



Central Texas Ruffugees Website Redesign

Heather Herrick, Lauren
Handel, Joshua Salas, Nicole
Weatherly, Chase McQuown





The Problem

Central Texas Ruffugees was in need of a well-polished website that could serve as a resource and place of learning for it's fosters, donors, and volunteers.



The Solution

Redesigning the Central Texas Ruffugees existing website via UX/UI best practices to better serve their site visitors needs.

Current CTR Site

CTR rescues dogs from high kill rate shelters in Texas. They send the dogs to rescues in the North, who do not have enough shelter dogs to meet demand. These rescues find forever homes for the dogs.

[Current website](#)

Home About Us How You Can Help

Fostering Saves Lives

Foster caregivers provide our dogs with safe homes and lots of TLC until they move on to our rescue partners in the north.

Interested in becoming a foster? Learn more about how it works and then submit a foster application.



Guide Lines

We require a completed foster application and an interview.

- Foster parents must be 21 years of age or older
- Foster parents must be able to provide a safe, loving and stable environment for the foster animal.
- In some instances, experience with animal behavior or medical issues is a plus but not necessary.
- Foster parents must have common sense and patience.

DUTIES & RESPONSIBILITIES

The responsibilities of the foster volunteer include the daily care and maintenance of the foster dog(s), providing them with fresh food and water, and any necessary medications.

- Making sure they are safe, comfortable, and socialized during their stay in your home is important.
- Foster parents are also responsible for communicating to the foster coordinator any concerns, whether medical, behavioral, or other.
- Foster parents must be able to transport their foster animal to and from veterinary appointments and transport.

Medical Treatment Guidelines

- Almost all of our dogs come to us with at least one vaccination and, if old enough, their rabies shot. The first few days for a new foster dog, intestinal issues is not uncommon. They have just come into a new environment and are on new food. If you feel like your foster needs to see a vet, please contact the foster coordinator, first. If you do choose to take your foster dog to your vet, without first having it approved, it will be an out of pocket expense for you.
- We provide vaccinations, heartworm medicine, flea/tick treatment and all the moral support you could need.



Deliver a clean, modern, and professional website redesign while helping people feel a connection to Central Texas Ruffugees (CTR)

Roles



Heather: Project Manager, **Lauren:** UX Researcher,
Josh: UX/UI Designer, **Nicole:** UX/UI Visual
Design, **Chase:** UX Design Generalist

Timeline



3 weeks

Problem Statement



We believe people want to **feel a connection** and know what donations go toward when they donate to a non profit. We believe **adding specific stories** from the fosters and individual dogs to the Central Texas Ruffugees (CTR) website will help make potential donors feel more connected to CTR, its mission and the individual dogs saved.

This will **bring in larger donations** from a higher number of people and encourage more people to foster for CTR. This will result in **CTR sending more dogs north and saving more dogs in Texas.**





User Research

UX Hypothesis



We believe Central Texas Ruffugees can **bring in more donations and more fosters**, by utilizing their website to its full potential. This will result in CTR being able to send more dogs north—**saving more dogs in Texas**.

Survey Findings



47

Responses



77%

Donated to a
non-profit

83%

Motivated by
Personal
Connection



Interview Plan



I Objective 1: CTR Owner

As a user researcher, I want to understand how you would ideally like to use your website, and what ways would you like to see it be improved. What are some of your biggest challenges currently, is there a way the website could help with these.

I Objective 2: CTR Fosters

As a user researcher, I want to understand how you use the facebook group and do you use the CTR website? What challenges you have in fostering for CTR? How do you currently communicate with CTR? How do you communicate with other fosters? What motivates you to foster? What do you enjoy about fostering?

I Objective 3: Potential Donors

As a user researcher, I want to understand how you use the facebook group and do you use the CTR website? What challenges you have in fostering for CTR? How do you currently communicate with CTR? How do you communicate with other fosters? What motivates you to foster? What do you enjoy about fostering?

