

Orcasound Orcasite Project Brief

Started on: 7/24/23

Last updated on: 7/24/23

Background

Describe what the project is about, what's its context and background.

Describe why it's being carried out. If it's a part of a wider customer journey, link it here.

Orcasite is the name given to the Orcasound listening web-app. This is what Orcasound is- the ability to listen to livestreamed underwater microphones, called hydrophones, installed in marine waters. Many users think of this when they think of Orcasound. Traditionally, hydrophones in the Orcasound network have been placed in the Salish Sea, but as the network scales they could be placed anywhere in the world, most likely focused in the Southern Resident Killer Whale habitat zone between Monterey Bay California to southern Alaska.

Traditionally, Orcasite has gone through a waterfall development process, with versioning defining updates. Version 3 was the first time an interactive map interface was implemented. Moving forward from this version, we will be taking an Agile framework approach to updates, iterating features rather than an overall redesign.

Objective

Describe what is the ideal future you want to have once this project is finished. What is the outcome you're looking to get out of this?

How does this fit into your team's and/or company's wider goals? (Link them here.)

What is the benefit for the business?

What is the benefit for the user?

- Objective 1
 - Create a high level of usability for Orcasite, iterating and implementing new features based on user feedback
- Objective 2
 - Orcasite users tag SRKW calls for use in marine research that benefits marine conservation efforts.

Key results & Success criteria

How will you know the project was successful once it's finished?

Think KPIs, OKRs, UX metrics, benchmarks, company targets (whatever your company is using).

- Key result 1
 - When Orcasite receives a high level of qualitative usability based on user feedback from usability testing
- Key result 2
 - Using OrcaLearn, Orcasite users are able to correctly identify and tag specific SRKW calls during live or archived hydrophone listening events

Target audience

Describe the target audience for this project.

You can link to your personas.

All Orcasound personas:

- Primary Persona: [The Concerned Citizen Scientist](#)

- Secondary Persona: [The New/Infrequent User](#)
- Served Persona: [The Professional Marine Scientist](#)

The team and stakeholder map

Define team roles and responsibilities.

List stakeholders and describe what level of involvement is needed/expected.

Who is the decision-maker (sign off)?

[Note: One way of doing this can be a RACI matrix]

Stakeholders:

- **Main Orcasound Stakeholder:** Can provide background on who, what, where, why, and how for project requirements, including technical limitations. Limited, as needed involvement. *Scott Veirs*
- **Principal UX Manager:** Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Main Orcasound Stakeholder. Involved as needed, is contacted before Main Orcasound Stakeholder, and directs project lead. Signs off on work when requested. *Brendan Thatcher*
- **Product Manager:** Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Main Orcasound Stakeholder. Involved as needed, is contacted before Main Orcasound Stakeholder, and directs project lead. Signs off on work when requested. Facilitates UX work to production in GitHub. *Brendan Thatcher*
- **UX Managers/Other UX, Dev, or Other Leadership:** Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Principal UX Manager or Main Orcasound Stakeholder. May not be direct reports but can be as needed. *Various*

UX Team Members

- **Team Lead/Co Lead:** Schedules, leads, and sends reminders for weekly team stand up meetings. Can be an individual contributor (IC) as well. Writes or delegates the writing of user stories in Github when design is sent to production. Reports to Principal UX Manager.
- **UX Researchers (IC):** Plans, conducts, and reports on UX Research for project. Accesses Research Operations program to recruit participants for studies. Reports to Team Lead/Co Lead. *Various*
- **UX Designers (IC):** Designs based on user research as reported by UX Researchers. Reports to Team Lead/Co Lead. *Various*
- **Other UX Roles As Needed (IC):** Content Strategists, UX Writers, and any other UX-oriented roles who contribute their core competencies as needed. Reports to Team Lead/Co Lead. *Various*

Dev Team Members

- **Front End, Back End, Full Stack Devs:** Assigned issues by Team Lead/Co Lead or designate to develop design work. Uses established frameworks that meet the needs of technical specifications.

* **Note:** Any team member can transfer roles at any time. There is full support for exploring different roles for professional development. Please communicate role changes with teammates and leadership as needed.

Scope

What's in scope

Describe what definitely needs to be worked on and why.

Iterating or suggesting new Orcasite features

What might be in scope

Often, there are those 'maybe areas and topics' — list them and describe conditions under which they could be included (e.g. if we have time, if we find out enough evidence in user research, etc.)

Iterating or suggesting new features for other Orcasound web-pages and web-apps

What's not in scope

Describe what the design team should not challenge (e.g. hard technical constraints, change of CMS, major design overhauls during a platform migration project, etc.)

[Note: I use this one more as a guide to understand which topics will be hard to change, which things shall be taken as project constraints, and what the business values as a status quo. However, in practice, if you make some key discoveries which could significantly help the product and you have a really strong rationale for them, everything can be challenged.]

Complete redesign of Orcasite

Dependencies

Are there any other teams, people, technology or anything else that the success of this project is dependent on? Describe them.

- Orcasound Design System/Style Guide specifications
- Discovery research
- Evaluative research

Risks

List risks and caveats that need to be considered.

E.g. What are the risks to the success of this project? What would happen if we don't meet the deadline?

- Lack of volunteer commitment
- Lack of communication across project teams
- Lack of Product Management

Deliverables

List tangible artifacts that this project is expected to deliver.

- Research
 - Study plans for any discovery research done for Orcasite
 - Presentation of discovery research findings and recommendations to UX Team members, stakeholders, UX leadership, and other cross functional Orcasound volunteers
 - Study plans for any information architecture studies done for Orcasite
 - Presentation of information architecture study findings and recommendations to UX Team members, stakeholders, UX leadership, and other cross functional Orcasound volunteers
 - Study plans for any usability testing studies for Orcasite content, features, or web page prototypes
 - Presentation of usability testing findings and recommendations to UX Team members, stakeholders, UX leadership, and other cross functional Orcasound volunteers
- Design
 - Design reviews for designs before usability testing to UX Team members, stakeholders, UX leadership, and other cross functional Orcasound volunteers
 - User stories written that specify design specs for production to be assigned to devs

Ways of working

Communication

What communication tools will you use and what for? (Email vs Slack vs JIRA vs Zoom, etc.)

Slack channel: [#ux-orcasite](#)

Shared data

Where is the project space/folder and all the materials relevant to the project? Does everyone have access? If not, who will make sure everyone has it?

- Project folder: [PROJECT: Orcasound Orcasite](#)
- GitHub Product Repo: <https://github.com/orcasound/product>
 - GitHub project: <https://github.com/orgs/orcasound/projects/35>

Additional notes

If there is something else, specific to this project, state it here.

UX Project Resources: Link to GitHub wiki here