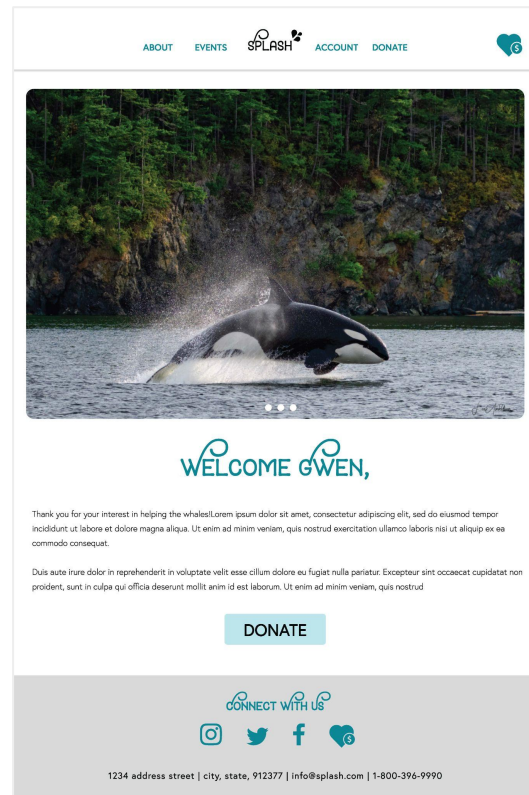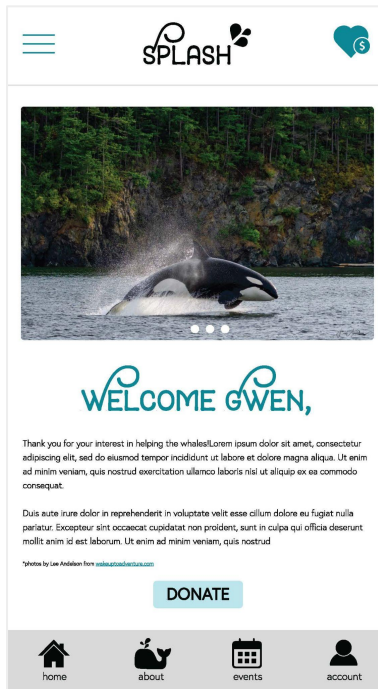# Splash: Save the Whales

Teny Chen

Project overview

The product:

Splash is a non-profit organization dedicated to saving endangered whales. Customers can easily donate and view bios of the specific whale they are helping survive extinction.

Project duration:

July 2022 to September 2022

Project overview

The problem:

Whales are going extinct, every year their population decreases due to hunting and natural causes.

The goal:

Design an app to raise money for research and help for whales. Also bring awareness to their endangered status and how to save them.

Google

Project overview

My role:

UX visual designer creating a save the whales website for Splash. My responsibility is from conception to end product, delivered to engineering.

Responsibilities:

Create personas and direct interviews. Design digital wireframes followed by low-fidelity and high-fidelity prototypes. Execute usability studies. Consider accessibility and language barriers.

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I found a lot of people want to save the whales, but they don't know how to start. I wanted the donate CTA button to stand out and be the main focus of the Splash app.

I also found, if people learn about the specific whale they're saving, they're more likely to donate. I created a detailed about page for the whale bios, so users can learn and view the specific whale and whale family clans they are helping.

Google

Persona 1: **Gwen**

Problem statement:

Gwen is a busy working mother, she wants to donate to the whales because she cares deeply about their species.

"Save the whales! Save the world!"

Goals
- To help save whales and other endangered species

Frustrations
- There are no trusted whale companies
- She doesn't know where to donate

Gwen (she/her)

Age: 42
Education: Bachelor's Degree
Hometown: Seattle, Washington
Family: Married with two daughters
Occupation: Accountant

Gwen is a busy working mother by day, and superwoman by night. Her and her family frequent San Juan Islands, Washington. She is enamoured with the whales, and want to donate to save their species.

Google

Persona 2: **Landon**

Problem statement:

Landon is a whale photographer who wants to learn more about the whales he is videoing so he can save them from endangerment.

