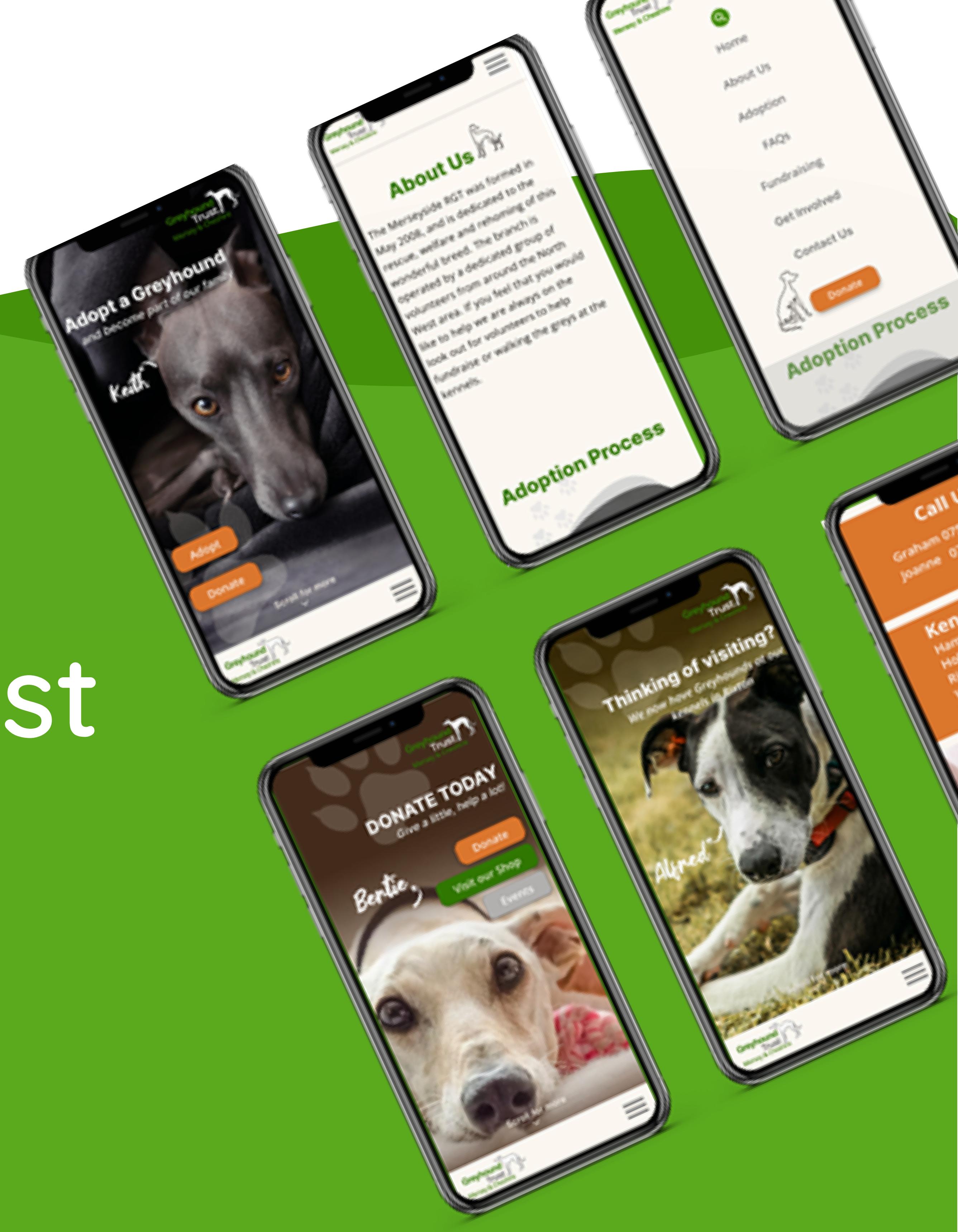


Greyhound Trust Website Redesign



The Problem:

The 'Greyhound Trust for Merseyside and Cheshire' site lacks high quality pictures and sufficient information, making it difficult to understand the adoption process and find the right Greyhound.

The Solution:

A modern, trustworthy website with a high-quality design that provides concise and factual information, a simple adoption process and effective contact with the charity.

Tools used:

Figma, Miro, Maze

Timeline:
3 weeks

Before



After



Design Process



Empathise



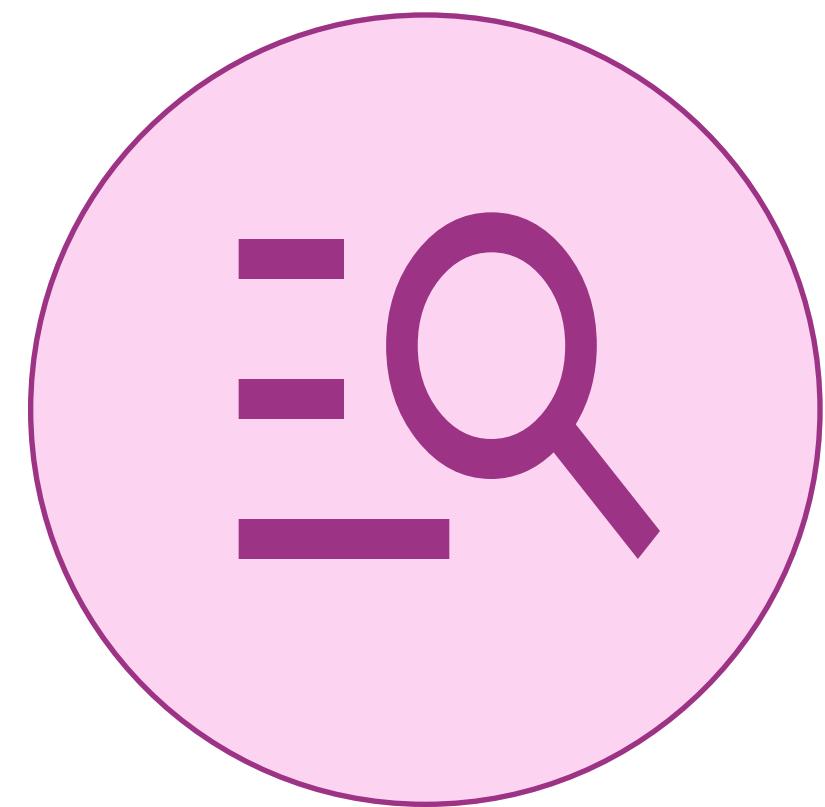
Define



Ideate



Prototype



Test

Empathise

Heuristic Evaluation and Annotations

We completed a comprehensive heuristic evaluation including annotating the existing website. This helped us highlight issues with the UI such as a lack of hero image and footer, a confusing navbar, a small, serif font and text misalignment. This provided us with guidance for our user testing.

Competitive Analysis

We also conducted a competitor analysis for three direct competitors and two indirect competitors to identify their features, strengths and weakness. We found the competitors had high quality hero images, consistent colour schemes and simple navigation.

