



Featured Pets of the Week



Featured Dog of the week:

Meet Ollie!

Ollie is a 3 year old Terrier mix rescue, originally from Texas! Ollie loves to act silly & he is great with kids. When Ollie is not contemplating how most things are bigger in Texas, besides him, he enjoys a good belly rub & playing fetch. Ollie is very social & loves to be around lots of people as well as other dogs, extroverts, am I right?



Adopt a Pet

Meet our current residents & find your forever friend today.

See more

DOGS



Suzanne Summers



Miles



Lola



Big Bubba

See more



Ziggy



Elsa



Jagger



Coco Chanel

CATS

Four-Legged Friends WEBSITE

Raquel Walcott



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PROJECT OVERVIEW



PROJECT OVERVIEW

THE PRODUCT

A website for a local animal shelter that has a fun, playful tone & allows users to make appointments online to visit us and our animals in person.

PROJECT DURATION

April 2023

Adopt a Pet

Meet our current residents & find your forever friend today.

[See more](#)

DOGS



Suzanne Summers



Miles



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Big Bubba

[See more](#)



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CATS

PROJECT OVERVIEW



THE PROBLEM

Our problem is that we need more community engagement at our shelter. We need to get the community excited about our site and interested in adoption. We hope to get our pets adopted faster, in order to service as many animals as possible for our site.

THE GOAL

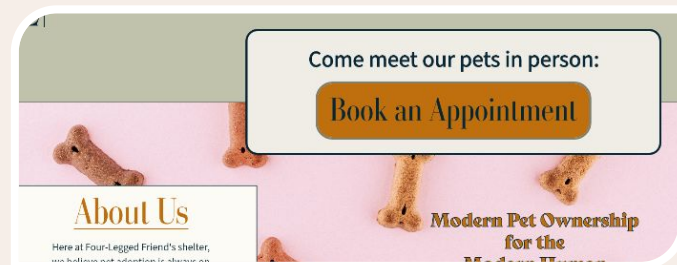
Our goal is to implement detailed fun pet bios along with the interactive option to book appointments online to visit us in person with the hopes of bringing in more potential adopters & get our pets adopted quickly!

PROJECT OVERVIEW



MY ROLE

UX Designer who has designed the Four-Legged Friends website from conception to end product.



RESPONSIBILITIES

Throughout the project, I have taken on every role from creating user profiles, completing a competitive audit, conducting user research & interviews, paper & digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, & iterating on designs.

Homepage > Book an Appointment

Come Meet us in Person

Want to meet our awesome pets in person? Schedule an appointment to come see us in person. Meet with our pets & spend some one on one time getting to know them. We aim to ensure that you find a pet that is perfectly suited to your lifestyle & personality!



Enter your name for the appointment:

Your Appointment is Confirmed!

We can't wait to see you.

Here are the details of your appointment:

Date X/XX

Time X:XX

This information has been sent to the email address provided.



FLF

Four Legged Friends

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

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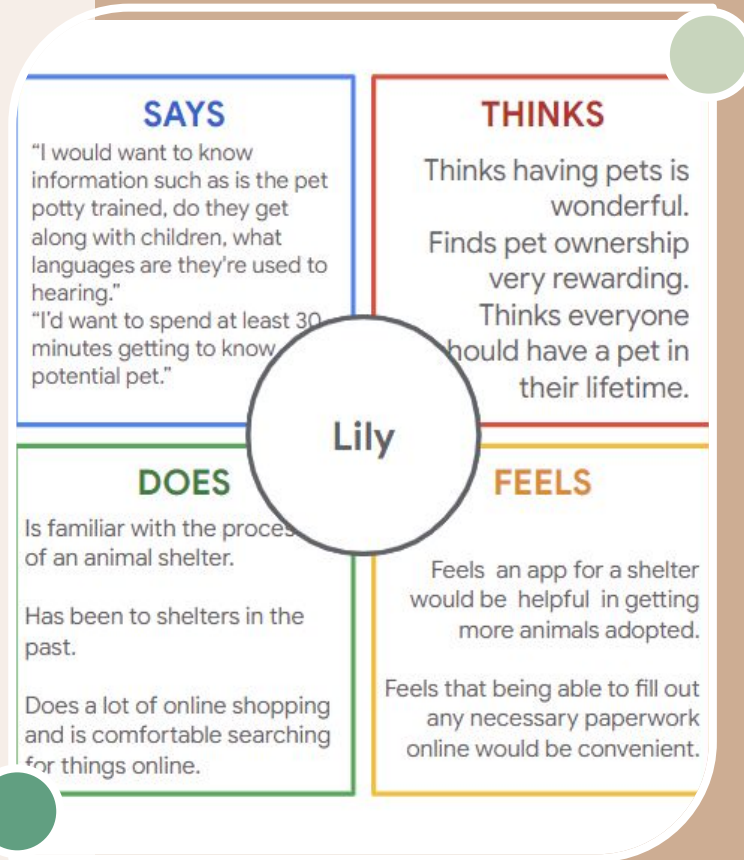
“I would be interested in in being able to book an appointment online to visit the shelter since my schedule is really packed”

—INTERVIEW PARTICIPANT D



02.