"When there's a whale, there's a way."

Landon (he/him)

Age: 36
Education: High School
Hometown: Bend, Oregon
Family: Married with baby on the way
Occupation: Photographer

Goals
- To donate money and save whales
- To learn more about whales

Frustrations
- He does not understand whale's needs. He wants to learn more.

Landon is a professional photographer he specializes in nature. He's enjoyed his career capturing images and videos of these beautiful creatures. He wants to give back and help the whales.
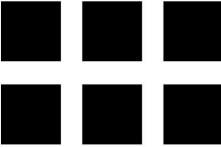
Google

Competitive audit

An audit of a few
competitors that also allow
users to donate to whales
and learn more about their
species.

Ideation

I did a simple ideation to show how the whale donation button would be applied.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

I brainstormed and drafted wireframes, then I created these digital designs. This is the homepage, to encourage users to donate.
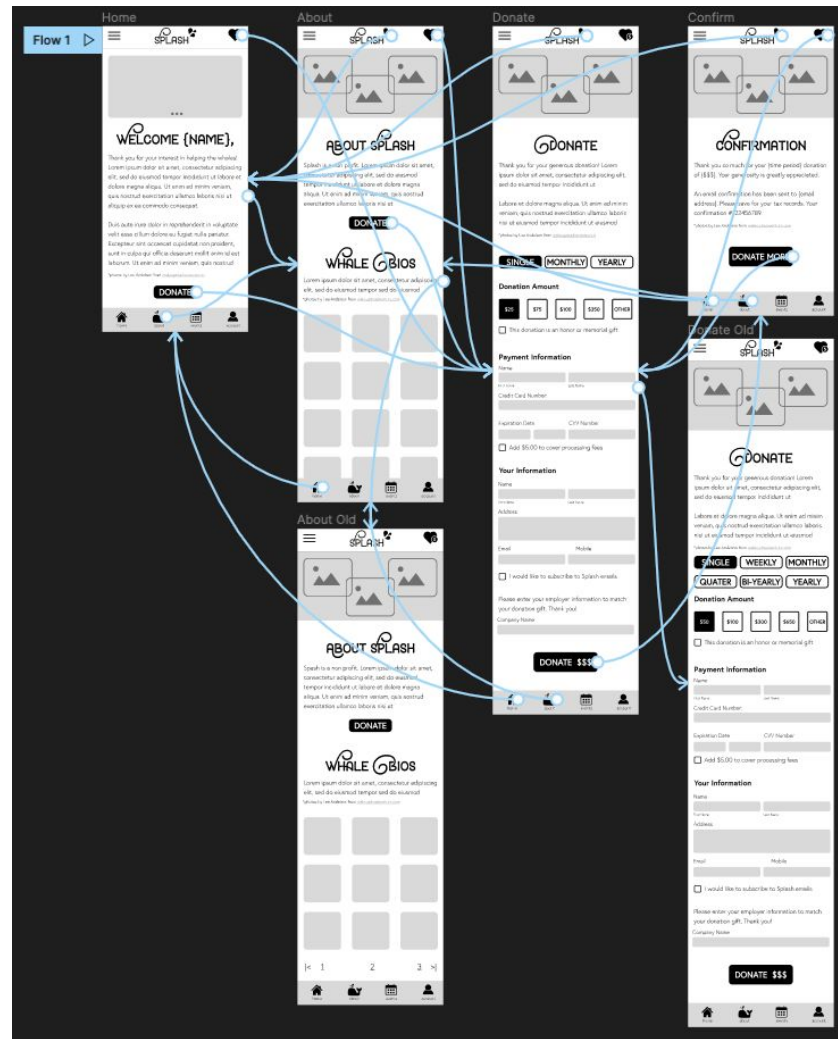
Three page carousel images
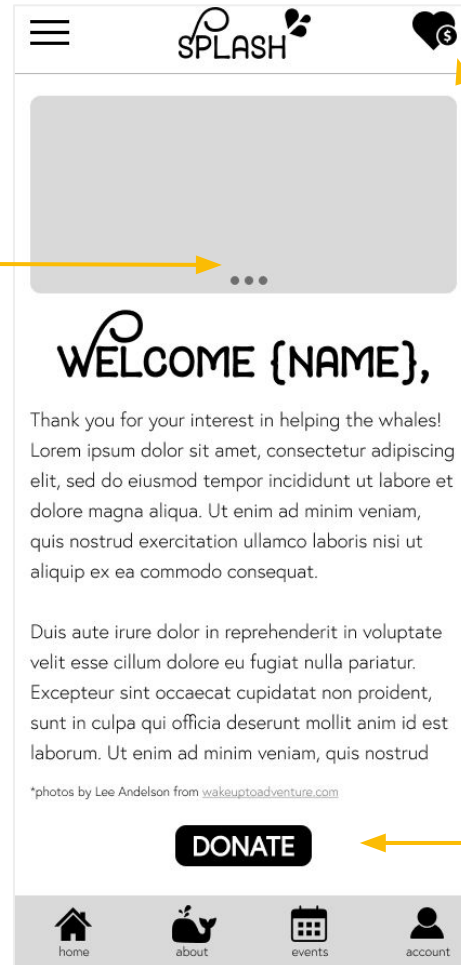
Easy donate button

