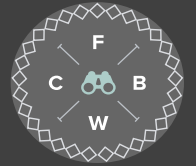


CREATIVE BRIEF WEBSITE REDESIGN

CENTRAL FLORIDA BIRD WATCHERS

<https://vmd140nightteam2spring2015.wordpress.com/>



- Executive Summary
- Project Brief
- Competitive Analysis
- Personas
- Logo
- Sitemap
- Wireframes
- Redesigned Site

TEAM 2

Beau Takahara / Production Manager
Nicholas Ice / Information Architect, Graphic Designer
Vincent Chavez / Front-End Developer
Melinda Kim / Visual Designer

ORIGINAL WEBSITE ISSUES

Through the discovery phase of this project, we learned that The Central Florida Bird Watchers website has issues in the following areas:

- Stylistically outdated & inconsistent
- Global Navigation inconsistent
- Lack of appeal & organization
- Few user experience opportunities
- Childish, animated gif logo

SOLUTIONS

With a goal of attracting more site visitors and being a resource for local and visiting birders, we developed profiles of potential site visitors (Personas), examined various similar sites (Comparative Analysis) and developed the following solutions:

- Appealing, Consistent, and Cohesive Design Scheme
- New Logo
- Global Navigation Simplified and made Consistent
- Elegant, Stylistically Unified, Global Links Sidebar
- Bird Photo Gallery Revised

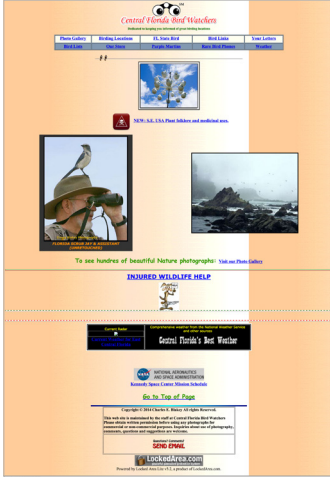

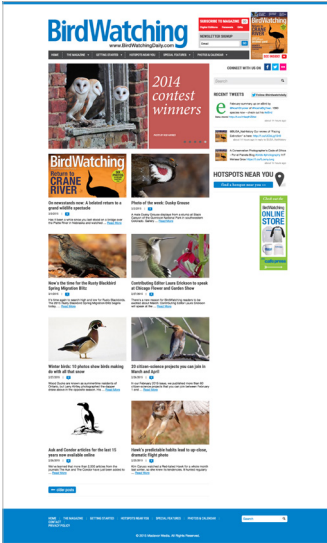
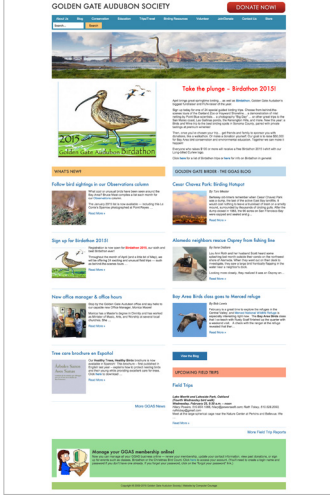
REASONING BEHIND SOLUTIONS

In order to achieve our goal of making the site more appealing, unified, and less chaotic, we felt it necessary to make the following changes:

- Develop and implement excellent and consistent design, new logo, and stunning photo gallery
- Create a simple and consistent navigation scheme
- Devise an elegant Global Links Side Bar providing unity and consistency

WHERE	
Preferred domain (website) name	Central Florida Bird Watchers www.cfbw.com
Domain name already registered?	Yes
Preferred / existing server	Existing
Target date for launching new site	3-9-2015
External factors that could influence schedule	Weather updates, seasonal disruptions to birding activities
WHY	
Primary business objectives/goals for the site. Prioritise if possible.	Attract bird watchers/regional wildlife enthusiasts as possible customers to the online store, and provide educational information for birders in the area.
What problems do you hope to solve with the site?	Site is stylistically outdated, global elements like navigation is very inconsistent. Make the site more appealing, apply global changes, update styles and functionalities for an improved user experience.
WHO	
Primary customers / target audience. Rank if more than one.	Local or travelling birders, ornithologists, wildlife enthusiasts.
How will customers use your site? What are their goals (rank if possible)?	Find specific information about regional birds, advice on spots and weather warnings.
Who are your direct competitors? (Include web addresses).	Fresno Audubon http://fresnoaudubon.org/ Golden Gate Audubon Society http://goldengateaudubon.org/ Bird Watching Daily www.birdwatchingdaily.com
What do you offer that is different from your competitors?	Information specific to the region.