UNDERSTANDING THE USER



USER RESEARCH SUMMARY

Informal interviews, along with empathy maps & user summaries were created.

Our primary user groups identified were:

- a. **Pet Adopters/Owners:** This user group is interested in adopting from our animal shelter or may have adopted with us in the past. They will likely visit the website to view available pets, learn about the adoption process, and contact the shelter for more information.
- b. **Donors and Supporters:** This user group is interested in supporting our shelter through donations, volunteering, or fostering. They may visit the website to learn about the shelter's mission, donation options & opportunities to get involved.
- c. **Animal Lovers:** This user group is interested in animals & may visit the website to learn about animal welfare issues, read heartwarming animal stories, & view photos of pets available for adoption.

Understanding these primary user groups helped us tailor our website content and features to meet their needs & expectations. We ultimately hope this will lead to increased engagement, adoption rates, & support for our animal shelter.

PAIN POINTS



SCHEDULING

Users are busy & would be more likely to stop by for a visit if they could ensure specific appointment times.



APPLICATION PROCESS

We want to streamline the application process by allowing people to apply to adopt or foster online.



EXTENSIVE PET BIOS

Many online shelter pet bios are very generic. We want to ensure that the personalities of our pets come alive & that we provide all pertinent details about our pets to ensure people are choosing a great fit for them.

PERSONA: MAX

PROBLEM STATEMENT



Max is a social young professional who needs to be able to view detailed pet bios online because he wants to make an informed decision on his first pet prior to visiting the shelter.



Max

Age: 26

Education: B. A. in finances

Hometown: New York

Family: Lives with a roommate

Occupation: Financial Advisor

"I love a website that is intuitive to my needs."

Goals

- "I try to be really intentional with my free time, so I'd love to be able to book a specific time slot online to come in person."
- Less cluttered navigation & layout for simple browsing.

Frustrations

- "I wants to see a company with a good online presence"
- "Processes that work properly, I hate when a butto doesn't work or doesn't take you where it should."

Max is from upstate NY but relocated to Brooklyn, NY for college & now works in Manhattan. Max lives in a small apartment with a roommate. Max is finally at a place in their job where they have a consistent schedule with nights and weekends off. Max is looking to adopt a pet to get him out of the house more and into more social situations. In his free time, Max likes to read, play sports, check out new restaurants & hang out with friends.

USER JOURNEY MAP

MAX



Max's user journey map indicates that Max needs a lot of info to be able to confidently choose a pet. Max would be eager to be able to book an appointment online & he would appreciate being able to fill out any needed paperwork online.

ACTION	for an animal shelter location near you	Browse available pets & bios	<u>paperwork</u> (Optional)	time to visit the facility (Optional)
TASK LIST	<p>Tasks</p> <p>A. Search engine: look up "shelters near me." B. Look through a few options C. Find one that works for your schedule & is close by</p>	<p>Tasks</p> <p>A. Browse the shelter site to see current animals available for adoption. B. apply filter options if available. C. Browse photos and bios.</p>	<p>Tasks</p> <p>A. Locate intake paperwork. B. Gather any necessary items to fill out. C. Fill out online.</p>	<p>Tasks</p> <p>A. Find section for booking a time to visit. B. Decide on a date & time that work C. Provide contact info.</p>
FEELING ADJECTIVE	Excited to find a potential house pet	Overwhelmed Unsure Excited	Overwhelmed by the amount of info needed. Eager to get started.	Eager to book a time to visit. Excited to see the animals at the shelter in person.
IMPROVEMENT OPPORTUNITIES	Design a user-friendly site for our local animal shelter with a good online presence & dedication to getting pets into great homes	<ul style="list-style-type: none"> Implement easy to use filter options Option to bookmark pet profiles. Ability to book a meeting with a 	<ul style="list-style-type: none"> Show prefilled for paperwork to provide examples of what is needed. Provide a list of any materials needed to fill out 	<ul style="list-style-type: none"> Provide seamless intuitive flow from intake paperwork to booking an appointment to visit in person. The option is to visit the site in gener'

PERSONA: MONA

PROBLEM STATEMENT



Mona is a busy working mom who needs to be able to set up an online appointment time to visit her local shelter because she needs to be able to plan around the rest of her day in order to maximize her time.



Mona

Age: 42

Education: Masters in Education

Hometown: Seattle

Family: Partner & 2 children

Occupation: Assistant Principal at a middle school

"My days are usually pretty packed, I don't have a lot of time to be on my phone or online, so when I am using an online service, I need the experience to be a quick one."

