

A photograph of a metal walkway bridge with a grid-patterned deck and blue railings, extending into a dense, lush green forest. The bridge is the central focus, leading the viewer's eye into the woods. The forest is filled with various types of trees and ferns, creating a rich, textured background. The lighting is natural, highlighting the vibrant greens of the foliage.

WELLINGTON BOTANICAL SOCIETY

The problem with the Wellington Botanical Society website I have found through is that it is very outdated and not very engaging to use. This shows that the site does not complete the goals they are hoping to achieve.

It is not modern nor very inviting to read the content up on display. The reason being that there's a large amount of text (content) that users are presented with.

Even though the organisation has clearly stated on their home page who they are and what they do. It is not presented in a visually pleasing way that'll engage users to the next step. Rather users are introduced with large chunks of information. Potential members could no longer exist due to this.

No clear strategy has been presented to engage new and existing members along with visitors. Even though the simple look is good it is not very inspirational nor interesting to the users of the site. Currently this website fails to represent what the organisation really is about.





GOAL

Since the Wellington Botanical Society shows how NZ green clean and ethical (through their vast knowledge provided to the Wellington community) they are, I wanted to continue to present this focus to the public. The reason being that this is what the organisation consists of. I will also have to meet the clients requirements which are:

- Increase public awareness
- Maintain engagement of existing WBS members
- Increase in more people joining as members
- Achieve a modern and insightful representation of what they do

Making sure that I maintain the pure look focussed on the Society's is an essential part of this website as the client needs a focus on how the organisation should be seen to the public

The website is consistent but it is very unappealing to view. Considering there is more of text and no kind of strategy used as the is only consistency there is with the font choice, colours and layout.

Information is not easy to discover due to the fact that there are no icons in regards to replacing text. This also shows that users will take a while to find certain information to get to their destination.

Flexibility is very low due to the fact that some pages are hidden. Although the navigation can make advanced tasks efficient as it is a fast way to get to the main pages. With the amount of content displayed on the website flexibility should be very high.

The site is not minimal in regards to content. It is very heavy on text which includes outdated information that is no longer relevant. E.g. Past event information (date, time, what to bring etc.). The navigation is hefty on the amount of pages as well.

There is no clear help or contact page spotted in the navigation. Instead I had to scroll down the homepage to find it which shows that it is hidden.

GENERAL REVIEW

- Texts only goes across the screen view width which makes it uninteresting to read and could get lost easily
- Background image is unappealing as the logo repeated which is already shown
- Lot's of content which can be a weakness
- No call to action strategy to engage users

Instead, users are welcomed by a bunch of text on screen only

- Buttons are hard to tell apart from the text when the users has visited the site when scanning the page

OVERALL LOOK OF SITE

- Simple
- 4 main colours used (green, white, black and blue)
- Feels very default
- Too much information
- Very poor usability standards
- No icons used for quick

CONCLUSION

The website current user experience is very poor as it does not put their users first to engage them the content shown. As outlined, the website only consists of a lot of information (text) and not enough visual appeal to users. It is somewhat difficult to decide on what content to view first which then becomes very overwhelming overall. Even though the site is simply visual wise, the aesthetic side is very unexciting which could possibly lose engagement of potential users. Reduction in content (such as outdated events) and enhancing the asethetic side of the site is what would be needed to take into consideration when design the outcome.



REVIEW



LEAN PERSONA

After conducting a review on the current website and looking into the Wild Plants of Wellington page (a Facebook group associated with Wellington Botanical Society) I had come up with a few assumptions which were turned into a lean persona.

This is Samuel Rhodes. A retired botanist who is wanting to continue to explore his interest in botany. With

very little knowledge in modern day technology Samuel struggles to use modern websites and interfaces. This also affects his socialising on social media apps even though he is very social outside of the internet. Samuel also dislikes reading hefty amounts of information due to the fact that he is a visual learner and prefers getting straight to the point in an organised manner.

Samuel Rhodes

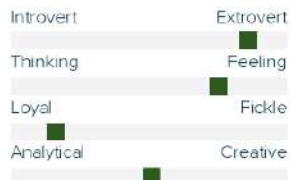
Xtensio



"I'm looking for a simple website that'll help me continue my interests in botany"

Age: 23
Work: Botanist
Family: Married, 2 kids
Location: Wellington, New Zealand
Income type: Low

Personality



- Adventurous
- Outgoing
- Refreshing looks
- Ethical
- Organised

Goals

- Wants to keep up to date with wild plants within Wellington
- Continue to gain more knowledge more about Botany
- Become a member of Wellington Botanical Society
- Be well organised

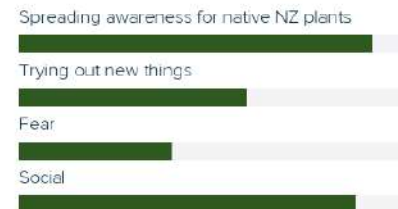
Frustrations

- Not very tech savvy
- Tends to get overwhelmed with hefty content
- Gives up easily

Bio

Samuel Rhodes is a botanist currently living in Wellington, New Zealand. As a botanist Samuel loves to keep up to date on wild plants within Wellington but is unsure where to find local groups besides Wellington Botanical Society. After seeing his son using modern day technology and websites, Samuel tries to do the same and keep up to date with modern technology as well but fails to do so. This lead to Samuel resorting to what he is most comfortable and familiar with. Being a visual learners is also what has held Samuel back. During his spare time, Samuel likes to work consistently by organising in the weekends and going to visit Zelandia with his family.

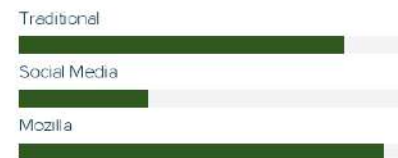
Motivations



Brands & Influencers



Preferred Channels



NZ Plant Protection- Main Points

Strengths

- Use icons for quick skimming across the site
- Simple navigation
- Clickable links/buttons contrast from the rest of the text well
- Titles clearly outline what the page is about
- Responsive
- Simple and modern interface

Weakness

- Too many icons on one page
- Disagree on the use of titles changing on the banner as it goes by pretty quick

- Newsletters are not up to date
- Doesn't outline what we are signing up for when creating an account
- Looks default

Opportunities

- Improve on CTA strategy - "Shop books" "Publish today"
- Could have a menu on the footer as people might be looking for contact us and rather than a on hover drop down

Threats

- Amount of information may overwhelm user



NZ Botanical Society - Main Points

Strengths

- Uses images of people
- Simple navigation
- Reasonable colour scheme
- Modern looking
- Online form for membership sign up
- Friendly looking (colours relate to organisation)

Weakness

- Quite a bit of space on the right side of the page
- No contact form
- Out of date content
- Navigation not accessible on all

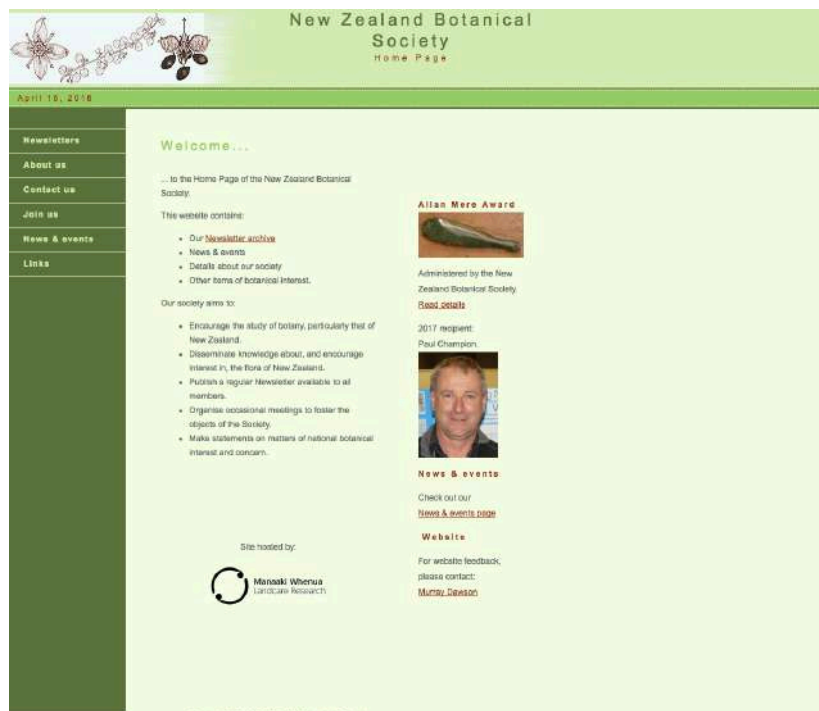
- pages
- Looks default

Opportunities

- Could centre the content so it is evenly distributed
- Have images of people who are in charge not just members of the society
- Ways of paying could be specified in member form

