

Pet Adoption Websites

Adopt a Pet | PetFinder | The Shelter Pet Project

Cat Cappellari 6.11.2022



Adopt a Pet
 **com**™

1

Banner at the top for pet tips adds height but it also easy to miss

2

Navbar blue is a bit too light to pass accessibility checks. The lime green buttons have the same issue.

3

Selecting type of pet is tab interface. This may be a little too easy to overlook, as the tabs don't really look like tabs and are low-contrast.

4

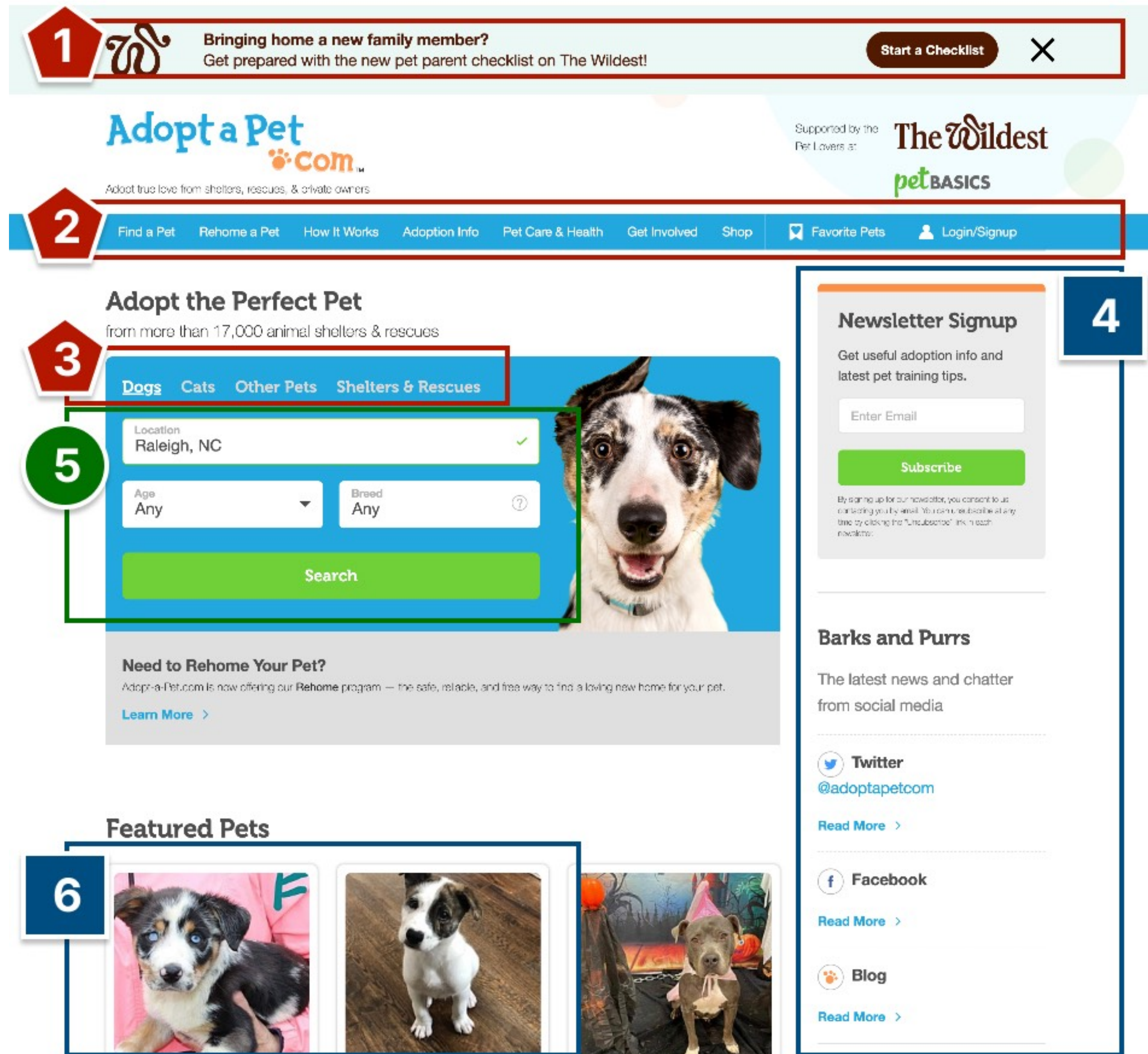
CTAs for getting connecting create a welcoming atmosphere.

5

The user can get started on a search with only a location entered. Very low barrier to getting started.

6

Cute pet photos are very emotionally compelling.



1

Easy to change location if you need to expand or narrow your search

2

You can save you search to get emails when new animals that match your search become available

3

Nice photo of animal + info about. Photo draws in the user.

