

Z515 Information Architecture

Client: Exotic Feline Rescue Center

URL:

<http://www.exoticfelinerescuecenter.org>

Redesigned framework:

<https://www.lucidchart.com/documents/view/1fe913c4-5d3a-43da-b326-59abd5fd10b0>

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(1) Strategy documents

Project brief

The EFRC (Exotic Feline Rescue Center) was founded in 1991 as a nonprofit organization dedicated to the rescue of exotic felines who have been abused, abandoned, mistreated or otherwise homeless. It owns 108 acres of land in Center Point, Indiana where a staff of 15 employees, interns and volunteers care daily for about 200 big cats from 9 different species. It is one of the largest rescue centers in the United States for abused, unwanted and neglected exotic felines.

Business Objectives

- Increase the total amount of the donation to provide more exotic felines a better habitat
- Educate the public about the EFRC's goals, services, and knowledge about these beautiful cats
- Increase the reputation of the rescue center

Project Objectives

- Get more donations through the website by attracting a larger audience to the site
- Increase the number of visitors to the center
- Educate the public about exotic felines by showing them lives of the felines
- Increase the reputation of the rescue center

Functional Specification

- Provide a clear information about the center and its events

The website will direct the user to the target pages without confusing users with similar label names for different pages or overwhelming the users with too much duplicate information.

Information about the center will be displayed in simple and concise way. All the special events will be displayed in reverse chronological order. Current and future events should be highlighted. Users who visit this site can easily find the ongoing events and make a schedule for the events they are interested in. News about the EFRC will also be displayed in the same way. All the news about the center and felines should be classified and ordered in a reverse chronological way.

- Offer diverse easy donation methods with step by step instructions to the audience

Since donation is an important income source for the organization, each method for the donation should provide an instruction with it. Users can find the noticeable and clear Link to Donate. Providing straightforward details about how the center uses donations, and who endorses them can convince more people to donate.

- Provide videos and images for different types of felines to the audience

Users can directly watch the videos or browse the images inside this site. Videos and images are grouped by the type of the cats and should be ordered according to the timeline. Videos are the most efficient tools for teaching the audience. Users can acquire a lot of knowledge about the organization and feline in a short time. Some videos or images also need some text description on the webpage.

User demographics

The target audience for this rescue center website is any individual who is interested in felines and care about animals. They may be local residents or remote online user. They may also be animal protectors, animal right advocates, general public and etc.

They search for online educational information, events and news about animal center and keep a close eye on the lives of animals. Most of those potential users have higher than high school level education and their ages are between 17 and 50. They have the ability to use a computer or mobile devices such as tablets or mobile phones to connect to this site. Maybe they can also donate online. People of this age range are more likely to have or be connected with young children in their families. They will use this site as educational platform for those young kids.

In summary, the following lists the user demographics for this website.

- Age between age 17 and 50
- Interested in felines and animal protection
- Higher than high school education
- Have the ability to use computers or mobile devices

Personas

Primary User

The primary users for this website are those who are looking for information about the center and felines. They visit the site frequently for updated events and news. Some of them probably will go to local center. They would like to get the clear picture about this rescue center and acquire a general knowledge of those felines.

Jessica



"I care about every living creature in the world!"



- Age: 32
- Location: IN
- Married Full-Time Housewife
- Two children under the age of 8



Key goals

- Read summary information about EFRC
- Read stories about how EFRC helps animals
- Find animal videos for child education
- Find the direction to visit the center
- Find out how to donate



We must

- Provide clear direction to the rescue center
- Provide clear information about the special events
- Provide easy access to videos and images about the animals
- Provide clear and easy instructions for donation



Behaviors

- Take care of all the housework
- Teach her children at home
- Doesn't have too much time to read



We must not

- Overwhelm users with too much information
- Put duplicate information on different pages
- Confuse users with complicated navigation layout
- Confuse users with unclear instructions

Secondary User

The secondary users are more likely to be those random online visitors. They look for more general and timely information about felines. They may find this website from a search engine or a link on another site. They search for information about feline rescue stories and volunteer opportunities. They are

not familiar with this website and will not stay on the site for a long period of time.



Dave

"Adventure addict and defender of good destroyer of evil."

- 40 years old
- Location: CA
- Animal trainer, entertainer, and animal rights advocate



Key goals

- Make videos about animal
- Find newest and most useful online information
- Limited time to surf the internet
- Participate in animal protection activities



We must

- Offer the information about the center and felines in a reverse chronological and attractive way
- Provide simple labeling and layout for the website
- Provide clear summary information



Behaviors

- Make television documentaries of animals
- Provide education and training about animals
- Search for news and timely stories about animals online
- Doesn't have too much time to read



We must not

- Overwhelm users with too much information
- Have duplicate information in different locations
- Confuse users with complicated navigation layout

(2) Scope documents

Content inventory

The content inventory for this website is listed in the Table 1 and Table 2. Main contents include:

- The basic information of the center such as mission, responsibility, location, open hours, contact and so on
- Information about the cats in the center, such as description, images and videos for different species
- Historical and current special events and news
- Different donation options and instructions
- Gift shop information
- Volunteer, intern and recruit information and process

Table 1 Content Inventory

Content ID	Descriptive Title	Address	Type	Description
0	n/a	http://www.exoticfelinerescuecenter.org/	text/html	
1	Home	http://www.exoticfelinerescuecenter.org/home.html	text/html/image	Exotic Feline Rescue Center homepage includes brief description about the center, some past events and news, links to social media, and donation and location information.
		https://www.facebook.com/EFRC1991?ref=hl	image	External link to Facebook
		https://instagram.com/exotic_feline_rescue_center	image	External link to Instagram
	keeper-position-open	http://www.exoticfelinerescuecenter.citymax.com/keeper-position-open.html	html	Internal link to keeper position opened to public application
2	About the EFRC	http://www.exoticfelinerescuecenter.org/about.html	text/html	A Brief History of the EFRC, includes its mission, goals and responsibility. Also provide volunteer and news information.
2.1	Mission	http://www.exoticfelinerescuecenter.org/mission.html	text/html/image	EFRC Mission
2.2	Stats & Facts	http://www.exoticfelinerescuecenter.org/stats_facts.html	text/html	Stats & Facts
2.3	In the News	http://www.exoticfelinerescuecenter.org/in-the-news.html	text/html	Links to the cats video published by outside media on YouTube
2.3.1	Joe's Big Cat Kingdom	http://www.exoticfelinerescuecenter.org/releases/release/8975213/28060.htm	text/html	Links to Joe's Big Cat Kingdom videos on YouTube (outside media)

2.4	Rescues	http://www.exoticfelinerescuecenter.org/rescues.html	text/html	EFRC rescue stories (includes images and videos)
2.4.1	Miami County February 2010	http://www.exoticfelinerescuecenter.org/rescuephotos.html	text/html	Miami County February 2010
2.4.2	Zoe Cougar	http://www.exoticfelinerescuecenter.org/zoe-cougar.html	text/html	Zoe Cougar
2.4.3	Idaville Seven May 2012	http://www.exoticfelinerescuecenter.org/idaville_seven_may_2012.html	text/html	Idaville Seven May 2012
2.4.4	2014 New York Rescue	http://www.exoticfelinerescuecenter.org/2014-new-york-rescue.html	text/html	2014 New York Rescue
2.5	Education Outreach & Intern	http://www.exoticfelinerescuecenter.org/education.html	text/html/image	Education class, field trips and internships information
2.6	Volunteer	http://www.exoticfelinerescuecenter.org/page/page/5736325.htm	text/html/image	Volunteer requirements and orientation
2.7	EFRC E-News	http://www.exoticfelinerescuecenter.org/page/page/4358613.htm	text/html	EFRC E-News
		http://www.exoticfelinerescuecenter.org/newsletters/newsletter/4358613/95512.htm	text/html	91 E-News from May 2010 to September 2015 for the events and stories in each month ordered from the newest to the oldest
		...	text/html	
		http://www.exoticfelinerescuecenter.org/newsletters/newsletter/4358613/39177.htm	text/html	33 newsletters from Summer 1998 to Summer 2015 and 2 newsletters per year ordered from the oldest to newest
2.8	Cat Tales Newsletter	http://www.exoticfelinerescuecenter.org/cattales.html	text/html	
	summer 1998	http://www.exoticfelinerescuecenter.citymax.com/f/summer1998.pdf	pdf	
		...	pdf	
	summer 2015	http://www.exoticfelinerescuecenter.citymax.com/f/july-15-newsletter.pdf	pdf	

2.9	Contact Us	http://www.exoticfelinerescuecenter.org/contact.html	text/html	Contact information of the staffs in the center
2.10	FAQs	http://www.exoticfelinerescuecenter.org/faq.html	text/html	Regular asked questions and answers
2.11	Friends of the EFRC	http://www.exoticfelinerescuecenter.org/friends.html	text/html/image	external links to official website of those friends with the EFRC
2.12	Overnight Calendar	http://www.exoticfelinerescuecenter.org/page/page/8890837.htm	text/html	Staff only page (password required)
2.13	EFRC Staff Calendar	http://www.exoticfelinerescuecenter.org/page/page/8525392.htm	text/html	Staff only page (password required)
3	Visit the EFRC	http://www.exoticfelinerescuecenter.org/visit.html	text/html	Directions, place around the center and overnight accommodation
	Stay Overnight	http://www.exoticfelinerescuecenter.org/overnight.html	text/html/image	Overnight Lodging
3.2	Directions	http://www.exoticfelinerescuecenter.org/directions.html	text/html/image	Directions include driving direction and aerial view
3.3	Places Around the EFRC	http://www.exoticfelinerescuecenter.org/places-around-the-eefrc.html	text/html	Places include restaurants and hotels around the EFRC
4	Donate a Gift	http://www.exoticfelinerescuecenter.org/gift.html	text/html/image	Donate a Gift to the EFRC
	Sponsor a Cat	http://www.exoticfelinerescuecenter.org/catalog/item/4351865/4307669.htm	text/html/image	9 donation ways for different cats or memberships shopping card on each page
	...			
	Pride Membership	http://www.exoticfelinerescuecenter.org/catalog/item/4351865/4307574.htm	text/html/image	
5	EFRC Gift Store	http://www.exoticfelinerescuecenter.org/store.html	text/html/image	EFRC Gift Store
		http://www.exoticfelinerescuecenter.org/catalog/item/4065072/6581335.htm	text/html/image	22 different gifts sold in gift shop such as admission tickets for adult, adult sweatshirts and so on

		...		
		http://www.exoticfelinerescuecenter.org/catalog/item/4065072/10209125.htm	text/html/image	
6	Our Wish List	http://www.exoticfelinerescuecenter.org/wishlist.html	text/html/image	Our Wish List
7	Special Events	http://www.exoticfelinerescuecenter.org/special.html	text/html	Upcoming Special Events
7.1	EFRC Charity Auction	http://www.efrcfundraising.org/home.html	text/html	EFRC Charity Auction
7.2	Dinner in the Penthouse	http://www.exoticfelinerescuecenter.org/dinner-in-the-penthouse.html	text/html	Dinner in the Penthouse
7.3	Spring Fling	http://www.exoticfelinerescuecenter.org/spring-fling.html	text/html	Spring Fling
7.4	5K Run Through the Jungle	http://www.exoticfelinerescuecenter.org/run_through_the_jungle_5k.html	text/html	5K Run Through the Jungle
7.5	Evening Roar	http://www.exoticfelinerescuecenter.org/evening_roar.html	text/html	Evening Roar
7.6	Summer Safari	http://www.exoticfelinerescuecenter.org/summer_safari.html	text/html	Summer Safari
7.7	Camp Roar	http://www.exoticfelinerescuecenter.org/camp-.html	text/html	Camp Roar
7.8	Rescue Ride	http://www.exoticfelinerescuecenter.org/rescue_ride.html	text/html	Rescue Ride
7.9	Fall Fest	http://www.exoticfelinerescuecenter.org/fall_fest.html	text/html	Fall Fest
7.1	Pumpkin Party	http://www.exoticfelinerescuecenter.org/pumpkin_party.html	text/html	Pumpkin Party
7.11	Masquerade Ball	http://www.exoticfelinerescuecenter.org/masquerade-ball.html	text/html	Masquerade Ball

7.12	Winter Wonderland	http://www.exoticfelinerescuecenter.org/winter-wonderland.html	text/html	Winter Wonderland
8	Our Cats	http://www.exoticfelinerescuecenter.org/ourcats.html	text/html	Our Cats
8.1	Photos by Stephen	http://www.exoticfelinerescuecenter.org/page/page/8518185.htm	text/html	Photos by Stephen
8.2	Videos by Stephen	http://www.exoticfelinerescuecenter.org/page/page/8913671.htm	text/html	Videos by Stephen
8.3	EFRC YouTube Videos	http://www.exoticfelinerescuecenter.org/page/page/8908574.htm	text/html	EFRC YouTube Videos

Table 2 Content Audit

Content ID	Descriptive Title	Notes
0	n/a	
1	Home	Too much content in a single page. Important information is placed at the bottom of the page.
	Keeper-position-open	It's better to remove this link and offer this page with a separate label.
2	About the EFRC	
2.1	Mission	All the labels are not properly ordered. Similar label names like "EFRC mission", "Stats & Facts" and others should be grouped into one page. The content type in "Cat Tales Newsletter" is PDF, which is quite slow to load. It's better to separate some labels from the "About the EFRC" as same level labels.
2.2	Stats & Facts	
2.3	In the News	
2.3.1	Joe's Big Cat Kingdom	
2.4	Rescues	
2.4.1	Miami County February 2010	
2.4.2	Zoe Cougar	
2.4.3	Idaville Seven May 2012	
2.4.4	2014 New York Rescue	
2.5	Education Outreach & Intern	
2.6	Volunteer	
2.7	EFRC E-News	

2.8	Cat Tales Newsletter summer 1998	
	summer 2015	
2.9	Contact Us	
2.10	FAQs	
2.11	Friends of the EFRC	
2.12	Overnight Calendar	Open to staff only. Confusing label names for audiences outside
2.13	EFRC Staff Calendar	
3	Visit the EFRC	
3.1	Stay Overnight	
3.2	Directions	
3.3	Places Around the EFRC	
4	Donate a Gift	
	Sponsor a Cat	Label name is not obvious to audience. All the donations are listed in a page without any order or classification
	...	
	Pride Membership	
5	EFRC Gift Store	
		All the gifts are listed in a page without any order or classification. Different products have same image. Admission tickets to the cent are also sold here.
6	Our Wish List	No direct instruction for donating. Users need to find the right number to call them for donation.
7	Special Events	
7.1	EFRC Charity Auction	Link to an external similar website (http://www.efrcfundraising.org/home.html). Users may feel lost and cannot go back to the original site.
7.2	Dinner in the Penthouse	All the events are listed chronologically, but the user cannot distinguish the future events and past events directly. The events shown in the sub label are not consistent with the events showed in "Special Events" page. Some events offer online booking but the no purchase link is offered.
7.3	Spring Fling	
7.4	5K Run Through the Jungle	
7.5	Evening Roar	
7.6	Summer Safari	
7.7	Camp Roar	
7.8	Rescue Ride	
7.9	Fall Fest	
7.10	Pumpkin Party	
7.11	Masquerade Ball	
7.12	Winter Wonderland	
8	Our Cats	Display the videos and images of the cats
8.1	Photos by Stephen	Redirect users to external personal sites for photos and videos.

