

Furever Pets

Tom Rago

Project overview



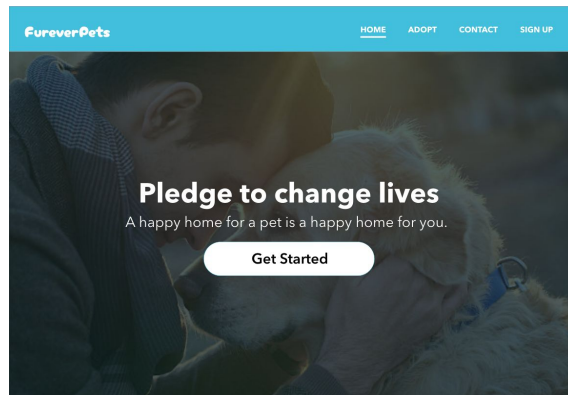
The product:

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



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.

Understanding the user

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

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

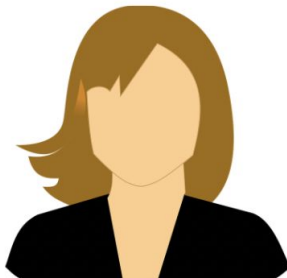
Interaction

Websites buttons are sometimes too small for users to see.

Persona: Sarah

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.



Sarah

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

"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 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.

User journey map

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

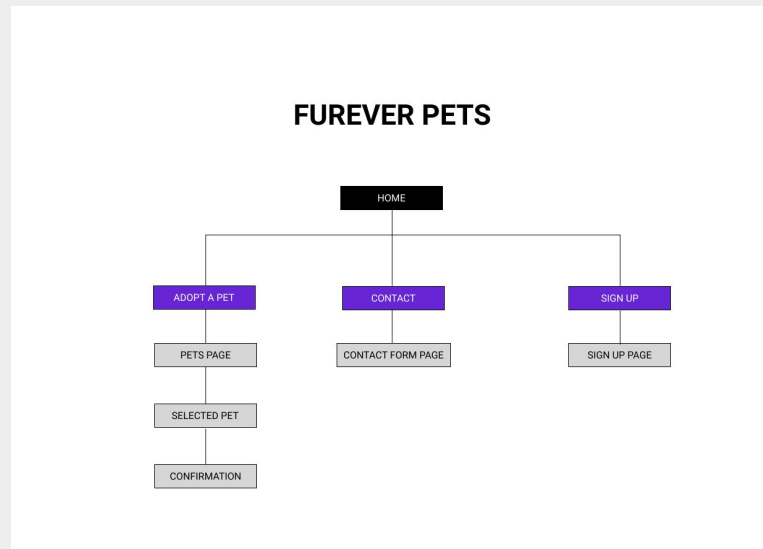
Persona: Sarah

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 A. Download the Furever Pets app to find a new pet to adopt.	Tasks A. Sign up to Furever Pets to be able to adopt a pet.	Tasks A. Go to adopt page and look for a pet.	Tasks A. Fill out name, number, email to adopt pet.
FEELING ADJECTIVE	User emotions Excited	User emotions Anxious	User emotions Happy	User emotions Nothing
IMPROVEMENT OPPORTUNITIES	Area to improve Nothing	Area to improve Nothing	Area to improve Nothing	Area to improve Nothing

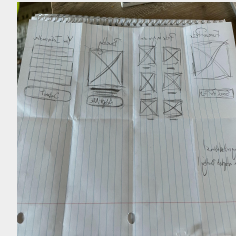
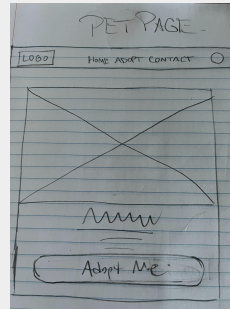
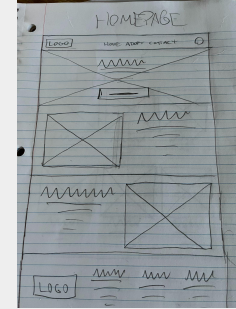
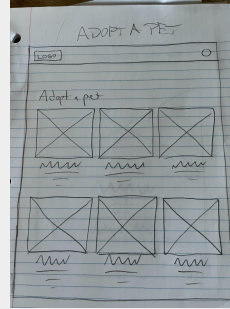
Sitemap

