

HOMeward PET ADOPTION CENTER

Case Study



PART 1 : RESEARCH

OFFERING

Volunteer

- offers many different ways to volunteer for people to choose
- volunteer login is kind of clunky and takes up a large part of the page
- fostering animals
- volunteering at the shelter
- Open volunteer positions
- FAQ
- everything is clear and easily readable

Events

- Events are not organized in a calendar or in order
- events are contained in clickable thumbnails (with rollover text on hover)
- contact info for event organizer at bottom

Services

- organized by clinic and community
- easy to understand information
- poor layout

Resources

- info is organized into before you adopt, behavior, and health tips
- minimal information on front page.
- links to more resources

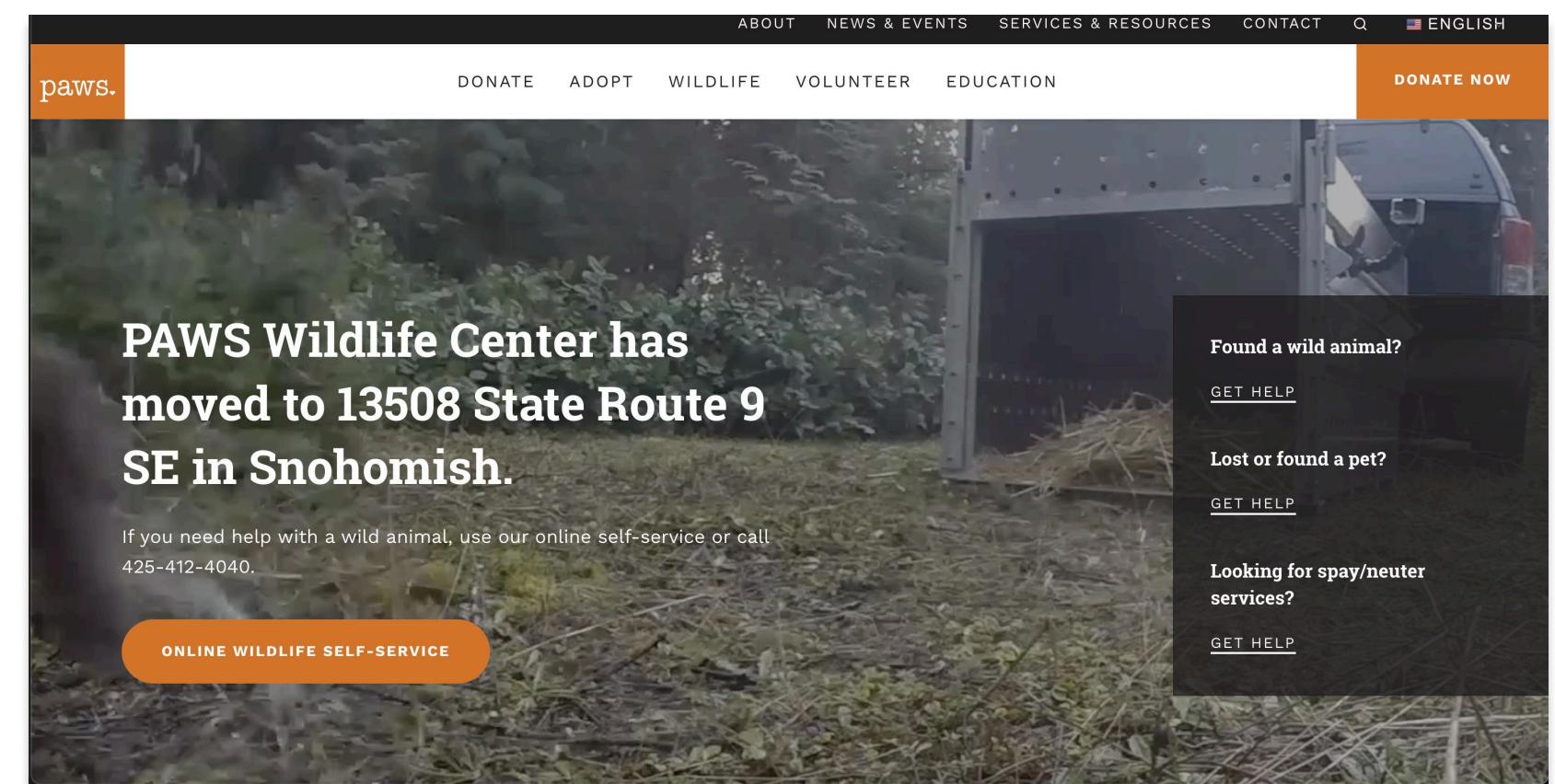
About

- About page is very detailed with lots of links and info
- contact us
- job opportunities

COMPETITION

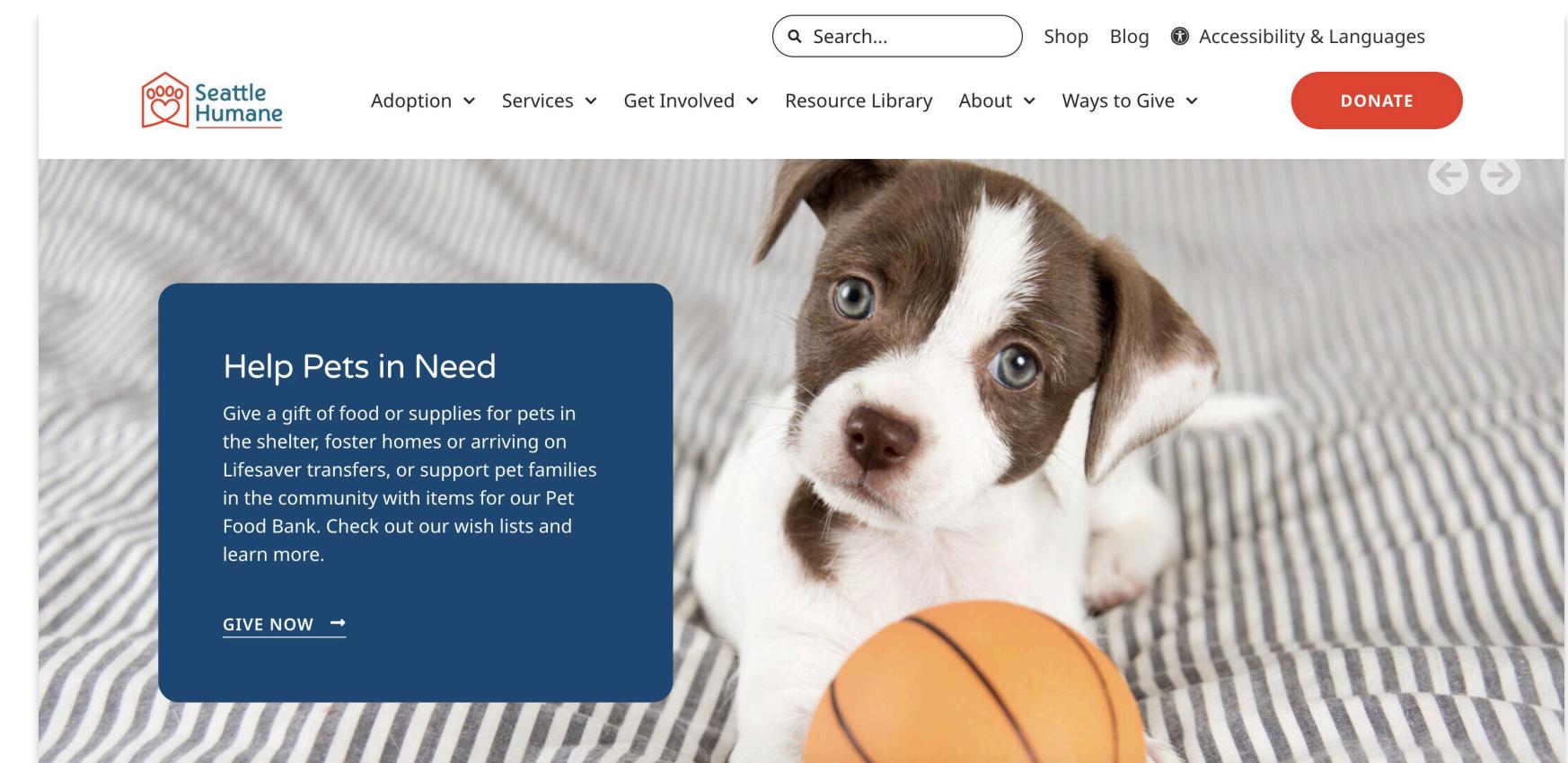
Paws

- Local shelter in Lynwood
- minimal branding logo mark simple color palette
- less info on each page
- videos on each page
- buttons over linked text



