Ayasacha

User Experience Map

User Profiles



Avery Fields

Curious Academic

Chrissy is a 21 year old undergraduate environmental science student at the University of Georgia with a strong interest in tropical ecology and mountain systems. She is considering graduate research in high-biodiversity regions like the Andean flanks. She actively seeks educational travel opportunities that combine field learning, community engagement, and conservation practice.

She wants to:

- Access beginner-friendly but scientifically accurate educational resources
- Learn about fieldwork opportunities or student programs in the Zuñac Valley
- Find role models and pathways into conservation careers

User Profiles



Thomas Reed

Intentional Traveller

Thomas is a 45 year old civil engineer from Seattle with a wife and two children (ages 10 and 13). He actively seeks trips that combine family bonding with educational enrichment. Instead of theme parks, he prefers destinations where his kids can learn about ecosystems, geography, and culture firsthand.
He plans trips well in advance and values safety, structure, and reputable local partnerships.

Thomas wants to:

- See clear explanations of the region’s importance
- Ensure that tourism revenue supports local communities and conservation
- Expose his kids to biodiversity and culture beyond textbooks
- Feel confident that the trip is both enriching and responsible

User Profiles



Dr. Valentina Cruz

Field Ecologist

Valentina is a 40 year old Chilean conservation biologist specializing in elevational gradients and cloud forest biodiversity. She works with research institutions across South America and is particularly interested in ecological corridors along the Andean flanks. She evaluates field sites based on scientific value, accessibility for research teams, and long-term conservation viability. The Zuñac Valley has caught her attention as a biologically rich but underrepresented system in published literature.

Valentina wants to:

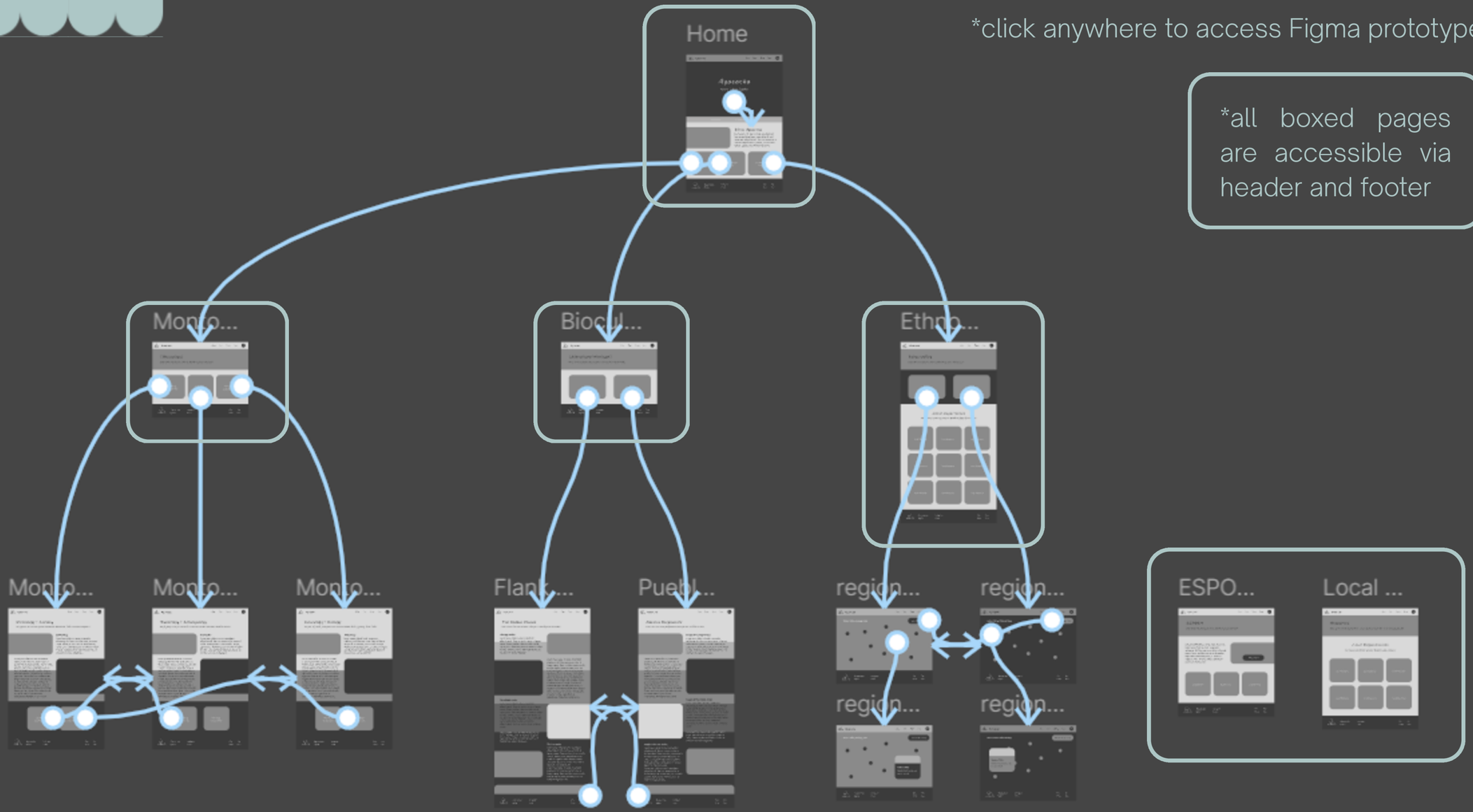
- Explore potential research collaborations or field station partnerships
- Evaluate the valley’s role in regional biodiversity connectivity
- Strengthen trans-Andean research networks

