

# Website For Animal Charity Organisation calling for Donations

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INFO 643-01 Foundations of information | Dr.Sai Shruthi Chivukula  
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## Table of contents

<b>Table of contents</b> .....	<b>2</b>
<b>1. Overview</b> .....	<b>3</b>
1.1 Project Objectives.....	3
1.2 Our Design Frame.....	3
<b>2. Our Process</b> .....	<b>4</b>
2.1 Defining project protocol.....	5
2.2 Secondary research.....	5
2.3 Conducting Interviews and Observations.....	6
2.4 Analyzing the data.....	6
2.5 Structuring the data.....	7
<b>3. Research Models</b> .....	<b>7</b>
3.1 Affinity Mapping.....	7
3.2 Persona and Empathy Map.....	8
3.2.1 Persona Creation:.....	8
3.2.2 Empathy Map Creation:.....	9
3.3 User Journey Mapping.....	10
3.4 Mental Models.....	11
3.5 Specific Design Requirements.....	12
3.6 Site Map.....	13
3.7 Information Architecture.....	14
3.8 Wireframes.....	16
<b>4. Usability Testing</b> .....	<b>17</b>
4.1 Testing Protocol.....	17
4.2 Test Results.....	18
<b>5. High-Fidelity Designs</b> .....	<b>18</b>
<b>Appendix</b> .....	<b>26</b>
A.1 Affinity mapping - detail.....	26
A.2 Detailed Persona.....	30
A.3 High Fidelity.....	31
A.4 Testing Protocol.....	46
External links.....	48

## 1. Overview

As UX design students, our project focuses on developing a **user-friendly website** for an **Animal Charity Organization**, emphasizing donation solicitation. Our goal is to create a **modern, engaging** platform that effectively **communicates the organization's mission** and **encourages visitor contributions** to their cause.

### 1.1 Project Objectives

Our Project Objectives are focused on:

- Enhancing User Experience
- Communicating the Mission
- Streamlining Donations.

The primary goal of this project was to **improve overall user experience** for the visitor's to the Animal Charity Organization's Website. This includes **optimizing navigation**, ensuring a **responsive design**, and **simplifying** the donation process.

It is crucial to design a website **clearly and compellingly** conveying the organization's mission and the importance of supporting their cause. This involves **crafting persuasive content**, incorporating **impactful visuals**, and **utilizing storytelling techniques**. The central aspect of this project is to create a **seamless** donation process on the website.

### 1.2 Our Design Frame

How might we create **an animal charity website** for **people** in order to **encourage donations**

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## 2. Our Process

In Fig 1, we have outlined our research and design process till date. Every step in this process is explained in detail in the later stages of this document.

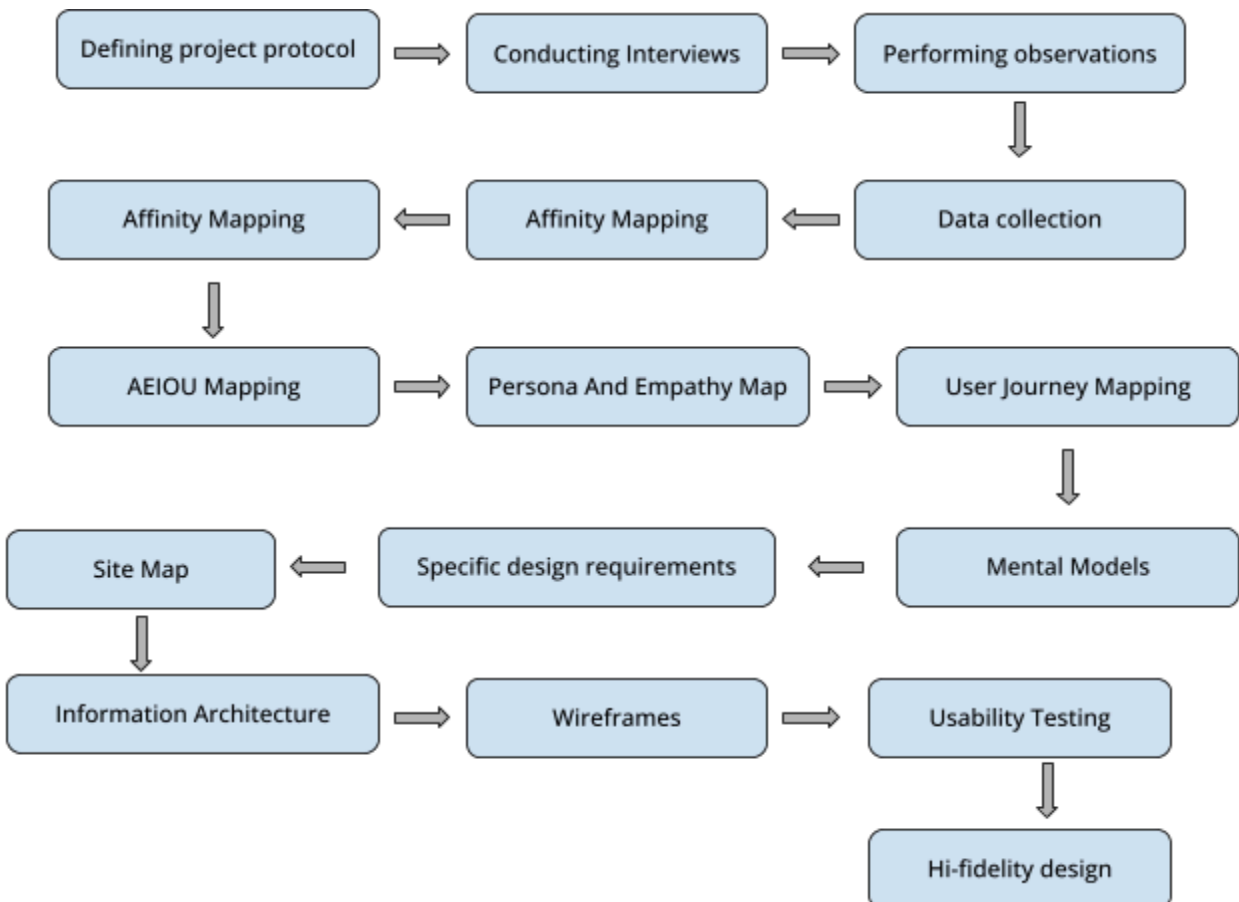


Fig 1. Process Flowchart



## 2.1 Defining project protocol

Understanding the project objectives before diving into research is crucial for us to have a clear understanding of the project's goals, target audience, and the problem we're trying to solve. We collaborate closely within our team to ensure everyone is aligned on these objectives. We made a "business card" to ensure everyone has our **design frame** in mind.

"How might we create **an animal charity website** for **people** in order to **encourage donations**"

## 2.2 Secondary research

We began our secondary research by reviewing the existing charity websites and understanding how they put forward their goal and allow users to donate as well build a community

### **The Humane Society of the United States (HSUS)**

Website: <https://www.humanesociety.org/>

The HSUS website focuses on providing a user-friendly experience by featuring a clean and organized layout. They offer easy navigation to information on animal welfare, adoption, and campaigns, helping us better understand how to build users goal orientated navigation.

### **Best Friends Animal Society**

Website: <https://bestfriends.org/>

Best Friends Animal Society's website provides an exceptional user experience by promoting pet adoption and animal welfare. It offers user-friendly resources for finding and supporting shelters and rescue organizations. Their layout design anWe transcribed the

interviews and carefully distilled the key insights to define our design requirements.

d color theme are inspirations to ours.

## 2.3 Conducting Interviews and Observations

Our research initiative commenced with the establishment of a **project protocol**, which involved engaging in **interviews and observations** with individuals who have previously supported animal charities or made significant contributions to relevant causes. Subsequently, we transcribed these interviews and meticulously synthesized the key discoveries and insights derived from them to define our design requirements.

### Key insights:

1. Emphasize **safe environment** and **responsible pet ownership**.
2. Utilize **emotional appeal** and **informative content** to attract support.
3. Host **live streams** to **strengthen connections** and showcase **impact**.
4. Prioritize **brand credibility** and **transparent donation usage**.

## 2.4 Analyzing the data

After gathering research data we collaboratively analyze the findings using the following models:

1. **Affinity maps and AEIOU mapping** : We look for common themes, pain points, user behaviors, and preferences. This analysis lead to the following:
2. **Persona & Empathy Map**: We try to understand how the user behaves and how they would interact with the website. What are their goals, pain points and what drives them to donate.

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3. **Journey mapping:** We try to use journey mapping to improve user experience and achieve organizational goals. It helps identify user needs and pain points, leading to enhanced engagement and conversions.
4. **User Mental Model:** We summarize our understanding of the user's mental model based on the collected data. We highlight the common patterns in their thoughts, behaviors and their needs and expectations.

We'll discuss all these [models](#) in detail in the further sections of this report.

## 2.5 Structuring the data

To ensure alignment with our ultimate goal, we've taken the following crucial steps:

1. **Design requirements:** We've compiled a comprehensive list of specific website requirements that encompass essential features and content elements.
2. **Site Map:** We've created a site map outlining the website's structure, navigation and content hierarchy.
3. **Information Architecture:** Based on the site-map we structured our website content in the form of an Information Architecture.
4. **Wireframes:** The next step was giving form to our IA by creating hand-drawn sketches of different flows of the website.

## 3. Research Models

In this section of the report, we'll discuss our research/project models in detail.

### 3.1 Affinity Mapping

Creating an Affinity Map is a collaborative and visual technique used in various fields, including UX design, to organize and analyze a large amount of information, ideas, or data. We followed the following steps to create our Affinity map:

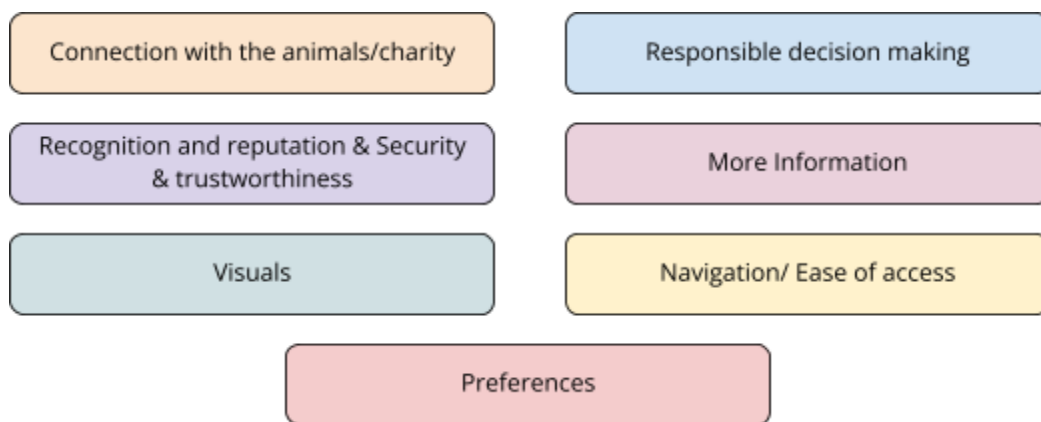
1. We gathered data from User Interviews and Observations and carefully sifted through the information to gain a comprehensive understanding of **user pain**

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**points and potential opportunities.** Each piece of Information or idea was then written on separate sticky notes. Then collaboratively we identified AEIOU taxonomy to create an **organizational framework**.

2. Then we decided on the categories that will help us **organize the information**. These categories emerge from the data itself. Each sticky note is then placed under an appropriate category. The goal of this exercise is to **group similar ideas** or data points. Fig. 3 Displays the list of categories that emerged from the grouped data points.



*Fig 3. Categories of data points.*

3. Once all the data is organized, we look for **patterns, trends and insights** like, What are the most frequently mentioned issues or ideas? These insights will guide our decision-making and problem solving. We assigned blue stickies for user 1 and green for user 2.

Refer to the [Appendix](#) for more detailed mapping.

