



SAFE

**WEBSITE RE-DESIGN
CASE STUDY**

DSGN 371
PROJECT 1
AUTUMN RIFENBURY

WHERE WE STARTED



SAFE

Save a
Forgotten
Equine

WHERE WE STARTED

current website

The homepage features a teal header with the SAFE logo and the tagline "Save a Forgotten Equine". Below the header is a banner with the text "unforgettable horses". The main content area includes a "Global Federation of Animal Sanctuaries Accredited" badge, a "Before and After 2020" video thumbnail for "ANAKIN — AFTER", a "20 YEAR ANNIVERSARY" logo, and a "Win a chance to name Frida's foal!" contest.

This version of the homepage highlights "Current SAFE Volunteers:" with links to access VIC-TOUCH, download the Volunteer Welcome Guide, and view horsemanship training videos. It also features a section titled "Are you interested in Volunteering with SAFE Horse Rescue?" and quotes from volunteers about their experiences.

The current homepage has a similar layout but with updated content. It features a "Happy National Volunteer Week!" banner, a "2023 TOP-RATED NONPROFIT" badge, and a "Platinum Transparency 2025" seal. It includes sections for "Marvelous Mahina", "SAFE Apparel", "Need HELP?", and "SAFE OPTIONS".

The donation page features a purple header "A Gift to SAFE is a Gift for Horses". It includes sections for "Other Ways to Give" (Mail), "Employer Gift Matching" (SAFE Horse Rescue PO Box 2769 Redmond WA 98073-2769), "Legacy Giving" (To learn more about partnering with SAFE to leave a legacy for horses, please click here.), and "Tack Donations" (SAFE happily accepts gently used tack donations! Email to tack@safehorses.org to arrange a convenient drop off time at our farm in Redmond WA.).

WEBSITE QUESTIONNAIRE

Top 2 current business goals I want to achieve with this website.

1. Easy Navigation

I want my users to have easy navigation on SAFE, to ensure that participating, joining, and donating are as simple as possible. These horses have already gone through enough, what's the point in making them wait longer for additional help?

2. Inspiration

I want my users to immediately be greeted with a welcoming, encouraging, and most importantly, safe atmosphere that'll urge them to connect with the organization, and inspire them to learn more. This will include using effective language, full transparency on what this site is and what it does, and for the horses this organization is rehabilitating to be the primary focus.

WEBSITE QUESTIONNAIRE

Top 2 future business goals I want to achieve with this website

1. Social

For the future, I would love to see this organization implement more ways for the community to connect with these rehabilitating horses such as facilitated social sessions. I think this would offer more social interaction between the recovering horses and the community helping. Small fees could be charged which would help SAFE raise more money towards overall rehabilitation and organization upgrades.

2. Expand Audience

Secondly, a future goal for this site would be to expand the audience demographic. Currently, the main demographic is individuals who are already into equestrian activities, but expanding to a broader range of people such as animal enthusiasts, or those who are looking for more volunteer opportunities in their community.

WEBSITE QUESTIONNAIRE

What should viewers **see first** when opening this website?

1. The SAFE horses

WEBSITE QUESTIONNAIRE

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

Equestrians

People who are already connected within the horse community will be more inclined to help out these horses in need.

Previous Horse Owners

Like equestrians, people who are already connected within the horse community will be more inclined to help out these horses in need. Especially if these individuals don't own anymore, they may want to shift their focus towards these horses in need in order to reconnect with that part of their life.

Animal Enthusiasts

People who spend time advocating for animals' rights and well-being would definitely be connected with an organization like this.

Older Folks

The older crowd tends to find things that they care about to fill their time with as things start to slow down for them. Retired equestrians, farmers, veterinarians, etc. may find themselves here wishing to lend a helping hand whether that is digital through donation or physically volunteering.

WEBSITE QUESTIONNAIRE

Must have requirements for the development of this site.

Modernized/Elevated Design

An elevated look will draw attention to the parts that need attention. Such as donating, volunteering, about, and horse updates,

Modernized/Elevated Design

An elevated look will draw attention to the parts that need attention. Such as donating, volunteering, about, and horse updates,

Extremely easy navigation

Easy navigation is vital to this redesign in order to maximize aid going towards the non-profit. Easy navigation will increase a user's ability to donate, find out information about events and missions, and get to know the organization as well as possible.



★★★
BRAND AUDIT

OFFERING

SAFE offers the communities of King, Pierce, and Snohomish County with reputable horse rehabilitative care for horses who have experienced abuse and neglect. SAFE values both the short term care they provide, as well as the long term care of finding the perfect forever home for these rehabilitated horses. They offer volunteer opportunities for members of the surrounding community. SAFE is a one of a kind horse care organization, providing vaccinations, dental care, vet care, and farrier care.

About SAFE Horse Rescue



Our mission: To rescue, rehabilitate, and retrain horses facing neglect or abuse and provide them with the best opportunity for a permanent home and a lifetime of safety.

Since 2005, Save a Forgotten Equine (SAFE) has been rescuing and rehabilitating horses that have been starved, neglected, abused or are unwanted. We have formal agreements in place with Animal Control agencies in King, Pierce, and Snohomish counties to support their fight to protect horses in this region. SAFE also provides assistance to horse owners struggling to care for their animals in the current economy.

SAFE is deeply committed to its rescued horses. We have extensive experience in equine rehabilitation and have successfully brought many neglected horses back from the brink of starvation. All of our horses are provided with routine vet care, dental care, vaccinations, and farrier care. Once a horse has been successfully rehabilitated, we carefully evaluate them to discover their strengths and suitabilities, and we provide many of these horses with professional training to help ensure them a safe and productive future. While at SAFE, horses receive a lot of personal attention and handling. Our rideable horses are worked on a regular basis by our on staff trainer and by qualified volunteer riders under her supervision.