8.2	Videos by Stephen	Users cannot go back to the website without the "go back" button in the browser. No classification and order for all the cats.
8.3	EFRC YouTube Videos	

Content requirements

Reference ID	Page Name	Core Purpose	User Support	Required Elements and Suggestions.
1	Home	<ul style="list-style-type: none"> Brief introduction for the center Showcase of the most recent events and news Connect the site with social media 	<ul style="list-style-type: none"> Attract users' attention and provide them an impression about the center Give users the notion that the site is updated routinely and is under good management Enable users to find the basic information such as location and open hour of the center 	<ul style="list-style-type: none"> Clean webpage layout Descriptive text Updated or dynamic images and videos Recognizable social media icon Do not direct users to leave current site Do not overwhelm users with too much information Text, image, video, link
2	About Us	<ul style="list-style-type: none"> Detailed introduction about the center's mission, stats & facts. Describe how they rescue felines and how they use the money they received from the public Showcase their corporation with other organizations Provide FAQ Describe their Education opportunity, outreach and internships 	<ul style="list-style-type: none"> Provide user a more deeper understanding about the EFRC Enable user to find out whether the center is using their money properly for animal rescue 	<ul style="list-style-type: none"> Clean webpage layout Detailed information about the center Do not overwhelm users with too much information Text, image, video, link

3	Our cats	<ul style="list-style-type: none"> • Display the cats' life in the center • Educate the audience about the feline • Attract users' to the center and offer donation to the center 	<ul style="list-style-type: none"> • Enable user to watch videos and browse images of cats inside the site • Enable user to search for some type of cats 	<ul style="list-style-type: none"> • Clean webpage Layout • Meaningful classification for different species • Updated content • Detailed description about the cats • Text, image, video
4	Events	<ul style="list-style-type: none"> • Display the special events hold by the center • Attract audience to the center 	<ul style="list-style-type: none"> • Find the upcoming events • Register for the event online 	<ul style="list-style-type: none"> • Clean webpage Layout • Archive content based on time horizon • Distinguishable way to display past and future events • Updated content • Detailed description about special events • Text, image, video
5	News and stories	<ul style="list-style-type: none"> • Display the cats' life in the center • Showcase of the animal protection work done by the staff • Display the social concern to the center 	<ul style="list-style-type: none"> • Enable user to find the news or stories in a specific time • Enable user to search for some news 	<ul style="list-style-type: none"> • Clean webpage Layout • Archive content based on time horizon • Updated content • Detailed and lively description about special news and stories • Text, image, video
6	Donate	<ul style="list-style-type: none"> • Provide multiple easy ways to donate for both money and goods 	<ul style="list-style-type: none"> • Distinguish different donation ways • Enable user to find the instruction for donation • Enable user to finish the donation in fewer steps 	<ul style="list-style-type: none"> • Detailed instruction for multiple donation methods • Easy to follow steps for donation • Thank you messages • Text, image
7	Gifts shop	<ul style="list-style-type: none"> • Provide online gift shopping 	<ul style="list-style-type: none"> • Enable user to find the gifts in different price range • Provide user an easy way to checkout using the shopping cart 	<ul style="list-style-type: none"> • Clean webpage Layout • Meaningful classification • Detailed description about the products • Easy check out using the shopping cart • Text, image

8	Volunteer	<ul style="list-style-type: none"> • Provide requirement and responsibility for volunteer • Provide online application 	<ul style="list-style-type: none"> • Enable user to look for open volunteer opportunity • Enable user to finish the application online 	<ul style="list-style-type: none"> • Detailed information about volunteer recruitment • Clear and easy online application • Text, image
9	Contact us	<ul style="list-style-type: none"> • Provide contact information 	<ul style="list-style-type: none"> • Contact the center for more information 	<ul style="list-style-type: none"> • Accurate contact information (name, phone, email and etc.) • Text, image

(3) Evaluation of website's information architecture

Evaluation

This is the evaluation part for the EFRC website. The EFRC website works as an open platform to connect the rescue center with the outside public. It contains information about the center, the felines, special events and news, donation methods, volunteer and other information. The website includes detailed description about the mission and responsibility of this organization. It also presents the felines' lives, and stories about how EFRC fulfills its rescue work. The website also provides multiple ways for donation.

The LATCH principle, which focus on Location, Alphabet, Time, Category and Hierarchy, is of great use in the organization of information for the website. The website uses a hierarchical structure, and the content in each page is up-to-date and ordered in a chronological order. It's obvious that EFRC cares about the users of this site.

As a nonprofit organization, this website needs to make it easy to find out information about the center, to provide a clear donation process, and to attract readers to become more involved. It needs to make it easy for users to find the information they need. And it needs to do all this in a way that is inviting to the organization's targeted donors or volunteers.

In order to make this website more user friendly, easier for navigation, and information retrieval, I will use the following websites as comparison:

Memphis Zoo: a small zoo in Tennessee
URL: <http://www.memphiszoo.org/>

The Pet Rescue Center: a rescue center focused on saving the lives of dogs and cats at risk
URL: <http://thepetrescuecenter.org/>

Rescue Center: a non-profit rescue center focused on wildlife preservation

URL: <http://www.rescuecenter.com/>

As shown in Figure 1, the website uses a hierarchical structure which provides both freedom and orderliness to the user. The structure is readily apparent to the user. The top navigation menu is very intuitive to users. As displayed in Figure 2, users can get a general understanding about EFRC from the top navigation bar. Users can easily find the target label on the page which is related to their needs or intended tasks, such as find the information about the center, donate some money to the center, find recent activities, buy gifts from gift shop and so on.

As shown in Figure 2, most recent news and activities are prominently featured on the home page with multiple images, along with plenty of information about what EFRC does. It also provides a noticeable and clear link to donate. Links for donating are featured prominently in the top navigation, main content area and footer section of each page.

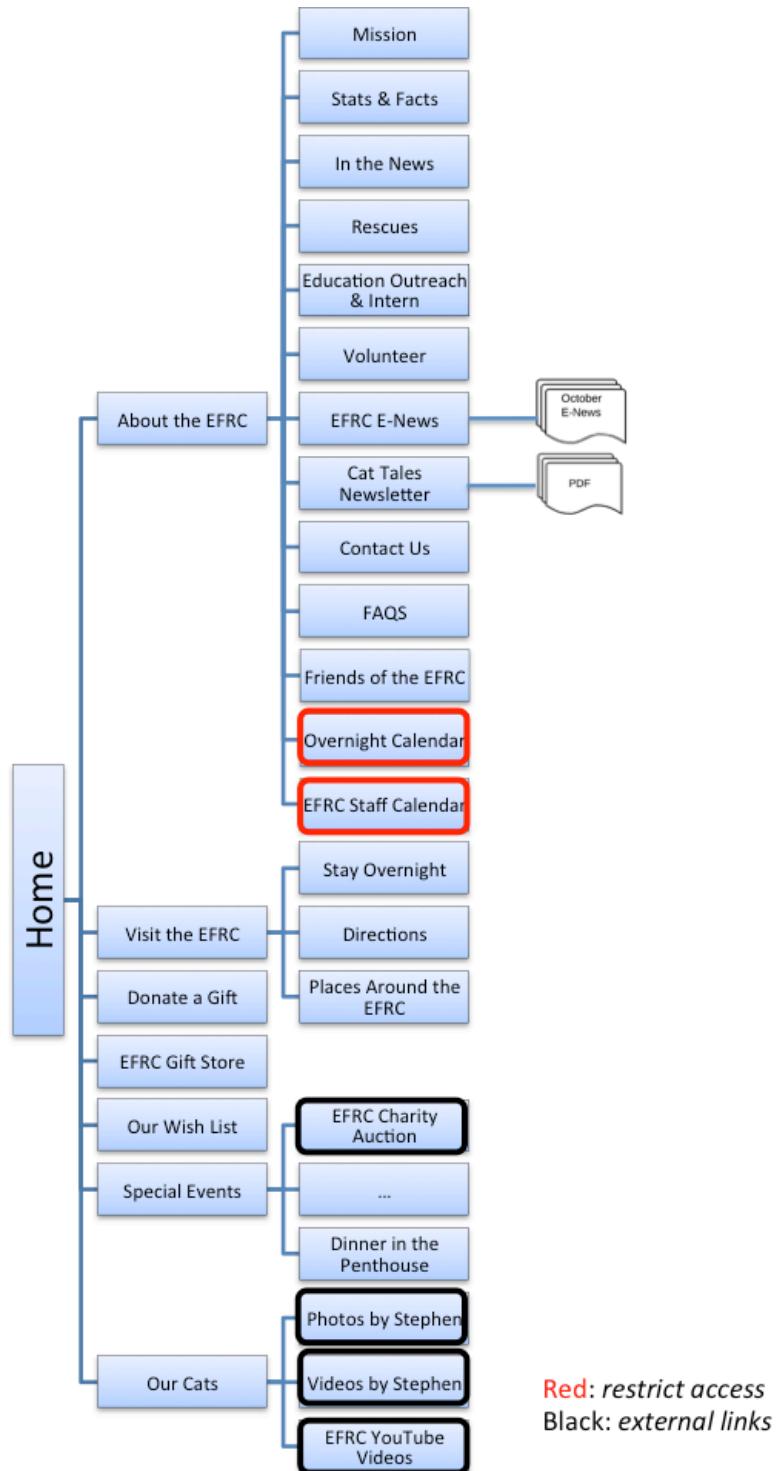


Figure 1. EFRC hierarchical structure

THE EXOTIC FELINE RESCUE CENTER

Home About the EFRC Visit the EFRC Donate a Gift EFRC Gift Store Our Wish List Special Events Our Cats

EFRC

Open Tuesday - Sunday 10am - 5pm
&
Monday October 12th (Columbus Day)

With about 200 exotic felines calling the EFRC home, we are one of the largest rescue centers in the United States for abused, unwanted and neglected exotic felines.

Since its founding in 1991, the EFRC has served as a nationally recognized leader in big cat rescue, conservation and care.

In the past 24 years the EFRC has grown from its humble beginnings with only three exotic felines to today caring for about 200 cats, representing nine different species.

We hope through our website you learn not only a little more about the EFRC and our work, but the plight of these majestic cats.

[Donate](#)

EFRC Keeper Position Open

[click here for details](#)

TEN New Cats RECENT RESCUES

We are proud to announce the arrival of ten cats to the Exotic Feline Rescue Center. On September 15, a rescue crew made the drive to Greensburg, Indiana to rescue four tigers. Layla, Belle, Rocky and Jasmine range in age from four to six years old. Layla is a white tiger while Belle, Rocky and Jasmine are orange. Layla has been placed on the public tour and is located next to the merchandise building. Belle, Rocky and Jasmine are living off tour for the time being. All four are adjusting quite well to their new forever home and we are overjoyed to have them.



On September 22, our rescue crew picked up four third-generation Savannahs and one Geoffrey's cat from Buffalo, New York. The five small cats were confiscated by the SPCA (Society for the Prevention of Cruelty to Animals) after being found in a hoarding situation. Unfortunately, they did not come to the EFRC with names. Visitors will be happy to know that the five cats live together and are located half-way through the public tour.



And last but not least, on September 28, the rescue crew made another drive to Greensburg, Indiana to pick up Winston, a male orange tiger.

Please take the time to visit with Layla, the savannahs and the Geoffrey's cat. We are so happy they have arrived at their forever home.
by Melanie Bowlin- EFRC Volunteer

Figure 2. EFRC Homepage (first level navigation menu)



**Figure 3. Second level navigation menu
(left: hover over “About the EFRC”, right: hover over one menu item)**

However, as showed in Figure 2 and 3, this broad and shallow structure may not support all the intended tasks. For example, if a user wants to find the information related to becoming a volunteer, it's not obvious that she/he needs to go to the “About the EFRC” section and locate the related links for “volunteer”. As shown in Figure 3, the link is located at the middle of the second level drop down menu, which contains thirteen items. Users need to read line by line carefully.

Besides, there are too many items in the drop down menu. Users may not find the target item at first glance. It seems also that the categories are not ordered properly. For example, “In the news” and “EFRC E-News” are located separate from each other.

Similar content should be grouped together. With fewer menu items, visitors' eyes are more likely to scan all the important items. It would be more intuitive for the visitors to scan if the drop down menu contains less than seven items.

Users may also have difficulty to differentiate between labels such as “In the news”, “EFRC E-News” and “Cat tales newsletter”. As shown in Figure 4, displaying a list of events in the drop down menu may not be clear to users. It is not easy for a user to interpret the concept represented by the label. They may feel confused and lost. It would be easier for a user to catch the content if we provide some kind of clarity to the users by explicit labels. I suggest making the labels explicit and not present each event in Figure 4 as a menu item in the drop down menu.

