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## Key Outcomes

Natalie and Bean finalized the content structure and creative direction for an educational website about monarch butterflies, with emphasis on conservation calls-to-action and nature-inspired visual design. 123

## Decisions Made

- **Content organization:** Home page includes intro, etymology, and genome; life cycle section features interactive stage-by-stage navigation (clickable or swipeable boxes); flight/migration combined with map visualization; habitat section integrates distribution data and larval host plants 245
- **Visual design:** Color palette based on monarch wings—oranges/reds as accent colors for titles and links, not dominant tones; black borders mimicking wing patterns; greens and neutrals as base colors 67
- **Project goals:** Informational resource with motivational tone inspiring conservation involvement through calls-to-action and further reading links 3

## Content Structure

- **Page 1:** Home/intro, etymology, genome 24
- **Life cycle:** Interactive presentation allowing users to click/swipe between developmental stages 4
- **Flight & migration:** Combined section with map showing migration routes 5
- **Habitat:** Distribution across globe, larval host plants, U.S. regional data 8
- **Conservation focus:** Predators, threats, human interaction, conservation efforts, gardening tips 3

## Pending Confirmation

- Whether to separate or merge vision content with flight/migration sections 5
- Final determination on habitat and migration section overlap (migration requires location data) 58

## Project Context

- **Target audience:** Nature enthusiasts 3
- **Conservation status:** Monarchs not currently endangered but considered high risk of extinction 6
- **Source material:** Wikipedia article on monarch butterflies, Google resources 3

## **Action Items**

- Natalie: Add meeting transcription to project document on separate tab 7

## **Notes**

- Project format unexpected—Natalie prepared for self-build, discovered someone else will execute the design 6
- Meeting transcription feature tested successfully during session 19