Once a horse is ready for a permanent home, SAFE undertakes a rigorous screening process to find the ideal placement. We carefully review applications, check references, and conduct site visits, with the goal of finding a long-term home that will benefit both horse and adopter. After a horse is placed into its forever home, annual follow up visits are conducted to ensure the animal's continued well-being and SAFE will take a horse back if its adopter can't continue to care for it.

More about SAFE:

[Frequently Asked Questions](#) about Save a Forgotten Equine and its policies

[SAFE's Quarterly Impact Statements](#) Progress reports — horses coming in, horses going out

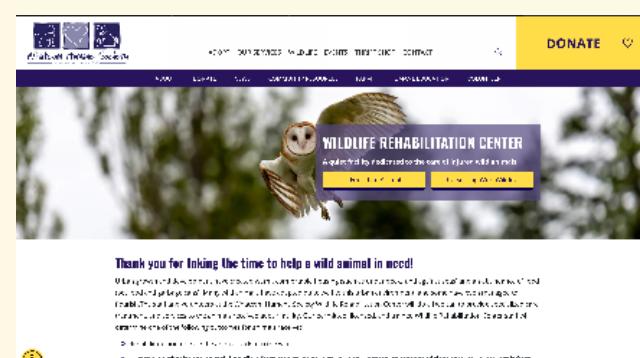
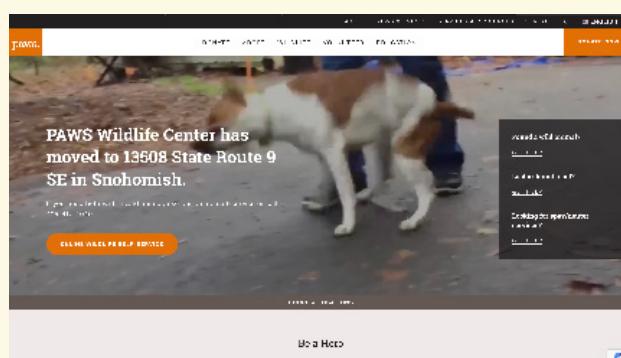
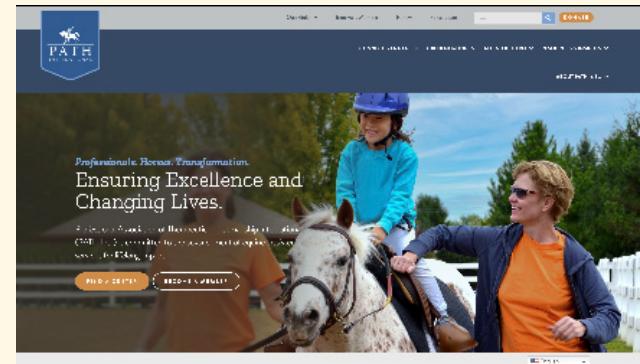
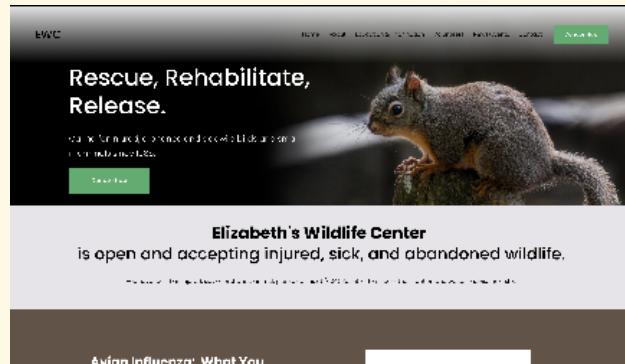
[SAFE in the News](#)

[Volunteers of the Month](#) Read what our volunteers have to say about their experiences with SAFE

[DONATE](#)



