

# Foster Rescue

---

David Moore

# Project overview



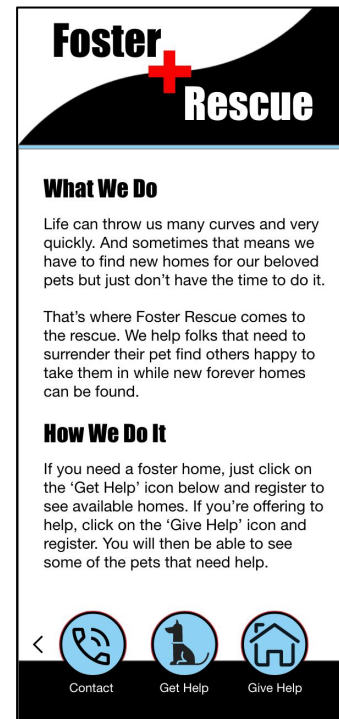
## The product:

Foster Rescue is a non-profit organization that connects folks that need pet foster services with those who would like to provide them.



## Project duration:

The project began on 2/1/2023 and ended on 3/27/2023.



# Project overview



## The problem:

Life can have many surprises. Sometimes that means we need to find new forever homes for our pets but this can take time we don't have. Foster Rescue helps with these situations by connecting folks that need help with foster homes that can take care of our loved ones until the right home can be found.



## The goal:

Develop an app a web site for Foster Rescue. Folks that need help can register and search for foster home and those happy to help can register and search for pets that need foster care..

# Project overview



## My role:

My role will be that of both the UX Researcher and the UX Designer.



## Responsibilities:

I will be responsible for conducting each phase of the project which includes: creating personas, creating research questions, and conducting the research. I will also be creating the wireframes, low-fidelity prototypes and then high-fidelity prototypes of both the app and the responsive website.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



Our research began by creating two user personas and conducted a competitor audit. The audit included both direct and indirect competitors and considered both their Web sites and apps. From this, I created paper wireframes mockups and turned these into a low-fidelity prototypes for the app

From here we developed a user research study and identified 5 participants. To ensure diversity, participants represented a range of educational levels and ages. Two individuals are in their mid 80's so to ensure the elderly population was well considered.

Based on this feedback we modified the low-fidelity prototype and then created a high fidelity prototype of the app. I then repeated the process leading to a high-fidelity prototype of the website..

# Persona 1: Name

## Problem statement:

Debbie is an elderly woman in her 90's. She needs to go into assisted living which means she need to find a new home for her dog which she got as a puppy 10 years ago.



**Debbie Donaldson**

**Age:** 91  
**Education:** B.S. Journalism  
**Hometown:** Erie, FL  
**Family:** Single/3 children  
**Occupation:** Retired

*"We grow through what we go through."*

## Goals

- Debbie wants to find a good home for her dog but has limited time so looking into pet foster care.

## Frustrations

- Does not know how to go about finding a good pet foster care option.

Jane is an elderly woman who has always loved and owned dogs. But she's reached a point that she needs to go into assisted living but none of the facilities allow live in pets. So she's faced with the heartbreaking decision of giving up her 10 year old dog, a companion that brings her tremendous joy.

## Persona 2: Name

### Problem statement:

Jimmy is a professional who works from home. His family has decided to open up their home to dogs in need of foster care until new forever homes can be found.



**Jimmy Franklin**

**Age:** 32  
**Education:** M.S. Architecture  
**Hometown:** Erie, FL  
**Family:** Married, no children  
**Occupation:** Architect

*“Time you enjoy wasting is not wasted time”*

### Goals

- Jimmy wants to find a way to let the community know they do dog foster care.

