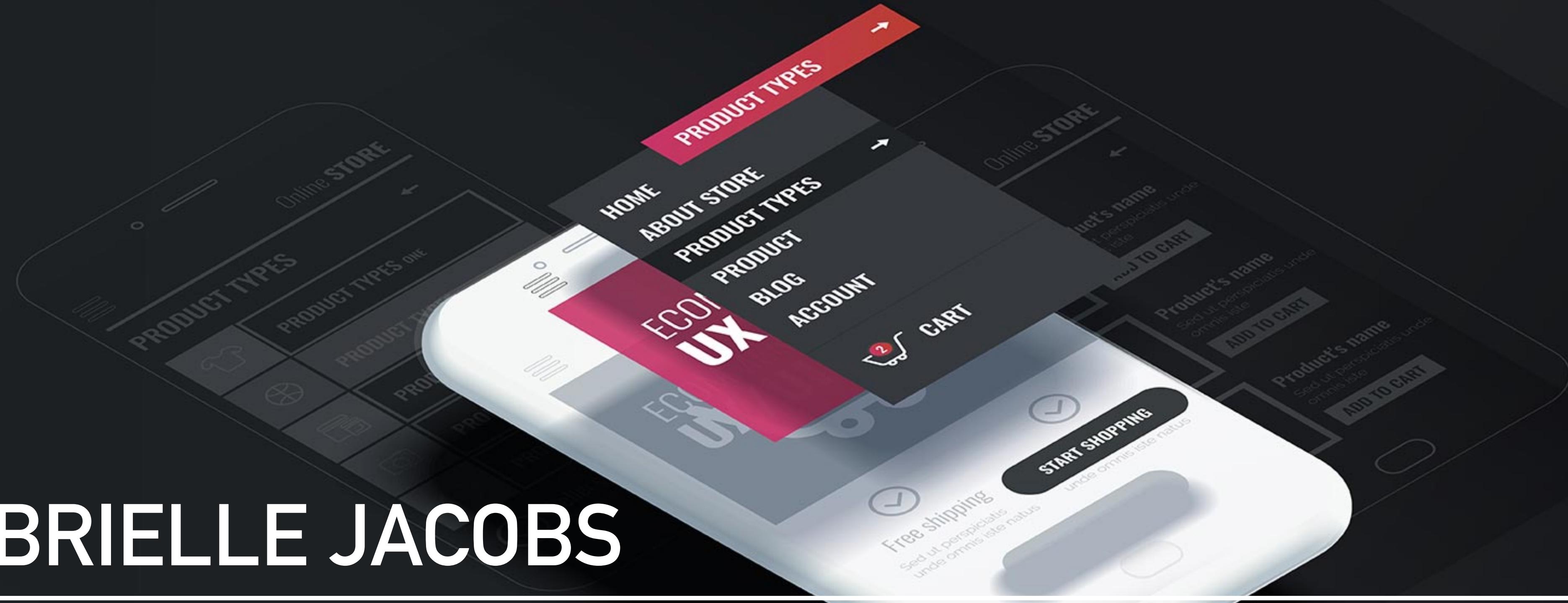


GABRIELLE JACOBS

UX/UI LIFEBLUE PRESENTATION





GIVE **NEW HOPE** TO A
FAMILY IN NEED

EVERY GIFT MAKES A DIFFERENCE. THE
ONE YOU CHOOSE IS UP TO YOU.

