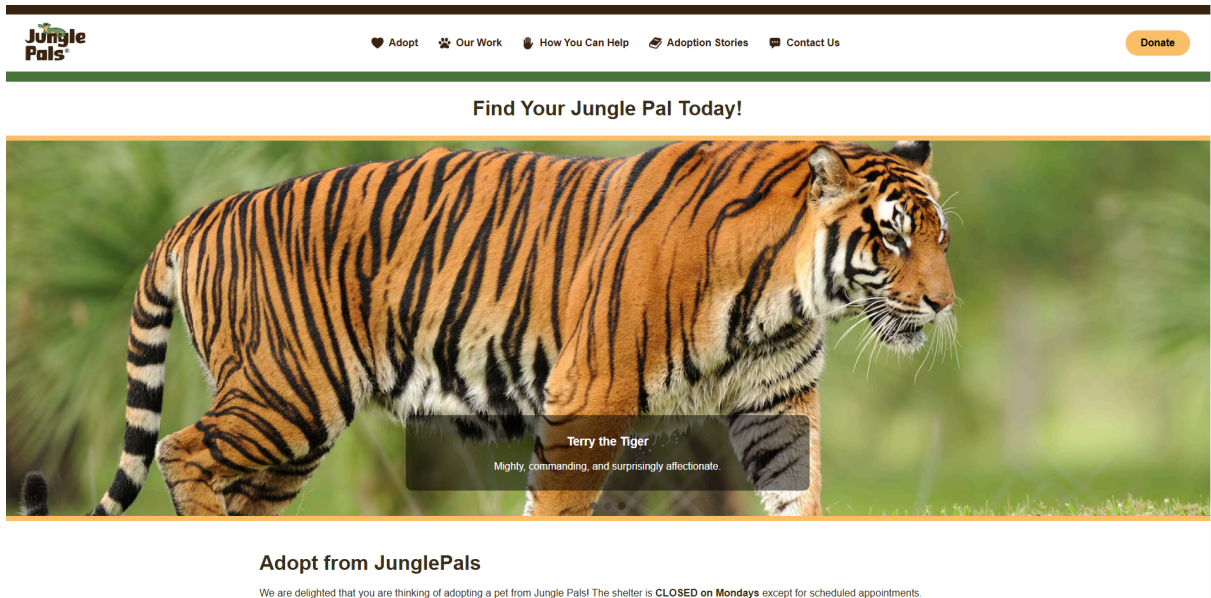


# Jungle Pals



## Link to Site:

<https://liamkd.github.io/Jungle-Pals>

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Date: 07/12/2025

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## Table of Contents

1. Executive Summary.....	1
2. Project Work.....	1
3. Design Process.....	2
4. Testing & Responsiveness.....	10
5. Conclusion.....	15
6. References.....	17

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## 1. Executive Summary

Jungle pals is an exotic pet adoption agency which is designed to make the process of adopting non-traditional pets easier, safer, more transparent and more responsible. We developed the site using HTML, CSS & Javascript with an emphasis on accessible design, a user interface that is easy to understand and use, and a lightweight front end architecture which would be suited to a real world startup.

Exotic animals are becoming increasingly popular pets. Owners can often underestimate their care needs, which can lead to neglect, surrendering, or unsafe rehoming through the likes of facebook marketplace. Irish research has highlighted knowledge gaps and limited access to appropriate guidance when it comes to keeping exotic animals (RSPCA/Iris Vet Journal, 2021). The world of exotic pets is also affected by unethical sourcing and illegal trade, which shows a gap in the market for ethical adoption/rehoming that doesn't contribute to illegal/harmful supply chains (Traffic/AP News, 2025)

The world wide exotic pets market was valued at roughly \$1.65 billion (€1.42 billion) in 2024, projected to reach \$2.49 billion (€2.18 billion) by 2030(Grand View Research, 2024).

Online pet adoption platforms were estimated at \$2.3 billion (€2.2 billion), and due to double by 2035 (Metatech Insights, 2024).

In Europe, there has been massive growth in exotic pet ownership, with the regional market due to nearly double over the next 10 years (Metatech Insights, 2024).

These figures suggest a massive existing user base, as well as a market trend towards online pet adoption services, which shows a niche for online exotic pet adoption such as Jungle Pals.

## 2. Project Work

We decided on 6 pages for the website, which allowed us to evenly divide the workload across the three members. Each member contributed to the HTML, CSS and Javascript for their chosen pages. This ensured clear ownership and reduced overlap.

Liam Doherty looked after the **index**(home) page and the **about** page, Sean De Burca was responsible for the **adopt** and **contact us** pages, while Shane Cosgrove did the **adoption stories** and **how you can help** pages. Each member developed their pages independently, and then as a group we collaborated regarding the styling of the pages, navigation consistency and overall site functionality.

### Work Package 1: Planning & Design

- We finalised the project idea where we agreed on the Jungle Pals concept.
- A site plan was outlined where the 6 page structure was decided.
- We designed a rough site map, and assigned pages to each member of the team.
- A mock up of the site's main page was made in photoshop to give an idea of colour palette, fonts, navigation and layout.
- Initial wireframe ideas and rough sketches.

### Work Package 2: Core Page Development (HTML + CSS)

- General site design was decided and navigation and footer were standardized across all pages for uniformity.

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- 6 HTML pages were created.
  - One CSS stylesheet created.
  - Responsive layout designed for mobile and desktops.

#### **Work Package 3: JavaScript & Interactivity**

- Interactive elements added to each page.
- General test of functionality completed, all links checked to ensure there were no dead ends.
- Form validation.
- Interactive UI elements such as buttons, forms, drop down lists, image carousels.
- Consistent navigation site wide.

#### **Work Package 4: Integration & Final Polishing**

- Merged each team member's pages into one repo.
- Checked all links/images/scripts work correctly.
- Final sweep to confirm uniformity amongst colours, fonts, button styles, spacing etc.
- User journey tested end to end.
- Dead links fixed.
- Unused CSS & JS elements removed, and a general run through of code/styles.
- Checked over the website to confirm it meets the brief requirements.

By splitting the website into 3 different equal streams, we each had a clear responsibility and measurable deliverables. Using milestones ensured that all pages were developed in parallel and then merged into one cohesive site.

### **3. Design Process**

We began the process by looking at websites that were in a similar vein such as the DSPCA (DSPCA 2025), ISPCA (ISPCA 2025) and Dogs Trust (Dogs Trust 2025). These websites influenced our approach to the design in a few ways.

