AYASACHA

Spring 2026

CAPSTONE TEAM: Jo Robinson, Sloan Miers, Kendall Smith, Taylor Bankston, Sofia Rios

CLIENT: Fausto O. Sarmiento, Ph.D

PROJECT OVERVIEW:

Our mission is to highlight the biological and cultural significance of Zuñac and the Andean flanks of Sangay National Park by bringing together research, storytelling, and design into a cohesive digital experience. By combining indigenous and local narratives with existing scientific research, the project will create an accessible platform that introduces audiences to the region's biodiversity, cultural history, and environmental importance.

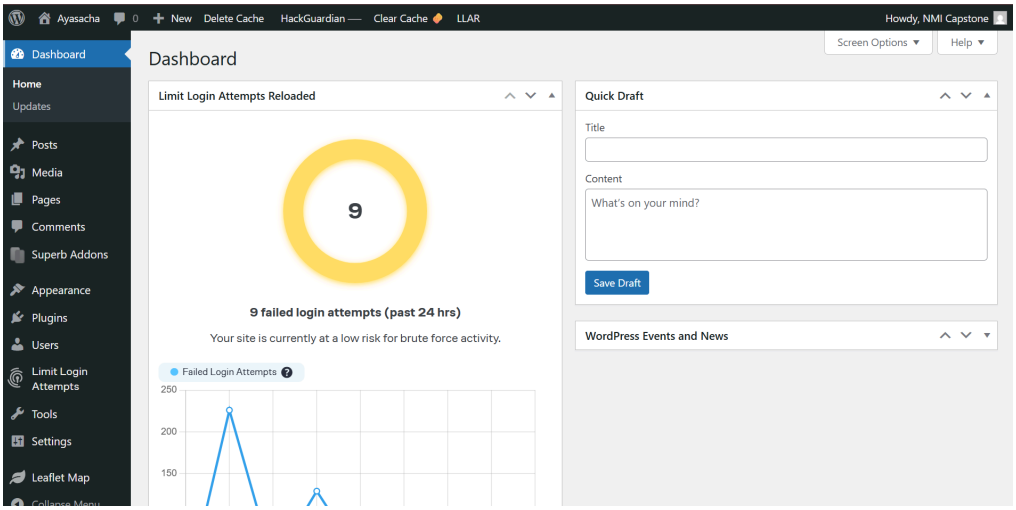
RESEARCH:

- Exploratory Research
- User Research

WEBSITE ACCESS AND CREDENTIALS:

- **Hosting**
  - The **web hosting and domain** for your website is handled through https://www.namecheap.com/ along with your Wayusada website. Go here to handle payments, renewal, and other **high-level website management** like SSL certification.
  - Credentials for **Namecheap** are currently in your possession
- **Editing**
  - To **edit the content** of the ayasacha.com website directly, first go to https://ayasacha.com/wp-admin/

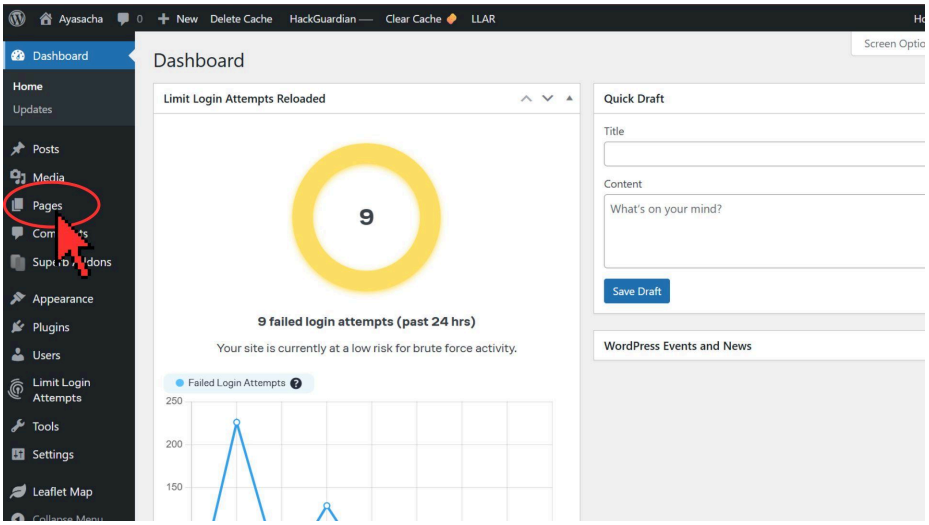
- After being redirected to the **Login Screen**, the credentials are as follows:
    - Username: jar66391@uga.edu
    - Password: [redacted]
- This will take you to the **Dashboard Page**



