

project overview

problem:

Pets for Vets offers Veterans a chance to ease depression, loneliness, and anxiety through an emotional bond created between pets and humans. Although their website offers in-depth information, users may have a hard time finding where to start their application, how might we provide a straight-to-the-point approach to adopting a life-changing companion?

solution:

create a landing page that will give an overview of the application process and allow users to jump right into filling out their application.

long-term goal:

share non-medical or therapy-related resources for veterans after service, and aid in the transition back into civilian life efficiently and effortlessly.

stakeholders

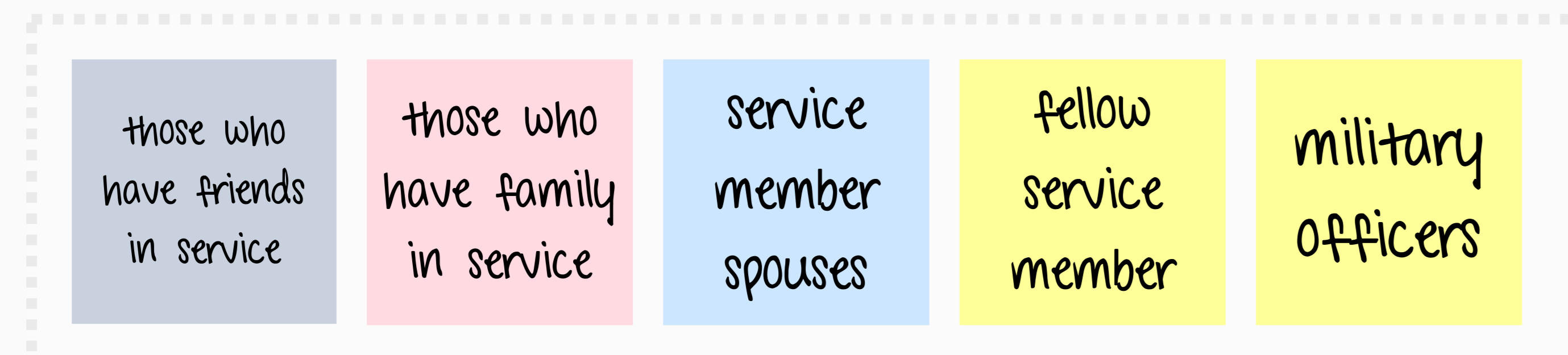
service members



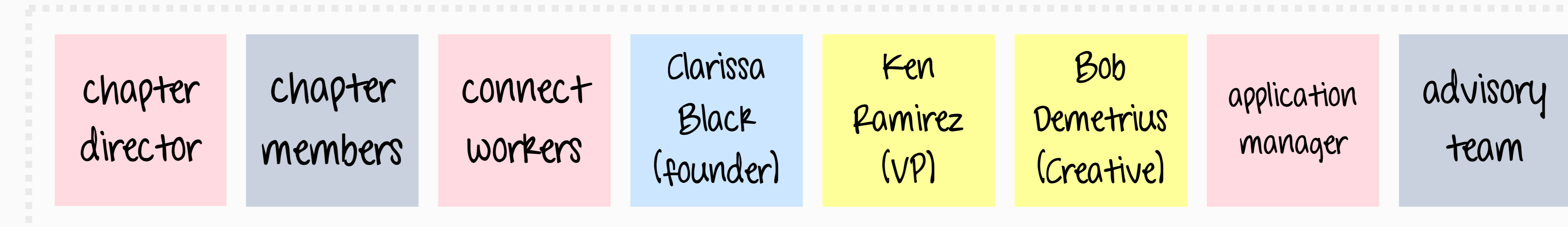
Key/legend:



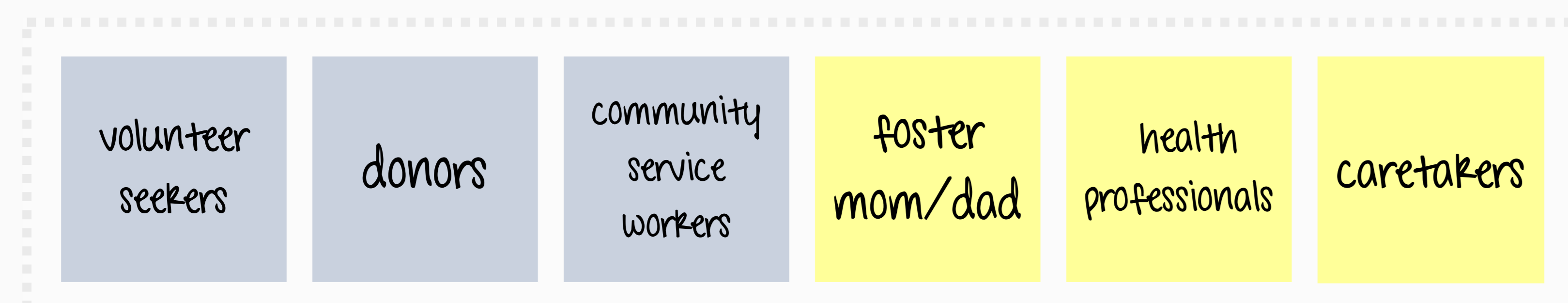
family members and friends



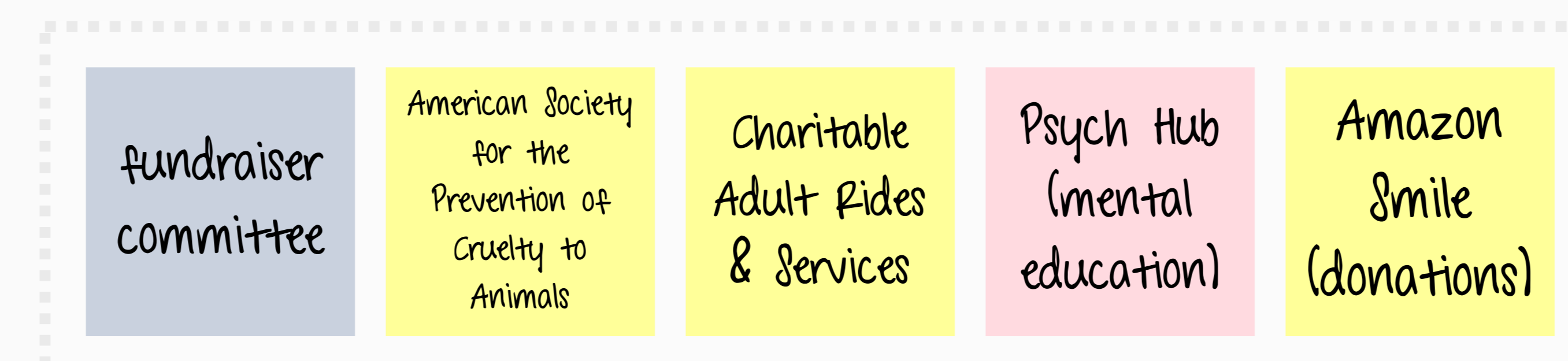
petsforvets team members



community members



third parties



animal workers



target audience groups

source 1 [Open link](#) source 2 [Open link](#)

age range

largest group: 45-65yrs
average age: 58yrs

gender

males and females
(females: 9.67% of veterans)
(males: 90.33% of veterans)

location

United States
(NY, ME, PA, DE, NJ, CT, DC, MD, NV, NC, GA, FL, ID, CO, OH, IL, WI, MN, IN)

race/ethnicity

white: 84.8%
black: 8.8%
other: 6.4%
spanish, hispanic, or latino: 4.5%

marital status

married: 74.9%
divorced: 11.4%
other: 13.7%

education

less than high school: 11.1%
high school graduate or GED: 29.9%
post high school or college: 58.8%

employment status

working: 54.9%
retired: 32%
(injured/disabled): 6.9%
other: 6.2%

interests

animals (owners and lovers)
connecting back with society
transition back to civilian life
mental health awareness

