Rare

A leader in social and behavioral change for conservation, Rare, with its partners in 50+ countries, is a non-profit committed to designing programs that harness the power of local pride to benefit both people and nature. To do so, Rare trains Fellows around the world to change human behaviors that are destructive to the environment. Since it was founded in 1973, Rare has opened offices and launched projects in over 50 countries, reaching nearly 10 million people living in the world's biodiversity hotspots. Each year, the organization launches over 200 Pride campaigns.
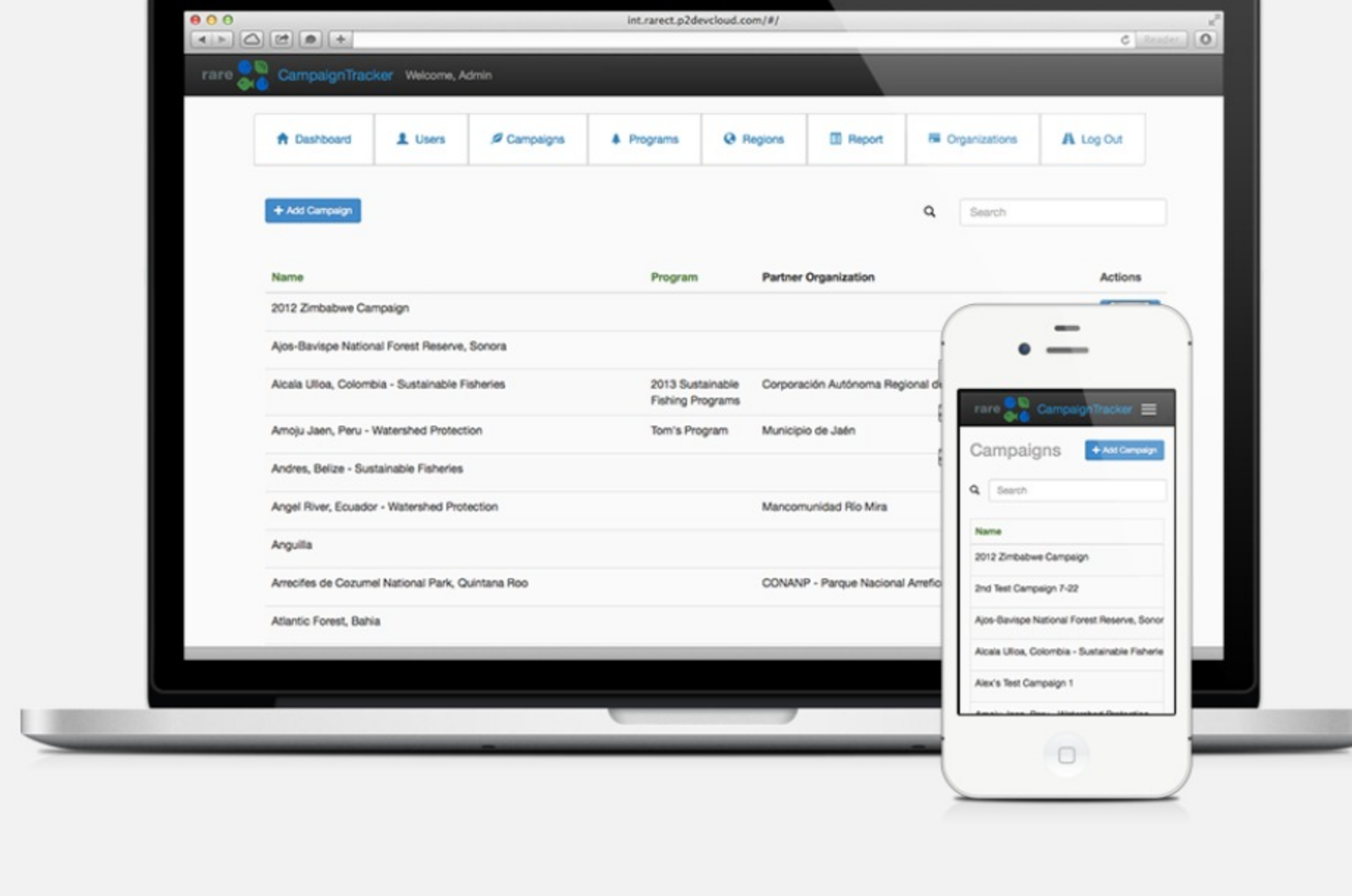

