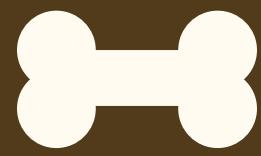


# HUMANE SOCIETY OF SKAGIT VALLEY

Website Redesign

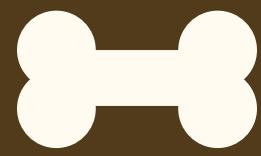
# BACKGROUND



## PROJECT BRIEF

For this project we were tasked with selecting a non-profit organization or cultural institution with a website design that is currently ineffective and redesigning a multi-page, responsive website for desktop and mobile.

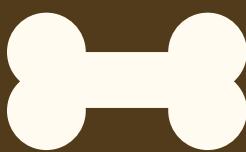
The process involved researching, designing, prototyping, and testing the redesign while prioritizing clear information, promoting the purpose of the organization, and highlighting ways to engage with its services, events, or products.



## THE CLIENT

The Humane Society of Skagit Valley (HSSV) is a non-profit organization with a mission to provide a safe haven, sheltering and caring for abandoned, abused, and unwanted animals in Skagit County, Washington.

# BRAND ANALYSIS AUDIT



# CONTENT ASSETS



**WELCOME TO THE NEIGHBORHOOD!**

We're more than just an animal shelter—we're a community resource.

From pet adoptions and low-cost spay/neuter services to our pet food bank and beyond, we support pets and the people who love them.

Whether you're ready to adopt, want to volunteer, foster, become a member, or need pet lost-and-found services, we're here for you every step of the way!

Phone Number: 360-770-6546      Website: [skagithumane.org](http://skagithumane.org)      Address: 18841 Kelleher Rd, Burlington, WA

SCAN ME 

### HOURS OF OPERATION

**Hours:**  
Mon-Fri:  
11 am to 1:30 pm - 2 pm to 5 pm  
  
Sat-Sun:  
11 am to 1:30 pm - 2 pm to 4 pm

**Walk-ins are welcome, but please be aware that appointments take priority.**

 WE ARE CLOSED FOR LUNCH FROM 1:30 TO 2:00, DAILY

You may call us at 360-757-0445 or email: [shelter@skagithumane.org](mailto:shelter@skagithumane.org) to schedule an appointment.  
Thank you for your patience and understanding!



**VOLUNTEERS NEEDED**

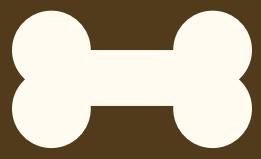
**Positions Available:**

- Kennel Care for Cats & Dogs
- Grounds Maintenance
- Dog Handlers for Outreach Events

APPLY ONLINE or EMAIL WITH QUESTIONS:

 [volunteer@skagithumane.org](mailto:volunteer@skagithumane.org)  
 [www.skagithumane.org/volunteer](http://www.skagithumane.org/volunteer)

**NOT ALL HEROES WEAR CAPES** 



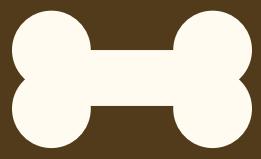
## COMMUNICATION

HSSV's website is accessible, comprehensive, and informative. Embedded adoption pages link to eligible pets. Its design, however, is disorganized, looks unprofessional, and is confusing/unintuitive at points due to weak hierarchy.

The Facebook page is an asset as it can reach a wide audience while boosting community interaction and engagement, though access is limited to those with Facebook accounts and it is difficult to review old information/posts. Additionally, eligible pets are not accessible from this touchpoint.

The Skagit Volunteer Center has a page for HSSV- this is an effective venue for reaching the target audience, though it is brief and doesn't link to the website.

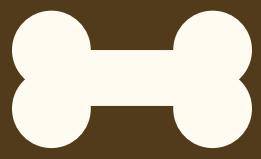
Print advertising such as pamphlets, posters, and signage are pretty minimal and are mainly confined to the physical facility.



## MESSAGING

HSSV aims to provide a safe haven to shelter and care for the abandoned, abused, or unwanted animals within Skagit County.

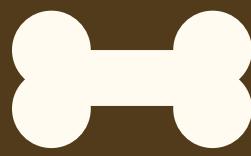
The language used on the website aligns with organization values and goals, but could be refocused to be more centered on the perspective, goals, wants, and needs of the person reading the message, particularly to differentiate from more retail/boutiquey/for-profit pet adoption centers.



## POSITIONING

HSSV is more similar to Whatcom Humane Society and SPOT than Are You My Human? or NEKO. They are a nonprofit organization with the goal of helping animals and serving their community, whereas AYMH? and NEKO are for-profit businesses which provide additional commercial services (ex. cafe, tours).

The type of person who would adopt a pet they encountered while visiting AYMH? or NEKO differs from the type of person who would seek out HSSV or SPOT.



# OFFERING

## OFFERING

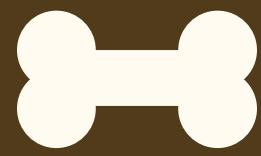
The branding (logo, colors, voice) is pretty solid, though is being applied in a disorganized and inconsistent way.

## OFFERING

Important tabs/nested flows are categorized well in the menu, though the information within the pages is hard to follow and digest due to weak hierarchy and visual organization.

## OFFERING

HSSV provides familiar, trustworthy, in-demand services for an important and sympathetic cause that serves and betters the community.



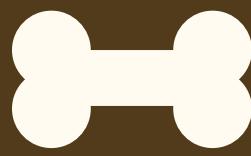
# COMPETITION

## DIRECT

- SPOT
- Whatcom Humane Society
- Are You My Human?
- NEKO Cat Cafe
- Petfinder

## INDIRECT

- Craigslist
- Facebook Marketplace
- Public listings



# COMPETITION

The screenshot shows the homepage of Saving Pets One at a Time. At the top, there's a navigation bar with links like Home, Spot S/N, Sadie Fund, Happy Tails, Thank You, Surrender, Adoption Info, Ways to Help, Newsletter, Memorials, and Resources & Tips. Below the navigation is a large banner with the text "Saving Pets One at a Time" and a "DONATE" button. A message on the left says they have numerous kittens and cats available for adoption. A call-to-action box in the center says "S.P.O.T. has been offered a unique opportunity!" It also mentions a partnership with Petfinder and Applebee's Flapjack Fundraiser for S.P.O.T. on Saturday, April 12, 2025.

