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# Brigadoon Service Dogs

WEBSITE RE-DESIGN

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# 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 donations
- 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 dog.
- 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-haves 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, which 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 of 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 very 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. The 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 training 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.*

## Primary Persona Example:

*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 Example:

*Ruth is a neuro-typical 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 that they are “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 talks 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 logo graphic 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 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 site 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 your 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 the 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.*

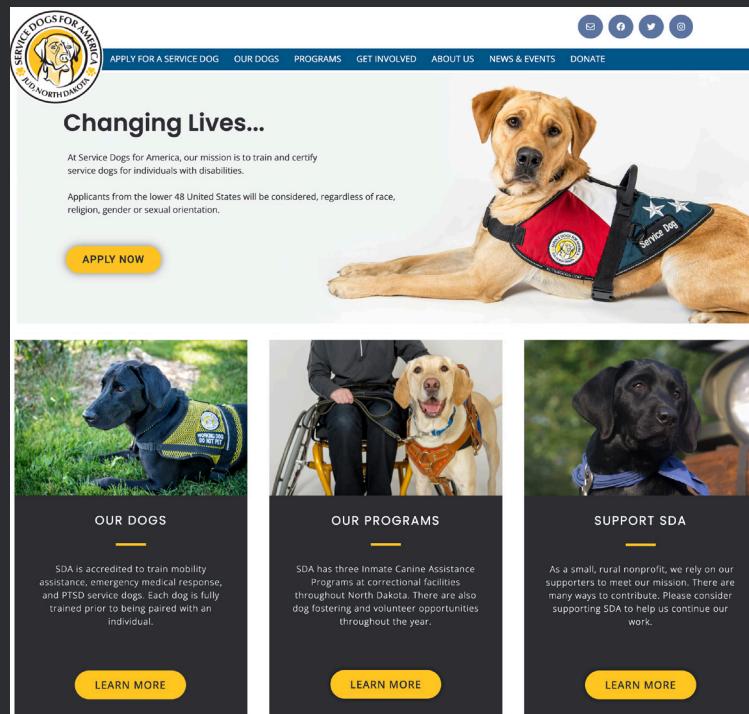
## **Tertiary Page | “Apply for a Dog” Page**

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

# STRATEGY STATEMENT/ SOLUTION STATEMENT

- *My strategy to improve this site will begin with re-ordering the basic information hierarchy of each page, starting with the organization of information, and how they can be separated into sections and cards that visually communicate different types of information. I will also unify the general page structure between pages by incorporating a banner section*
- *I will then work on re-branding the logo, and making the type hierarchy more consistent between pages. I will ensure the color palate I choose honors the royal blues, while paying better attention to the 60-30-10 rule. I also plan to integrate more images of dogs in training, as well as replacing some of the testimonial videos with still images to avoid flooding the viewer with content.*
- *I will then move to the body copy, consolidating the type and ensuring that things are communicated more concisely. Here, I will attempt to incorporate major themes of community-oriented support.*
- *I will also re-center the branding around personalization, as each dog is specifically trained to match their owner's needs. Considering this specialized training is the biggest niche of this small organization, I want that to be at the center of the re-brand. This component will differentiate the site from competitors, as larger organizations couldn't do this specialization for every client.*

