



Case Study: Pet Adoption

Maryam Abdul-Wahid



Project Overview



The product:

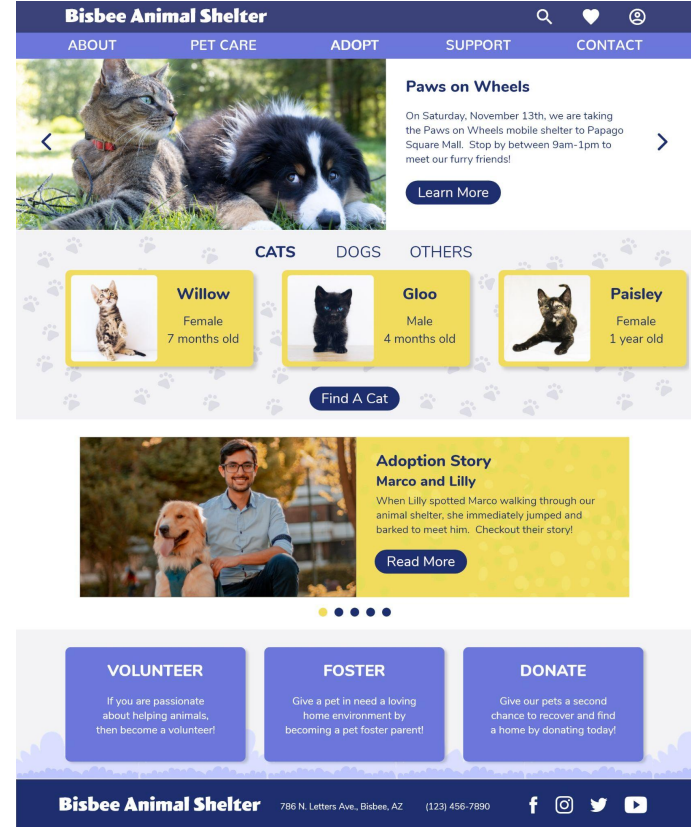
The Bisbee Animal Shelter website creates an intuitive, welcoming and personalized digital environment for anyone looking to adopt a pet - from first-time pet adopters to former pet owners.



People can find cats, dogs, rabbits, ferrets, and guinea pigs at the shelter.

Project duration:

October 2021 - November 2021



Project Overview



The problem:

Potential pet adopters want to learn the personalities of the pets they're interested in adopting.



The goal:

Design a website that allows users to read personality stories and view a variety of media in each pet profile.

Project Overview



My role:

UX designer designing a website for an animal shelter through every aspect of the design process.



Responsibilities:

Conducting user research, interviews, usability studies, and competitive audits; creating paper and digital wireframes; designing low- and high-fidelity prototypes; accounting for accessibility; responsive designs; and design iterations



Understanding The User

User research | Personas | Problem Statements | User Journey Maps



User Research: Summary

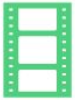


My user research began with conducting **interviews** and creating **empathy maps** to understand the users I'm designing for and their needs with respect to pet adoption. I have personally adopted a pet before from my local animal shelter, so I needed to be aware of my assumptions going into the research.

A primary user group identified through research was adults wanting to **learning the personalities of the available pets** online in order to find a compatible companion. This user group confirmed assumptions about adopters wanting to see a variety of images for each pet. The research also revealed **how the adoption experience can be made more interactive** for users allowing them to save their favorite pets and take quizzes to find quality matches.

User problems include **inconsistent information** (ex. Pet stories, fees, and vaccinations) in pet profiles and **lack of transparency** in explaining the adoption process.

User Research: Pain Points



Media

Online pet profiles that only have one photo of each pet



Behavior

Online pet profiles lacking information that showcases a pet's personality and behavior



Process

Key information (ex. fees) about the adoption process that cannot be found online



Support


Difficult to get answers to questions online or over the phone

Persona: Dayna

Problem statement:

Dayna is a former cat owner who needs to learn about a cat's personality from its online profile because she is looking for a compatible companion.

Dayna



"I want a cat that's friendly and loves to cuddle, but it's hard to tell what each cat's personality is like from the online profiles."

