CONSERVATION INTERNATIONAL
Lost There, Felt Here

Wireframes

Submitted By	Atmosphere BBDO
Submitted To	Conservation International
Dated	7 May 2008
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[ ] SEARCH

| DISCOVER | LEARN | EXPLORE | ACT | GIVE |

Skip intro ②

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Tell Me More

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Features & Media
VIEW ENTIRE GALLERY
VIEW ARTICLES
VIEW VIDEO
VIEW PHOTOS
GET DOWNLOADS
SEE TODAY'S PICKS

Donation
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DONATE NOW

See all ways to give

Get Newsletter/Involved Header

[type email address] **SUBSCRIBE**

privacy policy | view sample

See more ways to get involved

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UX Notes

1	Conservation.org Home page – Normal home page flash area is replaced by flash video intro. The "Protect an Acre" link is visible throughout – although more prominent at the end of the intro. Protect an Acre goes to Protect an Acre Intro. **Home page should not play video on repeat visit but show a still image that has a 'play intro' button on it in addition to the Protect an Acre button.**
2	Skip Intro – An opportunity to skip the intro should be visible through the video. On press of skip intro, the still frame cited above as the replacement for intro should be displayed.
3	Audio/Mute – Volume control should be visible wherever audio is used, should be upper right. User setting should be carried through experience (i.e. setting mute on intro means mute on all sound).

Dev Notes

Multimedia

Voice Over:
This is not just a forest fire.
This, is climate change.
Many people are unaware that locked away inside the world's plants and trees are enormous amounts of carbon dioxide.
When these forests are destroyed, they release more CO2 back into the atmosphere than all the world's cars, trucks and planes combined.
It is lost there, but it is felt here.
So one of the quickest way to reduce worldwide CO2 emissions, is to protect forest land.
Even if it's just one acre at a time.
A simple answer, and a simple question.

Do you want to help?

ATMOSPHERE BBDO

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SEARCH

EMAIL | SHARE | RSS | RATING:

(1)

(2) Skip intro 🔊

Protect an Acre

The Challenge

The Solutions

Join

Media

LOST THERE FELT HERE.

Protect an Acre

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Multimedia

UX Notes

1	Flash Intro – Flash video intro. The "Protect an Acre" link is visible throughout – although more prominent at the end of the intro. Protect an Acre goes to Protect an Acre Intro (end). **Note that the typical CI navigation is suppressed in order to avoid scattering the audience away from the donation page.**
2	Skip Intro – An opportunity to skip the intro should be visible through the video. On press of skip intro, view goes to Protect an Acre Intro (end)

Dev Notes

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[ ] **SEARCH**

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Lost There, Felt Here

0164087 Acres Protected | **?** | **Search**

Protect an Acre

The Challenge

The Solutions

Join

Media

(1)

