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Project Proposal

Project Overview

      For this project, I propose to develop the information architecture for an animal rescue and adoption agency website. This site will primarily feature adoptable animals, containing a database of hundreds of animals to choose from. Thus, potential adopters should be able to navigate through different animals and breeds with ease. Additionally, the site will provide information on fostering animals, adoption and fundraising events, and instructions for those wishing to donate. The contexts of use for this site will vary across users with different intentions, and thus the navigation should allow for these disparate goals.

Major Content Items

- **Animals for Adoption:**
  - Dogs
  - Cats
  - Rabbits
  - Birds
  - Search for an Animal

  In this section, I would suggest including all current animals that are available for adoption. Users can navigate by searching for a certain animal, and are later also given the option to further narrow these results by breed, gender, size, etc.

- **How to Adopt:**
  - Adoption Procedure
  - Adoption Application
  - Adoption FAQ

  In this section, users can find all the information they need regarding adoption. They can read about the procedure, complete and submit an adoption application, as well as read from a list of FAQs.

- **Foster**
  - Foster procedure
  - Foster application
  - Foster FAQ
  - Foster resources

In this section, users can gain information on how to foster an animal. Prospective fosters are able to complete and submit a foster application, read through the procedure, or read from a list of FAQs. Current fosters can also find information in this option, like where to get more resources for their foster pets.

- **Events**
  - Adoption Events
  - Fundraising Events
  - Request an Event

In this section, users can find information on any events that the agency is putting on or participating in. Additionally, users can request an event through this category.

- **Donate**
  - Donate today
  - Sponsor an Animal
  - Supplies Donations

In this section, users can find information regarding how to donate to the agency. They can donate online or get information regarding how to donate supplies to the shelter.

- **Contact**
  - Hours and Location
  - Contact Us
  - Staff
  - Career Opportunities
  - Volunteer Opportunities

In this section, users can find basic contact and location information about the agency. They can also look into current agency staff members and career or volunteer opportunities through this category.

Use Scenarios

Use Scenario #1: Charlotte wants to adopt a dog. She would like to search through a list of adoptable dogs in her area to see if there are any that might be a good fit for her. Charlotte would even consider filling out and submitting an application for a dog if she thought she had found the right one.

Use Scenario #2: Daniel is a business owner. He has wanted to partner with an animal shelter near his business for a while to host an event, but he isn't sure who to contact about it. Daniel would be willing to submit an event request if he found a shelter that was also willing to participate with his business.

Use Scenario #3: Lauren loves cats. She has two cats of her own and is currently fostering a third for an adoption agency across town. However, the foster cat recently started getting sick and Lauren isn't sure what to do. She would like to contact the shelter to get information regarding where to take the cat to get treated.