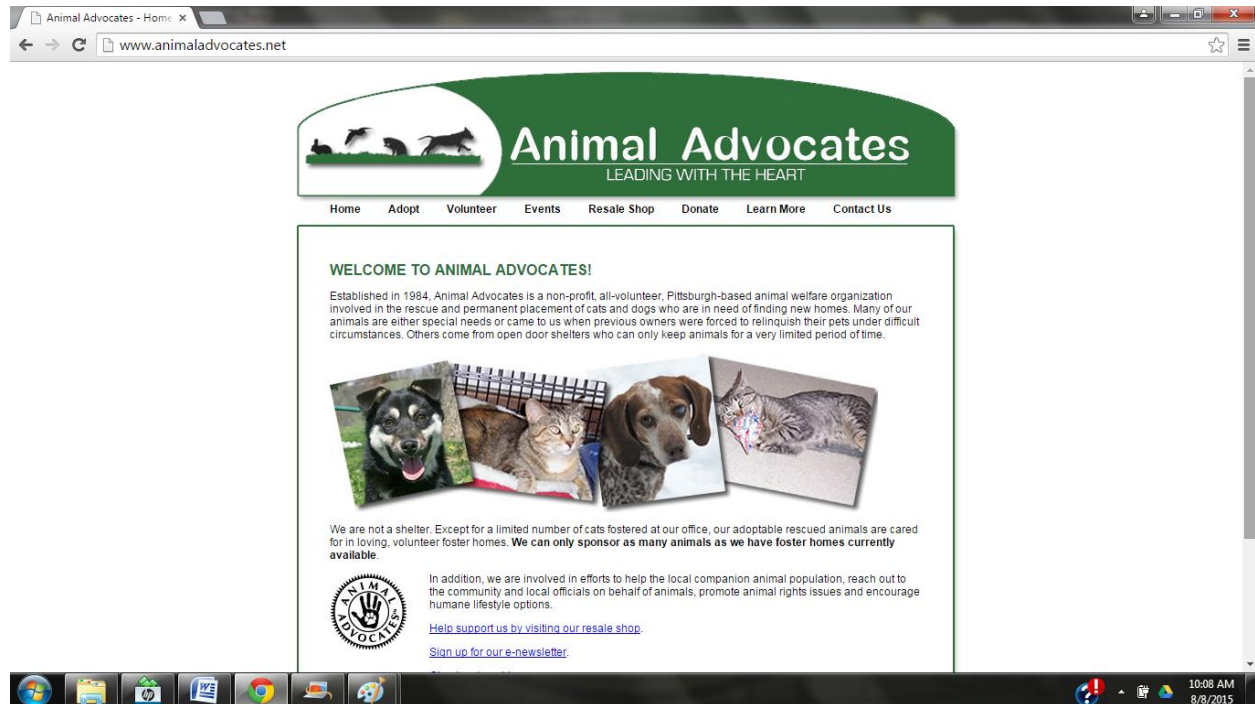


Final Project: Client Proposal for Website Redesign, Visual & Interface Design Recommendations

Animal Advocates – <http://www.animaladvocates.net/>



Part 1. Abstract/Executive Summary

Animal Advocates is a Pittsburgh-based animal rescue organization established in 1984. While they are not a shelter like most of the competitor websites evaluated in this report, they are still in pursuit of the same services and goals. Their website efforts contain all pertinent information, however the overall design and organization could be improved and updated for a more modern and responsive design.

This report will propose a new website redesign to create an improved user interface, clean design, and a more modern feel that will provide an pro-user experience overall. Five websites of Animal Advocates competitors, all located in the Pittsburgh region, will be evaluated to determine strengths to be incorporated into the proposed redesign. Details of the full redesign are to be illustrated here as well.

Part 2. Business Needs

This website should serve as the hub of information internally and externally. All marketing efforts will inevitably link back to the home page - whether through social media or direct marketing. Donors should be able to make donations, current events should be advertised, and the brand should be well represented to convince others to support. The site should provide all information as organized and accessible to encourage engagement from all users, driving donation, volunteerism, and adoption.

Part 3. Audience Needs

There are many different kinds of people who would be interested in utilizing the Animal Advocate site. However they can be broken into three different categories:

Donors

What are they visiting for?

Whether they come to the site specifically to donate or are convinced through the site's marketing efforts, Donors are looking to support the organization with some type of donation.

What will cause them to go elsewhere?

If they cannot easily find a way to donate, you will lose an opportunity for that donation (or future donation) to happen. Also, you will want to present options for different types of donation. Many people may want to donate, but do not want to donate money but goods directly.

Adopters

What are they visiting for?

People who are looking to adopt an animal will visit to search for animals to adopt or for more information about animal adoption in general.

What will cause them to go elsewhere?

If searching animals is not available or difficult to find, you are losing opportunity to help animals find their forever home. Provide a newsletter, blog, and/or additional information about animals that are available to keep people involved.

Volunteers

What are they visiting for?

Like donors, they may come to the site looking for volunteer opportunities or are convinced through the marketing efforts of the site. Either way they are looking for volunteer events or opportunity to support the organization.