PROTECT

OUR CLIMATE BY PROTECTING AN ACRE OF FOREST
AND ALL THE LIFE IT CONTAINS **PICK YOUR ACRE**

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Multimedia

UX Notes

1 | Intro End – Intro ends on still frame of copy/ instructions. This copy is present until a deliberate action is taken by user (click on an acre or rollover navigation)
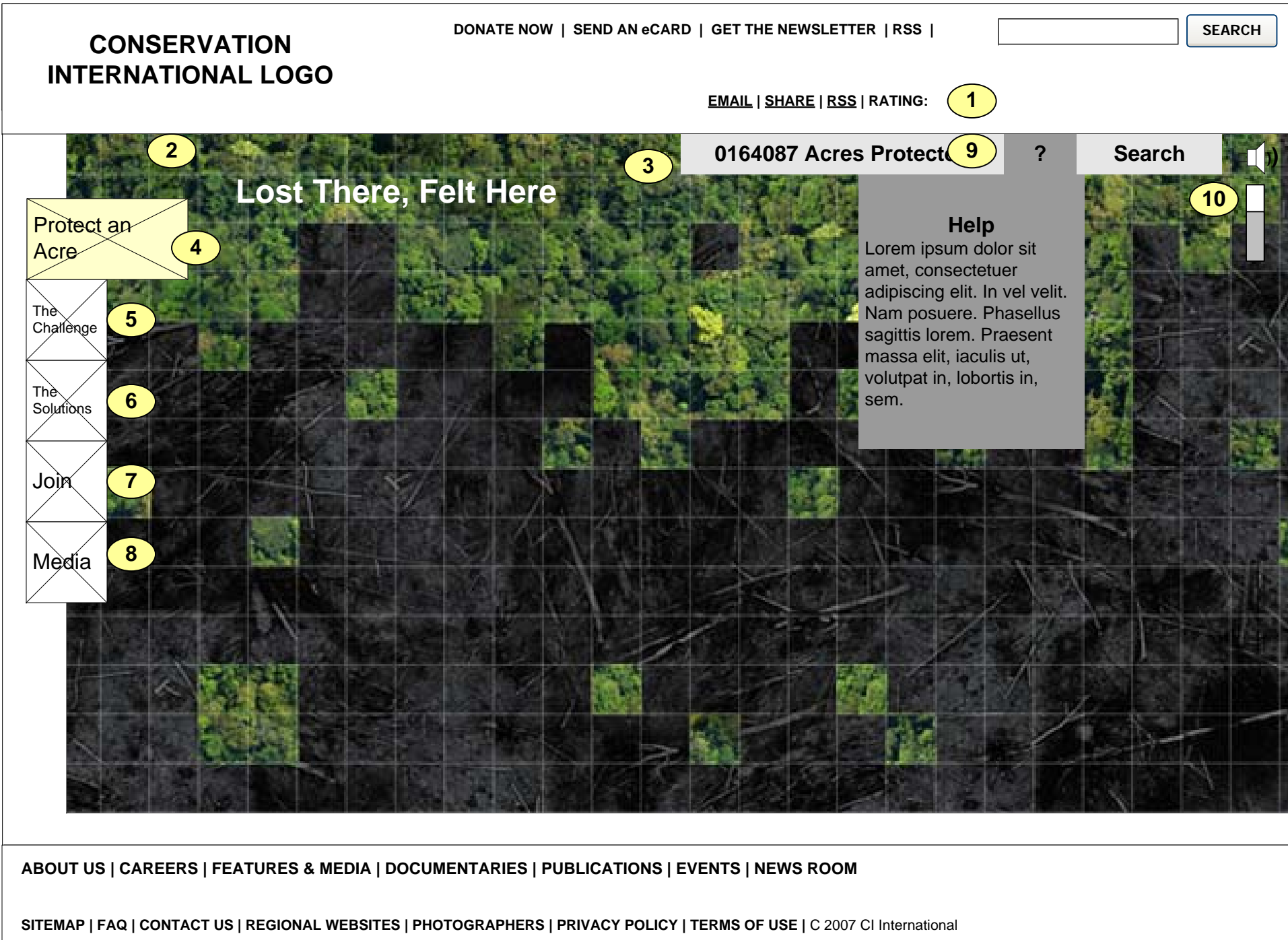
Dev Notes

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[SEARCH field] **SEARCH**

EMAIL | SHARE | RSS | RATING: (1)

(2)

(3) **0164087 Acres Protect** (9) **?** **Search** (10)

Lost There, Felt Here

Protect an Acre (4)

Help
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The Challenge (5)

The Solutions (6)

Join (7)

Media (8)

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UX Notes

1	Page Tools - CI suite of page tools is leveraged to provide sharing of this page.
2	Acre Exporer – On rollover, each square either displays the name, location, date of each acre adopter (green) or displays a notice that it is not adopted and in danger (gray) or has been lost (red). The number of lost acres should increase as user is on this screen.
3	Totals – The total number of acres that have been saved is displayed. A link to a time laps showing the growth of saved acres is included.
4	Protect an Acre - This chip is the rollover AND click to the Acre Explorer. The link "Protect an Acre" also calls up the Acre adoption form.
5	The Challenge - Content describing the deforestation and climate change are highlighted on this click.
6	The Solutions - On click, shows content from CI that highlights successes.
7	Join - On click, goes to Join Rollover.
8	Media – On click, this chip calls the media page.
9	Help – Any required help is displayed in box that is shown on rollover of the '?' symbol. This box closes on roll off of help box.
10	Sound FX – Rain forest sound effects are loaded with this interface. Sound control should be in place, upper right. On rollover of sound icon, sound level control is shown.

