

Case Study

Little OinkBank
Pig Sanctuary

Background



Client

My Client is Little OinkBank Pig Sanctuary. At Little OinkBank Pig Sanctuary, they provide a safe, loving, forever home to over 70 rescued mini pigs and other farmed animals in British Columbia, Canada. They are dedicated to maintaining the health and happiness of all the earthlings in their care.

Problem

The current website for Little OinkBank Pig Sanctuary is unorganized and dated. The photography on the site is low quality and overall the website lacks a clear design strategy.

Task

My task was to research, design, prototype, and test a redesign of a website. Redesign the website for a non-profit organization or cultural institution. The goal is to update the visual design, information architecture, and overall usability for a target audience. Provide clear information, promote the purpose of the organization, and highlight ways to engage with its services, events, or products. Design a multiple page, responsive website for desktop and mobile.

Solution



Goals

To create a well structured and organized website that is easy to navigate and visually interesting. The message of the charity should be clear and reflected in the overall design. The new design should encourage users to donate and visit the sanctuary.

Strategy

My strategy is to use a combination of research and principles of design to create an organized and cohesive website design that reflects the values of the charity.

Proposed Solution

My proposed solution is to update the website to give it a more clean and cohesive design. I will highlight the message and values of the sanctuary so users will be inclined to donate and interact with the sanctuary.

Process



Website Questionnaire

What top 2 current business goals do you want to achieve with the website? (immediate needs)

I want to convey the mission of the organization and to inspire people to make donations.

What top 2 future business goals do you want to achieve with your new website? (long-term)

I would like to create a more cohesive brand system and make more people aware of this organization.

What do you think your customers first want to see when they visit the website?

I think people want to see pictures of pigs and quickly understand why the organization is important.

Who are the different user groups that would be using this site? And for what reasons?

People that love pigs might want to visit this site so they can come see the sanctuary. Someone that is passionate about animals and animal advocacy might be looking for somewhere to volunteer. Also, a local family may want to visit the sanctuary as a fun activity.

List any requirements or must-have's for the new website.

- Easy way to donate
- A section dedicated to stating the organizations mission
- Quality photos to encourage people to visit

SCOT Analysis

What are the current strengths? (List 3)

- Good amount of information
- Clean look
- Limited color palette

What are the current challenges? (List 3) (think about challenges more internally – things about your current site and its maintenance)

- Updating the description of the pigs
- Updating events
- Updating when they need volunteers

What are the current opportunities? (List 3)

- Making the site more visually interesting
- Adding high quality photos
- Make it easier for people to donate

What are the current threats? (List 3) (think about threats more externally – things that can't be as controlled that the site comes up against)

- People not having an interest in pigs
- Other animal sanctuaries
- Other pig sanctuary websites

Brand Questionnaire

What three or four values do you want people to attribute to the representation of the organization?

- Authenticity
- Passion
- Honesty

List 4–6 personality traits for this organization (e.g. sophisticated, energetic, smart, techy, etc.)

- Trustworthy
- Positive
- Caring
- Loving

What existing brands represent a similar look and feel for what you envision for this website? (this can also be shown in your competitive analysis – point out here which ones they are.)

- <https://www.aspca.org>
- <https://kinderground.org>

Offering

Strengths

- Genuinely want to make a difference
- Include descriptions of all of their pigs
- Use of negative space
- Limited color palette

Weaknesses:

- Low quality photos
- Could be easier to donate
- Inconsistent spacing
- Inaccessible text

Competition

Direct Competitors:

- Hearts on Noses Sanctuary
<https://www.heartsonnoses.com/>
- Star's Piggly Wiggly Sanctuary
<https://www.starspigglywigglysanctuary.com/>

Indirect Competitors:

- Happy Herd Farm Sanctuary
<https://www.happyherd.org/>
- Kindred Farm
<https://www.kindredfarm.ca/>

Potential Disruptors

Farm Sanctuary

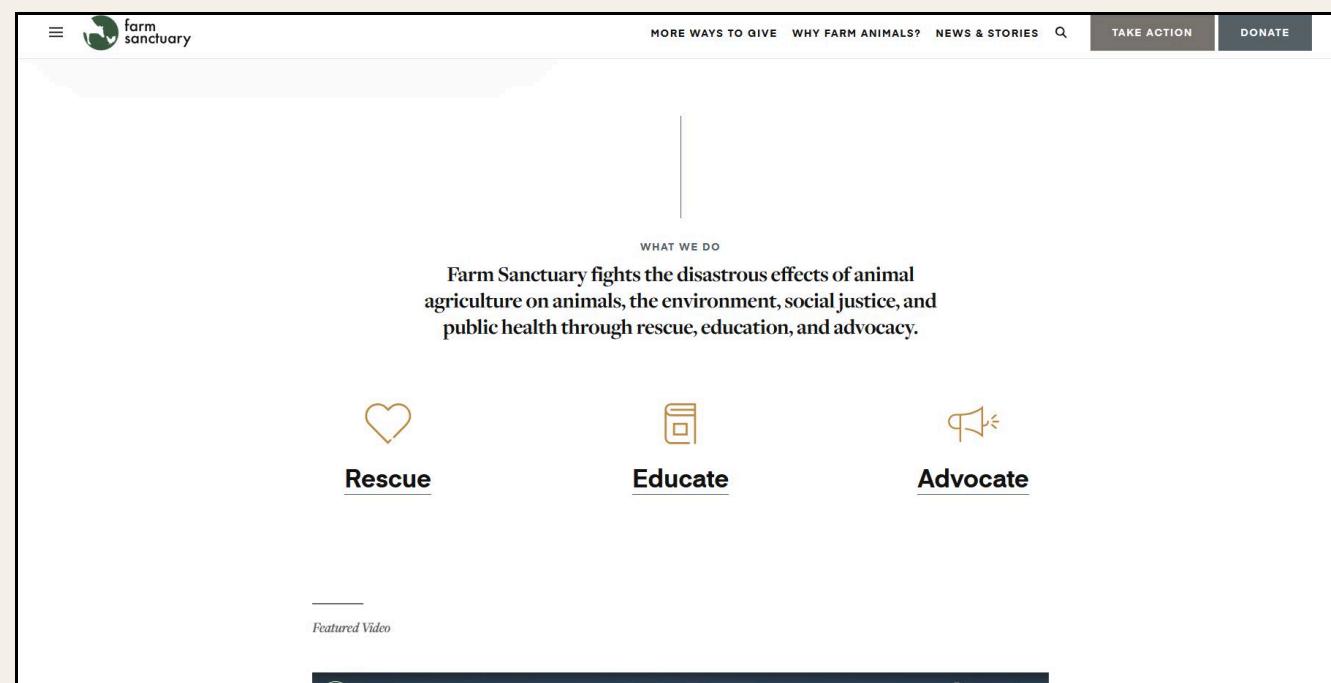
<https://www.farmsanctuary.org/>

- Founded to combat the abuses of factory farming
- Modern & clean website design
- Promote plant-based living
- Have a page dedicated to education

SWOT Analysis

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none">• Genuine message• Describe their mission• Detailed descriptions• Family owned• Knowledgeable staff	<ul style="list-style-type: none">• Quality photos• Clear branding• Multiple ways to donate• Limited events• Limited volunteer spots	<ul style="list-style-type: none">• Improved social media• Media coverage of events• Few competitors in the area	<ul style="list-style-type: none">• Other animal sanctuary websites• Other pig sanctuary websites• Disinterest from the community• People are unaware

Competitor Websites



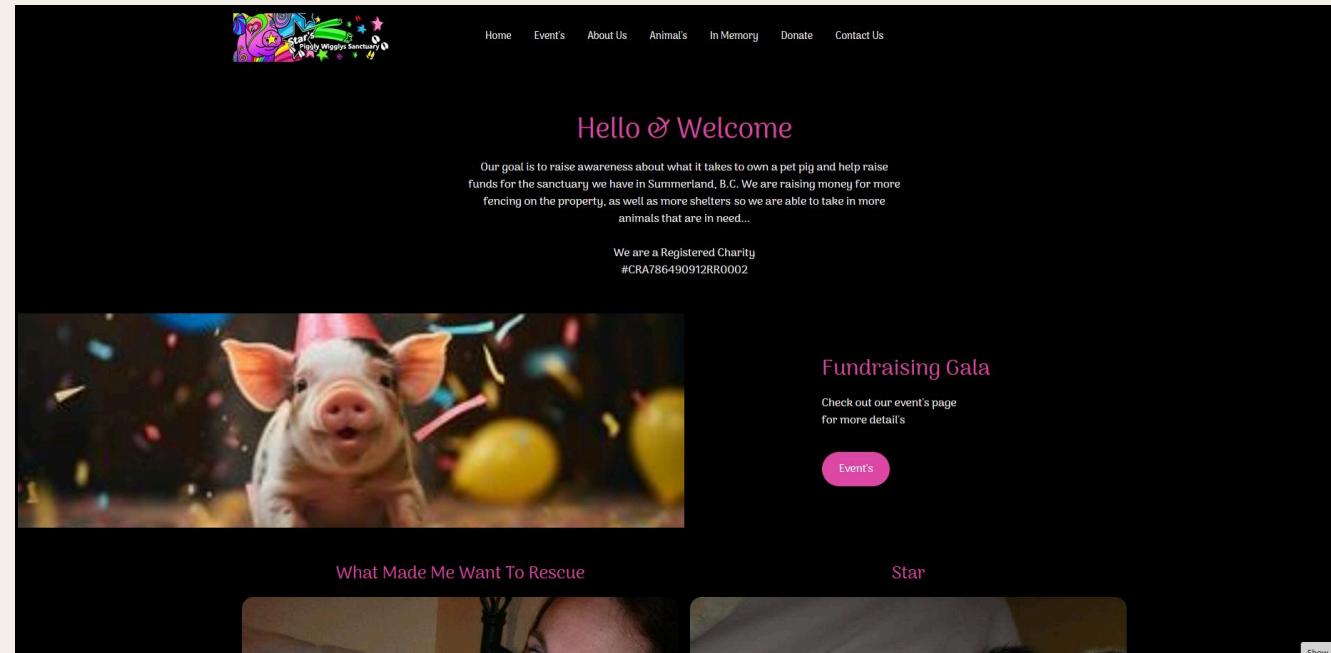
Farm Sanctuary

- Clean & organized
- Looks classy
- Consistent navigation
- Interesting content
- Clear photos of the animals
- Interesting way of showing the animals



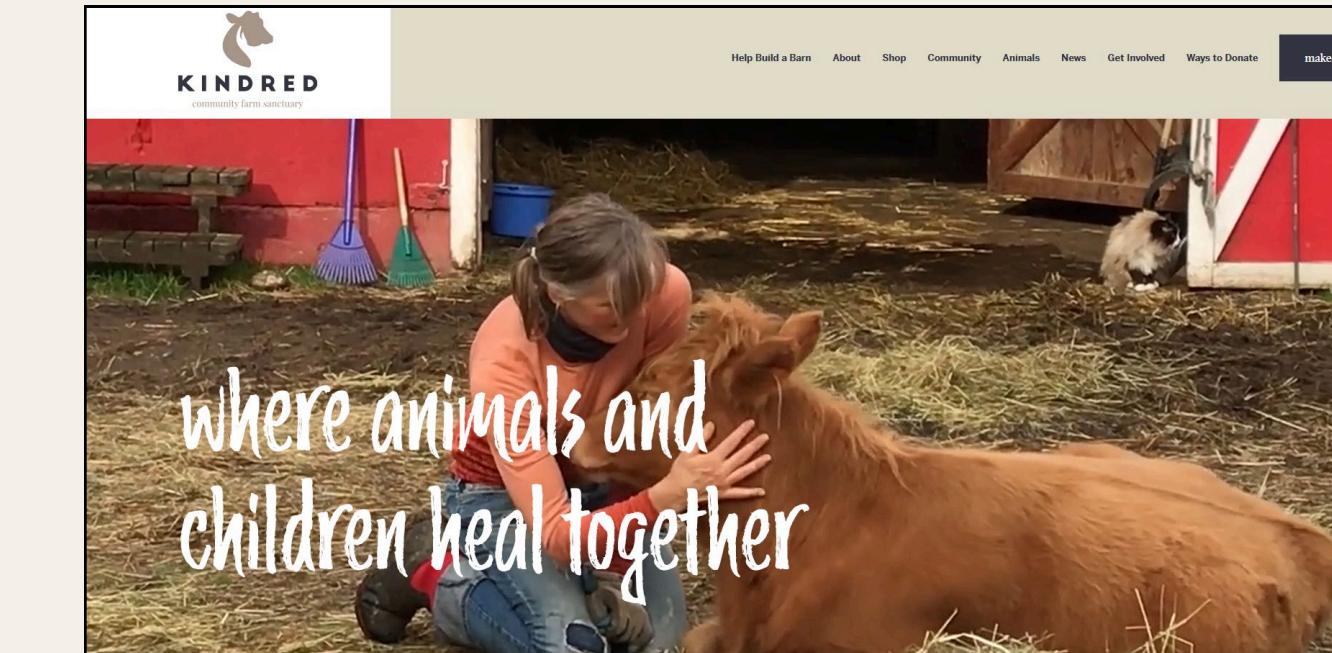
Hearts on Noses Sanctuary

- Unorganized
- Overwhelming amount of information
- Photos are decent quality
- Navigation bar has too many options
- Logo is not appealing



