

Website for an animal shelter- HomeforStrays

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Project overview



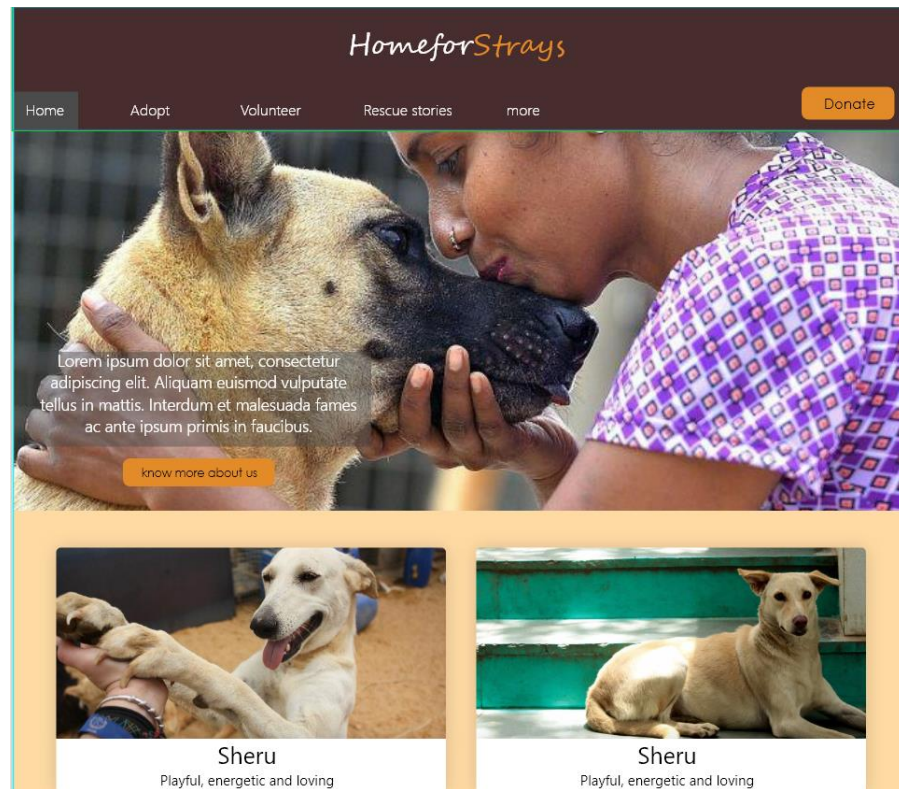
The product:

This is a website designed for an animal shelter- HomeforStrays. The adoption flow of this website is designed.



Project duration:

August 10th to August 31st



Project overview



The problem:

People who want to adopt pets have to visit many animal shelters by taking time from their busy schedules. Making the information about the pets available on a website would save a lot of time for the users.



The goal:

To make adoption process easy and save users time by providing the pet information on the website.

Project overview



My role:

UX researcher, UX designer



Responsibilities:

User research, wireframing, prototyping,
usability study

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted competitive audit of other pet adoption websites. As I researched these websites, I came to know about the different features that are included in these websites. I noticed the similarities and differences of these websites. I also created personas, user stories, user journey maps to get a better idea of user pain points.

User research: pain points

1

Pain point

Users are unable to visit many animal shelters due to their busy schedules.

2

Pain point

Many animals at the animal shelters end up not getting adopted.

3

Pain point

Animal shelters need more volunteers

Persona: **Shalini**

Problem statement:

Shalini

is an animator working from home

who needs an easy and less time taking way to find a pet dog to adopt

because she has a busy schedule and does not have time to visit many animal shelters.



Shalini

Age: 30

Education: Bachelors in visual arts

Hometown: India

Family: Single, lives alone

Occupation: Animator

“Look at this character I created, I wish I had a dog that looks like this”

Goals

- To have a dog.
- To take some time off her schedule to visit animal shelters
- An easy way to find a dog

Frustrations

- Does not have time to find a dog.
- Busy schedule

Shalini is an arts schools graduate. Her grandma owned a cat which kept her company. Shalini wants to adopt a dog so that she can have some company while working on her animations. But she has no time to visit animal shelters because of her busy schedule.

Persona: Shivangi

Problem statement:

Shivangi

is a volunteer at an animal
shelter

who needs a way to make sure
all the animals at the animal
shelter find a home

because she wants them to live
a happy life.



Shivangi

Age: 22

Education: Bachelors in Mathematics

Hometown: India

Family: Lives with her grandma

Occupation: Works at her grandma's
restaurant

"Look at this cute kitty! Want some milk little one?"

