

# The Bison Project - Case Study

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Robert Wade

# Project overview



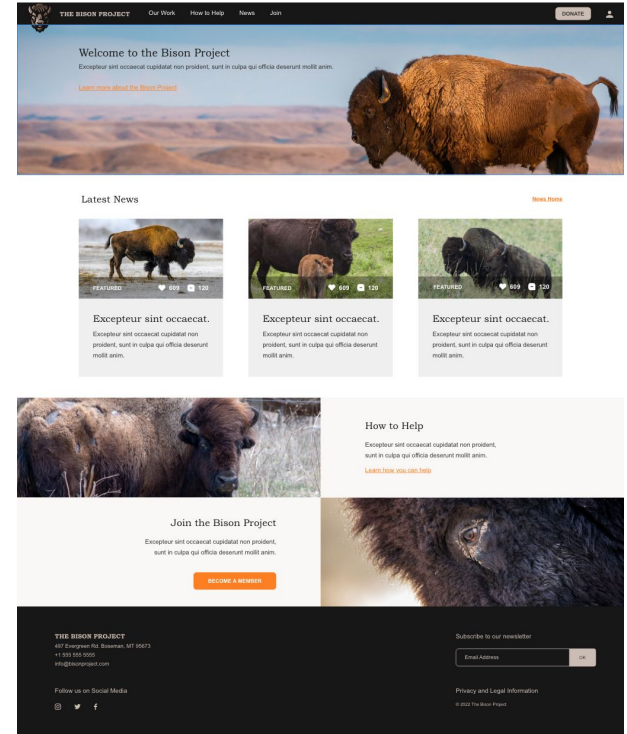
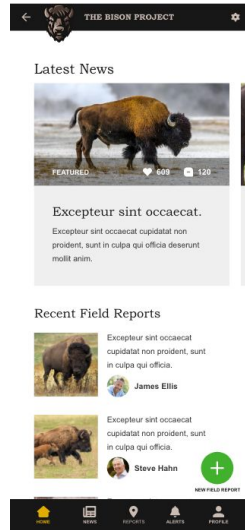
## The product:

The Bison Project is a non-profit with the goal of preserving the plains bison species and their habitats.



## Project duration:

May 2022 - June 2022



# Project overview



## The problem:

The Bison Project want to effectively communicate their mission, recruit new members and provide a means for volunteers to create Field Reports with herd sizes, locations and photos while in the plains.



## The goal:

Create a responsive website communicating the organization's mission, and a companion mobile app allowing volunteers to get news and create field reports in their area.

# Project overview



## My role:

UX Researcher

Lead UX Designer

Visual Designer



## Responsibilities:

UX Research

Wireframing

Prototyping

Conducted User Studies

Visual Design

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups were identified: Adults looking to contribute either by volunteering or donating, and Adult ranchers, scientists and biologists who can contribute with field reports.

The user groups confirmed initial assumptions about the project, but also uncovered additional interests such as finding more creative ways to contribute to the organization.

# User research: pain points

1

## Pain point

Difficulty finding information on the organization.

2

## Pain point

Too few ways to contribute short of financially.

3

## Pain point

Difficulty in reporting herd sizes from the field using traditional methods.

4

## Pain point

Lack of identifying information such as location, and photos/video.

# Persona: Emily Lopez

## Problem statement:

Emily Lopez is an animal rights activist who needs to learn how she can contribute to the Bison Project because she wants to do her part to ensure healthy herds and a balanced ecosystem.



## Emily Lopez

**Age:** 24

**Education:** Bachelor, Sci (Bio)

**Hometown:** Big Timber, MT

**Family:** Single

**Occupation:** Biologist

*"I just want to do my part to help."*

## Goals

- Better understand how keeping a healthy bison population can improve grasslands.
- Be able to contribute positively without having to donate large sums of money.
- Help educate others on the positive impact of healthy bison herds.

## Frustrations

- Lack of information.
- Inability to contribute in a meaningful way short of donating large sums.
- Lack of Awareness.
- Negative stereotypes regarding bison herd effects on landscapes.

Emily is South Dakota native and animal rights activist, who wants to do her part to ensure that plains bison thrive in areas where they once did.



# Emily Lopez's user journey map

Mapping Emily's User Journey made it easier to understand her needs.

