



The team

Lisa Callister

Service Design Manager

Maris Hall

Branding Manager

Allison Press

Interaction Design Manager

TABLE OF CONTENTS

Introduction

Project Brief 4

The Problem 5

Mission Statement 7

Research 8, 9

Branding

Brand Philosophy 11

Ideations 12, 13

Visual Identity 14, 15

Touchpoints

Personas... 20, 28, 36, 44

Taskflows .. 21, 29, 37, 45

Know 18-25

Own..... 26-33

Act..... 34-41

Advocate..... 42-49

Website..... 50-53

The Main Objective

THE GOALS OF THE ASSIGNMENT

Our main objective was to create a business, organization, or association and to develop a system of branding, user interaction, and service design.

Our Problem

WHAT ISSUE DID WE COME ACROSS
THAT WE WANTED TO ADDRESS

“Slactivists,” is a term for people who want to support a cause by performing simple measures, though are not truly engaged or devoted enough to making a change. However, studies suggest that “Slacktivists” are more likely than their peers to participate in real activism. Our initial goal was to provide an incentive to “Slacktivists” in order to motivate them to take action.

After further research, we came upon David Rose’s Audience Receptivity Gradient - a concept model used to categorize an audience and devise a communication strategy geared toward them. This framework allowed us to articulate the broader goal for our project.

We set out to create a business that partners with nonprofits who share our goal of motivating young people towards making health, environmental, cultural and educational change. Our goal was to use the framework to devise targeted communication strategies for members of our audience in four different stages of receptivity: Ready to Know, Ready to Own, Ready to Act, and Ready to Advocate.



Mission statement

We are an agency that partners with nonprofits who share our goal of motivating young people (18-30) towards making health, environmental, cultural and educational change, through integrated design systems tailored to promote learning and involvement on all levels of engagement.

Our business designs and hosts personalized donation events with various charities and nonprofits. In addition to the event, the business will create a campaign to build anticipation for the event and follow up with participants afterward. Currently "Slacktivists" are exceptional at creating awareness online, and in fact are more likely to engage in real activism. However, they are not provided enough incentive to take action. The organization aims to engage Slacktivists by creating an experience that is equally gratifying to themselves and provides the organization with a tangible (monetary) benefit.

Audience Receptivity Gradient

DAVID ROSE

The structure of KOAA is based on the Audience Receptivity Gradient, developed by David Rose. The concept model is traditionally used to help a firm devise a communication plan and ensure they are appropriately targeting their audience. For us, we used it to measure the spectrum of engagement, and create touch points that paralleled each of those levels of engagement.



Research

UNDERSTANDING THE “SLACKTIVISTS”

Our research was aimed at understanding what motivates people to give, the balance between intrinsic and extrinsic reward, and the stigma associated with so-called “Slacktivists”.

Kristof, Nicholas. “Payday for Ice Bucket Challenge’s Mocked Slacktivists.” The New York Times. The New York Times, 02 Sept. 2015. Web. 10 Oct. 2015.

Kristof argues that the many critics of the ALS Association’s 2015 Ice Bucket Challenge have been proved wrong. Those who criticized these “slacktivists,” a derisive term for people looking for easy ways to get a “warm and fuzzy” feeling without doing anything meaningful, claimed that actions motivated by social media sharing “are merely symbolic ways for young narcissists to preen without actually achieving any change.”

Rose, David. Audience Receptivity Gradient. Digital image. True Sustainability. HOW Design, 12 Sept. 2012. Web. 19 Oct. 2015.

Rose’s Audience Receptivity Gradient is a concept model used to categorize an audience and devise a communication strategy geared toward them. The goal in using this model is to typically move audiences forward one or two steps. We used this model to place our target audience at the “ready to hold an opinion” stage. Using this framework has allowed us to articulate the broader goal for our project, and help us devise more targeted communication strategies.

Andresen, Katya. “Why Slacktivism Is Underrated.” Mashable. Mashable, 24 Oct. 2011. Web. 19 Oct. 2015.

In a 2010 study conducted by shows “slacktivists” are more likely to take meaningful actions than their peers. In the national survey, “people who frequently engaged in promotional social activity were:

- Twice as likely to volunteer their time
- Twice as likely to take part in events like charity walks
- More than twice as likely to buy products or services from companies that supported the cause
- Three times as likely to solicit donations on behalf of their cause
- More than four times as likely to encourage others to sign a petition or contact political representatives
- As likely as non-social media promoters to donate



National

KOAA is a National Association that partners with nonprofits all over the country to empower young people to make change in their communities. KOAA partners with nonprofits in the scopes of: health, environment, education, and culture. Within each of these four scopes, live the core pillars - Know, Own, Act, and Advocate, which represent a spectrum of engagement from low to high.

Health

Environment

Education

Culture

Know

your opinion

Be informed.

Users at this stage are passionate, engaged and ready to learn more. Know touchpoints are designed to peak their interest in specific causes through videos, interactive installations, and augmented reality experiences.



Users enter the Know path either via the website, where they can find articles and videos to suite their interest, or through advertisements and wayfinding placed in proximity of an interactive installation.



A series of monthly themed installations are placed on college campuses around the country. These displays are designed to grab the attention of passersby and deliver informative content as well as engage users with interactive features.



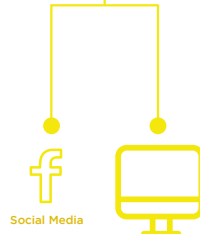
KOAA has a contract with Snapchat which allows us to provide augmented reality experiences built into Snapchat's recognition software. By using Snapchat in conjunction with the installation, users can unlock exclusive content.

Own

your voice

Get personal.

Own gives users the opportunity to form personal connections charitable causes, and to share their passions with others. With each monthly theme comes new activities for users to create and share, deepening their connection to the cause.



The KOAA website houses a gallery of users' creations. Visitors of the site can create shareables on the web or download the app for on the go. Sharables created would blast onto social media creating online buzz, which in turn attracts more users.



The Own app caters to those who like to share, and share a lot. Utilizing the convenience of mobile devices, the Own app encourages users to make connections with one or many causes, increasing emotional connections made to causes.



Users can post their creations to a multitude of platforms directly from the app with ease.

Act

for impact

Move Forward.

Act caters to people wanting to directly contribute time and energy to a charity, usually through physical labor or hands-on activities. Activities are curated monthly around a specific theme, and participants receive KOAA swag for completing all of one month's challenges.



Weekly activities are released on the website, along with any instructions or supplemental materials needed for its completion.



Participants complete the activity that is given using instructions or supplemental materials provided on the website. Actions come in wide variety and change along with monthly themes.



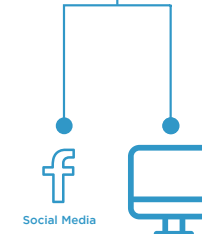
Documenting the activity lets attendees reflect on their experience and share their contribution with the charity.

Advocate

for support

Empower Others.

Advocates bring activism full circle by giving back and serving as a role model for others. They can sign up to gather and lead a group through an activity that corresponds to the specific theme of the month.



Through the website, users can sign up to become an advocate for a specific cause. They are prompted to create a Facebook event page to gather people for an activity.



Advocates lead their group through a designated activity that relates to the theme of the month.



Each group activity includes a digital component that is incorporated in the physical environment.



BRAND

Brand Philosophy

KOAA is a quirky yet refrained brand. There is something just a little off beat about it, but quietly so. Our target audience has a sense of humor with hints of sophistication and cultural duty. The brand represents the voices of KOAA reaching out to spread change. Bright colors, catchy phrases, and modern graphics aim to grab the attention and gain the passion of our audience.



Logo Ideations

From the beginning, we wanted KOAA to have a modern but spunky feel. We decided on Gotham as the best font choice for the logotype

Originally, the logo began with each color representing an issue, and the letters stood for “Know, Own, Act, and Advocate.” Upon further reflection we decided that KOAA would be better represented by assigning the four colors to each letter of the acronym.

