

USER EXPERIENCE CASE STUDY: UX FOR ONLINE PET STORE



Target users:
Local pet owners

Project goal:
Tend to your pets through a new online local pet store experience - Wolf & Lion

Deliverables:
Information architecture, wireframing, system-flow diagram, click-through prototype

- Approach:**
1. Using customer pet information for personalization
 2. Scraping reviews from other sites for product information.
 3. Access to store clinic personnel through a website

CLICK FOR
 **VISION**
PRESENTATION

- Click anywhere to continue to clickable wireframe prototype presentation as users



Wolf & Lion

An Online Pet Store Experience

User Experience Designer - Aarti Sharma

- Click anywhere to continue



Persona: Jenny & her cats - Bella and Mandy

| | | |
|--|--|--|
| JENNY 40 YEAR OLD HR MANAGER CARES ABOUT: QUALITY OF GOODS, STOCK OF SPECIALIST ITEMS, VALUE PRICING & SHIPPING <i>"My fur babies' health is as important as my children's health"</i> | |  |
| Needs from online store <ul style="list-style-type: none">• Understanding the details of the product• Being reassured by familiar brand names• A feeling of relationship with the brand• Recommendations from others to know what's high quality | Pain points <ul style="list-style-type: none">• Lack of sufficient descriptions• Complex returns process when purchasing the wrong product• Lack of trust with unfamiliar retailers | How we can serve <ul style="list-style-type: none">• Conveying the quality of the products• Making it efficient• Encouraging user-generated content |





Jenny deals with her cat getting fleas for the first time...

- Click anywhere to continue

1. ORDER CONFIRMATION

2. SHIPPING & PAYMENT

YOU'RE DONE!

| ITEM | COST | QTY | CHECK TO SUBSCRIBE | | | |
|---|---------|------------------|--|---|----------------------------------|---|
| <input checked="" type="checkbox"/> Frontline Cat Flea & Tick Treatment Pack Of 3 | \$19.35 | <div>- 1 +</div> | <input checked="" type="checkbox"/> DELIVERY | <input type="checkbox"/> PICKUP  | \$19.35 SHIPPING NOT INCLUDED | <div><input type="checkbox"/> 1 MONTH</div> <div><input type="checkbox"/> 2 MONTHS</div> <div> CUSTOM</div> <div>DEALS</div> |
| | | | | | | |
| | | <div>- 1 +</div> | <input checked="" type="checkbox"/> DELIVERY | <input type="checkbox"/> PICKUP  | \$18.46 SHIPPING NOT INCLUDED | <div><input type="checkbox"/> 1 MONTH</div> <div><input type="checkbox"/> 2 MONTHS</div> <div> CUSTOM</div> <div>DEALS</div> |

TOTAL WITHOUT SHIPPING AND TAXES

\$37.73

PROCEED TO ADD SHIPPING AND TAXES

SUBSCRIPTIONS

ORDERS

ACCOUNT

SAVED PAYMENT DETAILS



YOUR PAYMENT IS COMPLETE AND ORDER IS CONFIRMED.
PLEASE CHECK YOUR EMAIL FOR TRACKING AND RECEIPT

YOU WILL BE REDIRECTED HOME IN 10 SECONDS
(OR CLICK ON  TO CONTINUE SHOWING PET LOVE)

When Jenny clicks to confirm order:
1. Its done! Page redirects to home to continue shopping in 10 seconds or user can scroll on for account details or settings
- *Click anywhere for next persona and more features*

- SUBSCRIPTIONS
- ORDERS
- ACCOUNT

SAVED PAYMENT DETAILS



Persona: Jason & his foster cats

JASON

33 YEAR OLD ENTREPRENEUR | CARES ABOUT: SPEED, PRICE, AND DIVERSE SELECTION

"Fostering cats means more room in shelters!"

