Organic bird Case Study

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Project overview

The product:

Organic bird-feed mobile app

Project duration:

September 2023 - March 2024

Project overview

The problem:

Many people experience uncertainty when searching for the perfect food for their bird.

The goal:

Creating a platform or service that provides clear information on bird food options, tailored recommendations based on bird species and individual preferences

Project overview

My role:

UX designer and UX researcher

Responsibilities:

-User research

-Wireframing

-Prototyping

-Dynamic interfaces

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted primary and secondary research by examining existing bird food companies through online searches. Initially assuming the bird food market was straightforward, I discovered complexities related to diverse bird species and owner preferences. Contrary to my belief in market saturation, I identified gaps and opportunities. This shifted my approach from mere combination to innovative creation, aiming to meet the specific needs of bird enthusiasts

Google

User research: pain points

1

Pain point

Many people face uncertainty when trying to select the ideal bird food for their pets. The wide variety of bird species and diverse owner preferences contribute to this challenge.

2

Pain point

The existing market might not sufficiently address the specific needs of bird enthusiasts. The shift from a mere combination of existing products to innovative creation reflects the need for more tailored solutions

3

Pain point

Bird owners may face challenges in accessing comprehensive information about available bird food options

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Persona: **Gaby**

Problem statement:

Gaby is a 24-year-old woman living in LA who is passionate about birds. She has two parrots as pets and loves spending time with them, but is worried about feeding them with the right food.

"Life with animals is better"

Name

Age: Gaby
Education: Master´s degree
Hometown: LA
Family: Single
Occupation: Painter

Goals
- Help animals with much love and care
- Be a kind person

Frustrations
- "I do not know which type of food is best for my birds".

Gaby is a 24-year-old woman living in LA who is passionate about birds. She has two parrots as pets and loves spending time with them, but is worried about feeding them with the right food.

Google

Persona: **Bob**

Problem statement:

Bob is an enthusiastic birdwatcher who needs to understand the nutritional needs of the birds he will be observing because he wants to be a responsible citizen with nature

Name

Age: Bob
Education: College
Hometown: Texas
Family: Married
Occupation: Farm boy

"Life is made to enjoy"

Goals
- Spend time with his family
- Contemplate nature
- Give the best corn in the county

Frustrations
- "As a birdwatcher, it is my responsibility to provide the best for the birds I observe.

Bob is a 56-year-old man living in Texas. He is a caring father and loves spending time with his children. As a hobby he is a bird watcher and twice a month he goes out with his friends to enjoy the beauty of nature, but he is concerned about the type of food he should buy to attract birds.

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User journey map

[Your notes about goals and thought process]

Persona: Bob

Collect the right food for the type of bird he want to observe.

ACTION	Select the bird type	Search bird food	Complete order	Get order	Select place to observe
TASK LIST	Tasks A. Search for regional birds to observe B. Select one C.Get information about that type	Tasks A. Open the app B. Look for the perfect food for the type of bird	Tasks A. Select items B. Verify order C. Submit order D.Get confirmation order	Tasks A. Wait until arrive B. Verify the order	Tasks A. Search for the perfect spot to watch B. Get all supplies needed C.Go to the spot
EMOTIONS	User emotions Excitement for this new adventure	User emotions Worried about choosing the right food Annoyed by so many options	User emotions Happy for finally find the perfect one. Annoyed by having to go to email to see confirmation	User emotions Happy to finally get the food Nervous about planning the trip	User emotions Excited to watch the specific bird
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve Provide search filters Include images Include a bird section and the type of food for some birds	Area to improve Provide a simple flow	Area to improve Provide a track flow	Area to improve

Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Paper wireframes

During the process of creating the paper wireframes, I discovered that it was harder than I thought because I usually only use Figma, and grabbing paper and pencil took me out of my comfort zone