Demographics

Age: 28
Education: Master's degree
Occupation: Elementary School Teacher
Hometown: Seattle, Washington
Family: Single

Goals

- Learn as much as possible about each cat's personality online
- Narrow down choices based on what she's looking for

Frustrations

- Only one picture of each cat
- Lack of personality & behavioral information

Bio

Dayna teaches 4th grade at an elementary school. She is single and lives by herself in her house. Her cat, Felix, passed away a couple of years ago. Lately, Dayna has been thinking about adopting a cat to keep her company during the COVID pandemic. Every so often, she checks the website of the local adoption shelter to see cats available for adoption. She wants a detailed description of each cat to narrow down her top choices. She doesn't want to go off of just one picture and basic information like age, gender, and breed.

Persona: Rayaam

Problem statement:

Rayaan is a first-time pet adopter who needs to understand the pet adoption process because she doesn't want to experience any unexpected surprises.

Rayaan



"My friend cautioned me about unexpected adoption and medical fees. I'm going to ask about that ahead of time."

Demographics

Age: 55

Education: Bachelor's degree

Occupation: Librarian

Hometown: Boulder, Colorado

Family: Married, 2 children

Goals

- Clear understanding of the adoption process and dog's information
- See how a dog interacts with people first

Frustrations

- Information (ex. Fee's & vaccination) is missing online
- Questions haven't been answered
- Pressured/rushed to make a decision

Bio

Rayaan is a librarian at the local library. She and her husband have decided to become first-time dog owners now that their youngest child has moved out, and to have a furry-friend for when her 4-year old grandson visits. Rayaam is hoping to have all of her questions answered throughout the adoption process so that there are no surprises, and be able to interact with prospective dogs in-person before making a decision.

User Journey Map: Dayna

Images and video of pets are valuable in Dayna's user journey map. Taking accessibility into account, virtual pet adoption should be an option for users who are unable to meet a potential pet in person.

Goal: Learn about a cat's personality from their online profile

ACTION	Browse available cats	View cat profiles	Schedule meet-and-greet appointment	Visit the animal shelter	Complete adoption
TASK LIST	Tasks A. View photo of cats B. Search based on age and fur color	Tasks A. View additional cat photos B. Read information about cat	Tasks A. Choose top 3 cats to meet B. Fill out appointment form	Tasks A. Go to appointment B. Meet each of the top 3 cats	Tasks A. Choose cat to adopt B. Fill out forms and pay fees
FEELING ADJECTIVE	Eager Optimistic Unsure	Delighted Dissatisfied	Enthusiastic Content	Optimistic Anxious	Thrilled Overwhelmed
IMPROVEMENT OPPORTUNITIES	Provide search parameters	Upload action photos of pets Description tells a story about pet's personality	Save top choices	Provide videos of pets meeting people, with cations Virtual pet adoption	Fill out forms online

User Journey Map: Raya

Mapping Raya's user journey map showed where to incorporate helpful information in convenient places across different web pages that seem intuitive to the user.

Goal: Understand what the adoption process includes

ACTION	Read adoption process overview	Find information for first-time dog owners	Browse dog profiles	Find answers to questions	Visit animal shelter
TASK LIST	Tasks A. Go to webpage about adoption process B. Read overview	Tasks A. Search for advice on becoming first-time dog owners	Tasks A. Read about dog B. Look for special care information and fees	Tasks A. Look for FAQs B. Call the shelter to ask questions	Tasks A. Ask for a walk-through of adoption process B. See available dogs
FEELING ADJECTIVE	Satisfied Trusting Skeptical	Encouraged Optimistic Dissatisfied	Delighted Concerned	Content Frustrated	Appreciative Overwhelmed
IMPROVEMENT OPPORTUNITIES	Video explaining adoption process, with captions	Multiple direct links for first-time pet owners Informational videos	Consistent information across profiles (including unavailable information)	Provide reviews from former pet adopters	Video of walk-through in the animal shelter



