Houston Zoo Event & Donation Page Design

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Project Brief

The Houston Zoo hosts many events to attract visitors that aid in animal conservation through their donations and purchases. As the second-most visited zoo in the United States, they need to have a design that keeps visitors engaged.

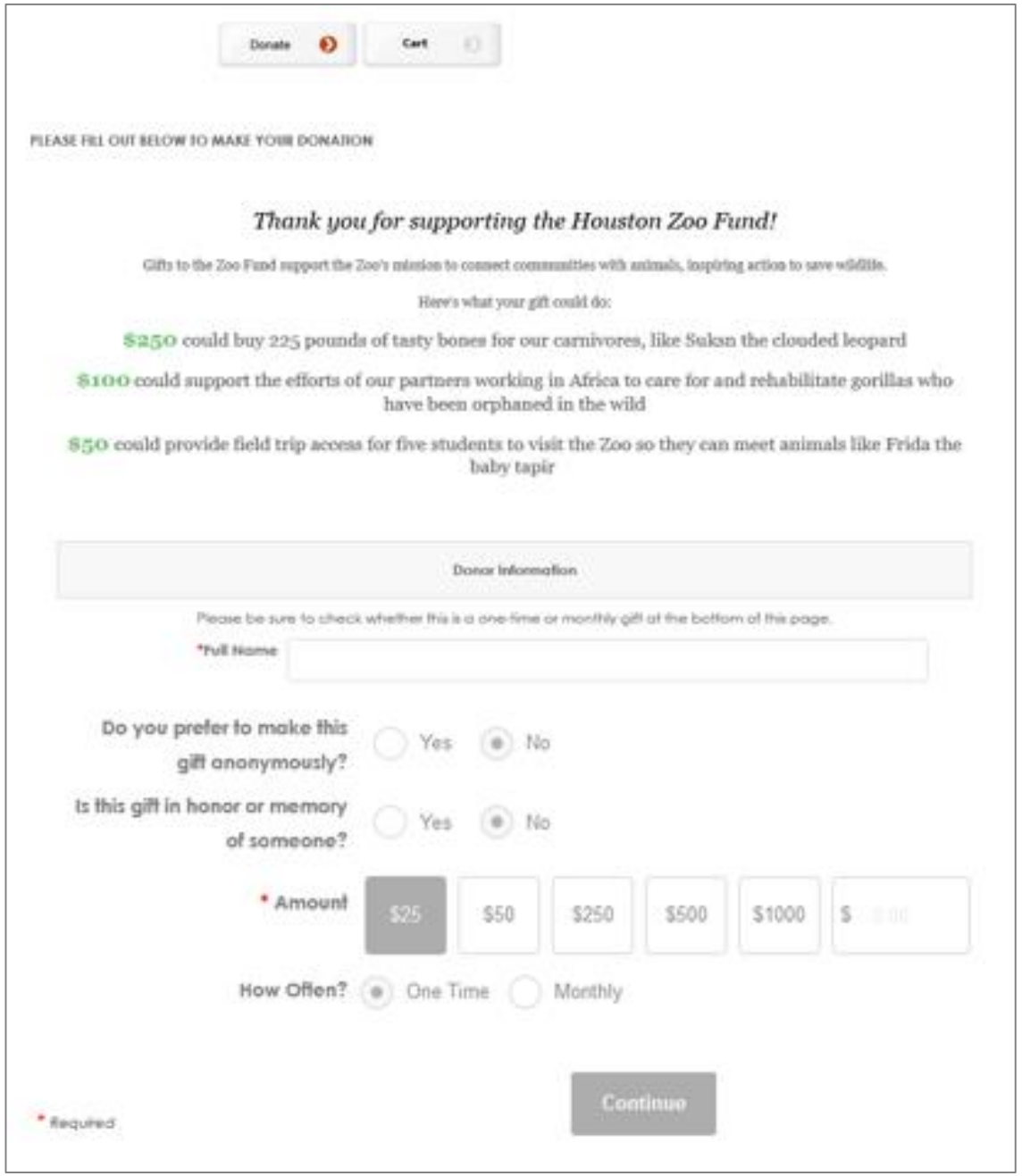
My goal is to design an event page that is simple, increases ticket sales and donations.