Features > Competitors ▾	Navigation Bar	State changing Buttons	Hero Image	Modern design	Consistent colour scheme	Footer	Effective use of hierarchy
<i>Direct:</i>							
Greyhound Trust Hall Green	✓	✓	✓	✓	✓	✓	✓
Dogs Trust	✓	✓		✓	✓	✓	✓
Wood Green		✓	✓	✓	✓	✓	✓
<i>Indirect:</i>							
Adoption UK	✓	✓	✓	✓	✓	✓	✓
WWF	✓	✓	✓	✓	✓	✓	✓
Greyhound Trust Mersey & Cheshire	✗	✗	✗	✗	✗	✗	✗

User Survey

We surveyed 47 retired racing greyhound owners, to find out which features were important and which features made a charity website look trustworthy.

98%

of respondents thought it was important for the website to provide **comprehensive information** about greyhound characteristics, behaviour, and specific care needs.

94%

of respondents thought seeing the **registered charity number** was essential to make the website look trustworthy.

“ I need to know what conditions the charity wants prospective adopters to be able to fill ”

Usability Tests

We then carried out focus group usability tests. We focused our tests around the adoption process as this was the main priority for the charity. From the focus groups we wanted to find out opinions of the UI such as colours, typography, the layout of the navigation bar and the wording used across the site. Here are the key findings:

I don't like the low quality pictures.

The website looks so old and outdated it looks like they're not around.

The navigation bar is weird. I'm not used to seeing buttons like that.

I don't understand some of the writing e.g. “the lucky ones”.

Layout doesn't look trustworthy. I would not donate.

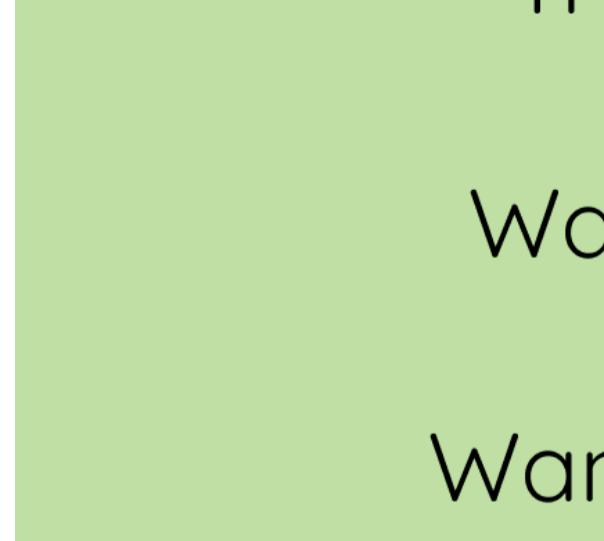
I don't like the background. There may be an accessibility issue.

User Persona

Using the findings from our research we iterated our proto-persona into a user persona to represent the goals, motivations and behaviours of the target audience for the website. This helped us empathise with the needs and preferences of the target users.

Michael wants to rehome a greyhound but his local charity website is outdated, lacks high-quality pictures, lacks information and ultimately he doesn't trust the website. He needs a trustworthy charity that has a website that provides him with the information he needs and makes contacting them simple.

Michael Nom



About

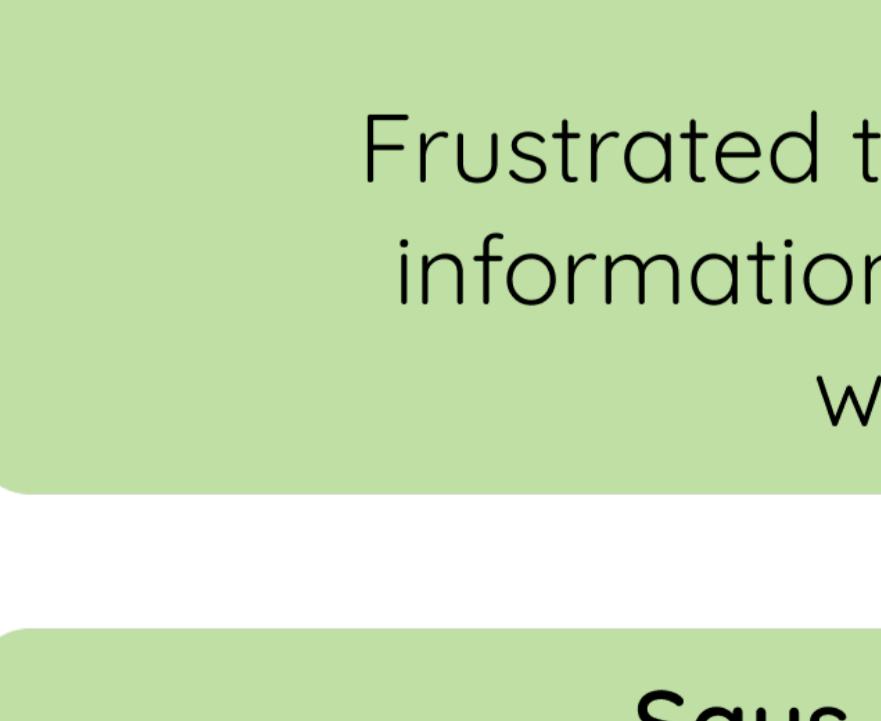
Michael, a 35-year old who lives in Cheshire, with his wife. His interests include reading, listening to music, and outdoor activities such as hikes and marathons. Michael and his partner do not have any children and both share a love for dogs. This has led them to the decision to adopt a dog, as they are concerned about the welfare and well-being of mistreated dogs, specifically Greyhounds.

Goals

- Find a charity who adopt ex racing Greyhounds who may have been mistreated
- Find a charity in his area - Cheshire
- Successfully adopt a Greyhound, as he has heard they make good pets
- Find relevant information on one website to save time
- Find a charity website that he can trust - as the local 'Adopt a Greyhound' website design is very basic, leading to mis-trust

Needs

- Quick and efficient way to find an active dog partner
- A way to find a grey hound within the neighbourhood
- Can see pictures, and get to know about them
- Easy way to read about them to get to know them better
- Trustworthy, and true information on website
- Easy to reach-out and get in contact with
- Easy adoption process
- Easy to contact and liaise with



Influencers

What products or services are influencing



Devices

What kind of devices use our user



Pain Points

- Can't find good pictures and a lot of information on website
- Local Town/City website to find dog from the neighbourhood is not easy to use
- The local website is not easy to navigate
- Not enough information
- Want the website to be trustworthy and the information to be factual
- Want the adoption process to be clear and straightforward
- Want to be able to contact and liaise with the charity easily

Interests

- Rescue and Adoption Advocacy
- Training Dogs
- Active Lifestyle
- Volunteer Work and Giving Back
- Music
- Reading

Empathy Map

To further empathise with the user and highlight their pains and gains we created an empathy map.

Think and Feels

Trying to become fitter

Wants to grow his family

Wants to spend more time outdoors

Frustrated that he can't find information on the current website

Sees

Other dog adoption websites look more trustworthy

Greyhound Trust website doesn't look secure

Website looks outdated and untrustworthy

Says and does

Can I trust this site?

Uses both desktop and mobile to search for a dog to adopt

Wants to adopt from somewhere with aftercare and support.

