Austin Simpkins
Julian Bustos
Grace H. Park

hope for paws
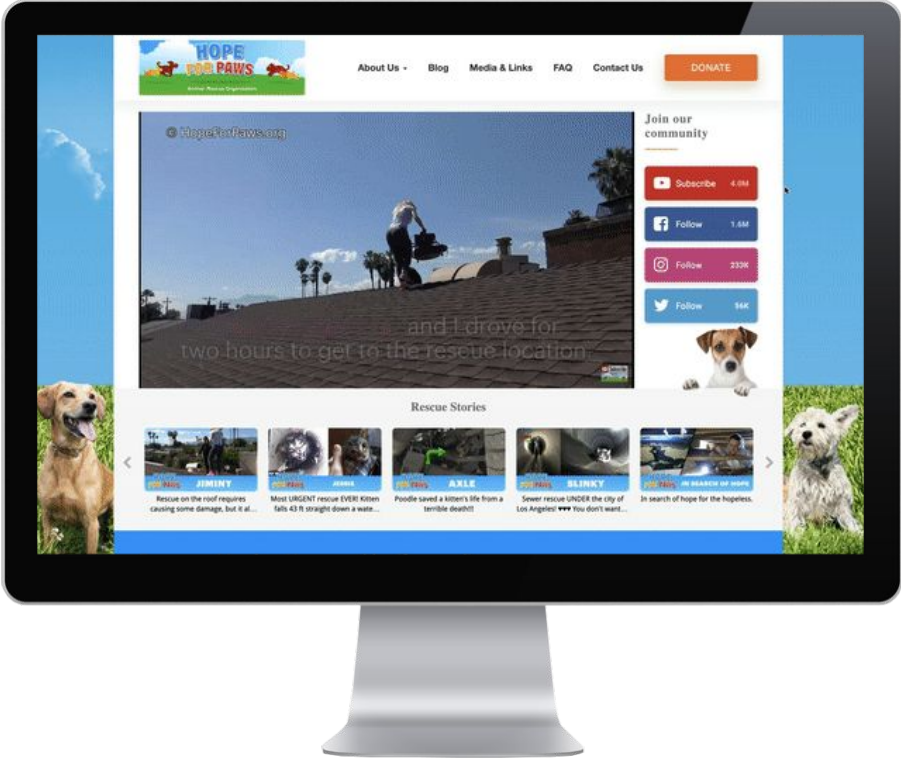
HOPE FOR PAWS
Animal Rescue Organization
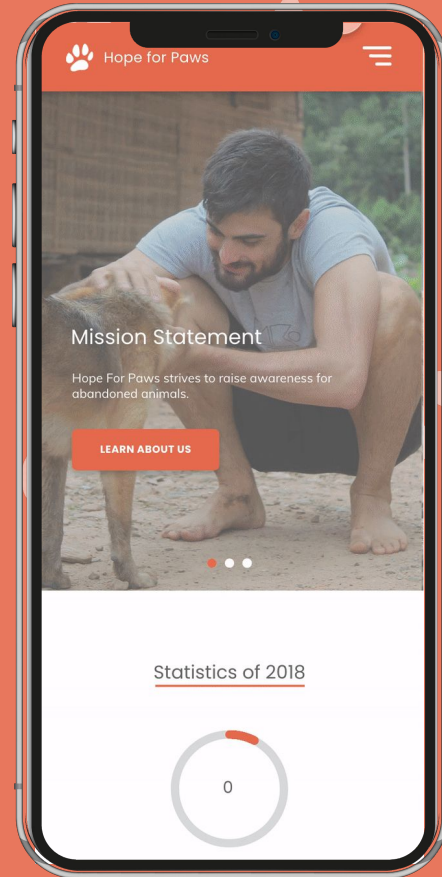
current mission statement

- Goal is to rescue and raise awareness for abandoned animals
- Partner with local no-kill shelters who help match them to their forever homes.
- Donations go directly to rescue missions, food, preventative care, and medical procedures.

current web design

over view

UX HYPOTHESIS

Users don't have enough sense of urgency to complete the necessary call to action.

PROBLEM STATEMENT

Individuals have limited resources and lack of trust to donate to non-profits.

SOLUTION

- Redesign site to be simplistic, transparent, and intuitive.
- Eliminate potential barriers that prevent users from contributing.
- Create a user flow that encourages sympathy and personal connection to the cause.
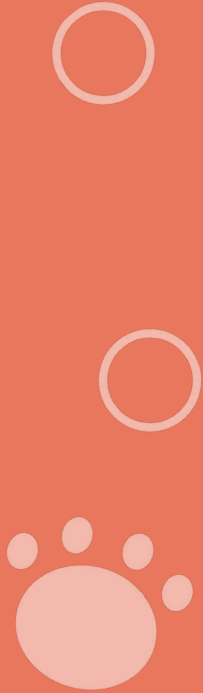
Research   Define   Ideate   Testing   Design

