

UX documentation for the Non-profit organisation

South Island Wildlife Hospital

Juliana Guimaraes



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Brief

The South Island Wildlife Hospital is seeking assistance in attracting more donors to support their crucial efforts in caring for the growing number of native wildlife in need (mainly birds). Overwhelmed with an influx of sick, injured, and starved birds, the hospital faces multiple challenges caused by various environmental factors.

Keeping that in mind we need to:

- Come up with a strategy to create an engaging donation system on their website.
- Implement a continuous fundraising campaign.

Objectives

1. Increase donor engagement: Develop an intuitive and appealing donation system that inspires potential donors to contribute to the South Island Wildlife Hospital.
2. Raise funds for vital resources: Encourage donations to alleviate the hospital's budget constraints, enabling the purchase of food, medical supplies, and necessary aviary equipment.
3. Raise awareness: Utilize the fundraising campaign to educate the public about the factors contributing to the increased number of birds requiring care.

Initial Proposed Solutions

1. Donation System Redesign

- Conduct user research: Gather insights from potential donors to understand their motivations, concerns, and preferences when it comes to donating to wildlife causes.
- Streamline the donation process: Create a user-friendly and seamless donation system on the hospital's website, ensuring clear instructions, secure payment options, and customizable donation amounts.
- Visual appeal and storytelling: Incorporate engaging visuals, captivating stories of recovered birds, and real-time progress updates to evoke empathy and drive donor engagement.
- Acknowledgment and gratitude: Implement an automated system to send personalized thank-you messages and certificates of appreciation to donors, fostering a sense of connection and appreciation.

2. Fundraising Campaign

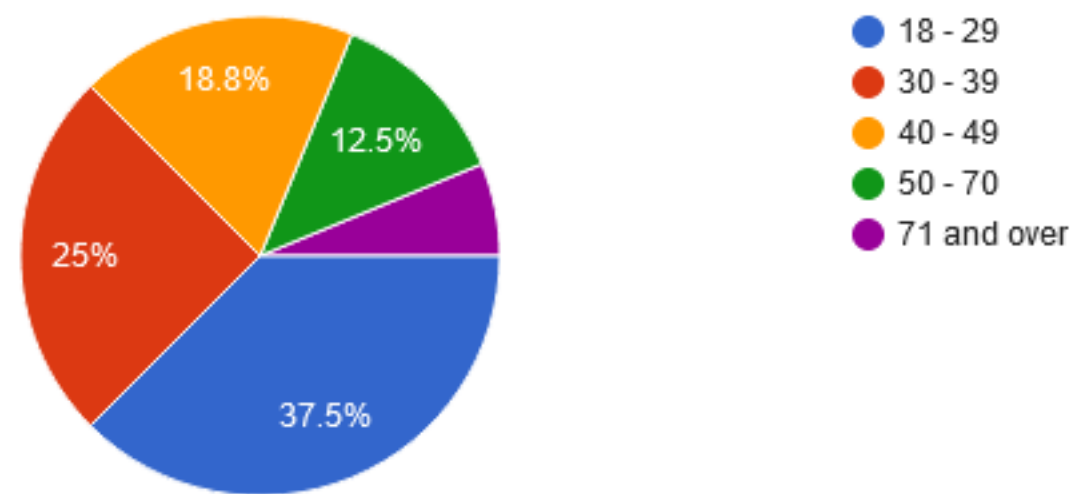
- Print collateral design: Develop visually stunning posters, postcards, and a pre-order calendar for 2024 featuring captivating images of native animals, showcasing the hospital's commitment to their preservation.
- Storytelling through imagery: Accompany each print with compelling narratives about the bird's journey and the challenges they face in the current environmental landscape.
- Multi-channel marketing: Launch a comprehensive marketing campaign utilizing the hospital's website, social media platforms, and local community channels to promote the prints and drive sales.

Research

We have conducted a survey research to find out the demographic profiles of New Zealand residents who are inclined to make donations or contribute in various ways, such as through fundraising efforts, to support the wildlife of New Zealand. Our findings helped us find out the behavior of individuals who are most likely to engage in meaningful actions towards the preservation and conservation of our unique wildlife

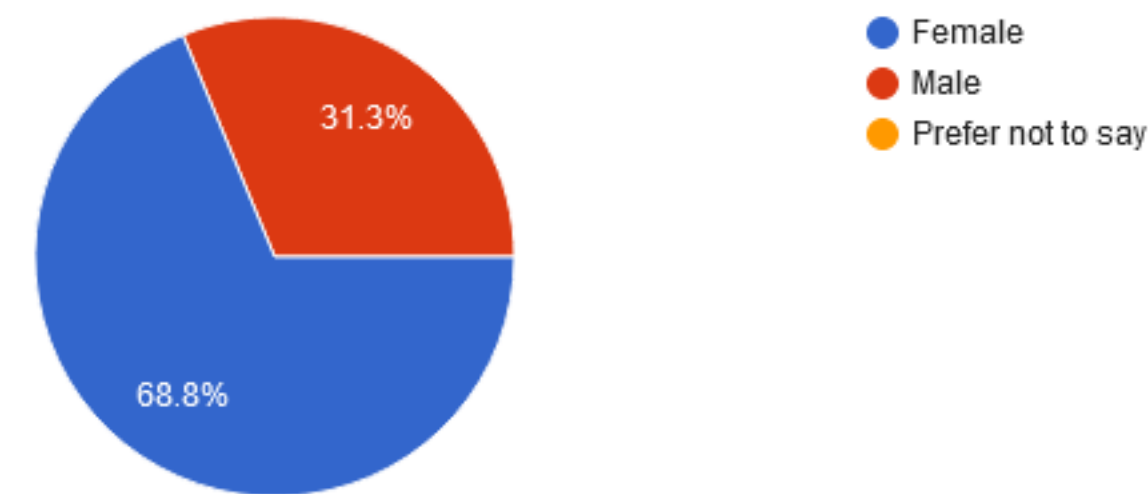
1

What age group do you belong to?
16 responses



2

What is your gender?
16 responses



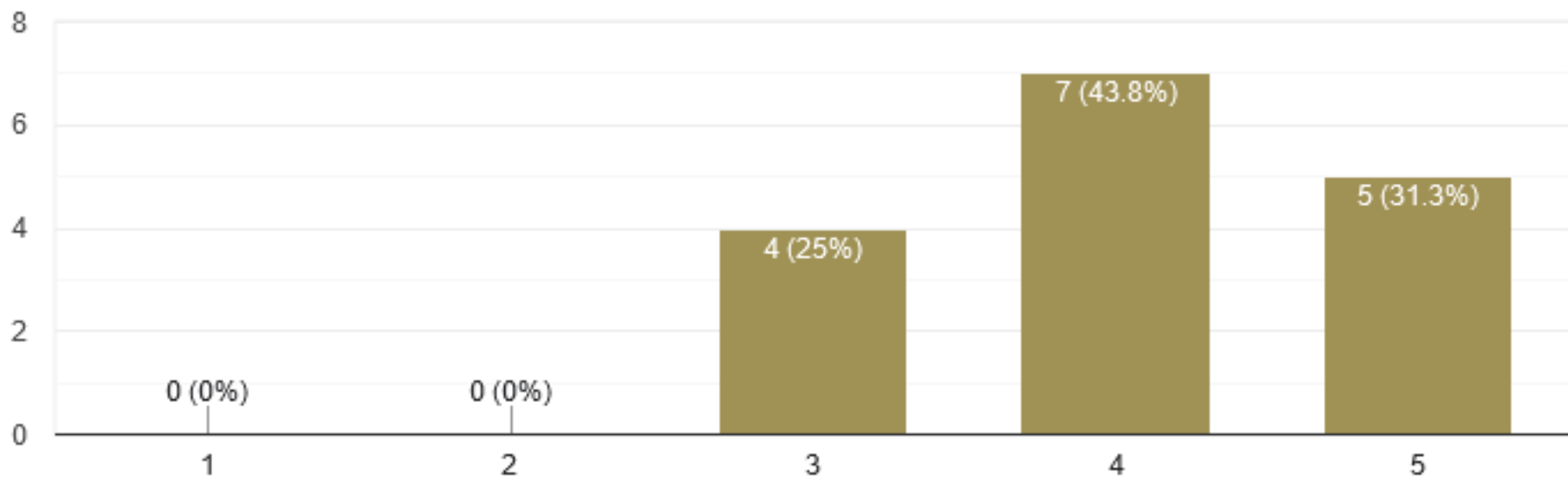
The majority of respondents who participated in the interview were females between the ages of 18 and 29.

Research

3

On a scale from 1 to 5, how concerned are you about New Zealand native animals?

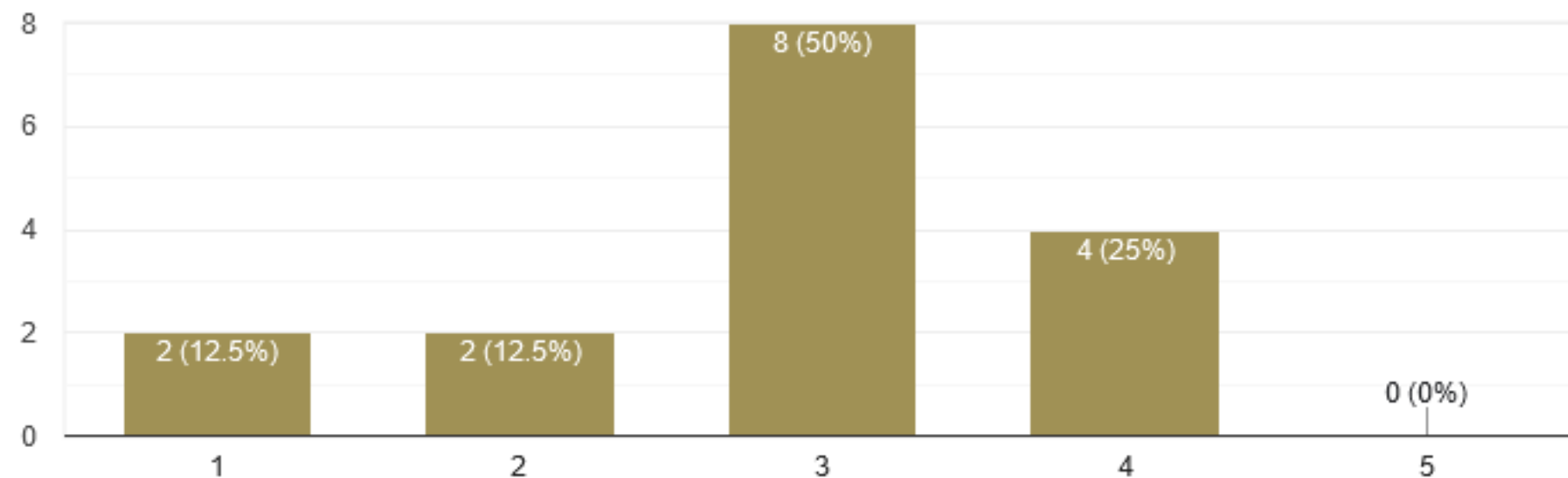
16 responses



4

How inclined are you, on a scale of 1 to 5, to contribute donations to organizations dedicated to the welfare of New Zealand's native wildlife?

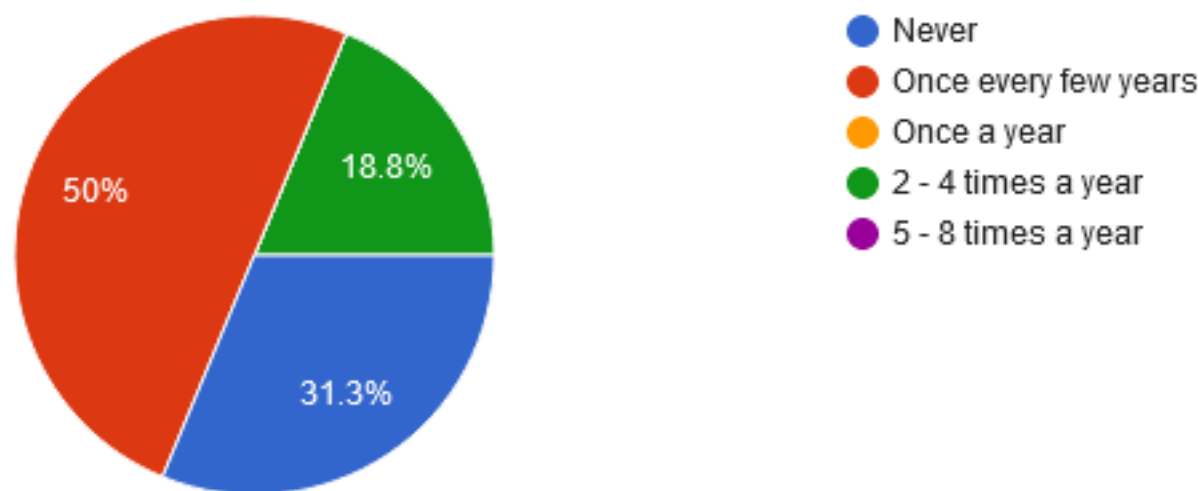
16 responses



5

How often do you make donations?

