

# Grayhaven App and Responsive Website

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# Project overview



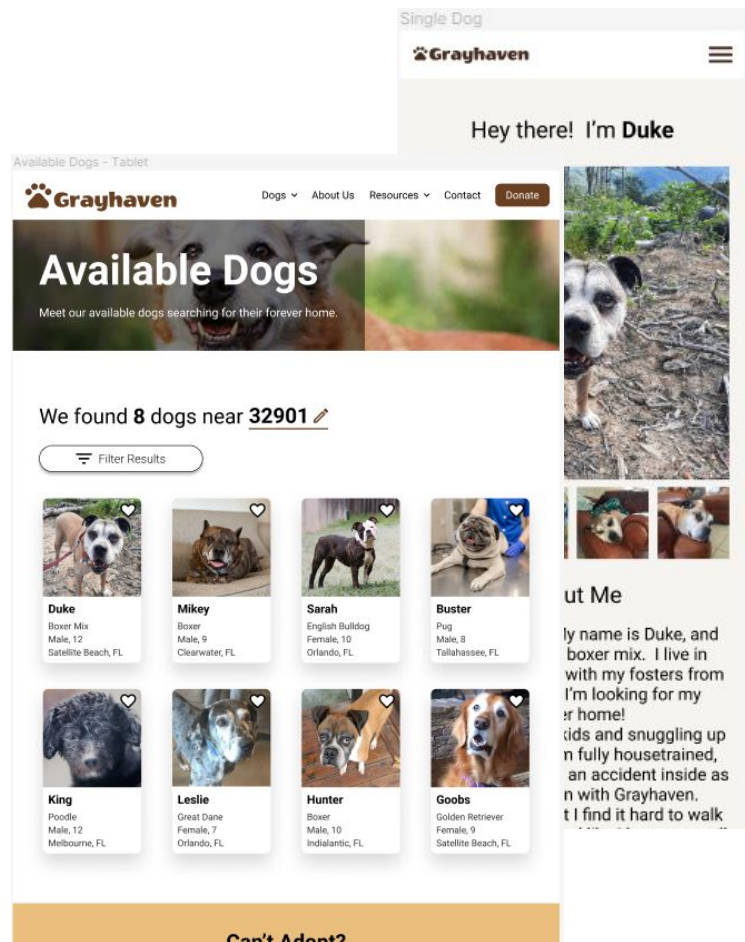
## The product:

Grayhaven is a Florida-based nonprofit focused on the rescue and adoption of senior dogs. The organization needs an app and responsive website to inform users of their goals, list the dogs available for adoption, and solicit donations from users.



## Project duration:

July 2023 - August 2023



# Project overview



## The problem:

Abandoned / surrendered senior dogs in Florida often spend their last days in shelters without proper love and care.



## The goal:

Design an app and site that will spread Grayhaven's mission to aid Florida's senior dogs, guide users through the adoption process, and solicit donations to continue operations.

# Project overview



## My role:

UX designer leading the design process from conception to delivery.



## Responsibilities:

Paper and digital wireframing, usability testing, competitive auditing, conducting interviews, low-fidelity prototyping, mockups, high-fidelity prototyping, deciding information architecture, designing for accessibility, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



I conducted user research to gain insight into why users adopt rescue animals, what might make them apprehensive about adopting a specific pet, and how a dog's age would factor into a decision whether or not to adopt. The feedback shared by participants suggested that the most critical concerns when adopting a dog were regarding the dog's care needs, habits, and how well the dog could fit into the user's family and schedule.

# Persona 1: Name

## Problem statement:

Kristine is a mother with limited mobility who needs comprehensive information on a prospective rescue dog because she wants to be sure that she can adequately care for any dog they choose to adopt.



