

Humane Society

Thank you for taking the time to participate. My name is Rochell Hatfield, I am a User Experience designer conducting this survey to research the functionality of the web design for Humane Societies. The expected length of this interview/questionnaire can take from 15 minutes to 30 minutes. The responses I gather will contribute to a case study for my design portfolio. Please try to answer all the questions to your fullest extent as this will help me understand any main objectives. Thank you so much for your time!

1. What exactly do you do(what is your role)?

2. How long has your organization been operating?

3. What got you into this business?

4. What are your business objectives?

5. What worries you about the organization?

6. How many pets do you place per month?

7. How would you describe your adoption/rescue process? Are there different phases (i.e. initial paperwork, interviews, meet and greet, final paperwork)?

8. Approximately how long does (each phase of) the process take?

9. How do you tell the difference between a visitor and someone intending to adopt?

10. How many volunteers do you have?

11. What is the average time a volunteer stays with you?

12. What has been the main donation source for your organization (sponsorships, private individuals, etc)?

13. What types of visitors are most likely to adopt (married/single, old/young, high income/low income, etc)?

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