Challenge

Rare's streamlined project methodology tracks key data points to ensure that each conservation campaign is effective, no matter its location. However, given the remoteness of many projects, unreliable internet connections and inconsistency of devices make reporting not only a major technological challenge but a user experience concern. The massive amount of data accumulated by 50-100 simultaneous campaigns also presented a data management and analysis challenge. Rare set out to improve campaign reporting by addressing these major barriers to data entry, while supporting asynchronous data capture capabilities. Furthermore, as a non-profit which values transparency in all its conservation efforts, Rare was determined that its public-facing website effectively communicate campaign data in an engaging way for their target audience.


Strategy & Discovery

Our early and strategic involvement with Rare allowed Phase2 to conduct an in-depth strategy and discovery process to fully understand their technical ecosystem and digital needs. Using our historical experiences with Rare as a reference, we conducted internal and external stakeholder interviews to get a full picture of the organization's audience and strategic goals. From there we developed a roadmap outlining the deployment of innovative technology solutions to meet their long-term digital and organizational goals.

Knowing the particular challenge presented by the dispersed and data-heavy campaigns, we advised Rare that their ideal tool should be light, agile, and pragmatic. Rare was open to using the right technology for their needs, and together we outlined the entire technical landscape of the project to be adaptive, lightweight, and easily integrated with their outward-facing Drupal site to be launched at a later date.

