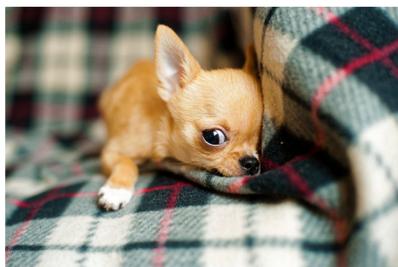


Pawsitive

CARE SHELTER

Were Pawsitively Perfect!



Company Process Book
Prepared for : Mr. Client

What is Pawsitive Care Shelter?

Pawsitive Care Shelter is a non-profit organization founded in 2015 based out of Orange County. Their mission is to stay "Pawsitively Perfect", and what this means is to provide a stable and loving home for all the dogs and cats brought into their shelter. They believe that "no animal should be left behind", so they strive to guarantee that every animal will be adopted, in addition to finding the suitable adoptee to make them apart of their family.

Main Goals :

- Develop Responsive Website Prototype
- Display Available Animals to Adopt
- Ability For Customers To Download Adoption Form
- Development of Facebook Fan Page
- Incorporate Red, Green and Blue Color Scheme
- Install SEO Google Analytics
- Create Form for Company Newsletter
- Embed Donation Button for Customers to Sponsor



Adopt an Animal



Provide Their Home



Care for Life



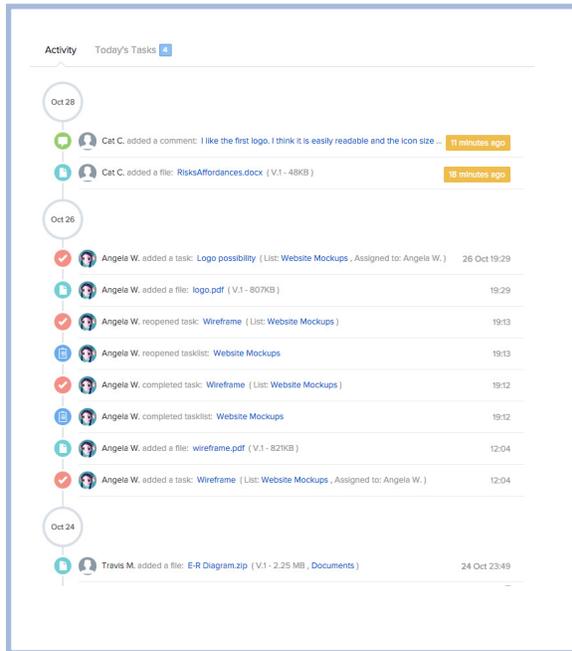
Client's Needs

The client's needs are to develop a responsive website prototype using WordPress application. Their goals are to create an interactive and friendly modern website that will suit their target audience in order for them to view the online adoption catalog, in addition to easily access the adoption form. Furthermore, the client desires are to become more involved socially, therefore a Facebook Fan Page is required to install, as well as a site that is SEO friendly featuring Google Analytics. The client also wishes that they will be able to keep communication with their returning customers by setting up a newsletter form, all the basic strategy to keep their fan base in the loop and entice them to donate to the care shelter in order to help more innocent animals find a home.

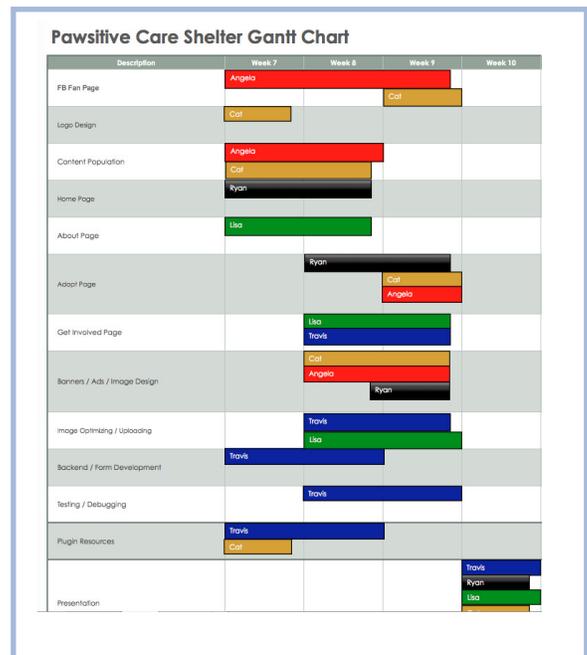


The Project

Team Activity :



