Lost Our Home Usability Recommendations

https://www.lostourhome.org/

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Summary

The purpose of this usability testing was to determine issues within the Lost Our Home website and to detail and create possible solutions to those issues. The goals of this testing included finding, defining, and eradicating problems throughout the site while having users test the original site and any changes made during the process. Because Lost Our Home is a local non-profit, the company is rather small, and it appears that they were unable to do this testing themselves. Therefore, their website had a lot of potential for reaching users, but had several concerns affecting its usability.

The testing began with a stakeholder analysis to gauge who has a vested interest in the company and their duties within the company. Next, a heuristic evaluation of the site in its current form was performed, followed by taking an inventory of every page contained within the site and any issues it may have. After the evaluation concluded, user research was done to identify potential users, create personas and user stories, and prepare for usability testing.

Upon completion of the usability testing, observations noted during this testing were recorded and ranked in order of severity. Any severe issues found were then used as a basis to create a prototype of the website, the purpose of which was to eliminate any usability issues contained within the website. These issues included but were not limited to:

- The Adoption Guidelines .pdf only included information about dogs but was present on both the dog and cat adoption pages.
- Inconsistency of forms throughout the site.
- Several links (Creative Ways to Donate, Creative Ways to Volunteer, etc.) provided basic information and ideas without informing the user about how to act upon them or who to contact for more information about them.

Solutions recommended for these issues are:
- Create Adoption Guidelines for cats or provide resources from external sites for cat adoption and care.

- Edit forms to be more consistent (i.e., requiring the same basic fields in each form, notifying the user if a form is contained on an external website, etc.)
- Updating links that contain basic information with additional information, such as contact information.

These changes, as well as others, would greatly increase the usability of the website, which could lead to more community engagement with Lost Our Home. In its current iteration, many events and time-sensitive information are only available via their newsletter or their Facebook page, yet these avenues are not completely obvious to the casual user. More results and recommendations can be found in the associated section of this report.

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Lost Our Home Usability Recommendations

The Lost Our Home website offers a variety of information about caring for animals, from adoption to volunteering to receiving assistance in an emergency, but there are areas that omit necessary information or present information in a poorly organized manner. This testing is an attempt to eliminate these issues in order to increase usability and drive more users toward the site. By testing the website with several different potential users, a better idea of how best to present the information was realized and implemented in the form of a prototype, which was then tested and compared to the existing website to see how possible improvements could increase usability.

Background Information

According to the stakeholder analysis, only one person in the Lost Our Home organization is tasked with keeping the website up-to-date and usable. This is an issue because that person may not get enough feedback about the website before it is published, so errors make it through to the public version of the website. Having users test the website's functionality and provide feedback is integral to the success and impact of a website in order to drive repeat traffic and keep users on the site.

The first stage of testing was acquiring more information about the Lost Our Home organization, its stakeholders, and the basic effectiveness of its website for the average user. This was done via a stakeholder analysis and heuristic evaluation. The stakeholder analysis was completed using the "About Us" section of the website, and determined each stakeholder's impact on the organization, their duties and responsibilities within the organization, and attitudes and strategies for how to keep the organization running. This analysis included members of the Board of Directors (Chairman, Vice-Chairman, Treasurer, Secretary, and Directors) as well as Partners (companies involved with Lost Our Home) and Volunteers.

The heuristic evaluation was completed using Nielsen's ten heuristics for evaluation on a scale created by Jeff Rubin that rated each type of heuristic on the following scale:

- 1: **Irritant** – Issues are minor and fairly inconsequential or easy to work around.

- 2: **Moderate** – Issues do not cause the user to be unable to navigate but may require assistance to work around.

- 3: **Severe** – Usability is limited by the issue.

- 4: **Unusable** – Major failure causing the user to be unwilling or unable to use.

The highest documented heuristic on the Rubin scale was a four (unusable) and was regarding "help and documentation," a necessary part of any website. The Lost Our Home website is missing an area for frequently asked questions or general help entirely. This means that any user encountering an error or having additional questions will have to call the shelter directly-- during the hours that it is open-- in order to receive assistance.

Two heuristic areas fell on the Rubin scale at a three (severe). One of these instances was regarding "flexibility and efficiency of use," due to the entire website missing any kind of search or filter functionality, a standard inclusion on most websites that offer a variety of different options for users, as well as other pet adoption sites. Another heuristic area that received a three (severe) on the Rubin scale was "help users recognize, diagnose, and recover from errors." This website contained many pages that did not provide the user with the option to go back to the previous page, other than their browser's back button. Additionally, if the user navigates to a page of the website that does not exist, they are redirected to a Search page that, upon testing, only searches information provided within a seldomly updated Blog on the website, not the entire website.

The remaining seven areas of Nielsen's heuristics of evaluation were deemed a two (minor) or below on the Rubin scale. Therefore, they were noted, and possible solutions were suggested (see Appendices) but were deemed less pressing to fix than the three areas mentioned above.

The highest any heuristic fell on the scale was a four (unusable), with two heuristics being labeled at a three (severe), six heuristics rating as a two (minor) or one (irritant), and one

heuristic not registering on the scale at all, as there were no apparent issues pertaining to it. More detail about the heuristic evaluation can be found in Appendix B.

The next step in evaluating the Lost Our Home website was to research its users and develop personas that encompass the different types of people who may use the website for various reasons. This was done by first conducting an anonymous survey that included basic demographic information and attitudes about pet adoption, volunteering, fostering, and other services offered by Lost Our Home. The data was compiled and analyzed to create fictional personas of users who would use the site for different reasons, from temporarily boarding their pet to volunteering their time to the shelter.

From these personas, user stories were created that outlined the goals of each persona and the tasks necessary to complete those goals. These tasks would serve as the basis for the scenarios and tasks included in the usability testing, which will be discussed later.

Before the usability testing could take place, an inventory and audit of the contents of the site was performed for the entire website. This consisted of the following:

- listing all public pages on the website

- the URL of each page

- the page's content type (index, article, etc.)

- any functionality and forms found on the page

- any files and media displayed on the page

- the key messages of the page

- the accuracy and relevance of the page

- the content quality of the page

- the value of the page to visitors

- the value of the page to the organization

- any red flags that arose while perusing the website

Red flags found on a given page were accompanied by notes describing the issue found and possible solutions for each issue. These red flags and their notes were incorporated later in the usability process, for creating a prototype of a more user-friendly version of the website.

Methodology

The methodology of the usability studies done for the Lost Our Home website were mixed method, with most aspects of the studies being qualitative. There were a few instances of quantitative tactics being used within the pre-testing and post-testing questionnaires (specifically about demographics) as well as observing the time it took each user to complete each scenario and task during the usability test and prototype testing. All materials for these evaluations and tests can be found in the Appendices A through F, located at the end of this document.

Using information gathered during the research and evaluation phases, usability testing materials were created that would utilize the user goals defined in the user research portion of the website evaluations (the potential user survey, personas, and user stories). These materials included a consent form for each participant to sign, a pre-testing questionnaire, scenarios and tasks for each participant to complete, an observation form for the tester to record any comments made by each participant, and a post-testing questionnaire to gather information about the response and experience of each participant.

Seven participants were involved in the usability testing portion of this study, with two participants testing the mobile version of the website and five participants testing the desktop version of the website. Due to extenuating circumstances, all usability testing needed to be conducted via a video conference. Because the usability testing had to be completed entirely online, permission was also granted by each participant to record the testing session for later review.

The purpose of the pre-testing questionnaire was to gather basic demographic information and the existing experience of participants with pet adoption websites. Each scenario the participant was asked to complete involved having to navigate to different areas of the site to find the needed information for each task. The observation form was used by the tester to

observe how much time the participant spent on each scenario, the path they used to complete each task and scenario, any comments they had while accomplishing the tasks, and any additional observations made during the process.

The scenarios and tasks were based on the five major reasons people tend to use pet adoption websites, based on the user research survey. These reasons are adopting a pet, donating to the shelter, volunteering for the shelter, fostering a pet, and temporarily boarding a pet while traveling or otherwise unable to care for the animal.

Once each participant completed the usability testing, they were given a post-testing questionnaire that asked them to rate the ease of which they completed each task and were instructed to provide any additional comments they may have had.

The data gathered during the usability testing phase was compiled and analyzed to determine which areas of the site had major issues and the possible solutions to these issues. These results were combined with the results of the heuristic evaluation to create a list of all major issues on the website, which was then used to create a prototype of the existing website with changes made to increase its usability.

The prototype itself was then tested with five participants, and once again, all but one of the participants for the prototype testing had to be completed via video conferencing, and therefore recorded with permission. The structure of the prototype testing was nearly identical to that of the usability testing, with the same pre-testing and post-testing questionnaires, but the scenarios and tasks were slightly changed to reflect the changes made to the website and feedback received from usability testing participants. Additionally, the live version of the website was changed—including the volunteer application no longer being made available—therefore scenarios and tasks were updated to reflect this, as well.

Results of the prototype testing were gathered and examined after the completion of the testing and compared to the data obtained in the usability testing to determine recommendations and ideas for the website to implement to maximize usability.

Results

Detailed reports of each phase of usability testing and evaluation can be found in the Appendices. This section intends to detail results of the processes listed in the Methodology section of this report.

User Research Survey

The user research survey was an important part of the early phases of usability testing because it helped gather information about the type of users that may utilize various services available on the Lost Our Home website. This survey managed to receive seventy-five respondents over the course of a two-day period. The age ranges of these respondents can be seen in Figure 1 below.

Figure 1.

Age ranges of participants in the user research survey.
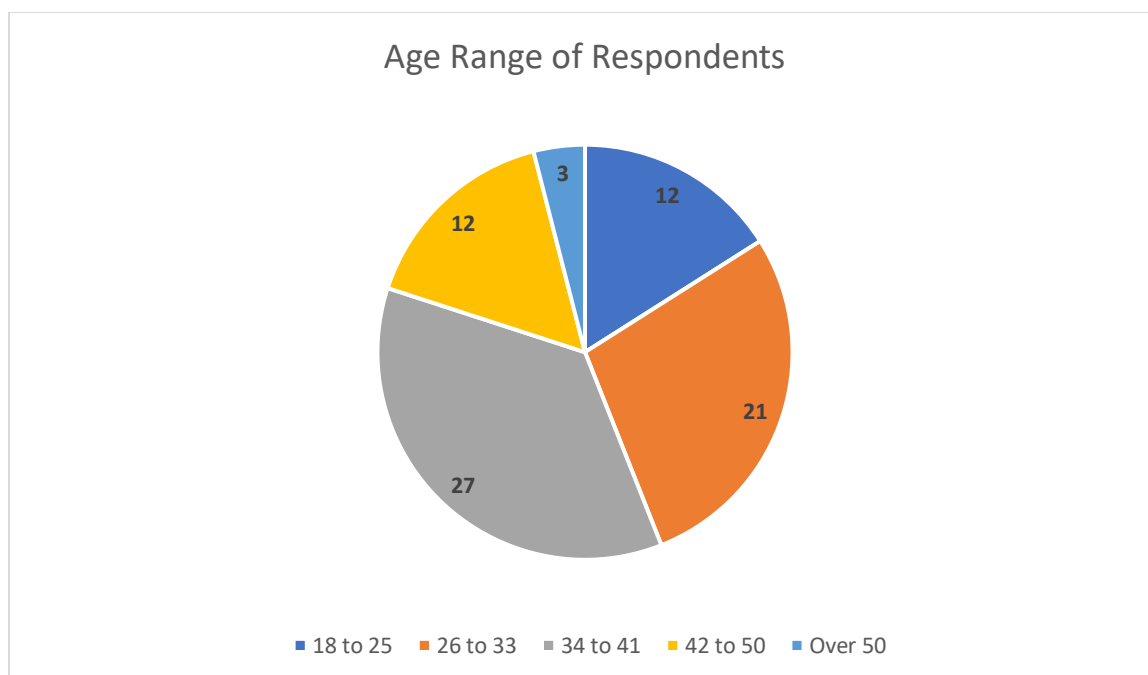
When asked whether they had adopted a pet from a shelter before, two-thirds of the respondents replied in the affirmative. Over seventy-seven percent of respondents claimed that

they were very likely to adopt a pet from a shelter in the future. Sixty-nine percent of respondents said they were very likely to browse a shelter website for available adoptable animals.

Over three-quarters of respondents alleged that they were more likely to adopt a pet if they could search available animals based on certain terms, such as "hypoallergenic" or "good with kids." This was not incredibly surprising, as many other online pet adoption sites have this as a standard feature, as was pointed out in the heuristic evaluation.

