UX Case Study

Street Dog Coalition

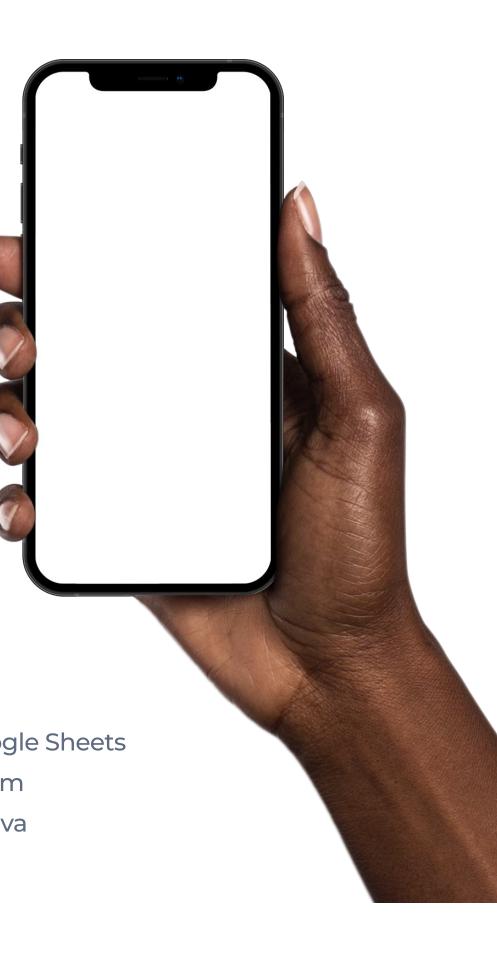
In this three-week project, Our team of three will select a nonprofit organization and redesign its website by following the double diamond design thinking model. The project involves the complete UX/UI design process, culminating in a high-fidelity responsive web design (RWD) solution showcased through a clickable UI prototype created in Figma. The final deliverable includes a presentation of the prototype and a portfolio-ready case study.

Duration:

12th June - 30th August
(6 weeks)

Product Overview

The Street Dog Coalition, a nonprofit dedicated to providing free veterinary care to homeless pets and their owners, has a website that currently struggles with user engagement and effectiveness. Our team believes that a redesign focused on improving navigation, enriching content, increasing engagement, and modernizing the design will enhance the user experience. This will lead to higher user satisfaction, increased engagement rates, and more donations and volunteer sign-ups.



Responsibility

- UI Designer
- Interviewer
- Stakeholder Outreach

Tools

- Figma
- Trello
- Google Survey
- Google Sheets
- Zoom
- Canva

Problem Statement

The Street Dog Coalition's website struggles with poor navigation, outdated design, and insufficient content, which hampers user engagement and effectiveness despite the organization's compelling mission.

Goals

We aim to redesign the website to enhance navigation, enrich content, increase engagement, and modernize the design. These improvements will boost user satisfaction, engagement rates, donations, and volunteer sign-ups.

Design Process

Our team followed the double diamond design thinking model to redesign The Street Dog Coalition's website. We began with user research and discovery to identify pain points, then moved to define the core issues. In the development phase, we ideated and prototyped multiple solutions, eventually creating a high-fidelity responsive web design (RWD) prototype in Figma. The final phase involved user testing and refining the design based on feedback to ensure an optimized user experience.