Constraints

- I did not re-design the top and bottom navigation bars.
- I did not re-design the cart and payment information page after the first donation page.
- Other than secondary research, I did not involve users outside of people I know to discuss my design.

Event Page: Before

Donation Page: Before



User Research

Secondary Research

I began my process by reading online forums in order to understand the various pain points users have when making online purchases and when visiting the Houston Zoo. This is what I found.

The Houston Zoo

- Visitors have trouble finding parking when they arrive.
- An event might be free, but the visitor might want to buy a general admissions ticket online instead of in person.
- Some visitors want to research more about the event topic (ex: elephant conservation).
- The donor policy is hard to find.

Online Purchasing

- Fields can be tedious to fill out.
- Donation payments aren’t flexible enough.
- Information is sometimes organized in a confusing manner.

Secondary Research

In addition to the qualitative information I gathered, I researched quantitative statistics from reliable sources.

Statistics

- 3/4th of the Houston Zoo's revenue is through contributions, gifts, and grants.
- Non-profits raise $1.2 per website visitor on average.
- On average, 7.6% non-profit raised revenue is online.
- 21% of online donations come from a mobile device

Personal Insights

- The Houston Zoo should focus on donations for revenue.
- Significant money is raised online, but it is not the most valuable channel.
- A minimalistic design that can be translated into a responsive mobile screen is important.