Interview Transcripts



Client Interview

Click [here](#) to view transcripts and recordings



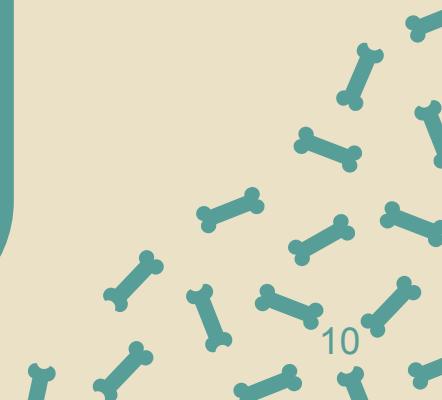
Stakeholder Interviews

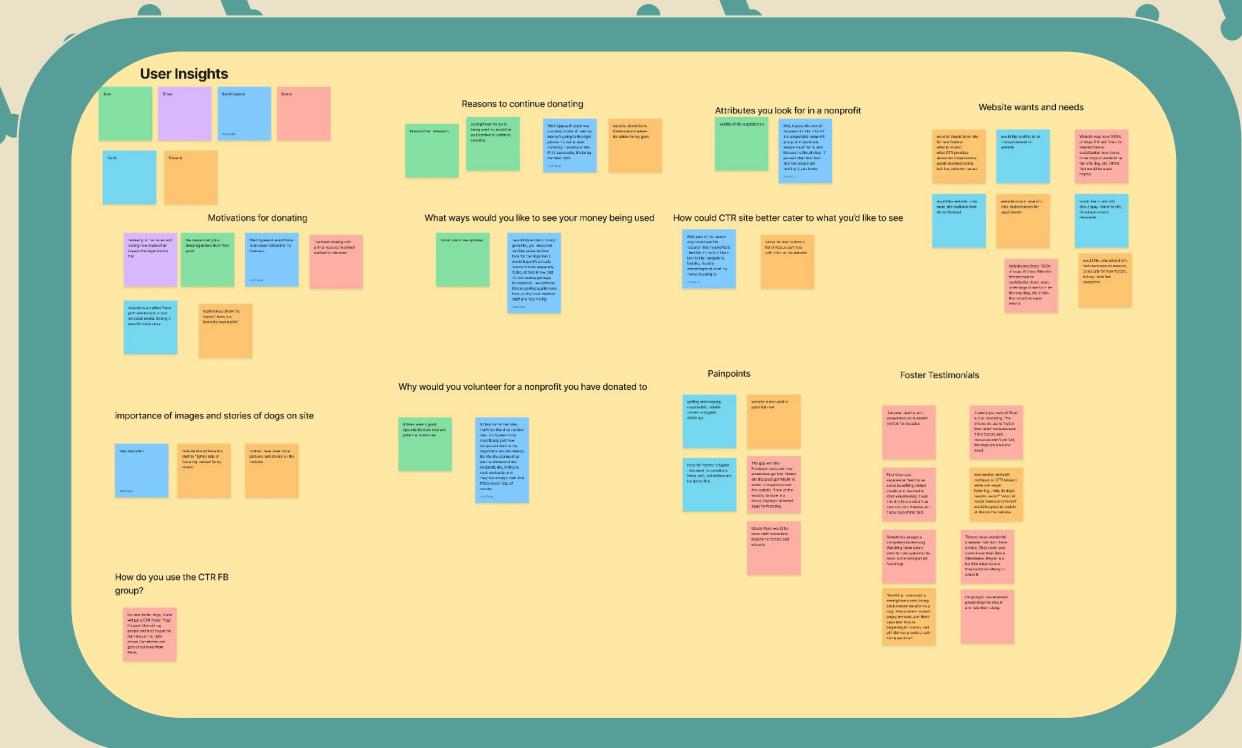
Click [here](#) to view transcripts and recordings



User Interviews

Click [here](#) to view transcripts and recordings





[Click here to view affinity diagram](#)

User Persona

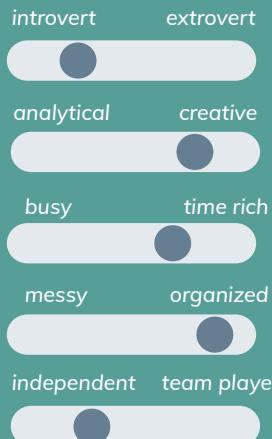


“Never stop learning because life never stops teaching.”

David Rodwell

32

Austin, TX



GOALS

- Make a difference for dogs in need
- Save dogs from kill shelters
- Meet like minded people in Austin
- wants to learn more about how he can help shelter dogs

NEEDS

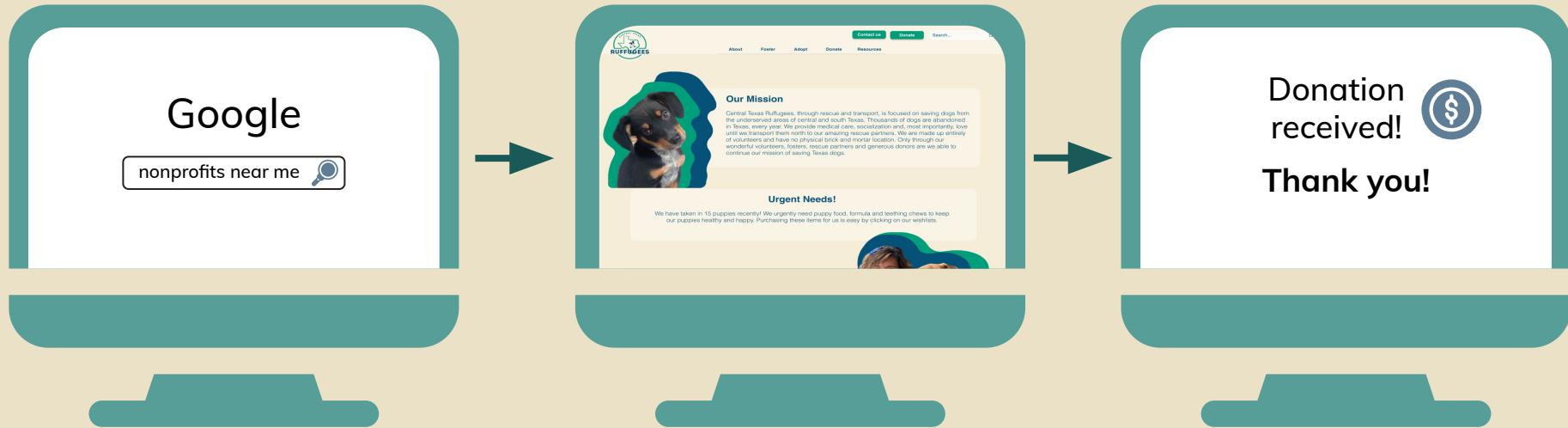
- To be a part of something bigger than himself
- Create personal connections
- To feel more informed on the problem and how he can help