### Frustrations

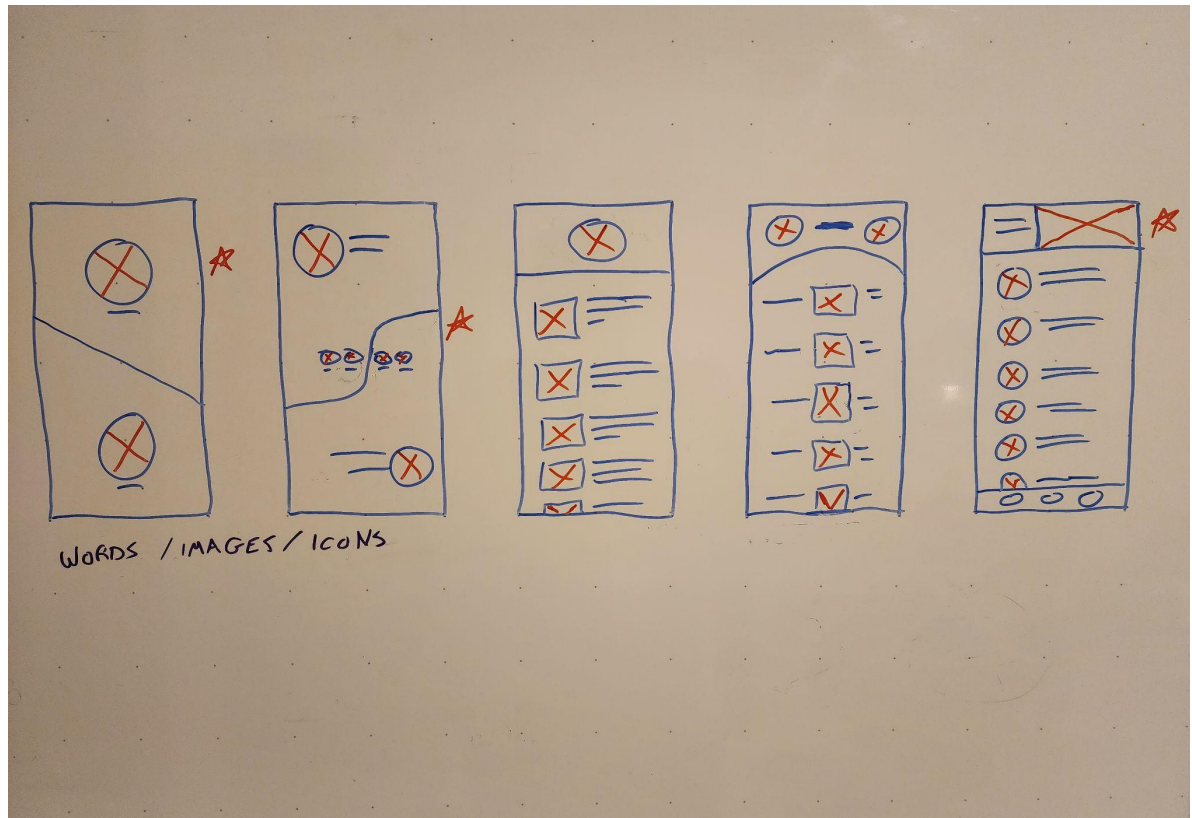
- Does not know how to let folks know they offer 2-3 month dog foster care options.

Jimmy is married, has two dogs and works from home. They discovered the field and need for pet foster care and have opened their home up for 1-2 foster care dogs in need for up to 3 months. It's been a lot of work but has brought tremendous fulfillment to their lives.



# Ideation

[My ideation phase usually starts with 'paper' wireframes to sketch out some general concepts. I usually do these on a white board though so I can look up at them for reference while I move onto the next steps.





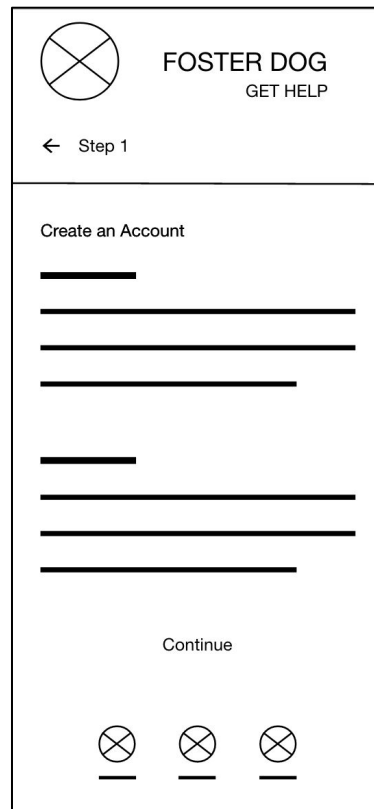
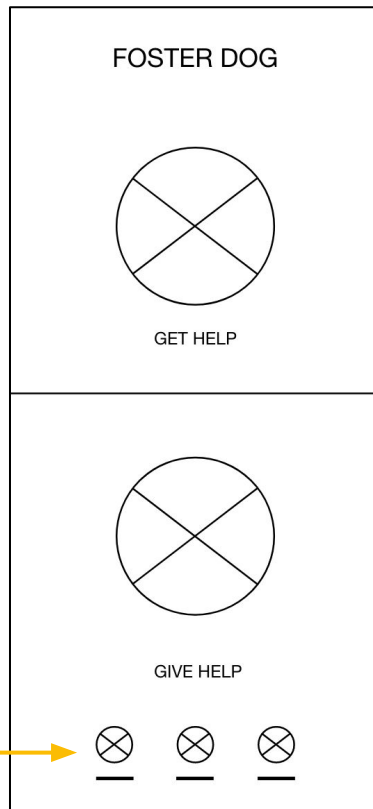
# Digital wireframes

There are two sides to this story. The first is regarding folks that need foster help and the other is for those that would like to offer foster help. Both required similar but different sequential registration processes.

I started with a simple home screen showing the two user options.