Current Site Usability Testing Results

Seven participants were involved with the usability testing for the Lost Our Home website. These participants were selected based on their current and previous experiences regarding adopting, fostering, and owning animals, and how these experiences paralleled those found in the user research survey and resulting personas. Due to current circumstances, participants were not finalized based on personas, but rather the personas were used as a guideline for candidate selection.

Pre-Testing Questionnaire

Upon receipt of a signed consent form from each participant, the usability testing took place over the course of two days, with each participant doing testing on their own personal computer or cellular phone. The age ranges of these participants can be found below, in Figure 2.

Figure 2.

Age ranges of participants in usability testing.
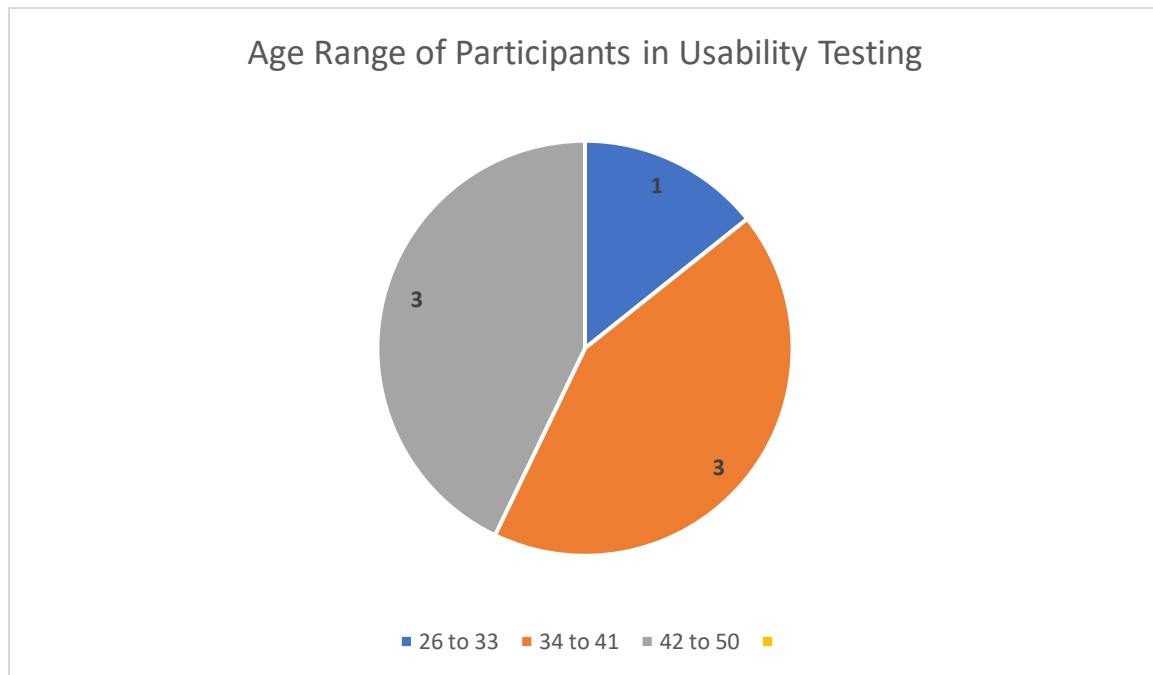
Of the seven participants, six of them currently own at least one animal. Four participants have adopted a pet from an animal shelter in the past. Six participants stated that they were unfamiliar with Lost Our Home, but the same number of people had used pet adoption websites in the past, including the Arizona Humane Society and the Arizona Animal Welfare League.

Current Site Usability Testing Scenarios and Tasks

After completion of the pre-testing questionnaire, participants were given access to the list of scenarios and tasks. Five scenarios were requested for them to complete. The first was to find information about adoption, the second was to learn more about volunteering, the third was regarding donations, the fourth was about receiving aid from the organization, and the fifth was pertaining to fostering a pet. These scenarios were based on user stories derived from the user research survey. Each scenario had a small number of tasks to be completed in the order it was listed on the document provided to each participant.

The average amount of time spent completing the scenarios and tasks was fifteen minutes, which included any commentary or suggestions from each participant. The shortest amount of time spent was just over six minutes, by one of the participants using a mobile device to access the website. Each participant completed all the mandatory scenarios and tasks successfully.

Over the course of the usability testing, participants found several errors and usability issues within the website. The full results can be found in the Appendices, but the following severe issues that exist are as follows:

In the Adoption area of the website, the Adoption Guidelines .pdf is only about dogs, even when clicking the appropriate link in the cat section of the website. Additionally, a participant pointed out that the Guidelines Manual is too text-heavy, making it hard to read or browse. The adoption application link leads to a form that requires the user to enter their email address before being able to view the application itself.

The Donation area of Lost Our Home includes a PayPal link that leads to an error page. At least one participant noted that it is also not made obvious anywhere how or where someone can drop off physical donations, such as blankets and food. This same participant noted that on the Creative Ways to Donate page, basic information regarding different ways to donate (recycling in particular) was briefly outlined, but they were not provided with more detailed information about this, such as who to contact or where to go. They stated, "I like the idea and I want to do it, but I don't know how."

The part of the website regarding Emergency Assistance also raised several severe issues among participants, specifically with the application, which links to an external site without warning the user. The participant could not scroll all the way to the top of the page, as the banner is simply an image of the navigation of the Lost Our Home website and contains no interactivity. There are also several elements on the application that are cut off, specifically where the applicant must agree that they understand the implications of the information they provide. Further down the application, the questions regarding the applicant being on current active

military duty and their ability to provide themselves with basic needs allows the applicant to select multiple options instead of just one.

The Foster section of the site contained the highest number of severe issues based on the participants' experience in the usability test. Immediate foster needs are listed toward the bottom of the page and information on how to foster an animal gets lost on the page and is difficult to find. The foster application, like the adoption application, requires that the user enter their email address in order to view the whole page. The foster manual has inconsistent formatting, especially in sections that involve bullet points. Pertinent information, such as contact information for Poison Control and emergency services blend in with the rest of the text, making them more difficult to find when they are needed.

Post-Testing Questionnaire

The post-testing questionnaire was intended to gather information about the participants' experience navigating through the website according to the scenarios and tasks outlined above. Of the seven participants, four completed this questionnaire. In addition to this questionnaire, participants were instructed to provide any additional comments via email, but no emails were received.

The first five questions asked the participants to gauge their ease (or difficulty) in completing the scenarios on a scale of one to ten, with one being easiest and ten being most difficult. The average highest score for the scenarios were the tasks pertaining to volunteering and donations, followed by fostering, then adoption, and finally, emergency assistance.

Nearly every participant said they would be likely to use Lost Our Home for pet-related purposes in the future, with the only one responding negatively noting that they currently live out-of-state. All respondents would be likely to recommend Lost Our Home to a friend, however. The strongest part of the Lost Our Home website, according to respondents, was the ease of use. The weakest parts were form inconsistencies and general lack of a consistent user interface. All participants noted that they were satisfied with the experience given by the site.

Prototype Creation

Given the information and observations gathered in the initial usability testing, a prototype was then developed to implement solutions to the severe issues as stated by usability testing participants. More detail regarding the decisions made in the development of this prototype can be found in the Recommendations section of this document, as well as in the Appendices. The prototype was designed using existing assets of the website in addition to elements created specifically for the prototype that fit the current branding of the organization.

Prototype Testing

Five participants were selected to participate in the usability testing of the prototype. These potential users were selected in the same way as the participants for the initial usability testing. All but one of the participants completed the prototype testing via video conferencing that was recorded with participant permission, with the fifth taking part in-person and being recorded with an external camera. The testing took place over the course of two days.

Prototype Pre-Testing Questionnaire

Participants in the prototype usability testing, upon completing the consent form, were given the same pre-testing questionnaire as those who participated in the initial usability testing. Refer to Figure 3 for the age range of the participants.

Figure 3.

Prototype usability testing age ranges of participants.
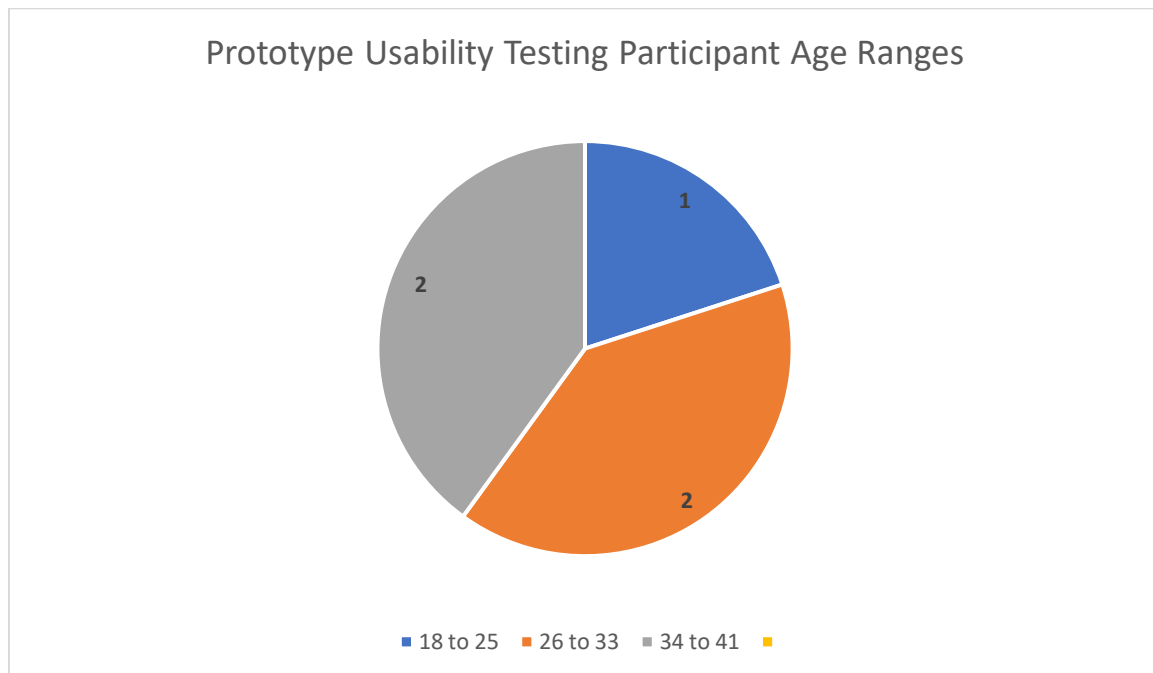
The majority of participants (three out of five) currently own animals and have adopted from an animal shelter in the past. Additionally, most participants (four out of five) had not previously heard about Lost Our Home, but have browsed other pet adoption websites, including the Arizona Humane Society and the Phoenix French Bulldog Rescue. All respondents expressed that they would be likely to use a rescue website to find their next pet.

Prototype Testing Scenarios and Tasks

The scenarios and tasks requested for the participants to complete were conceived as a combination of the scenarios and tasks found in the initial usability testing and the severe issues that were found as a result of said testing. They still required users to navigate to five main areas of the site—adoptions, volunteering, donations, emergency assistance, and fostering—but were edited to address specific problems that arose during heuristic evaluations and initial testing.

The average amount of time spent completing the scenarios was just over seven minutes—nearly half the time of the original usability testing. The fastest completion time of all

tasks was just under two minutes. Once again, every participant successfully completed the scenarios requested.

Verbal comments and observations were much lower during the prototype testing, with no severe issues found. Two total minor issues were expressed. The Donate via Credit Card page does not have any way to change the donation type beyond using site header navigation. The Temporary Care application was also pointed out to be inconsistent with other forms on the site.

Prototype Post-Testing Questionnaire

As with the pre-testing questionnaire, the prototype post-testing questionnaire was nearly identical to the initial usability testing pre-testing questionnaire. The first five questions asked participants to gauge the ease at which they felt they completed the tasks from one to ten, with one being the easiest and two being the hardest. The highest rating for the prototype testing emergency assistance scenario rated the highest, at an average of 4.4. For reference, the average rating for this section of the current site was 7.8. This was followed by the adoption scenario, the fostering scenario, the donating scenario, and finally, the volunteering scenario at a 1.2. All areas of the site prototype were rated easier than their original counterparts by a large margin. Refer to Table 1 below for the average rating for each section of the current site and the average rating for each section of the prototype, based on user feedback.

Table 1.

The average rating of difficulty completing tasks on the current site vs. the prototype.

Area of the Site	Current Site Difficulty Rating (Average)	Prototype Difficulty Rating (Average)
Adopting	9.25	3
Volunteering	9.75	1.2
Donating	9.75	2.6
Getting Help	8.75	4.4
Fostering	9.5	2.8

Three out of five participants alleged that they would use Lost Our Home for future pet-related services. Four out of five stated they would recommend Lost Our Home to a friend. The most popular response regarding the strongest part of the website was still ease of use (which was the same choice in the initial usability testing), while the weakest point was the database. Once again, all participants stated that they were satisfied with the information available on the Lost Our Home website.

