Design Phase:

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Visual Design

General Design

–All design should relate back to Joyful Rescues' mission statement "from our family to yours," in order to create a unique experience that separates Joyful Rescues from other animal adoption agencies.
–Design has been simplified to create an easier user experience. Donate buttons, social media links, and the logo will be found on every page to create a sense of order and flow.

Logo Usage

–We have created a new logo for Joyful Rescues that will appear on the upper left hand corner on every page. The logo will be simple, yet effective.
–The logo does not contain the name of the non profit, as if you are already visiting the website, it is redundant to have the name on the logo when it is also on the top of the home page.

Visual Design

Color Pallet

–The orginal color pallet on Joyful Rescues' website was all over the place and random.
–We reduced the colors to oranges and blues, colors that are completementary, and that are happier in comparison to the red, black, and navy shades that were on display on their old website.

Sunset Orange

#D36450

Pale Yellow-Orange

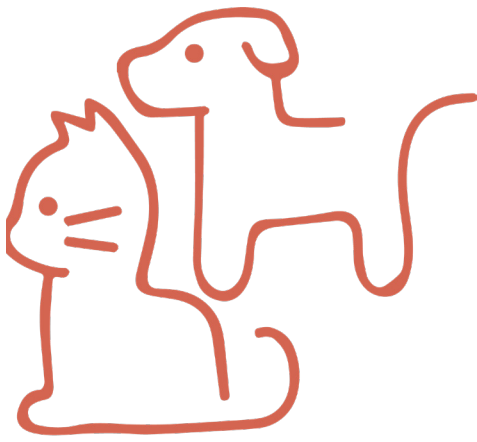**#FBB87B**

Teal

#026C72

Navy

#243F76

Typeface Choice

–On our wesbite, we will be using the Typeface Komet.
–We will be using various weights of the Typeface.

Komet Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Komet Heavy
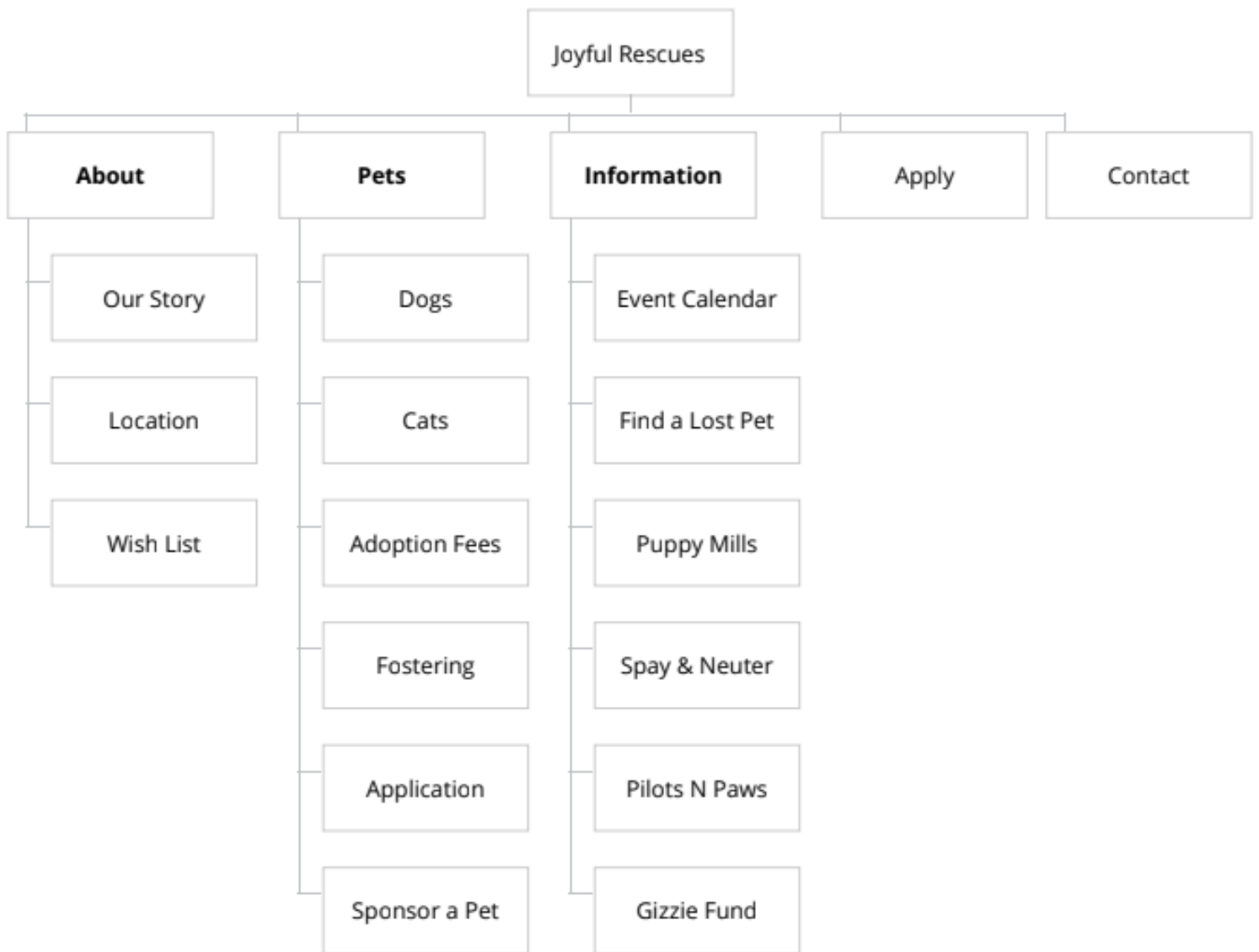**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
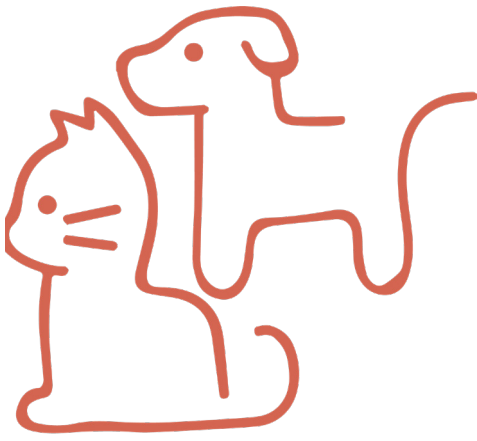**abcdefghijklmnopqrstuvwxyz**
0123456789

