

UX documentation for the Non-profit organisation

South Island Wildlife Hospital



Juliana Guimaraes

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Brief

The South Island Wildlife Hospital is seeking assistance in attracting more donors to support their crucial efforts in caring for the growing number of native wildlife in need (mainly birds). Overwhelmed with an influx of sick, injured, and starved birds, the hospital faces multiple challenges caused by various environmental factors.

Keeping that in mind we need to:

- Come up with a strategy to create an engaging donation system on their website.
- Implement a continuous fundraising campaign.

Objectives

1. Increase donor engagement: Develop an intuitive and appealing donation system that inspires potential donors to contribute to the South Island Wildlife Hospital.
2. Raise funds for vital resources: Encourage donations to alleviate the hospital's budget constraints, enabling the purchase of food, medical supplies, and necessary aviary equipment.
3. Raise awareness: Utilize the fundraising campaign to educate the public about the factors contributing to the increased number of birds requiring care.

Initial Proposed Solutions

1. Donation System Redesign

- Conduct user research: Gather insights from potential donors to understand their motivations, concerns, and preferences when it comes to donating to wildlife causes.
- Streamline the donation process: Create a user-friendly and seamless donation system on the hospital's website, ensuring clear instructions, secure payment options, and customizable donation amounts.
- Visual appeal and storytelling: Incorporate engaging visuals, captivating stories of recovered birds, and real-time progress updates to evoke empathy and drive donor engagement.
- Acknowledgment and gratitude: Implement an automated system to send personalized thank-you messages and certificates of appreciation to donors, fostering a sense of connection and appreciation.

2. Fundraising Campaign

- Print collateral design: Develop visually stunning posters, postcards, and a pre-order calendar for 2024 featuring captivating images of native animals, showcasing the hospital's commitment to their preservation.
- Storytelling through imagery: Accompany each print with compelling narratives about the bird's journey and the challenges they face in the current environmental landscape.
- Multi-channel marketing: Launch a comprehensive marketing campaign utilizing the hospital's website, social media platforms, and local community channels to promote the prints and drive sales.

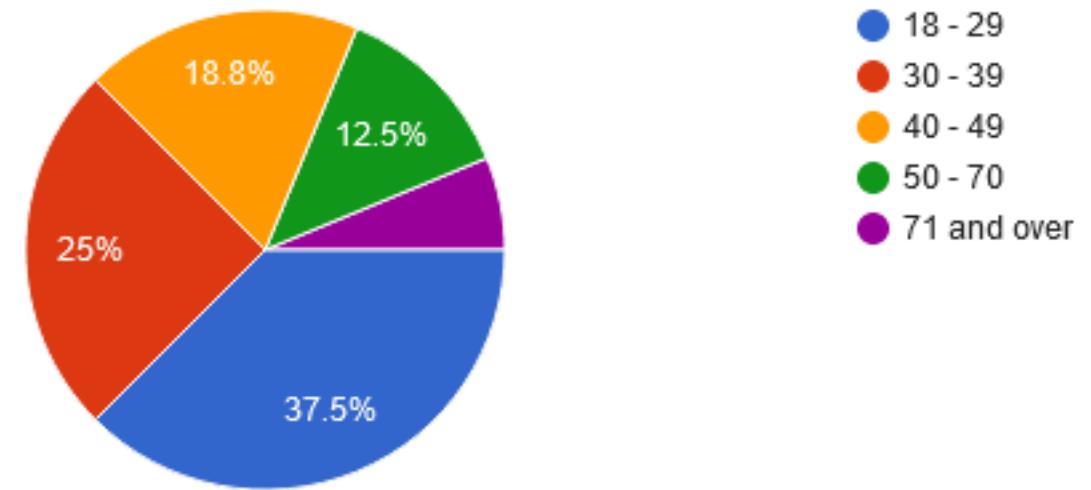
Research

We have conducted a survey research to find out the demographic profiles of New Zealand residents who are inclined to make donations or contribute in various ways, such as through fundraising efforts, to support the wildlife of New Zealand. Our findings helped us find out the behavior of individuals who are most likely to engage in meaningful actions towards the preservation and conservation of our unique wildlife

1

What age group do you belong to?

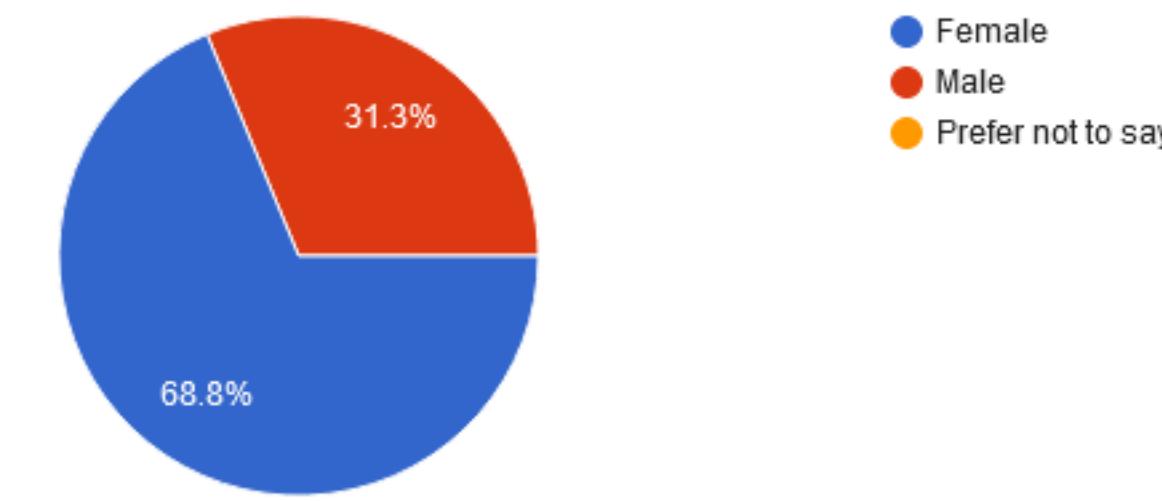
16 responses



2

What is your gender?

16 responses



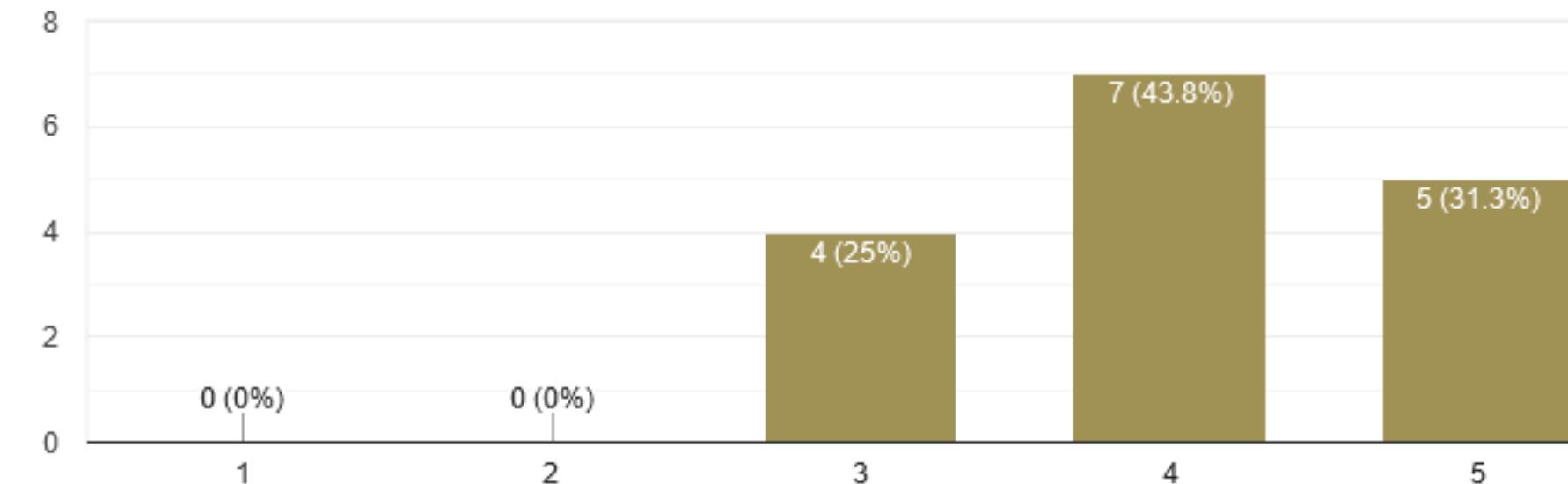
The majority of respondents who participated in the interview were females between the ages of 18 and 29.

Research

3

On a scale from 1 to 5, how concerned are you about New Zealand native animals?
16 responses

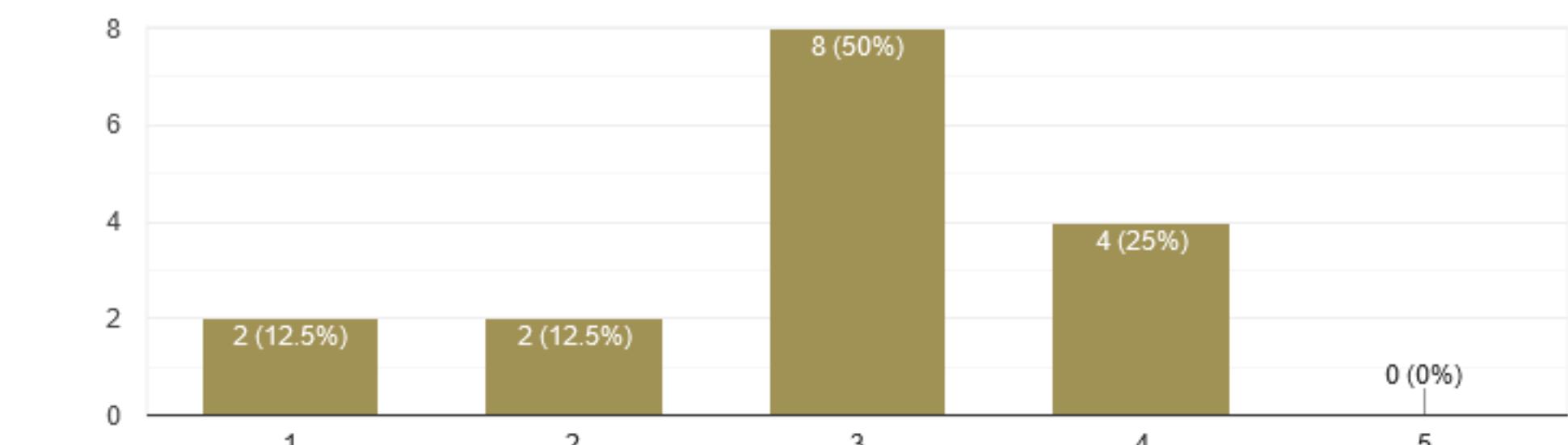
[Copy](#)



4

How inclined are you, on a scale of 1 to 5, to contribute donations to organizations dedicated to the welfare of New Zealand's native wildlife?
16 responses

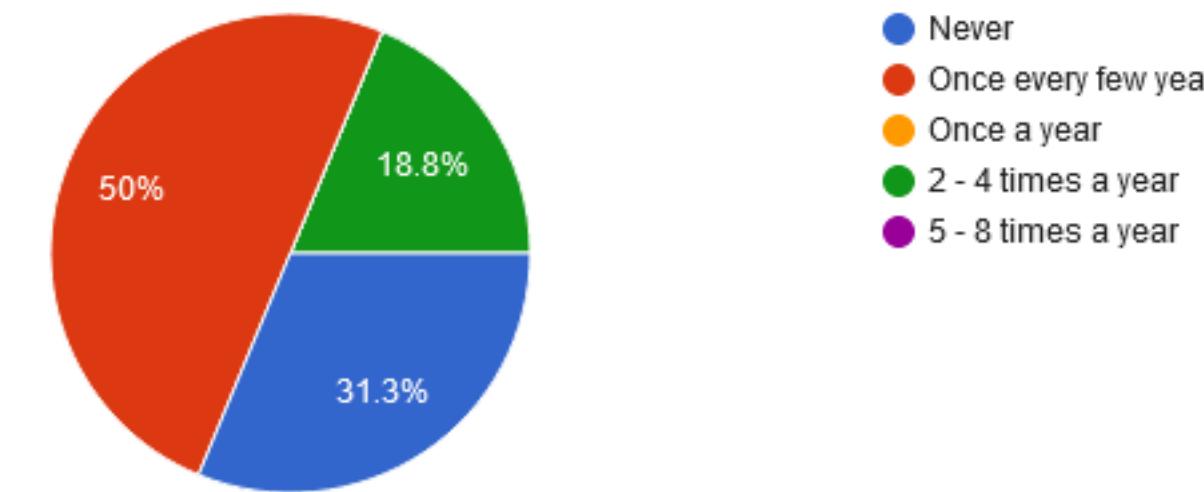
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5

How often do you make donations?
16 responses

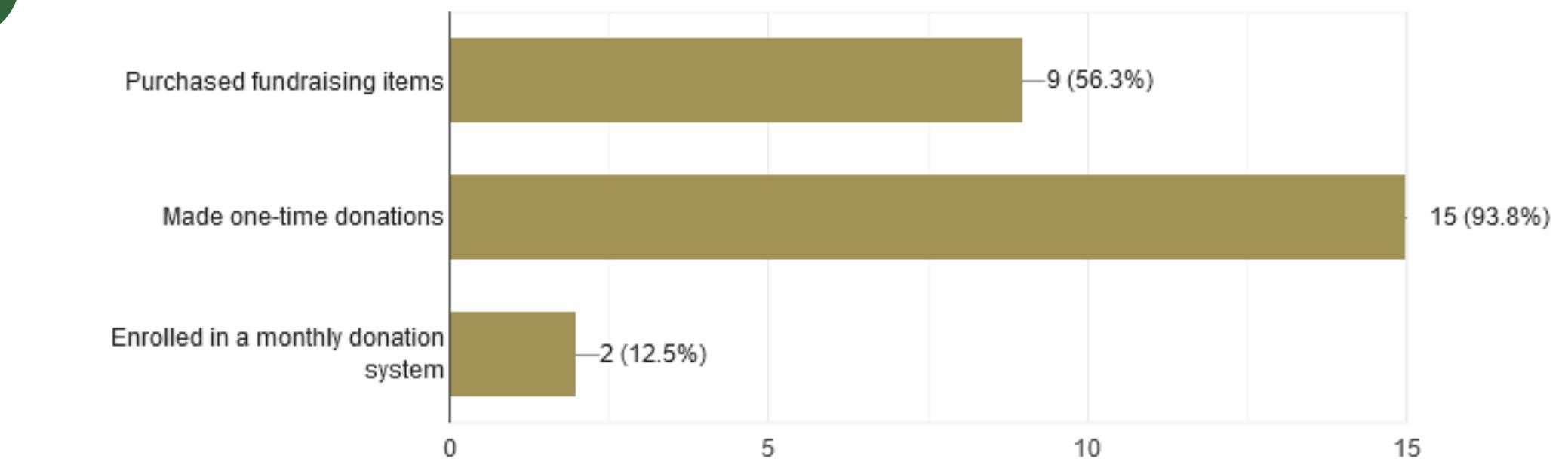
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6

Which type of donations have you made in the past?
16 responses

[Copy](#)



More than half of the respondents expressed concern for New Zealand native animals; however, this sentiment did not necessarily translate into a strong inclination to donate to NGOs dedicated to their welfare. While over 90% of the respondents have made one-time donations, and more than half have purchased items from fundraisers, only just over a quarter of them donate regularly or frequently.