Threats

- Outdated site could lead user to abandoning the site
- Members may not join if there are no recent newsletters updated on their site



- Members of this group are not all from Wellington or WBS
- One person found to not reside in New Zealand according to their Facebook page
- People of all kind post up plants they find and ask for help on what type of species they are
- President and other high roles of Wellington Botanical Society posts
- Posts are also related to Wellington Botanical Society but are not the official Facebook page for the society
- Not many members had completed the survey. During the client interview the client had mentioned that the older members don't use the social media as much due. They are more active via emailing
- Some members are just gardeners



CONFIRMED PAGES/CONTENT TO REMOVE

- Articles
- Trip reports
- Links (other societies)
- Identify page - Don't initially use it. Sends to Julia then to identify plants then sends the image and details of species to a professional to identify

CONFIRMED PAGES/CONTENT NEEDED

- Meeting/Field trip info
- Membership info
- Awards

- Member Benefits need to be outlined (in Trello board)
- Outline organisation details
- People want to see more understandable content
- Show that visitors are welcomed
- Influence younger people to join
- Older people don't really use smart phones which is why they don't mention it too much but would like to see people use it more

TARGET AUDIENCE

- Retired members/visitors mostly (don't use much technology) = Simple look
- Students/Younger people (lesser) = Modern look
- Botanists members
- Not everyone is a member that are apart of the Wild Plants of Wellington

Facebook Page

CONFIRMED ASSUMPTIONS

- Older audience
- My assumption was people of the community don't want to be become members because it was too expensive. Rather it's because the retired generation aren't passing on their interest due to the fact they are passing away.
- Client does want to attract more members
- Client doesn't have a current theme style but would like to see more realistic content such as images
- Client does want a more organised website
- Users do want up to date content on field trips such as more details on when and where

IDEAS

- Promote how societies work together?
- Promote Wilton bush
- Show diversity within knowledge among members/visitors
- Identify section could be replaced with e replaced with iNaturalist app promo and/or contact section for older audience
- Retired members/visitors = Simple look
- Students/Younger people = Modern look



CLIENT
INTERVIEW

I had the chance to attend a field trip that was held on the week of the research stage. This gave me a better insight into who my target audience is and what they experience when they attending these field trips which will help me in reflecting these experiences onto the website.

I also took some photographs for the website in regards to showing users what the real feel is like when being apart of the Wellington Botanical Society. Using images of random people and plants that aren't related to Wellington and New Zealand would be a huge misinterpretation of how I the Society should be represented as.

Main points from the site visit:

- Couple people have arrived from the Nelson Botanical Society
- People want clearer details on how to get to field trip locations (my thought: this could mean that the society is losing visitors and possibly potential members)
- Few visitors had arrived
- Mostly elder people attended field trip
- 4-6 people were young out of the 28 that attended the field trip
- Lots of engagement between both the young and elderly
- People were botanising most of my time there (looking and studying the plants)



I surveyed 12 participants for my survey in order to find out who my target audience is and what frustrations are currently occurring in regards to the site and botanising overall. To start my survey I have added a screening question to people who are only interested in native plants and/or botany. This is so my answers are not skewed with who I'm aiming my website for.

AGE BRACKET

The age bracket was varied by the participants.

- -25% of the participants I surveyed are between the age bracket of 55-64. This confirms my assumptions of older target audience. This inclines that this will prominently be my age range target audience.
- -A percentage the participants are also 18-24 whom are students
- and slightly younger audience.

LOCATION

9/12 participants surveyed are from New Zealand. The 3/12 participants are from Outside of NZ. This was also discovered in the social media research which is why I have sent the survey out to people outside of NZ as the interest in botany is not limited to within Wellington.

ETHNIC

66.7% of participants are NZ European. Although this is a fair amount of participants, other ethnic groups will need to take into

consideration of the other ethnicity's as I do not want to offend other ethnics and their culture. The other ethnics include Maori, British, Dutch, German, Caucasian and European.

INTERNET BROWSER

Since 58.3% of the participants use Chrome this will be my main focus/base that I will create on. I will then work my way to cater all potential users who use other browsers as 16.7% have selected Firefox, another 16.7% have selected Internet Explorer and 8.3% of participants have selected Safari as the primary browser they use.

DEVICES

Participants also have selected all the devices listed they use so I will also need to cater to the different width of devices.

SMARTPHONE CONFIDENCE

25% of participants are somewhat confident in using smartphones. I will need to take into consideration to not use advanced interactions such as swiping back to go back to a page.

WBS RELATION

Most participants (58.4%) I surveyed are members are of the Wellington Botanical Society. The other half are visitors or have no interest in Society/Wild plants of Wellington group. I will need to create something in order to keep people engaged and possibly turn them into



members.

INTEREST IN BOTANY INFO

Most people are interested in botany itself and want to know more information on the plants such as plant ecology and plant identification. This includes photos, facts and stories.

RAISING AWARENESS

All participants have a high level in support raising awareness for native plants. Most people are wanting to encourage others to understand how significant plants and protection of our native plants are as they are becoming increasingly extinct. A member also mentioned that raising awareness will help in getting people to join communities and plant in their garden. This confirms my assumptions of people wanting to share to raise more awareness.

CURRENT WEBSITE THOUGHTS

Most participants who have looked at the website were unimpressed with the website. Although people found information on their site helpful such as the diary and meet-ups.

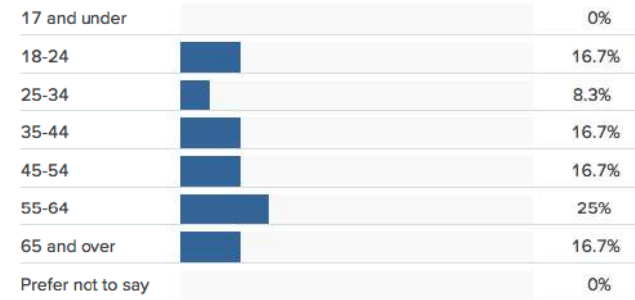
A different participant had struggled using the site as they found it frustrating to find information.

One participant whom is a member suggested to having images to the site. This is good as a participant of the survey previously mentioned that they would like to

see what more photos with botanical names as to what they are.

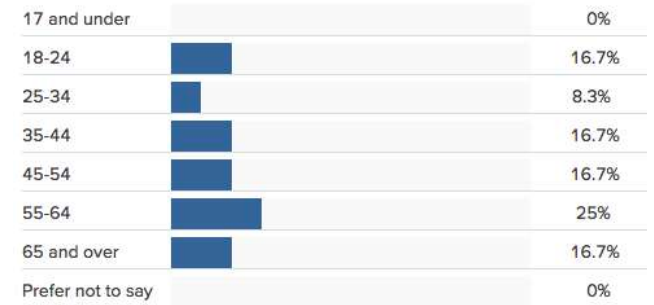
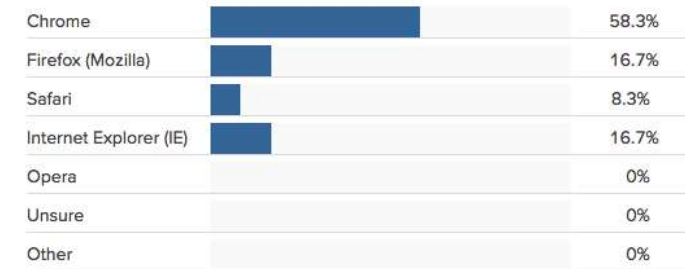
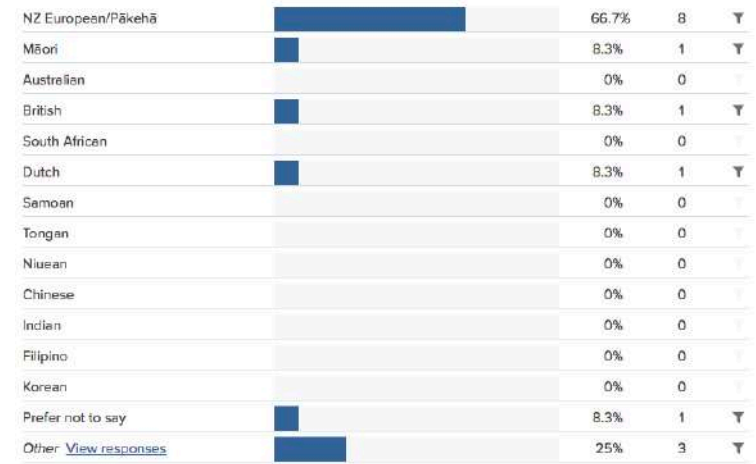
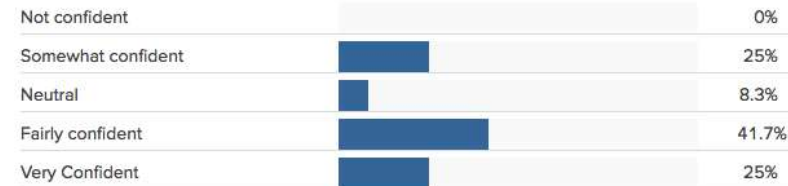
Another participant who is retired had mentioned they weren't given enough information in relation to activities.