design process

RESEARCH

competitor analysis

Competitor Analysis

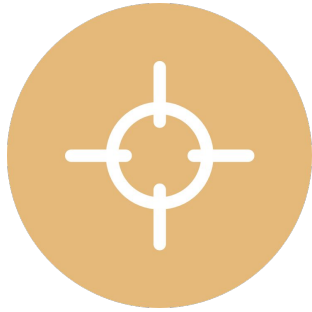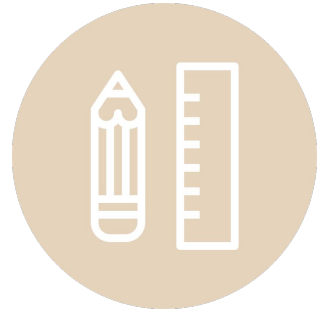| Feature Analysis / Information	Hope for Paws	Animal Hope & Wellness	Austin's Pets Alive	Best Friend's Animal Society	Underdog Rescue MN
Mission Statement	We rescue dogs, cats and other types of animals suffering on the streets or neglected in the wild. Through rescue and education, Hope For Paws	Animal Hope and Wellness Foundation is a registered 501(c)3 non-profit organization focused on rescuing abused and neglected animals - locally, internationally and throughout the Asian Dog Meat Trade - rehabilitating them and finding them their forever homes. We embrace compassion, education and legislation to guide hearts and minds toward a brighter future for animals.	To promote and provide the resources, education, and programs needed to eliminate the killing of companion animals.	To bring about a time when there are No More Homeless Pets	Underdog Rescue, MN is a 501(c)(3) non-profit, foster-based, rescue group dedicated to the rehabilitation and permanent placement of homeless dogs and cats of all ages and all breeds.
Accessibility of Navigation	• Simple, Not many pages	• Too much information on Navigation, better to condense info	• Cluttered, not user friendly • Not intuitive	• Confusing verbiage (i.e. the Sanctuary) • Inconsistent & all over the place	• Inconsistent • Simplistic
Volunteer Work	• Call to action is "Donate" • Partner website to volunteer	• A lot of text, needs to condense • Very informative • Easy Onboarding	• Volunteer form takes you off the website • No volunteer on-boarding office	• Poorly defined, difficult to find sign • Volunteer work is mostly educational conferences	• To get to the volunteer sign up page, you have to go to a different page • Clear and informative info
Global vs Local	• Local, located in LA	• Global, mainly in the U.S & China	• Mostly local	• National	• Mainly local
Impact	• No statistics shown	• More focused on the single story. Little statistics • Focused on enacting laws & regulations	• Statistics are not shown on home page	• Overall National data but no specific impact from the nonprofit	• Statistics shown on Home and About Us Page • Clear and easy to see impact
Educational Information	• Blog resources & FAQ, not very informational	• Explain preventative measures through case studies	• A lot of resources • Have their own tab from resources	• Resources shown through blogs.	• Small list of resources under links.