## 3.2 Persona and Empathy Map

Creating Personas and Empathy Maps is a crucial part of the User-Centered design process. Both Personas and Empathy Maps are valuable tools because they help us design with a deep understanding of the Users' Behaviors, their Needs, Motivations and Pain Points. Refer Fig. 4

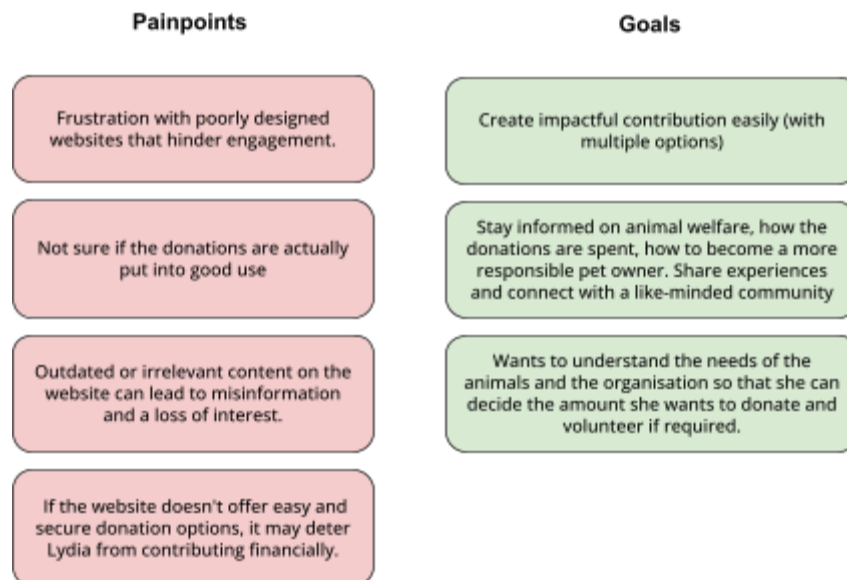
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### 3.2.1 Persona Creation:

We began Persona Creation gathering data from User Research, including Interviews and Observations. This data will help us understand our **target market**. Then we analyzed the research data to identify common behaviors, goals, and pain points among the users for donating to Animal Charity Organisation.

Based on the patterns we identified, we created a fictional User Persona, gave it a Name, Background, Demographics, Goals and Pain Points.



*Fig 4. Goals and pain points*

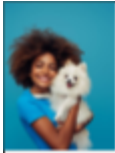
### 3.2.2 Empathy Map Creation:

Creating an Empathy Map will help us dive deeper into understanding the User. Refer Fig 5.



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**Name:** Lydia **Age:** 28 **Gender:** Female **Location:** New York **Occupation:** UX Designer **Interests:** User Experience, Web Design, Animals, Art, Shopping, Music

**Background:** Lydia is a talented UX designer based in the Manhattan, New York. With a degree in Human-Computer Interaction and several years of experience in the field. Outside of her professional life, Lydia is an animal lover who shares her home with a rescue dog named Luna. Lydia sometimes gets very busy with her work and feels guilty of not being with Luna enough. She always feels empathy with animals online and find joy drawing animals and browsing animals related videos online. She is passionate about animals well-being but couldn't find ways to contribute to a trustworthy organization consistently. She always wanted to research one but found it hard to sit down and do a proper research. As an UX designers, she found a lot of animals charity website poorly designed and looks unprofessional which is one of her let down of not choosing it. She believe any well established organization would also have a well design website.

*User Persona Demographics Fig 5.*

We divided our empathy map into 4 sections:

1. **SAYS:** I want to donate some toys and food to the animals. I wonder if they have any videos where I can watch the animals playing together. I wish I could see pictures of Pitbulls with crowns. They are the sweetest dogs and I wish everyone could see them that way.
2. **DOES:** Try to find the about us page, also page would be great If I can see how the donations are used. Shares informative articles and resources related to animal welfare on social media. Research responsible pet ownership practices. Find a trustworthy website to contribute.
3. **THINKS:** I think I will donate money as well but I want to know how old this organization is and what they stand for. Design can influence how people perceive and engage with a cause, including animal welfare. I will have more trust in a good looking design with easy to use interaction than a bad one. I hope this website has resources and information that align with my values and passion for animals. I'm always looking for ways to improve Luna's life and ensure she's happy and healthy, I wonder if there is any workshop regarding that.

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4. **FEELS:** I love the fact that I can easily communicate with the vets and other people to understand the needs of the animals better and it helps me decide how much to donate. All the links are so easy to find and I love how interactive the user interface is. I feel fulfilled and proud of myself for contributing to this website that I researched and trust on. I feel a sense of belonging to this animal charity organization. This organization genuinely needs help. I would love to volunteer for them.

Refer to the [Appendix](#) for more details.

### 3.3 User Journey Mapping

Understanding how users interact with a system or service helps us identify pain points, opportunities for improvement and areas where user needs are met or unmet. For this We analyzed various **journey phases** through the user's perspective like **Jobs to be Done, Context & Touchpoints, Gains, Pains and Emotions** in the context of various steps they follow to explore the Animal charity Organisation website. This is a valuable technique that helped our team gain a holistic view of what can be done to create a better user experience. By visualizing the entire user journey we can make **informed decisions** to create more user-friendly and effective information architectures. Refer to Fig 6.

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Fig 6. User Journey Map

### 3.4 Mental Models

The mental representations or frameworks that individuals construct to understand and interact with a website, system or a product are called Mental models. The mental model we prepared is shaped by the **users' prior experiences, knowledge, and expectations**, and they influence how users **perceive, navigate, and interact** with **information and interfaces** on the website.

For creating a Mental Model we audited the collected information and organized it on the basis of our **User Research, Affinity Map, Persona and the User Journey Map**. Then we structured the information **logically**. We defined **hierarchy and relationships** between

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different pieces of content and designed navigation paths that guide users through the website. Refer to Fig 7.

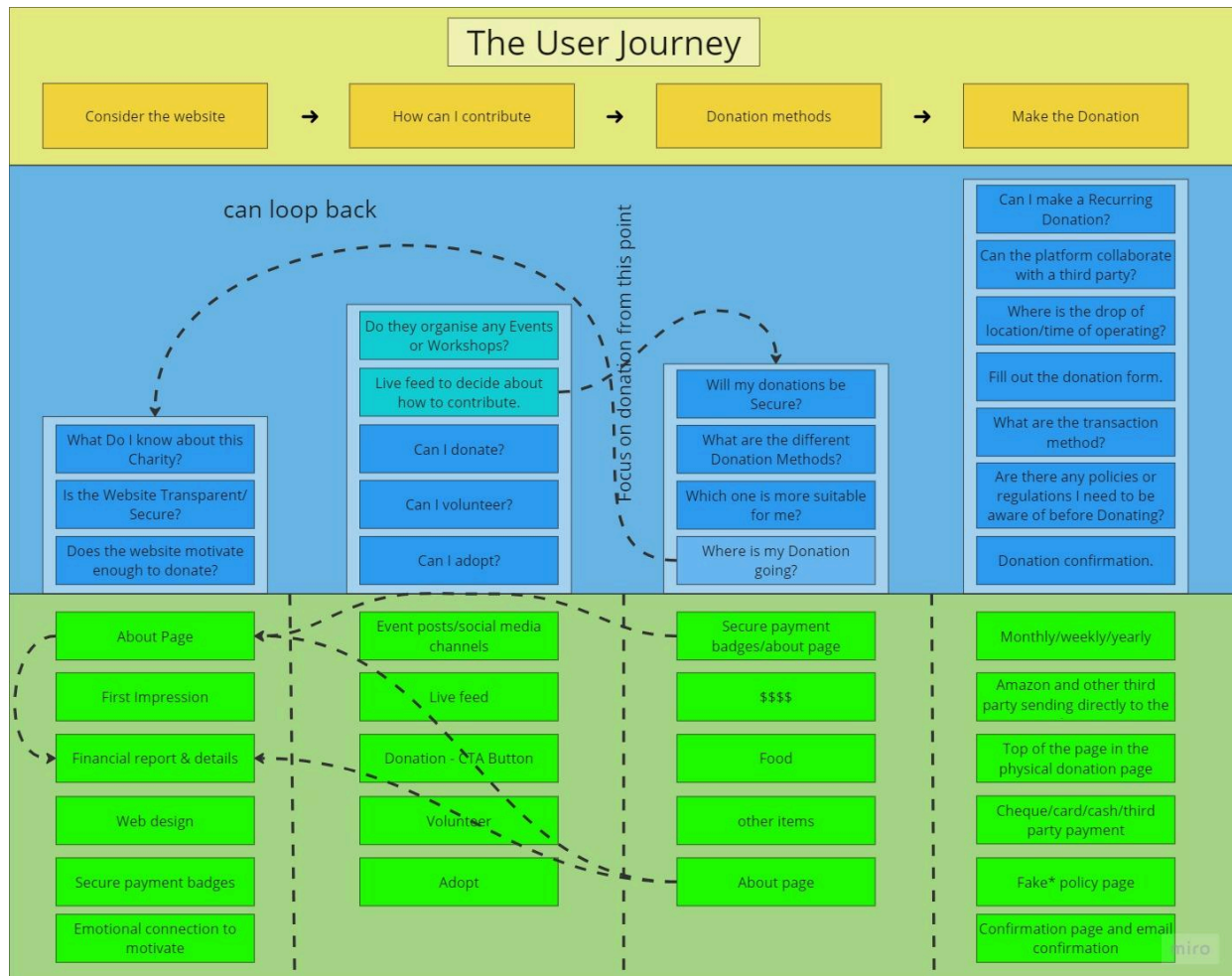


Fig 7. Mental Model

### 3.5 Specific Design Requirements

Creating a website for an Animal Charity organization, with a focus on encouraging donations, demands **meticulous attention to several critical elements**. These include comprehending the organization's **core functions and sub-functions**, ensuring the **transparency of information** through **compelling visuals**, and maintaining **concise yet persuasive content**. These factors collectively contribute to motivating users to make generous donations.

The user research we conducted provided us with valuable insights into the **challenges** users may encounter when **navigating the website**. It also revealed **opportunities** for us

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to address and resolve these issues effectively. By addressing the specific design requirements based on the received data, our website can effectively convey its mission, engage users and encourage them to contribute to the cause through donations. Refer to Fig 8.

