

SHORE RESTORE

Where Beaches Bloom Again

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The Shore Restore website features a large, vibrant image of a sea turtle swimming. Below the image, there's a small image of a baby turtle hatching from an egg. At the top, there's a navigation bar with links for "Current Project", "About us", "Beaches", "Join Team", "Search", and "Account". A "Contact us" button is also present. The main heading "Shore Restore" is prominently displayed. Below the heading is a brief description: "Report coastal issues, find or create a cleanup team, and become a coastal hero. Work with us to preserve the beauty of the coast for future generations, and with ShoreRestore, bring back the natural charm of the coast we love." Social media icons for phone, X (Twitter), Instagram, and WhatsApp are located at the bottom right.

THE PRODUCT

For this project, we are developing a website for a team that does beach cleanups. The main functions are to inform about the beach, join the team or find a beach for yourself

PRODUCT DURATION



Our team has been working on these projects since
15.01.2024 - 23.01.2024



PROBLEM

To help people who want to draw attention to the problem of beach pollution, as well as to clean up the beaches

GOAL

Create a user-friendly site for all types of users that will help solve our problem

OUR TEAM

**RAVHANBEK MUSAEV - UX DESIGNER,
PROTOTYPE,SITEMAPPING**

**SADOVSKA KATERYNA - UX DESIGNER, WIREFRAMING,
PRESENTATION**

**ZHANABERGENOV NAZAR - UX RESEARCHER, USER
RESEARCH, USER JOURNEY**



KAI ECO-WARRIOR

Age: 28

Gender: Male

Location: New Zealand

Education: Environmental Science graduate

Kai is a environmental activist from, driven by a deep passion to protect the pristine beaches and marine ecosystems of his native country.

MOTIVATIONS

Passionate about protecting New Zealand's pristine beaches and marine ecosystems.

Inspire communities to adopt sustainable practices and reduce the use of plastic.

GOALS

Actively participate in coastal cleanup activities to restore and preserve coastal ecosystems.

Advocate sustainable practices and waste reduction in the community.

CHALLENGES

Kai is deeply concerned about the increasing pollution on New Zealand's beaches and is frustrated by the lack of awareness and participation in local environmental efforts.

BEHAVIORS

Regularly volunteer at beach clean-up events organized by environmental organizations.

Participate in social media campaigns to raise awareness about beach pollution and recycling.

KAI ECO-WARRIOR

Age: 28

Gender: Male

Location: New Zealand

Education: Environmental Science graduate

CONTENT PREFERENCES

They prefer to use social media platforms to share and receive updates on eco-activities. They actively participate in online forums and discussions about eco-activities.

EDUCATIONAL RESOURCES

Kai is seeking educational resources on sustainable living and beach protection. He values downloadable guides and content that can be shared with the community to promote awareness and action.

COMMUNITY COLLABORATION

Kai is open to working with Shorestar on local environmental projects and initiatives. He values the sense of community and collective effort in the fight against beach pollution.

OCEAN ADVOCATE OLIVIA

Age: 65

Gender: Female

Location: Coastal area in Australia

Education: Teacher at local school

Olivia has lived near the coast for many years and is deeply connected to the natural beauty of her surroundings.



MOTIVATIONS

Olivia's driving force is her love of the ocean and her desire to preserve the pristine environment for future generations.

GOALS

Olivia's primary goal is to enjoy a clean, picturesque beach view from her window.

CHALLENGES

The natural beauty of the coast line cannot be enjoyed because the nearest beaches are constantly polluted. Lack of response from local authorities.

BEHAVIORS

Olivia actively seeks out local governments and environmental organizations that address pollution issues.

OCEAN ADVOCATE OLIVIA

Age: 65

Gender: Female

Location: Coastal area in Australia

Education: Teacher at local school

CONTENT PREFERENCES

Olivia prefers to stay informed through local news channels and community publications, seeking updates on beach cleanups and local environmental initiatives.

COMMUNITY ENGAGEMENT

Olivia is not deeply involved in eco-activism, but she does participate in local initiatives focused on beach cleanups and environmental protection.