Goals

- Wants the stray animals to find a home

Frustrations

- Some stray animals not getting adopted

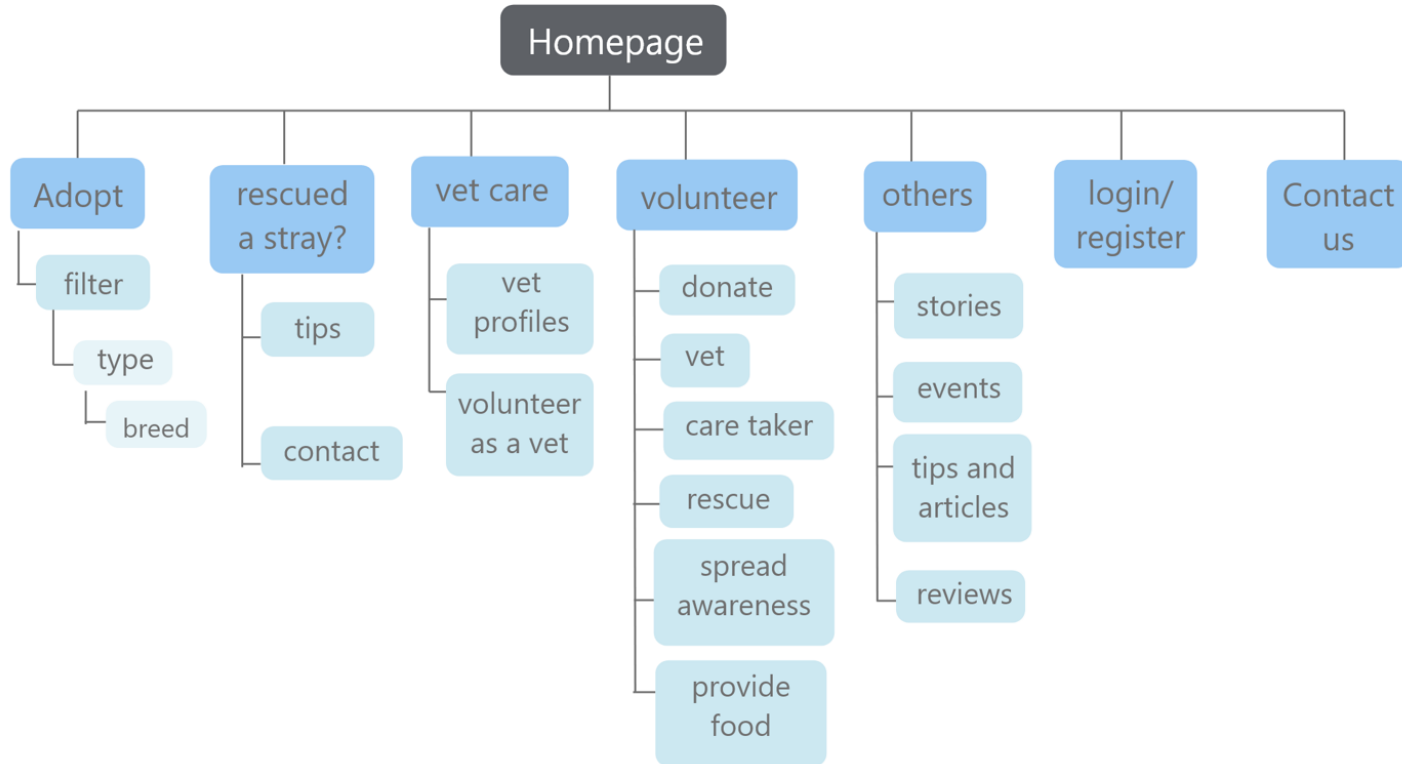
Shivangi is a graduate in mathematics. Her grandma owns a restaurant. Shivangi works there. She helps her grandma in deliveries, and cooking. There are a lot of stray dogs and cats in her locality. Shivangi takes these animals to the animal shelter. She volunteers there in her free time. Many of these animals get adopted but some don't. She wants to make sure all these animals find a happy home.

User journey map

The user
journey map of
Shalini
adopting a pet
on our
website.