Low-fidelity prototype

Here's my lo-fi prototype from start to finish of the whale bios, donation page, and lastly the confirmation. This prepped the usability testing.

View: Lo-Fi Prototype

Usability study: parameters

Study type:

Unmoderated usability study

Location:

PNW (Pacific Northwest), remote

Participants:

10 participants

Length:

60-90 minutes

Google

Usability study: findings

The three main findings from the usability study:

1

Images

Users preferred an infinite scroll to a pagination for the whale bio images.

2

Donation Form

Users thought there were too many field options in the donation form

3

Donation Button

Users loved the donate heart $ icon

Google

Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

Google

Mockups

For the whale bios, I
changed the pagination to
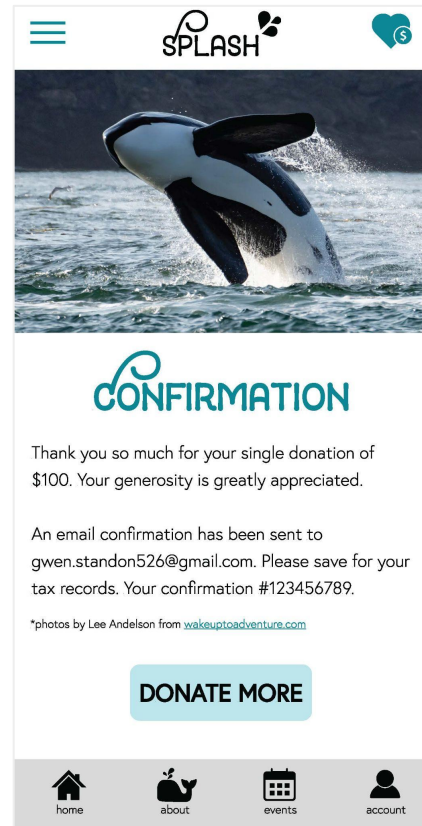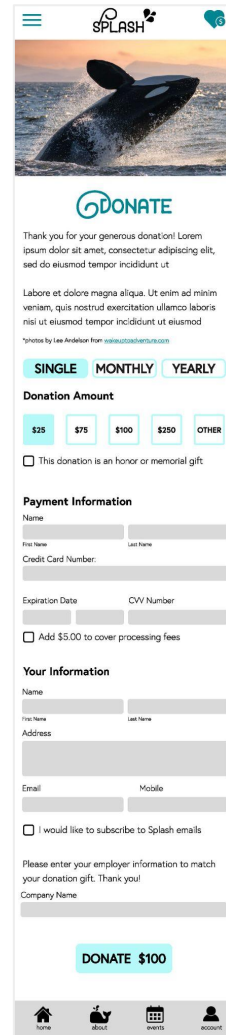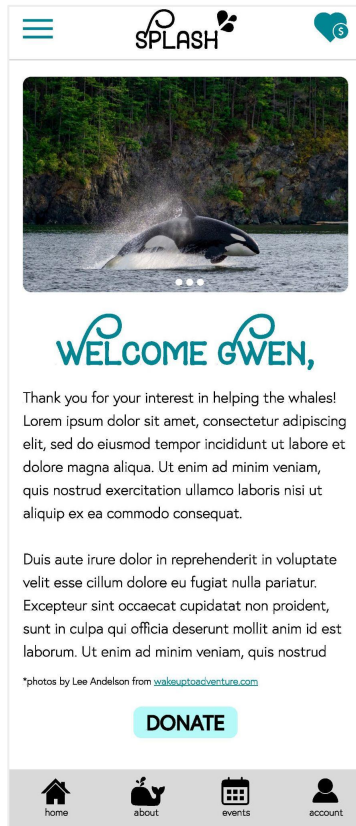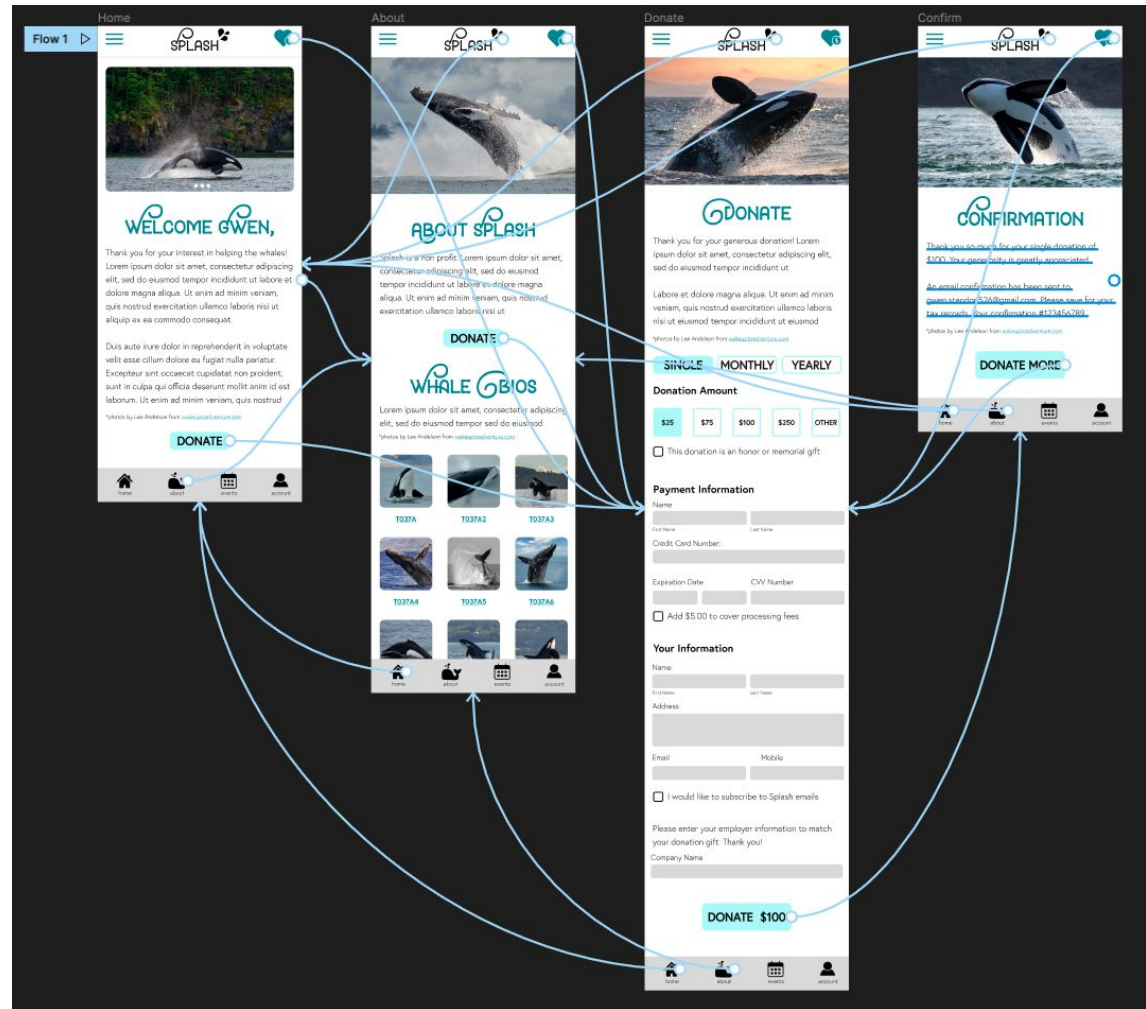an infinite scroll. Users
preferred the scroll
function.