Hears

Greyhounds make good pets

Having a dog encourages daily walks

Greyhounds are low maintenance pets

Pains

Website doesn't look trustworthy

Website doesn't clearly display the information needed

Gains

Modern trustworthy website.

A website with a clear adoption process

Definition

User Insights

Michael needs to find a website where he can adopt and rehome a greyhound. He is finding it difficult to trust the greyhound trust website for his local area because of its outdated design and confusing navigation. During user interviews and surveys, we discovered that users did not trust the website due to the design and functionality. Users found that the website looked outdated, which also encouraged them to question whether the charity was still running. Therefore, we believe that a re-design will help users gain trust in the website, enabling engagement with the charity, to successfully complete an adoption. We might do this by re designing features on the website and mobile app, to make it more trustworthy. Doing this will allow our product to be successful for users and the charity.

Problem Statement

Research found the website contained low quality images, an inconsistent colour scheme and a lack of standard website navigation header and footer features. This led users to lose trust in the website, which resulted in the charity losing sponsors. Users are seeking a trustworthy website with a high-quality design that provides concise and factual information, a simple adoption process and effective contact with the charity.

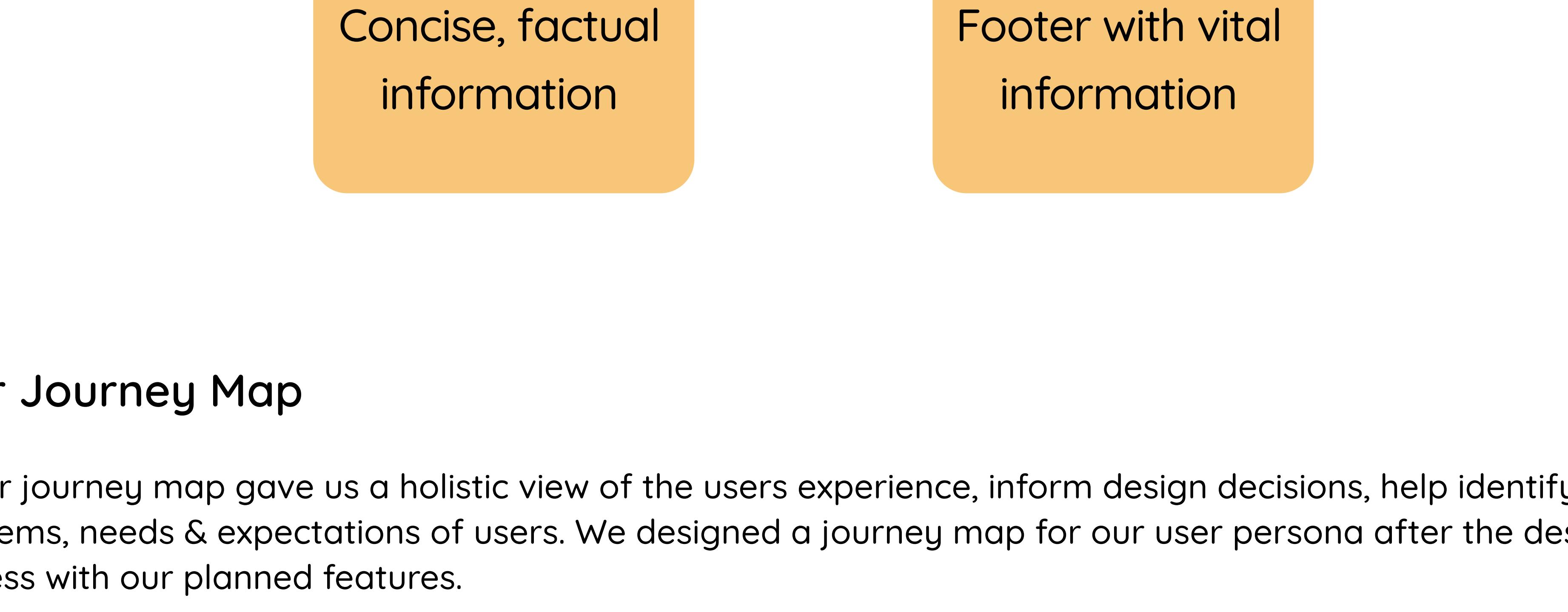
Value Proposition

Greyhound Trust Mersey & Cheshire is the trusted destination for Greyhound adoption. Our website offers expert guidance, and comprehensive resources to ensure a seamless adoption process. Join our vibrant community of Greyhound lovers, connect with like-minded individuals, and gain access to invaluable support. Adopt a greyhound and become part of our family today.