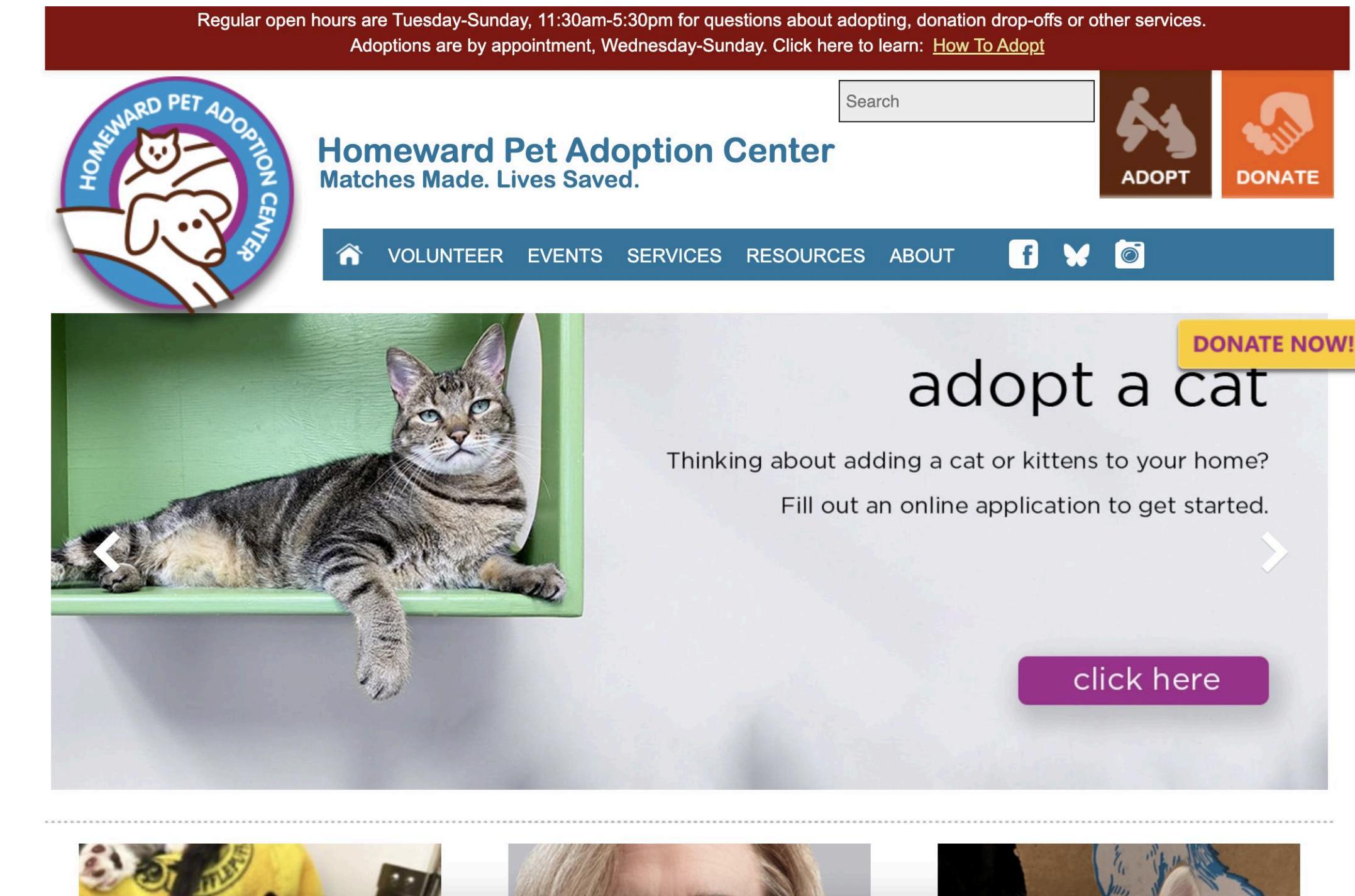
Seattle Humane

- Seattle's humane society
- similar layout to paws with small differences
- rounded edges on buttons and popups
- more obvious hierarchy



POSITIONING

- website and branding feels more low budget and older than the competition
- could appear more modern but would be interesting to keep that friendly local handmade feeling



AUDIENCE

Volunteer

- Retired people
- animal lovers
- locals
- animal owners
- people looking to adopt (fostering)

Adopters

- Familys
- young adults (fresh out of college)
- elderly people

Donate

- businesses
- individuals
- people with a disposable income
- other people in the animal care industry

Savana Jimenez



“ I want to help prepare shelter dogs to live with other dogs. ”

BRIEF STORY

Savana is a recently retired teacher who lives with her husband and her chihuahua Sammy. she is having trouble adjusting to her new retired life and is looking for something to do on the regular that would exhaust her . she is considering becoming a foster owner for dogs at her local shelter but is worried about the time and money it would take to house more animals in her house.

GOALS

- Get Exercise everyday
- volunteer to help animals
- socialize her dog Sammy with other dogs
- be able to get out with friends and enjoy her retirements
- Foster animals

FRUSTRATIONS

- chronic pain causes her to exercise less
- Paying for housing additional pets
- her dog Sammy requires a lot of attention

AGE	57
EDUCATION	College Degree
STATUS	Married
OCCUPATION	Retired
LOCATION	Woodenville, WA

PERSONALITY

Friendly Patient Calm
Introvert

Antonio Coleman



AGE	32
EDUCATION	College Degree
STATUS	Engaged
OCCUPATION	IT Manager
LOCATION	Kirkland, WA

PERSONALITY

Handy Animal Lover Gentle
Practical Frugal

“ I want my Sons to grow up loving animals like I did ”

BRIEF STORY

Antonio is a 32 year engaged It manager with a two boys. He grew up with animals and want to introduce one into his family to help teach his sons how to take care of a pet. because of his living situation and children's age hes looking for a very specific pet and it having trouble finding the right one.

GOALS

- Find a animal that would fit his family.
- ensure the animal he adopts is freindly with small children.
- find a animal that will be low energy.
- teach his kids how to care for a animal (responsibility)

FRUSTRATIONS

- his kids tend to be loud and hyper
- He's not home during the day
- the cost of getting pet supplies and food
- his house is a rental so the animal can't be destructive.

ASSETS



MESSAGING

- Posts contain very few words
- friendly humble language
- showcasing the pets in each advertisement and post
- photographic



COMMUNICATION

- Primary communicates through the website and social media
- active on a blog found on their website
- little to no video content



STRATEGY STATEMENT

To help improve Homeward pet adoption center's websites presence, I'll be focusing on providing a visual hierarchy within each page. eliminating excess information the user base would find useless is also a goal with this redesign. this will ensure that the well written information on each page if able to stand out to anyone scrolling the site.

