

# Volunteer for cat care

---

Anjum I Shaikh

# Project overview



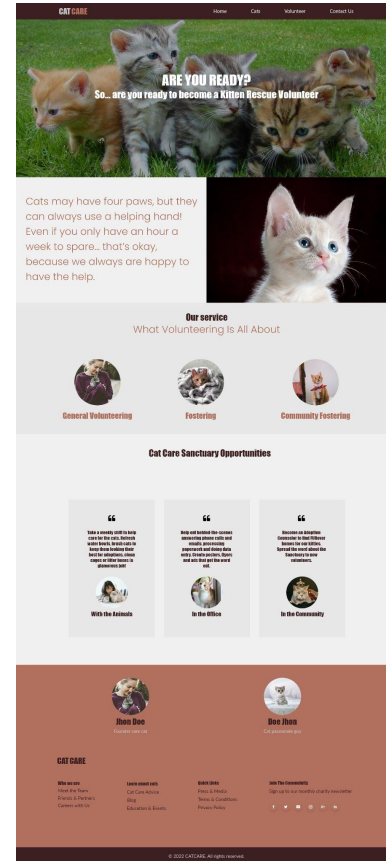
## The product:

catcare is a regional shelter for cats located in middle of pune area. Cat care strives to give shelter to cats & help interested volunteer find their passion easily



## Project duration:

February 2022 to March 2022



# Project overview



## The problem:

Help Volunteers find cats in the shelter



## The goal:

Making it easier for volunteers find cats at the shelter

# Project overview



## My role:

UX designer designing a website for cat shelter

Help volunteer find cat shelter



## Responsibilities:

Designing prototypes, preparing paper and digital wireframes, conducting usability studies, incorporating accessibility, and iterating on designs

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Write a short paragraph describing your user research.

The main user groups identified with research were Volunteers who have time to take care of cats in shelter were able to find cats shelter easily through the website. I created empathy maps to identify their needs. The primary user groups were volunteers who had the passion to take care of cats.

# User research: pain points

1

Time

Make it easy for  
volunteer to find cat  
shelter

2

cats

Cat were not take care of  
without passionate  
volunteers

3

Color

Colors not eye friendly

# Persona: sara

## Problem statement:

Have an easy application  
& no long time of  
response



### Name

**Age:** Sara 30-32

**Education:** Msc maths

**Hometown:** Pune.Mah

**Family:** Married,2 children

**Occupation:** teacher

*Application that is easy to use with quick  
response times*

### Goals

- Easy and fast application process
- Time estimation for the response
- Clear understanding about volunteering

### Frustrations

- Poor communication
- Not getting an instant reply
- Getting error messages filling long overwhelming forms

*After working as a teacher, Sara is free to volunteer in her community. She wants to make a positive impact in the place she lives. Due to her rental agreement, Sara misses the connection she had growing up with animals, but is unable to have a pet of her own. In order to help a local cat shelter, she decided to look for a volunteer position. She expects a quick response from the organization as she will be spending her free time volunteering*



# User journey map

By analyzing sara user journey, we found that it would be valuable for users to have a dedicated volunteer website where they can find cats

## Persona: Sara

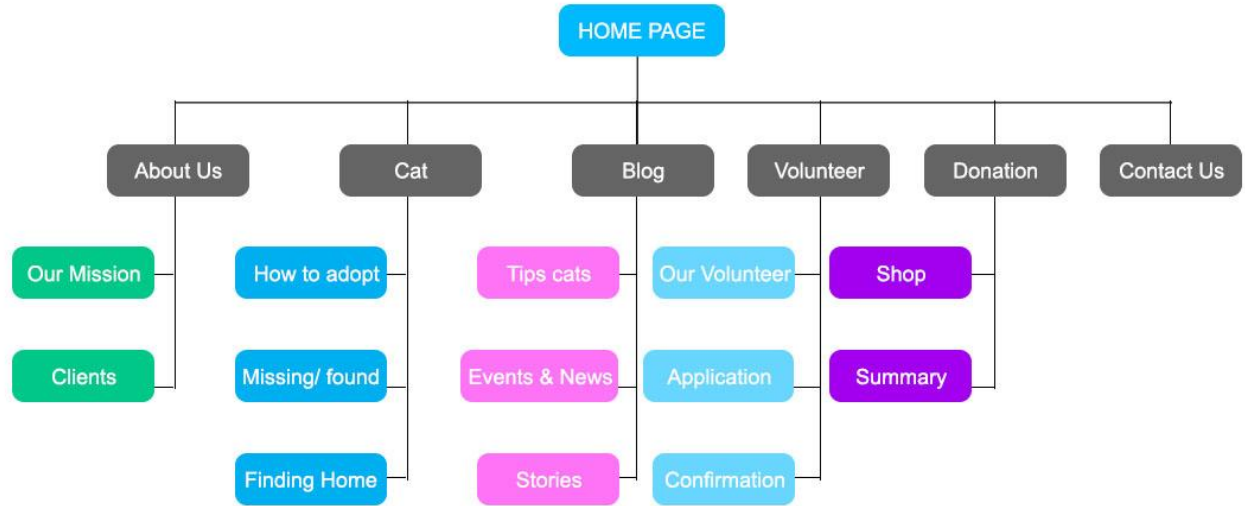
Goal: Wants to volunteer in a local cat shelter to make positive changes