To solve the awkward space created between two uppercase A's, we flipped the second A. This flipped A acts both as a distinguishing feature of the brand but also separates the concepts of Act and Advocate.

Typefaces

Gotham Ultra

Gotham Bold

Gotham Medium

Superclarendon

Final Logos

Once the structure of our service began to take shape, so did our logo. These three logo variations can be used in a multitude of color combinations and styles to suit every need KOAA may have. We have created a versatile yet simple logo which can take on many forms. Much like the famous MTV logo, our goal for the future of the KOAA logo is to have an endless supply of unique variations of the simple base logo.

The logo shape itself is inspired by the imagery of voices shouting out and megaphones. These inspirations are an homage to the traditional forms a public change.



Know your opinion

Be Informed

You're someone who's passionate, engaged, and just wants to learn MORE. Being an informed activist is one of the first steps to having meaningful conversations with others.

Own your voice

Get Personal

Being able to relate to an issue is what motivates you to act. You're someone who's empathetic and caring, and want others to emotionally connect to an issue as much as you do.

Act for impact

Move Forward

You've never really enjoyed sitting still. The warm and fuzzies you get from seeing others prove that change can happen, no matter how small.

Advocate for support

Empower Others

Somebody's gotta step up, so why shouldn't it be you? You help bring activism full circle by giving back and serving as a role model for others.

Language

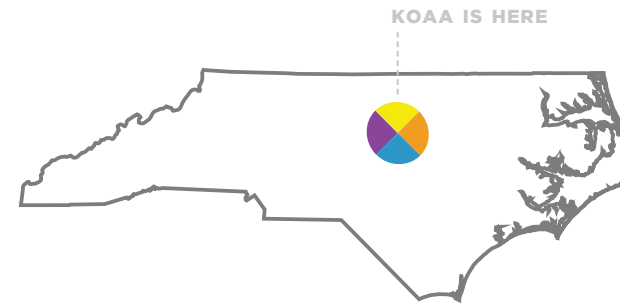
Geared toward persons aged 20-30, KOAA uses a language in its communications that's tongue-in-cheek, quirky yet refrained, upbeat, and with a relatable sense of humor to our age group. The language of KOAA contrasts more "intellectual" and "formal" words with colloquial jargon. The use vague, yet catchy phrases make KOAA more approachable and less formal.

Personas

CRAFTING KOAA'S IDENTITY

KOAA's identity is shaped the most by its members: the Millenials, young professionals, and XYZ generations that define its mission of service, activism, and social justice.

These four personas exemplify the personality, goals, and motivations of each segment of KOAA. Therefore, each Know, Own, Act, and Advocate is a distinct personality, defined by the ways in which each person in that group seeks to contribute to the world around them.





OWN Anna Miller

"I change during the course of a day. I wake up and I'm one person, and when I go to sleep I know for certain I'm somebody else."



ACT Lawrence Weaver

"One of my favorite quotes is from Julian Asange. It goes like this: 'Every time we witness an act that we feel to be unjust and do not act, we become a party to injustice.'"



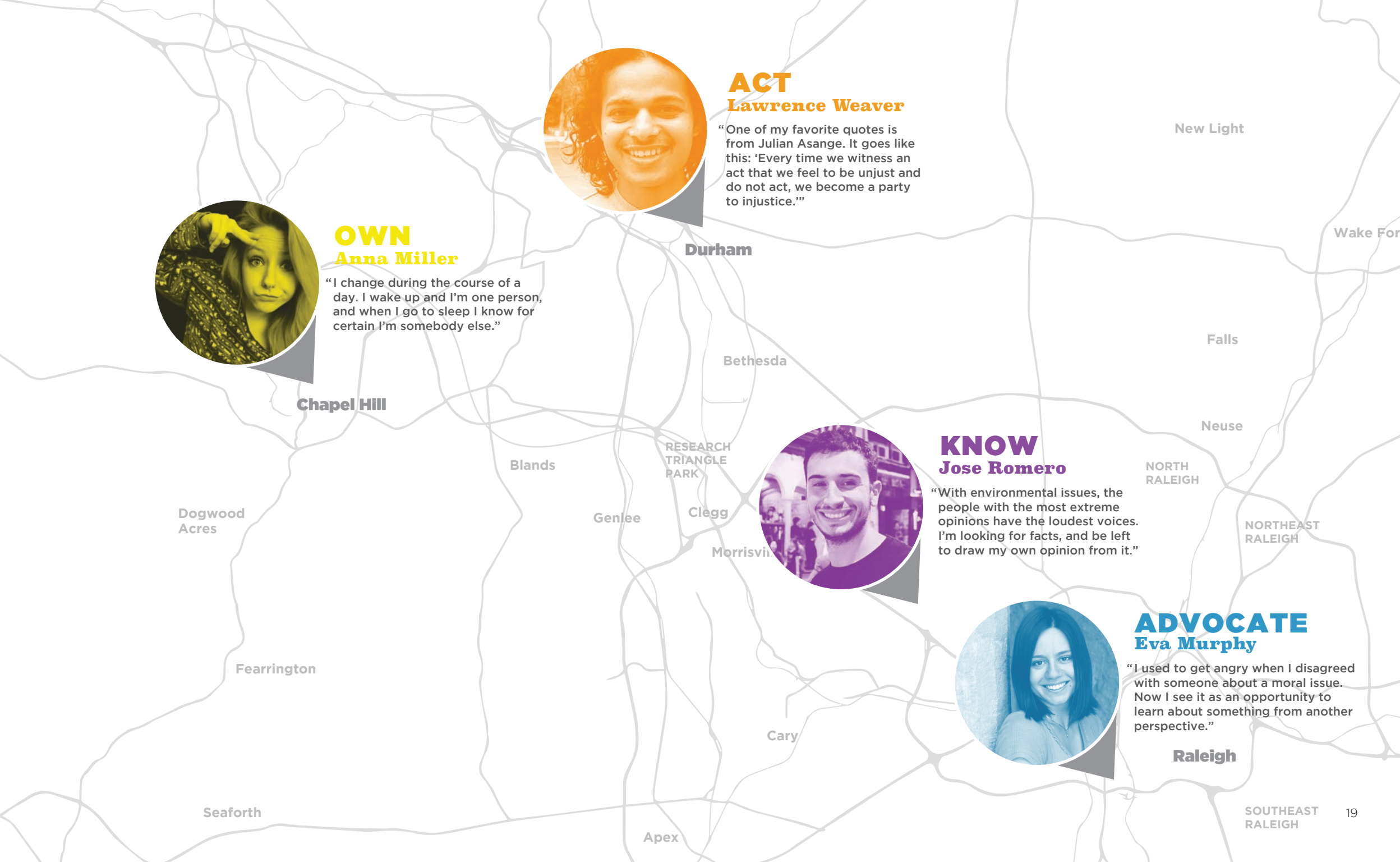
KNOW Jose Romero

"With environmental issues, the people with the most extreme opinions have the loudest voices. I'm looking for facts, and be left to draw my own opinion from it."



ADVOCATE Eva Murphy

"I used to get angry when I disagreed with someone about a moral issue. Now I see it as an opportunity to learn about something from another perspective."



KNOW

You're ready to...

Be informed.

You're someone who's passionate, engaged, and just wants to learn MORE. Being an informed activist is one of the first steps to having meaningful conversations with others.



Jose Romero

KNOW PERSONA

“It’s hard for me to find information that separates opinion from fact. When it comes to issues about environmental conservation, it seems the people with the most extreme opinions have the loudest voices. I’m looking for scientifically proven fact, and be allowed to then draw my own opinion from it.”

Motivations

Finding practical solutions to problems

Living in the present moment

Experiencing new things firsthand

Having time for hobbies

Feeling a sense of accomplishment

Figuring out how something works

Goals

Make time for work and play, and exploration

Do practical, meaningful work

Have a certain amount of freedom to go off on tangents and try out “crazy ideas”

Find a career that allows him to work with his hands

AGE 24

GENDER Male

STATUS Single

JOB Part-time student
Part-time job

LOCATION NC State University

MYERS BRIGGS TYPE

ISTP

ISTPs love to explore the world around them with cool rationalism and spirited curiosity. They are natural makers, moving from project to project, building useful and the superfluous for the fun of it, and learning from their environment as they go.

