

UI PROTOTYPE PRESENTATION CASE STUDY



Project Name : PAWS - Website Redesign (Pakistan Animal Welfare Society)

Project Description : 'Voice for the Voiceless' Join PAWS movement for protecting animals and help us to build a society where animals are protected, cherished & loved unconditionally.

Team Members : Mahnoor Rasheed, Pablo Rivero & Vaman Sriharan

Tools Used : Figma, Figjam, Miro, Maze. Procreate & Photoshop

Project Overview

The Problem : PAWS website faces challenges due to outdated design, content, limited functionality, and a poor user experience. These issues hamper PAWS ability to effectively promote animal welfare and discourage user engagement and donations.

The Solution: Complete redesign of PAWS website along with content, functionality, and user experience. This will enhance its effectiveness in attracting users and encouraging support for animal welfare causes and importantly encouraging users to donate.



Responsive Web Design

Case Study

Mahnoor Rasheed
Pablo Rivero
Vaman Sriharan

Research

1. Title : PAWS Redesign - 'Voice for the Voiceless'

2. Authors & Stakeholders:

- Mahnoor Rasheed - UX Designer
- Pablo Rivero - UX Designer
- Vaman Sriharan - UX Designer
- Ugochukwu Okafor - Project Manager
- Kit Hayes - Project Manager

3. Date: 5 Jun 2023

4. Background:

PAWS is a renowned non-profit organisation dedicated to promoting animal welfare, education, and advocacy in Pakistan. However, despite their noble efforts, the organisation's website, www.pawspakistan.org, is in need of a comprehensive redesign.

The current website lacks intuitive navigation, visual identity, and fails to effectively communicate the organisation's mission and impact. To address these shortcomings, a redesign project has been initiated to enhance the user experience, improve accessibility, and strengthen the overall online presence of PAWS.

5. Goals:

The primary goal of the UI redesign for www.pawspakistan.org is to create a visually appealing and cohesive website that enhances the overall user experience. How are we going to do this? - by ***gaining a deep understanding of the pain points and needs of users when they access www.pawspakistan.org.***

6. Research questions (few examples) :

1. What are common challenges that a user faces when they are trying to find certain information on PAWS's website?
2. Are the navigation menus intuitive and easy to understand?
3. Is there a clear and prominent call-to-action for visitors to donate or support the sanctuary?
4. Is the website responsive and mobile-friendly, adapting well to different screen sizes?
5. Are there clear and informative labels for different sections or pages of the website?

7. Methodology:

Outlined below are the steps to recreate this research:

Recruiting the right candidates: Recruit at least 5 participants who fit the primary characteristics described below. (in our case the candidates are our peers)

Conduct Interviews: Conduct P2P interviews with our colleagues to gain qualitative information about their habits and pain points when accessing www.pawspakistan.org. We created an interview script, using this as a guide in the discussion.

Send out a Survey: After the interviews, create a survey to gather quantitative information from a larger sample size of participants. This will supplement the interview questions, giving us more data. The survey should include questions about www.pawspakistan.org access habits, pain points, and potential new features.

Analyse the Data: Once the data has been collected, we will use Figjam to create an affinity diagram to identify patterns, themes, and insights from the qualitative and quantitative data. Then, we will create an empathy map to understand the user's experience in relation to visiting www.pawspakistan.org website and accessing information from the site.

Draw Conclusions: Based on the data collected and the analysis that has now been completed, we draw conclusions about the pain points and needs of users when it comes to accessing PAWS's website. We intend to use these conclusions to redevelop the website.

By using a combination of qualitative and quantitative research methods, as well as data analysis tools, we can gain a deep understanding of the needs and pain points of PAWS's website users, when it comes to accessing the website. This information can be used to create a user-friendly and effective UI interface for PAWS where user can access information with ease.