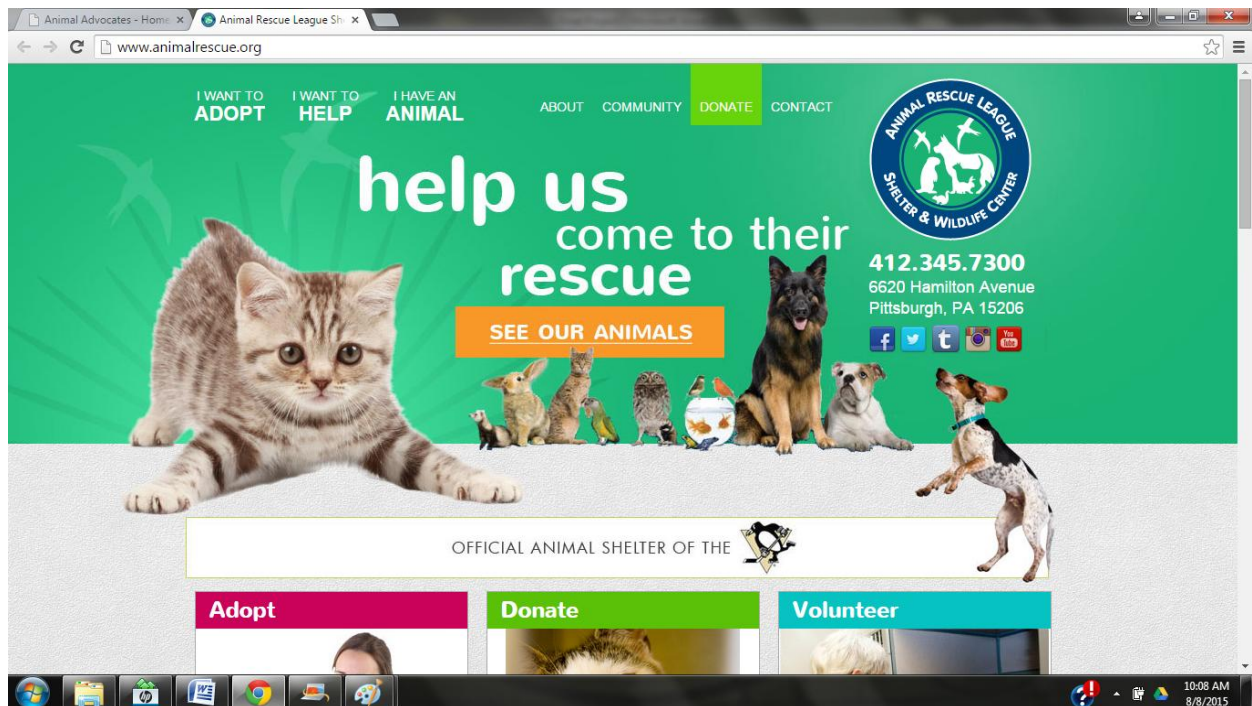
What will cause them to go elsewhere?

If the organization does not seem active in volunteering or make the process difficult, then they may be turning volunteers away unknowingly. Providing an updated and active calendar will make the schedule transparent and visible communication to potential and current volunteers.

Part 4. Competitive Analysis

Competitor Overview

1. **Animal Rescue League** - <http://www.animalrescue.org/>



- a. *Mission Statement* - "The Animal Rescue League's mission is to provide temporary shelter, food, medical attention, and comfort to all abandoned, neglected and injured animals brought to us by the community; to restore lost animals to their owners or seek new homes for them, and to educate the public about the humane care of animals with a goal of reducing overpopulation" (Our Story 2015).
- b. *Location(s)* – Main Campus - Pittsburgh, PA & Wildlife Center – Verona, PA

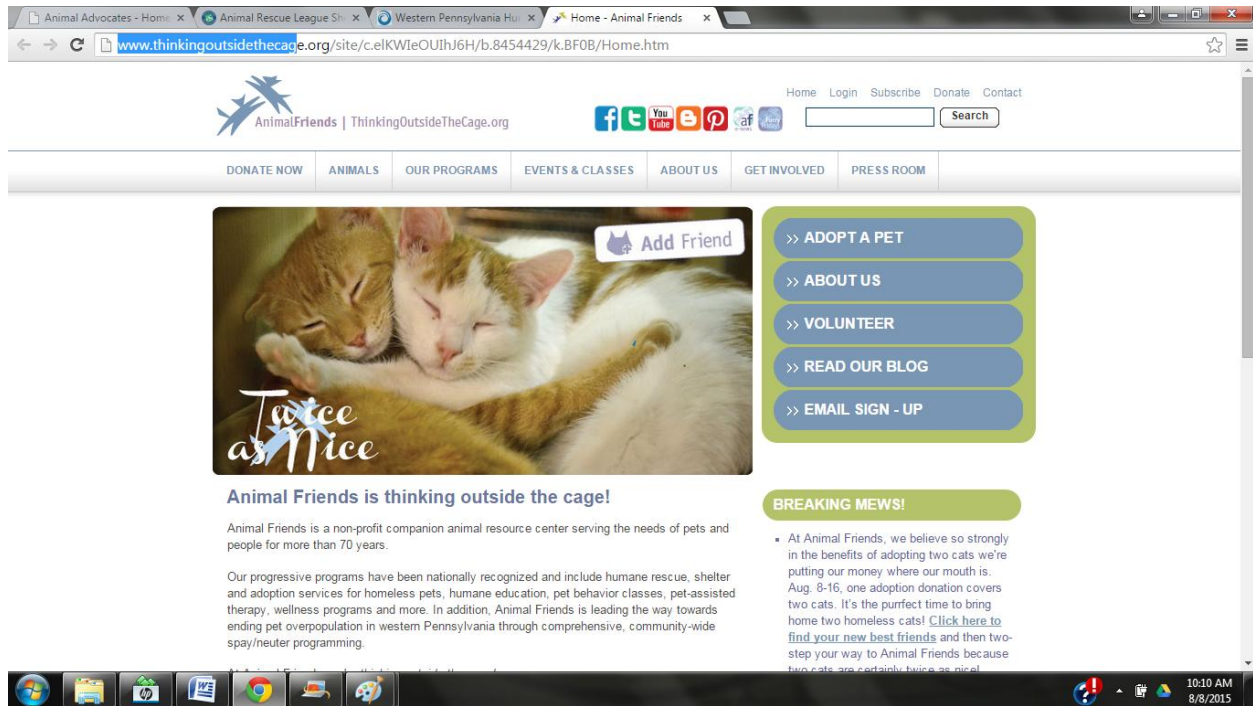
- c. *Opened* – 1910
- d. *Brief Website Usability Summary* - Overall the design of the site is eye catching and well-branded, yet a little on the busy side. The main elements are easily accessible through the main navigation, but the content overall could use cleaned up.