Ideation

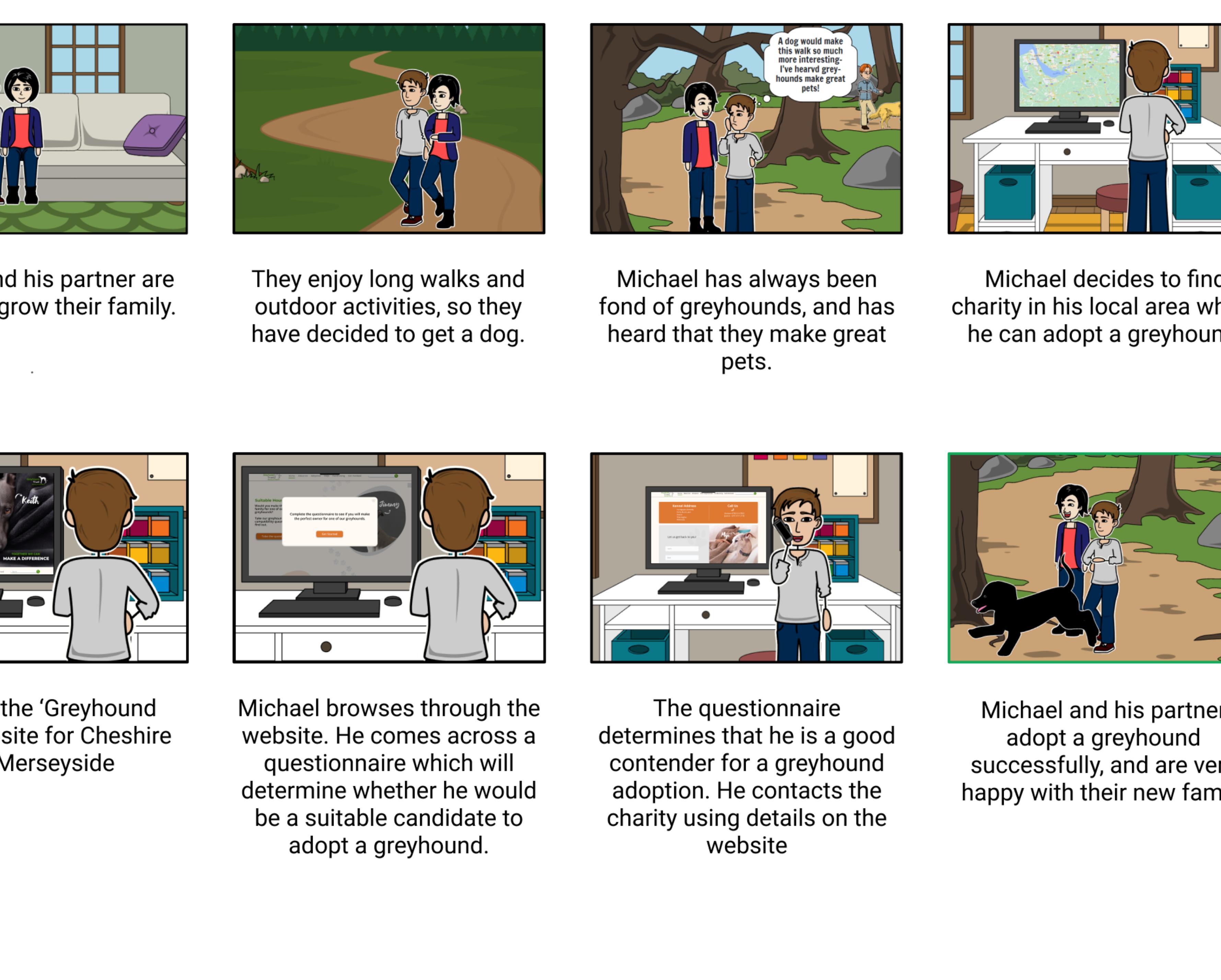
Brainstorming

We brainstormed using the I like, I wish, What if method and then prioritised using a feature prioritisation method. We focussed on features that were a high priority for users and a high priority for the charity. Here are the features that we chose to focus on:



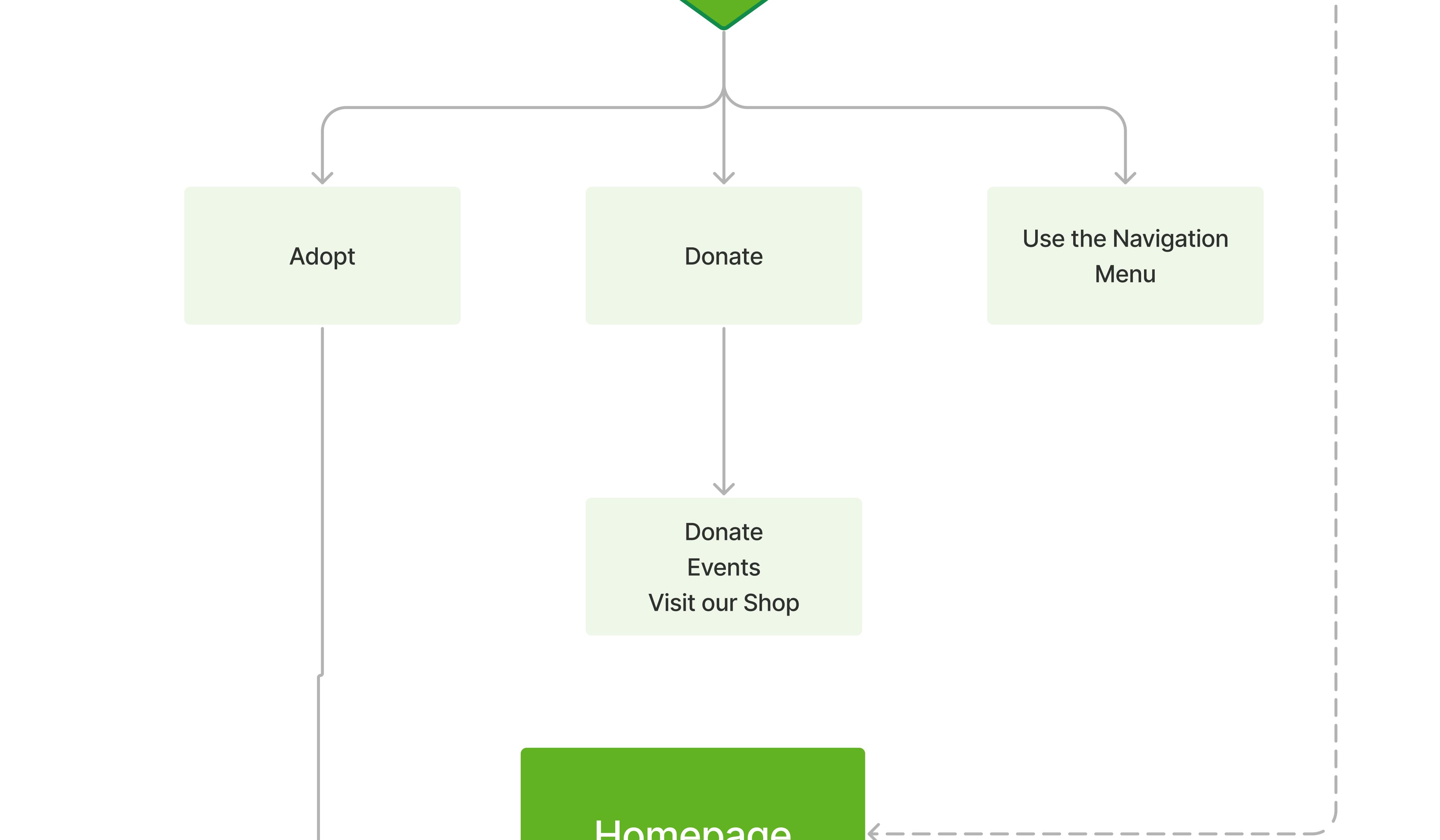
User Journey Map

A user journey map gave us a holistic view of the users experience, inform design decisions, help identify problems, needs & expectations of users. We designed a journey map for our user persona after the design process with our planned features.