competitor analysis

Simple Call to Action

Low Community Impact

High Community Impact

Confusing Call to Action
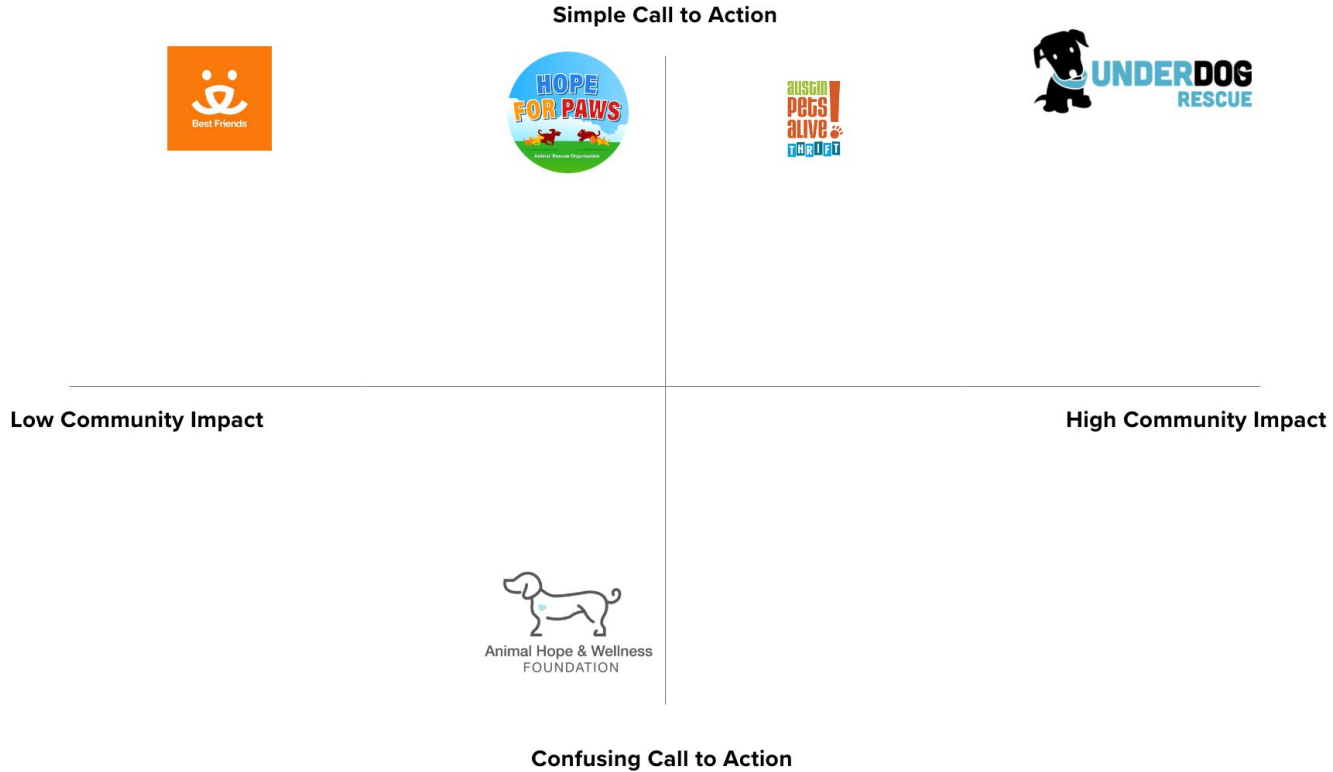
interview plan

1 **General Experience**

2 **Motivations**

3 **Barriers**

user interview
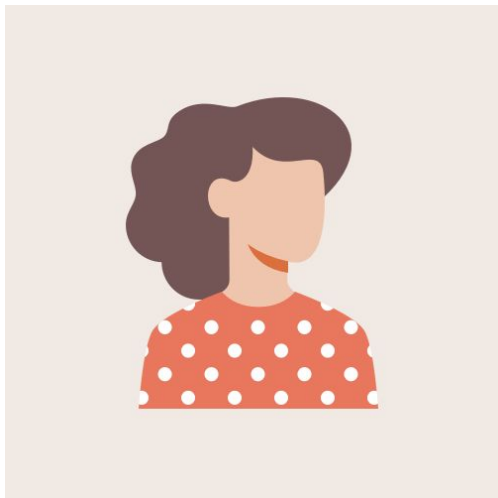
"I want to see exactly where my money is going and how it will be used."
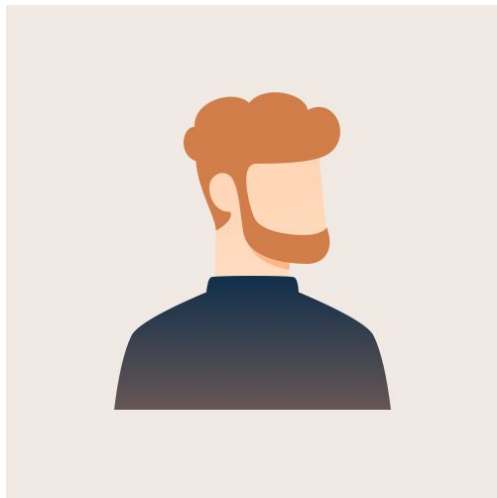
"I see if an organization is reliable by hearing about actual stories."
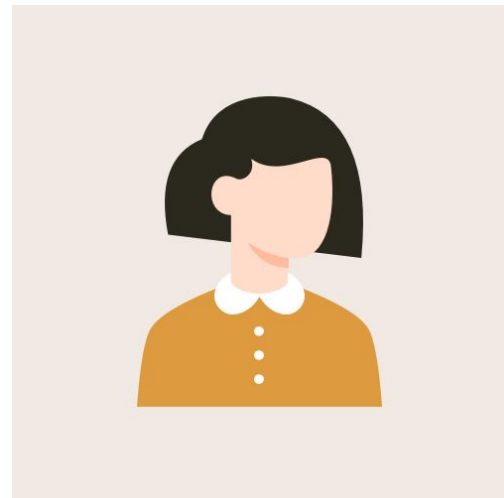
"I think the cause has to be aligned with my beliefs and it has to hit close to home."

