

IHCI Third Project Submission

Rules

- Submit a Google Doc, NOT a PDF or a Google slide.
 - Use the default fonts, line spacing, and font size unless specifically required in the assignment.
 - After submission, the Google Doc will get automatically locked, so you won't be able to make any changes.
 - Standard plagiarism rules apply.
 - Your submission will only be considered for grading and feedback if you follow these guidelines.
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Group-2_Project-1

Members:

Abhishek Bansal (2022021)

Abhishek Beniwal (2022022)

Abhishek Jha (2022023)

Adarsh Jha (2022024)

Aditi Sharma (2022025)

Refined Gathering

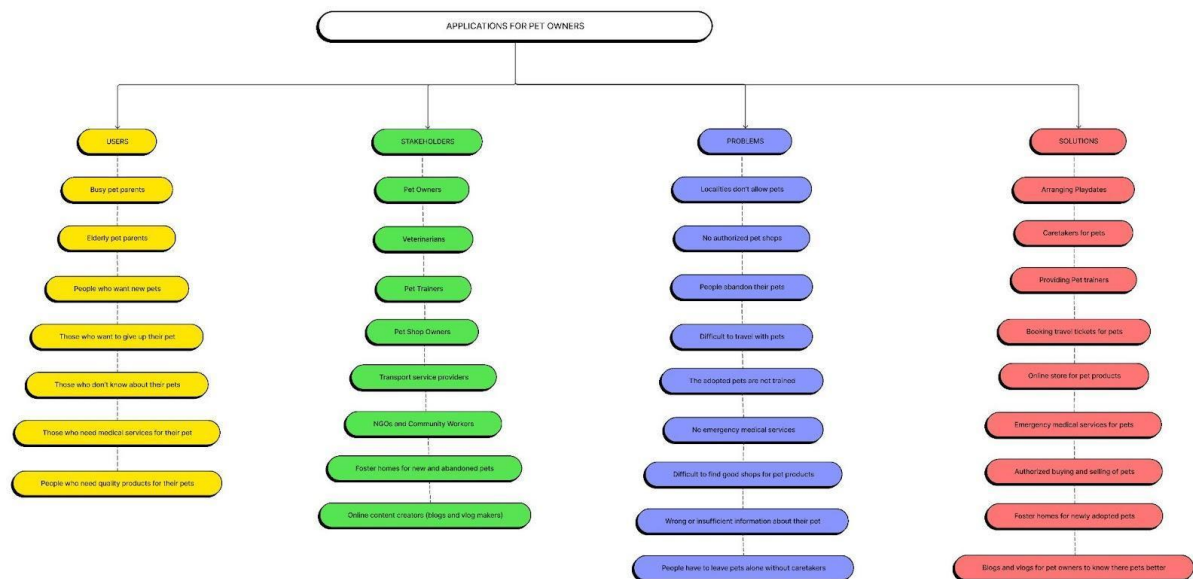
Stakeholders:

- **Veterinarian:** Veterinarian will have a crucial role from the early stages of alternative design; they (with users in search of a good veterinarian) will be consulted on how the “connect to the veterinarian” section of the application should function to make the interaction between the user with a patient and the veterinarian, effective and efficient for both the part of the process. To give a 24x7 veterinarian service, the team (with veterinarians) needs to find the solutions to this and other problems. The challenges veterinarians face will be managing the online appointment system and the physical appointments and emergencies. The veterinarians are expected to