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



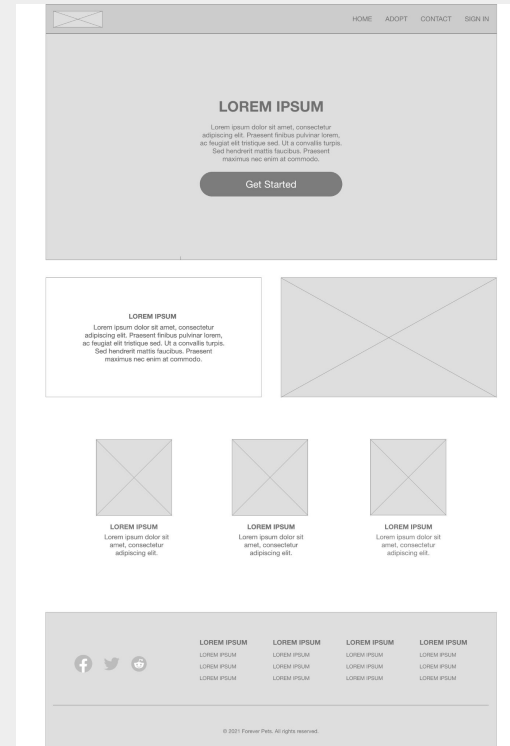
Paper wireframes

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

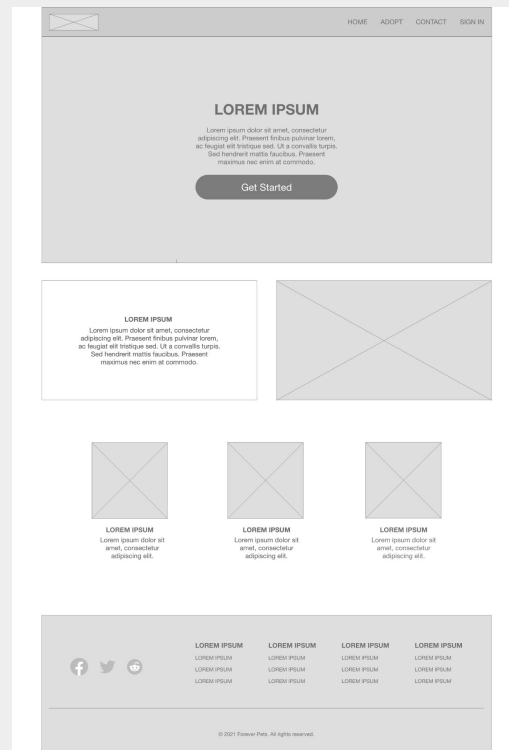
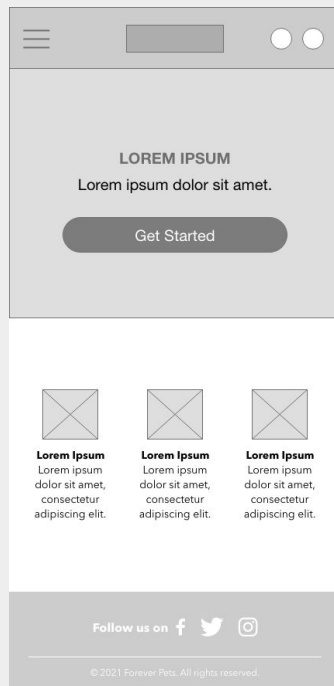


Digital wireframes

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.

