

# Team Wayusada Handoff Guide

## Mission/About

Wayusada is helping change the perception of the rainforest by educating individuals on the impact of humans and culture on the Amazon. The website and social media channels serve as a guide that merges ethno and eco-tourism. The client, Dr. Fausto Sarmiento, professor of mountain science at the University of Georgia, received funding for the project through a National Science Foundation grant. Wayusada's digital platform goes beyond traditional scientific research to educate tourists and provide a hub of knowledge that corrects misconceptions about the rainforest. Its promotion through the Napo Cultural and Wildlife Center in Ecuador is the connection to tourists and locals.

Wayusada's website displays myths that stem from cultural traditions in the Amazon. These myths provide insight into how humans have interacted with the rainforest. As part of the project, three textbooks belonging to Dr. Sarmiento's father were digitized and scanned as PDFs to be uploaded to the website. The website is intended to not just serve tourists visiting Ecuador, but as a broader resource for the local community and those with an interest in the rainforest to learn about its history. Understanding past human influence is a crucial step in advocating for the Amazon's preservation. Wayusada is championing this understanding by educating on the intersection of nature and culture in the Amazon rainforest.

The purpose of the project stems from the goal to correct the misconception of the rainforest. While you may think of a wilderness unaffected by human interference, this perception is false. For over 13,000 years, the Amazon rainforest has been intentionally cultivated by indigenous people, yet their stories and cultural impact have long been erased by history. Wayusada is bringing its ecological legacy back to light.

Wayusada was initiated in the fall of 2023 by five University of Georgia students in the New Media Institute capstone class.

Access materials linked throughout this document in the Google Drive of the Wayusada account, and find the folder of materials [here](#).

## Important stakeholders

- Napo Center
  - The location of the project in Ecuador, the center is a connection to target audiences visiting the rainforest



- Fausto Sarmiento
  - Professor of mountain science at the University of Georgia, received funding for the project through a National Science Foundation grant



- The New Media Institute
  - Wayusada was started by a group of five students at the University of Georgia's New Media Institute as a capstone project



# Target audience/research

Wayusada's digital platforms are intended to help tourists understand the intersection of nature and culture in the Amazon rainforest. In partnership with the Napo Cultural and Wildlife Center, a hub for eco and ethno-tourism in Ecuador, the website will reach tourists staying at the lodge. However, Wayusada is also intended for local educators and anyone interested in learning more about the history of the rainforest.

Tourists at the Napo Center have already shown commitment to experiencing the rainforest, and as growth in eco tourism and ethno tourism indicates, travel is becoming more than luxury and relaxation. Wayusada offers tourists a chance to understand their new environment better. Local educators can reference the myths and stories on the Wayusada website to aid in their lessons on indigenous culture. Lastly, environmentalists with interest in preserving the rainforest will learn more about the important ecological legacy of the Amazon through Wayusada's website.

Read more of our [exploratory and user research here](#).

See our [user experience map here](#).

# Visual Style Guide

## Logo files here and poster files for the New Media Institute here

**Logo inspiration:** The name Wayusada references a Kichwa cultural ritual in the Amazon jungle in which participants drink wayusa, a natural drink from the wayusa leaf, in the morning and discuss their dreams from the night before. The name reflects the intersection of culture and nature as a way that indigenous people in the rainforest interact with their environment. Our logo also reflects this concept by incorporating a natural element, a leaf, with a cultural element, the silhouette of a woman, inside of it.

**Logo use:** Logos for digital platforms should be at a lower resolution for faster website loading. Logos for printed materials should be at a higher resolution. Use PNG format when possible for the best quality.

**Horizontal:** The horizontal designs are used when space allows for the full name, and when more context is needed to support our icon design and establish our project. This orientation is used to establish our website.

**Vertical:** This icon design is used when space allows only for a vertical orientation, or as a design element when the name of the project is not needed. If used alone, the icon should come with surrounding context that distinguishes the project. For example, the icon can be used as a social media profile picture or as a design element on the project's poster.

**Square:** The square logo orientation is used when more space is available, such as on printed materials or as a dominant centered element.

**Colors:** Our palette was inspired by the people, landscape and flag of Ecuador and its Amazon rainforest. The shades of green mimic the greenery of the jungle, while the earth tones reflect the people that have shaped the ecological legacy of the rainforest. The undertones of red, yellow and blue in some of the shades are a subtle nod to the three colors in Ecuador's flag. The darker green hues are best for background elements, while the yellow, orange and red serve as accents.



**Body font- Montserrat:** A simple sans serif google body text font that is easy to read in our copy, and that pairs well with our serif heading choice. The regular weight is used for body text.

**Heading font- Playfair Display:** For headings and subheadings, variations of this serif Google font give a textbook feel, reminiscent of the historic textbooks that our client, Dr. Fausto Sarmiento, still has from his father. 700 bold is best for main headings and a lighter weight can be used for subsequent subheadings.

## Social Media Plan

While not developed fully in our term on this project, the social media channels for Wayusada have potential for growth. We started an Instagram, @Wayusada, with the potential for accounts on Facebook, X, Tik Tok and more in the future. A linktree in the bio could also be added to the Instagram page in the future to point to additional accounts and links.

For posts on the feed, content from the website can be adapted into posts. Each myth posted online can be made into a slide deck that briefly explains the story and cultural significance.

The feed grid can alternate between photos and videos and posts that take from our color palette and describe a myth from the website.

Story highlights can include an About us highlight, Myths highlight and Resources highlight that includes links to learn more about the rainforest and how someone can get involved.

Outreach is important as a growing project; use hashtags, experiment with reels, and post stories that have resources for people interested in the rainforest or eco and ethno tourism. Follow similar accounts and emphasize accessibility to the account. Use a linktree in the bio and keep branding consistent with the visual design guide.

A sample feed could look like this:

Photos and videos from Ecuador can be found here.



## Plans for the future

Initial plans for the project included QR codes posted along the trails at the Napo Center, directing tourists to learn more about specific flora and fauna. This idea was adapted since internet connection is not guaranteed on the trails, and since tourists travel with seasoned guides.

However, the project could be advertised at the Napo Center with an indoor display that connects tourists with Wayusada through QR codes. Future work could create an information board to display at the center with selected plants and animals, their pictures and QR codes that link to the Wayusada's webpage and a description of them.

Future work could also create an app to use on the trails of the Napo Center that connects users to Wayusada. It would be vital that users can access the app and its information without wifi, as there is limited connection on the trails.

As outlined in the social media plan, the project has potential to grow on different platforms and be further developed on Instagram.

The textbooks initially digitized in the first phase of this project could also be translated and uploaded online for accessibility in Ecuador and around the world. The pdfs can be found here.

Lastly, teams in the future could create educational curriculum for teachers based on the information aggregated by the Wayusada project.

## Contact information

Dr. Fausto Sarmiento, project client, [fsarmien@uga.edu](mailto:fsarmien@uga.edu)

John Weatherford, New Media Institute Professor: [johnweatherford@uga.edu](mailto:johnweatherford@uga.edu)

### Project team members

- Lilly Kersh: [elisabethkersh7@gmail.com](mailto:elisabethkersh7@gmail.com)
- Anna van Eekeren: [avaneekeren28@gmail.com](mailto:avaneekeren28@gmail.com)
- Isabella Martinez: [im08272001@gmail.com](mailto:im08272001@gmail.com)
- Daniel Pyszczynski: [d.pyszczynski@gmail.com](mailto:d.pyszczynski@gmail.com)
- Keely Testa: [testa.keely@gmail.com](mailto:testa.keely@gmail.com)