



# Zazzy Cat Rescue

Site Redesign

Eliana Vasquez | DSGN 360

# Background

# Brief

Redesign the website for the non-profit organization Zazzy Cats Rescue, focused on creating a better experience for all users that are interested in the adoption and donation.

# Client

Zazzy Cat Rescue is a Non-Profit Public Benefit Charity Organization based in Long Beach, California. The rescue was founded for the primary purpose of rescuing high risk cats, kittens, expectant and nursing queens directly from the community as well as city and county shelters in the greater Los Angeles area.

# Problems

The current website does not distribute its information in a way that is helpful to its users. It is mostly one long scroll instead of categorizing it into different pages. It can be a bit overwhelming while making basic tasks and could frustrate their users and discourage them from engaging with Zazzy Cats.

The aesthetics of the website also does not reflect the personality of the organization.

The screenshot shows the homepage of Zazzy Cats. At the top left, it says "Long Beach, CA" and "A 501c3 non-profit public benefit charity organization. EIN 46-4993472". The top right features the "Kitty Rescue" logo with a cartoon cat and the text "zazzy Cats". A navigation bar below the header includes links for "ABOUT US", "ADOPTABLE PETS", "EVENTS", "DONATE", "RESOURCES", "PURR MANOR", and "MORE...". The main content area contains text about the organization's mission to rescue cats and kittens, a "Donate" button with payment method icons, and a section for adopting a cat. To the right is a large photo of several kittens in a circular bed. Below the photo is a section titled "Help I found a Cat or need to find a home for my Cat..." with a note about the organization's current capacity.

**long Beach, Ca**  
A 501c3 non-profit public benefit charity organization.  
EIN 46-4993472

**Kitty RESCUE**  
**zazzy Cats**

[ABOUT US](#) [ADOPTABLE PETS](#) [EVENTS](#) [DONATE](#) [RESOURCES](#) [PURR MANOR](#) [MORE...](#)

ZAZZY CATS KITTY RESCUE is a Non-Profit Public Benefit Charity Organization based in Long Beach, California. Our rescue was founded for the primary purpose of rescuing high risk cats, kittens, expectant and nursing queens directly from the community as well as city and county shelters in the greater Los Angeles area.

ZAZZY CATS rescues as many furry friends as we can, provides them with medical care, places them in loving foster homes until permanent adoption homes are found. We are an all volunteer organization and rely solely on the support of public donations to provide care.

[Donate](#)

Looking to adopt a cat?  
Please visit our [Adoptable Pets](#) page. Prior to every adoption, all our cats and kittens will be:

- Spayed or Neutered
- Tested for FIV/FELV
- Current 3 in 1 Vaccinations
- De-Wormed
- Flea Treated
- Micro Chipped
- Rabies Vacc (over 16 wk old)

**Help I found a Cat or need to find a home for my Cat...**

Due to a very busy SoCal kitten season and our continuing commitment to Local shelters, Zazzy Cats is currently over max capacity and cannot take in anymore cats or kittens at this time.

# Solution

# Goals

## Buisness Goals

- Encourage people to adopt cats
- Receive more donations
- Create opportunities for new sponsors

## Brand Goals

- Establish trust with current and new clients
- Become a reliable place for kittens in need
- Create a larger community

## User Goals

- Find clear information
- Access services efficiently
- Enjoy the aesthetics of the website

# Approach

Understanding the users needs and how it can be reflected into this redesign as a priority. It will stand out from main competitors as its focus will be to orgazine all information and take a friendly approach.

# Strategy

After understading the current strengths and challenges from the website, I created a set of requirements that could evelate the user experience.

# Process

# Research

- Understanding the role of Zazzy Cats compared to their competitors
- Reading their reviews and comments on social media
- Identifying their tone of communication and how they interact with their clients and donors

# Competitors

## Humane Society of the USA



The Humane Society of the United States logo is in the top left corner. The top navigation bar includes "Our Big Fights", "Our Impact", "How You Can Help", a red "Donate" button, and a search icon. A large image of three cats in a cage serves as the background. A black overlay box contains the text: "ANIMAL RESCUE TEAM IN MISSISSIPPI", "We're on the ground rescuing more than 170 cats from a shocking alleged cruelty case.", and "Please rush a donation to help provide the medical treatment they need and continue our lifesaving work for all animals." Below this, a white box contains the text: "Rescue underway". The bottom section features a quote: "We fight the big fights to end suffering for all animals and, with your help, we'll achieve the vision behind our name: a humane society." At the bottom left is a small credit: "Meredith Lee/The HSUS".

## Living Free Animal Sanctuary



The Living Free Animal Sanctuary logo is in the top left corner. The top navigation bar includes "ADOPT", "GET INVOLVED", "VISIT", "EVENTS", "ABOUT US", "WAR HORSE CREEK", "BLOG", and a red "DONATE" button. A large image of a brown dog standing on a rocky hillside under a cloudy sky serves as the background. The text "LIVING FREE ANIMAL SANCTUARY" is prominently displayed in the center. Below it is the tagline "A refuge for those in need of a second chance." and a red "DONATE TODAY" button. The bottom section features a heading "What We Do" and a paragraph about the sanctuary's mission to rescue dogs and cats from shelters and assist veterans through War Horse Creek. Below this are two rows of circular images: "Living Free" (a dog, a person holding a cat, a close-up of a cat's face) and "War Horse Creek" (a woman with a horse, a horse grazing, a man petting a horse).

# Positioning

Zazzy Cats Rescue is the first result from searching “Cat rescue in LA”. However, it is not the rescue with the most reviews. This might create distrust among first-time visitors especially after seeing the website.

