

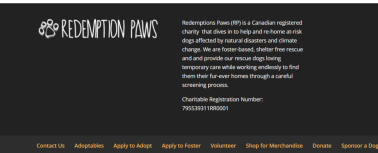


SIMILAR ANIMAL RECUE NON PROFIT ORGANIZATIONS	Competitive Analysis		
	Feature Analysis		
	Feature Analysis	Strengths	Weakness
	Overall website experience	<ul style="list-style-type: none"> - very clear action buttons on the top nav bar - easy navigate and clear layout - responsive web design - nice branding and logo - online adoption form - overall the website serves the purpose and easy for user to find the relevant information 	<ul style="list-style-type: none"> - the font using for buttons on the Nav bar is too small - the home page could redesign to be attractive to users - the footer is messy and need to be redesign - too many words on a few pages, could rearrange the contents
	Overall website experience	<ul style="list-style-type: none"> -Homepage is simple, has a very detailed primary navigation bar. -Hover states drop downs are very distracting. -Good ways to engage user by having a lucky ticket contest, marathon run for cause, e-gifts and greeting cards -up to date website and social media -Clear donate link and ways to pay -Adorable cat pictures -Detailed information about the pets for adoption and previously adopted cats 	<ul style="list-style-type: none"> -Blank color palette -Less micro interaction and animations - Text on the button is too light to read -No logo for the website
	Overall website experience	<ul style="list-style-type: none"> - Great branding as the website lays out the team and their journey in creating Redemption Paws - Inventory system that allows you to filter through adoption options - Embedded forms that make application process easier - Shop that promotes their brand , promote useful dog products - Donation process very simple and easy to use - Adoption stories help you understand previous experiences - Navigation fairly easy to use 	<ul style="list-style-type: none"> - too much white space - Lack of images to cover the white space - Use of colour to make website more warm