

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. 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.

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 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, along with a "Donate" button and payment method icons. Below this, there's a section for adoptable cats, a list of health requirements for adoptees, and a large photo of several kittens in a circular bed. At the bottom, a message informs visitors that the organization is currently at capacity and cannot take in more cats or kittens.

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

Current Goals

- Updated Branding
- Easy Navigation
- Reflecting Client's Personality

Future Goals

- Establish trust with current and new clients
- Create opportunities for new sponsor
- Increase engagement with 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.

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 for the main content area. A black sidebar on the right contains text about an animal rescue team in Mississippi, mentioning 170 cats rescued from a cruelty case, and a call to action to "Please rush a donation to help provide the medical treatment they need and continue our lifesaving work for all animals." 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." - Meredith Lee/The HSUS

Rescue underway

ANIMAL RESCUE TEAM IN MISSISSIPPI

We're on the ground rescuing more than 170 cats from a shocking alleged cruelty case.

Please rush a donation to help provide the medical treatment they need and continue our lifesaving work for all animals.

Meredith Lee/The HSUS

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.**

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 "What We Do" heading and a paragraph about the sanctuary's mission to rescue dogs and cats from public shelters, assist veterans with War Horse Creek, and provide transition training. It also mentions spots available for veterans to sign up. Below this are two rows of circular images: one row for "Living Free" showing a dog, a person with a cat, and a close-up of a cat; the other row for "War Horse Creek" showing a woman with a horse, a horse in a field, and a man petting a horse.

LIVING FREE ANIMAL SANCTUARY

A refuge for those in need of a second chance.

DONATE TODAY

What We Do

Living Free is a nonprofit animal sanctuary whose primary mission is to rescue dogs and cats whose time is up at public shelters. We are also home to War Horse Creek, an immersive transition training program using rescued wild mustangs to assist veterans as they adjust to civilian life. War Horse Creek launched in 2022 and spots are now available for veterans. [Click here](#) to sign up for a session.

Living Free

War Horse Creek

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.

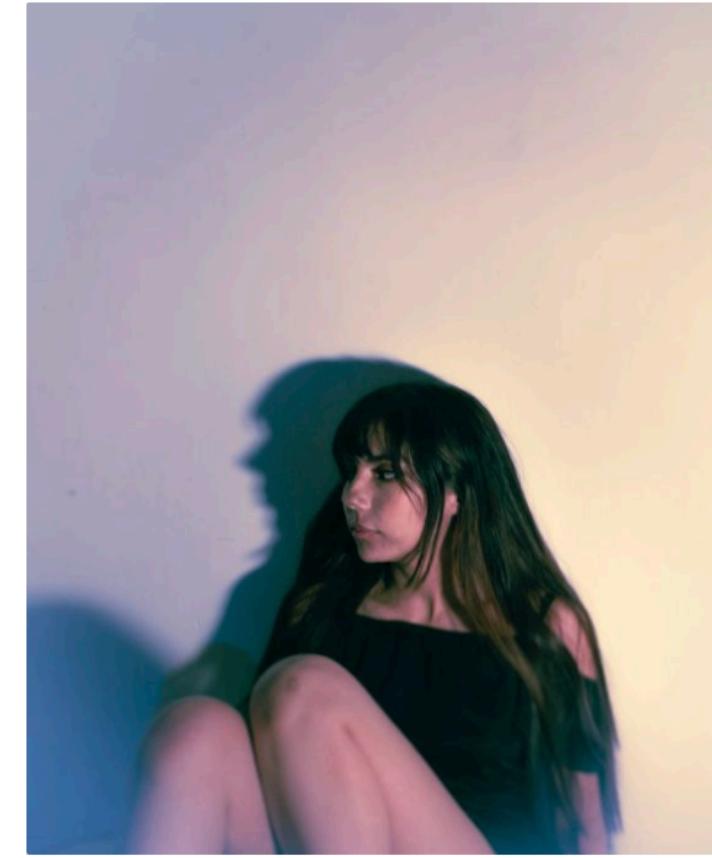
They are very active on social media and organize plenty of events. This means they have a strong community