**Kristine**

**Age:** 33

**Education:** Community College

**Hometown:** Los Angeles, CA

**Family:** Husband, 2 children

**Occupation:** Data Analytics  
(remote)

*"My family wants to have a dog at home, but we know it's a huge responsibility."*

## Goals

- Wants to have a dog join her family.
- Wants her kids to be happy and learn to have responsibility for an animal.
- Wants a pet that can be accommodated even with her condition

## Frustrations

- Limited leg mobility, has to use a walker for most purposes.
- Dogs take a lot of time and care, and she is worried she might forget something
- Regular walks would be a challenge for her

Kristine's family would love a dog, but she and her husband are worried about the amount of work and care it would require. She knows that dogs require regular exercise, which can be a problem given her limited mobility, and that every dog, especially senior dogs, have health concerns that need attention

## Persona 2: Name

### Problem statement:

Rosemary is an elderly woman who wants to share her life with an animal companion with similar needs because she feels lonely, and thinks that an older dog would fit in with her slower-paced life.



**Rosemary**

**Age:** 72

**Education:** College Graduate

**Hometown:** Butler, TN

**Family:** Lives alone, husband passed away.

**Occupation:** Retired

*"I would be happiest with a companion to share my life with."*

### Goals

- Have a routine in her life with responsibility
- Have someone/something to wake up to every day
- Incorporate light exercise into her routine
- Would love to have a kind dog

### Frustrations

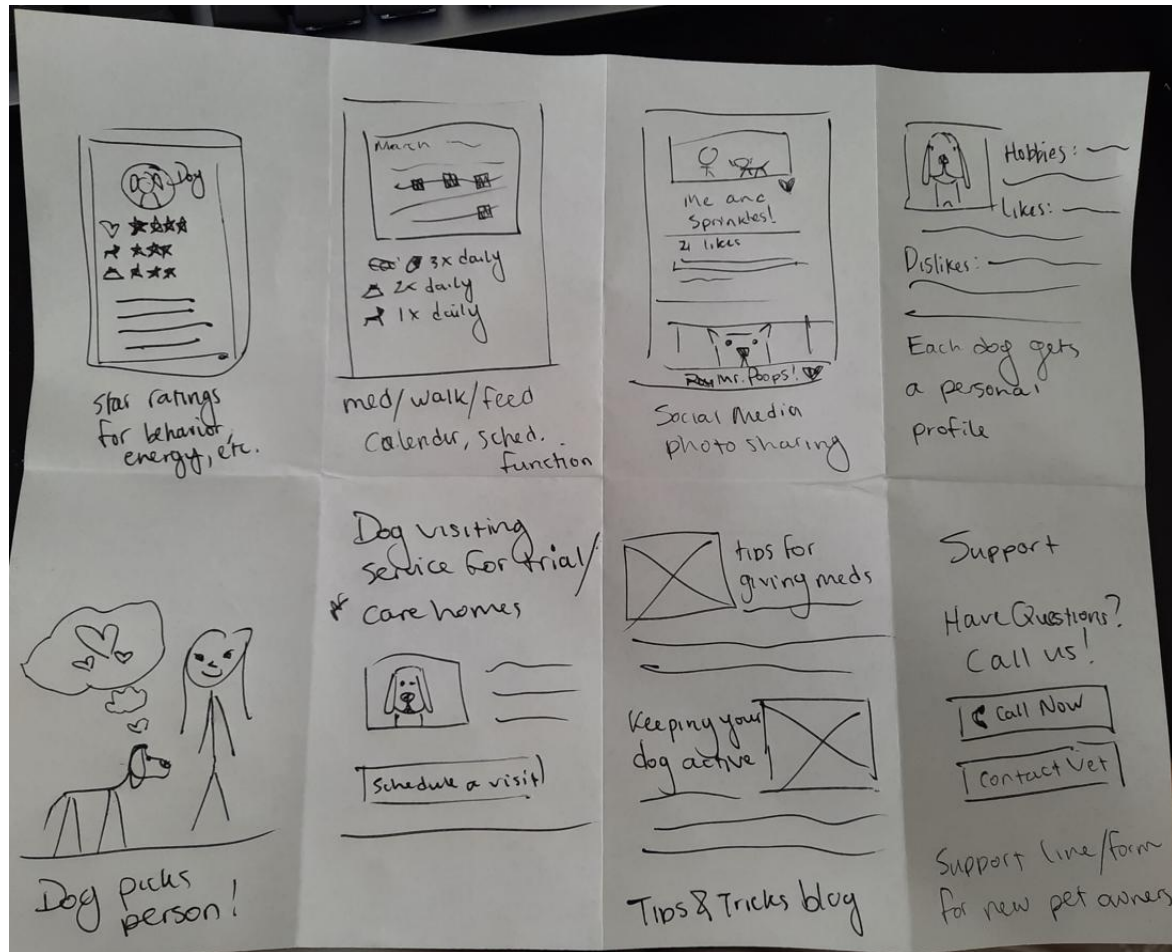
- Due to her age, she has limited mobility
- Feels lonely since her husband has passed away
- Not very tech savvy (has a phone, though)

