WEB 122

PROFESSOR HOPPER

DivaPets Final Project

By Frank Dominguez





WHAT DOES THE WEBSITE DO WELL?

- Font Choice
- Relevant Information

- Friendly Colors
- Modern Styling

WHAT DOES IT NOT DO WELL?

- Paragraph Formatting
- Poor image Quality

- Form Color
- Navigation Nesting

IS THERE A CLEAR NAVIGATION STRUCTURE?

The navigation structure is straightforward. There are four main pages, however two are the same form. The "More..." dropdown in the navbar only contains one option, which makes the hover dropdown unnecessary.

DIVAPETS

NARRATIVE

IS THERE A COHERENT BRANDING AND OVERALL DESIGN?

There is coherent branding across the web site. The brand is supported by the choice of colors and imagery.

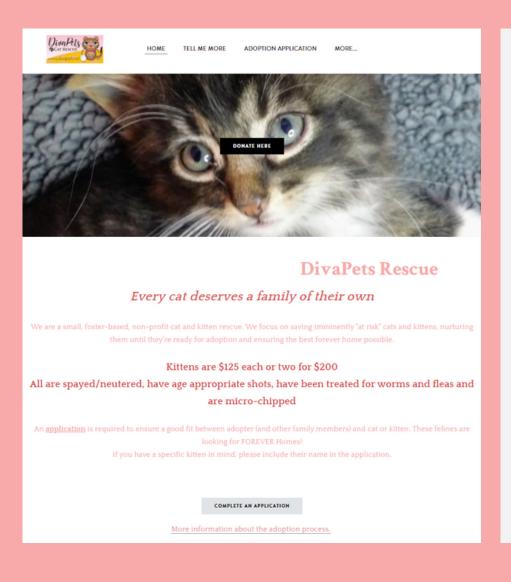
IS THE SITE RESPONSIVE? IF SO, EXPLAIN HOW. IF NOT, HOW DOES IT FAIL?

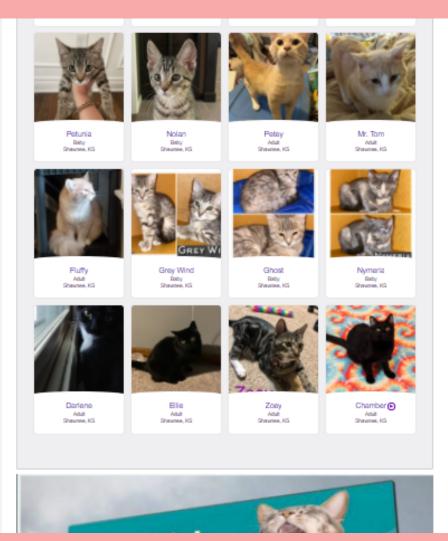
The entire site is responsive. A weak-point in the responsive design is single the single row of cards from the PetFinder embed, which requires excessive scrolling to navigate past

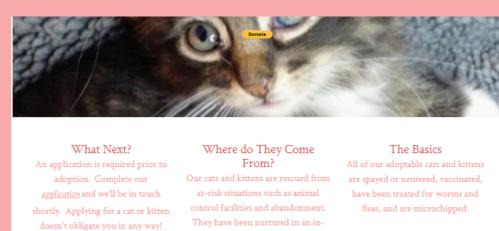
DOES THE WEBSITE INCLUDE RELEVANT CONTENT AND GRAPHICS?

The website content is relevant to the services of the organization. The graphics support the branding, however are not high-resolution which presents as unprofessional.

DIVAPETS EXISTING SITE







The adoption fee is \$125/kitten or \$200 for two. The adoption of 2 kittens is always encouraged, particularly if a significant amount of

'alone time' is expected for the kitten.

What to Bring With You to the Adoption

Bring a pet carrier or be prepared to

purchase one. Payment can be made via cash, check, credit and debit cards, Paypal or our Donate Button on this website. The adopter is required to electronically sign an adoption contract agreeing to provide health and wellness essentials. We will provide the adopter with a copy 2. The first place to put your cat in of the cat's medical (including shot

They have been nurtured in an inhome foster environment and have had consistent, loving socialization, usually from a very young age.

Which One?

Think carefully about what you're looking for in a cat's personality. Don't pick a cat based on it's color and fur length alone! The best kitten for you, might be the black, shorthaired kitten in the corner!

Did you know??? That to have a cat spayed with a private vet in Johnson County costs about \$300?.

How to Prepare

homecoming by purchasing basic supplies such as: A litter box (we recommend a box for each cat in the household). They can never be too big! A scratching post (we recommend the

Smart Cat post or similar, which can be found on Amazon for \$49.00. It's tall, sturdy and attractive). Bowls, one food bowl for each cat and a

single water bowl is adequate. Avoid plastic (causes kitty acne). A variety of toys. Different cats like

different types if toys, balls vs mice vs string toys, etc We will provide a sample of the food



DivaPets Rescue

Every cat deserves a family of their own

he information below. It will be used to ensure the best match between adopter and cat.