Gantt Chart :



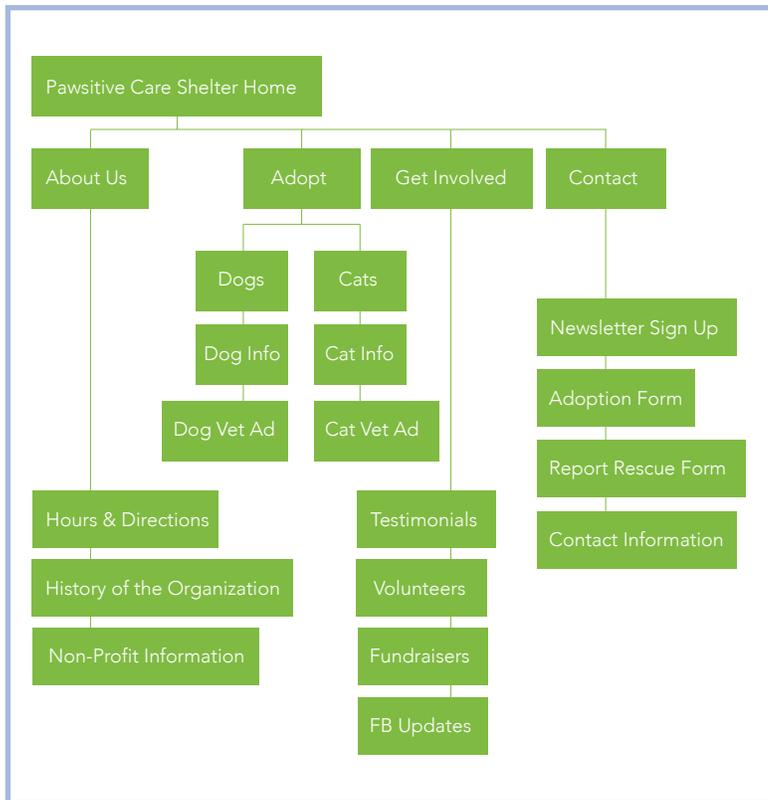
Risks

- Internet Unavailable
- Internet Gremlins Hack the Website
- Client is Unavailable for Feedback
- Files Not Loading or Too Large
- Website is Hard to Find on Search Engines
- Customer Information is Unprotected