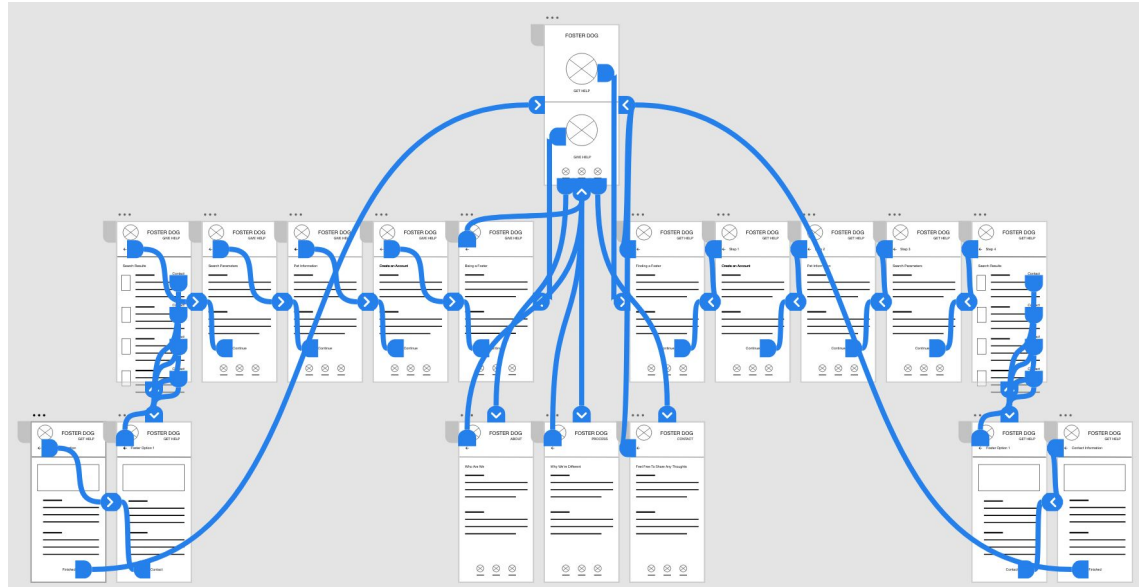


I began with anchor buttons on the bottom of each screen for continuity



# Low-fidelity prototype

Starting with a simple yet elegant home screen showing the two options to either look for or offer foster help. Each option leads to a similar but different registration / search processes. The sequential steps to the right are to find help and the ones to the left are to offer help.



# Usability study: parameters



## Study type:

Moderated usability study



## Location:

Eerie, Florida - In Person



## Participants:

5 participants



## Length:

15 - 30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Graphical Steps

In 4 out of 5 test participants expressed desire for graphic to represent steps through registration process.

2

## Bolder Call To Action

All 5 testers conveyed desire for bolder, brighter call to action buttons.

3

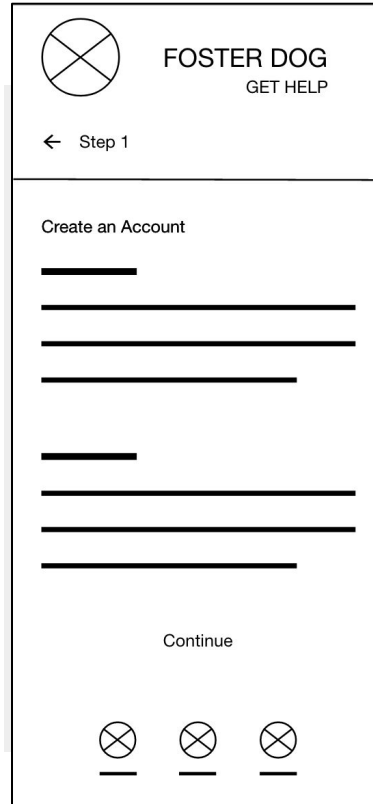
## Anchor Buttons

For 4 out of 5 participants, users thought the use of anchor buttons throughout the app was unnecessary, offered no use after beginning registration and added too much clutter.

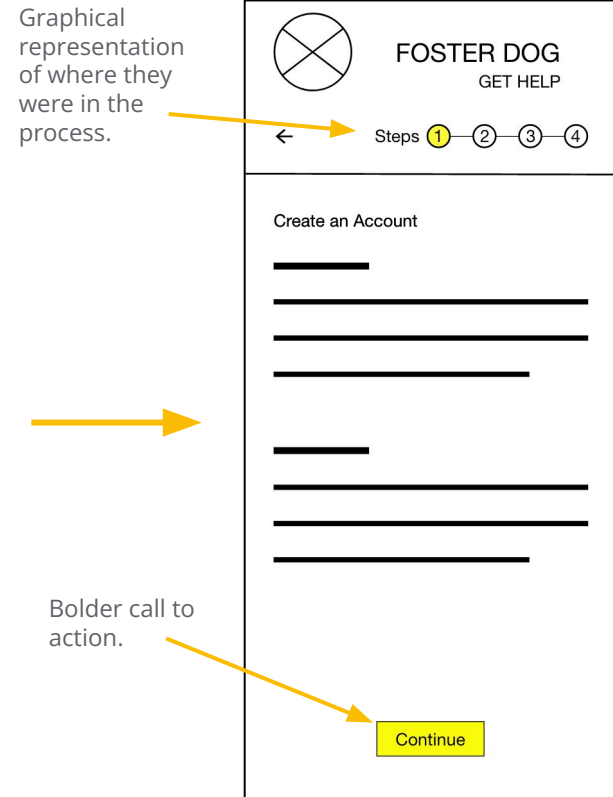
# Wireframe Changes

User research uncovered several items: 1) Users wanted a graphical representation of where they were in the process, 2) users preferred bolder, brighter buttons for calls to action.