Goals

- "Complete what I need to quickly and with little onscreen distractions."
- "Simple design that is easy to navigate."

Frustrations

- "Looking for straightforward design, as I am not the most tech savvy person."
- "Bigger text with clean layout, as I bifocals when reading."

Mona is an Assistant Principal at the middle school where her older child goes. She also has a child in elementary school and a spouse. Mona's spouse does most of the cooking while Mona takes care of household chores. Mona enjoys jazz music and reading biographies. Her weekends are usually filled with extracurricular activities for her kids. Mona is passionate about her job & providing support to her staff and students. Because she wears bifocals to read, she prefers websites with a larger font or the option to increase font size, as well as clean designs that are easy to read and navigate.

03.

STARTING THE DESIGN

SAYS

"I would want to know information such as is the pet potty trained, do they get along with children, what languages are they're used to hearing."
"I'd want to spend at least 30 minutes getting to know potential pet."

THINKS

Thinks having pets is wonderful.
Finds pet ownership very rewarding.
Thinks everyone should have a pet in their lifetime.

Lily

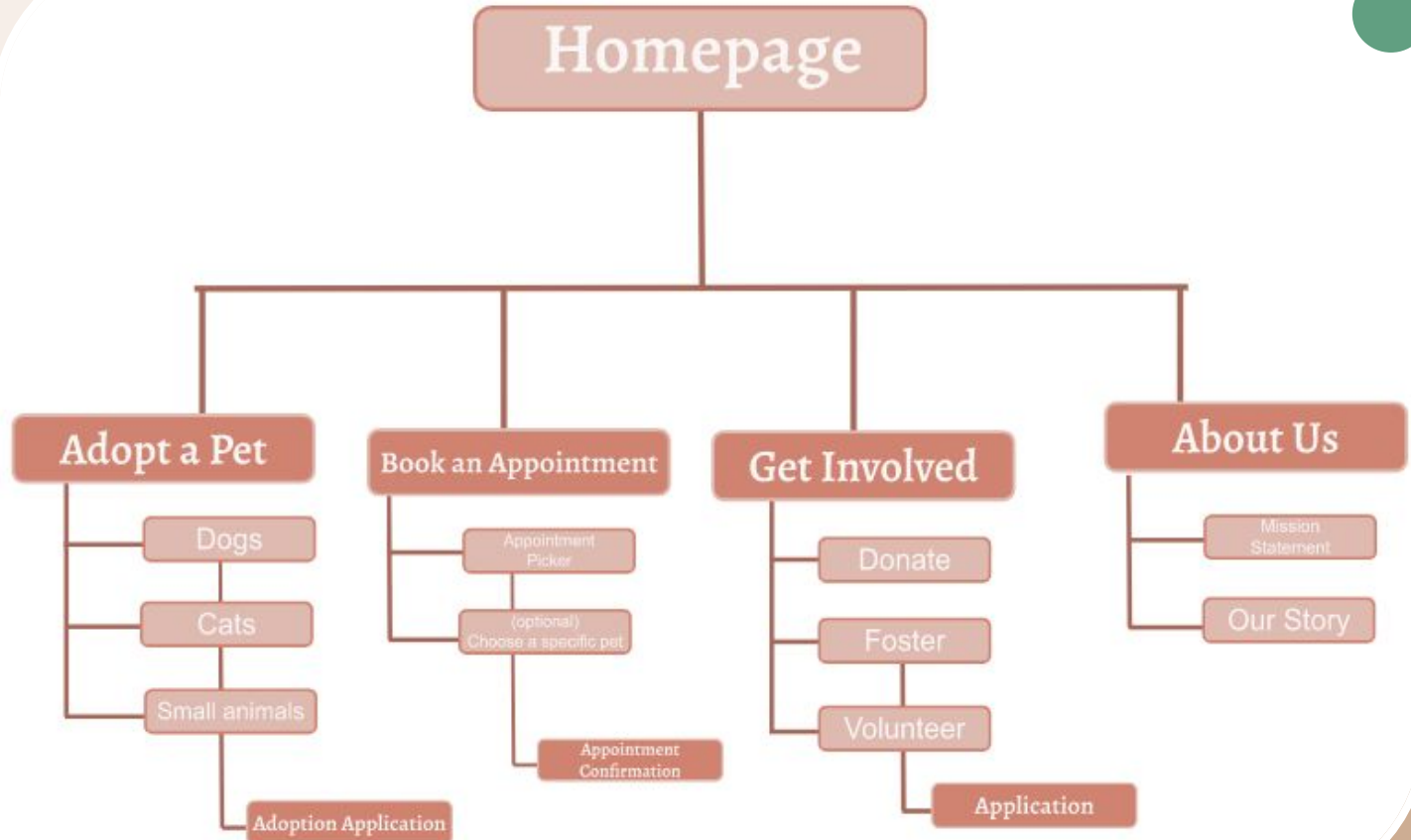
DOES

Is familiar with the process of an animal shelter.
Has been to shelters in the past.
Does a lot of online shopping and is comfortable searching for things online.

