Website Analysis

Fig. 1

Ana Markas

https://dognkittycity.org/

Audience & Purpose

The purpose of Dog & Kitty City is to allow the audience to search for local adoptable dogs and cats. Our mission is to provide a safe and healthy environment for abused and neglected animals and to educate our community on responsible pet ownership. Our website provides information on adoption, volunteer opportunities, foster programs, adoption stories, donations, and other adoption-related material. Dog & Kitty City fulfills the audiences need to search for a potential pet or volunteer/foster opportunity.

> *"Our mission is to provide a safe and healthy environment for abused and neglected animals and to educate our community on responsible pet ownership."*

Our intended interactors are:

- 21-65 years old
- Persons of all genders
- High school or college-educated
- Urban or suburban Dallas county residents
- Not specific to any ethnicity
- Animal lovers looking adopt, foster, volunteer or donate
- Lower- to middle-class
- Varying in their expertise, from novice to seasoned pet owner
- Compassionate

Whether it is to adopt, foster, volunteer, or donate, the Dog & Kitty City audience visits the website because they have the mindset to help our shelter's animals**.**

Writing Quality

In Dog & Kitty City, we use two writing voices for our content, direct voice, and fun and friendly. Direct voice is used when writing about our organization, explaining adoption or foster procedures/requirements, and news articles. Brian Carroll's *Writing & Editing for Digital Media* (2017, p. 100) describes direct voice as:

- Simple
- Matter-of-fact
- Personable
- Concise
- Easy-to-understand

Direct voice is effective here as this content is clear and not open to interpretation.

Our website uses fun and friendly voice in the descriptions of the adoptable animals. Fun and friendly voice is appropriate here as reading about the pets should be enjoyable and evoke feelings of warmth. This combination of direct and fun and friendly voice is effective for our intended audience since adopting a pet should be a fun and pleasant experience.

Writing tone and voice is consistent throughout our website. When we write about policies and procedures, we keep it direct. Descriptions about our four-legged friends, however, are written to be fun and friendly– just like their personalities.

Fig. 2, Fun description of adoptable dog

Visuals & Multimedia

We have images of all our adoptable pets as this allows the interactor to put a face with the name and description. The pet images are small and the interactor must click to enlarge the image, however, cannot zoom. Enlarged pictures with zoom capabilities would allow our website to be more interactive. We have videos of some of our adoptees on their profile pages. This lets the audience interact more-so with those profiles and we would like to have a video for all our adoptable pets.

Fig. 3, Profile of dog with video

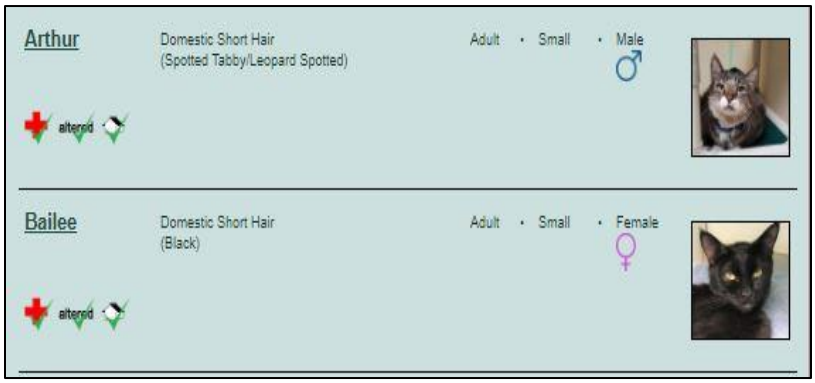

Figure 4, Small images of pets

Layout & Navigation

We know our audience is eager to meet their new best friend, so Dog & Kitty City make their search easier by "[providing] interactors with what they want in the fewest possible steps" (Carroll, 2017, p.103). The organization of content on our website is simple. Links to adoptable dogs and cats, fostering, volunteering, and donations are conveniently located in our main menu. Our handy filter and sort tool also allow the interactors to narrow down their search. On Dog & Kitty City, we want our adoptable friends to find their forever homes quickly and these features help the interactors find their new best friend.