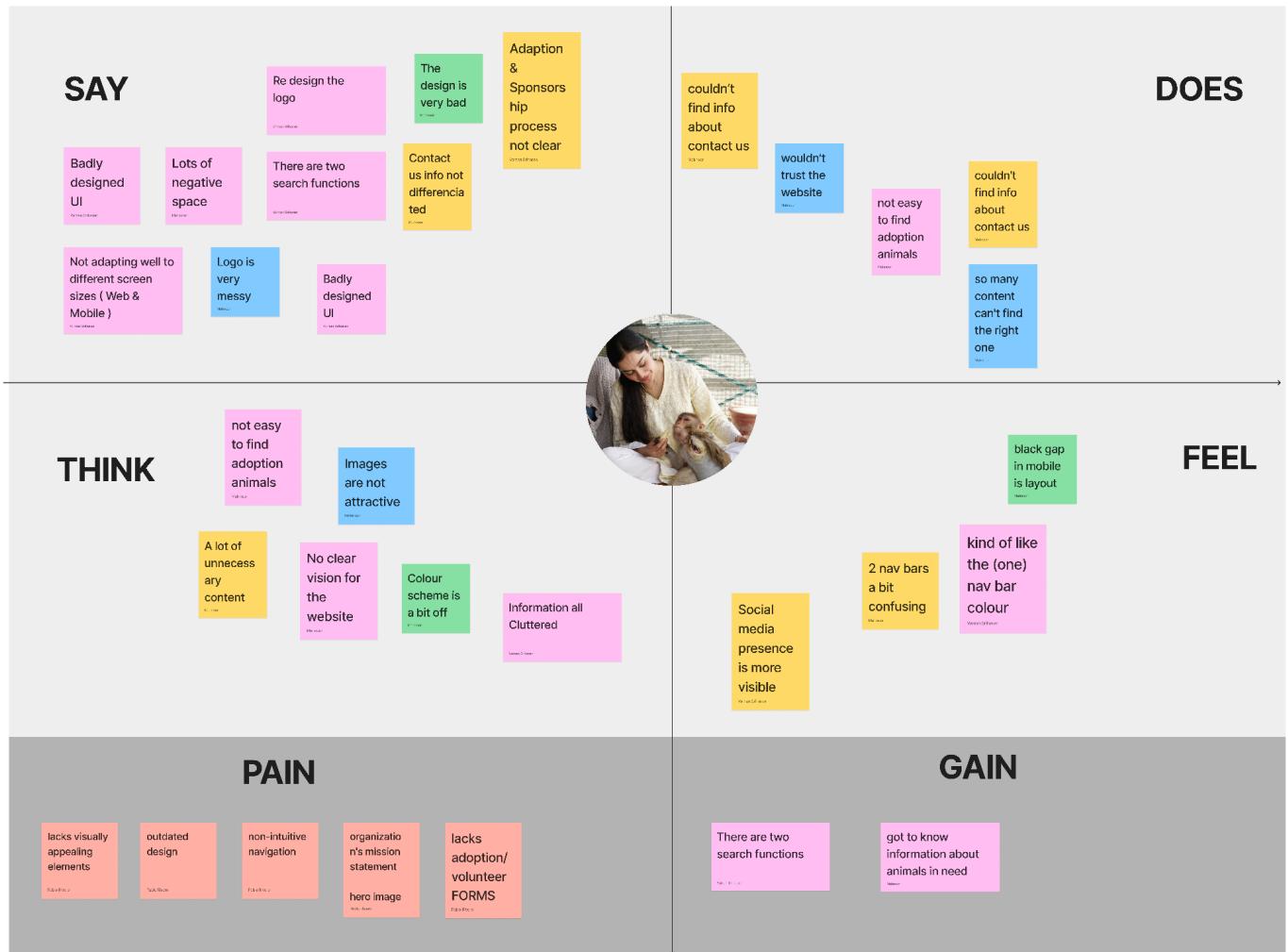
8. Participants:

Age Range: There is no age range - in our scenario we conducted user testing with our peer group(s)

Habits: Participants should be familiar with the use of websites, mobile apps on smartphones, as we are developing an UI interface.

Empathy Map & User Persona

After conducting interviews and analysing the data, the user insights were extracted from using the **Affinity Diagram**, then an Empathy Map created.



Link : Click [Here](#)

User Persona, then created - a reflection of our user.