Recommendations

This section of the document is an attempt to suggest solutions for current severe issues found in the five major areas of the Lost Our Home Pet Rescue website over the course of heuristic evaluations, content inventory and audit, and usability testing. These solutions were stated either by the tester or the usability testing participant. Supporting materials for this section, as well as a list of minor issues and their solutions can be found in Appendices D and E.

Adoption

Table 2.

List of problems found regarding adoption during testing, with possible solutions.

Problem	Solution Recommendation
Database of animals does not include any dates for when animals became available or when the list was last updated.	Databases should include when they were last updated.
Adoption pages simply list adoptable animals on one page.	Databases should include a search function, including filters (breed, age, temperament, etc.)
The .pdf displayed when clicking the Adoption Guidelines link is only about dogs, even when clicking from a cat's page.	The Adoption Guidelines link should instead link to a page where guidelines for both dogs and cats are available, where the user can find downloadable .pdfs and/or links to external sites for the proper preparation for and care of an adopted animal.
The formatting of the Guidelines Manual is too text-heavy.	The Dog Adoption Guidelines manual should be more visually appealing, with figures, photos, and charts to help illustrate the information provided. Adding visual cues in the text (i.e., changing the font size and/or color, or adding a border) for important information (specifically the section about "What Not to Do") would make the manual

	easier to read and more aesthetically pleasing.
The adoption application link leads to a page that requires entering an email address before being viewable.	The adoption application should be visible to potential applicants before they provide any personal information.

Note: Supporting data can be found in Appendix C in addition to the Usability Testing Observations in Appendix E.

Donating

Table 3.

List of problems found regarding donating during testing, with possible solutions.

Problem	Solution Recommendation
PayPal link (opened in new tab automatically) does not work.	The PayPal donation link should be corrected or removed from the Donation page.
The usability testing participant could not find where information about physical object donations was located.	The main Donation page should include highlights of commonly needed items (blankets, food, etc.), where to get them, and how to donate previously owned or otherwise externally acquired items to the shelter.
The usability testing participant wanted more information about how to recycle but was not given any information about how to do that.	The Creative Ways to Donate page should include additional information about each type of "creative donation," including who to contact for each type and possibly even links to external sites for ideas (baking for pets, recycling, etc.).

Note: Supporting data can be found in the Usability Testing Observations in Appendix E.

Emergency Assistance

Table 4.

List of problems found regarding donating during testing, with possible solutions.

Problem	Solution Recommendation
Could not scroll all the way to the top of the page containing the application-- banner appears cut off at the top. Noticed it was an external site and the header was just an image, not an interactable element like the header of other pages.	The user should be informed they are leaving the main site when clicking on the assistance application.
	The assistance application banner should be changed to an on-brand but obviously non-interactive image.
In application: Box to verify understanding has an option that is cut off ("in this applic...").	The assistance application's verification (signifying the user understands the purpose of the application they are about to fill out) message should be shorter or reformatted so that the text is not cut off.
In application: User can select both options regarding active military duty.	The user should be limited to only providing one response to the question regarding active military duty.
In application: The question regarding basic needs allows the user to check both boxes at once.	The user should also be prevented from choosing more than one answer to the question regarding basic needs of the applicant.

Note: Supporting data can be found in the Usability Testing Observations in Appendix E.

Fostering

Table 5.

List of problems found regarding donating during testing, with possible solutions.

Problem	Solution Recommendation
Immediate foster needs are toward the bottom of the page.	Immediate foster needs should be displayed in a prominent manner, at the top of the page and in perhaps a larger or bolded font.
Information on how to foster is hard to find.	The statement regarding becoming a foster should be set apart from the rest of the text and bolded so that it is more easily found.
The user ran into same the same issue with foster application as adoption application, where an email address is required to proceed.	As with the adoption application, the user should not be obligated to provide personal information before viewing the foster application.
Foster manual has "sloppy" formatting (according to participant), particularly with text wrapping and line breaks in bulleted sections.	The foster manual needs to be reformatted to make it both easier to read and more organized. Participant described its current state as "sloppy."
	Bullet lists should be consistently laid out.
	Text should remain mostly the same throughout the document.
	Visuals and graphics should be added to draw attention to important points and essential information, as well as making the manual more visually appealing.
	Emergency situations list should be directly before contact information about who to call in an emergency.

Note: Supporting data can be found in the Usability Testing Observations in Appendix E.

Please note that there were no severe issues with the Volunteer section of the site. Any minor issues for Volunteer pages can be found in Appendices D and E.

Conclusion

Overall, the usability testing of the Lost Our Home website resulted in the prototype of a more easily navigable experience for the user. The website in its current form did not result in any issues that were deemed severe enough to render it inoperable for the five major services it provides. However, there were several moderately severe issues that impacted the user's ability to navigate the site efficiently and comfortably, which have now been addressed, and possible solutions have been made available in this document.

Key factors in the success of the website to make it as useful as possible are already in place, such as the design and most of the content found. However, there are areas that could use more information, even if just the name and email of a person to contact for said information. The database of available animals should also be available to search for users as well as administrators to maximize the possibility of a successful adoption.

The live version of the website itself changed multiple times over the course of the evaluations and testing, some of which caused roadblocks in the testing itself, and others managed to improve upon existing parts of the website that were remarked upon earlier in the process. Implementing the recommended solutions to usability issues would help further improve the website and increase traffic.

Any additional information, including testing materials and data analysis, can be found in the attached Appendices A through F.

Appendix A: Stakeholder Analysis

Table A1.

Stakeholder Job Title/Role	Stake in the Project	Impact of Stake-holder	Needed from Stakeholder	Perceived Attitudes	Management Strategy / Involvement	What They Are Responsible For
Chairman of the Board	Implements and runs programs, assists in all levels of organization including events, fostering, and training volunteers.	High	Creativity, commitment, problem-solving, and leadership.	Wants things to run as smoothly as possible and is willing to be hands-on in order to make that happen. Potentially concerned about budget for improvements.	Very involved with other stakeholders, from fellow board members to volunteers. Regularly holds meetings and sends emails to keep everyone informed.	Ongoing operations, from day-to-day workings to special events.
Vice-Chairman	Leads training for other staff members and members of the board.	High	Organization, leadership, and communication.	Concerned about implementation and keeping everyone informed and trained properly to keep up with changes.	Focuses mainly on performance and growth training. Very involved.	Making sure entire staff (including volunteers) are properly trained in their specified areas of the organization.
Board Treasurer	Ensures funds are allocated properly.	Medium	Regular reports of expenses versus income for both day-to-day operations and special events.	Highest possible quality at the lowest possible price.	Involved in finances only.	Finances.
Board Secretary	Business analyst and system	High	Organization, communication, and ability to	Open to learning new, more efficient	Involved in record keeping and	Databases.

	administrator for adoption, foster, and volunteer databases.		update information regularly.	information management solutions.	other various data management.	
Directors	Operations, including answering phones, volunteer recruiting, animal care, adoptions, events, and caring for animals with special needs.	Medium	Communication, flexibility, and compassion.	They are well-rounded enough to be able to make anything work.	Taking the reins on the day-to-day operations and inner workings below administrators.	Day-to-day and event management.
Partners	Various companies who donate time and/or money to maintain a mutually beneficial relationship with the organization.	Medium	Time, financial aid.	They are happy as long as they feel that their resources are being put to good use.	Minimal or sporadic.	Resources (food, supplies, etc.) and occasional events.
Volunteers	Donate time to care for the various animals in the shelter and their environment.	Medium	Time, care, reliability, and patience.	They want the animals to be happy and well cared for while in the shelter.	Minimal.	Upkeep of animals' living areas, feeding, walking, and socializing.

Appendix B: Heuristic Evaluation

This heuristic evaluation for LostOurHome.org has been completed using Nielsen's Ten Heuristics for Evaluation. The rating system used was created by Jeff Rubin. This system has four levels:

- 1: **Irritant** – Issues are minor and fairly inconsequential or easy to work around.
- 2: **Moderate** – Issues do not cause the user to be unable to navigate but may require assistance to work around.
- 3: **Severe** – Usability is limited by the issue.
- 4: **Unusable** – Major failure causing the user to be unwilling or unable to use.

Visibility of System Status

The first heuristic to be discussed is "visibility of system status." Upon looking at the Lost Our Home landing page, the user can interact with links by simply hovering over them. For links that contain drop-down menus, the mouse-over is all that is needed for the menu to pop up. Similarly, when the user hovers over any buttons on the page, the background color of the button changes, making it obvious where the user is about to click. However, when hovering over link text that is *not* a button, the change in text color and background color is barely visible (becoming slightly lighter and slightly darker, respectively). This makes it difficult to tell where exactly the user is about to click and therefore navigate to but is not incredibly inconvenient for most users. Therefore, the visibility of system status for this website a 2 (moderate) on the Rubin scale. For the average user, this may be a minor inconvenience, but it does raise some accessibility issues for users who may have visual processing issues. Changing the color of the text and/or the background or otherwise making it more visibly obvious that the text the user is pointing at is in fact a link would improve this heuristic area. Figure A1a (below) shows the natural state of the navigation links, while figure A1b shows the display when hovering over "Foster." Figures A2a and A2b show a similar display function on another link on the website.

Figure A1.

(a) The navigation links in their natural state, and (b) what is displayed when the user hovers over "Foster."

Adopt ⌄   Support Us ⌄   Volunteer ⌄   Foster   Get Help ⌄   Events   About ⌄

(a)

Adopt ⌄   Support Us ⌄   Volunteer ⌄   Foster   Get Help ⌄   Events   About ⌄

(b)
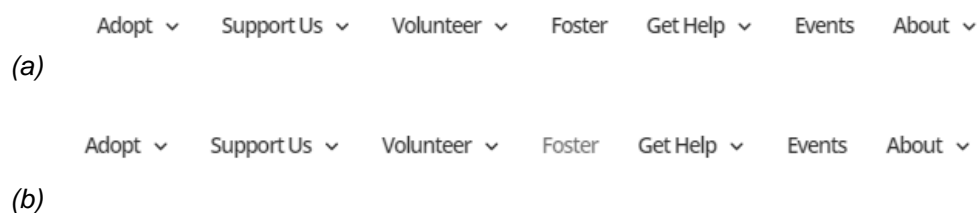
Figure A2.

(a) The button link in its natural state and (b) when the mouse hovers over it.

Purchase your brick today

Find Out More!

(a)

Purchase your brick today

Find Out More!

(b)
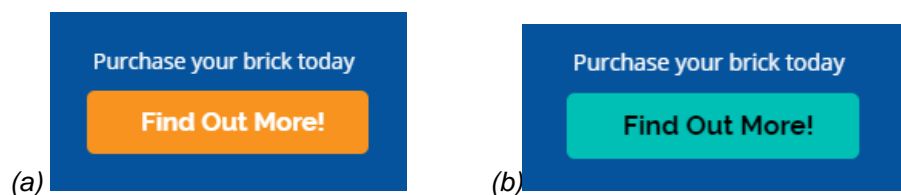
Note: Upon testing this on other pages with similar buttons, it was noticed that this functionality is not consistent throughout the entire site.

Match Between System and the Real World

The second heuristic is the "match between system and the real world." This basically covers the ability of the website to communicate information to the user in a way the user will understand. Lost Our Home uses easy-to-understand language to convey its various information, from its message and general *raison d'etre* to information about individual pets that are available for adoption. Upon browsing various pages of the site, an example of which can be found in Figure A3, there do not appear to be any errors or exceptions to this level of understandability, so it could be argued that this heuristic does not fall anywhere on the Rubin scale.

Figure A3.

