

Project 5: Designing for mobile with a design system

Fundamentals of Design

Sophia Guerra

IDCC240-1

Our mission is to advocate for the conservation of butterflies by creating an educational system for communities to join butterfly conservatories and community gardens created by the Flutter Foundation, not only to enable a place where communities get to learn more about the butterfly's significance to the ecosystem while also creating a social environment where the Flutter Foundation becomes synonymous with community and fun. By recognizing butterflies as powerful pollinators and vital indicators of ecosystem health, we aim to safeguard natural biodiversity and create outreach to families who want their children to better understand the environment and its interaction with it.



The purpose of the Flutter Foundation is to foster the creation of community gardens and establish butterfly sanctuaries. We want to empower communities to actively participate in preserving these delicate creatures and their habitats, fostering a deeper connection between people and nature while promoting a sustainable future for all.



Our Values:

- Butterfly preservation
- Science-based conservation
- Community Outreach
- Education and Awareness
- Ethical treatment of nature



Our goals

1. We aim to create an effective, hands-on experience for children and parents to learn more about the significance of butterflies to the ecosystem.
2. The Flutter Foundation aims to complete the previous goal by establishing community gardens with flowers and food that provide a healthy ecosystem for many animals and a place for communities to flourish.
3. Safeguarding the natural biodiversity of the community is another goal of FF, doing this through ethical and science-based conservation.
4. Being profitable is also an extremely important goal for the Flutter Foundation as the organization believes in expanding and creating a sense of community for all.

The Flutter Foundation will provide a place for kids to hold their birthday parties, along with weddings, field trips for schools, and other special events. We also aim to create a sustainable line of jewelry particular to each community by inviting artists to design specific pieces only sold in specific places - FF aims for these to become a type of collector items. We would like to partner with other businesses such as Crocs to create specific Flutter Foundation charms or build a bear for a FF build a bear.

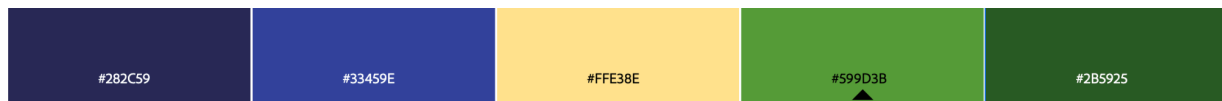


Target audience

Country or state residents of ages 3 to 55 which that particular butterfly is native or found at some point during the year is the target audience.

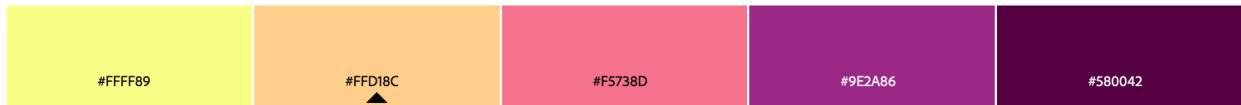
Age	3 years old	45 years old	
Gender	Female	Male	Non-binary
Intrests and Hobbies	Nature lovers	Eco-consciousness	Wildlife photography
Values and beliefs	Environmental conservation	Ethical consumer	
Purchasing Behavior	Willing to pay for high quality products	Able to take or have someone take their children for activities in community parks and gardens	
Media Consumption Habits	Online media	Offline media	
Participation in communities	Member of organizations	Participates in gardening clubs or community events	
Geographic Location	Residents of places where the butterflies are native or seen at least once a year		
Use of Technology	Access to the internet	Smartphone owership	Comfortable with at least some level of technology

Version 1 Color Pallet



These colors are reminding of nature. Green for the grass and plants, blue for the sky and water. Blue also represents the morpho butterfly.

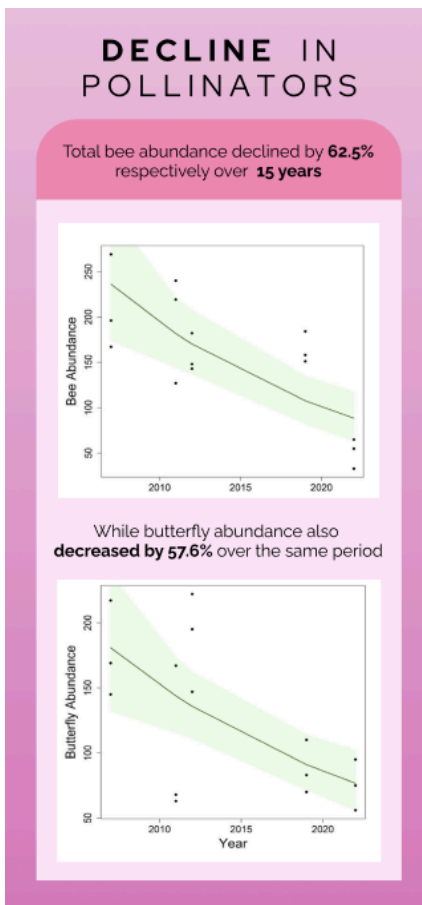
Version 2 Color Pallet



These colors can make one think of sunsets which relay the feeling of nature without relying heavily on greens and blues. The pinks are playful and can help viewers to feel more at ease.

