

HONORS THESIS

REDESIGN OF NON-PROFIT WEBSITE: IMPROVING USER EXPERIENCE FOR
GREATER IMPACT

Submitted by

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In partial fulfillment of the requirements

For the Degree of Business Administration with Honors

Colorado State University

Fort Collins, Colorado

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Honors Committee:

Advisor: Diane Miller

Jon Clark

Explanation of the Honors Thesis

My Honors Thesis is a website redesign for the northern Colorado non-profit organization, Northern Colorado Friends of Ferals. My project focused on improving the user experience (UX) and user interface (UI). UX is “the satisfaction behavior of users that measures their impressions when using or planning to use an application” (Atoum). UX is largely influenced by the website’s design.

Through research and surveying, I explored different methods and styles to approach the redesign. Jongmans et al. describe visual design as an aspect of UX, which is the structure of an interface that consumers form their attitude of the interface around (2078). Visual design is what determines the level of positive impacts on constructs such as website trust and user engagement and satisfaction with the website. This research guided my approach to redesigning the website to improve user engagement and satisfaction.

Methodology and Process in Completing the Project

After I decided to do a website redesign of a non-profit organization, I had to decide which one to do. Since animals have always meant a lot to me, I knew I wanted to find a non-profit that worked with animals. This would motivate me by conducting my thesis on a subject I care deeply about. While searching for my target website, I found many contenders. However, the majority of them had decent websites, and the extent of my knowledge would not substantially improve the websites. Another limitation I faced was searching for a non-profit near Fort Collins, if not within Colorado. This would allow me to have greater emotional ties to the project, while I go to school in Fort Collins. After much searching, I came across Northern Colorado Friends of

Ferals (NCFF). Their website was exactly what I was looking for; I knew I could greatly improve the website.

The next step was to choose a platform to complete my project. While I have experience in various website design platforms (such as Wix, Google Sites, and Figma), I wanted to use a platform that easily allowed the flexibility to have complete control over functionality and structure of the site – down to the smallest detail. Therefore, I chose Figma, a web design prototype tool, to conduct my Thesis.

After deciding on NCFF, first I needed to identify the mission and goal of the website, then their website's problem areas.

As stated by Ramadhanti et al., the purpose of the website should be determined early on in order for the UX/UI to reflect these goals with ease of usability. I determined NCFF's goal to be encouraging users to donate to their organization and to become educated on what the organization does. Therefore, it was necessary to implement a website structure that allowed users to immediately be able to locate useful information when they first accessed the website (Wright 179). My website redesign quickly engages the user while also displaying clear options for paths the user can take for exploring the website, then prompts the user to donate to their cause in an inviting way.

When considering elements of UX/UI, it is important to note that “the usability of a software product and the achievement of its goals of use is largely determined by the quality of the design and that the physical arrangement of interface elements is no less important than their appearance” (Sirojetdinova et al. 1). Examining NCFF's current website allowed me to determine which features were not aesthetically pleasing and which ones held minimal value in

their structural positioning. “Good interface designs are hard to spot due to their natural use. The important thing is to detect problems in bad interface designs and increase the usability of applications” (Tepe 435). I accomplished this by going through each page and noting what could be improved. I based my findings on how “website visual design deals with multiple factors of a webpage, such as colour, contrast, image size, shape, font size, colour schemes, layout, space or typography, to achieve visually pleasing outcomes, positive emotional appeal and overall enjoyable user experience” (Jongmans et al. 2081). Through personal preferences, comparing NCFE’s website to other websites with acceptable UX/UI interfaces, and the factors listed above, I documented some of the flaws of NCFE’s website. As noted by Tepe, since interfaces should be user-oriented, unnecessary objects should be avoided (435). Therefore, this was another factor to consider as I was analyzing the current website. It was also important to consider, as outlined by Pallud and Straub, how user experience is greatly impacted by emotion, as well as cognitive elements including content and ease of use (362). Keeping all of these aspects in mind, some notable problem areas of NCFE’s website were the layout of the text, ways they were trying to keep the user engaged with their website, and the use of images.

An aspect of UX/UI is the concept of choice for a user. “the design features and architecture of websites have strategic affordances for structuring choice in different ways and for particular objectives” (Graham 2007). One crucial part of website redesign is A/B testing. A/B testing is, in a general sense, a “this or that” question. Such questions posed may include:

Do you prefer the “Cancel” button to the left or right of the “Confirm” button?

Do you prefer the colored or patterned background?

These questions help the website designer steer their outline and creation. Knowing this, I knew conducting an A/B test for my project would be critical. Through communication with my advisor, they generously allowed me to conduct a questionnaire in one of their classes. I used Google Forms to conduct my survey, since I knew it was a great platform to gather data and display the findings. For the actual questions I would use for my A/B testing, I identified some areas of the website that were important. “[Usability] means that the service used in the process is designed to take the shortest route and considering the user’s convenience such as designing the layout of buttons properly so the user wouldn’t make easy mistakes...Identity refers to the consideration of the user’s point of view. Whether the service component is designed to be intuitive and easily visible and has good-looking appearances” (Ji et al.). These included the color palette used throughout the website, the header and navigation menu, as well as the display of statistics and data. I created rough mock-ups of these areas, added them to the Google Form, and conducted my A/B test.

Using the feedback I received from the A/B testing, I started to plan the outline and format of NCFE’s new website. While the entire results of the survey will be displayed in the appendix, here I will only explain the winning path through the options that got it chosen to be the winning path.

The more colorful palette (purple, blue, green, yellow, white, and black) won over NCFE's current color palette (yellow, blue, black, and white).