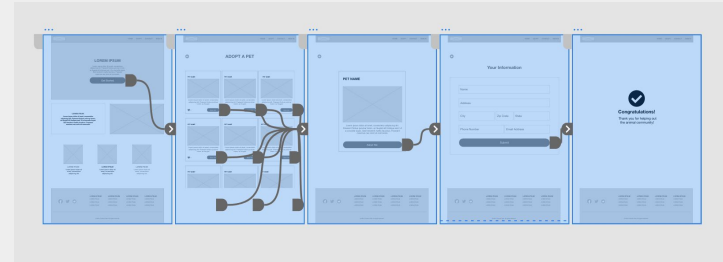


Digital wireframe screen size variation(s)



Low-fidelity prototype

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



View low fidelity prototype [here](#).

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

3 participants



Length:

20-30 minutes

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.

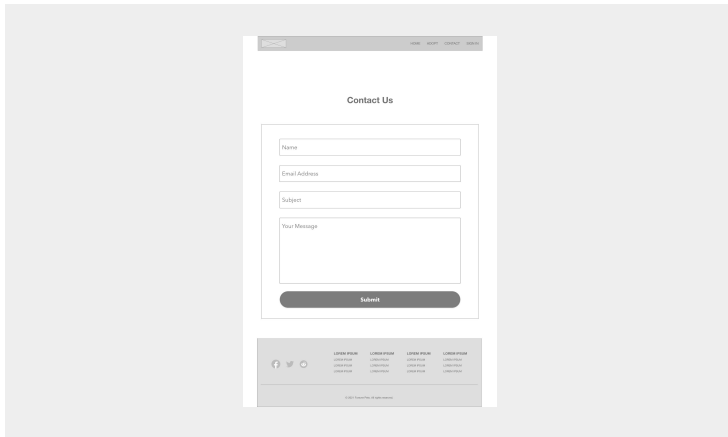
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

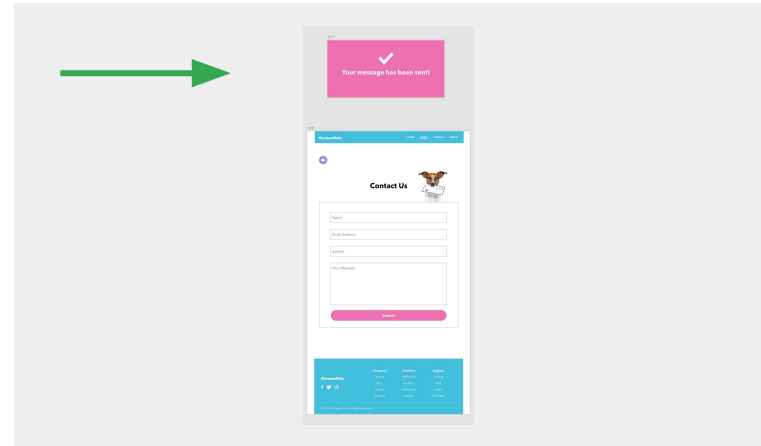
Mockups

After the usability study I added a notification that pops up after sending message.

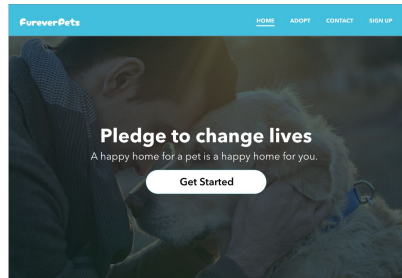
Before usability study



After usability study



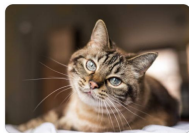
Mockups: Original screen size



Donate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent finibus pulvinar lorem.

