

PetParent

A UX Case Study by Cathy, Naronie, Annie

PetParent

THE PROBLEM:

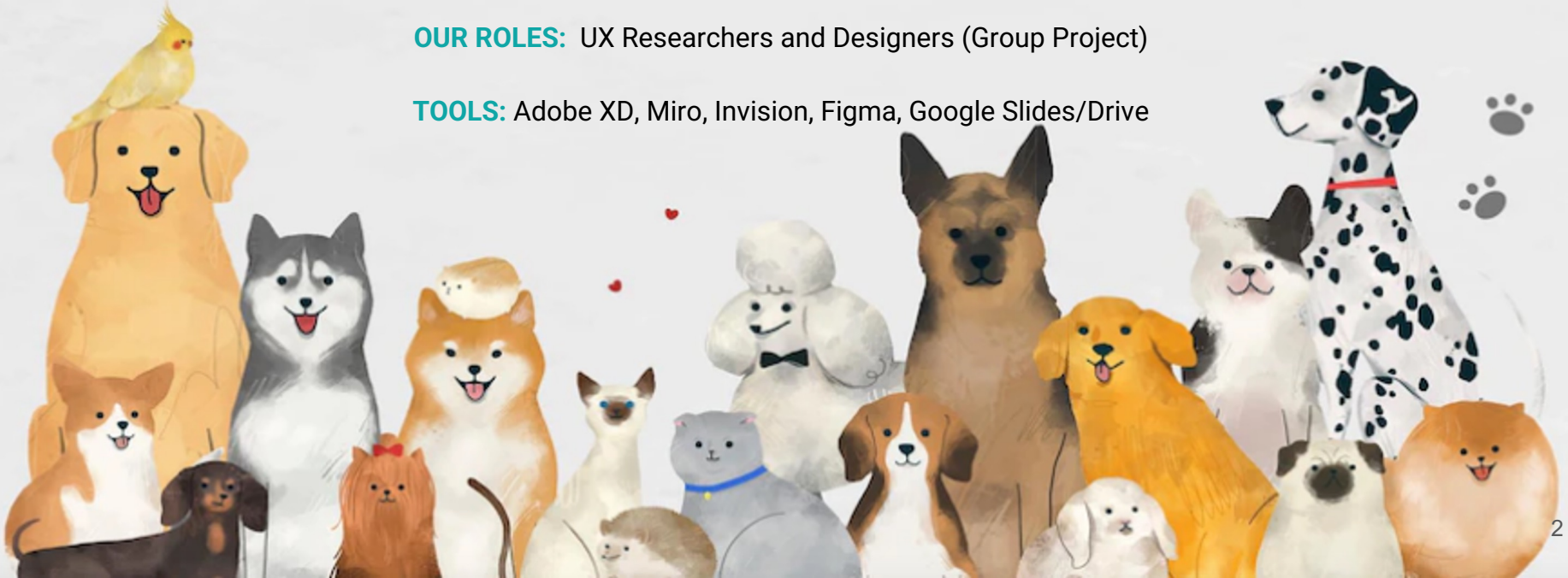
People have so much going on these days. From busy parents to professionals, jobs to kids, it is difficult to manage everything going on. One area that we believe people might be especially struggling is pet care and management.

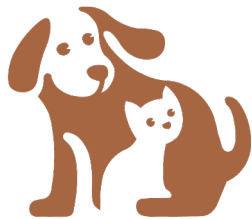
THE SOLUTION:

The PetParent App helps busy people take better care of their pets!

OUR ROLES: UX Researchers and Designers (Group Project)

TOOLS: Adobe XD, Miro, Invision, Figma, Google Slides/Drive





PetParent

MOBILE PROTOTYPE

By the end of this study, we plan to have a mobile prototype ready for testing.

GOAL

To build a mobile prototype complete with design elements for the app. Our goal is to help users parent their pets!

OUR ROLE & RESPONSIBILITIES

Cathy, Naramie and Annie will be the UX researchers designers for this app. We will begin by conducting user research and analysis. We will then clarify priorities and value for the PetParent app. Next, we will build app prototypes beginning with sketches, then greyscales wireframes, then a full color version. We will conclude by conducting user tests and analysis.

TIMELINE

2 weeks



Luna, Pet Parent Annie

PetParent Process

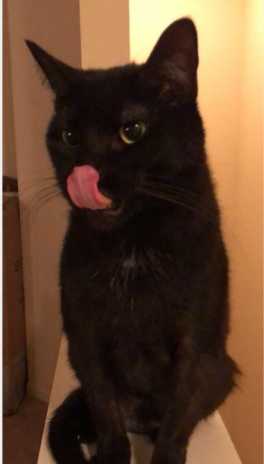
01. WHAT WE DID

02. THE PROCESS

03. USER RESEARCH

04. IDEATION

05. INTERACTIVE PROTOTYPE



Pet Parent Mike

In this research project, three of us collaborated as a team. We came up with an app idea and research plan, then conducted 5 interviews via Zoom. We then analyzed our research, conducted a competitor analysis, and made a user flow. Finally we made three prototype iterations: sketched wireframes, a greyscale mid-fidelity, and a beautiful color mid-fidelity version. User tests and analysis were conducted and we were able to improve our idea.

5

1-1 Interviews

5

User Tests

3

App Iterations

User Research



Proto Persona

Name:

Justin Wallace

Age: 40



Goals and Needs:

- Needs things to be simplified
- Needs help managing the needs of his pets
- Goal is to have care for his pets so they are happy and healthy
- Needs a resource for pet assistance at the last minute if he's in a bind

Behavioral Demographics:

- Busy professional and parent
- Lives in a suburb, but doesn't know all his neighbors
- Woodstock, Georgia
- Is married with young kids under 5
- Has a dog and a cat
- Teacher

Pain Points and Potential Solutions

Pain Points

- Time is not his own, too busy
- Forgetting to do things for his pets
 - Forgetting to get flea meds
 - Forgetting vaccines
 - Forgetting to refill meds
 - Forgetting to order food
- Need someone to pop in and check on a pet, take a walk, or take to the vet, pet sitting

Potential Solutions

- Reminder for appointments
- Reminder for food
- chat board or alert system
- Profiles for pets with all information stored in
- Community Connection

[View the Full Resolution Miro Board here](#)

Interview Plan

Goals:

- Discover how people currently manage their pet care
- Discover the pain points people have in trying to manage their pet care
- Discover what might help them to manage this

Research Questions:

1. How do people currently manage their pet care? (food, vet, attention/exercise, etc)
2. What are the pain points that people feel right now in trying to manage their pet care?
3. What would help people in managing their pet care?

