

# Il Paese dei Gatti redesign

Research findings: interviews and survey

## In-person interviews

### Questions

1. How old are you?
2. You are male / female.
3. What is your highest level of education?
4. Do you have a cat or did you ever own one?
  - a. If yes, why did you want a cat?
    - i. Where did you get your cat from?
    - ii. How did you find the breeder / shelter?
    - iii. What was important to know about the breeder / shelter, before adopting the cat? What makes a breeder or shelter reliable, in your opinion?
    - iv. What was important to know about the cat before adopting it?
  - b. If no, do you plan to adopt one?
    - i. If yes, why do you want a cat?
    - ii. Where would you get your cat?
    - iii. How are you trying to find a shelter / breeder?
    - iv. What would be important to know about the breeder / shelter, before adopting the cat? What makes a breeder or shelter reliable, in your opinion?
    - v. What what would you like to know about the cat before adopting it?
5. If you were to visit the website of a cat shelter, which elements would make the shelter look reliable?
6. What kind of features and contents should the website of a cat shelter have if you would like to adopt one of their cats?
7. Have you ever donated to an animal shelter?
  - a. If yes, how did you do it?
    - i. How did you know the shelter was reliable?
  - b. If no, would you like to do it one day?
    - i. If yes, how would you know that the shelter is reliable?

8. Have you ever volunteered for an animal shelter?
  - a. If yes, how did you choose this shelter and why?
  - b. If no, would you ever do it?
    - i. If yes, how would you know which shelter is right for you?

## Answers (synopsis)

Interviews were conducted either in German or Italian, depending on the interviewee's mother tongue. All **three participants** were **recruited among family members and co-workers**, considering only those **who had at least one cat, either in the present or in the past**.

### Interviewee #1 - Verena (25.01.2020)

- 70 years old and female.
- Highest level of education: apprenticeship.
- Had a cat, years ago, because she loves these animals.
- Had her cat from a client of hers, who would otherwise have euthanized it.
- Before adopting it, she visited the former owner at her home, in order to see whether the cat was healthy and treated well.
- For her, the website of a cat shelter would look reliable if the layout appeared professional and featured information about the location of the shelter, the management, its size, the team behind it, etc. Testimonials should also be included.
- If she would consider adopting a cat from a shelter, the website should include photos of the cat, its age, where it comes from and they should allow the prospective owner to visit the cat at the shelter. Prospective owners should also be free to choose the cat they want, in order to check whether there is a mutual feeling.
- Helped animal shelter with monetary donation and by bringing them cats. She chose these shelters of all because they were near where she lived.
- She never volunteered at an animal shelter. She would have done it when she was younger, but now not anymore.

### Interviewee #2 - Alfredo (26.01.2020)

- 74 years old and male.
- Highest level of education: apprenticeship.
- Had several cats when he was a child, because they loved and owned other animals as well (e.g. geese, peacocks, etc.).
- The first cat came from a friend of her mother's; the others were her cubs.
- For him it was important to verify whether the animals were treated well and with love, but otherwise he did not know anything about the cat before adopting it.

- For him, the website of a cat shelter would appear reliable if it would state that cats are only given to serious prospective owners and they should examine the prospective owners before the adoption. The website should also state that it is serious.
- If he were to adopt a cat from a shelter with a website, the latter should state that all animals are treated well, and not only the ones, who are there during their owners' holiday, and that everything is clean.
- Has already donated money to an animal shelter where he knew animals were treated well, since he saw it personally.
- He never volunteered at an animal shelter, but would like to do it. The shelter would be the right one if the owners would be kind and he would first want to visit it.