PAIN POINTS

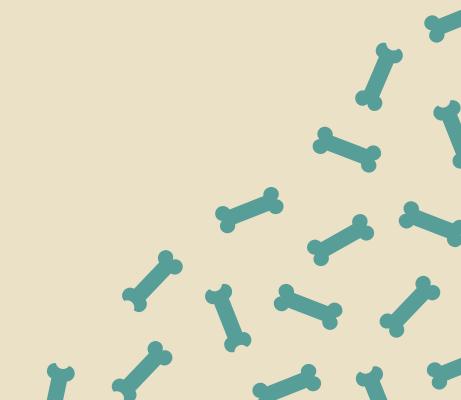
- Trouble figuring out which non profit to donate to
- Can't stand the thought of dogs being euthanized
- Wants to be sure his money is going to a good cause
- Wants to learn more about dog care and training

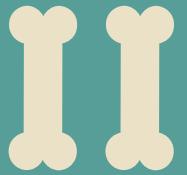
Click [here](#) to view user persona

UX Scenario



David is researching different nonprofits around his area in Austin. A Google search leads him to the Central Texas Ruffugees (CTR) website. He ends up falling in love with the goals and mission of CTR and decides to find out how he can help support CTR.





Definition & Ideation



User Insight



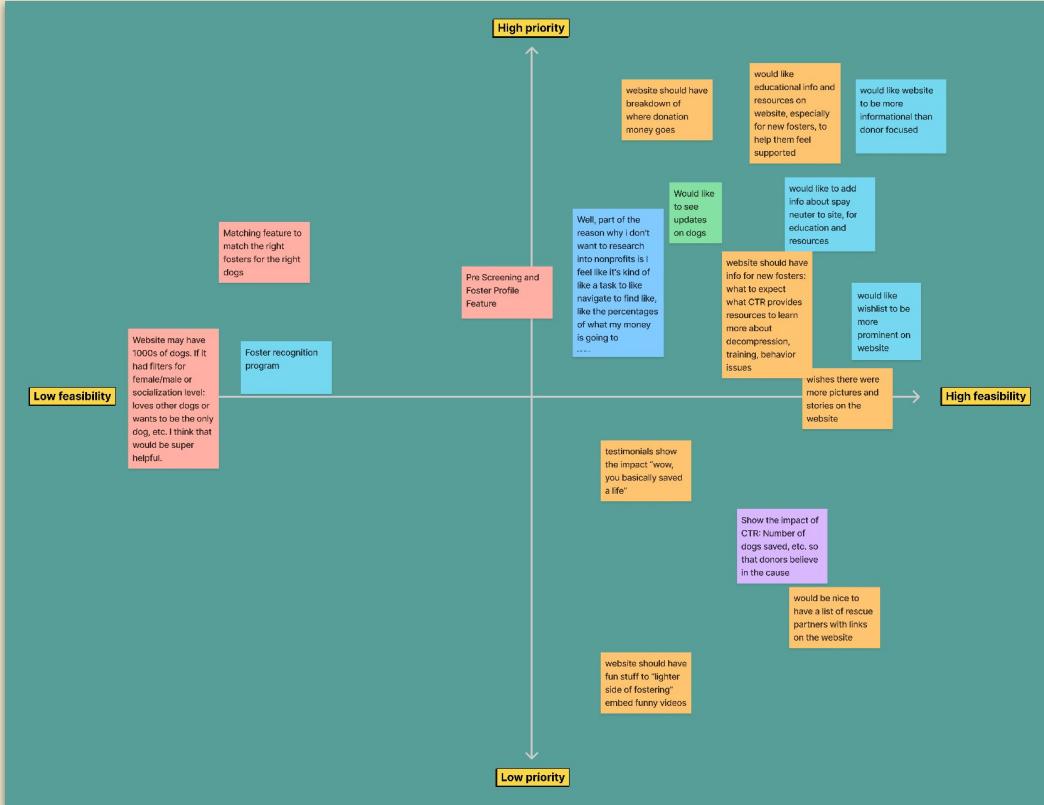
During interviews and surveys, we discovered that most **volunteers and donors want to feel a connection to a non profit** and they want to see the **impacts of their donation**.

Therefore, we believe that the CTR website can help connect people to CTR and show specific ways fostering and donations help.

We might do this by:

- adding specific success stories of a few dogs to the page
- adding foster testimonials
- adding a page about how donations are used.

Feature Prioritization Matrix



Click [here](#) to view prioritization matrix

Value Proposition

Central Texas Ruffugees value proposition:

“Their life begins with a journey”

Our value proposition for this redesign:

“Utilize UX/UI best practices to help CTR gain more donations and connect with more fosters to help save more dogs in Texas”



Storyboard



1.



David would like to donate to a dog rescue non-profit. after seeing a segment on the news about overcrowding in rural Texas shelters.

2.



David becomes overwhelmed with all of the options for different rescue organizations. He has been scammed in the past, so it's very important to him to find a trustworthy rescue with genuine stories of support and success for dogs in need.

3.



David finds the Central Texas Ruffgees website and is drawn to the imagery and text content he sees "above the fold" on the homepage and decides to navigate deeper into the website.

4.



David finds the "About Us" page and finds that the goals and missions of CTR align with his desire to help dogs in Texas. He reads the story about how CTR began and is compelled to keep reading more.

5.



David navigates to a page dedicated to success stories of CTR dogs and loves seeing how previous donations have changed these dogs lives and how happy the dogs and their new owners look.

6.