Before usability study



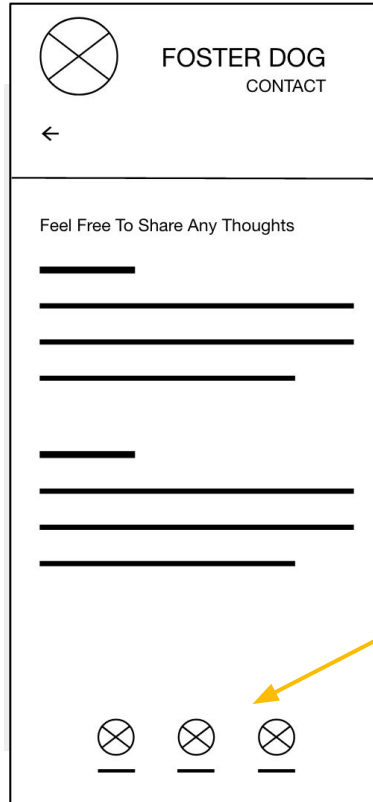
After usability study



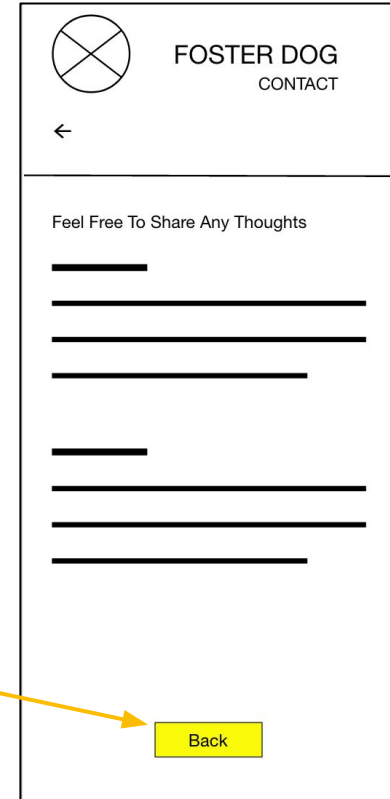
# Wireframe Changes

User research also found that the consistent use of anchor buttons as the bottom was thought to be too unhelpful once on the registration process and added too much busy clutter. These were replaced with consistent call to action buttons.

Before usability study



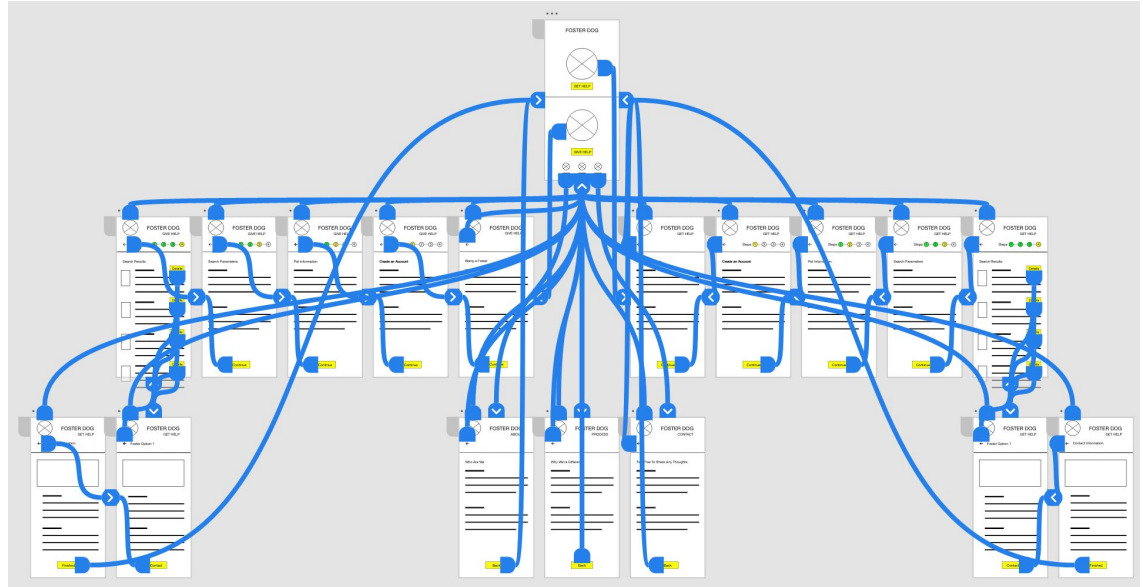
After usability study





# Modified Low-fidelity Prototype

The low-fidelity prototype after testing looked like this.



