

REEF.ORG REDESIGN

TEAM MARINE
CASE STUDY



RESEARCH TEAM



Sebastian Cardenas



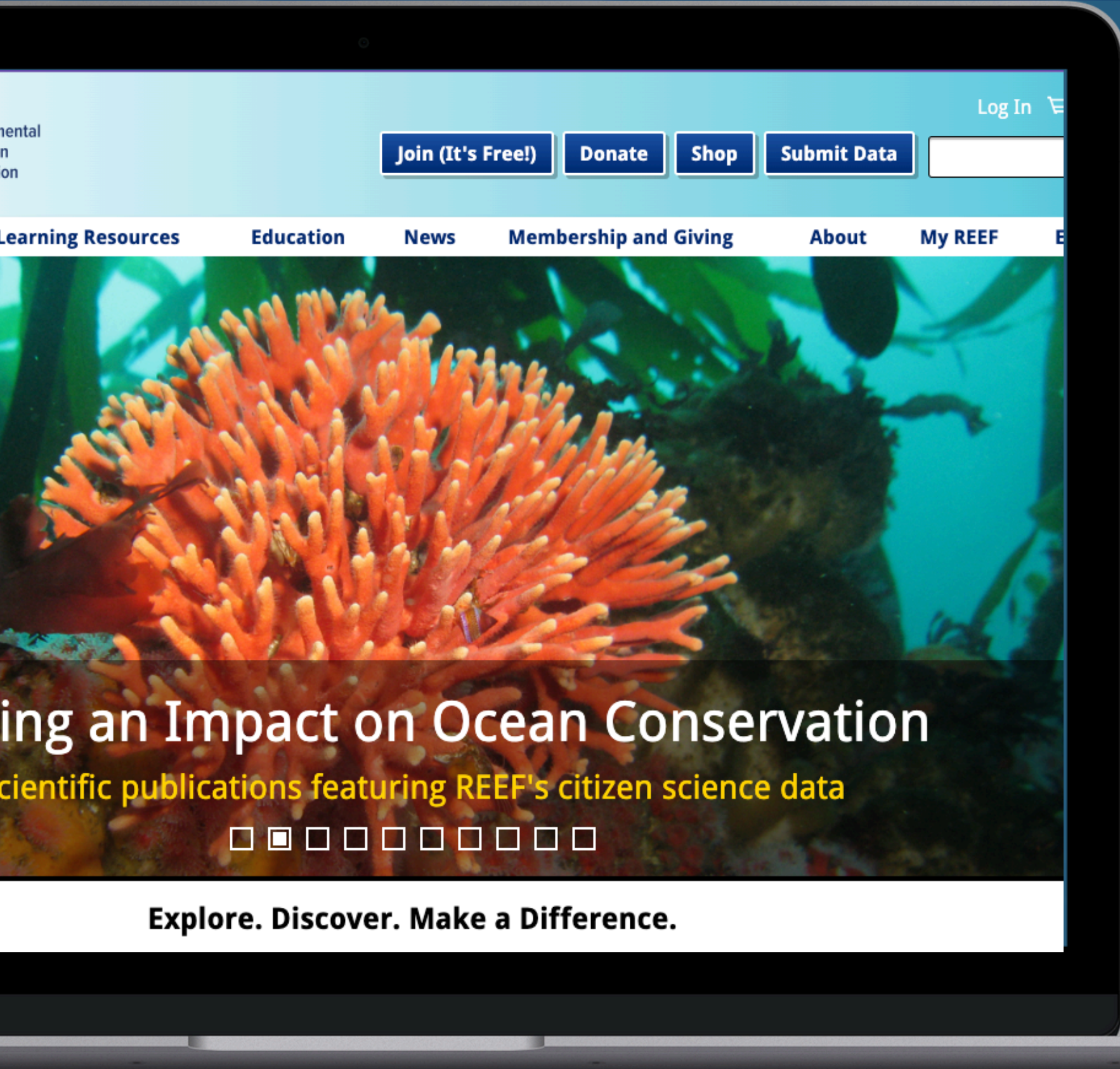
Lydia Sicking



Angel Walker



Sasha Whittington



REEF.ORG

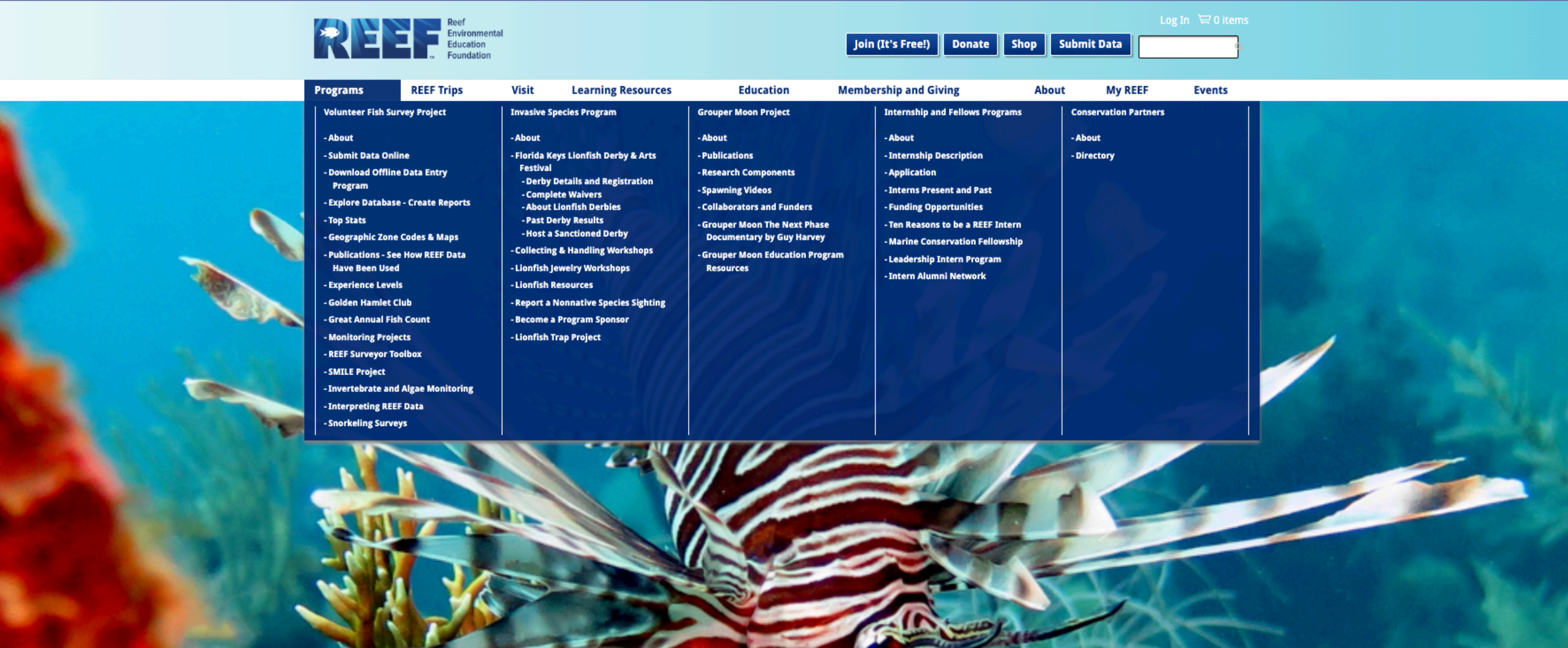
Reef.org’s mission is to promote ocean conservation and education, helping raise awareness and funds for vital environmental causes. The redesign aims to improve user experience by simplifying navigation and creating consistent page layouts.

This will directly support Reef.org's business goals by:

- Improving user engagement
- Boosting donations and awareness

PROBLEM STATEMENT:

As a visitor to Reef.org, I want to easily navigate the site and understand its mission, so I can learn about ocean conservation, donate, or get involved. But I struggle to find relevant information quickly because the website has a confusing navigation system and inconsistent page layouts, making it difficult to follow the organization’s efforts and support its cause effectively.



Join (It's Free!)

Donate

Shop

Submit Data

Log In  0 items

Programs

REEF Trips

Visit

Learning Resources

Education

Membership and Giving

About

My REEF

Events

Volunteer Fish Survey Project

- About
- Submit Data Online
- Download Offline Data Entry Program
- Explore Database - Create Reports
- Top Stats
- Geographic Zone Codes & Maps
- Publications - See How REEF Data Have Been Used
- Experience Levels
- Golden Hamlet Club
- Great Annual Fish Count
- Monitoring Projects
- REEF Surveyor Toolbox
- SMILE Project
- Invertebrate and Algae Monitoring
- Interpreting REEF Data
- Snorkeling Surveys

Invasive Species Program

- About
- Florida Keys Lionfish Derby & Arts Festival
 - Derby Details and Registration
 - Complete Waivers
 - About Lionfish Derbies
 - Past Derby Results
 - Host a Sanctioned Derby
- Collecting & Handling Workshops
- Lionfish Jewelry Workshops
- Lionfish Resources
- Report a Nonnative Species Sighting
- Become a Program Sponsor
- Lionfish Trap Project

Grouper Moon Project

- About
- Publications
- Research Components
- Spawning Videos
- Collaborators and Funders
- Grouper Moon The Next Phase Documentary by Guy Harvey
- Grouper Moon Education Program Resources

Internship and Fellows Programs

- About
- Internship Description
- Application
- Interns Present and Past
- Funding Opportunities
- Ten Reasons to be a REEF Intern
- Marine Conservation Fellowship
- Leadership Intern Program
- Intern Alumni Network

Conservation Partners

- About
- Directory



OUR RESEARCH

Through these methods we gained valuable insights that helped to drive our recommendations:

- heuristic evaluations,
- user interviews,
- A/B testing,
- website audit

PROTO PERSONA

As a local who is aware of the declining marine ecosystems, it's personal to the user. Their motivation to participate, partner, and/or donate to Reef.org is to help protect and revive the biodiversity of their local reefs and oceans.



NAME Andrew Lewis
AGE 27
LOCATION South Florida
OCCUPATION Hotel Attendant
MARITAL STATUS Single
KIDS None

PERSONALITY

Andrew is adventurous, passionate, empathic, and motivated

LIKES

Spend time on the water, volunteers his time for beach cleanups, likes to learn new things

LOVES

Spending time with family and friends in outdoor spaces.