Starting The Design

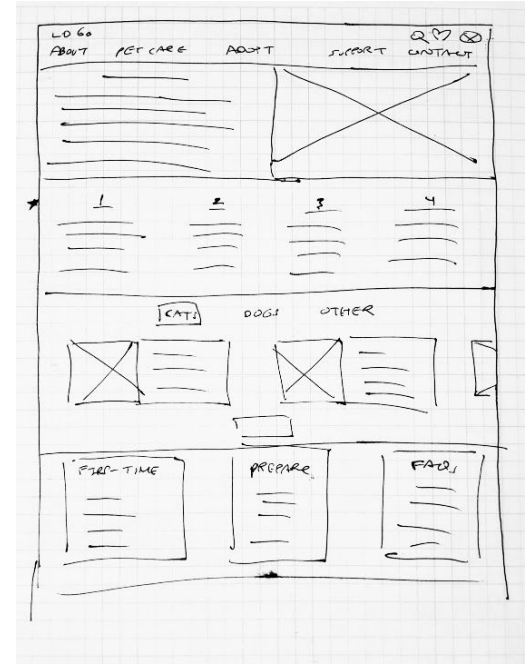
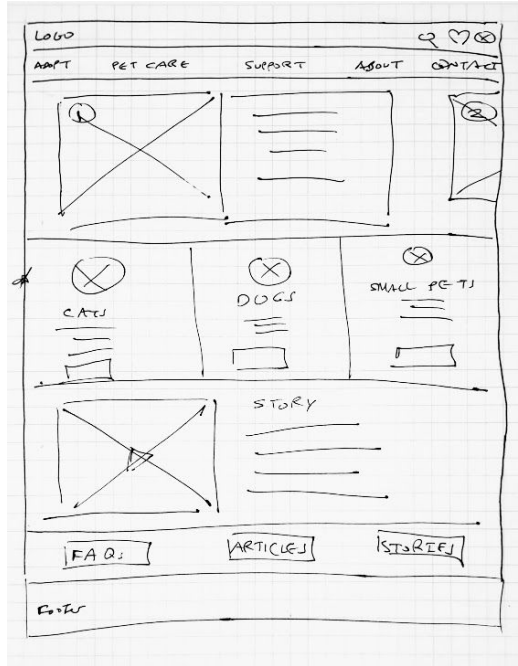
Paper Wireframes | Digital Wireframes | Low-Fidelity Prototype | Usability Studies



Paper Wireframes

The 'Adopt' webpage wireframes include an overview of the adoption process and a link to frequently asked questions, which address a couple of the pain points.

The stars next to elements are included in the final wireframe.



Digital Wireframes

Based off my user research findings, I was able to decide what information should be placed above the fold on the 'Adopt' webpage.

This section gives a simple overview of the adoption process.

