

Overview

Audubon focuses on the changes in our natural ecosystems and works to conserve and restore wildlife and their habitats. With the help of people like us, scientific studies can be conducted all over the world to create databases that allow a greater view of the animals and locations in need.

Christmas Bird Count

The annual Christmas Bird Count is a bird watching initiative that takes place over the course of 23 days within 500 nationally local chapters. Bird watchers come together in circles to gather and submit data during an assigned day in order to contribute to worldwide studies of bird migration and decrement, as well as regional climate change.



iOS CBC App | Requirements

- Record start and stop times
 - Collect bird species and # per
 - Record location, time, and distance
 - Note feeder or field
 - Note male or female (optional)
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- Visual summary that allows users to see and edit results within time frames: hour, session, day, week



iOS CBC App | Challenges

- Record a multitude of data in real time with high accuracy
- Organize information that is very quickly intelligible
- Make the interface accessible for a wide range of ages
- Allow for the editing of pre-recorded, real time information
- Allow for the submission of results in a scientific format

More Challenges

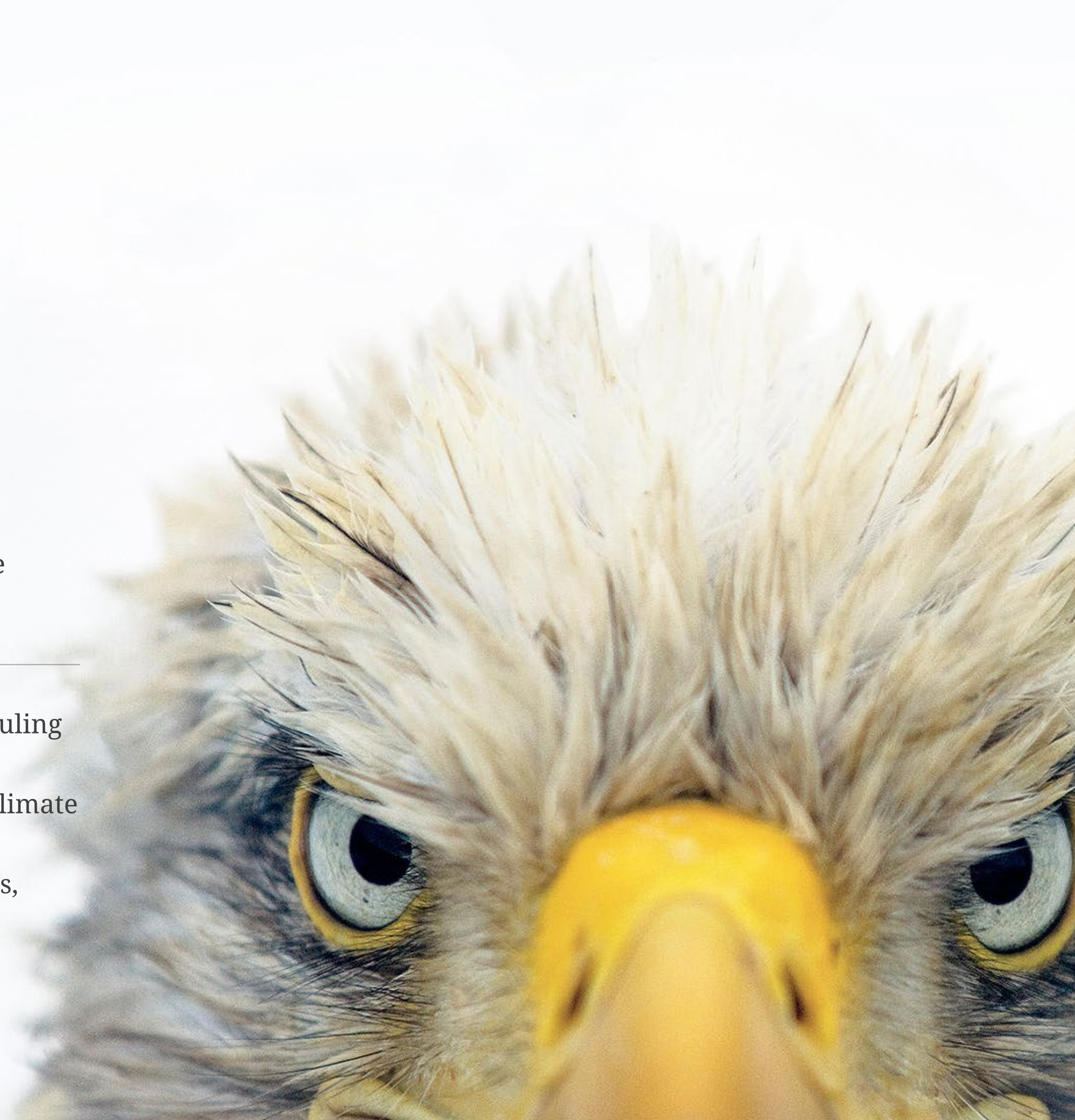
- **Develop an app centered around 23 days of the year**
- Create a stand-alone product that upholds the integrity of all Audubon initiatives with a focus on the CBC
- Provide bird watchers with a digital tool that they enjoy using
- Make the app accessible to avid and novice bird watchers alike



iOS CBC App | Goals & Strategy

- Develop a program that annually contributes to a scientific database
- Incorporate functionality that allows the app to be utilized all year round
- Design an app that engages bird watchers and enhances their daily birding experiences over the course of an undetermined period of time

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- Promote the CBC through notifications and scheduling
 - Surface secondary interfaces for other Audubon initiatives such as the Breeding Bird Survey and Climate Change Reports
 - Include features such as shareable image galleries, life lists, and audible bird calls



