PROJECT OVERVIEW

The product:

Design a pet adoption flow for an animal shelter

Project duration:

July 2023 – August 2023

Google

PROJECT OVERVIEW

The problem:

Individuals looking to adopt a new pet might already have another pet or young children at their house, and they want to make sure the animal at the shelter would do well in their family dynamic.

The goal:

Create a pet adoption flow for an animal shelter that provides users with the necessary information they need before adopting a pet, such as the pets behaviors, needs, and personality, to ensure they are compatible with their household.

PROJECT OVERVIEW

My role:

UX Designer and UX Researcher

Responsibilities:

- User Research
- Wireframing
- Prototyping
- Creating User Stories
- Creating Personas
- Conducting interviews
- Iterating on designs
- Creating Desktop and Mobile designs

Understanding the user

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

USER RESEARCH: Summary

Research Questions:

- What is the average time it takes to complete the adoption process?
- Are users more likely to adopt a pet online or in person? Why?
- Do more users shop for pets by looking at pictures or reading descriptions?
- What pet group are users most interested in when looking to adopt? (Dogs/puppies/cats/kittens/other).
- Do people like to shop for pets for fun or do they visit pet adoption centers only when they're ready to adopt?

Usability Study:

I performed moderated usability studies to conduct my research, using Time on Task, Conversion rates, and System Usability Scale as the KPIs. I conducted competitive research to analyze the competition and see how their sites were structured, as well as looking at their reviews to see what issues users had with the interface or access

USER RESEARCH: Pain Points

1

No Filters

Users were unable to filter pet grid to reduce cognitive load, and where therefore overwhelmed by the large grid of animals.

2

Too Many Options

Users didn't like how crowded the interface was by having dogs, puppies, cats, and kittens all on separate tabs

3

PDP Lacking Details

Users wanted the ability to add a pet to their "Favorites" from the PDP page, as well as view the pets past medical history, vaccines, and other information.

4

Payment Screen
Didn't show pricing

Users were unable to see the final price of their purchase before placing the order, it was just a form that asked for information.

After conducting the usability study on my product, I found 4 major pain points that needed to be addressed.

Making adjustments to each of these pain points will further increase accessibility and usability with my product, and provide a more positive user experience for the consumers.

PERSONA: Jessica

Problem statement:

Jessica is a new mother that loves her fur babies. She needs an animal adoption website that shows the animals characteristics and behaviors because she wants to make sure the pet will be compatible with her family before adopting them.
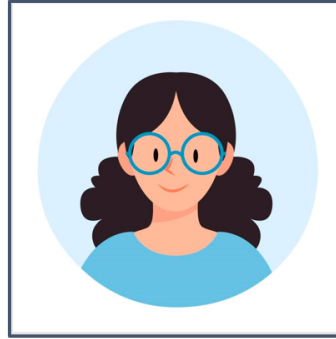
Jessica Duval

Age:	30
Education:	Associates Degree
Hometown:	Vancouver, WA
Family:	Married
Occupation:	Finance

"My pets are my fur babies; they're my best friends."

Goals
- Know if pets at the adoption center are friendly with kids, other pets, etc. before adopting.
- Know if an animal fully vaccinated and has all their medical records.

Frustrations
- Not knowing if an adoption is currently pending on the website.
- Drove to the shelter just to find out that the pet had already been adopted but the website hadn't updated.
- Difficult to reach a staff member at the adoption center.

Jessica is a Financial Accountant in the Vancouver, WA area. She spends 40 hours a week working at a large investment firm and the rest of her time goes hanging out with her husband and their fur baby, Astro. Jessica talks about wanting another dog, but she doesn't know how a new pet would react to their dog Astro. Jessica and her spouse also just had their first child and they want their pets to be friendly to their newborn baby.