2. **WPA Humane Society** - <https://www.wpahumane.org/>



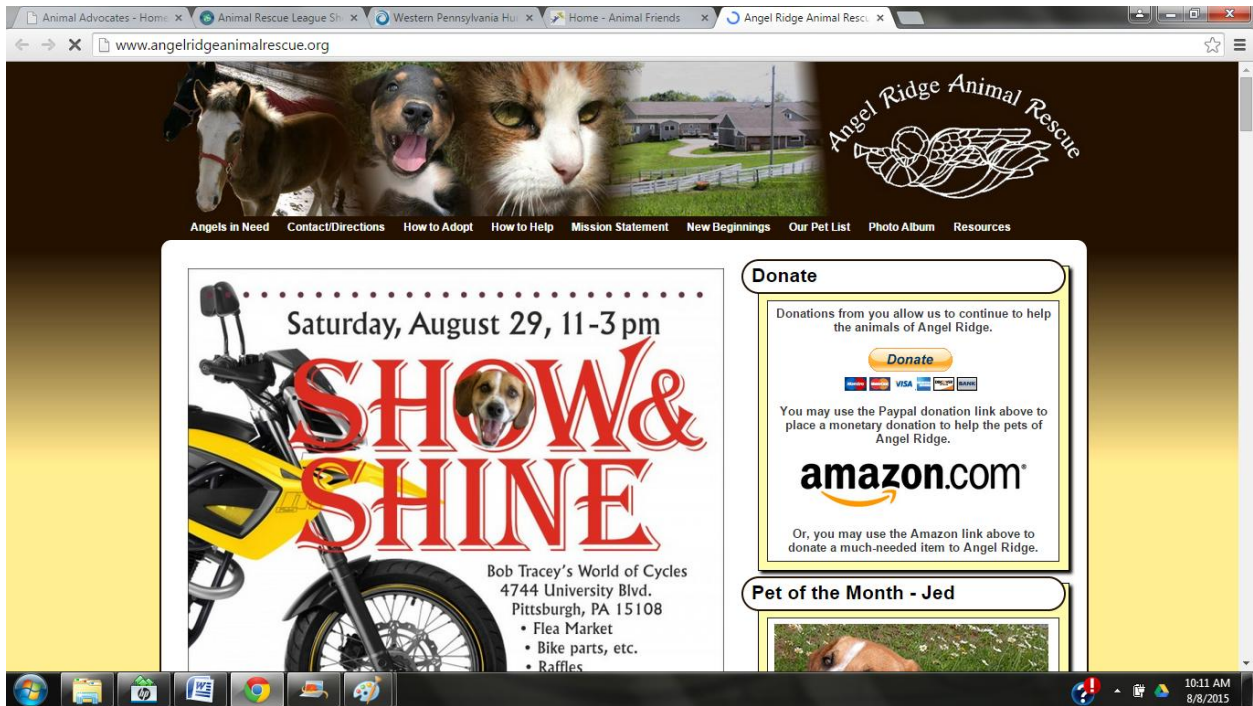
- a. *Mission Statement* - "Helping Pets & People Since 1874 - The mission of the Western Pennsylvania Humane Society is to provide the most comprehensive, compassionate and humane services to enhance the lives of companion animals for families and the community; to educate and to prevent the cruelty of all animals in the region we serve" (Mission 2015).
- b. *Location(s)* – Pittsburgh's North Side
- c. *Opened* – 1874
- d. *Brief Website Usability Summary* - The overall design is clean, modern and straightforward. User's goals are well met by functionality and clear call to action. The flow of information from page to page could be made more seamless.

3. **Animal Friends** - <http://www.thinkingoutsidethecage.org/>



- a. **Mission Statement** – "Animal Friends, a premier companion animal resource center, is committed to nurturing and promoting the animal-human bond through outreach, education and therapeutic programming and creating a community where our relationship with companion animals is guided by compassion.
 - i. It is our vision to:
 1. Reduce the number of unwanted animals through aggressive spay/neuter programs;
 2. Provide for the well-being of companion animals in need, while adhering to our no-kill tradition, and find each a lifelong, loving home;
 3. Promote the animal-human bond through outreach, education and therapeutic programming;
 4. And, act as an advocate on behalf of animals in crisis and as an enforcer of their rights and protection" (Mission and Vision 2015).
- b. **Location(s)** - North Hills – Pittsburgh, PA
- c. **Opened** – 1943
- d. **Brief Website Usability Summary** - While well-branded overall, this website has too much information. While the site is mainly information-based, it is information overload for the user. The content could be more organized and streamlined for optimal user experience. However, the overall feel of the website is encouraging to the user.

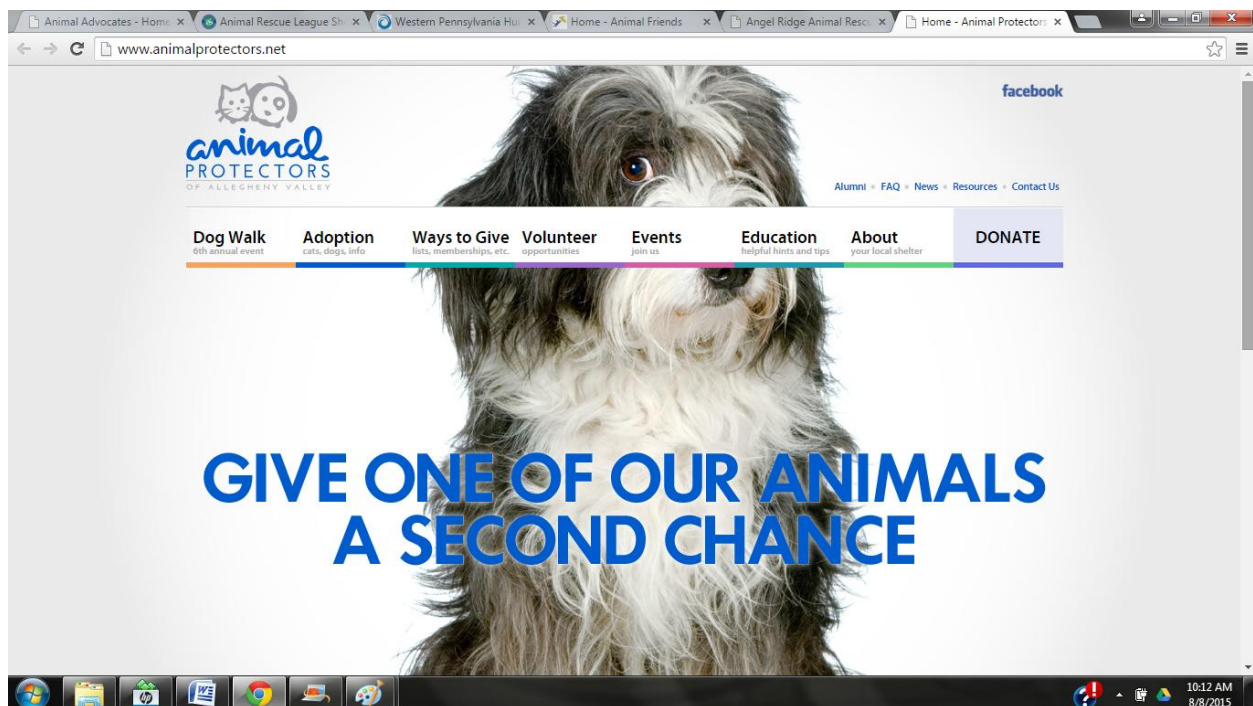
4. Angel Ridge Animal Rescue - <http://www.angelridgeanimalrescue.org/>