user surveys

1. Have you donated to a non-profit in the last 6 months?

16 responses

- Yes
- No, (please skip to the cat emoji 🐱)
- Maybe

56.3%

43.8%
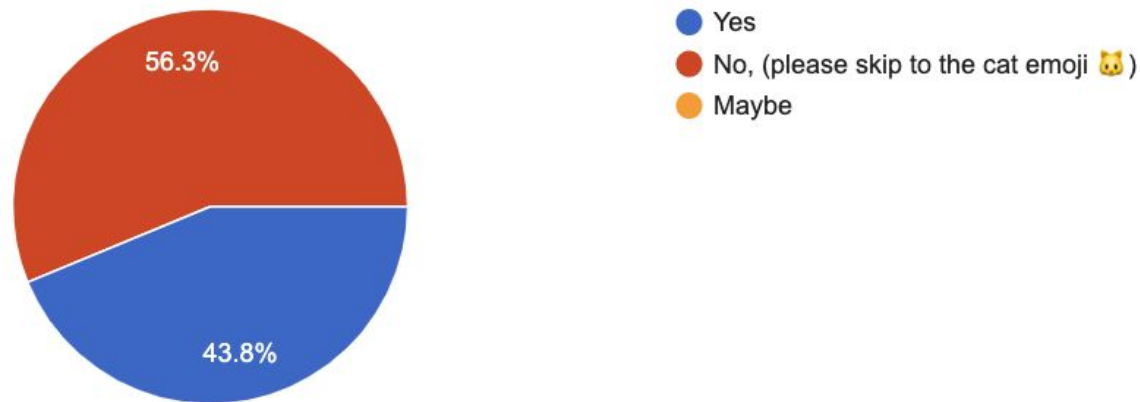
user surveys

6. What would motivate you to donate to a non-profit?

17 responses
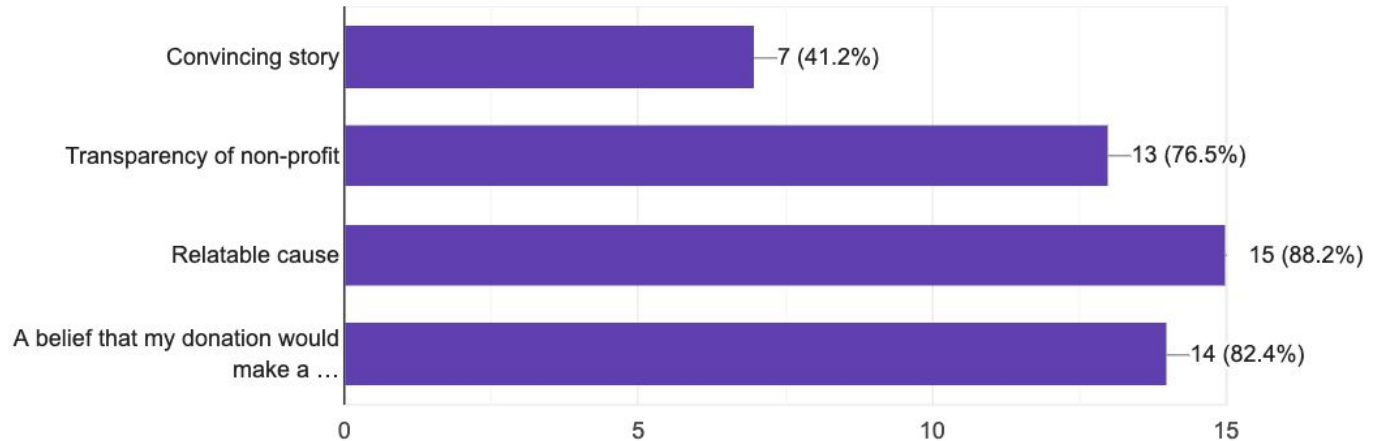
user surveys

🐱 5. What barriers prevent you from wanting to contribute to a non-profit?

17 responses

affinity mapping

CONTRIBUTIONS

- Yes, son's PTS
- Yes, church
- Yes, donated to non-profit once
- Yes, i have donated
- Yes, non-intentional

MOTIVATION

RELATEABLITY

- anything that's important to me, relatable (health or animal related)
- Relatable and they sympathy towards pets
- The cause must be aligned to my beliefs
- relatable to me or family members and situational
- relates close to home
- emotionally relatable (building, schools, etc.)
- relatable, close to home, important

REASONS

- Non-profits do good things
- It's commendable
- Necessary to protect certain causes
- Meant to do good but most of the time they don't succeed
- They do really amazing things & help
- because I want to help people
- I love to give to anyone / anything

DISCOVERY

- Found the non-profit in person, not online
- Found out through school
- Donated accidentally at the market
- Found out because of celebrity/social media
- Word of mouth

DONATION INHIBITORS

- Transparency of money and contribution cause
- being able to see the results / difference
- not knowing where my money is going and lack of transparency
- Credibility, trust, data on where money is going
- Lack of trust, scammy, forced donations
- lack of "why" I want to see specifically what is happening
- lack of money to donate

ONBOARDING PROCESS

- Yes, simple process
- Simple process, similar to checkout
- Process was simple since it was in person
- Very organized (in person)
- Online, suggestive numbers and easy

DONATION TOPICS

- drawn to anything
- I'd rather donate to someone/ something that would go to a good cause
- Pets
- would donate to anything
- global crisis
- homeless shelters, helping others in need

miro

user research takeaways

Money

Must overcome visitor's reluctance to spend money

Connection to Cause

User must feel personally invested in the mission of organization

Where Donation is Going

Are actual donation funds allocated as advertised?

DEFINE

user persona

About

Matthew is an aspiring physical therapist and hopes to graduate in a few years. He enjoys spending time with his family on the weekends and enjoys hikes and music. He does his best to assist those in need, especially those he holds dear to his heart, even with the limited resources he has. He appreciates transparency and simplicity when it comes to choosing which non-profit to donate to and is always willing to help out his friends.
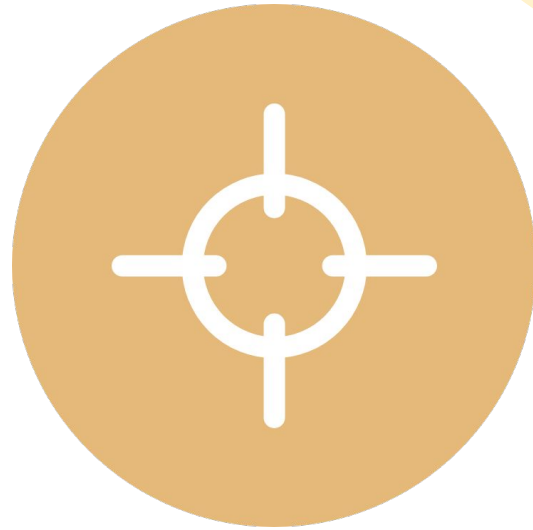
Goals

- Find a relatable cause to help out.
- Find the credibility of the organization.
- Figure out how his donation will make a difference.

