

# Nina's Rescue

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Mallory Scott

# Project overview



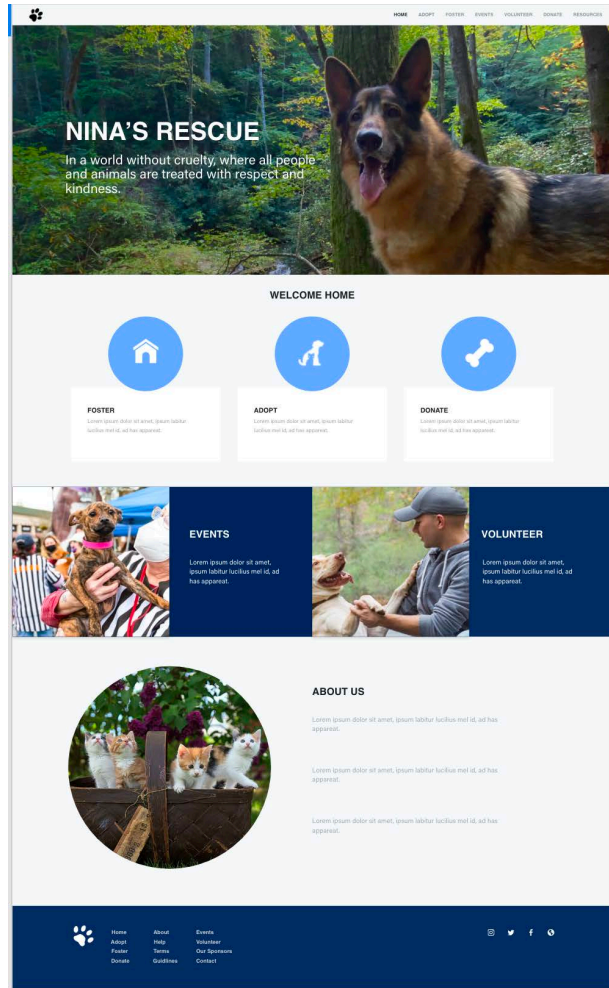
## The product:

Design a pet adoption flow for an Animal Shelter.



## Project duration:

March 2021 – August 2021



# Project overview



## The problem:

Current animal shelter sites are confusing and have outdated systems that are not user friendly or responsive to different screen sizes.



## The goal:

Design a Animal Shelter website to be user friendly and easy to navigate by providing clear navigational flow and search functionality.

# Project overview



## My role:

UX designer and researcher



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, usability studies, accessibility design standards and iterating on design ideas and responsive web design

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was adults who need a pet. Other user problems included obligations, interests, or challenges that make it difficult to navigate an animal shelter website flow because it was outdated or confusing.

# User research: pain points

1

## Website

Prefer responsive  
website system

2

## Experience

Bland or boring user  
experience with minimal  
focal area of interest

3

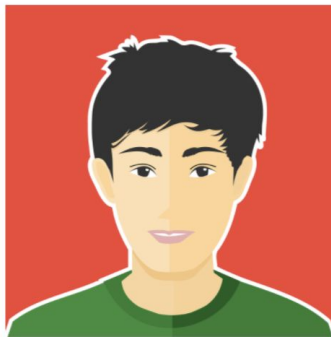
## Interaction

Not enough ways to  
interact w these  
websites

# Persona: Henry

## Problem statement:

Henry is a recent graduate that moved to a new area, who needs easy intuitive design with good descriptions and images of shelter animals, because he may get frustrated and give up on adopting due to lack of interest that comes with depression.



Henry

**Age:** 32 yrs. old  
**Education:** Bachelor's  
**Hometown:** North Carolina  
**Family:** Single  
**Occupation:** Full-time employee

*"I've recently been working on my physical, and emotional well-being. I am searching to adopt a shelter animal to take care of and that will also help me on days I feel lonely."*

## Goals

- Work on health  
physical emotional  
mental well-being
- Adopt a shelter animal
- Take care of pet give it  
a better home

## Frustrations

- Stress, social life
- Depression
- Loneliness

Henry recently moved to the area and works a full-time schedule remotely. Henry is adventurous and recently made a commitment to work on his physical and mental health. Since he's new to the area and lives alone, he wants a pet that will accompany him on walks and for companionship.