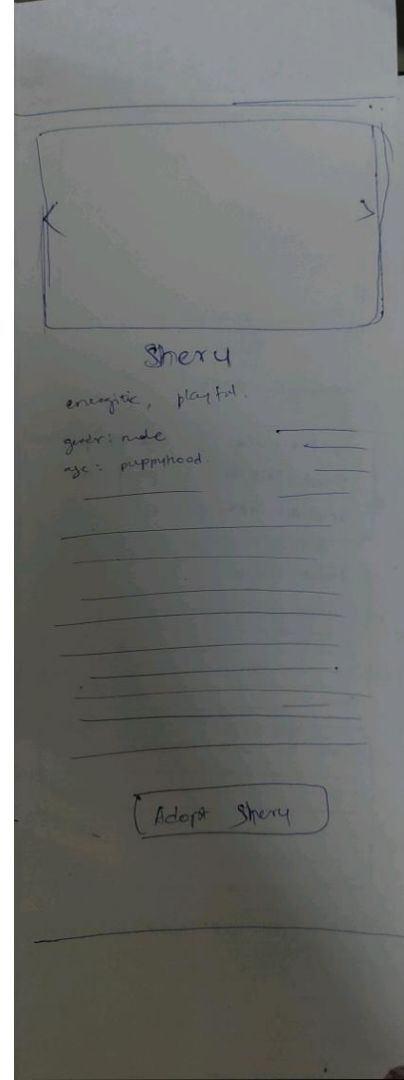
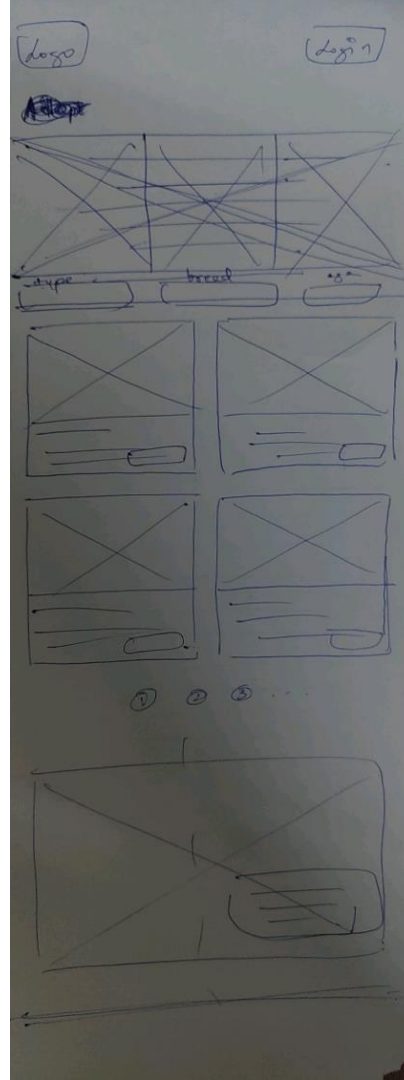
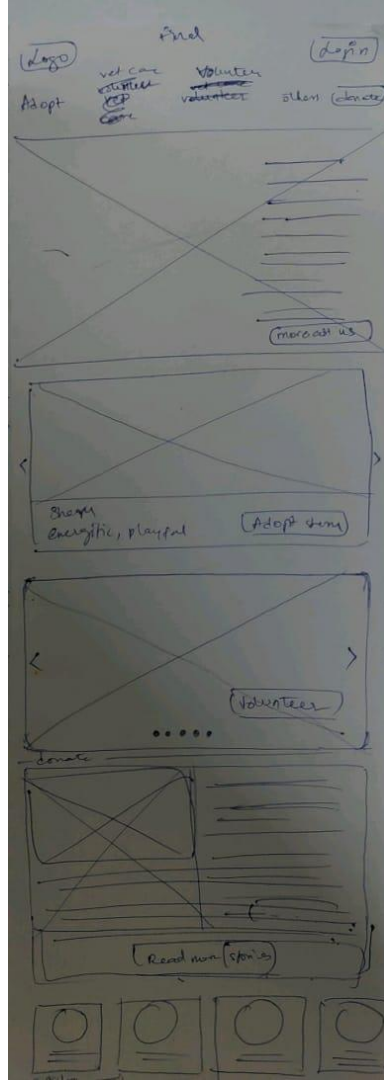
ACTION	Open website and sign in	Looks at the home page, searches for dogs	Checks out dog profiles	Chooses a dog	Visits the pet shop and adopts it
TASK LIST	Tasks A. Opens the website. B. Fills out info to create account C. Sign in	Tasks A. Looks at the home page B. Searches for dogs C. Applies filters required	Tasks A. Open pet profiles. B. Read info, see pics, videos reviews.	Tasks A. Takes suggestions from her family B. Chooses a dog C. Makes an appointment	Tasks A. Visit the animal shelter B. Interacts with the pet C. Adopts the pet
FEELING ADJECTIVE	User emotions Hopeful to find a dog. Excited to try the website. Confused while filling the details. Accomplished after signing in.	User emotions Excited and curious looking at the homepage. Frustrated while applying the filters.	User emotions Happy and excited to see many pets. Confused with the reviews. Frustrated with insufficient information. Skeptical if the info is correct.	User emotions Accomplished after choosing a pet. Confused with so many options. Disappointed to not find what he wanted.	User emotions Excited to meet the dog. Frustrated while finding the address. Happy to see the dog.
IMPROVEMENT OPPORTUNITIES	Area to improve Make the sign in process simple and easy to understand. Take only necessary information. Provide multiple sign in options.	Area to improve Make the home page interesting. Provide as many filters as possible. Make the search process easy and clear.	Area to improve Provide videos and photos of the pets. Provide all the necessary information clearly. Maintain authenticity. Reviews for each pet and the animal shelters.	Area to improve Newly arrived pets information should be updated as soon as possible	Area to improve Provide clear address of the animal shelter

Sitemap



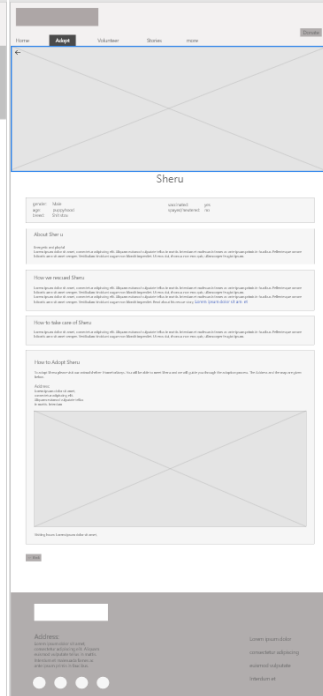
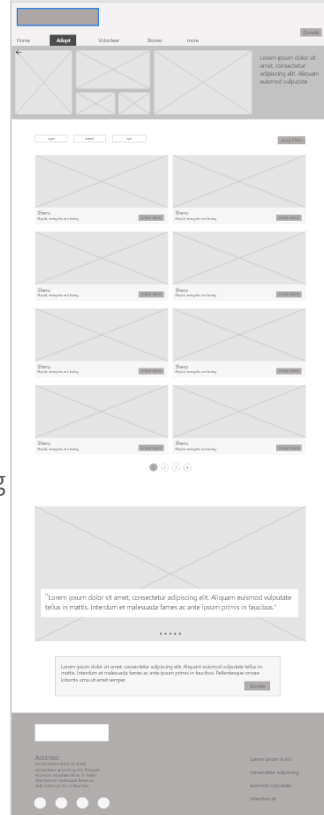
Paper wireframes

These are the paper wireframes for the homepage, adopt page, and pet info page.