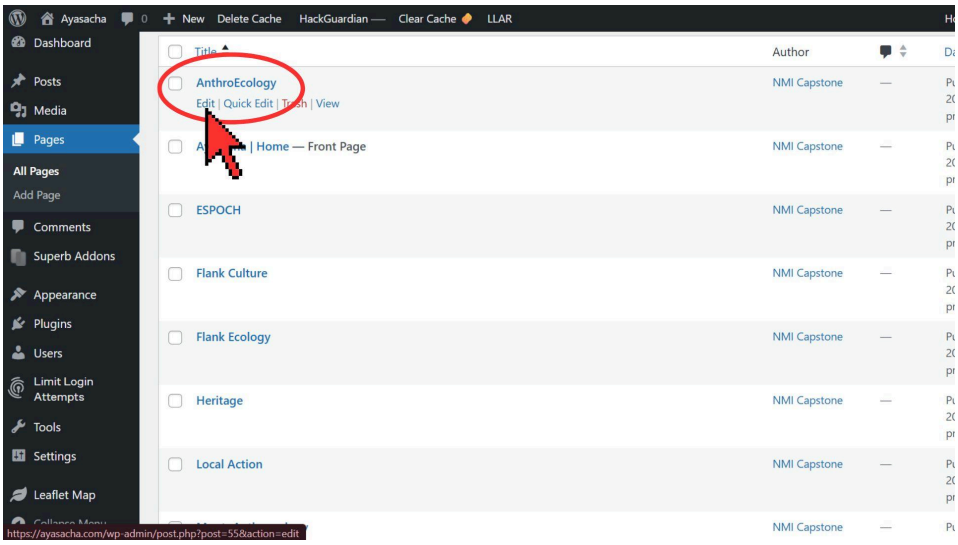
    - **Tools** to edit the website's contents can be found to the **left** side of the screen

HOW TO EDIT WEBSITE CONTENT:

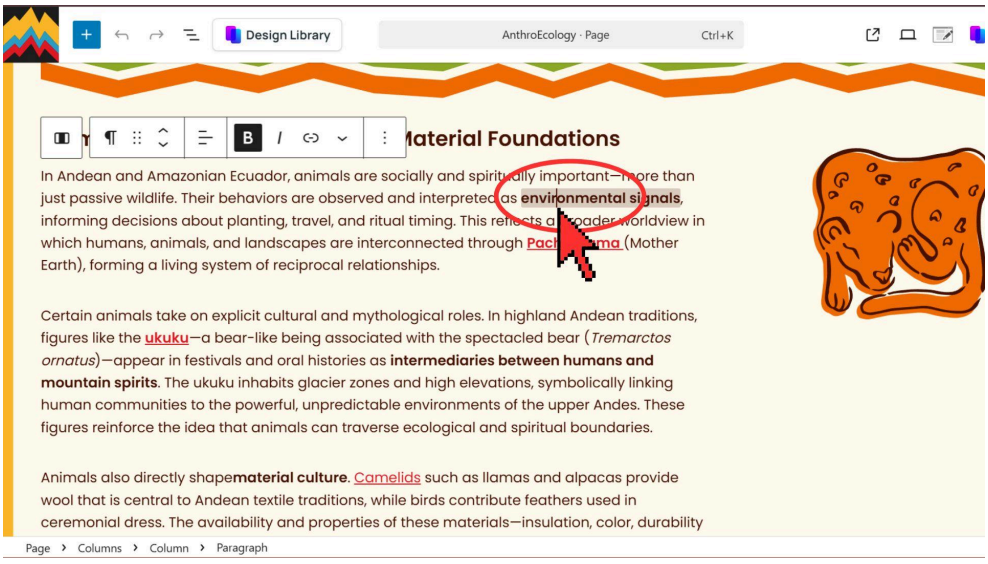
- **Editing Pages**
    - To change the **text** or **image** on any given page, first navigate to the WordPress Admin's **Pages** tab



- Next, **scroll** to your desired page in the Pages List and hit **‘Edit’**

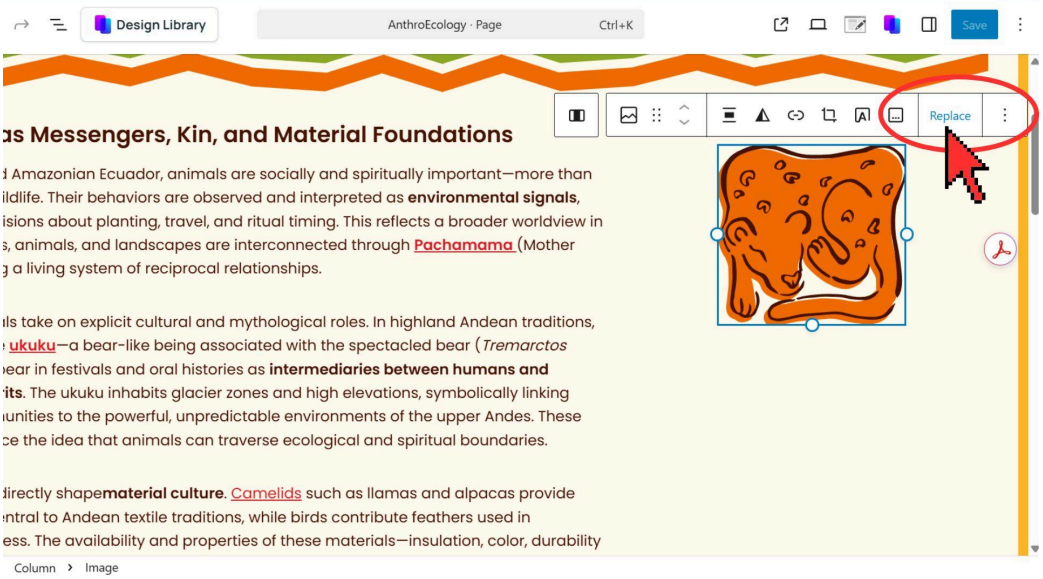


- To edit **text**, click into any paragraph and type away! Try to **bold** key terms and concepts and be aware of **hyperlinks** in the educational content