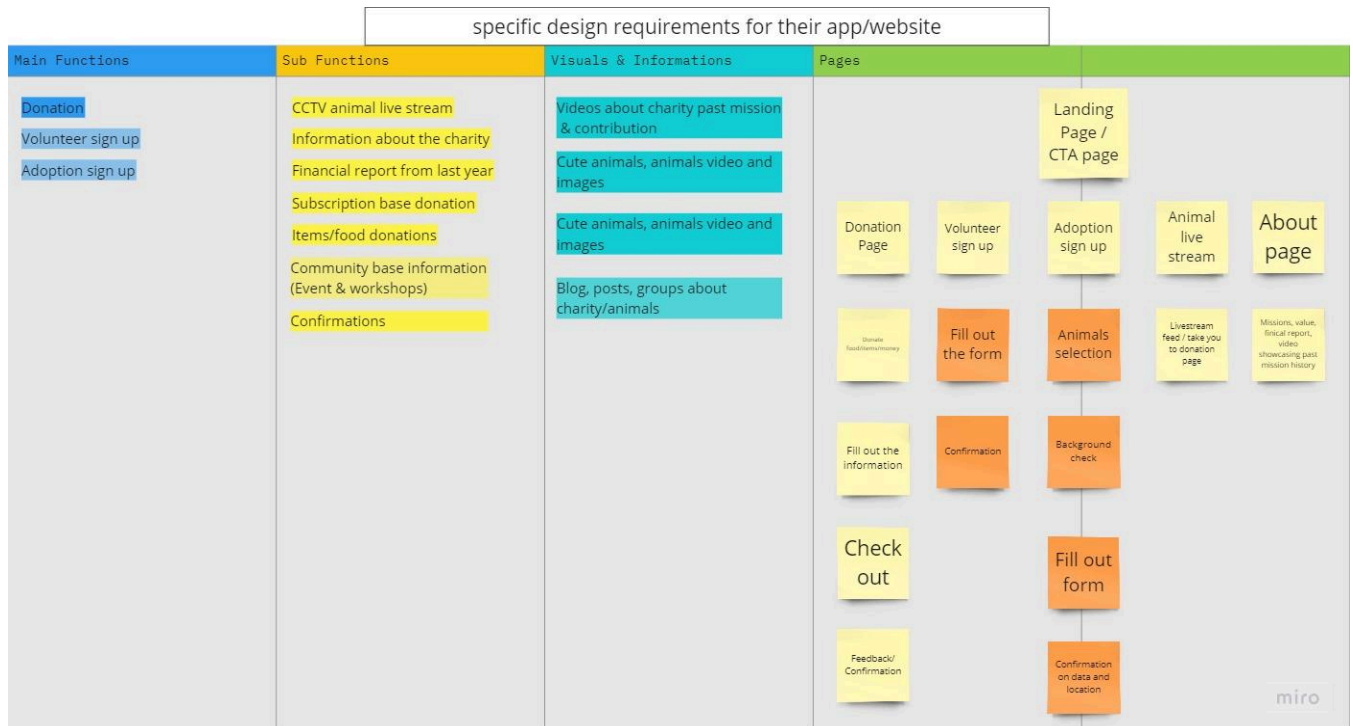


Fig 8. Specific Design Requirements

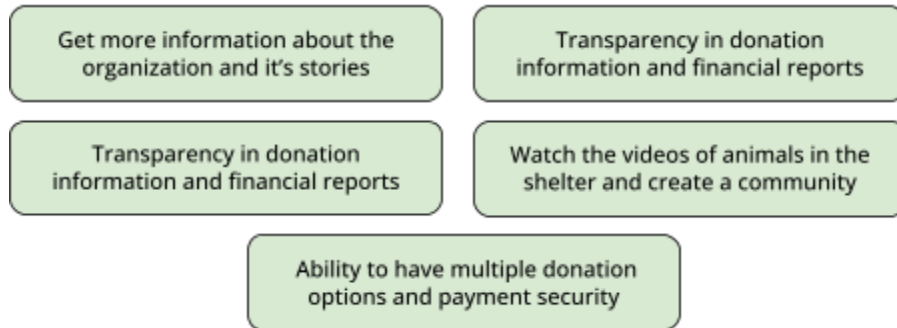
### 3.6 Site Map

Based on the insights we gained from exercise one, we believe that two main factors drive users to donate: **emotions and organization transparency**. These findings also align with our design frame on how to **encourage users to donate**. To better understand how users would navigate the **primary workflow** of an animal charity organization, we've created a site map. We've identified **four primary goals** for users, each linked to the following 10 pages in the user flows:



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### Goals



These 4 goals were covered in our main pages as displayed in our sitemap and IA.

Refer Fig.9

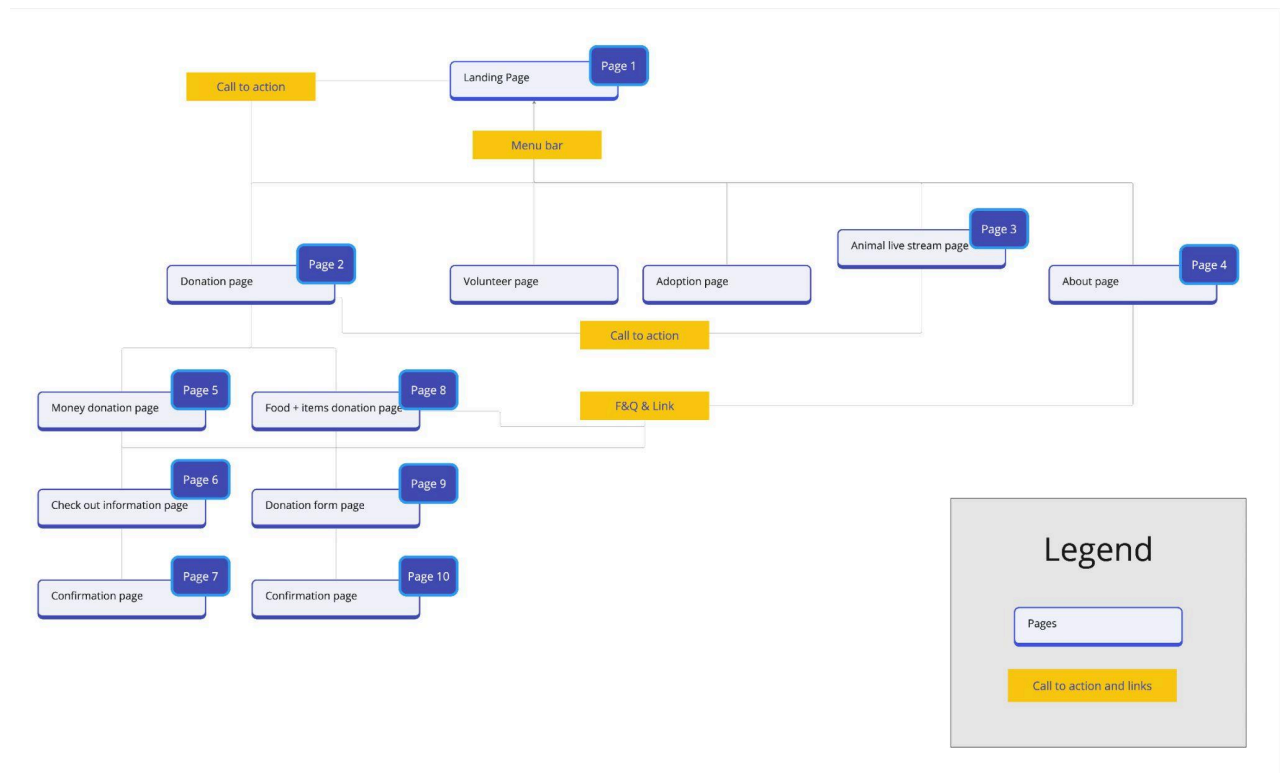


Fig 9. Site Map

## 3.7 Information Architecture

After creating the site map, we developed an information architecture map, using insights from **primary and secondary research**. This process guided us in brainstorming and aligning **potential content ideas** with the **user journey**, aiming to foster **emotional engagement** and **trust to encourage donations**. This strategic approach ensures that our

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website's content is not only informative but also compelling and relevant to our audience. Refer to Fig. 10 for a detailed view of the information architecture.

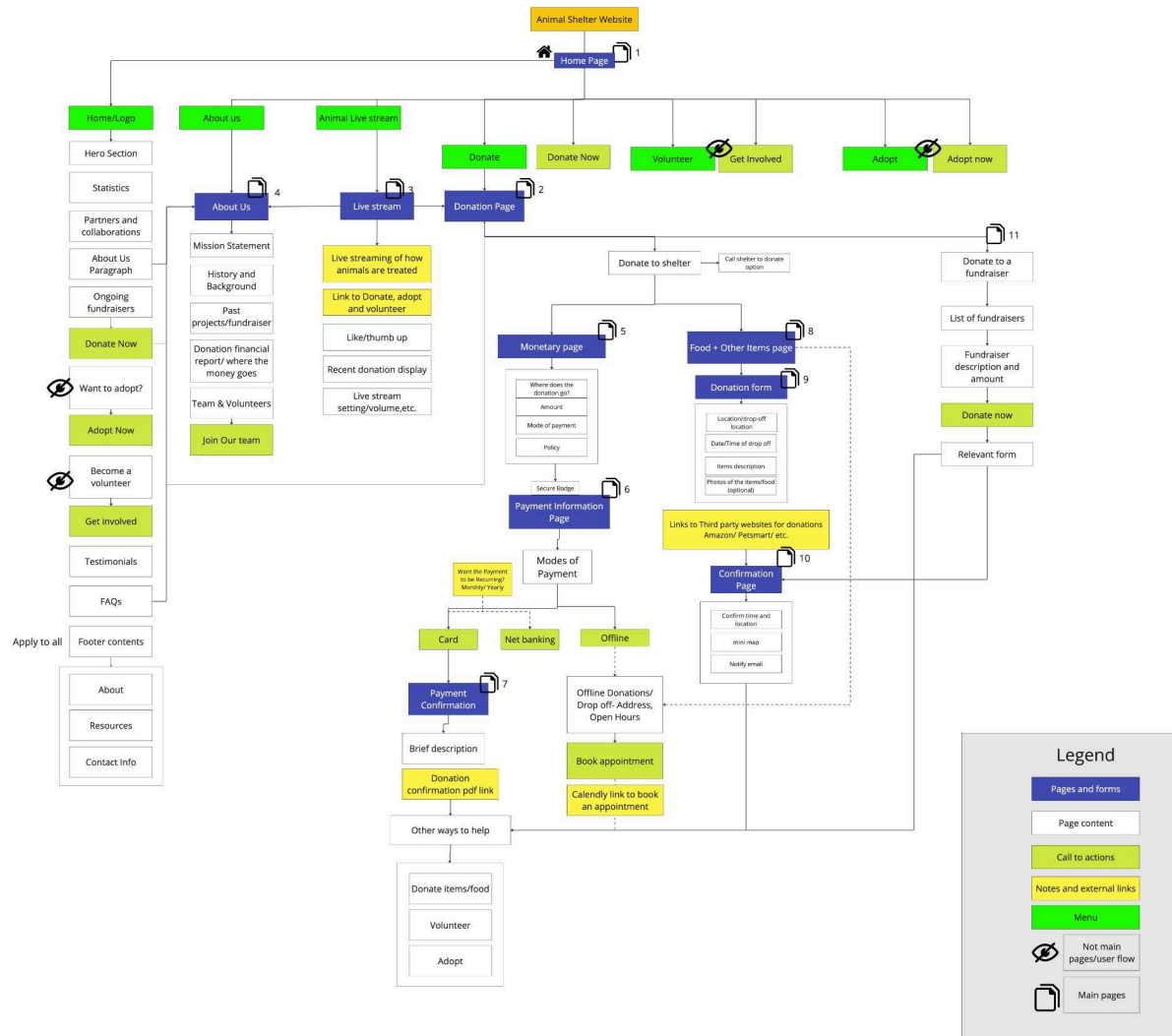
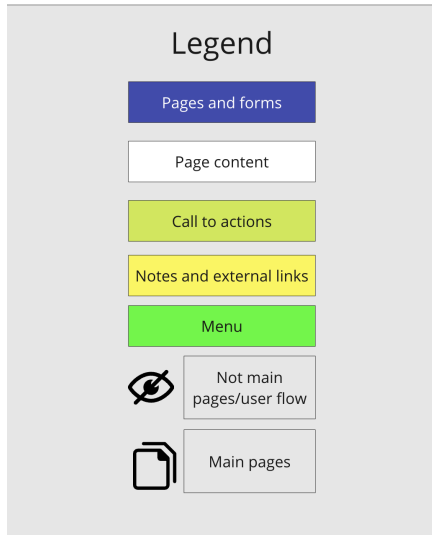


Fig 12. Information Architecture

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### Components of IA:

**Start Point:** All the website navigation to various pages is channeled through the homepage, making it the primary starting point.

