



# PROJECT PERCEPTION

Fighting to maintain species preservation through stories.



DATA

45

endangered species in WA

1,300

endangered species in the US

35,500

endangered species around the WORLD



GROUP

High school students

College students



GOAL

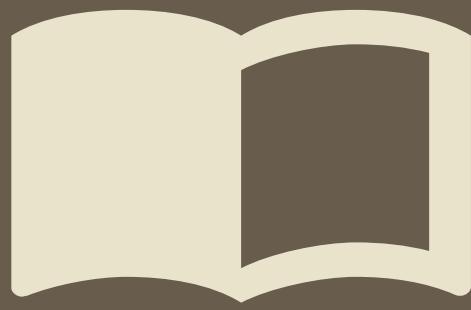
awareness on animal endangerment

make sustainable lifestyle changes

make positive impacts on our ecosystem

educate the next generation

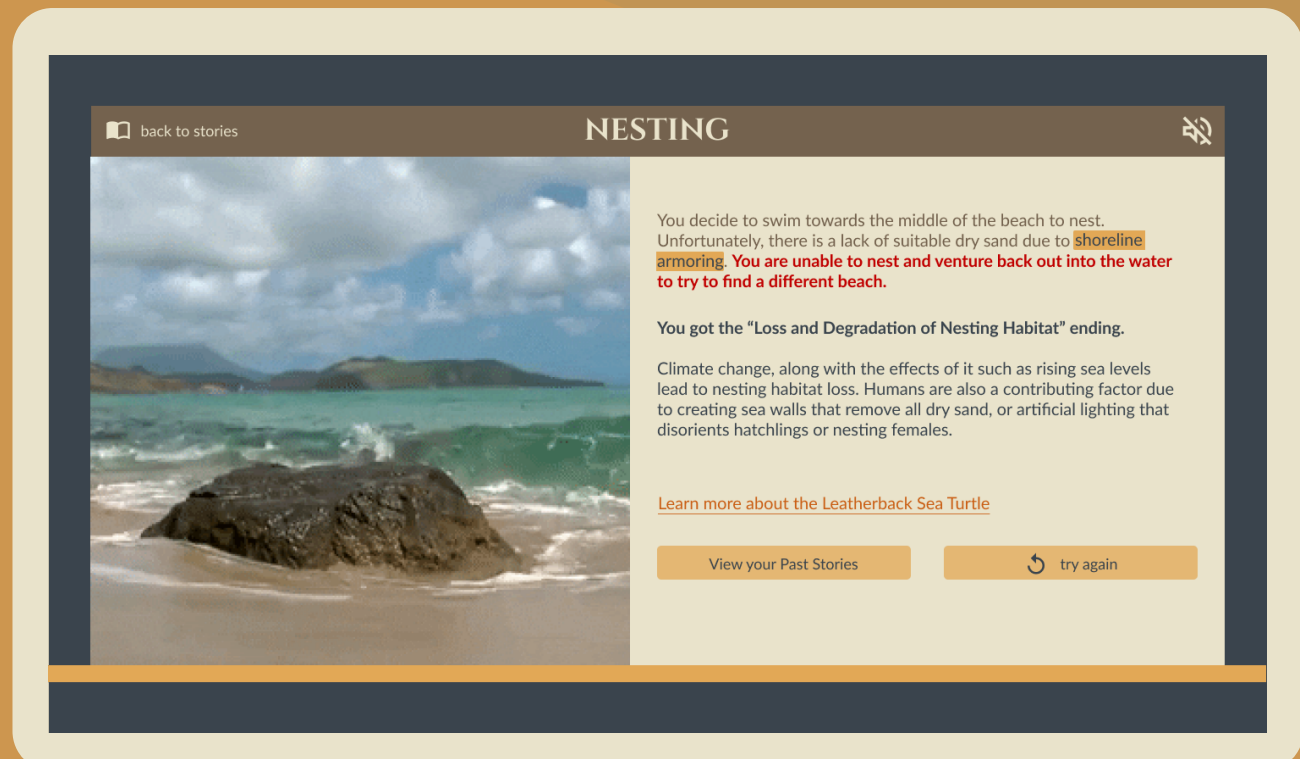
KEY FEATURES



Educational interactive stories that put the user in the shoes of an endangered species



Story specific journey cards to educate users according to species and ending.



Provides users with the actions that they can take to make a change.

SMALL ACTIONS

BIG

CHANGE