FEELS

Feels an app for a shelter would be helpful in getting more animals adopted.
Feels that being able to fill out any necessary paperwork online would be convenient.

SITEMAP



WIREFRAMES



PAPER WIREFRAMES

Taking the time to draft iterations for the homescreen of the website on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.

For the home screen, I prioritized a large section to highlight featured pets of the week as well as a call to action donation button in the upper right corner of the screen.



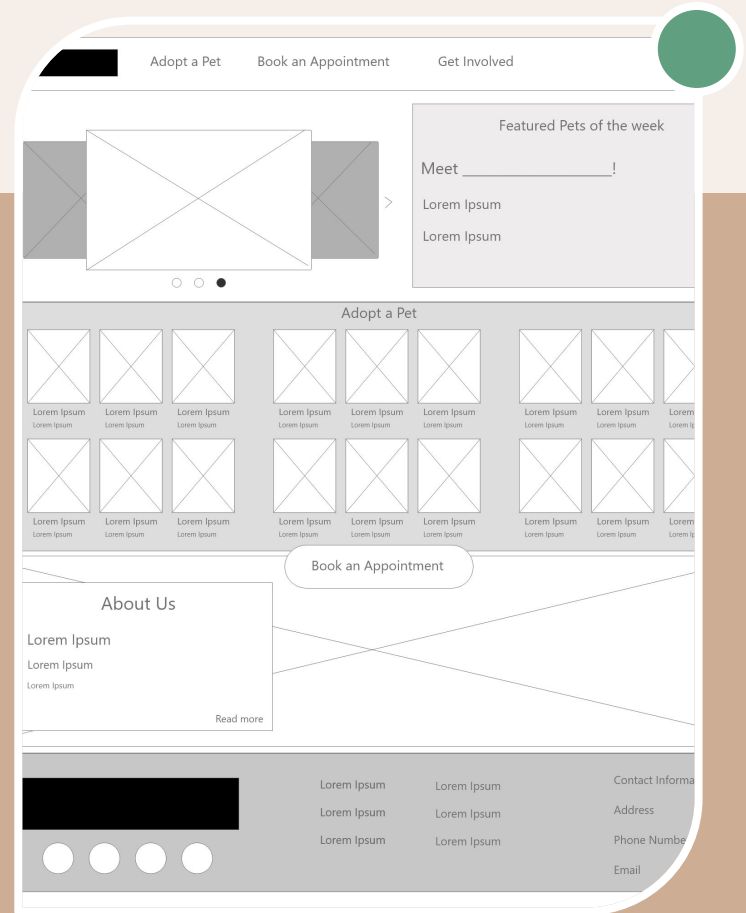
WIREFRAMES



DIGITAL WIREFRAME

As I began crafting the initial low-fi wireframes, I made sure to keep my designs based on feedback & findings from user research and ensured the users needs & expectations were front and center.

I wanted to keep the design clean and clutter free to help highlight our pets & the most important aspects of our site.



