

UI PROTOTYPE PRESENTATION CASE STUDY

Project Name: Atlanta Beagle Rescue (ABR) Website Redesign

Project Description: As User Researchers and User Interface Designers we want to help ABR fix their website so that they are better able to facilitate the adoption and fostering of the Beagles they feature on their page.

Team Members: Sierra Swann, Natasha Nanda

Tools Used: *Miro, Google Docs, Google Drive, Adobe XD*

Project Overview

The Problem:

We have observed that [Wynn Caruso, a potential dog adopter](#), struggles with [finding an informative and reputable organization to adopt, donate, and volunteer with](#) which causes [anxiety and stress to her adoption process](#).

The Solution: *[Provide steps you took to find a solution to the original problem.]*

To create an online space that can make it easier for users to find their future pets and create a community around those with the same love and vision as the Atlanta Beagle Rescue.

Research

[Stakeholder Contact:](#) Melissa from Atlanta Beagle Rescue

[Competitor Analysis](#)

[Heuristics Evaluation](#)

[Google Forms Survey](#)

Proto Persona:

Proto Persona



Name: Wynn Caruso

Age: 53

Behavioral Demographics:

Marietta, GA
Husband and 2 children in college
House wife
Empty nester

Psychographics:

Used to be afraid of animals, but after her parents bought her first dog she was hooked.

