Website Redesign

Design Opportunity
This non-profit cat rescue’s website was difficult to navigate and looked like a Geocities fan page. Challenge accepted!

User Research
After stakeholder interviews, competitive analysis, and an online survey of 268 cat people, we developed 4 personas.

IA Restructure
We did a closed card sort with 15 participants, then used those insights to overhaul the information architecture.

High-Fidelity Prototype
After many iterations, we developed a beautiful interactive prototype in Axure. ACCA’s board loved it!

Implementation in Wordpress
Since ACCA already uses Wordpress, we adapted the prototype to a responsive Wordpress theme.

Usability Study
Eight participants ran through a scenario where they acted as each of the 4 personas.

Iteration in Wordpress
We incorporated findings from the usability study, then imported new content and conducted a content audit.

Website Debut
Now ACCA’s website is attractive and clearly organised, plus is easier for ACCA to update and maintain. Hooray!