

Wildscreen Arkive Website Design Brief – March 2017

About Wildscreen

Wildscreen is an award-winning conservation charity. Our goal is to convene the best photographers, filmmakers and creative professionals with the most committed conservationists to create compelling stories about the natural world; that inspire the wider public to experience it, feel part of it and protect it.

We are powered by an ecosystem of projects:

[Wildscreen Arkive](#) - the world's leading online natural world encyclopaedia;

[Wildscreen Exchange](#) - A unique global hub that empowers conservation organisations by connecting them with world-leading filmmakers and photographers to create ground-breaking communications about our natural world.

[Wildscreen Festival](#) - the internationally renowned festival that celebrates and advances the art of natural world storytelling.

About Wildscreen Arkive

Launched in 2003 Arkive (www.arkive.org) is the world's leading online encyclopaedia about the natural world. With over 16,000 in-depth species fact-files and more than 100,000 films and photos, donated by over 7,000 of the world's best wildlife filmmakers and photographers, Arkive is the most comprehensive resource of its kind. It is renowned for the depth of information provided and for its accuracy, with all fact-files sourced from, or checked by, academic experts.

Arkive also features:

- 60+ free curriculum-linked teaching and education resources, arranged by age group, reaching over 8 million young people per year: <http://www.arkive.org/education/>
- 50+ informal activities and games: <http://www.arkive.org/education/fun-stuff>
- Arkive blog – highlighting topical news, campaigns as well as guest blogs from featured conservation organisations and donors.

Current Wildscreen websites

There are currently three Wildscreen websites:

www.wildscreen.org

The current 'corporate' Wildscreen website was launched in November 2015 as part of a project to consolidate a number of Wildscreen websites and to; reflect and raise the profile of the over-arching Wildscreen brand; cross-promote all Wildscreen's projects and activities; enable quick updating of content by the small executive team; showcase our unique imagery.

The website is built on an Umbraco CMS and was designed and built by Bristol-based digital agency Mentor Digital. Users are able to create and edit pages using a library of bespoke templates and blocks.

Due to the bespoke technology which underpins the vast majority of the Arkive content and its high volume of web traffic, it is not feasible currently to integrate Arkive within the main Wildscreen website.

www.wildscreenexchange.org

Wildscreen Exchange was launched in May 2015 and is hosted by Infradox (<http://www.infradox.com/>) an off-the-shelf managed hosting solution for photo and video libraries. This is to remain so going forward and is therefore out of scope.

www.arkive.org – the focus of this brief.

About this project

We are looking to refresh the homepage and universal navigation across Arkive, to not only showcase our unique and stunning imagery and breadth of natural world content, but to enable intuitive exploration of our world class content.

Our small team need to be able to add, showcase and update content efficiently and we'd like it to reflect elements of our corporate Wildscreen website so our products look like one big happy family.

This is a chance to bring your unique creativity to a high profile project and an international audience.

We are looking for an innovative designer/agency to provide PSD page templates, style guides and assets to be handed to our in house developer and possibly a freelance developer (suggestions welcome) to help make the content coming out of our CMS as beautiful and inspiring as the natural world we're here to protect.

The current Arkive website

Technical info

The Arkive website is a custom database-driven application; the back-end is built on C# ASP.NET MVC with a MySQL-backed ORM and [Apache Solr](#) search system. The front-end uses [Zen Grids](#) for responsive layout, and [SASS](#) for styling. The homepage CMS is a separate custom single page application, built on Angular 1.5, which interfaces with the database via [Breeze](#) in order to modify some homepage content.

What we like	What we don't like
<p>Homepage:</p> <ul style="list-style-type: none"> • our USP is our amazing images and the current website has images as king • search is prominent - we've got a lot of content and people need to be able to find what they need easily • it's responsive, clean and tidy 	<p>Homepage:</p> <ul style="list-style-type: none"> • It feels static • Grid system is too restrictive – it's hard to find images that fit the boxes and we're limited to just a few words of text for each item • no CTA or copy on the header banner and generally signposting feels secondary to the imagery • Lack of social buttons • No video • No Wildscreen cross-promotion
<p>Header/footer:</p> <ul style="list-style-type: none"> • A lot of options are organised in a tidy way 	<p>Header/footer:</p> <ul style="list-style-type: none"> • the dropdown menus are FAR too long & clunky • the search doesn't pop

