

The Water Cooperative

Sustaining Water for Future Generations

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Spring 2013

Process Book, Web Design II

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My Proposal

Website Title/Organization

The Water Cooperative

Slogan

Sustaining Water for Future Generations

About the Organization

The Water Cooperative is a non-profit organization. Their goal is to increase awareness of the importance of efficient daily usage of water and methods to do so through educational and promotional advertising of news, community activities and events. Also, provide measures for evaluating and calculating water footprint.

Audience

- Water organizations
- Environmental conservation groups
- Kindergarten — 12th grade school teachers and students
- General households and consumers

Website Goals

- Educate through facts and articles the importance of sustaining water sources.
- Provide methods to efficiently use and sustain water.
- Provide tool to calculate and evaluate water footprint.
- Promote water conservation news and events.
- Grow support network on social media.
- Encourage donation of time volunteering at events and financially.

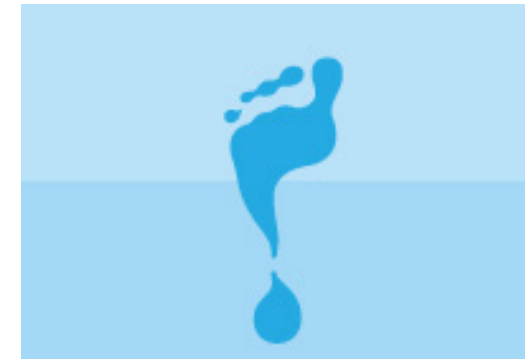
Website Message

Conveys a positive “we can do this” action message for sustaining water, and presents doable steps and behavioral changes to use water efficiently. Encourages audience to take action to minimize footsteps, participate in discussions and events, and support the organization and their mission.

Website Imagery

Photographic images related to water sources, e.g. ocean.

Mood Board



Every
Drop
counts



“We forget that the water cycle and the life cycle are one.”
-Jacques Yves Cousteau



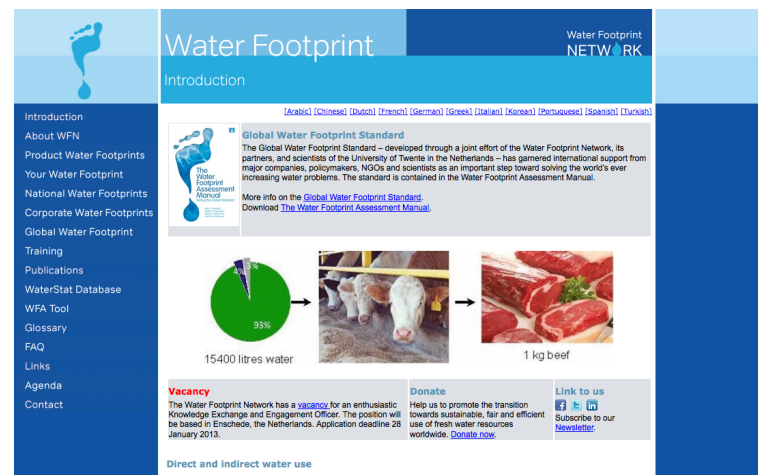
Inspiration



All water has a perfect memory and is forever trying to get back to where it was. —Toni Morrison



Competing Websites



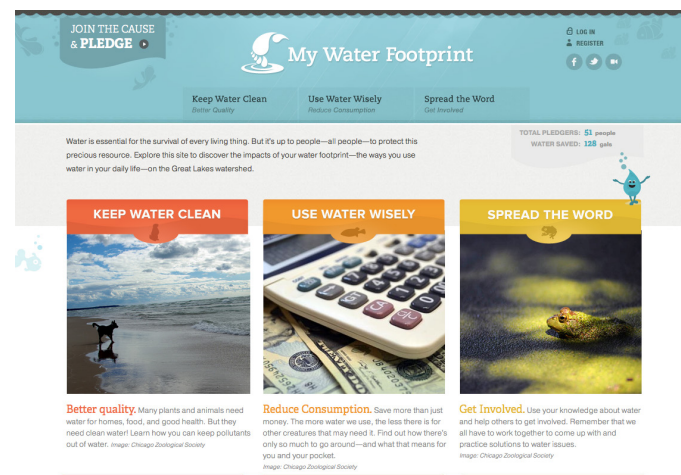
<http://www.waterfootprint.org>

This organization promotes sustaining water resources globally by fair and efficient uses. They seek to increase awareness of water footprints to their target audience of consumers, corporations, and government agencies. Their site is a lot of information on this site, which is accessed by a primary menu on the left side. I believe site could benefit from reorganizing and reducing the main options down. Also, not all images are high quality. This site is also left-aligned in the browser, instead of centered.



<http://www.waterworld.com>

This site is tied to a magazine and is more editorial. Their target audience are those in the water industry (engineers, managers, consultants, etc.). The site's design uses white negative space well. There's plenty of content, which is accessed from primary, secondary, and footer navs. One big con are the banner ads toward the top, which I find distracting.



<http://www.mywaterfootprint.org>

This site focuses on keeping the water clean, using water wisely, and spreading the word about water footprints. This site has a light-hearted feel, with nice imagery, both photo and more cartoon illustrations. From a user experience, having three main sections makes navigating easy. However, I didn't find much content on the pages and there were broken links.



<http://thewaterproject.org>

This global focused non-profit organization helps provide access to clean water and sanitation. I liked the colors, navigation, and overall layout of this site. Site contains a mixture of photos and videos to help tell their story of what they do, why, and the end results.

Type Studies

Heading: The Water Cooperative
(Homizio Bold 18pt)

Heading: The Water Cooperative
(Origin Bold 18pt)

Heading: The Water Cooperative
(Clemente Bold 18pt)

This is body content (Lucida Grande Regular 14pt)

This is body content (Gill Sans Regular 14pt)

This is body content (Verdana Regular 14pt)

This is body content (Homizio Regular 14pt)

This is body content (Clemente Regular 14pt)