David clicks the "Donate" button located in the global nav and proceeds to donate. He even decides to read more about fostering. He feels great knowing how his donation will directly save dogs in Texas.

Click [here](#) to view storyboard

Journey Map

Click for
Figma link



User Name

David Rodwell

Age

32 Years

Occupation

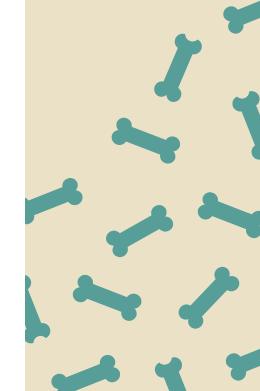
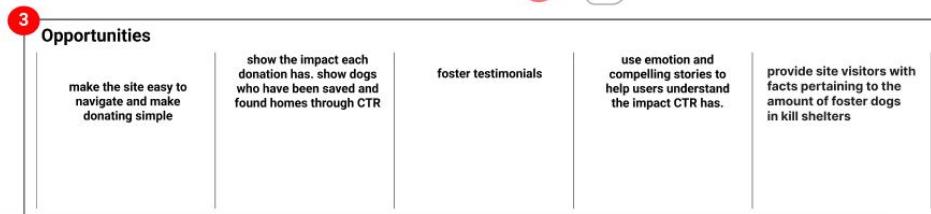
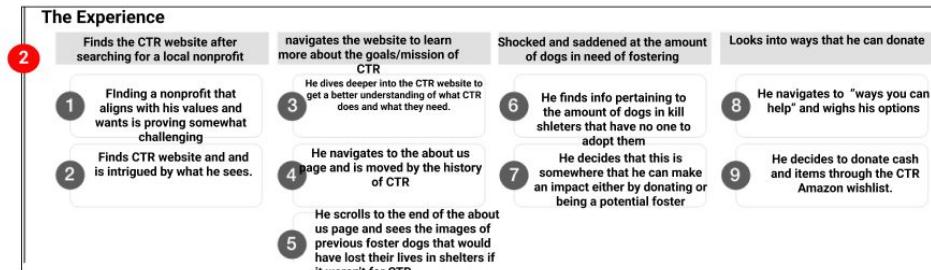
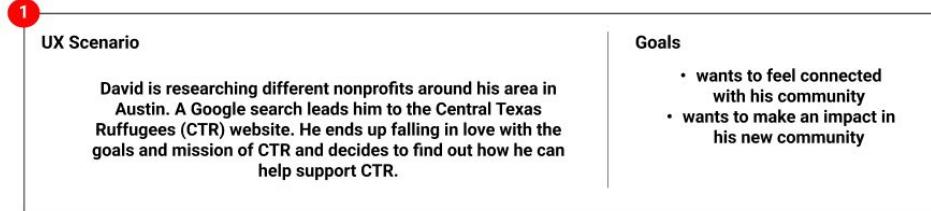
Hardware Engineer

Location

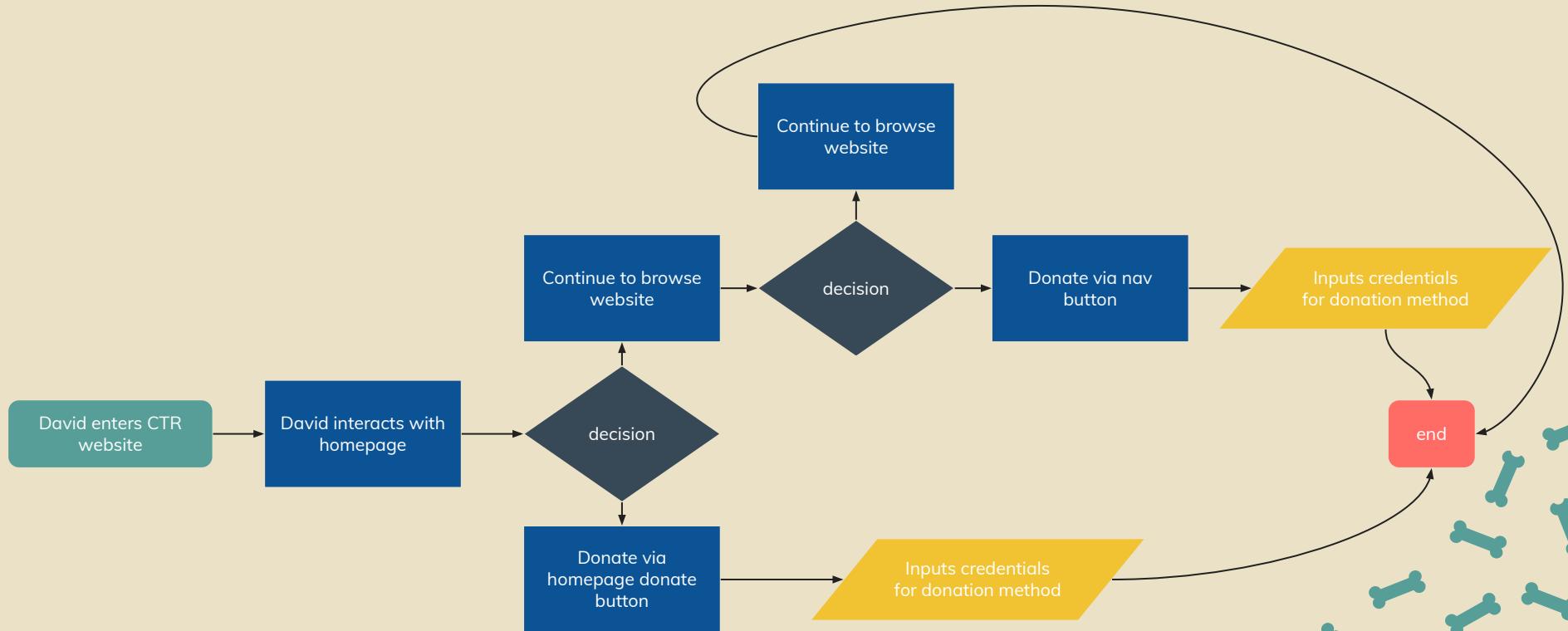
Austin, TX

User Motivations

New to Austin and wants to meet people. Also wants to feel involved with his new community.



