Street Dog Coalition

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PROJECT OVERVIEW

PROBLEM STATEMENT

The Street Dog Coalition is a non-profit organization dedicated to providing free veterinary care to homeless pets and people experiencing homelessness.

While the mission and motivation of the organization resonate well with the audience, the website currently has several weaknesses that hinder user engagement and effectiveness.

HYPOTHESIS

We believe that redesigning The Street Dog Coalition website to enhance navigation, enrich content, increase engagement, and modernize design will improve user experience. This will lead to increased user satisfaction, higher engagement rates, and more donations and volunteer sign-ups.

PROJECT PROPOSAL

PERSONA PROFILE

LOCATION

Denver, CO

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.

NEEDS/GOALS

Scott's goal in volunteering and donating to non-profit organizations are to support his local community, create new friendships, and have a positive impact on people and animals in need.

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.

SCOTT, 33

Community ✦ ✦ ✦ ✦ ✧

Animals ✦ ✦ ✦ ✦ ✦

Technology ✦ ✦ ✦ ✧ ✧

USER INSIGHT

Scott wants to volunteer at The Street Dog Coalition non-profit because they provide aid to pets of people experiencing homelessness. His goals both people and animals.

During user interviews, we discovered mixed reviews from users regarding the effectiveness of the site. We believe that improving the information architecture, imagery, and navigation will help to increase donation and volunteer efforts.

USER TESTING PLAN

Interviews (7)

Research Question: Is there opportunity for improving the Street Dog Coalition's website and objectives?

Objective 1: Easier to volunteer

Objective 2: Easier to donate

Objective 3: making the website more cohesive, streamlined, and polished

View User Testing Plan

Survey (10)

Survey Goals: We are collecting data to aid in our redesign for "The Street Dog Coalition" website. This nonprofit provides free veterinary care and related services to pets of people experiencing or at risk of homelessness. Your feedback and insight will help us redesign the website to make it more user-friendly and visually appealing.

Do you prefer to donate cash or your time?

What method most encourages you to donate or tip a business/non profit?

Can you describe a specific experience that inspired or motivated you to start volunteering?

Link to Survey

INSIGHTS

STRENGTHS

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

OPPORTUNITIES

- Seamless online forms (autofill/quick pay)
- Social Media
- Donation Transparency
- 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 personality

HEURISTIC EVALUATION

Strengths:
- Purpose
- Simple Design
- Consistent Colors
- Consistent Nav

Needs Work:
- Accent Color
- Autofill Forms
- User Location On Site Needs To Be Evident

| Appearance/aesthetics: first impressions are important—they can make the d	3	2	1
Example			
Primary goal or purpose is clear	X		
Clean, simple design	X		
Pleasing color scheme			X
Appropriate use of white space		X	
Consistent design		X	
Text and colors are consistent		X	
Icons are universally understood	X		
Content: users are at your site for the content—make it easy for them to find			
Major headings are easy to understand	X		
Easy to scan		X	
Minimal text/information presented		X	
Clear terminology; no jargon	X		
Links are clear and follow conventions		X	
Help is available on every page			X
Important content is above the fold	X		
Search box is easy to identify and easy to use			X
Navigation: make getting around your site easy and eliminate guesswork			
Consistent navigation	x		
Easy to identify your location on the site (breadcrumbs, headers, colors)			x
Consistent way to return home		x	
Limited number of buttons and links		x	
Efficiency/functionality: following basic rules keeps user frustration to a min			
Website loads quickly	x		
Custom 404 errors			
Error messages are meaningful	x		
Login is in upper-right corner of page	x		
Proper etiquette for links off site		x	
Contact information is easy to find	X		
Login is easy to find			
Hours are easy to find		X	
No broken links	X		
User knows the status of searches			X
User knows if they are logged in/out			
System supports undo and redo			
Forms autofill and calculate when practical			X

