# PET FACTOR

A Project Report

Submitted in the partial fulfilment of the requirements for

the award of the degree of

**Bachelor of Technology**

in

Department of Computer Science Engineering

by


| | |
|---|---|
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| 180030861 | M.Sai Valli Lakshmi Seershika |


Under the supervision of

**Dr. Nandan Banerji, Assistant Professor**



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November ,2021

**K L (Deemed to be) University**

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**


# DECLARATION

The project report entitled “PET FACTOR” is a record of bonafide work of J.Navya Sree Bhavani and M.Sai Valli Lakshmi Seershika, submitted in partial fulfilment for the award of B.Tech in Computer Science Engineering to the K L University.The results embodied in this report have not been copied from any other departments/University/Institute.

J.Navya Sree Bhavani

M.Sai Valli Laskhmi Seershika

**K L (Deemed to be) University**

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**


# CERTIFICATE

This is to certify that the project report entitled “PET FACTOR” is being submitted by J.Navya Sree Bhavani, M.Sai Valli Lakshmi Seershika submitted in partial fulfilment for the award of B.Tech in Computer Science Engineering to the K L University is a record of bonafide work carried out under our guidance and supervision.

The results embodied in this report have not been copied from any other departments/University/Institute.

**Dr. Nandan Banerji,**
**Assoc. Prof.- CSE**
DEPARTMENT OF CSE
K L (Deemed to be University)

**Mr. V. HARI KIRAN VEGE**
**HEAD OF THE DEPARTMENT**
DEPARTMENT OF CSE
K L (Deemed to be University)

**EXTERNAL EXAMINER**

# ACKNOWLEDGEMENTS

It is great pleasure for us to express our gratitude to our honourable President **Sri.Koneru Satyanarayana**, for giving the opportunity and platform with facilities in accomplishing the project based laboratory report.

We express the sincere gratitude to our principal **Prof Dr.N.Venkataram** for his administration towards our academic growth.

We express sincere gratitude to HOD-CSE **Mr.V.Hari Kiran** for his leadership and constant motivation provided in successful completion of our academic semester. We record it as our privilege to deeply thank for providing us the efficient faculty and facilities to make our ideas into reality.

We express our sincere thanks to our project supervisor **Dr. Nandan Banerji** for his novel association of ideas, encouragement, appreciation and intellectual zeal which motivated us to venture this project successfully.

Finally, it is pleased to acknowledge the indebtedness to all those who devoted themselves directly or indirectly to make this project report success.

180030472 J.Navya Sree Bhavani

180030861 M.Sai Valli Lakshmi Seershika

# ABSTRACT

**Background:-** Pet-care is helpful for people who travel, or who are in need of a pet caretaker. This industry has been evolving recently. There are many pet-care centers available out there, but there are a few limitations. The existing pet-care center does not have a mobile application or a website to register the users and their pets. Though there are many websites out there, they only care for pets on a daily basis.

**Methodology and contribution :-** Our contribution in this project is designing an interface for these pet-care centers using UI/UX methodologies. The design is a collection of Personas, CJMs, Empathy Map, User Flow Diagram, Low-Fidelity design, and High-Fidelity design. The personas include various roles in this project like the HR, manager, etc. Customer Journey Map explains the user's visualization of the product/design. An empathy map is used by the designers to know about the users. A user Flow diagram is the description of the user's flow while using the application. In Lo-Fi design, we create the visuals. In Hi-Fi design, we go with the evaluation of the design.

**Results:-** We used tools like Figma, Whimsical, and UXpressia to implement different design techniques and to go through the development of this application.

**Conclusion:-** Hence this application is useful for the users to register and access the pet-care center (Pet-Factor).

# INDEX

# INTRODUCTION

**Aim of the project:-** TO CREATE AN USER INTERFACE DESIGN FOR A MOBILE APPLICATION NAMED PET FACTOR

## Problem statement:-

Travel!!! The word that people are very fond of. The tourists around the world and the people who are passionate about visiting new places go crazy about traveling. So far not only these people but also various persons who have to attend such business trips need to travel often. And nowadays, pets are being lovable companions, stress relievers, and whatnot... But while their owners are on the urge traveling where can they spend their time?? Who will take care of that cute ones? So to get the tension of the pet owners off their heads… We are creating a user interface for a mobile application named Pet Factor which works as a pet-care center.

## User Interface:-

A user interface is a visible group of instructions that makes users interact thoroughly with the app or website that the designer has developed for particular work that has to be done.

Though there are many interfaces that have been designed so far, every interface varies from each other with some creative changes by the individual designer. These so-called user interfaces contain the major components that are needed to develop a particular app or website to be more and more precise and informative.

As the name itself suggests, the user interface should create an environment that the website or app is totally accessed by the user like his/her own. The main component of the interface depends on how creative and illustrative the designer can be, to implement such an interface that gives the whole feel of interaction to the user.

# PROPOSED WORK

Nowadays, traveling around the world become a passion for everyone. Every human has a desire to explore the world to the end. As their love for pets won't end anyway, they want to take their pets along with them too.

But some circumstances won't allow them to do so. Not only traveling but also some family occasions and meetings that one has to attend etc.., because of these all circumstances it's impossible to take their pet along with them. And then here our PET FACTOR comes to your rescue!!

Through our pet factor, we accompany your pets so that they won't feel alone in your absence. We feed, maintain, and organize them according to their specifications and your preference.

## Modules we worked on:-

Persona

Customer Journey Map

Empathy Map

User Flow Diagram

Wireframes

Actual Prototype

## Tools We Used to design :-

**Uxpressia:-** Uxpressia is a tool used by UI/UX designers to create a persona, empathy map, customer journey map, affinity diagram, etc. Each of these is a phase in the design process of a website. It primarily helps the designers to understand the customers. The above-mentioned phases consist of multi-channel interactions and touchpoints which help the designer understand the users' needs and empathize with them.

**Whimsical** :- Whimsical is a collaborative workspace for UI/UX designers to work on. We can design user flow diagrams, wireframes, mindmaps, wireframes, documents, sticky notes, etc. Each of these is considered to be a phase of the design process according to the designers' requirements. The above phases are related to the flow of the application design. The best thing that a working team can experience is that there is an option to collaborate with the other team members as well. This helps the designers to work together on any of the phases. We designed a user flow diagram and a wireframe on Whimsical.

**Figma:-** Figma is a tool used for both low-fidelity wireframes, high-fidelity wireframes, and prototype of a website design. Figma also supports vector graphics. The design and prototype can be done using Figma. Vector graphics in Figma can be used to design a unique logo for a website design. Figma supports project creation in which we can create our files and collaborate with our teammates as well. It also consists of plugins that help us to design a complete interactive design that the users would love.

# THEORETICAL ANALYSIS

## UI and UX Design :-

UI design User Interface Design is the process designers use to build interfaces. Facing an entity to know the head UI Design refers to GUI and other forms. Example:- Voice-Controlled Interface(like Siri). User Interfaces are access points where users interact with designs.

**For best UIs:-**

- Users care about usability & likeability.
- Design is not mandatory but the users have to get their work done easily with the minimum effort.
- Understand user's contexts & task flows.

**They come in 3 formats:-**

1. GUI
2. VUI-Virtual User Interfaces.
3. Gesture-based Interfaces(Virtual Reality)

**UI Designer:-**

UI Designers decide the color schemes, button shapes, etc. to make the app attractive to use. They mainly concentrate on the aesthetic part of an application interface.

**UX: User Experience:-**

A User's Experience with an app is determined by the way they interact with the UI. UI's should be enjoyable and satisfying or at least frustration-free.

| UX | UI |
|---|---|
| User Research | Systematic |
| Critical Thinking | Creative Thinking |
| Research Analysis | Interface Design |
| Design Ideation | Design specs |
| Execution | Execution |

**To Design best UI:-**

- Make buttons and other common elements perform.
- Maintain high Discoverability.
- Keep Interface Simple.
- Respect user's eye & attention reading layout.
    - Proper alignment required
    - Draw attention to key features using color, brightness & contrast.
- Minimize the number of actions for performing tasks but focus on one chief function per page.
- Controls should be placed near to the objects where users feel the most appropriate place while using them.
- Users feel entertained if they know what the next step is.. which is possible by informing them regarding system actions with certain feedback**.**
- Design patterns of UI should be appropriate.

**Heuristic Evaluation:-**

A heuristic is a fast and practical way to solve problems or make decisions in UX Design.

**10 Commandments for helpful expert analysis:-**

1. Keep users instructed about their status.
2. Show info in ways users understand.
3. Offer users control.
4. Be Consistent
5. Prevent errors.
6. Have visible info.
7. Be flexible.
8. Have no clutter.
9. Avoid plain language.
10. List concise steps in lean, searchable, documentation.

Heuristic evaluation rules are the basis to create UI. When heuristic evaluation rules are missed out shortcuts evolve where it leads to biases.

**UX Design:-**

UI-Flow of the application. UX- On screen appearance of the application.

Constant communication & collaboration between UI & UX Designers help to ensure that the ultimate interface looks good & works efficiently.

UX Designers will create wireframe rendering of their interface interactions and get user feedback.

Research is vital for both UI and UX designers both UI & UX research on what users want.

UX Design is assumed as a car, UI would be as the driving console.

**UX Research:-** Systematic study of target users.

**Four methods followed by the leading company from UX Research:-**

- **Discover:-**
    - Determine what is relevant for users.
    - Contextual inquiries.
    - Daily studies.
- **Explore:-**
    - Examine how to address all user's needs.
    - Card sorting.
    - Customer journey maps.
- **Test:-**
    - Evaluate your designs.
    - Usability testing.
    - Accessibility evaluation.
- **Listen:-**
    - Surveys/Questionnaires.
    - Analytics. Collect analysis/metrics to chart.

# SOFTWARE AND HARDWARE DETAILS

- **SOFTWARE REQUIREMENTS:**

The major software requirements of the project are as follows:

Tools required:- Uxpressia , Figma, Whimsical

Operating system**:** Windows 10.

- **HARDWARE REQUIREMENTS:**

The hardware requirements that map towards the software are as follows:

**RAM**:- 8.00 GB

**PROCESSOR:-** Intel(R)Core(TM) i5-7200U CPU @2.50GHz 2.70GHz

# PERSONA(HR)

Persona is something that a designer thinks in the aspect of some other person who will be a part of the app pet-factor. Here, we took the example of the hr employee who works for pet-factor. We mentioned particular goals, roles, and drivers, etc from the point of view of hr person. Personas are prototypical users which are created based on research. Creating personas help the designers identify that discrete people have distinct expectations and needs. The persona primarily consists of the demographic information of the user, his/her position in the company, firmographic information, goals, and priorities of the user in the assigned job role, the role of that user in the management process of the company, the user's motivation to fulfill his/her responsibilities towards the company, the fears, and challenges faced by the user while fulfilling his/her responsibilities, the key characteristics of the user's job role and the preferred channels to contact the user. If any other information of the user is found crucial, that can be added as well.

**There are 4 perspectives of a persona**

1. Goal directed persona

2. Role based persona

3. Engaging persona

4. Fictional persona

PROJECT: untitled PERSONA: Paridhi Patel

NAME

## Paridhi Patel

### Demographic info

Female 28 years

India

Single

B.Tech

M.B.A

### Position info

HR

CEO

Employees

Research

### Preferred channels

### Pet-Factor goals and priorities

To care for the stakeholders' pets for the duration specified by them when they're away.

To provide the pets with homely environment that they experience at their owner's place.

The first priority of Pet-Factor is the pet's safety and it's health.

Our motto is to make the pet feel comfortable for the time period specified.

### Role in the management process

Hire employees who are good at dealing pets.

Observe and take required actions on the related work flow activities.

To go through the customer feedback and ameliorate their experience.

Process employees payroll.

### Drivers and motivators

Love and care from pets to us and vice-versa.

They motivate us to play, seek adventure, and be loyal.

### Fears and challenges

Financial Commitment.

Answerability to the customers when the employees are not empathetic towards them.

Managing the ever growing administrative burden.

Try coping up with the cultural changes.

### Firmographic info

Pet-care Industry

B2C

Subscription Model

### Key Characteristics

Budget control

0 25 50 75 100

Organization Influence

0 25 50 75 100

Availability

0 25 50 75 100

UXPRESSIA

This persona was built in uxpressia.com

# CUSTOMER JOURNEY MAP

The Customer Journey Map of Pet-factor includes how a customer feels,acts and experience every stage of the app.From the very starting stage i.e., when the customer decides to go on travel for some purpose to the end that he/she gives the feedback and review on pet-factor app, customer journey map explains about the stages and process that one go through in the app and its purpose.

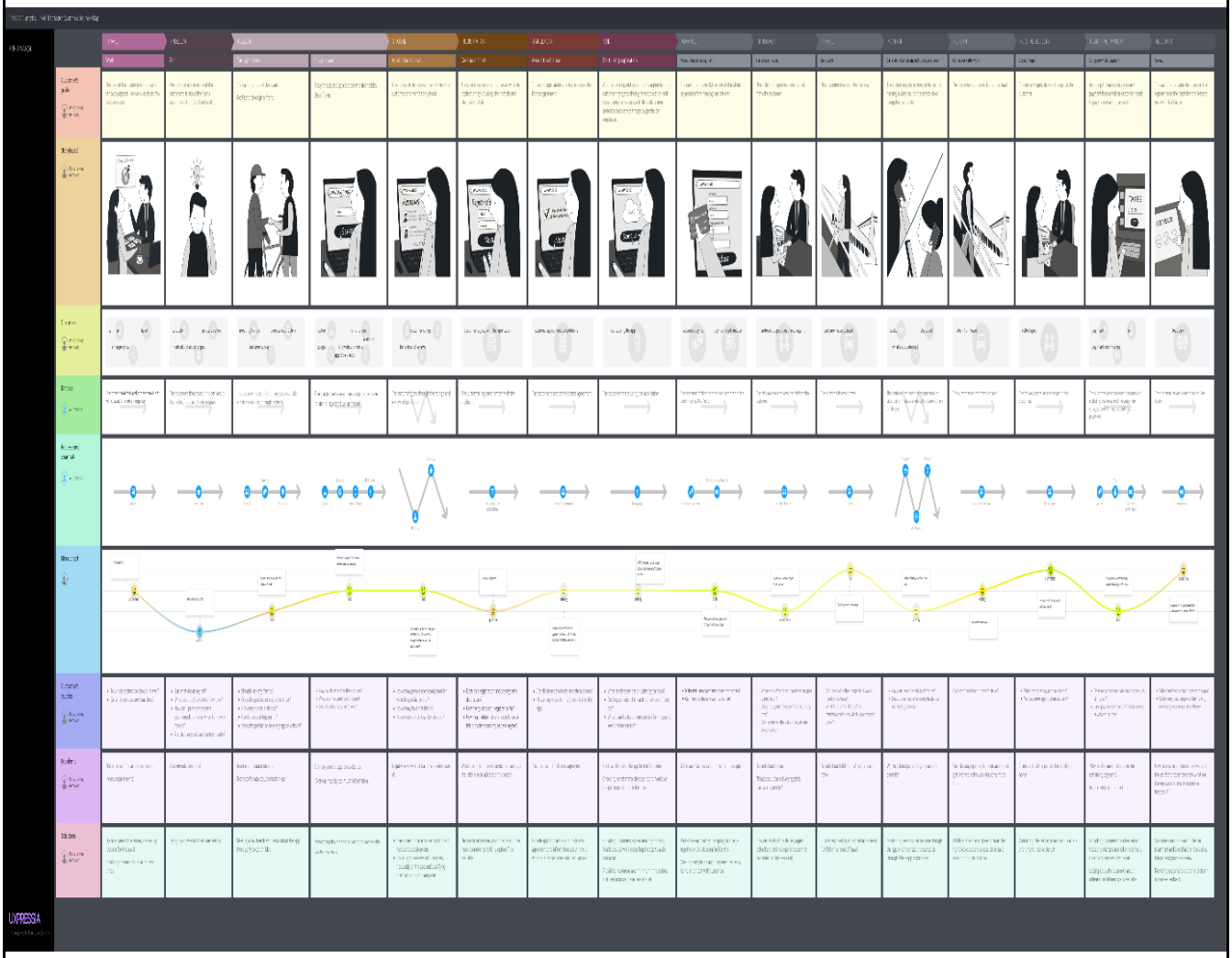
It is also called a User Journey Map. A Customer Journey Map is a representation of the users' situation at various points in time. It helps the designers understand the users requirements. A successful customer journey map will give insight into what the customer actually wants. The first step in creating a user journey map is understanding who your ultimate customers are. Seeking reassurance that the customers have all the necessary information about the product. It consists of a storyboard, mood chart, pictorial representation of the storyboard, problems faced by the users and the solutions are analyzed by the researchers.

**Steps to create a user journey map:**

1. Nail down your buyer's persona
2. Understand buyer's goals
3. Figure out buyers' touchpoints
4. Identify customers' hassles
5. Prioritize and fix roadblocks
6. Update the information and enhance.

**Ways to understand customer goals:**

1. Survey different customer groups
2. Get user testing feedback
3. Find user questions in each phase
4. Use customer analysis apps like Hotjars and collect information.



# EMPATHY MAP

Generally, an Empathy map is designed to get a thorough insight into the customers who will use the app in the future. Designers try to empathize with the customers and think about the questions that will be posted by the customers during the process of using the app, and to clarify their doubts empathy map helps in better design.

The main aspect one has to understand when it comes to the Empathy Map is Empathy. When designers create an interface for users, they need to design it to solve their problems and meet their needs. It also requires creativity and research.

Empathy is the ability to understand other peoples' feelings. More precisely, putting yourself in someone else's shoes. Empathy is always confused with sympathy. Empathy involves sharing others' feelings. To become an empathetic designer listening skills and observation skills are important. Empathetic designers are expected to ask for inputs from other people and be mindful of their attitudes. They also have to learn to adopt humanity.