- a. *Mission Statement* - "Angel Ridge Animal Rescue is a 501(c)(3) charity for animals that is operated at Angel Ridge Farm, a 51-acre facility located in Washington County, Pennsylvania. The following is the Mission Statement of Angel Ridge Animal Rescue (adopted October, 2002).
- i. To provide a permanent home and care for animals that are not adoptable due to their age, handicap, breed or temperament.
 - ii. To provide a temporary home with the ultimate goal of securing permanent homes for:
 1. Animals that are adoptable but who cannot get a place in a traditional shelter or who have medical problems that preclude them from living in a shelter.
 2. Animals that will not adapt well to a traditional shelter or have been in a shelter for an extended period of time.
 3. Animals living in a shelter who have become aggressive due to their environment and are retrainable but in danger of being euthanized in the shelter scenario.
 - iii. To provide outreach to the community:

1. In providing pet food donations and other assistance to those caregivers in economic distress or those undertaking the care of many stray or unwanted animals.
 2. In providing advertisement and assistance in getting unwanted animals adopted through all of our community and media resources" (About Angel Ridge 2015).
- b. *Location(s)* – Washington, PA
- c. *Brief Website Usability Summary* - The website provides all necessary information, but overall is cluttered and outdated. This website could use a cleaner, updated design and information could be made more streamlined. However, the information is kept well-up-to-date providing users with the necessary information.

5. **Animal Protectors** - <http://www.animalprotectors.net/>



- a. *Mission Statement* - "The mission of our no-kill shelter is to find safe, loving homes for abused, abandoned, and homeless animals in the A-K Valley and to educate the public about responsible pet ownership.
- i. *Our Vision* - To always be a trusted and caring no-kill animal shelter that the community looks to for animal rescue, education, and resources" (About 2015).
- b. *Location(s)* - New Kensington, PA
- c. *Opened* - 1986

PWR675: Visual and Interface Design

Katherine Fuller

August 10, 2015

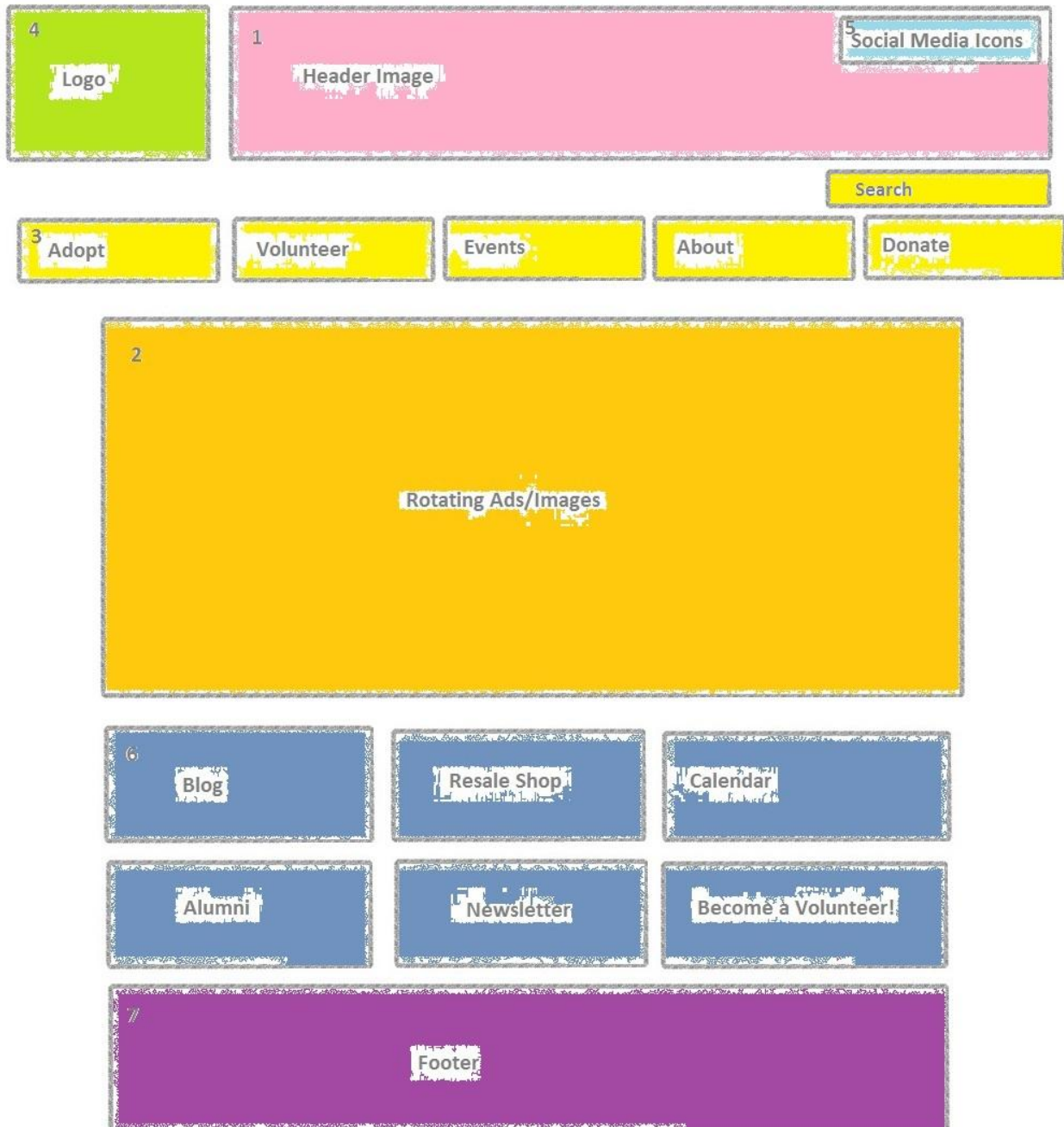
- d. *Brief Website Usability Summary* - This website is by far the most well designed and appealing. Ignoring the lack of responsive design, this site would be the most appealing to users based on its friendly and quirky design. The functionality is overall good and provides all necessary information.

Usability Tests – Full Questionnaire for Each found in Exhibit A.