### Interviewee #3 - Sonia (28.01.2020)

- 53 years old and female.
- Highest level of education: dental nurse.
- Currently owns 2 female cats. There is no real reason why she owns cats. She has turtles, had a dog and fish... she loves animals in general.
- One cat comes from a woman living in Maggia, while the other was adopted to save her from abandonment. Therefore she did not know anything about the former owners of the cats or about the cats themselves, prior to adoption.
- The website of a cat shelter should include real, beautiful pictures of the cats and the shelter, in order to appear reliable.
- Such a website should be Swiss and the cats should be born in Switzerland as well, should she consider adopting one from a cat shelter with a website.
- She donated money to an animal protection institute, which she considered reliable as she knew it, since she adopted one of their dogs.
- She never volunteered for an animal shelter, but would do it for a shelter she knows well.

## Results

In general, the interviewees **loved all kinds of animals**. They adopted their cats from a **private person**, not from a shelter or breeder, and it was to save them from abandonment or euthanization. Most participants agreed that it was important to know that the **cats were healthy and treated well by the former owner**, before adopting them.

When it comes to the website of a cat shelter, summing up the findings, it should feature **beautiful photographs of its cats and its location**, as well as a **professional layout**. It should also **include information** about the shelter itself, about its management, size and team, etc. It should also present some **testimonials** and state that it does only targets serious prospective owners, who will also be examined prior to the adoption. The website should also present the shelter as being serious.

If they were to adopt a cat from the shelter, one respondent would only take a Swiss shelter with cats born in Switzerland into consideration. For another one, the website of the shelter should present information about the cat (e.g. age, photographs, and where it comes from). The shelter should also allow prospective owners to visit and to choose their cat freely according to mutual feeling. Another respondent would consider adopting a cat from a shelter if all animals there were treated well and not only those who are temporarily hosted during their owners' holidays.

None of them had ever been working as a volunteer at a shelter, but they would do so, either if they knew the shelter or had a chance to visit it and animals would be treated well.

## Survey

### The questionnaire

The questionnaire was created with Google Forms and it can be found here:

[https://docs.google.com/forms/d/e/1FAIpQLSe6j\\_oEEV\\_FBvtT-GN\\_imNMO\\_Y-Av3LhITF4TqwbqtLA-\\_JjA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSe6j_oEEV_FBvtT-GN_imNMO_Y-Av3LhITF4TqwbqtLA-_JjA/viewform?usp=sf_link)

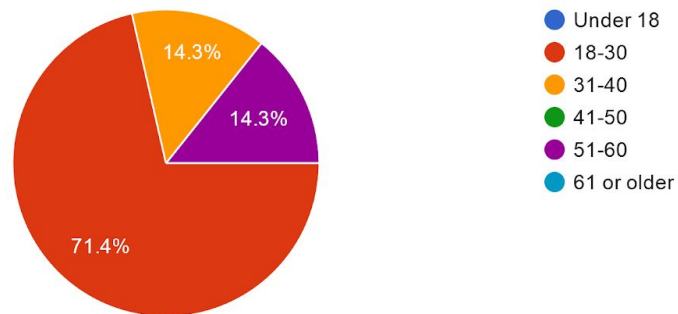
### Results

**Seven people**, recruited among the UX Academy students via Slack channel participated in the survey. All had to either have **at least one cat, be a prospective cat owner, have donated to shelter or volunteered at one.**

Most respondents were **between the ages of 18 and 30**, the rest were either between the ages of 31 and 40, or between the ages of 51 and 60. **All were female**, with their highest level of education being **University/College**, except for one, who had a Postgrad degree.

