

# N-SEA.ORG REDESIGN

Designed by Ross Osborne  
DSGN 360  
Olsen, wwu design, Winter



# BRAND ANALYSIS

# What is N-SEA

N-sea, or the Noooksack Salmon Enhancement Association, is a non profit organization that strives to preserve the salmon runs in Whatcom County and reverse its current decline through restoration of critical habitat and educating those in the community to better arm them with tools and knowledge to combat the declibing numbers of Pacific salmon and Steelhead.

# Offering

The **Strengths** of N-SEA are found firstly in their Presence of visual aids through photography and videography; Something many sites lack but they excel in. Secondly in the overall collection of information, this site presents an abundance of information and resources to the viewer.

**However**, this site has issues that, when fixed, could highly impact the viewers experiences for the better. The most noticeable issue is the overall layout of information, this site is so rich in info and resources so why start with a home page with few snippets and hooks about all the things they do to draw the viewer in. Second would be the inefficient spread of graphics. N-sea uses good graphics but could be much better in how they're spread throughout the pages as they are the best eye catchers.

# Competition

There are no other non for profit competitors specializing specifically in the Nooksack but Washington is home to 14 Regional Fisheries Enhancement Groups or RFEG's that are competition for grant money, volunteers and resources while also being allies at the same time.

RFEG Name	
<a href="#"><u>Nooksack Salmon Enhancement Association</u></a>	1
<a href="#"><u>Sound Salmon Solutions</u></a>	2
<a href="#"><u>Mid Sound Fisheries Enhancement Group</u></a>	3
<a href="#"><u>South Puget Sound Salmon Enhancement Group</u></a>	4
<a href="#"><u>Skagit Fisheries Enhancement Group</u></a>	5
<a href="#"><u>Hood Canal Salmon Enhancement Group</u></a>	6
<a href="#"><u>North Olympic Salmon Coalition</u></a>	7
<a href="#"><u>Pacific Coast Salmon Coalition</u></a>	8
<a href="#"><u>Chehalis Basin Fisheries Task Force</u></a>	9
<a href="#"><u>Willapa Bay Regional Fisheries Enhancement Group</u></a>	10
<a href="#"><u>Lower Columbia Fish Enhancement Group</u></a>	11
<a href="#"><u>Mid-Columbia Fisheries Enhancement Group</u></a>	12
<a href="#"><u>Tri-State Steelheaders Regional Fisheries Enhancement Group</u></a>	13
<a href="#"><u>Cascade Columbia Fisheries Enhancement Group</u></a>	14

RFEG Name	Webpage Impressions
<a href="#"><u>Nooksack Salmon Enhancement Association</u></a>	
<a href="#"><u>Sound Salmon Solutions</u></a>	Excellent color, layout and spread of information/navigational elements
<a href="#"><u>Mid Sound Fisheries Enhancement Group</u></a>	Good skeleton, lacks styling, basic fonts
<a href="#"><u>South Puget Sound Salmon Enhancement Group</u></a>	Little color, basic fonts, good information
<a href="#"><u>Skagit Fisheries Enhancement Group</u></a>	beautiful header, great layout/info/resources
<a href="#"><u>Hood Canal Salmon Enhancement Group</u></a>	Elegant layout, very well constructed, eye-catching
<a href="#"><u>North Olympic Salmon Coalition</u></a>	Beautiful design, modern yet playful
<a href="#"><u>Pacific Coast Salmon Coalition</u></a>	Basic layout, graphics, mediocre design.
<a href="#"><u>Chehalis Basin Fisheries Task Force</u></a>	Extremely basic, seems purely html
<a href="#"><u>Willapa Bay Regional Fisheries Enhancement Group</u></a>	Mediocre layout, homepage lacking info
<a href="#"><u>Lower Columbia Fish Enhancement Group</u></a>	Good layout, graphics, could use more information on home page
<a href="#"><u>Mid-Columbia Fisheries Enhancement Group</u></a>	Site under construction but still elegant
<a href="#"><u>Tri-State Steelheaders Regional Fisheries Enhancement Group</u></a>	Blog style, low quality graphics
<a href="#"><u>Cascade Columbia Fisheries Enhancement Group</u></a>	Use of graphics is on the right path, doesn't flow

# Audience

- Everyone in Whatcom county, and beyond.
- Everyone who cares for the Nooksack and for the wellbeing of Salmon.
- Fisheries, fishermen and hatcheries
- Government officials.
- Landowners and neighbors of the Nooksack as well as feeding streams.



