

# Roar for Leopards

Imran Ali

The image displays two versions of the 'Roar for Leopards' website. The top version is a desktop view with a dark theme. It features a navigation menu with links for Home, About us, Education, Tracking, Report Poaching, and Leopard Sighting, along with a red 'Donate' button. The main content area has a large leopard image and the heading 'Track the Majestic Leopard and Contribute Conservation Efforts by clicking below'. Below this is a smaller version of the same content. A sidebar on the right contains a 'Menu' icon, a 'Mode' toggle (light/dark), a search bar, and three red buttons labeled 'What?', 'Why?', and 'How?'. At the bottom of the sidebar is a 'Quick leopard facts' button. The bottom version is a mobile view, showing the same desktop content but with a hamburger menu icon in the top left. Below the main content, there are sections for 'Community Sightings updates' with 'Share your capture' and 'Explore further' buttons, and 'Our Vision' with a 'Support Now' button. There are also sections for 'Our supporters' featuring David Attenborough and Jane Goodall, and 'Supporting our cause' with WWF and WCS logos. The footer includes the copyright notice '© 2023 Roar for Leopards' and social media icons for YouTube and X.

Home About us Education Tracking Report Poaching Leopard Sighting Donate

Track the Majestic Leopard and Contribute Conservation Efforts by clicking below

Home About us Education Tracking Report Poaching Leopard Sighting Donate

Track the Majestic Leopard and Contribute to Conservation Efforts by clicking below

Menu Mode

Search

What?

Why?

How?

Quick leopard facts

How is our organization helping?

Explore by Virtual Safari

Supporting our cause WWF WCS

© 2023 Roar for Leopards YouTube X

# Project overview



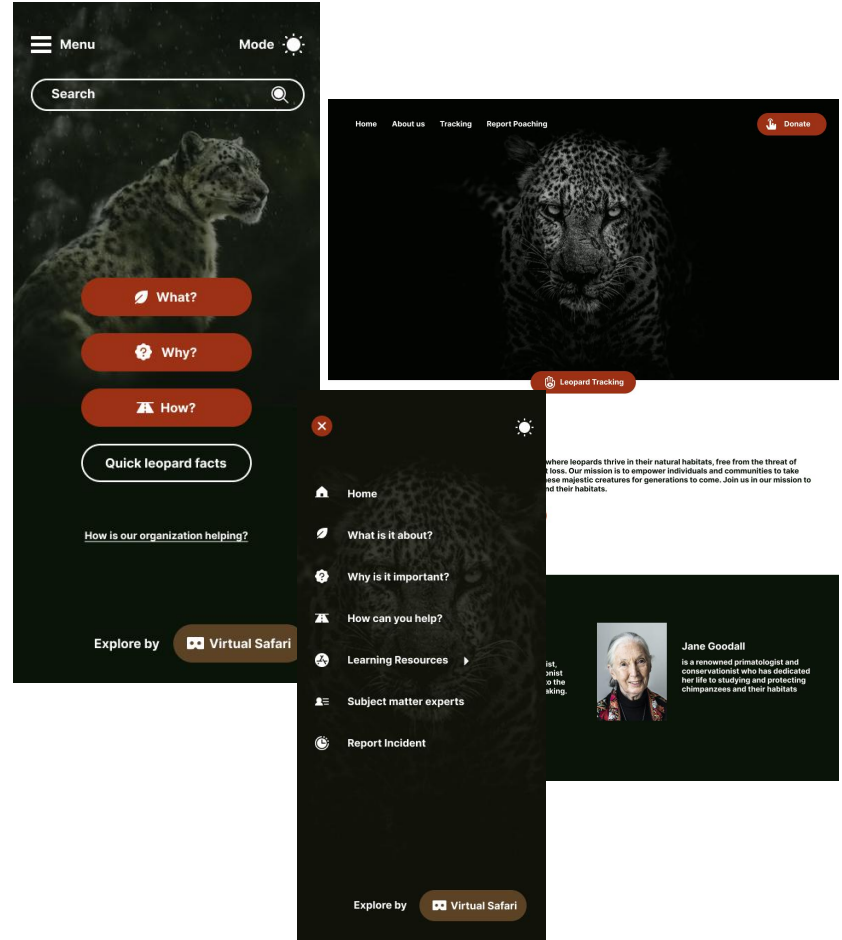
## The product:

Our leopard conservation solution provides a platform for wildlife enthusiasts to report leopard sightings and poaching incidents, track leopard populations, and access educational resources for conserving these majestic animals.



## Project duration:

March 2023 to April 2023



# Project overview



## The problem:

Despite the growing concern over the decline of leopard populations due to poaching and habitat loss, there is a lack of awareness and action among individuals and communities to protect and conserve these majestic creatures, leading to a critical threat to their survival.



## The goal:

Through our solution, our goal is to reduce the threat of poaching and habitat loss for leopards by empowering individuals and communities to take action towards their conservation, ultimately leading to the thriving of leopards in their natural habitats for generations to come.

# Project overview



## My role:

UX Designer



## Responsibilities:

My responsibilities include conducting user research, designing user-friendly interfaces for reporting poaching incidents, incorporating donation features, integrating social media sharing functionality, and ensuring clear information architecture and intuitive labeling.