4

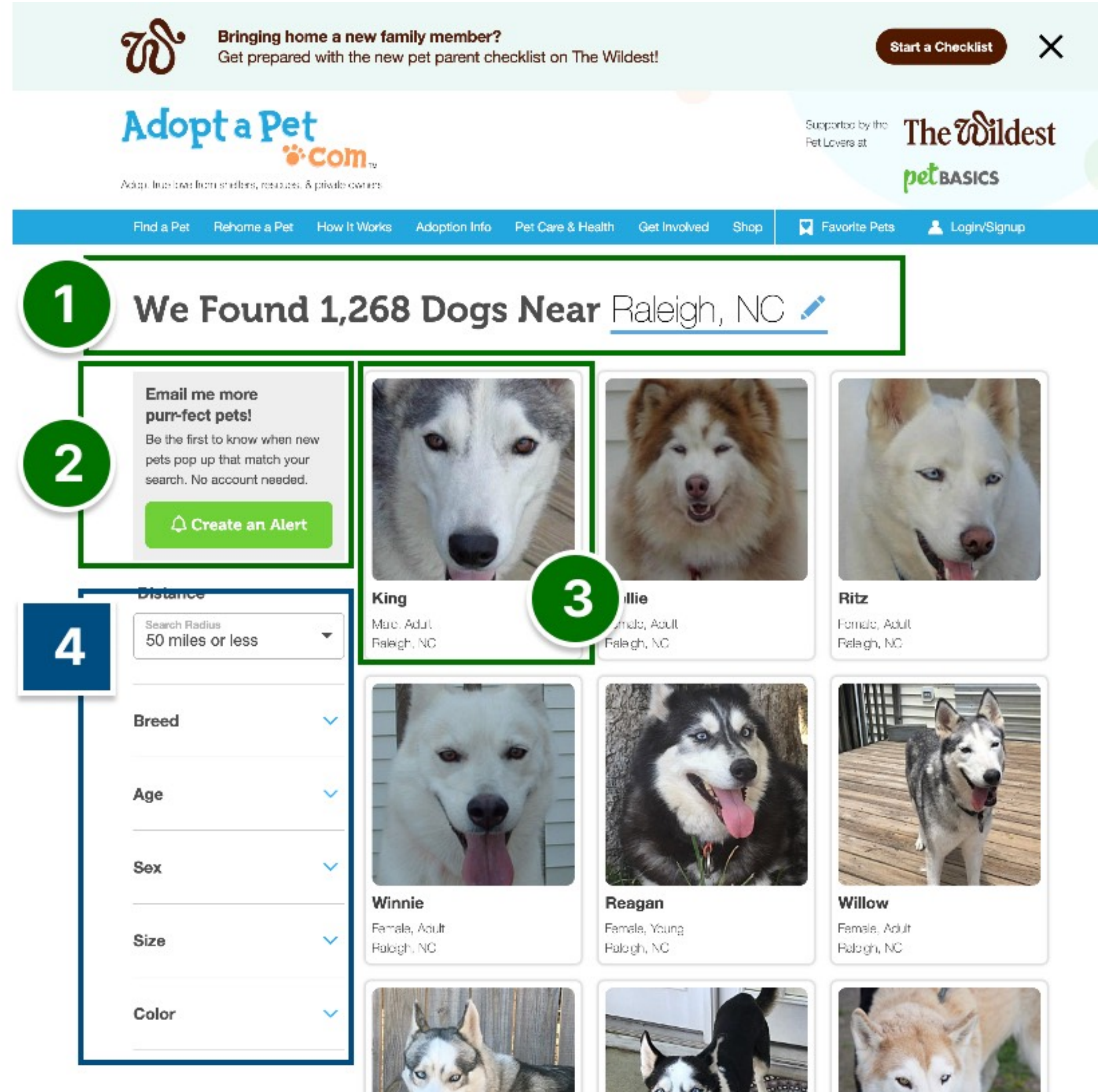
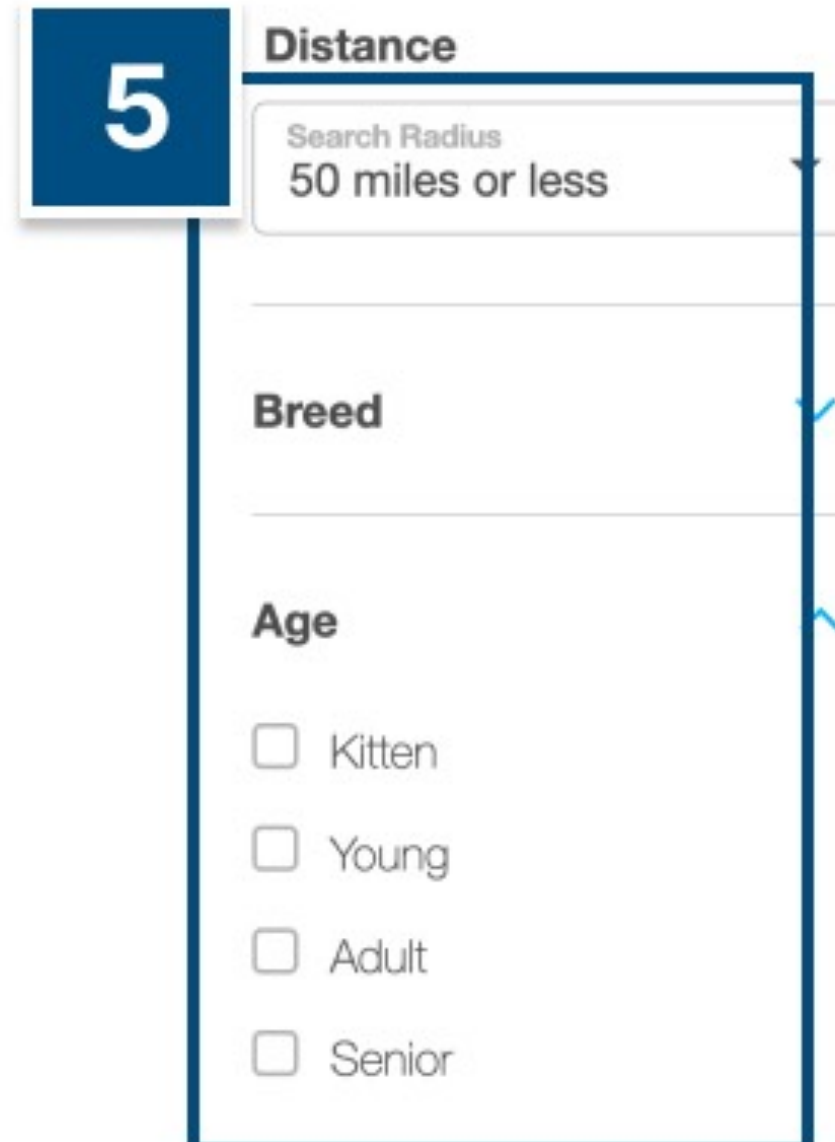
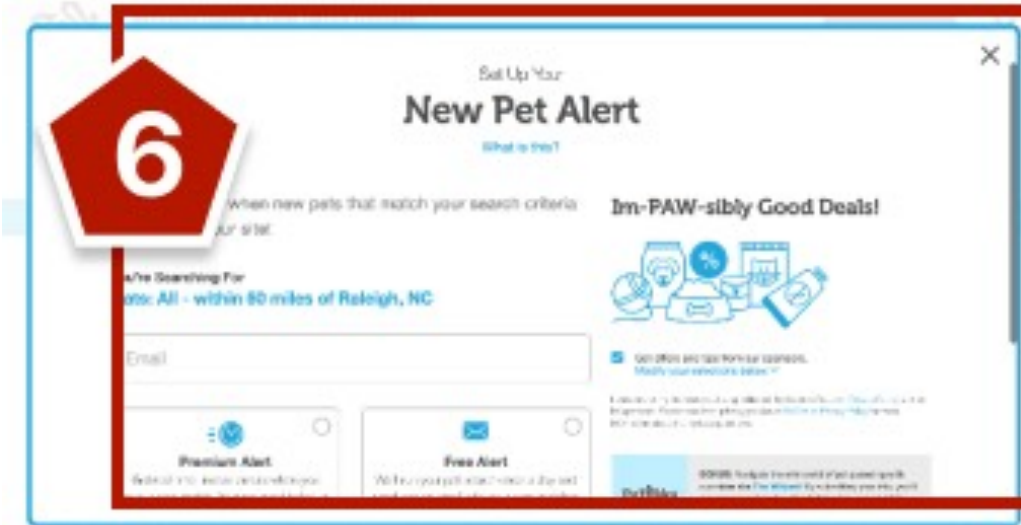
Basic filters are in a an easy-to-find location. Operation is straightforward.

