



Case Study: 'Meow' Pet Adoption

Extended Design Process of Meow (Full stack website)



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Original Brief

Building a **full stack website application** requires a lot of thought and planning. This case study outlines the project specifics, such as visual design and UX, information architecture, and the technical functionality.

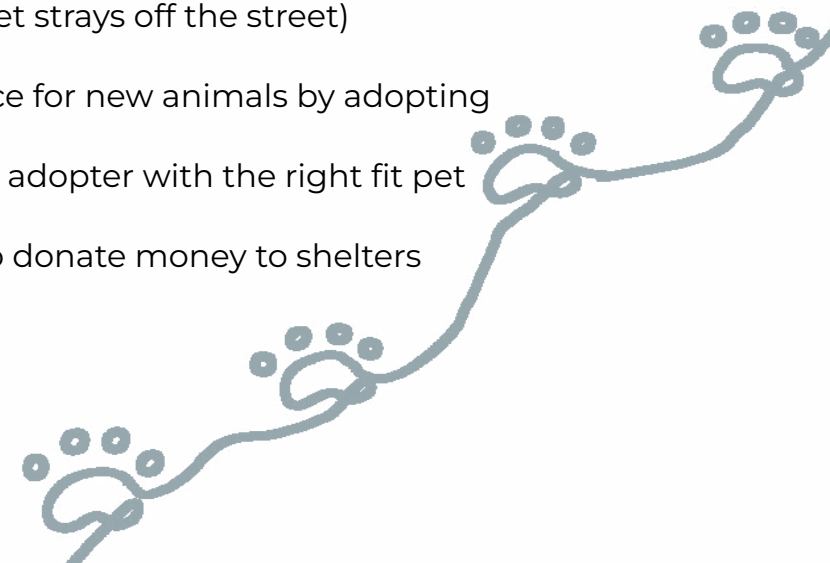
This task was an open brief to **choose a subject matter** and client concept for your app, on the condition the idea and client **meet the following requirements**:

- App provide a useful interactive service to its users
- App must provide two levels of user access
- App must incorporate stunning visuals, imagery and aesthetics resulting in a memorable user experience
- App must require login access, that is to say nobody can access your app without already having an account

The chosen subject matter that was decided upon was an **'Animal Adoption Website'**, with the client mimicking RSCPA and Pet Rescue.

Project Goals

- To encourage people to adopt a pet from a shelter over purchasing one from a store
- Educate people on the benefits of adoption over purchase
- To give healthy, well-behaved animals a loving and caring home (and get strays off the street)
- To make space for new animals by adopting
- To match the adopter with the right fit pet
- Get people to donate money to shelters



Background Research

Animal shelters are home healthy, well-behaved animals waiting for a home. **Adoption** can be a **life-changing experience** for both the person and the pet; every animal deserves a loving family.

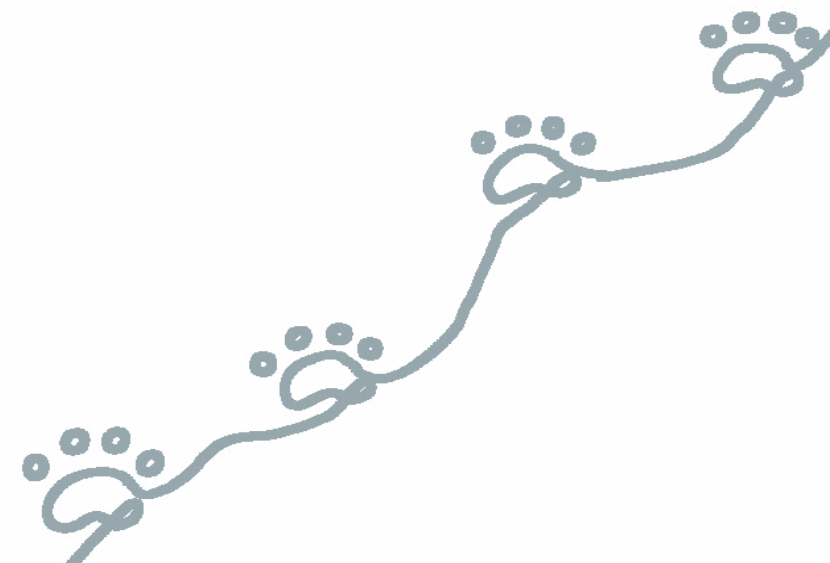
“In 2019, over 75% of dogs were re-homed or reclaimed from the RSPCA and over 65% of cats were as well.” (Pets in Peace, 2021, para. 1) So, what are the **benefits of adopting a pet?**

By adopting a pet from an animal shelter or rescue group...

- You'll help save the lives of two animals—the pet you adopt and a homeless animal that can be rescued because of space you make available.
- The number of euthanized animals could be reduced greatly if more people adopted pets instead of buying
- You'll most likely receive a pet with vetting already completed (spayed/neutered, vaccinated, micro chipped)

- You will have a choice of purebred animals or a mixed breed
- You can choose a pet of any age (some already potty trained)
- You'll receive constant support from the shelter when needed.

(Pet care 2020) (Pets in Peace, 2021)



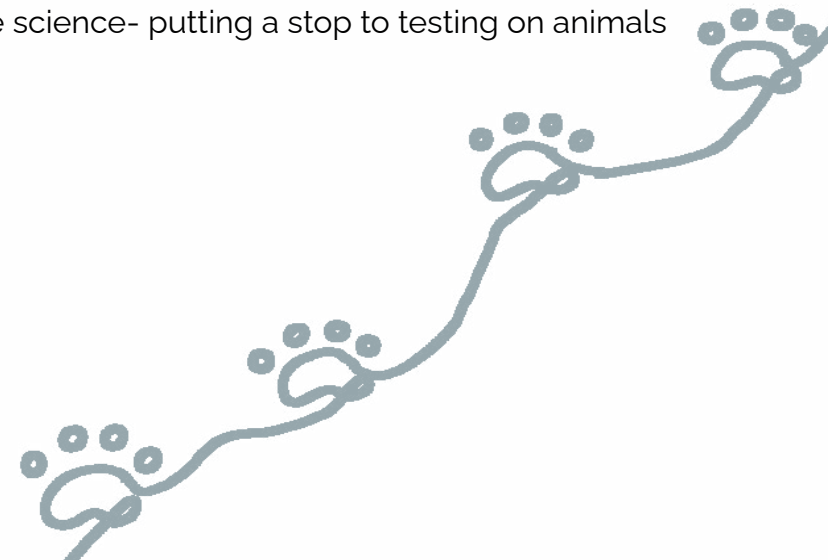
Client Research

'Meow' is a **fictional client**. Meow is an adoption shelter wishing to have an online presence. 'Meows' main goal is to give animals that are placed in a shelter a **second chance** with another family. Meow also gets stray animals off the streets, and gives them the necessary care they will need before going to a new home. The website will not only **showcases pets up for adoption** in Australia, as well as **provide information** needed after the pet has been adopted, to answer common questions, grooming information, vet information and much more!

Meow likes the RSPCA Adopt a Pet (<https://www.adoptapet.com.au>) website and asks for theirs to be similar. "RSPCA Australia works to influence animal welfare policy, practice, and legislation across the country, through various avenues..." (RSPCA. 2022, para.1)

Part of their role is...