ACTION	Choosing local shelter website	Reads about the volunteering option	Filling the form	Submitting the form	Waiting a reply from the shelter
TASK LIST	Tasks A. Search for website B. Choose website in the nearby areal	Tasks A. click on the volunteer page B. asses for requirment C.gather information	Tasks A. fill the relevant information in the form	Tasks A. press submit button B. search for what field received error C.update the error field	Tasks A. wait long for page to load B. data not matching as shown on the website
FEELING ADJECTIVE	Anxious and exited to find place to volunteer	Confused where to find the information about volunteering. Too much data	Annoyed by long feedback forms	Frusted with unclear message Regarding error	Too long time for the page to load Doubtful regarding the data sent or not
IMPROVEMENT OPPORTUNITIES	Landing page must catch attention	Clear direction to volunteering info with text that is scannable	Straight to the ppoint and only necessary questions	Clear message in case of error	Show visual confirmation about waiting time, contact email for



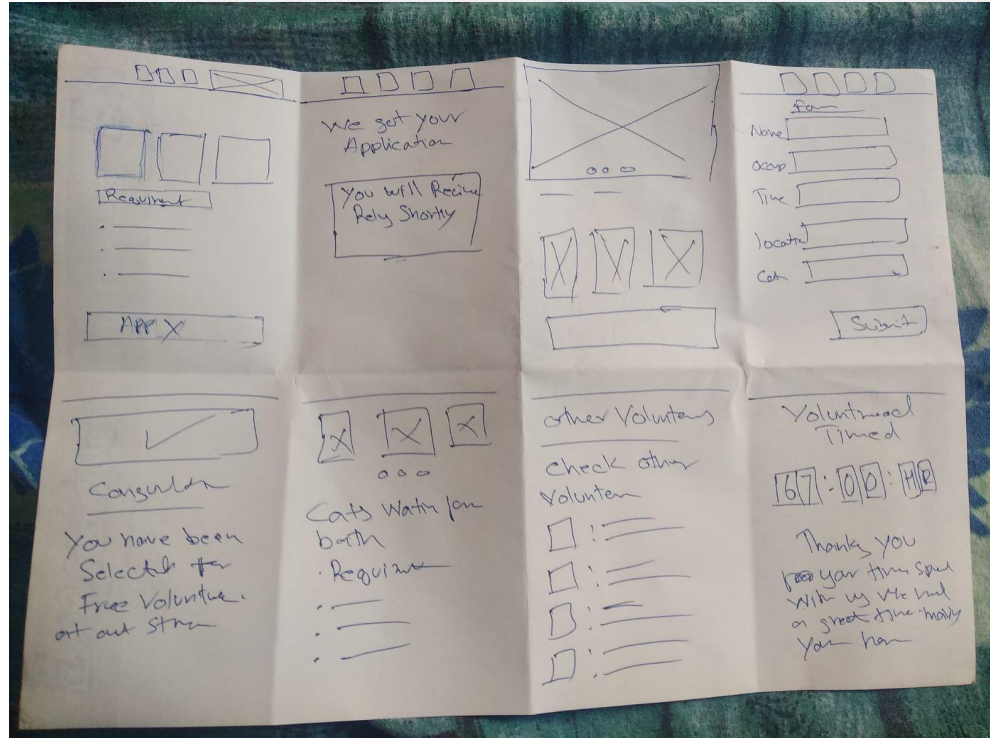
# Sitemap

Every page in the cat care website is categorically arranged



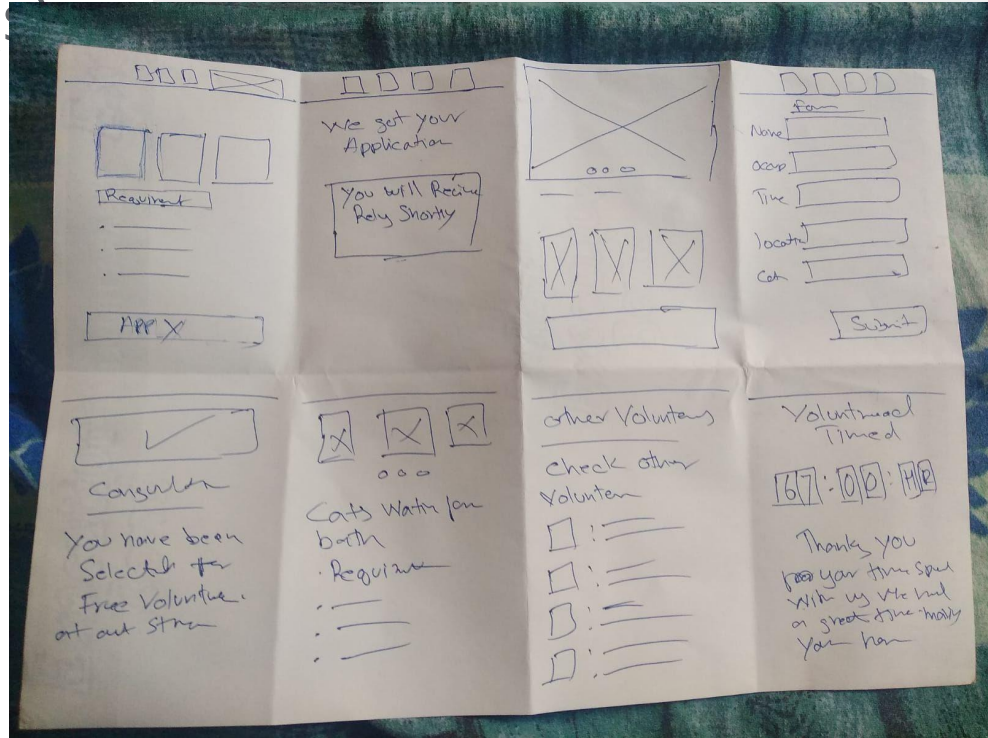
# Paper wireframes

By carefully outlining the Website on paper, it was possible to ensure the elements that made it to a digital wireframe addressed user pain points. For the menu screen, I instead used the home page to save time.



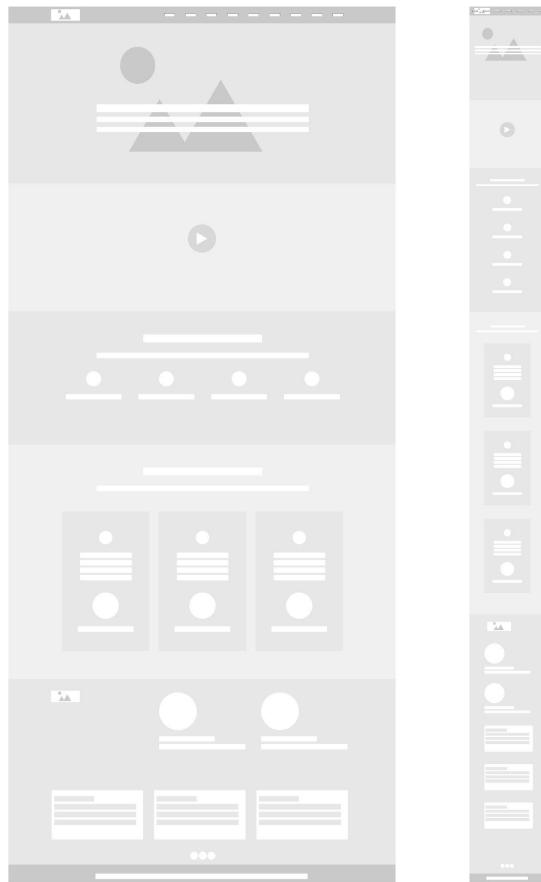
# Paper wireframe screen size variation(s)

By carefully outlining the Website on paper, it was possible to ensure the elements that made it to a digital wireframe addressed user pain points. For the menu Screen, also designed according to mobile view