Star's Piggly Wiggly's Sanctuary

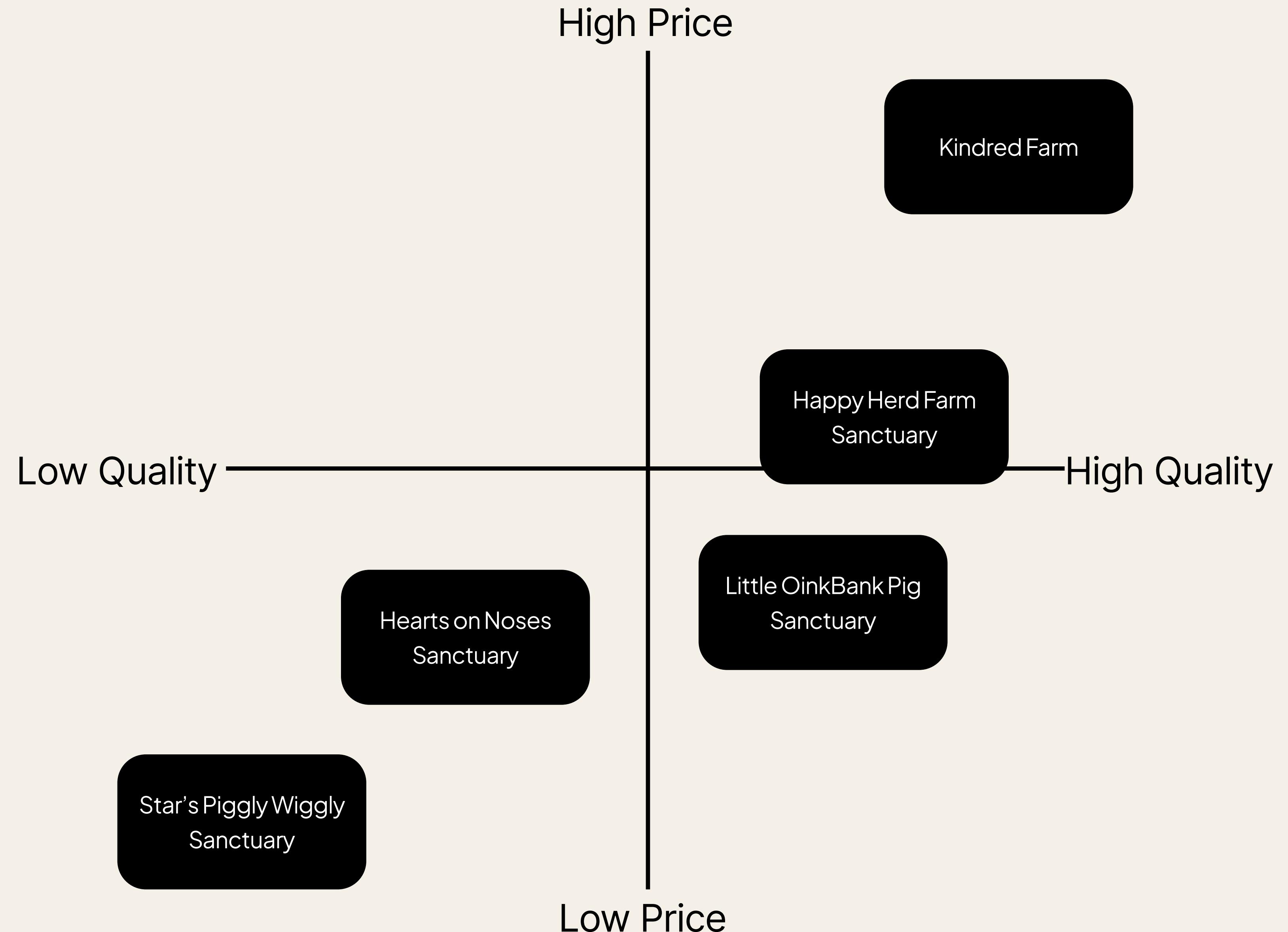
- Unorganized
- Looks like a low quality site
- Low quality images
- Somewhat clear navigation
- Appearance of site does not connect to product
- Ineffective color palette



Kindred Community Farm Sanctuary

- Fun use of fonts
- Clear navigation
- Some text goes off the page
- Good use of photos
- Friendly look
- Clear way to donate

Positioning



Audience

Who is This Website For?:

- Parents or teachers looking for educational experiences or kid-friendly content
- People who live nearby and are looking for unique outings or farm visits
- Compassionate individuals who care deeply about animal welfare
- May be looking to donate, sponsor a pig, or volunteer
- May have found the site through social media or a news story

Primary Persona



Ruth Burks | 52 | she/her
Teacher

Demographics:
Employed
Middle class
White
Hobby: gardening

Bio:

"I have been vegetarian for 11 years, and I am a proud animal rights advocate. I love being able to volunteer at local charities"

Behavior/Habits:

Ruth has been teaching for 30 years. In her free time she loves gardening and spending time with her dog, cat and chickens. Ruth enjoys making a difference in her community through volunteering, particularly for animal charities.

Relationships:

Ruth enjoys volunteering with her sister and friends. She also encourages her students to volunteer.

Technical Skills:

Ruth is somewhat familiar with technology but tries to avoid it. She prefers websites that are easy to navigate.

Goals:

Ruth would like to find more animal charities to volunteer for. She would like the process to be simple and easy to navigate.

Frustrations:

Ruth does not like websites that are filled with too much information. Ruth doesn't want to have to go through too many pages to understand what a charity stands for.

Environment:

Ruth lives in a home with a large garden and owns several animals.

Negative Persona



Tyler Rollins | 30 | he/him
Software Developer

Demographics:

Employed
Upper middle class
White

Hobby: Photography

Bio:

"I love living in the city, I love the people and the restaurants. I don't really like spending time in nature unless it's a stroll through a city park."

Behavior/Habits:

Tyler works in tech as a software developer. His hobbies include photography, going out with his friends, and getting up to date on the newest trends. Tyler hasn't spent much time around animals or farms and doesn't own any pets.

Relationships:

Tyler likes spending time with his friends going out to new bars and restaurants.

Technical Skills:

Because he works in tech, Tyler is very familiar with technology and navigating websites.

Goals:

Tyler likes looking at websites that are trendy and sophisticated.

Frustrations:

Tyler doesn't have a strong relationship with animals and doesn't see why he should volunteer or donate to animal charities.

Environment:

Tyler lives in a two bedroom apartment in the city with his partner.

Messaging

Key Messages

- Want to educate the public about the animals at their sanctuary
- Pigs deserve to be properly cared for and a loving environment
- Want to come off as fun/funny
- They are a family owned business

Missed Opportunities:

- Page dedicated to education
- Use of more humor on their website
- Highlighting that they are family owned

Communication

Instagram:

- Photos are humorous
- Photos lack professionalism
- Lack of consistency
- Doesn't promote volunteering/donating on their posts

Facebook:

- Quality Photos
- Highlights individual animals
- Shows humor
- Posts could be more organized

Tik Tok:

- Humorous videos
- Could look more professional

Assets

Existing Assets:

- Website
- Blog
- Instagram
- Tik Tok
- Facebook

Assets to Create:

- Donate button
- Newsletter

Content Outline

Home:

- Overview
- Visit
- Testimonials
- Photos of the pigs

About Us:

- About the founders
- Our story
- What we strive for
- Meet our board of directors
- Link to Dear Tilly - The Movie
- Policies
- Vegan Sanctuary & Compassion Pledge

Volunteer:

- Apply to become a volunteer
- Photo of a pig
- Currently not accepting volunteers

Footer:

- Facebook
- Instagram
- Phone
- Email
- Tik Tok
- Registered Canadian Charity

Original Sitemap



Persona



Michelle Short | 42 | she/her
Stay at Home Mom

Demographics:
Middle class
White
Hobby: yoga

Bio:

"I love being a stay at home mother and encouraging my children to connect with the earth around them. I believe that everyone should embrace their connection with nature."

Behavior/Habits:

Michelle loves doing activities with her children and volunteering at their school. In her free time, she enjoys going to yoga classes, knitting, and taking long nature walks.

Relationships:

Michelle enjoys spending time with her children by visiting local animal sanctuaries and parks.

Technical Skills:

Michelle tries to stay away from technology, but knows how to navigate it very well.

Goals:

Michelle would like to find new animal sanctuaries to visit with her kids so they can learn more about treating animals with respect.

Frustrations:

Michelle is a busy stay at home mom and doesn't have time to look through confusing websites. She wants to find animal sanctuaries that have similar values to her own.

Environment:

Michelle lives in a four bedroom home with her husband and three children.

Persona



Isabel Rodriguez | 22 | she/her
Student

Demographics:

Middle class

Hispanic

Hobby: Reading

Bio:

"I love volunteering and helping to make a difference in my community. Because I grew up around animals, it's important to me to advocate for their rights."

Behavior/Habits:

Isabel is a full time student and enjoys connecting with her community. In her free time she enjoys reading, hiking and spending time with her family. Isabel is a huge animal lover. She grew up with lot's of pets and is now the owner of a cat named Basil.

Relationships:

Isabel loves spending time with her family and her cat.

Technical Skills:

Isabel is very familiar with technology and social media.

Goals:

Isabel would like to find animal charities to volunteer for. She would like for all of the volunteer information to be clear.

Frustrations:

Isabel doesn't want it to be difficult to volunteer for charity. She would like the website to be easy to navigate.

Environment:

Isabel lives in a four bedroom apartment with three roommates and their cat.

Strategy Statement

Our goal as a company is to create a safe place for farmed animals. We are dedicated to maintaining the health and happiness of the animals in our care and want to encourage others to do the same.

Business/Brand/ User Goals

Business Goals:

- Encourage people to donate
- Encourage people to visit the sanctuary
- Encourage people to volunteer when needed
- Clearly communicate their mission

Brand Goals:

- Increase audience awareness
- Recognition
- Create credibility and trust

User Goals:

- Clearly navigate the website
- Clearly understand how to volunteer
- Clearly see how to donate

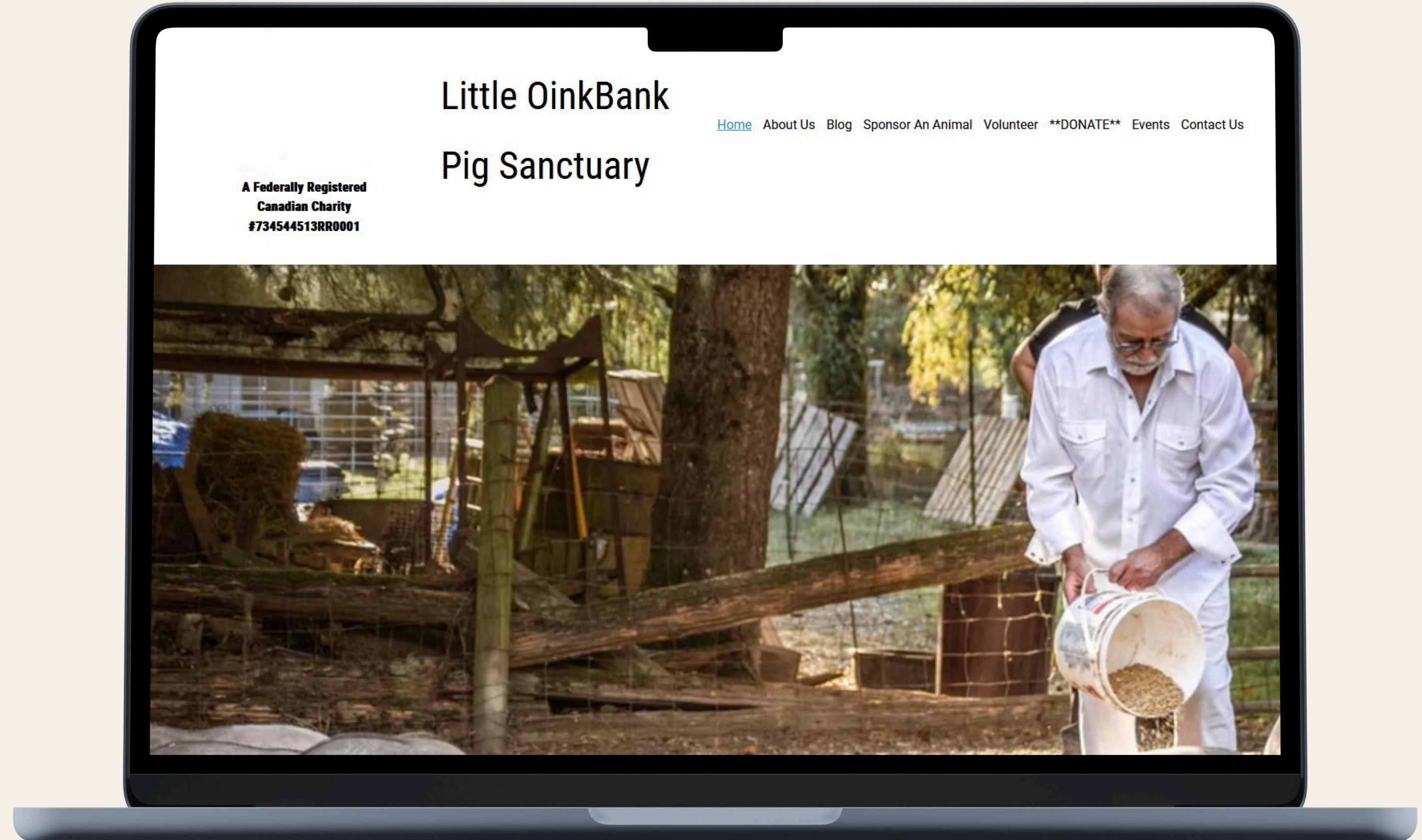
Home Page Audit

Visual design: There are a lot of pages on the navigation bar that could be condensed. The photos are poor quality and uninteresting. No consistent color palette.

Usability: Somewhat easy to navigate but could be improved. The content could be displayed in a more organized way.

Content: Could benefit from more content on this page.

Accessibility: The navigation could be simplified and text could be more legible.



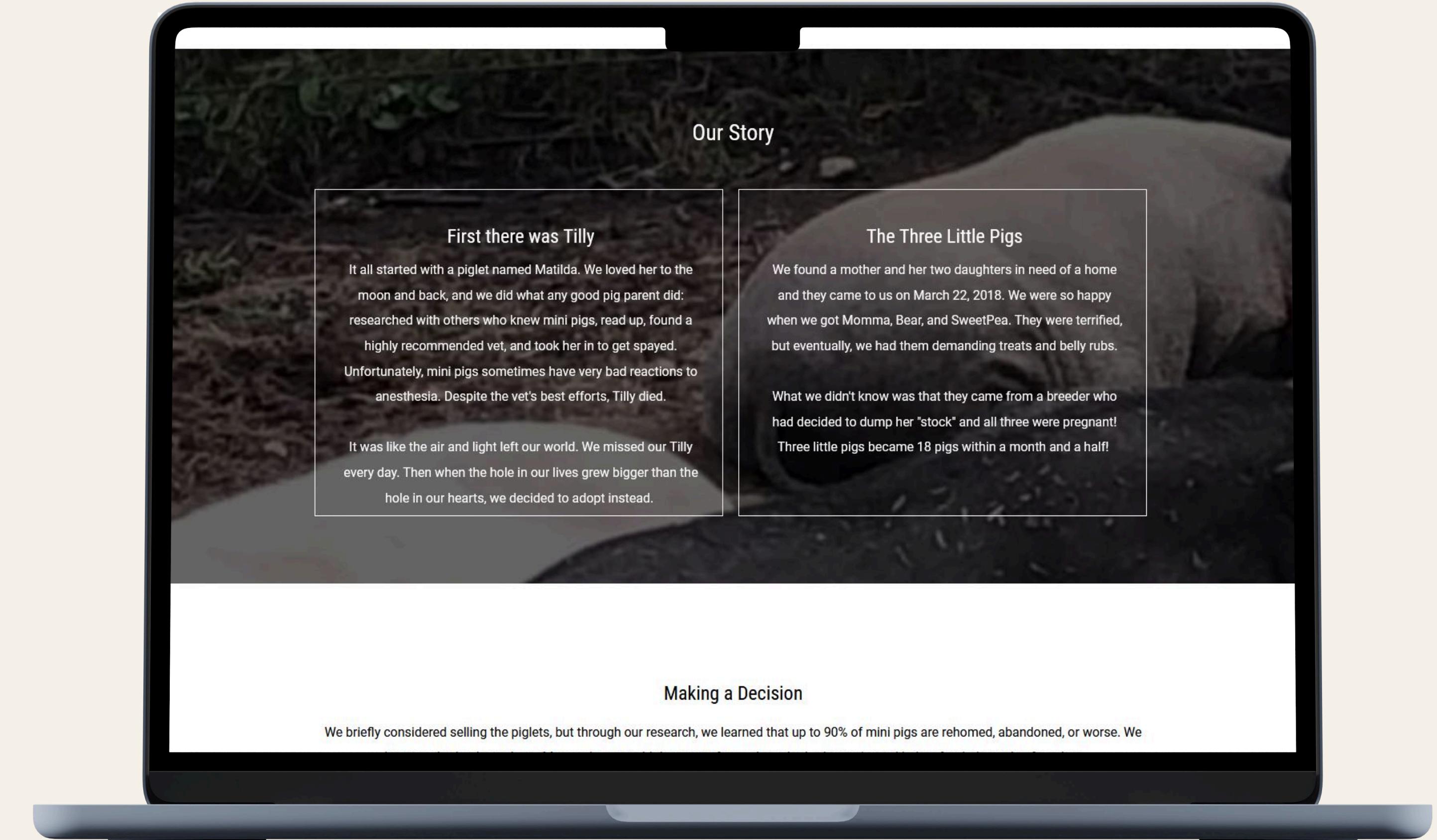
About Page Audit

Visual design: There is too much content on this page which makes the design look unorganized. The photos are not good quality and make it less appealing.