*An example of LostOurHome.org's verbiage and use of common language.*

How to start

- Thank you for your interest in helping animals! It's easy to volunteer at Lost Our Home.
- Complete a volunteer application
- Attend a volunteer orientation and training session. A waiver must be signed by an adult (18+) at the time of orientation.
- Commit to volunteer at least six hours a month for at least six consecutive months.
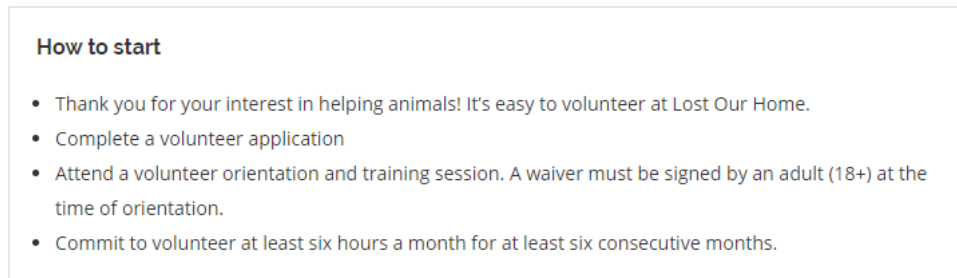
User Control and Freedom

The next heuristic is "user control and freedom." This is the way the website reacts to user error and the ability of the user to navigate through the site, including if they need to back up or start over in any area. Lost Our Home falls a bit short when it comes to this heuristic, specifically when browsing the pets that are available for adoption. Clicking on the link to learn more about any given animal takes the user to a page that they can only navigate away from by using the adoption-related buttons on the bottom of the page or the standard navigation link text at the top of the page. The only way to go back to the full list of available animals is by using the back button on the browser. This is not a major issue but having an obvious link within the site that would take the user back to the previous page would be an improvement. Figure 4 illustrates the current state of an example of this, as well as a possible solution. This website is a 2 (moderate) on the Rubin scale for this heuristic because this does not make the site unusable, but it may complicate ease of navigation.

Figure A4.

(a) An example of a page that includes more information about a specific animal, and (b) a possible solution to help the user return to the previous page.

(a)

(b)
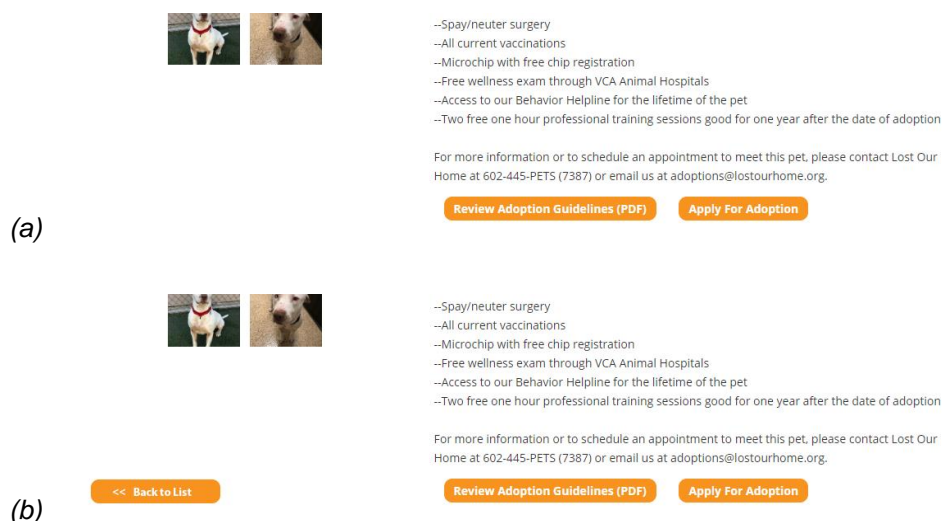
Consistency and Standards

This brings us to the "consistency and standards" heuristic. Issues pertaining to this heuristic are prevalent throughout the website, from the use of seemingly off-brand colors (that even clash with the existing brand colors) to changes in interactivity from one page to another (see above note about hovering over buttons—the color of the button changes on the homepage but not on other buttons elsewhere on the site). Both examples are illustrated below in Figure A5. Note that this issue is also mentioned below, in "aesthetic and minimalist design." Diving deeper into the site content itself, pictures of the animals are all different dimensions and resolutions, making it feel quite awkward to peruse. As far as the actual content of the website goes, the language used is consistent throughout and easy to understand. Because the consistency issues are mostly cosmetic and generally do not hinder the ability of the user to navigate the site, this area receives a 1 (irritant) on the Rubin scale.

Figure A5.

An example of off-brand color usage and a link that does not change upon hover, which is inconsistent with other pages of the site.
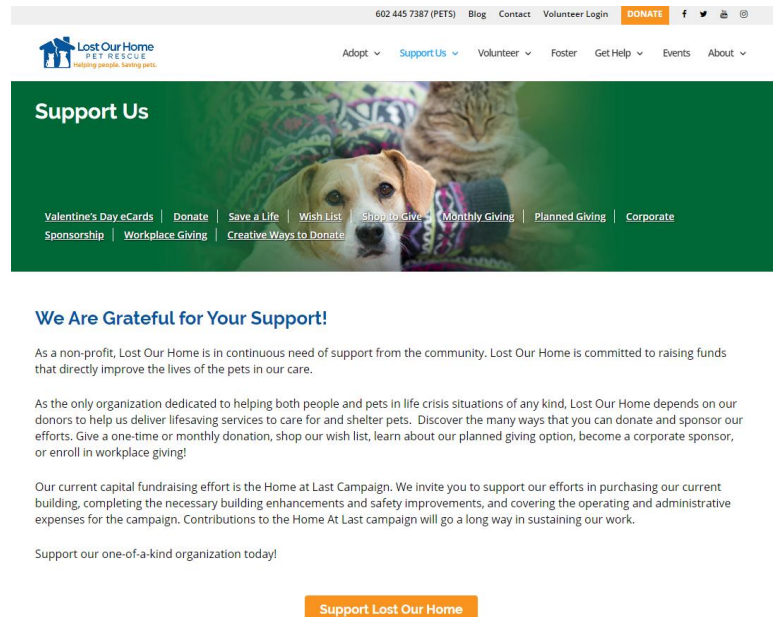
Error Prevention

The next heuristic to discuss is regarding "error prevention." The site itself is self-contained and there do not appear to be any broken links or other issues that may create an error. Upon testing a simple possible issue-- particularly removing the last few letters of a known working page of the site-- still granted access to a similar area of the site. In this case letters were removed from the end of the URL for the Support page and the user was still redirected to a page of the site about donating to the organization. It was not the exact page the user had been on, but it was close enough to be satisfactory. This process is outlined below in Figure A6. This area of heuristics rates at a 1 on the Rubin scale, as it may cause some confusion, but does not break the site when tested.

Figure A6.

(a) The Support main page of the website, (b) the removal of several characters at the end of the URL, and (c) the page to which the website navigated upon hitting enter on the keyboard.

(a)

(b)

(c)
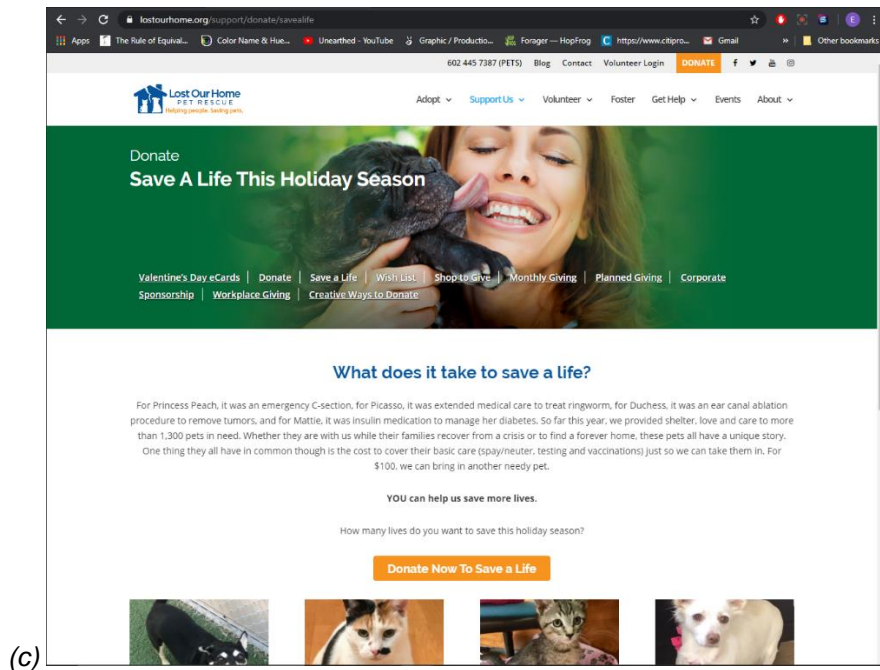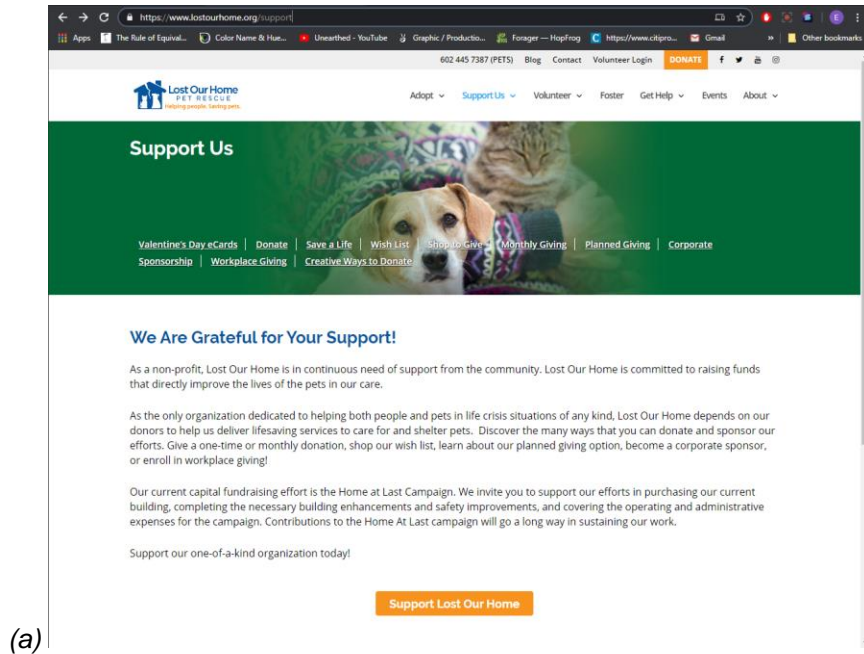
Recognition Rather Than Recall

The sixth area of heuristics is "recognition rather than recall." Crucial information (such as the contact information for the organization) is available on every single page of the site. However, in the Adopt area of the site, the prices for adoption are included on the "front" page (where the user chooses whether they are interested in adopting a cat or a dog) but not within individual listings for each animal. The user has to find the animal they are interested in, and then navigate back to this main page (using the browser's back button or the general navigation at the top of the page) in order to check the pricing of the animal in question (see Figure A7). Like other issues with the site, this does not necessarily affect the usability of the site, but it makes it more difficult to navigate for information. The Lost Our Home website receives a rating of 2 (moderate) on the Rubin scale for this heuristic.

Figure A7.

(a) The Adoption main page, which includes prices, and (b) a specific animal's page, which does not list the price for that particular pet.

(a)