FEELS ANNOYED

People disrespect the environment and do not clean up after themselves when in green spaces

DOES NOT LIKE

Feeling helpless, be stagnant

PAINED WHEN

The environment in his community is neglected

NEEDS TO

Feel involved in creating a positive environmental impact in his community

A POTENTIAL SOLUTION

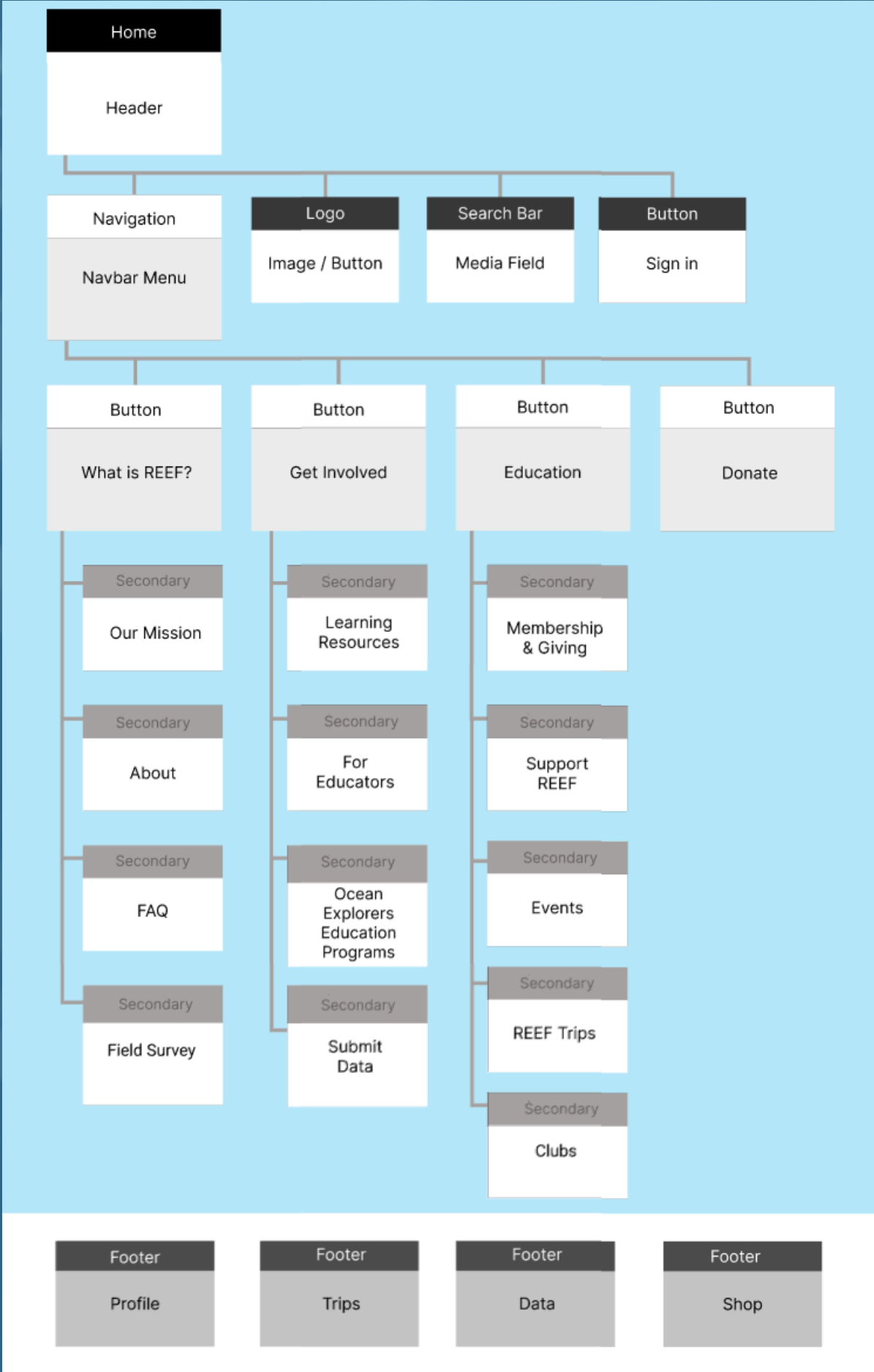
Andrew would benefit from partnering and getting involved with Reef.org's initiatives.

REEF.ORG SITE AUDIT

- Identified content hierarchy on REEF.org
- Conducted an in-depth site audit
- Took a full inventory of the site
- Categorized key pages and navigation elements into three groups:
 - Must-fix
 - Fix-soon
 - Nice-to-fix
- Identified essential navigation and hierarchical needs of the site



SITE MAP

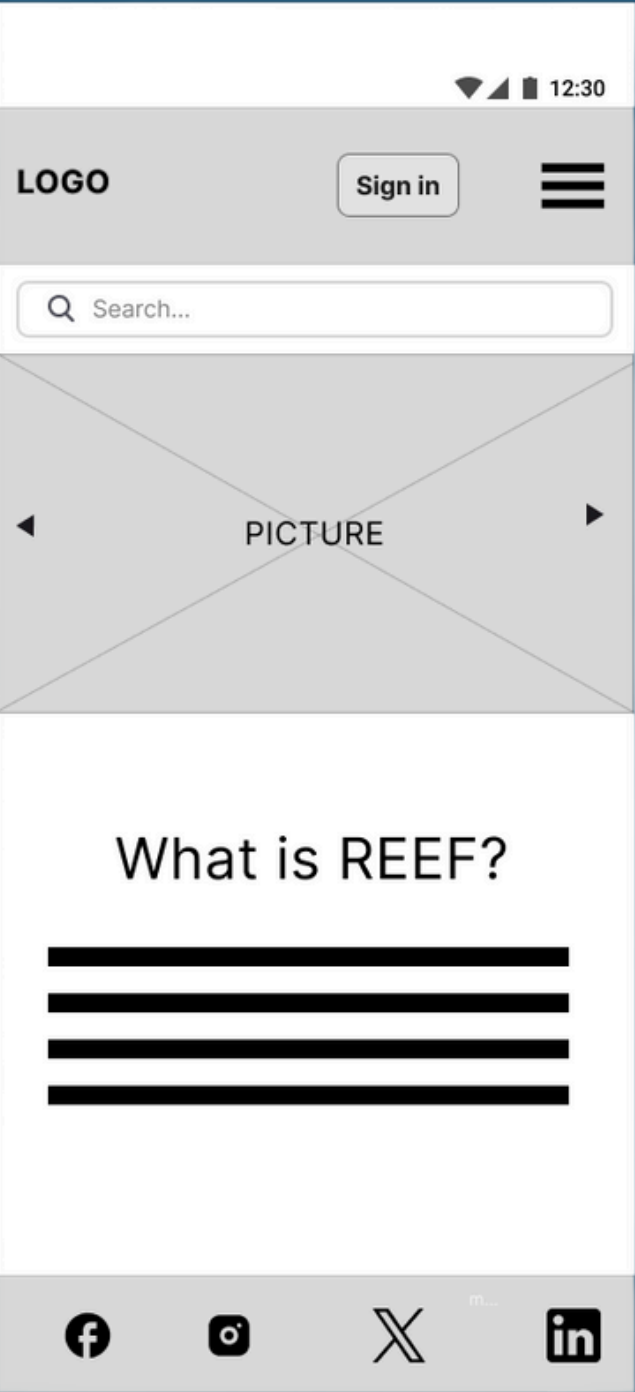


We focused our navigation on three key areas:

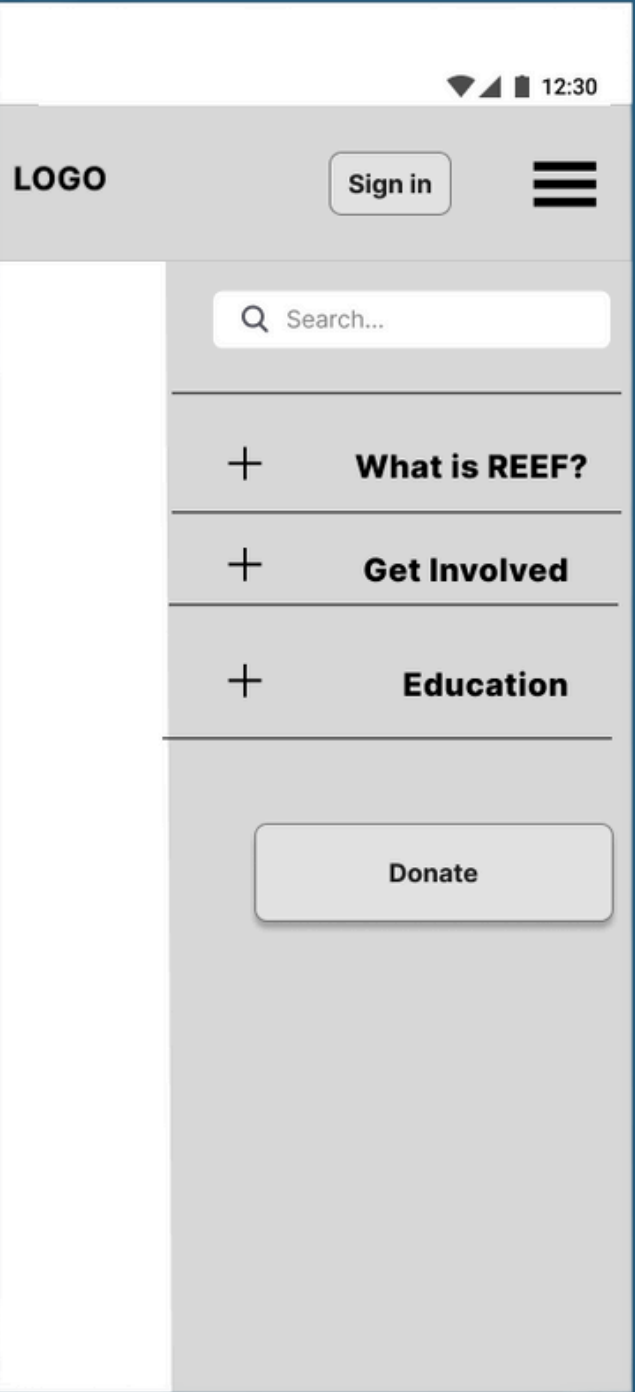
- Education,
- Get Involved,
- and About/Mission.

