

Animal Assisted Happiness

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Henry Ghazanchian



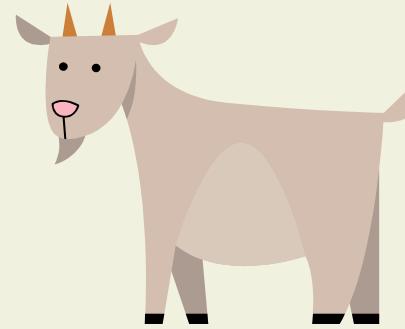
Project Overview

THE PROBLEM:

Confusing and inconsistent navigation in the Animal Assisted Happiness (AAH) website make it extremely difficult for volunteers and visitors to register for events resulting in significant reduction in engagement and event attendance.

THE SOLUTION:

Redesign of the website with navigation organized for a more modern and simplistic way to make registration process more user-friendly and intuitive for volunteers and visitors.



OUR ROLES:

UX/UI Designer, User Research

TOOLS:



miro

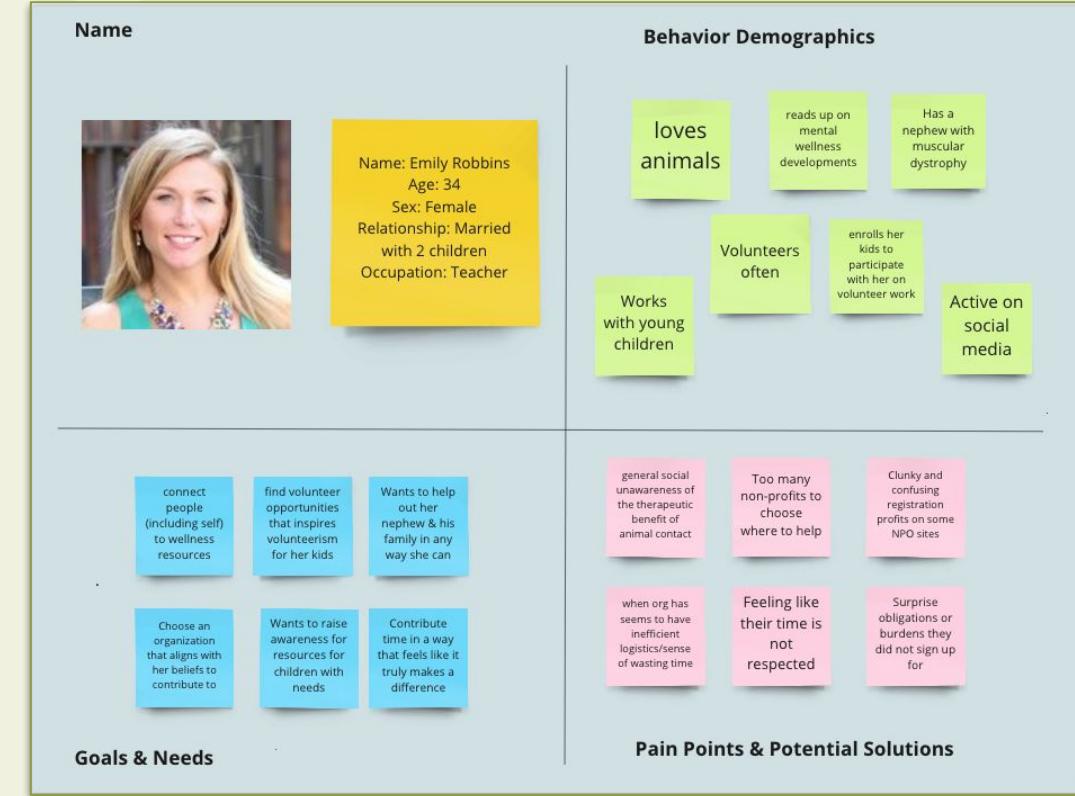


Whimsical



Starting Proto-Persona

🔗 Miro Link





01

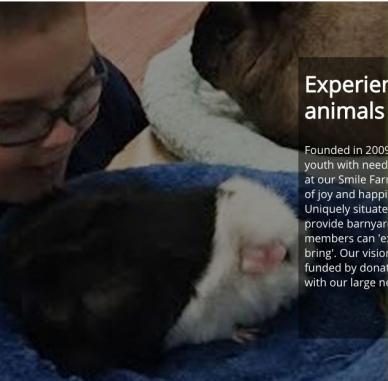
Current Website Analysis

Kicking it off with the Co-Founder //

- According to the stakeholder Peter Higa
 - Not being able to get enough volunteers or visitors
 - Volunteer registration is higher priority than visitors
 - Registration forms are complex
 - Better registration flow is much needed



The Design in Place



Experiencing animals

Founded in 2009, youth with needs at our Smile Farm live a life of joy and happiness. Uniquely situated, we provide barnyard animals that members can "experience" bringing. Our vision is funded by donations from individuals and foundations.

AAH is covid prepared. Learn more about our programs and volunteer schedule. Clara's in Orange tier, the **Smile Farm**

- * Virtual Visits and limited Private Visits
- * The Smile Farm is OPEN to the general public during public open hours
- * Volunteer opportunities are available in a limited fashion.



Animal Assisted Happiness operates 100% with volunteers. We are in need of adult volunteers. If you have a passion for animals, if you have a desire to help others, then we could use your help! To socializing our animals, to assisting children interacting with our animals, to maintaining our facility, to helping with fundraising and community outreach, we could use your help. But where we need the most help is taking our animals on visits. If you have any questions, contact jonathan@ahsmilefarm.org.

YOUTH SIGNUP

The Volu-



Adult Volunteer

Animal Assisted Happiness operates 100% with volunteers. We are in need of adult volunteers. If you have a passion for animals, if you have a desire to help others, then we could use your help! To socializing our animals, to assisting children interacting with our animals, to maintaining our facility, to helping with fundraising and community outreach, we could use your help. But where we need the most help is taking our animals on visits. If you have any questions, contact jonathan@ahsmilefarm.org.

Adult Volunteer Name (First Last)

Email

Phone

Address, City, ST ZIP

Employer (used to assist in developing corp relationships)

Areas of Interest (Why are you interested? What do you want to do?)