INTROVERT  EXTROVERT

OBSERVANT  INTUITIVE

THINKING  FEELING

JUDGING  PERCEIVING

Taskflow

KNOW



Way-finding



Installation



Snapchat

See Way-finding Signage for the Installation

On his way back from class, Jose encounters a sign directing him toward KOAA's wildlife conservation installation.

Call to Action

He follows the signs and approaches the installation. He sees images of endangered wild cats on the central display. Along with KOAA's brand, he notices the projection on the ground surrounding the display. Trails of paw prints appear periodically on the ground.

Interaction with Paw Prints/Display

Jose walks onto the projection and notices that the paw prints appear to walk around him. The paw prints lead toward the central display.

Call to Action

The paw prints encourage Jose to move toward the central display. The type of paw print corresponds to a specific area. For example, the tiger paw prints lead toward the part of the display about tigers.

Sees Prompt to use Snapchat

While viewing the central display, Jose sees information about an endangered wild cat, in this case, tigers. He sees the Snapchat logo and the prompt to try using Snapchat on the projection.

Call to Action

Jose already has Snapchat on his phone. He opens the app.

Discover Animals

With the Snapchat app open, Jose points his phone toward the paw prints as they move along the ground. Using Snapchat's recognition software, he is able to see a tiger appear on his screen.

Call to Action

Snapchat's recognition software makes it appear as if the tiger is walking around and leaving a trail of paw prints.

Take a Snapchat

Jose takes a Snapchat of the tiger as it walks around the display. He sends it to his friends along with a message telling them to check out the installation.

Call to Action

The Snapchat is automatically added to a separate KOAA story that his friends can see.

View Other Animals

Jose continues to use the Snapchat app to view the other animals and adds them to his story.

Call to Action

He can view the images later and also view other KOAA Snapchat stories.

Level of Difficulty

Amount of Time



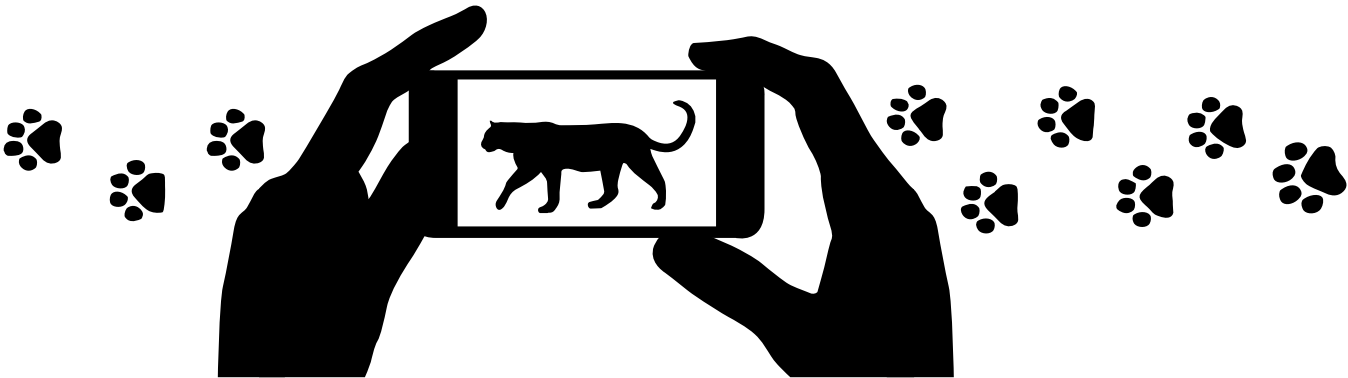
INSTALLATION

The purpose of the Know installation is to intrigue passersby in a specific cause of the month.

In our example, KOAA has partnered with the Conservators Center in Mebane, North Carolina to create an installation about rare, threatened and endangered wild cats. The installation includes a central display surrounded by a projection. The projection displays trails of paw prints that appear to be “walking around.” The pawprints each reflect a different type of cat. Each trail leads to an area of the central display that has an image and information about that particular cat. The paw prints also interact with people by walking around anyone in their path.

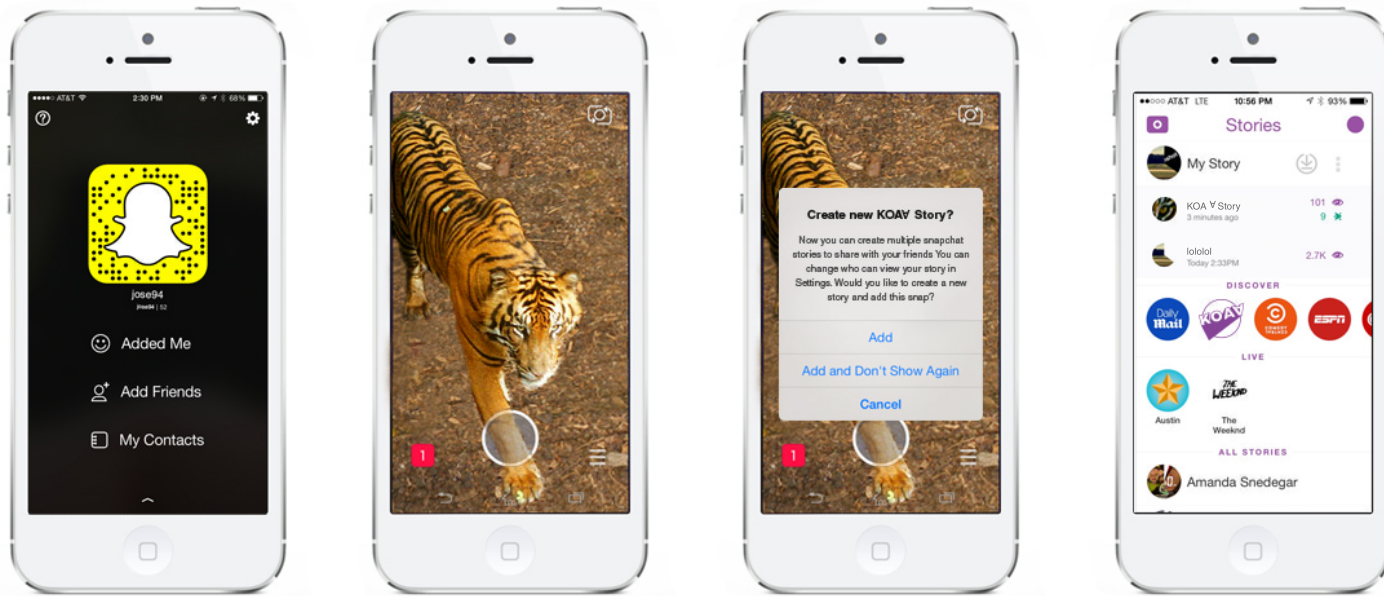
Installation Screen

The screen is divided into different sections that each feature a wild cat. In addition to information about the animals and the Conservators Center, there is also a prompt for the user to use Snapchat in conjunction with the projected paw prints.



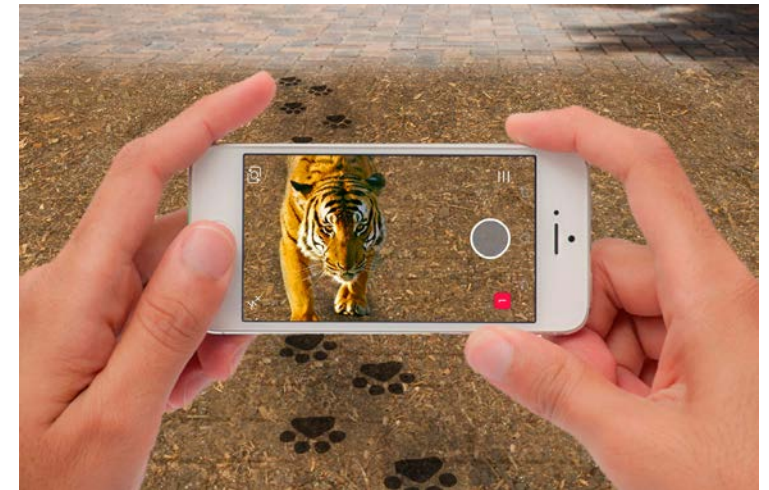
SNAPCHAT

By using Snapchat's recognition software



Snapchat Story

Taking a snapchat of the display will automatically prompt a dialog box ask Jose if he would like to create a new KOAA story. The dialog box will tell him about a new feature enabling them to create multiple stories. Jose will also be able to view other KOAA snaps through Snapchat's Discover feature.