COMPETITION



AUDIENCE

Equestrians

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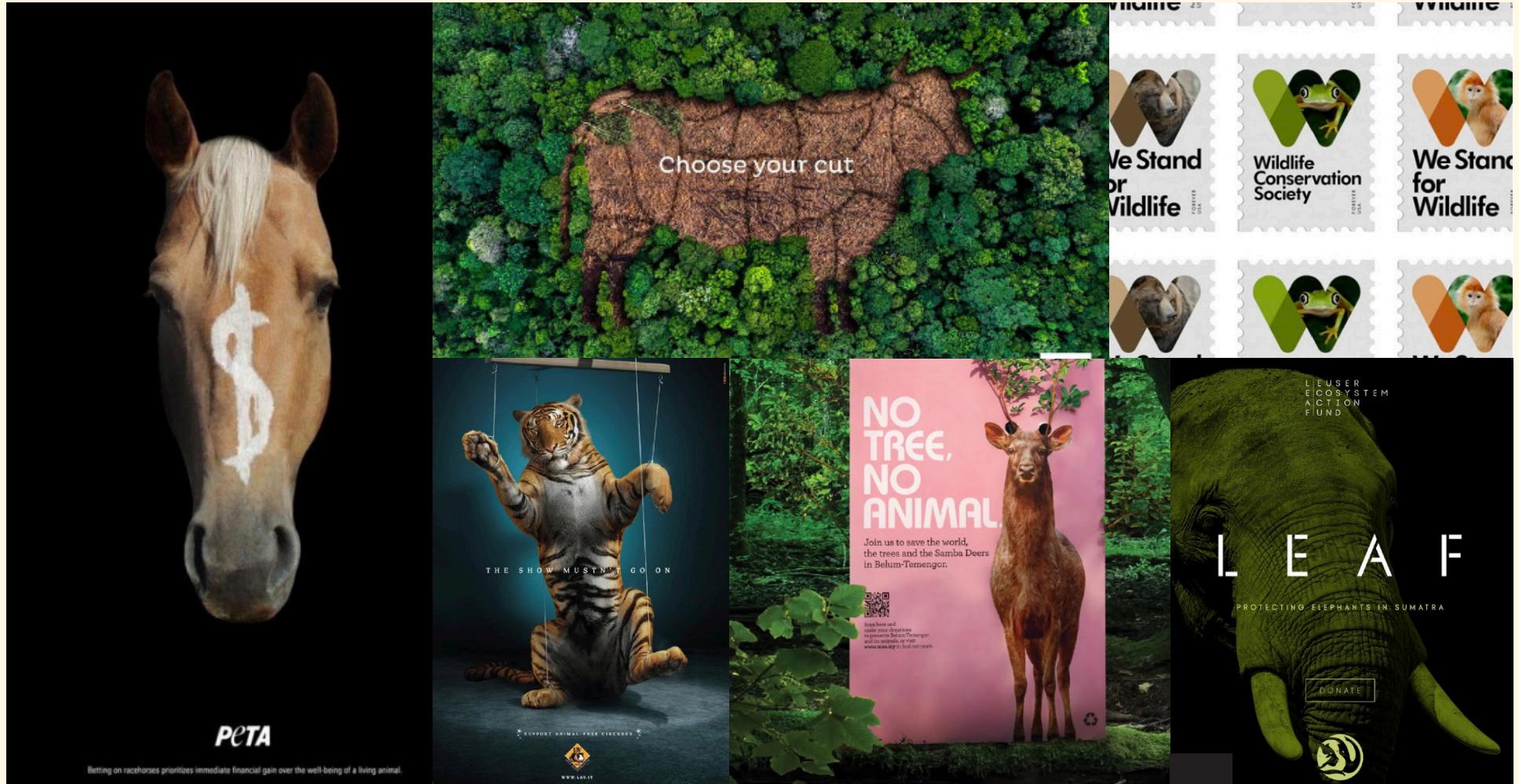
Older Folks

The older crowd tends to find things that they care about to fill their time with as things start to slow down for them. Retired equestrians, farmers, veterinarians, etc. may find themselves here wishing to lend a helping hand whether that is digital through donation or physically volunteering.

POSITIONING

SAFE is the equine rehabilitative organization for neglected and abused horses In Washington State that brings back horses who are on the brink of starvation, and provides community building volunteer connection with patients. They are special in that they offer plenty of other opportunities for community mebmers other than donating, such as volunteer opportunities, adoptions, training, horse cam watch, and much more. This well rounded organization gives back to the community while making a difference every day.

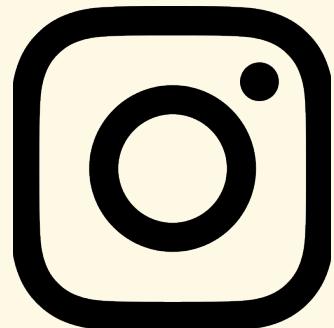
MESSAGING



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AUTUMN RIFENBURY

COMMUNICATION



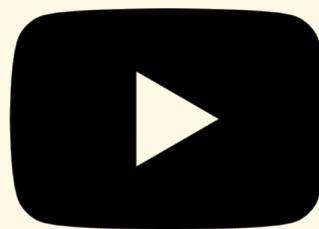
instagram

@safehorses



facebook

Save a Forgotten
Equine



youtube

@SAFE



linkedin

Save a Forgotten
Equine

ASSETS



unforgettable horses



DONATE



Meet the SAFE Horses

#439798



#7562a5



#00000



CONTENT OUTLINE

Homepage

- Youtube Video link at the top of page
- News Bar
- Current horse updates and bio's
- News letter sign up side bar
- Socials
- Contest announcement
- Foal Watch Live Cam
- Navigation Bar

Volunteer

- Volunteer at SAFE
- Safe University
- Safe Volunteers of the month

About Tab

- About US
- Safe Harbor Stables
- Who we are
- Horse Rescue
- Financial Disclosure
- FAQ
- Our Thanks
- Contact Us

Donate

- Make a Donation
- Gift Donations
- Employer Matching Donations
- Donating Stock to SAFE
- Legacy Giving
- Sponsor a SAFE Horse
- Other ways to help

A photograph of two horses in a field. One horse is light-colored and the other is dark brown. They are facing each other, creating a symmetrical composition. The background shows a grassy field and a clear sky.