Color Studies

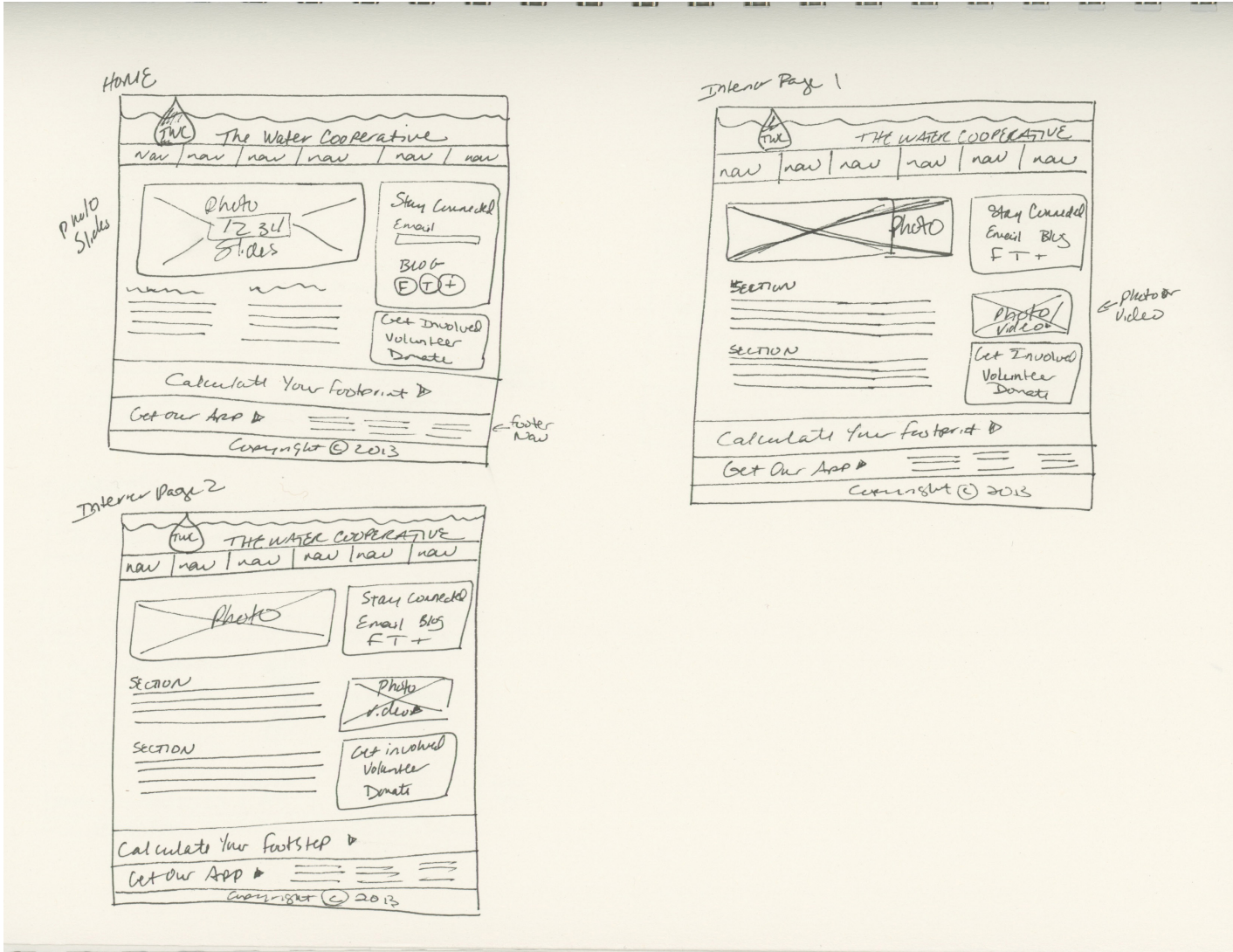
| | | | |
|----------------------------|----------------------------|------------------------------|------------------------------|
| R 25 G 152 B 205 | R 202 G 105 B 43 | R 204 G 74 B 23 | R 205 G 168 B 25 |
| C 76 M 26 Y 4 K 0 | C 76 M 26 Y 4 K 0 | C 14 M 84 Y 100 K 4 | C 21 M 31 Y 100 K 1 |
| Hex #1998cd | Hex #ca692b | Hex #cc4a17 | Hex #cda819 |

| | | | |
|----------------------------|----------------------------|----------------------------|-----------------------------|
| R 25 G 62 B 205 | R 25 G 205 B 168 | R 25 G 152 B 205 | R 171 G 164 B 135 |
| C 89 M 78 Y 0 K 0 | C 68 M 0 Y 47 K 0 | C 76 M 26 Y 4 K 0 | C 35 M 30 Y 50 K 1 |
| Hex #193ecd | Hex #19cda8 | Hex #1998cd | Hex #aba487 |

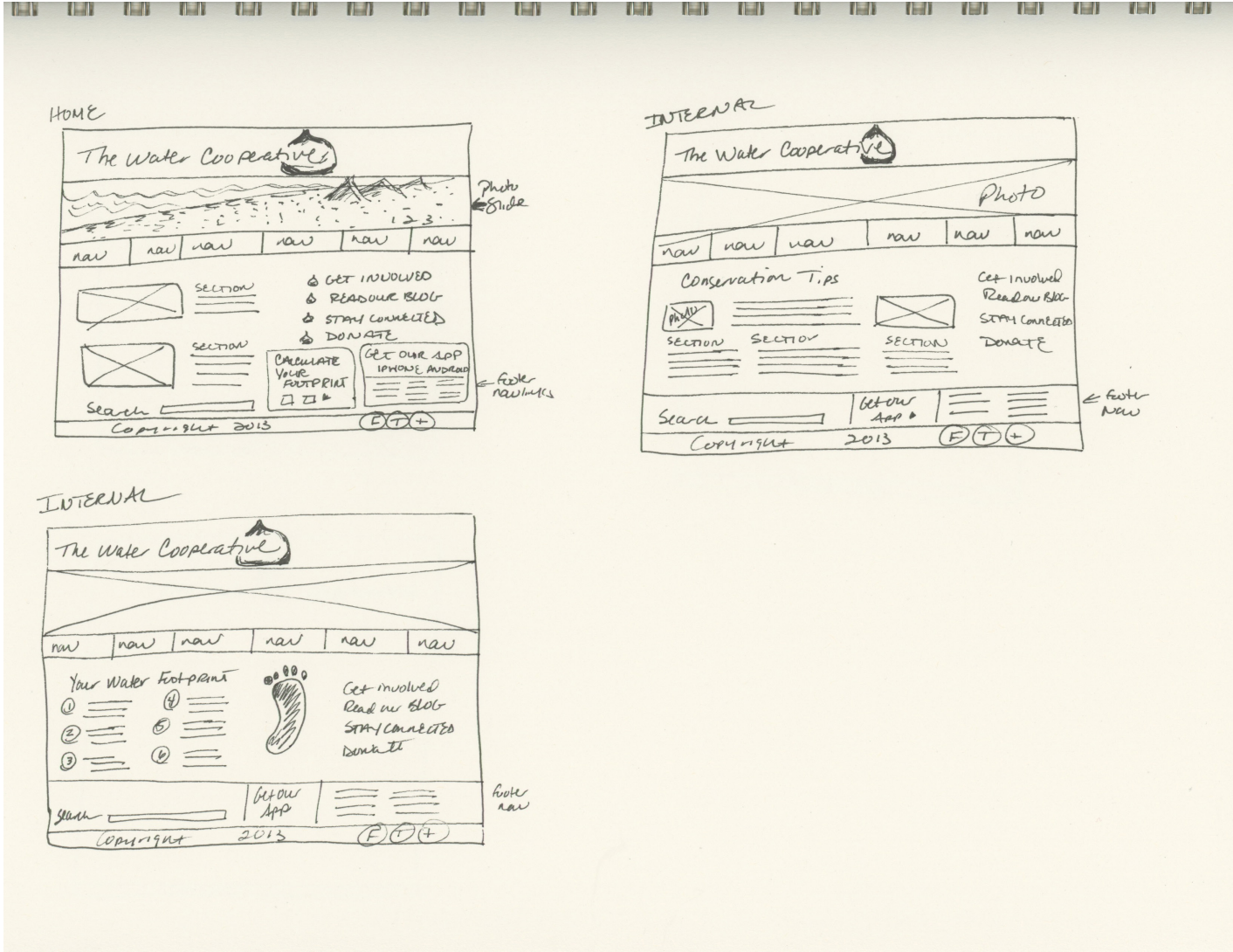
| | | | |
|-----------------------------|----------------------------|---------------------------|---------------------------|
| R 17 G 101 B 137 | R 25 G 152 B 205 | R 74 G 186 B 233 | R 180 G 227 B 247 |
| C 91 M 55 Y 29 K 8 | C 76 M 26 Y 4 K 0 | C 61 M 7 Y 1 K 0 | C 27 M 0 Y 1 K 0 |
| Hex #116589 | Hex #1998cd | Hex #4abae9 | Hex #b4e3f6 |