Is a natural caretaker

Needs & Goals

Longing to take care of someone or something to help remove loneliness

Feels it is important to support her community

Pains & Frustrations

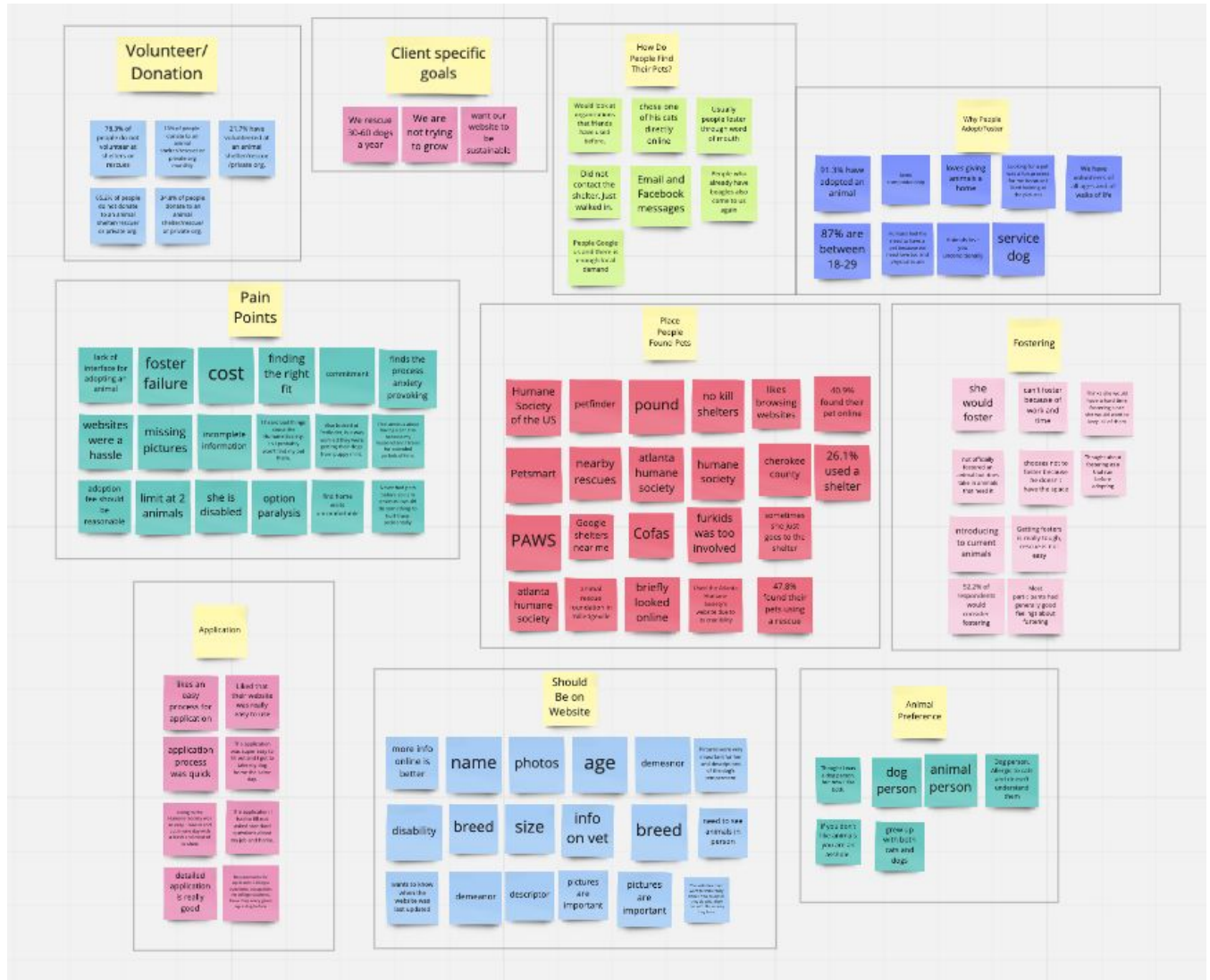
Finding places that are reputable

Finding enough information on the website about the dog before she goes to visit

[Individual /Client Research](#) - Interviewed 5 people one on one

[Survey results](#) - 23 respondents

Affinity:



User Persona

User Persona



Name: Wynn Caruso

Age: 53

“I want to give a furbaby a loving home”

Bio:

Wynn lives in Marietta, Georgia. She has struggled with loneliness since her second child moved out for college last year. She has since been seeking a new companion. She goes for walks and is an avid church goer. She is concerned about supporting her community in her growing age.

Behavioral Demographics:

- Marietta, GA
- Husband and 2 children in college
- Near-retiree
- Empty nester

Needs & Goals

- Longing to take care of a pet because they need a home and she wants an extra companion
- Needs to find a place to adopt from that will give her good information on the animals

Psychographics:

- Used to be afraid of animals, but after her parents bought her first dog she was hooked.
- Is a natural caretaker
- Likes to stay in shape and takes daily walks

Pains & Frustrations

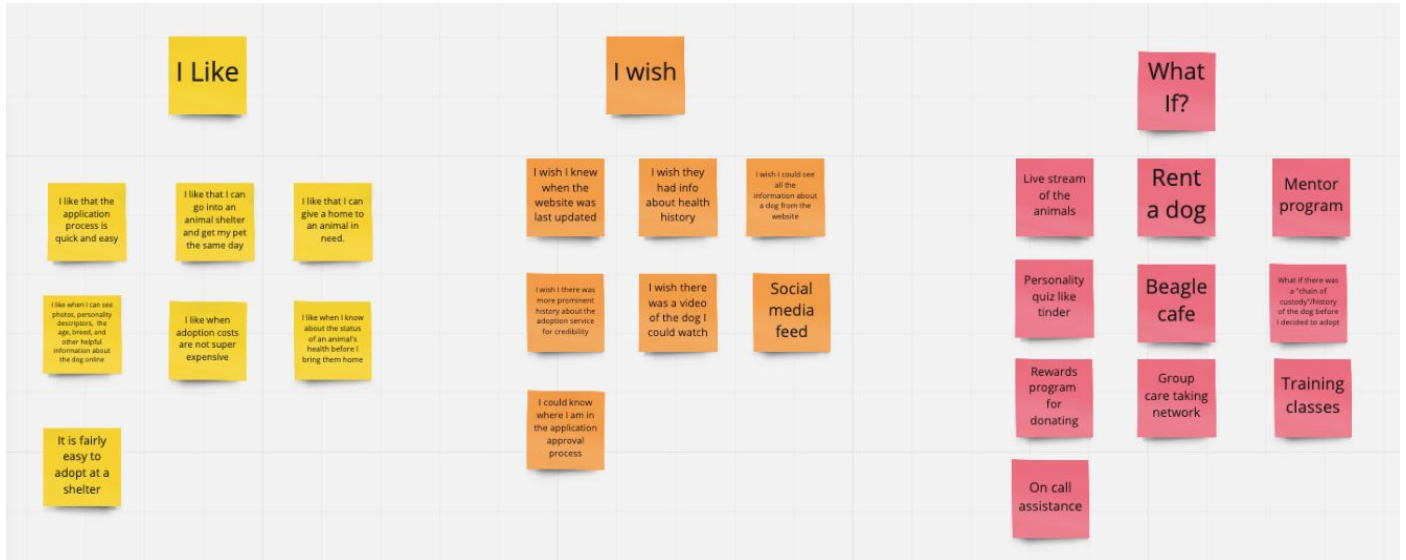
- Finding places that are reputable
- Finding enough information on the website about the dog before she goes to visit