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

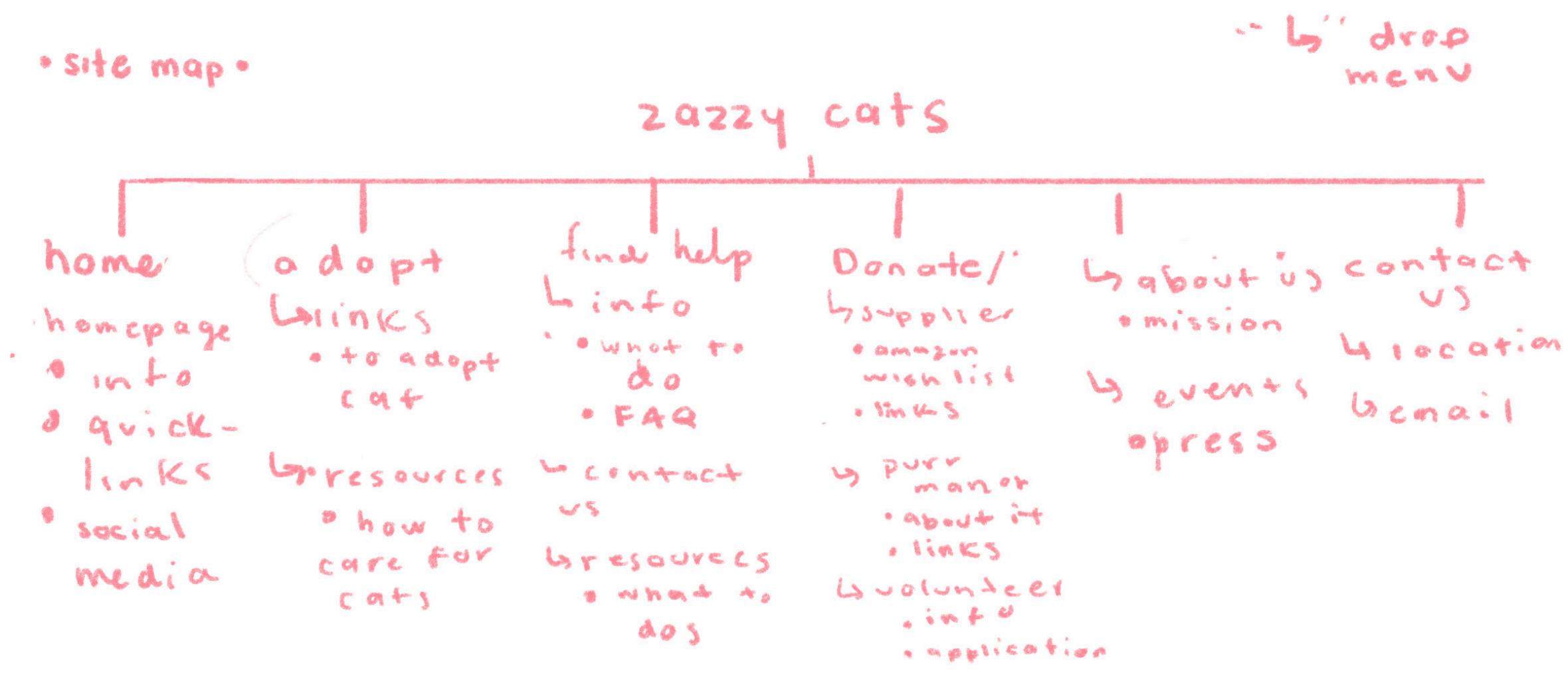
Loves to go out with friends and coworkers on weekends