Methodology:

We will use our interview plan and questions to interview 5 pet owners. We will also run a survey on social media to add to our research. We will then conduct analysis on our data by using an empathy map, affinity diagram, etc. The research phase will last for one week.

Participants:

Chad and Survey (Interviewed and Conducted by Naromie)

Charlie and Sheri (Interviewed by Cathy)

Robby and Haley (Interviewed by Annie)

Interview Bites

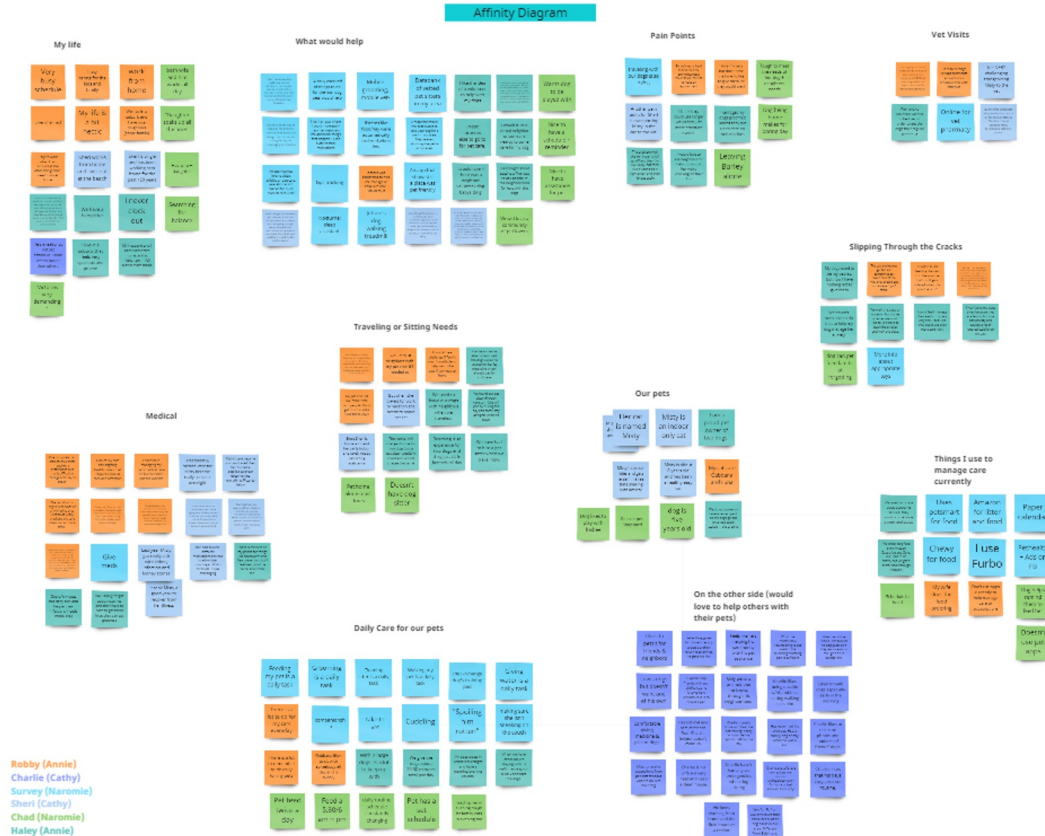
“I never clock out...” - Robby

“I would love to ask neighbors for help but would feel weird knocking on their door.” - Haley

“I wish I had an app that could keep track of whether or not my cats had been fed, or their litterbox cleaned, and that it could send notifications to my girlfriend if I’ve forgotten.” - Survey Quote



Affinity Diagram (Full)



Affinity Diagram Focused

My life



Pet Parent Mike



Slipping Through the Cracks



Pain Points



[View the Full resolution Miro Board here](#)

User Persona

Justin Wallace



"If I could wave a magic wand, I would have somebody who didn't cost very much who I trust who would come feed my cats, clean up after them, take them to the vet, make sure they had food and water."

"It would be nice to have all the pet info in one place. Like that tracks records and it'd be nice to have like it linked to vets. That way you could get your vaccine, and it's always in your app, you can just show the groomer or the boarding facility."

"I would love to have a databank of vetted pet sitters in my area."

"I need a simple way to keep all my pet info together and a reminder of things I need to do for caring for my pet/managing medication"

Demographics

Age: 40

Work: Teacher

Location: Woodstock, GA

Education: Major in Education and Minor in Computer Science

About

- Lives with his wife Sarah
- Rents a home in the suburbs
- Has a dog and a cat
- Has two kids under 5
- Very busy with job and family life
- Has social media accounts but doesn't use them much
- Smart but forgetful

Interests

- Coffee
- Animals
- Hiking/camping
- Learning
- Board Games
- Helping others
- Hanging out with family and friends
- BBQ
- Technology
- Podcasts

Hardworking

Scholar

Busy

Caring

Goals

- To better manage my busy life
- To enjoy my family and pets
- To have happy, healthy pets
- To not always feel like I am forgetting something for my pets

Frustrations

- Trying to keep up with pet supplies
- Personalized pet care can be expensive
- Would love to ask neighbors or others for help but don't have time to reach out, or it feels awkward
- Don't know how to keep track of my pet care
- It is stressful trying to manage medical care for my pets

What I want

- A databank of trusted and vetted pet sitters in my area
- An app that helps me track my pet care
- A way to remember everything I need to do for my pet
- Help managing my pets
- To show my pets I love them!
- A more simplified and automated way to care for my pets

Social/Apps/Brands



The Logician

INTPs form three percent of the population, they're fairly rare and like it that way. INTPs don't want to be common. They take pride in their inventiveness and creativity, unique perspectives and strong intellect. They're the personality type most likely to make scientific discoveries.

INTP

miro

[View the Full Resolution Persona in Miro](#)

Definition & Ideation



User Insight

Justin needs a way to balance taking care of his children and his pet because he's realized he's forgetting his pet's needs.



Gabbana, Pet Parent Annie

During user interviews, we discovered that people are struggling with pet care management due to having many other responsibilities (such as family, work, etc.) and we could build an app that helps track everything they need to remember, share that with a pet co-parent, and connect them with animal lovers who want to help in their community.

Problem Statement

People have so much going on these days. From busy parents to professionals, jobs to kids, it is difficult to manage everything going on. One area that we believe people might be especially struggling is pet care and management.

How might we help busy pet owners track their pet responsibilities and connect with those who might lend a hand?