(b)
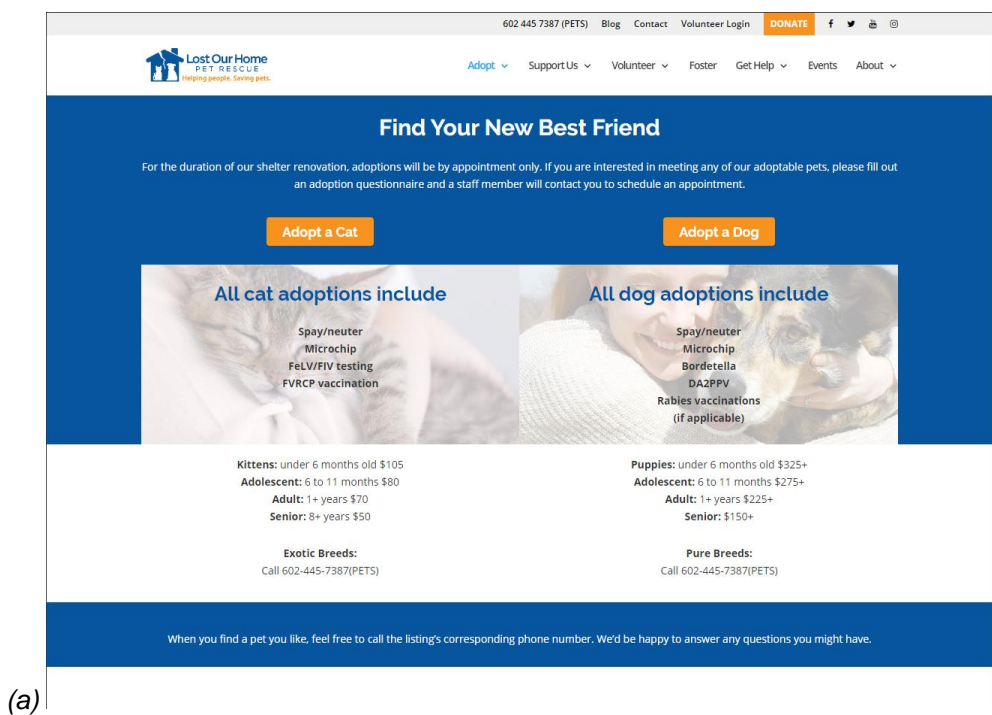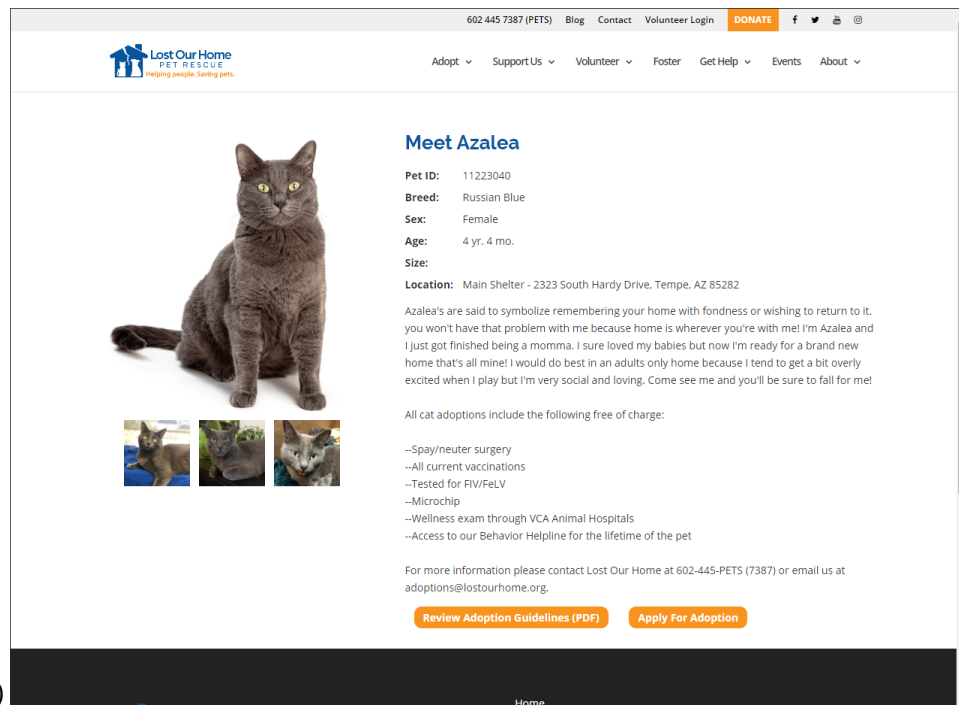
Flexibility and Efficiency of Use

The next heuristic is "flexibility and efficiency of use." This area seems to echo previous sentiments regarding hovering over links or having a back button within the site itself to increase browsing efficiency for the animals available for adoption. A major missing element related to the efficiency of the site is that it is missing a search function. There is also no way to sort or filter available animals. It would be incredibly helpful to have a way to show only older animals or hypoallergenic breeds and things of that nature. Looking at every single cat in the shelter may be overwhelming to some users, especially if they have a particular breed or age in mind. This website falls on a 3 (severe) on the Rubin scale, because search and filter functions are essentially standard on every website that offers a list of available products or items.

Aesthetic and Minimalist Design

Next is the heuristic of "aesthetic and minimalist design," mentioned above in the discussion of "consistency and standards." The look of the website is fairly uncluttered and well-organized, with straightforward use of language, and it is mostly easy to navigate. The only real issue (that is not necessarily apparent on every page) is the aesthetic. In the digital age, a company's brand is incredibly important for it to be recognizable among its peers. Using colors outside of the brand can be visually awkward and amateurish. Another strike against the aesthetic is the layout of links that can spill onto a second line—they are left-justified and can often split mid-link-text. Creating a container to put them into and choosing another font size or justification could make it look cleaner. This heuristic receives a 1 (irritant) on the Rubin scale because these issues are annoying or ugly but do not really affect the user's ability to use the site.

Help Users Recognize, Diagnose, and Recover From Errors

The ninth heuristic according to Nielsen is to "help users recognize, diagnose, and recover from errors." To test the Lost Our Home website for this, an invented word from a cartoon was added at the end of the URL. This resulted in navigation to a Search page. Based on the categories listed on this page, it appears to be the search for just the blog portion of the site. Although this may be helpful to some users, the page was discovered purely by accident. The only options to recover from this are to either use the navigation links or to use the back button on the browser—it does not give an option to submit an error report (in the event a user would get to this page in a way that didn't involve typing nonsense). If a user were to have gotten to this page (see figure A8, below) from an external link on another site, they may decide to steer clear of this site altogether. If the page were to offer a more obvious solution, such as suggesting what the user may have been trying to do, would be much more user-friendly. This issue is a 3 (severe) at best because it does not even properly explain what the Search may have to offer and the page is missing a lot of context within the site.

Figure A8.

The search page found accidentally while testing.
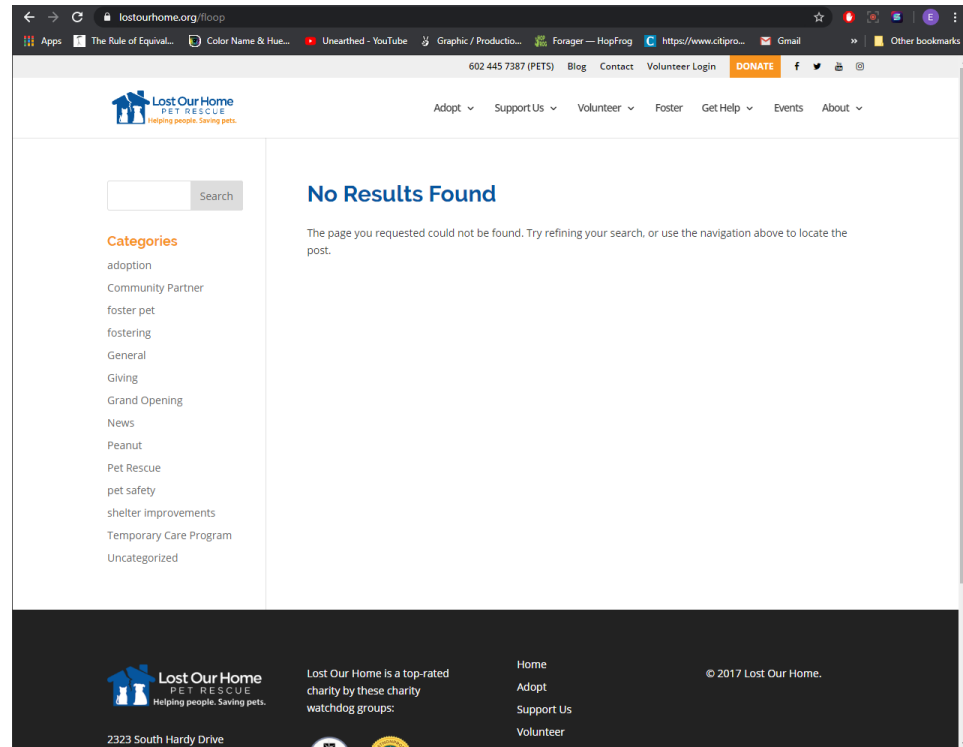
Help and Documentation

The tenth and final heuristic is "help and documentation." There is a link in the footer of each page on the website that says, "Get Help," but clicking the link takes the user to the page about temporarily or permanently surrendering their pet. Clicking "About" (either in the top navigation or in the footer links, shown below in Figure A9) leads to a page of the history and purpose of the organization, as well as pages containing information about hours and location, board members, and partners, among other things. I poked around the website for several minutes and could not find any virtual help desk or FAQ, which to me implies that if a user needs any kind of help, they will have to call the shelter directly. This severely limits the number of people who can receive help at one time and, more importantly, *when* they can receive help. This warrants Lost Our Home's website to receive a 4 (severe) on the Rubin scale, because the help and documentation are seemingly nonexistent to the user.

Figure A9.

The footer navigation of the Lost Our Home website.
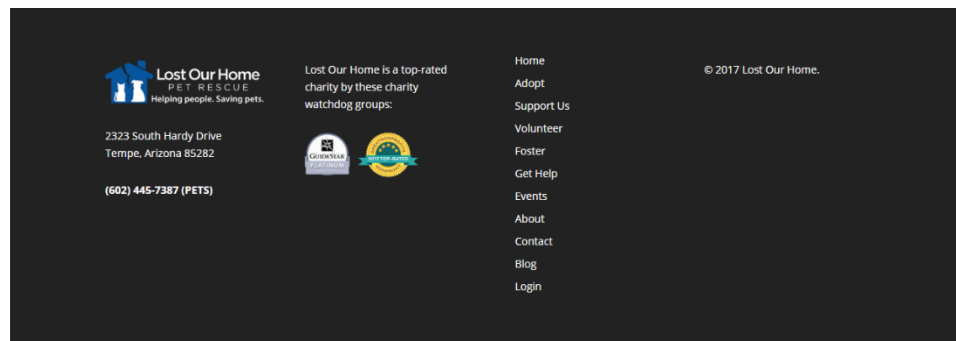
Appendix C: User Research Survey

1. What is your age range?		
	Under 18	0
	18 to 25	12
	26 to 33	21
	34 to 41	27
	42 to 50	12
	Over 50	3
	Prefer not to say	0
2. Have you ever adopted a pet from an animal shelter?		
	Yes	50
	No	24
	Not sure	1
3. How likely would you be to adopt a pet from an animal shelter in the future?		
	Very likely	58
	Likely	9
	Not likely	5
	Not sure	3
4. How likely would it be for you to browse pets that are available for adoption online?		
	Very likely	52
	Likely	14
	Not likely	8
	Not sure / Not applicable	1

5. Out of the following, what is the most important aspect of pet adoption, to you?		
	Age of pet	4
	Breed of pet	5
	History of pet	52
	Adoption cost	2
	Other, please specify:	12
	The most popular custom response was the "connection" the person feels with the pet. Other responses included the needs of the pet and the personality of the pet.	
6. Would you be more likely to adopt a pet if you knew information about it before meeting it face-to-face?		
	Yes	56
	No	4
	Not sure	15

7. Would you be more likely to adopt a pet if you could search for one based on filters such as "hypoallergenic" or "good with kids"?		
	Yes	57
	No	5
	Not sure	13
8. How likely would you be to volunteer time and/or money to an animal shelter?		
	Very likely	24
	Likely	31
	Not likely	12
	Not sure	8

Appendix D: Content Inventory and Audit

Ref ID: 0   Page Title (Level 1): Home

URL: N/A

Content type: Home page

Functionality and forms: N/A

Files and Media: Images of people with pets, graphics for fundraiser, sponsor logos, donation

links, navigation links

Key messages: Introduction to website, information about current fundraiser

Accuracy / relevance: GOOD   Content quality: OK

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 1   Page Title (Level 1): Adopt

URL: /adopt-a-pet

Content type: Section index

Functionality and forms: N/A

Files and Media: Images of animals

Key messages: Information regarding adoptions, including medical care and pricing

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 1.1   **Page Title (Level 2): Adopt a Cat**

URL: /adopt-a-pet/adopt-a-cat

Content type: Subsection index

Functionality and forms: N/A

Files and Media: Images of cats available

Key messages: Information about the current cats available for adoption, link to cat database

Accuracy / relevance: OK   Content quality: OK

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: **YES**

Notes: Databases should include when they were last updated and some kind of search function.

Ref ID: 1.2   **Page Title (Level 2): Adopt a Dog**

URL: /adopt-a-pet/adopt-a-dog

Content type: Subsection index

Functionality and forms: N/A

Files and Media: Images of dogs available

Key messages: Information about the current dogs available for adoption, link to dog database

Accuracy / relevance: OK   Content quality: OK

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: **YES**

Notes: Databases should include when they were last updated and some kind of search function.

Ref ID: 2   **Page Title (Level 1): Support Us**

URL: /support

Content type: Section index

Functionality and forms: N/A

Files and Media: Images of animals

Key messages: Introduction about why and how to support the shelter

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.1   **Page Title (Level 2): Donate**

URL: /support/donate

Content type: Subsection index

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Links to donate via credit card, PayPal, check; the shelter's Amazon wishlist, etc.