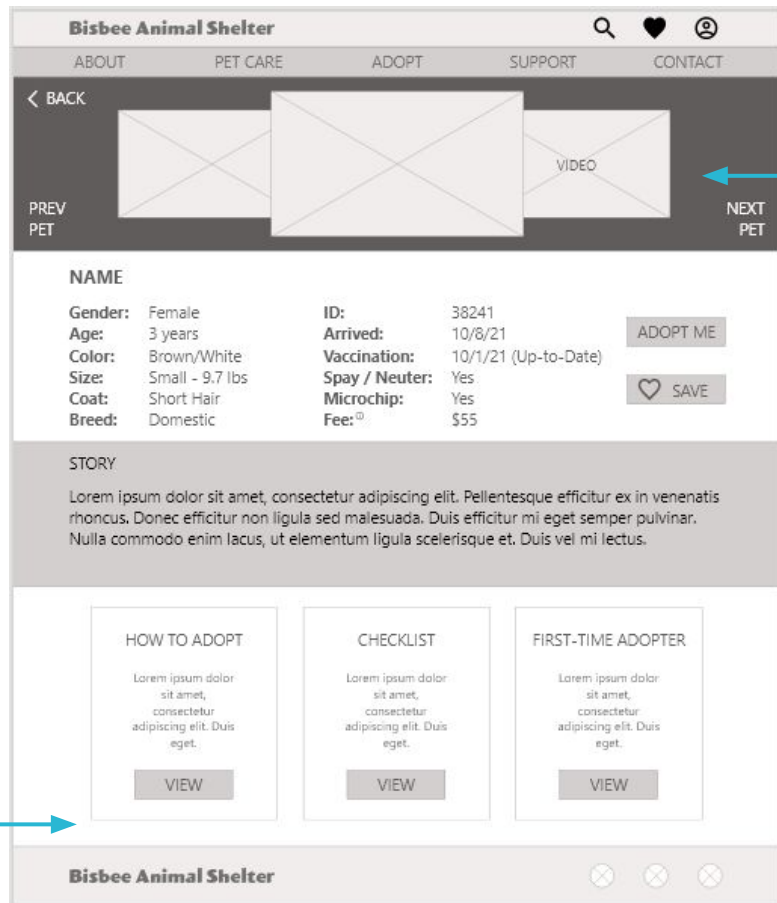


The 'Prepare' and 'Stories' sections offer support and encouragement to potential pet adopters.

Digital Wireframes

The intent of the pet profile webpage is to clearly showcase a pet's personality while still listing key, standard pet information.

This section includes helpful information that may be intuitive to what the user is thinking or looking for

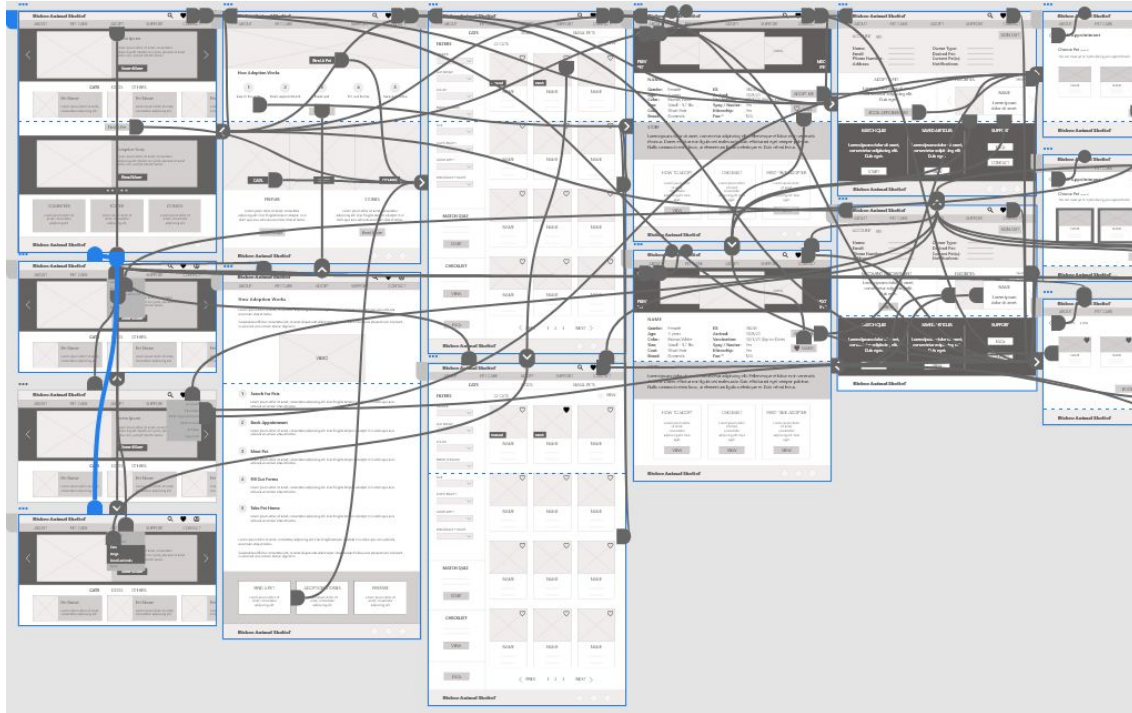


A video of the pet in action is included in each profile

Low-Fidelity Prototype

The primary user flow of the low-fidelity prototype is finding potential cats to adopt and booking an appointment to meet them. Updates were made to the prototype after conducting a usability study.