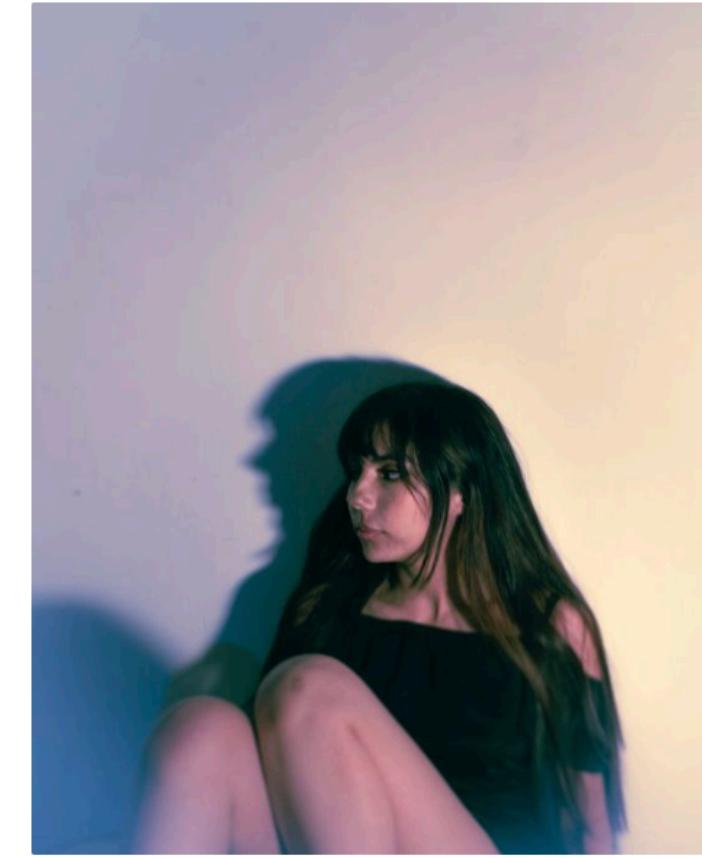
They are very active on social media and organize plenty of events with their strong community.

# Messaging

The new website will communicate a friendly and welcoming message to viewers. Clarifying the overall mission of Zazzy Cat Rescue which is to help aid high-risk kittens and find new homes for these cats.

# Target Audience

- The age range of website users is from 16-65+
- Anybody who is interested and committed to adopting a cat
- Someone that needs to find a new home for cats
- Potential donors that would like to know more information about the rescue mission



Citlali Lemus  
full-time photographer

"Capturing moments not to forget"

- Goals:

to adopt a new cat now that I am able to afford my first studio apartment

find a new furry friend to keep my company

- Stats

28 years old, single, lives in Los Angeles, Ca, Head photographer at Joy Co.

- Behaviors & Habits

First time living alone

Has a hybrid online/in person job

She likes to host movie nights in her home

- Technology & Skills

Very proficient with her technology

Uses her phone on a daily basis to accomplish most tasks in her life

Opens her desktop device occasionally for her photo editing

- Relationships

Very independent

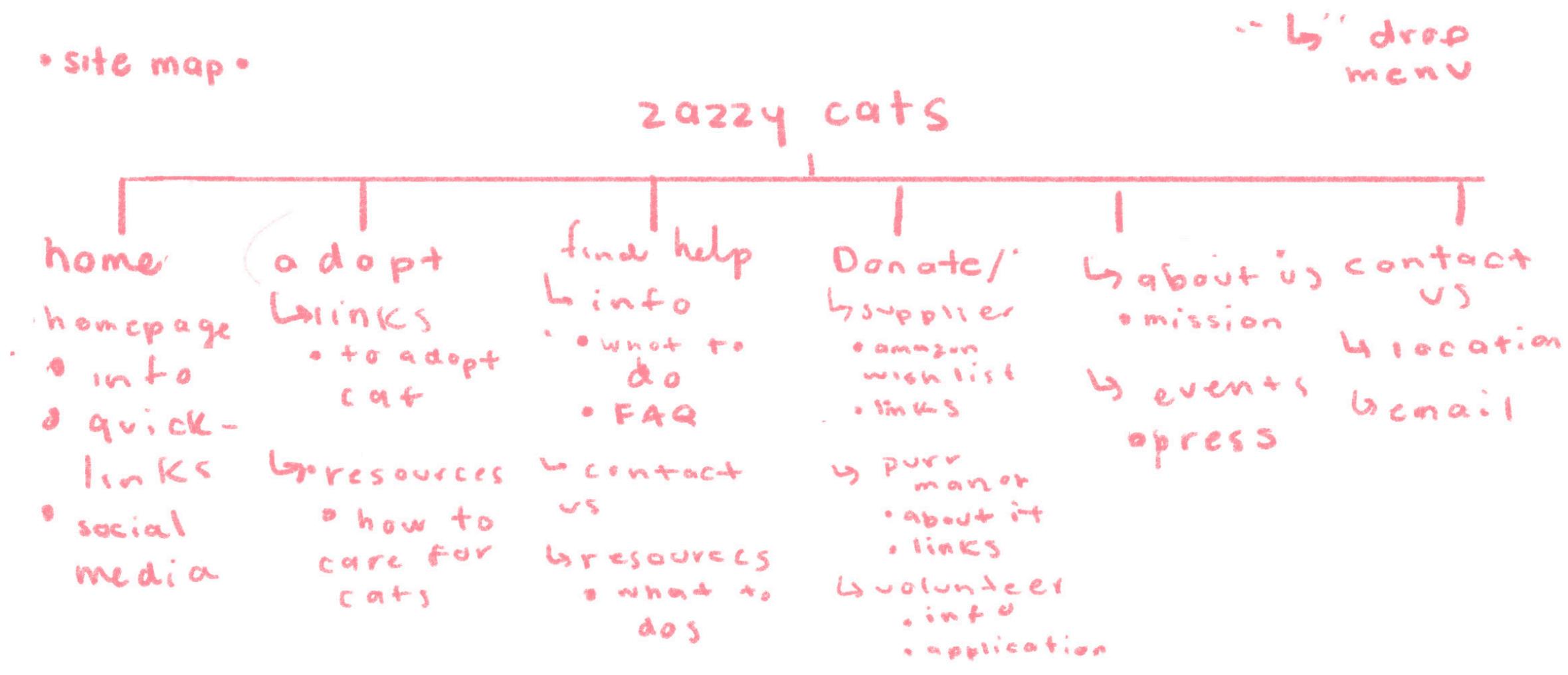
Loves to go out with friends and coworkers on weekends