USER JOURNEY MAP

Persona: Jessica

Goal: Learn about a pets compatibility and behavior before adopting them online

ACTION	Choose adoption center website	Browse animals	Choose a pet	Go through adoption flow	Complete adoption process
TASK LIST	A. Search for adoption center in my area. B. Choose a center that has the pets I'm looking for and is the closest to me.	A. Browse the website to find pets. B. Apply filter to look for only dogs.	A. Click on pets images. B. Scroll down for information about the pet. C. Select the "Adopt" button.	A. Sign up/Create account. B. Enter personal information. C. Confirm choice of dog.	A. Review information. B. Add billing info. C. Select pickup time. D. Confirm payment.
FEELING ADJECTIVE	• Excited to find a new pet. • Nervous. • Doesn't want to drive far.	• Happy to be getting a new pet. • Emotional seeing all the animals in the shelter.	• Concerned because they can't find information about animal's behavior • Overwhelmed because there's so many pets to choose from	• Annoyed for having to enter so much information. • Excited to be starting the adoption process.	• Nervous to be adding a new pet to the family. • Hopeful that they will get along with child and other pet.
IMPROVEMENT OPPORTUNITIES	Create a website for an adoption agency with an inviting homepage.	Add filters.	Limit the number of animals shown to reduce overwhelming feeling (filter?).	Follow accessibility guidelines for CTA buttons. Ask for less information on each page.	

The user starts by searching for an adoption shelter in their area, then browsing for pets before finding one they like the most and clicking on their profile picture. The goal is for the user to learn everything about the pet online before they commit to going to the shelter to purchase them, reducing the pain point of driving all the way to the shelter just for the pet to not meet their expectations.

USER RESEARCH: Competitor Analysis

Humane Society FOR SOUTHWEST WASHINGTON

OREGON HUMANE SOCIETY

WCGHS WEST COLUMBIA GORGE HUMANE SOCIETY

- Overwhelming number of tabs/pages.
- Very large footer with grammatical errors.
- "Adopt" is not the main CTA.

- Users have to scroll for a while to find the pets.
- Accessibility issues; blue text in footer against the blue background is difficult to read.
- "Adopt" is not the main CTA.

- No "Search" option.
- Map API on contact page is broken.
- Footer doesn't contain all of the page links for the site.

I conducted competitor analysis by analyzing the competition to identify the strengths and weaknesses of each of their sites. I also read user reviews to look for anything that mentioned negative interactions with the interface or experience.
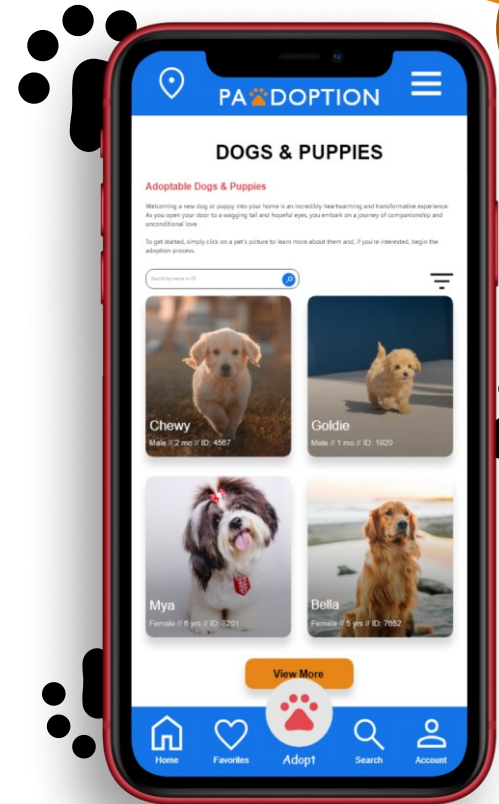
USER RESEARCH: Competitor Analysis Takeaways

Issues in the competitors' products that provide opportunities for my design to solve:

- Missing Accessibility features (Search, filter, etc.).
- Overcrowded homepage with too many images that can be overwhelming to users.
- "Adopt" is not the main CTA button for any of these Adoption websites.

I can improve on these weaknesses by:

- Adding more accessibility features so more users can use the product more efficiently.
- Reducing cognitive load on the homepage and adoption page to reduce the overwhelming feeling that users are experiencing.
- Making "Adopt" the first button/CTA that users see as that will most likely be the main purpose for users visiting the site.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
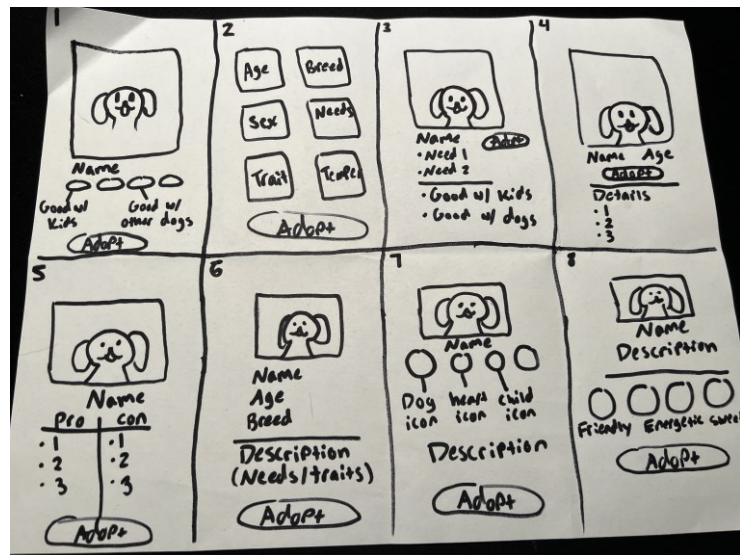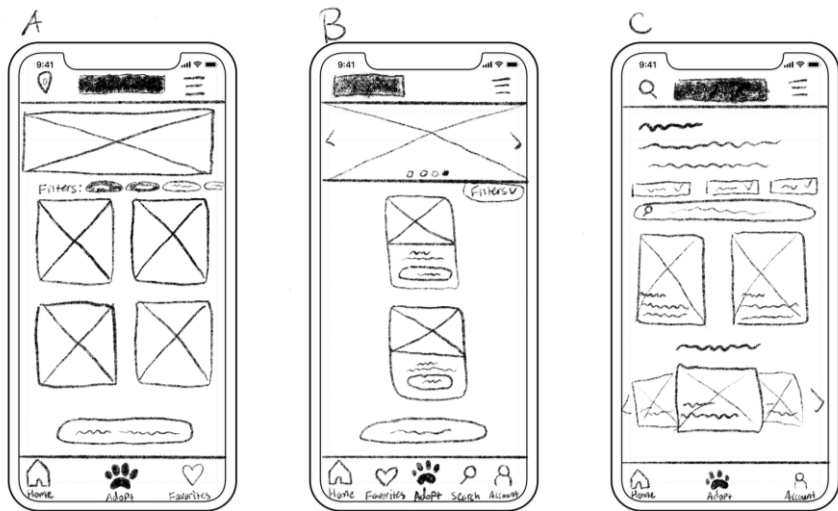
PAPER WIREFRAMES

The paper wireframes on the left represent my different design ideas for the homepage of the app, and the image on the right is from a Crazy 8 activity where I was testing different designs for the Adopt page.

DIGITAL WIREFRAMES

The goal of my homepage wireframe was to direct users attention to the "Adopt" button CTA, as the main reason for people visiting an animal shelter website would likely be to adopt a new pet. I also wanted users to see images of the newly-added pets, which may persuade someone to adopt a pet even if they weren't planning to.

Quick CTA to drive users to their main goal: the Adopt page.

Lorem Ipsum
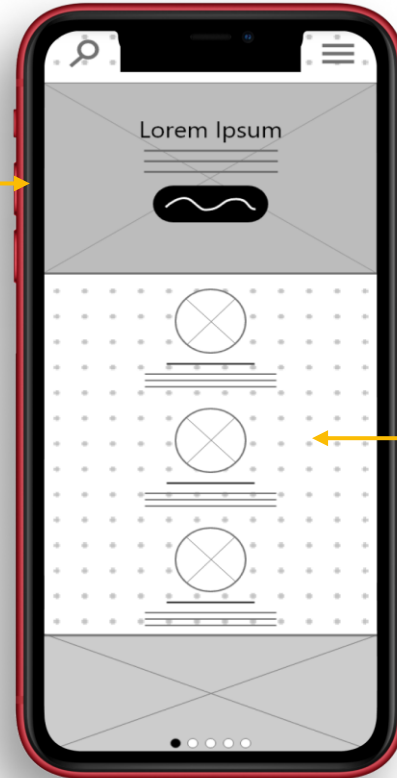
Images of newest additions to the animal shelter