5

Filters allow user to select more than one option for the filter

6

A popup immediately hides the results page when it loads. It keeps on popping up. Breaks up the user flow and is not optimally timed.



1

Cute photo and use of first-person copy help draw the user in.

2

Feature to favorite an animal is nice. Could be more visible, though.

3

Button implies that clicking will place a call. It is actually jump link to the shelter info. Mismatch between expectations and reality.

4

Basic facts are in a an easy-to-find location.

5

“My Story” has potential to also draw in user with emotional appeal.


6

Shelter info may be a little too spread out. It’s unclear how to proceed with adoption process.

7

Other animal carousel at bottom allows easy access to continue search if still want to see more.

[Back to Results](#)

1

2

[Add to Favorites](#)

3Ask About Me

I'm Being Cared for by [Orange County Animal Shelter](#)

4

Facts About Me

Breed	Domestic Shorthair	Sex	Male
Color	Orange or Red Tabby	Pet ID	A170050
Age	6 years old, Adult	Hair	Short

My Info

✓ Neutered

5

My Story

[f](#)[t](#)[p](#)[e](#)

I'm part of the Spring Adoption Special.
[My adoption fee is only \\$50.00 during the month of April!](#)

6

Shelter

Orange County Animal Shelter

6

Shelter

Orange County Animal Shelter

Contact Info


Shelter	Orange County Animal Shelter	Pet ID	A170050
Contact		Phone	(919) 967-7383
Email		Website	http://www.co.orange.nc.us/animalservices/adoption.asp
Address	1081 Martin Luther King, Jr. Blvd, Chapel Hill, NC 27514		
		Donation	

Their Adoption Process

Additional Adoption Info


7

Other Pets at This Shelter




***RUFFLE**

Male, Kitten
Domestic Shorthair



***ICEMAN**

Male, Adult
Domestic Shorthair



THEO

Male, Senior
Domestic Shorthair

[View All 46 Pets](#)

**the
shelter pet
project**



1

Menu contrast with background is too low for accessibility. The white text on purple background buttons are also too low-contrast.

2

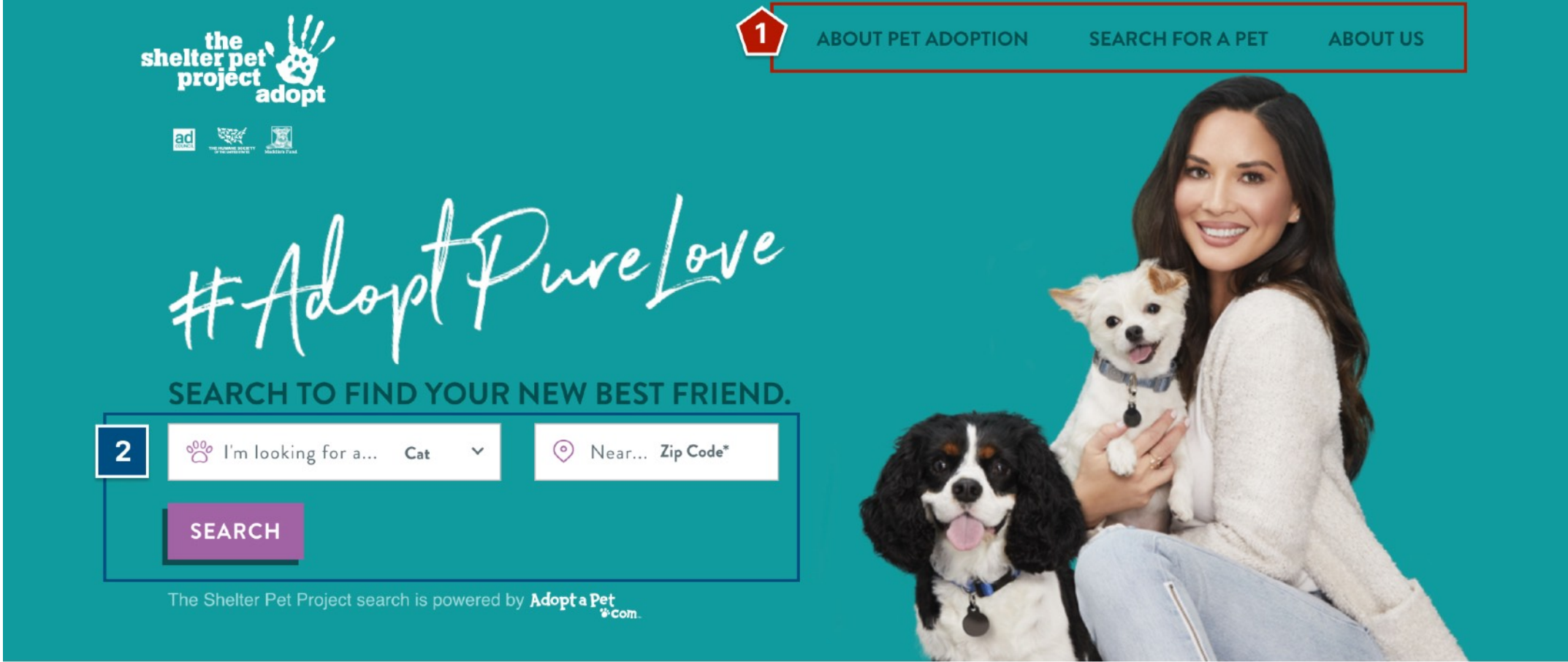
The search is very straightforward. It is limited to searching location by zip, which might be tricky for some users.