WIREFRAME

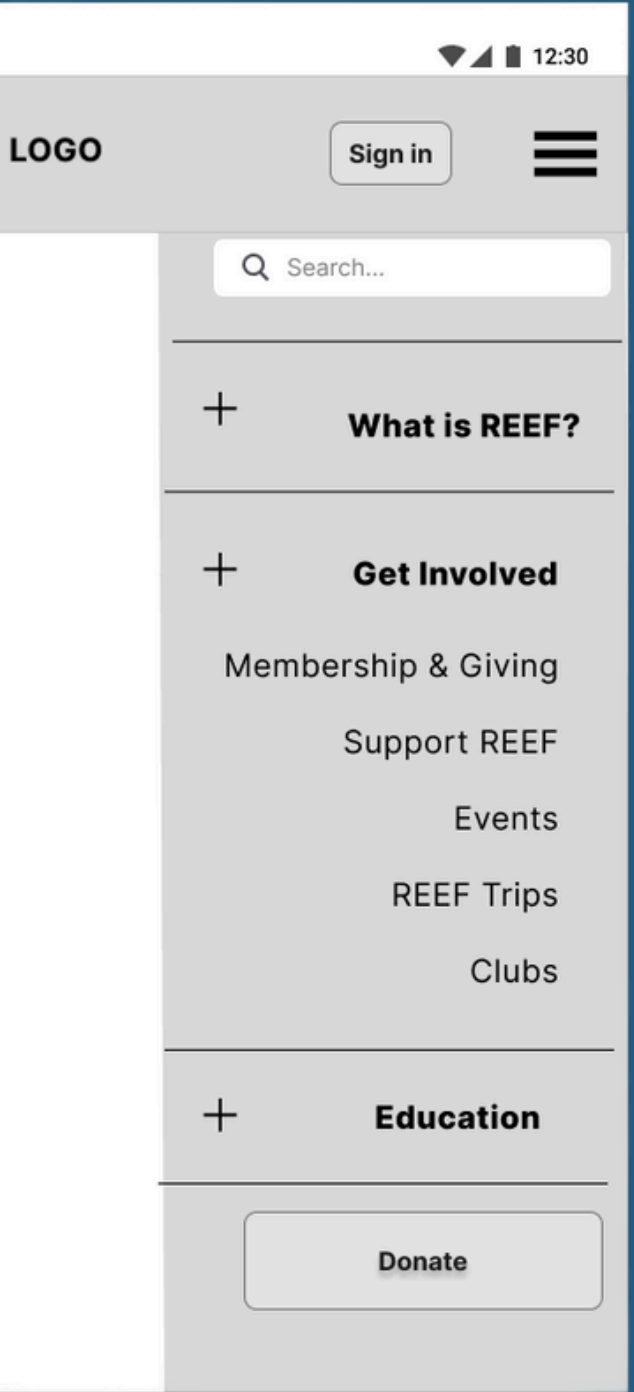
Home Page



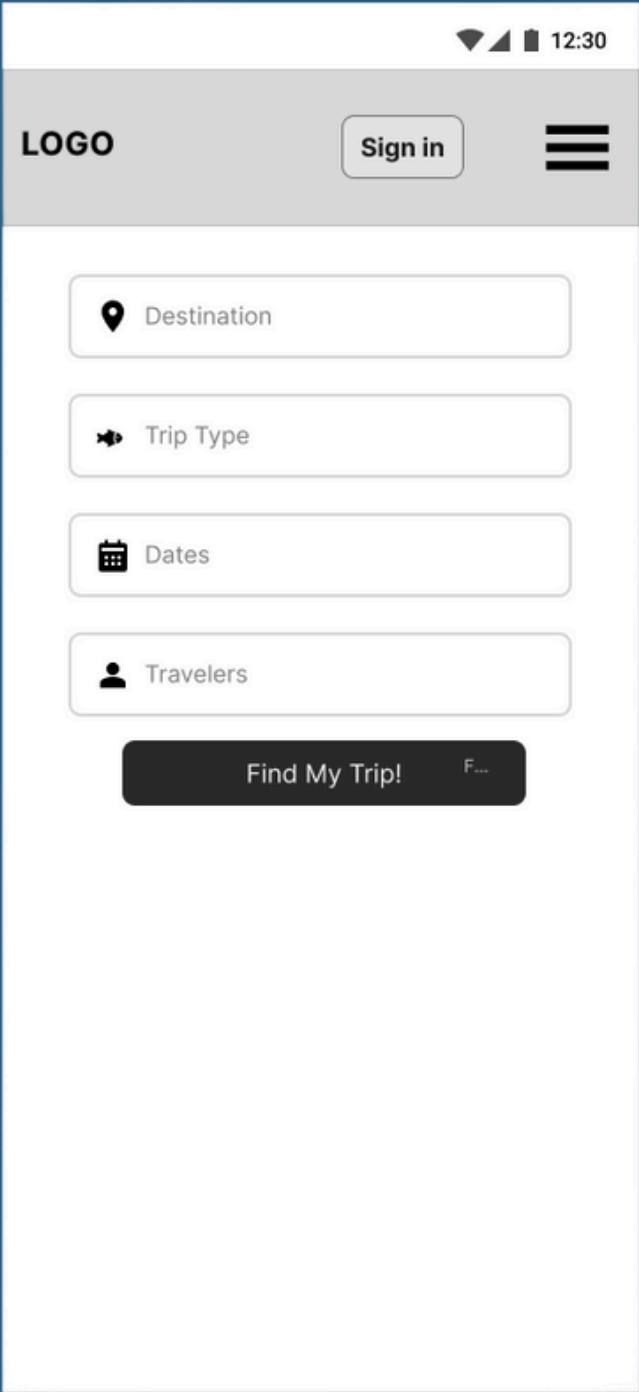
Hamburger



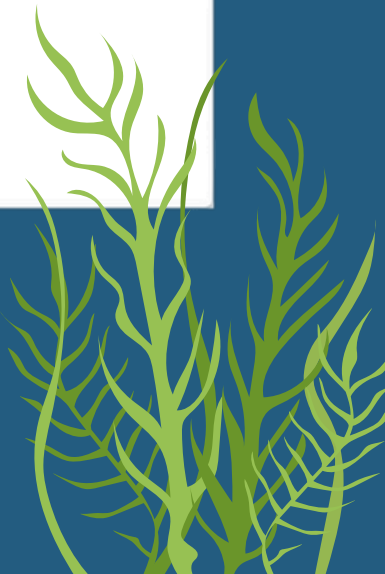
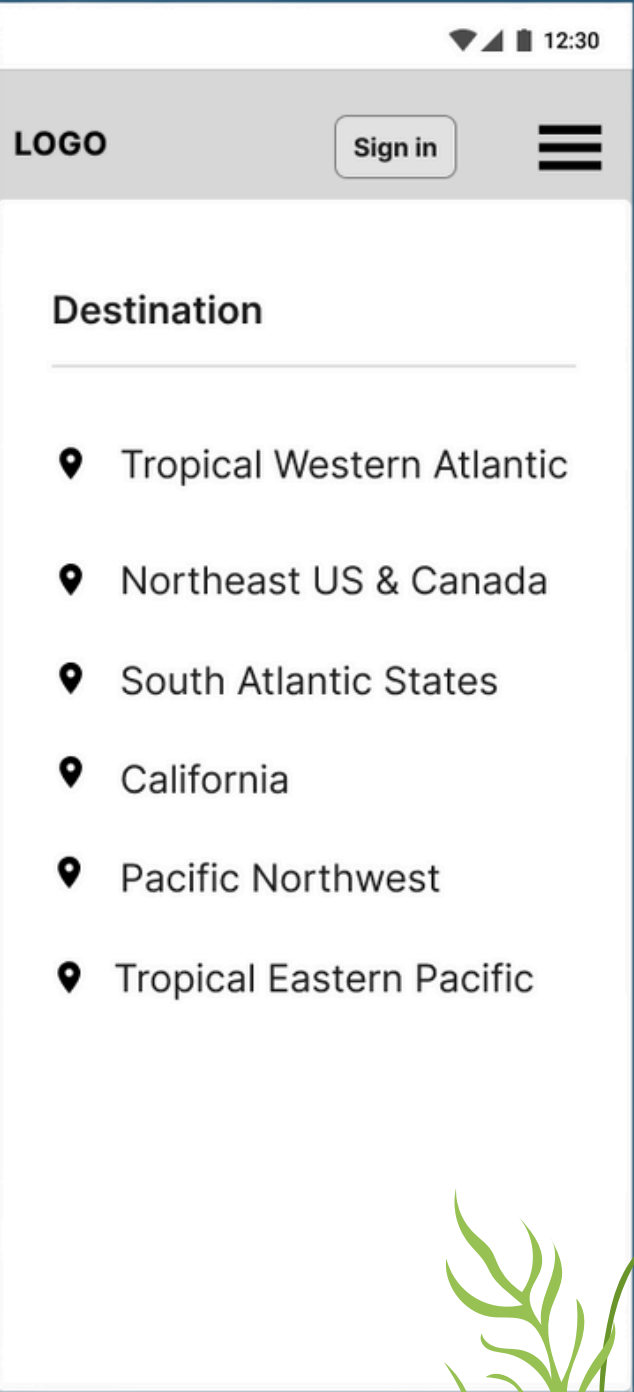
Get Involved



REEF Trips



Destination



BRAND GUIDE

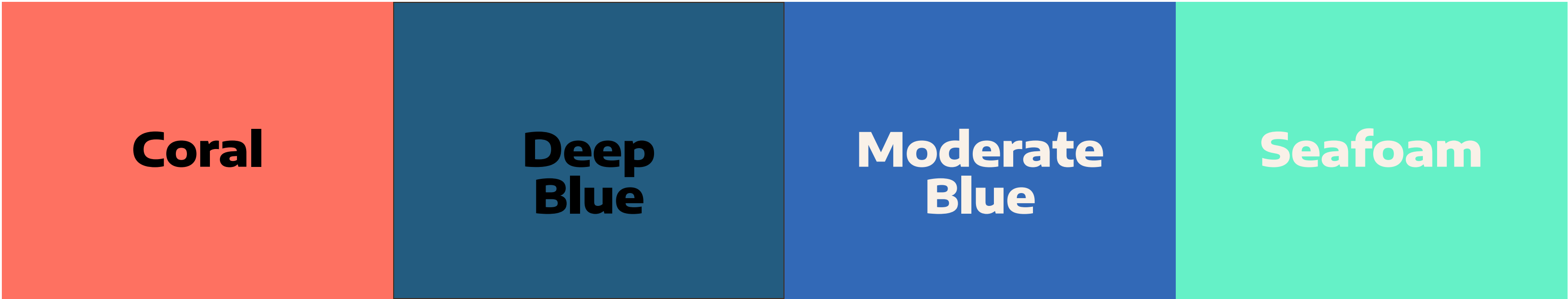
At REEF.org, our voice and tone reflect our core values.