DIGITAL WIREFRAMES

Adding a filter option will allow for better accessibility and give users the ability to find exactly what they're looking for without having to sift through unnecessary information. I chose a multi-column layout for the pet photos to fit more content onto the page, and added a "load more" button to allow the page to load faster and reduce information overload.
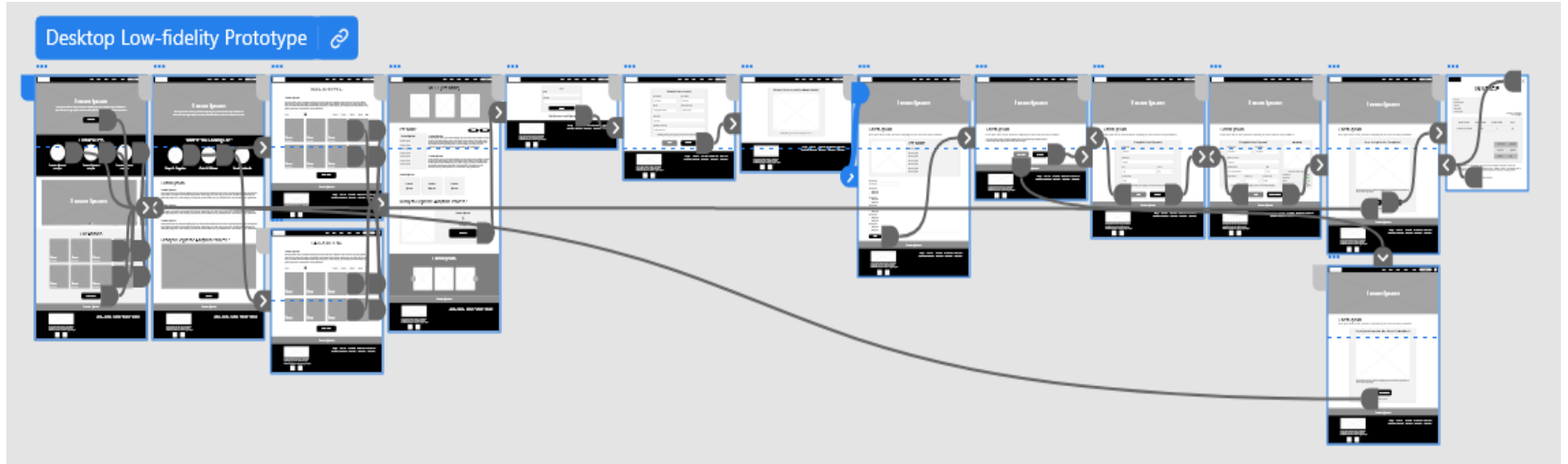

Filter options for better accessibility and navigation.

Multi-column layout with photos of pets and their names/age/ID#

Lorem Ipsum

Search:

Filters: Age Sex Breed Size

Load more

LOW-FIDELITY PROTOTYPE

Link to my [low-fidelity prototype](#).

USABILITY STUDY: Findings

I conducted two moderated usability studies with my family members, one for my low-fidelity prototype and one for my high-fidelity prototype. I introduced a list of prompts for them to complete while I monitored their click path, observations, quotes, and task completion.

Round 1 findings

1. Users want to see Dogs & Puppies grouped and Cats & Kittens grouped.

2. Users want the ability to filter pets.

3. Users want to pay for a pet online to avoid long wait times at the shelter.

Round 2 findings

1. Users thought the questionnaire was easy to navigate.

2. Users loved the look of the Invoice mockup at the end.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

COLORS & TYPOGRAPHY

Color palette -

Primary

#459CFF   #1473E6   #095ABA

Secondary

#FC9A25   #E68619   #CB6F10

Accent

#E34850

Typography -

HEADER	Regular	Bold
H1	Heading 60 pt	**Heading 60 pt**
H2	Heading 45 pt	**Heading 45 pt**
H3	Heading 36 pt	Heading 36 pt
H4	Heading 28 pt	Heading 28 pt
H5	Heading 22 pt	Heading 22 pt

Font Family - Arial

BODY

Heading XL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Font size: 24
Line height: 14
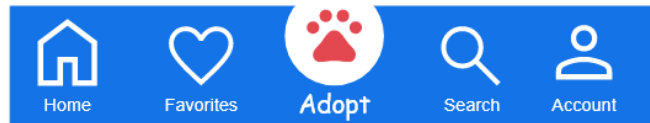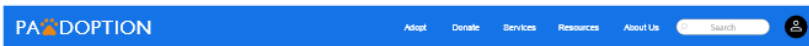
COMPONENTS

Iconography -

Buttons -
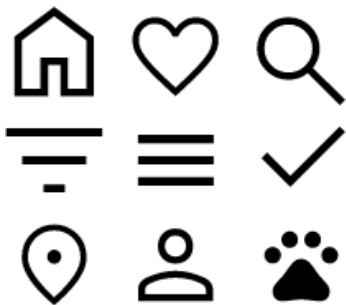
Active	Button
Secondary	Button
Inactive	Button

Menu Navigation - Header (Mobile)

PAWDOPTION

Menu Navigation - Footer (Mobile)

Home | Favorites | Adopt | Search | Account

Menu Navigation - Header (Desktop)

PAWDOPTION   Adopt   Donate   Services   Resources   About Us   Search

Menu Navigation - Footer (Desktop)

PAWDOPTION

Pawdoption is a non-profit pet adoption company that takes in surrendered and rescue pets in hopes of putting them in a forever home. Give us a call if you're interested in adopting an animal or supporting our business by sponsoring or donating to the cause!