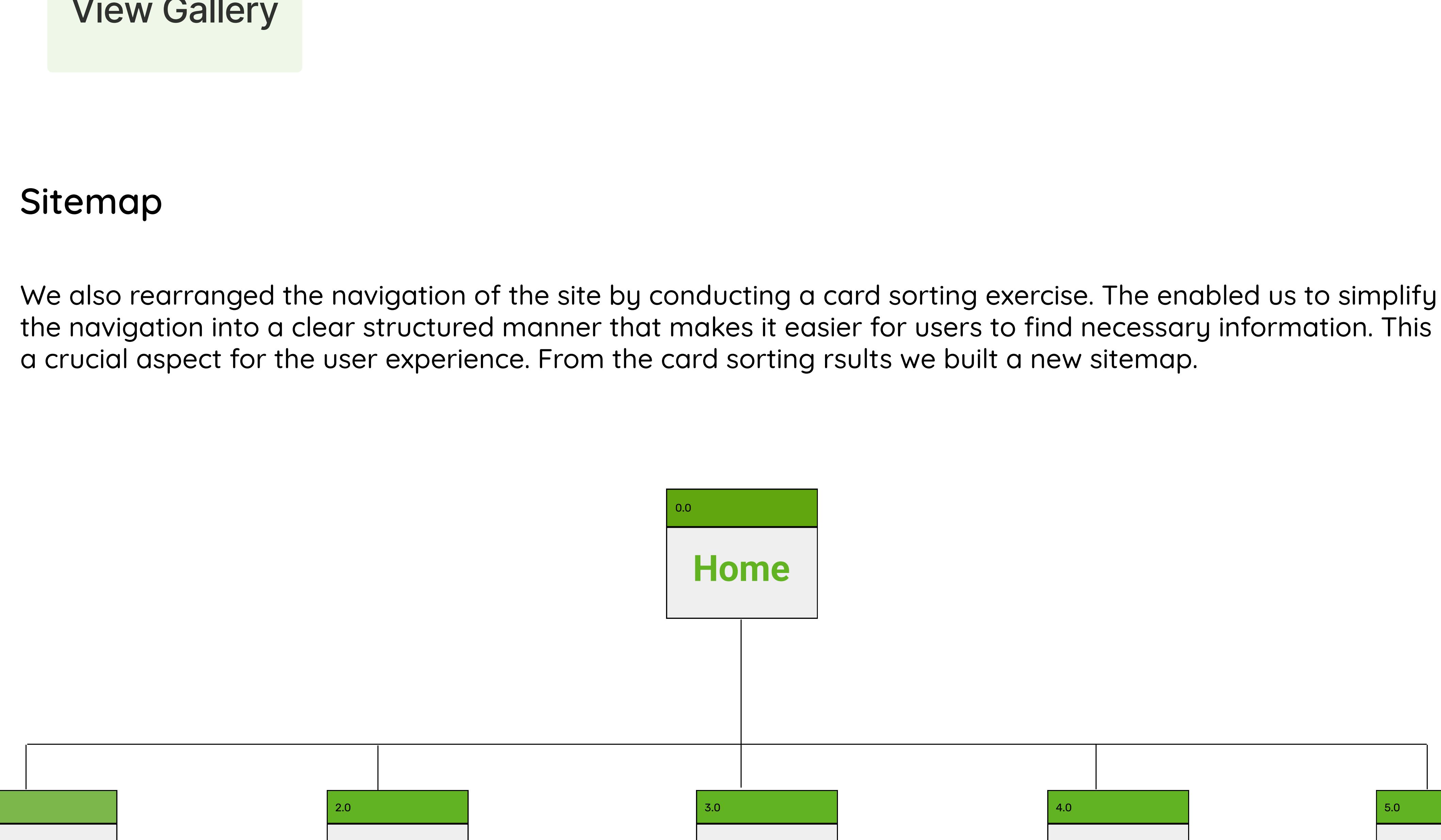
Storyboard

In addition to the user journey map we also curated a storyboard to establish context and help us empathise with the user's situation prior to redesigning the website. This ensured the user was at the forefront of our design decisions.



Userflow

After identifying the problem and empathising with our target users we created a userflow to visually represent the steps taken to complete the adoption process. This supported us to align the user interface with the user experience.