Google
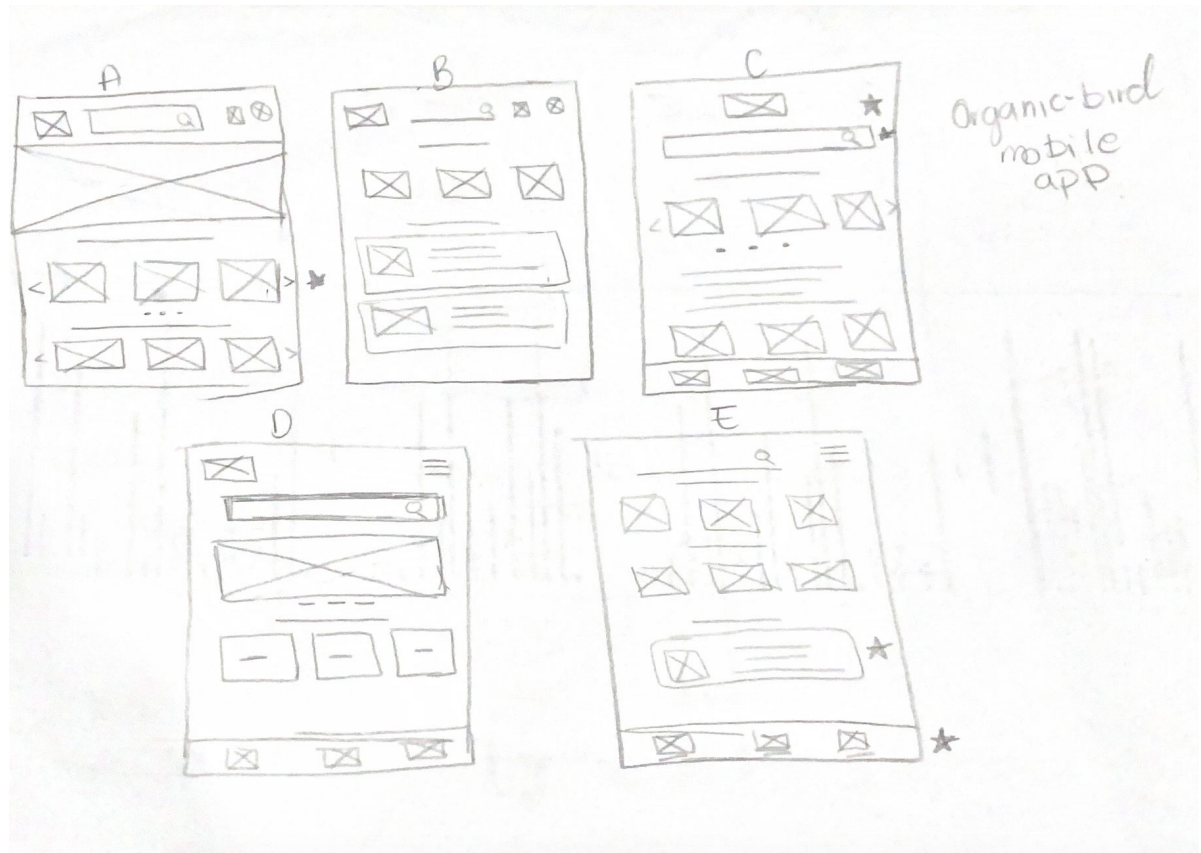
Paper wireframes

At the end of the day, it was a really fun experience and I will definitely do it again for my future projects.