Adopt
Dogs & Puppies
Cats & Kittens
Small Animals
More Information

Donate
Money
Food
Toys
Crffs
Accessories
Sponsor

Services
Spay & Neuter
Vaccinations
Train Your Pet
Rehome Your Pet
Report Cruelty
Est. Services

Resources
Behavior Resources
Emergency Clinics
Vaccination Clinics
Animal Care

About Us
Our Team
What We Do
Sponsors & Partners
Careers
FAQ
Contact Us
Hours & Locations

SITEMAP

Homepage

Adopt
- Dogs & Puppies
- Cats & Kittens
- Small Animals

Donate
- Money
- Food
- Toys
- Gifts
- Accessories
- Sponsor

Services
- Spay & Neuter
- Vaccinations
- Train Your Pet
- Rehome Your Pet
- Report Cruelty
- End of Life Services

Resources
- Behavior Resources
- Emergency Clinics
- Vaccination Clinics
- Animal Care

About Us
- Our Team
- What We Do
- Sponsors & Partners
- Careers
- FAQ
- Contact Us
- Hours & Locations

Search
- Filter
- Age
- Breed
- Sex
- Type
- Location
- Color

MOCKUPS

I wanted to create a fun "Adopt" button for the mobile layout, so I used large paw print as the main CTA button on the mobile nav bar. I pretty much kept the prototype the same as the wireframe, except I replaced the "Search" icon with a "Location" icon so users can easily find the shelter that's closest to them. I then added the "Search" icon to the bottom nav bar so that it was still accessible.

Wireframe

Hi-fi Prototype
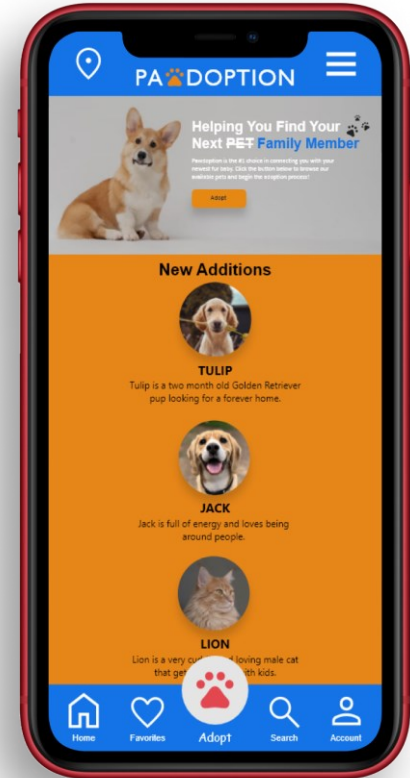
MOCKUPS

I wanted to make sure the desktop prototype translated well into mobile, so I used a single column layout for the "New Additions" section on the mobile device while keeping the same structural integrity of the page.

I also added a search bar and the "Account" icon to the desktop navbar so users could quickly access these features at any time from anywhere on the site.

