# DESIGNING A RESPONSIVE WEBSITE FOR A PET ADOPTION CENTER



**SCOTT A SCHAUER** 

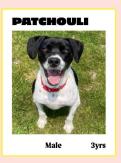
# PROJECT OVERVIEW

I Designed a responsive website for a pet adoption center addressing user needs for online browsing and adoption.

PROJECT DURATION: MAR 2023 - NOV 2023

**ROLE:** UX Designer

**RESPONSIBILITIES:** Research, conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.





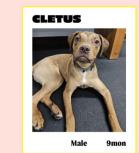














**THE CHALLENGE:** To make a responsive pet adoption center website that fulfills the needs of users, from ease and enjoyment of browsing to progressing through an adoption process.

**THE GOAL:** Design a website that has an intuitive function, an easy to follow process and that clearly provides all of the necessary information for a user to complete most of the pet adoption process online, including scheduling an appointment to meet their pets of interest and applying online.

#### and more life expectancy personalized menu to describe information could want when lookin at a potential pet. suggestions based on search criteria entered the app lack of details record that might still be of could be my search criteria they would notify descriptions transferred to for many pets. able to save "Video They liked "More pictures favorites and you could save a list and videos of "More photos being able to share their and more save their would be favorites helpful. "Animals no "You can't adon longer being through the update their available and information you could get pre distance has website was then you can send it to multiple breeder outdated. Old challenge. outdated." hoops you have to jump through to pay online."

## **USER RESEARCH**

I choose to use an online questionnaire to acquire user feedback based on financial and time constraints. The six questionnaire participants ranged in ages between 23 and 62, and were diverse in gender, background and economic status. I then summarized their responses and created modified empathy maps based on what information I was able to obtain to understand these users, their pain points and their needs.

#### **USER PAIN POINTS**



# Outdated Information

Most users encountered pet adoption websites and available pet profiles that had outdated information. Users also found that some pets they were interested in adopting on the website were actually no longer available.

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# Description & Images

Users found that many pet profiles only have one image or sometimes none at all. Users want multiple images and videos if possible. They also found pet profiles often had generic descriptions that lacked behavioral traits, backgrounds and health information.

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#### Website Functions

Some users felt they weren't able to accomplish much in the adoption process through websites and apps other than looking through pet profiles. Users want to be able to fill out one time applications for adoption approval and be able to make visitation appointments using an animal centers website or арр.

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# **Adoption Obstacles**

Many users felt that on websites and apps the process and criteria for adopting a pet was not clear or upfront. Some users also felt the criteria for adopting a pet were unrealistic for the average person.

# **PRIMARY PERSONA: Ray**

# PROBLEM STATEMENT:

Ray Valenzula is a father who works long hours, and who needs to use an animal shelters website for most of the pet adoption process because he doesn't have much time, but wants to go through the search and adoption process with his family all together.



#### Ray

**Age:** 45

Education: HS Diploma Hometown: Milton, NY

Family: Wife & 2 Daughters Occupation: Auto Mechanic

"I grew up with pets and I want my daughters to have the same experience."

#### Goals

- Fill out one application and get pre approval for adoption online.
- Clear and upfront details about the process and requirements.
- Online appointment set ups to meet pets.

#### **Frustrations**

- "I think if online services were easier to use people could rely on them more for finding a future pet."
- "They have too many hoops you have to jump through to even meet a dog you're interested in"

Ray works long hours at an auto mechanics shop and his wife also works full time. They have two adolescent daughters that live with them at the house they rent. Ray grew up with pets and he would like to adopt a couple of dogs for him and his daughters. He doesn't have a lot of time to visit shelters and would like to sit with his daughters and look online, but he finds most of the Animal shelter websites frustrating. They aren't clear with what the process is and are difficult to navigate. Ray feels you can't accomplish much on these websites.

# **USER JOURNEY MAP**

Persona: Ray

Goal: Wants to adopt a dog for him and his daughters.

Rays user journey reveals that an updated and informative website that is easy to navigate, with clear adoption process requirements, an online pre approved application and an appointment setting feature would enhance his user experience.