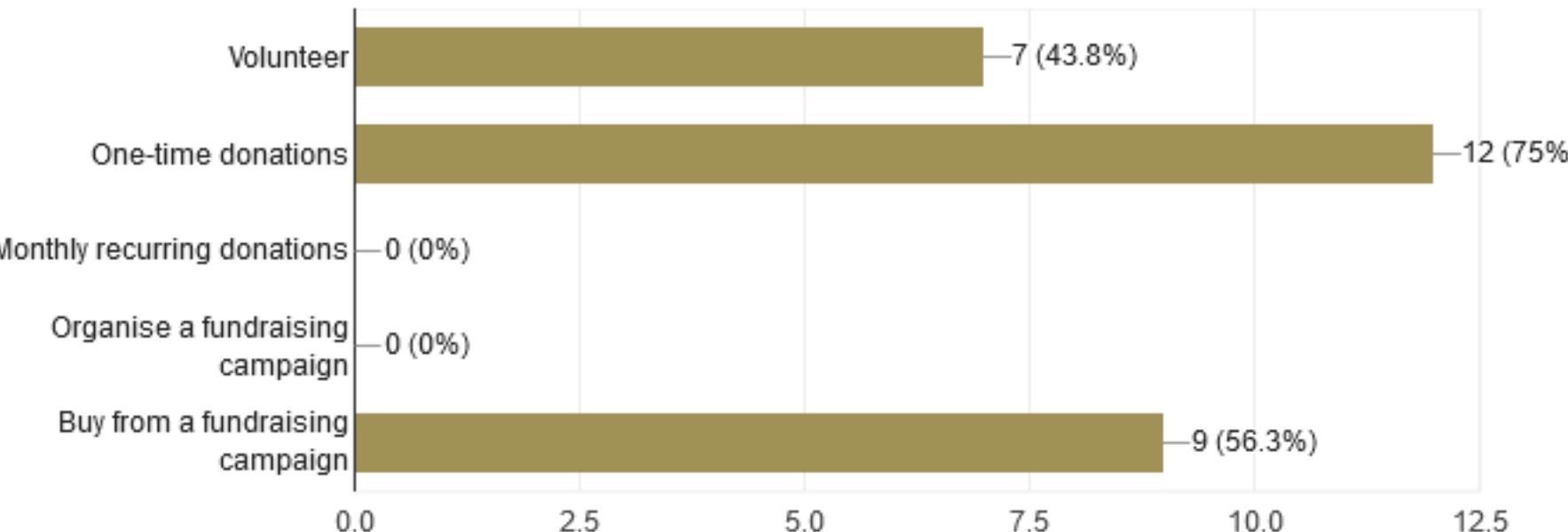
Research

7

Which form of support are you most likely to offer a nonprofit organization?

 Copy

16 responses

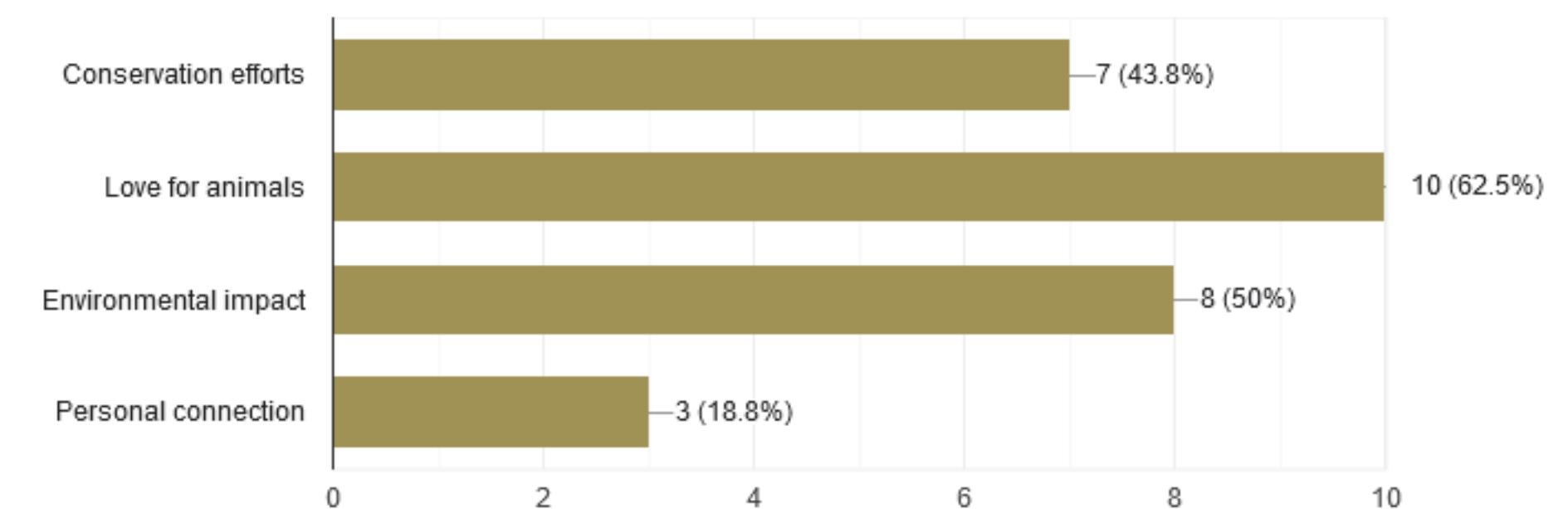


8

What motivates you to donate to wildlife organizations in New Zealand?

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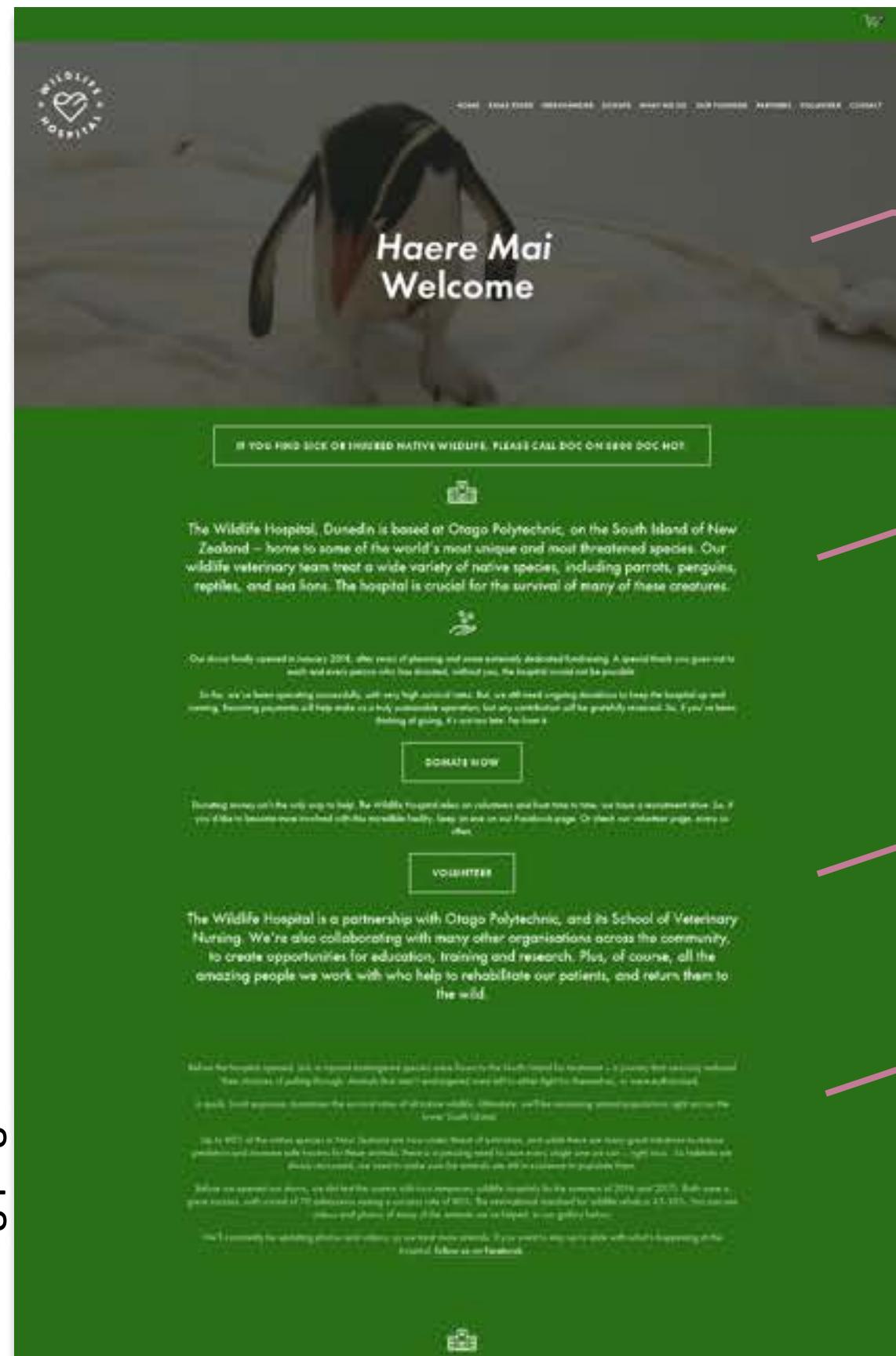
16 responses



The majority of our respondents expressed a preference for continuing with one-time donations, while over half of them indicated a willingness to make purchases from fundraising campaigns. Their primary motivation stems from a deep love for animals, followed closely by concerns for the environmental impact. Although conservation efforts are recognized, there seems to be a lack of personal connection to wildlife conservation among the respondents.

Competitor Analysis #1

We have conducted a competitor analysis which allows us to gain insights into the competitive landscape, learn from best practices and to differentiate our website from theirs. We decided to analyse two other New Zealand NGOs that also help native wildlife.



Landing page

The video on the landing page is adorable and captivating. However, it currently lacks responsiveness, leading to cropping issues when viewed on mobile and tablet devices.

The brief narrative about the NGO holds significant importance as it enables users to grasp the essence and purpose of the organization.

The inconsistent use of font sizes and weights in their "About" story disrupts the linear flow and may lead to confusion for readers.

It can be confusing the fact that their about story is in 4 different fonts sizes and weight.

The inclusion of photos showcasing their work serves as compelling social proof, fostering trust and credibility with the user.

The oversized photos on the landing page contribute to its excessive size, causing it to extend beyond the typical screen height dimensions.



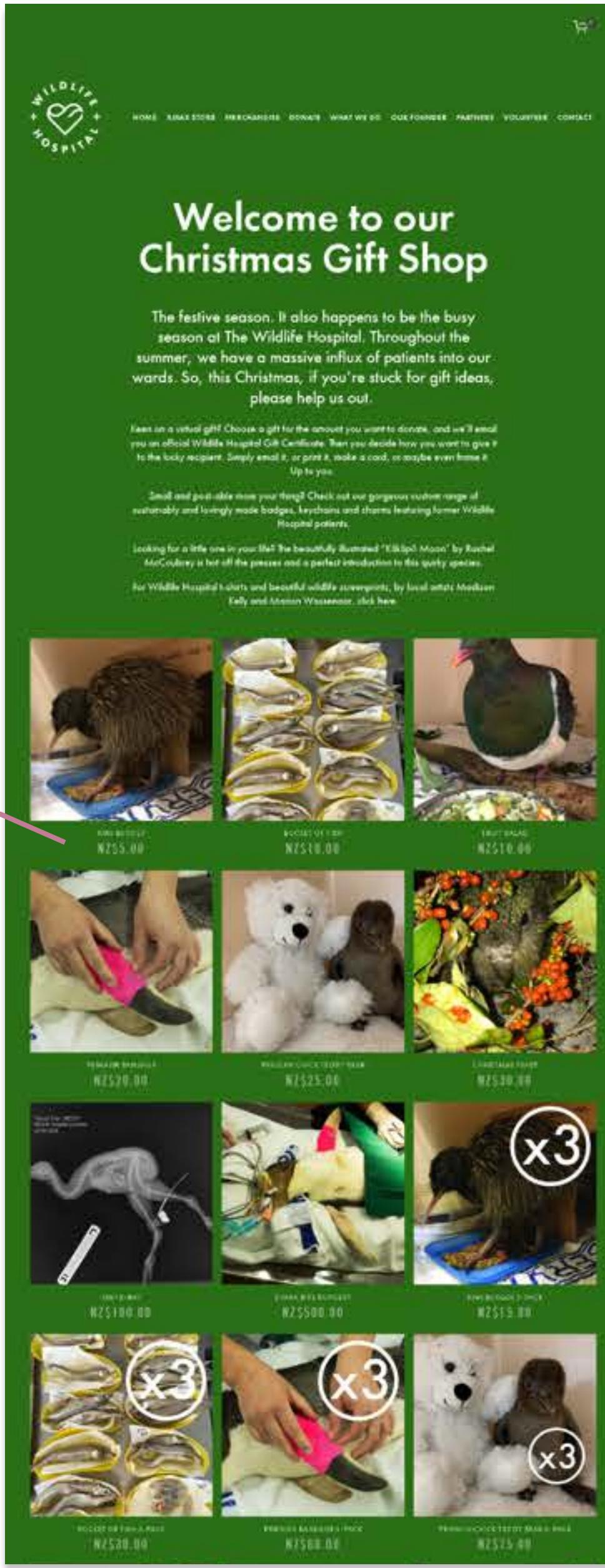
Landing page

Competitor Analysis #1

<https://www.wildlifehospitaldunedin.org.nz>

Their Christmas shop offers a selection of "products" that can be gifted to support their hospital during the holiday season. This option provides a transparent way for individuals who prefer to have a clear understanding of how their money is being utilized.