#education #animalrights #volunteering

Behavioural Demographics + Drive

Age: 30
Location: Lahore, Pakistan
Occupation: Animal rights activist
Education: Bachelor's Degree in Environmental Science

Personality:
Intuitive, patient, pragmatic, creative

Loves:
Animals, science, photography and travel

Preferences

Science	● ● ● ● ●
Travel	● ● ● ● ●
Photography	● ● ● ● ●
Animals	● ● ● ● ●

FAVOURITE SITES



Goals and needs

- Help endangered animals
- Educate and raise awareness in her community
- Work in sustainable solutions

Pain Points

- Financial resources
- Public awareness
- Government regulations

Solutions

- Volunteer in animal sanctuaries programs
- Participate in animal rights campaigns
- Travel and discover organizations to create a network community.



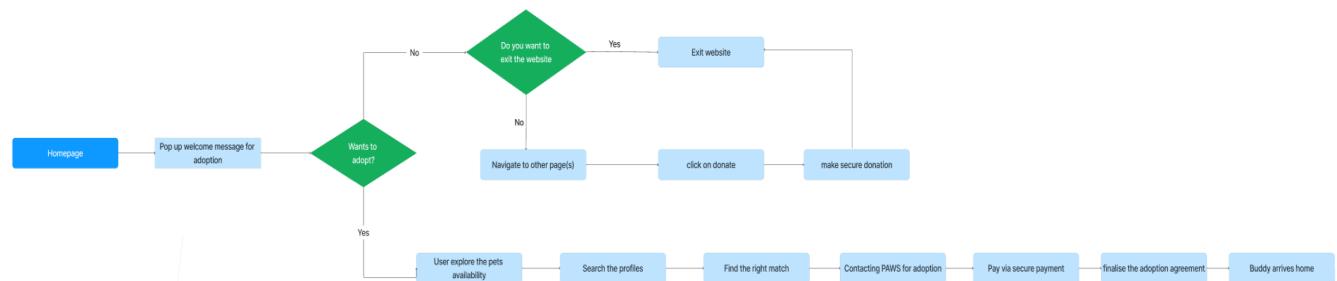
Farah Ahmed

"We are the voice of voiceless!"

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User Flow

We also mapped out user flow depending on the user's given goals, this helped us understand how users would navigate through the website and make it as efficient as possible easing their pain points.

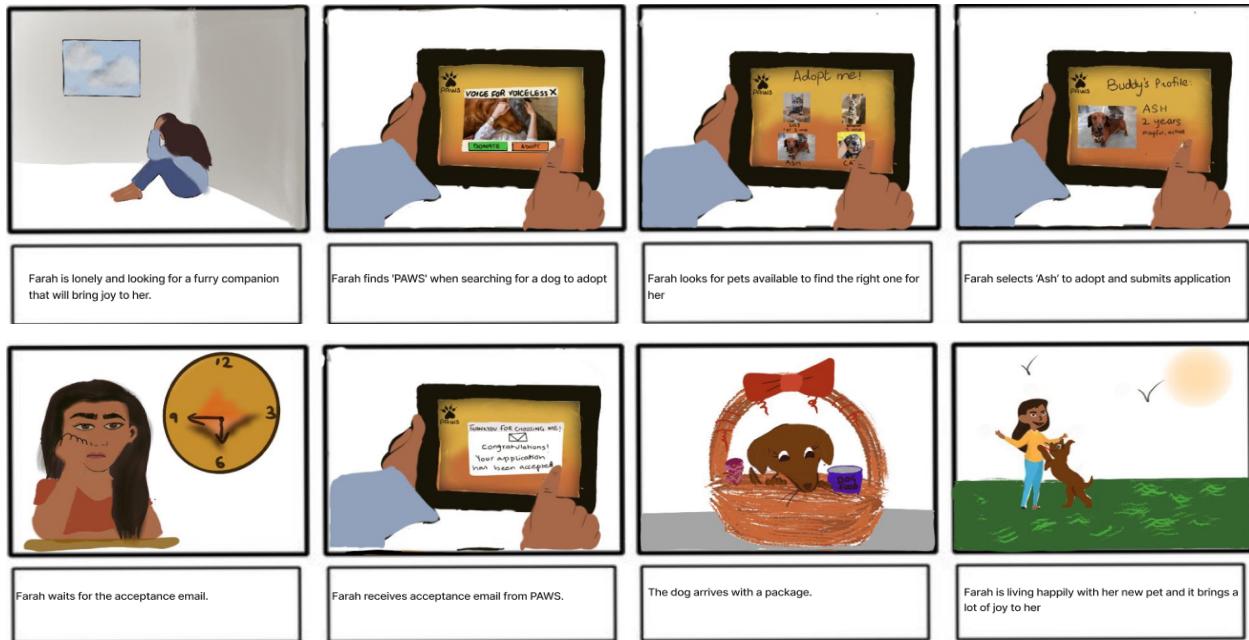


Link (Flow 1) : Click [Here](#)

