

Conserve Wildly

Land Conservation Participation App for Social Good

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User Experience Designer

July 26, 2022

Project overview



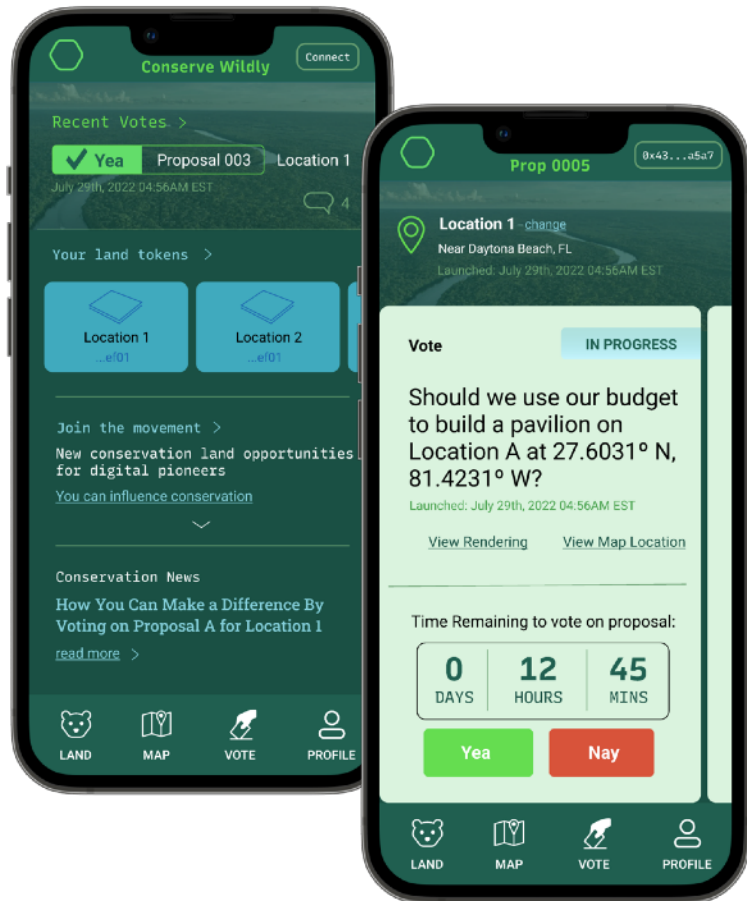
The product:

Conserve Wildly is a web3 enabled platform to allow the everyday person to participate in conversation matters using blockchain owned tokens from the comfort of their home.



Project duration:

May 2022 - August 2022



Project overview



The problem:

Users are interested in participating in conservation matters but don't know where to start, how to start, and their busy lifestyle prevents them from finding ways to participate.



The goal:

Design a web3 enabled app to give the everyday person the power to own a token representing access, voting rights and the ability to have their ideas for conservation considered.

Project overview



My role:

Lead UX designer, UX researcher for the Conserve Wildly App



Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to learn more about the users I'm designing for and their needs. My primary user group was individuals interested in web3 and conservation.

The users recognise the consequences of overdevelop to water and wildlife populations. They want to meaningfully participate in environmental conservation matters and be active outside of one time donations. Research revealed they have trouble finding a place where they feel their voices are heard.

This user group confirmed initial assumptions about tools for minting tokens.

User research: pain points

1

Trust

Users have purchased into web3 projects in the past and overtime the impact of projects have wained.

2

Innovation

Users feel like they want to move forward good ideas. They want to be part of a conservation project that is doing something innovate in real life and on web3.

3

Transparency

Users' experience, informed by other web3 projects makes them feel like they are not getting the full story. They want to get access to more information.

4

Community

Users are disconnected, they want to be part of a project that they can feel like they are part of something both digitally and IRL.

Persona: Mike Smith

Problem statement:

Mike is a nature lover and tech geek who needs a way to participate in conservation matters because he is always busy and doesn't have time to research where to put his attention.



Mike Smith

Age: 28

Education: BA -College

Hometown: Jacksonville, FL

Family:

Occupation: Web Developer

“Save the planet. I want to have voting rights over conservation land to help prevent more environmental damage”

Goals

- Secure conservation land and save our water supply.

Frustrations

- Developers are purchasing up land and overbuilding leading to challenges with our water supply.

Wants to meaningfully participate in environmental conservation outside of blind donations, but doesn't know where to start. Wants to be part of ideating over usage of conservation land and make a meaningful environmental difference.

User journey map

Mapping Mike's user journey revealed how helpful it would be for users to have access to Converse Wildly, a token minting and voting app.