WHAT	
Why do your customers need you? What is the most important benefit you offer (from their perspective)?	Relevant, current information for local birdwatchers and wildlife enthusiasts.
3-5 adjectives describing how you want users to perceive your site.	Informative, updated, friendly/accessible, helpful, reliable: provides current and relevant information.
URLs of websites you like. What do you like about them?	http://audubon.org Use of bright vivid photography and art, energetic colors for links and call to actions, clear fonts, responsive, global navigation at the top.
Do you have existing content for the site or will you create new content.	Existing Content
Do you have any visuals prepared, or any in mind? (Logo, colour scheme etc.)	Will create logo and color scheme setup.
HOW	
Budget: Low cost, fast timeline or full featured?	Low hanging fruit; low cost, simple changes to improve UI.
Marketing: Do you have a marketing strategy in mind to promote your website. If yes, could you describe it?	We could add a sign up form for users to subscribe to a newsletter or email list. We can send announcements/updates to users who opt in.
Maintenance: How often will you update content on the site to keep it current. Who is responsible for providing and updating content?	Regular updates will be needed for local birders, depending on weather conditions, seasonal/migratory patterns of the wildlife.

SITE NAME URL	CENTRAL FLORIDA BIRD WATCHERS www.cfbw.com	FRESNO AUDUBON https://fresnoaudubon.org	BIRD WATCHING DAILY www.birdwatchingdaily.com	GOLDEN GATE AUDUBON SOCIETY http://goldengateaudubon.org/
Screenshot				
Content Features	CFBW	Fresno Audubon	Bird Watching Daily	Golden Gate Audubon
Photo Gallery	Y		Y	
About Us		Y		Y
Bird location/Maps	Y	Y	Y	Y
Links	Y		Y	Y
Contact Us	Y	Y	Y	Y
Home		Y	Y	Y
Magazine		Y	Y	

Newsletter Signup		Y	Y	Y
Slideshows			Y	
New Siting Updates / Tweets			Y	
Technical Features	<i>CFBW</i>	<i>Fresno Audubon</i>	<i>Bird Watching Daily</i>	<i>Golden Gate Audubon</i>
Global Navigation	Y	Y	Y	Y
Store	Y			Y
Responsive site				Y
Social Networking		Y	Y	Y
Search		Y	Y	Y
Blog		Y	Y	Y
Summary				
Central Florida Bird Watchers	<p>Overall the CFBW site is created haphazardly for the sake of having a web presence. The design is disorganized (Microsoft Windows 1995), the logo is unprofessional, the navigation is confusing & inconsistent on various pages, and the photo gallery is confusing. One big problem is there are many immediate links to other websites that immediately take the visitor to a different site. These other sites are so different in style that it makes the CFBW site feel like a very haphazard pastiche in terms of style and content. In comparison to CFBW, all the other sites have a consistent look and feel throughout.</p>			

<p>Fresno Audubon</p>	<p>A site that was compared to the Central Florida Bird Watchers website. The Fresno Audubon website is up-to-date with the current trends of website design, but does lack some content that the Central Florida Bird Watchers website has. Fresno Audubon doesn't have a photo gallery like the Central Florida Bird Watchers site. FA also lacks links to other relevant sites which CFBW does contain, but CFBW over saturates the website with links. Content wise, CFBW lacks an About page which the FA has. Content present on both sites is the ability to view bird maps & locations as well as a way to contact the site. Regarding technical features, FA surpasses CFBW in search capabilities, global navigation & social media.</p>
<p>Bird Watching Daily</p>	<p>Another bird watching site we are comparing to the Central Florida Bird Watchers site. On the global Navigation Bar for the BWD site, "Home" is an item, whereas it isn't on the CFBW site. However, the BWD site does not have a way to contact the site owners, except through Facebook and Twitter. The design for the whole BWD site has a much more updated and consistent look and feel than the CFBW site. However, like the CFBW site, the BWD site is not responsive. BWD's reach is further than that of CFBW.</p> <p>Under the BWD "Hotspots" global nav bar item, you can choose a state and specific location for bird watching. When you click down on to the various far-flung national sites, however, there is a consistency of identically designed maps, directions, and "At a Glance" items about specific birds and other things at each location. On the pages for these sites in various different states, there are also links to the URLs of the specific bird watching sites, but that doesn't disrupt the feeling of design consistency created by BWD for the various bird watching sites.</p> <p>While on the CFBW site, when you are connected to various bird watching sites in the state of Florida, most often, you are linked to the URL of the specific bird watching site, and the look of those pages is very different from the other CFBW pages. This creates a disconcerting jumble of different styles for the various bird watching locations. Also, on the CFBW site, links to the "Weather" page URL and various other pages, take you to pages and sites designed in a radically different style.</p>
<p>The Golden Gate Audubon Society</p>	<p>Consistent design elements: global header navigation, use of bright colors to reinforce strong hierarchy, search box function, nice illustrations/images and content organization. The look is plain with some random clipart images thrown in, so it looks more like a blog than a website but a pared down look is probably reasonable considering how much content (text) is in this site. Overall the site is Informative, community driven, quite comprehensive in terms of features and content, the look is a little plain and dated, uses too many colors, inconsistent image sizes, text heavy and not responsive.</p>



Albert Hemsworth

“Hope” is the thing with feathers - That perches in the soul -
And sings the tune without the words - And never stops - at all -

(Original quote from Emily Dickinson)

AGE 68

INCOME \$80,000

OCCUPATION Retired Professor

SUMMARY Recent retiree English professor from Cal State, who recently moved to Florida with his wife.