Value Proposition:

My organization [Atlanta Beagle Rescue](#) is redesigning their [website](#) to help [displaced beagles in the Atlanta area](#) find [homes through adoption and fostering programs](#). We're better because [we are a local, breed-specific organization that chooses qualified adopters and fosters through a thorough vetting process](#). We are credible because we are a reputable [501c3 non profit organization](#).

User Flow + Storyboard or User Journey Map

I like, I wish, What If:



Prioritization Matrix:



User Scenario

1. User Persona	3. User Scenario	2. Goals
------------------------	-------------------------	-----------------

<p>Wynn Caruso</p> <ul style="list-style-type: none"> - 53 years old - Lives in Marietta, GA with her husband - Natural caretaker - Likes to stay in shape and takes daily walks - Likes to be outside - Enjoys community outreach - Attends church regularly 	<p>Wynn goes online to see the best places to find a dog</p> <p>She gravitates towards Atlanta Beagle Rescue because she believes Beagles will keep her young and active</p> <p>She contacts ABR after reading through their requirements</p> <p>She fills out an online application</p> <p>She is approved and able to get her dog.</p>	<ul style="list-style-type: none"> - Wynn wants to be able to give an animal a loving home - She wants to combat her own loneliness - Wynn wants to do something she feels will positively impact her community - Wants to make sure she is getting all the info about the dog she needs upfront
--	--	--

4. Risks and Emotions:

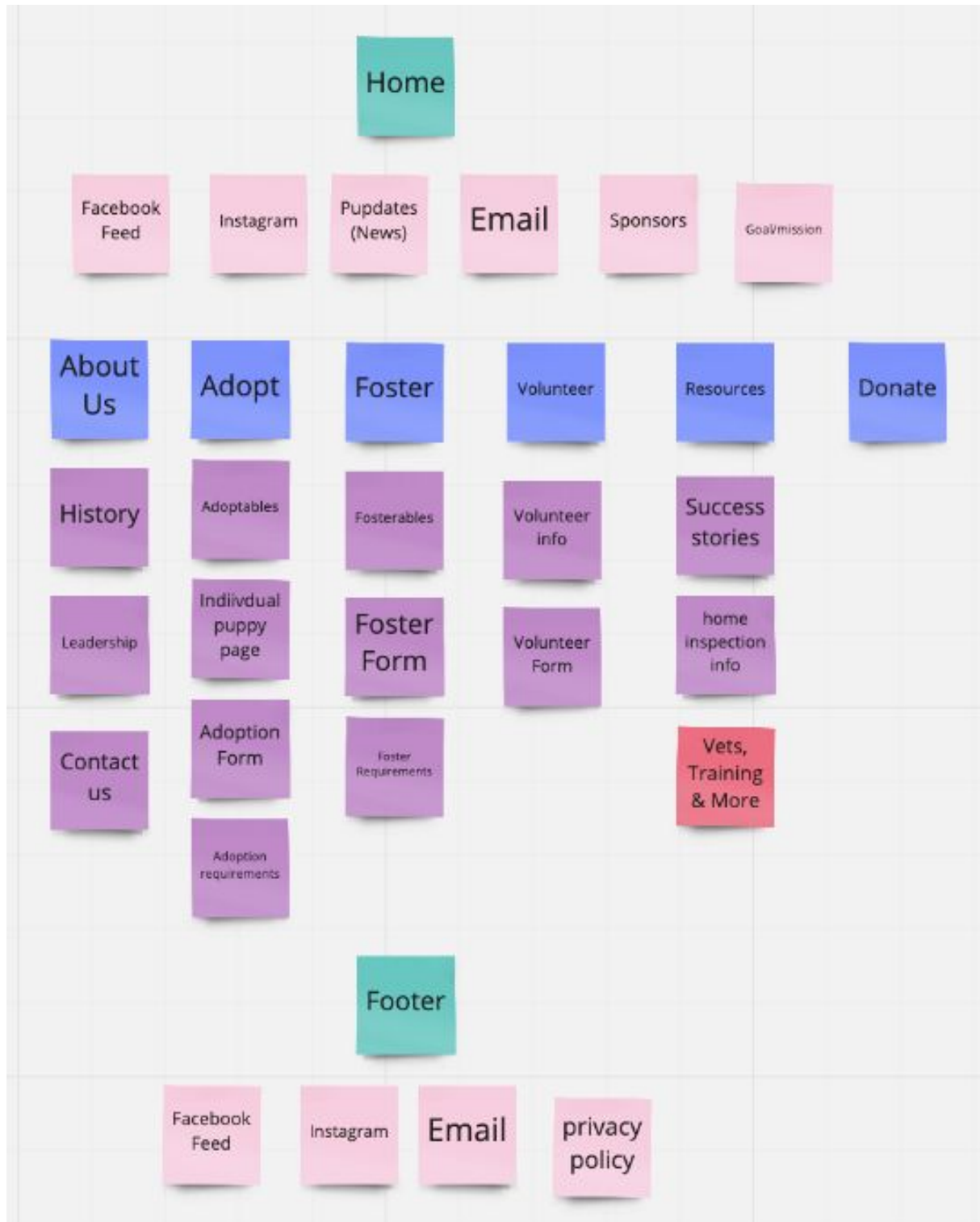
She is excited about getting a dog, but does feel a little nervous she will not have all of the animal's health information up front. She has heard of friends who have been lied to previously. She is hoping that caring for an animal will relieve her loneliness and bring meaning back into her life.

