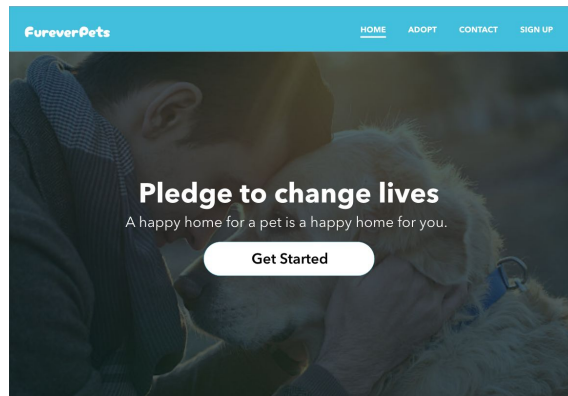# Furever Pets

Tom Rago

# Project overview

**The product:**

Furever Pets is an adoption website. Our goal is to have an easy and fun user experience for anybody looking to help find animals a nice home.

**Project duration:**

November 2021 - December 2021



Google

# Project overview

**The problem:**

Adoption websites are sometimes very cluttered and not user friendly.

**The goal:**

Design a pet adoption website that is very user friendly and easy to navigate.

# Project overview

## My role:

UX Designer leading the Furever Pets website.

## Responsibilities:

Conduction interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accessibility, iterating on designs and responsive design.

Google

# Understanding the user

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

Google

# User research: summary

I conducted interviews with people who have used other adoption websites.  I found that they feel that the websites are sometimes not easy to follow. I want to make Furever Pets a fun, easy to use website.

# User research: pain points

**1**

## Navigation

Pet adoption websites are often cluttered and difficult to follow.

**2**

## Experience

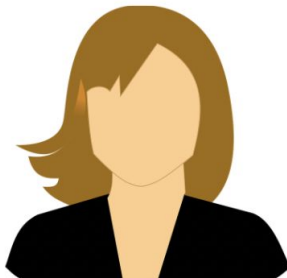Users who aren't tech savvy have trouble using pet adoption websites.

**3**

## Interaction

Websites buttons are sometimes to small for users to see.

Google

# Persona: **Name**

**Problem statement:**

Sarah is a full time nurse who needs an easy to follow, simple pet adoption website so she can help animals find a home.

*"Animal adoption is time consuming sometimes."*

### Goals
- Make pet adoption an easier process.
- Track shelters near the user.

### Frustrations
- "I've adopted animals before and sometimes it be a long process."
- "Pet adoption websites should have more info about the pet."

**Sarah**

| | |
|---|---|
| **Age:** | 23 |
| **Education:** | College |
| **Hometown:** | Levittown, PA |
| **Family:** | Parents |
| **Occupation:** | Nurse |

Sarah is a full time nurse who loves animals and wants to help anyway she can to find homes for animals. She wants a website that is easy to understand and makes the adoption process simple.

Google

# User journey map

I created a user journey map of Sarah's using the site to identify possible pain points and improvement opportunities.
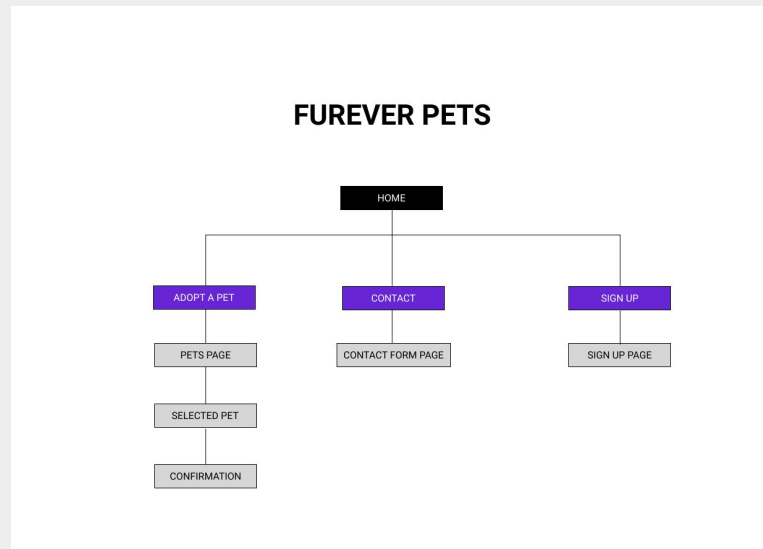
**Persona: Sarah**

Goal: Adopt a pet with an easy user experience.

