Paws & Claws: Website User Guide

Content Strategy

CLIENT IDENTIFICATION

Paws and Claws is a family run, no kill animal shelter in Cheektowaga, NY. Their website aims to provide an exhaustive directory of information about their shelter, the programs they run and support, the animals available for adoption, and so on. They are clearly enthusiastic animal lovers dedicated to supporting animals on their road to new homes.

CONTENT ANALYSIS

The existing website is quite busy and disorganized, which demonstrates the Galvin's enthusiasm for the work that they do as well as the breadth of activities undertaken in support of the animals they shelter. The site contains information about each animal available for adoption, as well as the recently adopted pets and recent rescues.

STRATEGY GUIDE

Our guiding principle throughout the process of reconstructing the Paws and Claws website was to streamline the wealth of information provided about the shelter and the animals passing through while still emulating the enthusiasm of the Galvins. Our hope is that by optimizing navigation for the Paws and Claws website to help visitors towards the ultimate goal of adopting a pet. Our overall website structure relies on action commands, "Donate," "Adopt," and "Contact," to encourage engagement with the content. This structure helps to guide visitors towards their specific intentions when they visit the Paws and Claws site initially.

Overall, the focus of the new website will center primarily on getting more animals happily adopted into new homes. Our aim in the site development is to distil the necessary elements from the original Paws and Claws website while maintaining the enthusiasm and passion of the owners.
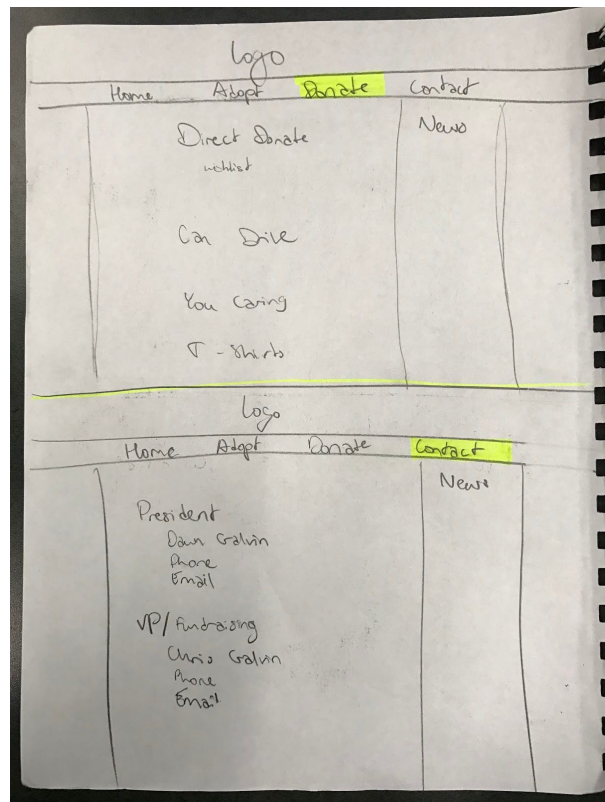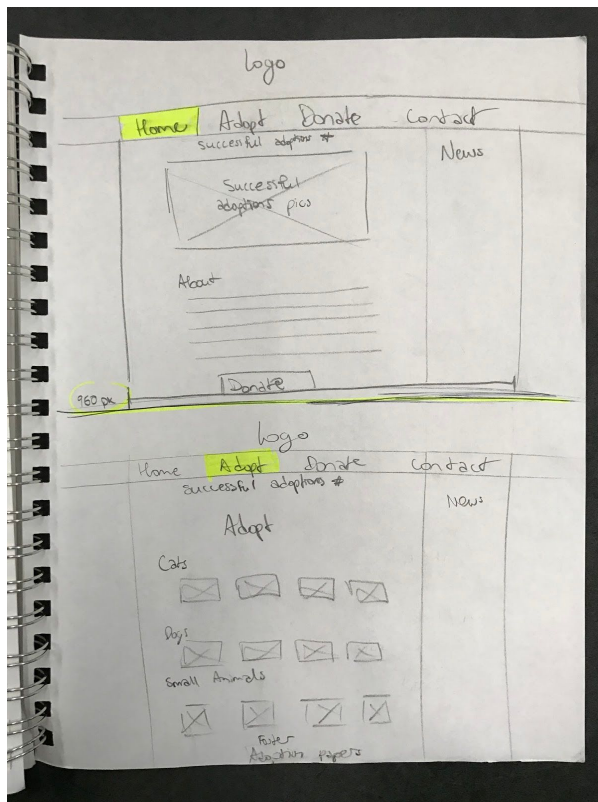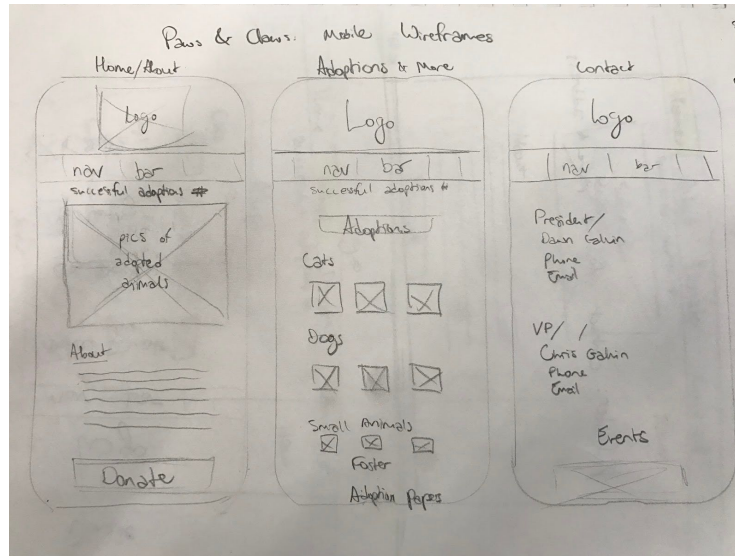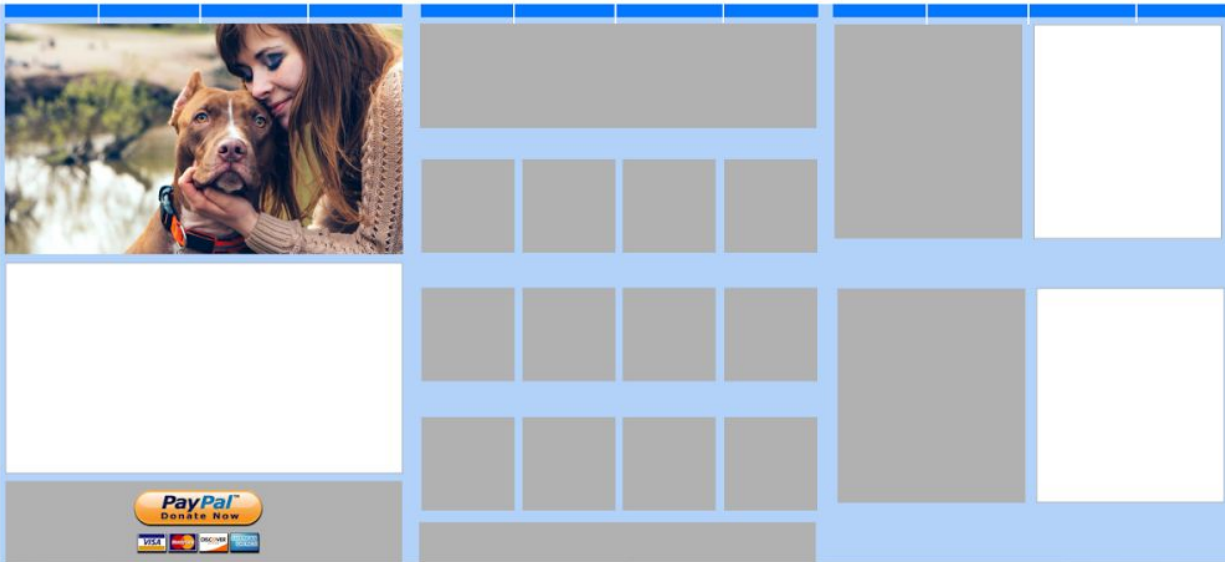
Branding Guidelines