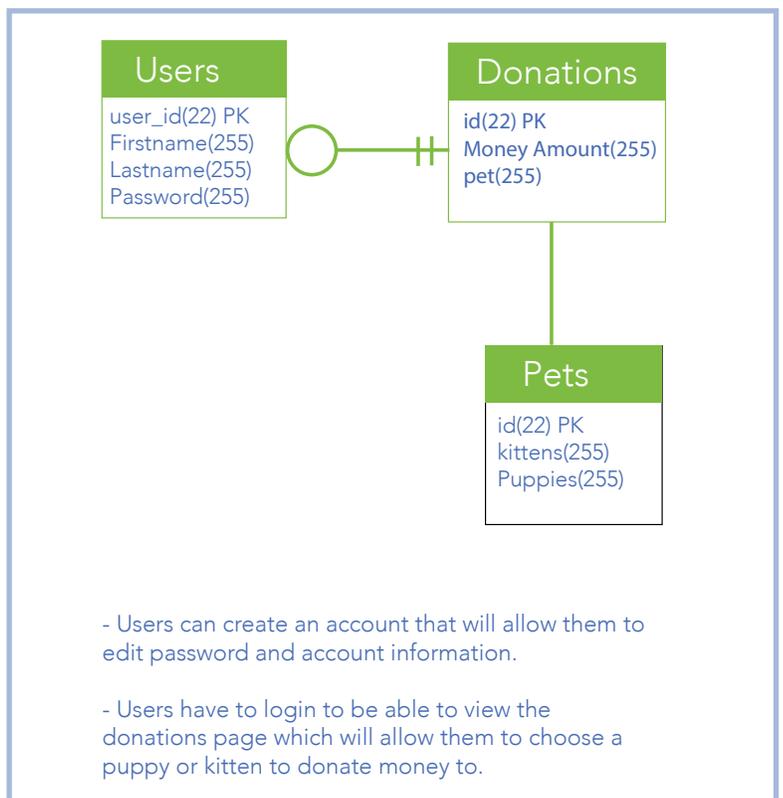
Affordances

- Labels (Indicate Function)
- Buttons (Call to Action)
- Metaphors (Tools Label Does Not Mean Tools)
- Patterns (Image Sliders That Have Same Animation Pattern)
- Simple Navigation (Logo Has a Pattern That Returns User to the Home Page)