Komet Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Site Map:

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Joyful Rescues

- **About**
  - Our Story
  - Location
  - Wish List
- **Pets**
  - Dogs
  - Cats
  - Adoption Fees
  - Fostering
  - Application
  - Sponsor a Pet
- **Information**
  - Event Calendar
  - Find a Lost Pet
  - Puppy Mills
  - Spay & Neuter
  - Pilots N Paws
  - Gizzie Fund
- Apply
- Contact

Deploy Phase:

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Users ARE able to:

Create and Manage Pages

Utilizing the Wordpress Dashboard, users can easily and efficient-ly create pages, subpages, and post on pages. By selecting the "pages" tab, users are shown access to all pages on the site. Users are also able to add new pages, edit current pages, and delete pages. While working on a page, users are able to preview changes, before updating the page for the public to see. Pages are capable of numerous stylistic choices. Wordpress capabilities allow for choices including: bold type italic type, bulleted lists, YouTube linked videos, which Joyful Rescues often post on their channel, and photographs of animals. After publishing a page, Word-press creates pages by automatically linking them to the navigation bar. If a user wishes to create the new page to appear as a section within a main heading, they must be sure to set the parent of the new page to the head-ing they want it to appear under.

Generate Blog Posts

Utilizing the "Posts" tab, users are able to generate content that will up-date any of the pages, such as the welcome page, the home page, and the about us page, just to mention a few. This means publicizing information is an easy and user friendly experience. An image, link to another content or additional forms, among others, can be created within a single post. As Joyful Rescues updates their wesbite, and wishes to add more, posts can be created efficiently and effectively. Posts can also be tagged with specific keywords, which make the content found within the post more searchable and findable.
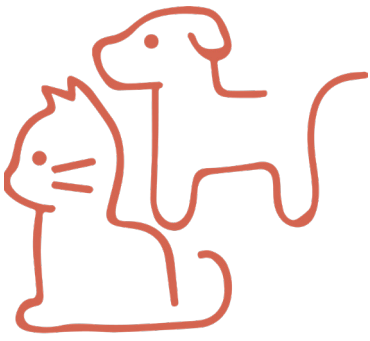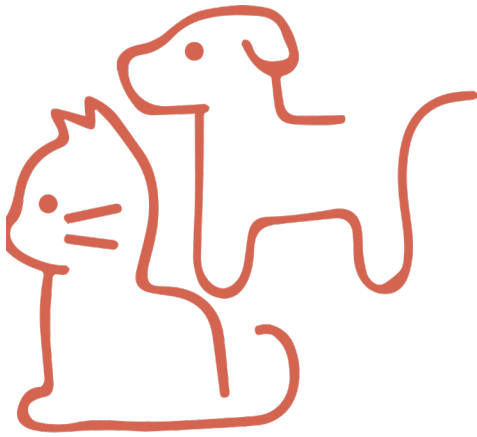
Deploy Phase:

Use Contact Form 7

The contact form, located in the "Contact Us" page found in the navigation bar, as the last tab is currently used to contact the rescue via email. Utilizing the Wordpress plugin "Contact Form 7" users will be able to update the contact form however they deem fit. Simply open the plugin, and follow the example given. Several changes can be made here, such as typeface, color change, and redirecting feedback to another user.

Add Images of Adoptable Dogs & Cats

Utilizing the gallery plugin, users are able to add more images to the gallery, for example, adding more images of cats or dogs that are available for adoption. Simply edit a gallery, upload an image, and add text about the animal to the page. Text is currently organized as: Name of dog or cat, followed by breed, age, and a brief summary of the animal. A continuation of information in this format should be used in order to maintain consistancy on the wesbite. Once completed, the new cat or dog will appear within the gallery.

Deploy Phase:

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Users are NOT able to:

Change Site Layout

The layout of the site is determined by PHP files that are uploaded remotely to a server. Once on the server, the files become difficult to alter and modifications to the layout should not be necessary. The site is designed to be responsive and has a strong hierarchy which allows the viewer to quickly find the information they are looking for. The site was made to fit a particular aesthetic, which is branded with Joyful Rescues.

Change Color Scheme

The color scheme has been chosen specifically to complement the new logo that was created for Joyful Rescues. When the new logo was created, Joyful Rescues was re-branded. Hues were derived from the new logo, and work well to balance the site as a whole. Should the color scheme need to be changed one day, a web designer must recode for the necessary adjustments. If color scheme was to be changed, the buttons on the home page, social media buttons, logo, and donate button would also have to be changed to fit the new color scheme. It should be noted that through Wordpress, an admin can adjust the colors of the navigation bar through the widget, however such action should not be taken unless otherwise stated.

Client Manual:

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Getting Started

Log in through the site URL
http://dev-joyful-rescues.pantheonsite.io/wp-admin/
username: joyfulrescues
password: group4rules

Main Screen (WordPress)

Once logged in, the user will see the main screen, where to the left hand side, the menu is located. From there, the user can access all of the important functions of their website.

The menu lists options such as pages, where the client is welcome to add pages to their website, posts, where the client is welcome to add posts about upcoming events, among various other important tools.

