

HUELLAS EN EL CORAZÓN

Design Brief

Description

This is a WordPress website where people will be able to:

- Learn about the NGO: who they are and what they do.
- Semi-annual or quarterly report on the progress of the NGO.
- Donate money to the NGO.
- Collaborate as a volunteer.
- Volunteer as a temporary home.

After launching the website, it should be updated at least quarterly to keep it fresh and attractive to users.

The Huellitas community is on Instagram, so the site should be a bridge and not compete with the social network.

The website should also not compete with other NGOs and Foundations that help animals regardless of their location.

Objective:

Increased range: A website allows you to reach a wider audience, regardless of their geographical location.

To make the NGO's identity visible: Providing information about the mission and values on a website can help establish a solid online reputation.

Improving service to employees: A website can provide a better digital experience for people who want to help. Usability and accessibility will be our allies in achieving this.

Target Audience

The general public will be people over 18 years of age who value the lives of pets. "Pet lovers".

We believe the website could be a tool to reach young adults who have or have had pets, and for this reason we launched a survey to design the site according to where the trend is pointing.

Visual identity

The concepts of Effort, Commitment, and Friendship could complement your values. We have the logo, but it may undergo minor modifications.

Message

Help us to help. Huellas en el corazón helps community pets, those that for various reasons ended up on the street.

Rescue, Relocate, Manage Donations and Educate
Thanks to the help of each collaborator who opens their heart to the community.

The value proposition is to specialize in rescuing puppies and kittens from abuse.

Availability

Over the weekend, starting at 5 PM, the team agreed to meet whenever necessary.

Schedule of job

Since this is a project running parallel to our study, practice, and work schedule, we need time.

In the best-case scenario, we will finish the programming on January 31st and will have the month of February to manage the server.

Deliverables

The following will be delivered upon completion of the project:

- Written report
- Navigation map
- Wireframes
- Style guide
- Mockup
- Website