Xmas Store page



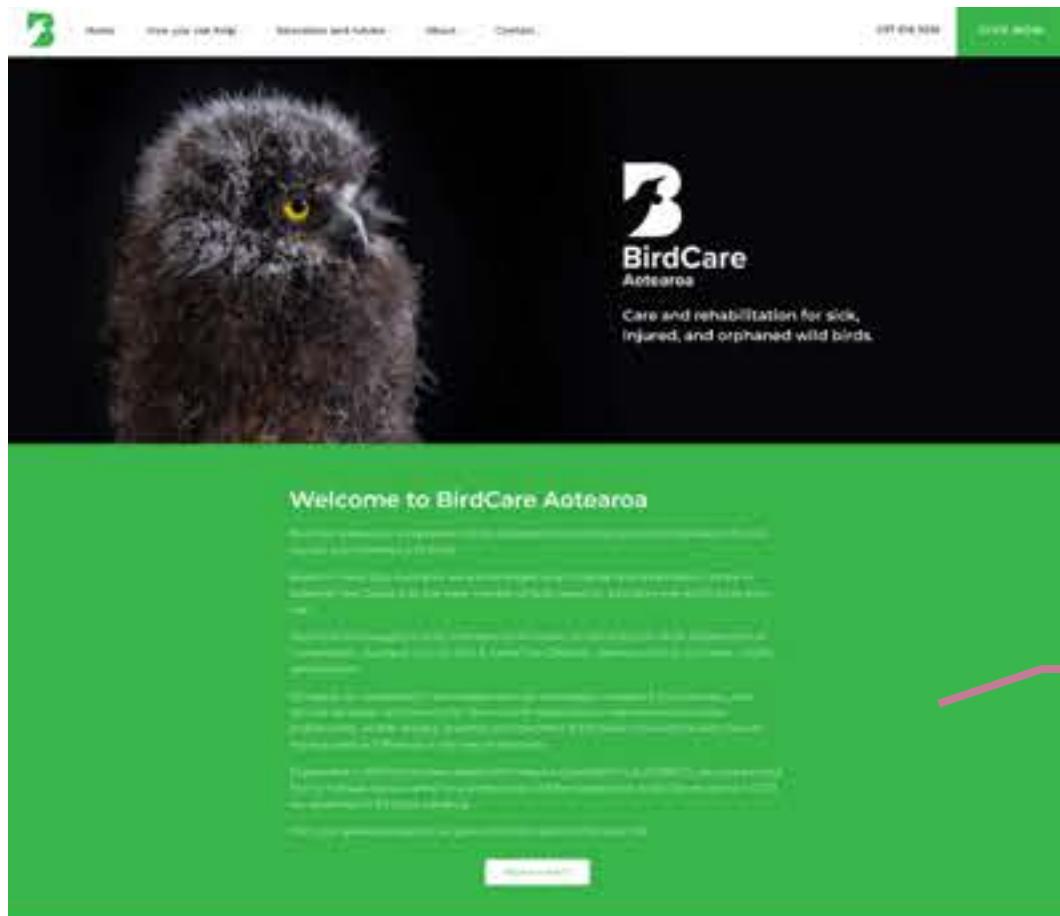
Merchandise page



Competitor Analysis #2

Landing page

<https://birdcareotearoa.org.nz/>



Concise and easy to read short story about the NGO. The color contrast between the white and the chosen green might make it difficult to read for some users. We have checked the contrast checker and it fails on readability and accessibility.

Donate page



This section provides a diverse range of options for supporting the NGO, offering users a multitude of avenues to contribute.

Providing context on the impact of each donation, illustrating how even small donations can make a significant difference in supporting their mission. This helps potential donors understand the tangible impact of their contributions.

Donate today

Everything we do depends on the generosity of people like you. We receive no government funding and rely entirely on our wonderful supporters to help us provide life-saving care for thousands of birds every year.

The most effective way to support us is by becoming a regular donor. Your regular donation will give us stability, allow us to plan for the future, and ensure that our doors remain open all year round.

We need around \$650,000 each year to provide food, medication and housing for our patients and to fund our small team.

- \$10 helps buy fresh fruit for tāwhou (silvereye)
- \$20 provides fresh nectar for four tūī
- \$50 goes towards care for one bird a day
- \$100 helps fund pain relief and physiotherapy for six kererū
- \$200 can buy fresh crustaceans and fish for kororā (little blue penguin), tākapu (Australian gannet) and tītī (Cook's petrel) for one month
- \$500 helps fund one week of food for our hospital patients
- \$1,000 supports veterinary care, surgery and x-rays for ten birds
- \$5,000 buys one year of live insects – vital for the rehabilitation of birds such as kōkako (kingfisher), pīwakawaka (fantail), rioriro (grey warbler) and wārou (welcome swallow)

DONATION BY BANK TRANSFER

You can also make a one-off donation or set up an automatic payment (AP) directly into our bank account.

When donating by bank transfer, please include the details below and email admin@birdcareotearoa.org.nz so that we can say thank you and send you a receipt.

Account name: BirdCare Aotearoa
Account number: 12-3029-0421056-50
Particulars: Surname, First name
Code: Your contact phone number
Reference: 'One-off' (for a one-off donation) or 'AP_frequency of donation' (for a recurring donation) e.g. 'AP_weekly', 'AP_monthly'

If you make a one-off donation, we will send you a receipt within 30 days. If you set up a regular donation, we will send you one receipt at the end of the financial year (June 2023).

BirdCare Aotearoa is a registered charity, registration no. CC37288, IRD no. 099-60-379. All donations over \$5 are tax deductible.

BirdCare Aotearoa operates in New Zealand, uses SSL, does not store credit card details, and all payments are handled by a secure PCI compliant third party.

Donate today

Credit Card Donation

* indicates required fields

Your name*

First Last

Mobile number

Email address*

Billing Address*

Address

Suburb/State/Region

City/Town

Post Code

New Zealand

Country

Donation Amount*

\$25.00

Donation Frequency*

One-time donation

Weekly

Fortnightly

Monthly

Annually

Would you like to cover the payment transaction fees?

Stripe charges a transaction fee for each purchase. We ask that you take this into account when donating to help us get the most out of your gift.

Yes, I would like to cover the payment transaction fees.

Total Payment*

Price: \$ 25.00

Credit Card*

The credit card field will inactive once the payment condition is met.

Card Details

Cardholder Name

What is your primary reason for donating today?*

I brought a bird to BirdCare Aotearoa

Comments

Comments/Reference

Research Conclusion And MVP Features

Based on the insights gathered from the survey, our initial ideas and the competitor analysis, we have decided our Minimal Viable Product (MVP) strategy, we have carefully selected the following features:

- Fundraising Shop: A dedicated online store offering professional photo prints of New Zealand native animals. These prints not only showcase the beauty of the wildlife but also serve as a means to generate funds for the hospital's activities.
- Storytelling through imagery: Accompany each print with compelling narratives about the animal's journey and the challenges they face in the current environmental landscape. This storytelling approach aims to engage users on an emotional level.
- Gift Shop: A section where users can select and gift the hospital with essential items necessary for its day-to-day operations. This feature provides a unique opportunity for supporters to make a direct impact by contributing tangible resources.
- Donation Options: We will offer various ways for users to donate, ensuring flexibility and convenience. An engaging online donation form will be implemented to streamline the donation process.
- News Page: A dedicated page that keeps users informed about the animals under the hospital's care, including updates on their progress and eventual release. This serves to create a sense of connection and transparency between the hospital and its supporters.
- About and Contact Page: These sections will provide users with comprehensive information about the hospital, its mission, and its team. Additionally, users can easily reach out to the hospital for inquiries or further engagement.
- We will make sure the website is responsive and fully functional for all devices, including tablet and mobile.

By incorporating these features into our MVP, we aim to create a comprehensive and engaging online platform that supports the hospital's fundraising efforts while fostering a deeper connection between the organization and its supporters.

Target Audience

Based on the survey results and further research we identified the primary and also a potential secondary target audience"

1

- New Zealand residents aged 30+
- Any gender (although according to research, females are more likely to donate)
- Animal lovers and/or care about wildlife conservation
- Want to make a positive impact on the environment

2

- Tourists visiting New Zealand
(now that the borders are open again, we have a high influx of tourists)
- Any gender
- These individuals are likely to have a keen interest in the country's unique wildlife and may be motivated to contribute to wildlife conservation efforts during their visit.
- Want to make a positive impact on the environment

User Personas

Based on our target audience we created user personas, they will provide a clear picture of the typical users, aiding in the design process to meet their requirements effectively.

1



Janelle Smith

Female, 40 years old
Christchurch, New Zealand

Background: Works for the department of conservation (DOC).

Motivations and Goals: Has a strong personal connection to native wildlife and wants to make a meaningful impact. Seeks opportunities to donate regularly and engage in conservation efforts. Values transparency and accountability in organizations.

Behaviors and Preferences: Actively participates in local wildlife events, attends educational workshops, and follows wildlife conservation news. Enjoys volunteering and engaging with like-minded individuals.

2



David Campbell

Male, 31 years old
United Kingdom

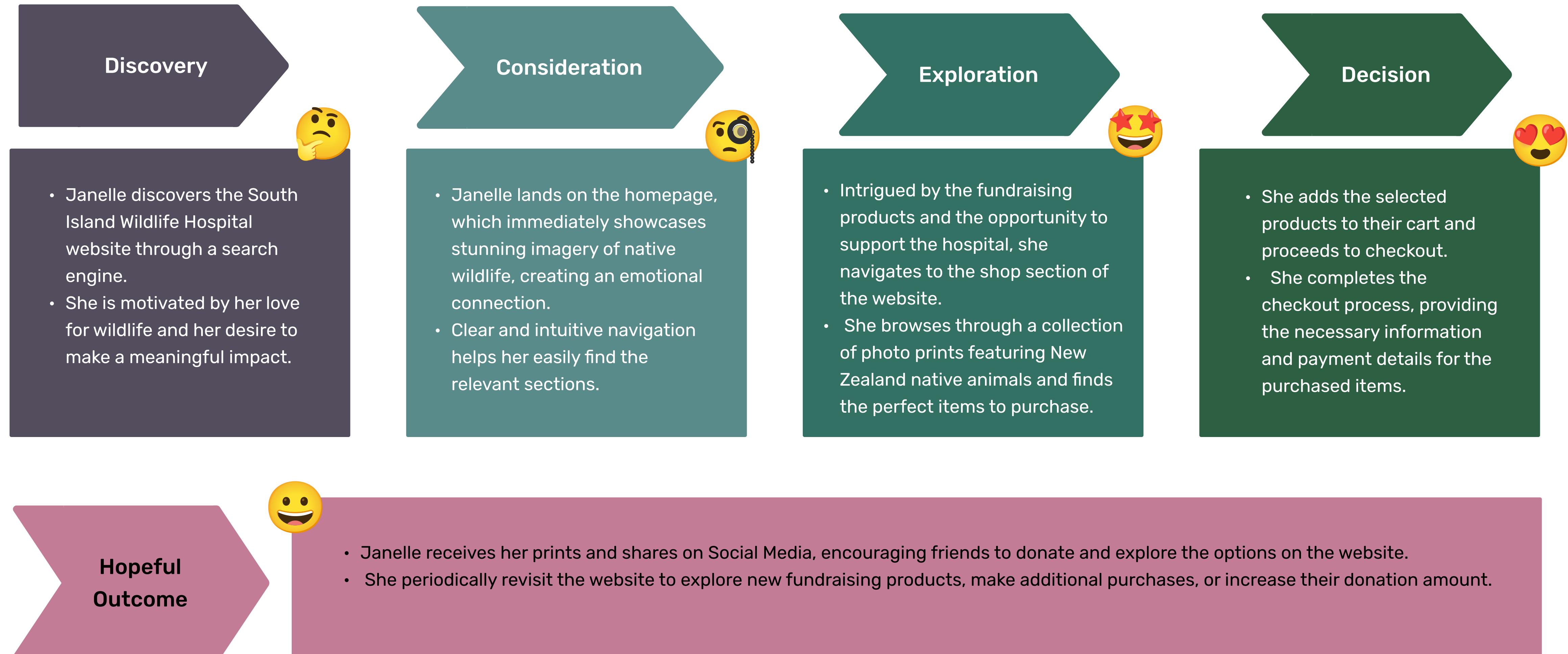
Background: Works as a freelance nature photographer, explores different countries to capture diverse ecosystems.

Motivations and Goals: Values sustainable tourism and wants to contribute to wildlife conservation during his visit. Seeks opportunities to support local wildlife organizations and learn more about New Zealand's unique species.

Behaviors and Preferences: Enjoys outdoor activities like hiking and wildlife photography. Active on social media platforms, shares experiences and engages with environmental organizations. Interested in eco-friendly accommodations and guided tours that emphasize conservation efforts.

