

SPCA JOHANESSBURG online communications

Lance De Souza

ST10499391

**Society for the prevention of cruelty to animals or
SPCA is an animal welfare organization, and this website
will help users make online appointments or report any
abuse or mistreatment of animals
from anywhere at any time.**

Tlhologelo Nkata

PC name?

August 2025

Introduction

Fighting for South Africa's animals is the top priority of the SPCA. And the Johannesburg Society for the Prevention of Cruelty to Animals (JSPCA) was built in 1902 and is still one of the largest animal welfare organizations in South Africa (Johannesburg SPCA, n.d.). I believe that with a better user-friendly website that could allow users to communicate more effectively from anywhere at any time with the SPCA, their performance could be more improved and in the process many more animals could be saved.

Problem Statement

The SPCA plays an extremely crucial role in the protection of animal and in promoting their welfare across South Africa. However their current systems of communication, specifically their website is cluttered and hard to navigate which limits its functionality. This makes it harder for the general public to access important as well as essential services such as reporting animal cruelty, adopting and volunteering. And this lack of efficient communication lessons and reduces the chances of community engagement as well as delay emergency responses which can lead to fewer resources being mobilised for animal welfare.

Aim and Objectives

Aim

The aim of the assessment will be to build or develop a more efficient, effective and user-friendly website for the SPCA that may enhance communication with the public and improve community engagement.

Objectives

- Improve information accessibility: Make sure that users can quickly find and locate important information such as adoption procedures, volunteering, donation options and animal welfare guidance.
- Improve emergency reporting: Implement digital tools, like online forms to allow the general public to report animal cruelty, lost or injured animals or in urgent situations more effectively.
- Enhance community engagement: Include social media links to increase public participation and awareness of SPCA activities.
- Simplify donation process: Provide secure donation portals with clear instructions.
- Improve adoption process: Create a user friendly/easy to navigate pet database with descriptions as well as photos and contact information.

References

Johannesburg SPCA. n.d. *About us*. [Online]. Available at: <https://jhbspca.co.za/aboutus/> [Accessed 17 August 2025].

Johannesburg Society for the Prevention of Cruelty to Animals, n.d. *About Us: history, mission and facilities of Johannesburg SPCA*. [Online] Available at: JSPCA website [Accessed 17 August 2025].

Johannesburg Society for the Prevention of Cruelty to Animals, 2025a. *SPAR donates over 7 500 packets of dog biscuits to Johannesburg SPCA*. [Online] Available at: Southern Courier (Citizen) [Accessed 17 August 2025].

Johannesburg Society for the Prevention of Cruelty to Animals, 2023. *JSPCA celebrates 121 years of animal protection*. [Online] Available at: Good Things Guy [Accessed 17 August 2025].

Johannesburg Society for the Prevention of Cruelty to Animals, 2023b. *Call for assistance with vehicles to support outreach in underserved areas*. [Online] Available at: Soweto Urban (Citizen) [Accessed 17 August 2025].

GitHub Link

<https://github.com/LanceDeSouza/Assignment-1-Code>

Table of Contents

Introduction	2
Problem Statement.....	2
Aim and Objectives	3
Aim	3
Objectives.....	3
References	4
GitHub Link	5