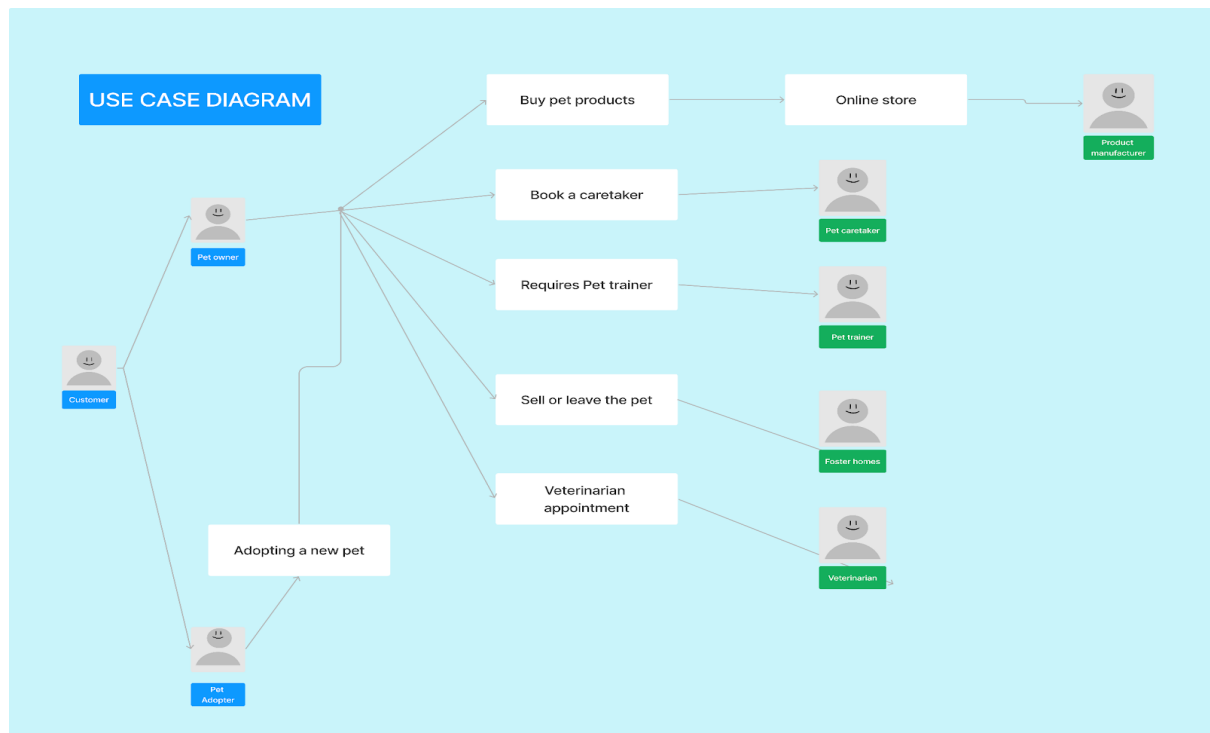
register for the application to add to their income and also reach people outside their reach, e.g., a different country.

- **Pet Shop-owners:** They will be the primary consultants(alongside the pet owners) during the development process as the main functionality of the application is to sell and buy pets(c2c or b2c).their feedback and responses will be used to design alternative solutions to the “selling and buying functional properties” and select among them. The challenges faced by the pet shop owners will contain, e.g., making sure the pet will be calm during the transportation, etc. They are expected to register to boost their retail, they are expected to want full transparency from the buyer, and they will also be expecting a suitable mode of transportation for the pet.
- **Existing pet owners:**There are little to no shops in India that sell pet products like food, cleaning products etc. so they cannot find a place to buy these. They want a trusted place where they can buy all the pet related products very easily, just in a few clicks.An all in one app which sells the pet products, gets appointments from veterinary doctors, can contact trainers for their pets, buy tickets etc.
- **Caretakers for pet:** A pet owner always faces challenges while going on trips. Majorly the challenge is where to keep their pet safe and secure and ensure that they are well Nutrition timely. They expect a person who takes care of their pets. We would spend resources on training this guy. S/He would be able to help a needy pet. S/he would always be handy with necessary items. When the owners are away, they can deploy a man who can be the pet's caretaker. We would develop users' trust (with time) in our
- **Pet Trainers:** The people who can train both the new pets and their owners in how to care for their pets. This will help the pet owners to take care of their pets better. This activity will also strengthen the owner's relationship with their pet.

Mind Map





Use-Case Scenario



Refined Personas and Scenarios

User personas:

	<u>Suman Anand</u>	BEHAVIOR AND HABITS <ul style="list-style-type: none"> • Loves her family and kids • Wakes up early because her workplace is far away • Has two pet dogs whom she loves • Lives in a remote area • Spends her free time gardening and going for walks
	<u>Age: 38</u>	
	<u>Sex: Female</u>	
	<u>Marital Status: Married</u>	
	<u>Edu. Qualification: B.Sc.,M.Sc. PhD.</u>	
FRUSTRATION/PAIN POINTS <ul style="list-style-type: none"> • Feels exhausted after coming back from work • Can't take care of her dogs • Doesn't know any good veterinarians around her • Neighbours complaint about barking of the dogs 		NEEDS/REQUIREMENTS <ul style="list-style-type: none"> • Finding a good veterinarian around her • A trainer for her dogs • A good pet shop to buy essential products for them • Needs some domestic help to help her around with household chores