xtra

low-medium tech knowledge
financially stable (maintain pet)
small household size

target audience

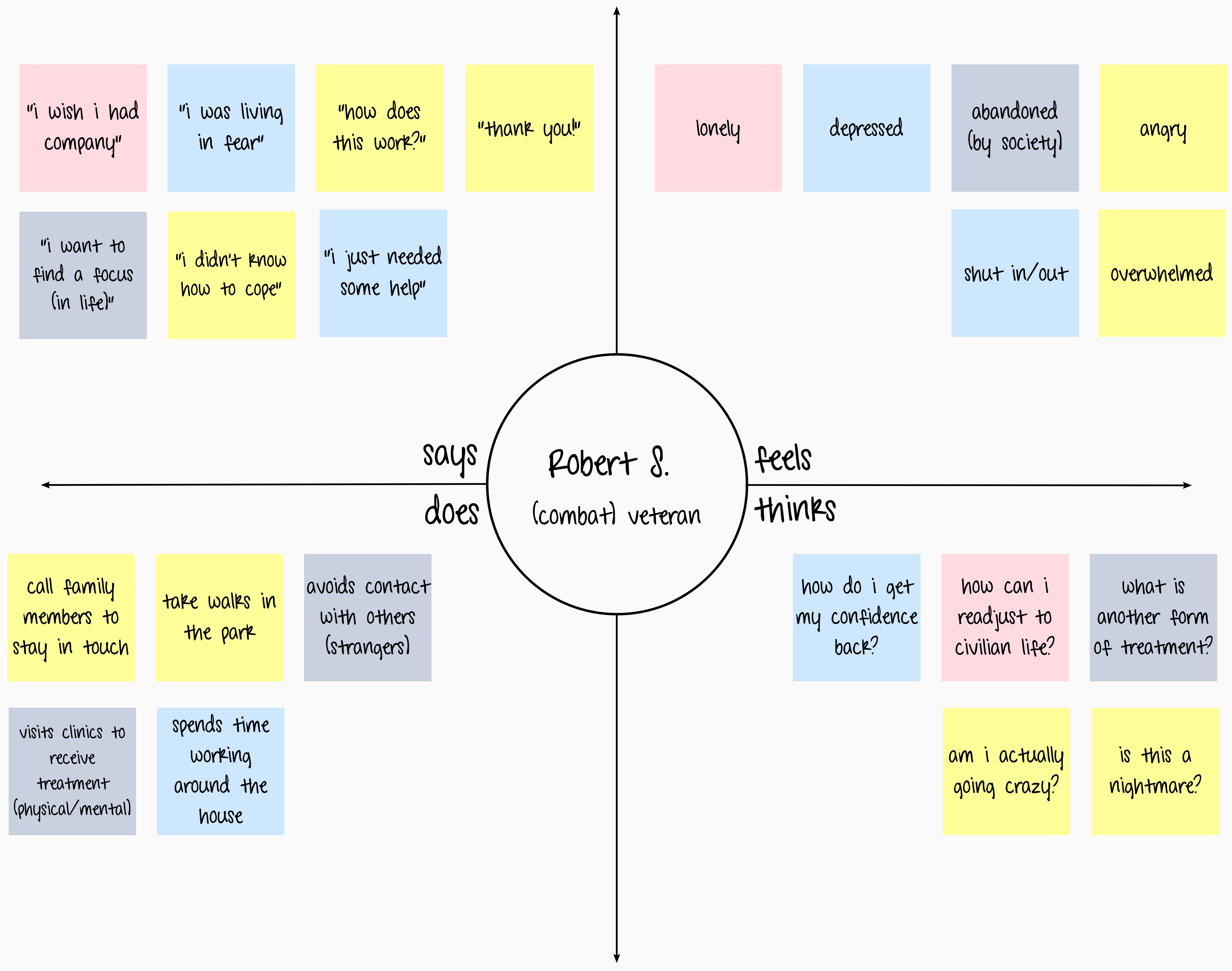
men and women between the ages of 45-65 years old.
retired veterans living in a state that has a vetsforpets chapter (United States).
all/any: race/ethnicity and education.

Veterans who consider themselves an animal lover that is looking to connect back with society and increase mental well-being.

