

Save Turtles app

Alina Dohotaru
UX Designer

Project overview



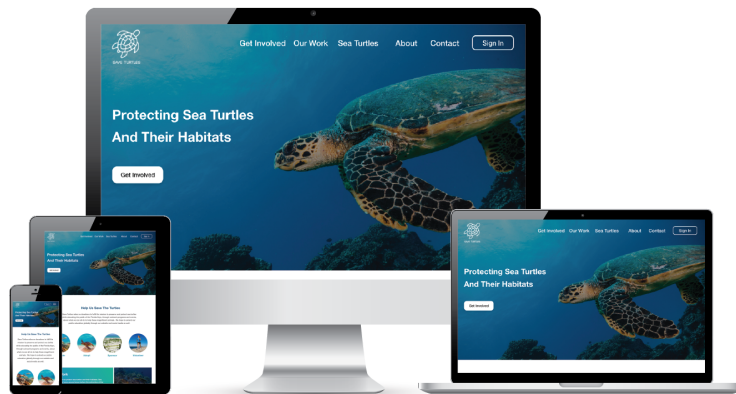
The product:

Save Turtles is a non-profit organization focused on protecting sea turtles and their habitats through rescue and rehabilitation, scientific research, and education and outreach. The organization needs a tool that helps people learn about sea turtles conservation and determine if they want to donate for this cause.



Project duration:

October - December 2021



Project overview



The problem:

Sea turtles have existed on Earth for over 120 million years and there are currently seven species left in the world. Unfortunately, they face many threats to their survival. Some of the biggest threats to sea turtles include: entanglement in marine debris, poaching, bycatch, and destruction of feeding and nesting habitats. Six out of seven species of sea turtles are threatened with extinction according to the IUCN Red List.



The goal:

Design a responsive website and app that will improve education on the topic of sea turtles conservation and allow people easily make a donation for sea turtles conservation.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey map
- Ideation

User research: summary



I used Save Turtles' data on endangered sea turtles to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling badly about sea turtles, but they didn't actively try to help protect them and their habitat. The feedback received through research made it very clear that users would be open and willing to work towards protecting sea turtles if they had access to an easy-to-use tool to help guide them and they were open to contribute financially for this big cause.

Persona: Maria Clark

Problem statement:

Maria Clark is a marine biologist who needs a trustful platform to make donations for sea turtles conservation because she is passionate about them.



Maria Clark

Age: 58 y/o

Education: PhD

Hometown: Washington, DC

Family: Married, 2 children

Occupation: Marine Biologist

"I wish people knew how important it is to save our turtle and what an impact their contribution can have!"

Goals

- Collect donations to help save the endangered species of turtles.

Frustrations

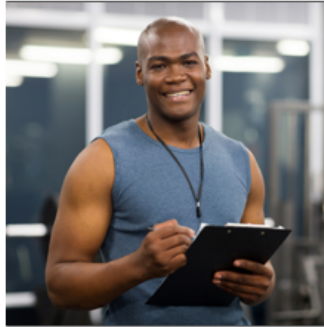
- People know so little about how they can contribute to the conservation of turtles, they don't know how they can help and where can donate funds.

Maria Clark is a marine biologist at Oceana in Washington, DC. She is passionate about educating the public regarding wildlife and conservation, including endangered species. Maria and her husband, John, has two sons, one is a scuba diver and the other one is a marine biologist like her.

Persona: Ray Thompson

Problem statement:

Ray Thompson is a personal trainer who needs a platform to contribute to the conservation of sea turtles and help raise awareness because he is passionate about the topic of marine life.



Ray Thompson

Age: 32 y/o

Education: Bachelor's Degree

Hometown: Bradenton, FL

Family: Single

Occupation: Personal Trainer

"I would love to see more joint effort to help safeguard sea turtles and their habitats."

Goals

- Help raise awareness for endangered sea turtles and their importance for the marine ecosystem.

Frustrations

- Plastic waste that ends up in the ocean and poses a threat to a wide variety of marine animals, including turtles.