Google
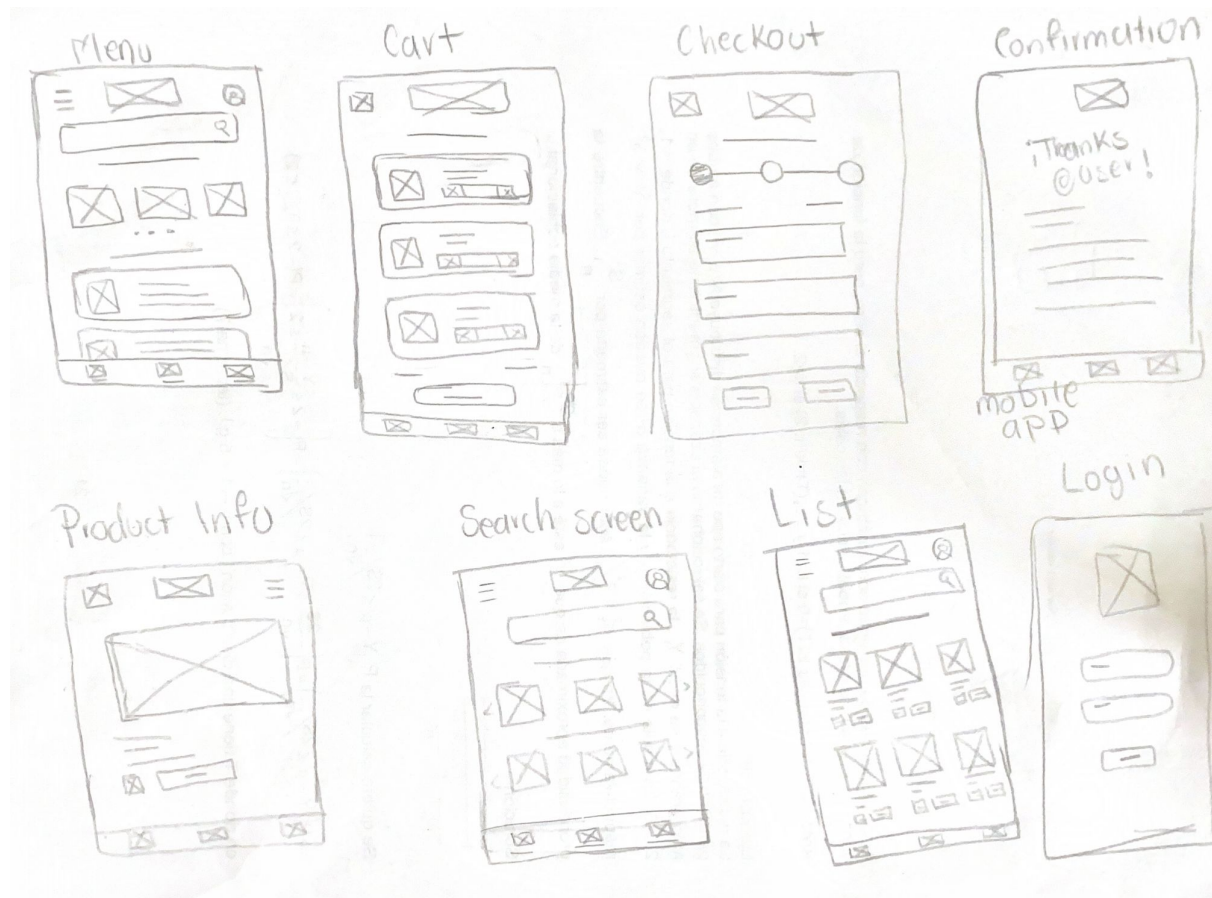
Digital wireframes

Label each entry to help users know what each entry means

Screen 1

Account

Personal Information

Name

Last name

Email

Save

Home   Cart   Account

Screen 2

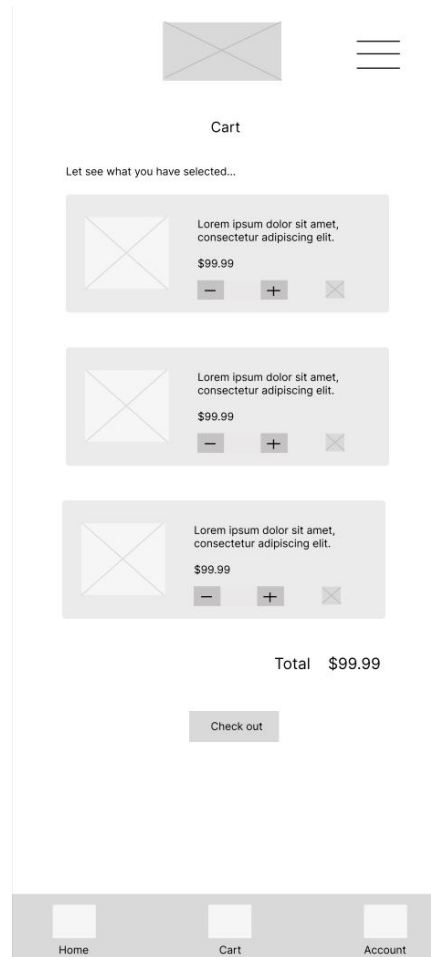All the changes have been saved

Name

Last name

Email

Home   Cart   Account

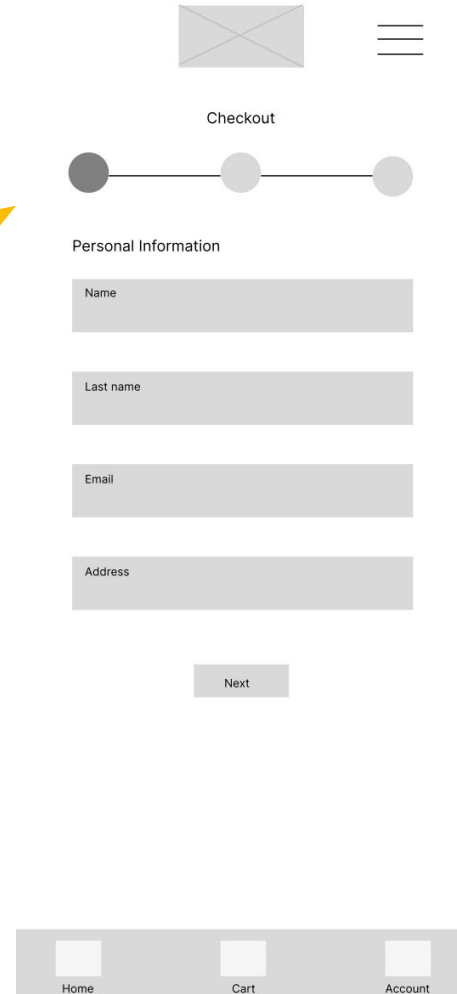Pop-ups inform users when registration is complete

Google

Digital wireframes

Buttons allow users to easily add or remove a product

Google

Digital wireframes

Help users
recognise
which step they
are in

Checkout

Personal Information

Name

Last name

Email

Address

Next

Home   Cart   Account

Google

Digital wireframes

Help users
search for the
specific
product

Help users
easily identify
their needs

Select a product based on filters

Top Sellers

‹ Product Product Product ›

Check out tips!

Help to inform
the user about
information
relevant to
them

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.