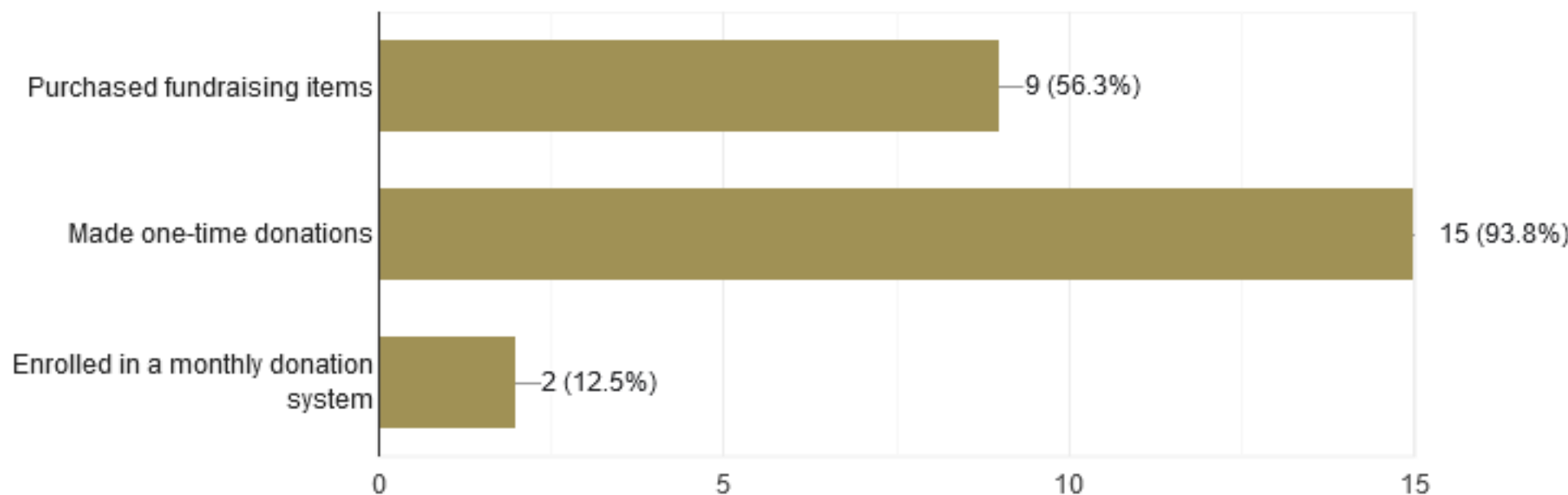
16 responses



6

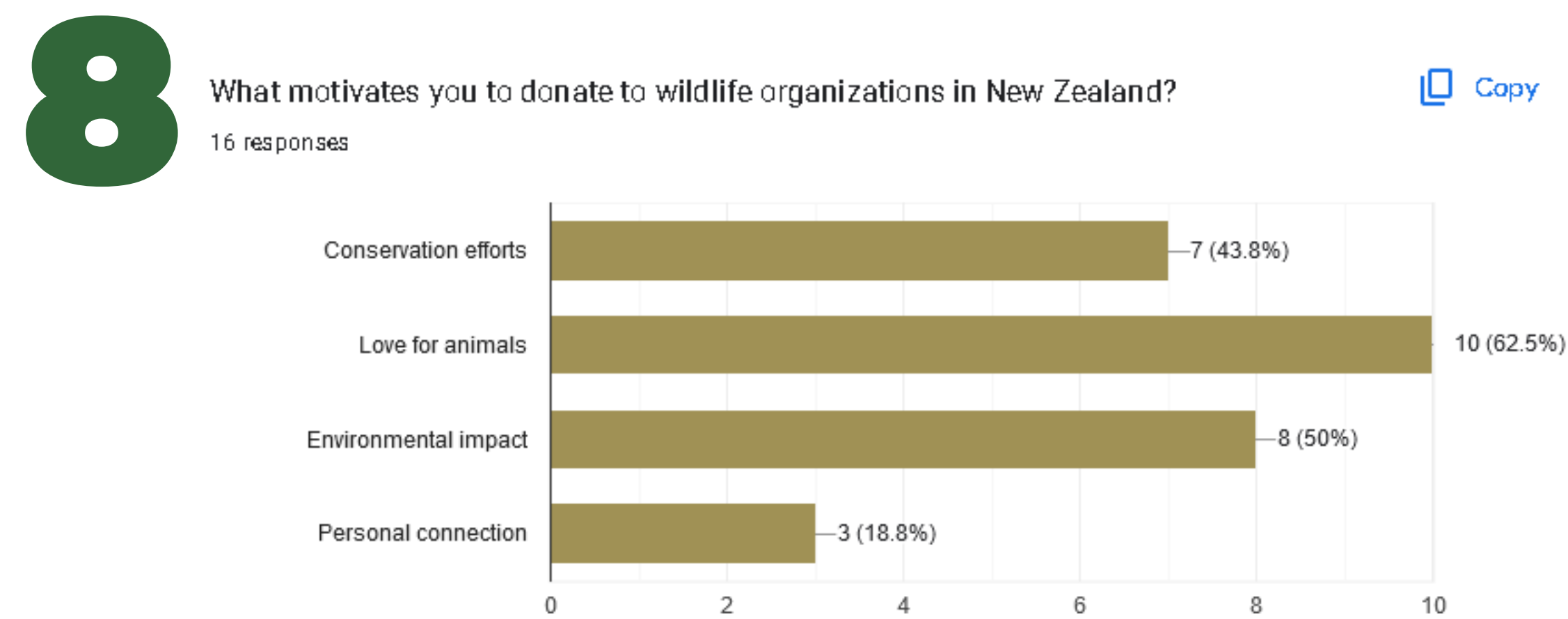
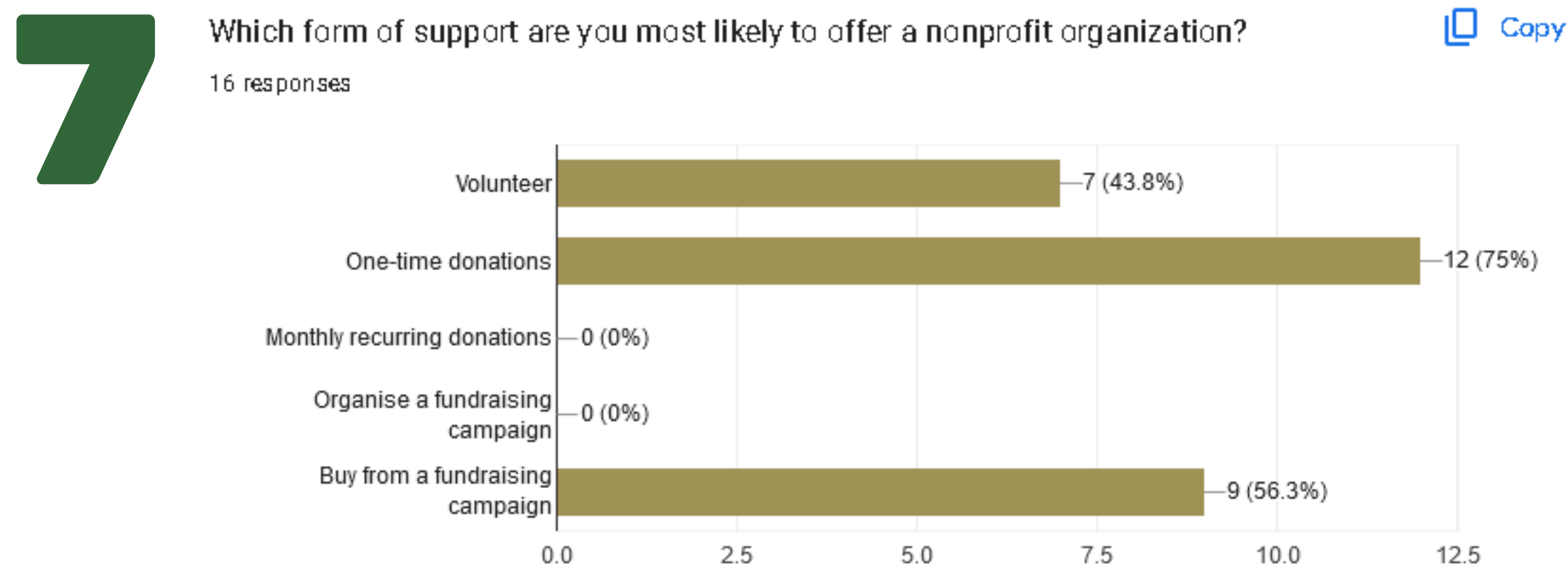
Which type of donations have you made in the past?

16 responses



More than half of the respondents expressed concern for New Zealand native animals; however, this sentiment did not necessarily translate into a strong inclination to donate to NGOs dedicated to their welfare. While over 90% of the respondents have made one-time donations, and more than half have purchased items from fundraisers, only just over a quarter of them donate regularly or frequently.

Research

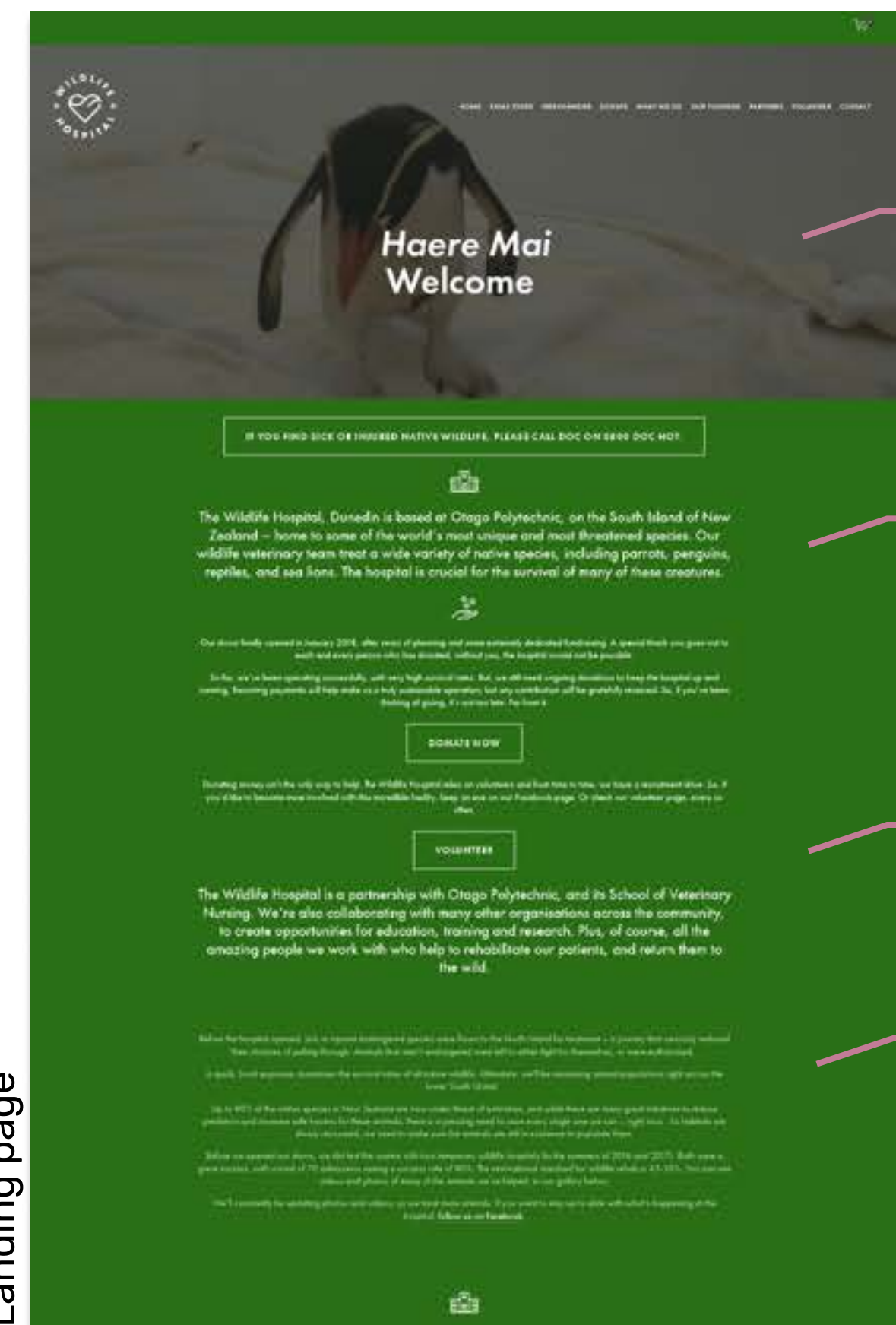


The majority of our respondents expressed a preference for continuing with one-time donations, while over half of them indicated a willingness to make purchases from fundraising campaigns. Their primary motivation stems from a deep love for animals, followed closely by concerns for the environmental impact. Although conservation efforts are recognized, there seems to be a lack of personal connection to wildlife conservation among the respondents.