Ray Thompson is a 32 year old personal trainer in Bradenton, FL. Leaving by the ocean, he has been always passionate about the marine life. In his spare time, he enjoys being at the beach surfing, snorkling, or simply enjoying the breeze and the sound of the ocean waves.

User journey map

The User Journey Map helped better understand users' behavior, their actions, their difficulties to complete a task, their motivations, their likes, dislikes, and more. It allowed us improve the Save Turtles app.

Persona: Maria

Goal: Make a donation to save sea turtles (on the website)

ACTION	Choose "donate"	Choose donation plan	Complete the details	Enter your message	Make payment
TASK LIST	<ul style="list-style-type: none">Go to homepageClick donate button	<ul style="list-style-type: none">Choose the "One time gift" planChoose amountClick next	<ul style="list-style-type: none">Enter name and contact detailsClick next	<ul style="list-style-type: none">Add a message for the foundationClick next	<ul style="list-style-type: none">Choose payment methodMake payment
FEELING ADJECTIVE	<ul style="list-style-type: none">ExcitedEnthusiastic	<ul style="list-style-type: none">SatisfiedHappy	<ul style="list-style-type: none">OverwhelmedFrustrated	<ul style="list-style-type: none">Frustrated	<ul style="list-style-type: none">Unsatisfied
IMPROVEMENT OPPORTUNITIES	None	It would be nice to add manually the amount	<ul style="list-style-type: none">Too many details to fill out.Prefer anonymous donations	It should be optional	I would like to confirm payment in order to review the donation

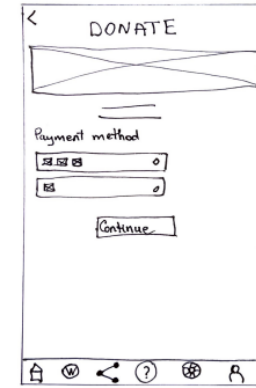
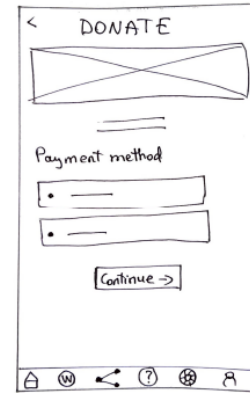
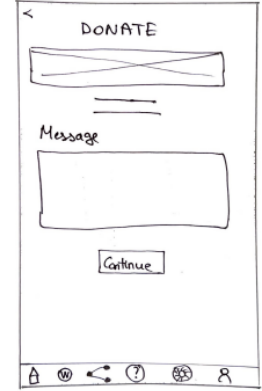
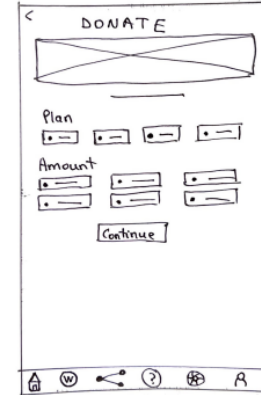
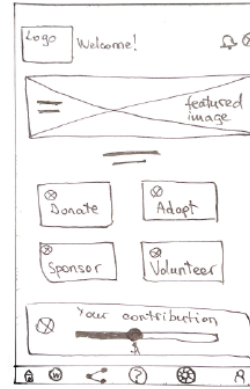
Persona: Ray

Goal: Make a donation to save sea turtles (on the dedicated app)

ACTION	Choose "donate"	Choose donation plan	Complete the details	Enter your message	Make payment
TASK LIST	<ul style="list-style-type: none">Go to home screenClick donate button	<ul style="list-style-type: none">Choose the "One time gift" planChoose amountClick next	<ul style="list-style-type: none">Enter name and contact detailsClick next	<ul style="list-style-type: none">Add a message for the foundationClick next	<ul style="list-style-type: none">Choose payment methodMake payment
FEELING ADJECTIVE	<ul style="list-style-type: none">HappyEnthusiastic	<ul style="list-style-type: none">SatisfiedTrusting	<ul style="list-style-type: none">UnhappyFrustrated	<ul style="list-style-type: none">Happy	<ul style="list-style-type: none">SatisfiedOptimistic
IMPROVEMENT OPPORTUNITIES	None	I would like to be asked if I want to become a member to donate regularly.	<ul style="list-style-type: none">Prefer to log in for auto fillThere is no log in option to see payment history and my impact	None	I would like to have the payment info saved in my account for quick donations