Hi-fi Prototype (Desktop)
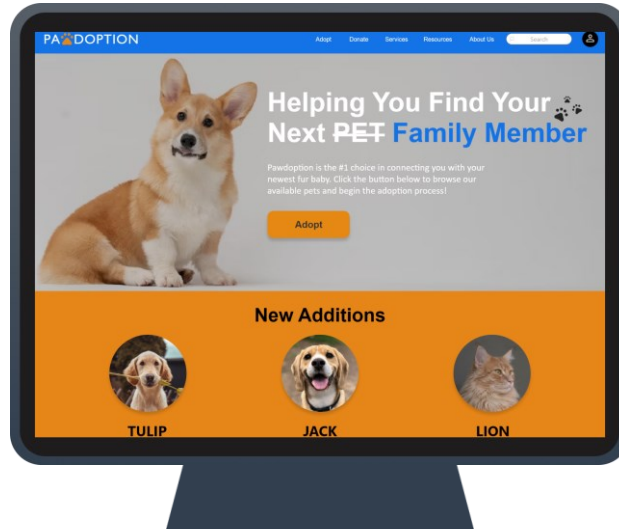
Hi-fi Prototype (Mobile)
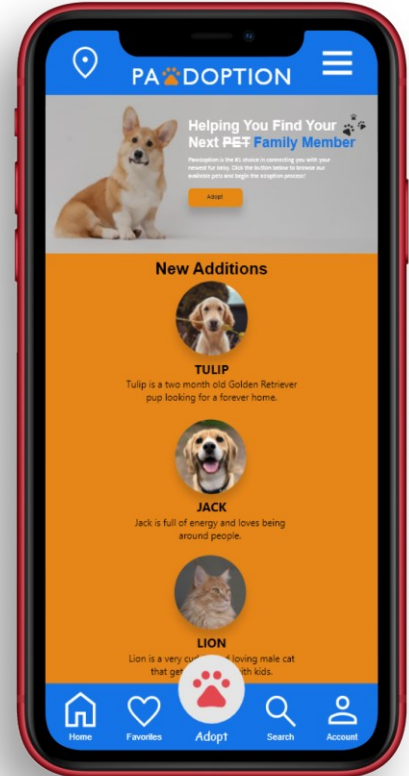
MOCKUPS

My prototype was fairly similar to my wireframe, but I wanted a way to hide the filter chips, so I added a filter button in the prototype to reduce clutter.

I also removed the "Adopt" button from each card and just made the cards clickable, which makes the cards look more aesthetically pleasing. I removed the hero image and added text to provide more information about the adoption process.

Wireframe
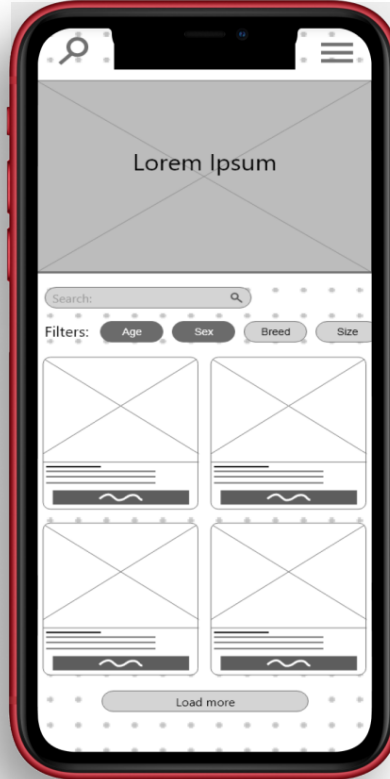
Hi-fi Prototype
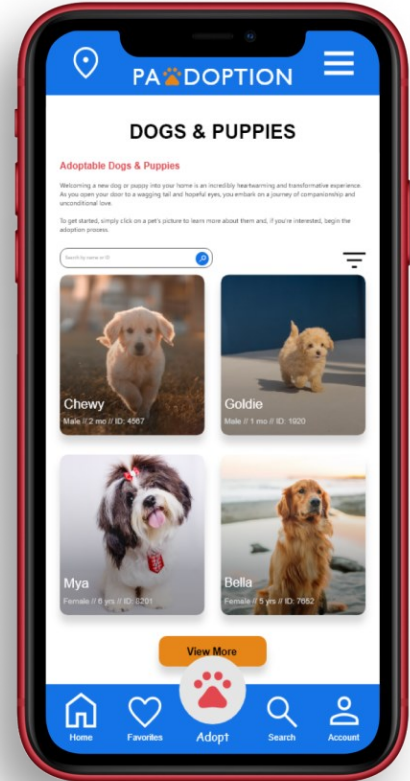
MOCKUPS