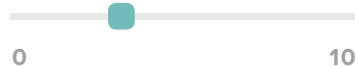
MOTIVATION Finding the most up-to-date information about local birdwatching hotspots and wildlife.

GOALS Looking to learn more about local wildlife, find recommendations and network with local birders.

PAIN POINTS New to the area, has an abundance of free time but no fellow birdwatching friends.

BEHAVIORS

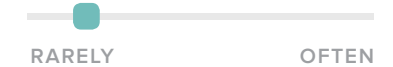
Tech Saavy



Internet Usage



Online Shopping





Caroline Winston

“If the internet wasn’t made for finding information about birds, what's the point of it?”

AGE 47

INCOME Bird Trainer

OCCUPATION \$42,000

SUMMARY Caroline Winston is a bird enthusiast turned professional bird trainer. She tries to keep up to date on the tracking and documentation of new bird species and loves finding images of birds in their natural habitats.

MOTIVATION Find any sort of bird related information available. See images taken by other bird watching groups, and nature photographers.

GOALS Find potential bird watching clubs to visit while traveling. Purchases bird related publications and bird-related photography.

PAIN POINTS Doesn’t have much time to browse internet on a desktop. Birds are disrupted by use of mobile devices for prolonged periods of time.

BEHAVIORS

Tech Saavy

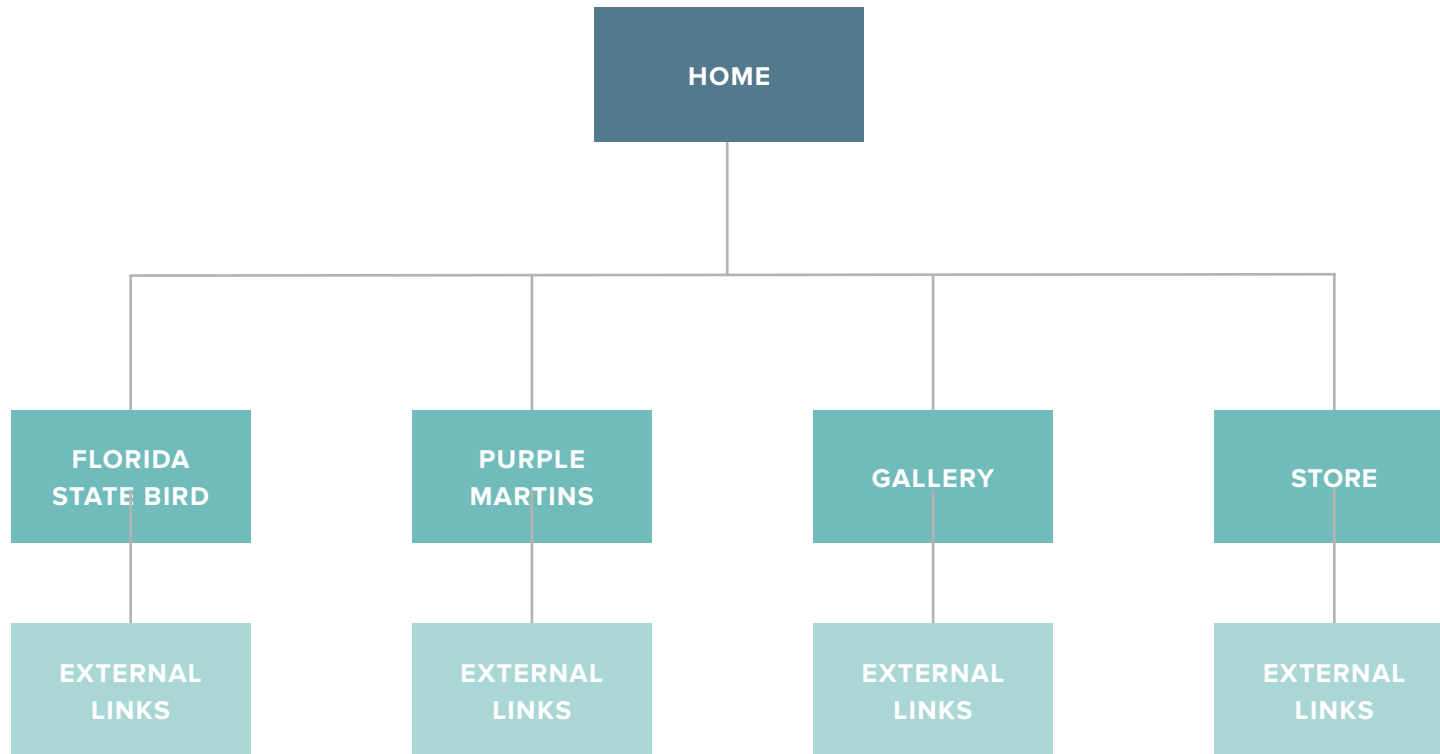


Internet Usage



Online Shopping





COLOR LOGOS

Logo (for dark backgrounds)



Logo (for white / light backgrounds)



Short Logo (for dark backgrounds)



Short Logo (for white / light backgrounds)



B & W LOGOS

Badge (for dark backgrounds)



Badge (for white / light backgrounds)



