User Needs Pain Points	Goals/Expectations	Features/ Functionalities	Design Preferences	Behavior/Usage Patterns	Barriers to Access	Ideas/ Suggestions	Contextual Insights	Stakeholder Inputs
Need to see holf wildlife interpretation and design successful interpretation of technology successful interpretation of technology successful of	Showcase how they solve environmental challenges (like salt exposure solutions) Show their strategic approach to project execution Display their understanding of diverse audience needs To create a functional yet striking website that attracts attention without distracting from the content. Build a platform that supports educational goals while being visually appealing and easy to navigate. Stakeholders aim to create a strong first impression that positions the brand as a market leader. Demonstrate the company's cutting-edge capabilities in immersive media Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company's agility in projects to build accurate and technologically advanced. Demonstrate the company interactions of the demonstrate the company is agility in projects to build accurate and technologically advanced. Demonstrate the company is agility in projects to build accurate and technologically advanced. Demonstrate the company is agility in projects to build accurate and technologically advanced. Demonstrate the company is agility in projects to build and environmental technologically advanced. Demonstrate the company is agility in projects to build and environmental technologically and attract future opportunities and environmental technologically and environmental technologically and environmental technologically and environmental technologically and environmental technol	Project documentation showing complete execution process Documentation of feechnological Solutions for challenging environments Visual demonstrations of user flows and experiences (AR/VR/Interactive) Interactive design elements to enhance storytelling and user engagement. Integration of vandalism-proof design ideas (metaphorically ensuring digital security and resilience). The desire for a search functionality to quickly locate relevant content. Interest in showcasing a portfolio or gallery of past projects to build trust and transparency. Guided immersive experiences for users unfamiliar with AR/VR Incorporation of regional languages and culturally relevant semiotics AR/VR elements to help forest officers and clients visualize potential exhibits to help forest to help forest officers and clients visualize potential exhibits on projects. Showcase key projects, such as the Bharatpur Bird Sanctuary test, to demonstrate expertise officers and clients visualize potential exhibits on execution and clients visualize potential exhibits on execution and end-users. AR/VR elements to help forest officers and clients visualize potential exhibits on execution and end-users. AR/VR elements to help forest officers and clients visualize potential exhibits on execution and end-users. AR/VR elements to help forest officers and clients visualize potential exhibits on execution and end-users. AR/VR elements to help forest officers and clients visualize potential exhibits on execution and end-users. Content highlighting critical conservation issues officers and clients visualize potential exhibits on execution and end-users. Videos and photographs to create a compelling of unantimedia selectively to avoid per a compelling of unantimedia selectively to avoid	Strategic information layering Balance between showing technical capability and user experience Intuitive navigation through diverse project types Incorporate elements that make the site visually appealing but not overpowering Preference for a minimalist design with a focus on functionality and aesthetics. Interest in incorporating visually engaging elements, such as animations or dynamic content. Easy-to-navigate design that doesn't overwhelm users with complex controls Avoid requiring app downloads for accessing immersive content Clear, interactive visuals to simplify complex ideas for cleants. Avoid clutter; prioritize simplicity and intuitive navigation. Strong visual impact to capture learned intuitive navigation. Strong visual impact to capture learned intuitive navigation. Strong visual impact to capture learned intuitive navigation. Simplicity and intuitive for displaying complex ideas for accessing e.g., portfolio, services).	Different stakeholders look for different types of information information information representation Technology partners look for innovation potential Clients look for proven execution capabilities People seek examples of similar projects People seek examples of similar projects Adaptive design elements tailored to their needs. Users typically skim through websites, focusing on headings and visual cues to find relevant information. They engage more with interactive elements, such as videos or clickable graphics. Preference for Simplicity Interest in Interactivity Users often avoid downloading additional software or apps for experiences dusinesses tend to value precise and linteractive visualizations of exhibits. Preference seek content that is both educational and enterfactioning, such as pashilities. Audiences seek content that is both educational and enterfactioning such as frasining such as frasining such as rotoryteliunals. Audiences seek content that is both educational and enterfactioning such as frasining facts or storytelliunal through visuals. Preference for educational and enterfacining such as frasining such as frasining facts or storytelliunal through visuals. Users rely on visuals for their dual-purpose value and provide accurate information.	