Donate



Sign Up

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Adopt a pet

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Enjoy your pet

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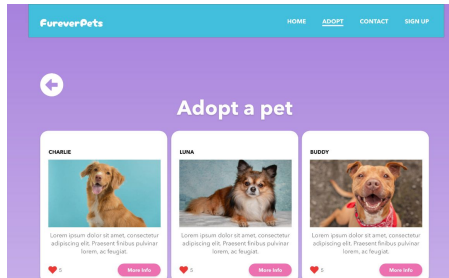
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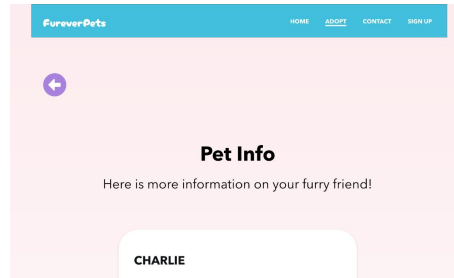
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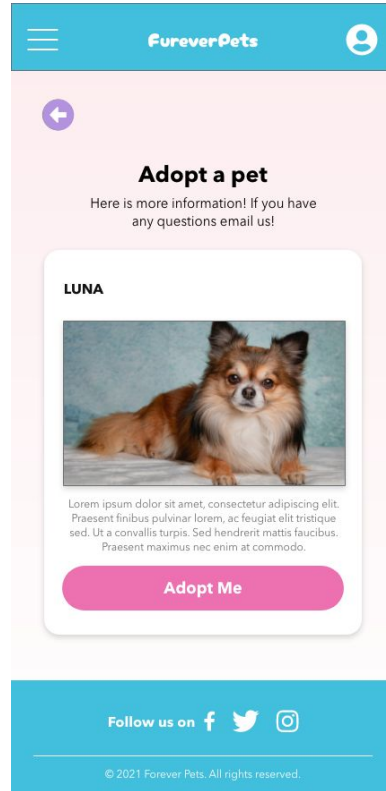
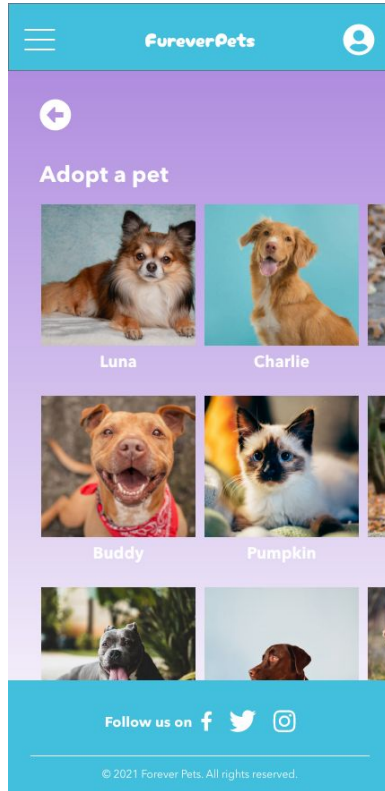
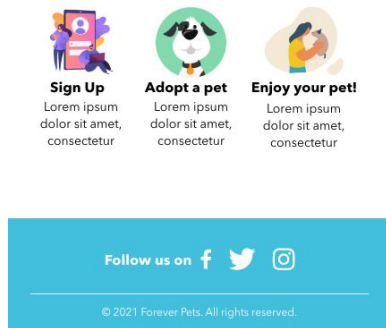
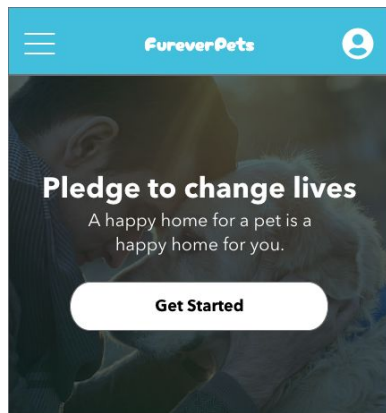
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Mockups: Screen size variations

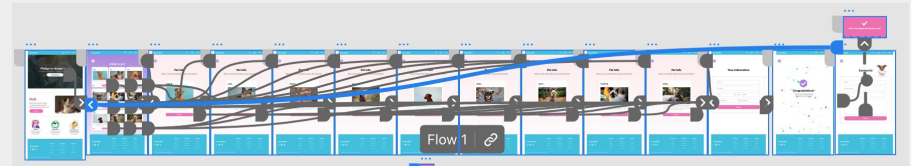


High-fidelity prototype

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.

Going forward

- Takeaways
- Next steps

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.

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:

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Website: www.tomragocreations.com