Ideation

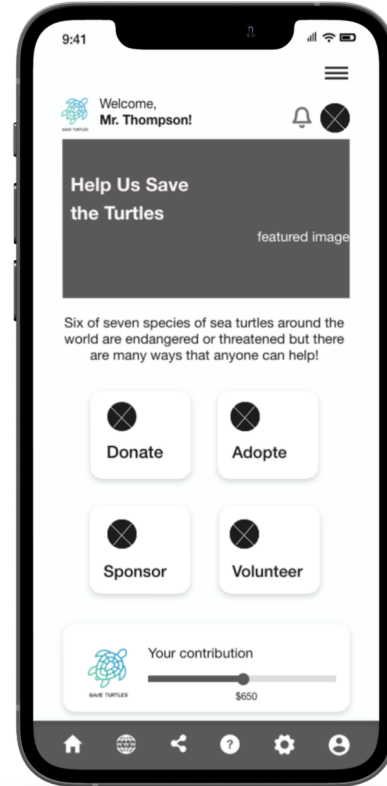
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **the donation process that should provide a smooth user experience.**



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Save Turtles app. These designs focused on delivering personalized guidance to users to help make a donation.

Easy access to main app features



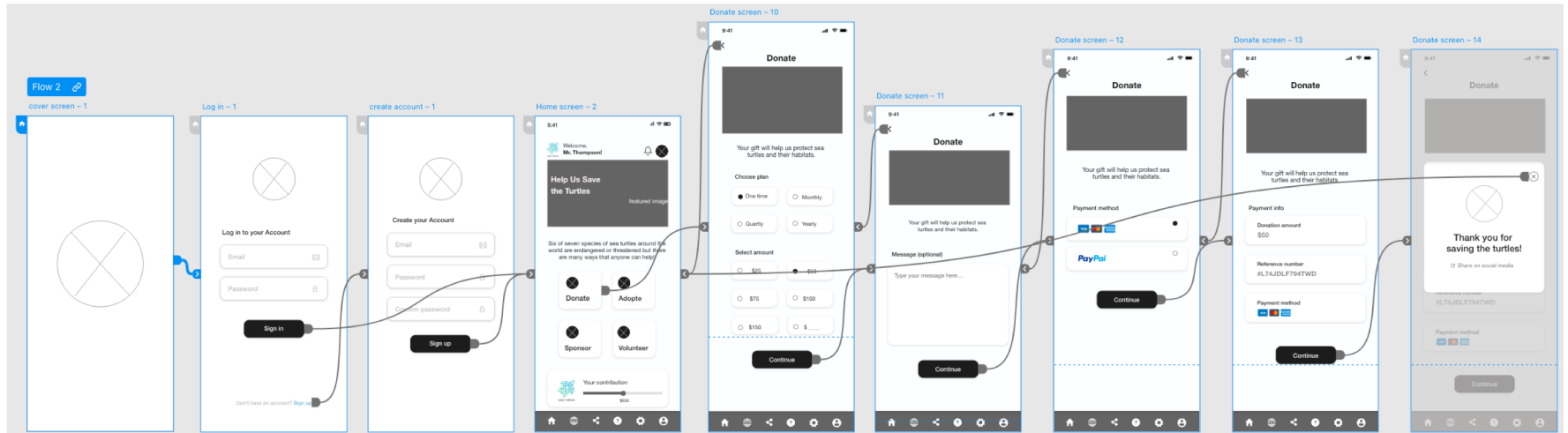
User can see personalized info, like total contributions



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of making a donation to save the turtles.

View [Save Turtles' low-fidelity prototype](#).



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

Round 1 findings

- 1 Sign in/up options**
Users wished to sign in/up with social media accounts.
- 2 Progress bar**
Users preferred to see ahead the steps needed to be taken to complete the task.
- 3 Enter manually the amount**
Users wanted to be able to enter manually the amount they wish to donate.

