Case Study: ‘Pandas 101’ Educational Website

Extended Design Process of Pandas 101 (HTML, CSS, JavaScript and GSAP Website)

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Original Brief

Modern web technologies offer a rich interactive experience, offering users a unique way to engage with various kinds of content and media. It is for this reason many have chosen the web as a medium to deliver educational material, as well as advertising commercial products.

For this assessment we were tasked to **choose a subject matter** of our choice, and **compose a website**, as well as a proposal document outlining the specifics and plan for a final one-page website. We were required to choose a subject matter from one of the two possible categories:

1. **Education** - a website that educates users on a particular subject matter.
2. **Commercial Product Page** - a website that sells a high-end commercial product (either real, or fictional).

Our website **must meet these following requirements**:

- Navigation
- Headers and Footers
- Transition effects
- Animations
- Revealing/hiding of elements
- Overall learning experience of the subject matter
- Sound must be utilised in your final website application

The chosen subject matter that was decided upon was an **educational website learning about Giant Pandas,** targeted towards not only **children**, but students and **young adults**.

Brief Breakdown

The propose of the website was to educate users about what is affecting giant pandas and what we can keep doing to keep this beautiful species from being extinct. **The solution should**:

- Inform the users
- Engage the users
- Create an emotional response
- Inspire users to take action
- Show users how to take action
- Provide information about pandas
- Provide information about the history of the pandas status (to show their move from ‘endangered’ to ‘vulnerable’)
- Provide information about threats to the pandas
- Provide information about how we can help

Interaction Points and Features:

- A guided journey through the history (timeline) of the giant pandas with interactable points and animations
- A bamboo scroll bar on the side of the website
- Flip cards of facts about the giant pandas
- Image carousel that rotates on its own
- An interactive navigation
- Logo that links back to the top of the website

Challenge:

- People may not be aware that Giant pandas are still at risk even though their status changed from endangered
- People may not be informed about what is continually happening to the Giant Pandas habitat
- Users might want to help but don’t know how

Background Research

Species: Giant Panda

Scientific Name: Ailuropoda aelanoleuca

Population: 1864 in the wild

Status: Vulnerable

Giant pandas are a **vulnerable species**, with only **1864 left** in the wild. They lack natural predators but because of severe threats from humans, they are still at risk of slipping back down to en endangered ranking.

They are considered a national treasure in China, and the temperate forests high in the mountains of the Yangtze Basin in southwest China holds their primary habitat. This is mainly because their entire diet relies on bamboo, and they must consume 11-38kg of bamboo a day.

Infrastructure development (dams, roads, railways etc.) is increasingly fragmenting and isolating panda populations, preventing pandas from finding new bamboo forests and potential mates. Although poaching impacted pandas in the past, its impact declined since the enactment of the Wildlife Protection Act (1988), which bans poaching and carries severe punishments.

Client Research

Name: World Wildlife

Company: The World Wildlife Fund (WWF)

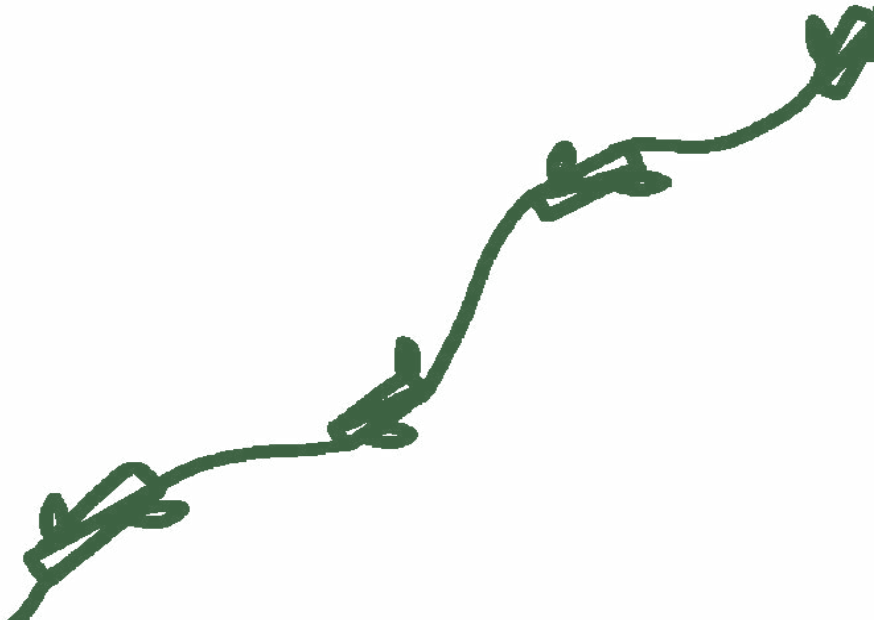
Website: https://www.worldwildlife.org

The World Wildlife Fund (WWF) has been the world's leading conservation organization, working in nearly 100 countries for the past 60 years. The giant panda inspired their logo in 1961, the year they created the company.

WWF works to help local communities conserve the natural resources they depend upon; transform markets and policies toward sustainability; and protect and restore species and their habitats.

Today, WWF protects wild pandas by preventing habitat loss caused by human development and encroachment, the most serious threat to their long-term survival.

After working with the Chinese government's National Conservation Program for the giant panda and its habitat, panda reserves now cover more than 3.8 million acres of forest.



User Research

Target Audience:

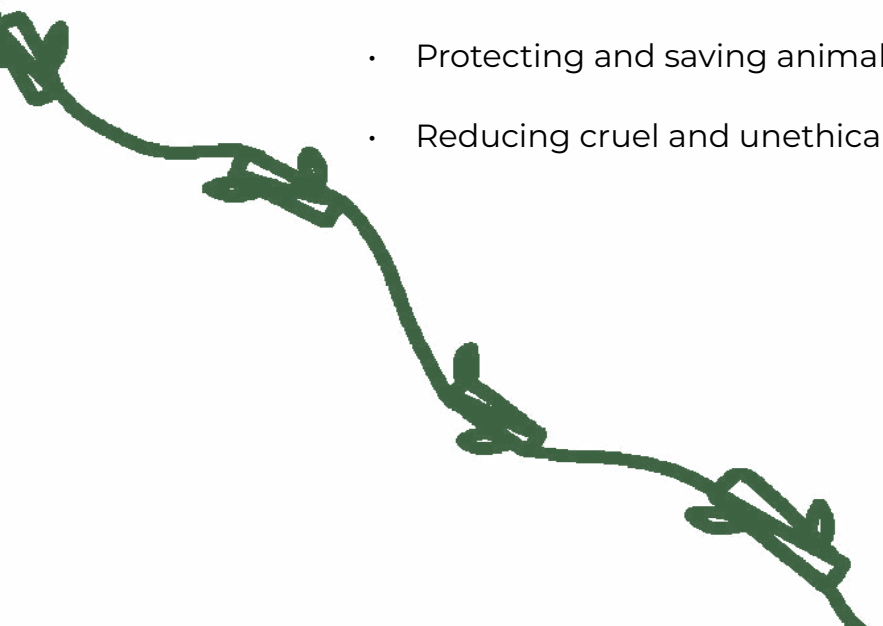
- Children
- Students
- Young Adults

Age Range: 15+

Target Focus: Students

User Needs:

- Learning
- Protecting and saving animals
- Reducing cruel and unethical activity



User Goals:

1. Raise awareness of the giant Pandas ‘Vulnerable’ status
2. Engage users emotionally about the threats the Giant Pandas face through content choice and visual design
3. Show users that they can help and the different ways they can take action