Availability (weekdays and times)

Media Release Opt Out (type "I do not Agree" or "Opt Out")

I'm not a robot



Submit



Group Volunteer

Interested in a private volunteer group event for your youth, adult, or company? For a minimum of \$150 per hour, spend one to four hours with our Barnyard Buddies and help out at the farm. Events like these provide us a means for AAH to continue giving youth with needs the opportunity to "experience the smiles only animals can bring" free of charge. If you have any questions, contact jonathan@ahsmilefarm.org.

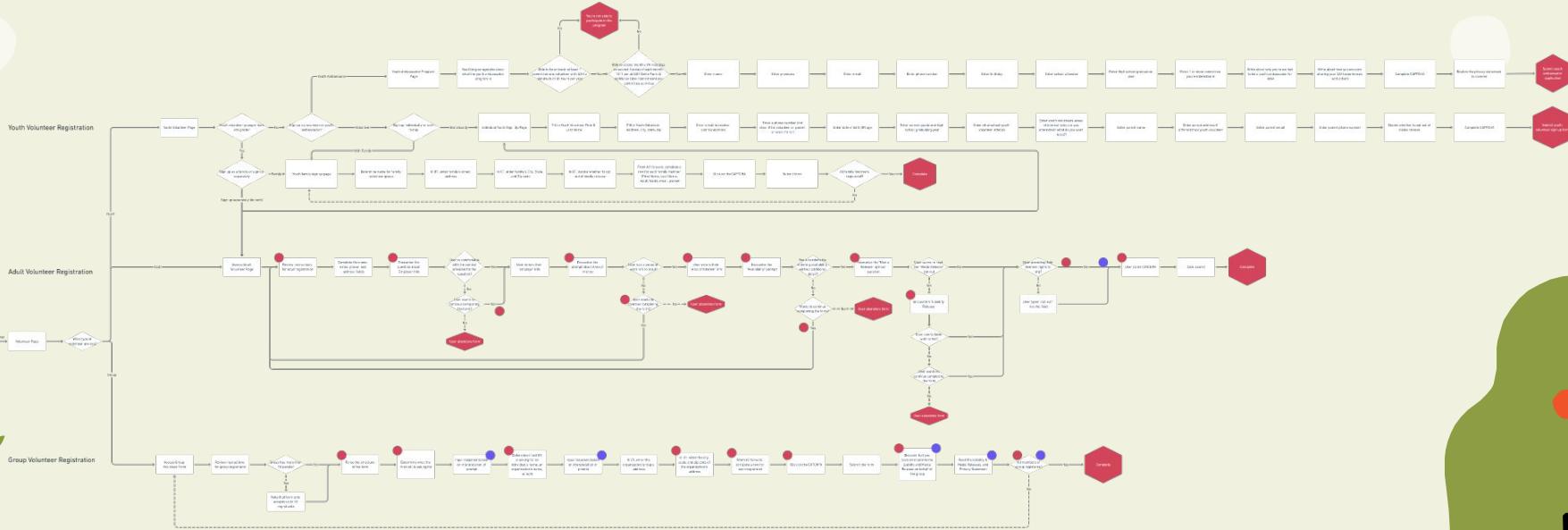


Please complete all fields for each volunteer. If you are more than 10 people, please submit multiple groups.

Adult Volunteer Organization/Group Name	Organization/Group Representative	Organization/Group Address	Organization/Group City, ST, ZIP
1 Volunteer Name (First Last)	1 Volunteer Address (address, city, state, zip)	1 Volunteer Email	1 Volunteer Phone Number
2 Volunteer Name (First Last)	2 Volunteer Address (address, city, state, zip)	2 Volunteer Email	2 Volunteer Phone Number
3 Volunteer Name (First Last)	3 Volunteer Address (address, city, state, zip)	3 Volunteer Email	3 Volunteer Phone Number
4 Volunteer Name (First Last)	4 Volunteer Address (address, city, state, zip)	4 Volunteer Email	4 Volunteer Phone Number
5 Volunteer Name (First Last)	5 Volunteer Address (address, city, state, zip)	5 Volunteer Email	5 Volunteer Phone Number
6 Volunteer Name (First Last)	6 Volunteer Address (address, city, state, zip)	6 Volunteer Email	6 Volunteer Phone Number
7 Volunteer Name (First Last)	7 Volunteer Address (address, city, state, zip)	7 Volunteer Email	7 Volunteer Phone Number

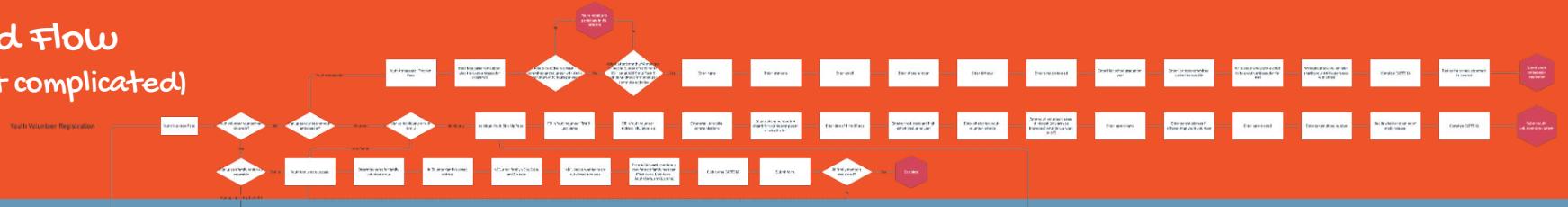
[Figma Link](#)

Current Volunteer Sign-Up Flow

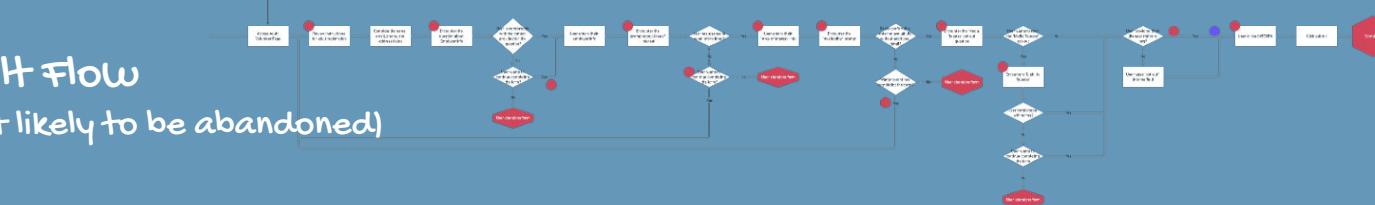


Current Volunteer Sign-Up Flow

Child Flow (most complicated)