Stays home alone most days

# Concept Evolution

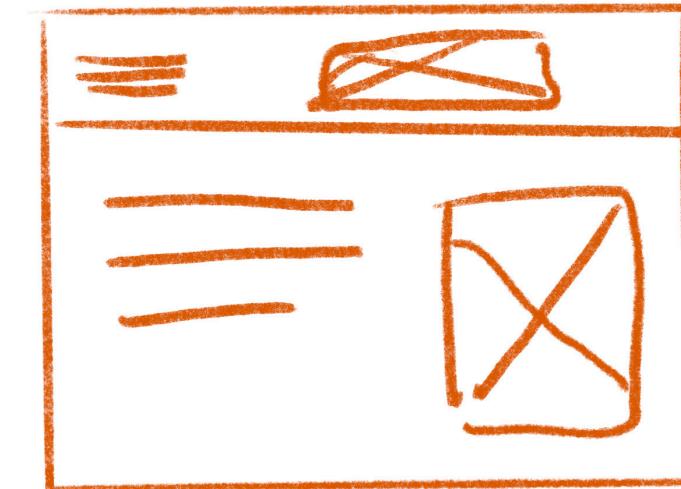
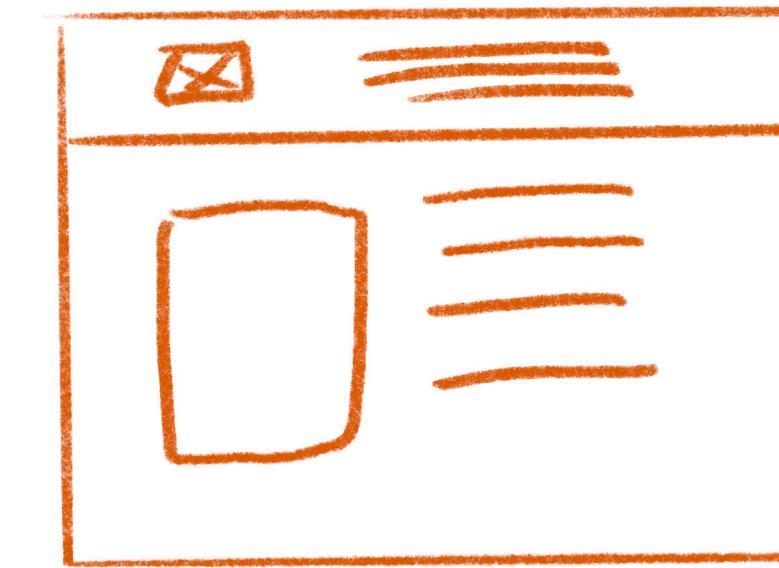
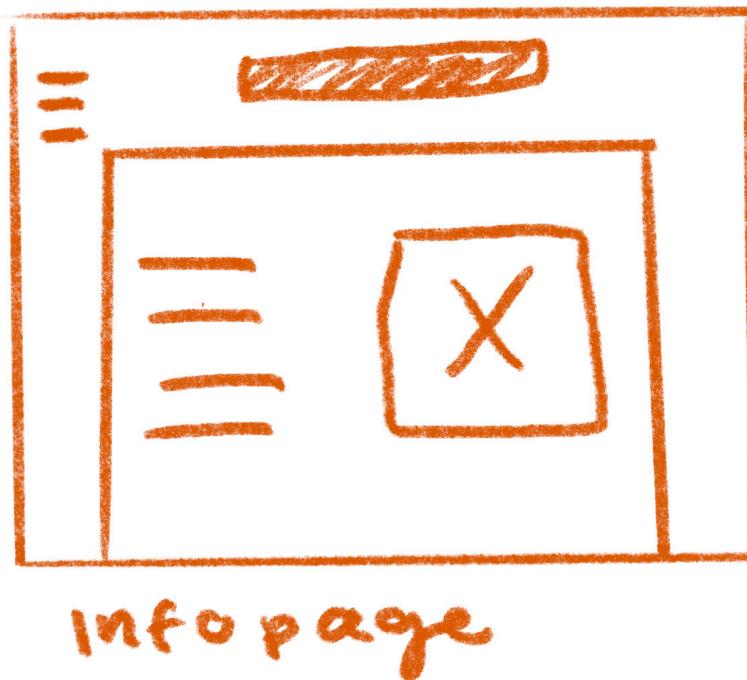
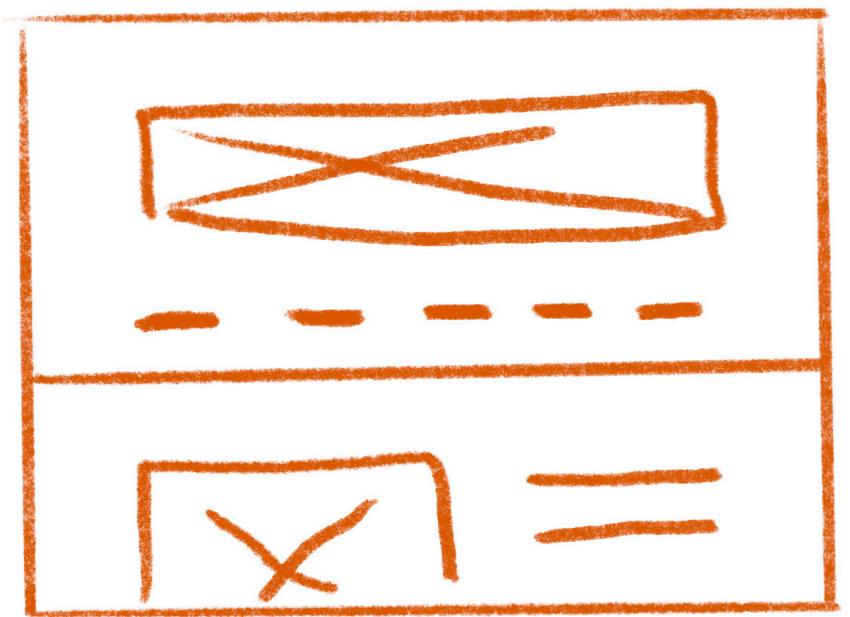