In the Deploy Phases, we spoke of the user's ability to be able to create and manage pages. The user is able to do this by clicking on the pages
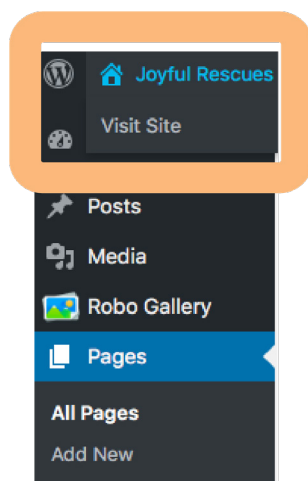
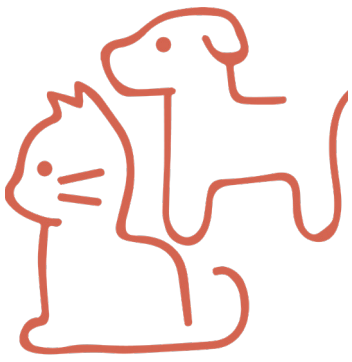icon, where they will have the ability to create new pages, as well as manage old ones.
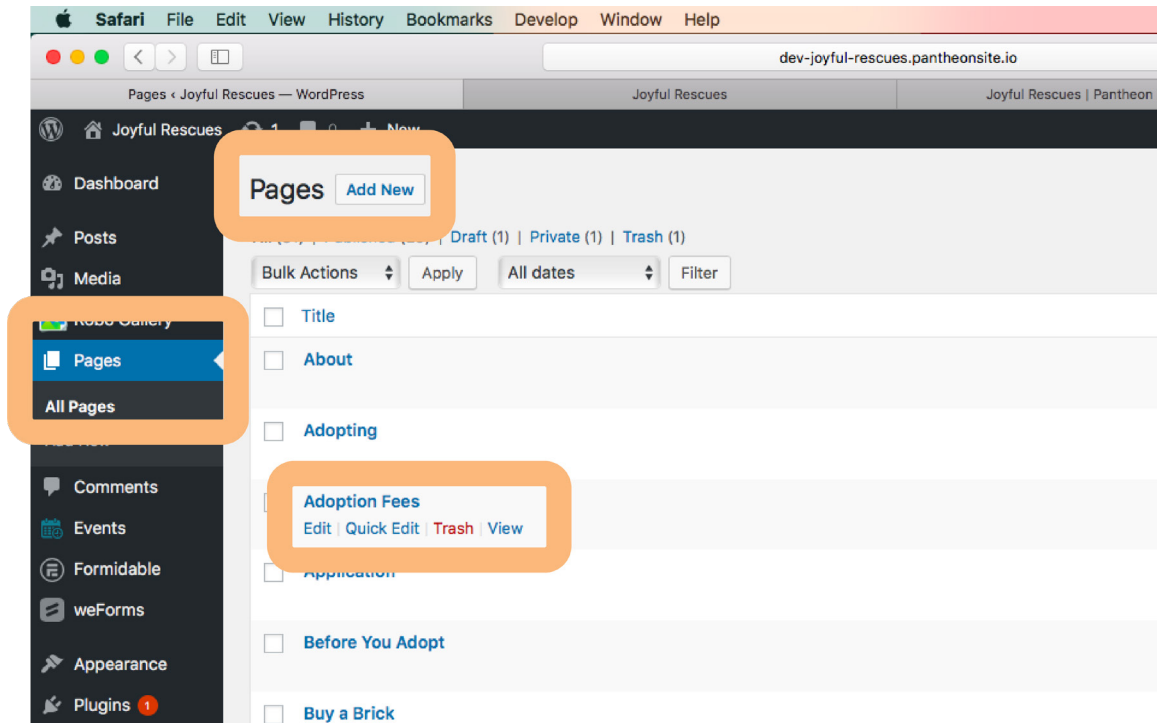
On top of the menu is a small WordPress icon and a house icon, with "Joyful Rescues" next to it. If you hover over the house icon, you will be able to visit the site.
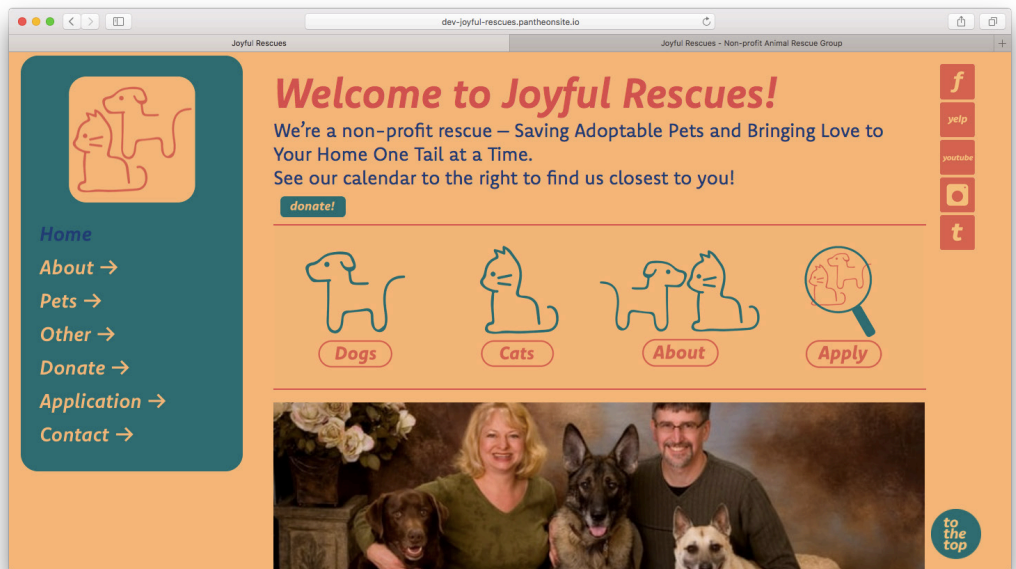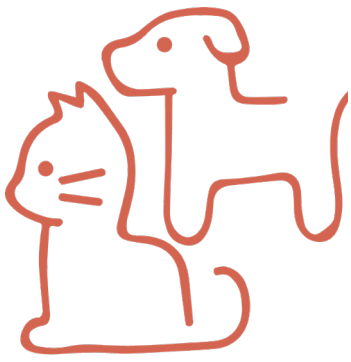
Comparison of Sites