Usability: The organization is not easy to follow. Have to scroll too much.

Content: Some content seems repetitive or unnecessary.

Accessibility: The text on top of images is hard to read. The abundant amount of information makes it hard to follow and read.



Donate Page Audit

Visual design: Photos are either not appealing or not high quality.

Usability: Somewhat easy to navigate because there is not much content. Hard to find where to donate a car.

Content: Could use more content or more photos.

Accessibility: The green type on a gray background is difficult to read.

Your Donation Will Make a Difference

Little OinkBank Pig Sanctuary strives to provide a safe and loving home for rescued pigs and other farm animals in British Columbia, Canada. However, we can't do it alone. Please support The Babes by donating. Every little bit helps and we are grateful for any amount that you can give. Thank you for your generosity.

[Donate](#)

Donate Your Car
Donate a Car Canada accepts Vehicle Donations for Little OinkBank Pig Sanctuary. Free towing is provided in most areas across Canada, or you can drop off your vehicle to maximize your donation. When you donate your car, truck, RV, boat, or motorcycle to Little OinkBank Pig Sanctuary through Donate A Car Canada, it will either be recycled or sold at auction (depending on its condition, age and location). Donate a Car Canada will look after all the details to make it easy for Little OinkBank Pig Sanctuary to benefit. After your vehicle donation is complete, our charity will send you a tax receipt and will put your gift to good use. Please click this link:<https://donatecar.ca/org/charitypage/donate.php?charity=LittleOinkBankPigSanctuary> to donate a vehicle.

Usability Task 01

Original Website

Find Where to Donate:

1. Select Donate on the Navigation Bar
2. Scroll to Donate Button

Usability Task 02

Original Website

Find “Meet the Team”:

1. Select About on Navigation Bar
2. Scroll to Meet the Team

Usability Task 03

Original Website

Find the Testimonials:

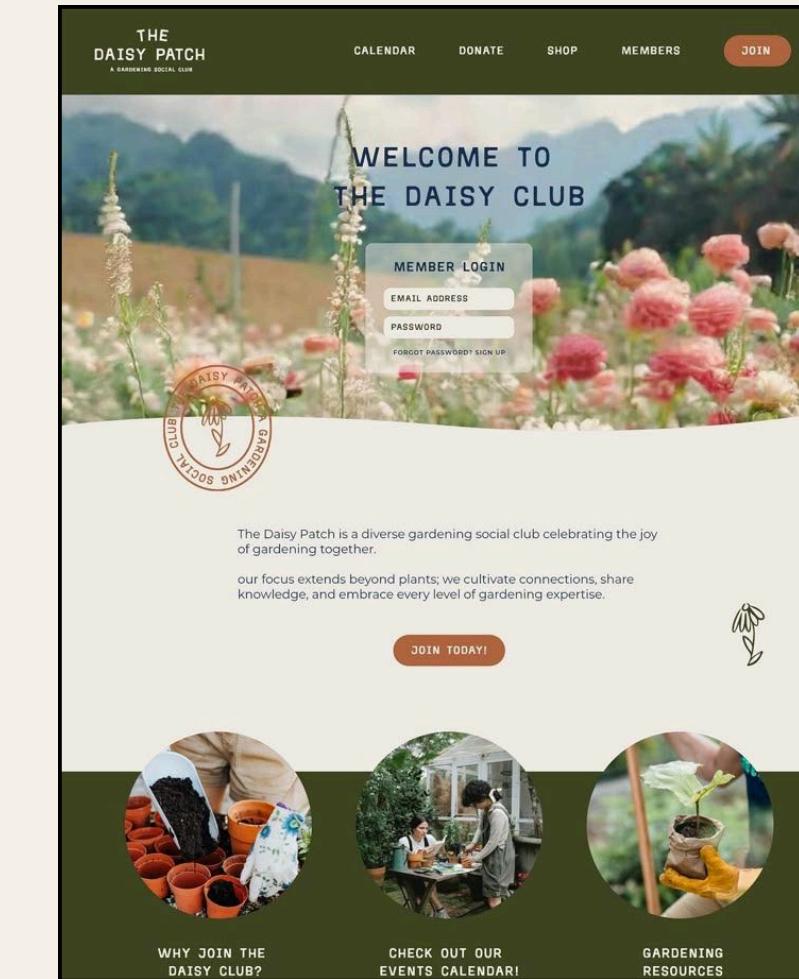
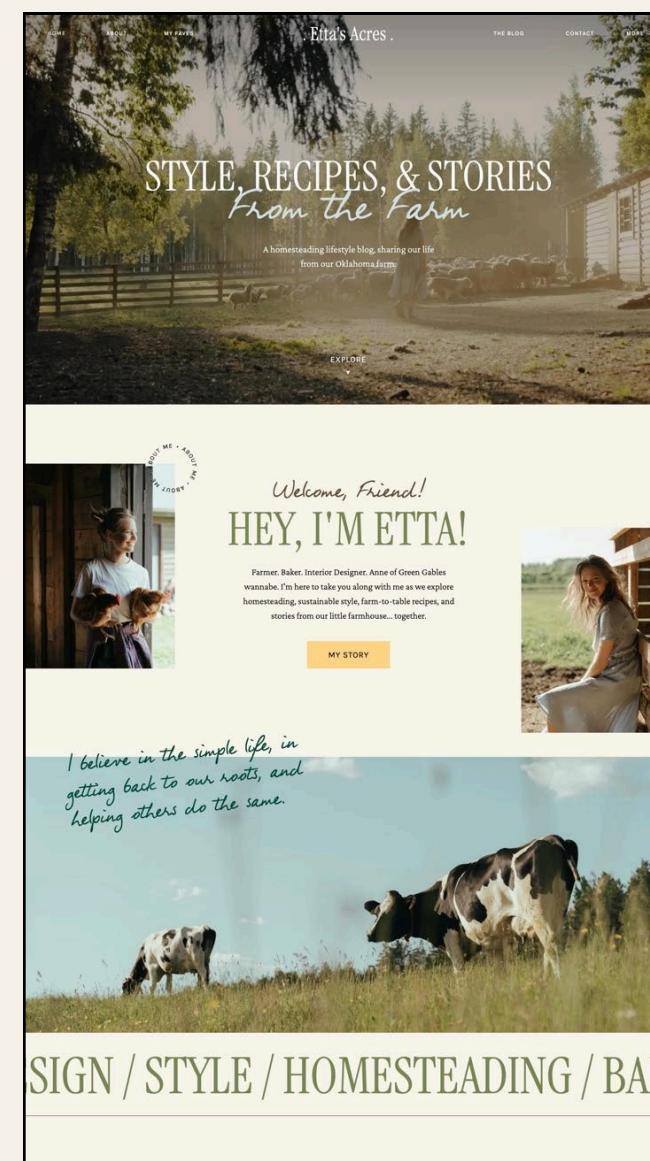
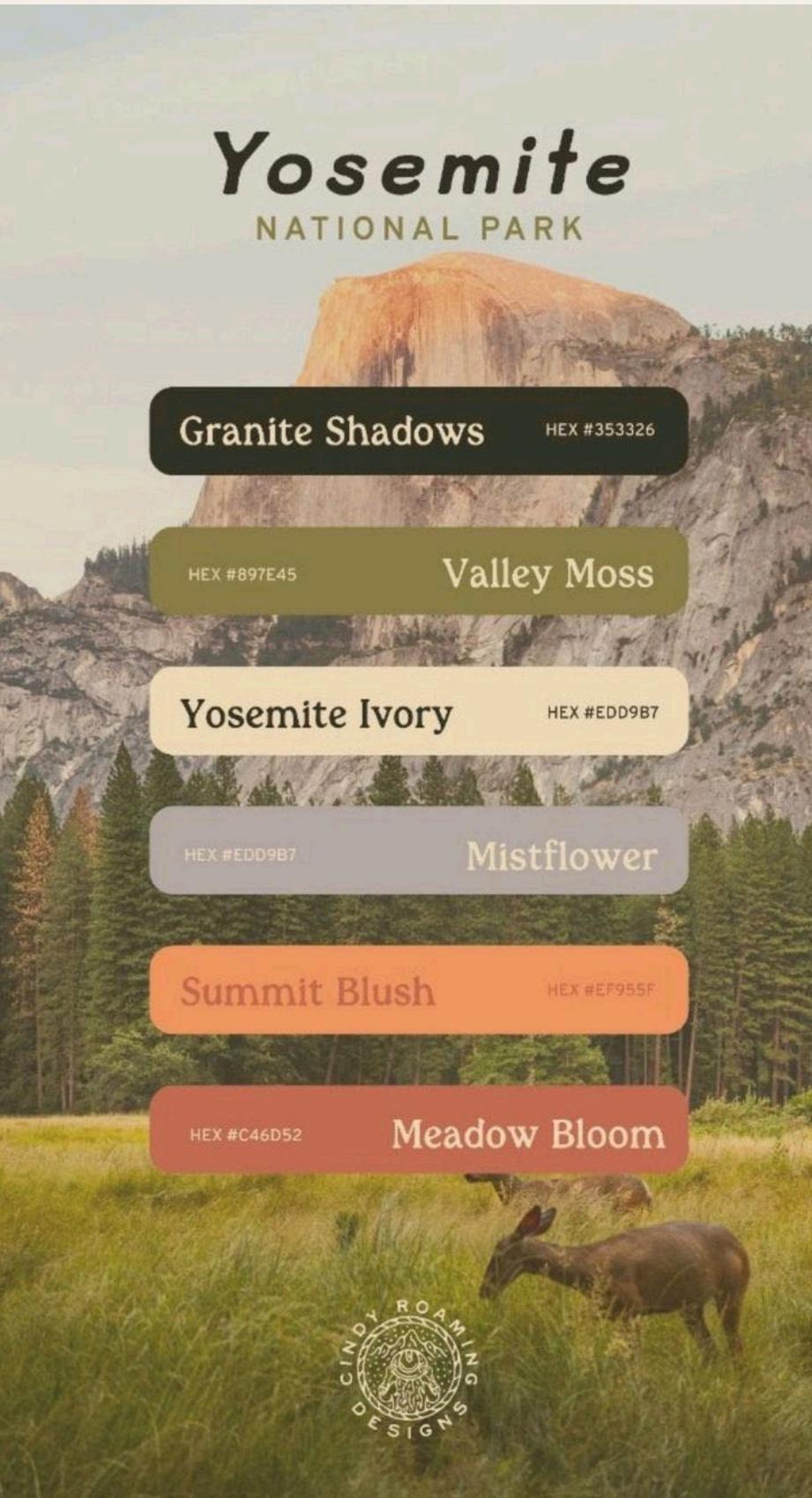
1. Select Home on Navigation Bar
2. Scroll Testimonials

Key Takeaways

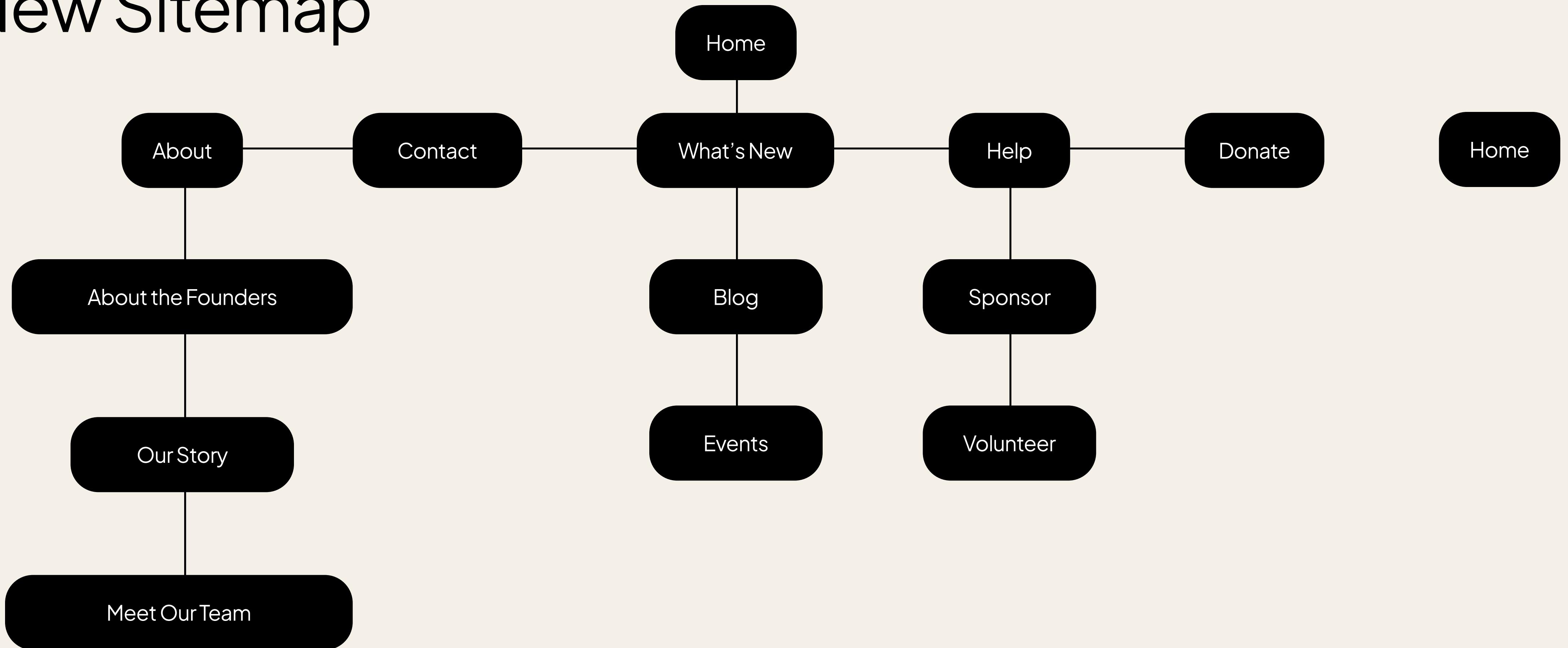
Original Website Usability Test

Overall, people felt that the website was unorganized and cluttered. The site lacks clear navigation and the pages are not clearly laid out. The general aesthetic of the website is not very appealing and there is no clear design direction. The low quality photos make the website less visually interesting.