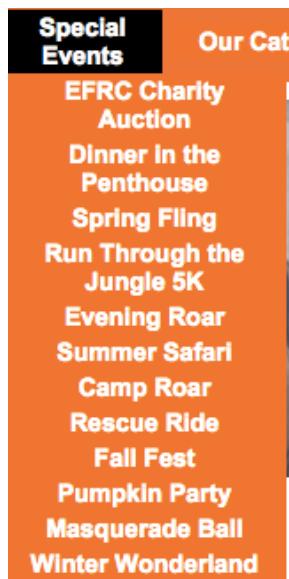


Figure 4 Special events drop down menu

When a user hovers over the parent navigation item, a submenu of navigation items appears. Every time the mouse hovers over a menu item, the item becomes more prominent. However, it's not easy for a reader to distinguish menu items at the first glace at the drop down menu. For example, in Figure 3, the "Education outreach Intern" takes two lines while other menu items only take one line each. It seems like that there are two different menus, "Education outreach" and "Intern".

The Pet Rescue Center website provides a better solution to this problem in drop down menu as shown in Figure 5. A white line separates each item and the users can easily distinguish different items.

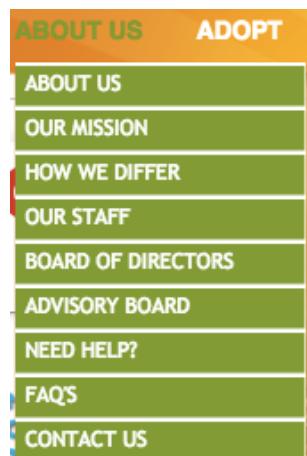


Figure 5. Drop down menu from the Pet Rescue Center website

As shown in Figure 6, when the user clicks "About the EFRC", a vertical menu is shown on the top left of the page. It's provides an alternative explicit way for user to reach the second level content. However, compared to the dynamic drop down menu in Figure 3, the menu items displayed in vertical menu

are not consistent with those in drop down menu. Fewer navigation options are provided in the vertical navigation menu. The label name “A Brief History of the EFRC” is not consistent with the label “About the EFRC” in the top navigation bar.

Besides, after clicking the links in the vertical menu, as shown in Figure 7, the side navigation disappears. Users can no longer use this vertical menu. Instead, they need to go the top navigation bar and choose other link in it. I suggest unifying the content and displaying the vertical navigation in each sub page. This would provide user convenience in navigation.

A Brief History of the EFRC

Mission
Stats & Facts
In the News
Rescues
Education, Outreach and Internships
Volunteer
EFRC E-News
Cat Tales Newsletter
Contact Us
FAQs
Friends of the EFRC

The EFRC was founded in 1991 by Joe Taft in Center Point, Indiana, on a rural stretch of 15 acres. Our mission is simple: we provide permanent homes for exotic felines that have been abused, abandoned or for some reason have nowhere to live out their lives, while educating the public about these beautiful cats. Today, the EFRC is a national leader in the rescue and care of exotic felines from all around the country. We are a USDA licensed and inspected 501(c)(3) organization.

Figure 6. About the EFRC page

As shown in Figure 2 and Figure 7, part of the content in the home page is aligned to the center and the headings in the rescue page look similar to other content. This may increase the difficulty in reading the content. Users may feel confused, as the hierarchical structure is not obvious to them. It would be better if the content is ordered and displayed hierarchically. This would make it easy to find while still fitting with the understanding overall site design.

Page title → **Rescue**

Our Primary Mission

What Happens on a Rescue?

A call comes in from a law enforcement agency "Can you take 4 cats? We are closing a".

EFRC Staff & volunteers are contacted; trucks rented & loaded with transport cages and the EFRC team drives to the rescue location somewhere in United States.

Once there, EFRC Staff will assess the situation, unload transport cages and ready the cats for their trip home. Cats are loaded into our transport cages and then the transport cages are carefully loaded into the trucks. Everything is done to keep the cat calm and comfortable during the exchange. Cats and transport cages are safely secured inside the truck.

And the cats are off to their new home!

Rescue Photos, Videos and Stories:

1. [Miami County February 2010](#)
2. [Zoe Cougar](#)
3. [Idaville Seven May 2012](#)
4. [2014 New York Rescue](#)


Figure 7. Rescue page

As shown in Figure 2 and Figure 8, both "overnight calendar" and "EFRC staff calendar" are not accessible for users from outside. However, the website doesn't specify the permission to pages. Users are required to provide a password. This may confuse them. I suggest putting these pages behind the links such as "staff login" so that outside users will not get access to those pages.

Password Protected Page

The page you are trying to access is a password protected page.

Please enter the password in the text box below then click the "Enter" button.

[Make your own website](#) at CityMax.com

Figure 8. Overnight calendar page

"Overnight calendar" may also confuse user for its intention. Users may consider this as calendar pages related to some events. As shown in Figure 9, The Pet Rescue Center website provides a great example for using calendar. The "calendar" works as a real calendar and displays the daily events. This is very intuitive and easy to use.

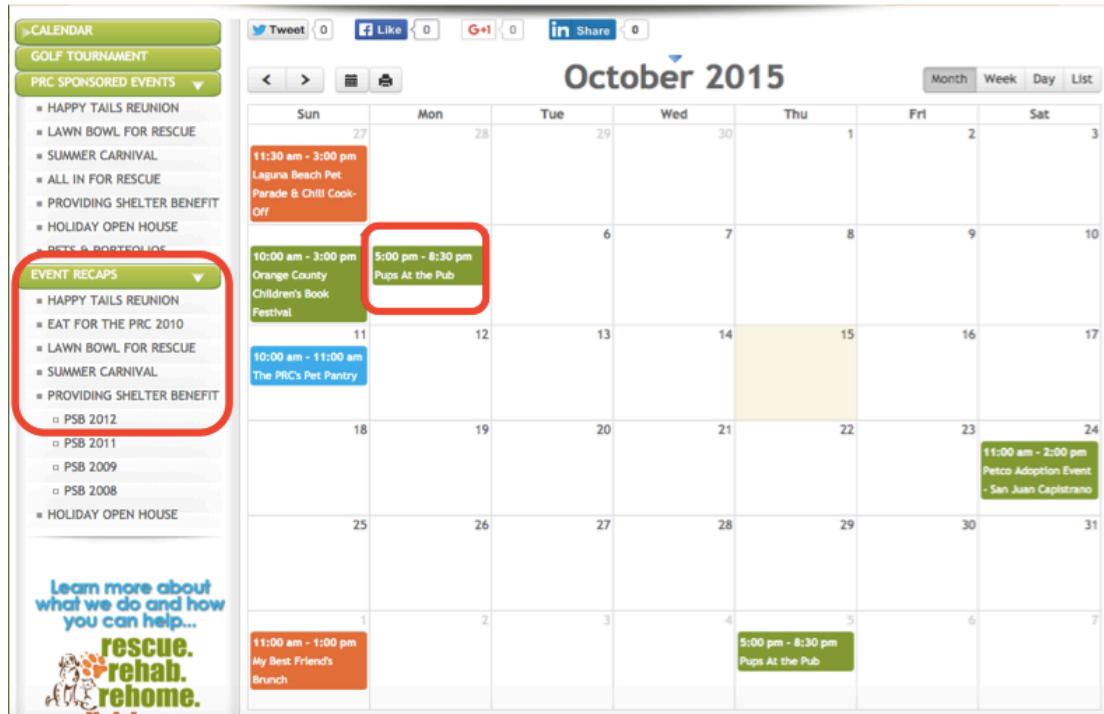


Figure 9 Event calendar from The Pet Rescue Center website

As shown in Figure 10 and Figure 11, EFRC provides a lot of news about the center and felines. It gives people a reason to come back to this site. The news content is displayed in a reverse chronological order. This is a very useful organizing method. Users can find the most up to dated content. But displaying the news without categories may not work properly as they grow and change over time. Imagine 10 years later, you may have 10×12 more E-News links displayed on a single page. Reading all the titles for the news could be intimidating for users. To increase its ability to accommodate growth and adapt to change, I suggest archive them by facets such as time, key words, and reducing the number of links or PDF files displayed on the page.

EFRC E-News

We are going to make periodic entries about the little things that usually don't make the newsletter to keep everyone more informed. Take a moment to join our on line community and start receiving our on line newsletter, EFRC E-News! While this is not replacing *Cat Tales* in any way, it will make sure that you receive timely announcements from the EFRC about news and upcoming special events. Be sure to go to our [Cat Tales Newsletters](#) for more in depth information about the EFRC.

[Donate](#)

October E-News 2015	Oct 5, 2015
September 2015 E-News	Aug 30, 2015
August E-News 2015	Aug 5, 2015
E-News July 2015	Jul 3, 2015
June E-News 2015	Jun 1, 2015
May 2015 E-News	Apr 30, 2015
April 2015 E-News	Apr 1, 2015
E=News March 2015	Mar 2, 2015
E-News February 2015	Feb 4, 2015
Saving the Big Cats Charity Auction!	Jan 23, 2015
Saving the Big Cats Charity Auction	Jan 15, 2015

Subscribe to the Newsletter

 I have read and agree to the [Privacy Policy](#)

Figure 10. EFRC E-News page

Newsletter

Please enjoy archived copies of our newsletter, *Cat Tales*.

To join our mailing list, simply [purchase an EFRC membership](#) at any level or donate to the EFRC. You can also email the EFRC and ask to be placed on the mailing list (see the contact info below).

Please note: if you have been receiving *Cat Tales* in the mail, there is no need to sign up again. This is for new subscribers only.



summer 1998	winter 1999
summer 1999	winter 2000
summer 2000	winter 2001
summer 2001	winter 2002
summer 2002	winter 2003
summer 2003	winter 2004
summer 2004	winter 2005
summer 2005	winter 2006
summer 2006	winter 2007
summer 2007	winter 2008
summer 2008	winter 2009
summer 2009	winter 2010
summer 2010	winter 2011
summer 2011	winter 2012
summer 2012	winter 2013
summer 2014	winter 2014
summer 2015	

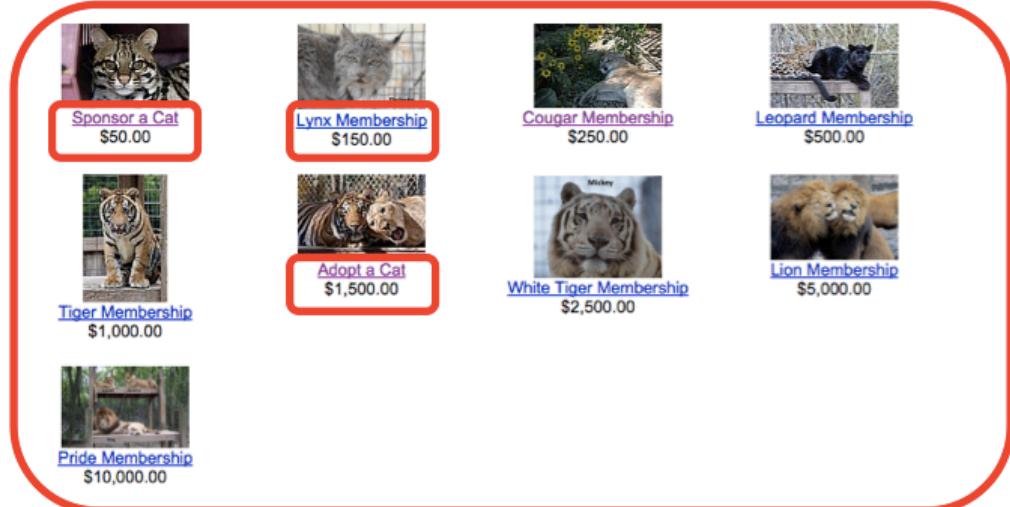
Figure 11. EFRC Newsletter page

Donate a Gift to the EFRC

Thank you for considering a tax-deductible gift to the EFRC. We could not provide the superior quality of life that we do for our feline residents if it were not for our loyal and generous donors.

In addition to the potential tax savings that your gift might generate through an income tax deduction, you will gain satisfaction in knowing that your support has made a difference at the EFRC and in the lives of the exotic cats that call us home.

All levels of support include our newsletter.

**Additional Donation Options****Kroger Community Rewards Program**

Shop at Kroger and a percentage will be donated to the EFRC. Simply register on-line with the [Kroger Community Rewards Program](#), select the Exotic Feline Rescue Center as your organization and your Kroger purchases will benefit the Rescue Center. krogercommunityrewards.com **Shop, Swipe and Donate to the EFRC!**

**Amazon Smile**

A wonderful new opportunity to support the Exotic Feline Rescue Center. It's simple - just go to the AmazonSmile link below, select the Exotic Feline Rescue Center in Center Point, IN as your charity of choice, and shop as usual. Amazon will direct .5% of your purchases right to EFRC. <http://smile.amazon.com>

Tigers in America 50% Match

[Tigers in America](#) is an organization dedicated to helping unwanted or abused tigers in this country find a home. With your donation of \$500 to \$5,000 Tigers in America will increase the amount by 50%. In other words if you send a check for \$500 they will add an additional \$250. There is currently no time limit on this matching donation.

What you need to do: Write a check for \$500 to \$5,000 and make it out to Tigers in America but send it to us, Exotic Feline Rescue Center. Once a week the checks will be sent to Tigers in America and they will write one for us for the donated amount plus 50 percent.

The founders of this organization visit us and all of the sanctuaries they support on a regular basis and we talk to them even more frequently. They have made several donations to us since their founding and are dedicated to helping captive tigers. If you have any questions about this please call us at 812-835-1130. We are grateful for your support and theirs. <http://www.tigersinamerica.org/about.htm>



Gifts "In-Honor" and "In-Memorial"

Gifts "in honor of" or "in memory of" someone or something special — are a wonderful tribute that will help support our animals and educational programs. They make excellent holiday or birthday gifts too — your gift recipient will have the unique experience of being able to say they have done something wonderful for our big cats! Select the above cat sponsorship or any EFRC membership level.



Donate By Mail

Make checks payable to EFRC.

Mail to:
EFRC
2221 E. Ashboro Road
Center Point, IN 47840

If you would like information about including the EFRC as a charitable beneficiary of your estate plan or any other more sophisticated gift options, please contact Jason Petruich, EFRC Board of Directors. He can be reached at jason.petruich@vtexas.edu.

[Donate](#)



Thank-you for your continued support!