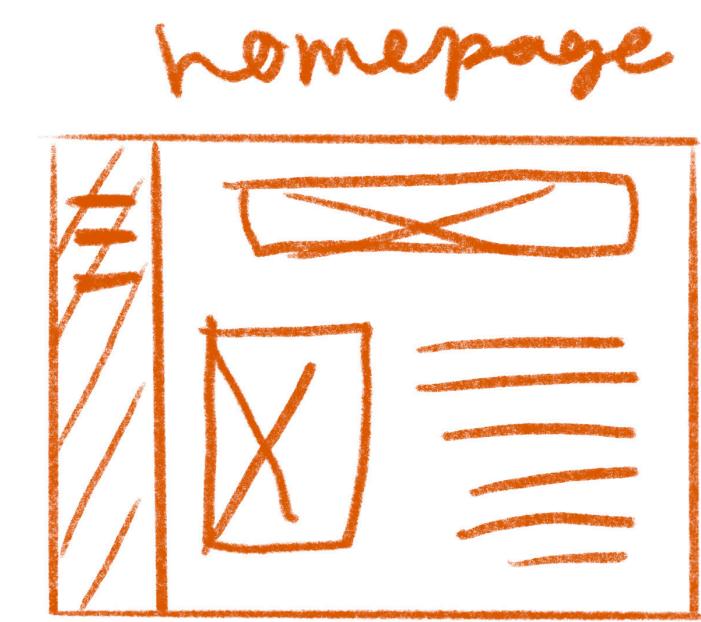
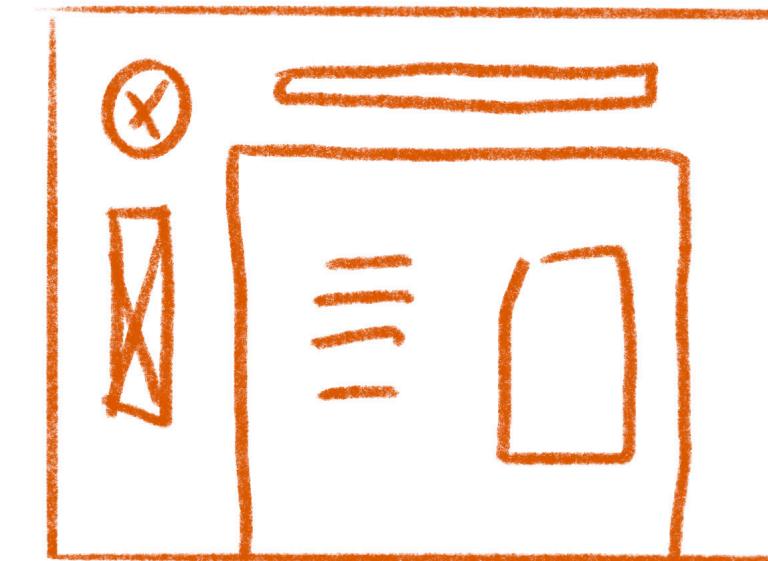
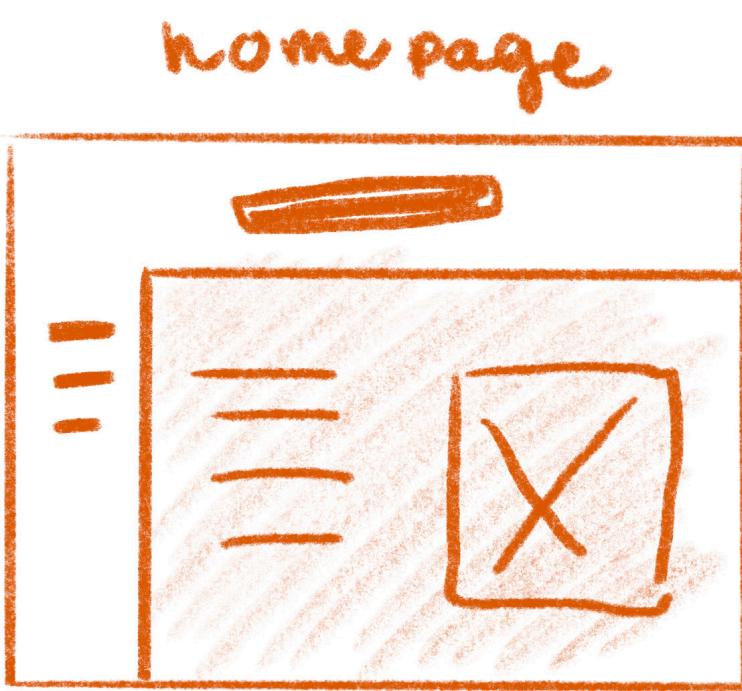
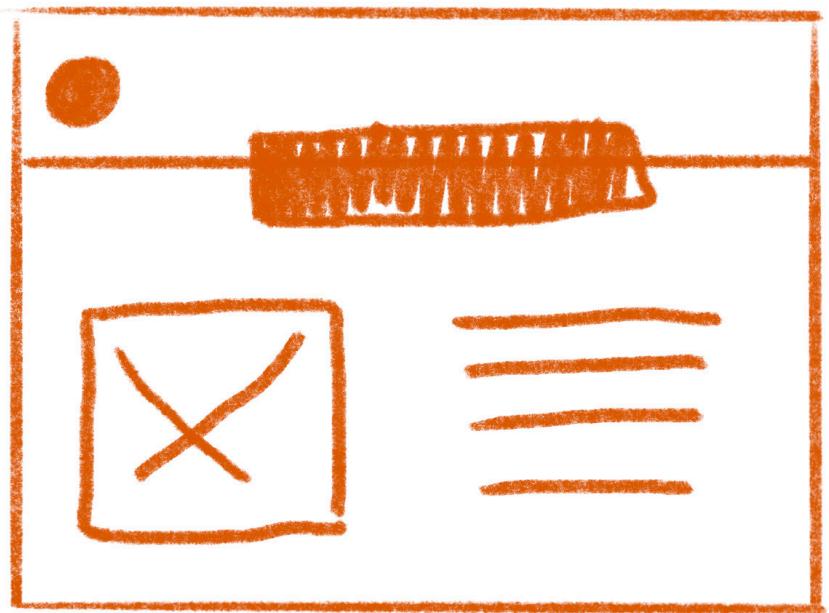
## Site Outline

