

Humane Society

Mower County
Austin, Minnesota



UX Designers & Researchers

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TOOLS



Why Humane Society?



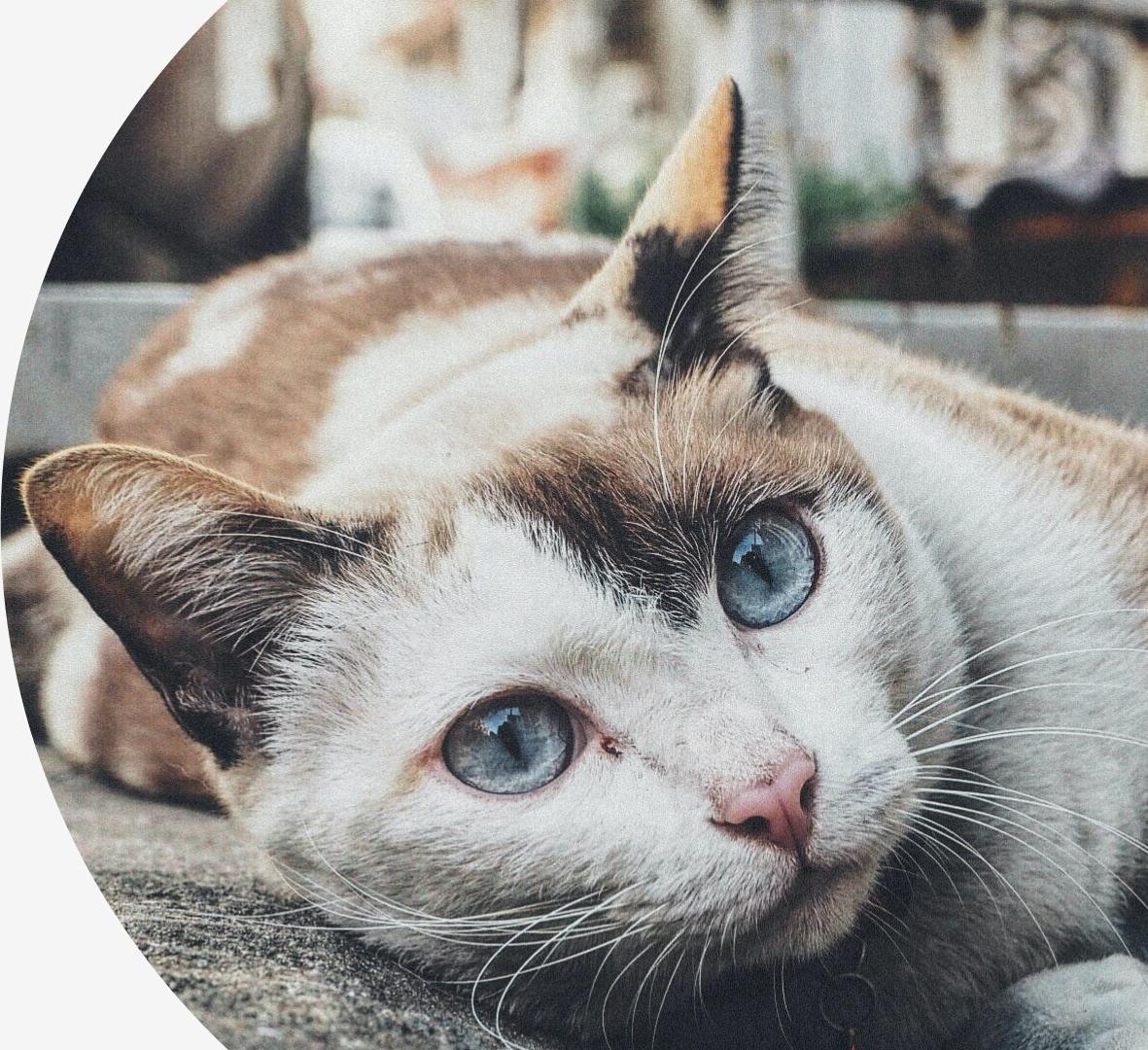
Love Animals



Adoption
Experience



Need



The NEED

6.3
million

01

4.1
million

02

2.7
million

03



User
Research



4

Interviewees'