COMMUNITY COLLABORATION

Olivia appreciates direct communication channels, such as talking to neighbors and contacting local authorities and community organizers via telephone.



BLOGGER ETHAN

Age: 22

Gender: Male

Location: California, USA

Education: High-School

Ethan is a popular YouTube blogger with 2 million channel subscribers.

MOTIVATIONS

Passionate about protecting New Zealand's pristine beaches, Ethan was inspired by the video about the polluted beaches and feels a strong responsibility to use his platform for positive change.

GOALS

Ethan's aim is to raise awareness of beach pollution among young audiences and encourage them to take action.

CHALLENGES

Ethan faces the challenge of translating online visibility into active participation and involvement in beach cleanup activities.

BEHAVIORS

Ethan regularly produces content on his YouTube channel, focusing on entertaining and impactful videos.

BLOGGER ETHAN

Age: 22

Gender: Male

Location: California, USA

Education: High-School

CONTENT PREFERENCES

Ethan prefers visually compelling content and aims to create engaging and impactful videos that showcase the beauty of beach cleanliness.

COMMUNITY ENGAGEMENT

Encourage followers to actively participate in beach clean-up events and environmental activities.

AUDIENCE IMPACT

He was motivated to use his influence to bring more people to the beach clean-up project.



KAI'S JOURNEY MAP

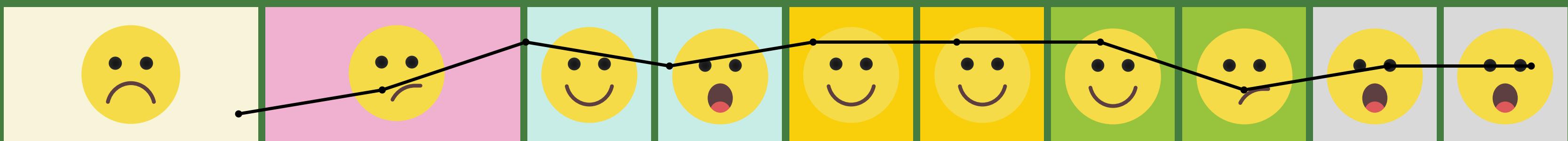


Stage of Journey

Activities

Feelings and Needs

Awareness Stage:	Research Stage:	Discovery of	Exploration on	Locating Nearest	Sign-Up						
Kai, being an eco-activist, actively contemplates environmental issues and identifies beach pollution as a concern.	Engages in discussions within the eco-activist community about potential environmental challenges.	Conducts detailed internet searches focused on beach pollution, seeking specific information on the severity and impact of the issue.	Explores various online resources to understand the current state of beach pollution and potential actions to address it.	Kai discovers ShoreRestore through online search results or recommendations from the environmental community.	Navigates to the ShoreRestore website to explore its mission and offerings.	Explores sections of the website dedicated to beach cleanup initiatives and pollution awareness.	Finds detailed information on the impact of beach pollution and the specific actions ShoreRestore is taking.	Navigates to the section highlighting nearest polluted beaches and upcoming clean-up events.	Utilizes interactive maps or listings to identify locations, dates, and details of scheduled clean-up groups.	Excited about the initiative, Kai signs up for one of the scheduled clean-up groups in his area.	Receives confirmation and details about the clean-up event, including meeting points, necessary equipment, and contact information.