For this non-profit organization, which color palette is better? *

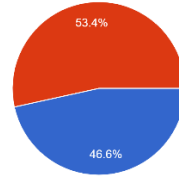
Yellow, Blue, Black, White



Purple, Blue, Green, Yellow, White, Black



For this non-profit organization, which color palette is better?
58 responses



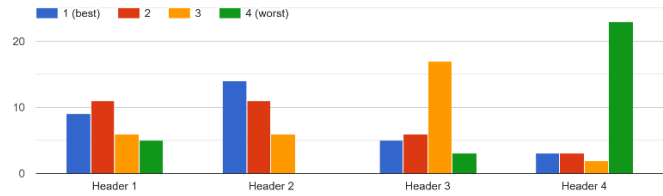
● Yellow, Blue, Black, White
● Purple, Blue, Green, Yellow, White, Black

For the colored headers, Header 2 was the most liked and Header 4 was the least liked.

Please rank the navigation headers from 1-4, with 1 being the best and 4 being the worst. *



Please rank the navigation headers from 1-4, with 1 being the best and 4 being the worst.

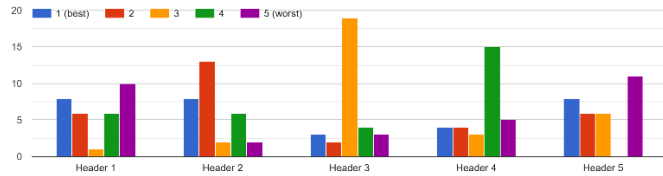


For the grayscale headers, Headers 1, 2, and 5 were tied for the most liked. However, Header 1 and Header 5 were the least liked, and were therefore discounted as the results were not strong enough.

Please rank the navigation headers from 1-5, with 1 being the best and 5 being the worst. *



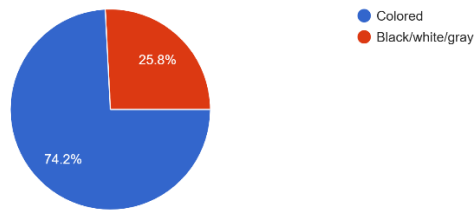
Please rank the navigation headers from 1-5, with 1 being the best and 5 being the worst.



A majority preferred the colored header over the grayscale color palette. Feedback from participants included remarks of the color palette being more inviting, appealing, and happy.

Which header style did you prefer? Colored or black/white/gray?

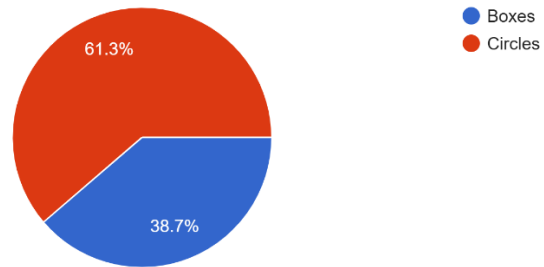
31 responses



A majority preferred the circles to display statistics over the boxes.

Disregarding the colors, which layout for statistics do you prefer?

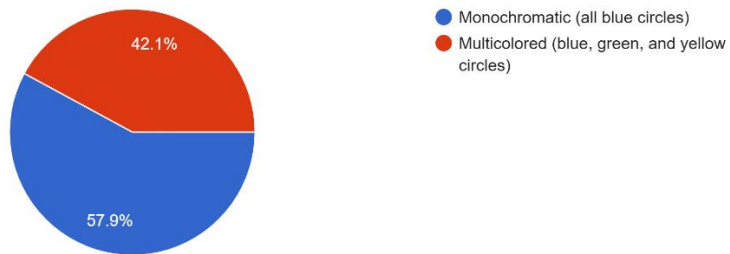
31 responses



A majority preferred the monochromatic circles to multicolored circles.

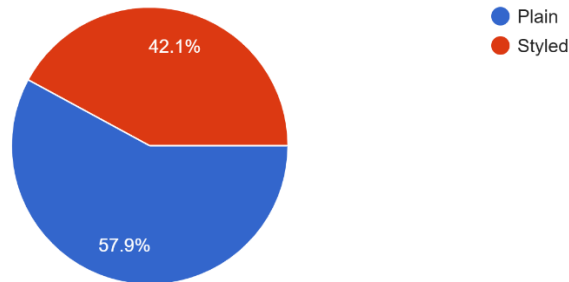
Monochromatic or multicolored circles?

19 responses



A plain background was preferred for these circles as opposed to a stylistic background.

Disregarding the colors, do you prefer the plain background or the styled background?
19 responses



I included a section at the end of the survey for participants to leave other comments and suggestions, and I incorporated them where applicable. One suggestion was for each page to have a donate button for easy accessibility. Seeing as this aligned with the organization's mission, I thought this was an important functionality to include in my website redesign.

With the feedback I received from the A/B testing, I started working on my complete website redesign. After I finished a draft of the website, I met with my advisor to review what I had accomplished and gather their input. From there, I implemented appropriate changes and finalized my project.

Significance of the Honors Thesis from Scholarly Research

Through my research, I had gathered many aspects and guidelines to utilize UX/UI efficiently. Some key concepts included fundamental design principles, usability testing, and the importance of accessibility. While it may be easy to distinguish what is considered a "bad"

website in terms of UX/UI, knowing these core ideas helped my Thesis in elevate NCFE's website. Throughout the project, it was necessary to be aware that the website's "ease of use (usability) should be an important precursor for perceived visual appeal (visual aesthetics) of a website," but also that the "web visual aesthetics is the main concern" (Affandy et al. 3). Having this goal while also implementing the steps guided by research was a task that can be reflected within my entire project. My Thesis incorporated elements from my research to ensure that the re-design of NCFE's website was more aligned with their mission.

Contribution of Project to Knowledge and Learning

I have previous experience in website design, since for two of my courses in university, I did a website design for a final project. However, these projects were completed in teams, so I did not have full control over the design. This Honors project allowed me to express my creativity and understanding in website design.

I also gained more of a hands-on experience of how to start accurately designing a website. From conducting user research to developing different prototypes and layouts, I was able to get a more in-depth look at how websites are created, and why they are at the level of functionality they are.