Wishlist   Cart   Account

Google
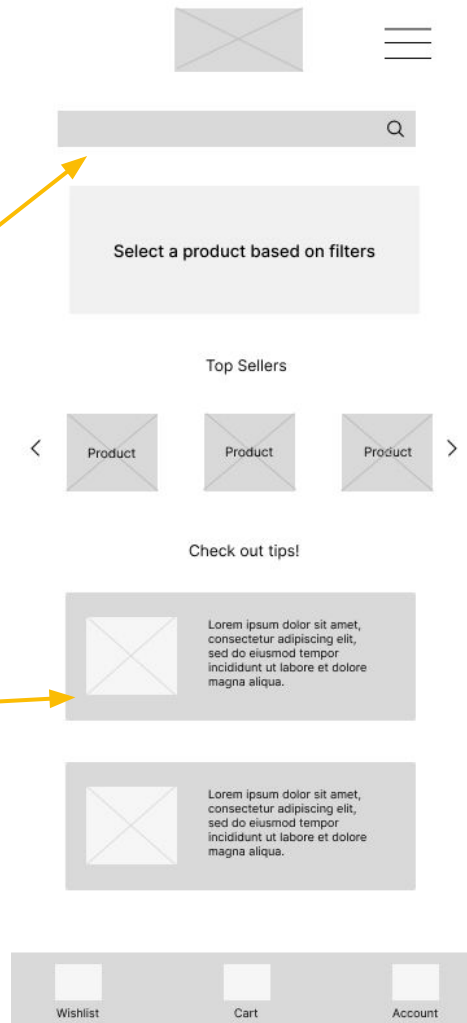
Digital wireframes

Help to sort information to make navigation easier for the user

Small birds   ⚏ Sort by

Product name
Price

Product name
Price

Product name
Price

Product name
Price

Product name
Price

Product name
Price

Home   Cart   Account

Google

Digital wireframes

Organic bird

Email

Password

Do not have an account? Let´s create one

Enter without registration

Log in

Digital wireframes

Buttons allow
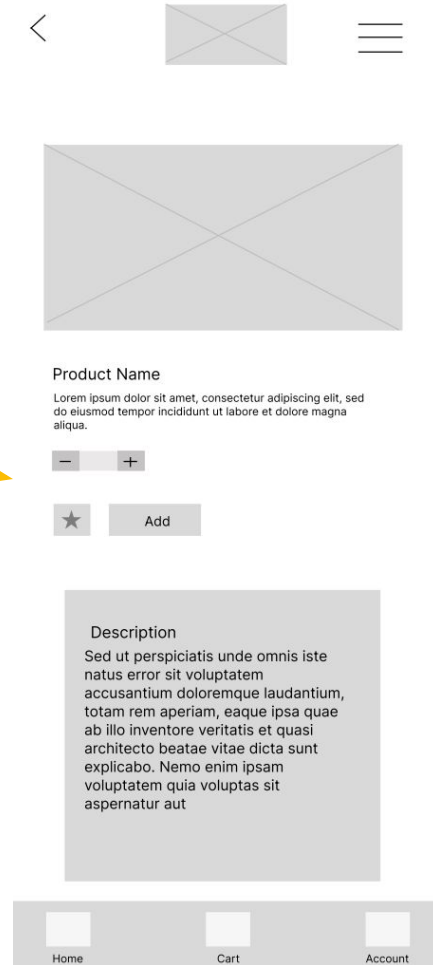users to easily
add or remove
a product

Product Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua.

Add

Description

Sed ut perspiciatis unde omnis iste
natus error sit voluptatem
accusantium doloremque laudantium,
totam rem aperiam, eaque ipsa quae
ab illo inventore veritatis et quasi
architecto beatae vitae dicta sunt
explicabo. Nemo enim ipsam
voluptatem quia voluptas sit
aspernatur aut

Home   Cart   Account

Google

Digital wireframes

Label each entry to help users know what to write down

Registration

Name

Last name

Email

Confirm email

Register

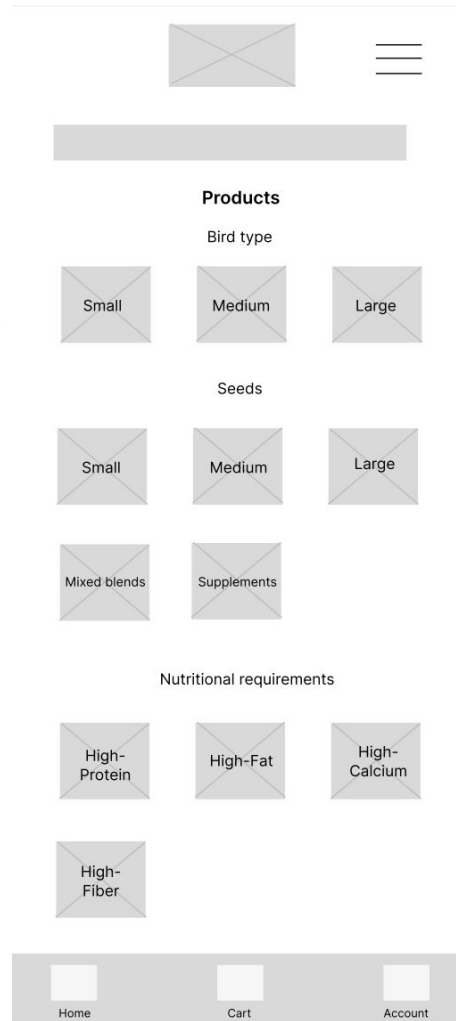Google

Digital wireframes

Dropdown
helps users
select an
option instead
of writing

Reminders   +

| Daily ⌄ | | 4:00 p.m |

Message

It is time to feed the birds!

