


# **CALIFORNIA MPA HUMAN USES WEBSITE**

**Audience needs & design inspiration**

KEY COMMUNICATORS WEBINAR #1

## WHAT DO OUR VISITORS WANT THIS WEBSITE TO DO FOR THEM AND WHY?



In this section we will look at the needs of the visitors to our forthcoming website and ask you to identify anything we may be missing or getting wrong.

Our main audience groups are commercial fisherman, charter boat owners/operators, resource managers, and decision makers.

## WHAT WILL OUR WEBSITE LOOK & FEEL LIKE?



We will look at a short example of our website's style guidelines, as well as other websites and design examples to spark conversation around what we want our site to look and feel like.

We will look at two main categories of inspiration—storytelling and data visualization. These will be interconnected in our website.

1

Website visitor needs

*Human-centered design  
is about getting to the people  
you're designing for and hearing  
from them in their own words.*

—IDEO, FIELD GUIDE TO HUMAN-CENTERED DESIGN



I want to know how my data (landings, logbook, focus group input) will and will not be used so that I can trust and feel confident that my information is not being used to reduce access.

I want to see how my fishery has changed over time so that I can help to avoid future changes that adversely impact me and my industry.

I want to see how other fisheries are doing so that I can compare my experience to others.

I want to to have accurate information so that I can be well informed when management decisions are being made.

**Commercial  
fisherman**

“

**I want to see how my views are the same/different to other charter boat owners/operators so that I can feel connected and potentially identify allies.**

I want to see how my fishery has changed over time so that I can help to avoid future changes that adversely impact me and my industry.

I want to see how other fisheries are doing so that I can compare my experience to others.

I want to to have accurate information so that I can be well informed when management decisions are being made.

**Charter boat  
owners/  
operators**



**I want to see changes over time so that I can explore connections between management changes and changes in fleet dynamics**

**I want to understand the perceptions and perspectives of fishermen statewide so that this can be factored in when considering management changes.**

**I want to have fishing dynamics information readily available so that I can share it with other resource managers to compare and contrast**

**I want to fill in data gaps so that I can be better informed (and take things off my to-do list).**

**I want to rely on others for socioeconomic expertise so that I can have support in areas that are not my expertise, and, perhaps, to broaden my understanding of the issues.**

**Resource  
manager**

“

I want to experience new ways to collect information that I also collect so that I can continue to inform my best practices.

I want to learn about fishermen's perspectives and the relationship with fishing data I can continue to inform my expertise and knowledge

I want access to new data sets so that I can strengthen / inform my research

**Researcher**

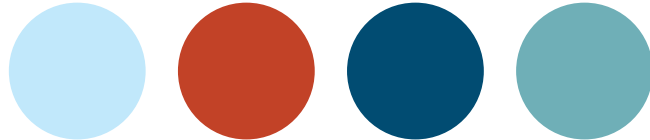
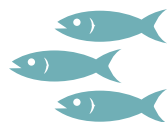


2

Look & feel inspiration

# Style Guidelines for our website

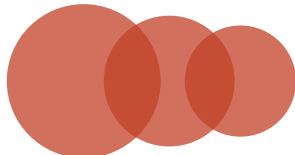
Colors, fonts, icons, & photography style



0123

We have compiled and gathered a vast amount of data and information on the economic and social well-being of fishing communities.

Gotham Bold



“It’s extremely important to be in multiple fisheries because things are cyclical, markets are cyclical.”

It’s pretty hard to make it on just a single fishery.”

—Gotham Rounded



The stump of an old-growth cedar sees the light of day after a century immersed in the reservoir above the Elwha Dam.  
Photo: Ben Knight

# Storytelling

Photography, videos, quotes, and maps can all contribute to the experience of storytelling on our website.

