



UX Map

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User Personas





Marc

- Wealthy family man in his mid-40s
- Wants an educational experience and exciting vacation
- Requires comfort and amenities, including internet
- Frustrated by scientific jargon used to describe the rainforest

Jack and Alice



- 20-somethings from England
- Financially secure
- Love outdoor activities
- Trendy, tech-savvy millennials
- Run a travel blog and active social media accounts
- Frequently post online

Willow



- 18-year-old college freshman in the US
- Generation Z
- Constantly online
- Passionate about the environment and loves to learn about the rainforest
- Has never traveled
- Knows little about the people of the Amazon

Gabrielle



- 45-year-old middle school teacher in Ecuador
- Teaches how culture and nature shape the Amazon
- Wants to incorporate more indigenous history and cultural stories into lessons
- Hopes to immerse students in a field trip
- Not well-versed in technology

User Personas



Marc

Marc is a wealthy family man in his mid-40s. He wants to treat his family to another exciting vacation. They've crossed Europe, Africa and Asia off the list, and are now venturing to South America to give the kids an educational experience in the rainforest. Marc is not worried about money, but he is worried about having a comfortable experience at the lodge. He may claim that they are roughing it in the jungle on this trip, but Marc will rely on electricity, WiFi and amenities at all times. While his children are interested in learning more about the Amazon Rainforest, Marc is frustrated by the technical, scientific jargon used by climate scientists and researchers to describe the Rainforest and would rather enjoy his vacation than read scholarly documents.



**Jack and
Alice**

Jack and Alice are 20-somethings from England. They are young and adventurous, but financially secure enough to travel the world comfortably. They love any physical activities: hiking, kayaking, ziplining, bird-watching, and enjoy spending time outside observing wildlife. As trendy millennials, the couple is very tech-savvy; they run a travel blog and active social media accounts. While trekking the Amazon rainforest, they will frequently post online and require internet connection for their mobile devices.

User Personas



Willow

Willow is an 18-year-old college freshman in the United States. As a member of Generation Z, she is online a lot and scrolls for hours on social media. She is passionate about the environment and loves to learn about the rainforest. But she has never traveled outside of the country and has not heard much about the local and indigenous people of the Amazon rainforest. Although she may not be able to travel to Ecuador, she can browse our site and social media channels to be a more informed environmentalist and citizen.



Gabrielle

Gabriella is a 45-year-old school teacher in Ecuador. She teaches middle school students about history and geography, and she hopes to educate local students on how culture and nature interact to shape the ecological legacy of the Amazon. She loves incorporating indigenous history and cultural stories into her lessons, but is looking for ways to expand this. She also hopes to immerse her students in a field trip that may help them better understand the intersection of nature and culture in their ecosystem and community. However, she is not very well-versed in technology and is not sure where to look for information that may educate and entertain her students.

PERSONA

DISCOVER

USE

JOIN

CONTRIBUTE

- Customer arrives to the center.
- Through the displayed information at the center they get directed to the Website.
 - They are told that the website will teach them about various myths, stories, legends, and cultural costumes of the Amazon rainforest, and how they relate to nature.
 - They are interested in learning more

- They access the website by typing the url or by scanning a QR code.
- They scroll through the different Amazonian Stories and select one that catches their attention.
- They are engaged and choose to read a couple more stories

- In order to stay connected to the platform, they follow the project on Instagram - which is linked on the website.
- They visit the website often throughout their stay at the center.

- They tell the other visitors of the center about the platform and share it through social media.
- When they go back home, they encourage their friends and family to follow the project on Instagram and check out the interactive website to learn about the Amazon Rainforest.

