Austin Humane Society

Website Redesign

Megan, Rio, Grady & Lauren

Austin
HUMANE
SOCIETY

64,670+

animals rescued in just 5 years

The Problem

55% of all page views get less than 15 seconds of attention.

➜ Confusing Navigation and Page Layout

➜ Wordiness

➜ Too Much Content

(Source: Chartbeat)

The Solution

➔ Simplify **Navigation** and Page Layout

➔ Less Words, More **Imagery**

➔ **Consolidate** Content

"For Austinites to be encouraged to foster, adopt and donate to Austin Humane Society, they need to feel a connection to the organization and be able to navigate the website to find the information they need easily."

TARGET USERS

Mid-30's | Great Job | Married | House

Responsible | Pretty Tech-Savvy

Outdoorsy | Animal-lovers
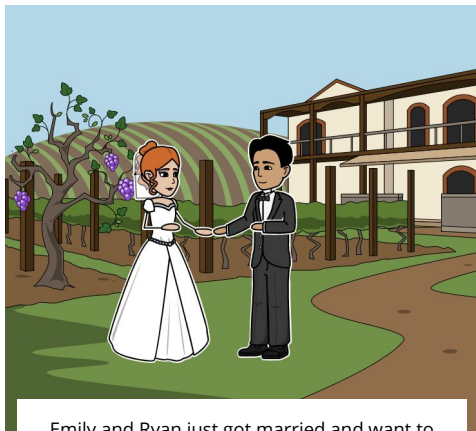
Not a lot of time to waste

70.3% Of respondents said they would search for a pet to **adopt or foster** online
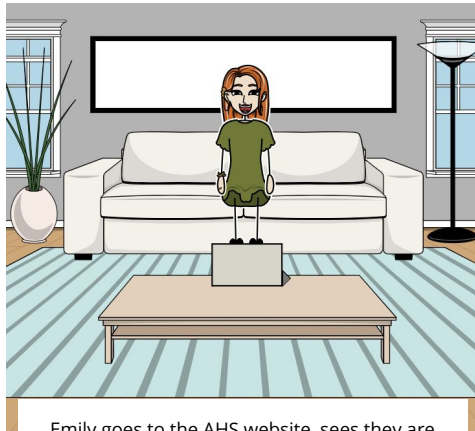
70.5% Of respondents said they would find **volunteer** opportunities online

**72.7%** Of respondents said they would **donate** to a shelter online

Emily and Ryan just got married and want to get a dog! However, neither of them had a pet growing up and they want to foster to see if they are ready for the responsibility.

Emily goes to the AHS website, sees they are overflowing with dogs right now! She fills out an application to foster Wayne, a 4 year old yellow lab mix.
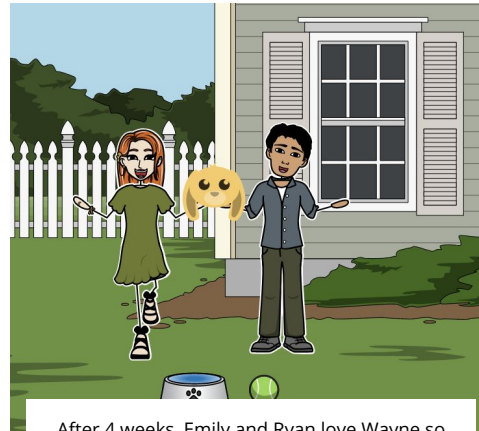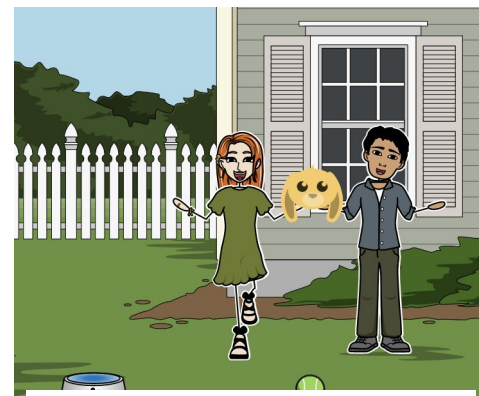