Dev Notes

Multimedia

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SEARCH

EMAIL | SHARE | RSS | RATING:

0164087 Acres Protected   **3**   **Search**

Find acres saved

Last Name | E-mail address | Search

Lost There, Felt Here

Protect an Acre

The Challenge

The Solutions

Join

Media

This Acre
Protected by:
Firstname M.
South Tinytown, PA on 04/08/08
Click to see their acre(s)

1

This Acre is at risk.
Click on Acre to protect it

2

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Multimedia

UX Notes

1	Claimed Acre – On rollover, a balloon displays the first name, last initial, location and date of acre adoption. This information is not tied to specific acres, but is distributed in this screen to show much has been saved, but some has not. The details for each adopter is gleaned from the database, the last 100-200 donors' names are used and distributed on the green acres.
2	Unclaimed Acre – On rollover of an unclaimed acre, a balloon explaining that the acre is at risk is shown. This balloon should instruct user to click on acre, which take user to Unclaimed Acre
3	Search Rollover – On rollover of Search button, small form field shows that includes last name and E-mail address as well as a Search Button. Searches return either a (found) acre detail popup or (on third consecutive unsuccessful try) an (unfound) Name Not Found.

Dev Notes

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SEARCH

**CONSERVATION
INTERNATIONAL LOGO**

(1)

EMAIL | SHARE | RSS | RATING:

0164087 Acres Protected | **?** | **Search**

(3)

Protect an
Acre

**Lorem Ipsum Dolor
No acre(s) found for
[Lastname] at [e-mail
address]**

Close X

The
Challenge

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
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sollicitudin mi. Lorem ipsum dolor sit amet, consectetuer
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The
Solutions

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Join

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Fusce blandit sollicitudin mi.

Media

Protect This Acre

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Multimedia

UX Notes

1	Protect an Acre – On click of a "Protect an Acre" button or on click of an unprotected acre, a popup is produced that shows the acre at risk. Text describes dangers/ benefits of project, animals that will be saved etc. Large button that leads to donation form is featured prominently. Acre animation at right reverses the destruction of the acre. It begins devastated, then 'un-burns' to reveal a flourishing acre. NOTE this is also the view user would get if the user tried three acre searches within a minute that did not return any results. In that case, the typical title is replace by "No Acre(s) found for [Lastname] at [e-mail address]"
2	Protect this Acre – This link opens up the Adopt an Acre form.
3	Sound FX – Rain forest sound effects are loaded with this interface. Sound control should be in place, upper right.

Dev Notes

A T M O S P H E R E

BBDO

(1) Protect an Acre

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. In sed nunc ac lectus varius dapibus.

* = required field

Number of Acres

* Select or enter how many acres would you like to adopt:

[1 ▼]   **(2)**

Note: If you are planning to make a total contribution of over 10,000.00, we would like to talk with you!
*Please contact us at: **xxx-xxx-xxxx** instead of using this form.*

Credit Card Information

*Card Type: ◉ Visa ○ MasterCard
*Name on Card: [_____]
*Card Number: [_____]
*Expiration Date: [Select month ▼] [Select year ▼]
*CCV Number: [_____]   What's This?

Billing & Email Address

* First Name: [_____]
* Last Name: [_____]
* Address 1:   [_____]
Address 2:   [_____]
* City: [_____]
* State: [Select State ▼]
* Zip Code: [_____]
* Email Address: [_____]

Note: We're planning a Facebook widget for your acre(s), so if you have a Facebook page, use the address that you registered with Facebook.

