Date: 11-01-2018

To: Shelly A. Moore, CEO

From: Daniel Head

Subject: Adopting a Cat Using the Charlotte Humane Society Website

Distribution List: Web Development Team

This report reviews how easy it would be for someone to find a cat they'd like to adopt and pick them up from the Charlotte Humane Society website. The website seemed to be very good for finding a cat to adopt but lacking in displaying the location of the humane society. The steps to adopt a cat were easy to follow, but finding the location of the humane society was a harder task.

Usability Test Objectives

The objectives for the usability test were to see if the user could navigate through the website to find the cats for adoption and find the location of the Charlotte Humane Society in order to pick up the cat.

Results

The usability test of the website went well. The hardest part was finding the location of the Charlotte Humane Society, since it's in the footer. The user felt that they could adopt a cat in this method, and that it was easy to understand the instructions as to how to adopt a cat.

Areas of Strength

The strongest parts of the website and adopt a cat process is the grid of cats to choose from. It was beneficial to have the images of the cats, and the short descriptions of the age and type of cat. It seems like that was very well received by the tester. The instructions were fairly clear overall.

Areas for Improvement

The main thing that was mentioned as needing improvement on the website was that the location of the humane society was hard to locate on the website, and that the menu pop up was sometimes hard to use. For example, when hovering over "adoption" it's very easy to move your mouse over too far such that the adoption pop up will stop displaying. Both could be very confusing for less computer experienced users.

The main problem with the instructions were that the pictures were too small, and that the location was confusing on the instructions themselves.

Questionnaire

The user was asked a few questions. The questions were intended to determine if the instructions were good, if navigating the website was easy, what could be improved, and if the user had adopted an animal before in a similar method.

Close Ended Questions

1. Do you now feel confident that you could adopt a cat from this website?
    a. Yes
2. Did you find the instructions easy to understand?
    a. Yes
3. Were the pictures helpful?
    a. No

Open Ended Questions

1. How could the instructions be improved?
    a. The pictures need to be larger, it was hard to find what I needed since the pictures were small. The main thing was the location, it was hard to see the image and locate it on the website.
2. Should there be more details on finding the location of the humane society?
    a. Yes and no – there should be clearer information on where to find the location in the instructions, since it's hard to find on the website.
3. Have you adopted an animal before and how?
    a. Yes, I've adopted animals before but not in this way.

Recommendations

The comment heard the most from the usability test was that it was hard to find the location of the humane society. While the footer may be a good spot for it, people may not know to look for it there. It is recommended to add it to the details page when a cat is selected, since that is likely when the user will think about how to get there.

Adopt a Local Cat That From The Humane Society of Charlotte

Overview:

Adopting a cat from your local humane society is easy! The most important thing is for them to have a good home to be adopted into. Make sure that your house is cat-proofed, and decide whether a younger or older cat is best for you – younger cats are generally livelier and older cats more relaxed. Once you've decided, you simply have to navigate to your local humane society website and scroll through which cats are available to adopt! Once you've decided, you can visit the humane society to adopt the cat!

Steps:

1. Make sure that you have a home that can house a cat!
   a. Your house will have to be cat-proofed, and it is important to have enough space for all of your pets!
2. Navigate to https://humanesocietyofcharlotte.org/, or your local humane society website.
   a. You can simply Google "(your location) Humane Society" to find it!
3. Make sure that you are familiar with where the Humane Society is located, if you're not sure where it is scroll down and find the Google Maps widget to find the location.
   a. You will need to visit to meet the cat and adopt it!
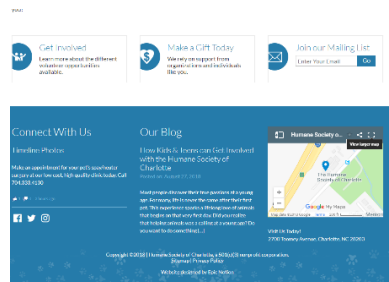

Figure 1: A screenshot showing where the Google Maps is within the website's footer.:

4. Hover over "Adoption" on the top menu and click "Adopt a Cat" on the menu that pops up.
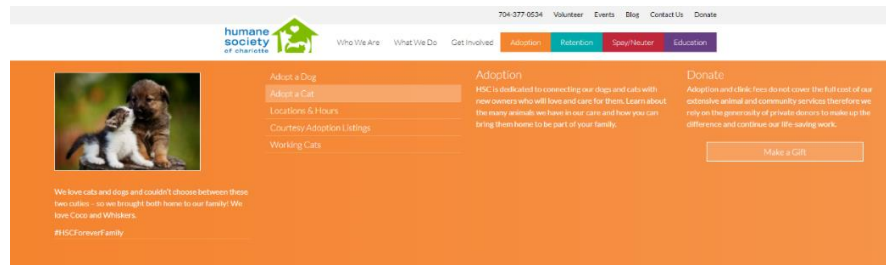
Figure 2: A screenshot showing where "Adopt a Cat" is located under "Adopt" in the top menu.