Moodboard

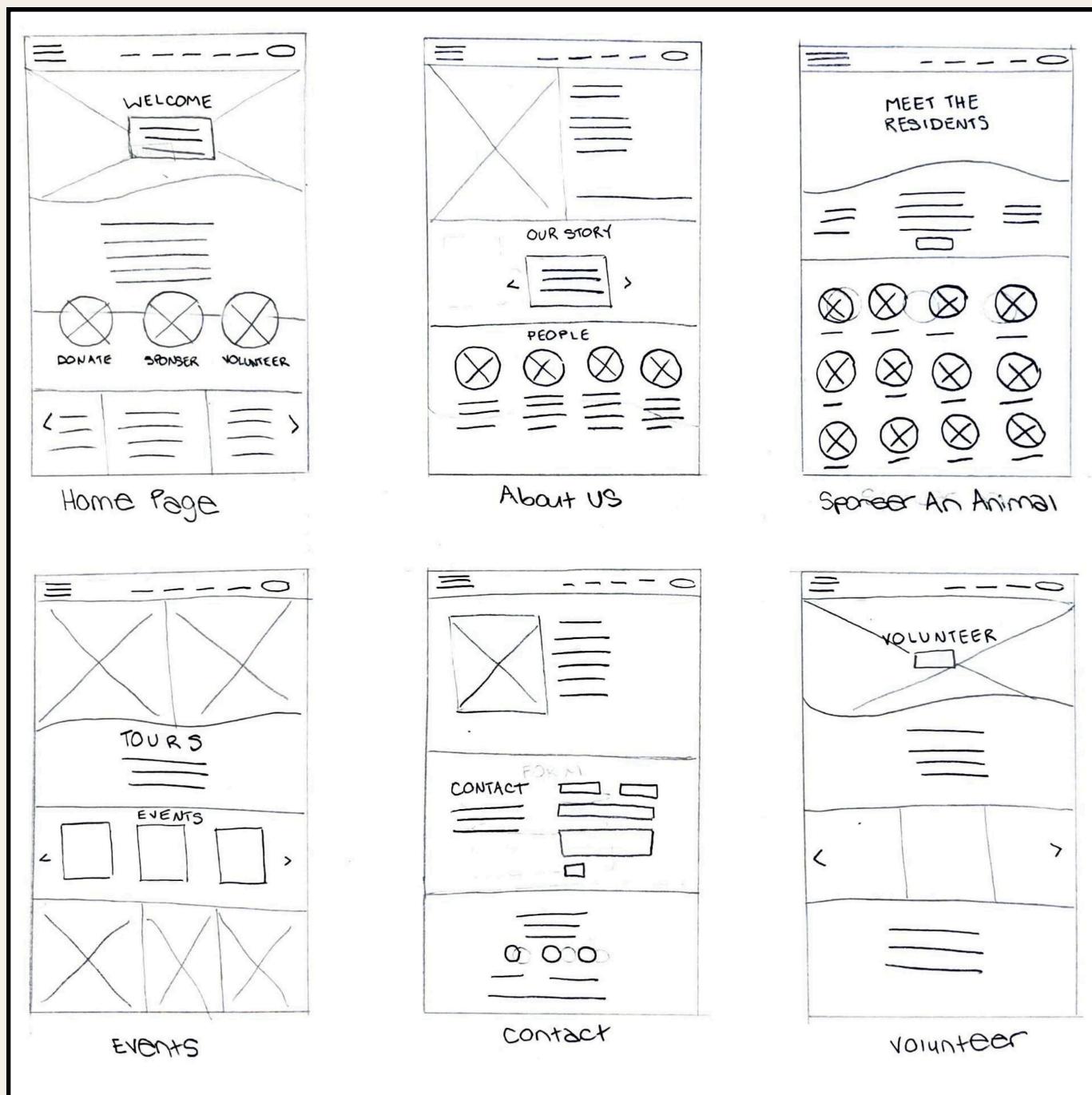


New Sitemap

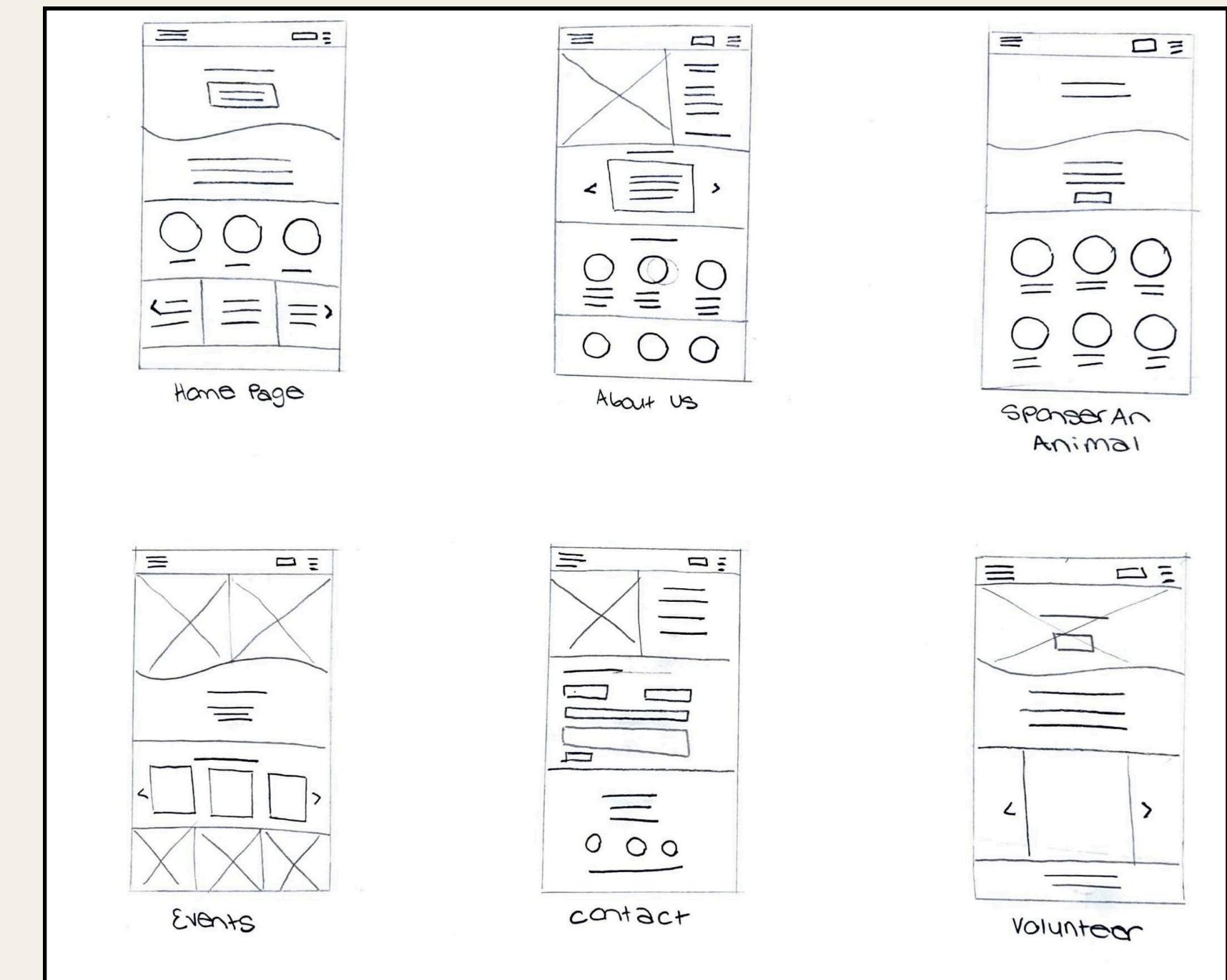


Sketches

Desktop

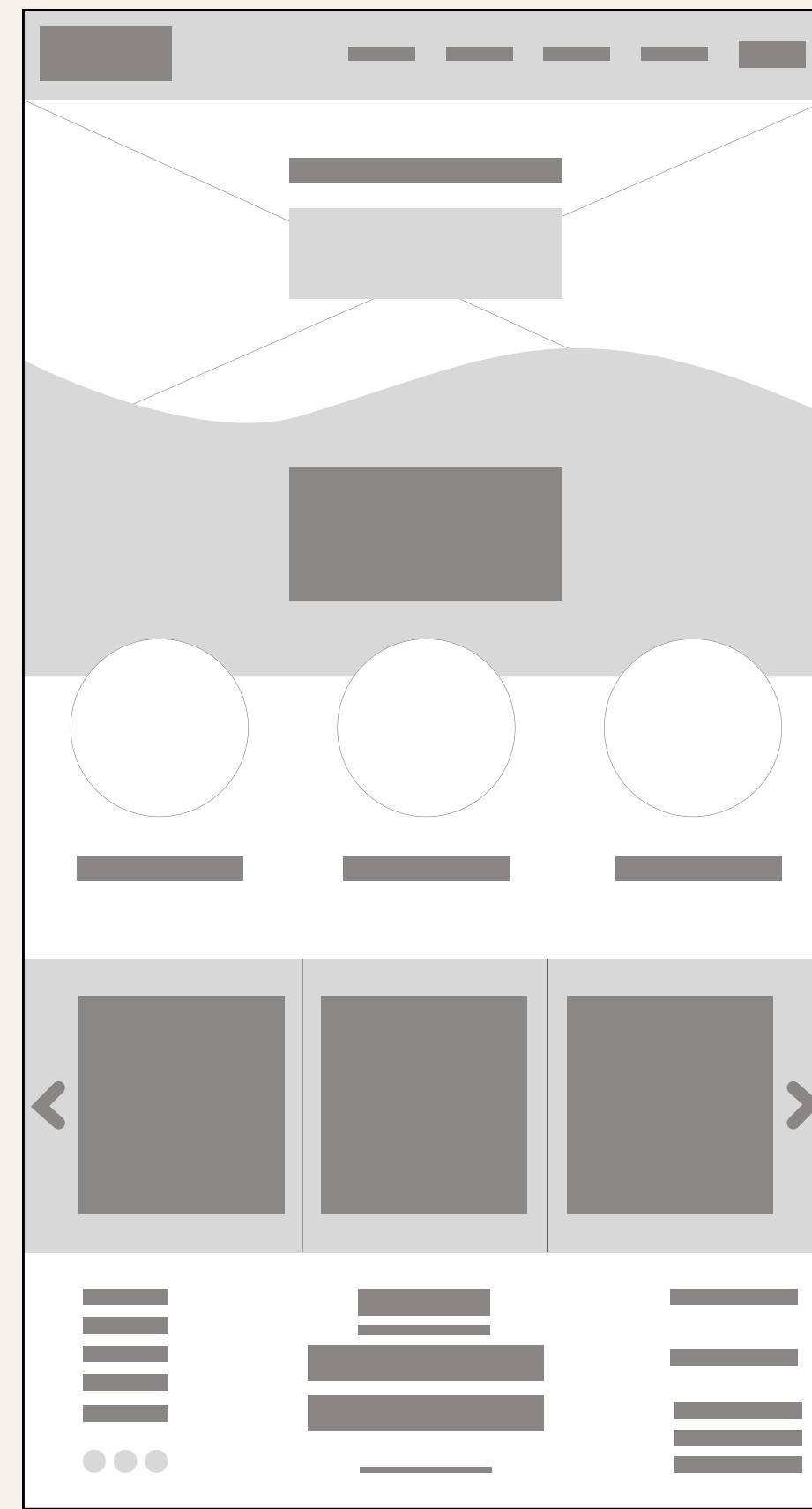


Mobile

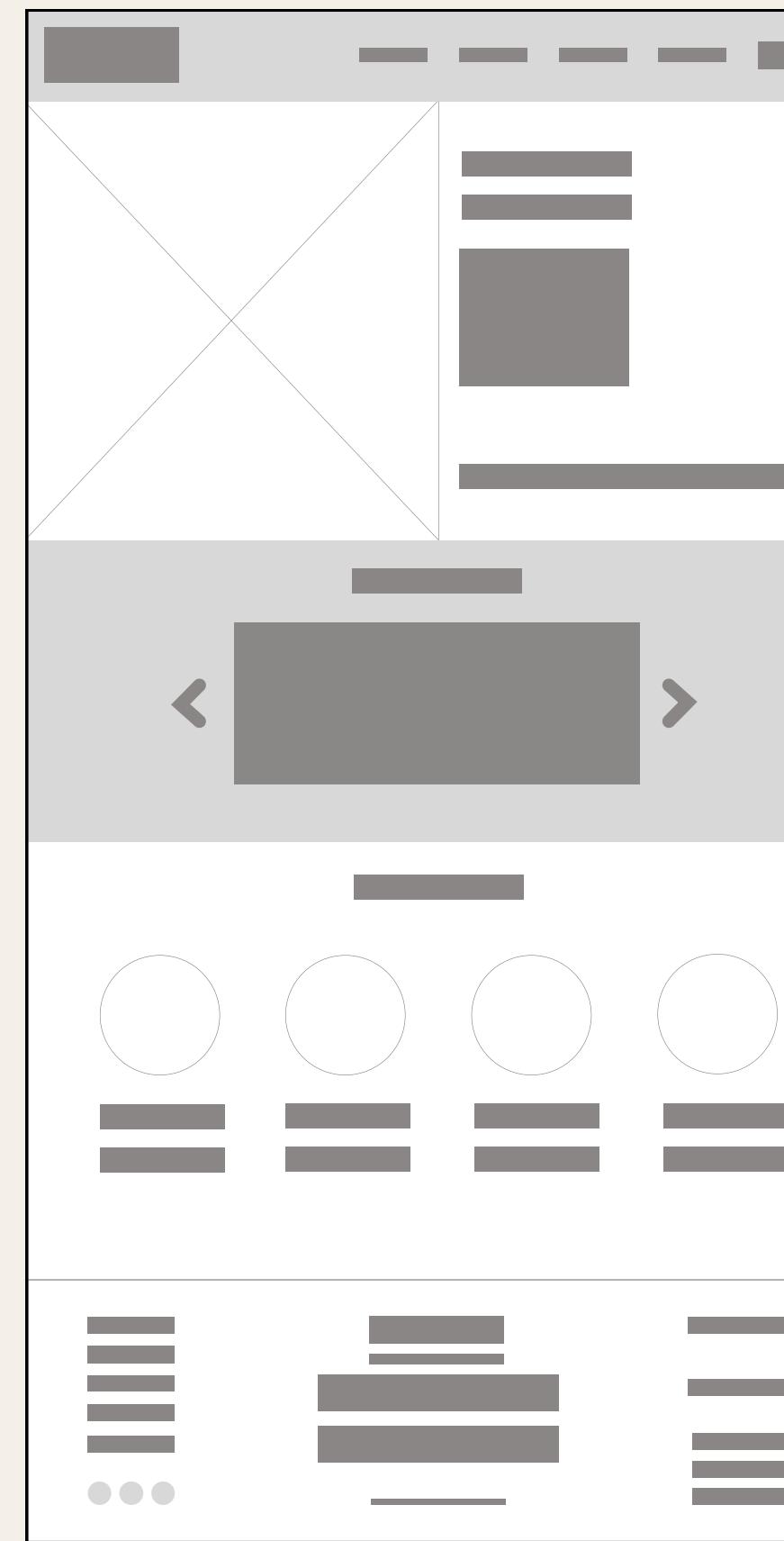


Wireframes

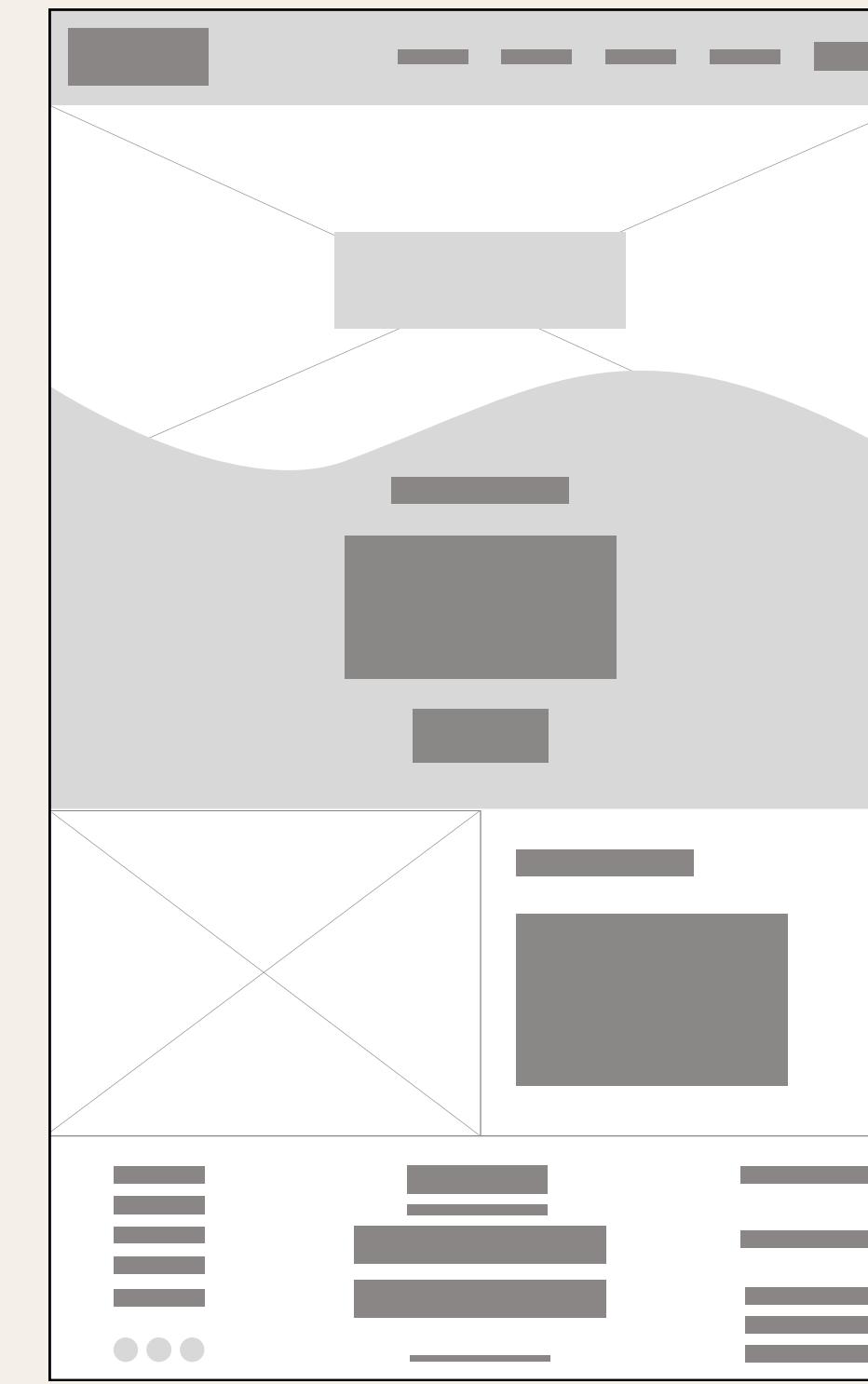
Home Page



About Page

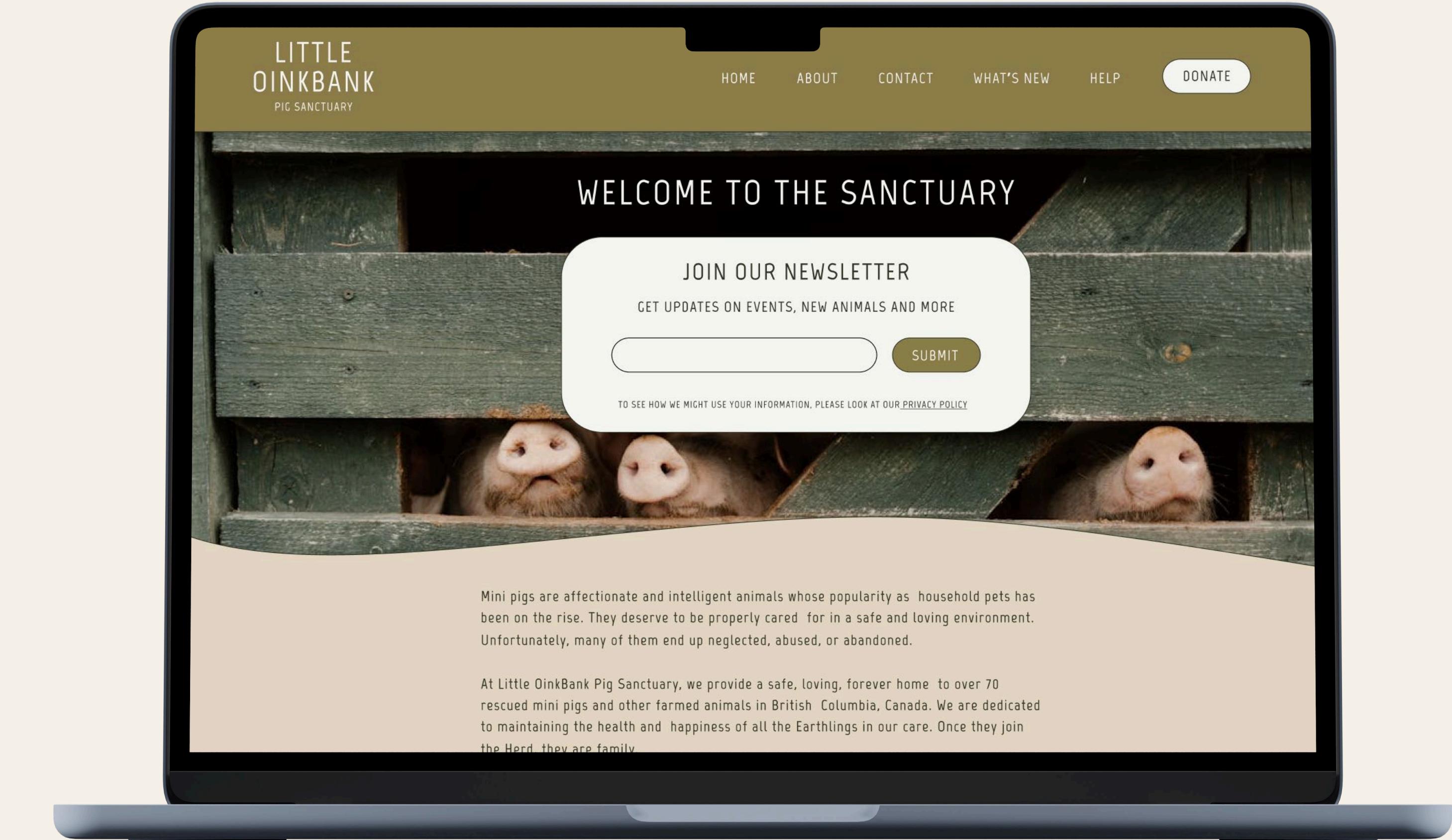


Donate Page