# User journey map

I created a user journey for Henry to identify possible pain points and improvement opportunities..

## Persona: Henry

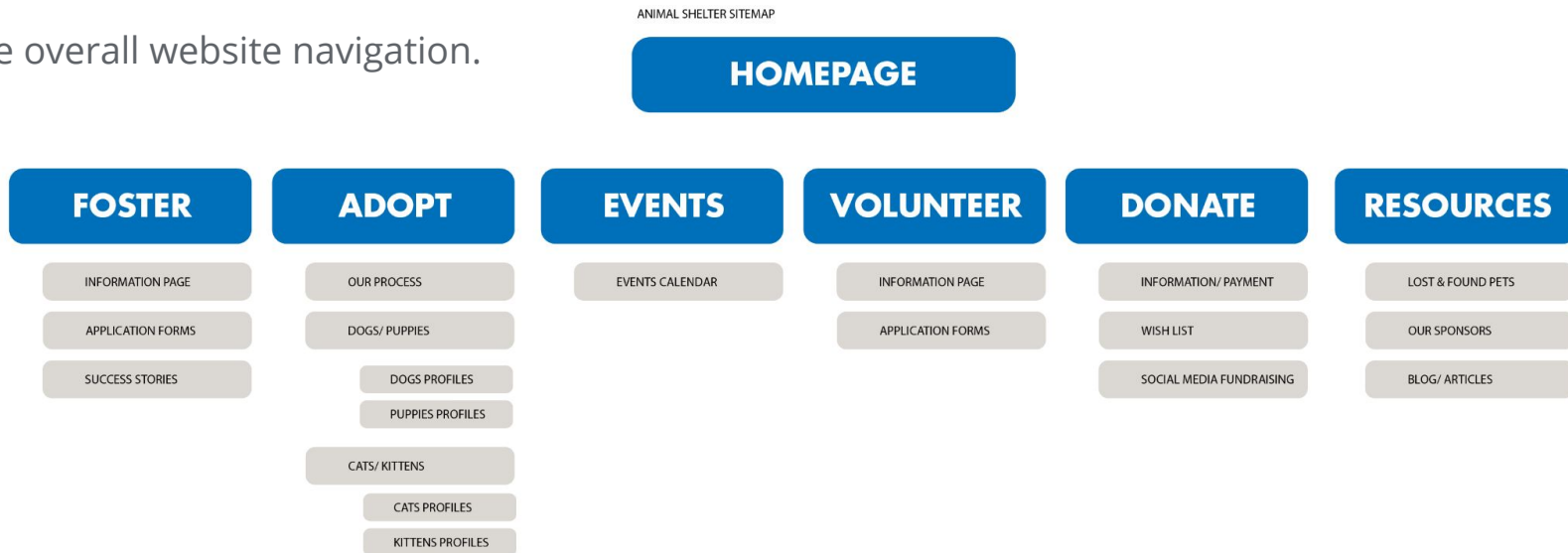
Goal: Animal shelter website to easily search and view pets.

ACTION	Choose online shopping website	Browse clothing	Choose n item	Add to cart	Check out
TASK LIST	A. Search for shopping websites B. Choose a website that has the desired clothing styles	A. Browse the website to find items B. Apply filter options if available	A. Select size, color, and quantity of clothing item	A. Add item to the cart	A. Review cart B. Add billing information C. Add shipping information D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping  Overwhelmed by layout and confusing navigation	Nervous about picking the right size  Unsure of the color choices	Hesitant about choices  Annoyed with button size	Nervous about choices  Frustrated with checkout time  Eager to try clothing
IMPROVEMENT OPPORTUNITIES	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters  Improve information architecture	Provide a place to read customer reviews  Provide a size chart	Make a large enough button that uses accessible colors	Add a quick buy button  Offer return policy information



