

NC RUFF Homepage Redesign

By Brazill Design Group

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NC RUFF

Website rebuild

July, 2015

Client background

Rescue Ur Forever Friend (RUFF) is an all volunteer, nonprofit rescue dedicated to reducing the homeless population of pets, through foster care, medical treatment and adoption into forever homes. RUFF encourages responsible pet ownership through community outreach and education.

Rescue Ur Forever Friend (RUFF) improves the quality of life of homeless pets by providing a safe refuge through excellent foster and medical care until their permanent homes are secured, ensuring a long lifetime of safety, love and companionship. The agency also encourages responsible pet ownership through education, advocacy, programs and services.

NC RUFF envisions a community where every pet finds a loving and permanent home, is spayed or neutered, and is treated with respect and compassion.

NC RUFF has a *small, yet dedicated staff* of three women, Diane Ward, Kim Brown and Ann Tisdale, who have a combined forty years of experience rescuing dogs and cats from high-kill shelters throughout North and South Carolina.

Project overview

To re-design the NC Ruff web site to make it more impactfull and interactive for the user. The website needs to easier to use for both staff members, volunteers and potential adoptive families. The current website was designed in 2005 and, while functional, is not as polished and intuitive as those of other local rescue organizations. Diane and her staff want the new website to have a look that better reflects the growth of the organization and lets the animal's personalities shine through. Primary Focus will be paid to telling the stories of the wonderful animals that need homes and the life-enhancing experiences that are shared between the pet and its new adopted family. The ultimate goal is to find loving homes for all the pets that NC Ruff takes in. A secondary focus will be placed on educating the user about NC Ruff's need for foster families, donations, volunteers to help care for the animals waiting for forever homes.

Even the best websites are useless if they can't be found, so the new site will take advantage of the latest in search engine optomization tools to make NC RUFF one of the first rescues to appear when an interested family searches for a new pet on Google and Yahoo.

Goals and objectives

1. Increase adoption rate by 20% over the previous year.
2. Increase web hits by 40% over the previous year.
3. Increase site-generated monitary donations by 30% over previous year.
4. Increase non-monitory (food, beds, shampoo etc.) donations by

20% over the previous year.

Research finds that the target audience for NC Ruff are persons aging in range from 25-45, are college educated, have a yearly household income greater than \$50,000, are in a committed relationship or are married, have at least one child, have lived in their current residence over 1 year, and check-in regularly on social media sites like Twitter, Facebook and Instagram.

Based on this data, the new website will not only link to NC Ruff's facebook page, but also to their newly built Twitter and Instagram accounts. Social Media is the way people communicate in the twenty first century and NC Ruff will be part of the conversation. In conjunction with the added links, there will be space on the site for NC Ruff clients to share pictures and videos of their furry buddies performing for the camera. Diane and her staff spend significant time getting to know their clients before the adoption process begins and they don't want that relationship to end when the pet is handed over.