We aim to be **trustworthy, engaging, caring, educational,** and **earnest.**



BRAND GUIDE

COLORS



HEX: #FE7161

RGB: 254, 113, 97

HEX: #235C80

RGB: 35, 92, 128

HEX: #3269B7

RGB: 50, 105, 183

HEX: #65F1C7

RGB: 101, 241, 199

FONTS

Encode Bold

**Protecting the
Ocean from
Invasive Species**

Poppins

Protecting the
Ocean from
Invasive Species

LOGOS



PATTERN LIBRARY

ICONS



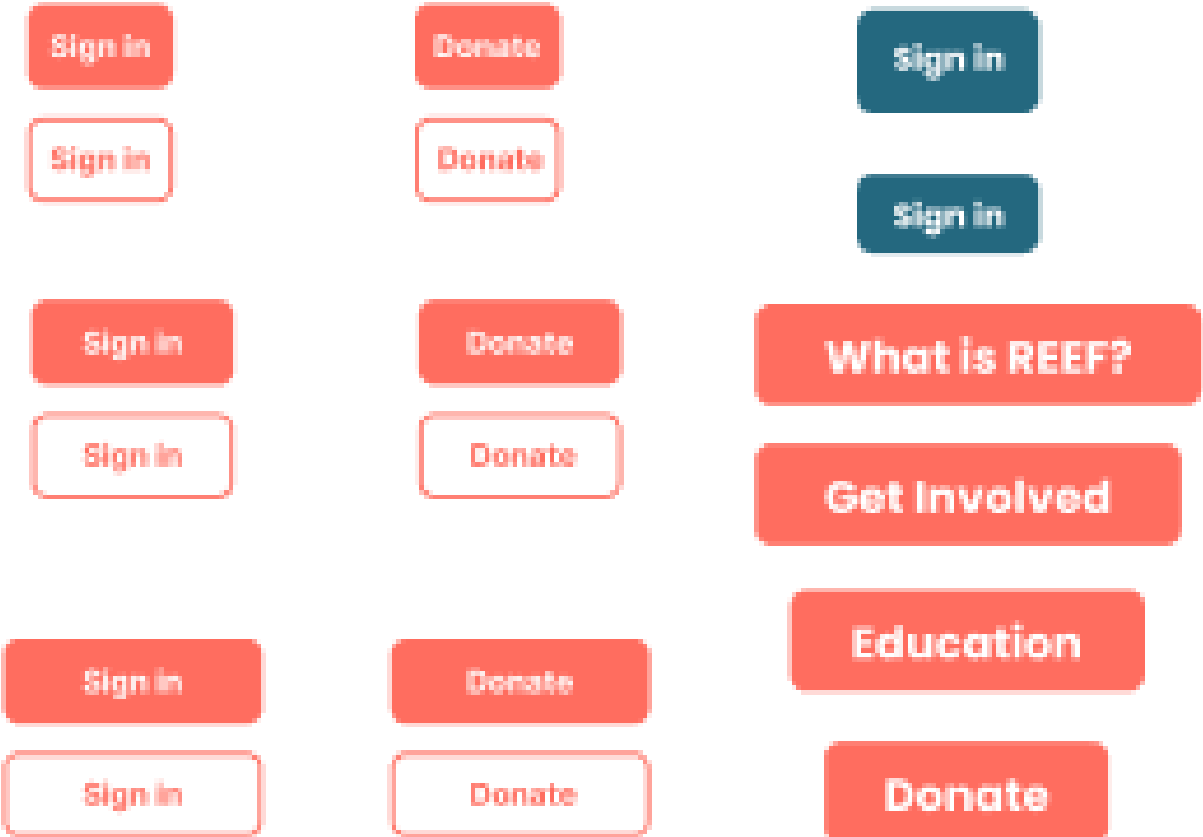
CARD

What is REEF?



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BUTTONS



FORMS

Name* (Required)

Email* (Required)

Password* (Required)

Confirm Password* (Required)

Birthday (Optional)

Gender (Optional)

Log In

Issues logging in?

A/B TESTING

Why did we choose this change?

Visibility & Access: More accessible to users compared to the hidden button inside of hamburger menu

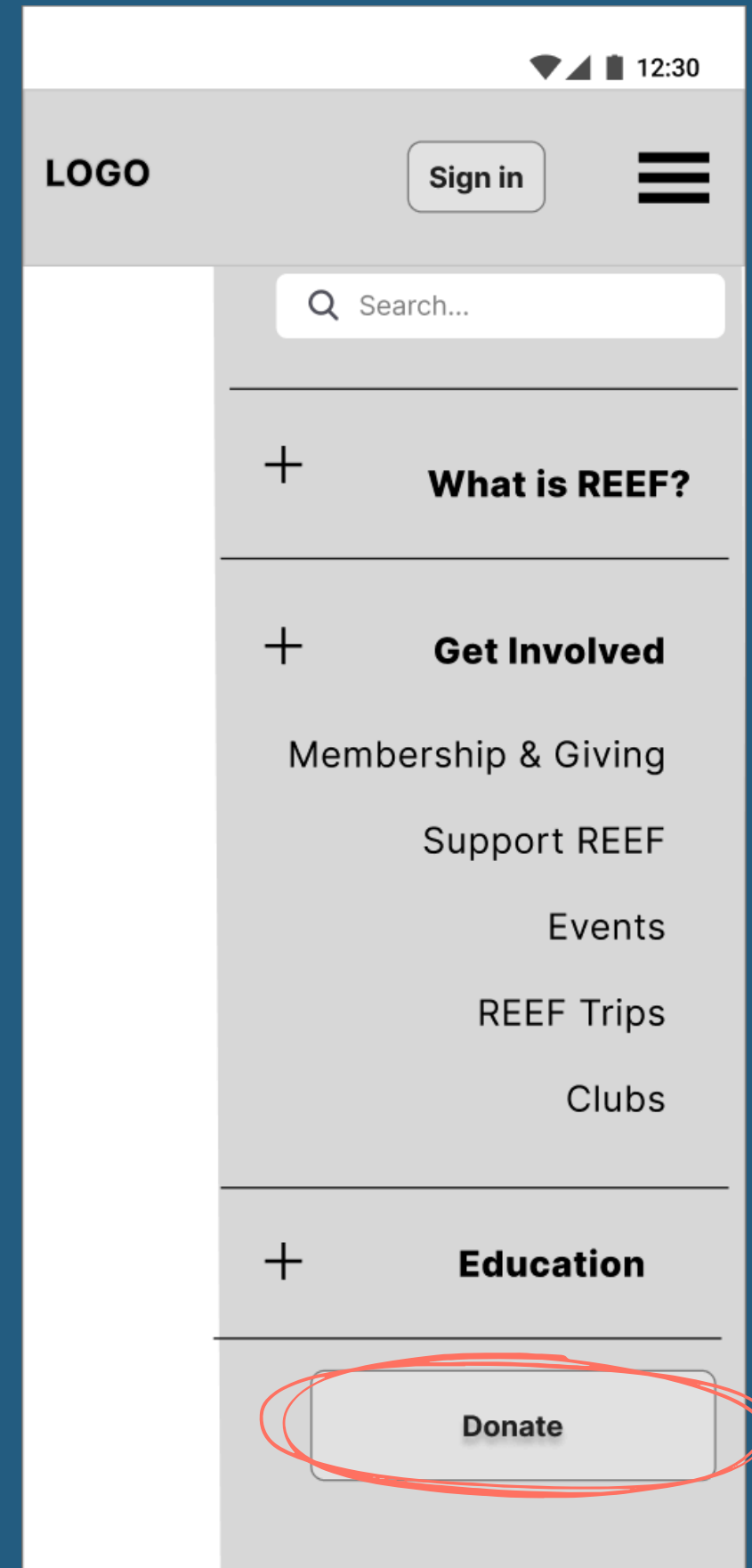
User Experience: May enhance user experience by making it more visible and easy to find the donation option quickly

User Behavior: Testing this change will provide insights inon how users interact with the main nav bar versus the hamburger menu

Business Goal: Donations are a critical aspect of REEF.org, and testing placement will determine the most effective location for maximizing donations (while still maintaining a clean, user-friendly design)

Mobile Design Optimization: Mobile and desktop users have different navigation habits, so testing button placement on mobile helps identify the best design practices for mobile user conversion