Animal History



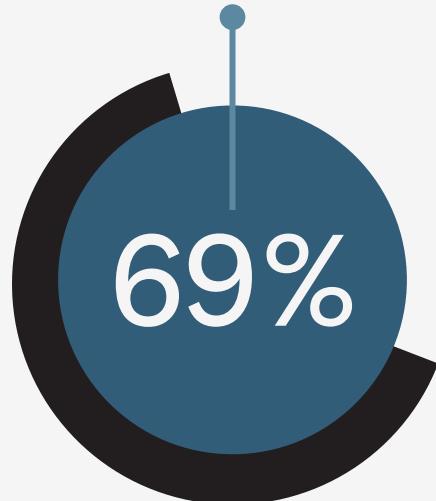
Frustrating Paperwork



Survey Results

What are the two most important considerations when looking to adopt or foster a pet?

ANIMAL TEMPERAMENT



UNKNOWN BEHAVIOR
HISTORY

What do you find most challenging about adopting or fostering

Stakeholder Interview

"We don't have enough volunteers, most that are here day to day are senior citizens. We can't get enough abled body regular volunteers"

- Carey Sharp

1

Stakeholder

Volunteers!!!



User Persona



AGE: 35
JOB TITLE: Nurse
STATUS: Married
LOCATION: Carver

USER PERSONA

Lola Johnson

GOALS

- Raise her family around animals
- Save animals from euthanasia
- Adopt at least two dogs
- Give an dog a loving home
- Avoid dog breeders

NEEDS

- Family friendly pet
- Companionship
- The animal gets along with her other animals

PAIN POINTS

- Worried about the animals history and past experiences
- Frustrated with the difficult adoption process and detailed paper work
- Dog food is expensive
- Nervous about what to expect from a rescue animal