# A Lean, Usable Tool – Around-the-World Accessibility

Our roadmap kicked off with a rebuild of Rare's campaign data capture and reporting tool, which serves as a central mechanism for their fellows and employees to track progress against pre-determined weekly and monthly project milestones. Understanding the challenge of getting users to input their project milestones and data, as well as the technological challenges with uploading massive amounts of information from remote corners of the world, we created a light-weight, agile app called the Rare CampaignTracker with the user experience of the Rare fellows as the top priority.
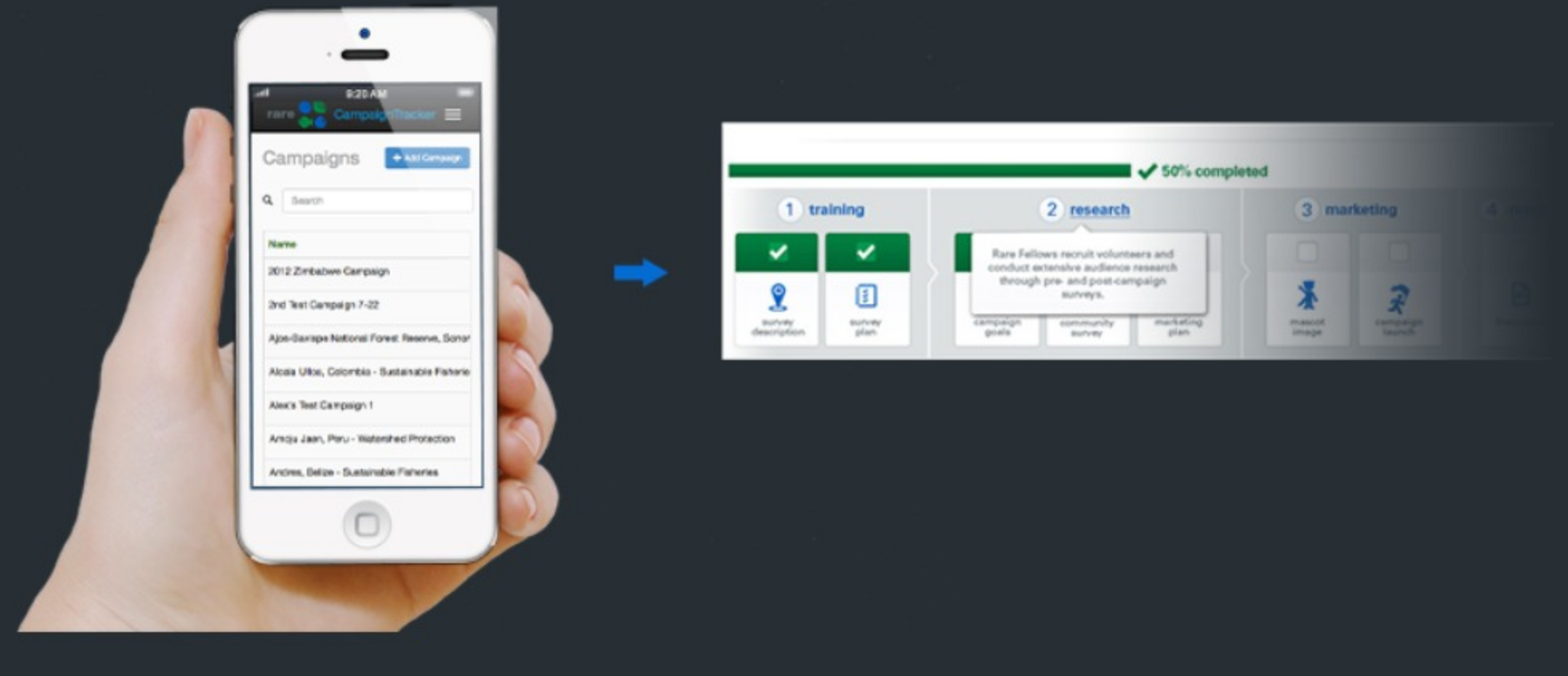
We fully embraced a "back to the basics" concept on this app: its simple design is easily accessible over cellular networks and on mobile devices, and low bandwidth requirements ensure that pages load fast. The lean user interface, which is available in multiple languages, is straightforward to use and requires minimal training. Rare fellows avoid wasting time navigating an overly complex system; instead, they are able to input content quickly and return to the urgent work at hand: helping people achieve sustainable conservation.