Colors

#000000	#0077FF	#ED9D00	
			100%
			65%
			35%
			15%
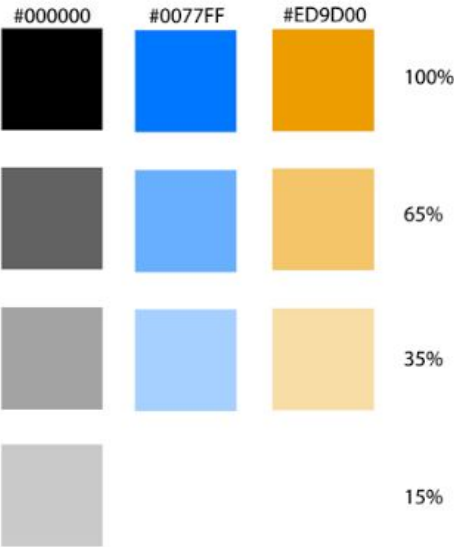
Fonts

Logos

Wireframes: Guiding Designs

Phase 1: Sketches

Phase 2: Mockups

Phase 3: Working Site

BUFFALO NY PAWS & CLAWS ANIMAL SHELTER

HOME   ADOPT   CONTACT   DONATE
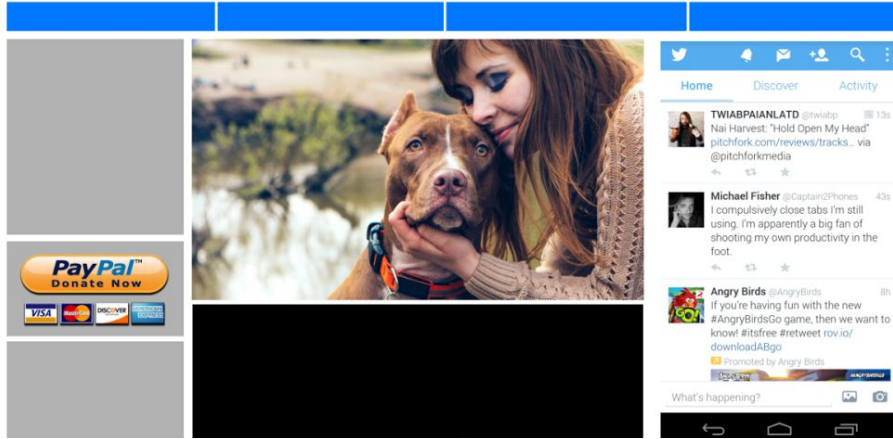
I adopted Doc last September, he has brought so much JOY to my life!

Welcome to Buffalo Paws & Claws!

OUR MISSION

Buffalo Paws and Claws, a non profit non kill animal rescue shelter, it committed to providing a safe and comfortable home for all domestic pets, We will take in unwanted or surrendered pets, neglected and/or abused.

We are available for adoptions and surrenders (Monday – Saturday)

by appointment only. We are a foster based rescue, therefore we have to coordinate with our foster families prior to receiving any visits.

WHY?

I recently went to a city shelter (*whose name will remain anonymous*). I was very disturbed at what I saw. Beyond the prison walls, I witnessed many animals confined in small cages without any toys, blankets, or bedding. There was also feces left in their cages. I knew that I could do a better job at making these animals feel comfortable, so I decided

ANIMALS ADOPTED
2566
As of March 2, 2009

LIVE FEED

Paws & Claws Facebook

Buffalo Paws and Claws Animal Shelter
11 hours ago

We are in dire need of Viralys Powder (immune support for cats), Dry Puppy Food, Canned Pâté Cat Food & White Printing Paper as we are running really low.

We have many more items that are needed as well!! Like an Outdoor Storage Container (for Packages & Donations during inclement weather), Tables (for Events) & Puppy Pee Pads. And much more. Just order the items you choose and... See More

View on Facebook · Share

Buffalo Paws and Claws Animal Shelter
6 days ago

We are in dire need of L-lysine, Dry Puppy Food, Canned Pâté Cat Food & White Printing Paper as we are running really low.