This project also helped me improve my ability to think critically and solve problems creatively. For example, when faced with challenges related to accessibility, I had to think through different design solutions to determine the best one. The most notable example would be the layout of the statistics. During a brainstorming session, I came up with two potential layouts: boxes or circles. In their presentation, the boxes created movement for the user, whereas the

circles were more rigid. After conducting the A/B testing, the majority preferred the circle layout. However, as I was working through creating the draft of the redesign, I could not seem to create a statistical display that would interest the user. These statistics were important to NCFE, as they would help encourage users to learn more about the organization and hopefully donate to their cause. After multiple unsuccessful tries at the layout, I went back to researching and garnered inspiration from other non-profit organizations' websites. Following even more attempts at potential layouts, I created the statistical layout that is present on the redesign. While this example was more challenging than others, I encountered several similar instances throughout my project.

Reflection on the Honors Thesis Experience

My Thesis allowed me to experience a real-world project from start to finish, and further enhanced my understanding of UX/UI in website design.

This project is important because there is minimal education regarding this topic. In order for people to remain engaged in learning new information on a website, the source from which the information stems must be easily accessible and usable. By redesigning this non-profit's website, people be able to visualize various ways a website can improve its functionality and appeal. Incorporating a good website for an organization is vital, since it is commonly used as a platform for consumers and users to find information.

On a more personal level, I have been volunteering with organizations focused on animals throughout my life, and taking care of animals is a passion of mine. While the main purpose of NCFE is not to be an adoption agency for animals, their target audience will be

similar to that of one. Thus, my research and stylistic choices for my website redesign reflected this type of organization.

I learned many things through this project, and I am proud of the final result. From the creativity to the challenges, and the new knowledge gained to the personal growth, the Honors Thesis was an impactful experience for me.

References

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Appendix

Color Palettes

For this non-profit organization, which color palette is better? *

Yellow, Blue, Black, White

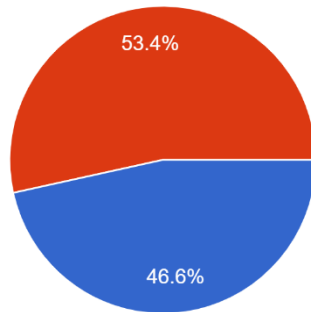


Purple, Blue, Green, Yellow, White, Black



For this non-profit organization, which color palette is better?

58 responses



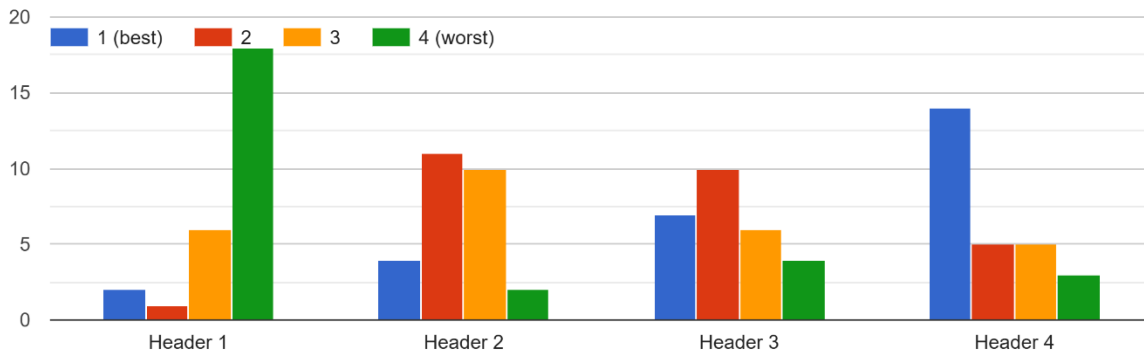
● Yellow, Blue, Black, White
● Purple, Blue, Green, Yellow, White, Black

Color Palette: Yellow, Blue, Black, White

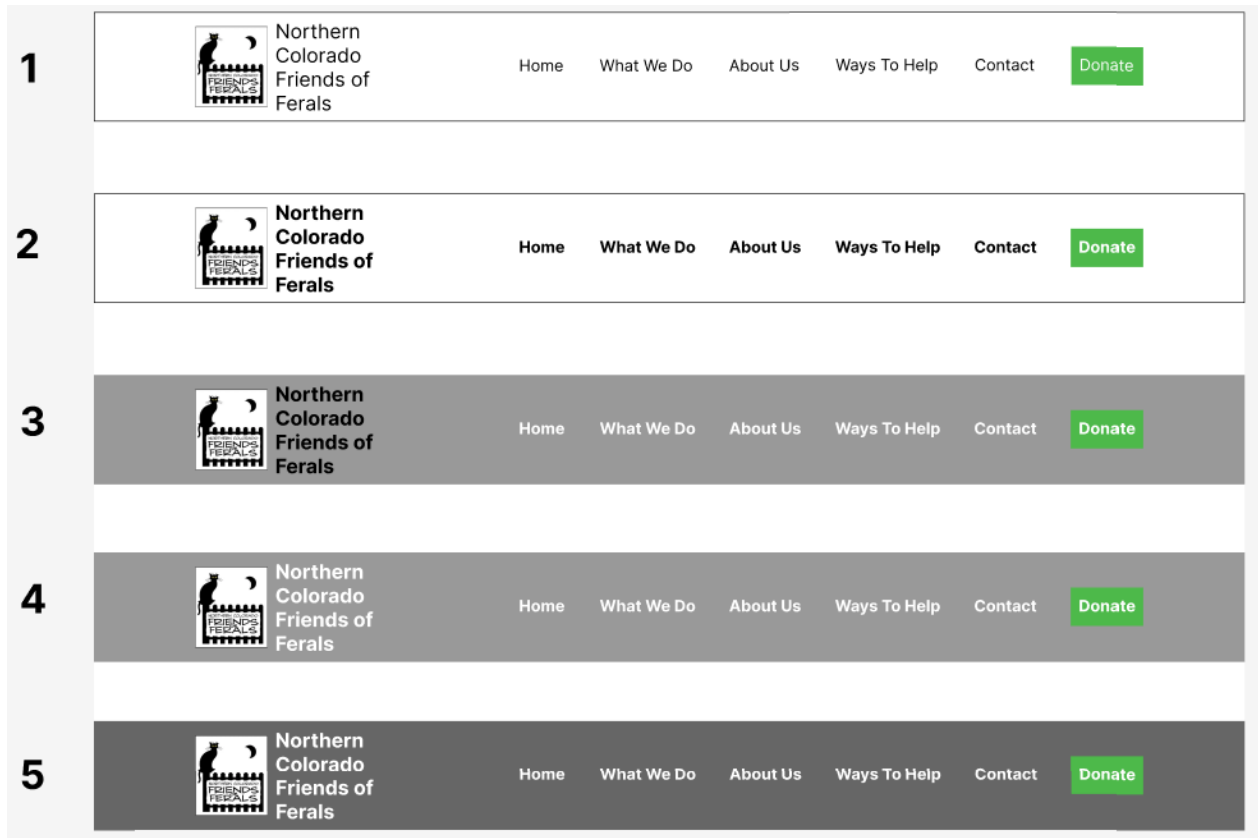
Headers (Color Option)