Augmented Reality

When a user views the tiger paw prints through the Snapchat app, an image of a tiger appears on the screen. The user can follow the tiger as it walks around the display.

WAYFINDING

Signs advertising the installation will be placed around campus to garner attention and direct people to the display.



Signage

The screen is divided into different sections that each feature a wild cat. In addition to information about the animals and the Conservators Center, there is also a prompt for the user to use Snapchat in conjunction with the projected paw prints.



Bus Stop

Additional signage will appear at places where people gather, like bus stops. Signs for glass surfaces will be printed on static cling material for easy applique and removal.

OWN

You're ready to...

Get personal.

Being able to relate to an issue is what motivates you to act. You're someone who's empathetic and caring, and want others to emotionally connect to an issue as much as you do.



Anna Miller

OWN PERSONA

“I change during the course of a day. I wake up and I’m one person, and when I go to sleep I know for certain I’m somebody else. My identity feels like it’s constantly changing, and reflecting on who I’m becoming is one of the most important things I can do to make sure I’m growing up to be someone I’m proud of.”

Motivations

Social media credibility
Peer/social pressure
Resume building
Gaining inspiration
Extrinsic rewards
Being entertained

Goals

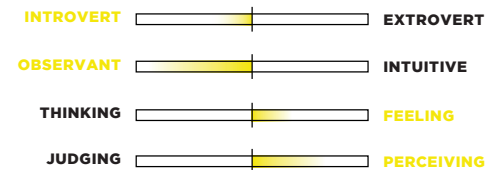
Spend time with friends
Try new things
Achieve a sense of self-actualization
Originality
Find easy and fun ways to participate

AGE 22
GENDER Female
STATUS Single
JOB Full-time student
Part-time job
LOCATION UNC Chapel Hill

MYERS BRIGGS TYPE

ISFP

ISFP personality types are true artists, but not necessarily in the traditional sense. ISFPs enjoy upsetting traditional expectations with experience in beauty and behavior. Chances are, they’ve expressed more than once the phrase, “Don’t box me in.”



Taskflow

OWN



Website



App



Social Media

See's gif on Facebook

Anna is browsing facebook and comes across a post made by one of her friends it features a gif of her friends cat making a lions rawr. Anna clicks on the gifs link to the website where she sees the Gallery of Gifs made by other users.

Call to Action

She gets to the website by clicking on the gif which links her to the environment section of Own on the website

Downloads the Own App

Anna goes to the app store to download the app because she wants to make a gif of her dog.

Call to Action

The website provides a link to the app in the app store. The link says "Make your own."

Selects a Category

Anna picks the Environment tab which drops down to show all available activities within environment for the month

Call to Action

Upon opening the app, only the 4 categories are visible, prompting Anna to tap on one of them

Selects Activity

Anna chooses the make a gif activity.

Call to Action

App prompts "user" to pick an activity via the progress bar at the top.

Upload/Take Video

Anna remembers that she already has a video of her dog that she can use, and she uploads it to the app. The video is automatically converted to a gif and begins playing on loop.

Call to Action

In the app there is a grayed out square with a video icon in it that when tapped prompts Anna to upload a video or take a new video.

Selects a Sound

Anna chooses from a library of wild animal sounds. Each sound can be previewed by tapping on the picture of each animal.

Call to Action

the add sound button adds the sound to your gif.

Share Creation

Anna has completed the gif and wants to share it on social media. To share, or save the gif she must sign up with KOAA using name, email, and a password. (this gives KOAA permission to post their gif to the gallery)

Call to Action

The save/share button brings up the sign up page. Once signed up Anna shares the gif on facebook and twitter

Level of Difficulty

Amount of Time

Own App

Own gives Anna the opportunity to form personal connections to charitable causes, and to share her passions with others. With each monthly theme comes new activities for Anna to create and share, deepening their connection to the cause. The main feature of Own is the Own App, where she create shareables and post them online. This App caters to the “Slacktivist” in Anna and actually empowers her to do what she does best, share!

1_Opening Screen

Here Anna chooses a cause scope that she is interested in. She chooses Environment.



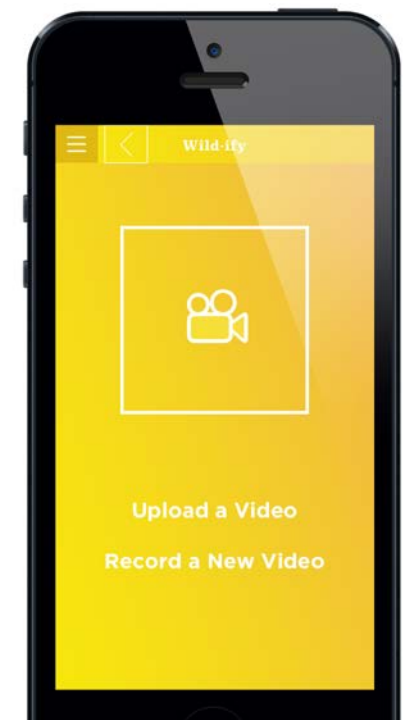
2_Monthly Activities

Anna views all the activities within the Environment tab. She chooses to make a GIF of her cat.



3_Upload

Anna is prompted to either take a new video or upload one. She uploads a video of her cat, and it is automatically turned into a GIF



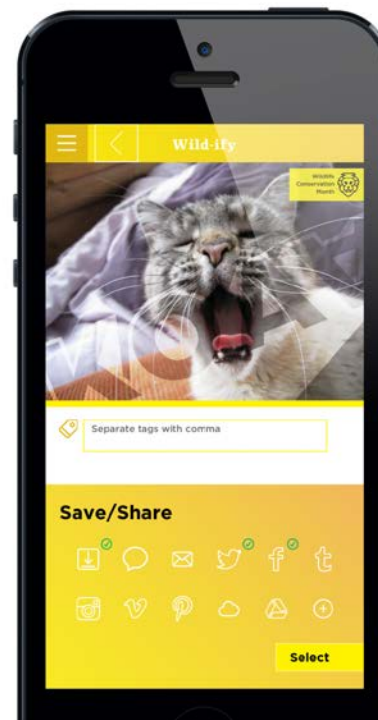
4_Chose a Sound

The icons at the bottom of the screen correspond with various animal sounds available for adding to her GIF she chooses the lion sound.