# Understanding the user

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

# User research: summary



We conducted user research to understand the needs and behavior of users who are interested in leopard conservation. We assumed that users would primarily be interested in tracking leopard sightings and learning more about conservation efforts. However, after conducting research, we found that users were also interested in learning about the ecology of leopards, the threats they face, and ways they can get involved in conservation efforts beyond tracking sightings. This led us to expand our scope to include educational resources and a donation feature in addition to the tracking functionality. We used a combination of surveys and user interviews to gather data and gain insights into user behavior and preferences.

# Persona 1: Sarah

## Problem statement:

Sarah is a wildlife biologist who needs a tool that can help her record sightings and track the locations of leopards, so that she can better understand their movements and protect their habitats because she struggles to track the movements of leopards in the wild.



**Sarah**

**Age:** 28  
**Education:** BS biology  
**Hometown:** Newport, Rhode Island  
**Family:** Single (Lives Alone)  
**Occupation:** Wildlife Biologist

*"I know how important it is to protect endangered species like leopards."*

## Goals

- Sarah's goal is to find a way to help protect leopards in the wild.
- She wants to stay up-to-date on the latest conservation news and learn about ways that she can get involved in conservation efforts.

## Frustrations

- Difficulty finding reliable information about leopard conservation efforts
- Lack of a centralized platform for tracking and reporting leopard sightings

Sarah is a wildlife biologist who specializes in big cat conservation. She has a Master's degree in Wildlife Biology and has spent several years working on conservation projects in Africa. She is passionate about protecting endangered species and believes that everyone has a role to play in conservation efforts.

# Persona 2: Rahul

## Problem statement:

Rahul is a software engineer who is passionate about nature and wildlife photography. He needs a platform that allows him to share his photos with a wider audience and connect with other wildlife enthusiasts who are also interested in conservation because he wants to use his photography skills to raise awareness about leopard conservation and contribute to conservation efforts.



### Rahul

**Age:** 25

**Education:** BS Computer Science

**Hometown:** New Jersey

**Family:** Single (Lives Alone)

**Occupation:** Software Engineer

*"It's important to me that we preserve the biodiversity of our planet"*

### Goals

- Rahul's goal is to use his photography skills to raise awareness about leopard conservation.
- He wants to find a platform that allows him to share his photos with a wider audience and connect with other wildlife enthusiasts who are also interested in conservation..

### Frustrations

- Fear of potential consequences for reporting poaching incidents, such as retribution from poachers or negative reactions from the community
- Lack of awareness or education about the importance of leopard conservation.

Rahul is a software engineer who is passionate about nature and wildlife photography. He loves to go on wildlife safaris and capture photos of animals in their natural habitats. He is concerned about the impact of human activity on wildlife and wants to find a way to contribute to conservation efforts.



# Competitive audit

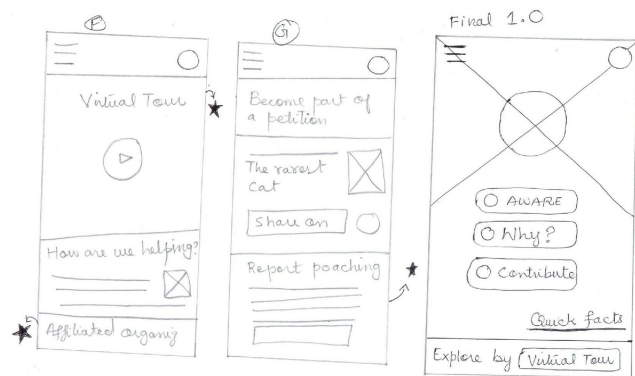
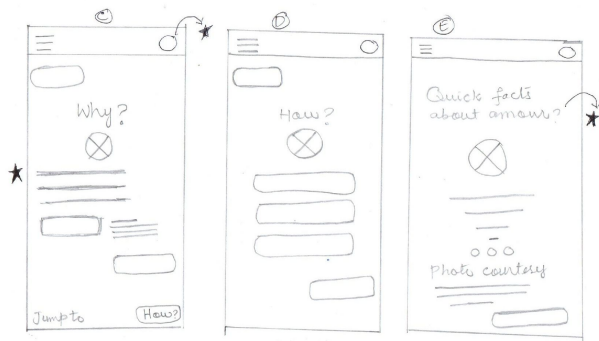
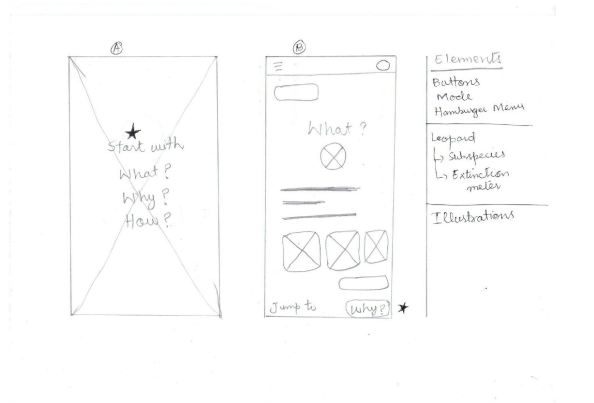
Evaluate competitors' apps to identify strengths, weaknesses, and opportunities to create a unique conservation app that offers an intuitive, educational and engaging user experience.