## Persona: Emily Lopez

Goal: Learn how to help the cause with limited financial means and raise awareness.

ACTION	Visit the Website	Learn how to help	Book a seat	Get confirmation	Share with others
TASK LIST	A. Search or enter the URL B. Visit home page.	A. Find the How to Help section. B. Click / Tap C. Read about help options	A. Click or tap events CTA B. Choose a date C. Reserve a seat B. Fill out form. C. Submit a payment D. Receive confirmation.	A. View sharing options B. Share with others.	A. Receive confirmation page B. Receive confirmation email.
FEELING ADJECTIVE	Curious Anxious	Creative Engaged	Excited Apprehensive	Relieved Confirmed	Proud Excited
IMPROVEMENT OPPORTUNITIES	Prominent display of how to help Emotional pull	List of ways to help Segments catered towards demographic type. Financial contributions Become a field reporter Attend an event	Click to attend event Choose a date and location Fill out a form. Click submit	Confirmation page and email. Text updates.	Multiple opportunities to share via social media Link copy

# Persona: Jason Anderson

## Problem statement:

Gene Rogers is a Cattle Rancher who needs a way to report bison herd sightings because he wants to do his part to maintain healthy bison populations and grasslands.



## Gene Rogers

**Age:** 49

**Education:** Bachelor, Sci. (Ag)

**Hometown:** Big Timber, MT

**Family:** Wife, 3 children

**Occupation:** Cattle Rancher

*“Maintaining a healthy bison population is beneficial to all of Montana’s ranchers.”*

## Goals

- Better understand how how keeping a healthy bison population can improve grasslands.
- Be aware of and help to advise on existing heard populations and locales.
- Help educate other ranchers on the importance of maintaining healthy bison populations.

## Frustrations

- Misconceptions about bison impact on cattle ranching industry.
- Lack of information.
- Inability to contribute.
- Negative stereotypes regarding bison in the rancher community.

Gene is a 5th generation Montana cattle rancher who has begun to understand the positive impact of maintaining healthy bison populations in cattle grazing areas. Specifically its impact on native grasslands. Gene wants to do his part to break stereotypes and help maintain healthy herds.

# Gene Roger's user journey map

## Mapping Gene's User

Journey made it easier to understand his educational needs.

### Persona: Gene Rogers

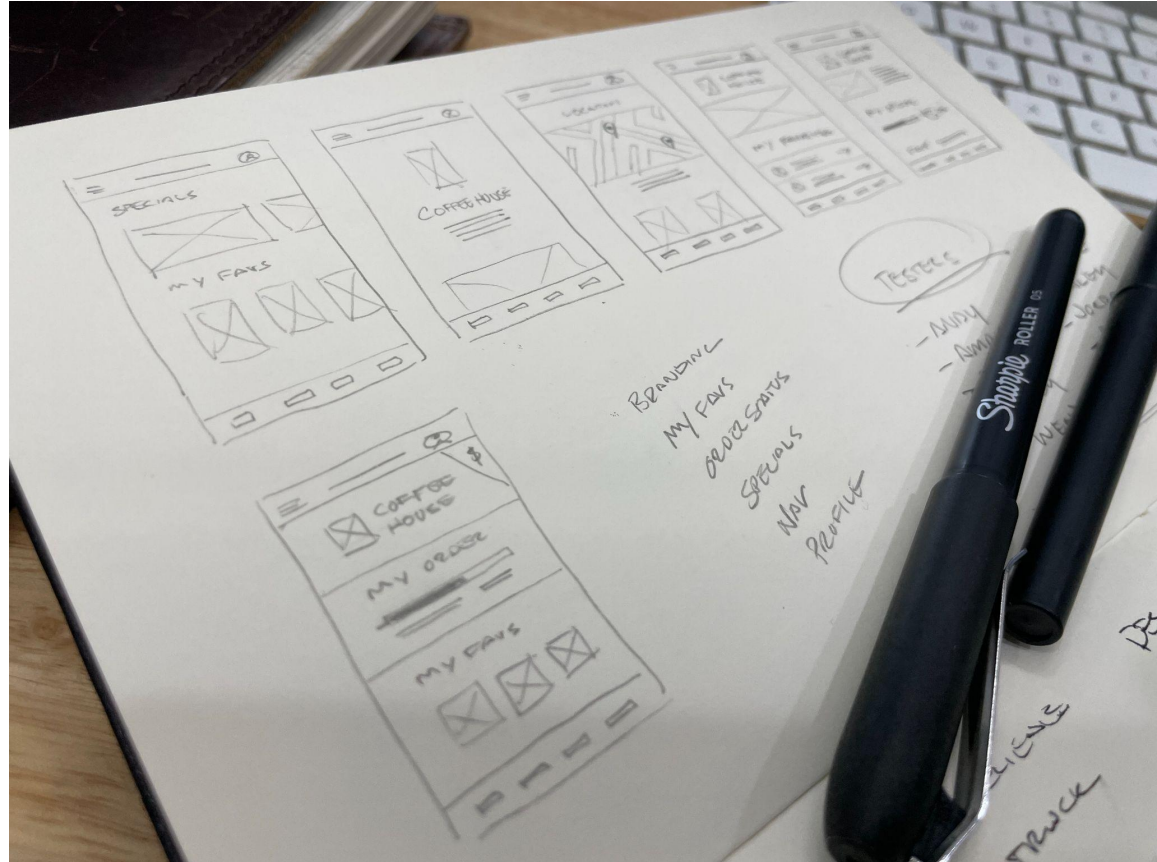
Goal: Report a herd sighting.

