

UX Design Journal - 4

Animal Unfair Design

Introduction

Recently I had to return one of my fosters to the shelter for an adoption event. Every day I check the website to find his name on the list of available cats. Unfortunately, the interface frustrates me after I click on his image because a blast from the past pops up. The look and feel remind me of a myspace profile with tiny text, links for navigation, and many different calls for action.

My issue is that the humane society partners with third-party websites to spread the word to potential adopters; this is not uncommon; however, the pop-up is of a third-party site called Petango.com. That is where my discontent lies.

Petango.com - Meet Ronin, 5y X | https://www.hamiltonhumane.c... | hamiltonhumane.com/adopt/adoptable-cats

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HUMANE SOCIETY FOR HAMILTON COUNTY | ADOPT | HOW TO HELP | PROGRAMS | FOR KIDS | EVENTS | RESOURCE CENTER | ABOUT | Search

 <p>PRADA Cat Female Domestic Shorthair/Mix 2 years</p>	 <p>PUFFER Cat Female/Spayed Domestic Shorthair/Mix 7 years 3 months</p>	 <p>RASCAL Cat Male/Neutered Domestic Shorthair/Mix 11 years 1 month</p>	 <p>REESE'S CUP (IN FOSTER) Cat Female/Spayed Domestic Shorthair/Mix 7 years 2 months</p>
 <p>REGINALD Cat Male/Neutered Domestic Shorthair/Mix 3 years 6 months</p>	 <p>RICKY (IN FOSTER) Cat Male/Neutered Domestic Shorthair/Mix 1 year 1 month</p>	 <p>RONIN Cat Male/Neutered Domestic Shorthair/Mix 5 years 8 months</p>	 <p>SAGE (IN FOSTER) Cat Male/Neutered Domestic Shorthair/Mix 1 year</p>
 <p>SAM Cat Male/Neutered Domestic Shorthair/Mix</p>	 <p>SASSY SUE Cat Female/Spayed Domestic Shorthair/Mix</p>	 <p>SHEBERT Cat Female/Spayed Domestic Shorthair/Mix</p>	 <p>SIDEWINDER Cat Female/Spayed Domestic Shorthair/Mix</p>

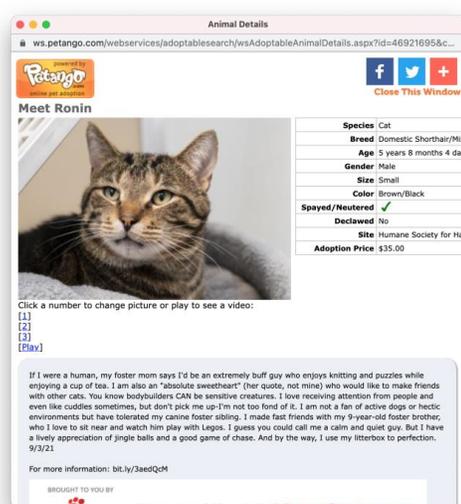
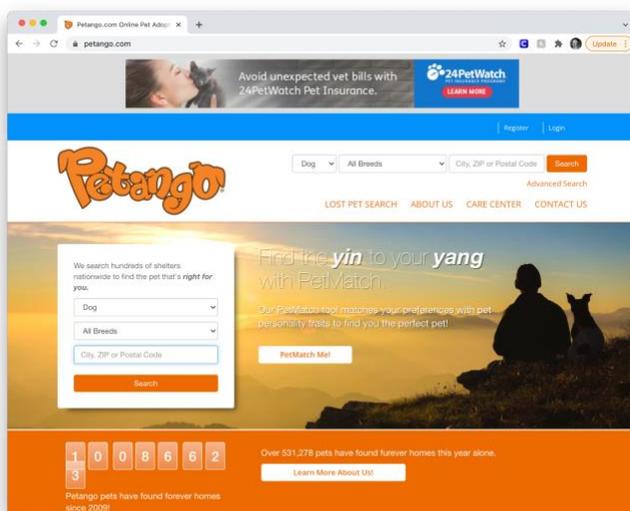
Users Impact

With pet profiles, potential adopters need to see animals in their best light. Unfortunately, cats and dogs cannot speak for themselves, so humans must speak for them. Using a website with clean design aesthetics and intuitive user interfaces is best when presenting an animal for adoption.