Stays home alone most days

Concept Evolution

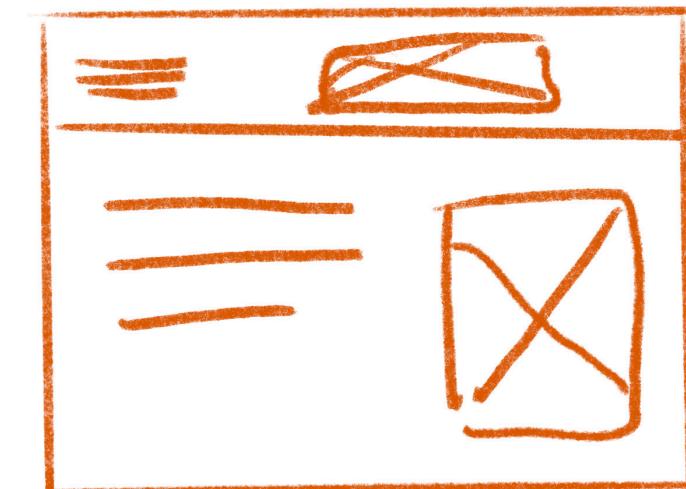
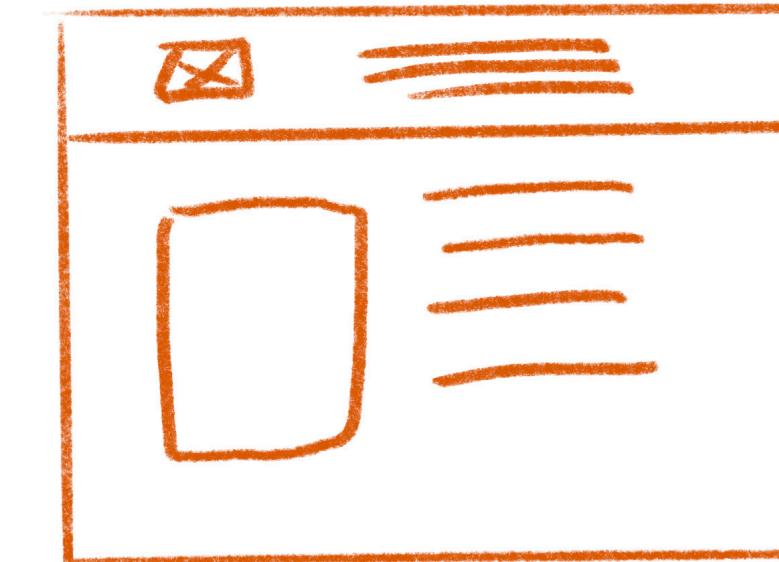