Figure 12. Donate a gift page

EFRC Gift Store

Thanks for visiting our on-line gift store. Our unique merchandise makes for wonderful gift giving for the animal lover in your family. You can order all of the items listed below online through our secure service and pay with Visa, Mastercard or Pay Pal. Shipping to the continental United States is included in the purchase price of each item. **Please remember - we are a small non-profit business - we ship orders once a week by USPS.** Thank you for your interest and support in the EFRC.



[EFRC Admission - Adult](#)
\$11.00



[EFRC Admission - Child](#)
\$6.00



[EFRC 2016 Calendar NOW AVAILABLE](#)
\$18.00



[LED Keyring Light](#)
\$8.00



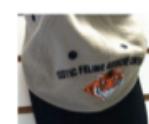
[Overnight Experience](#)
\$175.00



[Overnight Experience Deposit](#)
\$75.00



[EFRC Overnight Gift Certificate](#)
\$175.00



[EFRC Hats](#)
\$18.50



[Child Short Sleeve T-Shirt](#)
\$19.00



[Adult Short Sleeve T-Shirt](#)
\$24.00



[2x 3X Short Sleeve T-Shirt](#)
\$26.00



[Assorted EFRC Car Magnets](#)
\$7.50

Figure 13. EFRC Gift Store page

As shown in Figure 12 and Figure 13, EFRC provides multiple donation methods and different gift options. Each item in the gift shop is provided with some facets such as item name, picture and price. However, the content is not categorized or grouped. The order of these items is randomly prioritized without any further consideration. Labels are not intuitive to user. What's the difference between "Sponsor a cat" and "Adopt a cat"? The same picture is used for different items and admission tickets should not be "sold" in the gift store. Thus, it is not easy for a user to perceive the whole picture of the content and find the target item. A solution for this issue is to consider many facets of items such as type, price, size and so on. Classification of the items into different categories is needed.

Beside that, different donation options are displayed in Figure 12. However, they are ordered without consideration such as importance and ease of use. The most easy donation method for online users in this website is donating through PayPal. However, this direct donate button is located at the footer section of the page without any specification. An easy-to-use website and a fast donation process is needed and this can increase donations dramatically.

The figure displays a three-step donation process:

- STEP 1 - REGISTER:** Includes fields for First Name, Last Name, Email, and Phone Number (optional). A checkbox allows users to hide their name and display donation as ANONYMOUS. A "NEXT >" button is present.
- STEP 2 - AMOUNT:** A note says "Note: Click to choose the desire amount". It features buttons for \$500, \$100, \$25, \$10, \$5, and "Other amount". Below are radio buttons for "One-time" and "Monthly". A "NEXT >" button is present.
- STEP 3 - PAYMENT:** Shows a payment amount of \$5. It includes sections for "Pay by Paypal/Credit Card:" (with logos for Pay Now, MasterCard, VISA, American Express, Discover, and Bank), "Pay by Bitcoins:" (with a Bitcoin logo and "Checkout Now" button), and "Pay by text message:" (with a "Txt2Give" logo and "MOBILE DONATIONS MADE EASY"). It also lists "Alternative Payment Methods:" with logos for Western Union, MoneyGram, and Bank Wire.

Figure 14. Donation process from Rescue Center website

Another nonprofit rescue center website, Rescue Center website, provides a very good streamlined donation process. As shown in Figure 14, this allows the user to go through the donation process step by step. Users can

choose multiple ways for donation. The design is very task oriented to direct users to finish the donation process.

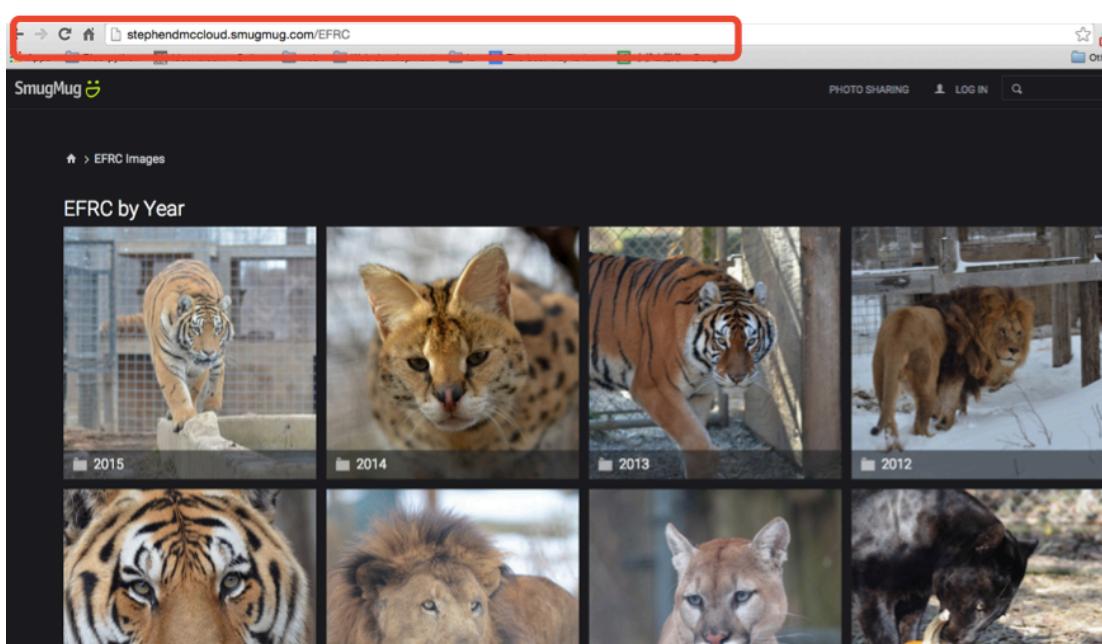


Figure 15. EFRC photos by Stephen page

EFRC also provides photo gallery and videos for the felines in “Our cats” section. This is a very good way to display the felines and staff’s work to the public. As shown in Figure 15, the problem for the links in this section is that all the links are external links. This will direct the users to leave the EFRC website while it is very important to keep users on the website.

As shown in Figure 16, the Memphis Zoo website provides their users an intuitive way to find the felines. From the screenshot, we can see the main types of the felines. Different felines are classified into four main categories. Reading all the titles of categories could be very easy for users.



Figure 16. Animals displayed in Memphis Zoo website

There is also a severe problem in Figure 4. The first link “EFRC Charity Auction” in the drop down menu links the user to an outside website which looks quite similar to EFRC website. The website screenshot is displayed in Figure 17.

As we can see from the URL, this is fund raising website that belongs to EFRC organization. The title and color are exactly the same as the EFRC website. User may not realized that they have already left the EFRC website without checking the URL. More over, there is no direct way for the user to go back to the original website. It would be more proper if there were some specification along with the label before leading users to outside pages.



Figure 17. EFRC Charity Auction Page

A summary of problems and suggestions

The following are a list of general information architecture recommendations that should be applied to the entire EFRC site:

- Refine global drop down navigation to be the central indicator of where the user is, where the user has been and where the user can go – available menu options are not well organized
- Group similar content into one page and reduce the number of items in the drop down menu – similar menu options are displayed
- Provide consistent local navigation systems to enable users to explore different pages in the same level – users need to go to the top navigation bar to click another drop down menu item
- Simplify the page layout and arrange the main content in easy-to-read chunks – users have to read line by line to find the target content

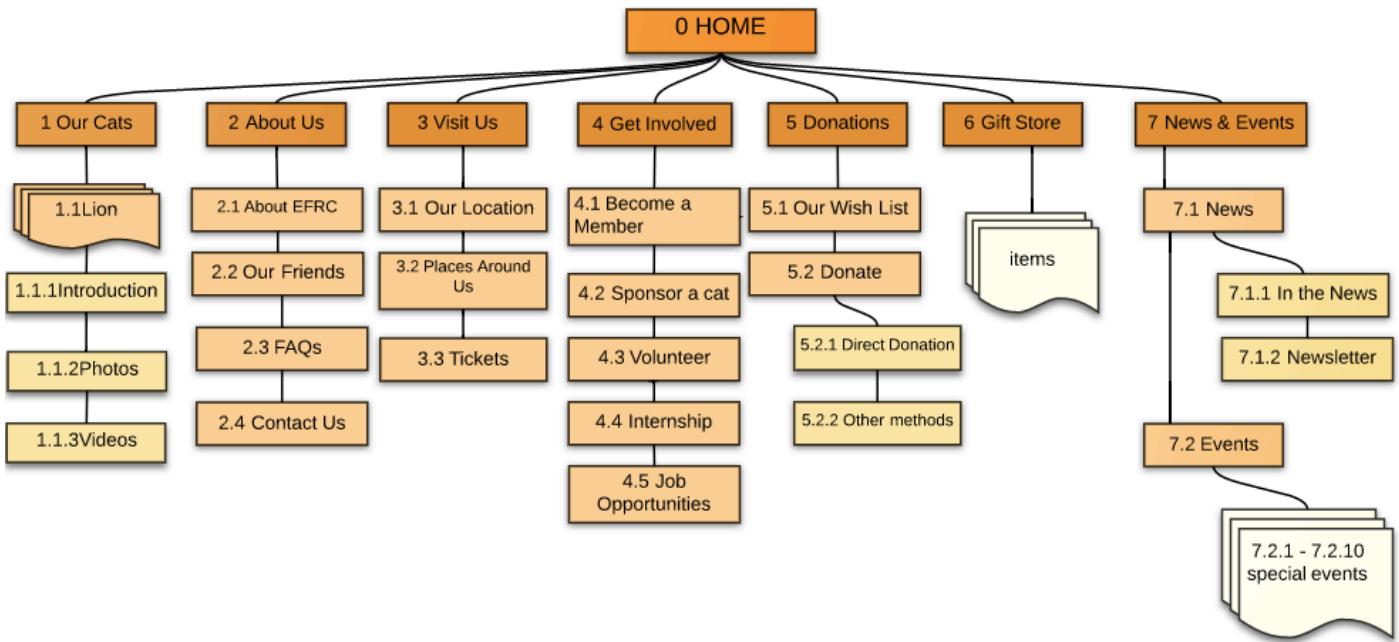
- Refine some labels to be descriptive and consistent to make it clear to the user which item is which – parts of the label names are not intuitive for users to understand or distinguish from each other
- Use internal links to display multimedia content such as photo gallery and videos – photos and videos about the felines and center are displayed in other sites
- Provide specification for external links – users cannot tell the difference between external sites and are not aware that they are outside the EFRC website
- Organize the materials such as news and gift store items into categories – news and gift items are displayed directly in one single page without some order or categorization
- Provide step-by-step donation guidelines for users and prioritize different methods – users cannot tell the difference between multiple donation methods and cannot find the best one for them
- Hide access restricted pages from users – users cannot tell the difference between restricted pages and regular pages

(4) Wireframes and proposed redesign

As stated before, the primary users for this website are those who are looking for information about the center and felines. Thus, the main focus of the redesign is based on user needs. In order to arrange the content in a convenient and clear layout, I will use the sitemap and wireframes to illustrate redesigned solutions for this website.

Redesigned Sitemap

Sitemap provides users a general idea of the site structure and its content. As shown in Figure 18, seven categories are designed for users based on their needs of this website. These categories are “our cats”, “about us”, “visit us”, “get involved”, “donations”, “gift store”, and “news & events”.

**Figure 18. Redesigned Sitemap**

"Our cats" is a section for displaying and providing basic knowledge about different felines to the user. It reorganizes the photos and videos pages in the original website "our cats" section. It contains subpages for all categories of the felines, such as lion, cheetah, cougar and tiger. Users can get a general idea about multiple species in EFRC. They can also choose those cats that they are interested in for deeper exploration. In each subpage, pages like introduction, photos and videos are provided. So users can get a better understanding about different felines. Many facets are included in "introduction" page. These facets include images, physical characteristics, habitat, taxonomy (class, order, family, genus, species, subspecies). More photos and videos are provided in the "photos" and "videos" pages. Users can choose "most recent" photos or videos. This allows those people who are familiar with this site to find newly updated content in short time. They can also choose photos or videos in different years. This provides those who are not familiar with the site to browse the history content.

In "about us" section, it combines "missions" and "stats & facts" pages together in the original website. It includes "about EFRC", "our friends", "FAQs", and "contact us". "Our friends" represent individuals and organizations that are friends of the EFRC. Instead of a list of external links to friends website, brief description and website URL are included in the page. This can keep the user staying on the site. "FAQs" contains a list of frequently asked questions. Each question will link to the answer part related to the question. "Contact us" includes contact information and position for staffs in EFRC. So users may find it easier to contact certain people if they have questions about particular aspect.

"Visit us" is the section contains location and ticket information about the center. It includes "our location", "places around us" and "tickets" subpages. For those users who want to visit the local center, they can check this section to look

for location and direction information. They can also book the tickets online. The online ticket was placed in the “Gift store” section in the original website, which is not obvious and intuitive for user to look for. It is more reasonable to place it under the “visit us”.

The “get involved” part is a section, which allows users to connect with the center. It includes “become a member”, “sponsor a cat”, “volunteer”, “internship” and “job opportunities”. “Become a member” and “sponsor a cat” provides multiple alternative ways for a user to donate to the center. Users can choose different membership or cats and finish the donation process online. “Volunteer”, “internship” and “job opportunities” provides people outside the opportunities to participate in the activities in the center. They can check the requirements and follow the instructions to apply.

The “donations” is a section for users to donate both goods and money to the center online. Multiple ways are provided and ordered in a logical way. The previous “donate” page is a long list of different donation methods. The proposed solution is to provide categories for donations, which will be easier for users to choose.

The “gift store” is a section for online gift shopping. The previous “EFRC gift store” displays a list of items and admission tickets with similar or same pictures. The proposed redesign solution is to move the admission tickets to “visit us” section and provide categories for different items. Users can also filter and sort the result. Facts such as item name, price and picture are also included. Even though there are not a lot of items sold by EFRC, it will be much easier for user to find the target gift as the number of the items grows.

