



SMAD/CIS Capstone Project

Sprint 1 Client Report

March 5th, 2020



Table of Contents

1

Table of Contents.....	Page 1
Client Goals and Design Question.....	Page 2
Key Take-Aways, Functions, Audience...	Page 3
Primary Persona.....	Page 4
Design Inspiration.....	Page 5
Design Elements.....	Page 6-8
Use Case Diagram.....	Page 9
Sitemap and ERD.....	Page 10
Wireframes.....	Page 11
Mockups.....	Page 12



Client Goals

2

1. To create a **comprehensive website** that assists researchers, administrators, and students in finding collective details about their research.
2. To **market and sell** the physical product to a new audience.
3. To establish a **platform** for users to communicate via an online forum.
4. To **rebrand** the website and product to match user necessities and enhance marketing strategies.

Design Question

How might we **improve** the experience of animal researchers trying to **collect, manage, and share** data from their findings on a website?

Key Takeaways

3

1. This website should reflect a minimalist concept because it should be straight forward and reflect direct user research.
Explicit talk about login/signup
2. This website should have map integration because it is the best way to showcase direct findings and the location of each finding.
3. This website should have dashboard controls because it is the best method for keeping the website organized and concise.
4. This website should reflect accurate data because it is essential for the success of all users to see the most accurate data
5. This website should enable new or returning users to purchase and sell their personal unit.

Research-based Functions

1. Manage specific projects
2. Purchase a unit
3. Organize and edit data
4. Register purchased unit
5. Data analysis

Target Audience

Our established target audience represents users who fall under the categories of researchers, administrators, and students. The largest portion of our target audience is represented by researchers. The second largest portion of our target audience is represented by administrators. Lastly, our target audience is represented by students who will be using the website for scientific research as well.



Primary Persona

4

This persona represents **50%** of our users.

Lucy Bell is a dedicated project owner who graduated from the University of Iowa in 2015. She has worked on many different animal research projects and knows the Biology field very well. Lucy has used a lot of different resources to conduct her studies and always is looking to integrate new ones into her work.

Lucy Bell

Primary Persona



Age: 27

Location: Staunton, VA

Job: Project Owner

Education: U of Iowa

Hobbies: Foster animals, volunteer, nanny

User Story: Lucy is a project owner who has dedicated her life thus far to learning about animals. She has worked to preserve the environments of animals in the Iowa and Virginia regions.

Frustrations: Lucy wants to use a website where she can directly track the data she collects on animals. She does not have time to sit and organize her findings. Lucy gets easily overwhelmed with the amount of data she collects, so an automatic data collecting website would make her life a lot easier.

Goals: To efficiently organize her data and research via an online platform.

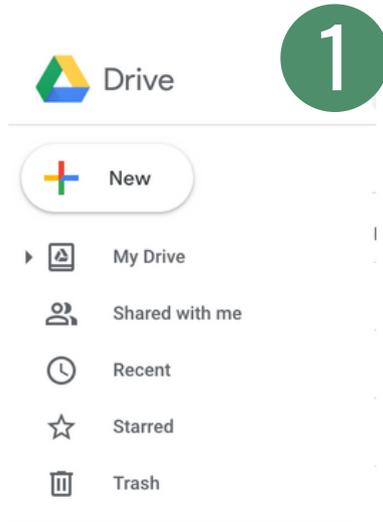
Skills:



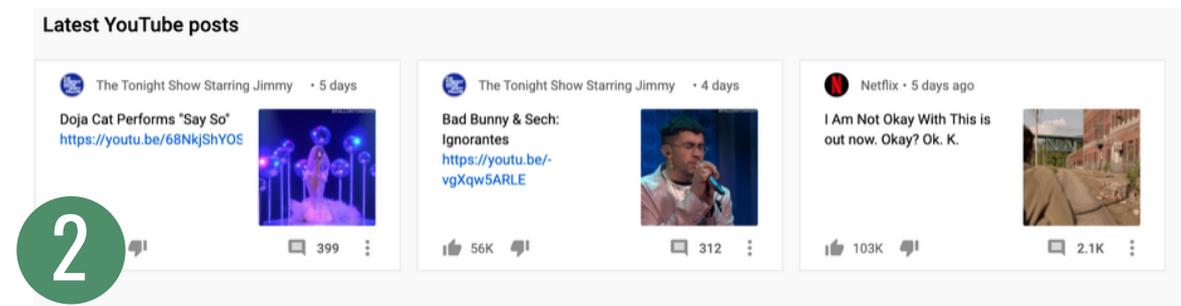
"I would love to use a platform where I can directly post my findings and collaborate with other researchers remotely."