Ralphie, Pet Parent Cathy

Ideation



Pet Parent Alex

I Like

provides resources to take care of pets	I like that the app is user friendly	Adheres to all types of pets
I like that the app helps me track my pets	I like having a more simplified process for pet care	I like that the app has a feature to connect me with volunteers
I like that the app keeps all of my pet information in one place	I like that I can share this with my partner or pet sitter	I like that I can find people who want to help me walk my dog and petsit
I like that the app helps me keep track of medical issues for my pet	I like that I can track my pet's food intake & medicine	I like that I can find support from other users with my pet's illness
I like that the app feels personal to my pets	I like that the app keeps track of the food I use for my pets	I like that the app helps me care for my pets better!
I like having help with my pet care	I like that the app looks good	I like I can track my pet's daily health/activity while I'm treating pet's illness
	The app offers dark mode	

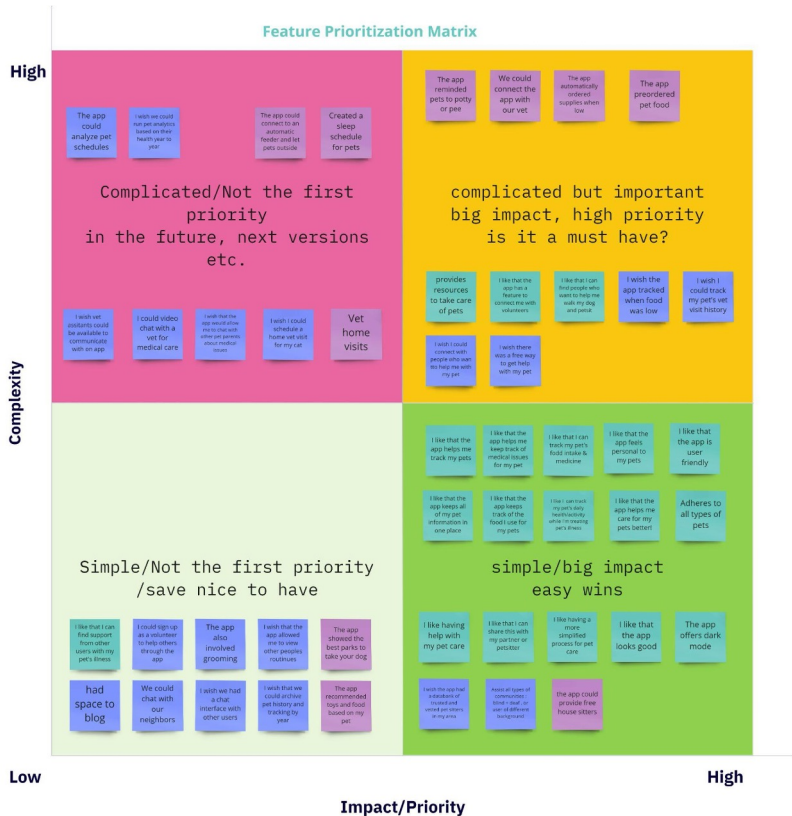
I Wish

I wish that the app would allow me to chat with other pet parents about medical issues	Assist all types of communities - blind + deaf, or user of different background	I wish the app had a databank of trusted and vetted pet sitters in my area
I wish the app tracked when food was low	I wish that the app allowed me to view other peoples routines	I wish there was a free way to get help with my pet
I could video chat with a vet for medical care	We could chat with our neighbors	I could sign up as a volunteer to help others through the app
I wish I could track my pet's vet visit history	I wish we had a chat interface with other users	I wish vet assistants could be available to communicate with on app
I wish I could schedule a home vet visit for my cat	I wish I could connect with people who want to help me with my pet	had space to blog
The app also involved grooming	The app could analyze pet schedules	I wish we could run pet analytics based on their health year to year
I wish that we could archive pet history and tracking by year		

What if?

The app preordered pet food	Vet home visits
the app could provide free house sitters	We could connect the app with our vet
The app reminded pets to potty or pee	Created a sleep schedule for pets
The app could connect to an automatic feeder and let pets outside	The app showed the best parks to take your dog
The app recommended toys and food based on my pet	The app automatically ordered supplies when low

Feature Prioritization Matrix



Most important/Must Do:

- Make a simple, modern app design
- Allow users to track pet schedules and activities (such as feeding, grooming, walking, vet visits, medication)
- Allow users to share schedules and events with a fellow caregiver
- Allow users to connect with community members who may be able to volunteer help

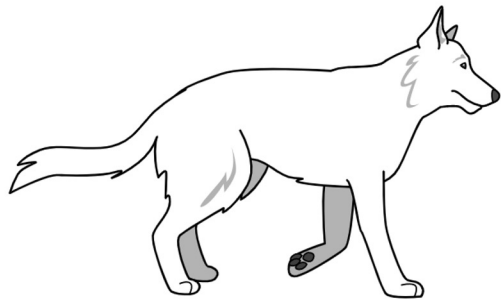
PetParent: We Help You Parent Your Pet



Your Pet, Your Schedule, Managed.

PetParent helps you manage the care of your best furry (or scaly, feathery, or slimey) friends! We allow you to add all of your pet care events in one place and share those with a fellow caregiver. We also offer a connection point so that you can find care within your own community when you need an extra hand. Before you can say “Fetch”, you have your pet’s care under control!

Storyboard



1. Justin is a busy parent and owns a dog named Snowy



Justin and his wife Sarah have a toddler and a young baby. They have a dog named Snowy who was their "baby" before having kids. The whole family loves Snowy.

2. Justin is having a hard time keeping up with all of Snowy's care



Justin and his wife both work full time as well as care for their children and Snowy. Between work and the kids, they have had a hard time managing everything they need in order to care for Snowy. There is food to order, vet visits to schedule, walking, taking her out, playing, etc.

3. Justin is missing aspects of Snowy's care



Justin isn't able to spend the time he would like to with Snowy. On occasion, they have arrived home late and missed being able to take her on her walk. They have also run out of her food a few times, as they must keep track of ordering it. Snowy is also home alone for most of the day.

4. Justin hears about PetParent from a friend and downloads it



One of Justin and Sarah's friends shares an app called PetParent with them. They download it, register for accounts, and begin inputting Snowy's information (such as food, vet/medical, walking schedules.)

5. Justin and his wife begin to track Snowy's care together with PetParent



Justin and Sarah are able to track Snowy's information and schedule through the app. They are able to share information with one another so they can easily see if she has been let out, walked, fed, etc. They can also better manage her vet care and supply ordering. When they need to, they can reach out via PetParent to have a volunteer come and visit/walk Snowy.