# Positioning

In comparison to the other RFEG groups, the Nooksack is definitely one of the more put together and community aided groups but not the top. These groups all work together and have the same goal: preservation of Salmon and Education on how to ensure salmon have a healthy future. NSEA's main difference from the others is that this foundation specializes specifically on the Nooksack river, ensuring the safety of specific runs and locations that are paramount to Nooksack spawning salmon. Most others do in fact have specific locations they specialize in such as the mid Columbia or Chehalis Basin but none as specific and curated to one area as NSEA.

# Messaging

Throughout the different Social Medias, the audience is those who are seeking to volunteer and donate whereas the website pages have a very professional, clean and concise messaging that targets the government and appeals to those who hold grants by emphasizing the non-profit background.

The main message behind N-SEA is the preservation and expansion of salmon in the Nooksack river. All forms of their media presence emphasize that the community is their main focus and supporter in everything that they do.

# Communication

## **Media Presence:**

### **Instagram      @nooksack.salmon**

Presence is up to date and accurate, maintains a visually appealing feed and interacts with followers frequently.

### **Youtube                      @NooksackFish**

Frequency of posting is minimal; content is very important and is used as a hub for all larger videos that can be linked to from other socials.

### **Facebook              @NSEA - Nooksack Salmon Enhancement Association**

Facebook home page has minimal traffic but still posts often as to what is happening, links to volunteer/donate and informative articles.

### **Twitter                      @NooksackSalmon**

Advertises for upcoming events, keeps people in the loop, lacks consistent posting, very infrequent content.

### **Website                      <https://www.n-sea.org/>**

very information dense, structure and layout is inefficient, Graphics are excellent.

## ABOUT N-SEA

- Nsea Promise
- Board of Directors
- NSEA Team
- Annual Report 2019
- Fish tales Blog <sup>archive</sup>
- " "
- Career opportunities

## Education

- Camp Keystone
- Clinician teacher training
- Future leaders
- Students for Stron

Restoration

Donors

Stewardship

Join us

Membership  
Volunteer  
Upcoming events





# Reagan Kiez

Perma-culture Rancher  
lives along the nooksack River  
37 | Married | 4 kids  
64,000 annual

Enjoys  
dirtbiking,  
machine maintenance  
spending time with his  
kids outside

Dislikes  
Food waste  
Humidity  
Loud people

Expects N-Sea to help him plan a  
proper bridge build for his driveway  
so that he can get machinery and cars  
over a branch off of the nooksack  
that has been cut off from salmon.  
Doesnt have time to plan on his own.  
Has facebook for Family and rarely  
ever posts.



# Annie Lukas

Cafe Owner  
Lives in York, Bellingham  
43 | Married | 2 kids  
52,000 annual

Enjoys  
Poetry slam nights,  
Live music of any kind  
Learning new skills

Dislikes  
screen time  
Driving in the snow  
Obnoxiously loud Cars

Volunteers regularly for N-SEA to work on whatever needs doing and has her two children help her as well as attend Camp Keystone to further their connection with the world around them.