An empathy map is a fundamental approach for understanding users and helping the designers understand them. It is also a visual representation used to enunciate what we know about a particular type of user. The designer must first be aware of who he is empathizing with.

Here, we are empathizing with the target users who are worried about their pets while they are away for a trip, especially where carrying pets is a restriction.

PROJECT: Pet-Factor PERSONA: Empathy map

Persona description

TITLE

## 1.WHO are we empathizing with?

We are trying to empathize with the customers of Pet-Factor. They are the pet owners.

They want their pet to be taken care of while they're away for various purposes.

The role of the customers is to provide good care for their pets while they're away.

## 7.What do they THINK and FEEL?

*They think about taking their pet along but resist in cases it's not permitted. Moreover, they think of ways to provide care for the pet.*

*They feel like they're helpless since they wouldn't be able to take care of it.*

## 2.What do they need to DO?

They want to provide food, shelter, and security to their pet. They keep hunting for solutions.

They want their pet to be taken care of.

They have to decide on who they want to leave their pet with.

When they choose Pet-Factor, they ensure how their pet is kept safe.

## 6.What do they HEAR?

They hear others suggesting them ways they can follow.

They hear from their friends that they would take care of their pet.

Colleagues suggest putting their pets in a pet-care center.

They hear second hand that it's better to stay back from the travel.

## 3.What do they SEE?

Pet-care centers, Relatives, and Friends, giving their pets away which is painful.

They see people taking good care of their pets or people who don't like pets at all.

They see people going for pet care centers.

They do their research on Pet-Factor. Read reviews and see ratings.

## 5.What do they DO?

They worry about their pet.

They panic and anticipate a solution.

They research how to take care of their pet when they're away.

## PAINS

Their worst fears are their pet not feeling well or it's not in good hands. Their frustration is because they can't cancel their travel. Their anxiety is to provide good care for their pet.

## GAINS

The customer's need is to travel. They hope they find a solution for their pet. They want their pet to be taken care of. They hope their pet would be safe for the duration they're away.

## 4.What do they SAY?

*I want to take my pet along. It's not permitted. I want it to be taken care of.*

*Does Pet-Factor take care of my pet as I do?*

UXPRESSIA

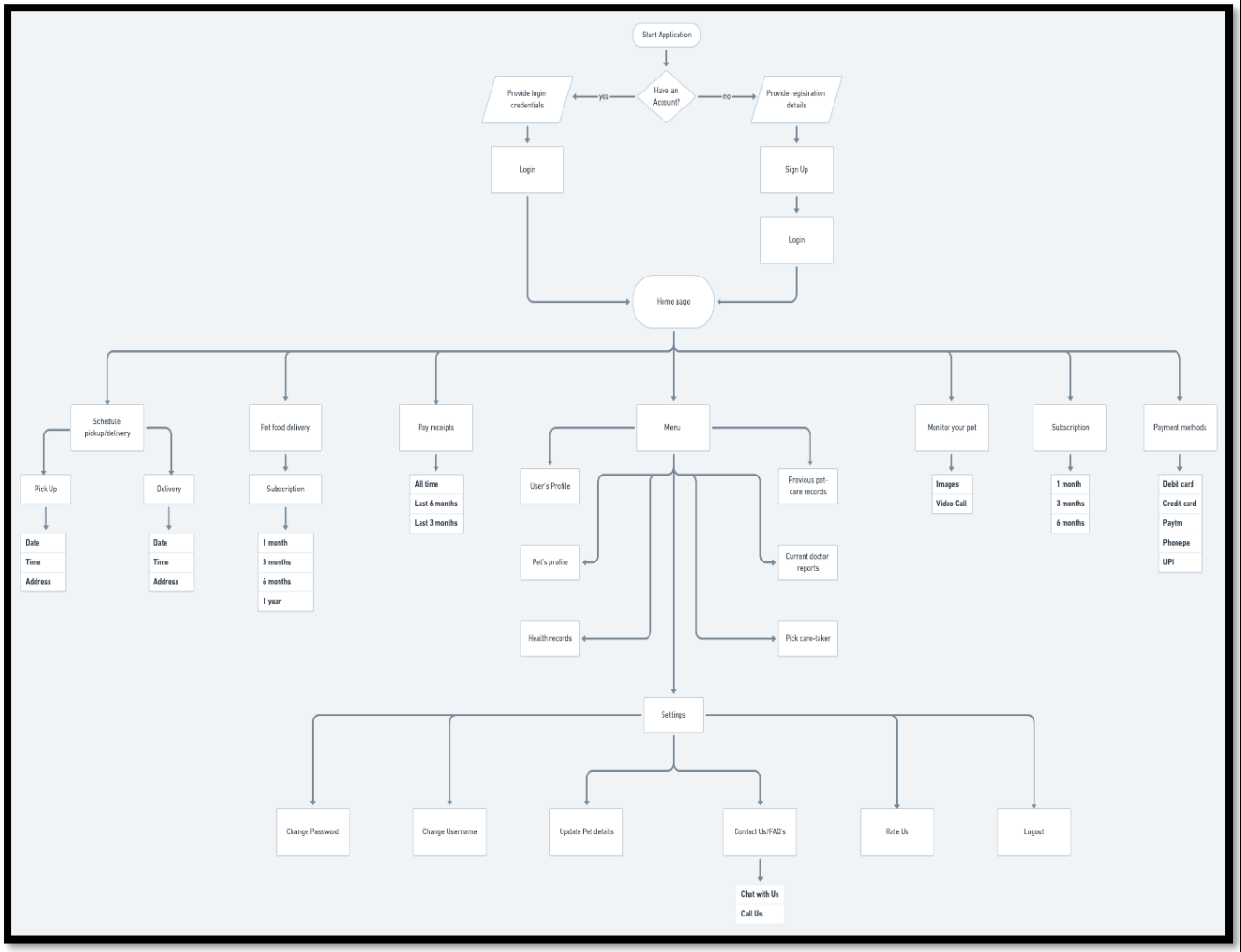
This persona was built in uxpressia.com

# USER FLOW DIAGRAM

A User Flow diagram is a detailed sketch of the flow of pages inside an application to navigate throughout the application. It makes use of various shapes like rectangle, parallelogram, oval, rhombus, etc. While these represent each of the tasks, pages, or conditions, an arrow is used to connect them with each other. To design the User flow diagram we make use of an application called Whimsical.

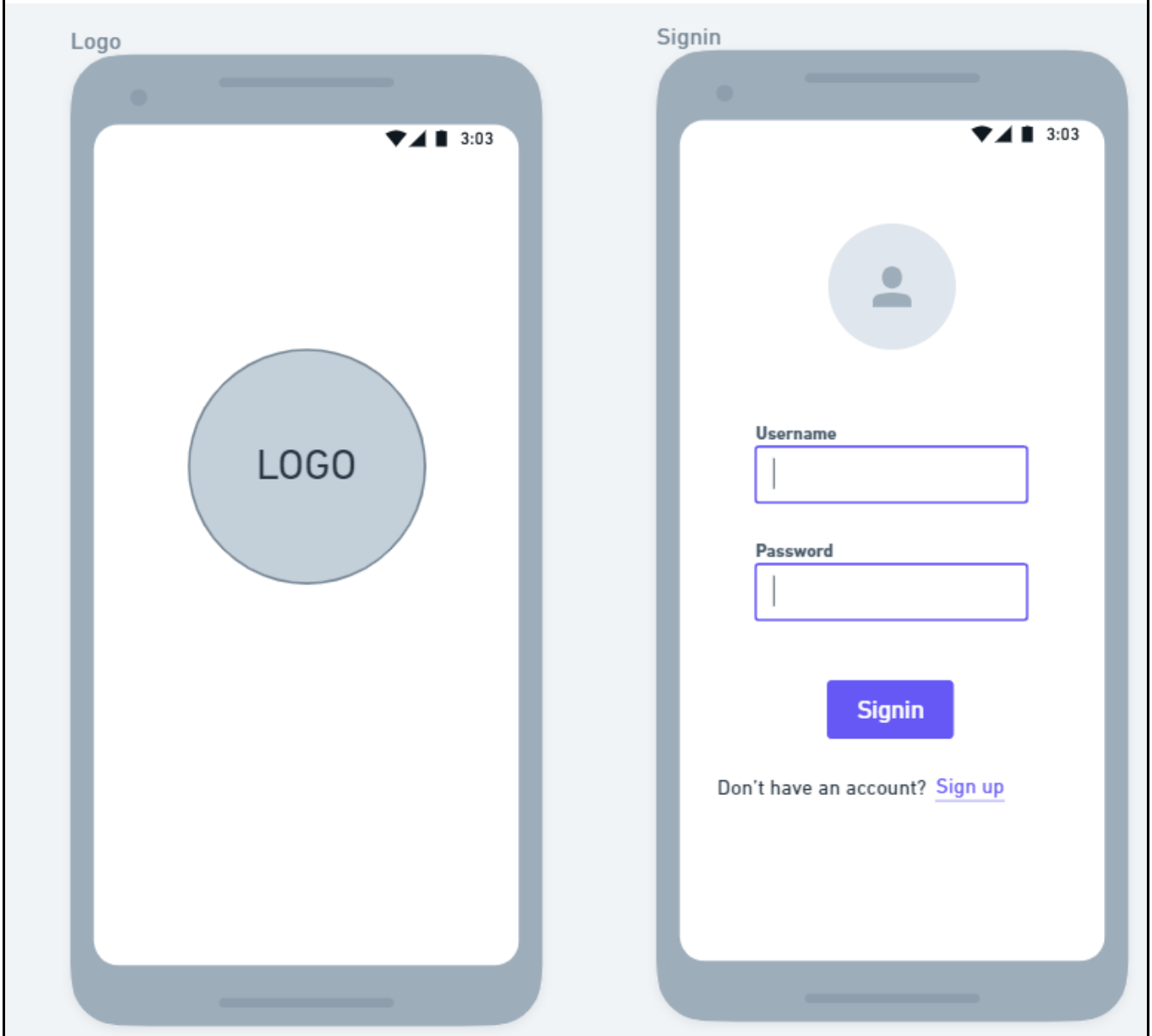
The user flow diagram of the pet factor defines how a user will travel through the application. The questions he will face and what type of answers he needs to give when he registers into the app. It basically explains how is the flow of things in the process of using the pet factor.

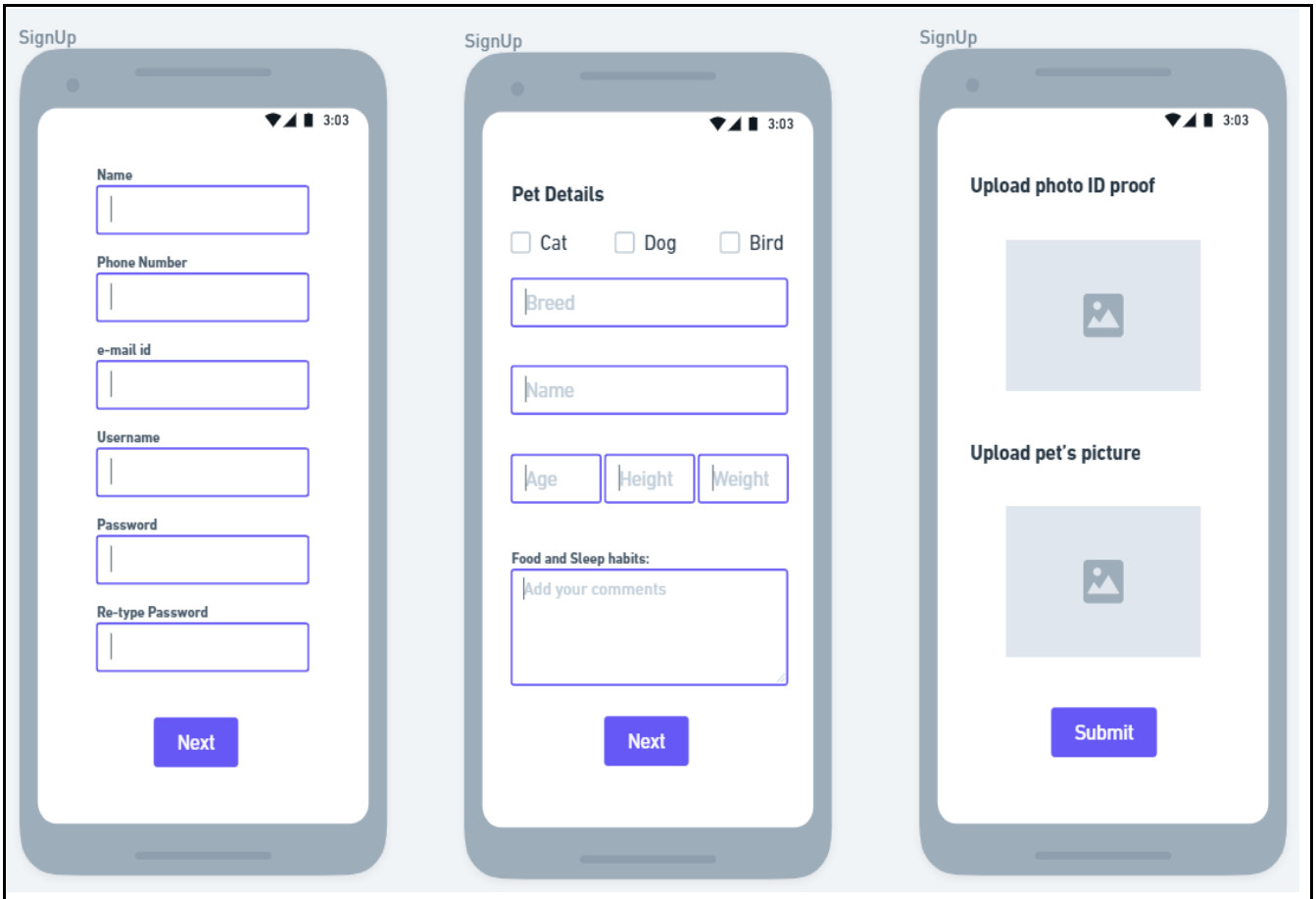
User journey map and user flow diagram may seem similar in the title view or according to their flow but they are very different when used as an activity to track down the needs of the customers and they help us with better interactions within the product and the service. User Flow diagrams are whiteboard sketches when it comes to the client and stakeholder meetings.



# WIREFRAMES WITH WHIMSICAL

A wireframe can be defined as the structural representation of a website design. It can also be called the screen blueprint of the website. The main purpose of the wireframe is to define and arrange the elements to obtain the best possible skeletal structure of the design. In the pet factor project, we made use of the High-fidelity wireframe. It consists of the real content and resembles the actual design. The buttons, images, radio buttons, checkboxes, and some 3-dimension content were also used. Hence, this can be considered as the High-fidelity wireframe.

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Pet Details
Cat
Dog
Bird
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Name
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Add your comments
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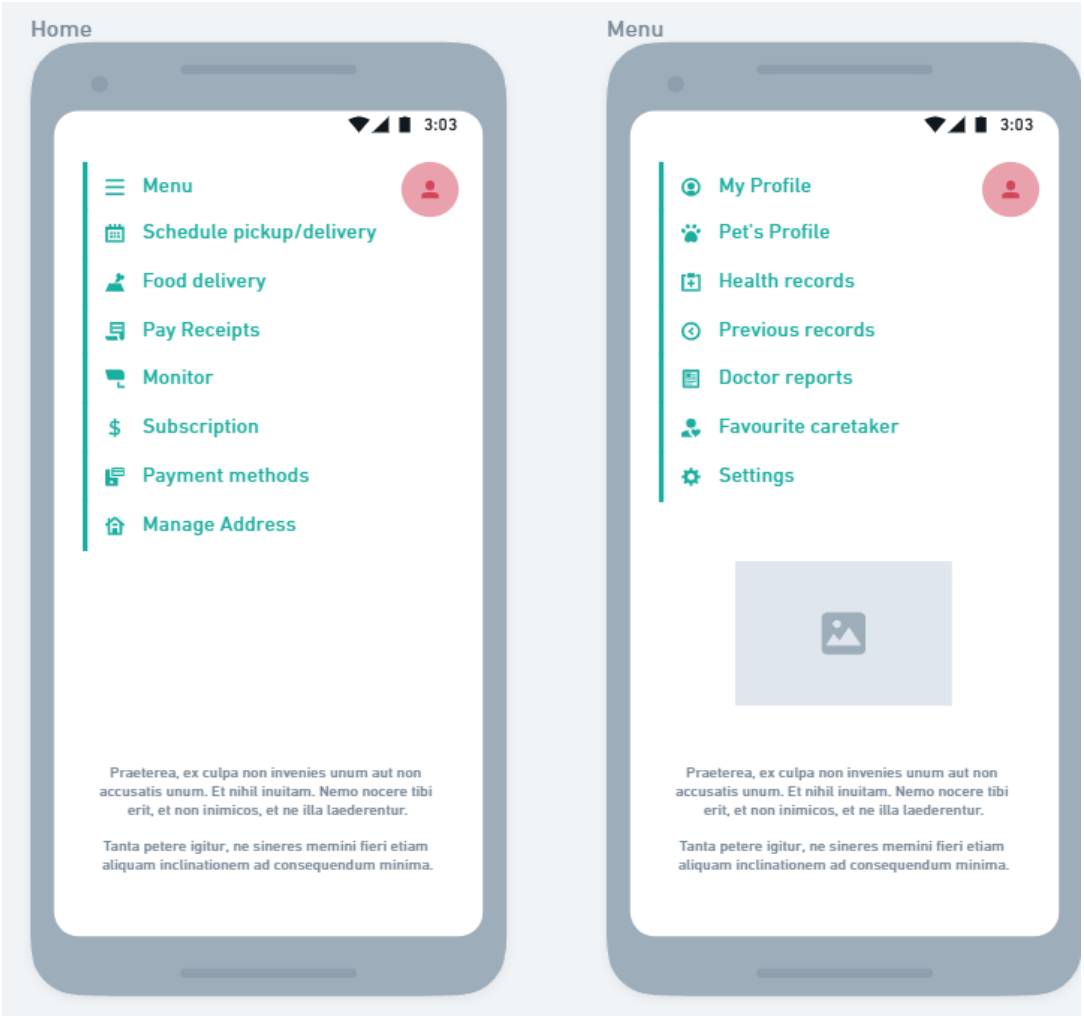
Upload photo ID proof
Upload pet's picture
Submit