[View the pet adoption prototype.](#)



Usability Study: Findings

Below are the findings from usability study I conducted in which participants tested the pet adoption user flow in the low-fidelity prototype. A second usability study was conducted to test the high-fidelity prototype, and the following insights were revealed.

1st Study

- 1 Users want more information about the adoption process
- 2 Users want to know what to bring to an appointment
- 3 Users need labels that clearly correspond to related content

2nd Study

- 1 Users need to be able to easily find more information about the adoption process
- 2 Users want interactive feedback upon deselecting a pet from Favorites
- 3 Users need intuitive interactions for selecting pets in booking appointment



Refining The Design

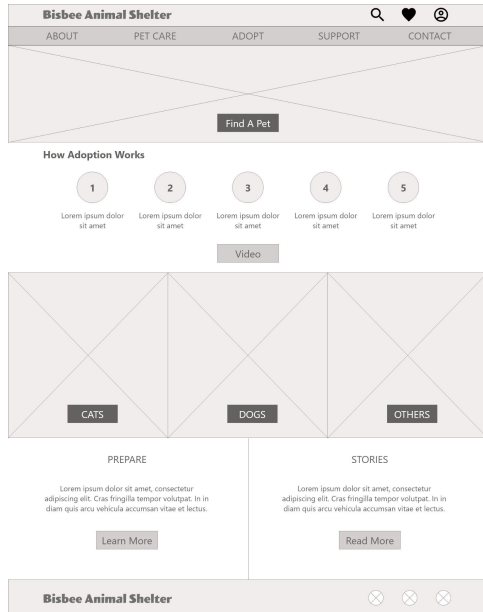
Mockups | High-Fidelity Prototype | Accessibility



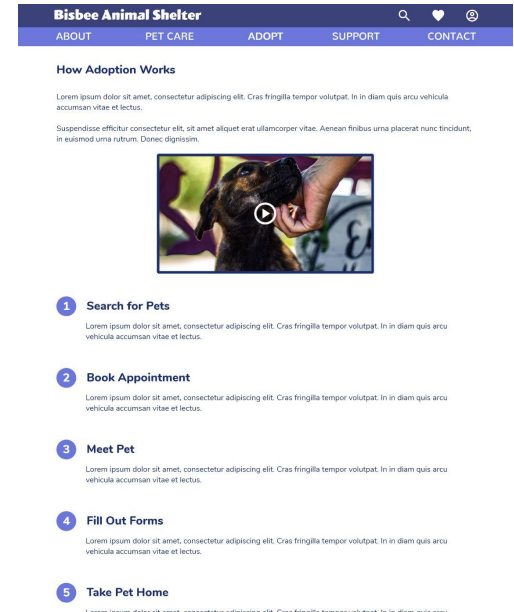
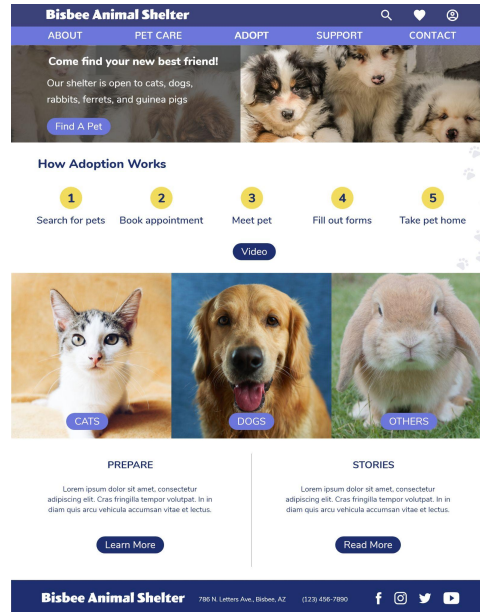
Mockups

The 'Adopt' webpage provides a general overview of the adoption process. After the usability study, I created an additional webpage that provides **more detailed information on the adoption process**.