Audubon Brand Refresh



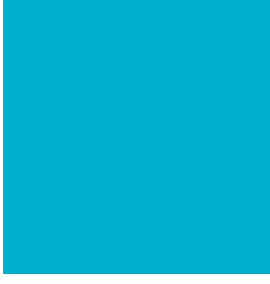


Brand Refresh | Color, Type, Image

COLOR ENHANCEMENT

OG

	buttons
	links
	headlines
	headlines
	donate
	body / backgrounds

REFRESH

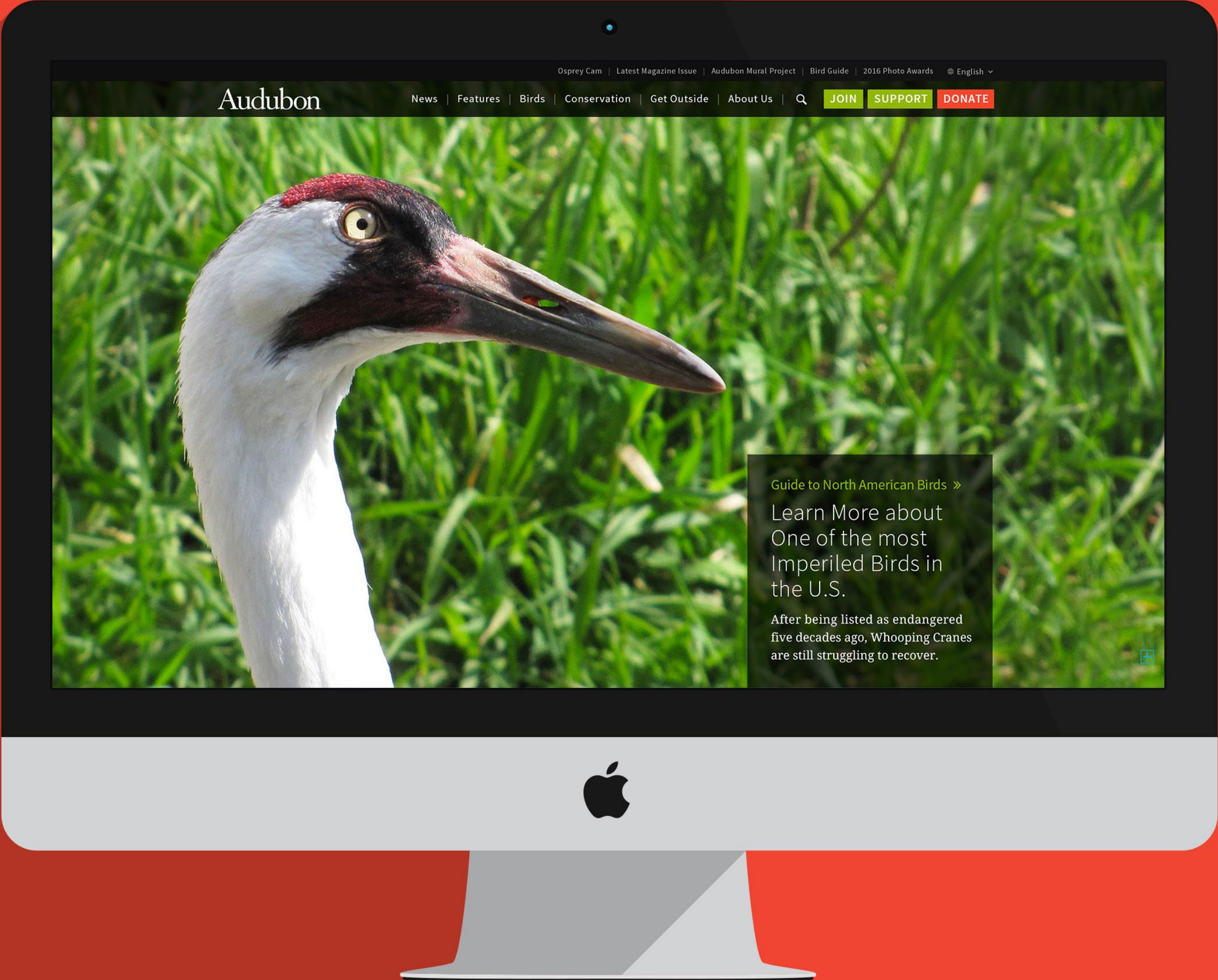
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	iconography
	overlays
	body / backgrounds

Source Sans Pro | Headlines

Noto Serif | Lorem ipsum dolor sit amet, consectetur.
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Brand Refresh | Web Implementation



A feasible styling.

Simple adjustments across the Audubon brand elevate look and feel while streamlining their website. This implementation will also allow for a better user interface experience within the CBC application.

[VIEW WEB REFRESH >](#)

Christmas Bird Count iOS Application

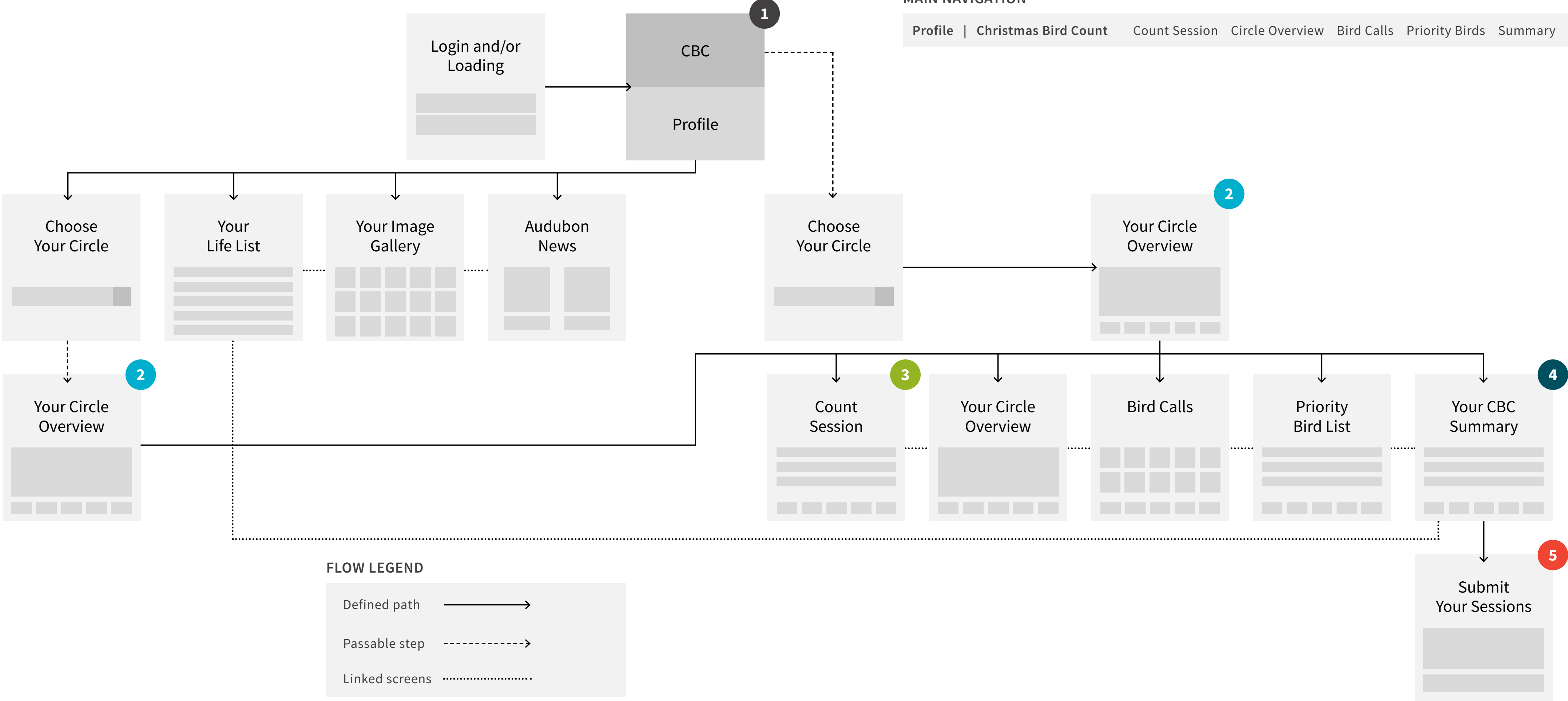
iOS CBC App | Goals & Strategy (reiterated)