★★★ USER PERSONAS

Goal

- Find another horse related activity to do her summer before college

Frustrations

- Unintuitive navigation
- Too much to look at
- Events page is confusing

Motivations

Usability



Visual Aesthetic



Eco-Friendly



Impact



Convenience

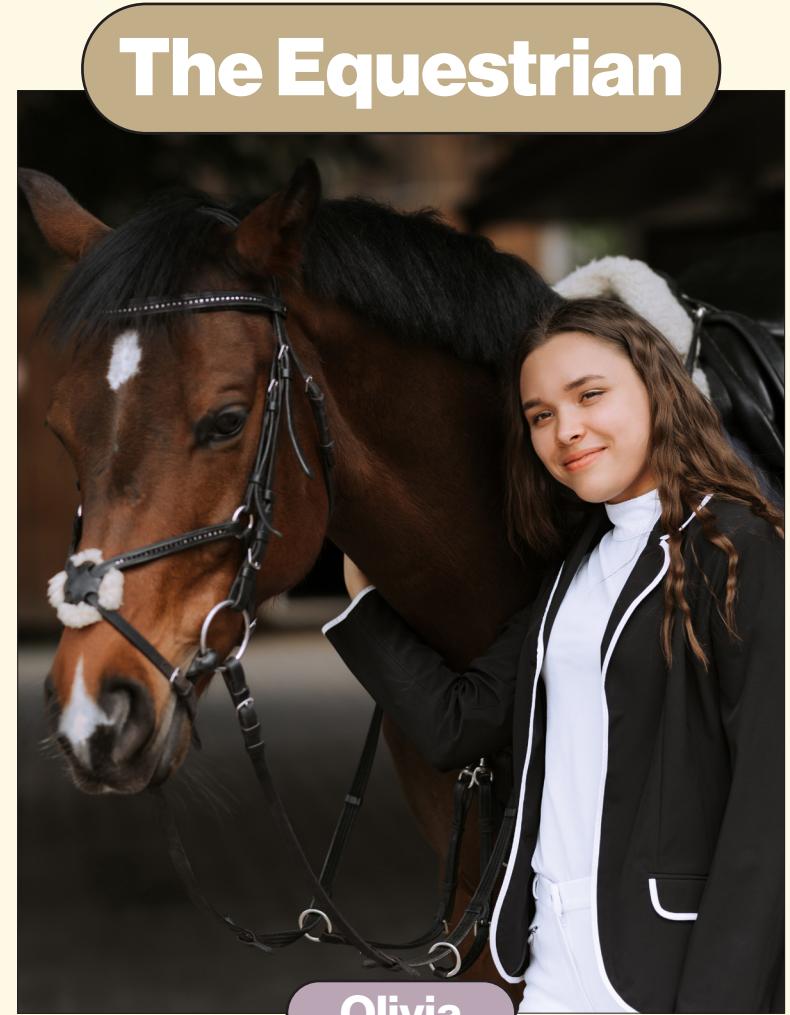


Technology Use



Personality

Olivia is a kind, intelligent and full of spirit high schooler who thrives off of trying new things, and spending time with her horse and family.



Bio

Olivia is a competition horse rider who is also attending high school. She and her horse are best friends, and she is always putting her first. Olivia hopes to become a professional equestrian and attend college after graduation to study biology.

Goal

- Find a volunteer opportunity

Frustrations

Miya is always on the go, so she wants to be able to quickly find what she is looking for when searching for volunteer opportunities.

Motivations

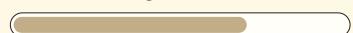
Usability



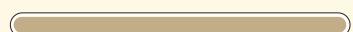
Visual Aesthetic



Eco-Friendly



Impact



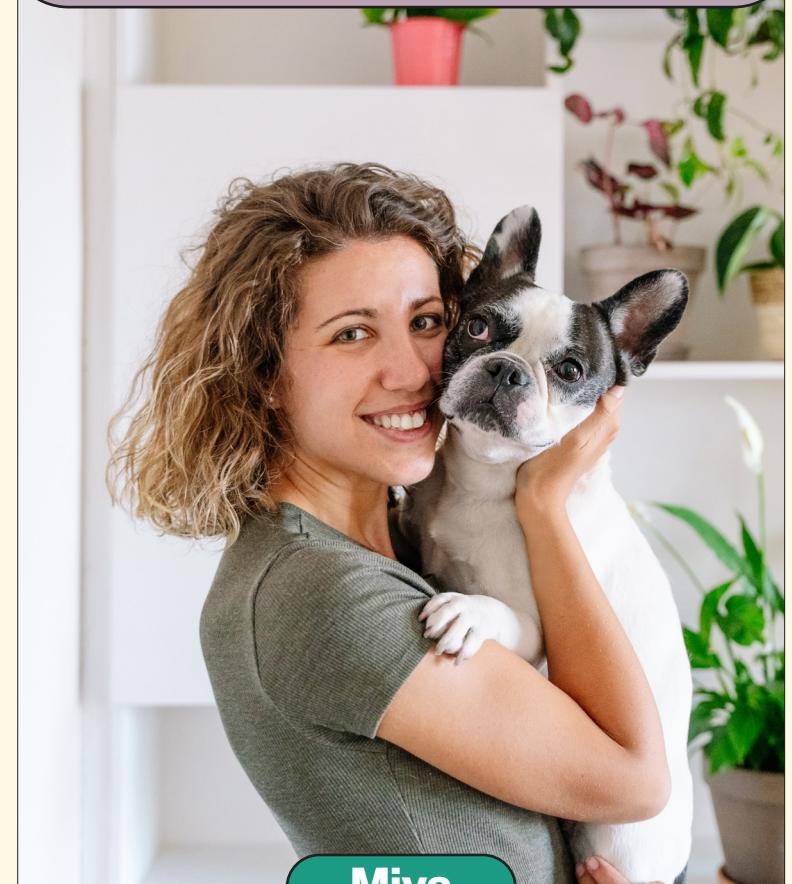
Convenience



Technology Use



The Animal Lover



Miya

Bio

Miya is a Veterinary Technician and animal rights advocate. She spends her free time volunteering at animal shelters, taking her dog on long walks, and reading. She's always on the lookout for new places to volunteer.

Goal

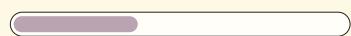
- Find non-profit in his area to donate to.