Sitemap

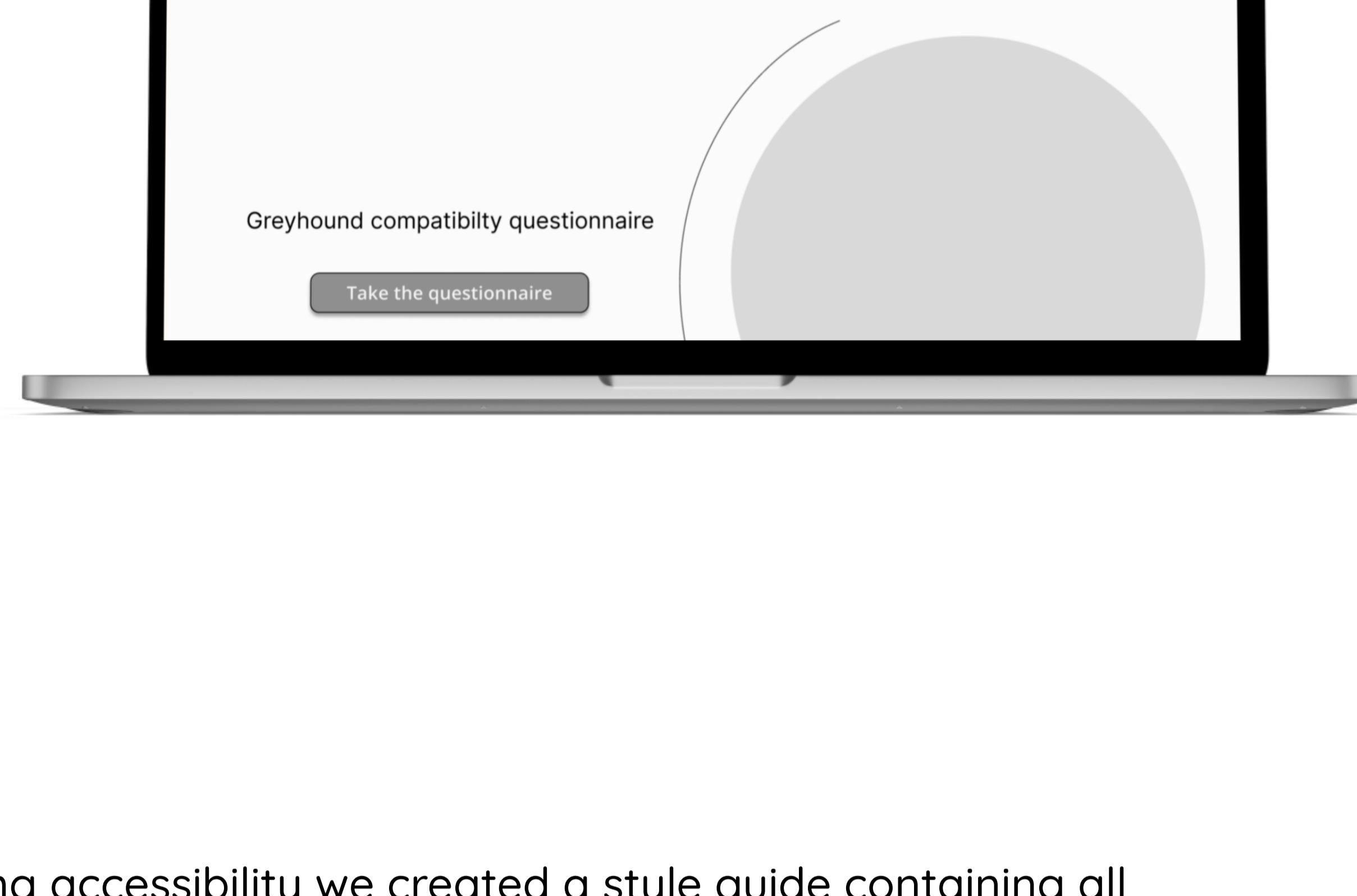
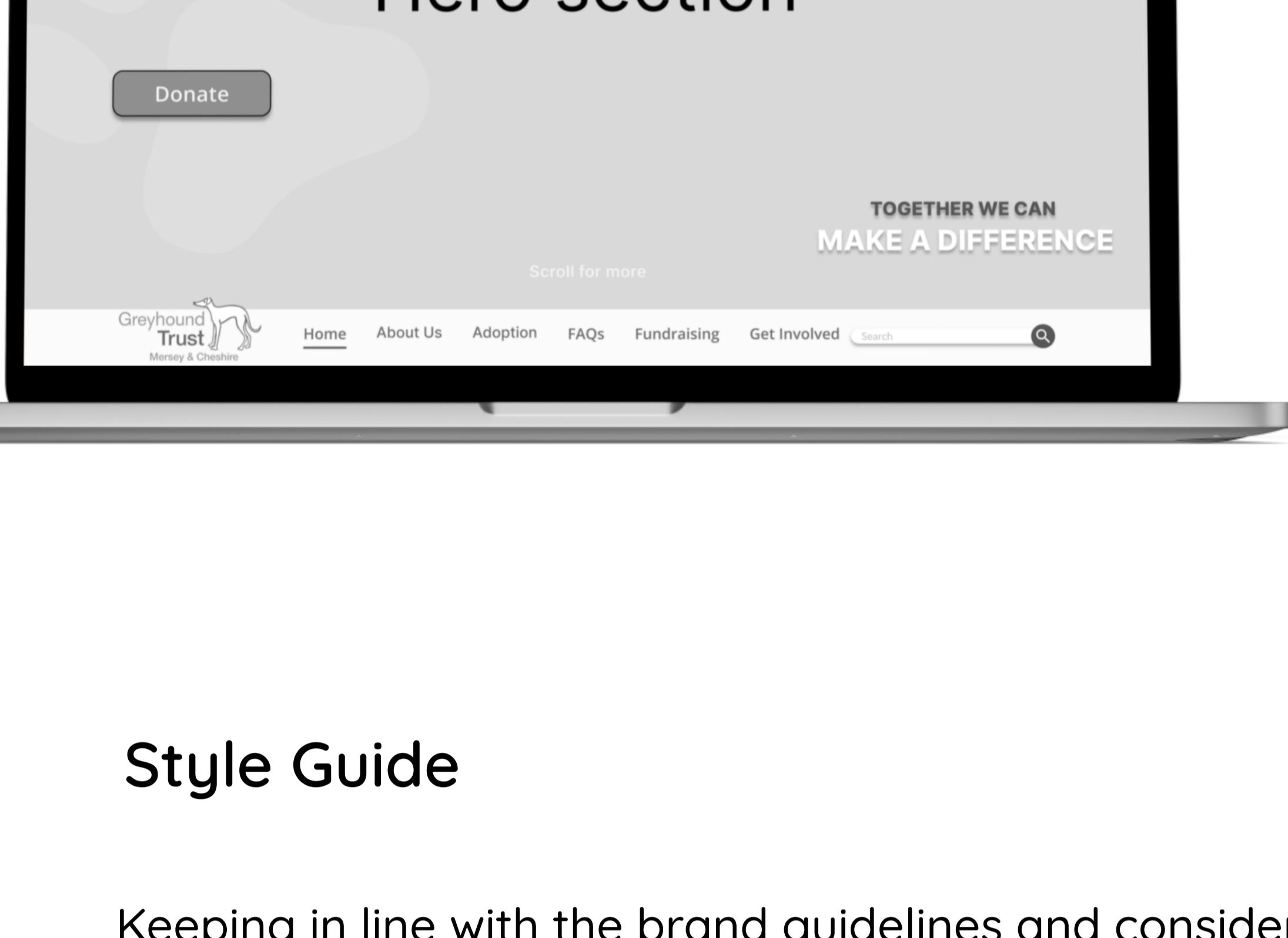
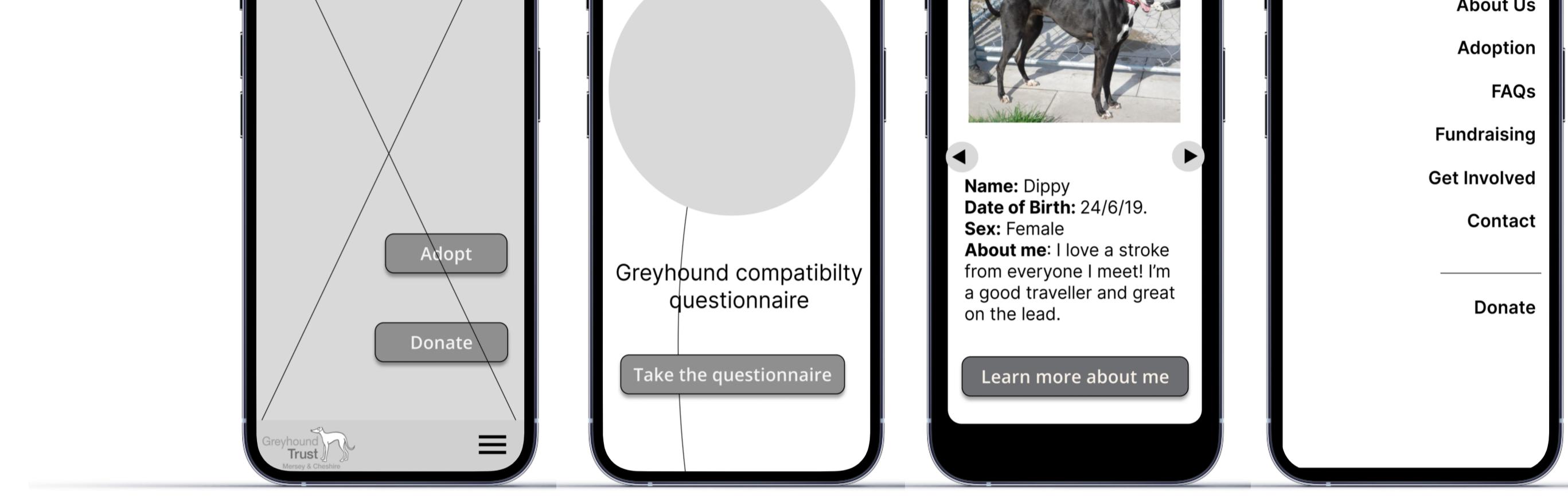
We also rearranged the navigation of the site by conducting a card sorting exercise. This enabled us to simplify the navigation into a clear structured manner that makes it easier for users to find necessary information. From the card sorting results we built a new sitemap.



Prototype

Wireframing

We created a mood board for inspiration and then sketched ideas for the website redesign. We created low-fidelity prototypes in Figma ensuring the design was responsive.