**Navigation Menu:** The navigation menu has a logo and links to the about us page, animal live stream page, donate page, adopt page and volunteer page

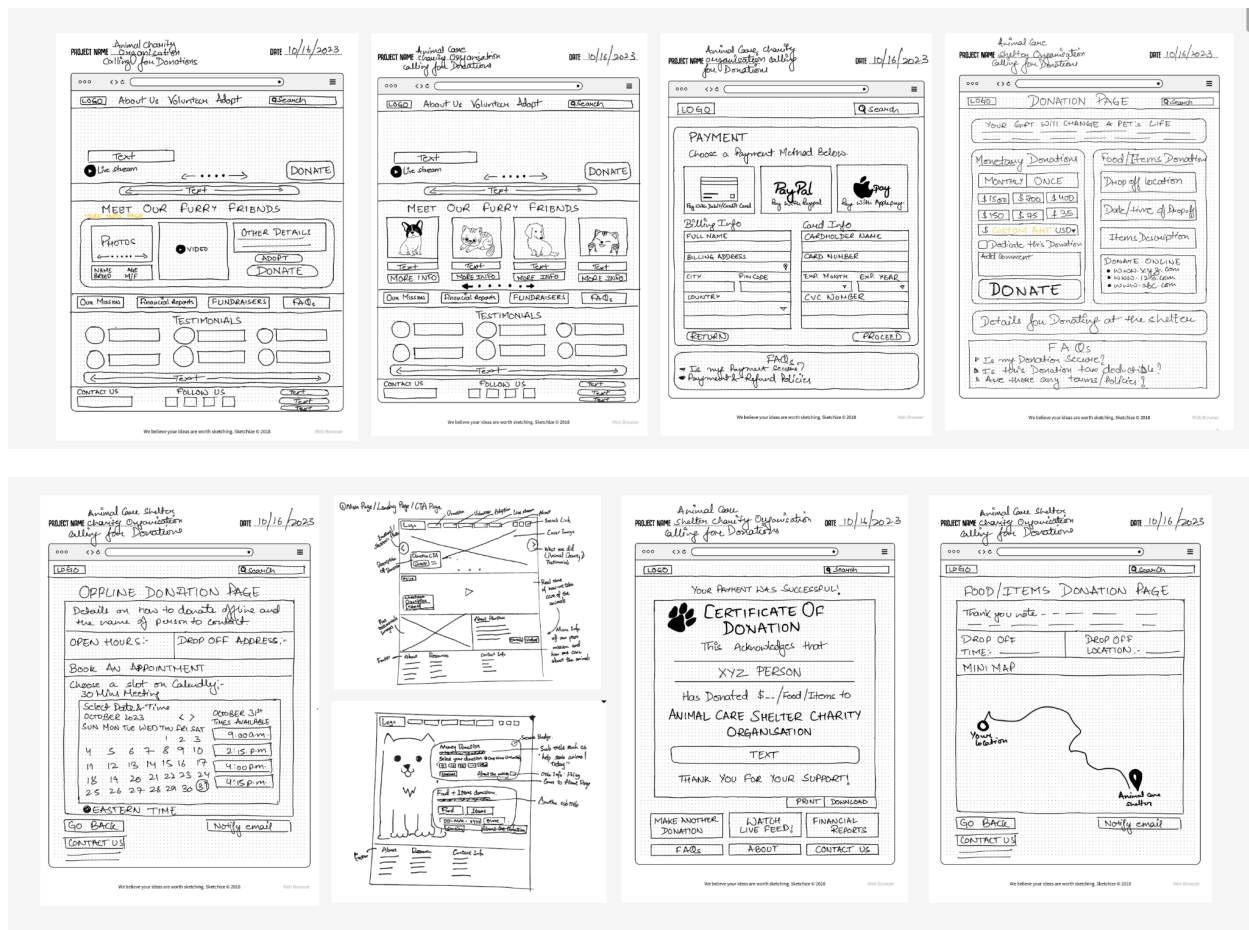
**Page Content:** The white rectangles contain the content/sections in each page along with the primary call to actions that are represented in green color

**Notes and external links:** The yellow color is dedicated to the extra information like payment gateways, 3rd party collaboration links for donation, that is important to understand the user flow.

## 3.8 Wireframes

Each team member created **10 diverse wireframes** for site navigation. After meticulous evaluation, we combined various elements from different wireframes to develop a unified and coherent mid-fidelity design.

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## 4. Usability Testing

It was time to test our cohesive designs! We recruited a total of 4 participants for our usability testing.

### 4.1 Testing Protocol

As a team, we developed a testing protocol that will be followed throughout the test by all the members in order to get the required results that align with our project goal. We came up with a scenario and 4 tasks for the participants to help us better understand user goals and pain points.

#### Scenario:

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It's your birthday and you are looking forward to making a donation at an animal shelter. You come across "Paw Paw" animal shelter website and decide to explore their work and check out the donation options.

**Tasks:**

1. Explore the homepage. Express your thoughts out loud.
2. Make a monetary donation. Explain your process out loud.
3. Make a food/item donation. What is your thought process?
4. Participate in the live chat with the community. Describe your thought process out loud.

**Follow-up questions:**

1. Were there any specific aspects of the website or the donation process that stood out to you, either positively or negatively?
2. Do you feel that our design effectively conveyed the intended emotions and transparency?
3. Do you feel that the site was easy to navigate?

Check [Appendix](#) for the entire protocol.

## 4.2 Test Results

Following usability tests with four participants, we **received positive feedback** on the website's smooth and simple navigation. Participants particularly enjoyed the adorable pet images and appreciated features such as the live stream page and downloadable donation certificates. We also **identified and addressed their pain points** as mentioned below:

### 3/4 Users

couldn't find the  
Third party  
Vendors

### 2/4 Users

Users were not sure  
if their payment  
information was  
safe.

### 2/4 Users

Did not find the  
financial reports  
page credible.

## 5. High-Fidelity Designs

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Following the usability test results, we implemented modifications to our designs. Subsequently, we developed high-fidelity mock-ups based on these changes.

## Old Food Donation Page

**1** — **Donation category**

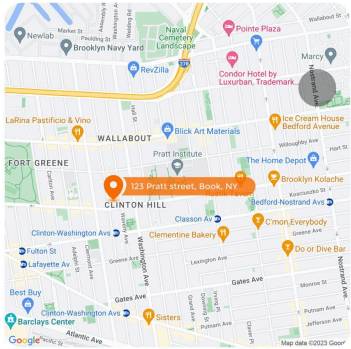
Select what you want to donate below (multilabel choice)

**Donation details** — **2**

**Email**

**Phone number**

**Enter your Zip code to find the nearest drop off location**



**3** — Your closest drop off point is: 123 Pratt street, Book, NYC 123243

1. "Donation categories" multilabel choice allow user to check everything they want to donate.
2. The form where the user needs to put in the details like their name, email, address and phone number, etc.
3. This allow user to quickly copy the donation drop off location.
4. User can add addition items that they want to donate.
5. Add items that are not in the checklist.
6. Available drop off time section
7. User can select hour that they what to drop off when the staff are also available.
8. Confirm the donation items, time and location.
9. Donate through other vendors that directly send to the location.
10. More options.

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4 Briefly describe the items/food you plan to donate

5 [+ Add Item](#)

6 Select an available drop of time

October

Mo	Tu	We	Th	Fr	Sa	Su
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

10am - 11 am - Friday Oct 27th

10am - 11 am - Friday Oct 27th

11am - 12 am - Friday Oct 27th

12am - 1 pm - Friday Oct 27th

7


Go back


Book donation


8

OR

Donate through our Vendors

  
Donate Now

  
Donate Now

  
Donate Now

9

←

● ● ● ●

→

10

3

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## New Food Donation Page

**You are one step closer!**

Help provide a safe haven for abandoned animals and support their journey towards finding loving forever homes


Type of donation

**Personal Details**


Donation Details

Get your certificate


**Donate through our Vendors**



Donate Now




Donate Now



Donate Now

← ● ● ● ● →

OR

 **Please enter your details**

Fields marked as \* are required. Please be assured, Paw Paw will never share your personal details with anyone. We respect your privacy

**First Name \***

**Last Name \***

**Email \***

**Mobile No. \***

**Street Address**

**City**

**State \***

**Zipcode \***

☐ Donate anonymously

☐ Review and accept our [Privacy and Policy](#) details

Go back

Next - Donation details

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1. Made the third party vendors more discoverable.

## Old Money Donation Page

**2 Donate Amount**

\$10.00 \$20.00 \$35.00

\$50.00 \$75.00 \$100.00

Input Amount...

**4 Recurring payments**

☒ One time donation

☐ Weekly ☐ Monthly ☐ Yearly

Your monthly support prepares us for every challenge and lets us plan for the future.

**Payment 3**

Email  
joylawson@gmail.com

Phone number  
(000) 000-000

Payment method  
\*\*\*\* 8304 VISA + Add new  
Visa • Edit AMEX Mastercard VISA Google Pay Discover PayPal

Card holder name  
Ex. Jane Cooper

Billing address  
United States

Zip code City  
Ex. 73923 Ex. New York

☒ Billing address is same as shipping

Go back Donate \$50.00 **5**

1. The bold "Donation Details" button highlighted in blue, helping users easily identify the current page they're on.
2. An option to select from predefined amounts for quicker and more convenient payments.
3. The payment section to fill in the user's card information.
4. The "Recurring Donation" option provides an avenue to promote future contributions, granting users the flexibility to set up recurring donations on a monthly, quarterly, or other basis.
5. This button not only reflects the chosen donation amount but also seamlessly directs users to the subsequent step/page in the donation process.

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## New Money Donation Page

### Donate Amount

### Recurring payments

☒ One time donation

☐ Weekly ☐ Monthly ☐ Yearly

Your monthly support prepares us for every challenge and lets us plan for the future.

OR

### Payment

#### Email

joylawson@gmail.com

#### Phone number

 (000) 000-000

#### Payment method

+ Add new

 \*\*\*\* 8304  
Visa • Edit

 Guaranteed safe & secure checkout Powered by Stripe



#### Card holder name

Ex. Jane Cooper

#### Billing address

United States

#### Zip code

Ex. 73923

#### City

Ex. New York

☒ Billing address is same as shipping

1. Added a secure payment badge.



1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

## Old Financial Reports Page



1. The option to download a PDF of the financial reports

2. "Donate" button takes them to the donation page with different donation options.

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## **New Financial Reports Page**

## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

### Financial Reports and Statistics

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut,

imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac,

Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.

### Testimonial



“ Lorem ipsum dolor sit amet consectetur. Sed lacus venenatis facilisis interdum. Semper at amet ultricies justo adipiscing.

John Doe



“ Lorem ipsum dolor sit amet consectetur. Sed lacus venenatis facilisis interdum. Semper at amet ultricies justo adipiscing.

John Doe



“ Lorem ipsum dolor sit amet consectetur. Sed lacus venenatis facilisis interdum. Semper at amet ultricies justo adipiscing.

John Doe



“ Lorem ipsum dolor sit amet consectetur. Sed lacus venenatis facilisis interdum. Semper at amet ultricies justo adipiscing.

John Doe

Download

Donate

See [Appendix](#) for all other designs.

## Appendix

## A.1 Affinity mapping - detail

### Patterns and trends derived from the data:

1. The interviewees emphasized **emotional fulfillment** through invested connections with animals, valuing **transparent impact visuals**, community **engagement**, and comprehensive information on the website. Refer Fig 3.1.1

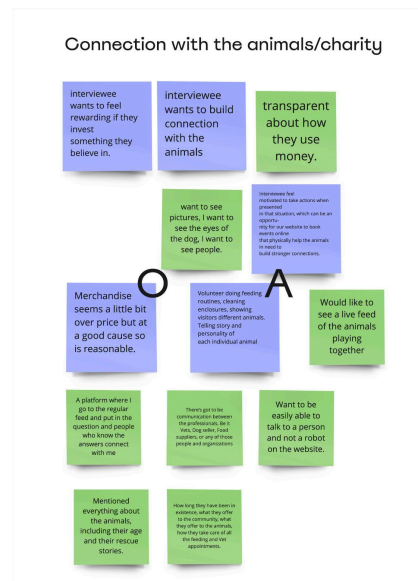


Fig 3.1.1

2. They stressed responsible **pet ownership**, **transparency in animal welfare**, and educational engagement, emphasizing the importance of creating a **safe environment** for abandoned animals and providing comprehensive information to potential adopters and visitors. Refer Fig 3.1.2

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

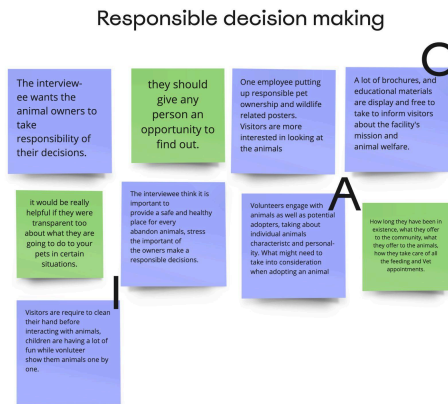


Fig 3.1.2

3. Interviewees **prioritize privacy**, seek secure transactions, and value **transparent financial reporting** to trust reputable, state-recognized organizations for their donations. Refer Fig 3.1.3



Fig 3.1.3

4. Consider **live streams** with engaging content, **clear website design**, **accessible** text, and specific visual elements like Pitbulls in flower crowns to