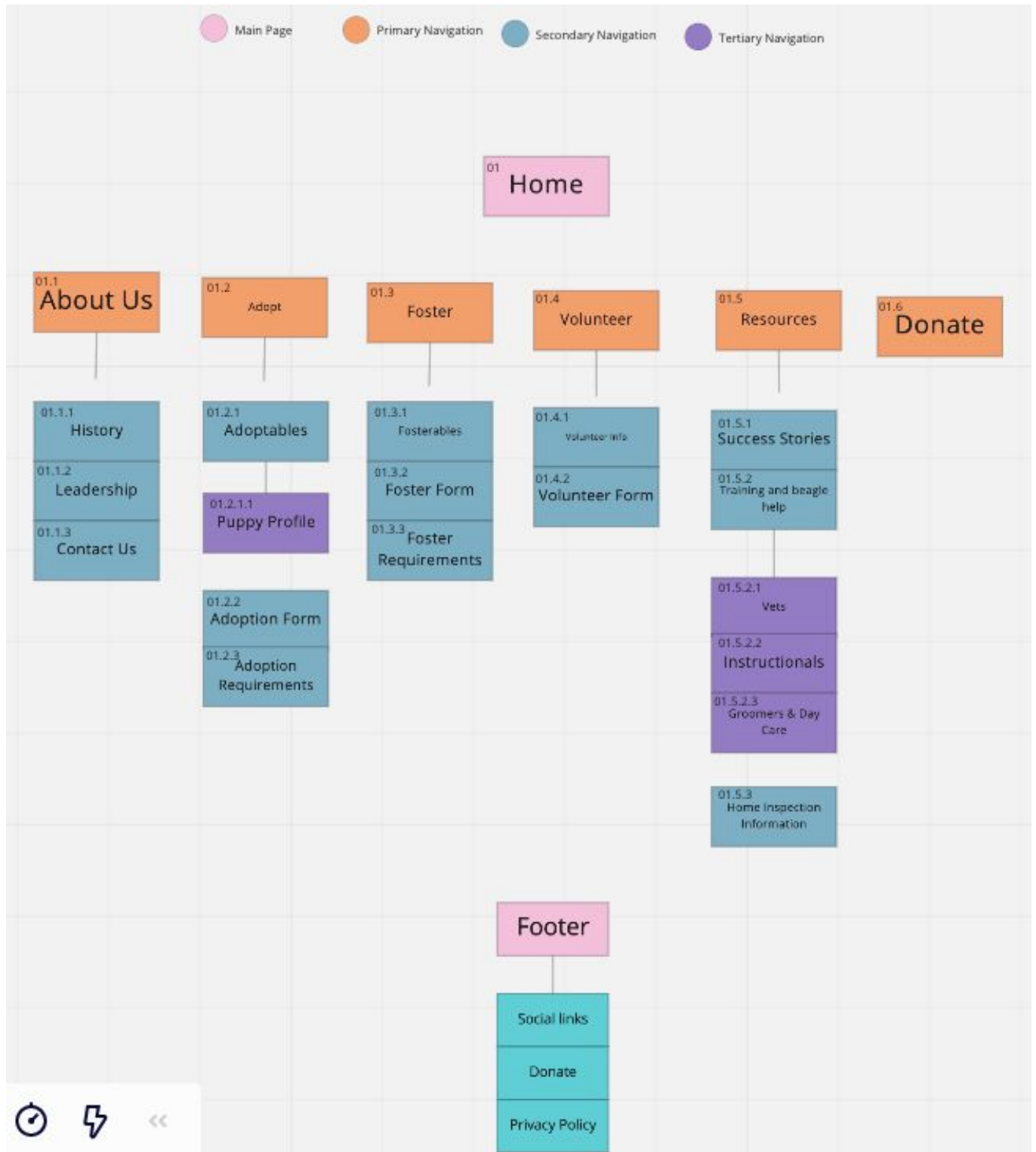
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Wynn is struggling as an empty nester	She seeks out local rescues to find an animal to help relieve her loneliness	She finds the Atlanta Beagle rescue and uses the resources and about page to see if this organization is a good fit for her.	She falls in love with a beagle pictured on the adoptables page and completes the application.	She has a house inspection done and is able to adopt the beagle she fell in love with.

