PROJECT TITLE:

Pawly – Pet Grooming Website

PROJECT TYPE:

Self-Initiated UI/UX Learning Project

STATUS:

UI Design Completed (Concept Stage)

ROLE:

UI/UX Designer

PROJECT CONTEXT:

This is a personal, self-initiated UI/UX learning project created to improve design skills and explore service-based user experiences. The project was not built for a real client

or company and is not a fully developed production product. The focus of this project

is on visual design, service discovery, trust-building, and reducing friction for

first-time users.

1. PROJECT OVERVIEW

Pawly is a conceptual pet grooming website designed to help pet owners easily understand

available grooming services and place a booking request with minimal effort.

The website focuses on first-time visitors who are exploring grooming services and deciding

whether to trust and contact a service provider. The design prioritizes clarity, emotional

appeal, and ease of decision-making rather than complex functionality.

2. PROJECT SCOPE

The scope of this project is intentionally limited to the pre-login experience and includes

the following pages:

- Landing Page

- Services Page

- About Us Page

The project does not include:

- User login or authentication

- Subscription management

- Payment flows

- User dashboards

This scope was intentionally chosen to focus on foundational UX principles such as content hierarchy, clarity, and trust-building, which are critical for service-based websites.

3. TARGET USERS

Primary users of the website are pet owners who are looking for grooming services for their pets and are visiting the website for the first time.

Key user needs include:

- Quickly understanding what services are offered

- Feeling confident and safe about the service provider

- Being able to place a booking or appointment request easily

4. PROBLEM STATEMENT

Many pet grooming websites struggle with unclear service descriptions, cluttered layouts, and a lack of trust-building elements. As a result, users often leave without fully understanding the services or feeling confident enough to make a booking.

This project aims to address these issues by presenting services clearly and creating

a friendly, approachable user experience.

5. DESIGN GOALS

The primary goals of this project were:

- Clearly communicate available grooming services

- Reduce friction for first-time users

- Build trust through visuals, testimonials, and transparency

- Create a friendly and approachable brand tone

- Improve readability and content flow

6. DESIGN APPROACH

A clean and minimal design approach was used throughout the website. The layout emphasizes

clear sectioning, generous spacing, and visual hierarchy to guide users naturally through

the content.

The design uses a bold and friendly color palette suitable for a pet-related service,

supported by strong imagery to create an emotional connection with users.

7. SERVICE BOOKING CONCEPT

The booking experience is designed as a simple, one-time service request rather than a subscription or account-based system.

The intended user flow is:

User visits website

→ Browses services

→ Selects a service

→ Clicks "Book Appointment"

→ Provides basic details (name, contact, pet information)

→ Appointment or home visit is scheduled

Login and subscription features were intentionally avoided to reduce friction and focus on first-time user conversion.

8. KEY UX DECISIONS

Key UX decisions made during this project include:

- Avoiding mandatory login to reduce entry barriers

- Prioritizing service clarity over complex interactions

- Using testimonials and before-and-after images to build trust

- Designing the experience around one-time bookings rather than subscriptions

- Keeping navigation simple and predictable

9. CURRENT LIMITATIONS

As this is a learning and concept-stage project:

- The experience is limited to informational and booking-intent pages

- There is no backend functionality

- No usability testing has been conducted yet

These limitations are intentional and reflect the learning-focused nature of the project.

10. LEARNINGS AND REFLECTION

This project helped strengthen my understanding of:

- Designing service-based user experiences

- Structuring content for clarity and readability

- Building trust through UX and visual design

- Making intentional scope decisions

- Designing with first-time users in mind

It also reinforced the importance of reducing friction and focusing on user intent, especially for service-oriented websites.

11. FUTURE IMPROVEMENTS

If expanded further, potential next steps could include:

- Exploring a booking confirmation flow

- Adding a simple inquiry or contact workflow

- Conducting basic usability testing

- Iterating on content based on user feedback

These features were intentionally left out to maintain focus on core UX principles and will be explored in the future as part of a more complete design. Thank you for your valuable time.