Home
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Menu
Schedule pickup/delivery
Food delivery
Pay Receipts
Monitor
Subscription
Payment methods
Manage Address
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Menu
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My Profile
Pet's Profile
Health records
Previous records
Doctor reports
Favourite caretaker
Settings
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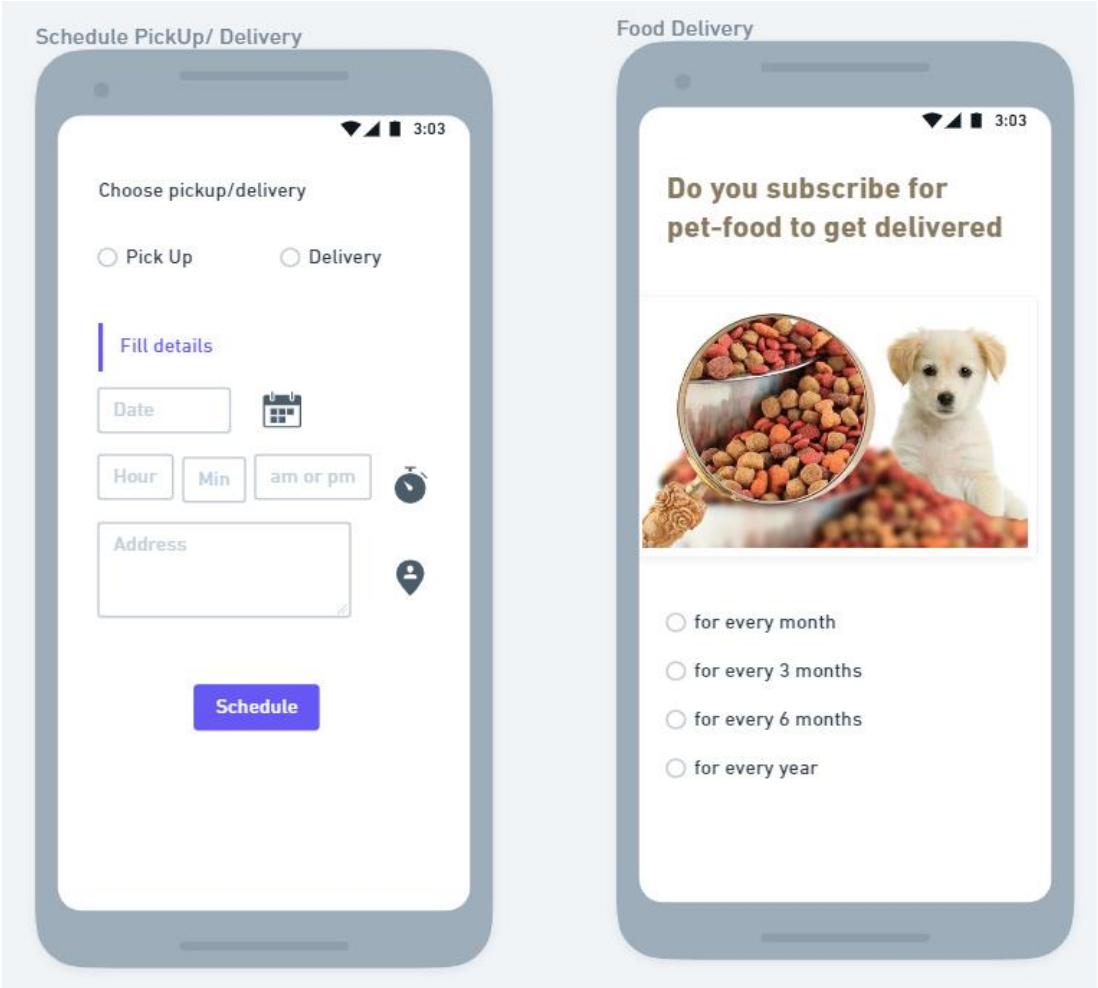
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Food Delivery
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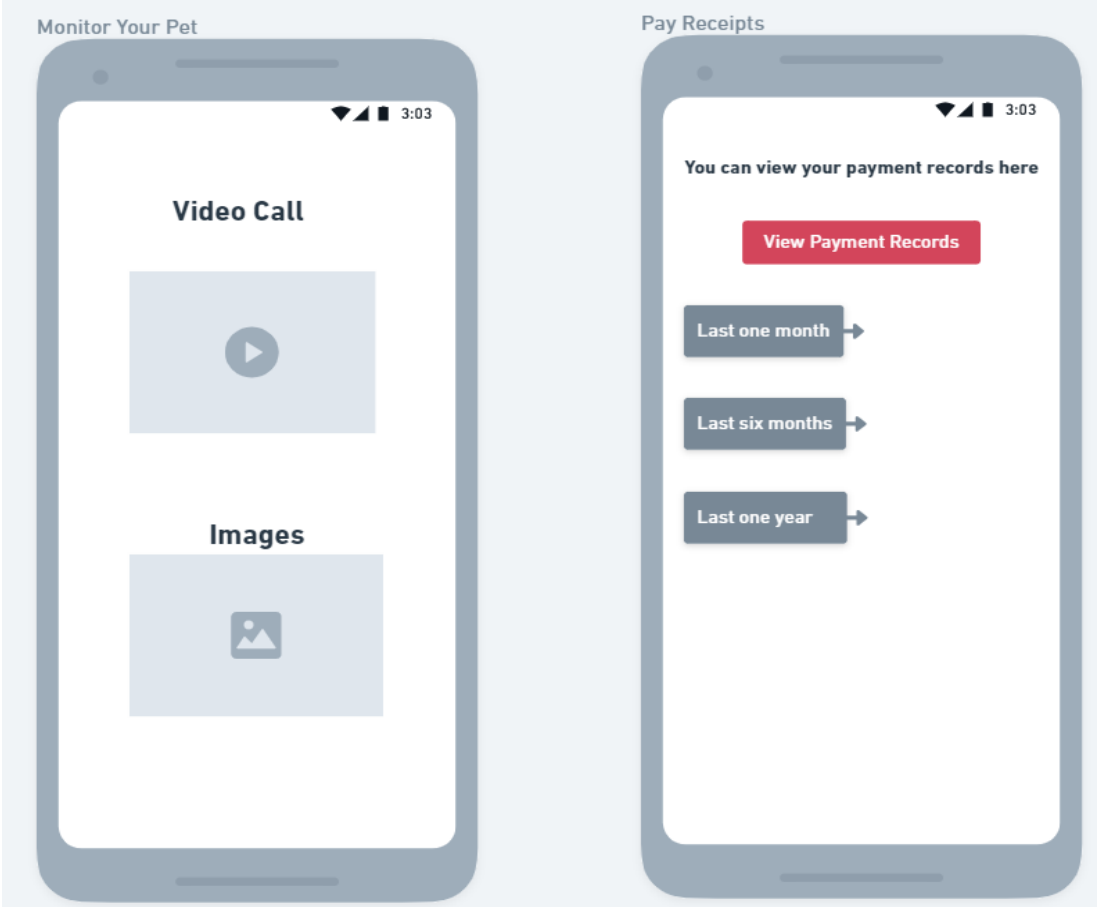
Do you subscribe for pet-food to get delivered
for every month
for every 3 months
for every 6 months
for every year

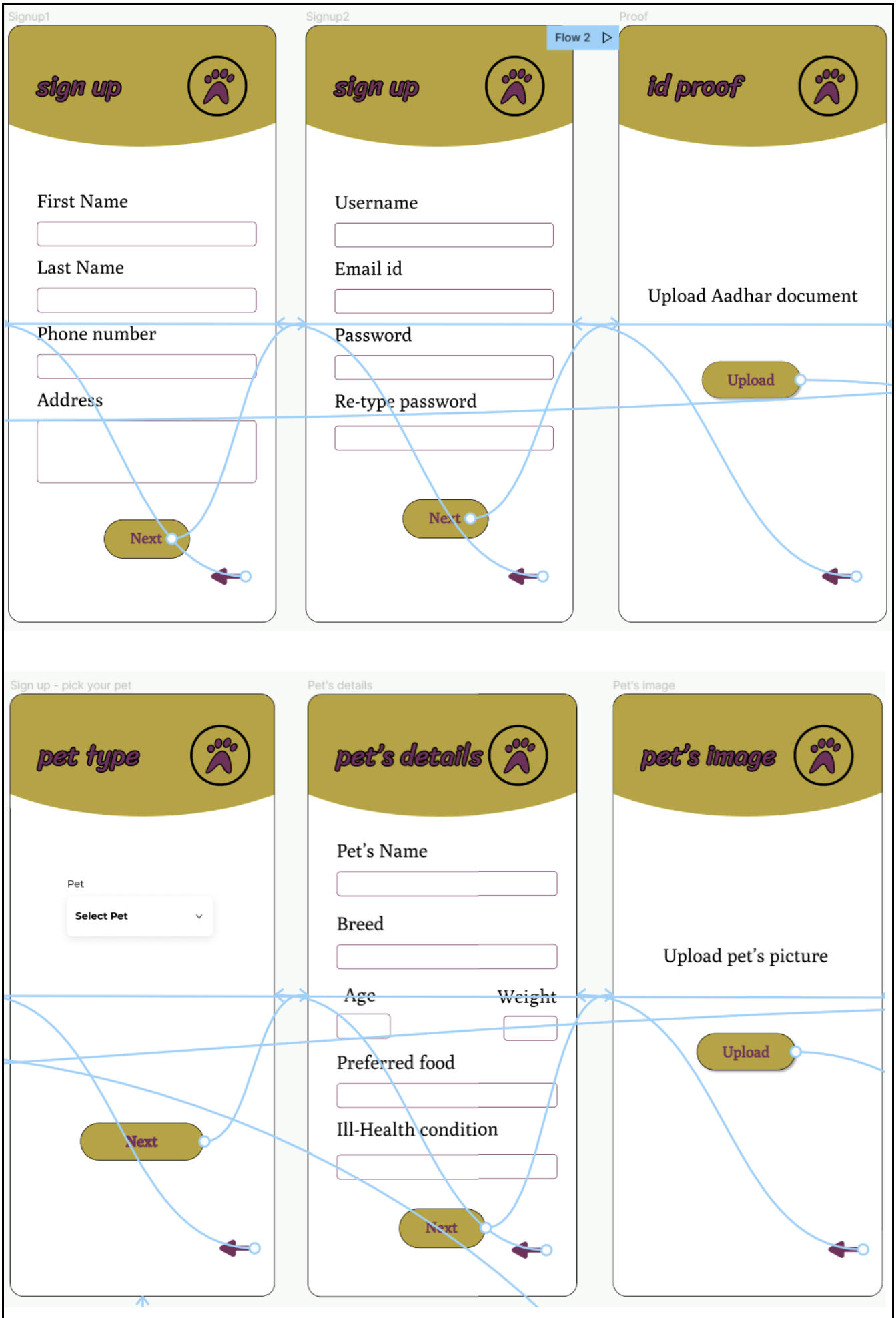

Monitor Your Pet
3:03
Video Call
Images
Pay Receipts
3:03
You can view your payment records here
View Payment Records
Last one month
Last six months
Last one year

# PROTOTYPING USING FIGMA

The design and prototype is the final phase of the design process of Pet Factor. To complete this phase, designers can make use of either the AdobeXD tool or the Figma tool. For Pet Factor, Figma has been chosen because of the advantages offered by Figma over Adobe XD. Figma supports vector graphics that allow the designers to design a unique logo for their website which really excites any designer. Moreover, Figma supports plugins that help the designers create an interactive prototype that interests the target users. Designers can blend colors, images, etc. on Figma and add an aesthetic look to the website.

We created the pet factor logo using vector graphics and the page design using the blend option. We included the radio buttons and the dropdowns to make the website more interactive. We included a calendar, map, and a separate profile for the pet is distinguished from that of its owner. This is the main aspect that makes our website design unique**.**