HOW MIGHT WE'S

HMW
let users know
when the events
are

HMW
make the
information more
digestible for users

HMW
showcase our
adoptions to users

HMW
increase in person
visits to the shelter

HMW
streamline the
volunteer process

HMW
encourage users to
read the blog

HMW
make sure people
are choosing the
right animal for
their family

HMW
promote donations

HMW
make the adoption
process easy for
users

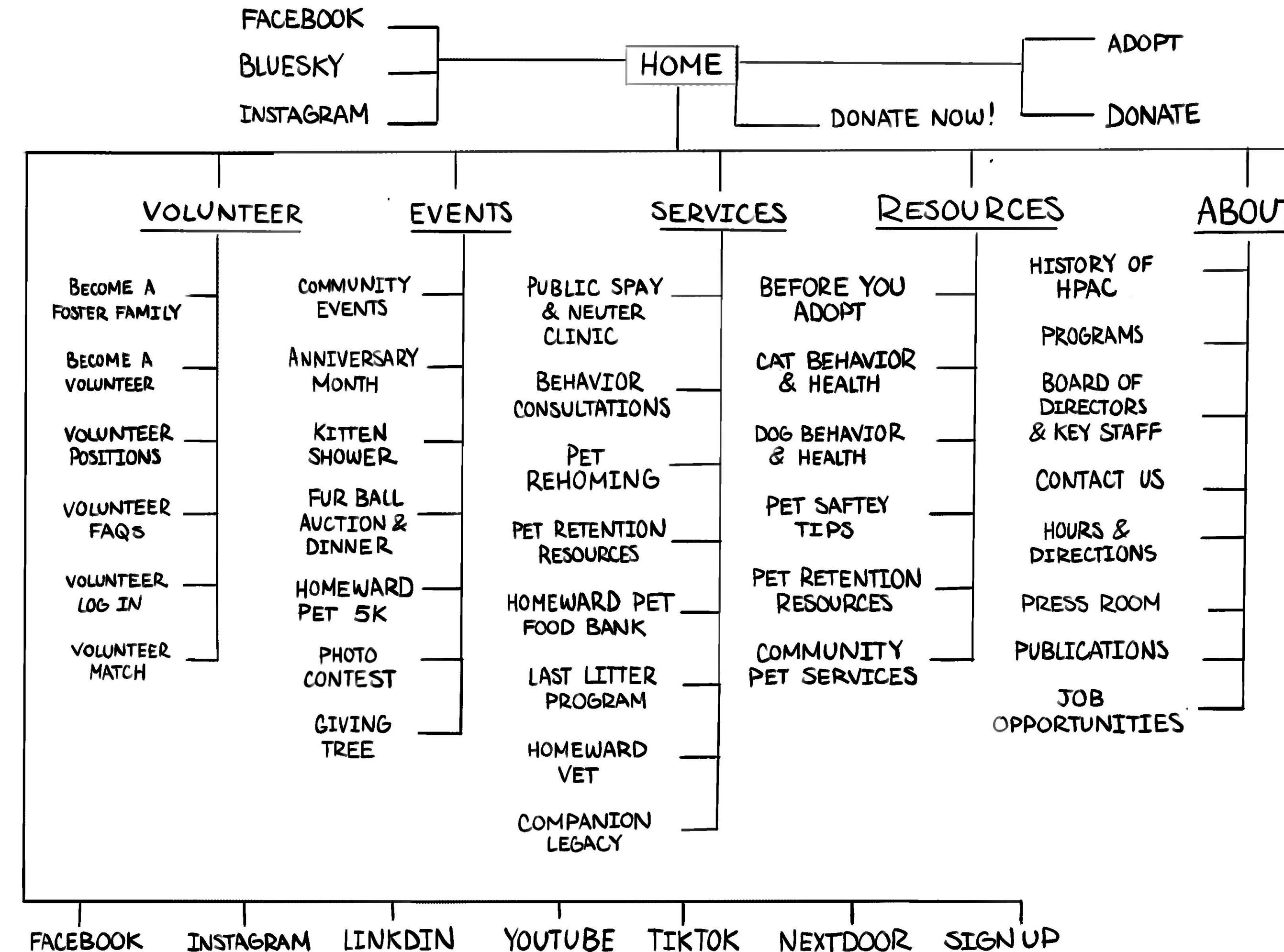
HMW
get more animals
adopted

HMW
let the donor know
what their money
is going towards

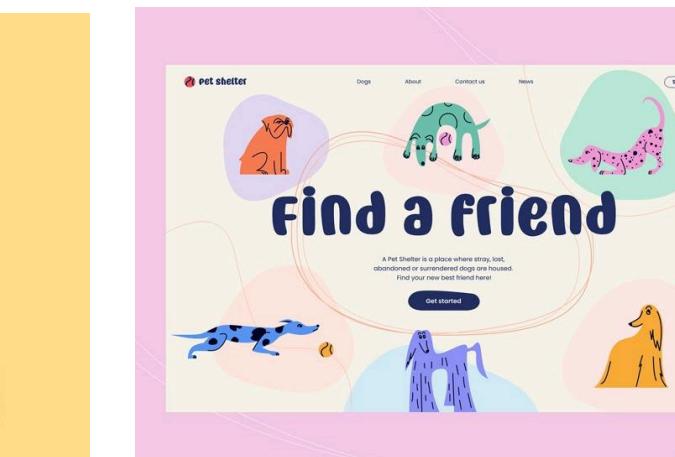
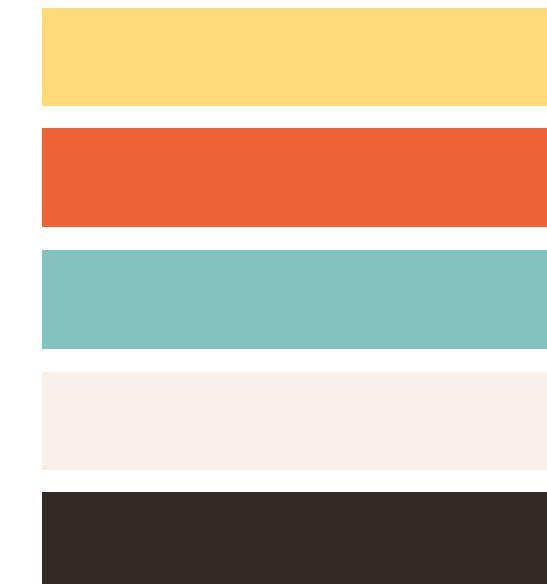
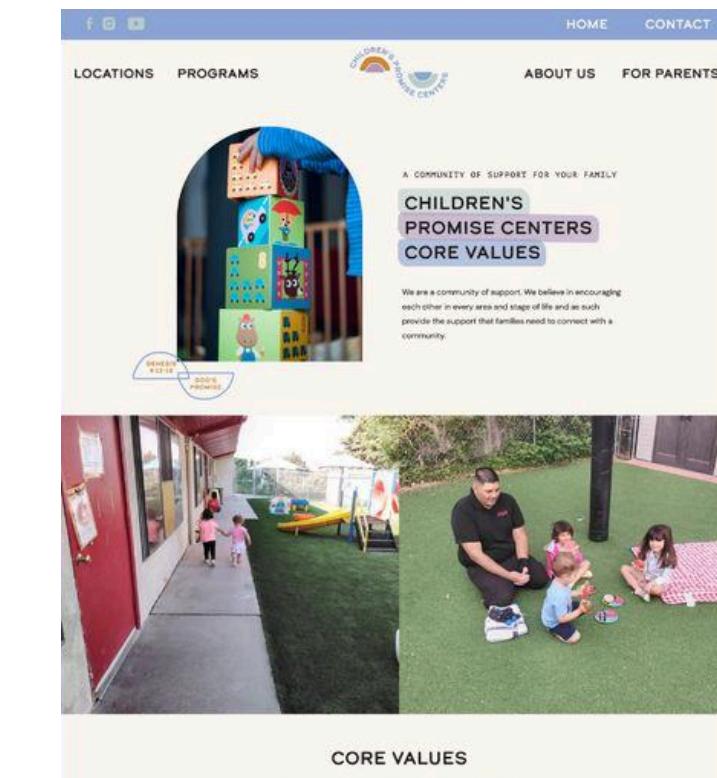
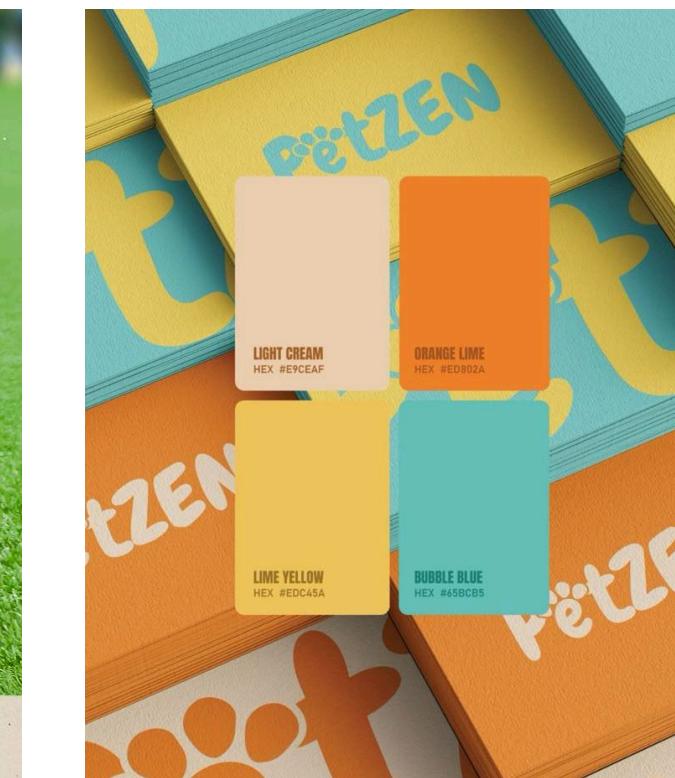
HMW
inspire users to
donate