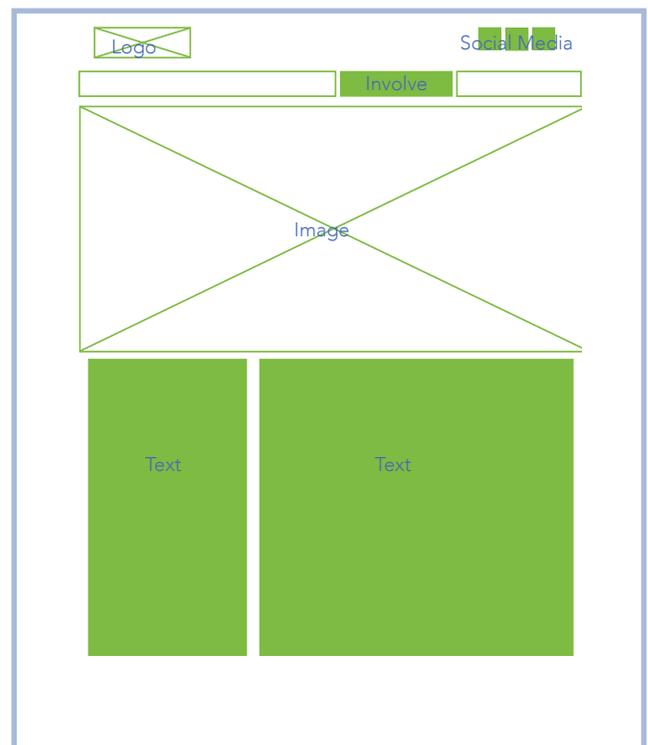
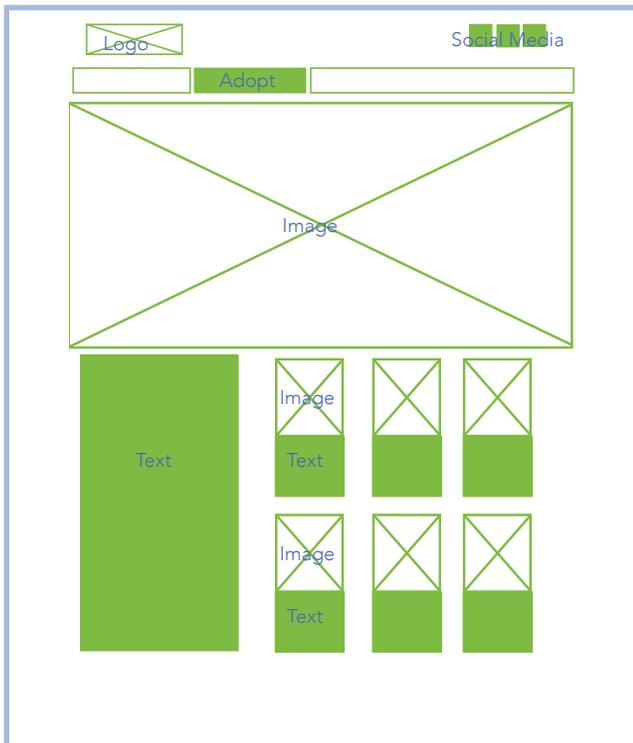
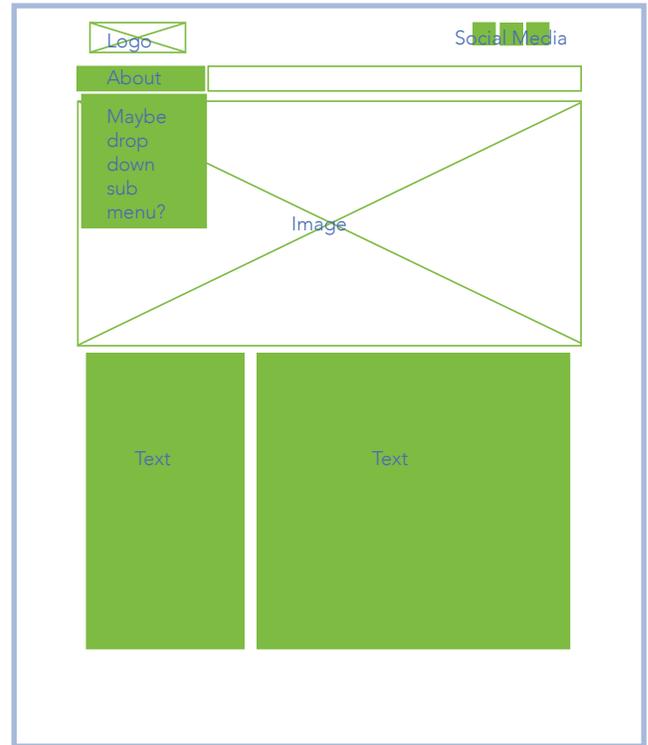
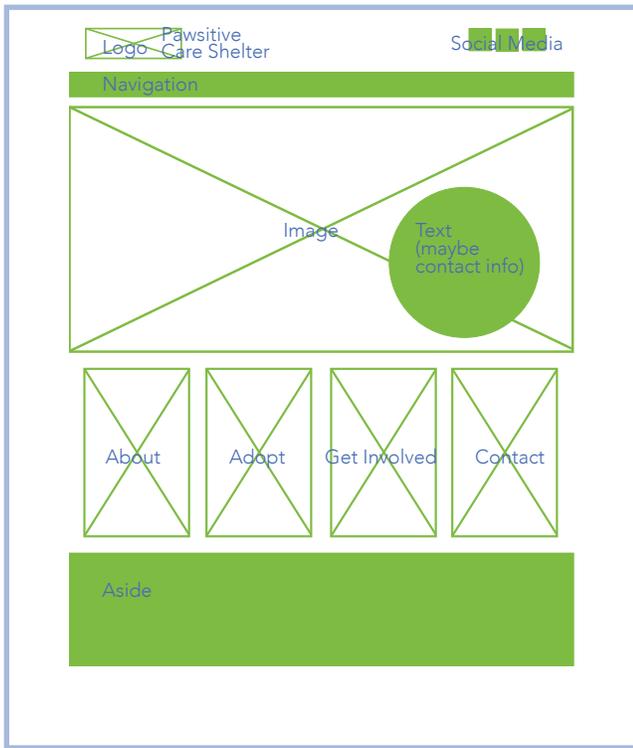
Flow Chart :



ER Diagram :



Wireframes :



User Personas :

James

Internet Usage:	Computer Usage:	Animal Lover:
5 / 10	5 / 10	8 / 10

Age : *Senior Citizen*

Occupation : *Retired Physical Therapist*

Income : *Retirement*

Education : *College*

Status : *Married*

Computer Knowledge : *Can type emails and send them. Navigates through sites to find information on hobbies and vacation areas.*

Motivation : *Taking out wife and pets made him retire and he doesn't have to work anymore if he wanted to.*

Goals : *To enjoy more free time with family, by doing things he was not able to do while he was working.*

James has worked a career and retired from it, with this he has time to spend with his wife and 4 cats. He likes company names that are not normally heard so they have a uniqueness to them. He loves both cats and dogs and thinks that they should be equal in life and not one is better or treated better than the other.

