

Houston Zoo Event & Donation Page Design

By Parker Wright

July 12, 2019 – 3 day duration

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

 **Houston Zoo**

[TICKETS](#) [DONATE](#) [HOST AN EVENT](#) [MEMBERSHIP](#)

[Plan Your Visit](#) [Explore The Zoo](#) [Save Wildlife](#) [Make Memories](#) [Support Your Zoo](#)



[Calendar](#)

World Elephant Day

Head to the Houston Zoo on Sunday, August 11, to celebrate World Elephant Day and learn more about our elephants.

Sunday, August 11, 2019, 10:00 a.m to 2:00 p.m

Celebrate **World Elephant Day** on Sunday, August 11, at the Houston Zoo! Find out more about the Zoo's 10 Asian elephants and how they serve as ambassadors for their wild counterparts. To get access into our Elephant barns, guests are asked to wear gray to show their support for our elephants.

World Elephant Day
Sunday, August 11 – 10:00 a.m. – 2:00 p.m.
This event is included with general Zoo admission and is free for members.

Donation Page: Before

Donate

Cart

PLEASE FILL OUT BELOW TO MAKE YOUR DONATION

Thank you for supporting the Houston Zoo Fund!

Gifts to the Zoo Fund support the Zoo's mission to connect communities with animals, inspiring action to save wildlife.

Here's what your gift could do:

\$250 could buy 225 pounds of tasty bones for our carnivores, like Sukun the clouded leopard

\$100 could support the efforts of our partners working in Africa to care for and rehabilitate gorillas who have been orphaned in the wild

\$50 could provide field trip access for five students to visit the Zoo so they can meet animals like Frida the baby tapir

Donor Information

Please be sure to check whether this is a one-time or monthly gift at the bottom of this page.