4_Share

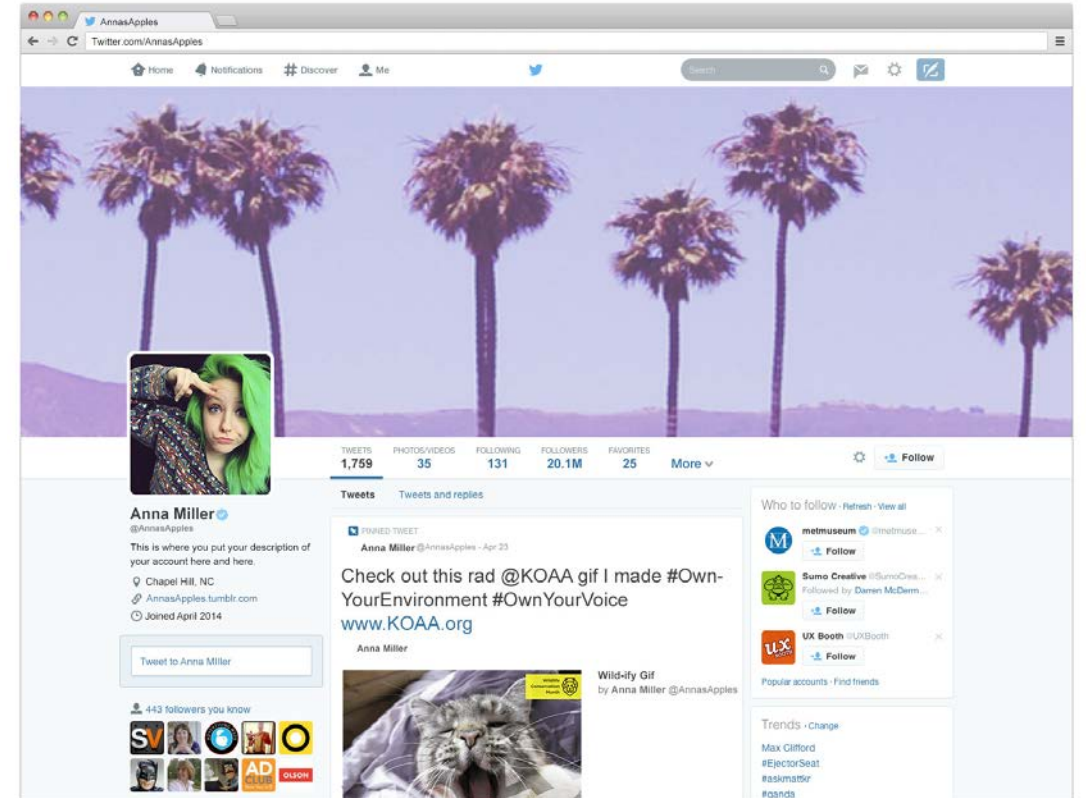
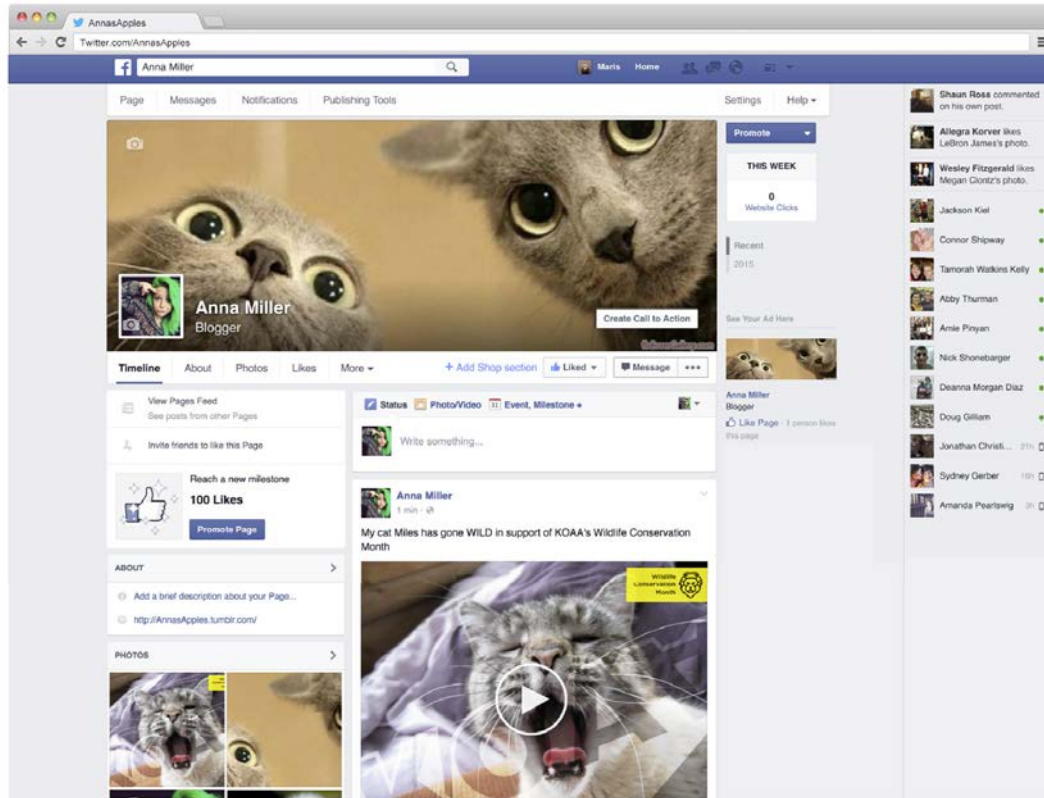
Anna can choose which social media sites she would like to post her creation. Anna selects to save to camera roll and post to facebook and twitter



5_Post

Own makes posting fast and easy by allowing Anna to write and post all her statuses at once from within the app.





Social Media

Any KOAA content posted to social media provides a link back to the site as well as branded overlays for brand recognition and advertising. The GIF with sound can be viewed directly on the social media sites, or can be viewed in a website gallery of all GIFs made by KOAA users.

Own your ENVIRONMENT



This month's activities

Wild-ify

Create a GIF of your pet, you, or grandma, and make it WILD.

Fur face

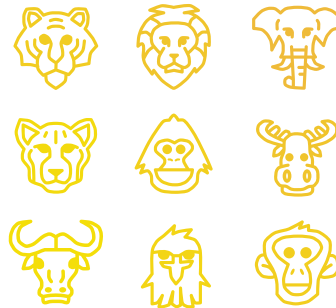
Big cat love

Name that roar

Wild-ify

GIF your pet and/or grandma into the wild animal we know they are.

Choose from one of nine wild and fierce sounds to voice your GIF.



Gallery

Wild submissions from our Wild-ify participants and their pets.



Website Gallery

All of the Own creations made by KOAA users are housed in this section of the website. This gallery acts as an archive of projects created by category. Users can make a hilarious new GIF directly from the website, or just browse around to see what other users have made.

ACT

You're ready to...

Move forward.

You've never really enjoyed sitting still.
The warm and fuzzies you get from
serving others prove that change can
happen, no matter how small it starts.



Lawrence Weaver

ACT PERSONA

“One of my favorite quotes is from Julian Asange. It goes like this: ‘Every time we witness an act that we feel to be unjust and do not act, we become a party to injustice.’ This quote sticks with me because it highlights the difference one individual can make, one step at a time. Each step is just as morally imperative as the next.”

Motivations

Making a “difference”
Meeting new people
Intrinsic rewards
Professional credibility
Maintaining close friendships

Goals

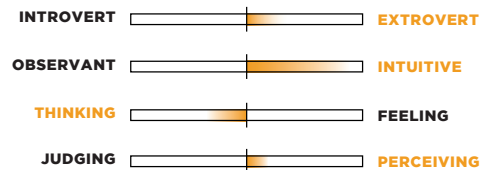
Find meaningful work
Try to see the bigger picture
Travel to every continent
Volunteer once a week
Slow down and enjoy the present

AGE 26
GENDER Male
STATUS Single
JOB Full-time graduate student
LOCATION Duke University

MYERS BRIGGS TYPE

ENTP

Enthusiastic, idealistic, and creative. Able to do almost anything that interests them. Great people skills. Need to live in accordance with their inner values. Excited by new ideas, but bored with details. Open-minded and flexible, with a broad range of interests and abilities.



Taskflow

ACT



Website



Supplies/Creating



Drop Off Location

Visits Act for the Environment Webpage

Lawrence visits the Act for the Environment portion of KOAA's website to read about and complete this week's Environment Activity Challenge.

Call to Action

He finds the activity by clicking on Act > Environment on the KOAA website.

Views Instructions

Lawrence learns how to make this week's activity, which is a toy for lemurs at the Duke Primate Center. The toy helps them improve their motor and learning skills.

Call to Action

A short video on the website explains how to make the toy using pieces of PVC pipe.

Gathers Supplies

Lawrence makes a trek to her local hardware store, where he buys a few basic pieces of PVC pipe.

Call to Action

KOAA sends him a text message reminding him of the supplies to buy.

