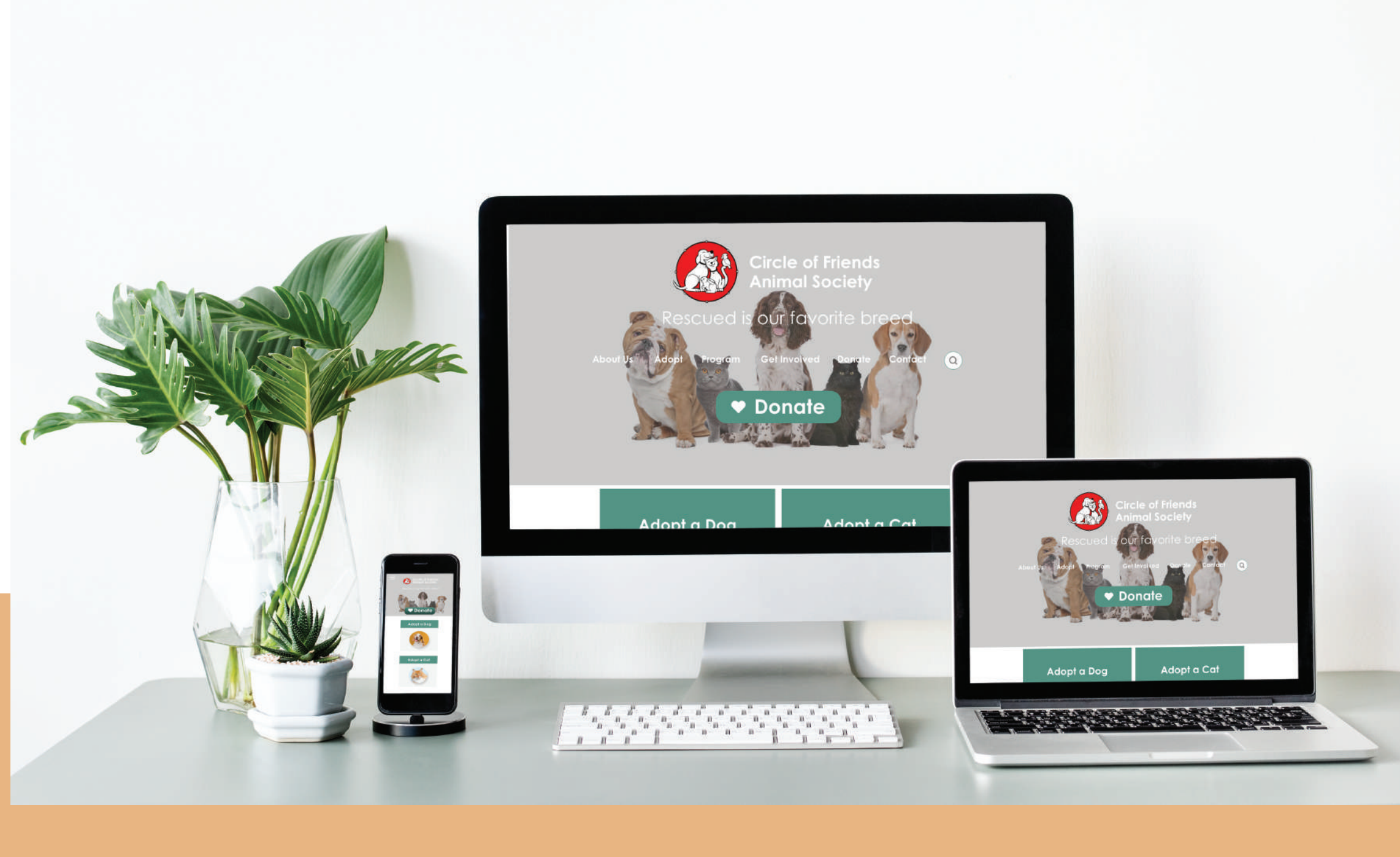


# Circle Of Friends Animal Society Website Redesign



## Overview

Circle of Friends Animal Society aims to help any dogs and cats and provide homes for "the ones who are left behind." They try to educate pet owners and providing services to help them to create a community in which animals are valued and treated with compassion.