Adult Flow (most likely to be abandoned)

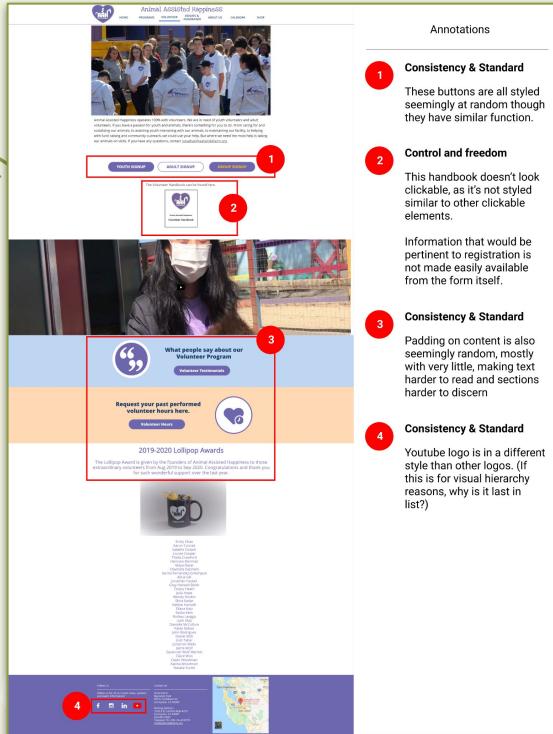


Group Flow

(most tedious and repetitive)

Heuristic Evaluation

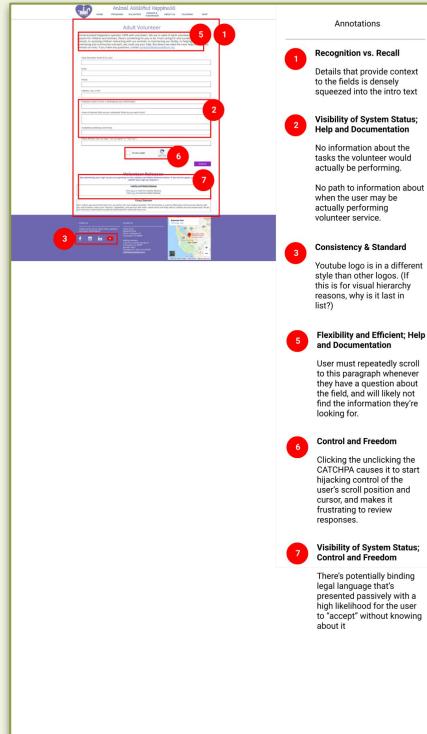
 [Figma Link](#)



Annotations

- 1 Consistency & Standard**
These buttons are all styled seemingly at random though they have similar function.
- 2 Control and freedom**
This handbook doesn't look clickable, as it's not styled similar to other clickable elements.

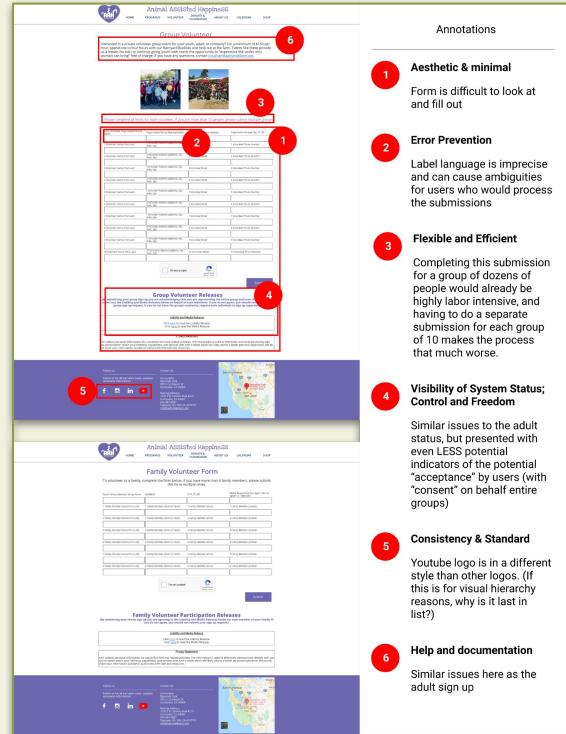
Information that would be pertinent to registration is not made easily available from the form itself.
- 3 Consistency & Standard**
Padding on content is also seemingly random, mostly with very little, making text harder to read and sections harder to discern
- 4 Consistency & Standard**
Youtube logo is in a different style than other logos. (If this is for visual hierarchy reasons, why is it last in list?)



Annotations

- 1 Recognition vs. Recall**
Details that provide context to the fields is densely squeezed into the intro text
- 2 Visibility of System Status; Help and Documentation**
No information about the tasks the volunteer would actually be performing.