WIREFRAMES

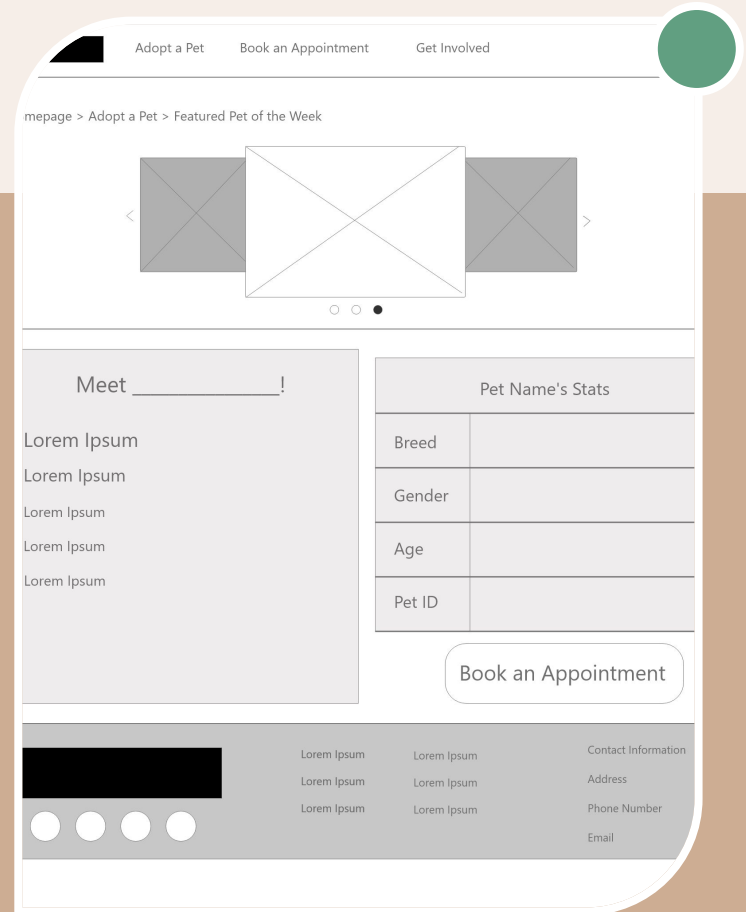


DIGITAL WIREFRAME

Allowing users to easily interact and navigate through the website was a key need that we aimed to address.

Along with a detailed pet bio we chose to create a table of “pet stats” or important details to highlight upfront for ease of information.

We also included a large call to action button for booking an appointment within the pet bio’s to ensure an easy user flow.



PROTOTYPES



LOW-FIDELITY PROTOTYPE

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was searching through pet bios and booking an appointment to visit in person. I also connected the flow of making a donation.

[View Prototype HERE](#)



USABILITY STUDY FINDINGS

I conducted a usability study after creating the initial digital wireframes in the hopes of creating a high fidelity mockup that was more in line with user needs. Findings from the study helped guide the designs from wireframes to mockups.



Findings:

- When scheduling an appointment to visit in person, users want to be able to input their email address and get a confirmation of their appointment details.
- Users want information such as age & breed included in pet stats.
- Users want to know if the pet is housetrained, good with kids, and good with other pets.
- Users would like a pop down menu to choose exactly what kind of pet they are looking for (dog, cat, or small pets).
- Call to action buttons need more contrast to stand out



04.

REFINE THE DESIGN

< Homepage > Adopt a Pet > Ollie

Meet Ollie



Pet Stats	
Breed	Terrier Mix
Gender	Male
Age	3 years old
Pet ID	DA1456

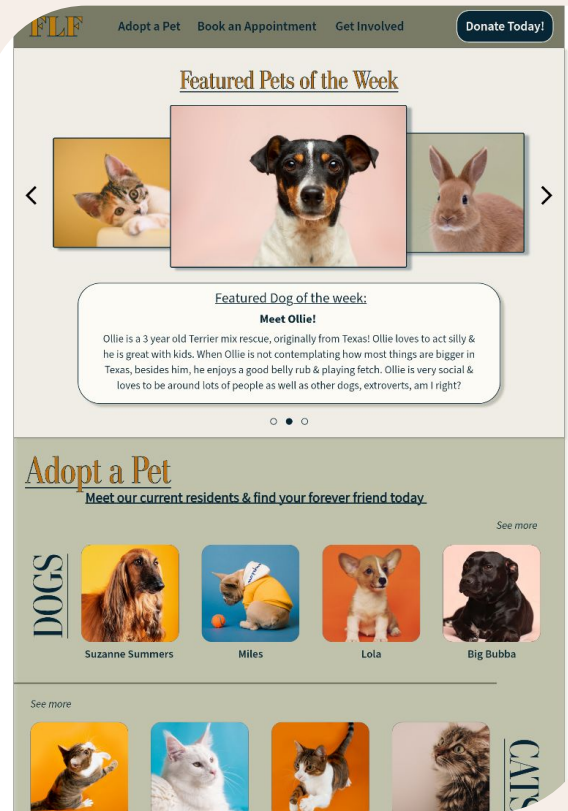
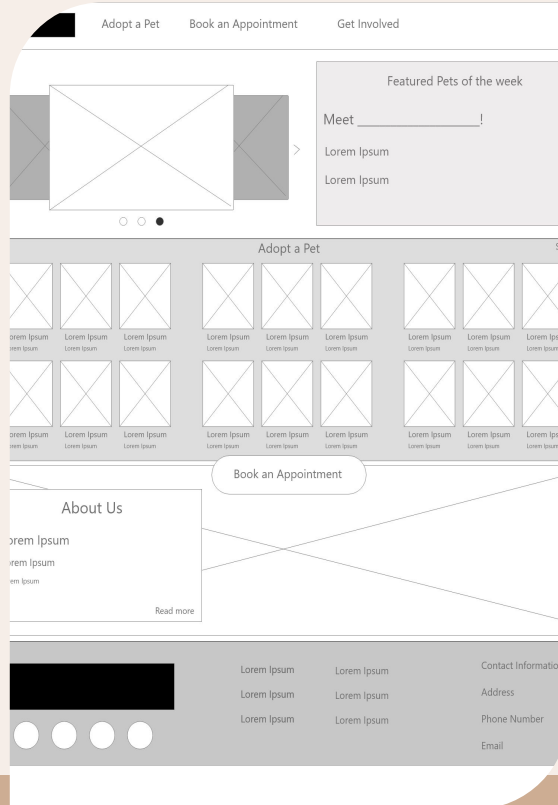
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Come meet Ollie in person:
[Book an Appointment](#)