Link (Flow 2) : Click [Here](#)

Storyboard

We created a Storyboard, to envision how our user may interact with the Redesigned PAWS's website.



Link : Click [Here](#)

User Journey Mapping

We created a User Journey Map, to envision our user's emotions when visiting the redesigned PAWS's website

USER SCENARIO



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User Name
Farah

Age
35

Occupation
Activist

Location
Karachi

UX Scenario

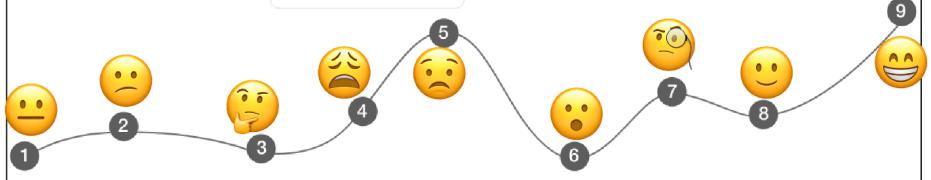
Farah, a tech savvy, compassionate animal lover who strongly believes in the well being and protection of animals wants a stress free adoption experience with a welfare charity. Paws' revamped trustworthy website and mobile app is easy to use, with intuitive design can aid the user for a satisfied adoption process.

Goals

- active contribution towards welfare
- wants to volunteer
- wants to adopt
- wants to donate for pets via charity

The Experience

Onboarding	Goal setting	Progress	Redeem rewards
1 Farah is lonely and looking for a furry companion that will bring joy to her.	3 Farah looks for pets available to find the right one for her	6 Farah receives acceptance email from PAWS.	8 Farah is living happily with her new pet and it brings a lot of joy to her
2 Farah finds 'PAWS' when searching for a dog to adopt	4 Farah selects 'Ash' to adopt and submits application	7 The dog arrives with a package	9
5 Farah waits for the acceptance email.			



Opportunities

Make adoption	Options for users to add the amount of water they have at the end of the day, instead of needing to review their phone all the time	Allow for users to add in how they felt throughout their drinking journey, so they can see how water affects their mood or makes any changes to their overall health	Give notification to user that they can start redeeming rewards for reaching their goals
			Give suggestions at the goal settings part - 30 day challenges

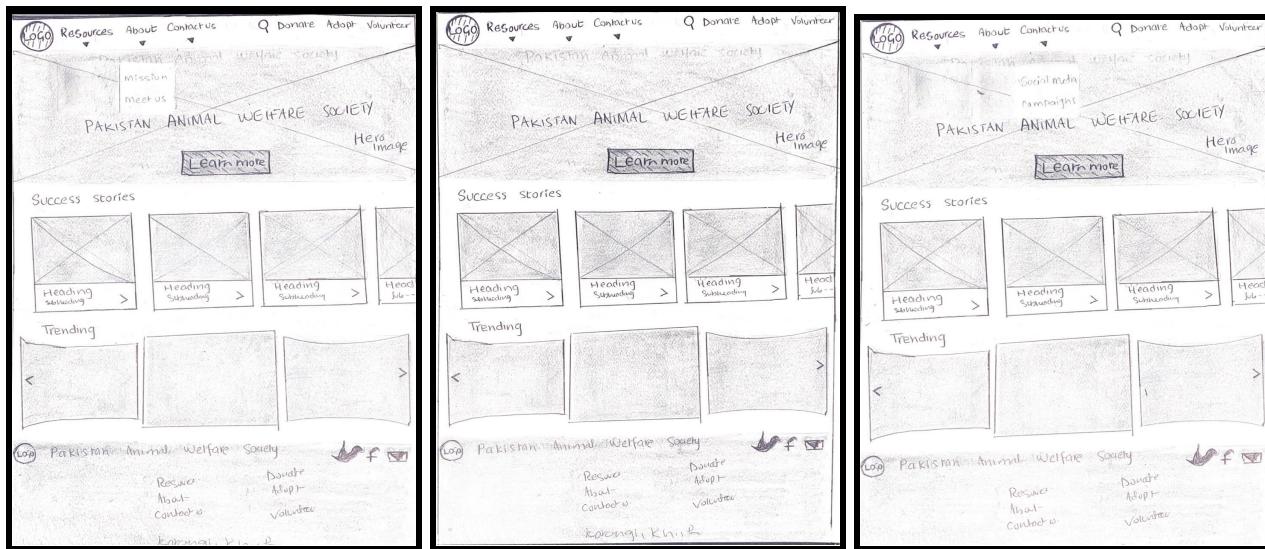
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9

