# Dallas Animal Shelter

**Evan Hinkelman**
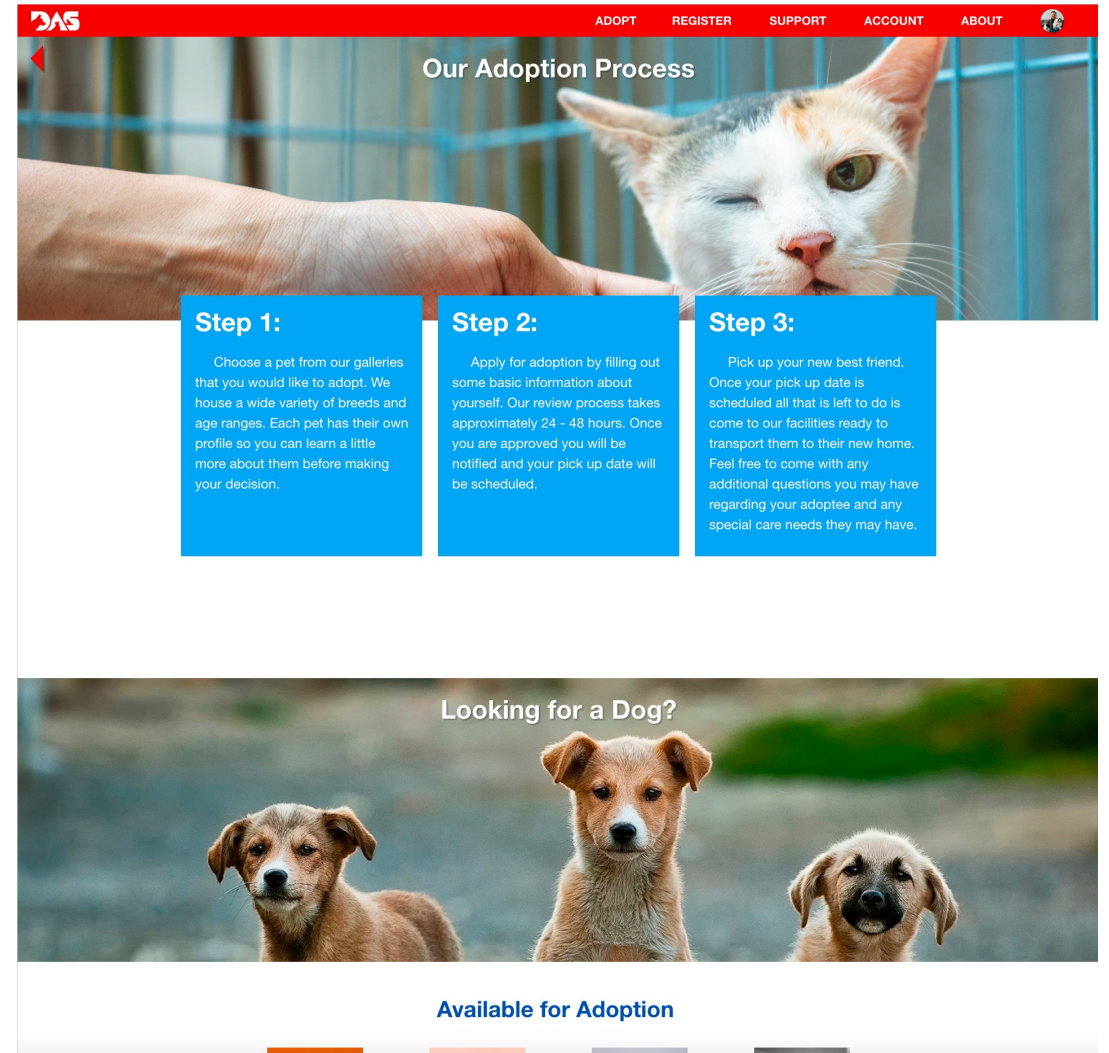
# Project Overview

## The Product:

Responsive web design for Dallas Animal Shelter adoption process.

## Project Duration:

1 Month.

# Project Overview

## The Problem:

People can be weary about adopting a pet because they don't know if it will have behavioral issues.

## The Goal:

Make the adoption process feel more secure and trustworthy.

# Project Overview

## My Role:

Lead UX Designer & Researcher

## My Responsibilities:

User research, wireframing, prototyping, and designing.

# Understanding the User

- User Research

- Personas

- Problem Statements

- User Journey Maps

# **User Research:** Summary

Conducted research through personas, problem statements, user journey maps and a usability study.

The usability study was done remotely with 5 participants. They were tasked with completing the adoption process in the web and mobile version of the app. They were then asked a few questions about their experience.

# Persona

## Problem Statement:

Eliu is a busy father of two who would like to adopt a pet. He needs an app where he can do this and feel safe and secure with the process because he has heard bad reviews about some of the shelters in his area.