	<u>Abhimanyu Singh</u>	BEHAVIOR AND HABITS <ul style="list-style-type: none"> • Loves his pet cat • Goes to his office everyday and has long working hours • Often has to go away from home for long periods of time • Is happy and joyful as a person • Lives away from his family due to job
	<u>Age: 33</u>	
	<u>Sex: Male</u>	
	<u>Marital Status: Married</u>	
	<u>Edu. Qualification: B.Tech and MBA</u>	
FRUSTRATION/PAIN POINTS <ul style="list-style-type: none"> • Misses his parents and family back home • Often is left exhausted after his work hours • Can't spend time with his pet cat • Has to leave the cat alone at home often times when he travels 		NEEDS/REQUIREMENTS <ul style="list-style-type: none"> • Needs some free time off from his work • Wants a caretaker for his beloved pet • Wants to give more time to both his family and pet • Wants to travel with his pet

Refined Problem Understanding

Proposed solution:

Our application here will act as a one-stop solution for all the problems pet owners have to face these days. We aim to include all the solutions in one application so the user doesn't

have to go to other applications for their needs. We are trying to provide here everything a pet parent may need. Detailed solutions are as follows:

- Our application will allow people to find their perfect pet from certified places and leave their pet with certified shops when selling the pet instead of abandoning them.
- It will allow pet parents to find good veterinarians around them and learn basic first aid for their pets. It will also help them to keep a track of vaccination dates for their pets.
- They can also book pet trainers for their pets and themselves to bond better with their pets and understand them better.
- We also provide an online store for pet products, where pet parents can buy anything ranging from food to hygiene products and basic medications.
- We allow them to book a caretaker for when they go out and can't take their pet with them.
- They can book train tickets, flight tickets, and taxis that allow pets.
- Pet parents can get updates about localities, societies, parks, resorts, and restaurants that allow pets.
- This application will also online content creators who post about their pets to be a platform as they can post their blogs and vlogs on the application.
- We also provide foster homes for newly adopted pets to make them habitual of living in a human environment and interacting with humans.
- There will be finding a playdate feature in the application, here the pet parent can look for people around them whose pets also feel alone. This way they can organize a playdate for their beloved pets.

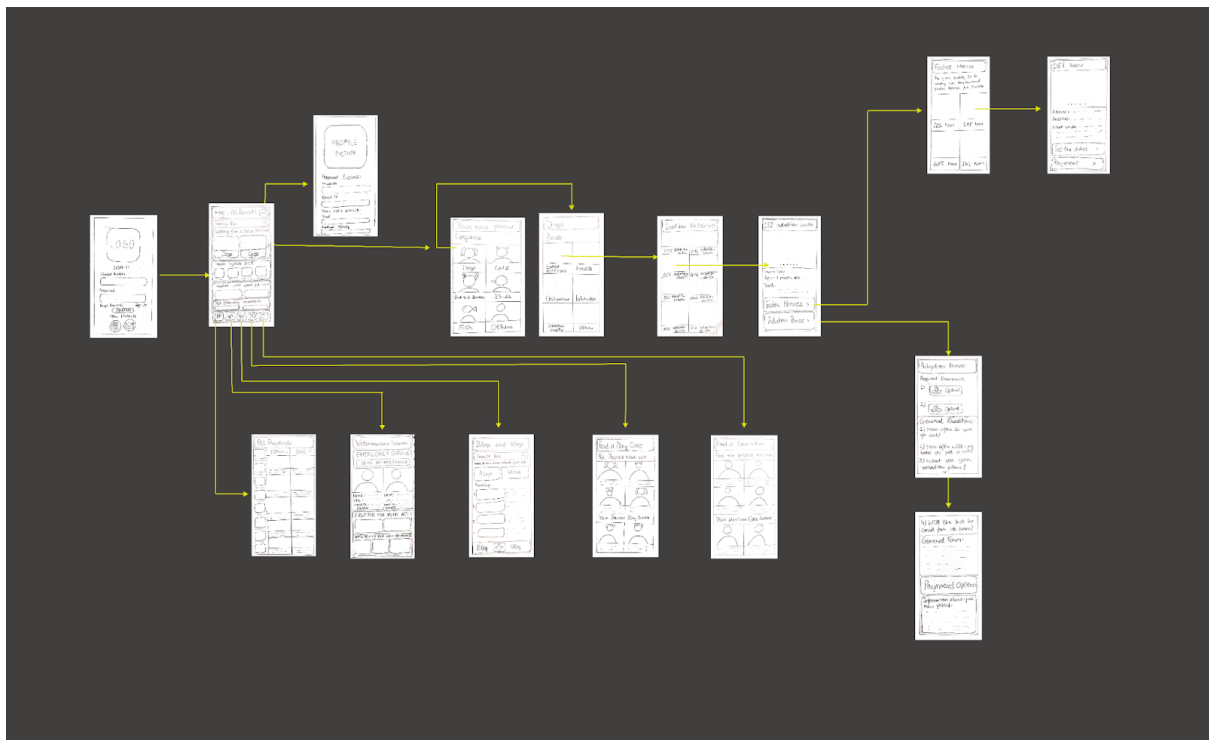
Potential users:

- Those who are busy with their work life and can't spend time with their pets. They would need caretakers for their pets very often. Instead of leaving them alone, they can have someone take care of their pet
- People who are newly adopting a pet and need to train it. They can either book a trainer or send their pet to a foster home first. This will help both the pet and the owner to forge a stronger bond.
- Those who feel that they don't know much about their pets. These people can easily access blogs and vlogs made by content creators.
- People who need to buy a new pet from a certified place. They can buy the pets from our application where they can find authorized shops. They can also complete the adoption process online by filling a simple form.
- Those who can't take care of their pets but don't want to abandon them. They can give up their pets to a certified shop, where the pet will be taken care of, instead of abandoning it on the streets.
- Those who need medical assistance for their pets regularly. They can easily find veterinarians around them using our application. They can also learn some basic first aid there that every pet parent should know. They also get to keep a record of the vaccination shots for their pets.
- People that are looking for friends for their pets. They can use the find a playdate feature to meet up with some other pet owners.

Refined Lo-Fi Design

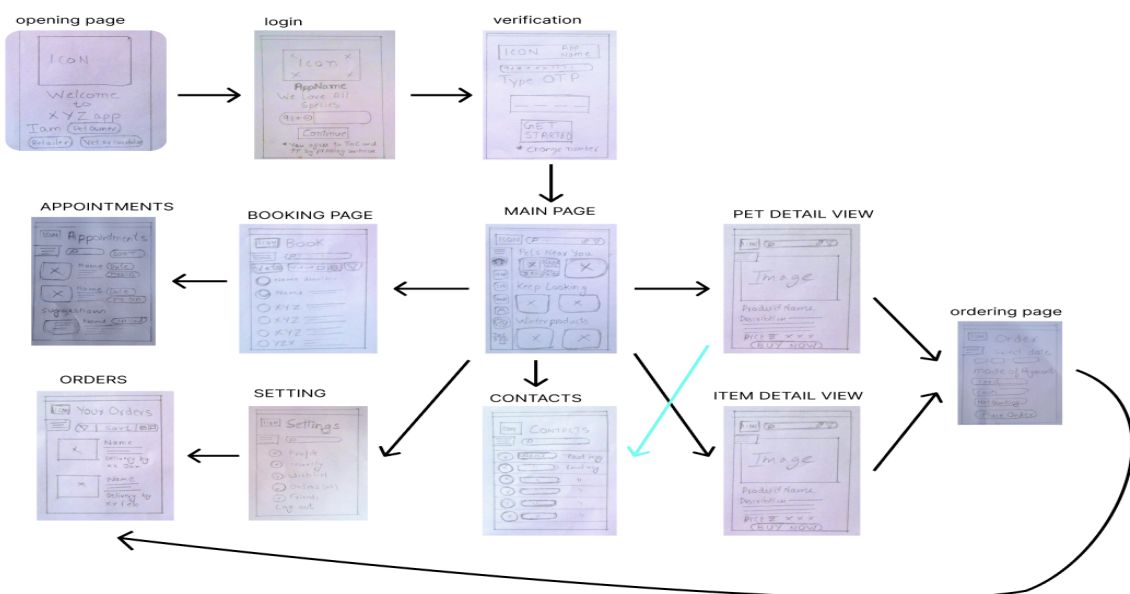
Aditi Sharma:

Lo-Fi: [Lo-Fi Prototype](#)