Deliverables (How to meet these needs):

- Produce information in an engaging and interactive way
- Present relevant and precise information
- Provide further detail where needed
- Make the website easy to interact with, use and navigate
- Ability to explore the interface freely or be guided through a journey
- Clearly define how users can take action

Personas

Name: Tess Tesla

Age: 46

Occupation: Wildlife Worker

Relationship: Married

Location: Sichuan, China

Goals:

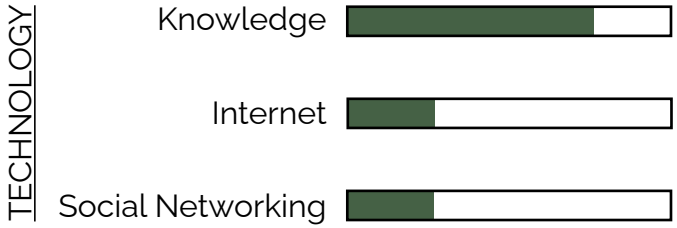
- Help rehabilitate and breed the Giant Pandas
- Continue to grow the population of Giant Pandas
- To stop the Giant Pandas habitat from being destroyed

Frustrations:

- No websites tell people how to get involved or support
- People are unaware of the threats that Giant Pandas face

Bio:

Tess moved to Sichuan China to work with her favorite animal; the Giant Panda. Shes worked at Sichuan Giant Panda Sanctuary for many years now and loves how involved she is with helping the Giant Pandas rehabilitate and breed. She wishes there were more websites out there that tell people how they can help and support them, and just what type of threats the Giant Pandas face daily.



Personas

Name: Nina Neev

Age: 15

Occupation: Student

Relationship: Single

Location: Perth, Australia

Goals:

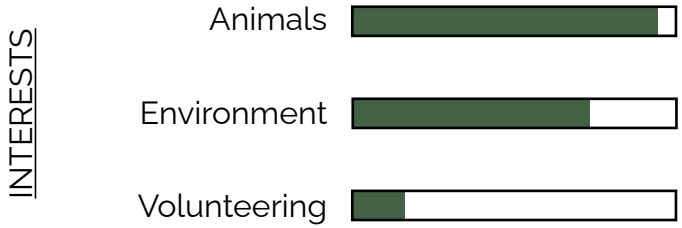
- Learn about endangered animals
- To help make a difference in the world · To give a voice to animals

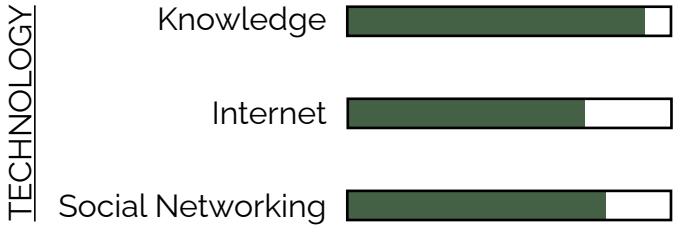
Frustrations:

- Websites that give too much information /are too scientific
- Websites with lots of heavy text that isn't engaging
- Not told specifically how to start helping

Bio:

Nina loves animals and wants to choose a career where she can help animals. Nina must write a report for one of her classes and is asked to pick a specific animal to write about. As a student, she is very busy and doesn't like websites with heavy text as she is a visual learner. She thinks this assessment is the perfect way to see what careers are out there and for her to discover how to get involved with helping animals. Nina often uses her phone or the school laptops.





Personas

Name: Liam

Age: 29

Occupation: Environmentalist

Relationship: Taken

Location: Sydney, Australia

Goals:

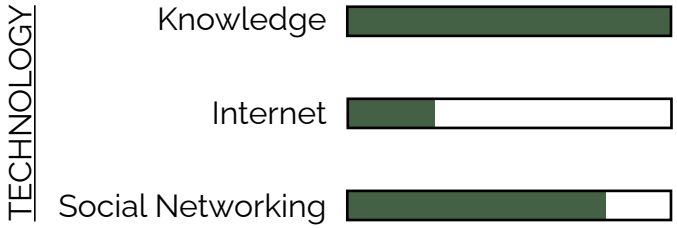
- To support organizations that benefit nature
- To help restore environments that have been effected by humans and overall help the environment

Frustrations:

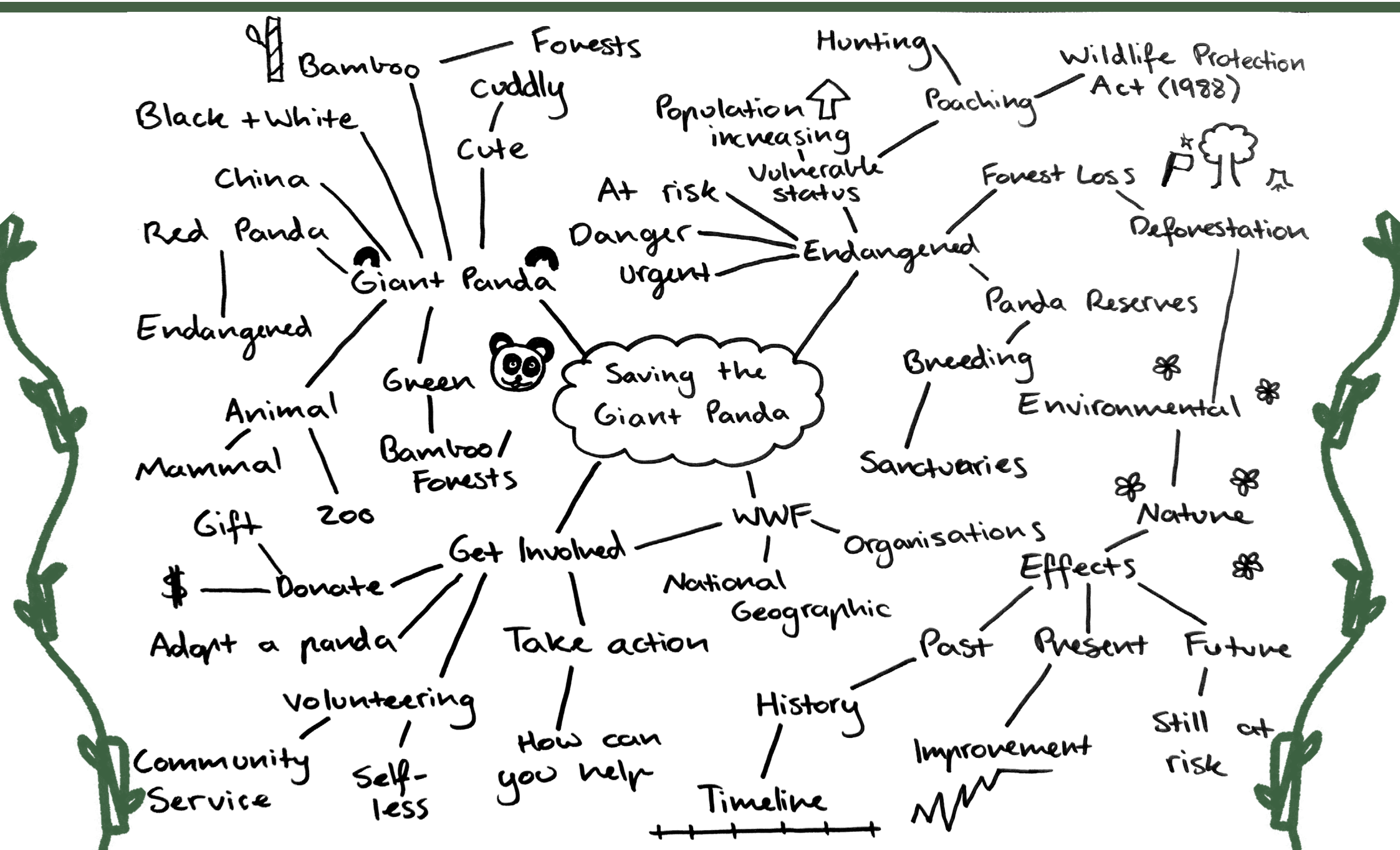
- Websites don't give highly detailed information
- Websites are never clear on how to take action