| ACTION | Download Furever Pets app | Sign up to Furever Pets | Look at the pets available | Fill out information to adopt |
|---|---|---|---|---|
| TASK LIST | Tasks<br><br>A. Download the Furever Pets app to find a new pet to adopt. | Tasks<br><br>A. Sign up to Furever Pets to be able to adopt a pet. | Tasks<br><br>A. Go to adopt page and look for a pet. | Tasks<br><br>A. Fill out name, number, email to adopt pet. |
| FEELING ADJECTIVE | User emotions<br>Excited | User emotions<br>Anxious | User emotions<br>Happy | User emotions<br>Nothing |
| IMPROVEMENT OPPORTUNITIES | Area to improve<br>Nothing | Area to improve<br>Nothing | Area to improve<br>Nothing | Area to improve<br>Nothing |

# Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

# Sitemap

I I want to make navigation easy for the user. So I created a sitemap to show the flow of the site.



**FUREVER PETS**

HOME

ADOPT A PET | CONTACT | SIGN UP

PETS PAGE | CONTACT FORM PAGE | SIGN UP PAGE

SELECTED PET

CONFIRMATION

# Paper wireframes

I sketched out my paper
wireframes keeping in mind
to make the navigation
simple for the user.
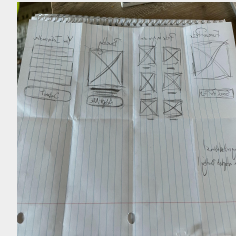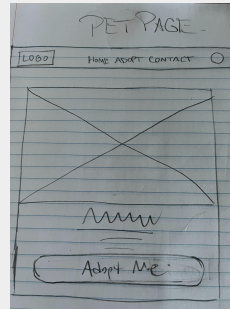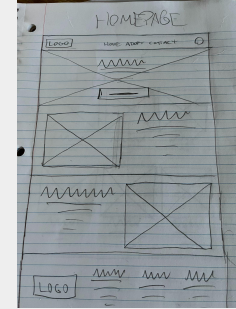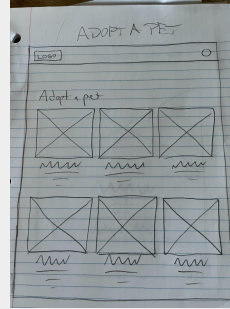
# Digital wireframes

This is the digital wireframe I created. You can see I added a get started button which leads to the adoption page.  The navigation link also leads to the same page.
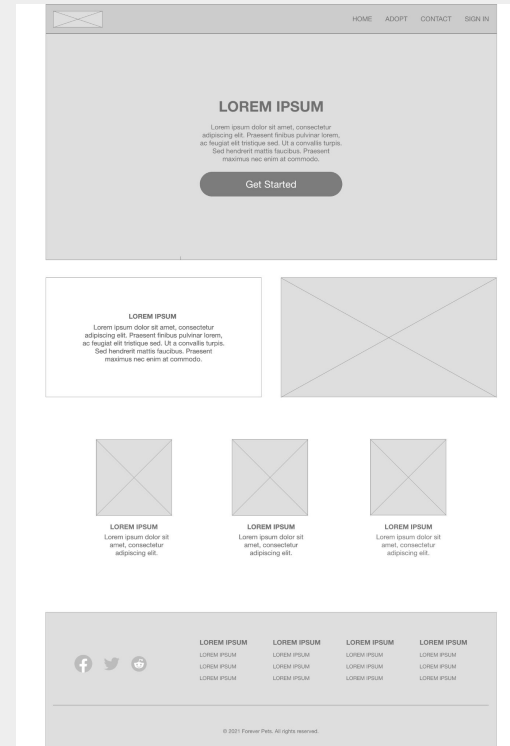
# Digital wireframe screen size variation(s)
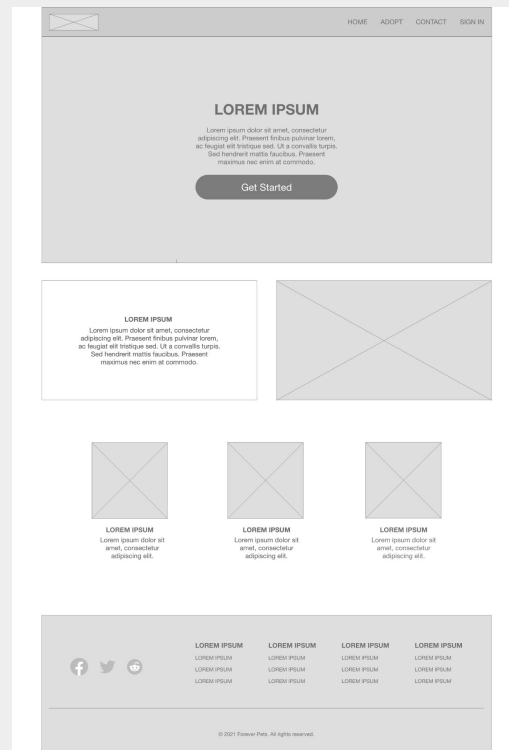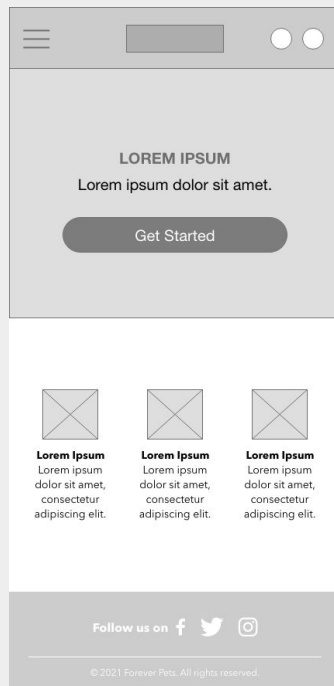
# Low-fidelity prototype