ACTION	Go to shelter website	Look at available dogs	Select dogs they are interested in	Look at adoption criteria	Contact and visit shelter
TASK LIST	A. Search for local shelters. B. Find their website. C. Browse through the home page.	A. Navigate to available dog profiles. B. Apply any search filters. C. Click on profiles of interest.	A. Read the information provided for dog profiles of interest. B. Decide which dogs might work. C. Save or make note of liked dogs.	A. Search the website for how to visit and adopt pets from the shelter. B. Read through the requirements and adoption process.	A. Look for the shelters days and hours of operation. B. Make an appointment if they can. C. Visit the shelter.
FEELING ADJECTIVE	Excited to adopt some dogs.  Lost trying to find shelters in the area.	Confused by the busy homepage. Happy to find the available dog page.	Likes when there are photos.  Frustrated by the lack of information.	Annoyed trying to find clear info of adoption process. Stressed about requirements.	Frustrated they can't make an appointment. Excited to visit the shelter.
IMPROVEMENT OPPORTUNITIES	Make sure the shelter website is easily searchable.	The homepage should be easy to navigate and not overwhelming	Have multiple photos for each profile. Give each pet a concise description.	Make the adoption process and requirements easy to find and clear.	Add an appointment making feature to th website.

## **SECONDARY PERSONA: Portia**

# PROBLEM STATEMENT:

Portia is a home owner and remote worker who needs the animal adoption centers website to be informative and up to date because she wants to browse and select the right pets to foster and adopt.



#### **Portia**

**Age:** 33

Education: BA In Marketing Hometown: Beacon, NY Family: Single & 2 cats

Occupation: Advertising Exec.

"I have so much more time and space now and would love to adopt more pets."

#### Goals

- Wants to be able to save favorites and share their favorites list.
- Up to date information for pet availability.
- More information about the pets characteristics, background and medical history.

#### **Frustrations**

- "There was a lack of details and descriptions for many of the available pets."
- Sites not being updated and pets they were interested in were no longer available.

Portia is a newer home owner. She works remotely most of the week and only occasionally goes into the office. She loves animals and currently has two cats. Now that she has a spacious house and is home more often she is looking to adopt more pets. She would like to involve her friends and family in her search, but gets frustrated when there isn't an easy way to save and share pet profiles. She also finds many profiles lacking information and out of date. Some pets she had interest in were not even available anymore.

# **USER JOURNEY MAP**

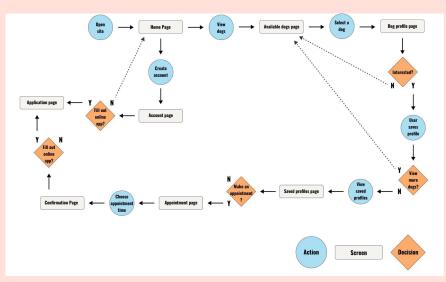
Portia's user journey reveals that an updated and easily navigated website with images and detailed pet descriptions would enhance her user experience. She would also benefit from a favorite pets feature so she can save and share her favorite pet options.

#### Persona: Portia

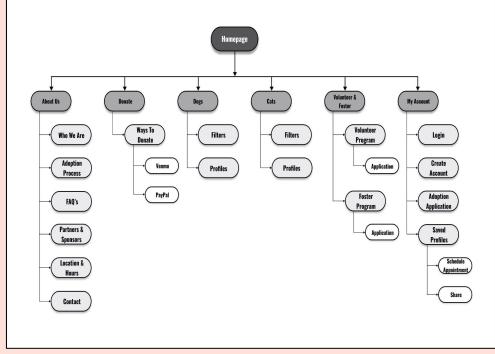
Goal: through a website wants to browse and select & share pets to adopt and foster.