Competitive audit									
<b>Goal:</b> Conduct a competitive audit of existing conservation apps to identify key features, design patterns, and best practices that can be incorporated into our app, ultimately creating a user-friendly and effective tool for leopard									
General information									First impression
Competitor type (direct or indirect)	Location(s)	Product offering	Price (PKR - PKR)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	
Wildlife Conservation Society	Worldwide	NGO	\$	<a href="https://wcs.org">https://wcs.org</a>	Large	People of all age	Strong focus on scientific research	<b>Good</b> + Website is well-designed and easy to use + Modern design with everything on face value + Orders can be placed through website - Struggle at finding important information - More corporate focused essence	
iNaturalist	Worldwide	Citizen Scientist	\$	<a href="https://www.inaturalist.org/">https://www.inaturalist.org/</a>	Large	People of all age	To create a community of citizen scientists	<b>Outstanding</b> + Website is well-designed and easy to use + Has elegant design with strong branding + Extremely customer focused essence	
Wildlife Watchers	Worldwide	Local NGO	\$	<a href="https://www.wildlifewatchers.org/">https://www.wildlifewatchers.org/</a>	Large	People of all age	To empower individuals and communities to take action to protect and preserve wildlife and their habitats	<b>Outstanding</b> + Modern design + To the point content availability	

UX (rated: needs work, okay, good, or outstanding)					
Interaction				Visual design	
Features	Accessibility	User flow	Navigation	Brand identity	
<b>Excellent</b> + Order placement is easy if selected from recommendation + Search is not optimized as per food items + Tracking status is interactive and real time	<b>Needs Work</b> - Audio input option does not exist - Offers 1 language only	<b>Needs work</b> + Easy and to the point order and payment processes + Straightforward use flow - Search filter requires thorough work	<b>Okay</b> + Easy basic navigation + Clear indication of clickable elements	<b>Outstanding</b> + Strong brand identity including colors, font - Visual design doesn't always support content	
<b>Excellent</b> + Order placement is easy if selected from recommendation + Search is not optimized as per food items + Tracking status is detailed and real time - Lack of other useful features	<b>Needs Work</b> - Audio input option does not exist - Offers 1 language only	<b>Good</b> + Easy and useful order and payment processes + Straightforward user flow	<b>Okay</b> + Easy basic navigation + Clear indication of clickable elements	<b>Outstanding</b> + Strong brand identity including colors, font	
<b>Outstanding</b> + Real time sync and tracking + Out of delivery or exceptions separated in tabs	<b>Needs Work</b> - Optimized for Web only - Audio input option does not exist - Limited to English Language	<b>Good</b> + Because it is optimized for web it is self explanatory, with an interactive tutorial	<b>Outstanding</b> + Limited useful navbar items which is a plus point	<b>Good</b> + Visual design communicates company effectively + Modern and trendy design - Visual design doesn't always support content	

# Ideation

Our ideation phase focuses on creating paper wireframes for a user-friendly leopard conservation app that includes a streamlined user flow for reporting and preventing poaching.



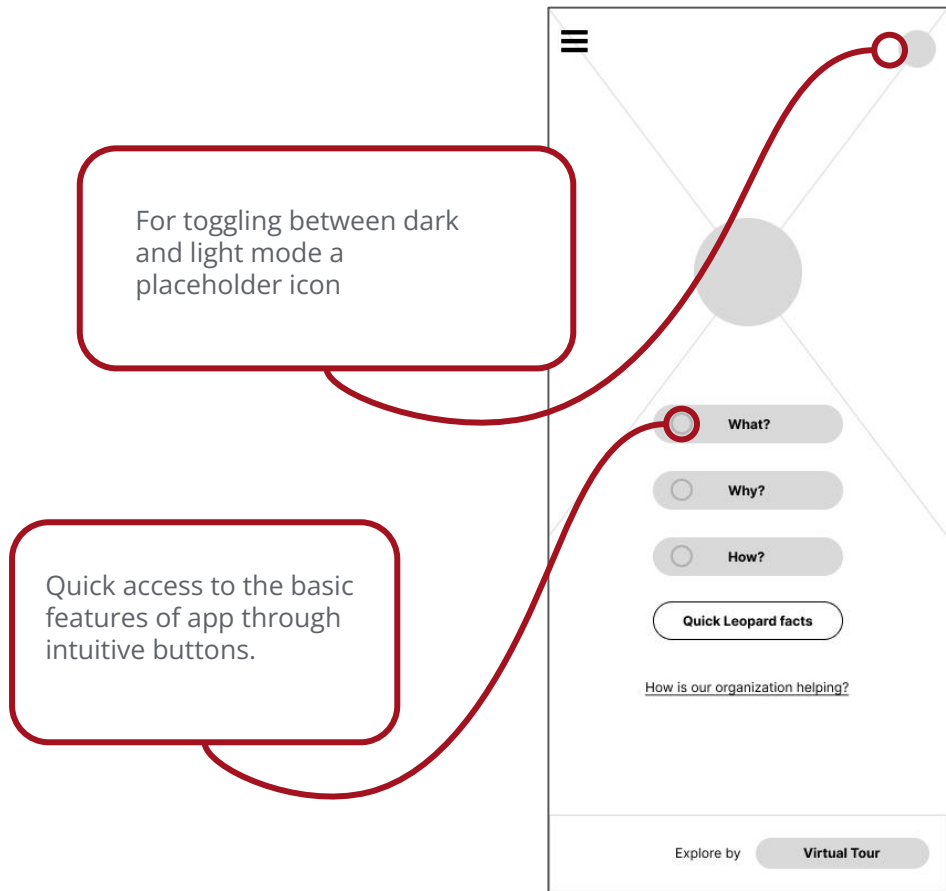
# Starting the design

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- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Digital wireframes