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

enhance the user experience and **increase adoption prospects**. Refer Fig 3.1.4

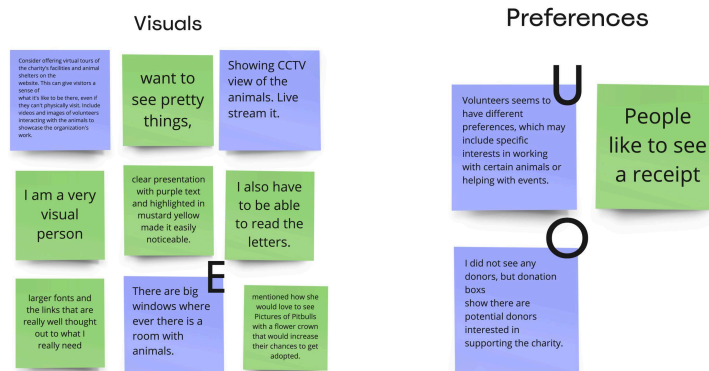


Fig 3.1.4

5. The interviewees want the **website experience** to be more user-friendly. They enjoy browsing online and **expressing a dislike for cluttered drop-downs** and **complex interfaces** that lead to **frustration** during navigation. Refer Fig 3.1.5

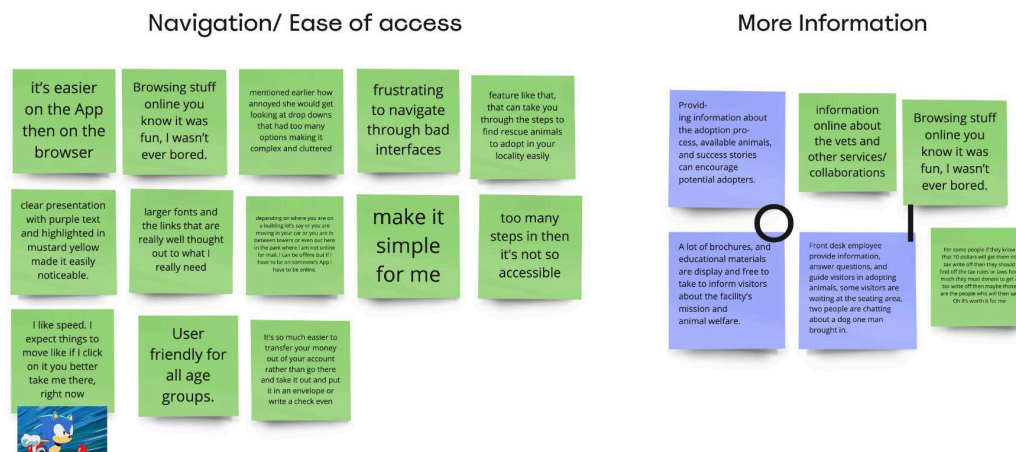
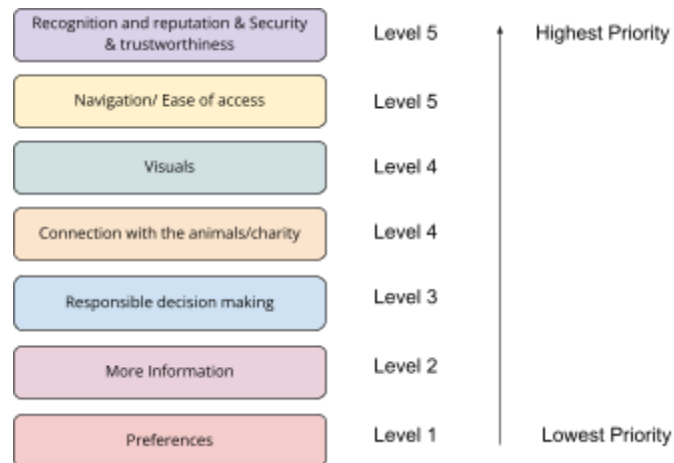


Fig 3.1.5

4. With a clearer understanding of the data, we began **refining our findings** and **prioritized** them. We discussed and evaluated what were the **most critical issues** or opportunities to address and we sorted them in levels like the highest priority is Level 5 and Lowest priority is Level 1. Refer to Fig 4.

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1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.



*Fig 4. Prioritizing Data points from highest to lowest*

5. Based on these insights, we decided on next action items like what changes or improvements we will make based on the information gathered and assigned **responsibilities and deadlines** as needed.



## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

### A.2 Detailed Persona

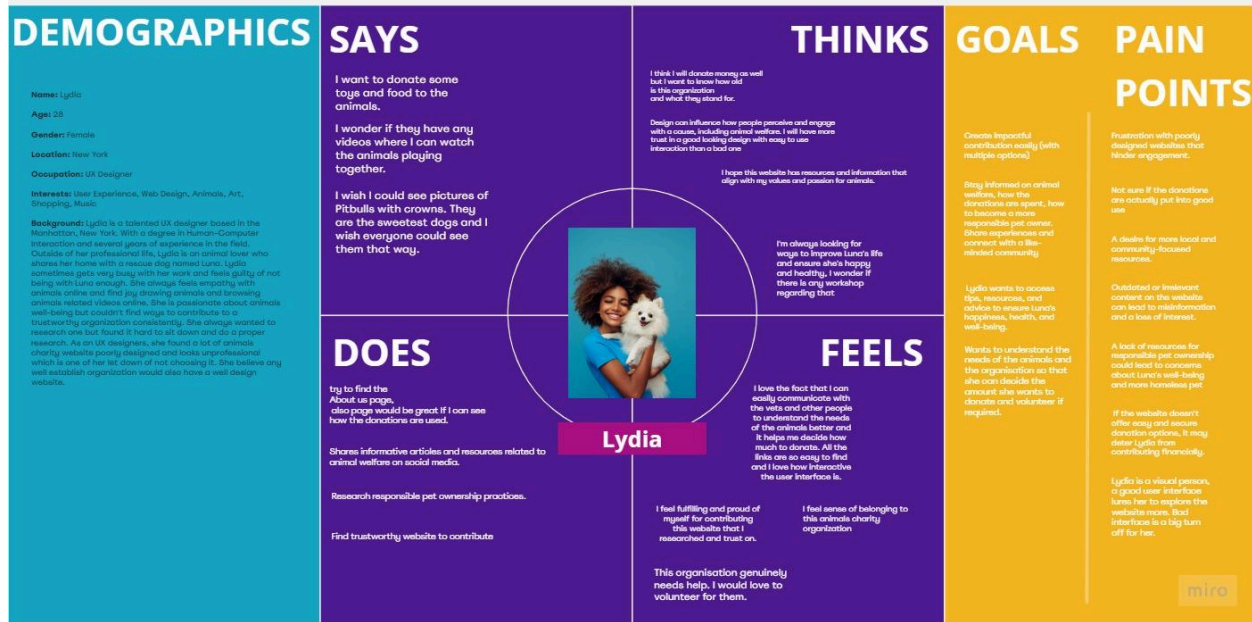
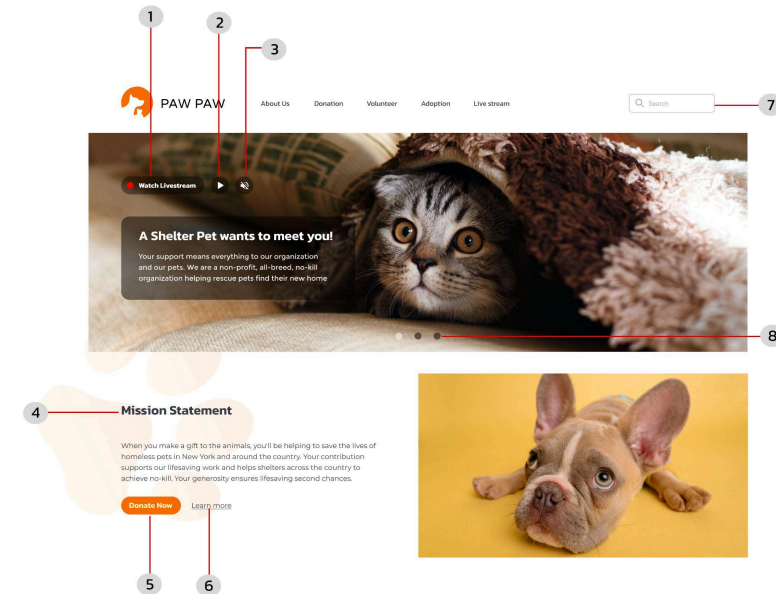


Fig 5. Persona and Empathy Map detail

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

## A.3 High Fidelity

**1.Landing Page:** The landing page is meticulously designed to seamlessly guide users through their website exploration while continuously inspiring them to contribute to the charity at every step, ensuring a user-friendly and enjoyable experience.

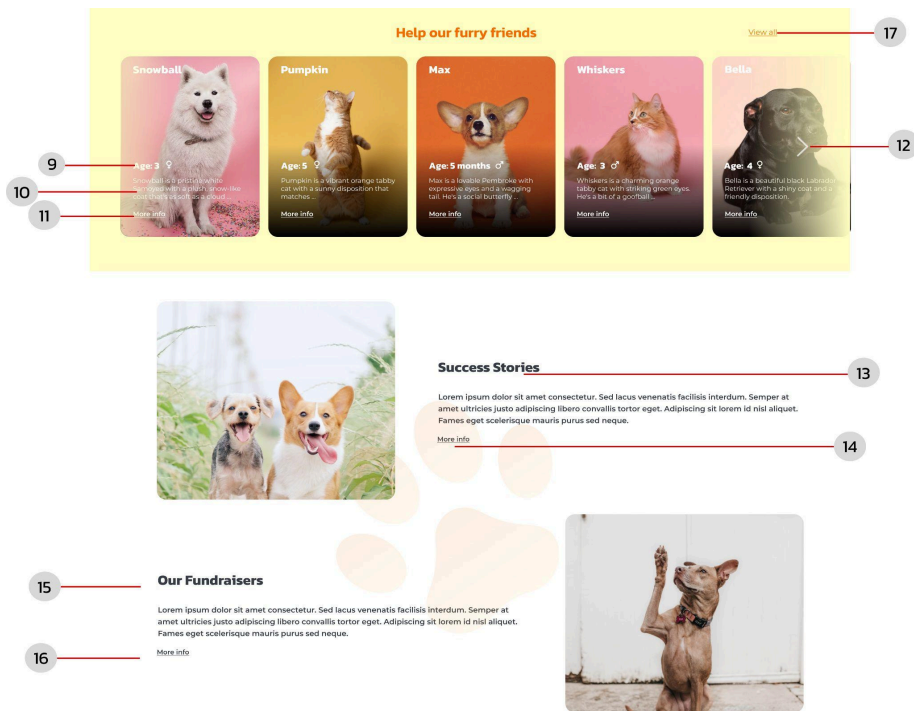


1. & 2. The "Watch Live Stream" button provides access to a live stream page, allowing you to observe animals in various rooms of the animal shelter as they enjoy themselves.
3. You can control the volume to enhance your interaction, adjusting it as per your convenience with the volume on/off button.
4. The mission statement aims to provide clarity and transparency regarding the goals and objectives of the Animal Shelter Charity Organization.
5. After reviewing the mission statement, you'll find a "Donate Now" button here to inspire contributions.
6. The "Learn More" option is available for users who wish to delve deeper into the organization's details.
7. The search bar serves as a tool to effortlessly navigate and explore different facets of the website.

### Landing Page contd.

"**Help Our Furry Friends**" is dedicated to raising funds for pets with special needs. This section features a variety of pets, complete with their pictures and additional information, aimed at inspiring users to make a donation."

## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.



9. Information includes the pet's age and location of residence.

10. Additional details such as gender and breed.

11. More information covers the specific needs of the pet and provides reasons for the user to consider making a donation to support them.

12. The arrow facilitates carousel navigation to view a variety of pets in need of help.

13. The "Success Stories" option provides users with insights into how others have made a positive impact on these pets through their donations over the years.

14. The "Learn More" option allows users to explore in-depth information on the various ways in which donations have positively impacted the lives of these pets.