The “news & events” is a combined section for “in the news”, “EFRC E-news”, “cat tales newsletter” and “special events” pages in the previous website. “News” is categorized into “in the news” and “newsletter”. “In the news” contains the news such as broadcast or TV shows from outside. “Newsletter” is for monthly or yearly news broadcasted by the center. Facts about the news are provided so that regular users can choose the most recent news to browse online or download it as PDF. New users can read brief description and choose to browse the previous newsletters they are interested in. Events are order in the timeline. Besides that, a event calendar is also provided on the page. It is more clear and obvious to view the previous and future events in the calendar. For the “Charity Auction” event, which links to an external website similar to EFRC website, the proposed solution is to include detailed description in the event page and provide a link to the external website. This link will tell the users that they are going to leave the current website.

Redesigned Wireframes

General structure for wireframes

Wireframes provides us a more detailed picture of how each page is organized. The following sections, as shown in Figure 19, are included in each page in the proposed redesign.

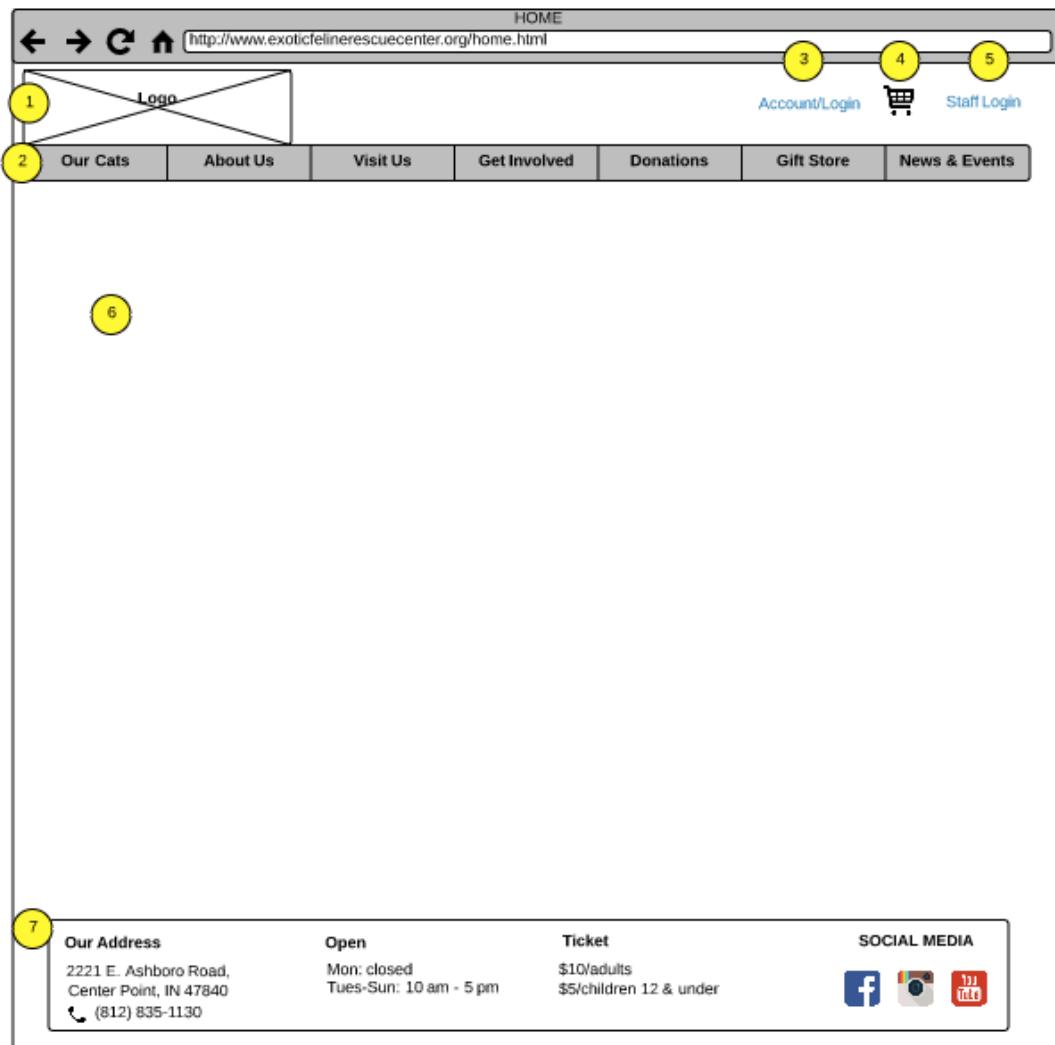


Figure 19. Redesigned wireframe overview

1. Logo

An image serves as a home page button, which contains the link to home page.

2. Global navigation

As shown in figure 20, the global navigation menu, which is placed at the top section of the page, includes the secondary level menu. Global menu provides users a quick access and direct users to a target section. The secondary menu is used for assisting user to choose from a submenu of a global navigation category.

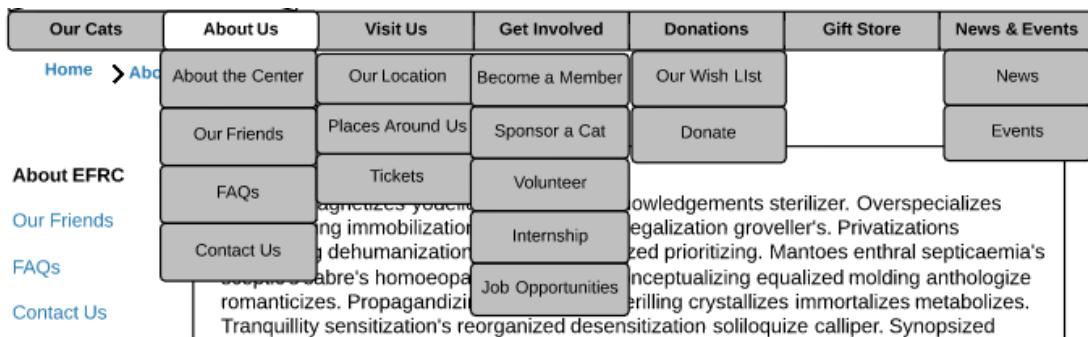


Figure 20. Redesigned wireframe overview

3. Customer account login

A link to customer account

4. Shopping cart

A link to shopping cart for customers

5. Staff login

A link to staff account

6. Contents

This part is for displaying main contents in each page. The layout will be different for different pages.

7. Footer

Footer section is placed at the bottom of each page with identical contents.

Contact information, open hours, ticket information and social medial links are included in this section.

Lists of wireframes

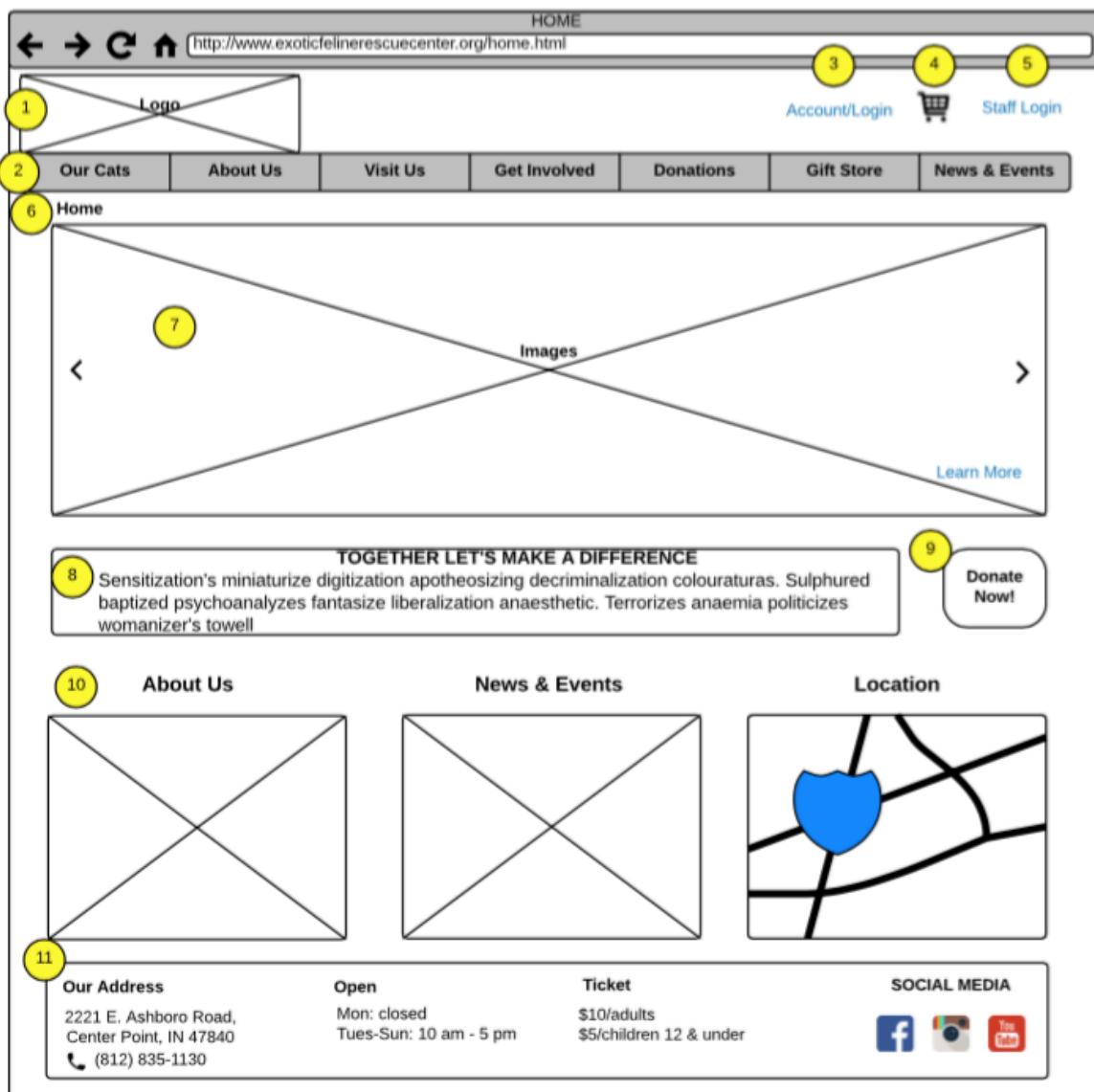
This section lists all wireframes for redesign.

The sample wireframes can be found from

<https://www.lucidchart.com/documents/view/1fe913c4-5d3a-43da-b326-59abd5fd10b0>

The following items are global items, which are listed in homepage wireframe while having annotation only in other pages.

No.	Description
1	Logo that serves as a home page button
2	Global navigation bar
3	Customer login and account button
4	Shopping cart
5	Staff login button
6	Breadcrumb to indicate users their current location
11	Footer, includes the information about the address, open hours, tickets and social media link buttons

0. Home page

No.	Description
1	Logo that serves as a home page button
2	Global navigation bar
3	Customer login and account button
4	Shopping cart
5	Staff login button
6	Breadcrumb to indicate users their current location
7	Carousel activities show, presenting images for activities with a more detailed link
8	A brief welcome message and description about the center
9	Donate button
10	Main content, includes images and links to 'About Us', 'News & Events' and 'Location' pages
11	Footer, includes the information about the address, open hours, tickets and

social media link buttons

1.1 Our Cats— Introduction

OUR CATS
http://www.exoticfelinerescuecenter.org/ourcats.html

1 Logo

2 Our Cats

3 Account/Login

4 Staff Login

5

6 Home > Our Cats > Lion > Introduction

7 Image

8 Image

9 Image

10 Image

Lion

Cheetah

Cougar

Tiger

Introduction

Photos

Videos

PHYSICAL CHARACTERISTICS
Vapours magnetizes yodeller tranquilize acknowledgements sterilizer. Overspecializes romanticizing immobilization chequerboards legalization groveller's. Privatizations chequering dehumanization

HABITAT
equalized molding anthologize romanticizes. Propagandizing victimization periling crystallizes immortalizes metabolizes. T

TAXONOMY
Class: Mammalia
Order: Carnivora
Family: Felidae
Genus: Panthera
Species: Tigris
SubSp: Jacksoni (Malayan)