- Annually contribute to a scientific database
 - Create year-round usability
 - Engage bird watchers and enhance their experiences
-

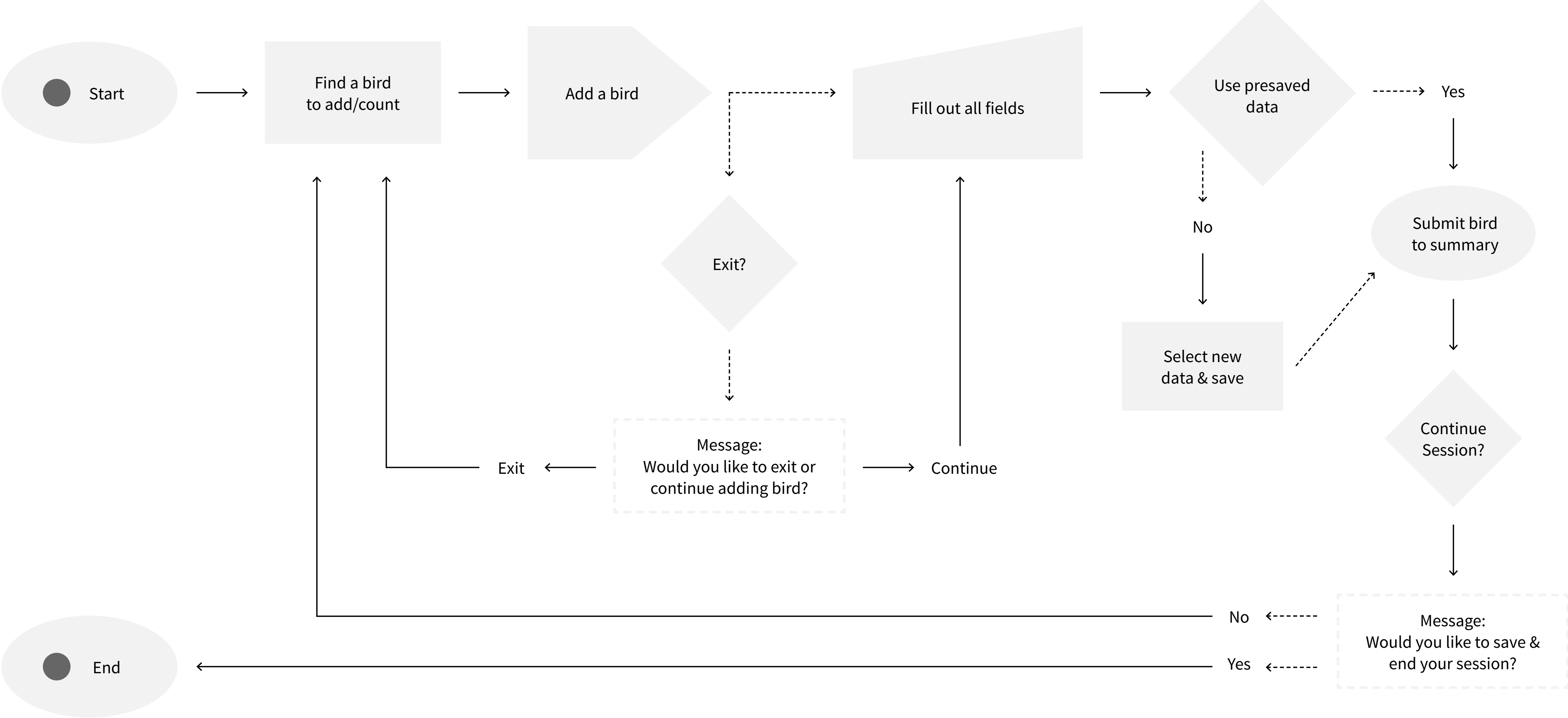
- Promote the CBC
- Support Audubon initiatives
- Include image galleries, life lists, and bird calls