# COMPETITION

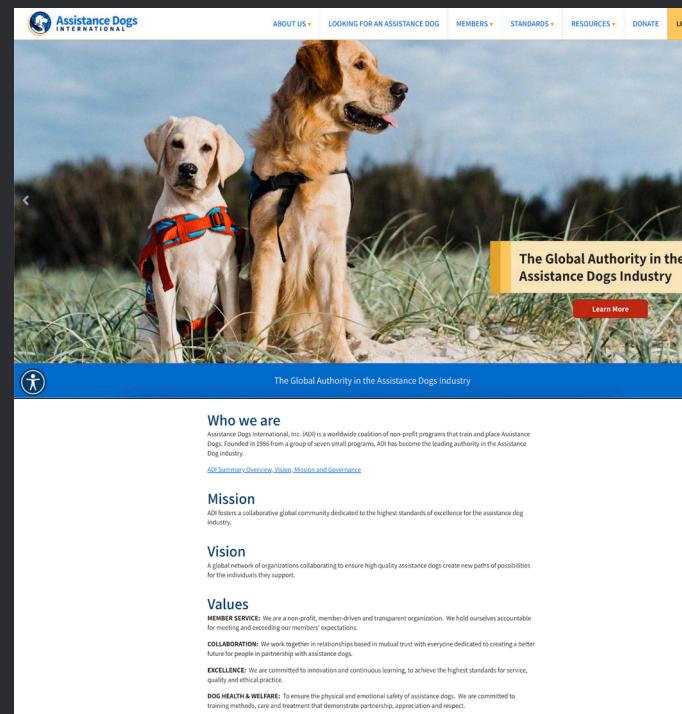


The Service Dogs for America website features a prominent hero image of a yellow Labrador Retriever wearing a red vest with "Service Dog" and stars. Below the hero image is a headline "Changing Lives..." followed by a brief mission statement and application details. The main navigation bar includes links for "APPLY FOR A SERVICE DOG", "OUR DOGS", "PROGRAMS", "GET INVOLVED", "ABOUT US", "NEWS & EVENTS", and "DONATE". Social media icons are at the top right. Three call-to-action cards at the bottom are titled "OUR DOGS", "OUR PROGRAMS", and "SUPPORT SDA", each with a "LEARN MORE" button.

## Competition 1 | Service Dogs for America

*Very clear type hierarchy, very consistent Grey & Yellow color palette, & effective use of 3 call-to-action cards.*

*The cute and charming hero image of a service dog effectively develops a sentimental reaction in the viewer, and the symbolism of him wearing an American flag harness non-verbally signals the veteran community very effectively.*

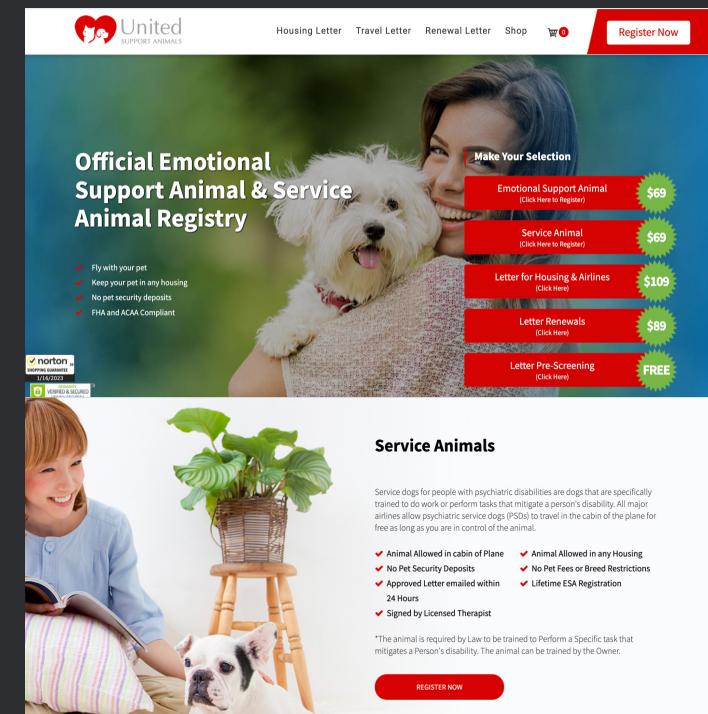


The Assistance Dogs International website has a large hero image of two dogs. A central callout box reads "The Global Authority in the Assistance Dogs Industry". The main navigation bar includes "ABOUT US", "LOOKING FOR AN ASSISTANCE DOG", "MEMBERS", "STANDARDS", "RESOURCES", "DONATE", and "LOGIN". Below the hero image, sections include "Who we are", "Mission", "Vision", "Values", and "Dog Health & Welfare". A sidebar on the left lists "OUR DOGS", "OUR PROGRAMS", and "SUPPORT SDA" with "LEARN MORE" buttons.