## S.P.O.T.

Very confusing, disorganized, and disorienting design. Little to no sense of visual hierarchy or alignment. Type treatment is inconsistent and, in certain instances, difficult to read. Navigation is unintuitive. It is hard to distinguish important information meant to be read from advertisements.

The screenshot shows the homepage of NEKO Cat Cafe. The header features a large image of a cat and the word "BELLINGHAM". Below the header, there's a section titled "There's Like, A Bunch of Cats in Here". The footer contains contact information: 1130 Cornwall Ave, Bellingham, WA 98225, 360-656-6217, and operating hours (Mon-Thurs: 12pm-6pm, Fri: 12pm-8pm, Sat-Sun: 10am-8pm). There's also a "MAKE A RESERVATION" button.

## NEKO

Minimal color palette and reduced interface. The strong black and white scheme combined with bold type accurately communicates the more upscale, modern experience that this brand caters.

The screenshot shows the homepage of Whatcom Humane Society. The header includes the logo and navigation links: ADOPT, OUR SERVICES, WILDLIFE, EVENTS, THRIFT SHOP, CONTACT, and a yellow "DONATE" button. Below the header, there's a search bar and a menu with links like ABOUT, DONATE, NEWS, COMMUNITY RESOURCES, FARM, HUMANE EDUCATION, and VOLUNTEER. The main content area features sections for "Hours of Adoption Services", "Bringing Home a New Pet?", and "Working Cat Program".

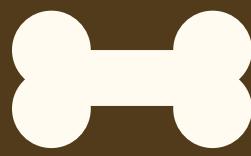
## Whatcom Humane

Clean, friendly interface with a consistent and legible layout. Type and photo treatment as well as color palette are cohesive and help to visually communicate brand values. Information is dense but well-structured.

The screenshot shows the homepage of Are You My Human?. The header has various links like HOME, BOOK ONLINE NOW, SOCIAL MEDIA, RESCUE PARTNERS, ARE YOU MY HUMAN?, FAQ, CONTACT US, and SHOP. The main visual is a photo of two dogs. Overlaid text reads "ARE YOU MY HUMAN? MEETS COMPANIONSHIP WHERE COMPASSION". Below the photo, there's a detailed description of the business and its mission.

## Are You My Human?

Overall lack of branding or visual system leaves the site feeling very random and unanchored. The type is difficult to read and haphazardly applied, while other site elements are not properly formatted, coming off as unprofessional.



# AUDIENCE

## The Adopter

An animal lover, Joan is a responsible and thoughtful pet owner. She considers pet adoption a significant undertaking and puts a lot of time, care, and energy into planning and preparing to welcome a new furry friend. She chose HSSV because she values adopting over "shopping".



## Joan

**Role:**

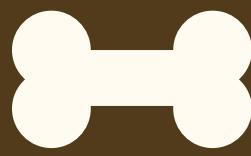
Clare prefers to adopt, not shop, and is an active member of her community.

**Demographics**

Age: 45

Gender: Woman

Pets: 2 dogs, 1 cat



# AUDIENCE

## The Volunteer

Sandy is a high school student who needs to participate in community service as a graduation requirement. She loves dogs but is not allowed to have pets at home, so she chooses to volunteer as a Dog Kennel Crew member at HSSV as a way to give back to her community while having fun.



## Sandy

### Role:

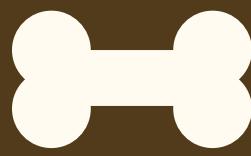
Sandy finds a way to fulfill her volunteer in a meaningful and fun way she can connect to.

### Demographics

Age: 18

Gender: Woman

Pets: N/A



# AUDIENCE

## The Foster Farmer

Russ lives and works on a farm in a rural area. While he cares for the animals on his farm, he does not have traditional domestic, indoor pets. However, through HSSV's Barn Buddies program he has been matched with an outdoor cat to live on his property and help with his rat problem.



## Russ

**Role:**

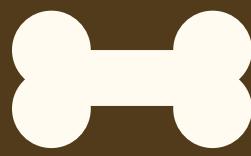
Russ is able to provide enrichment and safety to a cat that would not do well in most homes while protecting his farm from rats.