BEHAVIORAL DEMOGRAPHICS

- Married with two kids
- Makes \$72,000/Yr

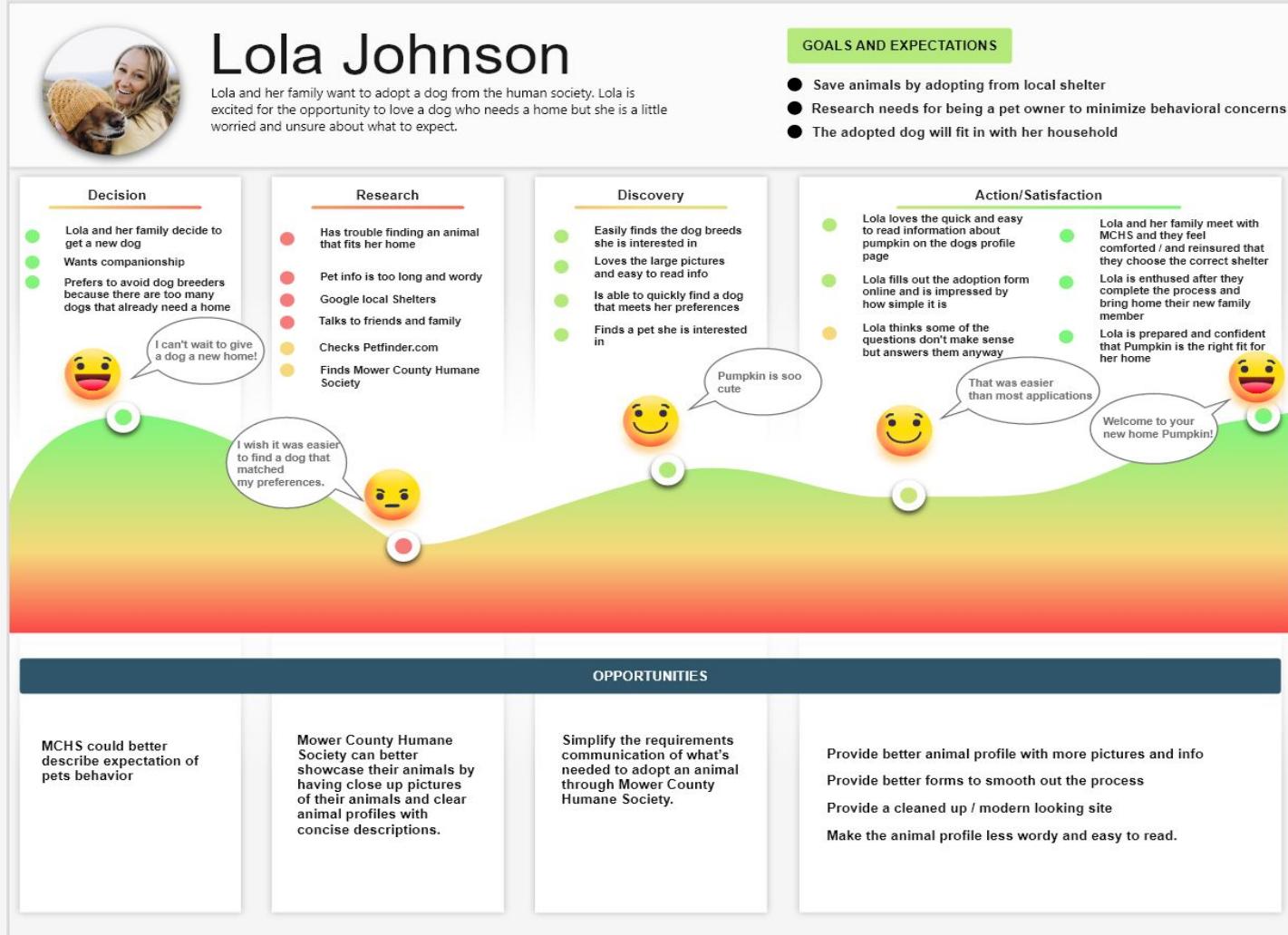
Problem Statement

Mower County Humane Society was created to reduce the number of unwanted and homeless dogs and cats by providing care and shelter until they can be placed in responsible forever homes. We have observed that the biggest challenge is people hesitating to adopt when an animal's history is unknown. How might we help improve the Mower County Humane Society's website so potential adopters might have available resources and support to make an informed decision on whether the animal will be a good fit for their home?