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Home Page

The welcome/home page on our site features a side nav bar, with drop down menus, clickable social media and donate links, and clickable icons for the dog, cat, about, and apply pages. It also features a carousel of images of the Joyful Rescues team, images of the dogs and cats up for adoption, and images of the rescue center. Many of these features appear on multiple pages.
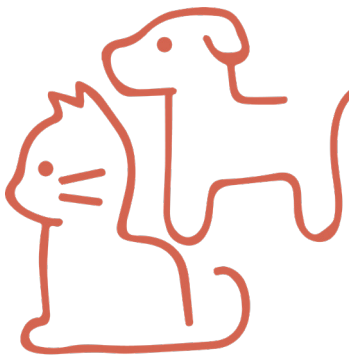
Comparison of Sites

Domenic Licata
Team 4: Jessica, Jenna, & Zach

About Page
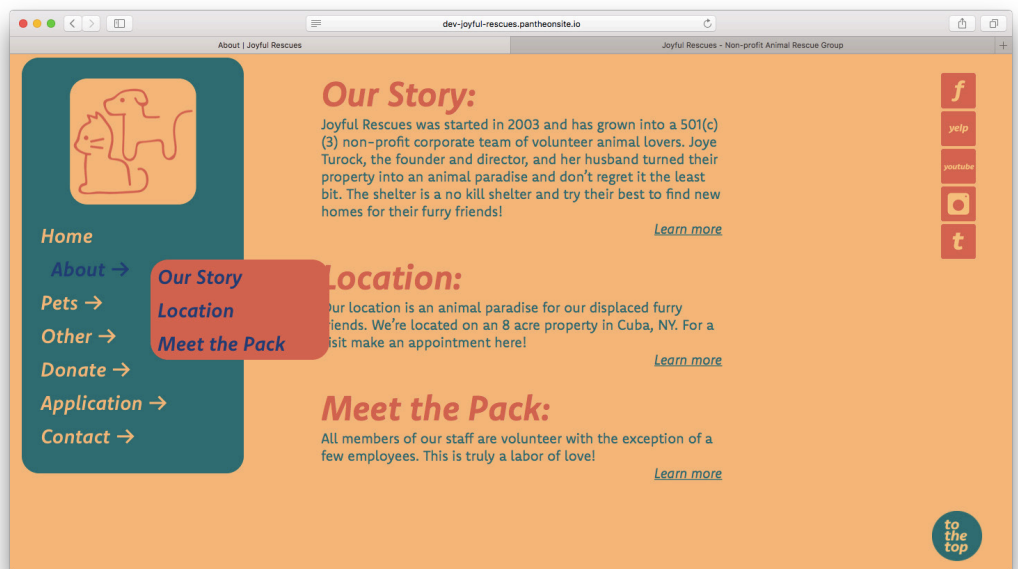
The about page on our site features three shortened blurbs of the three pages that are featured on the about page. Learn more about each of them by clicking the "learn more" link, which will take the user to that specific page, also found in the drop down menu.