Design Inspiration

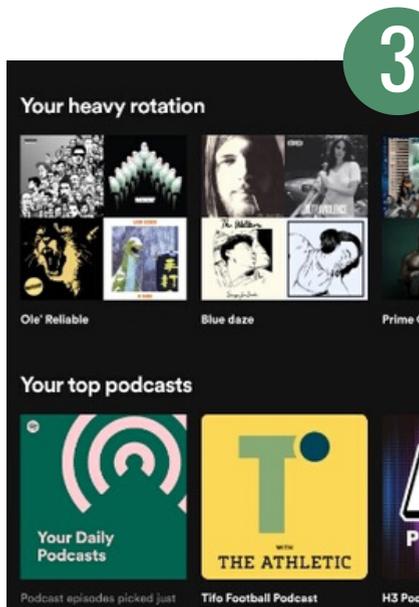
5



Google Drive was used as inspiration because of its use of white space and side bar navigation. We incorporated the aspect of a side bar navigation because it is easy to navigate to and the user knows important elements will be found there.



Youtube inspired the use of white cards to organize data because of its clean and organized look. Youtube does an impressive job of organizing large amounts of data and making it look very appealing to the eye.

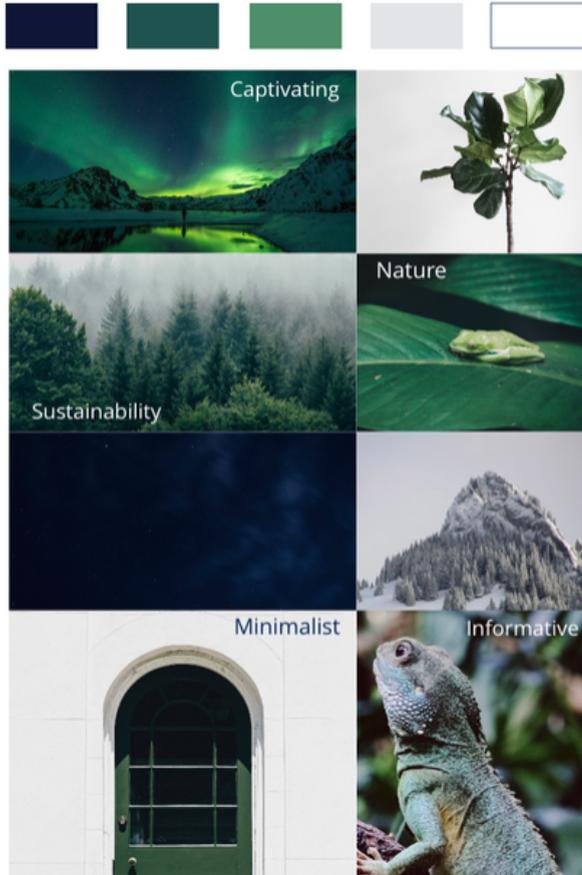


Spotify inspired the use of well-established typography hierarchy. As soon as the user looks at the homepage their eye can immediately differentiate between titles and subtext. This is an essential element to consider when building a platform

Design Elements

6

Color Scheme/Mood Board:



Typography:

Headings: Oswald

Extra-Light
Light
Regular
Medium
Semi-Bold
Bold

Body Open-Sans:

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Design Elements Cont.

7

Brand Logo Design:

Servitae is latin for "preserving the living"



Our logos emphasizes the ideas of growth and sustainability. The colors of the logo mirror our color scheme as the bright green tree pops out to the user and has a seamless growth coming out from the "T". A mouse is featured in the logo as well because mice are common animals that research is conducted on. The second logo is simple and features a sideways "S" that resembles a growing root and an infinity sign. We wanted to brand ourselves with an evergreen outlook in mind because Servitae is working to preserve nature and research animals in their natural habitats. Our company name is written in Latin because we know researchers will be our main users who use Latin everyday to label animals.