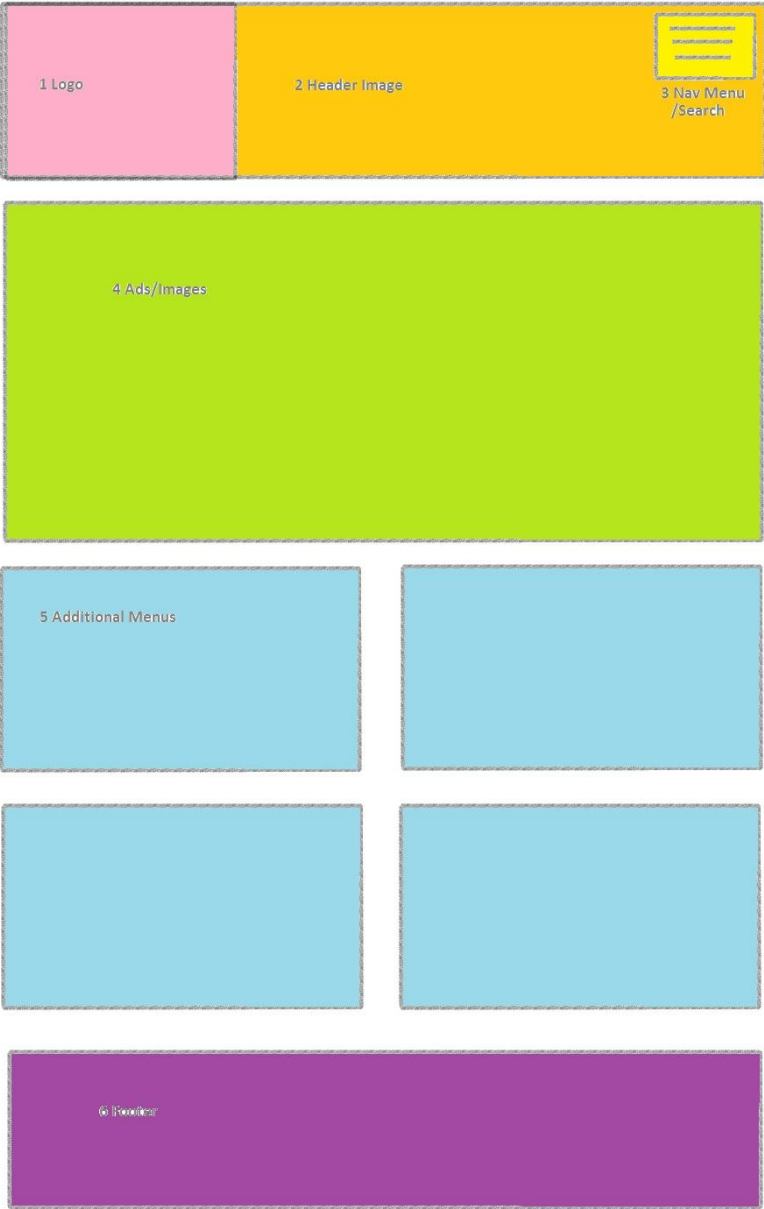
Part 5. Wireframes

Main Page Wireframe

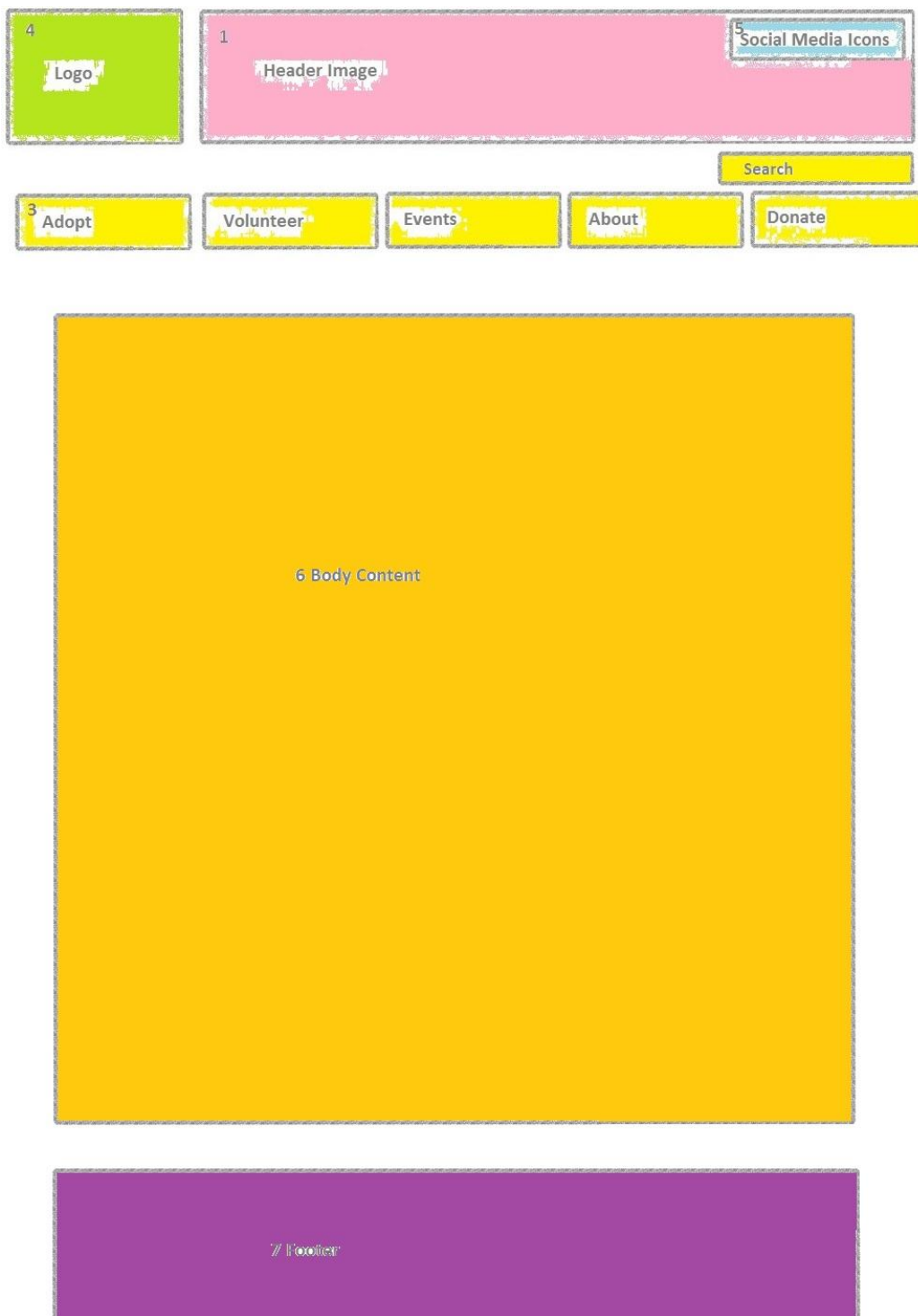
The main goal of a website redesign for Animal Advocates is to update the look and brand, while cleaning the content and streamlining the user experience. Adding social media icons, more images, and a search bar, user functionality is streamlined and optimized. The following wireframes (Home, Mobile, and About) include color-coded visual hierarchy to highlight design elements:



Mobile Home Page Layout



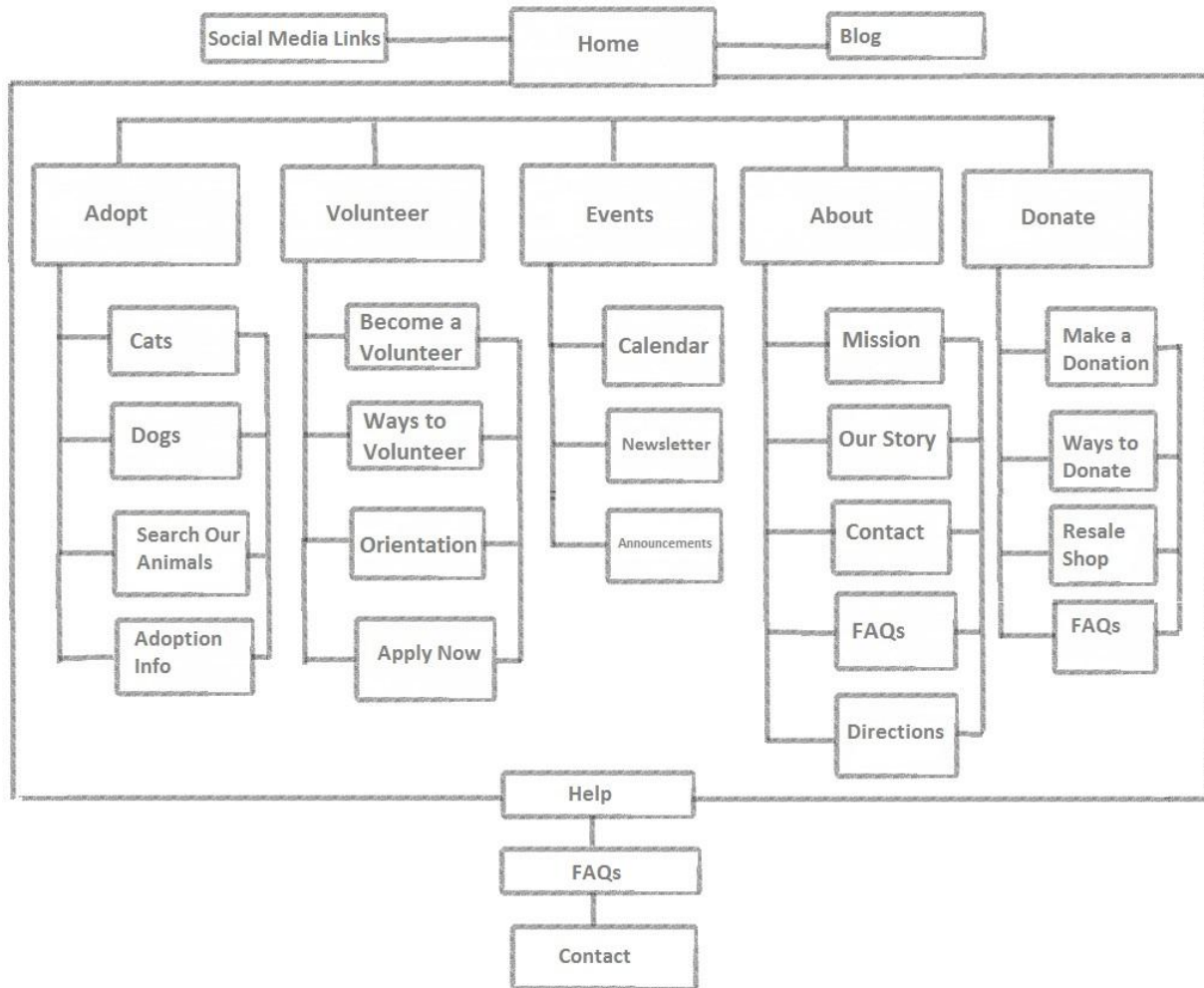
About Page Wireframe



Part 6. Storyboard and Decision Models

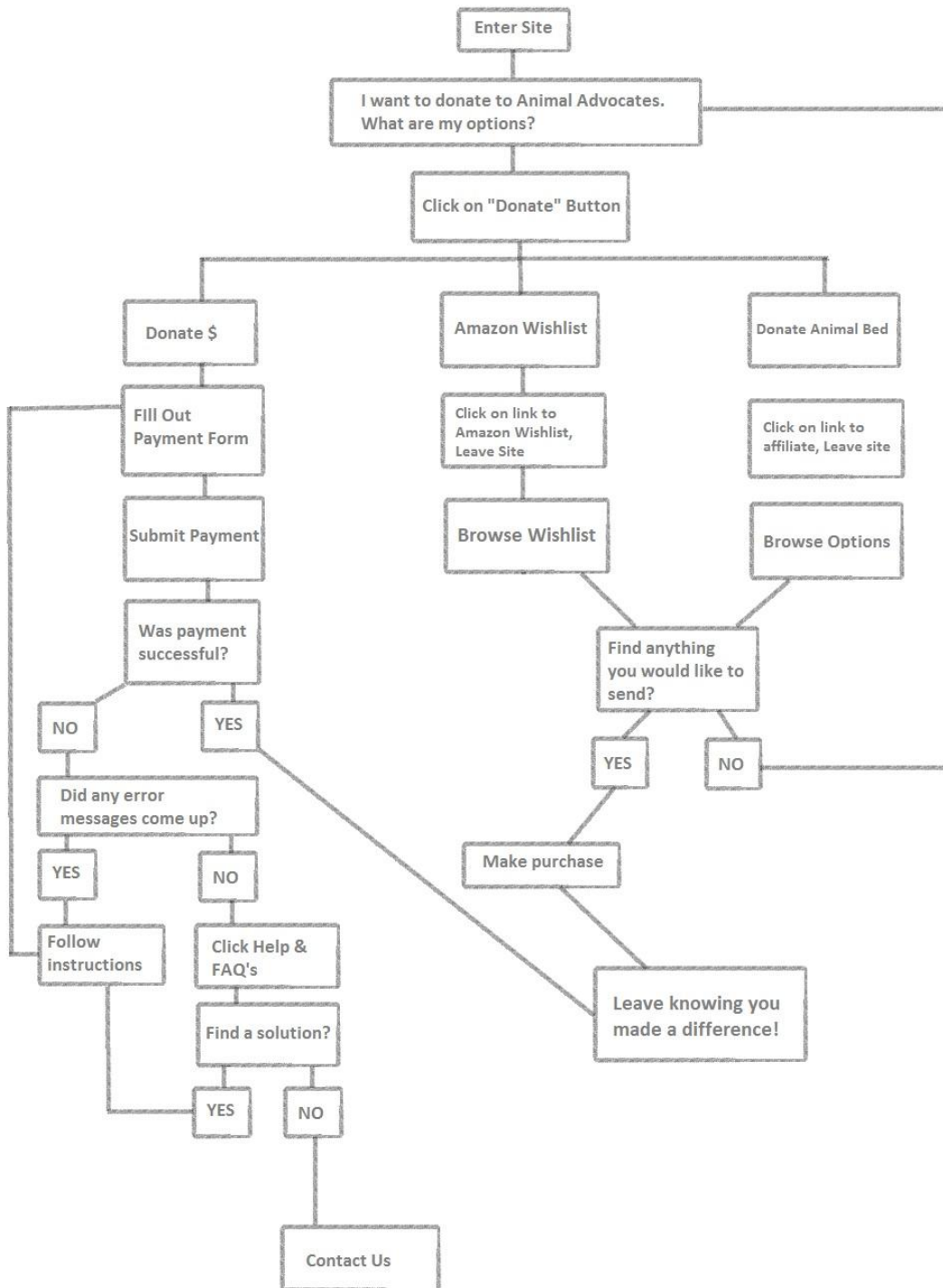
Main Page Navigation Model

The navigation menu as suggested here provides