Core Flows

Site Overview

*click anywhere to access Figma prototype

*all boxed pages are accessible via header and footer



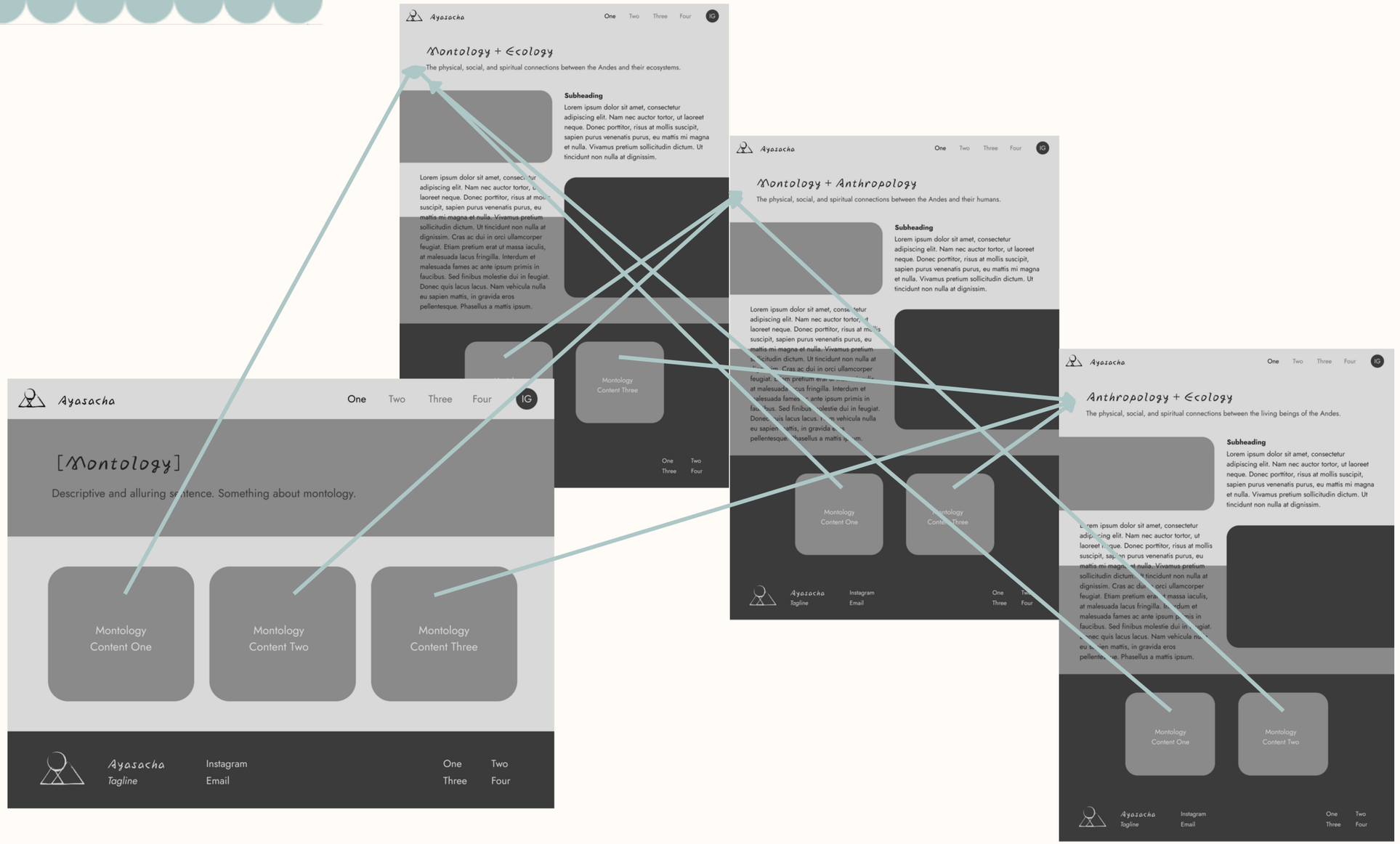
Core Flows



Home

- Scenic header to immerse visitor
- Scroll prompt sparks initial content discovery
- “About” combined into Home page to justify content and create structure
- Bottom cardset leads to 3 main content landings to present site offerings clearly
- Sticky Header and fixed Footer maintain circulation between main site pathways as well as social opportunities