ACTION	Download & Open the App	Become a Contributor	View Recent Sightings	Report a Sighting	Get Feedback
TASK LIST	A. Search the App Store. B. Click details C. Download the app D. Wait for download E. Locate the app on the home screen. F. Tap the app icon.	A. Find the Become a Contributor CTA. B. Complete form. C. Await confirmation.	A. Locate the Recent Sightings section. B. Tap Recent Sightings C. Search for sightings in my area. D. View list of sightings E. View details of individual sightings.	A. Locate the report a sighting CTA. B. Tap the Report a Sighting CTA. C. Enter sighting details. D. Submit.	A. Receive confirmation page. B. Receive confirmation detail. C. View a "My Sightings" page.
FEELING ADJECTIVE	Curious Anxious	Creative Engaged	Curious	Anxious Nervous Engaged	Excited Hopeful
IMPROVEMENT OPPORTUNITIES	Detailed App store screens and descriptions.  Good welcome screen  In-App guide for new users.	Guided process. Step by step.  Located in 'How to Help' or similar section.  Show benefits of becoming a contributor.	Map view  Tappable map icons with herd location details.	Form with location (geo), dates, approximate herd numbers, herd activity, young vs. adult, direction of travel.  Upload photos.	Confirmation page  Link to my sightings.  Confirmation email.



# Paper wireframes

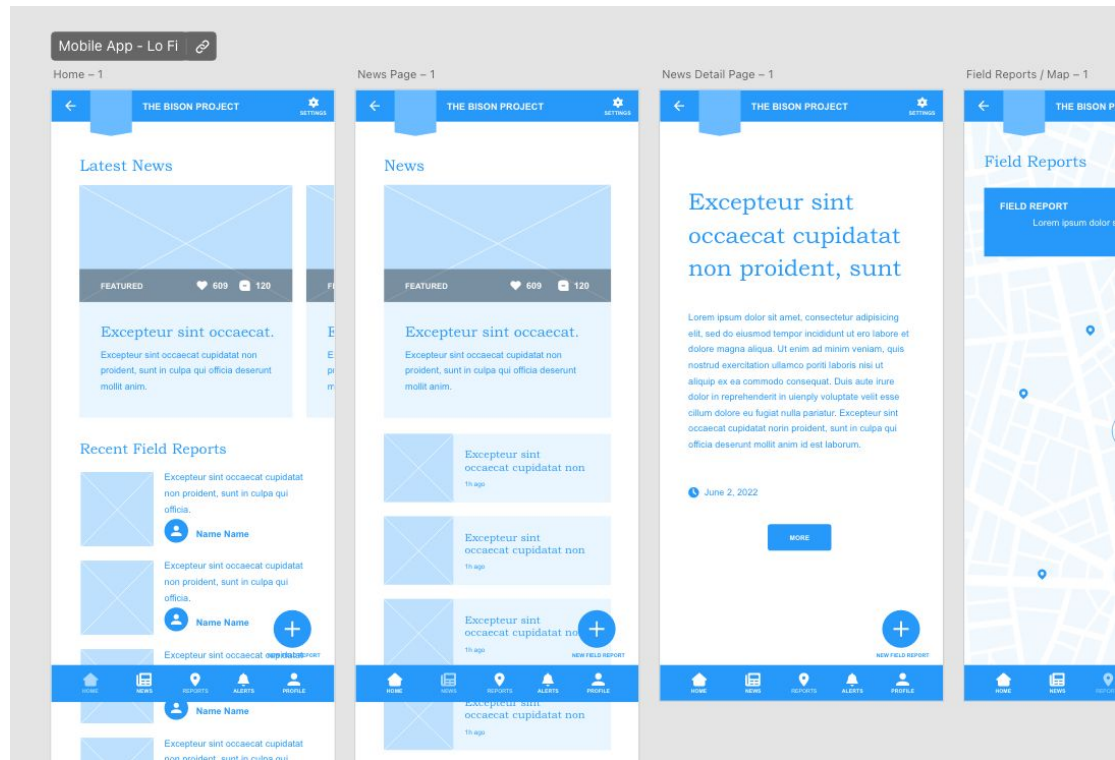
Taking the time to draft iterations of each screen of the website and app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