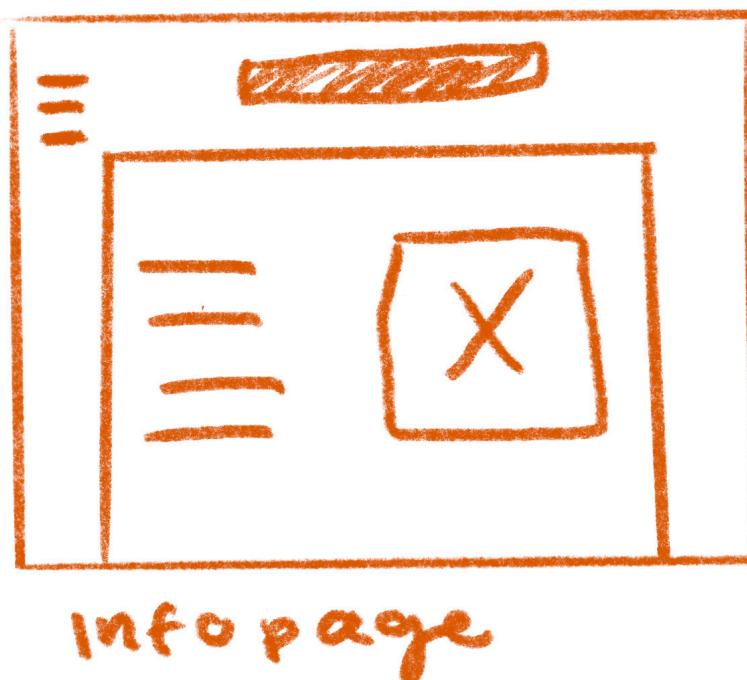
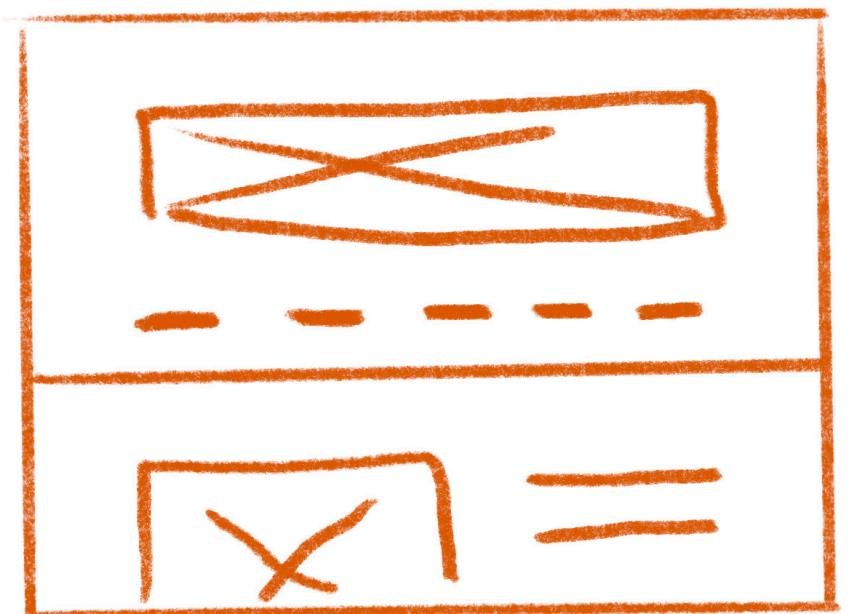
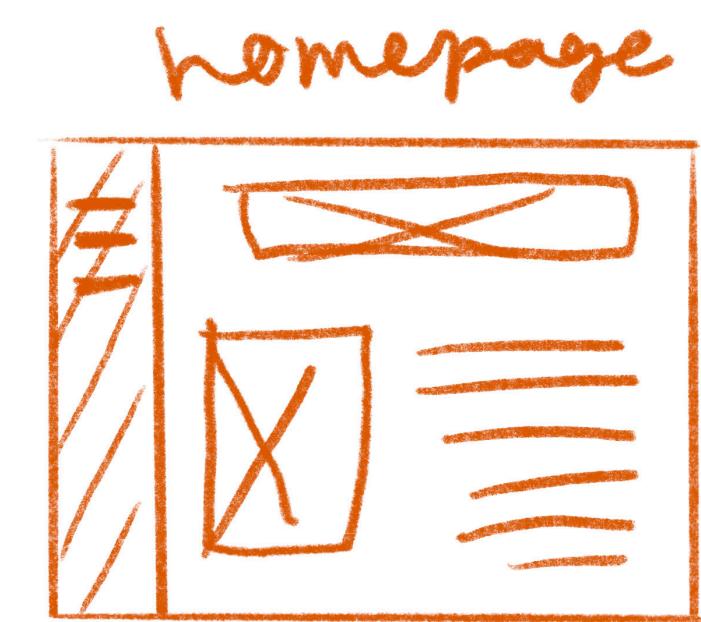