Bio:

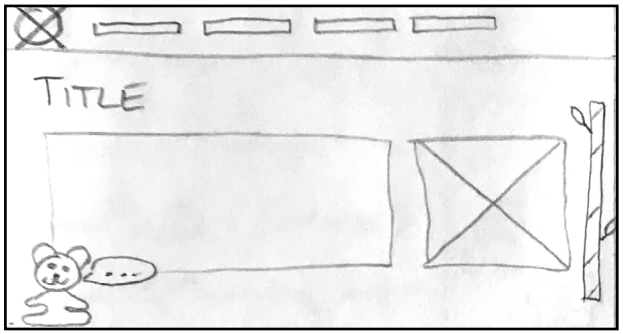
Liam has helped the environment in every way he could since he was young. He recently joined the WWF team in Sydney as one of their major goals is to conserve the worlds most important forests. Liam loves his job as he gets to protect the environment daily, but is always looking for new ways to help and support organizations. He does a lot of his research on his home computer as he is usually busy with work during the day.

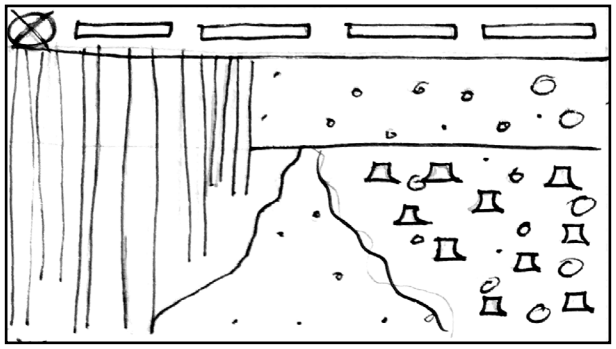


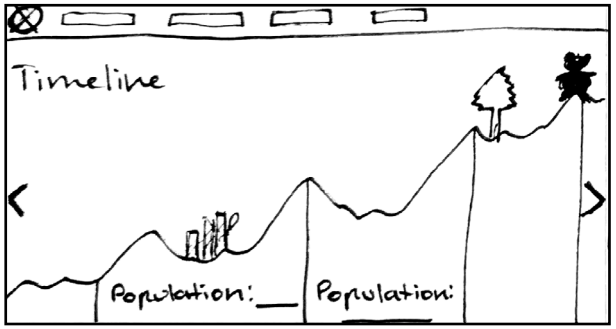
Mind Map

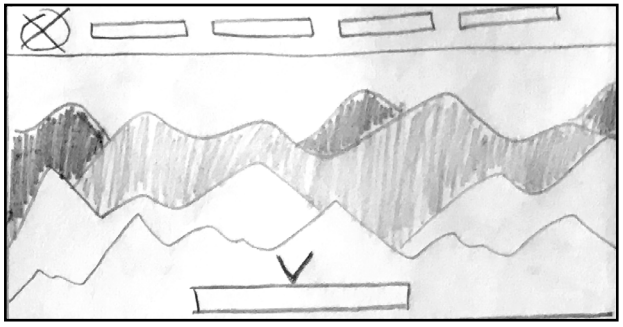

Bamboo
Forests
Cuddly
Cute
Black + White
China
Red Panda
Endangered
Giant Panda
Green
Bamboo/ Forests
Animal
Mammal
Zoo
Gift
$
Donate
Adopt a panda
Volunteering
Community Service
Self-less
Saving the Giant Panda
Get Involved
Take action
How can you help
WWF
National Geographic
Organisations
Timeline
History
Past
Present
Future
Still at risk
Improvement
Effects
Nature
Environmental
Deforestation
Forest Loss
Hunting
Poaching
Wildlife Protection Act (1988)
Population increasing
Vulnerable status
At risk
Danger
Urgent
Endangered
Panda Reserves
Breeding
Sanctuaries