Save

| Home | Cart | Account |

Google

Digital wireframes

Have a container for every need. Help users choose the right product.

Digital wireframes

Account

Cart

Products

Reminders

Wish list

Log out

A sidebar helps users navigate more easily

Wishlist

Low-fidelity prototype

https://www.figma.com/proto/4qohUIr8qDFjMAVJpghQBq/Untitled?type=design&node-id=508-8&t=vtMP0jiZoSmZH6IL-1&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=508%3A8&show-proto-sidebar=1&mode=design

Google

Usability study: findings

In the course of my usability studies, I conducted two distinct sessions, the first being a moderated study and the second an unmoderated one. The initial moderated study presented a challenge in maintaining a neutral posture when participants deviated from the correct task execution. Despite this challenge, the findings provided valuable insights into user behaviors and pain points. Building on these insights, the unmoderated study proved to be a more relaxed and gratifying experience. Implementing corrections based on the suggestions gathered from the first study, the second session received positive responses, indicating an improvement in user satisfaction.

Round 1 findings

1. It was really hard to find the reminder section.

2. Navigation was not user friendly

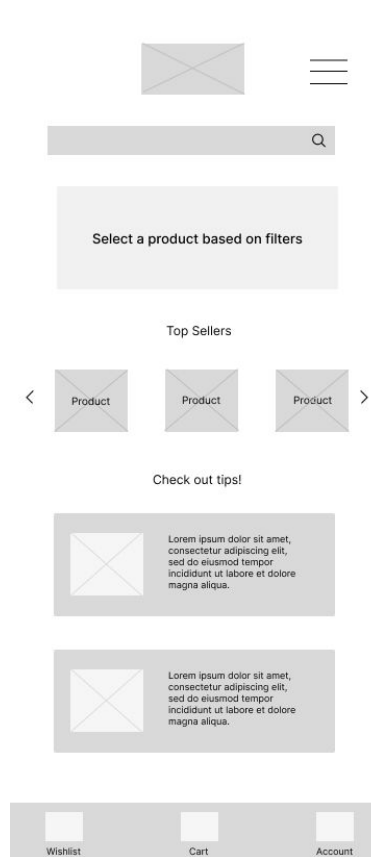3. Check out section was simple and direct.

Round 2 findings

1. Sidebar helps users to navigate easily

2. A larger font helps users to find things easily.
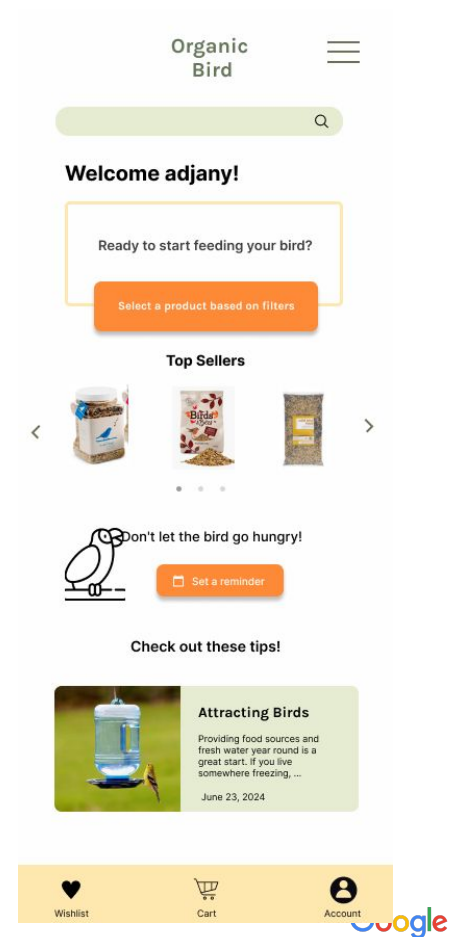
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Refining the design