*"I want to adopt a pet, but I'm worried about how trustworthy animal shelters in my area are."*

### Eliu Paredes

**Age:** 34
**Education:** Bachelors Degree
**Hometown:** Dallas Texas
**Family:** Married with 2 Children
**Occupation:** Graphic Designer

### Goals

Make users feel more confident and secure when adopting a pet from the app.

### Frustrations

Most animal shelters don't provide background information on their pets and don't require much from adoptees.

Eliu wants a secure and trustworthy app where he can adopt a pet. He would like to know some background information about the pets available for adoption so he can make a more informed decision. He also wants the adoption process to be thorough and feel secure.

# User Journey Map

For this storyboard I wanted to establish the basic structure and flow of the adoption process in a big picture view.
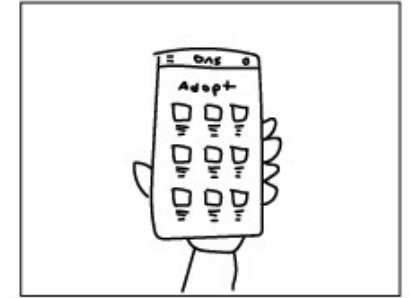
## Story Board

**Scenario:** An app for the adoption process at the Dallas animal shelter. - Big Picture
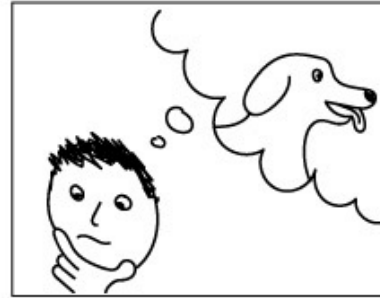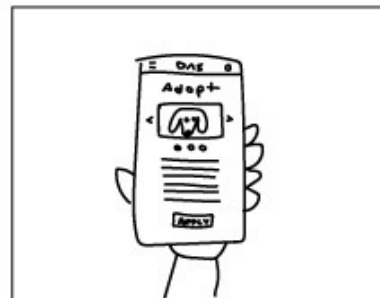


Eliu wants to adopt a new pet for his growing family to enjoy and take care of.

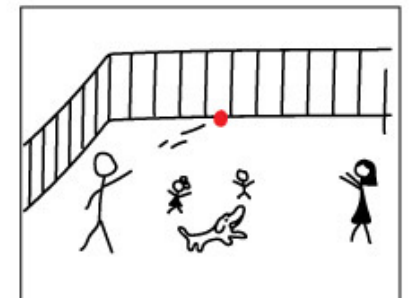Eliu recalls seeing an app that provides a safe and secure adoption process.

Eliu uses the app to preview pets available for adoption.

He finds one he is interested in and notices the app provides detailed information on each of the pets.

Eliu then applies for adoption and is happily surprised at the information they request from him.

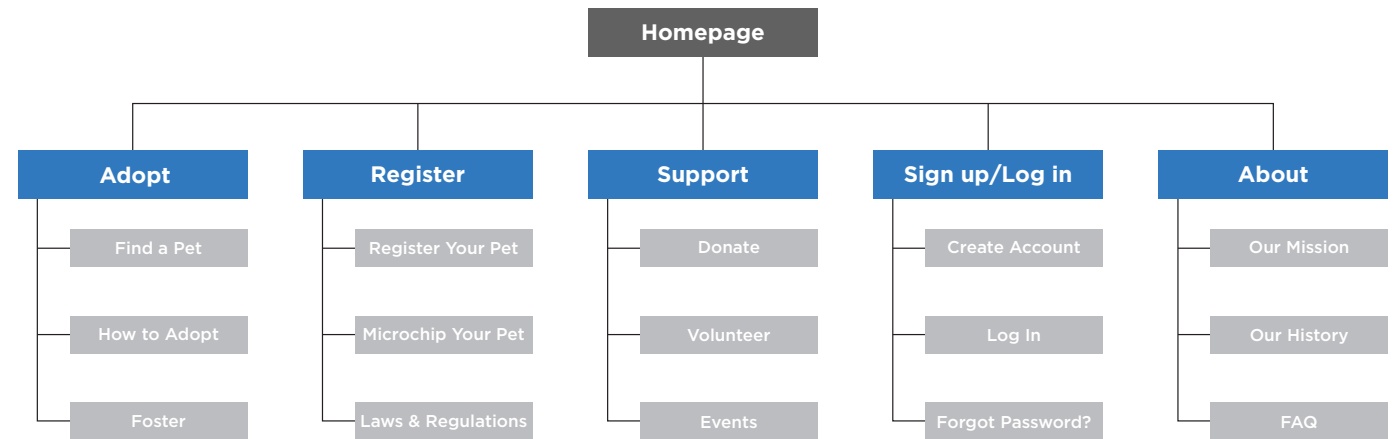Eliu is approved the next day and schedules a pick up date for the newest member of his family.

# Starting the Design

- Site map

- Paper wireframes

- Digital wireframes

- Low-fidelity prototype

- Usability study

# Site Map

The goal for this project was just to design the adoption process for the app but I wanted to do the full site map incase the client wanted more changes to other parts of the app.