- Caring for animals- re homing neglected and unwanted animals through shelters by educating the community about responsible pet ownership.
- Enforcing the law- RSPCA works hard every day to prevent cruelty to animals, through enforcing animal welfare legislation.
- Farm animal welfare- ending the suffering of millions of layer hens in battery cages and ending the long-haul live export of sheep from Australia to the Middle East
- Animal welfare science- putting a stop to testing on animals



User Research

“Australia has one of the highest pet ownership rates in the world according to the RSPCA, with **over 29 million pets across households in Australia.**” (Pets in Peace. 2021, para 1)

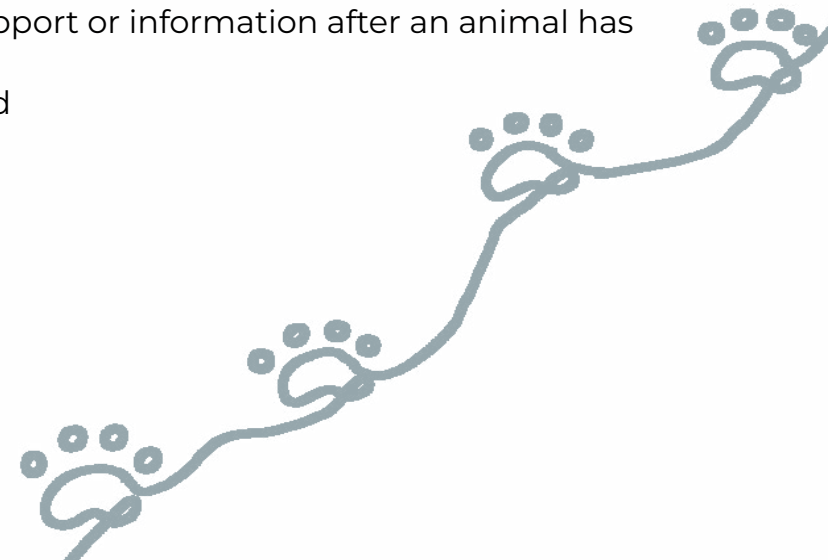
- 60% of pet owners have a dog
- 60% of Aussies view their pets as members of the family and enjoy their companionship

Target Audience:

- Young Adults (20-30) who are getting their first pet
- Families (with children) getting a family pet
- The Elderly (60+) getting a pet entering retirement
- Single people looking for company
- People who don't travel
- People who maybe work part time or from home
- People with a disability (seeing eye-dogs)

User Goals:

- To adopt a healthy, well-behaved pet
- See important information about the pet (age, vaccination status, behavioral characteristics etc.)
- To learn about the process of adopting a pet before adopting one
- To explore options, such as type as animal as well as breeds, age, location and any specifics before making a decision
- To receive support or information after an animal has been adopted



Personas



Name: Clair Clark

Age: 65

Occupation: Retired

Relationship: Widowed

Location: Melbourne, Victoria



Bio:

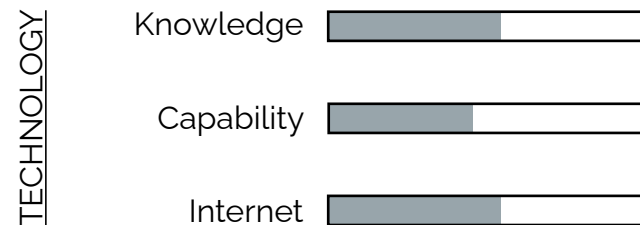
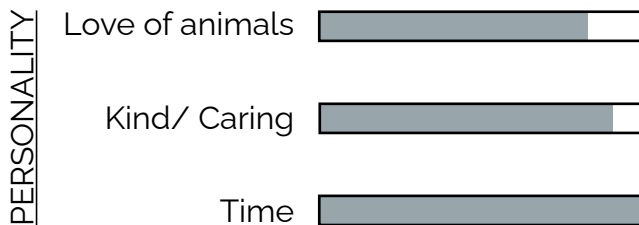
Clair has recently retired at 60 and was also recently widowed. Clair has traveled around Australia, and now that she is back home alone, she is getting bored of being retired. Clair's children are all grown up and she doesn't have anyone to take care of. Clair has always loved animals, so she begins to think about getting a dog. It would keep her company, give her something to do, and bring meaning back into her life. Clair thinks getting a dog will also keep her more active, as she will take it for a walk everyday. She only wants a small dog, as she lives in a unit, and also doesn't want to spend too much money on the dog itself as well as the veterinary costs.

Goals:

- To give a small dog a good home
- To adopt a dog that doesn't need veterinary assistance

Frustrations:

- Dogs are too expensive
- Shelters providing limited choices of sizes of dogs



Personas



Name: Lola Louise

Age: 45

Occupation: Full Time Mum

Relationship: Married with Kids

Location: Perth, Western Australia



Goals:

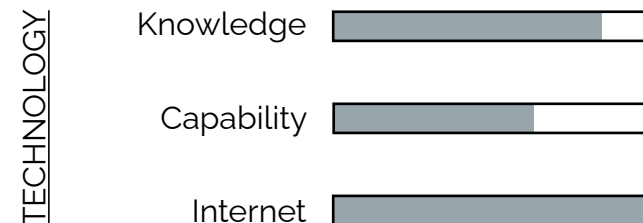
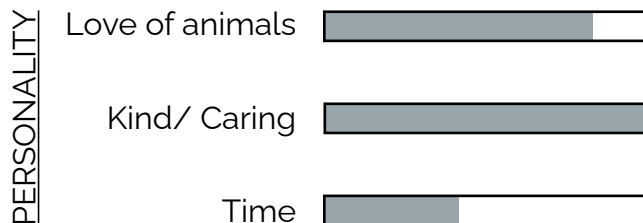
- Give her children their first pet
- To give a dog a loving home

Frustrations:

- Uncertainty towards how the animal may behave at home
- Not knowing what breed to get

Bio:

Lola and her husband of 15 years have 3 kids, ranging from 5-12. They are thinking of getting a family pet. Lola has always loved animals but since having children, she knew that she wouldn't have time to care of an animal as well as her children. Now her children are more grown up, she thinks its a good time. Her husband gave her the idea of adopting a dog, as it saved money, and they would be giving a dog that is stuck in a shelter a loving home. Lola is nervous about how the dog will interact with her kids and vice versa. She is hoping to talk to someone about what the dog is like before deciding on adopting. She also wishes to talk to someone about what is the best breed for a dog (large or small).



Personas



Name: Jerry Jule

Age: 25

Occupation: Part Time Worker

Relationship: Taken

Location: Sydney, NSW



Bio:

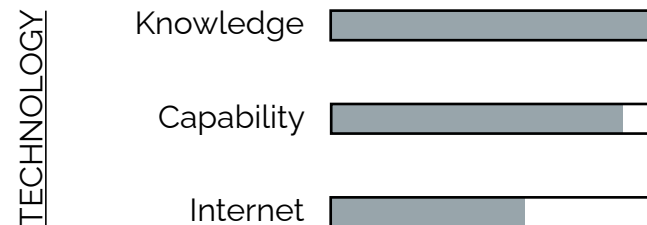
Jerry has recently moved in with his long-term girlfriend, and he wants to surprise her with a cat. His girlfriend has always wanted a cat but was never allowed to in her family home. Now that they have moved out together he believes this is the perfect time, and perfect to practice looking after something for when they one day have children. Their 7 year anniversary is coming up, so he is nervous whether he will find the right cat in time, as he has heard the adoption process may take a while, and he may not get to take his cat home immediately. However, he doesn't wish to get a cat from a store, because as a part time worker, it is too expensive for his budget.