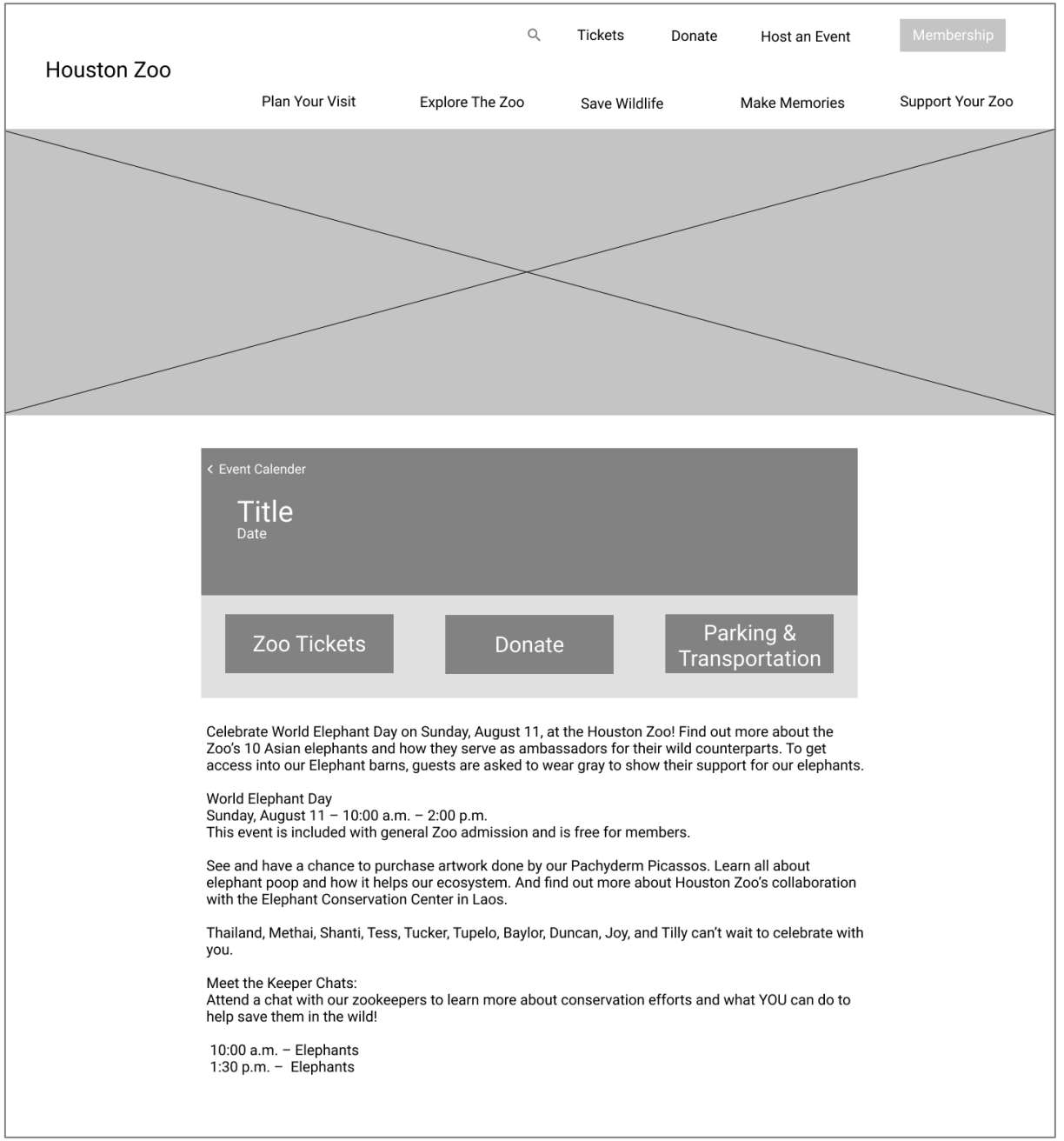
Sources

charitynavigator.org
benchmark.com
nngroup.com
blackbaud.com

Creation

Wireframes: Event Page

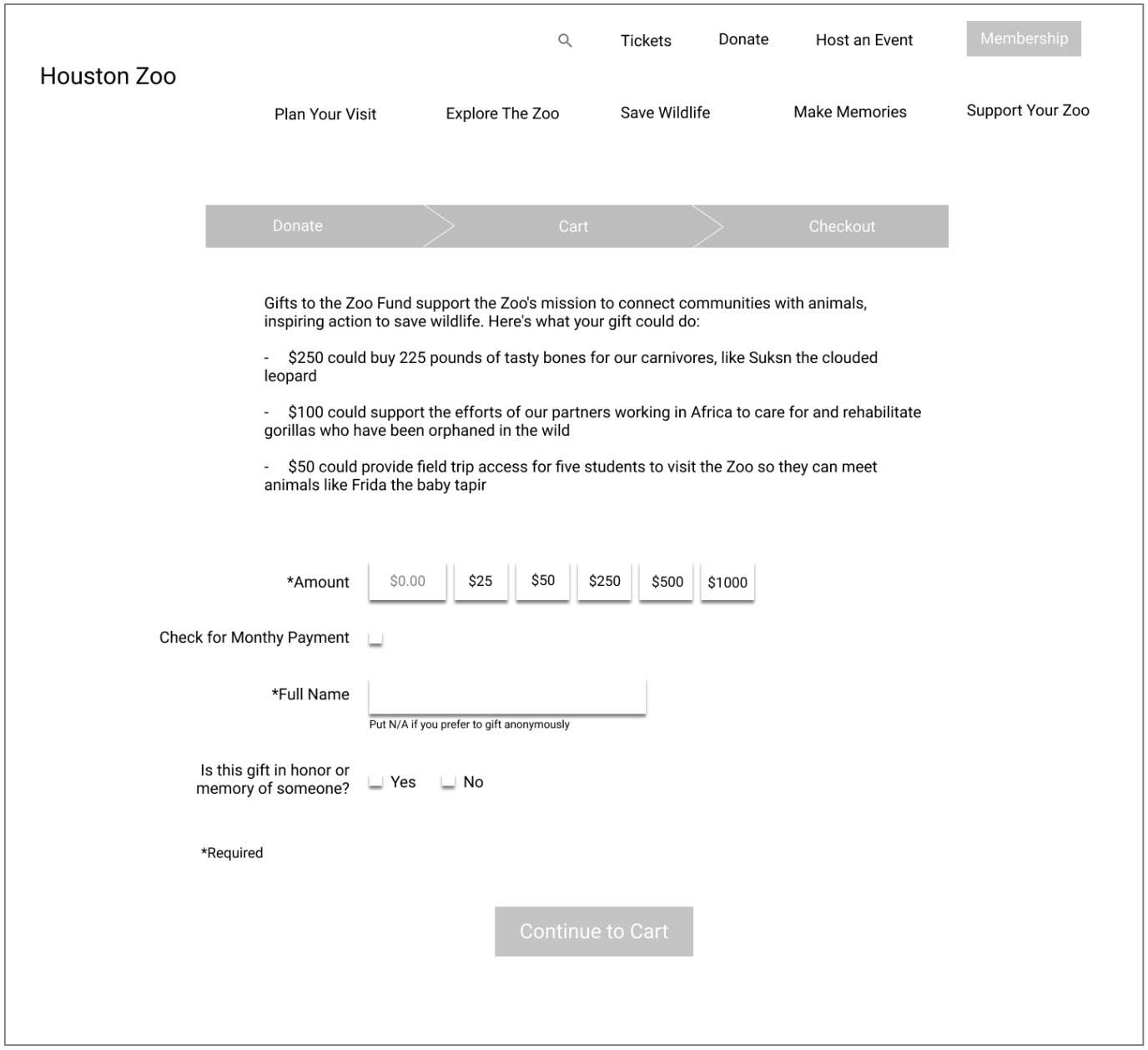
- The picture was covered up, so I moved the title area below it.
- I added buttons to navigate towards tickets, donations, and transportation/parking.
- The description was redundant, so I removed it.
- I moved the date underneath the title.