**Dallas Animal Shelter**
**Site Map**

| Homepage |
| --- |

| Adopt | Register | Support | Sign up/Log in | About |
| --- | --- | --- | --- | --- |
| Find a Pet | Register Your Pet | Donate | Create Account | Our Mission |
| How to Adopt | Microchip Your Pet | Volunteer | Log In | Our History |
| Foster | Laws & Regulations | Events | Forgot Password? | FAQ |

# Paper Wireframes

Examples of paper wireframes for desktop and mobile screens to show how components will change with responsive design.
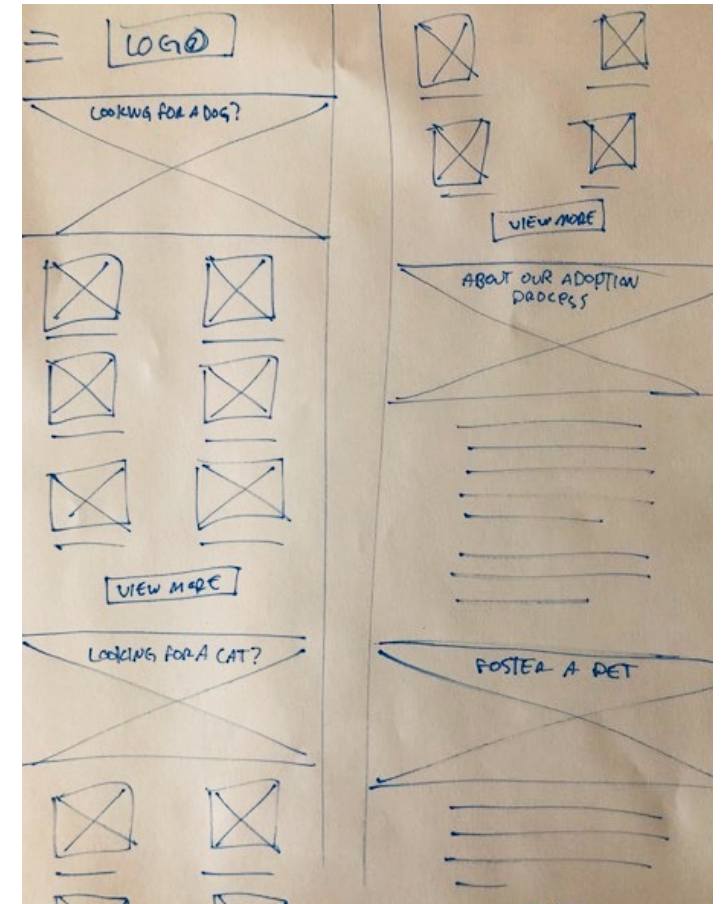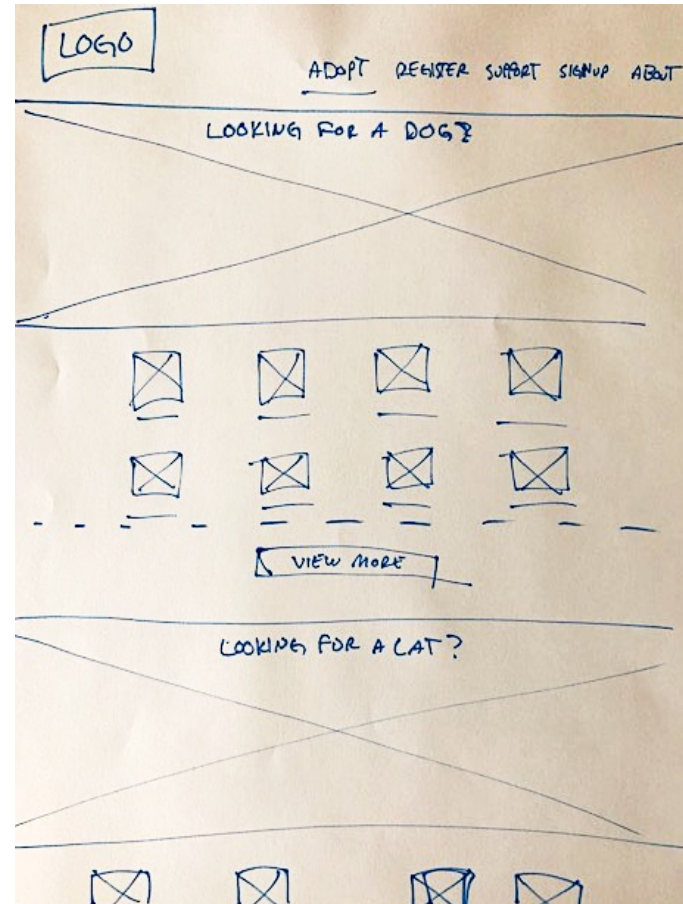
# Digital Wireframes

Digital wireframes showcasing screens for desktop, mobile, and tablets.