Logo
Signin
Flow 1
login
pet factor
Username
Password
Login
Don't Have an Account?
Signup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sign up
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Signup2
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sign up
Username
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Re-type password
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Upload Aadhar document
Upload
Sign up - pick your pet
pet type
Pet
Select Pet
Next
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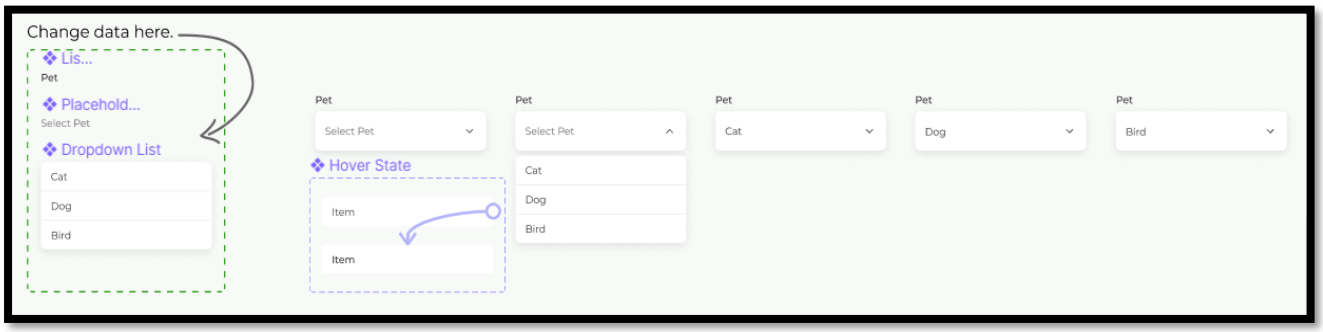
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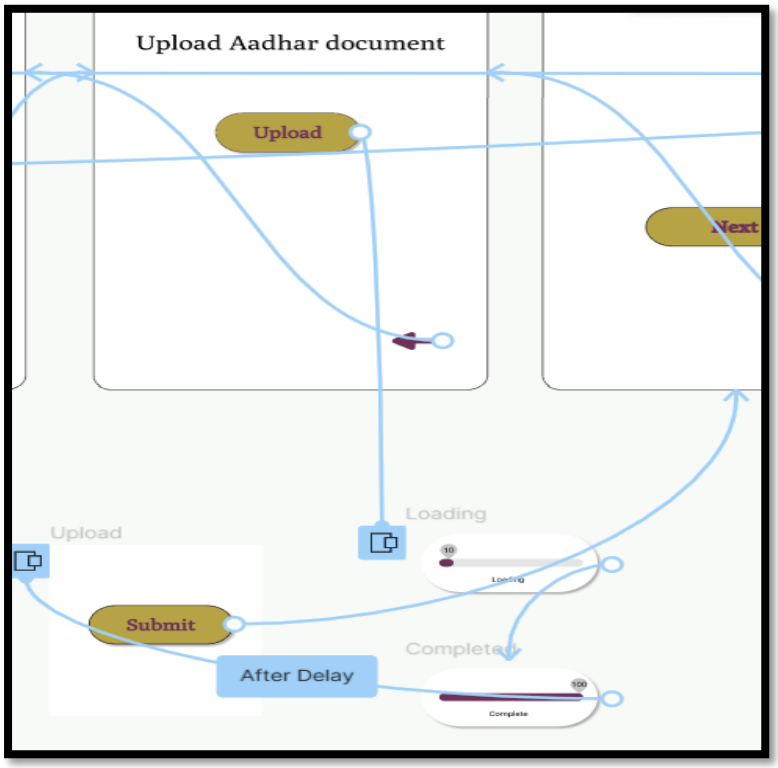
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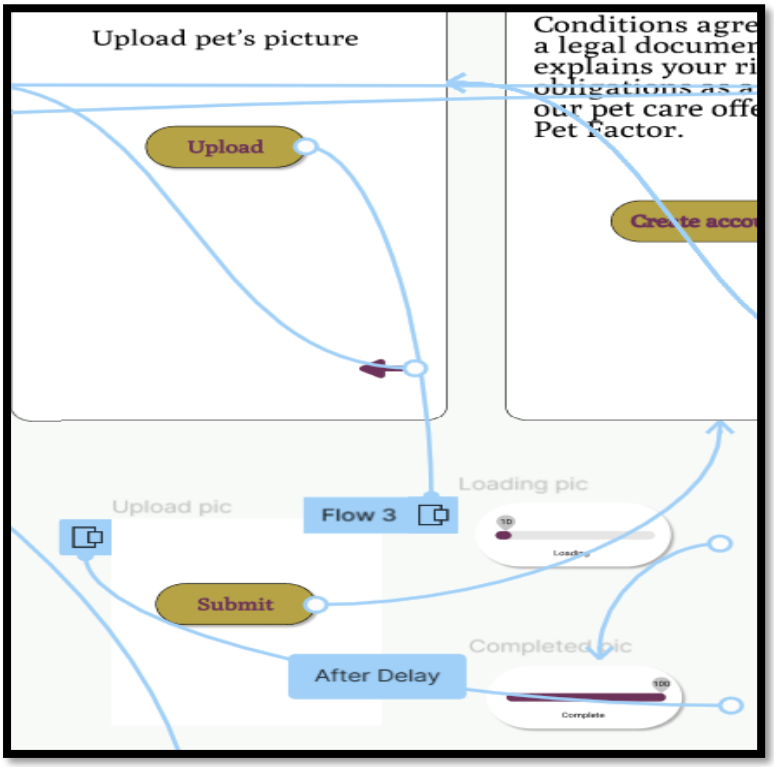
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Upload pic
Flow 3
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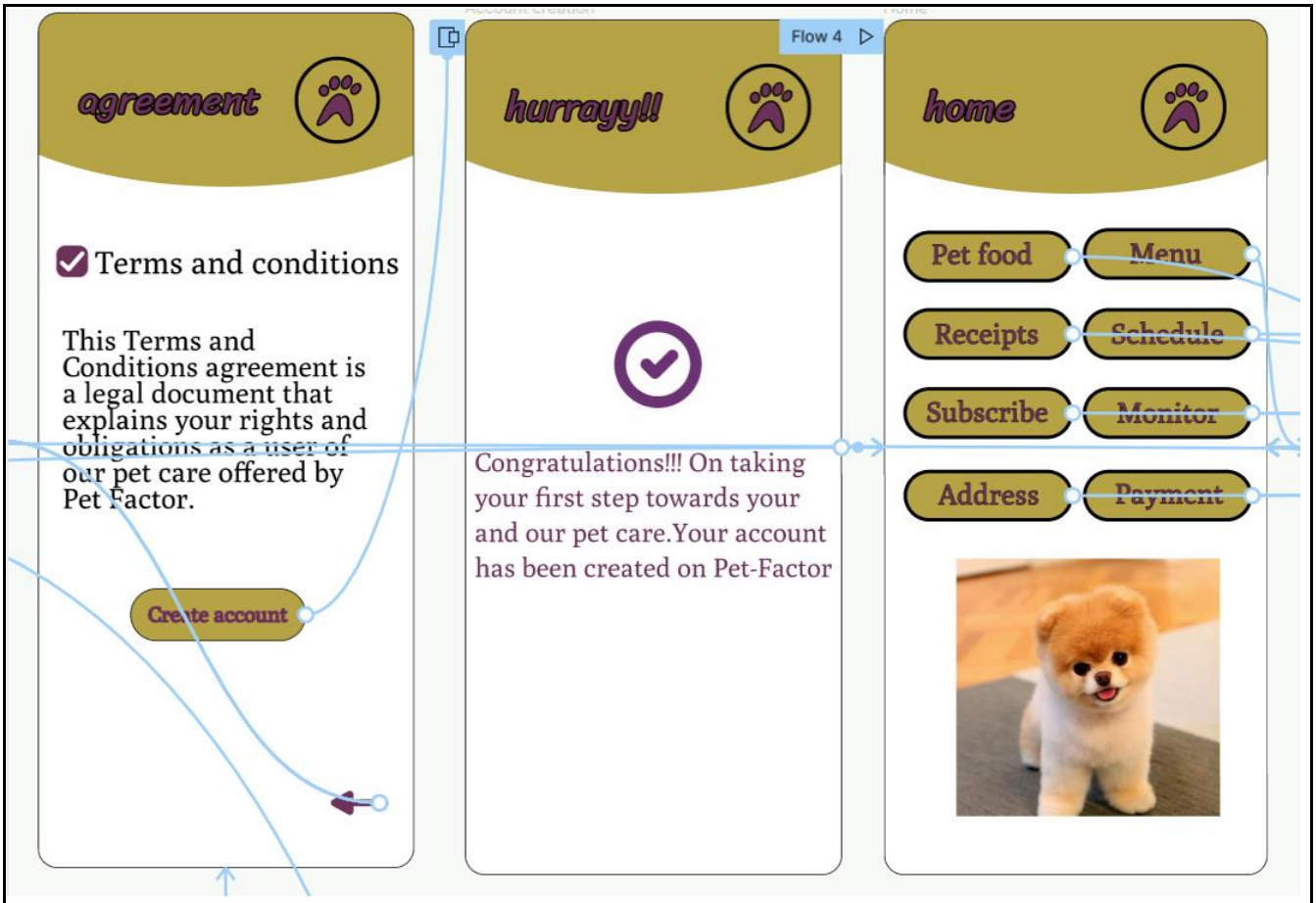
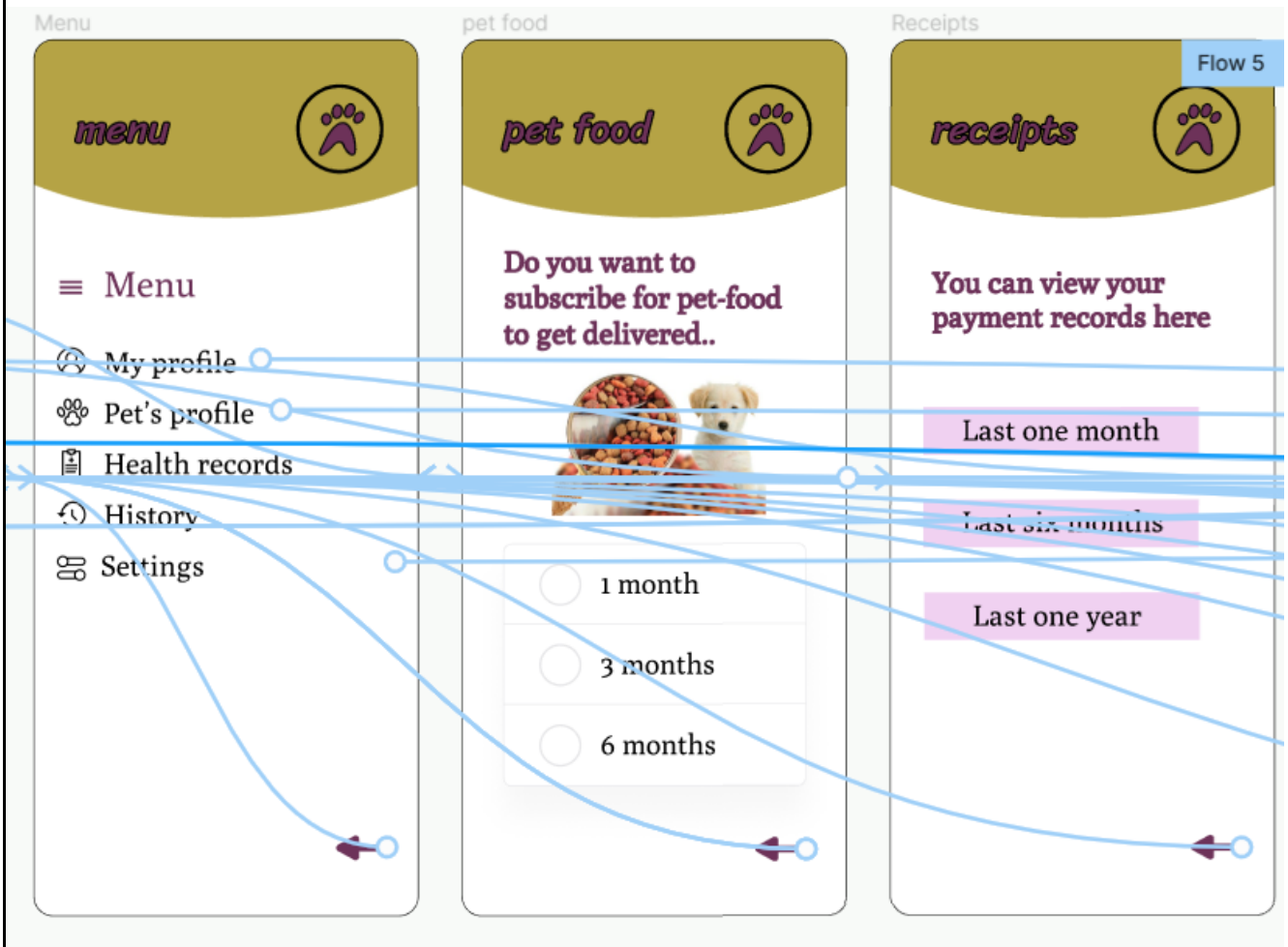
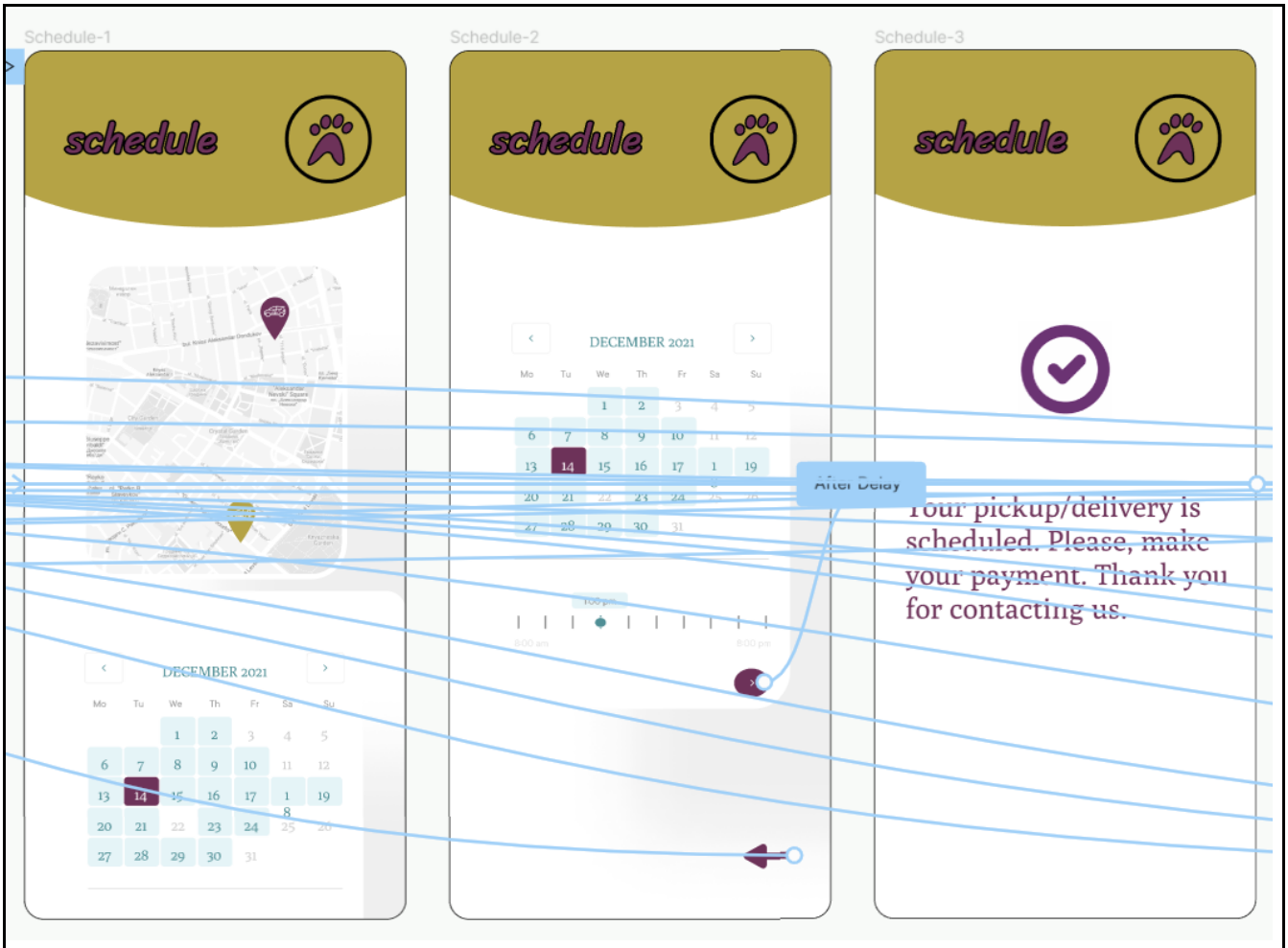
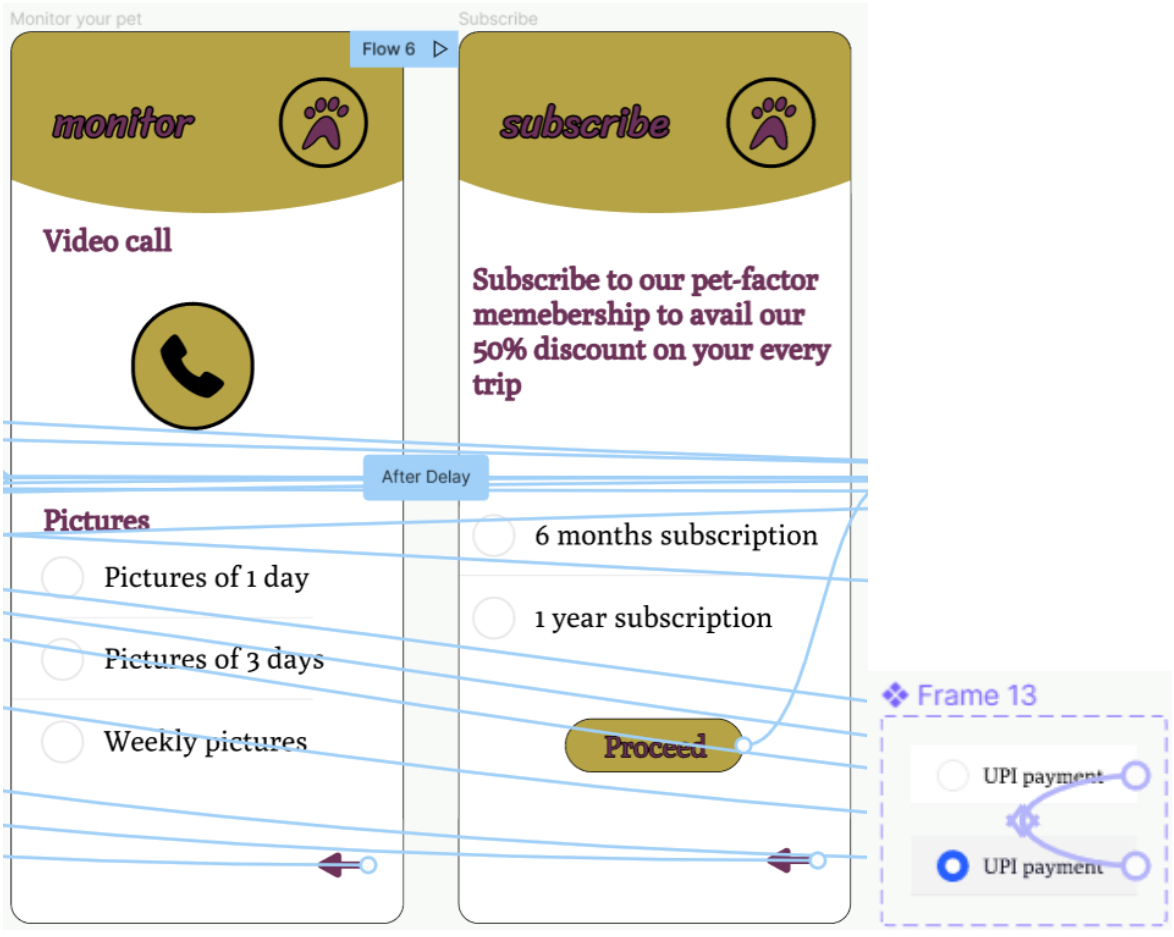
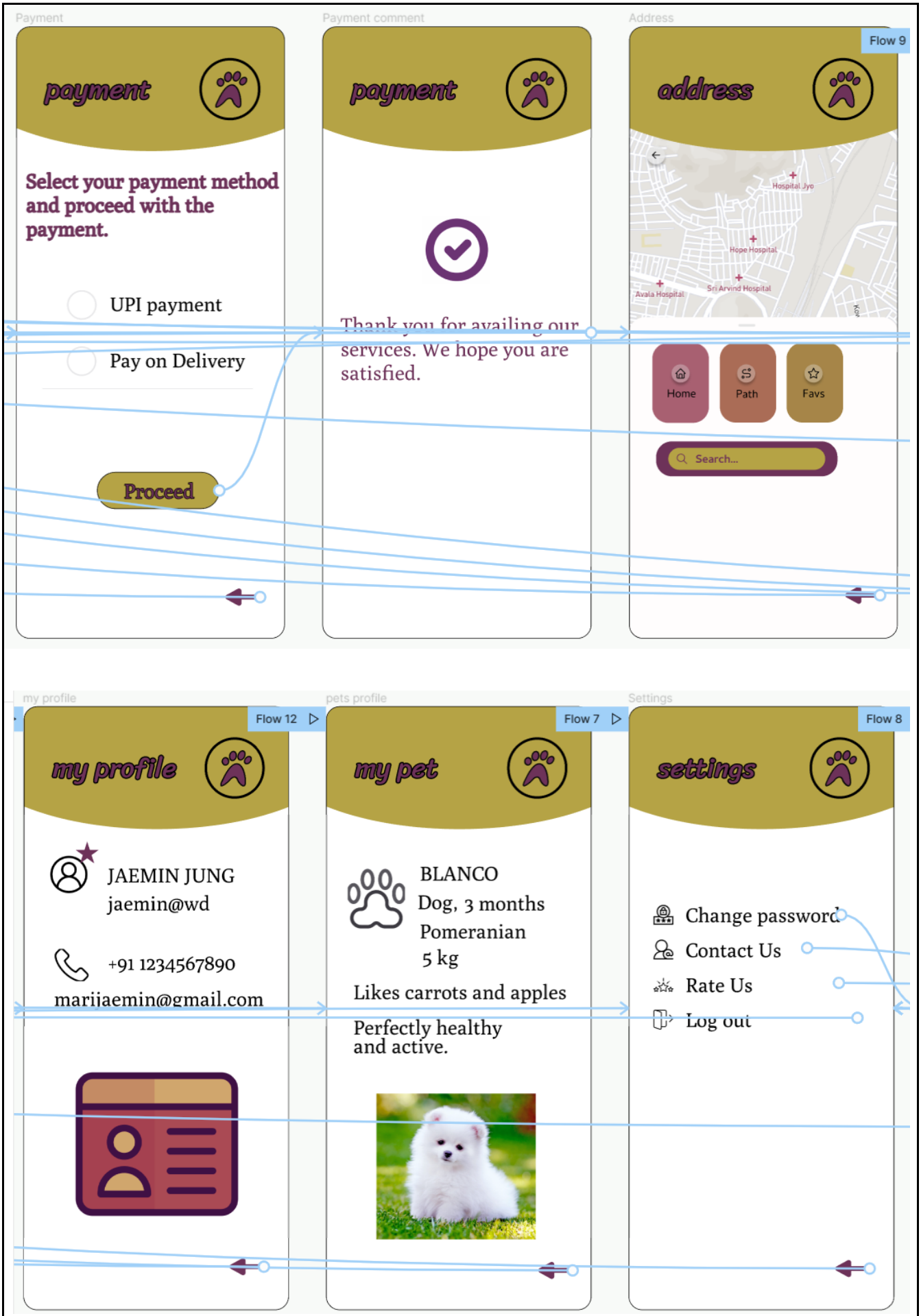
After Delay
Completed pic

