

# **Website Redesign Project**

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Leon County Humane Society

<https://www.leoncountyhmane.org/>

**Summary:**

The purpose of the Leon County Humane Society (LCHS) website is to serve the humane society and its mission to “Rescue, Rehabilitate & Educate; Fostering a Kinder Community for People and Their Pets.” The goals of the Humane Society are to raise awareness about animals in need, promote awareness of adoption and foster events as well as raise funds for animals to receive the help they require. As a non-profit organization, the Humane Society aims to educate users and provide ways in which they can help animals within the community. With this goal, the intended perception of the site is a respectable and organized place to find information about animals in Tallahassee as a way to separate itself from other animal services in surrounding areas.

**Primary Target Users:**

Based on an analysis of the humane society website, it is clear that the primary target users are pet owners, potential foster parents, volunteers, and donors. The pet owners would need to complete tasks such as viewing the pet behavior library, the spay and neuter services offered, and the lost and found page looking for their animal. The main pages pet owners would visit would be the documents, FAQ pages, pet food pantry, upcoming events, and pet services. Potential foster parents would likely seek information about available animals, the FAQ page, and the foster parent application. The topics they would commonly refer to would be information about the fostering process, frequently asked questions, the pet behavior library, spay and neuter services, and recently adopted animals. The users looking to volunteer and get involved would likely visit the contact page, search for volunteer opportunities, view upcoming events, and read the Humane Society Mission statement. The information they would seek on the website would

be the email of who to contact for volunteer information, any frequently asked questions, the mission statement, the Humane Society Team, and information about how to get volunteer credit. The last group of users, the donors, would likely complete tasks such as viewing the mission statement of the organization, the LCHS news and media, browsing the animals available for adoption, and making donations. The information they would seek on the site would be contact and donation information, the mission statement, volunteer opportunity information, and possibly the recently adopted animals. With these target groups in mind, the site would need to allow for tasks such as these to be completed with ease and efficiency.

The primary user group I focused on for this design was volunteers. My persona was an 18-year-old female, who recently graduated high school and was looking for volunteer opportunities in her local community. Her basic tasks were to visit the contact page, search for volunteer opportunities, view upcoming events, and read the Humane Society mission statement. The information she would seek is contact information, the upcoming events calendar, the team page, and articles mentioning the LCHS in the media and news.

**Redesign:**

The main issues with the Leon County Humane Society website are the home page design as well as the overall design and organization choices of the pages. Users would struggle on the homepage to find information about the Humane Society and its goals as well as sections of information that navigate to other pages within the site. The layout of the image boxes is inefficient and needs to be updated for the sake of the user's search for information. Both of these aspects would need to be updated with the users' needs in mind so that the site can be more functional and aesthetic. My design recommendations would be to make the home page more of

a landing page for users to get a sense of the organization of the site and the information that is offered. These sections would then link to corresponding pages for easy navigation. Beyond the home page, I would change the overall aesthetic of the site by getting rid of the filter on the images and changing the layout of the image boxes on all of the pages. Making the information and images static would allow users to be able to compare information about pets and make more informed decisions. Working to make the goals of the Leon County Humane Society more apparent and increase efficiency will greatly improve the users' experience on this website.

The improvements that I have made directly address these issues to greatly benefit users who might not know exactly where to find information on the site. Firstly, the home page has been modified to inform users and simplify their search for sections of the site. I have removed the bulky layout of the image boxes and information at the top of the page. Instead, I have added a text section to welcome users and state the mission and goals of the humane society. Then the users will view a section for updated information about LCHS and its recent endeavors so that they can get a grasp of what the organization is actively doing in the community. These two sections are placed at the top to acclimate users to the organization before directing them through the site. Beyond this, the homepage has sections for contact, team, and location information that describe and link to corresponding pages within the site. As users scroll down the homepage they are meant to get a brief understanding of the organization before they look for more specific information on other pages of the site accessible via the navigation bar at the top of the site.

The improvements made to the Contact, Volunteer, and Upcoming Events pages are more basic and aesthetically driven. The layouts have been adjusted to increase efficiency and user navigation. One of the biggest goals of the redesign was to add more links between pages so that the user wouldn't have to repetitively and continuously scroll to the top of the page and use the

navigation bar to get the relevant pages. With this in mind, my redesign has added sections of related content that link to pages within the site that would logically fit within the user's needs. These sections were added based on an analysis of the primary users and the ways in which they would seek information to complete their goals. Adding these sections and rearranging the content of the site was all that was necessary for this design to increase efficiency and update the overall aesthetics.



[About LCHS](#) [Adopt](#) [Resources](#) [Get Involved](#) [Contact](#) [Donate](#)

## FORMED IN 1960, THE LEON COUNTY HUMANE SOCIETY IS TALLAHASSEE'S LARGEST NO-KILL, NON-PROFIT ANIMAL WELFARE ORGANIZATION.