**Demographics**

Age: 67

Gender: Man

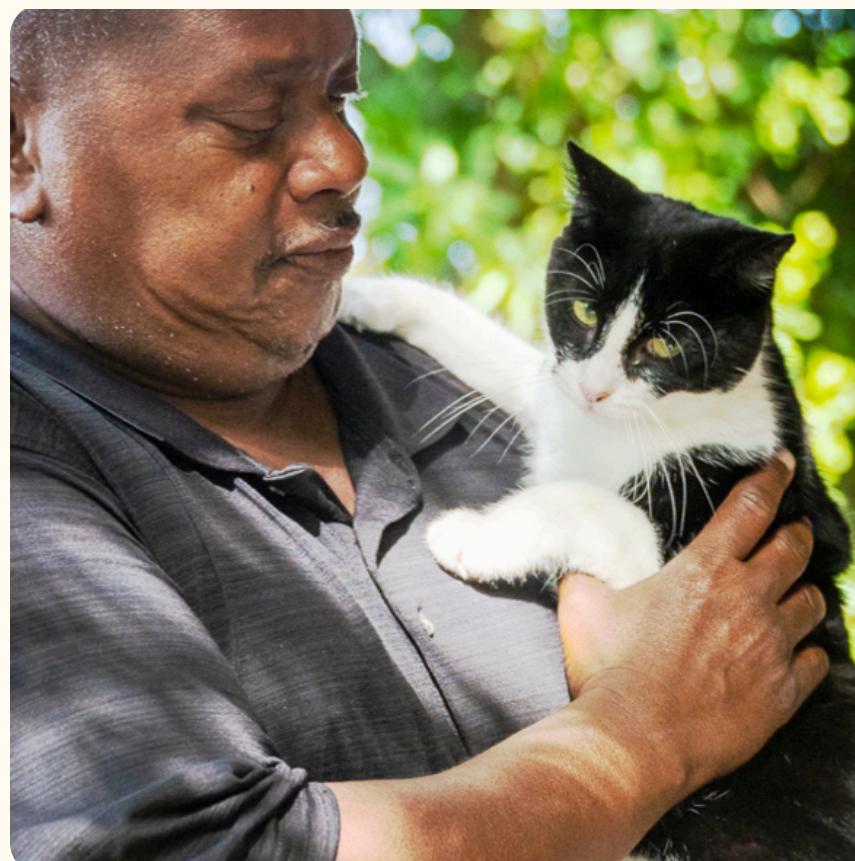
Pets: Chickens, goats, cows, barn cat



# AUDIENCE

## The Good Samaritan

An active and engaged member of his neighborhood, Howard spotted a stray cat wandering on his street. Not trusting it to find its own way home, he carefully caught it and sought out HSSV's website to report the cat as found and follow the listed next steps.



## Howard

**Role:**

Howard always goes the extra mile to help a neighbor, including any lost pets he encounters.

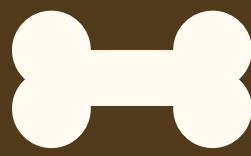
**Demographics**

Age: 65

Gender: Man

Pets: N/A

# DEFINE



# GOALS

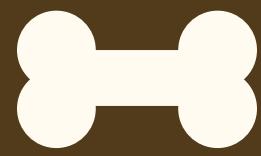
## IMMEDIATE

- Increase public interest and engagement by making the website more welcoming, clear, and easy to navigate
- Create distinct, recognizable, visually-appealing branding

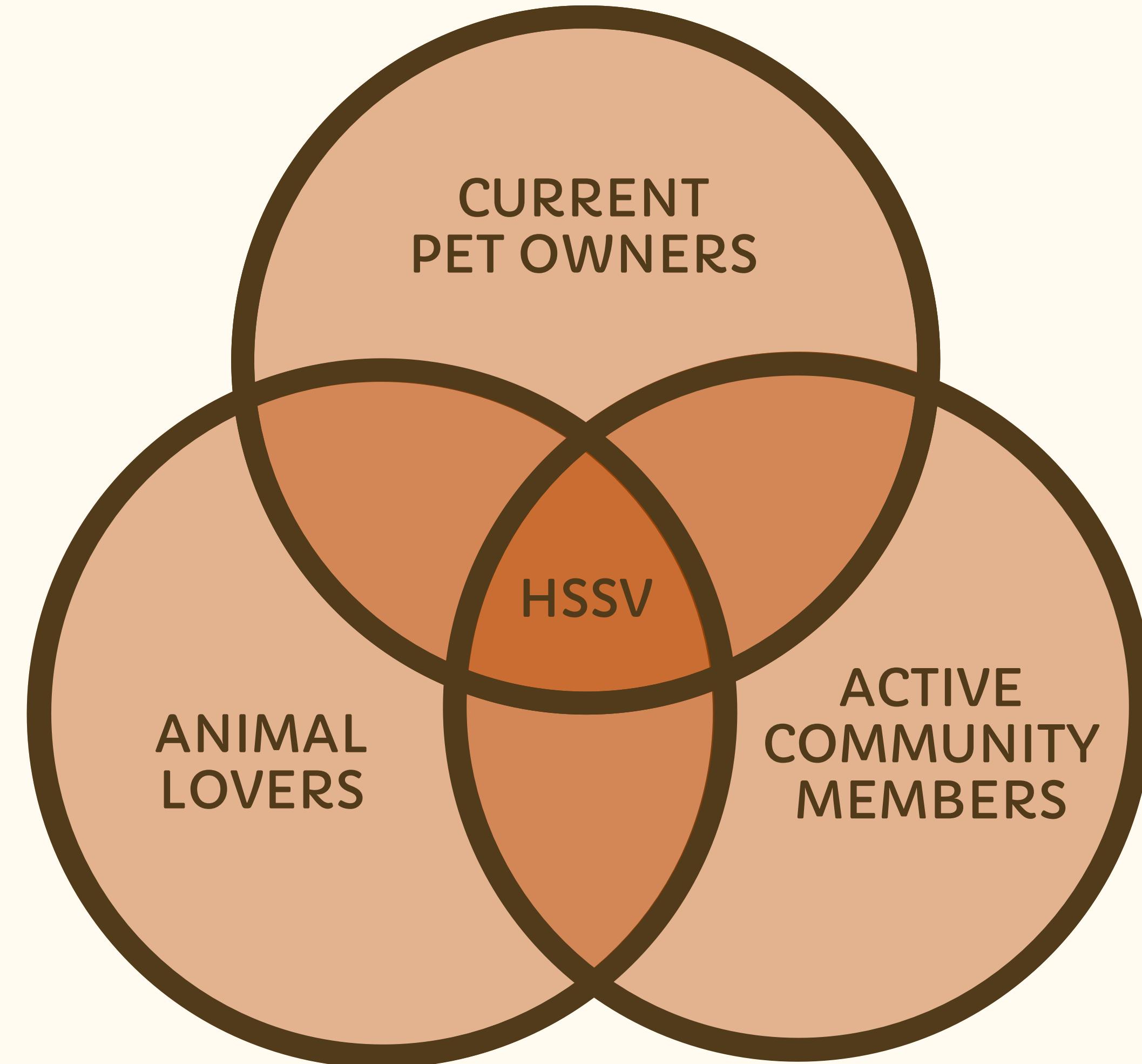
## FUTURE

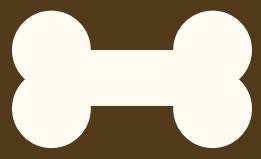
- Publicize and simplify donation/volunteer opportunities to build stronger support and spread information
- Facilitate adoption and find pets forever homes!

