



**E** Team Ecuador

# Exploratory Research

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# Client

Our client is Dr. Fausto O. Sarmiento, professor of Mountain Science in the Geography Department at the University of Georgia whose research, publications, awards, and experience in mountain conservation, biocultural landscapes, and political ecology have distinguished him as a leader in sustainable development. His National Science Foundation-funded grant, an international collaborative three-year project, explores human influence in the Amazon Rainforest through a transdisciplinary approach that integrates spatial and temporal assessments of Amazonian historical geography, indigenous cultures, and biodiversity to investigate human occupational history and its potential ecological legacies.

# Overview

Our vision is to promote the ecological legacy of the Amazon Rainforest by incorporating narratives of local indigenous groups with scientific knowledge, fostering a hybrid understanding of Amazonian cultural development, ecosystem services, and tourism engagement that emphasizes a diverse, culture-based perspective of Amazonia.

# Purpose

Our purpose is to help shift scientific endeavors in Ecuador from traditional research to a multimedia outreach. Our goal is to help communicate to tourists how culture and nature shape our understanding of the rainforest. This intersection of ethnotourism and ecotourism, communicated through our website and social media channels, will connect tourists to the ecosystems and communities in Ecuador.

# Goals & Objectives

## Project goal

To create a collection of information that highlights the ecological legacy of the Amazon Rainforest and cultivates a hybrid understanding of the intersection of cultures and ecosystems in Amazonia.

## Objectives

- Set up a sustainable structure that can be continued in future semesters over the next 3 years.
- Design the branding for the project - a logo, color palette, name, etc.
- Launch a foundational website that features information regarding the NSF grant, Napo Community Center, indigenous tribes/peoples of Amazonia, sustainability/actionable steps, geography, mythology/legends, culture, history, and a QR guide of plants and animals of interest.
  - Primary function of website: A QR code usage guide that informs tourists and indigenous guides about the culture and scientific data of significant flora and fauna as well as illuminates new discoveries of biocultural diversity conservation. This data will survey tourism engagement and inform the content of social media channels.
- Create an Instagram account layout and management/marketing guide
- Translate and digitize hard-copy books.

# Target Audience

In general, we want to entice people interested in sustainable/eco-tourism to visit the Amazon Rainforest and experience the dynamic between culture and nature. For our QR Guide specifically, our target audience are tourists following the nature trail in the Amazon Rainforest surrounding the Napo Community Center who are interested in learning more about the history, geography, culture, flora and fauna, and conservation efforts of the Ecuadorian region of Amazonia.

## Inspiration & Current Platforms

### Social Media Inspiration

- plants.and.culture
  - Consistent design; almost template-like
  - <1 minute videos (captions if speaking)
  - Mix of high-quality photos and videos overlaid with a translucent shade and striking text
  - Strong use of highlights, informative captions, and relative hashtags
  - Effective bio and linktree
- amazonfrontlines
  - Mix of vivid pictures and captivating infographics
  - Solid use of highlights (w/ cover images), captions, and hashtags
  - Engaging reels

## Website Inspiration

- Entropika
  - Sharp, fluid single-landing page divided into clear sections
  - Parallax, interactive blocks - hover over and information appears
  - Bold, attractive font
- The Amazon Conservation Team
  - Shifting video header background w/ catchy tagline displayed on top
  - Clean, intuitive layout and navigation with sub tabs
  - Immersive, dynamic, responsive structure

## QR Code Inspiration

- QR.io
  - QR code generator w/ traceable codes
  - Dynamic QR Codes (can create customized landing page that can be updated; tracks user statistics)
  - Fully customized landing pages
  - Customized shapes and colors
- QR Code Generator
  - Fully-customizable QR codes
  - Built-in landing pages
  - Track campaigns
  - Employ third-arty APIs
- Beaconstac
  - Create unlimited static QR codes
  - Easy to use on desktop and mobile
  - Basic QR code customization
  - Preview QR code design in real-time

**These are just some of our favorites! To see all our exploratory research notes [click here.](#)**

# Sources

- [First Briefing with Dr. Fausto](#)
- [Dr. Fausto's Capstone Media PowerPoint](#)
- [Dr. Fausto's SOW\\_UGA document](#)
- [Dr. Fausto's Orellana Expedition Summary document](#)
- <https://www.entropika.org/>
- <https://www.amazonteam.org/>
- <https://www.instagram.com/plants.and.culture/>
- <https://www.instagram.com/amazonfrontlines/?hl=en>
- [https://qr.io/gclid=CjwKCAjw6eWnBhAKEiwADpnw9I7mo9QYBKJz1qjTiXAfUxyxjeidmGIADo0zWslw0sxENXeRtKORHBoC5i8QAvD\\_BwE](https://qr.io/gclid=CjwKCAjw6eWnBhAKEiwADpnw9I7mo9QYBKJz1qjTiXAfUxyxjeidmGIADo0zWslw0sxENXeRtKORHBoC5i8QAvD_BwE)
- <https://medium.com/@monikaadarsh/best-qr-code-generators-in-2020-i-tried-all-15-of-them-eb206b859d9>