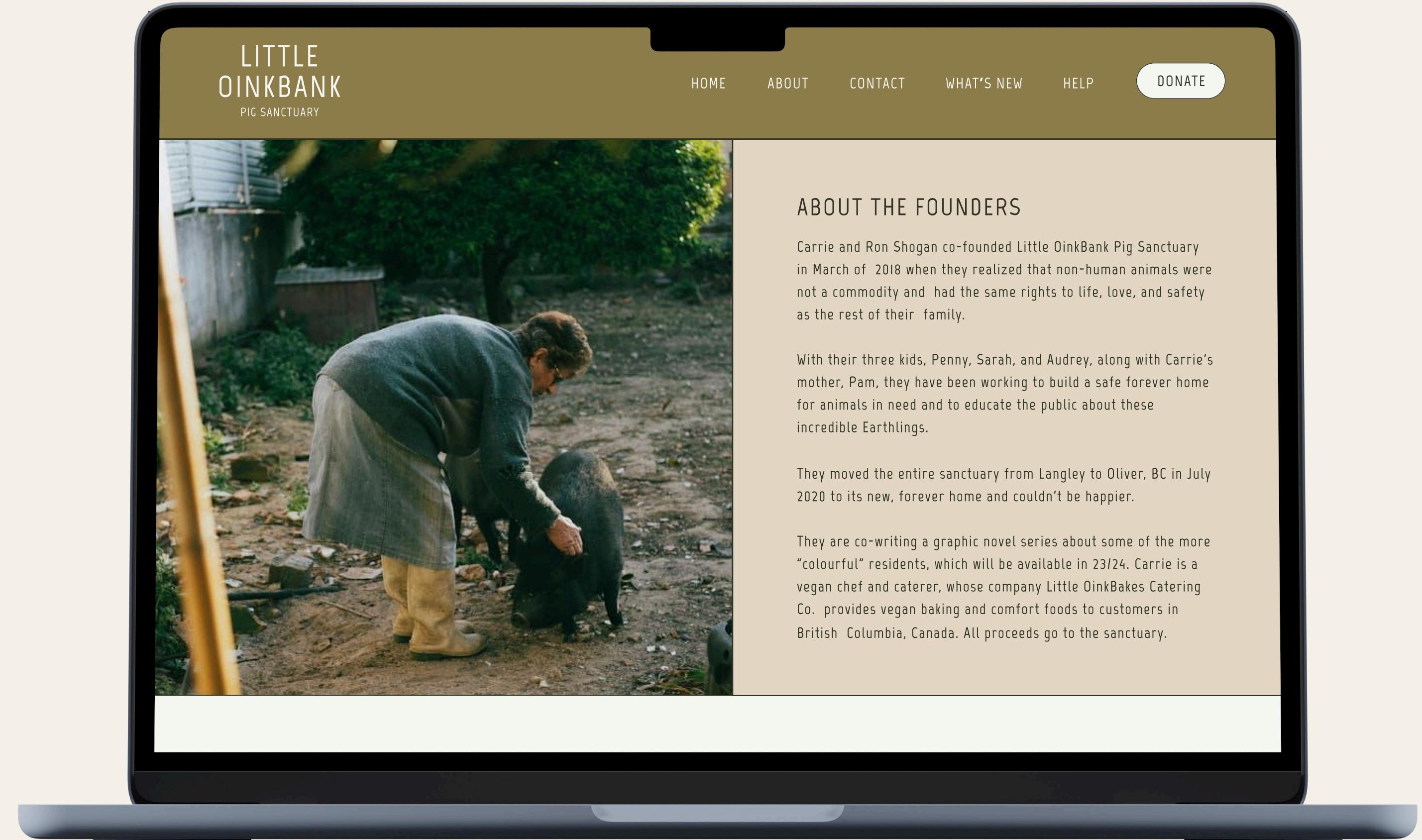
Design Iterations

Desktop Home Page



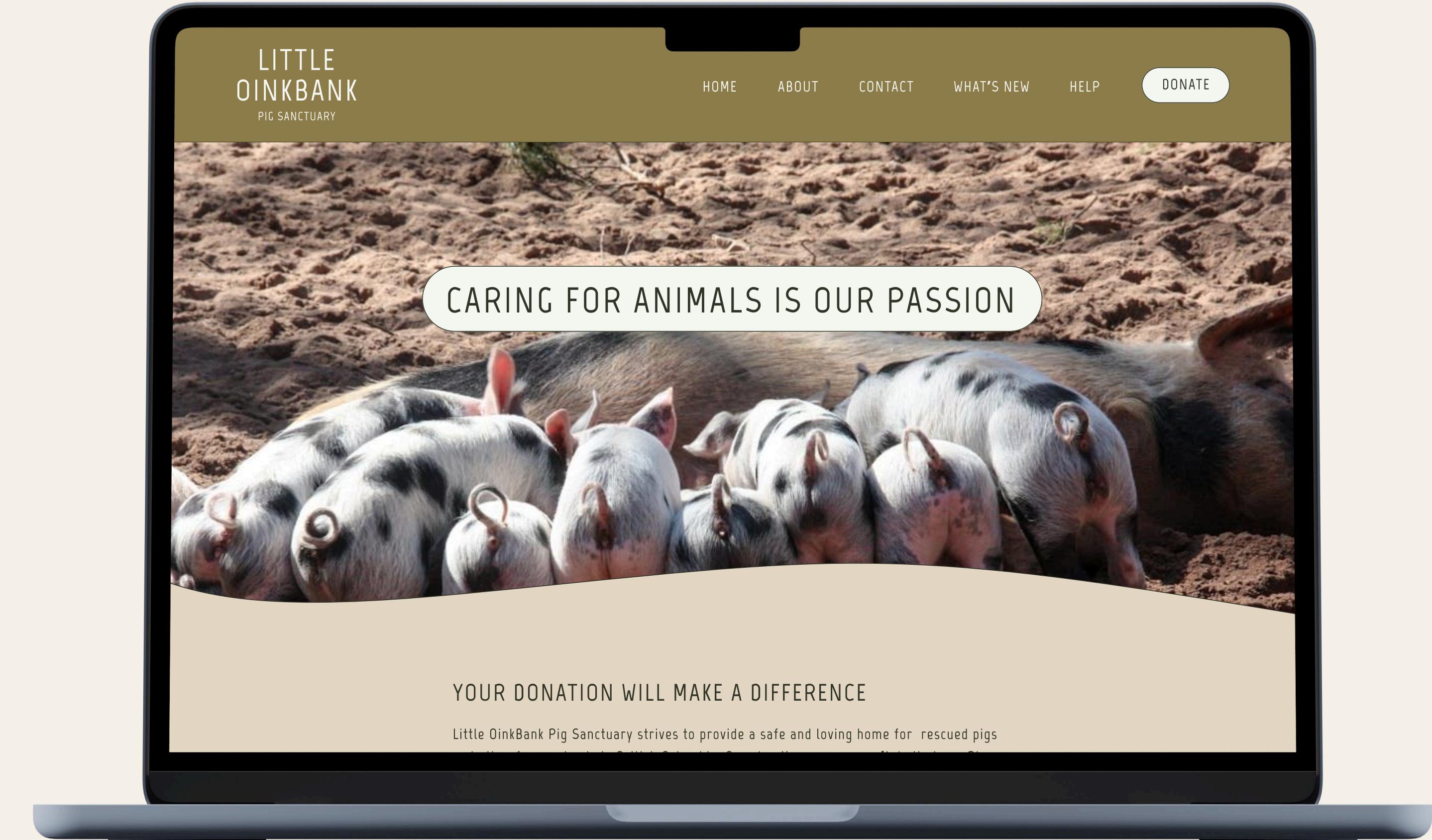
Design Iterations

Desktop About Page



Design Iterations

Desktop Donate Page



Key Takeaways

Prototype Usability Test

Overall, people felt that the prototype was an improvement from the original website. People enjoyed the color palette and the pig photos.