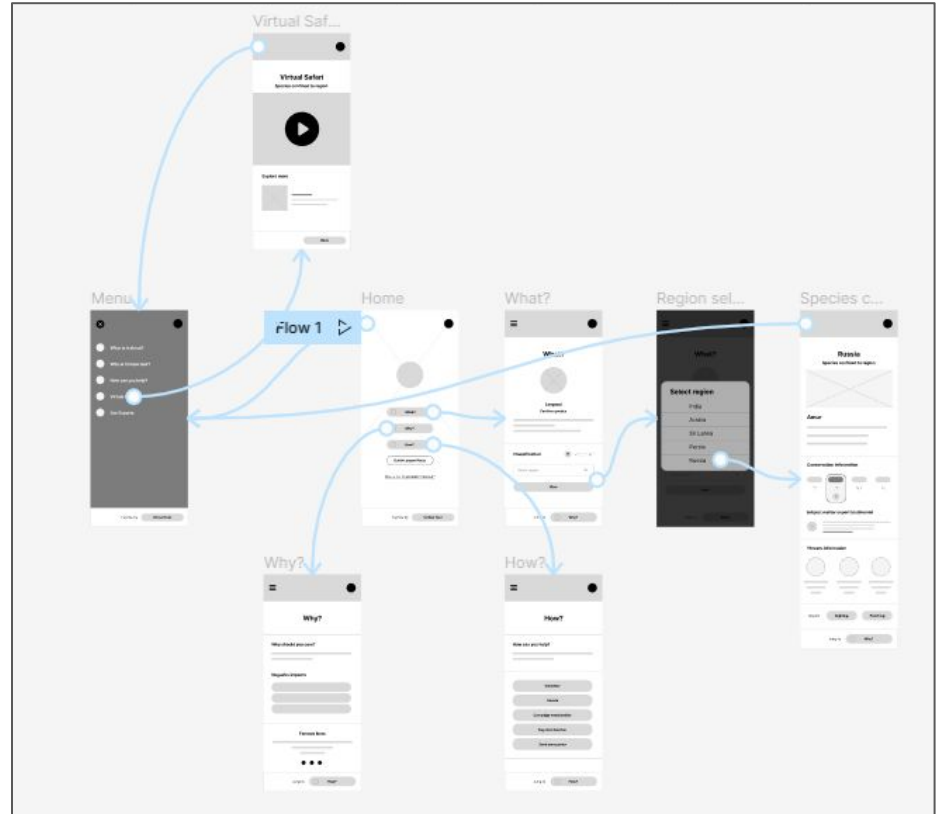
I designed a digital wireframe that incorporates a placeholder icon for toggling between dark and light mode, as well as intuitive buttons that provide quick access to the app's basic features.



# Low-fidelity prototype

In order to get ready for usability testing, I developed a low-fidelity prototype that linked the user journey of virtual safari and hamburger menu opening.

View Roar for leopard's [low-fidelity prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

All remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

Some main findings uncovered by the usability study:

1

## Finding

Map view was missing from the main user flow for searching and a reward system for engagement was needed.