Design Elements Cont.

8

Product Name Design:

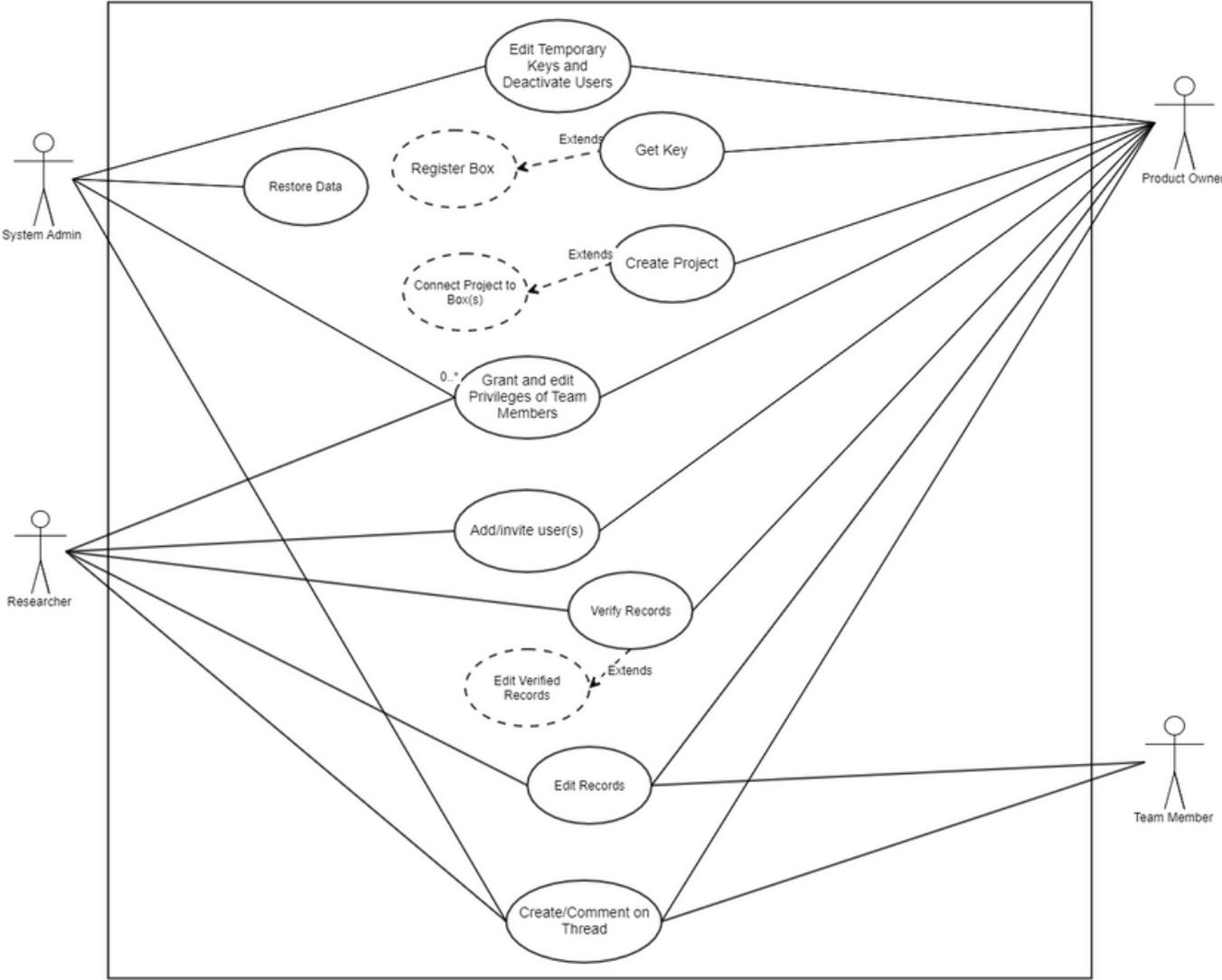
ARDE (Animal Research Discovery Equipment) is the brand name that represents the physical box. We branded the box separately because we wanted to give the box a personal feel.

For example, when students use the box they can use the acronym and it makes it very simple to talk about the box without feeling pressured about its scientific background. "Hey let's go find our ARDE in the forest", "I wonder what ARDE found today", "Let's go out and set up ARDE before dinner."