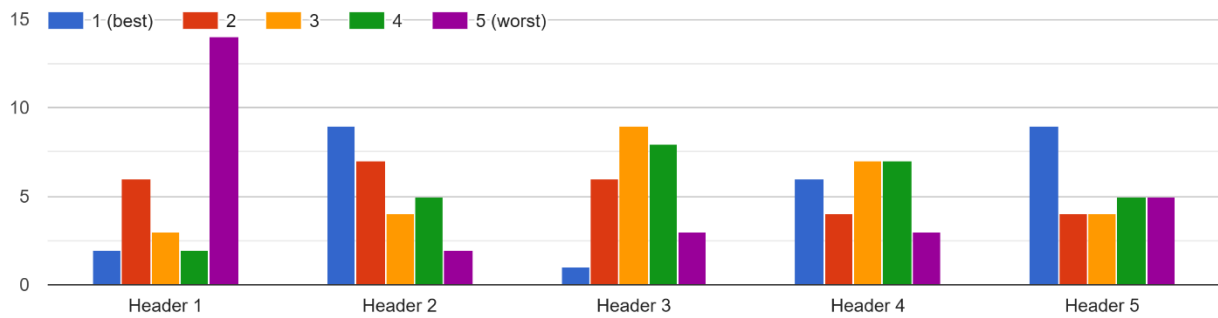
Please rank the navigation headers from 1-4, with 1 being the best and 4 being the worst.



Headers (Grayscale Option)



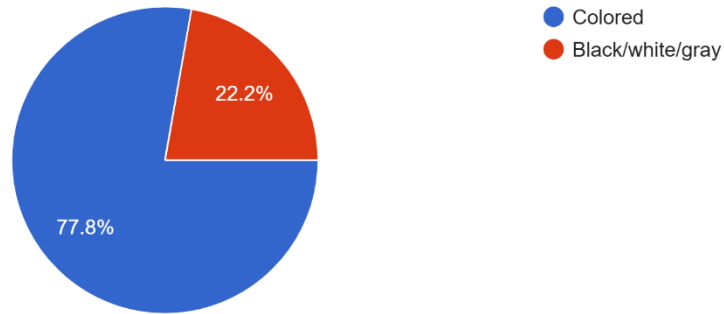
Please rank the navigation headers from 1-5, with 1 being the best and 5 being the worst.



Headers: Color or Grayscale

Which header style did you prefer? Colored or black/white/gray?

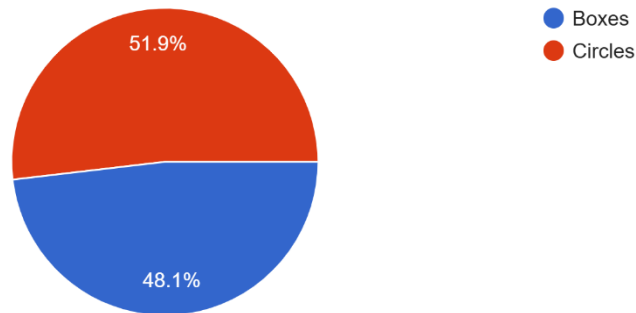
27 responses



Layout for Statistics

Disregarding the colors, which layout for statistics do you prefer?

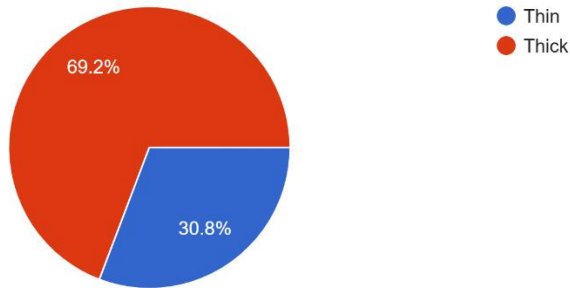
27 responses



Layout for Statistics (Choice: Boxes)

Thin or thick boxes?

