Working with Accenture has brought innovative and transformative change to the way we monitor our reefs. Accenture have added a lot in terms of the design and user experience, which has really helped ReefCloud reach more people.

We had an ocean’s worth of data. Through a process of design research and rapid prototyping, we overcame the key challenge of how do we present complex data to a wide variety of different users—marine biologists, policy makers, and the general public. Working with AIMS and scientists from across the Pacific, we designed a human-centered experience that’s easy to use, encourages people to uncover the insights, and also allows people to contribute their own data to the platform.

To help ReefCloud stand out, we reimagined ReefCloud’s brand identity and positioning to drive engagement and collaboration across a global community, which we hope will lead to better documentation and conservation efforts for coral reefs around the world.

Conservation relies on having as much information as possible. ReefCloud is helping by integrating data and sharing it with people that need it to make those conservation decisions. Our reefs are facing their greatest challenge and it’s really important that we all work together to give them the fighting chance that they need.

ReefCloud is more than just another tool. It bridges the gap between scientific advice and reef management decisions. Helping communities from across the world to work together to protect our reefs.