Short Logo (for dark backgrounds)

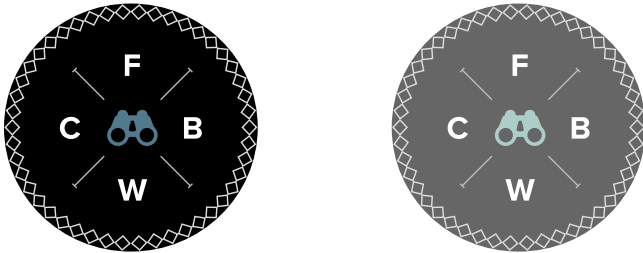


Short Logo (for white / light backgrounds)



COLOR VERSIONS

Badge (for dark backgrounds)

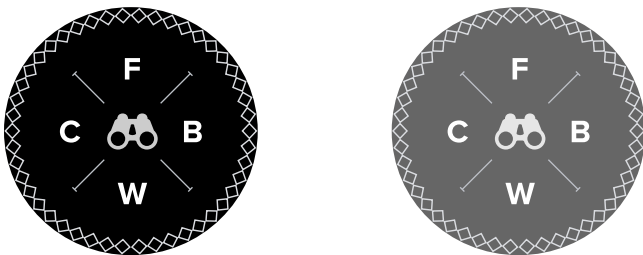


Badge (for white / light backgrounds)