The biggest pain points were that the type on the mobile version was too small and there was no header for the testimonial section. There were also some small issues with alignment, particularly on the home page.

Outcome

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Design Strategy

The final design is organized and visually interesting. The design allows users to easily access information and encourages them to interact with the website. The natural color palette and high quality photos make the website visually interesting and captures the users attention.

Redesign

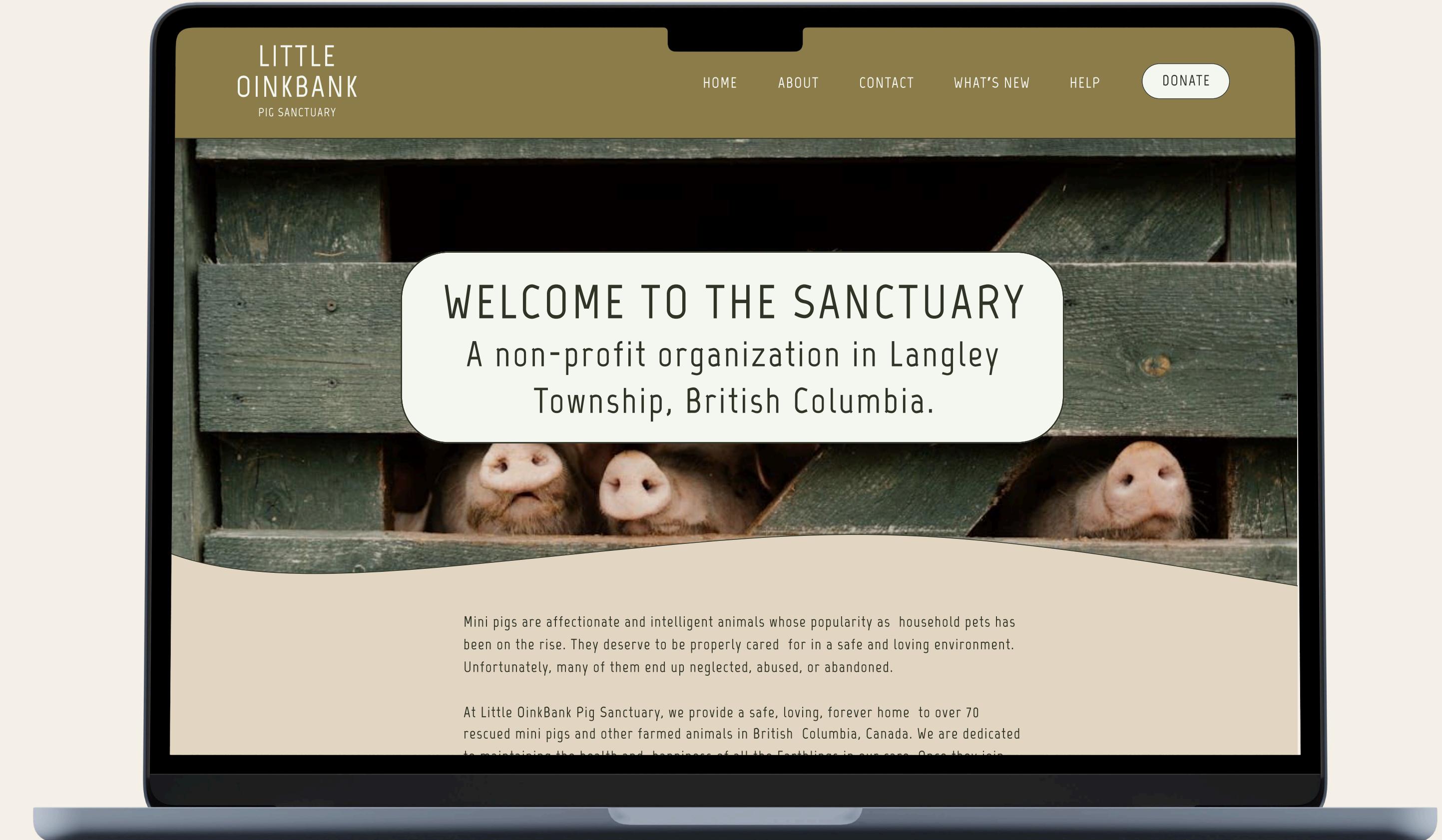
Home Page For Desktop

Visual design: The home page is now organized and has a clean look. The natural color palette makes this page approachable and welcoming. The typeface and high quality photos make it visually interesting.

Usability: The organization is easy to follow while still looking interesting.

Content: All the content is relevant and helps convey the message of the charity.

Accessibility: The text is legible and contrasts with the background. The images are high quality and easy to look at.



Redesign

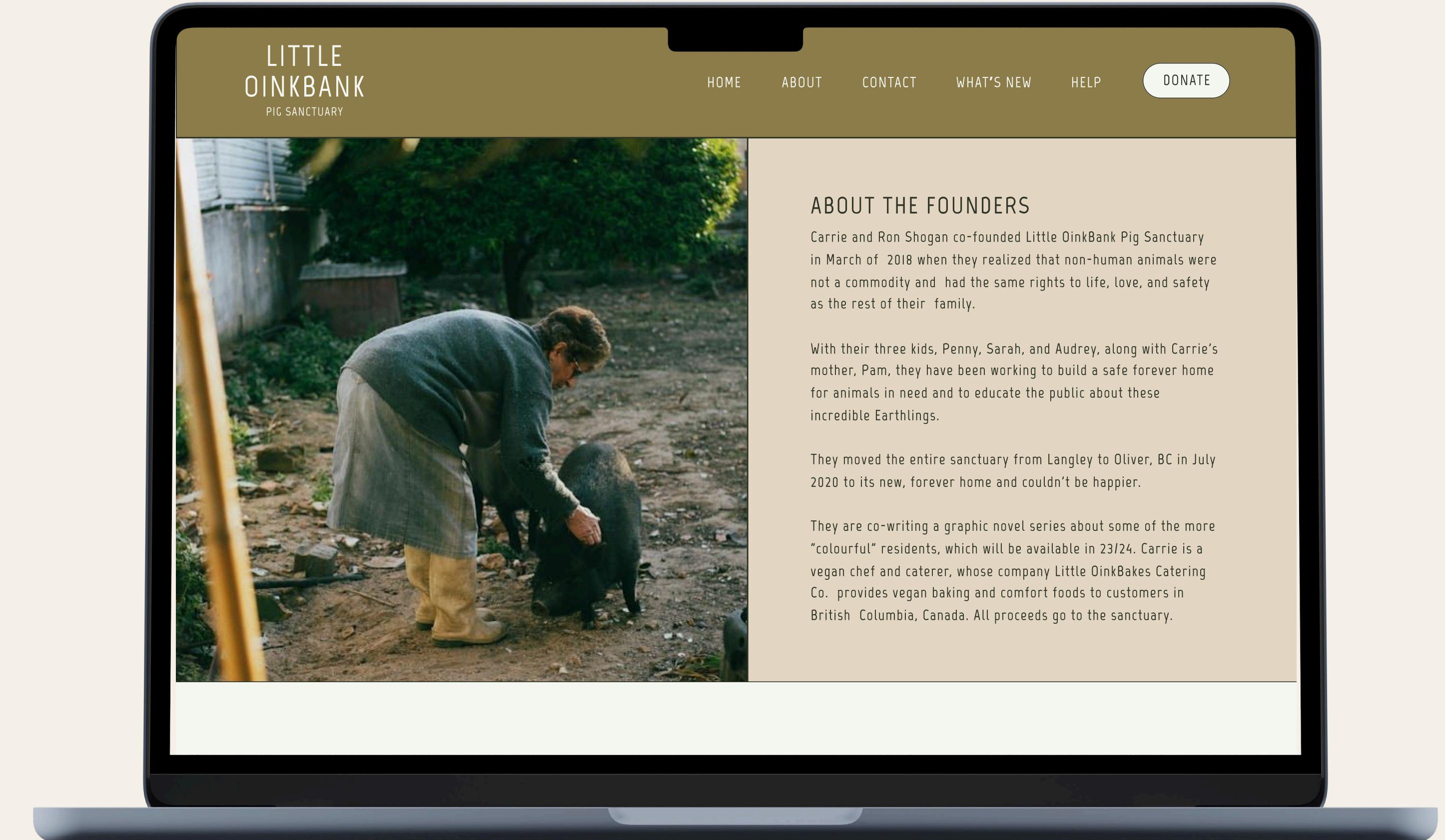
About Page For Desktop

Visual design: Page is well structured into sections and presents a good balance of text and imagery.

Usability: Story is clear and easy to follow.

Content: Sufficient amount of information without excess. Page is not overcrowded and doesn't provide unnecessary details.

Accessibility: Text is legible and contrasts with the background. Pictures are large and the different sections make the story easy to follow.



Redesign

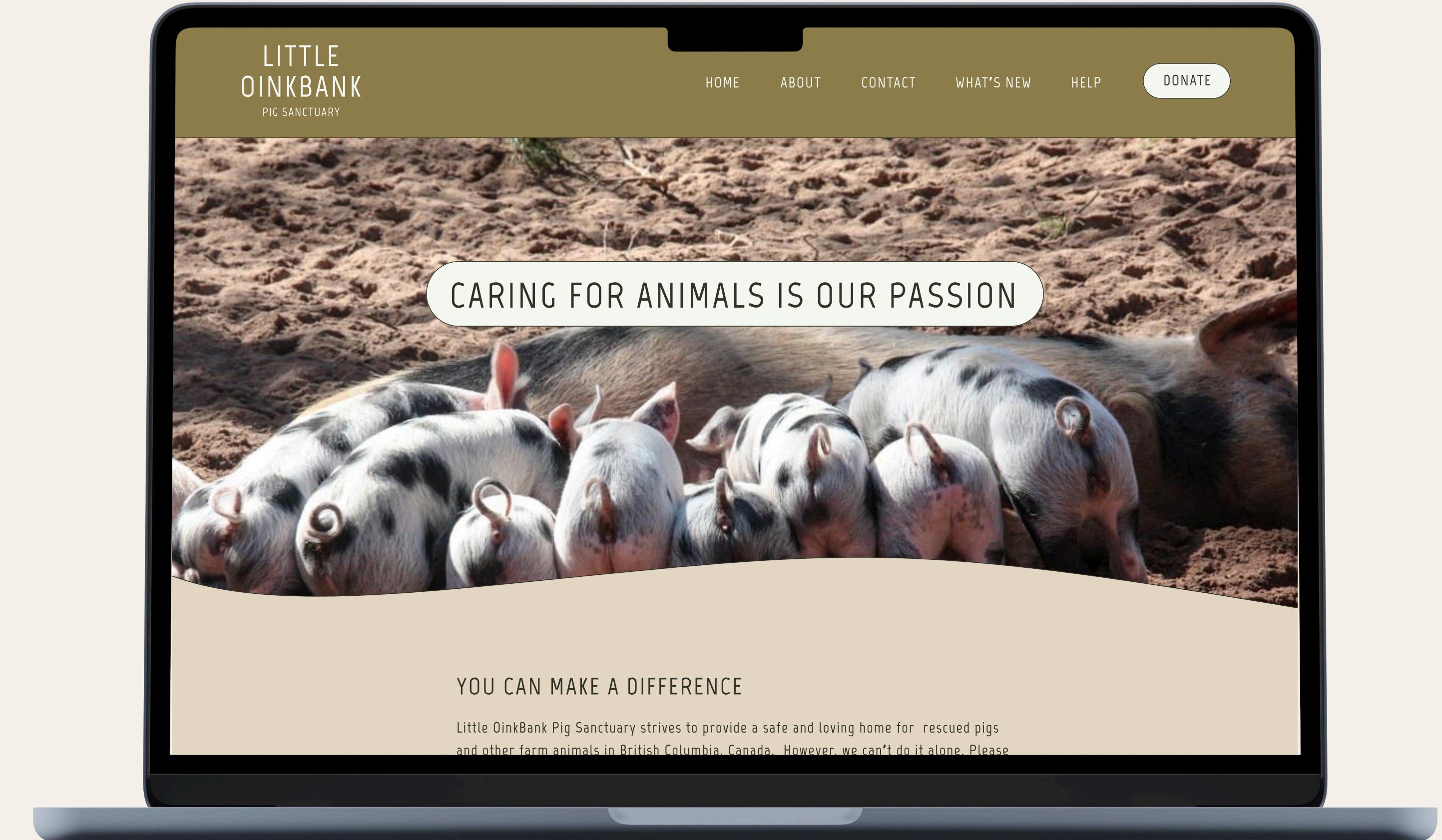
Donate Page For Desktop

Visual design: There is a clear emphasis on donating to the sanctuary.

Usability: It is clear where you can make a donation. The page is easy to navigate and is straight to the point.