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.2   **Page Title (Level 2): Save a Life**

URL: /support/donate/savealife

Content type: Link page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Information about where donations go, link to donate

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.3   **Page Title (Level 2): Wish List**

URL: /support/wish-list

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Basic ongoing wish list items, link to Amazon wish list, donation drop-off information

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.4   Page Title (Level 2): Shop to Give

URL: /support/shop-to-give

Content type: Link page

Functionality and forms: N/A

Files and Media: Header animal image, logos of donation partners

Key messages: Links to donation partners

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.5   **Page Title (Level 2): Monthly Giving**

URL: N/A

Content type: Infographic-type page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Breakdowns of different levels of monthly donations and what they cover

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.6   **Page Title (Level 2): Planned Giving**

URL: /support/planned-giving

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Information about planned/estate donations, link to Lifetime of Care brochure

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.7   **Page Title (Level 2): Corporate Sponsorship**

URL: /support/corporate-sponsorship

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Information regarding corporate sponsorship levels, link to email for sponsorship

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.8   **Page Title (Level 2): Workplace Giving**

URL: /support/workplace-giving

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, United Way logo

Key messages: Information pertaining to donating through employer or United Way

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 2.9   **Page Title (Level 2): Creative Ways to Donate**

URL: /support/creative-ways-to-donate

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, stock photos

Key messages: Information about different areas of "creative" donating, such as fundraising and sponsorship

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: **YES**

Notes: It would probably be useful to include links to contact someone at Lost Our Home who could help with organizing different types of "creative" fundraising.

Ref ID: 3   **Page Title (Level 1): Volunteer**

URL: /volunteer

Content type: Section index

Functionality and forms: N/A

Files and Media: Header animal image, link to volunteer application

Key messages: Basic information about volunteering

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 3.1   Page Title (Level 2): How to Volunteer

URL: /volunteer/become-a-volunteer

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, images of adopted animals, link to volunteer application

Key messages: More in-depth information about volunteering, such as age requirements and training

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 3.2   Page Title (Level 2): Youth Volunteers

URL: /volunteer/youth-volunteers

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to volunteer application, link to "creative" volunteer page

Key messages: In-depth information about volunteering for those under the age of sixteen

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 3.3   **Page Title (Level 2): Volunteer with Your Group**

URL: /volunteer/volunteer-with-your-group

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to group volunteer application

Key messages: In-depth information about group volunteering

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 3.4   **Page Title (Level 2): Creative Ways to Volunteer**

URL: /volunteer/creative-ways-to-volunteer

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to volunteer application

Key messages: More information about "creative" volunteering, such as becoming an ambassador and joining the animal book club

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: **YES**

Notes: This could include specific contact information for each type of "creative" volunteering, instead of just the regular volunteer application link.

Ref ID: 3.5   **Page Title (Level 2): Volunteer Login**

URL: https://www.volgistics.com/ex2/vicnet.dll?FROM=162255

Content type: Login page (external site)

Functionality and forms: Login username and password form, reset links

Files and Media: Lost Our Home logo, link to privacy policy

Key messages: The volunteer login portal

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: **YES**

Notes: Clicking on a link that sends the user to this site should notify the user that they are navigating to an external site. This page should also include a link back to the previous page in case of user error.

Ref ID: 4   **Page Title (Level 1): Foster**

URL: /foster

Content type: Section index

Functionality and forms: N/A

Files and Media: Header animal image, link to foster manual, link to dog foster application, link to cat foster application

Key messages: Basic information about fostering an animal and what kind of animals need fostering the most

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 4.1   **Page Title (Level 2): Foster Manual**

URL: /assets/uploads/2019/06/2019-LOH-Foster-Reference-Guide.pdf

Content type: Article page, .pdf

Functionality and forms: Entire page is a .pdf

Files and Media: Entire page is a .pdf

Key messages: In-depth reference guide to fostering an animal through the shelter

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 4.2 **Page Title (Level 2): Dog Foster Application**

URL: /foster/foster-a-dog

Content type: Application page

Functionality and forms: Application form

Files and Media: Application form

Key messages: Dog fostering application form

Accuracy / relevance: OK Content quality: OK

Value to visitors: MEDIUM Value to organization: HIGH

RED FLAG: **YES**

Notes: Clicking this link will take the user to a page where they must submit an email address to continue, and it does not contain any information about the application they are filling out (other than looking at the URL). This page needs to provide more information before prompting the user to enter personal information.

Ref ID: 4.3 **Page Title (Level 2): Cat Foster Application**

URL: /foster/foster-a-cat

Content type: Application page

Functionality and forms: Application form

Files and Media: Application form

Key messages: Cat fostering application form

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: **YES**

Notes: Clicking this link will take the user to a page where they must submit an email address to continue, and it does not contain any information about the application they are filling out (other than looking at the URL). This page needs to provide more information before prompting the user to enter personal information.

Ref ID: 5   Page Title (Level 1): Get Help

URL: /get-help

Content type: Section index

Functionality and forms: N/A

Files and Media: Header animal image, links for rescue, the temporary care program, turn-ins, the boarding program, the rental program, the companion shelter, and the pet food bank

Key messages: Information about services offered by the shelter for people who need assistance

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 5.1   **Page Title (Level 2): Rescue & Intake**

URL: /get-help/rescue-intake

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, links for dog and cat intakes

Key messages: Information about rescue and intake services and guidelines

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: **YES**

Notes: Although there are links on the left side of the page for cat and dog intake, there is a bulleted list mentioning the two applications that should probably also contain a link to the application. Otherwise this bulleted list should be removed.

Ref ID: 5.2   **Page Title (Level 2): In Times of Crisis**

URL: /get-help/times-of-crisis

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, links to more information about domestic violence, homelessness, medical emergencies, and financial hardship

Key messages: Information about available services in times of crisis for pet owners

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 5.3 **Page Title (Level 2): Lifetime of Care**

URL: /get-help/lifetime-care

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to Lifetime of Care brochure

Key messages: Information about Lifetime of Care

Accuracy / relevance: GOOD   Content quality: OK

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 5.4 **Page Title (Level 2): Pet Food Bank Program**

URL: /get-help/pet-food-bank-program

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to Pet Food Bank application

Key messages: Information about the pet food bank, including requirements of applicants

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 5.5   **Page Title (Level 2): Temporary Care**

URL: /get-help/temporary-care

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to dog/cat temporary care applications

Key messages: Information about temporary care, including medical requirements and fees

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 5.6   **Page Title (Level 2): Low-Income Boarding**

URL: /get-help/low-income-boarding

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Information about low-income boarding, including medical requirements and fees

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 5.7   **Page Title (Level 2): Resources**

URL: /get-help/resources

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, link to pet surrender resources, spay and neuter

programs, vaccinations, clinics, and veterinary cost assistance

Key messages: Information about various resources to ensure the health of pet, mostly low-cost

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 5.8   **Page Title (Level 2): Pet-Friendly Rentals**

URL: /get-help/pet-friendly-rentals

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, links to websites that offer pet-friendly rental options

Key messages: List of websites and contact information for assistance in finding pet-friendly homes

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 6   **Page Title (Level 1): Events**

URL: /events

Content type: Section index

Functionality and forms: N/A

Files and Media: Header animal image, link to Facebook page showing events, link to document containing Birthday Party Information

Key messages: Basic information about events with links containing more information

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: **YES**

Notes: Clicking on the link leading to an external link should notify the user that they are leaving the site.

Ref ID: 7   **Page Title (Level 1): About**

URL: /about

Content type: Section index

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Basic background information about the shelter

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 7.1   **Page Title (Level 2): Our Story**

URL: /about/our-story

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, links to temporary care program, pet food bank program, pet rescue program, boarding program, and partnership with domestic violence shelter, logos for each aforementioned link, table of statistics

Key messages: Information on how and where to get help for both pets and people, and shelter statistics

Accuracy / relevance: GOOD   Content quality: OK

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: **YES**

Notes: Statistics listed in table are from 2017 and therefore outdated. Updated statistics should be acquired.

Ref ID: 7.2   **Page Title (Level 2): The Community We Serve**

URL: /about/the-community-we-serve

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: Information about different groups in the area and how they benefit from the shelter

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 7.3   **Page Title (Level 2): Stories of Hope**

URL: /about/stories-of-hope

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, images of animals mentioned in stories

Key messages: Information about different "success stories" from the shelter, ie, animals who were rescued

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 7.4   Page Title (Level 2): Board Members

URL: /about/board-members

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, images of board members

Key messages: Information about board members, their professional histories, and histories with the shelter

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: NO

Notes: N/A

Ref ID: 7.5   Page Title (Level 2): Leadership

URL: /about/leadership

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, images of leadership members

Key messages: List of other leadership members who are not on the board

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: **YES**

Notes: This page offers almost no information about the "leadership" members other than their names. Adding more information, such as with the board members, would be helpful.

Ref ID: 7.6   Page Title (Level 2): Hours & Location

URL: /about/hours-location

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image, interactive map

Key messages: Information about shelter location and hours

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: **YES**

Notes: This page contains pertinent information that should be more easily accessible. It is buried behind many other less important pages in a menu, but it should probably be at the top of said menu.

Ref ID: 7.7   **Page Title (Level 2): Partners**

URL: /about/partners

Content type: Article page

Functionality and forms: N/A

Files and Media: Header animal image

Key messages: List of partners who provide services to the shelter

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: HIGH

RED FLAG: **YES**

Notes: This page does indeed contain a list of partners but does not provide any links to said partners' websites. It would be more helpful to provide more information about each partner, including a website and/or contact information.

Ref ID: 8   **Page Title (Level 1): Contact**

URL: /contact

Content type: Contact form

Functionality and forms: Contact form

Files and Media: Header animal image, email link

Key messages: Contact information for the shelter and a contact form

Accuracy / relevance: GOOD   Content quality: GOOD

Value to visitors: HIGH   Value to organization: HIGH

RED FLAG: NO

Notes: N/A

Ref ID: 9   **Page Title (Level 1): Blog**

URL: /blog

Content type: Section index

Functionality and forms: Blog page

Files and Media: Header animal image, various images in blog posts

Key messages: A blog for the shelter to keep users updated about the shelter

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: **YES**

Notes: The blog has not been updated since June 2019, nearly eight months ago at the time of this audit. Looking at other blog posts, there were two earlier in 2019, and then not another until over a year prior. This blog page should be replaced with posts of the newsletter, which is available via email and is sent much more regularly.

Ref ID: 10   **Page Title (Level 1): Login**

URL: https://www.volgistics.com/ex2/vicnet.dll?FROM=162255

Content type: Login page (external site)

Functionality and forms: Login username and password form, reset links

Files and Media: Lost Our Home logo, link to privacy policy

Key messages: The volunteer login portal

Accuracy / relevance: OK   Content quality: OK

Value to visitors: MEDIUM   Value to organization: MEDIUM

RED FLAG: **YES**

Notes: Clicking on a link that sends the user to this site should notify the user that they are navigating to an external site. This page should also include a link back to the previous page in case of user error.

Appendix E: Usability Testing Materials

Usability Testing Script

Good (morning/afternoon)! My name is Emily Sangmeister, and I am here to gather some information about the various ways people may use the Lost Our Home Pet Rescue website. Your participation in this study will only require approximately fifteen minutes of your time.

The study is broken into three parts: first, you will fill out a questionnaire asking some basic information about you, your experience in animal adoptions, and different ways in which you may use an adoption website. For the second part of the study, you will be presented with five simple tasks to complete by using the website.

These tasks include the following:

- Finding a pet that you would be interested in meeting and/or adopting, based on information about them found on the Lost Our Home website.

- Finding out how to volunteer for Lost Our Home.

- Learning different ways to donate to Lost Our Home.

- Obtaining information about getting help with a pet in an emergency situation through Lost Our Home.

- Finding information regarding fostering animals through Lost Our Home.

Please note that some of the steps in these tasks are optional. The third and final part of the study will be a second questionnaire that will ask you about your experiences using the site, including any feedback you may have.

Before we get started, I ask that you please fill out the consent form provided and ask any questions you may have prior to the start of the study.

Thank you for your time and participation in this study so that we can provide the best user experience possible!

Usability Pre-Testing Questionnaire

1.   What is your age range?

        ☐ Under 18

        ☐ 18 to 25

        ☐ 26 to 33

        ☐ 34 to 41

        ☐ 42 to 50

        ☐ Over 50

        ☐ Prefer not to say

2.   How many pets do you currently have?

        ☐ None

        ☐ 1 or 2

        ☐ 3 or 4

        ☐ More than 4

3.   Have you ever adopted a pet from an animal shelter?

        ☐ Yes

        ☐ No

        ☐ Not sure

3b.   If the answer to the above question is Yes, how many pets have you adopted from a

shelter?

☐ 1

☐ 2 or 3

☐ 4 or more

4.   Are you familiar with Lost Our Home Pet Rescue?

☐ Yes

☐ No

☐ Not sure

5.   Have you ever browsed any pet adoption websites?

☐ Yes

☐ No

☐ Not sure

5b.   If the answer to the above question is Yes, which websites have you used? (mark all that

apply)

☐ Arizona Humane Society

☐ Arizona Animal Welfare League

☐ Friends for Life Animal Rescue

☐ Lost Our Home Pet Rescue

☐ Other (please specify): _____

6.   How likely would it be for you to use a rescue website to find your next pet?

☐ Very likely

☐ Somewhat likely

☐ Neither likely or unlikely

☐ Unlikely

☐ Very unlikely

7.   How likely would it be for you to volunteer at an animal shelter or pet rescue?

☐ Very likely

☐ Somewhat likely

☐ Neither likely or unlikely

☐ Unlikely

☐ Very unlikely

8.   In which of the following ways would you be likely to use an animal shelter website?
(mark all that apply)

☐ General adoption information (pricing, guidelines, etc.)