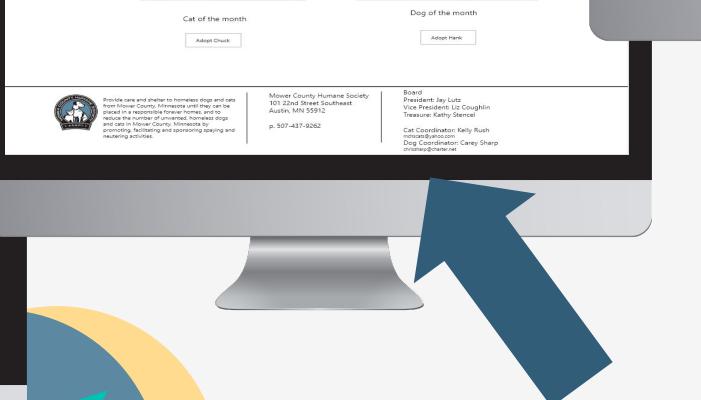
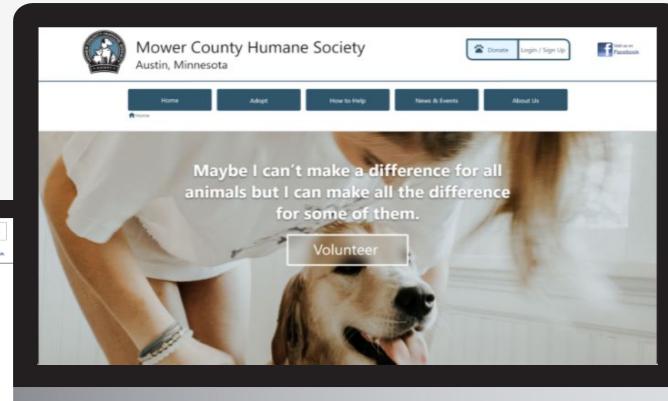
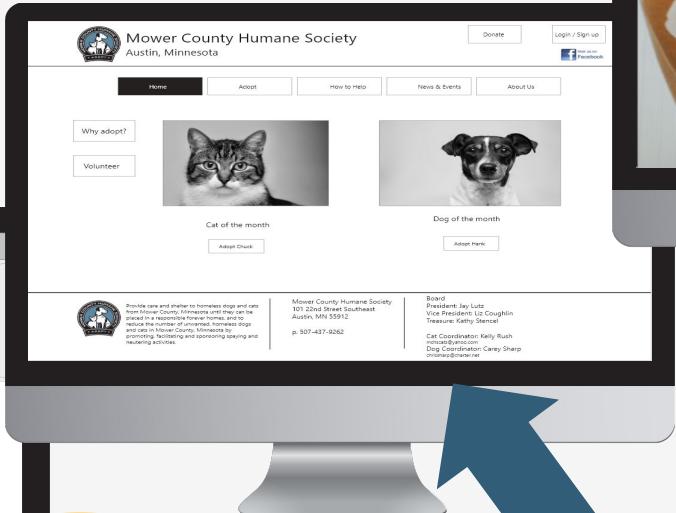
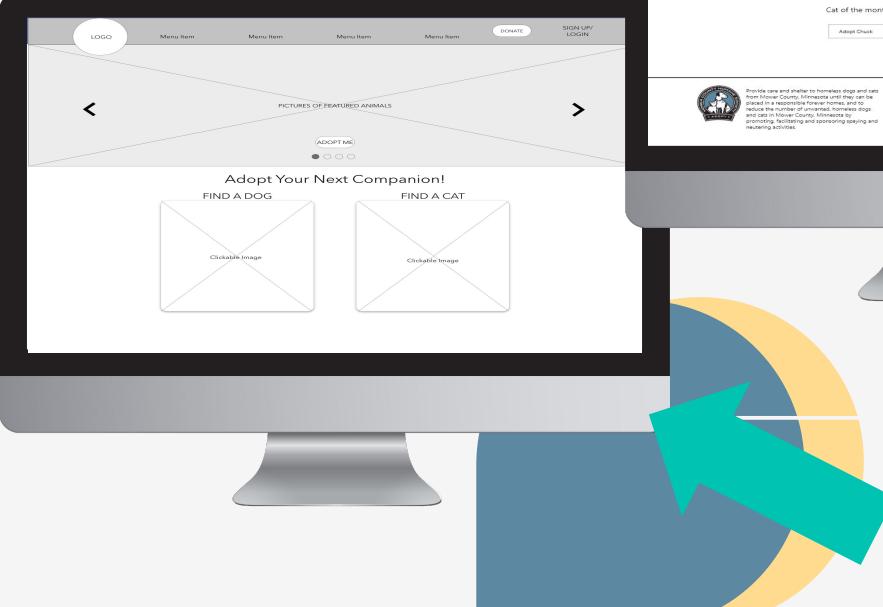
JOURNEY MAP

Opportunities:

- Better Animal Profile
- Efficient form process
- Easy to use modern looking site