11

Our Address
2221 E. Ashboro Road,
Center Point, IN 47840
(812) 835-1130

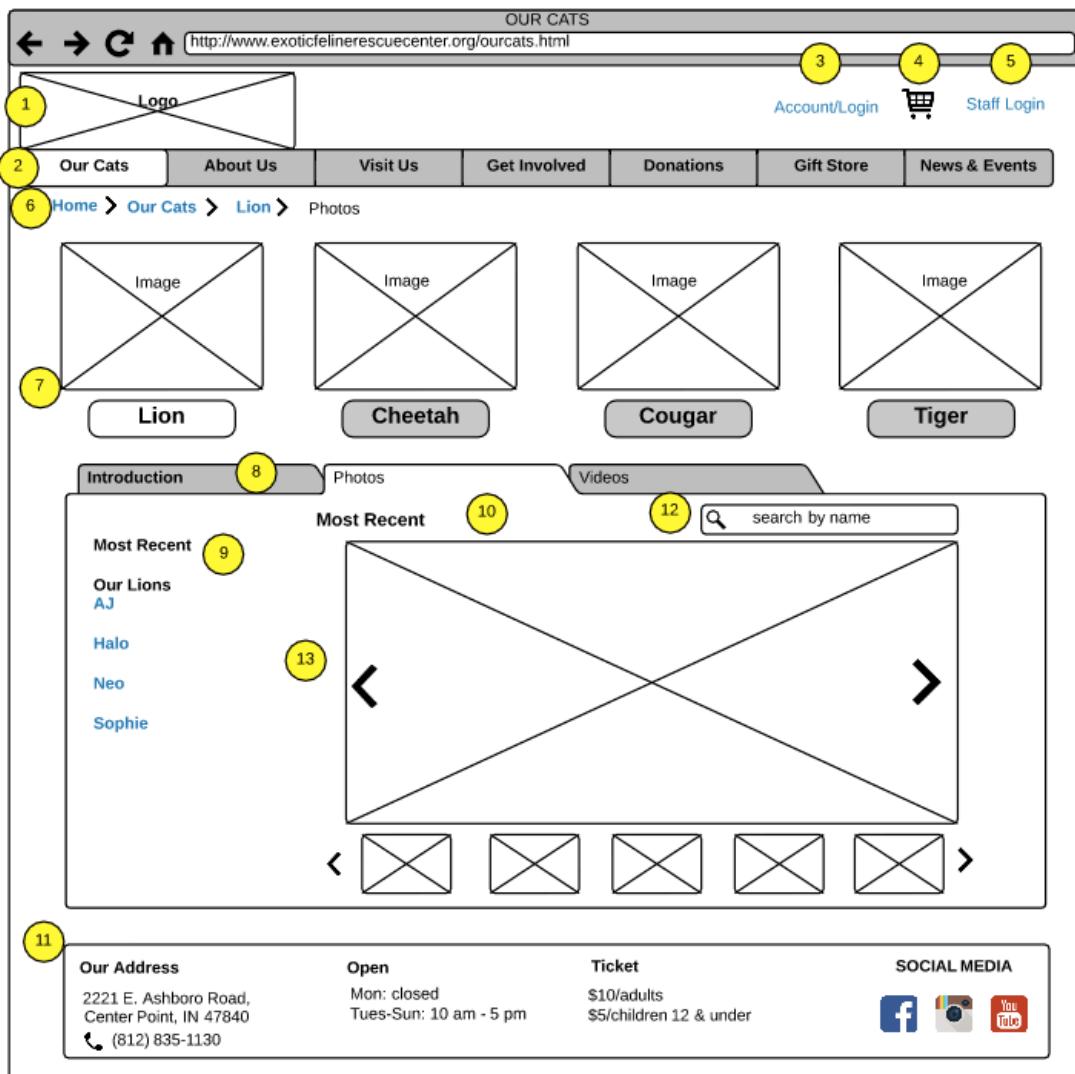
Open
Mon: closed
Tues-Sun: 10 am - 5 pm

Ticket
\$10/adults
\$5/children 12 & under

SOCIAL MEDIA

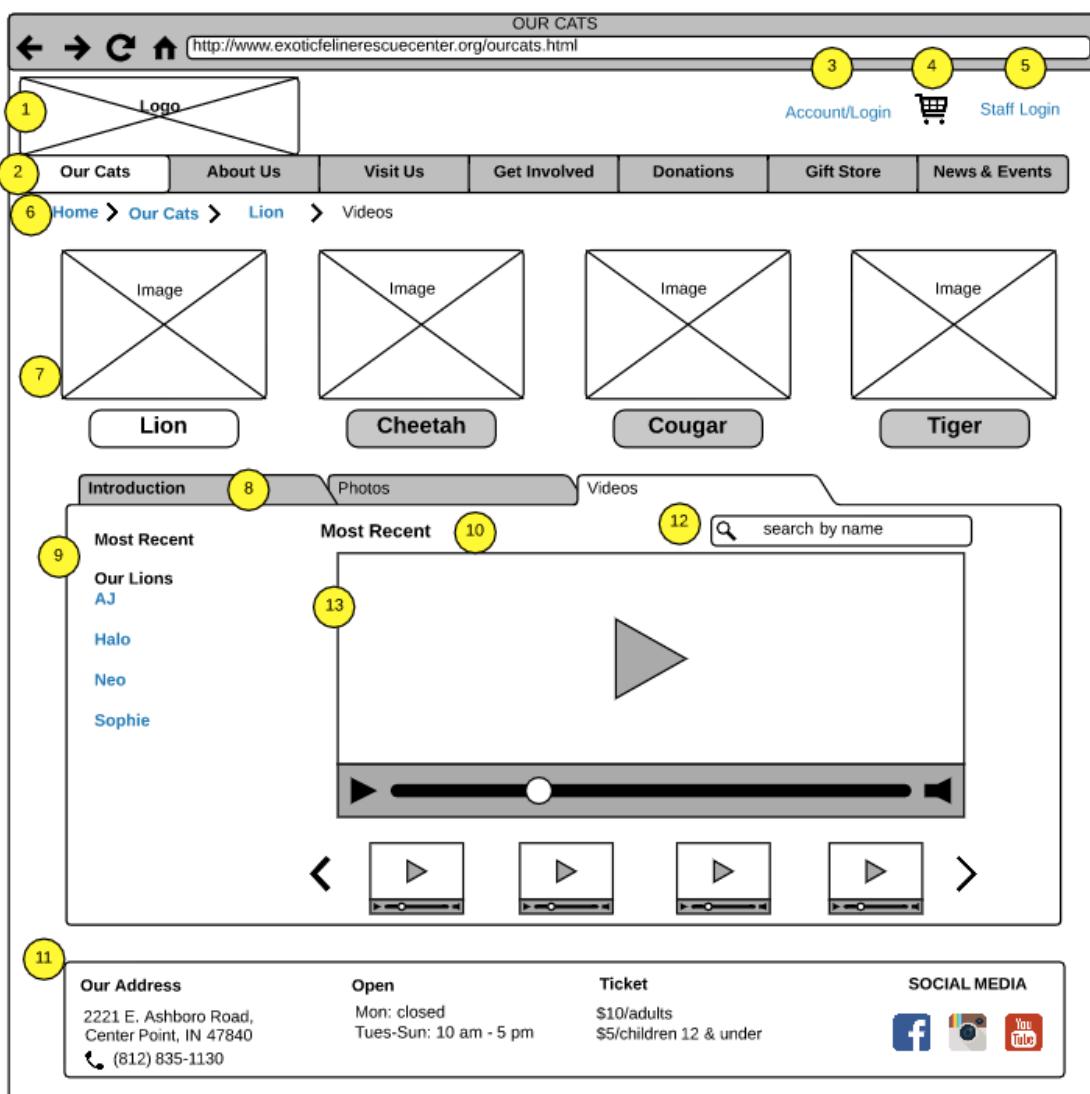
No.	Description
7	Different types of felines, each includes an image and a button links to the page about felines
8	Navigation Tabs links to introduction, photos and videos pages for each kind of feline
9	An image about the cat
10	Facets about each cat

1.2 Our Cats—photos



No.	Description
7	Different types of felines, each includes an image and a button links to the page about felines
8	Navigation Tabs links to introduction, photos and videos pages for each kind of feline
9	Categories for further refine search result
10	Subpage title
12	Search box
13	Images for the cat

1.3 Our Cats—videos



No.	Description
7	Different types of felines, each includes an image and a button links to the page about felines
8	Navigation Tabs links to introduction, photos and videos pages for each kind of feline
9	Categories for further refine search result
10	Subpage title
12	Search box
13	Videos for the cat

2.1 About us— About EFRC

ABOUT US

http://www.exoticfelinerescuecenter.org/aboutus.html

Logo

3 4 5

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Home > About Us > About the Center

About the Center

Our Mission

Vapours magnetizes yodeller tranquilize acknowledgements sterilizer. Overspecializes romanticizing immobilization chequerboards legalization groveller's. Privatisations chequering dehumanization demoralize reprized prioritizing. Mantoes enthrall septicaemia's sceptic's sabre's homoeopathy's. Gauging conceptualizing equalized molding anthologize romanticizes. Propagandizing victimization perilling crystallizes immortalizes metabolizes. Tranquillity sensitization's reorganized desensitization soliloquize calliper. Synopsized agonizes centigram's alphabetizes epicentre goitre's. Gynaecology odour's moralized haemophiliacs idealizing demagnetization. Sombrely orthopaedist's rhapsodized cognisant victimization's antagonize.

Stats & Facts

Vapours magnetizes yodeller tranquilize acknowledgements sterilizer. Overspecializes romanticizing immobilization chequerboards legalization groveller's. Privatisations chequering dehumanization demoralize reprized prioritizing. Mantoes enthrall septicaemia's sceptic's sabre's homoeopathy's. Gauging conceptualizing equalized molding anthologize romanticizes. Propagandizing victimization perilling crystallizes immortalizes metabolizes. Tranquillity sensitization's reorganized desensitization soliloquize calliper. Synopsized agonizes centigram's alphabetizes epicentre goitre's. Gynaecology odour's moralized haemophiliacs idealizing demagnetization. Sombrely orthopaedist's rhapsodized cognisant victimization's antagonize.

11

Our Address

Open

Ticket

SOCIAL MEDIA

2221 E. Ashboro Road,
Center Point, IN 47840
 (812) 835-1130

Mon: closed
Tues-Sun: 10 am - 5 pm

\$10/adults
\$5/children 12 & under

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Detailed introduction about the center, such as mission, stats&facts

2.2 About us— Our Friends

The screenshot shows a web page titled "OUR FRIENDS" at the top. Below the title is a horizontal navigation bar with links: "Account/Login" (with a shopping cart icon), "Staff Login", "Our Cats", "About Us" (which is the active page, highlighted in blue), "Visit Us", "Get Involved", "Donations", "Gift Store", and "News & Events". Above the navigation bar are three yellow circular callouts labeled 3, 4, and 5. Below the navigation bar is a breadcrumb trail: "Home > About Us > Our Friends". To the left of the main content area is a vertical sidebar with links: "About the Center", "Our Friends" (highlighted in yellow), "FAQs", and "Contact Us". Callout 6 points to the "Our Friends" link in the sidebar. The main content area contains three organization entries, each with a logo (represented by a square with a diagonal cross) and the text "Organization name". Callout 9 points to the logo of the first organization. Callout 10 points to the "Organization name" text of the first organization. Callout 12 points to the "Website: www.abcd.com" link of the first organization. The right side of the page features a "SOCIAL MEDIA" section with icons for Facebook, Instagram, and YouTube. Callout 11 points to the "SOCIAL MEDIA" section.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Logo for other organizations
10	Organization name
12	Detailed description about cooperative organizations, includes URL to their websites

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Logo for other organizations
10	Organization name
12	Detailed description about cooperative organizations, includes URL to their websites

2.3 About us—FAQs

The screenshot shows a web page for the 'About Us - FAQs' section of the Exotic Feline Rescue Center. The page has a header with a logo, navigation links, and social media icons. A vertical sidebar on the left contains links to various sections. The main content area is titled 'FAQs' and lists four questions. Question 1 is expanded to show a detailed answer. Question 2, 3, and 4 are collapsed. At the bottom, there is a footer with address information, operating hours, ticket prices, and social media links.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Lists of questions
10	Detailed answers to each question
11	Scrollbar to control the content size displayed on the page

2.4 About us— Contact Us

CONTACT US

http://www.exoticfelinerescuecenter.org/contactus.html

Logo

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Home > About Us > Contact Us

Contact Us

About the Center Our Friends FAQs Contact Us

Exotic Feline Rescue Center
2221 E. Ashboro Road, Center Point, IN 47840
efrc@frontier.com
(812) 835-1130

Joe Taft
Founder & Director
efrc1@frontier.com
2221 E. Ashboro Road Center Point, IN 47840
(812) 835-1131

Jean Herrberg
Assistant Director
efrc2@frontier.com
2221 E. Ashboro Road Center Point, IN 47840
(812) 835-1132

Our Address
2221 E. Ashboro Road,
Center Point, IN 47840
↳ (812) 835-1130

Open
Mon: closed
Tues-Sun: 10 am - 5 pm

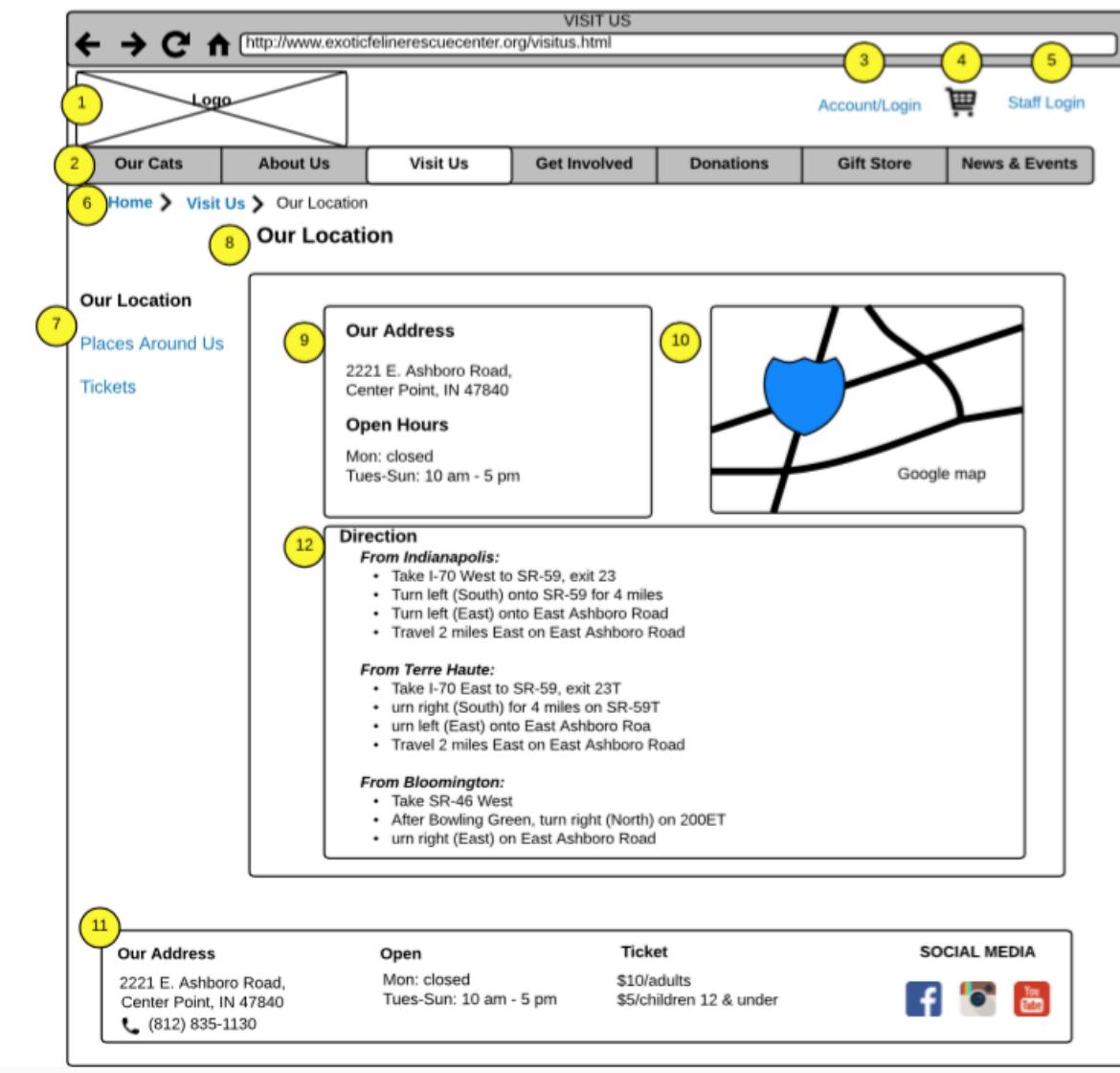
Ticket
\$10/adults
\$5/children 12 & under

SOCIAL MEDIA

[Facebook](#) [Instagram](#) [YouTube](#)

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	General contact information about the center
10	Detailed contact information for staffs
12	An image for the staff

3.1 Visit us— Our Location



No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Center address information
10	Google map short cut which links to Google map
12	Detailed direction instructions.