Technical complexity of projects making them hard to showcase online large-scale installations Difficulty in showing the true impact of interactive experiences Conflicting priorities between aesthetic appeal and functional efficiency. miscommunication in representing the organization's goals if the design is not aligned with its purpose. Poor website performance or downtime discourages repeated visits. Limited engagement with outdated website elements, which fail to convey technological advancements Excessive text or disorganized layouts deter users from exploring the site Websites that are text-heavy or lack visual appeal may discourage engagement. Poor navigation or clusters that are text-heavy or lack visual appeal may discourage engagement. Poor navigation or clusters that are text-heavy or lack visual appeal may discourage engagement. Poor navigation or clustered layouts deter users from exploring the site Poor navigation or clustered layouts appeal may discourage engagement. Poor navigation or clustered layouts deter users from exploring the site Poor navigation or clustered layouts deter users from exploring the site Poor navigation or clustered layouts deter users from exploring the site Poor navigation or clustered layouts deter users from exploring the site Poor performance of misleading content can cause disinterest or mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust among users. Poor may get may be a mistrust and engagement. Dutdated or irrelevant content diminishes true that and engagement.	Create online versions of successful interactive exhibits Show problem-solving approaches through case studies Include success metrics from completed projects storytelling techniques in the design to mimic the interpretive experience of altysical exhibits Use call-to-action buttons strategically to guide users through their journey. Use 360 videos and clear instructions to make experiences more relatable to diverse audiences Focusing on interactive media to captivate B2B clients. Adding elements that make AR/VR more accessible and comprehensible for non-tech-sawy clients. Adding elements that make AR/VR imore accessible and comprehensible for non-tech-sawy clients. Leverage 3D scanning and knowledge about habitats. Include sections showcasing shalt showcasing shall shalt shalt showcas	Company bridges traditional interpretation with modern technology Strong emphasis on scientific accuracy Expertise in handling diverse environmental conditions Effective design should enhance the storytelling aspect of exhibits, ensuring lusers focus on the experience rather than the medium. There is a demand for transparency and execution speed are its strongest assets, valued highly by stakeholders. The transition towards AR/VR has increased client interest and engagement towards AR/V	Private clients are more involved in defining the design, whereas government projects require adapting to bureaucrata' idiosyncrasies. Successful project execution depends on managing stakeholder relationships effectively, which the website must reflect in its user-centered design approach. There is a focus on scalability, ensuring the website can evolve with the company's growth. Positive feedback has been received on scientific accuracy and the ability to deliver technology-driven solutions. Stakeholders want clarity on how past projects can influence future collaborations can experience wildlife in natural habitats. Acknowledge the evolution of technology (film cameras to digital) but emphasize timeless storytelling. The tech team ensured compliance with the three-click rule and focused on usability. Emphasis on creating a user-centerod evolution of technology (film cameras to digital) but emphasize timeless storytelling. Emphasis on creating a user-centerode wild film cameras to digital) but emphasize timeless storytelling. Emphasis on creating a user-centerode multimedia selectively to enhance ensuring future company's constructive media contributions to conservation efforts. Stakeholders must visually reflect the organization's work to create an immediate connection with visitors. Acknowledge the evolution of technology (film cameras to digital) but emphasize timeless storytelling. Stakeholders must visually reflect the organization's work to creating an immersive experience. Stakeholders must visually aligned with the organization's more to conservation efforts. The tech team ensured compliance with the three-click rule and focused on usability. Positive feedback has been received on the visually reflect the organization's more to conservation efforts. Stakeholders importance of adhering to brain and wisuals.