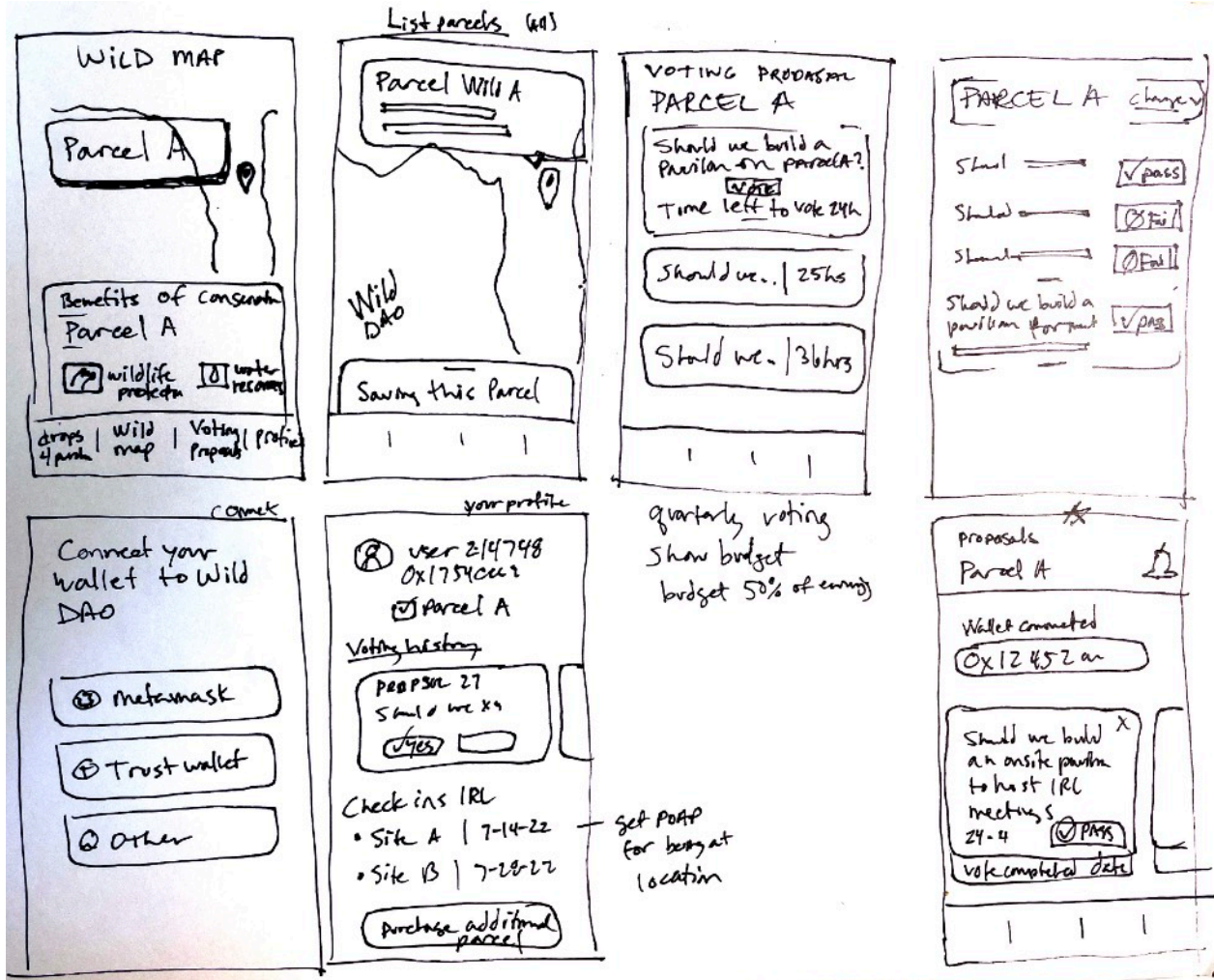
Persona: Mike Smith

Goal: Connect web3 wallet, Find, identify, mint token, vote on usage

ACTION	Connect web3 wallet	Find Available Conservation Land drops for purchase	Demonstrate user wallet ownership of land access	Upcoming proposal reminder	Voting of land usage matters
TASK LIST	Tasks A. Read homepage B. Connect web3 wallet to participate	Tasks A. Follow upcoming land drops B. Favorite interested projects C. Identify mint date	Tasks A. Connect wallet to app B. Mint token C. Review page for of user token ownership	Tasks A. Review proposals B. Set favorite on proposal you want to vote on C. Receive reminder when vote becomes active	Tasks A. Select Location B. Select vote C. Cast yea or nay
FEELING ADJECTIVE	Uncertain, I don't know what type of land access I'm buying	Excited about the potential to be part of a land drop.	Anxious they just connected their web3 wallet to the website	Excited they are about to cast their vote to the blockchain	Optimism that they will be able to make an impact in conservation
IMPROVEMENT OPPORTUNITIES	Create clarity on with land usage license	Clearly talk about details of land drop	Demonstrate full transparency surrounding the project	Consider capturing emails as well for an additional reminder	Hard code the vote in the blockchain