We have many more items that are needed as well! Just order the items you choose and have it shipped right to us! 😊

a.co/j... See More

📷 Photo

View on Facebook · Share

BUFFALO NY PAWS & CLAWS ANIMAL SHELTER

HOME   ADOPT   CONTACT   DONATE

Adoption Form
Foster Form
Surrender Form

DOGS

CATS

SMALL ANIMALS

ANIMALS ADOPTED
2566
As of March 2, 2009

LIVE FEED

Paws & Claws Facebook

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a.co/j... See More

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BUFFALO NY PAWS & CLAWS ANIMAL SHELTER

HOME   ADOPT   CONTACT   DONATE

President & Cat Coordinator:
Dawn Gavin
Call/Text: 716-308-0101
Fax: 716-551-6059
Email Dawn

Vice President, Event Coordinator, Head of Fundraising
Chris Galvin
Call/Text: 716-308-3370
Email Chris

Contact Us Below!
We would love to answer your questions

Your Name

Your Email

Subject

Your Message

Send

ANIMALS ADOPTED
2566
As of March 2, 2009

LIVE FEED

Paws & Claws Facebook

Buffalo Paws and Claws Animal Shelter
11 hours ago

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a.co/j... See More

📷 Photo

View on Facebook · Share

Content Outline

Home/About

This will be the landing page when you come to the website, which serves to introduce visitors to Paws & Claws and their mission.

Current text:
Welcome to Buffalo Paws & Claws Animal Shelter, Inc!
Buffalo Paws & Claws is a non-profit, no-kill animal rescue and shelter whose mission is to provide a comfortable home for all domesticated pets. We take in unwanted or surrendered pets, neglected and/or abused.

We are available for adoptions and surrenders Monday through Saturday **by appointment only.** We are a foster based rescue, therefore we have to coordinate with our foster families prior to receiving any visits. You must also fill out our online adoption application and be approved prior to viewing any of our animals.

I recently went to a city shelter (whose name will remain anonymous). I was very disturbed at what I saw. Beyond the prison walls, I witnessed many animals confined in small cages without any toys, blankets, or bedding. There was also feces left in their cages. I knew that I could do a better job at making these animals feel comfortable, so I decided to open my own shelter. I am using my personal money, along with tax deductible donations from the public.

Adopt

The Adopt page, a call to action for visitors to the site who are looking to take the next step in actually adopting a pet. This will feature a number of subdivisions: Adopt Cats, Adopt Dogs, Foster Cats, and Foster Dogs. This page will contain photos and biographies on the animals currently looking for new homes, with specifications as to age, type, gender, special needs, and so forth.

Contact

The Contact page will be the next step along the chain of action where visitors to the site are encouraged to contact the Paws & Claws owners directly. This will contain Dawn and Chris Galvin's contact information.

Donate

The Donate page synthesizes the various options available to contribute to Paws & Claws. This will organize direct donations via PayPal, the Cans2Cash drive, YouGiving donations, t-shirt sales, and the wish list of items the shelter needs.