# Digital wireframes

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

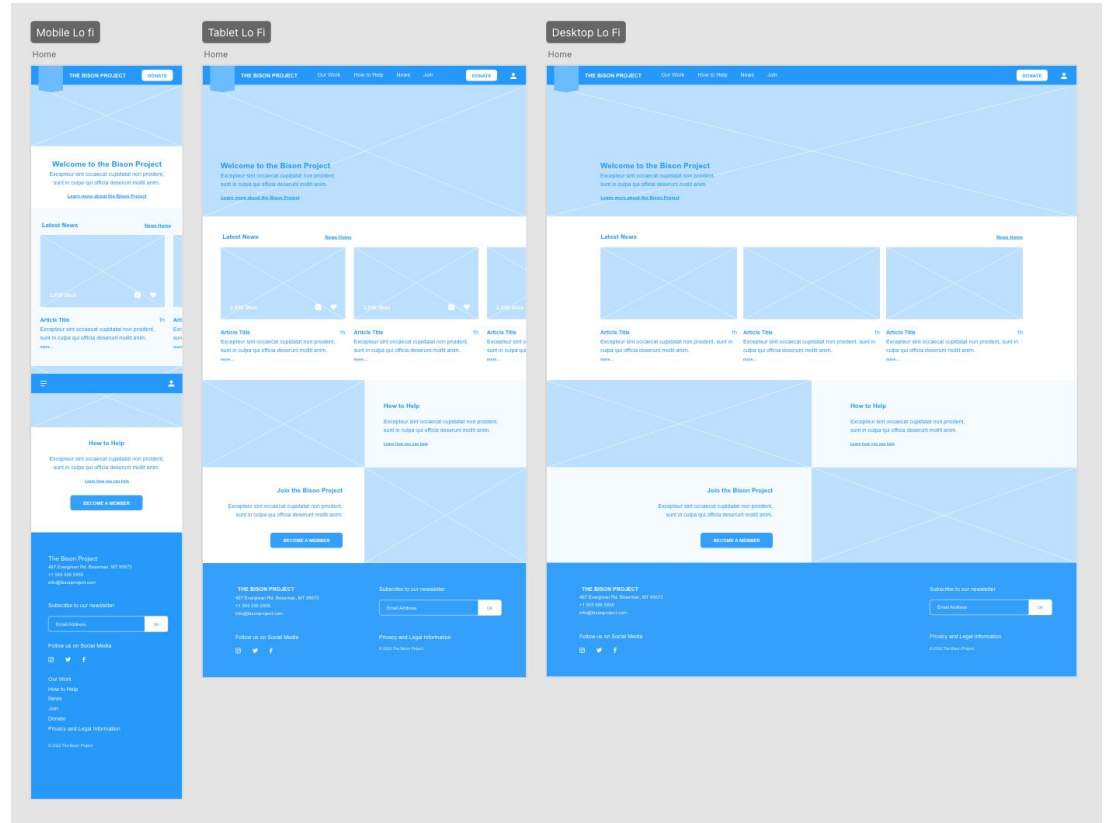
Lo-Fidelity digital wireframes created in Adobe XD for the mobile App