Paper wireframes

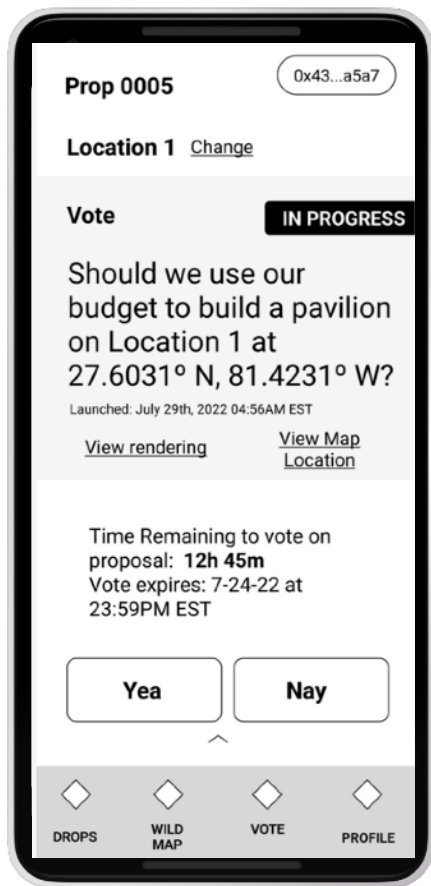
I draft iterations of each app screen on paper to ensure the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Users can use their token to cast votes on conservation proposals



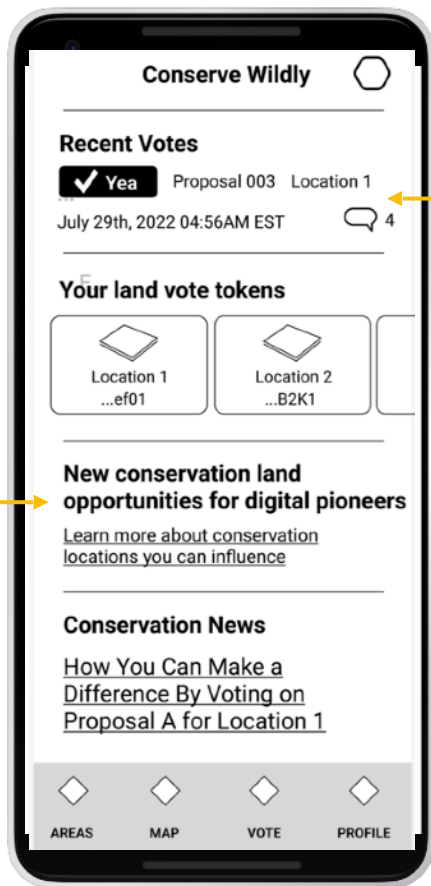
Users can float their proposal up for a vote

Digital wireframes

The dashboard / home screen provides at a glance review of the user's wallet.

Shows voting history, vote tokens owned and news.

Most users shared they want to be informed about conservation news



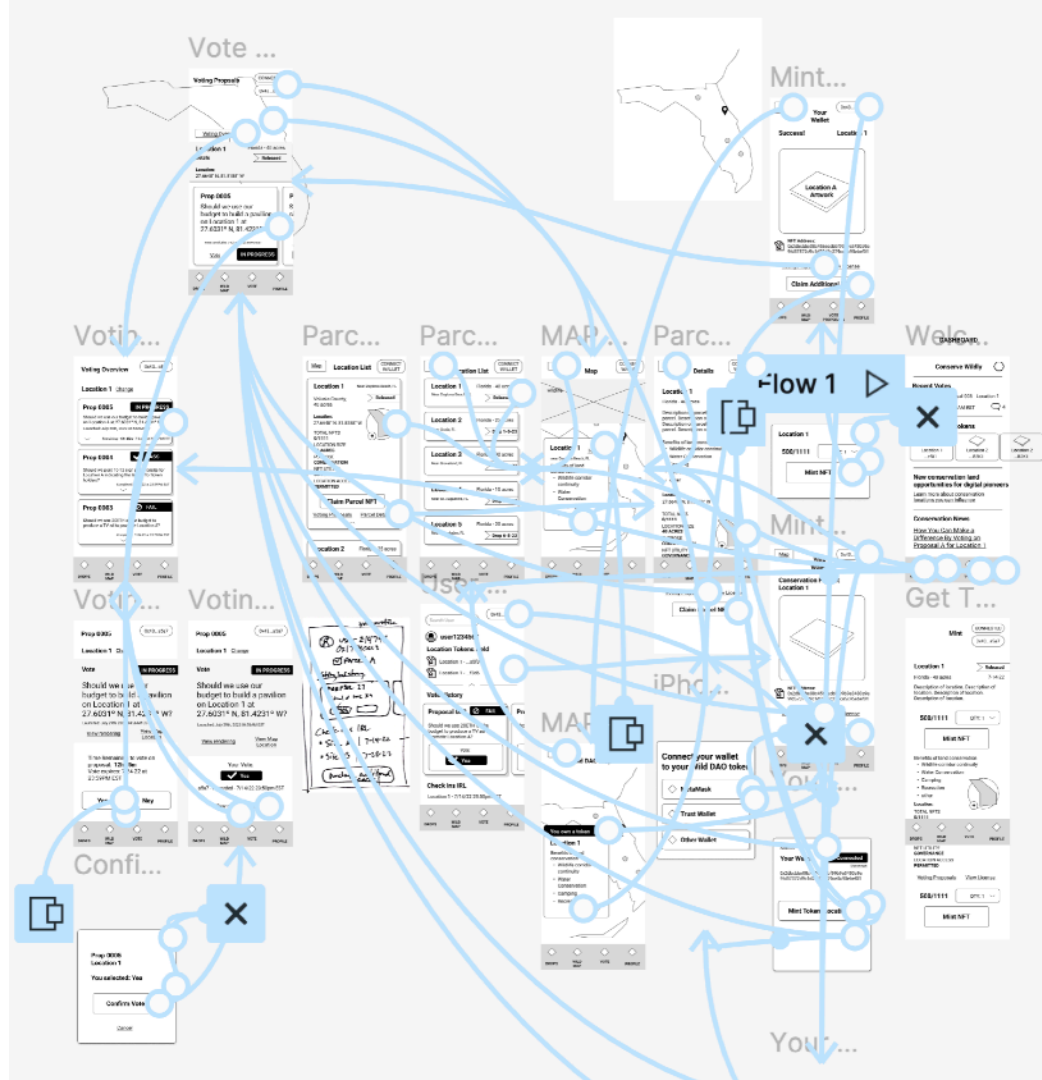
At a glance review of casted votes and token ownership