Effectiveness Of The Design

1. We aim to create an effective, hands-on experience for children and parents to learn more about the significance of butterflies to the ecosystem.



This design aims to educate parents about pollinator’s significance in the ecosystem so that it is easier to relay the information to their children. The very first page is showing the viewer how to find the closest garden to them which will then lead them to have the hands on experience which The Flutter Foundation provides.






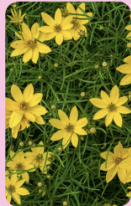


- The Flutter Foundation aims to complete the previous goal by establishing community gardens with flowers and food that provide a healthy ecosystem for many animals and a place for communities to flourish.

This design aims to not only provide the animals with plenty of flowers and food in order to have a healthy ecosystem but also create a community where it is easy to learn about building gardens so that the community can help the environment even further by making their own gardens. This will also help with the previous goal of providing a hands on experience because then customers can not only have an interaction with The Flutter Foundation without even leaving their homes but it also can help with the word to mouth of the brand.



let's get started!

		
Mountain Mint	Red Chokeberry	Smooth Blue Aster
add to cart	add to cart	add to cart
		
Hollow Joe-Pye	Purple Coneflower	Threadleaf Coreopsis
add to cart	add to cart	add to cart

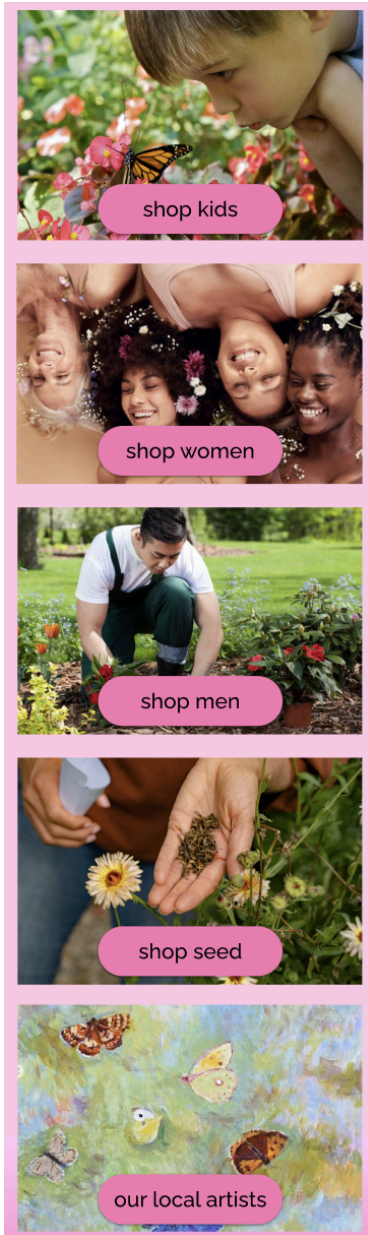
FOODS that are **DEPENDENT** on **POLLINATORS**

	no dependency	
sugar crops		cereals roots
	little dependency	
ground nuts		oil crops
	moderate dependency	
strawberry		coffee beans coconuts

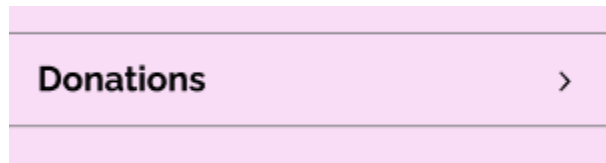
- Safeguarding the natural biodiversity of the community is another goal of FF, doing this through ethical and science-based conservation. All of the information placed in this design has been backed up by a variety of reliable sources and ethical science based conservation. Although the information is made in a visual manner so that it is easier to digest in website form and helpful when teaching others it is still the same verified information.



4. Being profitable is also an extremely important goal for the Flutter Foundation as the organization believes in expanding and creating a sense of community for all.