# Goals

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# Mood board



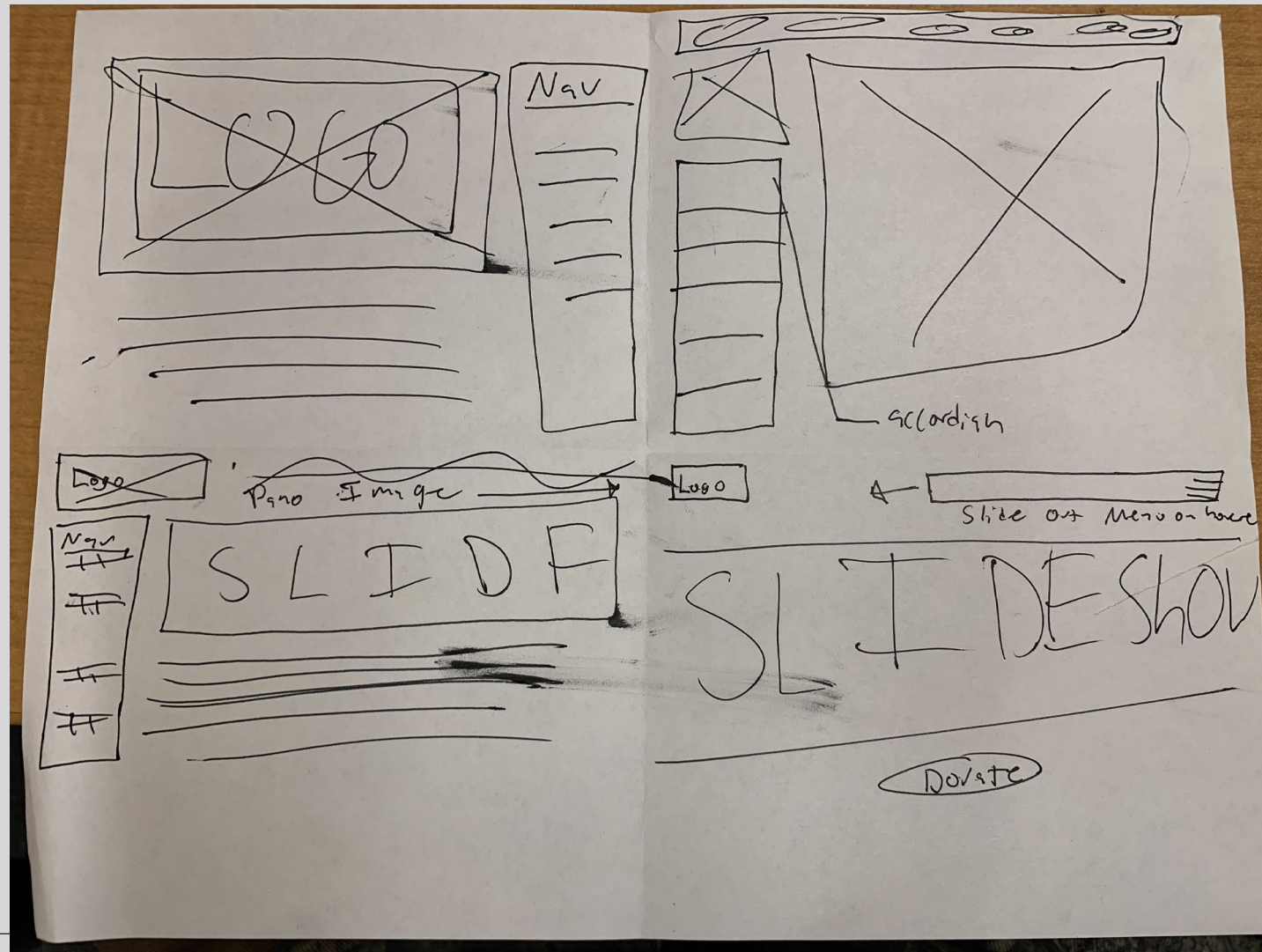