Round 2 findings

- 1 Continue as a guest**
Users wanted to be able to make a donation without the need to create an account.
- 2 Anonymous donations**
Users expressed the desire to make anonymous donations.
- 3 More payment options**
Users wanted to make payments with other payment options.

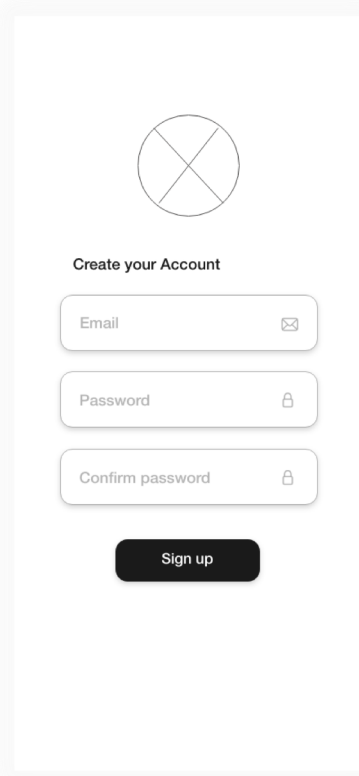
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes like providing more options for sign in/up in the Save Turtles app.

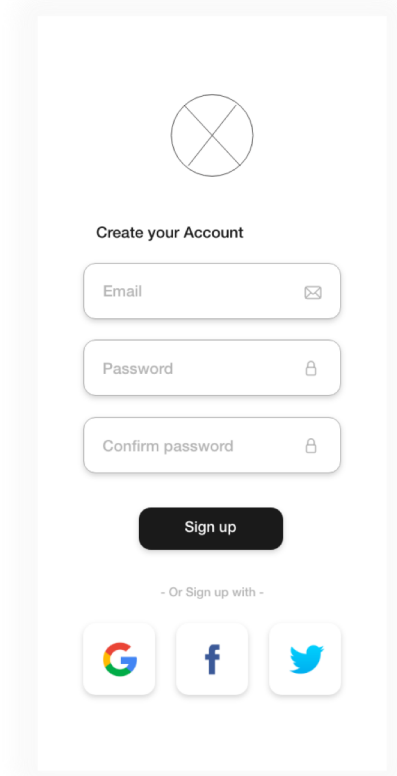
Before usability study



The mockup shows a vertical form with a circular logo at the top containing a large 'X'. Below the logo is the text "Create your Account". The form consists of three input fields: "Email" with an envelope icon, "Password" with a lock icon, and "Confirm password" with a lock icon. At the bottom is a black "Sign up" button.



After usability study

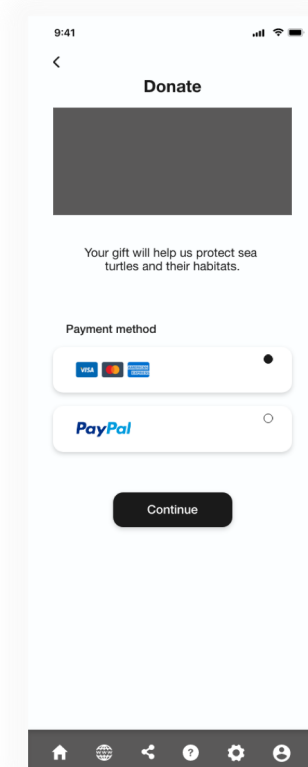


The mockup shows a vertical form with the same circular logo at the top. Below the logo is the text "Create your Account". The form consists of three input fields: "Email" with an envelope icon, "Password" with a lock icon, and "Confirm password" with a lock icon. Below these fields is a black "Sign up" button. At the bottom, there is a link that says "- Or Sign up with -" followed by three social media icons: Google, Facebook, and Twitter.