I had assumed that user would like to follow groups but through research I had been slightly proven wrong. There was no mention of it. It mainly mentioned that users would like to see more information about plants



How confident are you in using smartphones?

Likert item - required



EVIDENCE BASED PERSONAS

Gregory Davis



"I am interested learning more about botany"

Age: 60
Work: Retired
Family: Married (wife)
Location: Wellington City
Member status: Botanist (amateur)

Personality

Introvert Extrovert
Thinking Feeling
Loyal Fickle
Analytical Creative

Forgetful Ethical Wise

Goals

- Learn more about botany
- Show others the significance in raising awareness for native plants
- Have confidence in using websites via his smartphone

Frustrations

- WBS' current website is confusing
- Doesn't understand most of the functions in using a smartphone

Bio

Gregory Davis is currently an active member of the Wellington Botanical Society. Him and his wife reside in the Wellington City. As Gregory is getting older he tends to be quite forgetful. In saying this, he struggles to keep necessary information in his mind. Unfortunately Gregory feels very lost and confused with the details provided on the website as it is very overwhelming. Especially seeing the outdated content. On top of this, Gregory is very frustrated with seeing outdated content. Gregory also struggles to use smart phones and trendy functionality that is used on most sites. Due to the reason being that he isn't very active online.

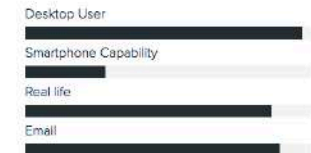
Motivation



Brands & Influencers



Preferred Channels



After research I had then created evidence based personas.

This is the primary persona Gregory. Gregory is currently member of the Wellington Botanical Society. He is retired and tends to forget things quite easily. He is not very tech savvy therefore resorts to what he's used to such.

EVIDENCE BASED PERSONAS

Anita Newman



"I am uninspired by Wellington Botanical Society's current website"

Age: 23
Work: Student
Family: Single
Location: Wellington City, NZ
Member status: Visitor
Ethnicity: NZ European/Māori

Personality



Modern Organised Tech Savvy
Shy

Goals

- Go on more adventures
- Wants to join Wellington Botanical Society as a member

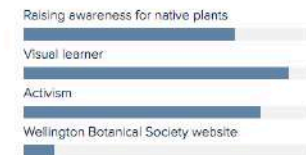
Frustrations

- Too shy to ask for confirmation
- Feels as though she is unwelcomed
- Hates outdated websites
- Unsure if she really wants to join WBS

Bio

Anita Newman is a Victoria University student. She is currently a new visitor of Wellington Botanical Society and a member of the Facebook page Wild plants of Wellington. Anita would like to become member but isn't fully convinced that it is necessary due to the fact that there is a large amount of content available on the site and is unsure of what the benefits are of being a member. She'd love to go to on field trips to experience what the community is like. Anita has also considered being a visitor but is very hesitant as she knows very little about botany. Looking at Wellington Botanical Society current website Anita currently feels uninspired as it only consists of text. Anita is also used to a well organised and modern look of websites. WBS currently fails to achieve her standards.

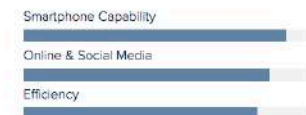
Motivation



Brands & Influencers



Preferred Channels



This is the secondary persona Anita. She is a student who is a visitor of the Wellington Botanical Society. She is unsure about wanting to become a member due to the fact there is already a lot of content available to view on the website. She is a very modern tech savvy girl who is also half Maori. Anita also loves keeping organised.

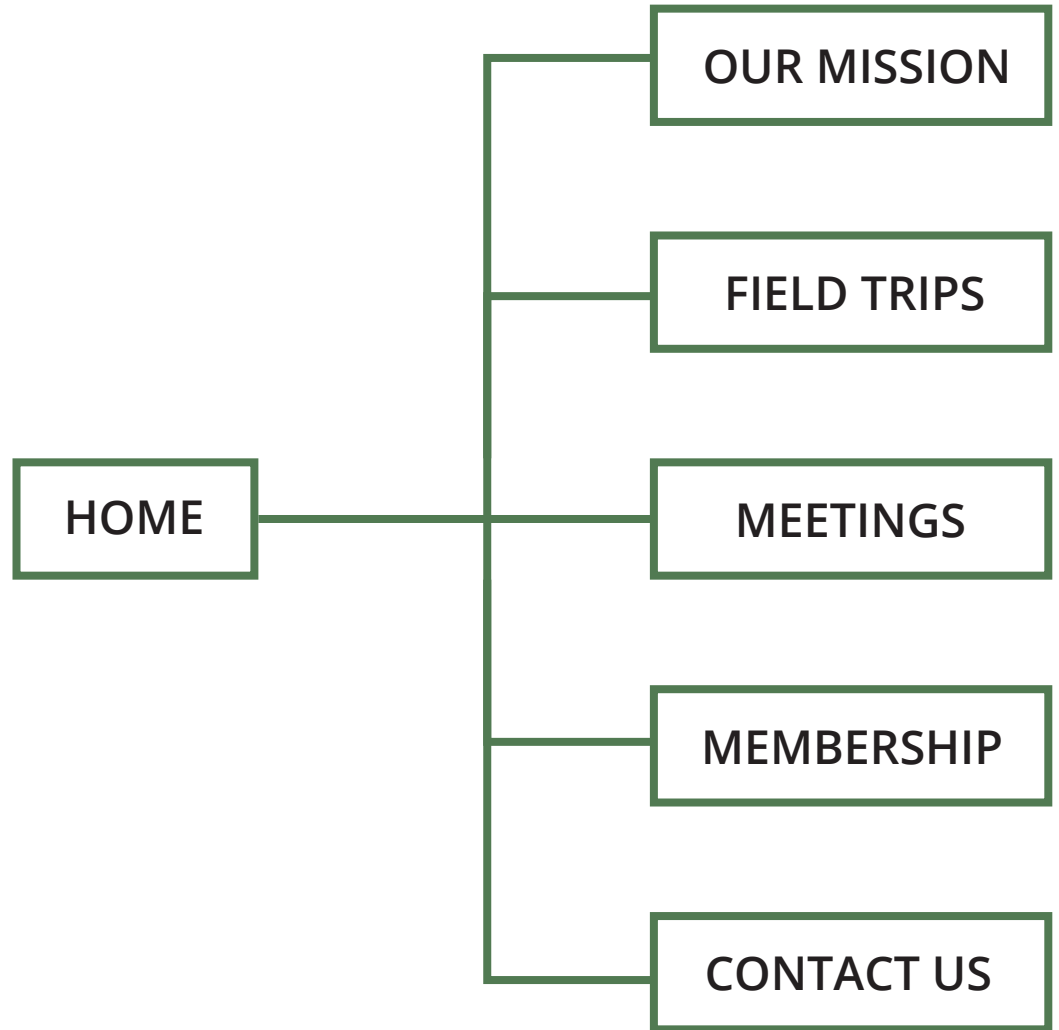
Wellington Botanical Society are an organisation of members and visitors who come together to raise awareness of conserving indigenous plants of New Zealand. They are always looking for new members to join their organisation and also welcome visitors of all kind. Currently the website is full of useful information about both spreading awareness and what they can offer to others.