Goals:

- Surprise his girlfriend with a cat
- Look after a cat together with his girlfriend

Frustrations:

- Shelters not allowing animals to be adopted immediately
- Purchasing a cat from a store is too expensive



Personas



Name: Ziggy Zeth

Age: 33

Occupation: Full Time Worker

Relationship: Single

Location: Perth, Western Australia



Bio:

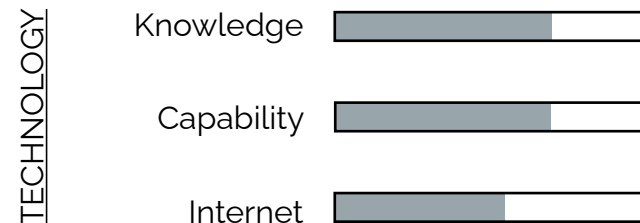
Ziggy is single and a bit lonely. Ziggy gets very occupied while working all day in an office, but on the 2 days that he works from home, it is too quiet for him and he gets too lonely. He wants something or someone to socialise with when he is working from home and on the weekend. Ziggy likes to stay indoors and at home, so would have the time to look after an animal. He has always loved animals and would love the chance to save a shelter animal from being euthanized. He wants to leave it up to fate as to what animal he receives, and will ask them to give him the one whose been there the longest or needs the most love.

Goals:

- Have some company
- Save an animal from being euthanized

Frustrations:

- Not knowing what kind of animal he should get
- Not wanting to spend too much money



Scenarios



Name: Clair Clark

Age: 65

Occupation: Retired

Relationship: Widowed

Location: Melbourne, Victoria



Scenario: Clair has recently retired at 60, from her banking job. Over the last 5 years, Clair has traveled around Australia to the places she has always wanted to go. Now that she has ticked traveling off her bucket list, she is back home alone and is getting a bit bored of being retired. She wants to adopt a small dog that she can take care of and love. Clair thinks getting a dog will be good for her as it will keep her more active, as she will take it for a walk everyday. She only wants a small dog, as she lives in a unit. She is looking to adopt, as she hears it is less expensive than buying

one from a store. Clair is scared that if she looks in a shelters, they will have a limited choice of the size dog she is looking for. Clair goes to a nearby shelter, but because she is so particular with the size dog she is wanting, she doesn't like any of the larger dogs. As she doesn't want to spend much money either, she wishes for the dogs veterinary history to be up to date. The only small dog that the shelter had didn't have an up to date veterinary history. She is frustrated and wishes there was a way to filter through the dogs, and see a small description of each.

Scenarios



Name: Ziggy Zeth

Age: 33

Occupation: Full Time Worker

Relationship: Single

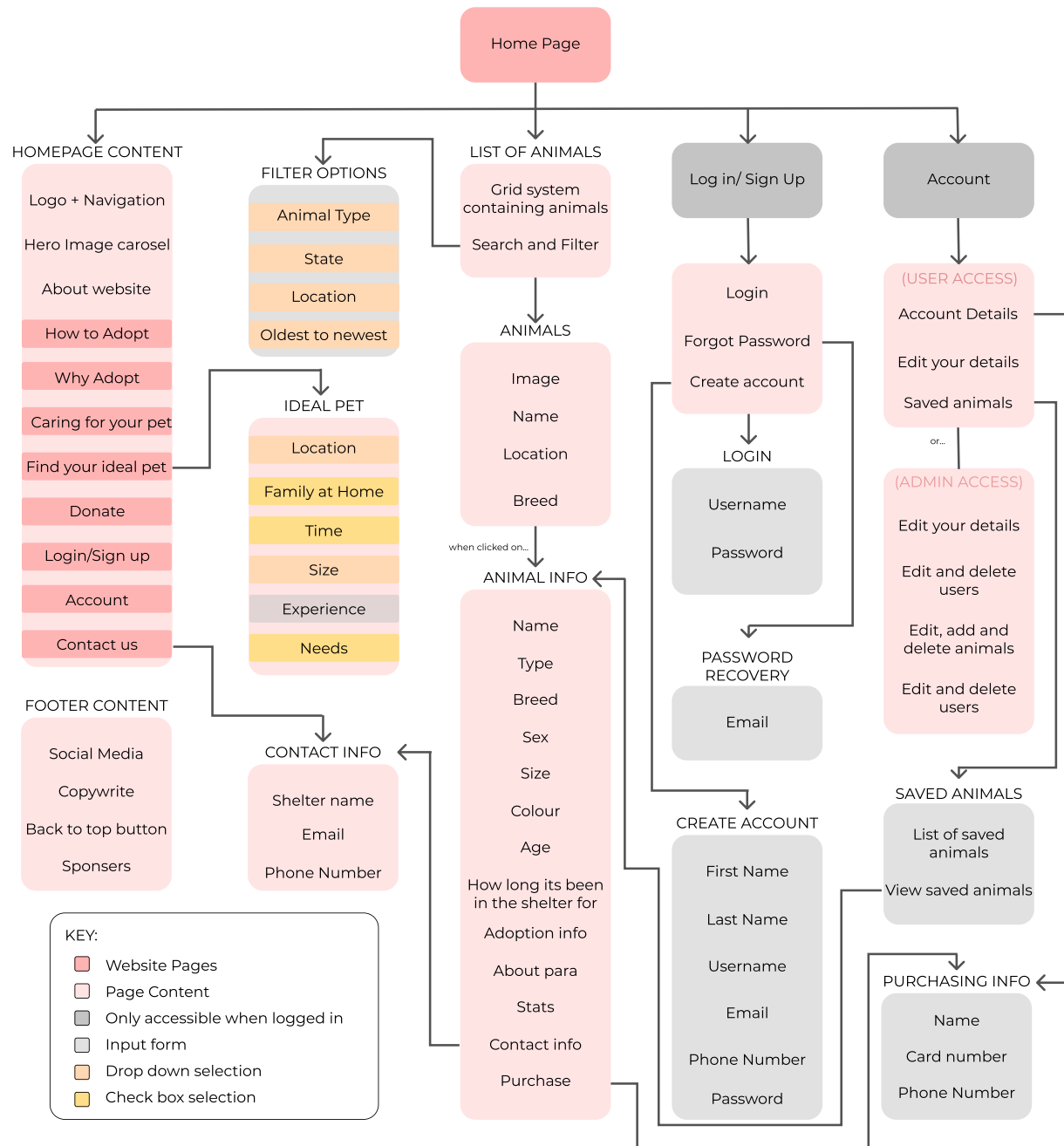
Location: Perth, Western Australia



Scenario: Ziggy gets very occupied while working all day in an office, but on the 2 days that he works from home, it is too quiet for him and he gets too lonely. As he is single and living alone, he wants something or someone to socialise with when he is working from home and on the weekend. He likes to stay indoors and at home, so would have the time to look after an animal. He has always loved animals and would love the chance to save a shelter animal from being euthanized. He wants to leave it up to fate as to what animal he receives, and will ask them to give him the one

