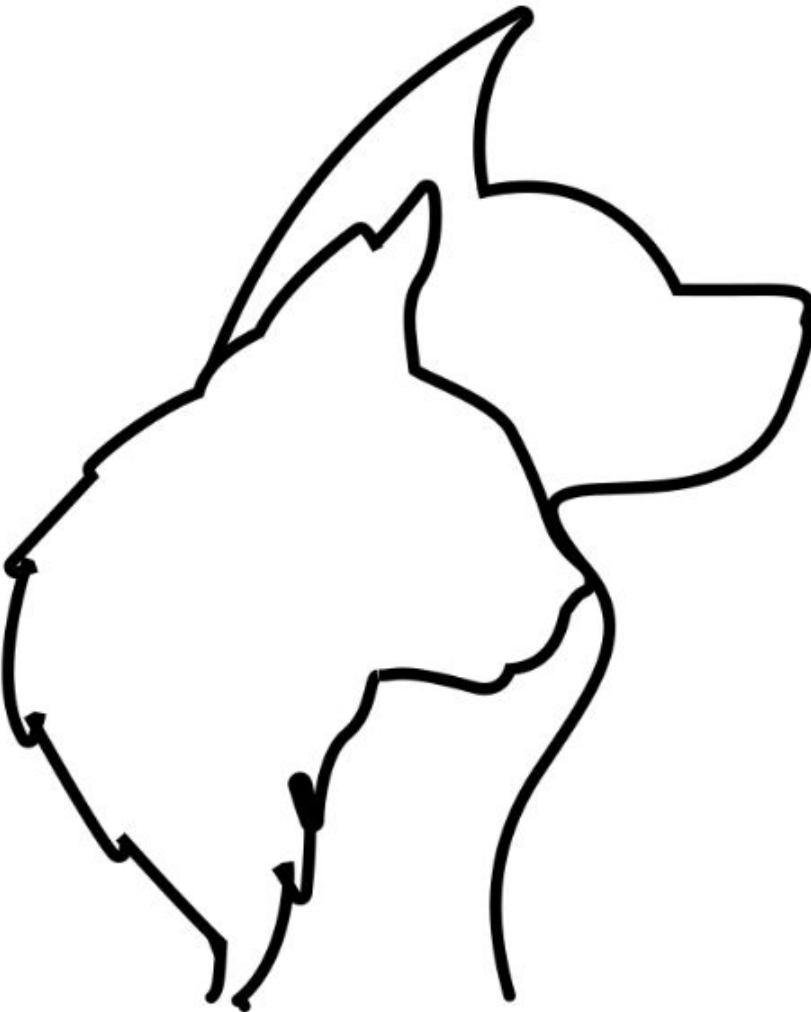




San Francisco Animal Care & Control Redesign Project

Sirhley Barrera, Erix Chen, Claire McDonell, Abby Stoner, Yueru Yang



Project Overview

THE PROBLEM:

The SFACC website is clunky, unorganized, messy UI that is leading to less visitors to the site.

THE SOLUTION:

Redesign the SFACC website with clear user flow paths. Focus on adding white space, animated buttons, clean lines, and more clear, eye-catching text

OUR TEAM:

Sirhley Barrera, UX researcher, designer

Erix Chen, Graphic designer, UI designer

Claire McDonell, UX writer and researcher

Abby Stoner, UX/UI designer

Yeuru Yang, UX/UI designer

TOOLS:

Figma, Google docs, Photoshop



Team Motivation

This case study began as a passion project. Our team is all pet owners, and we sought an animal NPO to redesign. As a team we found shelters whose ethics aligned with ours or that some of our team had a background with. We reached out to them, and unfortunately we did not hear back from any. We did a quick heuristics evaluation through each site as a team. The UI ultimately made the decision for us. The SFACC website had noticeable issues that inspired us to redesign it.



Proto-Persona

To begin empathizing with our potential users, we started with a proto-persona.

Laurie Smith

38 yrs
single
Yoga Instructor
Living in San Francisco



Needs

- A new pet because of a recent break up
- A loyal companion but low maintenance
- Because she works a lot.
- A new friend

Pain Point

- Allergic to reptiles
- Prefers small animals
- Has never had a pet

Goals

- To feel responsible
- To adopt not shop
- To love a new pet



Usability Testing Plan

Research Question: What attracts a user to an animal shelter?

We are trying to understand and empathize with users who may use the SF Animal Care and Control Website.

Objective 1: pets

Are you interested in adopting a pet? Did you adopt a pet before? Do you have pets? If you were to get a pet, would you get them at a shelter? What would attract you to a shelter?

Objective 2: fundraising

Have you donated before? Did you make any donations in the past few years? What organizations did you donate to? What donation format do you prefer? What donation format do you prefer? Would you be interested in a donation subscription?

Objective 3: volunteer

What would draw you into volunteering at a shelter? Do you like to volunteer? Have you volunteered at a shelter before? What other volunteer work have you done or would like to do?

Objective: User background - "Let's start off with some questions about you."

What's your age?

What's your occupation?

What's your location?

What's your home life like for your pets/if you were to bring in a new pet?

What are some of your hobbies?

Objective: Pets - "Now, let's shift to talking about pets."

Do you have pets? If not, have you experience having a pet in the past?

What kind of pets do you have?

Are you interested in getting a pet/more pets?

Did you get them at a shelter? What attracted you to that shelter? Any positive or negative experiences?

When you were/are looking for a new pet, how did you go about that process?

Objective: Fundraising - "I'm going to ask you a few fundraising questions now."

Have you donated before?

Did you make a donation in the past few years?

What organization did you donate to?

What donation format do you prefer: one time, monthly, goods instead of money?

Would you be interested in a donation subscription? That would mean sponsoring a pet virtually.

Objective: Volunteer - "Let's chat a bit about volunteering."

Do you like to volunteer? Why?

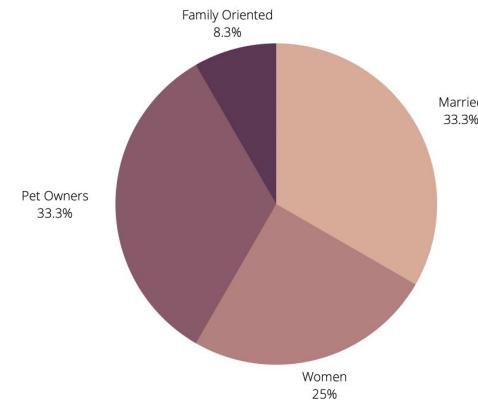
Have you volunteered at a shelter before?

What would draw you into volunteering at a shelter?

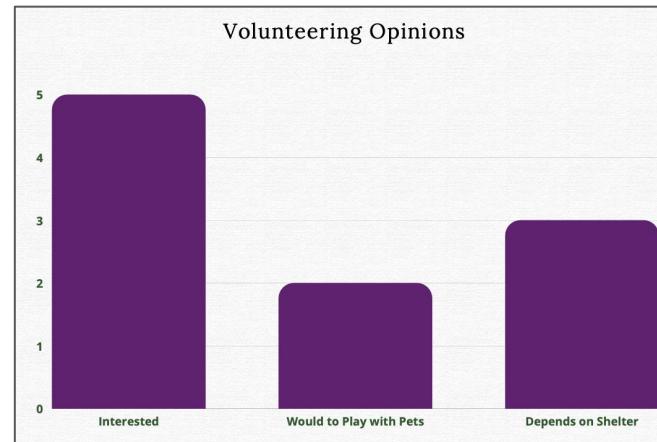
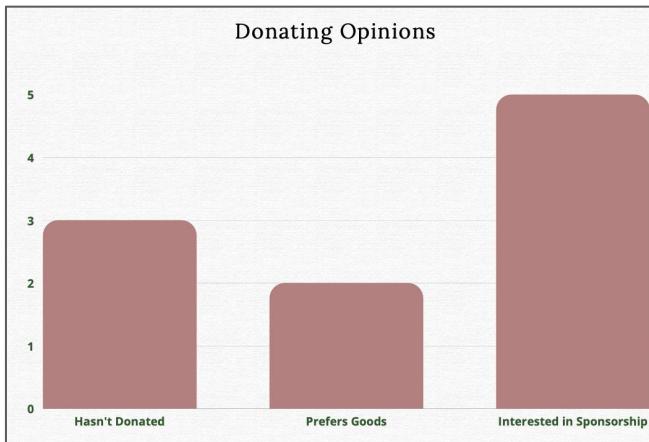
What other volunteer work have you done or would like to do?