By creating places for customers to shop, The Flutter Foundation can expand its resources and create more protection and safeguarding the environment. In this design there are several different areas where viewers can shop for products of all kinds and viewers can also donate to help the foundation grow.

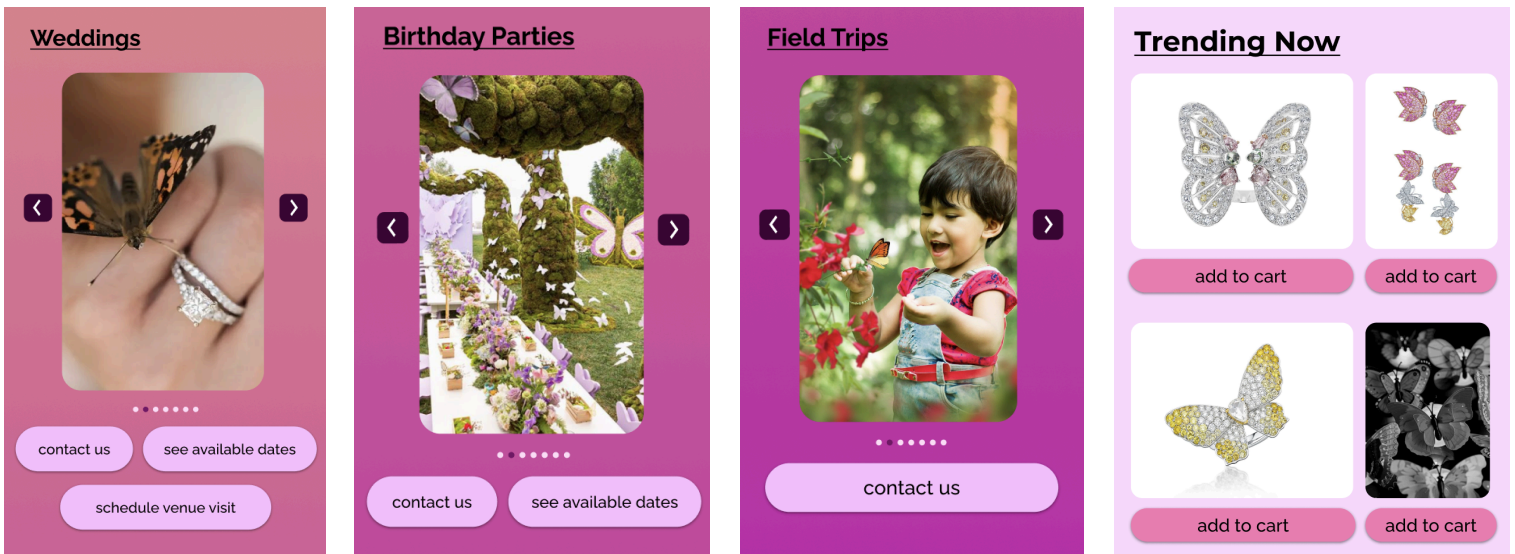


Some of our other general goals were also included in this design:

The Flutter Foundation will provide

- a place for kids to hold their birthday parties
- Weddings
- field trips for schools,
- and other special events.

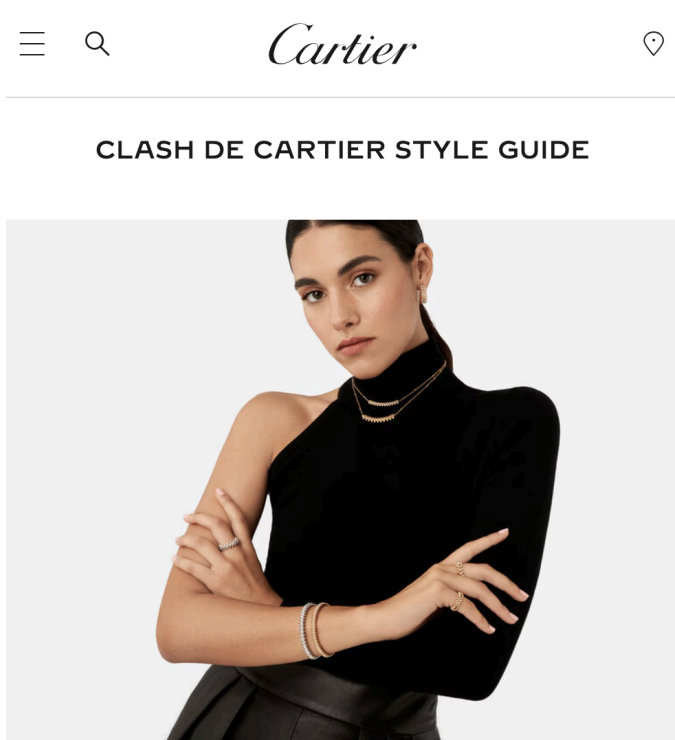
We also aim to create a sustainable line of jewelry.