Acknowledgement

◉ Show my Name on the deforestation grid
○ List me as "Anonymous" on the deforestation grid
View privacy policy

(3) [**DONATE**]   [**Clear Form**]

☐ Yes, I would like to receive CI's newsletter

**Make a donation
as a gift or in
honor of someone.**
Go to our Gift form
Go to our Honor form
See more ways to give

If you would like to
make a contribution
using a check,
please mail to:

**Conservation
International
2011 Crystal Drive,
Suite 500
Arlington, VA 22202**

Verisign Logo

Charity Navigator
Graphic

**We will never share
your information
with anyone.**
View our privacy policy

Multimedia

Project name: CI Lost There, Felt Here   Prepared by: Atmosphere
Last Edit: Wednesday, May 07, 2008   Company: AtmosphereBBDO

page 8

CONSERVATION INTERNATIONAL LOGO

(1)

SEARCH

EMAIL | SHARE | RSS | RATING:

0164087 Acres Protected | ? | **Search**

Lost There, Felt Here

Protect an Acre

The Challenge

The Solutions

Join

Media

[#] Acre[s]
[Firstname McLastname]
[Location, ST]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. In sed nunc ac lectus varius dapibus. Fusce blandit sollicitudin mi. Quisque pharetra massa eu odio. Check back often to see how your acre grows.

(2)

Add Acres

Spot Animals on your acre
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(3)

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Close X

See what people like you have accomplished...
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(5)

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Tell a Friend

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(6) See More Ways to Help

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Multimedia

UX Notes

1	Newly Adopted Acre(s) – The adopter's acre(s) are represented by an isometric illustration of the rain forest. This illustration is animated and shows the acre blooming/growing. This plot is among other plots that are NOT highlighted, giving the feel that it is one among many. The actual number of acres the user has adopted is included in the title.
2	Add an Acre – Button allows user to fill out the Protect an Acre form again and add acres to their plots.
3	Spot Animals – Users can spot animals on the acre presented and check them off as they are seen. Check off is persistant.
4	Tell a Friend – Opportunity to let users tell a friend of their donation.
5	Education – This list is an opportunity to educate issues (Solutions) related to deforestation and/or climate change. These links can go outside of the experience (Flash) and into CI.org.
6	More Ways to Give – This link connects via a daughter window to the CI Ways to Give page.

Dev Notes

Project name: CI Lost There, Felt Here   Prepared by: Atmosphere
Last Edit: Wednesday, May 07, 2008   Company: AtmosphereBBDO

A T M O S P H E R E BBDO

Conservation International | Lost There, Felt Here | Wireframes | **Tell a Friend**

A T M O S P H E R E

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CONSERVATION INTERNATIONAL LOGO

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[_____] **SEARCH**

EMAIL | SHARE | RSS | RATING:

0164087 Acres Protected   **?**   **Search**   🔊

Protect an Acre

The Challenge

The Solutions

Join

Media

Lost There, Felt Here

[Firstname Acre[s

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sed nunc ac
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Check back

Animals

✉ 1 Lorem ips

✉ 2 Lorem ips

Tell a Friend   **Close X**

* = required field

* Your Name: [_____]

* Your Email Address: [_____]

* Recipient(s) Email Address: [_____]
                        Use a comma to separate multiple e-mail addresses

* Subject: [_____]

Message: [_____]
                 [_____]
                 [_____]

(1)

☐ Yes, I would like to receive CI's newsletter
   View privacy policy

[SEND]   [Clear Form]

See what people like you have accomplished...   **Close X**

Lorem ipsum dolor
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Tell a Friend

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Multimedia

UX Notes

Dev Notes

1 Tell a Friend – The Tell a Friend button calls a popup (in flash) that mimics the standard tell a friend dialog box from CI.org. This form includes required fields. If those fields are not filled in, form should return with red text next to unfilled elements (illustrated below).