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was connecting the users digital wallet, minting a conservation token, and casting a vote. The prototype was used in a usability study.

[Low fidelity prototype link](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

5 participants



Length:

15 minutes

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users wanted a more functions out of the home screen
- 2 Users to know the nearest major city to the conservation land locations.
- 3 Users wanted to know the impact of conserving specific land

Round 2 findings

- 1 Users wanted the ability to search other users voting results
- 2 Users wanted simplified language, free from jargon
- 3 Users wanted to know the specific dates proposals were listed for voting

Refining the design

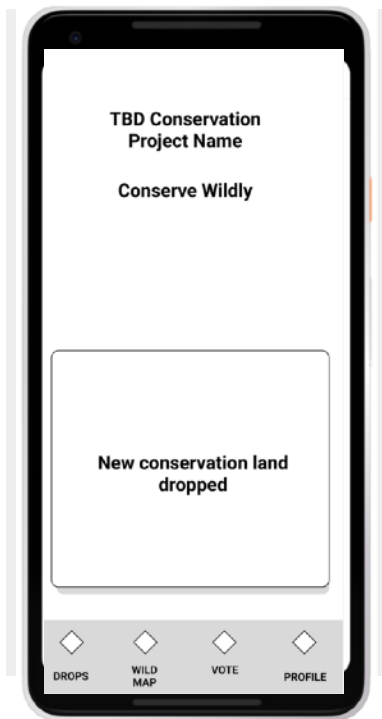
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

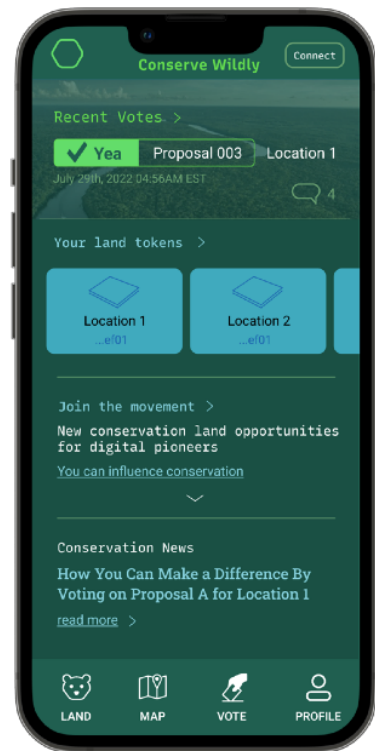
Home Screen

Early designs featured a sparse home screen prompting users to engage with the navigation. Users largely wanted a digest of what to do next in order to learn how to use the app.