I made the desktop version of the adoption page similar to the mobile prototype, but I added more columns and left the filter chips on the page because there's more space. I wanted people on desktop to be able to see more information due to the larger screen size while still maintaining the simplicity of the mobile version.
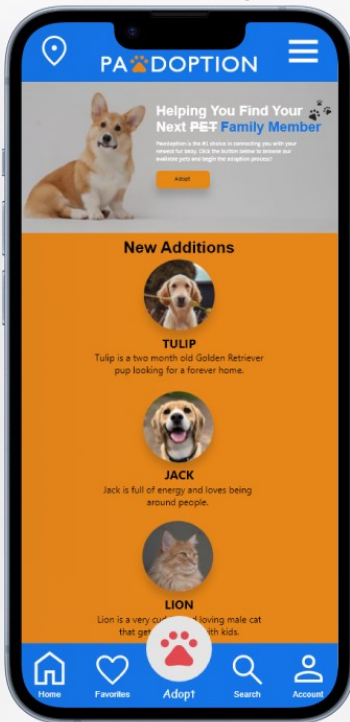
Hi-fi Prototype (Desktop)
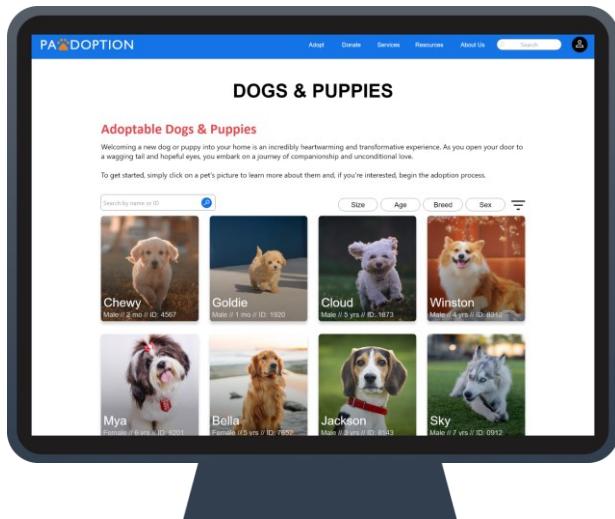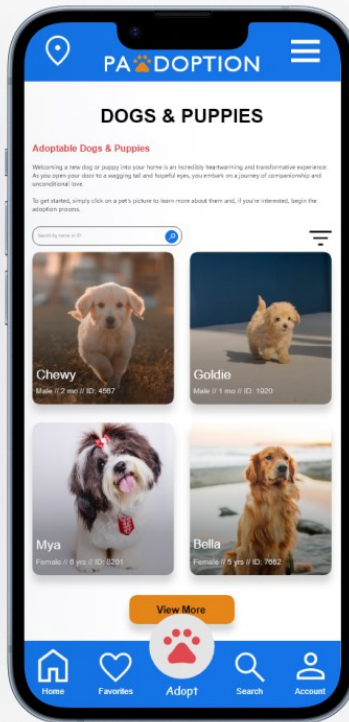
Hi-fi Prototype (Mobile)
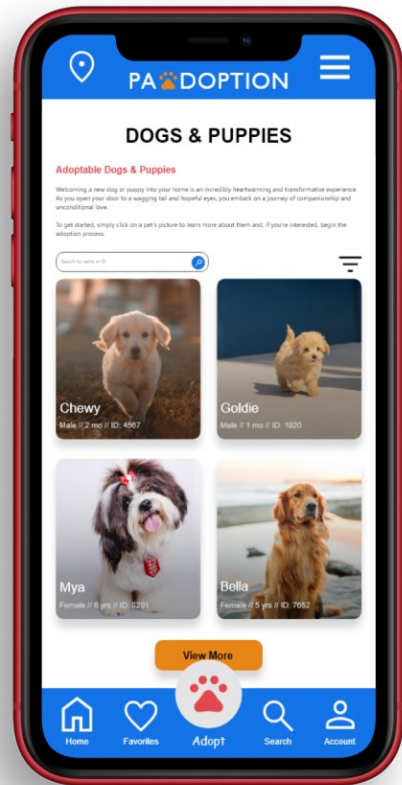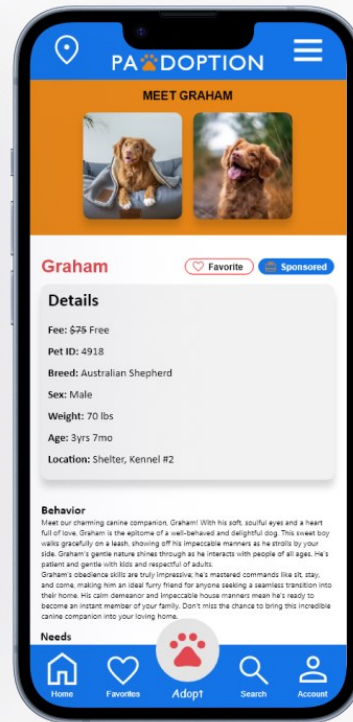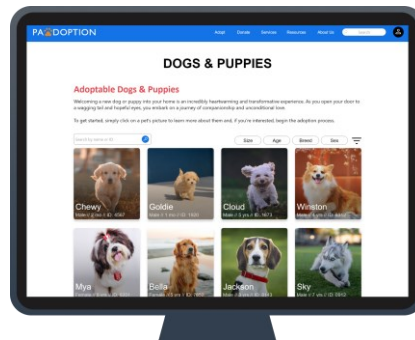
MOCKUPS
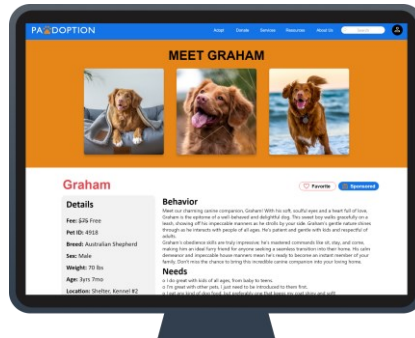
Splash Page