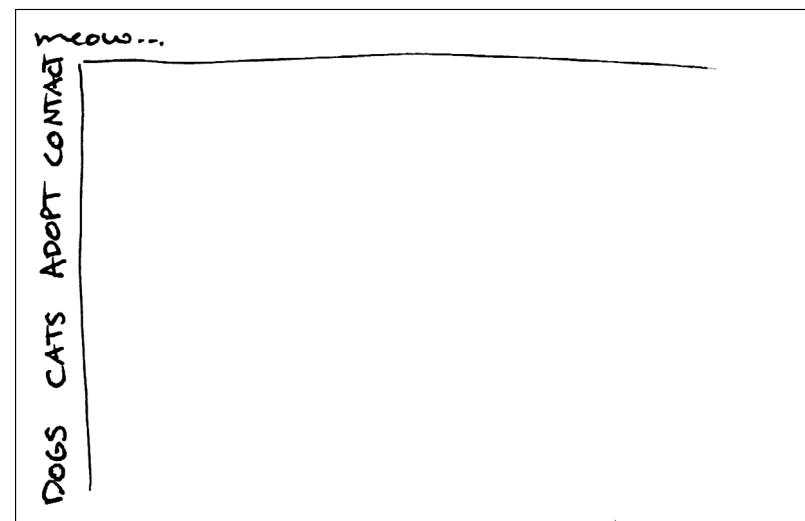
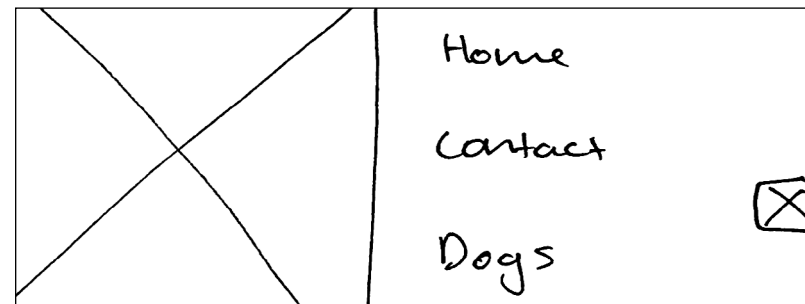
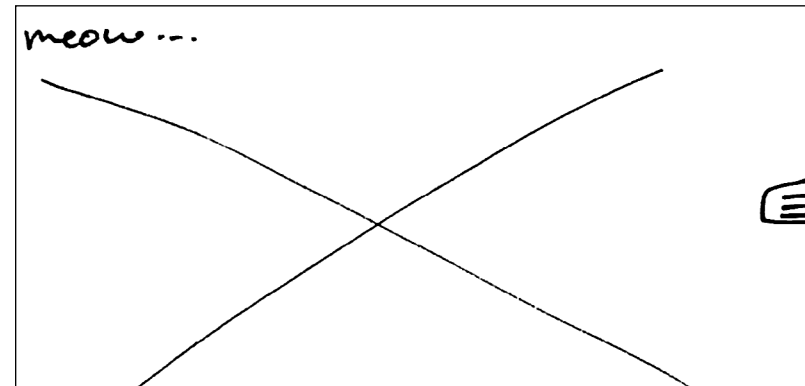
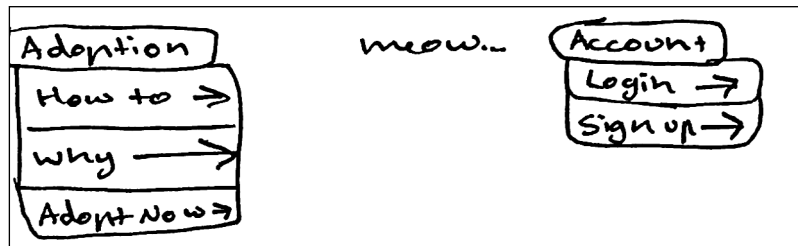
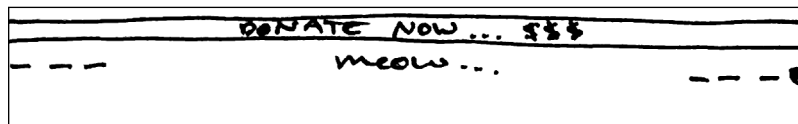
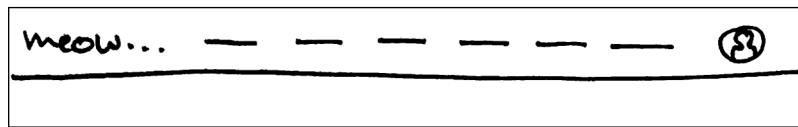
whose been there the longest or needs the most love. Ziggy goes to a nearby shelter, but the people working there seemed less than interested in helping him. They wouldn't give any information about what animal had been there the longest, and didn't seem interested in hearing about him and his life in regards to what animal would be the best suited for him. Even though the animals at the shelter were in his price range, he wishes there was better assistance and information he could get before choosing his pet, and also the support and information he would need after adoption.

Sitemap Diagram



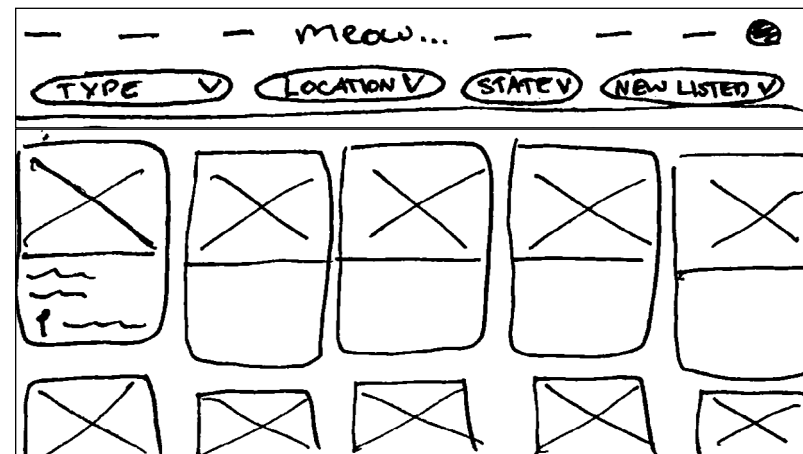
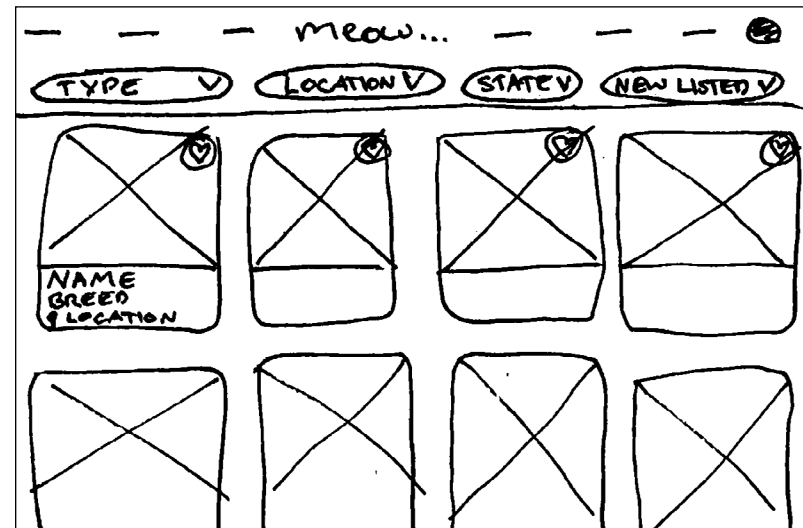
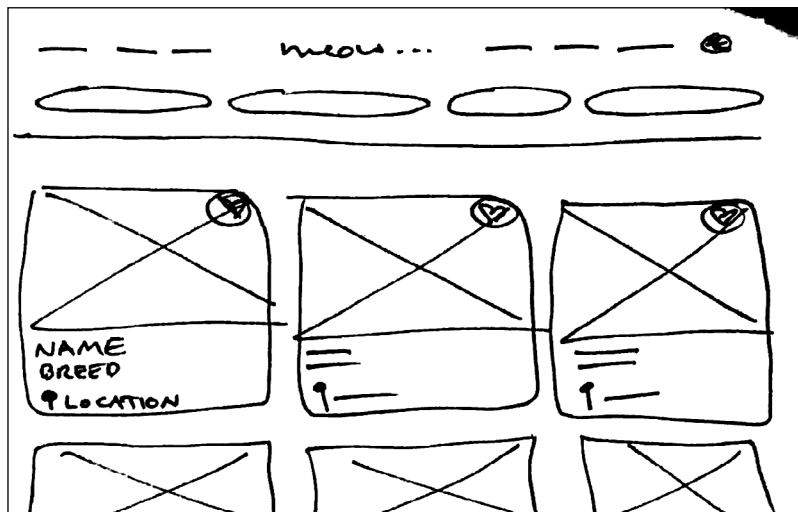
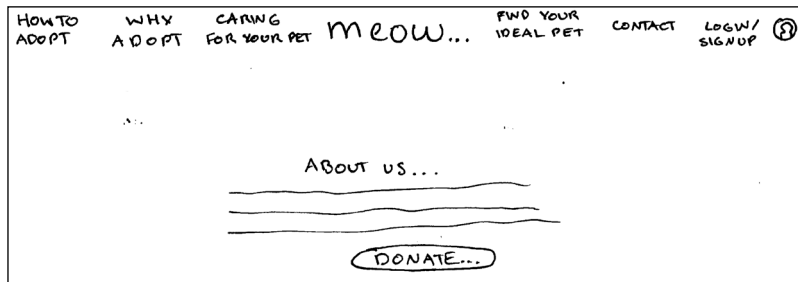
Initial Ideation Sketches