We noticed all three sites prioritise clear navigation, visible contact details, and consistent branding. We noticed warm imagery to be a dominant theme in all websites, and a general friendly tone paired with profiles for the animals which gave them a personality helping to build confidence in adoption decisions.

#### Logo

Liam's freelance graphic design background helped to mock-up a simple logo of a cartoon crocodile along with the name of the website "Jungle Pals". The crocodile character sets a friendly, child-safe tone. The logo helps to make the topic of exotic pets a bit more approachable and cute without losing the jungle identity. The thoughts of "exotic pets" can feel a bit intimidating, we felt the cartoon croc would help soften the perception and create a more welcoming first impression.

#### Colour Palette

Once the logo was decided, the colour palette fell into place. Inspired by a jungle environment, we went for leafy greens, and earthy brown and bright yellow to give a sort of "tropical" accent. This colour palette complemented both the logo and name of the site. A deep jungle green was used for section blocks, newsletter background and the footer because of its association to nature gives a calming, reassuring feel, which helps reinforce trust to the user. The darker forest green used at the

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bottom of the footer provides contrast, and works well with the white text. The white background keeps the layout clean and readable, letting the content be the main focus. Negative space like this is very important in a website, allowing the images and text to stand out and gives the content room to breathe. The warm yellow colour used on the donate button and accents gives a tropical feel, and because it's mainly reserved for buttons, a user can instantly recognise what to click. Finally, the earthy brown complements the greens with an almost "jungle floor" vibe, and is less harsh than just a plain black, while still giving contrast.

### Typography

We went with Arial as our primary font across all headings, body text and UI elements. We chose arial as it's a clean, sans-serif font, which is easy to read. As some of the pages have a lot of text and important information, readability is key. While we're going for a playful jungle theme, an easy to read font like arial helps balance that with clarity, and is similar to the tone used on already established sites such as the DPSCA. Arial is also a universally available font, meaning it's on nearly all devices which helps to ensure the website looks consistent no matter what type of device it's viewed on. Arial is suitable for users with visual impairments, as well as dyslexia, due to its simplicity, high legibility at small font sizes, and this helps to make the website inclusive for all.

### Buttons & Interface Elements

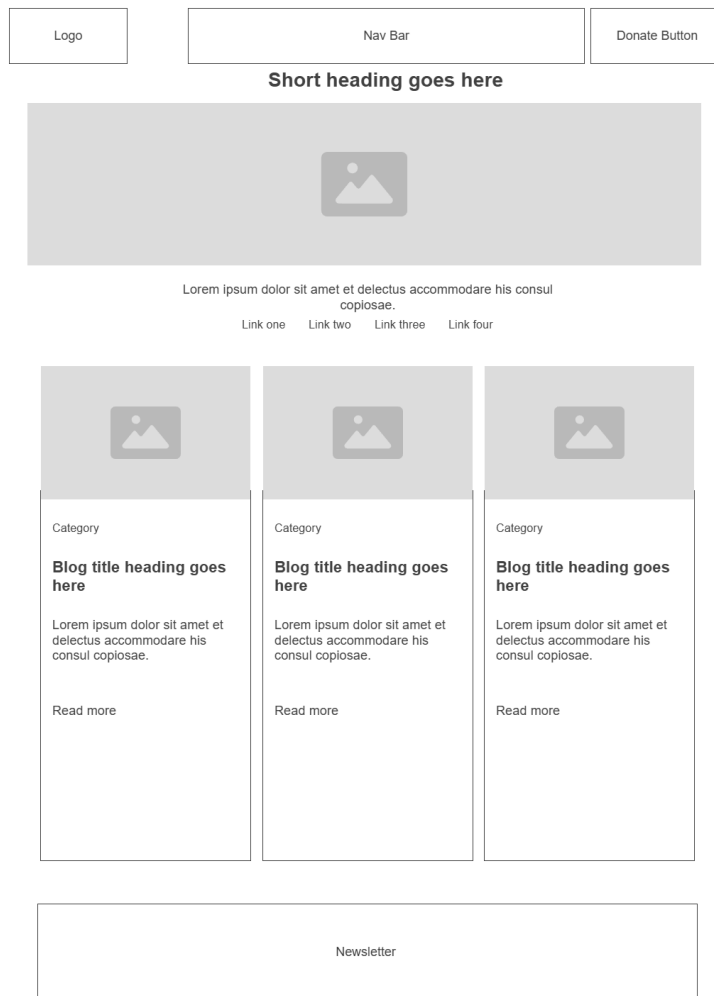
The colour and style of the buttons are consistent with the overall palette, we went with the warm yellow colour as it helps the elements pop and draws a user's attention.

We use cards and grids throughout the site. They appear to be a familiar element amongst other adoption sites and they work well to convey information. They encourage a user to scan for information, rather than presenting them with a wall of text.

Below are wireframes for each page:

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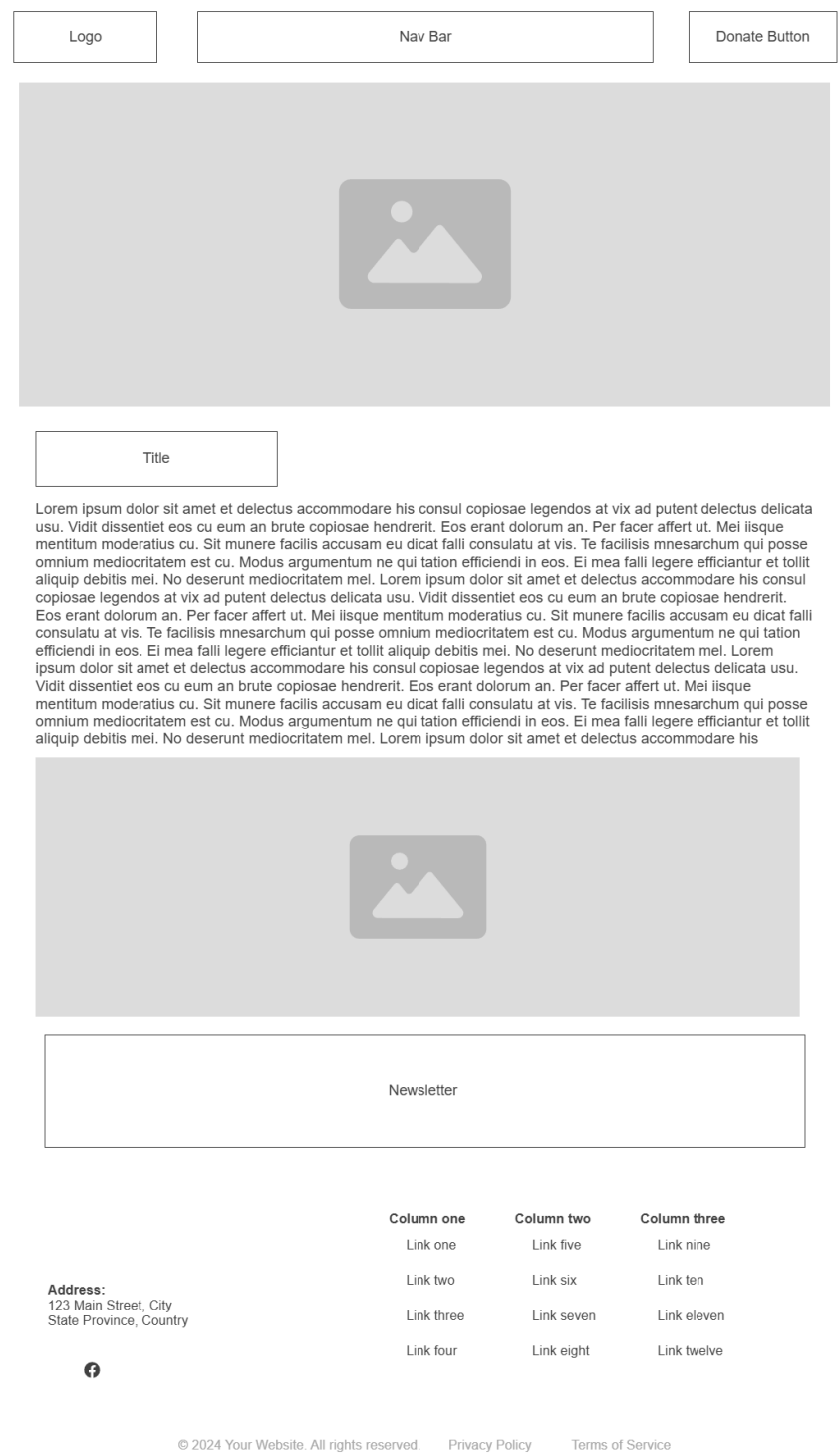
## Index.html (Liam Doherty):



**Featured banner image:** I wanted a full width image for the main page of the site to create an immediate emotional connection and communicate the message of the brand. For Jungle Pals, I wanted to have images of exotic animals such as a sloth or lion, helping users immediately understand the site's focus.

**Card grid:** I wanted to incorporate these into the main page as they seemed very effective in conveying information in short bite sized segments that are easy to scan.

About.html (Liam Doherty):



**About text:** As this was the about page, it seemed appropriate to have a block of long form text to outline our mission, values and background. This format supports our users looking for deeper context, helping to establish trust & credibility.

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**Top image and mid:** I went with an image at the top of the page, and middle section, in order to reduce text fatigue, and keep users engaged, and the images also help to reinforce the key messages being explained in the long for text sections.

**adopt.html: Sean De Burca**

The wireframe illustrates the layout of an adoption page. At the top, there are two buttons: 'Logo' on the left and 'Donate' on the right. Below these is a horizontal line, followed by the title 'Adoption'. A large rectangular box labeled 'Image' is centered below the title. Underneath the image box is the heading '"What is Adoption & Are You Ready?"'. This is followed by a text box containing the placeholder 'Intro paragraph text about exotic pet adoption.'. Below the text box is the section header 'Readiness Checklist'. Under this header is a box labeled 'List'. To the left of the 'List' box is a button labeled 'I'm Ready!'. Below the 'Readiness Checklist' section is the section header 'Species & Location'. Under this header are three stacked boxes: 'Species Dropdown', 'Location Dropdown', and 'Search'. Below the 'Species & Location' section is the section header 'Available Animal'. Under this header is a large box labeled 'Image'. Below the 'Image' box are three stacked boxes: 'Name', 'Age', and 'Personality'. Below the 'Available Animal' section is a box labeled 'Newsletter'. At the very bottom is a box labeled 'Footer'.

**About the text:** I wanted the Adopt page to use an introductory block of main text which would introduce the animals in a friendly manner. Next to it, the readiness box serves as a prompt, helping users to see if they are sure about and are ready for adoption. The basic structure and light visual



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framing keep everything easy to read, while still supporting the warm, animal-centered feel of the site.

**Are you ready checklist:** The ‘Are you ready to adopt?’ box is an important feature, offering users a moment to pause and consider the responsibilities of adoption. By keeping it short and interactive, it ensures the user thinks through their decision and keeps the flow of the page.

**contact.html: Sean De Burca**

The wireframe shows a clean, organized layout for a contact page. It starts with a header containing a logo and a donate button. The main section is titled 'Contact Us' and is split into two columns. The left column lists contact details: intro text, phone, email, and address. The right column shows opening hours and a map. Below the columns is a large contact form. The footer includes a newsletter sign-up and a general footer area.

**About the Contact us text:** For the ‘Contact Us’ page I decided to use a side-by-side layout. The intro and opening hours sit together to give a quick overview, while the essential details—phone, email, and address—are grouped neatly in green text boxes which jump and then with a map for clarity on the location.. It’s a straightforward layout that keeps communication simple and user-friendly.

**The Contact Form:** I made this contact form to be in a box at the end, where users could put their information and a message. It’s a simple layout which keeps the focus on communication and ease of use. I made the box the colour of green to match its surrounding layout and so it would be nice on the eyes.

