

BCSPCA

CASE STUDY



Contents

Proposal	Project Overview	3
	Problem Statement	4
	Solution	5
Design	User Personas	6
	Wireframes	7
	Interface Components	9
	Mockups	12
Development	Tech stack	14
Project	Team	15
	References	16

The goal of this project is to redesign the BC SPCA website to improve the user experience and achieve the organization's goals of increasing donations, adoptions, and volunteer opportunities.

The current website is outdated, difficult to navigate, and not optimized for search engines or accessibility compliance. We will be using a user-centered design approach to create a new website that is visually appealing, easy to use, and effective in achieving the organization's goals.

- Platform: Responsive Website
- Duration: 4weeks
- Screens: 3 pages (Landing page, Mapview page, Donation page)



The current BC SPCA website suffers from significant usability and design issues, which impede its ability to effectively support the organization's mission, hinder the generation of donations, and create obstacles in facilitating pet adoptions and volunteer engagement.

Users encounter difficulties in navigating the site, locating necessary information, and establishing meaningful interactions with the organization.

The outdated design elements, including graphics and typography, lack visual cohesiveness and fail to convey the seriousness and professionalism expected from the BC SPCA. Inappropriate color combinations further detract from the website's visual appeal. Additionally, the cluttered layout overwhelms users with excessive content, resulting in a disorganized user experience.

These issues collectively diminish the website's ability to effectively communicate the BC SPCA's message, mobilize support, and facilitate successful pet adoptions and volunteer involvement.

To address the usability and design issues plaguing the BC SPCA website and enhance its effectiveness in supporting the organization's mission, generating donations, and facilitating pet adoptions and volunteer engagement, the following solutions can be implemented:

User-Centric Design Approach: Adopt a user-centric design approach, conducting user research and gathering feedback to understand user needs, preferences, and pain points. Incorporate this insight into the website's redesign process to ensure a user-friendly and intuitive experience.

Clear Call-to-Action: Implement prominent and visually appealing call-to-action buttons strategically placed throughout the website. These buttons should encourage visitors to take desired actions such as adopting a pet, making a donation, or signing up for volunteering opportunities.

Responsive Design: Ensure the website is responsive and optimized for various devices, including desktops, tablets, and mobile phones. This will enhance accessibility and provide a seamless experience for users regardless of the device they are using.



Brian, Potential Pet Adopter

32-year-old, male

Goal

Brian is looking to adopt a dog to provide companionship and love in his home. He wants to find a furry friend that matches his lifestyle and preferences.



David, Shelter Volunteer

24-year-old, male

Goal

David is passionate about animals and wants to contribute his time and skills as a volunteer at an animal shelter. He aims to make a positive impact on the lives of rescued animals.



Emily, Pet Sponsorship

24-year-old, female

Goal

Emily loves animals and wants to support them even if she cannot adopt or volunteer directly. She wants to sponsor pets and contribute to their well-being.

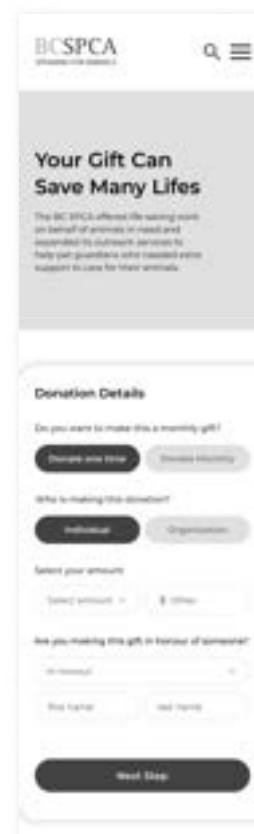
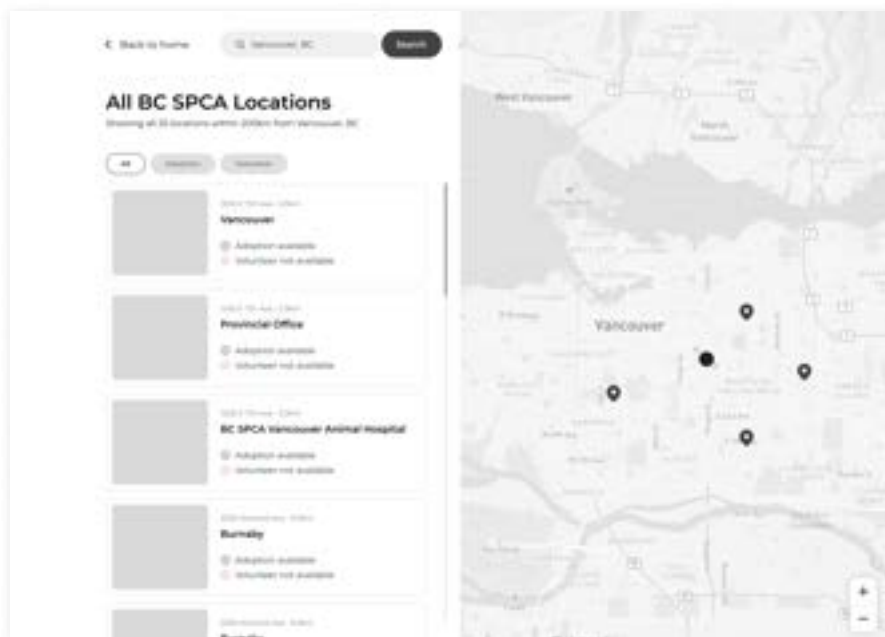
Wireframes