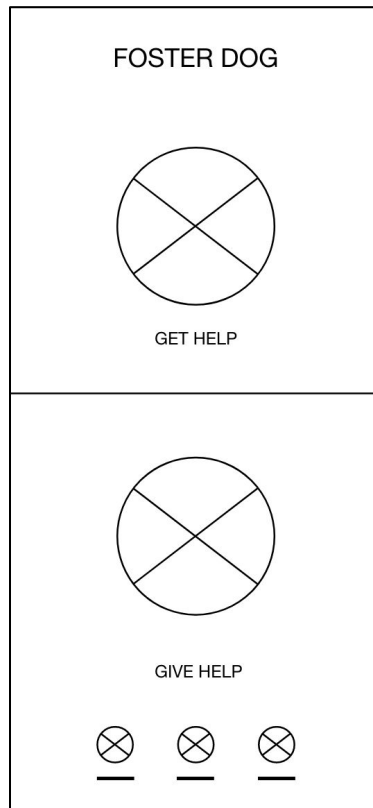
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The next step was to move into high-fidelity mockups. Since there are two pieces of the picture, each related to the other, I played off of the concept of yin yang to create an asymmetrical homepage but carried the graphics throughout.

Homepage Before

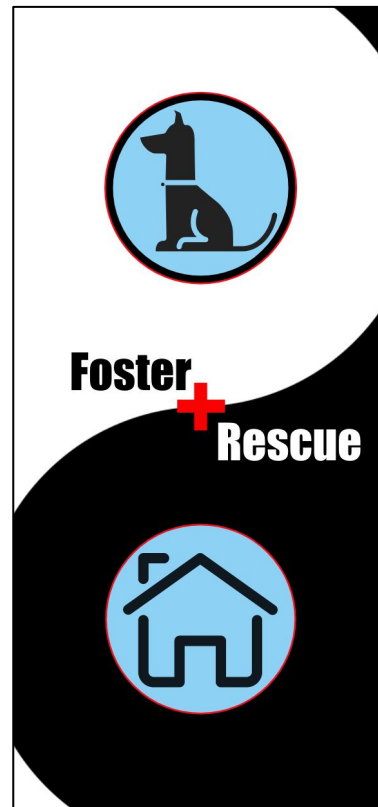


Taking an unconventional navigation strategy, anywhere you click takes to the next screen.



This allowed for a minimalist design approach (consistent with yin yang) while demonstrating out of the box problem solving.

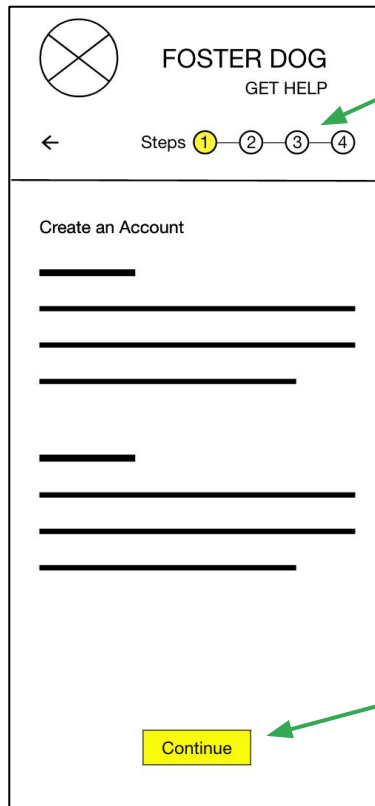
High-fidelity Mockup



# Mockups

I carried the asymmetrical yin yang idea to the logo header and maintained throughout. I also included the graphical steps representation but moved it to the bottom

After usability study



The initial mockup features a header with a circular logo containing a yin-yang symbol, the text "FOSTER DOG", and a "GET HELP" link. Below the header is a progress indicator showing four steps, with step 1 highlighted in yellow. The main content area is titled "Create an Account" and contains several horizontal lines representing input fields. A yellow "Continue" button is positioned at the bottom right of the form.

Moved to bottom to maintain design integrity and show unique problem solving.

High-fidelity Mockup



The high-fidelity mockup features a header with the text "Foster + Rescue" in white on a black background. Below the header is a section titled "Create An Account" with a descriptive paragraph. The form includes input fields for First Name, Last Name, Phone, Email, Street, Apt/Unit, City, County, State, and Zip. A progress indicator at the bottom shows three steps, with step 1 highlighted in green. A circular logo with a dog silhouette and a "Continue" button are also present at the bottom.

Modified icons for call to action - users liked it.

# Mockups

As mentioned earlier, similar sequential process for offering help with related icons carried over. Getting help has the dog at the bottom (last slide) and offering help carries the home icon over.