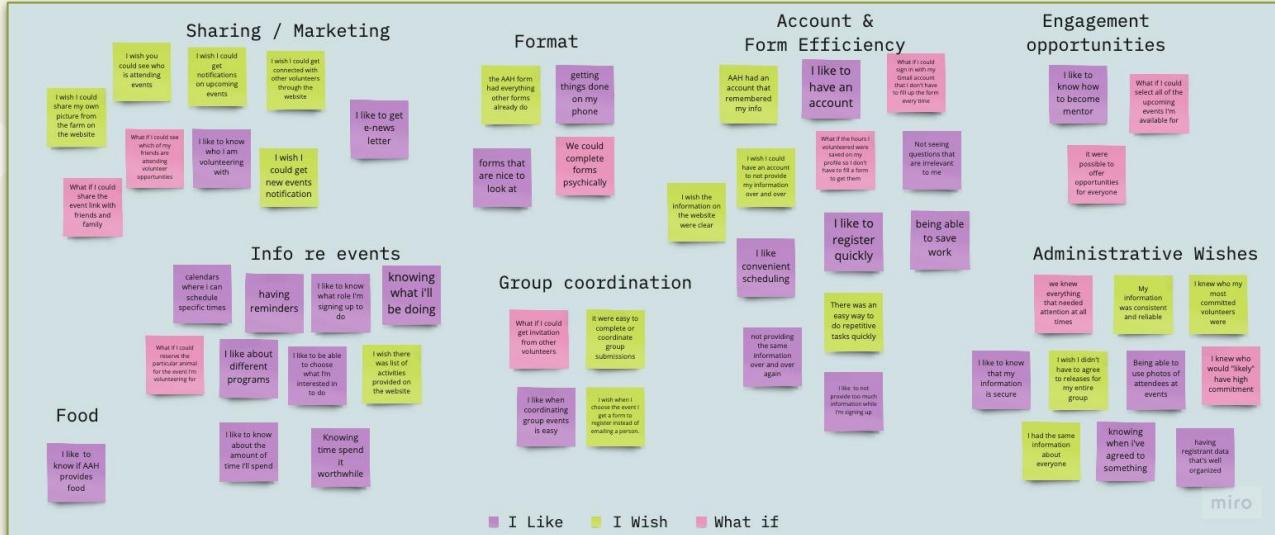
No clear indication about when the user may be actually performing volunteer service
- 3 Consistency & Standard**
Youtube logo is in a different style than other logos. (If this is for visual hierarchy reasons, why is it last in list?)
- 4 Flexibility and Efficient; Help and Documentation**
User must repeatedly scroll to this paragraph whenever they have a question about the field, and will likely not find the information they're looking for.
- 5 Control and Freedom**
Clicking the unclicking the CATCHPA causes it to start hijacking control of the user's scroll position and causes this makes it frustrating to review responses.
- 6 Visibility of System Status; Control and Freedom**
There's potentially misleading legal language here. It's presented massively with a high likelihood for the user to "accept" without knowing about it



Annotations

- 1 Aesthetic & minimal**
Form is difficult to look at and fill out
- 2 Error Prevention**
Label language is imprecise and can cause ambiguities for users who would process the submissions
- 3 Flexible and Efficient**
Completing this submission for a group of dozens of people would already be highly labor intensive, and having to do a separate submission for each group of 10 makes the process that much worse.
- 4 Visibility of System Status; Control and Freedom**
Similar issues to the adult status, but presented with even LESS potential indicators of the potential "acceptance" by users (with "consent" on behalf entire groups)
- 5 Consistency & Standard**
Youtube logo is in a different style than other logos. (If this is for visual hierarchy reasons, why is it last in list?)
- 6 Help and documentation**
Similar issues here as the adult sign up

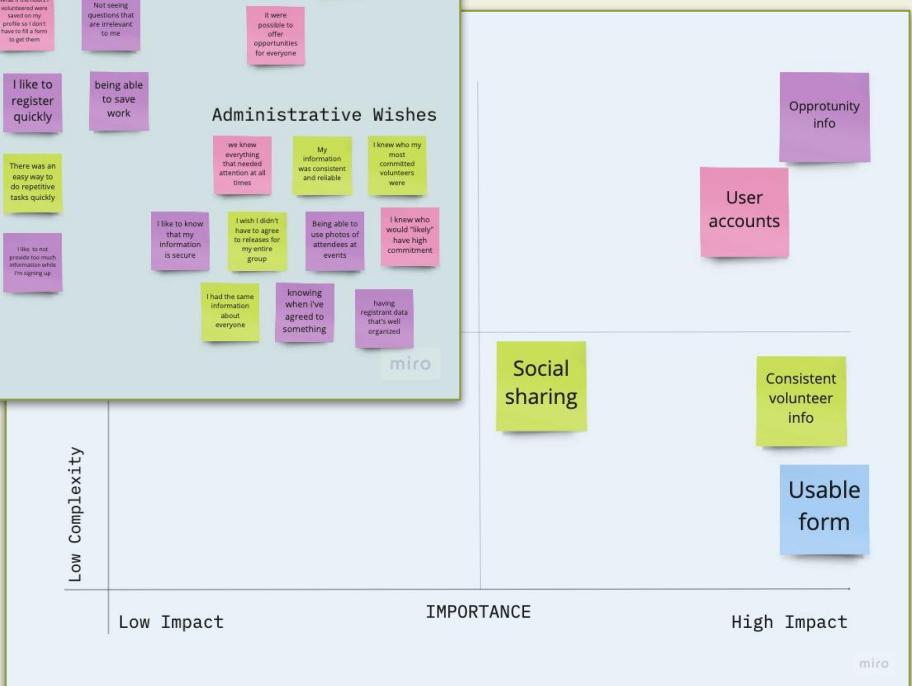
Usability Testing Analysis



🔗 [Testing Plan](#)

🔗 [Miro Link](#)

🔗 [Recordings](#)



Competitor Analysis

 Spreadsheet

A	B	C	D	E
Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness
DIRECT COMPETITORS				
Therapet	<ul style="list-style-type: none"> - donate - learn more about the organization, services, and people - coordinate educational seminars from the org - buy merchandise - register for volunteer opportunities - contact the organization 	<ul style="list-style-type: none"> - site pages generally in greater compliance with usability heuristics - easier to read form 	<ul style="list-style-type: none"> - Nice logo and branding 	<ul style="list-style-type: none"> - inconsistent navigation; formatting that appears intended to highlight options made it harder for me to personally find them (particularly the volunteer form) - less clarity on what the volunteer activities actually are - less clarity around what the specific interactions with the animals are - no assurance of legal compliance or accountability for potential donors
PAWS for People	<ul style="list-style-type: none"> - Volunteer (with or without your pet) - Donate - Operates in DE, MD, PA & NJ - 1:1 individualized pet therapy - Site visit requests - Dog training workshops & resources - Email, FB, Twitter, Phone listed 	<ul style="list-style-type: none"> - Anyone and their pet can sign up to be trained then volunteer to visit at least 2 sites per month - Connects visitors to research materials that general mission is based on 	<ul style="list-style-type: none"> - over 500 volunteer teams visiting 170+ locations in DE, MD, PA & NJ - offers obedience, therapy dog, and target training through partnerships with experienced dog trainers 	<ul style="list-style-type: none"> - Slow website - Does not <i>easily</i> connect visitors to the research basis for their work/details are buried in a PDF - Lack of certifications to establish trust for donations
Pet Partners	<ul style="list-style-type: none"> - Donate - Volunteer - Best Day ambassadors - Activities for youth with special needs - Virtual therapy - Volunteer with Pet Partners - Donate to Pet Partners - Donate to Pet Partners 	<ul style="list-style-type: none"> - High Charity Navigator rating to establish trust - \$2M comprehensive general liability insurance for all volunteers. - Comprehensive continuing education available to handlers, including topics such as working with veterans and clients with Alzheimer's. - Background checks performed as part of the registration process assure facilities that a handler's history does not preclude them from visiting with vulnerable populations - A more modern, easier to use, and easier to understand registration process that inspires trust in the organization 	<ul style="list-style-type: none"> - Easy to navigate between pages/user friendly - volunteer with my animal - Volunteers receive comprehensive coursework taken in person or online that highlights skills and strategies necessary for therapy animal work - 10,000 volunteers nationwide 	<ul style="list-style-type: none"> - Not delightful - On the donation page you can't go back to the previous page. You only can go to home page to start