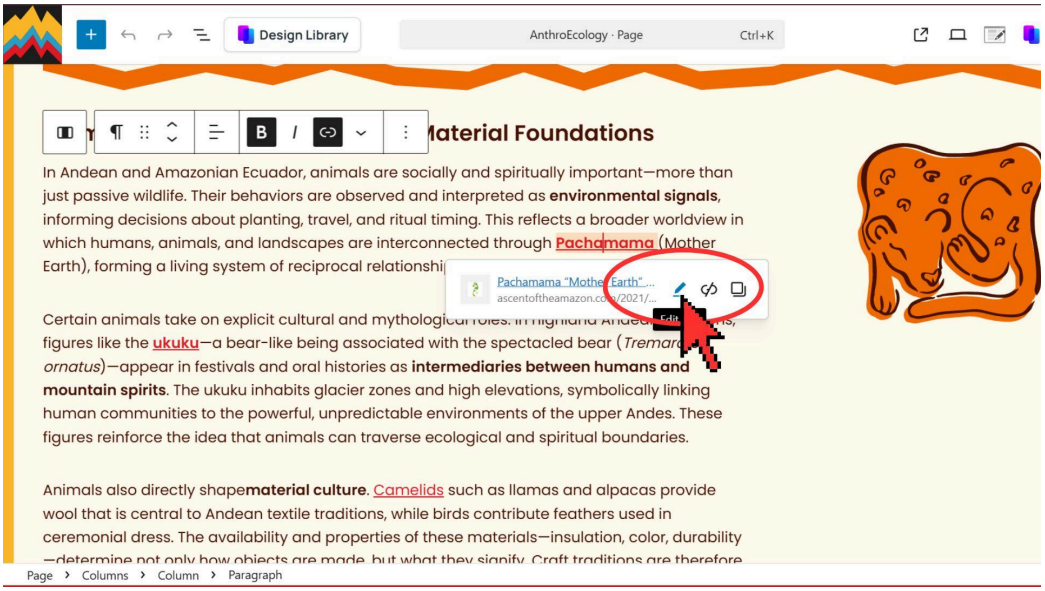


- To **resize or replace an image,** click on the image and pull and drag its handles, change its alignment in the toolbar, or hit ‘**Replace’**— you can either replace the image by **uploading** it directly from your computer or

using the assets uploaded in the **Media Library**

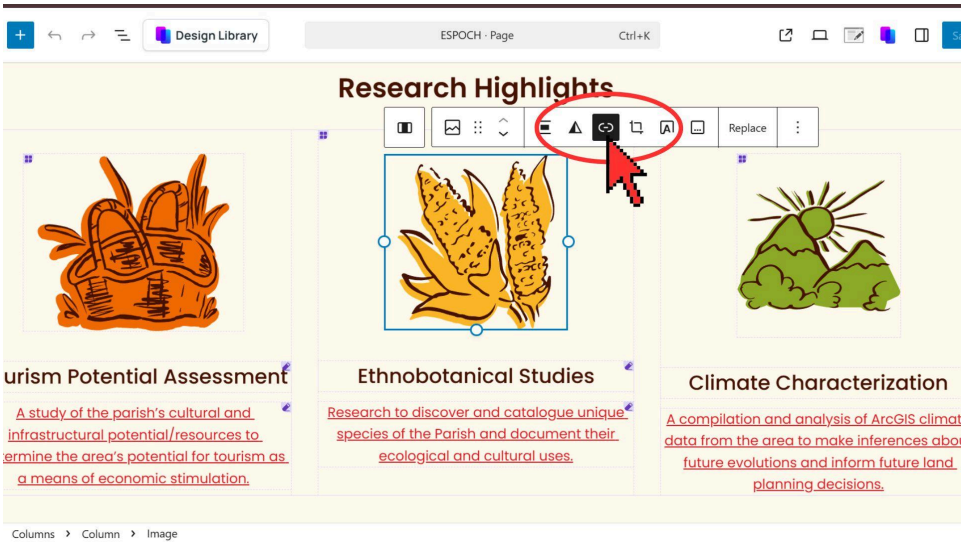


- **Editing Links**
  - To replace a broken or inaccurate **hyperlink** in text, click on the text that is linked and hit the **pen-shaped "edit link"** button.

