



SMAD/CIS Capstone Project

Sprint 1 Client Report

March 5th, 2020



Table of Contents

1

Table of Contents	Page 1
Client Goals and Design Question	Page 2
Hypothesis and Strategy	Page 3

Client Goals

1. To create a **comprehensive website** to assist researchers, administrators, and students to find collective details about their research.
2. To **market and sell** the physical product to a new audience.
3. To establish a **platform** for users to communicate via an online forum.
4. To **rebrand** the website and product to match user necessities and enhance marketing strategies.

Design Question

How might we **improve** the experience of animal researchers trying to **collect, manage, and share** data from their findings on a website?

Hypothesis

3

After speaking with the client, we believe that a platform specifically used for collecting, organizing, and managing research and data findings is essential.

Our users include: researchers, administrators, and students who all use the Small Animal Data Station. Functions such as data organization, map locations of active research and direct purchasing of the product are all essential tools to include in Brand Name.

Strategy

We began conducting our research by meeting directly with our client to understand their needs and the overall goals of the project. Next, we established a comprehensive list of questions to ask our specific users. We asked our established questions via email and phone. We received answers from users and we were able to gather a more extensive understanding about what our target audience was truly looking for in a research driven website.



Research Questions

4

1. How strong are your technical abilities?
2. When looking at research online, are you more numbers driven or visually driven?
3. Do you like to collaborate with people when working with research projects?
4. Who do you collaborate with?
5. Can you describe the most recent project?
6. How inclined are you to collaborate with others on your research project?
7. When sharing your research online is an inner-system communication forum essential?
8. What type of platform are you most comfortable using? Desktop, mobile, tablet?
9. When you collaborate with other researchers or students do you have any issues/concerns?
10. Can you tell me about a positive collaboration experience?

Client Interview Questions 5

Q: What requirements are you looking for when you are trying to organize your data findings via an online source?

A: Community forum is least important, priority is registering the unit and seeing the data. Table with analytics. Data Insight. TABLEAU. Admin controls different researchers should not see each others data and student us. Purchasing product. Community forum

Q: What is your preferred medium when accessing data driven information?

A: Computer, but people in the field would most likely be on their phones.

Q: Who is your main target audience? What are you trying to express to the audience?

A: Researchers, teachers, and students

Q: What Levels of Accounts would you like?

A: Researcher (verified), Administrator, Student (unverified)

Q: What access should there be for the forums?

A: Be able to make forums public and private, and have temporary access for students (Classify as a student)

Key Takeaways

6

1. This website should reflect a minimalist concept because it should be straight forward and reflect direct user research.
Explicit talk about login/signup
2. This website should have map integration because it is the best way to showcase direct findings and the location of each finding.
3. This website should have dashboard controls because it is the best method for keeping the website organized and concise.
4. This website should reflect accurate data because it is essential for the success of all users to see the most accurate data
5. This website should enable new or returning users to purchase and sell their personal unit.

Research-based Functions

1. Manage specific projects
2. Purchase a unit
3. Organize and edit data
4. Register purchased unit
5. Data analysis

Target Audience

Our established target audience represents users who fall under the categories of researchers, administrators, and students. The largest portion of our target audience is represented by researchers. The second largest portion of our target audience is represented by administrators. Lastly, our target audience is represented by students who will be using the website for scientific research as well.



Primary Persona

This persona represents

50%

of our users.

Lucy Bell is a dedicated project owner who graduated from the University of Iowa in 2015. She has worked on many different animal research projects and knows the Biology field very well. Lucy has used a lot of different resources to conduct her studies and always is looking to integrate new ones into her work.

Lucy Bell

Primary Persona



Age: 27

Location: Staunton, VA

Job: Project Owner

Education: U of Iowa

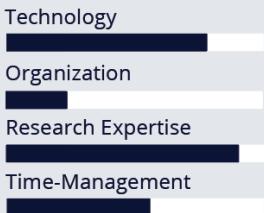
Hobbies: Foster animals,
volunteer, nanny

User Story: Lucy is a project owner who has dedicated her life thus far to learning about animals. She has worked to preserve the environments of animals in the Iowa and Virginia regions.