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

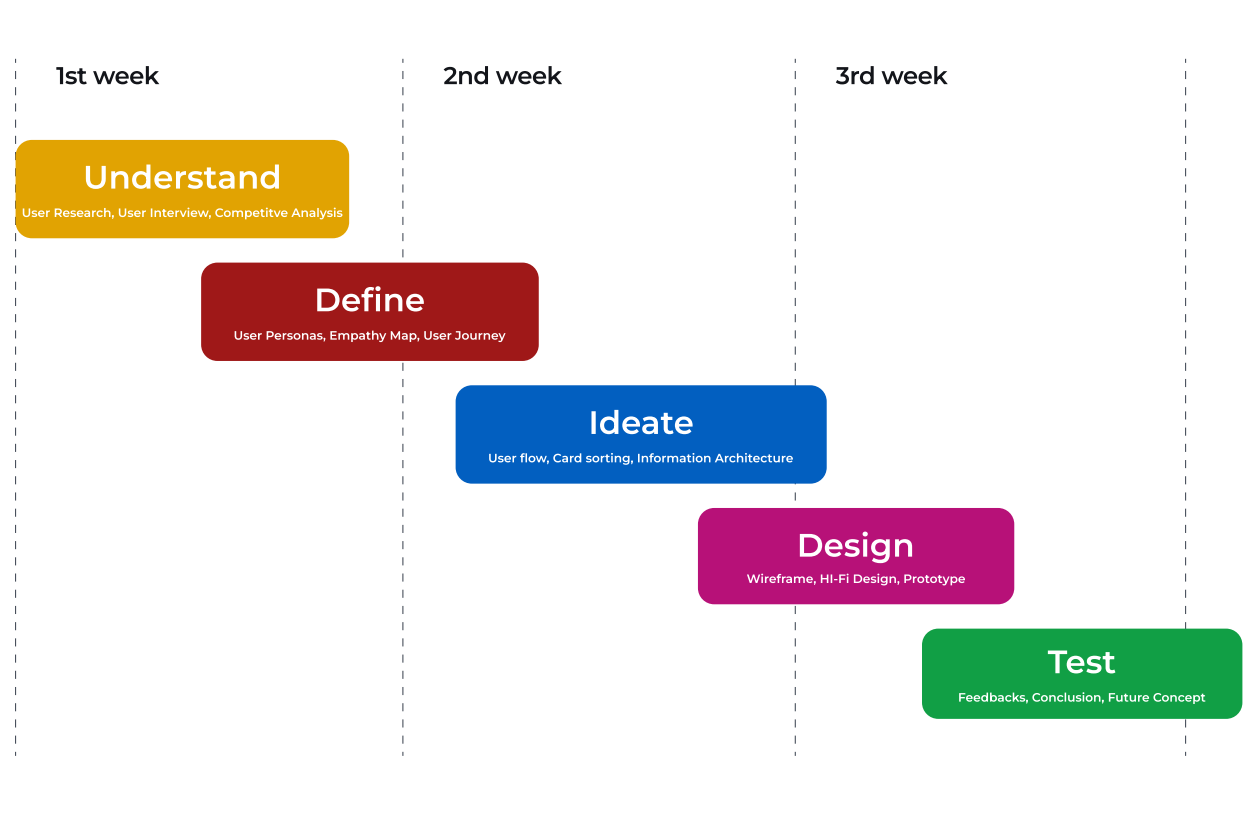
Design

Wireframe
Hi-Fi Designs
Prototype

Test

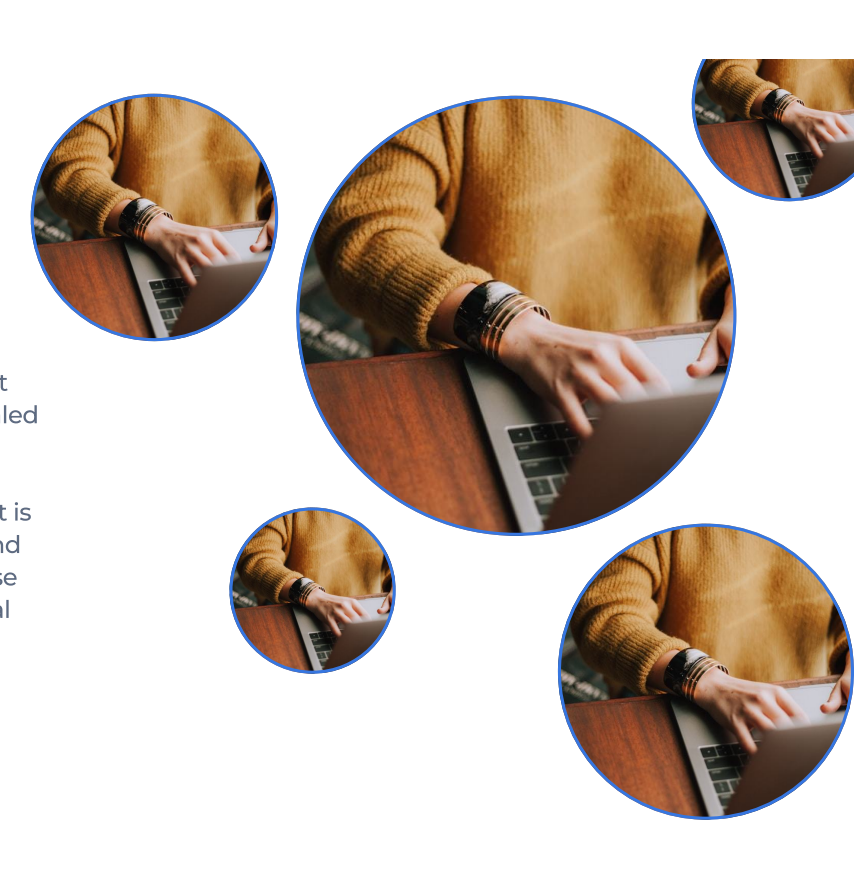
Feedbacks
Conclusion
Future Concept

Design Timeline


1st week
2nd week
3rd week
Understand
User Research, User Interview, Competitve Analysis
Define
User Personas, Empathy Map, User Journey
Ideate
User flow, Card sorting, Information Architecture
Design
Wireframe, Hi-Fi Design, Prototype
Test
Feedbacks, Conclusion, Future Concept

Target Audience

Our research, including outreach to The Street Dog Coalition's founder and employees, revealed two primary audiences for the website: volunteers/donors and those needing help. While most visitors are volunteers or donors, it is essential to design the site to be accessible and informative for those seeking assistance. These users often access the site through communal library computers and similar resources.



User Research

Our comprehensive user research included developing personas and storyboards, conducting surveys, performing heuristic evaluations, and analyzing competitors and SWOT. We used card sorting to create a sitemap, developed UI style tiles for mobile and web, mapped user flows, conducted usability tests, and proceeded with mobile and website redesigns, culminating in detailed next steps and reflections.

Competitive Analysis

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Company Name	Company 1	Company 2	Company 3
Company Info	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Feature 1	✓	✓	✓
Feature 2	✗	✗	✗
Feature 3	✓	✗	✓
Feature 4	✓	✓	✗
Feature 5	✓	✓	✓

Unique Features

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Qualitative Research

We conducted ten surveys to gather insights for redesigning The Street Dog Coalition's website. The surveys aimed to understand user preferences for donating cash versus time, identify methods that encourage donations or tips, and explore personal experiences that inspire volunteerism. The feedback will guide us in making the website more user-friendly and visually appealing for its visitors.

Screeners

- Experience with Nonprofits: "Have you ever interacted with or used a website for a nonprofit organization? If yes, please describe your experience."
- Familiarity with Services: "Are you familiar with The Street Dog Coalition or similar organizations that provide veterinary care to homeless pets?"
- Access to Technology: "Do you primarily access websites using a computer, smartphone, or other device? Please specify."
- Purpose of Use: "What is your primary intent when visiting a website like The Street Dog Coalition? Are you looking for information about the nonprofit's mission, or are you interested in donating money or time?"

Observations

60%

Responders were between the ages of 30 to 54

70%

Prefer to donate money rather than time

100%

Have experience donating their money or time to non-profits

80%

Of responders with pets frequent the vet/ pet care services regularly

80%

Prioritize the non-profits mission and goals when deciding weather to commit their time to a particular cause

70%

Are influenced by their personal values and beliefs when deciding whether to commit their time to a particular cause.