Tell a Friend   **Close X**

* = required field

* Your Name: [_____]

* Your Email Address: [_____]

* Recipient(s) Email Address: [_____]
                        Use a comma to separate multiple e-mail addresses

* Subject: [_____]

Message: [_____]
                 [_____]

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☐ Yes, I would like to receive CI's newsletter
   View privacy policy

[SEND]   [Clear Form]

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[SEARCH]

CONSERVATION INTERNATIONAL LOGO

EMAIL | SHARE | RSS | RATING:

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Save

The Challenge

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The Challenge

Solutions

Learn More>>

Join

- **Vestibulum dui risus, pretium id, tempus sed, tincidunt**

- **Sed feugiat quam eu mi. Morbi quam ipsum, porttitor non,**

Media

- **Veleifend ut, ipsum. Suspendisse tellus. Nullam turpis turpis**

- **Vitae, dignissim ut, cursus vitae, odio. Sed tempus, ligula vel**

- **Curabitur iaculis sodales arcu.**

Climate Change
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Read more about climate change
See the threat to species slide show
Watch scientist about climate change
Visit the climate change page

(2)

Deforestation
Lorem ipsum consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore

Read more about deforestation
See the threat to species slide show
Watch scientist about deforestation
Visit the deforestation page

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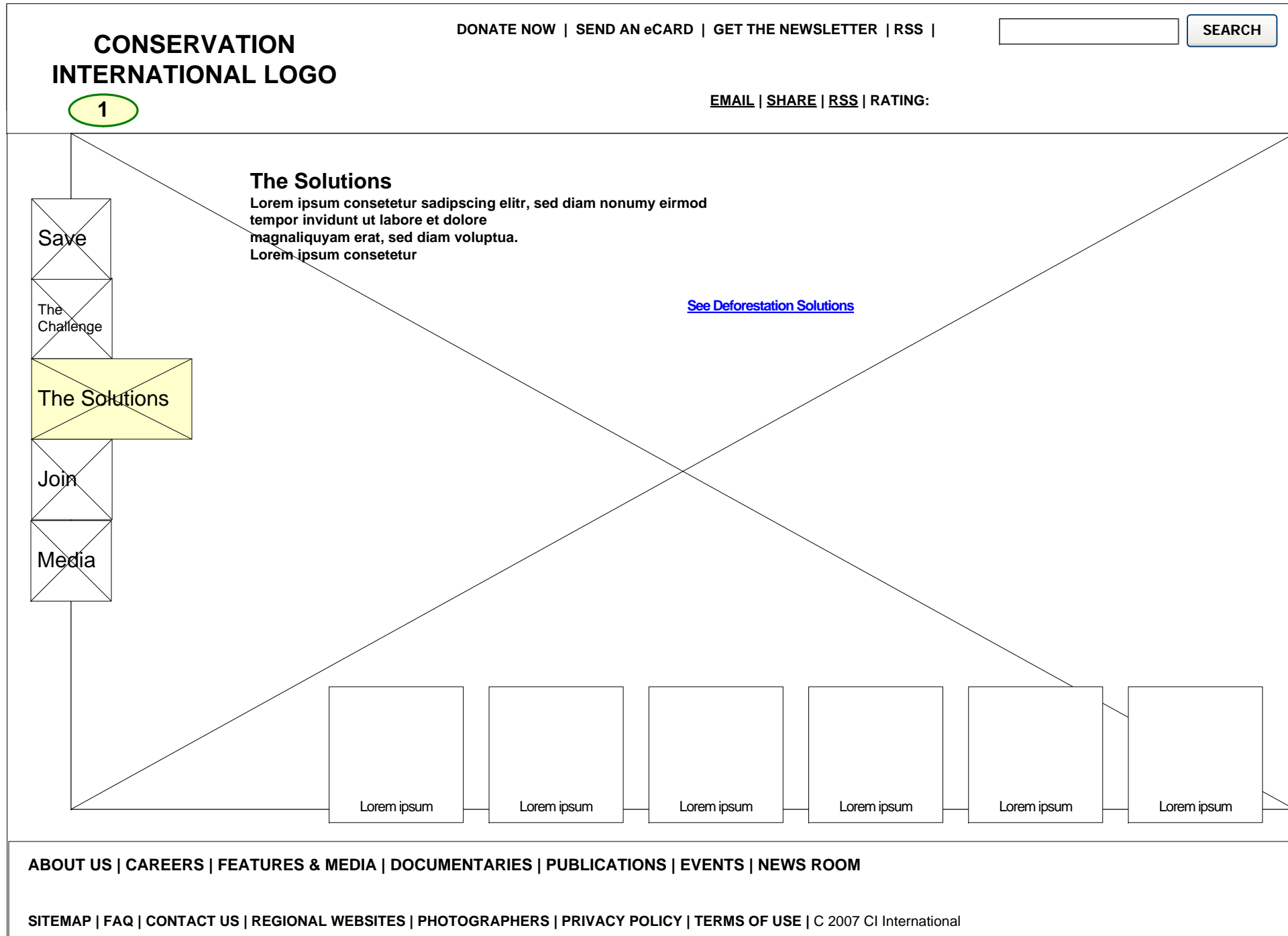
Multimedia