After 4 weeks, Emily and Ryan love Wayne so much they decide to adopt him!
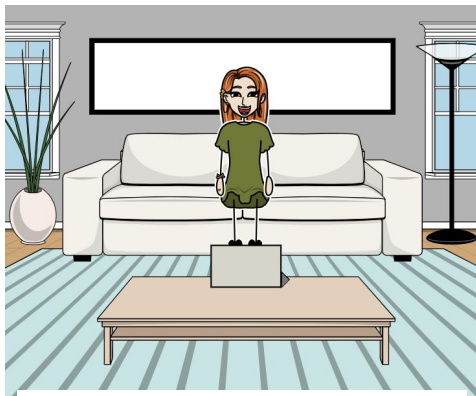
Because their experience with the Austin Humane Society was so great, they decide to go on the website to donate and fill out a success story.
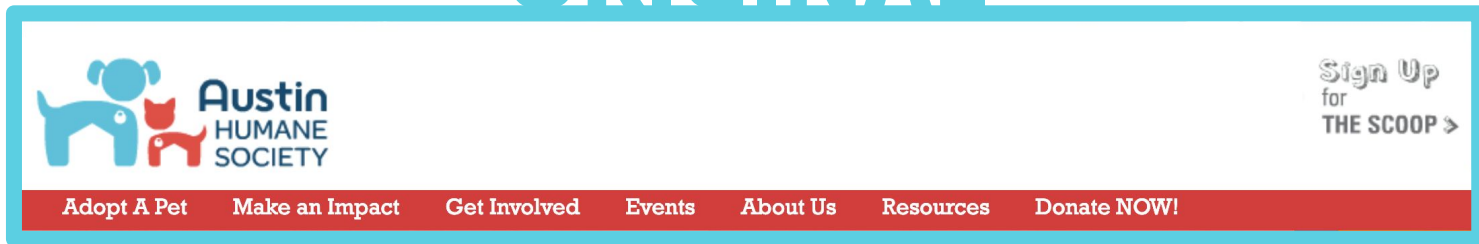

Emily shares her story and donation on her social media to encourage her friends to become involved with the AHS as well.
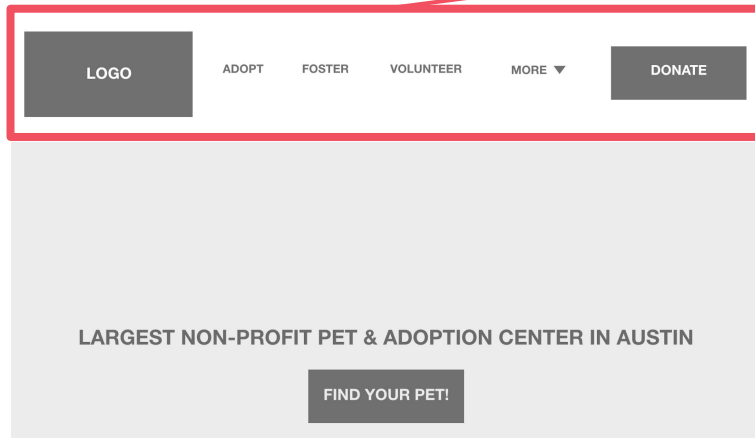

Emily, Ryan and Wayne live happily ever after!

ORIGINAL

Austin
HUMANE
SOCIETY

Sign Up for THE SCOOP >

Adopt A Pet   Make an Impact   Get Involved   Events   About Us   Resources   Donate NOW!

FIRST ITERATION   VS   ★ SECOND ITERATION

LOGO   ADOPT   FOSTER   VOLUNTEER   MORE ▼   DONATE

LARGEST NON-PROFIT PET & ADOPTION CENTER IN AUSTIN

FIND YOUR PET!

LOGO   ADOPT   FOSTER   VOLUNTEER   DONATE   MORE ▼   🔍 Search

Comprehensive, Humane, Life-Saving Animal Services

FIND YOUR PET!

Donate Here! $

Secondary Navigation

ORIGINAL

FIRST ITERATION

SECOND ITERATION

VS

Homepage Layout

MY ACCOUNT | SIGN UP

Austin
HUMANE
SOCIETY

Sign Up
for
THE SCOOP >

Adopt A Pet   Make an Impact   Get Involved   Events   About Us   Resources   Donate NOW!