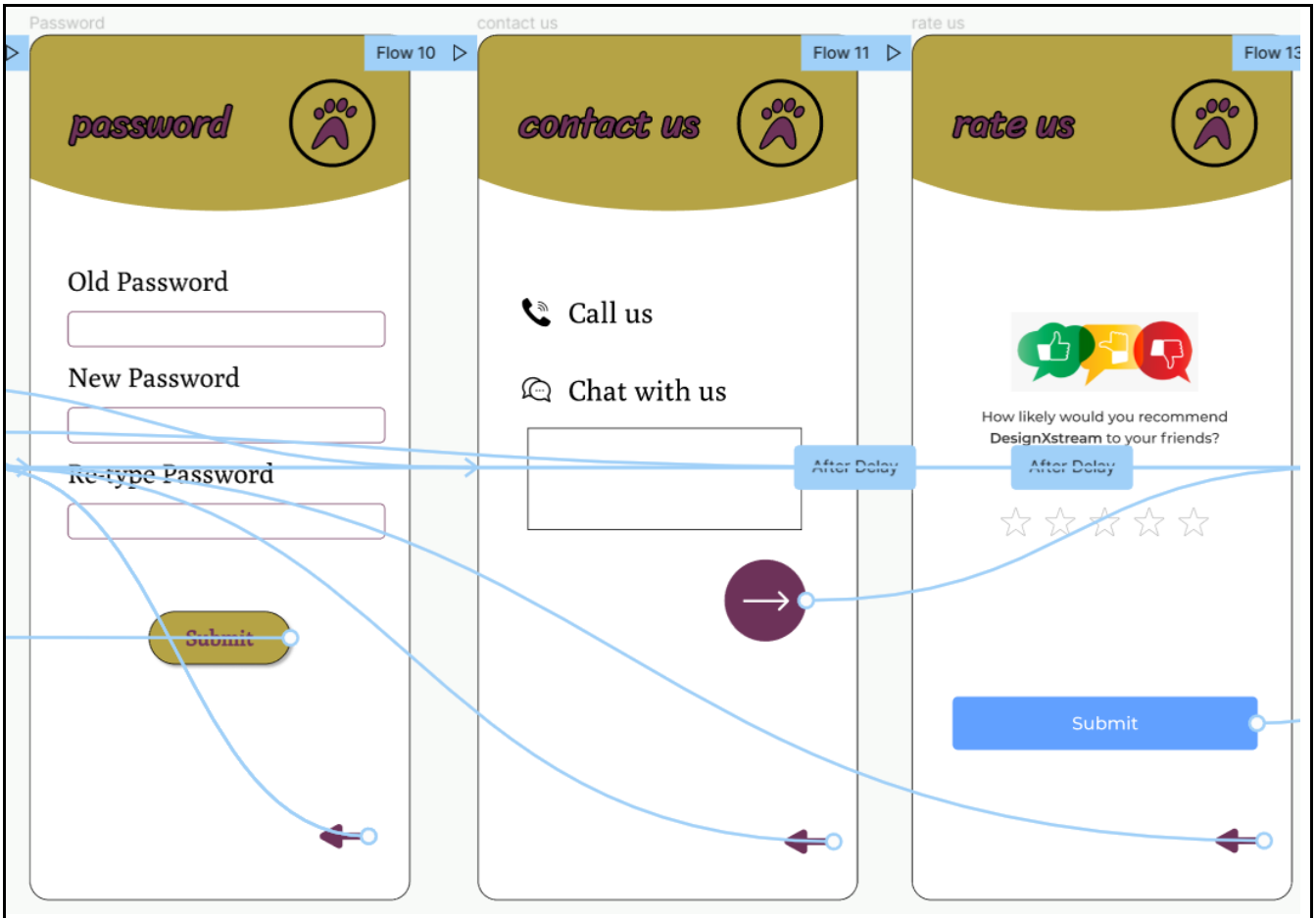

agreement
Terms and conditions
This Terms and Conditions agreement is a legal document that explains your rights and obligations as a user of our pet care offered by Pet Factor.
Create account
Flow 4
hurrayy!!
Congratulations!!! On taking your first step towards your and our pet care.Your account has been created on Pet-Factor
home
Pet food
Menu
Receipts
Schedule
Subscribe
Monitor
Address
Payment

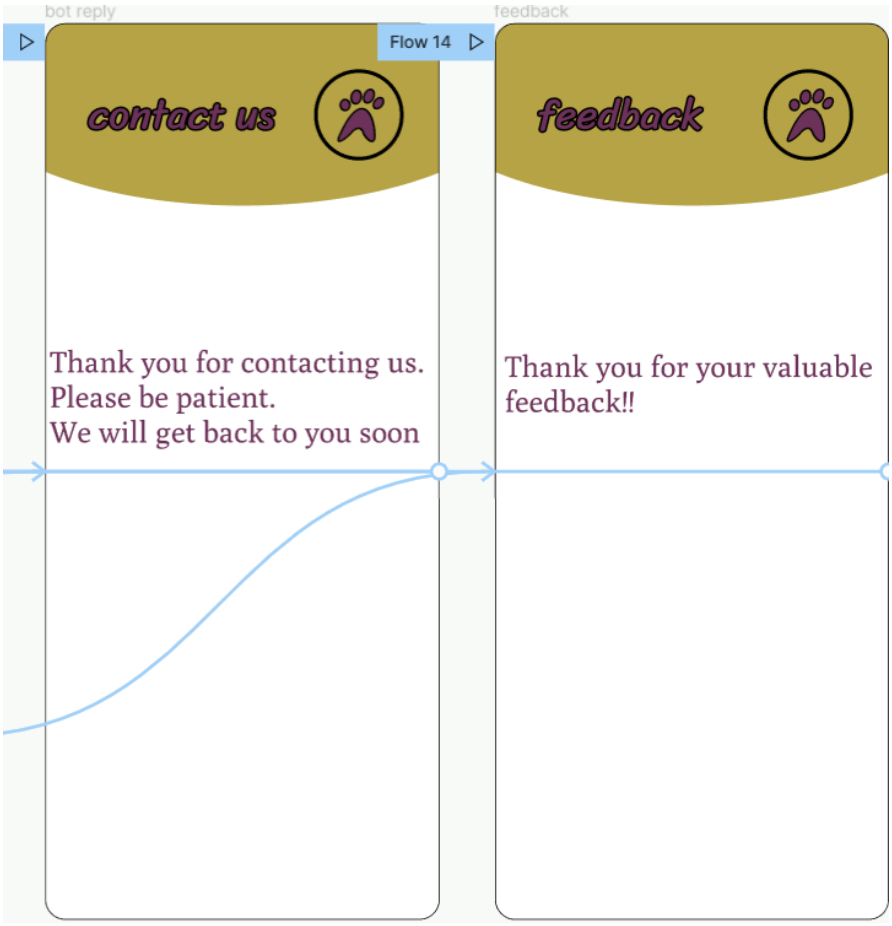

Menu
pet food
Receipts
menu
Menu
My profile
Pet's profile
Health records
History
Settings
pet food
Do you want to subscribe for pet-food to get delivered..
1 month
3 months
6 months
Flow 5
receipts
You can view your payment records here
Last one month
Last one year

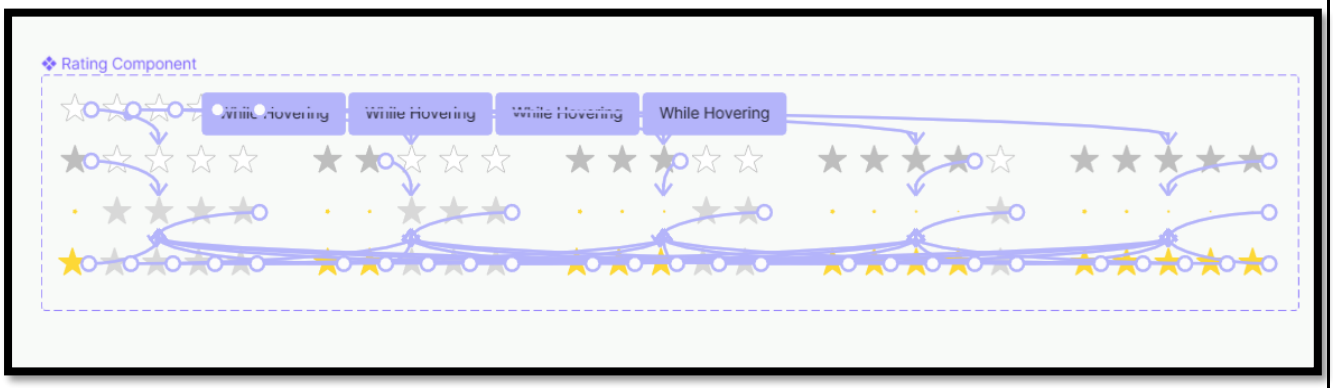

Schedule-1
schedule
DECEMBER 2021
Schedule-2
schedule
DECEMBER 2021
Schedule-3
schedule
Your pickup/delivery is scheduled. Please, make your payment. Thank you for contacting us.

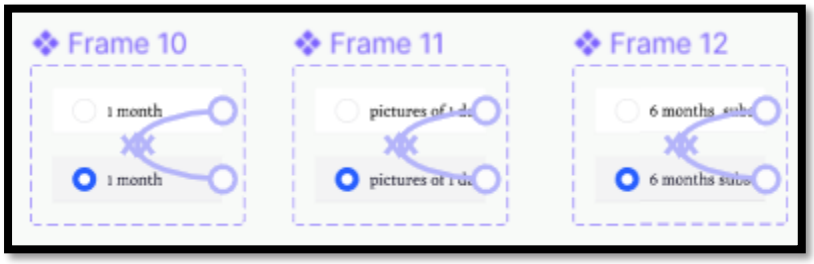

Monitor your pet
monitor
Video call
Pictures
Pictures of 1 day
Pictures of 3 days
Weekly pictures
Flow 6
After Delay
Subscribe
subscribe
Subscribe to our pet-factor memebership to avail our 50% discount on your every trip
6 months subscription
1 year subscription
Proceed
Frame 13
UPI payment
UPI payment

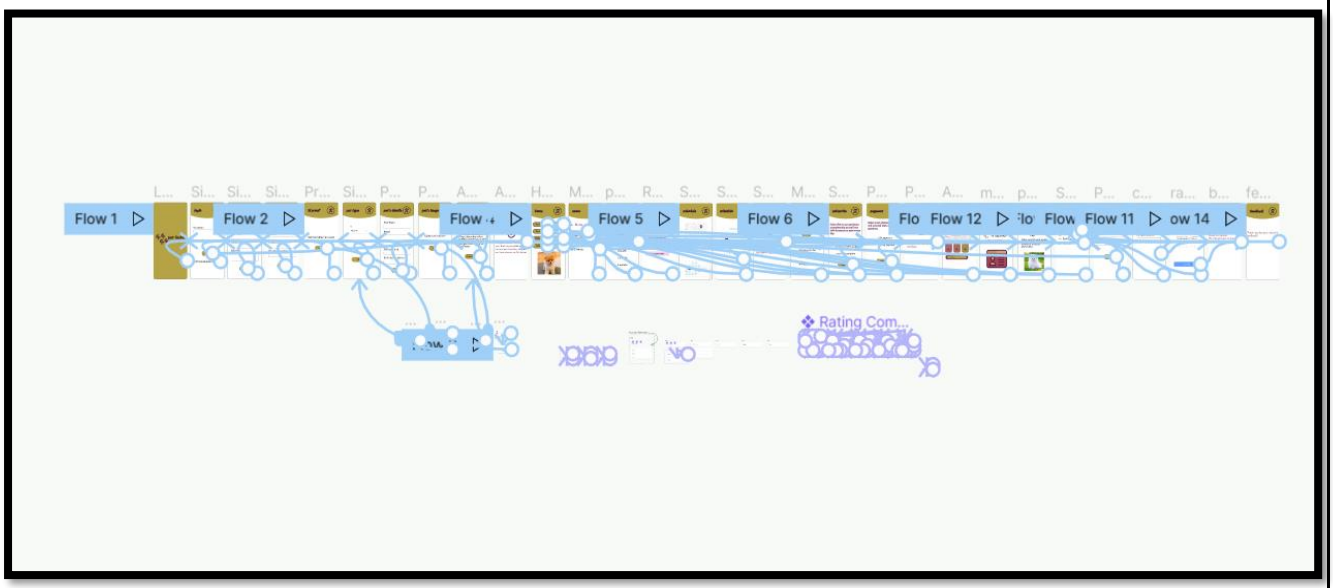

Payment
payment
Select your payment method and proceed with the payment.
UPI payment
Pay on Delivery
Proceed
Payment comment
payment
Thank you for availing our services. We hope you are satisfied.
Address
Flow 9
address
Hospital Jyo
Hope Hospital
Avala Hospital
Sri Arvind Hospital
Home
Path
Favs
Search...
my profile
Flow 12
my profile
JAEMIN JUNG
jaemin@wd
+91 1234567890
marijaemin@gmail.com
pets profile
Flow 7
my pet
BLANCO
Dog, 3 months
Pomeranian
5 kg
Likes carrots and apples
Perfectly healthy and active.
Settings
Flow 8
settings
Change password
Contact Us
Rate Us
Log out


Password
Flow 10
password
Old Password
New Password
Re-type Password
Submit
contact us
Flow 11
contact us
Call us
Chat with us
After Delay
rate us
Flow 13
How likely would you recommend DesignXstream to your friends?
After Delay
Submit

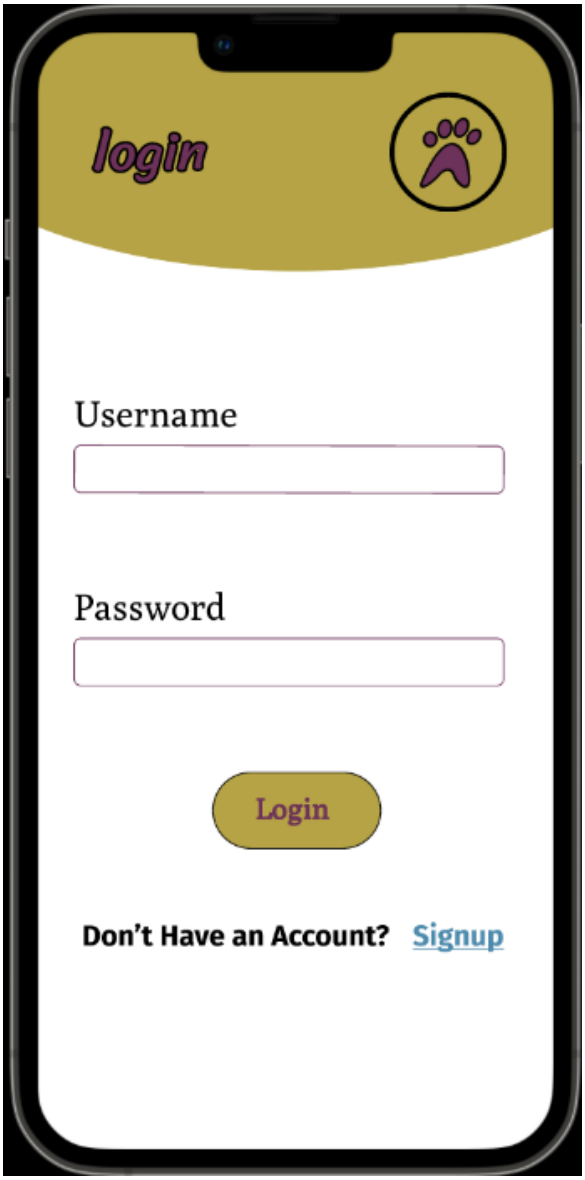

bot reply
Flow 14
contact us
Thank you for contacting us.
Please be patient.
We will get back to you soon
feedback
feedback
Thank you for your valuable feedback!!


Rating Component
While Hovering
While Hovering
While Hovering
While Hovering


Frame 10
Frame 11
Frame 12
1 month
1 month
6 months


Flow 1
Flow 2
Flow 5
Flow 6
Flow 12
Flow 11
Rating Com...