Step by step explanation of the adoption process at the top of the page to make it easy to view and understand right away.
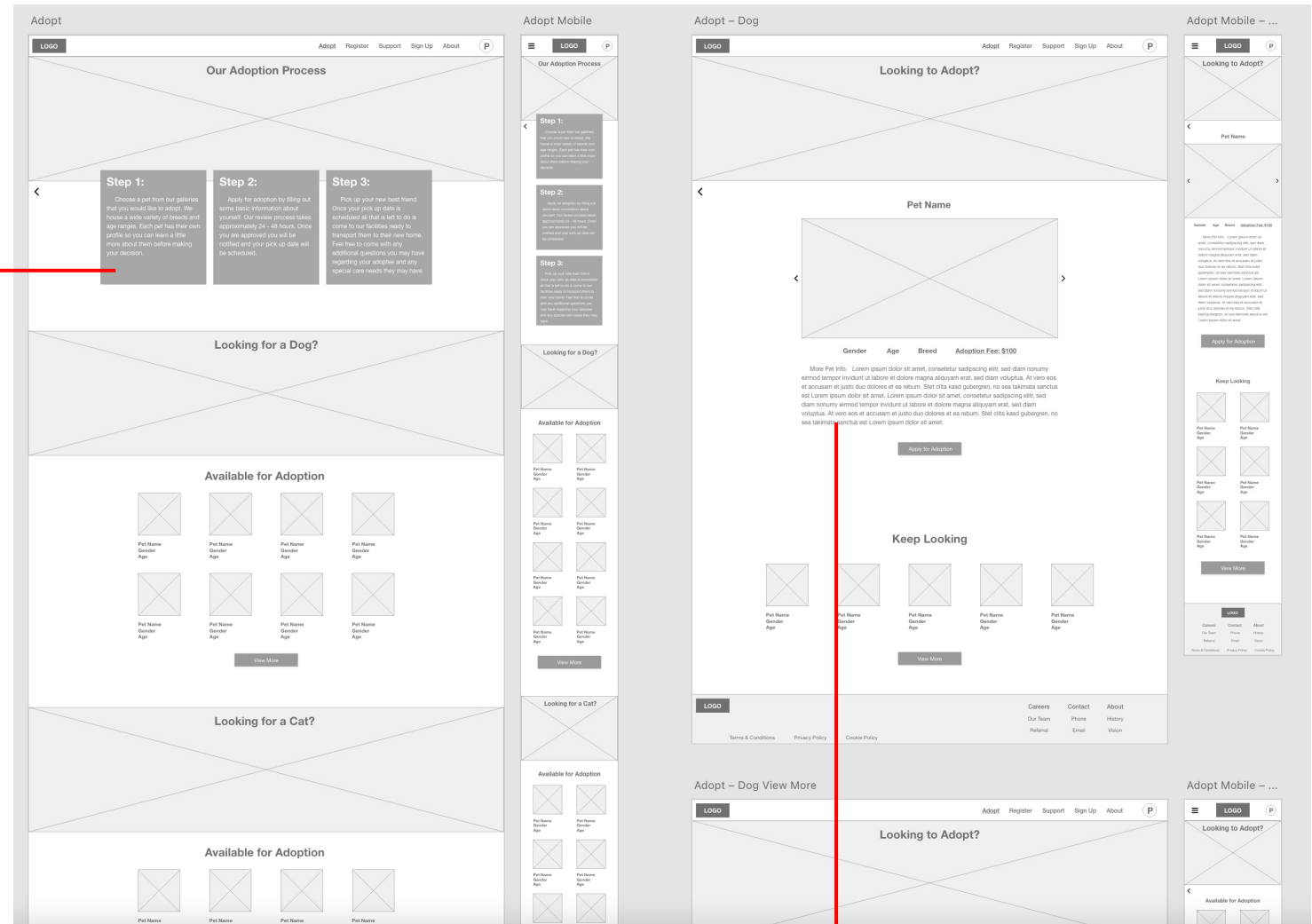