

1. Title: Chicago Animal Care & Control Website Redesign

2. Author and stakeholders:

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4. Background: Last year, 2,359 animals were adopted from Chicago Animal Care and Control; 6,554 were transferred to partner organizations, and 3,306 were euthanized either by request of their owner or due to “health, behavior, and/or capacity for care, such as resources to treat or space”¹. We believe that the website’s current confusing design and format has contributed to these numbers and have discouraged engagement from potential adopters.

5. Goals: Our goal is to redesign the CACC website such that users are provided with necessary information and able to complete important tasks with ease. We also aim to maintain CACC’s mission and values with this website redesign.

6. Research questions:

1. What drives people to adopt animals on specific websites?
2. What level of awareness do our participants have about CACC and its services?
3. What part of the adoption process is most frustrating for individuals?
4. What information do people find most helpful and necessary when looking to adopt an animal?

7. Methodology: User Interviews will be conducted by following the same interview plan and script with 5-6 different participants. Each interview will be conducted verbally and will be recorded.

8. Participants: An individual who has owned an animal.

Note: Provide a list of the primary characteristics of the people you will be recruiting to participate in the study. Have a good reason for each and every characteristic. If you have two participant groups, describe both groups’ characteristics in lists or in a table. Append a draft form that you’ll use to screen participants.

¹https://www.chicago.gov/city/en/depts/cacc/supp_info/cacc_data_statistics.html

UX Research Plan Template

9. Schedule:

Week 1:

- Day 1: User Research and UI Analysis
- Day 2: Definition and Ideation
- Day 3: UI Paper Prototyping and RWD Wireframing and FE Development

Week 2:

- Day 4: UI/FE Style Guide and Mid-Fi Prototyping
- Day 5: RWD UI Testing / FE Development
- Day 6: Hi-Fi FE Prototyping and Testing

Week 3:

- Day 7: Presentation Prep
- Day 8: Presentations
- Day 9: Presentations

10. Script Placeholder:

Prior to Recording:

- Introduce self
- Describe the purpose of the interview and how their responses will be used for the project
- Ask their permission to record the interview

After Recording

1. Do you have any animals currently?
2. Have you adopted before? Tell me about that experience.
 - a. If yes:
 - i. Can you tell me what first drew you to the animal you chose?
 - ii. Can you tell me the greatest pain point when it came to the adoption process?
3. Why did you choose to or not to adopt?
4. Have you ever fostered an animal before? Tell me about that experience.
5. Do you have experience visiting adoption centers (whether or not you've decided to adopt)? Tell me about that experience
6. What information about an animal or adoption center would encourage you to adopt?
7. Are you aware of the animal adoption centers in your area? How did you hear about them?