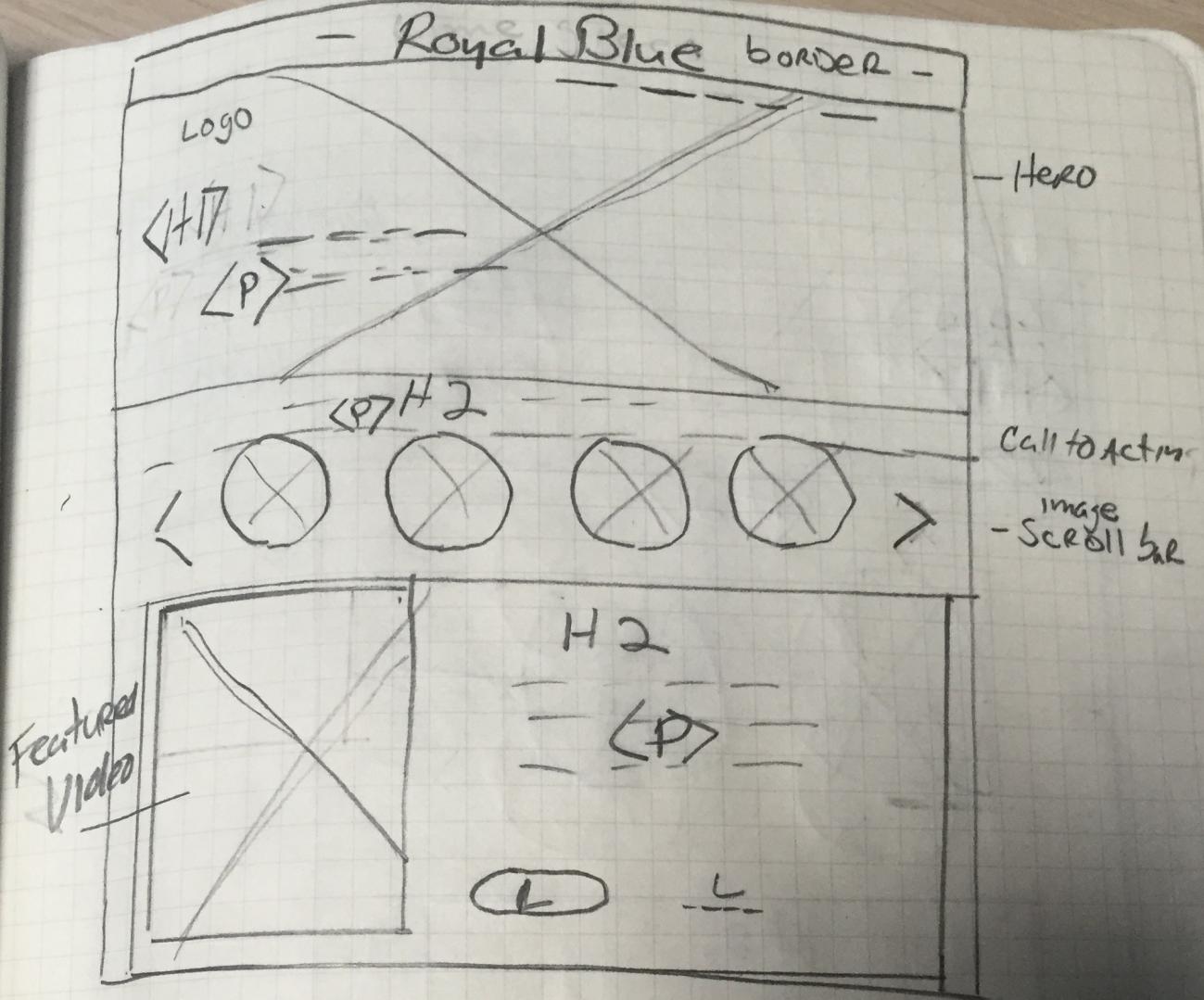
Tone and Perception

NC RUFF is a labor of love for Diane, Kim and Ann. They dedicate a significant amount of time and energy to bringing together families and pets who need each other and they take great joy in knowing that they are making an impact in the community. Pets are fun and have a unique way of breaking down barriers and bringing people together. In that spirit, the new NC [RUFF.org](#) will be a fun place to visit, the tone will be light, casual and playful. It will be the type of place where mom's and

daughters will huddle around the iPad every week to watch the latest cute videos featuring the adorable rescue animals. It will be a site that people will want to share with their Facebook friends. It will be a place people will visit even after they bring home their new furry friend.

Scope of work

The redesign of NC [RUFF.org](#) will be complete by November 1, 2015, with a go-live date of November 15, 2015. Brazil Designs will redesign NC RUFF free of charge and will provide free basic technical support and education for six months following the go-live-date. Content including text, logos, images and videos will be provided by NC RUFF no later than September 15, 2015. Failure to provide agree upon content could result a delay in the site completion and go-live date.