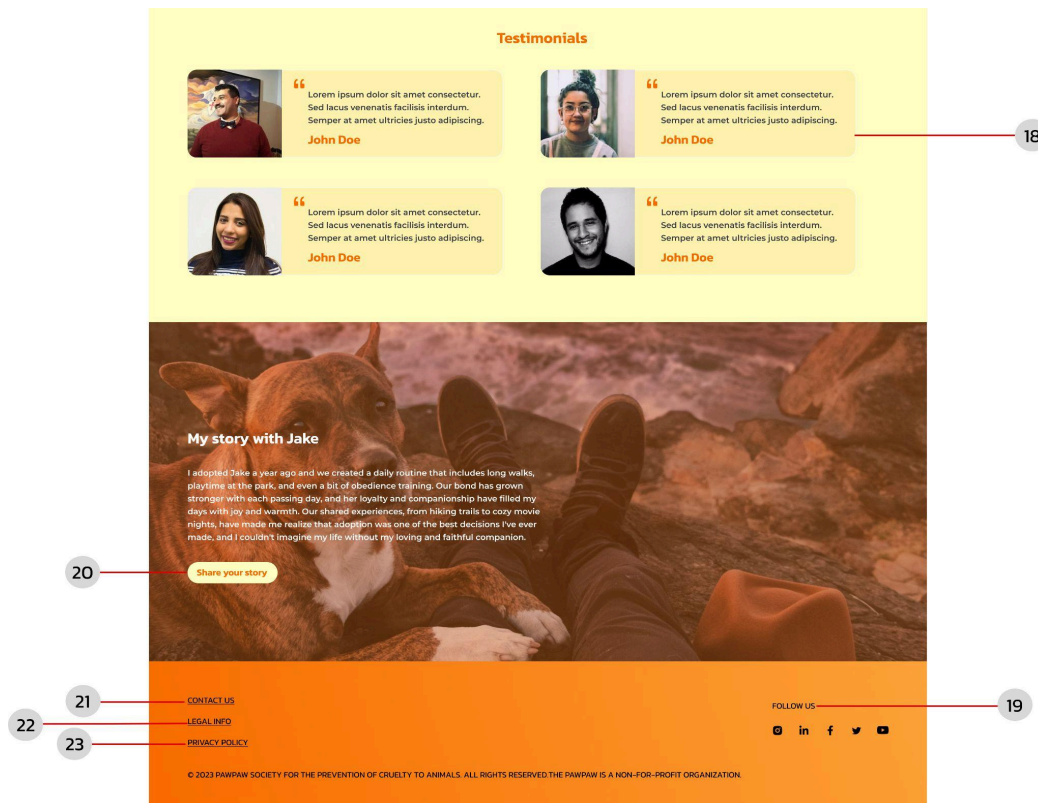
15. The "Fundraisers" option offers a platform to explore diverse avenues for raising funds to support the organization.

16. Selecting the "More Information" option will direct you to the fundraisers page.

17. The "View All" button enables users to explore information about numerous pets in need of support.

## Landing Page contd.

## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.



18. Testimonials from individuals who have contributed, adopted, or volunteered through the website play a crucial role in highlighting transparency and fostering goodwill. These reviews provide valuable insights and contribute to building trust within the community.

19. The "Follow Us" feature allows you to stay connected with the organization across a range of social media platforms.

20. The "Share Your Story" feature allows you to discover the transformative impact on both people and pets' lives within the community.

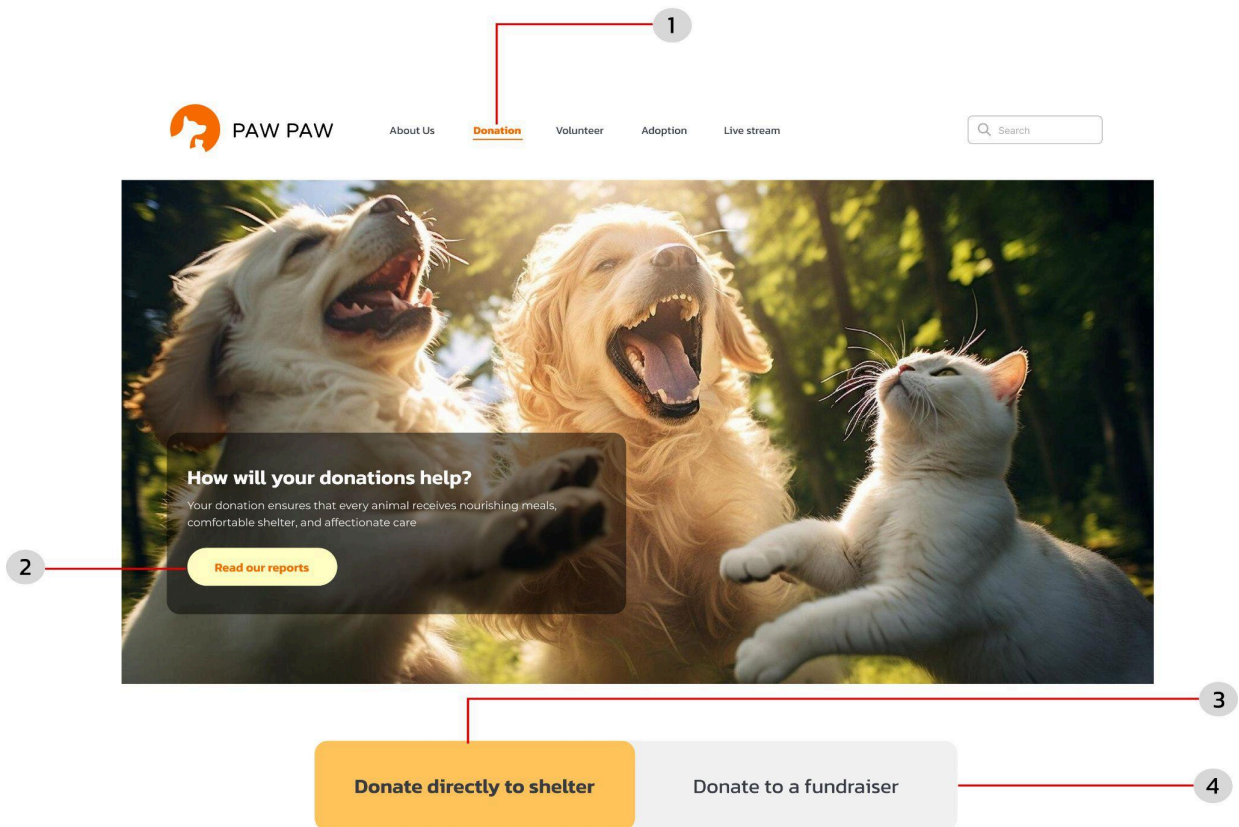
21. The "Contact Us" button provides a means to reach out to the individuals within the organization.

22. The "Legal Information" button offers users the necessary insights into any legal details they should review before making donations, adopting, or volunteering for the organization.

23. The "Privacy Policy" button offers greater clarity on the various policies of the organization.

**2. Donation Page:** The Donation page serves as the centerpiece of our Animal Charity organization, aligning with our design frame to encourage user donations. We've meticulously designed this page to ensure a smooth and engaging user experience as they explore our website, incorporating numerous features to enhance their overall journey.

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.



1. The navigation menu prominently features an orange, bold "Donation" button, helping users easily identify the current page they're on.

2. The "Read Our Reports" button is available for users who wish to gain insights into how their donated funds will be utilized.

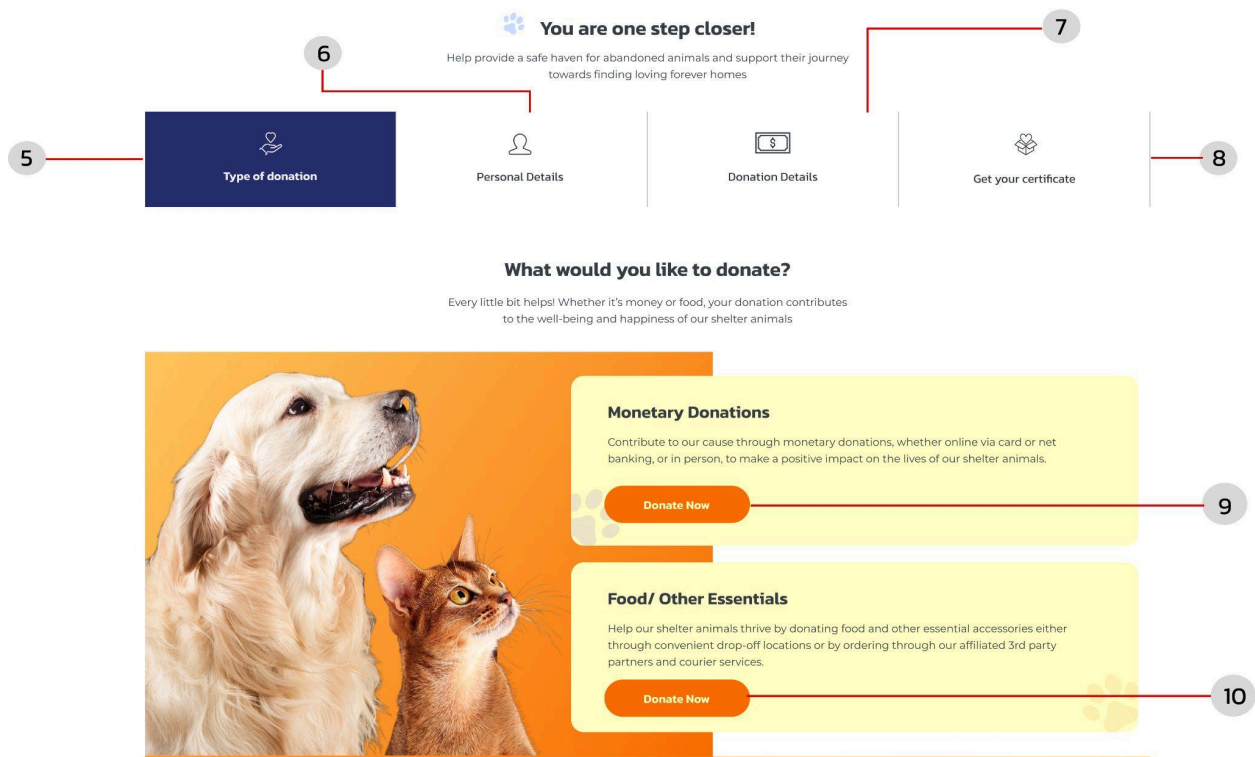
3. Selecting the "Donate Directly to the Shelter" option leads you to a page where you can explore various methods to make direct contributions to the organization.

4. The "Donate to a Fundraiser" option directs users to a page where they can discover details about contributing to different fundraisers.

## Donation Page Contd.



1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

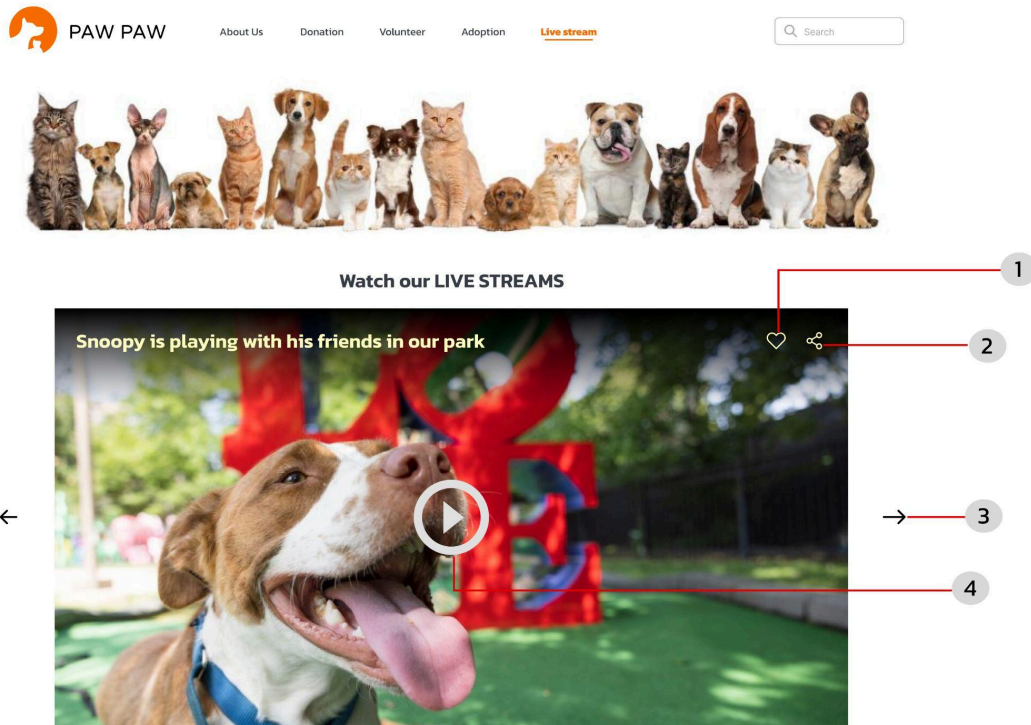


5. The "Types of Donation" option empowers users to explore diverse ways of contributing to the organization. The selected button is highlighted in blue, providing clear indication of the current page.
6. The "Personal Details" option guides the user to a dedicated page where the user can provide essential information necessary for completing their donation.
7. The "Donation Details" button guides users to a page where they can choose and input the necessary information to complete their donation.
8. The "Get Your Certificate" page is where users can download a certificate for their donation and receive confirmation details for their contribution.
9. The "Monetary Donations" button directs users to the page dedicated to monetary contributions, allowing them to donate funds to the charity.
10. The "Food/Items Donations" button leads users to a page where they can contribute items such as food, toys, and medicine.