Information Architecture Layout (navigation bar)




Initial Ideation Sketches

Information Architecture Layout (homepage)



Initial Ideation Sketches

Information Architecture Layout (login/sign up)

meow... 


Hello Hooman!

Email

password

forgot password!

Done

meow... 

Hello Hooman!

1.

2.

3.

First Name

Last Name

Username


email

Phone

Password

confirm password

Done

meow... 


Hello Hooman!

email

password

forgot?

Done

meow... 

Hello Hooman!


sign up with

Facebook Twitter Google

or...

Initial Ideation Sketches


Information Architecture Layout (donate)

meow... 

Donate

one time donation monthly donation yearly donation

This sketch shows the top portion of a donate page. At the top, there is a header area with the text "meow..." and a close icon. Below this is a large, underlined "Donate" button. A horizontal line separates this from a row of three rounded rectangular buttons labeled "one time donation", "monthly donation", and "yearly donation". Each button has three wavy lines underneath it, representing a list of options or details.

meow... 

one time donation

\$50 \$100 MY CHOICE

DONATION AMOUNT
\$100

FIRSTNAME LASTNAME

email

phone

message

card cash paypal

DETAILS

Name

Number

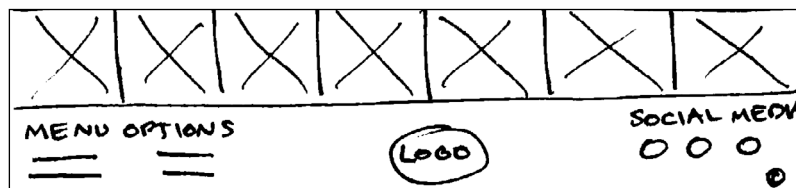
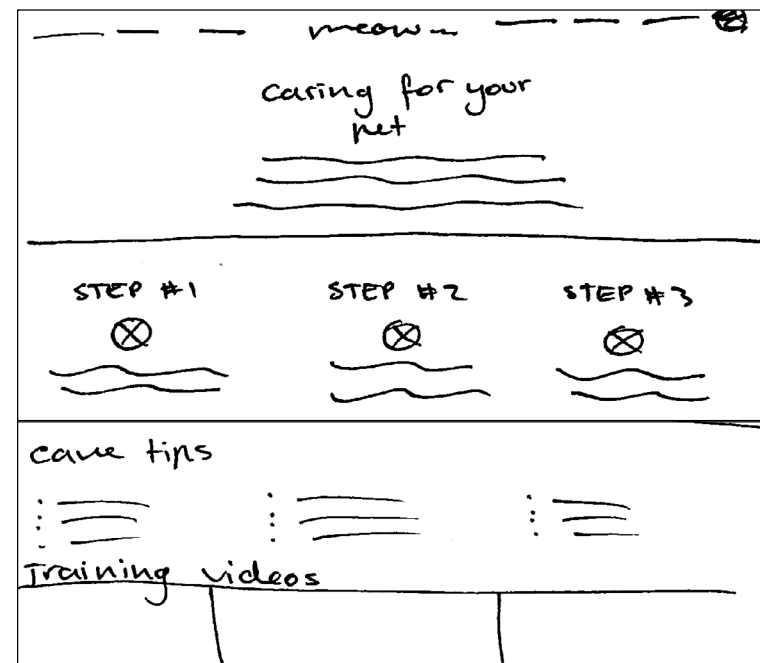
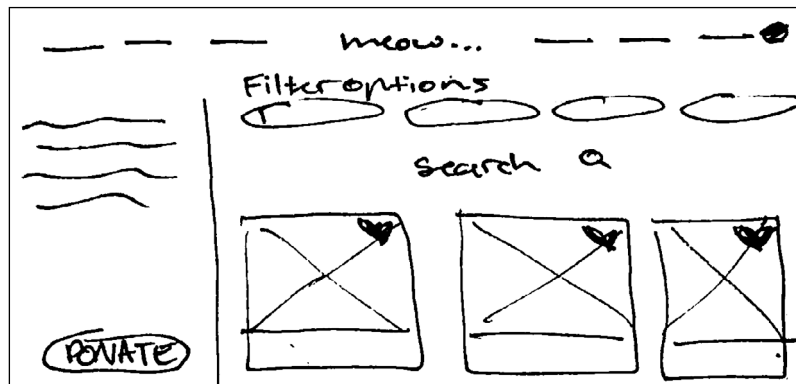
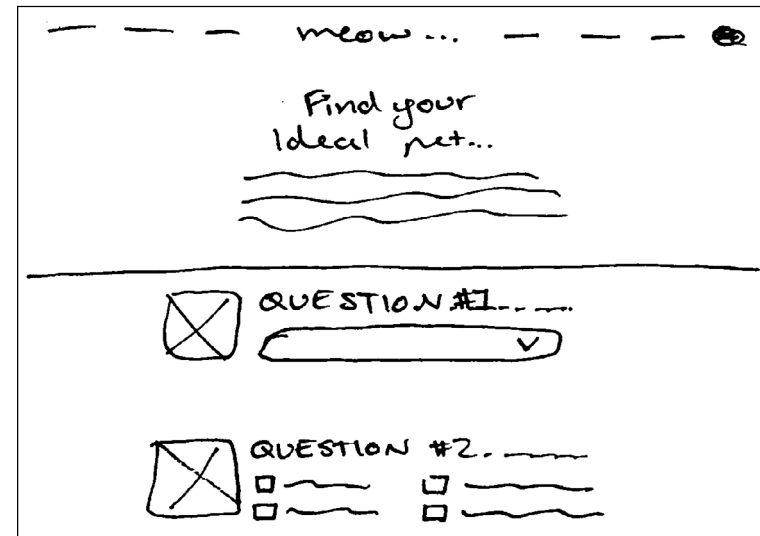
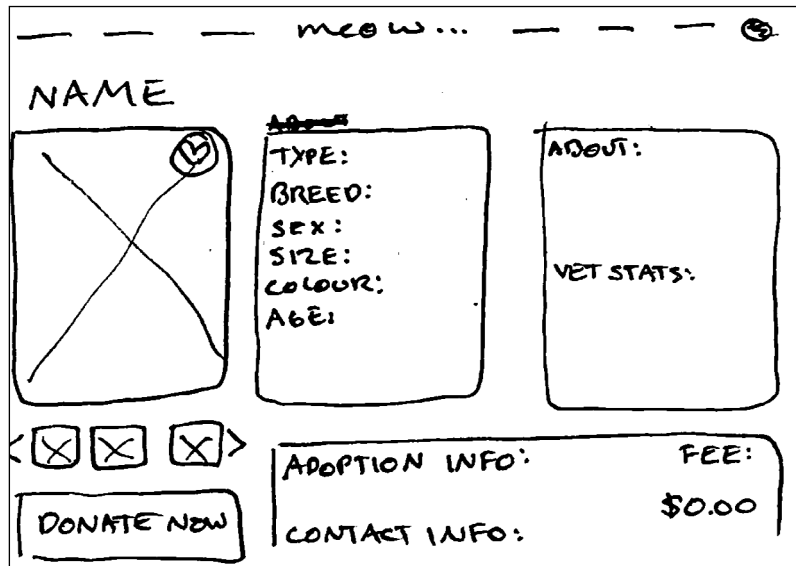
MMXX CVV