3.2 Visit us—Places Around Us

The screenshot shows a website layout for 'PLACES AROUND US'. At the top, there's a header with navigation icons (back, forward, search, home) and the URL 'http://www.exoticfelinerescuecenter.org/placesaroundus.html'. Below the header is a horizontal menu bar with links: 'Our Cats', 'About Us', 'Visit Us' (which is highlighted in blue), 'Get Involved', 'Donations', 'Gift Store', and 'News & Events'. To the right of the menu are 'Account/Login' and 'Staff Login' buttons. A shopping cart icon is also present.

The main content area has a breadcrumb trail: 'Home > Visit Us > Places around us'. The title 'Places around us' is centered above a large content box. The content box contains three sections: 'Food & Drink', 'Lodging', and 'Activities', each listing three locations with addresses and phone numbers.

Annotations are numbered 1 through 11:

- 1: Logo (top left)
- 2: 'Our Cats' link in the menu
- 3: 'Account/Login' button
- 4: 'Staff Login' button
- 5: Shopping cart icon
- 6: 'Home' link in the breadcrumb
- 7: 'Our Location' link in the vertical menu
- 8: 'Places Around Us' link in the vertical menu
- 9: 'Food & Drink' section header
- 10: 'Lodging' section header
- 11: 'Activities' section header
- 12: 'Our Address' link in the footer
- 13: 'Open' link in the footer
- 14: 'Ticket' link in the footer
- 15: 'SOCIAL MEDIA' section with icons for Facebook, Instagram, and YouTube

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Lists of places around the center.

3.3 Visit us— Tickets

TICKETS

Logo

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Home > Visit Us > Tickets

Tickets

Our Location Places Around Us Tickets

7

8 Tickets

9

10 Ticket: day pass (Audit)
Description: cognisant victimization's antagonize. Tranquillity sensitization's reorganized desensitization soliloquize calliper.
Price: \$7

11

12 Qty. 1 **13** Add to cart

10 Ticket: day pass (Child)
Description: cognisant victimization's antagonize. Tranquillity sensitization's reorganized desensitization soliloquize calliper.
Price: \$5

12 Qty. 1 **13** Add to cart

10 Ticket: year pass
Description: cognisant victimization's antagonize. Tranquillity sensitization's reorganized desensitization soliloquize calliper.
Price: \$200

12 Qty. 1 **13** Add to cart

11

11 Our Address
2221 E. Ashboro Road,
Center Point, IN 47840
(812) 835-1130

11 Open
Mon: closed
Tues-Sun: 10 am - 5 pm

11 Ticket
\$10/adults
\$5/children 12 & under

11 SOCIAL MEDIA

11

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	An image about the ticket
10	Detailed ticket facets such as ticket name, price, description
12	Quantity select box for users to choose the number of the tickets
13	Add to cart button

4.1 Get Involved— Become a Member

GET INVOLVED

Logo

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Home > Get Involved > Become a Member

Become a Member

Sponsor a Cat Volunteer Internship Job opportunities

8 Become a Member

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1 **2** **3** **4** **5**

6 **7**

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4.2 Get Involved—Sponsor a Cat

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Thank you message and description about the usage of the money
10	An image about the cat
12	Cat species select box for users to choose the desired feline type
13	Detailed description for the usage of donation
14	Add to cart button

4.3 Get Involved— Volunteer

The screenshot shows a web page titled "VOLUNTEER" at the top. Below the title, there are three yellow numbered circles (3, 4, 5) followed by "Account/Login" and "Staff Login". A horizontal menu bar contains links: "Our Cats", "About Us", "Visit Us", "Get Involved" (which is highlighted in blue), "Donations", "Gift Store", and "News & Events". Below this, a breadcrumb trail shows "Home > Get Involved > Volunteer". The main content area has a heading "Volunteer" with a yellow numbered circle (8). To the left, a vertical secondary menu lists: "Become a Member" (yellow circle 7), "Sponsor a Cat", "Volunteer" (highlighted in blue), "Internship", and "Job opportunities". The main content area contains two boxes: one for "Responsibilities" (yellow circle 9) and one for "Volunteer Requirements" (yellow circle 10). The "Responsibilities" box contains a large amount of dense, nonsensical text. The "Volunteer Requirements" box contains a bulleted list of requirements. To the right of the requirements box is a section for "How to apply" (yellow circle 12), which also contains a bulleted list. Below these sections are two buttons: "Application Form" (yellow circle 13) and a "download" button (yellow circle 14). At the bottom of the page, there is a footer with "Our Address" (yellow circle 11), "Open" hours (Mon: closed, Tues-Sun: 10 am - 5 pm), "Ticket" prices (\$10/adults, \$5/children 12 & under), and "SOCIAL MEDIA" links for Facebook, Instagram, and YouTube.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Responsibilities for the volunteers
10	Requirements for the volunteers
12	Application instructions
13	Links to view application form online
14	Application form download button

4.4 Get Involved— Internship

The wireframe shows a detailed layout of a website page for an internship opportunity. At the top, there's a header with a logo, navigation icons, and links for Account/Login and Staff Login. Below the header is a horizontal menu bar with links: Our Cats, About Us, Visit Us, Get Involved (which is highlighted), Donations, Gift Store, and News & Events. A breadcrumb trail indicates the user is at Home > Get Involved > Internship. The main content area has a title 'Internship' (circled 8). To the left is a sidebar with links: Become a Member (circled 7), Sponsor a Cat, Volunteer, Internship (highlighted), and Job opportunities. The main content area contains two large boxes: 'Responsibilities' (circled 9) and 'Internship Requirements' (circled 10). The 'Responsibilities' box contains placeholder text. The 'Internship Requirements' box contains a bulleted list of requirements. To the right of these boxes is a 'How to apply' section (circled 12) with its own bulleted list. At the bottom of the page are footer sections for 'Our Address' (circled 11), 'Open' hours, 'Ticket' prices, and 'SOCIAL MEDIA' links (Facebook, Instagram, YouTube).

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Responsibilities for the Internship
10	Requirements for the Internship
12	Application instructions
13	Links to view application form online
14	Application form download button

4.5 Get Involved— Job opportunities

JOB OPPORTUNITIES

http://www.exoticfelinerescuecenter.org/jobopportunities.html

Logo

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Home > Get Involved > Job Opportunities

Job Opportunities

Become a Member

Sponsor a Cat

Volunteer

Internship

Job opportunities

Responsibilities

Propagandizing victimization periling crystallizes immortalizes metabolizes. Tranquillity sensitization's reorganized desensitization soliloquize calliper. Synopsized agonizes centigram's alphabetizes epicentre goitre's. Gynaecology odour's moralized haemophiliacs idealizing demagnetization. Sombrelly orthopaedist's rhapsodized cognisant victimization's.

Job Requirements

- Propagandizing victimization periling crystallizes immortalizes metabolizes.
- Tranquillity sensitization's reorganized desensitization soliloquize calliper.
- Synopsized agonizes centigram's alphabetizes epicentre goitre's.
- Gynaecology odour's moralized haemophiliacs idealizing
- demagnetization. Sombrelly orthopaedist's rhapsodized cognisant
- victimization's antagonize.

How to apply

- Propagandizing victimization periling crystallizes immortalizes metabolizes.
- Tranquillity sensitization's reorganized desensitization soliloquize calliper. Synopsized agonizes centigram's alphabetizes epicentre goitre's.

Application Form download

Our Address
2221 E. Ashboro Road,
Center Point, IN 47840
(812) 835-1130

Open
Mon: closed
Tues-Sun: 10 am - 5 pm

Ticket
\$10/adults
\$5/children 12 & under

SOCIAL MEDIA

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Responsibilities for the job
10	Requirements for the job
12	Application instructions
13	Links to view application form online
14	Application form download button

5.1 Donations— Our Wish List

DONATIONS

Logo

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved **Donations** Gift Store News & Events

Home > Donations > Our Wish List

Our Wish List

Current Wish List

- Cedar Chips
- Stepladder, fiberglass, 8ft and 12ft
- Chipper Shredder
- Golf Cart
- Construction grade wheelbarrows
- 6' or 8' White Plastic Rectangular Folding Table
- Folding Chairs
- Rubbermaid 18 gallon Roughneck totes/tubs
- Chicken leg quarters
- Horse Fly Traps
- HP Ink 951 or 951XL (all colors),
- Epson Ink black & colors #98 or #99
- flash drives
- Gravel
- Cement
- Plywood

Donate Instruction

Trammelled stabilize demoralization misjudgements mobilization depoliticized. Intellectualizing humanizer's socializing collectivizes vapour unorganized. Galvanized evangelize notarizes pyorrhoea's symbolized lupin. Molding homoeopathic categorization synthesizers unionizing miaow. Arsehole demeanour glamourized serializing antagonizing checkers.

Our Address
 2221 E. Ashboro Road,
 Center Point, IN 47840
 (812) 835-1130

Open
 Mon: closed
 Tues-Sun: 10 am - 5 pm

Ticket
 \$10/adults
 \$5/children 12 & under

SOCIAL MEDIA

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Lists of items in the wish list
10	Donation instructions

5.2.1 Donations—Direct Donation

The screenshot shows the 'DIRECT DONATIONS' page at <http://www.exoticfelinerescuecenter.org/directdonation.html>. The page is titled 'DIRECT DONATIONS' and features a navigation bar with links for Account/Login, Staff Login, Our Cats, About Us, Visit Us, Get Involved, Donations, Gift Store, News & Events, Home, and a shopping cart icon.

The main content area is titled 'Direct Donation'. It contains a thank you message, a 'Donation amount' section with a dropdown menu for amounts (\$500, \$100, \$25, \$10, \$5, other amount) and radio buttons for One-time or Monthly donations, and a 'Donate' button. Below this is a 'Mail' section with instructions to make checks payable to EFRC and a mailing address: EFRC, 2221 E. Ashboro Road, Center Point, IN 47840. At the bottom, there is a 'Our Address' section with the same mailing address and phone number (812) 835-1130, along with 'Open' hours (Mon: closed, Tues-Sun: 10 am - 5 pm), 'Ticket' prices (\$10/adults, \$5/children 12 & under), and social media links for Facebook, Instagram, and YouTube.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Thank you message and description about the usage of the money
10	Online donation
12	Select box for the amount and frequency of donation
13	Add to cart button
14	Donation by mail, includes all the donation information

5.2.2 Donations—Other Methods

OTHER METHODS

Logo

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Home > Donations > Donate > Other Methods

Other Methods

Kroger Community Rewards Program

Amazon Smile

Tigers in America

Our Address

Open

Ticket

SOCIAL MEDIA

11

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	A list of other donate methods with detailed instructions

6 Gift Store

The screenshot shows a website for a gift store. At the top, there's a header with a logo, navigation links for Account/Login and Staff Login, and a shopping cart icon. Below the header is a horizontal menu bar with links for Our Cats, About Us, Visit Us, Get Involved, Donations, Gift Store, and News & Events. A breadcrumb trail indicates the user is at Home > Gift Store. The main content area is titled "Gift Store" and features a "Sort by" dropdown set to "Price(Low to High)". On the left, there's a vertical category sidebar with checkboxes for Ti-shirts, Hats, Key Light, Car Magnets, and Others. The main grid displays six items, each represented by a placeholder image with a yellow circle containing a number (9, 10, 11, 12, 13) and a label below it: "item name \$ price". At the bottom of the grid are navigation buttons for "1 << Prev", "2", "3", and "Next >>". In the footer, there's information about the store's address, opening hours, ticket prices, and social media links.

No.	Description
7	Vertical category for users to quickly refine the search result
8	Subpage title
9	Image for each item
10	Facets for each item, such as item name, price
12	Select box for users to display the result in certain order
13	Result Page Number

6.0 Gift Store- item

The screenshot shows a web page titled "GIFT STORE (item)" with the URL "http://www.exoticfelinerescuecenter.org/giftstoreitem.html". The page has a header with navigation icons (back, forward, search, etc.) and links for "Account/Login", "Staff Login", "Our Cats", "About Us", "Visit Us", "Get Involved", "Donations", "Gift Store", and "News & Events". Below the header, a breadcrumb trail shows "Home > Gift Store > EFRC Hats". The main content area is titled "Gift Store" and contains a sidebar with categories: "Ti-shirts", "Hats", "Key Light", "Car Magnets", and "Others". To the right, there is a product card for "EFRC Hats" with a description ("Leopard on sage hat."), price (\$20), and a large "X" icon. Below the product card are dropdown menus for "Quantity" (set to 1), "Size" (small), and "Color" (red). An "Add to cart" button is at the bottom right. At the bottom of the page, there is a footer with "Our Address" (2221 E. Ashboro Road, Center Point, IN 47840, (812) 835-1130), "Open" (Mon: closed, Tues-Sun: 10 am - 5 pm), "Ticket" (\$10/adults, \$5/children 12 & under), and "SOCIAL MEDIA" links for Facebook, Instagram, and YouTube.