Sketches & Lo-Fi Wireframes

We went on to create sketches & Lo-Fi Wireframes - this plays a crucial role in our redesign of www.pawspakistan.org as they allow us for rapid ideation and exploration of design concepts. This hands-on approach enables us to visualise and experiment with various design ideas, ensuring a solid foundation for the subsequent stages of the redesign process.



The wireframes show the final design of the website:

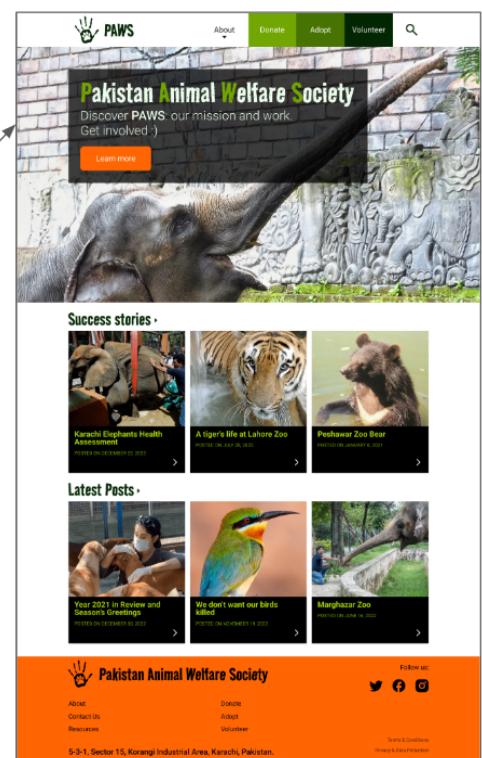
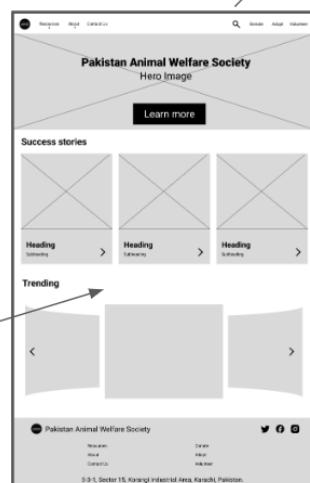
- Homepage:** Features a large hero image with the text "PAKISTAN ANIMAL WELFARE SOCIETY". Below it are sections for "Success stories" (with three cards) and "Trending" (with three cards). The footer includes social media icons and links to Resources, About, Contact Us, Donate, Adopt, and Volunteer.
- Donation Page:** Has a "DONATE" section with a message: "We rely on your generosity to help animals in need." It includes a "Donation Form" with fields for First Name, Last Name, Phone Number, Email Address, and Credit Card information. A "Monthly Pledge" section provides instructions for automatic transfers via bank account or ATM. The footer contains the organization's name, address (5-3-1, Sector 15, Korangi Industrial Area, Karachi, Pakistan), and social media links.