DONATE

This sketch shows the main form area of the donate page. It starts with the same "meow..." header and a close icon. Below is a large, underlined "one time donation" button. A row of three buttons follows: "\$50", "\$100" (which is checked and has diagonal hatching), and "MY CHOICE". Below these is a section for "DONATION AMOUNT" with a value of "\$100". This is followed by two input fields for "FIRSTNAME" and "LASTNAME". The next section contains three input fields for "email", "phone", and "message". Below these are three buttons for payment methods: "card", "cash", and "paypal". A "DETAILS" section follows, containing two input fields for "Name" and "Number", and two buttons for "MMXX" and "CVV". At the bottom is a large "DONATE" button.

Initial Ideation Sketches

Information Architecture Layout (other pages)



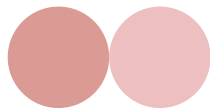
Colour Scheme Ideation



Main Colour Scheme:



Variation #1:



Variation #2:

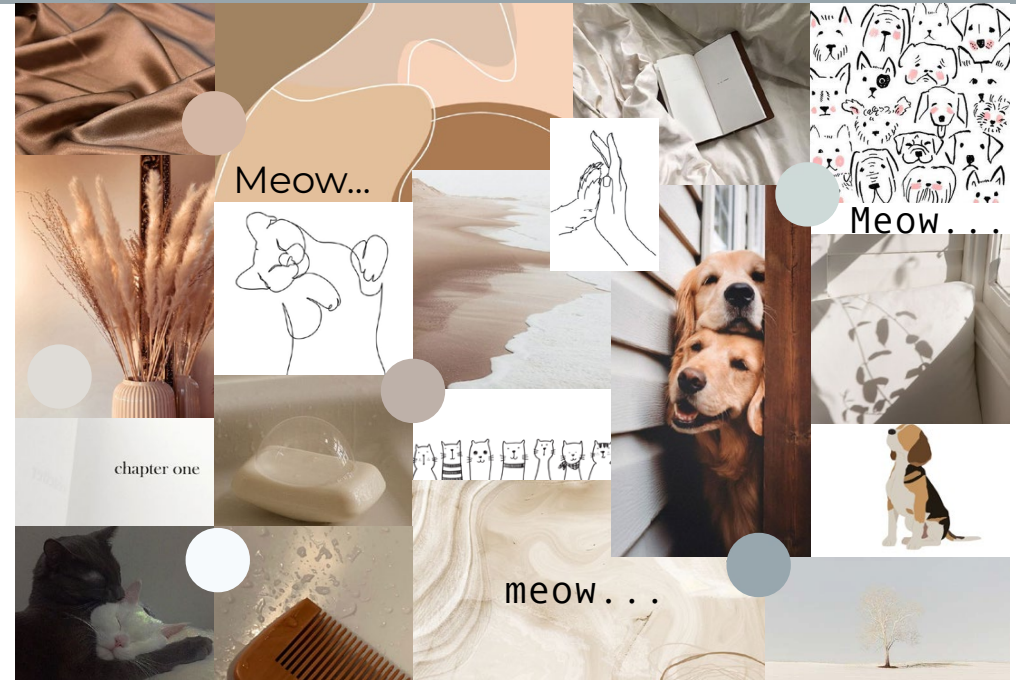


Sophia Morgant Regular (10pt)

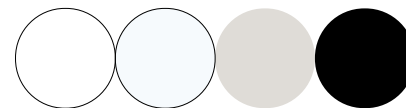
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Raleway Regular (10pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()



Main Colour Scheme:



Variation #1:



Variation #2:



Andale Mono Regular (10pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Montserrat Regular (10pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Initial Mockups



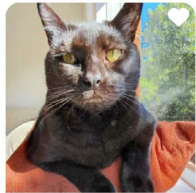
Homepage

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact Login / Sign Up

Helping every pet find a good home.

Hello Hooman! This is Meow. Meow helps creating true social change by bringing pet adoption into the mainstream. Our work has helped make a difference to the Australian rescue community and thousands of pets in need of rescue and rehabilitation. But, until every pet is safe, respected, and loved, we still have work to do.

Type Location State Apply filters



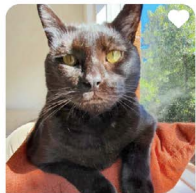
Gato
Domestic Short Hair
Hillsdale, NSW



Frankie
Staghound x Bull Arab Mix
tarragindi, QLD



George
Rabbit
Epping, VIC



Gato
Domestic Short Hair
Hillsdale, NSW



Frankie
Staghound x Bull Arab Mix
tarragindi, QLD



George
Rabbit
Epping, VIC

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact Login / Sign Up

How to Adopt Why Adopt Caring for your pet Find your ideal pet Contact Login / Sign Up

Pet Page

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact Login / Sign Up

Gato

Type: Cat
Breed: Domestic Short Hair
Sex: Male
Size: Small
Coat: Short
Colour: Black
Age: 9 years 2 months
In Shelter for: 7 months
Location: Meow Shelter, NSW

About:

- Indoor cat
- Litter trained
- Desexed
- Vaccinated
- Wormed

Adoption:
Adoption Opening Hours:
Tuesday to Sunday 9.30 a.m. - 3.30 p.m.
Closed Mondays and Public Holidays
Contact us today to learn more about adopting Gato: Call (08) 9209 9300

Adoption Fee:
\$50.00

Life is too short to be stressed and his relaxed nature is very soothing to have around. He's very caring and protective and won't leave your side during the day especially if you're not feeling well. Gato's most favourite things are his sunbake sessions, a good scratch behind his ears and under his chin. He wants to be wherever you are, he just plonks himself down in the middle like he's a little kitten, completely unaware of his size.