empathy map

key/legend:

primary influence	secondary influence	tertiary influence
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storyboard

character: Robert Sullivan

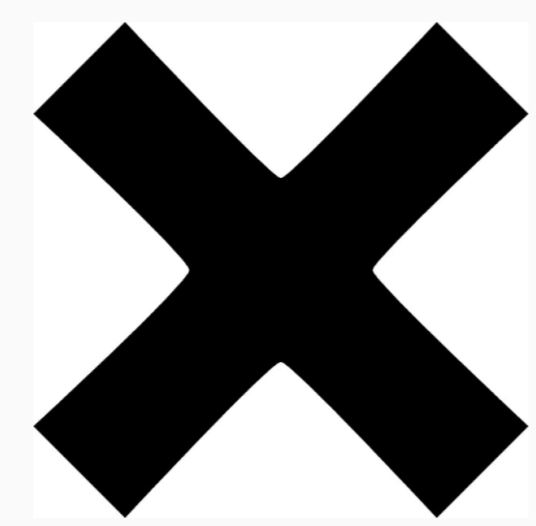
setting: home (office)

plot: looking for mental help resources

starts a google search about "mental health options for veterans"



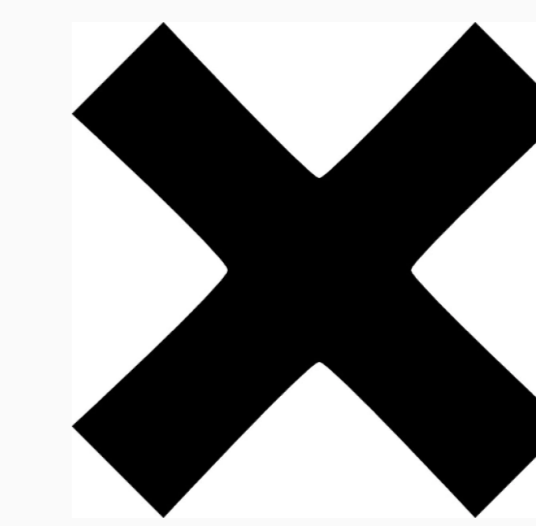
looks through the first page of results but is turned away by "social" approaches (therapy)



starts a new google search about service animals



looks through the first page of results but is turned away by heavy "social" contact (long application process)



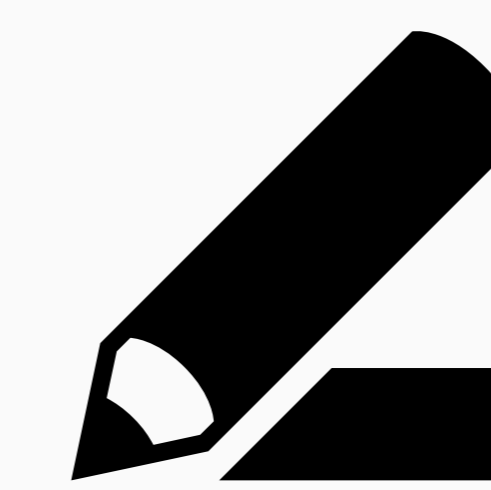
talks to his sister about other resources for veteran mental health



recommended to search for VetsforPets (local org)



takes notes on how their process works and their requirements/qualifications



looks into the application process and paperwork needed to apply



how might we

pov: Robert Sullivan has been looking online for mental health resources for veterans, but has yet to find a solution that fits his needs and lifestyle. After being recommended to look into Pets for Vets, he finds their program to be the best option for him.

challenge: provide a straightforward approach to adopting a life-changing companion.

HWM: show the importance of geographic location (pre-application)

HWM: encourage usability for an older audience

HWM: make the application process more rewarding (involvement)

HWM: ensure a safe and secure application process

HWM: limit excess and non-important information

HWM: use storytelling to build trust with users

HWM: better inform users on what the application process includes

HWM: spread awareness about PetsforVets

HWM: promote the importance of a "second chance"

HWM: emphasize the benefits of a Super Bond

Key/legend:

primary influence

secondary influence

tertiary influence

brainstorm solutions

HWM: show the importance of geographic location

ideas: list cities with a chapter, **ask for location**, or show a map with cities or states highlighted.

HWM: better inform users on what the application process includes

ideas: bulleted list of basic required information, **sample question(s)**, or brief overview of the process

HWM: encourage usability for an older audience

ideas: use a **simplified color palette**, bulleted lists of information blocks, and easy to read text (high contrast)

HWM: limit excess and non-important information

ideas: avoid repeating information, only list information related to the application, and **rely on images?**

HWM: ensure a safe and secure application process

ideas: secure website check, application security icons, or **personal information safety notice**

HWM: emphasize the benefits of a Super Bond

ideas: **use of testimonies**, bold/large text headers, and graphics or charts