Color Palet

Grey

Royal Blue

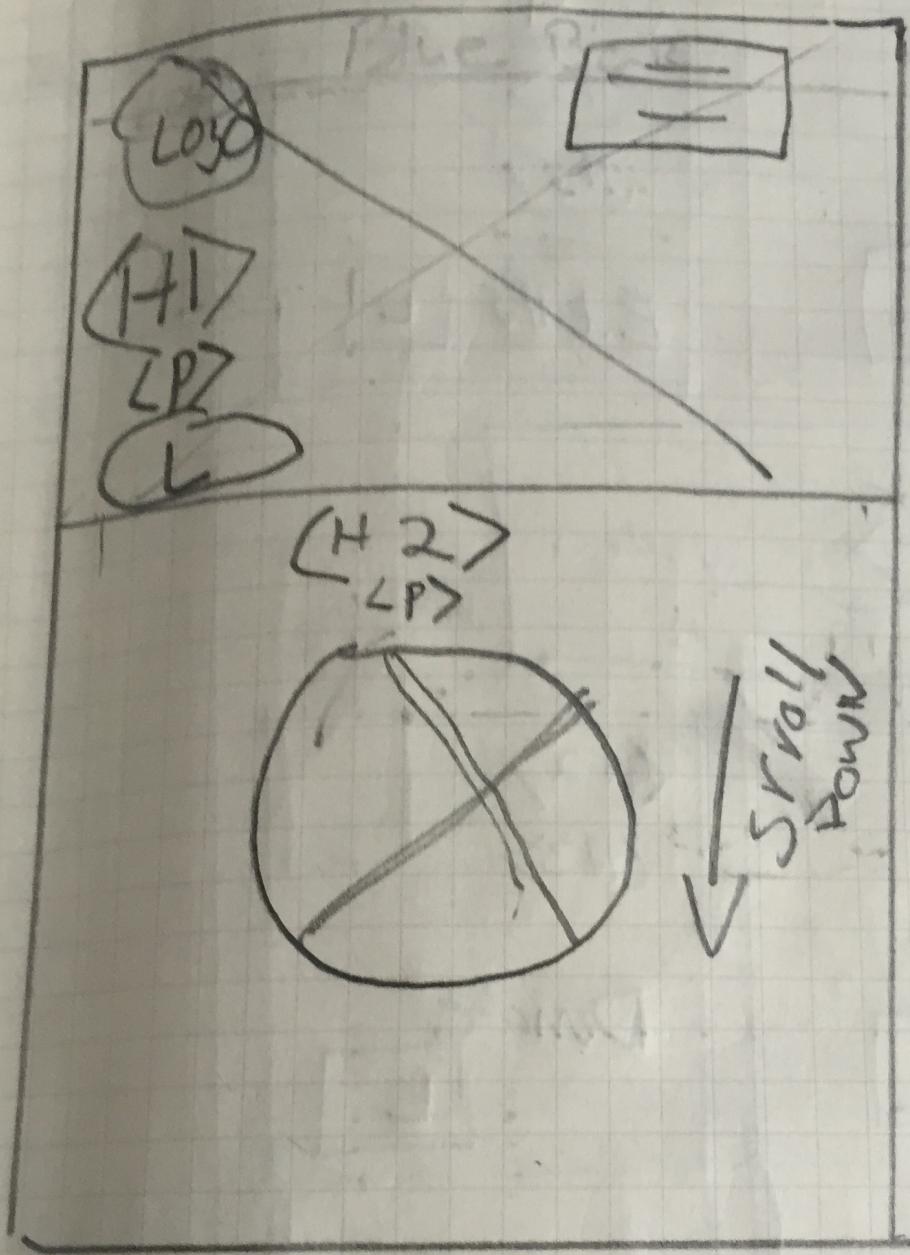
green

Text

Helvetica

PetsHelp Website

Desktop



Pet help
Mobile

NC Ruff Home page desktop view

Large Hero Page . Expect a pic of a dog and a child playing in a park or natural setting.