Ever since her husband passed away, Rosemary has felt lonely living in her home alone. She still lives independently, and has regular contact with her family. She has had a dog in the past, and would love to have another furry friend. However, she feels apprehensive because her body might be a limiting factor in properly caring for a dog.



# Ideation

I did a short Crazy Eights ideation exercise to come up with ideas to best support matching dogs with users as well as supporting users post-adoption. My focus was on **including critical dog info in their bio**, as well as offering **articles & guides on the site for new owners**.

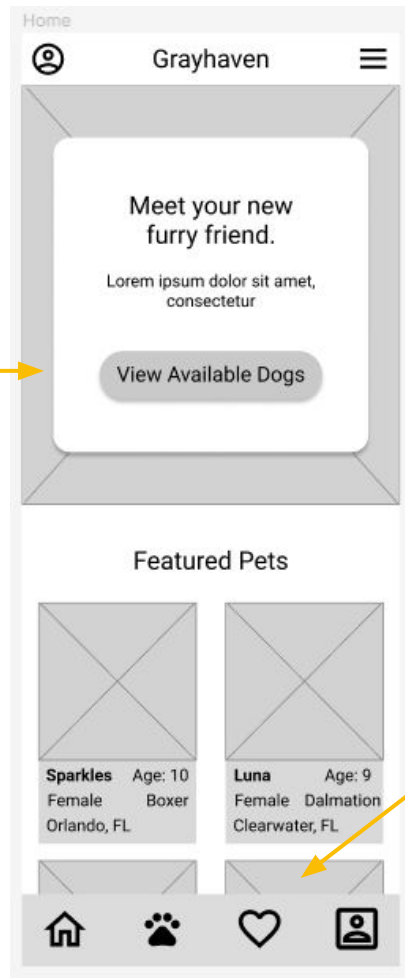




# Digital wireframes

After ideating and sketching some paper wireframes, I created initial digital wireframes for the mobile app experience. These initial designs focused on putting the available dogs front-and-center.

Have a link to available dogs in the hero section, as well as a curated list of featured senior dogs directly below.