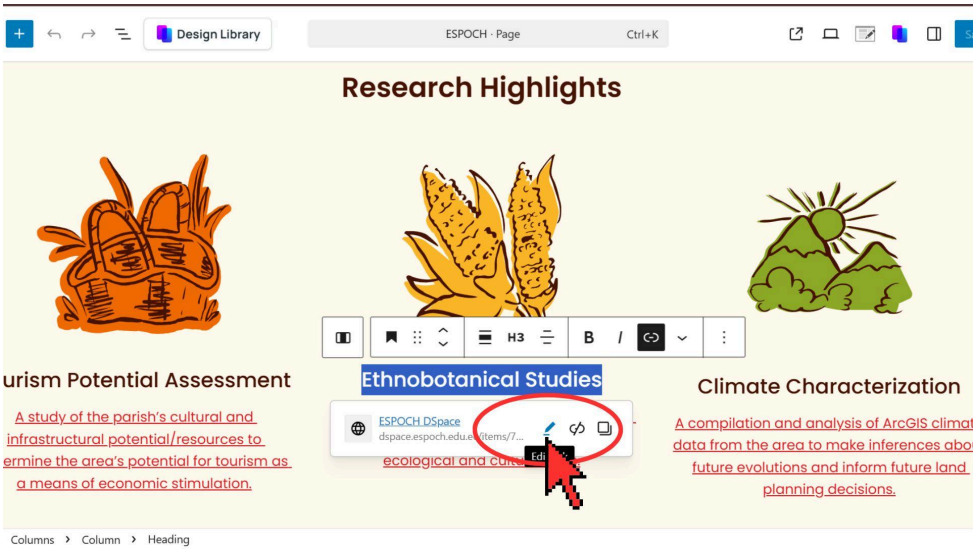


  - When editing **external links** for tourism resources, research highlights, and local action campaigns, make sure to **change the link across all 3 elements**- the Image, the Title, and the Description

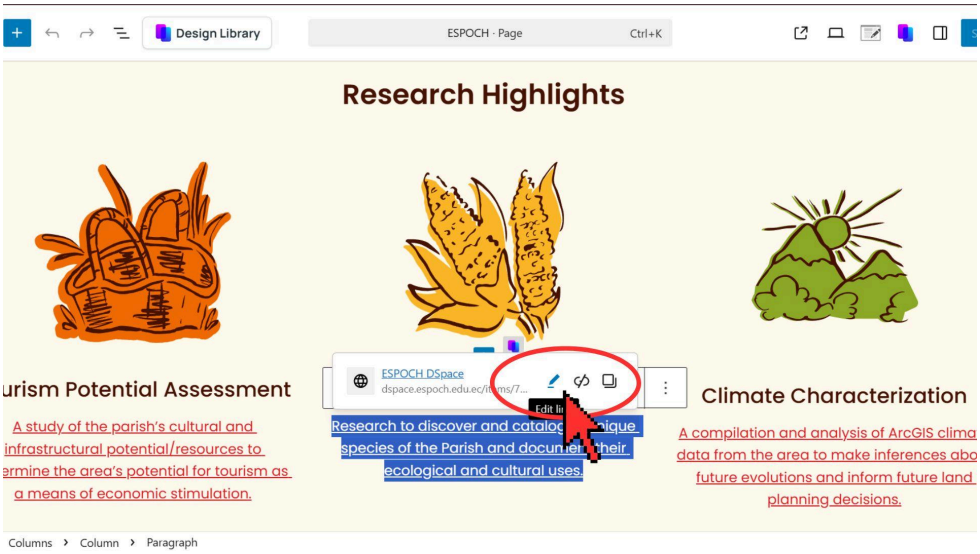
    The Image


Design Library
ESPOCH · Page
Ctrl+K
Research Highlights
Replace
urism Potential Assessment
A study of the parish's cultural and infrastructural potential/resources to ermine the area's potential for tourism as a means of economic stimulation.
Ethnobotanical Studies
Research to discover and catalogue unique species of the Parish and document their ecological and cultural uses.
Climate Characterization
A compilation and analysis of ArcGIS climat data from the area to make inferences abo future evolutions and inform future land planning decisions.
Columns › Column › Image

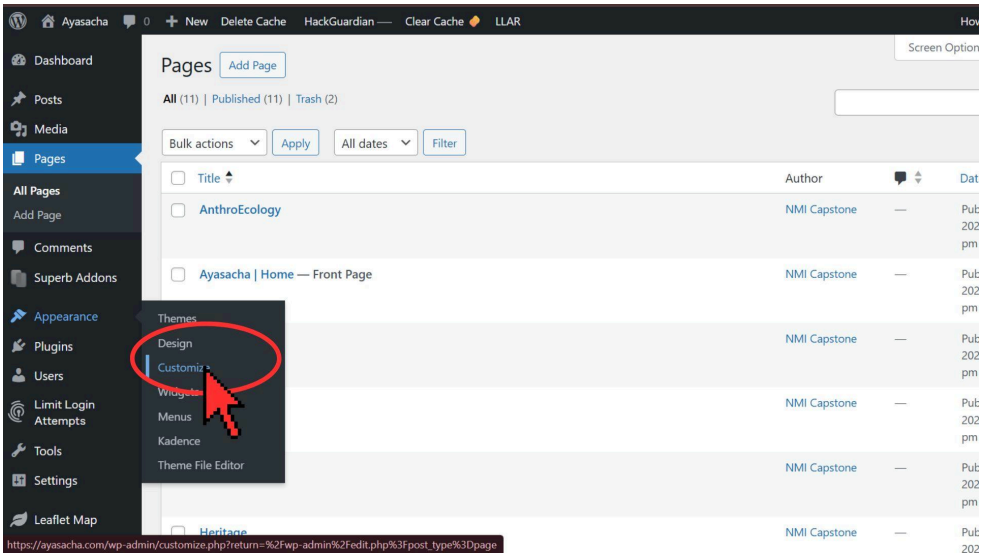
The Title


Design Library
ESPOCH · Page
Ctrl+K
Research Highlights
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urism Potential Assessment
A study of the parish's cultural and infrastructural potential/resources to ermine the area's potential for tourism as a means of economic stimulation.
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ESPOCH DSpace
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A compilation and analysis of ArcGIS climat data from the area to make inferences abo future evolutions and inform future land planning decisions.
Columns › Column › Heading