**MUST HAVES:** Aesthetic refresh, clarified menu/navigation, reduced and streamlined home page, information hierarchy



# TARGET DEMOGRAPHIC





# STRATEGY

## STRENGTHS

- Branding (voice, logo, color palette) is strong and cohesive
- Intuitive menu items and nested tabs
- Hierarchy of copy, resources, and info is fairly good

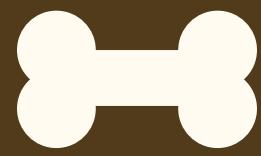
## OPPORTUNITIES

- Cleaning up workable copy/info
- Streamlined adoption/pet search interface
- Elevated, professional, trustworthy look

## THREATS

- Images/copy submissions that need to be posted but may not match site well
- Trouble with screen responsiveness
- Mobile adaptability

# DESIGN



# SITE MAP

HOME

ADOPTION

ADOPTION  
PROCESS

FIND PETS

BARN  
BUDDIES

RESOURCES

ABOUT US

NEWSLETTER

CALENDAR

EDUCATION

LOST AND  
FOUND PETS

MEMORIALS

SUPPORT

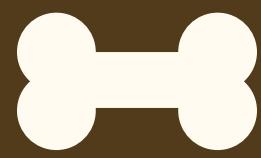
VOLUNTEER

SHOP

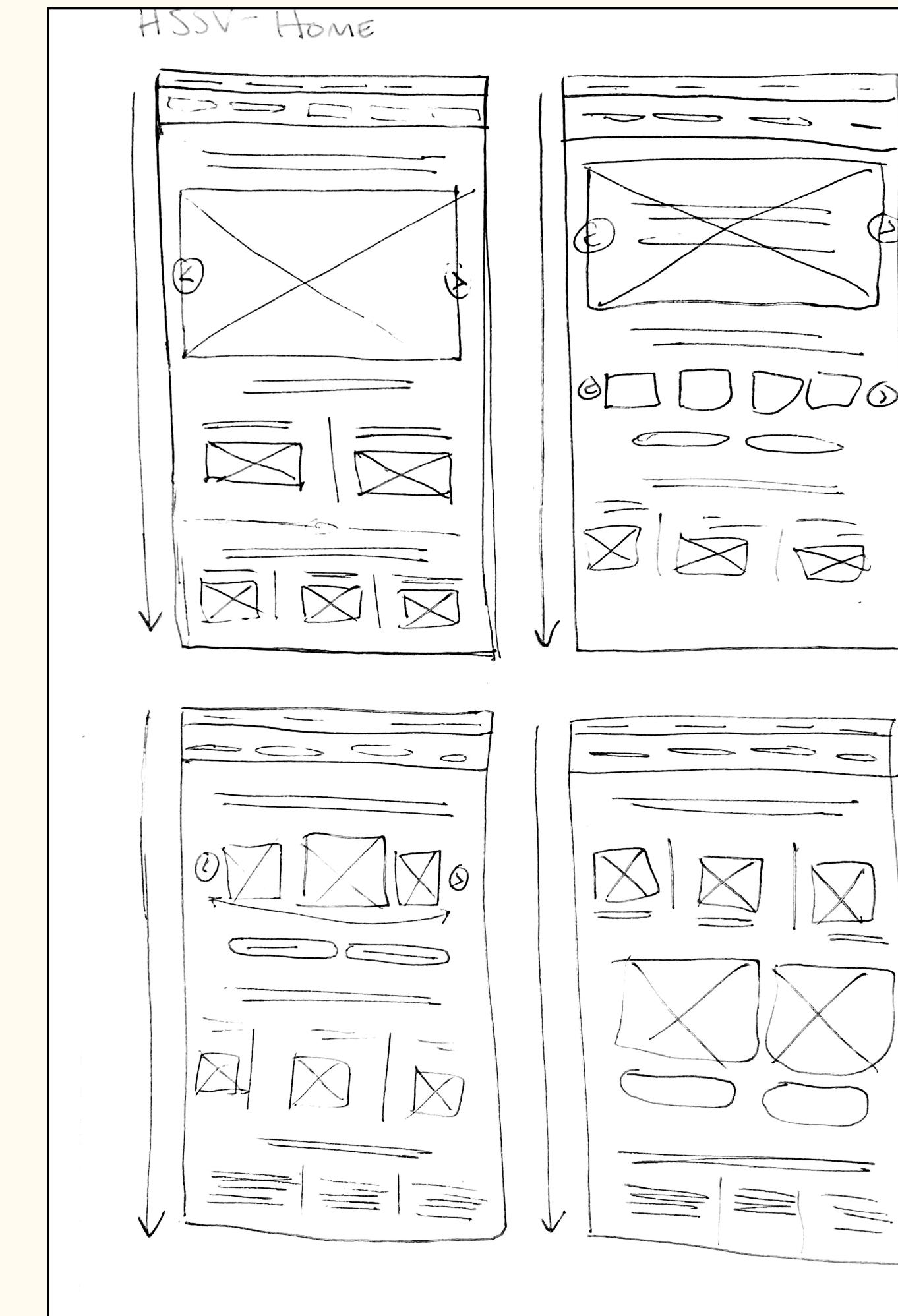
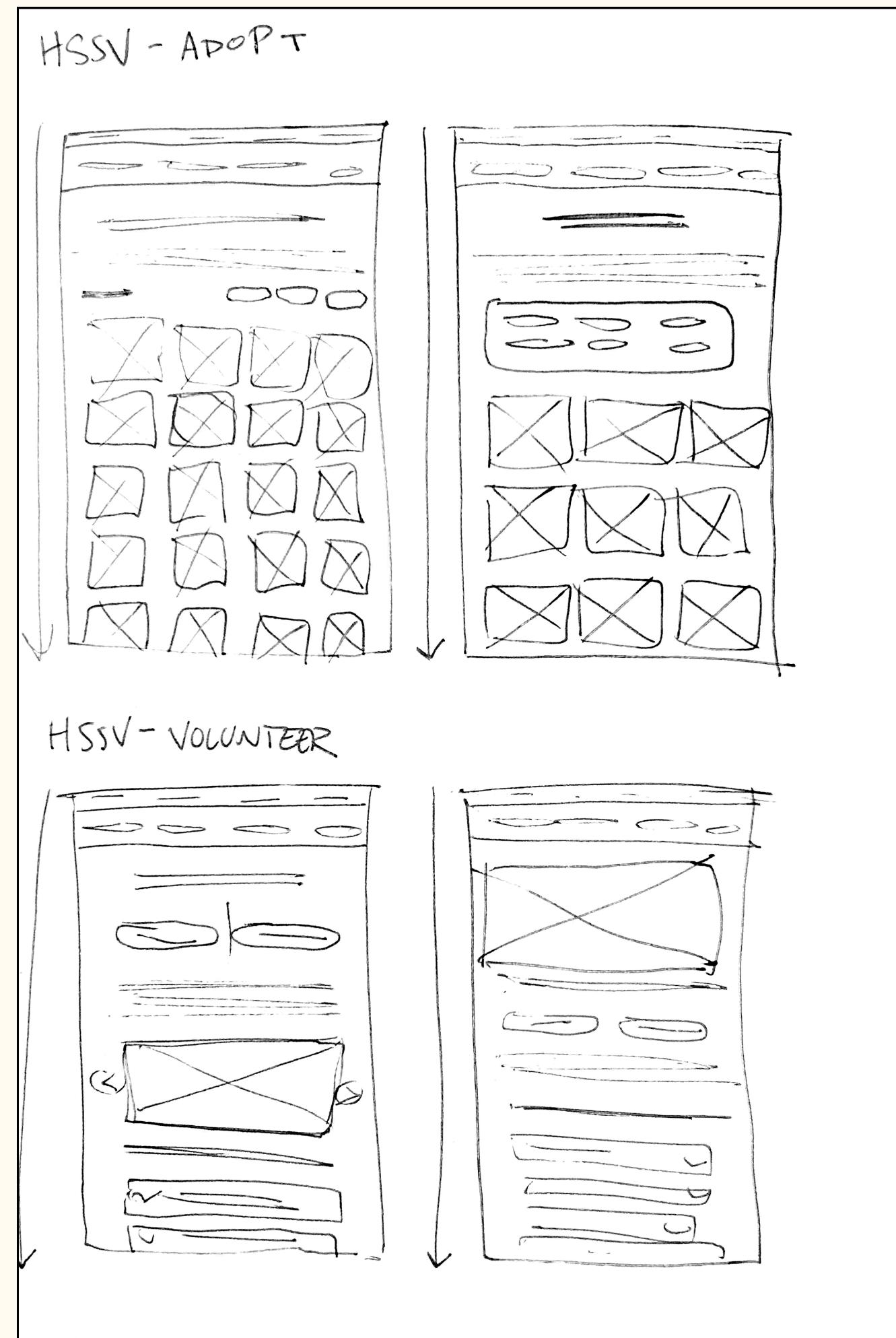
DONATE