## help.html (Shane Cosgrove):

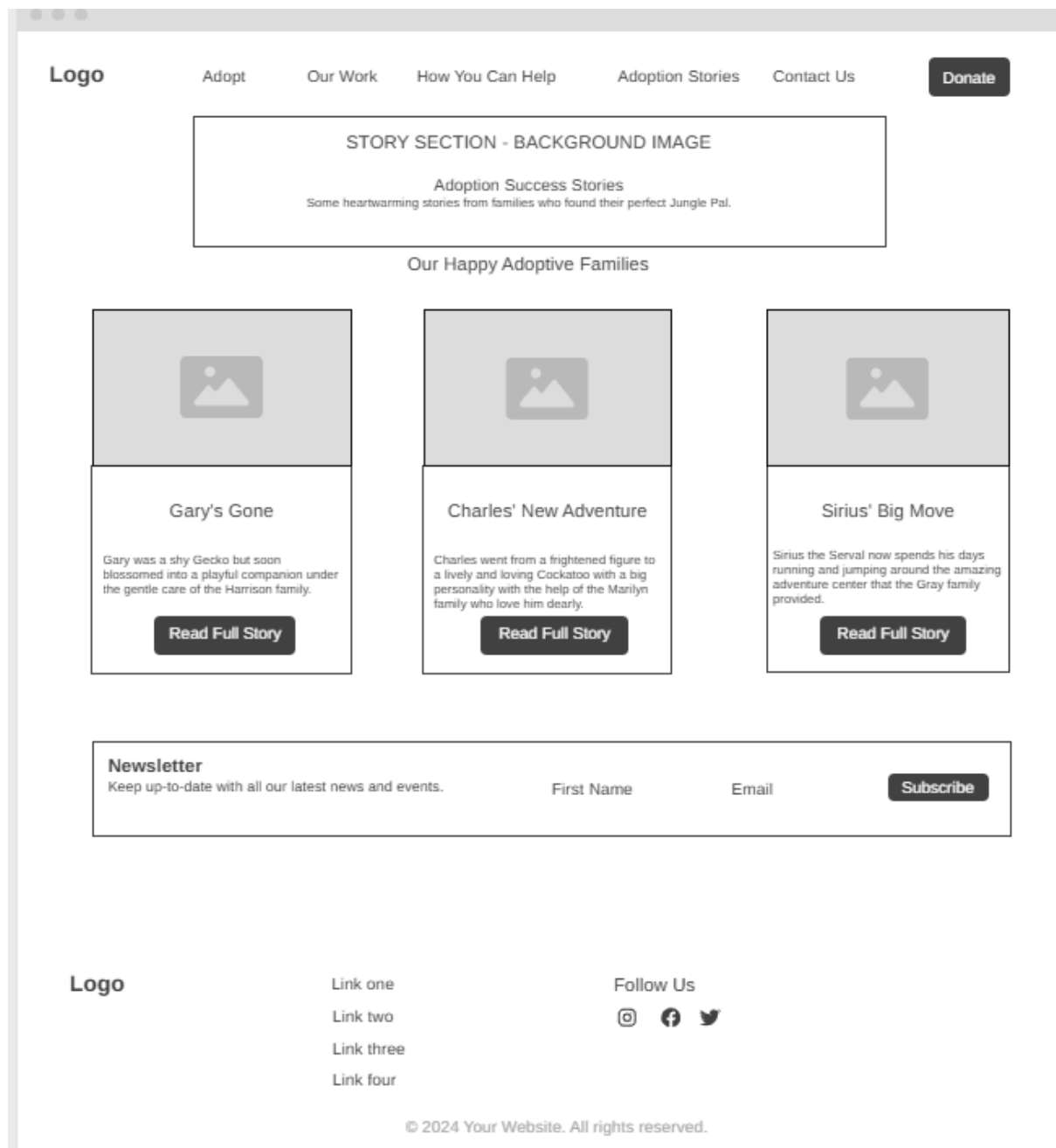


**Featured banner image:** I wanted to build on the fun elements we had displayed throughout the site, stemming from the crocs with sunglasses logo but keeping the colour palette and typography in mind. This banner is an eye-catching center-piece behind the page's main message, 'How You Can Help'. This will encourage a playful and caring mindset for potential exotic pet owners.

**About the text:** The main message atop the banner is clear and accompanied by a smaller section of text with a shadowed background as a reminder of how a person's support helps us and the animals. The colour palette with a forest green inner and a white outline against the darkened banner image

purposely gives the wording the weight it deserves while keeping the theme of playful animals strong and tethered to the overall banner message.

[stories.html \(Shane Cosgrove\)](#):



**Card grid:** keeping with the overall theme of the website, this grid allows a user to focus on highlighted material and friendly but important messages about not only how the exotic animals benefited through adoption, but the families too. I see such design as more captivating as opposed to a wall of text, additionally, the 'Read Full Story' buttons remain an integral part of connecting the reader to the adoption success story if they so want. A person's attention span when viewing a website needs to be considered, therefore, you'll find a short blurb under an eye-catching image of each adoption success story card, allowing the user to click the 'Read Full Story' button should they wish.

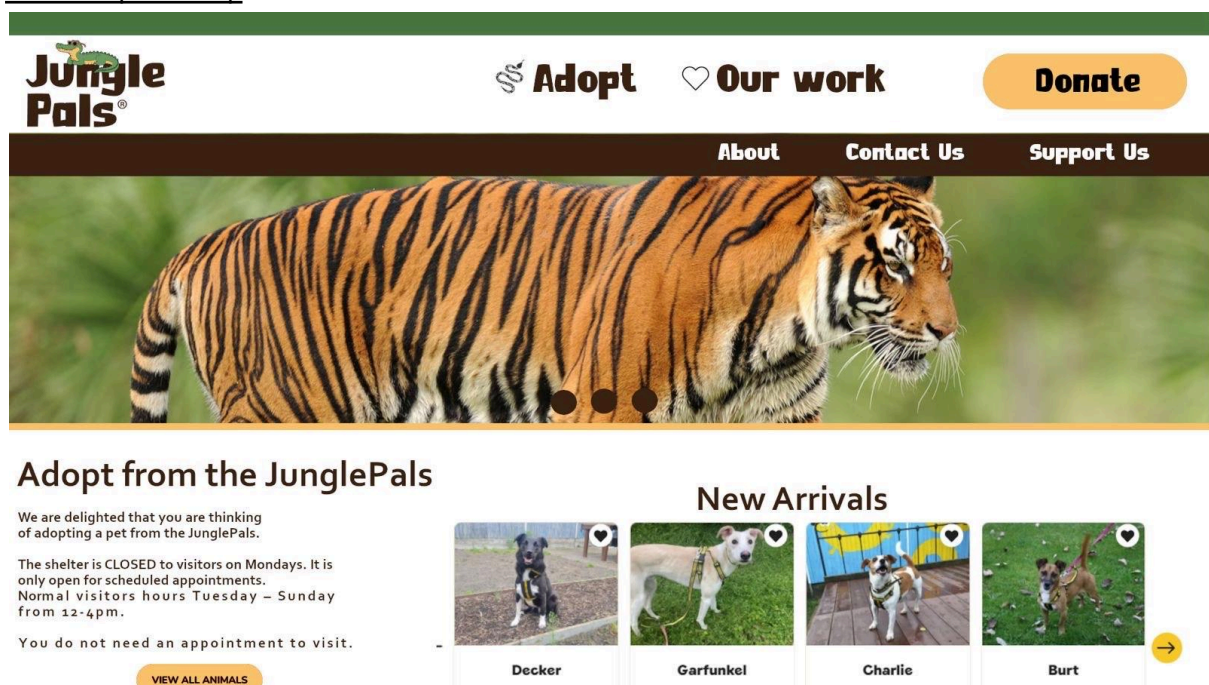
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**Images and text used:** Users engage with humour, something that promotes an emotional response. You'll find I've used humorous wording to title the adoption success stories cards as well as humorous imagery.