☐   Specific adoption information (finding a pet)

☐   Donation information

☐   Volunteer information

☐   Animal surrender information

☐   Other (please specify): _____

Usability Testing Scenarios & Tasks

1.   Find a pet that you would be interested in meeting and/or adopting, based on information about them found on the Lost Our Home website.

☐   Find the cat or dog adoption database

☐   Browse available animals to find one that interests you

☐   Obtain information for selected animal, including how to contact the shelter about it

☐   Gather information about how to move forward in the adoption process

2.   Find out how to volunteer for Lost Our Home.

☐   Navigate to the volunteer information page

☐   Locate volunteer qualifications, rules, and guidelines

☐   Familiarize yourself with the volunteer process, including any training

☐   (Optional) Contact Lost Our Home to express interest in volunteer training

3.   Learn different ways to donate to Lost Our Home.

☐ Navigate to the support page of the website

☐ Choose a way in which you would be interested in donating (one-time donation, fundraising event, Amazon wish list purchase, etc.)

☐ Obtain information regarding the type of donation you chose

☐ (Optional) Donate to Lost Our Home

4.   Obtain information about getting help with a pet in an emergency situation through Lost Our Home.

☐ Navigate to the section of the website that lists available resources for individuals in need of assistance

☐ Browse information about temporary boarding, including health requirements

☐ Locate the forms needed to complete in order to start the process

5.   Find information regarding fostering animals through Lost Our Home.

☐ Locate the area of the website about fostering

☐ Familiarize yourself with the guidelines and requirements for fostering

☐ (Optional) Obtain and complete the fostering application

Usability Post-Testing Questionnaire

1.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you found the first task (finding information about an adoptable pet)?

_____

2.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you found the second task (regarding volunteering)?

_____

3.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you found the third task (regarding donations)?

_____

4.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you found the fourth task (finding information about getting help with the care of a pet)?

_____

5.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you found the fifth task (regarding fostering)?

_____

6.   How likely would you be to use Lost Our Home for any of the above situations or experiences in the future?

        ☐ Very likely

        ☐ Somewhat likely

        ☐ Not likely

        ☐ Not sure

7.   How likely would you be to recommend the Lost Our Home website to a friend for any of the above situations or experiences?

        ☐ Very likely

        ☐ Somewhat likely

        ☐ Not likely

        ☐ Not sure

8.   In your opinion, what is the strongest part of the Lost Our Home website?

        ☐ Ease of use

        ☐ Design

        ☐ Database

        ☐ Organization

        ☐ Other (please specify): _____

9.   In your opinion, what is the weakest part of the Lost Our Home website?

☐ Ease of use

☐ Design

☐ Database

☐ Organization

☐ Other (please specify): _____

10.   How would you rate your level of satisfaction with the information available on the Lost

Our Home website?

☐ Very satisfied

☐ Somewhat satisfied

☐ Not satisfied

11.   Please list any additional comments about your experience.

_____

_____

_____

_____

_____

Usability Testing Observations

Table A2.

Observations made over the course of the usability testing.

The following are descriptions of users' experiences while completing the Tasks & Scenarios outlined in the previous sheet.
Time spent is the time the participant spent in each page, total, as opposed to how long it took them to get there.
Additionally, it was difficult to gauge facial expressions due to video quality and slight delay provided by the video conferencing software.
Please note: Participants 3 and 4 were on mobile, and therefore their experiences were recorded primarily audio-only. Because of this, I opted to include two additional participants in order to maximize results.

Task #1 - Adoption				
Participant #	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Additional Observations**
1	2 min.	Homepage > Adopt (hovered) > Adopt a Cat > Learn more about Callie > Review Adoption Guidelines	Adoption Guidelines .pdf is only about dogs.	
2	5 min.	Homepage > Adopt (hovered) > Adopt a Cat > Learn more about Zephyr > How to Adopt > About > Location	No search or filters on page of all available cats. More information contains blank fields for size and location. Adoption Guidelines .pdf is only about dogs. "I was looking at cats, I want a cat adoption handbook." Apply for adoption link only leads to entering an email address without	Made a *Hitchhiker's Guide to the Galaxy* reference about the number of available cats. "Ophelia looks spooked!"

			providing information about how to move forward.	
3	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues.
4	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues.
5	7 min.	Homepage > Foster > Adopt (clicked) > Adopt a Cat > Learn More About Chia > Review Adoption Guidelines	Confused why Adoption Guidelines .pdf is only about dogs. Formatting of Guidelines Manual is too text-heavy. "Some visuals and charts would be very helpful." "Make it more visually arresting." Adding a "call-out" (stop sign, red border) for important things, like "What not to do." More photos overall, especially when describing "protuberant eyes," etc. "Apply for Adoption" link needs more information. Having an explanation of why the user would need to provide their email	"Come on, Chia, get in my house." A lot of good suggestions and details in the guidelines.

			address to proceed would be helpful.	
6	2 min.	Homepage > Adopt (hover) > Adopt a Dog > Learn more about Thelma > Review Adoption Guidelines	Did not like having to enter email address before seeing application, would be looking for a phone number instead.	"I can tell that they are all good dogs."
7	3 min.	Homepage > Adopt (hover) > Adopt a Cat > Mattie (clicked image)	Clicking more photos has a placeholder caption that just says "lightbox." Caption should be removed or edited for relevancy. Wondered if size would even be necessary in the context of a cat (in this case it was blank). Amount of dead space at the beginning of the adoption application area makes it seem empty and unfinished, or that the user is about to unlock a barrage of information.	

Task #2 - Volunteering				
Participant #	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Additional Observations**
1	1 min.	From More Information About Callie > Volunteer		Enjoyed photos of animals. Would be more interested in volunteering if they were local.
2	13 min.	From Hours & Location > Volunteer (hovered) > How to Volunteer > Adoption Form	Liked that the application form opened in another tab, entire form is available at once, can tab through fields to enter information. Liked that the user can type in answers for drop-down menus in form (ie, choosing month of birth). Suggested "choose not to identify" as gender option. Confused about the order of education drop-down, and meaning of "some college" vs. last level of education attended. Confused why employer name should be required. "What if someone is unemployed or retired?" Under underage volunteers area, confused about where it requests to type "YES"-- what the user is agreeing	"Aww, look at Katie. What a cutie."

			to and if they need to fill that out if they are not underage. Instructions unclear. Confused about making up a group name for a family, and then having there be another guardian consent (in addition to the above underage clause). The legal portion at the bottom of the page has an asterisk after PetSmart but no referential. Suggested using legal name for PetSmart for legal notification/contract. Last paragraph is also missing several commas, suggesting that things were added after initial document creation and not proofread. Confused about why PetSmart is mentioned, because it does not explain why PetSmart is named. Could be more generic "any third party locations that may host our organization for a special event."	
3	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues. Would

				not volunteer at this time due to the quarantine.
4	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues. Mentioned bringing their child to volunteer in the future.
5	8 min.	From Apply for Adoption > Volunteer	A lot of the volunteer requirements are for kids. Would stop reading after it mentions ages 8-15, then below has time commitment, etc. Should re-order information so that "all ages" information is all grouped together, then goes into specifics for underage volunteer requirements. "How to Start" should use bold for pertinent information, and steps for the process to maximize the flow of information for the user.	"They have good taste in banner images!... All the images are really cute."
6	2 min.	From Learn more about Thelma > Clicked logo to return to		Liked that sections could be minimized automatically when clicking

		Homepage > Volunteer > How to Volunteer		a new section. Volunteer application is fully available and "feels good."
7	2 min.	From Cat Adoption Application > Volunteer > How to Volunteer	Felt the "Who Can Volunteer…" section being automatically opened but sparsely populated makes the page seem unfinished and empty. Suggested loading the page with all sections minimized, or with a different, more important informational section expanded.	

Task #3 - Donating				
Participant #	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Additional Observations**
1	1 min.	From Volunteer > Support Us (hovered) > Donate	PayPal link (opened in new tab automatically) does not work.	
2	6 min.	From Volunteer > Support Us (hovered) > Donate > Creative Ways to Give > Pathway of Hope Bricks	Liked that there were many options to choose from. Interested in Creative Ways to Donate in particular. Wondered if they take donations like blankets.	Enjoyed the banner photo. Liked that they are a United Way partner.
3	1 min.	Mobile		Listed each step as they completed it. Did not run

				into any issues.
4	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues.
5	7 min.	From Volunteer > Support Us > Donate > Creative Ways to Give	Wanted more information about how to recycle but was not given any information about how to do that. Would have expected page text to contain links to articles or resources. "I like the idea and I want to do it but I don't know how."	"Amazon Wish List, that's a great idea!" "I really like this layout." "They really are great at these photos, they're adorable." Personal touch (with photos) goes a long way when soliciting donations.
6	4 min.	From How to Volunteer > Support Us > Donate	Noted that there are a lot of options under Support Us, and it may be easier to navigate if similar things (ie, Wish List and Shop to Give) were grouped together instead of all eight options provided at once.	"[Donate] page is great."
7	2 min	From How to Volunteer > Support Us (hovered) > Donate >	More Ways to Help may benefit from a different organization style. All fields seem to be too	Regarding hierarchy of links under Support Us: "Money is

		Donate via Credit Card	narrow on a full-screen desktop browser page.	easier to give than time."
Task #4 - Emergency Assistance				
Participant #	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Additional Observations**
1	2 min.	From Donate > Get Help (hovered) > Get Help (clicked) > Temporary Care Program > Cat Temporary Care Application	Could not scroll all the way to the top of the page containing the application-- banner appears cut off at the top. Noticed it was an external site and the header was just an image, not an interactable element like the header of other pages.	
2	9 min.	From Pathway of Hope > Get Help > Temporary Care Program > Cat Temporary Care Application	Application does not go into a separate window or tab. Banner links are not clickable links to go back-- banner is just an image. Compared to the volunteer application there were different fields (first and last name together, etc.). Box to verify understanding has an option that is cut off ("in this applic..."). Did not think "homeless" was an appropriate third option to answer the question "Do you own or rent?" (Maybe have it say "other" with a comment field, if someone is moving or transitioning	Noted the different options for assistance were "really nice." Did not know there were options for people who were victims of domestic violence to receive assistance while they transition to a new living situation. Thought it was interesting

			between living situations, living in a dorm, etc.) Current situation question may be a better area to describe this... maybe do away with the entire "Do you own or rent?" question. Wonders if options under "Current situation" section are commonly heard reasons, or the reasoning behind the inclusion of some of them. Confused why the final question (regarding basic needs) includes an option that is in red, when the rest of the application uses lighter, more pastel coloring. Found it interesting that going back prompts a pop-up to verify that the user is leaving the page. Wondered why there were two different applications for dog versus cat if the forms are identical, and what happens if there is more than one animal involved. Later saw that there is another form to fill out about the pet's information after completing the first form.	(and made sense) that they would not accept any pets who were not spayed or neutered. Liked that the application form included trans and gender nonconforming options. Rainbow coloring of multiple choice options was an "interesting choice."
3	1 min.	Mobile		Listed each step as they

				completed it. Did not run into any issues.
4	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues.
5	11 min.	From Donate > Get Help > In Times of Crisis > Temporary Care > Cat Temporary Care Application	Text regarding COVID-19 at top of page is too jarring. Suggested only bolding key phrases, such as "not accepting" rather than the entire statement. In temporary care application, the primary language question does not give an option to define choosing "other." There should be a comment field to enter a language. Additionally the question regarding gender should include an "other" option with a comment field. Application is missing hyphens under employment type. User can select both options regarding active military duty. Under current situation, the "homeless" option should be a complete thought to remain consistent with the	"These banner images are a real highlight of this website." "It makes me want to show other people."

			other options. The question regarding currently working with social services has grammatical errors, including an unnecessary question mark. For the question regarding receiving assistance currently, the line for WIC is cut off (probably due to a max width container). Some people on WIC may not know what it stands for, so the acronym needs to be incorporated and visible. The question regarding basic needs allows the user to check both boxes at once. Additionally found the issue of the banner being nearly identical to the main site without being interactable. It should be obvious it is a third-party site and have navigation leading back to the actual main site.	
6	3 min.	From Donate > Get Help > Low-Income Boarding > Temporary Care	Did not like secondary pop-out navigation bar. Suggests keeping more sensitive information to the Temporary Care page, or even within the application itself.	

| 7 | 4 min. | From Donate > Foster > Get Help (hovered) > In Times of Crisis (hovered) > Domestic Violence > Temporary Care > Cat Temporary Care Application | (On this step, the participant navigated to the incorrect section and was confused by the lack of urgency or information provided by the site. The tester had to step in and steer them back in the right direction.) Suggested that current events (specifically the current COVID-19 situation) should be on the front page, and only saw it for the first time in the "Get Help" section of the site. Application form is too narrow, feels cramped. | |

Task #5 - Fostering				
Participant #	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Additional Observations**
1	1.5 min.	From Get Help > Foster	Specific kitten fostering should have sub-bullet points regarding underage kittens.	
2	2 min.	From Get Help > Foster > Foster Manual	Liked that the foster manual opens in another tab. Ran into same issue with foster application as adoption application, where an email address is required to proceed.	
3	1 min.	Mobile		Listed each step as they completed it. Did not run

				into any issues.
4	1 min.	Mobile		Listed each step as they completed it. Did not seem to run into any issues.
5	10 min.	From Temporary Care > Foster > Foster Manual	Immediate foster needs should be front and center, not toward the bottom of the page. The statement regarding becoming a foster should be set apart and bolded so it is easier to find. Same issue mentioned with application. Should contain some sort of information about what the application contains. Foster manual has "sloppy" formatting, particularly with text wrapping and line breaks in bulleted sections. Capitalize and bold information about Poison Control Center to make it easier to find. Emergency situations list should be directly before contact information about who to call in an emergency. Needs more visual assets to keep user's attention-- photos, infographics, etc.	