These are color options I am considering for the site. All options include blue, as that color is most identifiable with water. Including other complementary colors may help create more variety for the eye.

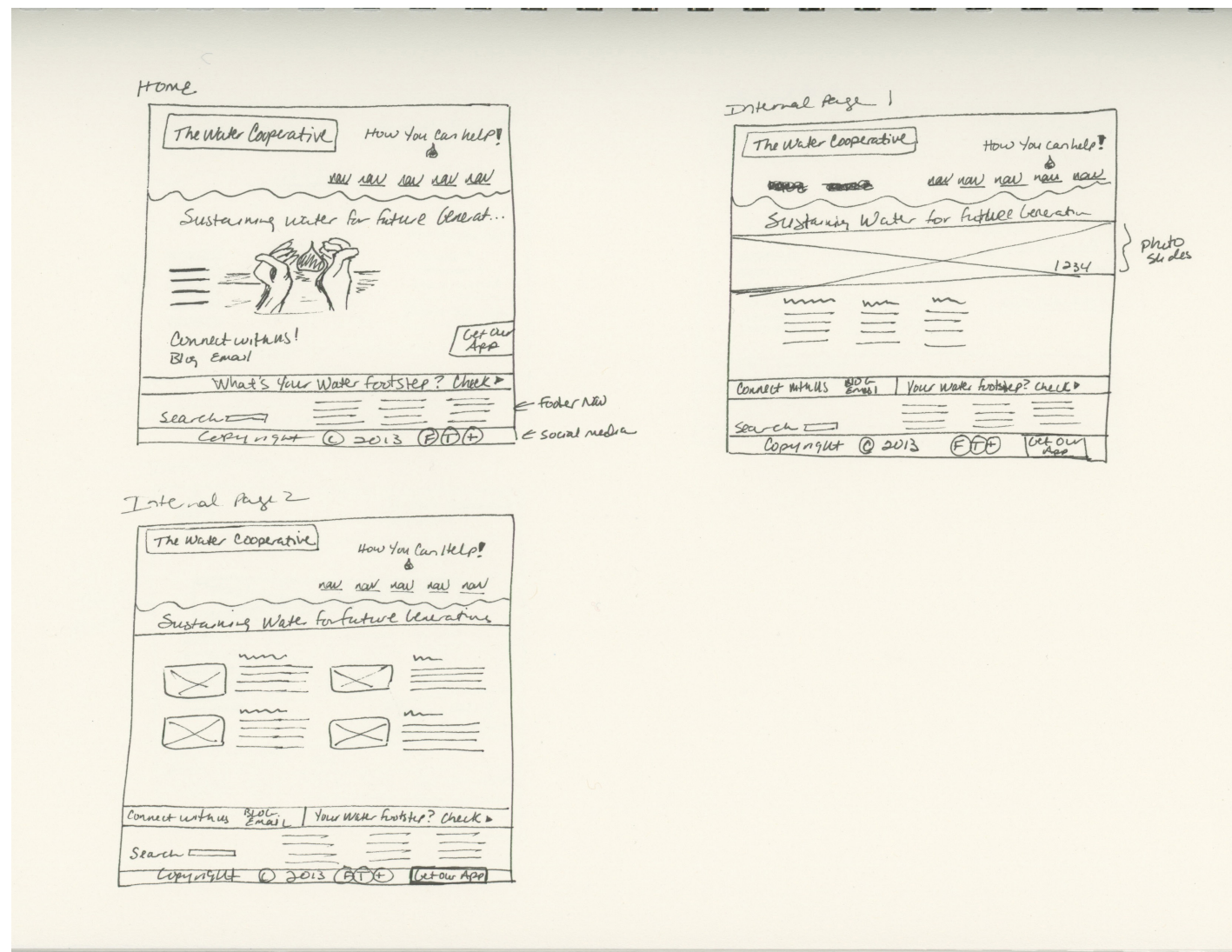
Ideation #1



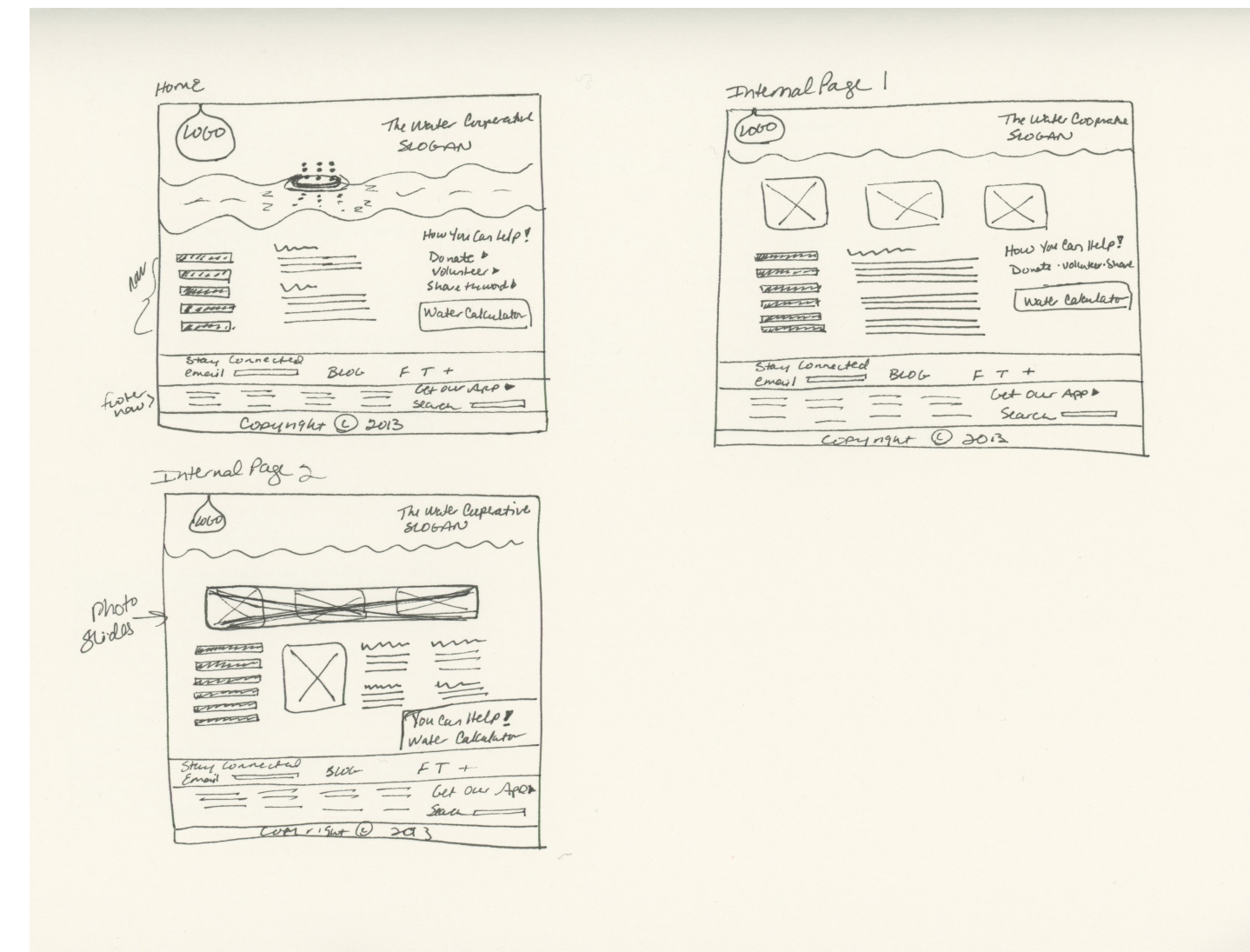
Ideation #2



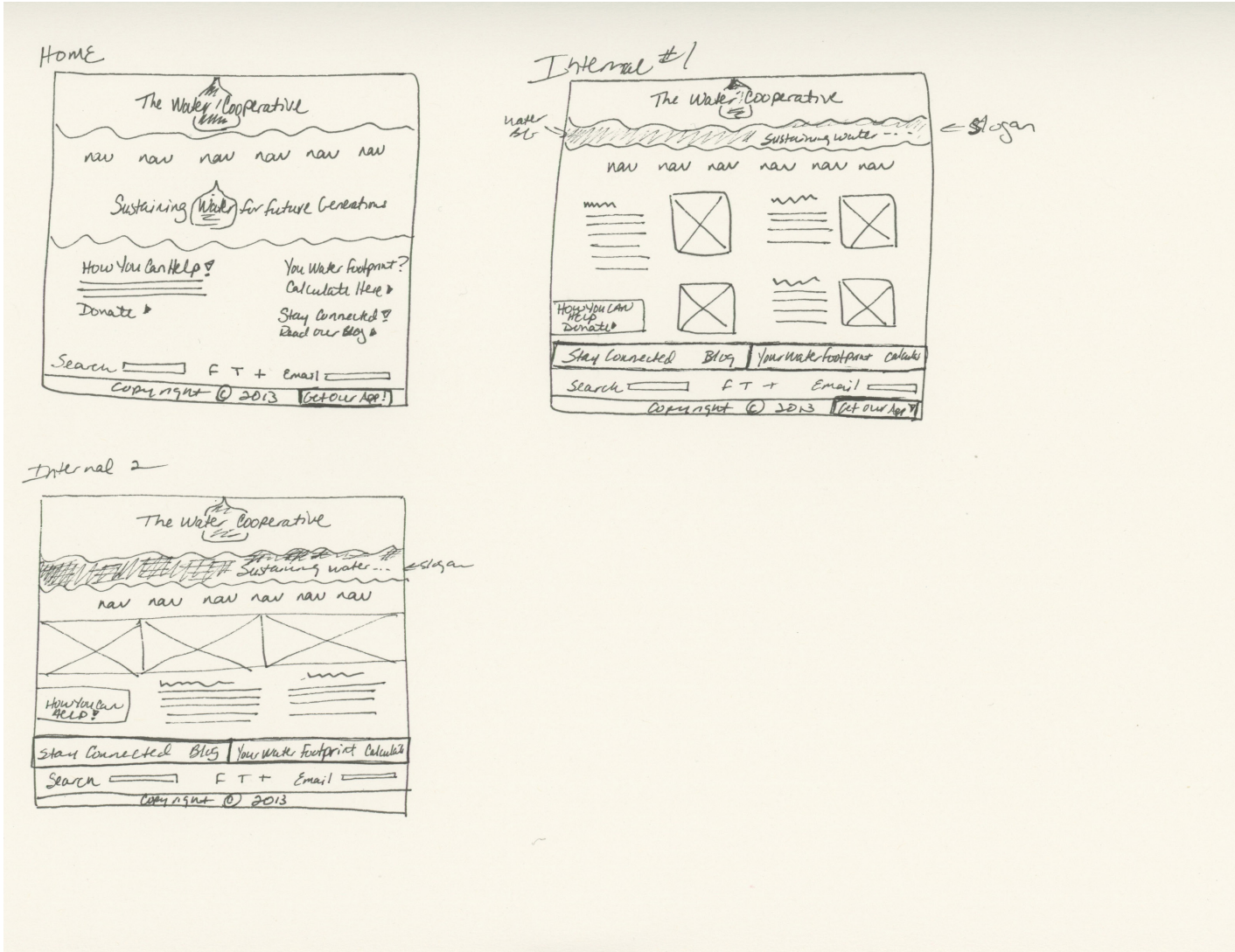
Ideation #3



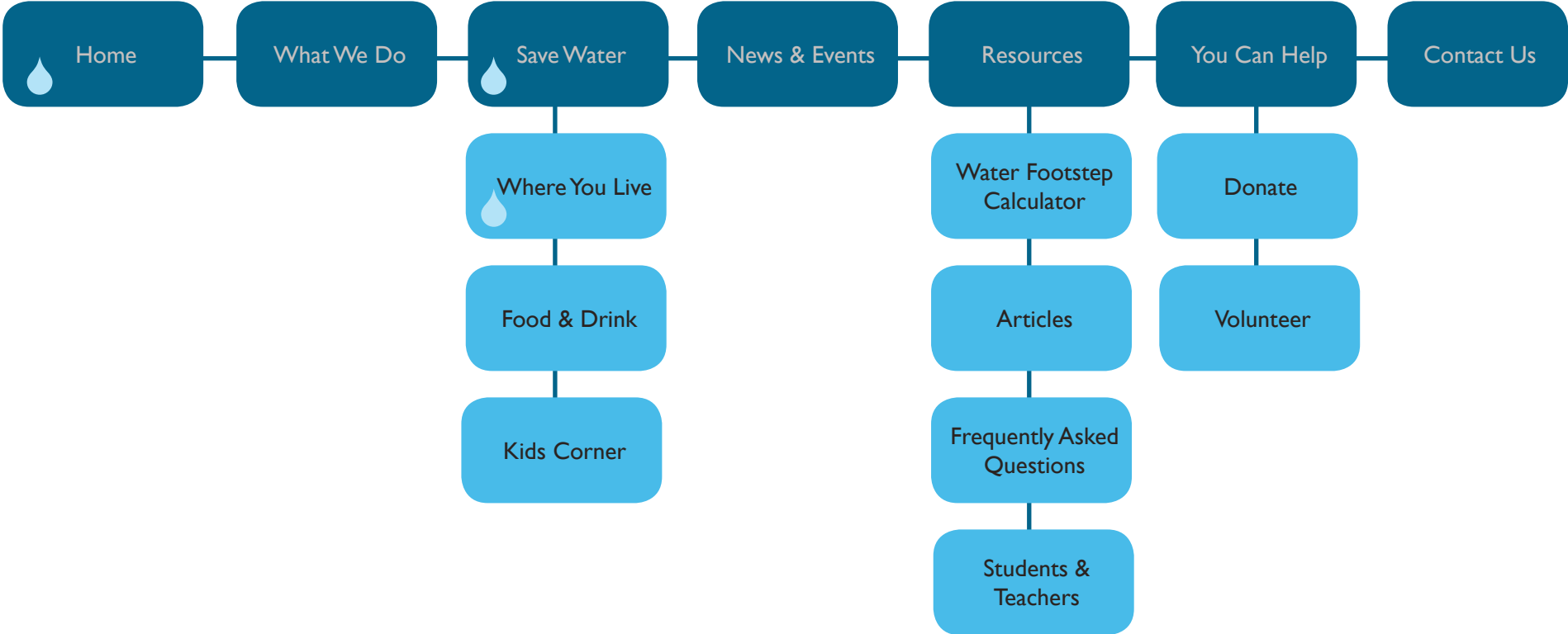
Ideation #4



Ideation #5