After the initial wireframes were completed, we produced a mock up of the home page on Photoshop to help visualise the general direction of the website before building it up in HTML/CSS.

This mock up helped us test out the colour palette, and gave an idea of how the elements such as buttons, navigation bar and images would look in a real layout. By experimenting with a mock up, we were able to figure out what worked, and what didn't, and helped us spot contrast issues, refine the placement of elements and establish a clear style that could be then applied across the other pages.

Photoshop mock up



## 4. Testing & Responsiveness

We designed the site with a mobile-first mindset, and tested it across multiple screen sizes using Chrome devtools. Responsiveness was ensured through CSS, CSS grid, flexbox and media queries.

CSS Grid was used with auto fit and minmax which automatically adjusts the number of columns visible depending on the size of the display.

The navigation bar was made using flexbox which shows horizontally on desktop, and at 768px it changes to a stacked layout, this works a lot better on smaller devices such as a mobile phone.

Images use width:100% and object-fit:cover to scale without distorting. Hero banners and cards shrink on smaller screens also. The hero carousel and the featured animals carousel near the bottom of the homepage scale to full width. The featured carousel switches to stacked layout on a display smaller than 768px which keeps it readable on mobile.

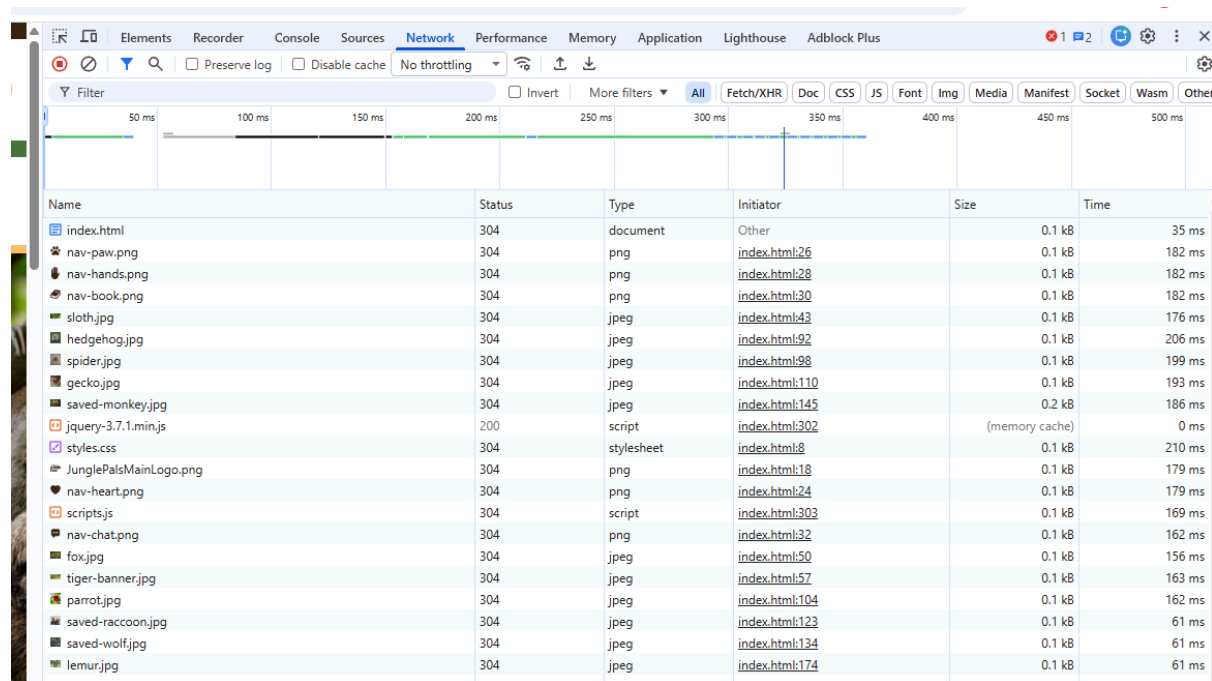
Javascript was used throughout the site to add features for users to interact with. The scripts were in a separate [scripts.js](#) file and was tested for errors.

The Javascript features were implemented using a mixture of original logic and adapted tutorial patterns. Features such as carousels using translateX sliders, form validation using constraint validation API + regex, scroll reveal viewport triggers and jQuery smooth scroll effects. Each pattern was customised for our website through new content, timing, styling and page specific behaviours.

### Optimisation

We initially used Google Chrome's Devtool to inspect the performance of the page and noticed some of the PNG's were slower to load. To fix this, we converted the PNG's to WebP and compressed them which seemed to speed the load times up significantly.