2

## Finding

Learning resources not visible in low-fi prototype

3

## Finding

Poaching incident should be included in the main menu

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



# Sticker sheet

## Color Palette



## Typography

**H1 - Inter (Bold) 25 px**

**H2 - Inter (Bold) 20px**

**H3 - Inter (Bold) 15px**

Paragraph - Inter (Medium) 12px

## Phosphor Icons



<https://phosphoricons.com/>

## Buttons

### Primary



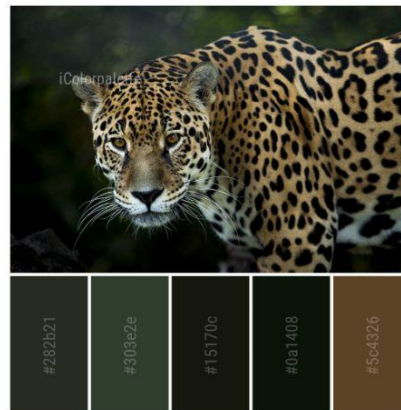
### Primary with icons



### Secondary



### Secondary with icons



iColorpalette

<https://colorpalette.com/p/180983>



iColorpalette

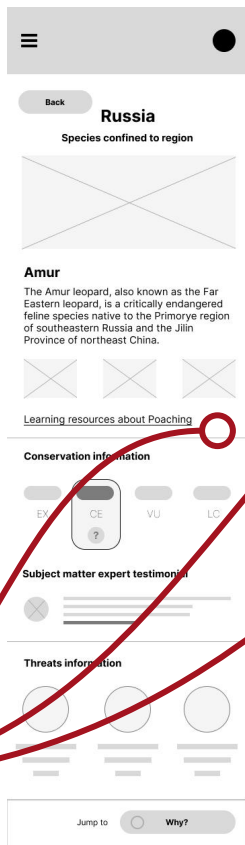
<https://colorpalette.com/p/51903>

# Mockups

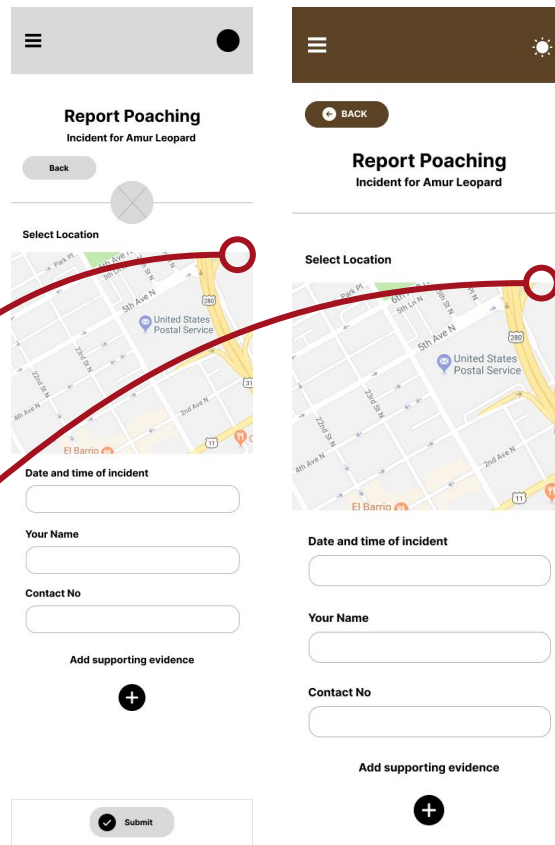
Based on the insights from the usability studies, I embedded a map view for location selection in search and incident reporting.

Map view missing from the main user flow for searching leading to poaching and sightings

## Before usability study



## After usability study

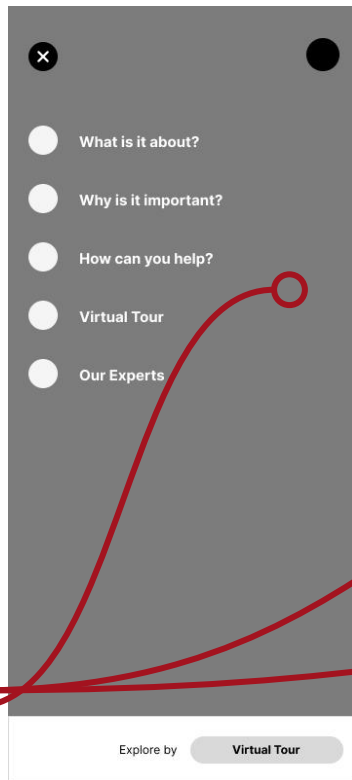


# Mockups

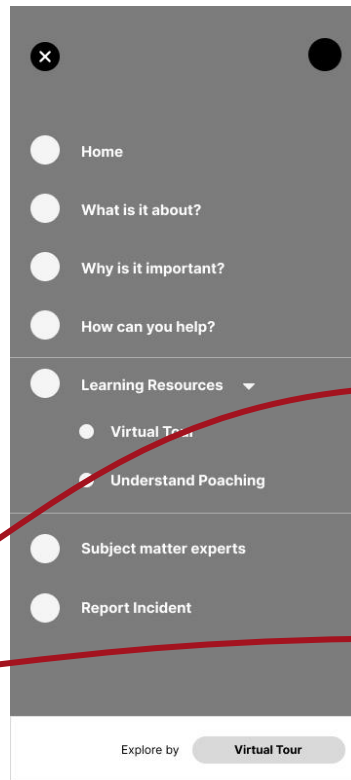
Based on the insights from the usability studies, I applied design changes in the hamburger menu, like visible and easy to understand menu items.