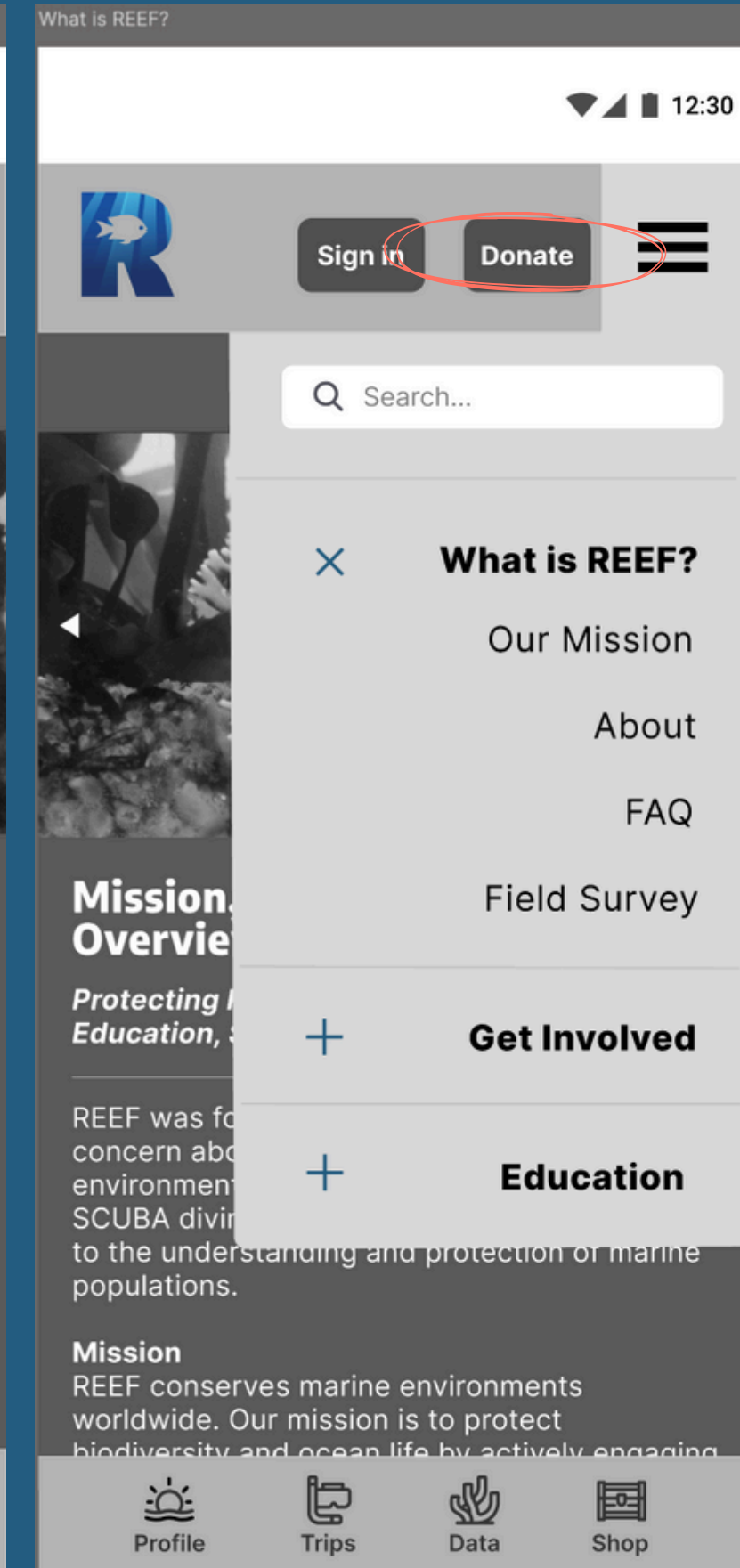
Version A



Version B



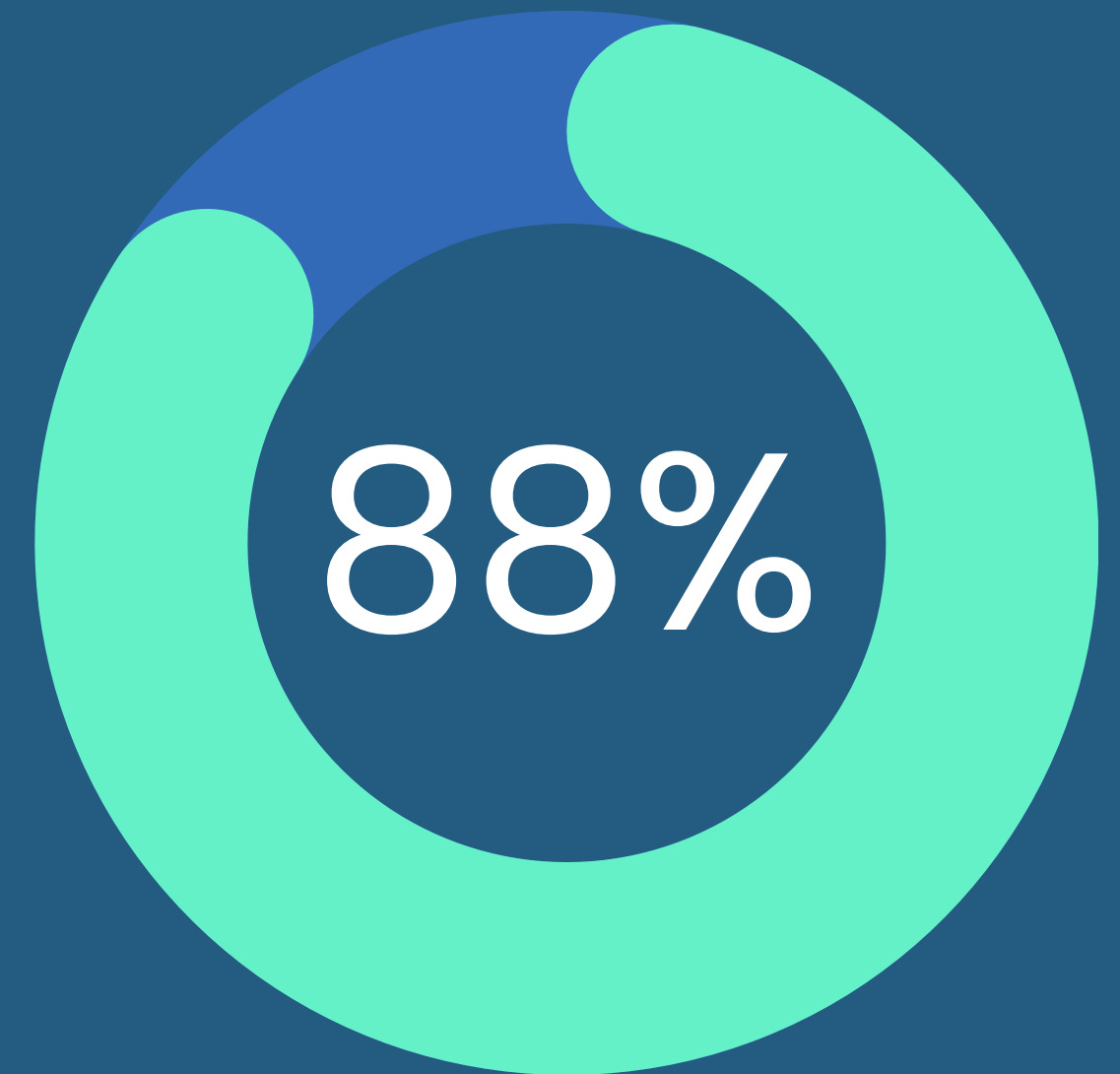
Version B



A/B TEST RESULTS

OUR FINDINGS

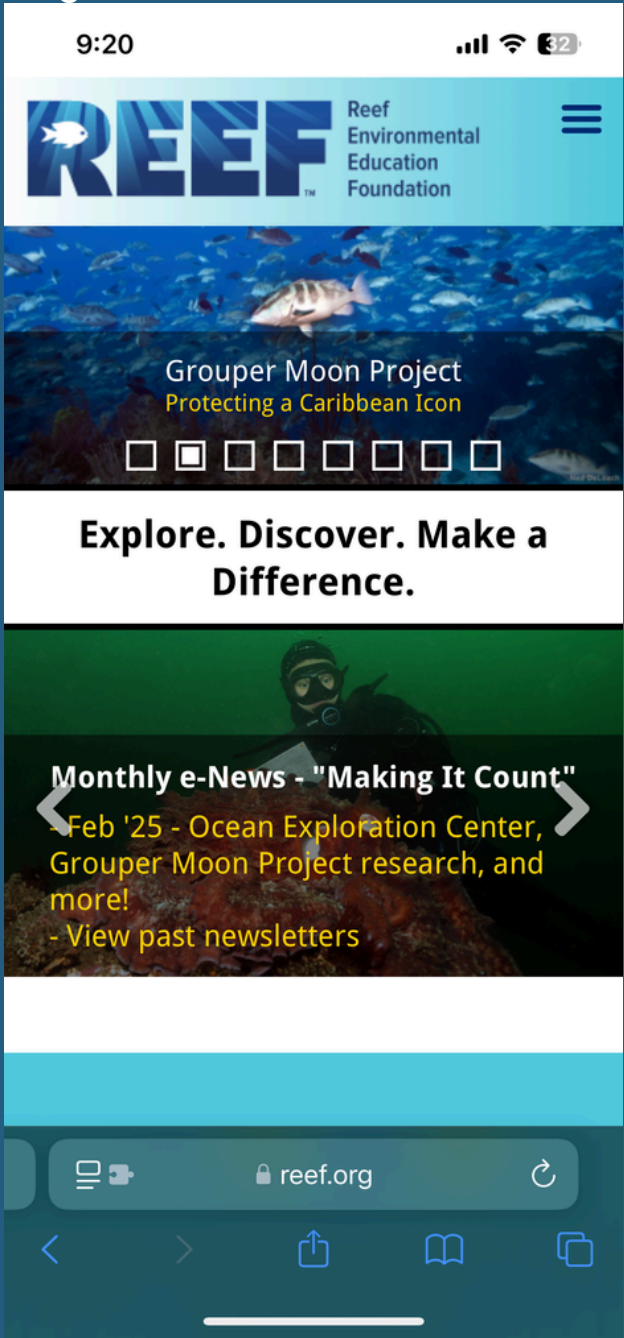
- The "donate" button's success was due to its prominent placement in the main navigation.
- Users found the navigation bar and button colors too bright and unappealing.
- Future iterations will refine the color scheme for better visual appeal and contrast.