Concerned

Focused

Happy

Excited

Interest ed

Amazed

Optimisti c

Hopeful

Excited

Tempted

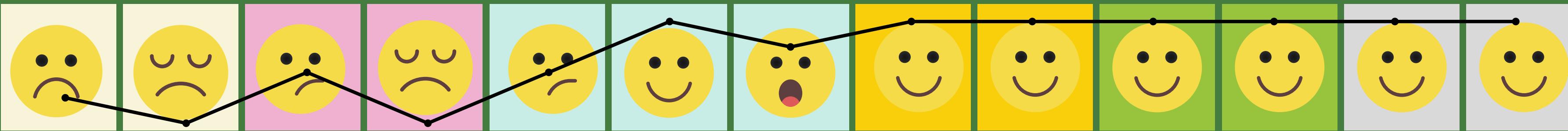


OLIVIA'S JOURNEY MAP



Stage of Journey

Stage of Journey	Awareness Stage:	Communication Stage:	Search for	Exploration on	Locating Beach	Adding Information							
Activities	Olivia, living peacefully near the ocean, notices an increase in pollution on the nearby beach.	Becomes discontent with the deteriorating state of the beach and the negative impact on her environment.	Attempts to communicate her concerns to local authorities about the polluted beach.	Faces frustration as the authorities do not take immediate action or provide effective solutions.	Turns to the internet to search for eco communities or websites addressing polluted beaches.	Discovers ShoreRestore through online search results or recommendations from eco-conscious communities.	Navigates to the ShoreRestore website to explore its mission and offerings.	Explores sections of the website dedicated to beach cleanup initiatives and pollution awareness.	Identifies the section where users can contribute information about polluted beaches.	Locates the specific section on the ShoreRestore website where users can add information about polluted beaches.	Finds instructions and guidelines on how to contribute details about the local polluted beach.	Takes initiative and adds information about her local polluted beach, including details on the pollution issue and its location.	Receives a confirmation message, acknowledging her contribution to the ShoreRestore database.



Feelings and Needs

Irritated	Upset	Hopeful	Frustrated	Neutral	Delighted	Hopeful	Cheerful	Glad	Appreciated	Happy	Proud	Pleased
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ETHAN'S JOURNEY MAP



Stage
of Journey

Inspiration for:

Blogger Ethan comes across a video highlighting the rising issue of beach pollution.

Search for

Conducts internet searches for eco-communities or websites dedicated to beach clean-up initiatives.

Discovers ShoreRestore through online search results, attracted by its mission and community engagement.

Navigates to the ShoreRestore website to explore its features, offerings, and sections dedicated to beach cleanup initiatives.

Exploration on

Explores the website to understand the impact of beach pollution and the actions ShoreRestore is taking.

Locates the section highlighting nearest polluted beaches and upcoming clean-up events.

Locating Beach

Identifies the nearest polluted beach on the ShoreRestore website, along with details about scheduled clean-up groups.

Gathers information on meeting points, necessary equipment, and contact details for the clean-up event.

Sign-Up:

Excited about the initiative, Blogger Ethan signs up for the scheduled clean-up group through the ShoreRestore website.

Receives a confirmation message and additional details about the clean-up event.

YouTube Announcement

Uses his popular YouTube channel to announce his participation in the beach clean-up as a new project.

Encourages his viewers to join him in this impactful initiative and sign up for clean-up events through announcing his new project.

