



SPCA

Serving Erie County

Old url: yourspca.org

New url: <https://dev-spca-organization.pantheonsite.io>

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Phase 1: Discovery

Clientele:

Who is SPCA?

The SPCA is a donation based organization that focuses on rescuing/adopting animals as well as giving people the tools and education to properly care for an animal. The work they do reaches farther than one adoption location; they have many services that don't take place at their Harlem location but are just as important. The SPCA is different from other adoption facilities because they get involved with more than just the adopting phase of owning an animal. They deal with cruelty, lost animals, and even low cost veterinary care and on site surgeries.

What SPCA wish to communicate on their site?

Their site is a place where you can learn about their services and get answers to questions an owner might have.

What is SPCA Audience?

SPCA audience are those who want to adopt/admit, volunteer and donate.

Site Map of existing website:



[Report Cruelty](#) | [Lost Pet](#) | [Hours & Locations](#) | [Login](#) 



[Adopt](#)

[Volunteer](#)

[Donate](#)

[Give in Memory](#) [Give Monthly](#)

Who We Are **What We Do** **How You Can Help**

Drop Down Tabs:
-Our Mission
-Hours & Locations
-News
-Financial Information
-Board Members / Staff
-Employment Opportunities


Drop Down Tabs:
-Animal Admissions
-Animal Adoptions
-Animal Rescue
-Animal Transport
-Animal Behavior Training
-Foster Care
-Humane Education
-etc.

Drop Down Tabs:
-Adopt
-Donate
-Volunteer
-Events



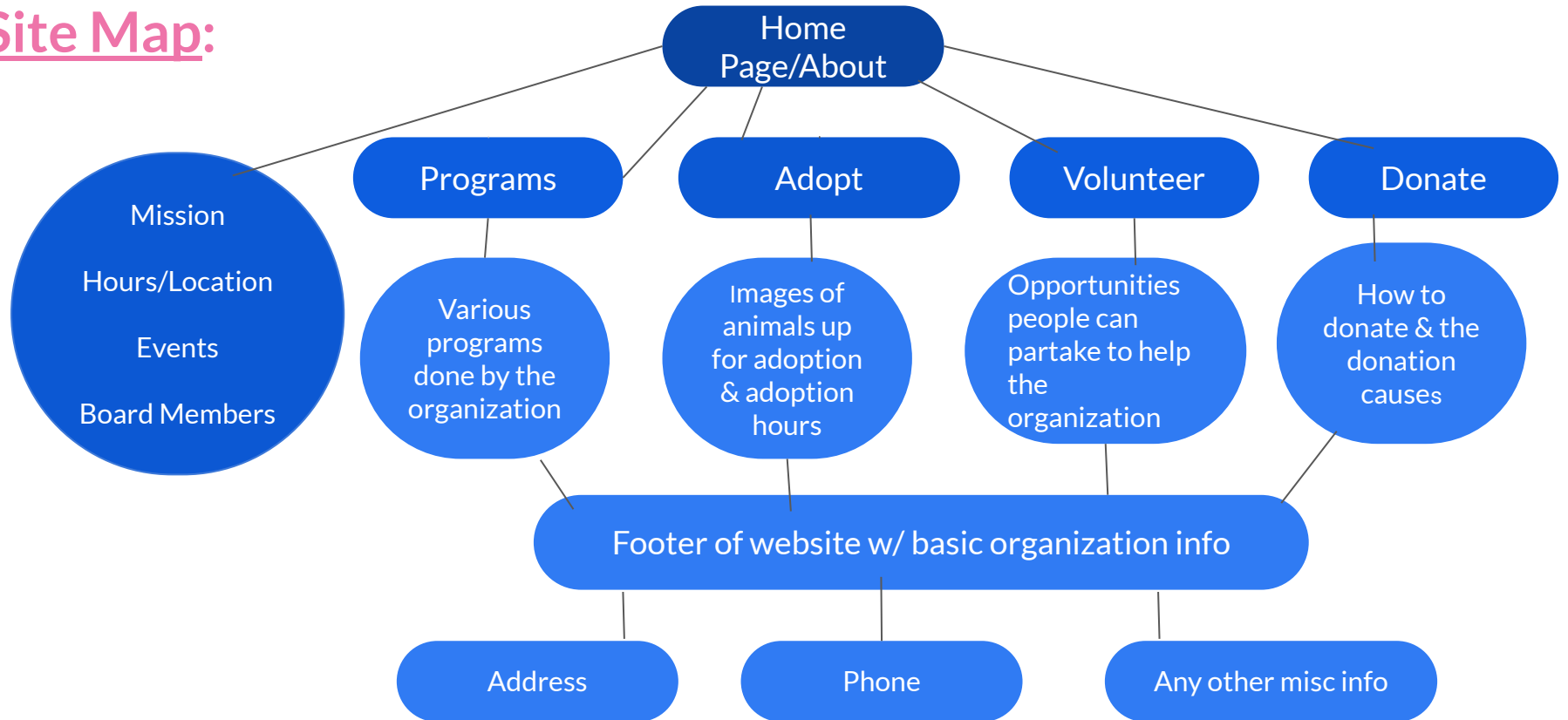
Strategy Guide for Website:

- Redesign existing header to focus on organizations main functions
- Organise and group common fields together into different sections of each part of the site
- Maintain functions of the existing site while striving towards better user functionality
- Incorporate new color palette and font styles into site that are fun and easy to read.



Phase 2: Design

Site Map:



Branding:



Typography: Lato

ABCĆDEFGHIJKLMNOPQRS

ŠTUVWXYZŽabcćdefghijklmn

opqrsštuvwxyzž1234567890

Colors:

#FFC44D

#FF69B4

#2779F6

#082D49



-“Redesign” of organization logo of bright and vibrant colors with an easy to read font choice. Aimed to better engage the user to the site.



Phase 3:
Deployment &
Maintaining

[About](#)[Programs](#)[Adopt](#)[Volunteer](#)[Donate](#)

[About](#)

Our mission and vision are more than mere words.



The SPCA does not receive any funding from the county, city, state, or federal governments. Our humane society does not receive tax dollars of any kind . . . we're only able to assist the people and pets in need thanks to donations.

The SPCA cares for more than 12,000 animals each year through programs that include adoptions; admissions; animal rescues; animal emergency transports; stray lost and found services; animal cruelty investigations and seizures; care for wildlife, reptiles, exotics, and farm animals; and much more.

Animal admission fees enable us not only to provide continued care for surrendered animals, but allow us to help more and more animals every day.

- Basic layout of sites new home page.
- User has opportunity to add videos, and update content as needed.



Editing Site Navigation:

Log into Wordpress

A screenshot of the WordPress login interface. At the top center is the WordPress logo. Below it is a white notification box with a blue border on the left side containing the text "You are now logged out." Underneath is the main login form, which includes the heading "Login to your WordPress Site" and a yellow button with a mouse cursor icon and the text "Return to Pantheon". The form contains two input fields: "Username or Email Address" and "Password", with a blue eye icon for toggling password visibility. Below the password field is a checkbox labeled "Remember Me" and a blue "Log In" button. At the bottom of the form area, there is a link "Lost your password?" and a link with a left-pointing arrow "← Back to SPCA Organization".

Editing Site Navigation:

Once logged in you'll see
the main screen

Menu



The screenshot shows the WordPress dashboard interface. At the top, the browser address bar displays 'SPCA Organization' and the user 'Howdy, BriLynn Graham'. The dashboard header includes a navigation menu on the left, a main content area with a welcome message from Erick Danzer, and a 'Quick Draft' form on the right. The main content area is divided into three sections: 'At a Glance' showing 39 pages and WordPress version information; 'Activity' showing 'No activity yet!'; and 'WordPress Events and News' with a link to an upcoming event. The sidebar menu is highlighted with a yellow border and contains items like Dashboard, Home, Updates, Posts, Media, Gallery, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Ultimate Social Media Icons.