Preferences:
Doesnt like other cats or dogs
Doesnt align with children
In the house most of the day

You can help animals like Simba by making a donation!

DONATE NOW!

How to Adopt Why Adopt Caring for your pet Find your ideal pet Contact Login / Sign Up **Meow...**

Log In and Sign up Pages

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact Login / Sign Up

Hello Hooman!

Unlock access to more adopter benefits with a PetRescue account. By signing up for an account - you can save a list of your favourite pets, set up pet alerts and email notifications for new pets available for adoption PLUS receive exclusive pet listing updates straight to your inbox.

Sign up with:

Facebook Google+ Apple

Or sign up with email.

FIRST NAME

LAST NAME

EMAIL

PHONE

PASSWORD

CONFIRM PASSWORD

Sign up

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact Login / Sign Up

Hello Again Hooman Friend!

Sign in to access your free PetRescue features and pawsome tools.

Don't have an account yet? [Click here](#) to create one for free!

EMAIL

PASSWORD

forgot your password?

Log In

Initial Mockups



User Account Page

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact [Login / Sign Up](#)

Welcome Back Hooman!

Jade Mitchell
USER

Details:
EMAIL: jade.mitchell@student.curtin.edu.au
PHONE: 1234567890
PASSWORD: *****

Update email?
Update password?
Delete account?

[View Saved Animals](#)

About you:

When you're looking to adopt, it's important that everyone in your home gets along with the new kid on the block. We don't want any fur flying or feathers ruffled! Sharing a few details about your life and your home will help you find that harmonious match.

How many Hoomans

How many Little Hoomans

How many current Pets

You took the **Find your Ideal Pet quiz!** These your some of your top ideal pets!

Gato
Domestic Short Hair
Hillsdale, NSW
[View Gato](#)

Frankie
Staghound x Bull Arab Mix
Tarragindi, QLD
[View Frankie](#)

George
Rabbit
Epping, VIC

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact [Login / Sign Up](#)

Admin Account Page

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact [Login / Sign Up](#)

It's My Favourite Hooman!

Jade Stuppel
ADMIN

Details:
EMAIL: jademitchell0@gmail.com
PHONE: 1234567890
PASSWORD: *****

Update email?
Update password?
Delete account?

[View Saved Animals](#)

About you:

When you're looking to adopt, it's important that everyone in your home gets along with the new kid on the block. We don't want any fur flying or feathers ruffled! Sharing a few details about your life and your home will help you find that harmonious match.

How many Hoomans

How many Little Hoomans

How many current Pets

ADD NEW PET

EDIT PET

DELETE PET

PET ADOPTED

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact [Login / Sign Up](#)

User Favorites Page

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact [Login / Sign Up](#)

Type Location All or Available [Apply filters](#)

Gato
Domestic Short Hair
Hillsdale, NSW

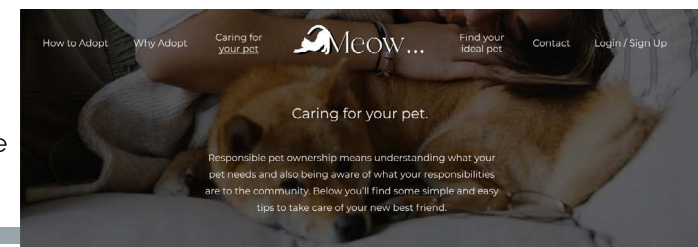
Frankie
Staghound x Bull Arab Mix
Tarragindi, QLD

George
Rabbit
Epping, VIC

How to Adopt Why Adopt Caring for your pet **Meow...** Find your ideal pet Contact [Login / Sign Up](#)