ACTION	Go to the Shelter Website	Browse the pet fostering section	Browse the pets for adoption section	Create a favorites list to share	Contact and visit the shelter
TASK LIST	A. Search for local shelters. B. Find their website. C. Browse through the home page.	A. Navigate to the pet foster page. B. Read the criteria for fostering. C. Browse pets available to foster.	A. Navigate to available dog & cat profiles. B. Apply any search filters. C. Click on profiles of interest.	A. Read through interested profiles. B. Save profiles of interest C. Share profiles with friends & family	A. Look for the shelters days and hours of operation. B. Make an appointment if they can. C. Visit the shelter.
FEELING ADJECTIVE	Excited to adopt some dogs.  Lost trying to find shelters in the area.	Irritated that it's hard to find the fostering page and there's not much information available.	Excited to see the assortment of animals.  Frustrated with out of date profiles and lack of images.	Upset at the lack of personalized information about each pet.  Annoyed she can't easily send her favorites list out.	Frustrated she can't make an appointment. Excited to visit the shelter.
IMPROVEMENT OPPORTUNITIES	Make sure the shelter website is easily searchable.	Create easy navigation to all pages of interest. Give clear info about fostering.	Make sure profiles are up to date and each pet has images.	Provide more personalised information about each pet. Make sharing a favorites list easy.	Add an appointment making feature to the website.

## USER FLOW CHART & SITE MAP

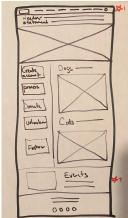


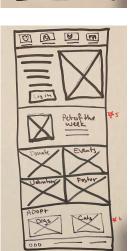
Based off of the User Journey Maps I predicted the users flow through the pet adoption website and created a sitemap for the pages that would be needed.

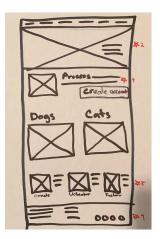


## PAPER WIREFRAMES

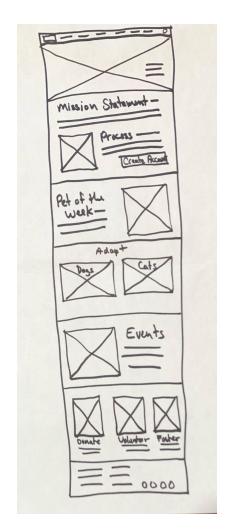
After Iterating many paper wireframes I took the most successful features from my top four sketches to create a desktop homepage for the pet adoption center. The wireframe homepage has a balance of images, information and direction for users to easily navigate through. Addressing user pain points the centers adoption process is positioned in the first section of the homepage to create initial clarity.











#### **DIGITAL WIREFRAMES**

In the next phase of designing wireframes the goal was to create an image forward and easy to navigate website that addressed user pain points such as lack of up to date information and a clear and informative adoption process.

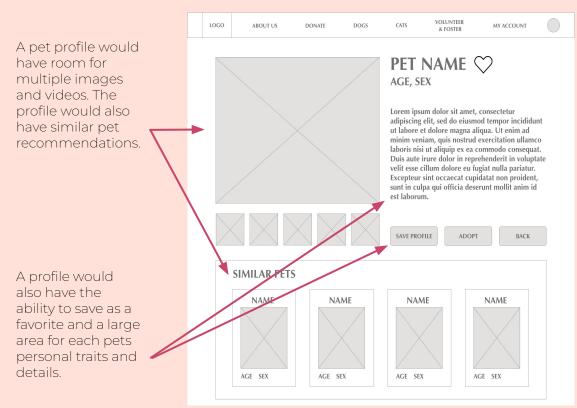
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Pet adoption center process clearly stated at the beginning of the home page informing the user of the adoption process and what can be accomplished on the website.

ADOPTION CENTER

#### **DIGITAL WIREFRAMES**

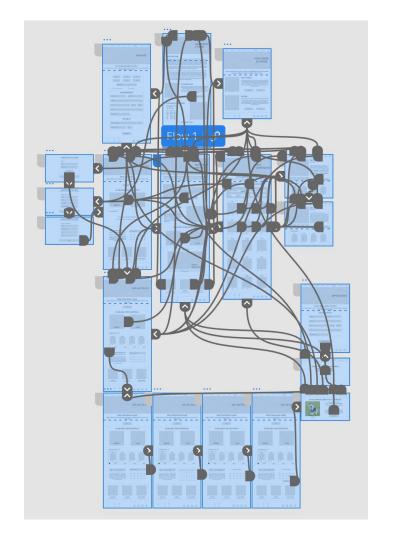
In designing the pet profile wireframe the goal was to address such user pain points as lack of personal details of each pet, lack of images and videos, saving favorite profiles and being offered other pet recommendations based on what pet they've selected.



