

Kindness Matters FERRET RESCUE

User Experience Research Report

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OVERVIEW

Introduction

Kindness Matters Ferret Rescue is a one-of-a-kind rescue that focuses on the adoption of ferrets, education on ferrets, ferret care, and promoting responsible ownership. Our team has built a new website, branding & style guide, and social media strategy plan for our client to use with the intention to create a more user friendly site that has improved navigation and a cohesive aesthetic that spans from the website to all social media pages.

Hypothesis

Our customer segment has a hard time navigating the current website with ease and would be more engaged and likely to return to the site if information was easier to find.

Research Goal

Our research focus is on the establishment of a brand identity and the functionality of the new website for the Kindness Matters Ferret Rescue. These efforts will enhance their online presence and spread more awareness about ferrets and their care. Our goal is to utilize ferret owners (past, present, and future) and use their experience to evaluate the website's effectiveness, and then capture the results to continue to make necessary updates.

“

My overall experience with the website was quite enjoyable. The user interface was **visually appealing**, and the navigation was **intuitive**. I believe the website **comprehensively addresses** all the essential topics that a ferret rescue website should cover.

- Participant

”

PARTICIPANTS & DATA



Three men ages 23-30



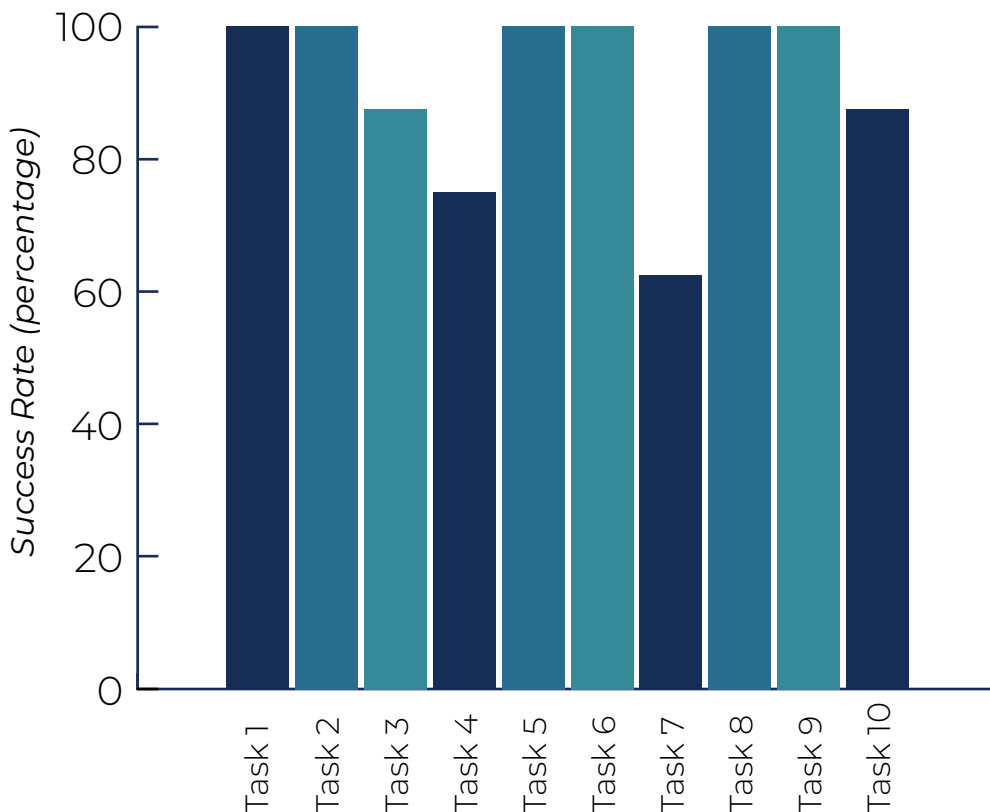
Five women ages 23-35

EIGHT TOTAL PARTICIPANTS

TARGET MARKET

- Have owned, currently own, or want to own a ferret
- Animal lover in general
- Experience working with animal rescues and frustrations with animal rescue websites