This is the low fidelity prototype showing the user flow of the Furever Pets app.t
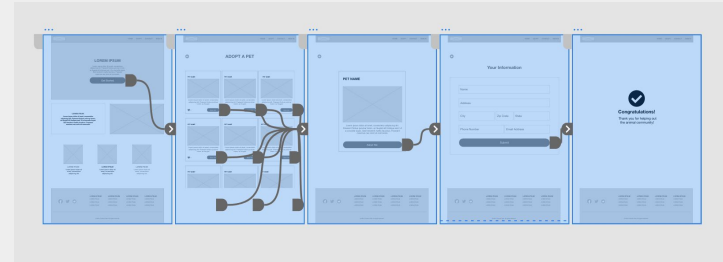


View low fidelity prototype
[here](here).

# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

United States, remote

**Participants:**

3 participants

**Length:**

20-30 minutes

Google

# Usability study: findings

These were the main findings after the usability study:

**1**

**Notifications**

Users said there is no message that appears after your you send a message.

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# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

# Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study
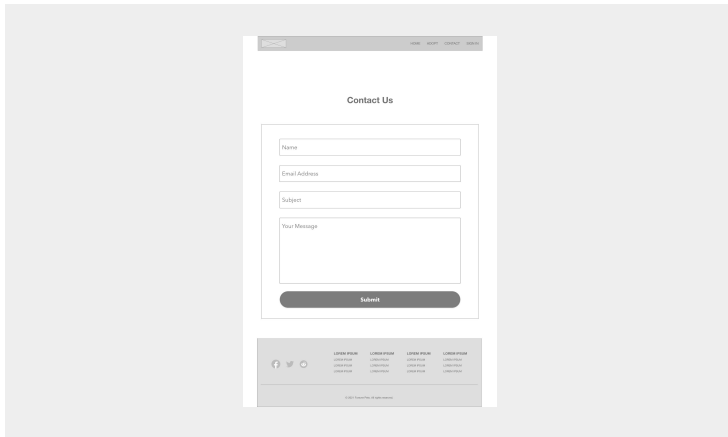
After usability study
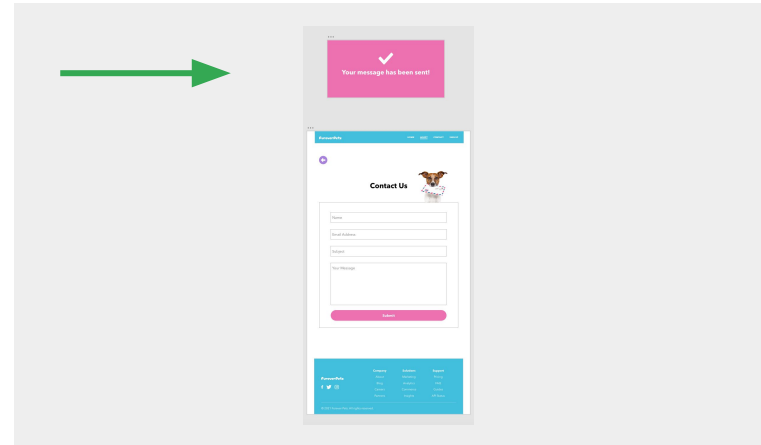
# Mockups: Original screen size