All of the goals above were achieved and shown through this design.

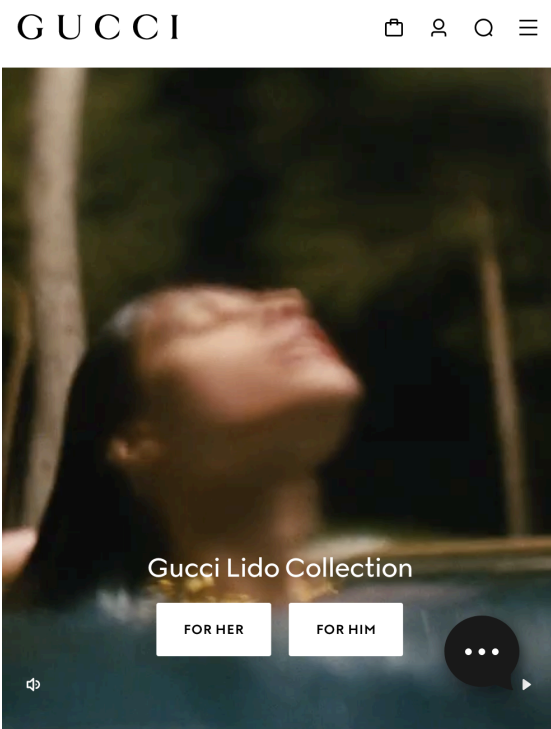


Some of the Inspiration:



Cartier and several other brands had their logo on the top so I wanted to incorporate that into my design because it felt consistent with branding and making sure that the viewer knew where they were and I also included a menu so that the navigation feels more intuitive and easy.

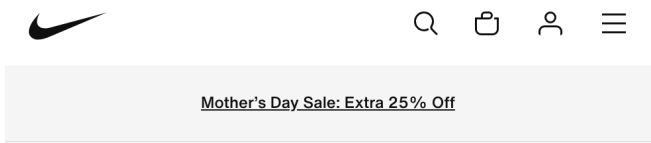
<https://www.cartier.com/en-in/be-inspired/lookbook-clash-de-cartier-style-guide/>



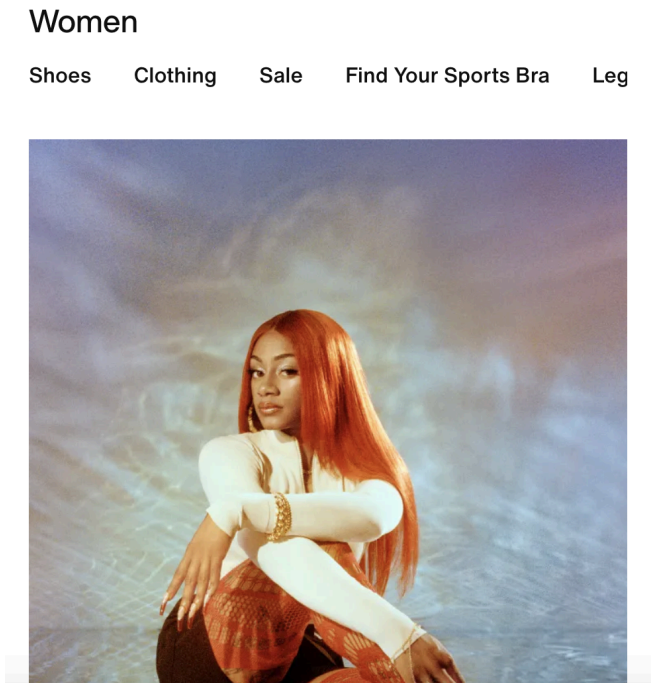
Gucci also had the very clear logo on the top but it also had a video playing which I thought was a very cool aspect that I should add to my website so that it feels more interactive and captures the attention of the viewer.