User Pain Design Goals/ Features/ **Points** Needs Expectations Functionalities Preferences Efficient Functional and Effective Storytelling: Users Interactive Design Efficient Communication: The Striking Design: Overwhelming Visual Appeal: The Elements: User: Simple and Intuitive require a website Aesthetic Balance: Navigation: A Managing Expectations There is difficulty in website should Users expect a design should ere is a need for a balance want interactiv Designs: Users that supports efficient navigatio that if the website website that is both effectively incorporate visually addressing the differing etween attention-grabbing elements that prefer designs that storytelling withou structure is essentia design overshadow esthetics and functionality functional and communicate with levels of engagement. appealing elements overpowering the are simple and enhance storytell s functionality for users to quickly o ensure a seamless user priorities between priv visually appealing, various audiences, intuitive rather than without overpowering content, similar to a and user experience. clients and governmen content, it fails to find relevant content. ncluding private clients attracting attention the content. well-designed overly complex. engagement. meet their needs without distracting and bureaucrats. interpretation from the content. center. Diverse Clientele: The Seamless Conten Support Educational website must cater to Digital Presentation: Th Cluttered Display: Po Goals: Users hope to Balance of Form and both private and Security: Integration navigation and website should Functionality: There build a platform that is government clients inefficient interfaces support content should be a balance educational, visually addressing their design ideas to ensu presentation that appealing, and easy to between aesthetic unique expectations digital security and mirrors the efficienc user experience. appeal and functional navigate. and constraints. resilience. of physical exhibits efficiency. Complex Many websites Good websites a Infographics Ensure Surface Plane: are poorly Celebrity Image: If an interfaces built on five UX Organize the Aesthetic appeal compliance Reduce friction i article is published in managed and or diagrams frustrate users, planes: strategy **Live Chat:** the news then put it is through color, outdated, failing with WCAG layout with the journey, for complex reducing scope, structure the homepage framing clear navigatior to adapt to typography, and intuitive menus, standards for ensuring users Provide skeleton, and our company as a productivity and information. layout. menu changing use surface. find what the accessibility. buttons, and satisfaction. immediate navigation need quickly assistance. elements. Align Usability Integrating website your website measures Use alt-text fo Complex clear Add a blog include and mobile app objectives interfaces images, Ensure the nterfaces and effectiveness, Veutral colors lil for a seamless to improve nsure the websit frustrate users Request Form: with user keyboard content streamlined efficiency, and ilues, grays, or ooks and perform organic reducing Allow users to hierarchy is avigation, and needs. navigation. eamlessly acrose hites to signif satisfaction. experience. productivity and search traffic submit service appropriate gical and easy devices. satisfaction trust and inquiries color contrasts. to follow. expertise. easily. Highwebsite is personalized easy to content, realsearch A good Quality navigate, time updates, Search function, clear information RSS feeds (Real-Homepage: Make it minimizing Reduce and context-Functionality: Relevant imagen system simplifies attractive with clear time updates) menu Imagery rustration fo Testimonials/ CTAs that direct user. aware search (e.g., lab user interaction interactive unnecessary For users to find structure, and to the most relevant Case Studies users. and ensures clear elements, and results. quipment, factor information sections. Highlight clicks. responsive Section: Build communication of social media services or product ispections, oi quickly. design. objectives. offerings at the ntegration to credibility and vorkers ensuri forefront. enhance user Design for social proof quality control) engagement. Continuous diverse users technical support with varying Make the website Provide clear ensures your cessible to all use levels of Measure effectivens ncluding those with Focused on About Us: Clear campaigns run pathways for (how well users technical sabilities, by adheri Ensure mobile Call-to-Actions successfully and concise Benefits: students, achieve their goal to Web Content (CTAs): Use expertise Newsletter cessibility Guideline esponsiveness efficiency (time ai representation of teachers, and mphasize hov Concise: Avoid (WCAG). prominent CTAs effort to complet administrators to the company's o accommodat Signup: Keep PQC solves tasks), and lengthy blocks for requests history, mission, access relevant sers on various satisfaction. users engaged users' problems of text. and values. content. devices. and informed. Stick to a top Jse clear headings navigation that s consistent call-to-action Fast Loading uttons, and concis exploring Simplify Clear information across all Service Pages: Simplify professionalism content to guide Times: Optimize Contact Page: services or about PQC's the presentation of language and Offer an accuracy, and users effectively Make contact modern and services, making it images, use a offerings, submitting avoid jargon to trust. intuitive way to easier for users to forms easy to use credibility, and clean aesthetic fast hosting inquiries. cater to a explore offerings. Add direct contact contact or ease of accessing solution. Consider creating a broad options like email request services or service-oriented filter or audience. and phone search function. reaching out services. numbers. clean and cohesive visuals Design with the intent of getting users to contribute immediatel through accessible options (e.g., petitions volunteering, donations). perceptual and cognitive loads by streamlining visu elements and