hypothesis



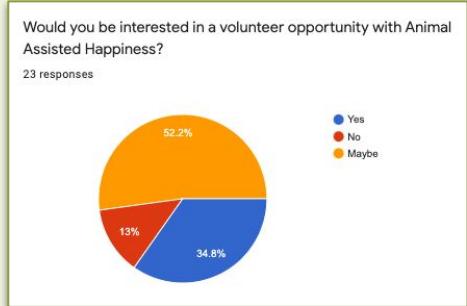
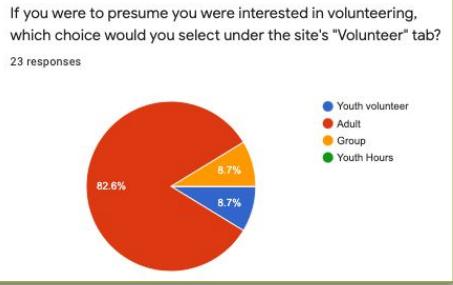
We believe that AAH doesn't attract enough volunteers due to complex and not so user friendly registration forms and flow in current website design.

02

Research & Analysis



What we learned



"It's very important to know the specific roles & responsibilities before signing up for a volunteer opportunity"

"Every input is too free-form for my taste."

Objectives & Questions

Interviews

Survey

Organizing our Insights

 [Miro Link](#)



"Clearly they don't value my time if they
do things this way"



The Challenge



Create a more user-friendly volunteer registration process

- More positive user experience
- More organization engagement
- Better organized info for AAtt

Meet Simon

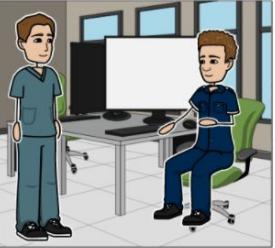


Simon, a hard working paramedic, likes to volunteer regularly and usually prefers group volunteer opportunities. He is very much into animals and farm life. To relieve his work stress, he often spends time with animals in farms and regain mental freshness.

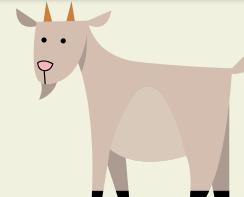
Simon usually relies on technology for finding and signing up for volunteering opportunities. However, he is not very patient when it comes to technology and gets frustrated easily if he can not find or easily fill out registration forms. He really would enjoy a user friendly website where he can quickly access registration forms for faster checkout.



Storyboard

					
Simon and his co-workers decide they want to do a volunteer activity together with their families including several young children.	They find out about AAH, and volunteer opportunities that involve animals and helping individuals with needs.	Simon shares the idea with his family, signs them up via the site's group registration form, and saves his progress on the form. He then forwards the link to Ryan to fill out the information.	Ryan shares Simon's idea with his wife Juile and she gets very excited about being a volunteer at AAH. He continues the group's registration using the link Simon shared with him.	At AAH, Simon, Ryan and their family members put in some hard work, but found it was all worth it when meeting J, one of the farm's regulars, and witnessing his bond with AAH star goat, Lollipop.	After the event, some members of the group went on to do regular sessions at AAH to help with its mission, and to hang out with their new buddy, Lollipop.

Storyboard



03

Ideation and Design Solutions



Who Are We Designing For?

 [Miro Link](#)



A Discovery!

Sharing / Marketing

- I wish I could share my own picture from the farm on the website
- I wish you could see who is attending events
- I wish I could get notifications on upcoming events
- I wish I could get connected with other volunteers through the website
- I like to get e-newsletter
- What if I could share the event link with friends and family
- What if I could see which of my friends are attending volunteer opportunities
- I like to know who I am volunteering with
- I wish I could get new events notification

Format

- the AAH form had everything other forms already do
- getting things done on my phone
- forms that are nice to look at
- We could complete forms physically

Form Efficiency

- AAH had an account that remembered my info
- I like to have an account
- What if I could sign in with my Gmail account so that I don't have to fill up the form every time
- I wish I could have an account to not provide my information over and over
- What if the hours I volunteered were saved in my profile so I don't have to fill a form to get them
- Not seeing questions that are irrelevant to me

Engagement opportunities

- I like to know how to become mentor
- What if I could select all of the upcoming events I'm available for
- It were possible to offer opportunities for everyone

Info re events

10

- calendars where I can schedule specific times
- having reminders
- I like to know what role I'm signing up to do
- knowing what I'll be doing
- What if I could reserve the particular animal for the event I'm volunteering for
- I like about different programs
- I like to be able to choose what I'm interested in to do
- I wish there was list of activities provided on the website
- I like to know about the amount of time I'll spend
- Knowing time spend it worthwhile

Group coordination

- What if I could get invitation from other volunteers
- It were easy to complete or coordinate group submissions
- I like when coordinating group events is easy
- I wish when I choose the event I get a form to register instead of emailing a person.
- I like to not provide too much information while I'm signing up
- I wish the information on the website were clear
- not providing the same information over and over again
- There was an easy way to do repetitive tasks quickly

Administrative Wishes

- we knew everything that needed attention at all times
- My information was consistent and reliable
- I like to know that my information is secure
- I wish I didn't have to agree to releases for my entire group
- Being able to use photos of attendees at events
- I knew who my most committed volunteers were
- I had the same information about everyone
- knowing when I've agreed to something
- having registrant data that's well organized
- I knew who would "likely" have high commitment