Hope

Internet Usage:
6 / 10

Computer Usage:
7 / 10

Animal Lover:
10 / 10

Age : *Senior Citizen*

Occupation : *Substitute Teacher*

Income : *Unkown*

Education : *College*

Status : *Married*

Computer Knowledge : *Can type emails and send them. Uses computer programs that the school uses for grades and attendance. Also, uses internet to check plagerism.*

Motivation : *Spending time with husband and pets. Knowing that children are learning.*

Goals : *Enjoy every moment with her family. Teaching children as long as she can, and not leave any child behind.*

Hope works part time when needed at a school. She is married and enjoys spending time with her husband and 2 cats. She thinks that all animals adults and babies should be treated the same and be considered in a way like children. She looks at animals as children and treats hers like they are part of the family.

Jennifer R

Internet Usage:

7 / 10

Computer Usage:

7 / 10

Animal Lover:

6 / 10

Age :

Mid 40's

Occupation :

24 Fitness Trainer

Income :

Unkown

Education :

College

Status :

Married

Computer Knowledge :

Can type emails and send them. Uses program on computer for costumers and training routines. Look up new

Motivation :

Helping people get into shape. Active and healthy life style. Has a husband and cat.

Goals :

*Keep healthy and still do activities when older.
Teaching as many people to live healthy as she can.*

Jennifer is focused on teaching and helping others get into shape and start living a healthy life. She pays attention to taglines and slogans for ads since she looks for new and improved fitness training supplements and foods for clients to eat and help with muscle building or weight loss. Her cat is her little child. She has been married for 10 years and has no actual children.

Breannah Smith

Internet Usage:
8 / 10

Computer Usage:
8 / 10

Animal Lover:
7 / 10

Age : 27

Occupation : *Company Electrician*

Income : *Unkown*

Education : *College Degree*

Status : *Married*

Computer Knowledge : *Worked with email and internet browsing. Uses all social media and can figure out issues if simple aboutfixing computers.*

Motivation : *Making her family proud just as she did she served. Living a life she chooses, has support of family.*

Goals : *Continue advancing in her career, starting her own family, keep her baby happy and enjoy time with him during his life.*

Breannah served in the US Navy where she found a stray puppy and took him in. She loves animals. She does not like hearing or seeing abused or suffering animals. She is happy and loves her puppy and treats him like a son. She is not big on adoption or donations do to life changes since she got out of the military and that while serving it was hard to have a four legged companion.

Janice Mossbarger

Internet Usage:

1 / 10

Computer Usage:

2 / 10

Animal Lover:

8 / 10

Age :

60

Occupation :

House Wife

Income :

30K Husbands Retirement

Education :

College Degree

Status :

Married

Computer Knowledge :

Can type emails and send them. Husband helps her out when ever she needs to get on the computer. Most of the time he does all the work.

Motivation :

Taking care of family including pets. Knowing that soldiers her son served with get help and making animals happy.

Goals :

Tryin to help all those that suffer or suffered. Watching neices grow and get to see all the special occassions of her children.

Janice stays at home watching TV and movies while taking enjoying the company of her cat when it is not meowing and clawing at the stairs.

She loves dogs and wolves even more then cats. Technology is her week point, which does not mean she can't navigate a website, yet it means that if easy enough and straight forward she would have no issues doing so. She loves donating to veteran and some animal non profit organization.

User personas and Interviews Summary :

According to the interviews, whether the intentional misspelling of “positively” for “pawsitively” is unique or not is completely up to debate. At least one of the interviewees has heard the term “pawsitively” used in a number of pet and animal related products and services, such as various products available at Pets Smart, as well as other shelters advertised on TV. Overall, while the term “pawsitively” sounds unique, catchy, and clever to certain individuals, it sounds clichéd and overused to others.