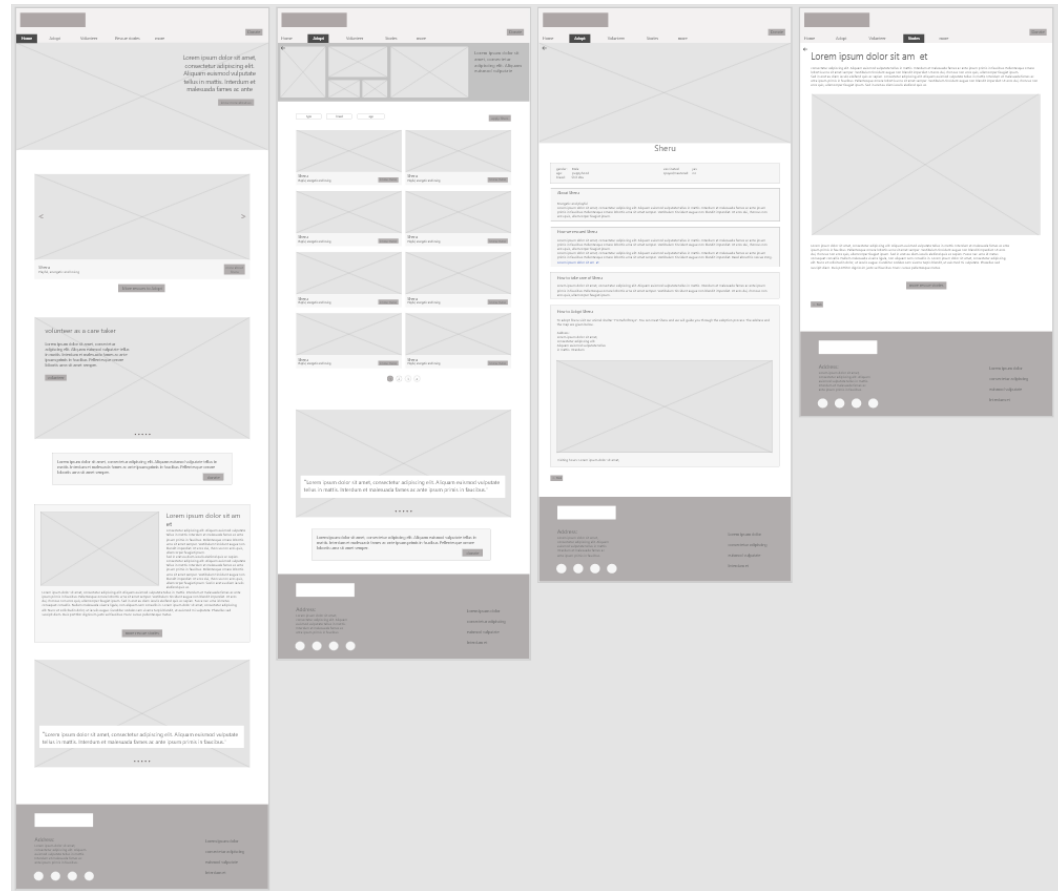
Digital wireframes

The homepage,
adoption page,
animal profile,
rescue story of the
website.



Digital wireframe screen size variation(s)