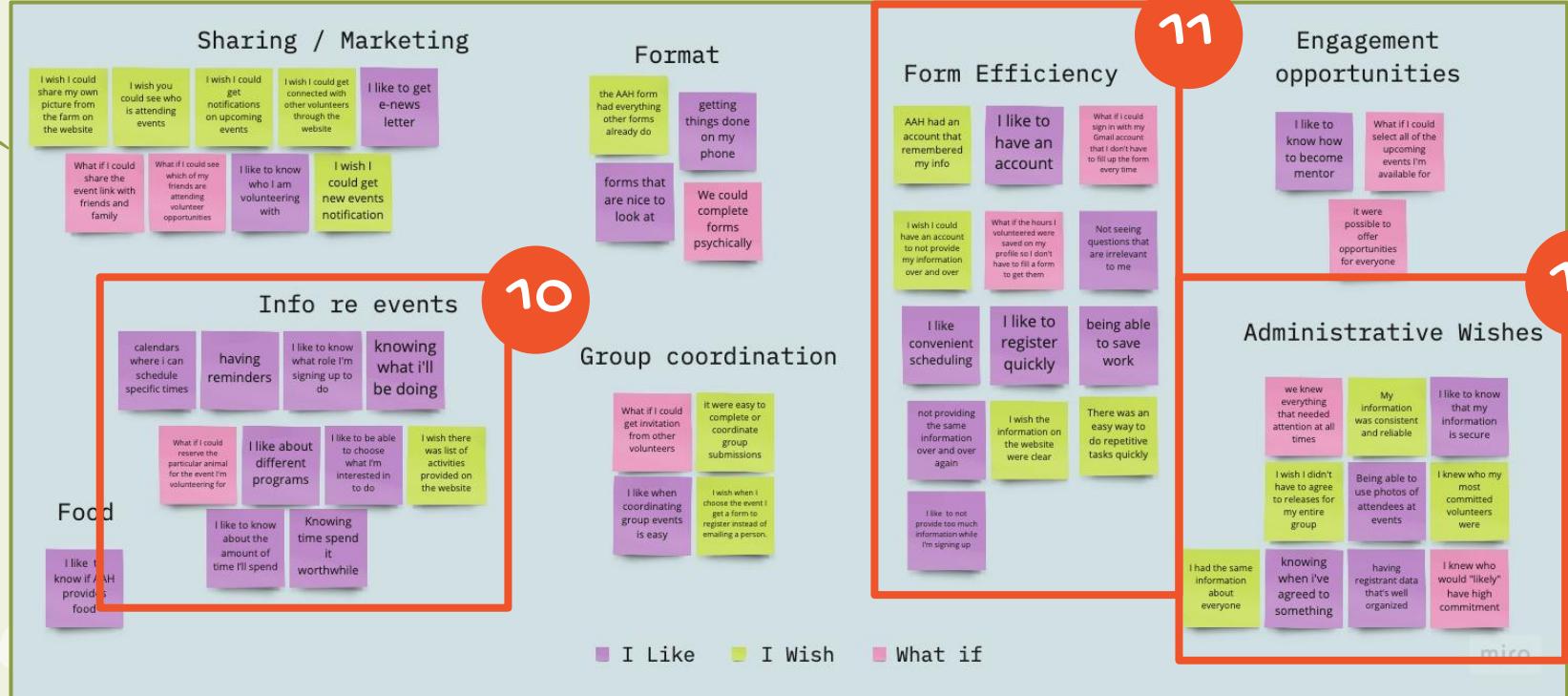
Food

- I like to know if AAH provides food

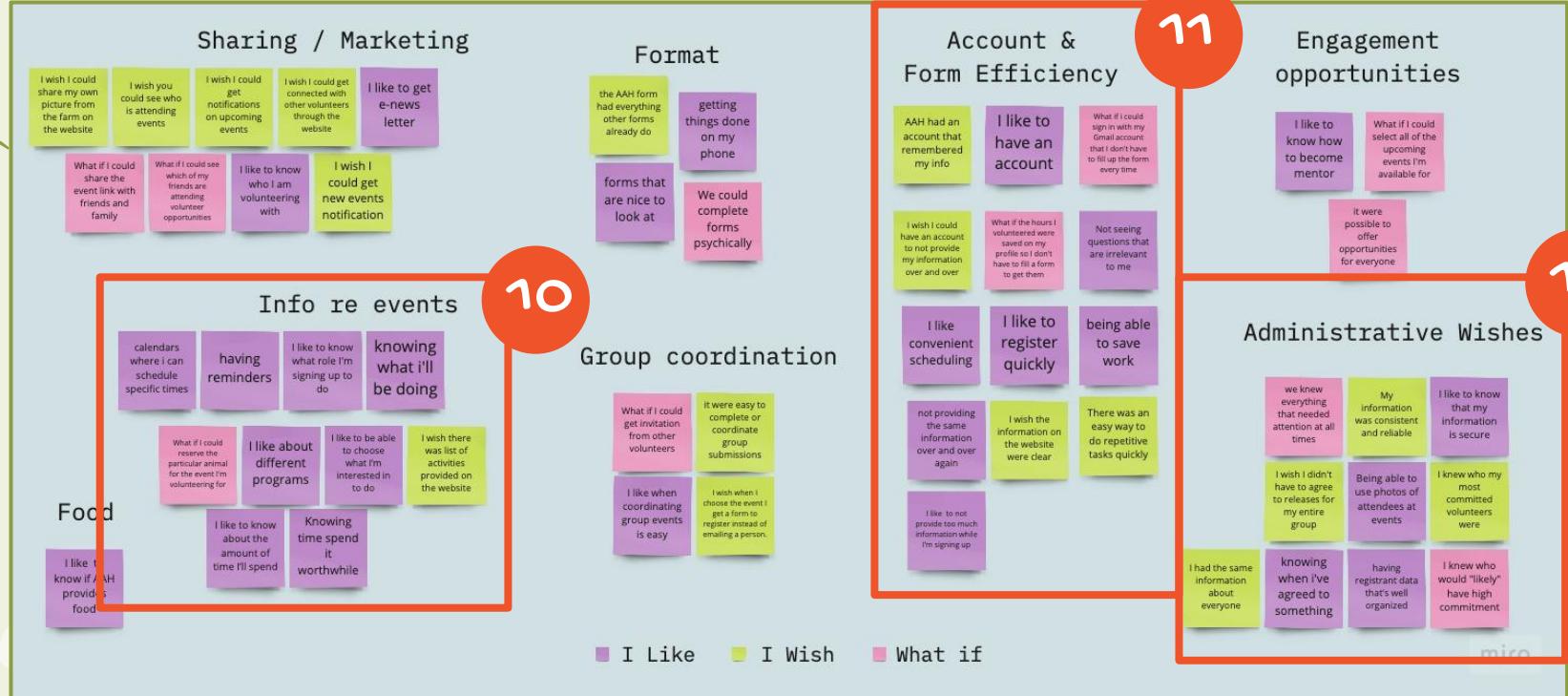
Legend: ■ I Like ■ I Wish ■ What if

 Miro Link

A Discovery!