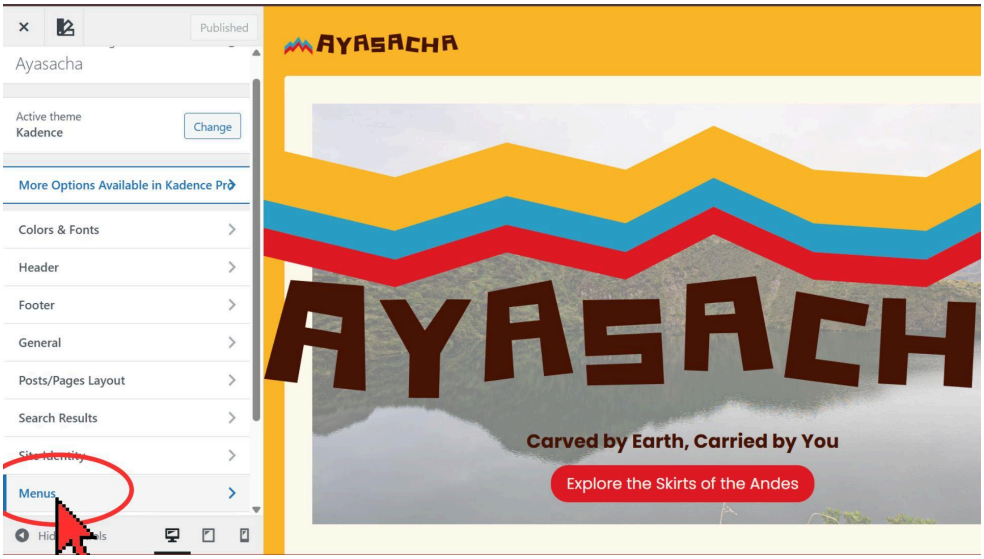
The Description



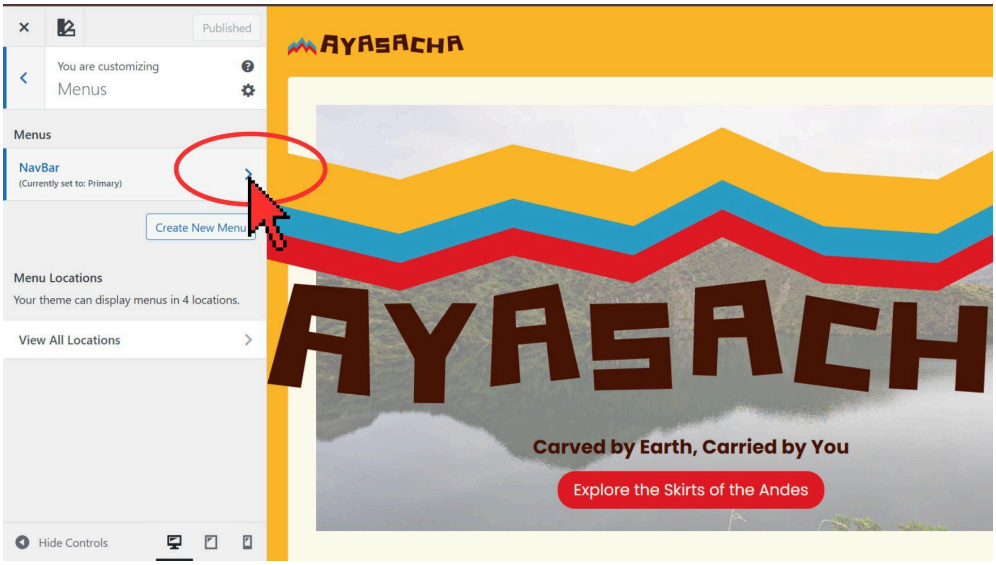
- **Adding External References**
  - To add **additional reference material** (like how I did with Sidney Eiger's StoryMap under the **Resources Tab**), first hover over the **"Appearance"** tab and click on **"Customize".**