Card Sorting

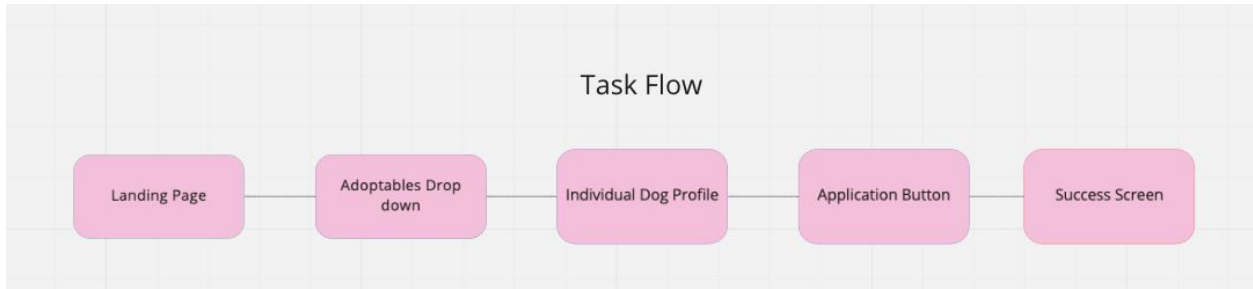
Card Sorting

Home	Foster	Volunteer	About Us	History	Sponsors
Social Media	Instagram	Leadership	Success stories	Donate	Facebook Feed
Adoption Form	Adopt	Adoptables	Resources	Goal/mission	Adoption requirements
home inspection info	Contact us	Email	Individual puppy page	Pupdates (News)	