After usability study

A low-fidelity wireframe for a screen titled 'FOSTER DOG GIVE HELP'. At the top left is a circular icon with an 'X'. Below the title is a back arrow and a progress indicator 'Steps 1 2 3 4', where '1' is highlighted in yellow. The main content area is labeled 'Create an Account' and contains several horizontal lines representing text input fields. A yellow 'Continue' button is at the bottom right.

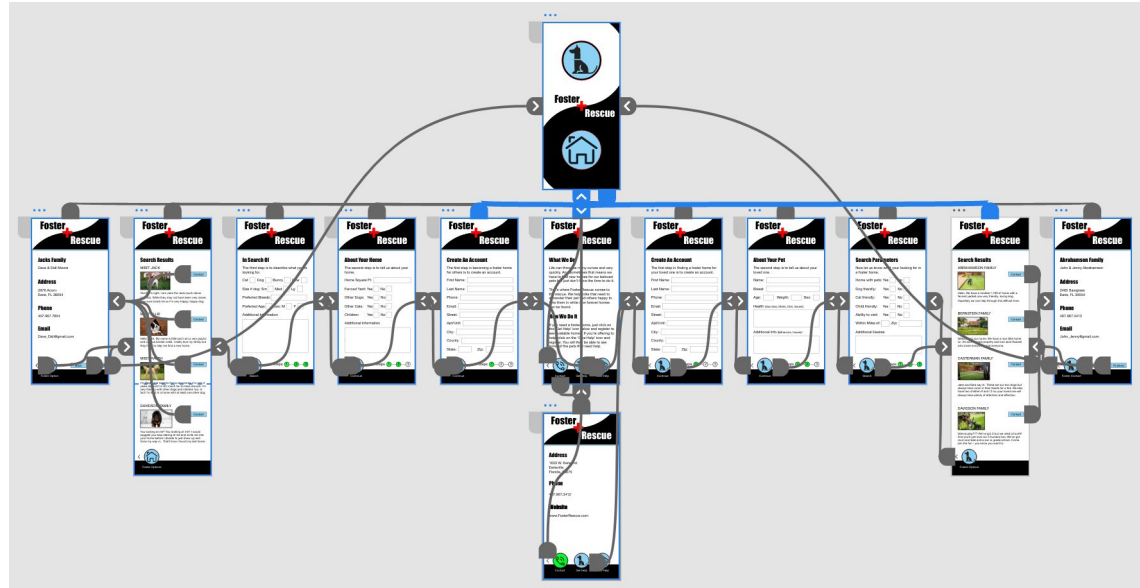
High-fidelity Mockup

A high-fidelity mockup for a screen titled 'Foster Rescue'. The header features the text 'Foster Rescue' with a red plus sign between the words. Below the header is the section 'Create An Account' with the text 'The first step in becoming a foster home for others is to create an account.' This is followed by form fields for 'First Name:', 'Last Name:', 'Phone:', 'Email:', 'Street:', 'Apt/Unit:', 'City:', 'County:', 'State:', and 'Zip:'. At the bottom, there is a back arrow, a blue house icon, and a progress indicator 'Steps 1 2 3', where '1' is highlighted in green. A 'Continue' button is located at the very bottom.