Usability Testing Results

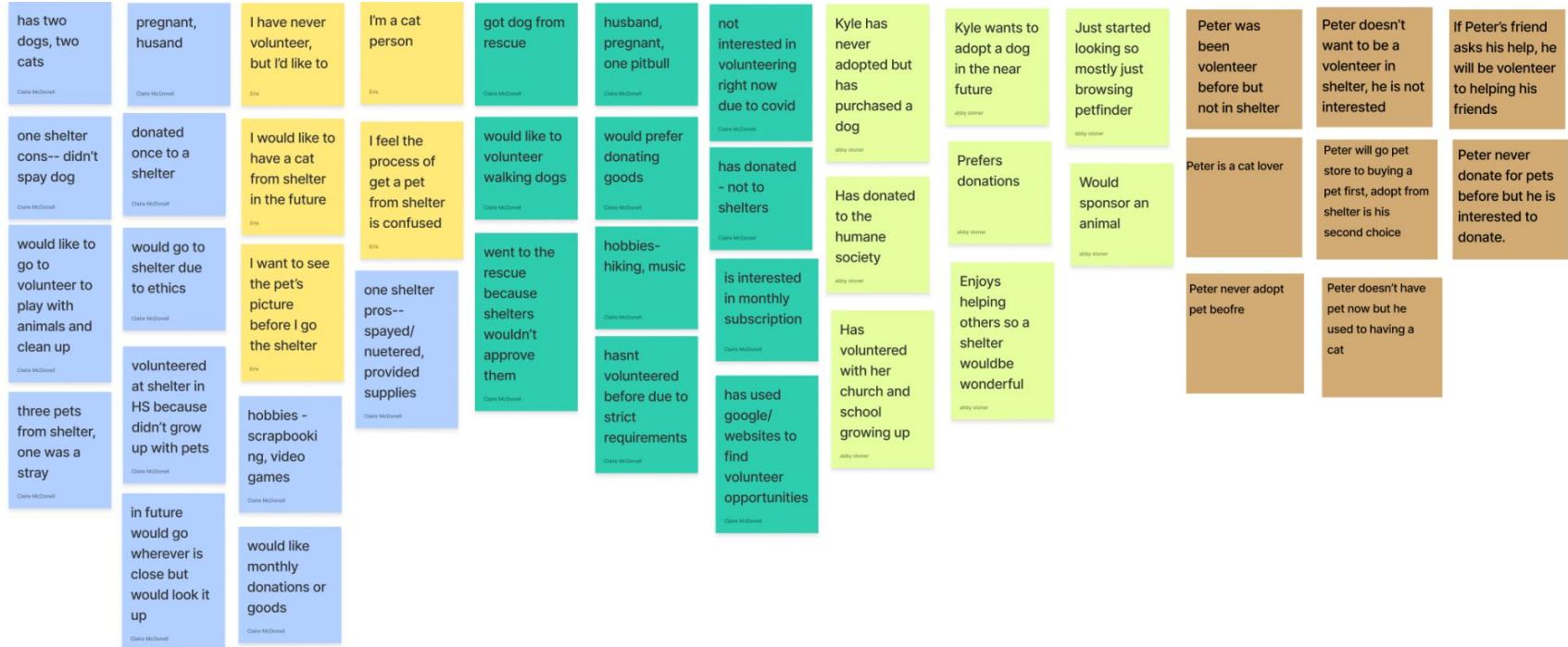


Demographics





Interview Notes

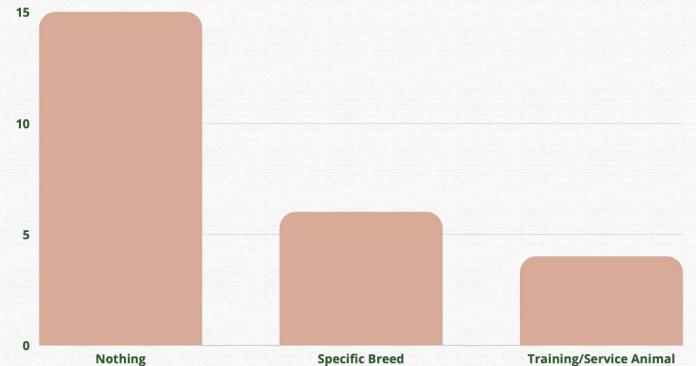




Quantitative Research

We conducted a [Survey](#) with 25 users. Through this we were able to gather demographic information that helped us form our user persona, as well as behavioral information.

What Would Make You Choose a Breeder vs Shelter



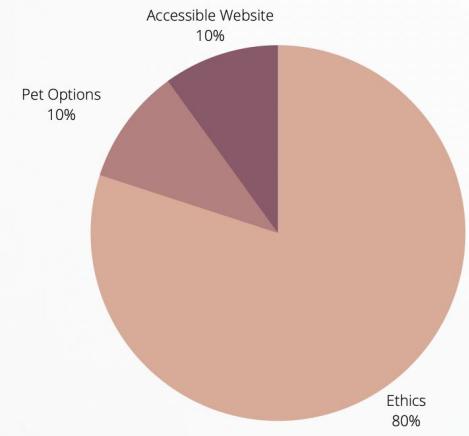
Playing with animals over Working
27.3%

Choice in animals
4.5%

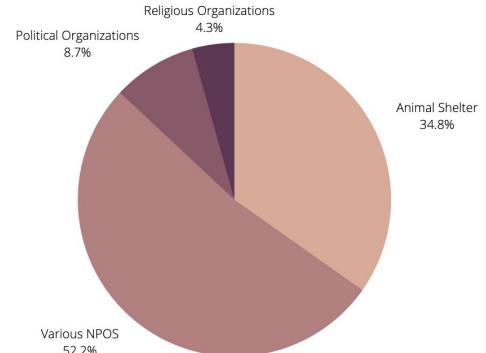
Easy Requirements
4.5%

Flexible Schedule
63.6%

What would draw you into volunteering at a shelter?



Shelter Priorities



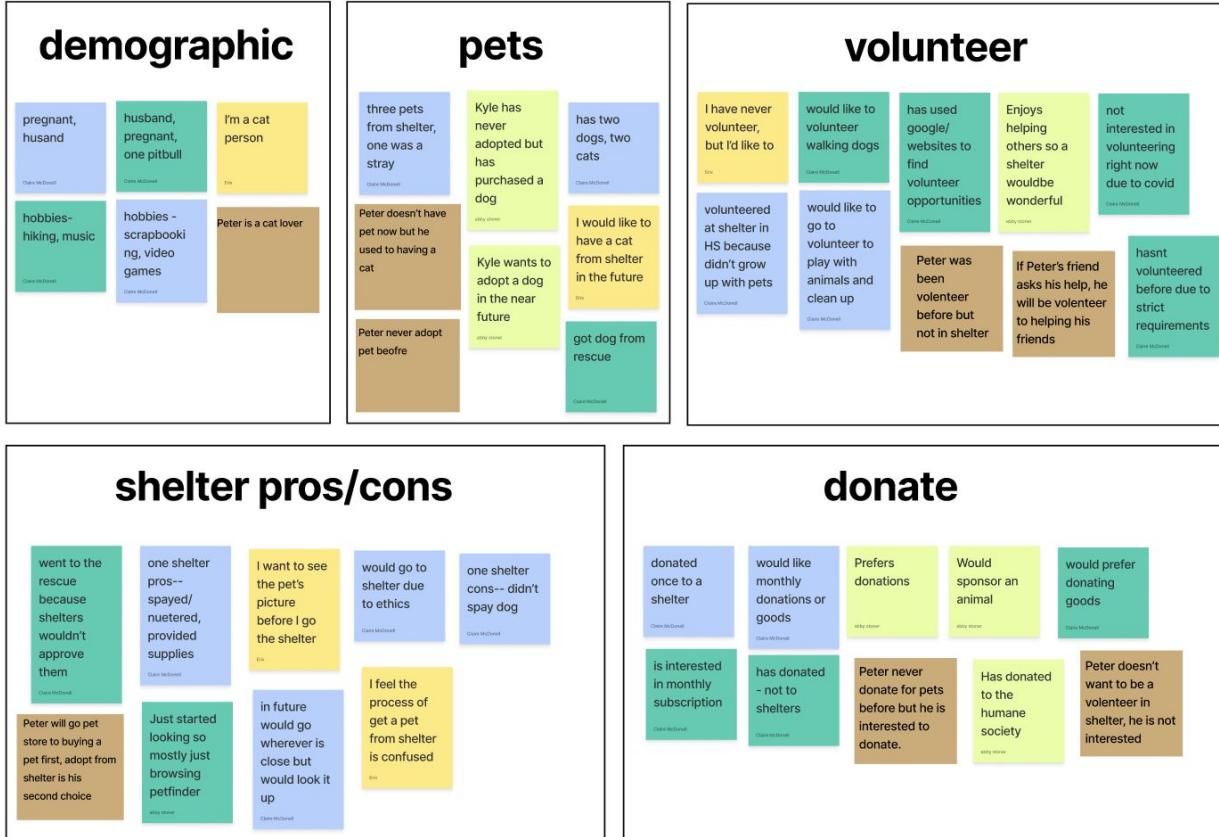
What organizations have you donated to?



After our testing, we organized the data into an Affinity Map, Empathy Map, “I Like, I Wish, What If” diagram, and a Feature Prioritization Matrix.



Affinity Diagram





Empathy Map





I Like I Wish What If

I Like

shelters spay/neuter animals and gives shots, etc.