1. Poaching incident should be included in the main menu.
2. Learning resources not visible in low-fi prototype

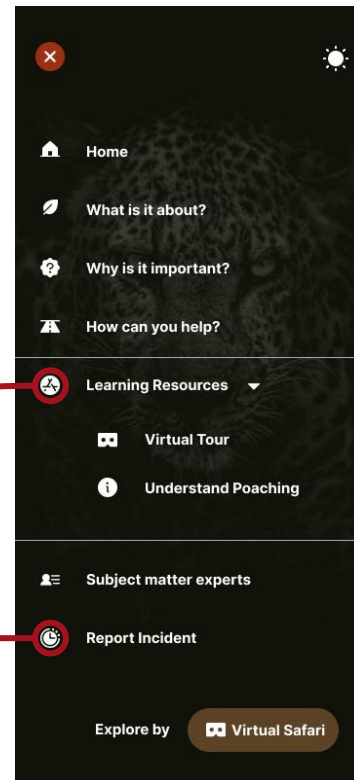
Before usability study



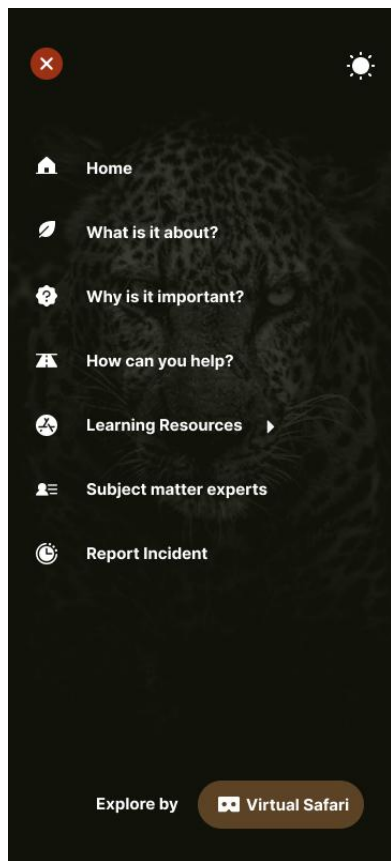
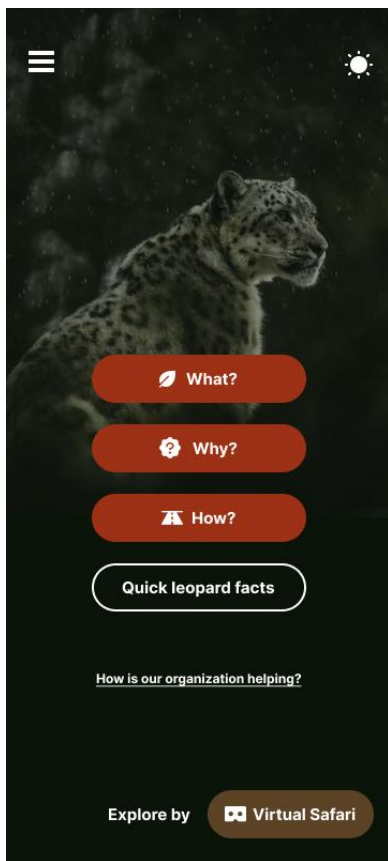
After usability study



Mockups - After usability study



# Mockups



## Amur

The Amur leopard, also known as the Far Eastern leopard, is a critically endangered feline species native to the Primorye region of southeastern Russia and the Jilin Province of northeast China.

[Learning resources about Poaching](#)



### Conservation information



[BACK](#)

## Badge earned



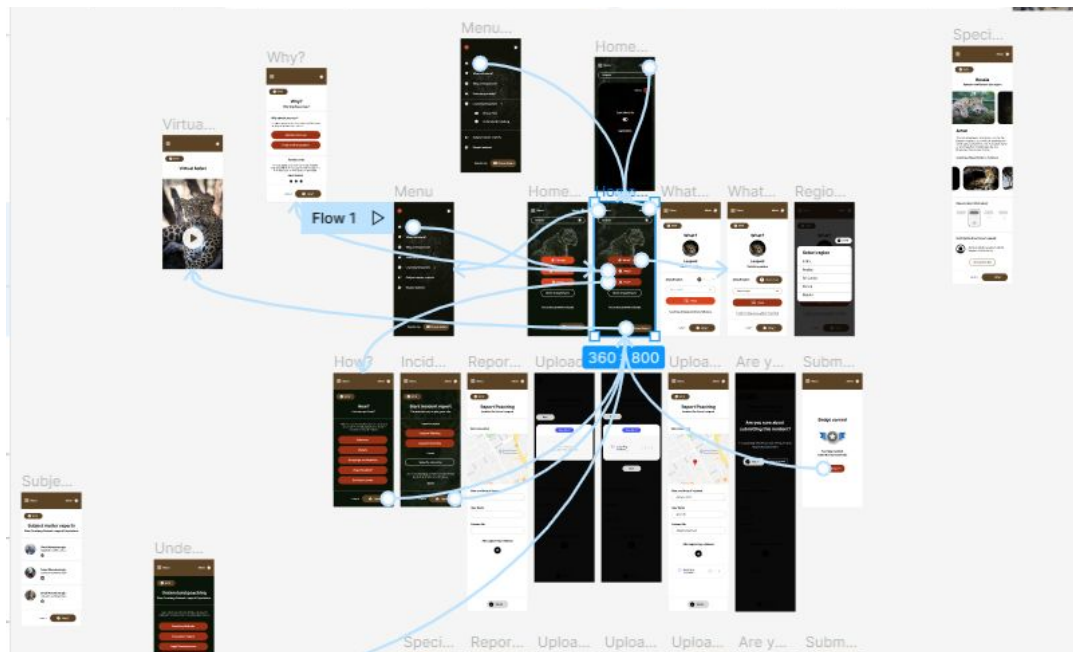
Poaching incident submitted successfully!

[Complete](#)