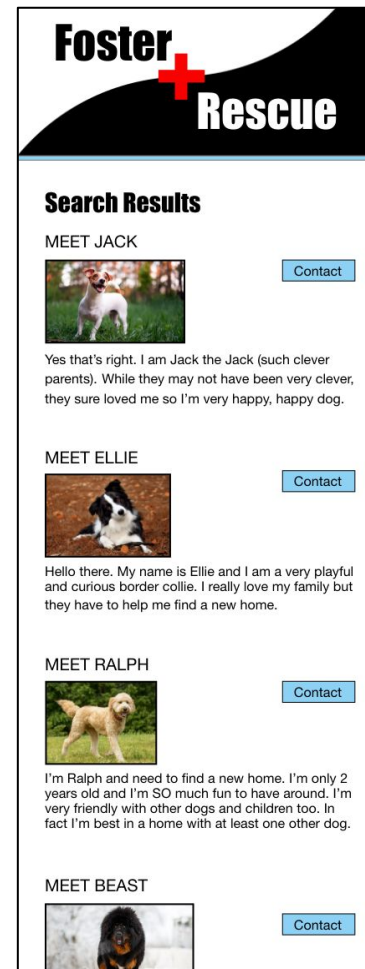
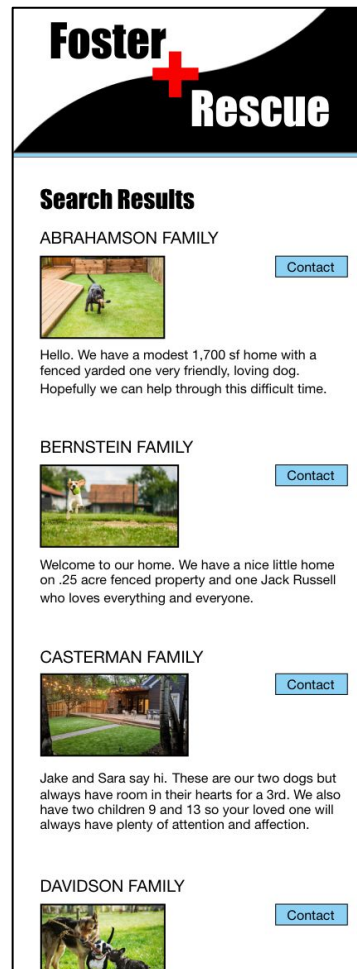
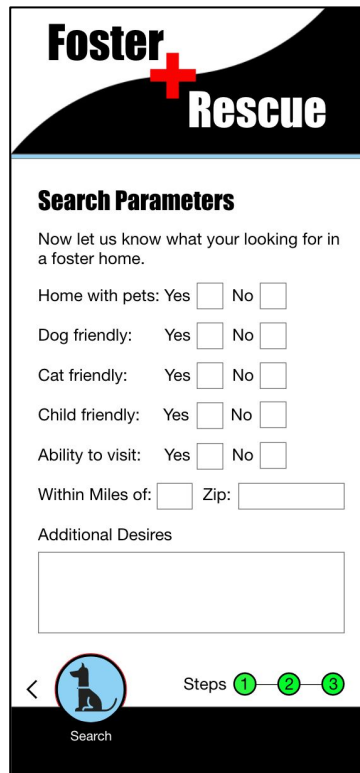
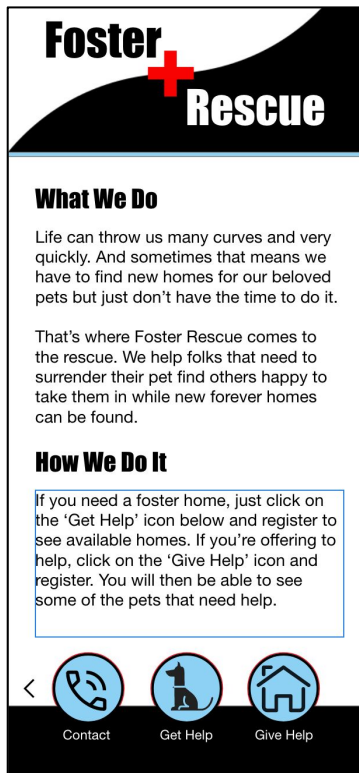
Compare icon to last screen and see how the theme is reflected

# High-fidelity prototype

Here is the High-fidelity prototype showing all of the connections and consistent design carryovers. I discovered there was no need for separate 'process/about' pages so home screen links to single overview from which users select a path.



# Mockups



# Accessibility considerations

1

Primarily used strong contrasting black and white for ease of reading.

2

Used contrasting yet complimentary fonts, sizes and boldness to ease hierarchical awareness without over burdening the user.

3

Used a pallet of colors friendly to color blindness.