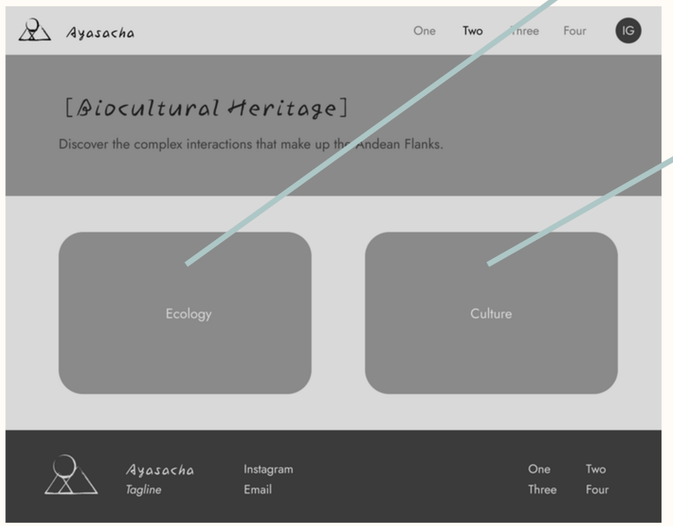
Core Flows

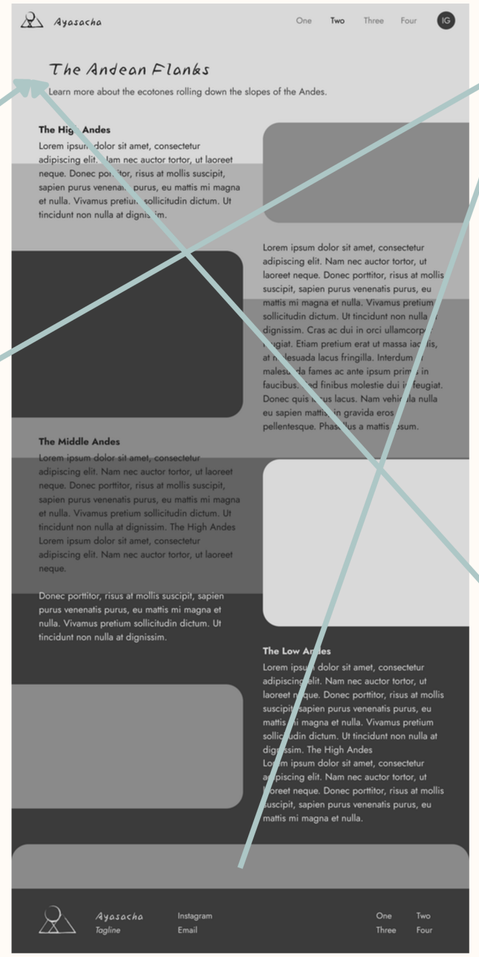


Montology

- Introduction to concepts in montology
- Content broken down further into 3 key intersections;
  - How mountains influence ecology
  - How mountains influence people
  - How ecologic systems and human cultures influence each other
- Buttons at bottom of page connect content pages within branch