COMPLETE AN APPLICATION

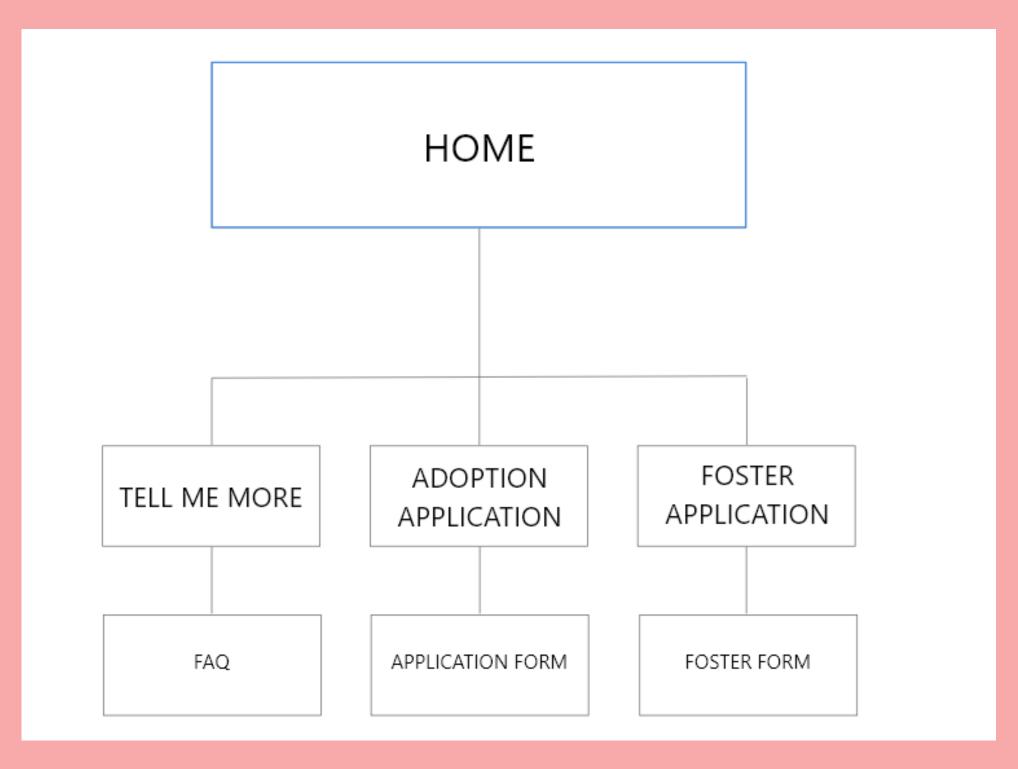
SUBMIT





More information about the adoption process,

WHERE DO YOU LIVE?*		
House		
Apartment		
Townhome/Duplex		
Other		



DESIGN BRIEF

WHAT PROBLEMS ARE YOU ATTEMPTING TO SOLVE?

- Readability
- Paragraph formatting

- Navigation
- Professional graphic design

WHAT CHANGES IN THE OVERALL SITE DO YOU PLAN TO

MAKE?

- Text formatting
- Refined Styling

- Clear navigation structure
- Form design

DESIGN BRIEF

HOW WILL YOU MODIFY THE SITE STRUCTURE OR CONTENT?

I will modify the site structure by:

- Improving paragraph formatting
- Improve language

- Add information pages
- Improve graphics

WHAT PAGES WILL YOU PROVIDE DESIGN TEMPLATES FOR?

- Home
- Adoption Application

Details

DIVAPETS

CONCEPT SKETCHES

Logo Home Details Adoption Fostering Donations	Logo Home Details Adoption Fostering Donations	Logo Home Details Adoption Fostering Donations
Heading	Heading	Heading
Donation Button	Donation Button	Donation Button
Section Head Lorem ipsum clolor sit amet, consectetur adipiscing elit. co	Section Head Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit augue. Pellentesque interdum dictum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit.	Form Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus ocko, molestie in mi ac, tristique blandit. Form
Application	augue. Pellentesque interdum dictum sem. Section Head	
Information		Form
Section Head Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit augue. Pellentesque interdum dictum sem. Section Head	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit augue. Pellentesque interdum dictum sem.	Form
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit augue. Pellantasque interdum dictum sem.		
Section Head	Footer Footer Footer	Form
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tellus odio, molestie in mi ac, tristique blandit augue. Pellentesque interdum dictum sem.		Form
		Form
		Form
Pet Finder Embed		Button

Stlye Tyle

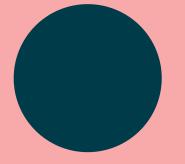
DivaPets Design

Textures and Elements



Colors

For desktop and mobile



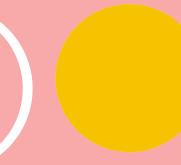
HEX CODE #003B4A

RGB: 0 59 74



HEX CODE #F8A9A9

RGB: 248 169 169



HEX CODE #F7C300

RGB: 247 195 0



HEX CODE

255 255 255

#FFFFFF

RGB:

Paragraphs and small material

Sen

Font



abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

Sen Bold abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

Adjectives:

Easy Going, Contemporary, Fun

I chose Sen due to the contemporary look and fun, bubbly letters. these features support the Easy going, contemporary, fun goal for user mood.