
Brigadoon Service Dogs

WEBSITE RE-DESIGN

BRAND QUESTIONNAIRE

What top 2 current business goals do you want to achieve with the website? (Immediate needs)

- Make the website more intuitive & easy to navigate
- Reduce and prioritize information so that it's less overwhelming to find information

What top 2 future business goals do you want to achieve with your new website? (long-term)

- Utilize good information hierarchy to increase the amount of donaters
- Re-brand the logo & type hierarchy so that the site appears more professional

What do you think your customers first want to see when they visit the website?

- They'd first want to see what the organization does, and the programs it offers. What do they stand for?

Who are the different user groups that would be using this site? And for what reasons?

- Veterans & People with physical and developmental disabilities would need to use this site to begin their journey of finding a service job.
- Friends and family of veterans or disabled people may use this site to help their loved ones find a service dog and decide if it was in their budget.
- Volunteers looking to help train service dogs may go on this site to find ways to help.
- Prison Inmates looking to participate in the prison program may visit this site to join.

List any requirements or must-have's for the new website.

- Required: a better organization of content on the home page and about us page
- Required: type treatment and body copy that is less confusing to the user

What are the current strengths? (List 3)

- The donate button is very visible in the top navigation
- There are well-documented videos and images of the dogs all around the site
- They have merch available that helps get them more money

What are the current challenges? (List 3)

- The dropdown menus are confusing and clunky for users
- There are so many different pages for information that could probably be consolidated
- Their site can be a bit laggy because of the amount of images and videos

What are the current opportunities? (List 3)

- The color palate is a little inconsistent on different pages of the site
- The logo isn't very scalable, doesn't work at a small size
- The type treatment varies dramatically from page to page

What are the current threats? (List 3)

- This non-profit slowly loses the funding that would help them train their dogs
- Their site crashes and they don't know how to get it back up
- They receive bad reviews on yelp and it influences their foot traffic on the site

What three or four values do you want people to attribute to the representation of the organization?

- They want to help individuals with their specific needs.
- They want to serve the community.
- They care about people's journey with their service dog, and how it improves their life.

List 4-6 personality traits for this organization

- Professional, Sentimental, Trustworthy, Personable & Kind

What existing brands represent a similar look and feel for what you envision for this website?

- Some good examples are Service Dogs for America, United Support Animals, as well as Assistance Dogs international

AUDIT & BRAND ANALYSIS

Offering

Brigadoon Service dogs offers service dogs to veterans, as well as children and adults with disabilities. Their current strengths of their services are that they have comprehensive service dog training, and have placed over 100 service dogs in homes for those in need. They also offer a veteran's program and a prison program, where inmates can take care of and groom dogs.

Their biggest weakness is that the price of owning a service dog is quite expensive, seeing as it can cost 10,000\$ or more. This price point cuts off a significant portion of the population from getting the help they need. Another morally questionable weakness relates to their prison program, seeing as this organization is partially exploitative of free prison labor.

Competition

The direct primary competitor to Brigadoon Service dogs is Assistance Dogs international, which is a much larger non-profit institution at a global scale. This competitor is so well-known that Brigadoon Service Dogs had to get accredited by their institution (the ACI). Another larger competition is Service Dogs for America, which accepts applications from 28 states in the US.

Audience

This website is built for individuals with physical or developmental disabilities that are in need of service dogs, as well as military veterans that need a service dog. Yet another audience is the friends and family of people who are in need of a service dog, especially if this individual needs financial support or if the individual in need finds this website not accessible to their disability. Yet another audience visiting this site is volunteers looking to help train service dogs, as well as individuals looking to donate to the training of service dogs.

(care-providers, volunteers,)

Primary Persona:

George has a behavioral disability that makes it hard for him to be in public without help. His family has been proposing that he gets a service dog to help him get out of the house. He finds being in public very stressful when alone, but he does love meeting new people.

Negative Persona:

Ruth is a neurotypical and able-bodied young woman, who has not served in the military before. She is not in need of a service dog, and likely wouldn't need to visit this site.

AUDIT & BRAND ANALYSIS (CONT.)

Positioning & Messaging

Relative to the competition, this organization distributes at more of a regional level, as opposed to a national or international level. They serve individuals in the larger Pacific Northwest (Washington, Oregon, Idaho, Montana, Alaska and British Columbia). They have this saying of “changing peoples lives one dog at a time” or “offering a helping paw,” indicating that they offer more personal services that cater to the individual. This organization also talk about training each dog according to the needs of each client, arguing that this specialization sets them apart. They also do not get any funding from the government, so they strongly rely on community outreach and community funding. This means their niche can also be more community-oriented than others. However, as a missed opportunity, I think that they could be more direct about their specialized dog training on their home page and about page. They could make their messaging more clear regarding their discounted price point, considering it wasn't prominently stated that veterans don't have to pay and civilians pay a 1/3rd discounted price through their services.

