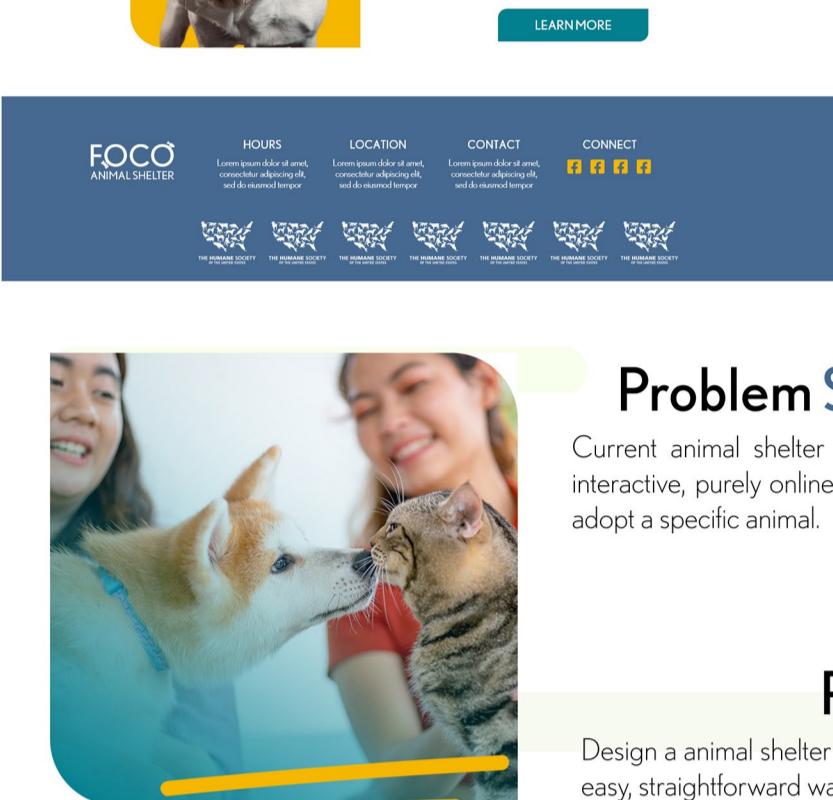


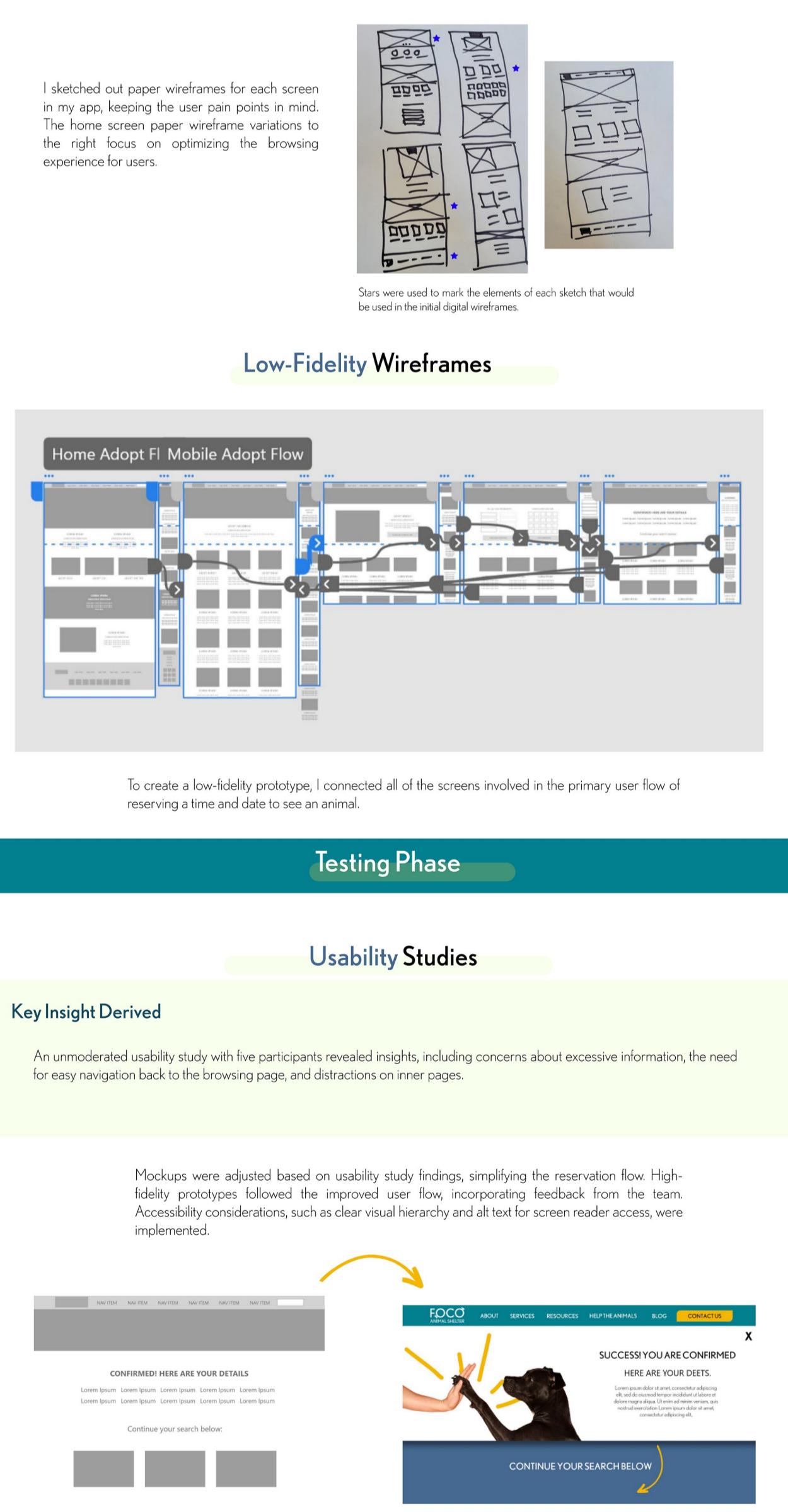
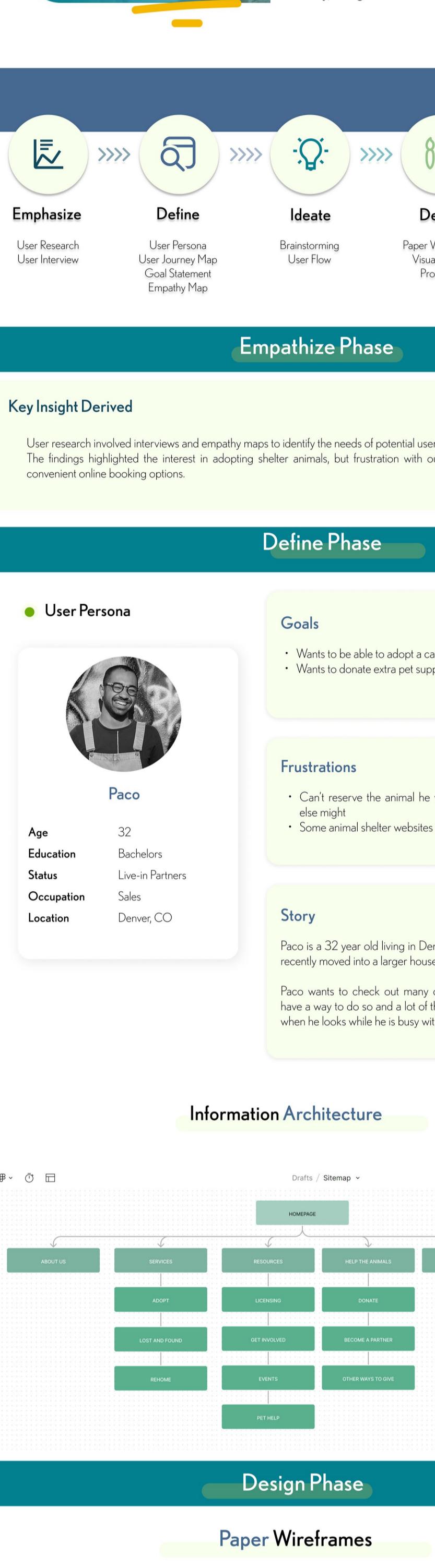
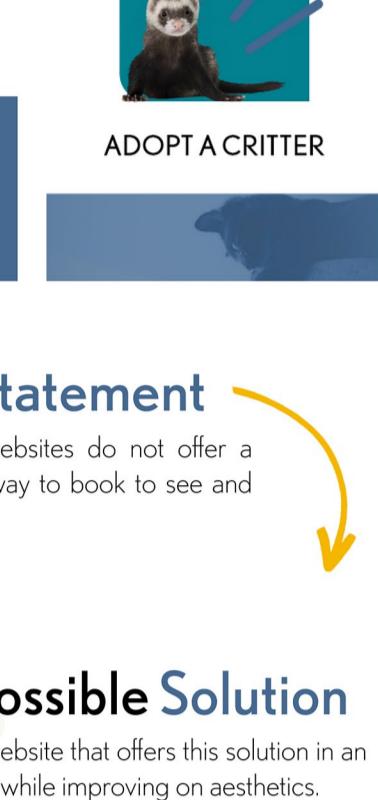
FOCO

animal shelter

Final Desktop Mockup



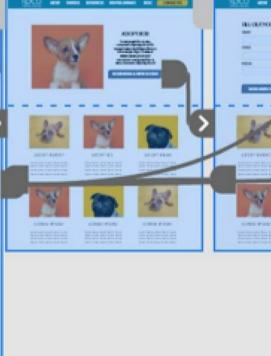
Final Mobile Mockup



Design Phase

Paper Wireframes

I sketched out paper wireframes for each screen. In my app, keeping the user pain points in mind.



Stars were used to mark the elements of each sketch that would be used in the initial 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.

Testing Phase

Usability Studies

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 The findings highlighted the interest in adopting shelter animals, but frustration with outdated local shelter websites lacking convenient online booking options.

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 change can have a huge impact on the user experience.

Thank you!