Constructs Toy

Lawrence takes his PVC pipe back to her apartment and creates the toy.

Call to Action

He references the video on the website again to make sure he's attaching the PVC pipe together correctly.

Document Toy

Lawrence takes a photo of himself with his toy and uploads it to the Activity of the Week webpage, to get credit for the activity.

Call to Action

The webpage features a gallery of other participant's in this week's activity, and prompts her to upload her own photo.

Drops Off Toy

Lawrence takes his toy to his local USPS Office, where KOAA has a sponsored drop off location.

Call to Action

The website informs him of the closest drop-off location.

Level of Difficulty

Amount of Time

Lemur Toys

Benefitting the Duke Lemur Center



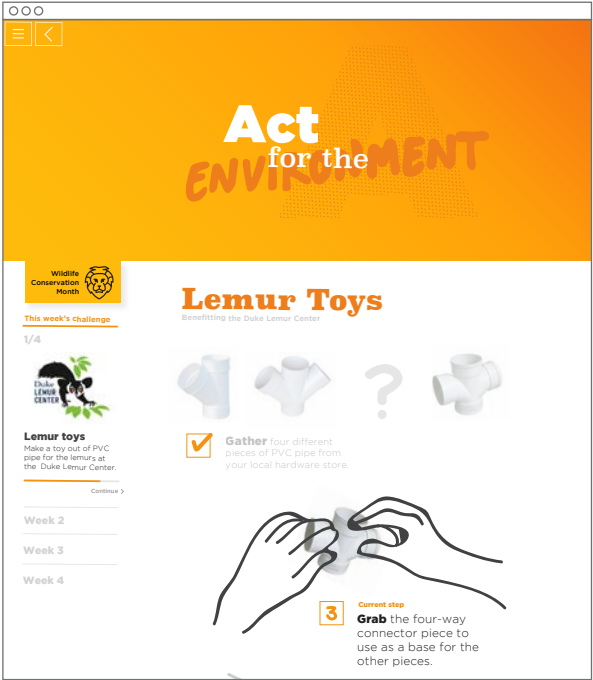
 **Gather** four different pieces of PVC pipe from your local hardware store.



3 **Current step**
Grab the four-way connector piece to use as a base for the other pieces.



4 **Next step**
Attach the four-way intersection piece to the long PVC pipe pieces.



INSTRUCTIONS

For each weekly Act activity KOAA provides a set of instructions and supplemental materials on how to complete the activity.

Here, the instruction page details how to put together a toy for lemurs at the Duke Lemur Center. The toy consists of four pieces of PVC pipe twisted together to form a knot that lemur specialists use to teach their animals important learning and foraging skills.



DROP-OFF LOCATION

Mail boxes are provided for Act activities at post offices around the country.

Here, people participating in any week's Act activity can drop off their toy, tool, or any other item made for that week at a convenient KOAA drop box.



SWAG OF THE MONTH

When a participant completes all four of one month's activities, they're given an exclusive "Swag of the Month" gift.

For Wildlife Conservation Month in Act's Environmental chapter, participants who have completed all four weeks receive a Google cardboard case in the mail, with a code to unlock a KOAA Safair tour through Google's Cardboard app. Using Google's virtual reality technology, participants are able to create an experience that solidifies the importance of wildlife conservation.

Your Code: 257SAFARI



ADVOCATE

You're ready to...

Empower others.

Somebody's gotta step up. Why shouldn't it be you? You help bring activism full circle by giving back and serving as a role model for others.



Eva Murphy

ADVOCATE PERSONA

“Speaking up has never been difficult for me. But it used to be hard for me to hold back my temper when I disagreed with someone about a moral issue, like poaching. Now I see it as an opportunity to learn about an issue from another perspective, and see all of the systems at work that make a seemingly simple issue actually really complex.”

Motivations

Social media credibility
Peer/social pressure
Resume building
Gaining inspiration
Extrinsic rewards
Being entertained

Goals

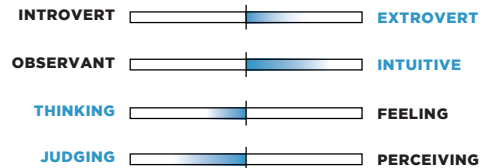
Spend time with friends
Try new things
Achieve a sense of self-actualization
Originality
Find easy and fun ways to participate

AGE 23
GENDER Female
STATUS Single
JOB Full-time student
LOCATION Wake Forest University

MYERS BRIGGS TYPE

ENTJ

Frank, decisive, assume leadership readily. Quickly see illogical and inefficient procedures and policies, develop and implement comprehensive systems to solve organizational problems. Enjoy long-term planning and goal setting.



Taskflow

ADVOCATE



Website



Social Media



Tour



Beacons

Visits Advocate for the Environment on Webpage

Eva follows KOAA, and knows about their sponsored Advocate activity with the North Carolina Conservator's Center. Wanting to participate, she visits the Advocate for the Environment portion of KOAA's website to read about and sign up for the exclusive Conservator's Center tour and activity.

Call to Action

She finds the activity by clicking on Advocate > Environment on the KOAA website.

Invites Friends to the Event

Eva creates an event on Facebook for the special Conservator's Center tour and activity.

Call to Action

KOAA prompts Eva to use a pre-made event page for the tour, to use to invite her friends.

Follow Up with Reminders

She continues to gather and remind her close friends of the tour coming up this week, and arranges a carpool.

Call to Action

KOAA sends her a series of GIFs to use as event reminders in her Facebook group.

Arrival

Eva and her friends arrive at the Conservator's Center on a Saturday morning, ready to begin their insider's tour of the center.

Call to Action

Eva and her group receive some KOAA and Conservator's Center swag as a bonus for coming to the Center.

Trivia Tour

Eva gets to co-direct the tour with the CC staff, by leading a CC trivia app on an iPad.

Call to Action

Eva receives an iPad from the Center that hosts a trivia game for Eva to lead during the tour.

Beacon Notification

The app uses Beacons, placed at key spots on the tour, to prompt Eva's group to guess the answer to trivia questions at certain stops on the tour.

Eva leads the trivia game with her friends until the tour's completion, learning about the CC's animals from the tour guide along the way.

Call to Action

Upon approaching a beacon, new trivia questions are pushed to Eva's iPad.

Level of Difficulty

Amount of Time

Advocate for the ENVIRONMENT

Wildlife
Conservation
Month



This month's challenge



Big Cat Tour

You may feed the animals on this exclusive tour of the big cat rescue center.

10 days left >

Next month

Duke Lemur Center

Touring with the Big Cats

Gather at least ten friends for an exclusive tour of NC's official big cat home.

The Conservator's Center is North Carolina's largest rescue and education center for big cats and other exotic mammals.

Sign up below and rally at least ten of your most feline-savvy friends to receive a special tour of the center on Saturday, March 7th.

ROAR ON.
[Sign up](#)