# FINAL PROTOTYPE RESULT

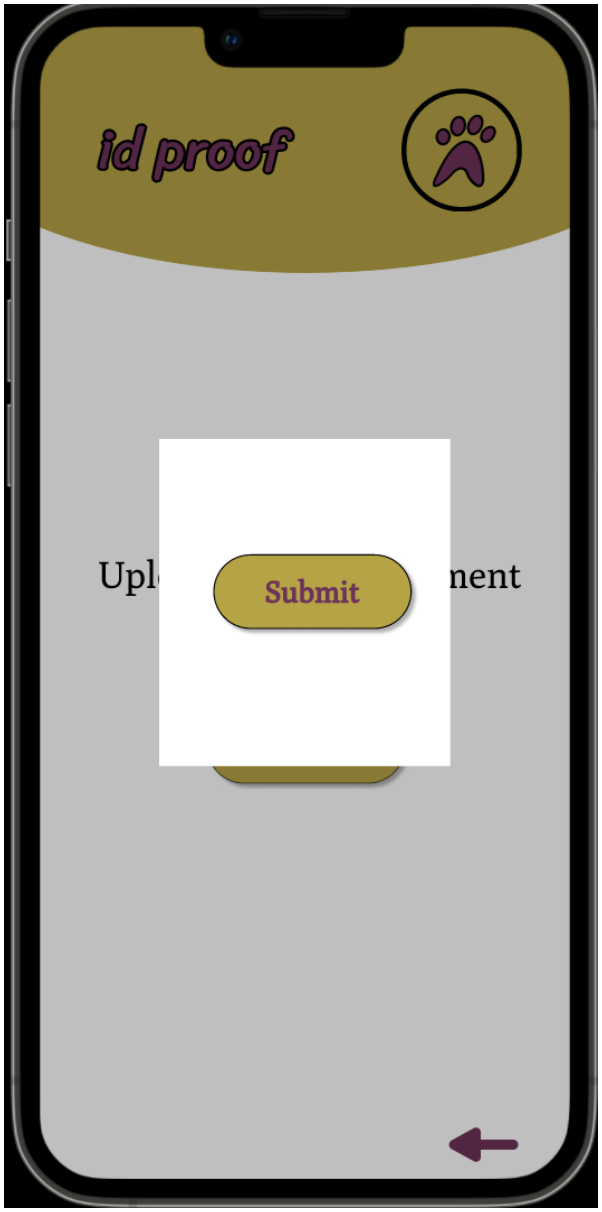

sign up
First Name
Last Name
Phone number
Address
Next

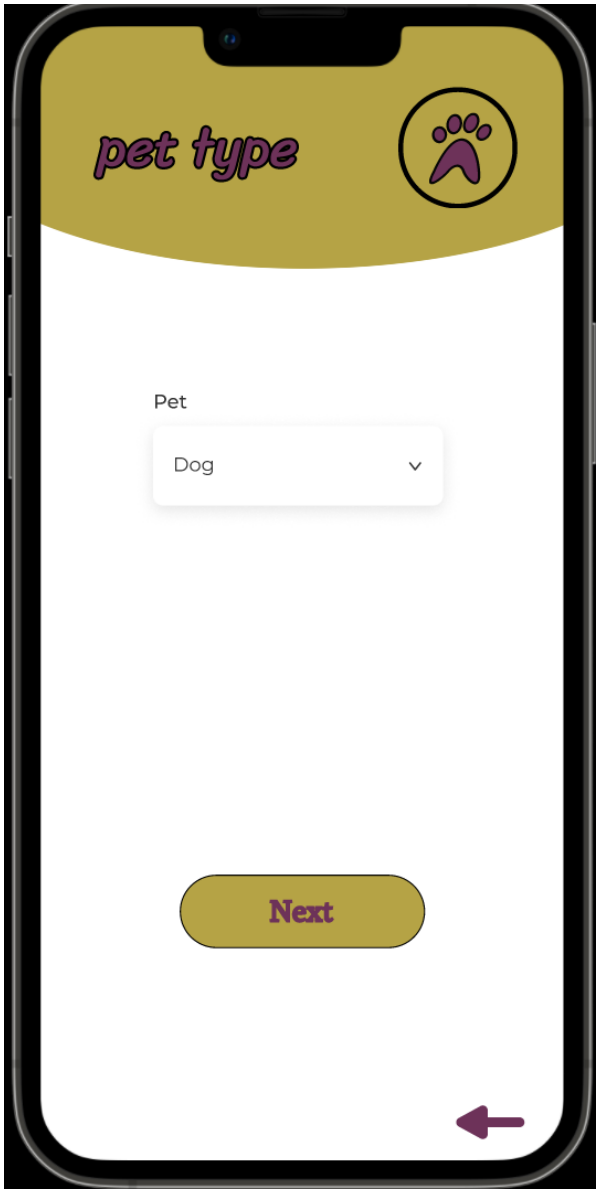

sign up
Username
Email id
Password
Re-type password
Next


id proof
Upload Aadhar document
Upload

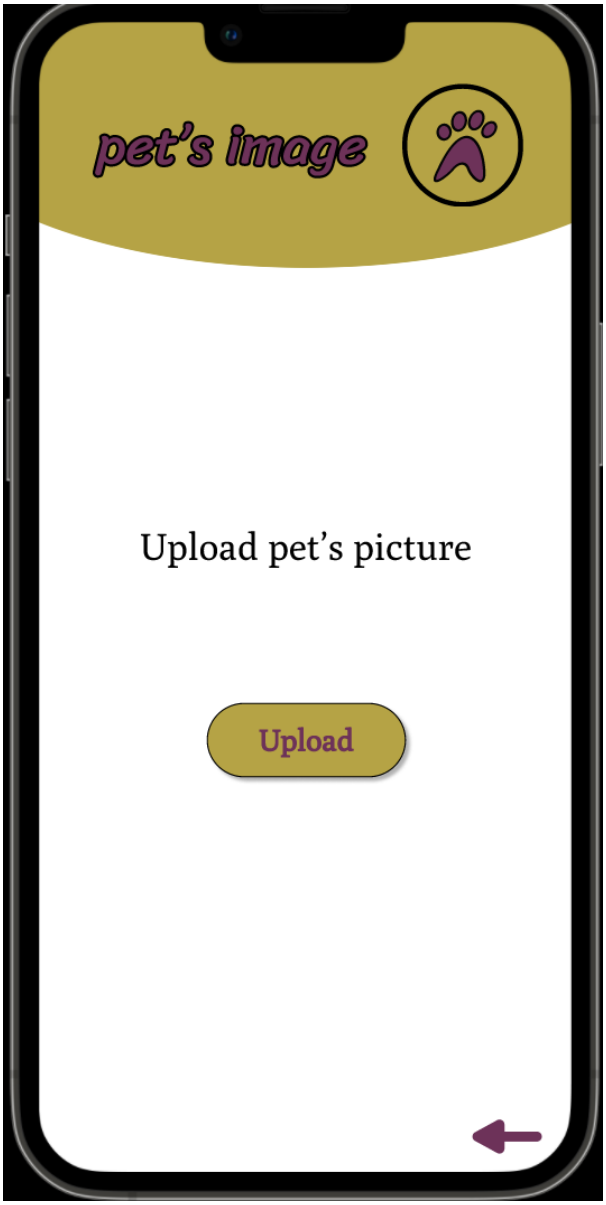

id proof
Upload
Upload


id proof
Uploa ument
100
Complete
Upload


id proof
Upl ment
Submit

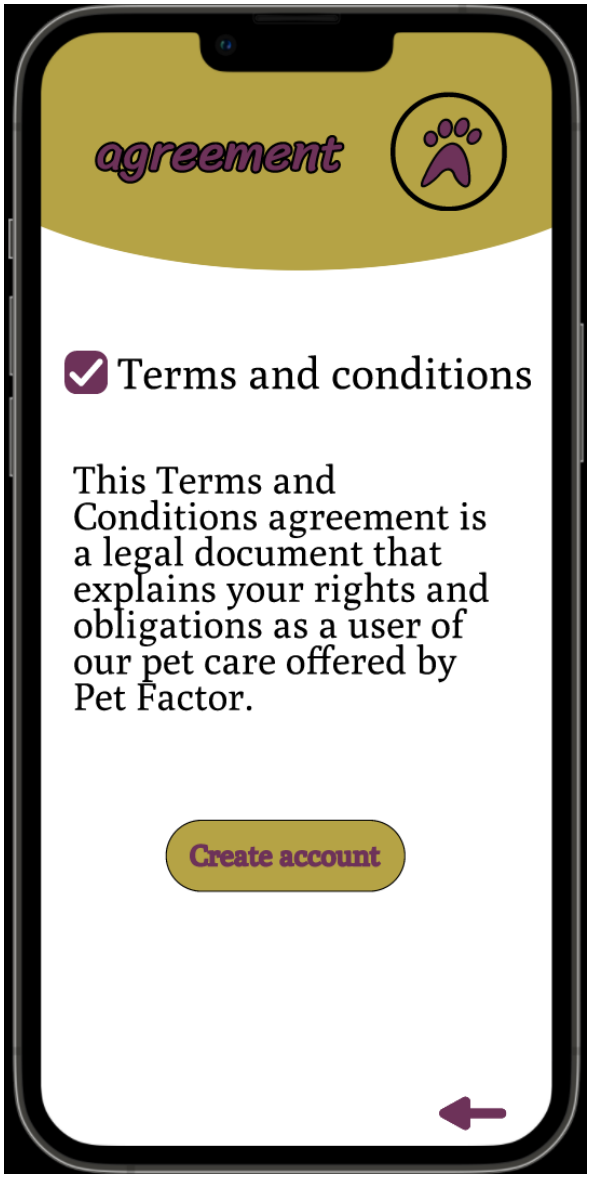

pet type
Pet
Dog
Next

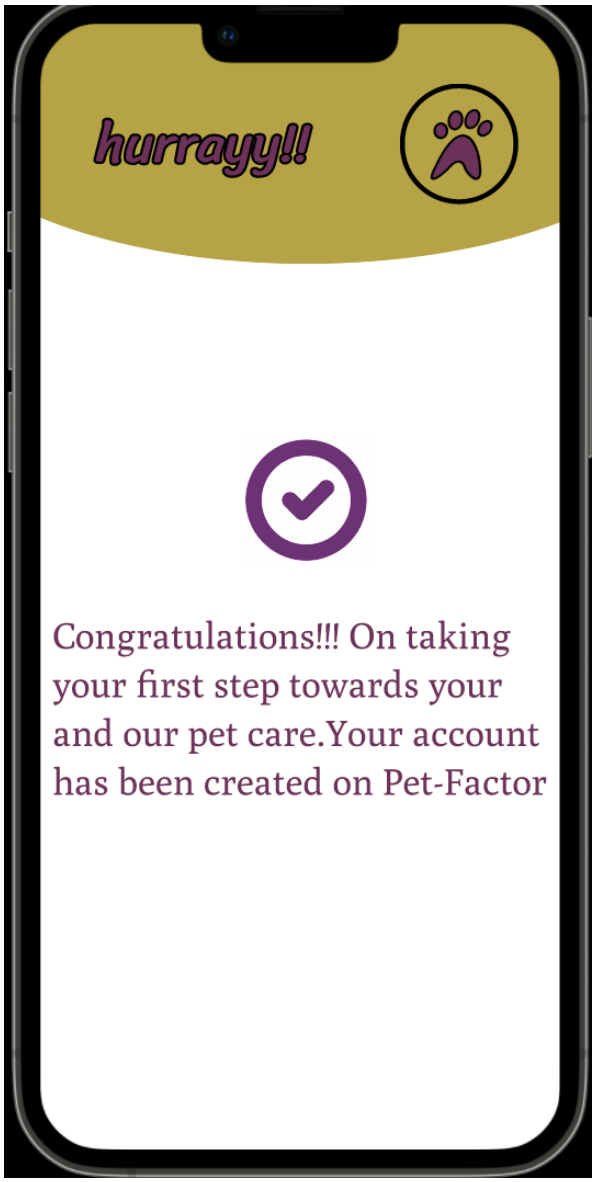

pet's details
Pet's Name
Breed
Age
Weight
Preferred food
Ill-Health condition
Next

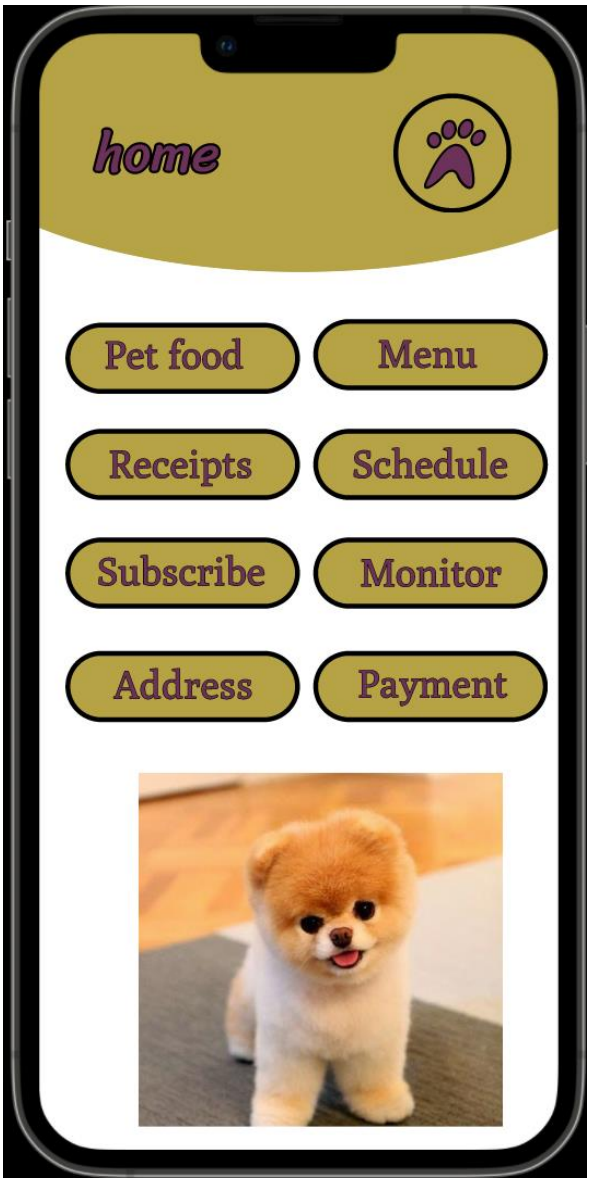

pet's image
Upload pet's picture
Upload

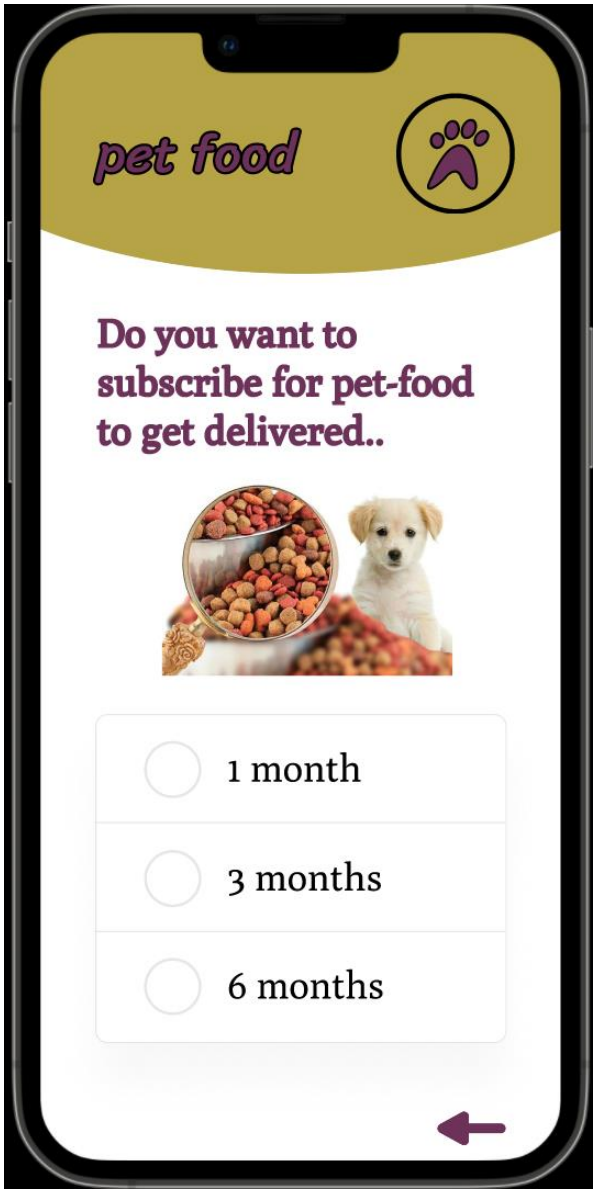

pet's image
70
Complete
Upload

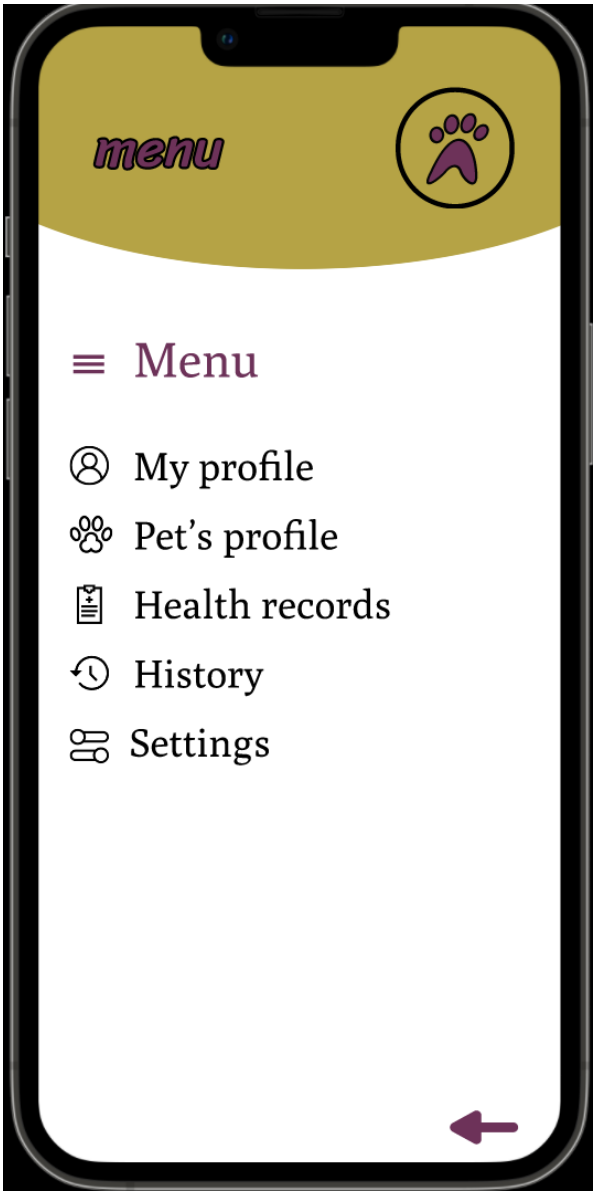

pet's image
Submit

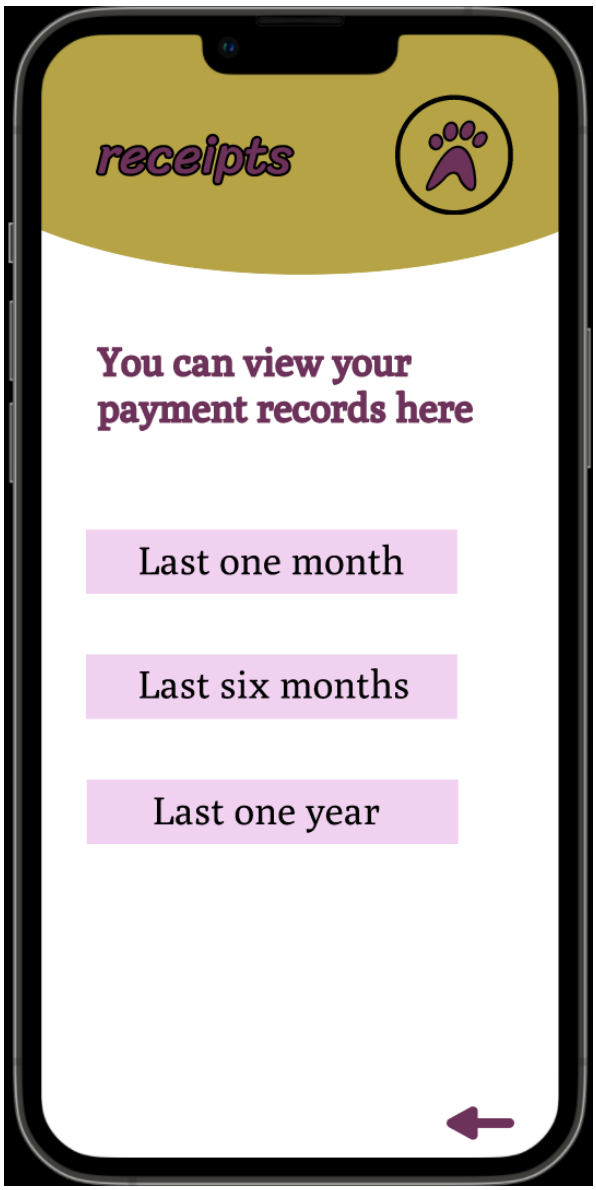

agreement
Terms and conditions
This Terms and Conditions agreement is a legal document that explains your rights and obligations as a user of our pet care offered by Pet Factor.
Create account