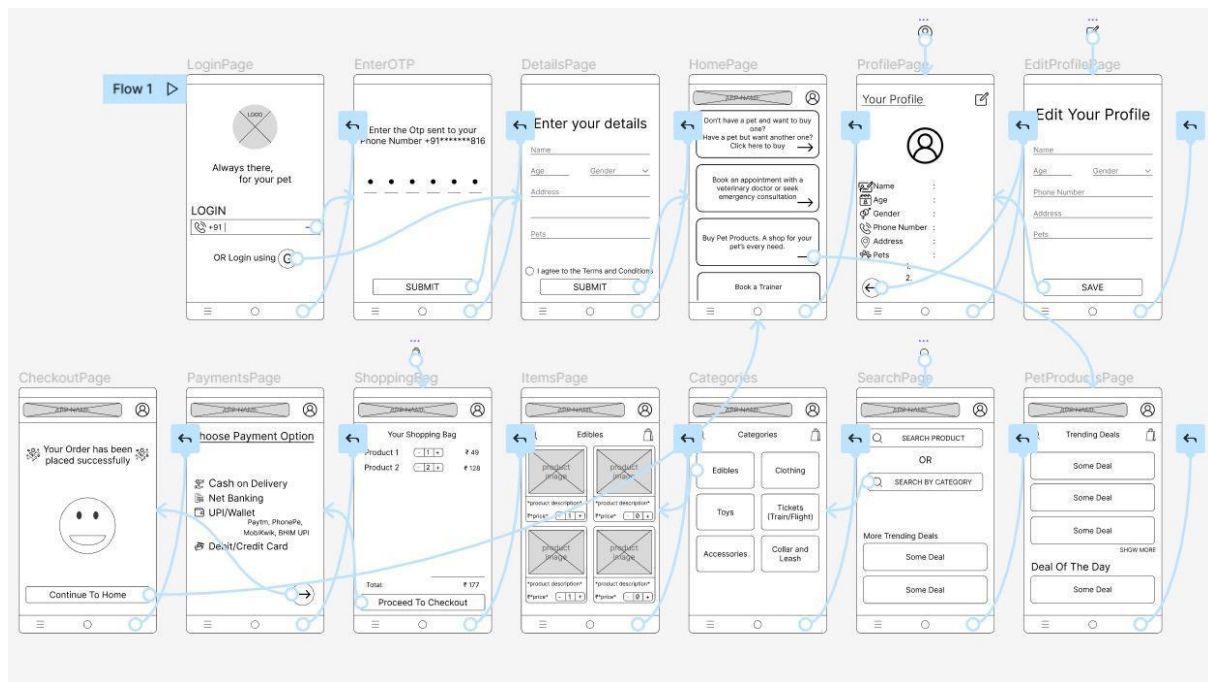
Abhishek Beniwal:

Lo-fi: [Lo-Fi Prototype](#)



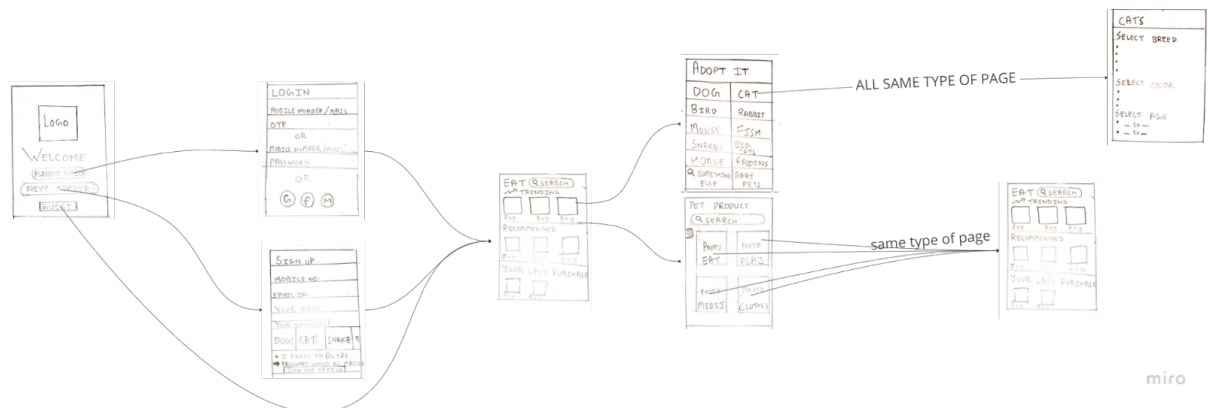
Abhishek Bansal :