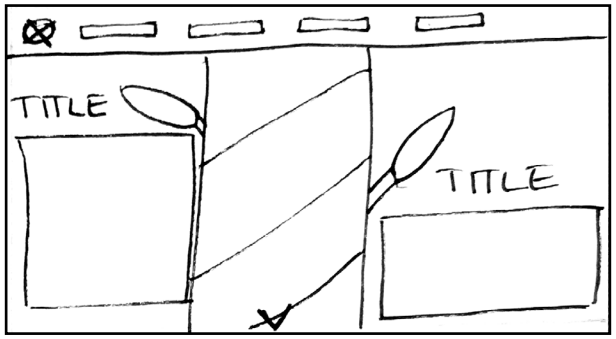
Initial Ideation Sketches

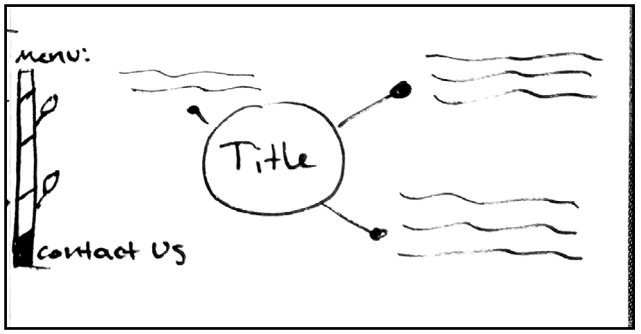


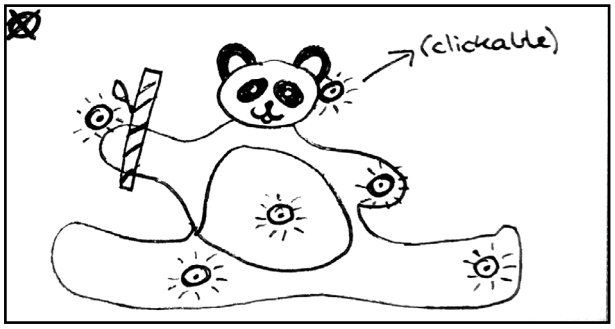


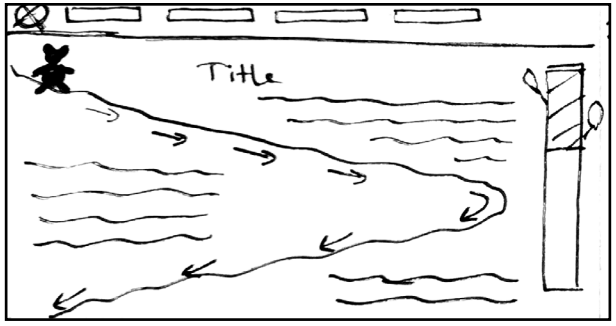


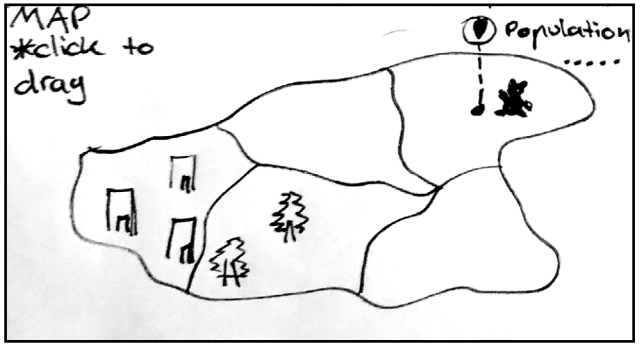












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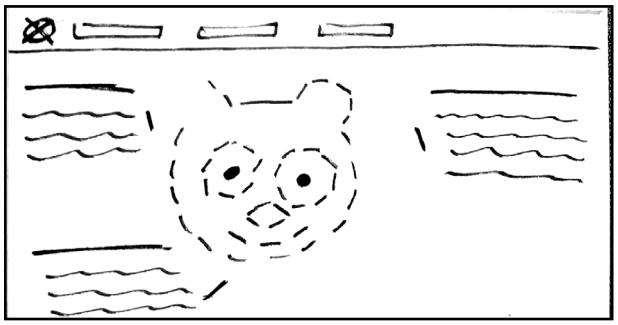
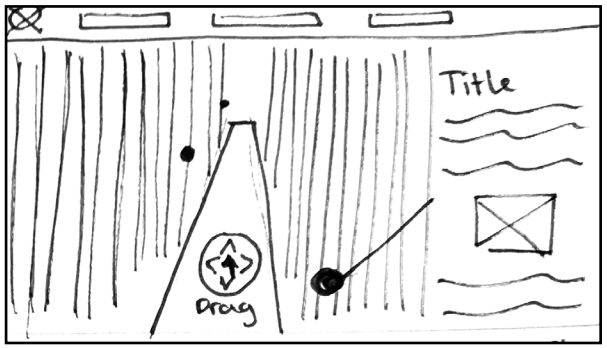
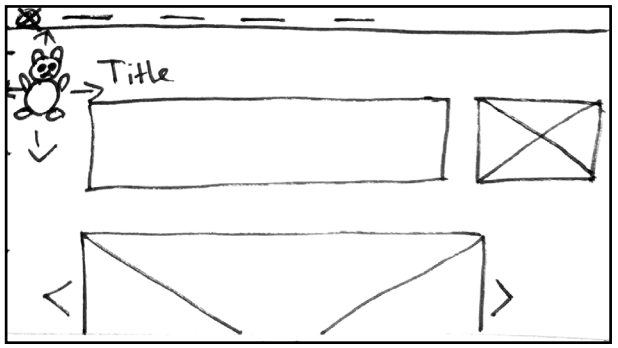
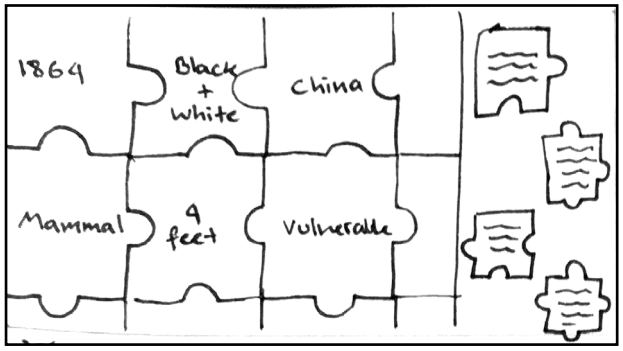
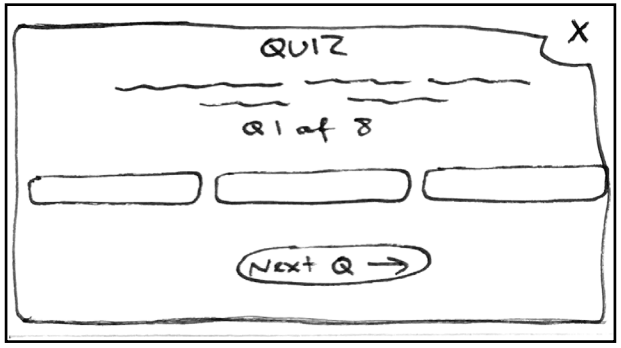
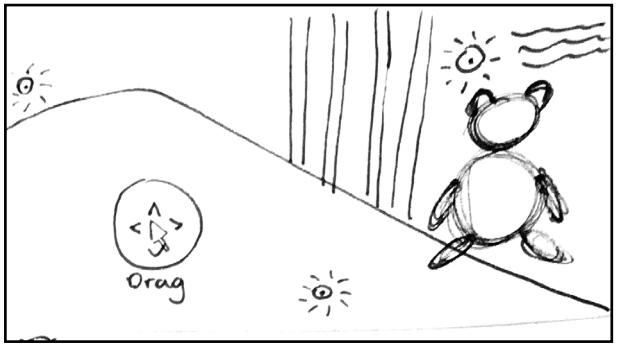


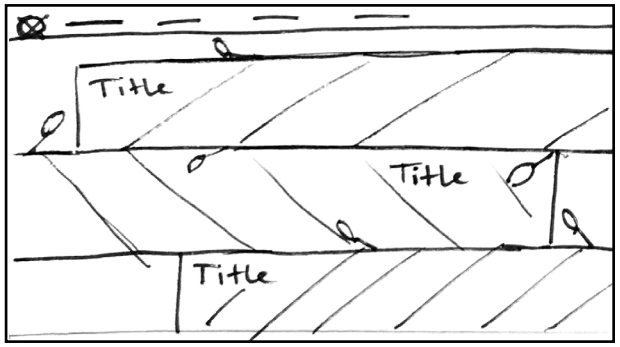


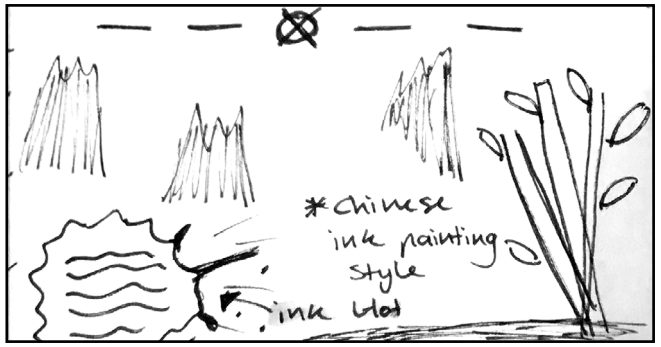








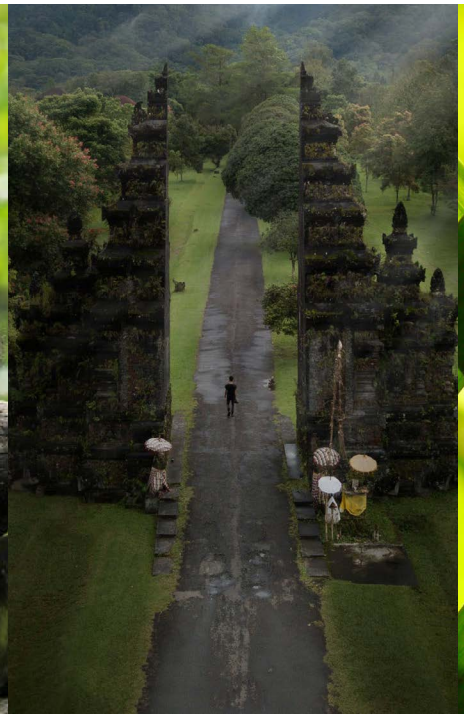




Design Concept Ideation

#1 Bamboo Theme:

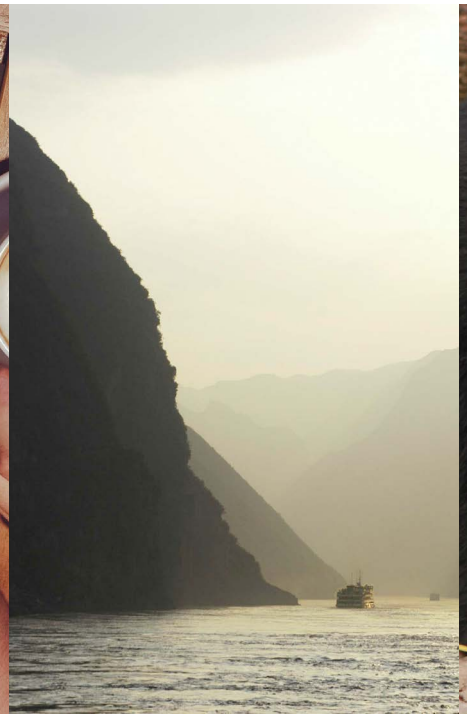
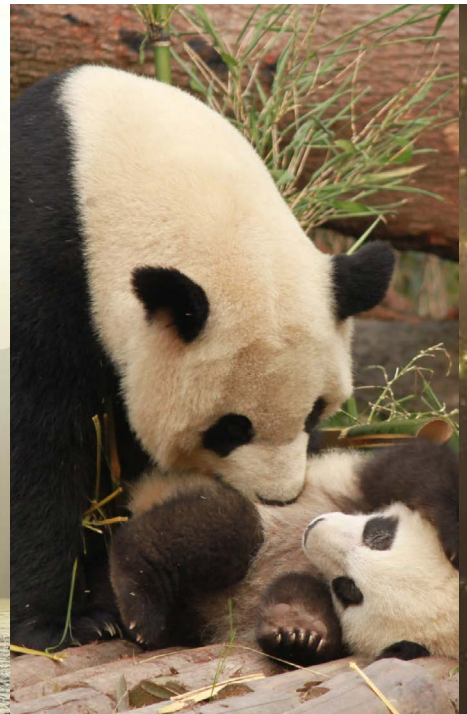
The first design concept I explored was this bamboo aesthetic, taking inspiration from the Giant Pandas lush green environment and food; bamboo. The websites colour scheme would be shades of green, with highlights of white and black (representing the Giant Pandas colours.) This will create a fun and friendly environment, and would encourage younger users with its brightness. This reflects the environment of the Giant Panda, and the content that will be added will reflect the surrounding colours and imagery. The tone of the website will be easy to grasp and natural, to invite all audience in.



Design Concept Ideation

#2 Ashy Theme:

The second design concept I explored was this tan/ashy aesthetic. Consisting of browns and burnt oranges, with highlights of green and white. This aesthetic was inspired by the wreckage of their habitat. This darker theme should create a gloomy and unsettling feeling, refusing the comfort of the audience. This will communicate that the Giant Pandas are still in grave danger, and will show just how bad their issues are. This should evoke an emotional response from the users, as they wont just be shown the cute and cuddly appearance of the Giant Pandas. This idea will focus more on their habitat and loss of it. The tone of the website will be for formal, as it a serious matter being communicated.

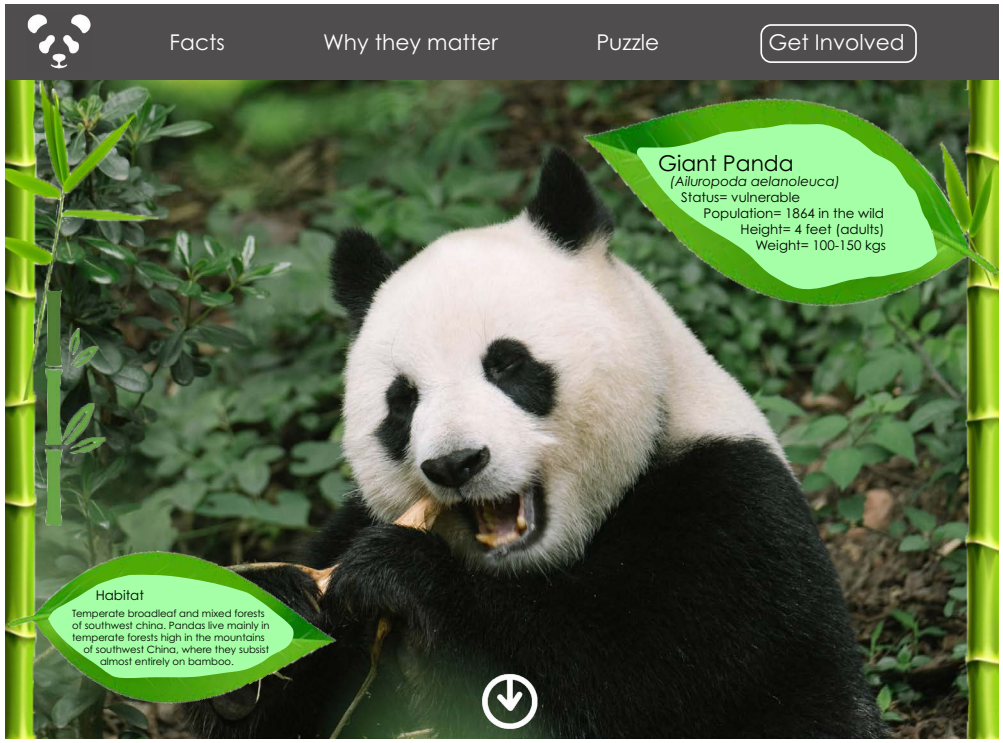
Design Concept Ideation

#3 Chinese Theme:

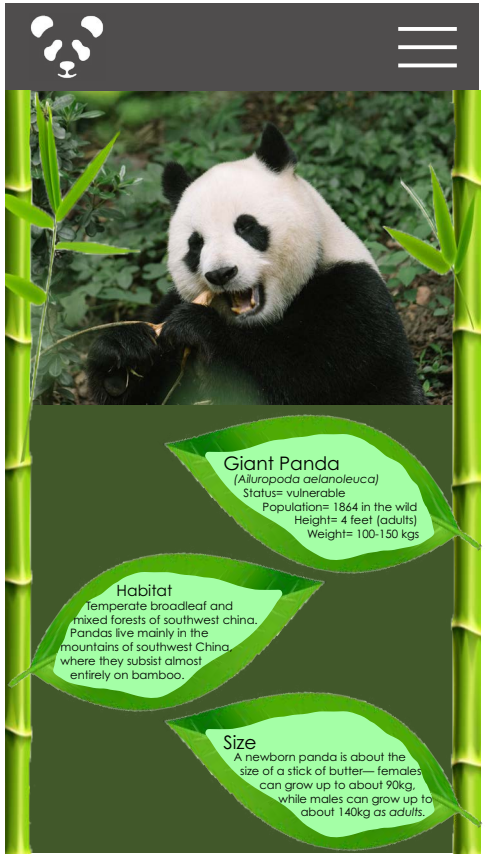
The last design concept i explored was this vibrant Chinese style, showing colours ranging from orange, red and brown. This burnt aesthetic would be highlighted will yellows and white, taking inspiration from the Giant Pandas home; China. This will create a fun and friendly environment, and would encourage younger users with its brightness. The tone of the website will be easy to grasp and natural, to invite all audience in. The idea of adding some of Chinas culture into the website will allow users even more opportunity to learn and explore. This concept will overall promote culture, vibrancy and life.