Pain Points

- Difficulty finding needed information.
- Not having the means to donate.
- Skepticism about where the contribution will be going.

Needs/Wants

- Transparency and ample information.
- Relatability of the mission of non-profit.
- Trust in the organization of choice.

Importance of...

- Relatability
- Transparency
- Impact
- Sympathy

Favorite Apps

- Facebook
- YouTube
- Yelp
- Instagram
- Google Map
- Thrillist

Matthew McKonnel

"I want to see how I'm making a difference."

DEMOGRAPHICS

- Orange County, California
- 25 years old
- In school for Physical Therapy
- In Relationship

PERSONALITY

Reliable   Caring   Hard Working

storyboard

Matthew is taking a break from his late night study session and decides to go on Facebook.
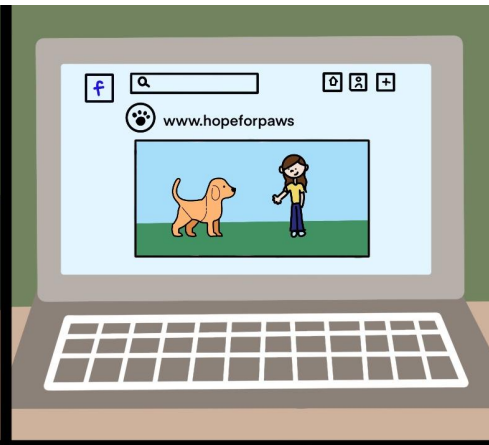
He comes across a video about a recent dog rescue and becomes curious about the organization. He proceeds to the organization's site.

Matthew is skeptical about the non-profit but decides to continue and explore the site anyways.

While exploring the site, he comes across statistics and data regarding what the organization has done thus far.

He becomes greatly interested and wants to contribute to the cause. He decides to donate to help a rescue.

Matthew feels happy that he was able to contribute to a good cause.

journey map

	AWARE	CURIOUS	SKEPTIC	EMPATHETIC	DONATE
User goals	User wants to view videos on youtube.	User wants to find out more about the Hope for Paws non-profit.	Wants to help non-profits that make a difference that are close to his beliefs.	Discover more information about Hope for Paws. Wants to understand their goals and passion towards their mission.	Wants to donate his money to an animal in need.
Process	Mathew browses the internet and comes across a Hope for Paws video.	He becomes curious about content of the video so he clicks on the link to the website.	He has always been a little skeptical about donating to organization because of the lack of transparency and information about the organization showing where the money goes and how it makes a difference.	Mathew browses the website sees all the good that they do and they lives of animals they have made a difference. He becomes empathic and wants to help them make a difference.	Discovers that his donation can help save a cute puppy that has had many problems. So decides that his money will be well worth donating to fund the health of the puppy that was saved by Hope for Paws
Experience	Interest	vigilance	anticipation	apprehension	joy
Ideas / Opportunities	Increase video conversion rate on their Youtube channel.	Provide easier access for a user to find our site and help out a animal they feel the most passionate about.	When building the website we need to keep in mind the feeling the user will have when viewing our site for the first time. Maintain key traits of passion, transparency, mission driven.	The website should show key stats, the progress we the non-profit has made, and the many ways a user can donate to help save an animals life.	Make donating as easy as possible. No off-site donation forms. Very transparent to where the money is going to and how it is going to help.

problem

- Potential contributors to Hope for Paws are reluctant to contribute due to concerns such as donating money, not feeling connected to the cause, and where the money is actually being used

solution

- Redesign the website in a way that provides transparency about the organization's mission and impact, allows users to feel invested in the cause, and clearly expresses how donations are used.