Competitor Analysis #1

We have conducted a competitor analysis which allows us to gain insights into the competitive landscape, learn from best practices and to differentiate our website from theirs. We decided to analyse two other New Zealand NGOs that also help native wildlife.

<https://www.wildlifehospitaldunedin.org.nz>



The video on the landing page is adorable and captivating. However, it currently lacks responsiveness, leading to cropping issues when viewed on mobile and tablet devices.

The brief narrative about the NGO holds significant importance as it enables users to grasp the essence and purpose of the organization.

The inconsistent use of font sizes and weights in their "About" story disrupts the linear flow and may lead to confusion for readers.

It can be confusing the fact that their about story is in 4 different fonts sizes and weight.

The inclusion of photos showcasing their work serves as compelling social proof, fostering trust and credibility with the user.

The oversized photos on the landing page contribute to its excessive size, causing it to extend beyond the typical screen height dimensions.



Landing page

Landing page

Competitor Analysis #1

<https://www.wildlifehospitaldunedin.org.nz>

Their Christmas shop offers a selection of "products" that can be gifted to support their hospital during the holiday season. This option provides a transparent way for individuals who prefer to have a clear understanding of how their money is being utilized.

Xmas Store page



The have a merchandise page, which also helps raising funds for the hospital.

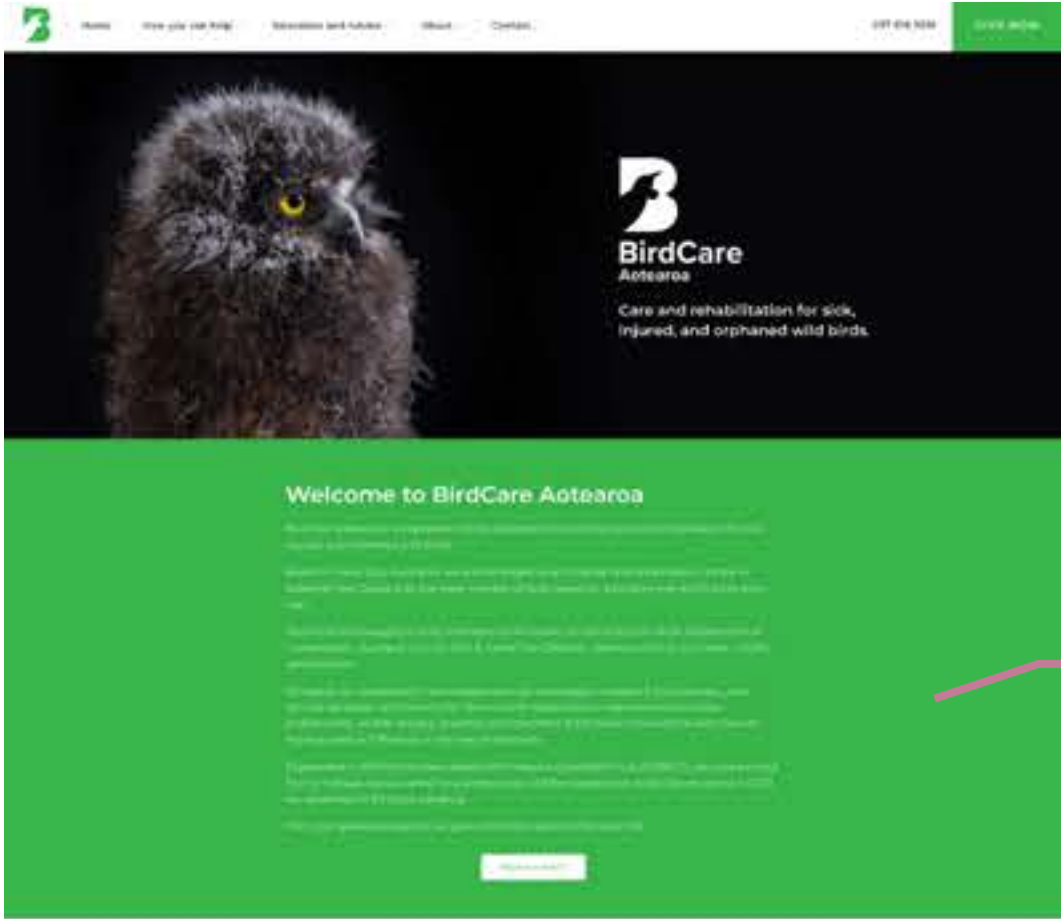
Merchandise page



Competitor Analysis #2

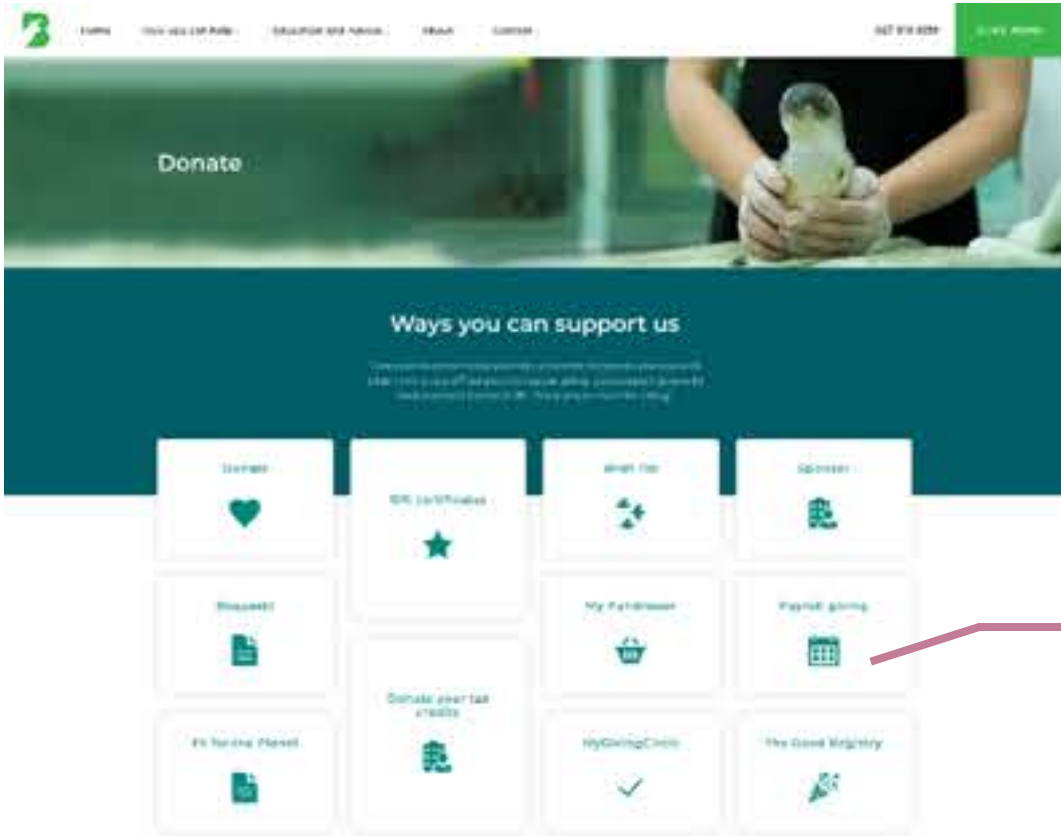
<https://birdcareaotearoa.org.nz/>

Landing page



Concise and easy to read short story about the NGO. The color contrast between the white and the chosen green might make it difficult to read for some users. We have checked the contrast checker and it fails on readability and accessibility.

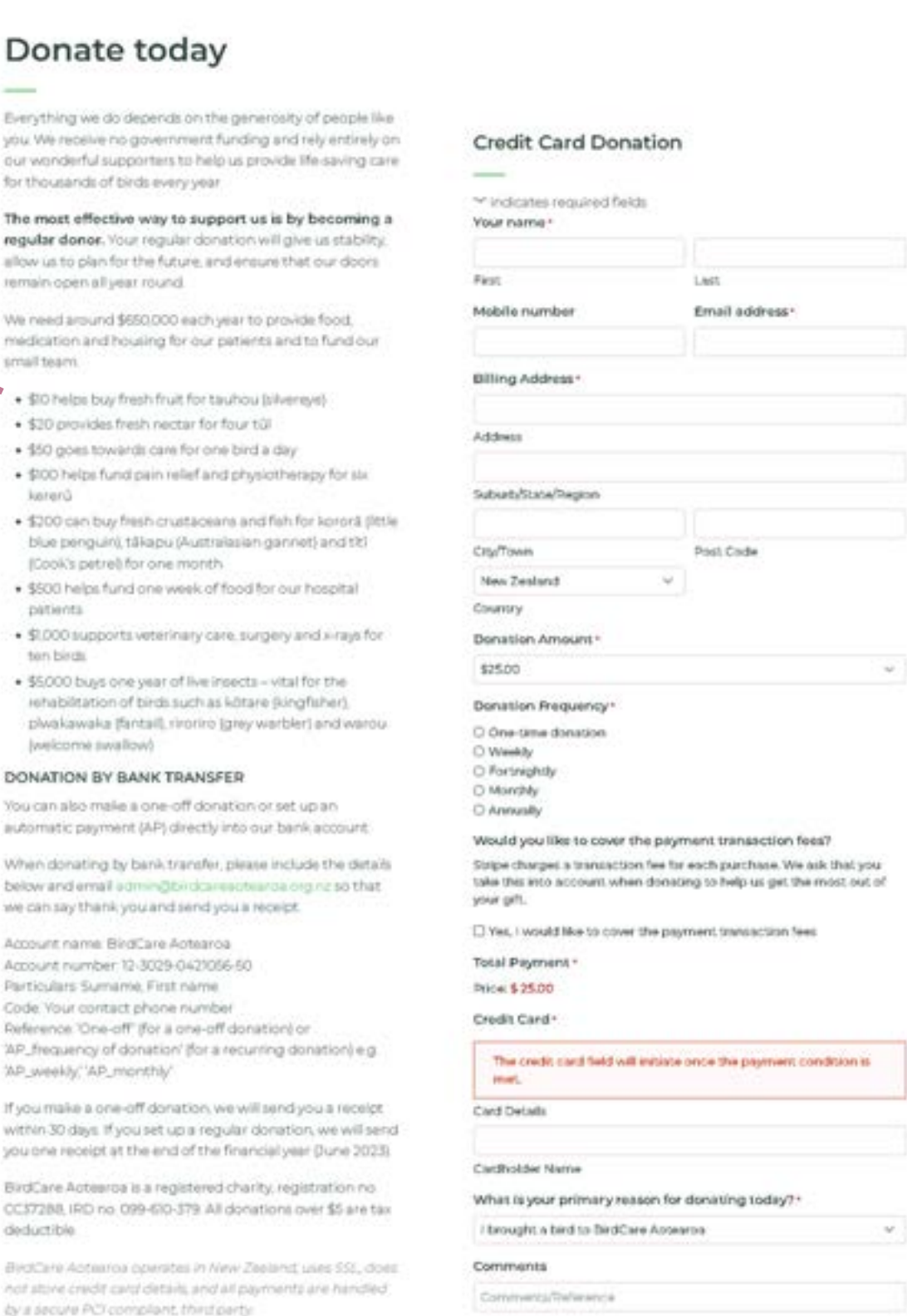
Donate page



This section provides a diverse range of options for supporting the NGO, offering users a multitude of avenues to contribute.

Providing context on the impact of each donation, illustrating how even small donations can make a significant difference in supporting their mission. This helps potential donors understand the tangible impact of their contributions.

Donate page



Research Conclusion And MVP Features

Based on the insights gathered from the survey, our initial ideas and the competitor analysis, we have decided our Minimal Viable Product (MVP) strategy, we have carefully selected the following features:

- Fundraising Shop: A dedicated online store offering professional photo prints of New Zealand native animals. These prints not only showcase the beauty of the wildlife but also serve as a means to generate funds for the hospital's activities.

- Storytelling through imagery: Accompany each print with compelling narratives about the animal's journey and the challenges they face in the current environmental landscape. This storytelling approach aims to engage users on an emotional level.

- Gift Shop: A section where users can select and gift the hospital with essential items necessary for its day-to-day operations. This feature provides a unique opportunity for supporters to make a direct impact by contributing tangible resources.

- Donation Options: We will offer various ways for users to donate, ensuring flexibility and convenience. An engaging online donation form will be implemented to streamline the donation process.

- News Page: A dedicated page that keeps users informed about the animals under the hospital's care, including updates on their progress and eventual release. This serves to create a sense of connection and transparency between the hospital and its supporters.