This is the digital wireframe
for tablet



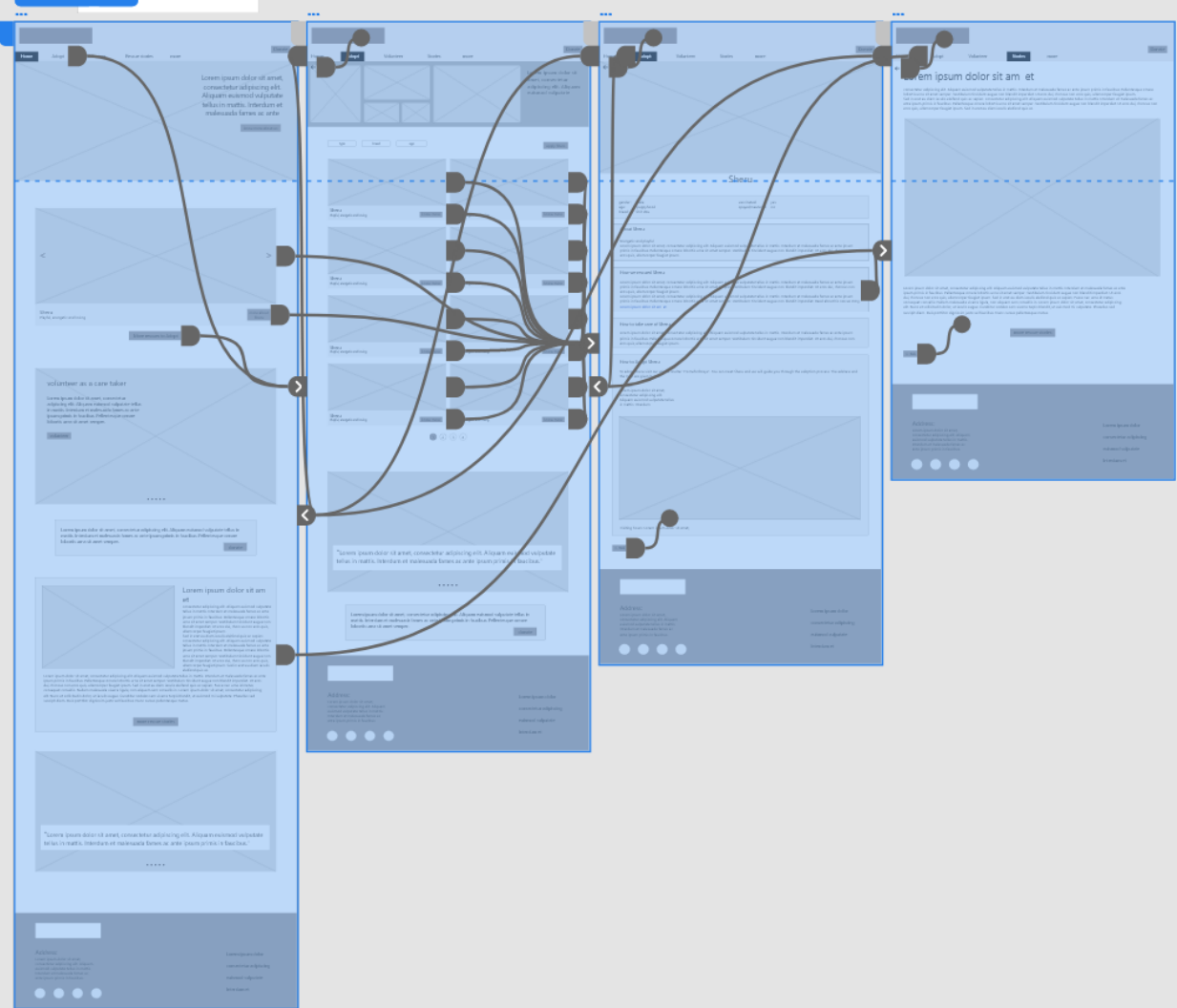
Low-fidelity prototype

Link to low-fi prototype
of desktop screen:

<https://xd.adobe.com/view/74a600e8-8d5c-4cf2-9ee3-7d2190a676b1-21f5/?fullscreen>

Link to high-fi prototype
of tablet screen:

<https://xd.adobe.com/view/ddd5b4c0-5b3e-40f9-b9dc-8698c7c4d228-8886/>



Usability study: parameters



Study type:
moderated usability study



Location:
Hyderabad, remote



Participants:
5 participants



Length:
15-20 minutes

Usability study: findings

During the usability study, I found the below things that needs to be changed in the wireframes.

1

Finding

The text and the buttons
are too big

2

Finding

The “how to adopt”
section needs to be
highlighted.

3

Finding

In the nav bar, its better to
write “rescue stories”
instead of just “stories”

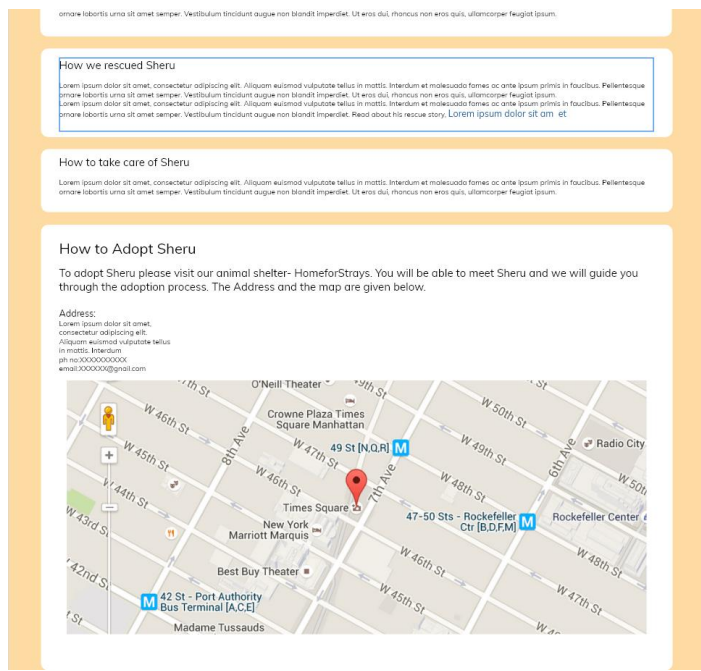
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