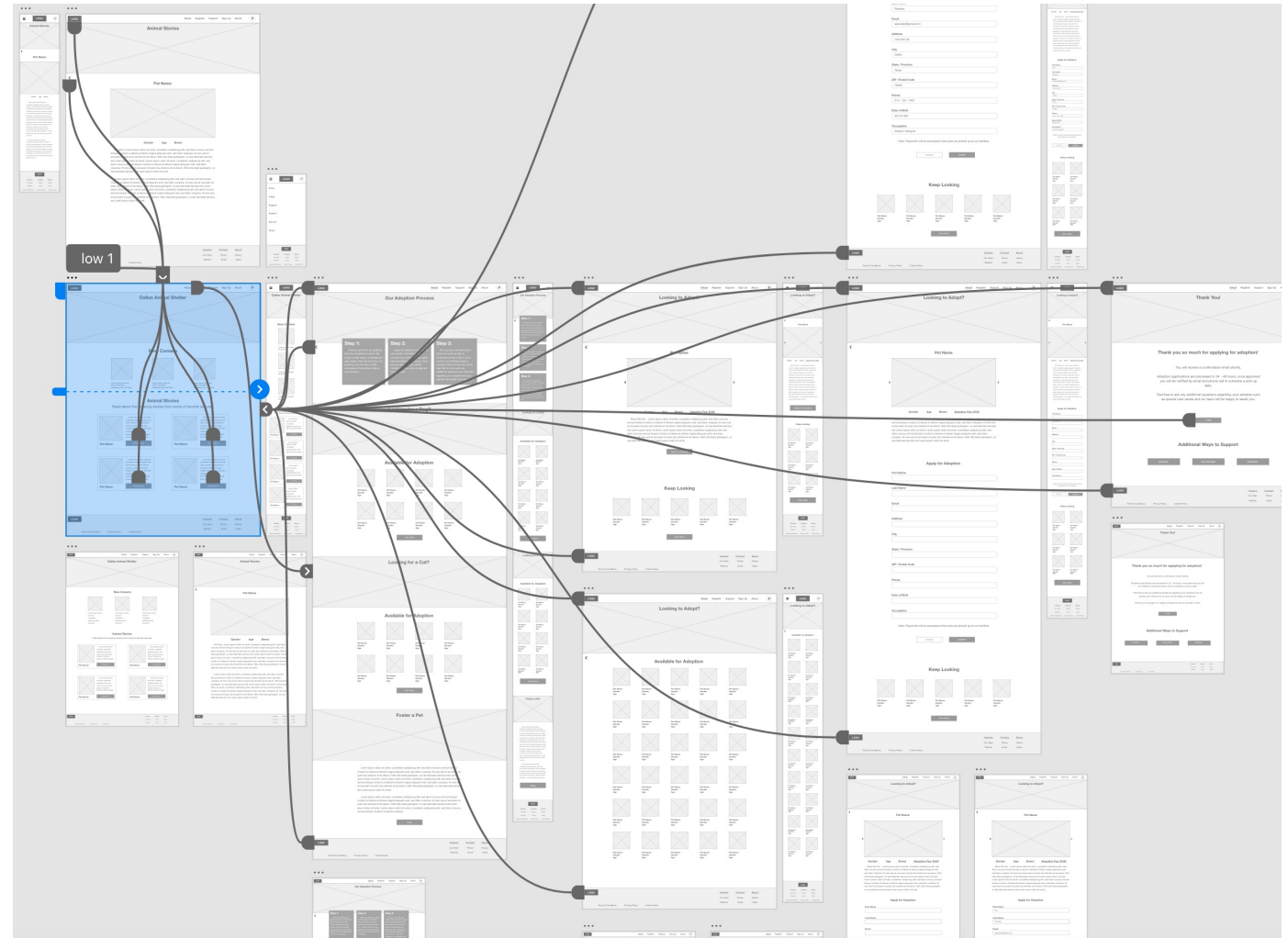
Detailed information for each pet so users can make the most informed decision possible when selecting a pet to adopt.