- About and Contact Page: These sections will provide users with comprehensive information about the hospital, its mission, and its team. Additionally, users can easily reach out to the hospital for inquiries or further engagement.

- We will make sure the website is responsive and fully functional for all devices, including tablet and mobile.

By incorporating these features into our MVP, we aim to create a comprehensive and engaging online platform that supports the hospital's fundraising efforts while fostering a deeper connection between the organization and its supporters.

Target Audience

Based on the survey results and further research we identified the primary and also a potential secondary target audience”

1

- New Zealand residents aged 30+
- Any gender (although according to research, females are more likely to donate)
- Animal lovers and/or care about wildlife conservation
- Want to make a positive impact on the environment

2

- Tourists visiting New Zealand
(now that the borders are open again, we have a high influx of tourists)
- Any gender
- These individuals are likely to have a keen interest in the country's unique wildlife and may be motivated to contribute to wildlife conservation efforts during their visit.
- Want to make a positive impact on the environment

User Personas

Based on our target audience we created user personas, they will provide a clear picture of the typical users, aiding in the design process to meet their requirements effectively.

1



Janelle Smith
Female, 40 years old
Christchurch, New Zealand

Background: Works for the department of conservation (DOC).

Motivations and Goals: Has a strong personal connection to native wildlife and wants to make a meaningful impact. Seeks opportunities to donate regularly and engage in conservation efforts. Values transparency and accountability in organizations.

Behaviors and Preferences: Actively participates in local wildlife events, attends educational workshops, and follows wildlife conservation news. Enjoys volunteering and engaging with like-minded individuals.

2



David Campbell
Male, 31 years old
United Kingdom

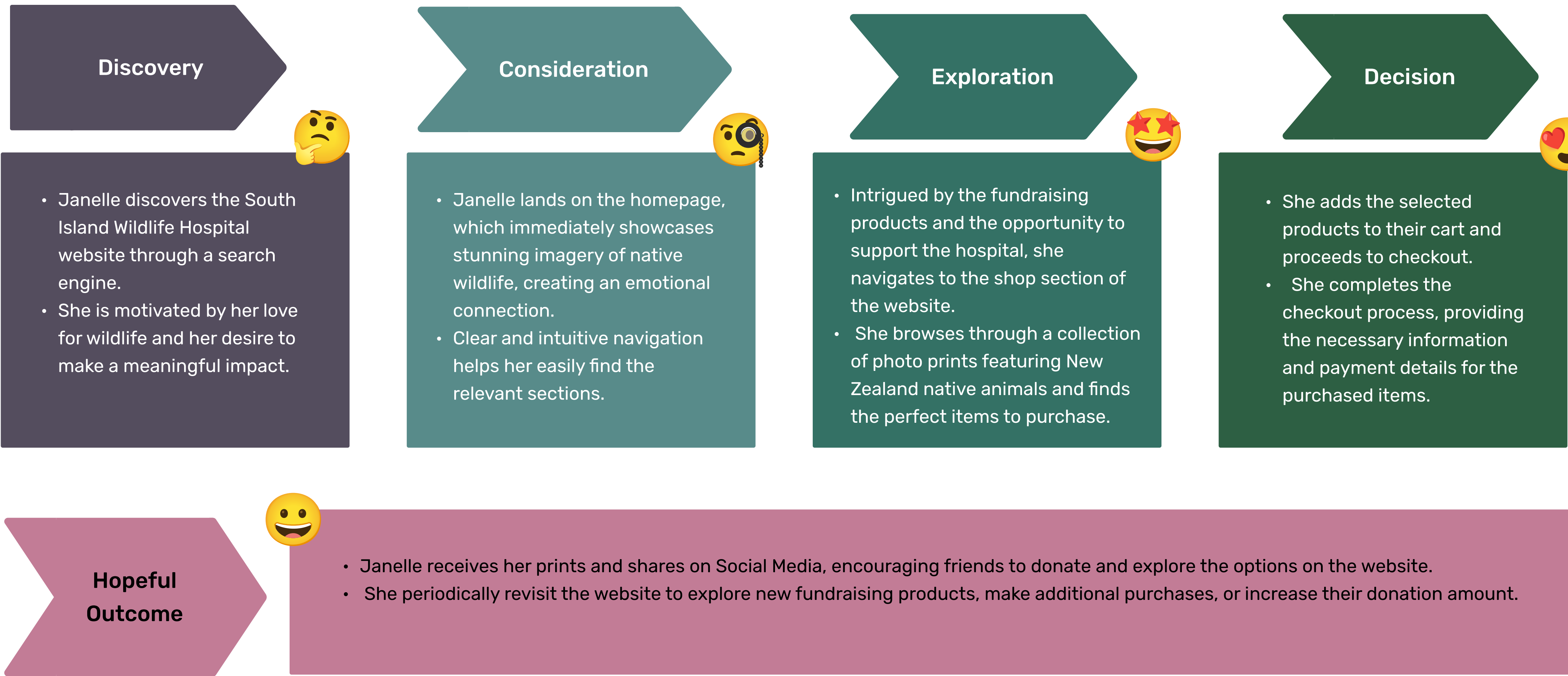
Background: Works as a freelance nature photographer, explores different countries to capture diverse ecosystems.

Motivations and Goals: Values sustainable tourism and wants to contribute to wildlife conservation during his visit. Seeks opportunities to support local wildlife organizations and learn more about New Zealand's unique species.

Behaviors and Preferences: Enjoys outdoor activities like hiking and wildlife photography. Active on social media platforms, shares experiences and engages with environmental organizations. Interested in eco-friendly accommodations and guided tours that emphasize conservation efforts.

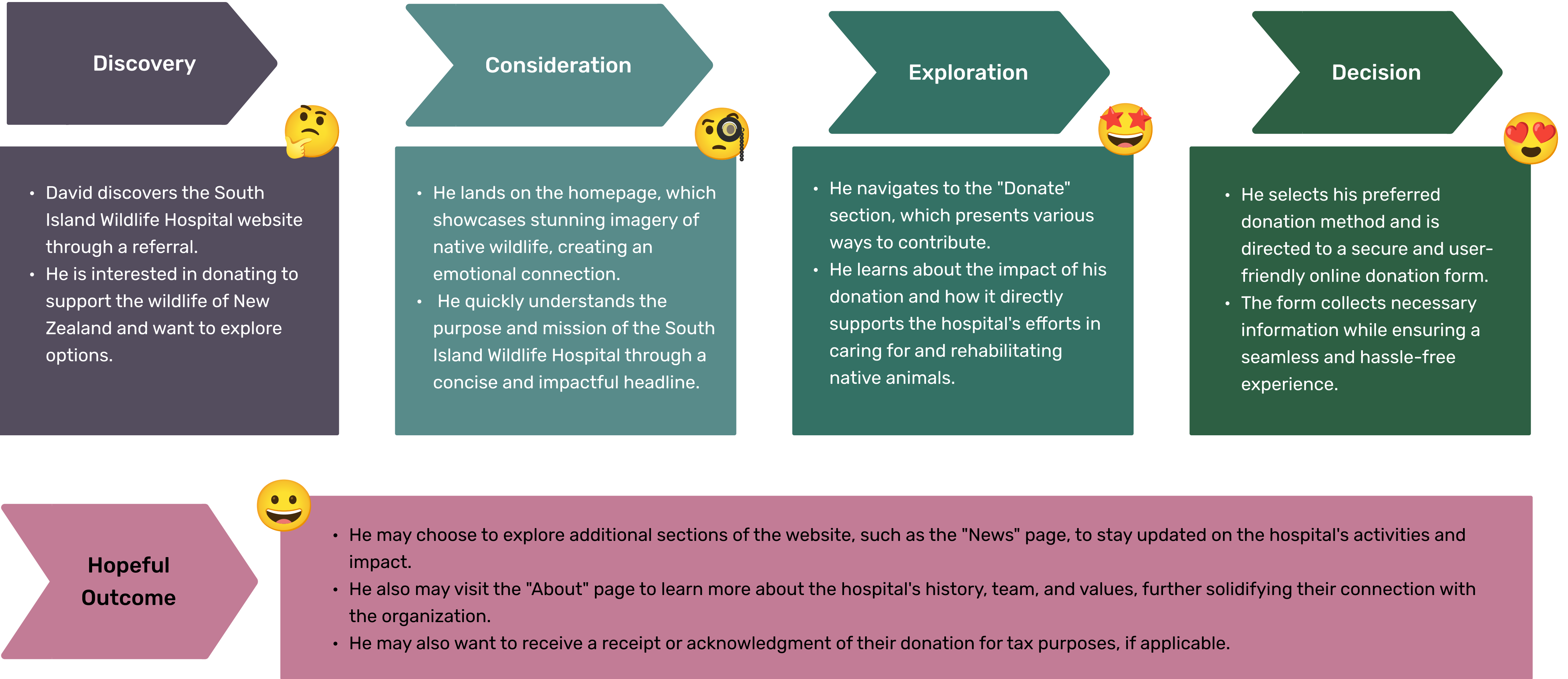
User Journey

This user journey highlights the path of **Janelle Smith** (persona 1), from her initial discovery of the website to the decision making. It emphasizes the seamless integration of the shop.



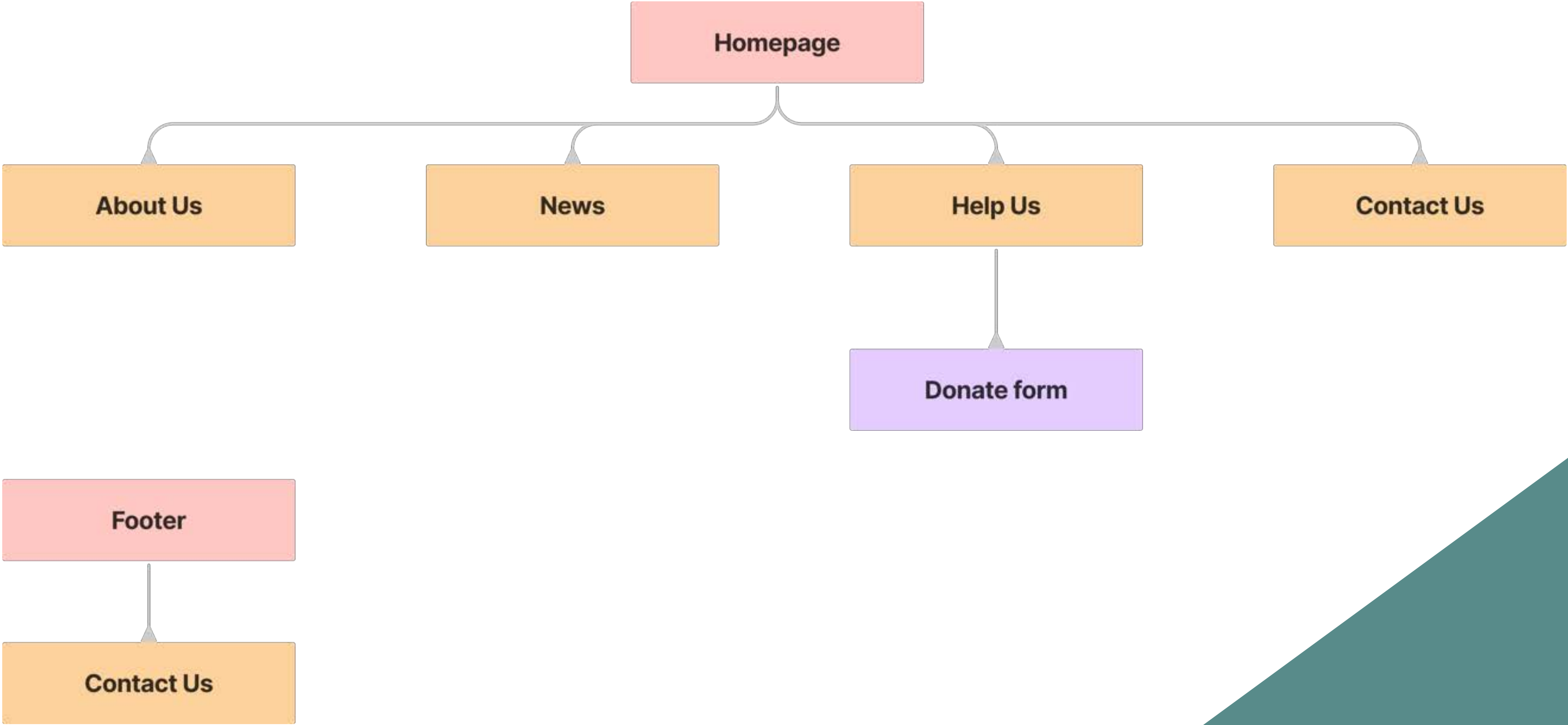
User Journey

This user journey highlights the path of **David Campbell** (persona 2), from his initial discovery of the website to the decision making. It emphasizes the seamless integration of the shop.