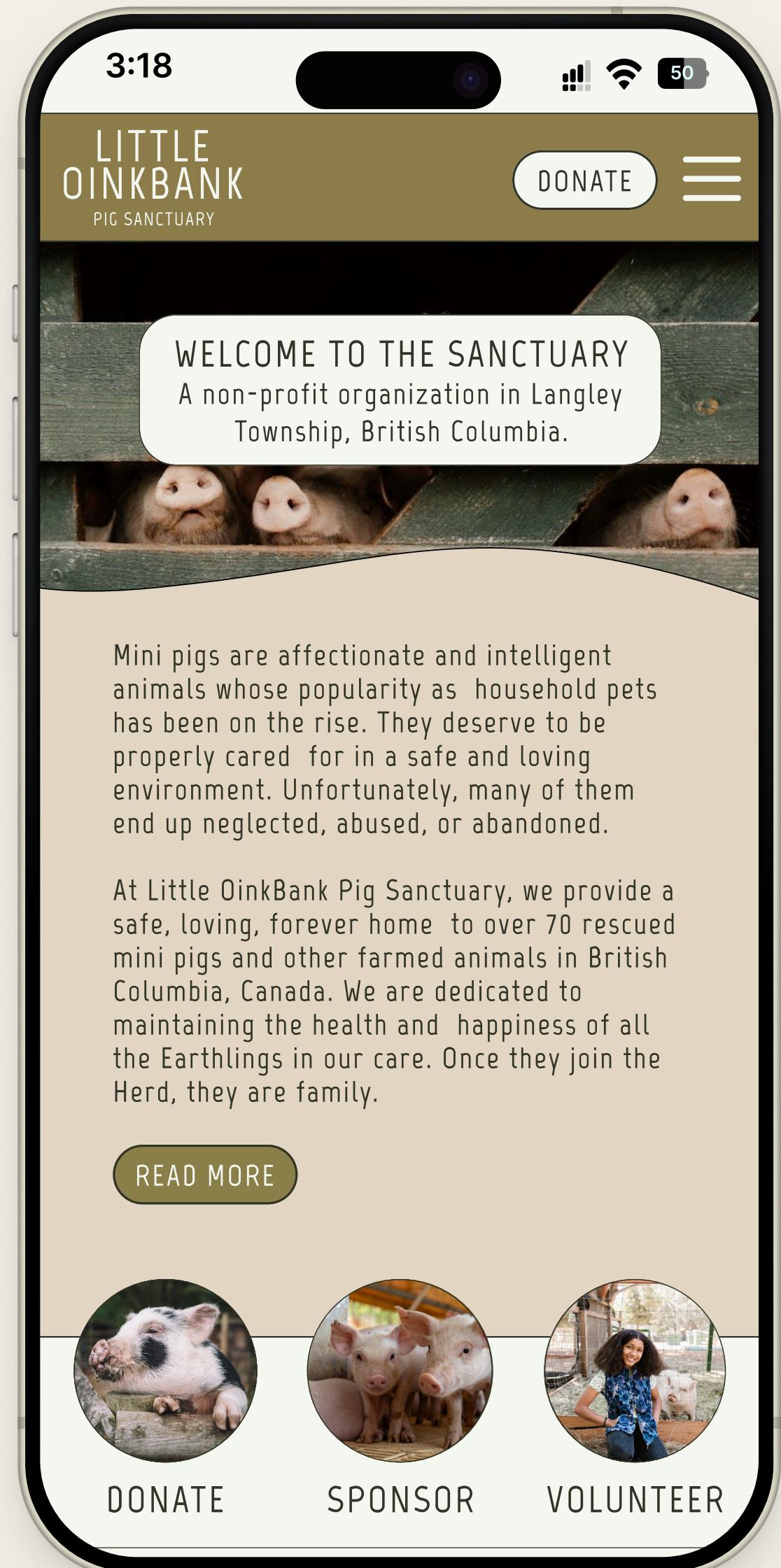
Content: Content is relevant and the message is clear.

Accessibility: The text is legible, the photos are high quality and support the content.



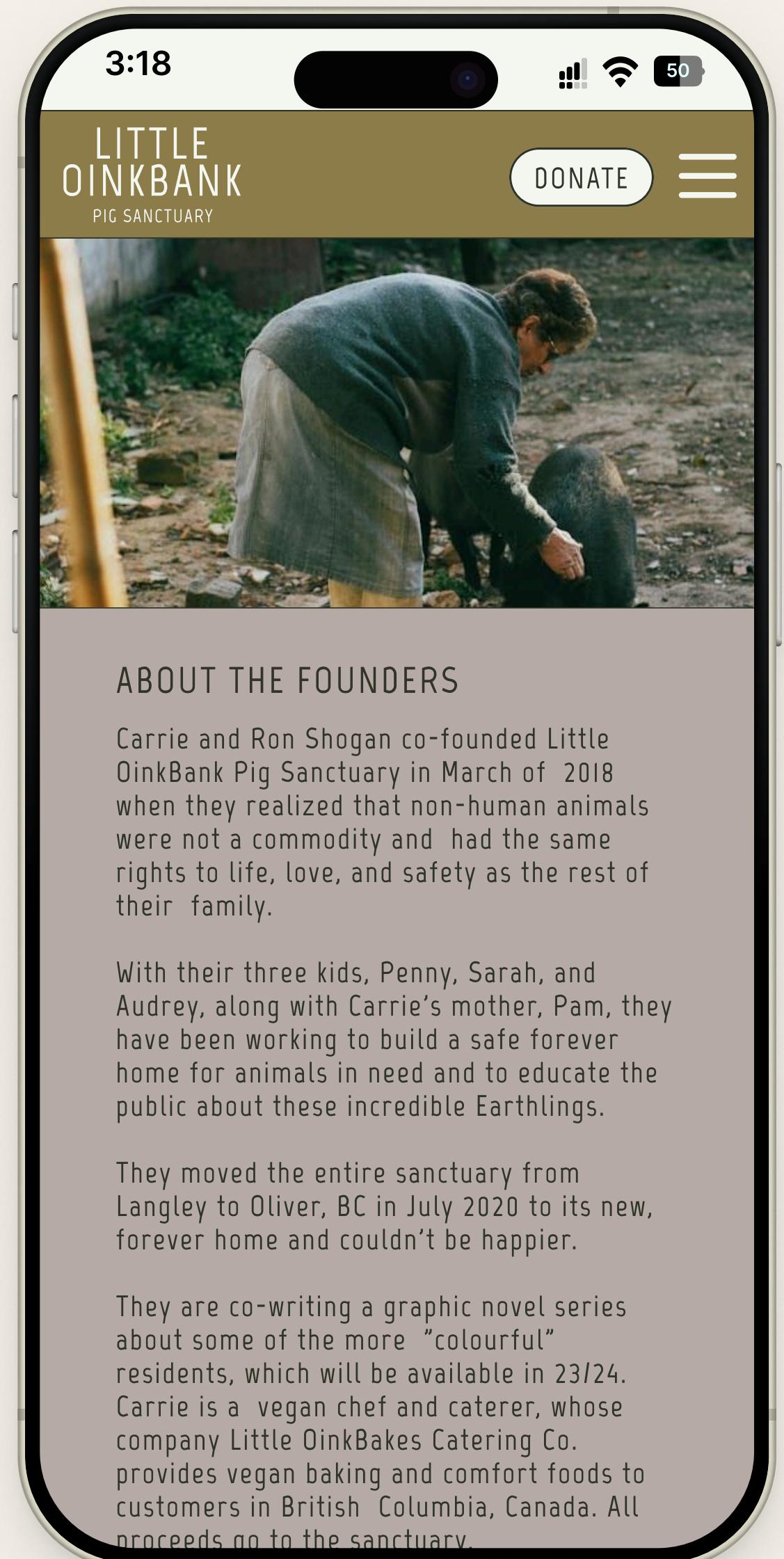
Redesign

Home Page For Mobile



Redesign

About Page For Mobile



ABOUT THE FOUNDERS

Carrie and Ron Shogan co-founded Little OinkBank Pig Sanctuary in March of 2018 when they realized that non-human animals were not a commodity and had the same rights to life, love, and safety as the rest of their family.

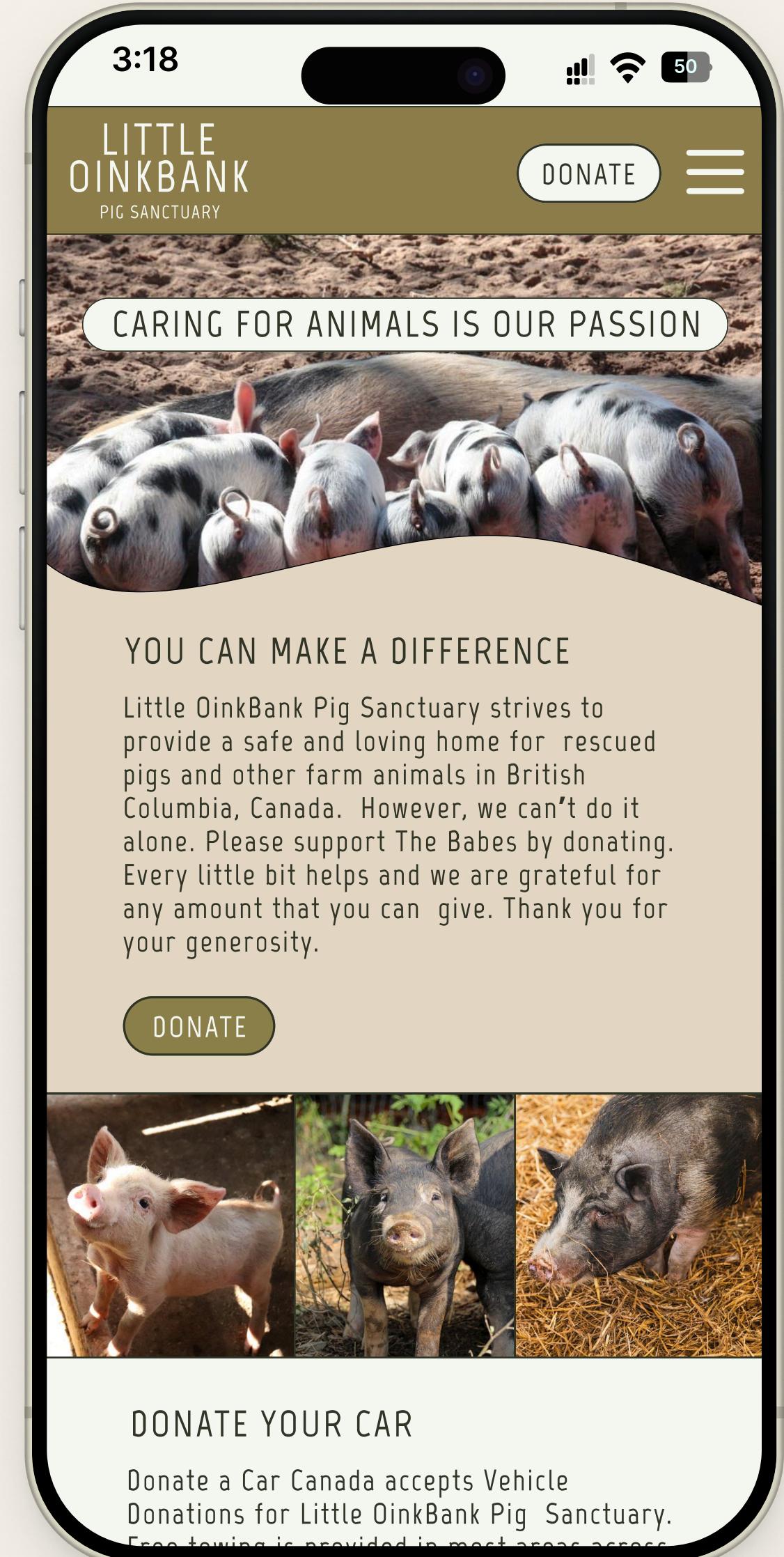
With their three kids, Penny, Sarah, and Audrey, along with Carrie's mother, Pam, they have been working to build a safe forever home for animals in need and to educate the public about these incredible Earthlings.

They moved the entire sanctuary from Langley to Oliver, BC in July 2020 to its new, forever home and couldn't be happier.

They are co-writing a graphic novel series about some of the more "colourful" residents, which will be available in 23/24. Carrie is a vegan chef and caterer, whose company Little OinkBakes Catering Co. provides vegan baking and comfort foods to customers in British Columbia, Canada. All proceeds go to the sanctuary.