Wireframes: Donation Page

- I re-designed the process bar to a more modern look and added “cart”, since it was a part of the process towards donating.
- The text is now aligned to the left.
- I changed the order of information needed to fill out the form.
- I made a few changes to the questions asked and updated the UI.

I then iterated upon my wireframes, emphasizing modern and minimalistic design.



Final Design

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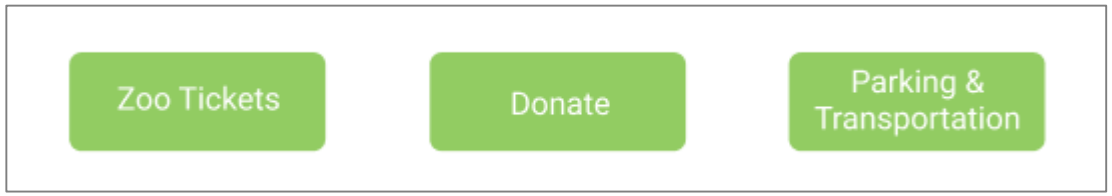
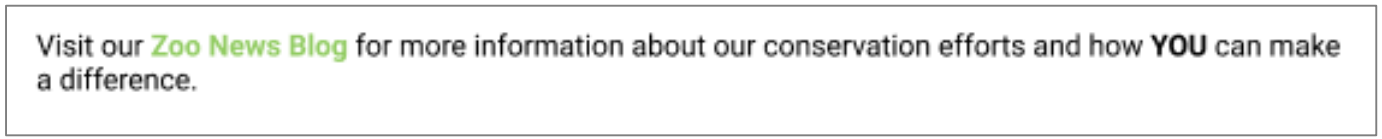
I included a second donation button where it could catch the user's attention more easily. I also added two other links that could be helpful to the user and decreased the button sizes.

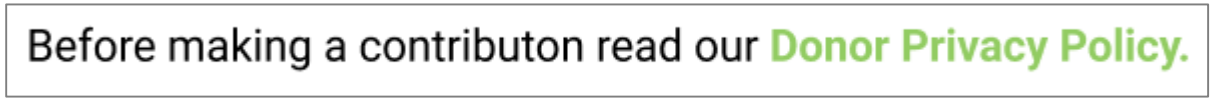


I put a link at the bottom of the event page in case the user wants to read more about animal conservation.