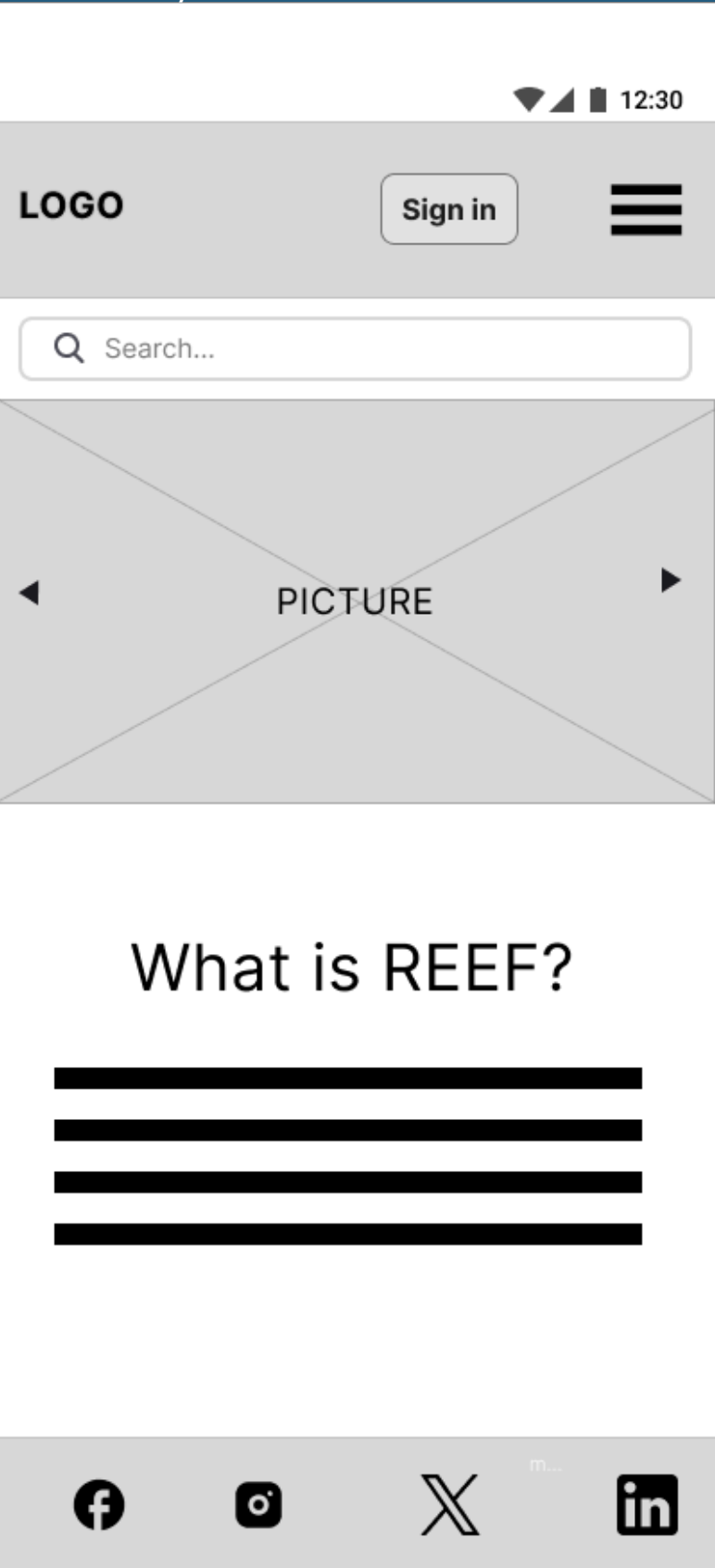
88% of users preferred the "donate" button within the main navigation on mobile, as it captured their attention and required fewer clicks to make a donation.