Before usability study



After usability study

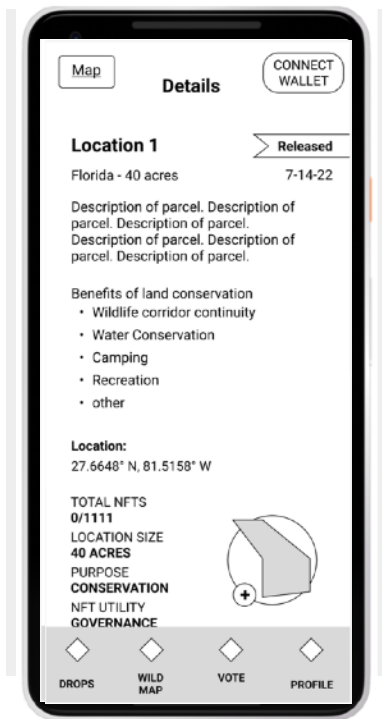


Mockups

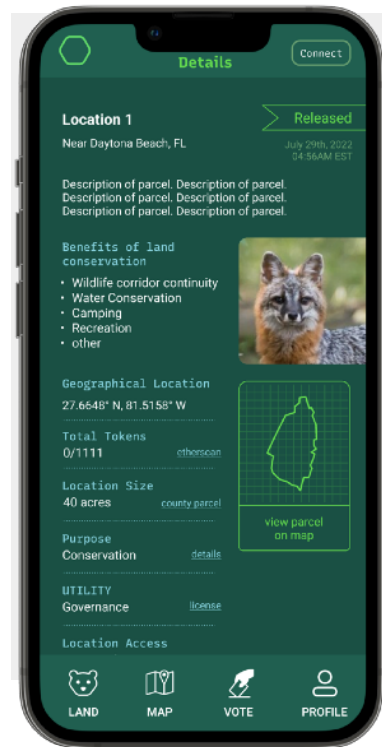
Location Detail screen

At a glance of the detail screen, users were unsure what environmental impact conserving was having. I added wildlife photography to demonstrate what habitat was being saved.

Before usability study



After usability study

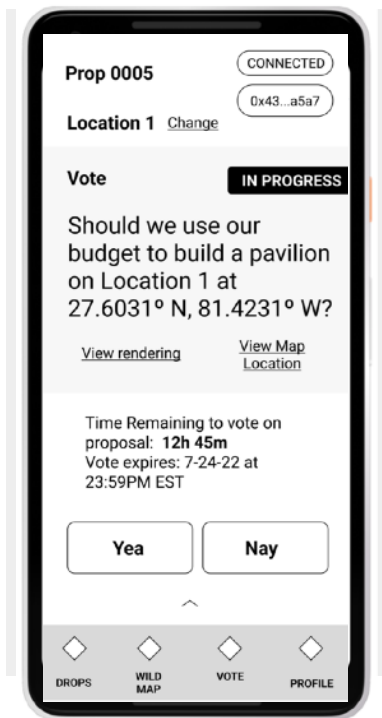


Mockups

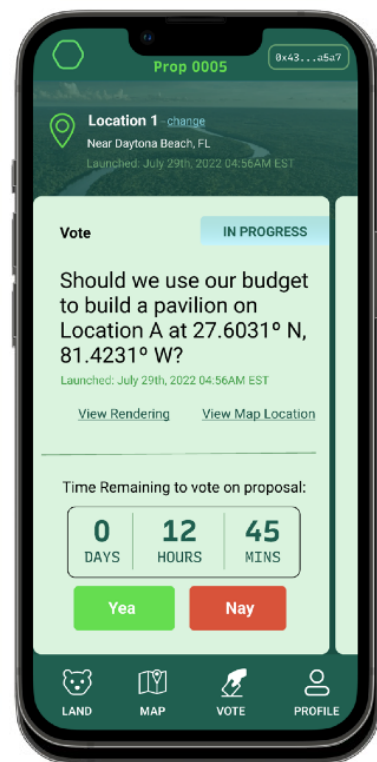
Vote Screen

The original mockup prompted users to question when the original vote was proposed initially. Date and time was added to the mockup.

Before usability study



After usability study



Mockups

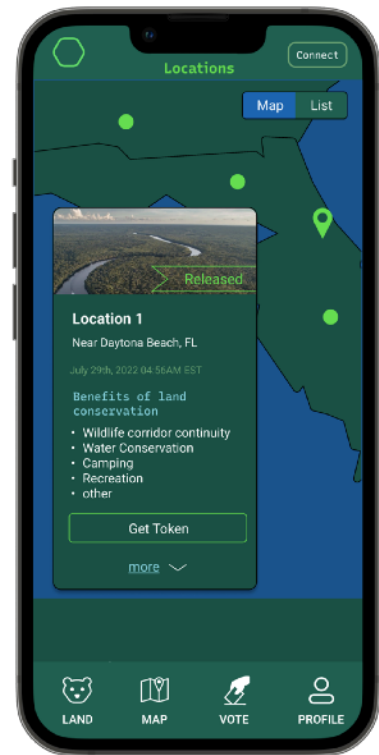
Map Screen

The second usability study revealed a frustration about not knowing when the original location token was made available and general geography of the area. Revisions were required.