Core Flows



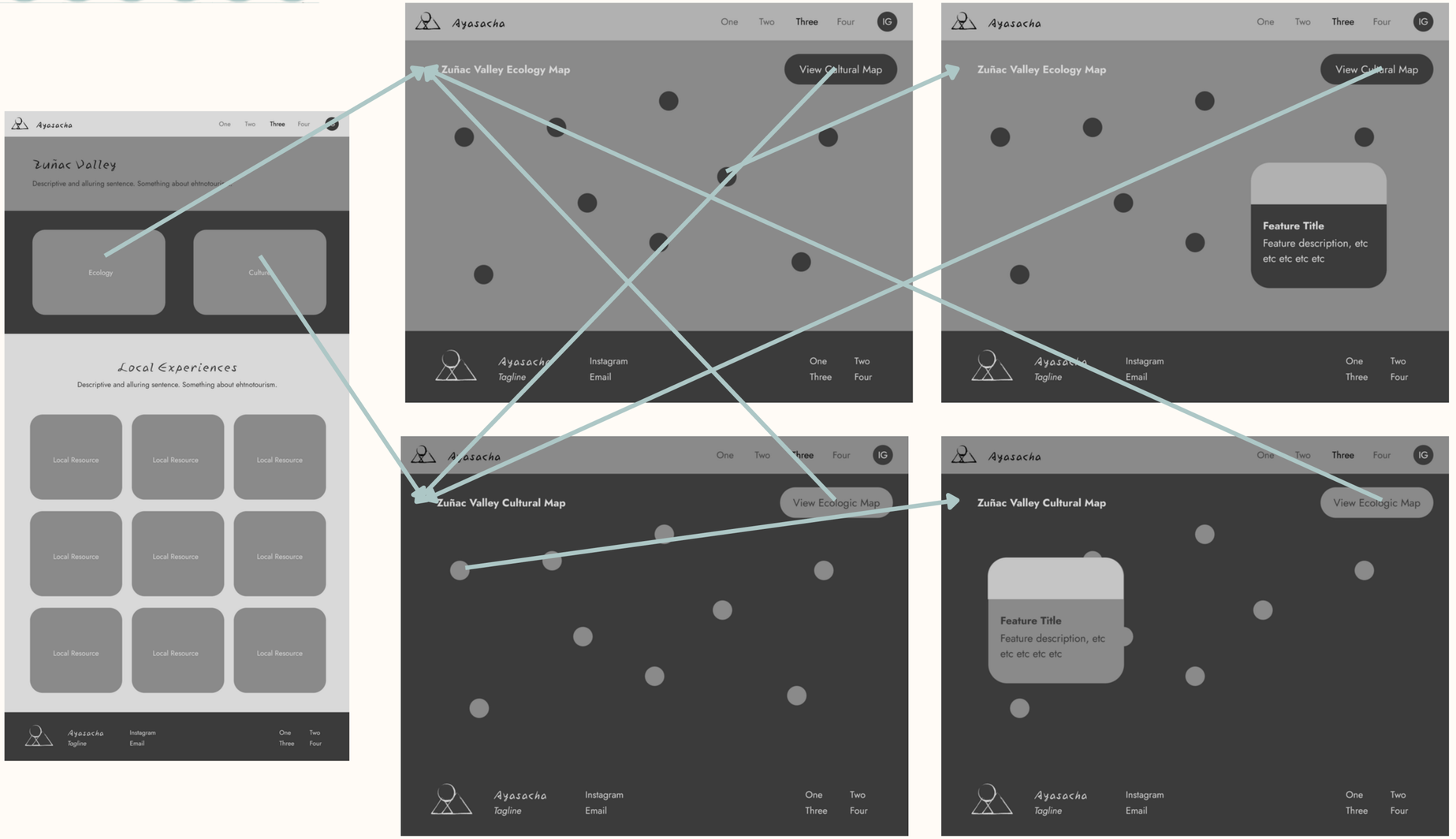




Biocultural Heritage

- Introduction to concepts of biocultural heritage
- Beginner-friendly content focused on unique ecology and heritage of Andean flanks - outlines differences while touching on how they influence one another
- Buttons at bottom of page connect content pages within branch