40%

Prefer automatic payment options when donating their money online

30%

Prefer custom amount options when donating their money

Swot Analysis

Strengths

- Pictures inform purpose
- Displays charity awards
- Mission statement clear
- Clear, data driven examples of impact

Opportunities

- Seamless online forms (autofill/quick pay)
- Donation Transparency
- Quick links to social media
- Calls to action
- Impact data On Homepage

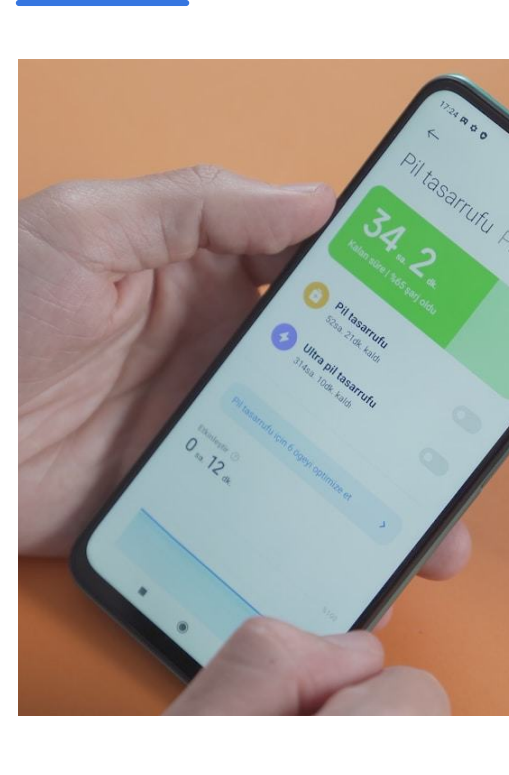
Weaknesses

- Homepage missing specific details of volunteer options
- Donate button not easily located
- Text too small (accessibility issues)
- Not much donation/volunteer info on homepage

Threats

- Lack of color and sectioning makes scanning difficult
- Prerequisites for volunteers
- Homepage needs to evoke more emotion and personability
- Difficulty of wayfinding for actions like donating and volunteering

Pain Points



1. **Confusing donation and volunteer sign up process**

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2. **Pain Point 2**

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3. **Pain Point 3**

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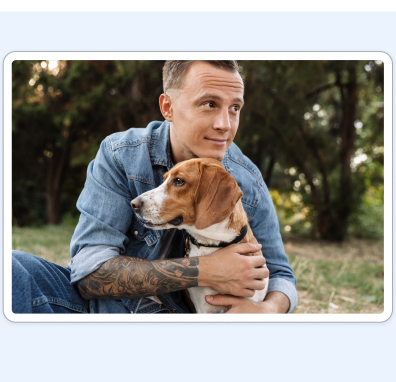
User Persona



NAME:	Allison Hargreeves
AGE:	35
EDUCATION:	College Graduate
JOB:	Family Physician
LOCATION	Calgary, Alberta
HOBBIES:	Hiking and Camping with his dog

Bio

Scott is a charismatic Coloradan with a deep love for all animals, especially his dog, Spike, who is his constant companion. Wherever Scott goes, Spike is right by his side, no exceptions! Scott thrives on connecting with new people through volunteer work and takes great joy in supporting his community through various volunteer activities.

Personality

- Hardworking
- Smart
- Expressive
- Thoughtful

Pain points

Given his busy schedule, Scott dislikes lengthy and tedious donation or volunteer sign-up processes. He also wants clear information about the charity,, ensuring his efforts and contributions are well-informed and purposeful.