4. **Live Stream Page:** The "Live Stream" page is a response to the polite requests from our interviewees during the interviews we conducted. We recognized that users who donate to

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

such charities are often emotionally driven and desire more visual content of the pets to help them decide to contribute. Therefore, we've designed our own version of the live stream page to enrich the user experience and inspire donations.

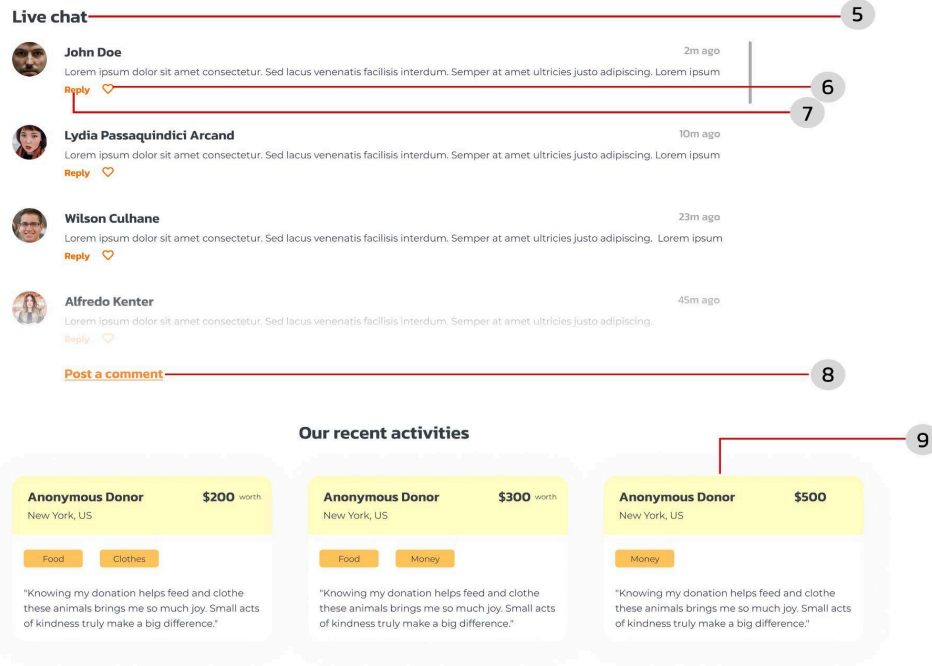


1. The "Heart" button allows users to express their affection for the pets while watching the live stream video.
2. The "Share" button is for users who wish to distribute the video link to their friends, promoting both engagement and potential donations.
3. The "Arrow" button allows users to switch between live stream videos from various rooms within the shelter, fostering transparency and motivating them to contribute.
4. The "Play" button serves to initiate, pause, or halt the video playback.

**Live Stream page contd.**



## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.



5. The chat box on the live stream page enables multiple users to Chat with each other while streaming the video.

6. Heart button facilitating interactions and allowing users to like each other's comments.

7. Users can further engage with one another by utilizing the "Reply" button to respond to each other's comments.

8. The post comment button enabling the users to post their comment.

9. Users have the option to post anonymously if they wish to protect their identity, which enhances their sense of security and trust in the website.

10. Another "Donate" button is conveniently placed here to inspire donations prompted by the live stream video, saving users time and effort, eliminating the need to return to the search or navigation bar to contribute.

5. **Personal Details Page:** The personal details page is the second step of the donation process where the user needs to fill in their information in order to make the donation to the charity.

## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

The screenshot shows a multi-step donation form for Paw Paw. At the top, a progress bar indicates the current step. Below the progress bar, a message says "You are one step closer!" followed by a sub-header "Please enter your details". The form contains several input fields: First Name, Last Name, Email, Mobile No., Street Address, City, State, and Zipcode. A checkbox labeled "Donate anonymously" is located below the form fields. At the bottom, there are two buttons: "Go back" and "Next - Donation details".

Annotations:

- 1. Points to the "Personal Details" button in the progress bar.
- 2. Points to the "Please enter your details" sub-header.
- 3. Points to the "Donate anonymously" checkbox.
- 4. Points to the "Next - Donation details" button.
- 5. Points to the "Go back" button.

1. The "Personal Details" button, highlighted in blue, indicates the current step or page in the process of making a donation, helping users stay oriented.

2. The form where the user needs to put in the details like their name, email, address and phone number, etc.

3. This button allows users to donate anonymously if they prefer not to share personal information.

4. The button to take the user to the next step of the donation process.

5. A "Go Back" button in case the user wants to re-read the information on the previous page.

**6. Money Donation Page:** We offer two donation categories: monetary and food/items donations, granting users the freedom to contribute as they desire. This particular page is designed for making monetary donations.

The screenshot shows the Paw Paw website header with the logo and navigation links: About Us, Donation, Volunteer, Adoption, and Live stream. Below the header is a banner image featuring various animals. The main content area shows a progress bar with four steps: Type of donation, Personal Details, Donation Details, and Get your certificate. The "Donation Details" step is currently active and highlighted in blue.

Annotation:

- 1. Points to the "Donation Details" button in the progress bar.

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

2 **Donate Amount**

\$10.00 \$20.00 \$35.00  
\$50.00 \$75.00 \$100.00  
Input Amount...

4 **Recurring payments**

☒ One time donation  
☐ Weekly ☐ Monthly ☐ Yearly

Your monthly support prepares us for every challenge and lets us plan for the future.

3 **Payment**

Email  
joylawson@gmail.com

Phone number  
(000) 000-000

Payment method  
\*\*\*\* 8304 VISA + Add new  
Mastercard Apple Pay Google Pay Discover

Card holder name  
Ex. Jane Cooper

Billing address  
United States

Zip code City  
Ex. 73923 Ex. New York

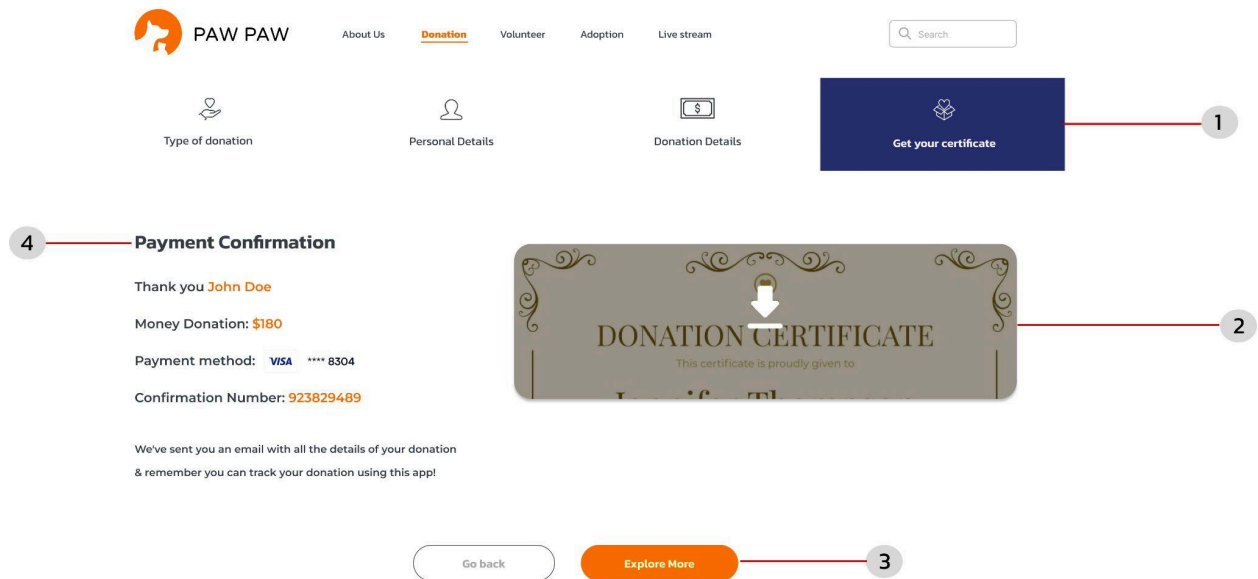
☒ Billing address is same as shipping

Go back Donate \$50.00 5

1. The bold "Donation Details" button highlighted in blue, helping users easily identify the current page they're on.
2. An option to select from predefined amounts for quicker and more convenient payments.
3. The payment section to fill in the user's card information.
4. The "Recurring Donation" option provides an avenue to promote future contributions, granting users the flexibility to set up recurring donations on a monthly, quarterly, or other basis.
5. This button not only reflects the chosen donation amount but also seamlessly directs users to the subsequent step/page in the donation process.

7. **Money Donation Confirmation Page:** This page serves the dual purpose of confirming the payment and providing users with the option to download their donation certificate, which can be useful for those seeking tax deductions.

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.



1. The bold "Get your certificate" button highlighted in blue, helping users easily identify the current page they're on.

2. The option to download a PDF of their donation certificate.

3. The "Explore More" button is available for users who wish to make additional donations or further explore the website.

4. The Payment Confirmation section includes details such as the user's name, the donated amount, the card number used for payment, and the transaction number for the user's reference.

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

## 8. Food/Item Donation Page

1 **Donation category**  
Select what you want to donate below (multilabel choice)

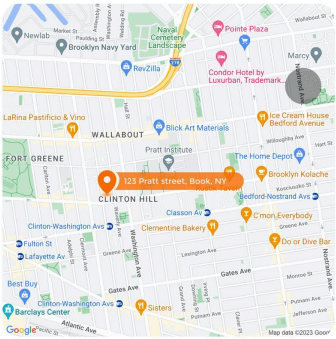
All Food Clothes Accessories Blankets Medicines

2 **Donation details**

Email  
joylawson@gmail.com

Phone number  
(201) 850-6210

Enter your Zip code to find the nearest drop of location  
567823

3   
Your closest drop of point is: 123 Pratt street, Book, NYC 123243

4 Briefly describe the items/food you plan to donate

5 Add Item

6 Select an available drop of time

7 10am - 11 am - Friday Oct 27th

8 Go back Book donation

9 Donate Now

10

1. "Donation categories" multilabel choice allow user to check everything they want to donate.

2. The form where the user needs to put in the details like their name, email, address and phone number, etc.

3. This allow user to quickly copy the donation drop off location.

4. User can add addition items that they want to donate.

5. Add items that are not in the checklist.

6. Available drop off time section

7. User can select hour that they what to drop off when the staff are also available.

8. Confirm the donation items, time and location.

9. Donate through other vendors that directly send to the location.

10. More options.

## 1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

Refer to the appendix to check out some other pages like "About us", "Financial reports", "Add item pop-up",

**9. About Us Page:** The "Fundraisers" page is dedicated to raising funds for pets with special needs and aims to inspire users to support specific pets by making donations.