Motivations

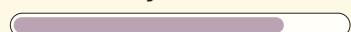
Usability



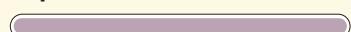
Visual Aesthetic



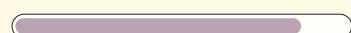
Eco-Friendly



Impact



Convenience



Technology Use

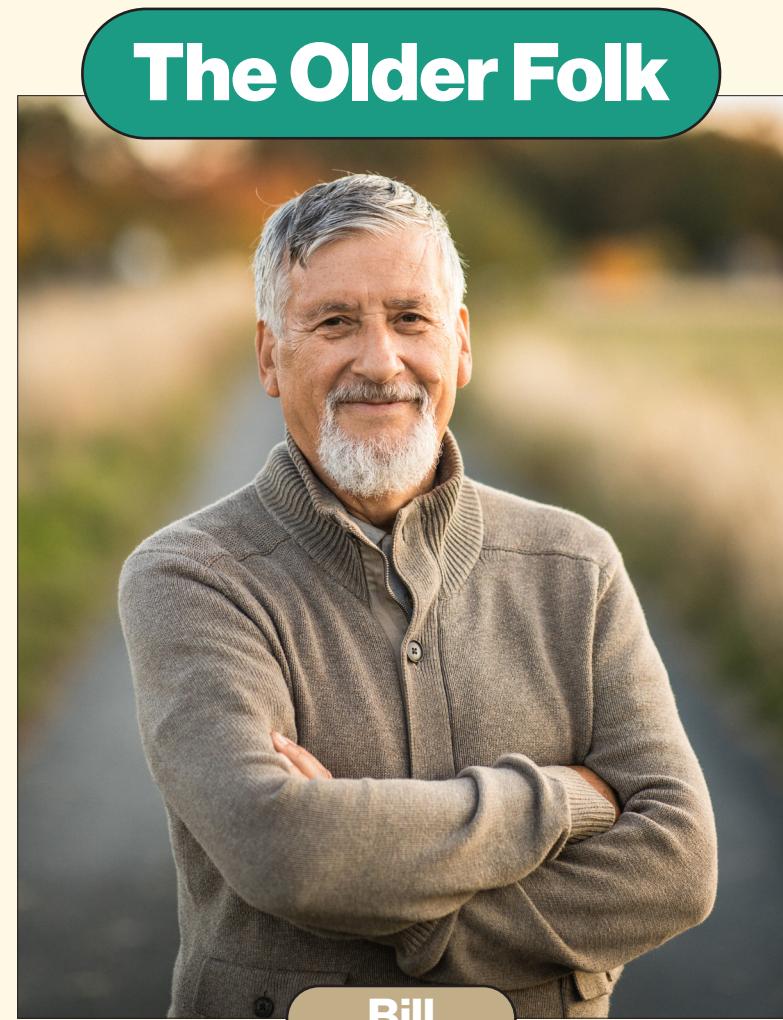


Frustrations

Bill hates tiny text, he wants to be able to find exactly what he is on the search for. While his eyes have aged, his taste has not. He has seen a fair amount of non-profit websites, and enjoys a visually pleasing user experience.

Personality

Bill is a tough but soft at heart man who farmed for 30 years. He enjoys quality time with loved ones and nature, is always giving back, and is normally in a classic but chic sweater or button down.



Bio

Bill is a retired farmer who has cared for horses for many years. As he's grown older, his physical activity has declined, but his love for horses has not. He spends his free time advocating for human and animal rights, donating old farm gear to non-profits, and gardening at home. His wife and him live on a small ranch with 2 horses while their kids now take care of the family farm.



DEFINE

BUSINESS GOALS

SAFE's mission is to make a difference through equine rehabilitative care, and community building. They value connection, empathy, and the regeneration of the horses that come into their care.

SAFE wants an easily navigatable site that appears...

FRIENDLY

WELCOMING

INCLUSIVE

UNDERSTANDING

SAFE

SUPPORTIVE

EMPATHETIC

RESOURCEFUL

OPPERTUNISTIC

HOW MIGHT WE'S

SOCIAL

- Make community members want to participate in opportunities offered
- Spread the word about SAFE
- Bring in more donations
- Out reach to neighboring organizations to encourage collaboration

SITE

- Create easy navigation on the site
- Make the site fun and encouraging
- Make donating a primary feature that is pushed on the site
- Make an approachable site for those seeking volunteer opportunities

GOAL DEVELOPMENT

SOCIAL

- Make community members want to participate in opportunities offered. **Give back to the community by doing raffles, pushing lessons to more audiences, and engage with community online more.**
- Spread the word about SAFE? **Increase social media presence, partner with local business in events, and create SAFE merch for the community to spread awareness.**
- Bring in more donations. **By increasing social media presence and offering more accessible ways for people to get involved, the rise outreach will bring in more donations.**

SITE

- Create easy navigation on the site? **Enlarge important callouts, create hierarchy, and increase negative space.**
- Make the site fun and encouraging? **Utilize photography and typography in a compelling way, and make the horse's stories the focus.**
- Make donating a primary feature that is pushed on the site. **Put donate callout within the F pattern and stand-out from other but-**

STRATEGY STATEMENT

I want to create a site for SAFE that feels welcoming, friendly, and supportive. It will be easily navigatable to put ease to my audience's browsing experience.