## USER Insight

- 1- If an organization isn't transparent and value system about their practices with money, users are less likely to donate and volunteer.
- 2- Users need to feel a connection to an organization's cause in order to volunteer and donate.
- 3- An organization's reputation and cause needs to be apparent since word-of-mouth is the way most users find out about volunteering and donating.
- 4- Users want to know the people who run the organization are transparent and good-hearted.
- 5- Users value knowing as much information about a pet as possible before adopting.
  - Temperament
  - Background
  - Pictures
  - Medical/behavioral needs.
- 6- Users want a clean, easy to navigate website with clearly defined labels and hierarchy.

## Problem statement

The COFAS website is overly complicated and lacking labels, hierarchy, and easy-to-find information. We have observed that users are less likely to volunteer/donate/adopt when an organization doesn't provide transparent information. How might we create a clean design for the site and make information easy-to-find so users are more likely to engage with COFAS?

## Solution

Redesign the website by applying structured Info Architecture and user-friendly UI components and redesign the website for more consistency, simplicity and easy to find necessary information efficiently.

## Team

Our team consisted of myself, Kanchan Nathan and Kristin Browser. Each of us had a role in every step of the design process. Kristin and Kanchan worked on the research and visualization, mobile wireframe and I worked on Heuristic Evaluation, redline annotation and the UI style guide process, desktop wireframe and the whole prototype.

**Timeline:** 3 Weeks

**Tools:** Miro- Adobe XD- Adobe Illustrator-

## Research: Assessing the current website

We conducted User Research and Usability Testing to find out the main and most problems that user have when they use this website. We also did the Heuristic Evaluation on the current website to determine the pain points and the issues that the user faced on during the navigation. we tried to understand how we can make this website more usable for the users to make them engaged to use the website and the services.

## Search Result

During the interview and survey, we noticed that 71% of people that we interviewed donated a non-profit organization and 67% had volunteered for the non-profit organization. They found the organization by the word of mouth and 21% by social media. 55.3% owned a pet. 31% got their pet from a non-profit organization, 26.2% from found stray animal and 16.7% by a breeder. The most important point for most of them was the health and the overall reputation of the pet.

## User Persona

Bio Sam is a Social Media Manager from Athens, GA. She loves animals and always had a pet growing up. She's donated to several local organizations and looking to get more involved with a nonprofit that she's passionate about. Sam researches orgs. online and word of mouth recommendations. It's important to her that she's able to donate online, that an organization has received favorable reviews from other donors.

## Value Proposition

Circle of Friends Animal Society is a no-kill adoption organization that aims to provide homes for "the ones who are left behind."

Users can trust that all animals and adopters are properly vetted and that since we are run entirely on donations, we are managing our