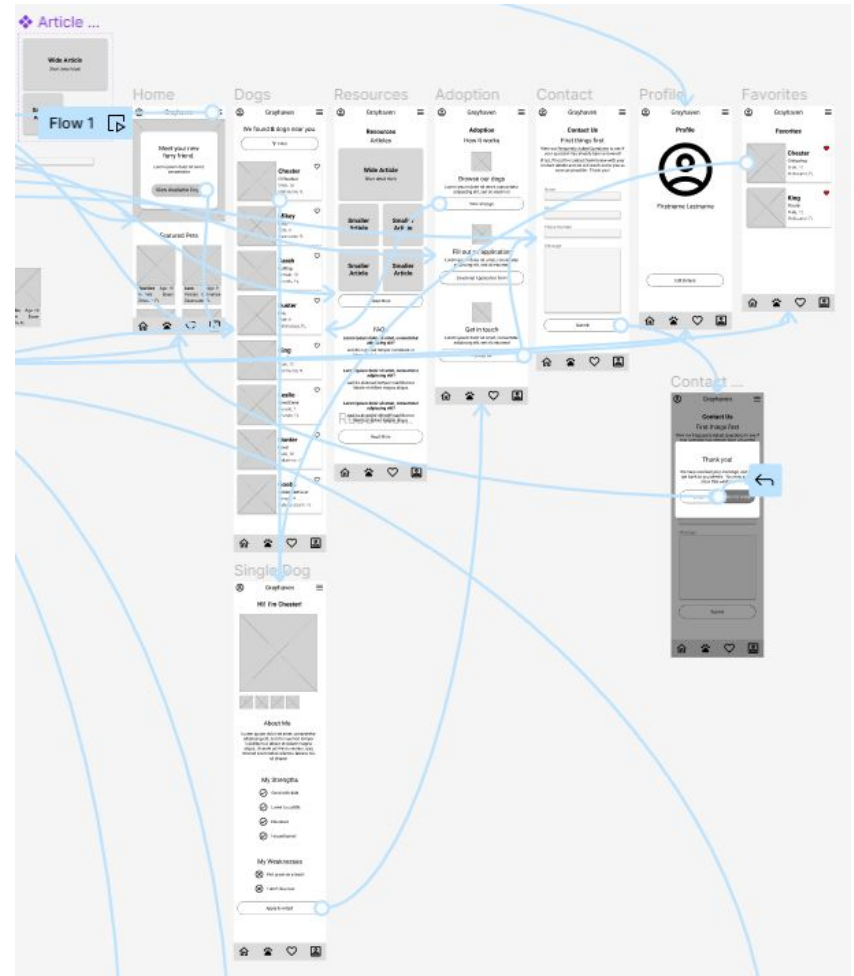


Bottom navbar to quickly bring users to the homepage, available dogs, favorite dogs, and profile, respectively.

# Low-fidelity prototype

For my first usability study, I created a mobile app prototype for the user flow of viewing the list of dogs, viewing a dogs details, favoriting them, and contacting Grayhaven through a contact form.

## Low Fidelity Mobile App Prototype



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Florida, remote



## Participants:

5 participants



## Length:

15-20 minutes

# Usability study: findings

The main findings of the study are listed below.

1

## Donation

Users found it odd that as a social cause, there weren't any mentions of supporting the organization through donations.

2

## Accounts

Several users did not see the benefit of having an account feature on the current version of the prototype.

3

## Simplicity

Users preferred the simple, straightforward designs and wording.

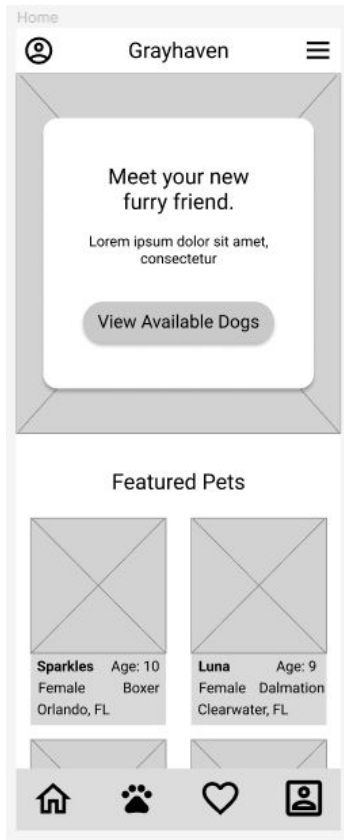
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