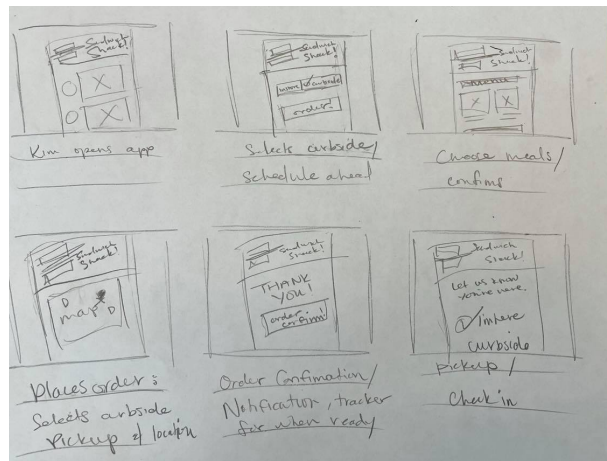
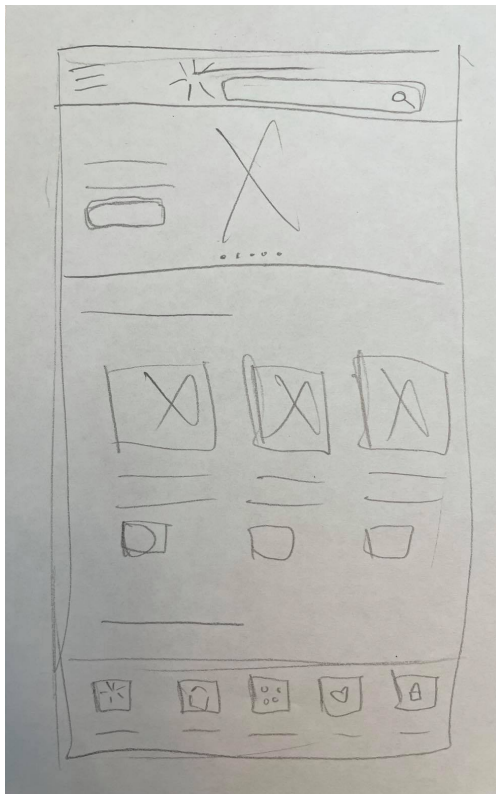
# Sitemap

Goal: Make strategic information architecture decisions that would improve overall website navigation.



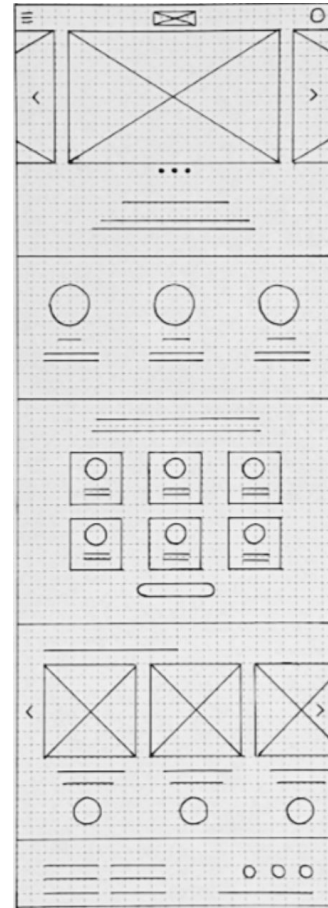
# Paper wireframes

Sketching out paper wireframes to identify and solve for pain points and navigation, search and browsing.