User Flow

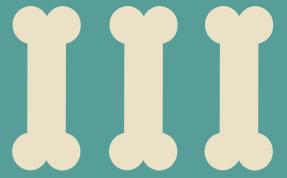


Click [here](#) to view user flow

Competitor Analysis

	Feature Analysis	Competitive Advantage	Strengths	Weaknesses	General Notes
Direct Competitors					
Project Freedom Ride	Clear navigation menu. Hero image of van with dogs on it, count of dogs saved. Support page has great hero image of dog AND person. Donate button goes directly to donate page (it's below the fold but easy to navigate). Responsive design adapted to mobile.	Roman McConn has major internet/social media fame for saving dogs over the past 7 years (since he was 4 years old). Images of kids and dogs are pretty compelling.	overall pretty clean looking site, easy navigation. Clear concise mission statement. Stories are told in images. Happy Tails page has images and short stories about selected dogs. Nice logo.	Donate button is not on homepage, must go to support page to donate. Footer is very large.	good site to use for ideas and inspiration
Rescued Pets Movement	Nice navigation menu, good hero image, donate button on main page above the fold (but it doesn't go straight to donation page).	Great graphic showing how the process works. Your donations make a difference page with bullet points on homepage (would be great to have it toward the top)	clickable success story on homepage, icons on the donate page showing what donations can do. Amazon and Chewy wishlist large clickable icons. a different "why I foster" quote at the bottom of each page. FAQs on fostering. success stories page with images and short story on selected dogs. nice responsive mobile site	very wordy homepage, some things are explained twice on the homepage. Saturation of name and mission statement over hero image makes it hard to read. multiple places word banners cover the eyes of dogs and/or people. quite a few long, wordy text blocks that users most likely aren't going to read	don't put text banners over the eyes of people or dogs in images. Be careful of long text blocks.

Click [here](#) to view full competitor analysis.

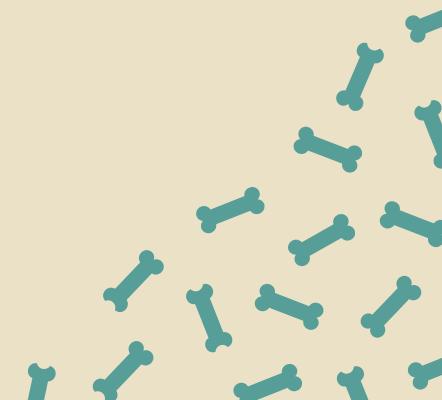
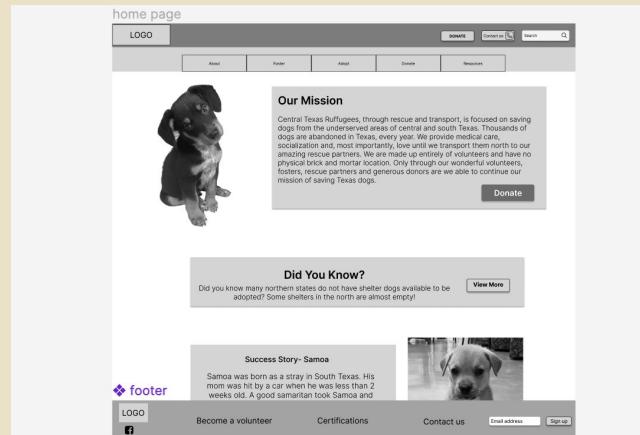


Prototyping



Digital Wireframes

When developing digital wireframes the group and i had a basic desktop layout and we worked with a user flow that we liked as group and nicole and i started creating a header and a footer and page layout based off our user flow. Then we styled the page layout and we started user testing.



Digital Wireframes



Our Mission

Central Texas Ruffgees, through rescue and transport, is focused on saving dogs from the underserved areas of central and south Texas. Thousands of dogs are abandoned in Texas, every year. We provide medical care, socialization and, most importantly, love until we transport them north to our amazing rescue partners. We are made up entirely of volunteers and have no physical brick and mortar location. Only through our wonderful volunteers, fosters, rescue partners and generous donors are we able to continue our mission of saving Texas dogs.

Donate

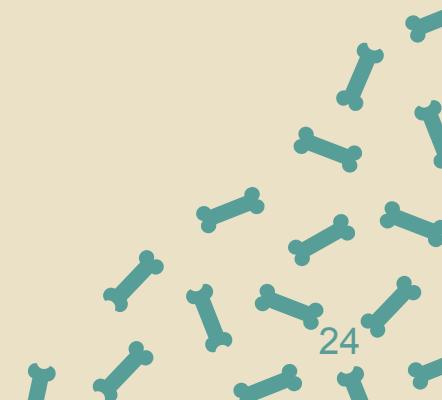
Did You Know?