Site Map

BUFFALO NY
PAWS & CLAWS
ANIMAL SHELTER

Home	Adopt	Contact	Donate
Welcome Introduction	Dogs Cats Small Animals	Dawn Galvin Chris Galvin	T Shirts Direct Donate Cans2Cash Wishlist
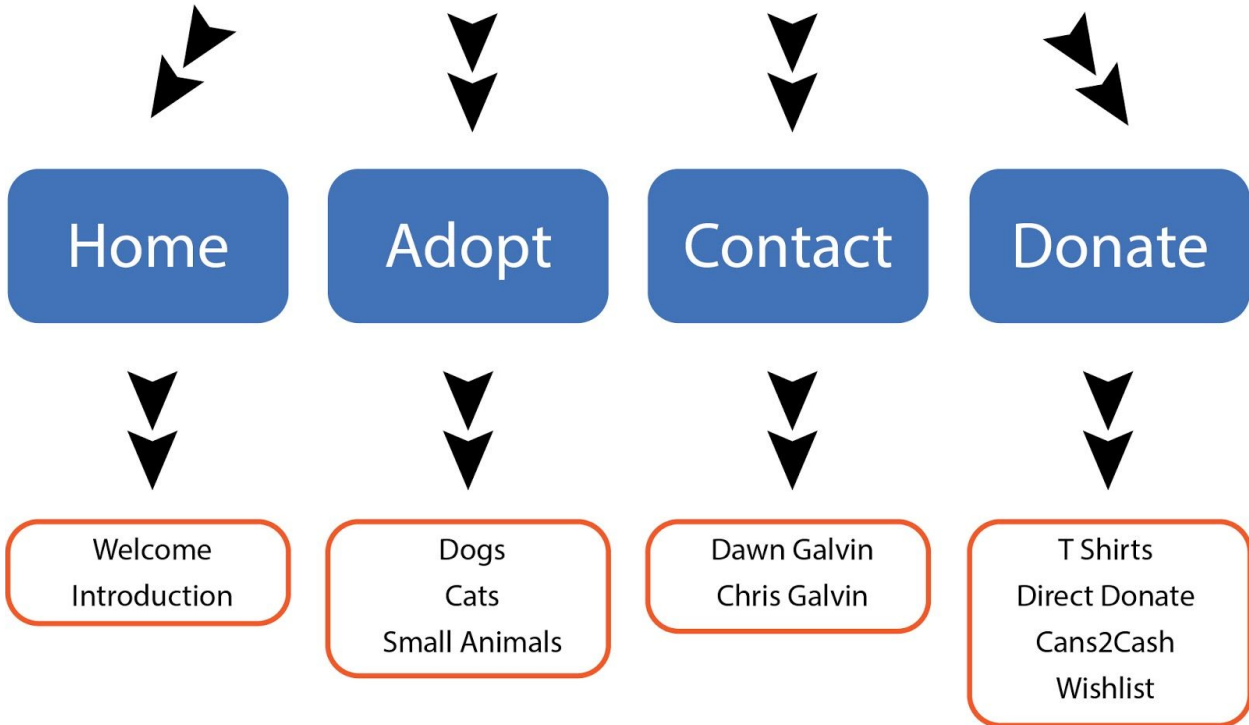
How to Edit Your Site

Login

Go into your web browser and go to
http://www.ubart320.org/clients/17sp/team2/wp-admin

This is the login page for administrative users, namely yourself and us. This page requires a username and password, which are the following:

Username: pawsandclaws

Password: Paws and Claws

This will bring you to the Wordpress Dashboard, which will contain all of the tools you will need to keep your page up to date in an easy to use interface.

Ignore option "themes," as this is the general design frame for the site, and contains very sensitive information!

Pages vs Posts

We have set us your site to carry a direct facebook stream for desktop form, allowing you to continue using the social media platform you are comfortable with and have your website share what you are sharing on Facebook. This works as a sort of blog for you and keeps you in touch with the community and your customers.

To update the more static information on the pages, go to "pages." When you choose the page you wish to edit, all information will be in the "visual," box. You need not worry about appearance, the theme will handle any edits you make. After all changes you MUST hit the blue "update," button on the right side of the screen in the "publish," box.

Editing Specific Pages

Home

Where you see "meta slider," on home, there is a slideshow. To edit this slideshow, go to Meta Slider, and you will see clear instructions on how to add or remove new picture testimonies. This page also hosts all of the primary information about Paws and Claws. If there are any updates to the information about the shelter and its primary functions and process, updates should be made to the Home/About page.

Adopt

This page will have the most dynamic change. When you are ready to add a new animal, or when one is adopted and no longer needs a home, you can go to "photo gallery," on the sidebar and then add galleries/images. The cats/dogs/small animals galleries will be in the center, simply click on "edit," and upload the new pets. Follow the existing visual template for the animals and their support materials to maintain cohesivity throughout.

Contact

This is an area to place any additional information about contact or to update information. This is also a place to place any information regarding events. You can edit directly in the text box through Wordpress.
The contact box itself can be edited, changed, or removed via the Plugins tab under Appearance in the developer tools page. If you decide to change or add fields to the box, these changes will also be made in the plugin.

Donate

This page holds all of the information about donations and the different avenues for donation curated by Paws and Claws. If there is a change to the existing donation avenues, any additions or removals, this is the page where those should be changed. This page also holds the Direct Donation button supported through PayPal; any changes to the PayPal account will be made through Appearance > Plugins.