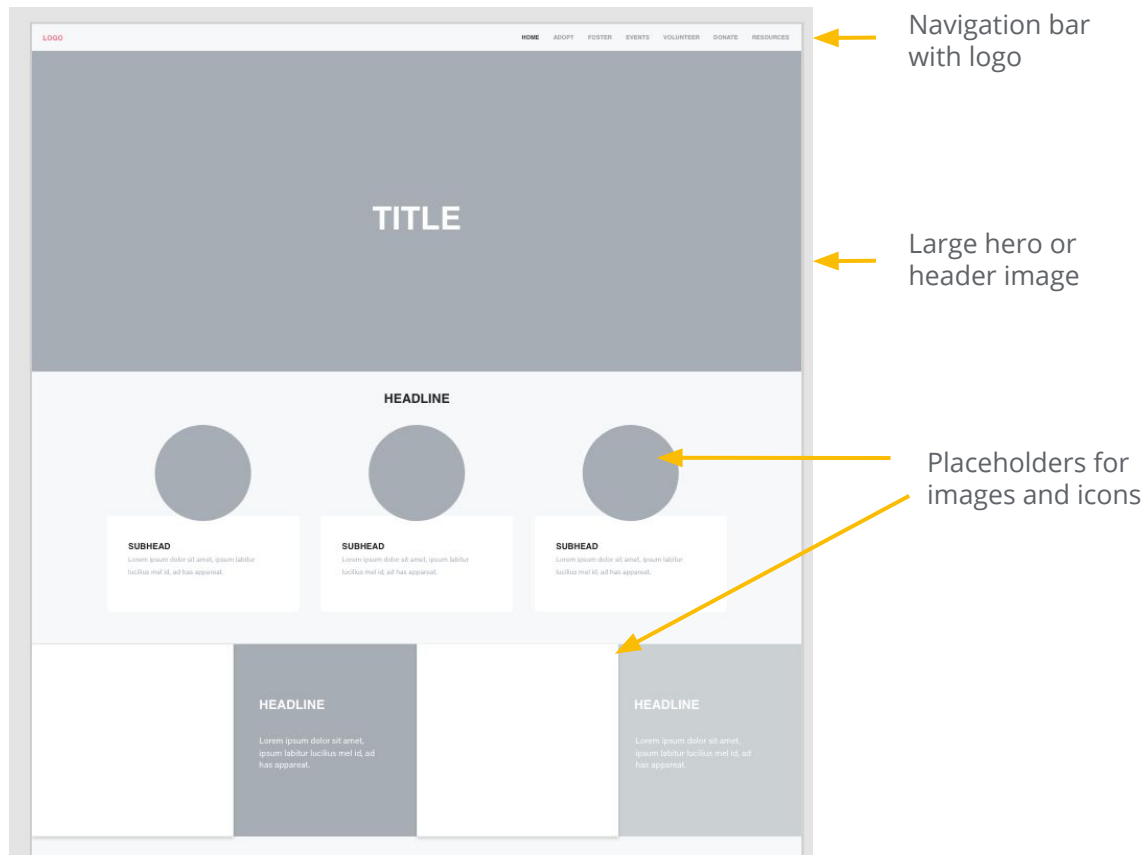
# Paper wireframe screen size variation(s)

I included designs for  
additional screen sizes to  
make sure the site would be  
fully responsive.



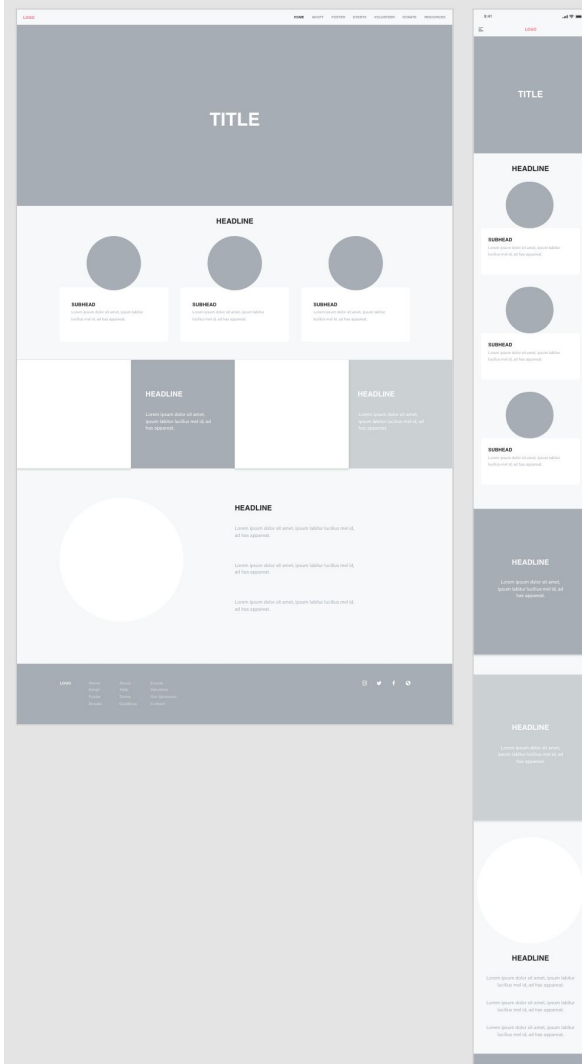
# Digital wireframes

Prioritizing useful button locations, navigational bar, headlines and visual element placeholders was a part of designing the animal shelter website.