3

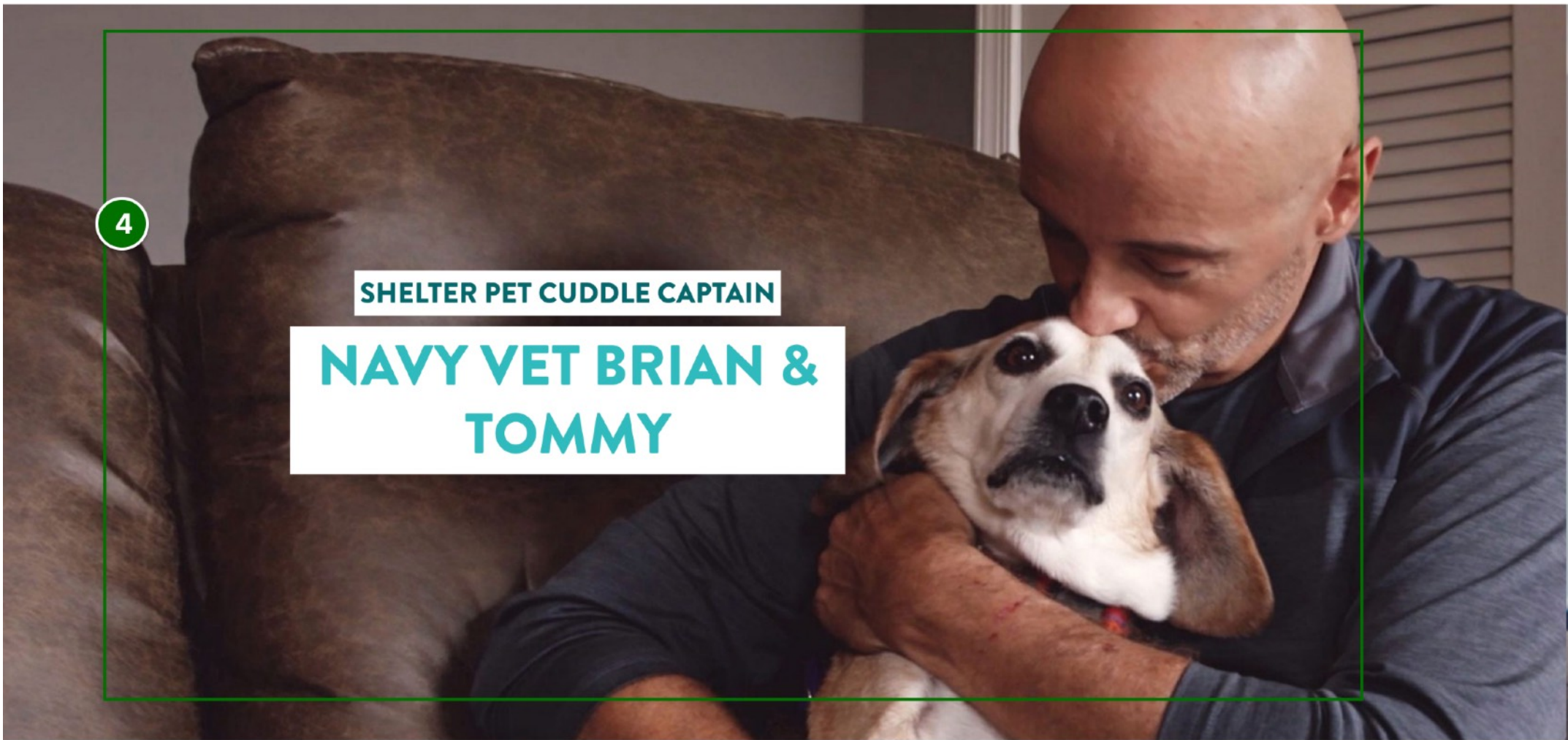
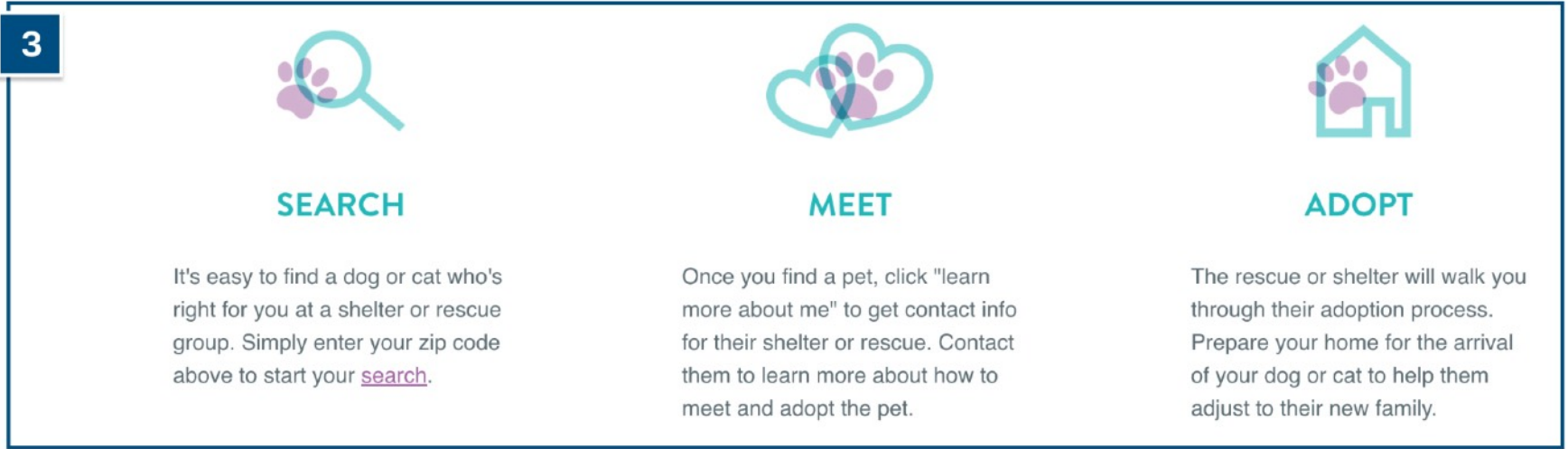
Copy is welcoming and lets user know what to expect.