User Testing & Iterations

After developing Lo-Fi wireframes, we carried out user testing and iterations using our peers as our potential users of PAWS, users were engaged to interact with the redesigned website, providing valuable feedback on its usability, effectiveness, and overall user experience. Test results were analysed then a FP matrix created - to identify pain points, areas of improvement, and opportunities for optimisation. UI Tile guide created and this enhanced the look and feel of PAWS

Hi-Fi Prototypes Applying UI Style

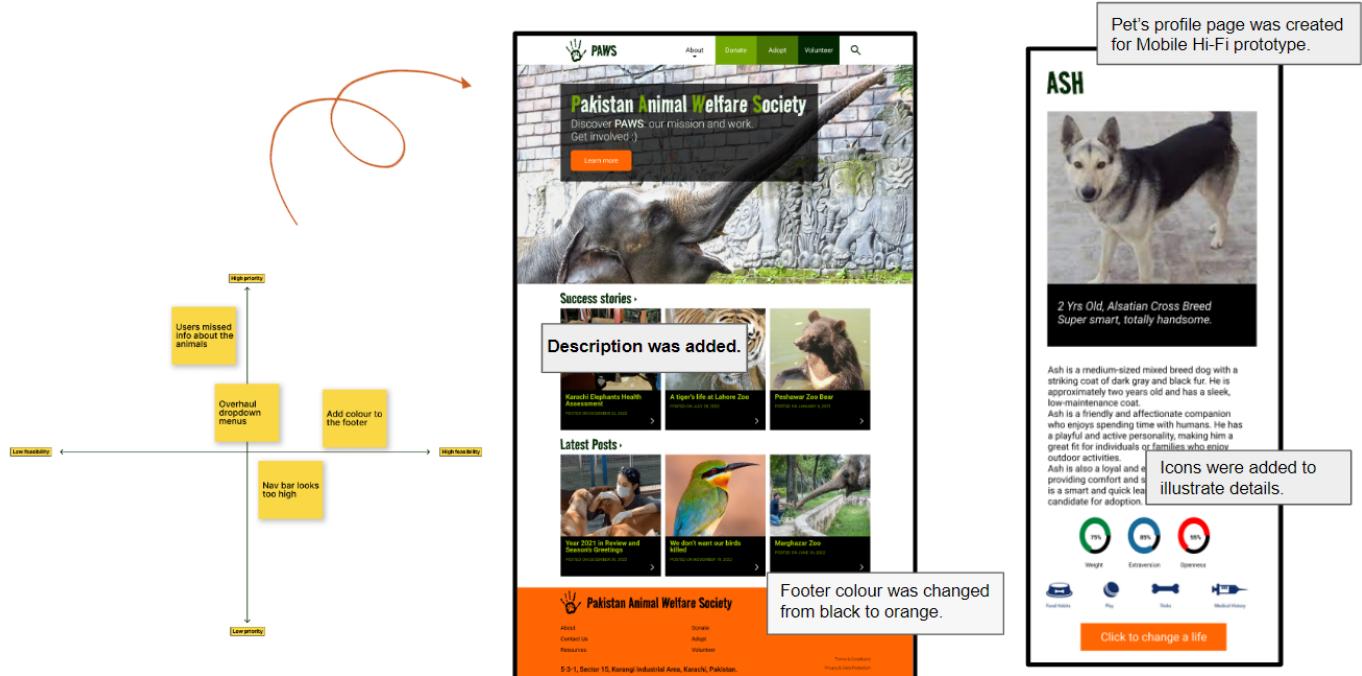
We apply our UI style on our iterated Home page to create a mockup of our new Home Page.



A/B Testing

By using A/B testing tools we tested two variations of design features, and gathered valuable insights - then the final Hi-Fi prototype was created. This iterative approach ensures that the final design of the website aligns closely with the needs, preferences, and expectations of the target audience, resulting in an intuitive and engaging user experience.

Iterations after Feedback



Final High Fidelity UI Prototype (Web Version)

Link : Click [Here](#)

Final High Fidelity UI Prototype (Mobile Version)

The image displays three mobile screenshots of the PAWS (Pakistan Animal Welfare Society) website, illustrating its responsive design across different screen sizes: Home - R, Home, and Home - L.