RUFF
Logo

Your new family member is waiting...

Rescue a pet in need today!

click on an image to open adoption page.
Pic will be a close-up of a cat.

Adopt a pet

<h3>
text text text text text text text text text
more text more text more text more text

Make a
donation

<h3>
text text text text text text text
more text more text more text

Volunteer

<h3>
text text text text text text text
more text more text more text

spotlight pet

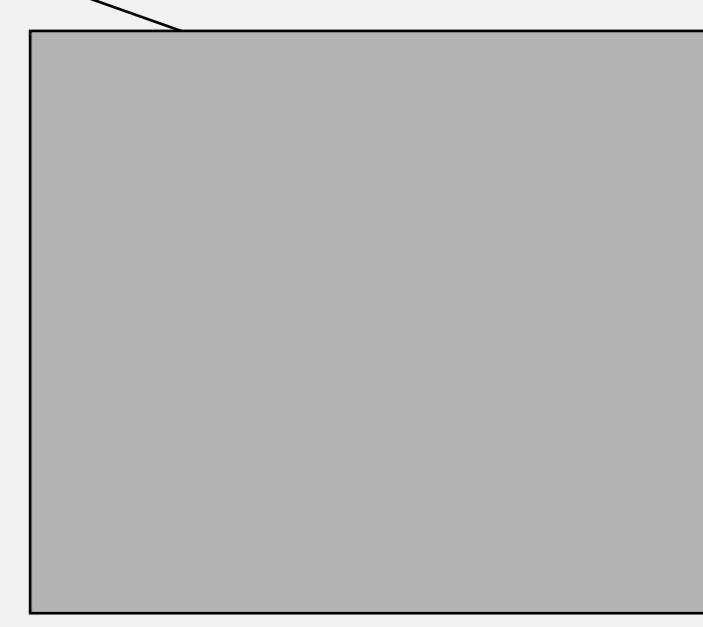
Feature one of RUFF's wonderful pets that needs a home.
Clicking on the photo will take you to the pet's bio page

Events

Dog wash....
Adoption event...
meetup at the dog park...

Latest News

tweet....
tweet...
instagram post...