Claire McDonell

I could watch a little video of the animal on the adoption page

abby stoner

no kill shelters/ rescues

Claire

pets are seen as family

Claire McDonell

I can see the pets before I go to the shelter

Erix

application was easier/ simpler

Claire N

I could volunteer easier - just walk dogs

Claire McDonell

I wish get more people to donated

Yueru Y

I could know some stories about those pets

Eri

I wish more people will adopt pets instead of buying

Yueru Yang

A giant farm for the animals could be created.

abby stoner

Every animal gets an adoption party thrown as a donation

abby

the shelter was able to host more animals at a time because of donations

abby stoner

I could babysit a pet for a day like a cutie bunny

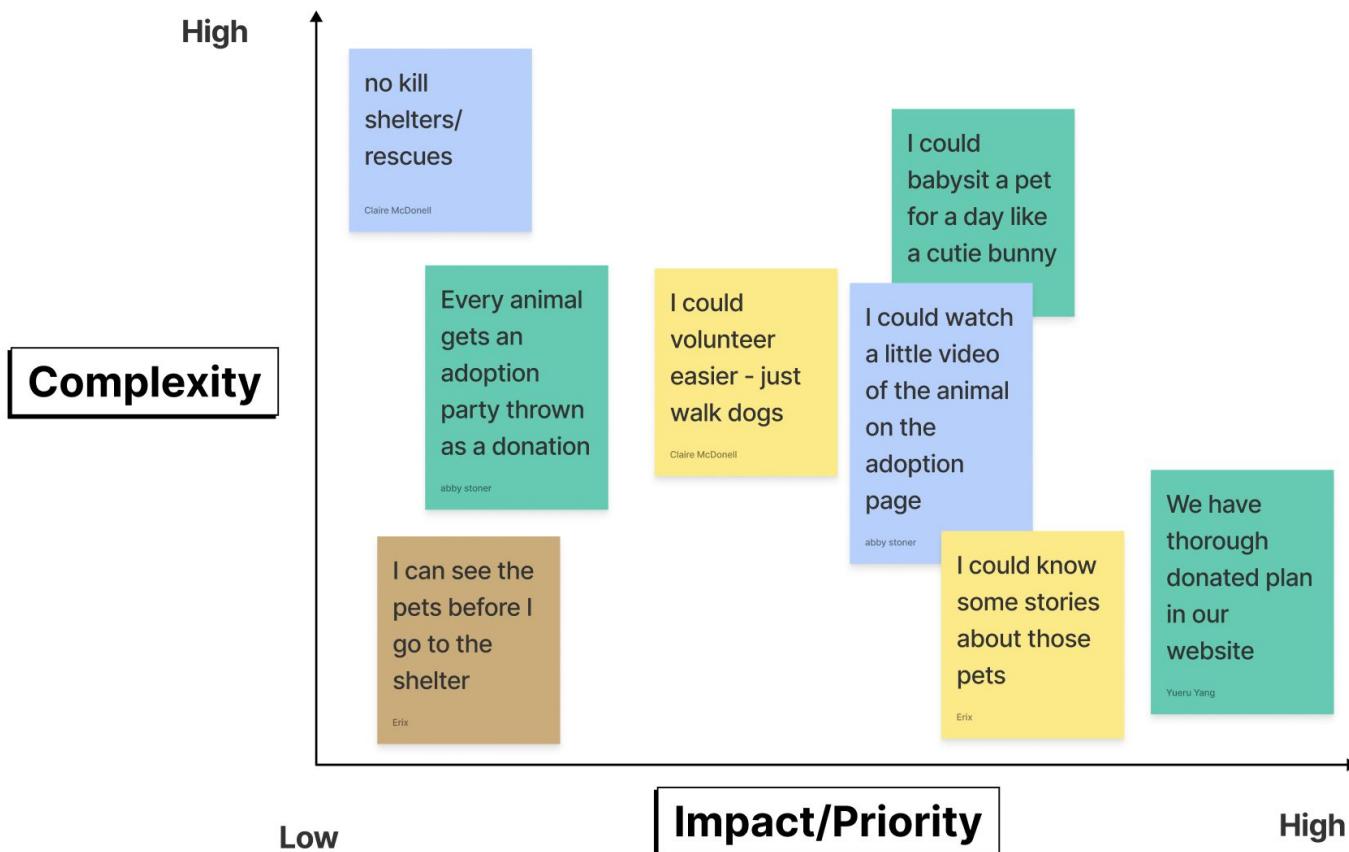
McDonell

We have thorough donated plan in our website

Yueru Yang



Feature Prioritization Matrix

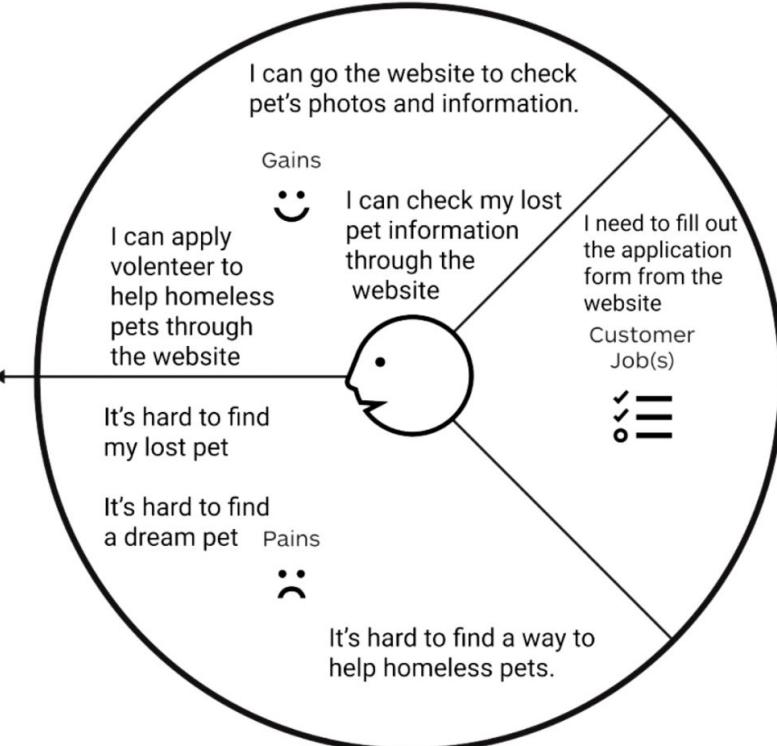
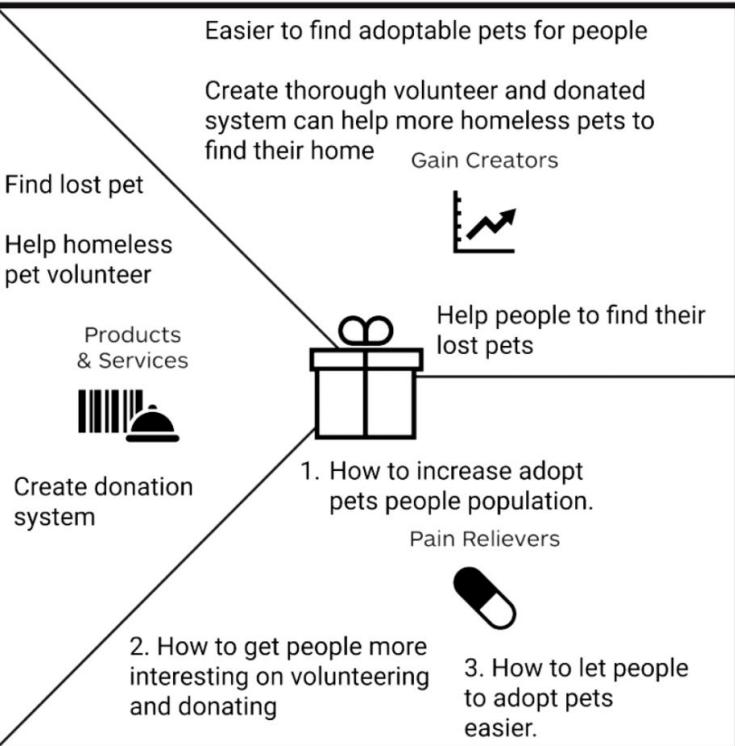




Following creating these diagrams, we began prototyping by creating UX diagrams that would continue to inform us on our ideal users. This included the creation of a Value Proposition Canvas and User Scenario. The User Scenario laid the foundation for our User Persona and Storyboard. Finally, we created our User Persona's Journey.