Frustrations: Lucy wants to use a website where she can directly track the data she collects on animals. She does not have time to sit and organize her findings. Lucy gets easily overwhelmed with the amount of data she collects, so an automatic data collecting website would make her life a lot easier.

Goals: To efficiently organize her data and research via an online platform.

Skills:



"I would love to use a platform where I can directly post my findings and collaborate with other researchers remotely."

Secondary Persona

This persona represents

30%

of our users.

Mark Fields has worked at Virginia Tech in the Biology department for many years and has dedicated himself to teaching younger generations about animal research. He is fascinated by animals and the way they have coped with environmental changes over the past 20 years. Mark hopes to educate his students about the impact humans have made on the environment.

Mark Fields



Age: 35

Location: Arlington, VA

Job: Researcher

Education: U of Virginia

Hobbies: Soccer coach, fishing, hiking

Secondary Persona

User Story: Mark is researcher and professor who began his career after graduating from the University of Virginia. He has worked in the Biology department at Virginia Tech since 2005.

Frustrations: Mark wants to have access to a website where his students can upload their research and findings. He has not found a reliable source for his students to use. He also wants to use a secure platform where he can ensure that his students are posting accurate data and findings.

Goals: Mark wants to work hands on with his students, data and research via an online platform.

Skills:

Technology

Organization

Research Expertise

Time-Management

"I want my students to engage in valuable research and data analysis in an environment where I can teach them the right and wrong ways of showing their findings."

Tertiary Persona

This persona represents **20%** of our users.

Sarah Hobbs is a high school student from George Washington High School. She has immersed herself in animal research since she entered high school. Sarah works with both her classmates and teachers to conduct animal research projects. She is highly involved with volunteer projects to help clean up the community and to preserve local wildlife.

Sarah Hobbs



Age: 16

Location: Richmond, VA

Job: Student

Education: High School

Hobbies: Scubadiving, camping, bird-watching

Tertiary Persona

User Story: Sarah is a high school student who enjoys shadowing her teachers while they conduct animal research. She has worked closely with her Biology teachers to collect data on animals throughout her time in school.

Frustrations: Sarah wants to use a platform where she can add her own data findings and contributions to help her teachers in their own research. Her Biology teachers are disorganized with their methods of storing their findings and she sees a need for an implementation of a new platform.

Goals: Sarah wants to contribute to her teacher's research and help them stay organized.

Skills:

Technology



Organization



Research Expertise



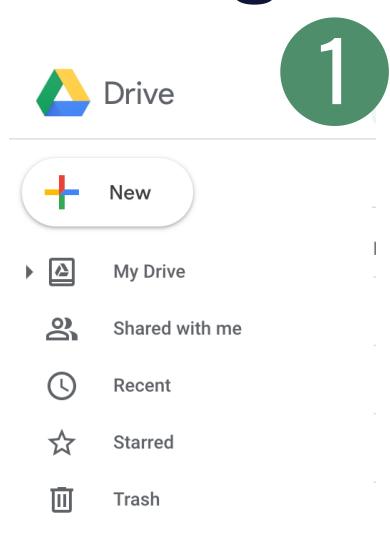
Time-Management



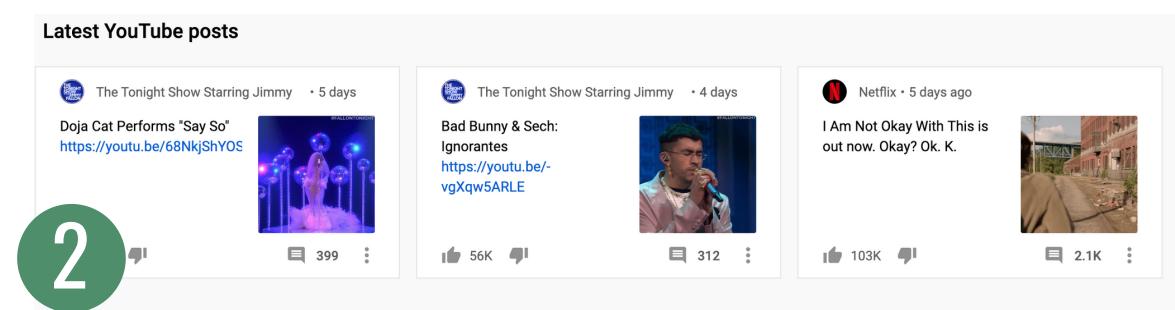
"I want to continue researching animals throughout my time in high school and into college. To help my teachers, I think a new research platform would be extremely useful."