Behavior/ **Usage Patterns**

Initial Visual mpact: Users may initially judge the site based on its visual impact but will focus on usability during interaction.

Adaptive Design Needs: Stakeholder have varying levels of engagement cessitating adaptiv design elements ored to their need

celebrity.

visitor

pages.

Minimize

content

organization.

Barriers to Access

Conflicting

Priorities: There are

conflicting priorities

between aesthetic

appeal and functions

efficiency that can

hinder access

Miscommunication

Risks: Potential

iscommunication in

representing the

organization's goals if

the design does not

align with its purpose

Avoid cluttered

layouts with

competing

headlines and

disjointed

Ensure

navigation

hierarchy

is clear

Avoid intrusive

elements like

the footer

peeking or

following

unnecessarily

Ensure all

interface

elements are

functional and

visually pleasant.

quick,

intuitive, and

visually

appealing

Target

environmentally

conscious users

Identify key tasks

that users will

erform on the si

and design

nteractions to

iake those task

straightforward

and efficient.

structure the

content in a way

that highlights

Diverse **Expectations:** The nallenge of appealing o both private clients and bureaucrats, who have different expectations, can create barriers.

Underst

and PQC's

mission.

Image Arrangement:

Use high-quality

images arranged

esthetically, with clea

actionable text or

buttons associated

with each.

Interactive

elements

should be

functional and

quick-loading.

Optimize visual

elements and

ensure they are

cohesive with

PQC's branding.

easy for first-

time users to

understand

and navigate

cognitive load

by breaking

down complex

content into

impler units o

chunks.

Provide clear

visual cues

and hints that

don't require

interpretation

to guide users.

Provide case

studies or

the focus. Adaptive Interfaces: Offer adaptive interfaces to

information is

presented

clearly and

systematically

Enhance

focus and

retention.

Ensure the

website adapts

seamlessly to

various devices

(mobile, tablet,

desktop).

visually appealing

structured layouts

to reduce

distractions and

maintain user

engagement

Ensure all parts of

the website are

cohesive and

contribute to the

overall experience,

even when

fragmented

across devices

Divide

informational

content into

manageable

sections to

icilitate learnin

Highlight Unique Identity: The website

should emphasize the

organization's unique

identity while keeping

cater to diverse user

behaviors and needs

ate storytelling techniques in the design to mimic the terpretive experience ducational content as of physical exhibits

Ensure the site is

ccessible to use

with different

abilities and

technological

familiarity.

Ensure the site is

accessible to user

with different

abilities and

technological

familiarity.

Use visual

elements

strategically to

make the site

inclusive and

niversally usable

Use strategies that

Storytelling

Techniques: Incorp

Ideas/

Suggestions

remains the focus.

Stakeholder Inputs

Contextual

Insights

Clients: Private clients are more involved in defining the design, while government projects require adaptation to bureaucratic needs

Role of the Website:

website should functio

like an interpretation

center, drawing users

with its appeal while

ensuring the content

Form: Stakeholders prioritize functionality for educational and storytelling purposes.

Functionality Over

Enhancing

Storytelling: Effective

design should enhance

of exhibits, allowing

users to focus on the

experience rather than

the medium.

Managing Relationships: Successful project execution relies on effectively managing stakeholder relationships which the website must reflect in its user-centered design approach.