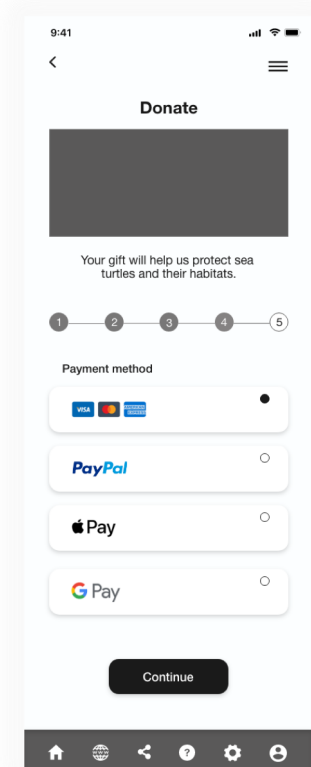
Mockups

Based on the insights from the usability studies, I applied design changes like adding more payment options in the Save Turtles app.

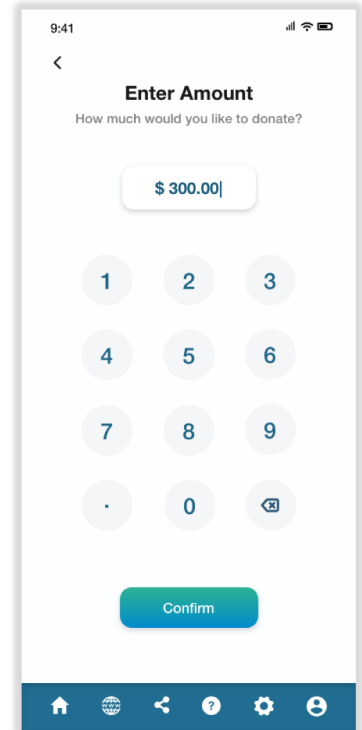
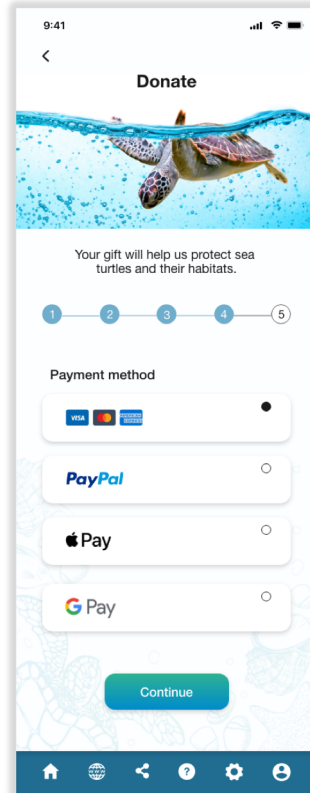
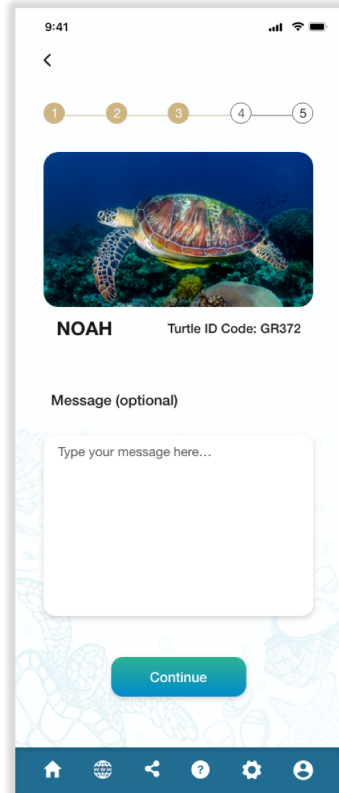
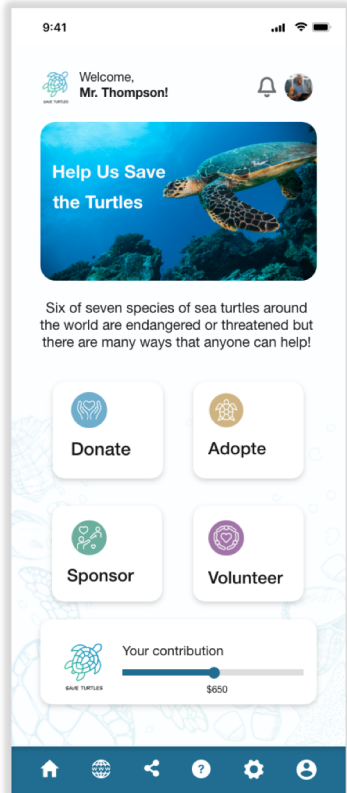
Before usability study