Dog & Kitty City could benefit from a consistent theme on our website. The homepage and pet search pages are outdated and look different than the rest of the website, which is more modern. See Figure 5 and Figure 6. There are two menus on our homepage with the same links that make the website look crowded and repetitive.

Fig. 5, Dog & Kitty City Homepage

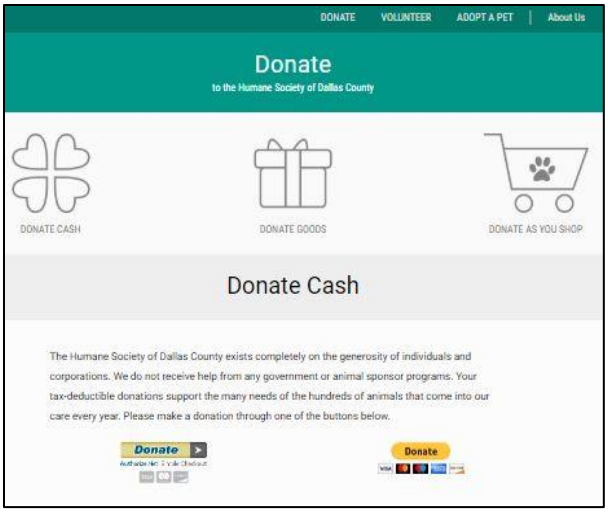

Fig. 6, Dog & Kitty City Donation Page

The inconsistent layout across our website is confusing and unprofessional. Our site lacks a sitemap and a footer on the homepage and pet search pages. A footer is present on all other pages, adding to the inconsistency of our layout. Footers are key in good navigation and this issue can potentially affect our search engine optimization. Our audience needs a website that is modern, uniform, and consistent throughout to avoid confusion. As Carroll states, “navigation should be immediately familiar and logical,” (p. 103), and having two different layouts feels like visiting two different websites.

Social Media Presence

We have an active social media presence on:

- Facebook
  - 12,374 followers
  - 916 check-ins
- Instagram
  - 2,908 followers
  - 1,336 posts
- Twitter
  - 984 followers

“Our goal is to… raise awareness about adoptions…”

Fig. 7, Facebook Cover Photo

Dog & Kitty City posts frequently about our adoptable animal friends and shelter news. Our goal is to reach our followers to raise awareness about adoptions at our shelter and this is an effective way to do so.

Competitors

There are two other shelters in the area with similar missions.

Operation Kindness

Similarities:

- Search tool for adoptable pets
- Filter tool for pet search
- Top navigation menu with important links
- Strong social media presence
    - Facebook
        - 93,231 followers
        - 9,512 check-ins
    - Instagram
        - 20.4k followers
        - 1,219 posts
    - Twitter
        - 4,954 followers

Figure 8, Operation Kindness Logo

Differences:

- Consistent, modern design of website
- No sort tool for pet search
- Footer on each page
- Large and clear images of pets
- Drop down navigation menu
- No side menu

