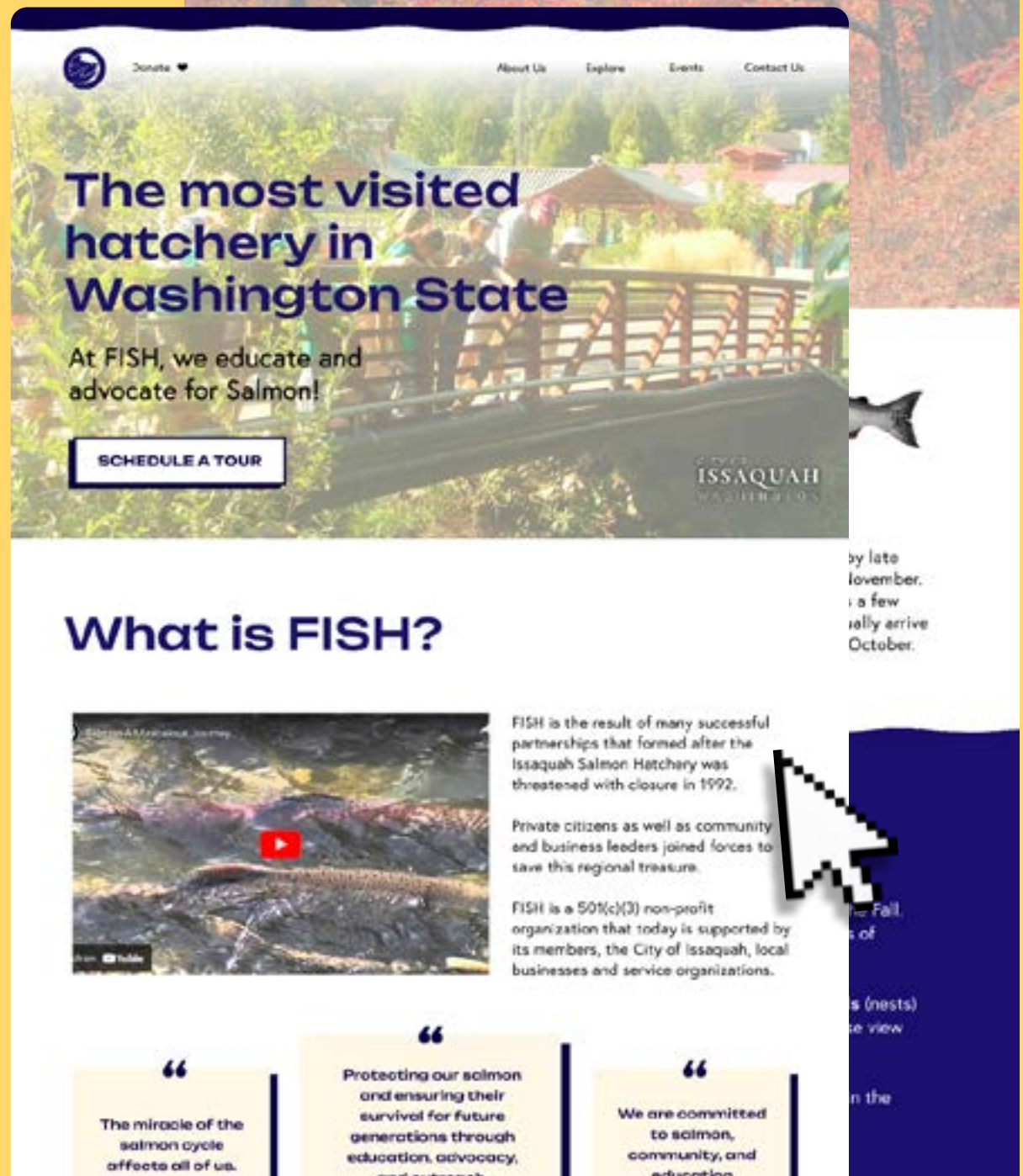


Issaquah FISH

Website Redesign

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DSGN 360
Project 1



The Project

What is Issaquah FISH?

Issaquah FISH is a non-profit organization that helps leads free tours for the Issaquah Salmon Hatchery and provides educational services. They work in partnership with the Issaquah Salmon Hatchery. They're mission is "Protecting our salmon and ensuring their survival for future generations through education, advocacy, and outreach."

Problem

The current website is very text-heavy and dated. There is a lot of white space in the surrounding areas, with lots of information squished together. Additionally, the website has a excessive amount of information that is often repeated across the site, making the navigation bar frustrating with too many affordances. The UI is lackluster and doesn't give the organization a reputable image.

Solution

I wanted to minimize the amount of information on the website with an emphasis on maintaining the two biggest user goals: Getting users to sign up for hatchery tours and learn about what they will see at the hatchery. In order to give the website more credibility, the redesign is modernized and is intended to feel like an virtual tour of the hatchery in itself. The simplification of the interface gives users an intuitive, whilst informative experience.

Current Site