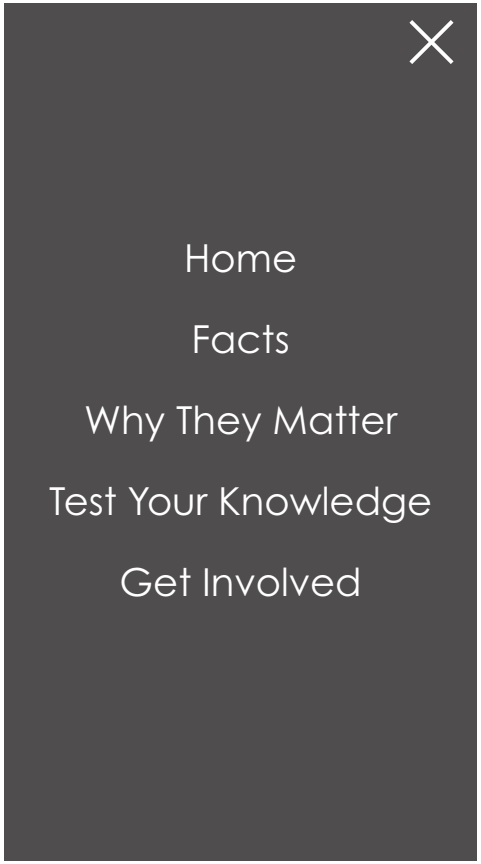
Initial Mock ups

Homepage



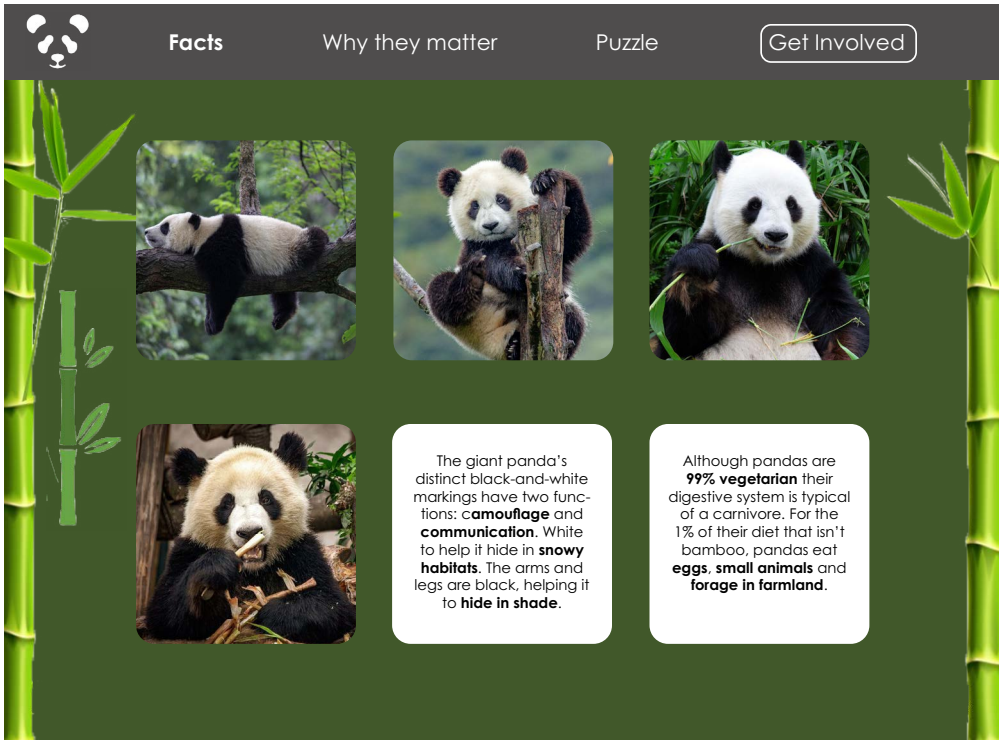
Phone View





Initial Mock ups

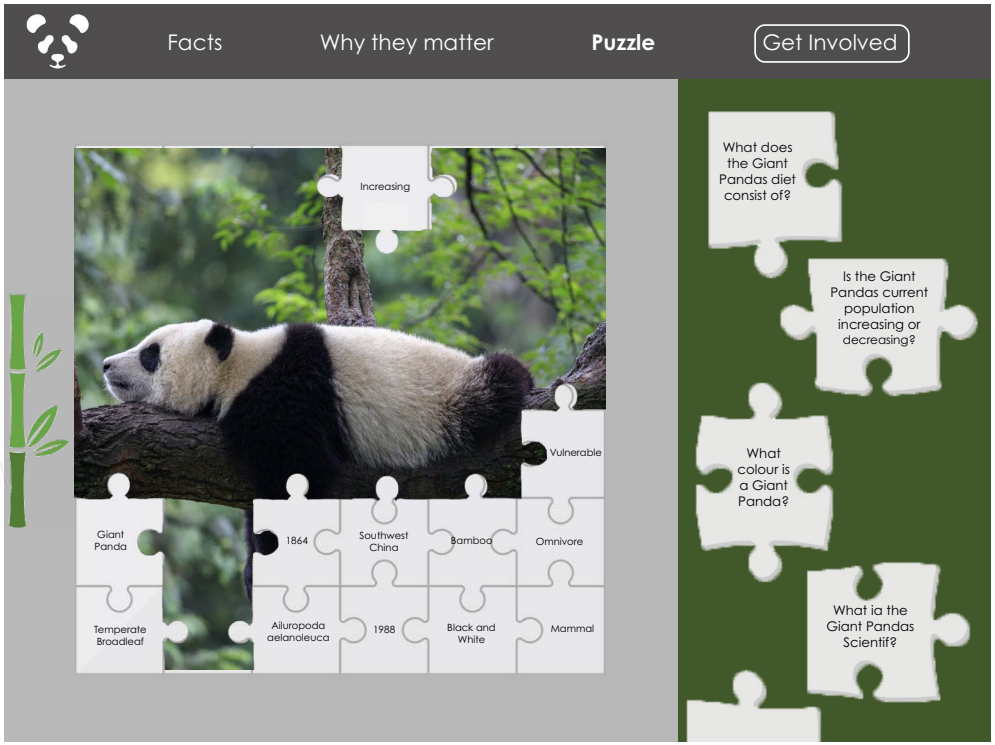
Facts Section (Flipping Card interaction)