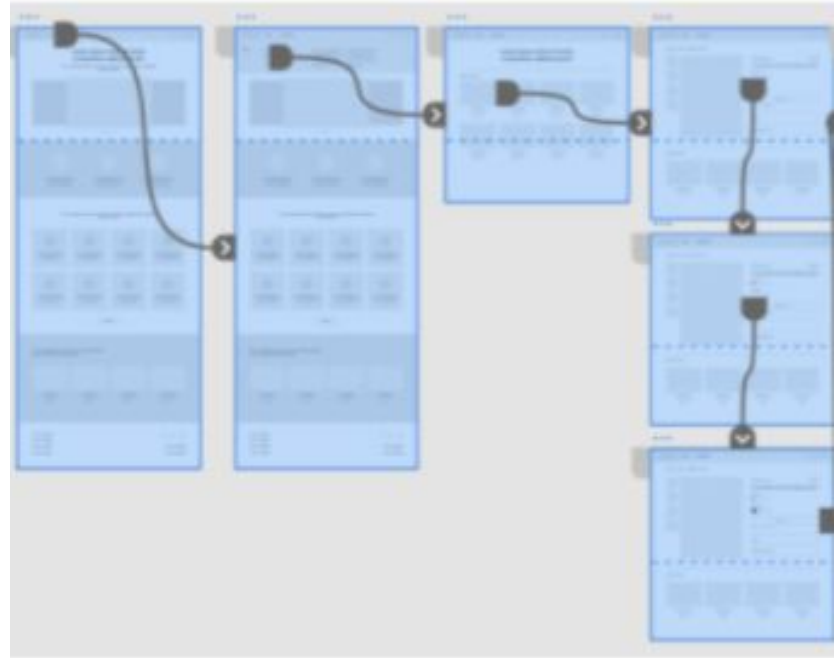
# Digital wireframe screen size variation(s)

Desktop and Mobile Home Screens



# Low-fidelity prototype

I connected screens involved in the user flow to create a low fidelity prototype.





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

Main findings shared below.

1

## Images

Did not have a way to view  
pets.

2

## Search

Could not use a search  
function.

3

## Navigation

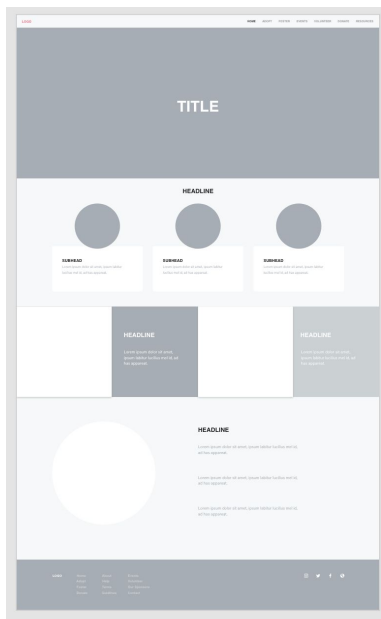
Needed a way to get back  
to home screen.