LOW TO HIGH FIDELITY COMPARISON

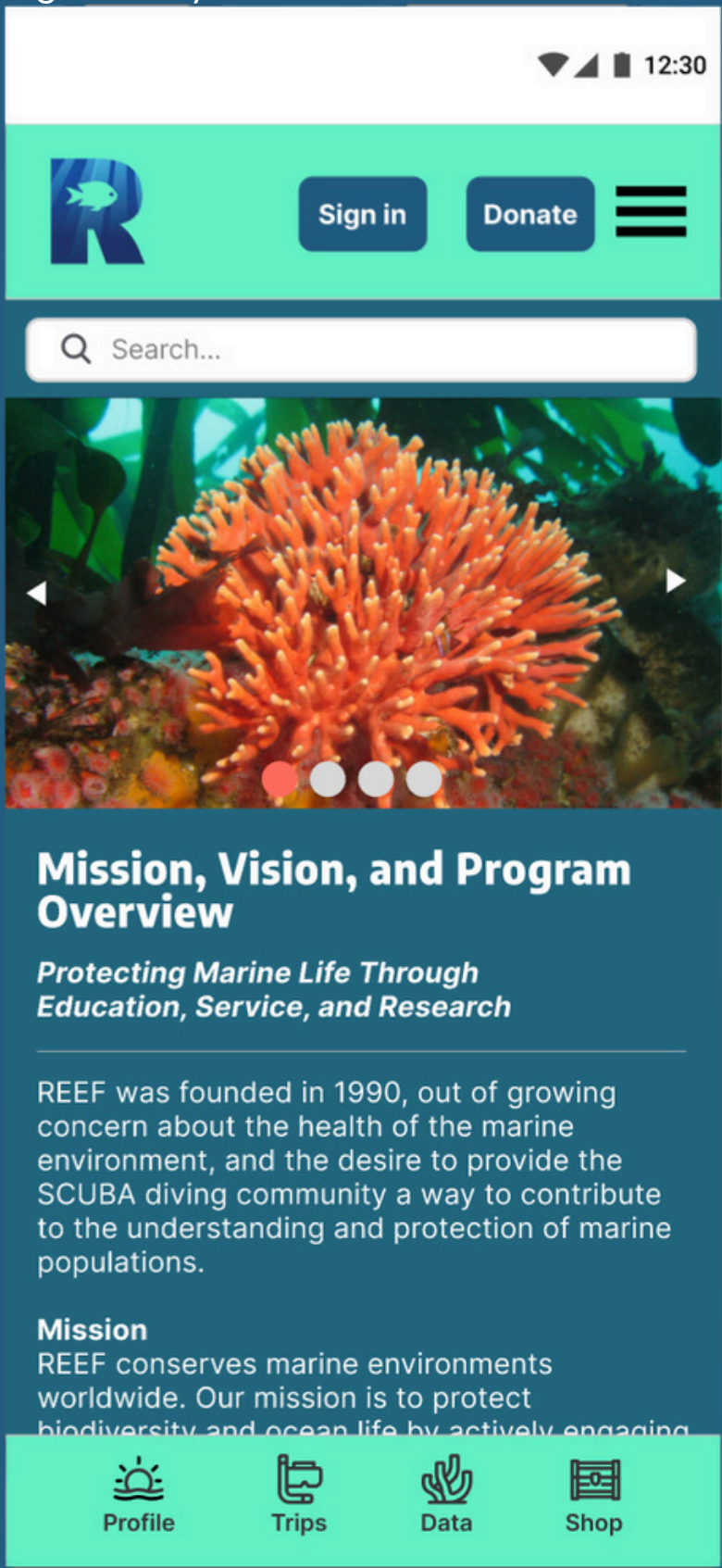
Original



Low Fidelity

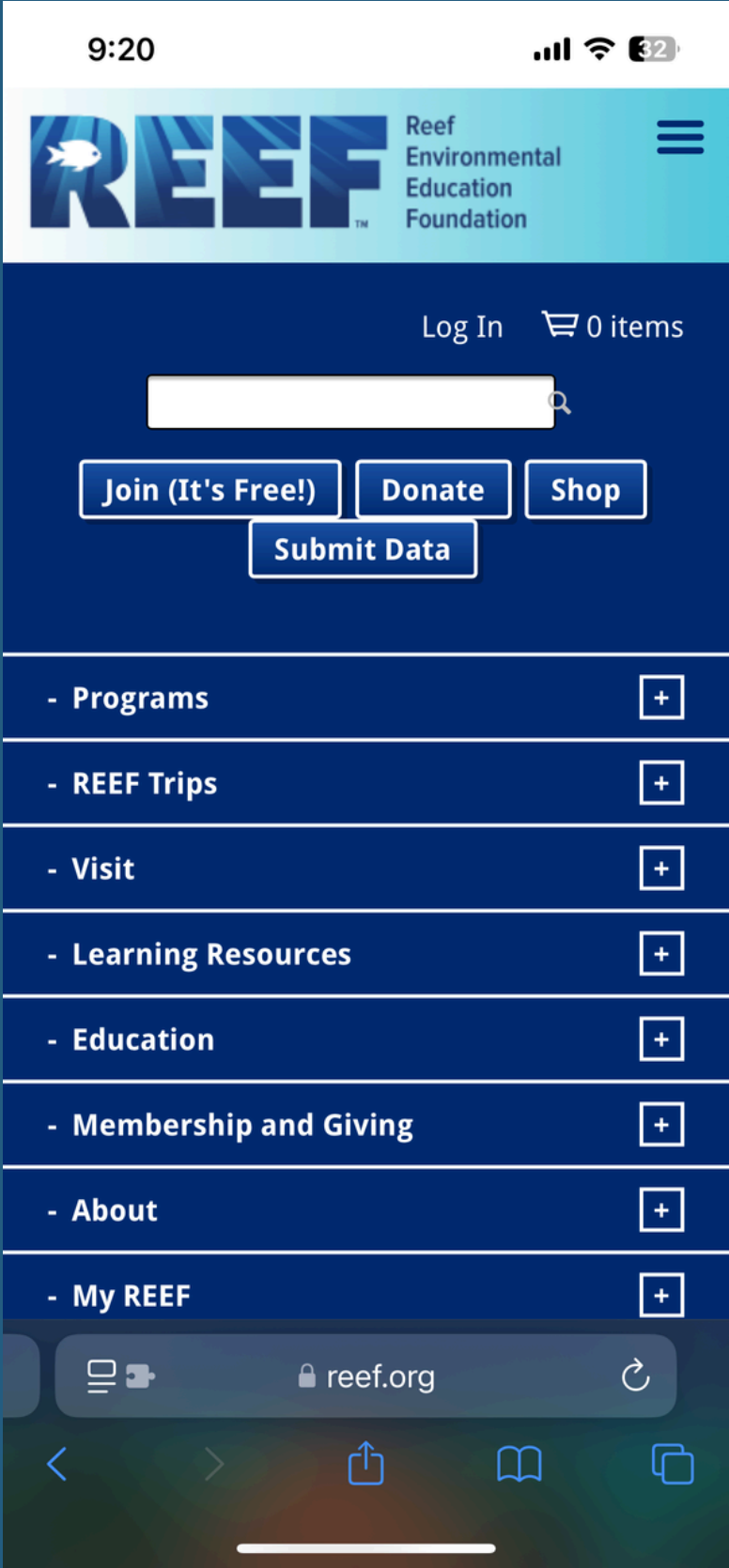


High Fidelity

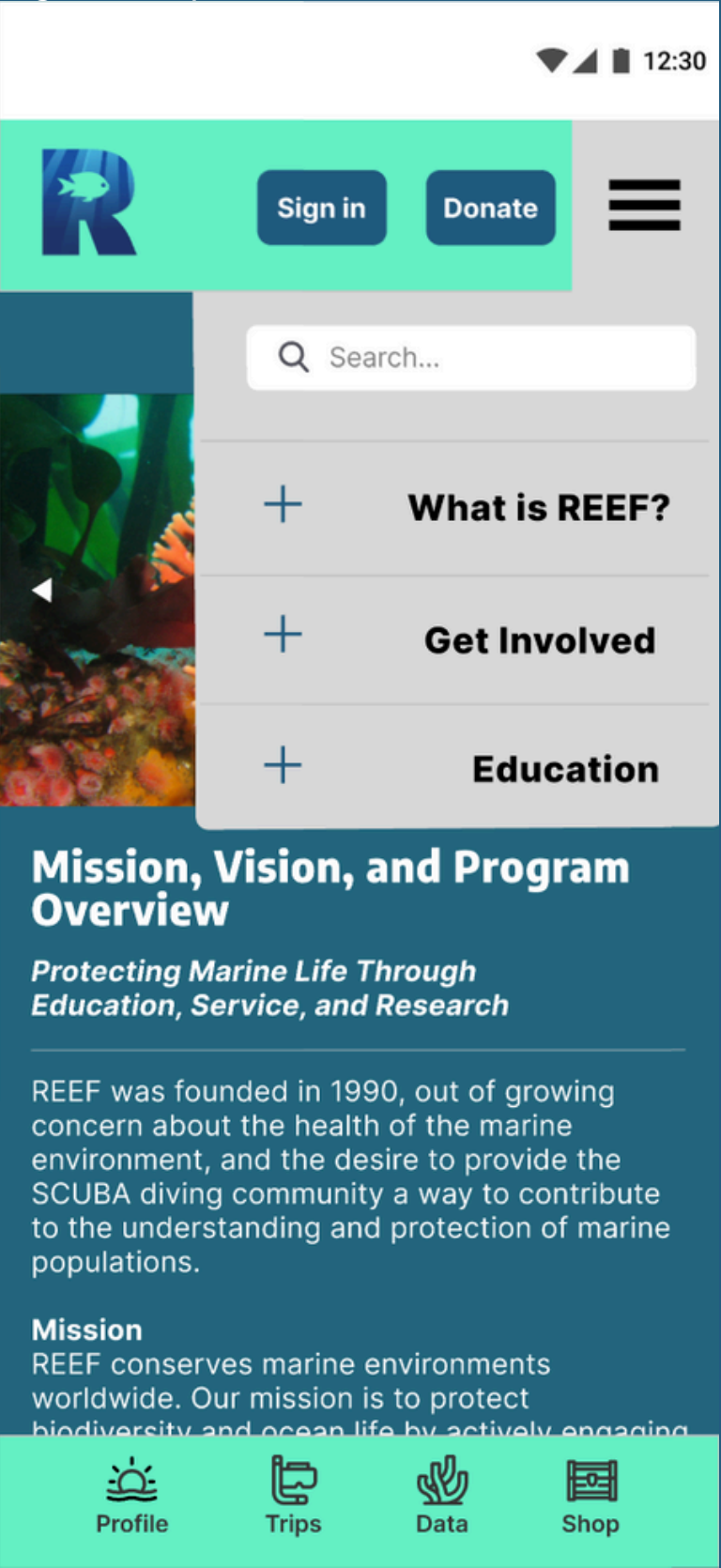


LOW TO HIGH FIDELITY COMPARISON

Original

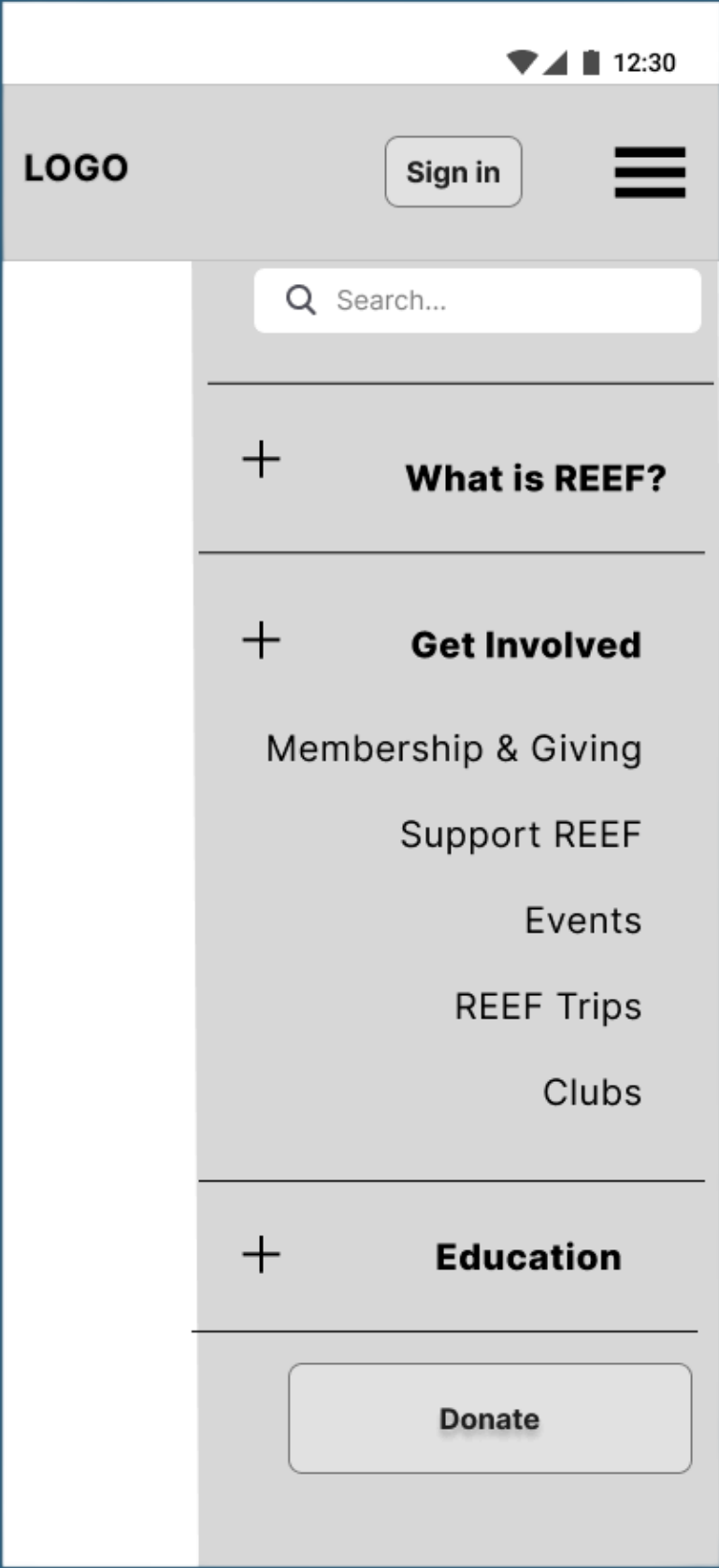


High Fidelity

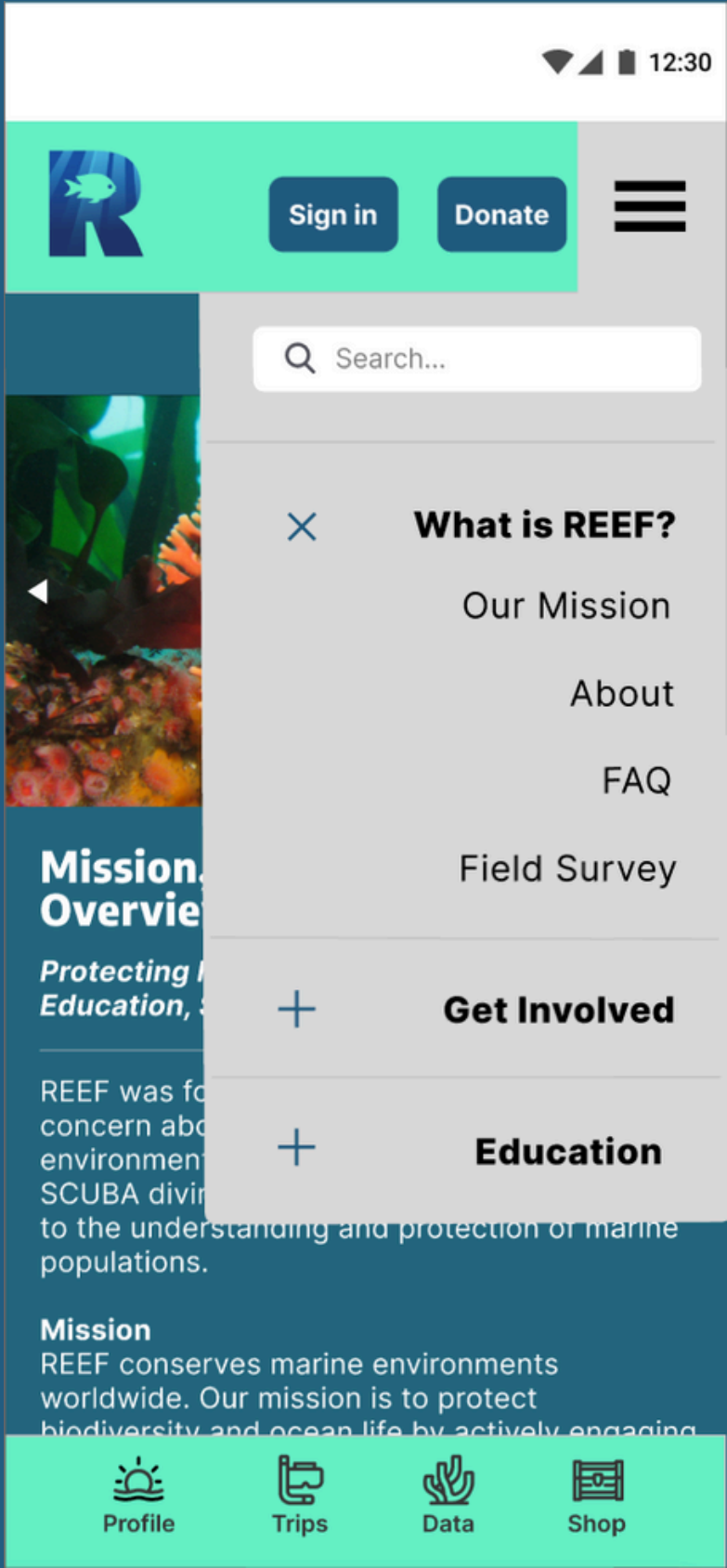


LOW TO HIGH FIDELITY COMPARISON