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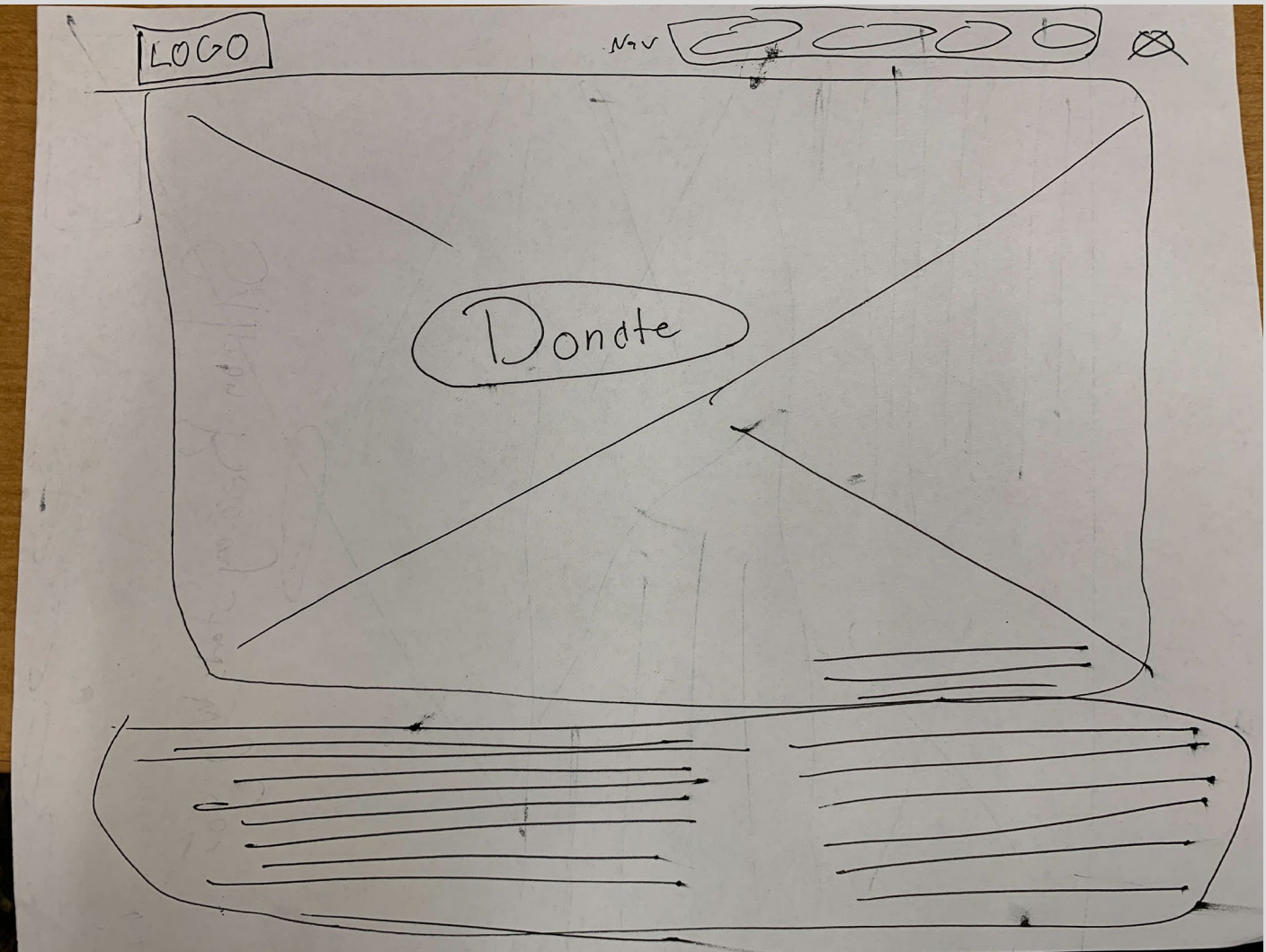