## Competition 2 | Assistance Dogs International

*Very simple body copy and headline text, clarifying that decoration isn't needed to effectively communicate information.*

*Their content opens up with a clear and direct mission statement, claiming they are the "Global authority" for service dogs. This informed me that the mission statement is a good opportunity to clarify the specific niche of your non-profit to the visitor.*



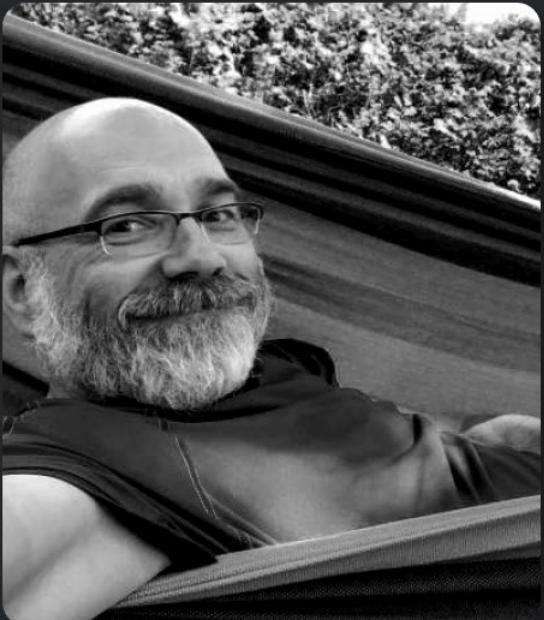
The United Support Animals website features a woman holding a white dog. A sidebar on the left lists services: "Emotional Support Animal (\$69)", "Service Animal (\$69)", "Letter for Housing & Airlines (\$109)", "Letter Renewals (\$89)", and "Letter Pre-Screening (FREE)". The main content area includes sections for "Official Emotional Support Animal & Service Animal Registry", "Service Animals", and a list of benefits for service animals. A "REGISTER NOW" button is at the bottom.

## Competition 3 | United Support Animals

*This site really feels like they are trying to sell a product, rather than a connection or experience. Though the type treatment is handled really well, it doesn't build up a sentimental connection like the first two competitors.*

*I find that the choice of red as a primary color wasn't very wise, as it invites stress in the viewer. However, I do find that the check mark bullet points feel very sleek and professional.*

# USER PERSONA 1 | ALLEN



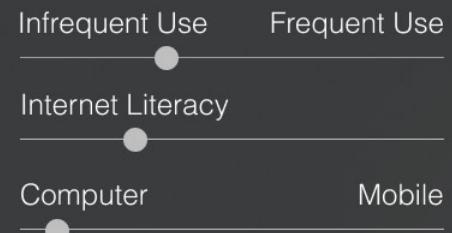
## Bio

Allen is a military veteran, who retired from duty 5 years 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 his wife.

## Demographic

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

## Technology



## 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



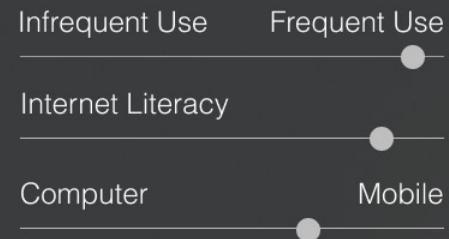
## Bio

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 interested in donating to Brigadoon. A service dog once helped a family friend 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