<H1>

<H2>

Adopt

Donate

This is where the text goes this is where the text goes this is

Volunteer

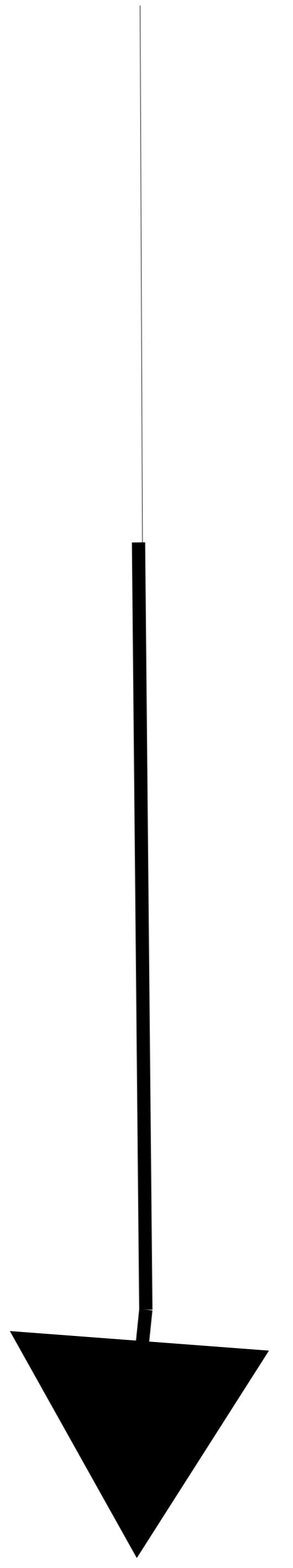
Events

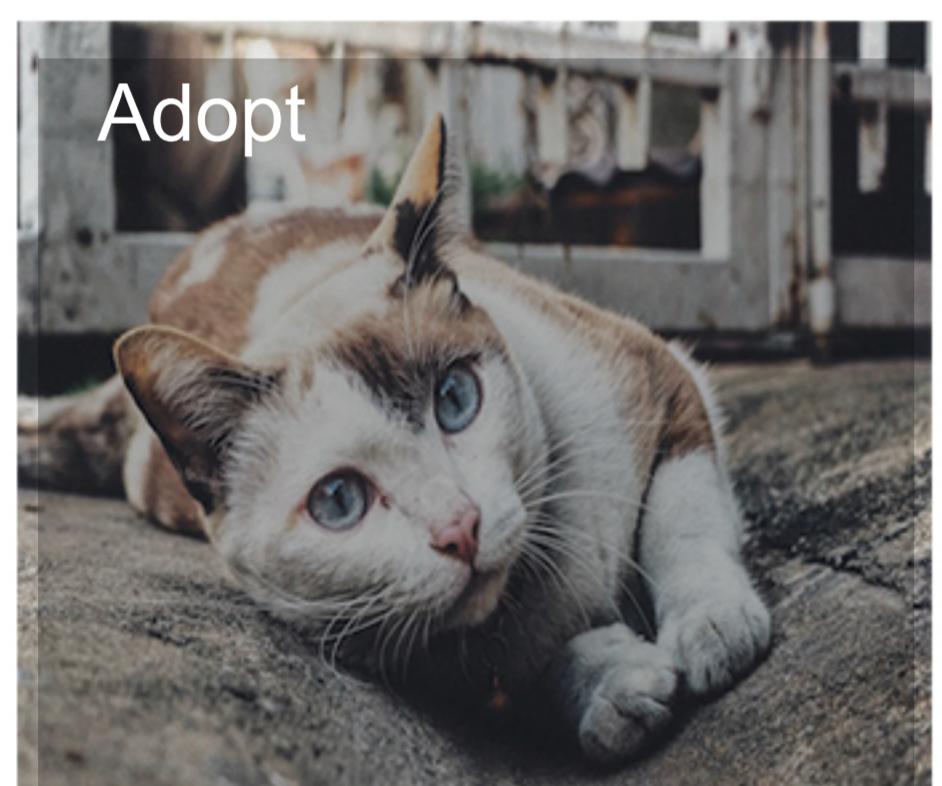
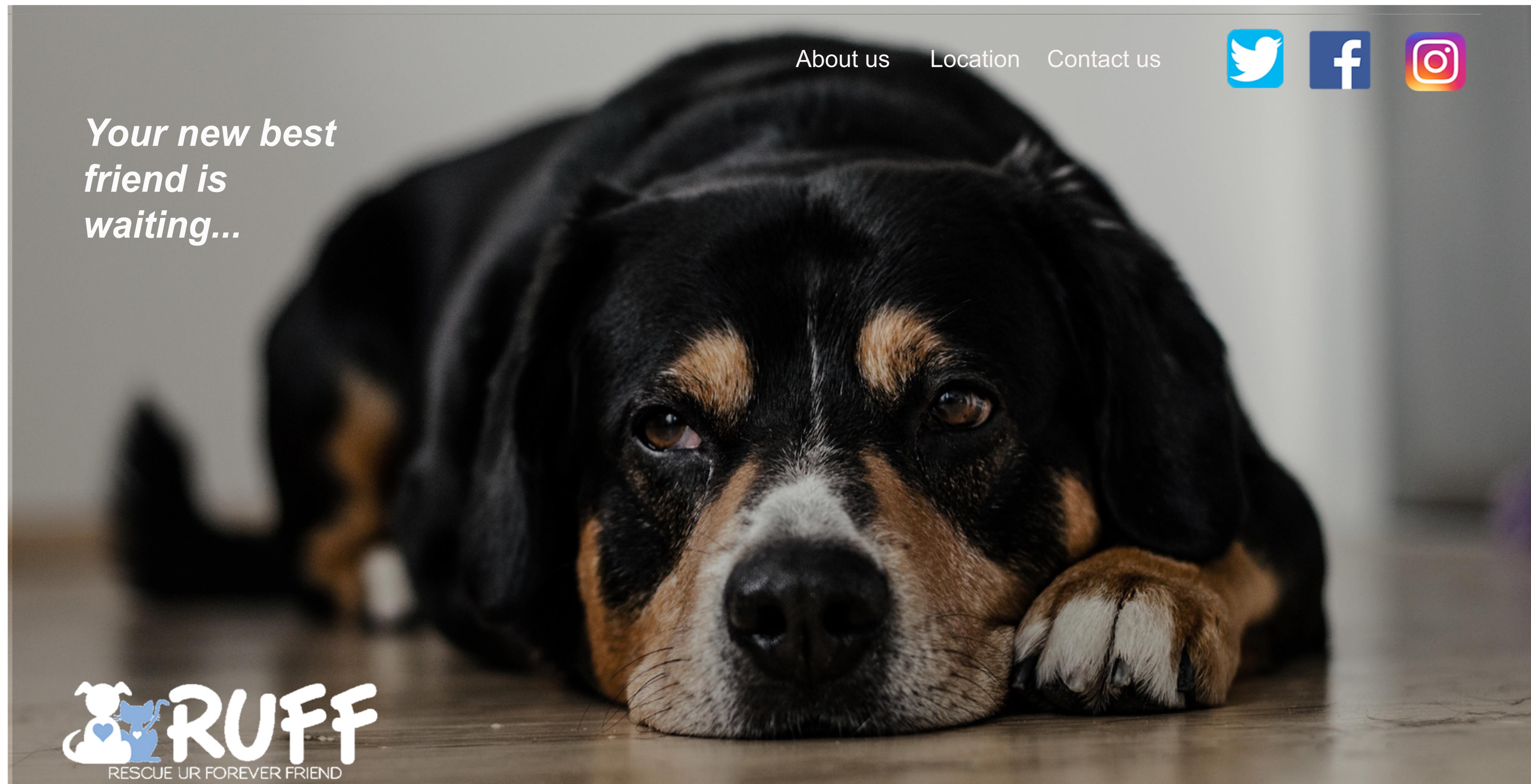