PART 2 : DESIGN

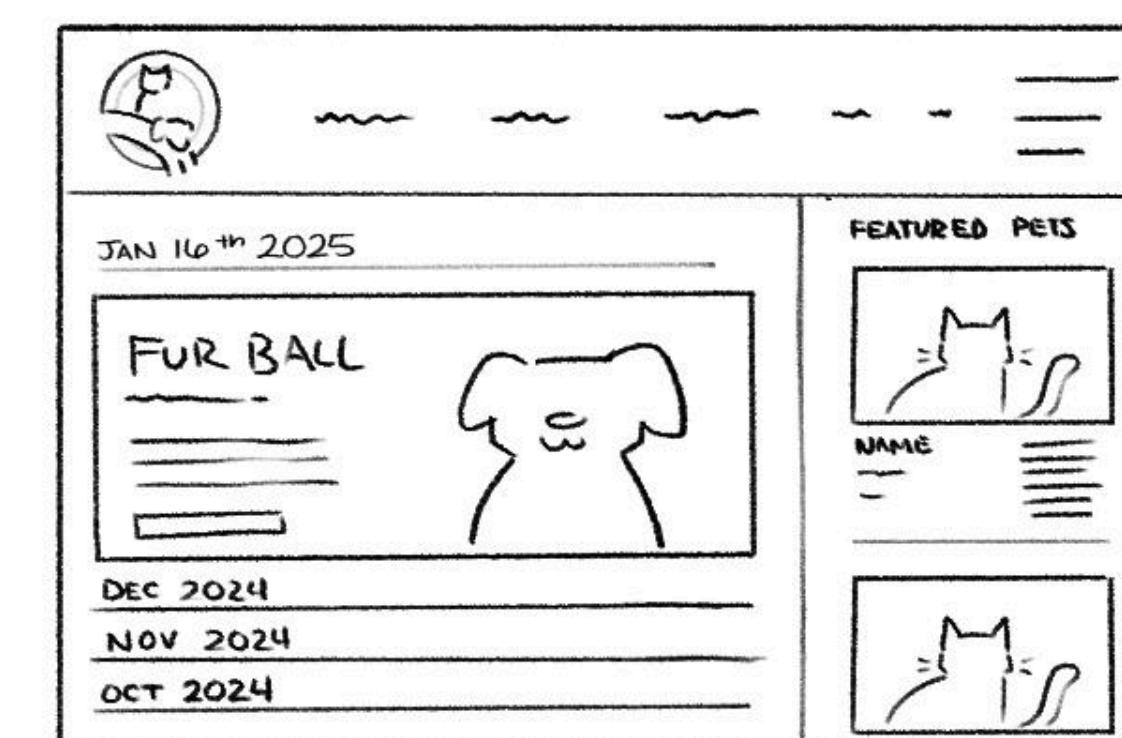
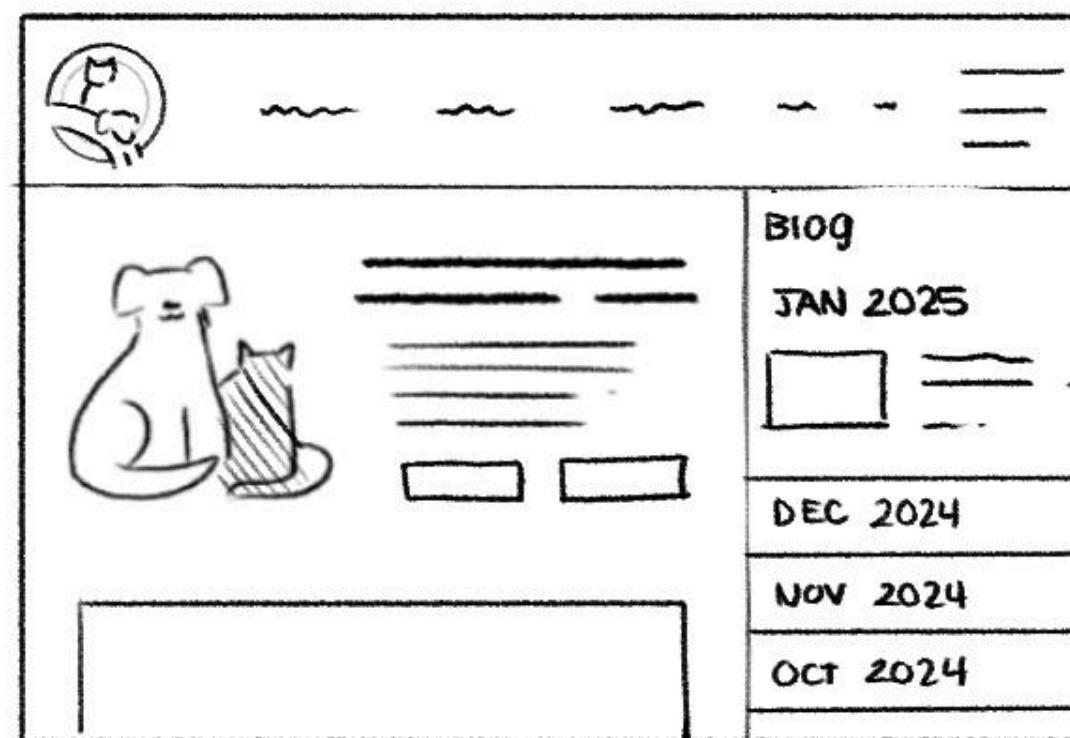
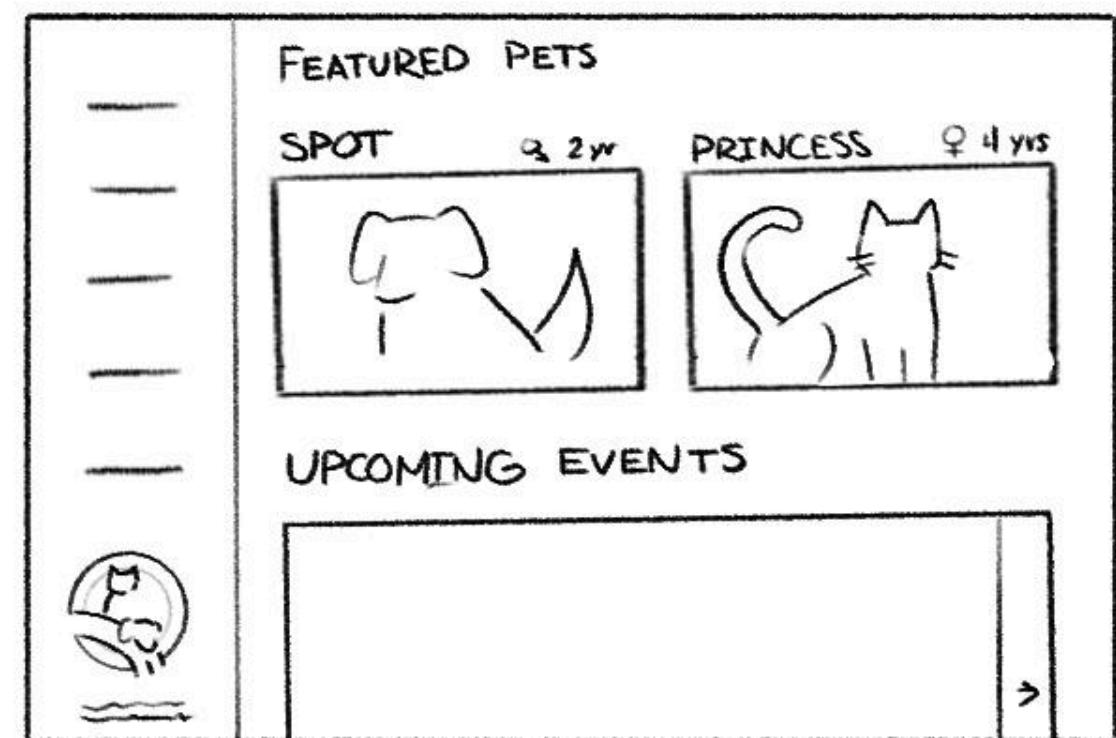
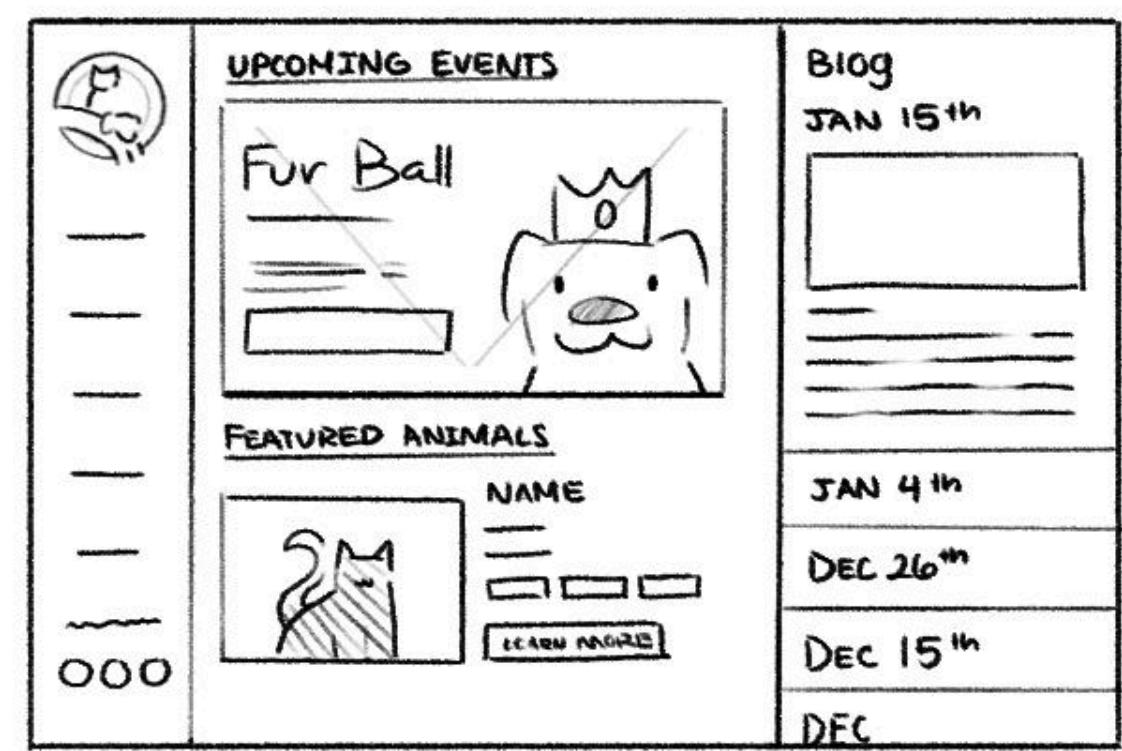
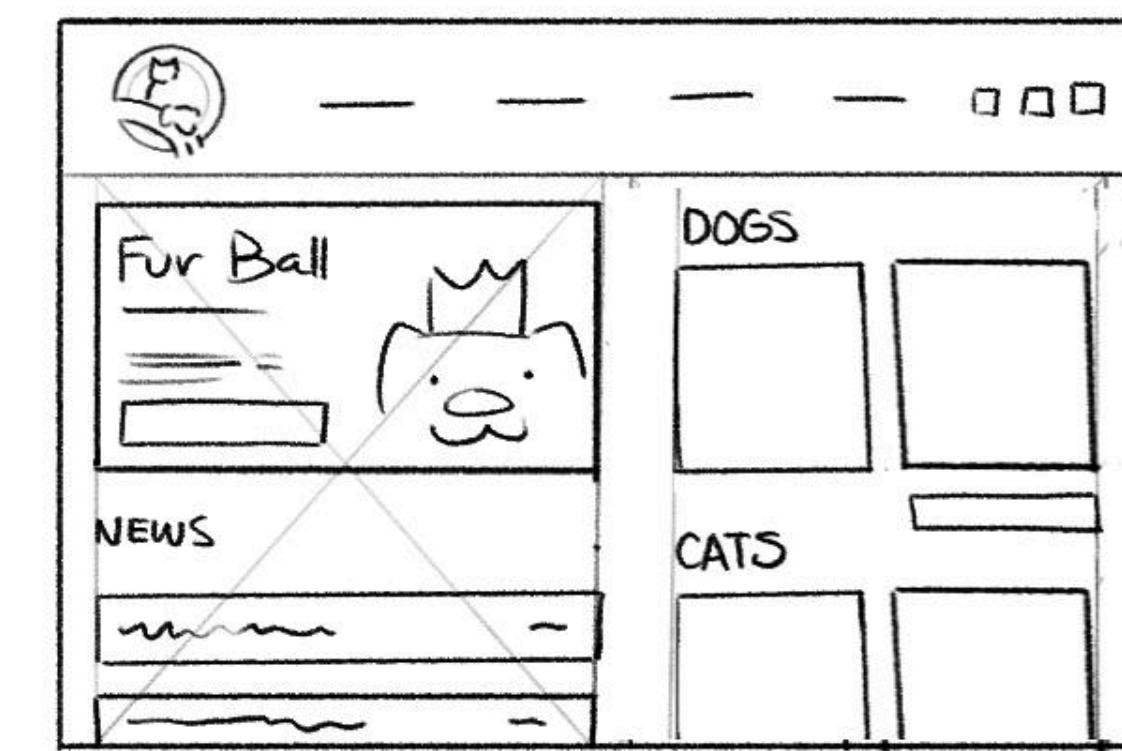
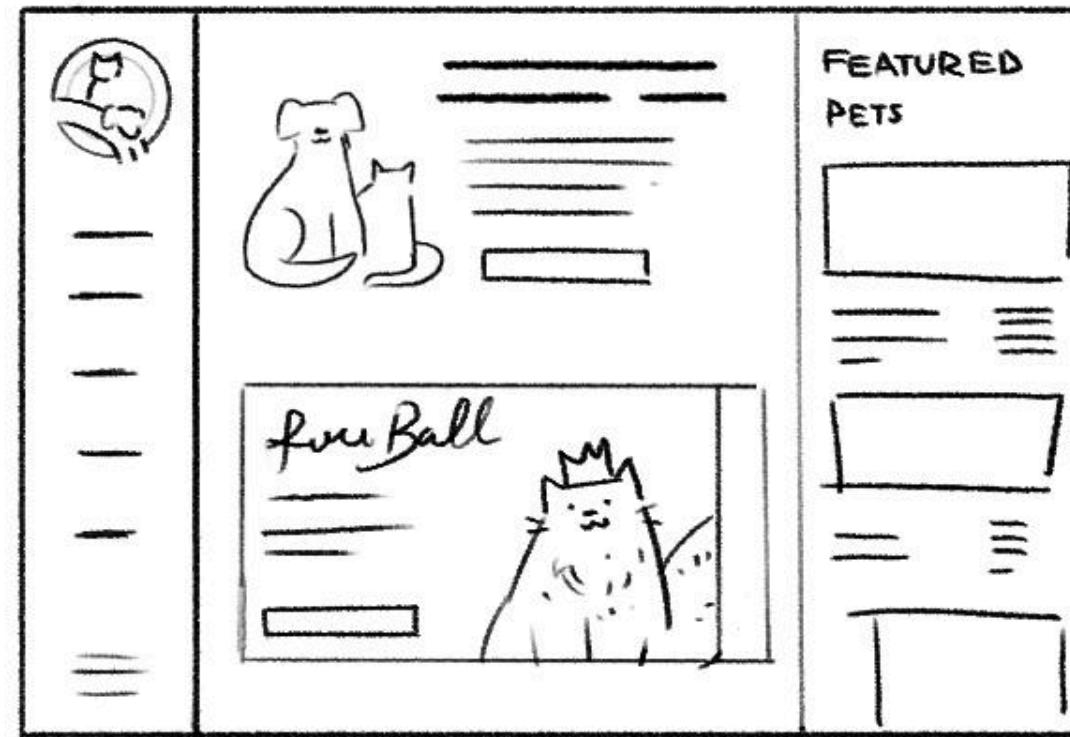
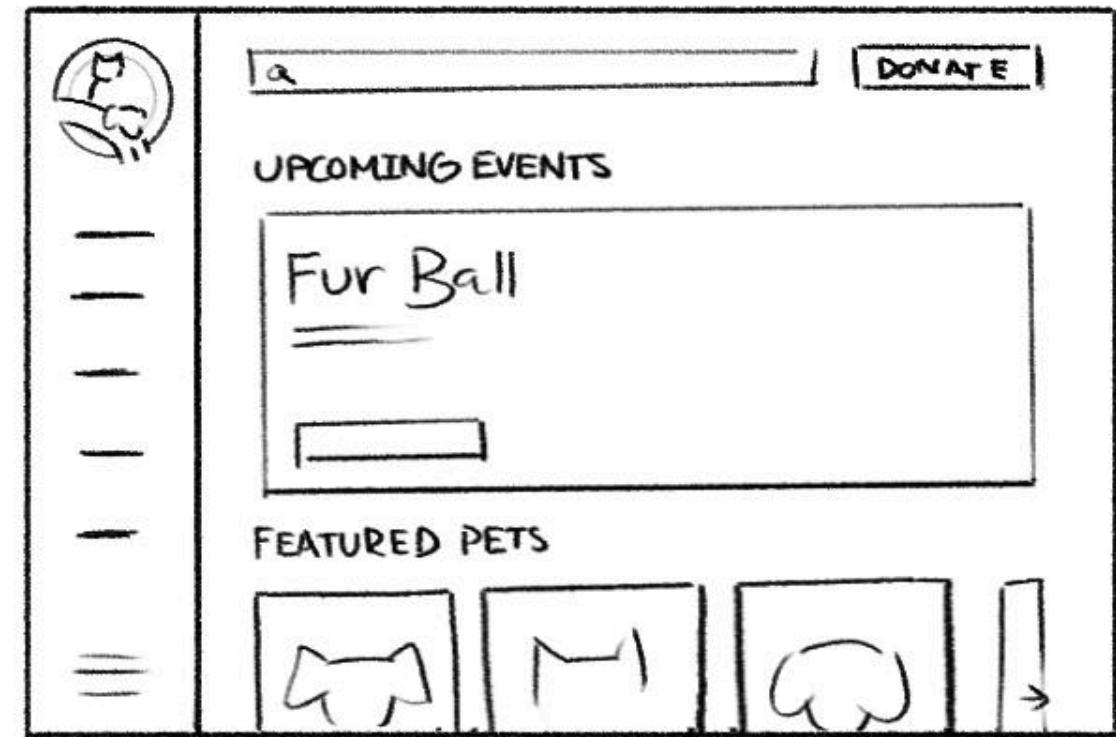
SITE MAP