Design Inspiration

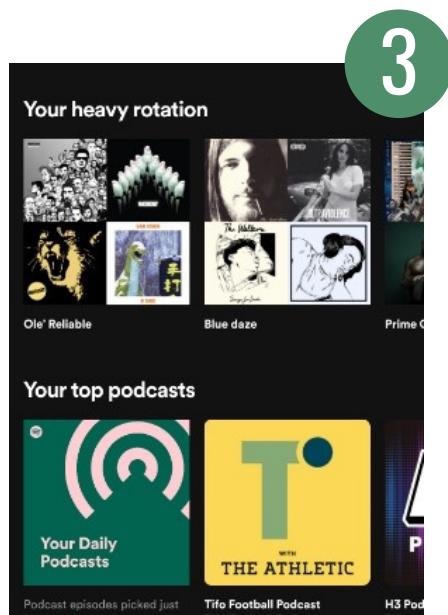
10



Google Drive was used as inspiration because of its use of white space and side bar navigation. We incorporated the aspect of a side bar navigation because it is easy to navigate to and the user knows important elements will be found there.



Youtube inspired the use of white cards to organize data because of its clean and organized look. Youtube does an impressive job of organizing large amounts of data and making it look very appealing to the eye.



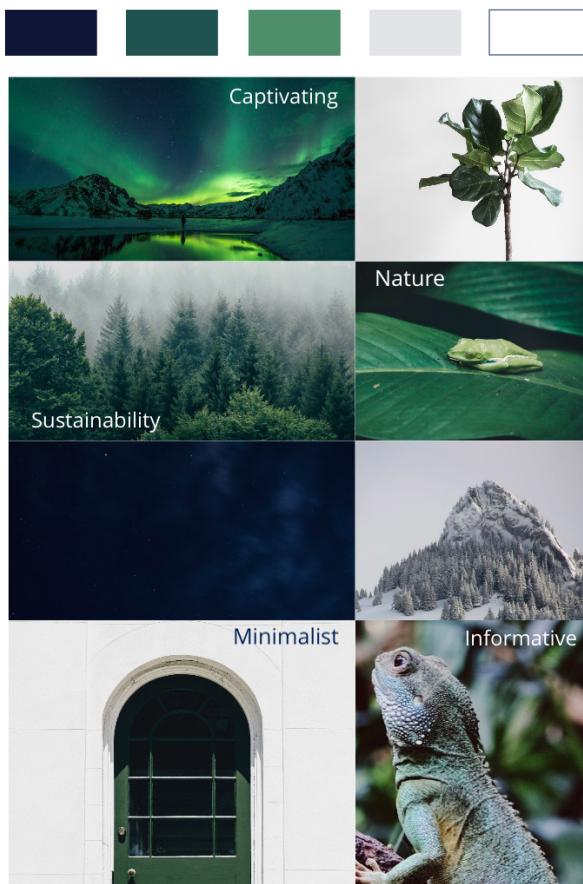
Spotify inspired the use of well-established typography hierarchy. As soon as the user looks at the homepage their eye can immediately differentiate between titles and subtext. This is an essential element to consider when building a platform.



Design Elements

11

Color Scheme/Mood Board:



Typography:

Headings: Oswald

Extra-Light
Light
Regular
Medium
Semi-Bold
Bold

Body Open-Sans:

**The spectacle before us was indeed
sublime.**

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Design Elements Cont.