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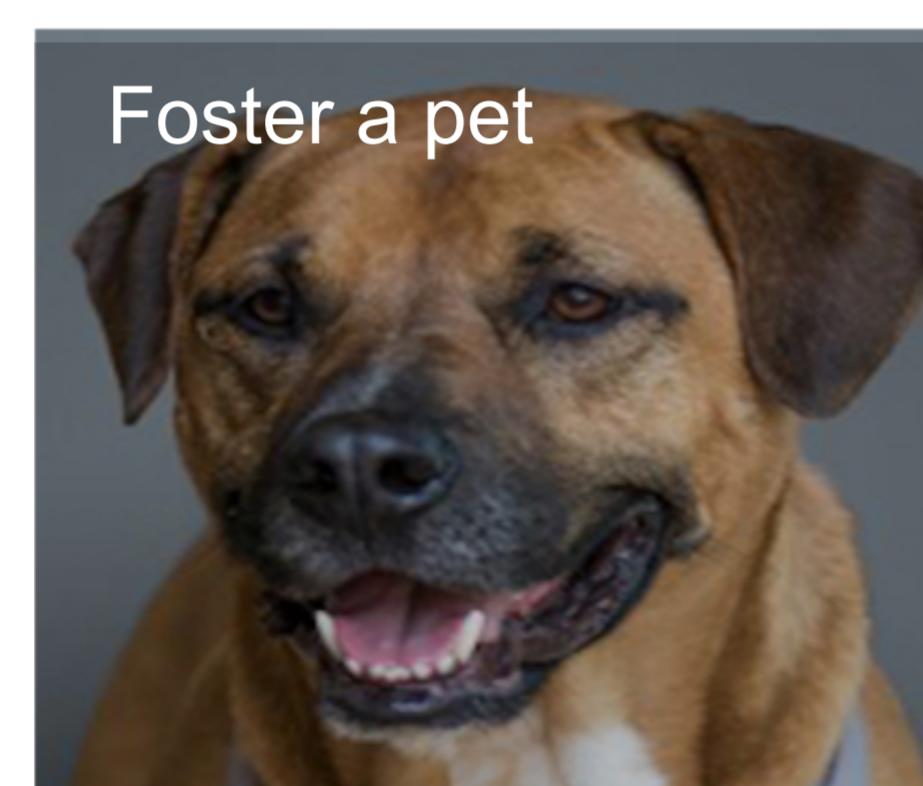
Adopt

