

**Brief description:**

This project is directed towards people who want to learn more about coral reefs and also learn more about how their daily choices can impact coral reefs. The age range I wanted to keep open to all ages. I feel that the content is easy to understand from a wide variety of ages. There is also a portion at the end that not only teaches you more about coral reefs, but also about what choices you can make personally make to help coral reefs. The end also has some animals that you can click on to learn more about and have short little animations.

The physical site for interaction is first a short quiz to reflect on your daily choices and how they affect coral reefs and the next physical site is a coral reef where you can click on three different pages full of information and the animals throughout the page which will bring you to more information about each.

The project works in the beginning by allowing the user to click buttons and press keys for the questionnaire. Your answers are accounted for and based on what your answer you will be shown a bleached reef, somewhat bleached reef, and a healthy reef. I wanted to do it this way to physically show people how their daily choices make a huge impact on coral reefs. After there is an interactive reef where you can find information about bleaching, coral reefs, what you can do to help, and various animals throughout the reef. There are also short animations on each page to keep the viewer engaged.

**Approach for audience:**

I chose this approach for the project because I felt that the quiz at the beginning keeps people engaged and also shows you a photo of how your choices are affecting coral reefs, hopefully invoking change in someone's daily life choices. I was hoping that if someone were to get a bleached reef they possibly may try to make more overall environmentally friendly choices. After that it goes to an interactive reef. I chose this approach since it is easy for people to click on each animal and button and there is very little room for error by the user. I also made sure to put just enough information on each page to keep the viewer engaged but also hungry for more knowledge so maybe they

will further look into more about coral reefs! Lastly I wanted to make it easy enough for a kid to be able to navigate the page and also read the information and stay engaged which is why there are animations on each animal page.