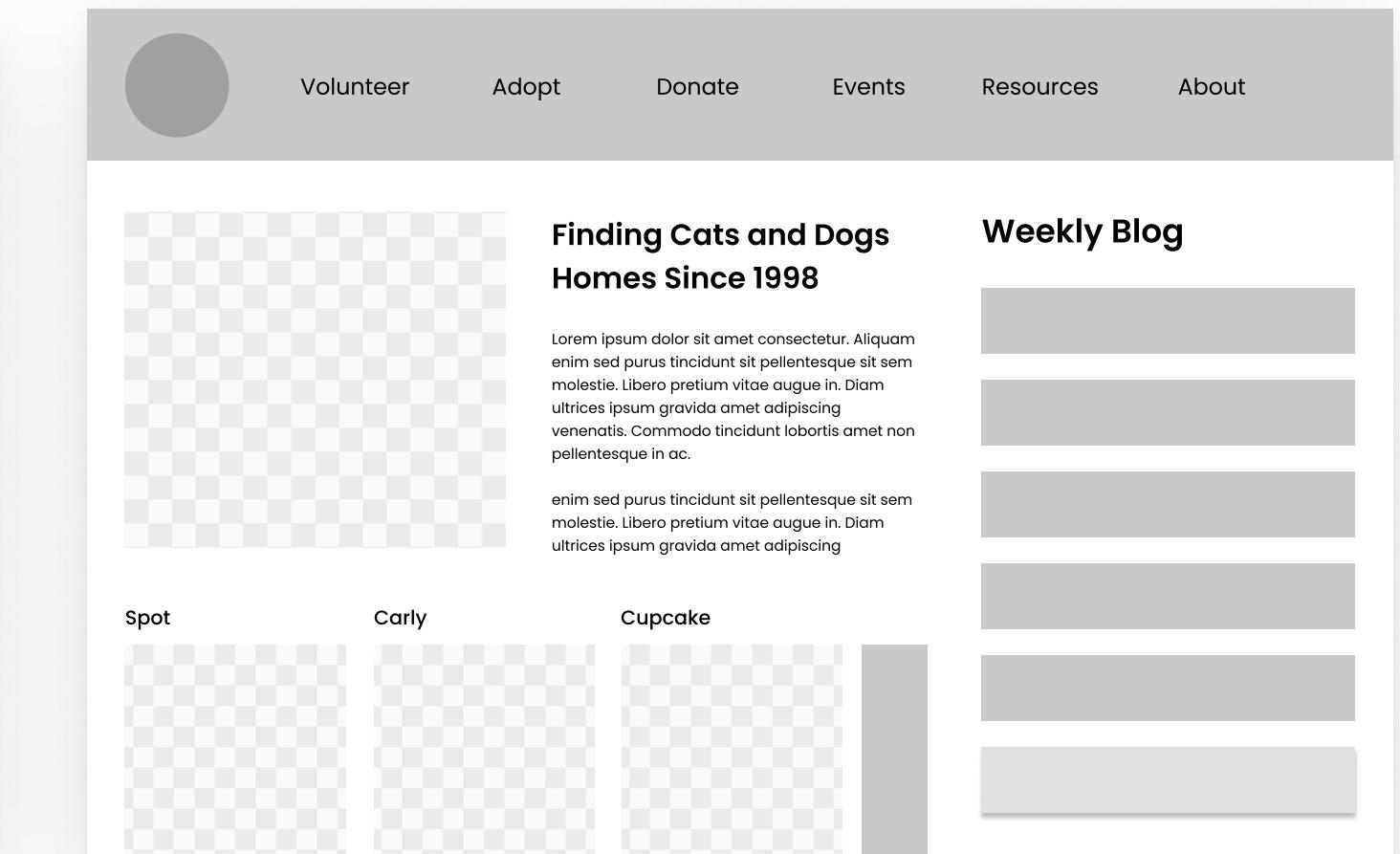
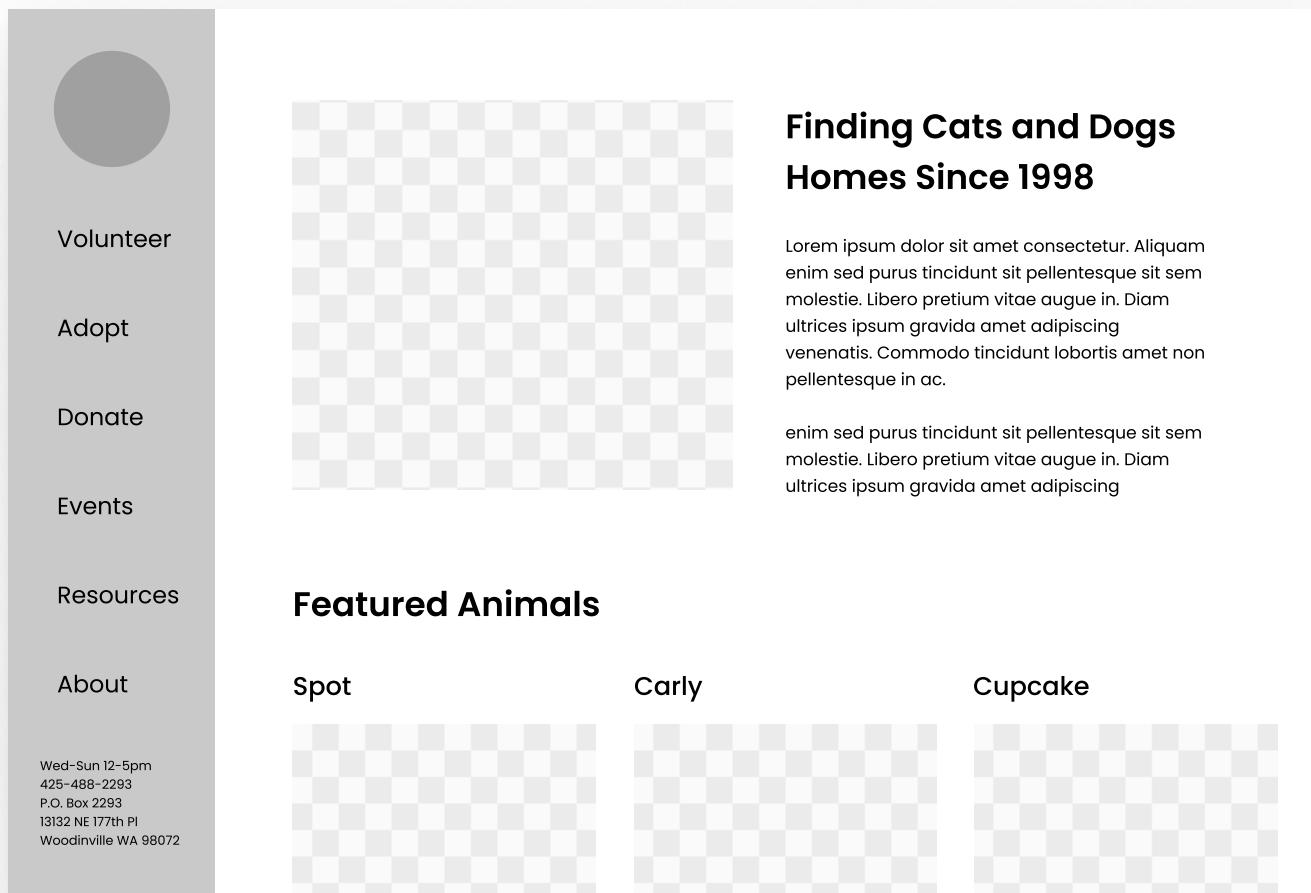
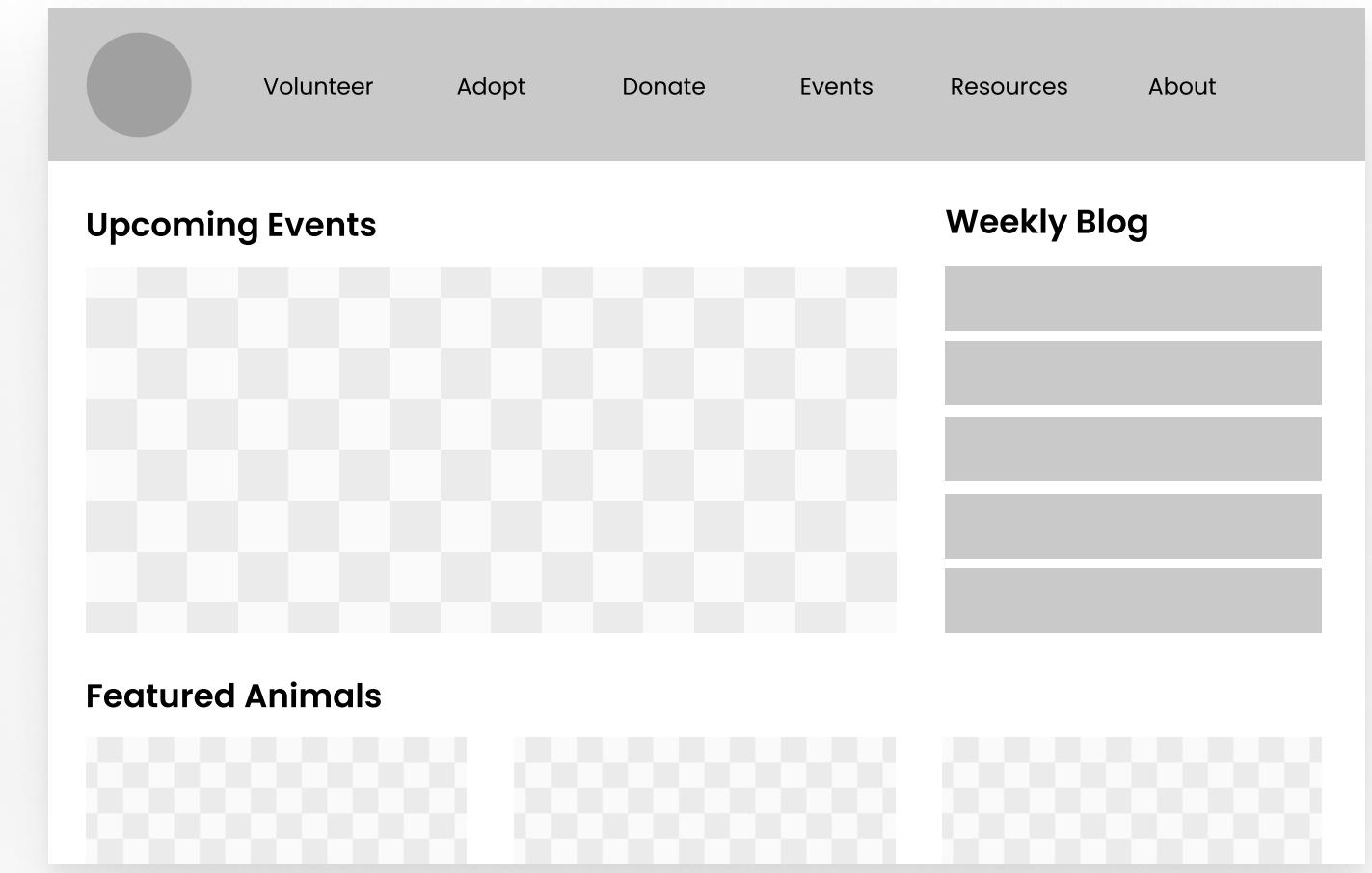
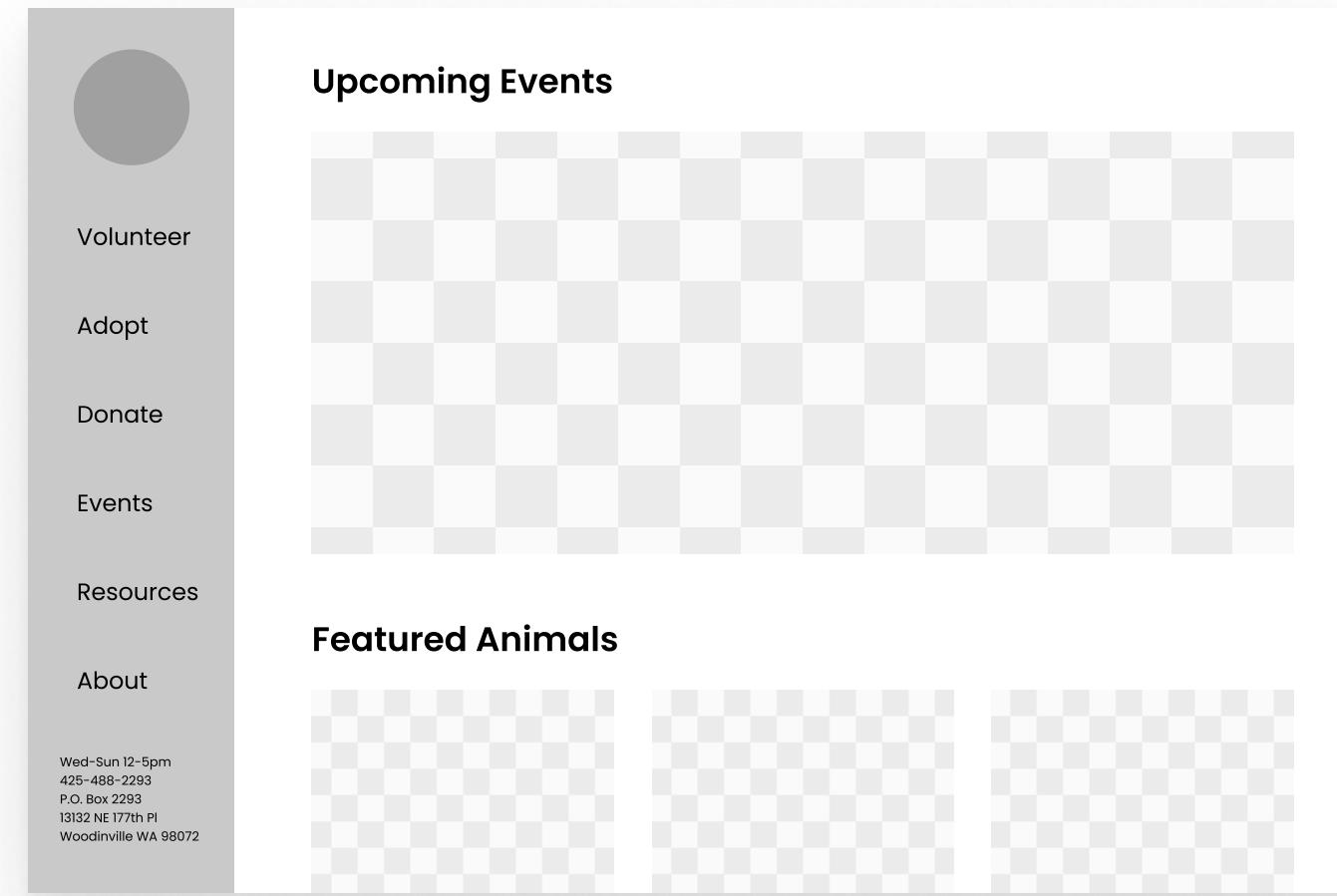
MOODBOARD