Google

Mockups

High-fidelity prototype

Here's my hi-fi prototype from start to finish. It displays the complete user flow.

View: Hi-Fi Prototype

Google

Accessibility considerations

1

Use the a11y checklist to measure Splash's app compliance

2

Ensure color is accessible with the color contrast checker, make sure the ratio passes.
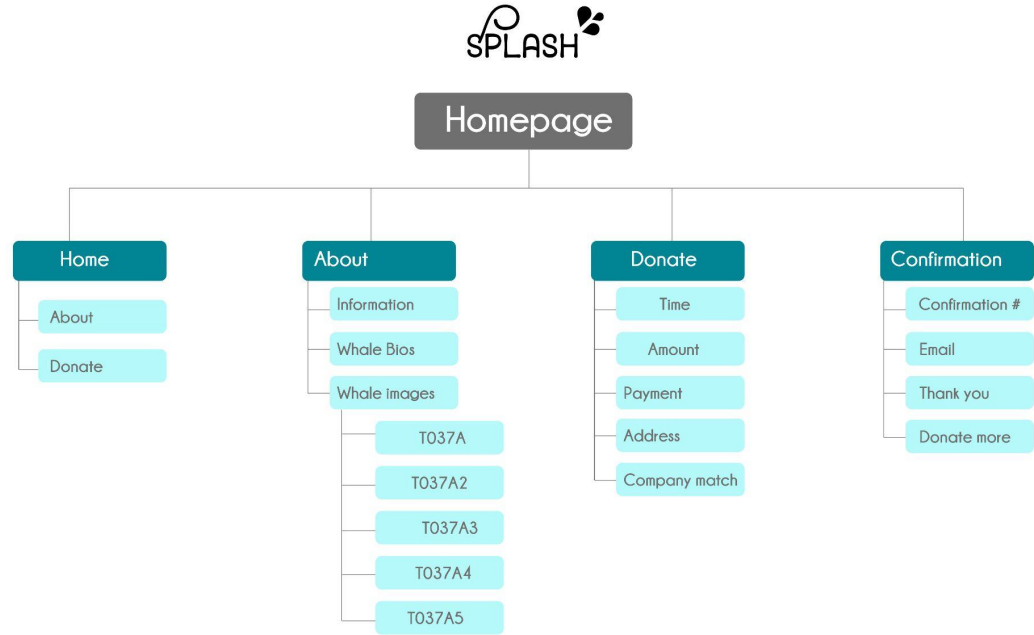
3

Include alt tags for all imagery for screen readers

Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

The greatest challenge was creating all the whale images and bios. My goal was to improve the site navigation. I created a sitemap structure that was simple and direct to the completion of design flow.

SPLASH

Homepage

Home
- About
- Donate

About
- Information
- Whale Bios
- Whale Images
  - T037A
  - T037A2
  - T037A3
  - T037A4
  - T037A5