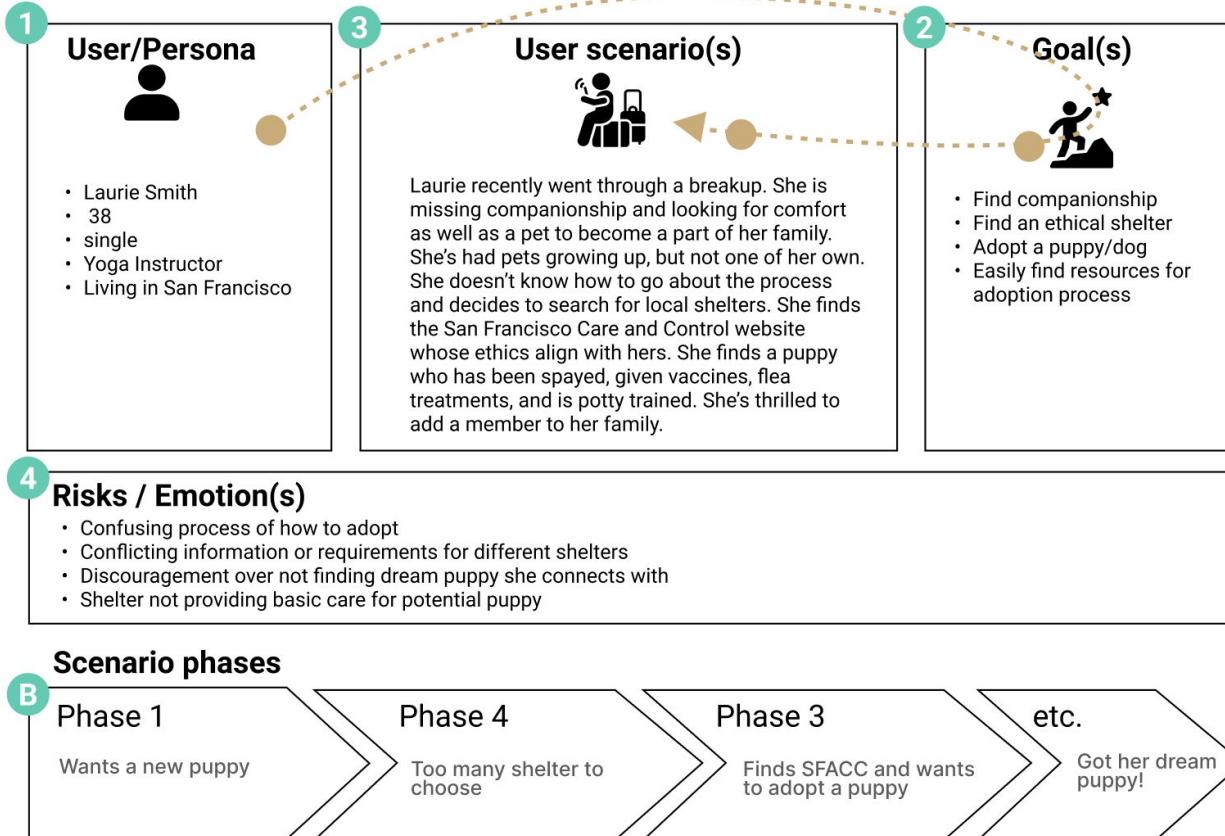


Value Proposition Canvas





User Scenario





User Persona



Audrey Lanez

Stock Broker

About



30



Bachelor's



San Francisco



She/Her



JP Morgan



Single

Meticulous

Assertive

Energetic

Helpful

Creative

Tech Savvy

Motivations

Wants to adopt their first pet, they are scared but excited about the responsibility. Chose to adopt because of the ethical values she upholds, adopt don't shop. They work from home so they have more time for a pet now.

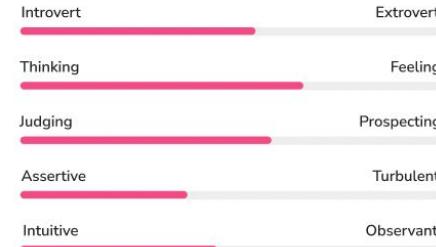
Goals

- To find a pet that can be a companion
- To adopt a pet from a no kill shelter.
- To donate to animal shelters more often or find a subscription based donation.

Pain Points

- Allergic to cats
- Lives on a loud street
- Scared of snakes
- Loves traveling

Personality



Technical Skills

Internet



Social Networks





Storyboard



Audrey recently went through a breakup and is looking a new puppy for companionship.



She starts her search by searching for pet adoption organizations located near her.



She doesn't know anything about the adoption process and is overwhelmed.



She finds the SFACC website and finds the puppy she wants to adopt.



She has her new puppy!



Audrey is so happy and now she regular volunteers and makes monthly donations.



User Journey



Audrey Lanez

Age

30 Years

Occupation

Stock Broker

Location

San Francisco, CA

User Motivations

She loves animals and wants to adopt a pet for the first time. Has more free time for an animal now that she is working from home. Wants to find a companion for the long days.

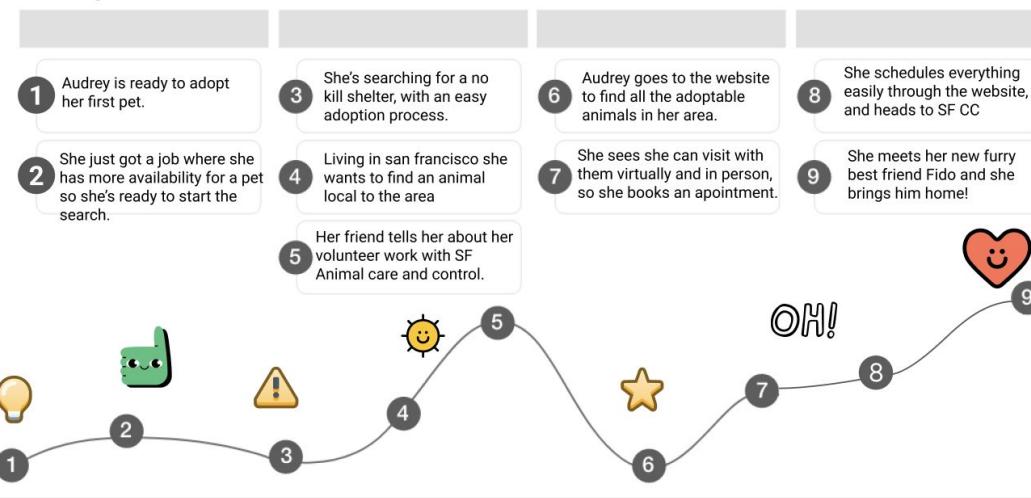
UX Scenario

Audrey always wanted a pet but worked such long hours she didn't think it would be fair. Now she is working from home and is ready to adopt her first pet. She has a checklist of rules for adoption, and cares about interacting with the animals before she adopts. She would prefer an easy, ethical pet adoption so she needs to find the right shelter.

Goals

- To adopt not shop
- To find a no kill shelter
- To bond with the animal before adopting
- To Donate to shelters

The Experience





Heuristic Evaluation

For greater understanding of navigation and UI on the SFACC website, we conducted a Heuristic Evaluation on the adoption flow pages.

1 Too much text - stick to main words. Hard to find info
2 Icons are inconsistent
3 Too much info on this page makes it hard for users to find the main point
4 Repetitive/same information on same page, like phone number and social icons
5 Links should be more prominent--easier for user to find because this information is very important

Adoptions: Daily from 12 pm to 5 pm
Adoption Services: 6 am to 12 am
415-554-9400
Appointments: 415-554-9400
ADOPTUS - DOGS - LOST/FOUND PROGRAMS & SERVICES WILDLIFE NEWS & EVENTS
ADOPTABLE ANIMALS

Please look for animals you're interested in adopting here on our website before you visit the shelter. For more information call 415-554-9400.

We strive to give every person the right to choose their family. We place tips on selecting the best new home each year and celebrate them one at a time. For tips on selecting the best pet for your lifestyle and home, see [Choosing a Pet](#). Please plan on arriving at SFACC after 1:30 pm in order to have the most time to look around. If you arrive earlier, to visit the animals, they are given out until 3:30 pm. Adopting a new companion can take time and shouldn't be rushed.

✓ MAKE A DONATION
✓ VOLUNTEER
✓ eNEWS SIGN UP

ADOPTABLE ANIMALS
CHOOSING THE RIGHT PET
REPORT INJURED ANIMAL
FOSTER
FIND A LOST PET
CALENDAR

Share
f t p +
Translate
Select Language
Powered by Google Translate

Search Adoptable ACC Dogs
Search Adoptable ACC Cats
Search Adoptable ACC Small Animals (rabbits, guinea pigs, rats, birds, reptiles)
4 at (415) 554-6364 to verify the animal you want to adopt is still available (for example at (433)3231). If you don't find the pet you're looking for at SFACC, check back often as new animals are made available daily.
Visit our [adoption partner websites](#) (Bay Area rescue organizations) or search one of the following:
• PetFinder.com (External Link) - Search by a specific species and breed in this site that lets you search a national database of shelters and rescue groups (over 13,000 organizations).
• Facebook.com (External Link) - Like us on Facebook.com, where you can view more photos and more information about ACC adoptable animals.
*** Rabbit Hemorrhagic Disease Virus (RHDV), or Rabbit Calicivirus, affects both wild and domestic rabbits and has been found to be present in several western states as of early 2020 with emergent movement state to state. Rabbit Hemorrhagic Disease Virus (RHDV) is highly contagious and can spread rapidly among rabbits. It is a disease that is highly contagious and may be fatal to rabbits. RHDV is not transmissible to other animals or humans. Animal Care & Control has established new protocol to keep the rabbits in care safe and healthy. [Information about RHDV](#)
Related links:
Adoption Requirements
Disaster Plan for Pets
Fees - Adoption, License, Redemption
Lost and Found
Office Adoptions
Adoption (Rescue) Partners

© 2022 San Francisco Animal Care & Control
All Rights Reserved.
Website by: Byte Technology / Schipper Design
Event Photography by: The Furtographer

ABOUT US
RESOURCES
CONTACT
PRIVACY POLICY

Yueno Yang
Clare McDonald
Clare McDonald

1 Word size are too small to read.
2 Too many navigation make people confused
3 The info makes the banner too busy
4 The icons are too small
5 Search Bar is not easily accessible
6 Lost and found - repetitive
7 Zoom size are too big
8 Additional donate button inconsistent to button at top of page

ANIMAL CARE & CONTROL
1 SPACC will be closed 2/11/22 for the President's Day Holiday
2 ABOUT US 6 LOST/FOUND PROGRAMS & SERVICES WILDLIFE NEWS & EVENTS HOW TO HELP
3 DONATE
4 Contact Us
5 Search
6 LOST & FOUND ANIMAL IN DISTRESS
7 CLICK HERE
8 Dog Coat & Toy Drive for pet owners experiencing homelessness
9 MAKE A DONATION
10 WE RESCUE & REHOME Domestic & Wild Animals
11 WE NEED YOUR SUPPORT San Francisco Animal Care & Control keeps our community safe and protects all animals from harm and cruelty. SPACC is the City's only open admission shelter; we accept all animals regardless of species, age, behavior, or medical condition. We rescue, reunite and rehome all species of animals.
12 Watch on YouTube
13 ...Tweets from the streets: #sfacc

OUR COMMUNITY



Color Accessibility

My text color is `#333333` at `18 px` and `regular` weight

My background color is `#E9E8DA`

My design must be `AA` compliant

Passes AA

Required contrast ratio: 4.5

Your contrast ratio: 10.24

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do...