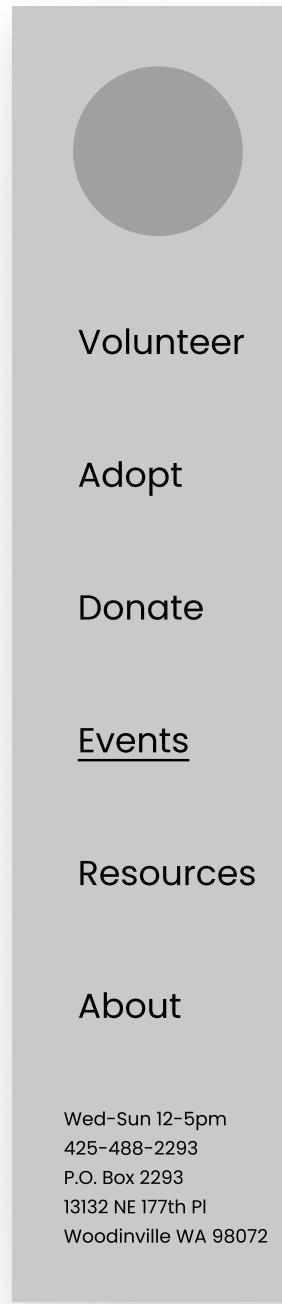
SKETCHES



ITERATIONS: HOMEPAGE



ITERATIONS: EVENT PAGE



- Volunteer
- Adopt
- Donate
- Events
- Resources
- About

Upcoming Events

January 2025

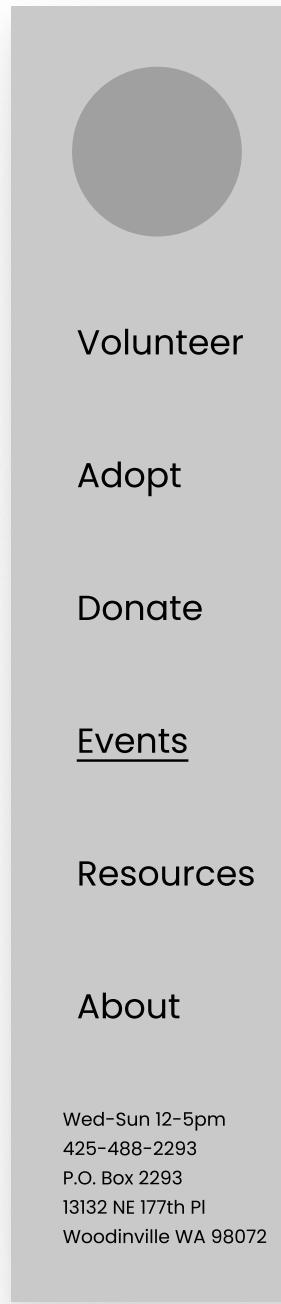


The Fur Ball
January 10th 2025

February 2025

March 2025

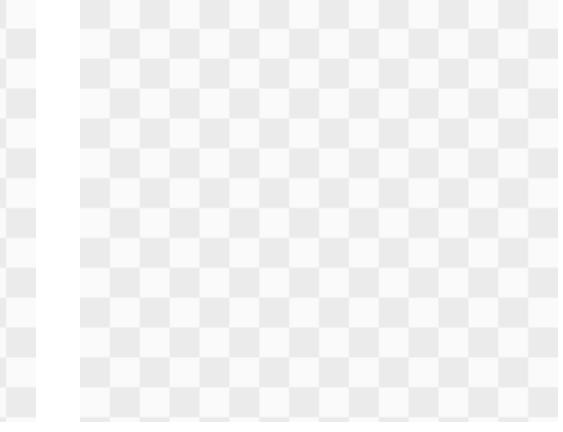
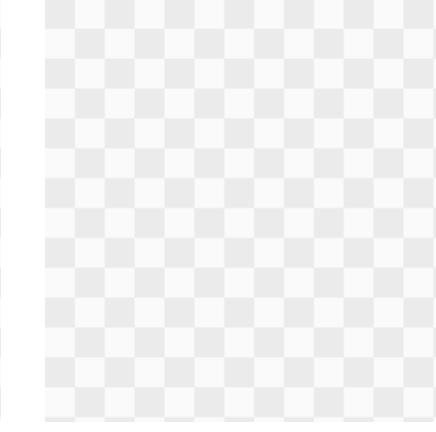
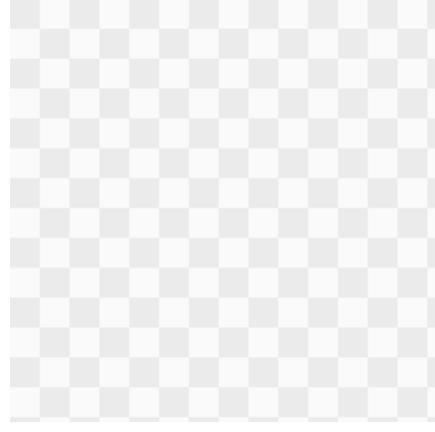
Wed-Sun 12-5pm
425-488-2293
P.O. Box 2293
13132 NE 177th Pl
Woodinville WA 98072