SPCA Organization 1 0 + New Gallery Howdy, BriLynn Graham

Hey BriLynn Graham, you've created 3 NextGEN galleries! Awesome! Could I ask you to give us a 5-star rating really quickly on [WordPress.org](#)? It helps other WordPress users and motivates us to keep improving. You can also just send us feedback [here](#). Thanks! - Erick Danzer (founder of Imagely/NextGEN Gallery)

[Ok, you deserve it](#) | [Nope, maybe later](#) | [I already did](#)

Screen Options Help

Dashboard

At a Glance

39 Pages

WordPress 5.3 running SPCA Author: The UB ART 320 Class Author URI: theme.
[Search Engines Discouraged](#)

Quick Draft

Title

Content

What's on your mind?

Save Draft

WordPress Events and News

Attend an upcoming event near you.

Help Desk - Bring Your Laptop, Yourself and Your WordPress Problems
Montclair, USA

Monday, Dec 9, 2019 7:00 pm

Dashboard

Home

Updates 1

Posts

Media

Gallery

Pages

Comments

Appearance

Plugins 1

Users

Tools

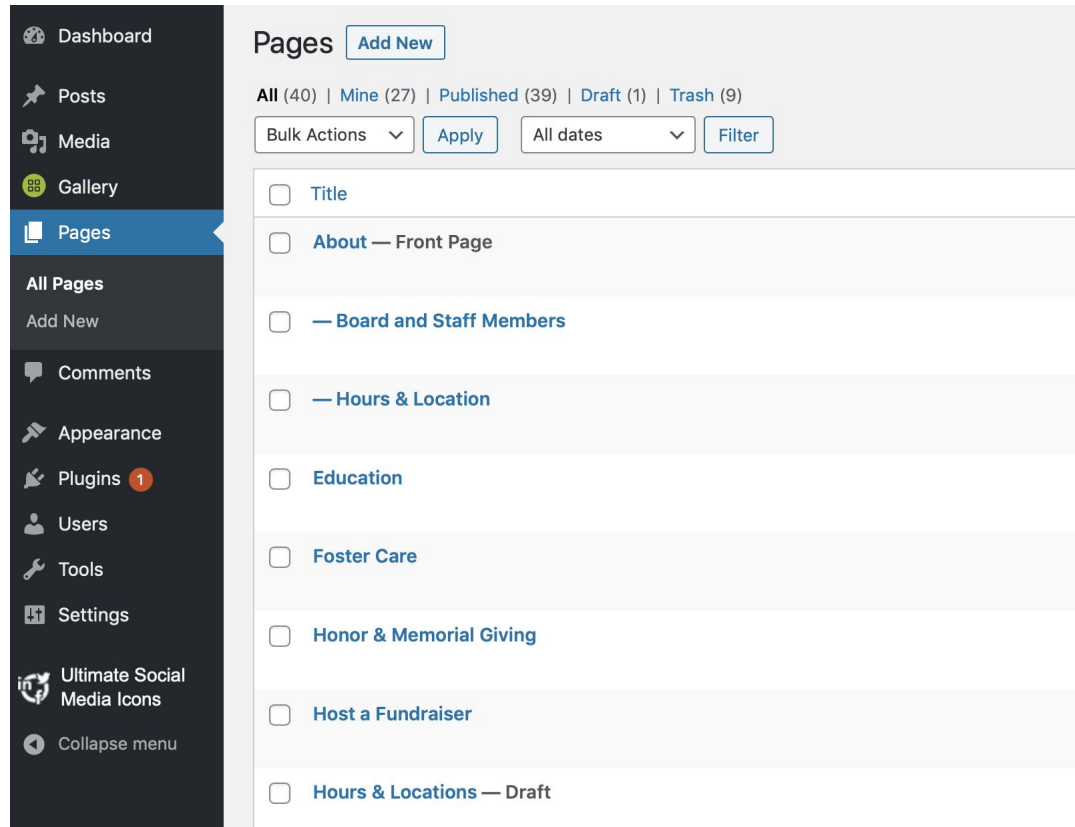
Settings

Ultimate Social Media Icons

Collapse menu

Editing Site Navigation:

To edit & create pages you'll need to click on 'Pages' in the menu

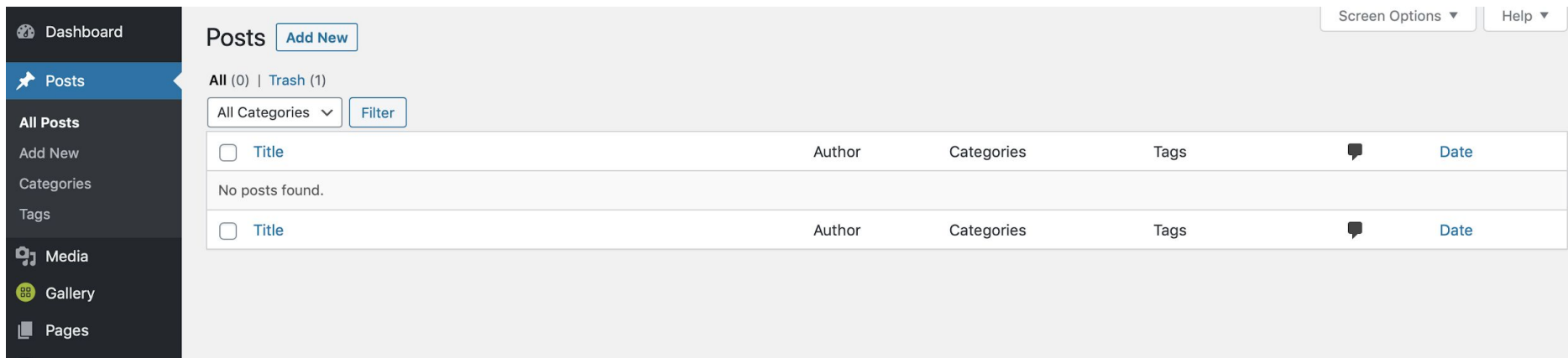


The screenshot displays the WordPress dashboard interface. On the left, a dark sidebar contains a navigation menu with the following items: Dashboard, Posts, Media, Gallery, Pages (highlighted in blue), All Pages, Add New, Comments, Appearance, Plugins (with a red notification badge showing '1'), Users, Tools, Settings, Ultimate Social Media Icons, and Collapse menu. The main content area is titled 'Pages' and includes an 'Add New' button. Below the title, there are filters for 'All (40)', 'Mine (27)', 'Published (39)', 'Draft (1)', and 'Trash (9)'. A 'Bulk Actions' dropdown menu is set to 'Apply', and a date filter is set to 'All dates'. The page list contains the following entries, each with an unchecked checkbox:

- Title
- About — Front Page
- Board and Staff Members
- Hours & Location
- Education
- Foster Care
- Honor & Memorial Giving
- Host a Fundraiser
- Hours & Locations — Draft

Editing Site Navigation:

To create and edit post you'll need to click on 'Post'
(post differs from a page because they are timely content)



The screenshot shows the WordPress dashboard interface. On the left is a dark sidebar with navigation links: Dashboard, Posts (highlighted), All Posts, Add New, Categories, Tags, Media, Gallery, and Pages. The main content area is titled 'Posts' and includes an 'Add New' button. Below the title, it shows 'All (0) | Trash (1)' and a filter dropdown set to 'All Categories'. A table with columns for Title, Author, Categories, Tags, and Date is displayed, but it is empty, showing 'No posts found.' at the top. There are two rows in the table, each with a checkbox and the word 'Title' in the first column, and 'Author', 'Categories', 'Tags', a comment icon, and 'Date' in the other columns.

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
No posts found.						
<input type="checkbox"/>	Title	Author	Categories	Tags		Date



Editing Site Navigation:

To add image press enter key click on image button when creating/editing a post or page