| Needs from online store | Pain points | How we can serve |
|--|---|---|
| <ul style="list-style-type: none">• Quick access to a range of options• Fair pricing and flexible shipping options• Record of past purchases• Knowing what's new on repeat visits | <ul style="list-style-type: none">• Having to repeat processes• Indistinct product categories• Having to remember payment details | <ul style="list-style-type: none">• Make it efficient• Reward loyalty / purchase history• Provide reminders and recommendations• Making it work well on mobile & desktop |


Jason has a Muni to catch in 5 minutes
and is going to bring home a kitty tonight

- Click anywhere to continue

1. ORDER CONFIRMATION

2. SHIPPING & PAYMENT

YOU'RE DONE!

| ITEM | COST | QTY | | | | <input checked="" type="checkbox"/> TO SUBSCRIBE |
|---|---------|------------------|--|---------------------------------|----------------------------------|---|
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TOTAL WITHOUT SHIPPING AND TAXES

\$37.73

Header shows one-click checkout activated:
- As Jason, please click [1-CLICK] to proceed

SUBSCRIPTIONS

ORDERS

ACCOUNT

SAVED PAYMENT DETAILS

LOGOUT

HI JENNY, BELLA AND MANDY!

CART: 2

FOR YOUR CAT(S)

FOR YOUR DOG(S)

OTHER PET(S)



lion@wolf.co
4155902748

COME VISIT US







CARE FOR HOME

VET/ HELP CLINIC

VISA ..XX-5432

EXPRESS SHIPPING: \$14

253 Langton Street

EMAIL RECEIPT

TOTAL:

TAXES: \$6.53

PAY+SHIP:

1 - CLICK!

\$44.70

THANK YOU! YOUR ORDER IS CONFIRMED



YOUR PAYMENT IS COMPLETE AND ORDER IS CONFIRMED.
PLEASE CHECK YOUR EMAIL FOR TRACKING AND RECEIPT

YOU WILL BE REDIRECTED HOME IN 10 SECONDS
(OR CLICK ON  TO CONTINUE SHOWING PET LOVE)

And Jason is done! He catches his Muni on time, and is happy with W&L:
- *Click anywhere for next persona and more features*

SUBSCRIPTIONS

ORDERS

ACCOUNT

SAVED PAYMENT DETAILS



Persona: Mary & her new dog

MARY
60 YEAR OLD WRITER | CARES ABOUT: AUTHENTICITY, COMMUNITY, AND QUALITY
"I'm new to this dog ownership thing, and I need some help!"

| Needs from online store | Pain points | How we can serve |
|---|--|--|
| <ul style="list-style-type: none">• Knowledge and authority on products and behavior• Community and 'Help' from experts• Assurance that she's doing the right thing | <ul style="list-style-type: none">• Too little information on products• Being pushed to buy something that she's not sure will work• Bland information | <ul style="list-style-type: none">• Establish trust and relationship• Make it all very easy• Provide community and expert help |

Mary and Buster need help and log into the application for the first time [ONBOARDING]

- Click anywhere to continue

YOU MIGHT LIKE ▼

◀ BRANDS

w&l subscription deals

bargains from brands

w&l events calender

w&l community pet pic

advertisement

ALL PRODUCTS

X

▼ CAT(S)

▼ FOOD

DRY
WET
TREATS
MILK
WATERER

▼ HEALTH

FLEAS / TICKS
SHAMPOO
WORMS

▼ ACCESSORIES

COLLARS
GYMS & TREES

▼ DOG(S)