12

Brand Logo Design:



Our logos emphasizes the ideas of growth and sustainability. The colors of the logo mirror our color scheme as the bright green tree pops out to the user and has a seamless growth coming out from the "T". A mouse is featured in the logo as well because mice are common animals that research is conducted on. The second logo is simple and features a sideways "S" that resembles a growing root and an infinity sign. We wanted to brand ourselves with an evergreen outlook in mind because Servitae is working to preserve nature and research animals in their natural habitats. Our company name is written in Latin because we know researchers will be our main users who use Latin everyday to label animals.

Design Elements Cont.

13

Product Name Design:

ARDE (Animal Research Development Equipment) is the brand name that represents the physical box. We branded the box separately because we wanted to give the box a personal feel.

For example, when students use the box they can use the acronym and it makes it very simple to talk about the box without feeling pressured about its scientific background. “Hey let’s go find our ARDE in the forest”, “I wonder what ARDE found today”, “Let’s go out and set up ARDE before dinner.”

This branding technique makes the user feel personally connected to the box. We also kept the website branding and product branding separate in case new products come out and we wanted to leave the door open for any future company endeavors.



Use Case Diagram

14

Site Map

15

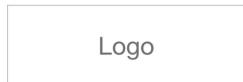
ERD

16

Wireframes

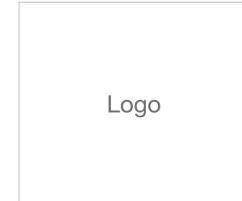
17

Welcome to Servitae



Create
Account

Welcome back to Servitae



Forgot password?

Don't have an account? [Create one now.](#)

Logo Slogan

Log in Cart

Map

About us:
paragraph

Learn more

Logo Slogan

Shop About Us Notification Account Cart

icon icon icon icon

filter

Picture	Common Name:	Edit
Video	Proper Name:	
Temperature:		
Weight:		
Length:		
Description:		
Comments:		

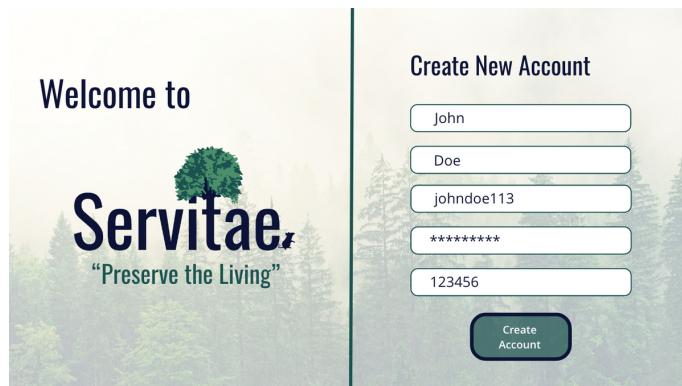
Picture	Common Name:	Edit
Video	Proper Name:	
Temperature:		
Weight:		
Length:		
Description:		
Comments:		

Picture	Common Name:	Edit
Video	Proper Name:	
Temperature:		
Weight:		
Length:		
Description:		
Comments:		



Mockups

18



Welcome to
Servitae
"Preserve the Living"

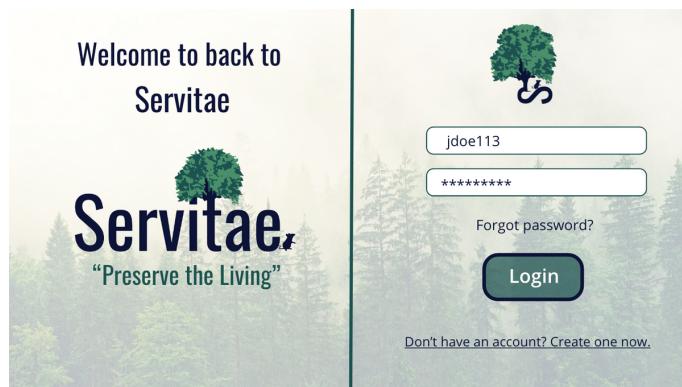
Create New Account

John
Doe
johndoe113

123456

Create Account

This image shows the 'Create New Account' page for the Servitae website. It features a large green tree icon at the top. The form includes fields for first name, last name, email, password, and a password confirmation field. A 'Create Account' button is located at the bottom right.