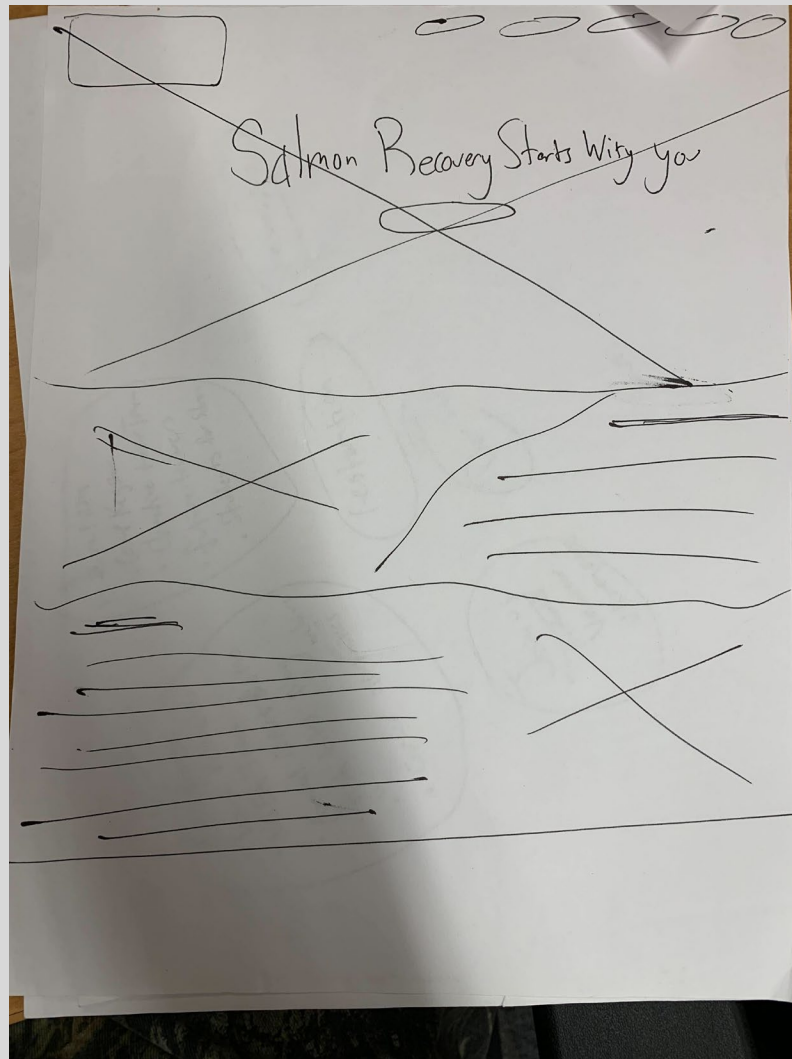
NOOKSACK SALMON ENHANCEMENT ASSOCIATION