Website Structure



Prototype Pages

Wireframe - Home Page

The Home Page wireframe consists of several sections:

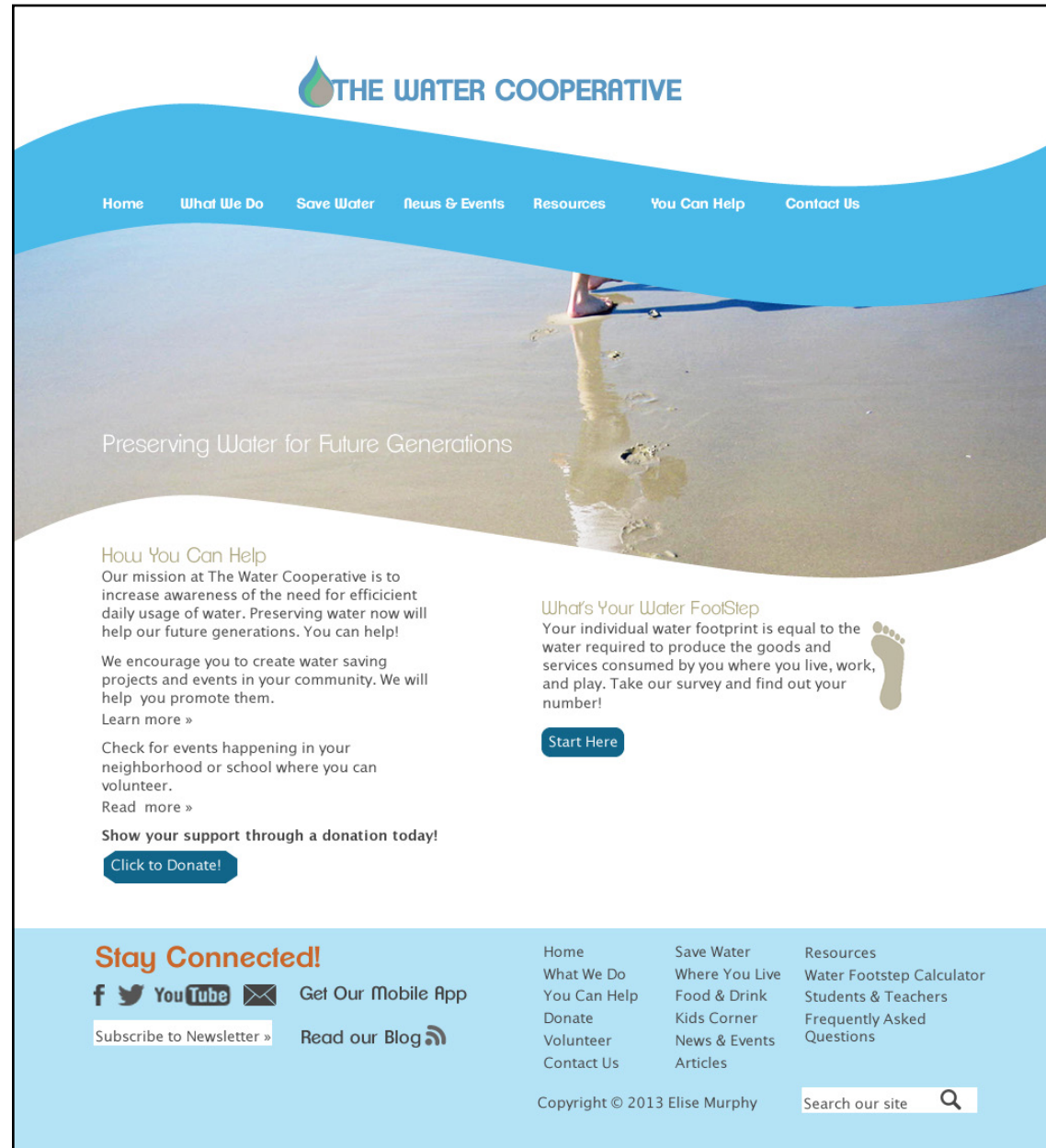
- Header:** A central box labeled "Logo".
- Navigation:** A horizontal row of seven links labeled "Nav Link1" through "Nav Link7".
- Hero Section:** A large gray area with a diagonal cross. On the left, a white box contains the word "Slogan". On the right, the text "Photo Transitions" is centered.
- Main Content:** Two columns. The left column contains a "SECTION HEADING" followed by a paragraph of Lorem Ipsum text. The right column contains a box labeled "Water Calculator".
- Footer:** A horizontal row divided into four sections:
 - "Social Media Call to Action" with "Social Media Buttons" and "App Links".
 - "Email" and "Blog Link".
 - "Footer Navigation Section" containing three columns of "Link" text.
 - "Copyright" and a "Search" box.