Style Guide

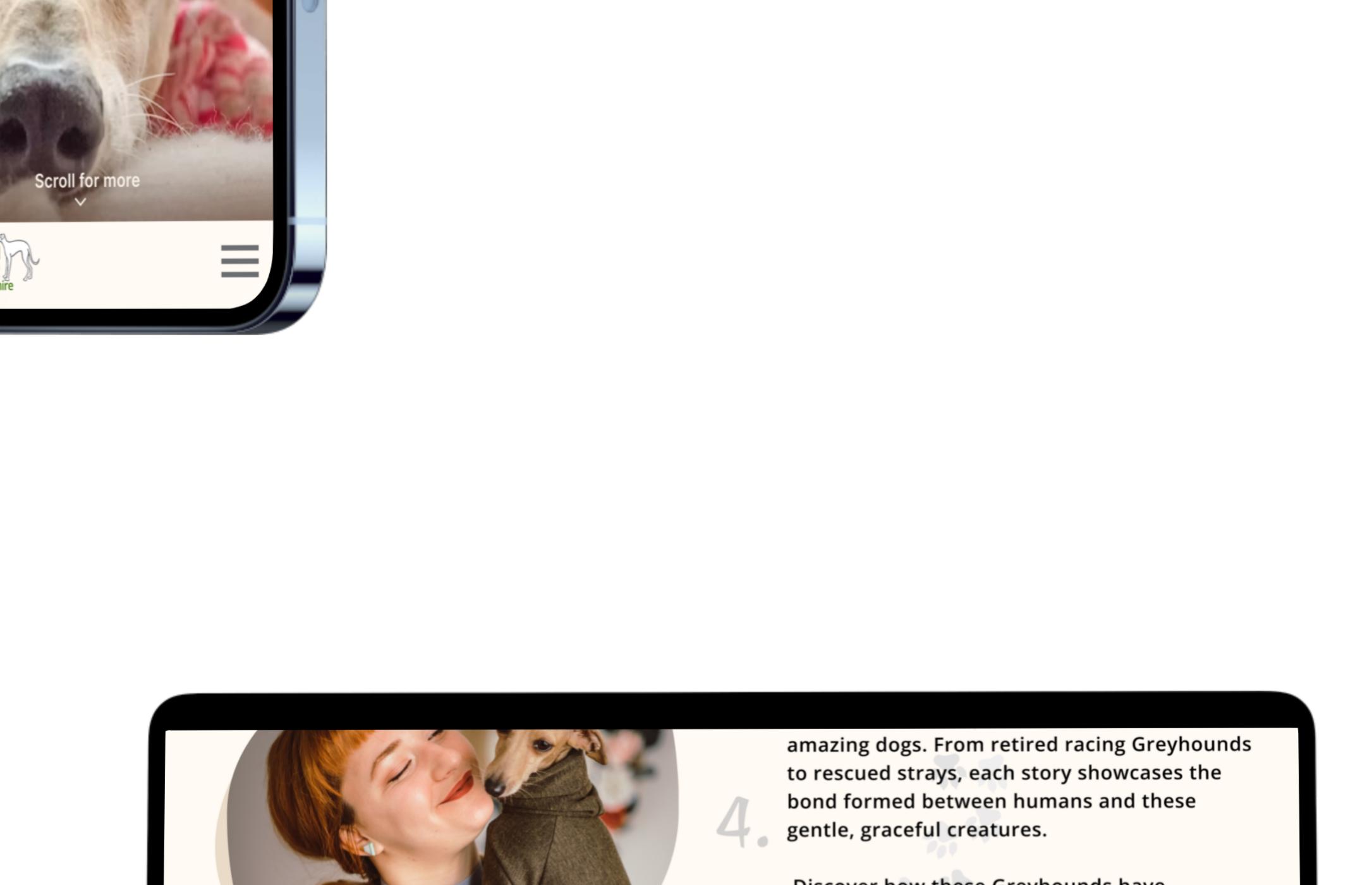
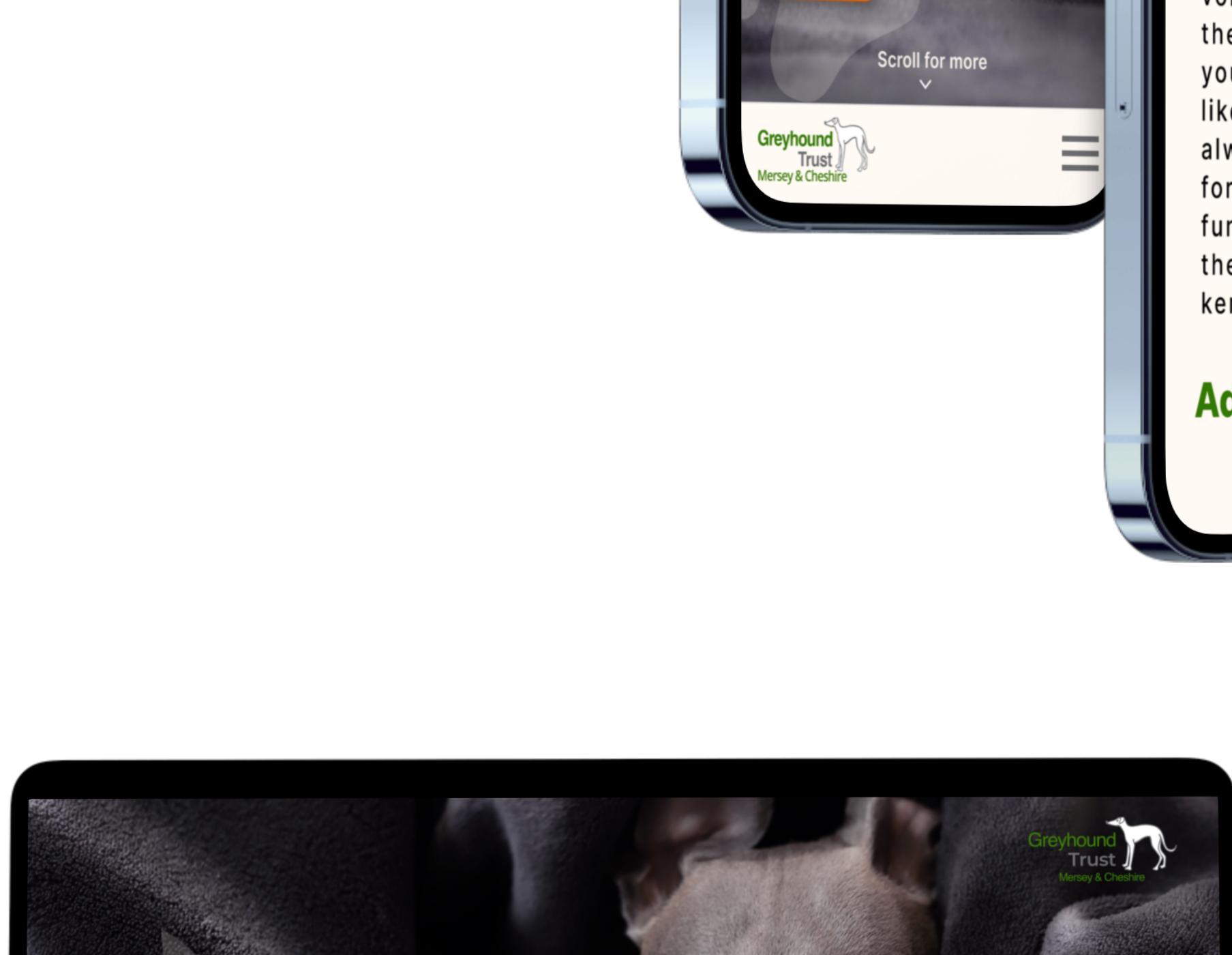
Keeping in line with the brand guidelines and considering accessibility we created a style guide containing all user interface elements. This ensured consistency across the website as we applied the visual elements.