▼ FOOD

DRY
WET
KIBBLE
MILK
WATERER

>

ALL PRODUCTS > NEW >

Fancy Feast Grilled Poultry & Beef Feast Variety Pack Canned Cat Food

NEW

\$12.35

+

1

-

+ TO CART

HEALERS Urban Walker Dog Boots-Silver/ Neon Yellow-2 ct, X-Small

☆☆☆

\$27.29

+

1

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+ TO CART

Fancy Feast Grilled Poultry & Beef Feast Variety Pack Canned Cat Food

NEW

\$18.00

+

1

-

+ TO CART

Frontline Cat Flea & Tick Treatment - Pack of 3

☆☆☆☆☆

\$12.35

+

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+ TO CART

Fancy Feast Grilled Poultry & Beef Feast Variety Pack Canned Cat Food

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☆☆☆☆☆

\$12.35

+

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+ TO CART

For new users, no default menus are dropped down, and CTA on page is to click for pet love and help to register pet:
- As new user Mary, hover on menus to see the Information Architecture, then click [FOR PET LOVE] to continue

FOR YOUR
CAT(S)

FOOD

HEALTH

CLINIC

ACCESSORIES

FLEAS/ WORMS

FOR YOUR
DOG(S)

FOOD

HEALTH

CLINIC

ACCESSORIES

FLEAS/ WORMS

OTHER
PET(S)

CAN FLY

CAN SWIM

CAN BE SMALL

SMALL HOMES

CLINIC

CARE FOR **HOME**

ODOR CARE

CARRIERS

BEDS & STAIRS

FOGGERS

FINISHES

VET/ HELP **CLINIC**

WEEKLY VET CLINIC

PUPPY CLASSES

ASK QUALIFIED ADVICE

PET ADOPTIONS

FAQ

FOR YOUR CAT(S)

FOR YOUR DOG(S)

OTHER PET(S)



lion@wolf.co
4155902748

COME VISIT US







CARE FOR HOME

VET/ HELP CLINIC

WEEKLY VET CLINIC

PUPPY CLASSES

ASK QUALIFIED ADVICE

PET ADOPTIONS

FAQ

REGISTRATION:

ACCOUNT LOGIN NAME:

EMAIL ADDRESS

SET PASSWORD (MUST INCLUDE AN UPPERCASE LETTER, A NUMBER AND SPECIAL CHARACTER)

CONFIRM PASSWORD

REGISTER

Simple Registration form:
- *As new user Mary, scroll down and click anywhere to continue*

PLEASE TELL US ABOUT YOUR PET(S) SO WE CAN ENABLE YOU BETTER AND SAVE YOU SOME MONEY
ALL FIELDS ARE OPTIONAL, AND THIS INFORMATION WILL NEVER BE SHARED WITH ANYONE ELSE

CLICK  TO LOGIN

PET NAME / TYPE

☒ OWNED

☐ FOSTERED

BIRTHDAY

BREED

UPLOAD PIC

ADD PET

REGISTER:

ACCOUNT LOGIN NAME:
mary

EMAIL ADDRESS
mary@marymary.com

SET PASSWORD (MUST INCLUDE AN UPPERCASE LETTER, A NUMBER AND SPECIAL CHARACTER)
●●●●●●●●

CONFIRM PASSWORD
●●●●●●●●

REGISTER

Simple Registration form:
- *As new user Mary, scroll down and click [ADD PET] to continue*

PLEASE TELL US ABOUT YOUR PET(S) SO WE CAN ENABLE YOU BETTER AND SAVE YOU SOME MONEY
ALL FIELDS ARE OPTIONAL, AND THIS INFORMATION WILL NEVER BE SHARED WITH ANYONE ELSE

CLICK  TO LOGIN

PET NAME / TYPE
buster

BIRTH YEAR
2009

BREED
st bernard

UPLOAD PIC

ADD PET

FOR YOUR CAT(S)

FOR YOUR DOG(S)

FOOD

HEALTH

CLINIC

ACCESSORIES

FLEAS/ WORMS

OTHER PET(S)



lion@wolf.co
4155902748



COME VISIT US







CARE FOR HOME

VET/ HELP CLINIC

WEEKLY VET CLINIC

PUPPY CLASSES

ASK QUALIFIED ADVICE

PET ADOPTIONS

FAQ

YOU MIGHT LIKE ▼

◀ BRANDS

ADULT HEALTHY DOG
FOOD DEALS

w&l subscription deals

ADULT HEALTHY DOG
FOOD DEALS

bargains from brands

w&l events calender

w&l community pet pic

advertisement

ALL PRODUCTS

X

▼ CAT(S)

