

# Sea Angels Site Cleanup

Space Coast Solutions

DIG 4104c

Fall 2017



# Space Coast Solutions

- Steven Pelletier - Group Lead
- James Gallagher - Back End
- Veronica Bolivar - Design Lead
- Kyle Wilson - Front End
- Daniel McDonald - Bird Whisperer



# Client Synopsis

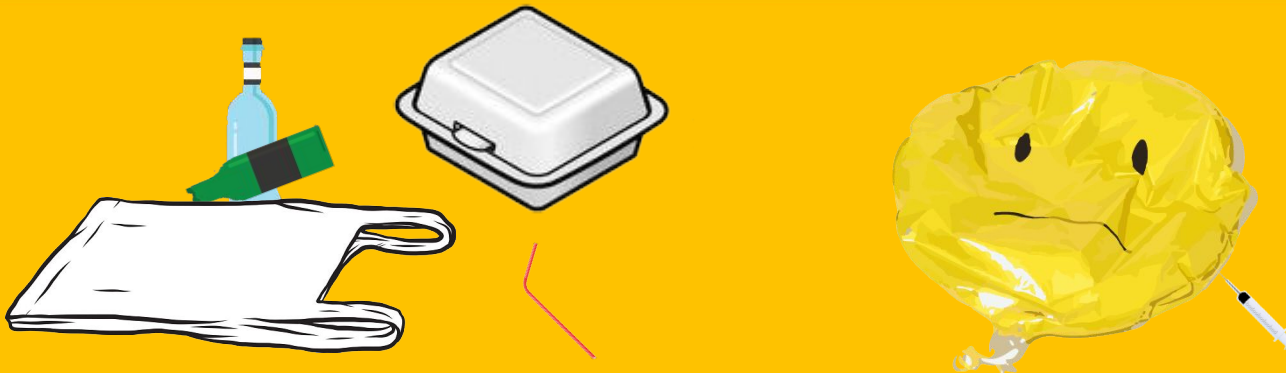
(<http://www.seaangels.org>)

- Cluttered landing page
- Redundant and broken links
- Outdated style
- Pages with too much wording



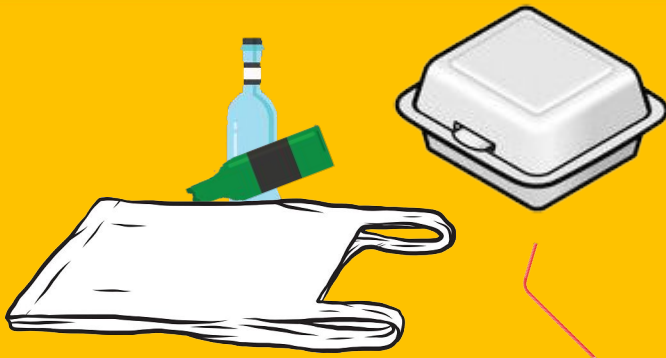
# Market Analysis / Comparables

- People want to help
- Not enough transparency with charities
  - Need to share info on spending
  - More open relationship with founders



# Current Site Analysis

- Updated design
- Clutter free
- Optimized for search engines
- Responsive



# Feature Selection

- Improved the most important features
  - Donate button
  - Wildlife and education informationals
- Added some new ones
  - Schedule calendar
  - Full contact form



# Design Summary

## Rebranding

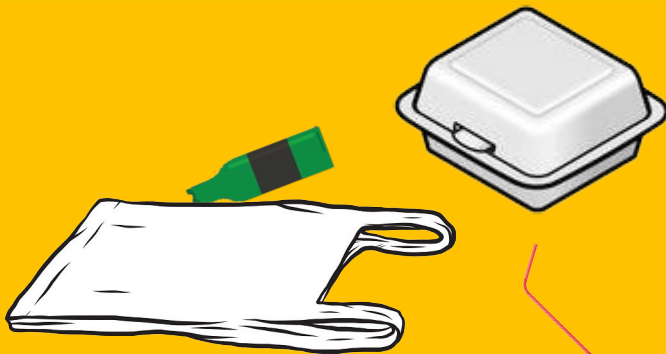
 New logo

 New color scheme

## Modern design

 Responsive and mobile friendly

## Condensed



# Technology Selection




- Bootstrap framework
- Animate CSS
- PHP elements
- FullCalendar JS
- Google Calendar





# Promotion Plan

## Social media

-  Pictures of cleanups
-  Promotional videos
-  Scheduled events on Facebook

## Merchandize

-  Bumper stickers
-  Shirts



# Suggested Maintenance

- Updating schedule calendar
- Uploading to social media regularly
- Add images and videos to gallery and media pages



# Successes

- Team communication was stellar
- All deadlines met within reasonable time
- Rebrand
  - Consistent
  - Strictly followed



# Challenges

- Too many memes
  - Forced to create #serious thread in slack
  - Could be viewed as a success
- Condensing content



# Thank You For Your Time



“If the oceans die, we die.”

- Captain Paul Watson