Communication

Currently, the communication channels visible on this website are via email @brigadoondogs.org, as well as their phone number at 360-733-5388. They can also do communication by appointment at their location in Bellingham.

Assets

Currently, they have a logographic that doesn't work well at small scales. They also have a color palate composed of royal and light blue, with accent colors of dull & vibrant Yellow. In terms of content, they also have a YouTube channel full of customer testimonial videos, which they have embedded on their website. They also run an online store selling branded merchandise. They also run an Instagram page that's full of cute pictures of dogs in training, and incorporating more of these images on the main sight could be very useful. I think I have plenty of imagery to work with, but I may need to re-work the logo, and make their color palate and typefaces more consistent between pages.

CONTENT OUTLINE

Primary Page | “Home,” “About Us” & “Our Programs” Pages

These Pages (which I plan to simplify and combine) contain: Primary navigation, testimonial video, “Our Mission” statement, “Our Service Area” statement (Pacific Northwest), “Our Accomplishments” statement, “Our Mission” hyperlink with embedded YouTube video, service dog program description with images, veterans program description with images, prison program description with images, client-dog matching statement with images of clients & dogs, merch store hyperlink, images of dogs & merch, donation button hyperlink, list of business sponsors, & footer content

Secondary Page | “Donate” Page

This page contains: Primary navigation, “Join our community” statement, embedded testimonial YouTube video, “Choose our giving level” statement, PO box description, “Friends Of Brigadoon” description with 3 payment tiers and images, “Brigadoon Partners” description with 4 higher payment tiers and images, “Brigadoon Ambassadors” description with 4 highest payment tiers and images, a grid of 8 different donation cards with different payment levels and descriptions, a large donation button, & footer content.

Tertiary Page | “Apply for a Dog” Page

This page contains: Primary navigation, “Apply for a Dog” statement, application process description, program waitlist description, fundraising description, team training description, “Contact Us” button, & footer content.

USER PERSONA 1 | ALLEN



Bio

Allen is a military veteran, who retired from duty 5 year ago. Though he has been able to land a solid job in town, he's having trouble adjusting to domestic life again. He's beginning to show signs of PTSD, which is keeping him from being the man he used to be before deployment. He has heard of Brigadoon Service Dogs through a recommendation from this wife.

Demographic

Age: 49 Gender: Male
Status: Married, With 2 Daughters
Education: Graduated
Profession: Ex-Veteran, Mechanic
Location: Olympia, Washington

Technology

The image shows three horizontal sliders. The top slider is labeled 'Infrequent Use' on the left and 'Frequent Use' on the right, with a dot positioned slightly past the midpoint towards 'Frequent Use'. The middle slider is labeled 'Internet Literacy' and has a dot positioned exactly at the midpoint. The bottom slider is labeled 'Computer' on the left and 'Mobile' on the right, with a dot positioned very close to the 'Computer' end.

Core Needs

- Needs To Find A Service Dog Within The Next 4 Years
- Wants A Big, Friendly Dog, That Still Matches His Less-Active Lifestyle
- Wants To Get Better, In Hopes To Reconnect With His Family In A More Meaningful Way

Frustrations

- Has A Pretty Tight Budget, And This Investment May Eat Through His Savings. \$20,000 Isn't Easy To Cough Up.
- Struggles To Develop Emotional Connections With People, As A Result Of His PTSD. Can Also Become Overwhelmed Easily.

Quote

"I Want A Lifelong Friend, Someone Who Can Calm Me Down In My Times Of Need. This Dog Could Open A Lot Of Doors For Me."

Personality Traits

Anxious

Polite

Hard-Working

USER PERSONA 2 | SARAH



Bio

Sarah is a newly married woman, who is looking to spark a change in her community. Now that they are dual-income, her and her partner feel that they have enough money to begin giving back to the community. Along with volunteer work, Sarah is also interesting in donating to Brigadoon. A service dog once helped a family friends of hers, so she has some fondness for this type of charity work.

Demographic

Age: 29 Gender: Female
Status: Married, Newlywed
Education: Graduated
Profession: Medical Assistant
Location: Bellingham, Washington

Technology

Infrequent Use Frequent Use
Internet Literacy
Computer Mobile

Core Needs

- Needs To Feel Like She Can Make A Difference
- Needs To Feel Like A Useful Asset In Team Exercises
- Wants To Specifically Help With Event Planning For Brigadoon

Frustrations

- As A Working Woman, Sarah Doesn't Have Excessive Amounts Of Free Time. She Doesn't Have Patience For Things That Take Long.
- Sarah Doesn't Want To Bear The Responsibility Of Raising And Training Dogs.

