

Animal Aid, Inc.

Presented by

Tameka Harty
Steven Hernandez
Cindy Ouyang
Ciara White



01

Overview



Meet the Team



**Tameka
Harty**

Researcher
Presentation



**Steven
Hernandez**

Researcher
Prototype



**Cindy
Ouyang**

Researcher
Presentation



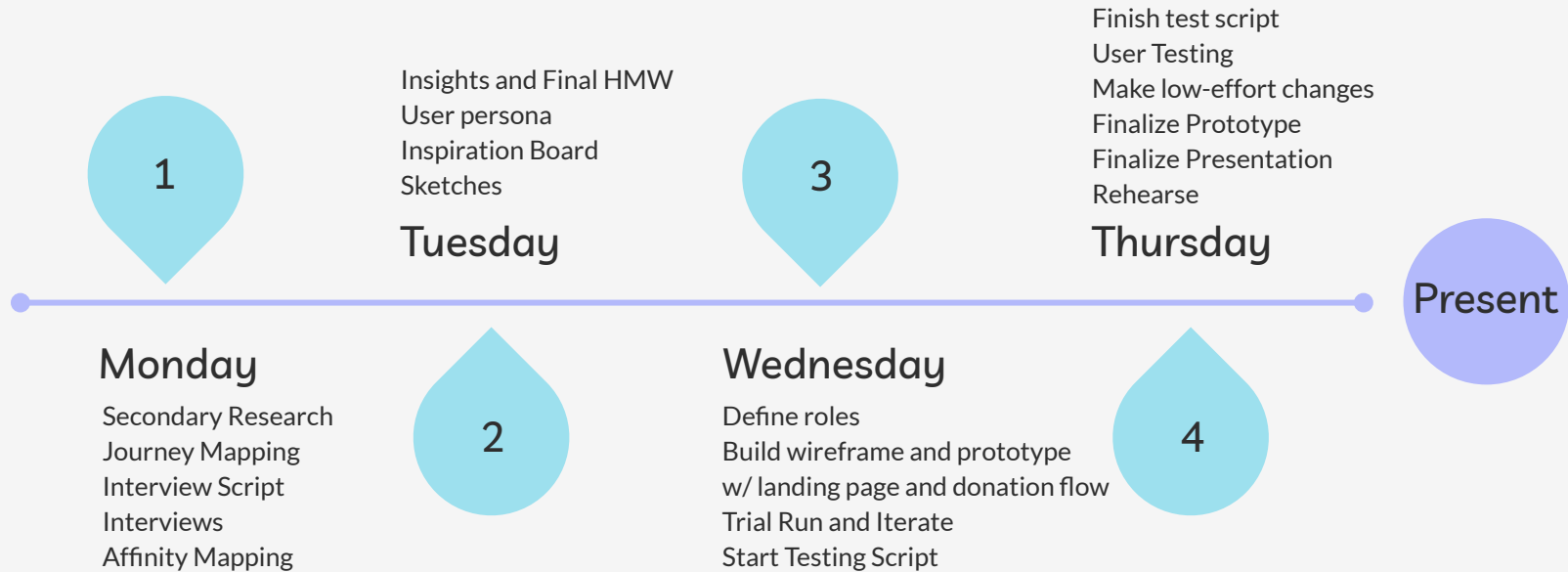
**Ciara
White**

Researcher
Prototype

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Daily Goals For This Sprint



Overall Goal: to create trust and transparency through improved usability with Animal Aid's donation flow.

Problem Space

Animal shelters are turning away or euthanizing animals, because they are overpopulated and unable to provide humane care. As a result, animals end up on the streets, where they suffer and die from disease, extreme climate, and other dangers.



02

Secondary Research

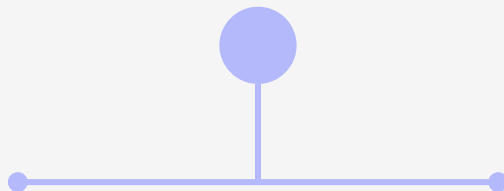


70,000,000

animals are strays in the U.S.¹

10%

enter U.S. animal shelters.¹



920,000

shelter animals are
euthanized each year.²

Source: ¹PETA, ²ASPCA



Stray Animals in Miami

- In Miami-Dade, stray animal arrivals were expected to **rise 18%** to 32,400 in 2021¹
- Miami-Dade Animal Services, the largest Miami animal shelter, is over capacity and **no longer accepting stray animals.**²
- Broward County Animal Care is over capacity. **Almost all animals were abandoned** by their owners.³



Source: ¹[Miami News Times](#), ²[Local 10](#), ³[NBC Miami](#)

03

Chosen
Non-profit



About Animal Aid, Inc.

Animal Aid, Inc. is a non-profit animal rescue shelter and adoption center for emergency, abuse and neglect cases.

- Opened in 2001
- Located in Oakland Park, FL
- Offers dogs and cats for adoption
- Provides spay, neuter, and vaccine services



First Impression

- Neither the site nor the donation flow appear to be secure
- Lacks visual hierarchy
- All text is centered
- Broken links
- Menu bar in the top, left hand corner with red hover text

The screenshot displays the Animal Aid Inc. website. The header features the organization's logo, name, and a 501(c)(3) Non-Profit status, accompanied by a photo of a dog. A navigation menu is located on the left side. The main content area is a blue banner for a 'Yappy Hour BINGO' event on Wednesday, July 6th, from 5pm to 8pm. The event is held at 'Voo la Voo' and includes a \$20 prize for 14 playing cards. It also promotes gift cards for gas, groceries, and restaurants. A sidebar on the right contains social media links and logos for partner organizations like the American Heartworm Society and the Society for Nonprofits. The footer includes information about pet adoption appointments, vaccination clinics, and spay/neuter services.