HEIFER CHECKOUT

Improve Conversion Rates

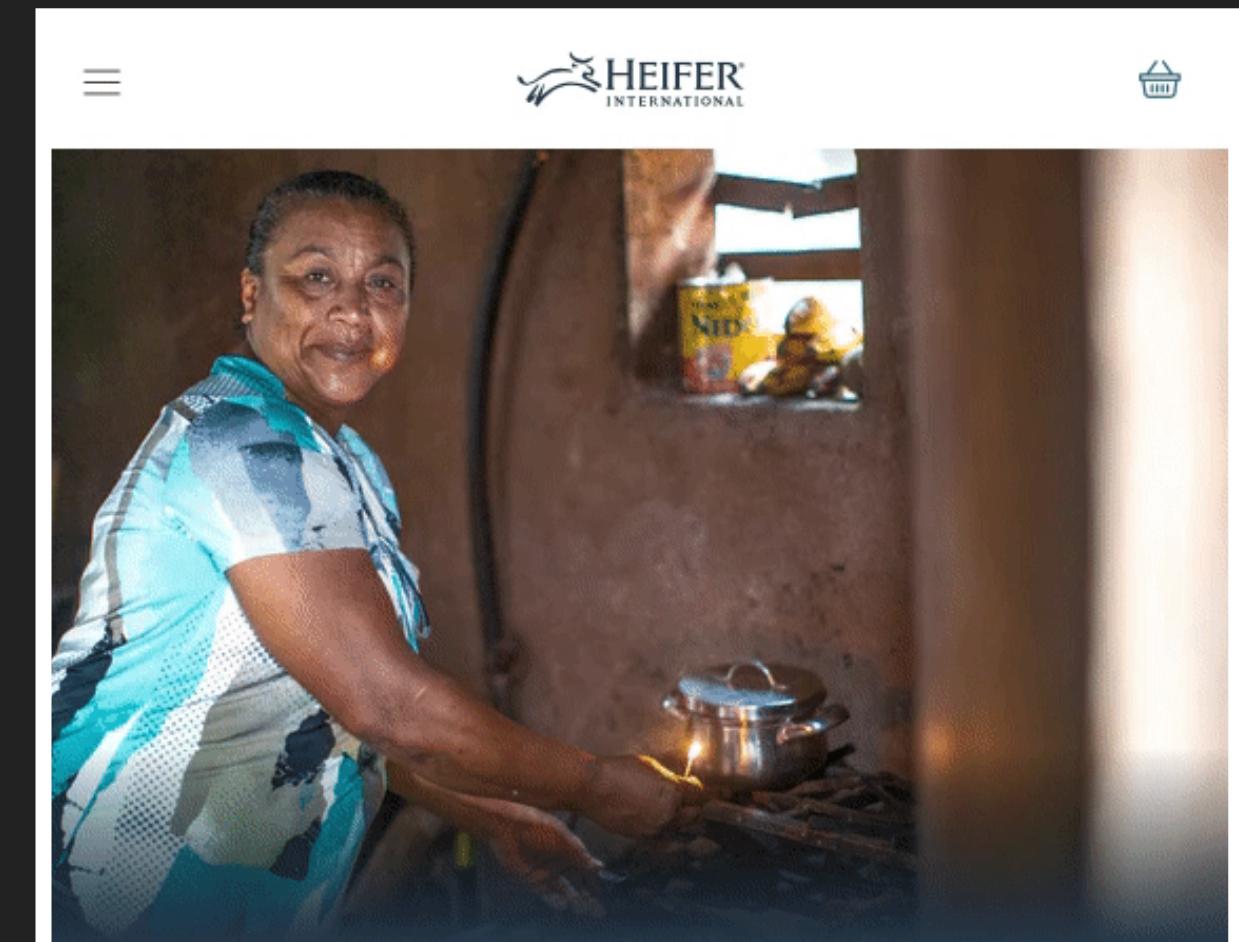
WAYS TO IMPROVE CONVERSION RATE

- ▶ How the “Keep Browsing” feature works after a gift is added to the basket
- ▶ The login feature on the Billing section
- ▶ Continue to Payment button on the Billing section



KEEP BROWSING

- ▶ **Problem:** Add to basket > Keep browsing
- ▶ **What it does:** Stays on the same page of the gift you just donated.
- ▶ **What I expect:** Keep Browsing takes me back to the overall gift page so I can see other options
- ▶ **How it increases sales:** I don't need to stay on the same donated item I just added to my basket. I'm not adding it again. Show me other items to tempt me



BIOGAS STOVES FOR A VILLAGE

In many places where Heifer works, cooking usually means gathering firewood by hand for hours a day. A biogas stove is a better option. It runs off methane gas captured from animal waste, and it burns cleanly, reliably and efficiently. Give families like Yolanda Montalván's a more sustainable, healthier way to feed their children with a biogas stove. Or buy 20 stoves — enough for an entire village.

How much can you provide?

\$250

5 SHARES

\$50

< >

\$1,000



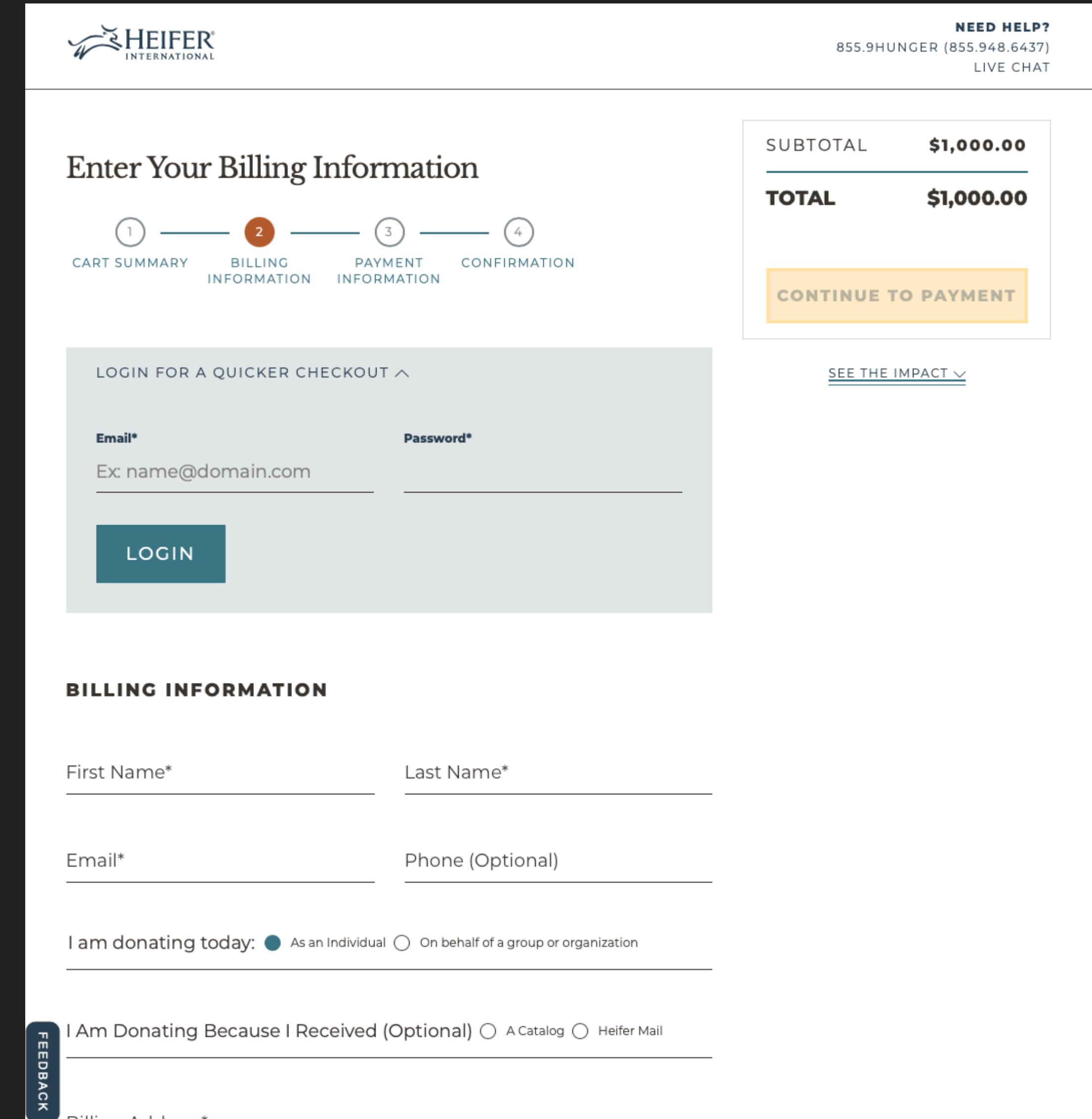
Give This Donation in Honor (?)