Goals

- Support his local community
- Spend his volunteer time effectively
- Donating to a cause with a clear mission that he resonates with
- Create new friendships and have a positive impact on people and animals in need

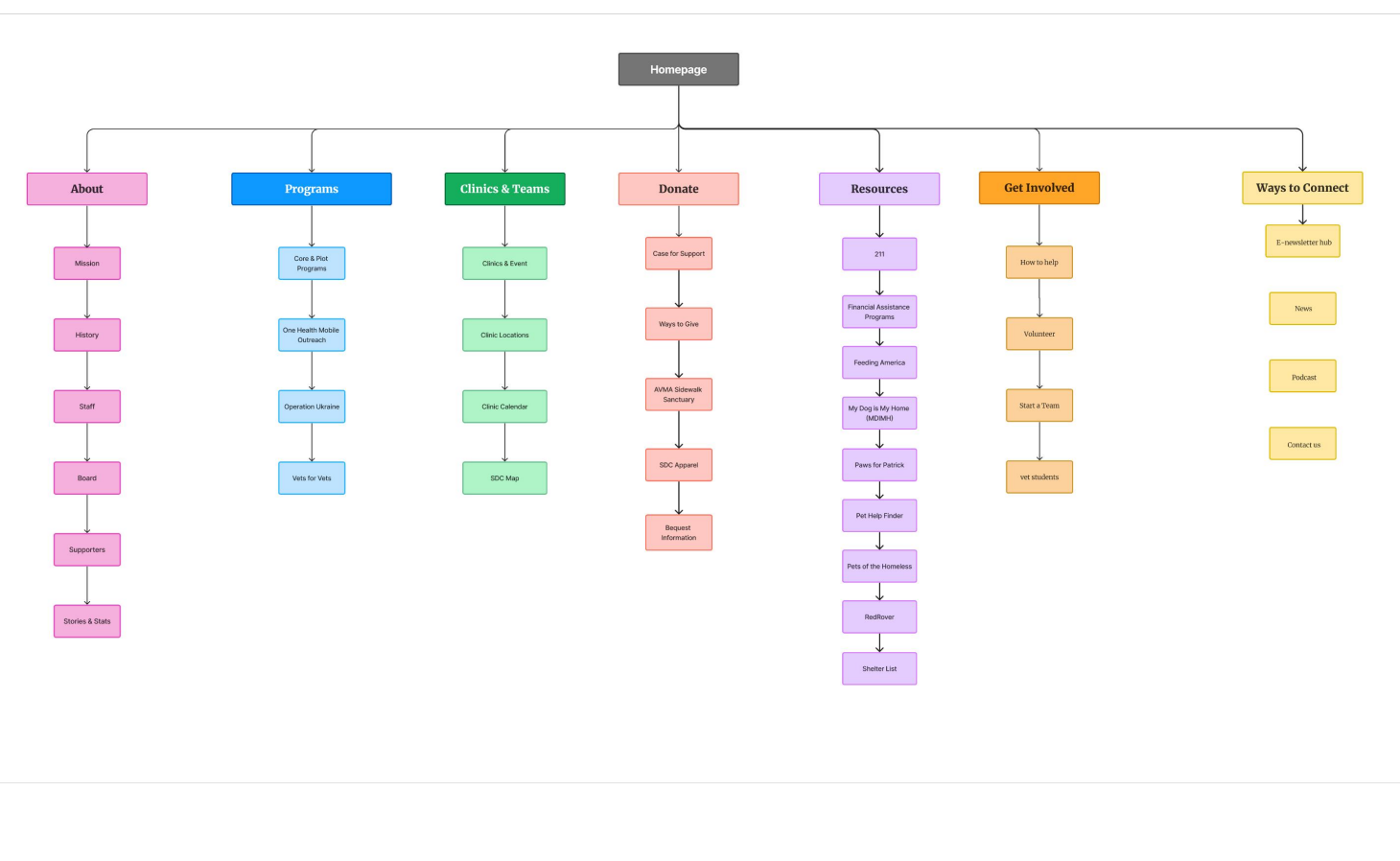
User Journey Map

Persona: Name

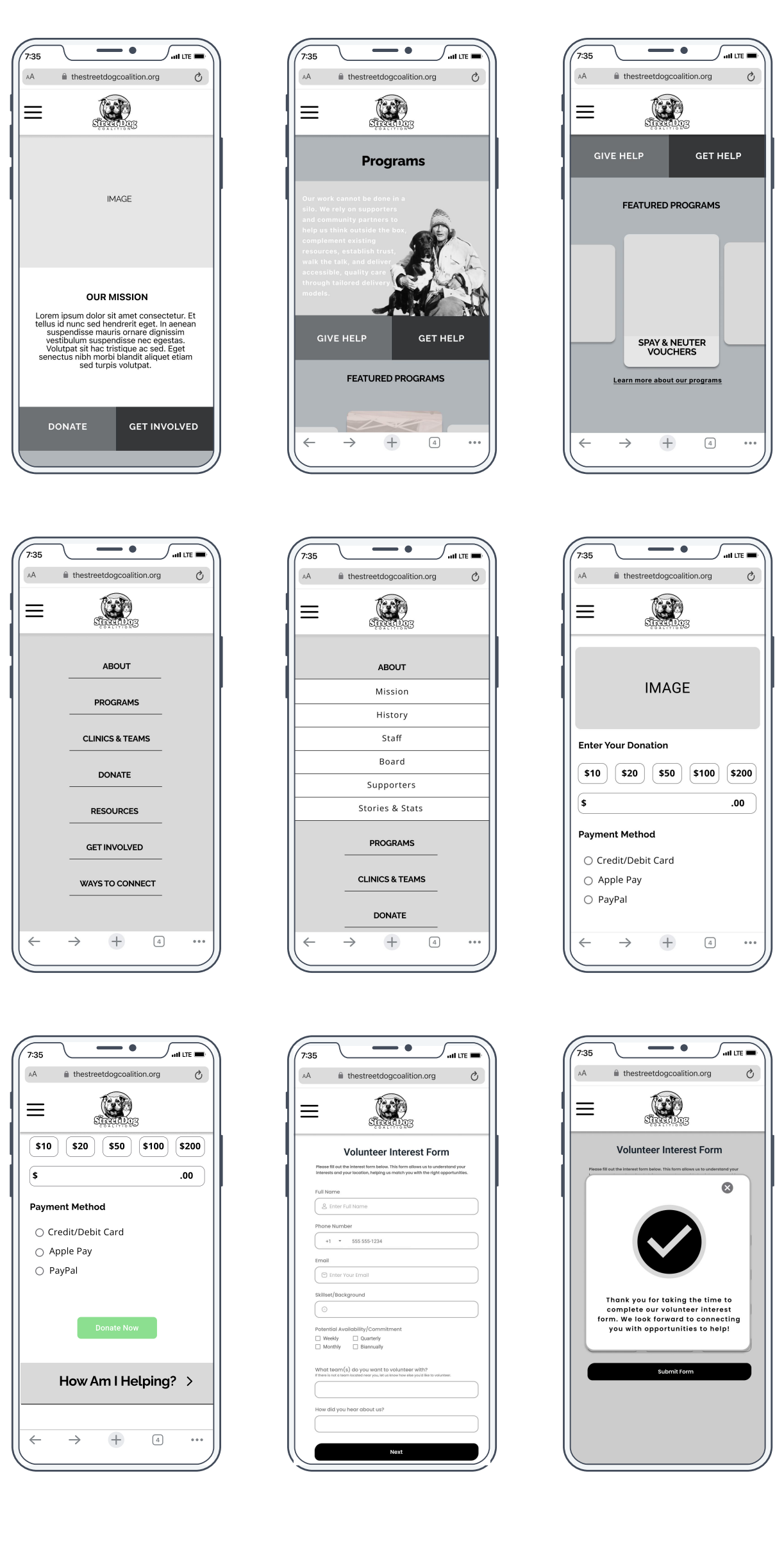
Goal: Posuere eget sociis mauris dictum habitasse pharetra leo egestas pretium