Data Management & API Integration

Data management is another key feature of the CampaignTracker. In addition to monitoring milestones of ongoing projects and measuring outcomes at the completion of each campaign, Rare tracks long term impact at key sites, meaning the statistics collected can span decades. The CampaignTracker is therefore equipped to handle large data uploads. Additionally, in accordance with Rare's stated goal of transparency, we leveraged Ruby to create an API that integrates the CampaignTracker's data seamlessly with Rare's website, automatically publishing specific data from the CampaignTracker without any intervention. Finally, the CampaignTracker has a built-in blog functionality, allowing on-site Fellows to publish their own thoughts directly to Rare's website using the same interface through which they enter campaign data.
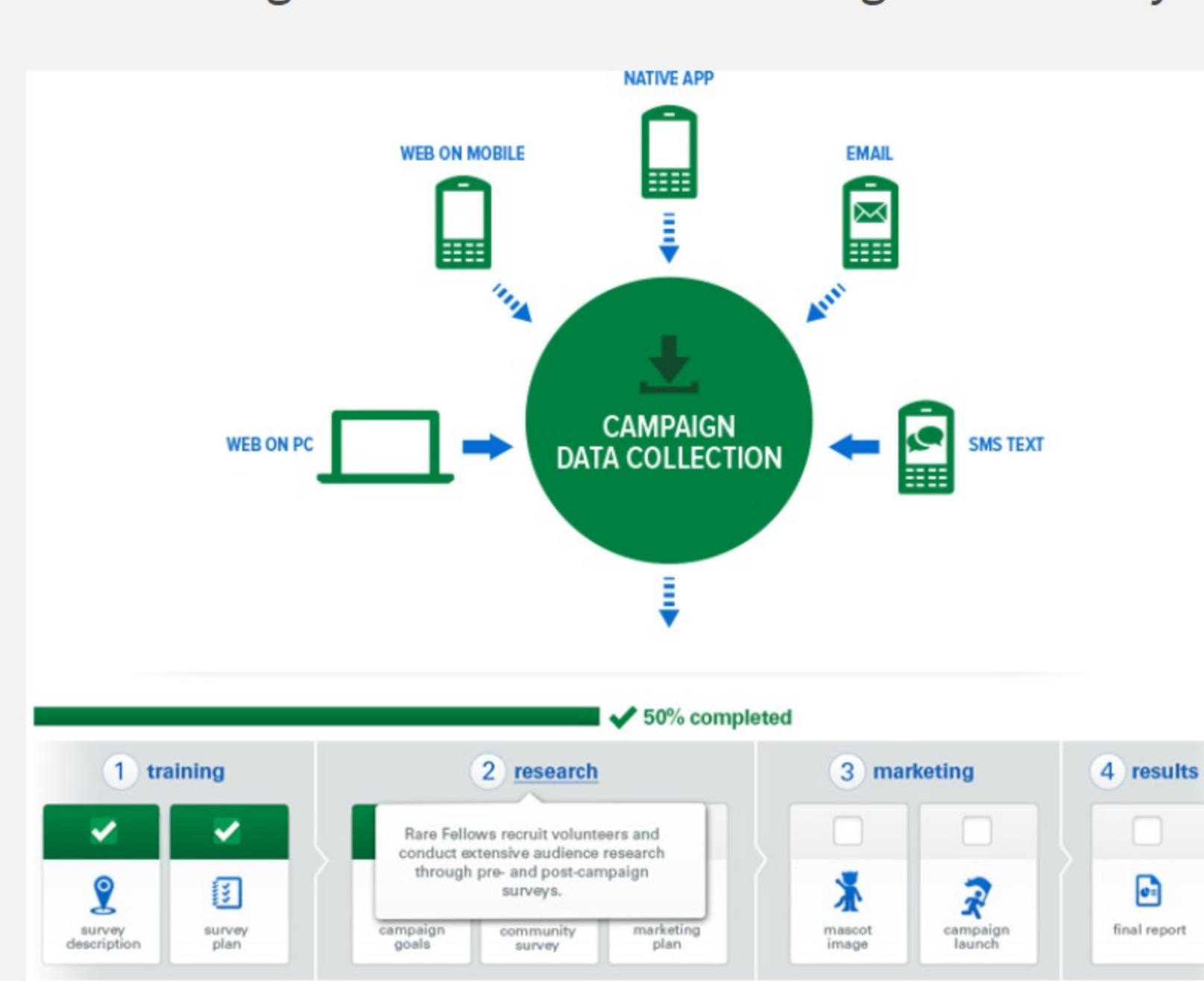