SWOT analysis

STRENGTHS

Huge social media following

Appeal to emotion

Clear pathway to contribute

WEAKNESSES

Extremely outdated design

Little transparency

Needs more information

Confusing navigation

OPPORTUNITIES

Clear statistics page

Highlight rescue animals better

Capitalize on social media traffic

More transparency on donations

THREATS

Social media dependent
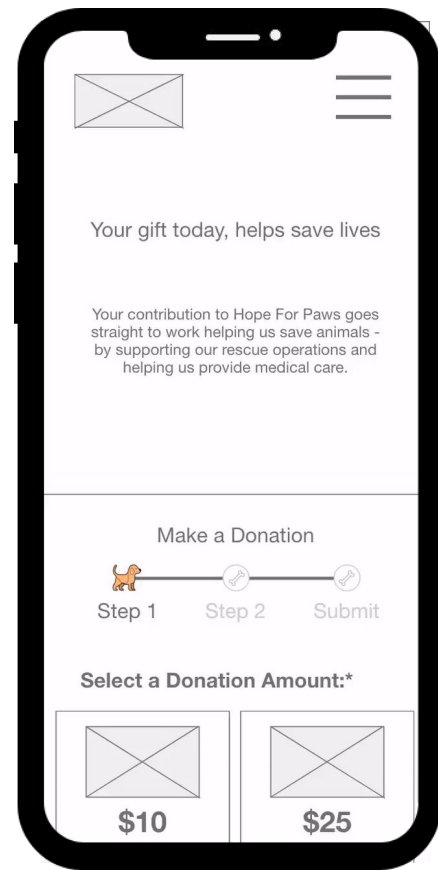
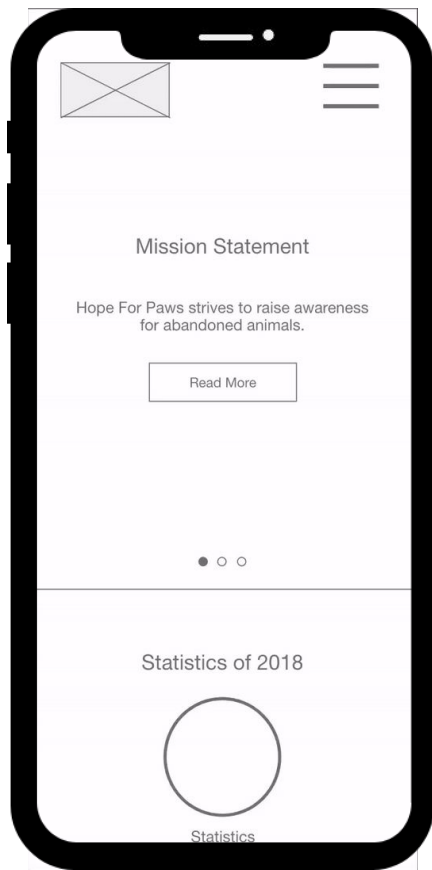Lack of basic information may drive away potential donators

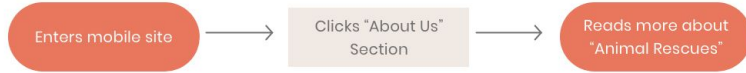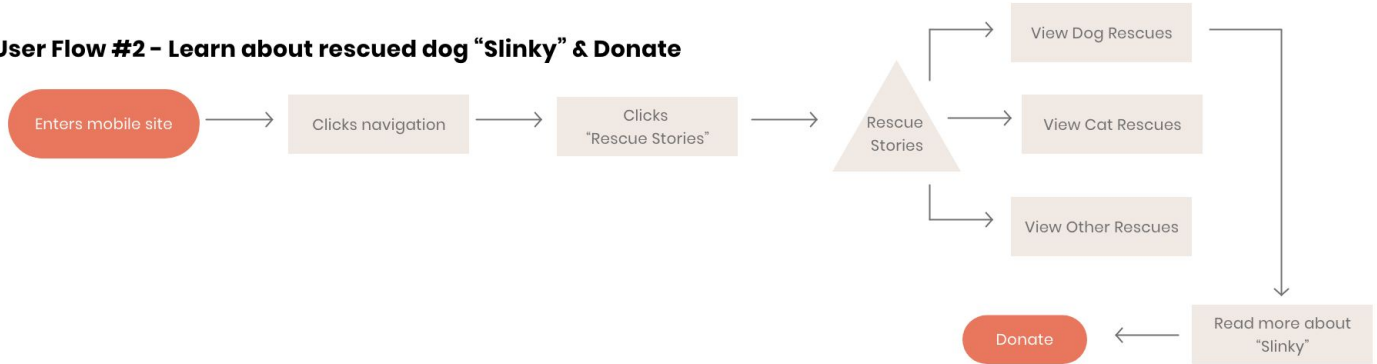# card sorting & site mapping

IDEATE

initial wireframes

Screen 1:

Mission Statement

Hope For Paws strives to raise awareness for abandoned animals.

Read More

Statistics of 2018

Statistics

Screen 2:

Rescue Stories > Dog Rescues

SLINKY

Gender: M   Age: 6 yr

Found in the sewer
Under Los Angeles

BENJI

Screen 3:

Rescue Stories > Dog Rescues

SLINKY

Gender: M
Age: 6 yr
Type: Lab

Doggo ipsum super chub mlem pupper mlem much ruin diet, puggorino doing me a frighten. Shibe very hand that feed shibe porgo long woofer, clouds. Puggo shoob blop snoot heckin ur givin me a spook shoober, fluffer

Screen 4:

Your gift today, helps save lives

Your contribution to Hope For Paws goes straight to work helping us save animals - by supporting our rescue operations and helping us provide medical care.

Make a Donation

Step 1   Step 2   Submit

Select a Donation Amount:*

$10 $25

TESTING

user flow

User Flow #1 - About Section

Enters mobile site → Clicks "About Us" Section → Reads more about "Animal Rescues"
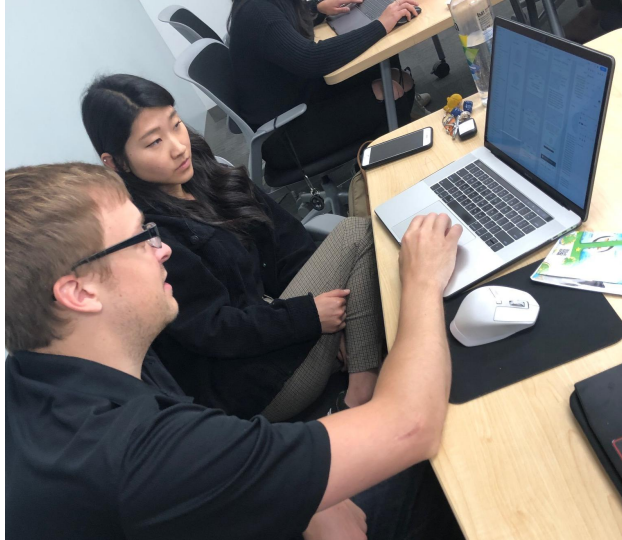
User Flow #2 - Learn about rescued dog "Slinky" & Donate