Sketches & Wireframes



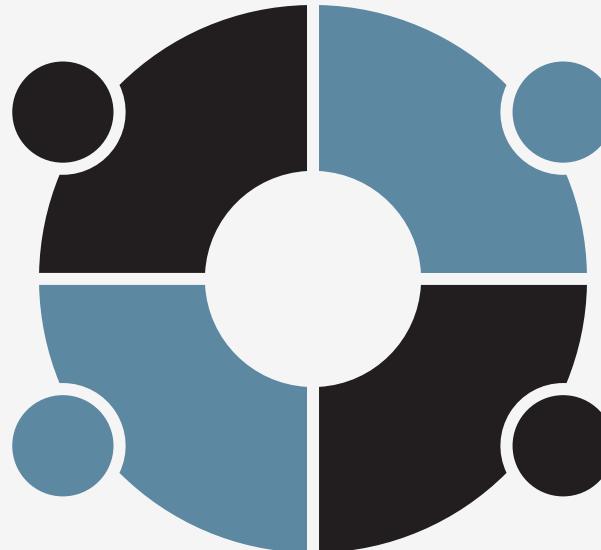
Usability Testing

Form Issues & Expectations

- The Application was 1 very long page
- Concerns about Application Q's

Site Style

- Old looking site that needed to be modernized



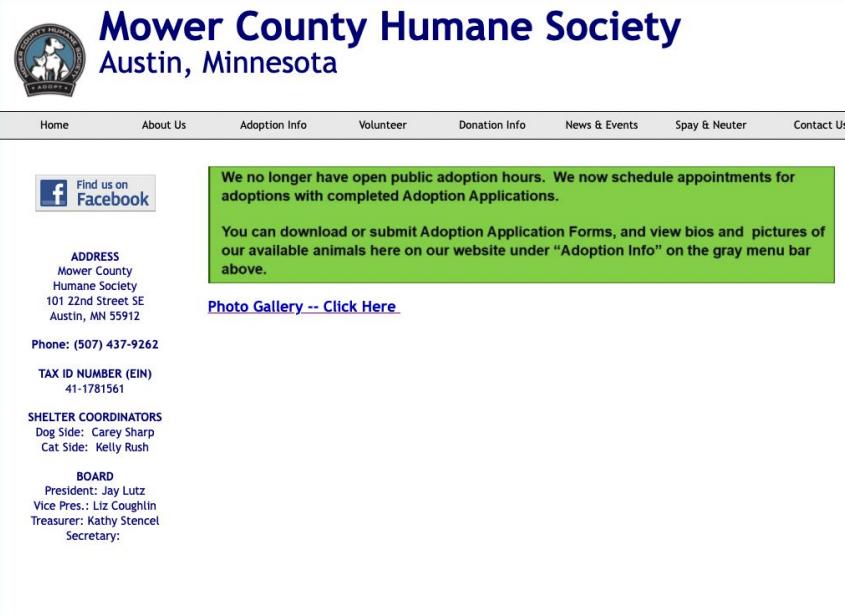
Site Structure

- Filter options
- Placement of important buttons

Wording Issues

- Confusing wording of application questions

Conclusion



The screenshot shows the homepage of the Mower County Humane Society. At the top, there is a logo featuring a dog and the text "MOWER COUNTY HUMANE SOCIETY" and "Austin, Minnesota". Below the logo is a navigation menu with links: Home, About Us, Adoption Info, Volunteer, Donation Info, News & Events, Spay & Neuter, and Contact Us. To the left, there is a "Find us on Facebook" button. In the center, there is a green box containing text about adoption appointments and a link to the Photo Gallery. To the right, there is contact information including address, phone number, tax ID, shelter coordinators, and board members.

MOWER COUNTY HUMANE SOCIETY
Austin, Minnesota

Home About Us Adoption Info Volunteer Donation Info News & Events Spay & Neuter Contact Us

[Find us on Facebook](#)

ADDRESS
Mower County
Human Society
101 22nd Street SE
Austin, MN 55912

Phone: (507) 437-9262

TAX ID NUMBER (EIN)
41-1781561

SHELTER COORDINATORS
Dog Side: Carey Sharp
Cat Side: Kelly Rush

BOARD
President: Jay Lutz
Vice Pres.: Liz Coughlin
Treasurer: Kathy Stencel
Secretary:

We no longer have open public adoption hours. We now schedule appointments for adoptions with completed Adoption Applications.

You can download or submit Adoption Application Forms, and view bios and pictures of our available animals here on our website under "Adoption Info" on the gray menu bar above.

[Photo Gallery -- Click Here](#)

Current Mower County Humane Society homepage

Mower County Humane Society Prototype

Thank you!