A Discovery!



Digging a Little Deeper...

Dirty Re-sort



Overview Page
Duty types
Stories related to task
Volunteer handbook

Group sign up?
-Youth Sign Up? (make sure parents are with youth a email

Color-coded list of current fields (Whimsical)

Street address	Area of interest
City, State Zip	
Parent Name	Calendar Hour operations
Parent Address (if different)	-Availability
Parent Email	Get reminders
Parent Phone Number	Opt-in for contact for other opportunities
Available opportunities	Media release Media release (for self and child)
Time estimates	-Employers (will give instructions on how to connect org instead of asking for org info)
Area of interest	

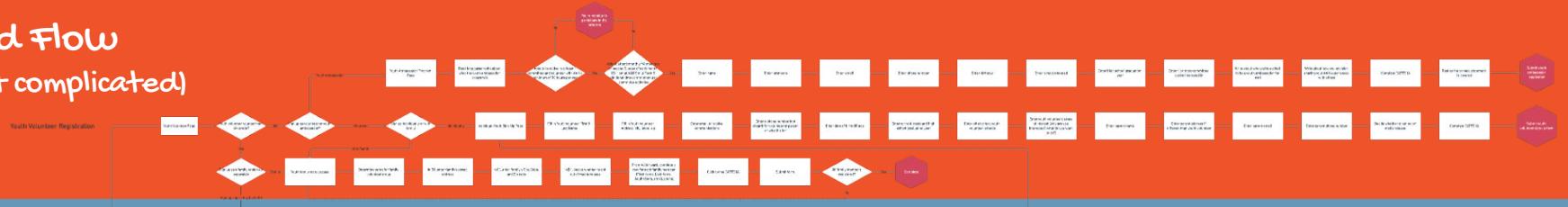


Excerpt from “Administrator View” spreadsheet (Google Drive)

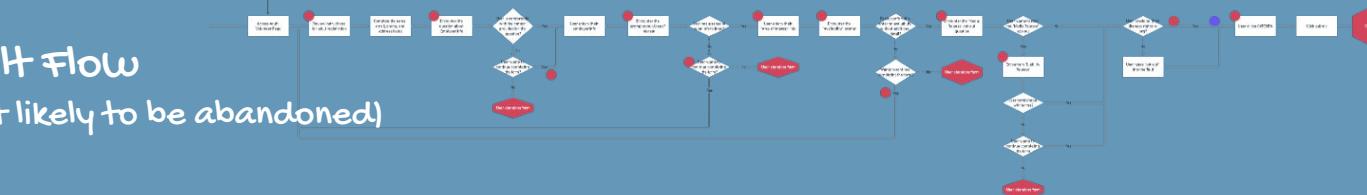
A	B	C	D	E	F
1 Information Type	Group entity info				
2 Field Name	Group name	Participant enrollment status	(All individual reg data fields)	Opted In Media Captures?	
3 Source of Info	Direct input from user	Info deduced by backend	Info deduced by backend	Info deduced by backend	
4 Input Format	Short Text Field	Radio or Dropdown	Inline information	Boolean	
5 Required?	Optional	N/A (Backend)	N/A (Backend)	N/A (Backend)	
A	B	C	D	E	F
1 Field Applicability	Everyone				
2 Information Type	Biographic Info	Youth Info			
3 Field Name	Registrant Name	Date of Birth	Age	Underage? (not shown)	School
4 Source of Info	Direct input from user	Direct input from user	Info deduced by backend	Info deduced by backend	Direct input from user

Current Volunteer Sign-Up Flow

Child Flow (most complicated)



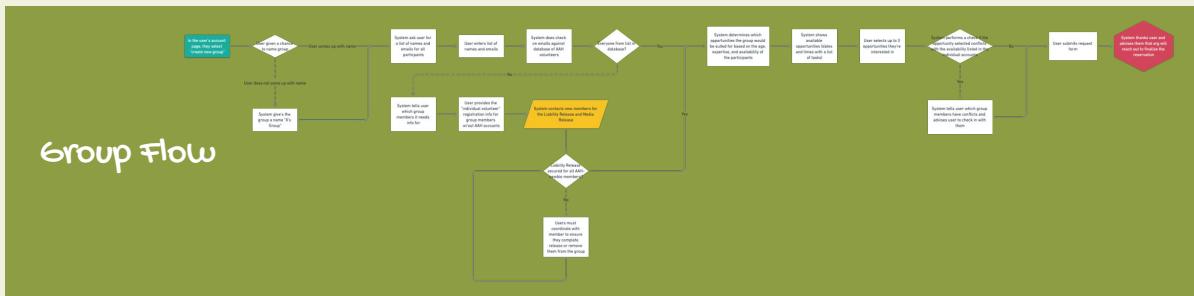
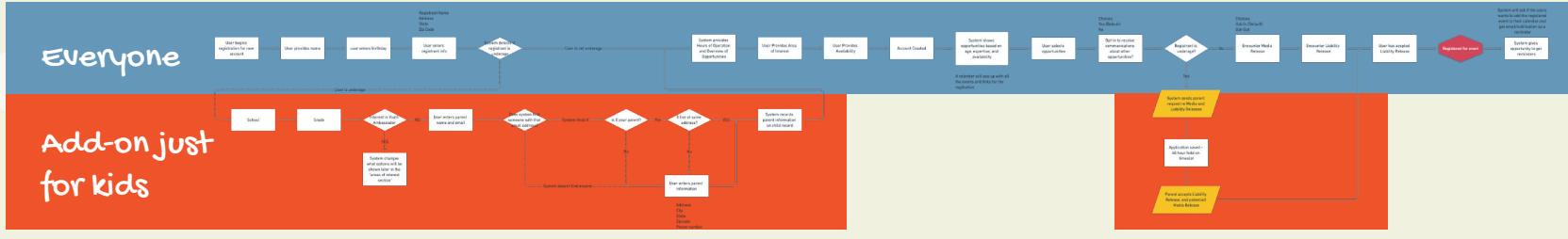
Adult Flow (most likely to be abandoned)