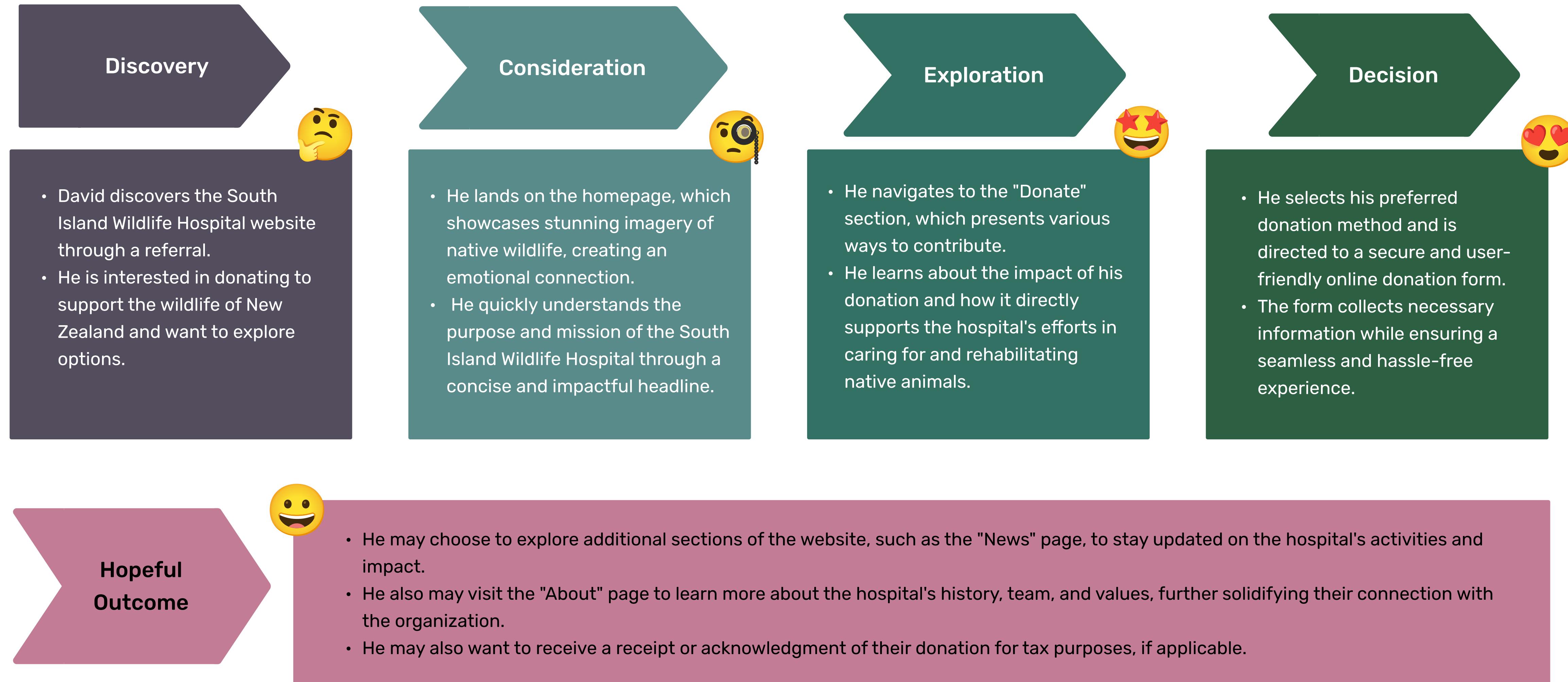
User Journey

This user journey highlights the path of **Janelle Smith** (persona 1), from her initial discovery of the website to the decision making. It emphasizes the seamless integration of the shop.



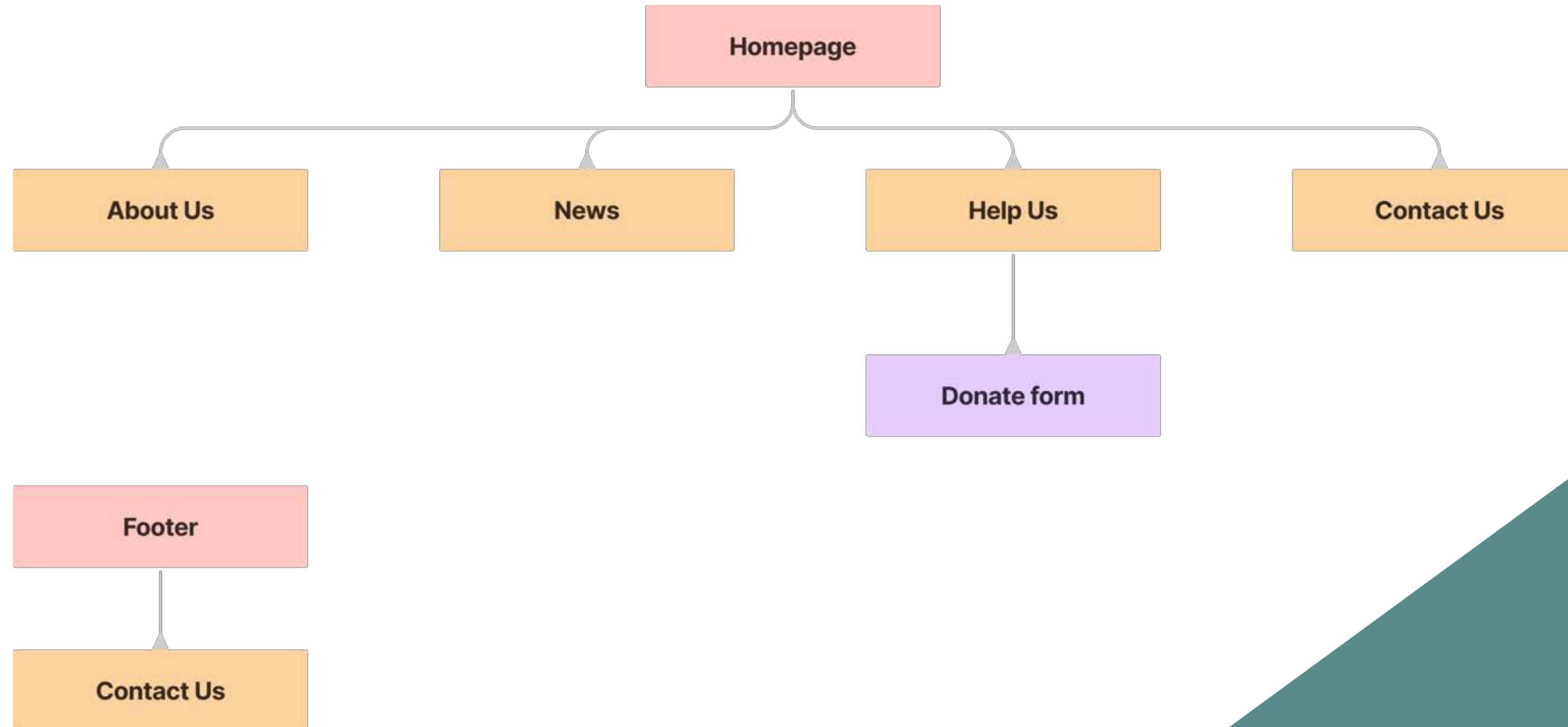
User Journey

This user journey highlights the path of **David Campbell** (persona 2), from his initial discovery of the website to the decision making. It emphasizes the seamless integration of the shop.



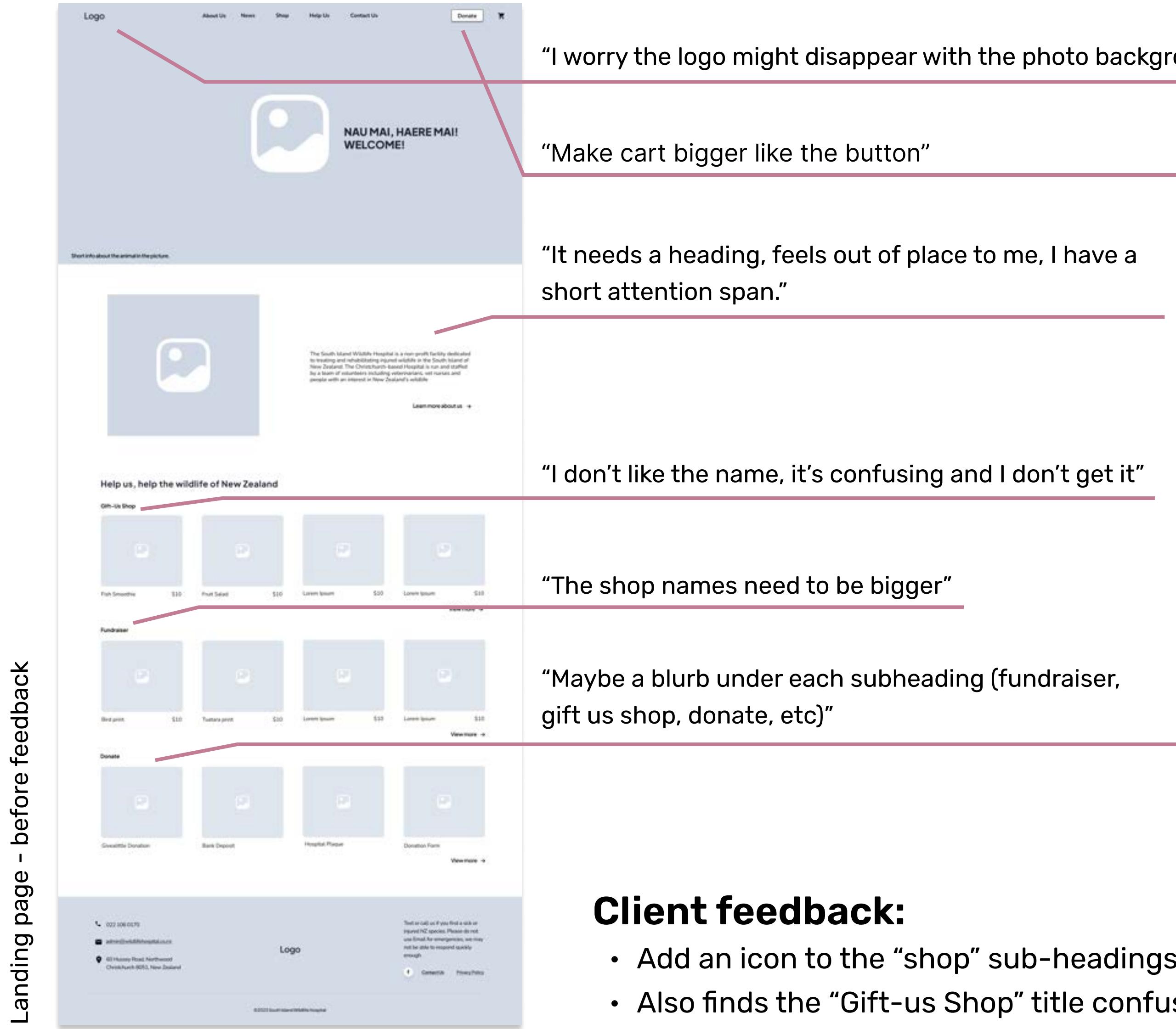
Information Architecture

Now that we have a clear understanding of the ideal user journey we want to create, we have developed a site map that aligns with this vision.

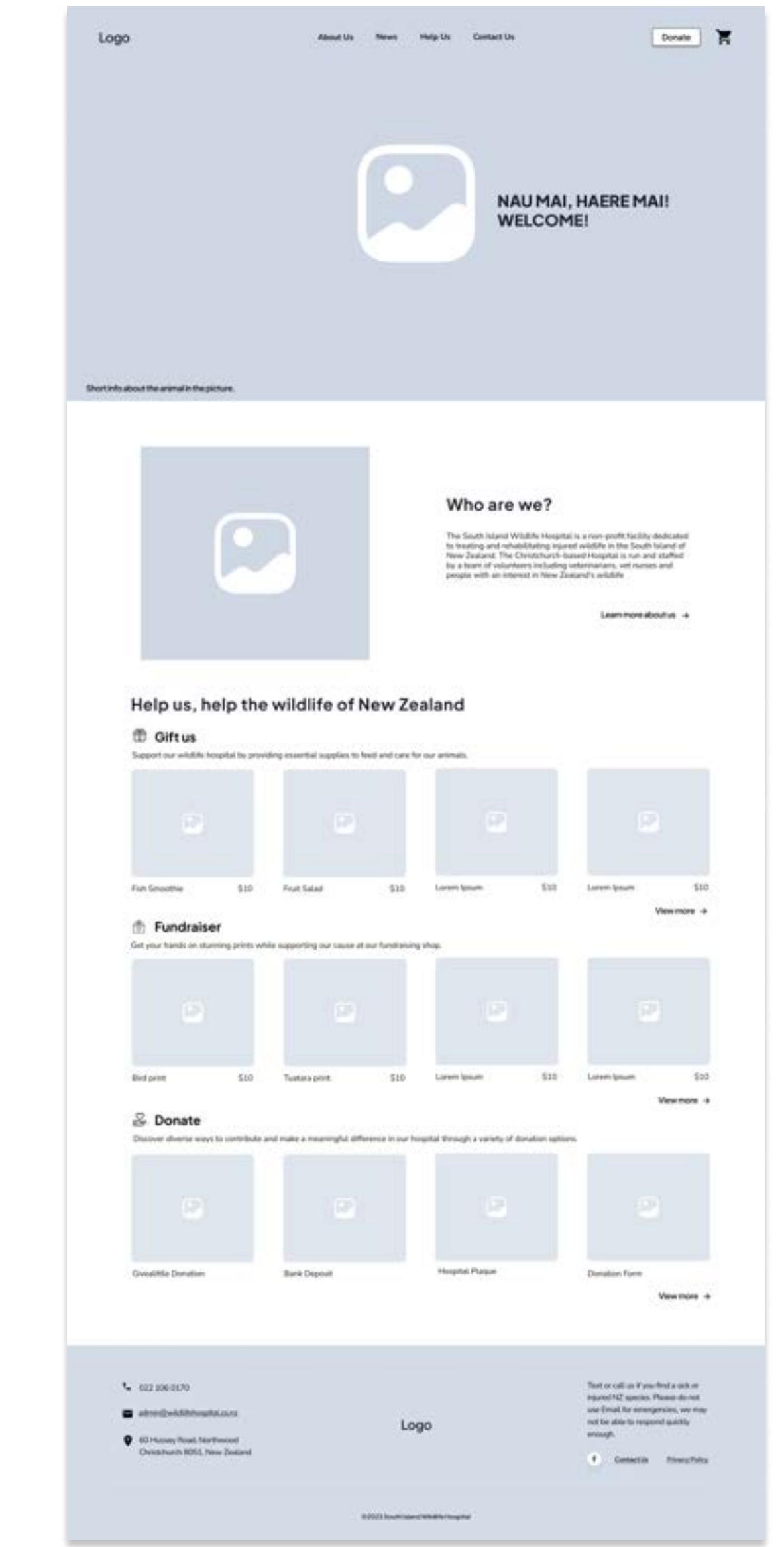


Low Fidelity Wireframes

To gather valuable user feedback and insights early in the design process, we have created low-fidelity wireframes as a preliminary step before moving on to high-fidelity designs.