Wireframe - Internal Page

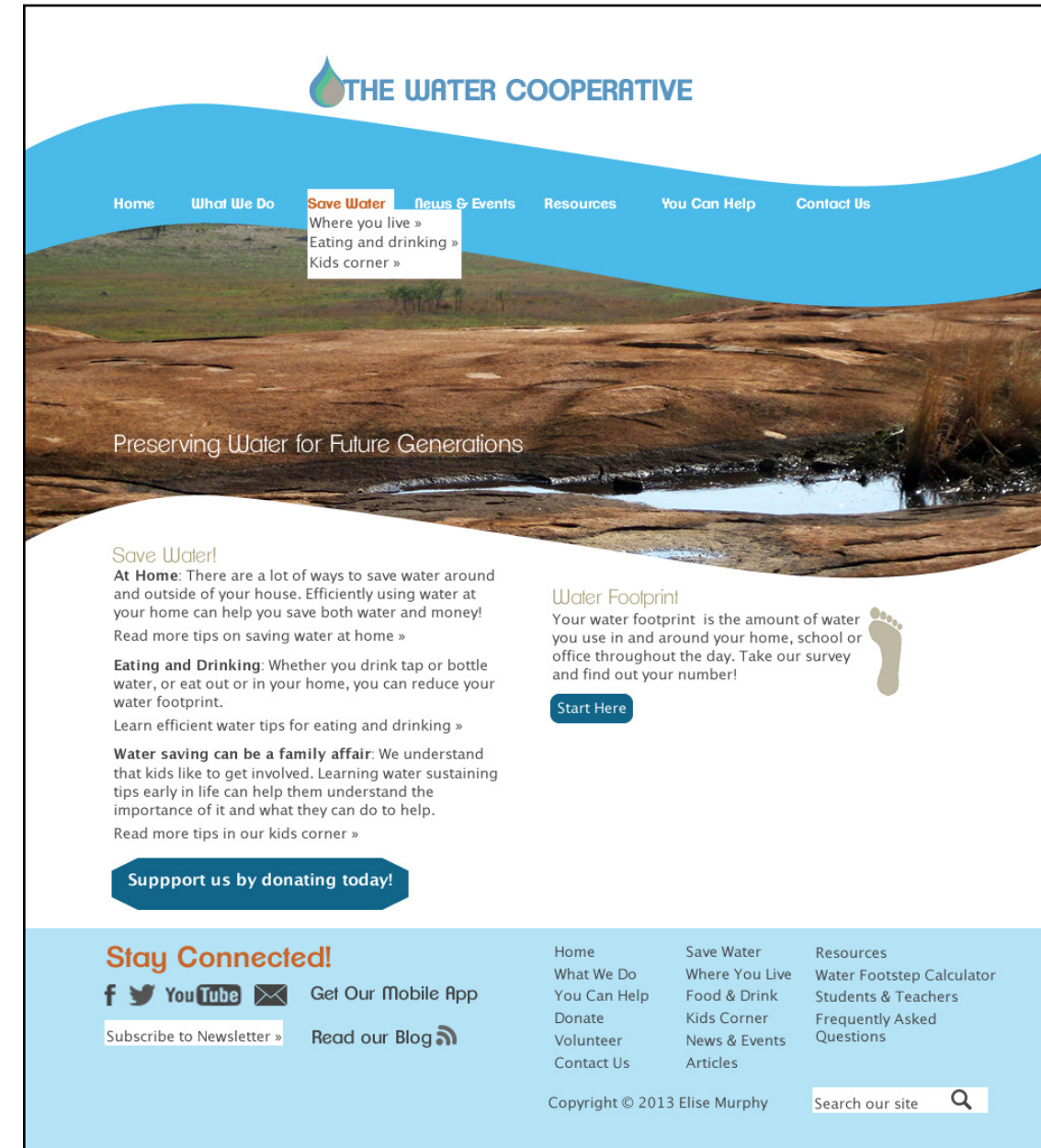
The Internal Page wireframe consists of several sections:

- Header:** A central box labeled "Logo".
- Navigation:** A horizontal row of seven links labeled "Nav Link1" through "Nav Link7".
- Hero Section:** A large gray area with a diagonal cross. On the left, a white box contains three menu items: "Menu Item 1", "Menu Item 2", and "Menu Item 3". On the right, the text "Slogan/Call to Action" is centered.
- Main Content:** Two columns. Each column contains a "SECTION HEADING" followed by a paragraph of Lorem Ipsum text. Below the text in each column is a box: "Donate Call to Action" on the left and "Water Calculator" on the right.
- Footer:** A horizontal row divided into four sections, identical in structure to the Home Page footer:
 - "Social Media Call to Action" with "Social Media Buttons" and "App Links".
 - "Email" and "Blog Link".
 - "Footer Navigation Section" containing three columns of "Link" text.
 - "Copyright" and a "Search" box.

