Project 1: Website Redesign - WAIF

Peyton Wood - Design 360

Brand Audit - Website Questionnaire

What **top 2 current** business goals do you want to achieve with this website? (immediate needs)
- Relevant website organization
- Make information more readily available to the users

What **top 2 future** goals do you want to achieve with your new website (long-term)
- More views from users
- More adoption of pets

What do you think customers **first** want to see when they visit the website?
- WAIF's mission statement
- Information on adoptable pets

Who are the different user groups that would be using this site? And for what reasons?
- People looking to adopt pets locally
- People looking for pet licenses
- People looking for information on WAIF's thrift stores
- People, particularly local high school students, looking to volunteer and get community service
- People looking to donate

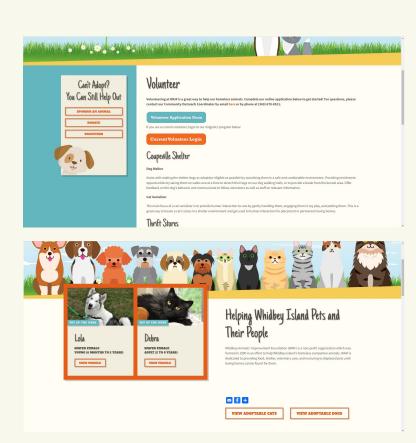List and requirements or must-haves for the new website.
- An about section at the beginning with their mission statement
- Place for donation
- Pages with information on adoptable pets
- Section of announcements
- Section where people can apply to volunteer
- Pages for their various resources (thrift stores, pet licenses, events, contact, etc.)

Brand Audit - Offering

WAIF Offers:
- Pet Adoption
- Pet Licensing
- Volunteer Opportunities
- Donation Opportunities
- Various Programs
- Events

WAIF provides a lot to their community. As someone who has lived on Whidbey Island for many years, WAIF holds a special place in the hearts of many Whidbey residents. Many high school students in the area will volunteer at WAIF for community service hours. WAIF is the main place where Whidbey residents adopt their animals as well. Event though they offer a lot to the community, it isn't heavily advertised.

Brand Audit - Competition

Competition:

- NOAH
- PetSmart
- Camano Animal Shelter

There isn't a lot of local competition, as they seem to be the main adoption center for the Whidbey Island area. These are a few other local companies, including the local PetSmart that provides adoption services

Brand Audit - Everything Else

Audience:

- Local people looking for pet adoption
- Local people looking for volunteer opportunities

Positioning:

- Very local to Whidbey
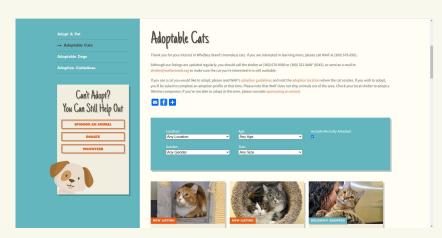 - Closer than something like PetSmart

Messaging:

- "WAIF is dedicated to providing food, shelter, veterinary care, and nurturing to displaced pets until loving homes can be found for them" - WAIF website
  - Messaging is very clear

Communication:

- Communicate through their announcement page on their website
- Post updates on their Facebook and Instagram

Assets:

- Photography, illustrations, copy text
- Not sure about advertising assets

Brand Audit - Content Outline

Homepage:

- Top banner w/ logo and navigation
- Pets of the Week
- Mission statement
- "View adoptable cats/dogs" buttons
- "Get involved with WAIF"
    - Volunteer
    - Donate
    - Programs
    - Events
    - Shop
- WAIF Tails Blog post
- Announcements section
- "Sign up for email updates"
- "About WAIF," "Pet Licensing," and "View Resources" buttons
- Footer

Secondary Pages:

- About WAIF
    - Information
    - Board of directors
    - Management staff
    - "Can't adopt? You can still help out"
        - Sponsor an animal
        - Donate
        - Volunteer
    - "About WAIF," "Pet Licensing," and "View Resources" buttons
    - Footer
- Adoptable Cats
    - Information section
    - Sorting capabilities
    - Cats + information
    - "Can't adopt? You can still help out"
        - Sponsor an animal
        - Donate
        - Volunteer
    - "About WAIF," "Pet Licensing," and "View Resources" buttons
    - Footer

- Adoptable Dogs
    - Information section
    - Sorting capabilities
    - Dogs + information
    - "Can't adopt? You can still help out"
        - Sponsor an animal
        - Donate
        - Volunteer
    - "About WAIF," "Pet Licensing," and "View Resources" buttons
    - Footer

Tertiary Pages:

- Contact
- Donate Today!
- Events
- Lost a pet?
- News
- Pet Licensing
- Programs
- Resources
- Thrift stores
- Volunteer

Brand Audit - Personas

Josh Daniels

17 years old
High School Student
Oak Harbor, Washington

Goals:
-   Complete necessary volunteer hours for school
-   Have fun and spend time with some cute animals

Background:
-   Josh is a student at Oak Harbor High School. Part of his graduation requirements as a student is to complete 2 hours of community service each trimester. Josh is hoping to volunteer at the local animal shelter, WAIF. Josh likes hanging out with his friends, and playing with his own pets. Josh has two dogs and one cat, along with his sister's pet fish.

Relationships:
-   Josh has two dogs, a cat, and a fish. Josh lives with his two sisters and their parents, both of whom work at the hospital on the local navy base.