*"Petroglyphs are really kind of maps. We've always had maps—they've been etched in stone, they're sung in prayers, they're mentioned in many different orations, and they're woven in textiles and painted in ceramics. One important one is the spiral."*



*These examples are from the following websites:*

**Voices of the Grand Canyon**  
[storymaps.arcgis.com/stories/b22a6a09bb2344ff845d9efd3e4152f7](https://storymaps.arcgis.com/stories/b22a6a09bb2344ff845d9efd3e4152f7)

**River Reborn**  
[storymaps.esri.com/stories/2015/river-reborn](https://storymaps.esri.com/stories/2015/river-reborn)

**At Nature's Crossroads**  
<https://storymaps.esri.com/stories/2018/dangermond-preserve/>



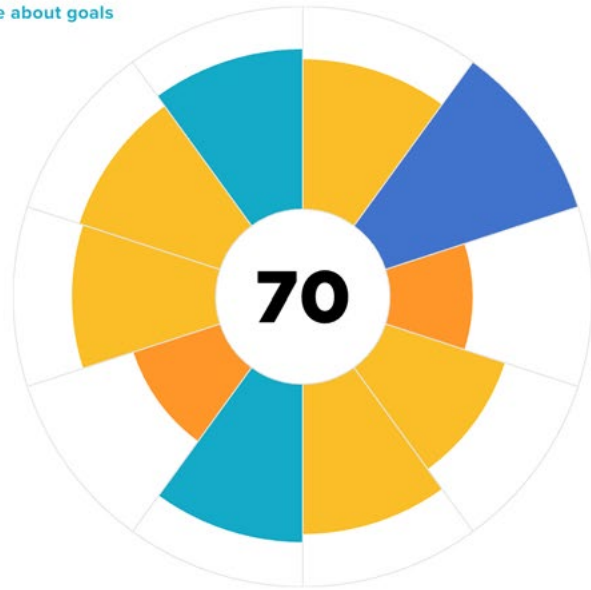
**"The Zuni people, we call ourselves the A:shiwi. We've been here for a long time, a very long time."**

— Jim Enote, Zuni

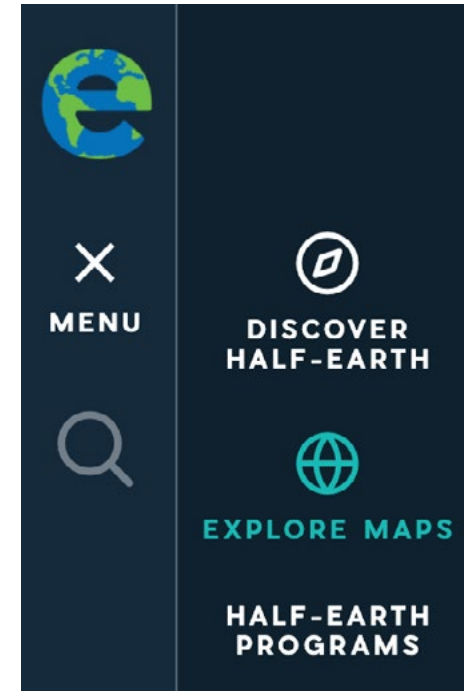


Click on a goal to learn how it is calculated

[Learn more about goals](#)