Donate
- Time
- Amount
- Payment
- Address
- Company match

Confirmation
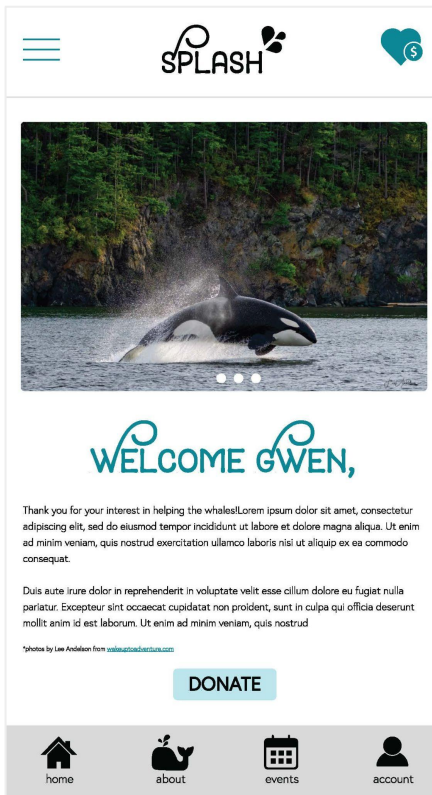- Confirmation #
- Email
- Thank you
- Donate more

Google

Responsive designs

I optimized my design for every viewport. I started with mobile, then worked my way up.
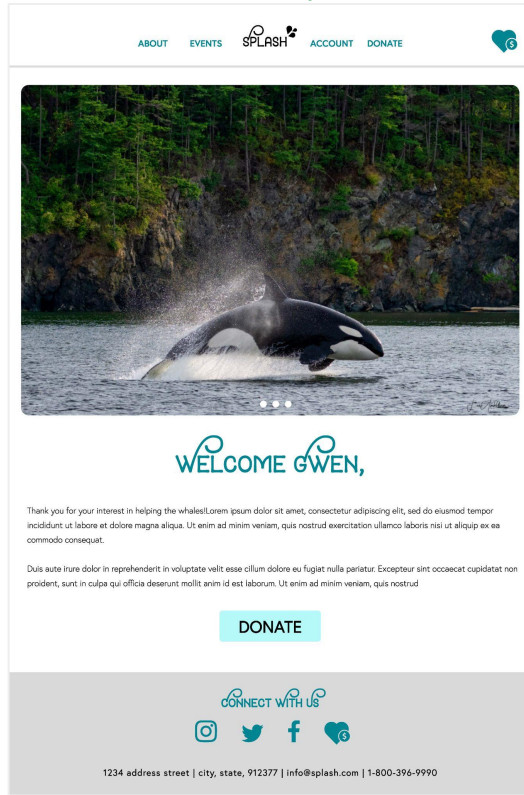
Mobile
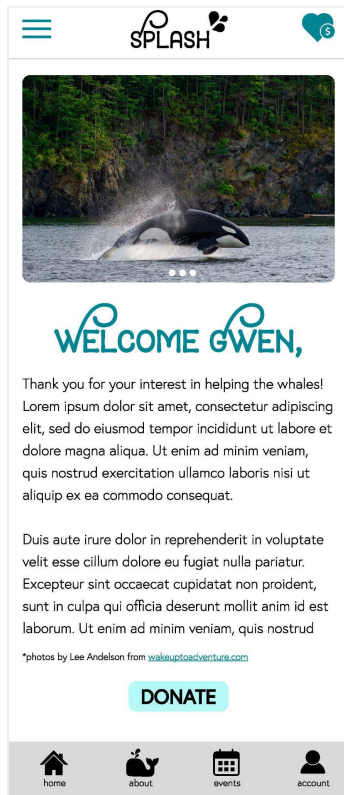
Tablet

Desktop

Going forward

- Takeaways

- Next steps

Google

Takeaways

Impact:

Users love the donate button of the Splash app. They feel safe and good when making their contribution

Quote from peer feedback:

"The heart $ icon is cute, it makes me feel fuzzy inside. I want to donate more!"

What I learned:

My preliminary designs were a great base for my Hi-Fi prototype. The usability studies and feedback helped me learn which areas of the website I needed to improve.

Google

Next steps

1

Conduct another usability studies and research to determine if all pain points have been addressed.

2

Make any necessary changes to Hi-Fi prototype.

3

Pass off to engineering. Yay!

Google

Let's connect!

Much thanks for taking the time to review my work on Splash's app!
If you'd like to view more and collab, my contact info below.

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Website: teny1010.com

SPLASH