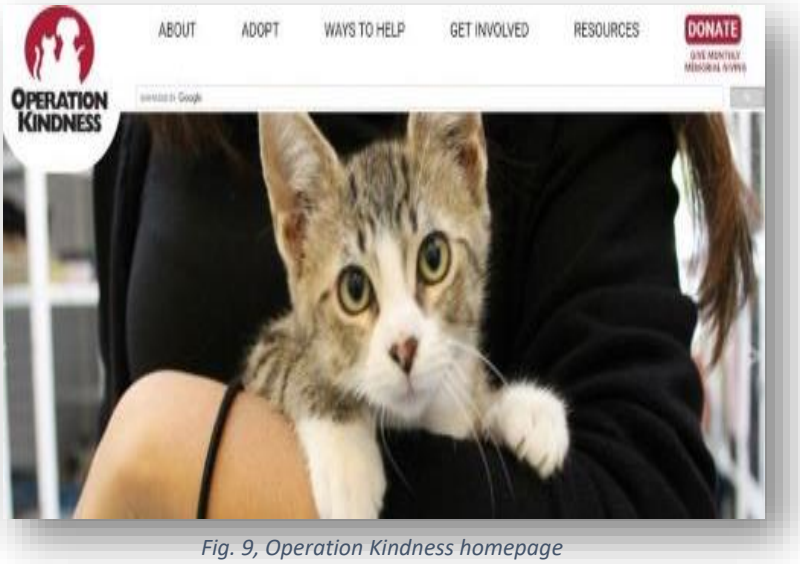

Fig. 9, Operation Kindness homepage

Second Chance SPCA

Similarities:

- Top navigation menu with important links
- Small animal images on adoption pages
- Social media presence
    - Facebook
        - 5,134 followers
        - 868 check-ins
    - Instagram
        - 1,518 followers
        - 1,146 posts

Figure 10, Second Chance SPCA Logo

Differences:

- Colorful homepage
- Drop down navigation menu
- Slide show of pictures on homepage
- No search tool for adoptable pets
- Clicking on an animal profile opens a new tab
- Footer on each page

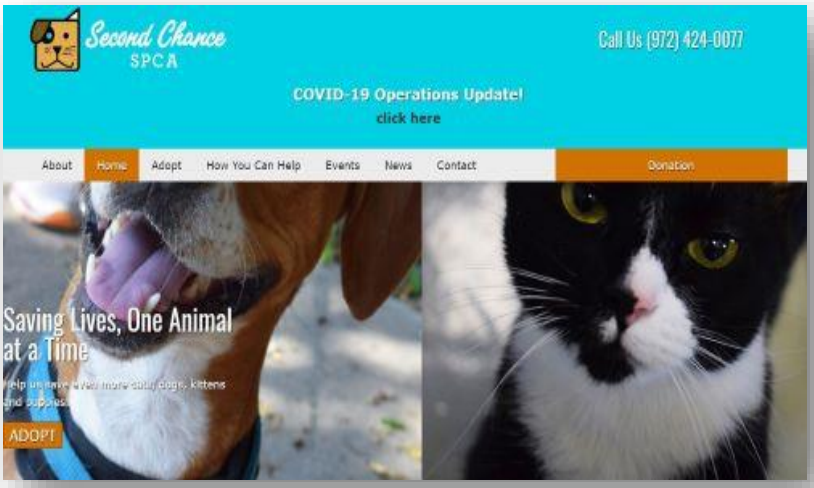

Fig. 11, Second Chance SPCA Homepage

Dog & Kitty City could benefit from integrating ideas from both our competitors. A modern, colorful design and layout could make our website more aesthetically pleasing. Adding a drop-down menu, footers on each page and larger animal images would allow our website to be more interactive. Our goal is to have a website that allows our audience to access information as effortlessly as possible.

Conclusion

On Dog & Kitty City, we reach our audience by using direct and fun and friendly voice. This combination of voice is effective for our audience because we are clear about our adoption requirements, fostering, and volunteer programs yet playful and enthusiastic when describing our adoptees' personalities. We can learn from our competitors to improve the layout and design of our website. The biggest issue we need to tackle is to make the website uniform. All pages should reflect the same style. Having two menus with the same links takes up real-estate on our website. Removing the side menu and updating the main navigation menu to include a drop-down menu would resolve this issue. Using larger images for our furry friends would create a better visual for our audience. As is, Dog & Kitty City serves our audiences' purpose to adopt a pet, however, these changes would help create a better overall experience for the interactor.

