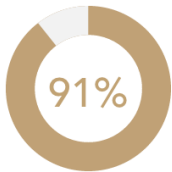
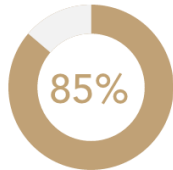


Survey Findings

*Survey Count: 80

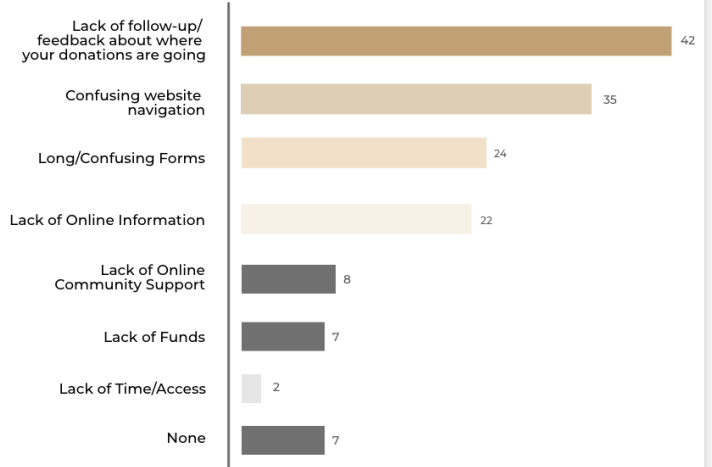


Has interest in volunteering

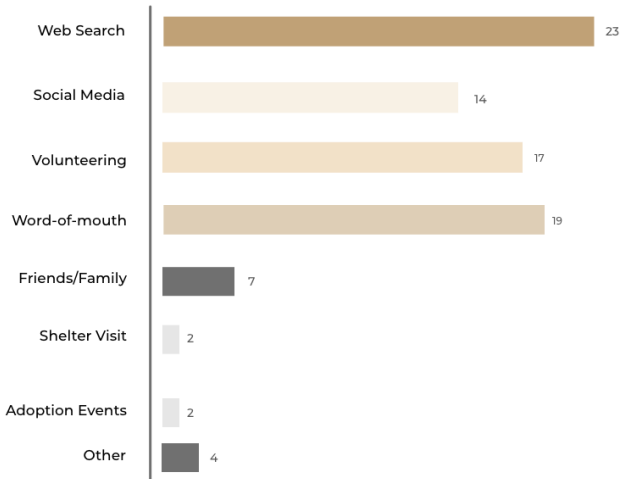


Think it's important to see the difference their donation are making

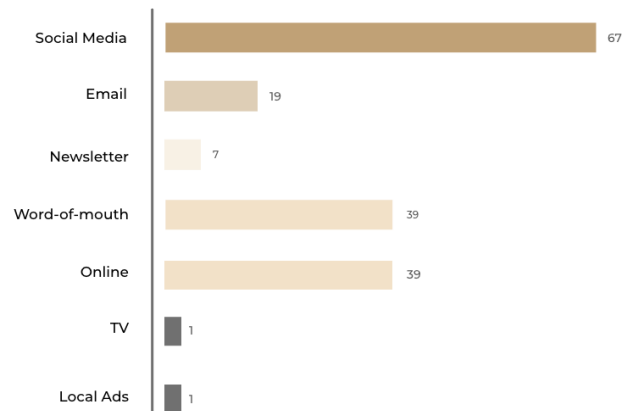
What technical obstacles do you run into when considering donating?



How did you find out about your pet(s)?



How do you find out about donation/fundraising opportunities?



*Survey count does NOT match certain answer counts, as users could have multiple pets, or occasions about donation/fundraising opportunities.

Interview Findings

Sample Size: 6

Obstacles for Donating And Volunteering



- Not knowing WHERE to donate/ volunteer to.
- Confusing or untrustworthy websites.
- Difficult processes, finding the time to make the commitment.



Opportunity



- Users feel motivated donate when they feel close to the cause, and if they can trust the NPO.
- And of course, a website that is easily accessible.

Why Donate?



- Donations happens when something tugs their heartstrings, in most cases images.
- Moreover, people want to make a change.



Opportunity



- Increased use of higher quality images.
- Giving positive updates. This can be done easier on social media accounts.
- Donors want to see what changes they are making.

Usability Test Findings

Sample Size: 6

Donate VS Ways to Give



- Donation is crucial to the website, yet wording is inconsistent.
- “Ways to Give” gives users options, however is not considered a CTA.

Long Form and Missing Info



- Volunteer page offers no info on actual volunteer duties.
- Users have to fill out an extremely long form within the website, which were said to be a deterrent by users.

Jumping to Third Party Website



- To see available animals, the site automatically takes you to a third party website on the same tab.
- Users voiced that this is not appealing, is not trust-worthy since the information is not on their own site.

Information on Donating



- Donation page does not offer more information on how to donate (while saying “Ways to Donate”).
- Amazon wishlists needs to be better advertised.