Results

By capitalizing on early strategic consulting, we were able to work with Rare to leverage the most well-suited tools for their needs of data entry, storage, and management. Instead of struggling with a clunky and hard-to-use website interface, Rare is now equipped with a lean, agile, and simple CampaignTracker that acts as a storehouse for the valuable data each Rare fellow collects. Every fellow has an easier point of entry and a quicker, hassle-free experience. Automatic API integration allows Rare to stay true to its mission of transparency while it continues to inspire change so people and nature can thrive together.
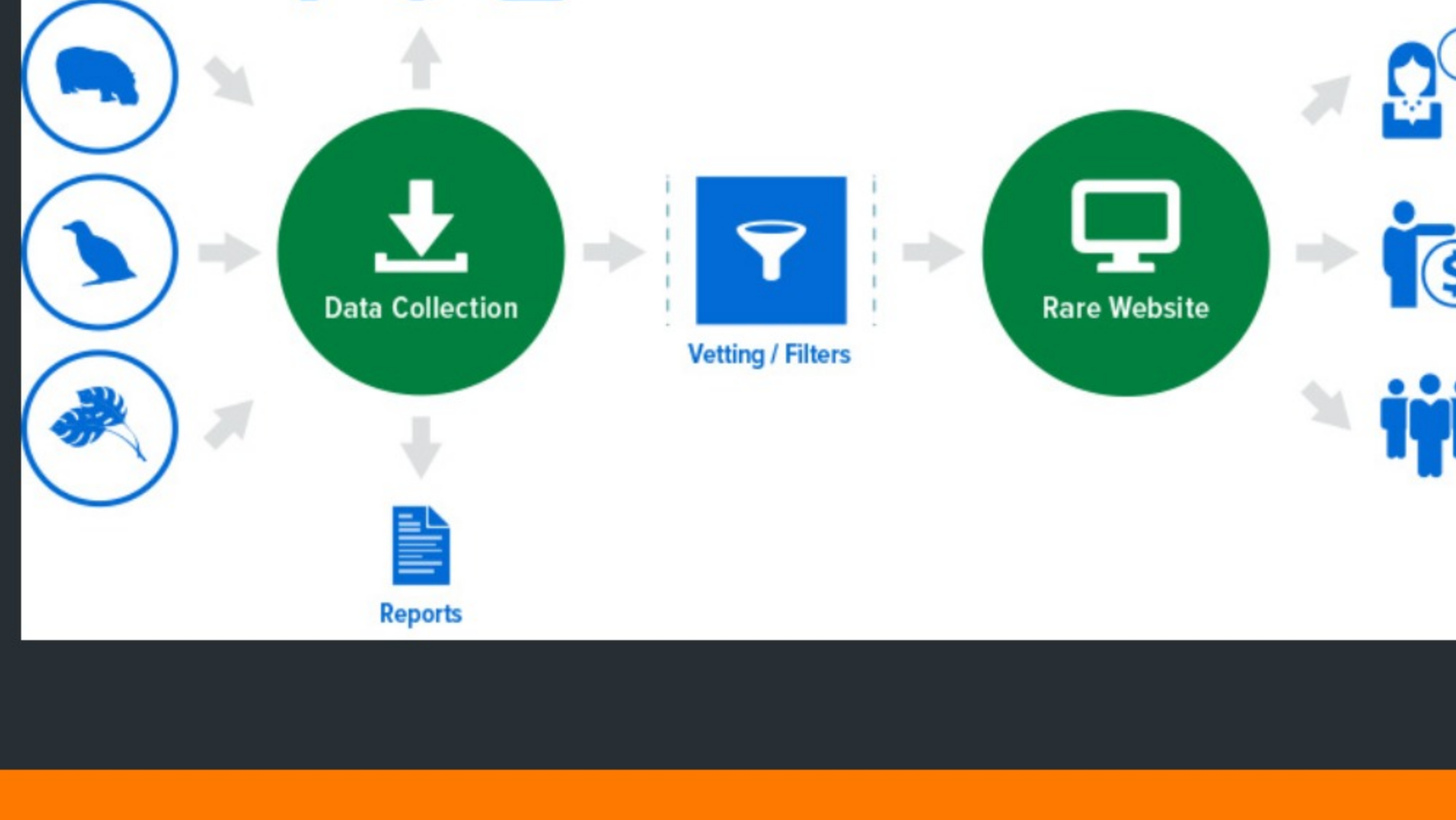
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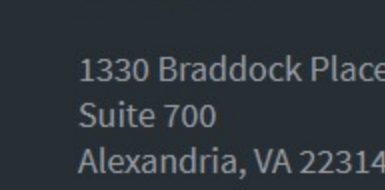
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