Before usability study 2



After usability study

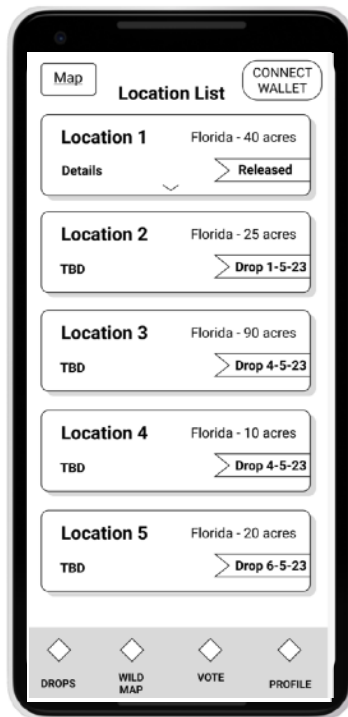


Mockups

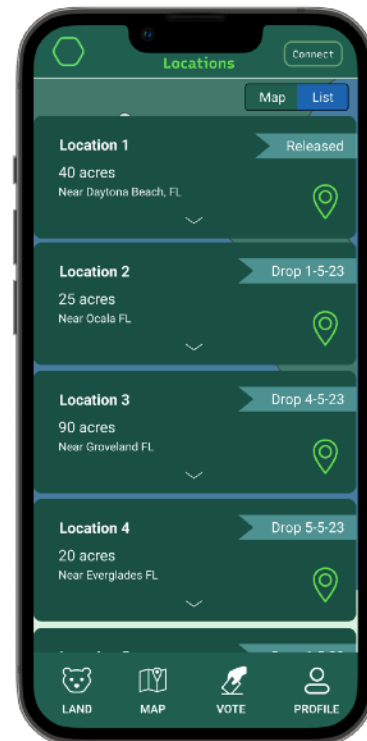
Location List Screen

Users reviewed the locations in list form and wanted to understand geographically their location context by learning the closest major city.

