

---

---

# Am I Endangered? ISEA 2017

By Sarah Wang  
DES 157  
Professor Glenda Drew  
Winter 2017

---

---

# ISEA Sub-Themes

- Bio creation & data
- The cultural dimensions of bio-creation and peace

# Key Learning Moments

## ISEA 2017 Comparative Research

The two user interfaces I chose to compare and contrast in regards to street harassment is the App "Not Your Baby," which is a mobile app only available in Canada and Europe and "STOP Street Harassment," a globally available website.

Not Your Baby is a mobile app that generates various responses to sexual harassment in various contexts. The app is targeted to specifically women who get cat called on the streets. The interface of the app has a feminine color scheme of pink, grays, and blacks, keeping it recognizable and neutral. The home page loads with two main categories of "Who" and "Where" and general subthemes under so you can quickly click on genres that apply to you and quickly respond to a cat call once your app loads when the situation happens to you. There are features such as 'discrete mode' in case you do not want someone to know or see that you are on the app and a menu with links and resources to as what sexual harassment and street harassment is.

STOP street harassment is a globally available website for all platforms and countries to access information about street harassment. STOP Street Harassment is also targeted towards women, but mainly focuses on providing women with resources to help women cope with street harassment though its blog feature that describes street harassment using experiences described by women online.

The Not Your Baby app focuses on things more contextually and on a more personal level and supplying women with appropriate responses to street harassment whereas STOP Street Harassment focuses more on informing people in general about what street harassment is.

Not Your Baby by Metrec  
([www.metrec.org](http://www.metrec.org))



Source:  
<http://torontoist.com/2012/09/new-mobile-app-not-your-baby-calls-out-sexual-harassment/>

STOP Street Harassment by  
([www.stopstreetharassment.org](http://www.stopstreetharassment.org))



Source: <http://www.stopstreetharassment.org/>

Sarah Wang | DES 157 | Winter 2017 | Glenda Drew

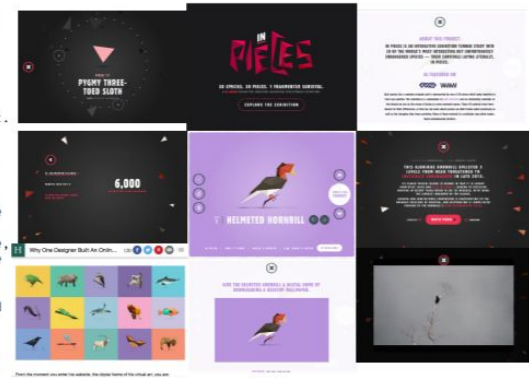
## Moodboard 3 – Exploring 30 species in pieces

30 species in pieces (<http://species-in-pieces.com/#>) really captures essentially the information in would want to convey or the type on minimalist modern artsy look I was to go for.

However, the screenshot of the way Huffington Post captured the website on the bottom left image ([http://www.huffingtonpost.com/2015/04/06/species-in-pieces\\_n\\_6996324.html](http://www.huffingtonpost.com/2015/04/06/species-in-pieces_n_6996324.html)) is essentially how I would want to lay out my website.

30 species in pieces is a little more layered and a little too complex for the time span I have, so my goal is to perhaps animate each animal or tile indicating you can click on it and so when you click it an info sheet would pop up with a level bar of how endangered it is based on relative terms and then provide more direct easy to take in and remember facts rather than making it as complex so it is more of a visual exhibition.

Sarah Wang | DES 157 | Glenda Drew | Moodboards



## Comparative Research & Visual Research

# Am I Endangered?

Most Endangered to  
Least Endangered

Least Endangered  
to Most Endangered

Alphabetical  
Order



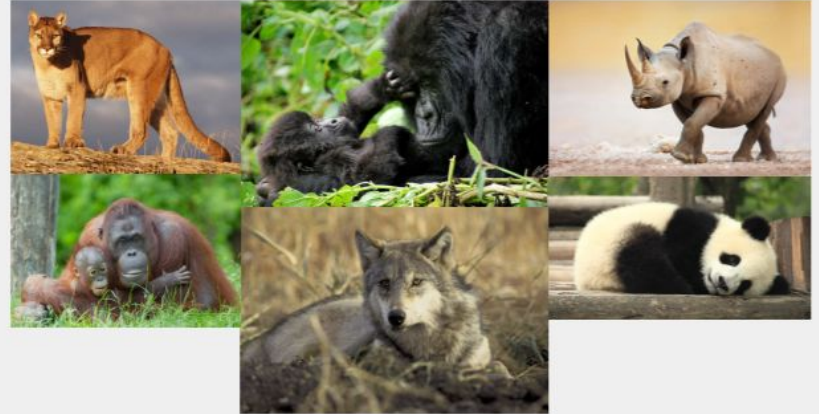
Comps

# Am I Endangered?

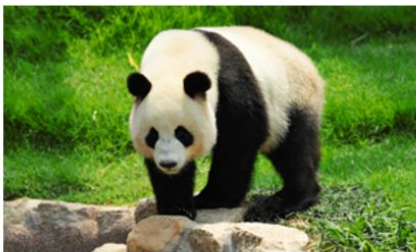
Most Endangered to  
Least Endangered

Least Endangered  
to Most Endangered

Alphabetical  
Order



# Am I Endangered?



[GitHub](#) [Email Me!](#) [Valid HTML 5](#) [Valid CSS](#)

## ISEA Audience Test Results



My first audience tester was a male and in the age group of my target audience. He is an alumni of UC Davis and was going for and offered some advice on what was feasible and made the most sense in terms of how components



My second audience tester was a current design student at UC Davis. She was in the age group of my target audience and logically if she moused over every animal. She also suggested I size all the images the same as well. She liked the

[GitHub](#) [Email Me!](#) [Valid HTML 5](#) [Valid CSS](#)

## Prototype 3 & Audience Test Results

<https://sarahwangdesigns.github.io/des157/project/final/index.html>