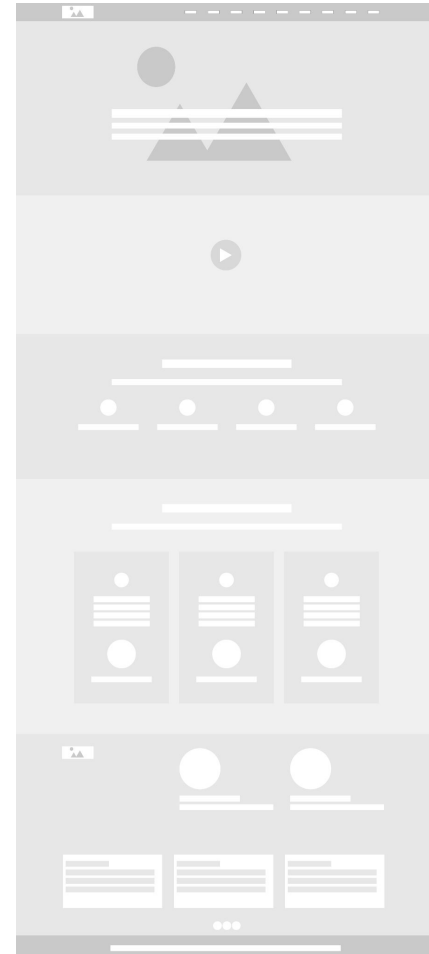
# Digital wireframes

I based the screen designs of the website on feedback and findings from the initial design phase.



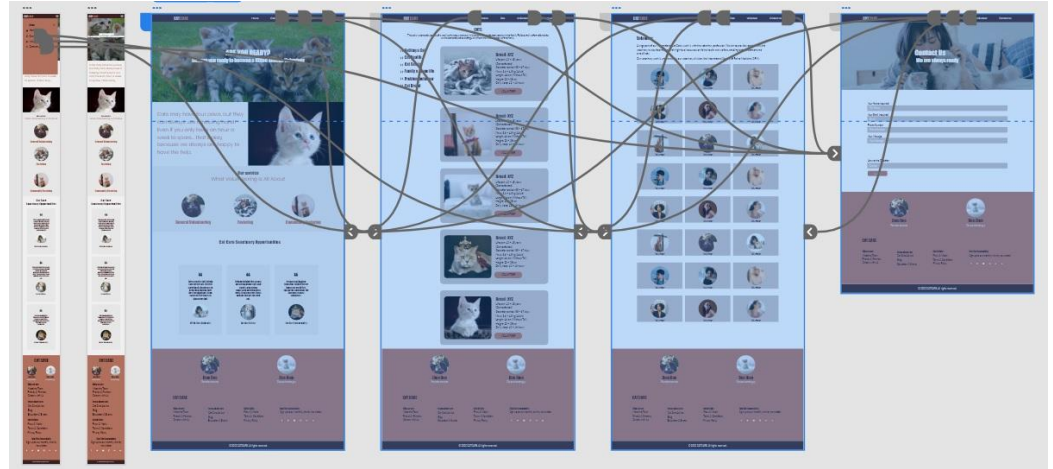
# Digital wireframe screen size variation(s)

I based the screen  
designs of the responsive  
website on  
feedback and findings  
from the initial design  
phase.



# Low-fidelity prototype

## LOW-FIDELIDTY PROTOTYPE





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

India, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

I conducted two rounds of usability studies. I used the first findings to guide me as I created the wireframe to mockup. The second study is based on a high fidelity prototype and shows what needs to be enhanced.

1

## Finding

Volunteer wants to connect with pets

2

## Finding

Volunteers were unable to find the platform to participate

3

## Finding

Volunteer wants to browse the website without logging in

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

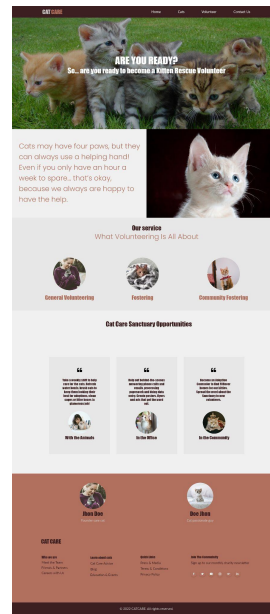
# Mockups

I added more cat pictures to the website, My early designs offered some customization, but after the usability studies, had to add cat details page, were user is able to browse through their desire cats