MOCKUPS

Mockup Progression

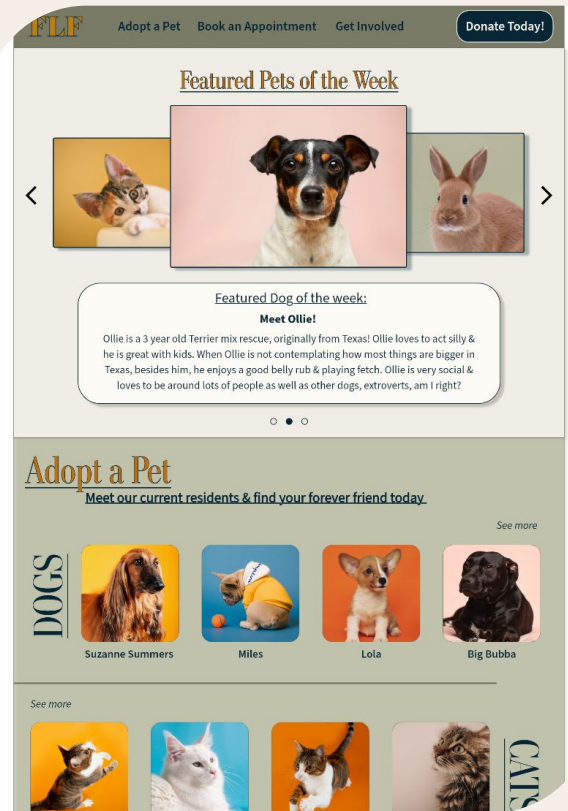
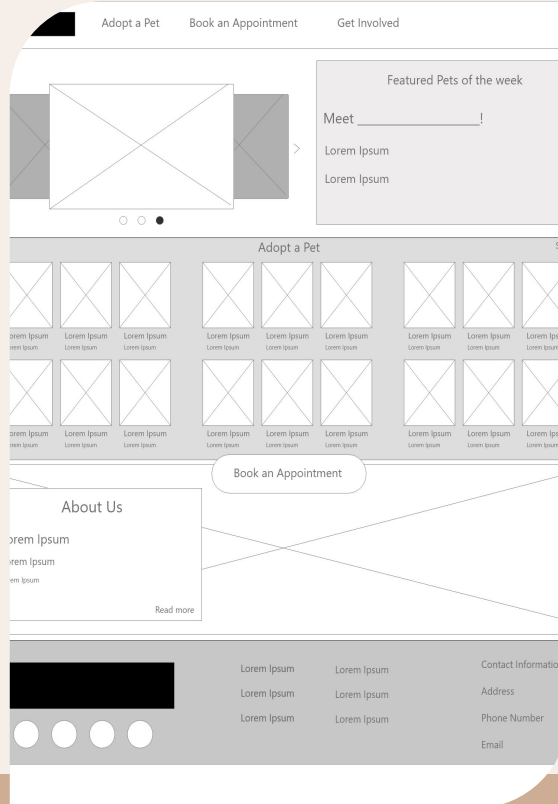
Prior to the usability study, I included a large section in the middle that showed a few featured animals in each section. After the usability study, this section was partitioned vertically instead of horizontally and included less featured pets. This helped to declutter and streamline design. After the usability study a large call to action “Donation” button was added to the header.