## 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 That's A Win-Win!."

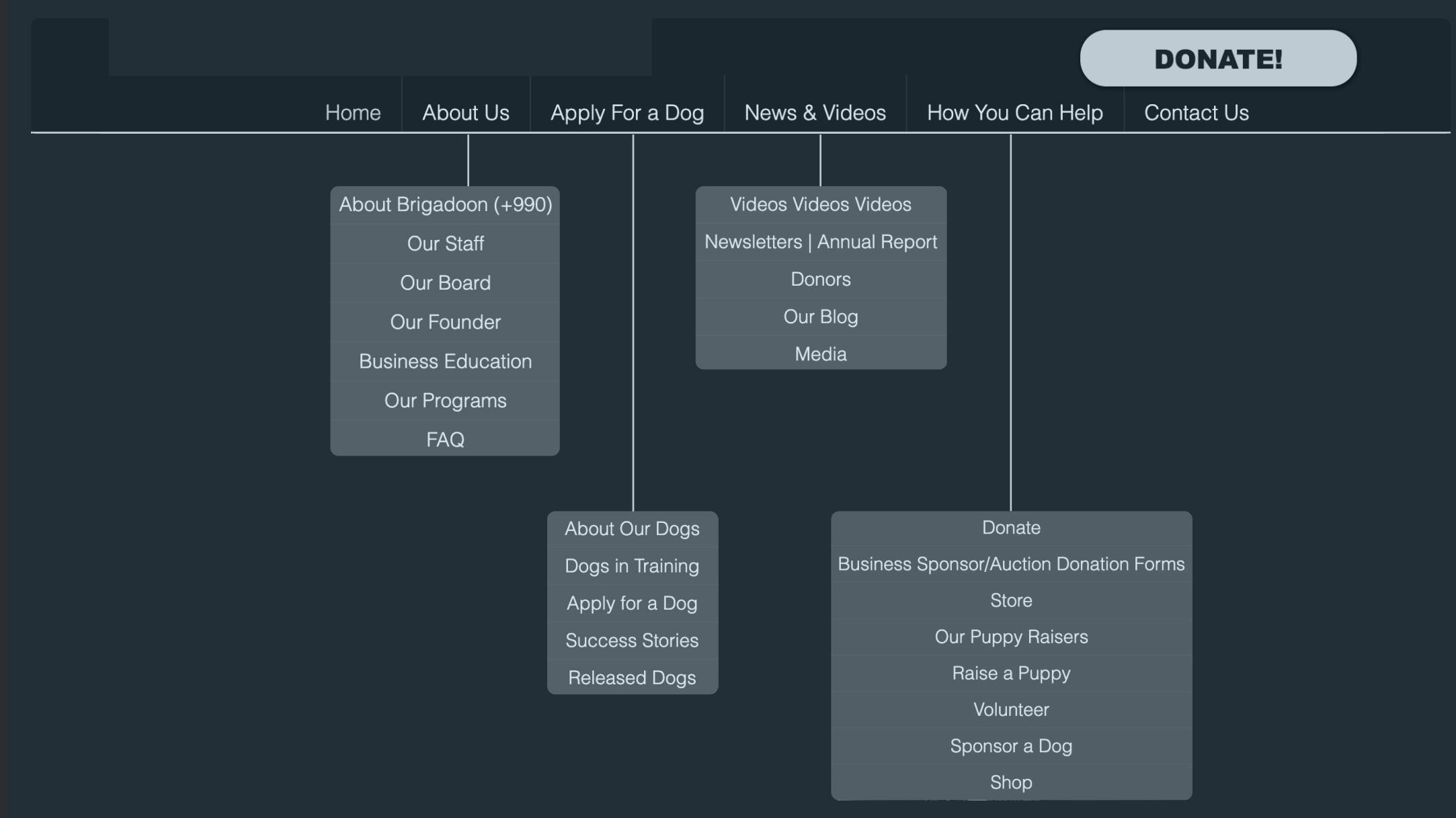
## Personality Traits

Dedicated

Disciplined

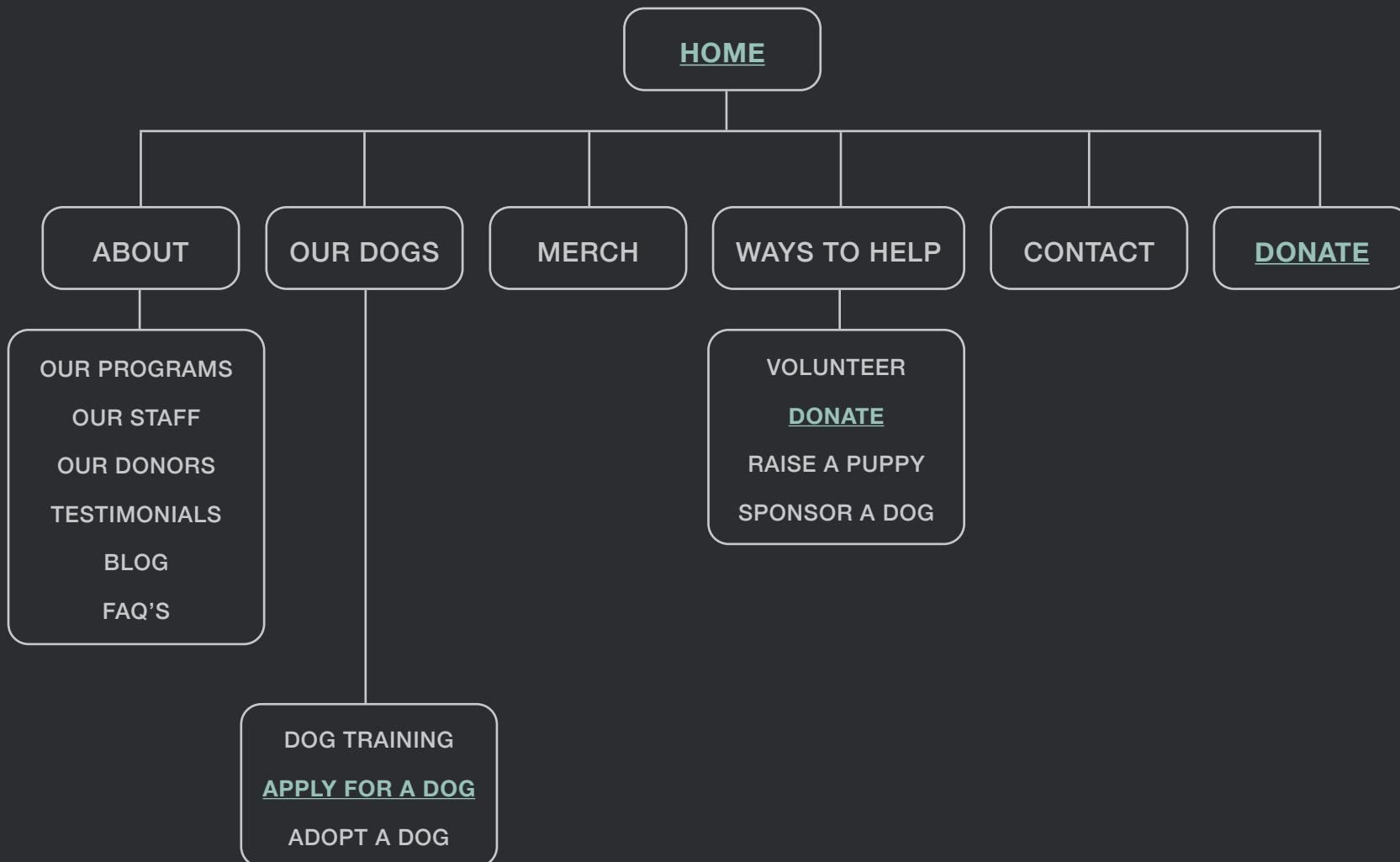
Enthusiastic

# 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.

# MOOD BOARD

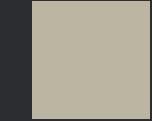
Color Palette |



#ffffff



#d1d1d1



#bbb5a1



#8d7e58



#4e5880



#444444



## Do you know the difference between Assistance Dogs vs. Other Types of Dogs?

### Assistance Dog

A generic term for **guide**, **hearing**, or **service dog** specifically trained to do more than one task to mitigate the effects of an individual's disability. *The presence of a dog for protection, personal defense, or comfort does not qualify that dog as an assistance dog.*



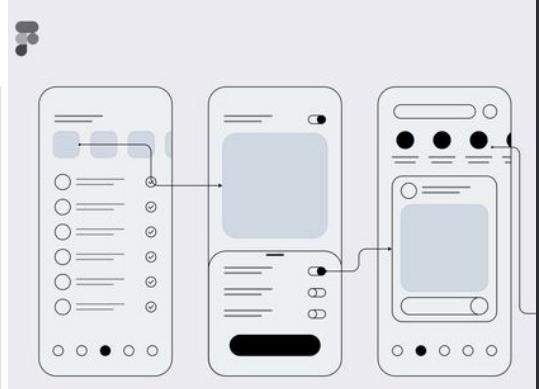
**Guide Dog**  
A dog that guides individuals who are blind or visually impaired. The presence of a dog for protection, personal defense, or comfort does not qualify that dog as a guide dog.