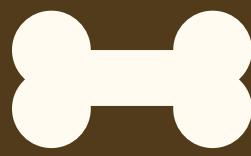
SHELTER TAILS

BLOG

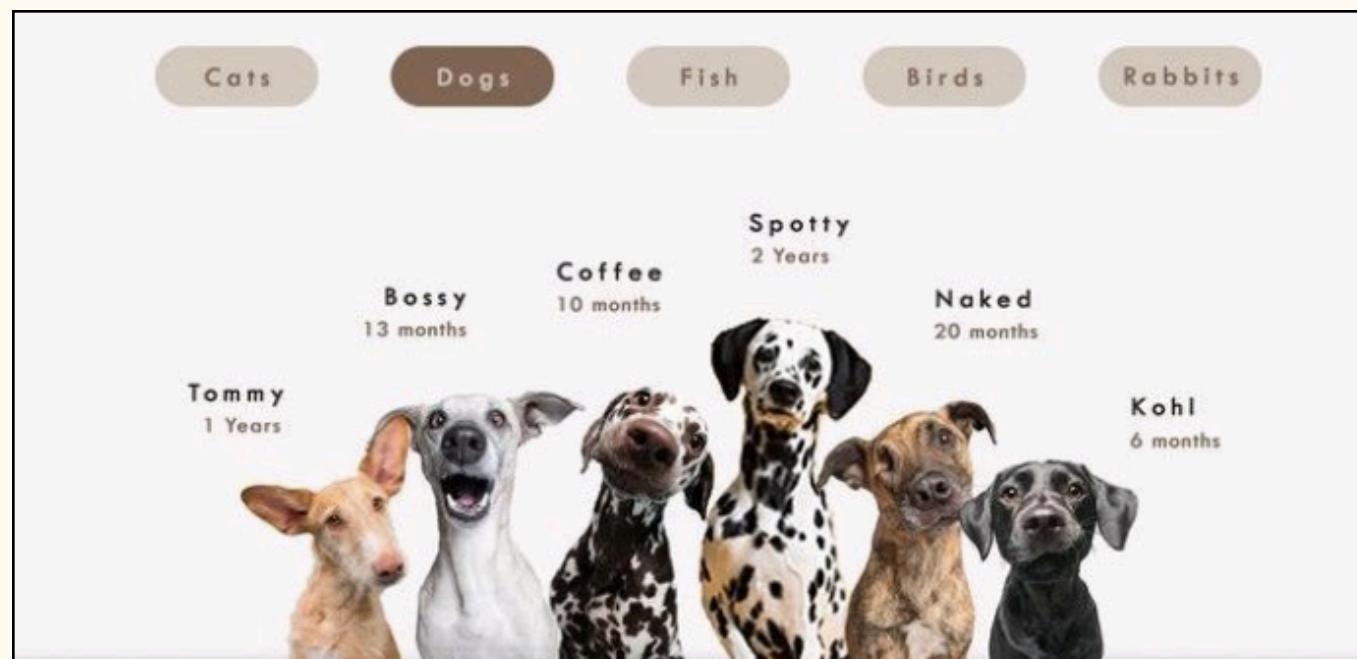
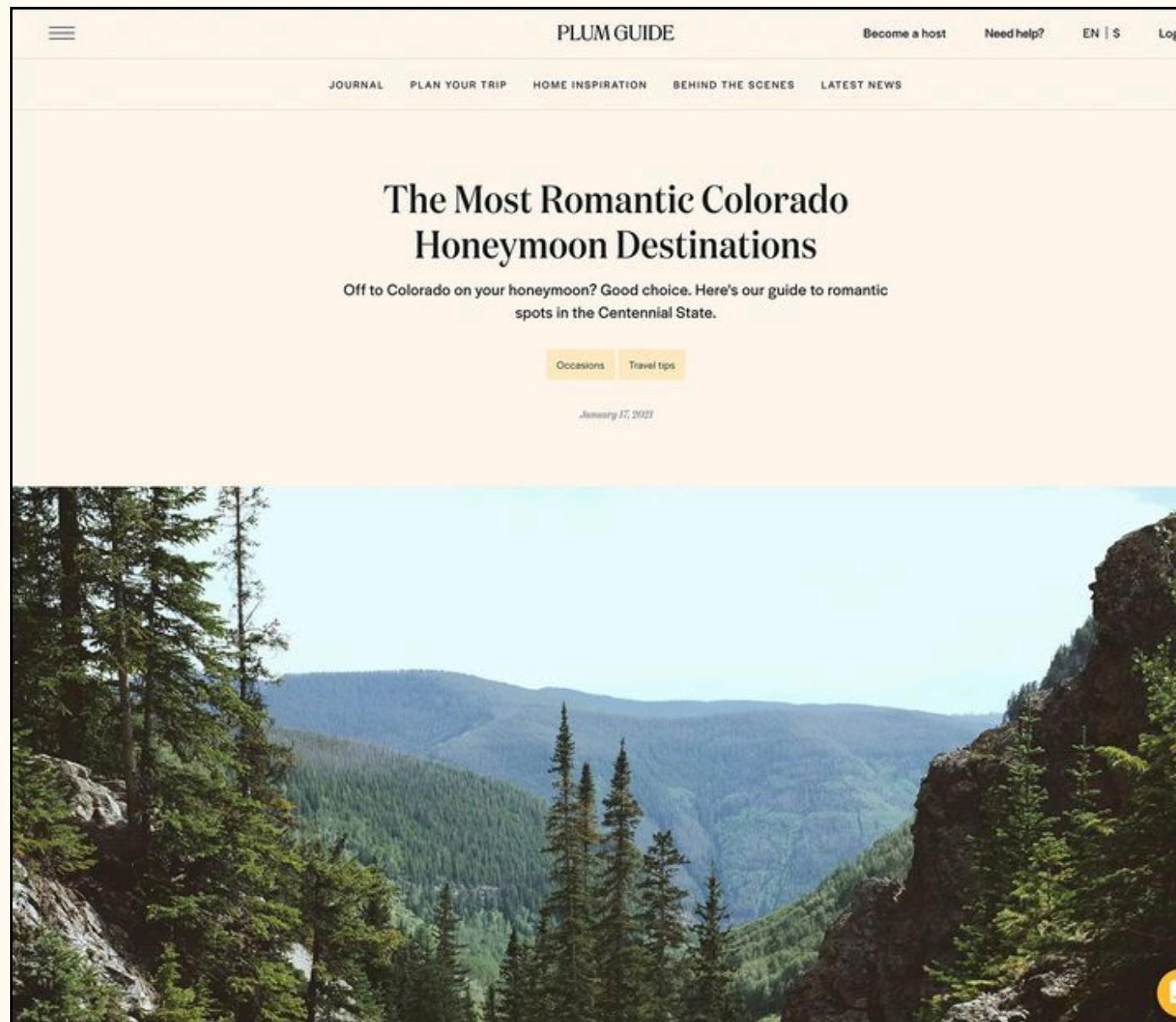