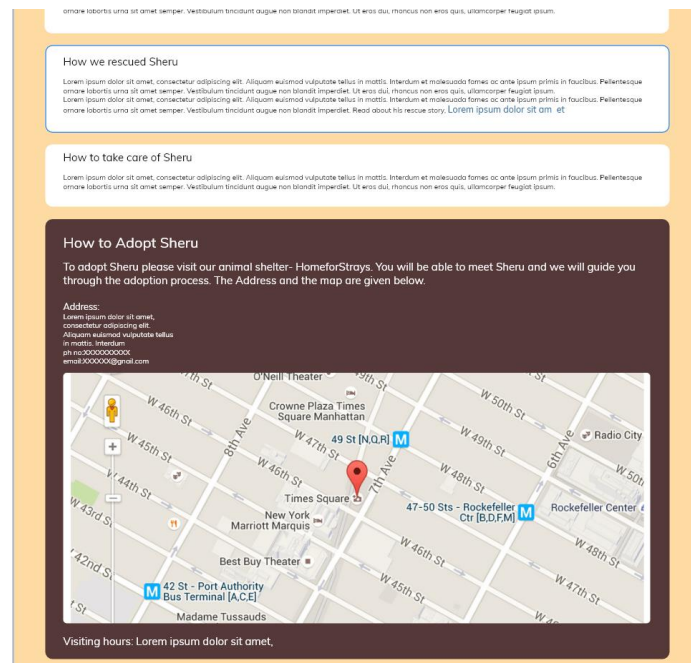
Mockups

The end step, i.e adoption can be done by visiting the animal shelter. The section which provides the address is highlighted to make it more noticeable for the user.

Before usability study



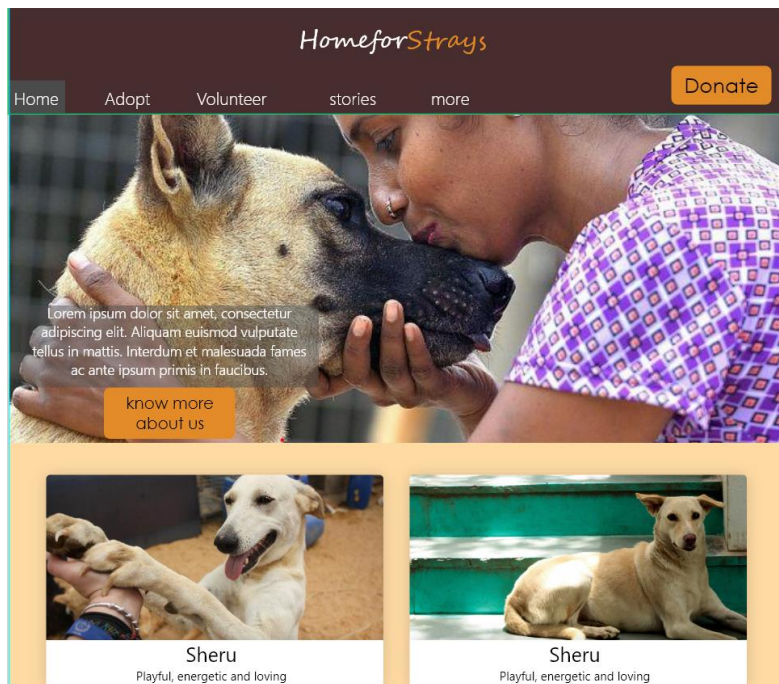
After usability study



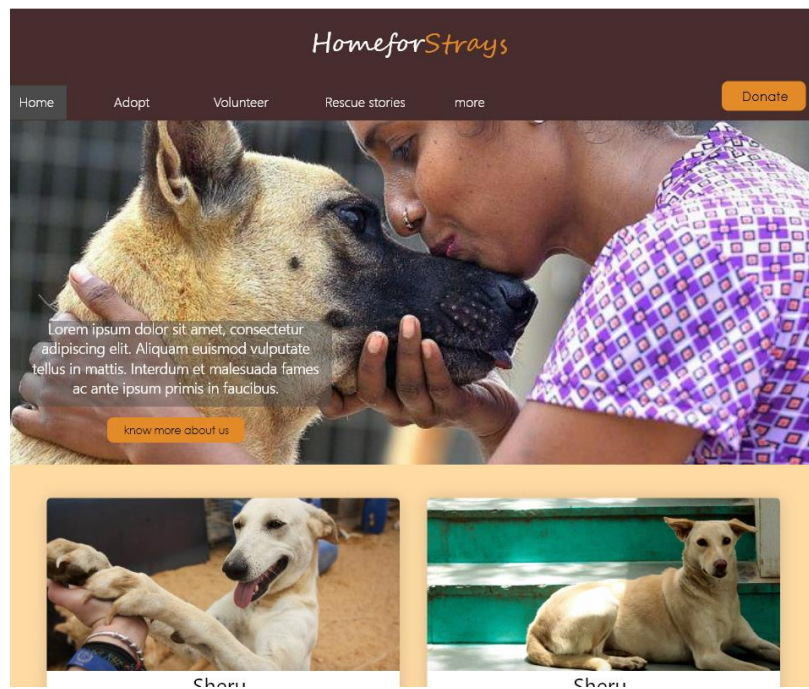
Mockups

The buttons where too big for the screen size, so I changed their size.