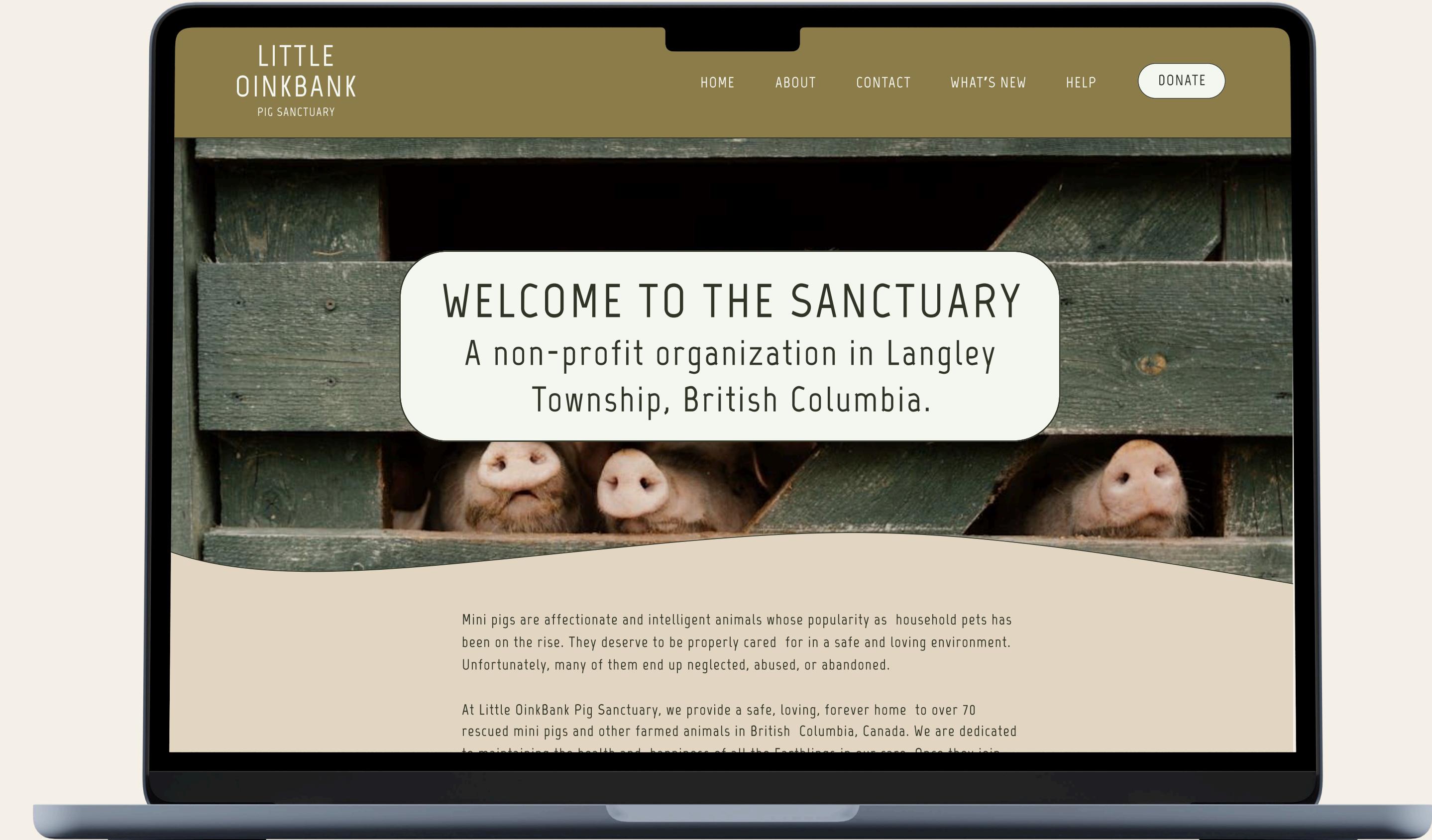
Redesign

Donate Page For Mobile



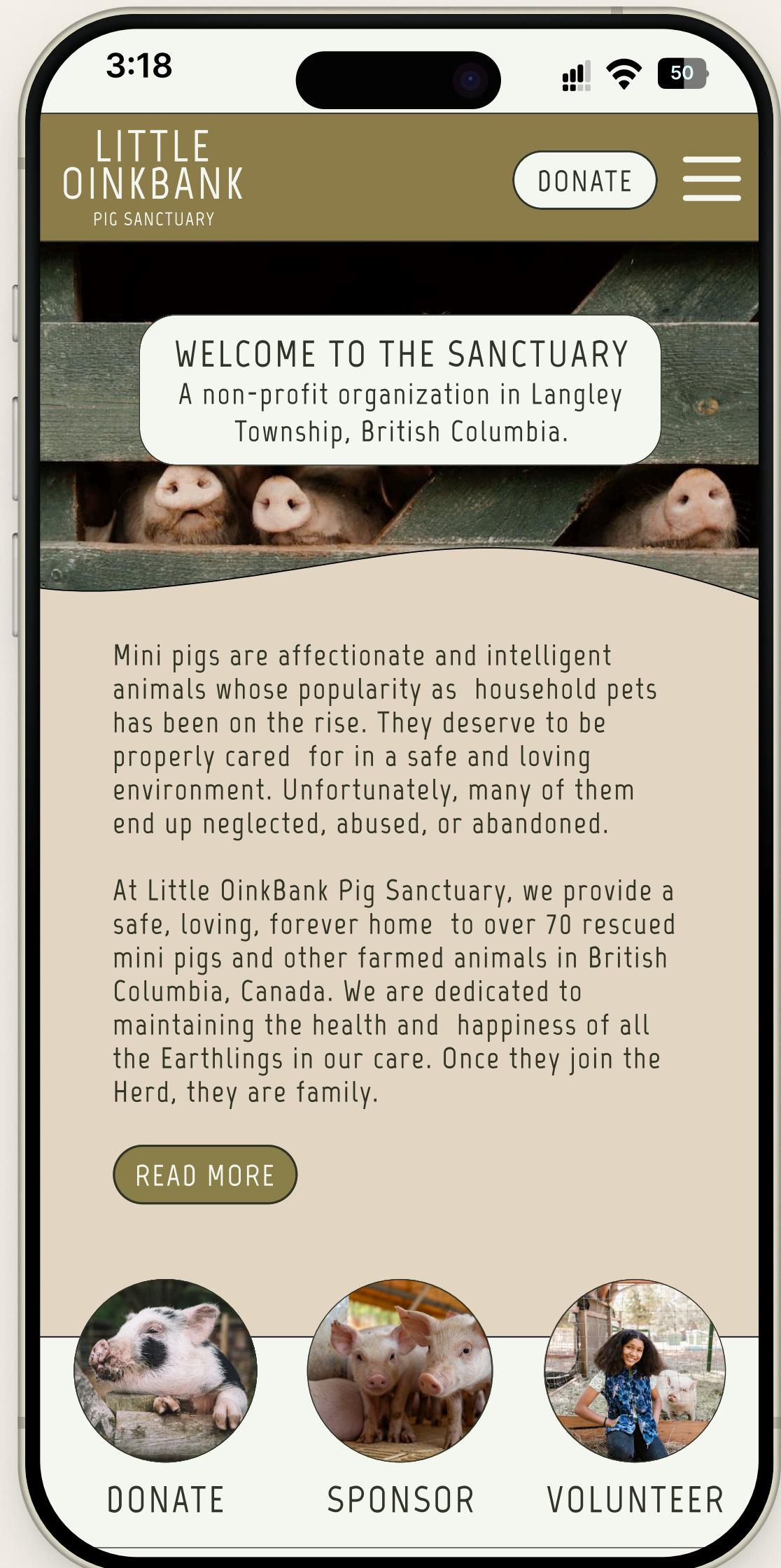
Desktop Prototype

Prototype: [Link](#)



Mobile Prototype

Prototype: [Link](#)

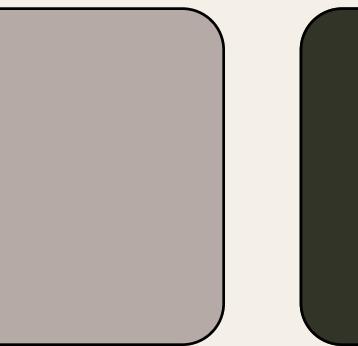
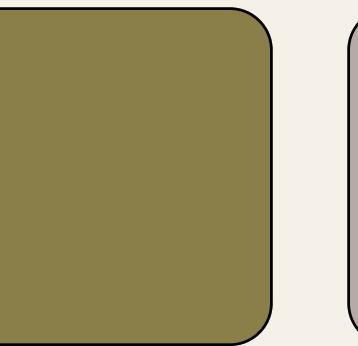
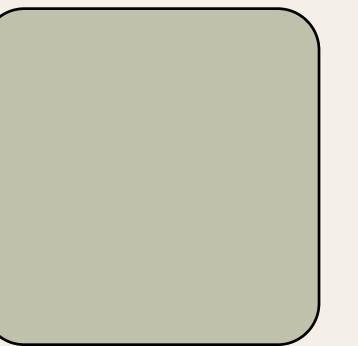
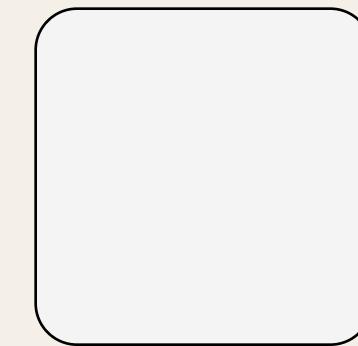
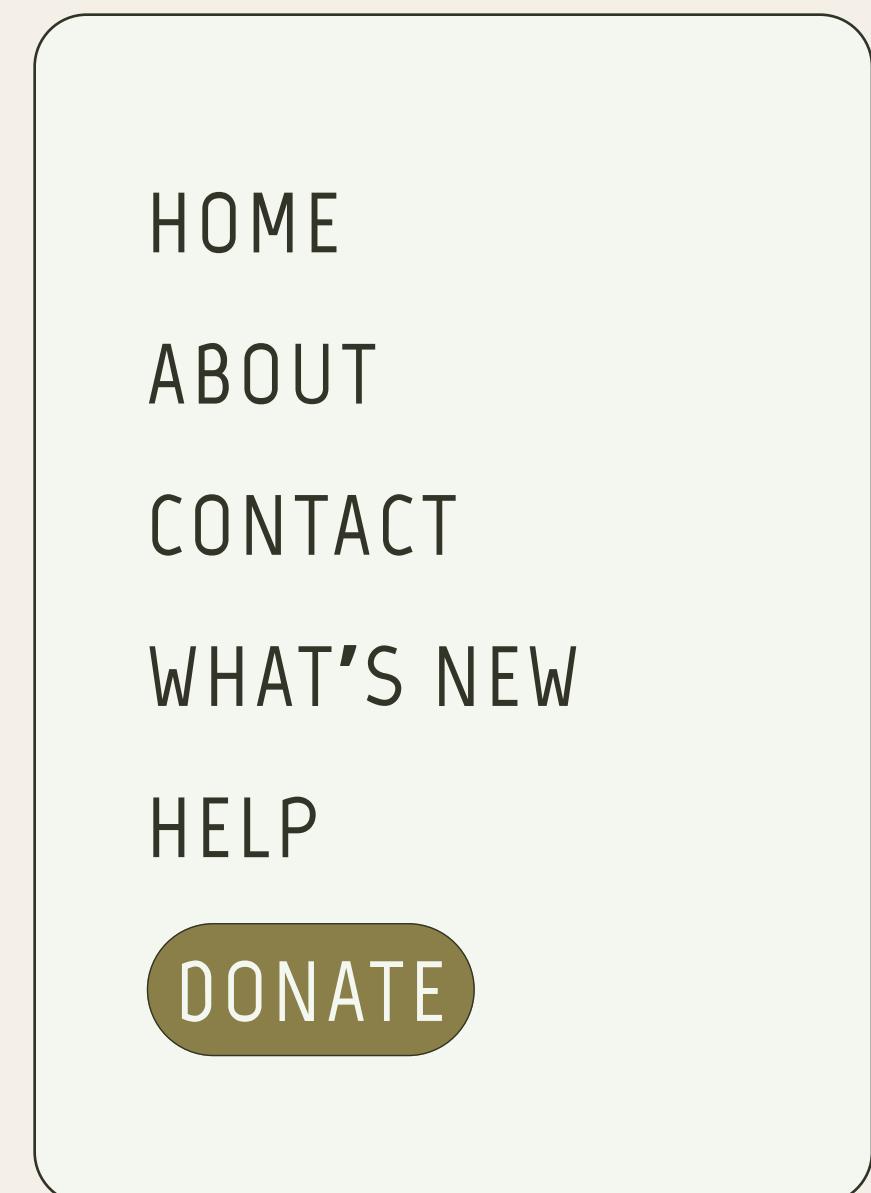


Component Library

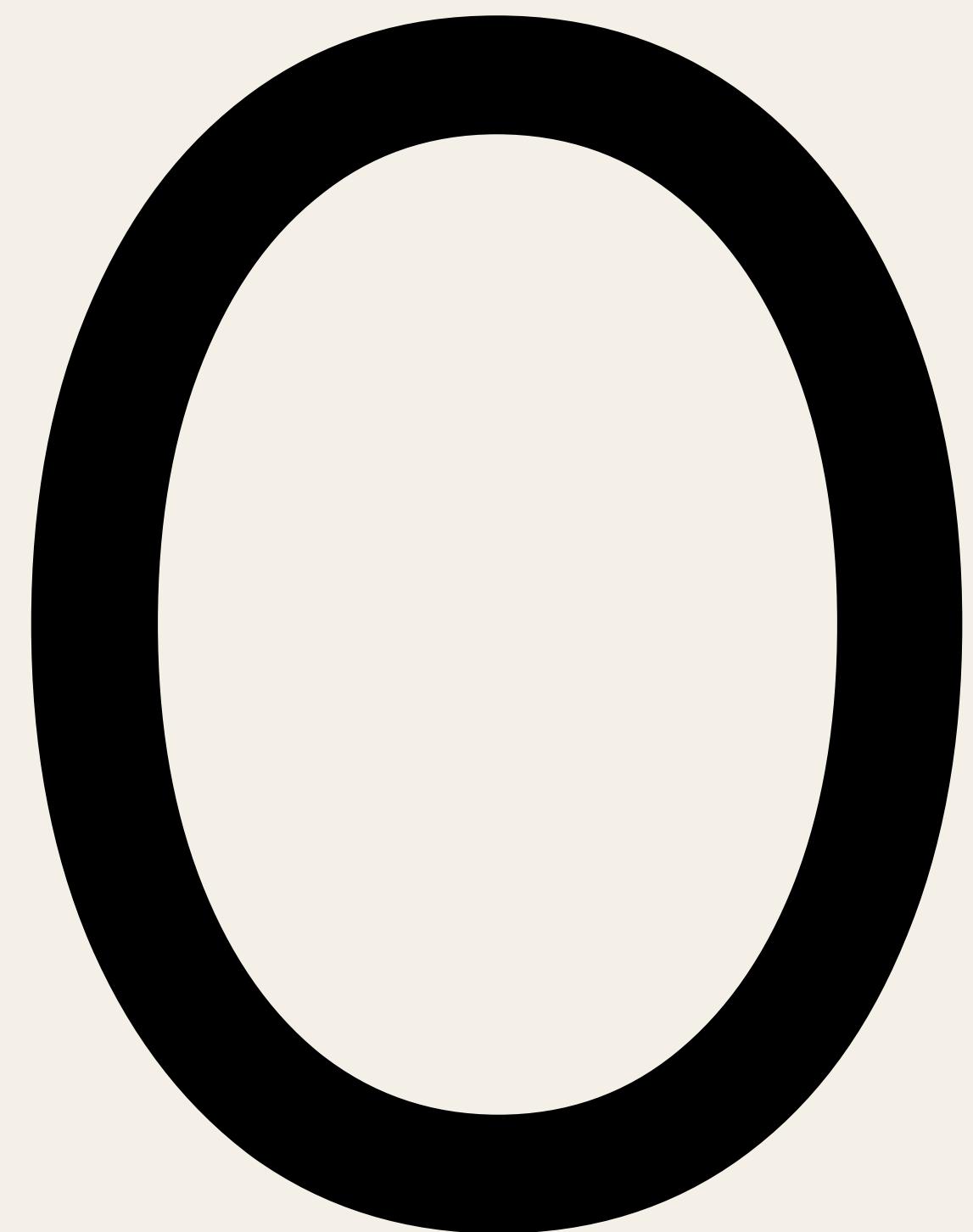
Type:

Marvel Bold

Aa

Buttons:Tertiary**Color Palette:****Pop Up:**
Formobile

Reflections



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Challenges

One of the challenges I faced was not making the website feel too corporate. Because the sanctuary is family owned, I wanted to make the website feel approachable and welcoming. Another challenge I faced was making the mobile version of the website because I wanted to make it functional for mobile without losing the look and feel of the original design.

Reflections

I learned a great deal from this project. This was my first experience making both a desktop and mobile version of a website. This was a challenge for me but I learned how to work through it and create both a desktop and mobile version that felt cohesive. I also learned more strategies for gathering research and building my process.

Thank you!