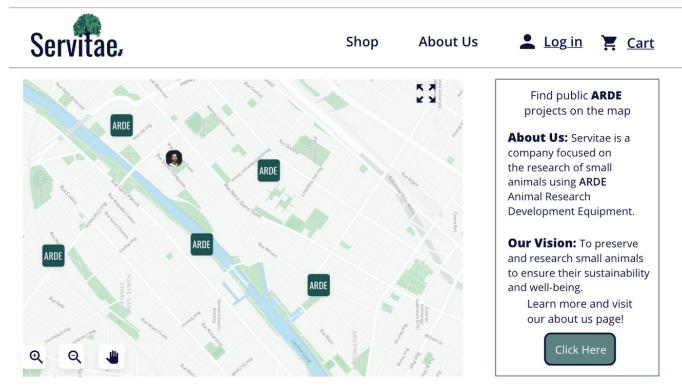
Welcome back to
Servitae
"Preserve the Living"

jdoe113

Forgot password?
Login

[Don't have an account? Create one now.](#)

This image shows the 'Login' page for the Servitae website. It features a large green tree icon at the top. The page includes fields for email and password, a 'Forgot password?' link, a 'Login' button, and a link for users who don't have an account.



Servitae

Shop About Us Log in Cart

Find public ARDE projects on the map

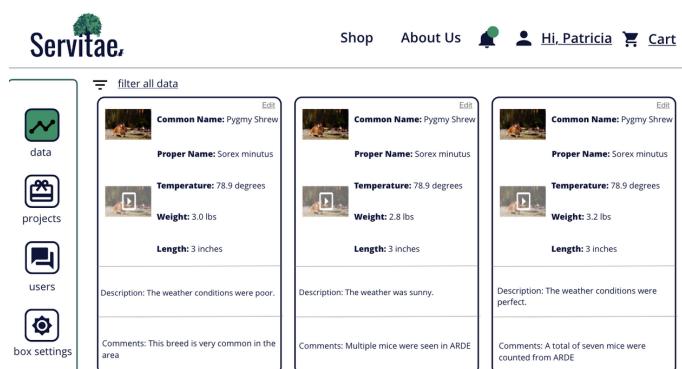
About Us: Servitae is a company focused on the research of small animals using ARDE Animal Research Development Equipment.

Our Vision: To preserve and research small animals to ensure their sustainability and well-being.

Learn more and visit our about us page!

Click Here

This image shows the homepage of the Servitae website. It features a map of a city with several green markers labeled 'ARDE'. The top navigation bar includes links for 'Shop', 'About Us', 'Log in', and 'Cart'. A sidebar on the right contains information about the company's mission and vision, along with a 'Click Here' button.



Servitae

Shop About Us Hi, Patricia Cart

filter all data

data projects users box settings

Common Name: Pygmy Shrew
Proper Name: Sorex minutus
Temperature: 78.9 degrees
Weight: 3.0 lbs
Length: 3 inches
Description: The weather conditions were poor.
Comments: This breed is very common in the area

Common Name: Pygmy Shrew
Proper Name: Sorex minutus
Temperature: 78.9 degrees
Weight: 2.8 lbs
Length: 3 inches
Description: The weather was sunny.
Comments: Multiple mice were seen in ARDE

Common Name: Pygmy Shrew
Proper Name: Sorex minutus
Temperature: 78.9 degrees
Weight: 3.2 lbs
Length: 3 inches
Description: The weather conditions were perfect.
Comments: A total of seven mice were counted from ARDE

This image shows the 'Data' page of the Servitae website. It features a sidebar with icons for 'data', 'projects', 'users', and 'box settings'. The main content area displays three cards, each containing details about a 'Pygmy Shrew' (Sorex minutus). Each card includes a thumbnail image, common and proper names, temperature, weight, length, a description of the weather conditions, and a comment about the breed's prevalence or a recent sighting.