Animal Aid Inc. 501(c)(3) Non-Profit

Our adoption center and clinic is dedicated to the welfare of stray and feral animals and to the reduction of overpopulation through adoption, education and spay/neuter efforts.

Home
How you can help
Upcoming Events
Dogs for Adoption
Cats for Adoption
About Us
Euthanasia Policy

Application to Adopt
Schedule Spay/Neuter

20 years of saving animals

Donate

Shop at AmazonSmile and Amazon will make a donation to:

Animal Aid, Inc.

PET COMMUNITY AWARD PET RESCUE

Yappy Hour BINGO Wed. July 6th 5pm - 8pm

\$20 includes 14 playing cards Win Gift Cards for Gas, Groceries & Restaurants

At Voo la Voo 2490 NE 13th Ave. #3 Wilton Manors, FL 33305

Purchase tickets at: yappyhourbingo.eventbrite.com

Pet adoptions are by appointment with approved application...

We accept Broward snip and TNR vouchers

Walk-in vaccine clinic every Thursday and Friday from 11-2 (no appt necessary)
Dogs/cats vaccines: 4-Way \$25, Rabies \$25, Bordetella \$25, Microchip \$30

We offer spay by appointment. Check in for surgery between 8 and 10am (nothing to eat after midnight the night before) Male cat \$125 Female cat \$145

Male dog under 25 lbs \$245

At this time we offer spay/neuter for cats and male dog neuter under 25 pounds

AMERICAN HEARTWORM SOCIETY EST. 1974

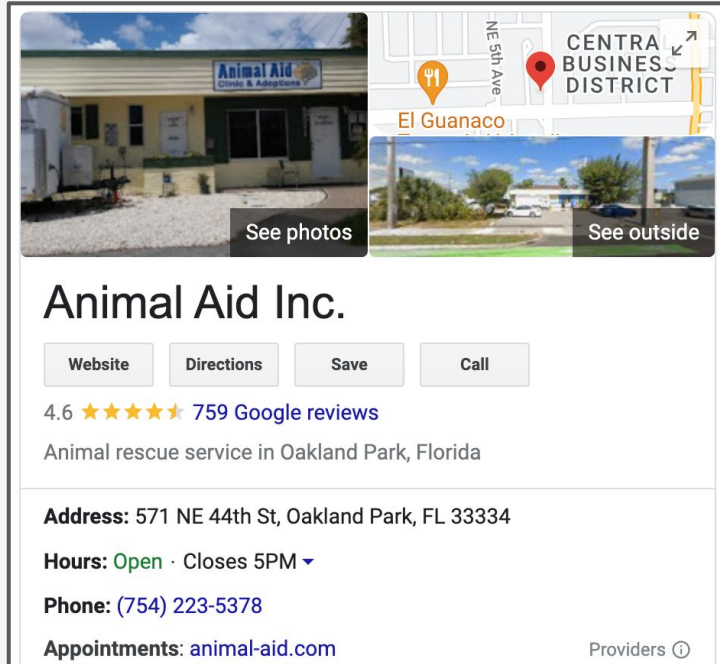
SOCIETY for NONPROFITS Advancing the nonprofit world together

FLORIDA ANIMAL FRIEND

FOOD SHELTER & LOVE

Like Share

Google Reviews/Activity



Google Business Profile for Animal Aid Inc. The profile includes a main photo of the building, a map showing the location in the Central Business District near NE 5th Ave and El Guanaco, and two smaller photos labeled 'See photos' and 'See outside'. The business name is 'Animal Aid Inc.' with buttons for 'Website', 'Directions', 'Save', and 'Call'. It has a 4.6-star rating from 759 Google reviews and is described as an 'Animal rescue service in Oakland Park, Florida'. The address is 571 NE 44th St, Oakland Park, FL 33334. Hours are listed as 'Open' and closing at 5PM. The phone number is (754) 223-5378. The website is animal-aid.com. There is a 'Providers' link with an information icon.

Animal Aid Inc.

Website Directions Save Call

4.6 ★★★★★ 759 Google reviews

Animal rescue service in Oakland Park, Florida

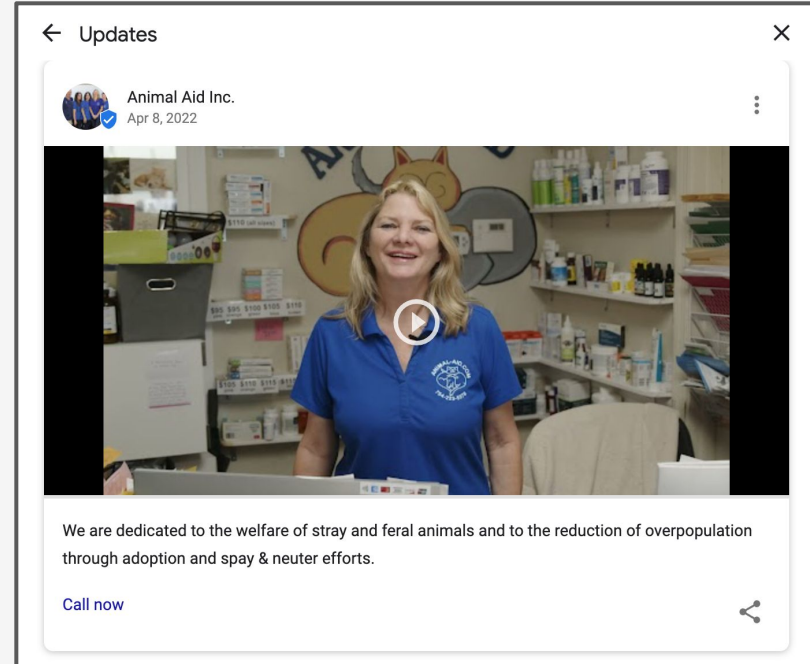
Address: 571 NE 44th St, Oakland Park, FL 33334