### How old are you?

7 responses



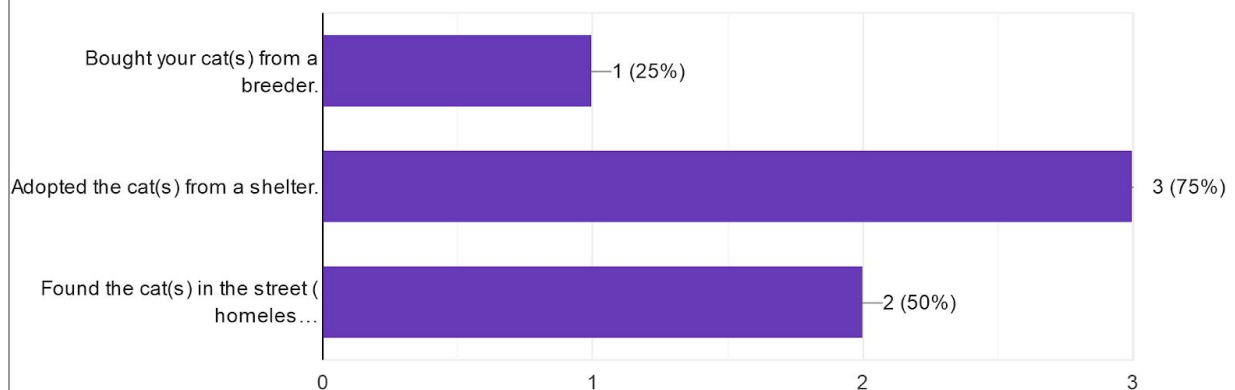
Most participants owned **at least one cat**. When it comes to the rest, one was a prospective cat owner, while the others did not want a cat, or could not have one.

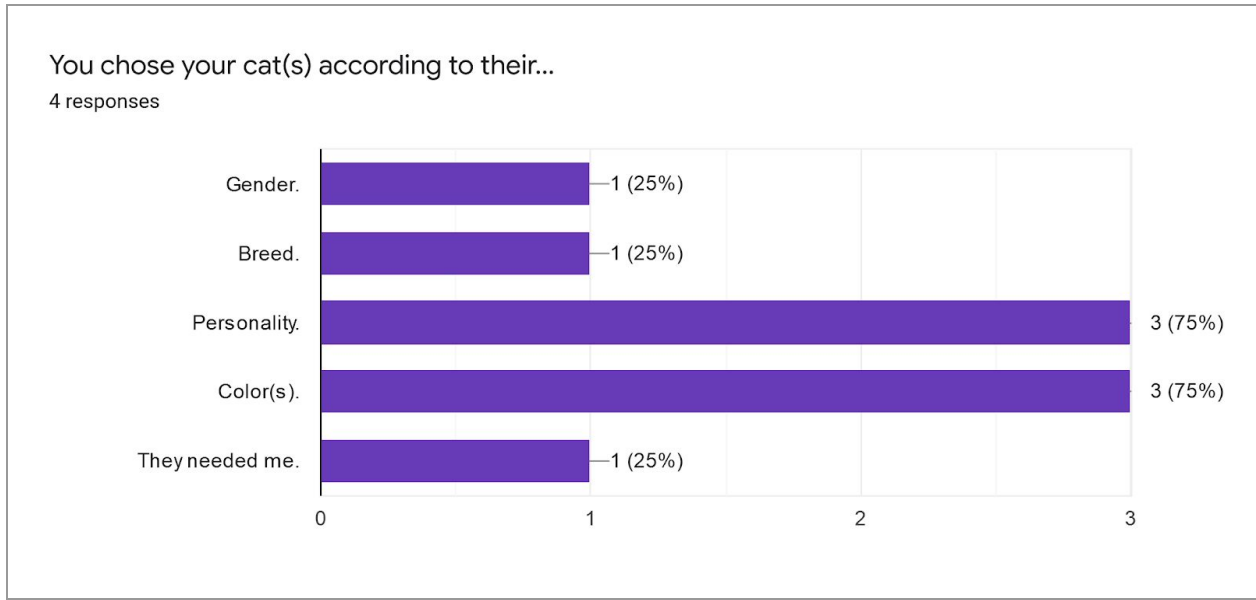
### Cat owners

Among the four cat owners, one had at least one cat from a breeder, while three **adopted their cat(s) from a shelter**, and two **found their cat(s) in the street**. The cats were generally chosen because of their **color and personality** (two participants each). Gender and breed were chosen by one participant, each. While one participant responded that the cats needed him/her.