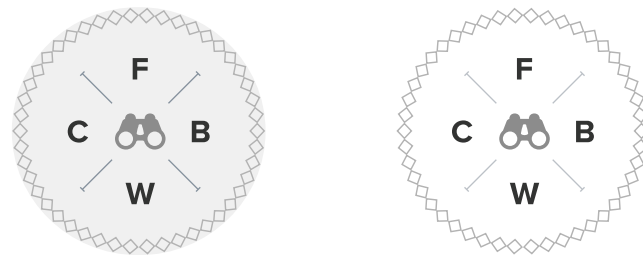


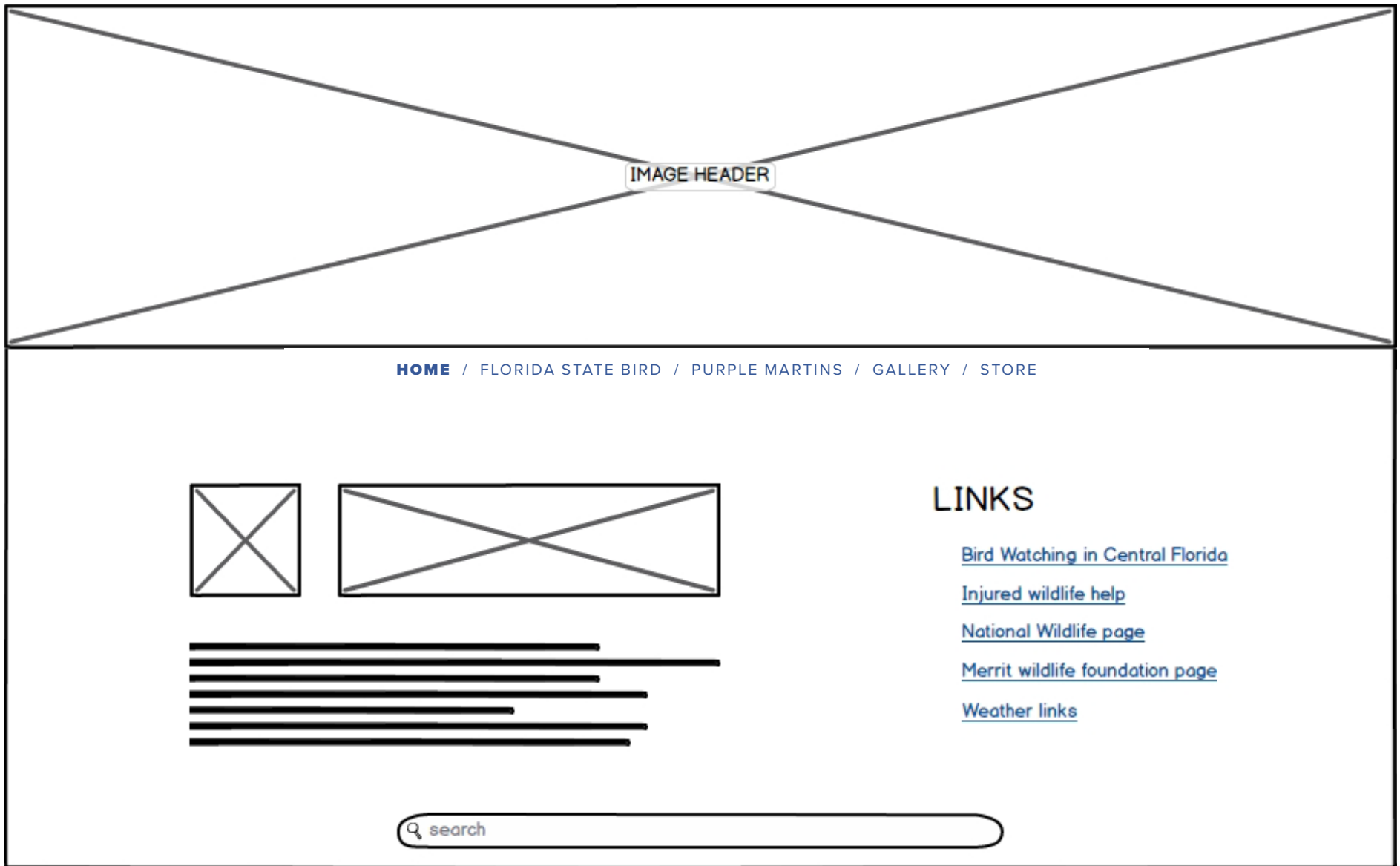
B & W VERSIONS

