

Save the Chimp app & Responsive website

Pilar Domínguez

Project overview



The product:

Save the Chimp is a rehabilitation center located in Uganda, focused on the recovery and care of chimpanzees. The organization needs a tool to help people learn about the projects they carry out in order to participate and help in a more active way. Save the Chimp's main target users are university students and adults who are concerned about the plight of wild animals and would like to know more about what they can do to help them.



Project duration:

April 2024 to July 2024



Project overview



The problem:

Insert one to two sentences about the problem(s) you were trying to solve and the social need you identified.



The goal:

Insert one to two sentences about the goal of the project and your plan to drive positive change in society.

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
- Competitive audit
- Ideation

User research: summary



I used Save the chimp's data on daily expenses to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling badly about chimps situation, but they didn't actively try to donate to the center. The feedback received through research made it very clear that users would be open and willing to donate and invest in their projects if they had access to an easy-to-use tool to view and receive all the updates of each project.

Persona 1: Name

Problem statement:

Chantara is a Biologist and owner of a Wildlife sanctuary who needs a way to receive donations for her center, because of the expenses and projects to project and save chimpanzees



Chantara

Age: 38

Education: BS in Biology

Hometown: Bangkok, TH

Family: Single

Occupation: Wildlife sanctuary owner

“Everyone should introspect and realize that nature is vital to our survival.”

Goals

- spending time in nature, enjoying the company of the animals and working with colleagues who share her passion for conservation.

Frustrations

- the management and expenses of a wildlife recovery center are difficult. there are many animals to care for and sometimes donations are not enough.

Chantara has been at the helm of a major orangutan conservation and rehabilitation center for 6 years. She has been in charge of numerous species of apes that she has managed to return to their home and every day she fights to make people aware of the importance of respect in order to coexist. Unfortunately the center has many daily expenses and he would like to be able to make his work visible so that it reaches more people.

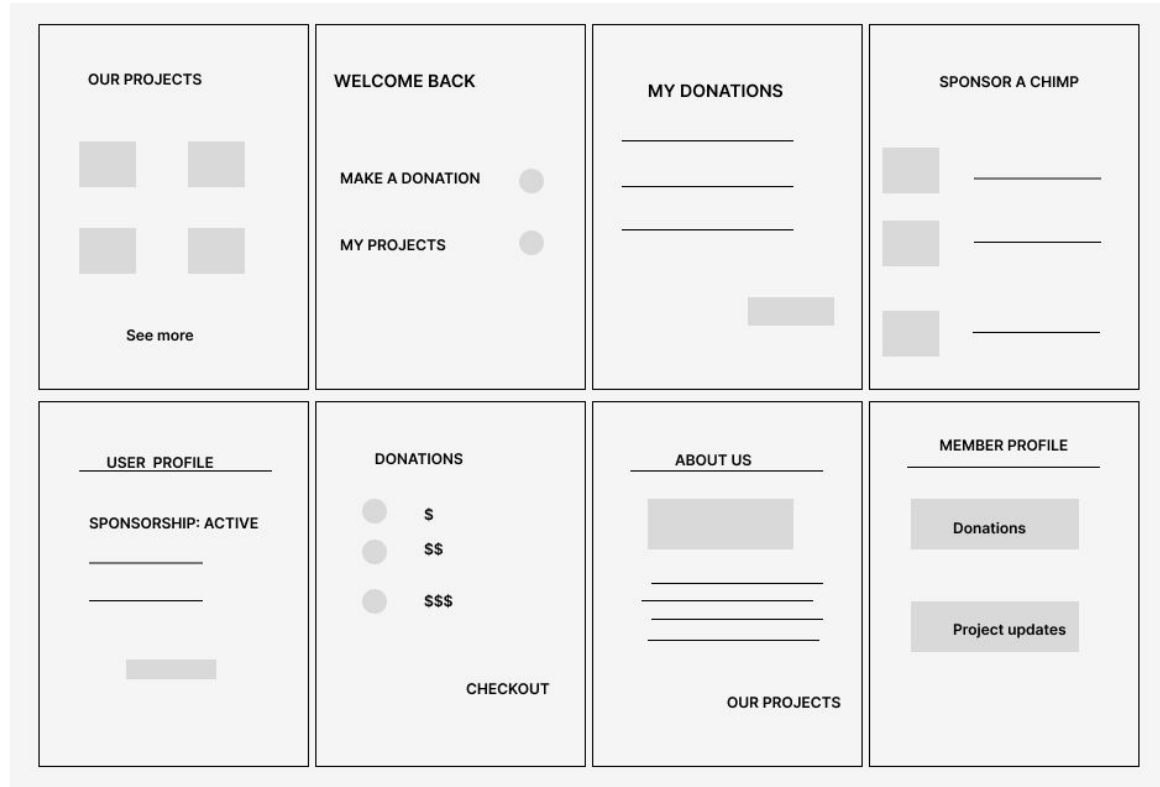
Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Save the Chimp app.