My text color is `#333333` at `18 px` and `regular` weight

My background color is `#DAD0CD`

My design must be `AA` compliant

Passes AA

Required contrast ratio: 4.5

Your contrast ratio: 8.35

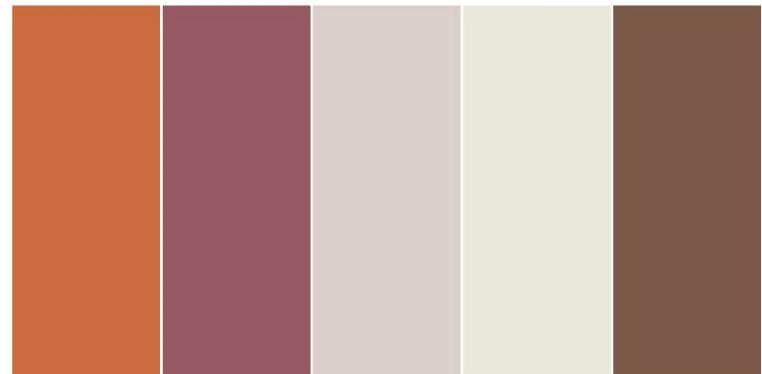
Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do...

All our colors from our color palette passed AA accessibility compliance.



Moodboard

As a team, we came up with different color palettes, voted on them, and came to a mutual consensus. Using the color palette, as well as our inspiration of animals, we created a mood board full of texture and emotion.



Color 1	Color 2	Color 3	Color 4	Color 5
HEX D96431	HEX A15764	HEX DDCFCD	HEX EAE8D8	HEX B03846
RGB 219, 100, 49	RGB 161, 87, 100	RGB 221, 207, 206	RGB 234, 230, 216	RGB 126, 86, 70
HSB 18, 78, 86	HSB 349, 46, 63	HSB 7, 7, 67	HSB 53, 8, 92	HSB 19, 45, 50
CMYK 0, 54, 77, 14	CMYK 0, 45, 37, 36	CMYK 0, 6, 7, 13	CMYK 0, 0, 7, 8	CMYK 0, 31, 45, 49





Logo Redesign



The original logo was pixelated and busy.

Our new logo is clean, modern, and engaging.



New Sitemap



Footer :

- ABOUT US
- RESOURCES
- CONTACT
- PRIVACY POLICY

- Lots of repetitive information.
- Not clear information
- No donate page - only button

Renamed Files

WILDLIFE

SAFETY

Discarded Files

Web Licensing / pet licensing

Coyotes

lost & found pets

Living With Urban Wildlife

About donate

Found Wildlife

rabies & microchip clinic **CANCELLED**

stray/found cats

How to Volunteer

stray/found dogs

Fostering Animals During Covid-19 Emergency

found kittens?