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

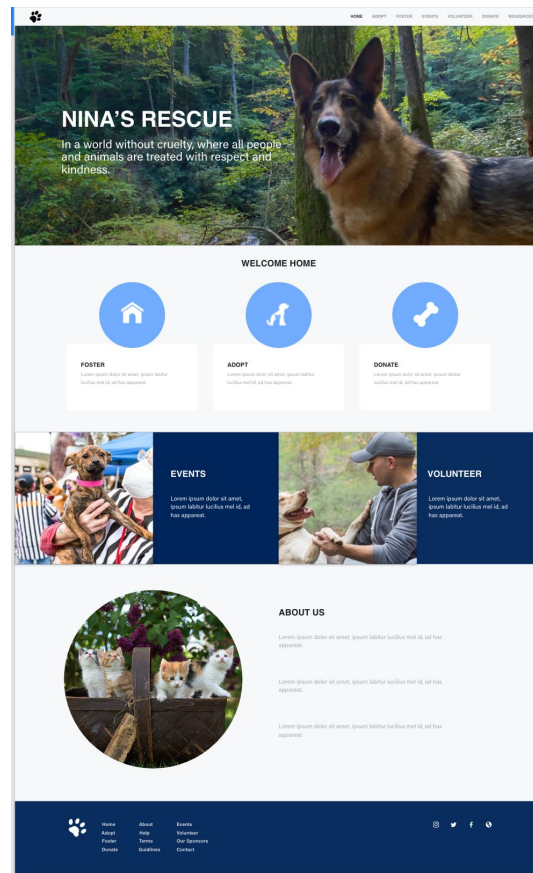
I made changes to improve the websites main page. I added imagery, icons and links to navigate through the home page with the logo in top left corner.



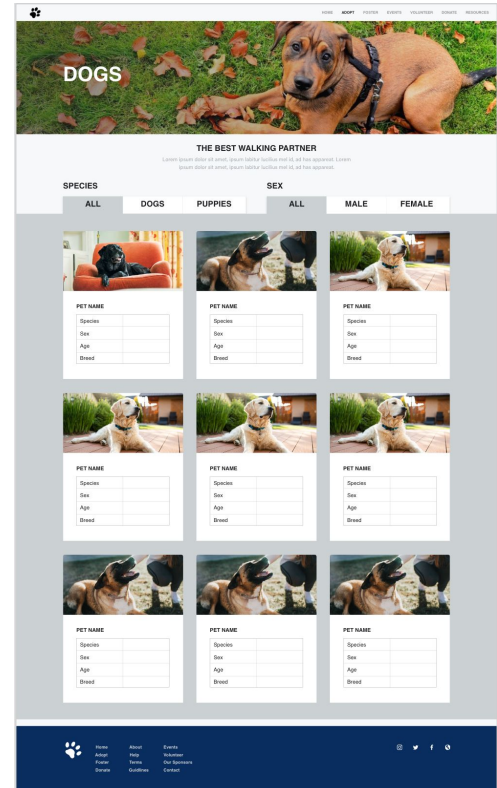
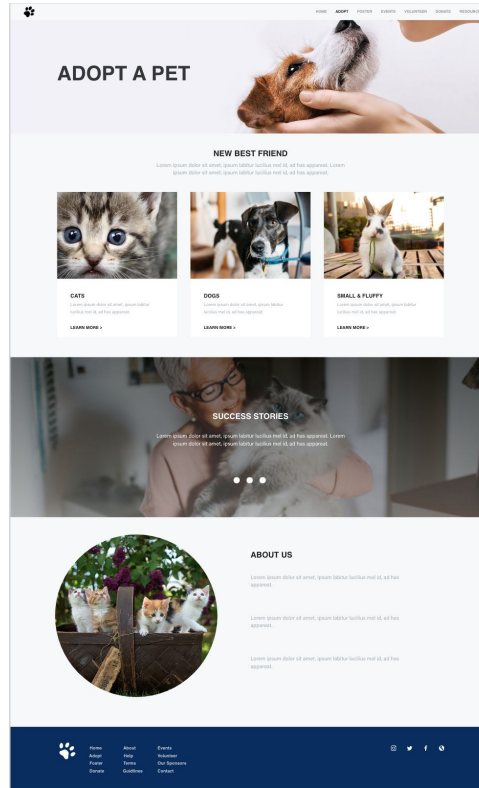
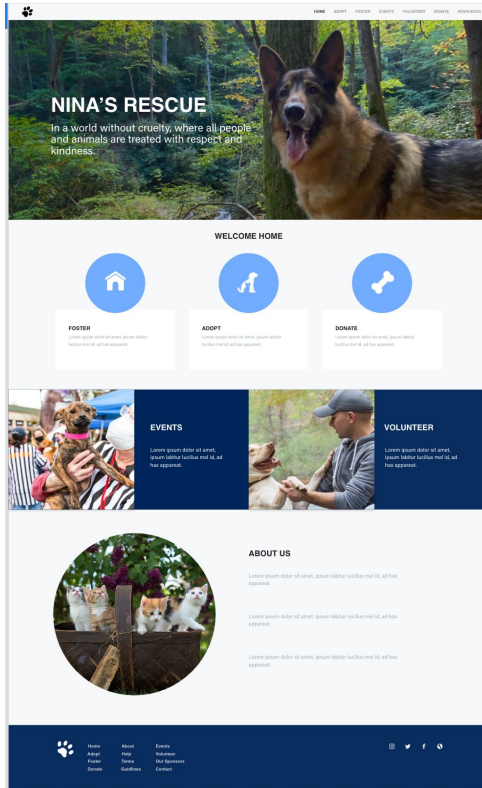
Before usability study