Emily Jacobs

33 years old
Real Estate Agent, Mother
Coupeville, Washington

Goals:
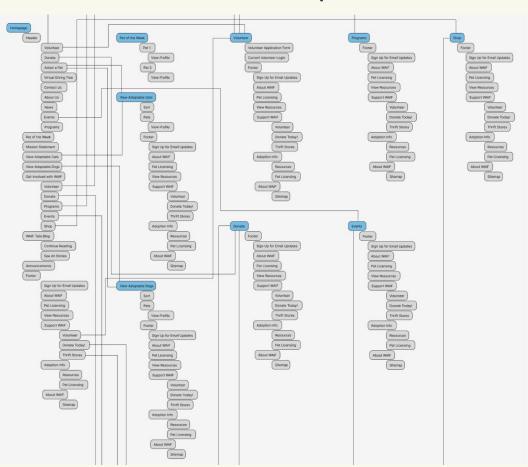-   Adopt a cat for her two daughters
-   Find a friendly family pet

Background:
-   Emily works at a local real estate office and is looking for a cat for she and her twin daughters. The family currently has one catt, but is looking for another to expand their family.
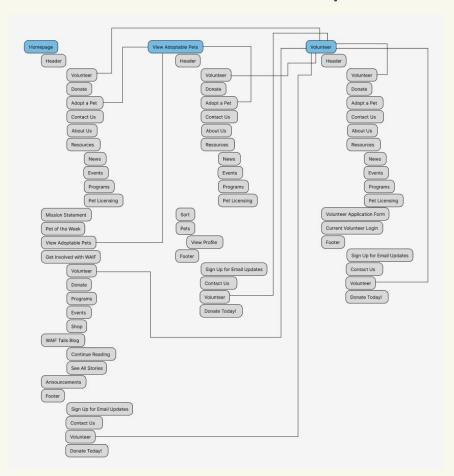
Relationships:
-   Emily lives with her husband and their two twin daughters, along with their current cat, Mittens.

Brand Audit - Sitemaps

Old Sitemap

Brand Audit - Sitemaps

New Sitemap

When making my new wireframe I decided to remove a lot of the extra content, condensing a lot of the pages into one.

Prototype - Wireframes

With the wireframes I wanted to get rid of a lot of the clutter I felt the original website had. I worked to simplify the navigation bar and the footer, making the most important information more readily available.

I decided to include the homepage, the cat adoption page, and the volunteer page in my prototype. I worked to keep the pages clean and organized. On the volunteer page I decided to include the volunteer application form, rather than having the user go to a separate page.
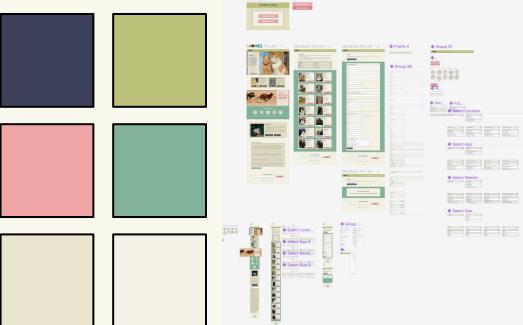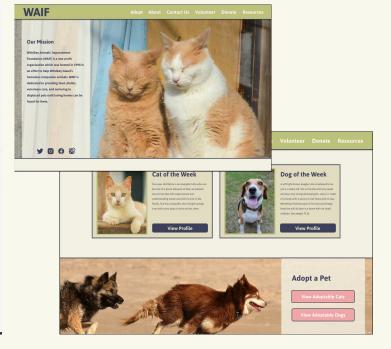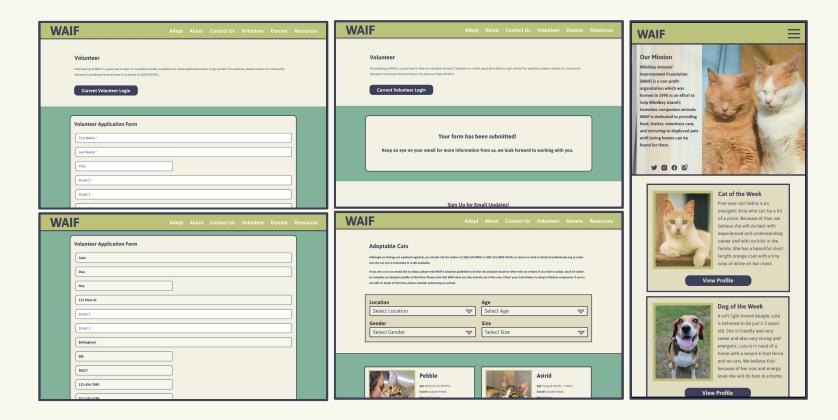
Prototype - Finished Product

Prototype Link:

https://www.figma.com/proto/zq73Wx5XFyZ3xvFBYM8VIL/WAIF-Wireframes?page-id=0%3A1&node-id=104%3A1085&viewport=125%2C226%2C0.06&scaling=min-zoom&starting-point-node-id=104%3A1085

Color Palette:

Prototype - Finished Product

Prototype - Usability Testing

Through my usability test I was able to see that quite a few of my buttons on the original prototype didn't work. Some people felt that some of the text was too large/small on the mobile version so I was able to adjust that. Some other things pointed out included buttons not being properly linked, or some being linked to the wrong page. Some pages also didn't have a static nav bar at the top when they should have.