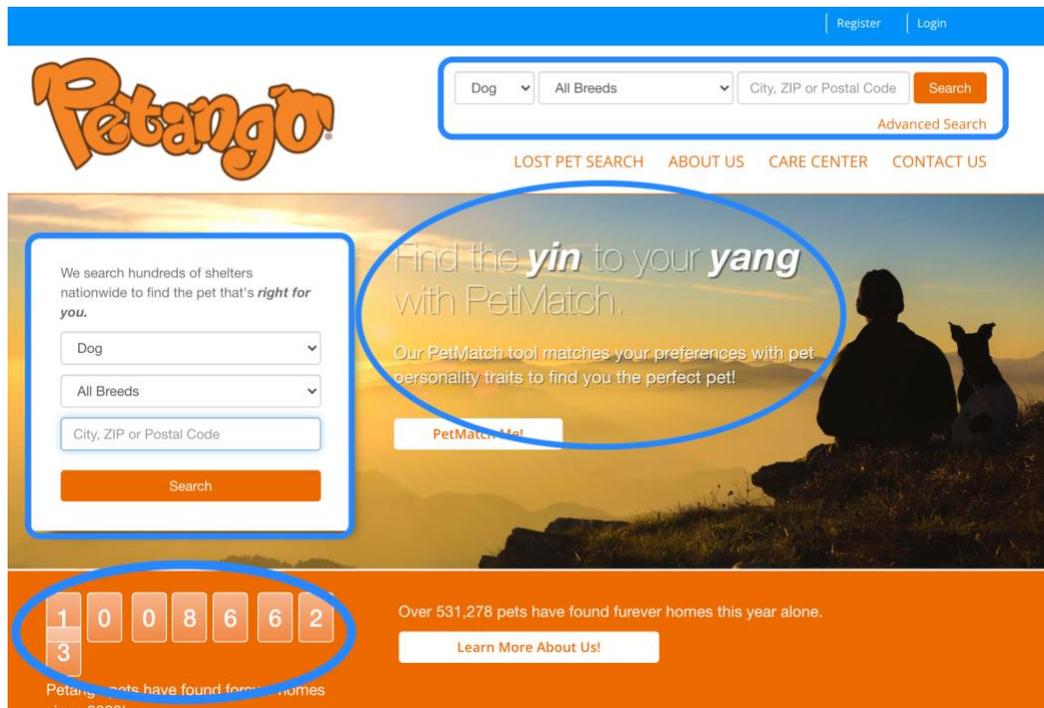
Due to the pandemic, adoptions are less accessible. Potential adoptions are by appointment only, viewing one animal per appointment. In the past, people visited the humane society on a whim and interacted with multiple animals. Due to the pandemic, animal profiles are more important. People cannot interact with potential adoptees until their appointment, so it is essential to give insight into animal personalities through profile features.

Why Issues Occur

Petango has an interface problem; whether a user uses the website as a third-party or by default, there are issues from the homepage, through search, and individual pet profiles.



Petango's homepage features several issues in its UI design, duplicative search feature, and inaccessible information residing in graphics, font colors, and typefaces.

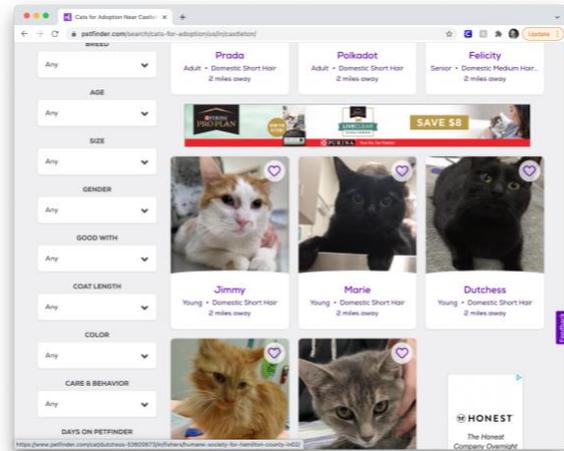


Suggestions here are to update graphics, change font colors, and typefaces for clarity and accessibility. Second, remove the duplicative search feature and instead place the feature clearly upon the home page. Last, remove the drop-down of breed type; most people have an idea of breed or are open to any breed. It is unnecessary clutter in the process and may serve best in the advanced search feature.

