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.

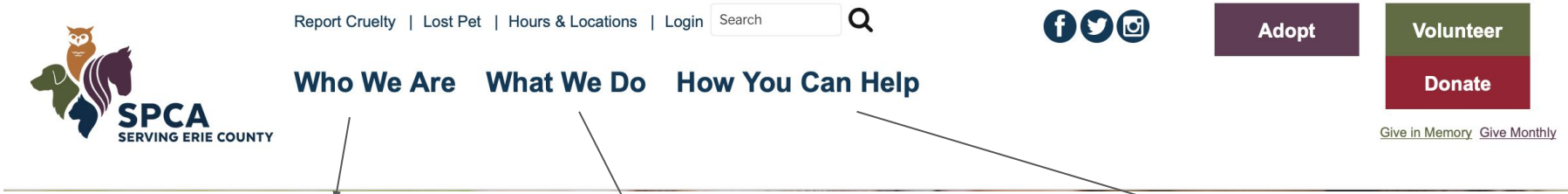
What SPCA wish to communicate on their site?

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:



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.

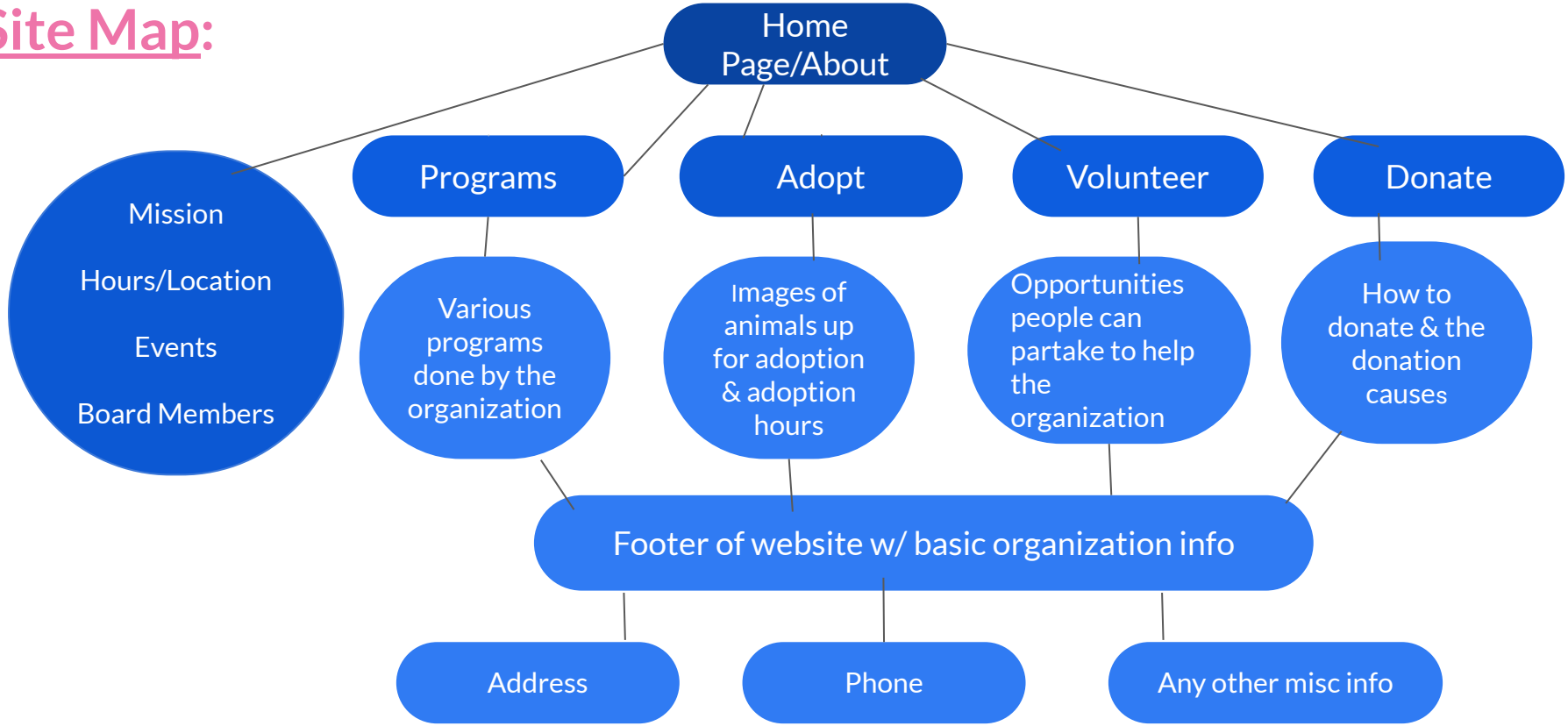
Drop Down Tabs:
-Adopt
-Donate
-Volunteer
-Events

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:


Home Page/About
Mission
Hours/Location
Events
Board Members
Programs
Adopt
Volunteer
Donate
Various programs done by the organization
Images of animals up for adoption & adoption hours
Opportunities people can partake to help the organization
How to donate & the donation causes
Footer of website w/ basic organization info
Address
Phone
Any other misc info

Branding:

Typography: Lato

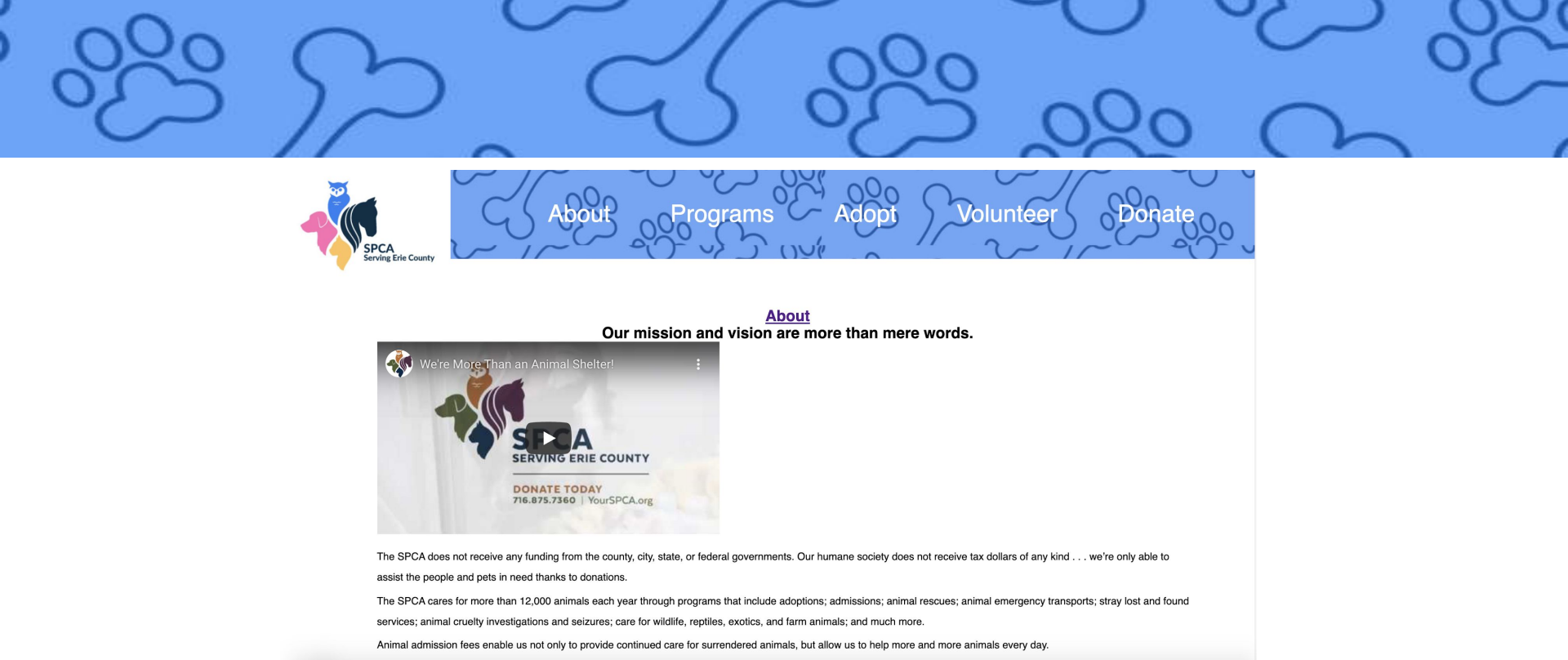
ABCĆDEFGHIJKLMNOPQRS
ŠTUVWXYZŽabcćdefghijklmn
opqrsštuvwxyzž1234567890

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.

