



Team Coconut Crab  
2/14/2018

# Cognitive Walkthrough

“Record Spawning”

# Users and Environment

Designed primarily for Australia, possible international expansion

Great barrier reef, 2k km long: primarily hard corals

--Broadcast spawners: one large event, 1000s all at one time - mass spawning event

--Happens around November could change to December or January

--90% spawn in one month, could change to range of dates

Users: Citizen & regular scientists

A ways offshore

Diving companies offer trips to coral spawning. Try to get them to participate.

Island resorts on GBR that take clients

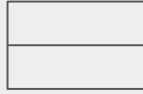


Persona	Tourist Diver
Fictional Name	Cindy Walker
Job title/major	Business and Marketing Specialist
Demographics	<ul style="list-style-type: none"><li>• 28 years old</li><li>• Single</li><li>• Master Degree in Business Analytics</li></ul>
Goals and Tasks	<p>She is goal oriented. Has strong relationships with her business customers.</p> <p>Spends her work time:</p> <ul style="list-style-type: none"><li>• Planning new marketing campaigns</li><li>• Meeting with product development departments</li><li>• Maintain relationships with customers and partners</li></ul>
Interests	<ul style="list-style-type: none"><li>• Enjoys traveling</li><li>• Have some diving experience from Gulf of Mexico</li><li>• Enjoys trying new things</li></ul>
Quote	“Where can I see other people’s photos?”

**Scenario:**

Cindy just got back from a diving tour off the coast of Australia. She happened to have taken some photos and videos of the coral reproduction. The diving company told her to upload some of her photos on Team Coconut Crab's coral reproduction tracking website. After she transfers her photos and videos to her computer, she decides to visit the website. When she gets to the homepage of the website, she clicks on the upload button and then select only three photos to be uploaded. Once the photos has been successfully uploaded, the website prompts Cindy to input date, time, location, type of coral, and an optional temperature of the time of picture taken field.

# Initial (public) HOMESCREEN



Profile

The Great Barrier Reef coral spawn...

Sign In

Create Profile

Record  
spawn

Photo  
gallery

Map

Help

## PROFILE

Profile

Name:

Email:

Nationality:

Organization:

HOME

EDIT

SAVE

# Personal HOMESCREEN



Profile

Unsubmitted  
Records

Download

Upload

<Offline saves>

. . .

Download

Delete

.  
. .  
. .

Past Reports

.  
. .  
. .

Record  
spawn

Photo  
gallery

MAP

Help



**NEW SURVEY (TOP)**

Date/Time (Auto)

Change

Location  
< . . . >

Change

## NEW SURVEY (BOTTOM)

Show uploads

Upload  
Photos



# of colonies spawning

Coral Type

Water Temp

☐ F  
☐ C

Sea State

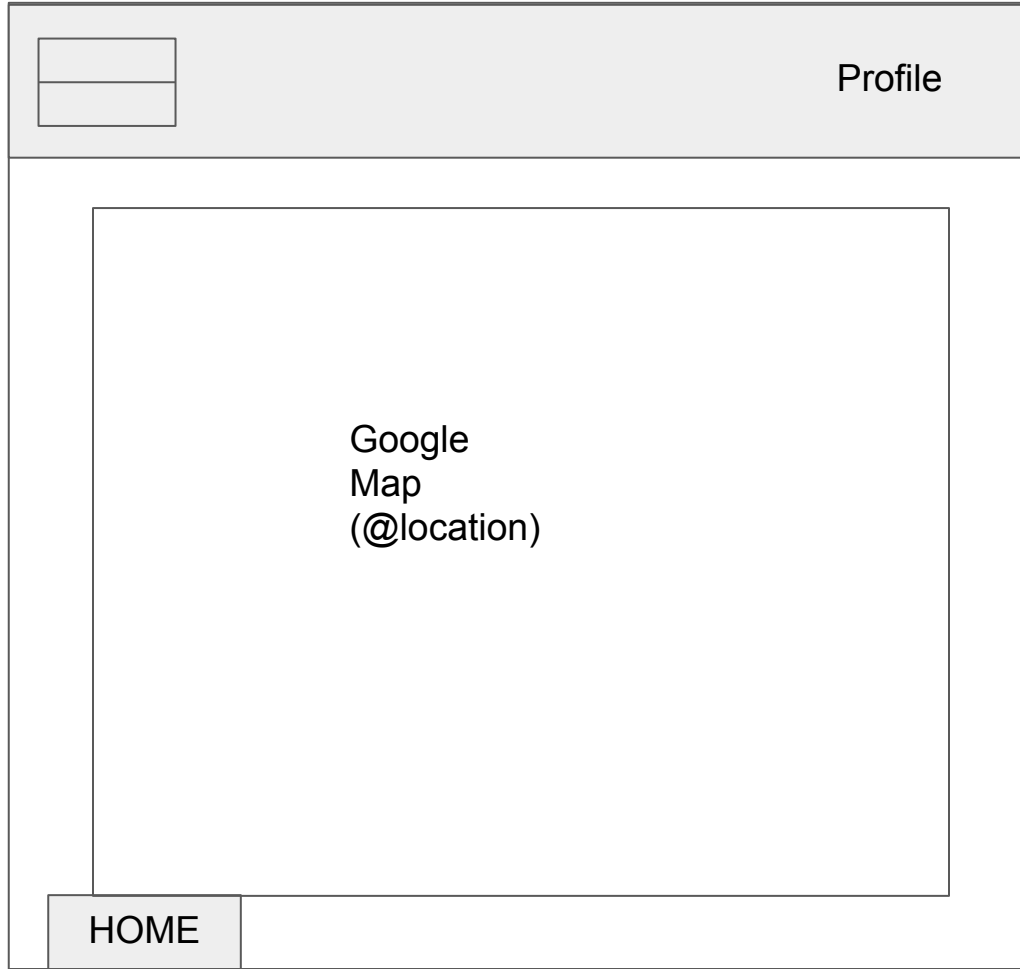
Comments

CANCEL

SAVE & UPLOAD

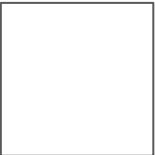
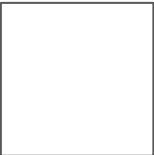
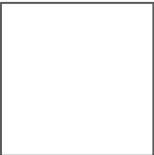
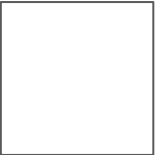
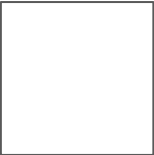
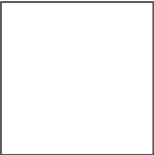
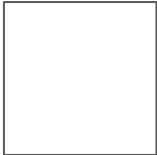
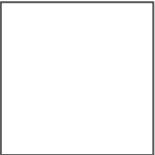
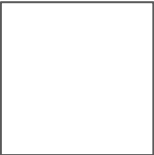
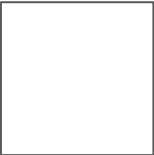
SAVE

# MAP



GALLERY

Gallery



HOME

## PHOTO



Information

RETURN

## HELP

Uploading info

Identifying coral

FAQ

[HOME](#)

[About](#)

## ABOUT

About

Purpose of Study

Getting Involved

Return

# Usability Goals and Concerns

Works offline after initial connection

Ability to download and upload CSV reports and pics

Color scheme visible in high sunlight conditions

Mobile friendly

Intuitive - easy to use