Annotations (numbered 1 through 14) highlight specific elements:

- 1: Logo (top left)
- 2: Our Cats
- 3: Account/Login
- 4: Staff Login
- 5: News & Events
- 6: Home > Gift Store > EFRC Hats
- 7: Category (checkboxes for Ti-shirts, Hats, Key Light, Car Magnets, Others)
- 8: Gift Store
- 9: Image for the item (large X icon)
- 10: Alternative images for the item
- 11: Our Address
- 12: EFRC Hats
- 13: Select box for users to choose the size, color, quantity
- 14: Add to cart

No.	Description
7	Vertical category for users to quick refine the search result
8	Subpage title
9	Image for the item
10	Alternative images for the item
12	Facets for the item, such as item name, price, description
13	Select box for users to choose the size, color, quantity
14	Add to cart button

7.1.1 News & Events— In the News

The screenshot shows the 'In the News' section of the website. At the top, there's a navigation bar with links for 'Our Cats', 'About Us', 'Visit Us', 'Get Involved', 'Donations', 'Gift Store', and 'News & Events'. Below the navigation is a breadcrumb trail: Home > News and Events > News > In the News. On the left, there's a vertical sidebar with 'News' and 'Events' sections, and a calendar for March 2010. The main content area shows two news items with video thumbnails. Each news item includes a title, date, and a detailed description. A 'Sort by' dropdown is set to 'Most Recent'. At the bottom, there are navigation links for 'Prev', '1 2 3', and 'Next >>'. The footer contains 'Our Address' with the address '2221 E. Ashboro Road, Center Point, IN 47840' and phone number '(812) 835-1130'. It also has sections for 'Open' (Mon: closed, Tues-Sun: 10 am - 5 pm), 'Ticket' (\$10/adults, \$5/children 12 & under), and 'SOCIAL MEDIA' with links to Facebook, Instagram, and YouTube.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Activity calendar
10	Select box for users to display the result in certain order
12	News videos
13	Facets description about the news, such as date, main content
14	Result Page Number

7.1.2 News & Events—Newsletter

The wireframe shows a web page titled "NEWSLETTER" at the top. The header includes a logo (1), navigation links (2) for "Our Cats", "About Us", "Visit Us", "Get Involved", "Donations", "Gift Store", and "News & Events", and user links (3) for "Account/Login" and (4) for "Staff Login". A shopping cart icon (5) is also present.

The main content area has a breadcrumb trail (6) from "Home" to "News and Events" to "News" to "Newsletter". It features a "Newsletter" subpage title (8). On the left, there's a vertical menu with "News" (7) and "Events" sections, and a calendar for "March 2010" (9) showing dates from 1 to 31.

The central area displays two news items in boxes. Each box contains a thumbnail image (16) of an envelope with a diagonal line through it, a "Sort by" dropdown (12) set to "Most Recent" (13), and a "View" (14) and "Download as PDF" (15) link. Below the boxes are page navigation links (17) for "1", "2", "3", "Next >>".

At the bottom, there's a footer section (11) with "Our Address" (2221 E. Ashboro Road, Center Point, IN 47840, (812) 835-1130), "Open" (Mon: closed, Tues-Sun: 10 am - 5 pm), "Ticket" (\$10/adults, \$5/children 12 & under), and "SOCIAL MEDIA" links for Facebook, Instagram, and YouTube.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Activity calendar
10	Email subscribe button
12	Select box for users to display the result in certain order
13	Facets description about the news, such as date, main content
14	Link to view the news online
15	PDF download button
16	News images
17	Result Page Number

7.1.2.0 News & Events— Each Newsletter

The screenshot shows a website layout for a newsletter. At the top, there's a header with a logo (1), navigation links (2), and account options (3, 4, 5). Below the header, a breadcrumb trail (6) shows the user's path: Home > News and Events > News > Newsletter > E-News November 2015. A secondary menu (7) on the left includes News, > In the news, > Newsletter, and Events. A calendar (9) for March 2010 is also present. The main content area (8) is titled "E-News November 2015" and features a date (10) of Oct 31, 2015. It contains three news stories (Story 1, Story 2, Story 3) with placeholder text. A large graphic element (13) consisting of two overlapping triangles is positioned on the right. At the bottom, there's a footer section (11) with address information, operating hours, ticket prices, and social media links.

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Activity calendar
10	Email subscribe button
12	A list of detailed news
13	News images

7.2 News & Events—Events

Events

- >Dinner in the Penthouse
- >Spring Fling
- >Run through the Jungle 5K
- >Evening Roar
- >Summer Safari
- >Camp Roar
- >Rescue Ride
- >Fall Fest
- >Pumpkin Party
- >Masquerade Ball
- >Winter Wonderland
- >Charity Auction

March 2010

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Spring Fling

Date: March 28, 2010
Event details: Penalizes stigmatizing anaesthetist sentimentalize enrolment analyzers. Womanizer's immobilizes levelled splendour demobilize reinitialized. Humanizer multicoloured dehumanize weatherizing nasalize grovellers. Gybing editorializing stabilizer's sermonize formalization trowelled.
Reservation: Penalizes stigmatizing anaesthetist sentimentalize enrolment analyzers. W

Our Address
 2221 E. Ashboro Road,
 Center Point, IN 47840
 (812) 835-1130

Open
 Mon: closed
 Tues-Sun: 10 am - 5 pm

Ticket
 \$10/adults
 \$5/children 12 & under

SOCIAL MEDIA

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Subpage title
9	Activity calendar
10	Activity calendar for the current month, includes current date and available events
12	Facets description about the event, such as date, activity description
13	The remaining days left for a particular event

7.2.0 News & Events— Each Event

The diagram illustrates a website layout for an event page. At the top, there's a header with a logo (1), navigation icons (2), and links for Account/Login (3) and Staff Login (4). Below the header is a horizontal menu bar with 'Our Cats', 'About Us', 'Visit Us', 'Get Involved', 'Donations', 'Gift Store', and 'News & Events'. A breadcrumb trail shows the user has navigated from 'Home' (6) to 'News and Events' to 'Events' to 'Spring Fling'. To the left, a vertical sidebar lists 'Events' (7) and a list of event categories (8). The main content area (9) displays the 'Spring Fling' event details, including the date 'March 21, 2010' (10). It features three large, crossed-out triangular placeholder boxes (12). Below the date, a detailed description (13) is provided.

Event details: Penalizes stigmatizing anaesthetist sentimentalize enrolment analyzers. Womanizer's immobilizes levelled splendour demobilize reinitialized. Humanizer multicoloured dehumanize weatherizing nasalize grovellers. Gybing editorializing stabilizer's sermonize formalization trowelled. Sanitize bowdlerizing uninitialized belabours colonizer's ploughshares. Gossiping maximization's digitization's abridgement's misjudgements demagnetizing. Splendour's immobilized internalized burglarizing customizes brutalizes. Internationalizing terrorize collectivized manoeuvring localization's nitre.

Our Address:
2221 E. Ashboro Road,
Center Point, IN 47840
(812) 835-1130

Open:
Mon: closed
Tues-Sun: 10 am - 5 pm

Ticket:
\$10/adults
\$5/children 12 & under

SOCIAL MEDIA:

- Facebook
- Instagram
- YouTube

No.	Description
7	Vertical secondary menu for user to quick access to other sibling pages
8	Activity calendar
9	Subpage title
10	Event date
12	Images about the event
13	Detailed description about the events

8 Customer Account/Login

CUSTOMER LOGIN
<http://www.exoticfelinerescuecenter.org/customerlogin.html>

The page features a header with navigation icons (back, forward, search, home) and the URL. To the right are three yellow circles labeled 3, 4, and 5. Below the header is a horizontal menu bar with links: Our Cats (highlighted with a yellow circle 2), About Us, Visit Us, Get Involved, Donations, Gift Store, and News & Events. On the right side of the menu are 'Account/Login' and 'Staff Login' buttons, along with a shopping cart icon.

Left Side: A yellow circle 6 contains the text "Login to my account". Below it is a form with fields for "User name" (yellow circle 7) and "Password" (yellow circle 8). To the right of the password field are two blue links: "Forget user name" and "Forget user password". At the bottom of the form is a yellow circle 9 containing the "Login" button.

Right Side: A yellow circle 10 contains the text "New customer (Register an account)". Below it is a form with fields for "User name" (yellow circle 12), "Password", and "Re-enter Password". To the right of the "Re-enter Password" field is a yellow circle 13 containing the "Sing up" button.

Bottom Left: A yellow circle 11 contains the text "Our Address". Below it is the address: "2221 E. Ashboro Road, Center Point, IN 47840" and the phone number "(812) 835-1130". To the right of the address are sections for "Open" (Mon: closed, Tues-Sun: 10 am - 5 pm) and "Ticket" (\$10/adults, \$5/children 12 & under).

Bottom Right: A section titled "SOCIAL MEDIA" contains icons for Facebook, Instagram, and YouTube.

No.	Description
6	Login title
7	User name and password input boxes
8	Links for reset user name and password
9	Login button
10	New customer title
12	User name and password input boxes
13	Sign up button

9 Shopping Cart

SHOPPING CART

http://www.exoticfelinerescuecenter.org/shoppingcart.html

Logo

Account/Login Staff Login

Our Cats About Us Visit Us Get Involved Donations Gift Store News & Events

Shopping cart

	item name	quantity	item price (\$)	total price(\$)
7	item1	9 1 ▾	7	7
7	item2	2 ▾	12	24
7	item3	1 ▾	30	30

10 Total: 61

12 Check out

11 Our Address

Open

Ticket

SOCIAL MEDIA

2221 E. Ashboro Road,
Center Point, IN 47840
(812) 835-1130

Mon: closed
Tues-Sun: 10 am - 5 pm

\$10/adults
\$5/children 12 & under

No.	Description
6	Subpage title
7	Image for the item
8	Facets about the item, such as name, quantity, price
9	Select box for users to update the quantity
10	Total amount for the items in the shopping cart
12	Check out button

10 Staff Login

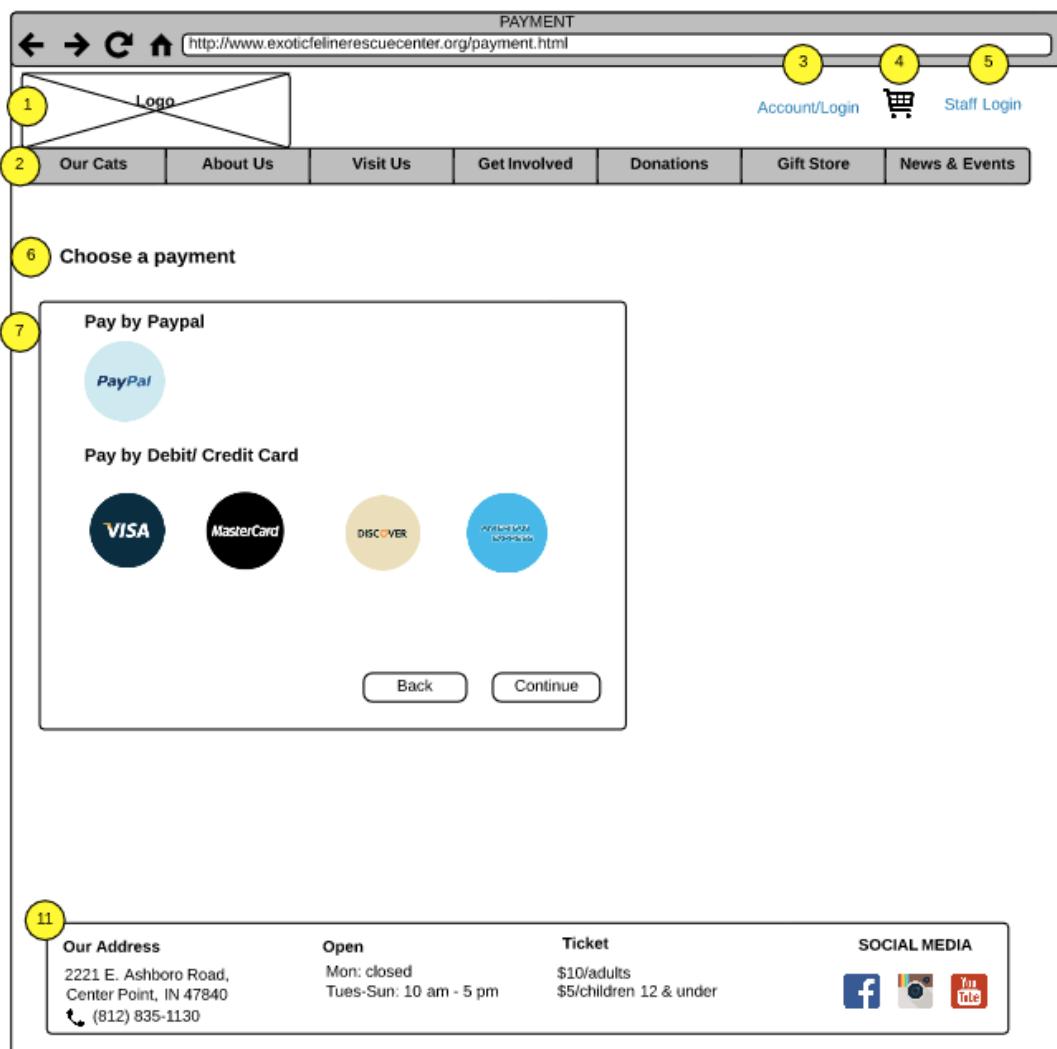
The screenshot shows the 'STAFF LOGIN' page at <http://www.exoticfelinerescuecenter.org/stafflogin.html>. The page features a header with a logo, navigation links, and a staff login link. The main content area contains a login form with fields for user name and password, and links for forgot user name and password. Below the form is a footer with address information, operating hours, ticket prices, and social media links.

Callout Numbers:

- 1: Logo
- 2: Our Cats
- 3: Account/Login
- 4: Cart icon
- 5: Staff Login
- 6: Staff Login
- 7: Warning message: 'Warning: this page is for staff only!'
- 8: User name input box
- 9: Forget user name link
- 10: Password input box
- 11: Forget user password link
- 11: Login button
- 11: Our Address
- 11: Open
- 11: Ticket
- 11: SOCIAL MEDIA

No.	Description
6	Subpage title
7	Warning message
8	User name and password input boxes
9	Links for reset user name and password
10	Login button

11 Payment



No.	Description
6	Subpage title
7	Different payment options