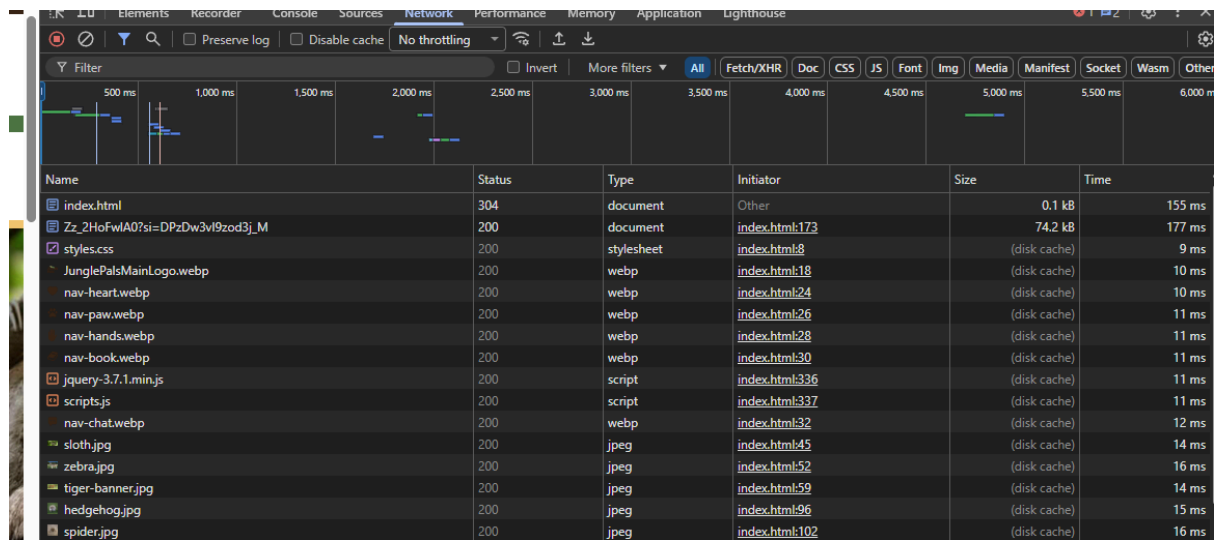
### **Before -**



The screenshot shows the Network tab in Google Chrome DevTools. The 'All' filter is selected, and the 'Time' column is sorted. The table lists various resources and their load times. The following table represents the data visible in the screenshot:

Name	Status	Type	Initiator	Size	Time
index.html	304	document	Other	0.1 kB	35 ms
nav-paw.png	304	png	index.html:26	0.1 kB	182 ms
nav-hands.png	304	png	index.html:28	0.1 kB	182 ms
nav-book.png	304	png	index.html:30	0.1 kB	182 ms
sloth.jpg	304	jpeg	index.html:43	0.1 kB	176 ms
hedgehog.jpg	304	jpeg	index.html:92	0.1 kB	206 ms
spider.jpg	304	jpeg	index.html:98	0.1 kB	199 ms
gecko.jpg	304	jpeg	index.html:110	0.1 kB	193 ms
saved-monkey.jpg	304	jpeg	index.html:145	0.2 kB	186 ms
jquery-3.7.1.min.js	200	script	index.html:302	(memory cache)	0 ms
styles.css	304	stylesheet	index.html:8	0.1 kB	210 ms
JunglePalsMainLogo.png	304	png	index.html:18	0.1 kB	179 ms
nav-heart.png	304	png	index.html:24	0.1 kB	179 ms
scripts.js	304	script	index.html:303	0.1 kB	169 ms
nav-chat.png	304	png	index.html:32	0.1 kB	162 ms
fox.jpg	304	jpeg	index.html:50	0.1 kB	156 ms
tiger-banner.jpg	304	jpeg	index.html:57	0.1 kB	163 ms
parrot.jpg	304	jpeg	index.html:104	0.1 kB	162 ms
saved-raccoon.jpg	304	jpeg	index.html:123	0.1 kB	61 ms
saved-wolf.jpg	304	jpeg	index.html:134	0.1 kB	61 ms
lemur.jpg	304	jpeg	index.html:174	0.1 kB	61 ms

## After -

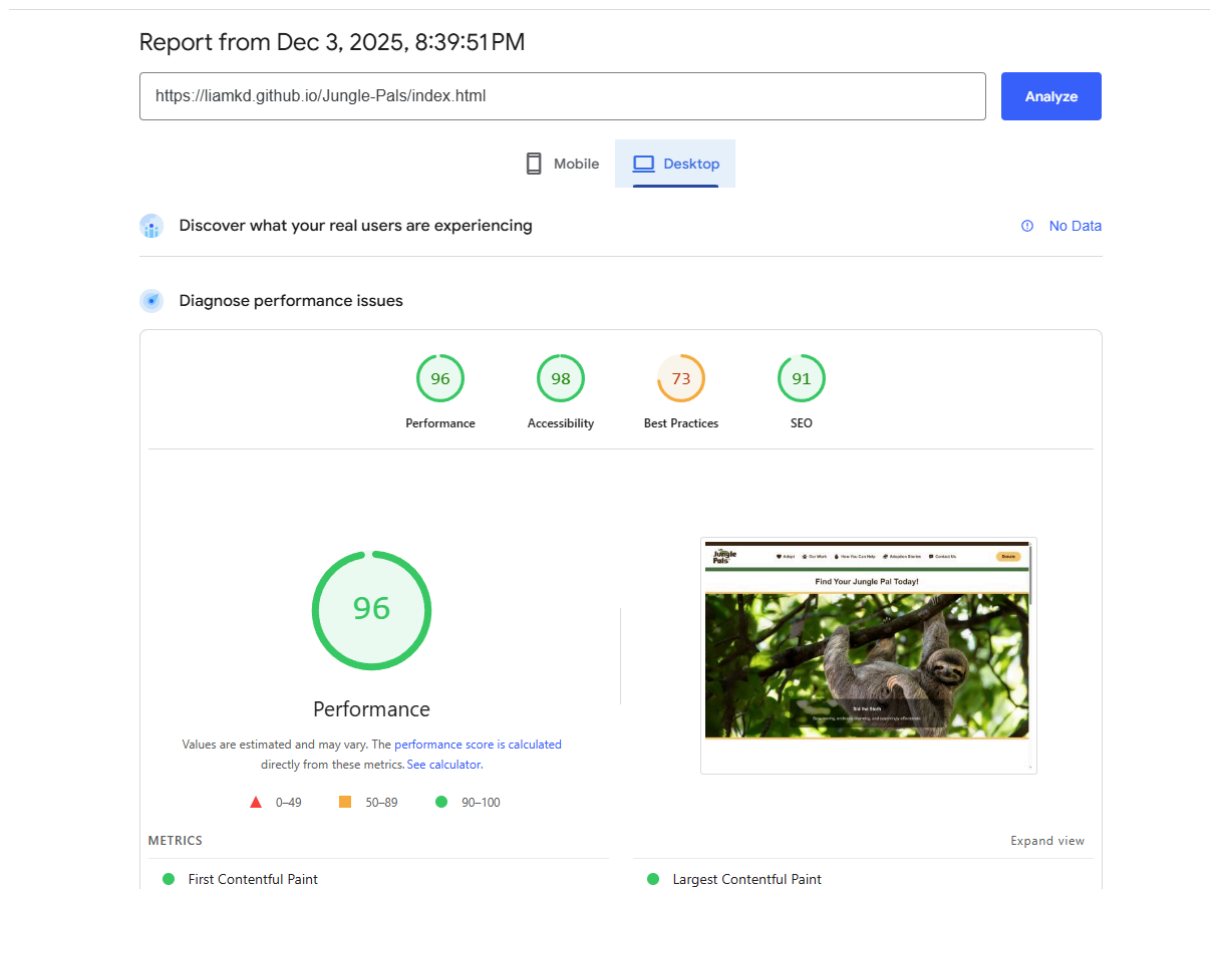


The screenshot shows the Chrome DevTools Network tab with a list of resources. The 'Time' column indicates the loading time for each resource. Most resources are cached, resulting in very low loading times.