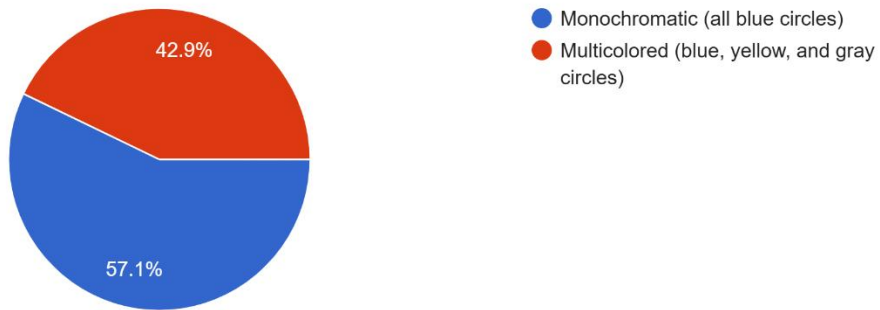
13 responses



Layout for Statistics (Choice: Circles)

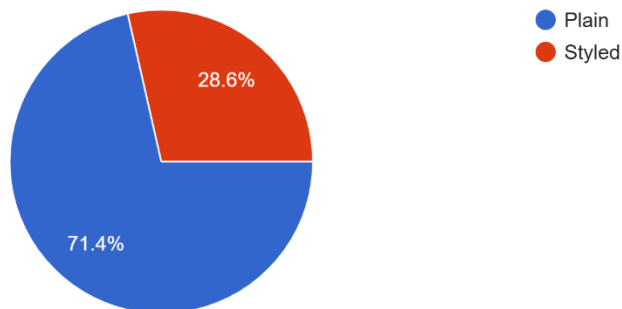
Monochromatic or multicolored circles?

14 responses



Disregarding the colors, do you prefer the plain background or the styled background?

14 responses

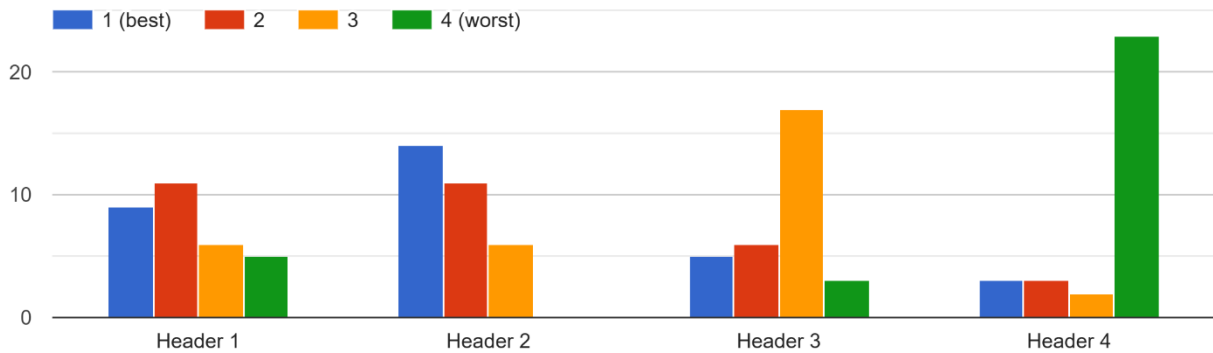


Color Palette: Purple, Blue, Green, Yellow, White, Black

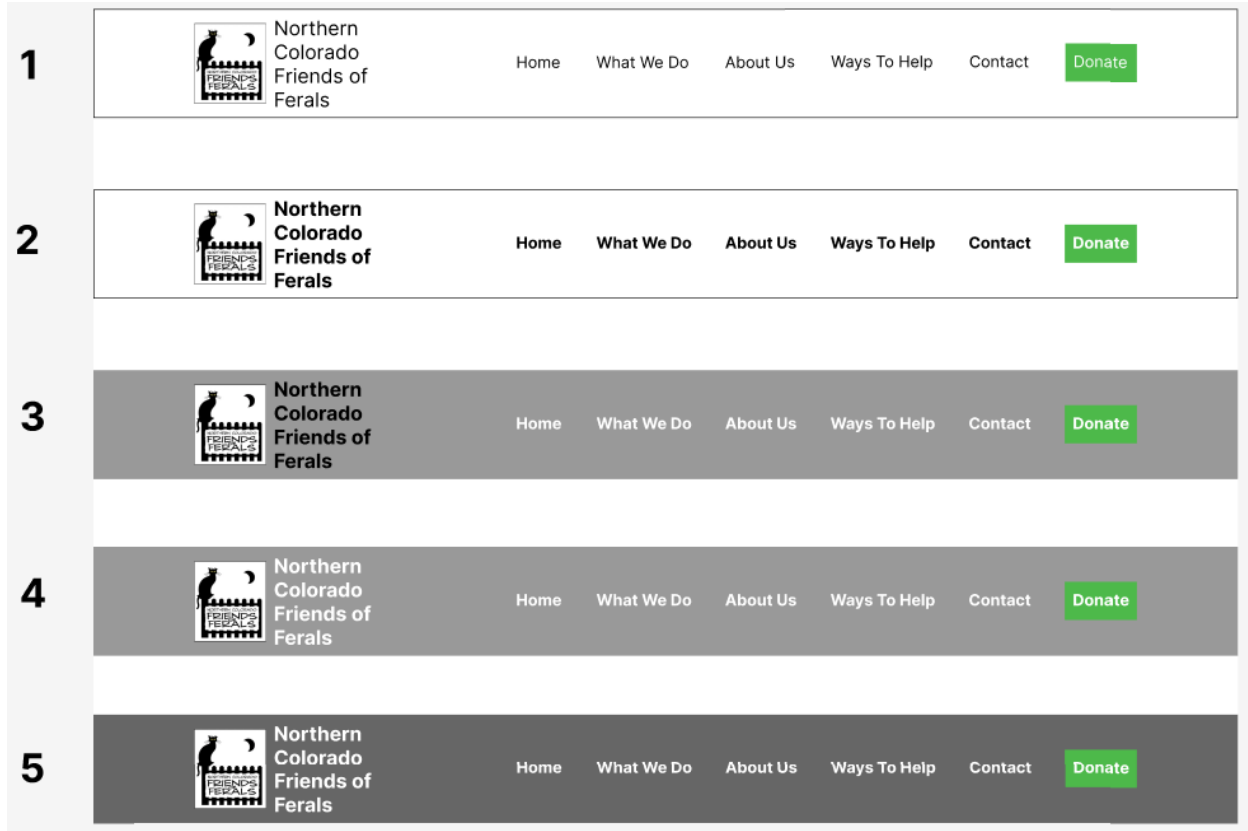
Headers (Color Option)