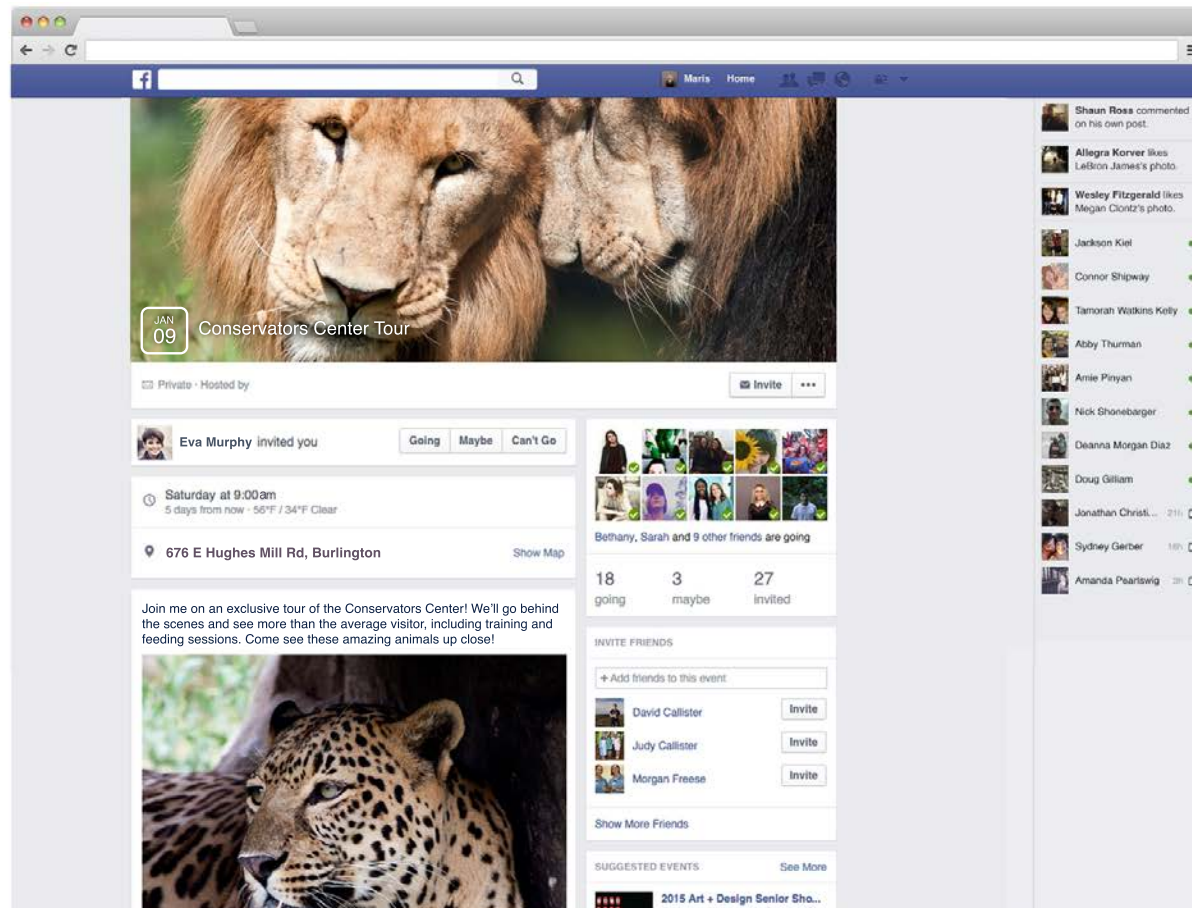


EVENT SIGN-UP

Interested Advocates can sign up to redeem special tours and perks from KOAA's charity sponsors.

For Wildlife Conservation Month in the Triangle NC area, KOAA has partnered with the Conservator's Center to offer an exclusive behind-the-scenes tour of their facilities and animals. In order to get the tour, the Advocate must bring along at least 10 friends.

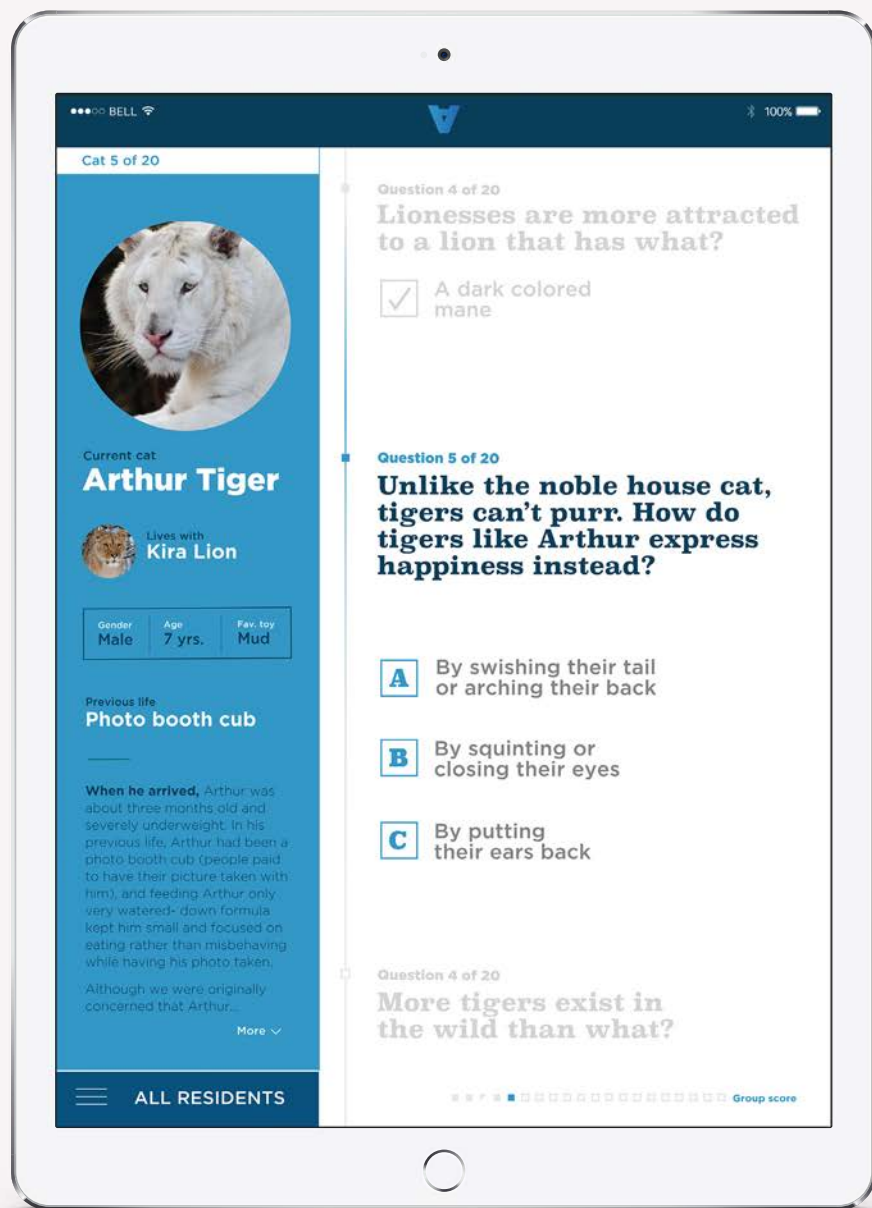
48



INVITING FRIENDS

After the Advocate signs up for the tour, they're taken to an event page on Facebook that KOAA has created exclusively for them.

This page helps them gauge interest for the event and organize transportation.