This branding technique makes the user feel personally connected to the box. We also kept the website branding and product branding separate in case new products come out and we wanted to leave the door open for any future company endeavors.

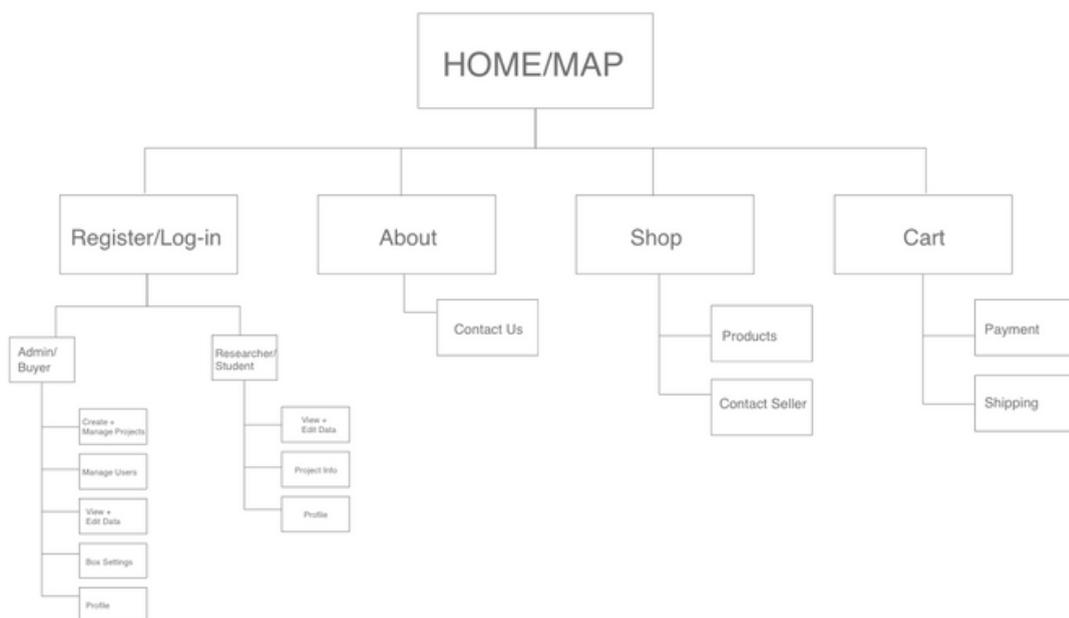


Use Case Diagram

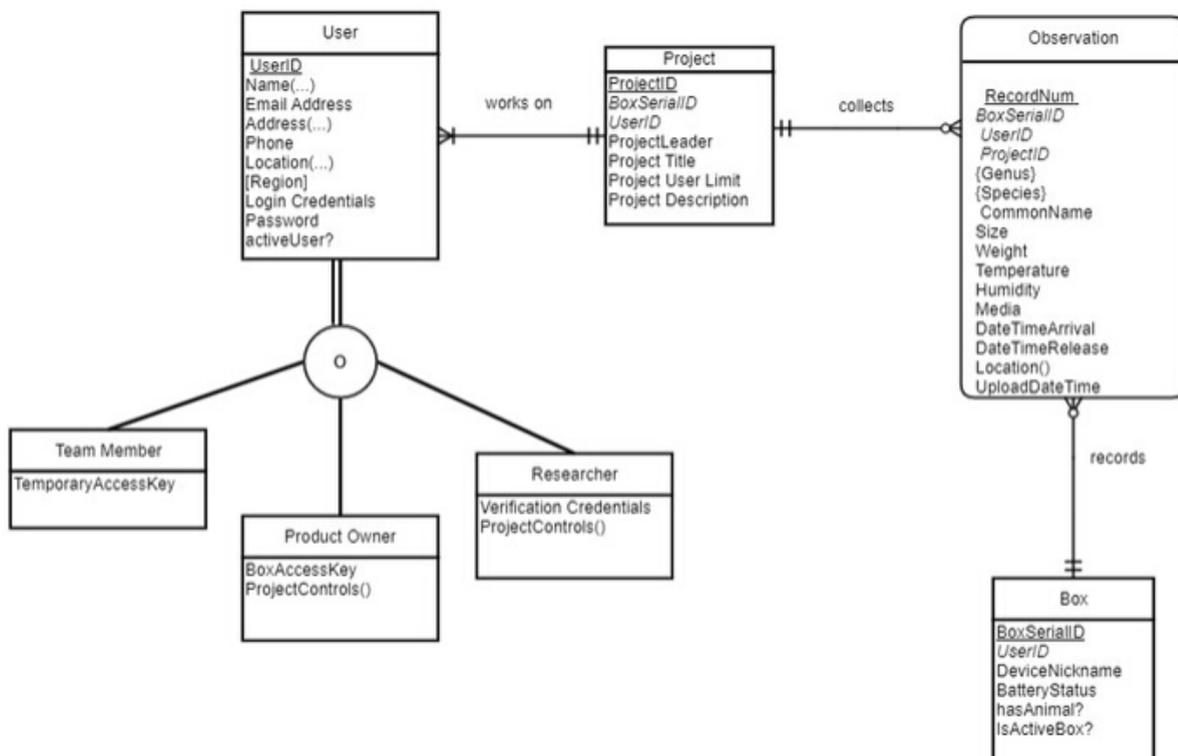


Site Map

10



ERD



Wireframes

Welcome to Servitae

Logo

First Name

Last Name

Username

Password

Product Key

Create Account

Welcome back to Servitae

Logo

Logo

Username

Password

Forgot password?

Login

[Don't have an account? Create one now.](#)

Logo Slogan [Log in](#) [Cart](#)

Map

About us:
paragraph
[Learn more](#)

Logo Slogan [Shop](#) [About Us](#) [Notification](#) [Account](#) [Cart](#)

filter

icon	Picture	Common Name:	Edit
icon		Proper Name:	
icon	Video	Temperature:	
icon		Weight:	
		Length:	
	Description:		
	Comments:		

Picture	Common Name:	Edit
	Proper Name:	
Video	Temperature:	
	Weight:	
	Length:	
Description:		
Comments:		

Picture	Common Name:	Edit
	Proper Name:	
Video	Temperature:	
	Weight:	
	Length:	
Description:		
Comments:		

Mockups

12

Welcome to



Servitae.
"Preserve the Living"

Create New Account

Create Account

Welcome back to

Servitae



Servitae.
"Preserve the Living"



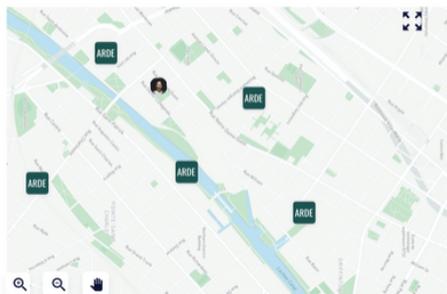