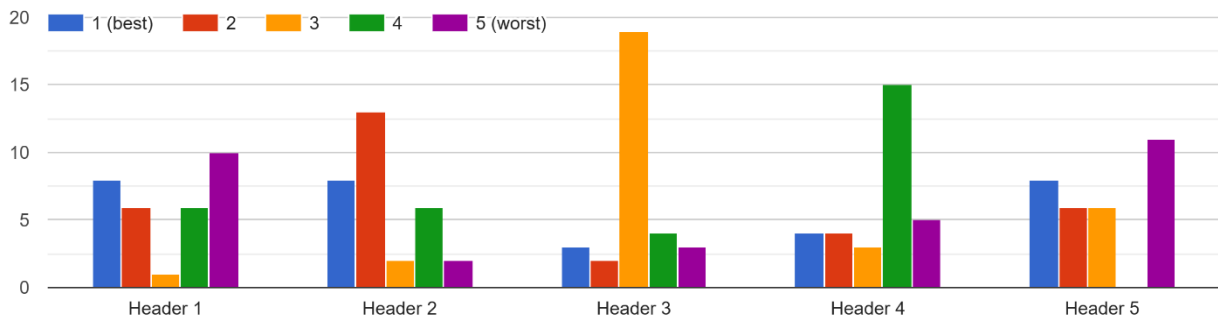
Please rank the navigation headers from 1-4, with 1 being the best and 4 being the worst.



Headers (Grayscale Option)



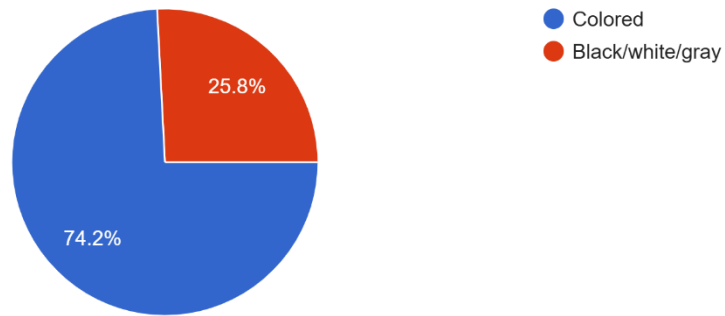
Please rank the navigation headers from 1-5, with 1 being the best and 5 being the worst.



Headers: Color or Grayscale

Which header style did you prefer? Colored or black/white/gray?

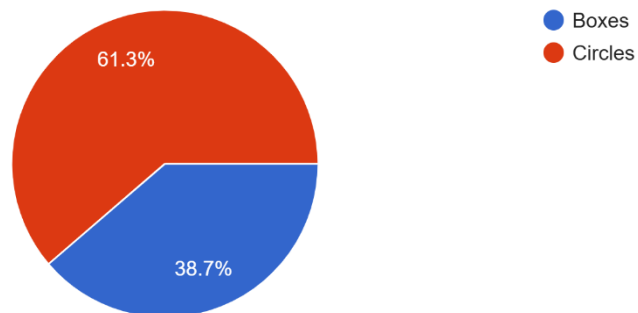
31 responses



Layout for Statistics

Disregarding the colors, which layout for statistics do you prefer?

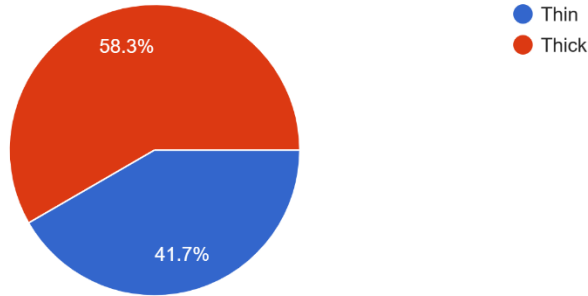
31 responses



Layout for Statistics (Choice: Boxes)

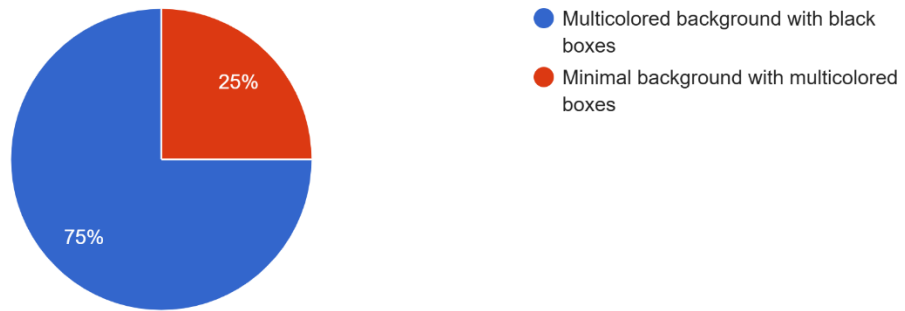
Thin or thick boxes?

12 responses



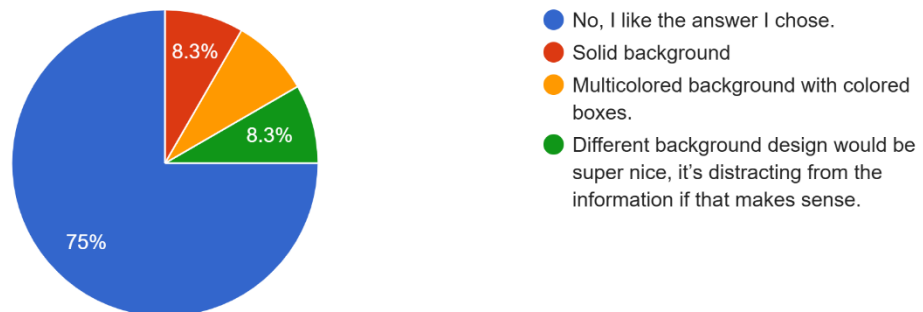
Which combination of background and boxes do you prefer?

12 responses



Is there a different background and box combination you would prefer? An example might be an image, white text, etc.