Categorizing the information and prioritizing the needs from my user persons as they would be the most common tasks need from this web redesign

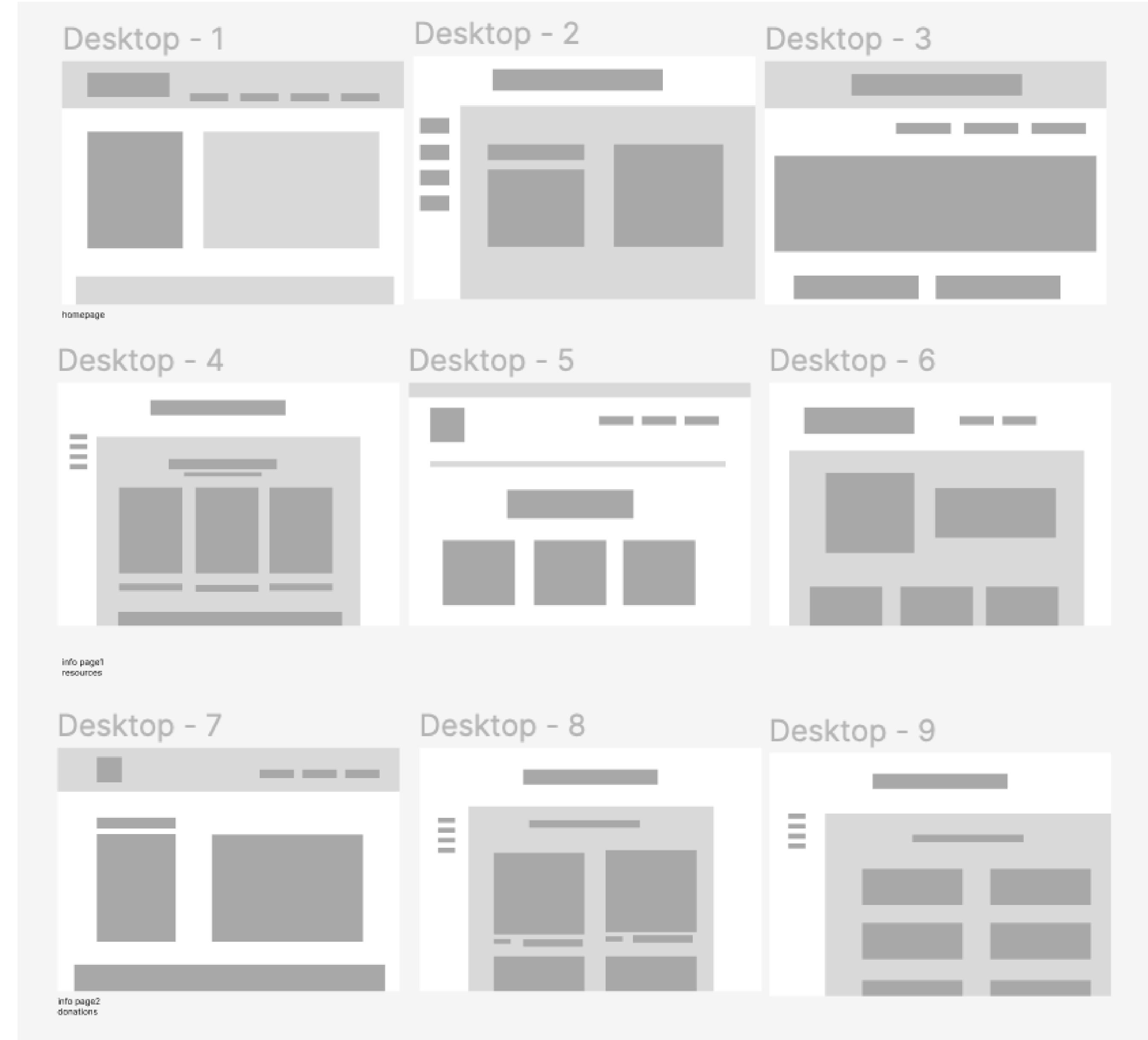


Footer: contact, zazzy cat copyright

# Initial Sketches



# Wireframes



# Moodboard

Using a fun color palette  
that will stand out from thier  
competitors inspired my their  
location  
Organic shapes as decoration