Design



Wireframes

Design



Logo & Symbol



Colors

Primary	Primary-light	Secondary	Yellow-light	Blue-light
				
HEX #00337F	HEX #165EC8	HEX #E7A511	HEX #FFEEC1	HEX #D4E6FF
Grey-100	Grey-80	Grey-60	Grey-40	Grey-20
				
HEX #212121	HEX #424242	HEX #757575	HEX #E0E0E0	HEX #F0F0F0

Typograhpy

Montserret Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

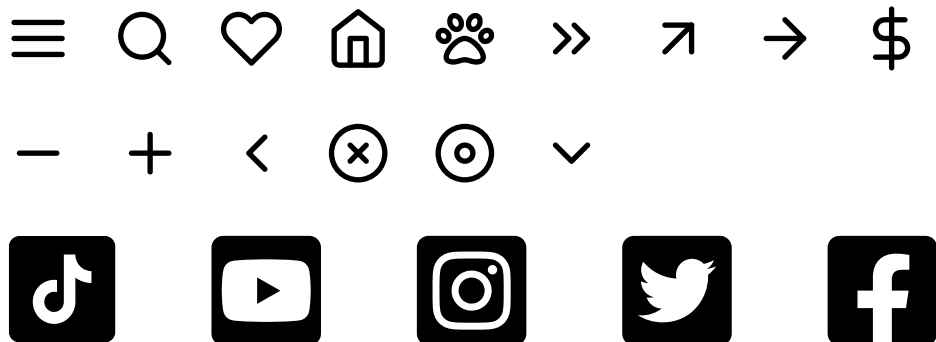
Montserret Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Montserret Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Icons