Forgot password?

Login

[Don't have an account? Create one now.](#)



Shop About Us  Log in  Cart



Find public ARDE projects on the map

About Us: Servitae is a company focused on the research of small animals using ARDE Animal Research Discovery Equipment.

Our Vision: To preserve and research small animals to ensure their sustainability and well-being.

Learn more and visit our about us page!

Click Here



Shop About Us   Hi, Patricia  Cart

filter all data

-  data
-  projects
-  users
-  box settings

 <p>Common Name: Pygmy Shrew</p> <p>Proper Name: Sorex minutus</p> <p>Temperature: 78.9 degrees</p> <p>Weight: 3.0 lbs</p> <p>Length: 3 inches</p> <p>Description: The weather conditions were poor.</p> <p>Comments: This breed is very common in the area</p>	 <p>Common Name: Pygmy Shrew</p> <p>Proper Name: Sorex minutus</p> <p>Temperature: 78.9 degrees</p> <p>Weight: 2.8 lbs</p> <p>Length: 3 inches</p> <p>Description: The weather was sunny.</p> <p>Comments: Multiple mice were seen in ARDE</p>	 <p>Common Name: Pygmy Shrew</p> <p>Proper Name: Sorex minutus</p> <p>Temperature: 78.9 degrees</p> <p>Weight: 3.2 lbs</p> <p>Length: 3 inches</p> <p>Description: The weather conditions were perfect.</p> <p>Comments: A total of seven mice were counted from ARDE</p>
---	--	--