Community Events

stray/found others

fee schedule

report a dog bite or aggressive animal

safety around animals

Behavior & training

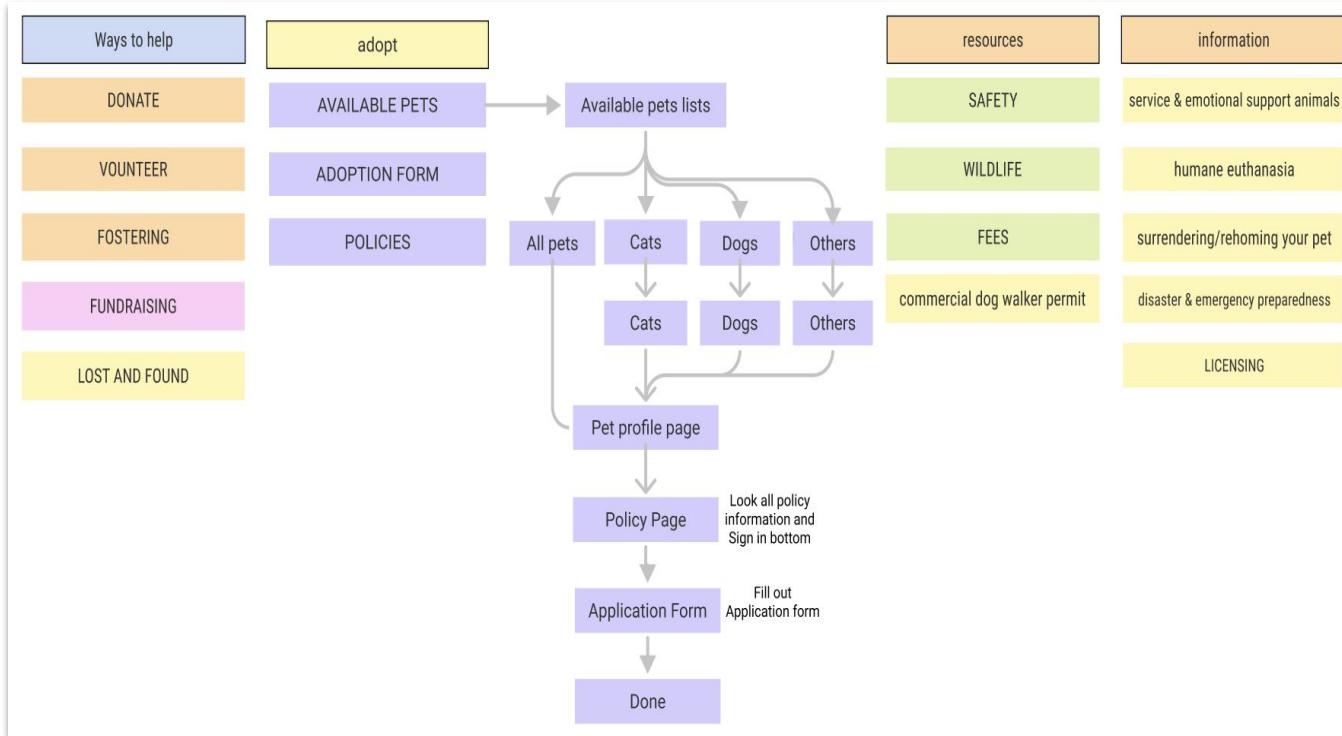
social media links

san francisco seal

copyright

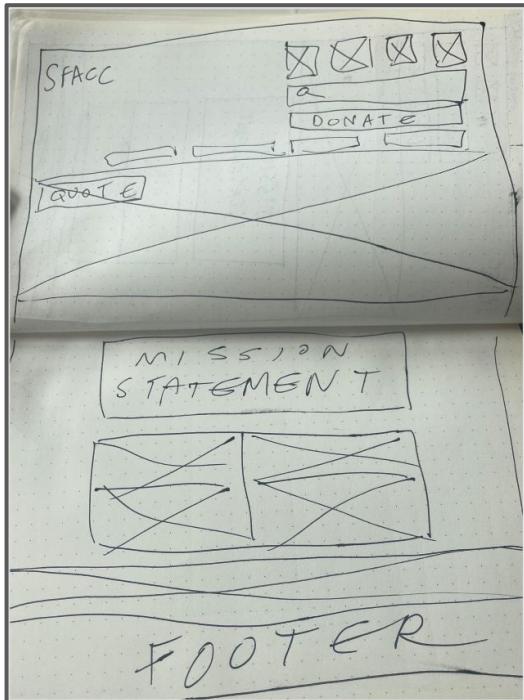


Navigation Wireframes

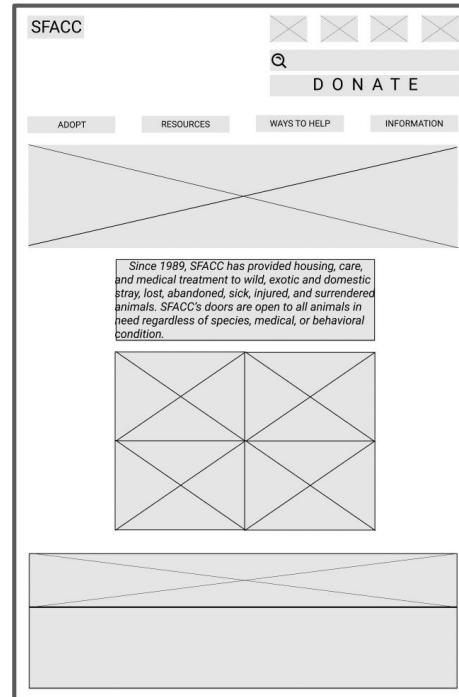




Wireframes 1



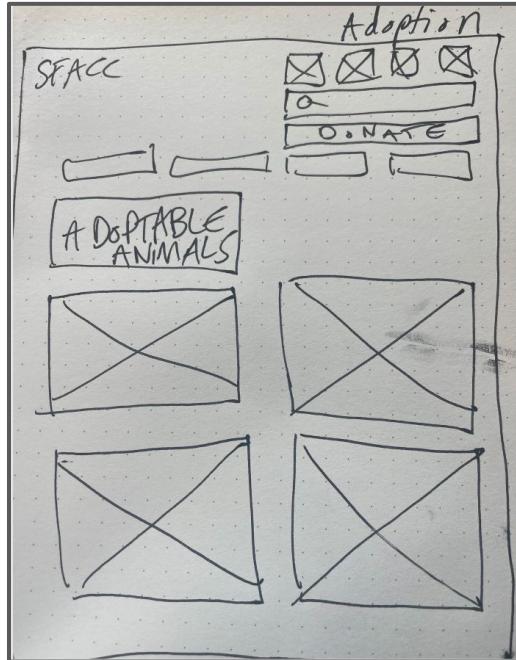
Homepage Paper Prototype



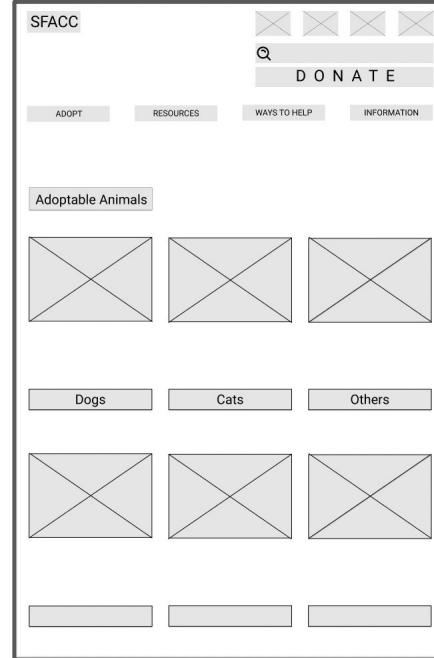
Homepage Lofi Prototype



Wireframes 2



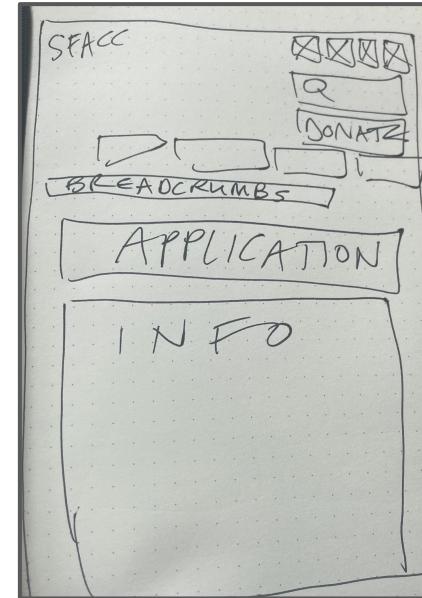
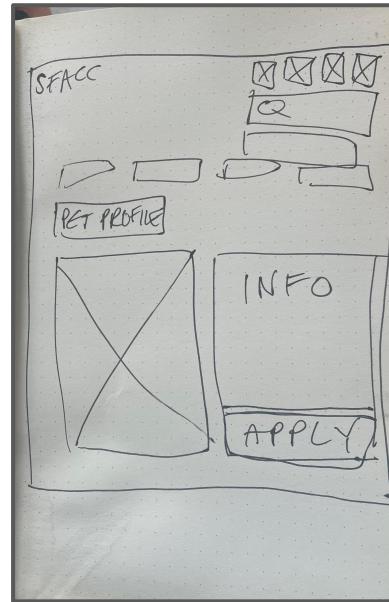
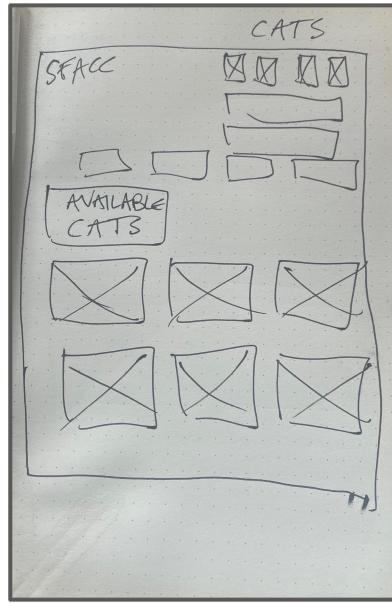
Adoptable Pets Paper Prototype



Adoptable Pets Lo-fi Prototype



[3rd Page] Wireframe



Available Cats, Pet Profile, and Application Paper Prototypes



Clickable Wireframe Prototype

The wireframe shows the layout of the SFACC website. At the top, there is a header with the SFACC logo and a navigation bar with five items, all crossed out with a large 'X'. Below the header is a search bar with a magnifying glass icon and a 'DONATE' button. A horizontal menu bar follows, featuring four categories: 'ADOPT', 'RESOURCES', 'WAYS TO HELP', and 'INFORMATION'. A large central area is crossed out with a large 'X'. At the bottom, a callout box contains the text: "Since 1989, SFACC has provided housing, care, and medical treatment to wild, exotic and domestic stray, lost, abandoned, sick, injured, and surrendered animals. SFACC's doors are open to all animals in [redacted]". A 'Read More' button is visible at the bottom right of the callout box.

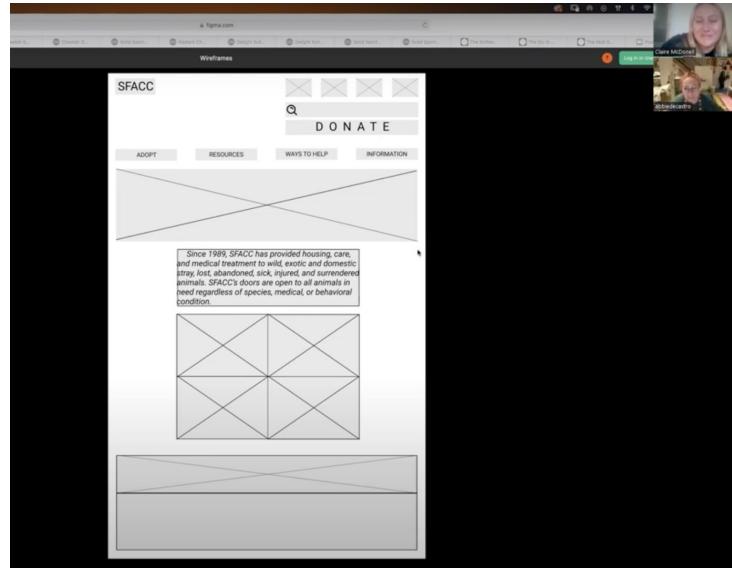
We added the new drop downs from our card sorting organization, added clickable interactions, and built out our site map flow.



Navigation Testing

Main takeaways:

- Donate Button most noticed/commented on
- Two users didn't find pet profile page
- All users utilized the search bar
- Most went straight to adoption form and skipped going through full user flow



After designing our lofi clickable prototypes, we conducted four user tests to test the navigation and organization. This was only to focus on the usability, not the design.



After lofi testing, we created midfi wireframes as a team. We added typography, images, and limited color to our lofi wireframes. We relied on our Style Tile for consistent design throughout this process.

This prototype was also clickable.



Homepage Mid-Fi Mockups

SFACC

ADOPT **RESOURCES** **WAYS TO HELP** **INFORMATION**

DONATE

Since 1989, San Francisco Care and Control has provided housing, care, and medical treatment to wild, exotic and domestic stray, lost, abandoned, sick, injured, and surrendered animals. SFACC's doors are open to all animals in need regardless of species, medical, or behavioral condition.