Name	Status	Type	Initiator	Size	Time
index.html	304	document	Other	0.1 kB	155 ms
Zz_2HoFwIA0?si=DPzDw3vI9zod3j_M	200	document	index.html:173	74.2 kB	177 ms
styles.css	200	stylesheet	index.html:8	(disk cache)	9 ms
JunglePalsMainLogo.webp	200	webp	index.html:18	(disk cache)	10 ms
nav-heart.webp	200	webp	index.html:24	(disk cache)	10 ms
nav-paw.webp	200	webp	index.html:26	(disk cache)	11 ms
nav-hands.webp	200	webp	index.html:28	(disk cache)	11 ms
nav-book.webp	200	webp	index.html:30	(disk cache)	11 ms
jquery-3.7.1.min.js	200	script	index.html:336	(disk cache)	11 ms
scripts.js	200	script	index.html:337	(disk cache)	11 ms
nav-chat.webp	200	webp	index.html:32	(disk cache)	12 ms
sloth.jpg	200	jpeg	index.html:45	(disk cache)	14 ms
zebra.jpg	200	jpeg	index.html:52	(disk cache)	16 ms
tiger-banner.jpg	200	jpeg	index.html:59	(disk cache)	14 ms
hedgehog.jpg	200	jpeg	index.html:96	(disk cache)	15 ms
spider.jpg	200	jpeg	index.html:102	(disk cache)	16 ms

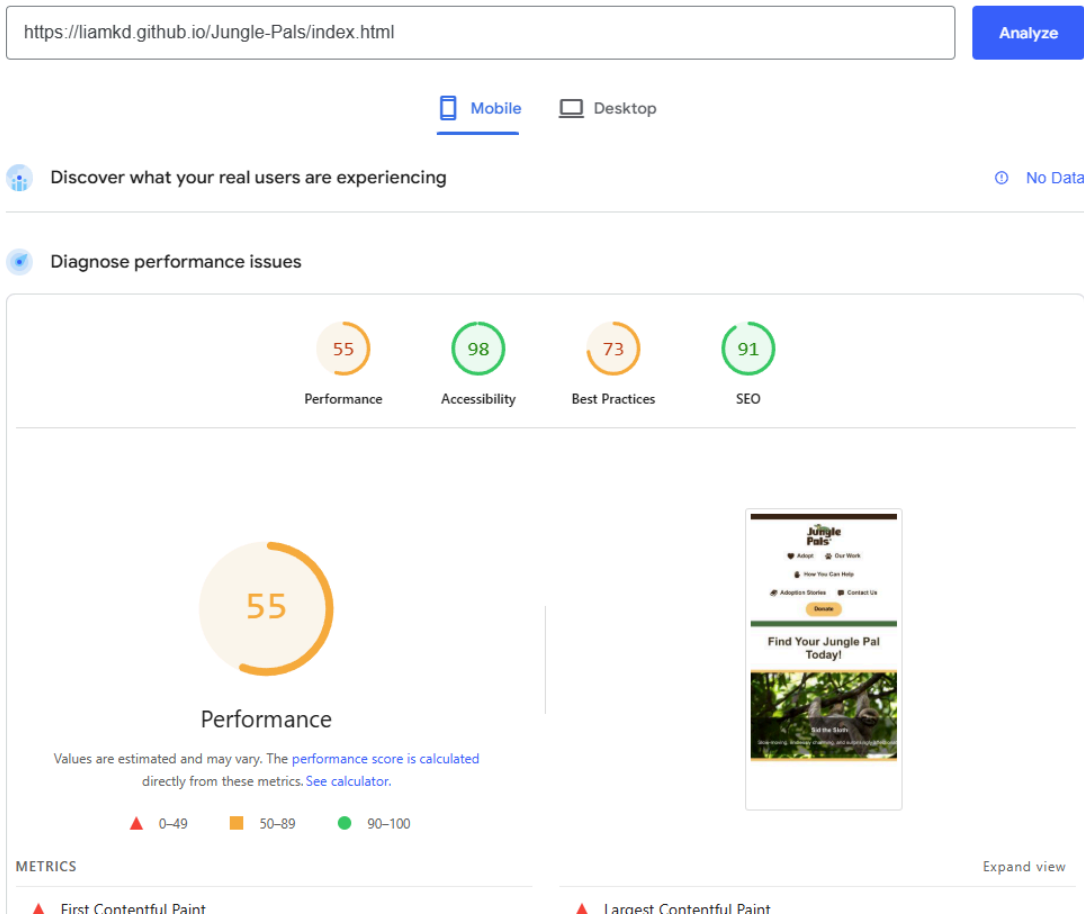
We then ran the website through Google Pagespeed Insights. The desktop version was excellent and scored a high 96%, but the mobile version was very low at 55%, which highlighted the need for further optimisation for smaller devices and slower networks.

## Desktop Before -



## Mobile before -

Report from Dec 3, 2025, 8:39:51 PM



To address the poor mobile performance, we first converted all remaining JPG's to WebP, but this didn't really make a massive difference. "Lazy loading" was then implemented for images below the "fold" area, and also to embedded videos, so that media off screen loads only when the user scrolls down. This helped reduce the initial workload on mobiles and improved performance.

Finally, although we had already converted the carousel images to WebP, the carousel seemed to be still contributing to slower mobile load times. In an attempt to resolve this, we prioritised the initial carousel image and ensured it was size-stable by defining this in the dimensions. This change had a massive impact, increasing the mobile score to 92%. The desktop score remained unchanged at 96%, which we were already satisfied with as it was an excellent score.