## Ideation

## Card Sorting

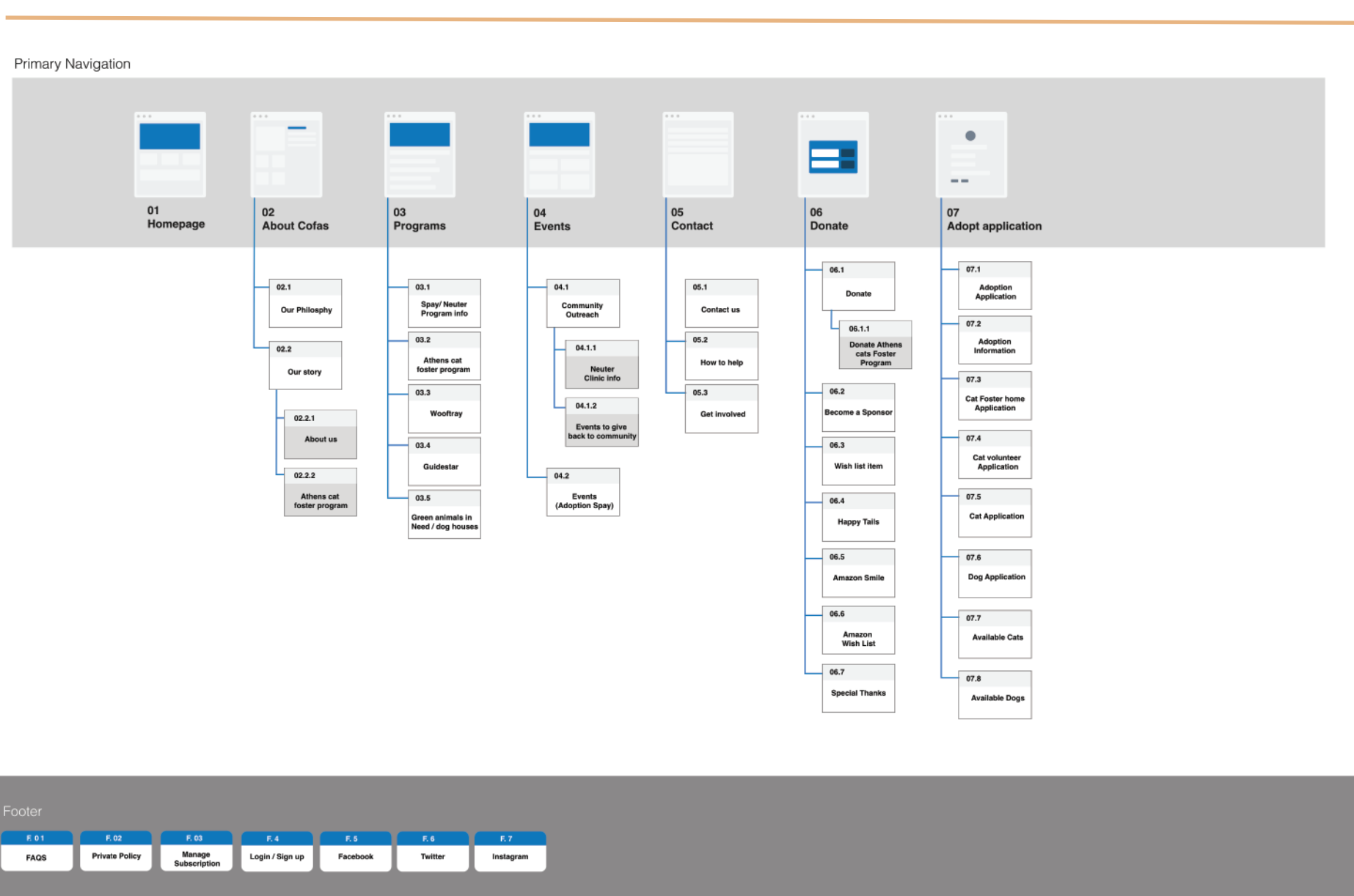


## Rebrand: Defining New Structural & Visual Rules

Based on the user testing and card-sorting we came up with a final sitemap.

We tried to have a clear hierarchy based on the needs of the user and the stakeholders. On each page, the user has access to the donation based on what the stakeholders wanted. we categorized all the forms and applications as an adoption application.

