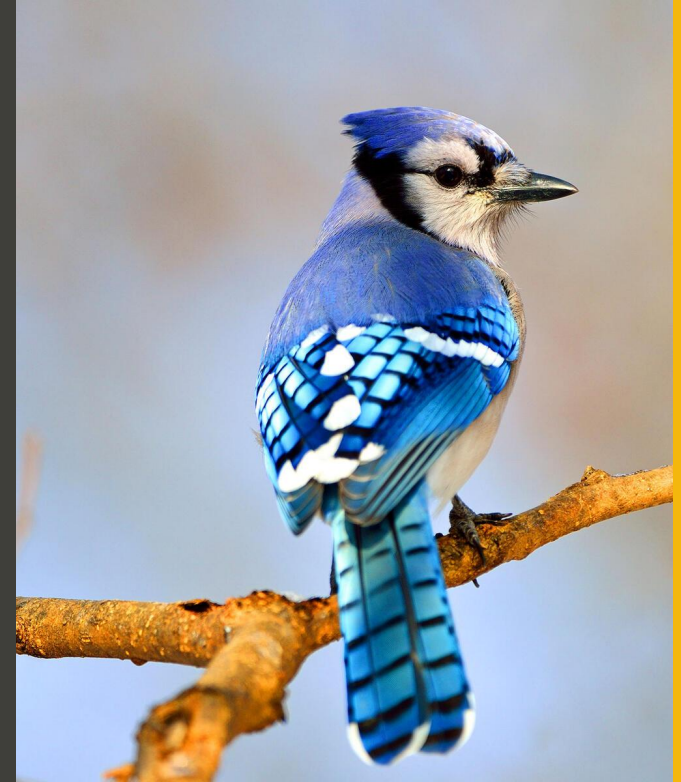# Nestwatch Redesign Idea Pitch Deck

Problem

Lack of effective css and logo

Neighborhood Nestwatch Bird Center

This site, although it has a multitude of effective information, it is difficult to look at, and hard to focus on certain pieces of information. This site incorporates how we can observe birds carefully, as well as keep track of their species and their importance. While this site is an interactive and has many learning components, I felt that improvements can be made. By adding its own separate logo for this department, as well as editing the site to be user and kid friendly, i feel that it would be more well known and an interesting component for this museum.

Solution

New EVERYTHING! The information is important, but who can read it effectively now? We need a redesign of the site, along with a personal logo for the Birds Center!

DESIGN SKILLS AND ELEMENTS

1 LOGO DESIGN

With logo design, it is important to be simple and effective. I think that a simple bird logo can be very effective and capturing to the audience.

2 MOCKUP

I have a lot of experience with creating mockup websites. For this project, I will create a new and improved website

3 ANIMATION

Along with logo design, I feel that my skills in adobe photoshop and animating in procreate can help created an animated logo that can be used as a loading screen

4 ADDITIONAL ELEMENT

I feel this is where my creativity will flow. My additional element is going to be a separate designed page where kids can learn more about birds!

CONTENTS OF THE PRODUCT

1. New logo
    a.   Nest and Birds
2. New website
    a.   Wix mockup
3. Kids element
    a.   Forest
    b.   Spotting birds
    c.   Information center
4. Animated Logo
    a.   Loading screen

BUSINESS DETAILS

MARKET SIZE

This product is for both researchers in the Birds center of the Smithsonian as well as families, bird lovers and children who want to learn more.

BUSINESS MODEL

This product will sell because since it is not a new product, it will ultimately be used more since it will be more effective. Furthermore, by being more effective, more people will use the site for educational purposes, or to be involved in the data collection

COMPETITION

Since the Smithsonian is such a large museum with many centers, the only competition there could be is between the different exhibits and centers and the popularity of each one.

THEM VS US

What makes this product better than what they have now is that it will be much easier to navigate. In addition, there is no logo for the center right now, and I feel that adding a logo will make this center feel more incorporated into the museum and important.

https://smbc.shinyapps.io/NeighborhoodNestwatch/

TIMING

Milestone 1: 3/3
Pitch deck

Milestone 3: 4/4
Logo Design 1

Milestone 5: 4/30
Website Mockup
Finalization

Milestone 2: 3/20
Interview with Brian

Milestone 4: 4/15
Final Logo and
Animation

OUR TEAM

MATTIE ELKIN

DMD Major. Specialization in graphic design and web design with a business strategies concentration

BRIAN EVANS

A quantitative ecologist at the Smithsonian Conservation Biology Institute's Migratory Bird Center

Interview Questions

1. What is your name and job?
2. How long have you been working in this field?
3. What education did you have to prepare you for this job?
4. What are the main goals of your research?
5. What does a day in the life look like for you prior to the COVID shutdown?
6. How much of your time is devoted to fieldwork, teaching, programming?
7. How much of your teaching is focused on ecology and how much time is centered around programming/statistics?
8. What is the purpose of your website/s?
9. What is the importance of citizen science to your research? How do you use the data?
10. What are the backgrounds of the citizen scientist you work with?

TRACTION AND MILESTONES

1. Research
2. Contacting
3. Pitch