Donate





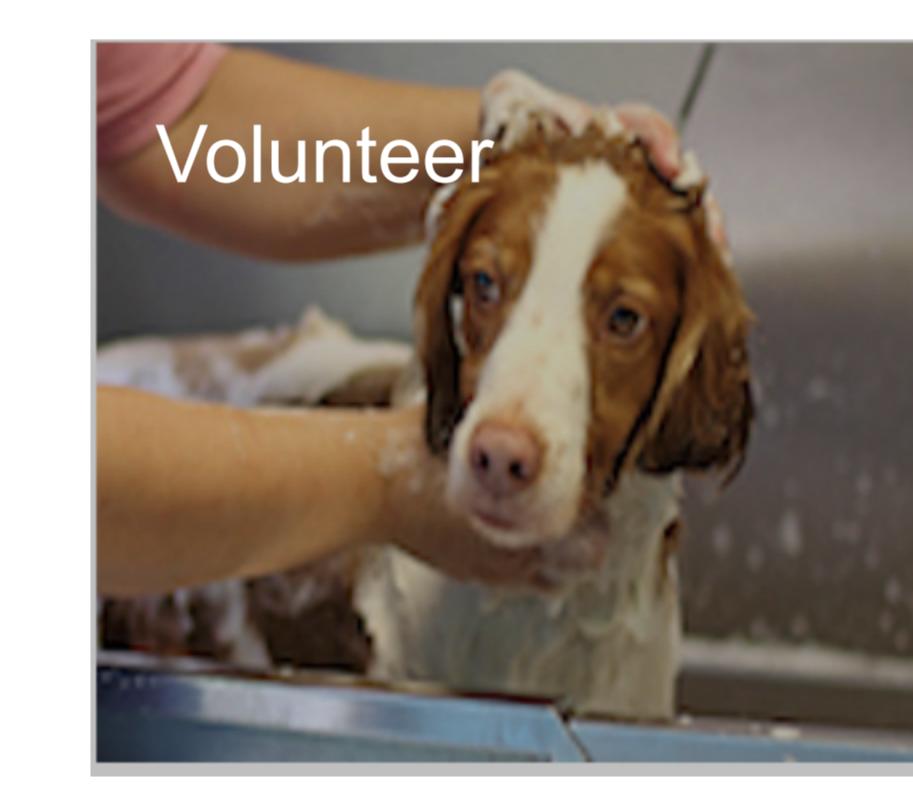
Click here to browse our available pets and to find out how easy it is to bring your new furry buddy home.