Lo-fi: [Lo-Fi Prototype](#)



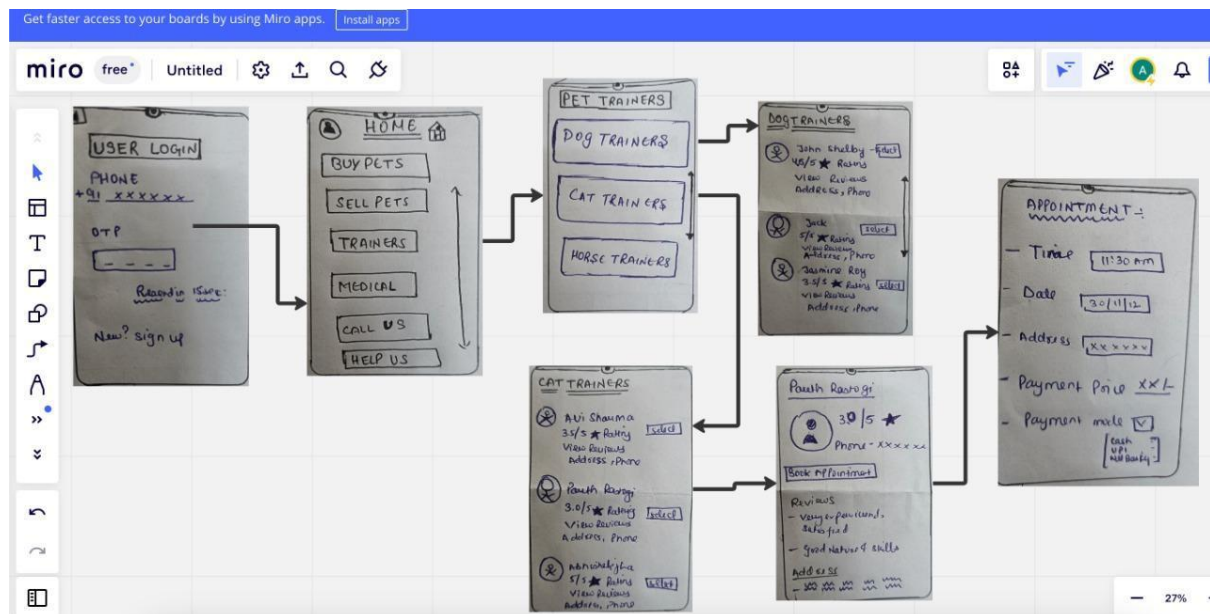
Adarsh Jha

Lo-fi: [Lo-Fi Prototype](#)



Abhishek Jha

Lo-fi: [Lo-Fi Prototype](#)



Lo-fi testing:

survey

Q1) Do you feel the lo-fi completes its purpose as a one-stop shop for pet parents?

A1) It fulfills the purpose as we can see from the options on the homepage.

Q2) Do you feel something is missing that you would've liked in the application?

A2) There is no option to access the user profile from every page so the user will have to go back to the homepage to go to the user profile. This will make a bad user experience.

Q3) Do you feel the design is easy to understand i.e. can the user easily navigate through the design?

A3) The buttons at the bottom of the homepage are creating confusion as users might not know what the abbreviation means, which will make navigating difficult for users.

Q4) Do you feel the application is useful?

A4) The application is useful as it solves all possible problems a pet parent might face. The user will not have to have multiple applications for each problem.

Observations:

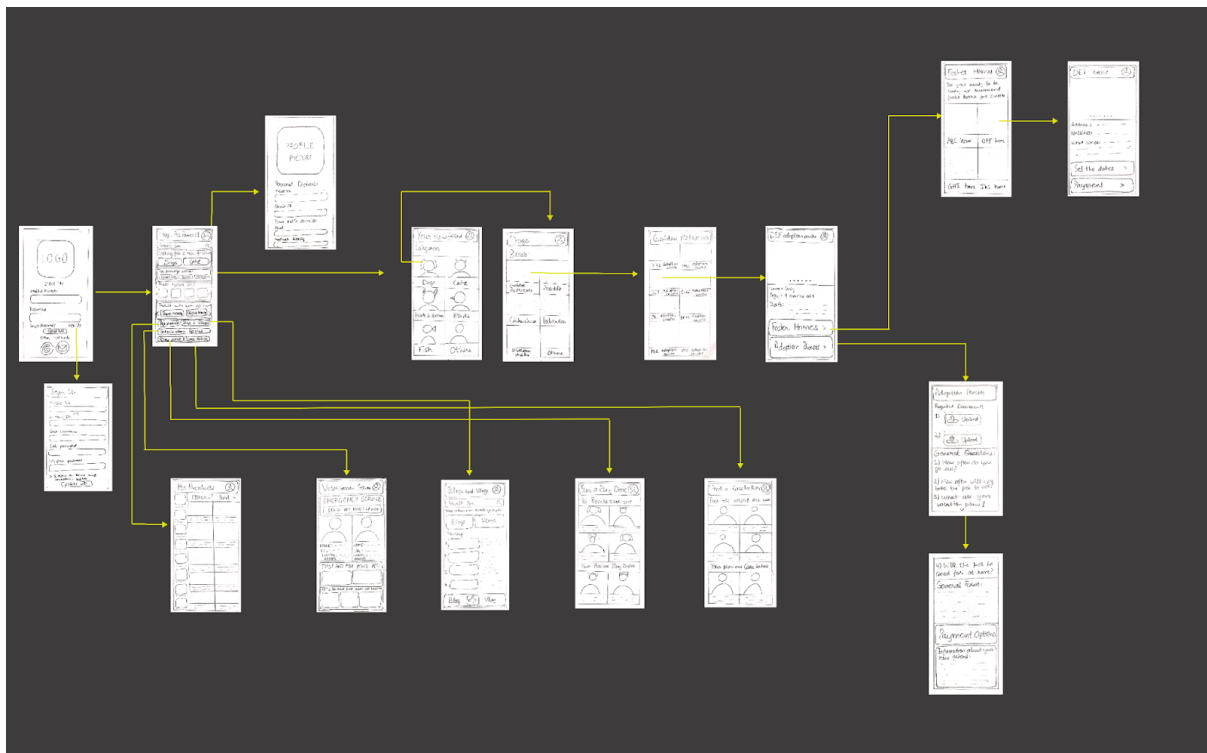
- The application fulfills all requirements discussed earlier.
- There should be a sign-up page.

- Access to user profiles from every page.
- Make the icons at bottom of the homepage more understandable.

Alternate design:

Aditi:

<https://www.figma.com/file/TbCGuUrUvrVJO6Rsmt7lSa/Untitled?node-id=0%3A1&t=dPj1AwQHhNmETogG-1>



Working Hi-Fi Prototype along with User Evaluation

<https://www.figma.com/proto/RfqyOWA1hSyCM1oYTLSpPE/Hi-Fi-2.0?node-id=3%3A315&scaling=scale-down&page-id=2%3A45&starting-point-node-id=2%3A49>

Alternate Hi- Fi design:

<https://www.figma.com/file/opCY3Rykt2sBtlV2mjWBPN/Hi-fi?node-id=0%3A1&t=EKYjQNNkGakErCXO-1>

User Evaluation:

Google form:

<https://forms.gle/NCtQAfBwFDmFwj5Q7>

Response Spreadsheet:

<https://docs.google.com/spreadsheets/d/1cG2PXOA0Ln7ZCwDW68W-0rpKD1b1aQ6twRPuL24UXAY/edit?usp=sharing>

Contributions

Requirement gathering

1. **Stakeholders-** *Abhishek Bansal (2022021), Abhishek Beniwal (2022022), Adarsh Jha (2022024), Aditi Sharma (2022025)*
2. **Interview-** *Abhishek Beniwal (2022022)*
3. **Survey-** *Aditi Sharma (2022025)*

Personas and scenarios:

Abhishek Bansal (2022021), Abhishek Beniwal (2022022), Adarsh Jha (2022024), Aditi Sharma (2022025), (all compiled by Abhishek Bansal (2022021))

Problem understanding:

Aditi Sharma (2022025)

Working Hi-Fi Prototype along with User Evaluation:

Abhishek Bansal (2022021), Abhishek Beniwal (2022022), Adarsh Jha (2022024), Aditi Sharma (2022025)

Alternate Hi-Fi design:

Abhishek Bansal (2022021), Abhishek Beniwal (2022022), Abhishek Jha (2022023), Adarsh Jha (2022024), Aditi Sharma (2022025)