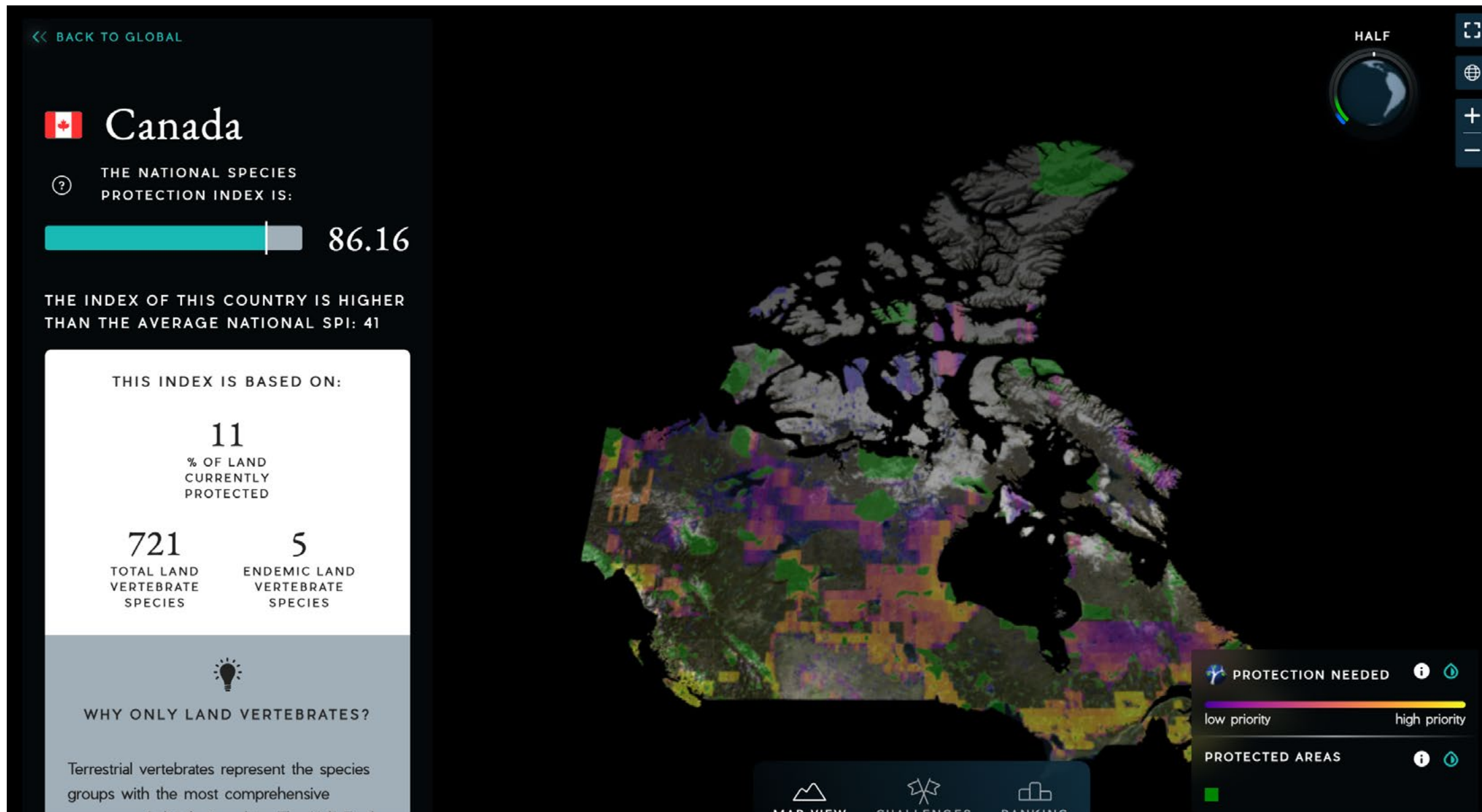


- 74 FOOD PROVISION
- 100 ARTISANAL FISHING OPPORTUNITIES
- 41 NATURAL PRODUCTS
- 62 CARBON STORAGE
- 74 COASTAL PROTECTION
- 78 COASTAL LIVELIHOODS & ECONOMIES
- 45 TOURISM & RECREATION
- 71 SENSE OF PLACE
- 73 CLEAN WATERS
- 79 BIODIVERSITY



# Data visualization

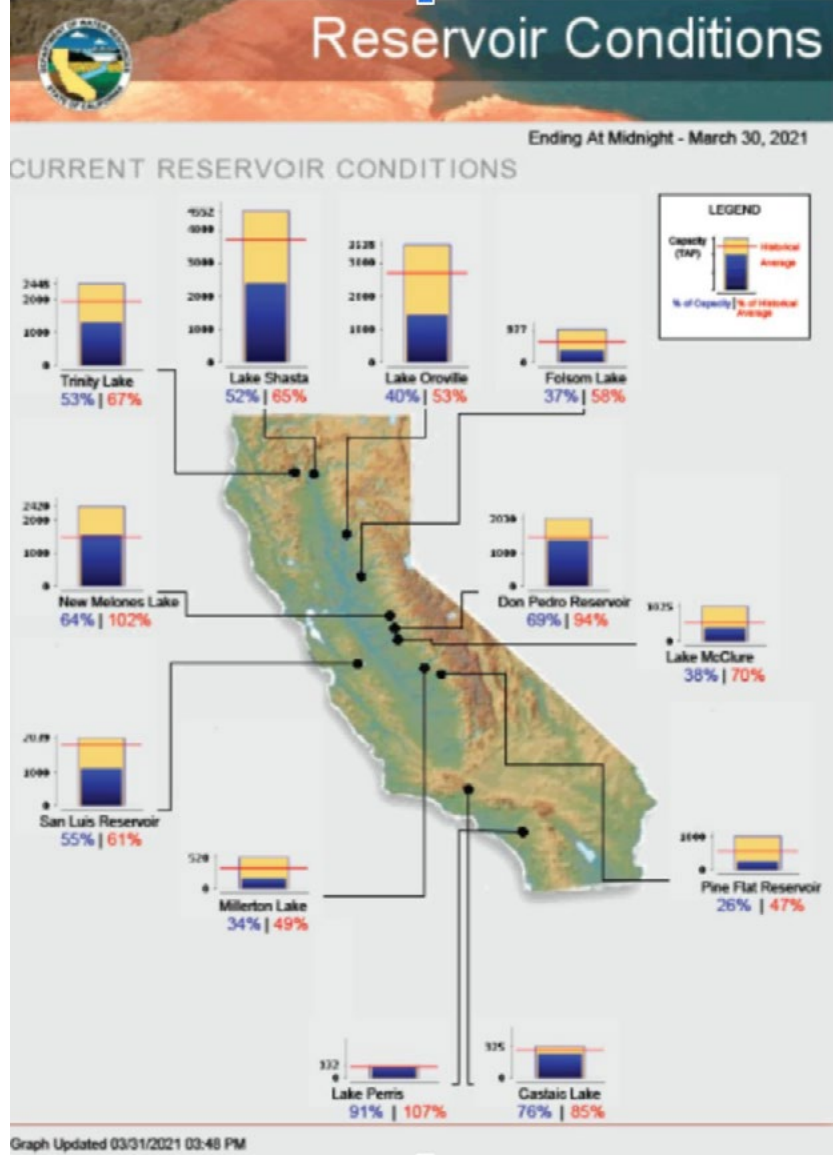
These are examples of different ways to share data in compelling, accessible ways.