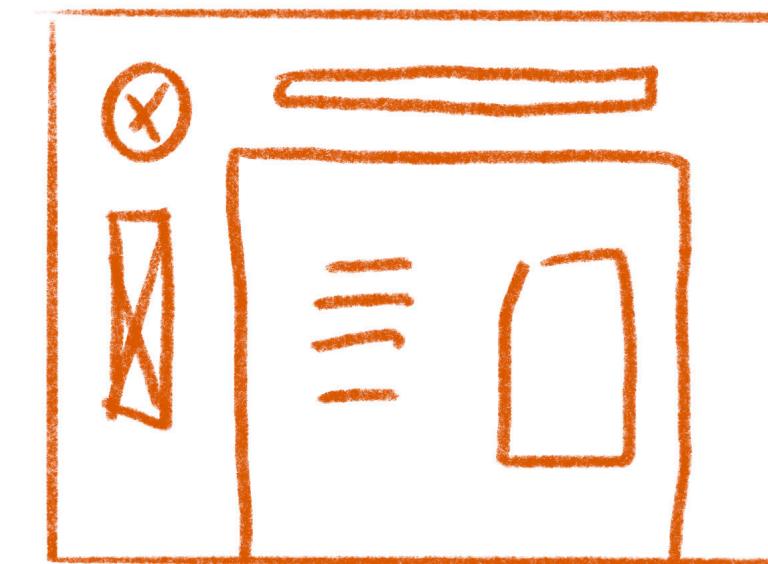
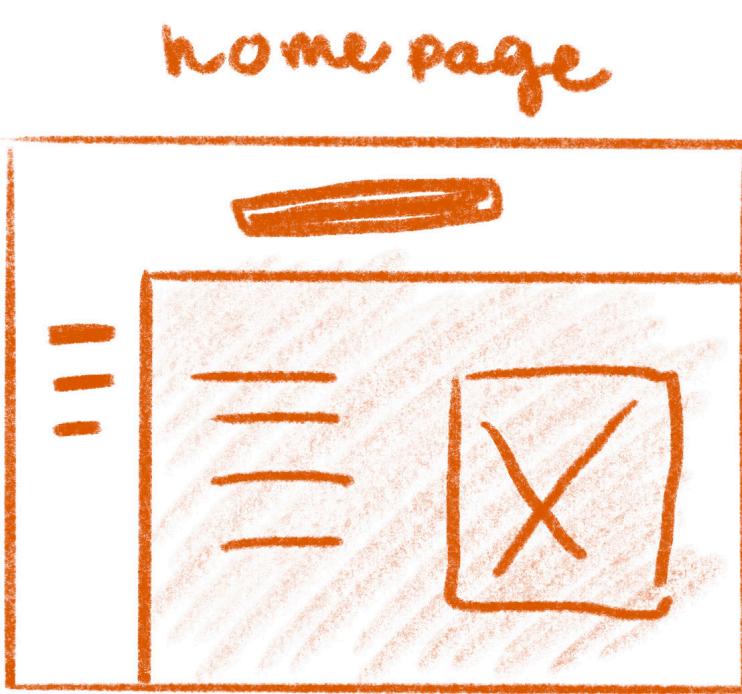
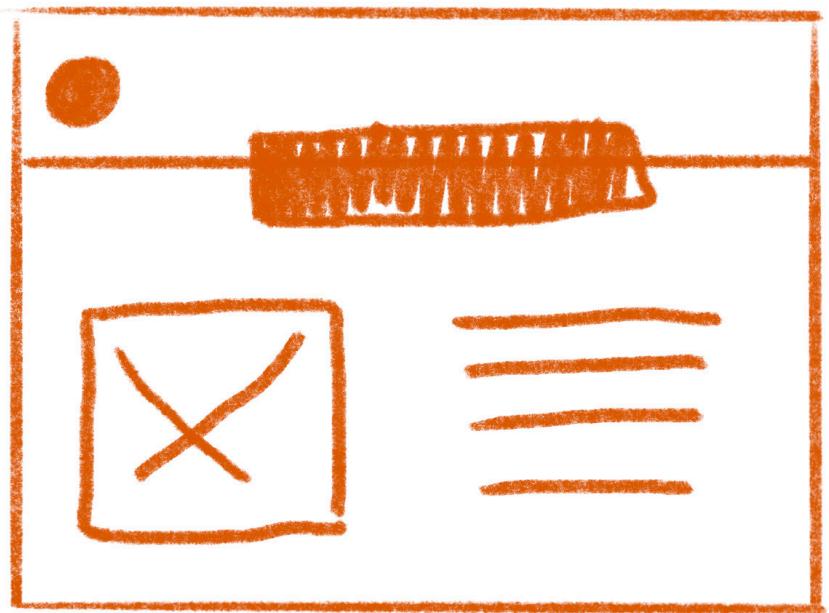
Site Outline