Initial Mock ups

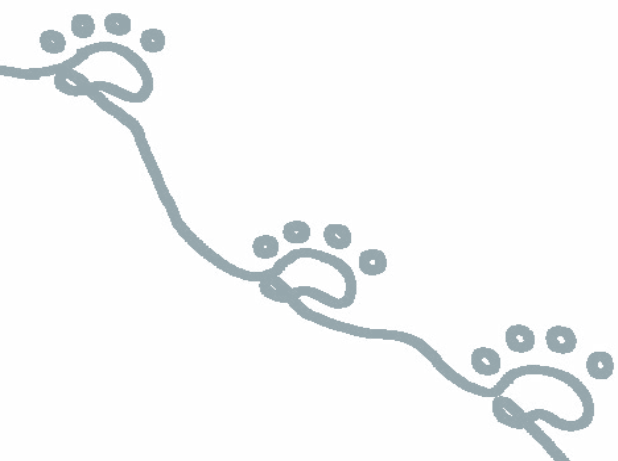
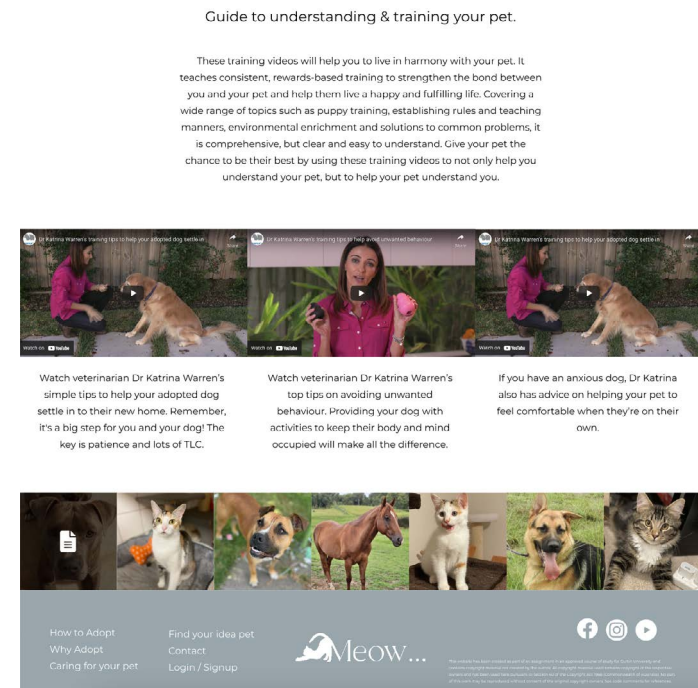
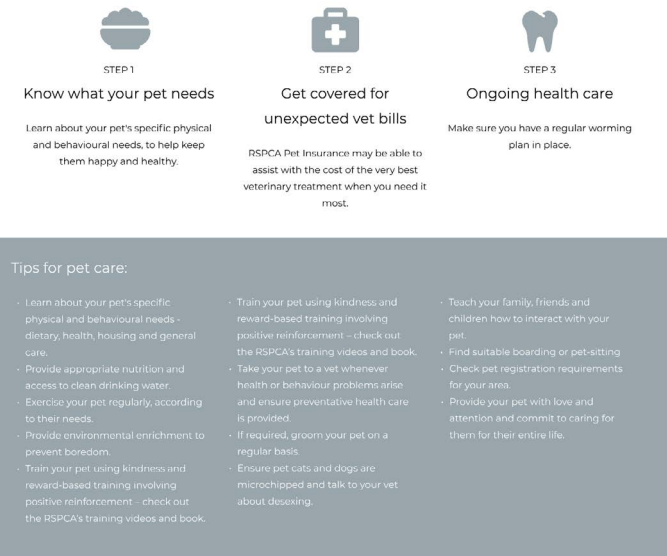
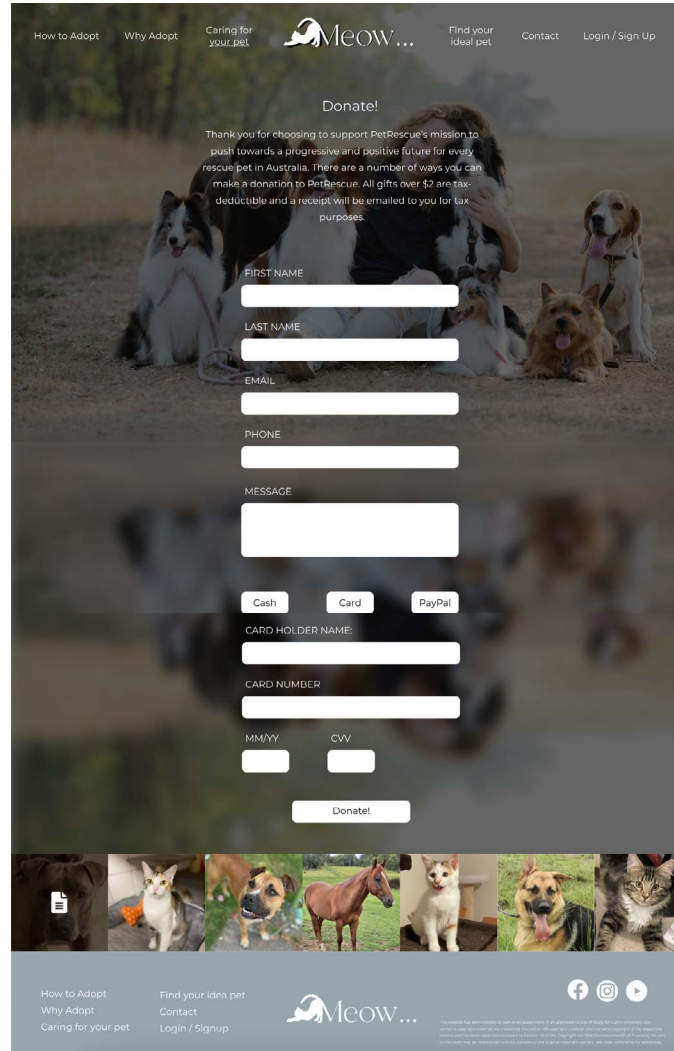
Sub Page:
Caring for your pet Page



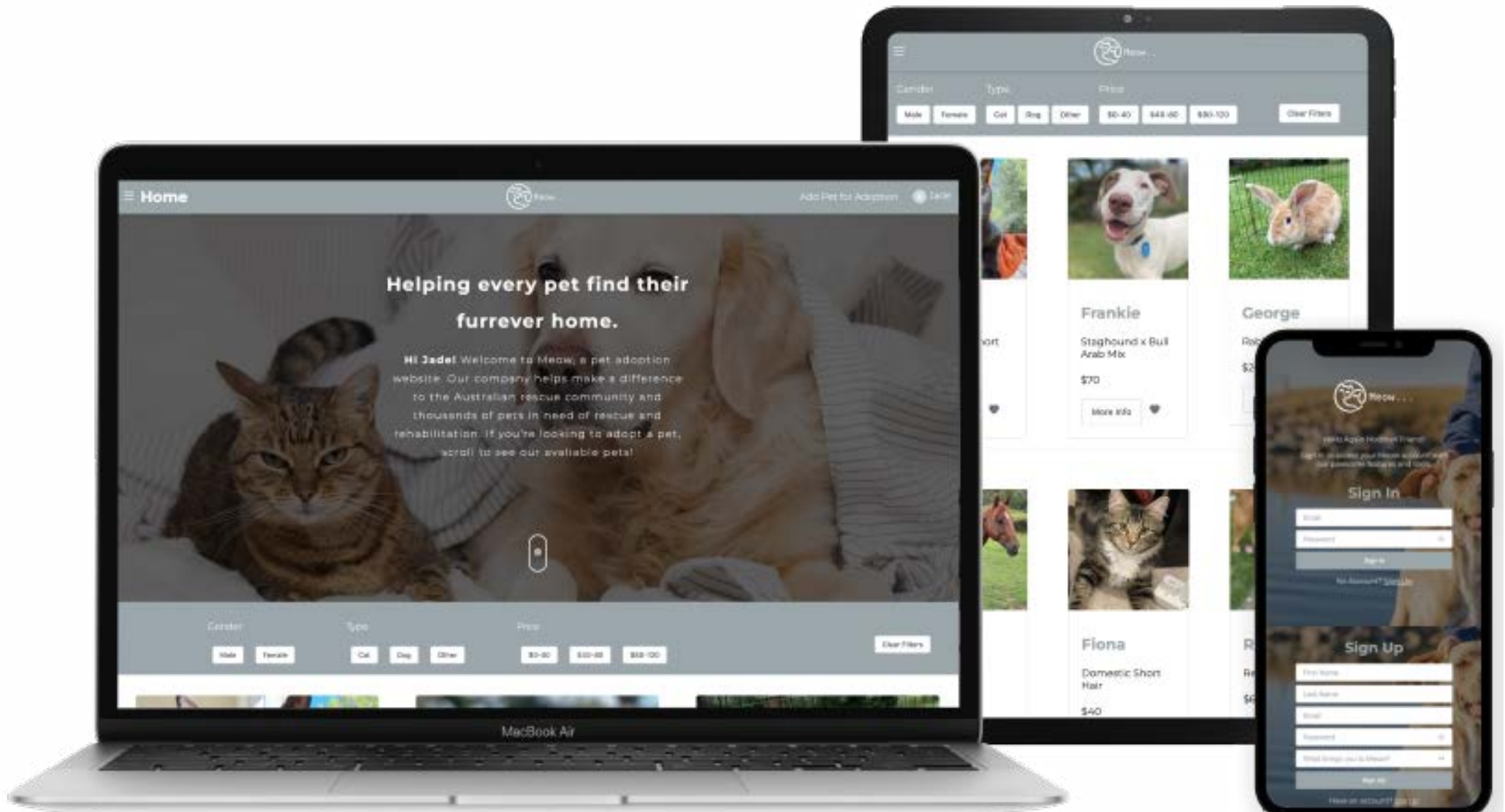
Sub Page: Donate Page



Sub Page: Donate Page



Full Stack Website



Live Link: <https://meowpetadoption.netlify.app/>

Backend Code link: <https://github.com/jademitchell/meow-backend>

Frontend Code link: <https://github.com/jademitchell/meow-frontend>