4

Photo of cute pet/person interaction helps set emotional tone.



YOUR PET ADOPTION JOURNEY



1

Search is easy to find if adjustment is needed

2

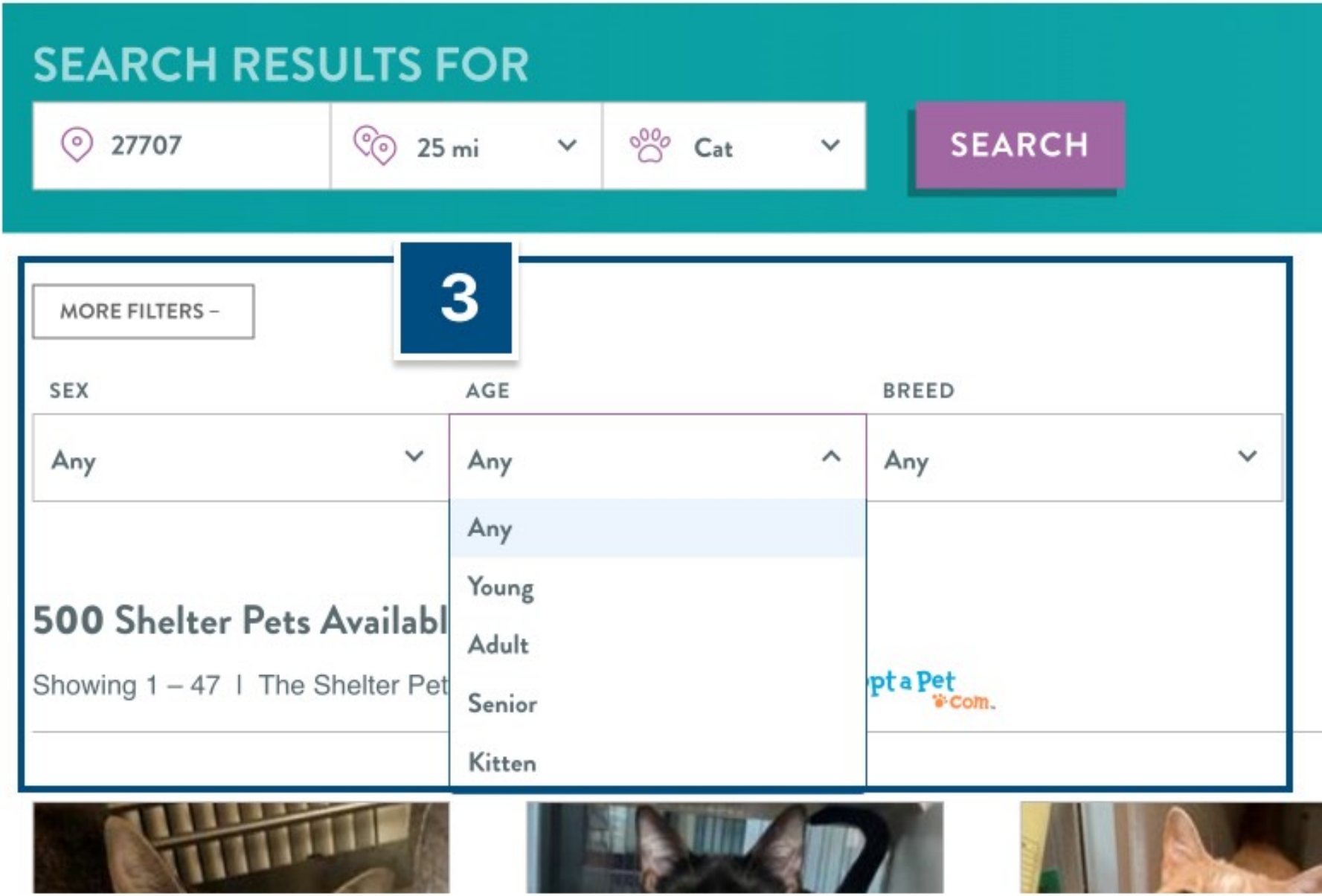
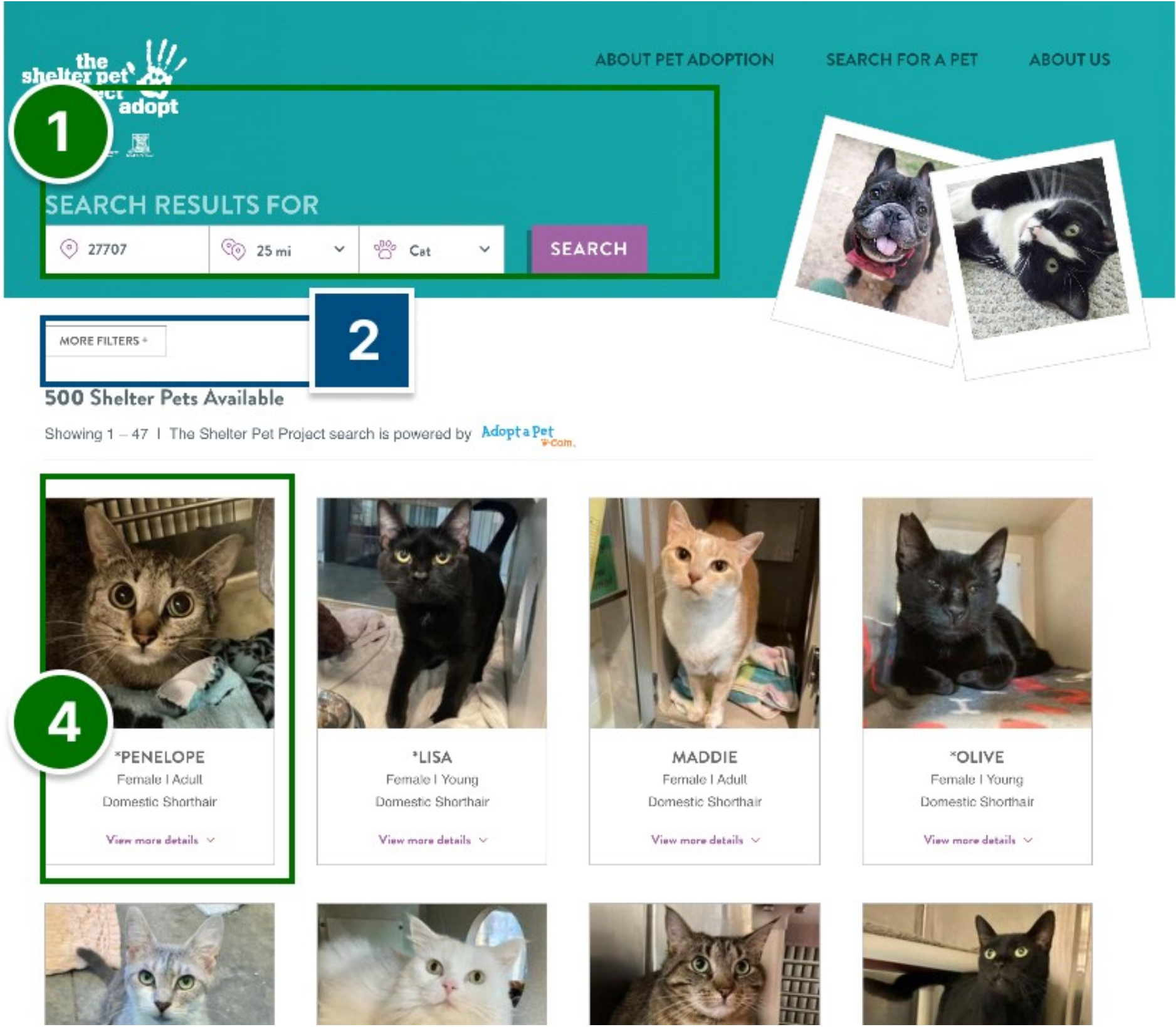
User is able to add filters, though this button might be easy to miss

