

# MASSACHUSETTS COAST BIODIVERSITY

Rebekah Lubnick and Elliott Jenkins



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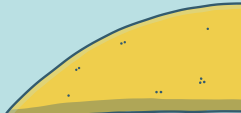
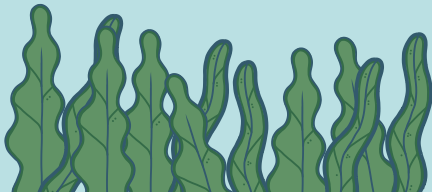
**THE WEBSITE**

# OUR IDEA



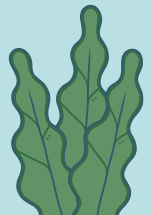
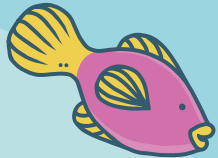
We wanted to make a website to explore the MA coast that was

- Interactive
- Colorful
- Informative
- Easy to Navigate



# OUR AUDIENCE

- Younger kids
- People who enjoy visual learning
- General marine life lovers!

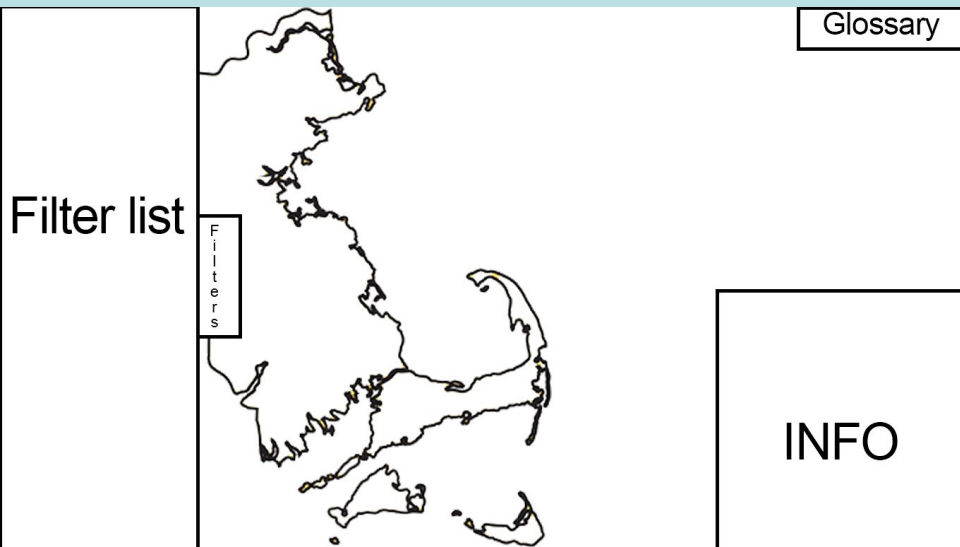


# CHALLENGES WE FACED



- Deciding how to organize fish
- Making a very horizontal-based design mobile friendly
- Deciding which information users would enjoy
- Making sure the home page is easy enough to use (not moving too fast for users)
- Deciding which fish/ categories of fish to include
- Loading time problems

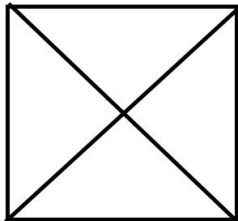
# WIREFRAMES



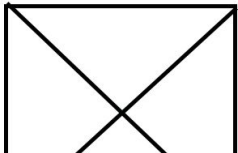
Home

Glossary

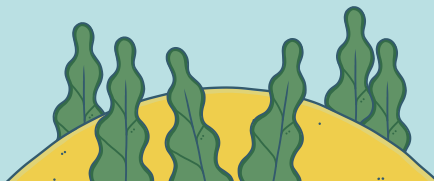
Filters



INFO

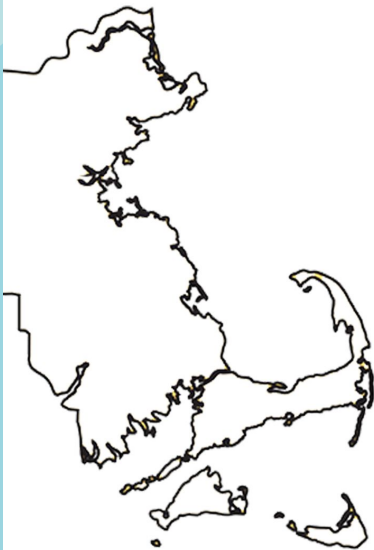


INFO



Filters

Glossary

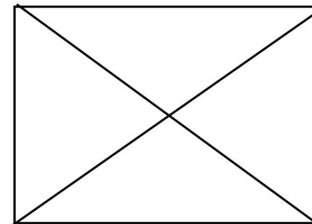


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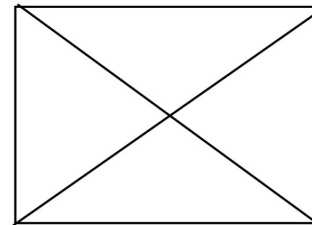
Home

# Glossary

Filters

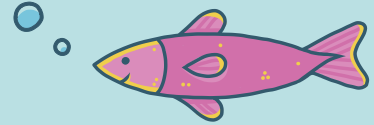


INFO






# UX TESTING



We had several users try out the website and got some similar feedback

- Slow loading time
- Easy to navigate
- Visually cohesive style
- Cute graphics
- Needs more information





**THE**

**WEBSITE**