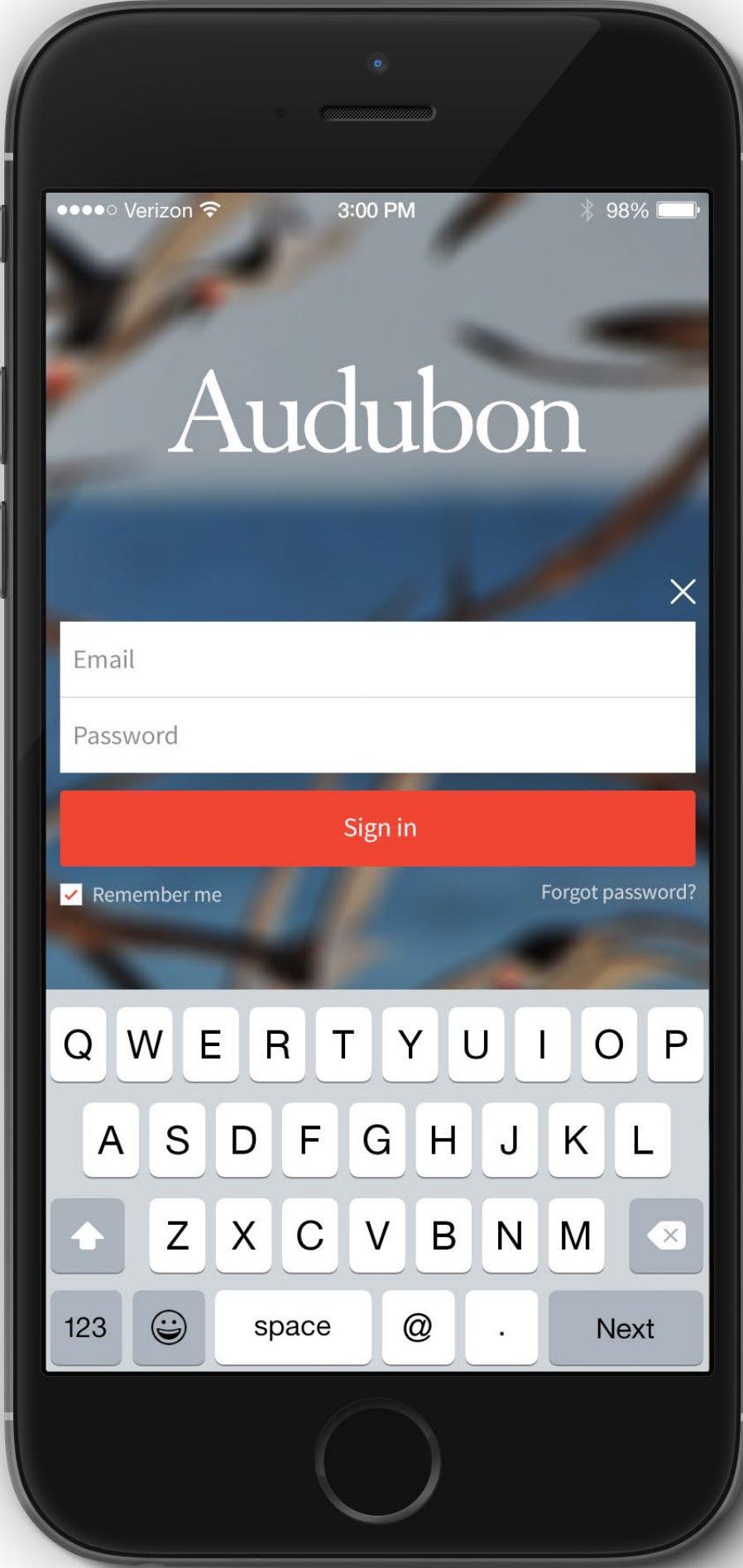
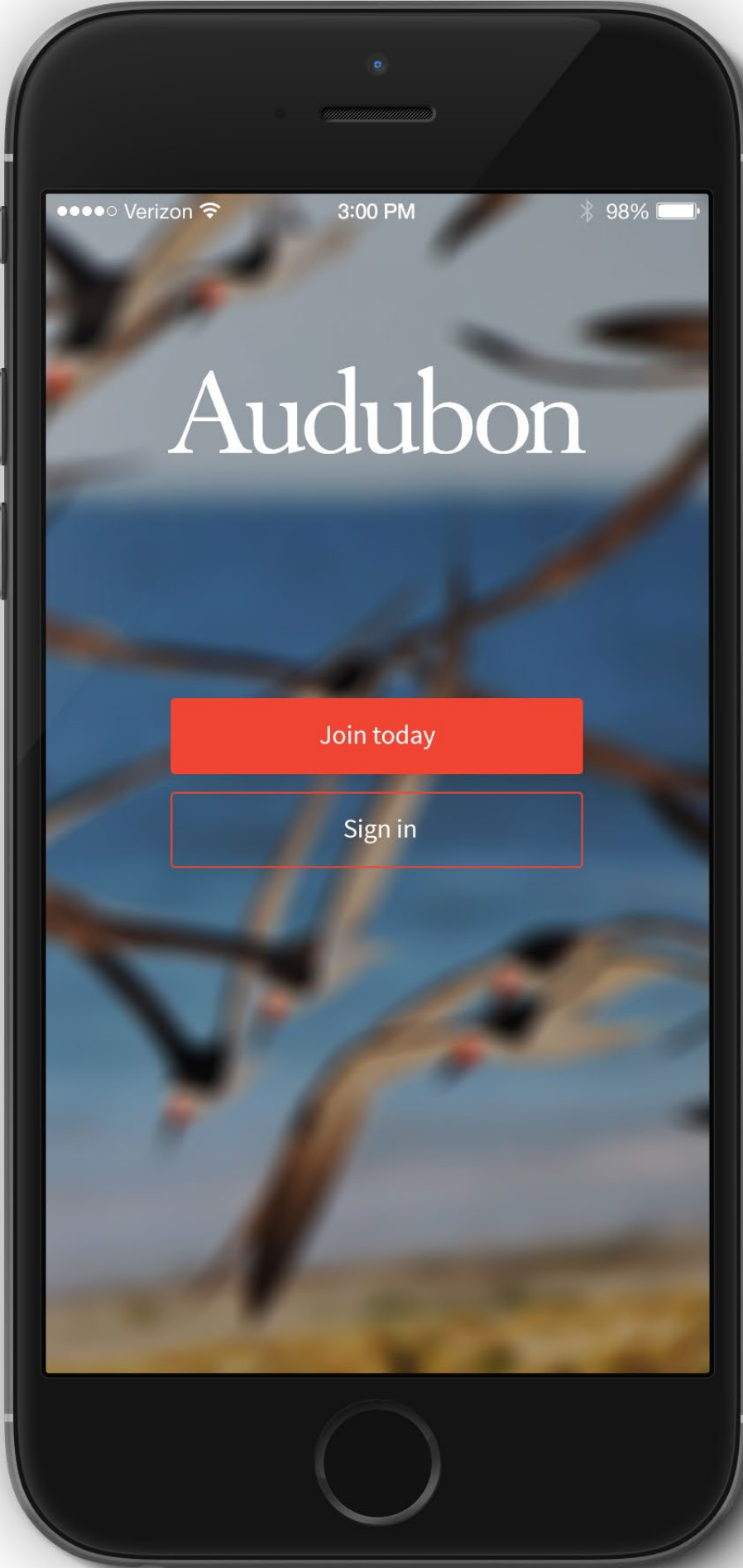
iOS CBC App | Site Map