FEEDBACK

ADD TO BASKET

BILLING SECTION “QUICK PAYMENT LOGIN”

- ▶ Problem: Quicker Checkout isn't quick at all for new users and makes manually filling out the Billing form seem more tedious knowing there's a “quick option”
- ▶ What it does: As a new user, it forces me away from the billing page to create an account. Now the user realizes they either leave the site to make an account or fill out all the info at the bottom which many people get tired of doing quickly. They say “I'll come back and do this later” but never do
- ▶ What I expect: Offer a login or create an account option sooner in the process, such as the initial checkout page OR add the create new account option as well with the quick login so they can link their Facebook or Google to get the info quicker without having to leave the page
- ▶ How it improves conversion: Offers an easier more streamlined checkout experience for new users as well as current users that allows them not to type as much or leave the site



The screenshot shows the Heifer International website's checkout process. At the top right, there are links for "NEED HELP?", "855.9HUNGER (855.948.6437)", and "LIVE CHAT". Below this, a summary box shows a **SUBTOTAL** of **\$1,000.00** and a **TOTAL** of **\$1,000.00**, with a large orange **CONTINUE TO PAYMENT** button.

The main content area is titled "Enter Your Billing Information" and includes a step navigation: **CART SUMMARY** (step 1), **BILLING INFORMATION** (step 2, highlighted in red), **PAYMENT INFORMATION** (step 3), and **CONFIRMATION** (step 4). A sub-section titled "LOGIN FOR A QUICKER CHECKOUT" contains fields for **Email*** (Ex: name@domain.com) and **Password***. A teal **LOGIN** button is present.

The "BILLING INFORMATION" section contains fields for **First Name*** and **Last Name***, both with placeholder text. Below these are fields for **Email*** and **Phone (Optional)**. A note says "I am donating today: As an Individual On behalf of a group or organization". At the bottom, a "FEEDBACK" button is visible, along with a field for **I Am Donating Because I Received (Optional)** with options for "A Catalog" and "Heifer Mail".

CONTINUE TO PAYMENT BUTTON ON BILLING PAGE

- ▶ Problem: Doesn't read when fields are complete
- ▶ What it does: Keeps the Continue to Payment button grayed out until all fields have been filled out AND clicked out of the last box. Didn't click out the last box and I questioned what I did wrong
- ▶ What I expect: The fields should register correct information without needing to click out and the Continue to Payment should already become active
- ▶ How it improves conversion: Doesn't make customers maybe back out the process after thinking they did something wrong or the form isn't working

BILLING INFORMATION

First Name*	Last Name*
Gabrielle	Jacobs
Email*	Phone (Optional)
gabby@gmail.com	
I am donating today: <input checked="" type="radio"/> As an Individual <input type="radio"/> On behalf of a group or organization	
I Am Donating Because I Received (Optional) <input type="radio"/> A Catalog <input type="radio"/> Heifer Mail	
Billing Address*	
123 Sesame Street	
Address 2 (Optional)	
City*	Zip*
Dallas	15235
Texas	United States
CONTINUE TO PAYMENT >	

Rover services may be impacted in your area due to COVID-19. [Go here for information on those regular](#)

The screenshot shows the Rover website's search interface. At the top, there are links for "Search Sitters", "Become a Sitter", "Our Services", "Sign Up", and "Sign In". The main headline reads "Local, Loving Pet Care" and "Book trusted sitters and dog walkers who'll treat your pets like family." Below this, a section asks "I'm looking for service for my: Dog Cat". It then categorizes services into "For When You're Away" and "For When You're At Work". Under "For When You're Away", there are buttons for "Boarding", "House Sitting", "Drop-In Visits", "Doggy Day Care", and "Dog Walking". Under "For When You're At Work", there are buttons for "Boarding near" (with a zip code input field), "For these days" (with drop-off and pick-up date inputs), and "My Dog Size" (with categories for Small, Medium, Large, and Giant dogs). A large green "Search" button is prominently displayed.