WHO

DONORS

VOLUNTEERS

ANIMAL LOVERS

EQUESTRIANS

WHAT

NON-PROFIT

REHABILITATION

VOLUNTEER OPPORTUNITIES

HOW

GOOD UI/UX

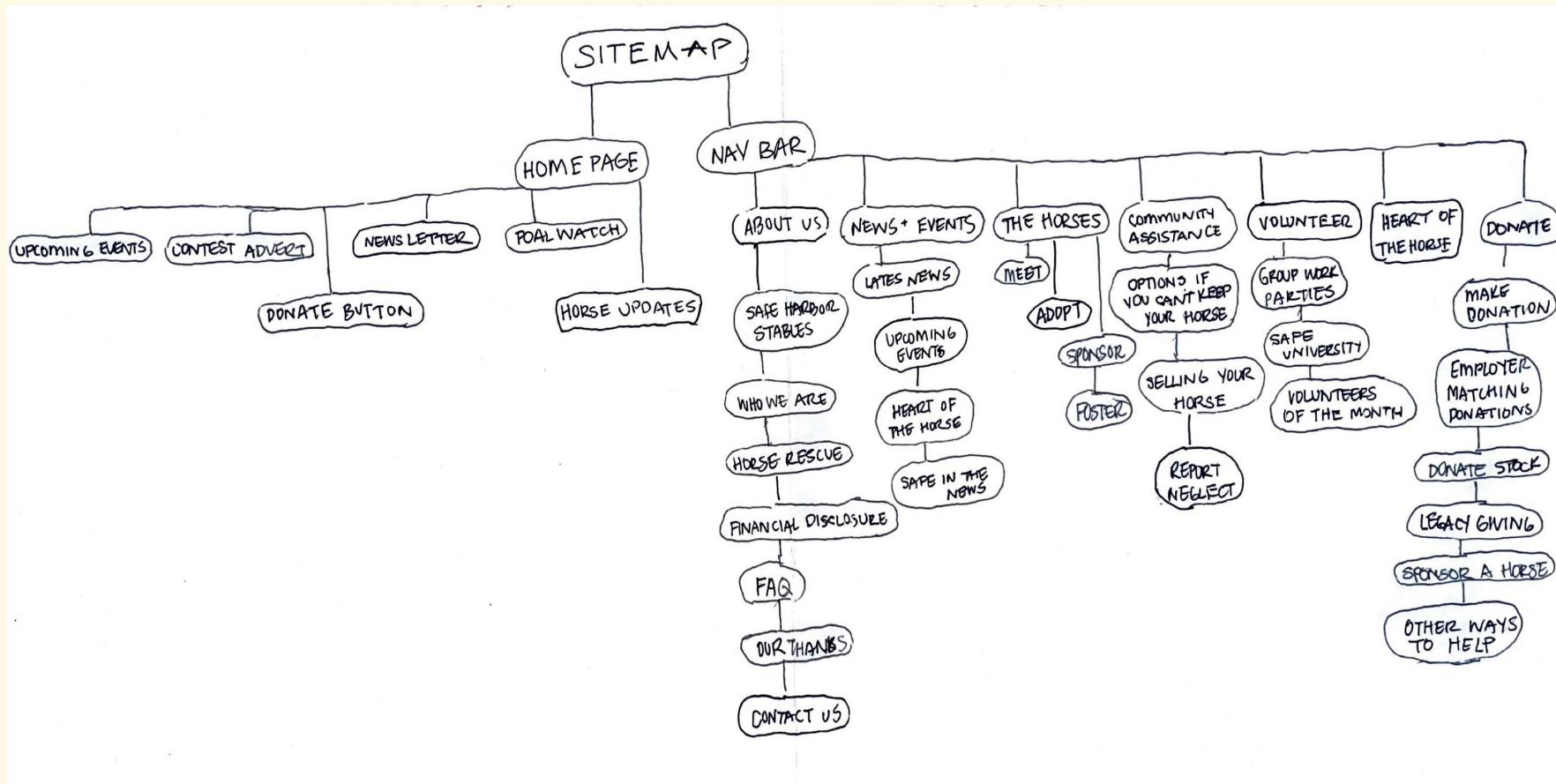
IDENTITY

COMMUNITY OUTREACH

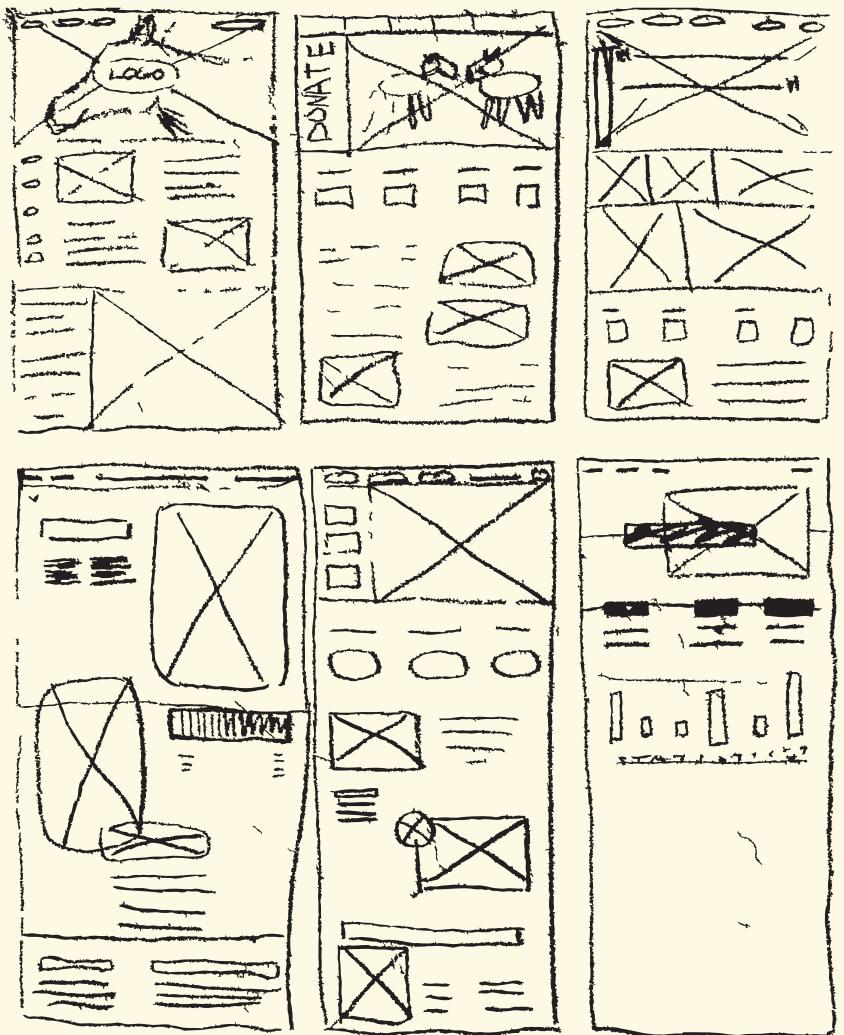


★★★
DESIGNING

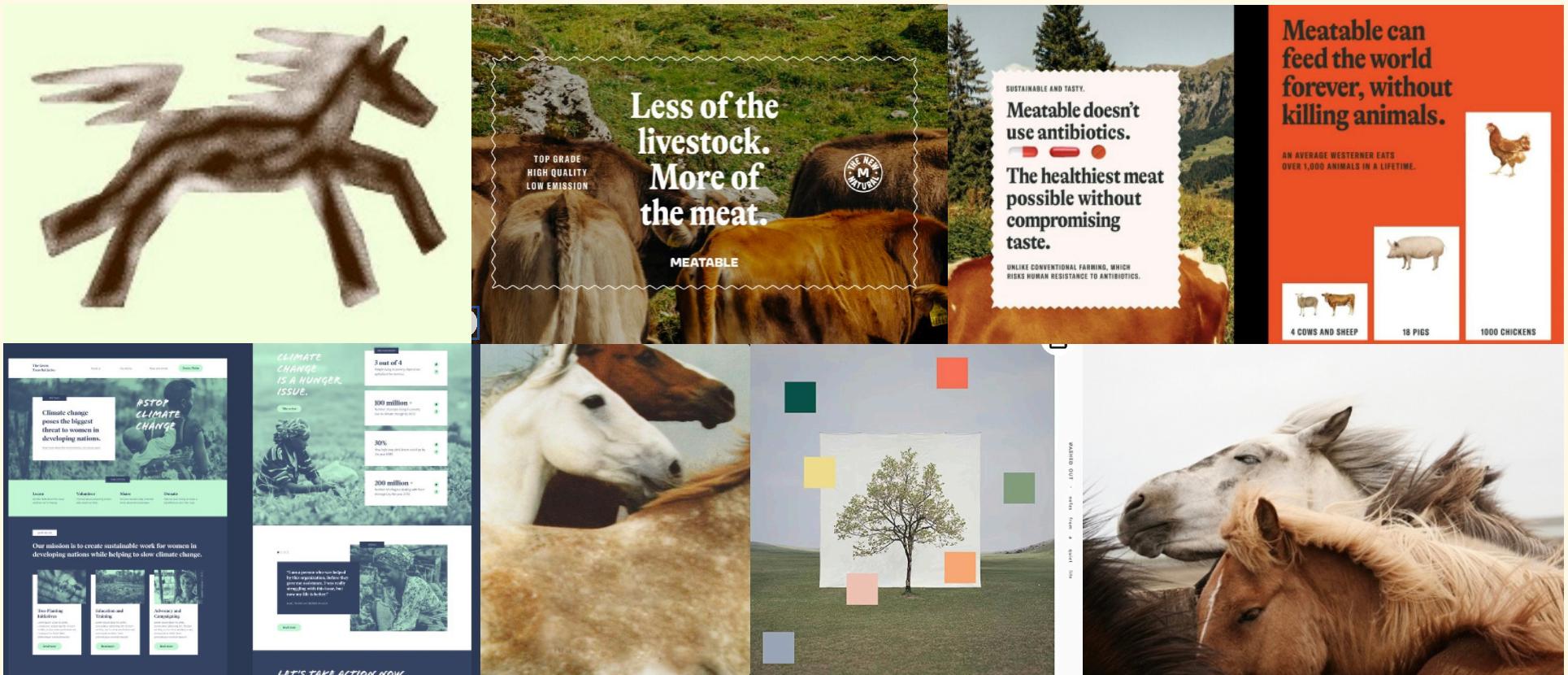
SITEMAP



SKETCHES/IDEATION



MOODBOARD



LOGO



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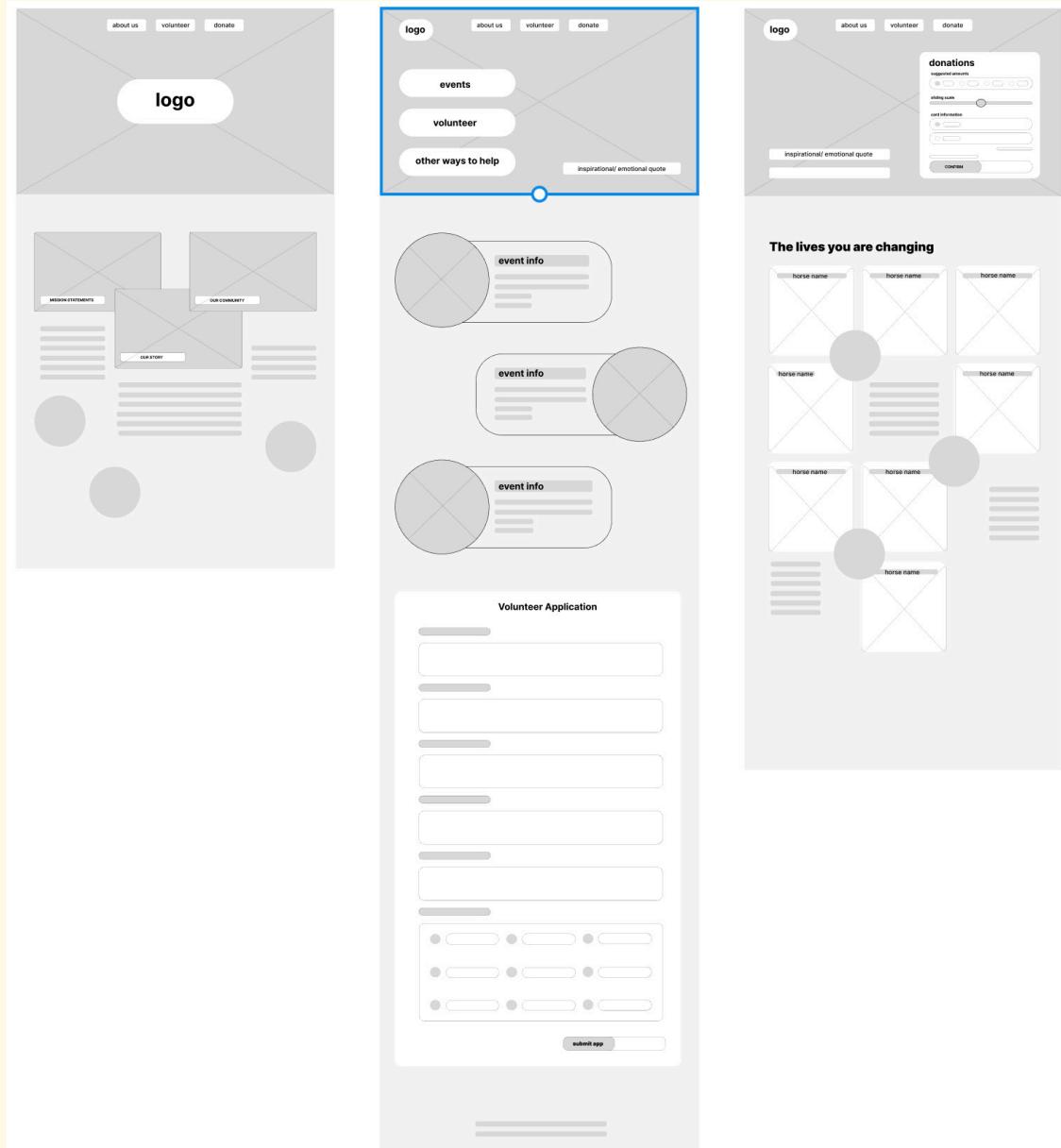
LOGO



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AUTUMN RIFENBURY

LOFI WIREFRAMES



DSGN372

AUTUMN RIFENBURY

HI-FI WIREFRAMES

HOME PAGE

about us volunteer SAFE horses events donate

SAFE

★ SAVE A FORGOTTEN EQUINE ★

TO REPORT NEGLECT OR CRUELTY, PLEASE CLICK HERE!

THE STAFF MISSION

OUR COMMUNITY

OUR STORY

rescue, rehabilitate, and retrain

STAFF CONTACT

CONTACT

MAILING

ABOUT US

VOLUNTEER

EVENTS

SAFE HORSES

DONATE

STAFF CONTACT

CONTACT

MAILING

ABOUT US

VOLUNTEER

EVENTS

SAFE HORSES

DONATE

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HI-FI WIREFRAMES

VOLUNTEER AND EVENTS



BECOME A VOLUNTEER

★★★

Volunteer Application

First Name*