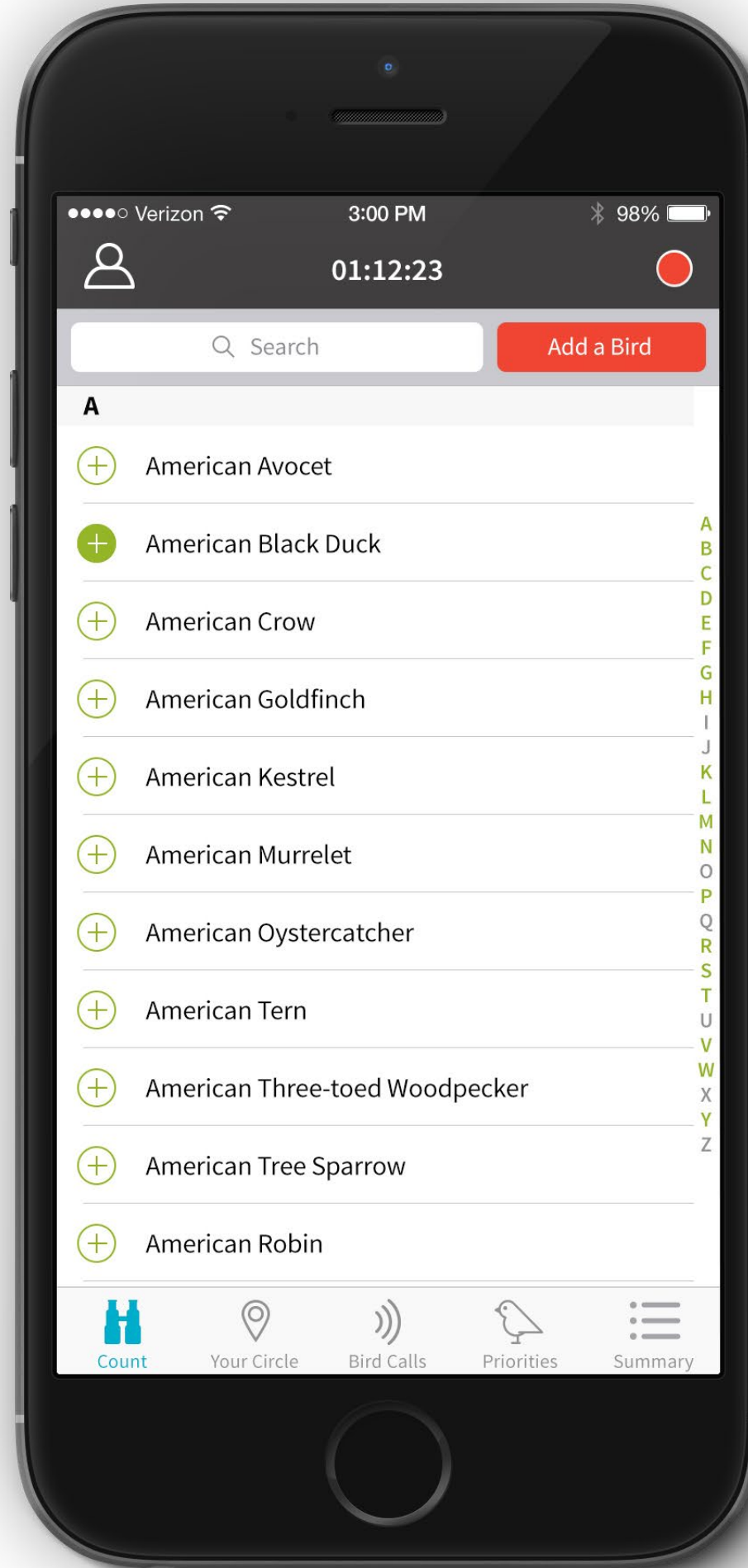
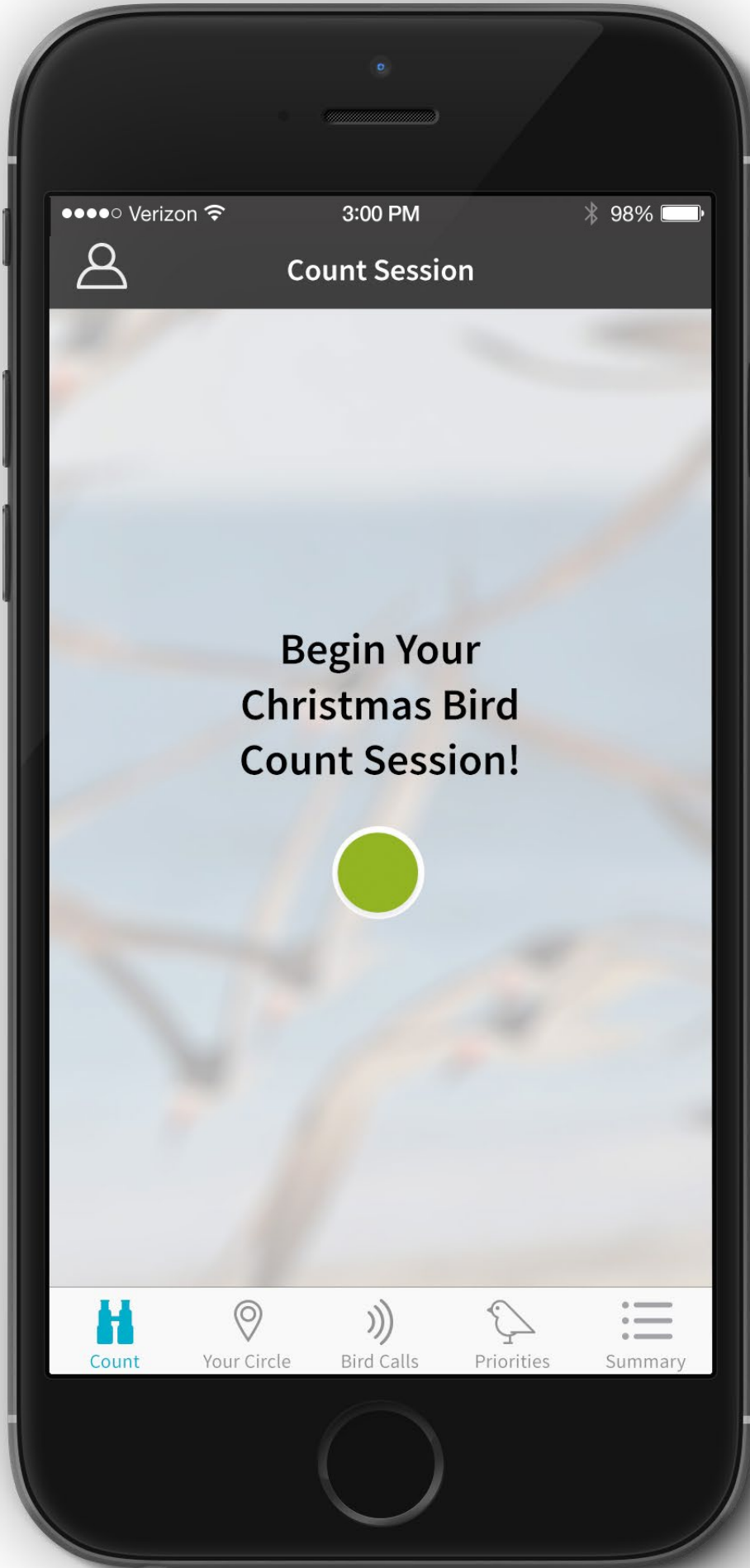
iOS CBC App | Simplified Workflow