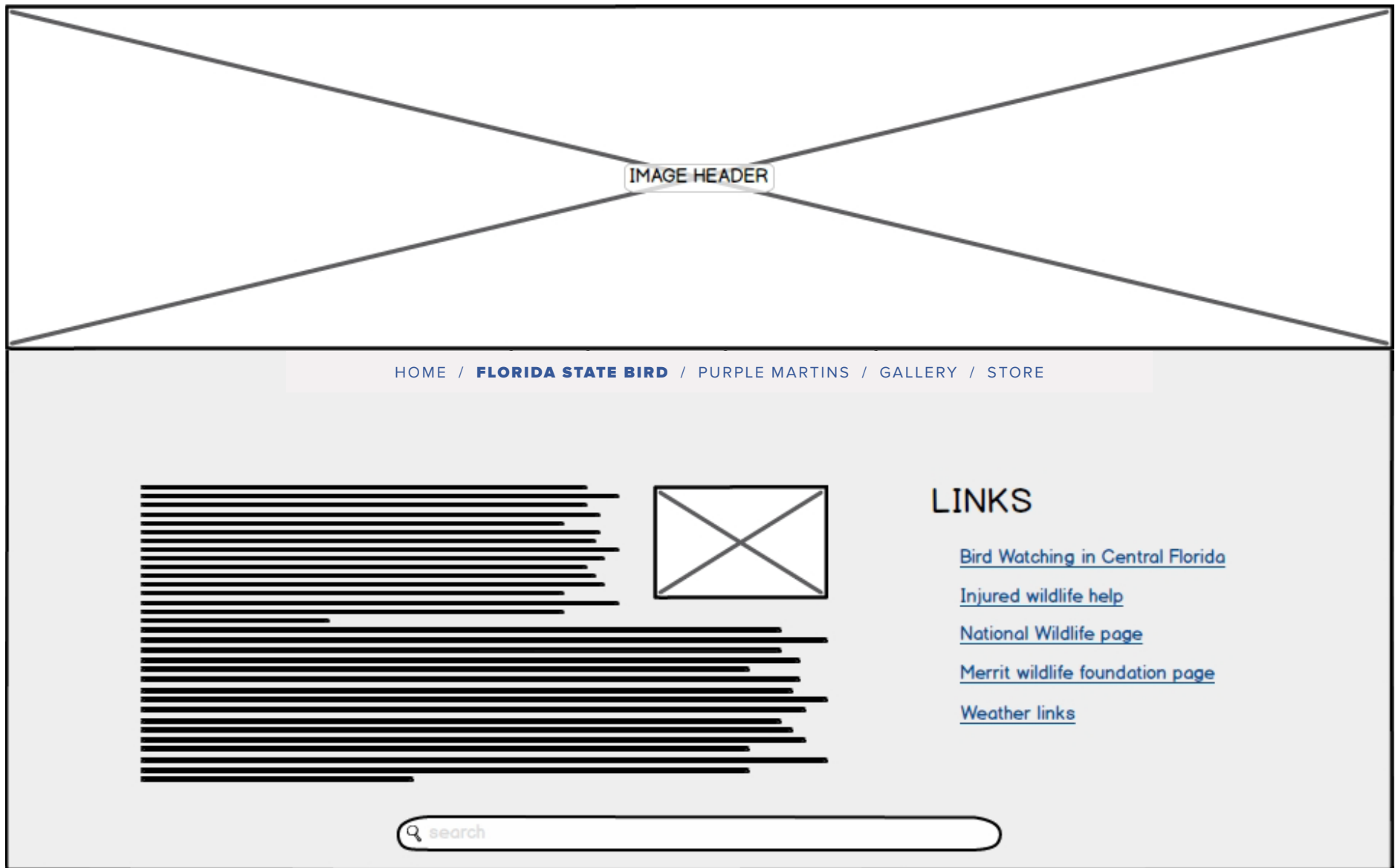
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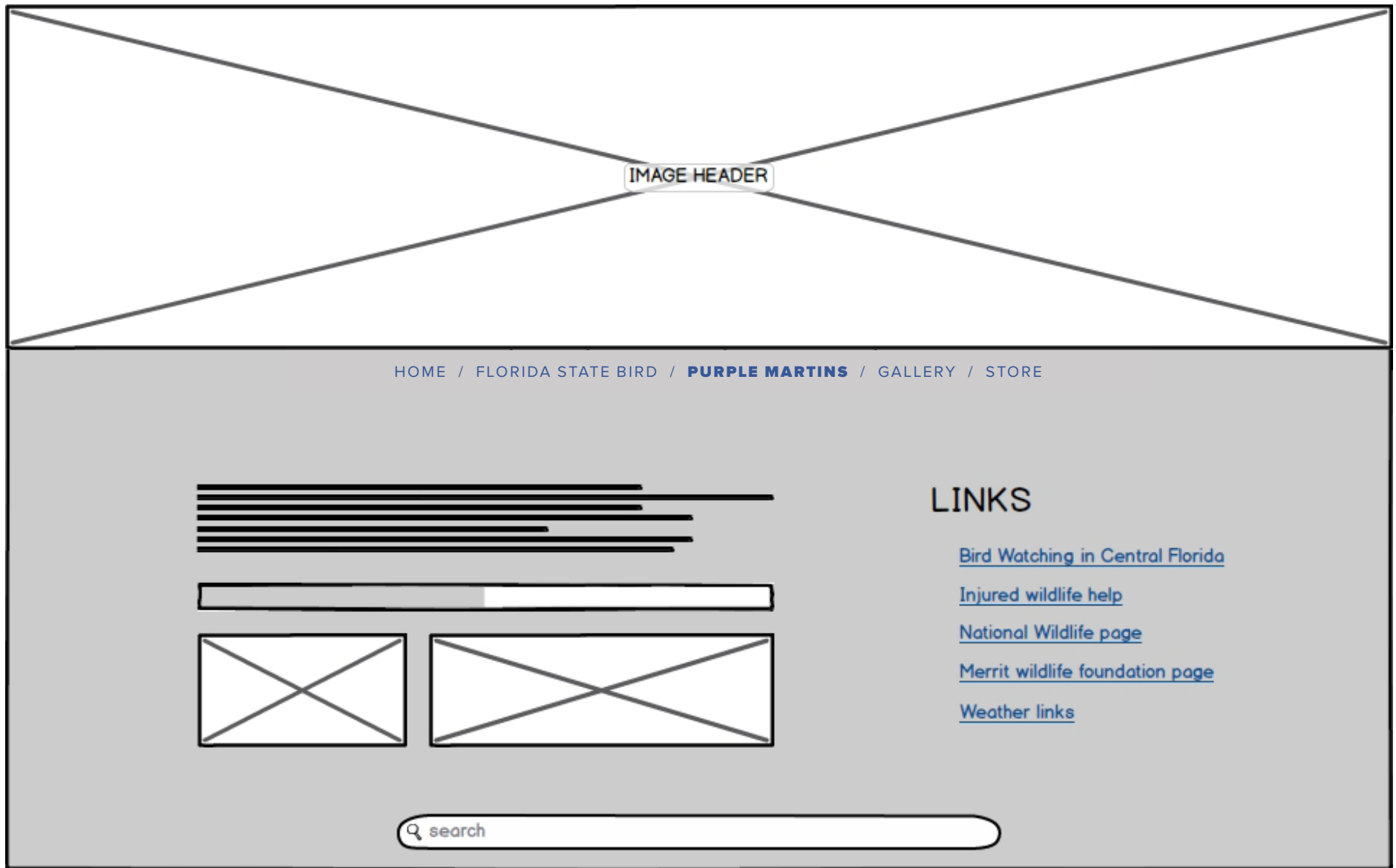