UI Style Tile

SF Animal Care + Control

This is a Header

Lora, Bold, 60px

This is a Sub-Header

Lora, Medium 36px

One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug. He lay on his armour-hard back and saw, as he lifted his head up a little, his brown, arched abdomen divided up into rigid bow-like sections.

normal	
hover	
hover	
active	
disabled	

Project Colors

Key Image

Dropdown regular ▼

Dropdown hover ▼

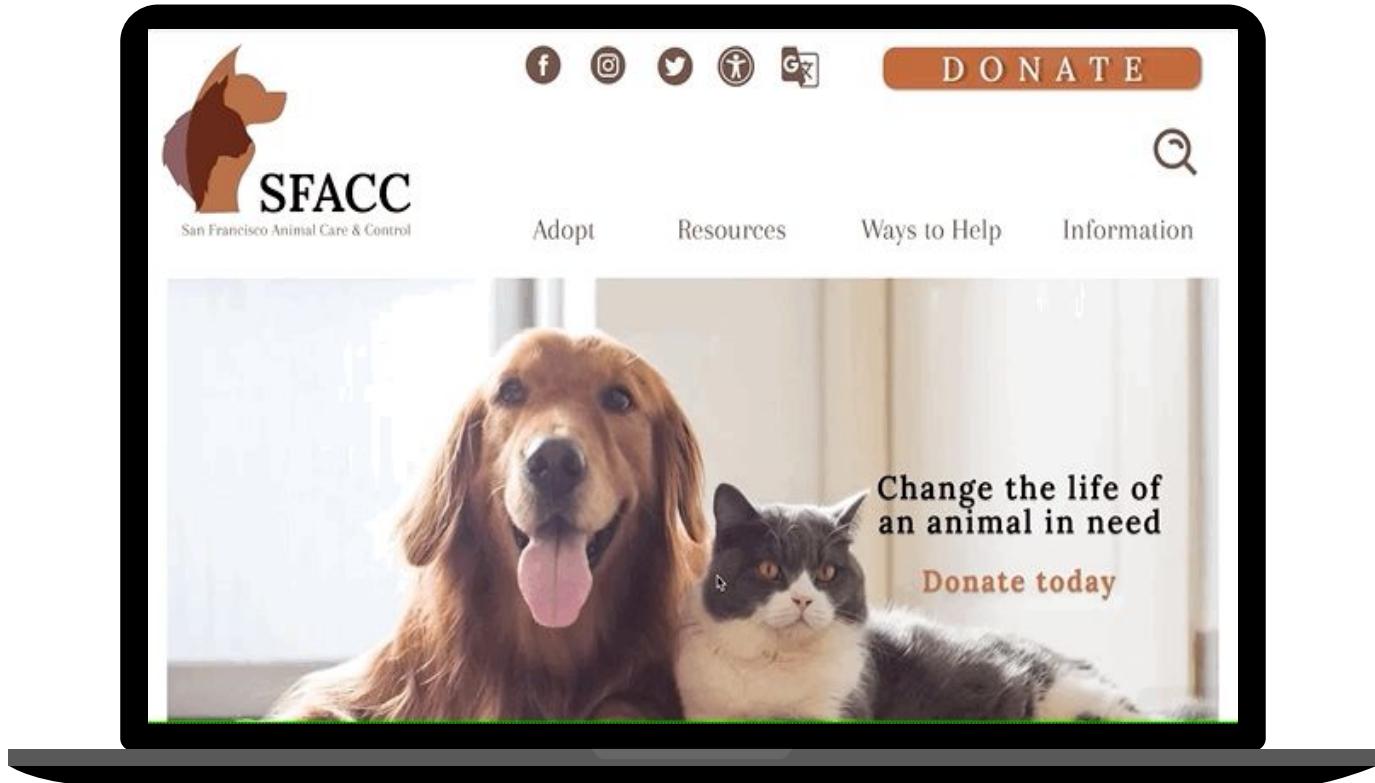
Dropdown clicked ^

We continued to rely on the Style Tile when taking our wireframes from midfi to hifi.

Included in it are typography, sizes, color palette, images, buttons, and interactive buttons.



Clickable High-Fidelity Prototype



[Clickable
Prototype](#)

SFACC
San Francisco Animal Care & Control

f i t G **DONATE**

Adopt Resources Ways to Help Information

Change the life of an animal in need

Donate today



Style Guide

Desktop Menu & Navigation

❖ Component 19

Adopt

- Adoptable Pets
- Adoptable Form
- Policy

❖ Component 23

Resources

- Safety
- Wildlife
- Fees
- Spay And Neuter
- Commercial Dog Walker Permit

❖ Component 21

Ways to Help

- Support Animals
- Humane Euthanasia
- Surrendering & Rehoming
- Disaster & Emergency
- Licensing

❖ Component 22

Information

- Support Animals
- Humane Euthanasia
- Surrendering & Rehoming
- Disaster & Emergency
- Licensing

Colors

Palette and grays

#D86431
#A15764
#DDCFCD
#EAE8D8
#B05846

#212429
#FFFFFF

Buttons

DONATE

[Volunteer]

See more

Learn more

Download

Agree

Apply Here

Submit

Icons Header

C
C
Q
f
g
i
t
o
l
g

Icons Footer

Q
f
g
i
t
o
l
p

Logo usage

SFACC

Our Style Guide is the culmination of all the design elements in our hifi wireframes.



Style Guide

Grid

SFACC
San Francisco Animal Care & Control

Adopt Resources Ways to Help Information

Application

Columns - x

Count: 12 Color: #0047FF 10%

Type: Width Margin

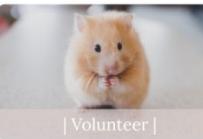
Stretch: Auto Gutter: 50

Spacing: 50

Cards & GIF



| Donation |



| Volunteer |



| Claire |



| Kiwi |



GIF Home Page



| Lost & Found |



| Wildlife |



| Elizabeth |



Style Guide

Image Usage

High quality photo on every page, spread edge to edge.



ANIMALS FOR



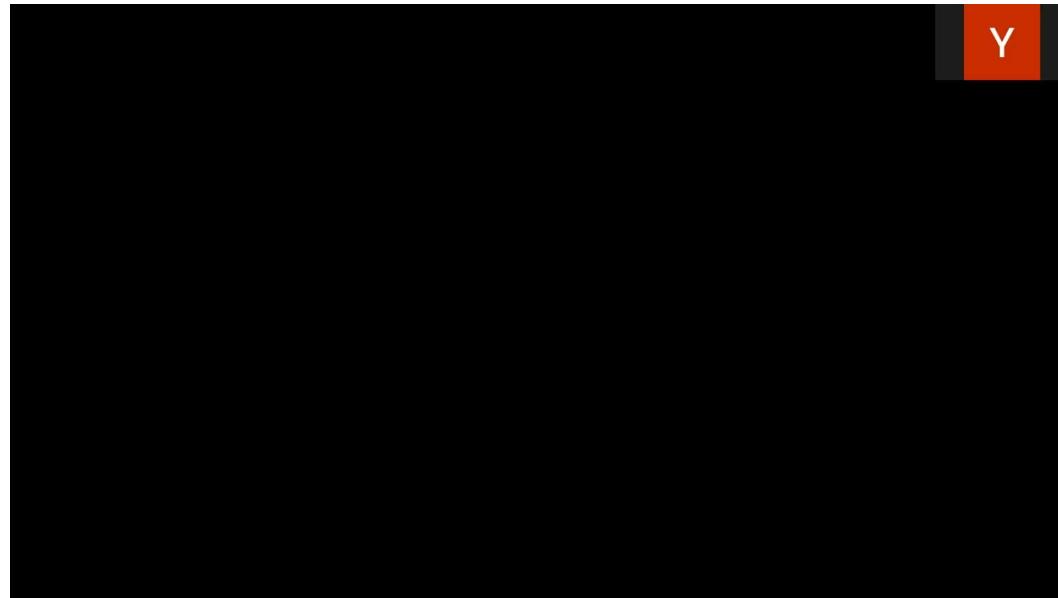
Web Examples

The collage displays several screenshots of the SFACC website:

- Homepage:** Shows a large image of a dog and a cat, with sections for "SAN FRANCISCO CARE AND CONTROL" and "DOGS & CATS".
- Adoptable Pets:** Shows a dog and a cat together, with a "DONATE" button.
- Available Cats:** Shows a close-up of a cat's face.
- Hi I'm Kiwi:** A profile page for a cat named Kiwi, featuring a bio and a "Apply Here" button.
- Application:** A form titled "APPLICATION FOR ANIMAL CARE AND CONTROL" with fields for Name, Address, Email, and Phone Number, along with "Submit" and "Download" buttons.
- Other Pages:** Smaller screenshots show a collage of animal photos, a "Happy Tails" section, and a "DOGS & CATS" section.



Five-Second User Test

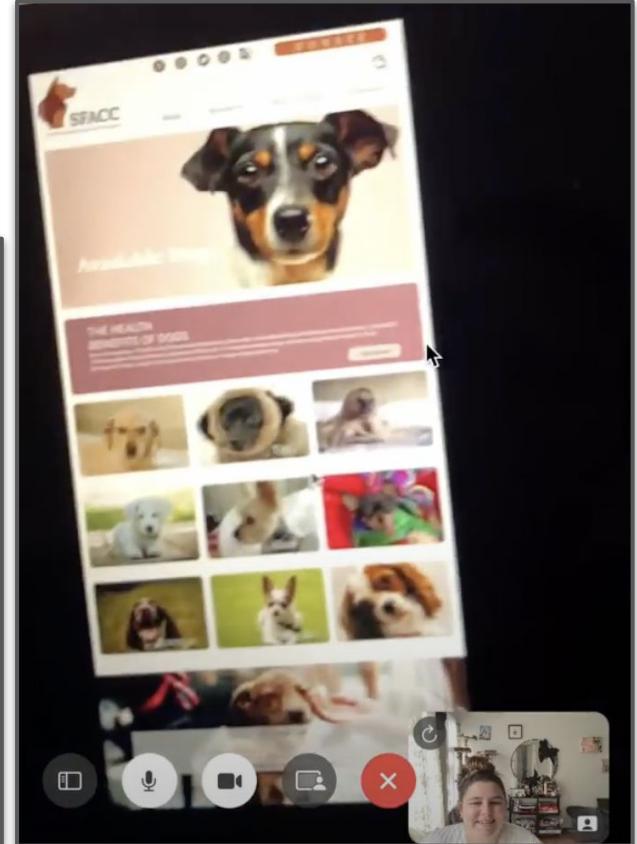


To iterate our design, we did four 5-second-tests. This gives us a user's initial reaction.