# Digital wireframes

continued

Lo-Fidelity Wireframes of the responsive website created in Adobe XD



# Low-fidelity prototype

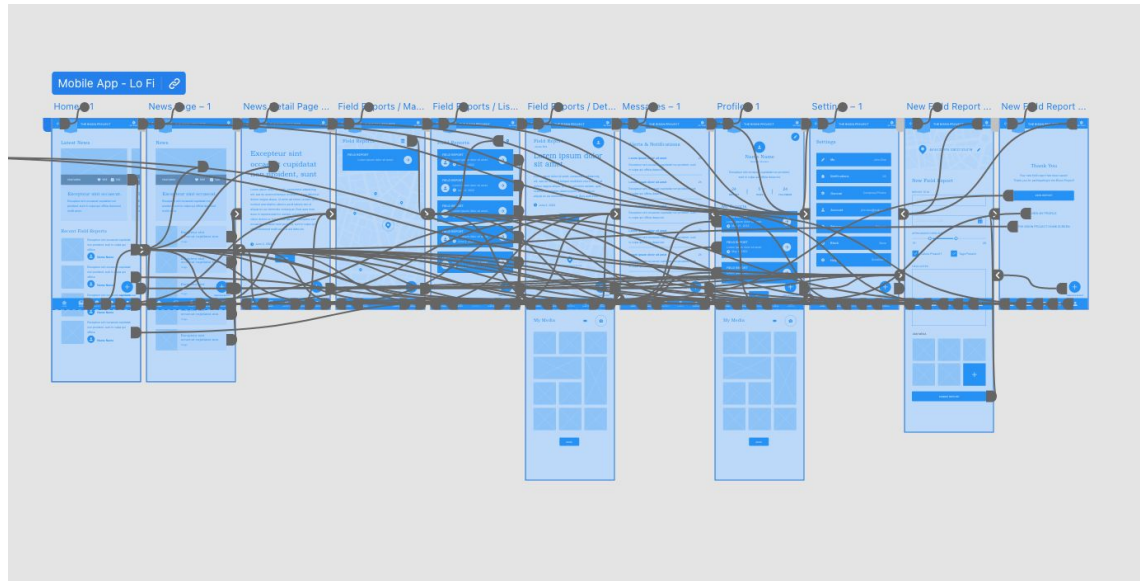
Low fidelity prototypes of the app and responsive websites were developed in Adobe XD once wireframes were established.

[View App Lo-Fi Prototype](#)

[View Mobile Website Lo-Fi Prototype](#)

[View Tablet Website Lo-Fi Prototype](#)

[View Desktop Website Lo-Fi Prototype](#)





# Usability study: findings

I conducted two rounds of Usability Studies in an unmoderated user study through Maze with a series of tasks and questions for each user to complete.

## Round 1 findings

- 1 Some users were confused about what meaning certain icons had.
- 2 In the app, some users had difficulties figuring out how to create a field report.