a concise restructuring of the menus to highlight the main points as needed by the user:

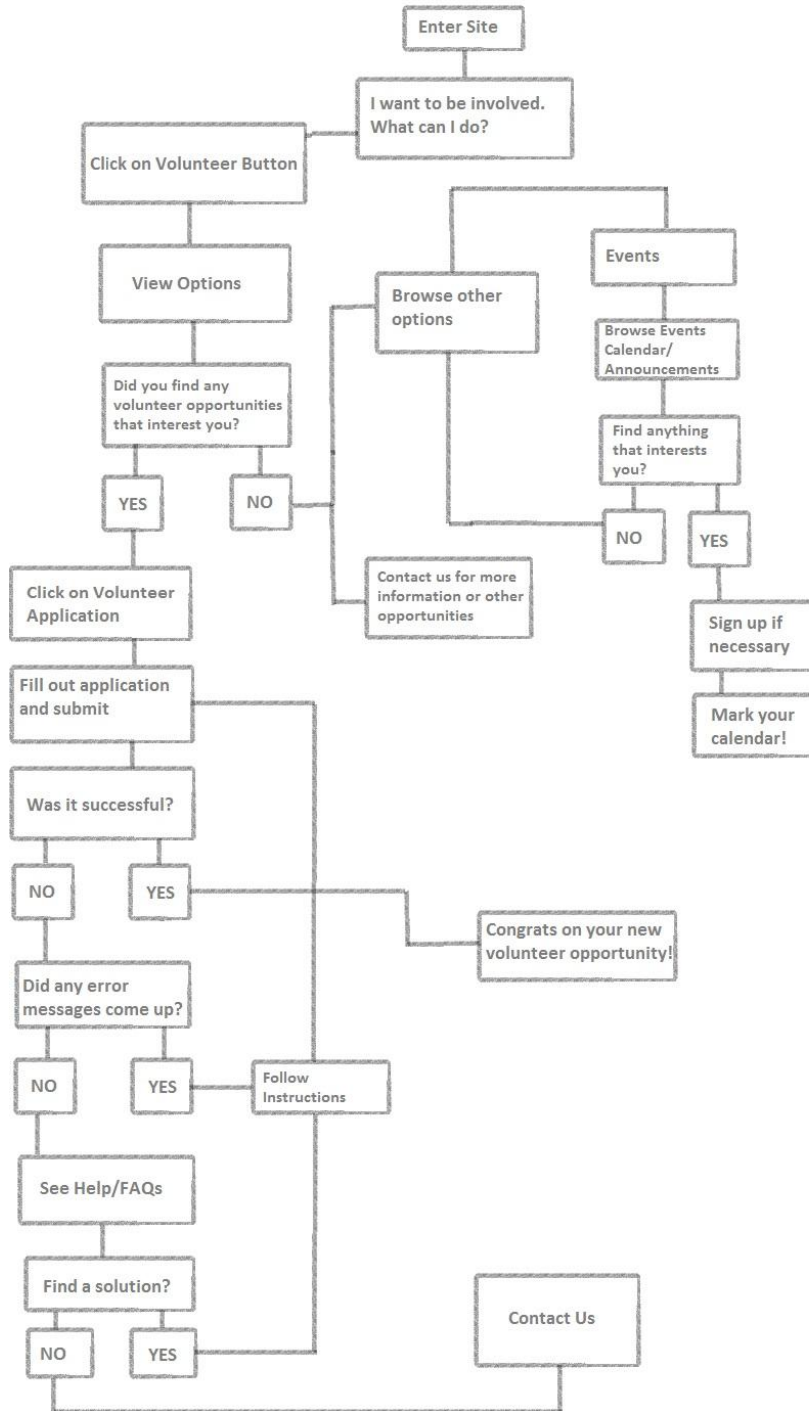


The following decision models illustrate the pathway the 3 user personas would encounter upon using the site.