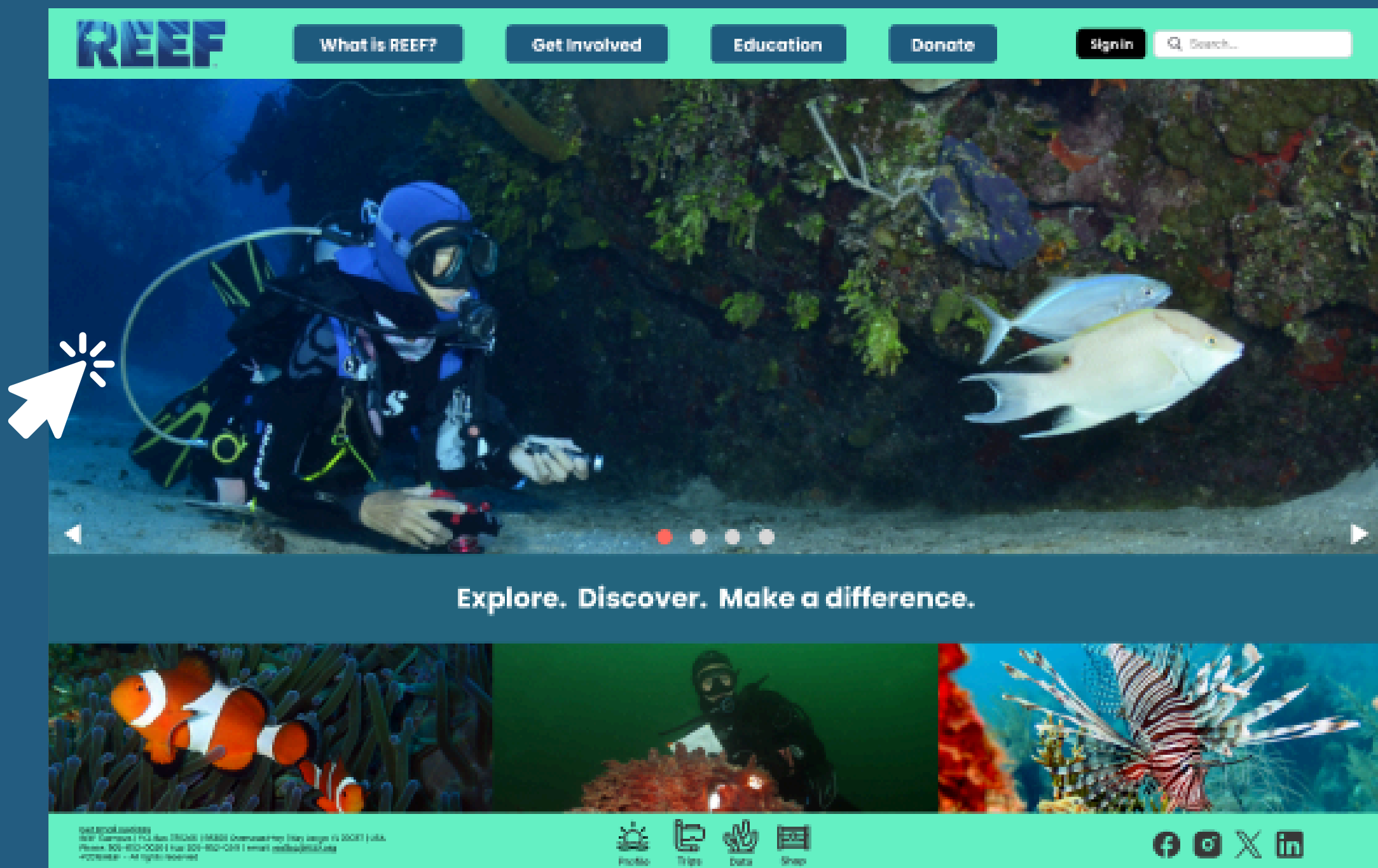
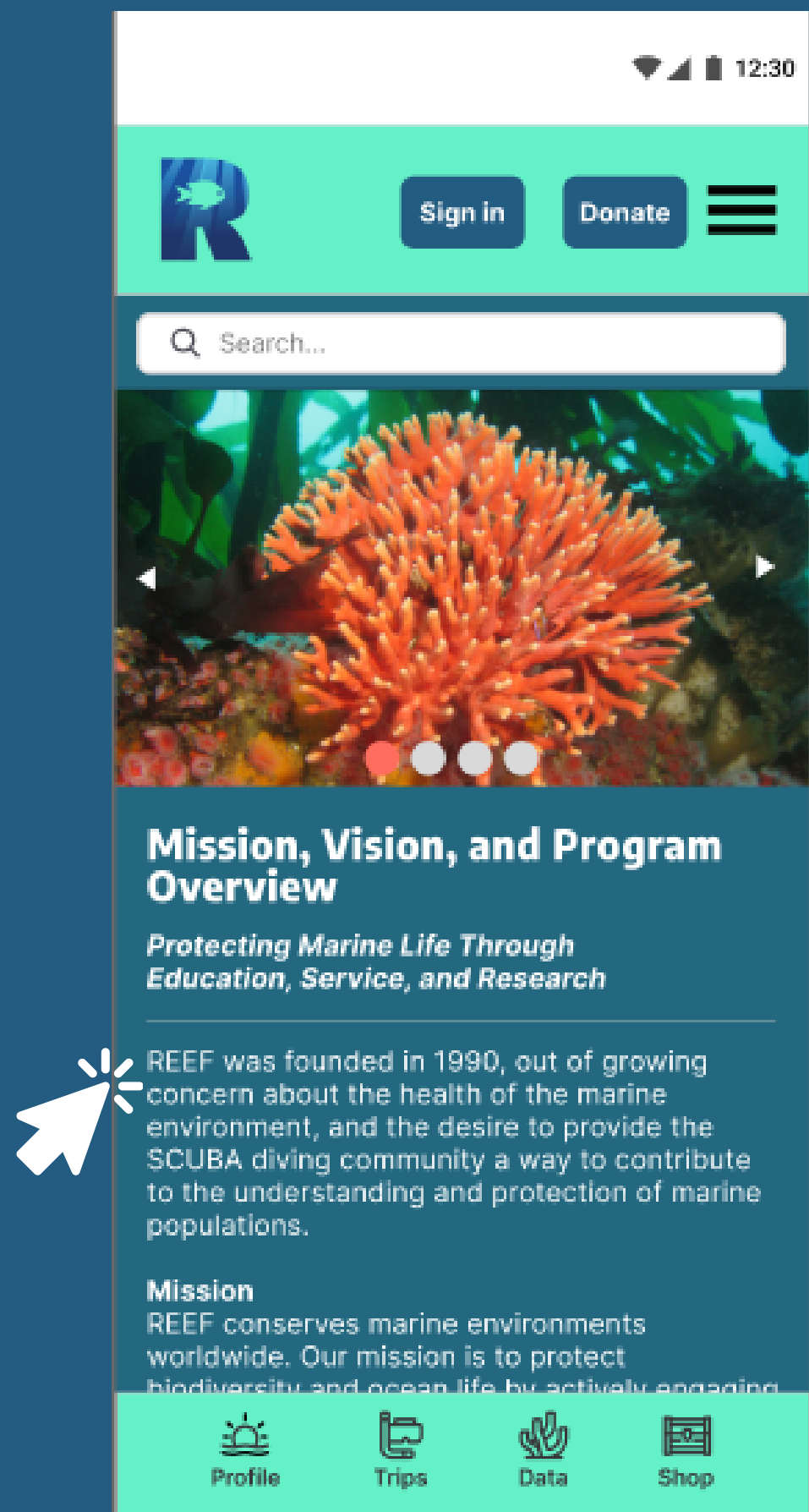
Low Fidelity



High Fidelity

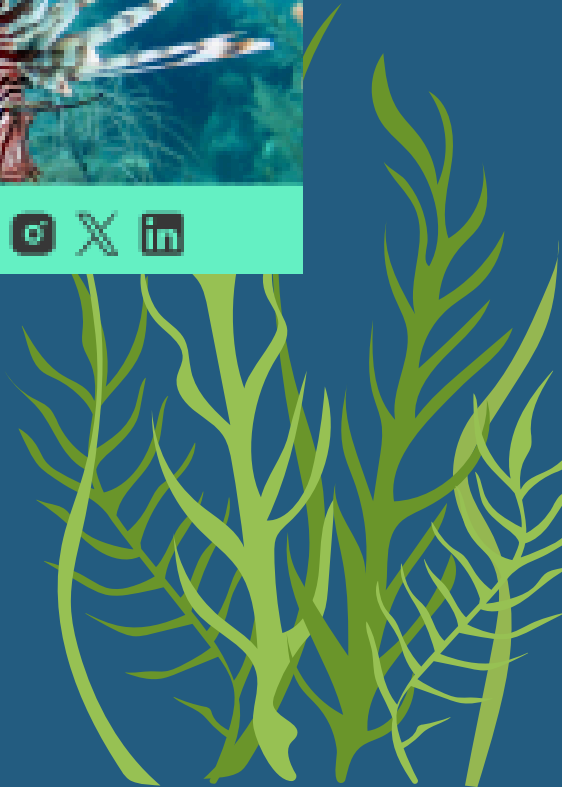


HIGH-FIDELITY PROTOTYPE'S VISUAL DESIGN LAYER



Future Iterations

- Testing color scheme
- A/B testing with footer options
- Testing main nav components and usability
- Develop and test templates for subpages



THANK YOU