AVERAGE SUCCESS RATE FOR TASKS

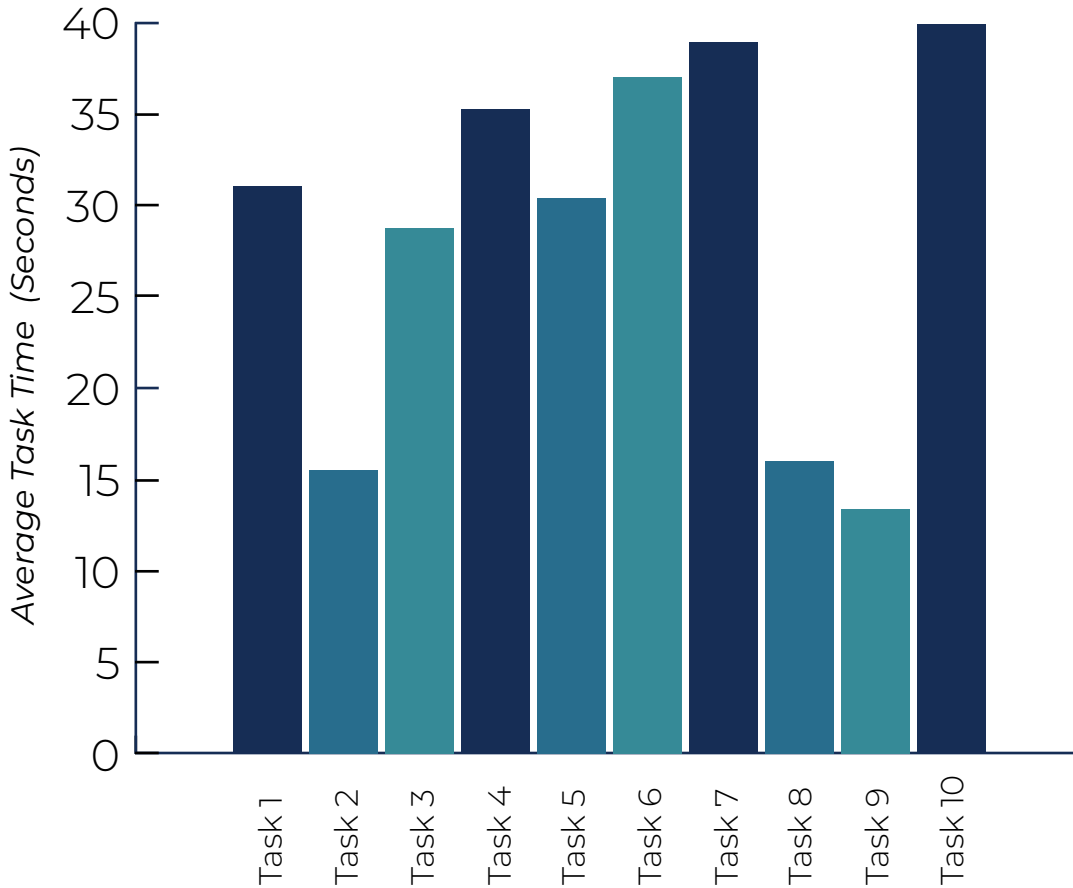


SUMMARY

- 100% success rate for 6 out of 10 tasks.
- 75% and above success rate for 9 out of 10 tasks.

PARTICIPANTS & DATA

AVERAGE TIME PER TASK



SUMMARY

- 5 out of 10 tasks were completed in under 30 seconds or less.
- All tasks were completed in under 40 seconds or less (on average).



MICROSOFT REACTION CARDS

- Participants utilized Microsoft Product Reaction Cards to articulate their thoughts on the redesign, and the results perfectly aligned with our intended impression.

ISSUES & SOLUTIONS

ISSUES	SOLUTIONS
Users could not locate the social media accounts.	Add social media accounts in the header and on the “About” page, not just in the footer.
Users did not understand the full purpose of the “Wishlist” page - being both physical and gift card needs.	Re-title “Wishlist” to a more generic category that is all encompassing for any option.
Users struggled to find facility information.	Represent the facility information on the “Adopt” listings page, homepage, and have a bigger presence on the “About” page.
Users did not scroll past the General Information topic on the “Caring For” page in order to see other categories.	Represent all categories at the top of the “Caring For” page, so users are aware of all that is covered below.
Users indicated that it was unclear who the owner is and that she was the sole employee.	Add more information about the owner, her role, responsibilities, and additional personal information about her.

“ The ‘Caring For’ page is a **valuable resource** for ferret owners, particularly newcomers to ferret ownership. I was also **delighted** to see the ferrets featured on the adoption page; it offers a **convenient way** to learn more about each individual ferret and their unique qualities.

- Participant ”

APPENDICES

User Experience Research Plan

Consent Forms

Pre-Test Survey Results

Post-Test Survey Results

Product Reaction Cards

Task Tables, Interview Notes, & Data

Interview Recordings