3

Basic filters include sex, age, and breed

4

Large photo to spark emotional interest + brief info about the animal



1

Name is located in low-contrast area. May be easy to miss.

2

Helpful facts are located near the top. Layout might be a little hard to read, as there is a lot of space between the items.

3

Large photo located near top of page. Multiple photos might be nice.

4

The site links out to external site, which adds another step. People may drop out of the process if too many steps involved.

5

“My Story” section is towards the bottom and left blank. It may be better to fully hide the area if nothing has been entered here.

6

Share option could make it easier to people to share a potential pet with friends and family.

[← Back to search](#)

1

*PENELOPE

2

FACTS ABOUT ME

Breed	Domestic Shorthair	Weight	
Color	Brown Tabby	Sex	Female
Age	Adult	PetID	A220301
Size (when grown)			

MY INFO

I'M BEING CARED FOR BY

Orange County Animal Shelter

4

CONTACT SHELTER ABOUT ME


5

MY STORY

...

READ MORE

3



6

SHARE ME TO HELP ME FIND A HOME!

[f](#)[t](#)[p](#)[e](#)

petfinder®

1

Login information in a common location

2

Search is located near top of page and allows for search flexibility for both animals and location

3

Saved searches with cute iconography encourage the user to get started on their search

4

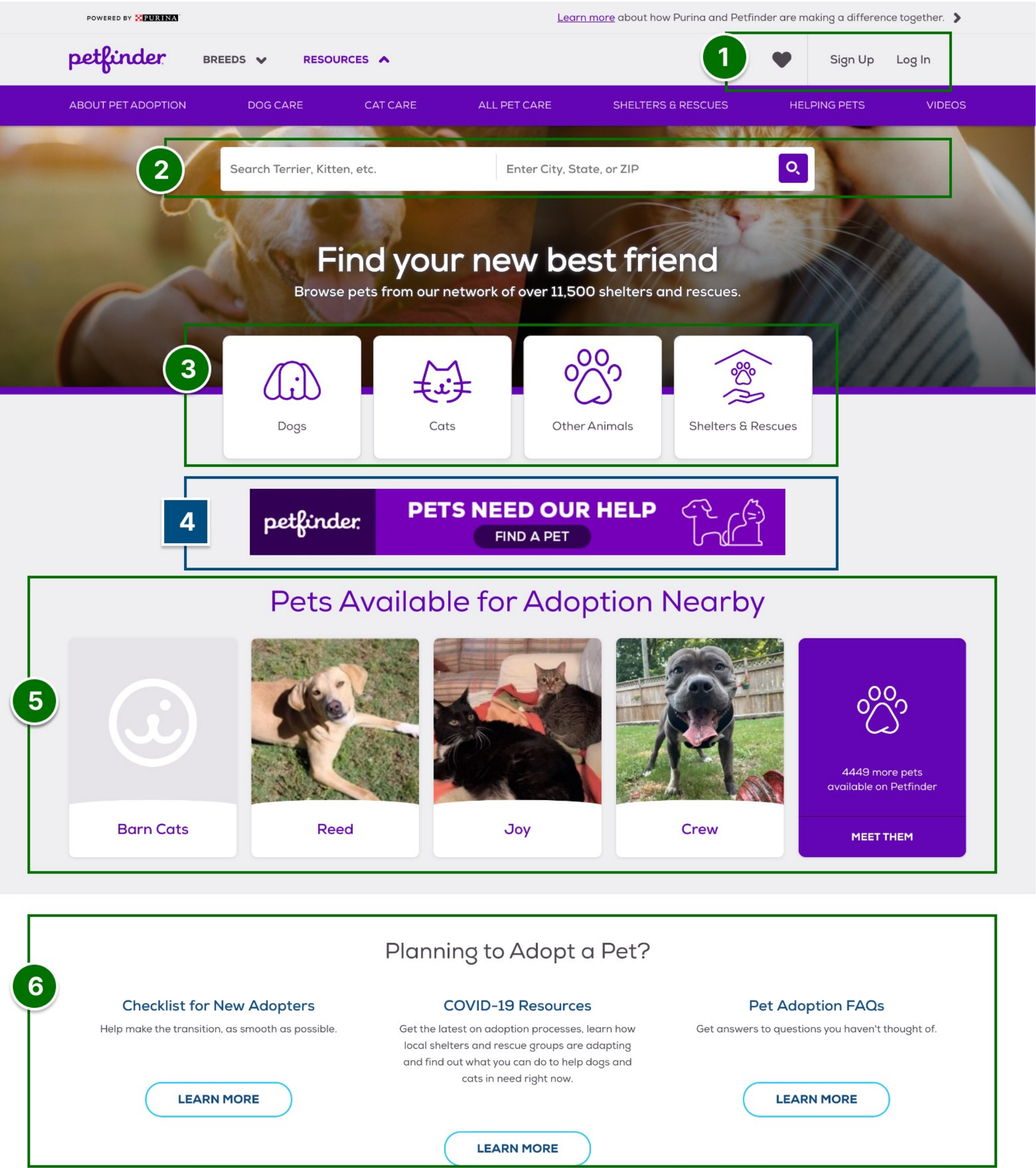
This CTA looks like an ad and may distract the user.

5

Photos of pets nearby draws user in

6

Resource CTAs to help first-time visitors get acquainted with the process



1

Search count located at very top. It may be easy for users to miss it up there.

2

Easy to see which filters have been applied and delete any that are not needed. User can also sort by distance, when added, best match, and random.

3

Saved search button is near the account UI.

4

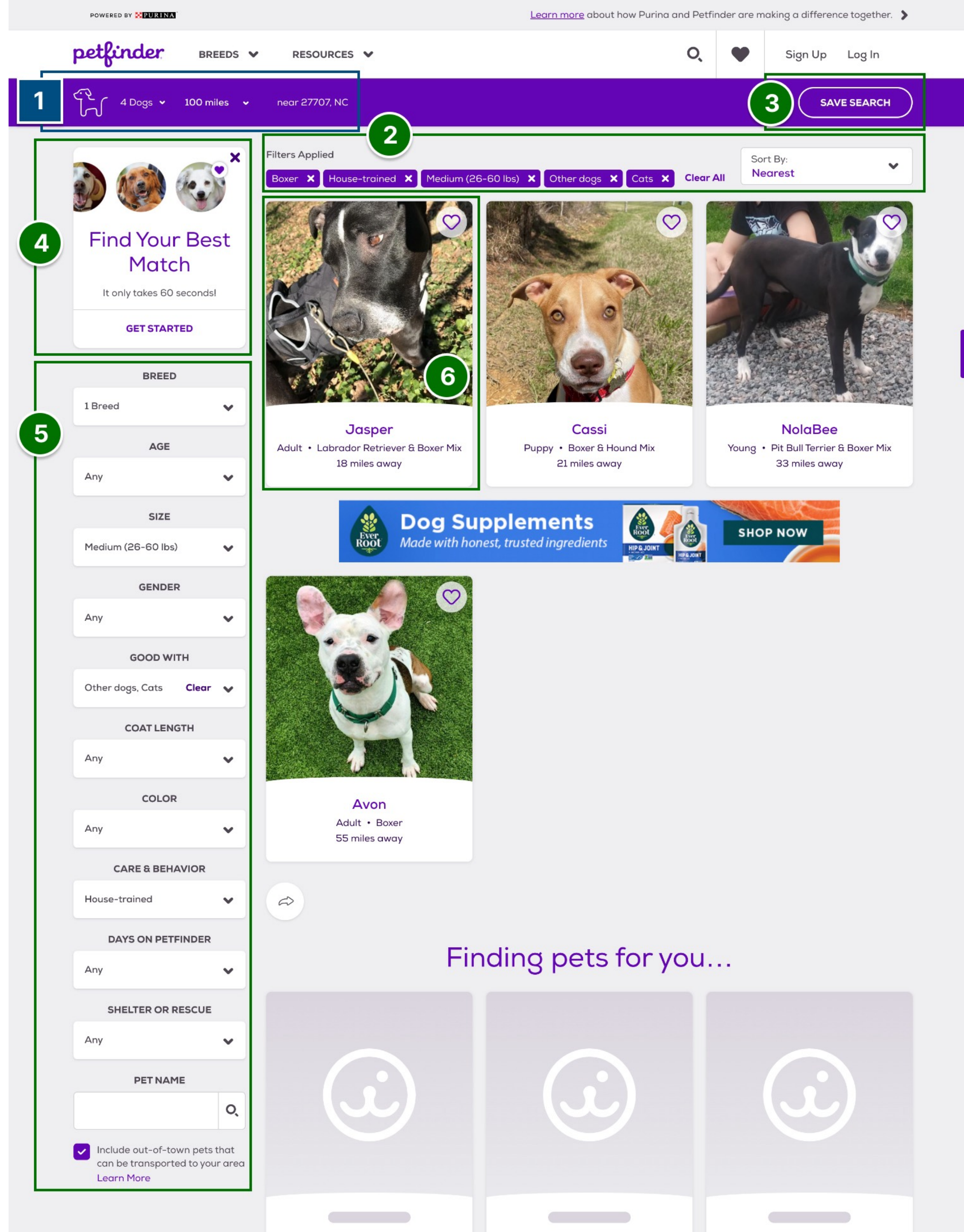
Quiz for finding your best pet match adds fun and may help narrow down the list.