### You...

4 responses





## Prospective cat owners

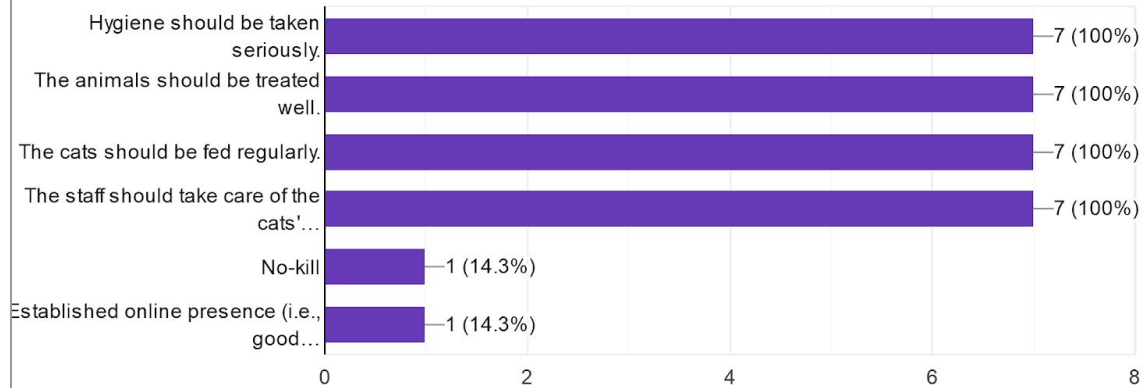
The only prospective cat owner would adopt a cat from a shelter according to gender and **personality**.

## Cat shelter questions

For all participants, if they considered getting a cat from a shelter, the latter would appear reliable if it took **hygiene** seriously, if it would **treat the animals well** and **feed them regularly**, and the staff would take the cats' **health** seriously. One participant responded "no-kill", which probably means that the animals should not be euthanized. Another one added that the shelter should have an established online presence.

If you did or would adopt your cat(s) from a shelter, what characteristics should the shelter have to be considered reliable?