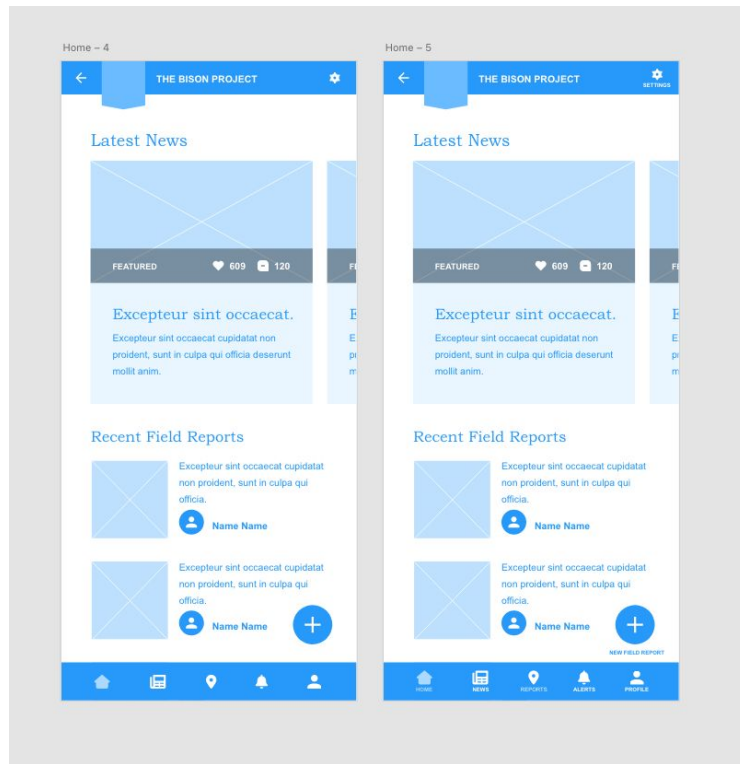
## Round 2 findings

- 1 Users were very satisfied with the flow of the website and app.

# Mockups

Early designs did not use text labels in conjunction with icons. This addition alone resolved many pain points that users had in the app and website.

Before usability study → After usability study

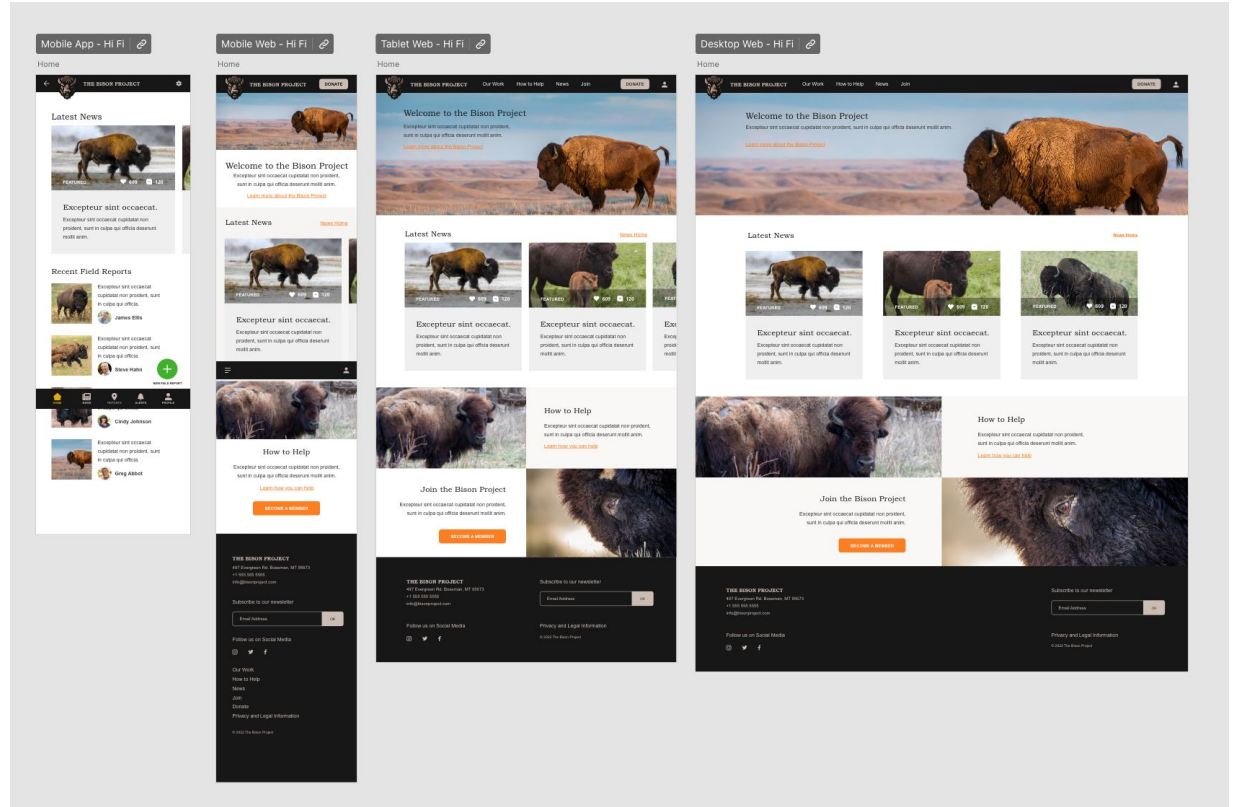


# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Hi-Fidelity mockups were created for the mobile app and for 3 sizes of the responsive website.