Showcase services

(quality control testing, audits, etc.).

consistency in branding

scientifically-

backed principles

enhance the learner's ability to retain information, such as wellorganized, visually supported content.

> for displaying information to maximize effectiveness.

void overcrowdin ne interface wi unnecessary ements that cou divert attention

Focus on simplicit

simplest to the most complex in a logical progression.

and clarity to improve user omprehension an interaction.

Highlight

What do they

Feel?

Delighted when they see a pleasingly designed, easy-touse website with engaging interactive features.

It is infuriating when instructions are unclear or information is difficult to find.

Eager about innovative approaches highlighted through strong images and narratives.

Centered around fresh concepts revealed by potent imagery and narratives.

Reassured by openness regarding team skill and downloadable materials.

What do they

Do?

The website should illustrate the technology, knowledge and capabilities of the organization.

Individuals require material that appears nice and leaves a lasting impression to sustain their interest.

Frustration will be there when the website has an out-of-date, too text-laden, or illogical design.

People need

Information

projects, team

competence,

and success.

regarding

direct access to

Users desire simple and quick access to download PDFs or interact with elements.

The website should be a reflection of the company's experience and previous work.

The website should be easy to use and appealing.

What do they

Say?

"I'd really like to understand how this organization is different from others."

What do they

Feel?

Think and

"Short videos and interactions would make the website more interesting."

Rapidly scan for important information such as the company's history, abilities, and completed projects.

Visually engaging material like videos, interactive displays, or short animations increase the viewing experience.

Download available resources (e.g., PDFs or project case studies) for offline use.

Steer clear of websites that are too difficult to find information or are crowded.

Pains

Restricted interactivity reduces participation and discovery of content.

Disorganized navigation causes frustration and loss of credibility.

Baffled by messy designs or excessive amounts of dense text.

Easy availability of brief, abbreviations and precise content enhances user experience

Interactive content like video and animations increases interaction.

A good site implies that the company values new technology and new ideas

Demonstrating the team's expertise and previous projects clearly makes others trust and have confidence.





Aarav Mehta

Persona role

About





Bachelor's





Project Manager



Married

Curious

Detail-Oriented

Strategic

Tech-Savvy

professionalism

transparency in partnerships

Appreciates well-thought-out design and engaging user experiences.

Prefers efficiency and simplicity over flashiness.

Proficient in using various project management tools like Trello, Asana, or Jira.

Comfortable with using websites, apps, and digital platforms to conduct research or gather insights.

Familiar with downloading, sharing, and analyzing resources like PDFs or visual reports.

Motivations

- Showcase their project's success by partnering with reputed and innovative organizations.
- Stay updated with the latest trends and advancements in nature conservation and interpretation.
- Impress clients or stakeholders by making informed decisions based on credible and detailed research.
- Gain quick, actionable insights from online platforms without wasting time on unnecessary details.

Goals

Professional

- Find reliable partners to execute highquality interpretation and conservation projects.
- Understand the expertise and technical capabilities of the company they collaborate with.
- Learn about previous successful projects to gauge the company's experience and impact.

Personal

- Feel confident in decisions supported by credible and transparent resources.
- Gain new knowledge about innovative methods through engaging website content.

Pain Points

- Overwhelmed by cluttered, text-heavy websites with no clear navigation.
- Frustrated with a lack of interactive or engaging content that showcases the company's uniqueness.
- Disappointed by generic or outdated visuals that fail to reflect innovation and technological expertise.
- Time wasted on websites that do not prioritize userfriendly layouts and quick access to key information.

About

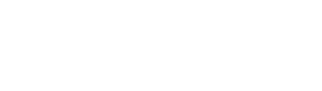
Aarav typically begins his day reviewing project timelines and researching potential collaborators. When exploring websites, Aarav expects an intuitive and visually engaging platform where he can quickly find team expertise, project case studies, and innovative approaches. While he appreciates technology, he values function over form and seeks platforms that align with his need for clarity, speed, and professionalism.

Technical Skills

Internet



downloading, sharing, and analyzing resources like PDFs or visual reports



Brands