6. Justin and Snowy are happier and more organized with her care!



Justin's family is much happier knowing that all of Snowy's information is in one place, and they have a way to track and manage it. They also are able to easily reach out for help when they need it. They no longer feel that they are missing things that Snowy needs.


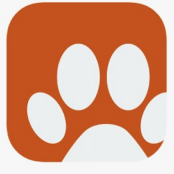
[View the Full Resolution Storyboard in Miro](#)

Prototyping



Competitor Analysis



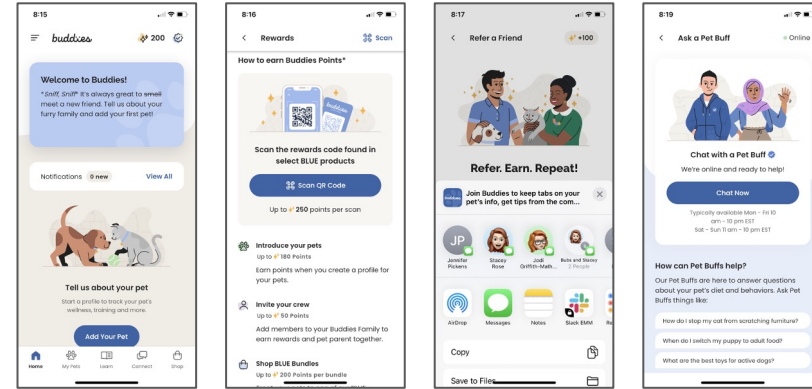
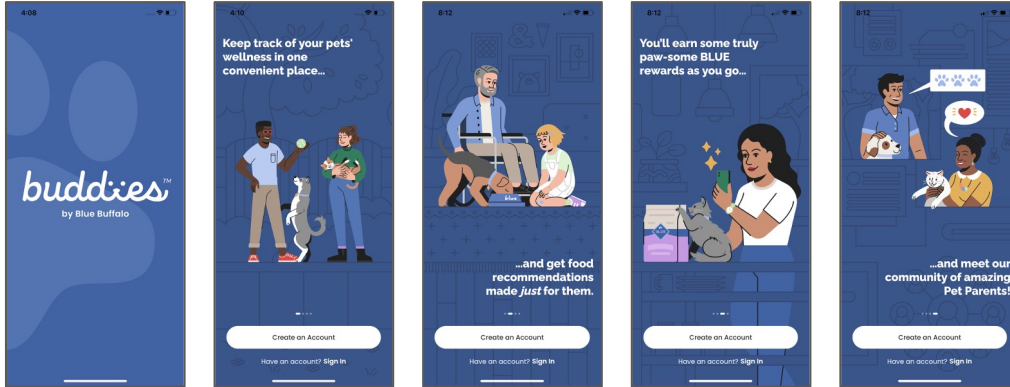
Feature		 PetFetch
Account/Profile	✓	✓
Pet Profile	✓	✓
Articles & Information	✓	✗
Notifications	✓	✓
Points/Rewards Plan	✓	✗
Ask/Chat with an Expert/Pet-Buff	✓	✗
Share/Refer a Friend	✓	✗
Connect w/Users	✓	✗
Search Function	✓	✗
Shop for Pet Food off-boarding	✓	✓

[View the Google Sheet .](#)

[View the Screenshots/Annotation](#)

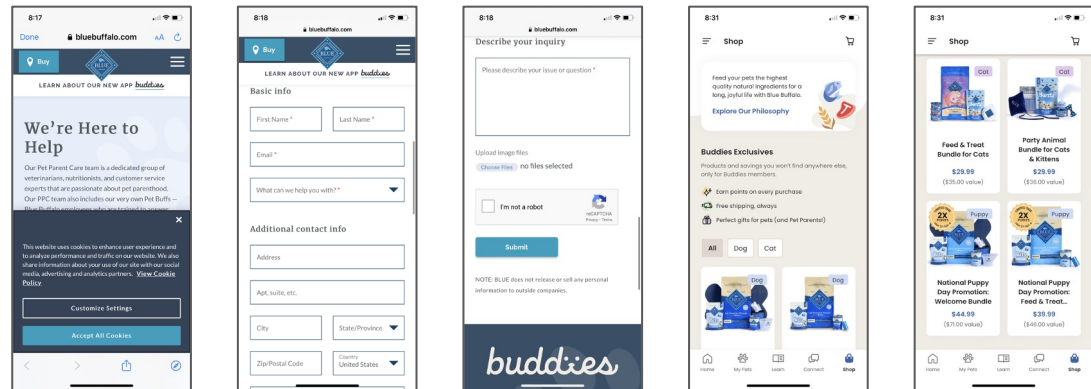
Competitor Analysis (Buddies App.)

The primary blue color is on-brand with parent company Blue Buffalo pet food.



Engaging & informative Splash screens that clearly explains the purpose of the app.

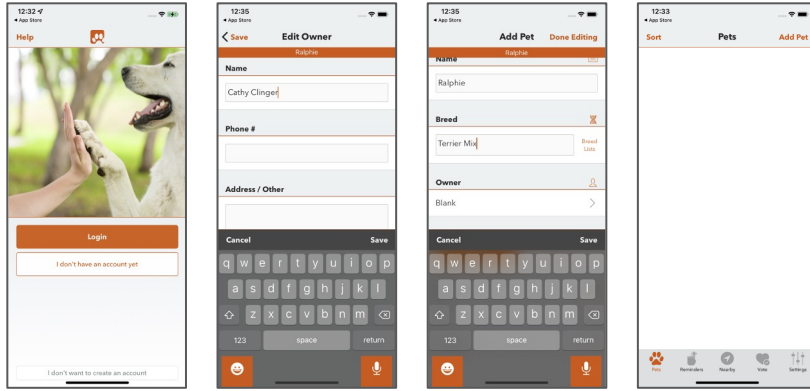
Sign-up is a co-branded buddies & Blue Buffalo Pet Food onboarding interface where you're then directed to the Sales portion of the app encouraging user to buy pet food



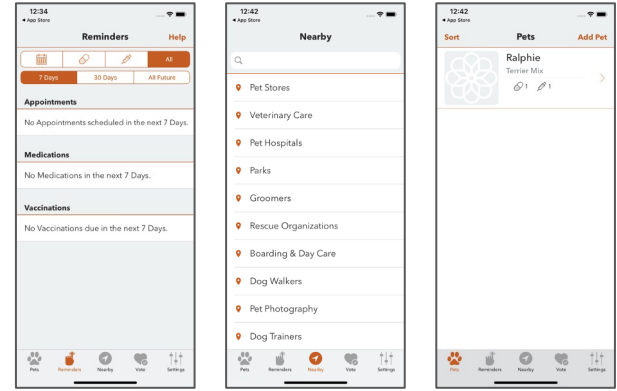
Competitor Analysis (PetFetch App.)