Greyhound Trust Redesign Style Guide

UI STYLE DIRECTION	BRAND LOGO	COLOR PALETTE
Nature and Environment: Green represents nature, growth, and sustainability. It signifies a connection to the environment and can communicate values of eco-friendliness and environmental consciousness.	Logo on white	Brand Color Primary Color: FOREST Secondary Color: ORANGE Background Color & Texture: NEUTRAL Neutrals: COOL NEUTRAL WARM Text Color: #4CAF50 FOREST #FF9800 ORANGE
Creativity and Innovation: Orange is often associated with creativity, enthusiasm, and innovation. It can represent a brand that thinks outside the box and brings fresh ideas to the table.	Logo on dark	
Balance and Neutrality: Grey is a neutral color that can create a sense of balance and stability. It provides a backdrop for other colors and elements in the branding, allowing them to stand out.		
UI STYLE ADJECTIVES	ICONOGRAPHY	IMAGES SAMPLES
Trustworthy Credible User-friendly Transparent Professional Approachable		
TYPOGRAPHY	PROGRESS BAR	
Aa Fonts: Helvetica, Open Sans, Hey October Helvetica (Logo) Open Sans (Body Text, Button) Inter (Headings) Hey October (Dog names) Julee (numbers)	TABS	
OUR GREYHOUNDS	BUTTON	
Here, you can explore a surprising collection of dogs who are waiting to find their forever homes. Each picture showcases the unique personalities, endearing qualities, and undeniable charm of these lovely canines. Take your time, browse through the pictures, and who knows, you might just discover your perfect fury match.	Buttons - Web Buttons - Mobile 	

Prototype

We applied our visual style guide to our wireframes to create a high-fidelity prototype.



4.

amazing dogs. From retired racing Greyhounds to rescued strays, each story showcases the bond formed between humans and these gentle, graceful creatures.

Discover how these Greyhounds have blossomed with love, care, and a nurturing environment.

Success Stories

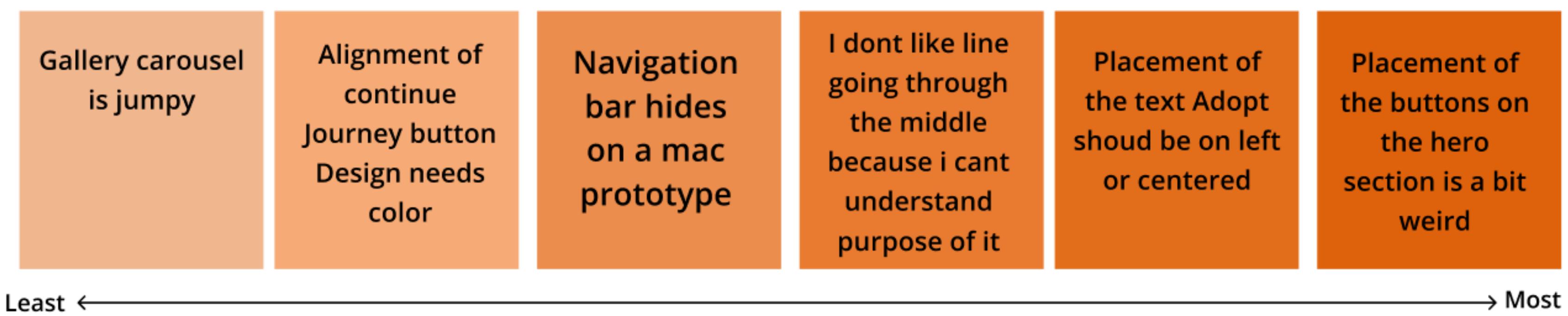
About Us
Archive
FAQs
Contact Us

Testing

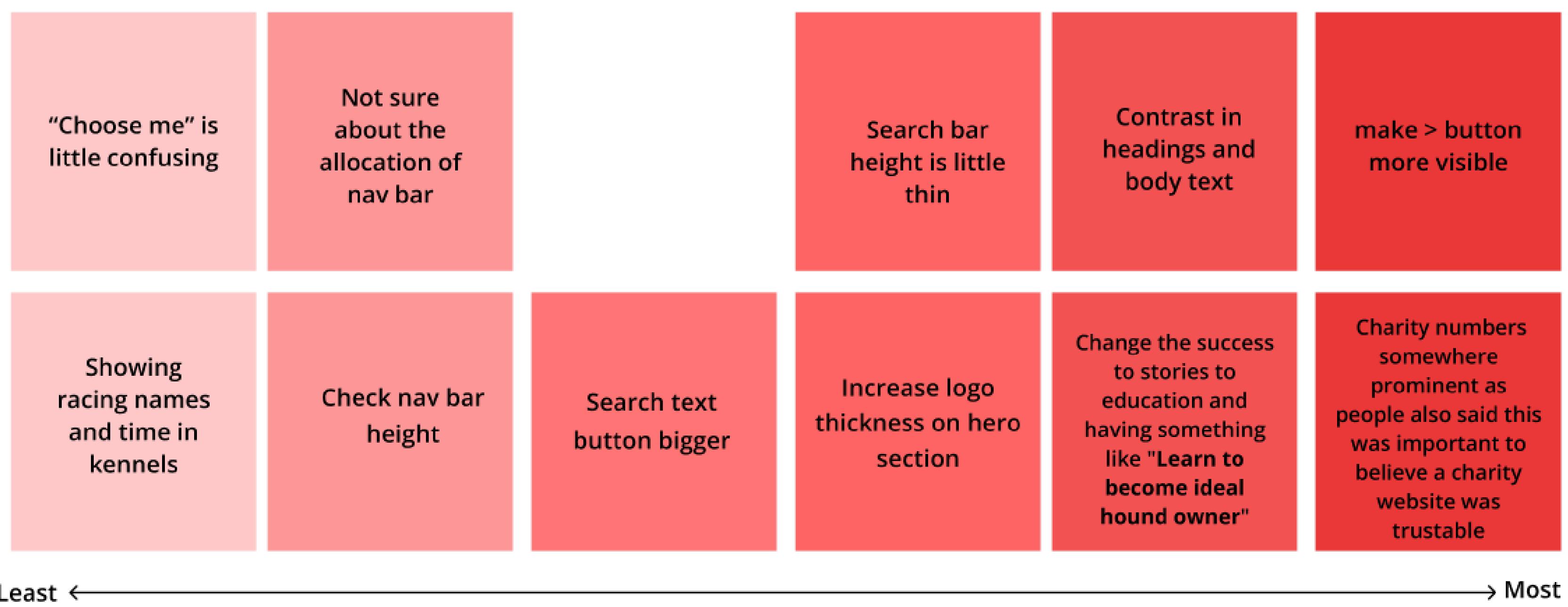
Using Maze we completed testing on the low-fidelity prototypes and continually through the design of the high-fidelity prototypes using Guerrilla testing methods, 5 second tests and A/B Tests. This ensured the high-fidelity design was user-led.

We categorised responses from guerrilla tests and five second tests by collating the most common responses.

Low fidelity results



Desktop high fidelity results



Mobile high fidelity results



Final Prototype

Utilising the testing results we continually iterated until we had our final responsive prototype.