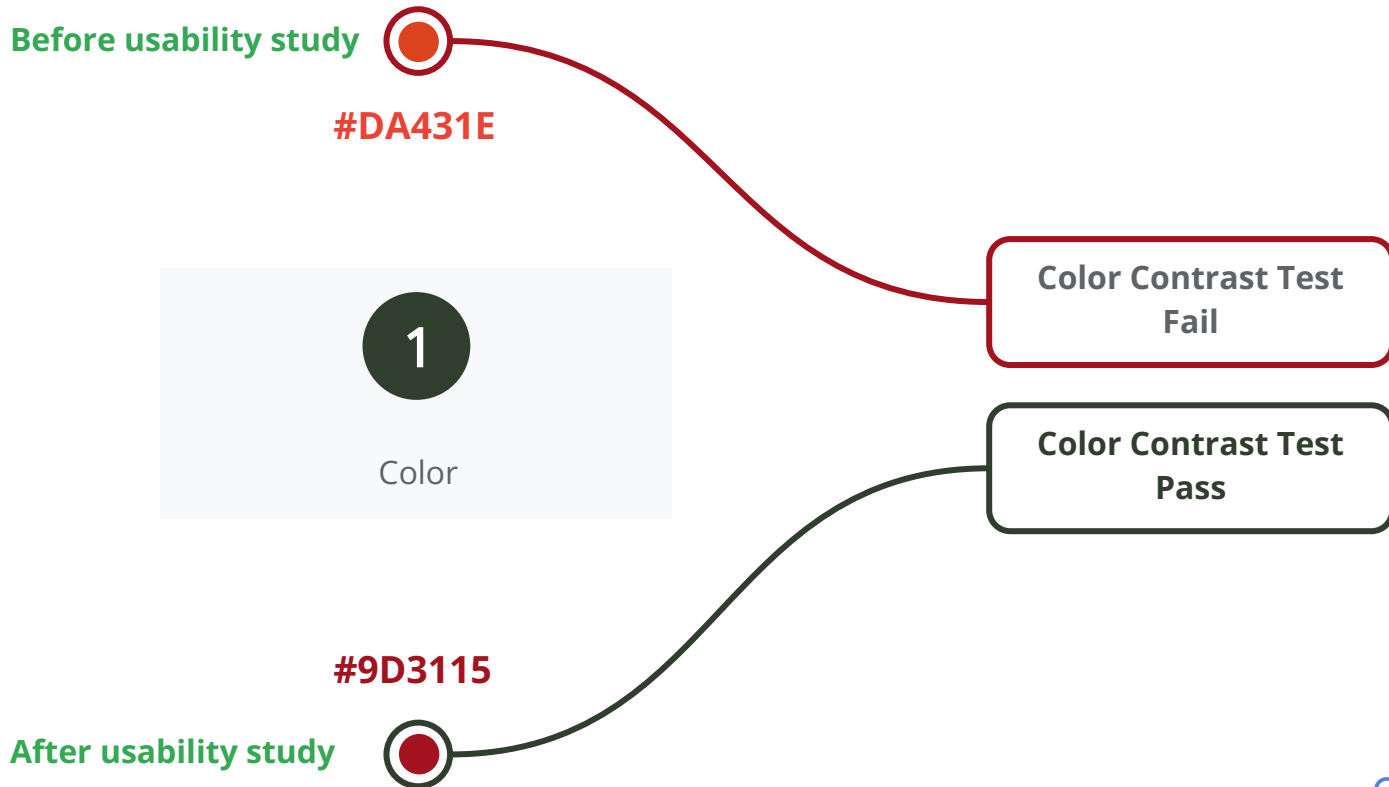
# High-fidelity prototype

The high-fidelity prototype followed two separate user flows i.e. Incident Reporting (Poaching and Sightings), including design changes made after the usability study.

View the [Roar for Leopards high-fidelity prototype](#)



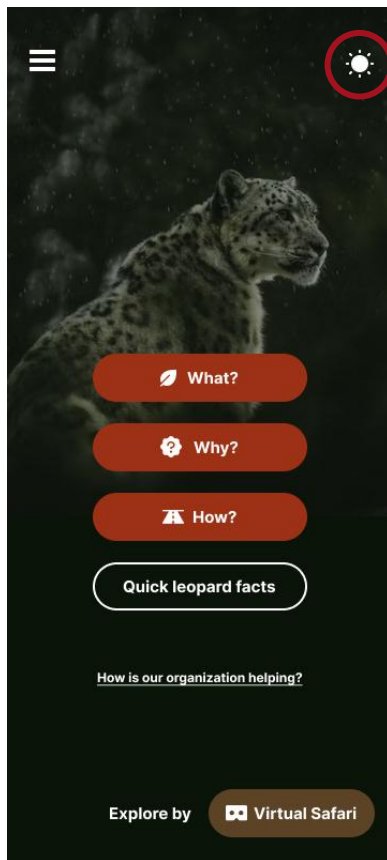
# Accessibility considerations



# Accessibility considerations

2

Dark Mode vs Light Mode



Dark vs Light mode

# Responsive Design

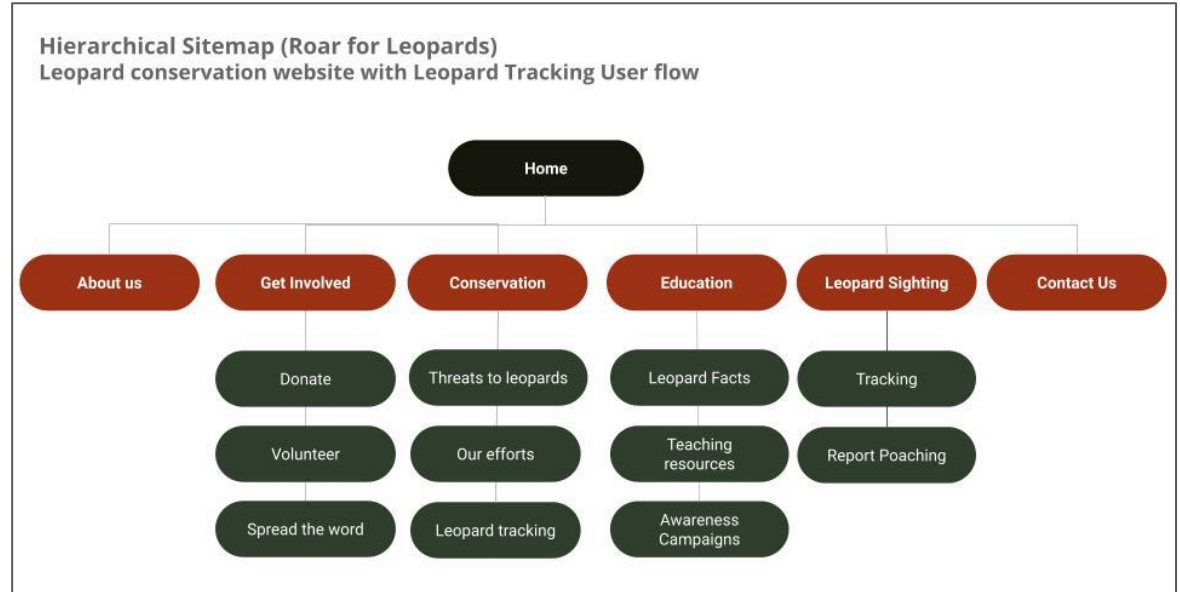
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- Information architecture
- Responsive design