#### LOW-FIDELITY PROTOTYPE

The user flow starts on the home page, create an account, view dogs, view Bort's profile, save as favorite, back to dog profiles and view favorites, select the first favorite and make an appointment by selecting a day and time slot, appointment confirmation and fill out an application.

**Low-Fidelity Prototype** 



#### **USABILITY STUDY FINDINGS**

Using a low-fidelity prototype of the pet adoption center website I conducted a moderated usability study with five diverse participants to identify insights which guided me from wireframes to mockups.

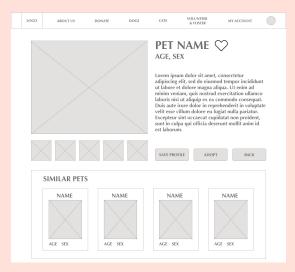
#### **STUDY FINDINGS**

- 1 Based on the theme that: it is not clear how to navigate back to the adoption page from a profile, an insight is: make the profile a pop up window with a clear button to close it. (PO)
- 2 Based on the theme that: to some users it is not clear when a profile has been favorited, an insight is: design the favorite icon to stand out more. (P1)
- Based on the theme that: for some users selecting which of their favorite pets to make an appointment for is not clear, an insight is: when making an appointment make selected pets in the favorites section stand out more visually and add verbiage. (P1)

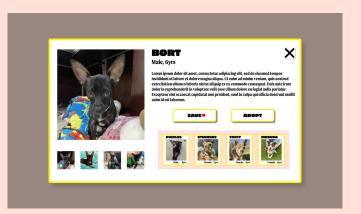
#### **MOCKUPS**

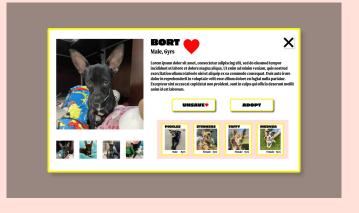
Based on user feedback the Pet Profile page was redesigned to be a pop up with a dark but transparent border. There is a clear large "X" indicating to the user how to close the pop up window. The saving favorites feature in the pop up window has also been re designed. both in the icon and in the save button, to emphasize that a pet has been saved to the users favorite list.

#### **Before usability study**



#### **After usability study**





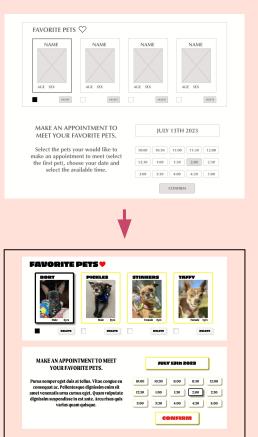
### **MOCKUPS**

Based on the insight that when making an appointment to visit your favorite pets, the pets the user has selected needs to stand out more: the selected pets have been redesigned to emphasize selection with a darker border and a heavy shadow around the selected pet, as well as the black check box below