Before usability study



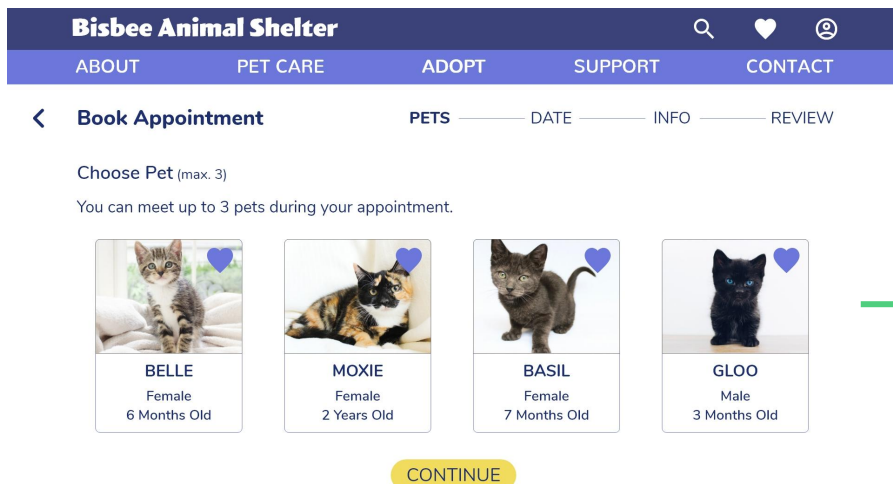
After usability study



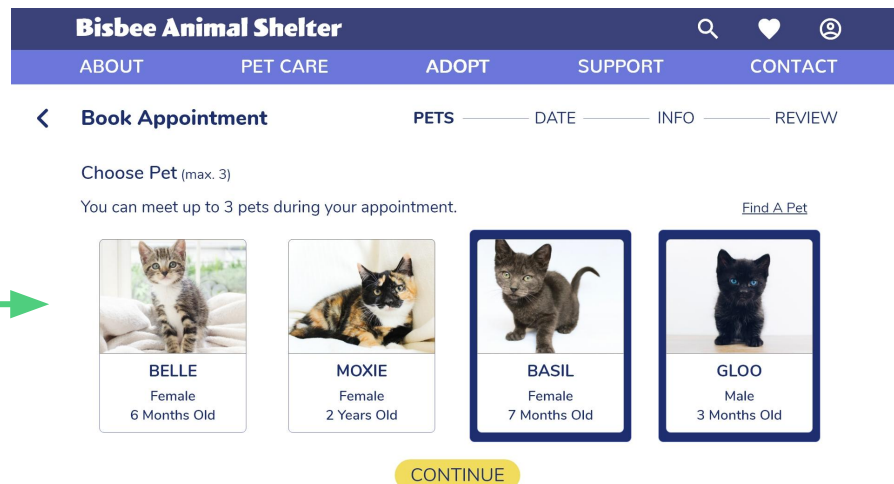
Mockups

Based on participants' confusion on how to select pets to meet, I **removed the Favorites icons** from the pet cards so that users are more likely to click on a pet card to indicate their selection.

Before usability study



After usability study



Key Mockups

Bisbee Animal Shelter

ABOUT PET CARE ADOPT SUPPORT CONTACT



Paws on Wheels

On Saturday, November 13th, we are taking the Paws on Wheels mobile shelter to Papago Square Mall. Stop by between 9am-1pm to meet our furry friends!

[Learn More](#)

CATS DOGS OTHERS



Willow
Female
7 months old



Gloo
Male
4 months old



Paisley
Female
1 year old

[Find A Cat](#)



Adoption Story

Marco and Lilly

When Lilly spotted Marco walking through our animal shelter, she immediately jumped and barked to meet him. Check out their story!

[Read More](#)

VOLUNTEER

If you are passionate about helping animals, then become a volunteer!

FOSTER

Give a pet in need a loving home environment by becoming a pet foster parent!

DONATE

Give our pets a second chance to recover and find a home by donating today!