Services for every dog and cat



Boarding

Perfect if you need overnight pet care.



House Sitting

Great if you need overnight pet or house-sitting

A card with a shield icon and the text "Book with pet sitters you can trust". Below it, two bullet points are listed: "All new sitters pass a basic background check" and "All sitters provide a detailed profile and personal references".

ROVER - PET CARE

Good UX

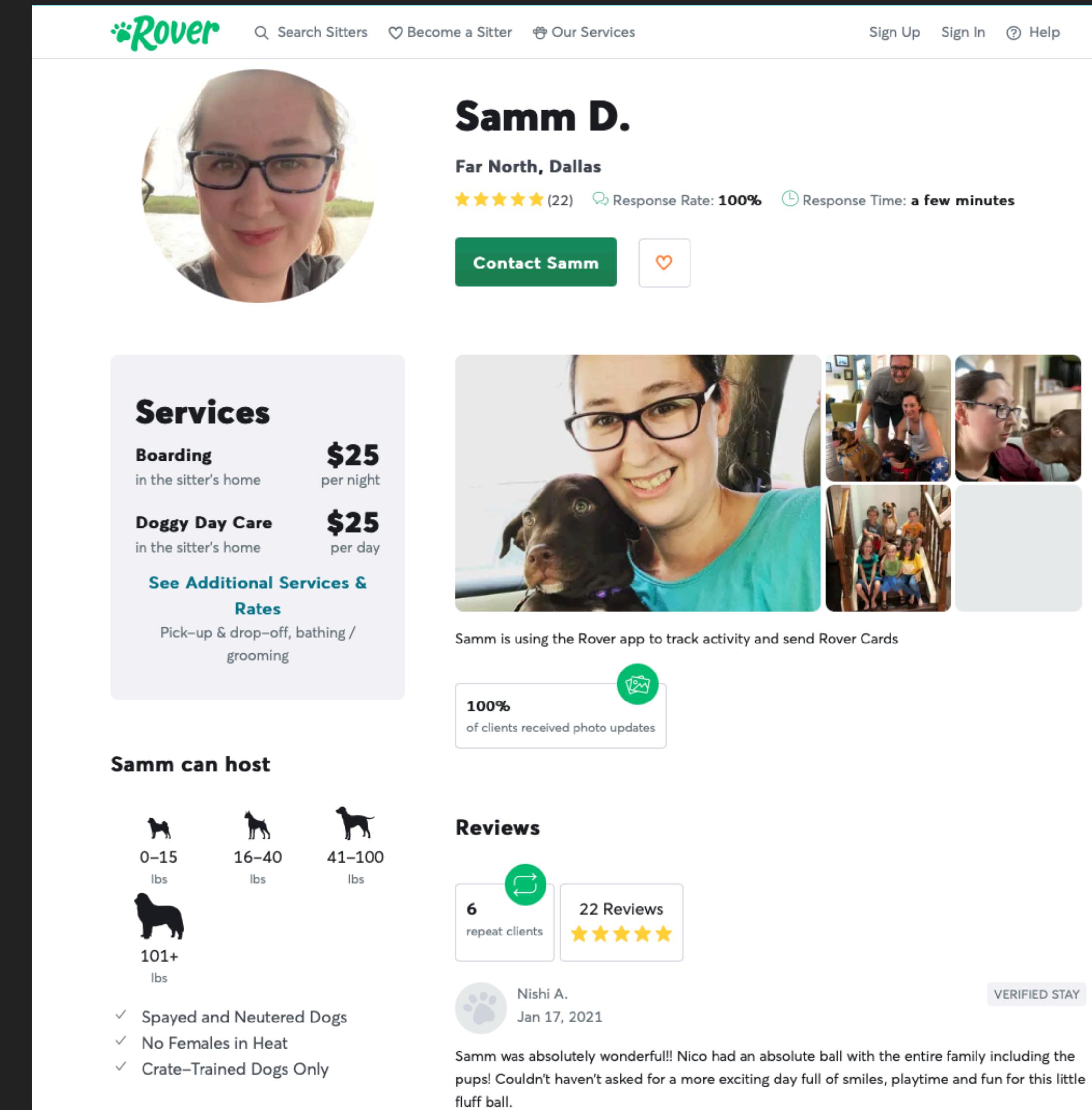
WHY IS ROVER'S UX SO GOOD?