Before usability study



After usability study



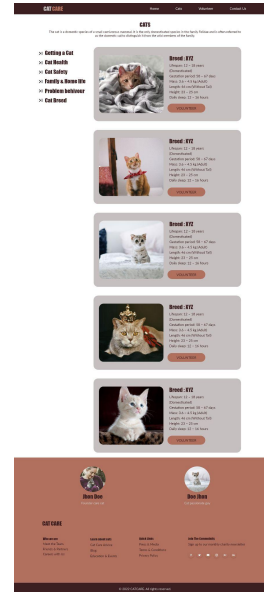
# Mockups

I added more cat pictures to the website, My early designs offered some customization, but after the usability studies, had to add cat details page, where user is able to browse through their desire cats

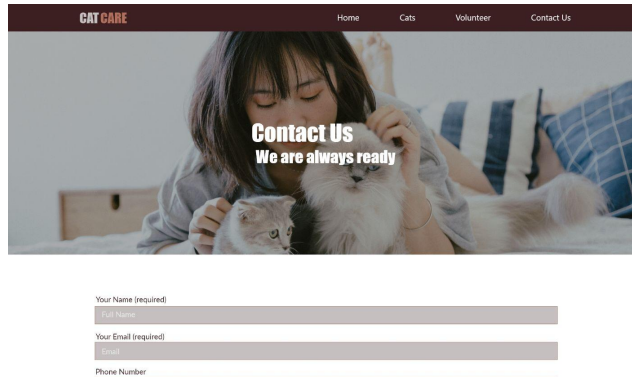
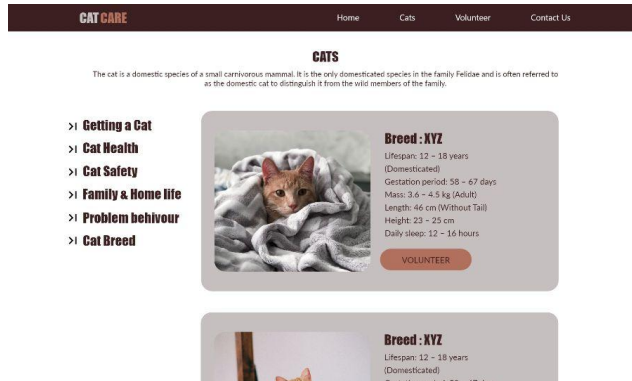
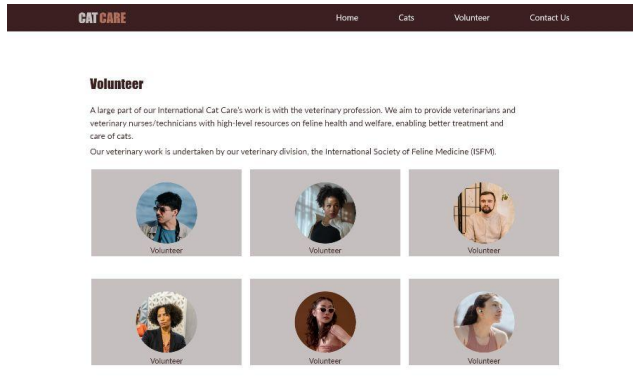
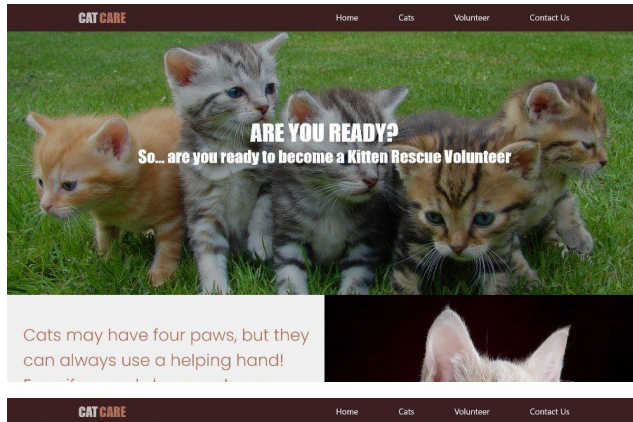
Before usability study