These examples are from the following websites:

**Half-Earth Project**  
[www.half-earthproject.org/maps](http://www.half-earthproject.org/maps)

**Ocean Health Index**  
[www.oceanhealthindex.org/region-scores/scores/united-states](http://www.oceanhealthindex.org/region-scores/scores/united-states)



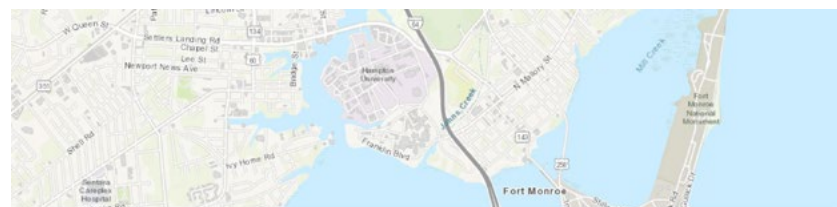
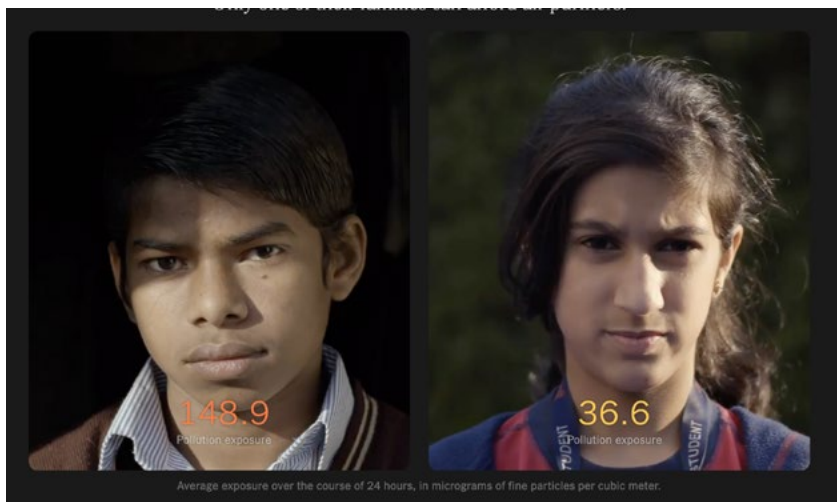
# Data visualization cont.

These are examples of different ways to share data in compelling, accessible ways.