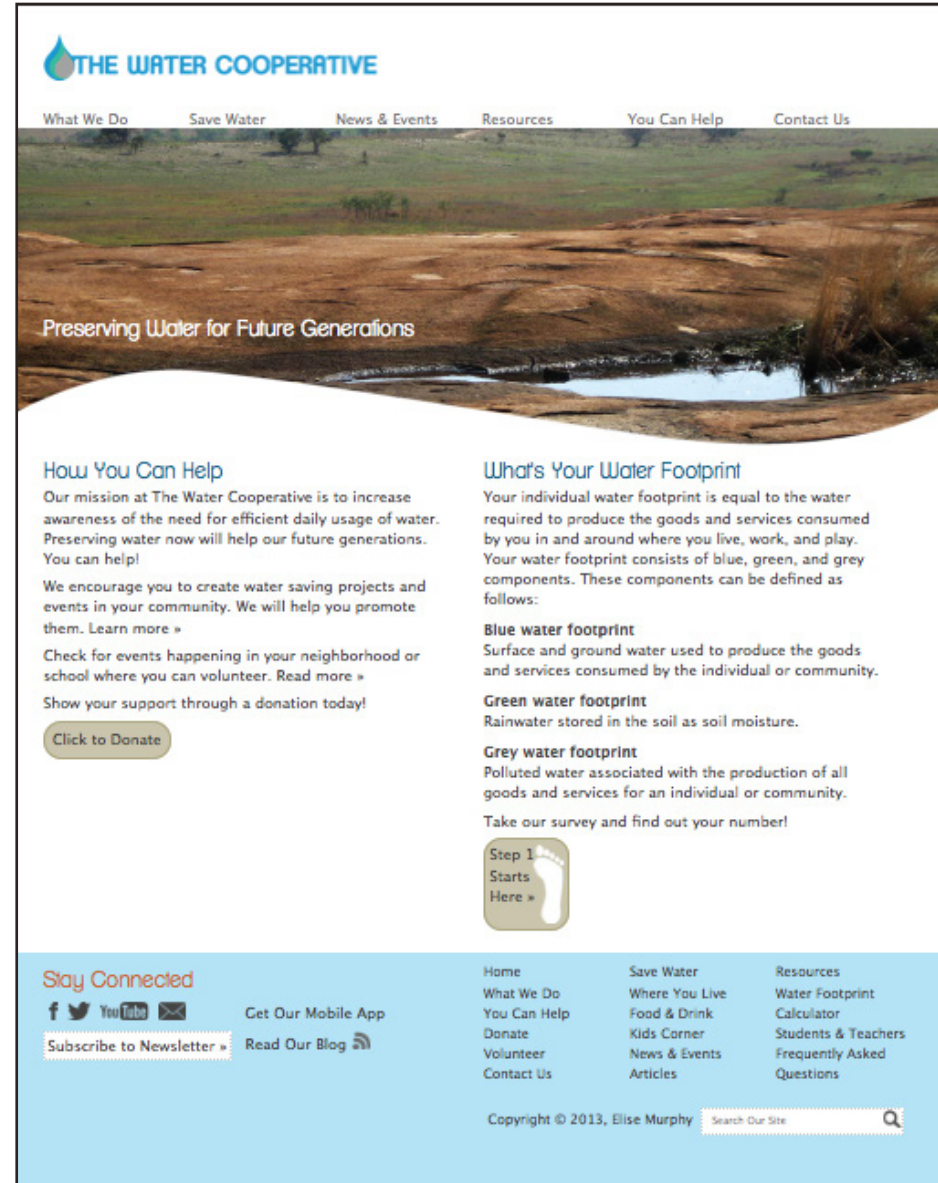
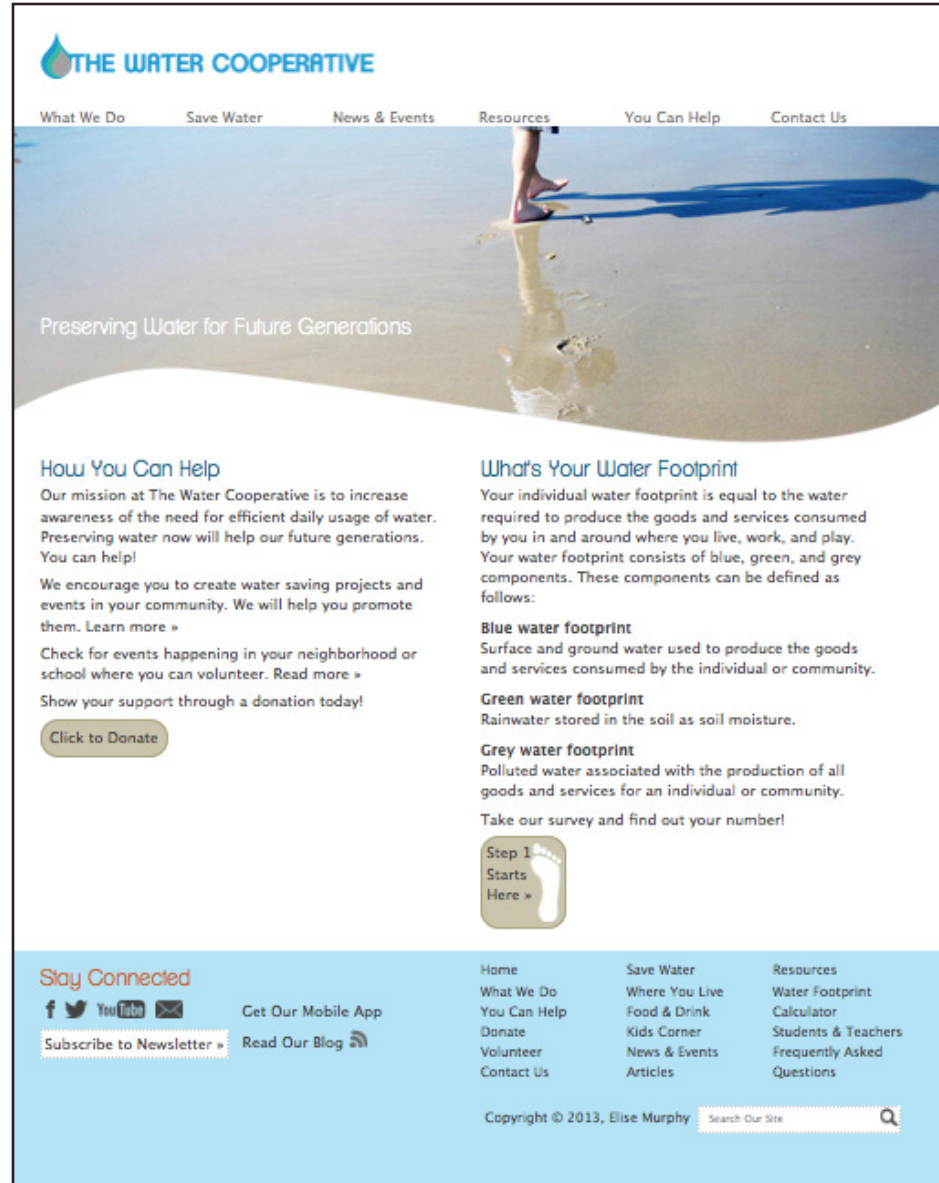
Prototype - Home Page



Prototype - Internal Page



Screenshots- Home Page



The home page photo slide consists of the three photos shown.