HERITAGE RANCH
BY H·E·B

GRAIN FREE

NO WHEAT, CORN OR SOY

H·E·B feeds our pets and donates 1% of all Heritage Ranch sales in Central Texas to the Austin Humane Society.

Shop at your local H·E·B today!

★ SECOND ITERATION

FIRST ITERATION

| LOGO | ADOPT | FOSTER | VOLUNTEER | MORE ▼ | DONATE |

LARGEST NON-PROFIT PET & ADOPTION CENTER IN AUSTIN

FIND YOUR PET!

VS

| LOGO | ADOPT | FOSTER | VOLUNTEER | DONATE | MORE ▼ | 🔍 Search |

Comprehensive, Humane, Life-Saving Animal Services

FIND YOUR PET!

Donate Here! $

ADOPT   FOSTER   VOLUNTEER

FEATURED PETS

Style Guide
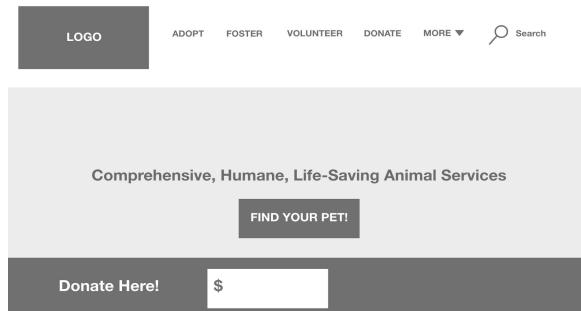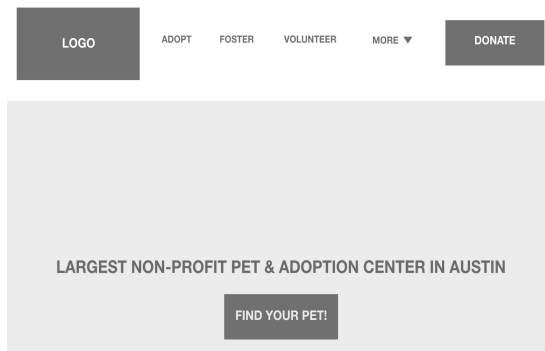
PRIMARY