iOS CBC App | Design: Loading, Landing, Login

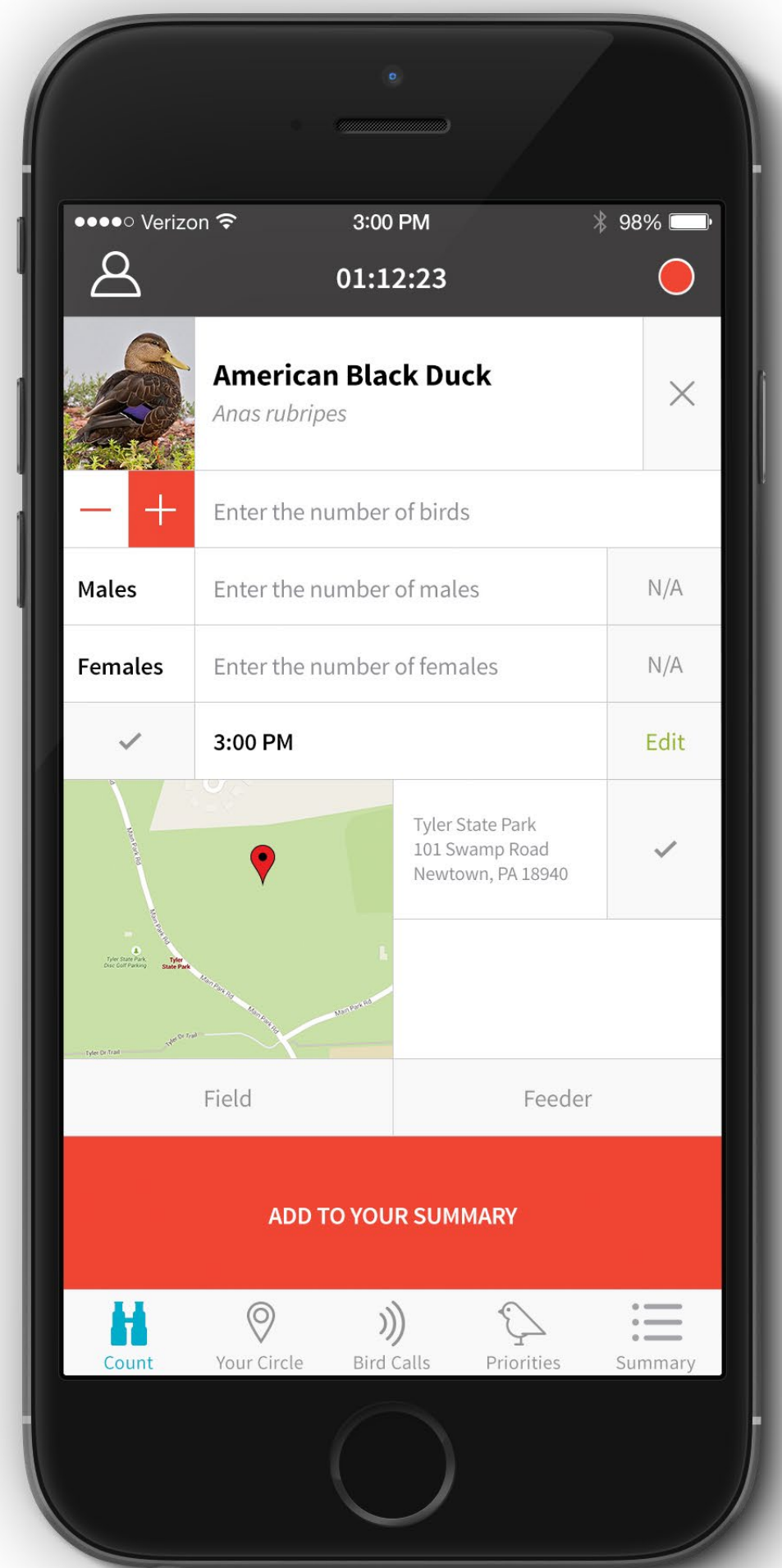


iOS CBC App | Design: Begin Count Session

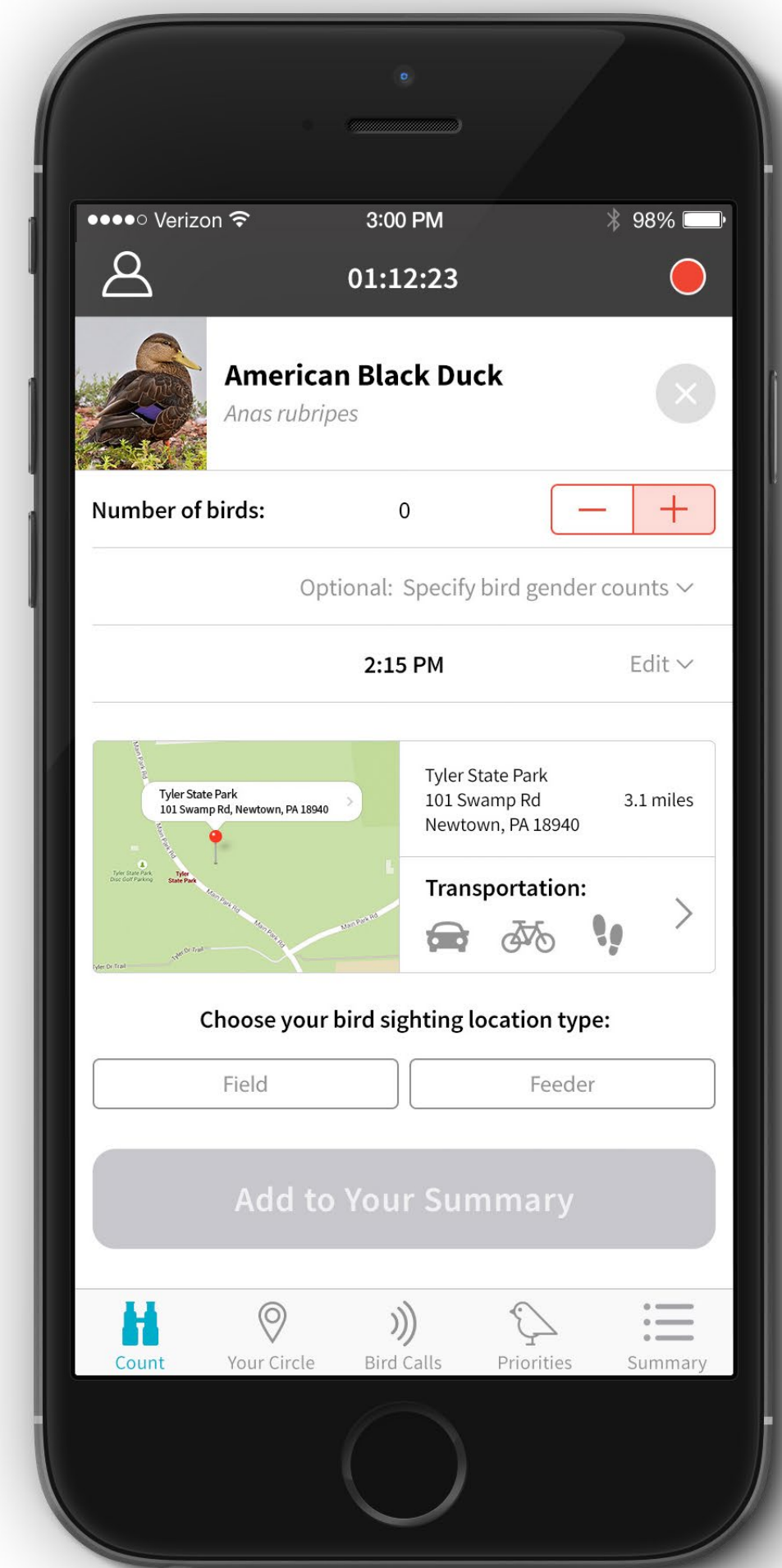


iOS CBC App | Design: Add a Bird