Group Flow

(most tedious and repetitive)

A Simpler User Flow



Putting Pen to Paper: Lo-Fi Wireframe

Animal Assisted Happiness

HOME PROGRAMS ABOUT US SHOP CALENDAR VOLUNTEER DONATE Login

1 Verify 2 Consent 3 Confirm

Thanks for enrolling

Full name
Date of birth MM/DD/YYYY
Street address
City State Zipcode
Phone number

Next >

CONTACT US
Smile Farm:
Baylands Park
999 E Caribbean Dr.
San Francisco, CA 94087

FOLLOW US

MAILING ADDRESS
1030 E El Camino Real #279
Sunnyvale, CA 94087
650-887-0887

Simple contemporary form fields

High-level overview of task types

1 Verify 2 Consent 3 Confirm

Area of your interest:

Type 1 Tasks
 Type 2 Tasks
 Type 3 Tasks
 Type 4 Tasks

Availability: Open availability

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
9am-11am	<input checked="" type="radio"/>				<input checked="" type="radio"/>		
11am-1pm							
1pm-3pm			<input checked="" type="radio"/>				
3pm-5pm							

Send me messages about Future Volunteer Opportunities
 I agree to the Media Release I agree to the Liability Release

< Back Complete Registration

Pop-ups with task details

High-level group info

1 Assemble 2 Schedule 3 Confirm

Group Details [Edit](#)
Group Name: Simple Sample Animals
Group Organizer: Person Teamorganizer
Company/Organization: N/A

Add Members
Include Group Member names and email addresses below

Mahfren Inthegroup	minthegroup@mockup.com	<input type="button" value="X"/>
Mai Otherfrend	mai@otherfriend.com	<input type="button" value="X"/>

Previous AAH Found? No Previous AAH Account Found

Member Name Member Email

Import a List [?](#)

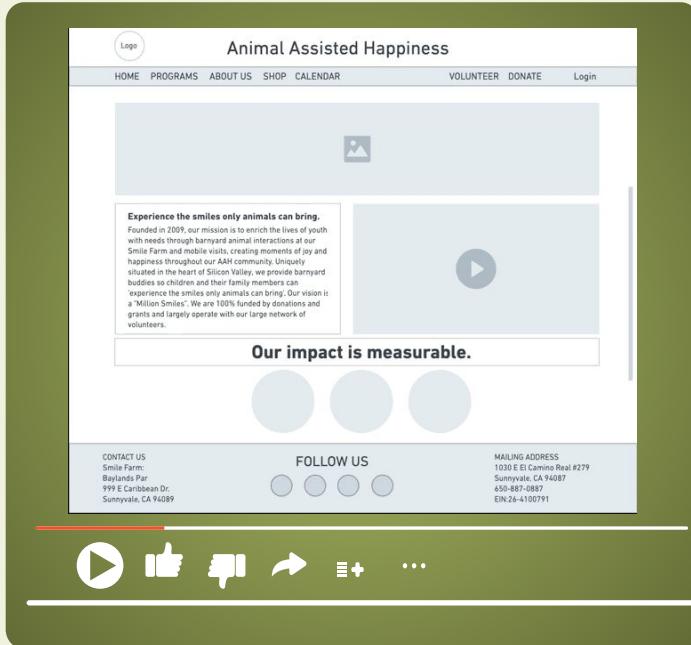
Customizable group sizes

Customizable group sizes

Whimsical

Low Fi Prototype

 Figma



Putting it to the Test

- No missed clicks
- No input delay
- Frustration mainly only missing prototype elements, not "why" anything did what it did
- More info "the result" of certain question responses
- More detail on group types
- Clarity for the fully prototyped task and scheduling elements

Choosing our Design

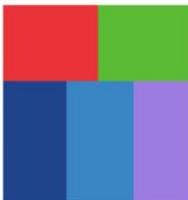
H1 - HEADLINE
H2 - Subhead

pill

dropdown ▾

TYPOGRAPHY

lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
porttitor elementum
cras , s leo enim



UI STYLE DIRECTION

lorem ipsum dolor sit amet,
consectetur adipiscing elit. porttitor
elementum cras neque, sapien. leo
enim bibendum ultrices in sed eu
arcu magna quis.

[Figma Link](#)





04

Iteration and Polish

Choosing a Stylistic Direction

Figma

UI STYLE TILE: AAH

UI STYLE DIRECTION

lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor elementum cras neque, sapien. leo enim bibendum ultrices in sed eu arcu magna quis.

UI Style Adjectives

CLEAN INFORMATIVE EFFICIENT
DIRECT

TYPOGRAPHY

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H1 - Headline

Varela 36

H2 - Subhead

Varela 24

H1 - Headline

Poppins 36

H2 - Subhead

Poppins 24

"This Is A How You Would Stylize A Meaningful Quote"

- Author

Roboto 18

TYPOGRAPHY BODY COPY

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BRAND LOGO

- LOGO ON WHITE



ICONOGRAPHY



BUTTON STATES



DATE:

COLOR PALETTE

- BRAND COLORS



- PRIMARY INTERACTION COLOR



- SECONDARY INTERACTION COLOR



- COLOR GRADIENT



GRAPHIC PATTERNS



IMAGE SAMPLES



BUTTON STYLES



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Our Polished Design

Animal Assisted Happiness

HOME PROGRAMS ABOUT SHOP CALENDAR VOLUNTEER DONATE LOGIN

Volunteer with AAH!

We operate 100% with volunteers. We are in need of both individuals and adults. If you have a passion for youth and animals, there's something for you to do. From caring for and socializing our animals, to assisting youth interacting with our animals, to maintaining our facility, to helping with fund raising and community outreach, we could use your help.

SIGN UP AS AN INDIVIDUAL

SIGN UP AS A GROUP

[Read the AAH Volunteer Handbook](#)



Demo!

Takeaways and Next Steps

- NPO trustworthiness is just as important as its mission
- UX is in everything!
- User needs ≠ stakeholder needs (but...!)
- Other account pages and interactions
- Mobile pages templates (an AAT app?!)
- Media of miniature horse!





Questions ???