Their new and improved website comes into play to help achieve their set goals as efficiently as possible. With an up to date website that is warm and welcoming to everyone, the organisation will be uplifting the awareness they are spreading provided by an announcement that encourages visitors to join their organisation, keeps existing members engaged with fresh present day content whilst raising awareness to the public.

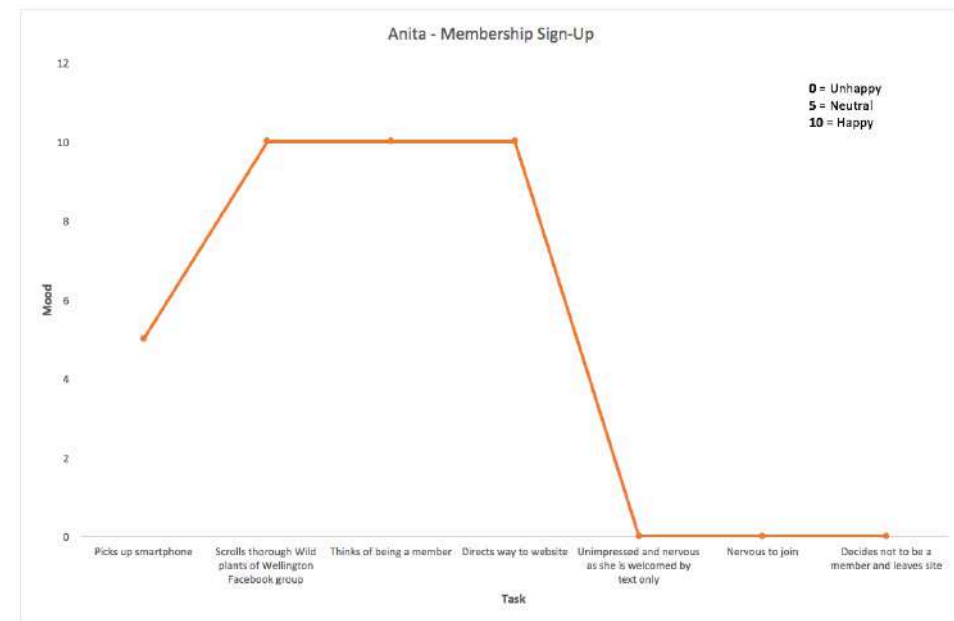
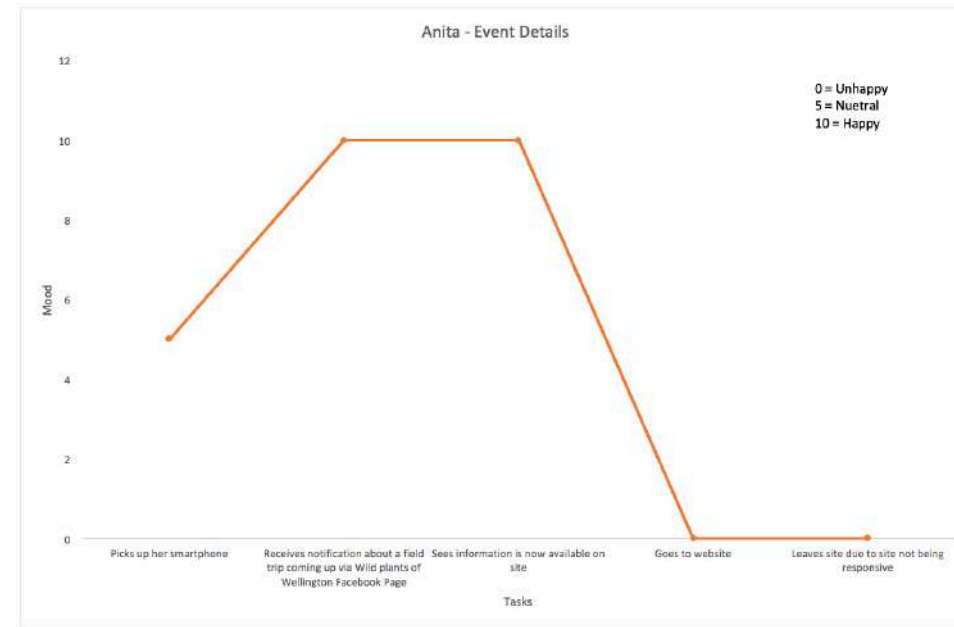
The client will see an increase in members joining Wellington Botanical Society. Future members will be able to become a member successfully with an eased journey whilst they are happy. Members should also be able to find information when need be.



BUSINESS STRATEGY



ANITAS' USER JOURNEY

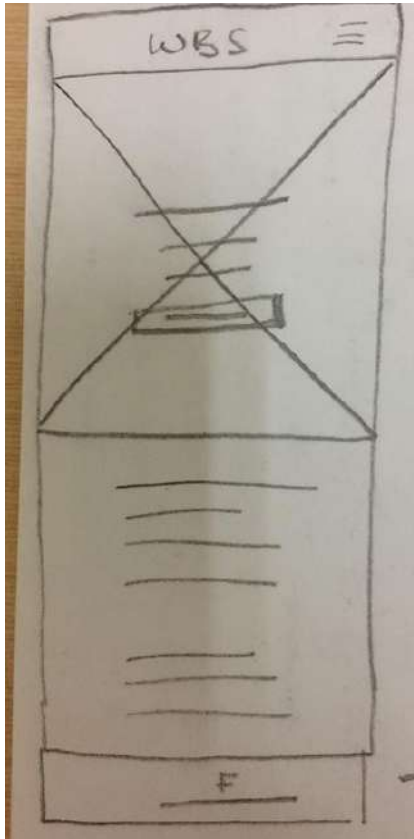


Currently this is how Anita feels when using the current website. Through research I will be changing this mood to a full happy journey. that is short and simple which will leave her happy and satisfied.

GREGORY S' USER JOURNEY

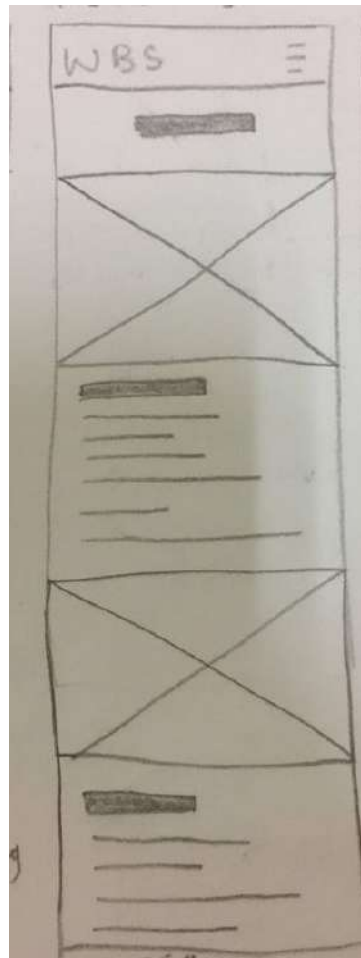


This is Gregory user journey. His mood changed throughout the journey which ended on a bad note.



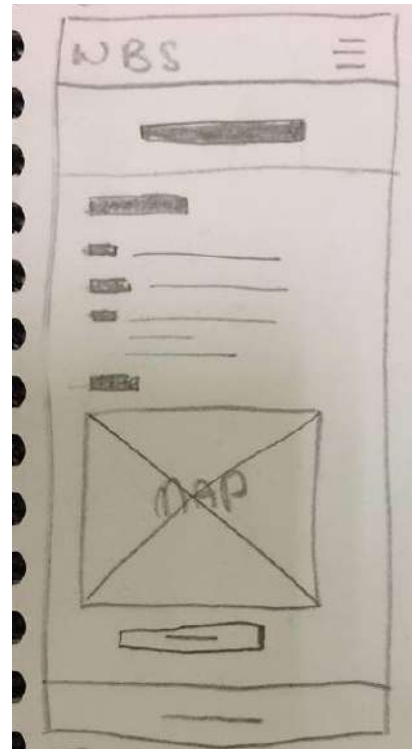
Home

I have added a CTA to become a member which is warm and inviting. This will encourage Anita to join the society. A blurb of what the society is about is also added underneath. A Hamburger menu is also added for modern look which is to meet Anitas likes.