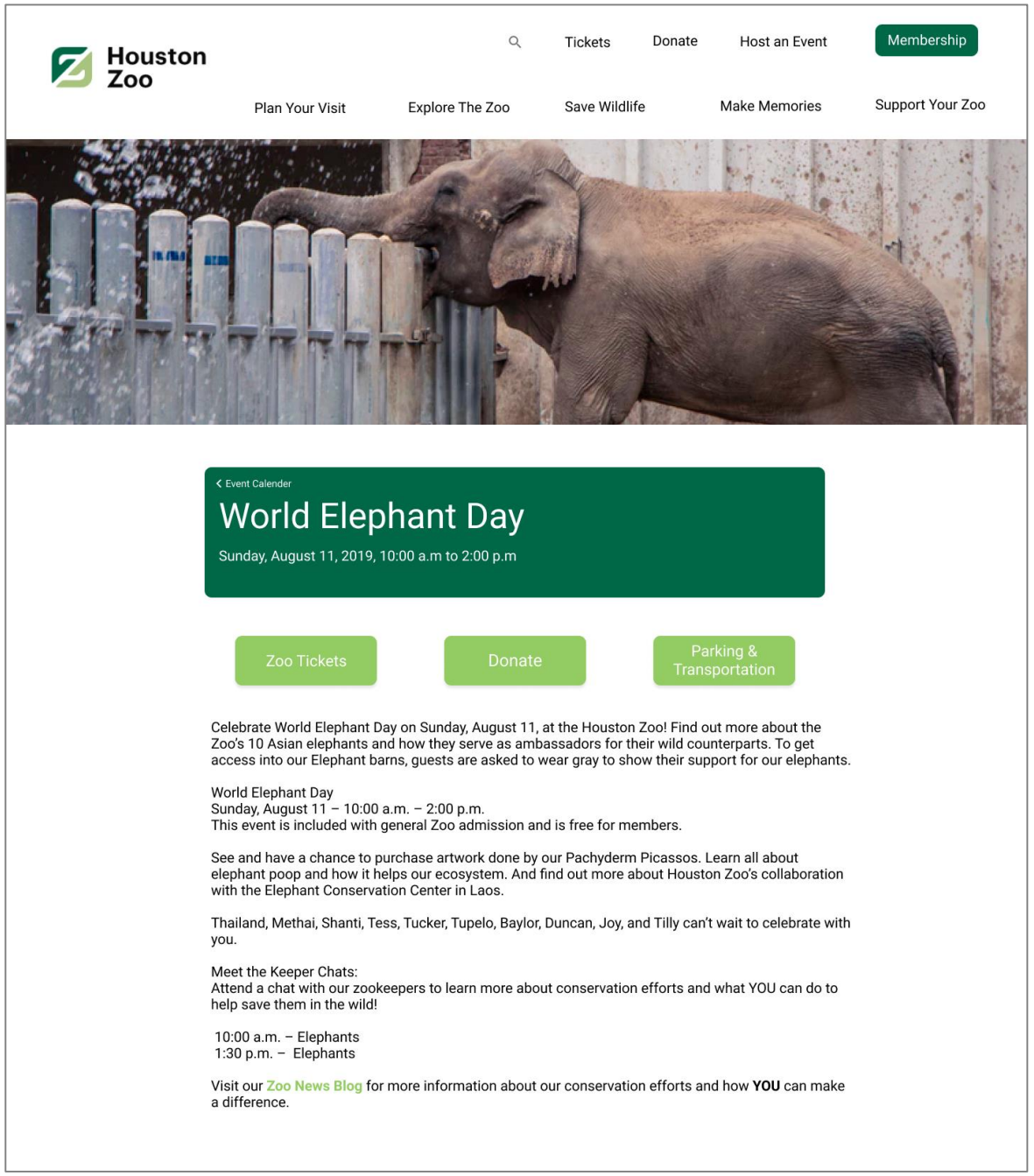


I created a more modern process bar that signals the user where they are in the donation check out process.