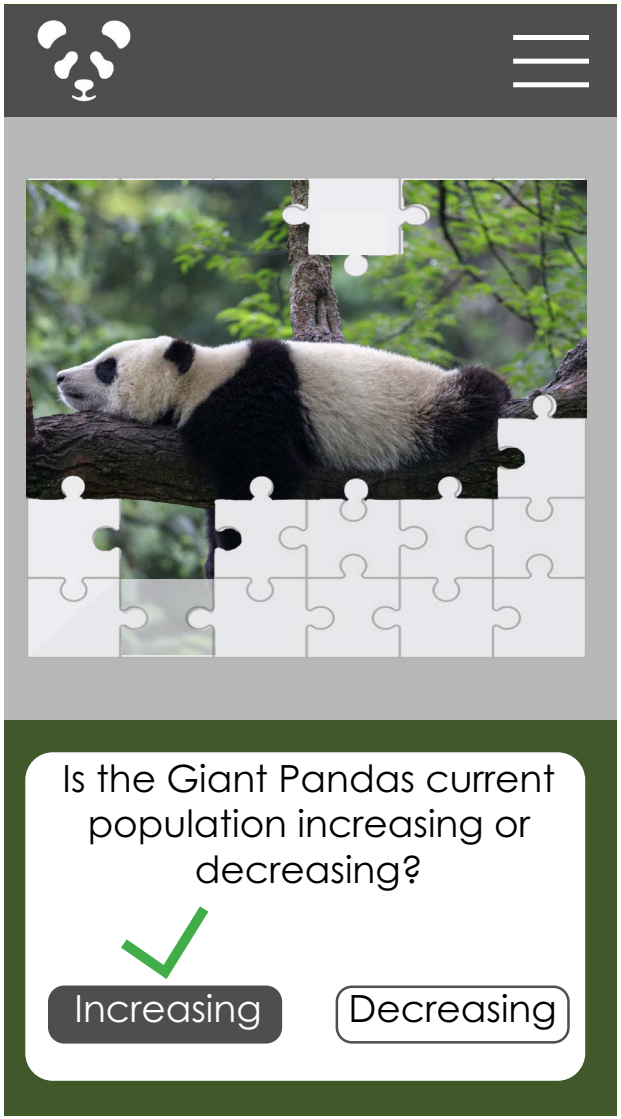
Phone View

Initial Mock ups

Puzzle Section

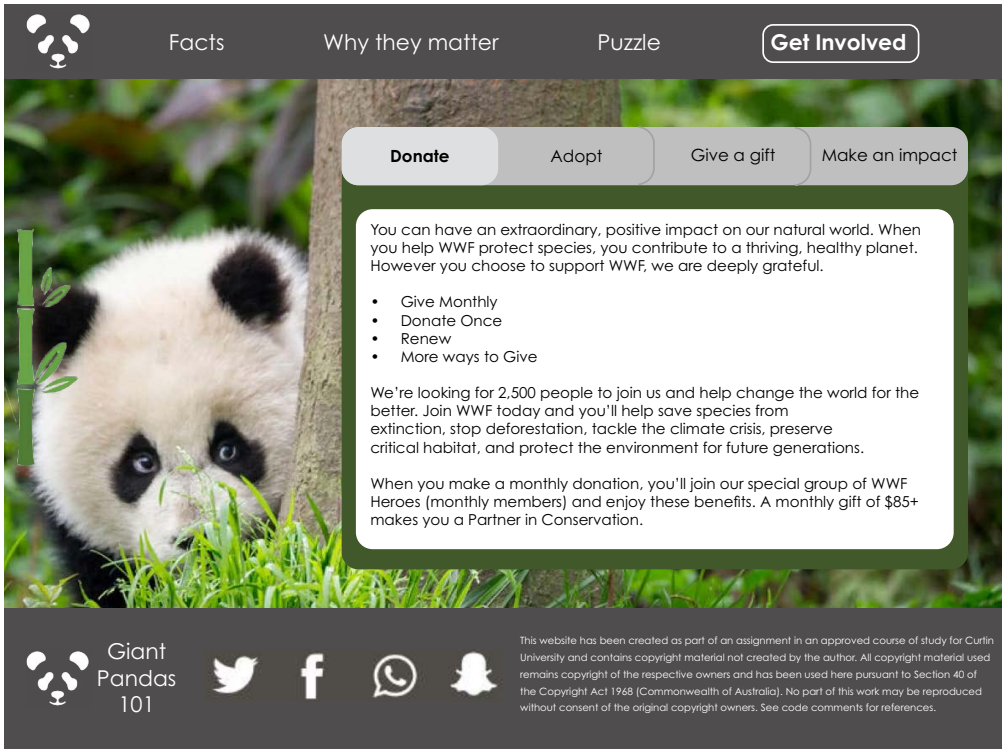


Phone View



Initial Mock ups

Get Involved Section



Phone View

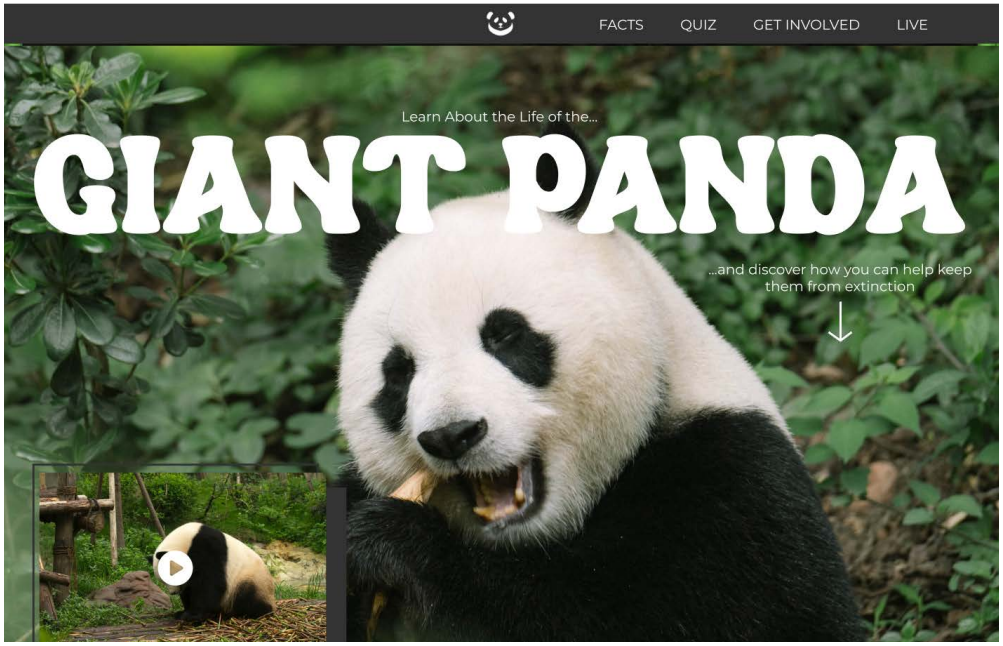
Initial Deployment

Live Link: https://webdesign2website.netlify.app

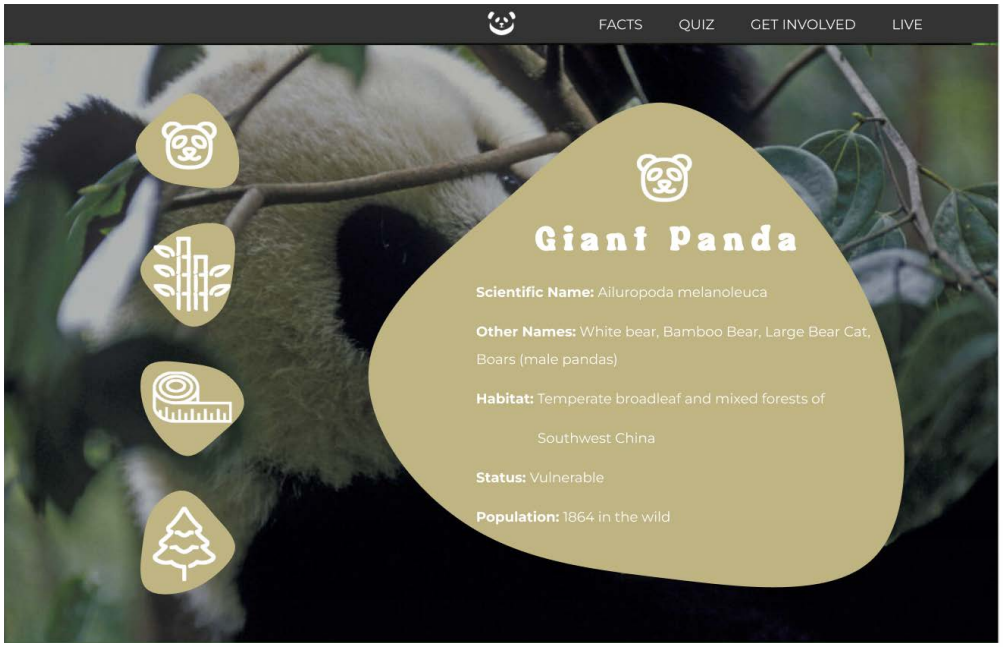
Code link: https://github.com/jademmitchell/Web-Design-2-Giant-Panda-101-.git