About Us

This page goes more in depth about the society. Images of the people involved in the society will be displayed. Also an image of native plants will help with Gregory in learning more about native plants.

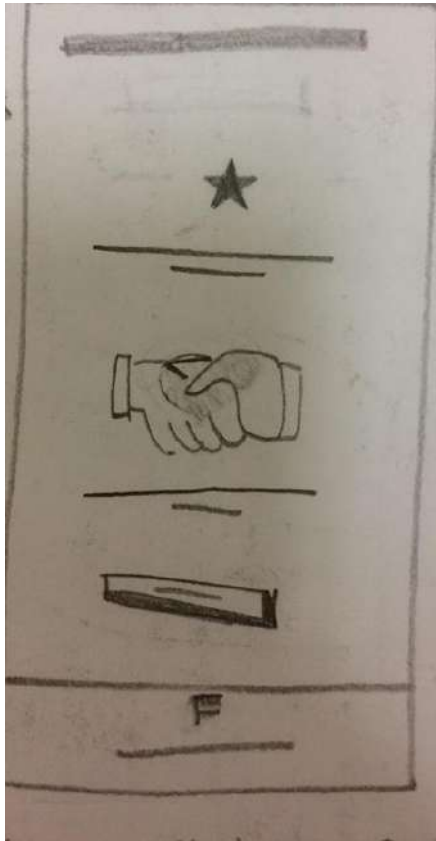


Events

This page will have all the meetings and field trips held by WBS. Users can also attend the event which will contact the organiser to tell them they are attending. A map is shown for Gregory as he is forgetful. This will help him in getting to the location.

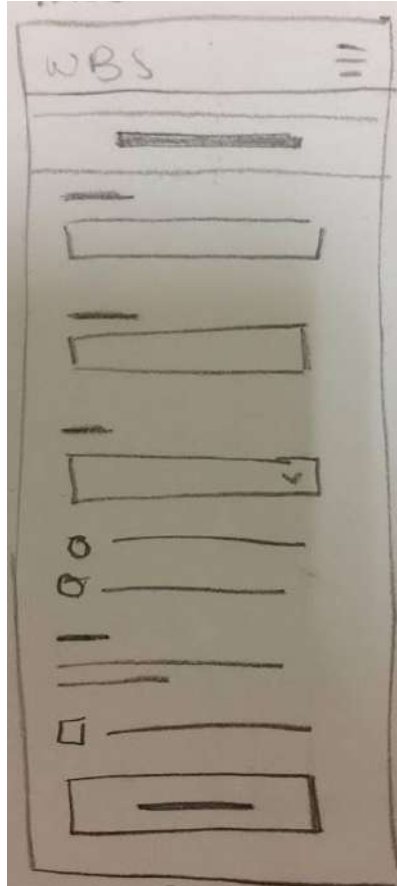


SKETCHES



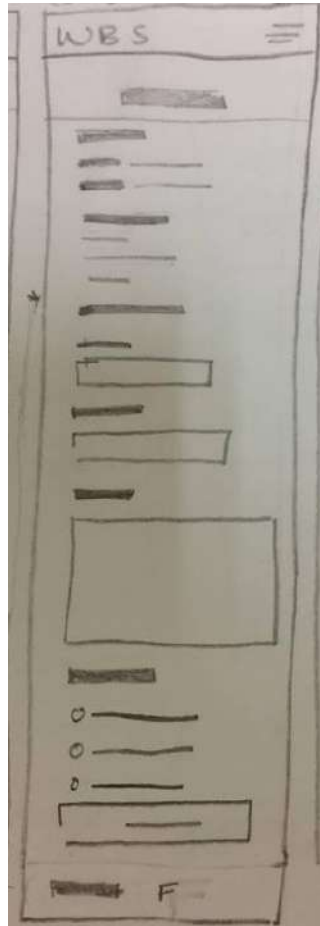
Membership

This is the membership page which is very simple. A form can be completed online using the well organised fields. Icons with membership perks will show why Anita should become a member. This modern twist with the icons will also engage Anita.



Overall

This website will be kept simple as the I do not want the older audience I aiming at to struggle with hefty content and unnecessary information.



Contact Us

A simple form to fill out which in regards to asking questions about membership info (will help Anita), identifying a plant (which can help Gregory) or asking general questions.



Group Feedback:

- Good amount of research
- Look through research to make sure I'm doing the designs in line
- Focus on the key main points of the project
- Look through competitor SWOTS and apply those to the designs

Izsi's feedback on sketches:

HOME - Likes concept 4. Text about the WBS is more inviting and not overwhelming. Likes the icon idea but would prefer to be on the membership page. Likes the people icon

MEMBERSHIP - Have the details about the membership on here

WHAT'S ON - Likes the button for attending. Prefers for users to be directed to email than contact form because of the justification I have provided

OUR STORY - Likes concept 1. Simple.

CONTACT US - Likes concept 2. Prefers all other content besides

NAVIGATION - Likes concept 1 for desktop/tablet. Likes concept 1 for mobile

OVERALL - Looks simple and minimal. Caters well to the TA

Feedback I've given to Izsi:

HOME PAGE

I really like how minimal this page is! And it's a super friendly look. Your justification on using Te Reo Maori is really good too! I suggest lining up the buttons that toggle

on and off. Maybe switch the temperature and toggle switch? So the user are used to the consistency. I'm sure you'll adjust the spacing of the icons but just in case consider that. Maybe "Moera Matt" could be centred too.

I actually prefer concept 2 because it does look more organised.

MY DEVICES

I like concept 1! It's simple so users won't have think too much I reckon. Actually I can't decide concept 2 is so good too! And it achieved the "less pages" approach Chester was talking to you about so I think you should I go with this one if you want to stick that. It's also really simple too. Can you edit the singular device settings where it says "100%?". I really like how you've shown how many devices are in use. The alarm icon is good too! I immediately thought of alarm when I saw the icon.

MY SCHEDULE

I really like this feature on your app. Is it possible to edit the times and date? Even if you can't code it up or won't have time to an icon that shows you can would be cool maybe having like a pencil icon in the top right corner of the box? And then they could toggle an edit icon. Maybe toggle on the plus icon too! That might be too many steps for the user though because they might not want to go through they everyone

OVERALL LOOK

Again it's really simple and also modern which I like. The name you've chosen is so smart.



PEER
FEEDBACK



Help advocate the conservation and protection of New Zealand native plants

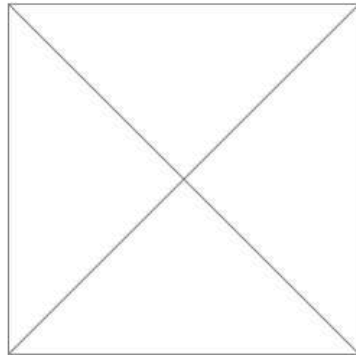
Join Now!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

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Our Mission



Lorem Ipsum

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What's On

Field Trip

Date: 10/10/18

Time: 9AM - 5PM

Details: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.



Attend Field Trip



Membership

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Name

Email

Select membership type

Method of payment

Please send all amounts owing to 02-0536-0017812 00

- Cheque
- Internet banking
- Other

By agreeing, you accept all terms and conditions of being a member of Wellington Botanical Society

Submit

Contact Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.



Wellington Botanical Society

PO Box 3232
Wellington
New Zealand



hello@society.co.nz



04 934 5828



Wild Plants of Wellington

Send us a message

Name

Email

Your Message

Insert Image of Species

Choose file

Plant.jpeg

How can we help?

- Membership information
- Field trip/meeting details
- Just saying hi :)
- Other

Submit





USABILITY TESTING

After creating the wireframes I had conducted two testing sessions. One with a participant who fitted within my primary audience and a group testing which fitted within my secondary audience.

I had a 90% pass rate that needed to be achieved through the scenarios of:

- You are wanting help on identify a plant but you do not use the iNaturalist app. Where would you go to do this?
- You are wanting see upcoming meetings and field trip along with the details. Where would you go to find this?
- How would you tell the leaders that you are wanting to attend?

In the first testing Sunita did not know where the menu was. She also prefers to see field trips and meetings on different pages as she didn't know what "What's On" mean't. (I had to confirm with the client that people do not have to confirm that they are attending meetings. Also since the audience is older a phone number would

be necessary. Also so they have quick access to inform people that the trip is cancelled).