- Mockups
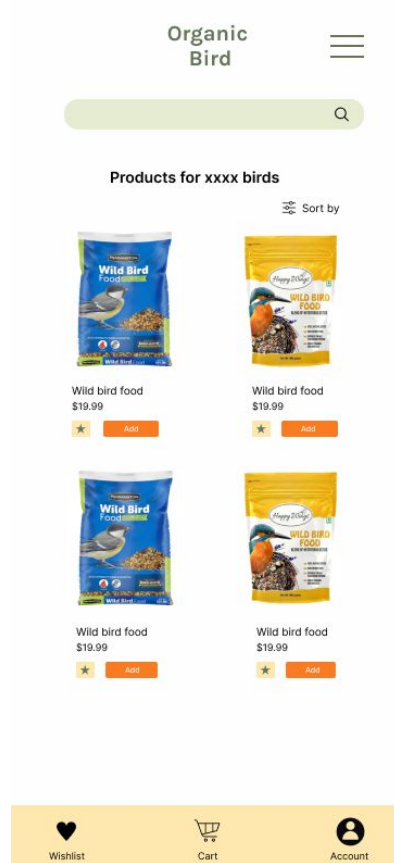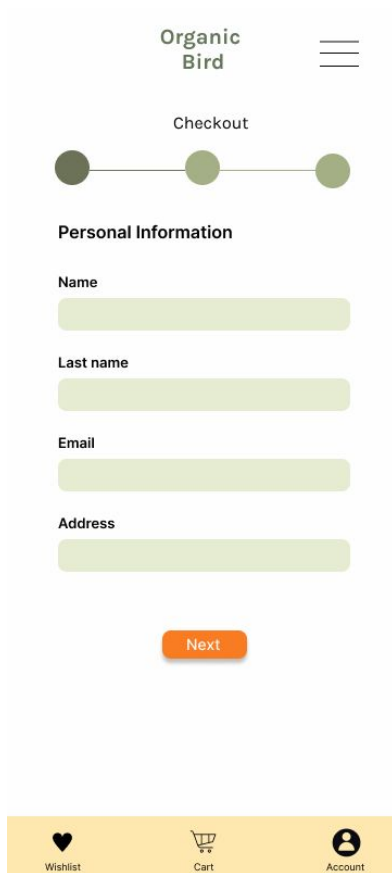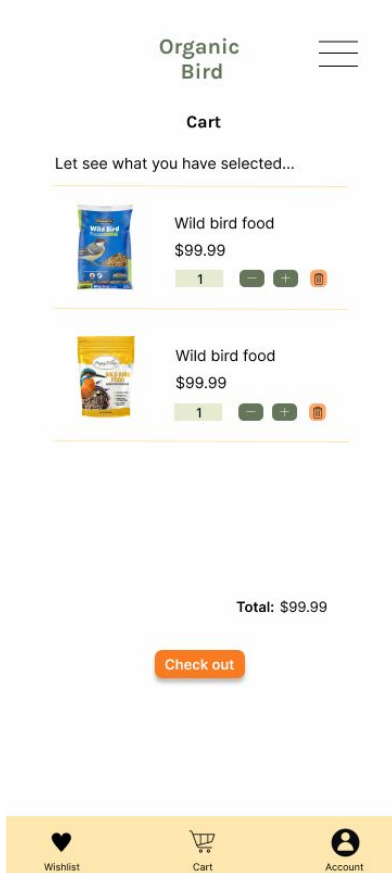
- High-fidelity prototype

- Accessibility

Google

Mockups

Mockups

Organic Bird

Cart

Let see what you have selected...