#### **Before usability study**

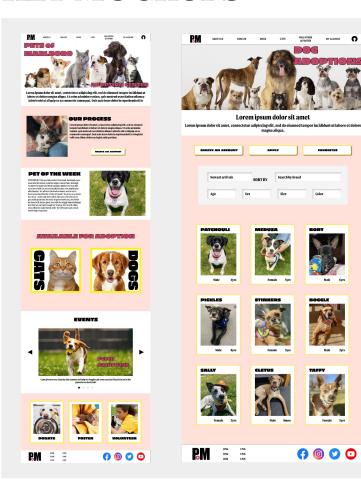


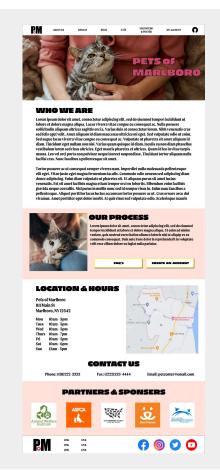
#### **After usability study**





#### **KEY MOCKUPS**







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#### VOLUNTEER

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#### **FOSTER**

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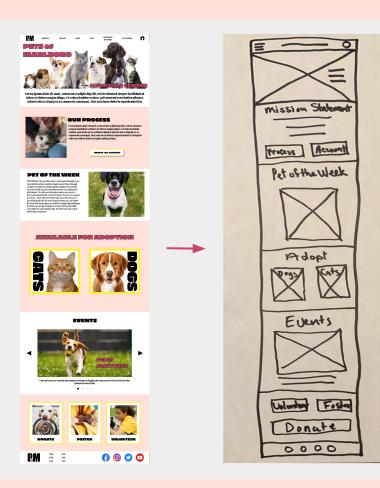


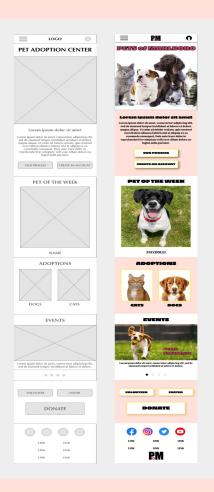




## **RESPONSIVE MOCKUPS**

The goal was to take the look, feel and branding of the website and make it responsive to fit with a smartphone or small tablet, starting with a sketch wireframe, then digital wireframe and then a completed MockUp.

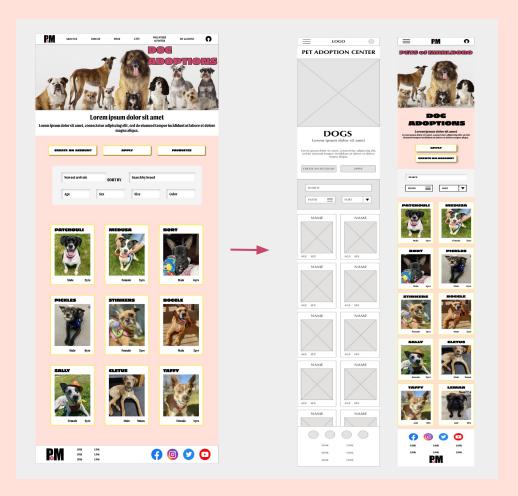




#### **RESPONSIVE MOCKUPS**

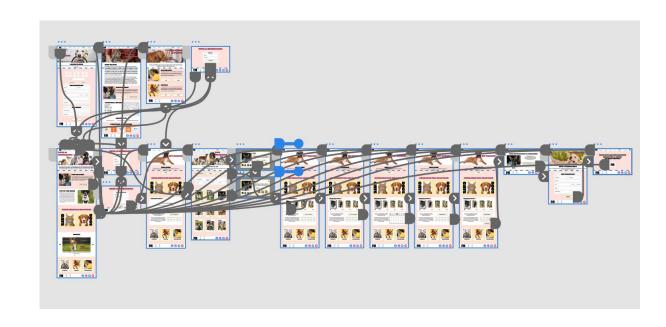
The Navigation bar was turned into a hamburger with a pop up menu. The Pet adoption dog page was condensed from three to two profiles per line and the search section was also condensed to a filter hamburger menu and a sort drop down selection menu.





#### HIGH-FIDELITY PROTOTYPE

The user flow starts on the home page, create an account, view dogs, view Bort's profile, save as favorite, back to dog profiles and view favorites, select the first favorite and make an appointment by selecting a day and time slot, appointment comfirmation and fill out an application.



## **High-Fidelity Prototype**

# **ACCESSIBILITY CONSIDERATIONS**

1

Used large buttons with a high contrast to stand out from the background and to emphasize calls to action.

2

Used recognizable icons through out the app for instruction and navigation.

3

Menu images assist for non english users. Written descriptions and buttons with text allow for screen reader availability for users who are visually impaired.

## **NEXT STEPS**

1

Conduct another usability study to validate if all of the user pain points have been addressed.

2

Conduct more user research to determine if there are any new areas of need.

3

Conduct more competitive research to see who might be successfully addressing user needs in an alternative way, and if there are opportunities for improvement.



Thank you for taking the time to review my work on the Pets of Marlboro responsive website. If you would like to see more work, discuss opportunities or simply get in touch my contact information is provided below.

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