Did you know many northern states do not have shelter dogs available to be adopted? Some shelters in the north are almost empty!

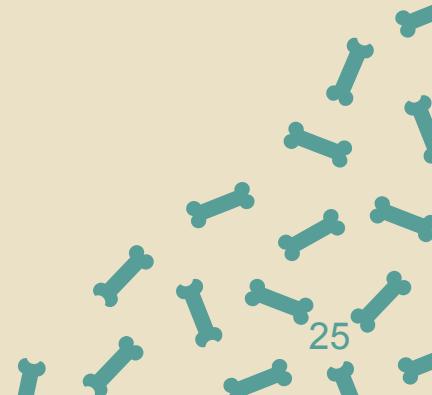
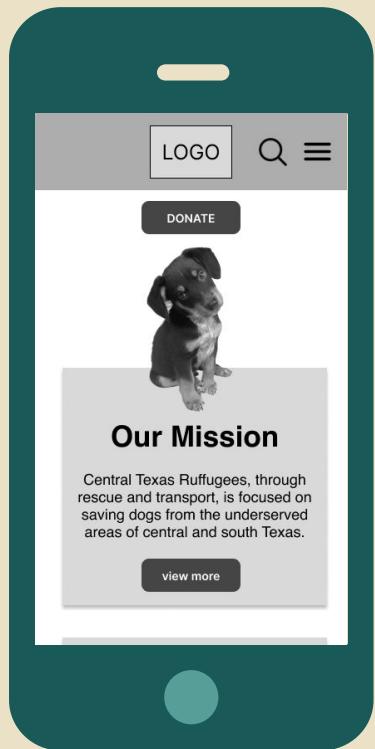
View More

Success Story- Samoa

Click [here](#) to view digital wireframes



iOS Mockups



UI Style Guide

Click for
Figma Link

UI STYLE TILE: Central Texas Ruffugees

DATE: 8/9/22

UI STYLE DIRECTION

Presenting an uncluttered redesign to the website, all while still keeping the professionalism of the non profit website. Creating a functioning mobile website along with the desktop design.

UI Style Adjectives

Clean Simple Informative
Organized

TYPOGRAPHY

For the typography I went with the font Helvetica. Helvetica is a sans serif typeface. The font is clear and easy to read while still keeping that professional look. The font is diverse and should work well on mobile devices as well.

H1 - Headline

(Helvetica Bold 36 Px)

H2 - Subhead

(Helvetica Semi Bold 24 Px)

H1 - Headline

(Helvetica Reg 36 Px)

H2 - Subhead

(Helvetica Light 18 Px)

"This is A How You Would Stylize A Meaningful Quote"
- Author

(Helvetica Italic 18 Px)

TYPOGRAPHY BODY COPY

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(Helvetica Reg 12 Px)

BRAND LOGO

- LOGO ON WHITE



- LOGO ON DARK



COLOR PALETTE

- BRAND COLORS



- PRIMARY INTERACTION COLOR



- SECONDARY INTERACTION COLOR



- COLOR GRADIENT



GRAPHIC PATTERNS



IMAGE SAMPLES



BUTTON STYLES



Hi-Fi Prototype



Central Texas Ruffugees

Urgent Needs! We have taken in 15 puppies recently! We urgently need puppy food, formula and teething chews to keep our puppies healthy and happy. Purchasing these items for us is easy by clicking on our wishlists.

Contact us **Donate** **Search...**

About **Foster** **Adopt** **Donate**

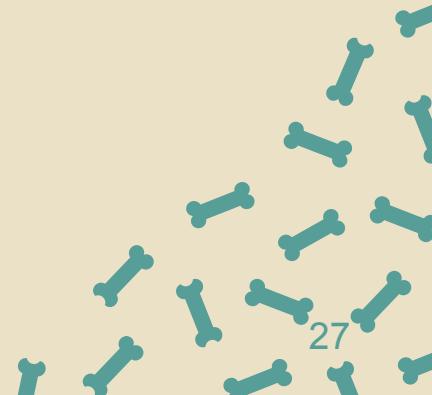
View Wishlist

Their Life Begins With a Journey: Our Mission

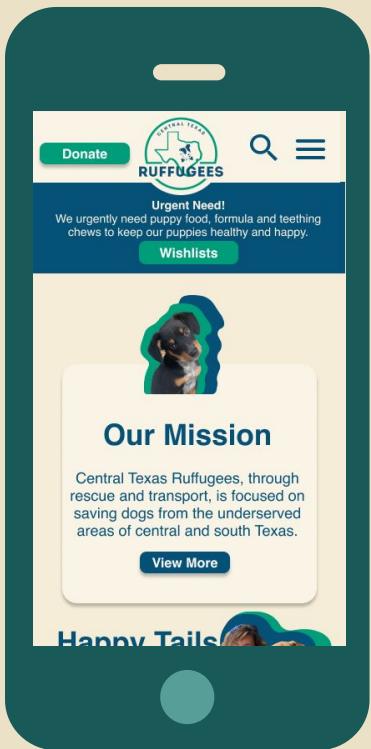
Central Texas Ruffugees, through rescue and transport, is focused on saving dogs from the underserved areas of central and south Texas. Thousands of dogs are abandoned in Texas, every year. Did you know many northern states do not have shelter dogs available to be adopted? Some shelters in the north are almost empty! We provide medical care, socialization and, most importantly, love until we transport them north to our amazing rescue partners. Only through our wonderful volunteers, fosters, rescue partners and generous donors are we able to continue our mission of saving Texas dogs.