Information Architecture

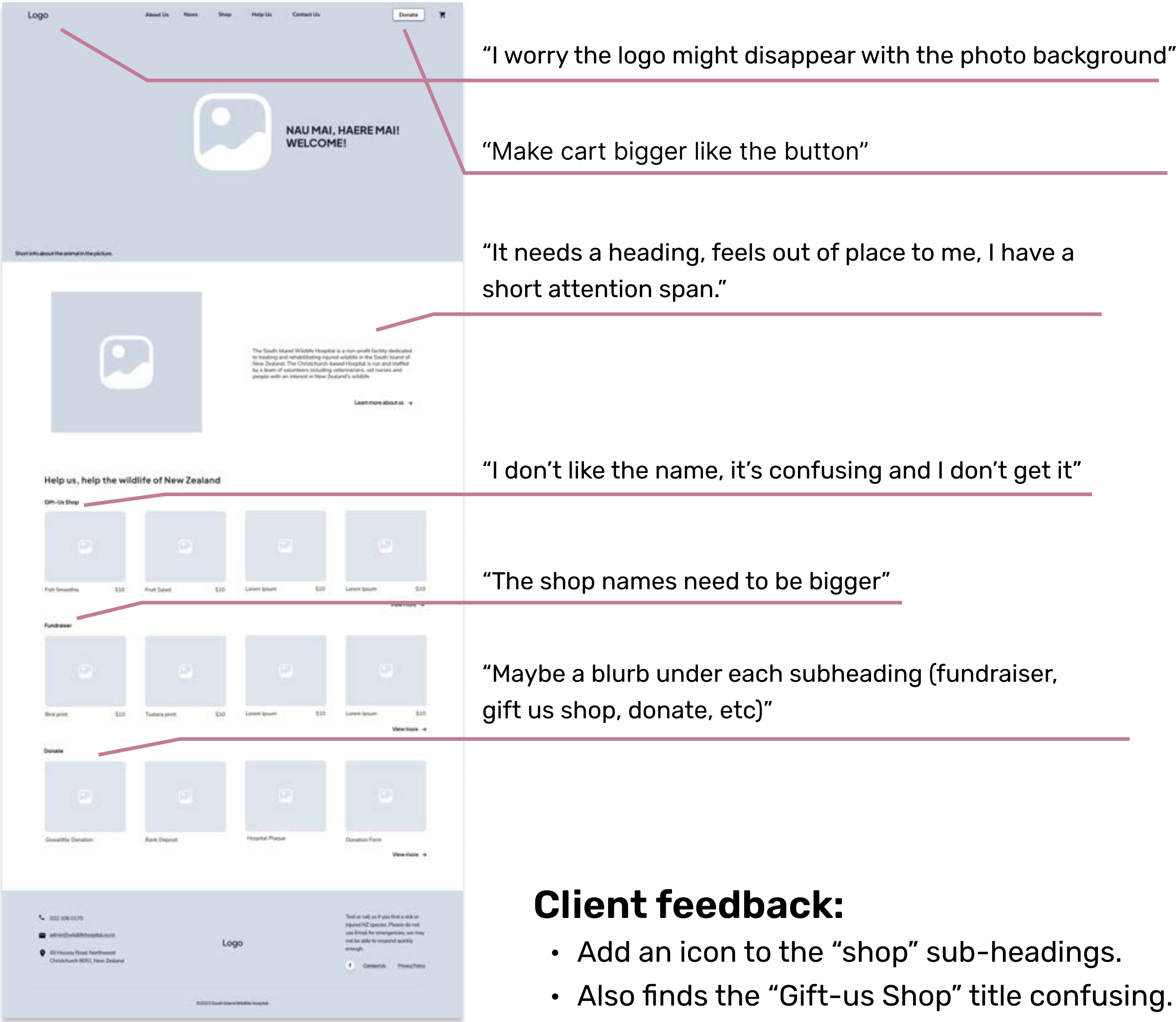
Now that we have a clear understanding of the ideal user journey we want to create, we have developed a site map that aligns with this vision.



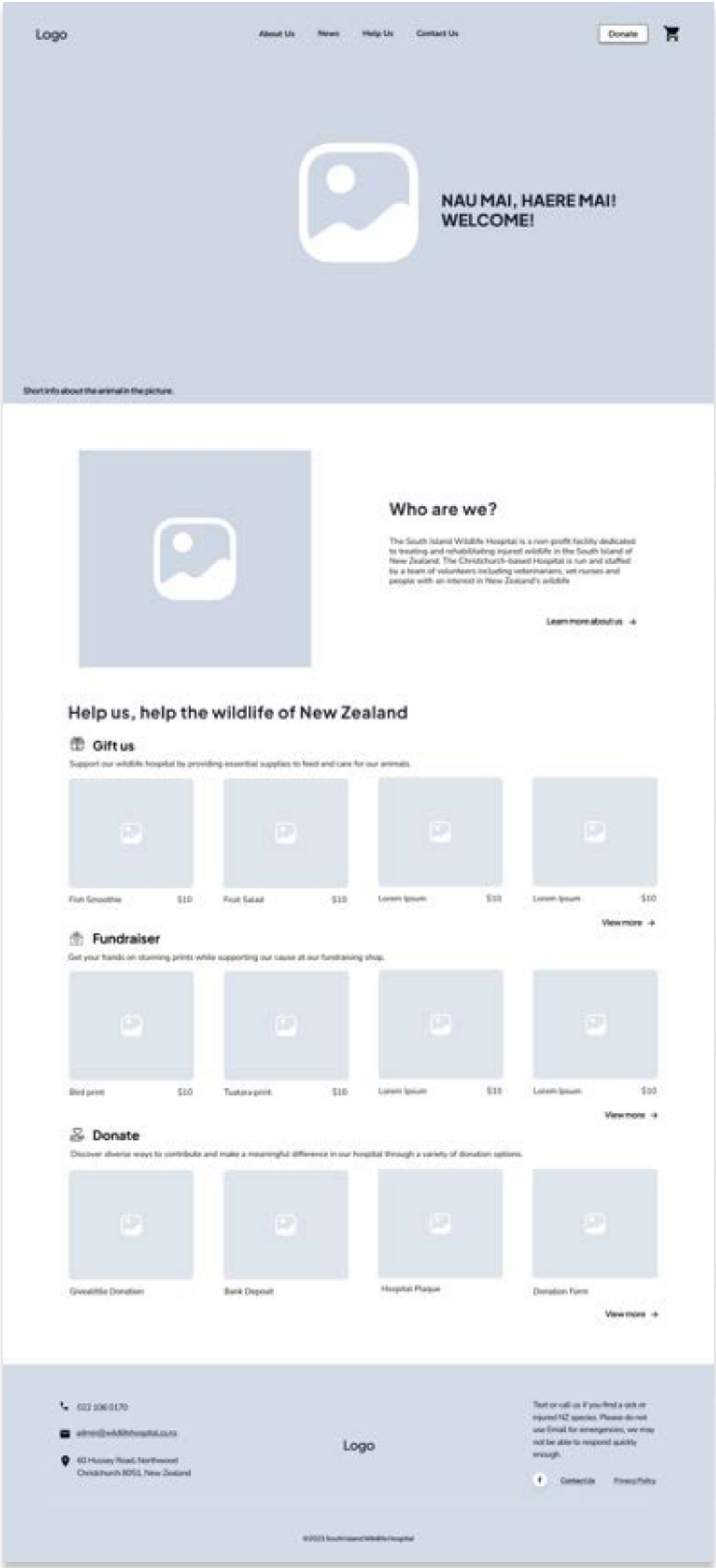
Low Fidelity Wireframes

To gather valuable user feedback and insights early in the design process, we have created low-fidelity wireframes as a preliminary step before moving on to high-fidelity designs.

Landing page - before feedback



Landing page - after feedback



Low Fidelity Wireframes

Shop page - before feedback



“The arrow indicated a menu dropdown, maybe change the icon or leave it with underline to be clickable.”

“Maybe have a dropdown with the shops and the donation to help, all on the same page and the page transforms according to what is clicked/chosen”

“Maybe hyphenate this word to make more sense?”

Client feedback:

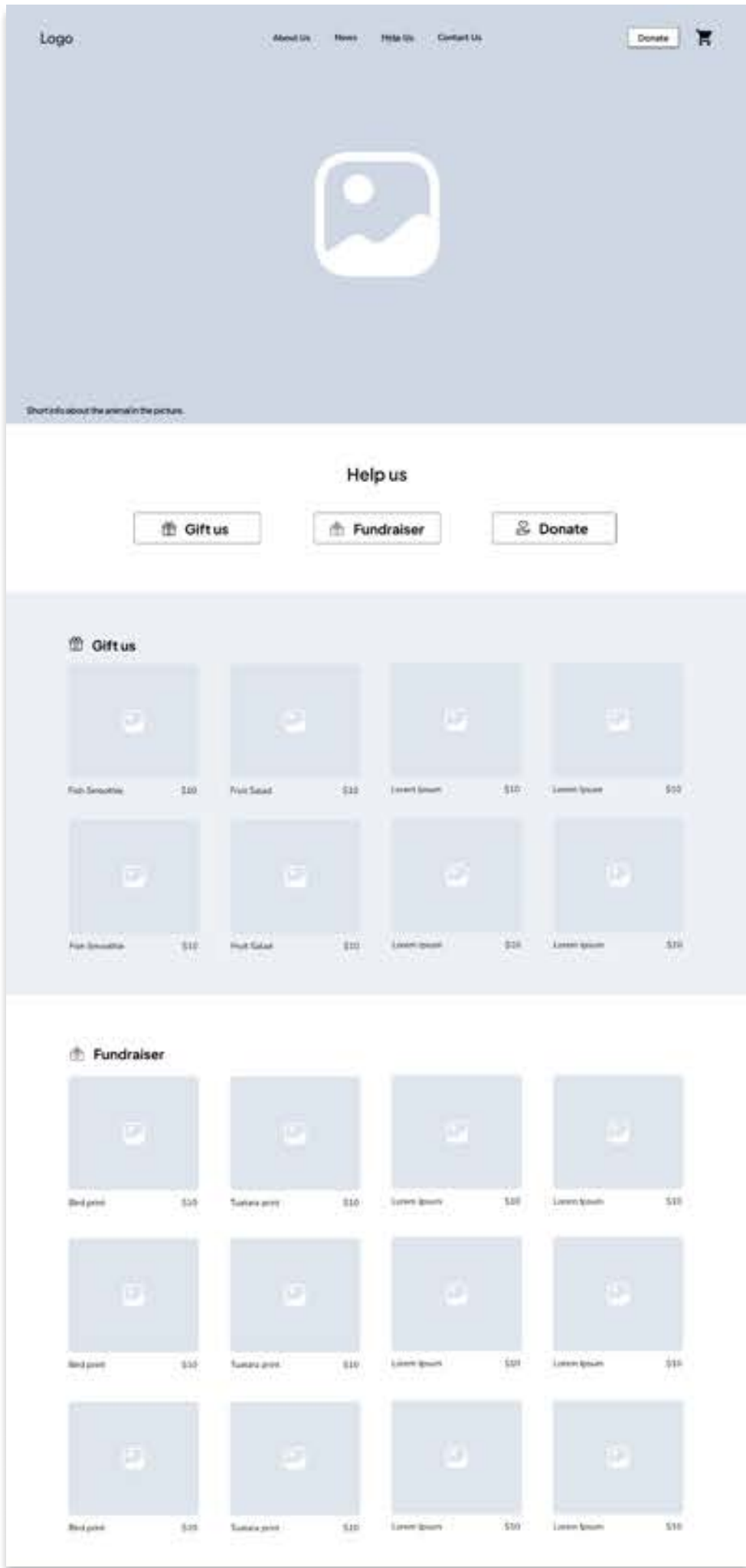
- I think having just one page for the gifts, fundraiser and donation options would be better.