Quote

"I Find That I Get The Most Satisfaction From Making Things Happen. If I Can Use This Dedication For Good, I Feel Like Thats A Win-Win!."

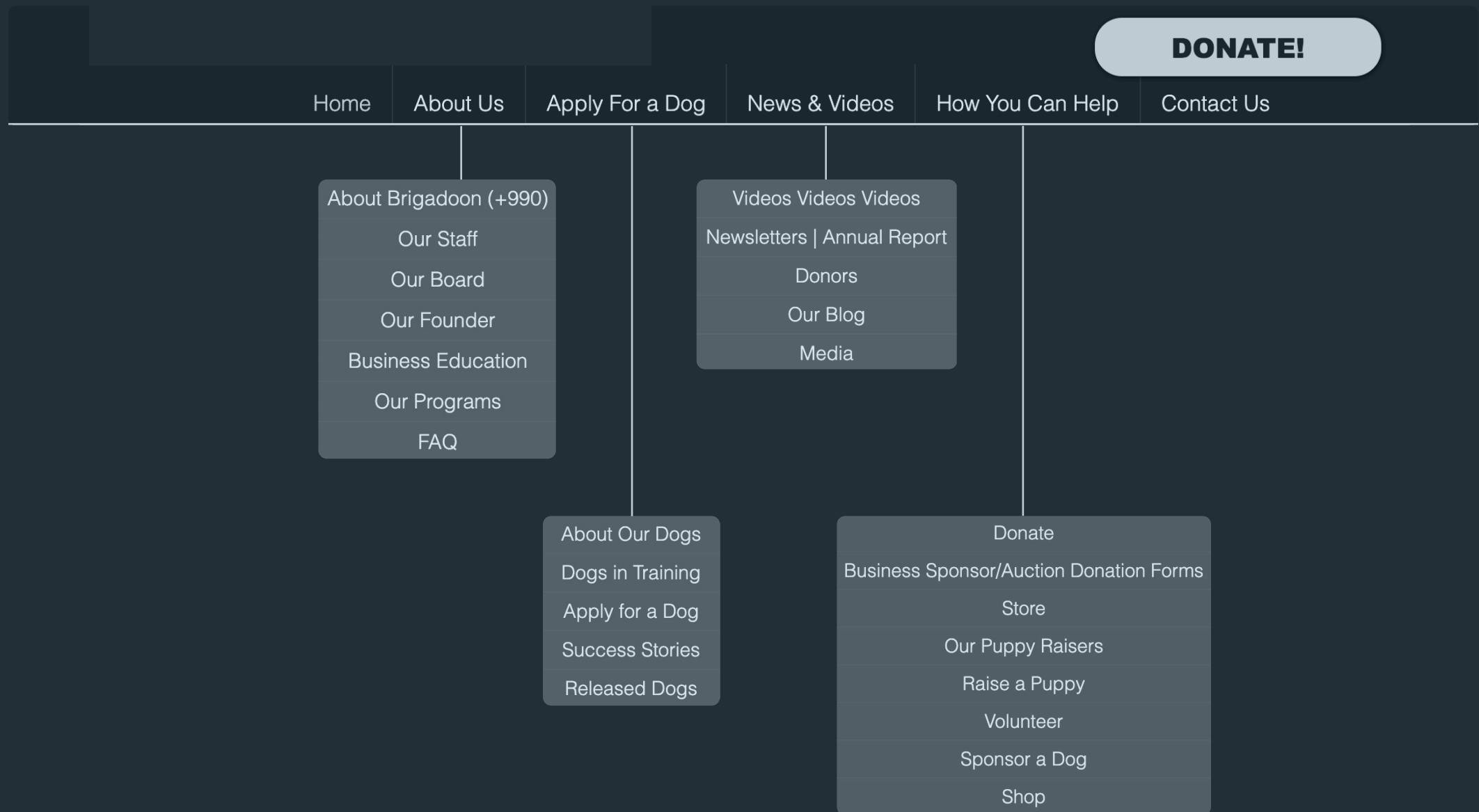
Personality Traits

Dedicated

Disciplined

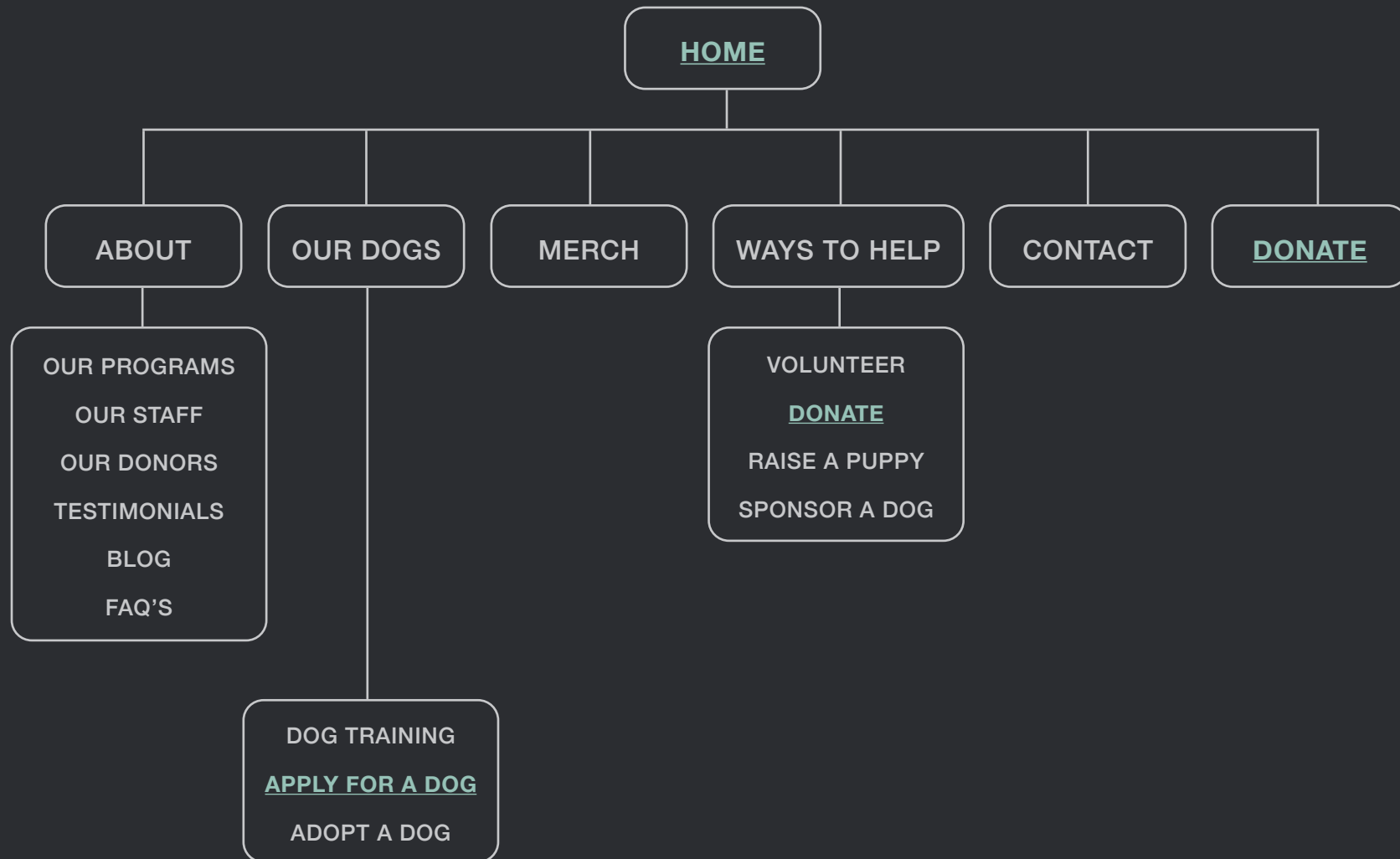
Enthusiastic

ORIGINAL SITE MAP



SITE MAP RE-BRAND

■ = PAGES INCLUDED
IN RE-DESIGN



BUSINESS, BRAND, & USER GOALS

BUSINESS GOALS

Receive enough funding to continue training more service dogs.

Successfully train dogs so that they satisfy the needs of their clients

Receive more support from business donors, in order to further grow their operation.

Incentivise more people to attend their community Gala, to further spread the word about Brigadoon.

Receive a \$10,000 payment from clients in exchange for a specialized service dog.

BRAND GOALS

Utilize information architecture to incentivise more donations.

Instill a notion of professionalism in their representation of the non-profit.

Effectively communicate the purpose of the non-profit in a clear and direct manner.

Effectively inform potential clients that their services are significantly cheaper than larger non-profits.

Clearly communicate that Brigadoon's specialty service is their specialized dog training.

USER GOALS

Receive a service dog who is trained to deal with the specific needs of the client.

Understand all of the ways they can help Brigadoon reach their goals.

Successfully receive a compatible dog after their long wait on the wait-list.

Feel that their donations and volunteer work is making substantial change.

Feel that their disabilities and needs are acknowledged and understood by Brigadoon Staff.

LO-FI WIREFRAME