# Sketches



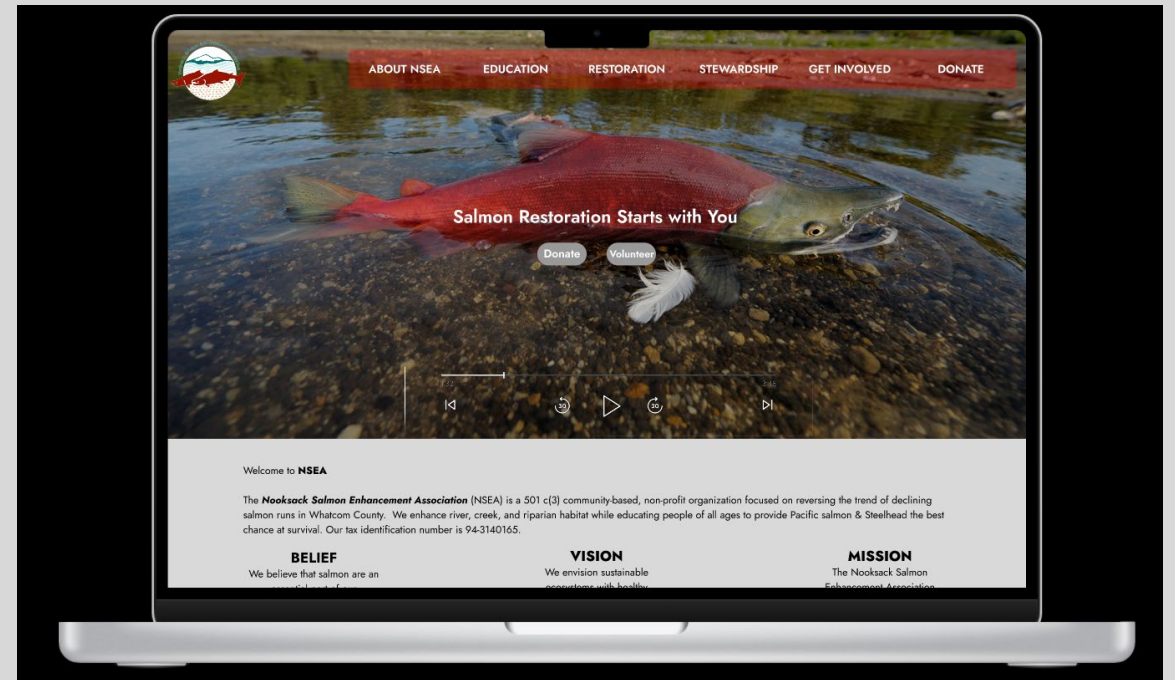
# Wireframes



# Usability Testing

**Users given task:** Navigate to the About page then donate window.

Users discovered that the ability to escape from the donate window after clicking was lacking and having an ability to backout from donating is necessary. Users were able to navigate throughout the website with ease and find the about page easily readable and digestible. The donate button in figma was being a little finnickicky but in the end users were able to get to the donate page successfully.





# Design Refinements

Drop down menus to better navigation.  
Columns Vs paragraphs to spread info better.



ABOUT NSEA

EDUCATION

RESTORATION

STEWARDSHIP

GET INVOLVED

DONATE

Board of Directors

NSEA promise

NSEA promise

NSEA promise

NSEA promise

Board of Directors

Salmon Restoration Starts with You

Donate

Volunteer

3:2



3:45

Welcome to **NSEA**

The **Nooksack Salmon Enhancement Association** (NSEA) is a 501 c(3) community-based, non-profit organization focused on reversing the trend of declining salmon runs in Whatcom County. We enhance river, creek, and riparian habitat while educating people of all ages to provide Pacific salmon & Steelhead the best chance at survival. Our tax identification number is 94-3140165.

## BELIEF

We believe that salmon are an essential part of our environment, culture and economy.

## VISION

We envision sustainable ecosystems with healthy watersheds and habitat conducive to producing abundant salmon that are protected and preserved by a caring and engaged community.

## MISSION

The Nooksack Salmon Enhancement Association educates, inspires, and engages the community to take action to keep wild salmon here for future generations.

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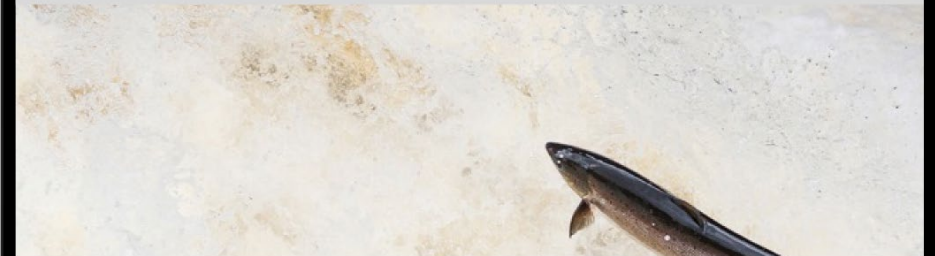
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# Case Study

My first impression of this website was that, compared to the others that I'd seen, it was quite professional looking and put together; as I continued exploring this page I found issues in its efficiency in the spread of information, use of graphics and target audience language. Yes, it had many good elements but the way they were being put together could be done so much better in a way that really encapsulates the necessity of community, collaboration and connection. This is why I decided to work on this non-profit. I began by first taking in as much of the website as I could, followed by trying different tasks of my own, pretending to be different users by putting myself on the shoes of someone who wants to volunteer or someone who wants to send their child to a summer camp about the outdoors. All of these tasks were easily performed but the process of navigating and visual flow of the webpage could be better, so I took note. I started by compiling the needed graphics and information to create the bare skeleton, then built from there, adding video and more information to the home page- the most trafficked of the site. I selected the video about the NSEA promise to be the header of their website as its visuals are astounding and the message is exactly what N-SEA stands for as its their promise to sustain and protect the nooksack salmon, to educate and protect. This then is followed by everything information wise that someone would need to know about NSEA when first coming to the page. By tying in graphics and text in a complimentary relationship, the user is more likely to scroll through all the information instead of being directly shown a bunch of text.



THANK YOU