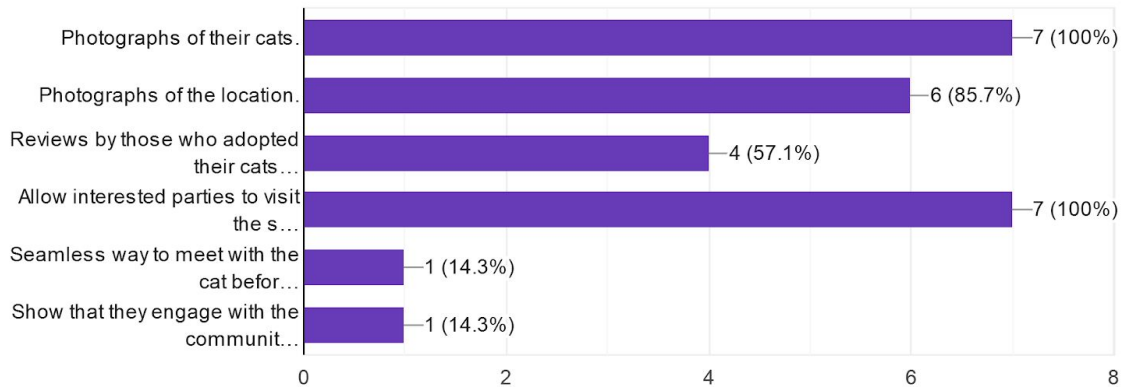
7 responses



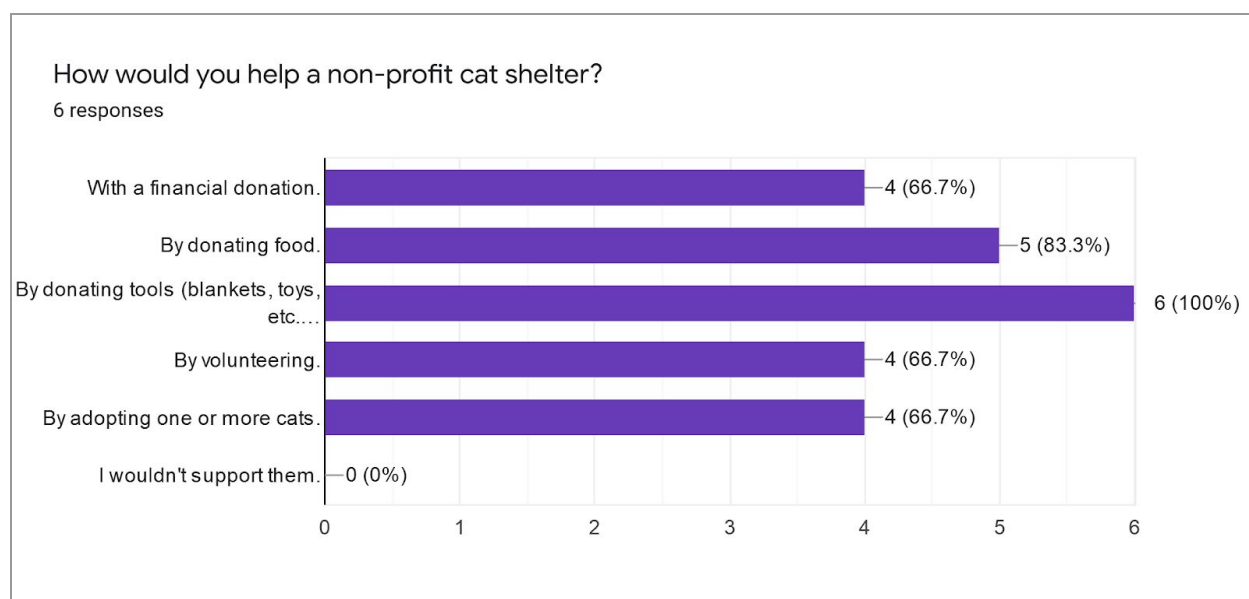
For all participants, a website featuring **photographs of the cats and allowing in-person visits** would make the shelter behind it appear reliable. The majority of the participants also considered the presence of photographs **of the location** (six participants) and **testimonials** by those who have adopted one of its cats to be a sign of reliability. One also added that a seamless way to meet the cat before the adoption would make the shelter reliable as well. Another custom answer was that the shelter should show that they engage with the community.

What should the website of the cat shelter feature in order to make the shelter appear reliable?

7 responses



When asked how they would support a non-profit cat shelter, six participants responded that they would **donate tools** (e.g. toys, blankets, etc.), five would do so by **donating food**, four by **donating money**, four by volunteering and again four by adopting one or more cats.



For one the shelter where they volunteer matches their own values and helps those who need it most. For another respondent, location and cleanliness would be essential if choosing a shelter over another. One would only volunteer at no-kills shelters.

## Global summary

### Trends

Most respondents, both from the in-person interviews and from the survey, owned or had owned a cat and they did not get their cat(s) from a breeder, but either **from a private person or a shelter or found them in the street**. The cats were especially adopted because of their **color and personality** (survey) or because they were **in need of a new home** (in-person interviews). Also the only prospective cat owner would choose the cat according to its personality (and gender). And, in general, the in-person interview participants had cats **because they loved all kinds of animals**.

For all those who participated in the survey, a shelter would be reliable if it would **take care of the cats' health, maintain a good hygiene and feed the cats regularly**, which seems logical. A trend among all participants (both from the interviews and the survey), is that the website of the shelter would make the latter look reliable if it featured **photographs of the location and cats, as well as testimonials, and if it would allow visitors**.



While the interview participants generally donated **money**, the survey ones would support a shelter especially with **tools** or by donating **food**, or even **by adopting a cat**.

## Comments

Since time for research was limited, I only had a chance to interview three people and only managed to gather responses from seven participants for the online survey (the goal was to find at least 10 participants for the survey). It would have been interesting to personally interview younger respondents for the interviews and to gather more answers in general for the survey.

Last updated: Jan 29, 2020.