5. Pick a cat that meets your fancy and click on them. For example, I picked "Tiger".
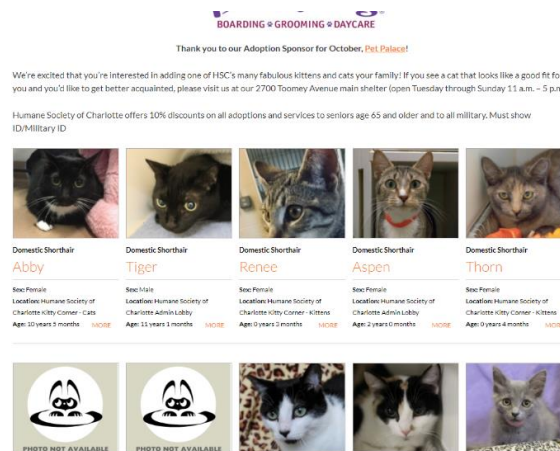

Figure 3: A screenshot showing the grid of cats available to adopt.

6. Once you click on them, you can see more details about them including the adoption fee.
    a. The adoption fee covers "A veterinary and behavior screening/testing, spay/neuter surgery, all initial vaccinations, a microchip and 30 days of pet insurance."
    b. Keep in mind when looking over the cat's information that ***normally*** younger cats are livelier and more playful and older cats are more relaxed and make great lap cats!
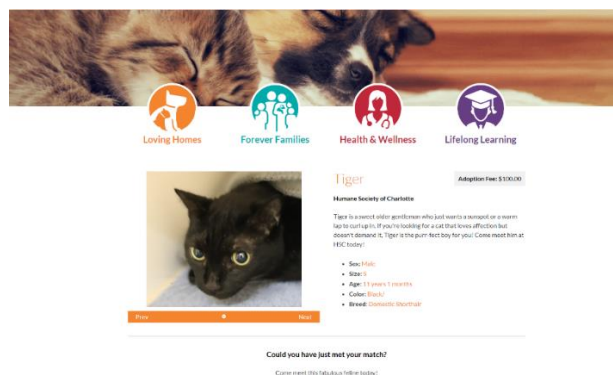

Figure 4: A screenshot showing the cat details available to see online.

7. Once you've found a cat you want to adopt, you can visit the Humane Society to adopt them!
    a. If you're unsure whether they have the cat still, you can call ahead and say you're interested in adopting them!

References

"The Humane Society of Charlotte | Animal Adoptions & Shelter." *Humane Society of Charlotte*, 2018, humanesocietyofcharlotte.org/.

Adopt a Cat That from The Humane Society of Charlotte

Overview:

Adopting a cat from your local humane society is easy! The most important thing is for them to have a good home to be adopted into. Make sure that your house is cat-proofed, and decide whether a younger or older cat is best for you – younger cats are generally livelier and older cats more relaxed. Once you've decided, you simply have to navigate to your local humane society website and scroll through which cats are available to adopt!

Steps:

1. Make sure that you have a home that can house a cat!
    a. Your house will have to be cat-proofed, and it is important to have enough space for all of your pets!
2. Navigate to https://humanesocietyofcharlotte.org/
3. Make sure that you are familiar with where the Humane Society is located, if you're not sure where it is scroll down to the bottom of the page and find the Google Maps widget to find the location.
    a. Currently, their address is 2700 Toomey Avenue, Charlotte, NC 28203

Figure 1: A screenshot showing where the Google Maps is within the website's footer.:

4. Hover over "Adoption" on the top menu and click "Adopt a Cat" on the menu that pops up.

Figure 5: A screenshot showing where "Adopt a Cat" is located under "Adopt" in the top menu

5. Pick a cat that meets your fancy and click on them.

   a. Once you click on them, you can see more details about them including the adoption fee.
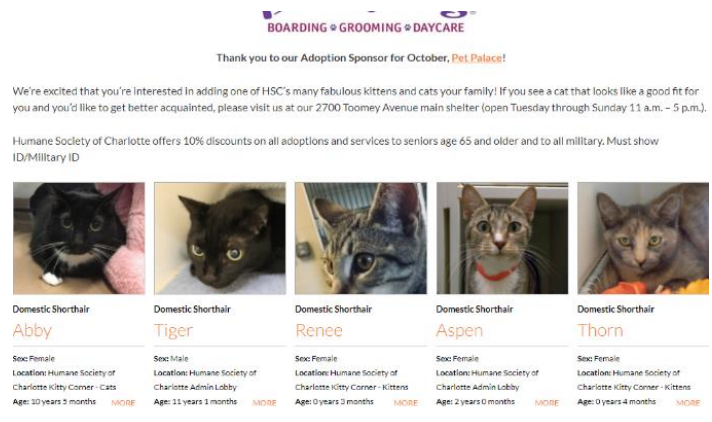

Figure 6: A screenshot showing the grid of cats available to adopt.

6. Once you've found a cat you want to adopt, you can visit the Humane Society to adopt them and meet the fabulous feline!

Questions About Adoption?

The adoption fee covers "A veterinary and behavior screening/testing, spay/neuter surgery, all initial vaccinations, a microchip and 30 days of pet insurance."

The cat's age is important to keep in mind when looking their information – normally younger cats are livelier and more playful and older cats are more relaxed and make great lap cats!

Call ahead with any questions or to say you're interested in adopting them and want to meet the cat!

References

"The Humane Society of Charlotte | Animal Adoptions & Shelter." *Humane Society of Charlotte*,

    2018, humanesocietyofcharlotte.org/.