Usability Test

A screenshot of the SFACC website wireframe. At the top left is the orange dog head logo. To its right is the text "SFACC" and "San Francisco Animal Care & Control". Below this are social media icons for Facebook, Instagram, Twitter, and Nextdoor, followed by a "DONATE" button. A video call interface shows a participant with a headset. The main content area features a large image of a golden retriever and a black and white cat. Overlaid text reads "Change the life of an animal in need" and "Donate today". Navigation links "Adopt", "Resources", "Ways to Help", and "Information" are visible at the bottom of the main content area.



We continued our design feedback by conducting usability tests with four users.



Usability Testing Plan

Research Question: Is navigation easy to follow?

We have created a high-fi prototype based on our user path/site map: adoption. We created the wireframes that a user would need to access to go through the adoption process.

Objective 1: Navigation

Can a user navigate the path to adopt a cat?

Objective 2: Information

Is the information clear on how to adopt?

Objective 3: Design

Does the design indicate what a user needs to see on this website?

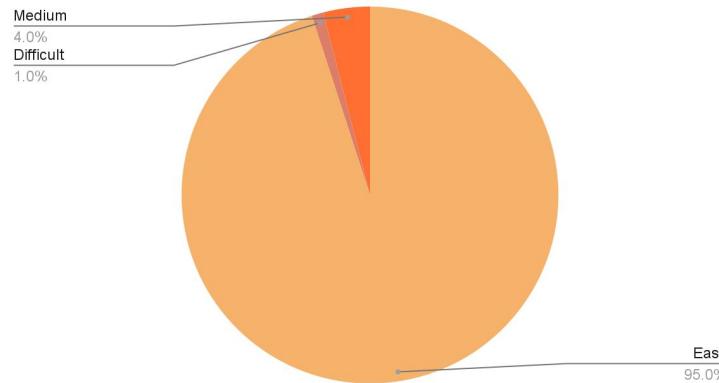
	A
1	Title: SF Animal Care Website Redesign
2	Research Question: What attracts a user to an animal shelter?
3	Interview Questions
4	Screener Info
5	Name of Interviewee
6	Setup Questions
7	Hi <name>, I'm <xxxx>. Thank you for participating in this prototype testing! My team and I are working on a redesign of the San Francisco Animal Care and Control website. We aim to make it more design and user friendly, while bringing in more donations and volunteers. You can help us the most by giving us honest feedback to our questions and thinking out loud. This interview is being recorded. If you are unsure about a question, please just say so. And again, thank you so much for helping us with this study.
8	Objective: User background - "First, can I get a bit of background about you?"
9	Age?
10	Occupation?
11	Location?
12	Do you have pets or have you had pets in the past?
13	What's your opinion on animal shelters?
14	Objective: Adoption - "Now, moving on to our prototype. This is what we call a lo-fi; it is our foundation- just for navigational and organizational purposes. As a reminder, please voice any and all opinions outloud. The more the better! Do not worry about hurting our feelings. Feel free to ask questions, but I may not answer till the end."
15	Can the user find the adoption application?
16	Can the user find their way home?
17	Did the user utilize the search bar?
18	Objective: Website feedback
19	Homepage
20	Adoptable Animals
21	Available Cats
22	Pet Profile
23	Policy Page
24	Application
25	Conclusion
26	Thank you so much for your time. Your feedback and insight helps us a lot and we value your time!



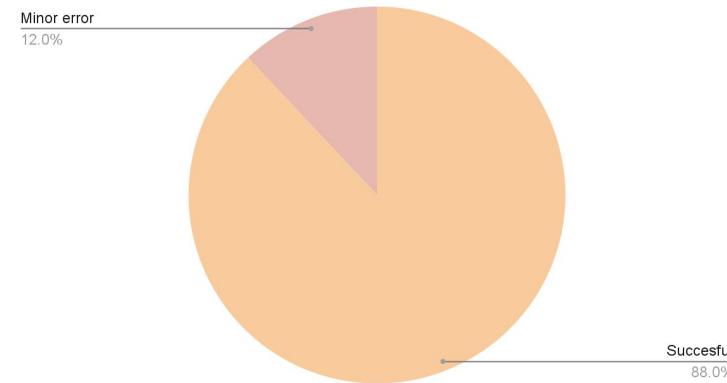
Usability Testing Results

- Our website feedback was positive, one issue that stood out was the overlay/ hover on images could be difficult to read so we adjusted that.

Usability of Prototype

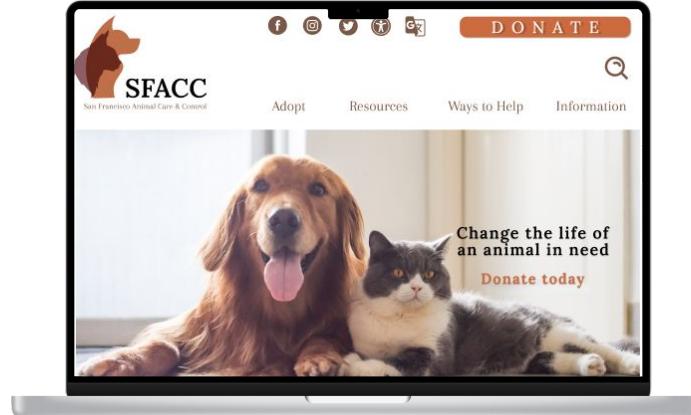
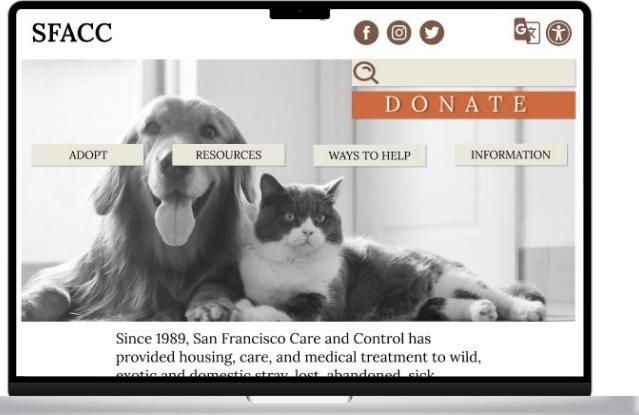
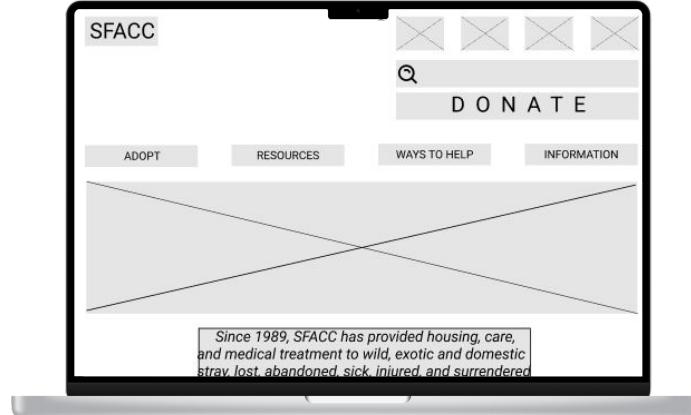


5 second Test Results





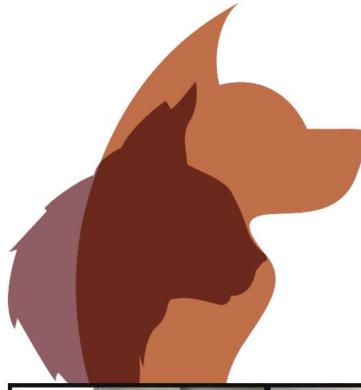
Conclusion





Final Thoughts

**Working together was so much fun.
Though some of us took on more
specific roles at times, we mostly
designed everything together. Our
team ethics aligned with the SFACC's:
honesty, respect, responsibility,
fairness and equality, care and
compassion, and citizenship**



San Francisco Animal Care & Control Redesign Project

<https://www.sfanimalcare.org/>

03/05/2022



Erix Chen
She/Her

Pet: Kiwi
British shorthair boy

Strengths:
Graphics, UI



Sirhley Barrera
She/Her

Pet: Negrita
Shorthair streetcat

Strengths:
Research, Creative



Claire McDonell
She/Her

Pet: Bug
grumpy old man

Strengths:
Writing, Aesthetic



Alice Yueru Yang
She/Her

Pet: Nomi
Yorkshire Terrier

Strengths:
Innovative thinking



Abby Stoner
She/Her

Pet: Rico Nasty Nani
Gabagool Stoner

Strengths:
Design, Organization