Comparison of Sites

Domenic Licata
Team 4: Jessica, Jenna, & Zach

Adopt Dogs Page
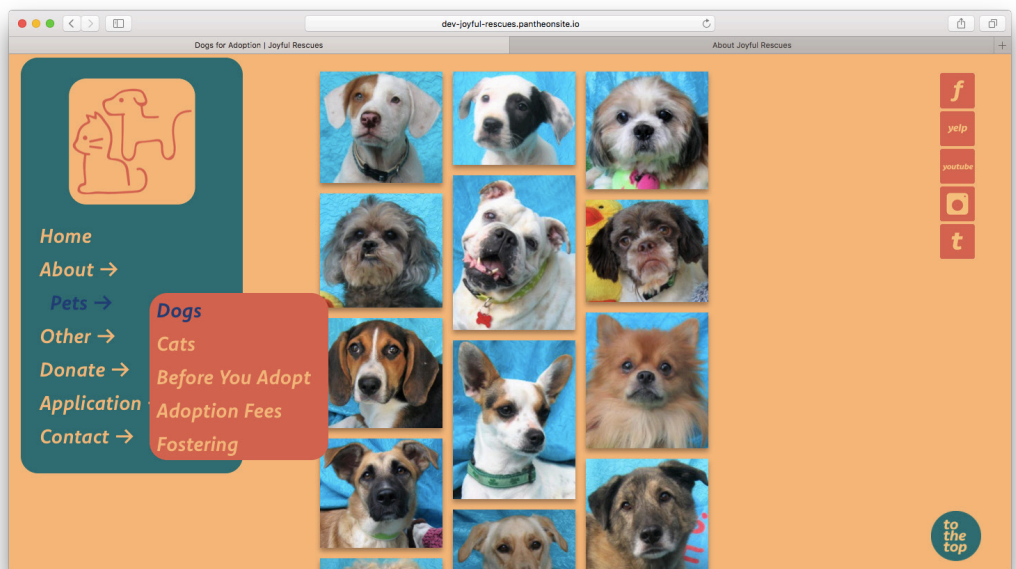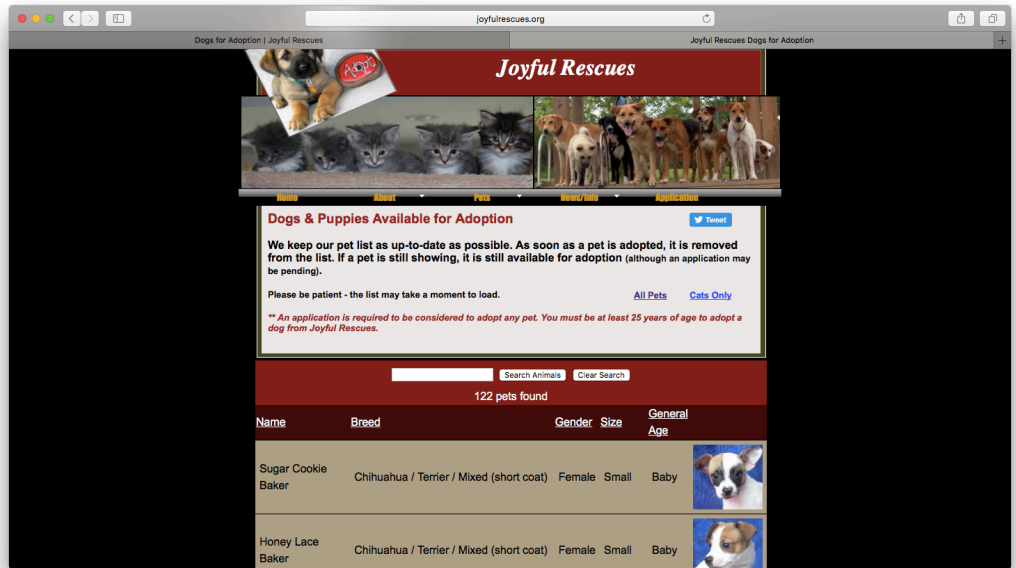
The pets page on our site features a few different pages in the drop down menu, including dogs, cats, before you adopt, adoption fees, and fostering. This screenshot shows the dogs page. We used Robo Gallery here, a userfriendly gallery that will allow the client to add more images of animals and delete old images as animals are adopted. Each dog picture is clickable, where a breif bio of the dog is shown.