Competitive Audit											
Competitive Audit											
Date: 2024/05/14			Created by: Pilar Dominguez			Principal: Save The Chimp			Summary		
This is a competitive audit I created to assess four primary animal rehabilitation centers and sanctuaries that have similar functions or goals to our "Save the Chimp" app. The audit is based on various indicators such as the functionality of their website or their primary target audience.											
General Information			First Insights		User Experience		Visual Design		Support, Review & Price		
Company Name	Directivity	Location	Business Size	User No.	Partners	Target Audience	Website	Web App	Mobile App	S. Media	SM Activity
Save the Orangutan	Direct	Malasia	★★★★☆	234.897	234.897	Global	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Chimps green leaf sanctuary	Direct	Uganda, Botswana	★★★★☆	234.897	234.897	Local, Uganda	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Chimp rescue	Direct	Kenia	★★★★☆	234.897	234.897	Global	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Wild animals rescue center	Direct	Uganda, Indonesia	★★★★☆	234.897	234.897	Global	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆

Ideation

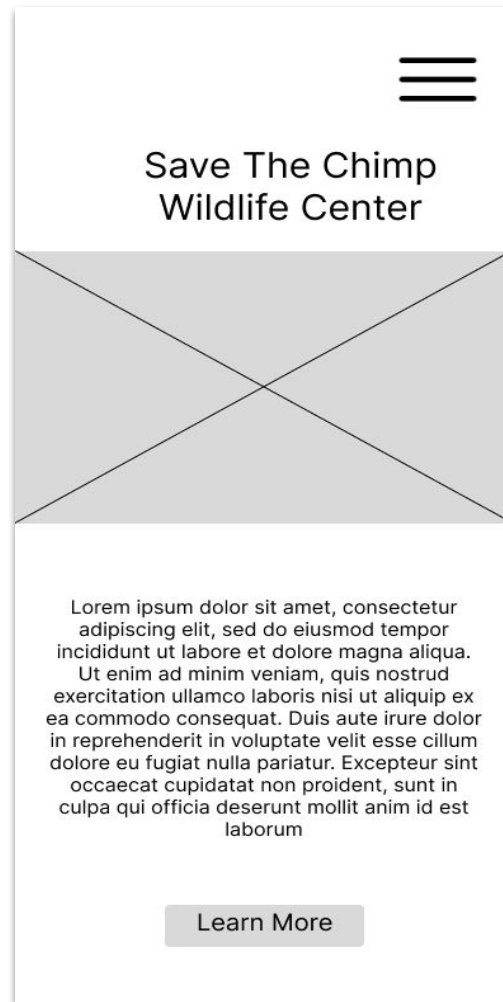
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **donations tracking and project updates.**



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Save the Chimp app. These designs focused on delivering personalized guidance to users to help manage their food.

Top half of home screen acts like a food coach by providing personalized recommendations for users



Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Spain, remote



Participants:

6 participants



Length:

30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

People want easy access to their profile donations

2

Finding

People had difficulty checking for project updates in the app.