- ▶ Emphasizes local, trusting, loving sitters to the customer
- ▶ Allows the customer to easily filter what they need and returns quality results immediately
- ▶ Provides reviews, images, background checks, and qualifications to the customer
- ▶ Customer receives a quick, affordable, streamlined checkout service



EMPHASIZES TRUST

- ▶ The homepage starts with "Local, Loving Pet Care. Book trusted sitters who'll treat your pets like family" - This already creates a sense of safety to the user making them want to use it
- ▶ All sitters have background checks, are Rover approved, give details on their qualifications and dog sitting location, and provide updates/pictures of your pet throughout the day
- ▶ Provides ratings and reviews from other customers
- ▶ The site doesn't have ads, so you feel more comfortable that nothing is fake or sponsored
- ▶ Before booking, you must contact the sitter and not just book
- ▶ Only allows payment through the app and has a 24/7 contact if there are issues



The screenshot shows a sitter profile for Samm D. at Far North, Dallas. Samm is a woman with glasses and a ponytail, smiling. Her services include Boarding (\$25 per night) and Doggy Day Care (\$25 per day). She can host dogs ranging from 0-15 lbs to 101+ lbs. Samm has a 100% response rate and 22 reviews with a 5-star rating. A testimonial from Nishi A. says: "Samm was absolutely wonderful!! Nico had an absolute ball with the entire family including the pups! Couldn't have asked for a more exciting day full of smiles, playtime and fun for this little fluff ball." A "VERIFIED STAY" badge is visible in the bottom right corner.

Rover Search Sitters Become a Sitter Our Services

Samm D.

Far North, Dallas

★★★★★ (22) Response Rate: 100% Response Time: a few minutes

Contact Samm 

Services

Boarding in the sitter's home **\$25** per night

Doggy Day Care in the sitter's home **\$25** per day

See Additional Services & Rates Pick-up & drop-off, bathing / grooming

Samm can host

 0-15 lbs	 16-40 lbs	 41-100 lbs
 101+ lbs		

✓ Spayed and Neutered Dogs
✓ No Females in Heat
✓ Crate-Trained Dogs Only

Reviews

6 repeat clients 22 Reviews ★★★★★

Nishi A. Jan 17, 2021

Samm was absolutely wonderful!! Nico had an absolute ball with the entire family including the pups! Couldn't have asked for a more exciting day full of smiles, playtime and fun for this little fluff ball.

VERIFIED STAY

SIMPLE FILTERING

- ▶ Right at the home screen, there's a simple filter to get you started asking what you want, where, when, and the pet's size
- ▶ Immediately returns verified sitters in your area with great reviews
- ▶ Once you get past the simple "let's get you started" filter that made the user feel comfortable, it offers more narrowing options such as the sitter's rate, housing conditions, if there's kids or other pets, and additional services they may offer

The screenshot displays the Rover mobile application's filtering and search results interface. On the left, a sidebar shows the following filters:

- Service type:** Doggy Day Care in the sitter's home.
- Doggy Day Care near:** Dallas, TX 75287, USA.
- How often do you need Doggy Day Care?** One Time (selected).
- Dates:** 01/28/2021 → 01/28/2021.
- Pet type(s):** Dog (checked), Cat (unchecked).
- Dog size (lbs):** 0-15 (selected).
- Rate per day?** \$0 → \$150.
- Filters (0)** and **Reset all**.
- Housing conditions:**
 - Has house (excludes apartments)
 - Has fenced yard
- Pets in the home:**
 - Doesn't own a dog
 - Doesn't own a cat
 - Accepts only one client at a time
- More**
- Children in the home:**
 - Has no children
- More**

On the right, three search results are shown for verified sitters:

- 1. Samm** (verified) Lover of Furry Family Members Far North, Dallas, TX, 75252
 - 6 REPEAT CLIENTS
 - 22 REVIEWS ★★★★★
 - "Samm was absolutely wonderful!! Nico had an absolute ball with the entire family including the pups! Couldn't have asked for a more exciting day full of smi..." (more)
- 2. Lyndi** (verified) Just a mama that loves dogs Carrollton, TX, 75010
 - 7 REPEAT CLIENTS
 - 22 REVIEWS ★★★★★
 - "Subi had a blast staying with Lyndi for the day while I was busy. She was in regular communication, sending photos and videos and responding to my messages. I c..." (more)
- 3. Ann** (verified) Mom and daughter duo in Plano! Plano, TX, 75023
 - 7 REPEAT CLIENTS
 - 10 REVIEWS ★★★★★
 - "Ann and Alexa were absolutely wonderful in caring for Nico and showering him with ample of love, playtime and snuggles!! They were incredibly open and welcoming..." (more)

A map of Dallas, TX is displayed on the far right, showing various service locations marked with green pins. A legend indicates rates: from \$25 per day (top right) and from \$20 per day (middle right). A checkbox for "Update when I move the map" is checked.

BUILD EVEN MORE TRUST WITH SITTER BIOS

- ▶ Every sitter has reviews from verified customers
- ▶ We get to see images of the sitter, their pets, and sometimes their family
- ▶ Get to see their bio, years of experience, and additional skills which usually includes giving medicine, taking care of special needs dogs, or giving exercise
- ▶ Since sitters sit from their house, they tell customers about the environment. House or apartment, smoking, kids, (fenced in) yard, amount of other pets, and other facts.