Help Us page - before feedback

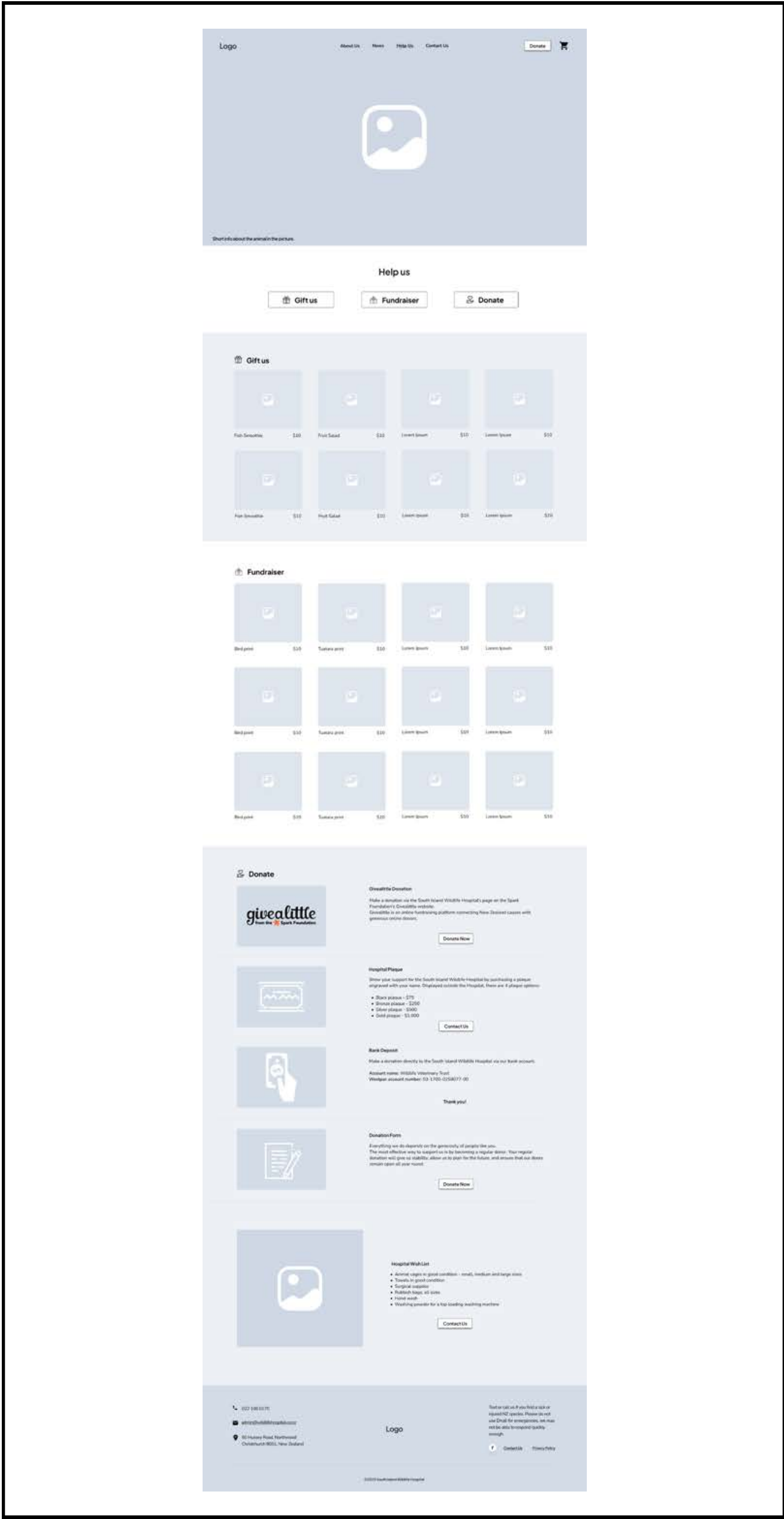


Low Fidelity Wireframes

After client and user feedback we made changes and decided to move the content of the Shop page to the Help Us page.



Help Us page - after feedback



Low Fidelity Wireframes

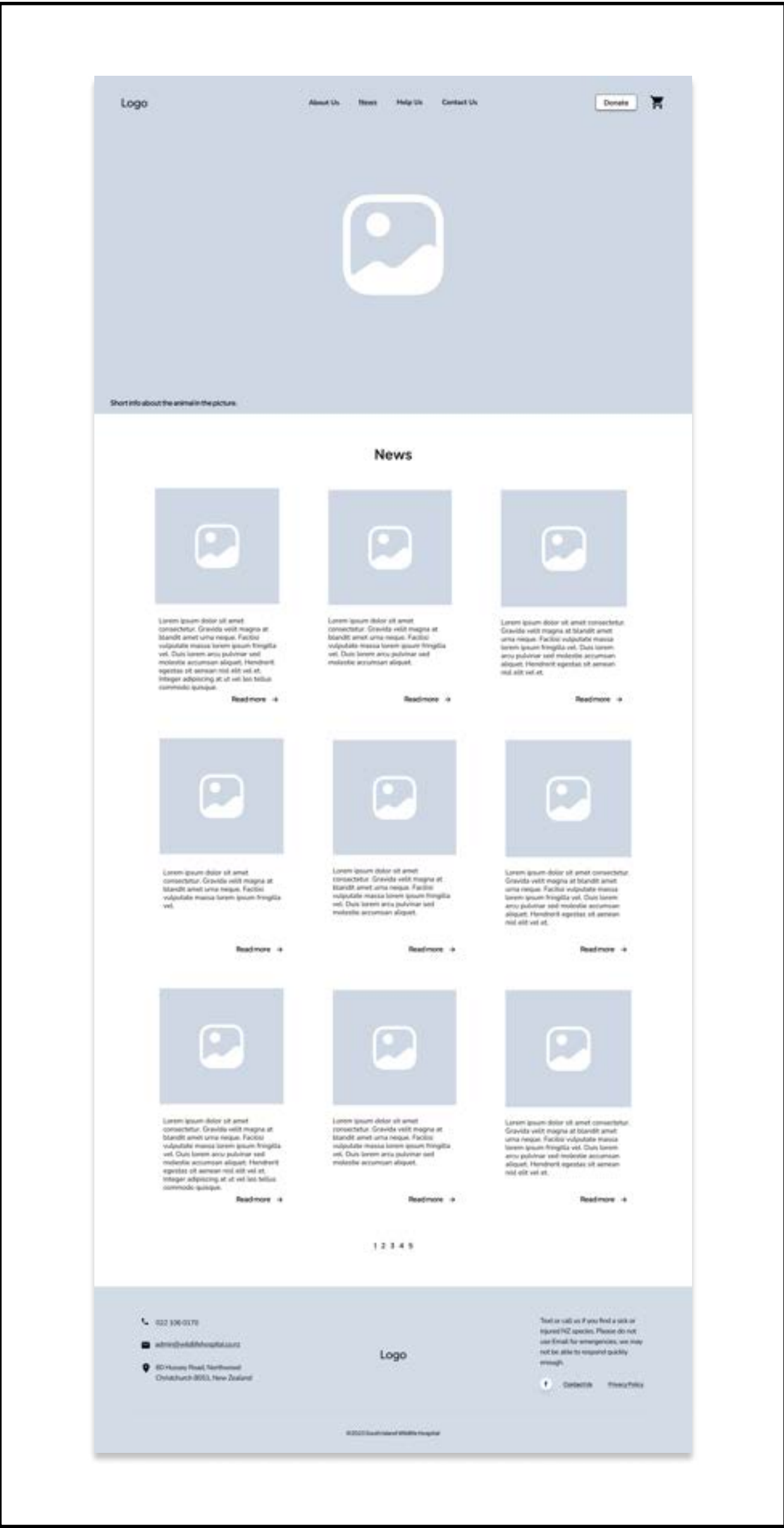
News page - Unchosen version



Client feedback:

- I prefer the card version layout.

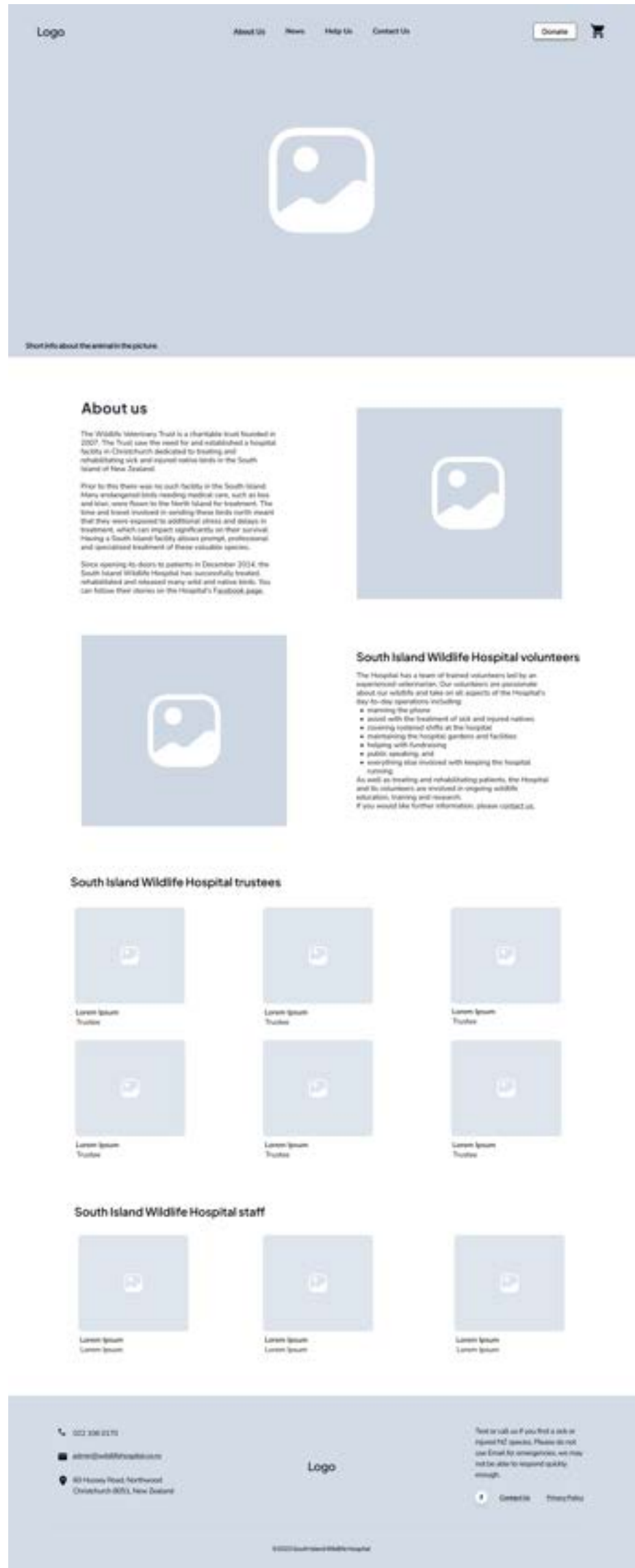
News page - after feedback



Low Fidelity Wireframes

Users and Client didn't have anything to add and were happy with this layout.

About Us page



Contact Us page



Style Tile

To gather valuable feedback for designing our website, we engaged with users and inquired about their preferred style choices. This input was instrumental in crafting our unique style tile, which embodies the visual aesthetic and design elements that resonate most with our target audience.

Typography:

This is a header

This is a sub-header

This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

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Chosen Typography:

This is a header

Plus Jakarta Sans - 40px
Extra Bold

This is a sub-header

Plus Jakarta Sans - 32px
Semi Bold

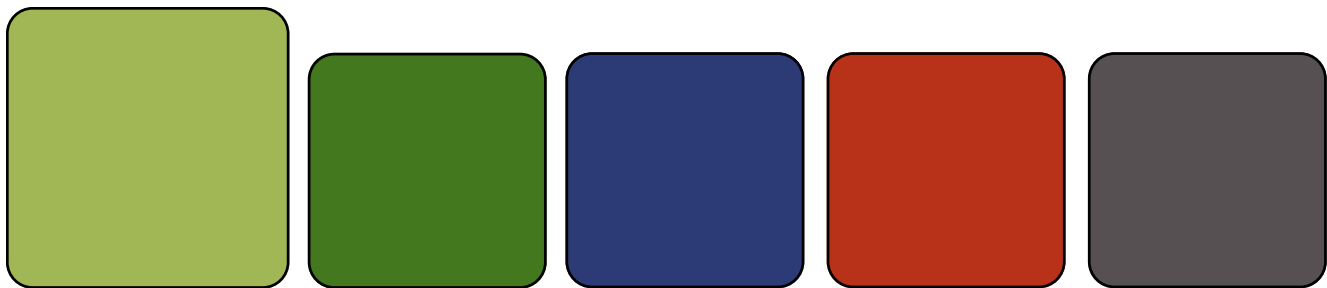
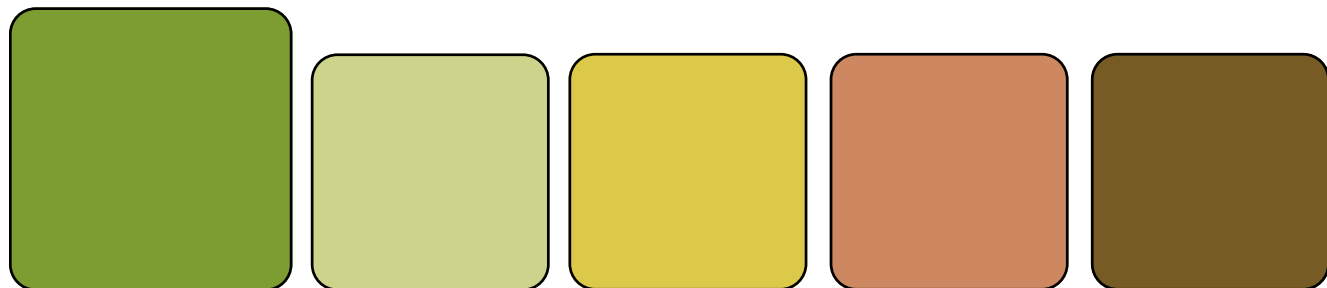
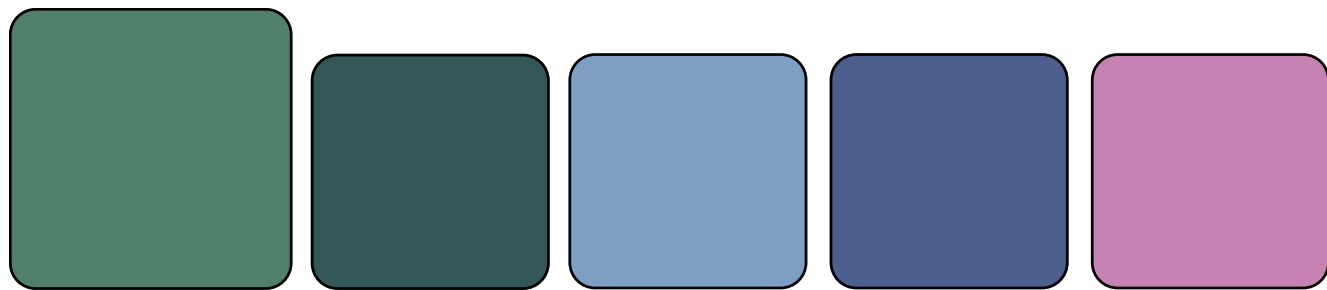
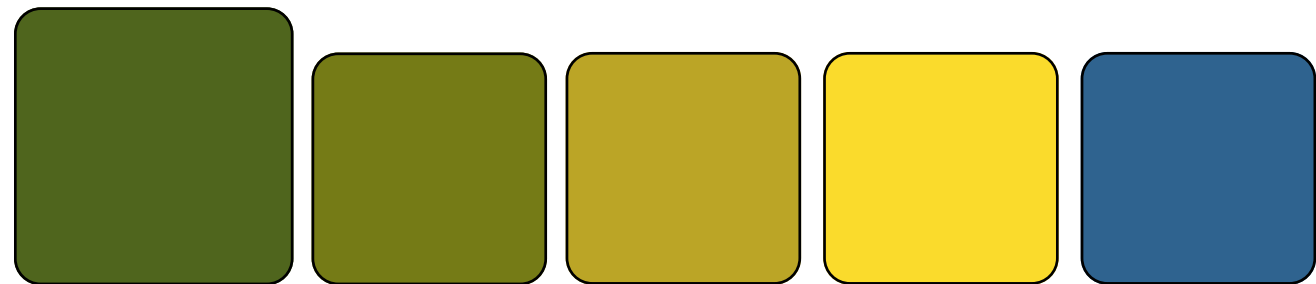
This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

Nunito - 20px
Regular

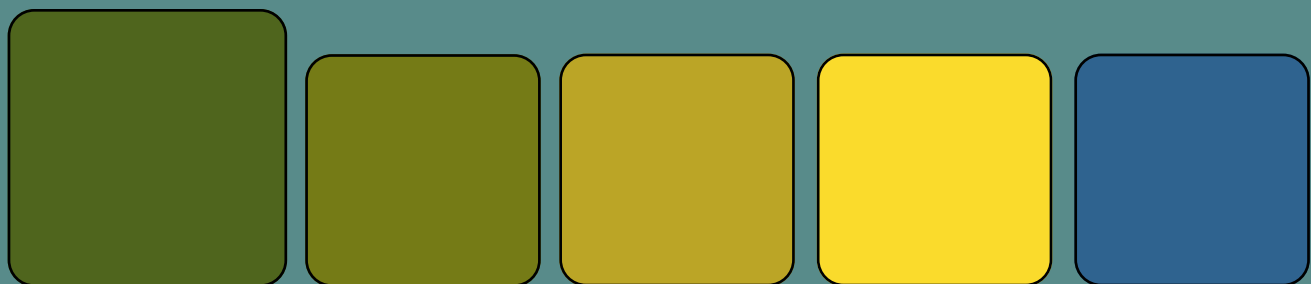
Style Tile

To gather valuable feedback for designing our website, we engaged with users and inquired about their preferred style choices. This input was instrumental in crafting our unique style tile, which embodies the visual aesthetic and design elements that resonate most with our target audience.

Colour Palette:



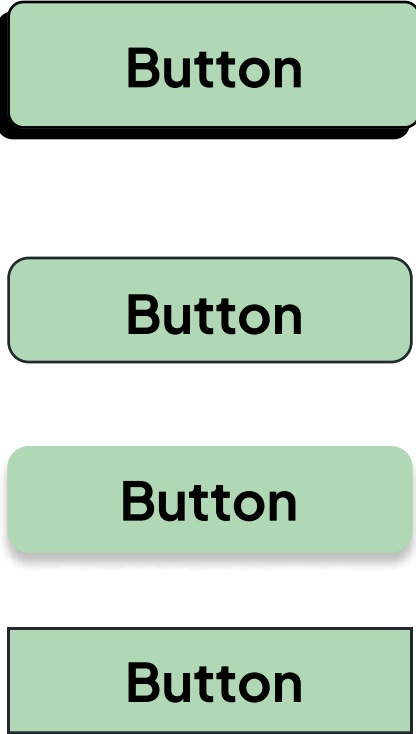
Chosen Colour Palette:



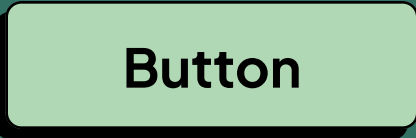
Style Tile

To gather valuable feedback for designing our website, we engaged with users and inquired about their preferred style choices. This input was instrumental in crafting our unique style tile, which embodies the visual aesthetic and design elements that resonate most with our target audience.

Buttons:



Chosen Button:



Chosen Styles:

Colour Palette



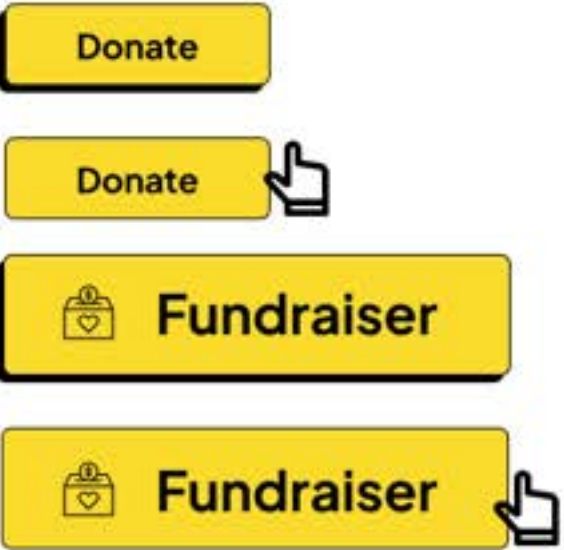
Fonts

This is a header

This is a sub-header

This is a body text. Lorem ipsum dolor sit amet consectetur. Congue urna pulvinar tellus aliquam vulputate a lobortis. Viverra faucibus suscipit lacus vitae sed sodales feugiat. Turpis tellus in neque viverra tristique purus quam ullamcorper nisi. Pulvinar dolor diam venenatis ut.

Buttons

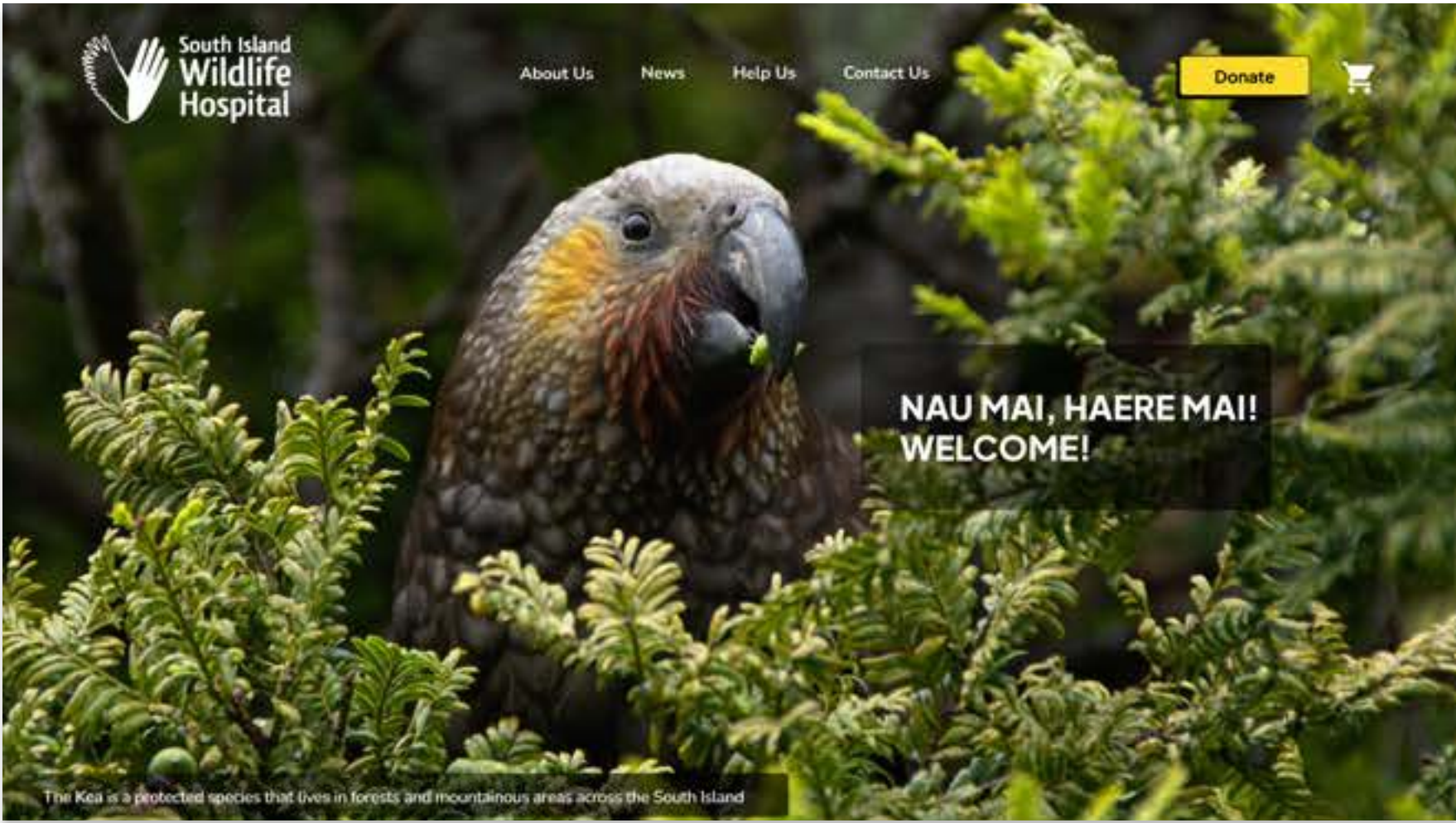


Imagery



High Fidelity Wireframes

Landing page



Based on valuable user feedback, we have made a decision to update the initial header design. A user highlighted a concern regarding the visibility of the logo and menu link against the background photo, particularly on the Help Us page.

While this issue didn't occur on the landing page, we recognized the importance of addressing it to ensure accessibility and avoid potential problems in the future. Therefore, we have taken measures to resolve this matter and enhance the overall user experience.