Marc: Visitor at the Center

PERSONA

DISCOVER

USE

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CONTRIBUTE

Gabrielle: School Teacher

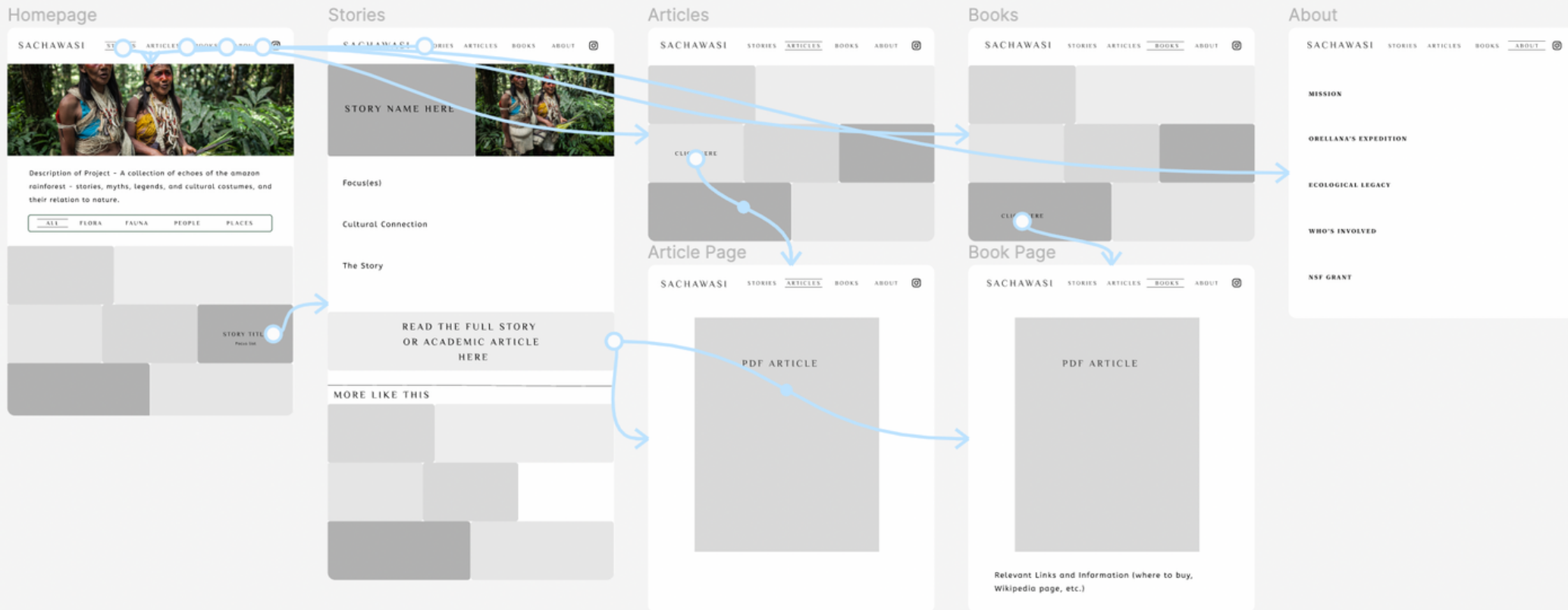
- A teacher in Ecuador wants to teach students about the intersection of nature and culture in the Amazon in an engaging and interactive way.
- While searching through Instagram for information and potential lesson plans, they come across a project that teaches ecological legacy through engaging stories, myths, legends, and cultural costumes.

- They scroll through their various posts and find them fun, digestible, and interesting.
- They visit the project's website, which is linked in the bio and are immediately engaged.
- They scroll through the different Amazonian Stories and read a few that catch their attention.

- They explore the website some more and find an abundance of academic articles, books, and research information.
- They decide to use this website and its information for their lesson plan.

- They encourage their fellow teachers to follow the project on Instagram and check out the interactive website to teach students about the Amazon Rainforest.

UX Map





Description of Project - A collection of echoes of the amazon rainforest - stories, myths, legends, and cultural costumes, and their relation to nature.

ALL

FLORA

FAUNA

PEOPLE

PLACES

Homepage



Stories/ Blog Page



STORY NAME HERE



Focus(es)

Cultural Connection

The Story

READ THE FULL STORY
OR ACADEMIC ARTICLE
HERE

MORE LIKE THIS



Articles and Article page

Articles



Article Page

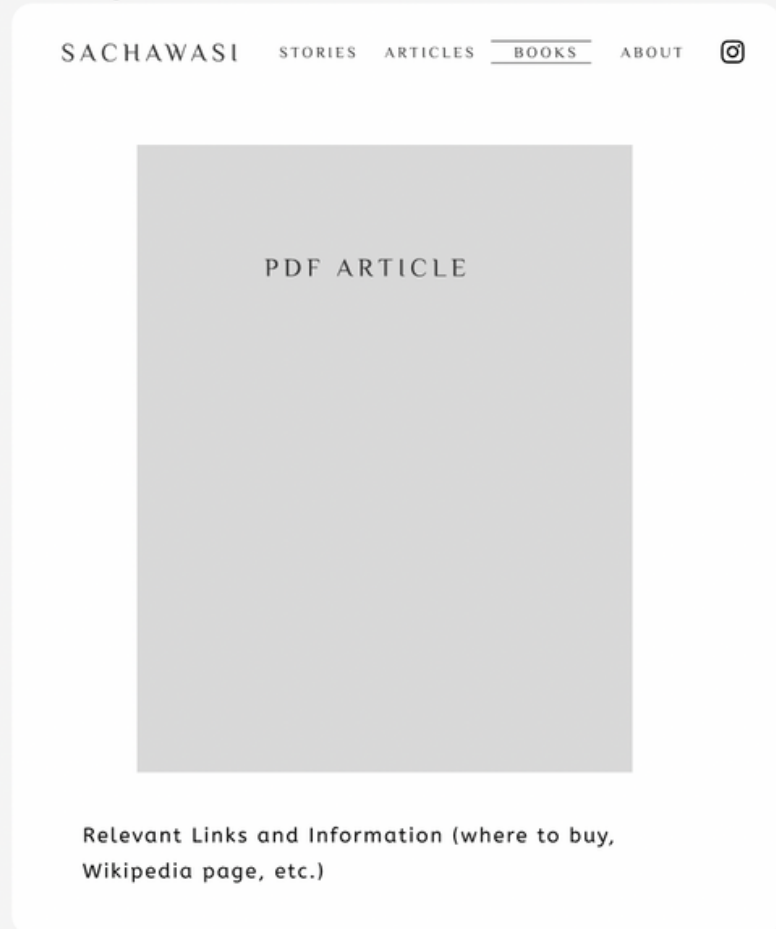


Books and Book page

Books



Book Page



About

About

SACHAWASI

STORIES

ARTICLES

BOOKS

ABOUT



MISSION

ORELLANA'S EXPEDITION

ECOLOGICAL LEGACY

WHO'S INVOLVED

NSF GRANT