Redesign Mock ups

Intro Section



Home Page - Video with facts



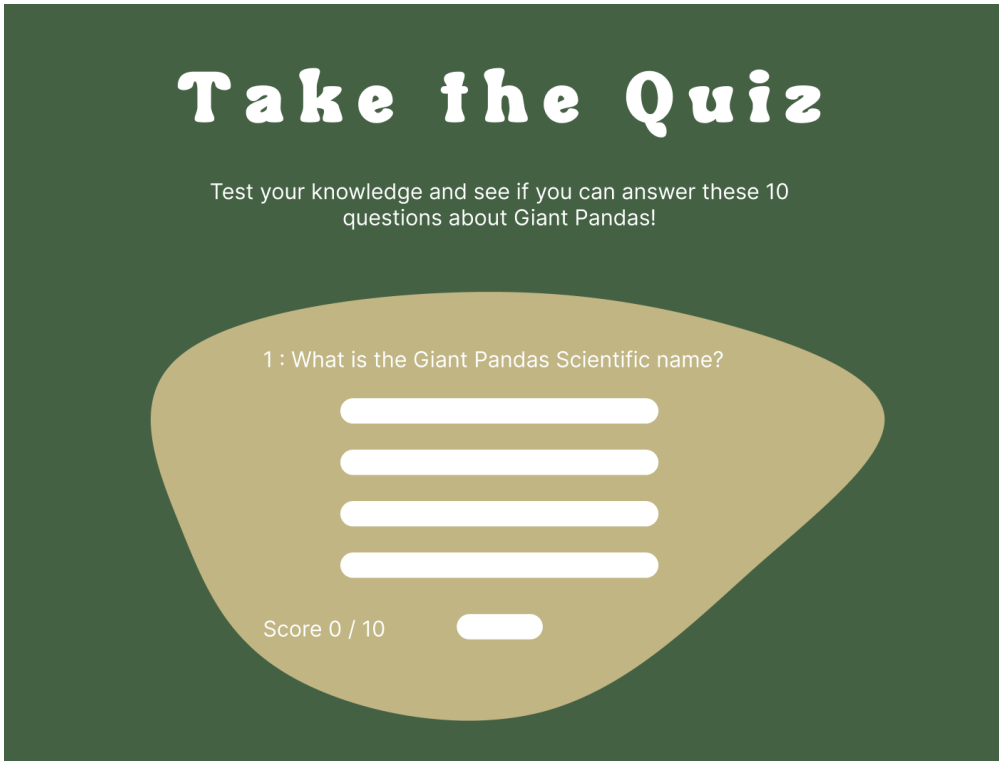
Redesign Mock ups

Red List Section

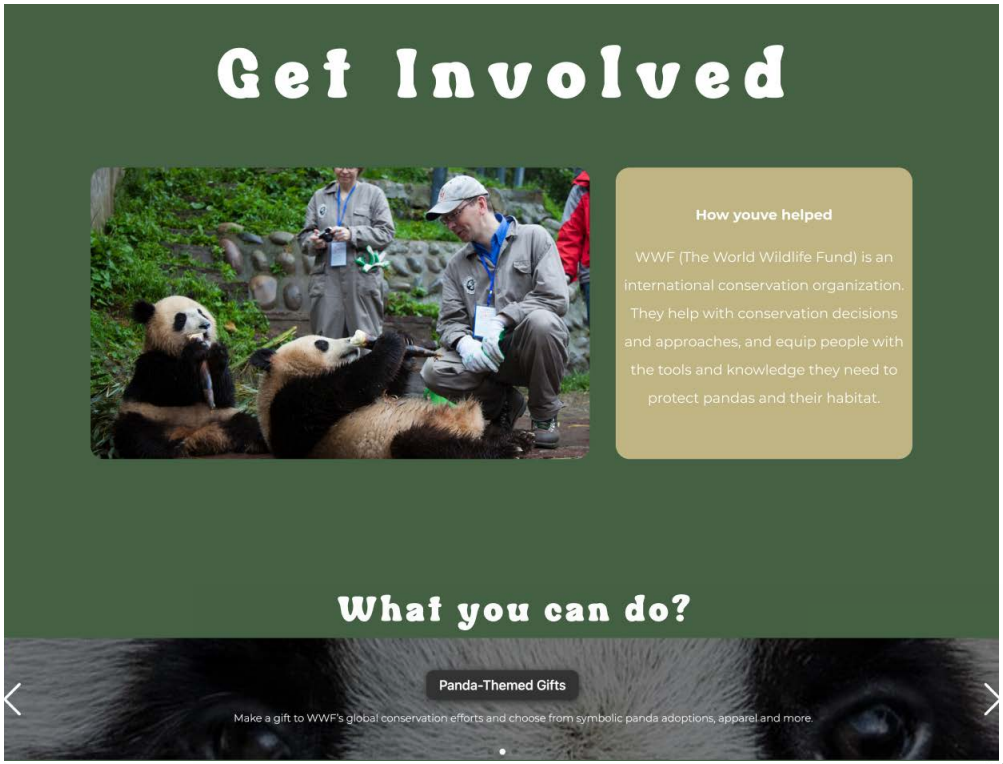
Facts Section (Flipping Card interaction)

Redesign Mock ups

Quiz Section



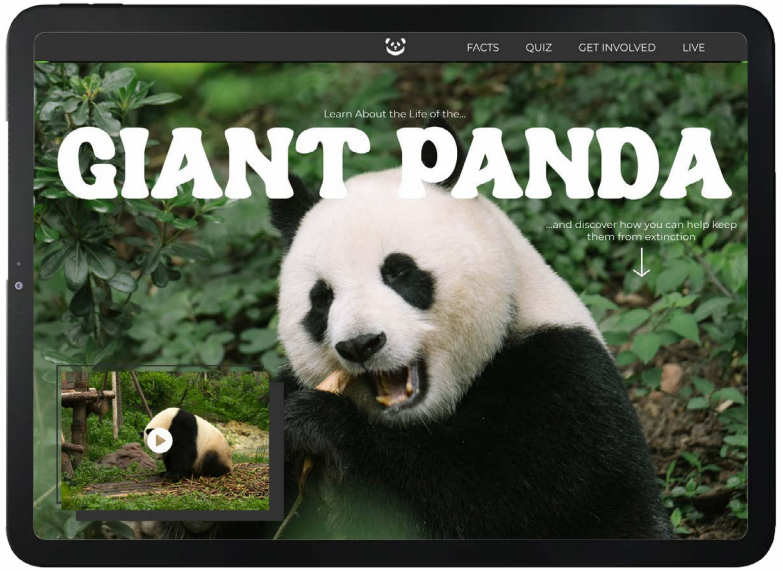
Get Involved Section



Redesign Mock ups

Live video Section

Final Deployment



Live Link: https://giantpandas101.netlify.app

Code link: https://github.com/jademmitchell/GiantPandas101