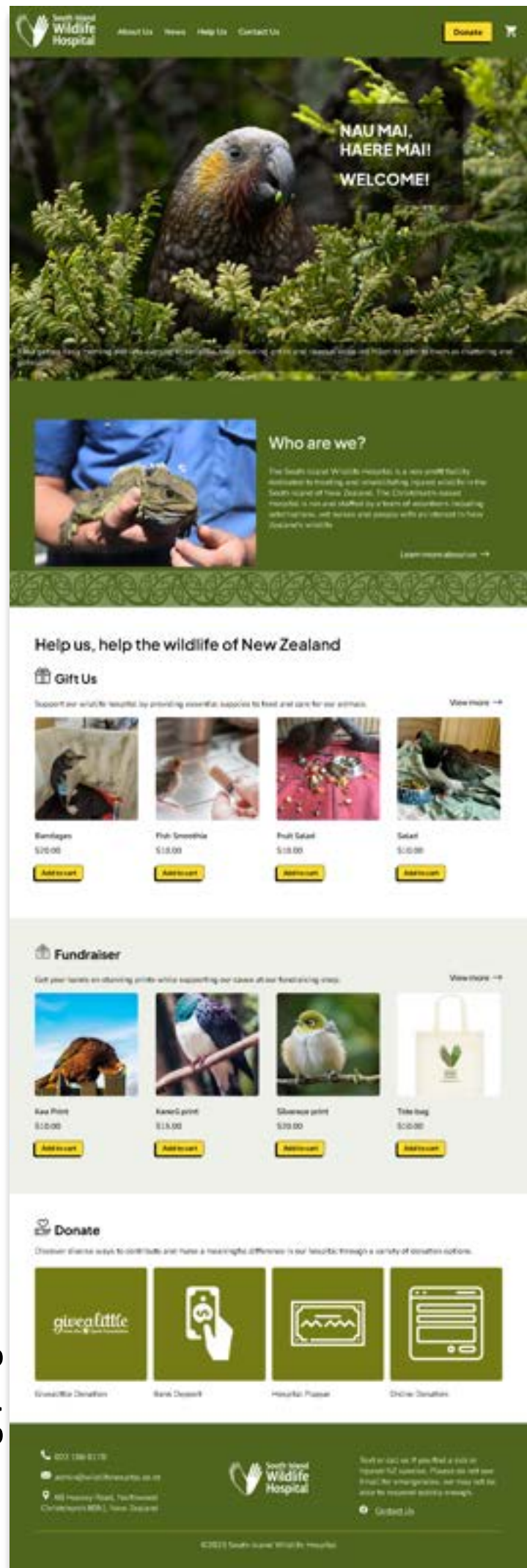
Help Us page



High Fidelity Wireframes

We have incorporated the final changes based on user feedback, resulting the final version of the website. We have carefully considered all the suggestions and implemented them to create a visually appealing and user-friendly interface.

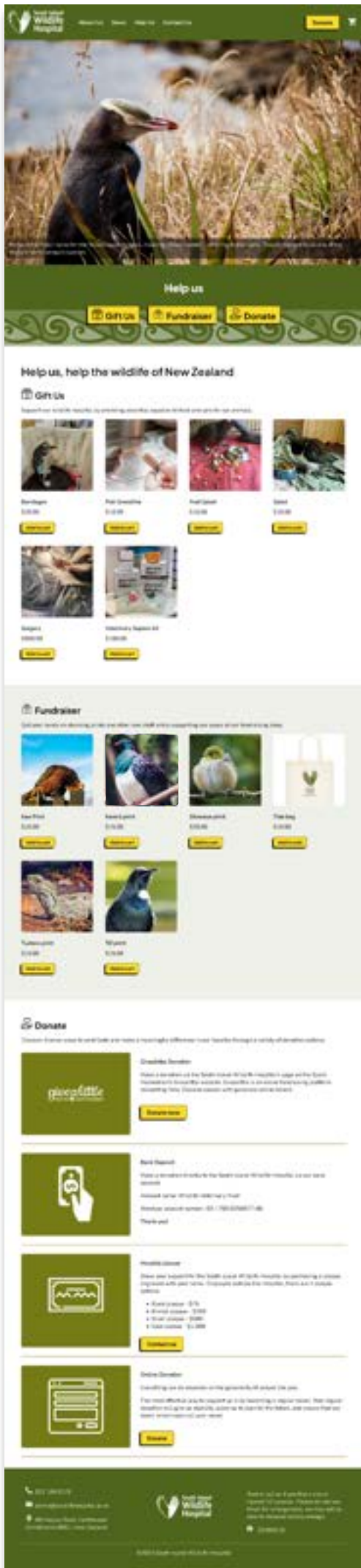
Landing page



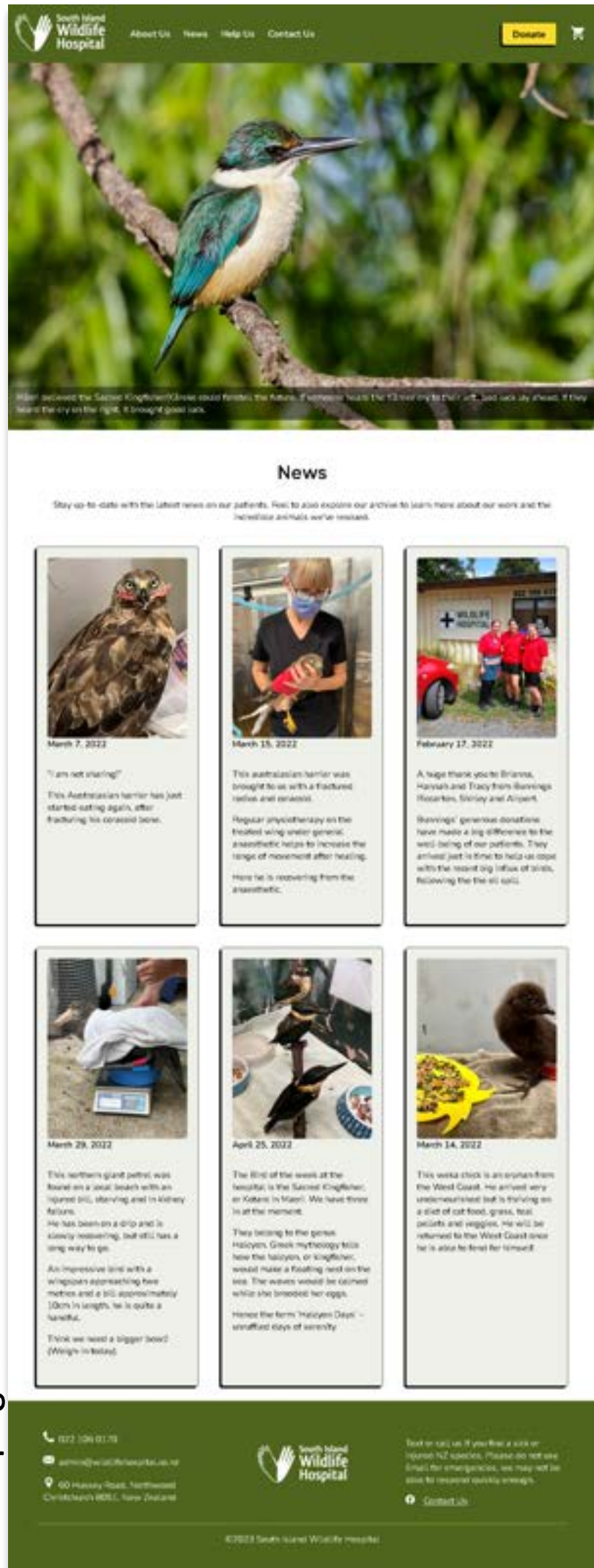
About Us page



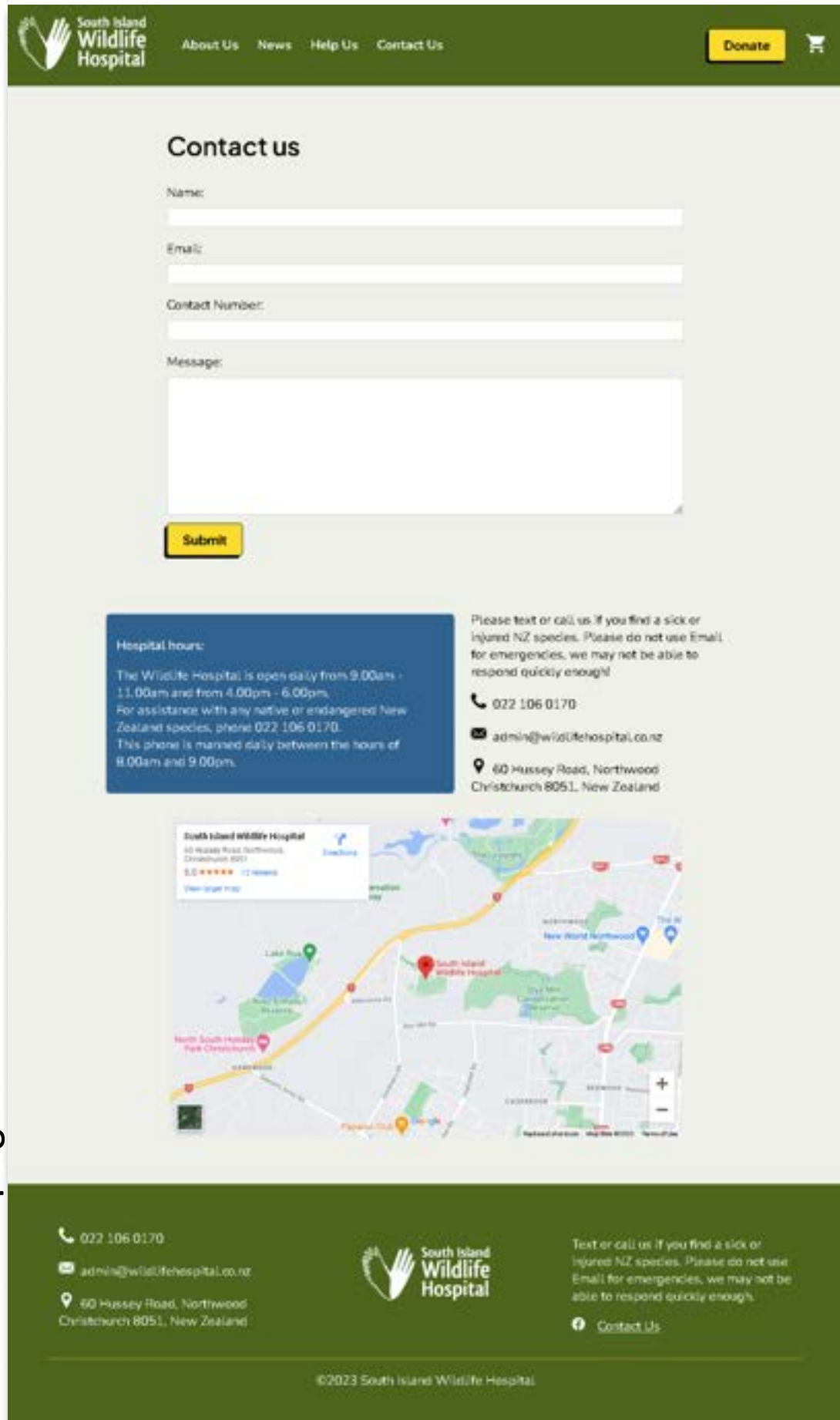
Help Us page



News page



Contact Us page



Client feedback:

- “I like the colours and the addition of the patterns”

High Fidelity Wireframes

This is the donation form that will be implemented to the online donation process.

We will use Give - Donation Plugin.
These are screenshots of the test conducted to make sure this was the right form for the website.

Donation form (3 steps)

Support Our Wildlife

Help our organization by donating today!



Donate Now >

Secure Donation

Choose Amount

How much would you like to donate? We make sure your donation goes directly to supporting our hospital and saving New Zealand wildlife.

\$100

\$10

\$25

\$50

\$100

\$250

Custom Amount

Continue >

Secure Donation

Add Your Information

Notice: Test mode is enabled. While in test mode no live donations are processed.

Who's giving today?
We'll never share this information with anyone.

First Name*

Last Name

Email Address*

Donate with Test Donation

Donate with Offline Donation

Test GiveWP with the Test Donation Gateway

How it works: There are no fields for this gateway and you will not be charged. This payment option is only for you to test the donation experience.

Here's what you're about to donate:

Donation Summary

Payment Amount\$100

Giving FrequencyOne time

Donation Total\$100

Donate Now

Secure Donation

A great big thank you!

jane, your contribution means a lot and will be put to good use in making a difference. We've sent your donation receipt to email@email.com.

Help spread the word by sharing your support with your friends and followers!

Share on Facebook

Share on Twitter

Donor Details

DONOR NAMEjane doe

EMAIL ADDRESSemail@email.com

Donation Details

PAYMENT STATUSComplete

PAYMENT METHODTest Donation

DONATION AMOUNT\$100

DONATION TOTAL\$100

Secure Donation

Social Considerations

1

Conservation Awareness:

The project can play the role in raising awareness about the importance of wildlife conservation in New Zealand. By highlighting the challenges faced by native animals and showcasing the hospital's efforts in rehabilitating and preserving their habitats, the website can educate visitors and encourage them to take action.

2

Community Engagement:

Engaging the local community is crucial for the success of the wildlife hospital. The website can serve as a platform to foster community involvement, such as through volunteer programs, community events, and educational initiatives. Creating a sense of belonging and shared responsibility.

3

Accessibility and Inclusivity:

It is important to ensure that the website is accessible to all users, including those with disabilities. Incorporating accessibility features such as alternative text for images, readable fonts making the website inclusive and user-friendly for a diverse audience.

4

Ethical Considerations:

The project should adhere to ethical guidelines in terms of animal welfare, sustainability, and responsible fundraising practices. Transparent communication about how donations are used, ethical sourcing of merchandise, and showcasing the hospital's commitment to eco-friendly practices can build trust and credibility among supporters.

By incorporating these social considerations into the project, the South Island Wildlife Hospital can effectively engage the community, promote conservation awareness, and foster a sense of collective responsibility towards protecting and preserving New Zealand's unique wildlife.



Thank You!