Samm D.
Far North, Dallas, TX

[View Availability](#)
[Contact Samm](#)


About Samm

 8 years of experience




Lover of Furry Family Members

Hi! Thanks for stopping by! I have 5 human babies and 2 fur babies! Lilly is a big girl, boxer/German Shepard mix and self-proclaimed protector of the house! Duncan is an Aussie Shepard/chocolate lab mix and Lilly's annoying little brother! If we could own more pups, we probably would! We're total suckers for all adorable doggies.

My pups are playful and love having friends over to play tug of war! I have a fenced yard ...

[\(Read More\)](#)

Additional Skills

✓ Oral Medication Administration

✓ Can provide daily exercise

About Samm's Home

✓ Lives in a House

✓ Has a Fenced Yard

✓ Non-Smoking Household

✓ Has 2 Dogs, No Other Pets

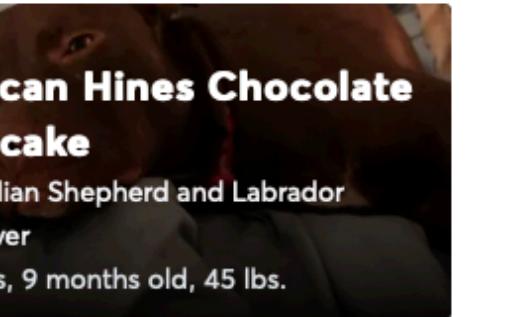
✓ Children 0-5 Years Old

✓ Children 6-12 Years Old

Samm's Pets



Lilly
Boxer and German Shepherd Dog
7 years, 1 month old, 80 lbs.



Duncan Hines Chocolate Cupcake
Australian Shepherd and Labrador Retriever
2 years, 9 months old, 45 lbs.

Samm's Neighborhood



When Samm watches your pet

In Samm's Home

✓ Dogs Allowed On Bed

✓ Dogs Allowed On Furniture

✓ Potty Breaks Every 0-2 Hours

✓ Dogs Allowed On Furniture

STREAMLINED AFFORDABLE SERVICE

- ▶ Once the love and trust is established and customer is ready to book, the sitter can approve you/your request and you can book
- ▶ Payment is saved in your account and must go through the app
- ▶ Repeat customers can simply hit rebook and they're done
- ▶ All services are affordable, usually starting around \$20 a day, including additional services that can be added on