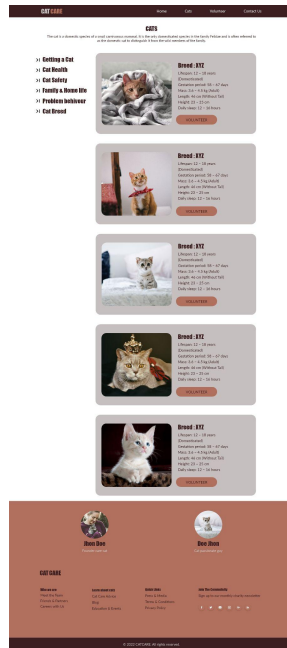
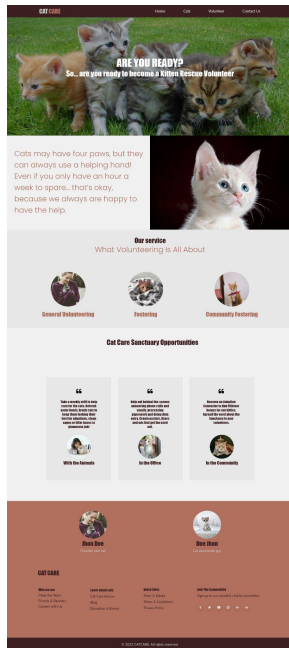
After usability study



# Mockups: Original screen size

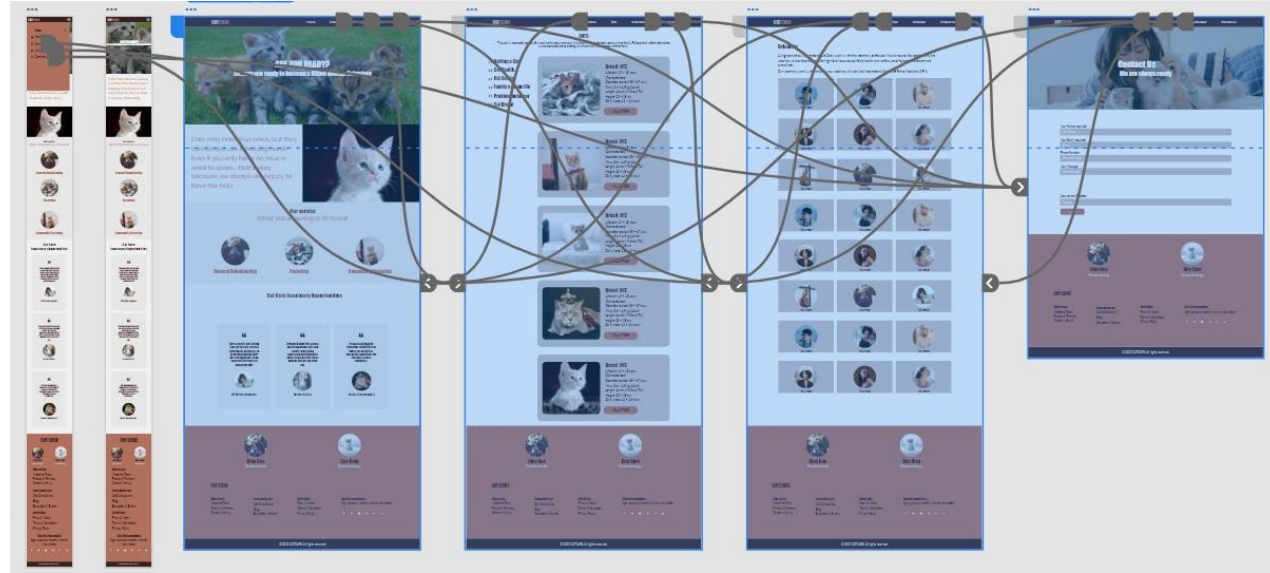


# Mockups: Screen size variations



# High-fidelity prototype

In its final high fidelity prototype, the working Volunteer website presented cleaner user flows. It also met the Volunteer demands.



[High-fidelity Prototype](#)



# Accessibility considerations

1

Accessibility for people with vision impairments was increased through the use of bold and bright colors and large buttons in the design

2

Navigation was simplified by using icons & was made responsive

3

In order to make it clear for the volunteer to pet a certain cat high-quality images of cats were used

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

In the app, users are made to feel that coffee houses truly care about providing excellent customer service

Feedback from peer

"One volunteer commented he likes that log in is not required browsing through the website"



## What I learned:

I learned that the first ideas are only the beginning. Each iteration of the app features was influenced by usability studies and peer feedback

# Next steps

1

Ensure that the pain point areas have been addressed by conducting another round of usability studies

2

If any icons or images need to be modified, conduct a second round of review

3

Research new areas of need to determine any new areas of concern

# Let's connect!



It was a pleasure having you review my Volunteer website. We have provided details below for you if you would like to know more or to reach out.

Email: [anjumis@outlook.com](mailto:anjumis@outlook.com)

Website: [istams.com](http://istams.com)