Hours: Open · Closes 5PM ▼

Phone: (754) 223-5378

Appointments: animal-aid.com

Providers ⓘ



Facebook post from Animal Aid Inc. dated Apr 8, 2022. The post features a video of a woman in a blue polo shirt standing in a room with shelves of supplies and a large cat graphic on the wall. The video has a play button icon. Below the video is a text description of the organization's mission and a 'Call now' button with a share icon.

← Updates ×

Animal Aid Inc.
Apr 8, 2022

We are dedicated to the welfare of stray and feral animals and to the reduction of overpopulation through adoption and spay & neuter efforts.

[Call now](#)

04

Interviews

(Primary Research)



Interview Goals

Why do
people
donate or
not?

01

Why do
people
support one
shelter over
another?

02

What would
motivate
people to
donate in the
future?

03

Meet The Interviewees

Participant Criteria: Adults who have previously adopted a pet



Chris, 29

Occupation: Hedge Fund
Researcher
Hobbies: Playing video games
Pet: Birds



Nicole, 27

Occupation: Barista
Hobbies: Rollerblading
Pet: Dog



Amanda, 33

Occupation: Director of Lab
Operations
Hobbies: Crocheting, volunteering
at animal shelter
Pet: Cats

[Interviews Here](#)



Chris

"I think honestly, if their organization was more structured and the funds were clear, where they went." [on donating more to the bird rescue]

Amanda

"If I were to donate money, it would be to special medicines...providing those kinds of treatments...that would be something that I would donate money towards."



05

Synthesis



Themes & Insights

Theme	Getting Information about the Animals	Transparency with money	Difficulty vetting potential owners
Insight	Pet adopters would like detailed information online about the animal's history and personality.	Pet adopters would like to know where their money is specifically being used in the animal shelter. 	Pet adopters would like the vetting process to become easier while keeping thorough check on who adopts

Persona



Crystal

“

I haven't donated money to animal shelters yet, because I don't really know where my money is going.

”

Bio

Crystal is a 30 year old, single product manager who lives in the suburbs of Miami. She loves to foster kittens and birds when her local shelter is up to capacity. Crystal feels so much fulfillment knowing she's helping animals find a new home. She would like to encourage her coworkers to contribute to animal shelters more often, but can't properly explain where their money would be going, because she doesn't know either.

About Me:

Age: 30

Location: Miami, FL

Status: Single

Occupation: Product Manager

Devices:

- Desktop
- Mobile

Traits/Behaviors

- Loves animals
- Fosters kittens and birds
- Donates items to the shelter as well

Pain Points

- Uncomfortable with donating money to a non-profit without knowing how it's used.

Goals/Motivations

- Wants to support her local animal shelter.
- Wants to encourage coworkers to donate to animal charities.

How Might We?

How might we encourage people who have adopted pets from shelters to donate?

How might we help people donate to an animal shelter?

How might we help the donors have a easy donation experience?

How might we help the Non profit charity encourage donations to their charity?

How might we help people feel empowered to make a positive impact thru donation?

How might we educate past donor on the impact a reoccurring donation can make?

How might we communicate to users how the animal shelter is using money to promote transparency.

How might we create enough trust and transparency within the organizations, pet adopters feel comfortable donating money

How might we inform donors how their donation is being used to encourage them donate more?

How might we help potential pet adopters engage with a pet shelter using better information about the animal's history and personality?

How might we educate users on understanding all that is needed for adopting.

How might we create guidelines for making users aware of steps needed to adopt.

How might we connect users with the foster parents, so that they know pet personality type.