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

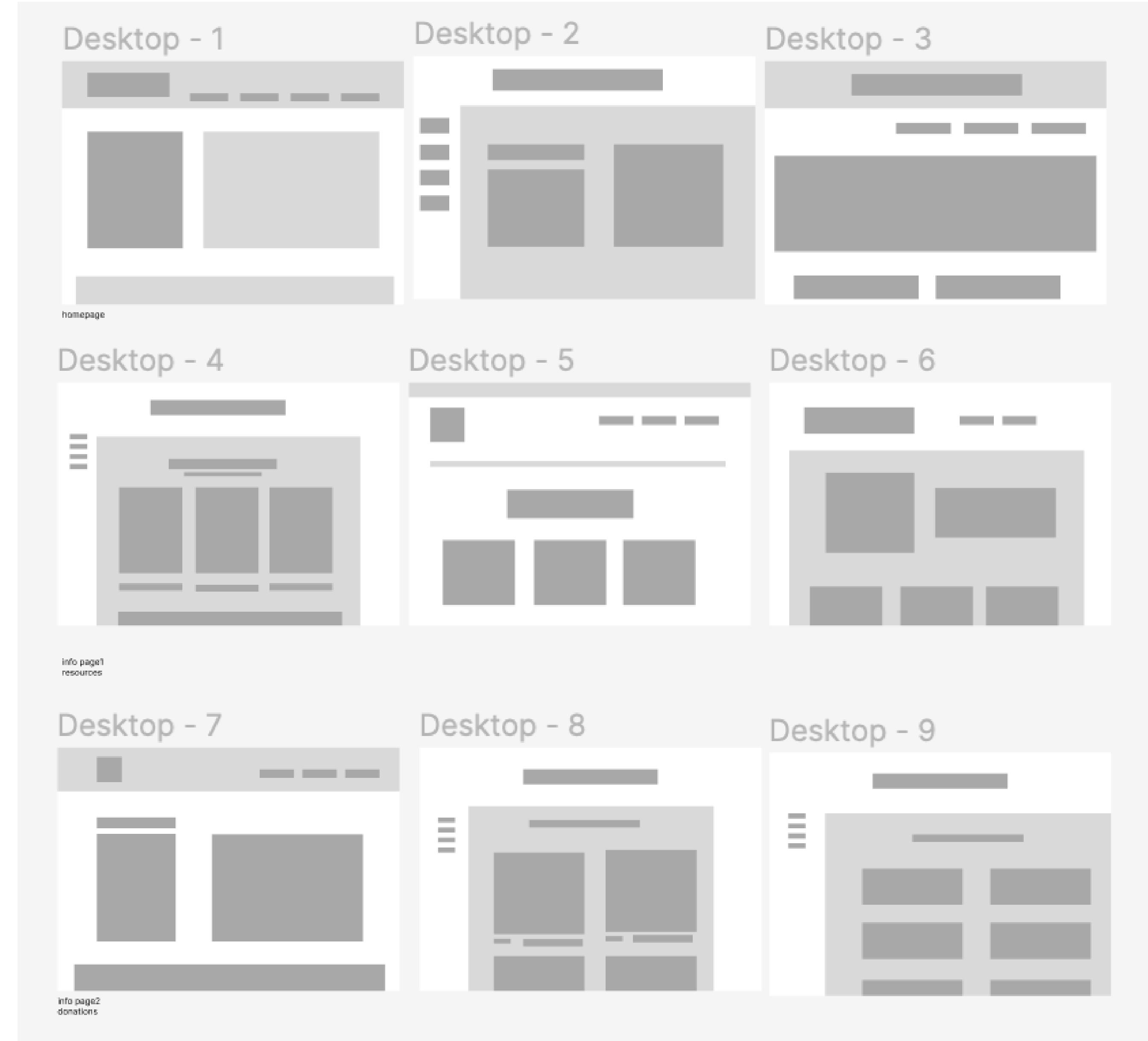


Footer: contact, zazzy cat copyright

Initial Sketches



Wireframes



Usability Testing

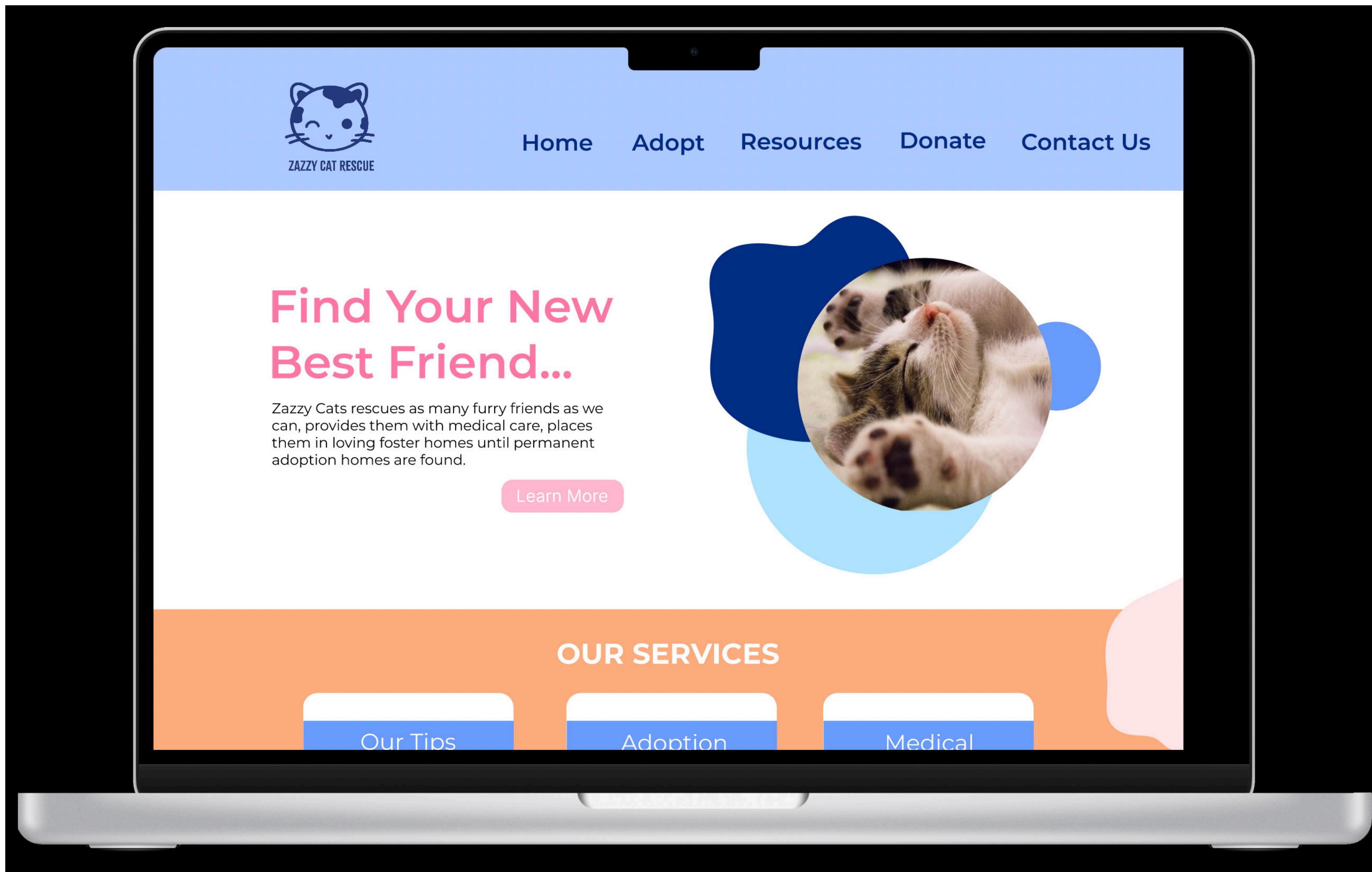
During my usability testing I encountered a couple of issues of having an exit strategy from all pages. Users wanted to go back home after completing one task to continue another. I solved this by adding more information in the footer.

Outcome

Desktop

The screenshot shows a desktop view of the Zappy Cats website. At the top is a blue header bar with the logo "ZAPPY CATS" featuring a cartoon cat face, followed by navigation links: Home, Adopt, Resources, Donate, and Contact Us. Below the header is a large white section with a pink title "Find Your New Best Friend...". To the right of the title is a circular image of two cats. A blue abstract shape is overlaid on the background. Below this section is an orange "OUR SERVICES" area containing three cards: "Our Tips" (orange cat image), "Adoption" (two cats image), and "Medical" (white cat image). Each card has a small descriptive text at the bottom.

This screenshot shows the "CATS READY FOR A NEW HOME" section. It features a header with the same title. Below it are six circular profile pictures of cats arranged in two rows of three. Each cat has a name and a "Read More" link below it. The names and links are: Clingy (Read More), Dusty (Read More), Leo (Read More) in the top row; and a black and white cat (Read More), a brown and white cat (Read More), and a white cat (Read More) in the bottom row.



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Mobile