Enters mobile site → Clicks navigation → Clicks "Rescue Stories" → Rescue Stories

Rescue Stories → View Dog Rescues

Rescue Stories → View Cat Rescues

Rescue Stories → View Other Rescues

View Dog Rescues → Read more about "Slinky" → Donate

User Flow #3 - Donate to the organization

Enters mobile site → Clicks navigation → Clicks Contribute → Enters Donation Page → Submit Donation
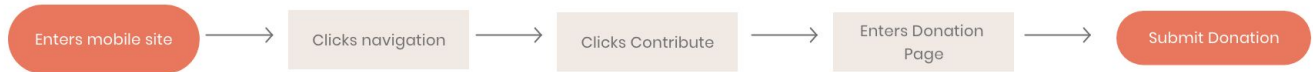
testing phase

iterations

Your gift today, helps save lives

Your contribution to Hope For Paws goes straight to work helping us save animals - by supporting our rescue operations and helping us provide medical care.
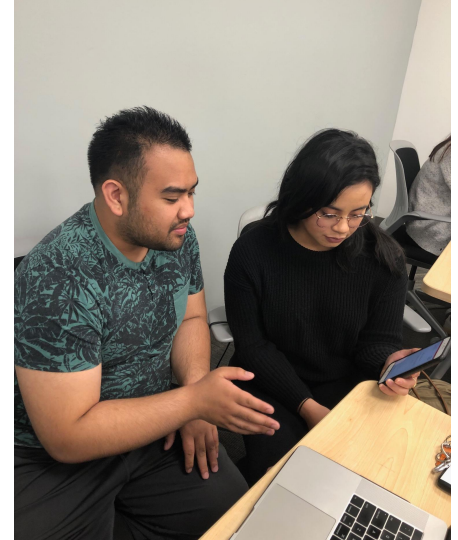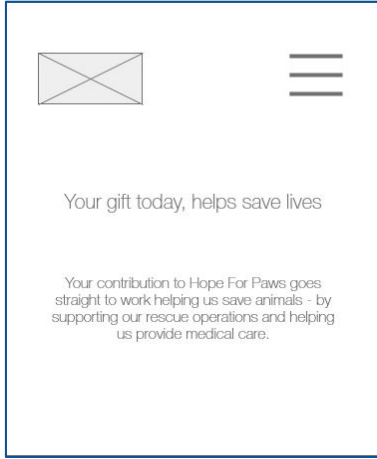
Shrunk and removed donation banner from steps 2-3 of donation process

Mission Statement

Hope For Paws strives to raise awareness for abandoned animals.

Read More
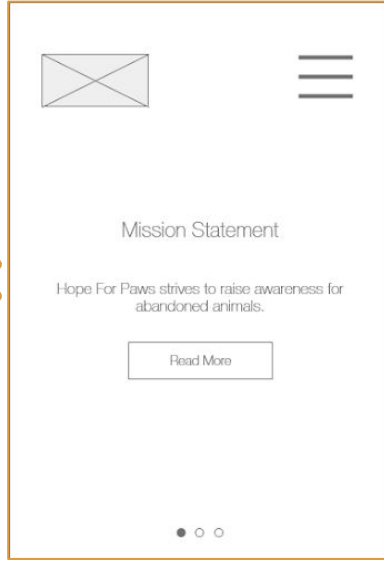
Changed mission statement copy to be clearer

History

For eight years, Eldad volunteered with other rescue organizations in the Los Angeles area. Because he gravitated towards the most challenging rescues, often saving animals with the most pressing and complex medical conditions, rescue organizations need thousands of dollars to care for the new animals. At one point, Eldad started to feel like a burden on the main organization where he was volunteering and decided it was time to be responsible for his own fundraising.

Break up copy for legibility in About section

DESIGN

UI STYLE TILE : Hope for Paws

style tile

UI STYLE DIRECTION

Hope for Paws in a non-profit animal rescue organization based in Los Angeles. They rescue dogs, cats, and other animals suffering on the streets or neglected in the wild. Through recording rescue missions, they have amassed 4 million subscribers on YouTube.

UI Style Adjectives

California	Bright	Informative
Summer	Playful	

Typography

Typography is mostly sans serif to keep a playful and casual tone. The goal is to create sympathy, so we want to maintain a friendly look and feel that encourages users to learn and read more about the animal rescues.

Headline
Headline

Sub-Headline
Sub-Headline

"Through rescue and education, Hope For Paws works to raise awareness for abandoned animals."