Wireframes

Homepage
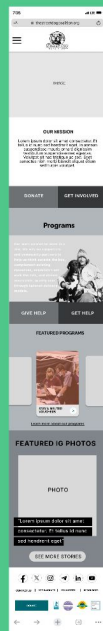
Donations Flow

Spay/Neuter Program Flow

Volunteer Form Flow
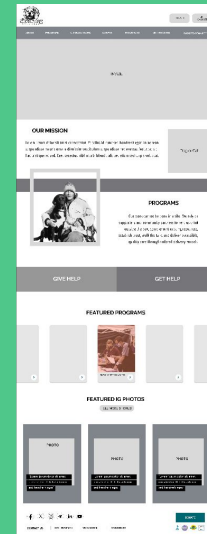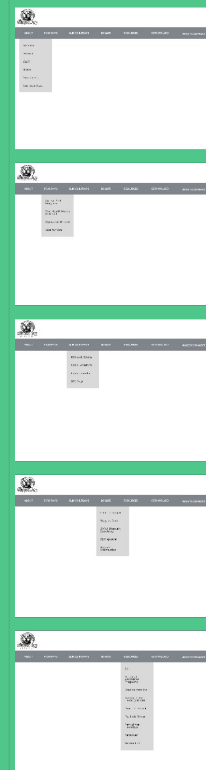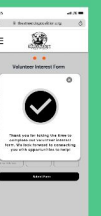
UI STYLE TILE

Logo

Text
Header Raleway 40pt
Subheader Raleway 30pt
Body SF Pro Text 18pt, 20pt

Colors

#FFFAEA	#27C42E	#0F6470	#000000	#F36A32

Buttons
Button States
- Donate Now
- Donate Now
- Volunteer
- Volunteer
- DONATE GET INVOLVED

Icons
Icons
Action
Alert
Maps
Navigation
Social
Toggle

Images
Image Samples

Animation
Animation

UI Elements

Banking
$10 $20 $50 $100 $200
100.00

Payment Method
Credit/Debit Card

Mobile Header / Footer
Header/Footer

Desktop Header/Footers
Safari Header
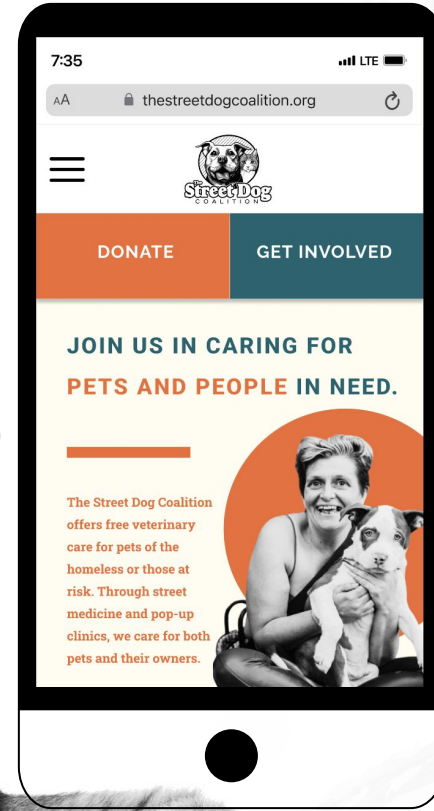Desktop Footer

WEBSITE REDESIGN

Flow 1

Flow 2

Flow 3

FUTURE OPPORTUNITIES

- Include more engaging animations

- Develop Give Help/Get Help quick link section

- Build up social media presence on the website to encourage following accounts for regular updates

- Develop a stronger Stories section for those personally affected by the services SDC offers- our research shows emotional/personal reaction to charity encourages donations and habitual involvement

FINAL THOUGHTS

Our team worked diligently to create a cohesive redesign that could be beneficial towards the SDC cause. Although managing 4 different schedules, we all were able to rely on each other and everyone worked equally as hard to complete the redesign and presentation!