Landing page - after feedback

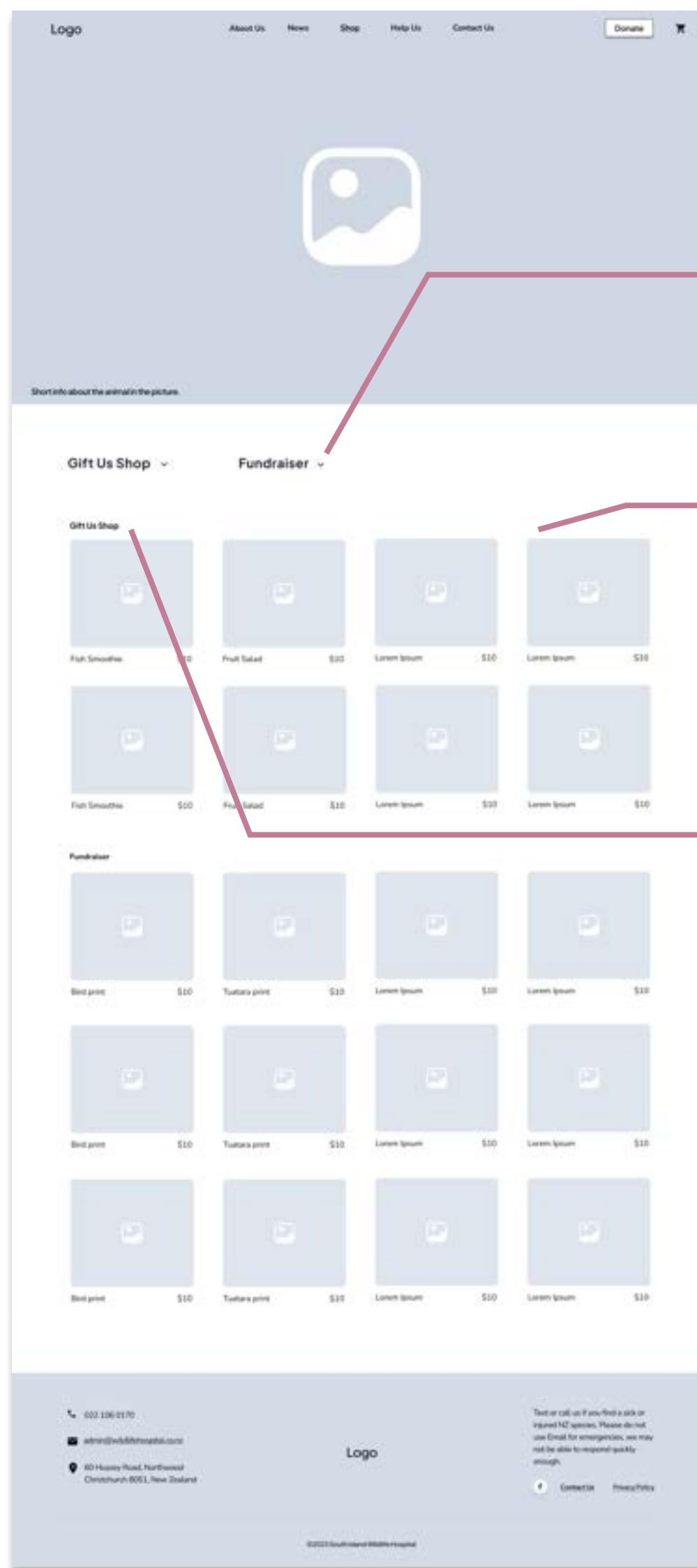


Client feedback:

- Add an icon to the “shop” sub-headings.
- Also finds the “Gift-us Shop” title confusing.

Low Fidelity Wireframes

Shop page - before feedback



"The arrow indicated a menu dropdown, maybe change the icon or leave it with underline to be clickable."

"Maybe have a dropdown with the shops and the donation to help, all on the same page and the page transforms according to what is clicked/chosen"

"Maybe hyphenate this word to make more sense?"

Help Us page - before feedback

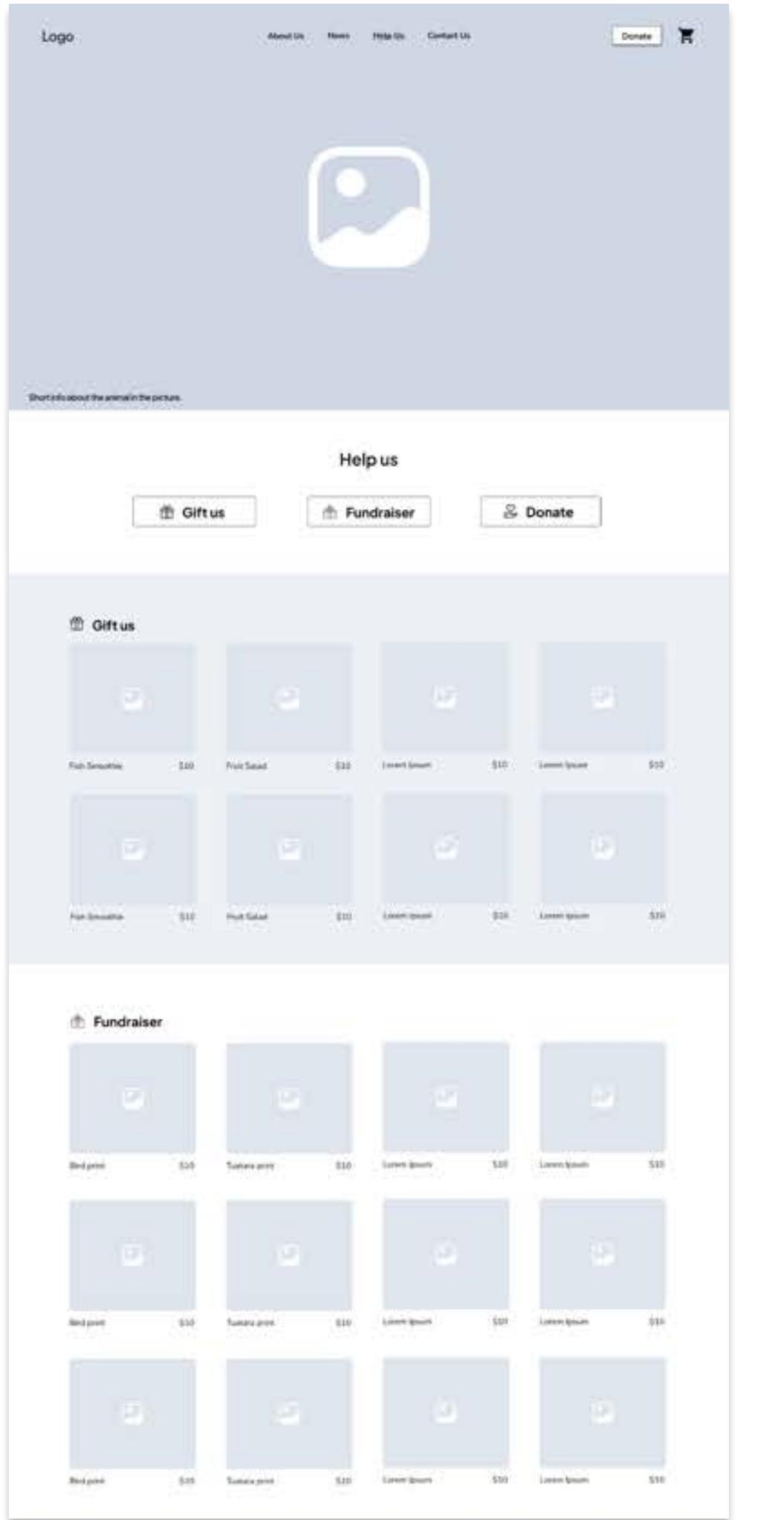


Client feedback:

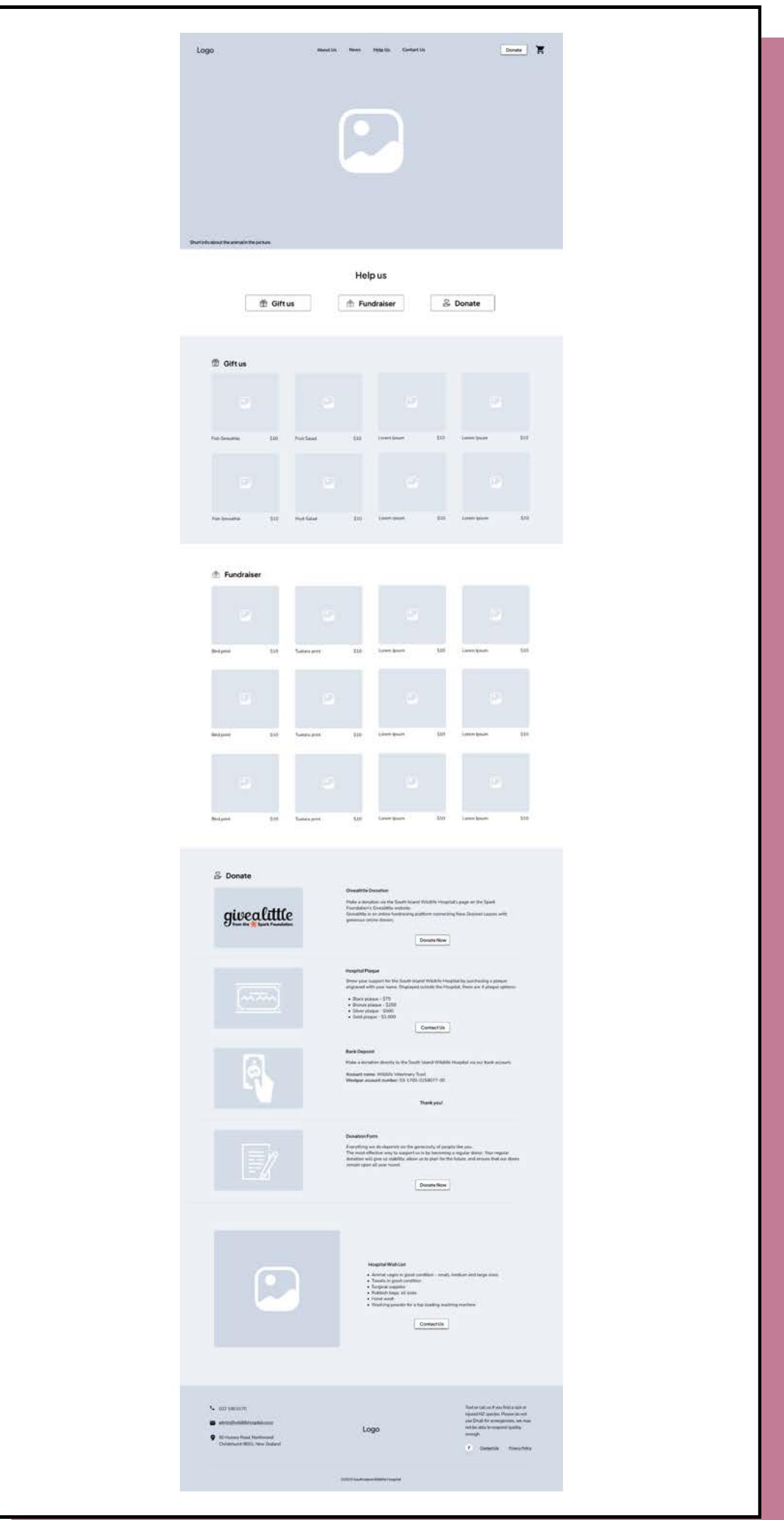
- I think having just one page for the gifts, fundraiser and donation options would be better.

Low Fidelity Wireframes

After client and user feedback we made changes and decided to move the content of the Shop page to the Help Us page.