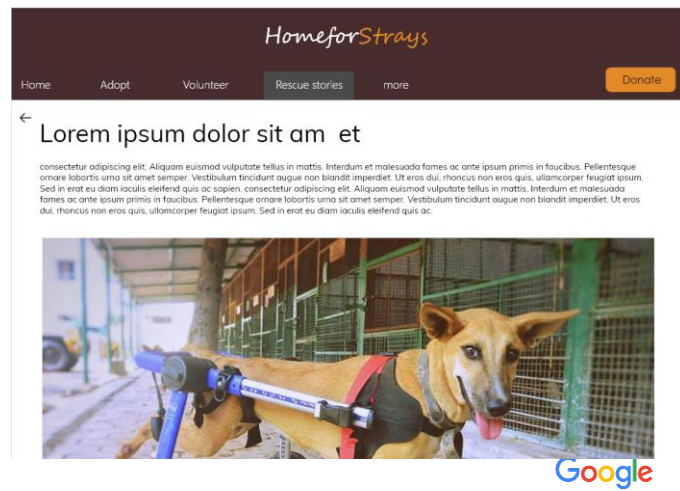
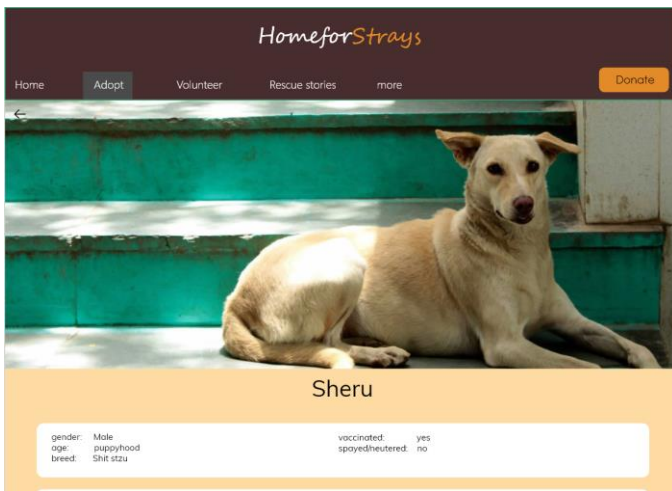
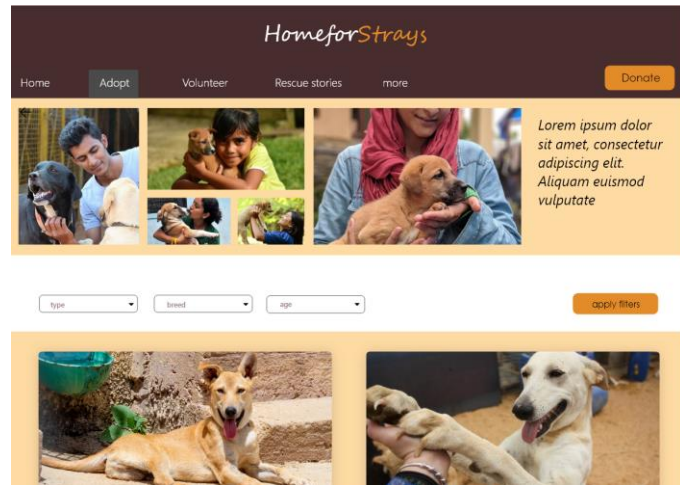
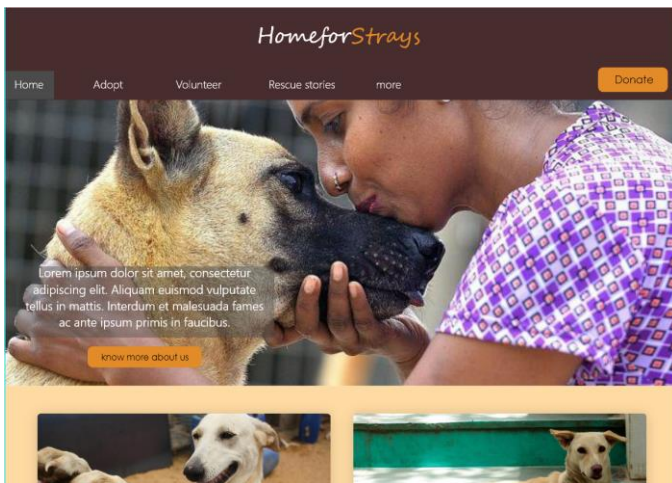
Before usability study



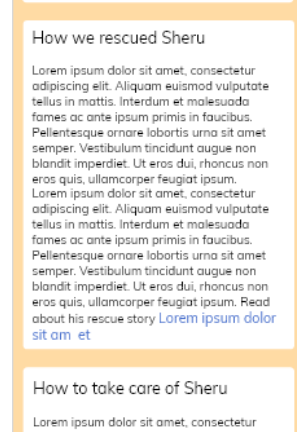
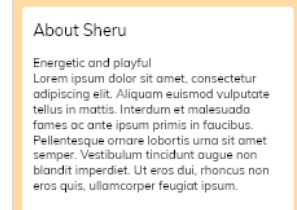
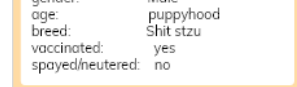
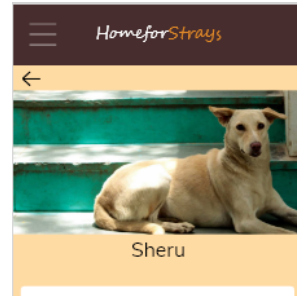
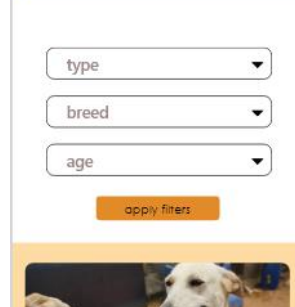
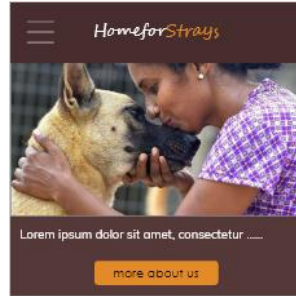
After usability study