Activities



Feelings and Needs

Inspired

Excited

Happy

Tempted

Interested

Hopeful

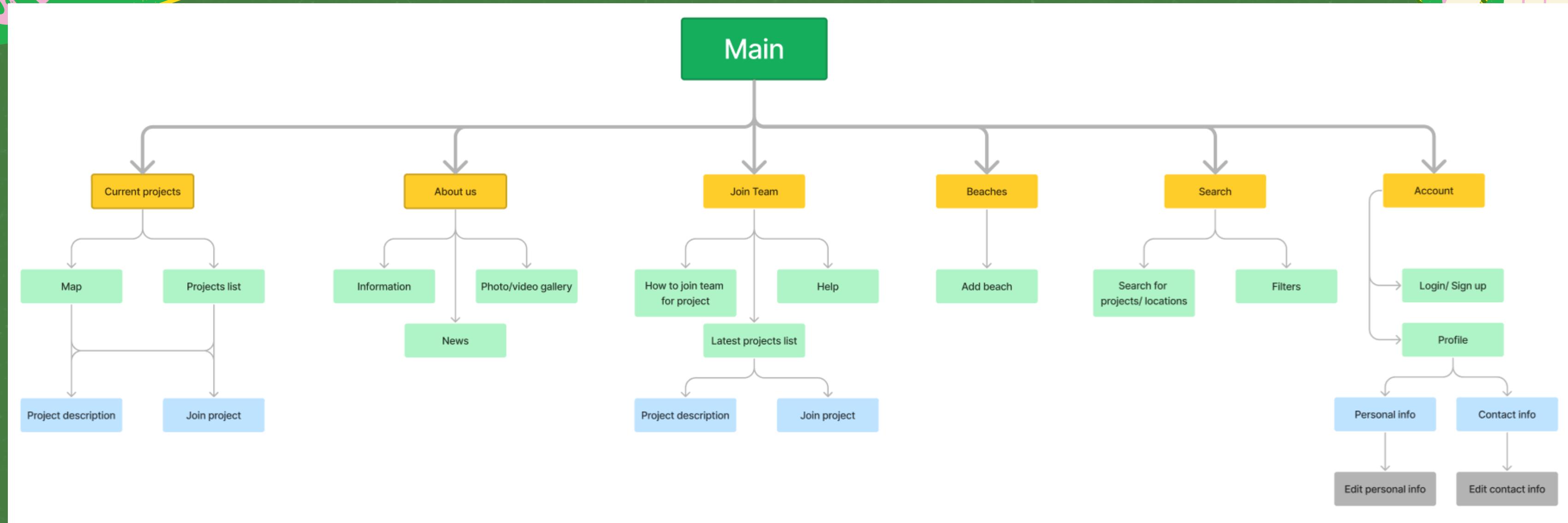
Focused

Excited

Proud

Encouraged

SITEMAP





SR

Current Project

About us

Beaches

Join Team

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Shore Restore

Report coastal issues, find or create a cleanup project, and become a coastal hero. Work with us to protect the coast for future generations, and with Shore Restore, bring back the natural charm of the coast.

[Contact us](#)[Login](#)[Sign Up](#)[Continue](#)

SR

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Australia

Become part of our team and help us preserve Australia's famous beaches by supporting "Clean Coast Australia." We will be concentrating our cleanup efforts on Bondi Beach, Whitehaven Beach, Cable Beach, and the Great Barrier Reef Coastline. Assist us in preserving these gems' beauty for upcoming generations by keeping them free of plastic waste and mess. Make a difference by perusing our event calendar and contributing to the preservation of Australia's coastal treasures!

[Join Us](#)

Mexico

Come along with ShoreRestore as we work to protect Mexico's breathtaking beaches by supporting "Playas Limpias México." Our primary focus areas for cleanup are the immaculate beaches of Cancun, the biodiverse coastline of Tulum, the charming Playa del Carmen, and the undiscovered treasure, Puerto Escondido. Let's work together to eliminate plastic waste and pollution so that future generations can continue to enjoy our seaside havens. Take a look at our event schedule and help protect Mexico's coastal assets—now is the time to make a difference!

[Join Us](#)

About Us

[News](#)

At ShoreRestore, we believe that group efforts can change the world, and beach clean-ups are a powerful method to do just that. These programs not only help to protect the environment, but they also promote a feeling of belonging and accountability. Accompany us in safeguarding our coastal environments, and let's explore the significance of beach clean-ups.



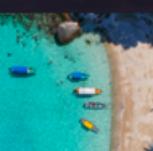
The Importance of Beach Cleanups:

Pollution is the number one danger to our oceans' stunning beauty. In addition to ruining the immaculate beaches, the buildup of plastic, trash, and other pollutants seriously endangers the lives of marine organisms. Beach clean-ups are essential for reducing these risks because they remove dangerous debris and stop more harm from being done to our fragile ecosystems.