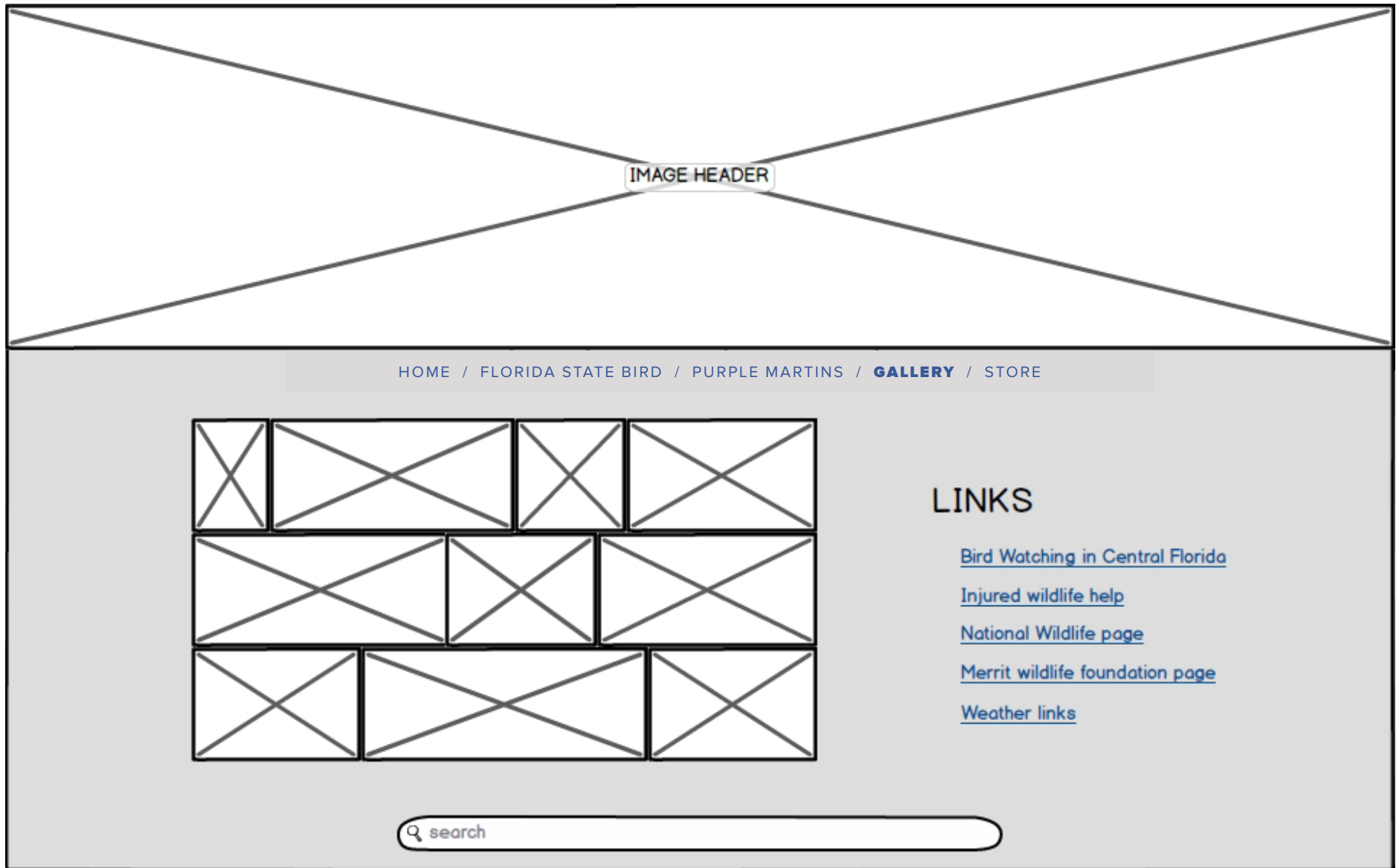
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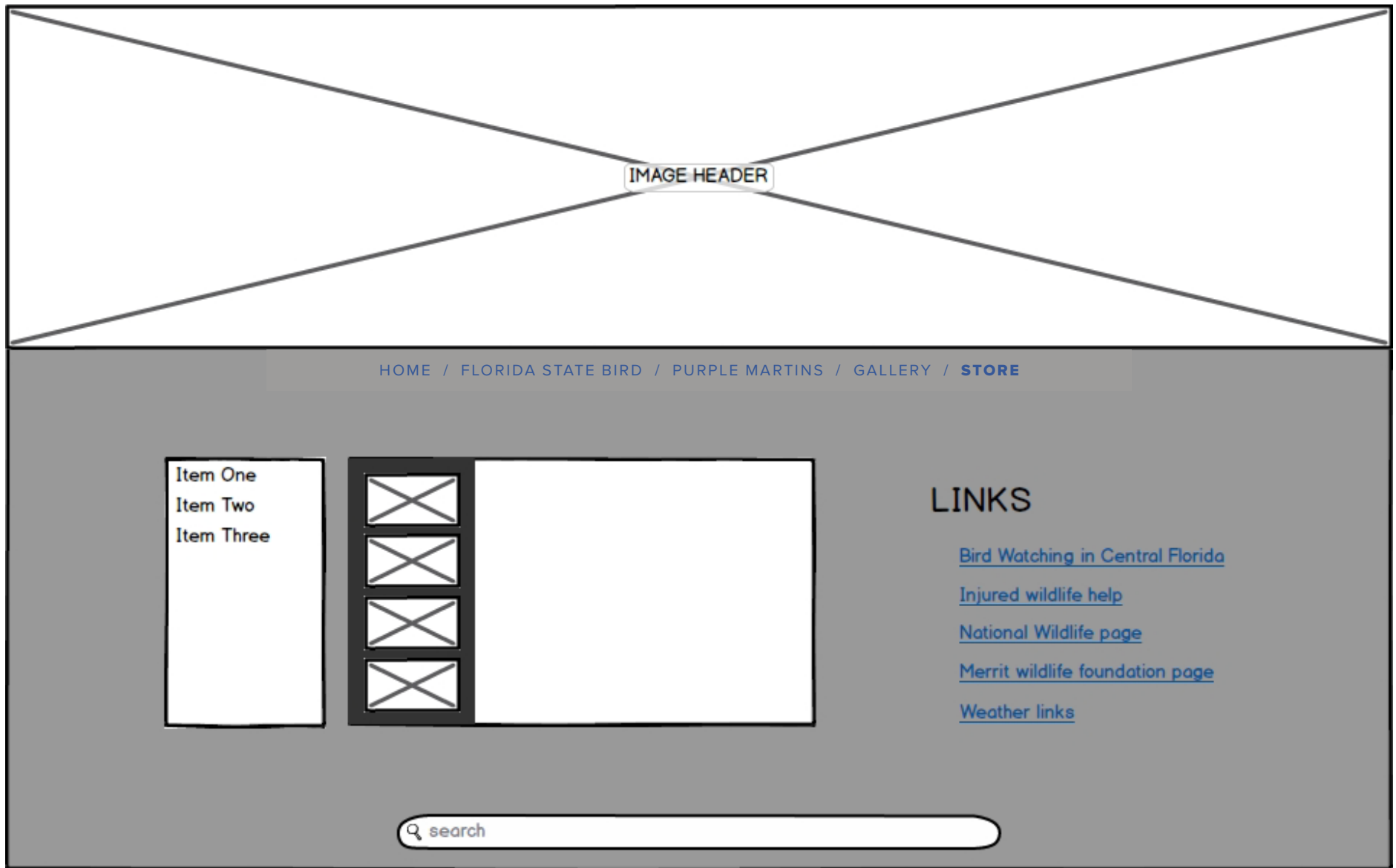