# Mockups: Screen size variations
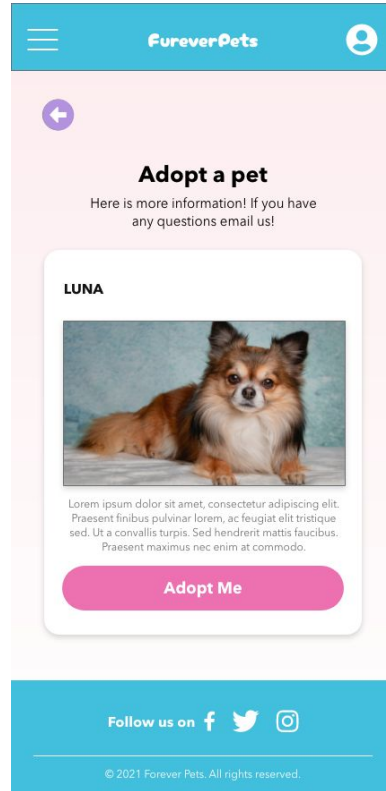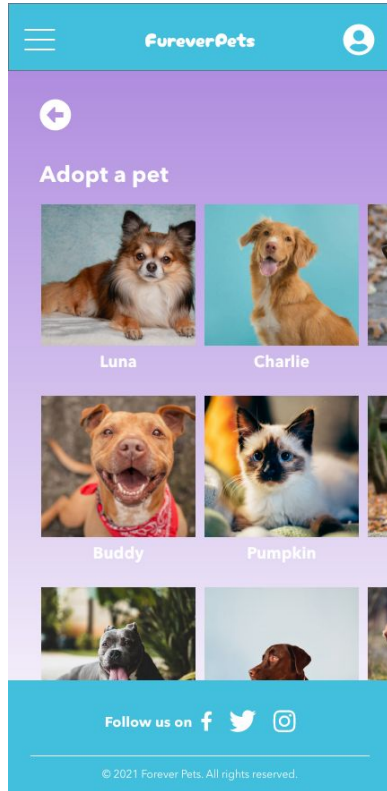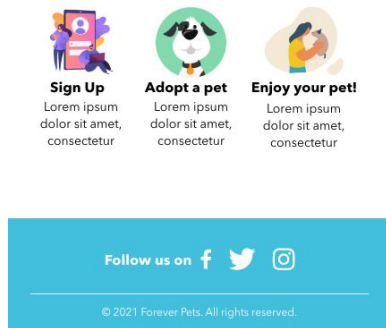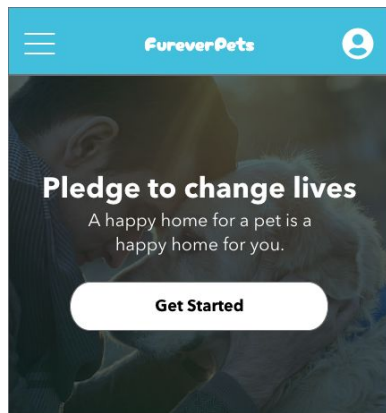
# High-fidelity prototype

This is the high fidelity version of the website. There are a couple changes I added to it. View the high fidelity prototype [here](#).

# Accessibility considerations
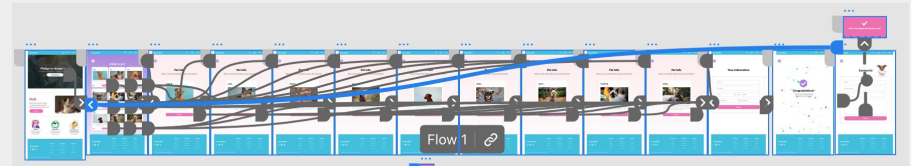
**1**

I used different size texts to show clear visual hierarchy.

**2**

I used icons for clear direction for navigation.

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# Going forward

- Takeaways
- Next steps

Google

# Takeaways

**Impact:**

Our target users shared that the design for Furever Pets was very easy to navigate and was not cluttered.

**What I learned:**

I learned that sometimes less is more. A website that is filled up confuses users which is something we want to avoid.

# Next steps

**1**

Conduct follow up usability testing on the new website.

**2**

Identify any additional areas of need and ideate on new features.

Google

# Let's connect!

Thank you for reviewing my work on Furever Pets!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: tomrago580@gmail.com

Website: www.tomragocreations.com

Google