App does not pre-load with instructional splash screens which was a letdown and confusing.

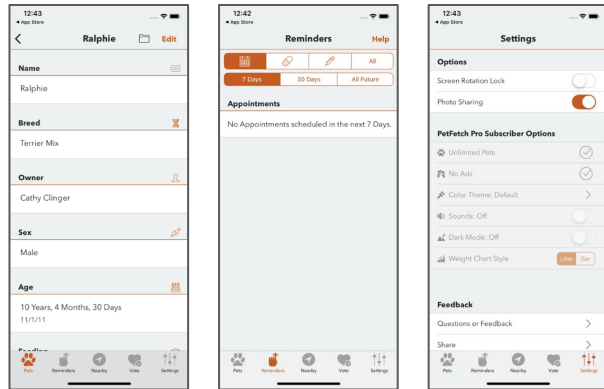
Streamlined minimalist design. Few images...lacks warmth.



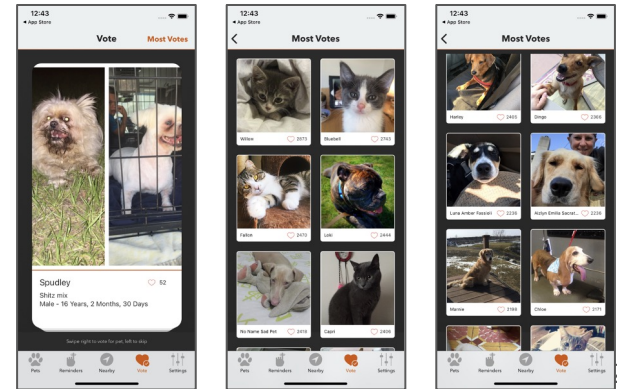
After sign-up user is directed to blank home screen/dashboard.



Add Your Pet profile is engaging and personalizes the use of buddies.

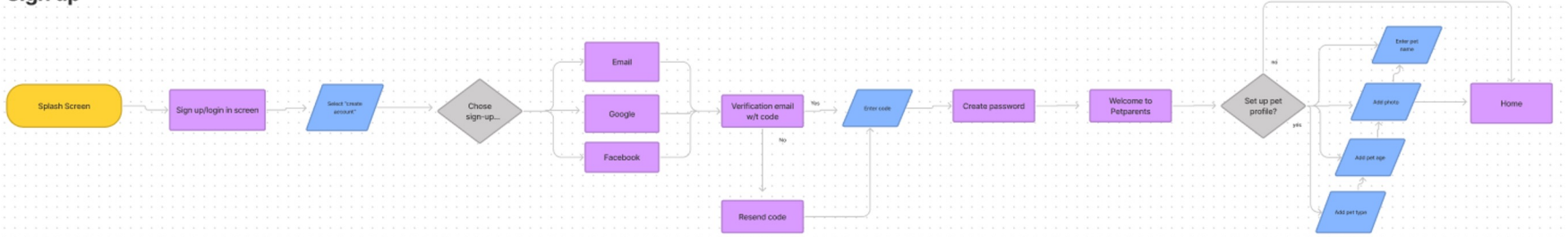


The only photos of pets was in the "Vote" portion of the app.

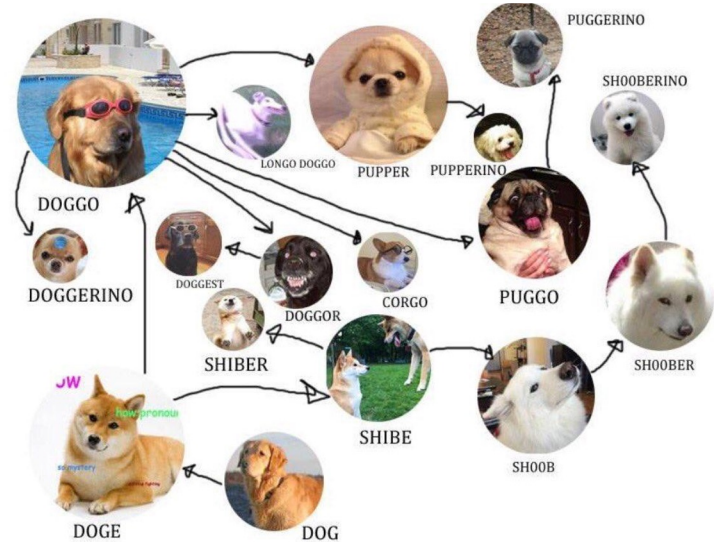
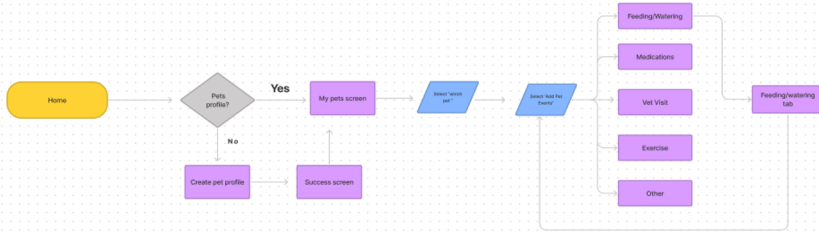