Happy Tails Stories

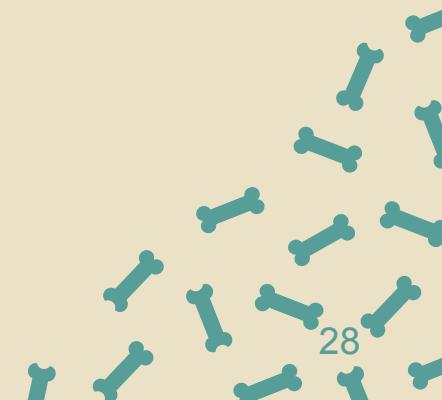
Click [here](#) to view hi fi prototype



iOS Prototype



Click [here](#) to view hi fi prototype



||||

Testing & Iterating



User Testing Plan



1. Objective

What is your objective for conducting this guerrilla test?

Gather pain points, missing features, and additional user insights for the wireframe redesign through remote moderated Guerrilla User Tests.

Why are you doing the test? What are you hoping to learn?

We're hoping to gain valuable feedback that we can apply to our next design iteration. We plan to measure user success rate on each task and collect verbatims on which features appear intuitive vs. challenging. We are hoping to learn what improvements we can make to create a user-informed prototype with no dead-ends and an overall pleasant experience.

2. Target Users

Are you looking for a target user? If so, who are you targeting?

Yes, we are looking to revisit the same client, stakeholders, and users that we initially interviewed. We also are interested in the perspectives of people who love helping animals, but may not be familiar with Central Texas Ruffugees.

3. Questions You Want to Be Answered

These are related to your objective. Think of them as your key performance indicators (KPIs) of your objective.

What is the key thing you need to learn during this user test about your prototype?

1. Can the user do these tasks successfully?
 - a. Find the Wishlist
 - b. Find out more info about spay and neuter

4. Tasks and Scenarios

What are two to four tasks you want users to accomplish during your test?

1. User successfully finds the Wishlist
2. User successfully finds out more info about spay and neuter
3. User successfully returns to the Home Page

For each task, create a scenario to contextualize the action you're asking the user to perform.

Task 1:

Goal/Output:	Find the Wishlist
Assumptions:	User is familiar with basic website navigation
Steps:	<ol style="list-style-type: none">1. Click on Donate2. Click on Wishlist3. Arrive at Wishlist Page
Success Criteria:	Reached Wishlist Page
Notes:	

Task 2:

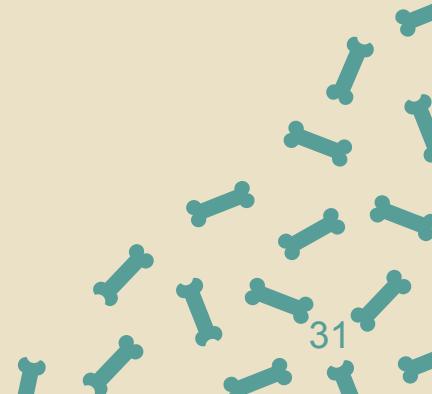
Goal/Output:	Find out more info about spay and neuter
Assumptions:	User is familiar with basic website navigation
Steps:	<ol style="list-style-type: none">1. Click on About2. Click on Spay/Neuter (why it's important)3. Arrive at Spay/Neuter Info page
Success Criteria:	Reached Spay/Neuter Info page

[Click here](#) to view the user testing plan

User Tests



Click [here](#) to see all recorded user tests



User Testing & Iterations

Homepage A

Home Page

RUFFUGEES

About Foster Adopt Donate Resources

Our Mission

Central Texas Ruffugees, through rescue and transport, is focused on saving dogs from the underserved areas of central and south Texas. Thousands of dogs are abandoned in Texas, every year. We provide medical care, socialization and, most importantly, love until we transport them north to our amazing rescue partners. We are made up entirely of volunteers and have no physical brick and mortar location. Only through wonderful volunteers, fosters, rescue partners and generous donors are we able to continue our mission of saving Texas dogs.

Urgent Needs!

We have taken in 15 puppies recently! We urgently need puppy food, formula and teething chews to keep our puppies healthy and happy. Purchasing these items for us is easy by clicking on our wishlists.

Wishlist

Success Story Samoa

Samoa was born as a stray in South Texas. His mom was hit by a car when he was less than 2 weeks old. A good samaritan took Samoa and his 6 brothers and sisters into his home and quickly realized that bottle feeding 7 young puppies was more than he could handle. Click to read more about Samoa.

Did You Know?

Did you know many northern states do not have shelter dogs available to be adopted? Some shelters in the north are almost empty!

View More

About Us Become a Volunteer Contact Us

Sign Up for Email Updates

Instagram Facebook

Visit our Instagram and Facebook page for updates!



Homepage C

 [About](#) [Foster](#) [Adopt](#) [Donate](#) [Search...](#) [Q](#)

Urgent Needs! We have taken in 15 puppies recently! We urgently need puppy food, formula and teething chews to keep our puppies healthy and happy. Purchasing these items for us is easy by clicking on our wishlists.

[Wishlists](#)



Their Life Begins With a Journey: Our Mission

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Happy Tails: Samoa

Samoa was born as a stray in South Texas. His mom was hit by a car when he was less than 2 weeks old. A good samaritan took Samoa and his 6 brothers and sisters into his home and quickly realized that bottle feeding 7 young puppies was more than he could handle. [Click to read more about Samoa.](#)

How do your donations help?