References

Carrol, B. (2017). *Writing & Editing for Digital Media* (3rd ed.). New York: Routledge

Fig. 1. Markas, A. (n.d.). *Dog & Kitty City Header Image* [Screenshot.] Retrieved from https://dognkittycity.org

Fig. 2. Markas, A. (n.d.). *Dog Profile* [Screenshot.] Retrieved from https://dognkittycity.org/pets/15517201-bobby.html

Fig. 3. Markas, A. (n.d.). *Cat Adoption Page* [Screenshot.] Retrieved from https://dognkittycity.org/adoptions/our-adoptable-cats.html

Fig. 4. Markas, A. (n.d.). *Dog Profile* [Screenshot.] Retrieved from https://dognkittycity.org/pets/15517201-bobby.html

Fig. 5. Markas, A. (n.d.). *Dog & Kitty City Homepage* [Screenshot.] Retrieved from https://dognkittycity.org/pets/15517201-bobby.html

Fig. 6. Markas, A. (n.d.). *Dog & Kitty City Donation Page* [Screenshot.] Retrieved from https://dognkittycity.org/2/donate.html

Fig. 7. Markas, A. (n.d.). *Dog & Kitty City Facebook Cover Photo* [Screenshot.] Retrieved from https://www.facebook.com/photo/?fbid=10158186183472440&set=a.10150712366267440

Fig. 8. Markas, A. (n.d.). *Operation Kindness Logo* [Screenshot.] Retrieved from https://www.operationkindness.org/

Fig. 9. Markas, A. (n.d.). *Operation Kindness Homepage* [Screenshot.] Retrieved from https://www.operationkindness.org/

Fig. 10. Markas, A. (n.d.). *Second Chance Spac Logo* [Screenshot.] Retrieved from https://secondchancespca.org/

Fig. 11. Markas, A. (n.d.). *Second Chance Spac Homepage* [Screenshot.] Retrieved from https://secondchancespca.org/

Addendum

Statement of Purpose:

The purpose of Dog & Kitty City is to allow the audience to search for local adoptable dogs and cats. Our website provides information on adoption, volunteer opportunities, foster programs, adoption stories, donations, and other adoption-related material. Dog & Kitty City fulfills the audiences need to search for a potential pet or volunteer/foster opportunity.

Interactor Analysis:

1. Age: The intended interactors are compassionate 21-65 year-olds. 21 is the legal age to adopt an animal from this shelter.
2. Gender: The target audience is persons of all genders.
3. Education: The target audience has at least a high school or college education.
4. Context: The target audience is from an urban or suburban area, as this is a shelter located in Dallas, a large developed city.
5. Cultural Perspective: The intended interactors are from or have moved to Dallas county. The intended interactors are animal lovers from diverse backgrounds who may be seeking to adopt, foster or volunteer.
6. Socio-Economic: The intended interactors are lower class and middle class.
7. Expertise: The target audience knowledge varies from novice to seasoned pet owner.
8. Attitudes: The target audience already has the attitude to help the shelter's animals, whether it is to adopt, foster, volunteer, or donate.

Trusted Writer Review:

1. Name: Ruhaab Markas
2. Date/Time: June 2, 2020 / 7:30pm
3. Email Address: rmarkas@gmail.com
4. Questions for the Tutor:

- Is my writing clear?
- Do I need more bulleted lists?
- Does the analysis make sense?
- Does the analysis flow well?
- Should I add more pull-out quotes?
- Are the images effective in displaying what is mentioned in the analysis?
- How can I conclude the competition section?

5. Reflection:

   The Trusted Writer who reviewed my analysis was my brother, Ruhaab. He does a lot of technical writing in his career and was exceptionally helpful for the review. Ruhaab suggested adding the number of followers for the social media section which helped provide more context for the analysis. Adding the competitor's social media followers also added another element to the comparison. One of my questions was if I needed more bulleted lists and he advised me to restructure my audience analysis into a bulleted list. This suggestion helped turn a large chunk of text into an easily readable audience analysis. He also mentioned to include more descriptive words when describing the layout of the website. The edits I made with his recommendations helped my analysis gain clarity and better flow. This review helped me to understand the importance of descriptive words in such an analysis and I will refer back to my notes from this review for future assignments