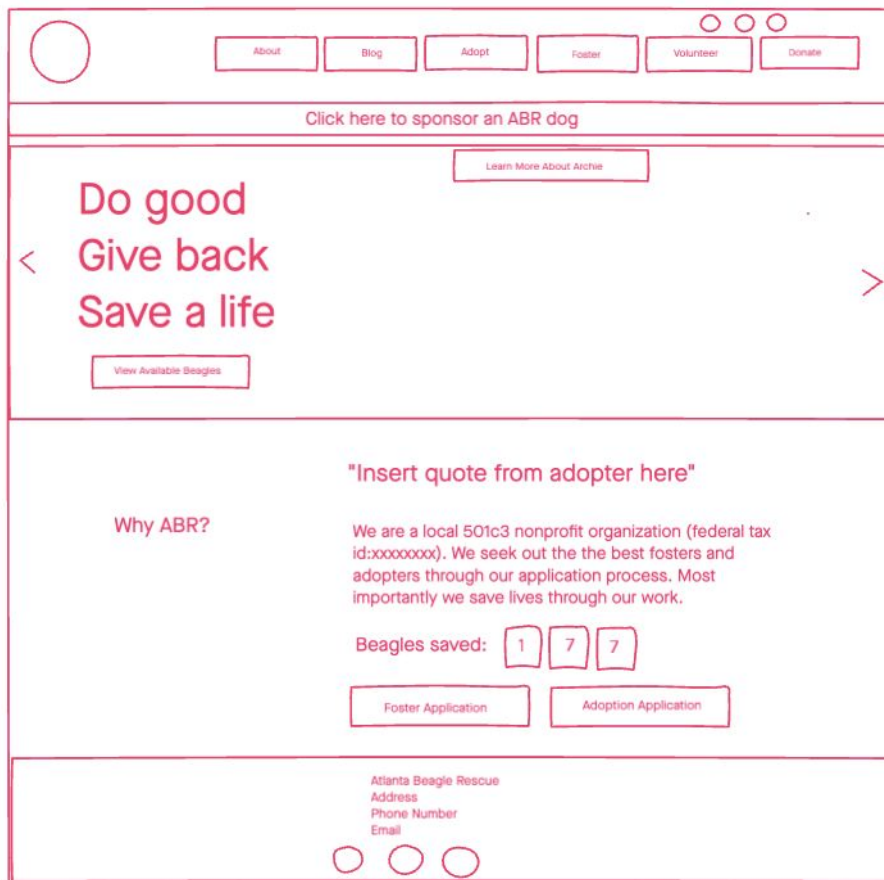
Task Flow



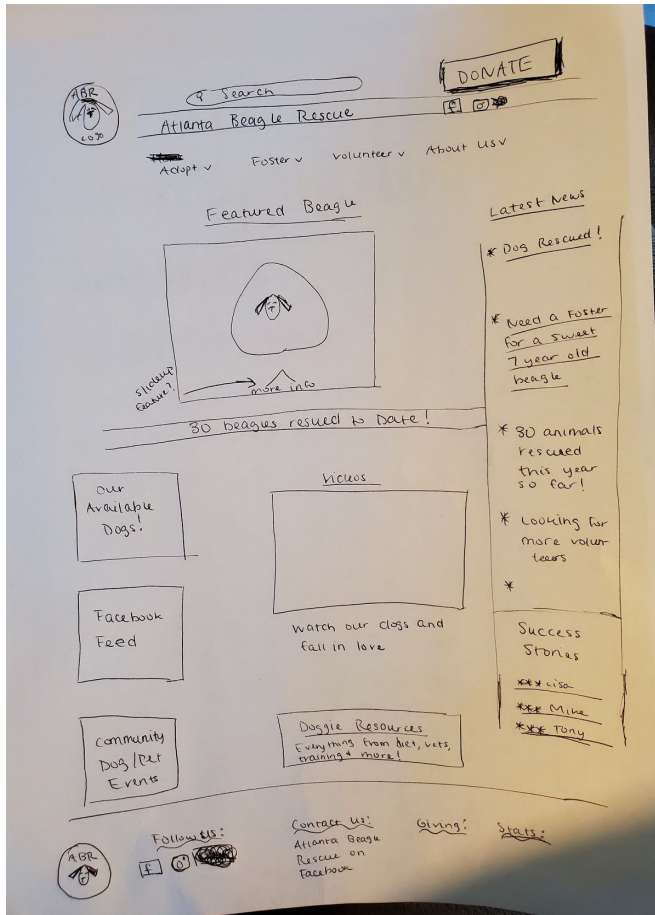
UI Wireframes (RWD) & Testing

Sketches

[Natasha's Sketches](#)