Actions	Action 1	Action 2	Action 3	Action 4
Task List	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d
Feeling	🙂	😤	😡	😔
Thoughts	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d
Improvement Opportunities	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d	1. Risus mollis dictum dolor, quam 2. Posuere eget sociis mauris d

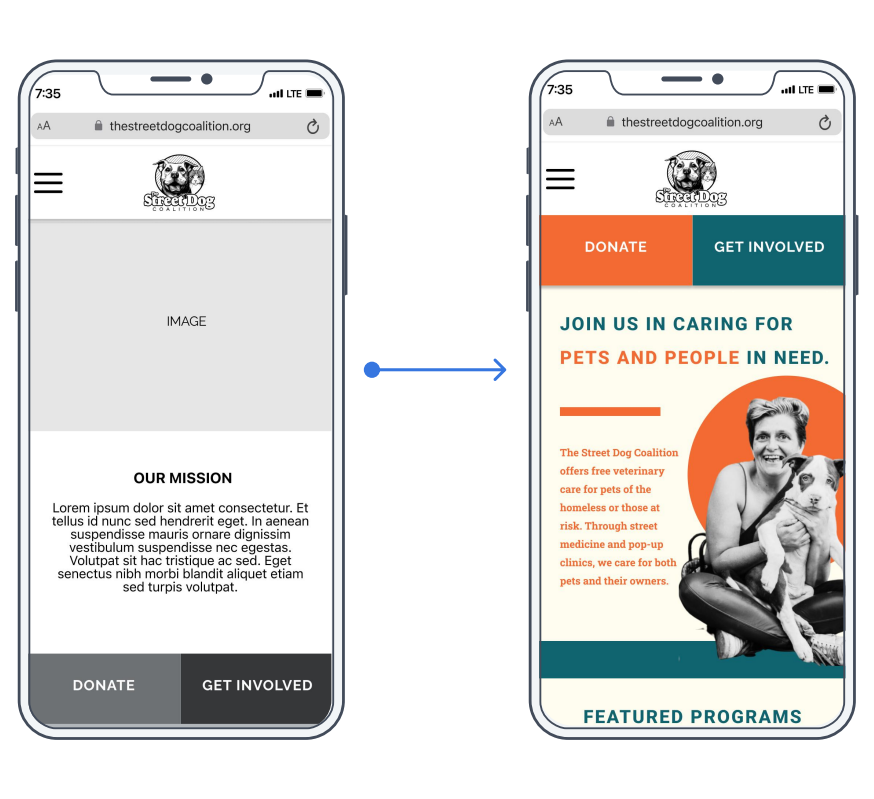
Information Architecture/User Flow



Sketches/Low-fidelity Wireframes



Reviews



During the interviews, users mentioned they'd prefer uplifting photos and inviting colors to be integrated into the design.

High Fidelity Screen

Place Your Design Here

Screen Name

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High Fidelity Screen

Place Your Design Here

Screen Name

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Other Screens

Place Your Design Here

Place Your Design Here

Place Your Design Here

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Place Your Design Here

Place Your Design Here

Place Your Design Here

Style Guide

Color Palette

Primary Color

#3B82F6

Shades

Tints

Secondary Color

#EC8000

Shades

Tints

Typography

Aa

Font
Montserrat

Aa Montserrat Bold
Aa Montserrat Semibold
Aa Montserrat Medium
Aa Montserrat Regular

Name	Font Size	Line Height
Heading 1	24 px	36 px
Heading 2	20 px	28 px
Body - Large	18 px	24 px
Body - Regular	16 px	24 px
Body - Small	14 px	22 px
Caption	12 px	16 px
BUTTON	16 px	24 px

Iconography

Outline

Bold

Key Takeaways

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Roadmap

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