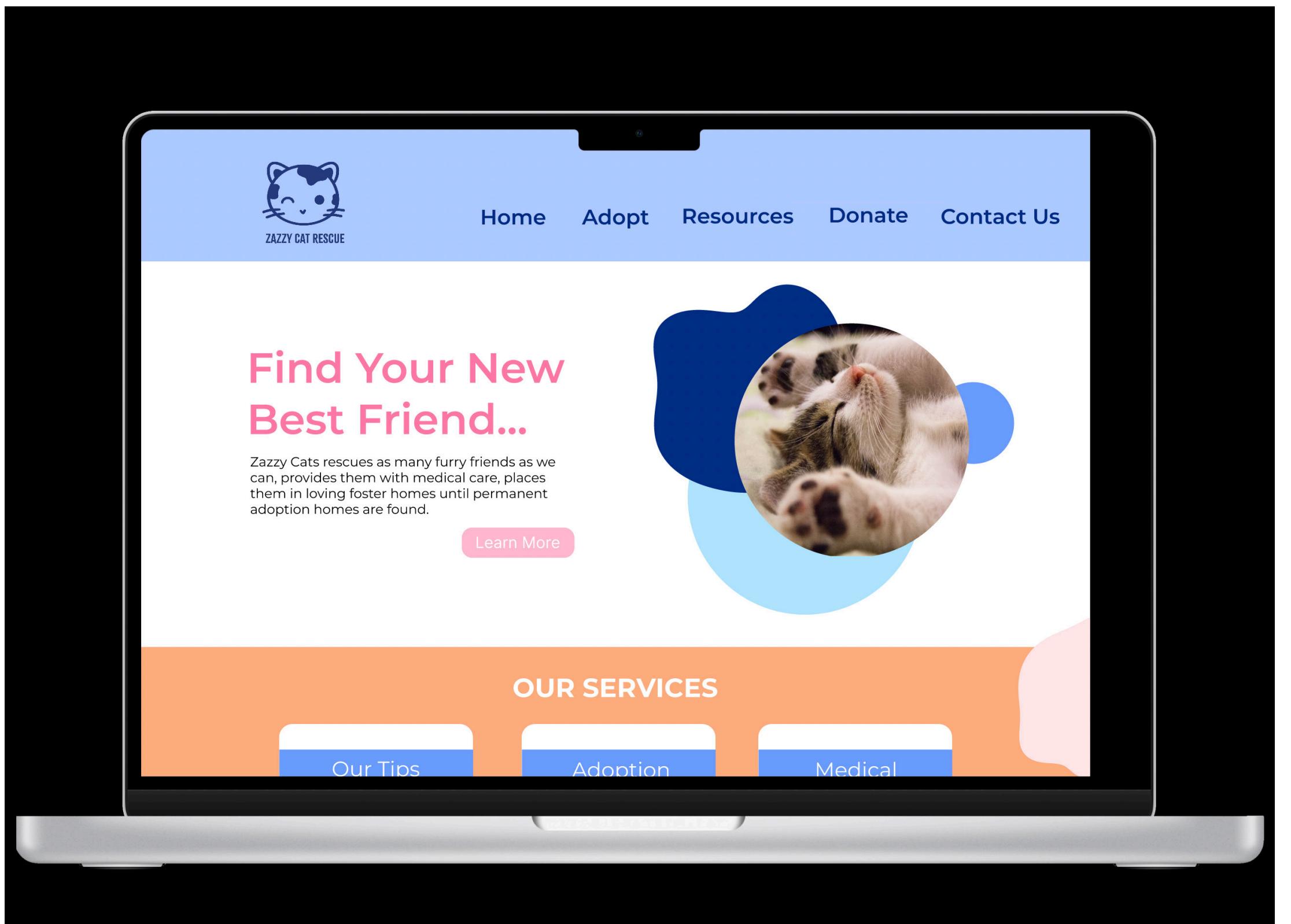
# Usability Testing

During my usability testing I encountered a couple of issues of having an exit strategy from all pages. Users wanted to go back home after completing one task to continue another. I solved this by adding more information in the footer.

# Outcome

# Home Page

Desktop



Find Your New Best Friend...

Zazzy Cats rescues as many furry friends as we can, provides them with medical care, places them in loving foster homes until permanent adoption homes are found.

Learn More

OUR SERVICES

Our Tips Adoption Medical

"I've never owned a cat but last year, I rescued an adult cat from Zazzy Cat! It was the best decision ever. Six months later, I rescued a second! The people from Zazzy cats are wonderful and supportive."

—Victoria Lemos

FIND HELP

I Found A Cat I Can't Keep My Cat I Need To Spay Or Neuter My Cat

TAKE A LOOK

CONTACT US

Name \_\_\_\_\_  
Email \_\_\_\_\_  
Comment \_\_\_\_\_

Non-Profit Organization  
1775 Alameda St  
Compton, CA 90220

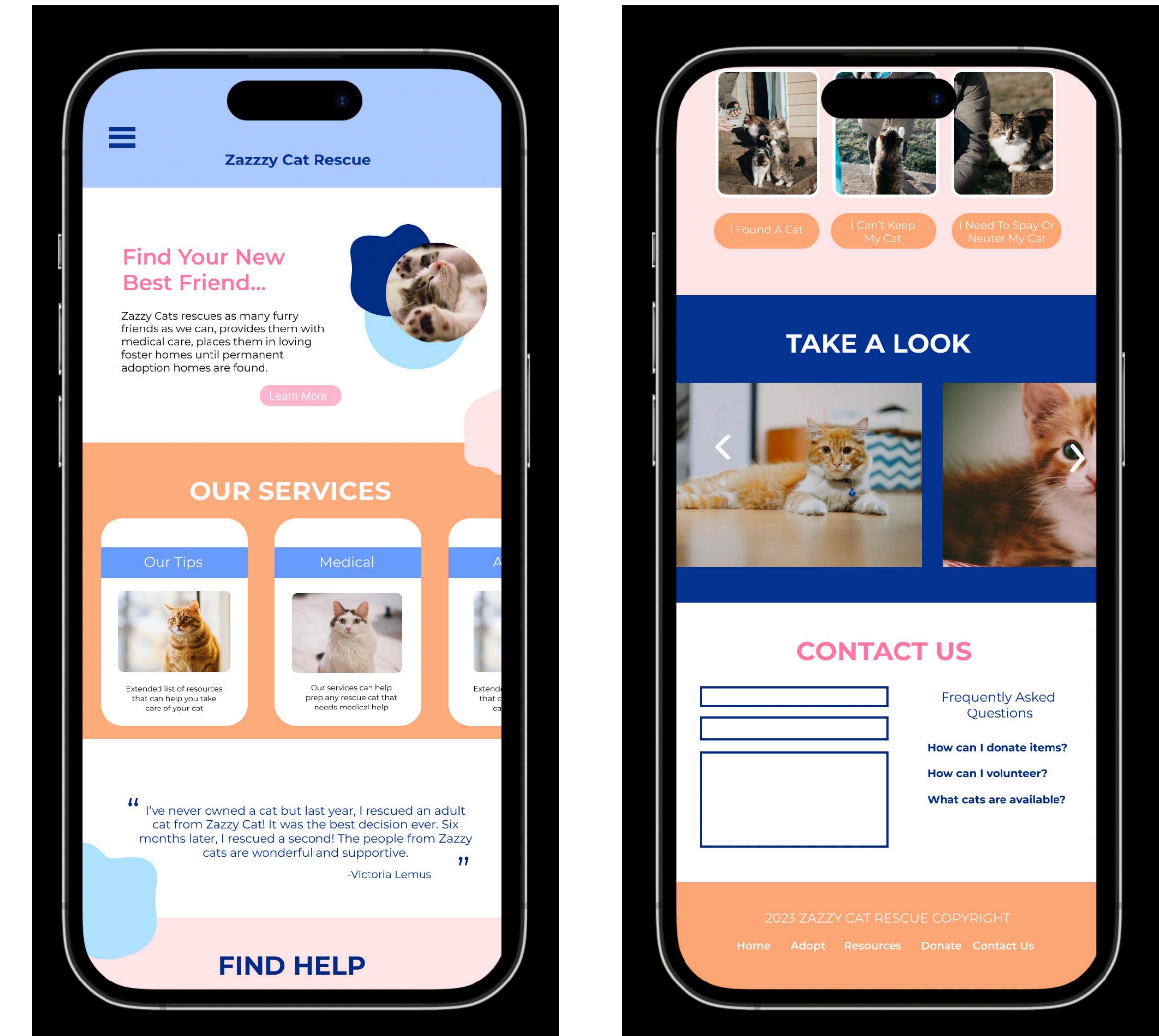
Frequently asked questions  
How can I donate items?  
How can I volunteer?  
What cats are available?