MOCKUPS

Mockup Progression

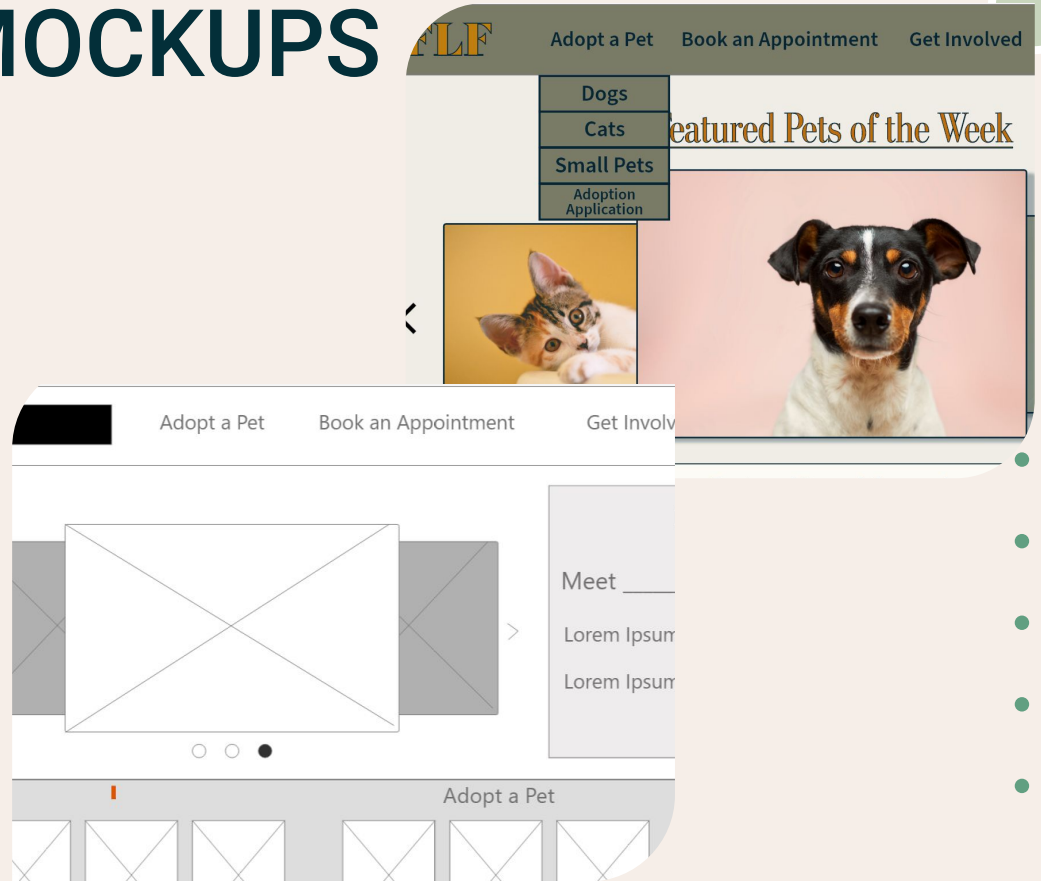
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MOCKUPS

Mockup Progression

In order to make finding the type of pet you are interested in easier, a pull down menu of pet types was added to the main menu.



MOCKUPS

Mockup Progression

During the usability study a few participants mentioned that they would like more contrast on the call to action buttons to ensure they were more noticeable. These were iterated & improved for the mockups to ensure they were more noticeable to users.

Enter your email address:

Email

Confirm Appointment

Enter your email address:

Email

Confirm Appointment

MOCKUPS

Mockup Progression

Users requested that when booking an appointment to visit in person, their email address should be captured so that a confirmation with the details could be sent to their email address.

Your Appointment is Confirmed.

We can't wait to see you.
Here are the details of your appointment:

Date X/XX
Time X:XX

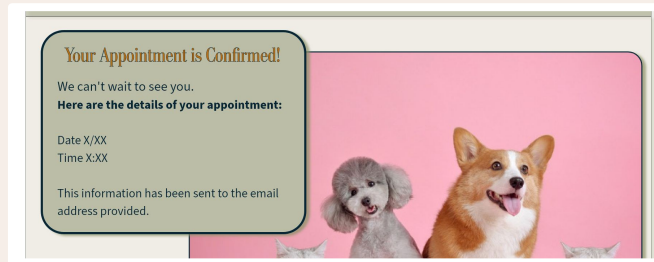
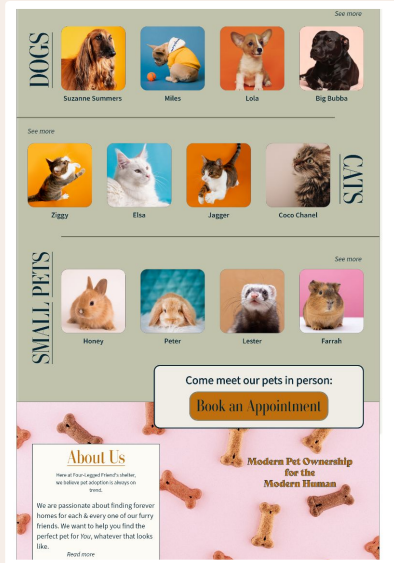
Your Appointment is Confirmed!

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Here are the details of your appointment:

Date X/XX
Time X:XX

This information has been sent to the email address provided.