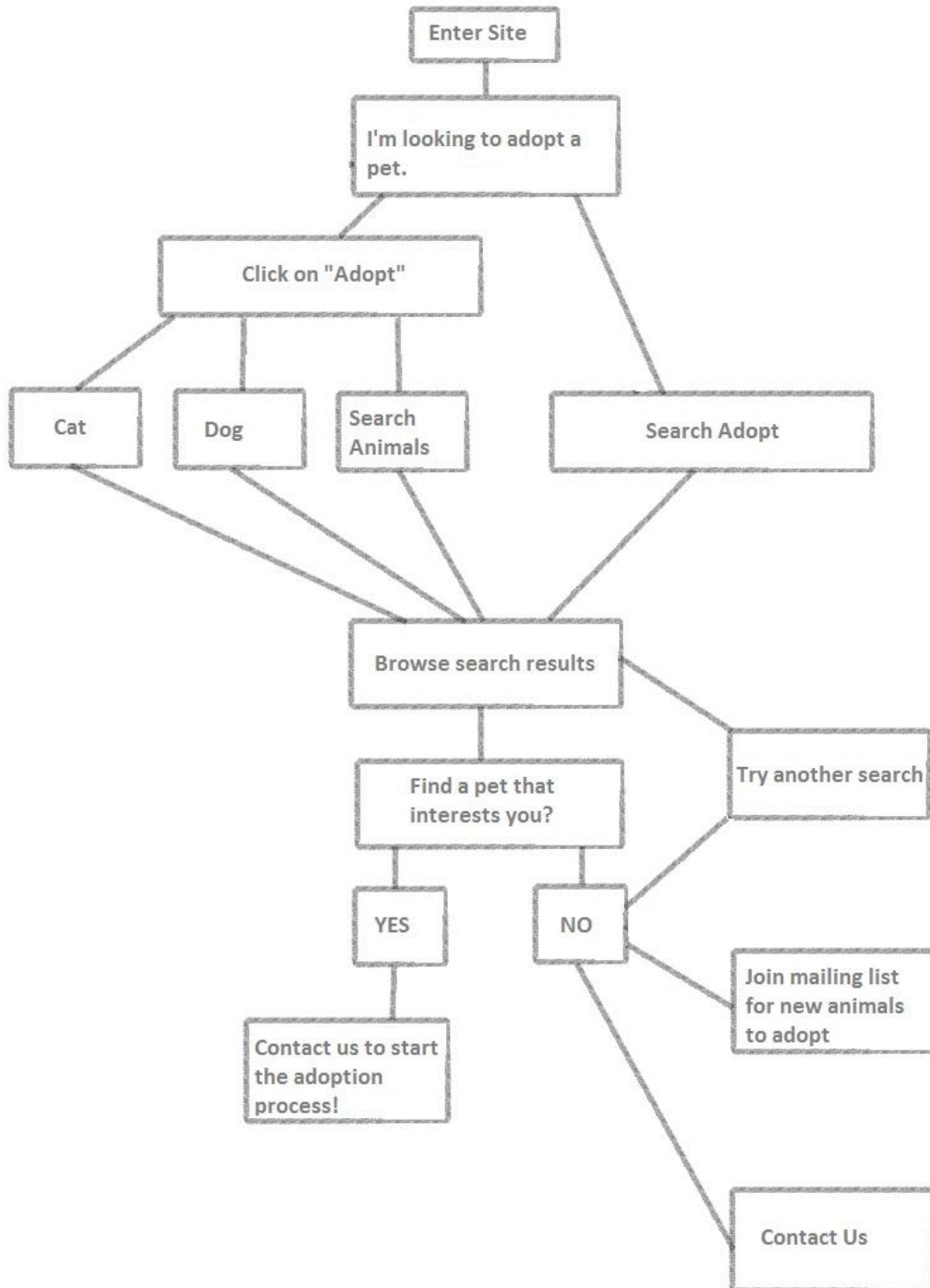
Decision Model - Donor



Volunteer Decision Model



Adopter Decision Model

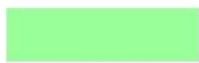


Part 7. Style Guide

Overall, the feel of the website should be more modern and friendlier than the current version. The colors will remain consistent with the current logo to smooth the transition. The typeface is sans serif, bringing a more modern and clean feel. Images would remain focused on animals and volunteers.

Style Guide

Color Palette



#99FF99
rgb(153, 255, 153)



#00CC66
rgb(0, 204, 102)



#BFBFBF
rgb(191, 191, 191)



#003300
rgb(0, 51, 0)



#FFFFFF
rgb(255, 255, 255)
White

Typography

Header 1

Header 2

Header 3

Header 4

Header 5

Header 6

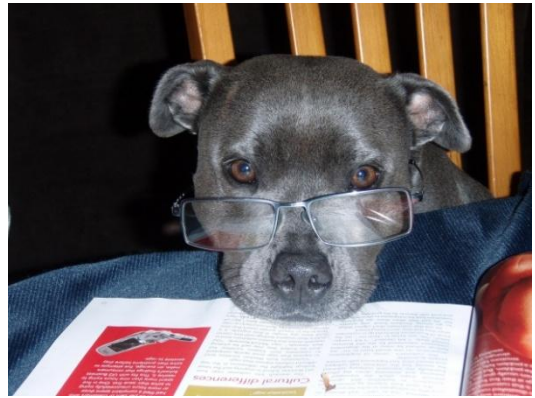
This is Body Copy. Id deleniti principes est. In dicta verear adipisci mea, ut esse altera mea. Ex etiam gloriatur mea, brute oblique iuvaret sea no. An elit honestatis eam, et recteque iudicabit mnesarchum mei. An justo sonet ius. Lorem officis ad vim, an per dolores lobortis conceptam, pro solum paulo epicurei ad.

[This is an Inline Link.](#)

Button Style



Images



Images from Morguefile.com

PWR675: Visual and Interface Design

Katherine Fuller

August 10, 2015

References

About. (2015). Retrieved August 7, 2015, from <http://www.animalprotectors.net/about>

About Angel Ridge Animal Rescue. (2015). Retrieved August 7, 2015, from <http://www.angelridgeanimalrescue.org/mission/index>

Mission. (2015). Retrieved August 7, 2015, from <https://www.wpahumane.org/mission>

Mission and Vision. (2015). Retrieved August 7, 2015, from http://www.thinkingoutsidethecage.org/site/c.eIKWleOUIhJ6H/b.8629491/k.BC40/Mission_and_Vision.htm

Our Story. (2015). Retrieved August 7, 2015, from <http://www.animalrescue.org/about-us/our-story/>