Bisbee Animal Shelter 786 N. Letters Ave., Bisbee, AZ (123) 456-7890 [f](#) [@](#) [v](#) [v](#)

Bisbee Animal Shelter

ABOUT PET CARE ADOPT SUPPORT CONTACT

CATS DOGS SMALL PETS

FILTERS

GENDER: ALL

AGE RANGE: ALL

COLOR: ALL

BREED (SIMILAR): ALL

SIZE: ALL

COAT LENGTH: ALL

GOOD WITH: ALL

PERSONALITY TRAITS: NONE

FEATURE / MATCH: NONE

MATCH QUIZ

Take this quiz to find a compatible companion!

[START](#)

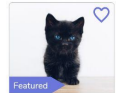
PREPARE

Here are things to consider before adopting!

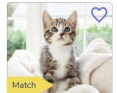
[VIEW](#)

[FAQs](#)


22 CATS [VIEW](#)




GLOO
Male
4 Months Old



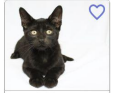
BELLE
Female
6 Months Old



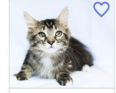
MOXIE
Female
2 Years Old



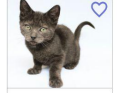
FELIX
Male
1 Year Old




ZERO
Male
3 Years Old




SAILOR
Male
9 Months Old




BASIL
Female
7 Months Old




JUNI
Male
5 Months Old



OLLY
Male
10 Months Old



DIPPER
Female
10 Months Old




GINNY
Female
6 Months Old

[PREV](#) **1 2 3** [NEXT](#)

Bisbee Animal Shelter

ABOUT PET CARE ADOPT SUPPORT CONTACT

[BACK](#) **Belle** [NEXT](#)



[PREV](#) [PET](#) [NEXT](#) [PET](#)

Gender: Female
Age: 6 Months Old
Color: Brown/White
Size: Small - 5 lbs
Coat: Short Hair
Breed: Domestic

ID: 38241
Arrived: 10/8/21
Vaccination: 10/1/21 (Up-to-Date)
Spay / Neuter: Yes
Microchip: Yes
Fee: \$65

[ADOPT ME](#) [SAVE](#)

STORY

Hi! My name is Belle! I love to play hide-and-seek, cuddle while you read and snuggle underneath your blankets. My favorite toy is a string with fluffy feathers on the end. That's everything about me! Now I can't wait to meet you!

HOW TO ADOPT

Our adoption process is simple! [Click here](#) to learn more.

PREPARE

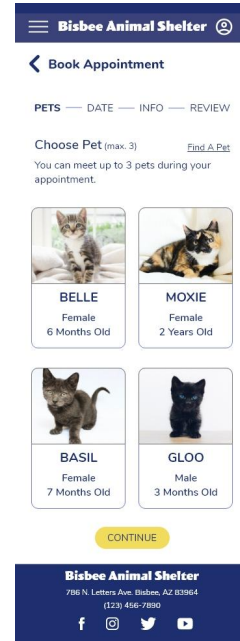
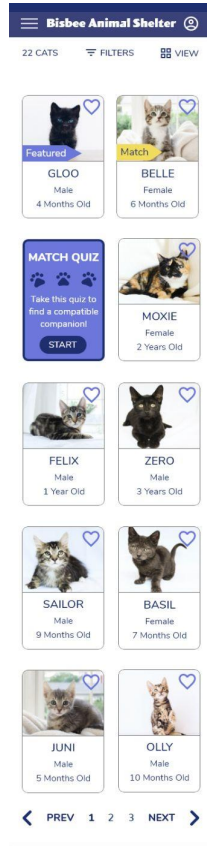
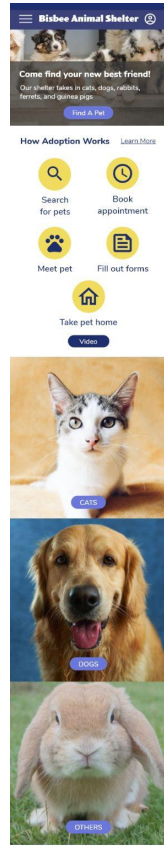
Checkout these helpful articles as you get ready to adopt a pet.

FIRST-TIME ADOPTER

Here is what you need to know as a first-time pet adopter!