Purposeful misspelling with the intention to achieve a special effect (more commonly known as sensational spelling) is a technique that is often used in advertising, product placement, and brand names. It can be an effective method to draw attention to a word that would otherwise not receive special attention. Sensational spelling can also be used to achieve double meanings in words, such as “pawsitive” being associated with all things good, favorable, constructive, and helpful, as well as any animal that has paws.

Several of the interviewees agreed that since it is a shelter that has both cats and dogs, it's better to feature photos that contain both cats and dogs, rather than feature one animal more than the other. It's important for potential customers of the animal shelter to immediately understand what animals are actually available at the shelter. Also, it may be misleading and inaccurate to feature only the extremely cute photos of puppies and kittens. According to one interviewee, there will also be older cats and dogs at the shelter, and they deserve to be accurately represented and portrayed on the website as well. All interviewees agreed they would far rather see images of happy animals than sad animals.

“No tails left behind” appealed greatly to the older, senior citizen demographic, for several reasons: 1) Tails applies to both cats and dogs, and 2) It's a play on the phrase “No child left behind” which gives the implication that animals matter just as much as human beings, and thus it appeals to those who support animal rights.

“Adoption is the best option” and “Pawsitively perfect” got votes from the relatively younger demographic. These two slogans are extremely catchy, but have less meaningful and historical connotations. All interviewees agreed that the shorter and punchier the phrase, the more effective and immediate the impact. Shorter slogans are also easier to remember.

Competitive Analysis :

Lisa Larsen
 Will McTarsney
 Interactive Communication: Planning & Research
 20 October 2015

Competitive Analysis

Company: Stella's Hope

Navigation:

Strengths: Navigation is clear and easy to find. Navigation bar remains at the top of the page no matter how far down the user scrolls. Navigation links change on hover, adding to their overall feel of emphasis and importance. On hover, a drop-down menu appears.

Weaknesses: Links sometimes link to the wrong pages, and other times don't appear to link anywhere at all (remains on the same page). At least one page links to an error message. Seems to have many small (poor) links.

Color:

Strengths: Dark grey text over soft, gentle feel to the site. Soft, welcoming feeling. On hover, the text changes color.

Weaknesses: In certain places, text is hard to read for older demographics.

Call to Action:

Strengths: There's a "donate" button.

Weaknesses: There are not many buttons for a user to immediately donate through a lot of content first. Seems to be a lot of site users. It seems the overall design and structure of the site is not user-friendly.

Space Usage:

Strengths: Space and white space are used well.

Weaknesses: Type would be better incorporated. Paragraphs should be shorter.

Images:

HopeforPaws.org Analysis

	Successful	Negatives
Navigation	It works and gets the user to other pages of the site.	Very basic and gives no way of telling the user what page they are on.
Color	The site has a color scheme that is used and followed through all parts of it.	No comment
Call to action	Great color and gets the point across for what they are looking for visitors to do.	They have a few buttons for the same thing. Which is being used to fill a spot and slow loading of the page.
Space usage	None in my suggestion	A lot of empty space that could be used.
Images	Photos of the animals on the site.	
Responsive	No	
what the company does	All the information on the website.	
videos	Shows the user how to use the site.	
readability	Everything is easy to read.	
Social Media	Are on Facebook, YouTube, and Pinterest.	

Competitor: Friends of Orange County's Homeless Pet
www.fochp.org

Analysis:

Categories:	Positives:	Negatives:
Layout	Very simple, with some extra time the average user could get to their desired page if needed.	Hard to navigate, too many similar links to choose from which makes it confusing for users.
Content	Has updated lists of new dogs and cats weekly, a lot of information to provide to the average user.	No search field, or categories to choose from for each animal. It is hard to find a specific pet.
Hierarchy	There are multiple pages set up for the different animals, events, and contact form.	No set Hierarchy in place, the logo / navigation / call to action are each conflicting for attention.
Images	Displays images for the different animals that are available for adoption.	Doesn't have any galleries, or organized layout when viewing the available animals.
Readability	Displays a large amount of information about the company, and each individual pet to adopt.	The information is not aesthetically pleasing to the eye, with no proper layout treatments.
Color Palette	Minimal color layout, less than six colors for the site.	No consistency with the logo, navigation, or proper choice of color for the call to action.
Call to Action	'Make a Donation' & 'Email Updates' entice users to sign up and donate towards the cause.	Doesn't have enough contrast to stand out as a call to action, uses third party client for newsletter.
Compatibility	Accessible via desktop only.	Not responsive to stay relevant in the latest web standards.
Functionality	Includes paypal, embeds videos, and has an extensive application form for users.	Should have a more intuitive approach to include functionality to make it easier for the user.
Social Media	Includes links to their facebook and instagram fan pages.	Layout of links looks unprofessional. Instagram should open in a separate tab window.

COMPETITIVE ANALYSIS & PROJECT SCOPE

COMPANY:
barkpost.com

BarkPost (Source: <http://barkpost.com/about/>)
 FACT: Dogs do pawsome stuff.
 FACT: But there was never a place where all this pawsomeness was shared with the world.
 The BarkPost helps dogs share their stories with the world, using the power of the hoomans.

Strengths, Weaknesses, Opportunities		
	O	X
Navigation	Clear horizontal navigation with hierarchy. There are two sets of navigation here, the first set open with separate tab leads reader to their e-commerce site; and the second set is for the major BarkPost pet news posts.	
Color	Pastel blue and white, the whole company has unity color scheme.	
Call to Action	The first set of navigation is their call to action, it also appears at aside, bottom of the site, and inside each article. Also, the brand has their own character emoji app for smartphone user.	The new content text kept loading while user tries to click the bottom call to action.
Space	Comfortable with sans serif typefaces	
Image	Each post comes with large and high resolution photos which attract reader's attention. The background is always clean and clear.	
Responsive	Bootstrap template. Mobile first	

Strengths, Weaknesses, Opportunities		
	O	X
What are they doing well	They target their major possible customer (dog lover) by creating this not so e-commerce site and build a fresh brand image.	
	link to BarkBox (their major product) appears in a lot of places but not empowering the major purpose of the dog news. At the same time, each post convinces owner to spoil their pets.	
	BarkBox	

...which entertain crazy dog lover and encourage them to buy gift and treat gift box for dog.

Competitive Analysis: adoptpet.com

	Pros	Cons
Navigation	Global navigation is consistent and easy to use throughout the site.	Might have too many links in one place, especially using the drop down menus.
Appearance	Vibrant color scheme works well for the target audience. Large image of a dog is welcoming on the home page.	Some content appears a bit outdated.
Call to Action	Bright green buttons work well for the search button and "donate now" button.	The placement of the buttons could be different in order to make the site flow better.
Space Usage	Space is utilized in certain areas.	As I scroll down there is a bit too much white space in the footer area. White space could be used for more useful information or images.
Images	Most photos of the animals are great.	Some images appear to be outdated.
Responsive Design	Site has different layouts for mobile and tablet views.	The mobile view as a one column layout has too much white space in the margin area.
What the company does	The site does not have any information under the "How it Works" page.	People may not trust the site/organization enough to give a donation or even use it's services.
What they are selling	Non-profit organization, but they are helping to sell dogs and cats.	The site relies on donations.
Videos	No video content.	The site would benefit greatly from videos to share background stories with users.
Readability	Fonts and text formatting makes everything easy to read. Overall hierarchy is good.	Paragraphs can get lengthy. User will easily be uninterested in reading long paragraphs.
Social Media	All social media is in the navigation. They are linked to the most common social medias (facebook, instagram, twitter)	The location of the social media makes the navigation content heavy.