In the Group testing session the scenarios given were:

- You are wanting to be apart of the community. Where would you go to sign up?
- Where would you go to find out more information on what the society is about?
- You are wanting to attend a meeting the society is holding. How would you do this?

This was a very successful test as they passed all scenarios. 2 participants went to "join now" button first. Other participants said he would've gone through the menu. All participant agreed on scrolling down to find out more about the society. 2 participants also said that they would go into the "Our Mission" page after analysing the menu again.



Meeting

Date: 10/10/18

Time: 9AM - 5PM

Details: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur

Home

Our Mission

Meetings

Field Trips

Membership

Contact Us

In reflection with the usability testing I have changed the hamburger menu to a simple button that says menu. I had also split up the events into meetings and field trips so the users can find the event their looking for. The attend button was also removed from the meeting events.

After testing these on two participants that match the primary audience a 100% success rate had resulted. They also said that they find the website very simple and easy to use.

LOW-FI
CHANGES



I then moved on to Hi-Fi wireframing to get a better idea of how I want the website to look when I begin coding. The colours I have used are friendly and inviting whilst also reflecting the organisation feel. The font I have used which is Open Sans is also a light modern feel I wanted to add to meet the persons needs whilst showing how modern and insightful WBS is.



Wellington Botanical Society, established in 1939, has membership of approximately 280 amateur and professional botanists.

Our activities include research, field work, publication, advocacy, and the provision of botanical expertise. We support botanical research and endeavour through grants and advice to students.

We welcome visitors of all kind to our meetings and field trips.

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A little more about us

We aim to encourage the study of botany, particularly the NZ flora, foster an interest in NZ native plants, especially in the field, encourage the cultivation of native plants and advocate for the protection, under protected area statutes, of lands and waters in their natural state.



Awards

The Wellington Botanical Society from time to time offers various Awards and Competitions. For more information please feel free to contact us.

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Meetings

Members' evening

Date: 15/05/18

Time: 7.30PM

Details: Share your botanical slides and photographs taken on BotSoc trips. Or even share your paintings, drawings and favourite botanical readings slides. Also help build up the Jubilee Award Fund which is used to support research on NZ plants by giving a gold-coin koha, folding money/ or buy one or more books we put on display.



Flora of NZ's & Australia's sub-Antarctic islands

Date: 16/04/18

Time: 7.30PM

Details: Join Alex for an introduction to some of the remarkable elements of the flora of the Australasian sub-Antarctic islands: the results of four journeys in the 2017/2018 summer will also structure the evening, with particular focus on the regeneration of Macquarie Island vegetation post-rabbit eradication.



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Field Trips

Wainuiomata catchment

Date: 07/04/2018

Time: 9.45AM

Details: Join members of Nelson Botanical Society to botanise this extensive tract of podocarp-broadleaved forest in one of our drinking-water catchments. See massive northern rata and rimu, numerous species of ferns, lianes, shrubs and ground-covers.



Attend Field Trip

183 South Karori Road

Date: 05/05/2018

Time: 9.30AM

Details: Help to prepare lists of native and introduced plants on this hill-side property owned by Jo Schofield's partner Brent Layton.



Attend Field Trip

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H I - F I
M O B I L E

Membership

To become a member please fill out the form below. Our membership year is 1 July - 30 June. Dues received after 1 May will be credited the following year. If using Internet Banking, please send all amounts owing to 02-0536-0017912 00.

Name

Email

Select membership type

Method of payment

- Cheque
 Internet banking
 Other

By agreeing, you accept all **Terms and Conditions** of being a member of Wellington Botanical Society

Submit

Contact Us

If you would like any help on identifying plants or have any general enquiries in regards to upcoming meetings and field trips, membership information, award information or anything else please feel free to contact us. To stay up to date with Wellington Botanical Society and chat among the community with others join our Facebook group full of diverse individuals!

✉ Wellington Botanical Society
PO Box 10-412
Wellington 6143
New Zealand

@ rockwren19@gmail.com

☎ 021 112 8841

f Wild Plants of Wellington

Send us a message

Name

Email

Your Message

Insert file

 Plant.jpeg

How can we help?

- Membership information
 Field trip/meeting details
 Just saying hi :)
 Other

Submit

H I - F I
M O B I L E

WELLINGTON BOTANICAL SOCIETY MENU



HELP ADVOCATE THE CONSERVATION AND PROTECTION OF NEW ZEALAND NATIVE PLANTS

[Join Now!](#)

Wellington Botanical Society, established in 1935, has a membership of approximately 280 amateur and professional botanists.

Our activities include research, field work, publication, advocacy, and the provision of botanical expertise. We support botanical research and endeavour through grants and advice to students.

We welcome visitors of all kinds to our meetings and field trips.



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WELLINGTON BOTANICAL SOCIETY MENU

Our Mission



A little more about us
We aim to encourage the study of botany, particularly the NZ flora, foster an interest in NZ native plants, especially in the field, encourage the cultivation of native plants and advocate for the protection, under protected area statutes, of lands and waters in their natural state.

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Select membership type

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By agreeing, you accept all **Terms and Conditions** of being a member of Wellington Botanical Society

[Submit](#)


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WELLINGTON BOTANICAL SOCIETY MENU

Field Trips


We welcome all members and visitors to our field trips! Day trips to locations in the Wellington region are usually held on the first Saturday of each month. If you wish to join our field trips please contact us using the link below for more information and confirmation on your attendance.

Wainuiomata catchment
Date: 07/04/2018
Time: 9:45AM
Details: Join members of Nelson Botanical Society to botanise this extensive tract of podocarp-broadleaved forest in one of our drinking water catchments. See massive northern rata and rimu, numerous species of ferns, lilies, shrubs and ground-covers.



[Attend Field Trip](#)

183 South Karori Road
Date: 05/05/2018
Time: 9:30AM
Details: Help to prepare lists of native and introduced plants on this hill-side property owned by Jo Schofield's partner Brant Layton.



[Attend Field Trip](#)

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WELLINGTON BOTANICAL SOCIETY MENU

Meetings

We welcome all members and visitors to our meetings! We also encourage people to help raise funds for the Botanical Society's Jubilee Award Fund by bringing named seedlings/cuttings for sale at each evening meeting.

Flora of NZ's & Australia's sub-Antarctic islands
Date: 16/04/18
Time: 7:30PM
Details: Join Alex for an introduction to some of the remarkable elements of the flora of the Australasian sub-Antarctic islands. The results of four journeys in the 2017/2018 summer will also structure the evening.



Members' evening
Date: 15/05/18
Time: 7:30PM
Details: Share your botanical slides and photographs taken on BotSoc trips. Also help build up the Jubilee Award Fund which is used to support research on NZ plants by giving a gold coin koha, folding money or buy one or more books we put on display.



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WELLINGTON BOTANICAL SOCIETY MENU

Contact Us

If you would like any help on identifying plants or have any general enquiries in regards to upcoming meetings and field trips, membership information, award information or anything else please feel free to contact us. To stay up to date with Wellington Botanical Society and chat among the community with others join our Facebook group full of diverse individuals!

Send us a message

Name

Email

Your Message

Insert file [Upload file](#) [Plant.jpeg](#)

How can we help?

Membership information

Field trip/meeting details

Just saying hi!