After usability study

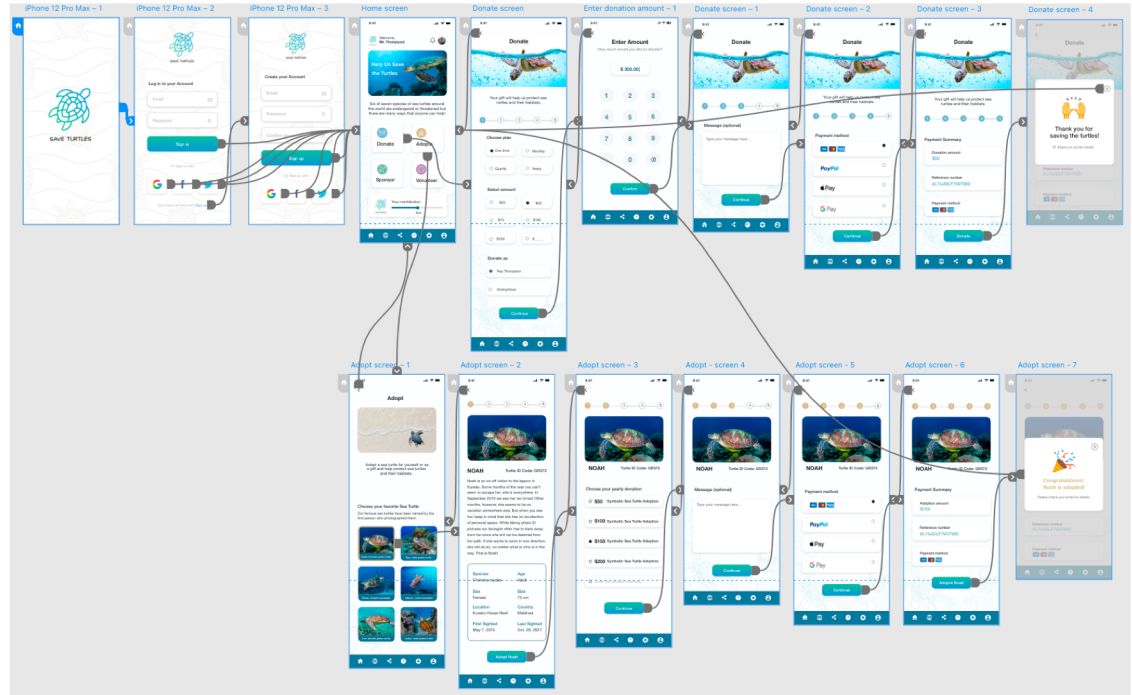


Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study. View [Save Turtles app's high-fidelity prototype](#).

