Pickens County Humane Society | Process Website

Jolie Loftis

Client Description

Who is the Pickens

County Humane Society?

The Design Challenge

The main problem that needs to be solved:

o How can the Pickens County Humane Society website be designed in a way that attracts viewers to gain attention to aid them in donating, volunteering, sponsoring, and most importantly finding loving homes for unwanted animals?

User Interview: Hailey Cash

Why would you be interested in an organization like the Pickens County Humane Society?

o   They are a no kill shelter

o   They offer adoption for animals that need loving homes and she is looking into adopting another pet soon.

User Interview: Hailey Cash Continued

What are some things that you believe would be important to include on the website?

- o Specific information on animals there are to adopt (health info, age, and breed/breeds.
- o The best and easiest way to get in contact with the shelter about how to adopt or more information on adoption or other services.

User Interview: Tonya Loftis

Why do you think it's important to adopt animals from a shelter?

- Shelter animals are in desperate need of a good home.
- Adopting saves lives of the animals being adopted and the ones coming in after them to take their spot.
- It fights against puppy mills and harmful breeders.

User Interview: Tonya Loftis Continued

What are other ways that you know of that could help out an animal shelter?

- If the shelter has clear communication with its website viewers, it would make it easier for people to donate, volunteer, or adopt from them.
- As a viewer, she could spend her free time with her clients to volunteer at the shelter or a similar humane society.

Primary Client Research

The Pickens County Humane Society

o The Pickens Humane Society's goal is to help unwanted animals find loving families after being taken off the street or being surrendered by owners.

o They offer adoption, animal sponsorship, donations, volunteering, and intake for cats and dogs in need of homes.

o As they are a no-kill facility and non-profit, they are in need of the right kind of visual communication to gain attention from its viewers to adopt from them.

Secondary Client Research

Broader In-field Context

o Adoption is needed not only for the Pickens County Humane Society, but for all non-profits.

o 6-8 million (down from 13 million in 1973)

o Of the 3 million cats and dogs euthanized in shelters each year, approximately 2.4 million (80%) are healthy and treatable and could have been adopted into new homes.

Secondary Client Research

Recent Innovations

o A lot of places such now have friendlier adoption process and nicer facilities that encourages people to visit and adopt.

o Animals are being vaccinated and fixed at the shelters to stop any breeding that would have possibly resulted in pet homelessness.

Secondary Client Research

Continued

o People are not realizing the importance of helping animal shelters because of technological innovations such as TV and especially social media.

o Websites are using imagery to gain emotional attention through the "cuteness" and even "sadness" of the animals in the shelter.

Audience Research

o I used the sticky note method to categorize the audience into 4 groups. Those 4 groups were those who will adopt or often adopt, who needs animals for therapy reasons, who would use their resources to pitch in (donation or volunteering), and the skeptics.