Screenshot- Internal Page 1

THE WATER COOPERATIVE

What We Do Save Water News & Events Resources You Can Help Contact Us

Preserving Water for Future Generations

Save Water

According to the United States Environmental Protection Agency (EPA), a family of four uses 400 gallons of water every day. Despite the majority of the Earth being covered in water, only one percent of it is useable – the rest is salty ocean water or permanently frozen. Water is a limited resource, and with the population continuing to grow, it is essential to practice water conservation.

Many of your everyday activities use water – from bathing and cleaning the house to drinking and cooking. On a broader scale, water is necessary for agriculture, power plants and industrial or mining. The American lifestyle requires a great deal of this precious resource.

Water Saving Tips

At Home

There are a lot of ways to save water around and outside of your house. Efficiently using water at your home can help you save both water and money!

Read more tips on saving water at home »

Eating and Drinking

Whether you drink tap or bottle water, or eat out or in your home, you can reduce your water footprint.

Learn efficient water tips for eating and drinking »

Water saving can be a family affair

We understand that kids like to get involved. Learning tips for sustaining water early in life can help them understand the importance of it and what they can do to help.

Read more tips in our kids corner »

You can help us save water!

[Click to Donate](#)

Facts About Water

- About 70% of the earth's surface is covered with water.
- Ninety-seven percent of the water on the earth is salt water. Salt water is filled with salt and other minerals, and humans cannot drink this water. Although the salt can be removed, it is a difficult and expensive process.
- Two percent of the water on earth is glacier ice at the North and South Poles. This ice is fresh water and could be melted; however, it is too far away from where people live to be usable.
- Less than 1% of all the water on earth is fresh water that we can actually use. We use this small amount of water for drinking, transportation, heating and cooling, industry, and many other purposes.
- Without water, the earth would look like the moon.
- All living things need water to live. People can live several weeks without food, but only a few days without water. We should drink six to eight glasses of water each day!



- Water makes up 83% of our blood, 70% of our brain, and 90% of our lungs. Overall, our bodies are 70% water.
- A tomato is about 95% water. An apple, a pineapple, and an ear of corn are each 80% water.

Source: <http://www.fewa.org> and <http://www.sheknows.com>

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Screenshot- Internal Page 2

THE WATER COOPERATIVE

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Preserving Water for Future Generations

Save Water Where You Live!

- 1994 was the year that federally mandated low-flow showerheads, faucets, and toilets started to appear on the scene in significant numbers. On average, 10 gallons per day of your water footprint (or 14% of your indoor use) is lost to leaks. Short of installing new water-efficient fixtures, one of the easiest, most effective ways to cut your footprint is by repairing leaky faucets and toilets.
- If you use a low-flow showerhead, you can save 15 gallons of water during a 10-minute shower. Every time you shave minutes off your use of hot water, you also save energy and keep dollars in your pocket. It takes about 70 gallons of water to fill a bathtub, so showers are generally the more water-efficient way to bathe.
- All of those flushes can add up to nearly 20 gallons a day down the toilet. If you still have a standard toilet, which uses close to 3.5 gallons a flush, you can save by retrofitting or filling your tank with something that will displace some of that water, such as a brick.
- Most front-loading machines are energy- and water-efficient, using just over 20 gallons a load, while most top-loading machines, unless they are energy-efficient, use 40 gallons per load. Nearly 22% of indoor home water use comes from doing laundry. Save water by making sure to adjust the settings on your machine to the proper load size.
- Dishwashing is a relatively small part of your water footprint—less than 2% of indoor use, but there are always ways to conserve. Using a machine is actually more water efficient than hand washing, especially if you run full loads. Energy Star dishwashers use about 4 gallons of water per load, and even standard machines use only about 6 gallons. Hand washing generally uses about 20 gallons of water each time.

Whats Your Water Footprint?

Interested to know your water footprint? Take our survey and find out your number!

[Step 1 Starts Here »](#)

More Around the Home Tips

- Check household faucets for leaks. A faucet with even a slow drip takes 10 to 25 gallons of water. Just think, 15 drips per minute add up to almost 3 gallons of water wasted per day, 65 gallons wasted per month, and 788 gallons wasted per year!
- Keep showers to 5 minutes or less in length. A five-minute shower takes 10 to 25 gallons of water.
- Keep a pitcher of water in the refrigerator. Then you won't have to run tap water to cool it.
- Use a broom to sweep your driveway, garage, or sidewalk instead of using water.
- Use a bucket of water to wash your bike or the family car and rinse quickly with a hose.



- Use water only when you need it. Get in the habit of turning off the water when it's not being used. So don't leave the water running when brushing your teeth or shaving. Don't leave water running; be sure to turn it off when you are finished.
- Never put water down the drain when there may be another use for it such as watering a plant or garden, or cleaning.

Yards and Pools

- Nearly 60% of a person's household water footprint can go toward lawn and garden maintenance. Climate counts—where you live plays a role in how much water you use, especially when it comes to sending to a yard. The average pool takes 22,000 gallons of water to fill, and if you don't cover it, hundreds of gallons of water per month can be lost due to evaporation.
- Water your lawn in the evening or in the early morning to avoid evaporation. Be careful to water only the lawn and not the sidewalk or street.

Source: <http://www.environmental.gov/geography.com> and <http://www.fewa.org>

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Project Summary

For this project I used a fictitious non-profit organization, The Water Cooperative. This was my first time creating a site dealing with an environmental topic. My organization's name evolved after doing some research. My goal was to choose a name that ideally wasn't in use but was also fitting to the topic. Once my organization was selected, I moved on to deciding what my organization would be about, which would help guide me as I created the site.

There were a number of different elements that I needed to include in my site (e.g. blog link, water footprint calculator, etc.). From a user experience, I wanted these elements to be easily accessible from most, if not all pages, yet still allow the site to be easy to read, navigate, and pleasing to the eye. The organization's logo is a water droplet that incorporates the three water footprint colors, blue, green and grey. For the site, I used a similar color palette of blue water and earth tones of brown, grey and orange.

Through my sketches, I worked out my initial concepts for the site. After my first round of sketches, I ended up using my sketch #5 as the basis for my prototypes. My initial prototype includes wave shapes and scenic photography. I ended up doing another round of prototypes, as I adjusted my final design by removing one wave. My final site also includes javascript/jquery. My newsletter sign up is a pop-up form; and I use a jquery photo slide on the home page and for page transitions. I like how my site turned out.