5

Extensive filtering options in a common location

6

Nice large photo of animal + short info about them



1

Photo carousel at very top draws in the user.

2

Important info about the animal is located near the top of the page.

3

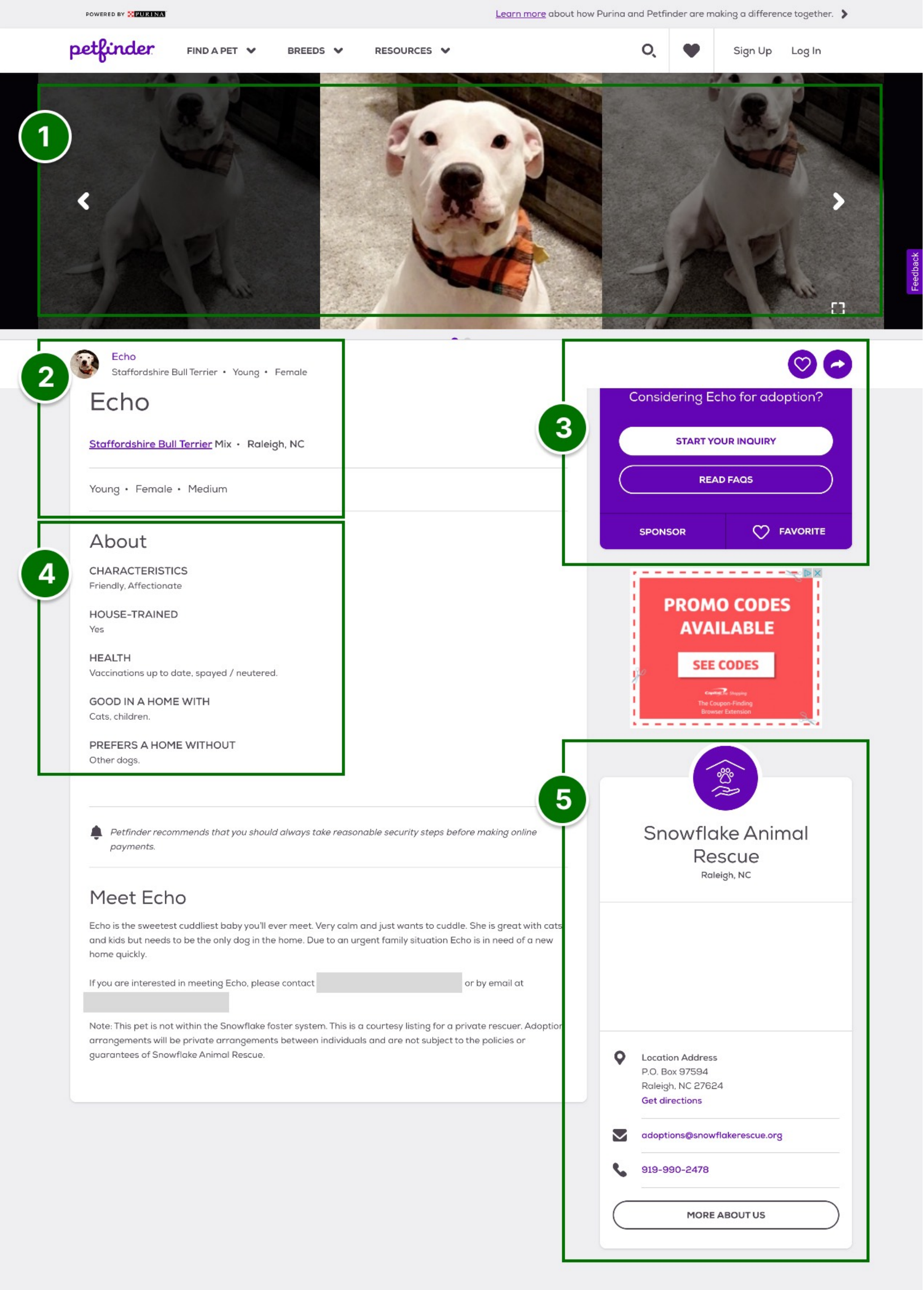
The “Start Your Inquiry” button is a clear CTA for how to get started on the adoption process.

4

“About” info also helpfully includes things like temperament and how the animal gets along with others.

5

Shelter info is to-the-point and only includes details that might be relevant to the adopter



1

Submit an inquiry button leads user to a conversational workflow about themselves and their needs. To submit, they must create an account. This probably helps volunteer organizations to match adopters with the best pets for them.

1

Already have a profile? [Log In.](#)

Before you start your inquiry, let's see how you and Mandie match.

Tell us a bit about yourself:

I'd like to adopt a dog.

I am looking to adopt for myself.

I am a first-time pet owner.

I currently have no dog(s) or cat(s).

My home has no yard and an outdoor area.

CONTINUE >

an outdoor area



a nearby park



Takeaways

The most user-friendly apps ...

- Include compelling imagery that draws in the user
- Allow for an easy basic search with additional filtering options
- Have text that has enough contrast with the colors behind it
- Clearly show what the adoption process will be

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