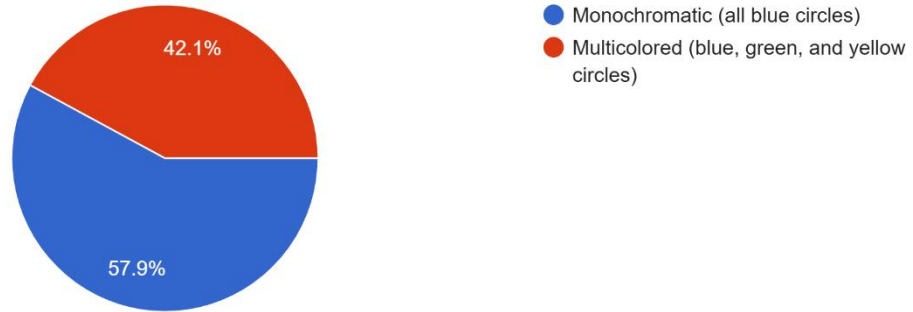
12 responses



Layout for Statistics (Choice: Circles)

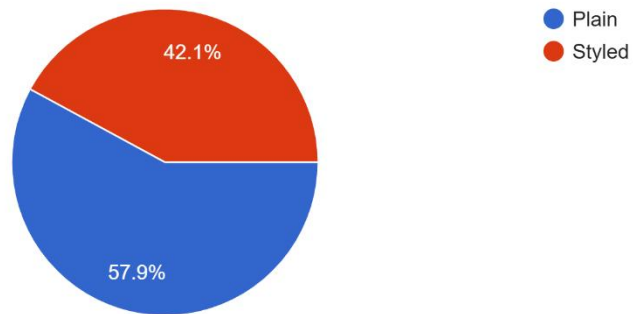
Monochromatic or multicolored circles?

19 responses



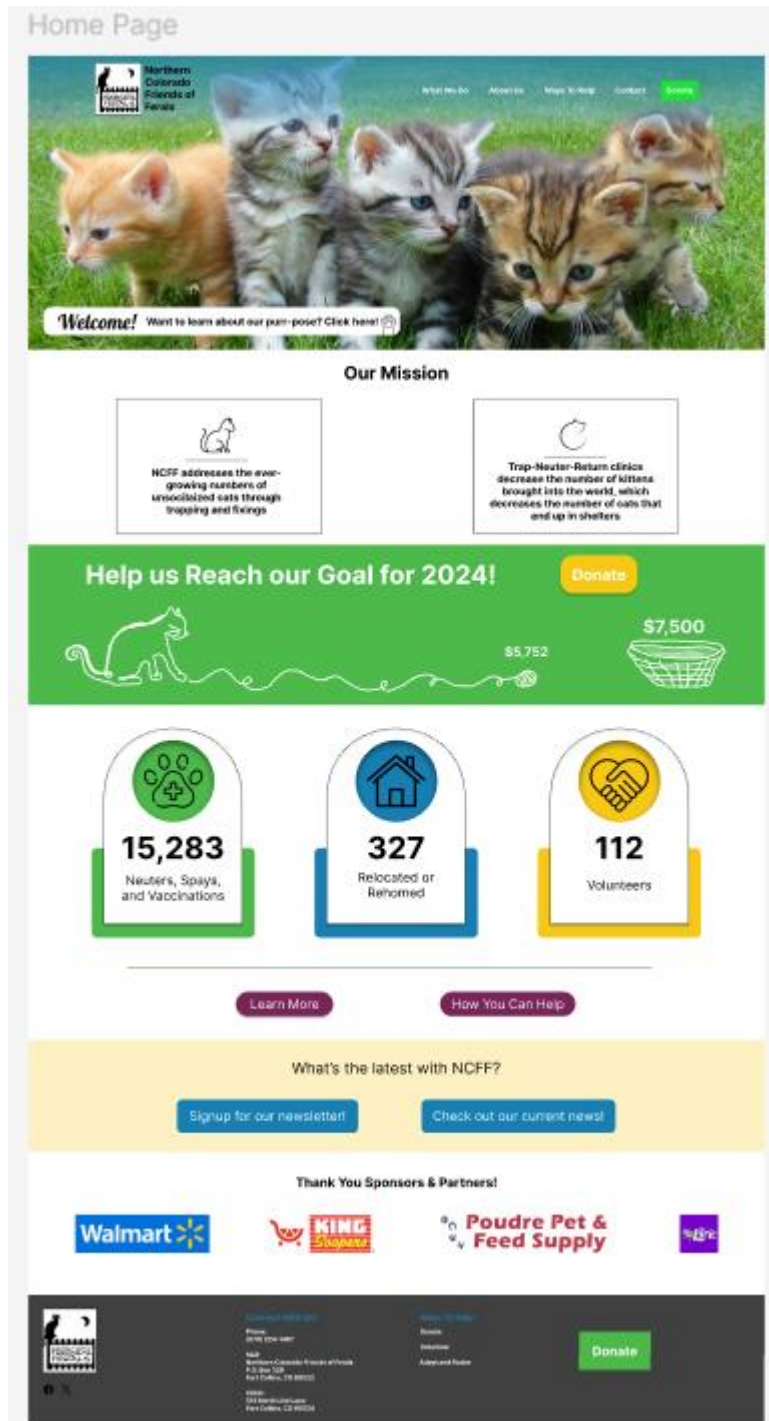
Disregarding the colors, do you prefer the plain background or the styled background?

19 responses




NCCF WEBSITE REDESIGN


Prototype Link: <https://www.figma.com/proto/UNEUhizryk7n6Fh8urh49v/NoCoFerals-Draft?node-id=0-1&t=LveXfQ5DAM9zr8ID-1>



What We Do



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Trapping ferals and getting them neutered is difficult logistically and financially for most people. Consequently, most cat colony caretakers simply feed these cats and allow them to reproduce. Unfortunately, they become a nuisance and an unaffordable expense. We provide the lowest cost spay/neuter services that we can to stay viable.