Buttons

Default



Pressed



Disabled



Pill

Default



Selected



Icon Button

Default



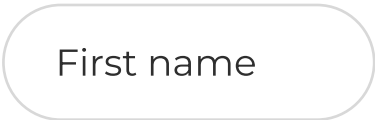
Selected



Input

Text

Default



Filled

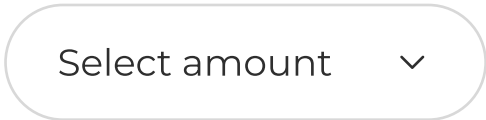


Error



Dropdown

Default



Filled



Error



Map

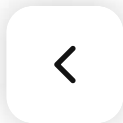
Pin



User



Button



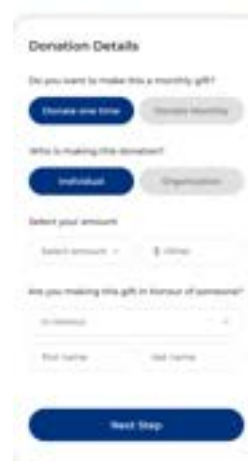
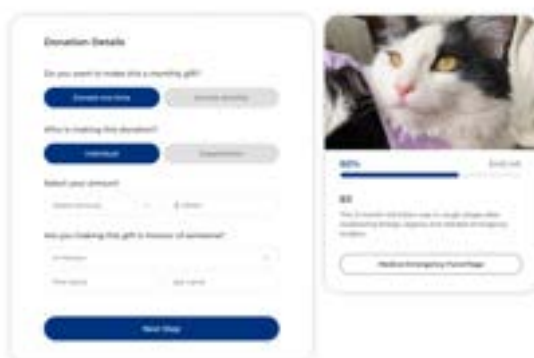
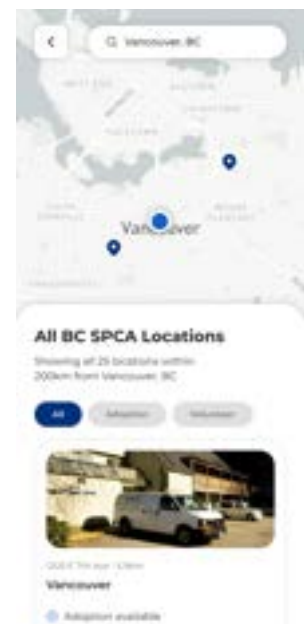
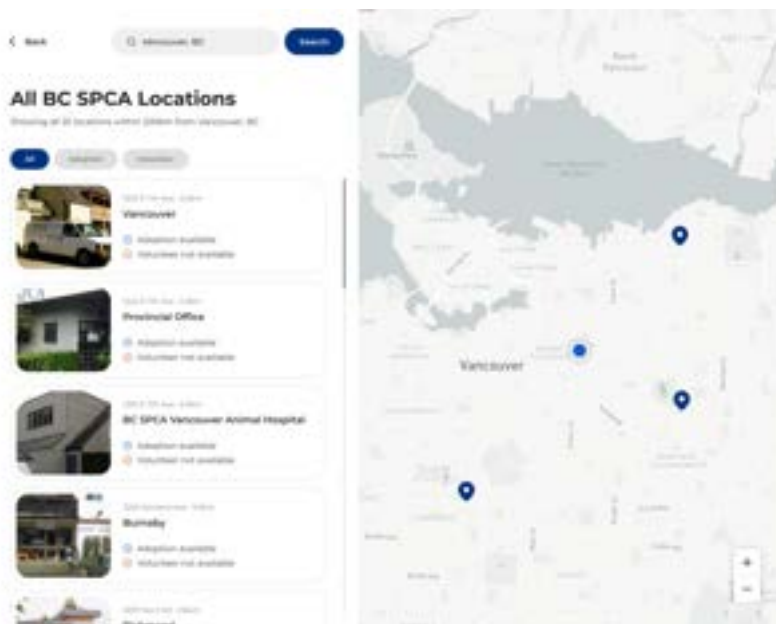
Mockups

Design



Mockups

Design



Frontend

- Next.js: A React framework for server-rendered and statically generated applications.
- TypeScript: A statically typed superset of JavaScript, providing enhanced code quality and scalability.
- Tailwind CSS: A utility-first CSS framework for rapidly styling web applications.
- MapBox: An open-source mapping platform for integrating interactive maps into web applications.

Payment Processing

- Stripe API: A payment processing API that allows secure and seamless integration of online payments into web applications.

Deployment and Infrastructure

- Netlify: A cloud-based hosting and deployment platform that simplifies the deployment of static websites and frontend applications.

Code Quality and Formatting

- ESLint: A pluggable linter for JavaScript and TypeScript, promoting code consistency and best practices.
- Prettier: An opinionated code formatter for ensuring consistent code style across the project.

Live Demo

- <https://bc-spca-renewal.netlify.app>

Team

Development



Yebin Cho

UX/UI Designer

Resourceful designer with 2+ years experience in Graphic design and front-end development

 /yebincho  /yebincho



Jacob Namhyung Kim

Front-end Developer

Experienced web and mobile developer with expertise in React, Next.js, TypeScript, and Tailwind. Skilled in writing clean code and pixel-perfect styling. Startup experience in UI component creation, management, and testing. Strong organizational and communication skills. Ready to contribute to team success.

 /everywherejacobkim  /everywherejacobkim



Hyewon Kang

Front-end Developer

A frontend developer with a passion for creating engaging and user-friendly web applications, specializing in building scalable and responsive interfaces using React, Next.js and Tailwind. With a keen eye for detail and a deep understanding of UI/UX principles.

 /hyewon-kang  /tecla1004

BC SPCA Official Site

- <https://spca.bc.ca>

Next.js Api

- <https://nextjs.org/docs/app/api-reference>

Mapbox Api

- <https://docs.mapbox.com/mapbox-gl-js/api/map>

Stripe Api

- <https://stripe.com/docs/api>