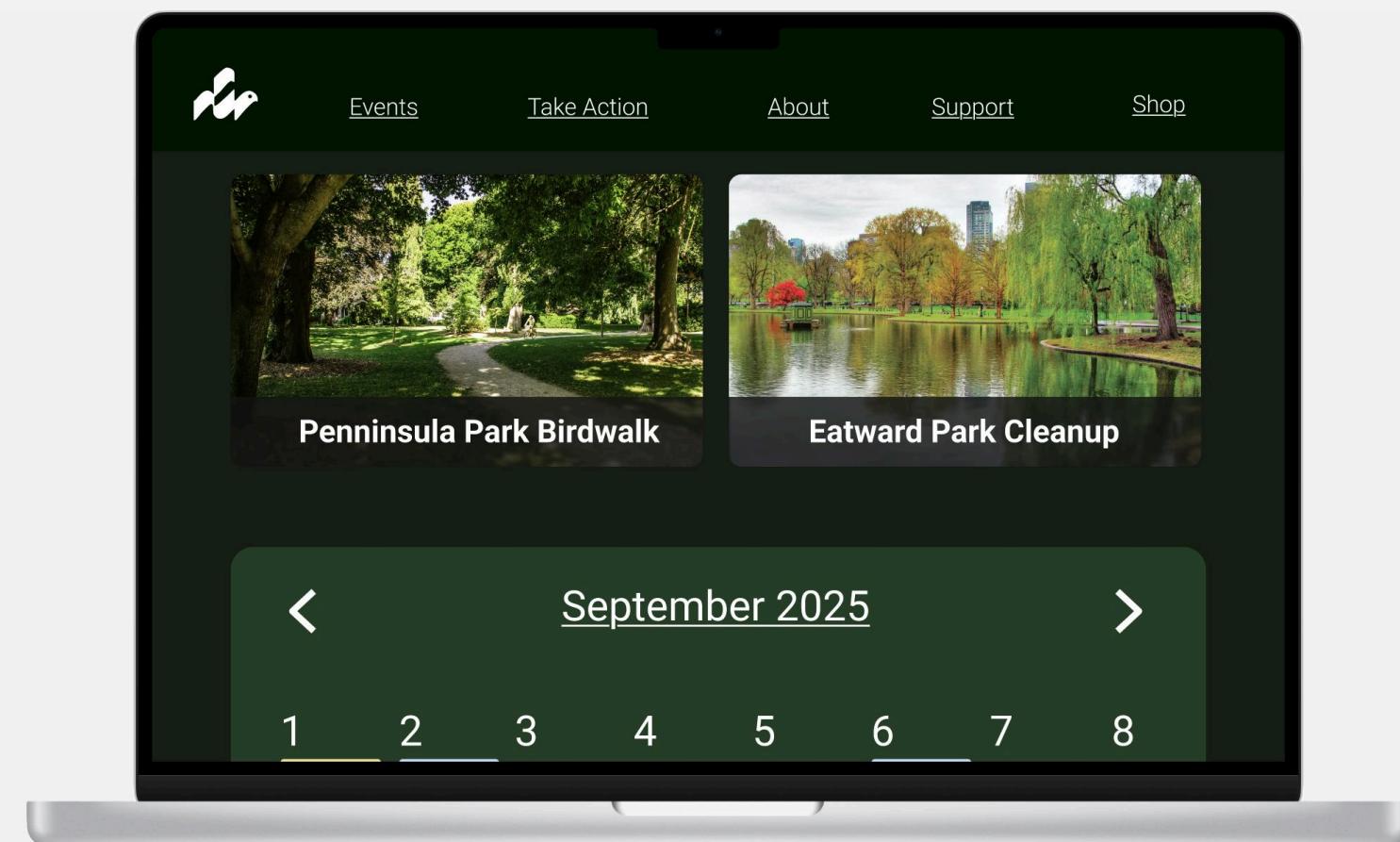


# Outcome

# Mobile



# Web



## **Challenges**

I found that at the start formatting information for web was a big adjustment from the mobile UI design I had done. I soon found to enjoy the extra space/canvas as it allowed me to use imagery, and type in more variations.

Like I mentioned the adapting the web designs to mobile presented itself as a good exercise on universal design. Figuring out how my website adapts to the mobile presentation was a challenge when trying to use the same design techniques at use in the larger version. I found the long scroll to find an effective way of arranging information in a digestible, and user friendly manor.

Another Challenge I faced was working with all the mandatory text of a nonprofit organization. Websites like these tend to just have a lot of different copy, and information that often can be sorted in extensive ways. Finding a way around large blocks of text, excessive drop down option, and necessary information was good type practice. By utilizing the relationship between type and image I feel like I was able to present the information in a more effective method than the previous design.

## **Reflection**

I feel like this project showed me a lot about designing the front end of designing Website. I feel like as I learn more about CSS and HTML it is easier for me to envision how I would achieve these design using code.

During the process I enjoyed learning the methods we can use to make good, accessible web design. As I learn about effective fonts, sizing, and color contrast relationships I see how adaptive web needs to be.

I'm curious to see how the shift from designing front end to coding back end goes, if it will limit me?, or allow me to utilize the more options with coding. Especially with the storytelling piece I think I could see how you can express your own creativity more through the design.