Trapping, neutering, vaccinating and returning cats to managed colonies is the only effective way to reduce colony numbers. It is far more cost effective to neuter than to kill these animals. This is the proverbial win-win solution for cats and humans alike. Our focus is on large colonies in rural areas.

Northern Colorado Friends of Ferals is based on the Alley Cat Allies methods of TNR. For details about this method, please see their website.


NCFE does not have a facility or a shelter so we are unable to provide a home for cats. When available, we can try to find adoption homes through Animal Rescue of the Rockies and Duncan's Place, space permitting.

We can spay/neuter cats only on clinic days by appointment. Relocating ferals is not recommended and not part of what NCFE does unless cats are in extreme peril.







A person can find the little guy who's hiding!



Here is the same cat 21 days after his catch, ready for adoption!



He's one of our heroes!



CONTACT US

Phone: 970.222.1997
Email: info@ncofferals.org
Address: Northern Colorado Friends of Ferals
210 West 1st St.
Fort Collins, CO 80502

Office:
2000 Riverside Drive
Fort Collins, CO 80502

Support Us

Donate
Volunteer
[Adopt a Pet](#)

[Donate](#)

About Us



What We Do About Us What's New Contact Us

Mission Statement

To reduce the number of homeless and stray cats through to Trap-Neuter-Return (TNR) clinics.

For each cat or kitten that we "fix," countless lives are saved by decreasing the number of kittens brought into the world and by reducing the numbers of cats that end up at shelters. We provide each cat or kitten his home with the vaccinations and medical care they may need to live healthy lives. The community benefits as much as the cats.

Our Story



Our Founders



Our Board Members

Cindy Frawley
Kristin Parsons
Tom Cochran

Laura Schaefer
Jan Link
Lauren Abrahamsen, DVM

Thank you for your support!

NCF is grateful to have many generous volunteers who give their time to help, work in our clinics as vet techs and caregivers, foster cats and kittens, do maintenance of laundry, clean traps, and do anything else that is needed. We are especially grateful for our vet partners, Drs. Lauren Abrahamsen, Sadee Richardson, Tam Webb, Amanda Payne, Ben Singh and Joseph Shueck. These veterinarians have altered thousands of cats. They are experts in their field of high volume, high quality spay/neuter.

Several clinics in Fort Collins, Loveland and Wellington have provided clinic space, medical supplies and veterinary help. Big thanks to Dr. Tam Webb, Dr. Jill Welch of Fossil Ridge Animal Clinic in Fort Collins, Dr. Laurel Kuciborsian and Blue Sky Animal Hospital. Without their generous help we could not have been able to do half the operations we have done since we began.

NCF is continually grateful to *Adopt Outlets of the Poudre* who fosters young kittens and strays and find homes for them. And, of course, NCF would not be possible without the help of our generous donors.

Thanks to you all, we are making a big difference!



Support Us Online

Phone

970-224-1447

Web

www.nccas.org

Address

1000 14th St

Fort Collins, CO 80521

Hours

Monday - Friday

10:00am - 4:00pm

What's New

Adoption

Adoption

Adoption

Donate

Ways To Help



Your donation makes a difference

Your gift will have a direct impact on improving the lives and health of our community's outdoor cats, ultimately reducing the numbers of homeless cats and decreasing the expense that is added to our outdoor feline care. As a result of our efforts and your support, we have also greatly increased the number of adoptions of neutered/spayed feral cats.

Donation Levels

- Kitten: \$10 a month - Provides vaccinations for one cat per month.
- Mouse: \$15 Level - Feeds a colony of cats for a month.
- Tabby: \$25 Level - Provides life-saving antibiotics for one wounded cat for a month.
- "PawPrint": \$50 Level - Spay/neuter and vaccinate one cat/kitten per month.
- "PawPrint": \$100 Level - Provide life-saving veterinary care to one sick or injured cat for a month.
- Turkey: \$200 Level - Spay/neuter and vaccinate five cat/kittens for a month.
- "PawPrint" \$500 Level - Spay/neuter and vaccinate ten cat/kittens for a month.
- "Scarecrow": \$1,500 Level - Covers the cost of one mini-TNR clinic (40 cats).
- "Bear": \$2,000 Level - Covers the cost of one large TNR clinic (175 cats).

*All amounts are minimum donations.

Donate

Volunteer



Trapping

Trappers are needed to go to colonies, set humane traps with bait, cover traps as soon as cats are trapped and transport them to our holding area to await surgery. Traps are always covered and traps are never left unattended.



Transporting

Volunteers with reasonably large vehicles are needed to transport cats to clinics and back to the neighborhood area. After recovery, cats need to be transported back to their colonies and released, on happy day!



Veterinary Technicians

Clinic care and at least monthly and veterinary technicians are needed to assist our veterinarians with anesthesia, surgical prep, surgery and recovery. Our ferals receive the same standard of care as any domestic, client-owned cat. They have been through enough in their lives already and deserve the best medical care we can afford to give them!



Fundraising, Social Media, Newsletter

These are areas that need development and we would welcome your creativity and time.



Foster Homes

Foster homes are often needed for under-socialized kittens and strays awaiting adoption homes. All fosters go through our partner Animal Services of the Rockies.

Other Ways to Help

Don't have time to give but want to help in other ways?

Consider giving from one of our [Work Lists on Amazon, Chewy, and Walmart](#).

Or donate below. And don't forget to sign up for [King Scoop's Community Rewards Program](#) to help cats every time you shop and fuel up at Kroger stores!

It's quick and easy to sign up, just follow the steps below:

1. Go to the [King Scoop's website](#).
2. Login to your account or make a new account (it's free).
3. Move over your name in the top right corner and click "My Account."
4. Once on your account page, click "Community Rewards" on the left hand side of the page.
5. Search for Northern Colorado Friends of Felines.
6. Click "Enroll".



Support Us Here

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