Last Name*
Previous*
Street Address*
City*
State*
Zip*
Email Address*
Birth Date*
Month * Day * Year *

What kind of volunteer work would you be interested in doing?

Admin Staff (Office) Facility Maintenance All Barn Choices
 All Barn Choices First Friend (F4) Reference Checker
 All Event Assistant All Event Assistant Special Events

Please tell us of any previous volunteer experience you have. If none, leave blank.

Volunteering may include strenuous labor. If you have any physical conditions that would limit mobility, please state here. Safe values every helping hand, and will always do our best to accommodate.

Thank you for your kindness,
You'll hear back from us shortly!

submit

★★★

CONTACT

ABOUT US

VOLUNTEER

EVENTS

SAFE HORSES

DONATE

MAILING

SAFE

PO Box 2769

Redmond WA

98057-2769

Physical Address

10407 95th Ave NE

Redmond WA 98033

Duration: donated@safehorses.org

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STAFF CONTACT

Business Manager: [businessmanager@safehorses.org](#)
Executive Director: [executivedirector@safehorses.org](#)
Horse Manager: [horse@safehorses.org](#)
Operations Director: [operations@safehorses.org](#)
Marketing & Outreach: [marketing@safehorses.org](#)
Megan McFadden, [megan@safehorses.org](#)
Sarah Schaeffer, [sarah@safehorses.org](#)
Barn / Facilities Manager: [barnfacilities@safehorses.org](#)
Leah Lefkowitz, [leah@safehorses.org](#)
Ulysses Lefkowitz, [ulysses@safehorses.org](#)

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AUTUMN RIFENBURY

HI-FI WIREFRAMES

VOLUNTEER AND EVENTS

Desktop - 7

The Lives You're Changing

RIDING HORSES AVAILABLE FOR ADOPTION

THE LIVES YOU'RE CHANGING

A donation today saves a horse tomorrow

Make a donation

VENMO

PAYPAL

ZELLE

TULIP

MIRANA

BANDIT

JACOB

SIENNA

MAISY

NOVA

TIVA

ZURI

ARIONA

WREN

FRIDA

RANGER

MAISY

NOVA

TIVA

ZURI

SAFE

about us

volunteer

SAFE horses

events

donate

Non-Riding Horses Available for Adoption

TULIP

MIRANA

BANDIT

JACOB

SIENNA

SAFE

ABOUT US

CONTACT

MAILING

STAFF CONTACT

AUTUMN RIFENBURY

NON-RIDING HORSES AVAILABLE FOR ADOPTION

TULIP

MIRANA

BANDIT

JACOB

SIENNA

SAFE

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STAFF CONTACT

AUTUMN RIFENBURY



I THANK YOU!