6	2 min.	From Temporary Care > Foster		Mentioned the layout and ease of access for foster information and links is well done.
7	1 min.	From Temporary Care > Foster > Foster Manual > Foster > Cat Foster Application		Application similar to adoption application.

Appendix F: Prototype Testing

Prototype Testing Script

Hello! My name is Emily Sangmeister, and I am a graduate student at Arizona State University. Today you have been asked to participate in a usability study for a new prototype for the Lost Our Home Pet Shelter website. Please note that this is not a final version of the website, so there may be some temporary or missing elements that are not relevant to today's test. Your identity will remain anonymous in any results.

If you have not yet read and signed the Usability Consent Form, please do so now. Additionally, before the testing begins, you will be provided with a pre-testing questionnaire that includes some basic questions about yourself and your existing experience with animal adoption websites. Please keep in mind that it is the website we will be testing, not you.

After you have completed the brief questionnaire, we will begin the website prototype test. You will be given a list of five scenarios and tasks that will navigate you around the site, finding the information requested. They are as follows:

1. Locate information about adoption guidelines and adoption application.

2. Obtain information about volunteering for Lost Our Home.

3. Learn about how to donate to Lost Our Home.

4. Obtain information about receiving assistance from Lost Our Home.

5. Find out how to foster an animal through Lost Our Home.

Please feel free to make any comments you wish during this time, including your thought process and/or reactions to what you are experiencing.

Once you have completed the five tasks, you will be asked to fill out a very brief post-testing questionnaire where you can share your experiences. Again, it is the website that is being tested, not you.

This will conclude the prototyping testing. Please let the tester know if you have any additional questions or comments before we get started. Thank you so much for your time!

Prototype Pre-Testing Questionnaire

1.   What is your age range?

☐ Under 18

☐ 18 to 25

☐ 26 to 33

☐ 34 to 41

☐ 42 to 50

☐ Over 50

☐ Prefer not to say

2.   How many pets do you currently have?

☐ None

☐ 1 or 2

☐ 3 or 4

☐ More than 4

3.   Have you ever adopted a pet from an animal shelter?

☐ Yes

☐ No

☐ Not sure

3b.   If the answer to the above question is Yes, how many pets have you adopted from a

shelter?

☐ 1

☐ 2 or 3

☐ 4 or more

4.   Are you familiar with Lost Our Home Pet Rescue?

☐ Yes

☐ No

☐ Not sure

5.   Have you ever browsed any pet adoption websites?

☐ Yes

☐ No

☐ Not sure

5b.   If the answer to the above question is Yes, which websites have you used? (mark all that

apply)

- ☐ Arizona Humane Society

- ☐ Arizona Animal Welfare League

- ☐ Friends for Life Animal Rescue

- ☐ Lost Our Home Pet Rescue

- ☐ Other (please specify): _____

6.   How likely would it be for you to use a rescue website to find your next pet?

- ☐ Very likely

- ☐ Somewhat likely

- ☐ Neither likely or unlikely

- ☐ Unlikely

- ☐ Very unlikely

7.   How likely would it be for you to volunteer at an animal shelter or pet rescue?

- ☐ Very likely

- ☐ Somewhat likely

- ☐ Neither likely or unlikely

- ☐ Unlikely

- ☐ Very unlikely

8.   In which of the following ways would you be likely to use an animal shelter website?
(mark all that apply)

☐ General adoption information (pricing, guidelines, etc.)

☐ Specific adoption information (finding a pet)

☐ Donation information

☐ Volunteer information

☐ Animal surrender information

☐ Other (please specify): _____

Prototype Scenarios & Tasks

Task #1: Locate information about adoption guidelines and adoption application.

1. Find the area of the website about adopting a cat.

2. Find the Adoption Guidelines page.

3. Navigate to the adoption application.

Task #2: Obtain information about volunteering for Lost Our Home.

1. Navigate to the area of the website about volunteering.

2. Locate the volunteer application.

Task #3: Learn about how to donate to Lost Our Home.

1. Find out where to donate via credit or debit card.

2. Find out how to donate objects, such as blankets and dog food.

3. Learn how to donate creatively, such as recycling or bake sales.

Task #4: Obtain information about receiving temporary assistance from Lost Our Home.

     1. Find the different types of situations that can qualify for temporary care assistance from Lost Our Home.

     2. Locate the application to receive temporary care.

Task #5: Find out how to foster an animal through Lost Our Home.

     1. Navigate to the section of the site that focuses on fostering.

     2. Locate the foster manual.

     3. Locate the foster application.

Prototype Post-Testing Questionnaire

1.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you completed the first task (finding information about an adoptable pet)?

     _____

2.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you completed the second task (regarding volunteering)?

     _____

3.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you completed the third task (regarding donations)?

     _____

4.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you completed the fourth task (finding information about getting help with the care of a pet)?

_____

5.   On a scale of 1 to 10 (1 being easiest and 10 being most difficult), how would you rate the ease at which you completed the fifth task (regarding fostering)?

_____

6.   How likely would you be to use Lost Our Home for any of the above situations or experiences in the future?

☐ Very likely

☐ Somewhat likely

☐ Neither likely nor unlikely

☐ Unlikely

☐ Very unlikely

7.   How likely would you be to recommend the Lost Our Home website to a friend for any of

the above situations or experiences?

☐ Very likely

☐ Somewhat likely

☐ Neither likely nor unlikely

☐ Unlikely

☐ Very unlikely

8.   In your opinion, what is the strongest part of the Lost Our Home website?

☐ Ease of use

☐ Design

☐ Database

☐ Organization

☐ Other (please specify): _____

9.   In your opinion, what is the weakest part of the Lost Our Home website?

☐ Ease of use

☐ Design

☐ Database

☐ Organization

☐ Other (please specify): _____

10.   How would you rate your level of satisfaction with the information available on the Lost

Our Home website?

□ Very satisfied

□ Somewhat satisfied

□ Not satisfied

Prototype Testing Observations

Table A3.

Observations made while conducting prototype usability testing.

Task #1 - Adoption					
Participant	**Time Spent**	**Path Taken**	**Verbal Comments**	**Facial Expressions**	**Additional Observations**
1	1 min.	Homepage > Adopt > Adopt a Cat > Adoption Guidelines > Cat Adoption Application			Listed each step as they completed it. Did not seem to run into any issues.
2	2 min.	Homepage > Donate > Foster > Adopt > Adopt a Cat > Adoption Guidelines > Cat Adoption Application	Got fostering and adopting confused.		Had an issue finding out which links were clickable on Homepage. Not sure how this happened. Had to reload homepage and issue was

					fixed. Tasks completed.
3	1 min.	Homepage > Adopt > Adopt a Cat > Adoption Guidelines > Cat Adoption Application			Listed each step as they completed it. Did not seem to run into any issues.
4	1 min.	Homepage > Adopt > Adopt a Cat > Adoption Guidelines > Cat Adoption Application			Listed each step as they completed it. Did not seem to run into any issues.
5	< 1 min.	Homepage > Adopt > Adopt a Cat > Adoption Guidelines > Cat Adoption Application			Tasks completed. Did not seem to run into any issues.

Task #2 - Volunteering					
Participant	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Facial Expressions**	**Additional Observations**
1	1 min.	From Cat Adoption Application > Volunteer > Apply to Become a Volunteer			Listed each step as they completed it. Did not seem to run into any issues.
2	1 min.	From Cat Adoption Application > Volunteer > Apply to Become a Volunteer			Listed each step as they completed it. Did not seem to run into any issues.
3	1 min.	From Cat Adoption Application > Volunteer > Volunteer (hovered) > Apply to Become a Volunteer			Was momentarily confused because they did not realize they could scroll down the page. Tasks completed.
4	1 min.	From Cat Adoption Application > Volunteer > Apply to			Listed each step as they completed it. Did not seem to run into any issues.

		Become a Volunteer			
5	< 1 min.	From Cat Adoption Application > Volunteer > Apply to Become a Volunteer			Tasks completed. Did not seem to run into any issues.

Task #3 - Donating					
Participant	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Facial Expressions**	**Additional Observations**
1	1 min.	From Volunteer Application > Support Us > Credit Card > Support Us > Shop to Give (hovered) > Amazon Wish List > Support Us > Creative Ways to Give			User got confused that the donate via credit or debit card page did not have links to other kinds of donations. Tasks completed.
2	1.5 min.	From Volunteer Application > Support			Listed each step as they completed it. Did not seem

		Us > Credit Card (hovered) > Amazon Wish List (hovered) > Creative Ways to Give			to run into any issues.
3	1.5 min.	From Volunteer Application > Support Us > Credit Card > Support Us > Amazon Wish List > Support Us > Creative Ways to Give	Verbiage of task regarding object donation was a little hard to understand. (Tester issue.)		Tasks completed.
4	1 min.	From Volunteer Application > Support Us > Credit Card > [back button on browser] > Amazon			Listed each step as they completed it. Did not seem to run into any issues.

		Wish List > [back button on browser] > Creative Ways to Give			
5	< 1 min.	From Volunteer Application > Support Us > Credit Card > Support Us > Shopt to Give (hovered) > Amazon Wish List > Support Us > Creative Ways to Give			Tasks completed. Did not seem to run into any issues.

Task #4 - Emergency Assistance					
Participant	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Facial Expressions**	**Additional Observations**
1	1 min.	From Creative Ways to Give > Get Help > In Times of Crisis (hovered) > Temporary Care > Temporary Care Application	Temporary Care Application does not look good compared to other application(s).		Tasks completed.
2	1 min.	From Creative Ways to Give > Get Help > Temporary Care Program > Temporary Care Application			Listed each step as they completed it. Did not seem to run into any issues.
3	< 1 min.	From Creative Ways to Give > Get Help > Temporary Care Program > Temporary			Listed each step as they completed it. Did not seem to run into any issues.

		Care Application			
4	< 1 min.	From Creative Ways to Give > Get Help > Temporary Care Program > Temporary Care Application			Listed each step as they completed it. Did not seem to run into any issues.
5	< 1 min.	From Creative Ways to Give > Get Help > Temporary Care Program > Temporary Care Application			Tasks completed. Did not seem to run into any issues.
Task #5 - Fostering					
Participant	**Time Spent**	**Path Taken**	**Verbal Comments/Suggestions**	**Facial Expressions**	**Additional Observations**
1	1 min.	From Temporary Care Application > Foster > Foster Manual > Back to			Listed each step as they completed it. Did not seem to run into any issues.

		Site > Foster Application			
2	1 min.	Temporary Care Application > Foster > Foster Manual (hovered) > Foster Application			Listed each step as they completed it. Did not seem to run into any issues.
3	1 min.	Temporary Care Application > Foster > Foster Manual > Back to Site > Foster Application			Listed each step as they completed it. Did not seem to run into any issues.
4	< 1 min.	Temporary Care Application > Foster > Foster Manual (hovered) > Foster Application			Listed each step as they completed it. Did not seem to run into any issues.
5	< 1 min.	Temporary Care Application > Foster > Foster Manual >			Tasks completed. Did not seem to run into any issues.

		Back to Site > Foster Application			