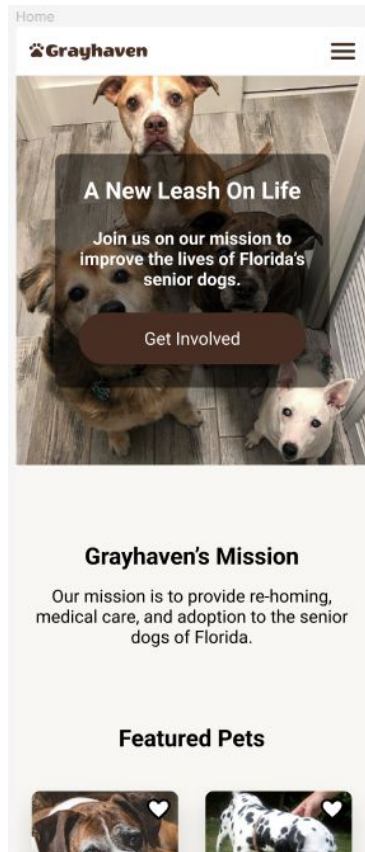
# Mockups

Based on the insights from the usability study, I changed the hero section to include a link to the donation page rather than the available dogs, and added a section describing Grayhaven's mission before the featured pets.

Before usability study



After usability study

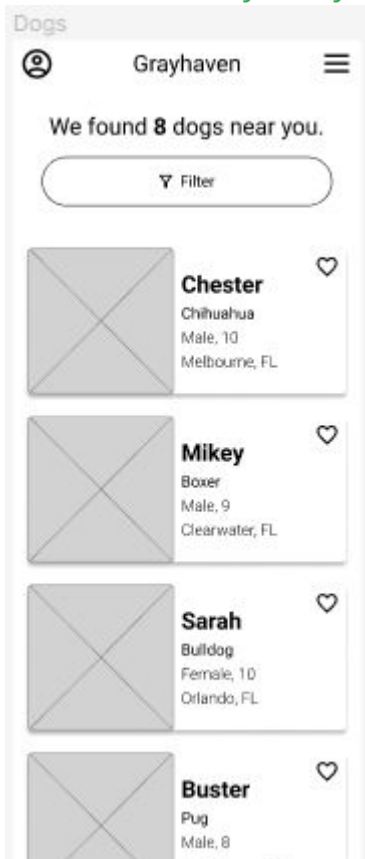




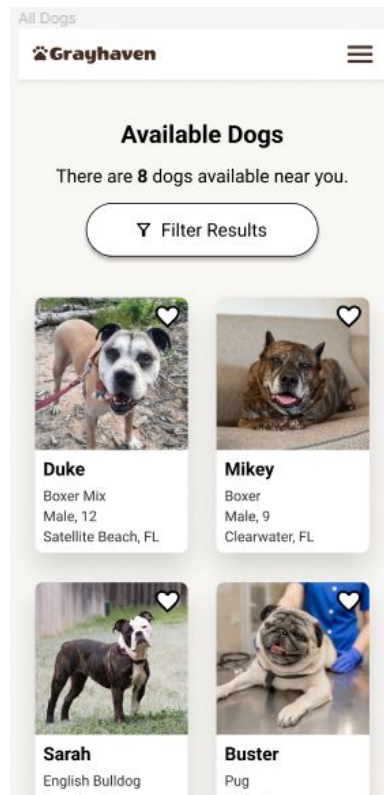
# Mockups

Based on the insights from the usability study, I maintained the simple design, but adjusted the layout to reduce the amount of scrolling users would have to do to see all of the available dogs, as well as added a heading.