	<ul style="list-style-type: none"> links to Wildscreen and our other initiatives don't look great
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Our users

Our current Arkive audience consists of:

- 700k unique visitors per month
- Visitors from around 180 different countries each day. 48% sessions US; 11% UK; 5% India, Iran; 4% Australia, Canada
- 76% are new visitors
- Devices: 58% desktop, 31% mobile, 12% tablet

Results of our 2016 user survey (5k self-selected respondents) revealed two types of user:

- General
 - spread towards the extremes of the age range, with 24% aged 18 or under and 19% aged 65 and older and just 39% aged 18-44
 - Employment is not very environmentally focused and is quite diverse: 9% had their principal employment in the environmental sector; 9% were teachers or lecturers, and 21% were students. Retirees represented about 14% of the total – many of these being retired doctors, engineers or other professionals.
 - Visits to Arkive had been made predominantly out of personal interest (71%), looking for images (50%), with 37% looking for detailed information. 62% had visited the species pages several times, 19% only once (3x as many frequent users as one-time users); 33% Places (2x); 30% Topics (2x); Educate 26% (2x); Fun 20% (2x); and the Blog 11% (1x).
- Power
 - Arkive has a group of loyal core 'power users' (9% of respondents). They are mostly young-middle years adults: 59% 18-44 years
 - Principal employment: 29% environment/ conservation; 19% teachers/lecturers; 15% students, scientists, researchers. 95% 'active' in conservation at some level
 - They visit frequently and share scientific content and imagery widely with others - 39% use Arkive out of their own interest, whilst 28% were using it 'to help educate others' or 'for work' (26%).
 - For this group Arkive is a reference site, especially for species data (41%) and images (36%).

What we're looking for:

It's critical that we keep our USP as the world's largest online encyclopaedia about the natural world but we are evolving Arkive from being a dusty, static scientific reference book to a place of inspiration and motivation. We want more people to fall in love with the natural world so we need to do a better job of showing how amazing it is and Arkive will become a place where people can go on their own conservation journeys. We want Arkive to feel alive.

People who need to find information or images need to be able to easily do so from the homepage or the header but we want to increase our number of repeat visitors and convert more first-timers or casual users to power users. To do this we need to be able to showcase the whole breadth of

what Arkive and our conservation partners offer. Our small team needs to be able update the homepage easily and signpost new content as well as promoting topical stuff.

It's critical that we maintain our reputation for scientific accuracy but as an organisation we're moving towards a less formal tone and we'd like Arkive to reflect that a bit more.

We also want to increase our individual donations, for which we have a cunning plan, we're going to create a community, so the new header and homepage need to be able to accommodate that.

Must haves:

- © credit for images
- Dynamic, quick loading and compatible with latest versions of Chrome, Safari, Firefox and IE.
- Be responsive with graceful degradation and be compatible with as many handheld devices as possible
- Meet accessibility standards
- Be possible with the Angular CMS

Specific requirements include:

Homepage:

- The ability to direct visitors to specific Arkive content via image, video or text
- Editable text areas
- "Latest news" / new blog content
- High profile search bar, with options to limit to species, photos, videos, blogposts or all
- Space to cross-promote other Wildscreen activity

Header/footer:

- Acknowledgement of Wildscreen charity and its three initiatives, Arkive, Exchange and Festival
- Be similar in appearance to the header/footer on www.wildscreen.org, including the switch to a 'hamburger' style menu on mobile
- Include Wildscreen's charitable status
- Offer the option to include sponsor logo(s) acknowledgement in the future
- Newsletter subscribe function
- Donate / Support function
- Search bar
- Floating/sticky navigation bar
- Direct links to cookie statement, Contact, Ts & Cs
- Links to Arkive's social profiles – Facebook, Twitter, YouTube, Instagram

Deliverables and Timescales

Launch: End of April 2016, ready for our 14th birthday in May!

We estimate the project to take 5 days. To express your interest, please email a brief pitch outlining previous examples of work, including any moodboard/sketches/design work you feel best support your proposal, along with your day rate by **Wednesday 22 March 2017**.

Send to: **Lucie Muir, Wildscreen CEO:** ceo@wildscreen.org

In the not too distant future we will also be looking to redesign our species pages (our most viewed content) so this could be the start of beautiful friendship.