Bisbee Animal Shelter 786 N. Letters Ave., Bisbee, AZ (123) 456-7890 [f](#) [@](#) [v](#) [v](#)

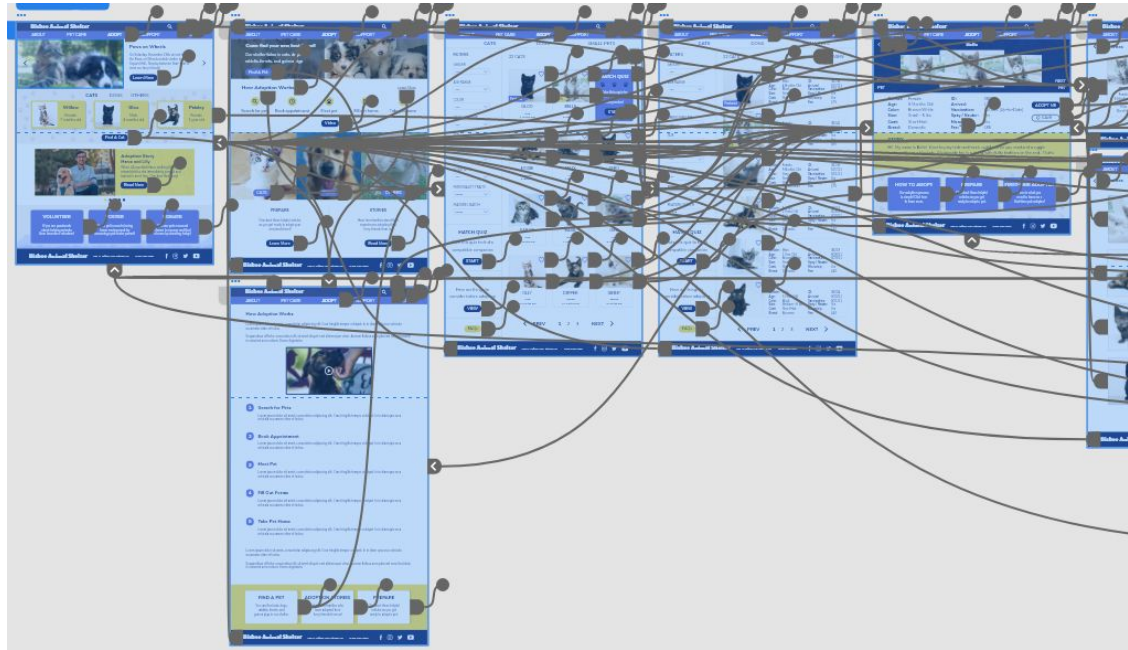
Key Mockups (Responsive Design)



High-Fidelity Prototype

The final high-fidelity prototype has more intuitive interactions and navigation features that improve the user flow in finding adoption process information, modifying favorites, and booking appointments.

[View the Bisbee Animal Shelter high-fidelity prototype.](#)



Accessibility Considerations



When booking an appointment, users can choose to meet pets in-person or virtually



Icons, such as profile and favorites, are paired with text (displayed when hovering)



I used the Material Design Color Tool to ensure the colors meet accessibility levels when using white and black text.



Going Forward

Takeaways | Next Steps



Takeaways



Impact:

Users feel like the website already knows what they're looking for by providing additional helpful, specific links on every page.

One quote from a study participant:

"I like the extra information at the bottom. It feels like I won't get lost. They are important things that will guide me."



What I Learned:

While designing the Bisbee Animal Shelter website, I learned how to strategize designing a responsive website that maintains the "company" brand as I adjusted layouts, shapes, font sizes, and more.

Next Steps

1

Create wireframes and mockups for additional webpages, including a page for login and pages for dogs and other animals

2

Conduct another round of usability studies to test the new updates and whether insights have been addressed effectively

Let's Connect!

Thank you for taking the time to review my website design. This is my second user experience design project as part of the Google UX Design Certificate program. If you would like to discuss my work further or simply get in touch, my contact information is provided below.

Email: maryamaw@yahoo.com

[LinkedIn](#)

[Website Portfolio](#)