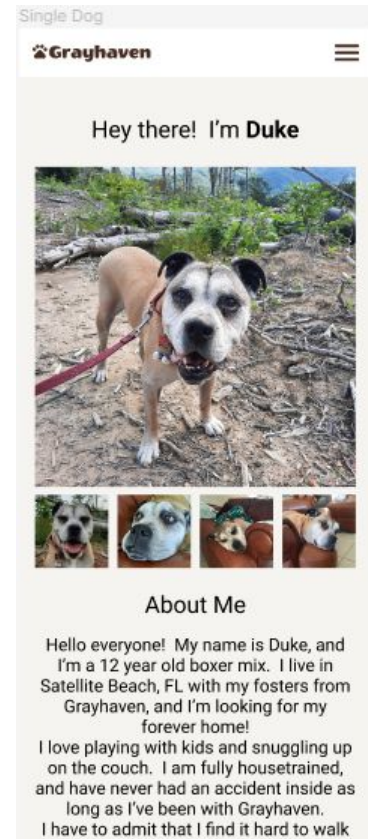
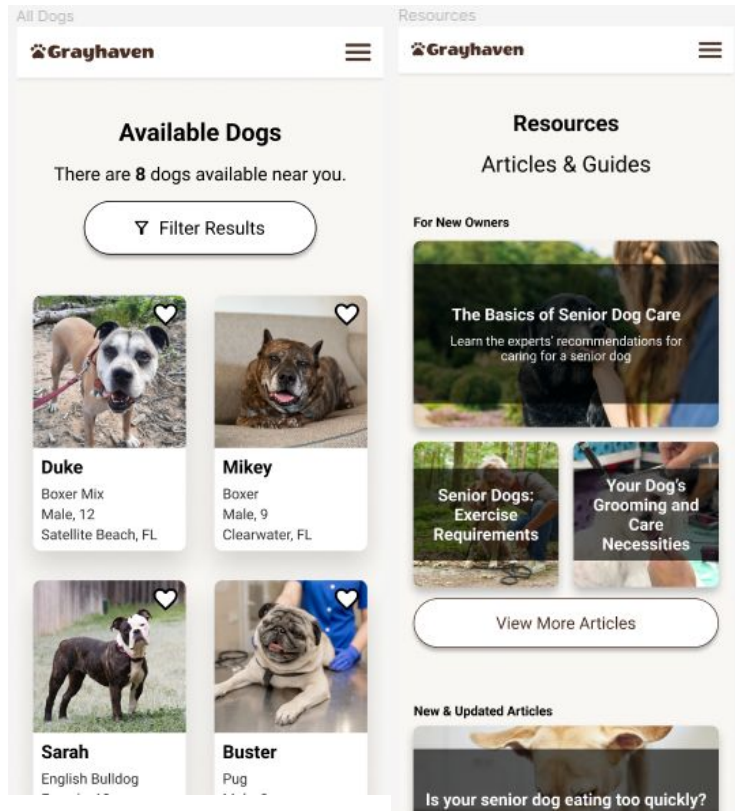
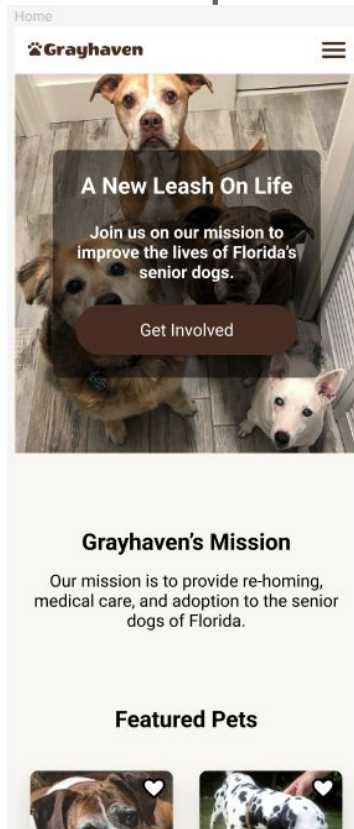
Before usability study