Other

[Submit](#)

Wellington Botanical Society
PO Box 10-412
Wellington 6143
New Zealand

racwren19@gmail.com

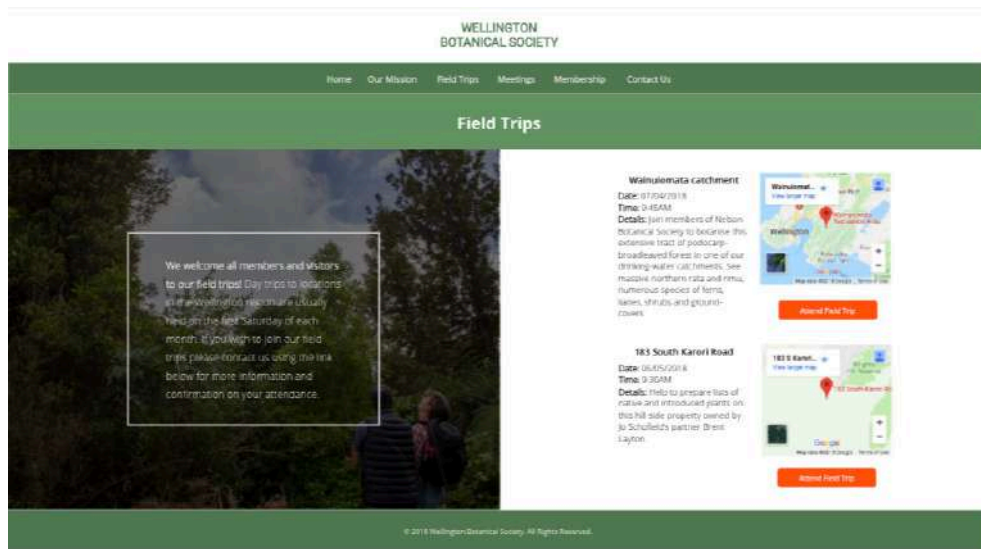
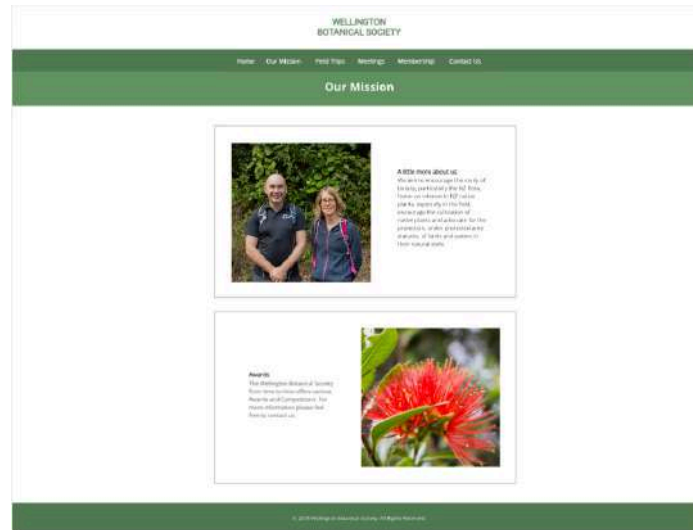
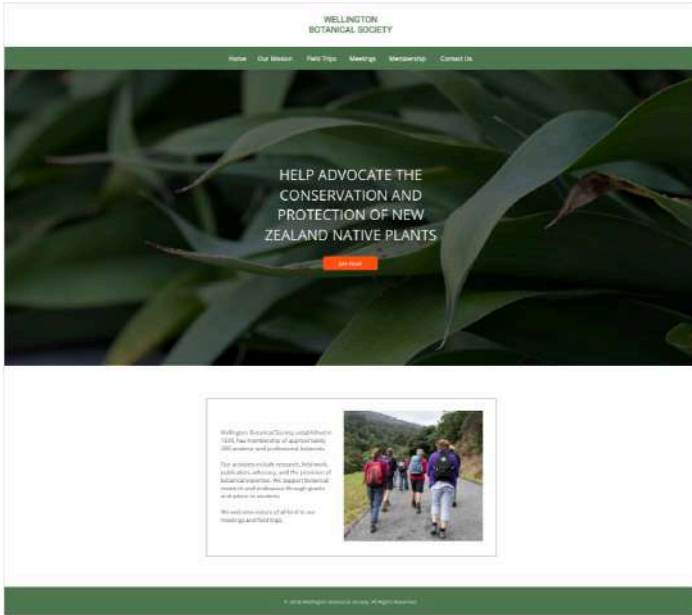
021 112 8841

Wild Plants of Wellington

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HI-FI
TABLET



WELLINGTON BOTANICAL SOCIETY

Home Our Mission Field Trips Meetings Membership Contact Us

Contact Us

If you could use any help identifying plants or have any general enquiries, reports to support fieldtrips and fieldtrips, membership information and award membership enquiries, please feel free to contact us. To stay up to date with Wellington Botanical Society and craft among the community with green plants for school groups, contact us on 0438 434104.

Wellington Botanical Society
PO Box 13-412
Wellington 6142
New Zealand

📧 rockwell1987@43.com

📞 021 312 2841

📍 4341 Road of Wellington

Send us a message

Name

Email

Full Message

Send file

How can we help?

Membership information

Fieldtrips and awards

Job Vacancies

Other

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WELLINGTON BOTANICAL SOCIETY

Home Our Mission Field Trips Meetings Membership Contact Us

Meetings

We welcome all members and visitors to our meetings. We also encourage people to help raise funds for the Botanical Society's Jubilee Award Fund by bringing named plants to meetings. See what is on at each week's meeting.

Flora of NZ & Australia's sub-Antarctic Islands

Date: 15/04/18
Time: 7:30PM
Details: Join for an introduction to some of the remarkable elements of the Flora of the sub-Antarctic Islands. The hours of the journey in the 2017/2018 season will also be discussed.

Members' evening

Date: 15/04/18
Time: 7:30PM
Details: Show your botanical skills and photographs taken on BOTSO trips. Also help build up the Jubilee Award Fund which is used to support research on NZ plants by giving a gift-voucher. Raffle prizes of up to one or more bottles are put on display.

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WELLINGTON BOTANICAL SOCIETY

Home Our Mission Field Trips Meetings Membership Contact Us

Membership

Membership Perks

- Priority first**
Have priority over visitors when we host fieldtrips or summer parties.
- Engage with others**
Attend our night of meetings which help towards our awards.
- Newsletters**
Receive our up to date monthly newsletters including the newsletter.

To become a member please fill out the form below. Our membership year is 1 July - 30 June. Cheques received after 1 May will be credited the following year. If using Internet Banking, please send all amounts owing to 01 7536 8007/12100.

Name

Email

Select membership type

Method of payment

Cheque

Internet banking

Cash

By agreeing, you accept all [Terms and Conditions](#) of being a member of Wellington Botanical Society.

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HI-FI
DESKTOP

Partnership is involved by including the name of the plants in their native name in Maori. This also shows that Wellington Botanical Society are not focus on one culture or only plants that aren't native. They focus on NZ flora too which is what needs to be heard when showing the public what WBS can provide to the Maori and New Zealand.

By giving the images title tags I have also taken into consideration to make sure people know what plants are promoted on the website by adding a title tag to the images. The names are also in their native name (in Te Reo Maori) which shows the protection of Maori values to education others in the knowledge of Te Reo Maori and culture. These images are also to promote that we should look after these plants so they continue to live on in New Zealand and not become extinct.