3

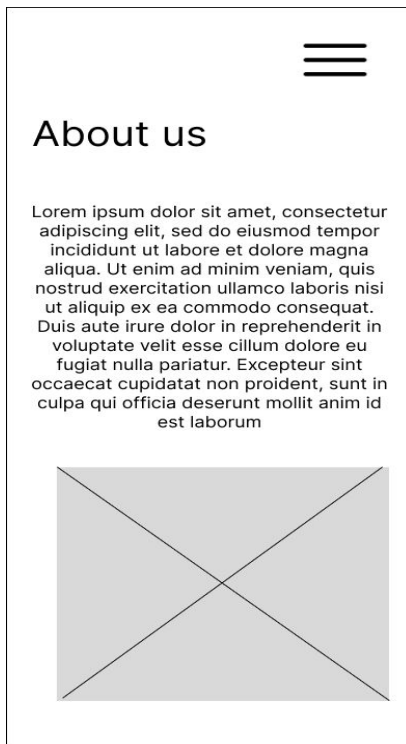
Finding

People preferred clear indications of when sponsorship program is about to expire

Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to the “about” section, that allow users to easily navigate through the projects without having to search different sections.

Before usability study



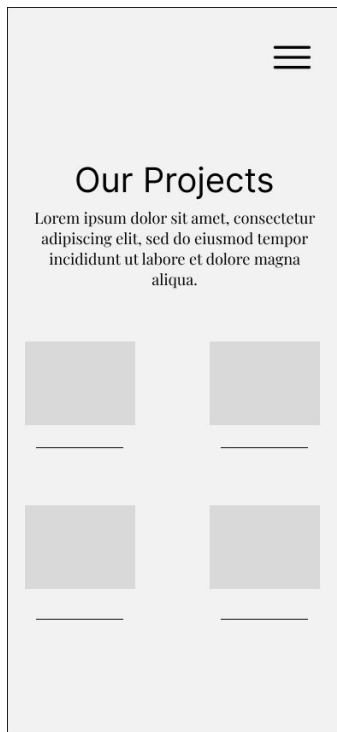
After usability study



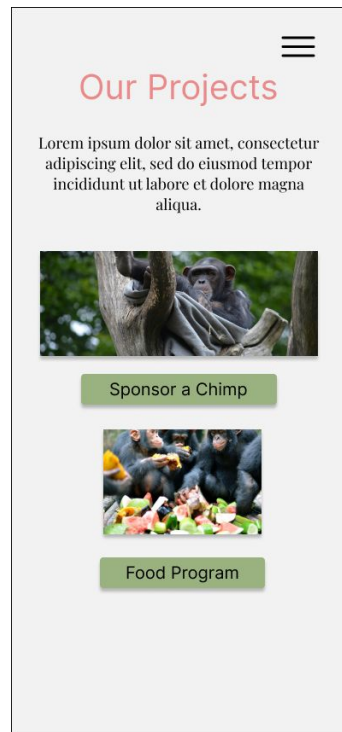
Mockups

in the projects section, I wanted to give a feeling of more space and opt for horizontal banners with images of each project instead of keeping the grid.