*Full Name

Do you prefer to make this gift anonymously? ☐ Yes ☒ No

Is this gift in honor or memory of someone? ☐ Yes ☒ No

* Amount

\$25

\$50

\$250

\$500

\$1000

\$

How Often? ☒ One Time ☐ Monthly

* Required

Continue

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

Sources

charitynavigator.org

benchmark.com

nngroup.com

blackbaud.com

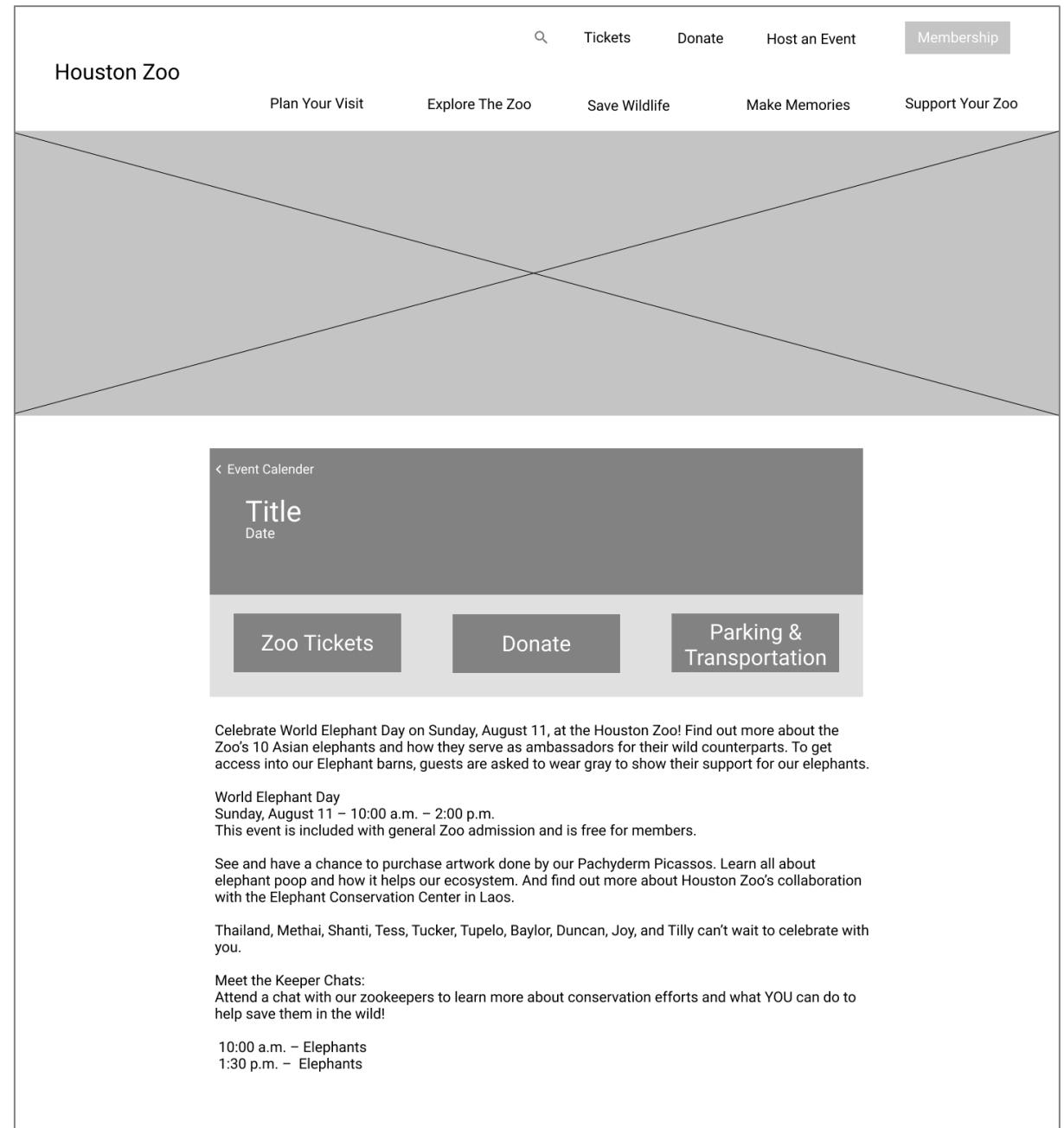
Personal Insights

- 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.

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.

Houston Zoo

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Tickets

Donate

Host an Event

Membership

Plan Your Visit

Explore The Zoo

Save Wildlife

Make Memories

Support Your Zoo

Donate

Cart

Checkout

Gifts to the Zoo Fund support the Zoo's mission to connect communities with animals, inspiring action to save wildlife. Here's what your gift could do:

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- \$50 could provide field trip access for five students to visit the Zoo so they can meet animals like Frida the baby tapir

*Amount

\$0.00

\$25

\$50

\$250

\$500

\$1000

Check for Monthy Payment

☐

*Full Name

Put N/A if you prefer to gift anonymously

Is this gift in honor or memory of someone?

☐ Yes

☐ No

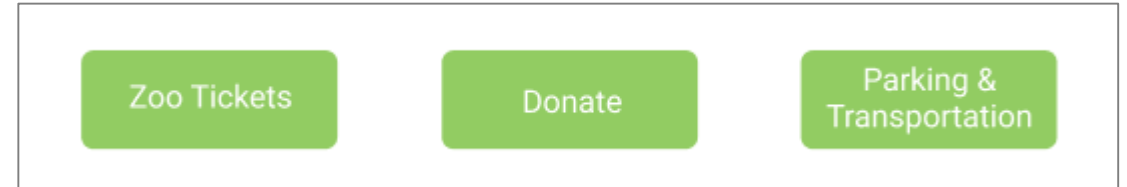
*Required

Continue to Cart

Final Design

Final Design

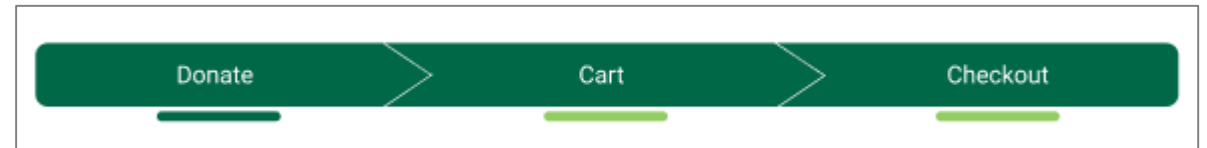
I included a second donation button where it could catch the user's attention more easily. I also added two other links that could be helpful to the user and decreased the button sizes.



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

Visit our [Zoo News Blog](#) for more information about our conservation efforts and how **YOU** can make a difference.


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.


Before making a contribution read our [Donor Privacy Policy](#).

Final Design: Event Home Page



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[Tickets](#)[Donate](#)[Host an Event](#)[Membership](#)



[← Event Calendar](#)

World Elephant Day

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Zoo Tickets

Donate

Parking & Transportation

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World Elephant Day
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This event is included with general Zoo admission and is free for members.

See and have a chance to purchase artwork done by our Pachyderm Picassos. Learn all about elephant poop and how it helps our ecosystem. And find out more about Houston Zoo's collaboration with the Elephant Conservation Center in Laos.


Thailand, Methai, Shanti, Tess, Tucker, Tupelo, Baylor, Duncan, Joy, and Tilly can't wait to celebrate with you.

Meet the Keeper Chats:
Attend a chat with our zookeepers to learn more about conservation efforts and what YOU can do to help save them in the wild!

10:00 a.m. – Elephants
1:30 p.m. – Elephants

Visit our [Zoo News Blog](#) for more information about our conservation efforts and how **YOU** can make a difference.

Final Design: Donation Page



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Check for Monthly Payment

☐

*Full Name

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☐ Yes

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*Required

Continue to Cart

Thank You!