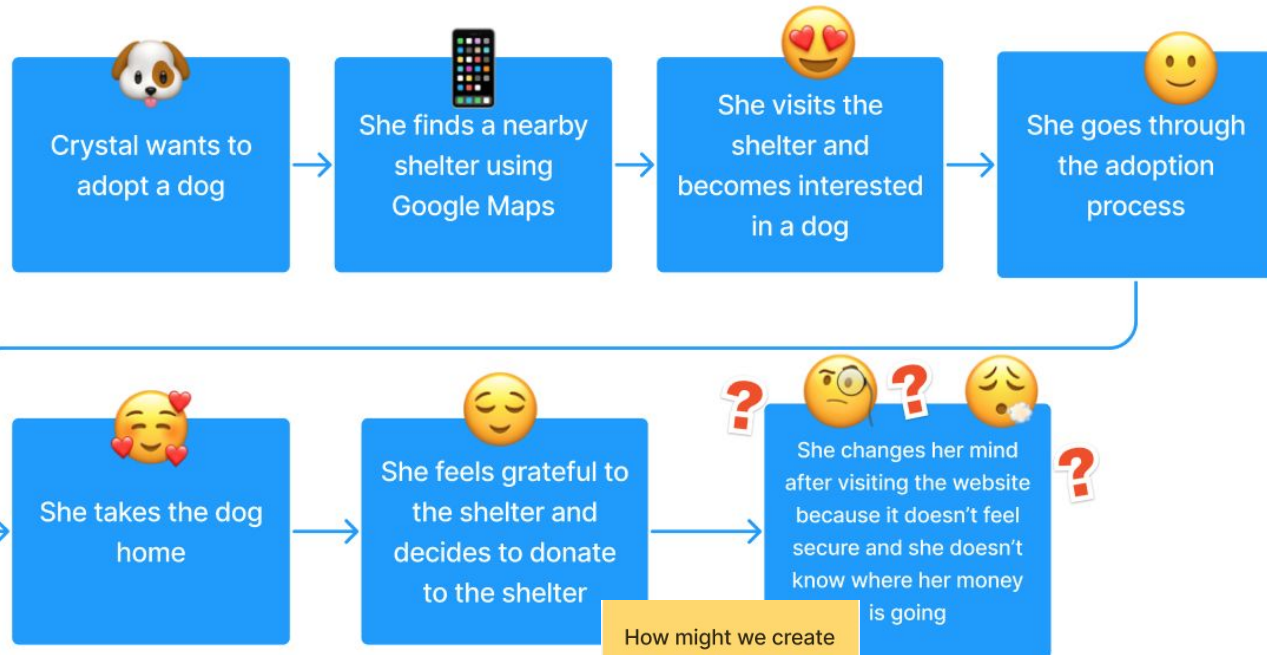
How might we instill to users that animal shelter trustworthy

Chosen HMW:
How might we create enough trust and transparency within the organization, so pet adopters feel comfortable donating money?

Journey Map

Key Players:

- Donors
- Pet adopters
- Foster pet parents



How might we create enough trust and transparency within the organizations, so pet adopters feel comfortable donating money.

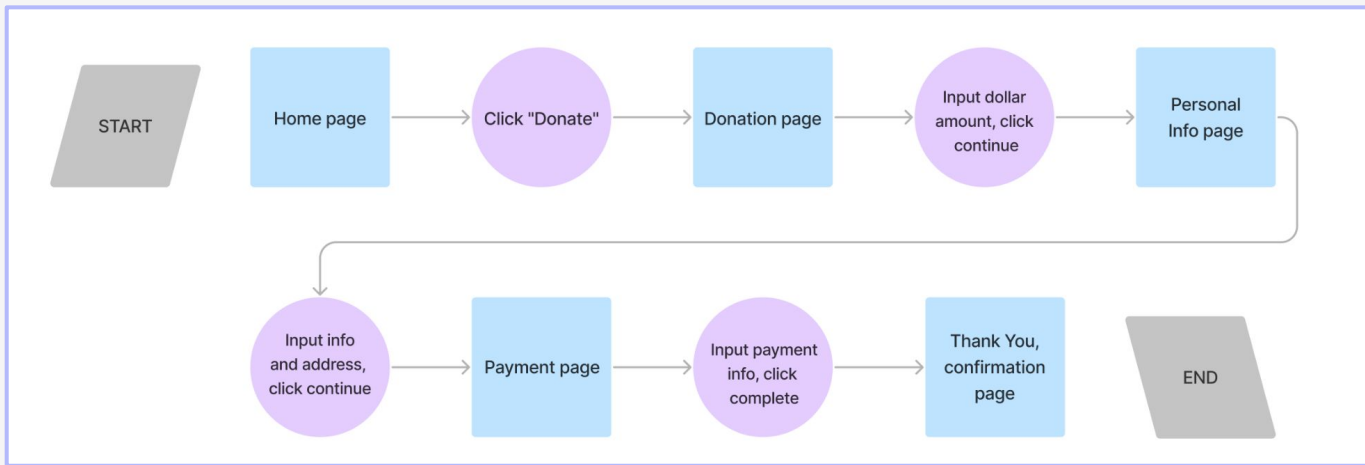
06

Initial Design



User Story & Task Flow

As a pet adopter, I want to see where my money goes, **so that** I feel more motivated to donate to animal shelters.



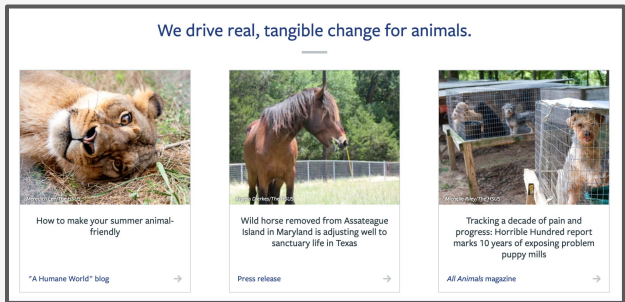
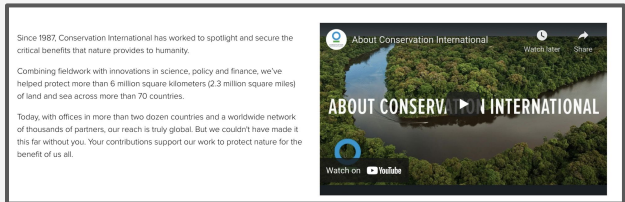
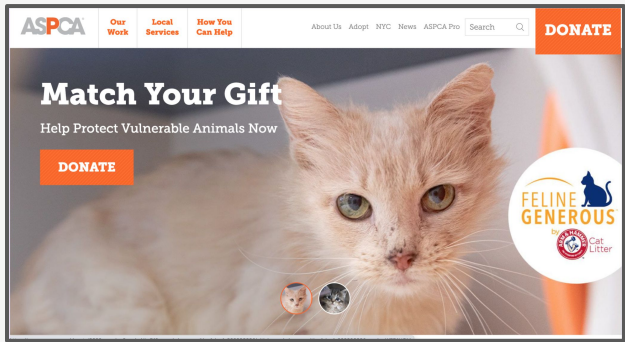
Legend:



Inspiration for Sketches

Landing Page

- Referenced the hero image and the large donate buttons
- Liked the details and about us video
- Good layout for the article previews



Inspiration for Sketches

Donation Flow

Referenced ASPCA's donation flow:

- 1st page- payment frequency, amount
- 2nd portion- 1 or 2 pages for info and payment info
- Last page- thank you and confirmation/receipt

Donate Monthly to the ASPCA

MONTHLY DONATION ONE-TIME DONATION

1. Gift Amount 2. Billing 3. Payment

You are making a one time donation of \$35 to the ASPCA!

First Name Last Name

Address

City State ZIP

Country Phone (optional)

United States

By providing my name, I agree that ASPCA will use my contact information to provide me with information regarding ASPCA programs, services and fundraising.

Email address

☒ Yes, I would like to receive email from ASPCA.

☒ Yes, I would like to receive the member magazine, ASPCA Action, by email instead of mail.

BACK CONTINUE

Donate to the ASPCA and Help Animals

MONTHLY DONATION ONE TIME DONATION

1. Gift Amount 2. Billing 3. Payment

You are making a one time donation of \$35 to the ASPCA!

First Name Last Name

Address

City State ZIP

Country Phone (optional)

United States

By providing my name, I agree that ASPCA will use my contact information to provide me with information regarding ASPCA programs, services and fundraising.

Email address

☒ Yes, I would like to receive email from ASPCA.

☒ Yes, I would like to receive the member magazine, ASPCA Action, by email instead of mail.

BACK CONTINUE

Donate Monthly to the ASPCA

MONTHLY DONATION ONE-TIME DONATION

1. Gift Amount 2. Billing 3. Payment

You are making a monthly donation of \$19 to the ASPCA!

☒ Credit Card ☐ Checking or Savings Account

Credit card number

Expiration date CVV

June 2022

BACK COMPLETE DONATION

one-time monthly

☒ ☐

custom amount

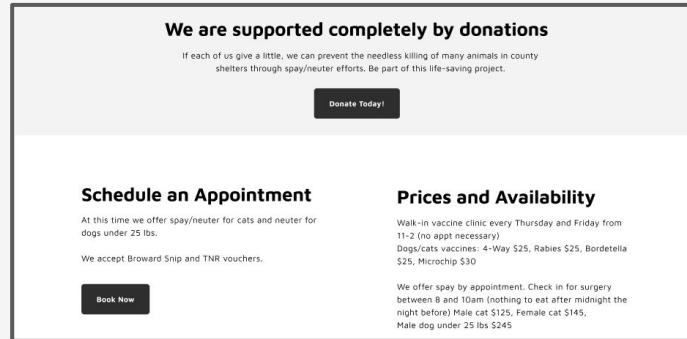
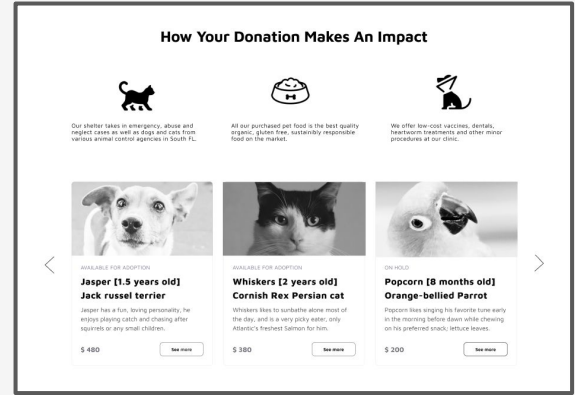
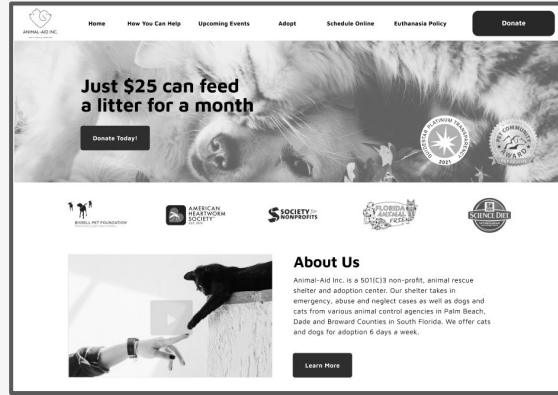
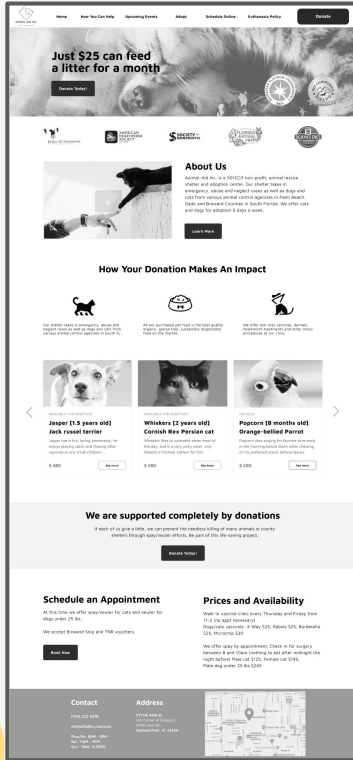
NEXT