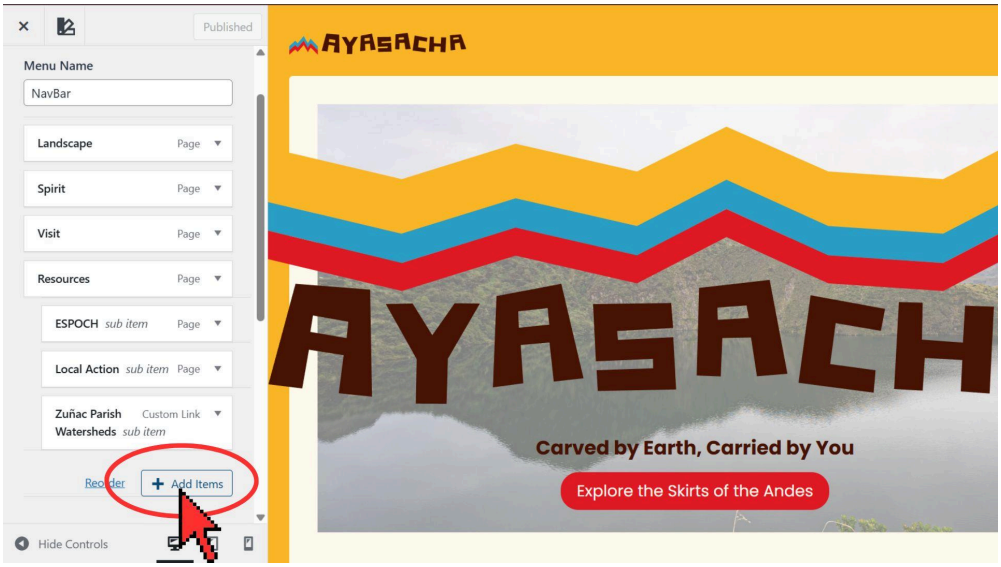
- Then, scroll to and click on **“Menus”**



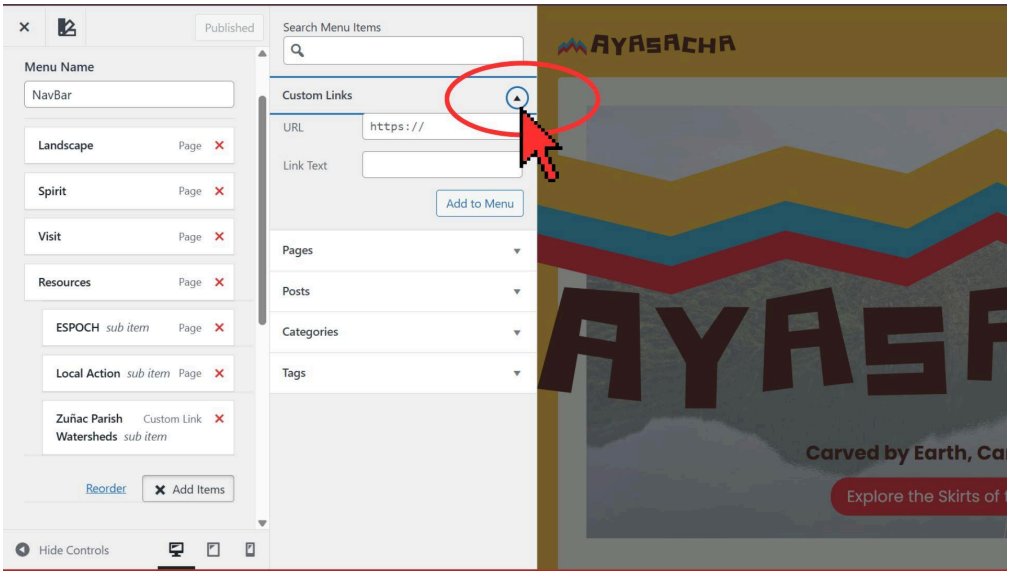
- Click the **“NavBar”** menu to edit the Header



- To add your external reference, hit the **“Add Items”** button

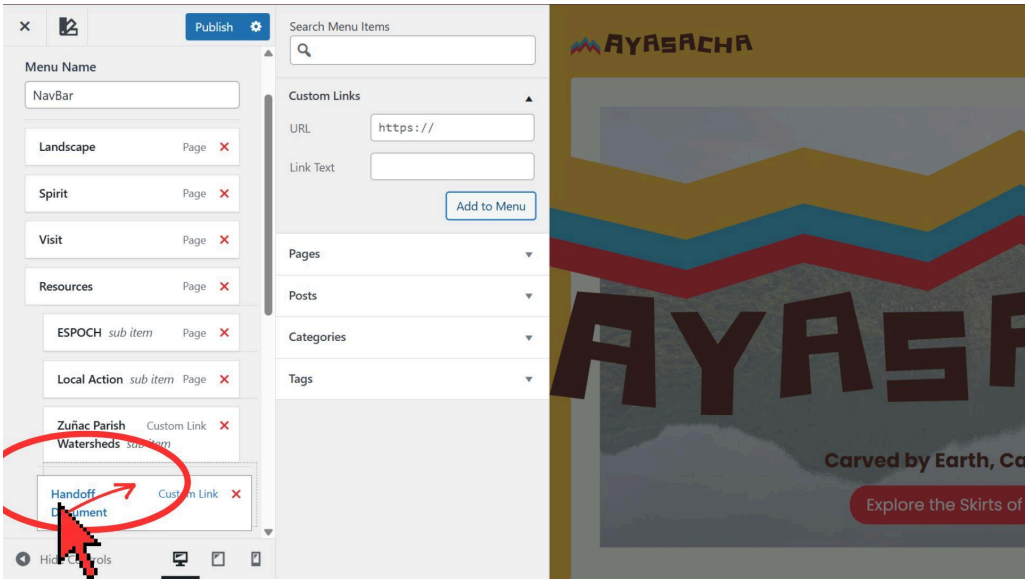


- Click on the **“Custom Links”** menu to expand the options. Copy and paste the material’s **URL** and add a **Title (Link Text)**. When all of the information is entered, click **“Add to Menu”**



- To place the link correctly under the **“Resources”** tab, **click and drag** the new link towards the other **sub-items** until a **light gray dashed box**

appears in line with sub-menu.