With a mission to "Rescue, Rehabilitate, & Educate; Fostering a Kinder Community for People and Their Pets", LCHS is dedicated to matching families with homeless pets, advocating for animals in need, and educating the community about responsible pet ownership. Approximately 1,000 animals find their way to LCHS every year through various means including transfer from crowded animal shelters, surrender by owners who can no longer care for their pet, and rescue from cruel and neglectful situations. Once healthy and available for adoption, we do our best to match adoptable pets with informed adopters.

LCHS is a no-kill organization, therefore, animal intake is limited to provide adequate care and socialization for the animals in our program. LCHS works closely with numerous animal shelters as a receiving animal transfer agency. While we do receive some animals as owner surrenders, priority is placed on animals at risk of euthanasia. LCHS also works to find loving adoptive placement for many senior animals and animals with special needs. While LCHS does house adoptable cats and kittens on site, all underage kittens as well as some senior cats reside in foster homes. The LCHS Dog Program is completely foster home based.

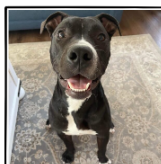
The Leon County Humane Society is a non-profit organization that relies on the generous donations and support of people like you to continue our lifesaving, life-improving efforts. LCHS relies on the generosity of others to fulfill our mission to "Rescue, Rehabilitate & Educate; Fostering a Kinder Community for People and Their Pets". If you have questions about the Leon County Humane Society, animals in our care, or programs offered, feel free contact us!

[DONATE NOW](#)

## Latest news about LCHS

LEON COUNTY HUMANE SOCIETY (LCHS) IS A NON-PROFIT ORGANIZATION THAT RELIES ON THE GENEROUS DONATIONS AND SUPPORT OF PEOPLE LIKE YOU TO CONTINUE OUR LIFESAVING, LIFE-IMPROVING EFFORTS. LCHS RELIES ON THE GENEROSITY OF OTHERS TO FULFILL OUR MISSION TO "RESCUE, REHABILITATE & EDUCATE; FOSTERING A KINDER COMMUNITY FOR PEOPLE AND THEIR PETS". IF YOU HAVE QUESTIONS ABOUT THE LEON COUNTY HUMANE SOCIETY, ANIMALS IN OUR CARE, OR PROGRAMS OFFERED, FEEL FREE CONTACT US!

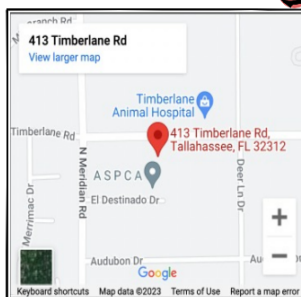
## Pet of the Month:



Pheonix  
Available for Adoption!

## Get the Latest News from LCHS

## Contact Us!



### ADDRESS:

413 Timberlane Road, Tallahassee FL 32312

### PHONE:

(850) 224-9193

### FAX:

(850) 224-5209

### HOURS OF OPERATION:

Tu-Th: 10am-3pm

Mon, Fri, Sat & Sun: Closed

## PRIVACY POLICY

LEON COUNTY HUMANE SOCIETY (LCHS) IS A NON-PROFIT ORGANIZATION THAT RELIES ON THE GENEROUS DONATIONS AND SUPPORT OF PEOPLE LIKE YOU TO CONTINUE OUR LIFESAVING, LIFE-IMPROVING EFFORTS. LCHS RELIES ON THE GENEROSITY OF OTHERS TO FULFILL OUR MISSION TO "RESCUE, REHABILITATE & EDUCATE; FOSTERING A KINDER COMMUNITY FOR PEOPLE AND THEIR PETS". IF YOU HAVE QUESTIONS ABOUT THE LEON COUNTY HUMANE SOCIETY, ANIMALS IN OUR CARE, OR PROGRAMS OFFERED, FEEL FREE CONTACT US!



## The Homepage

1. This text section will welcome users and give them a sense of the organization's mission and goals.

2. This is a call to action for users to donate to the organization. The button will link to the donate page.

3. This section will combine LCHS in the media and any recent events for users to visit regularly for updated information.

4. This photo box will display the pet of the month and allow users to click it and be directed to the adoption page for the animal shown.

5. This box is where users can sign up to receive email notifications. This is on every page.

6. This is an interactive Google map that users can view. This is also on the Contact page.



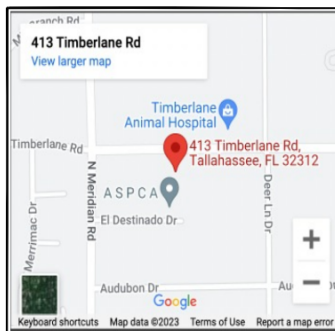
[About LCHS](#) [Adopt](#) [Resources](#) [Get Involved](#) [Contact](#) [Donate](#)

## CONTACT US 1

WE ARE CURRENTLY CLOSED TO THE PUBLIC EXCEPT FOR SCHEDULED APPOINTMENTS. WE ARE STILL AVAILABLE TUESDAY – THURSDAY FROM 10 – 3 FOR SPAY/NEUTER VOUCHERS, TO OFFER OUR COMMUNITY PET FOOD PANTRY, AND PROVIDE SUPPORT. TO VISIT ADOPTABLE CATS, PLEASE FILL OUT AN ADOPTION APPLICATION. FOR ADOPTABLE DOGS, ALL OF OUR DOGS RESIDE IN FOSTER CARE. AFTER FILLING OUT AN ADOPTION APPLICATION THE FOSTER WILL FOLLOW UP TO ORGANIZE A MEET AND GREET.