<https://www.gucci.com/us/en/>

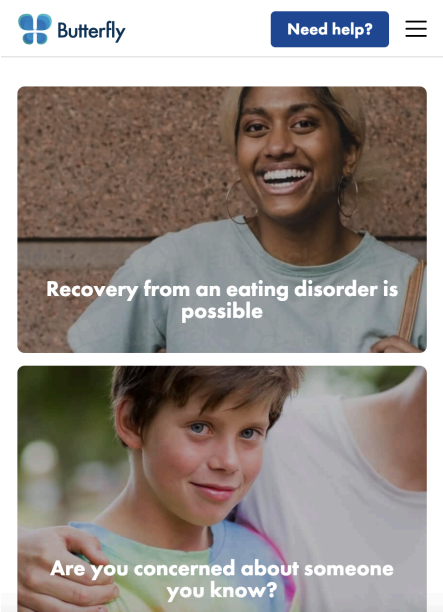




I also took inspiration from Nike when I saw how terrible the design was when it cut off the text I felt it was important to give the viewer individual buttons that felt big for each of the shopping places that they could be redirected to. Once again I noticed the pattern of the very clear logo at the top.



https://www.nike.com/women?cp=90083564018_search_-nike-g-20300414621-152206248444-e-c---681090968317-kwd-19354280-9002062&gad_source=1&gclid=CjwKCAjw88yxBhBWEiwA7cm6pVXljllE00bmPw4ak_mStmD7_eTRvmzFf6b3emT4_1gRPN9wv2WBVRoCQwEQAvD_BwE&gclsrc=aw.ds



While looking up some type of butterfly conservatory foundation I found this brand called the butterfly foundation but it is an eating disorder foundation, and I took inspiration from their large images that were buttons if your mouse scrolled on top of them.

<https://butterfly.org.au/>



Trending

- Trending Now
- Trending Quizzes
- Trending Videos



After Admitting She Didn't Want To Be An "Old Mom," Sofia Vergara Talked More About Why It Wouldn't Have Been "Fair" For Her And Joe Manganiello To Have Had Kids

"There's things in life that might sound like good ideas, but they're not."

I also took inspiration from BuzzFeed when looking at the Trending now button, I felt that it would create a bigger sense of community like the one BuzzFeed created while also making it easier for people to click on things and navigate through the website.

<https://www.buzzfeed.com/trending>

Integrating comments:

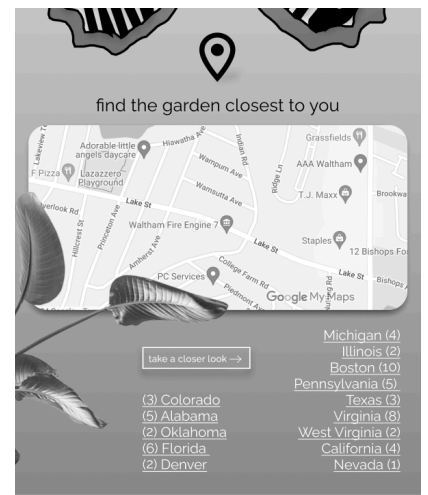
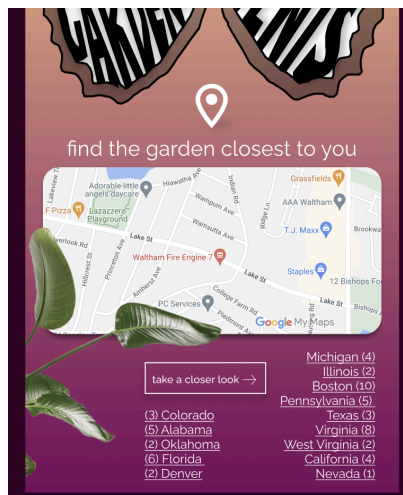
Sophia,

Really good work. Same comments as yesterday:

1. Make sure you watch your color contrast
2. Check your titles and subtitles for consistency in capitalization and font styles
3. Look again at the text at the tops of the pages for consistency in alignment and line spacing and size. 16 pt minimum font--even in Roboto which I know can look big.

1. Color Contrast

One of the bigger problems with the black and white submission was the Color Contrast so I made sure to correct that by using darker fonts on lighter backgrounds and lighter fonts on darker backgrounds.



2. Check for consistency in capitalization and font styles



In the black and white version of my design I used quite a few fonts that looked like each other but weren't the same so I

corrected that and made sure all of the buttons were consistent in capitalization.

3. Consistency in alignment and 16 minimum font size.



With the black and white version I forgot to check the alignment of the titles so I made sure to correct it with the colored version while also making sure that all of the text was at least a 16 sized font.

Raleway
Medium ▾ 16

Figma Link

<https://www.figma.com/file/FLRe433D8GPq7ulBUMWltz/Sophia-Guerra?type=design&node-id=295%3A237&mode=design&t=YAYCqK8qUZOOoXzC-1>