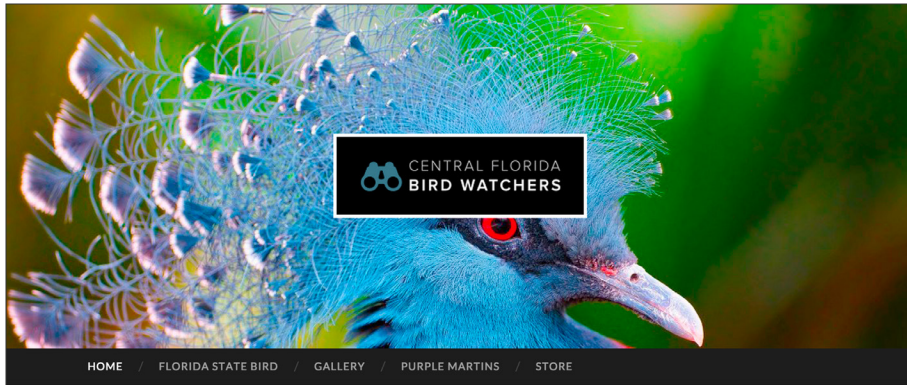








HOME



HOME / FLORIDA STATE BIRD / GALLERY / PURPLE MARTINS / STORE

Home



This web site is a student project!

by the students of VMD140 at San Francisco City College,

Central Florida Bird Watchers content and images are all owned by Charles E. Blakey.

Please Support the official website.

<http://www.cfbw.com/>

EDIT

LINKS

[Bird Watching in Lake County Florida](#)

[Injured Wildlife Help](#)

[J.N. Ding Darling National Wildlife Refuge](#)

[Loxahatchee NWR](#)

[Merritt Island National Wildlife Refuge](#)

[National Wildlife Refuges in Florida](#)

[Weather](#)

FLORIDA STATE BIRD



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Florida State bird

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[Weather](#)

The Florida State bird is the Northern Mockingbird.

The Scientific name of the bird is "*Mimus polyglottos*" The Mockingbird is very famous. It even had a song written about it. "Listen To The Mockingbird" by Richard Millburn in 1855. The Mockingbird is able to imitate the songs of other birds. This is how it got its name.

The Mockingbird is about 10 inches tall, similar height as an American Robin. It is medium Grey on the back and wings. The breast is very light Grey, almost White. Most outstanding characteristic is the White wing bars displayed when flying. It eats insects, small vertebrates, and fruit.



The Mockingbird is a native to the state of Florida, but its range stretches from the Florida Keys to the South to as far North as Canada.

The Mockingbird can be found in suburbs and open land. They are not afraid of people and may even make a nest in a tree in your yard. In fact, they will dive at an unsuspecting dog or cat or even you when you get too close to the nest.

The male will begin building the nest in a suitable location such as a lower branch of a tree or within the center of a dense bush or hedge. It makes its nest out of small twigs and other found materials. When he has completed his part of the nest building he invites the female to inspect the nest. If she accepts his nest, then she will finish the

PURPLE MARTINS



HOME / FLORIDA STATE BIRD / GALLERY / PURPLE MARTINS / STORE

Purple Martins

Good news, the Tropical winds were blowing from Mexico, across the Gulf Of Mexico, to Florida! These upper level winds effect migration.

New Arrivals! Jan 15, 2015
2 adult males and 1 female

28 TOTAL SOUNDS 0 TOTAL EGGS 0 EGGS REMAINING 0 TOTAL NESTS 0 TOTAL FLEDGED



EXCLUDER II & PREDATOR GUARD EXCLUDER WITH PORCH

EDIT

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GALLERY



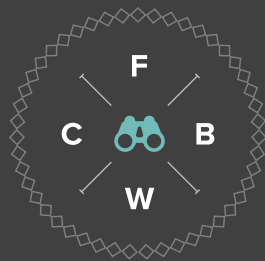
HOME / FLORIDA STATE BIRD / GALLERY / PURPLE MARTINS / STORE

Gallery



LINKS

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- Weather



THE END THANK YOU