## Mobile after -

Report from Dec 3, 2025, 9:27:53 PM

<https://liamkd.github.io/Jungle-Pals/index.html>

Analyze

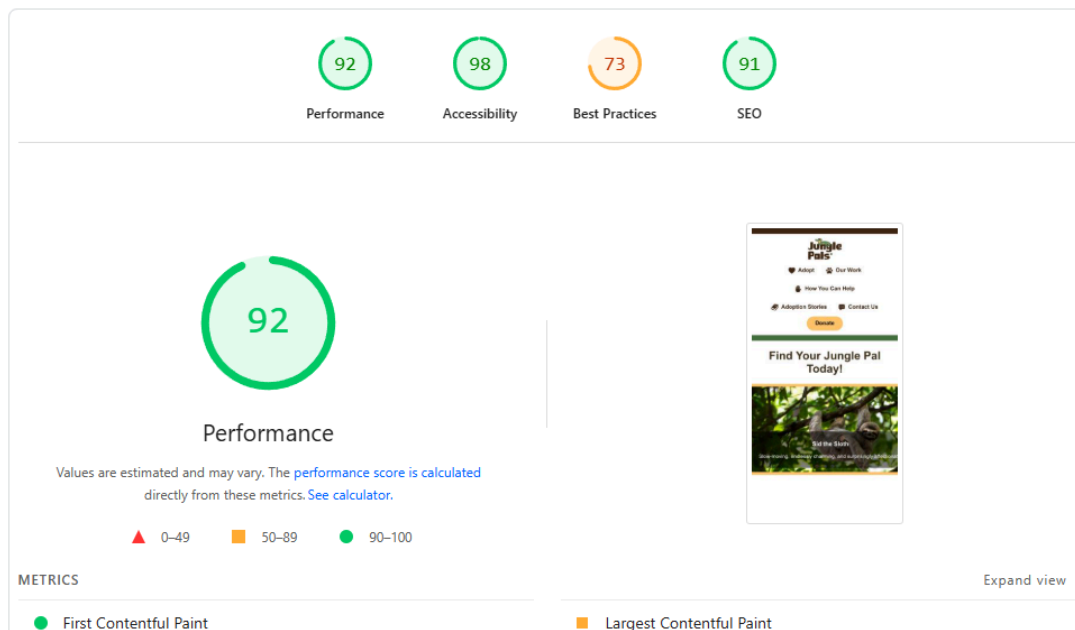
Mobile

Desktop

Discover what your real users are experiencing

No Data

Diagnose performance issues



## SEO

Search engine optimization was considered throughout the development of Jungle Pals. Every page has a unique page title so search results accurately reflect what a visitor will see on that specific page.

There are now Meta descriptions on every page, these are short summaries that help search engines display a better preview, but don't affect how the website looks.

We also added better descriptive Alt text to images rather than single keywords. For example, "Zebra" has been changed to "Rescued zebra named Ziggy ready for adoption", explaining what is actually in the image. This not only helps search engines understand what an image contains, but also helps people who rely on screen readers when browsing. We also ensured that each page has one H1 heading, which helps to reflect the purpose of that particular page, while all other headings were kept as either H2 or H3, creating a clear hierarchy of content.

We made sure there were content-rich pages with relevant information about exotic animals and their rescue, rehabilitation, adoption/fostering and care as search engines seem to prefer sites that provide useful information rather than thin content. The website also follows the semantic HTML 5 layout making sure to use tags such as <header>, <nav>, <main>, <section> and <footer>. This helps



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to improve readability for browsers and assistive technology, while also making it easier for search engines to interpret each page.

Some smaller SEO improvements were implemented to support accuracy and freshness. Each page has the correct language declaration (lane="en") and UTF-8 character encoding, which ensures text is indexed properly and served to the correct audience. In the news section on the homepage, <time datetime> is used so dates are able to be correctly interpreted by humans and machines, helping to ensure search engines know the content is "recent" and "fresh" reinforcing that the site is actively updated.

Once the website was ready, we deployed it via GitHub pages. All project files were organised and we made sure they were organised into a clear structure with no broken links or dead ends. The website was then uploaded to a Github repository, and once this was completed Github pages was enabled, selecting the main branch as the deployment source. Github then automatically built and hosted the site and generated a public URL which can be access via any browser or device.

Once the site was live on Github Pages, we re-tested the site to make sure all features worked the same way as they did locally, and check that all navigation links and buttons pointed to the correct pages, javascript was working as intended, images loaded without fault and the website was responsive and displayed correctly on desktop and mobile devices.

## **5. Conclusion**

Overall we're very happy with the project and how the site turned out. As a team, we worked well together from start to finish. Everyone contributed their own ideas during the planning and design phases, and we stayed in contact via Whatsapp and Teams meetings to talk about the project and give updates. Dividing the 6 pages into 2 pages per person gave each member clear ownership of their work, this helped productivity and reduced doubling up on work. Decisions affecting the whole site, such as navigation bar layout or colour scheme were decided collaboratively to keep it all consistent. As we kept in regular content, we were all on the same page which made the website feel unified and not just like stitching the separate pages together.

One of the biggest difficulties we found was working with a single shared CSS stylesheet. As we were all editing the same file at different times, there were occasional CSS conflicts such as duplicated selector or overwriting styles. To resolve this required a final run through so that layouts, colours and buttons etc matched across all pages of the site prior to deployment. Another challenge was maintaining uniformity across all pages, as were building them independently, ensuring headings, text, spacing etc was difficult to keep uniform across the site. Again, this required a run through the styling to ensure everything matched before making the site live.

There were also smaller issues that needed addressing such as content stacking awkwardly on mobile, image sizing issues (images becoming stretched), and making sure that JS was behaving smoothly on each page. Getting the image carousel and hover animated cards to work smoothly also required some trial and error. Time management at times was an issue, as some parts of the website depended on others to be ready in order for everything to fit together properly, such as the navigation bar or footer styling so it would be uniform across every page.

Despite the mentioned issues, the final website looks fit for purpose, polished, and operates how we wanted it to. We think the colour palette works great with the general topic of the site, the interactive elements add to the user experience and make it more engaging and modern.

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If we had more time, there would be a few minor improvements. It would be nice to have more actual content on the site, as it feels a bit sparse in places. We initially had the idea for a “shop” section, but dropped it to stay within the timeframe of the project. If given the chance, it would be nice to build and implement this feature with a working check-out etc.

All in all, the project was a success in both team work and the final website. We overcame issues through testing and communication and ended up producing a functional, cohesive exotic pet adoption website that fit the brief requirements.

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*ChatGPT was used to assist with drafting website text content (animal descriptions, news copy, and section summaries), which was then edited for tone and accuracy. -*

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