2023 ZAZZY CAT RESCUE COPYRIGHT

Home Adopt Resources Donate Contact Us

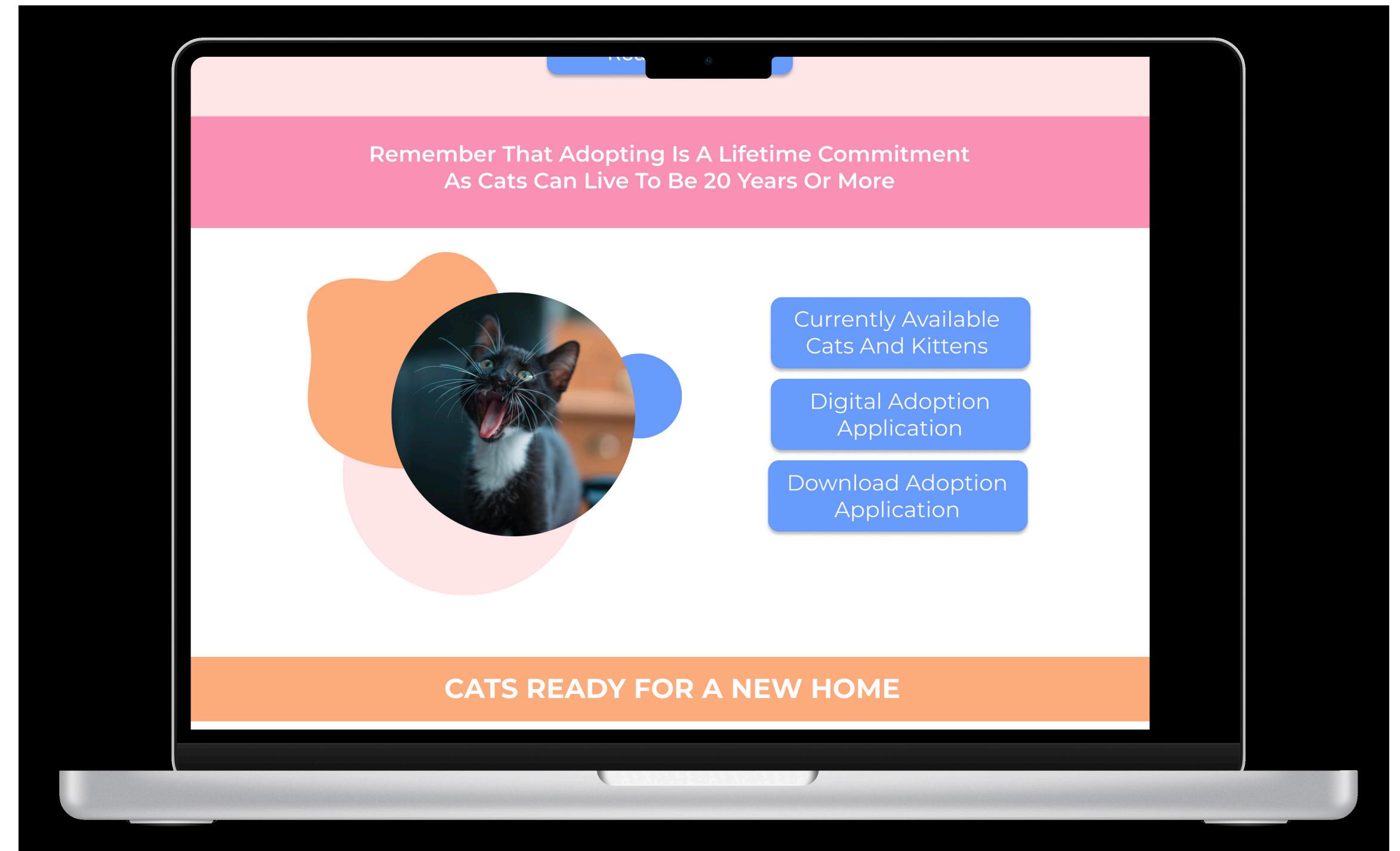
# Home Page

## Mobile



# Adoption Page

Desktop



Eliana Vasquez | DSGN 360

# Adoption Page

Mobile

The image displays two side-by-side mobile phone screens, each showing a different section of the Zazzzy Cat Rescue adoption page.

**Left Screen (Top):** The header reads "Zazzzy Cat Rescue". Below it is a pink banner with the text "Your About To Change A Life...". A blue and orange abstract logo is on the right. The main content area contains text about adoption requirements: "All ZAZZY CAT ADOPTIONS require an adoption application, contract, interview and a required donation. If there is a cat you would like to meet, please email us prior to the weekend so that we can bring the cat to the adoption event." A blue "Read More" button is at the bottom.