submit

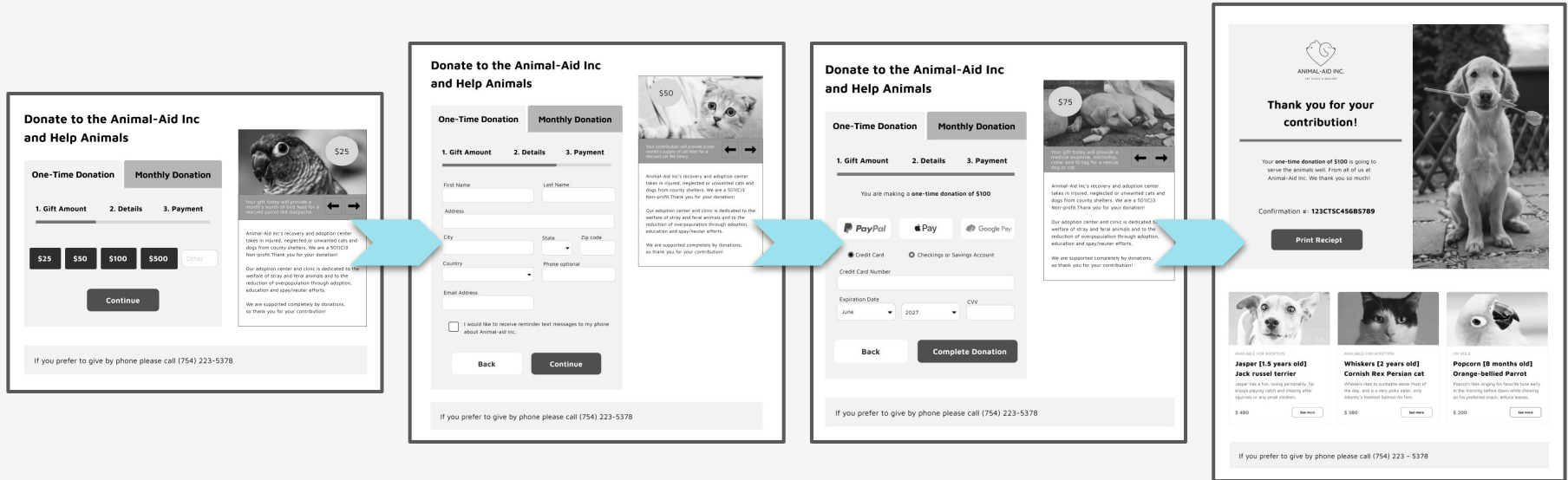
Thank You!

Lo-fi Wireframes- Landing page

Section Closeups



Lo-fi Wireframes- Donation Flow



07

User Testing



Overall Testing Results

Goal: Find a way other than volunteering to contribute to the animal shelter.

All users were able to complete the task flow seamlessly, but sometimes got distracted by other text on the screen or images.

Tester Name	Begin the donation process	Find donation form	Finish the donation form	Donate to animal shelter
Michael	✓	✓	✓	✓
Marita	✓	✓	✓	✓
Sebastian	✓	✓	✓	✓
Martha	✓	✓	✓	✓
Andrew	✓	✓	✓	✓
Task Average	5/ 5	5/ 5	5/ 5	5/5

User Testing Insights

- Overall feedback was positive on the design of both landing page and donation flow.
- We had assumed that people would use the top right “Donate” button to start the donation task flow, but 4 out of 5 of our test users used the “Donate Today” button on the hero image.
- Most users had no problem getting from Point A to Point B, because we made sure to do competitive research and use a familiar task flow for donating.

Prioritization Matrix



Main User Feedback

1. Add a title and description to the adoptable animal cards
2. The prices on the right side-bar images during the donation task flow were confusing.
3. 'On hold' should be changed to 'Available for adoption' - only show animals that are available
4. Change the wording on the check mark located on the Details page.
5. Wants to go back Home, but doesn't see a button on the Thank You page.

08

Revised Prototype



Wireframe Revisions

2. Add a title and description to the adoptable animals

7. 'On hold' should be changed to 'Available for adoption' - only show animals available

How Your Donation Makes An Impact



Our shelter takes in emergency, abuse and neglect cases as well as dogs and cats from various animal control agencies in South FL.



All our purchased pet food is the best quality organic, gluten free, sustainably responsible food on the market.



We offer low-cost vaccines, dentals, heartworm treatments and other minor procedures at our clinic.



AVAILABLE FOR ADOPTION

Jasper [1.5 years old]
Jack russel terrier

Jasper has a fun, loving personality, he enjoys playing catch and chasing after squirrels or any small children.

\$ 480

[See more](#)



AVAILABLE FOR ADOPTION

Whiskers [2 years old]
Cornish Rex Persian cat

Whiskers likes to sunbathe alone most of the day, and is a very picky eater, only Atlantic's freshest Salmon for him.

\$ 380

[See more](#)



ON HOLD

Popcorn [8 months old]
Orange-bellied Parrot

Popcorn likes singing his favorite tune early in the morning before dawn while chewing on his preferred snack; lettuce leaves.

\$ 200

[See more](#)

How Your Donation Makes An Impact



Our shelter takes in emergency, abuse and neglect cases as well as dogs and cats from various animal control agencies in South FL.



All our purchased pet food is the best quality organic, gluten free, sustainably responsible food on the market.



We offer low-cost vaccines, dentals, heartworm treatments and other minor procedures at our clinic.