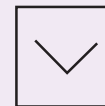
TOUR GUIDE TRIVIA APP

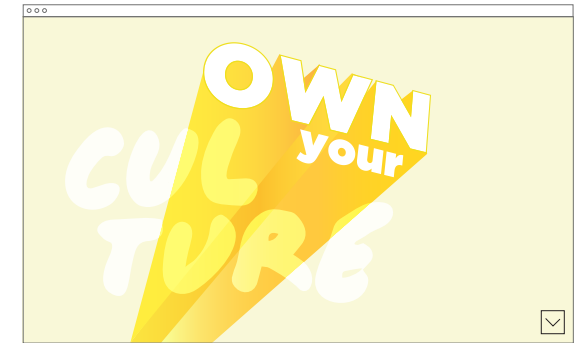
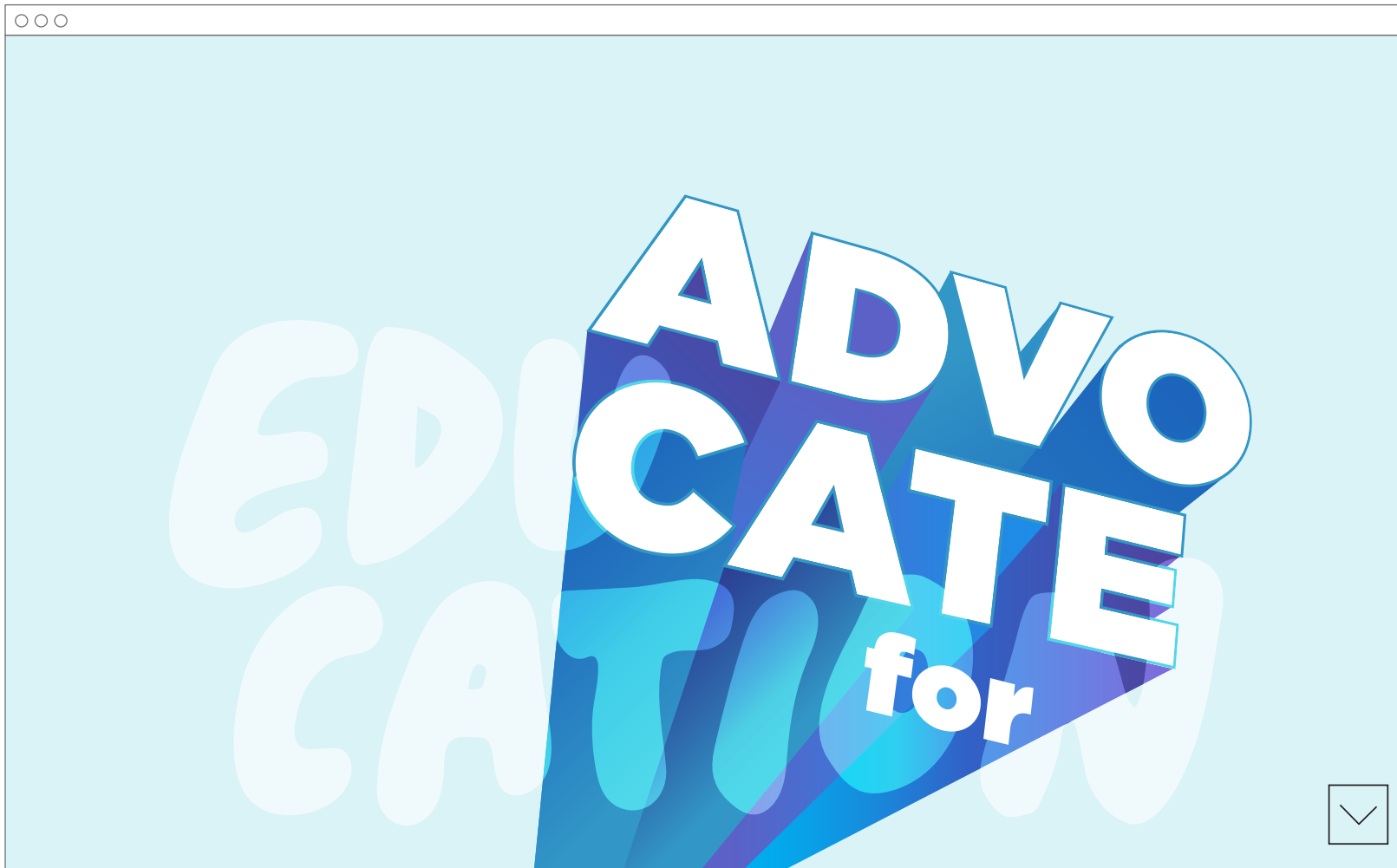
During their tour, the Advocate uses an iPad provided by the Conservator's Center, and leads a rousing game of big cat trivia through the KOAA Advocate app.

The app uses Beacons, which are affixed to the fences outside an animal's cage. This prompts the app to ask trivia questions specifically related to their location in the Conservator's Center. The app also provides the Advocate and their group with quick facts about the animal they're currently stationed at.



KNOW
your





WEBSITE SPLASH PAGE

When users land on the KOAA website, they're shown a tagline that represents one of KOAA's four sections and one issue-based theme.

A button prompts the user to shuffle the words, and create other tag lines that represent specific avenues of interest in the KOAA website.

Know your opinion

You're ready to...

Be informed.

You're someone who's passionate, engaged, and just wants to learn MORE. Being an informed activist is one of the first steps to having meaningful conversations with others.

Environment >

Health

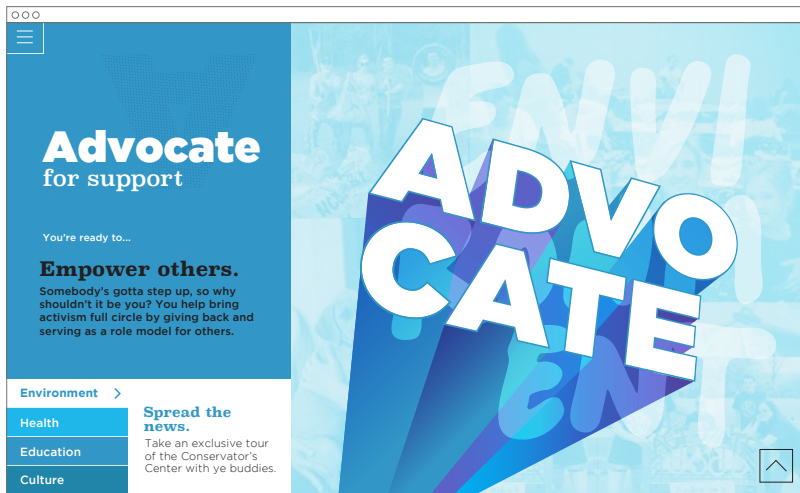
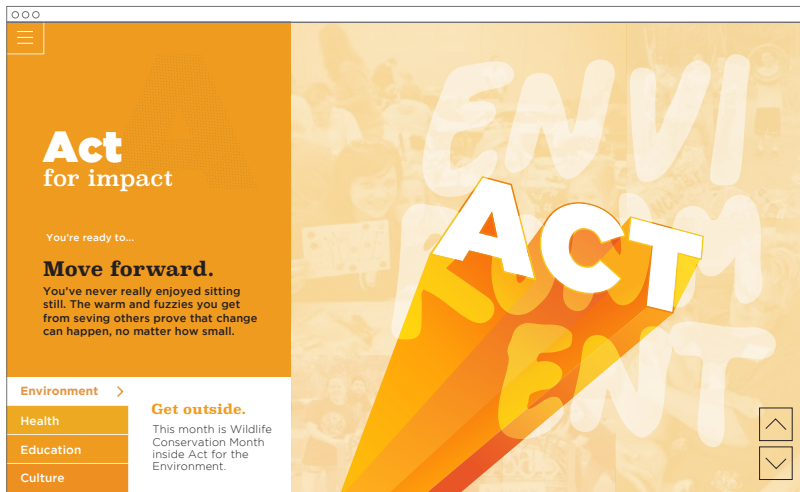
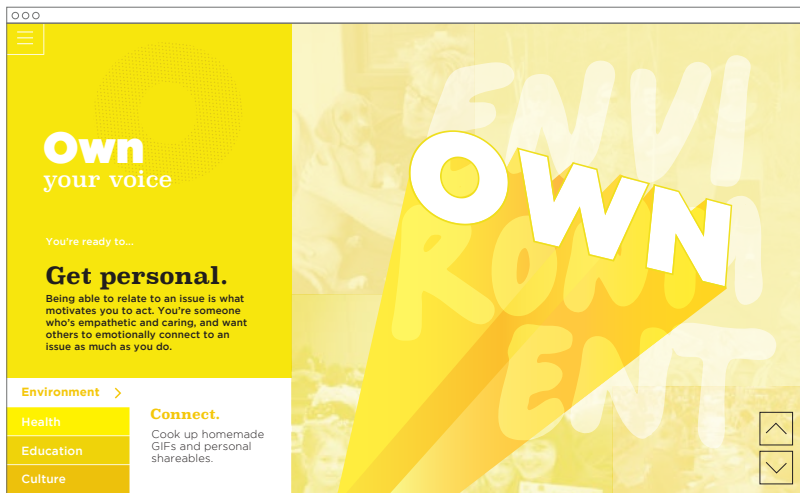
Education

Culture

Brush up.

What's the status on the Keystone Pipeline? That whole SeaWorld controversy? Read on.





WEBSITE TITLE PAGES

Users scroll up to preview the Know, Own, Act, and Advocate title pages.

The title pages offer them a brief summary of what each section has to offer them, and helps them determine which “KOAA personality” best describes them.