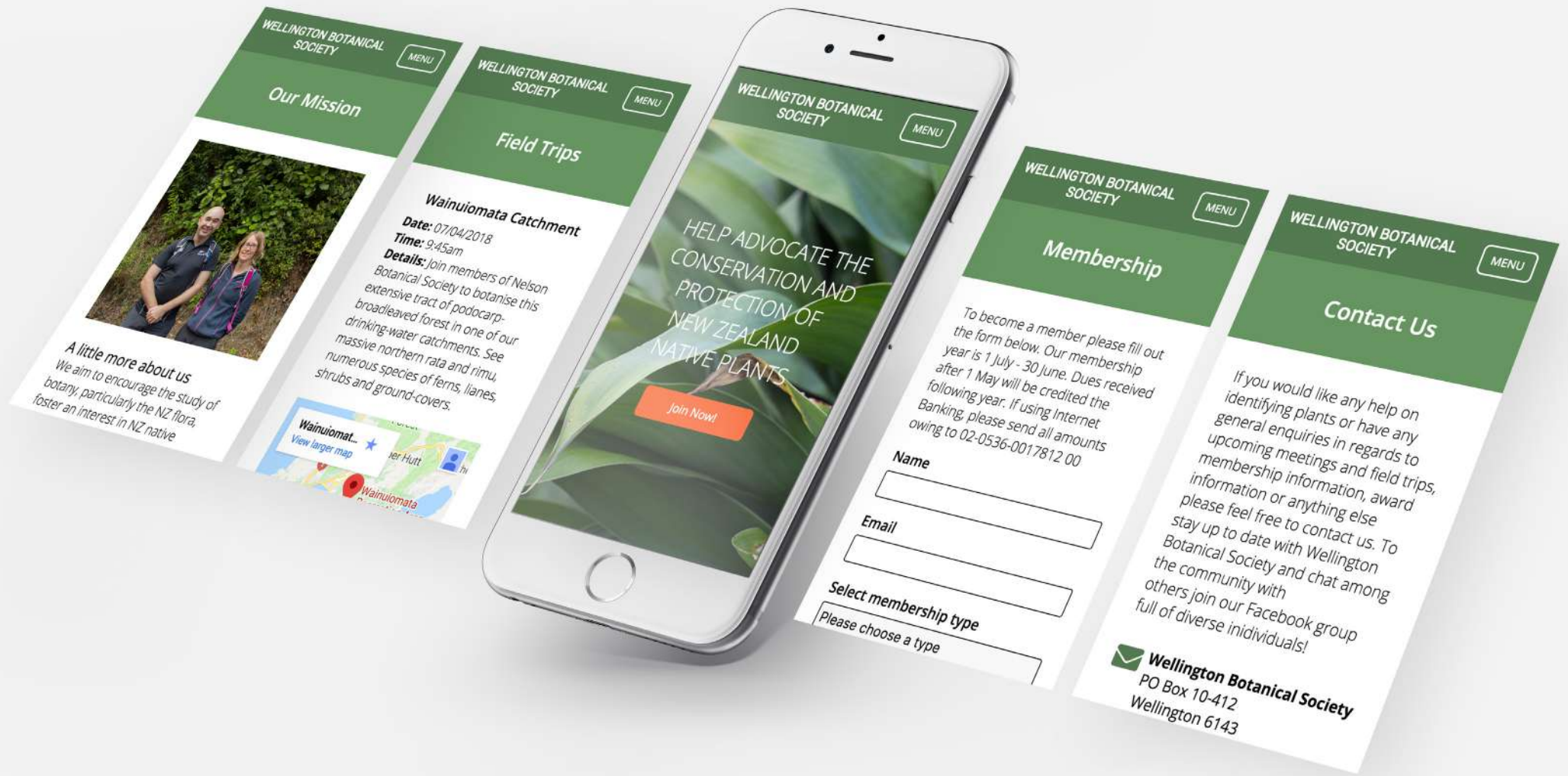
By promoting these plants in their Maori name also shows the participation of working together in order to educate others in the true name of what these plants should be called as. This also reflects the equity for the Maori as we are addressing the names as such. Participation has come organically from partnership.



TREATY OF WAITANGI IMPLICATIONS



Final Mockup



Final Mockup

I am happy with the output of the site as it successfully achieves the scenarios I was aiming for.

Some things I would like to improve are the tablet version of the site as it is not a well laid out as I planned due to the short amount of time received to complete this project. This is also because I had focussed more on the UX Process and had left myself with less time to code. I also would've taken into consideration the spacing of elements within the code.

I had also planned on continuing the member engagement by adding relevant articles to the site which will enhance the sites features.

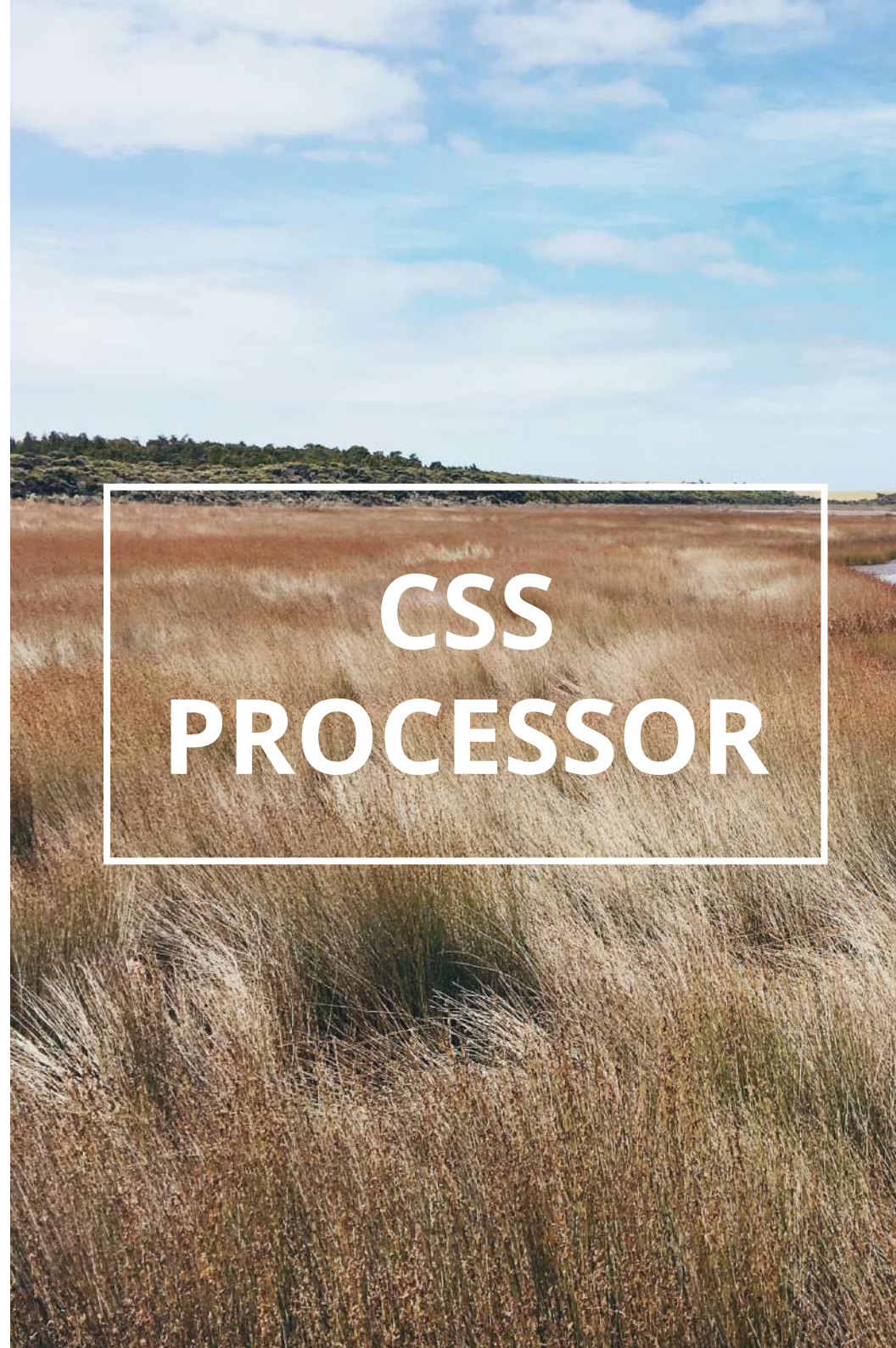


I have used Object Orientated CSS methodology.

I have included variables and mixins for repeating properties such as fonts types, colours and buttons.

I have not used nesting within my CSS due to the fact that nesting is not inline with OOCSS. OOCSS is meant to be a fast and more efficient methodology with reusable classes.

If nesting were applied I would have create new classes as they don't inherent their properties once they are nested within. This is because the selectors are selecting all said elements within the element only rather than selecting all elements within the HTML. This makes the property unsearchable to elements that are nested within the certain element.



CSS PROCESSOR

I have ticked off a checklist where I meet have met the Yoobee coding Best Practises and Yoobee Web Visual Design Best Practises.

When I had put my code through the validator I had got errors for the form labels due to the face that they did not “match up to the name” This is because I am validating against HTML5 standards. I am using HTML 40.1 terminology.

Since my images are CSS backgrounds I have given them a title tag instead of a. alt tag.

Please check out my Trello board for the checklist and a deeper insight into my UX process

Link: <https://trello.com/b/hMwc8Bje>



- Icons on site are from fontawesome.com which have been edited in colour and size. These Icons are in conjunction with a free to use license
- Images on this documentation are from Unsplash.com. A website consisting of royalty free images to use that do not require giving credit to the photographers. The images have been edited in size.
- All images on the Wellington Botanical Society website I made are photographed and edited by me
- Fonts used on the Wellington Botanical Society website is Open Sans. A free to use font
- Some content on my version of the Wellington Botanical Society website is provided by the Society which I have used from their site
- **Responsive mock up** - <https://www.mockupworld.co/free/responsive-web-design-showcase-mockup/>
- **iPhone mock up** - http://radstudioinc.com/flv_portfolio/mockup-design/
- http://radstudioinc.com/flv_portfolio/mockup-design/