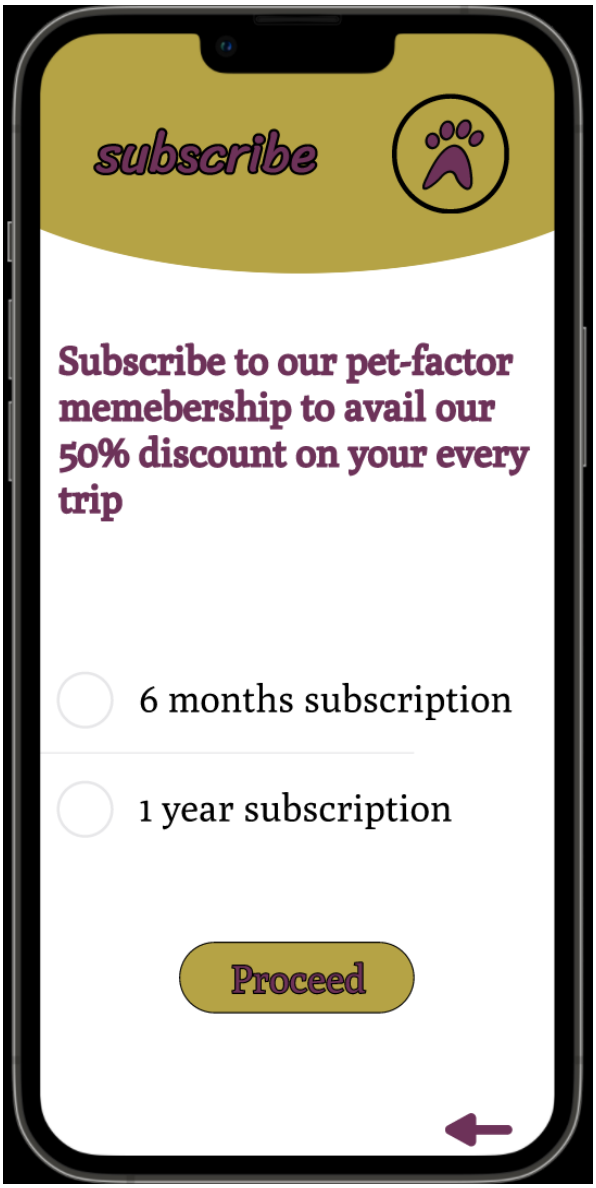

hurrayy!!
Congratulations!!! On taking your first step towards your and our pet care.Your account has been created on Pet-Factor

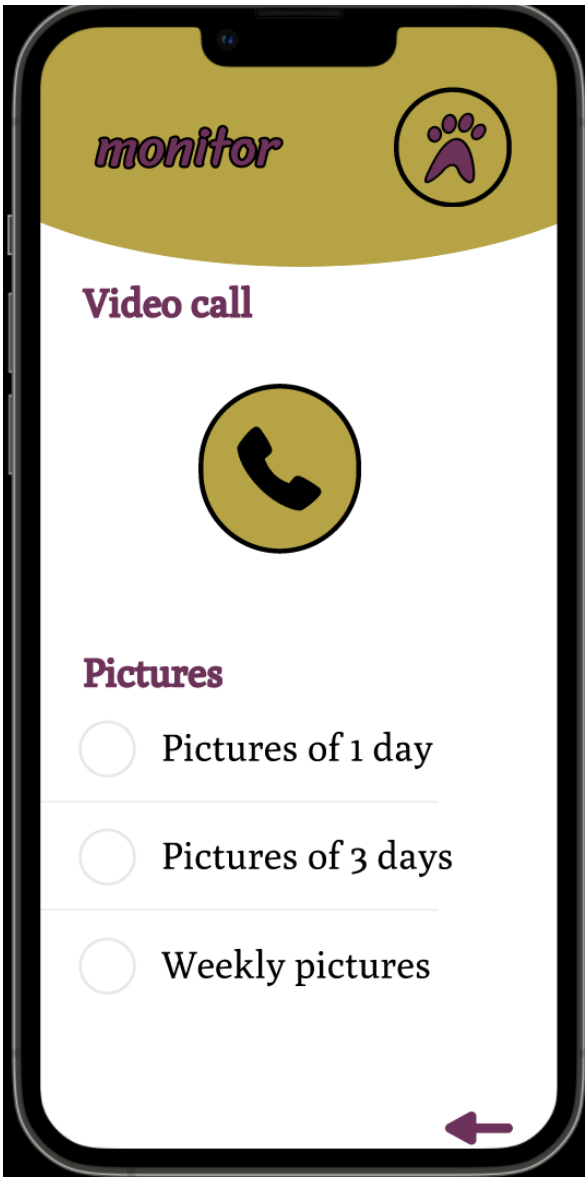

home
Pet food
Menu
Receipts
Schedule
Subscribe
Monitor
Address
Payment

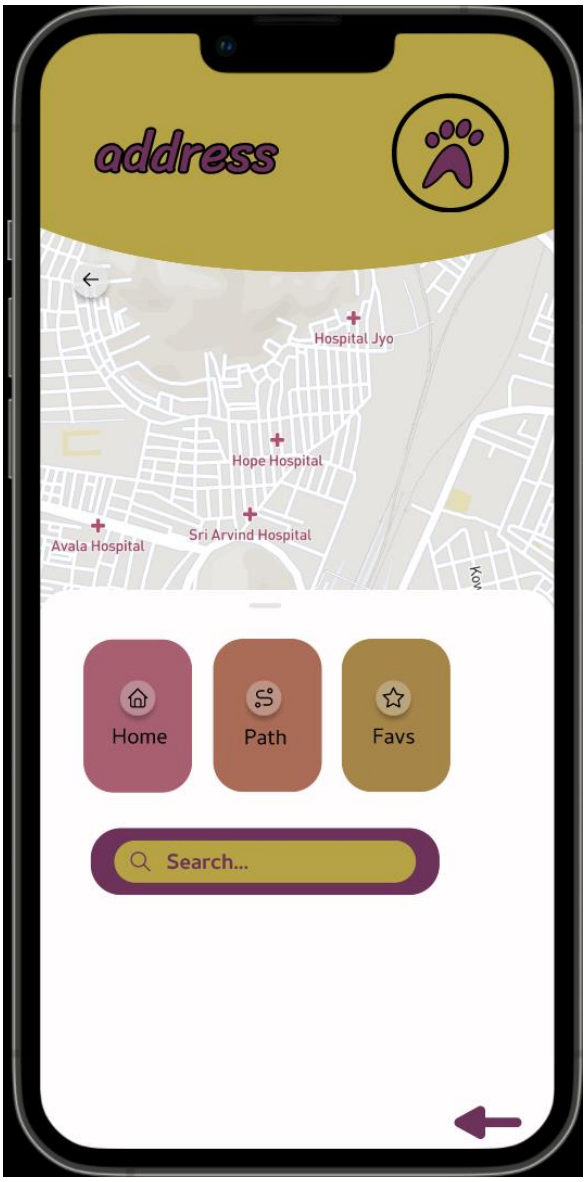

pet food
Do you want to subscribe for pet-food to get delivered..
1 month
3 months
6 months

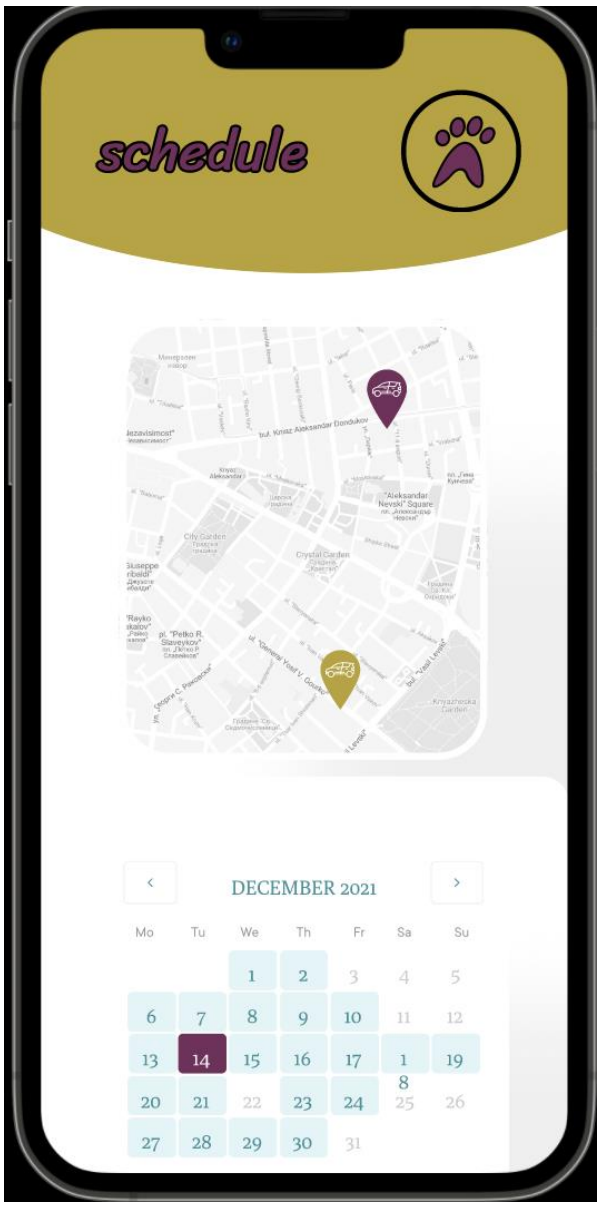

menu
Menu
My profile
Pet's profile
Health records
History
Settings


receipts
You can view your payment records here
Last one month
Last six months
Last one year

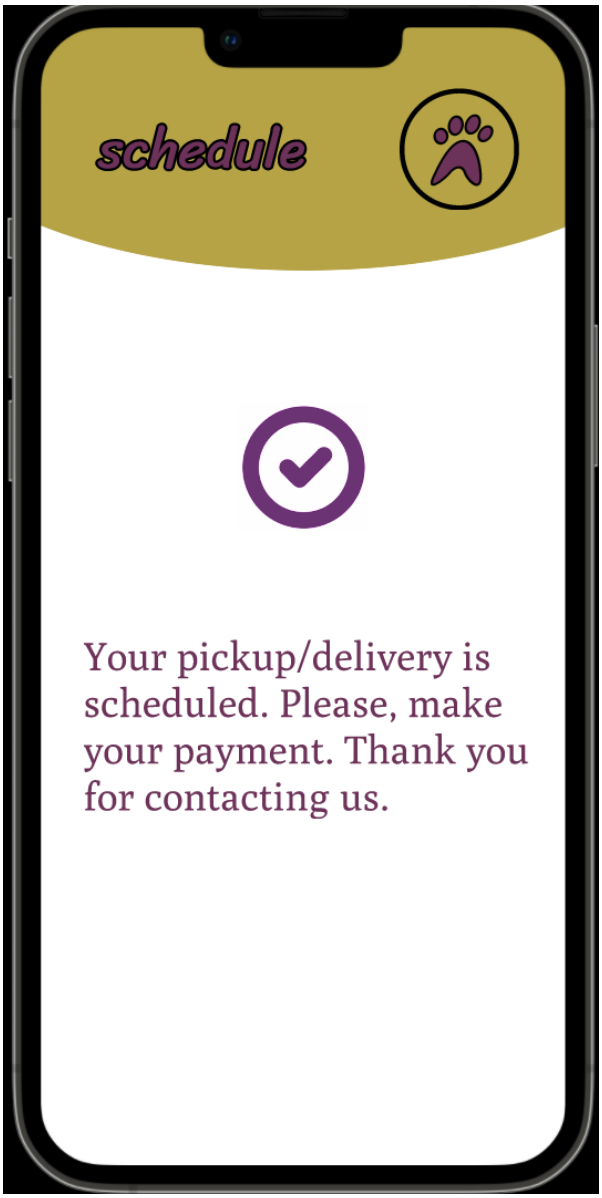

subscribe
Subscribe to our pet-factor memebership to avail our 50% discount on your every trip
6 months subscription
1 year subscription
Proceed

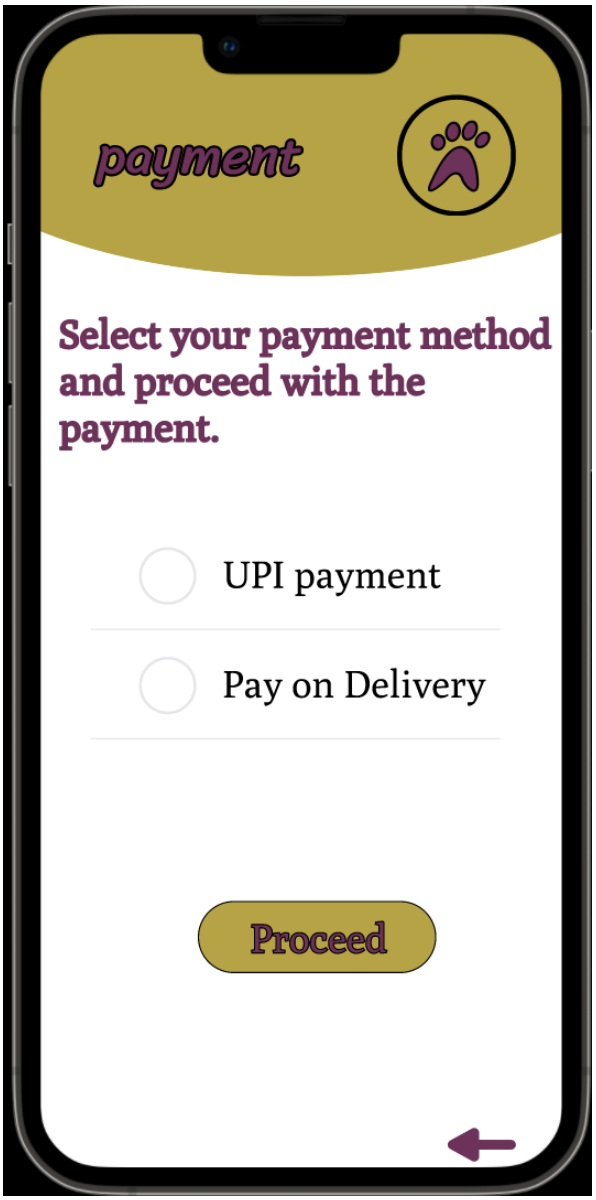

monitor
Video call
Pictures
Pictures of 1 day
Pictures of 3 days
Weekly pictures

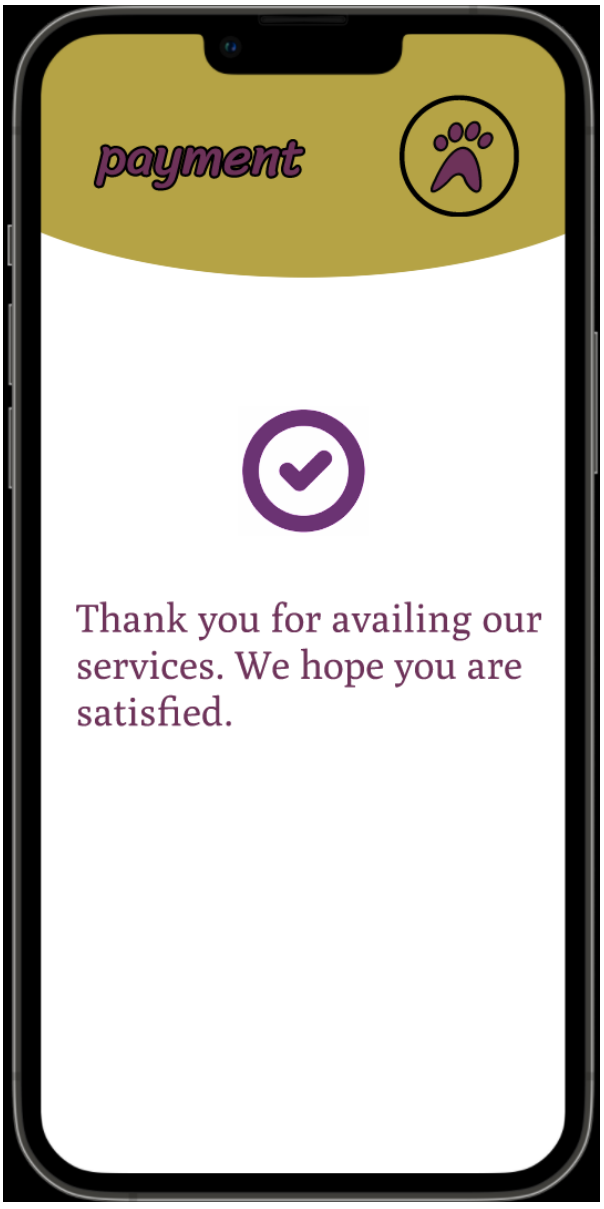

address
Hospital Jyo
Hope Hospital
Avala Hospital
Sri Arvind Hospital
Home
Path
Favs
Search...