Wild bird food
$99.99
1 — + 🗑

Wild bird food
$99.99
1 — + 🗑

Total: $99.99

Check out

♥ Wishlist   🛒 Cart   👤 Account

Organic Bird

Checkout

Personal Information

Name

Last name

Email

Address

Next

♥ Wishlist   🛒 Cart   👤 Account

Organic Bird

🔍

Products for xxxx birds

≡ Sort by

Wild bird food
$19.99
★ Add

Wild bird food
$19.99
★ Add

Wild bird food
$19.99
★ Add

Wild bird food
$19.99
★ Add

♥ Wishlist   🛒 Cart   👤 Account

Google
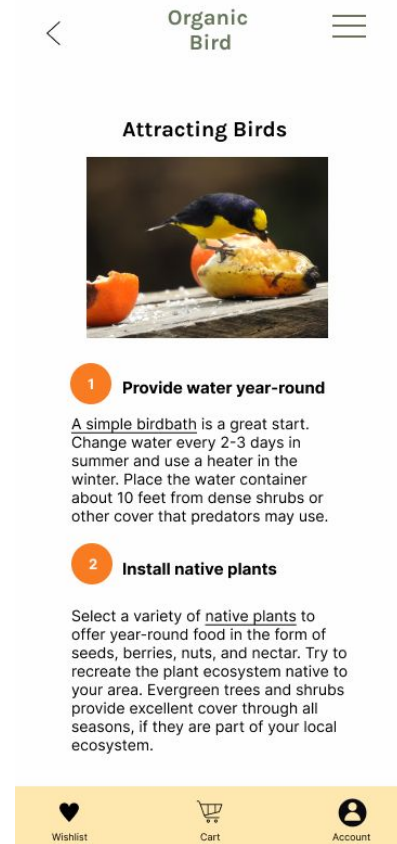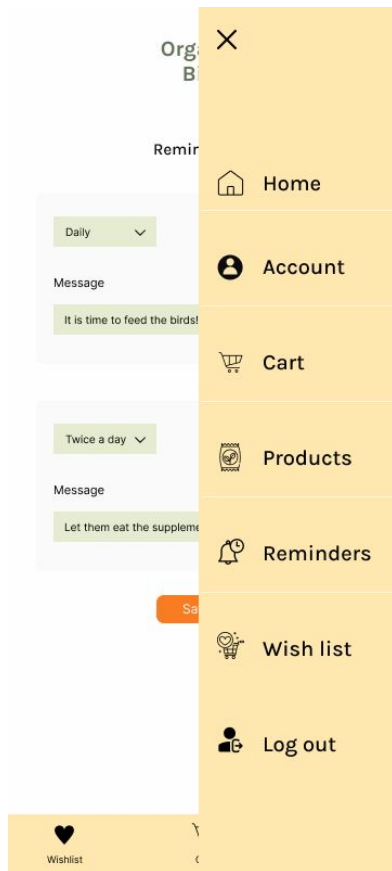
Mockups

High-fidelity prototype

https://www.figma.com/proto/4qohUIr8qDFjMAVJpghQBq/Untitled?type=design&node-id=593-639&t=lhcqzW9J76jWj60C-1&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=593%3A828&show-proto-sidebar=1&mode=design

Accessibility considerations

1

Implementing straightforward actions ensures an intuitive user experience, benefiting individuals with cognitive or motor skill challenges by simplifying navigation and interaction within the design

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

"I like the way everything has been implemented, it is simple and direct and also having a reminder section is a plus in my life."

What I learned:

Conducting usability studies was an enjoyable experience that underscored the unpredictability of user interactions. It emphasized the significance of staying open-minded and not taking feedback personally, crucial aspects for a UX/UI designer focused on delivering genuine value to users. The process of creating paper wireframes and brainstorming exercises became instrumental for connection with my creativity, facilitating a more innovative and user-centered approach throughout the project.

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Next steps

1

In the next phase of this project, a priority would be given to enhancing accessibility features, recognizing their critical role in optimizing the overall user experience. I would conduct a thorough accessibility audit, implementing improvements such as text alternatives for images, keyboard navigation enhancements, and ensuring compatibility with screen readers.

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Let's connect!

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