Competitive Analysis Summary :

Many of the direct competitors of Pawsitive Care Shelter offer positive and negative benefits to their customer base regarding their websites. There is a similar type of trend across all these companies that they are achieving successfully. For example, each of the main competitors such as Hope For Paws, Bark Post, Stella's Hope, Friends of Orange County Homeless Pets (FOCHP) and Adopt A Pet all display a valuable amount of content for users to learn about adoption or certain traits of the available animals. Each of these competitors also includes images, social media links, a donation button, and contact form for more information. With the exception of Adopt A Pet, the rest of the competitors were very successful with providing relevant images and embedding videos that would entice users to want to donate to the cause. Most of these competitors seem to be heavily relying on their social media pages such as Facebook, Instagram, Twitter, and Tumblr. Their call to action is consistent as well, usually displaying the donate now in a button format somewhat accessible to grab the users attention. Furthermore, most of the competitors sites have a successful readability issue, using san serif fonts that display the content for the user, only Hope For Paws had an issue with their font type choices. However, when it comes to cross-browser compatibility the only responsive website out of the competitors was Bark Post. The rest of the companies have put themselves at risk by not making themselves a priority when it comes to reaching target audiences who operate tablet and mobile devices. Navigation menus also seem to be a problem for all these companies. Bark Post has the best overall structure along with Stella's Hope, however Stella's Hope has a few broken links that either do not work or link to the wrong pages. FOCHP's navigation menu is completely chaotic, having multiple menus for the same links and there's no hierarchy established therefore leaving the main nav, side nav, logo and call to actions all competing for the users attention. In addition, many of these sites seem to be having a simple maintenance issue, which is forcing unnecessary errors. There is a lot of empty space or poor layout treatments. The color palettes seem to be unified across most of the competitors, using soft and pastel colors, except for FOCHP they have an inconsistent color scheme across the overall website. For images, most of the companies could benefit more by creating galleries, or organizing their layouts in a more professional matter.

Branding Guide

Logo Concepts :



Challenges

The client's desirable logo consisted of red, green and blue color scheme, that was also inviting and friendly to the public audience. Our challenges we faced were trying to incorporate such a broad color scheme and make it look cohesive while still trying to meet our end target.



Final Logo:



Solution

We were able to achieve this goal by creating a hybrid mix of a dog and cat, while incorporating a modern font that is also curved to give a nice and friendly invitation to the company brand which fit our client's target audience. In addition, we included all of the main colors featured in the desired scheme of red, green and blue.

Team Roles



Travis Mossbarger

Role:

Web Developer

Contribution:

Researched competitors, installed plugins for website. Set up contact page, strategized slogan options, created user personas and E-R Diagram. Collaborated on the Get Involved page in addition to creating multiple pages for the website.

Time Taken:

Estimated 4 hours per week.



Lisa Larsen

Role:

Web Developer

Contribution:

Designed and edited About and Get Involved pages. Uploaded and optimized images for the website. Researched competitors and contributed to both the competitive analysis and user personas. Designed data flow diagram.

Time Taken:

Estimated 4 hours per week.



Cat Caudillo

Role:

Graphic Designer / Marketing Specialist

Contribution:

Designed official logo, handled Google Analytics and search optimization, provided image and text content for website.

Time Taken:

Estimated 4 hours per week.



Angela Wan

Role:

Graphic Designer / Marketing Specialist

Contribution:

Designed logo concepts, managed Facebook Fan Page, Collected available information, researched adoption content for the website.

Time Taken:

Estimated 4 hours per week.



Ryan Doumani

Role:

Project Manager

Contribution:

Coordinated weekly meetings with the client. Signed up for teamwork and assigned roles to the team to manage the workflow. Prioritized weekly projects, researched competitors and website templates. Wrote competitive analysis summary, hosted website, strategized brand slogans, designed logo concepts and the final process book.

Time Taken:

Estimated 4 hours per week.



Next Steps

The future goals that will be intended for Pawsitive Care Shelter consists of expanding their overall target audience and advertising their website across multiple markets to bring in larger donations in order to provide more homes for their loved animals. Their message is to not only match every animal with the perfect home, but to impact the care shelter community all around by setting the most positive example they can. Always remember...It's Pawsitively Perfect!