Help Us page - after feedback

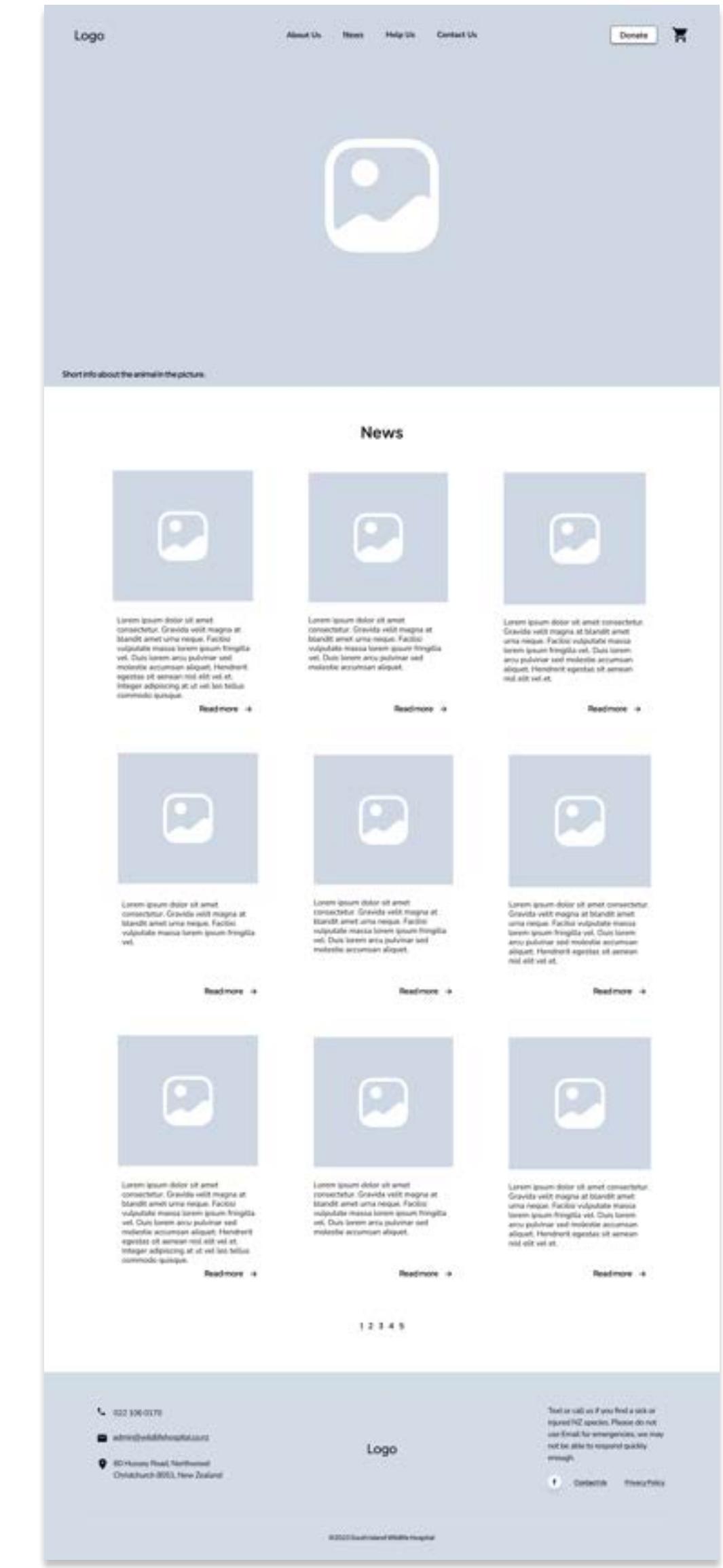


Low Fidelity Wireframes

News page - Unchosen version



News page - after feedback

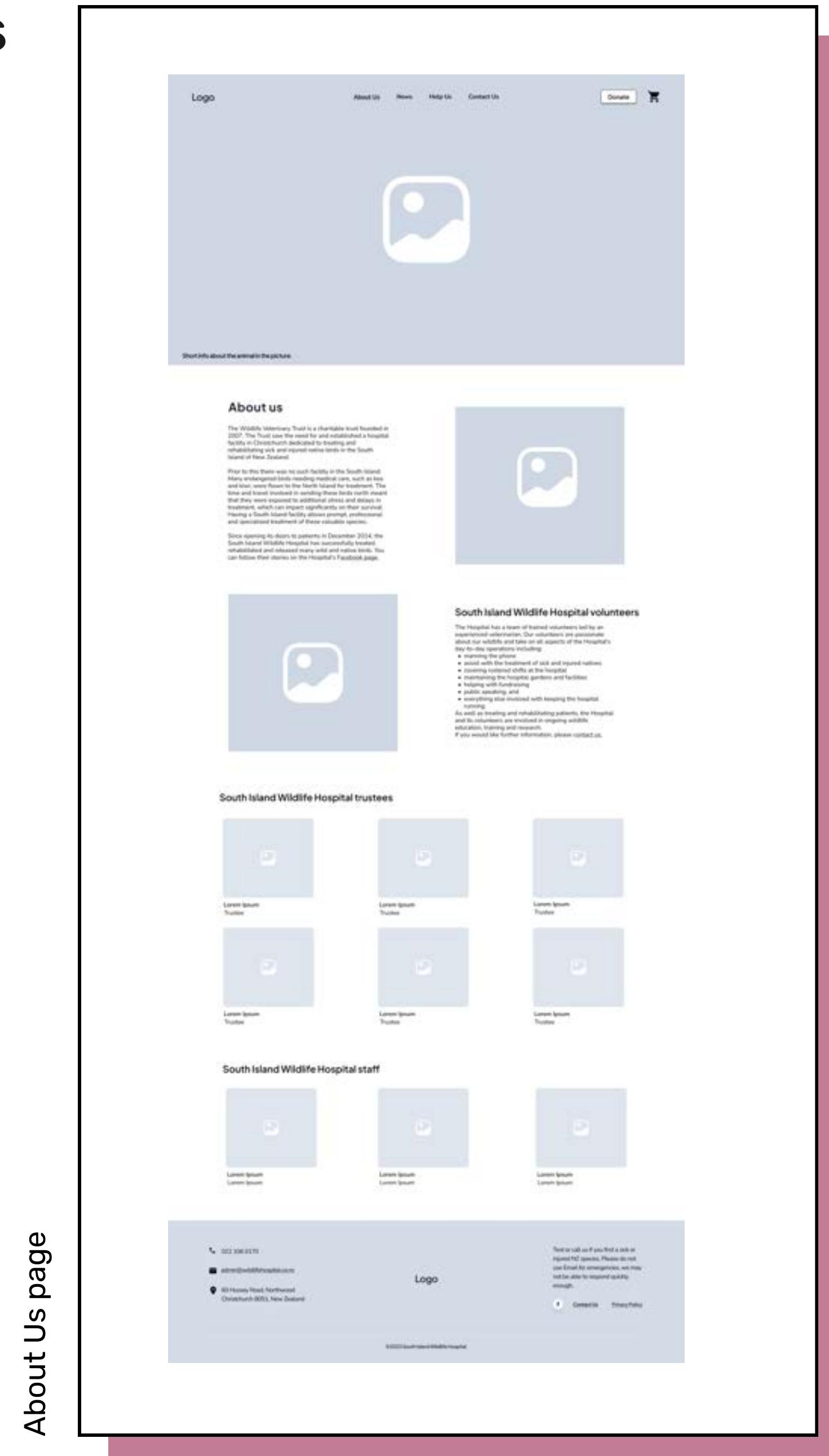


Client feedback:

- I prefer the card version layout.

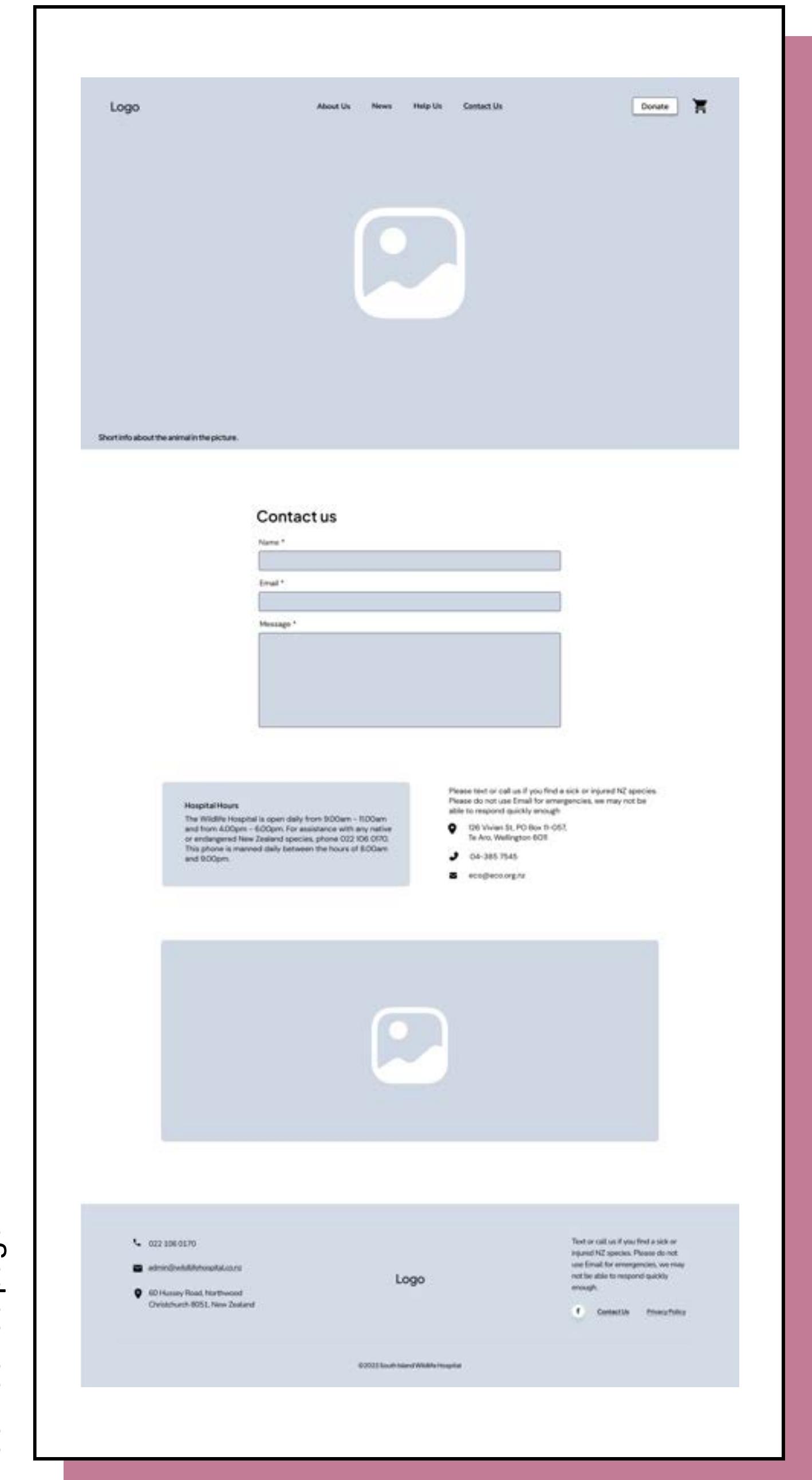
Low Fidelity Wireframes

Users and Client didn't have anything to add and were happy with this layout.



This low-fidelity wireframe shows the layout of the 'About Us' page. At the top, there's a header with a logo, navigation links (About Us, News, Help Us, Contact Us), a 'Donate' button, and a shopping cart icon. Below the header is a large placeholder image with a caption 'Short info about the animal in the picture.' To the right of the image is a section titled 'About us' containing text and a small image placeholder. Further down is a section titled 'South Island Wildlife Hospital volunteers' with text and a small image placeholder. At the bottom, there are sections for 'South Island Wildlife Hospital trustees' and 'South Island Wildlife Hospital staff', each with three placeholder images and 'Lorem ipsum' placeholder text. The footer contains contact information, a logo, and links for 'General' and 'Terms & Conditions'.

About Us page



This low-fidelity wireframe shows the layout of the 'Contact Us' page. At the top, it has a header with a logo, navigation links, a 'Donate' button, and a shopping cart icon. Below the header is a large placeholder image with a caption 'Short info about the animal in the picture.' To the right is a section titled 'Contact us' with input fields for 'Name *', 'Email *', and 'Message *'. At the bottom, there's a section titled 'Hospital Hours' with text and a small image placeholder. The footer contains contact information, a logo, and links for 'Contact Us' and 'Privacy Policy'.

Contact Us page

Style Tile

To gather valuable feedback for designing our website, we engaged with users and inquired about their preferred style choices. This input was instrumental in crafting our unique style tile, which embodies the visual aesthetic and design elements that resonate most with our target audience.

Typography:

This is a header

This is a sub-header

This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

This is a header

This is a sub-header

This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

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This is a header

Plus Jakarta Sans - 40px
Extra Bold

Chosen Typography:

This is a sub-header

Plus Jakarta Sans - 32px
Semi Bold

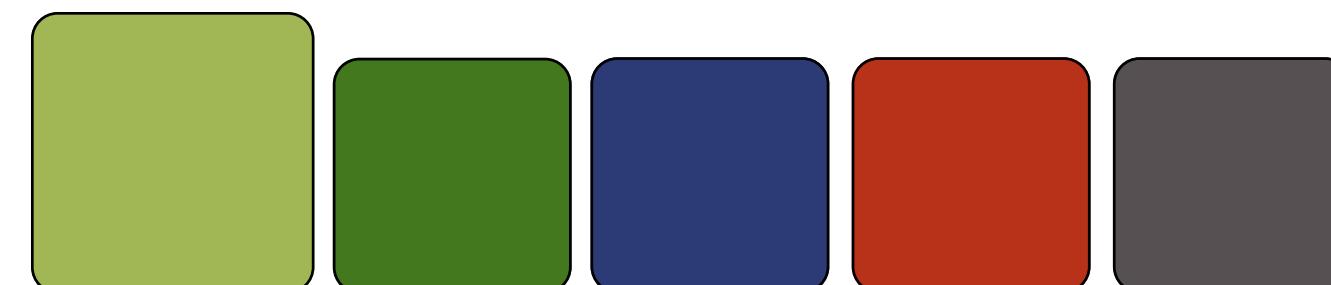
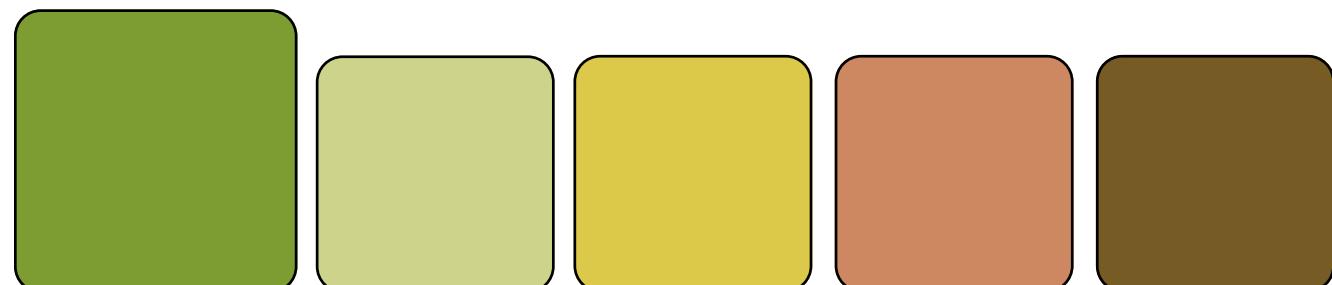
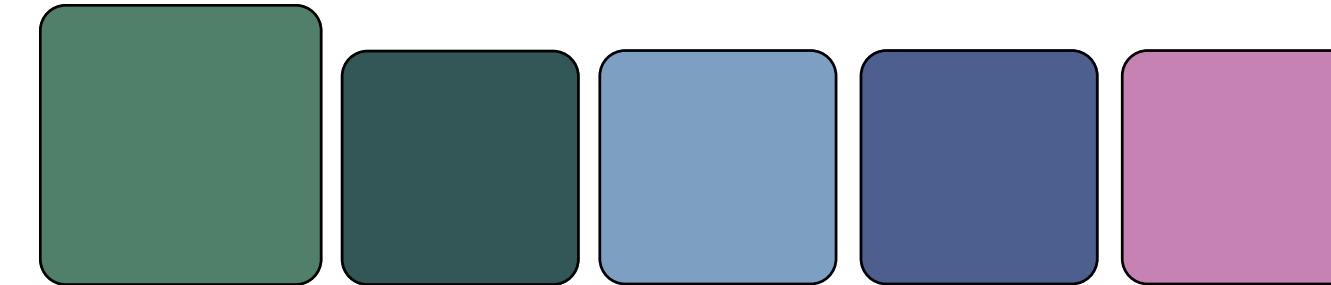
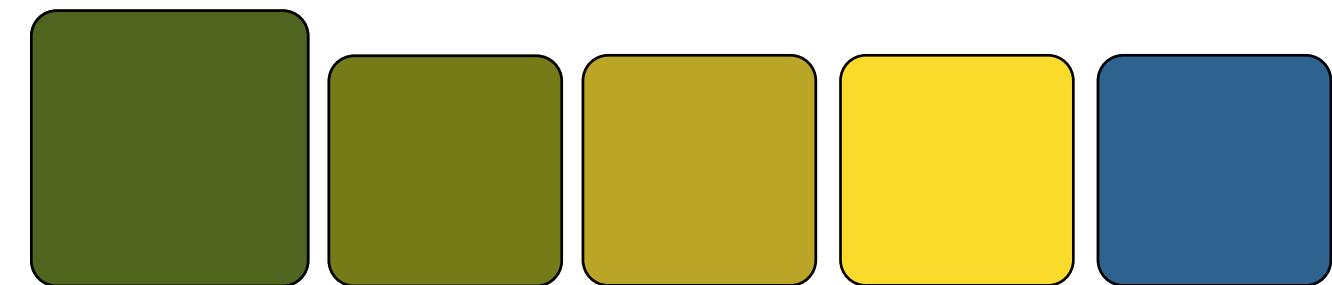
This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

Nunito - 20px
Regular

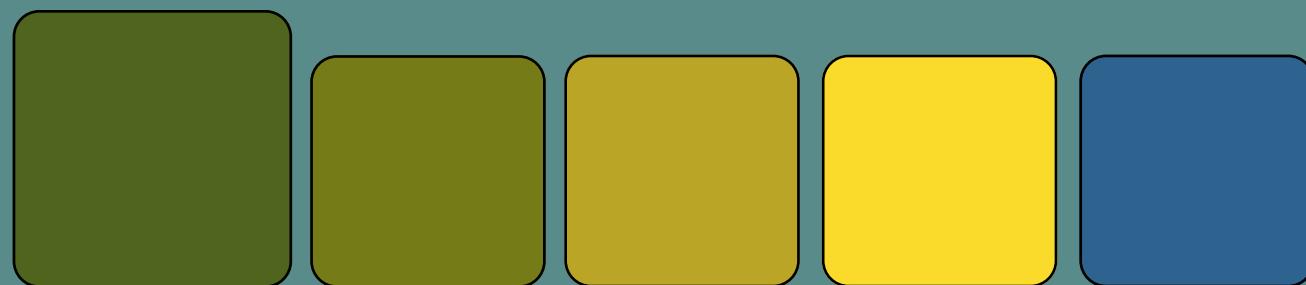
Style Tile

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Colour Palette:



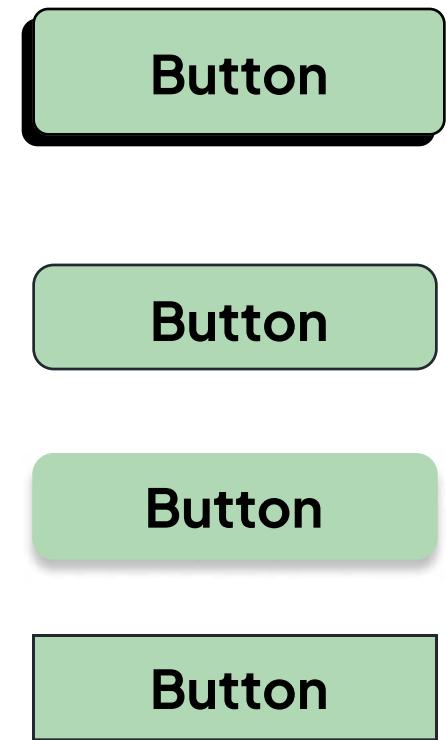
Chosen Colour Palette:



Style Tile

To gather valuable feedback for designing our website, we engaged with users and inquired about their preferred style choices. This input was instrumental in crafting our unique style tile, which embodies the visual aesthetic and design elements that resonate most with our target audience.

Buttons:

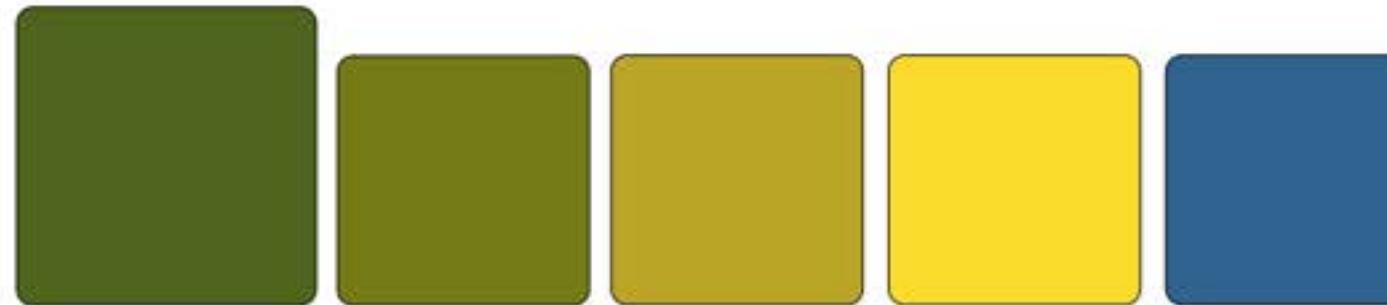


Chosen Button:



Chosen Styles:

Colour Palette



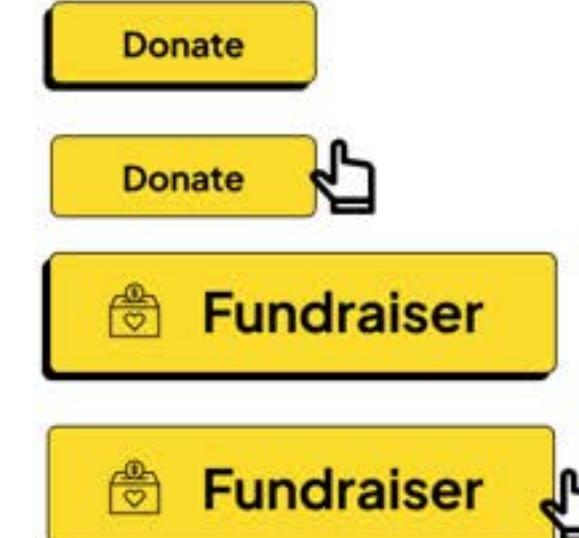
Fonts

This is a header

This is a sub-header

This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

Buttons

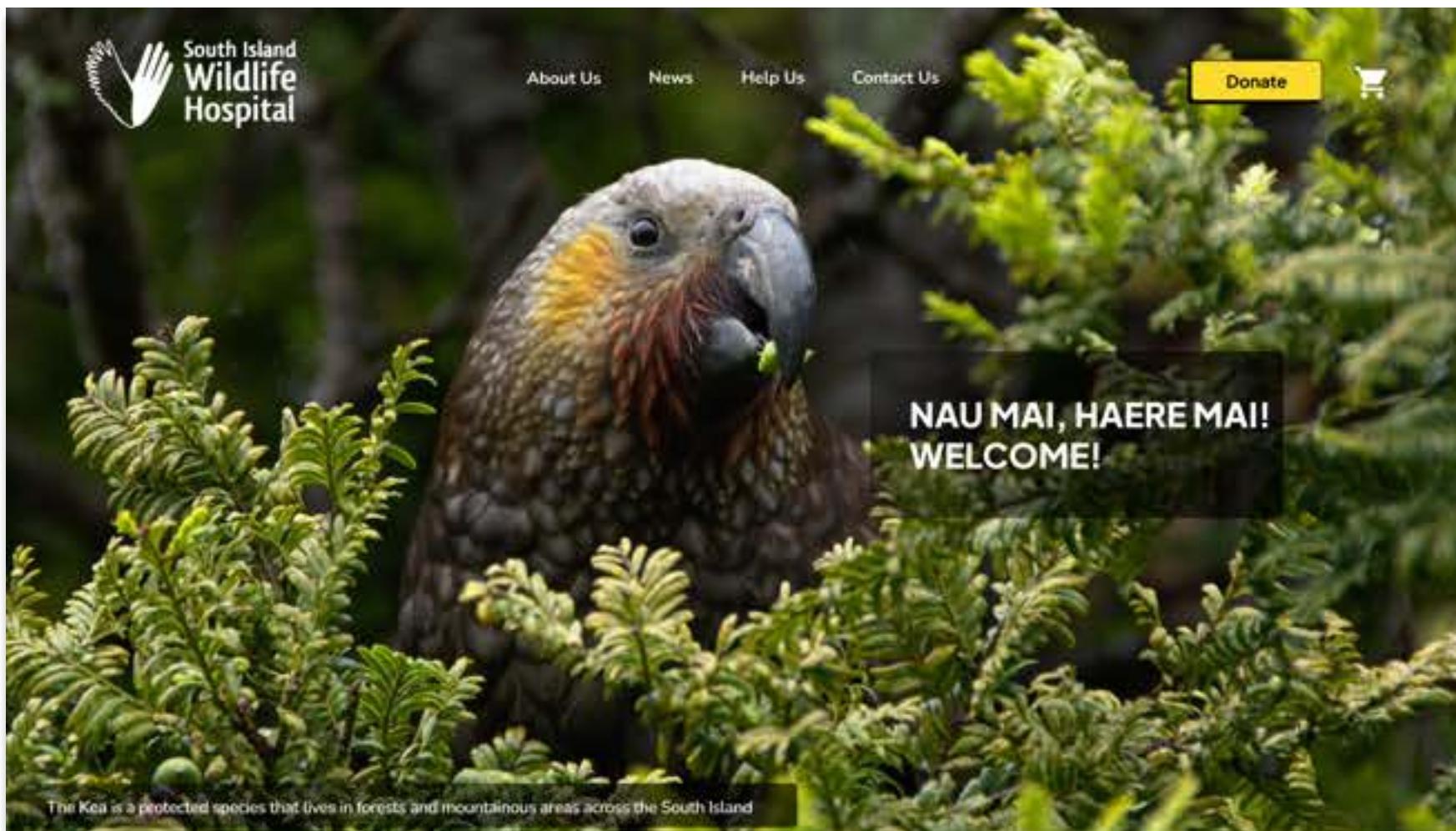


Imagery



High Fidelity Wireframes

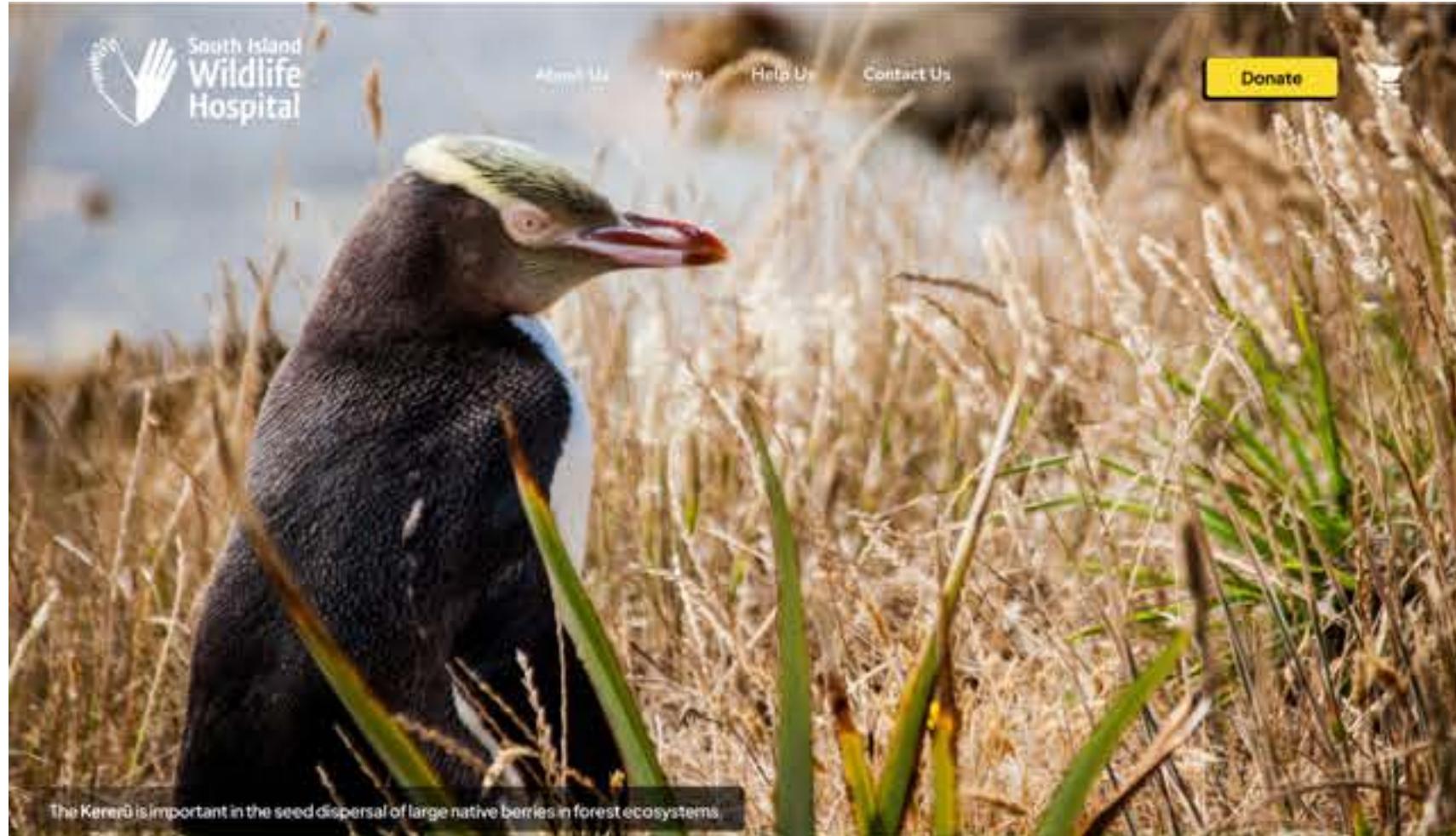
Landing page



Based on valuable user feedback, we have made a decision to update the initial header design. A user highlighted a concern regarding the visibility of the logo and menu link against the background photo, particularly on the Help Us page.

While this issue didn't occur on the landing page, we recognized the importance of addressing it to ensure accessibility and avoid potential problems in the future. Therefore, we have taken measures to resolve this matter and enhance the overall user experience.

Help Us page



High Fidelity Wireframes

We have incorporated the final changes based on user feedback, resulting the final version of the website. We have carefully considered all the suggestions and implemented them to create a visually appealing and user-friendly interface.

NAU MAI, HAERE MAI! WELCOME!

Who are we?

The South Island Wildlife Hospital is a non-profit facility dedicated to treating native, non-human animals found in New Zealand. Our patients include native birds, mammals, and insects. We are a team of volunteers, including students, who work together to provide the best care for our patients.

Help us, help the wildlife of New Zealand

Gift Us

Support our native bird by providing essential supplies to treat and care for our animals.

Bands \$20.00 Add to cart

Fish Smorre \$15.00 Add to cart

Fruit Salad \$15.00 Add to cart

Salad \$15.00 Add to cart

Fundraiser

Get your hands on something whilst supporting our cause at our fundraising shop.

Kate Print \$10.00 Add to cart

Karen's print \$15.00 Add to cart

Silverse print \$15.00 Add to cart

Tote bag \$20.00 Add to cart

Donate

Discover simple ways to contribute and make a meaningful difference in our mission through a variety of donation options.

givealittle

Bank Deposit

Hospital Transfer

Online Donations

South Island Wildlife Hospital

022 106 0170 info@wildlifehospital.co.nz 60 Hussey Road, Northwood, Christchurch 8051, New Zealand

©2023 South Island Wildlife Hospital

About Us page

About us

The Wildlife Veterinary Trust is a charitable trust founded in 2002. The trust runs the sole non-governmental hospital in Christchurch, providing medical services to native birds and mammals, as well as other forms of assistance including advice, education, and research. They are a team of amazing volunteers, students, and professionals who work together to provide the best care for our patients.

Help us, help the wildlife of New Zealand

Gift Us

Support our native bird by providing essential supplies to treat and care for our animals.

Bands \$20.00 Add to cart

Fish Smorre \$15.00 Add to cart

Fruit Salad \$15.00 Add to cart

Salad \$15.00 Add to cart

Fundraiser

Get your hands on something whilst supporting our cause at our fundraising shop.

Kate Print \$10.00 Add to cart

Karen's print \$15.00 Add to cart

Silverse print \$15.00 Add to cart

Tote bag \$20.00 Add to cart

South Island Wildlife Hospital volunteers

The hospital has a team of trained volunteers (all the staff are volunteers) who work alongside the professional team to provide our service to the public and assist in all aspects of the hospital's day-to-day operations including:

- Moving the patients
- Assisting the veterinary team with patient care and recovery
- Maintaining the hospital grounds and facilities
- Preparing and serving food
- Overseeing and assisting with the day-to-day running of the hospital

As such, we are looking for individuals willing to help, the hospital, and the community are involved in ongoing volunteer activities, training and research. If you would like further information, please contact us.

South Island Wildlife Hospital trustees

South Island Wildlife Hospital staff

South Island Wildlife Hospital

022 106 0170 info@wildlifehospital.co.nz 60 Hussey Road, Northwood, Christchurch 8051, New Zealand

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News

Stay up-to-date with the latest news on our patients. Read to also explore our archive to learn more about our work and the different animals we've treated.

March 7, 2022 "I am not羞恥!" This Australian hornbill has just started eating again after enduring his corneal ulcer. Regular physiotherapy on the isolated wing general anaesthetic helps to increase the range of movement after healing. Hope he is recovering from the anaesthetic.

March 15, 2022 A huge thank you to Bransie, Hayley and Tracy from Rebridge Resources, Silvery Bay Airport. Bransie's generous donation has made a big difference to the well-being of our patients. They arrived just in time to help us cope with the record high influx of birds, following the El Nino.

March 29, 2022 This northern giant petrel was found on a local beach with an injured leg, swelling and in kidney failure. He has been on a drip and is slowly recovering, but still has a long way to go.

April 25, 2022 The bird of the week is the fluffy fluffy chick from the Secret Kingfisher, or Kōtare in Maori. We have three in at the moment. They belong to the person Hayley Green my godchild. Her son has a cognitive delay, so he is quite a handful. Hence the name "Hayley Days" - unaffordable days of sensory.

March 14, 2022 An impressive chick with a wingspan measuring two metres and a bill approximately 10cm long. He is quite a handful. Hence the name "Hayley Days" - unaffordable days of sensory.

Contact Us

Please text or call us if you find a sick or injured NZ species. Please do not use Email for emergencies, we may not be able to respond quickly enough!

022 106 0170 admin@wildlifehospital.co.nz 60 Hussey Road, Northwood, Christchurch 8051, New Zealand

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News page

Contact us

Name:

Email:

Contact Number:

Message:

Submit

Hospital hours:

The Wildlife Hospital is open daily from 9:00am - 11:00am and from 4:00pm - 6:00pm. For assistance with any native or endangered New Zealand species, phone 022 106 0170. This phone is manned daily between the hours of 9:00am and 9:00pm.

South Island Wildlife Hospital
60 Hussey Road, Northwood, Christchurch 8051, New Zealand
5.0 ★★★★ 12 reviews
View larger map

Text or call us if you find a sick or injured NZ species. Please do not use Email for emergencies, we may not be able to respond quickly enough!

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Client feedback:

- "I like the colours and the addition of the patterns"

High Fidelity Wireframes

This is the donation form that will be implemented to the online donation process.

We will use **Give - Donation Plugin**.
These are screenshots of the test conducted to make sure this was the right form for the website.

Donation form (3 steps)

The wireframe shows a header with the title "Support Our Wildlife". Below it is a sub-header "Help our organization by donating today!". A photograph of a bird in a cage is displayed. A large green button at the bottom says "Donate Now >". At the very bottom is a small note "Secure Donation".

The wireframe shows a header with the title "Choose Amount". It contains a text area explaining the donation purpose: "How much would you like to donate? We make sure your donation goes directly to supporting our hospital and saving New Zealand wildlife." Below this is a large input field showing "\$ 100". Below the input field are several smaller buttons for amounts: \$10, \$25, \$50, \$100, \$250, and "Custom Amount". A large green "Continue >" button is at the bottom. At the very bottom is a small note "Secure Donation".

The wireframe shows a header with the title "Add Your Information". It includes a notice: "Notice: Test mode is enabled. While in test mode no live donations are processed." Below this is a section for donor information: "Who's giving today? We'll never share this information with anyone." with fields for "First Name*", "Last Name", and "Email Address*". There is also a radio button for "Donate with Test Donation" which is selected. A "Test GiveWP with the Test Donation Gateway" section follows, containing a "How it works:" note and a "Test GiveWP with the Test Donation Gateway" button. At the bottom is a "Donation Summary" table and a "Donate Now" button. At the very bottom is a small note "Secure Donation".

The wireframe shows a large green checkmark icon at the top. Below it is the text "A great big thank you!". A message follows: "jane, your contribution means a lot and will be put to good use in making a difference. We've sent your donation receipt to email@email.com". Below this is a "Help spread the word by sharing your support with your friends and followers!" section with "Share on Facebook" and "Share on Twitter" buttons. At the bottom is a "Donor Details" section showing "DONOR NAME: jane doe" and "EMAIL ADDRESS: email@email.com". Below this is a "Donation Details" section showing "PAYMENT STATUS: Complete", "PAYMENT METHOD: Test Donation", "DONATION AMOUNT: \$100", and "DONATION TOTAL: \$100". At the very bottom is a small note "Secure Donation".

Social Considerations

1

Conservation Awareness:

The project can play the role in raising awareness about the importance of wildlife conservation in New Zealand. By highlighting the challenges faced by native animals and showcasing the hospital's efforts in rehabilitating and preserving their habitats, the website can educate visitors and encourage them to take action.

2

Community Engagement:

Engaging the local community is crucial for the success of the wildlife hospital. The website can serve as a platform to foster community involvement, such as through volunteer programs, community events, and educational initiatives. Creating a sense of belonging and shared responsibility.

3

Accessibility and Inclusivity:

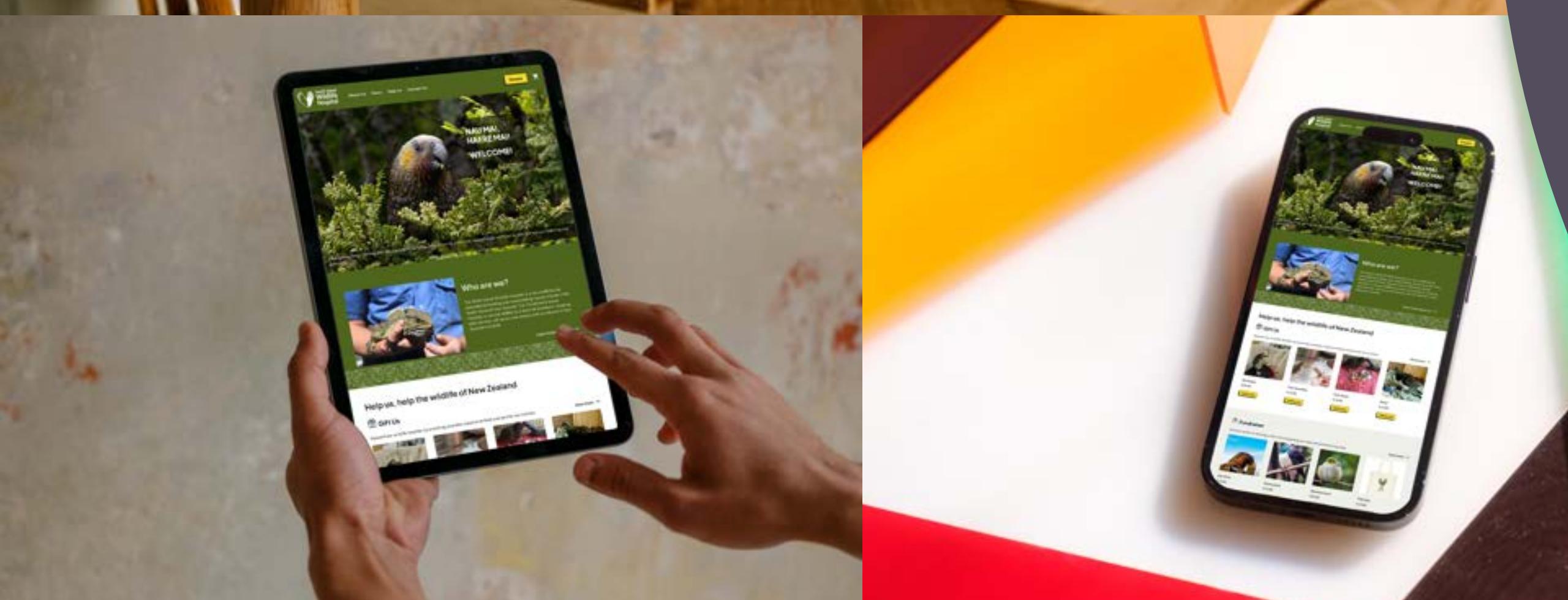
It is important to ensure that the website is accessible to all users, including those with disabilities. Incorporating accessibility features such as alternative text for images, readable fonts making the website inclusive and user-friendly for a diverse audience.

4

Ethical Considerations:

The project should adhere to ethical guidelines in terms of animal welfare, sustainability, and responsible fundraising practices. Transparent communication about how donations are used, ethical sourcing of merchandise, and showcasing the hospital's commitment to eco-friendly practices can build trust and credibility among supporters.

By incorporating these social considerations into the project, the South Island Wildlife Hospital can effectively engage the community, promote conservation awareness, and foster a sense of collective responsibility towards protecting and preserving New Zealand's unique wildlife.



Thank You!