### Get the Latest News from LCHS

## MAP 2



## LCHS OFFICE

### ADDRESS:

413 Timberlane Road, Tallahassee FL 32312

### PHONE:

(850) 224-9193

### FAX:

(850) 224-5209

### HOURS OF OPERATION:

Tu-Th: 10am-3pm

Mon, Fri, Sat & Sun: Closed

## SEND US A MESSAGE 3



## The Contact Page

1. This text section will update users about contact information.
2. This is an interactive Google map.
3. This box will allow users to submit messages to the organization.
4. When clicked, the submit button will prompt a text box to inform users that the message was sent.



About LCHS Adopt Resources Get Involved Contact Donate

## THANK YOU FOR YOUR INTEREST IN VOLUNTEERING!

Leon County Humane Society depends on the support of committed, caring people to volunteer their time, talent and energy on behalf of the animals waiting for adoption. We are currently recruiting for the positions of kitty care, reception building maintenance, landscaping, office organization, and general office support.

If interested, please email [lgilunt@leoncountyhumsociety.org](mailto:lgilunt@leoncountyhumsociety.org) with your information and availability. Because of our limited availability for on-site volunteers, we appreciate your understanding that we cannot accommodate every volunteer request.

### The Volunteer Page

1. This text section will welcome volunteers and give them updated information and contact info.

2. This box will tell users about LCHS events and the button will link to the events calendar page.

3. This box will tell users to reach out about opportunities and the button will link to the contact page.

### Get the Latest News from LCHS

FIRST NAME
  LAST NAME
  EMAIL

### SEE OUR EVENTS

LCHS is currently looking for volunteers to help with the adoption process. We are currently recruiting for the positions of kitty care, reception building maintenance, landscaping, office organization, and general office support. If interested, please email [lgilunt@leoncountyhumsociety.org](mailto:lgilunt@leoncountyhumsociety.org) with your information and availability. Because of our limited availability for on-site volunteers, we appreciate your understanding that we cannot accommodate every volunteer request.

EVENTS PAGE

### REACH OUT TO US

LCHS is currently looking for volunteers to help with the adoption process. We are currently recruiting for the positions of kitty care, reception building maintenance, landscaping, office organization, and general office support. If interested, please email [lgilunt@leoncountyhumsociety.org](mailto:lgilunt@leoncountyhumsociety.org) with your information and availability. Because of our limited availability for on-site volunteers, we appreciate your understanding that we cannot accommodate every volunteer request.

CONTACT PAGE







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## Our Upcoming Events

< March 2023 >




APRIL 2023						
S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2


### Upcoming Events:




**PAWS FOR A CAUSE ADOPTION EVENT**  
**MARCH 14, 2020 @ 10:00 AM - 2:00 PM**  
 Proctor Subaru invites you and your furry friends out to the 2nd annual Proctor's Paws For a Cause Adoption event and Pet fair benefiting the Leon County Humane Society!



**HOME FUR THE HOLIDAYS**  
**DECEMBER 14, 2019 @ 10:00 AM - 2:00 PM** - Join us at Proctor Subaru!  
 We'll have free treats from The Cake Shop Bakery, food from MISSION BBQ, free pet photos with Santa, and find your new fur-ever pet!



**FUR BALL: SATURDAY NIGHT FEVER!**  
**OCTOBER 19, 2019**  
 JOIN US FOR 2019 FUR BALL!



Looking for an Event?




SEARCH

WANNA JOIN US?



Proctor Subaru is a proud sponsor of the Leon County Humane Society's annual Paws for a Cause Adoption Event. This year, we're excited to announce that we'll be hosting the event on March 14, 2020, from 10:00 AM to 2:00 PM. We'll have free treats from The Cake Shop Bakery, food from MISSION BBQ, free pet photos with Santa, and find your new fur-ever pet!

Proctor Subaru is a proud sponsor of the Leon County Humane Society's annual Paws for a Cause Adoption Event. This year, we're excited to announce that we'll be hosting the event on March 14, 2020, from 10:00 AM to 2:00 PM. We'll have free treats from The Cake Shop Bakery, food from MISSION BBQ, free pet photos with Santa, and find your new fur-ever pet!

CONTACT PAGE

Get the Latest News from LCHS

FIRST NAME

LAST NAME

EMAIL

SUBMIT

## The Events Page

1. This calendar will be interactive so that users can search through the months to find events. Icons and images in the calendar will link to individual information pages for each event so that users can receive more information.
2. This section will show the upcoming events for the month with a brief description and a photo. The text and photo boxes will link to individual information pages for each event.
3. This box will allow users to search for events in an efficient way.
4. This text section will reach out to users to take part in events and the button will link to the contact page.