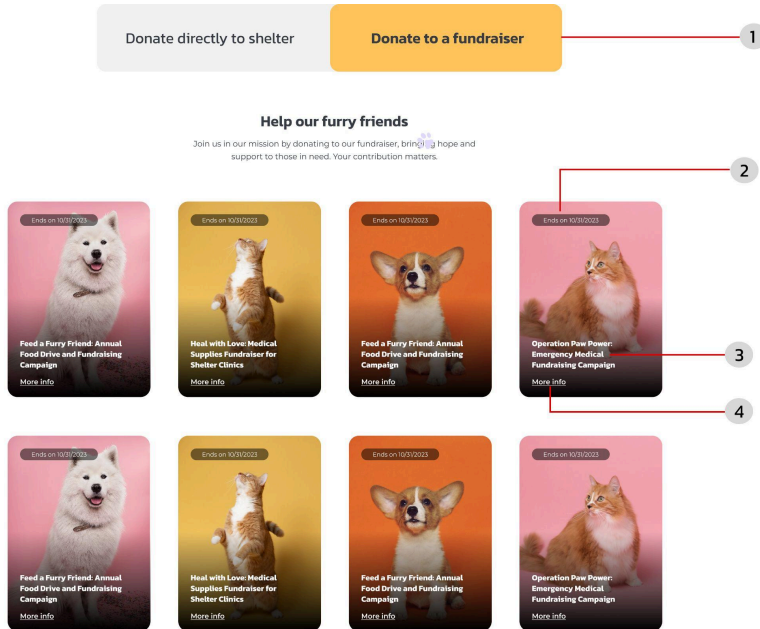


1. The "Read Financial Reports" button is available for users who wish to gain insights into how their donated funds will be utilized.

2. "Donate" button takes them to the donation page with different donation options.

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

10. **Fundraisers:** The "Fundraisers" page is dedicated to raising funds for pets with special needs and aims to inspire users to support specific pets by making donations.



1. The "Donate to a Fundraiser" option directs users to a page where they can discover details about contributing to different fundraisers.

2. This section shows the name of the pet.

3. As mentioned on the landing page as well this Information includes the pet's age and location of residence. This information also includes the breed and sex of the pet.

4. More information covers the specific needs of the pet and provides reasons for the user to consider making a donation to support them.



1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

**11. Add Items Pop-up:** The add items pop-up is displayed when the user clicks on the “add items” link from the Food donation details page. This allows the user to add details about the items that they are donating. Especially expiry and manufacturing dates for food items and quantity.

The image shows a mobile application interface for adding items. At the top, there is a dark header bar with the text "Phone number". Below this is a white pop-up window titled "Add items" with a close button (X) in the top right corner. The form contains several input fields and buttons, numbered 1 through 6 for reference:

- 1: Close button (X) in the top right corner of the pop-up.
- 2: "Add items" title text.
- 3: "Item for" dropdown menu, currently showing "Dog".
- 4: "MFG Date" and "Expire Date" date pickers, both showing "12".
- 5: "Description" text input field.
- 6: "Add Item" button, which is orange and located at the bottom right of the form.

Other visible elements include "Item Category" (set to "Food"), "Item Name", "Quantity", "Go back" button, and a footer text "Select an available drop of time".

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

1. The "close icon" allows the user to close the pop-up and go back to the main page
2. The "Add items" heading gives the context of the page to the user
3. The "Item for" drop down allows the user to select the animal for which they are donating
4. Users can choose the date using the calendar icon
5. They also have the option to add more details about the item
6. When the user clicks on "Add time" button they are redirected to the main page with a feedback screen that says "item is added successfully"

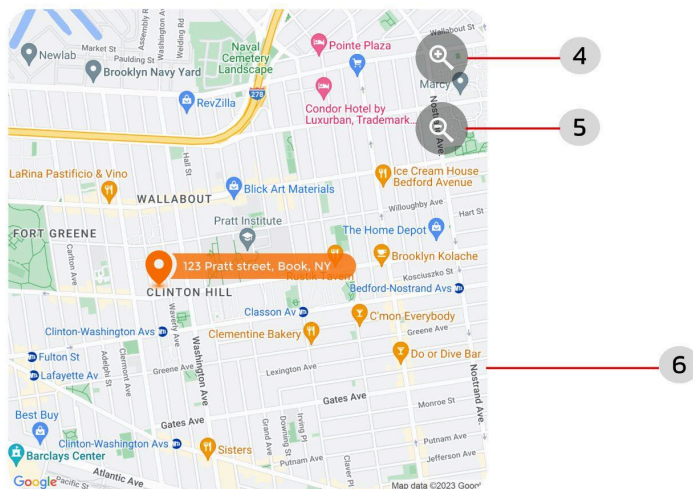
**12. Food and Other Donation confirmation Page:** This page serves the purpose of confirming providing users with the address, timings and map for their drop-off.

Thank you for your reservation! We can't wait to see you at

123 Pratt street, Book, NYC 123243.  2

Your reservation time is

10am - 11 am - Friday Oct 27th 3



2&3. This section shows the address and timings for the donation drop-off appointment

4&5. Map zoom-in and zoom-out icons for users to check the precise location and neighbourhood

6. Mini Map that highlights the main location

7. "Explore more" button takes the user back to the home screen to allow them to know more about shelter's work

8. "Go back" takes them to the "Donation Details" page

We've sent you an email with all the details of your donation reservation  
& remember you can track your donation using this app!

8

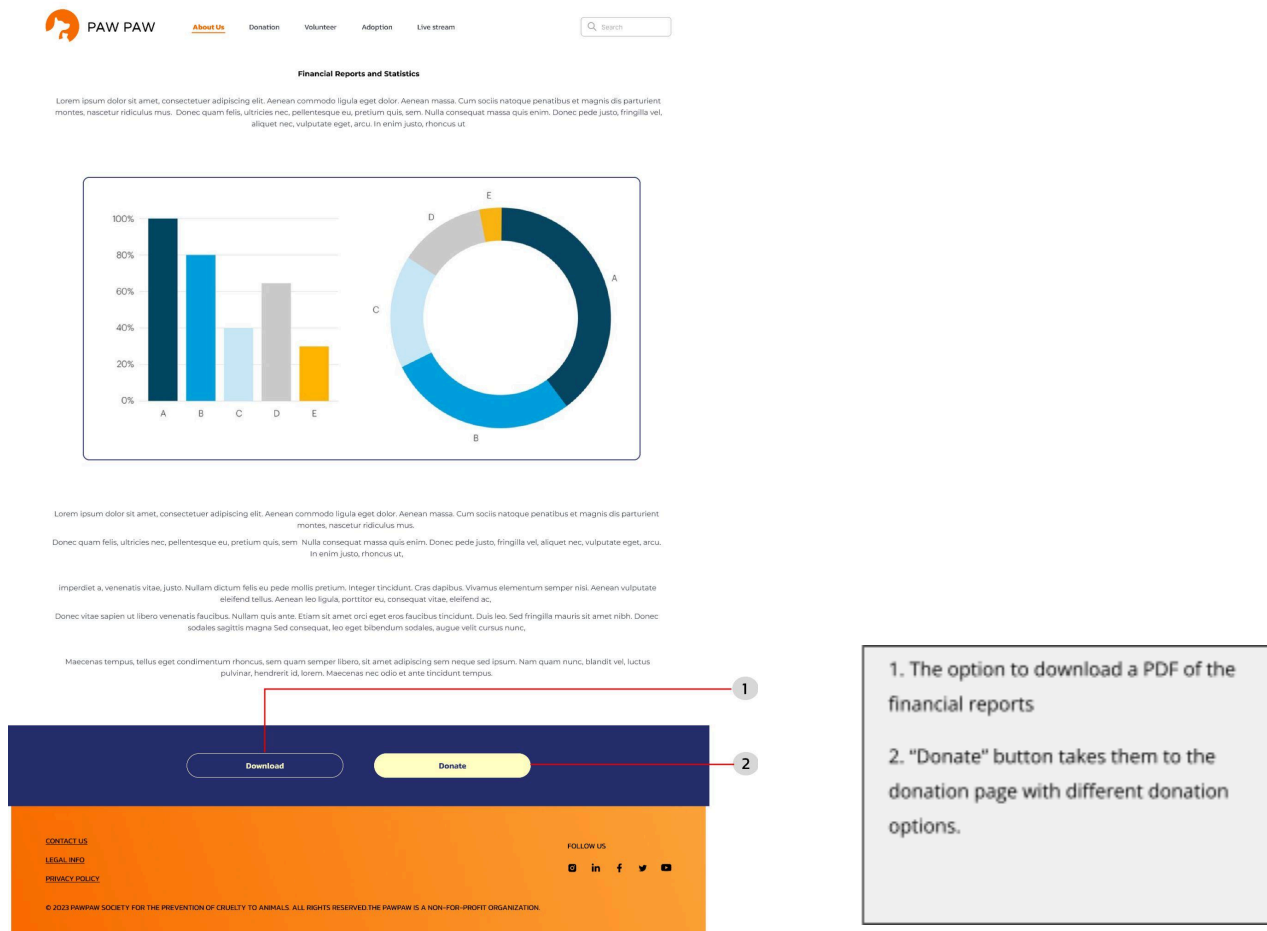
Go back

Explore More

7

1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

**5. Financial Reports Page:** Shows the users how the money and items are used for the animals well-being



## A.4 Testing Protocol

### Introduction:

Hello, [Participant's Name],

Thank you for joining us for this usability testing. I'm [Your Name], and these are my teammates. They will be taking notes throughout this meeting. We appreciate your willingness to take part in our discussion today. We aim to make this experience as comfortable as possible for you.

Before we begin, let me address any concerns you may have about this interview.  
[Pause to allow for participant's questions or concerns]

The purpose of this conversation is to gather valuable insights on how we can create an effective, user-friendly website for an animal charity organization that focuses on various causes and encourages donations. We are not here to test you, we are here to show you our website, you simply need to tell us what you think of it. So try to think out loud. There is no right or wrong answer.

### Structure:

Throughout our usability test, we have prepared 4 tasks to guide our conversation. We encourage you to respond naturally, just as you would in a regular conversation.

It's worth noting that I am a student working on a course project, creating a mock website for an animal charity. Our work is not affiliated with any real animal charity organization. Your honest feedback is crucial to help us gain a better understanding of your perspective.

### Duration:

Our usability test is expected to last approximately 15 minutes. If you have any questions or need clarification at any point, please don't hesitate to ask.

Remember, this interview is not a test. We simply want to hear your thoughts and insights as if we were having a casual conversation.

Shall we go ahead and start our discussion?

---

### Consent:

To keep a record, would it be alright if we recorded this session? Please know that your privacy is paramount, and this recording will solely serve internal purposes and won't be shared with anyone else. However, we completely understand if you prefer not to have the meeting recorded.

---

**Scenario:**

It's your birthday and you are looking forward to making a donation at an animal shelter. You come across "Paw Paw" animal shelter website and decide to explore their work and check out the donation options.

**Tasks:**

5. Explore the homepage. Express your thoughts out loud.
6. Make a monetary donation. Explain your process out loud.
7. Make a food/item donation. What is your thought process?
8. Participate in the live chat with the community. Describe your thought process out loud.

**Follow-up questions:**

4. Were there any specific aspects of the website or the donation process that stood out to you, either positively or negatively?
  5. Do you feel that our design effectively conveyed the intended emotions and transparency?
  6. Do you feel that the site was easy to navigate?
- 

**Closing the Interview:**

As we come to the end of our conversation, I want to express our sincere gratitude for your participation. Your insights and feedback are invaluable in our mission to create a compelling and effective animal charity donation campaign website.

**Final Thoughts:**

Is there anything else you'd like to add or any questions you have at this point?

If there's nothing else, we'll go ahead and wrap up our conversation. Please feel free to reach out if you ever wish to provide further feedback or if you'd like to stay updated on our progress.

Thank you and have a wonderful day!

**External links**

1. **Our canvas** - [Miro board](#)
  2. **Interview transcripts and observation** - [Interviews and Protocols](#)
  3. **Figma file** - [Wireframes and designs](#)
-

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1. Added a Testimonial section here to help the user understand the Financial Reports Credibility.

4. **Usability Findings** - [Google Sheet](#)

5. **Figma Prototype** - [Prototype Link](#)