Typography Body Copy

This is an example body paragraph that's totally gonna get people to give so much money to these super cute rescue animals because Hope for Paws is the best animal non-profit in the world even better than underdogMN and especially better than Austin pets alive

This is a regular link
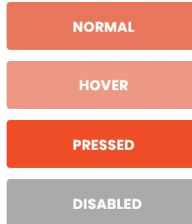
BRAND LOGO

— Logo on white   — Logo on dark

HOPE for paws

HOPE for paws

Iconography
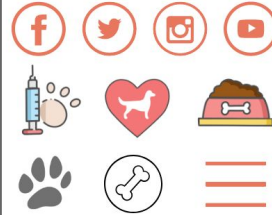
Button States

Primary Button

NORMAL
HOVER
PRESSED
DISABLED

Secondary Button

JOIN OUR NEWSLETTER

COLOR PALETTE

— Base Colors

— Primary Colors   — Secondary Colors

COLOR GRADIENT

Graphic Patterns

ABSTRACT

ABSTRACT
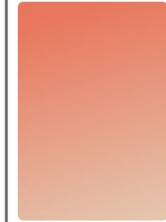
Images Samples

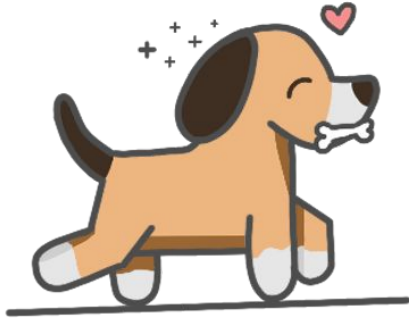## Button Styles
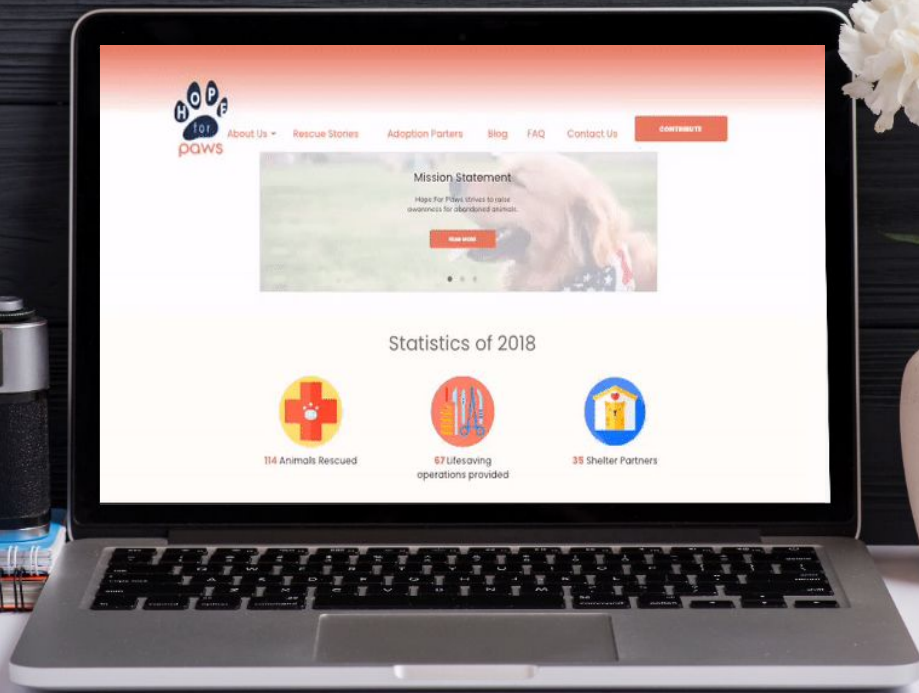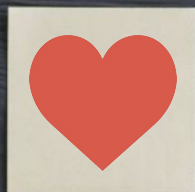
NORMAL	DOWN ▾	BUTTON	DROPDOWN ▾
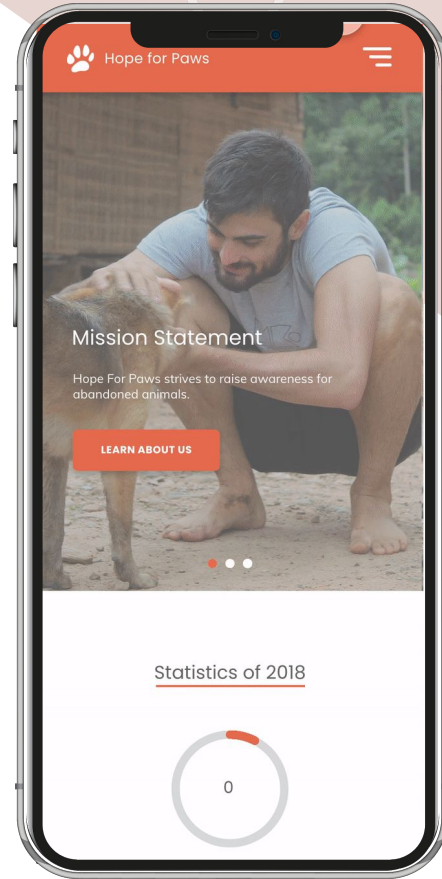
future steps / opportunities

- Utilize Hope for Paws YouTube content by incorporating new branding to all future videos.
- Create a mobile app to stay updated with animal of choice.
- Update statistics of site.

thank you!