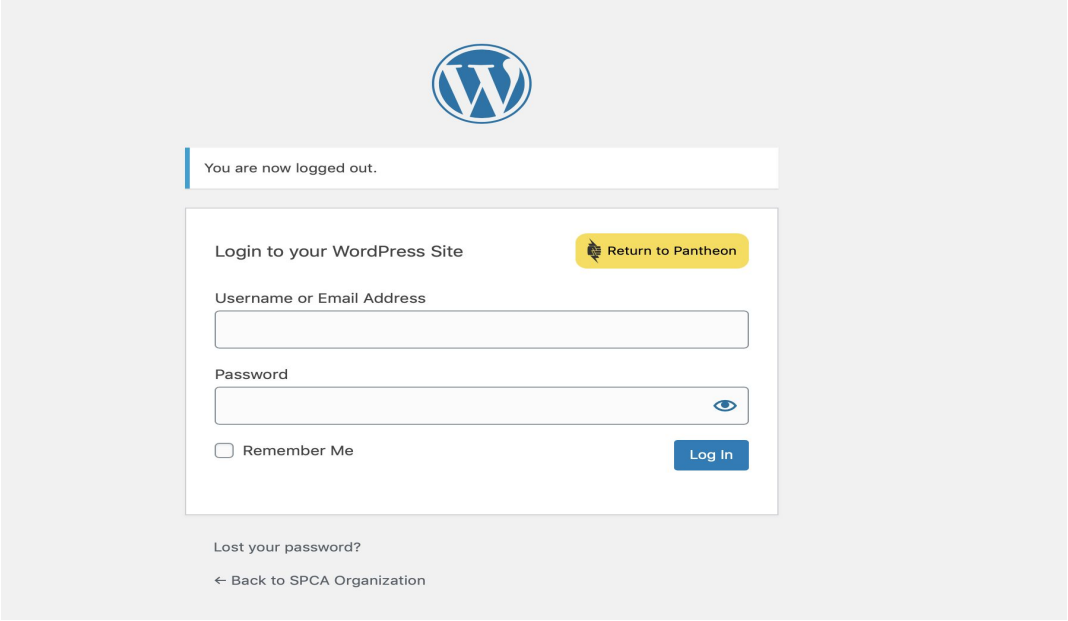
Phase 3:
Deployment & Maintaining



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

Editing Site Navigation:

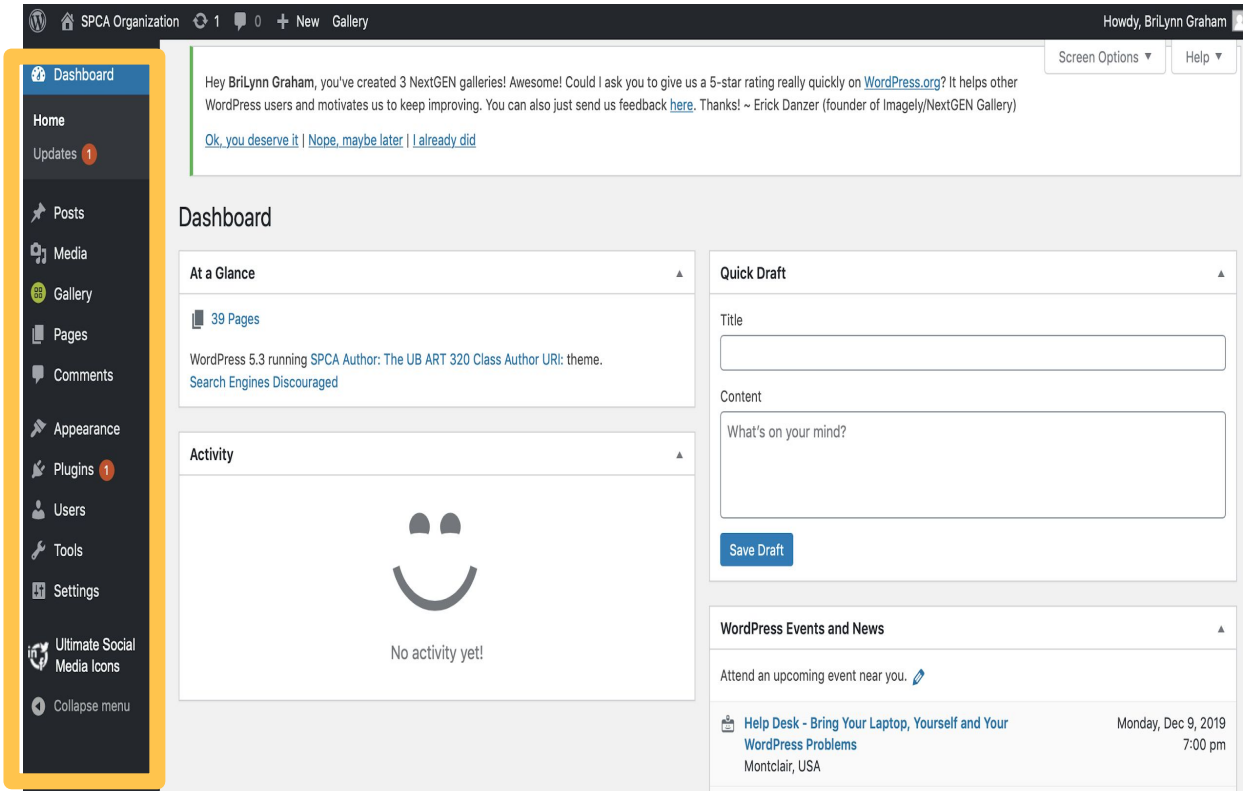
Log into Wordpress



Editing Site Navigation:

