

Scenario: You are a first time dog owner and need to find the best food for your dog. You find that you have trouble picking out the best food when you are at the store and have no idea what to look for.

Test 1: Use the app to find the best food for your dog and order it for pickup.

Test 2: Set up a profile to store your info and your dog's info
Some frustration at finding profile - mom

Test 3: Delete one item off your favorite food list

Notes:

Things done well that should be kept the same:

- Survey was enjoyable and a good way to personalize store page
- Liked the ability to save foods
- Very usable

Things that should be added/changed:

- Clarify "size" in survey / add quantity (expand survey)
- Create more distinction between saved and favorites tabs (or combine the two)
- Add user review capabilities / community page
- Sale tracking