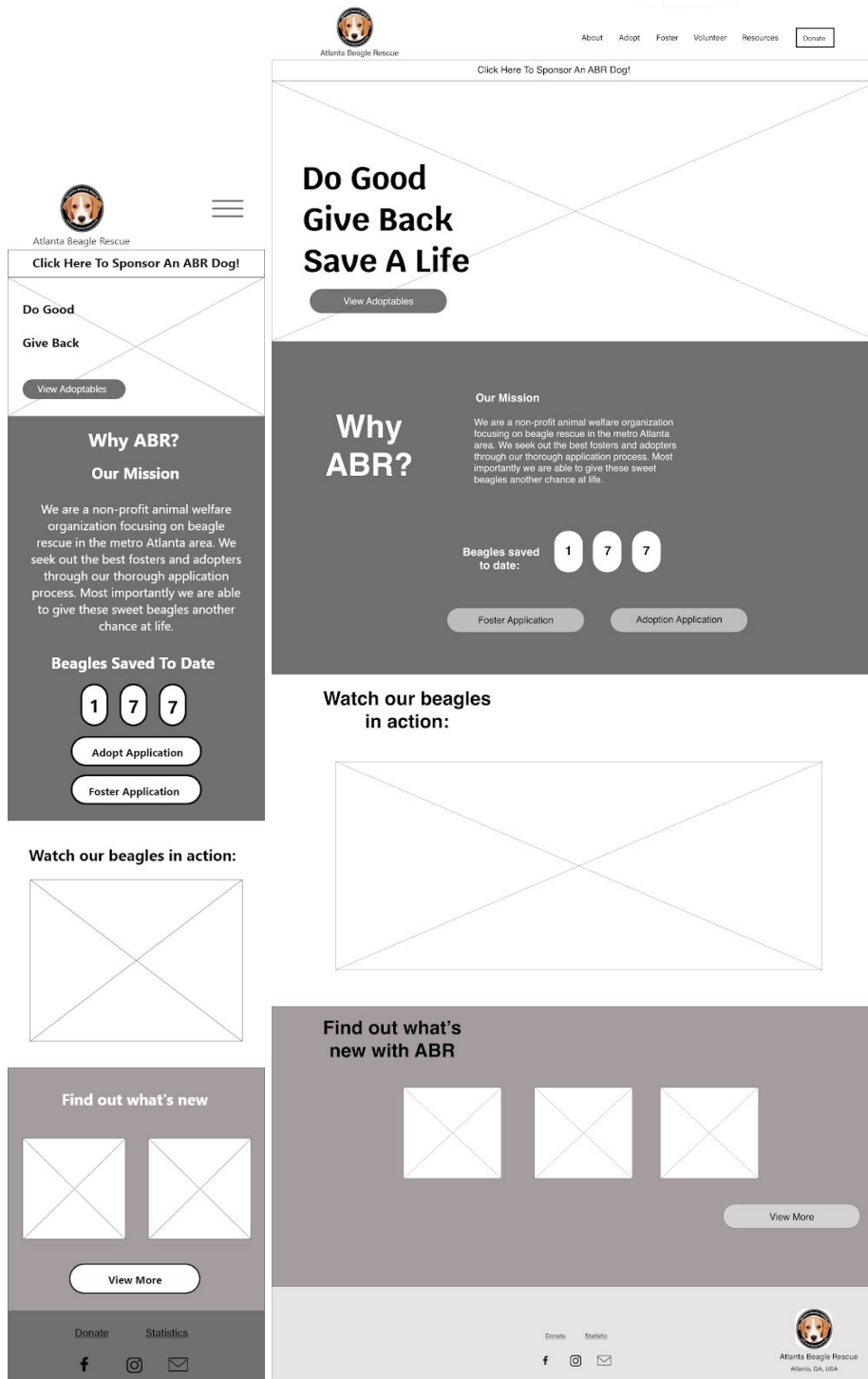


[Sierra's Sketches](#)