VISUAL DESIGN GUIDE:

- Visual Design Guide
- Visual Design Guide Overview Document

IMPORTANT DECKS FOR REFERENCE:

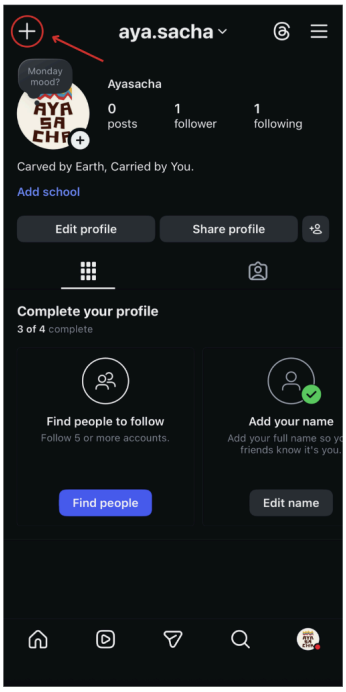
- SLAM Presentation

PROMOTIONAL MATERIALS FOR REFERENCE:

- Trailer
- Poster (4K)
- Poster (Square)

INSTAGRAM LAUNCH GUIDE:

- Username: aya.sacha
- Password: [redacted]
- **How to post (simple guide):**
    1. Tap + (plus sign) in the upper left-hand corner



2. Select the type of content you want to share
    - **Posts** → for photos (best for landscapes, people, and key visuals)

        If it's a strong, lasting image → Post

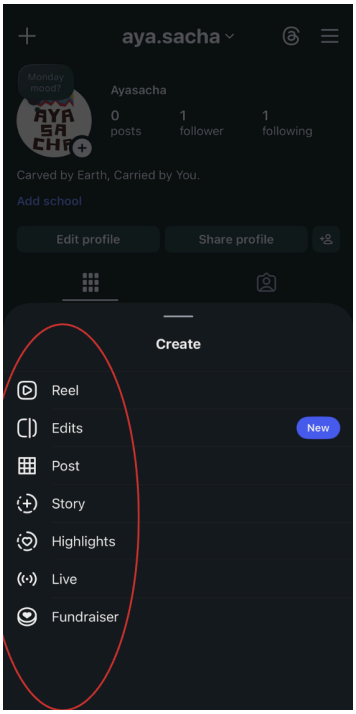
    - **Reels** → for videos (short clips, movement, storytelling)

        If it's a video or something dynamic → Reel

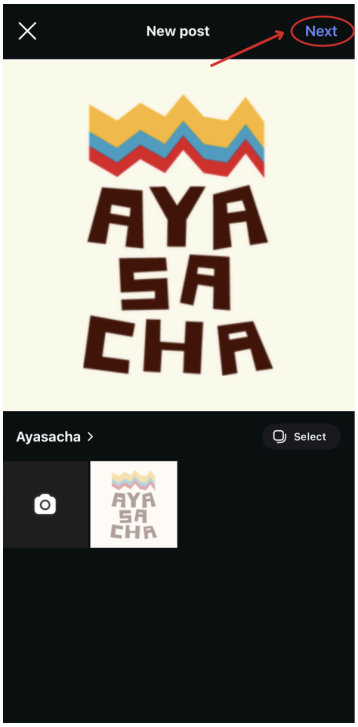
    - **Story** → for quick, temporary updates (behind-the-scenes, daily moments, announcements)

        Stories automatically disappear after 24 hours, so they're great for more casual, in-the-moment content

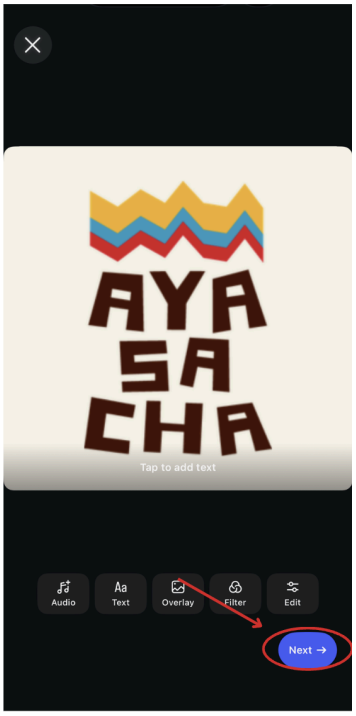
    *See below for sample posts



3. Click next in the upper right hand corner

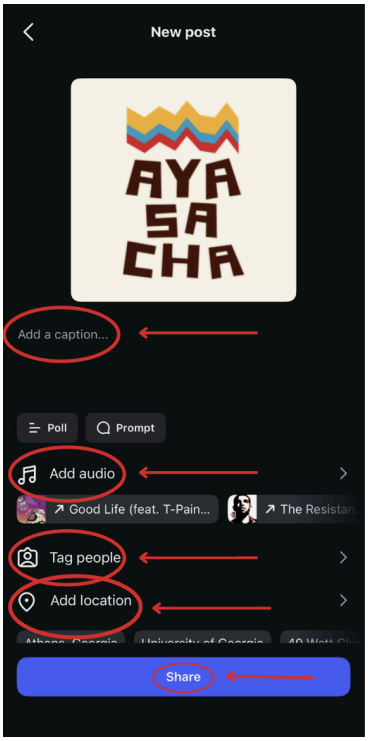


4. Click next in the bottom right hand corner



5. Write your caption, add audio (if needed), tag people or organizations (if relevant), and include a location (if relevant), then tap Share.