Audience Research
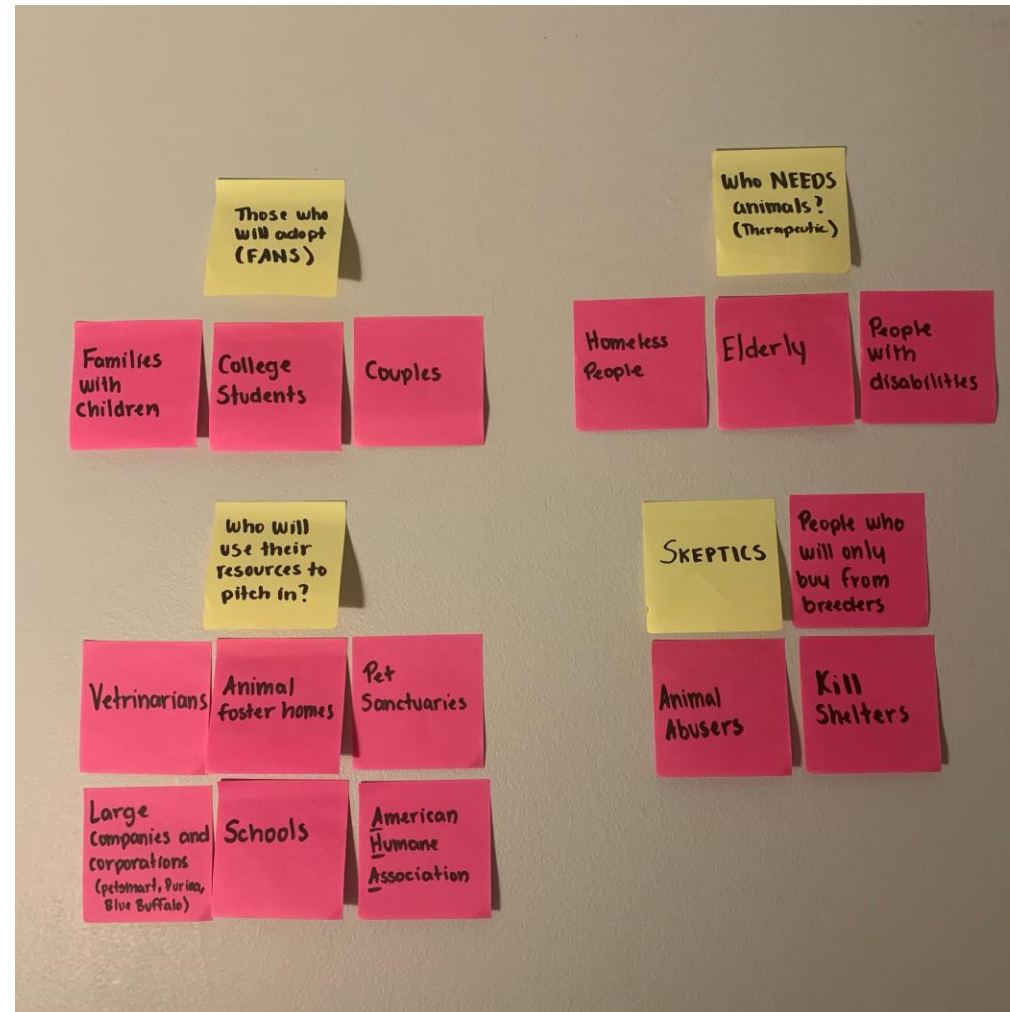
Overarching Goals

Client

o Recognition and awareness to get animals adopted

o Gain donation money to help fund the animals basic needs.

o Receiving donation of items for animals

o Getting individuals or groups to volunteer their time at the shelter.

o Receiving sponsors for individual animals to fund or send items.

o Reaching out to those who want to surrender their animals instead of "dropping" them.

o Giving supplies and resources to people who have adopted from them (items, food, vet recommendations).

Overarching Goals

Audience

- o Adopt animals from the shelter so more animals can be taken in.

- o Give donations to help the shelter fund the animals.

- o Giving items to the shelter (office supplies and pet supplies).

- o Connect with the shelter to volunteer.

- o Sponsor a specific animal to fund.

- o Give up animals that are unwanted.

- o Receiving supplies and resources from the shelter after adopting (items, food, vet recommendations).

Overarching Goals

Website

o Show the importance of adopting animals instead of buying from breeders.

o Displaying the adoption application and making it easy to do digitally.

o Make donations of money or items easy to access on the website.

o Display animals that are ready to be adopted.

o Connect with the audience to show animals "success stories".

o Showing that supplies and resources are available for people who have recently adopted animals. (items, food, vet recommendations).

Specific Goals

User	Goal	Content/Action
Adopters	Adopt unwanted animals so that more can be taken in to then be cared for and adopted.	Persuade them with the importance of adopting animals over buying from breeders.

Specific Goals Continued

User	Goal	Content/Action
Those who will donate, volunteer, or sponsor an animal	Emphasize the importance of funding for pets since the shelter is non-profit. Informing them that volunteering is just as important as giving donations.	Donate funds to the shelter to aid animals, volunteer in the shelter to help out with animals or office duties, and sponsoring a specific pet to fund their basic needs.
The community and larger corporations	Spread awareness and educate the community around them about the importance of adopting.	Increase adoptions, volunteering, and sponsors from individuals and bigger companies.

Call to Action

DONATE　　**VOLUNTEER**

ADOPT　　CONTACT

The donate, adopt, and volunteer CTAs will be linked to the corresponding page that has information, imagery, and links to various paperwork that are needed to do each of these things. The contact button will direct the viewer to an option to call their number or email them.

Style Tile