Before usability study



After usability study



Mockups



Free the Chimp Wildlife Center



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About us

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Our Projects



Our Projects

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Sponsor a Chimp

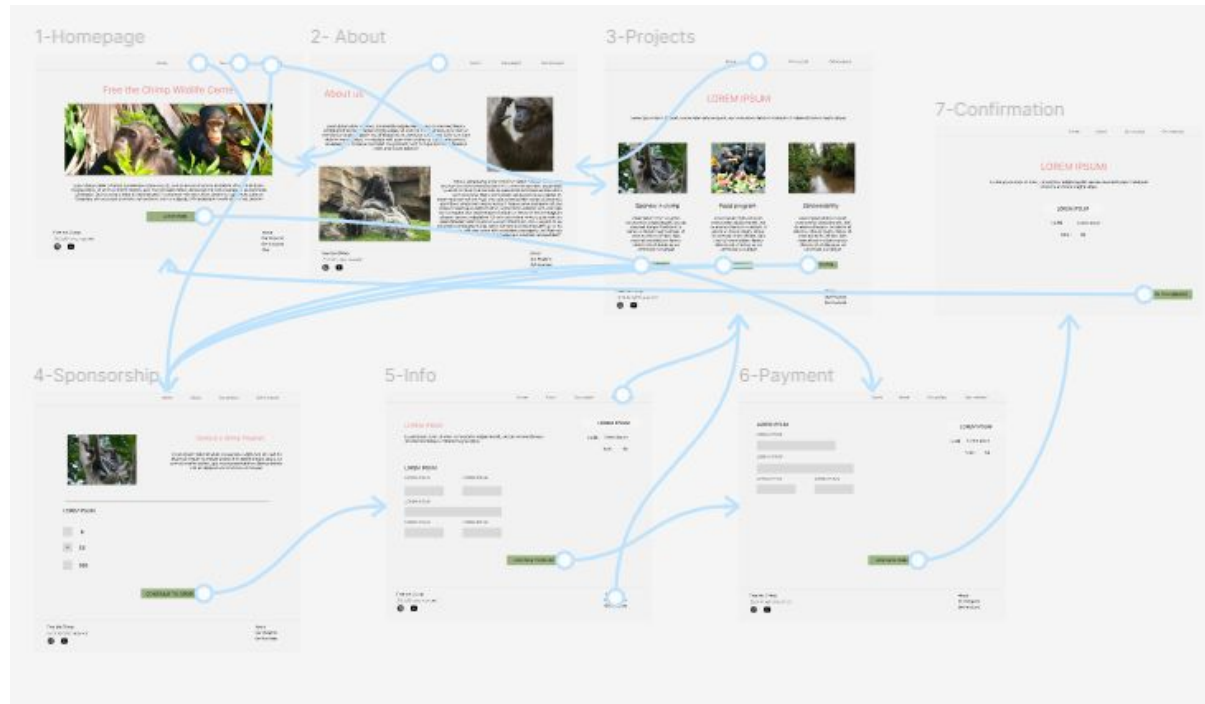


Food Program

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 the Food Saver high-fidelity prototype



Accessibility considerations

1

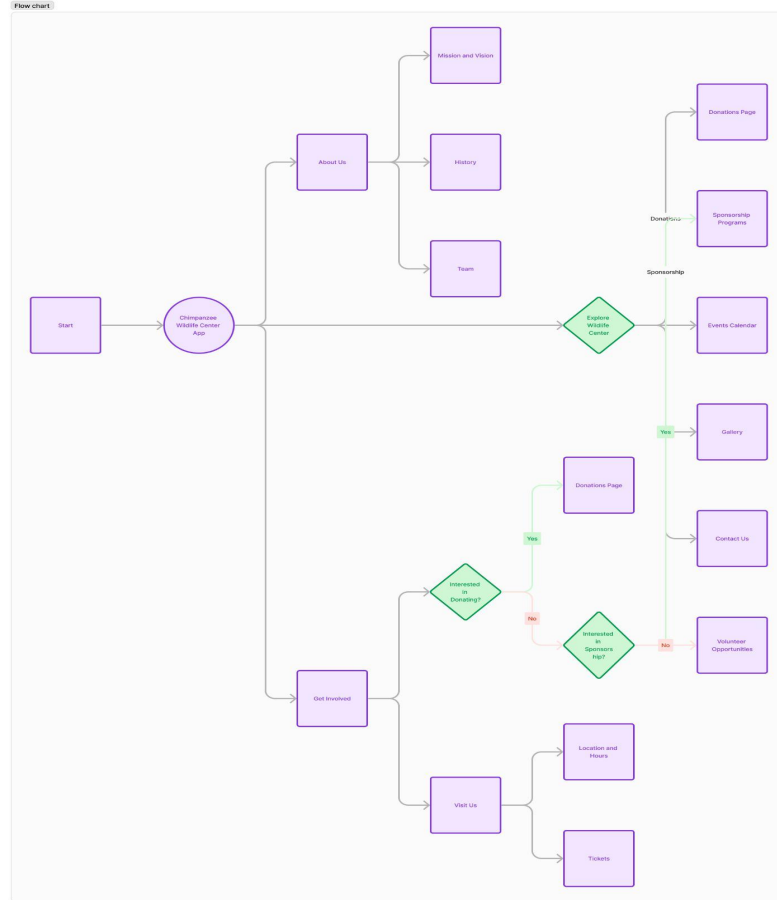
Initial focus of the home screen on personalized recommendations help users to easily find the main categories