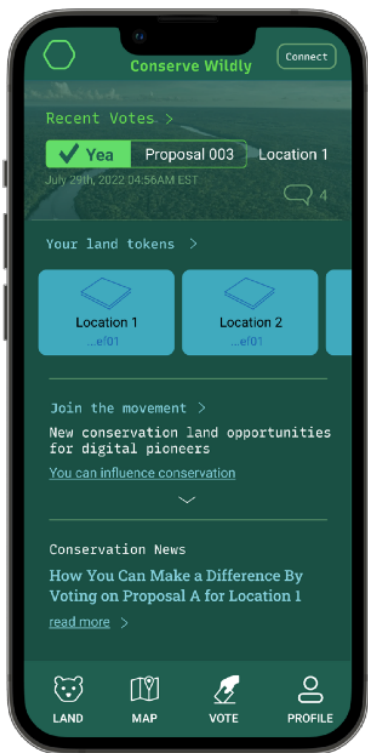
Before usability study 2



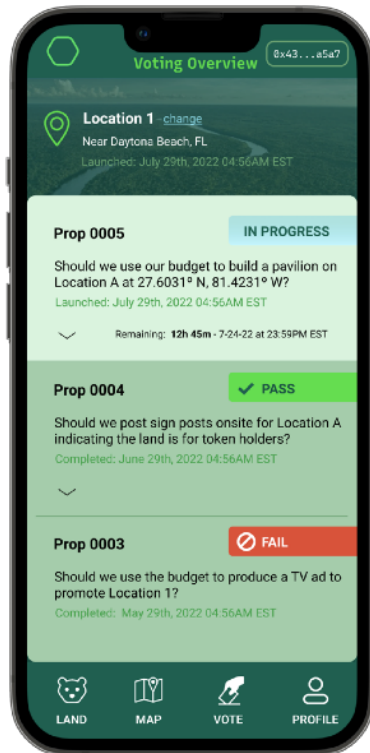
After usability study



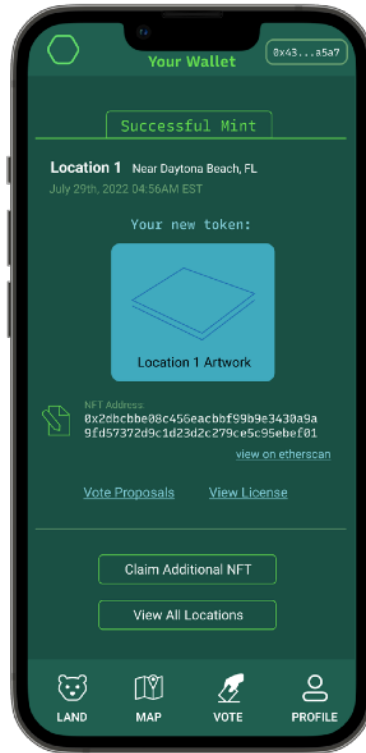
Mockups



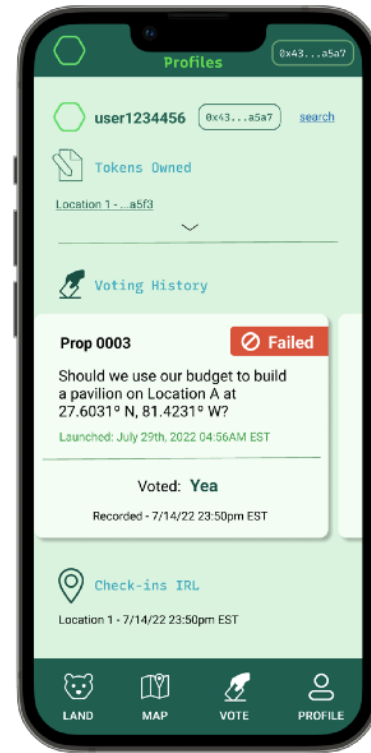
Home Screen



Voting Proposals Overview



Mint Success

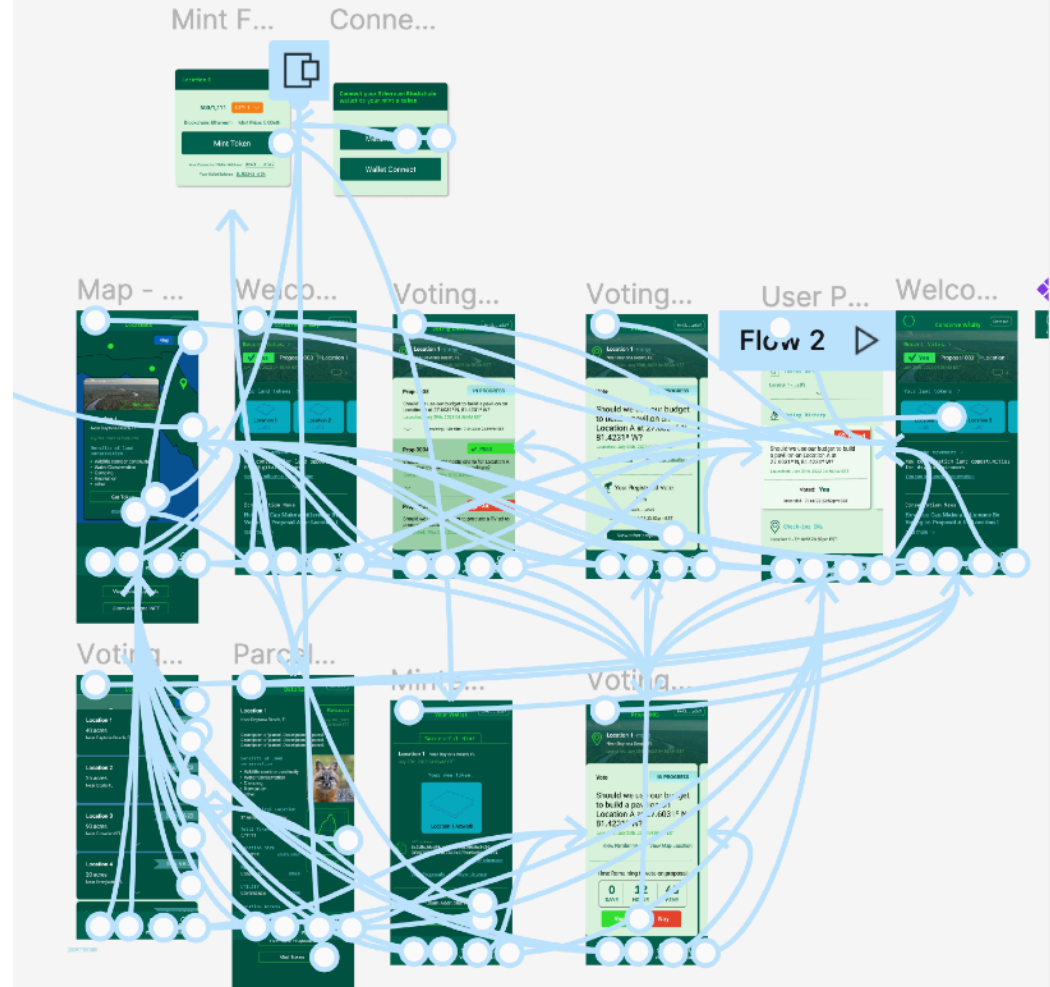


User Profile

High-fidelity prototype

The high-fidelity prototype presented an improved UI, spacing and readability.

[Link to high-fidelity prototype](#)



Accessibility considerations

1

I used icons designs to help make the selectable features more visible, understandable and readable.

2

I leveraged high contrast text and background combinations and bright colors for the primary buttons.

3

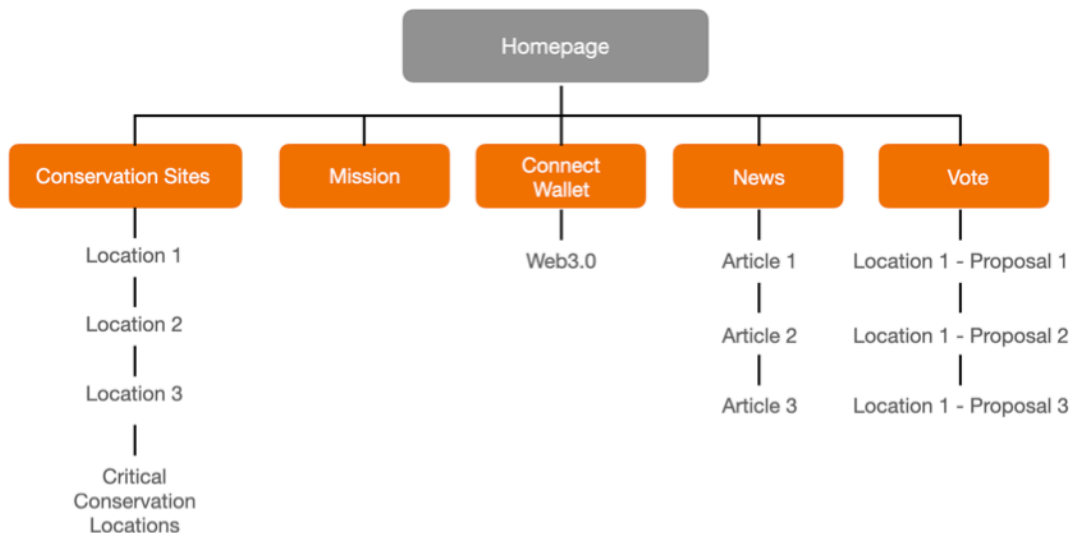
The app includes search fields to allow users to utilize dictation to find results.