Mockups: Original screen size



Mockups: Screen size variations



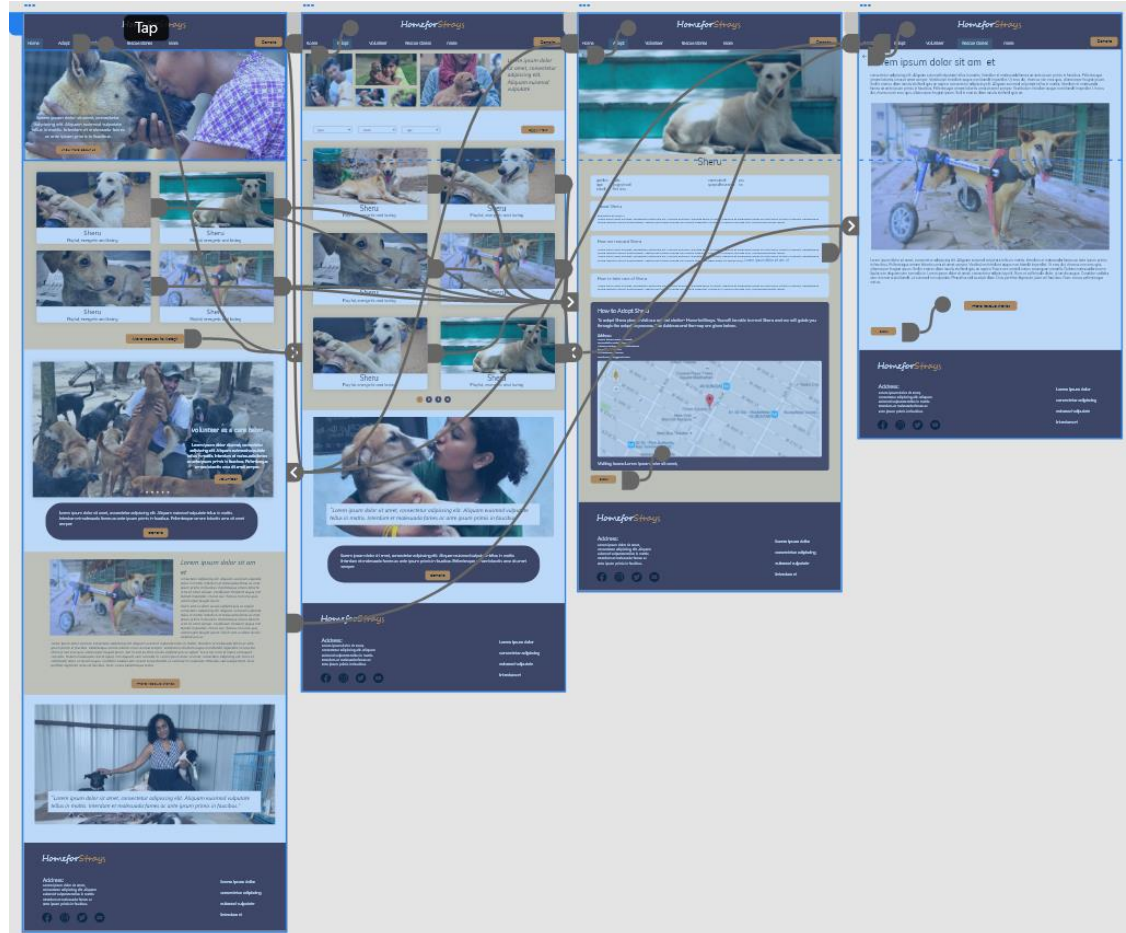
High-fidelity prototype

Desktop screen:

<https://xd.adobe.com/view/c72db239-7cd5-4819-a589-2582434fa04e-927e/?fullscreen>

Mobile screen:

<https://xd.adobe.com/view/a9cc1dbc-a562-4926-bf73-1523fcb559e6-fc9f/?fullscreen>



Accessibility considerations

1

Using big and clear
images

2

Putting emphasis on the
buttons

3

Color contrast

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The designs are simple and easy to understand. With a lot of images, it conveys emotions to the users.



What I learned:

I have learnt the steps and methods involved in the process of designing the user experience of a website/app, how every step in the process matters and how it helps us work on our designs more efficiently. I learnt to explore with different colors and different designs, iterating the design to make it better.

Next steps

1

Now that I have completed the whole process, I would like to iterate through the whole process again and see if I can make some things better.

2

Explore more color combinations with the design

3

Document the process