**Left Screen (Bottom):** A pink banner with the text "Remember That Adopting Is A Lifetime Commitment As Cats Can Live To Be 20 Years Or More". Below it is a circular image of a black cat with its mouth open. Three orange buttons are aligned to the right: "Currently Available Cats And Kittens", "Digital Adoption Application", and "Download Adoption Application".

**Right Screen:** The header reads "CATS READY FOR A NEW HOME". It features six circular profile pictures of cats, each with a name below it: Gingy (orange tabby), Dusty (dark gray), Leo (brown tabby), Mike (calico), Rufus (white with brown patches), and Pinky (white with brown patches). At the bottom, a blue banner reads "Our Adoption Centers".

# Donation Page

Desktop



Eliana Vasquez | DSGN 360

Home Adopt Resources Donate Contact Us

Find Ways To Get Involved!

Donations are GREATLY appreciated by our cats no matter how large or small. The adoption donation does not begin to cover the medical and day to day living expenses of our rescue cats. We are rarely in the black with our vets and rely on support from the community. Thank you!

Donate

Volunteer

Foster

Our Commitment to the Purr Manor Fundraiser

To provide a forever home for cats rescued by our adoptions division, that have been determined "Un-adoptable" due to either behavioral issues or chronic and terminal medical conditions that require continuous monitoring and care.

Read More

Can't Donate? We have volunteer options!

Amazon Smile

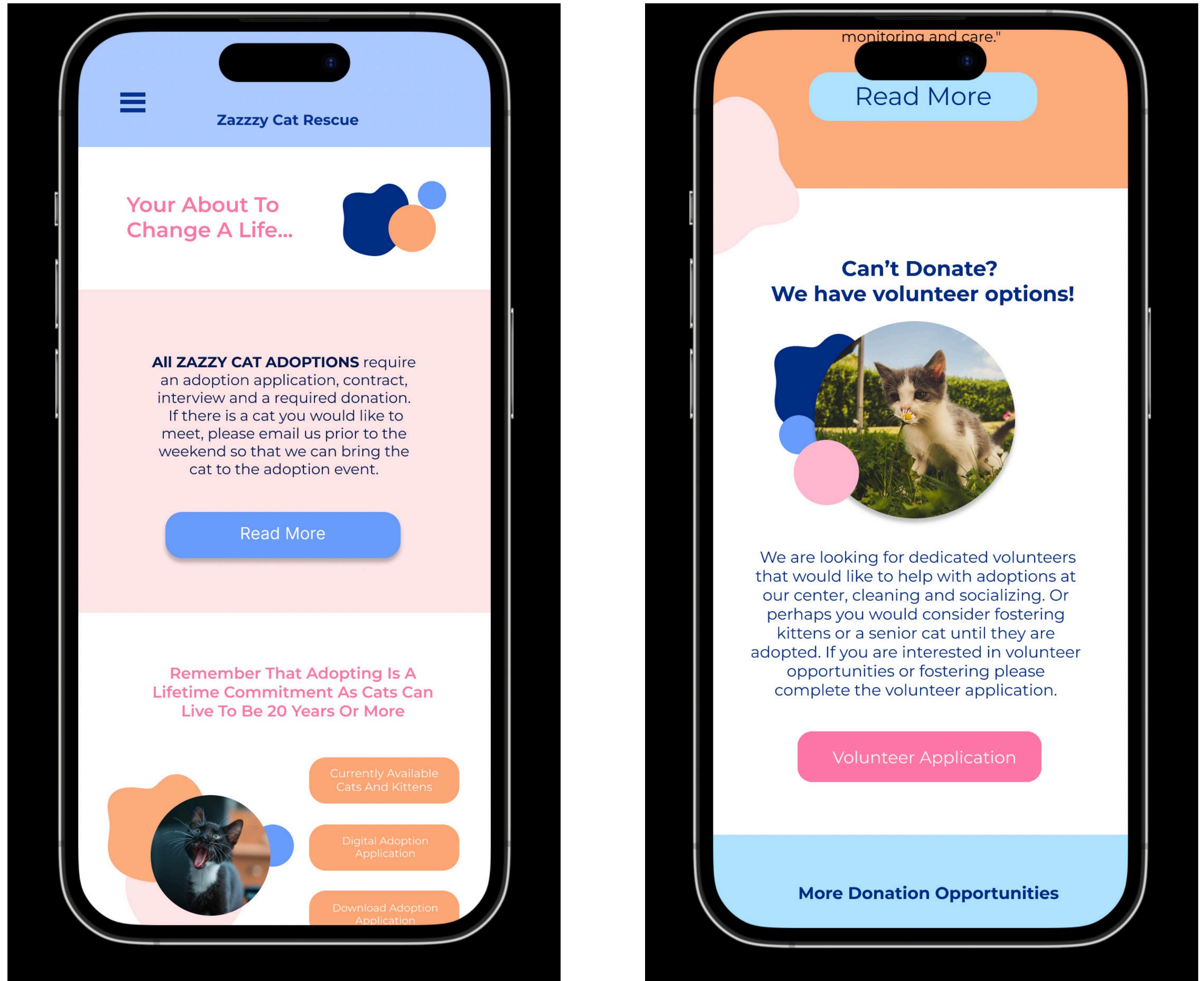
Happy Kitchen

iGive.com

Home Adopt Resources Donate Contact Us

# Donation Page

Desktop



# Links

**Desktop:** [shorturl.at/jrDO1](https://shorturl.at/jrDO1)

**Mobile:** [shorturl.at/jkK59](https://shorturl.at/jkK59)

# Challenges

My main challenge was to develop my idea into figma. It required a bit of extra time to find tutorials and demos to understand the program.

Also finding a way to condense all of the information so it did not look crowded.

# Reflection

From this project, I got to understand the non-profit by working gradually each week to further develop a web design that reflected their values.

For the actual design elements I wanted to create something that was light hearted and friendly while also being completely functional.

Thank you