

Pibby Paw Org Website

During the span of the course, I focused on designing a cat adoption website based on a fictional advocacy group. People can search for cats within a city or zipcode, and can drill down to certain breeds or age. The website also contains resources that pertain to cat care, and the latest news and trends in the feline community.

Web Interface Patterns

1. Search: Search features are included on a couple of pages. Although not specified, I intend for this design to also use the autocomplete pattern.
2. Dropdown: I've used filters paired with the search function to help users narrow down their choices.
3. Radio buttons: I heeded your advice and used a radio button for users when choosing the sex of their cats.
4. Virtual scrolling (carousel): For the testimonies on the homepage, I used a carousel and dots to indicate the pages.
5. Pagination: Because of the sheer amount of cats that can populate on the search results page, I felt that having pagination would lessen the load time. It would also keep the footer accessible to users.
6. Overlay: When users click on a search result, a lightbox will appear. Users are then greeted with more information about the cat-- name, age, breed, sex, a short biography, and a CTA to adopt. I omitted the print button on this prompt because I felt that it should be included in the application process (which I did not intend to design for this project).
7. Input fields: Users can contact the agency on the FAQs page by entering in their information in the form.

Visual Design

I pursued a color palette of blue and orange; a pair of complementary colors. Orange is the primary color for this design because it is a tribute to my late orange tabby cat Pibby. The color is repeatedly used for buttons.

There is a lot of negative space in which I intended because I felt that it reduced clutter. By having enough padding between elements, the design is presented in a way that would not overwhelm users. The entire interface is meant to be playful and bold.