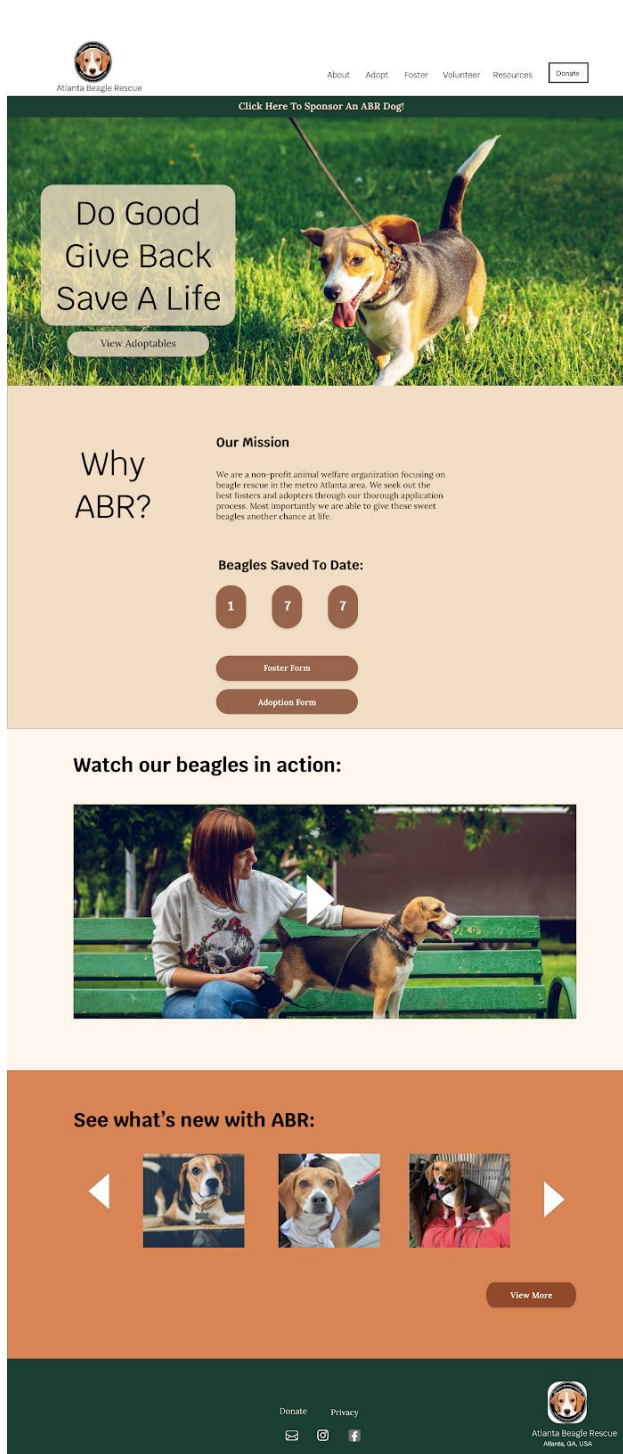
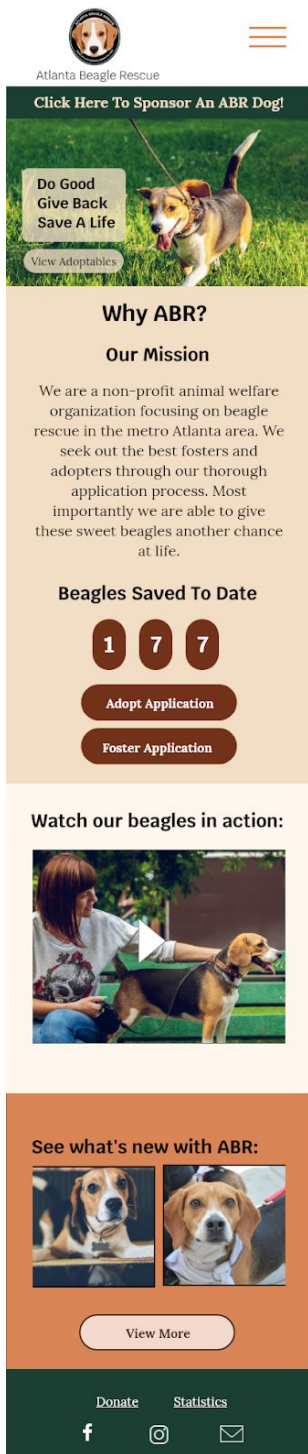
Low Fidelity

- [Mobile Wireframes](#)
- [Desktop Wireframes](#)
- [Low Fidelity User Testing](#)



High Fidelity

- [High Fidelity User Testing](#)
- [Mobile High Fidelity Prototype](#)
- [Desktop High Fidelity Prototype](#)



Final High fidelity UI Prototype

Summary

Working on this project for the Atlanta Beagle Rescue has been rewarding. Their website was not functional and they revealed to us that they had been hoping to find someone to redo their website, but due to financial reasons it kept being put off. Our plan is to give them the full package of this website redesign with suggestions for a developer to come in and make their website functional. Overall, Atlanta Beagle Rescue does not seem to have a problem with social media engagement and were able to create an active community on their Facebook page without a working website. Our hope for them is that this redesign will add credibility to their business and give them a space of their own to help organize all of the things they need in one place.