16.6% of donations go towards transportation
16.6% of donations go towards spay & neuter
16.6% of donations go towards vet care
50% of donations go towards dog food

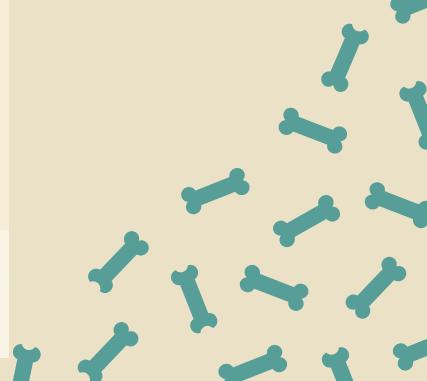
[Donate](#)



[About Us](#) [Become a Volunteer](#) [Contact Us](#)

[Sign Up for Email Updates](#) [Visit our website](#) [Search](#)

 Visit our Instagram and Facebook pages for updates!



Footer Iterations

Footer A

The screenshot shows a footer section with the following elements:

- A logo for "CENTRAL TEXAS RUFFGEES" featuring a green outline of Texas with a small dog silhouette inside.
- Navigation links: "About Us", "Become a Volunteer", and "Contact Us".
- A "Sign Up for Email Updates" form with fields for "Enter your email" and a "Subscribe" button.
- Social media icons for Instagram and Facebook.
- A note: "Visit our Instagram and Facebook pages for updates!"

Footer B

The screenshot shows a footer section with the following elements:

- A logo for "CENTRAL TEXAS RUFFGEES" featuring a green outline of Texas with a small dog silhouette inside.
- A main message: "Their Life Begins With A Journey".
- Navigation links: "Contact Us", "About Us", and "Become a Foster".
- Social media icons for Instagram and Facebook.
- A decorative graphic of green dog bones in the bottom right corner.

More Iterations

Contact us Donate Search... Q

Can I Adopt a CTR Dog in Texas?

Every now and then CTR pulls a dog who can't be transported north. Some have medical issues, or behavioral issues, or are nervous when traveling. The dogs available to adopt in Texas are all looking for very specific people and homes who are just the right fit for them. If you think one of the adoptable dogs below is right for you, please complete an adoption application.

[Adoption Application](#)

About Foster Adopt Donate Contact us Donate Search... Q

Adoptable in Texas Dogs

Cedar **Molly**

Cedar was a feral dog in Laredo, TX and has been with CTR since 2020. He's a reserved dog who would love a quiet home. He's happy to stay at home and play in the yard. He's probably not going to be a cuddly dog, but for someone who appreciates his style, he'll make a loyal and loving companion.

Molly was pulled from Brush Country Adoptions and has been with CTR since 2021. She had some major health issues when she came to us, but she's recovering well and ready to begin her new life. She's a love bug, she enjoys cuddling and leans up against people she likes.

Contact Us About Us Become a Foster Their Life Begins With A Journey

Contact us Donate Search... Q

Can I Adopt a CTR Dog in Texas?

Every now and then CTR pulls a dog who can't be transported north. Some have medical issues, or behavioral issues. Sometimes it's a pit bull type dog that might be more difficult for northern rescues to adopt out. Sometimes it's a healthy, dog who is just scared and we feel they'd be too scared making the trip north. The dogs available to adopt in Texas are all looking for very specific people and homes who are just the right fit for them. If you think one of the adoptable dogs below is right for you, please complete an adoption application.

[Adoption Application](#)

About Foster Adopt Donate Contact us Donate Search... Q

Adoptable in Texas Dogs

Cedar **Molly**

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Contact Us About Us Become a Foster Their Life Begins With A Journey

Event Calendar Aug

Contact us Donate Search... Q

About Foster Adopt Donate

Events Calendar

August 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	
7	8	9	10	11	12	13 Barking Armadillo Fundraiser 1-4pm
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Contact us Donate Search... Q

About Foster Adopt Donate

Events Calendar

August 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	
7	8	9	10	11	12	13 Barking Armadillo Fundraiser 1-4pm
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Contact us Donate Search... Q

About Foster Adopt Donate

Events Calendar

August 2022

M	T	W	T	F	S	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14 Barking Armadillo Fundraiser 1-4pm
15	16	17	18	19	20	21
22	23	24	25	26	27	28 Beat the Heat Foster Meet Up 5-8pm
29	30	31	01	02	03	04

Next Steps



I Rescue Partners Recognition & Links

List of northern rescues CTR partners with along with logos and links for each

I Foster Pup Filters

Potential fosters can easily & quickly search for M/F, Socialization level, Only dog in home, etc.

I Foster Profiles & Preferences

Enables pre-screening and matching feature to pair the right fosters for the right dogs

I Foster Recognition Program

Ways to thank and recognize the efforts that fosters dedicate to CTR

Final Thoughts/Conclusion

- This was a really interesting project because we had a real client. It was a fun challenge to try to incorporate the things they wanted, and make sure to emphasize the things they liked in testing, but still make sure to keep the donor base in mind too.
- We all worked insanely hard on this project, and the final result is something we're all really proud of.
- With a large workload, we decided to “divide and conquer” to accomplish all of the tasks efficiently, then come back together to iterate and make changes.
- Our team is really well rounded so we were able to divide tasks so each person worked on their strongest areas, and then came together to fill in where needed.
- The clients are really happy and hope to be able to actually use our design for their website in the near future.

Thank you

Their life begins with a journey