	Pinkish Red
	#F0505F

	Main Blue
	#70D0E0

	Accent Blue
	#D8F0F1

	White
	#FFFFFF

SECONDARY

	Navy Blue
	#004770

	Yellow
	#FFE329

FONT COLORS

	Navy Blue
	#004770

	Dark Gray
	#707070

	White
	#FFFFFF

HEADING 1   **Opens Sans Bold 100**

HEADING 2   Opens Sans regular 50

HEADING 3   **Open Sans Bold 40**

HEADING 4   Open Sans Regular 26

SUB-HEADINGS   **Open Sans Pro Medium 24**
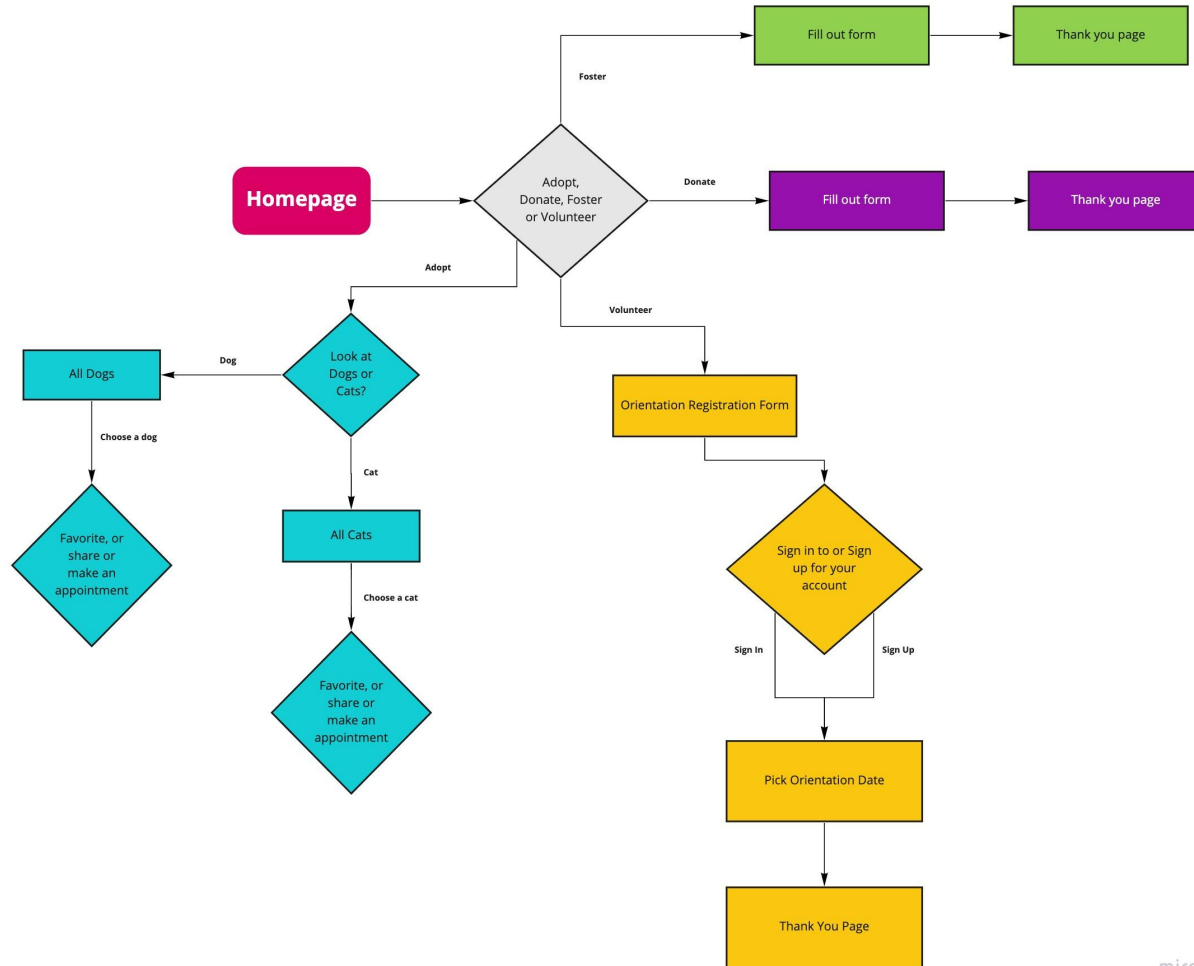SUB-HEADINGS   **Open Sans Bold 18**
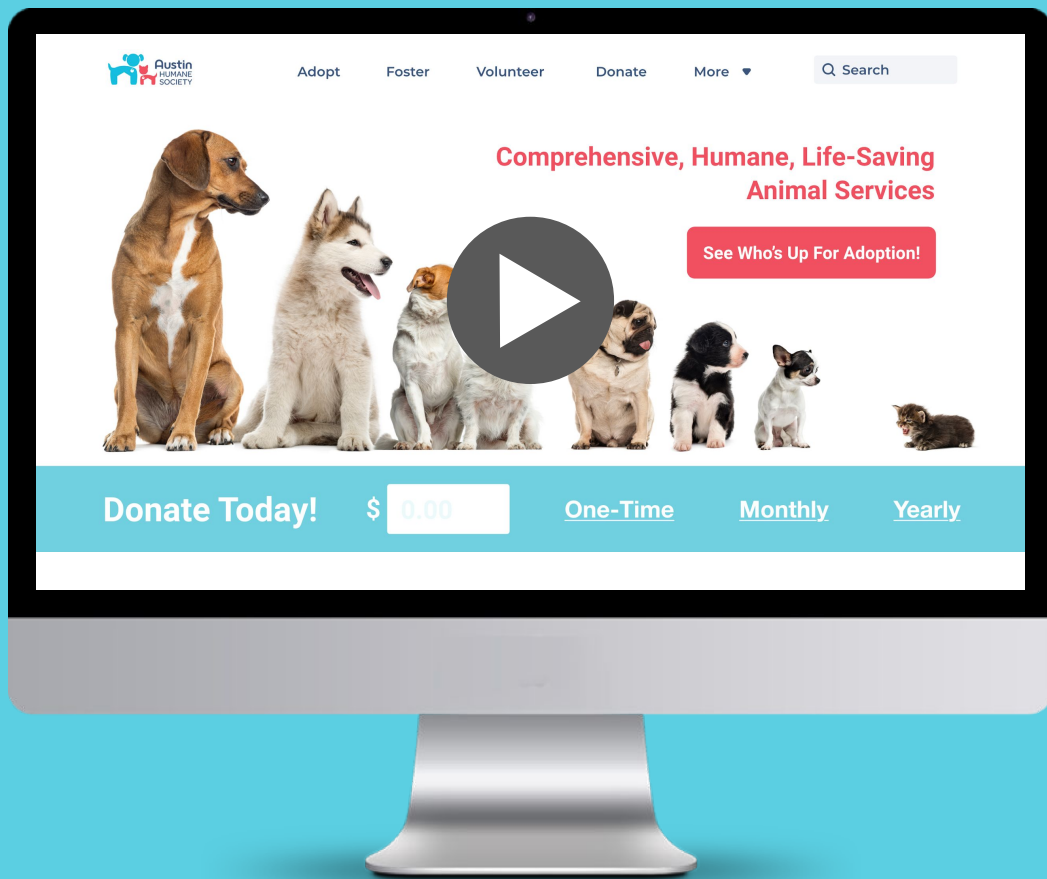
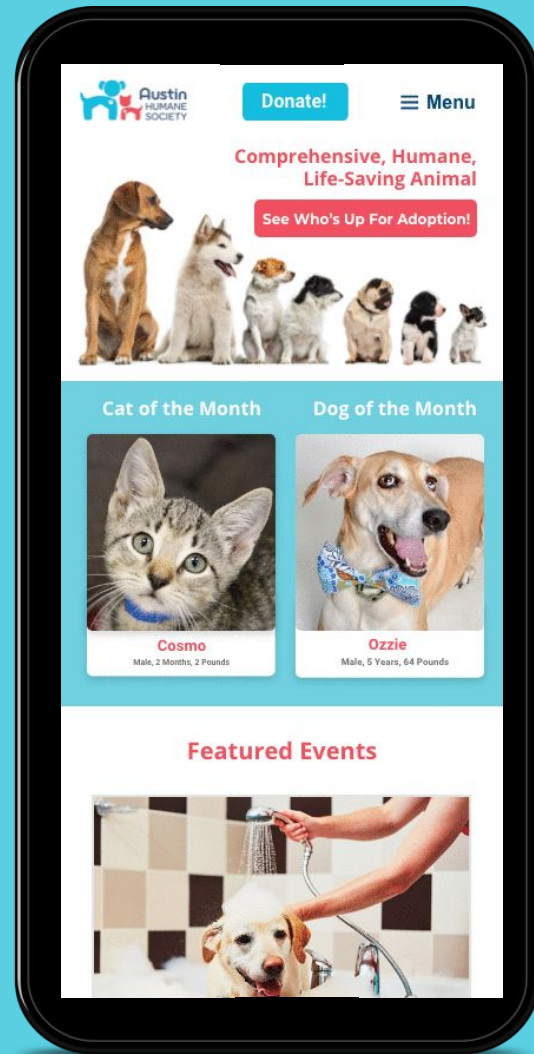**Fill out application**

Learn More

Sign up

More

"Their website matches their brand. I like their logo, it's cute and simple."

Homepage

Adopt, Donate, Foster or Volunteer

Foster → Fill out form → Thank you page

Donate → Fill out form → Thank you page

Adopt →

Look at Dogs or Cats?

Dog → All Dogs → Choose a dog → Favorite, or share or make an appointment

Cat → All Cats → Choose a cat → Favorite, or share or make an appointment

Volunteer →

Orientation Registration Form → Sign in to or Sign up for your account

Sign In / Sign Up → Pick Orientation Date → Thank You Page
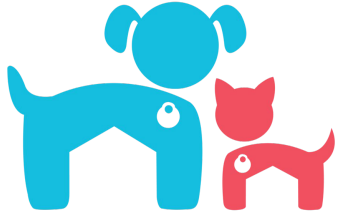
miro

[Clickable Prototypes]

Future Development

➔ More images from the stakeholder, less stock photos

➔ Building out other user flows such as contact us, sponsoring, and events

➔ Implementing a bottom tab bar for mobile navigation

➜ Don't start with colors

➜ Test as much as possible at each iteration

Questions?

We're all ears...