# Low-Fidelity Prototypes

Desktop

Mobile

Tablet

# Usability Study: Parameters

**Study Type:**

Unmoderated usability study

**Location:**

United States, remote

**Participants:**

5 participants

**Length:**

20 – 30 minutes

# Usability Study: Findings

**1**

Some participants were confused by the animal stories section, so a home button was added to make it easier to get back to the intentional user flow.

**2**

Some participants thought the hero images were meant to be links to other pages. This should be less confusing when real photos are used in the high-fidelity prototype.

**3**

Most participants fount the user flow to be intuitive and quick to understand.

# Refine
# the Design

- Mockups

- High-fidelity prototype

- Accessibility

# Mockups

Alleviated confusion on Animal Stories page by adding a home button to make it easier to get back to the intended user flow of the project.
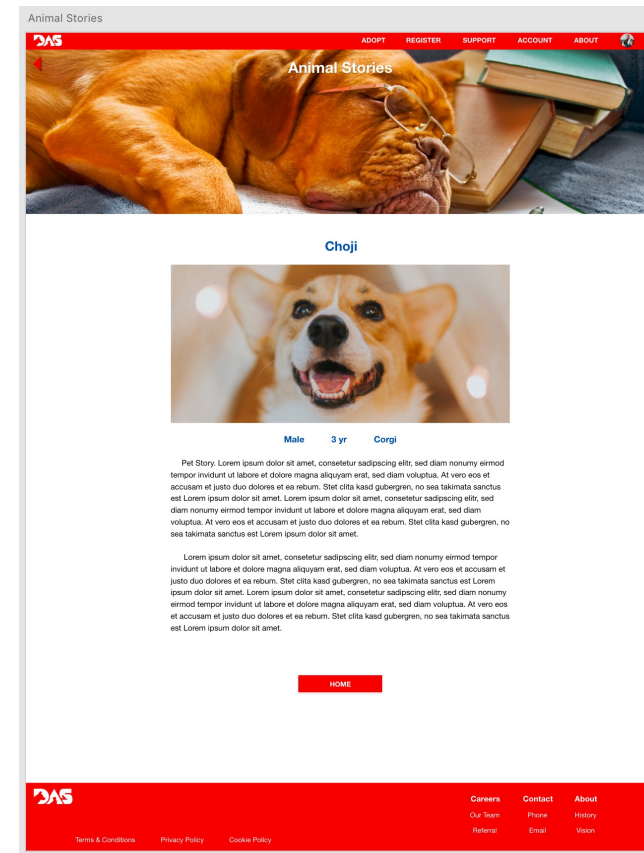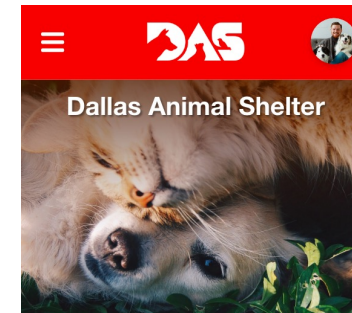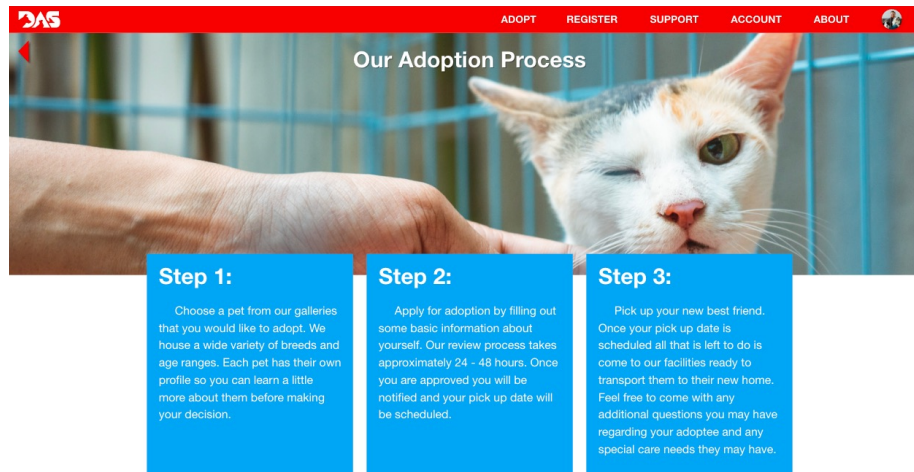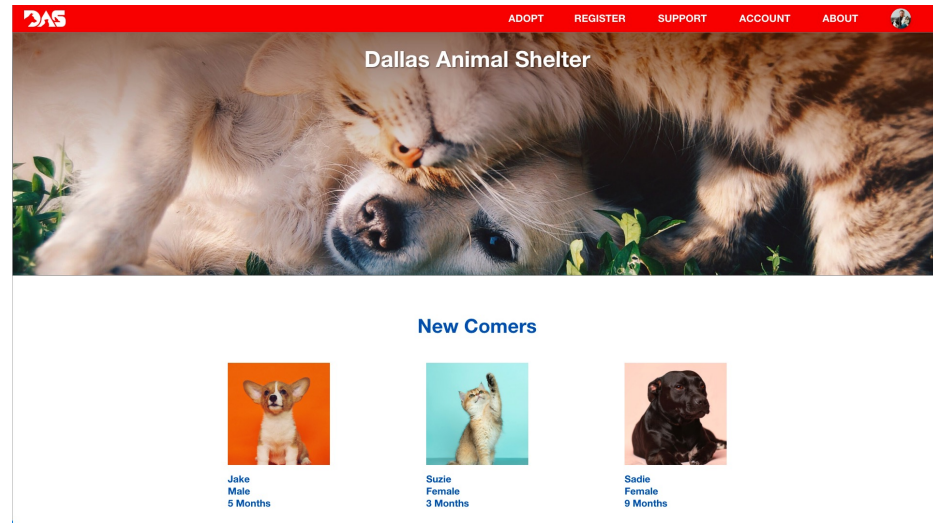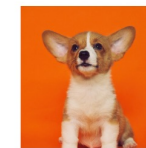
# Mockups

