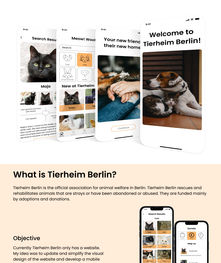


What is Tierheim Berlin?

Tierheim Berlin is the official association for animal welfare in Berlin. Tierheim Berlin rescues and rehabilitates animals that are strays or have been abandoned or abused. They are funded mainly by adoptions and donations.

Objective

Currently Tierheim Berlin only has a website.
My idea was to update and simplify the visual design of the website and develop a mobile app to make pet adoption and donation easier.

Empathise

User Research/Interviews

- identified potential users that are looking to adopt a pet

User 1 – Family wanting to adopt a cat
User 2 – User wanting to adopt a dog
User 3 – User wanting to donate money

- gather information on where and how potential users have been looking for a pet in the last three months

All said that online, from local shelters, social media or eBay Kleinanzeigen, then visiting animals in person where possible.

- asked potential users to look for pets on the current Tierheim Berlin website and provide feedback

All said the Tierheim Berlin website was dense with information and difficult to navigate.

- asked potential users what they would add or change to the current website to improve the experience

All said they have trust in Tierheim Berlin as an organisation, but a mobile app focused on adoption and donation would be a great addition.

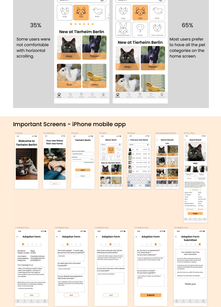
Define

User Flow

User Flow 1 – I need to be able to create an account and search for a pet
User Flow 2 – I need to be able to set up a monthly donation payment

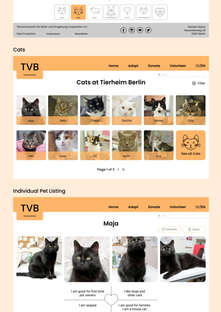
Ideate & Prototype

Low Fidelity Wireframes - Mobile app

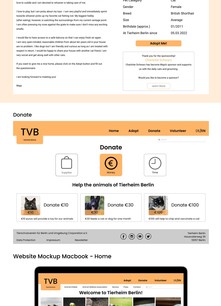


Mid Fidelity Wireframes - Mobile app

User Preference Test



Important Screens - iPhone mobile app



iPhone 13 Mockups

Website re-design

Home

Cats

Individual Pet Listing

Donate

Website Mockup Macbook - Home

Retrospective

What went well?

I enjoyed the re-design process.
By analysing the current website I learned what features are important to the shelter and what features can be improved.

What challenges did you have?

My design changed alot from my first wireframes to the final design, based on feedback from users.
It was a challenge to simplify the website into a mobile app but I feel like I have achieved the goal.