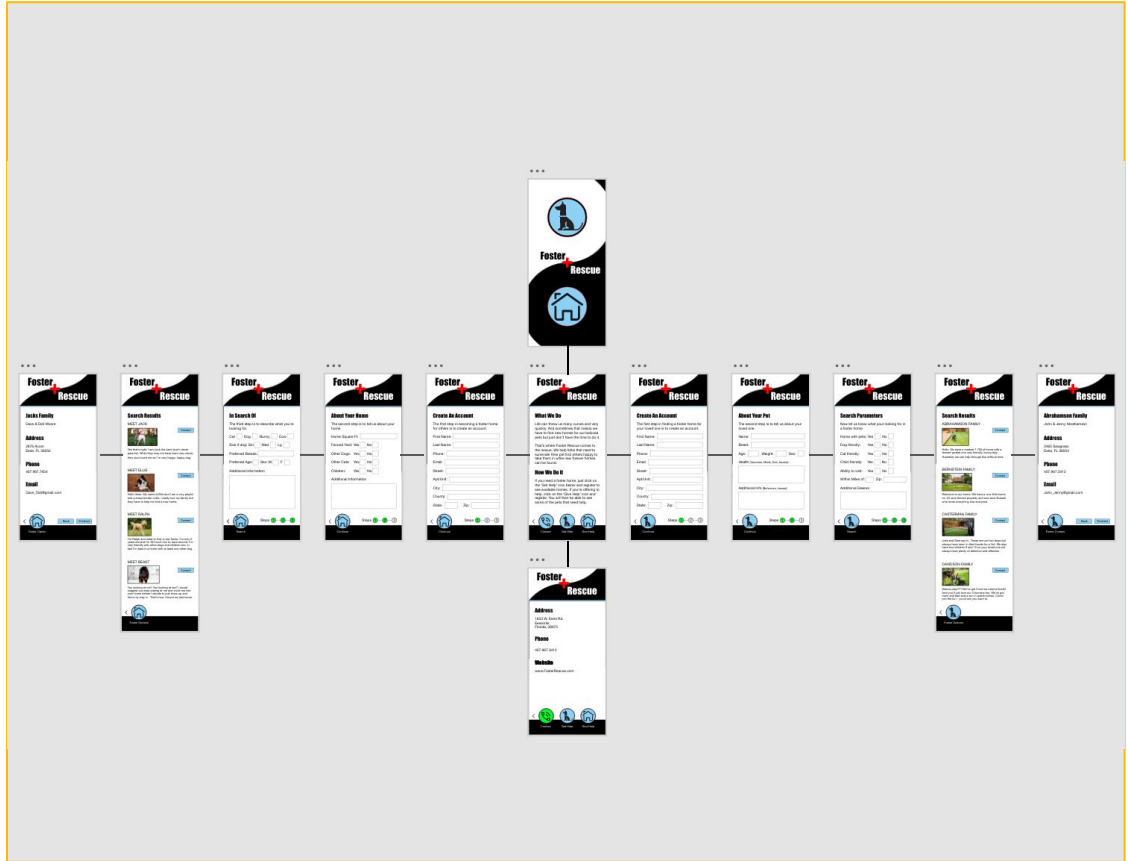


# Responsive Design

- Information architecture
- Responsive design

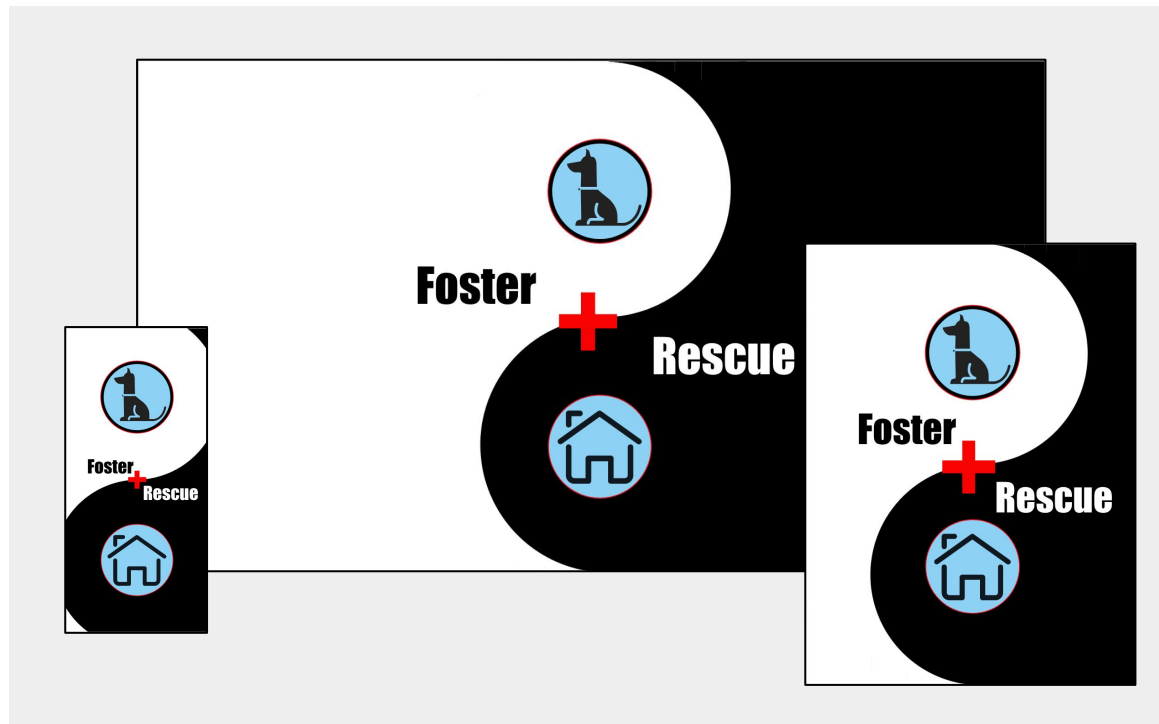
# Sitemap

In some instances, apps and websites can serve very different purposes. In this case, the purpose was the same for both so I kept the same structure for both.



# Responsive designs

Here are some examples of the responsive looks on various devices. I was able to maintain a very simple and elegant look across all screens with a consistent look and feel.



# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

The app and website have been a tremendous success. While we don't have before and after statistics to share, we do know that since the launch, 25 pets have found foster families and the number of families willing to foster has been increasing on average but 5 per week.



## What I learned:

There is no substitute for user testing. You will almost always uncover unexpected guidance so test early and test often.

# Next steps

1

I'd like to add a notification option to the app so that when new foster options surface, those looking for help can be notified.

2

I'd like to add a notification option to the app so that when new pet options surface, those looking to help can be notified.

3

I'd like to add an option to both the app and the website allowing folks to donate.

# Let's connect!



Thank you for reviewing my work!

If you'd like to see more of my work or contact for any reason, please feel free to call me at 123-456-0987 or email me at: [DaveRocks@UXDesign.com](mailto:DaveRocks@UXDesign.com)