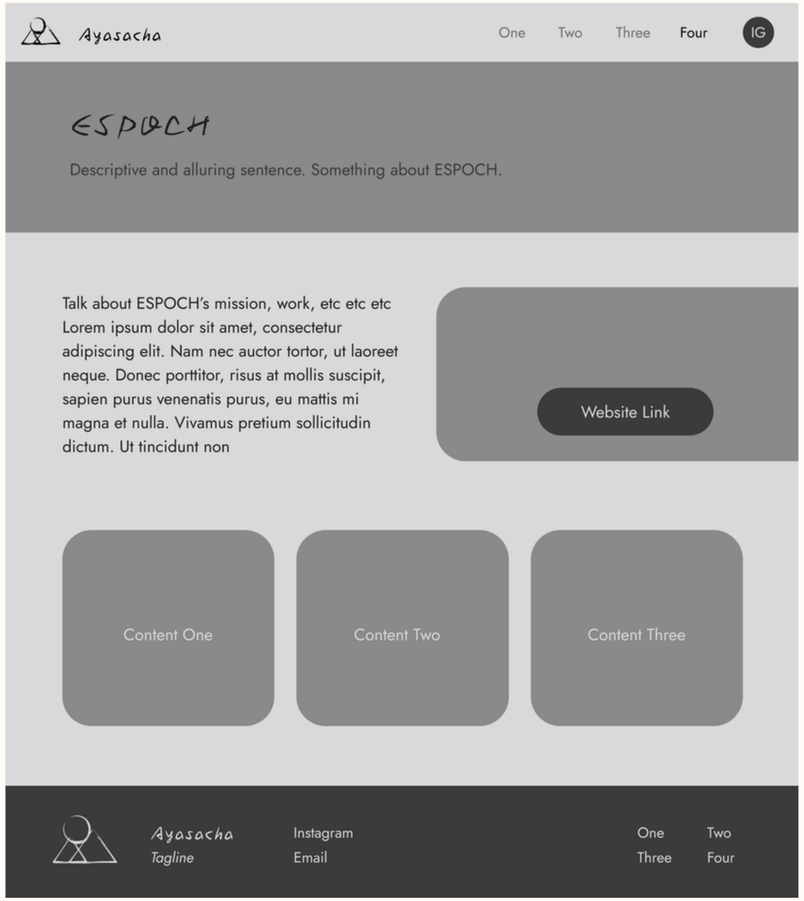
Core Flows

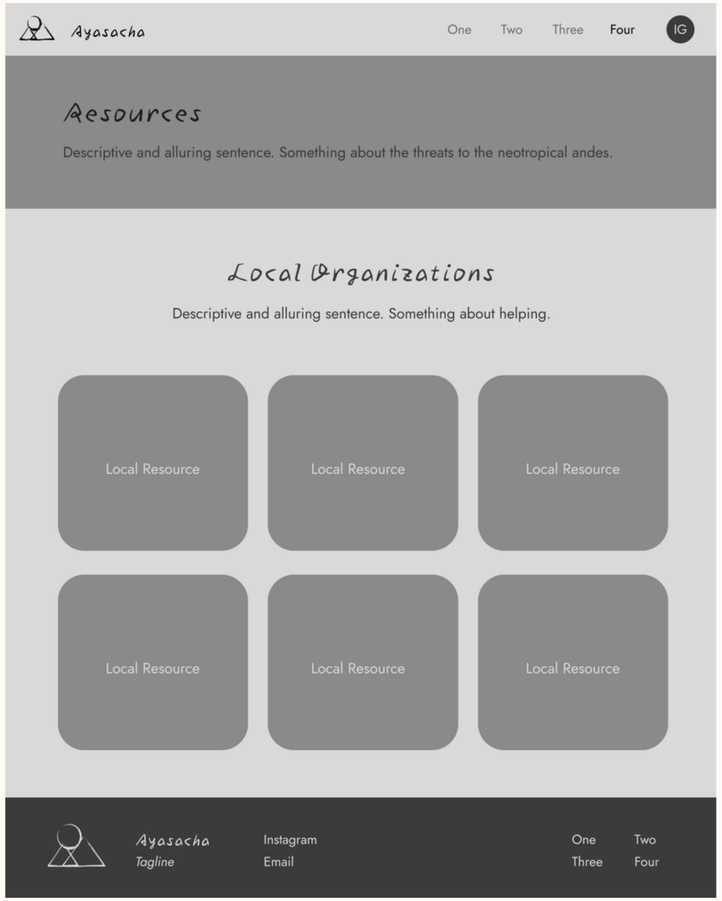


Ethnotourism

- Introduction to Zuñac Valley
- Interactive map showing areas of interest across disciplines
- Collection of curated local resources to promote local tourism and ethnotouristic ideas

Core Flows





Resources

- Dropdown menu in always-available header to maintain connection throughout website
- Highlights ESPOCH partners research and resources in accessible format
- Connects users to local resources to support further conservation and research efforts

User Journeys

Avery’s Flow



Starts at Home



Wants to learn more about mountain systems



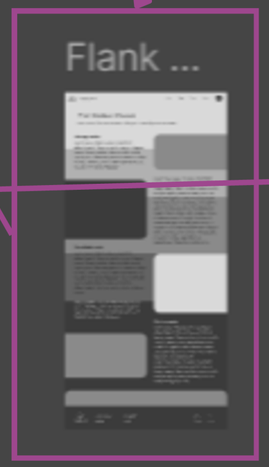
Wants to learn more about tropical ecologies

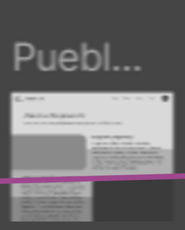


Wants information on resources in the region, easily accesses info on ESPOCH’s work and programs

Information about montological and ecological interactions







Information about flank ecology







User Journeys

Thomas's Flow

Home



Starts at Home

Biocul...



Wants to discover more about the area & its significance

Monto...



Monto...



Monto...



Monto...



Flank ...



Pueblo...



Ethno...



Wants to discover more about the area & tourism options

region...



region...



region...



region...



ESPO...



Local ...



Interactive map to discover exploration opportunities

User Journeys

Valentina’s Flow

Home



Starts at Home

Monto...



Wants to learn more about Andean mountain systems

Biocul...



Ethno...



Wants to learn more about initiatives and research opportunities in the area

Monto...



Monto...



Monto...



Flank ...

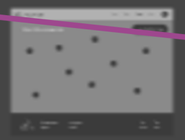


Puebl...



Information about area’s montologic and ecologic value

region...



region...



region...



region...



ESPO...



Local ...