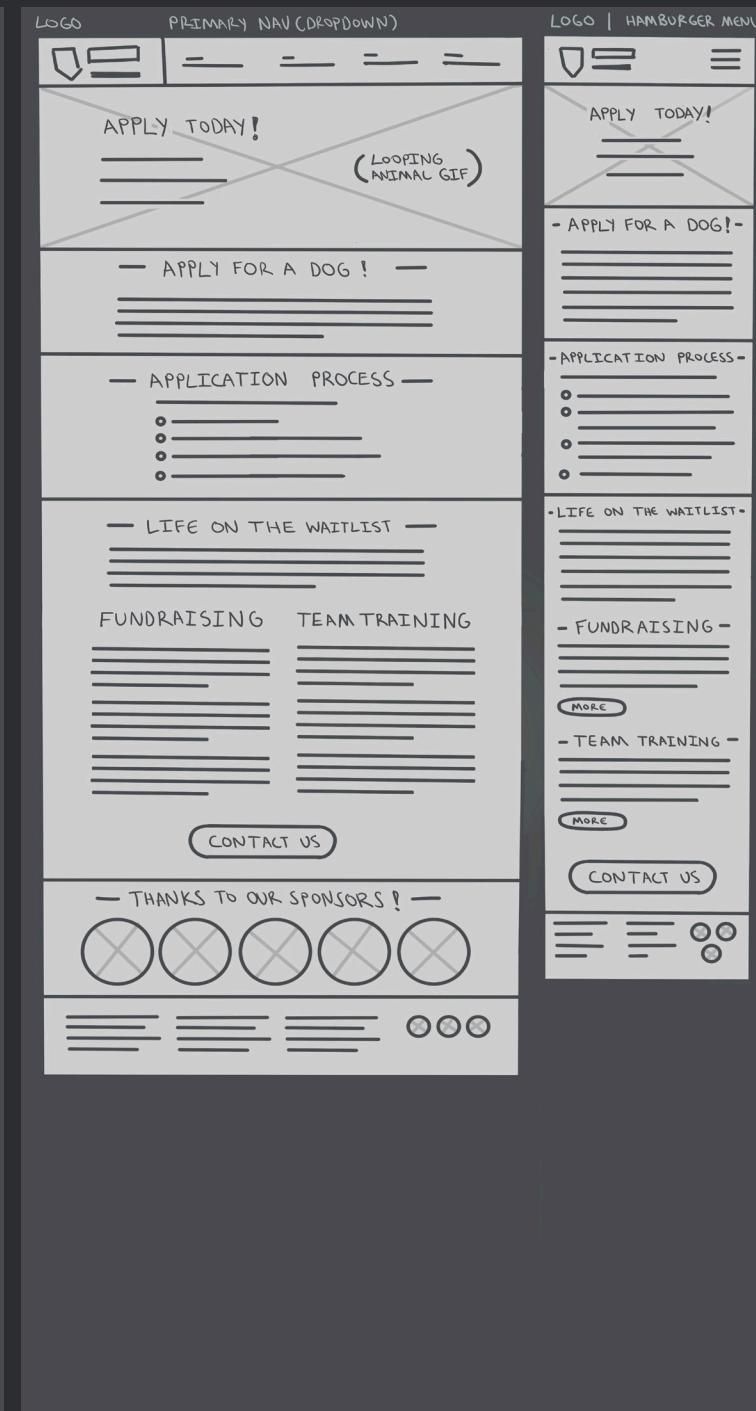
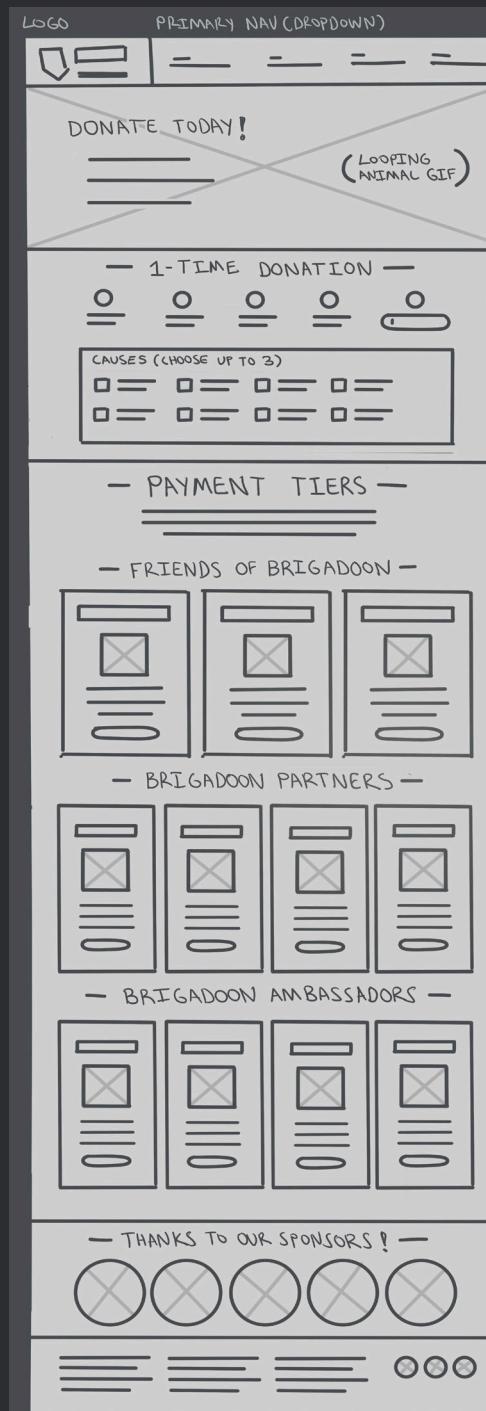
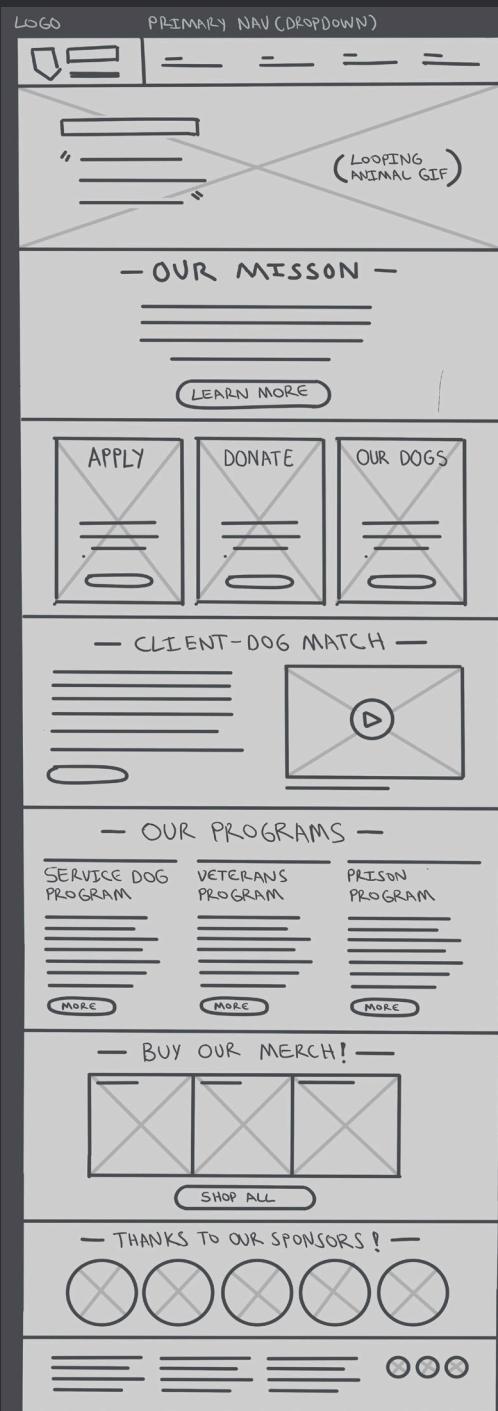
**Hearing Dog**  
A dog that alerts individuals who are deaf or hard of hearing to specific sounds.