## Site Map

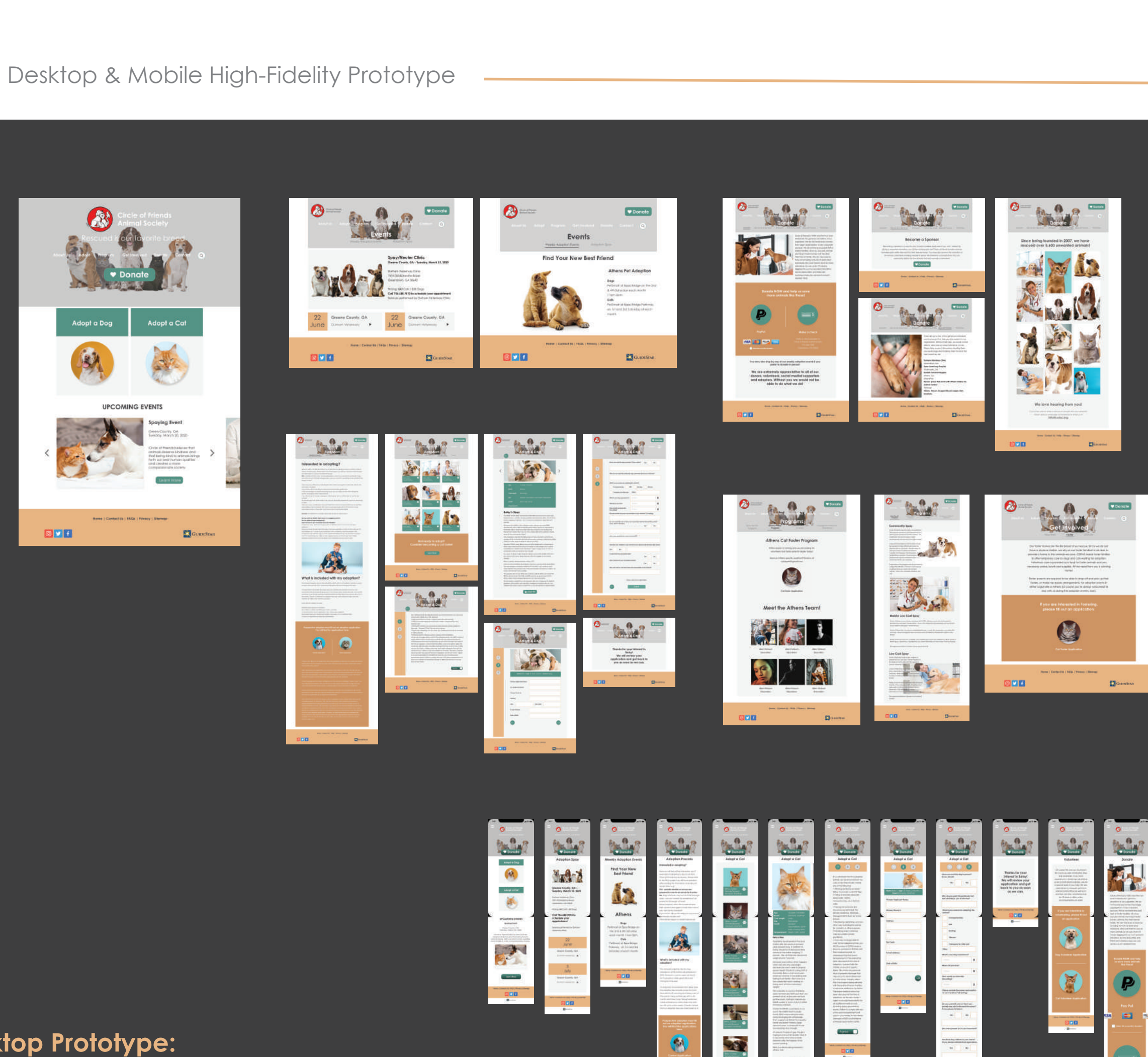


## UI Style Guide

## Desktop Wireframe



## Desktop & Mobile High-Fidelity Prototype



**Link to Desktop Prototype:**

<https://xd.adobe.com/view/594b5dc0-009e-4db3-4607-f592d5bb988d-2f7a/>

**Link to Mobile Prototype:**

<https://xd.adobe.com/view/fd19e9a9-fc71-4ca4-7d70-c5599d427e80-8b2b/>

## Next Steps

- Fix functionality issues from user tests
- Fix inconsistencies in Mobile- Desktop designs and functions
  - Iterate, some more testing, iterate
- Reach out to COFAS if they are interested in their pro-bono
  - Put them in touch with coders who can help them design or for a nominal amount