- Volunteer
- Adopt
- Donate
- Events
- Resources
- About

Upcoming Events

January 2025



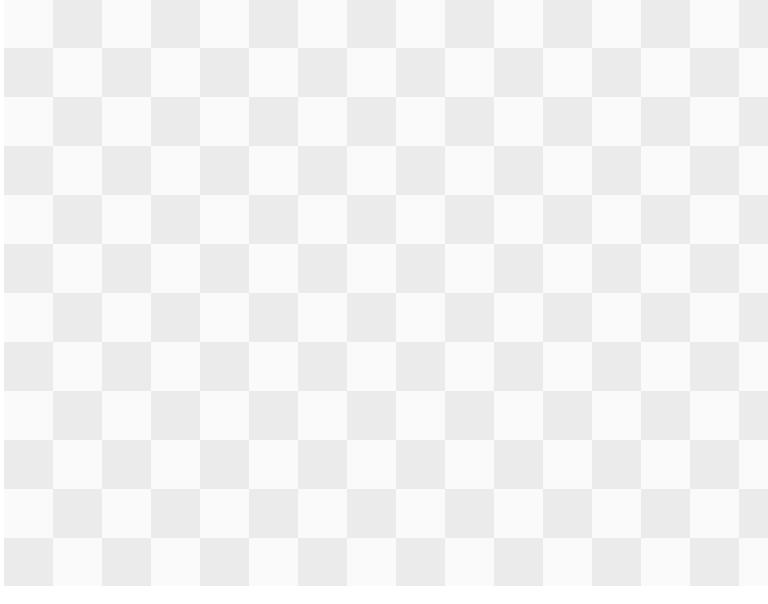
The Fur Ball
January 10th

Anniversary Month
November 26th

Kitten Shower
May 5th

Wed-Sun 12-5pm
425-488-2293
P.O. Box 2293
13132 NE 177th Pl
Woodinville WA 98072

ITERATIONS: PET INFO PAGE



Volunteer

[Adopt](#)

Donate

Events

Resources

About

About Me!

Lore ipsum dolor sit amet consectetur. Id vehicula sociis dui facilisis feugiat quis tincidunt. At aliquet lobortis molestie erat odio. Phasellus sagittis turpis sagittis volutpat lectus amet eget faucibus erat.

Wed-Sun 12-5pm
425-488-2293
P.O. Box 2293
13132 NE 177th Pl
Woodinville WA 98072

Waffles
HPAC-A-11014

Breed: Shih Tzu/Poodle

Sex: Male

Weight: 17.8 lbs

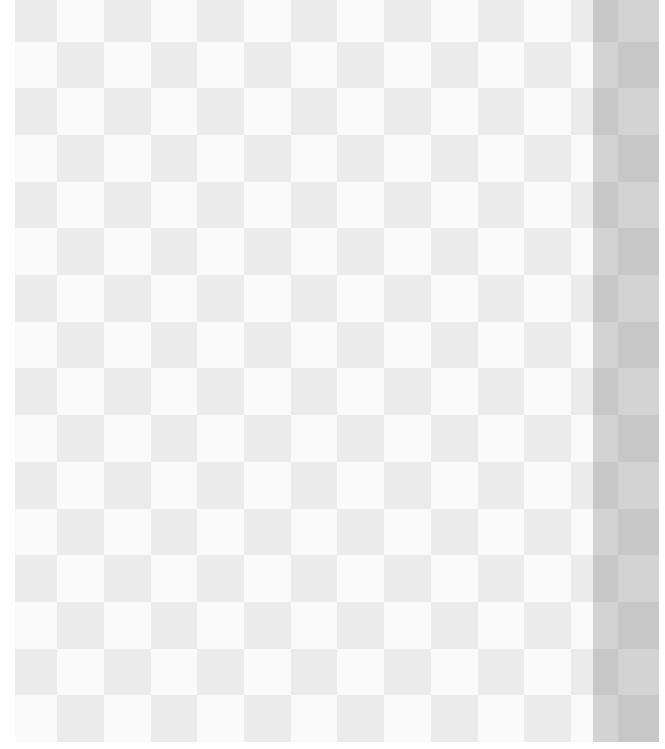
Age: 1 yr

Location: Dog Room A7

Adoption Fee: \$300

Attributes

[Adopt Me!](#) [Donate](#)



Volunteer

[Adopt](#)

Donate

Events

Resources

About

Wed-Sun 12-5pm
425-488-2293
P.O. Box 2293
13132 NE 177th Pl
Woodinville WA 98072

Waffles
HPAC-A-11014

Breed: Shih Tzu/Poodle

Sex: Male

Weight: 17.8 lbs

Age: 1 yr

Location: Dog Room A7

Adoption Fee: \$300

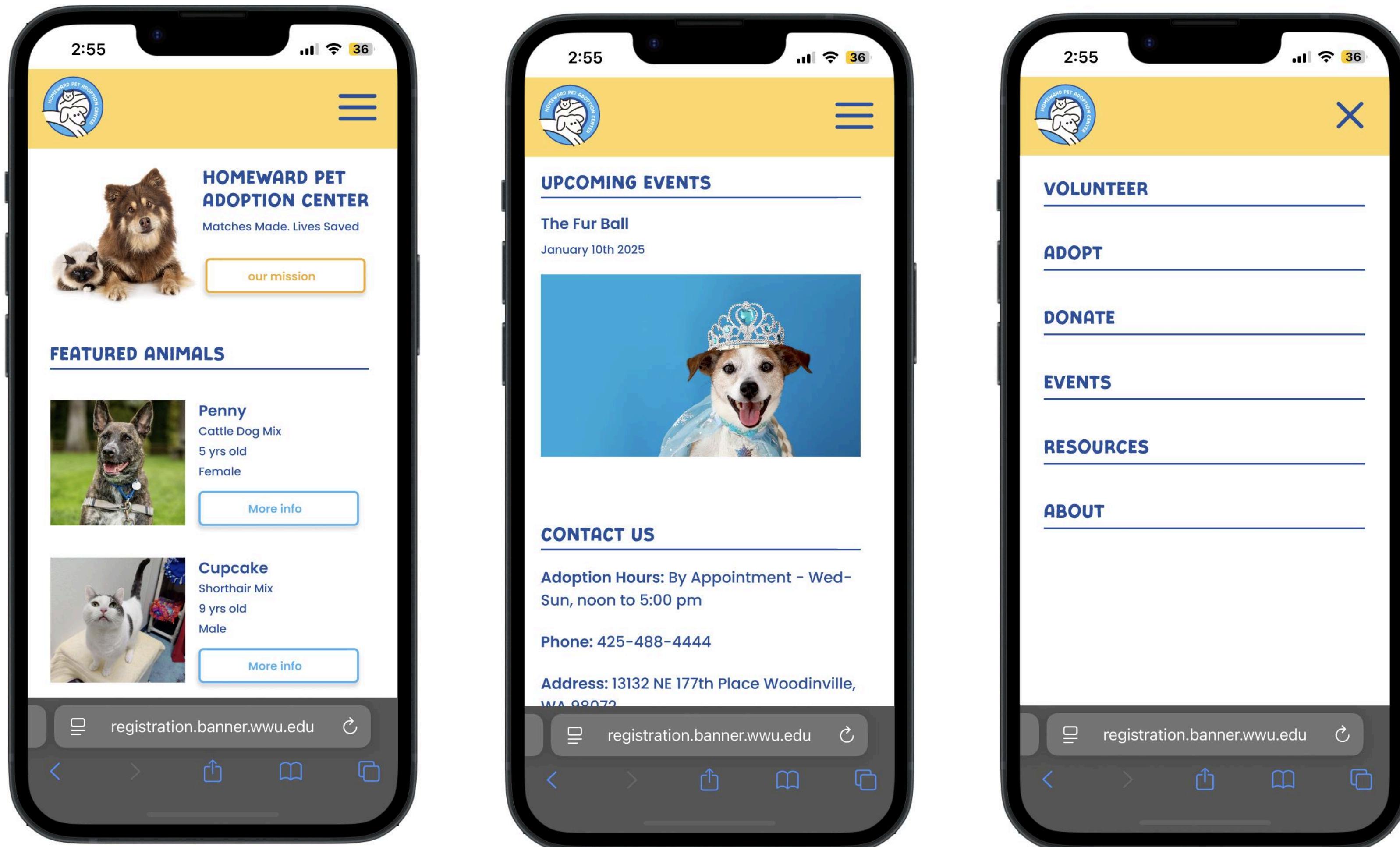
Lore ipsum dolor sit amet consectetur. Id vehicula sociis dui facilisis feugiat quis tincidunt. At aliquet lobortis molestie erat odio. Phasellus sagittis turpis sagittis volutpat lectus amet eget faucibus erat.