Comparisons

In comparison to Petfinder.com, a widely known website, which provides multiple calls for action in resources, education, and profiles to find pets. The interface has a clean aesthetic

and is easily accessible. Users have one main search component but also the ability to explore areas of the website.



Petango's pet profiles lack as well in their UI design. Images lack intuitive navigation, using links instead of arrows or swiping motions.

This issue occurs both on the website page, in the pop-up on the pc interface, and the mobile interaction. The profile page on the mobile site is substantially worse than on the pc interface. For example, the about me section is not clearly labeled as "about me"; instead, the user jumps into a profile description without a prompt.

Petango.com - Meet Ronin, 5y x +

petango.com/Adopt/Cat-Domestic-Shorthair-46921695




Website
www.hamiltonhumane.com

Email
customerservice@hamiltonhumane.com

Phone
(317) 773-4974

Address
10501 Hague Rd Fishers IN 46038 USA

Find the *yin* to your *yang* with PetMatch.

PetMatch Me!

Breed: Domestic Shorthair / Mix
Age: 5y 8m **Gender:** Male
Color: Brown / Black
Spayed/Neutered: Yes
Size: Small
Declawed: No

If I were a human, my foster mom says I'd be an extremely buff guy who enjoys knitting and puzzles while enjoying a cup of tea. I am also an "absolute sweetheart" (her quote, not mine) who would like to make friends with other cats. You know bodybuilders CAN be sensitive creatures. I love receiving attention from people and even like cuddles sometimes, but don't pick me up-I'm not too fond of it. I am not a fan of active dogs or hectic environments but have tolerated my canine foster sibling. I made fast friends with my 9-year-old foster brother, who I love to sit near and watch him play with Legos. I guess you could call me a calm and quiet guy. But I have a lively appreciation of jingle balls and a good game of chase. And by the way, I use my litterbox to perfection. 9/3/21

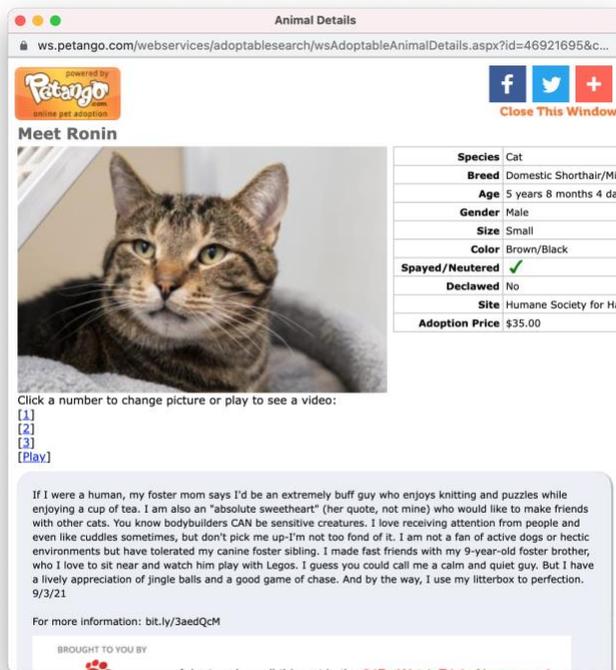
For more information: bit.ly/3aedQcM

AdChoices

DEMOCRACY DIES IN DARKNESS

Look closer

Discrepancies between the interface types are also an issue as the pop-up on the pc and mobile interface are the same and not intuitive for the mobile user. Moreover, text and images are negligible due to the table format of information to the side of images, which are also hard to navigate on the mobile format.



Insights and Recommendations

Suggestions are to update the design to be more intuitive and harmonize the interface formats, remove the table on the pop-up, and create a profile with better imagery navigation and prompts for users to understand comfortably. Most profiles are often read from Top to bottom, left to right. For example, any social media website and profile pages have a title, images, important information, and an about me section. Typically users want to see images and a name, then important information about the profile; once the user decides the credentials read on the profile, they may read the "about me" to understand a complete view of the profile subject.

Conclusion

In conclusion, Nielson's heuristics matter, especially in animal welfare. Presenting clean aesthetics and minimalist designs, consistency in standards, and efficiency of use are just a few that Petango's pet profile has violated. Adoption profiles are essential in animal welfare; people need to see animals in their best light, particularly when interacting with animals today by appointment. People today must prioritize their time to meet a potential adoptee. Having a clear understanding of the animal you want to meet is ever more critical, and those profiles matter.