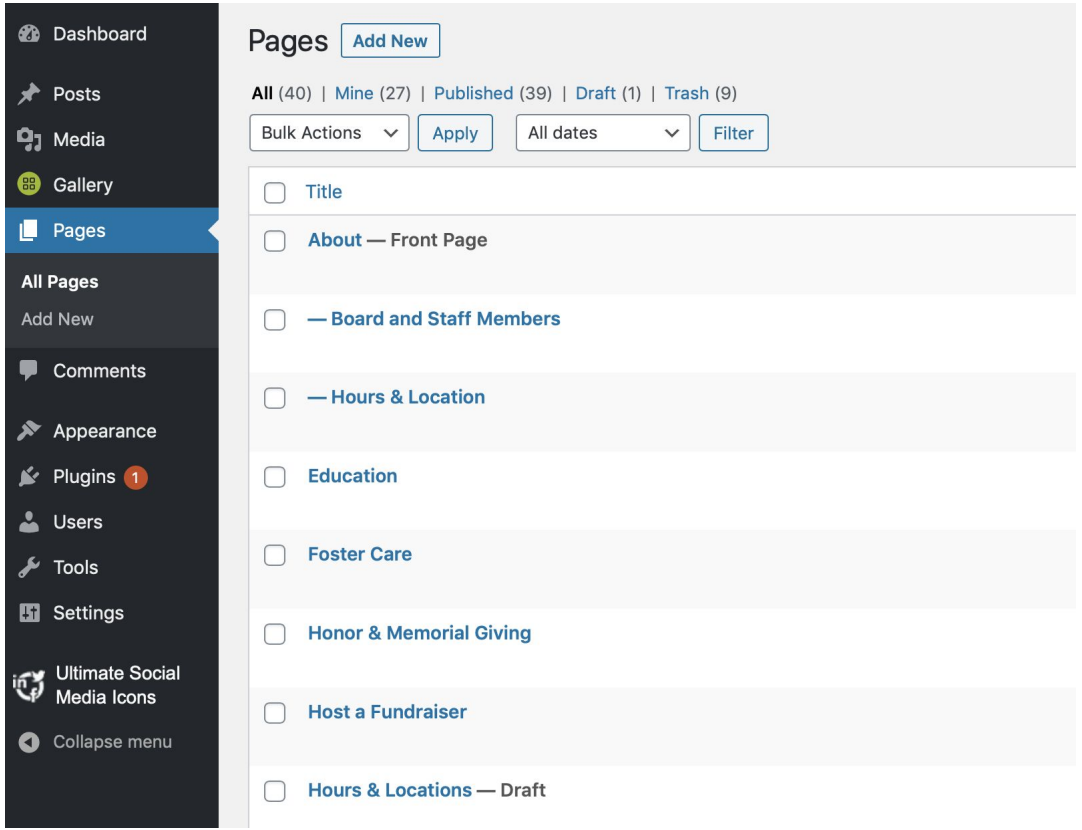
Once logged in you'll see the main screen

Menu



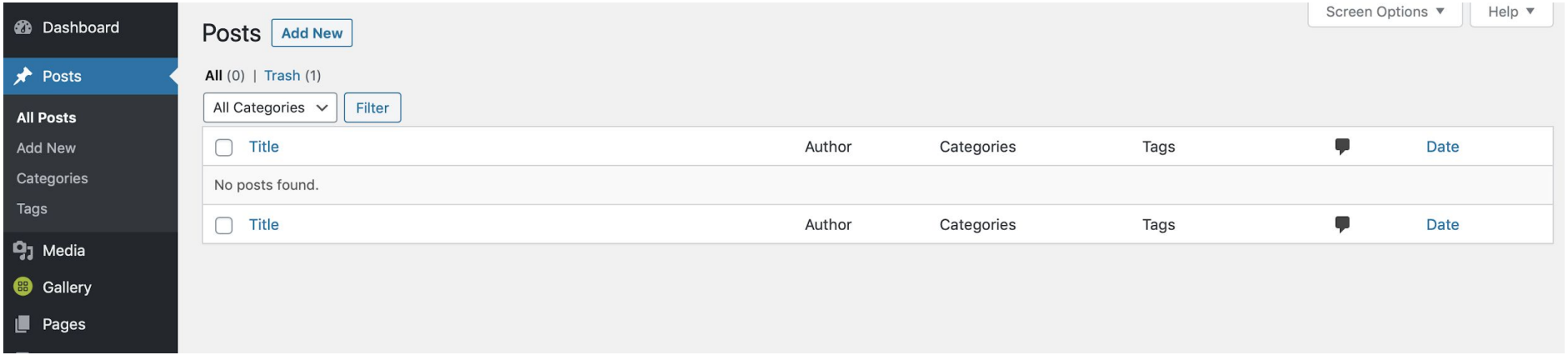
Editing Site Navigation:

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



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)



Editing Site Navigation:

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