▼FOOD

DRY

WET

TREATS

MILK

WATERER

▼HEALTH

FLEAS / TICKS

SHAMPOO

WORMS

▼ACCESSORIES

COLLARS

GYMS & TREES

▼DOG(S)

▼FOOD

DRY

WET

KIBBLE

MILK

WATERER

>

ALL PRODUCTS > NEW >

Fancy Feast Grilled Poultry & Beef Feast Variety Pack Canned Cat Food

NEW

\$12.35

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+ TO CART

HEALERS Urban Walker Dog Boots-Silver/ Neon Yellow-2 ct, X-Small

☆☆☆

\$27.29

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Fancy Feast Grilled Poultry & Beef Feast Variety Pack Canned Cat Food

NEW

\$18.00

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Frontline Cat Flea & Tick Treatment - Pack of 3

☆☆☆☆☆

\$12.35

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☆☆☆☆☆

\$12.35

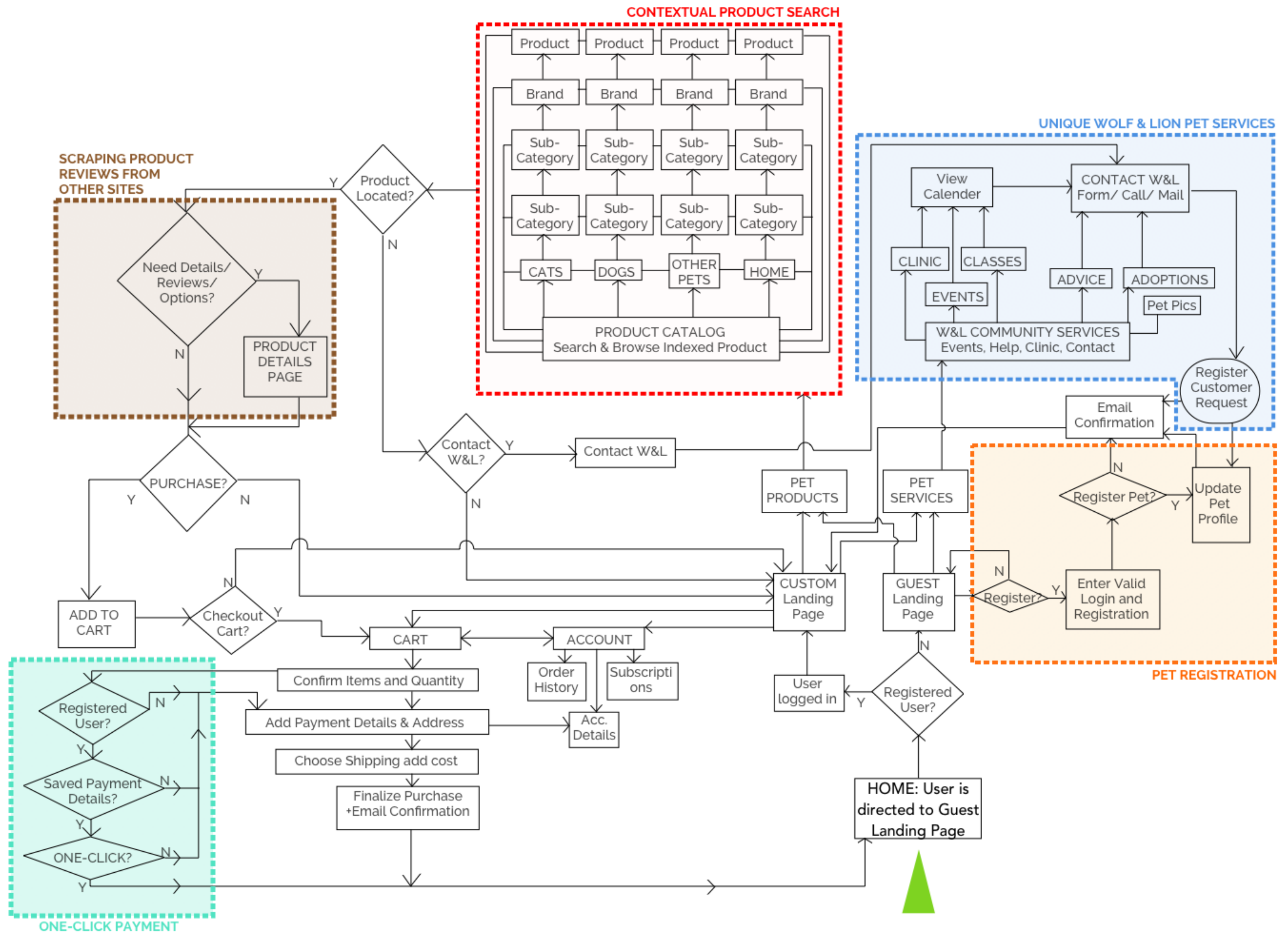
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+ TO CART