*These examples are from the following website:*

**Who Gets to Breathe Clean Air?**  
[www.nytimes.com/interactive/2020/12/17/world/asia/india-pollution-inequality.html](http://www.nytimes.com/interactive/2020/12/17/world/asia/india-pollution-inequality.html)

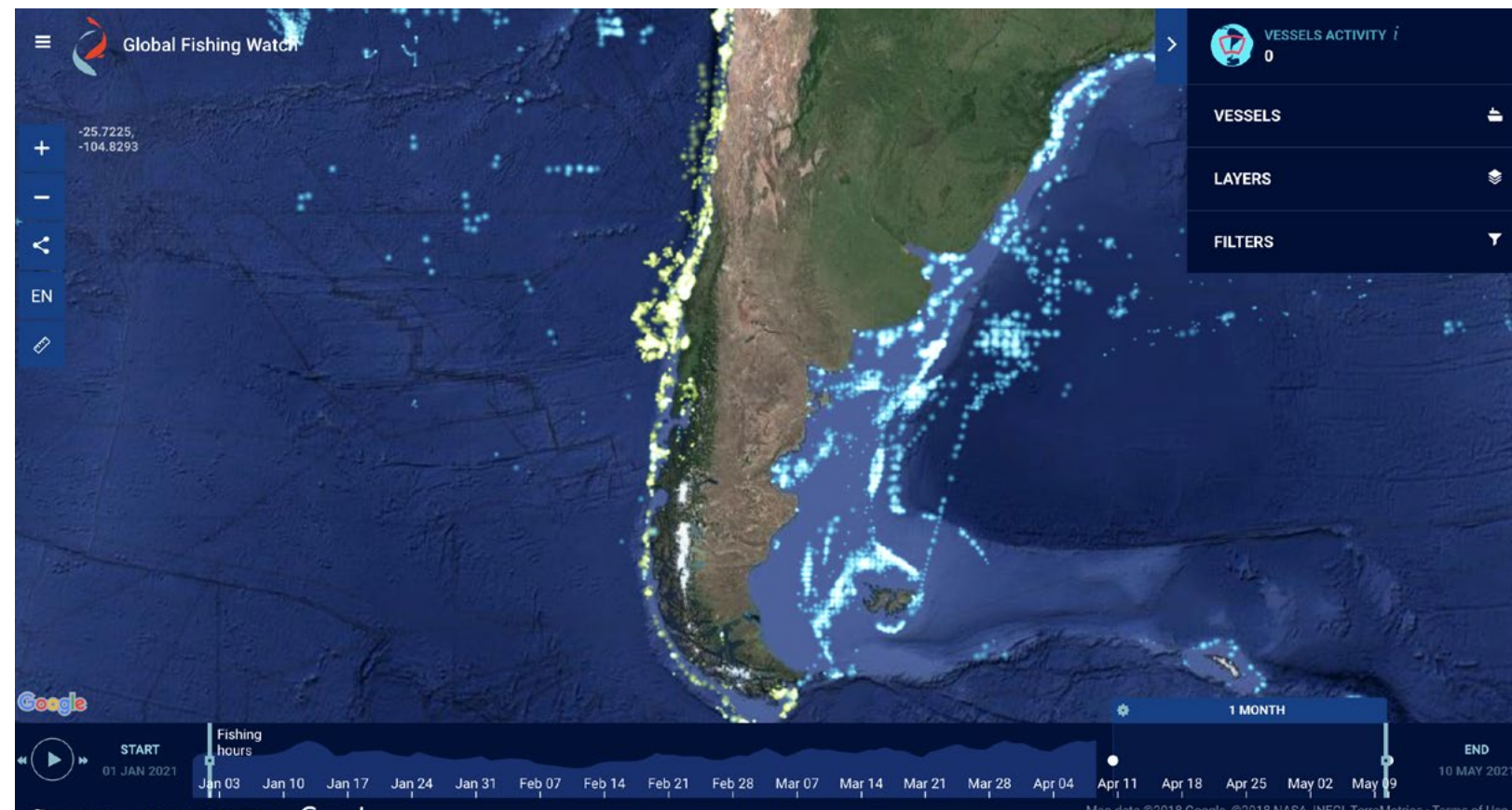
**Global Fishing Watch**  
[globalfishingwatch.org](http://globalfishingwatch.org)



## Dr. Jeanette Davis

She always thought she'd grow up to be a medical doctor. **Jeanette Davis**, aka "Dr. Ocean," said that is a common expectation for young, science-inclined Black students, who tend to encounter few people of color in research science positions.

However, a campus visit to Hampton would change her view and career goals. There she made a fateful stop by the Marine Science Department and was surprised to learn how many branches of science – biology, chemistry, physics, meteorology – come into play in



Thank you