Find A Best Friend

All of the animals below are available for adoption today. You may stop by during our hours of operation to meet all of these lovely rescue animals that are in need of a loving home.



AVAILABLE FOR ADOPTION

Jasper [1.5 years old]
Jack russel terrier

Jasper has a fun, loving personality, he enjoys playing catch and chasing after squirrels or any small children.

\$ 480

[See more](#)



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Popcorn [8 months old]
Orange-bellied Parrot


Popcorn likes singing his favorite tune early in the morning before dawn while chewing on his preferred snack; lettuce leaves.

\$ 200

[See more](#)

Wireframe Revisions

4. The prices on the right side-bar during the donation task flow were confusing.

[Home](#)[How You Can Help](#)[Upcoming Events](#)[Adopt](#)[Schedule Online](#)[Euthanasia Policy](#)

Donate to the Animal-Aid Inc and Help Animals

One-Time Donation

Monthly Donation

1. Gift Amount

2. Details

3. Payment

\$25


\$50

\$100

\$500

Other

Continue



Your gift today will provide a month's worth of bird feed for a rescued parrot like Gazpacho.

Animal-Aid Inc's recovery and adoption center takes in injured, neglected or unwanted cats and dogs from county shelters. We are a 501(c)(3) Non-profit. Thank you for your donation!


Our adoption center and clinic is dedicated to the welfare of stray and feral animals and to the reduction of overpopulation through adoption, education and spay/neuter efforts.

We are supported completely by donations, so thank you for your contribution!

If you prefer to give by phone please call (754) 223-5378

The Animal-Aid Inc is a 501(c)(3) non-profit organization.

Be a part of this lifesaving project.

[Home](#)[How You Can Help](#)[Upcoming Events](#)[Adopt](#)[Schedule Online](#)[Euthanasia Policy](#)

Donate to the Animal-Aid Inc and Help Animals

One-Time Donation

Monthly Donation

1. Gift Amount

2. Details

3. Payment

\$25

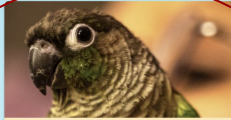
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\$100

\$500

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Wireframe Revisions

9. Change the wording on the check mark located on the Details page.

[Home](#)[How You Can Help](#)[Upcoming Events](#)[Adopt](#)[Schedule Online](#)[Euthanasia Policy](#)

Donate to the Animal-Aid Inc and Help Animals

One-Time Donation

Monthly Donation

1. Gift Amount

2. Details

3. Payment

☐ I would like to receive reminder text messages to my phone about Animal-aid inc.

Back

Continue




Your contribution will provide a two month supply of cat litter for a rescued cat like Dewey.

Animal-Aid Inc's recovery and adoption center takes in injured, neglected or unwanted cats and dogs from county shelters. We are a 501(c)(3) Non-profit. Thank you for your donation!

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[Home](#)[How You Can Help](#)[Upcoming Events](#)[Adopt](#)[Schedule Online](#)[Euthanasia Policy](#)

Donate to the Animal-Aid Inc and Help Animals

One-Time Donation

Monthly Donation

1. Gift Amount

2. Details

3. Payment

☐ I would like to receive Animal-aid Inc's. monthly newsletter.

Back

Continue



Your contribution will provide a two month's supply of cat litter for a rescued cat like Dewey.

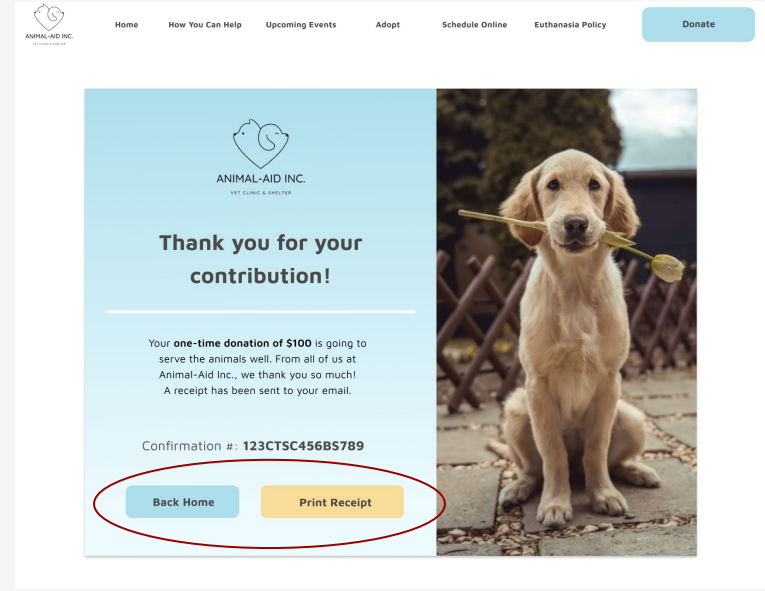
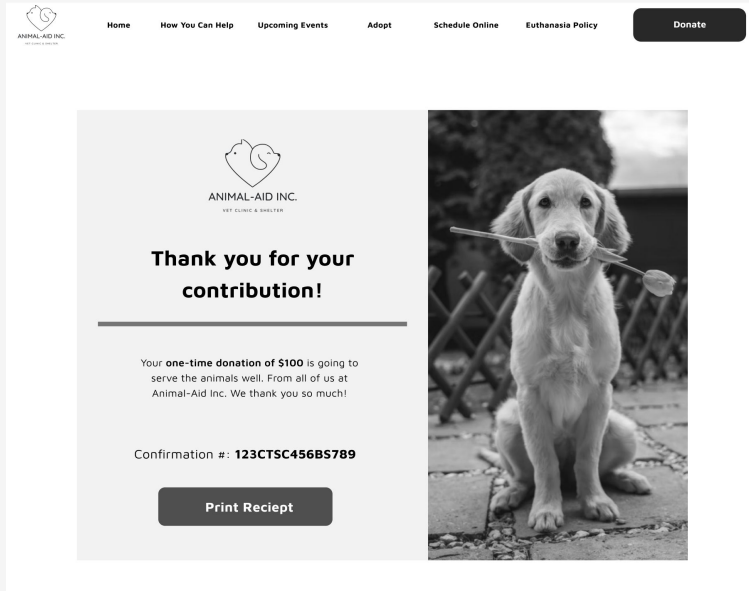
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Wireframe Revisions