After usability study

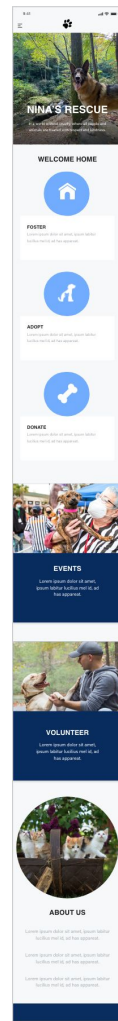
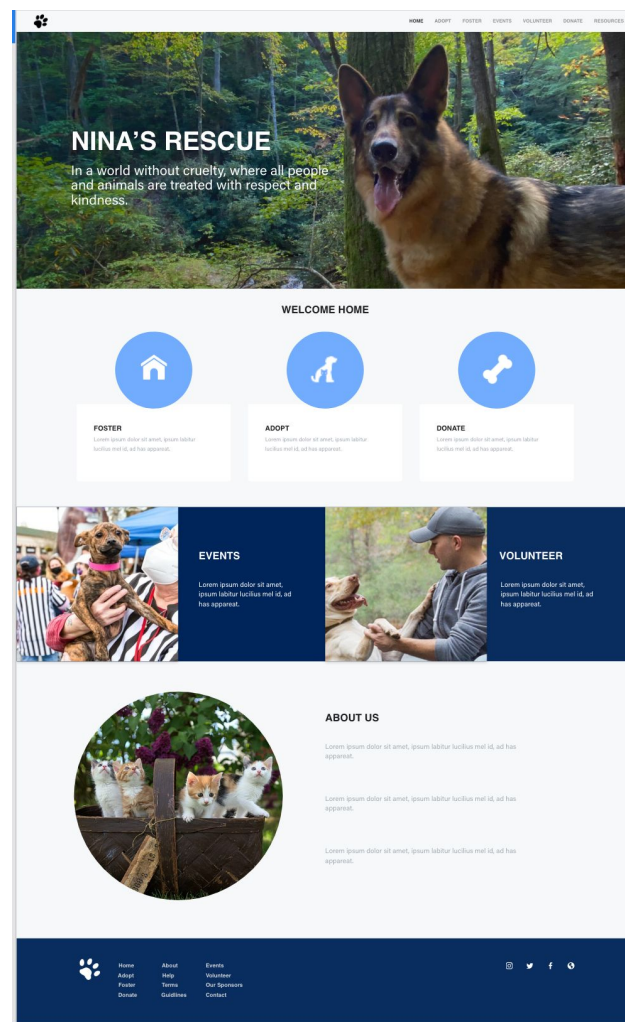


# Mockups: Original screen size



# Mockups: Screen size variations

Included considerations for additional screen sizes in my mockup based on my earlier wireframes. It was important to optimize for a range of device sizes like mobile and tablet since users view on a variety of devices.