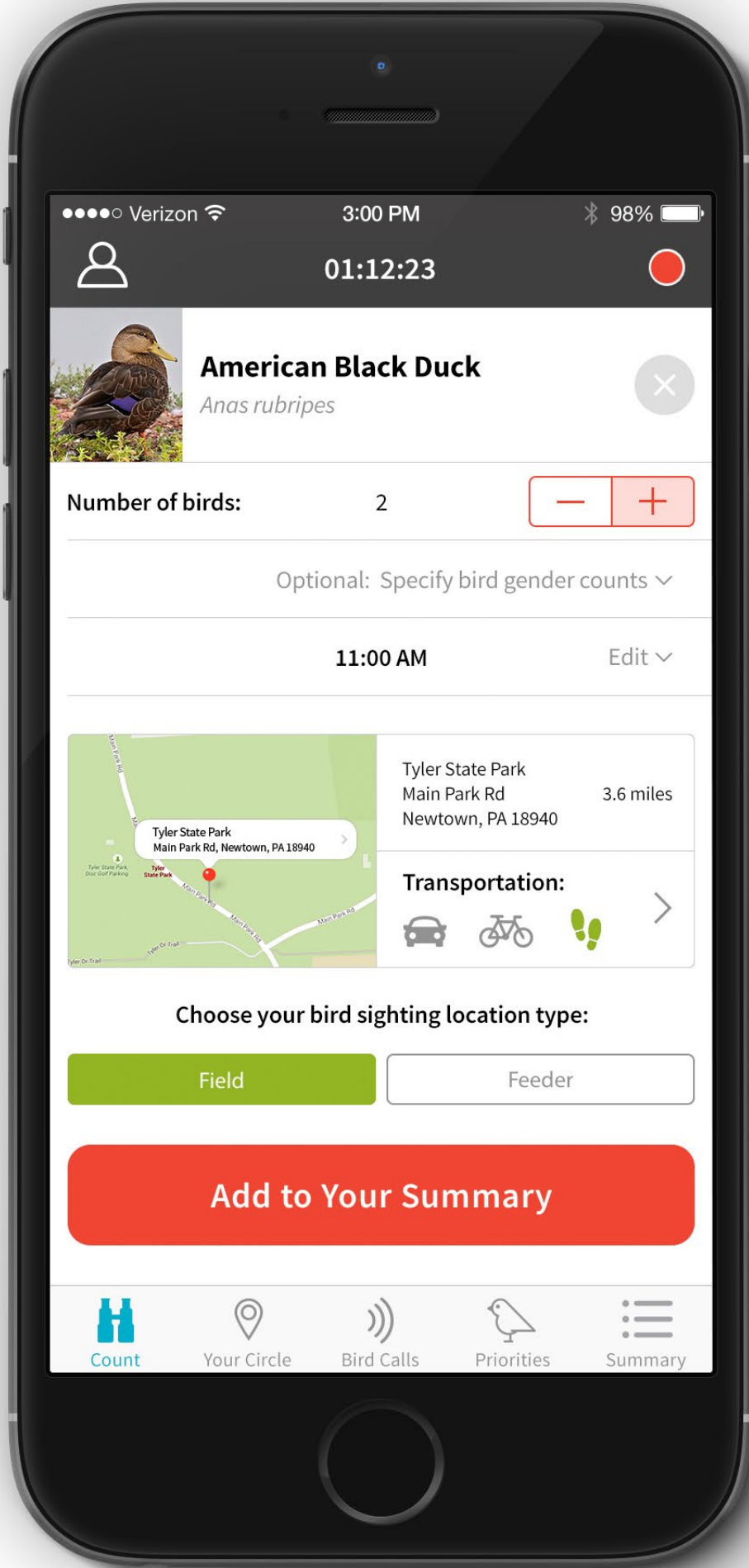
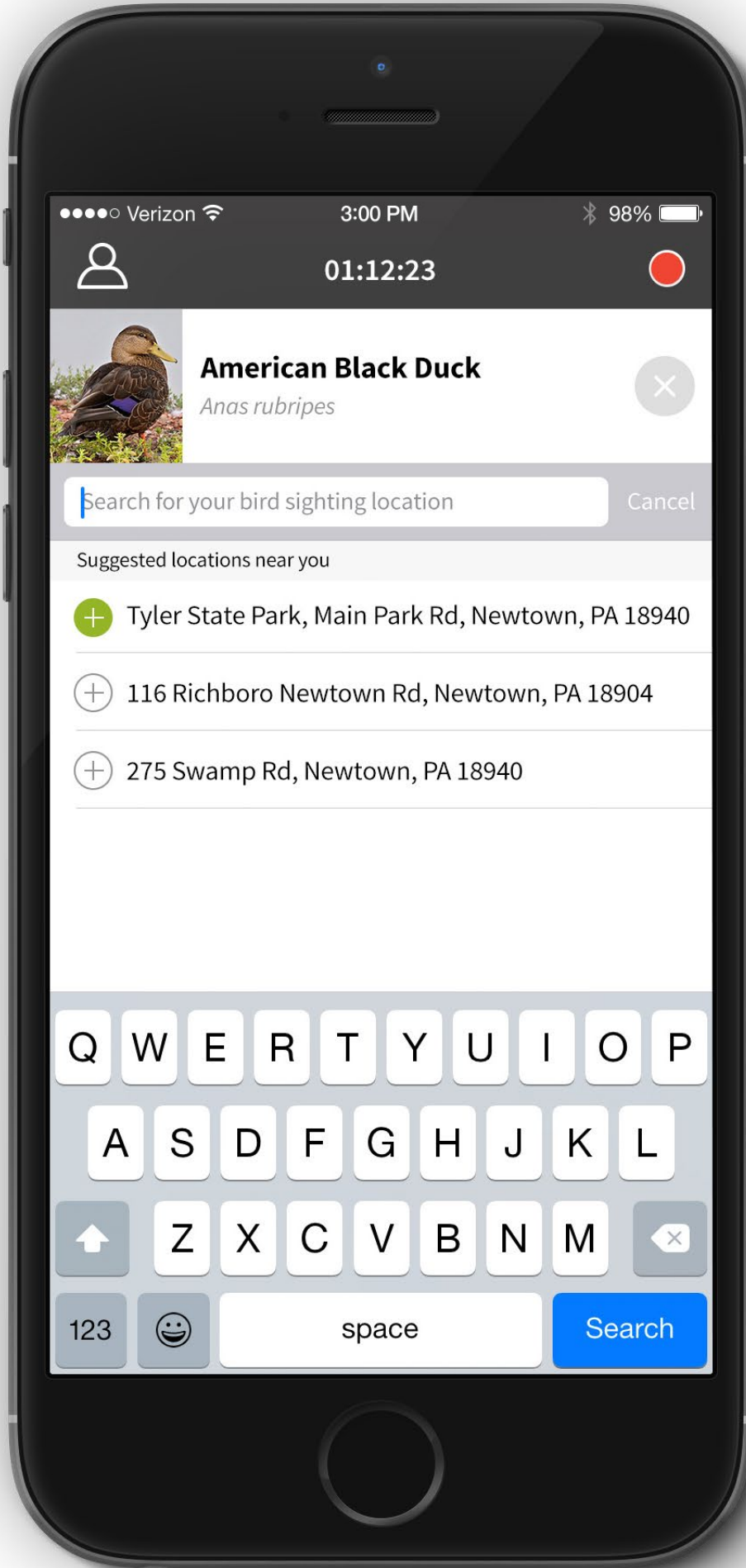
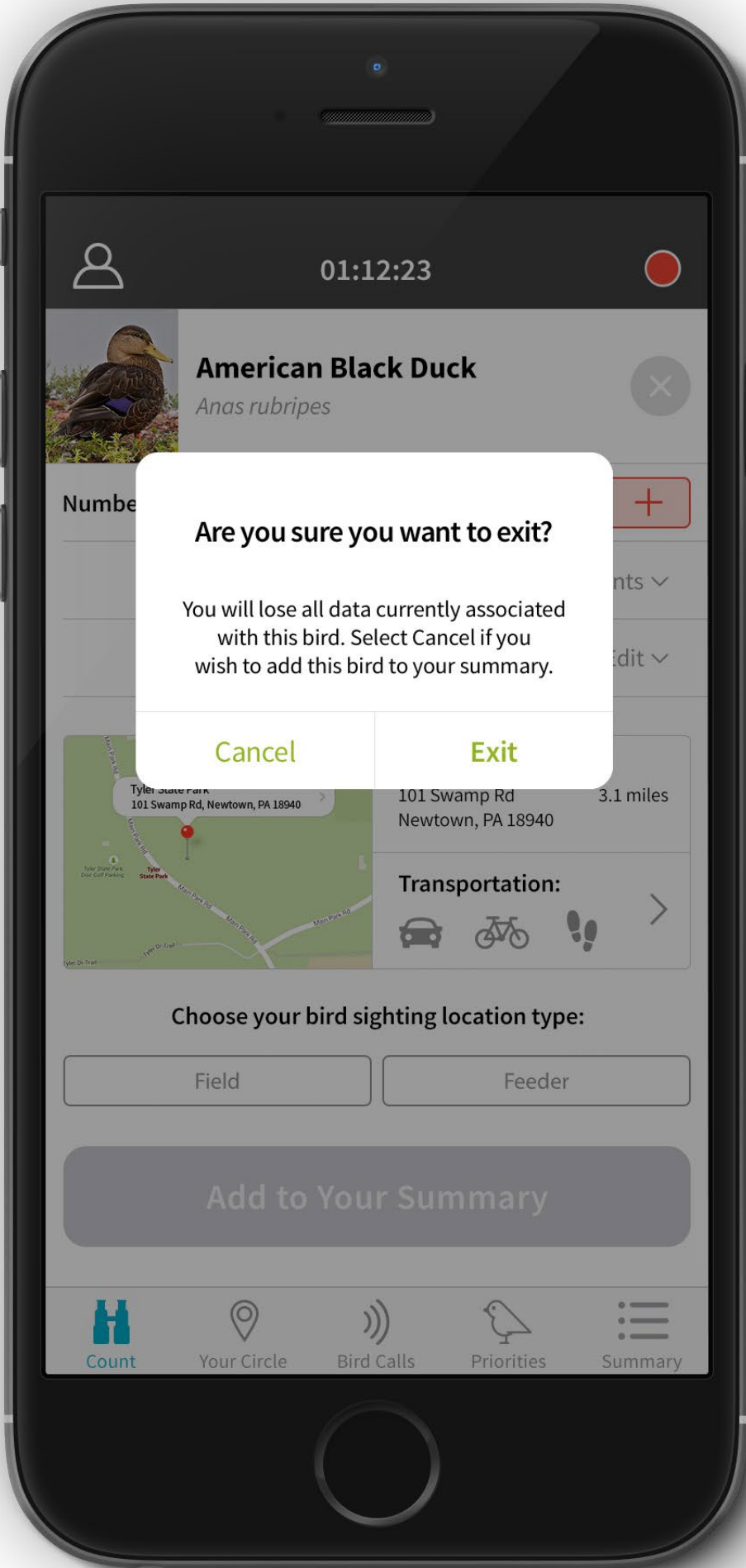
INITIAL DESIGN



IMPROVED



iOS CBC App | Design: Add a Bird



Citations

“CBC Data is provided by National Audubon Society and through the generous efforts of Bird Studies Canada and countless volunteers across the western hemisphere.”

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