10. Wants to go back home but doesn't see a button on the Thank You page.

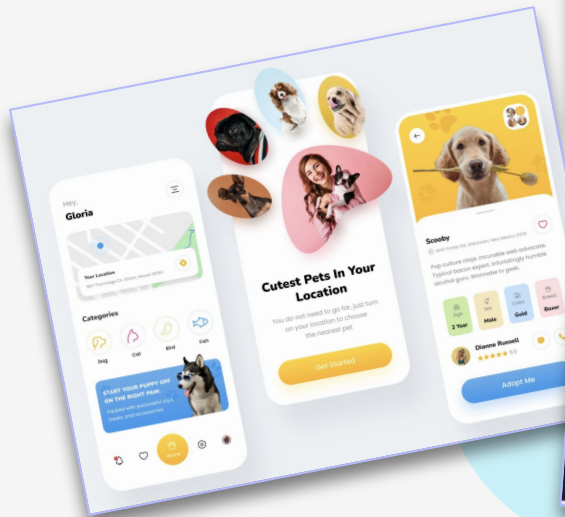


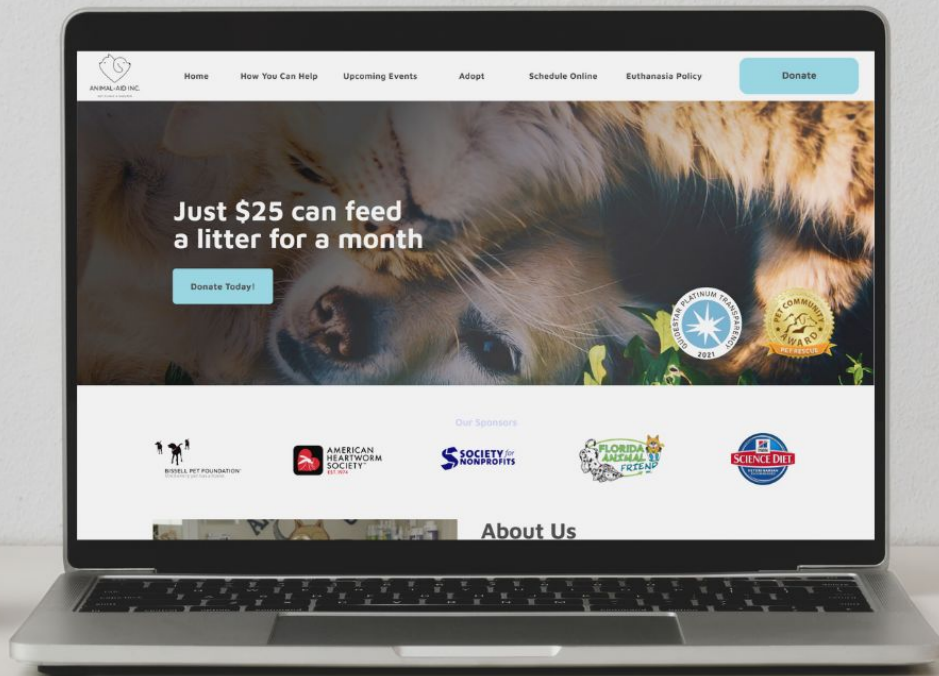
Design Inspiration for Hi-fi

- **Theme:** bright, warm, friendly
- **Colors:** light pastels

Hex
#9de0ee

Hex
#ffdb8f





[Hi-fi Wireframes Here](#)

[Prototype Here](#)

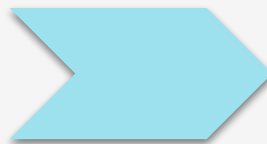
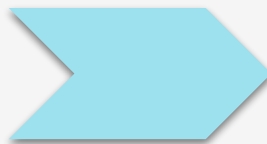
Key Learnings

- Determining what is vital to include in our presentation deck vs what can be explained verbally
- Understanding that details that were obvious to us were not always obvious to the users
- During user testing, staying in control of the conversation to avoid going off topic.



Next Steps

- Perform more rounds of user testing to refine the prototype
- Add more pages and functions to the prototype such as a carousel of featured pets on the landing page
- Hand off prototype to a web developer to create the final version of the site



Appendix

- **Secondary Research**

- PETA
- ASPCA
- Miami News Times
- Local 10
- NBC Miami

- **Chosen Non-profit**

- Animal Aid Website
- Google

- **Primary Research**

- Interview Transcripts

- **Synthesis**

- Affinity Map
- Persona

- **Initial Design**

- UI Board & Sketches
- Lo-fi Wireframes

- **User Testing**

- User Testing Script

- **Revised Prototype**

- Hi-fi Wireframes
- Prototype

**THANK
YOU!**