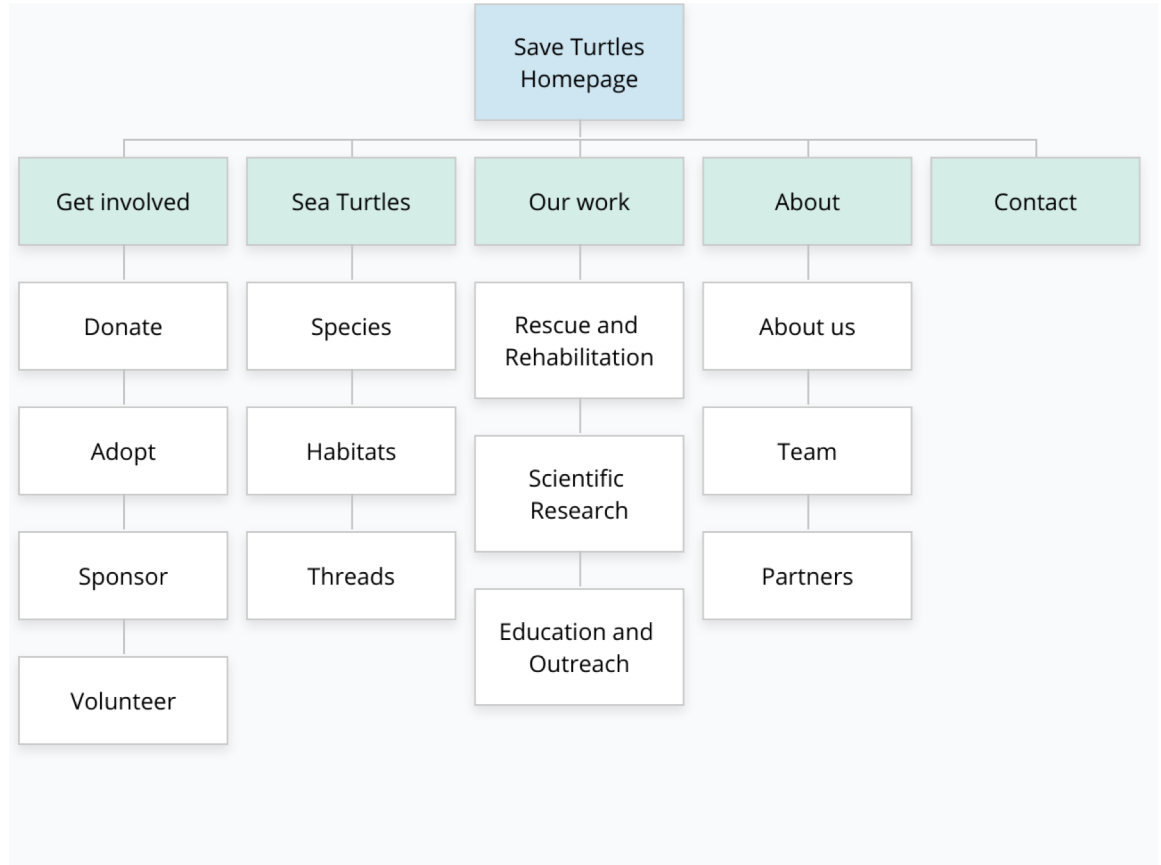


Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Save Turtles sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



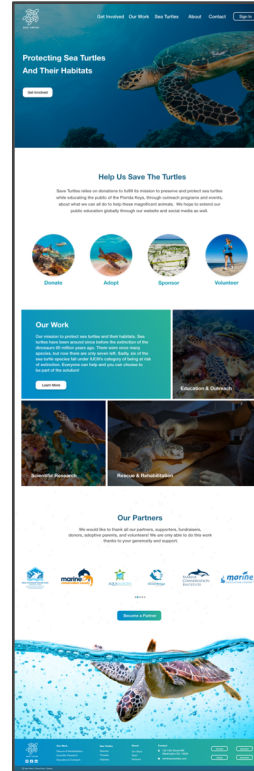
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

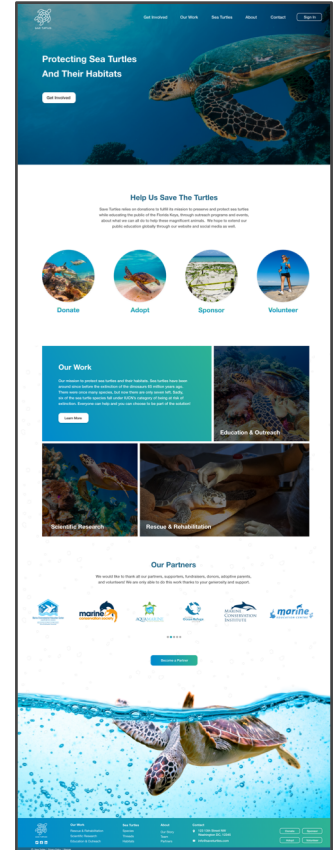
Mobile website



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app and the website made them feel like they could actually help protect the sea turtles and their habitat. One quote from peer feedback was that “the Save Turtles app helps bring caring about the environment to a personal level in a way that’s easy and engaging.”



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to collect donations for sea turtles conservation.

2

Add more educational resources for users to learn about sea turtles.

3

Provide incentives and rewards to users for successfully adopting a turtle.

Let's connect!



Thank you for your time reviewing my work on the Save Turtles app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: aln.dohotaru@gmail.com

Website: alinadohotaru.com

Thank you!