UX Notes

Dev Notes

| 1 | The Challenge – This page highlights content about the challenge that this project is about (deforestation and climate change). These will be highlighted as two preview photo spots with short summaries. Link in summary and photo go to content page in a daughter window at CI.org. |
| 2 | Learn More Modules – These sections include a header and short text overlaid on an illustrative image. At the bottom of these modules, there are links to pages – Read More and Visit – which open daughter windows and go to URLs in CI.org. The other links (See and Watch) open video overlays inside this flash piece. |

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Save

The Challenge

The Solutions

Join

Media

The Solutions
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See Deforestation Solutions

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UX Notes

Solutions – This page is an intro for the solutions stories (up to 6 stories) about the success in combating deforestation and climate change.

The rollover of the Solutions chip calls this intro page.

1 This page functions similarly to the CI home page, with labeled chips at the bottom which are hot spots. As the user rolls over them, the thumbnail is highlighted.

On click of thumbnail, corresponding page on CI is opened.

Dev Notes

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SEARCH

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| DISCOVER | LEARN | EXPLORE | ACT | GIVE |

Learn
Climate Change
> Forests
Deforestation
Species
Communities
Land Use
Oceans
Freshwater

[Program Name]

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Link copy

Header

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Protect an Acre

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Get Involved

Related Links:
About Us
Programs
Partners
Publications
Documentaries

Our Approach

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Expeditions and Discovery

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Features & Media

| Articles | Video | Photos | Downloads |

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Lorem ipsum consetetur

See all Features & Media

Multimedia

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SEARCH

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| DISCOVER | LEARN | EXPLORE | ACT | GIVE |

Save

The Challenge

Solutions

Join the Movement

Media

Join Team Earth

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2 Get Involved >>

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UX Notes

1	The Community – Join Team Earth describes the Flickr photo group (which highlights photos of things with a square cut out). Text describes this group and photo on page is descriptive or representative of that group. Administration of this group, including uploading, is entirely handled in Flickr.
2	Get Involved – This Link/button will go to the Flickr group where users can upload their own photos.

Dev Notes

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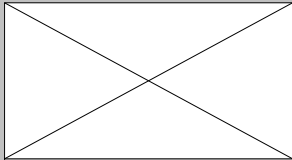
[ ] SEARCH
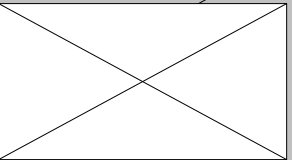
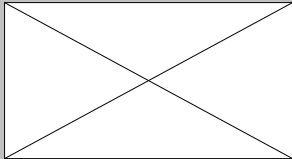EMAIL | SHARE | RSS | RATING:

Save

The Challenge

Solutions

Join

Media

Video
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TV Ads

Title
Info line one
Info line two
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Webisodes

Title
Info line one
Info line two
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Behind the Scenes

Title
Info line one
Info line two
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More Media >>

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Multimedia

UX Notes

1 Media – This page is shown on click of the Media button in the main nav. This page hosts preview photos of the videos available. On click of the photo previews or the titles of the video plays that video in this space as a Flash overlay.