schedule
DECEMBER 2021
Mo Tu We Th Fr Sa Su
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 1 19
20 21 22 23 24 8 25 26
27 28 29 30 31


schedule
DECEMBER 2021
Mo Tu We Th Fr Sa Su
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 1 19
20 21 22 23 24 8 25 26
27 28 29 30 31
1:00 pm
8:00 am
8:00 pm

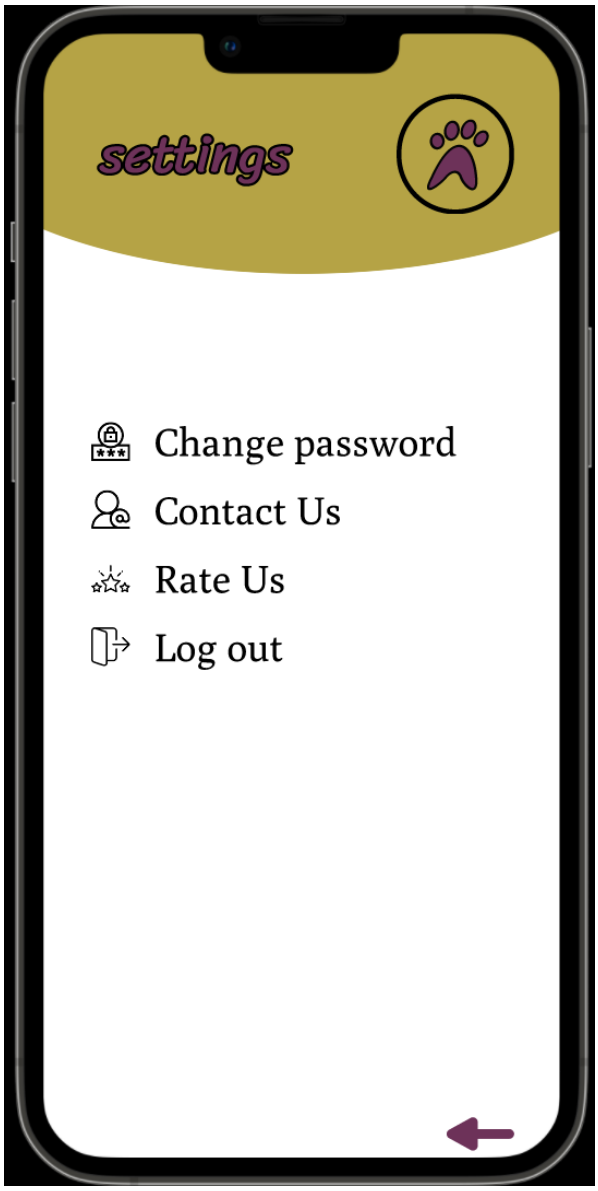

schedule
Your pickup/delivery is scheduled. Please, make your payment. Thank you for contacting us.

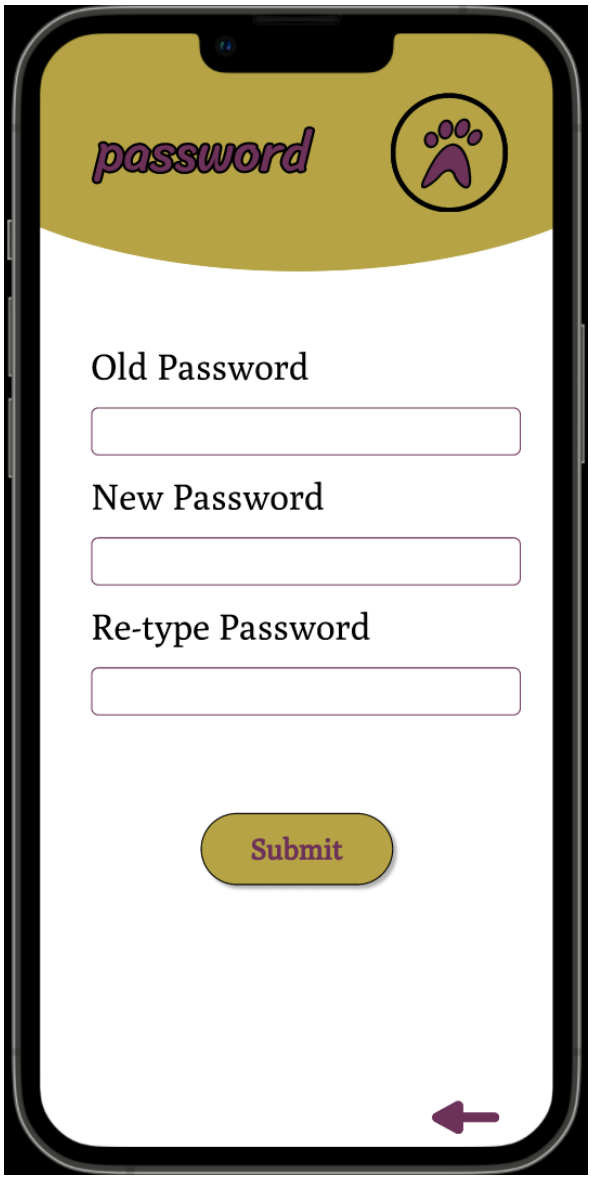

payment
Select your payment method and proceed with the payment.
UPI payment
Pay on Delivery
Proceed

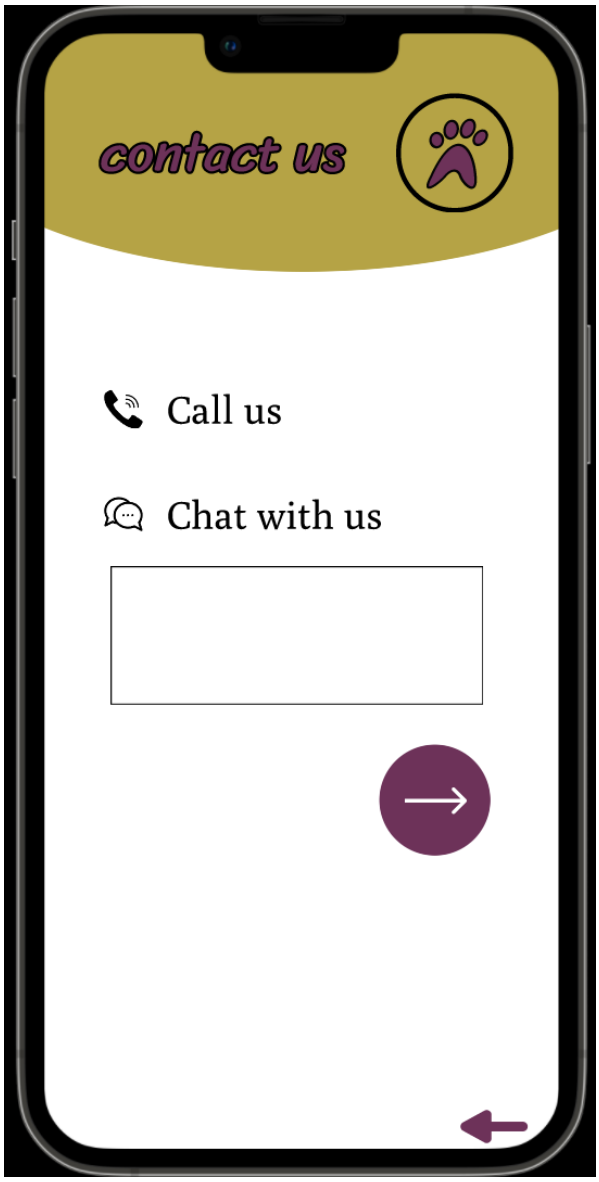

payment
Thank you for availing our services. We hope you are satisfied.

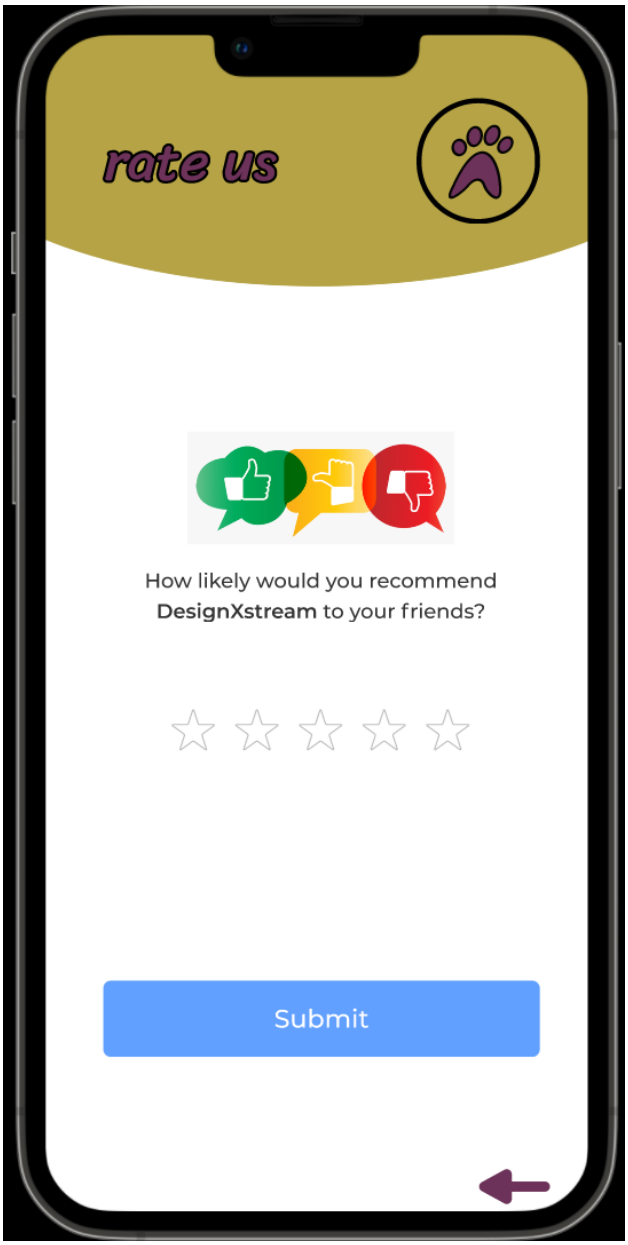

my profile
JAEMIN JUNG
jaemin@wd
+91 1234567890
marijaemin@gmail.com

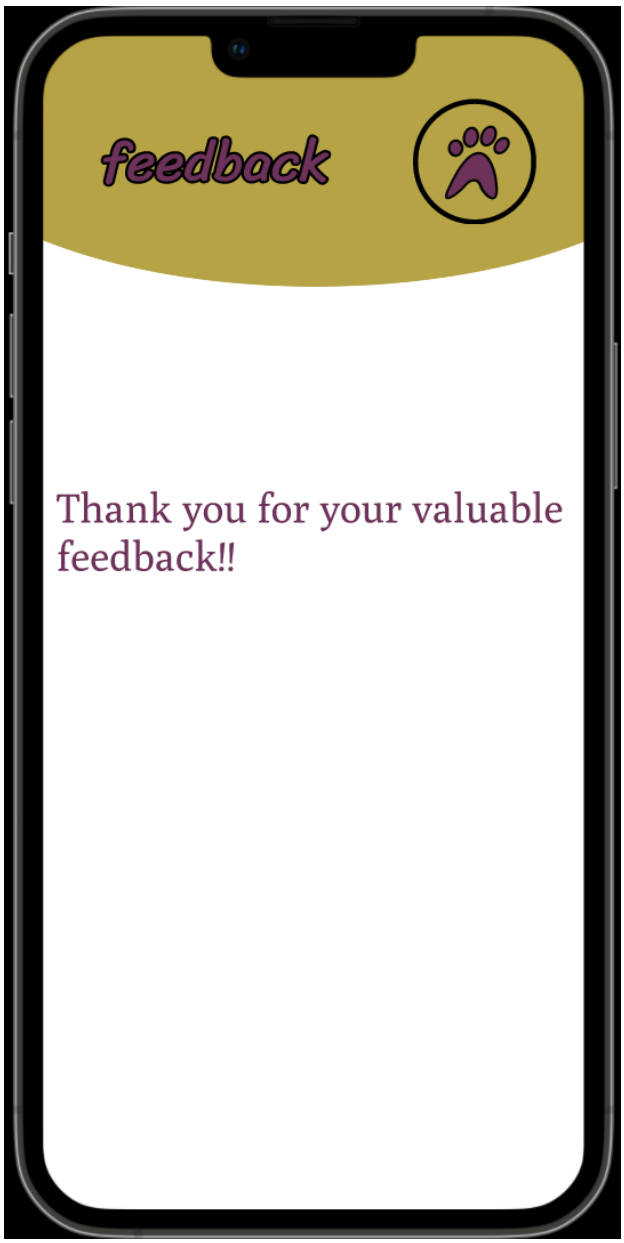

my pet
BLANCO
Dog, 3 months
Pomeranian
5 kg
Likes carrots and apples
Perfectly healthy
and active.

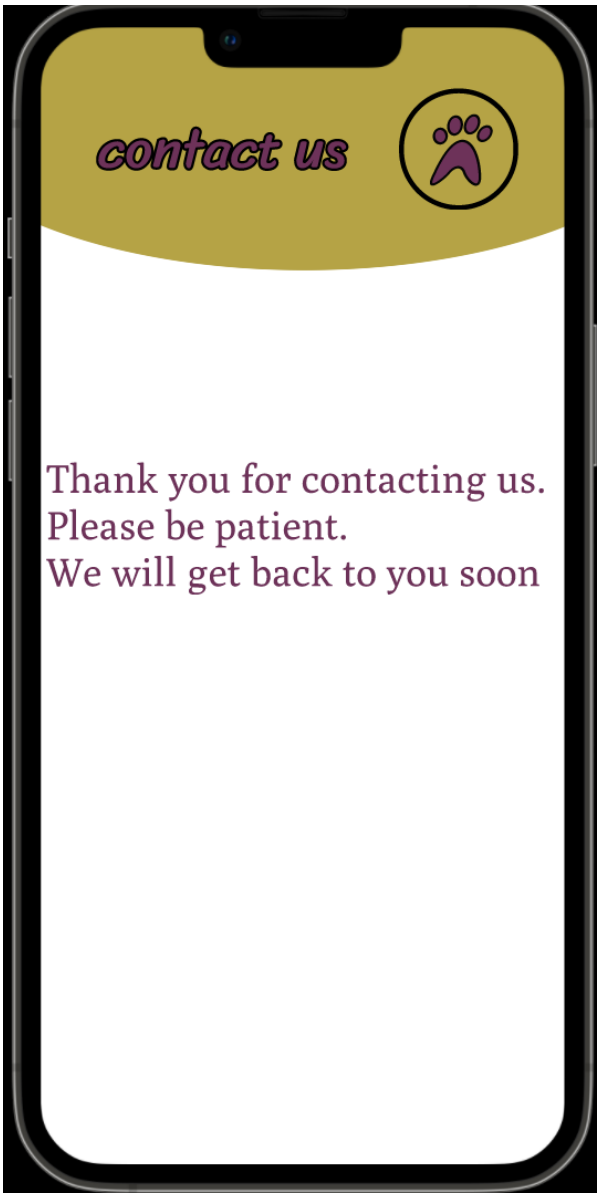

settings
Change password
Contact Us
Rate Us
Log out


password
Old Password
New Password
Re-type Password
Submit


contact us
Call us
Chat with us


rate us
How likely would you recommend
DesignXstream to your friends?
Submit


feedback
Thank you for your valuable feedback!!


contact us
Thank you for contacting us.
Please be patient.
We will get back to you soon

# FUTURE COURSE OF ACTION

UI/UX design has a great scope in the future as it deals with the design process and the rules of the design which makes the interface easily accessible for the users.

Pet-Factor does not consist of any feature to continuously monitor the pet. This can be resolved in the future implementation of the design. It is yet to be made into a mobile application and that has to be included in the future implementation as well.

If in the future pet-factor is commercialized to be a product , there will be future implementation that needs to be added to this design which is a backend process.

- UPI Payment methods and authentication processes
- Unique identification number that to be generated for the pet.
- Unique identification number generation for the each complaint raised by the customer.

# CONCLUSION

The phases of UIUX methodology have been applied to the Pet-Factor to design the application interface for a pet care center. The UX rules have been implemented and verified in order make the User Interface easier for the users to access. The user journey with the application has been figured out using the customer journey mapping and the user has also been empathized with and his flow while using the application has been figured out using user flow diagram. Finally, the design has been made in the stages of low-fidelity and high-fidelity.

# REFERENCES

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[6] Marcus, A.: Color my UX readable. Interactions, 15 March 2013

Project Report

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