After usability study



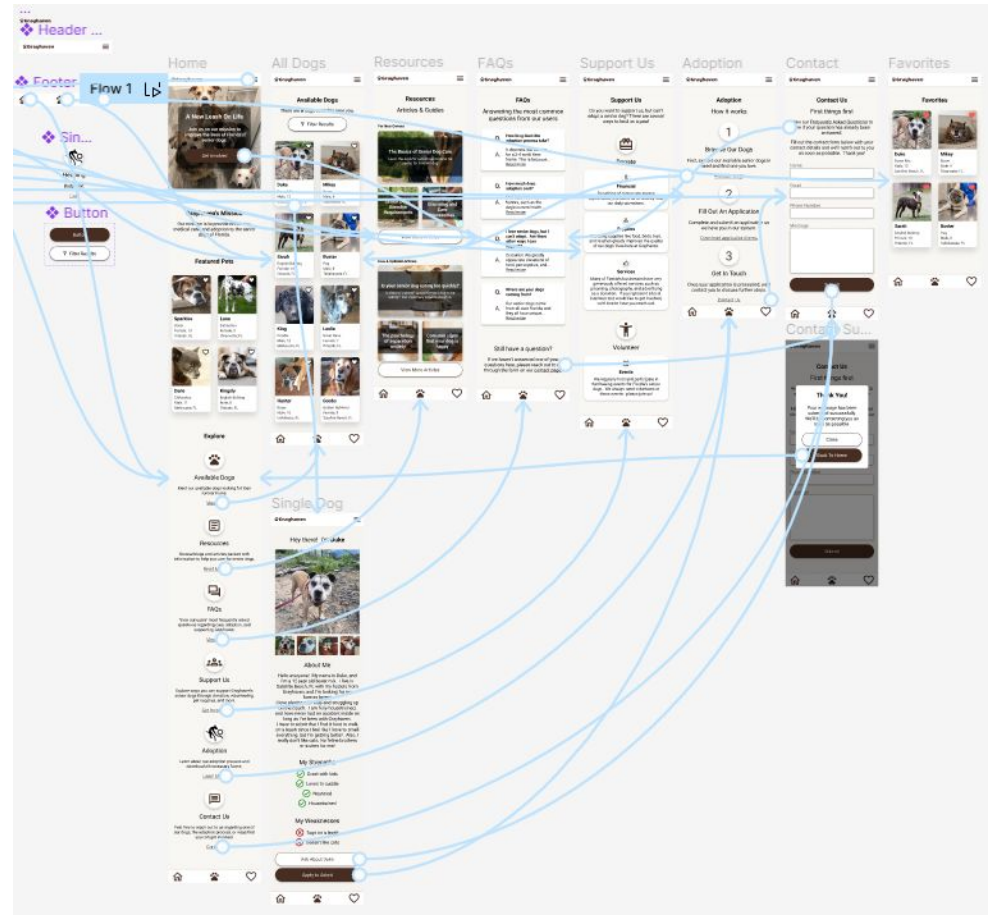
# Mockups



# High-fidelity prototype

This high fidelity prototype follows the same user-flow as the lo-fi prototype, but adds and omits content based on the insights from my usability study. Notably, I removed the account feature for this iteration.

[High Fidelity App Prototype](#)



# Accessibility considerations

1

I used high contrasting colors for text and call to action buttons to ensure that low-sighted users can use the app without issue.

2

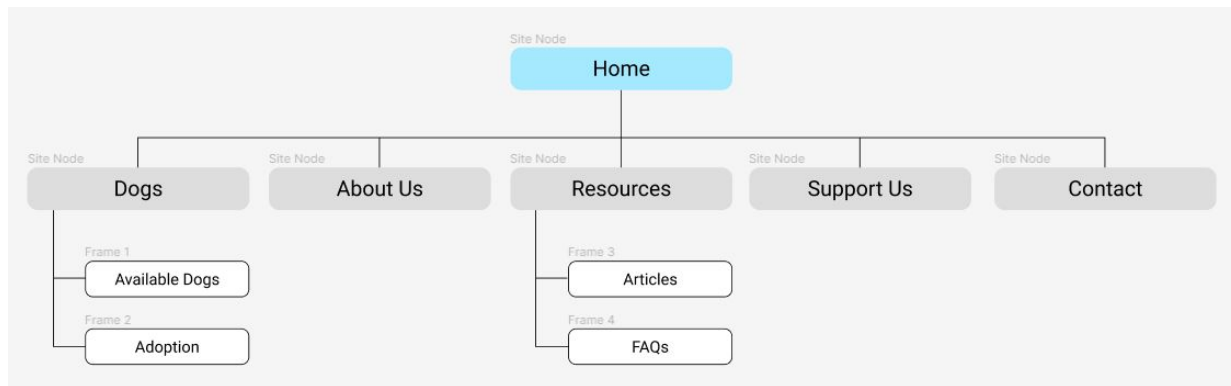
All text can be interpreted and read by screen readers and other assistive technology.