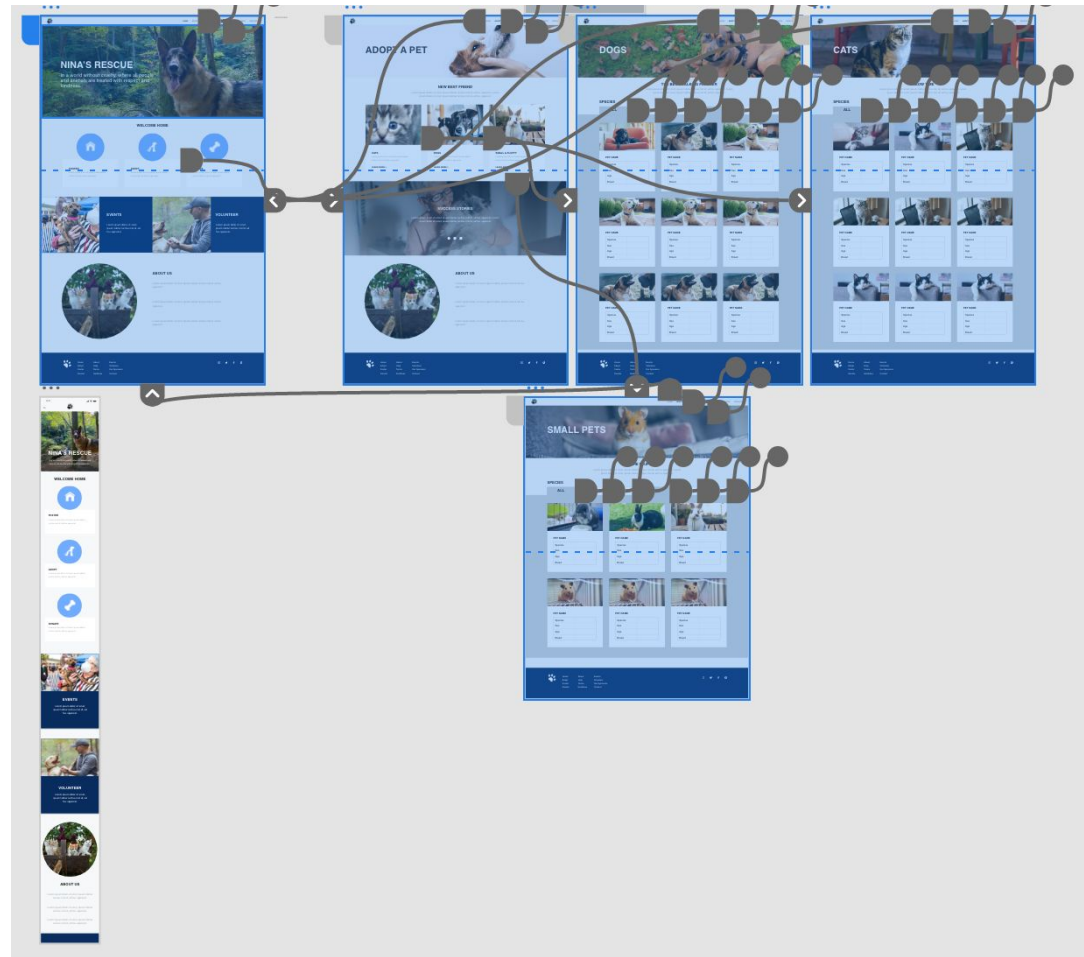


# High-fidelity prototype

The hi-fi prototype followed the same user flow as the lo-fi prototype and included the design changes made after the usability study as well as additional changes.

Nina's Rescue Animal Shelter

[High-Fidelity Prototype](#)



# Accessibility considerations

1

Larger heading and  
subheadings

2

Used white and bright  
blue icons for contrast

3

Designed site with alt text  
for smooth screen reader  
access



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Target users believe the design was easy to navigate through, had more of a visual impact with the imagery and white space and demonstrated a hierarchical site.



## What I learned:

I learned that the first ideas for the website are only the very beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs. Lo-Fi wireframes and prototypes are necessary part of the process.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

# Let's connect!



Thank you for your time reviewing my work on Nina's Rescue Animal Shelter! If you'd like to see more or get in touch, my contact information is provided below.

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