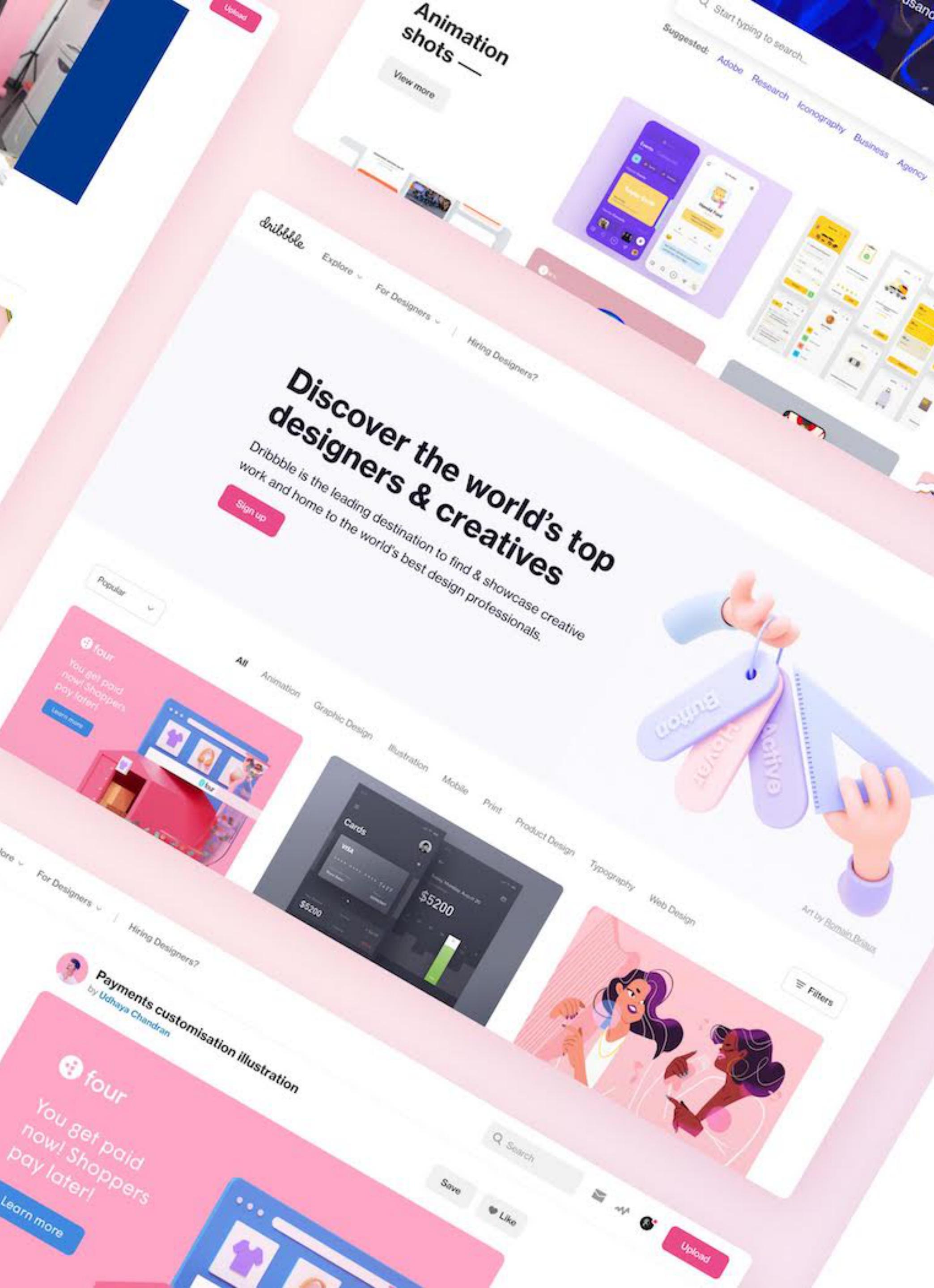
Brianna W.
Far North, Dallas

Service	Rate	Add-ons
Sitter Pick-Up and Drop-Off per round trip	\$25	+ \$25
Cat Care per night	\$25	
Drop-In Visits visits in your home	\$12 per visit	+ \$10
Doggy Day Care in the sitter's home	\$15	
Dog Walking in your neighborhood	\$15	+ \$15
See Additional Services Rates Pick-up & drop-off, grooming		
Brianna can host		
Cats 0-15 lbs	\$25 per day	
Dogs 41-100 lbs	\$30	
No Females in Heat	\$30	+ \$15
Brianna can watch home		
Cats 0-15 lbs	\$15 per walk	
Dogs 41-100 lbs	\$20	+ \$10
Dogs 101+ lbs	\$20	+ \$10
Availability		
Boarding	\$10	

Select Brianna

9 Photos View All

Cookie. For years, Cookie would scurry away from Cookie with anyone at Cookie's pace. After around them. She would understand what it dedicated. Her passion



DRIBBBLE - DESIGN INSPIRATION

Good UI

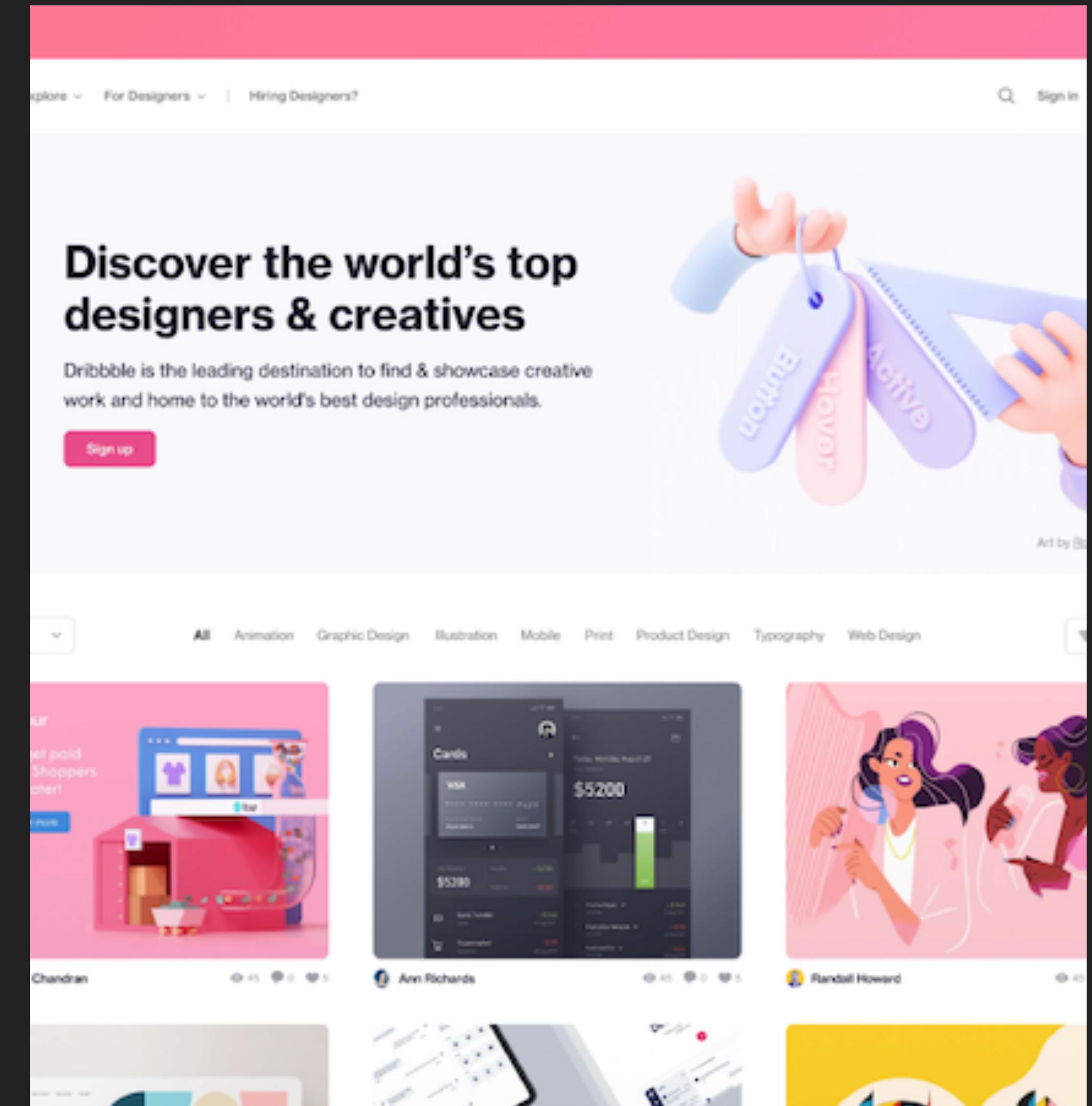
WHY IS DRIBBBLE'S UI SO GOOD?