User Flow

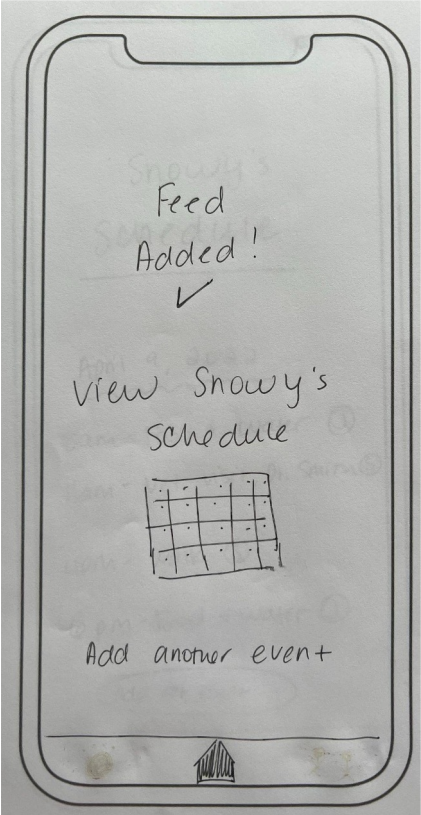
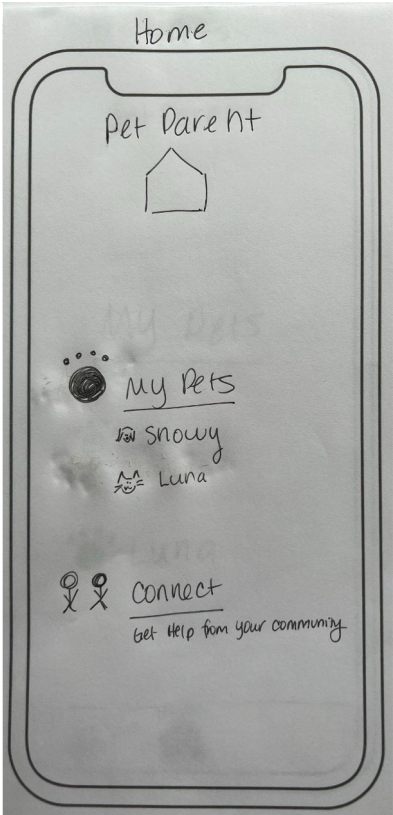
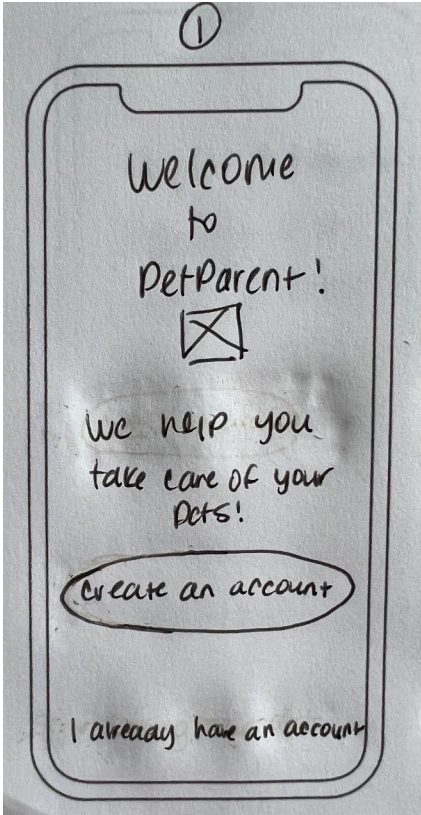
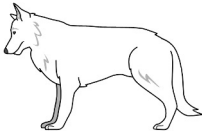
Sign up



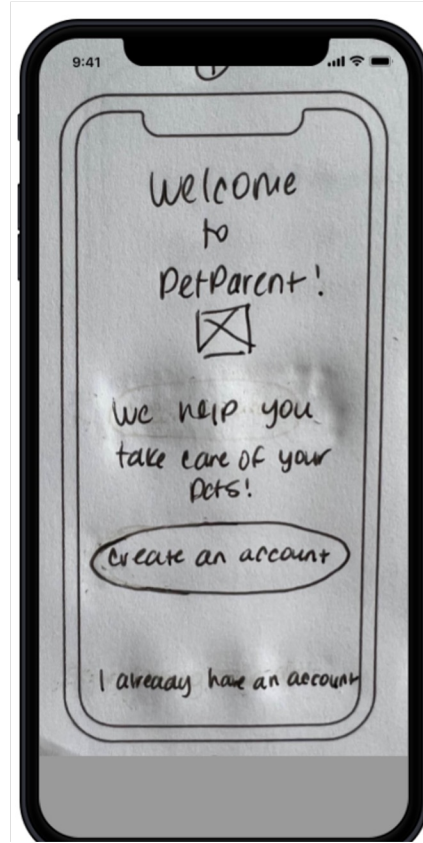
Management Feature User Flow



Sketches

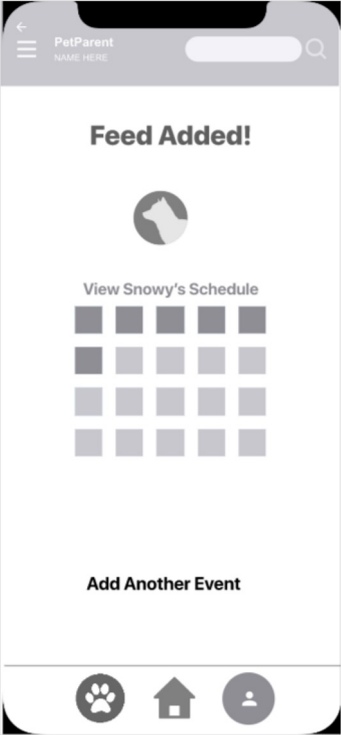
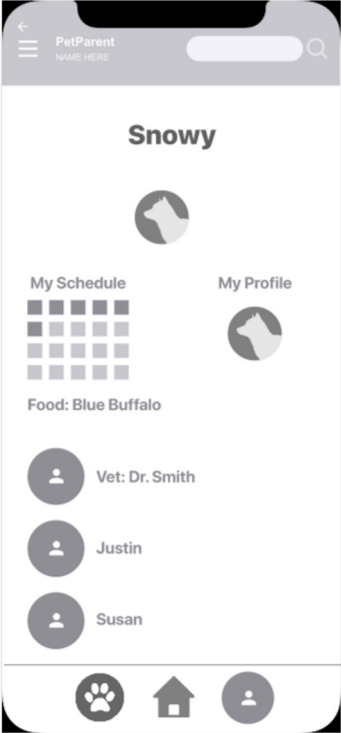
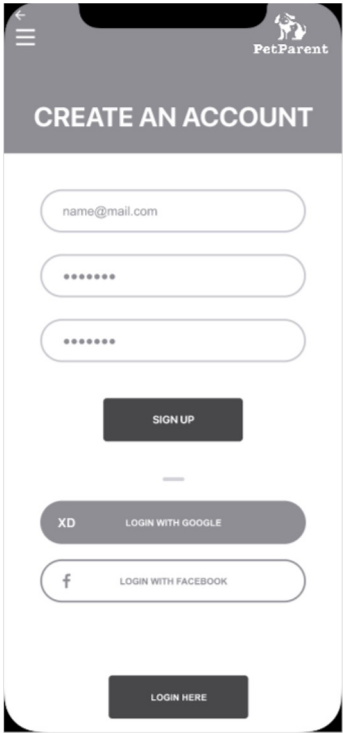
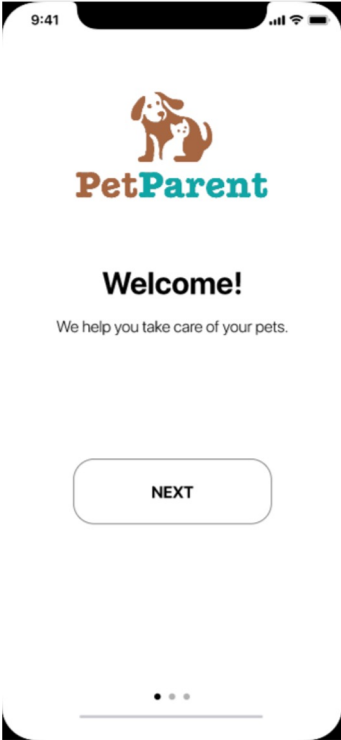