Attributes

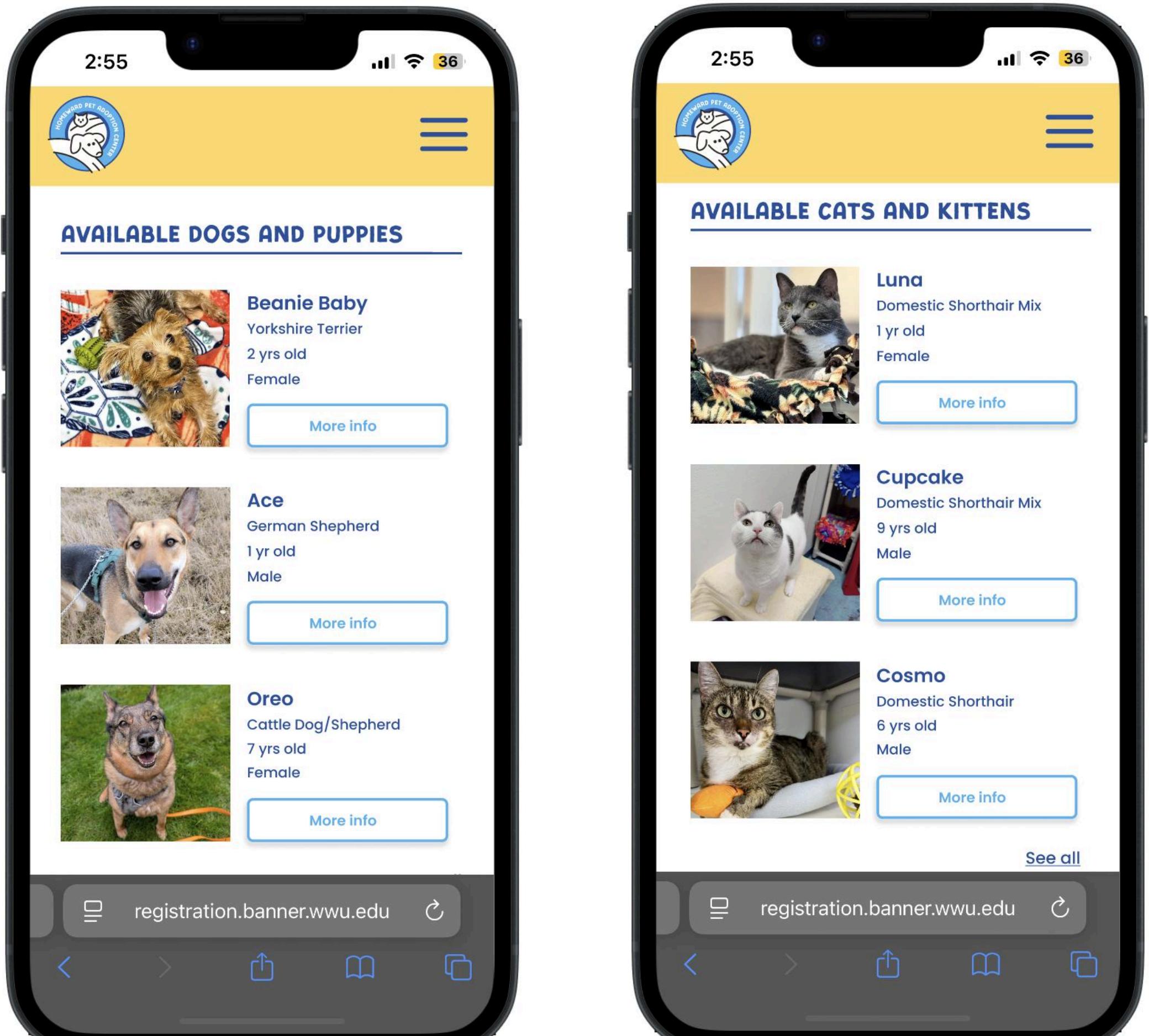
[Adopt Me!](#) [Donate](#)

PART 3 : SOLUTION

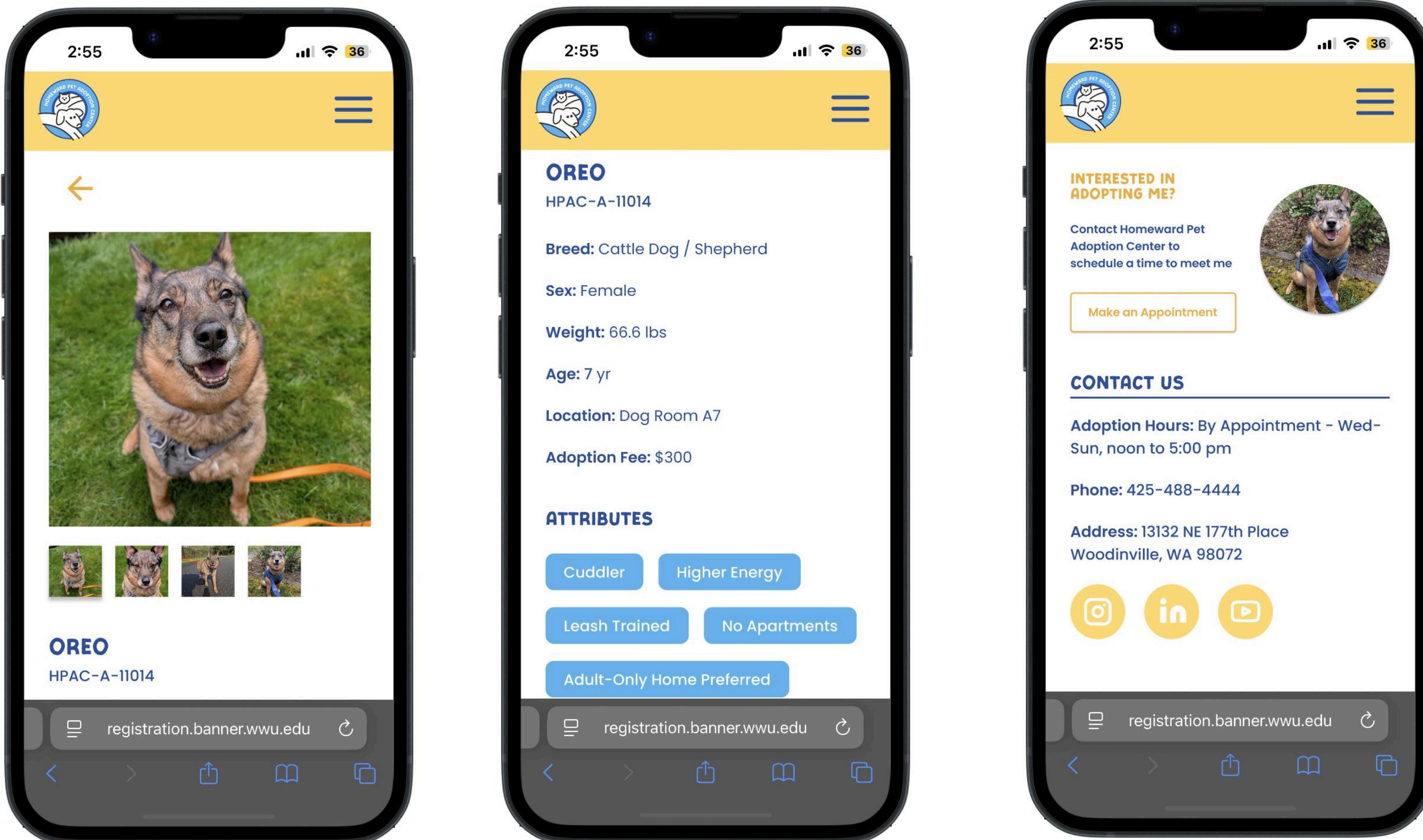
Homepage



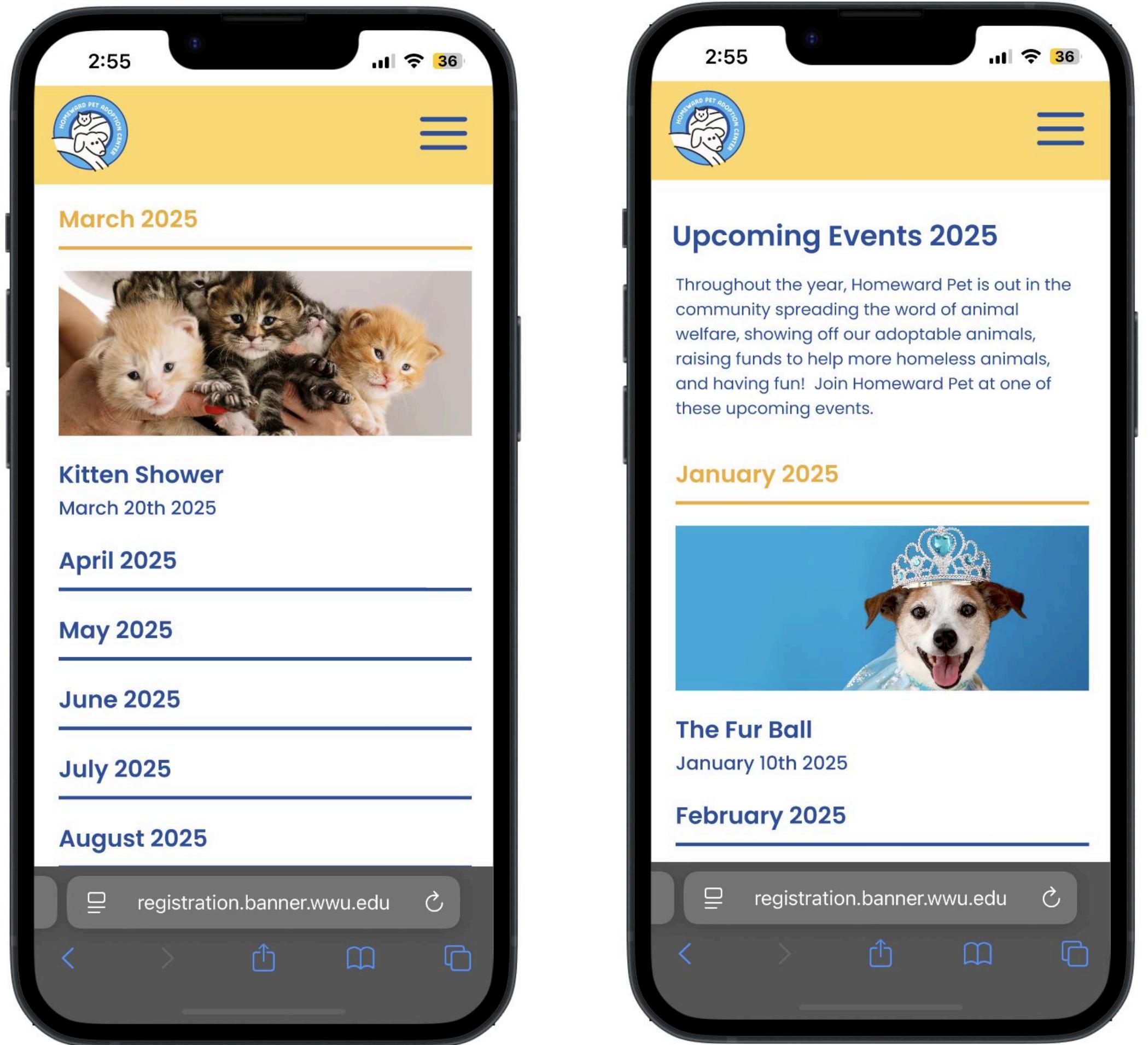
ADOPT PAGE



Homepage



Homepage



PROTOTYPE LINKS

Website Prototype

<https://www.figma.com/proto/07zm8NA5UNXEvavZICgzt9/Chloe-Asmann--Homeward-Pet?page-id=1%3A323&node-id=25-243&viewport=472%2C-112%2C0.44&t=xhRpJuYVumo3sFaz-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=25%3A243>

Phone Prototype

<https://www.figma.com/proto/07zm8NA5UNXEvavZICgzt9/Chloe-Asmann--Homeward-Pet?page-id=59%3A360&node-id=59-361&p=f&viewport=57%2C102%2C0.22&t=FAIVZvuKNBdCXwyw-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=59%3A361>