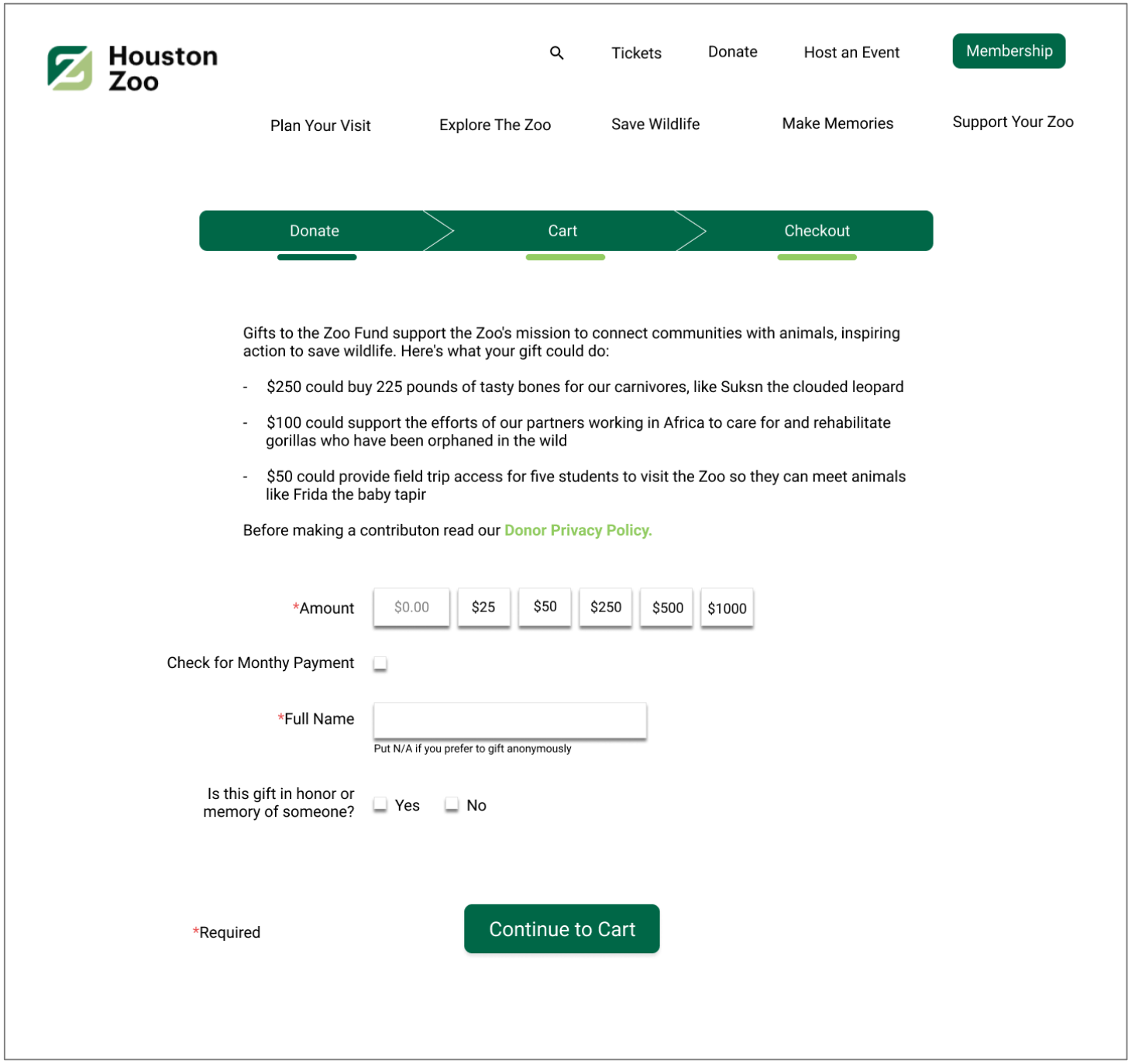
The donor privacy policy was not easy to find, so I included a link on the donation page.



Final Design: Event Home Page



Final Design: Donation Page



Thank You!