# Responsive Design

- Information architecture
- Responsive design

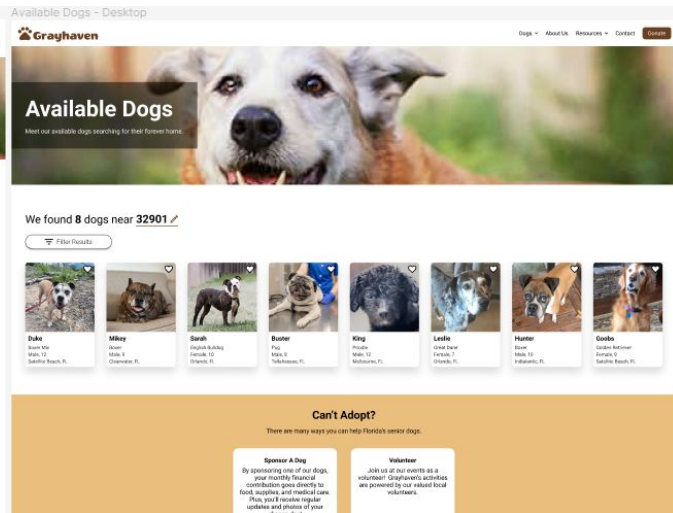
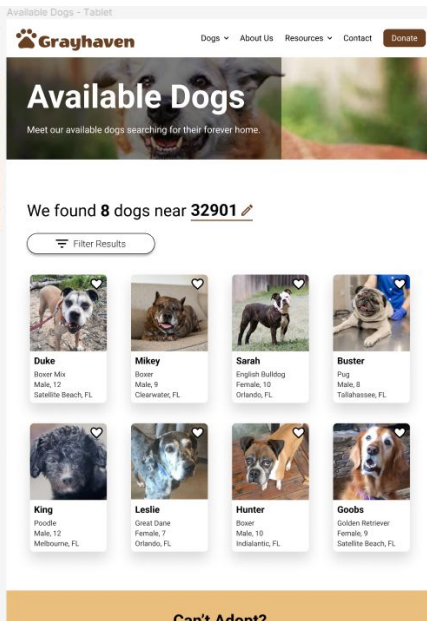
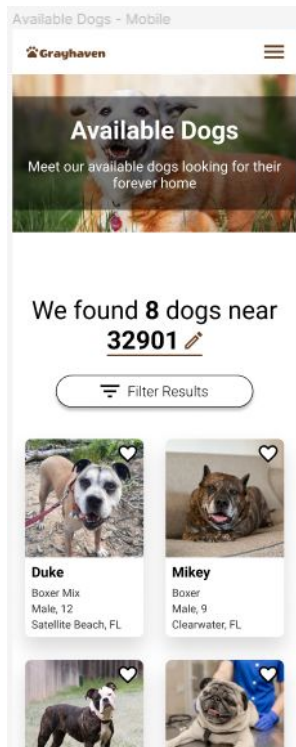
# Sitemap

For the responsive website, I grouped relevant information together hierarchically to ensure a consistent experience across mobile, tablet, and desktop devices.



# Responsive designs

The device sizes I used in my responsive mockups were mobile, tablet, and desktop. Critical elements change position, size, and alignment intuitively to accommodate the device size.



# Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

Users shared that my designs helped communicate that senior dogs have manageable needs and, like other dogs, are a great addition to a family.



## What I learned:

What I learned is that some designs and layouts work really well on smaller screen sizes, but are difficult to adapt to larger screen sizes, and vice versa.

# Next steps

1

Conduct research on compliance techniques and strategies for better soliciting donations of money and supplies to meet our dogs' needs.

2

Consider conducting research with more participants regarding what would make them more or less likely to adopt a senior dog.

3

Conduct additional competitive auditing of resources/articles pages to improve layouts.

# Let's connect!



Thank you for taking the time to learn about the Grayhaven senior dog adoption app and responsive website designs! If you'd like to see more of my work, please check out my website.

Website: [connorwg.com](https://connorwg.com)