Responsive Design

- Information architecture
- Responsive design

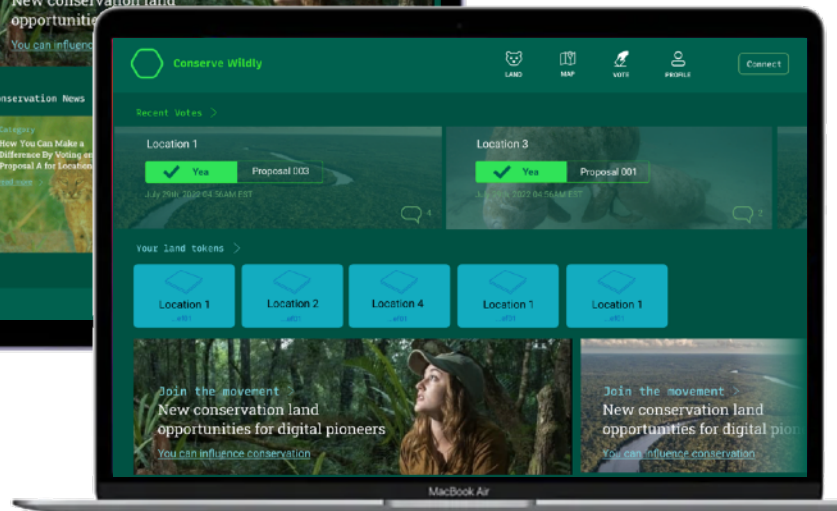
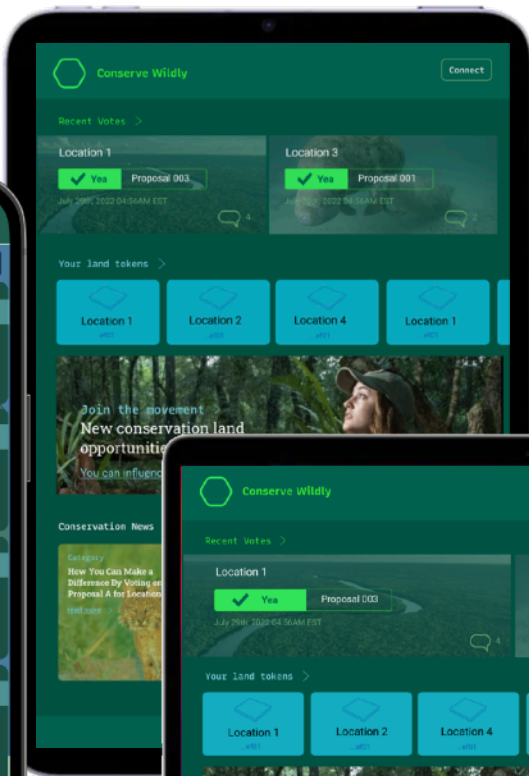
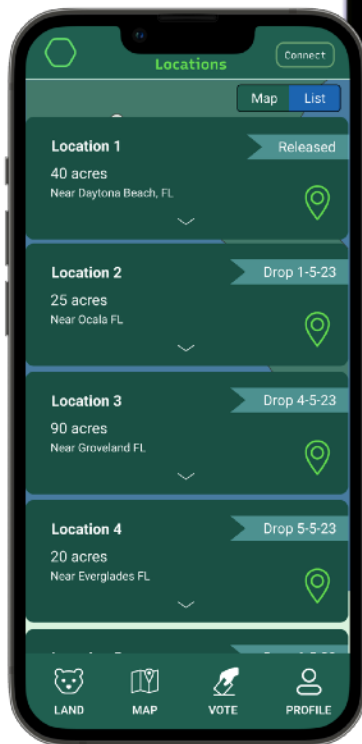
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Conserve Wildly 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.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like they are making an impact in conservation with their voice, ability to use their token to gain access to conservation land and use it.

One quote from usability feedback:

“This is a really great idea, I want to be a part of it”



What I learned:

When I started designing the app I knew user testing was going to be helpful, but I did not realize the variety of users would have so many unique perspectives.

Next steps

1

Add screen designs to allow users to suggest proposals and enable their peers to put the suggestions up for consideration.

2

Conduct another round of usability studies to gauge the effectiveness of the proposal screens

3

Seek funding to develop the app.

Let's connect!



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

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Website: designmorse.com/ux

Thank you!