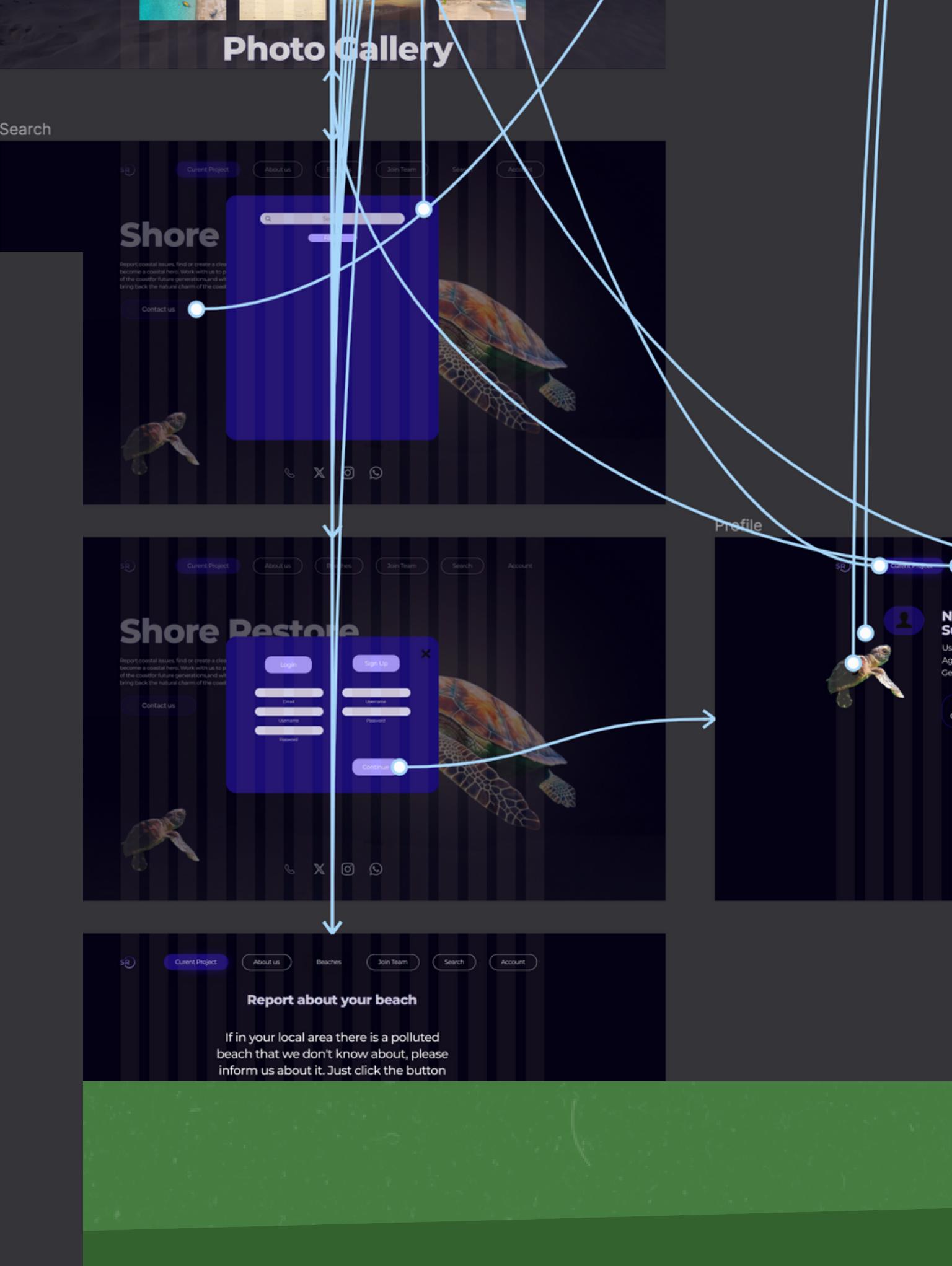
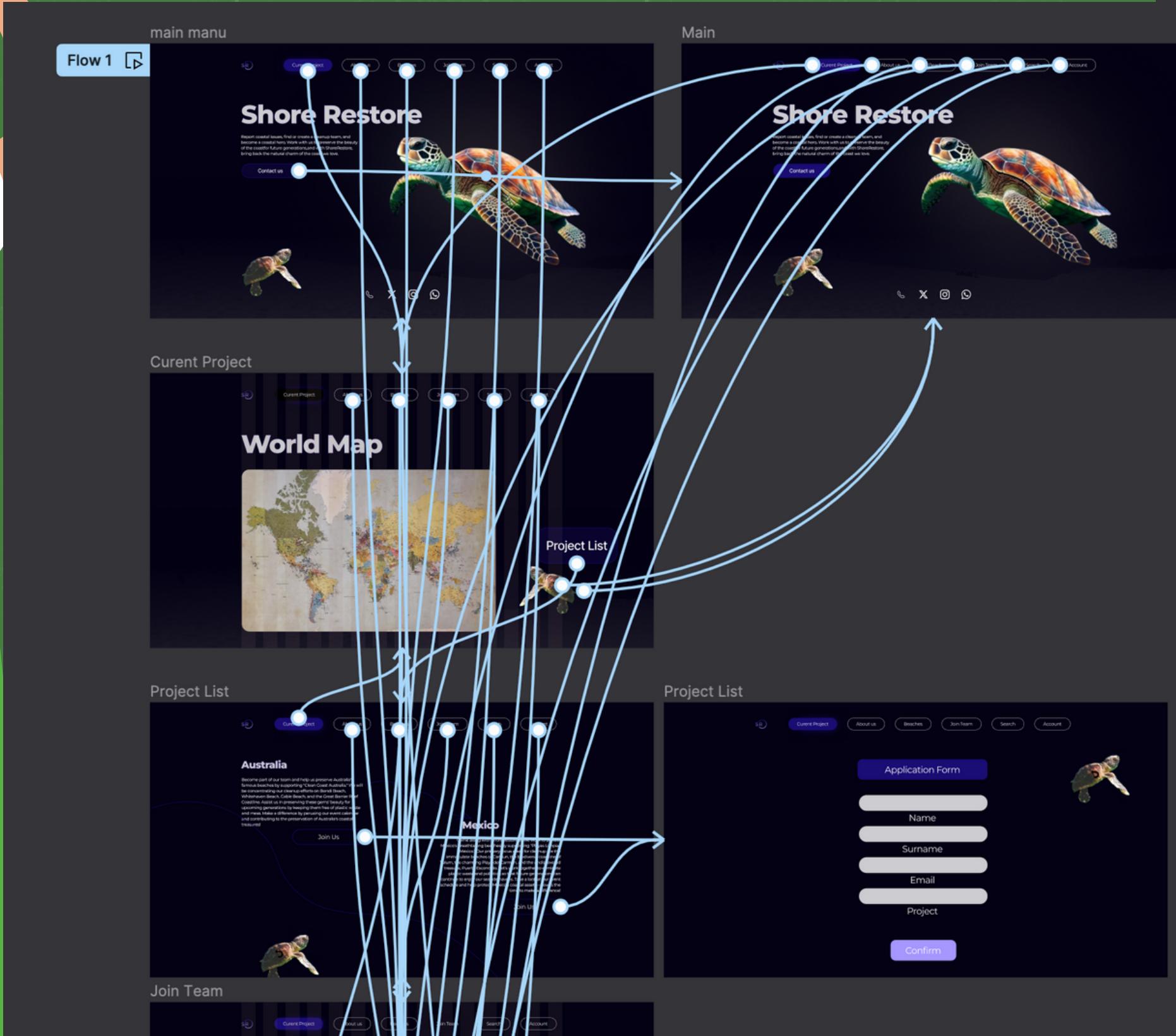
Protecting Human Health:

Beach clean-ups not only benefit the environment but also protect human health. Beachgoers and coastal towns may be at danger for health problems if harmful waste washes ashore. By actively taking part in cleanups, you help to create areas for recreational activities that are safer and healthier, ensuring that everyone can enjoy the beach's beauty without worrying about health risks associated to pollution.



WIREFLAMES

PROTOTYPE



TAKEAWAYS

IMPACT

Our project would help to breathe new life into long forgotten, abandoned beaches. Taking care of nature is very important, because so much of our life is changing it unfortunately not for the better.

WHAT I LEARNED

First and foremost, user journeys. This is the first time we have encountered an analysis of the user market. Animation and design that met in this project



WHAT WAS DIFFICULT IN
THIS CLASS?



PROTECT
EARTH

WHAT I STAND FOR IS
WHY I STAND

RECORDS

Unfortunately the videos of our lectures were sometimes not recorded at first and when you rewatch them it is not always clear what to do and how to do it.

FEATURES

The firm has a lot of cool chips that we never got to experience