MOCKUPS

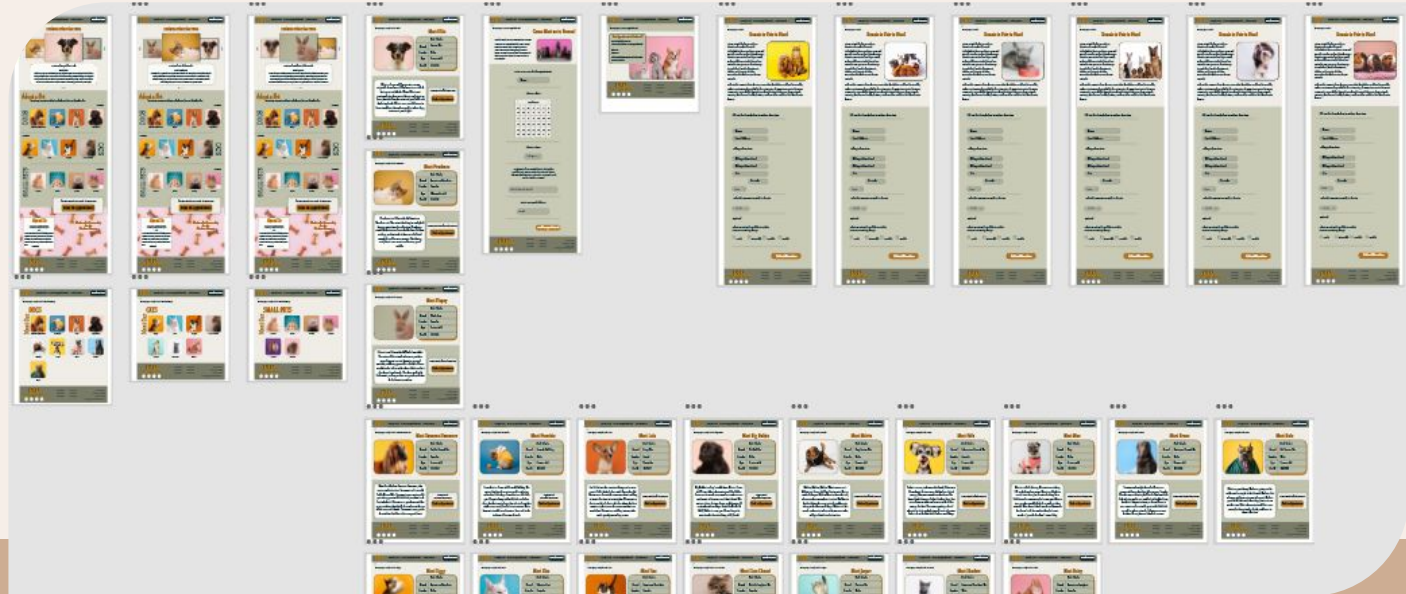


Images from the mockups

HIGH FIDELITY PROTOTYPE

The finalized high-fidelity prototype presented a more concise user flow for finding a pet and booking an appointment to visit in person.. More detail was added to the main menu, as well as creating a higher contrast with the call to action buttons.

[View High Fidelity Prototype HERE](#)



ACCESSIBILITY CONSIDERATIONS

1

COLORING

Colors were tested in a program to ensure enough contrast for different types of color blindness.

2

HEADERS

Headers were used to show hierarchy as well as for ease of navigation with screen readers.

3

HIGH CONTRAST

Minimal colors were used in the background and high contrast was implemented on buttons to ensure easy viewing.





05.

GOING FORWARD

Homepage > Donate

Donate to Pets in Need

At our animal shelter, we rely on donations from kind-hearted individuals to keep our doors open and provide care for our furry friends. Every donation, no matter how big or small, makes a difference in the lives of our animals. Your generous donations go towards food, medical treatment, shelter, and a variety of other necessities that help us care for our animals.



Without the support of our donors, our work at the shelter would not be possible, and we are immensely grateful for the outpouring of support we receive from our community. Every dollar donated goes directly towards the care of our animals, ensuring that they are healthy, happy, & well-cared for until they find their forever homes.

Fill out the form below to make a donation

Name

Email Address

Billing Information:

TAKEAWAYS



IMPACT

This website would help users who are interested in adopting a pet. With the ability to book an appointment online we hope to get more people into our facility & our pets adopted faster. With our simple design, users would easily be able to navigate through the system and complete the flow.

Many users in the usability study appreciated the tone and branding of the website.



WHAT I LEARNED

Throughout the creation of this website, I was able to understand the positive impact you can gain from usability studies. I was able to find themes within the usability study & iterate the design & the design was better for it. I really enjoyed going back into the design and iterating to make it even better for users!

Quote from usability study feedback:
“I really like how you show a featured pet of the week, that was really cute.”

NEXT STEPS

1

I would go back & possibly add more animation into the design such as buttons changing color when you click on them.

2

I would conduct another usability study to see if all the main pain points have been eliminated to ensure a positive user experience.

3

Finalize any other small details to ensure the app is ready to hand over to engineers for building the design.



THANKS!



Let's Connect

Thank you so much for viewing and interacting with my project design! I appreciate your time and attention to something that I have put so much work into.

If you would like more information or to get in touch, please see my contact information below.

Email:
RaquelWalcott@yahoo.com