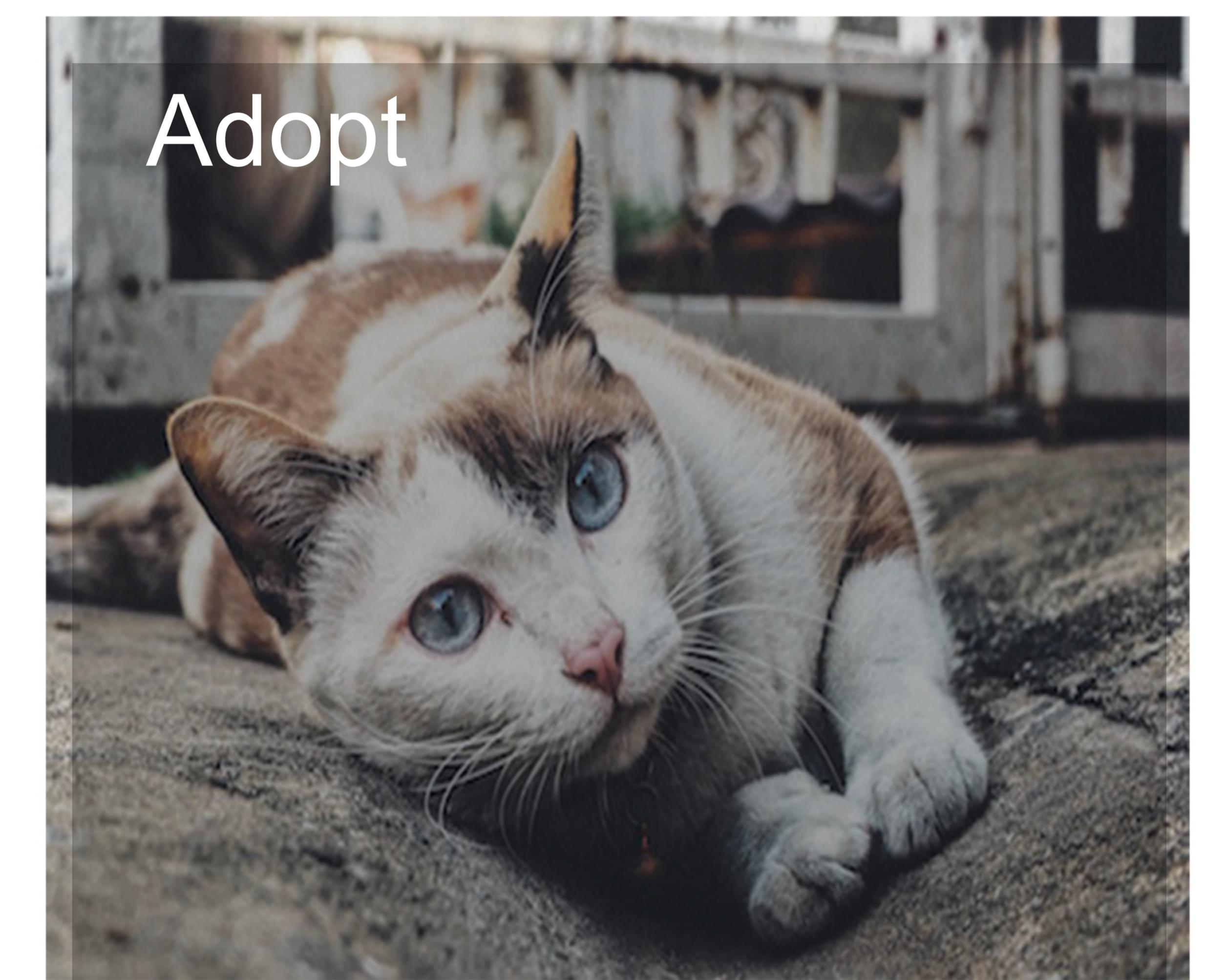
Provide a warm home to a pet in need while it waits for its forever home. Click here for more details.



We're always looking for pet food, gently used beds and old towels. You can also make a tax-deductible donation. Click here to find out how.



Can you spare an afternoon for some furry fun? We'd love your help.



Nothing puts a smile on our face quite like our favorite pets hamming it up for the camera. Every week we'll post some of our favorite videos right here. Send us your crazy pet moments and we'll share them with NC RUFF nation!

Upcomming Events

March, 20 Meetup at Bond Park
April 11 Food Drive at PetSmart

News

Bailey Gets adopted!
Patches just had her kittens.
Thank you Troop 234!