Page includes a "More Media" link that goes to the Media Page.

Dev Notes

Project name: CI Lost There, Felt Here
Last Edit: Wednesday, May 07, 2008
Prepared by: Atmosphere
Company: AtmosphereBBDO

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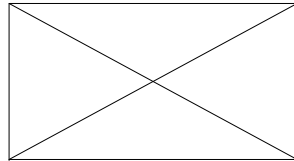
SEARCH

1

| DISCOVER | LEARN | EXPLORE | ACT | GIVE |

Home > Learn > Forests > One Acre > Video

Media

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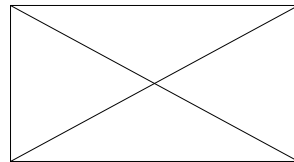
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TV Ads

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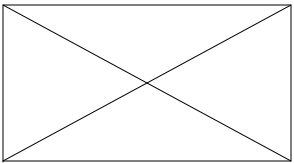
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Multimedia

UX Notes

| 1 | Media Page – Summary of the video and other multimedia behind this program. |

Dev Notes

Project name: CI Lost There, Felt Here
Last Edit: Wednesday, May 07, 2008

Prepared by: Atmosphere
Company: AtmosphereBBDO

ATMOSPHERE
BBDO

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[   ] **SEARCH**

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Dev Notes

1

Save

The Challenge

Solutions

Join

Media

Merchandise

Merchandise

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Merchandise

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Submarine

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Multimedia

CONSERVATION INTERNATIONAL
Lost There, Felt Here

Appendix A: User Flow
Appendix B: Non-Flash User Flow

ATMOSPHERE
BBDO

WWW.CONSERVATION.ORG/CAMPAIGN

PRIMARY SPACE

| ADOPT AN ACRE | THE CHALLENGE | THE SOLUTIONS | COMMUNITY | MEDIA |

Select From List

VIDEO
Lorem ipsum dolor sit amet,
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aliqua.
quis nostrud magna aliqua.

Video

SUBMITTED TILE:
View Name,
Location,
Date
Submitted

FLICKR GALLERY

View All Pictures

flickr
CONSERVATION INTERNATIONAL

External (daughter) window (TBD)

THE SOLUTIONS
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MORE ABOUT: DEFORESTATION

CONSERVATION INTERNATIONAL
DISCOVER **LEARN** EXPLO
SAVING FORESTS

External (daughter) window (TBD)

THE CHALLENGE
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**MORE ABOUT: DEFORESTATION
CLIMATE CHANGE**

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SAVING FORESTS

External (daughter) window (TBD)

PURCHASED ACRE:
View Name,
Location,
Date
Purchased

Acre found?

Yes

No

ACRE NOT FOUND

Purchase

| Last Name | Email |

FOREST GRID

Available for Purchase

PROSPECTIVE ACRE VIEW

CONVIO FORM

Enter Text   Submit

COMPLETED ACRE

A
T
M
O
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P
H
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R
E
B B D O

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CAMPAIGN SPACE: No flash content

Donation

Flickr / Team Earth

The Challenge

The Solutions

View All Pictures

CONVIO FORM [X]

Enter Text ⌄   Submit

flickr

CONSERVATION INTERNATIONAL

· Join this group?

Group Photo Pool

More photos and videos...

group whois says:

View All Pictures

THANKS PAGE
Flickr / Team Earth
The Challenge
The Solutions

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SEARCH

DISCOVER	LEARN	EXPLORE	ACT	GIVE

Thank You

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Donate

Get Involved

The Challenge

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Join Team Earth

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UX Notes

1	Thank You – Messaging thanks user and suggests other ways to learn and get involved.
2	Supporting Content – Sections of CI.org that support the effort that are not flash dependent are offered (The Challenges pages, The Solutions page and the Join Team Earth – Flickr – page.

Dev Notes