Home - R (Small Screen): This screenshot shows a large elephant image at the top. Below it is a "Success Stories" section featuring two cards: "Elephants Health Assessment" (posted on December 22, 2022) and "A tiger's life at Lahore Zoo" (posted on July 28, 2022). Under "Latest Posts", there are two cards: "Year Review & Season's Greetings" (posted on November 10, 2022) and "We don't want our birds killed". The footer includes social media links for PAWS, navigation links (About, Contact Us, Resources, Donate, Adopt, Volunteer), and site information (Address: 5-3-1, Sector 15, Korangi Industrial Area, Karachi, Pakistan, and links to Terms & Conditions and Privacy & Data Protection).

Home (Medium Screen): This screenshot shows a larger elephant image at the top. The "Success Stories" and "Latest Posts" sections are more prominent, each containing three cards. The cards for "Karachi Elephants Health Assessment" and "A tiger's Zoo" are identical to those in the R version. The "Year Review & Season's Greetings" card is replaced by "Year 2022 in Review and Season's Greetings" (posted on December 30, 2022). The "We don't want our birds killed" card is also present. The footer layout remains consistent with the R version.

Home - L (Large Screen): This screenshot shows the full elephant image at the top. The "Success Stories" and "Latest Posts" sections are fully visible. The "Karachi Elephants Health Assessment" and "A tiger's Zoo" cards are present. The "Year Review & Season's Greetings" and "We don't want our birds killed" cards are also present. The footer layout remains consistent with the R version.

Donate


[Donate](#)
[Adopt](#)
[Volunteer](#)
≡

DONATE

Donate by Filling Out This Form:

How much do you wish to donate?

[Rs 500](#) [Rs 1000](#) [Rs 5000](#)

Credit Card

DONATE

Mail us a Cheque

Make cheques payable to: Pakistan Animal Welfare Society
Mailing Address: 5-3-1, Sector 15, Korangi Industrial Area, Karachi 74900, Pakistan.

Monthly Pledge

If you would like to make regular monthly donations, you can set up automatic transfers via your bank. Suggested amounts:
PKR 1,000 to PKR 10,000

Title of Account: Pakistan Animal Welfare Society Bank
Name: Soneri Bank Bank
Address: Branch, Karachi, Pakistan Branch
Code: Account Number:
IBAN: Coming soon!

The most convenient way to donate is to make an online transfer via internet banking. If you're in Pakistan you can also make a cash deposit in person at any Soneri Bank branch in the country. You can also do ATM transfers.

Internationally, you can donate via paypal: paypal.me/pawspakistansw

Please email us at info@pawspakistan.org about your donation amount and date so that we may send you an acknowledgement.

Adopt


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ADOPT

Find a new buddy!



Ash



Bella

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Volunteer


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VOLUNTEER

What to Do



Foster a rescued animal



Fundraising events

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Summary

The redesign of www.pawspakistan.org transformed the website into a visually appealing one, engaging with the end users and inspiring them to support animal welfare locally. Through an iterative design process, extensive user testing, and thoughtful iterations, the redesigned website now offers a seamless and engaging user experience.

The redesign highlights key initiatives and success stories, effectively conveying the impact of Paws Pakistan's work. Through compelling storytelling, multimedia elements, and engaging visuals, visitors are inspired to take action, whether it's through volunteering, donating, or advocating for animal welfare.

Moving forward in the Future

- 1. Continuing with Enhancement of Visual Design :** This will continue to evolve and adapt to the changing needs of users and advances in technology.
- 2. Expanded Donation and Volunteer Opportunities :** To encourage increased support, future developments may involve expanding the options for online donations and volunteer involvement. This can include integrating secure payment gateways such as PayPal, providing comprehensive volunteer registration forms, and enabling donors to choose specific programs or initiatives to support.
- 3. A Dedicated Animal Adoption Platform :** This can be developed as a future development, allowing users to view and search for adoptable animals, submit adoption applications, and facilitate the adoption process. This would enhance Paws Pakistan's efforts in finding loving homes for rescued animals.
- 4. Detailed & Extensive User Registration System :** This system allows PAWS to collect important contact information from users, such as email addresses and phone numbers. This enables streamlined communication channels, allowing the charity to send updates, newsletters, event notifications, and other relevant information to registered users, and PAWS can gain insights into the interests, preferences, and demographics of its user base. This can be used for targeted campaigns.