FOCO animal shelter

Problem Statement

Current animal shelter websites do not offer a interactive, purely online way to book to see and adopt a specific animal.

Possible Solution

Design a animal shelter website that offers this solution in an easy, straightforward way while improving on aesthetics.

Emphasize Phase

Key Insight Derived

User research involved interviews and empathy maps to identify the needs of potential users.
The findings highlighted the interest in adopting shelter animals, but frustration with outdated local shelter websites lacking convenient online booking options.

Define Phase

User Persona

Paco

Age	32
Education	Bachelors
Status	Live in Partners
Occupation	Sales
Location	Denver, CO

Goals

- Wants to be able to adopt a cat and be able to do so easily
- Wants to donate extra pet supplies to the shelter

Frustrations

- Can't reserve the animal he wants to meet and is afraid someone else might
- Some animal shelter websites look like they're from the 90s

Story

Paco is a 32 year old living in Denver with his domestic partner and just recently moved into a larger house and wants to adopt an additional cat.

Paco wants to check out many different shelters, but finds he doesn't have a way to do so and a lot of the websites aren't even mobile friendly when he looks while he is busy with moving.

Information Architecture

Design Phase

Paper Wireframes

I sketched out paper wireframes for each screen in my app, keeping the user pain points in mind. The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

Stars were used to mark the elements of each sketch that would be used in the end digital wireframes.

Low-Fidelity Wireframes

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of reserving a time and date to see an animal.

Usability Studies

Key Insight Derived

An unmoderated usability study with five participants revealed insights, including concerns about excessive information, the need for easy navigation back to the browsing page, and distractions on inner pages.

Mockups were adjusted based on usability study findings, simplifying the reservation flow. High-fidelity prototypes followed the improved user flow, incorporating feedback from the team. Accessibility considerations, such as clear visual hierarchy and alt text for screen reader access, were implemented.

To address the results of the usability study, I also made the confirmation with the option to 'x' out.

High-Fidelity Wireframes

Takeaways

User feedback indicated improved intuitiveness, engagement, and visual hierarchy.
I learned that even the smallest design changes can have a huge impact on the user experience.

Thank you!