Updated the back arrow button which in the low-fidelity mockup was static under the first hero image to be in a fixed position under the navigation bar so it is always available to click when scrolling through the page.
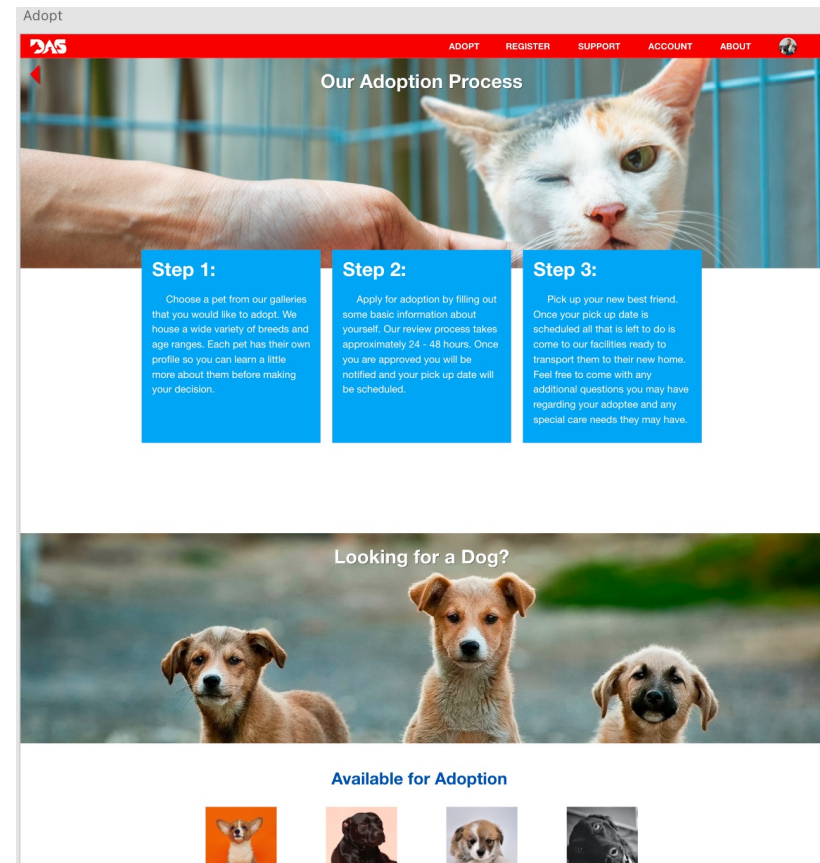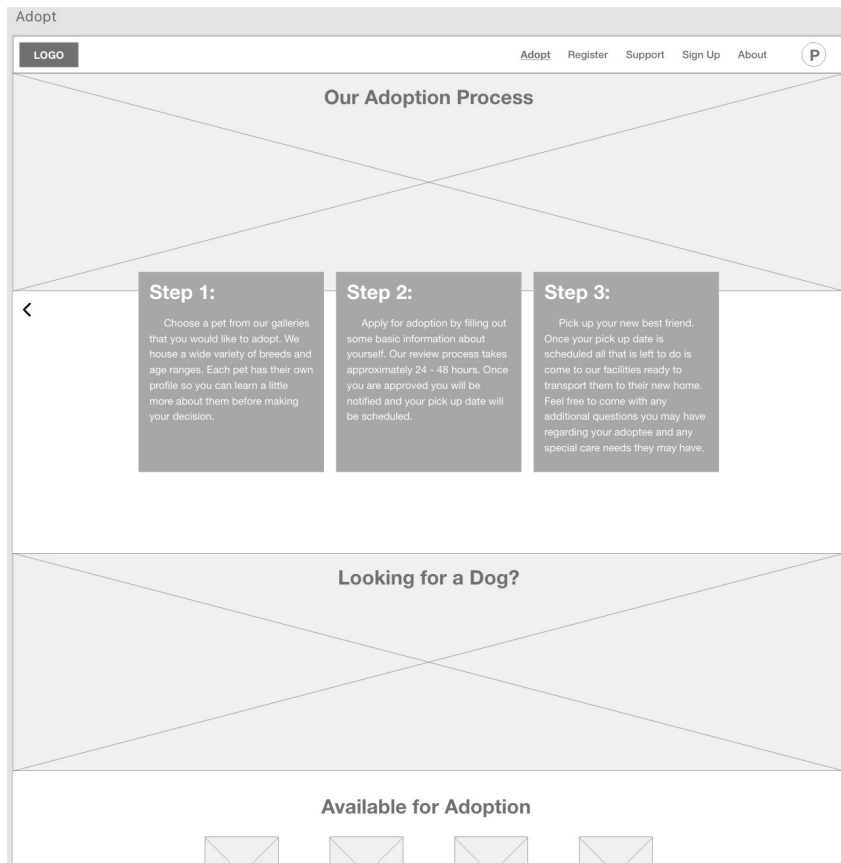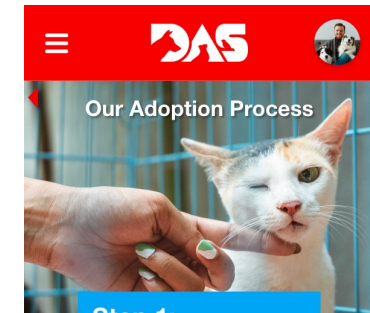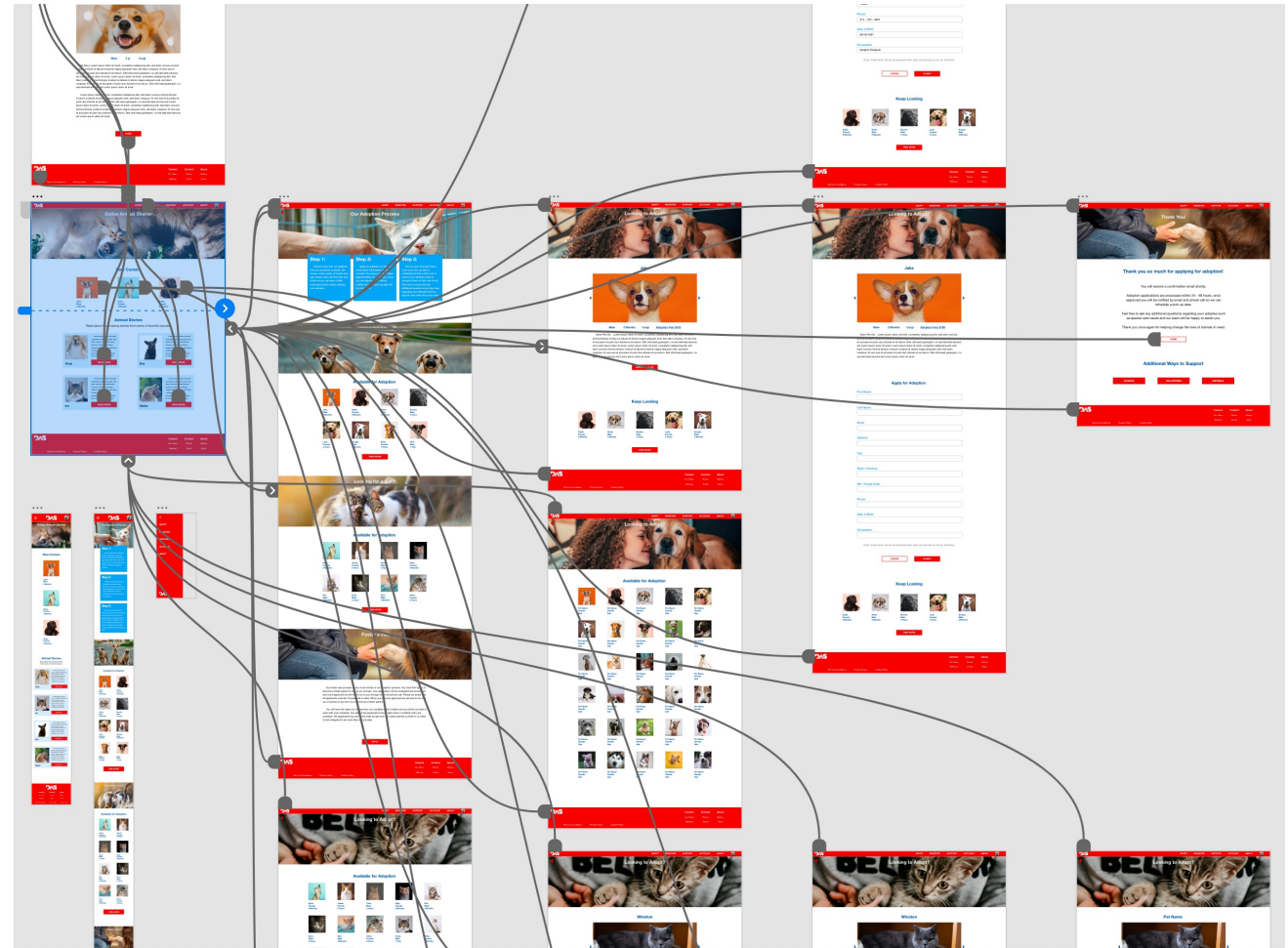
# Mockups: Original Screen Sizes

# High-Fidelity Prototype

[High-Fidelity Prototype](#)

# Accessibility Considerations

**1**

Updating the back arrow to be in a fixed position so it is always available when scrolling.

**2**

Set up a detailed section for each pet's history and back story so users can make the most informed decision when considering adopting.

**3**

Designed a thorough adoption application form that instills a sense of trust and security for users giving them peace of mind when adopting.

## Going Forward

- Takeaways

- Next steps

# Takeaways

## Impact:

This adoption process has made it so users can feel confident and secure when searching for the best place to adopt a new pet.

"This application is very thorough and shows that this shelter cares about their pets finding a good home."

*- Study participant*

## What I Learned:

I learned that when people are looking to adopt a new pet the one thing they care most about is the integrity of the adoption process and how well the animals are treated while waiting for a new family. This is why I focused on including animal's histories and making sure the application was thorough and asked the right questions that would make sure the pets are going to a good home.

# Next Steps

**1**

Design sign up and log in and profile pages for all screen types of the site.

**2**

Develop the registration process for users that have adopted a pet from the shelter.

**3**

Set up the support section of the site for volunteer sign up forms and donating options..

# Let's Connect

Thank you for your time, If interested in seeing more of my work or contacting me please reach out to me through the links provided.

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