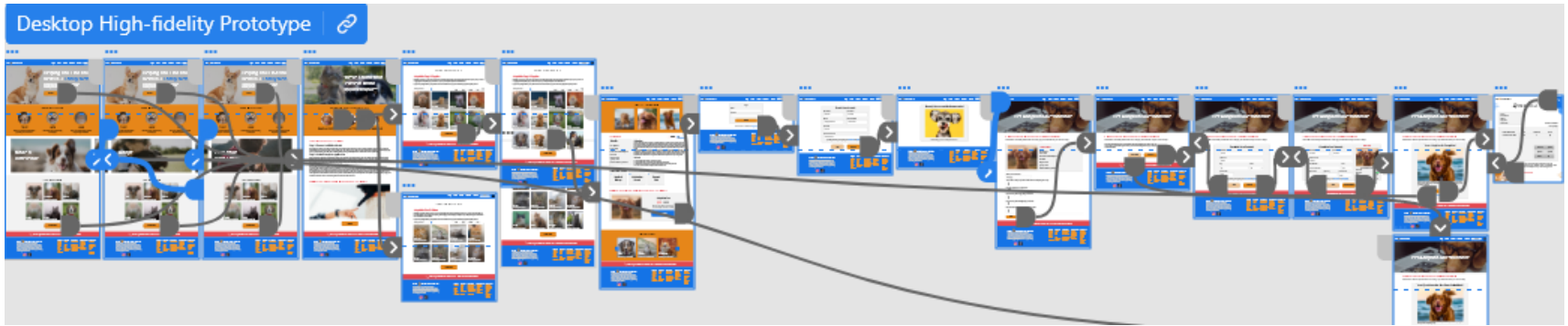Home Page

Adopt Page

PDP

MOCKUPS

Splash Page

Adopt Page

Home Page

PDP

HIGH-FIDELITY PROTOTYPE

Link to my high-fidelity prototype.

ACCESSIBILITY CONSIDERATIONS

1

When selecting my color palette, I made sure that I chose contrasting Primary and Secondary colors, and used a third contrasting color for my accent color to increase readability.

2

I included both search and filter options for increased accessibility so users can find exactly what they're looking for, reducing time-on-task and increasing the user experience.

3

I implemented the multi-column layout for the "Adopt" page so that users could see more images while also making the page smaller, reducing cognitive load and physical load times for the app by adding a "view more" button below the images to reduce load times.

Going forward

- Takeaways
- Next steps

TAKEAWAYS

Impact:

My favorite quote from my usability study participants was this:

"I have looked at a lot of different adoption websites and this one looked so nice, and the pictures of the animals looked so cohesive. Easy to use." – Participant A

What I learned:

This was my second UX Design project and the first one that I had to break away from Figma to use Adobe Xd. I learned that while Xd does have some nice features, I found it difficult to do other tasks that were much easier to complete in Figma, although I'm glad that I got the experience with Xd and I think it will help me in my future career opportunities.

NEXT STEPS

1

Iterate further to anticipate user choices

If I were to continue working on this project after it's completion, I would make sure the high-fidelity prototype anticipates for all possible actions that a user would take, such as making every button clickable and making a page for every menu item.

2

Conduct a usability study with animal shelter employees

I would consider performing a usability study with employees from an animal shelter to gain a more realistic understanding of what is needed in this industry. Perhaps they could provide insight on what customers often ask them when coming into the shelter.

3

Get more feedback from previous participants

If this app were to release into the real world, I would try and contact participants from my previous study to get their opinions on the new design iterations.

LET'S CONNECT

You can find out more information about me and view some of my past projects by visiting my portfolio website at jacobeddings.com.

If you would like to contact me, you can reach me at:
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Email: Jacobkeddings@gmail.com

Thank you for your time!