# High-fidelity prototypes

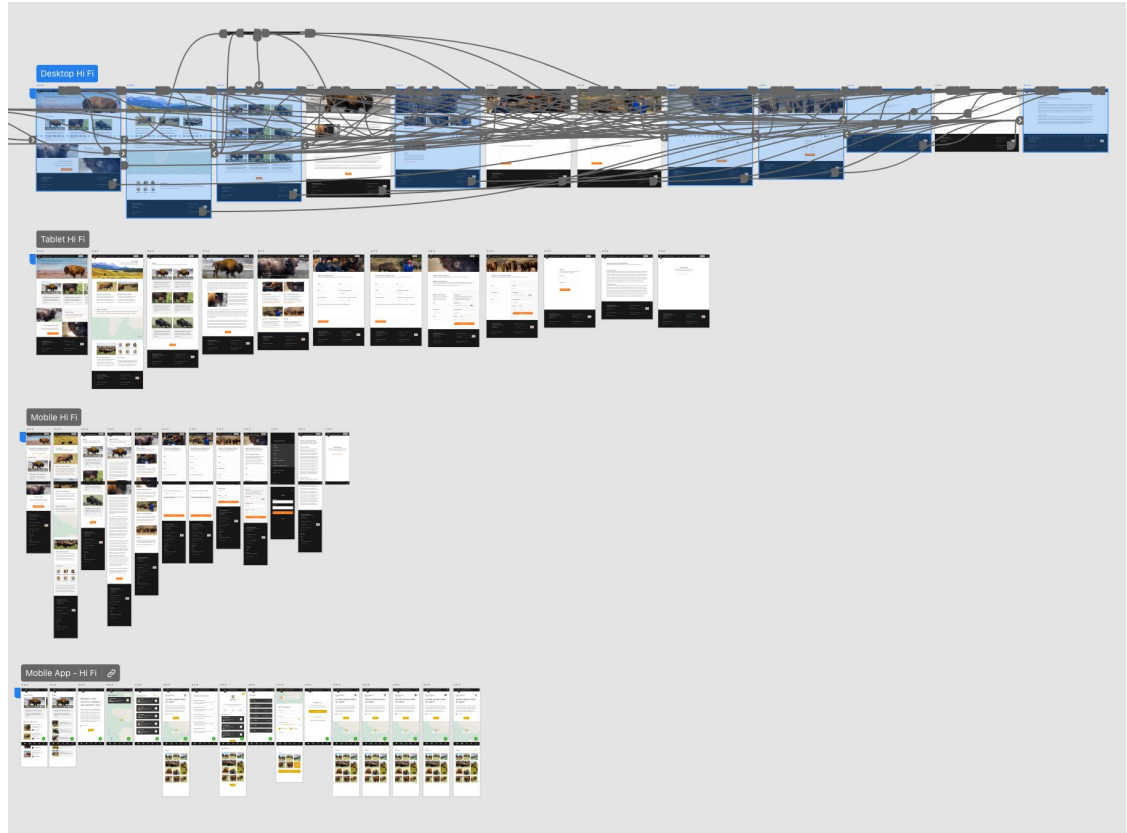
The final high-fidelity prototypes presented cleaner user flows for website and app navigation.

[Mobile App Hi-Fi Prototype](#)

[Mobile Web Hi-Fi Prototype](#)

[Tablet Web Hi-Fi Prototype](#)

[Desktop Web Hi-Fi Prototype](#)



# Accessibility considerations

1

Contrast checking was used to ensure that text is legible in all areas.

2

Consideration for screen readers has been taken.

3

A standardized textual hierarchy is in place for headings.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app and website is an easy to use interface for learning what you can do to help bison populations in North America..

One quote from peer feedback:

*"Easy. Text on icons helped. Field Reports displayed first and in most recent order. All good!"*



## What I learned:

I learned when designing this website that design is an iterative process and that by continually testing your work as you go, you'll be consistently making a better product.



# Next steps

1

Plan a final usability study.

2

Iterate over final changes and prep for hand off.

3

Hand off to the UX Engineer Team.

# Let's connect!



You can find more information about me and my work at  
[robertcreates.com](https://robertcreates.com)