**Service Dog**  
A dog that works for individuals with disabilities other than blindness or deafness. They are trained to perform a wide variety of tasks including but not limited to; pulling a wheelchair, bracing, retrieving, alerting to a medical crisis, and providing assistance in a medical crisis.



# LO-FI WIREFRAME

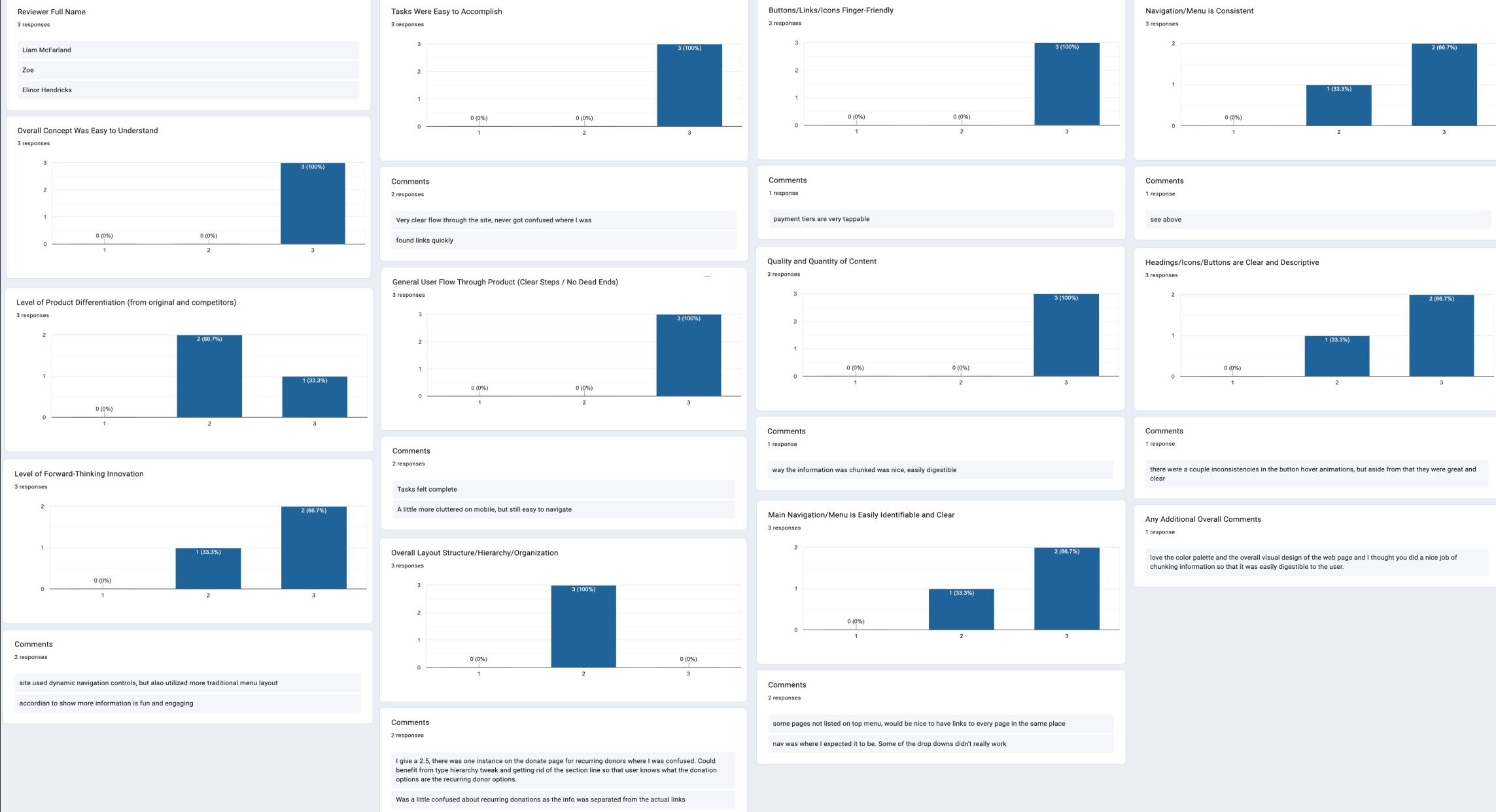


Primary Page | Home Page

Secondary Page | Donate Page

Tertiary Page | Apply for a Dog Page

# USABILITY TEST FEEDBACK



**MAIN TAKEAWAYS** | Adjust type hierarchy for the recurring donations section on the “Donate” page, Add a drop down menu on desktop version to add clarity (future goal), and add hover animations to all buttons on desktop (including “Show More” buttons).

## CHALLENGES & REFLECTION

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- Overall, I found that the largest challenge I overcame was learning how to work with auto-layout while building my Figma prototype. I didn't anticipate it to have a learning curve, but once I understand how it worked, I realized it was an extremely powerful and responsive feature.
- Another frustration I had was finding out that working with components and creating user flows was not nearly as intuitive as I expected it to be. Sometimes I found that the tool was getting very confused whenever I tried to make a component out of something built from multiple nested frames.
- Reflecting back, I think I gained a lot of solid skills on how to format a basic website so that the site's content is clear and easy to find. In future designs, I hope to experiment more with layout, and building out sections from different color fields instead of resorting to content cards.