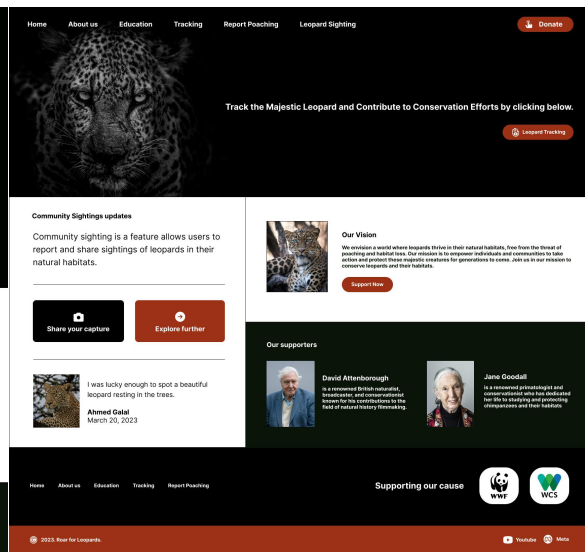
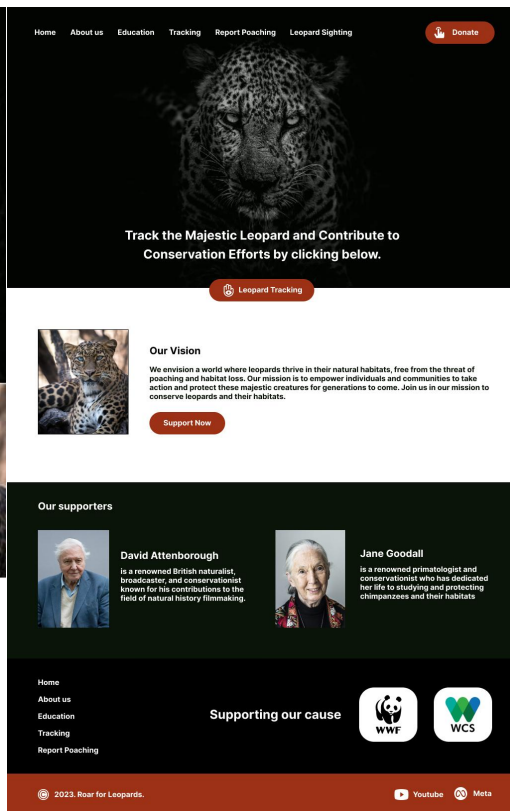
# Sitemap

The sitemap for Roar for leopards website outlines the website's structure and navigation, showing the various pages and content categories, including information about leopard habitats, conservation efforts, and ways to get involved.



# Responsive designs

I created designs for different screen sizes, including mobile, tablet, and desktop, and tailored them to meet the specific requirements of each device and screen size.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Roar for leopards fosters a sense of community among conservationists, researchers, and wildlife enthusiasts. It not only raises awareness about the conservation of the leopard species and their habitats but also encourages action towards their protection. This highlights the importance of incorporating user needs and preferences in designing digital platforms for conservation efforts.



## What I learned:

As a UX designer, conducting user research and designing a conservation app for leopard protection, I learned the importance of balancing user needs with conservation goals, incorporating community-driven features to foster a sense of collaboration, and continuously iterating designs based on user feedback to create a user-friendly and effective tool for conservation.

# Next steps

1

Conduct research on the effectiveness of the app in engaging users in leopard conservation efforts, including tracking and reporting leopard sightings, sharing educational resources, and connecting with other conservationists.

2

Develop a comprehensive educational section for users to learn more about leopard conservation and the importance of protecting the species and their habitats.

3

Integrate the incentives and rewards system into the leopard conservation website, and test its effectiveness through user feedback and data analysis.

# Let's connect!



The end of case study of social good project namely **Roar for leopards**, conducted by **Imran Ali**

I'm eager to collaborate with other designers and developers to bring innovative ideas to life. If you're looking for someone to join your team or collaborate on a project, I'd love to hear from you.

Please feel free to reach out to me at

[imran.neo@gmail.com](mailto:imran.neo@gmail.com)

<https://imimran.net>