2

Clear labels and good typography for interactive elements that can be read by screen readers.

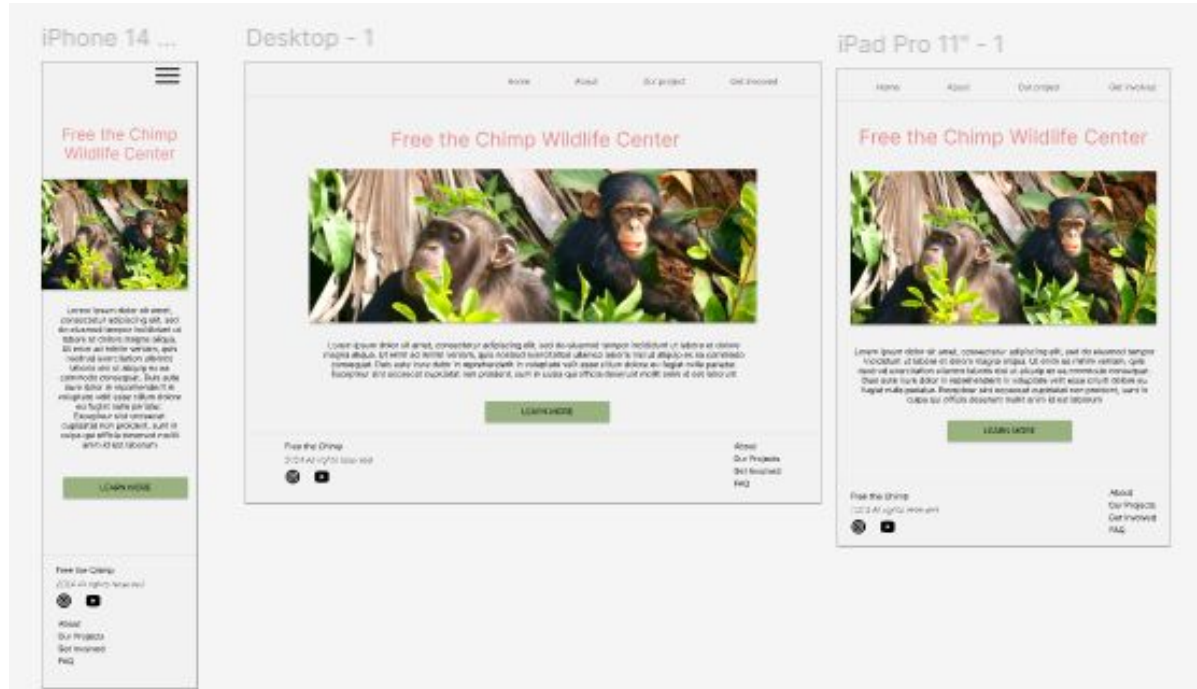
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Save the Chimp(STC) 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.



Takeaways



Impact:

users confirmed that thanks to the app and the new website, it is much easier for them to help and be part of the Save the Chimp community. they have all the information and updates on their donations in one place and it 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 improve the donations

2

Add more educational resources for users to learn about chimps and other apes.

3

Provide incentives and rewards to users for successfully improve their relationship with nature and wildlife.

Let's connect!



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

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