   *See below for sample captions and hashtags



SAMPLE POSTS:

1. Sample Reel 1
2. Sample reel 2.mp4
3. Sample Post 3 (horizontal photo carousel)



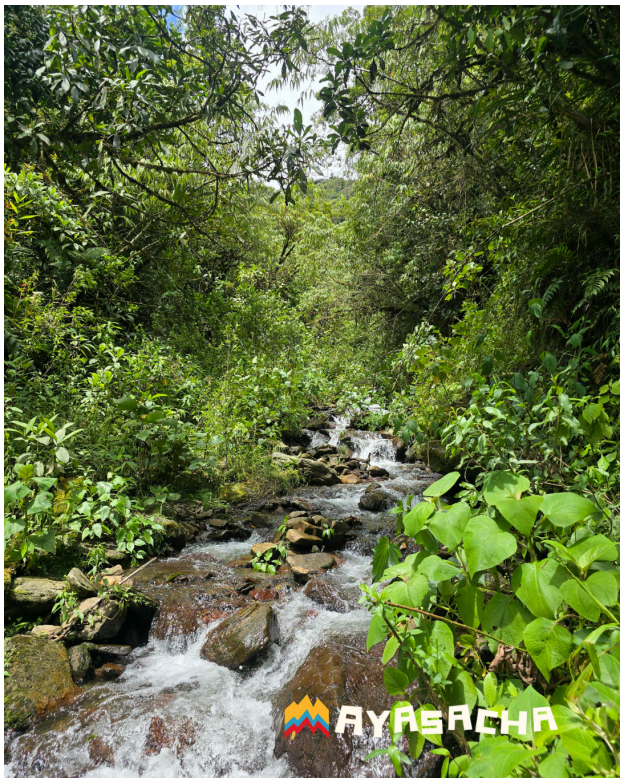




4. **Sample Post 4 (vertical photo carousel)**




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5. **Sample Post 5 (vertical photo carousel)**







SAMPLE CAPTIONS:

1. **Sample Reel 1**

Hidden in the mist, the Zuñac region is where ancient cultures still echo through the mountains 🌿

From sacred traditions to stories passed down for generations, this is more than a destination. It's living history.

Come experience a place where the past and present walk side by side. To learn more about the region, visit the link in our bio.
#Zuñac #Ethnotourism #CulturalHeritage #AncientRoots #TravelWithPurpose

2. **Sample Reel 2**

Above the clouds lies an untouched region ☁️

The cloud forests of Zuñac are home to rare species you won't find anywhere else. They are vibrant, delicate, and deeply connected to the land.

Protecting this ecosystem starts with awareness. To learn more about the region, visit the link in our bio.
#CloudForest #ZuñacRegion #Biodiversity #EcoTravel #RareSpecies

3. **Sample Post 3**

The Zuñac region is more than a destination. It's a legacy 🌄

A place where rare wildlife thrives, cultures endure, and traditions live on through every generation.

Discover it, respect it, and help share its story with the world. To learn more about the region, visit the link in our bio.
#DiscoverZuñac #EcoTourism #CulturalLegacy #TravelWithImpact #GlobalAwareness

4. **Sample Post 4**

Every trail in the Zuñac region tells a story 🌱

Walk through landscapes shaped by centuries of connection between people and nature, where ancient knowledge still guides modern life.

This is travel that transforms. To learn more about the region, visit the link in our bio.
#ZuñacAdventures #DeepRoots #Ethnotourism #CulturalConnection #TravelDeeper

5. **Sample Post 5**

In the Zuñac region, tradition isn't just something you see. It's something you feel 🌎

From daily rituals to artisan crafts, communities continue to preserve their heritage with pride. Support travel that uplifts and respects local voices.

To learn more about the region, visit the link in our bio.
#LivingTraditions #EthicalTravel #Zuñac #CulturalPreservation #SupportLocal

FUTURE RECOMMENDATIONS:

- **Website SSL Certification**
  - The ayasacha.com website is currently **lacking an SSL Certificate** - a digital certificate that protects users' data on websites. While our website does not necessarily *need* an SSL Certificate, our lack thereof can **block certain users** from the website and require extra steps in navigation, which **limits accessibility.**
  - SSL Certificates are handled at the **administrative level,** through NameCheap. It seems they do have options for SSL Certificates starting at **$6**. Additionally, there are further articles from NameCheap on activating and installing these certifications, but this can also be coordinated with John and our team at a later time.
- **Maintain Instagram**
  - Maintaining an active Instagram presence can be key to increasing visibility and keeping Ayasacha top of mind. It's a great way to share updates, highlight the region's biocultural stories, and connect with a younger, student audience. Consistent posting and engagement can help build a community around the project and create more opportunities for collaboration and outreach.