CUSTOMIZED HOME PAGE:
1. Based on the registration info, new user's home page is now customized with relevant products.
- *Click to see mobile version*



SYSTEM FLOW MAP:
WOLF & LION EXPERIENCE

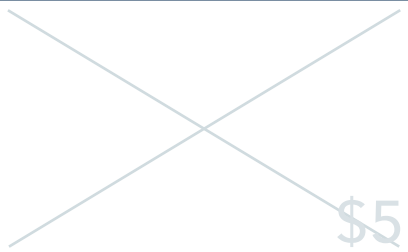
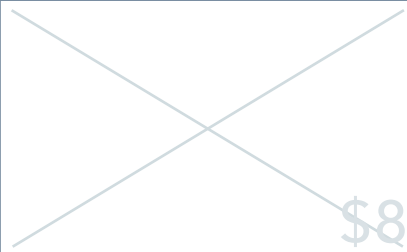
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|--------|--------------------------------|---------|
| LOGOUT | HI JASON! HELLO TO THE CAT(S)! | ACCOUNT |
|--------|--------------------------------|---------|

lion@wolf.co
4155902748



COME
VISIT US



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- Click anywhere for system flow map

| | | |
|---------------|------------------|---|
| | | FOR YOUR CAT(S) |
| | | FOOD HEALTH CLINIC ACCESSORIES FLEAS/ WORMS |
| OTHER PET(S) | FOR YOUR DOG(S) | SHOPPING CART |
| CARE FOR HOME | VET/ CLINIC HELP | |

| | | |
|--------|--------------------------------|---------|
| LOGOUT | HI JASON! HELLO TO THE CAT(S)! | ACCOUNT |
|--------|--------------------------------|---------|

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COME
VISIT US







| | | |
|------------------|---------------------|---|
| | | FOR YOUR CAT(S) FOOD HEALTH CLINIC ACCESSORIES FLEAS/ WORMS |
| OTHER PET(S) | FOR YOUR DOG(S) | |
| CARE FOR HOME | VET/ CLINIC HELP | SHOPPING CART |



NEXT Considerations for Value Addition to the Wolf and Lion Experience:

1. Reduce Checkout Process
2. Add Customer Reviews feature
3. Differentiate Natural products and otherwise
4. Improve Pet registration (how best to set a breed)
5. Integrate Google, FB, Apple login and share
6. Alexa?
7. Figure best way to navigate to "re-order"
8. Usability testing
9. Integrate Events and Schedules with calender online
10. Include the competitive and comparitive analyses for the features