# SKETCHES

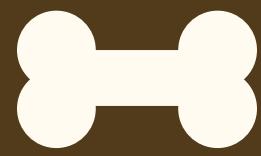




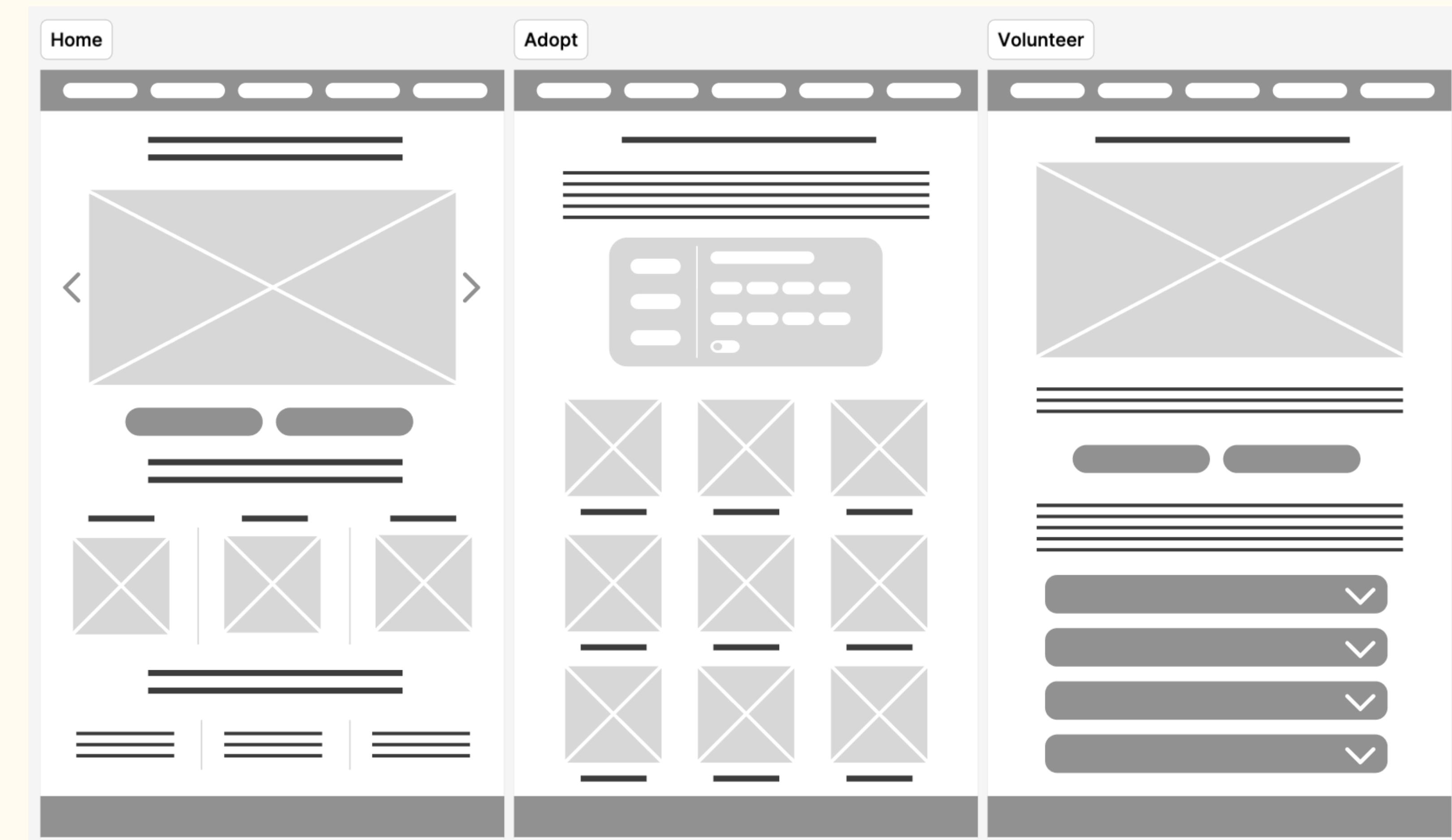
# MOODBOARD

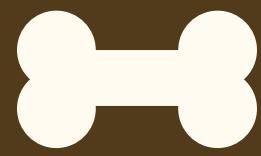


# BUILD

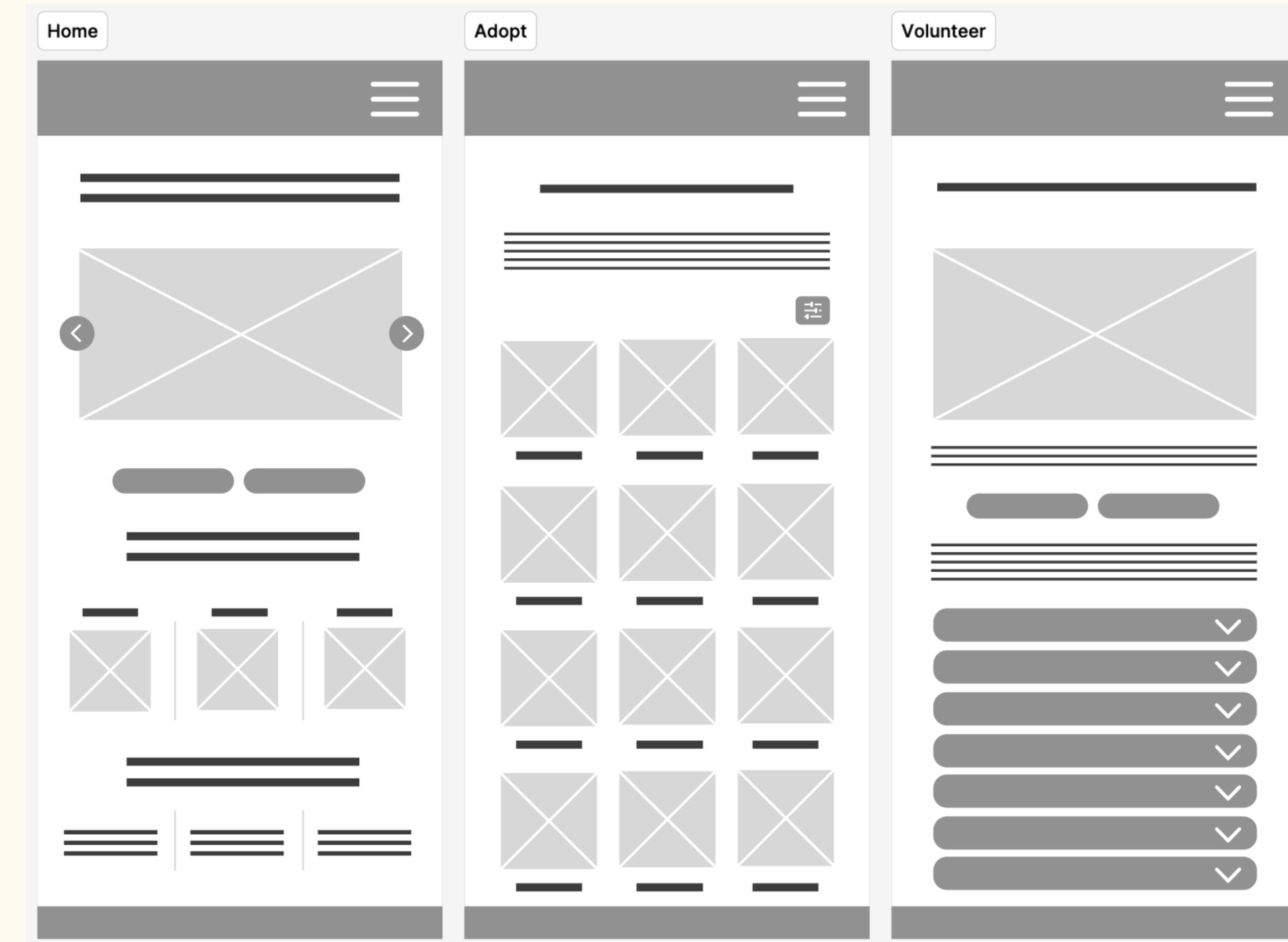


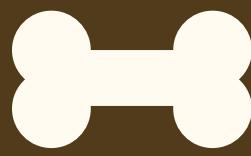
# WIREFRAMES





# WIREFRAMES





# USABILITY TESTING

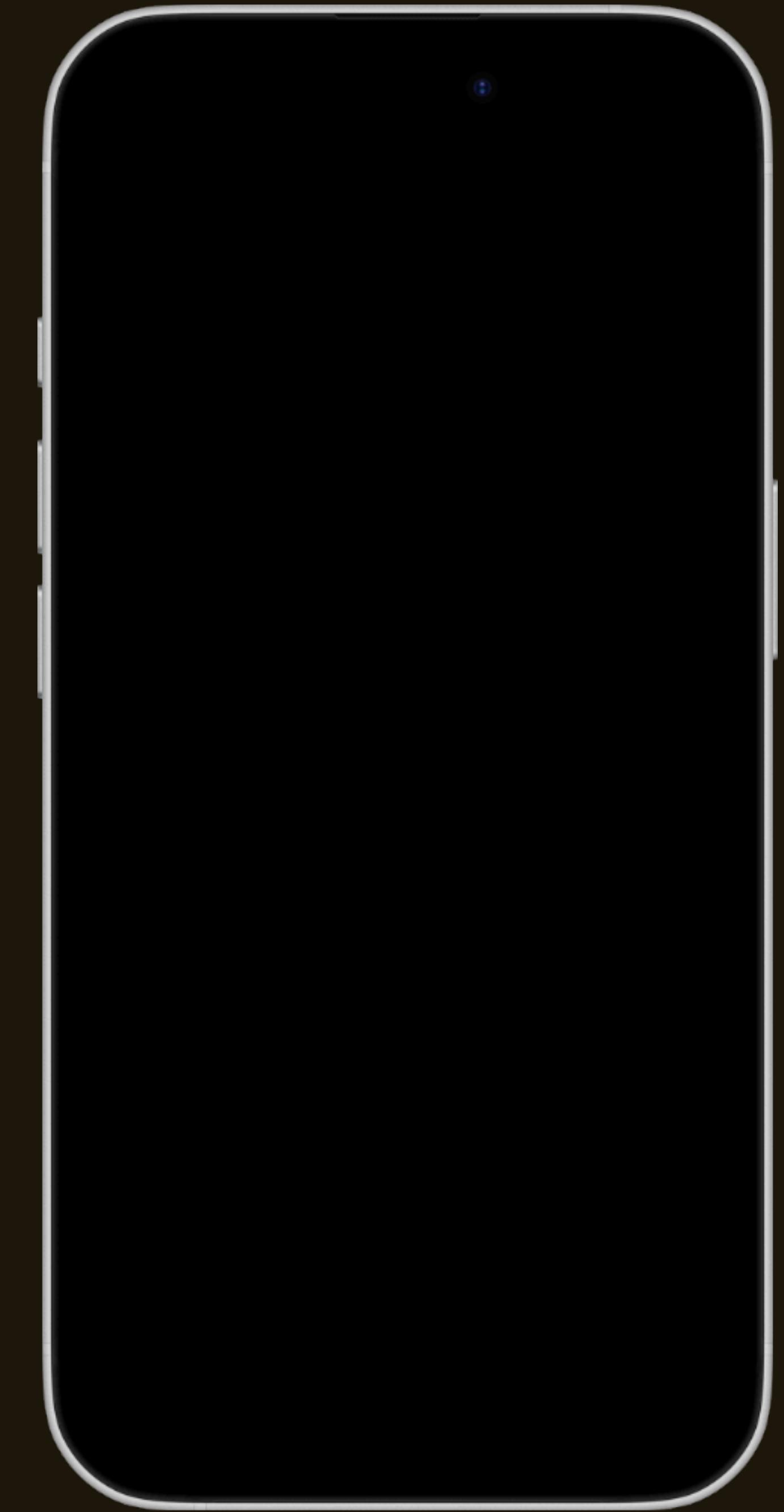
## TAKEAWAYS

- Clearer and more cohesive interface, navigating user flows is more intuitive, though elements are a bit big and “clunky” visually
- Information within certain widgets or “clusters”, while clear, could be edited to be more easily digestible

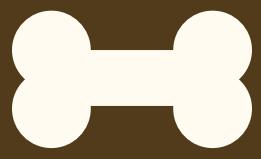
## REFINEMENTS

- Reworked the volunteer opportunities widget to be a toggle between tabs rather than a list of drop down windows
- Reduced text size and spacing between sections to create a cleaner and more proportionate look





# OUTCOME

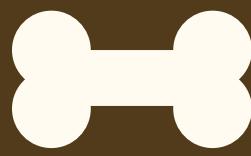


# CHALLENGES

Consolidating a wide range of services aimed at a relatively broad target audience into a streamlined site

Designing within a layout and color palette that stands out but also acts as a neutral backdrop/frame for media that is curated and added by users

Encountering features and effects that I wanted to incorporate but did not yet know how to achieve in Figma



# REFLECTIONS

When designing a web and mobile version of a site it pays off to work on both intermittently and be planning out site responsiveness throughout the process

When designing layout, it was a lot more difficult than I thought to decide what to prioritize when deciding what content and information should go “above the fold/scroll”

This was a helpful and impactful exercise in continuously reminding myself to put myself in the shoes of the target audience and keep their wants/needs in mind over my own