InVision Prototype



[View the Sketched Wireframe Prototype](#)

Greyscale Digital Wireframes & Prototype



[View the First Iteration Wireframes and click through the Prototype in Adobe XD](#)

Testing and Iteration



Testing Plan & Script

Objective:

To identify any pain points with the onboarding process for PetParent and ascertain if users are then able to begin to add events to their pet's schedule.

Scenario:

Imagine you are a busy parent who needs help managing the care of your dog, Snowy. You download the PetParent app and begin to set up your profile. You complete signing up with your e-mail, set up a basic profile for Snowy, choose to share with your partner, and begin adding feedings to her schedule.

[Check out the Full Plan and Script Here](#)

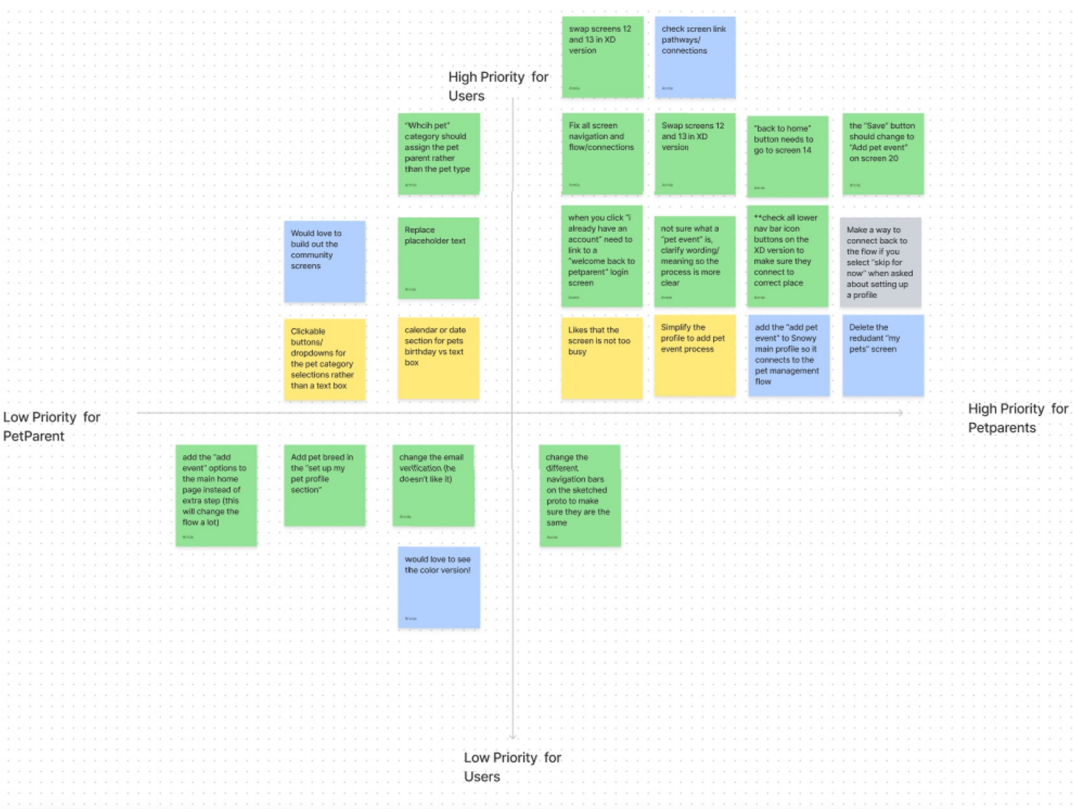


User Testing Analysis



survivingtheworld.net

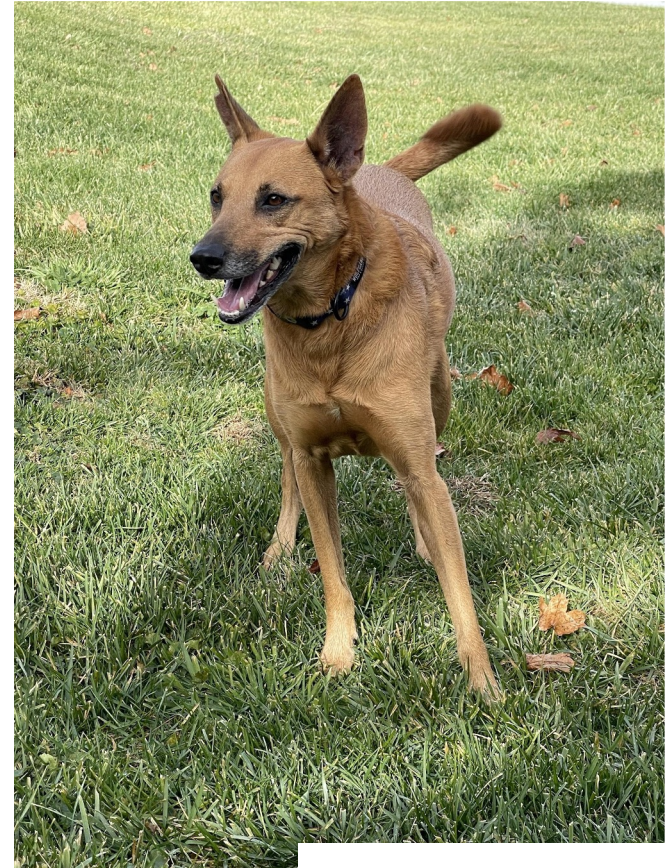
File under: Correlations, Dogs



[View the Full Resolution Board in Figma](#)

Key Learnings from User Testing

- Check all button functionality and ensure the bottom navigation bar is wired correctly
- Think about the wording for the “Add Pet Event” as it is not perfectly clear what it means
- Add in the Connect/Community flow section to the digital prototype if there is time
- Users loved the simple, clean design and logo
- There is a redundant screen process around the Home/My Pets section - delete one



Color and Design Choices

Fonts:

San Francisco/Roboto

American Typewriter



App Design Aesthetic:

Clean, modern, fun, simple to use



Logo Brown #a66641



Logo Teal #0fa6a6



#F2274C

RGB 242, 39, 76

#95AFBF

RGB 149, 175, 191

#63B6BF

RGB 99, 182, 191



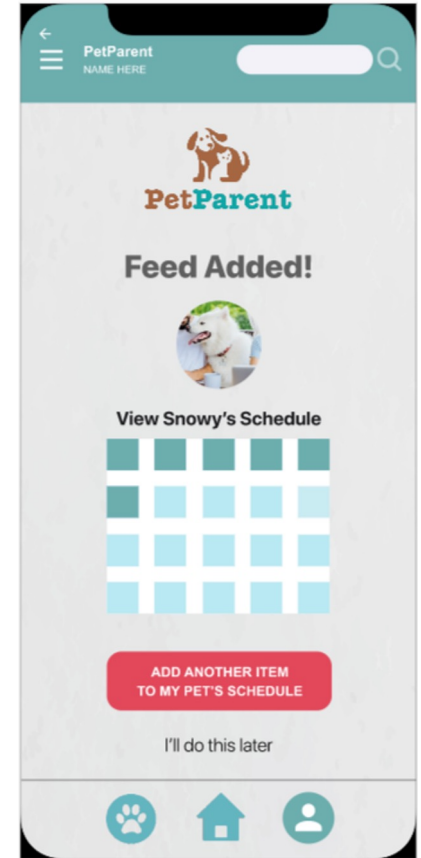
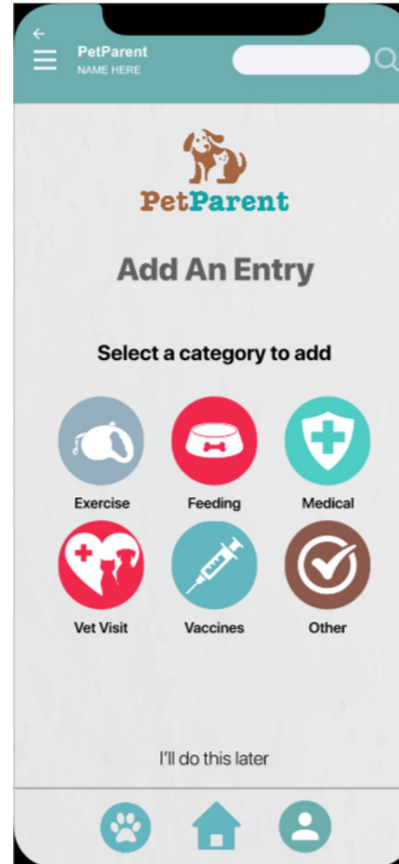
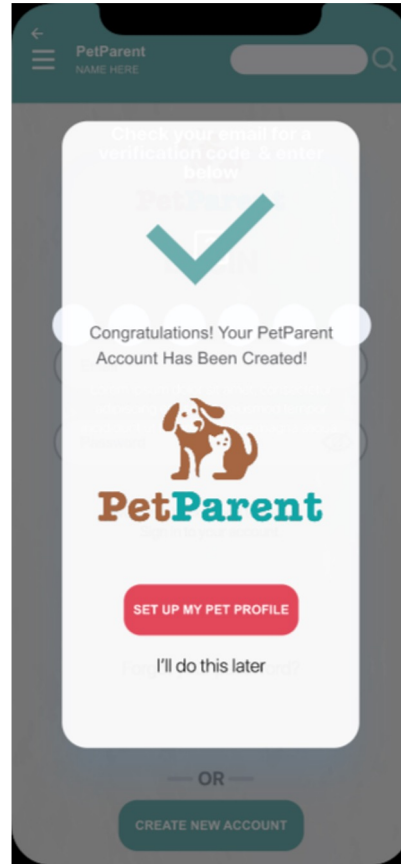
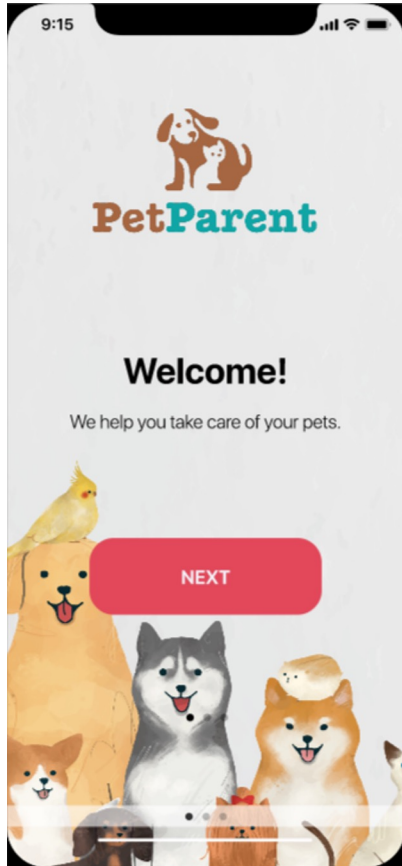
#46A6A6

RGB 70, 166, 166

#8C594D

RGB 140, 89, 77

Final Prototype



[Click through the Prototype in Adobe XD](#)

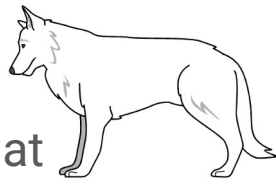
Future Opportunities

- Continue to build out the Connect/Community section to allow users to seek and schedule help from volunteers in their community as well as connect with other pet parents
- Clean up the flow a bit and make it more clear for users how to add items to their pet's schedules
- Build out the "Assign Pet Parent" feature which allows users to assign a task to a certain person
- Continue to work on wiring the screens in the digital prototypes so that there are no broken ends



Ralphie, Pet Parent Cathy

Conclusion



We have found through our research, interviews, prototyping and tests that PetParent is an app that people would like to have. Our closest competitor is Buddies by Blue Buffalo, which has many of the features we had envisioned in our early process. We still think there is room in the market for another beautiful, modern app that allows people to both track all of their pet information in one place as well as to reach out to their community for help with their pets.

We loved working together as a team and feel that we all brought different strengths to the table. We all feel very passionately about this project!

We believe we have solid research that shows the need for this service. We also believe we have a beautiful start to a design and prototype. For the next version, we would love build the Connect to Community feature out more to allow users to find help as well as build out a way to socialize with other pet parents.

Thank you to all the
pets and pet
parents who
contributed to our
research for this
project!

We
love
you!



Pet Parent Alex