- ▶ No fluff, the site takes you to exactly what you need
- ▶ Simple filter
- ▶ Easy to find other services on the site
- ▶ Shows related designs



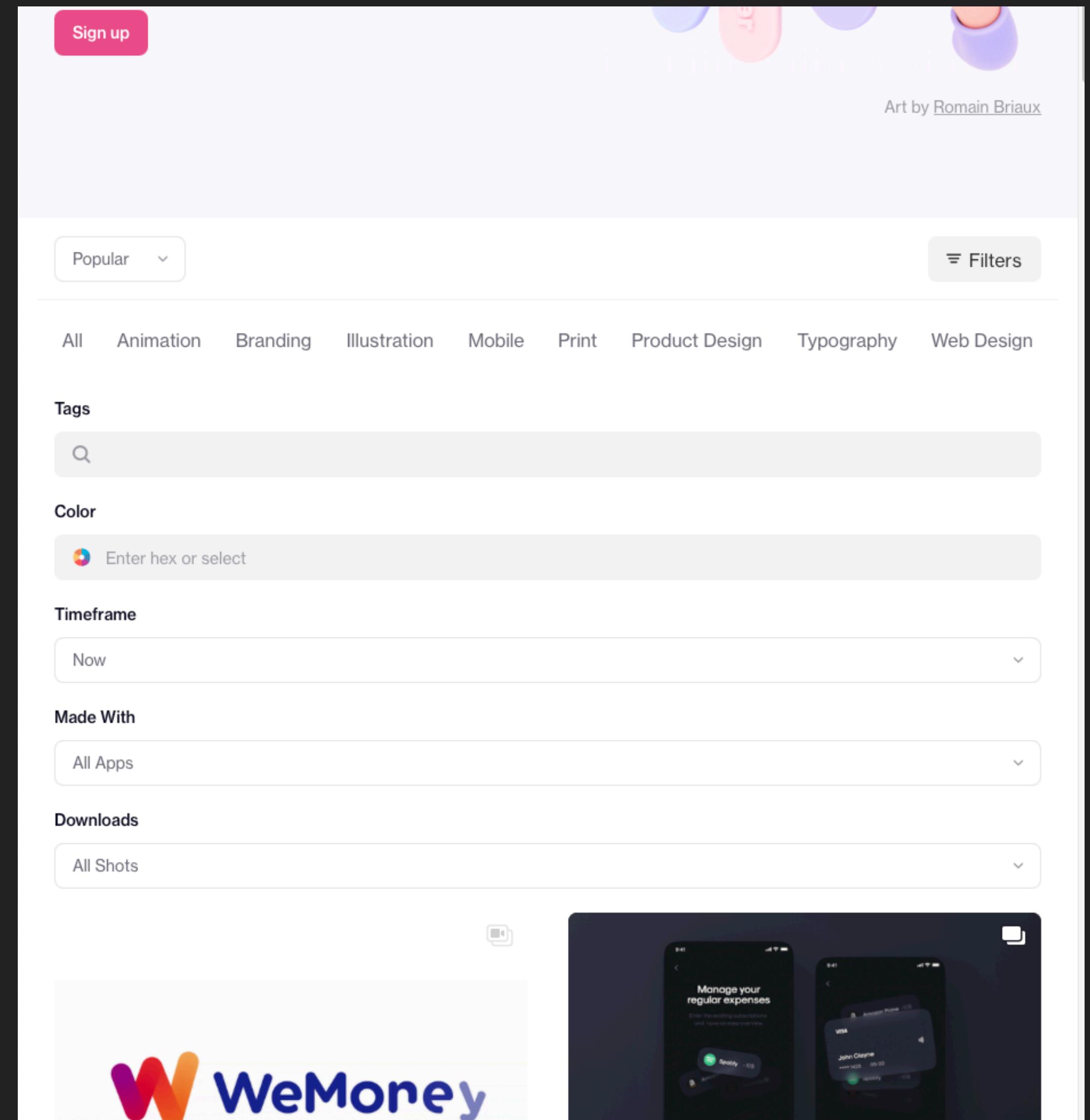
NO FLUFF

- ▶ When a user says, “I want design inspiration”, the second you click into Dribbble, that’s exactly what you get
- ▶ The filter is right in your face to narrow down the type of inspiration
- ▶ The navigation is straightforward. Find work, Learn, Hire Designers, or get more Inspiration



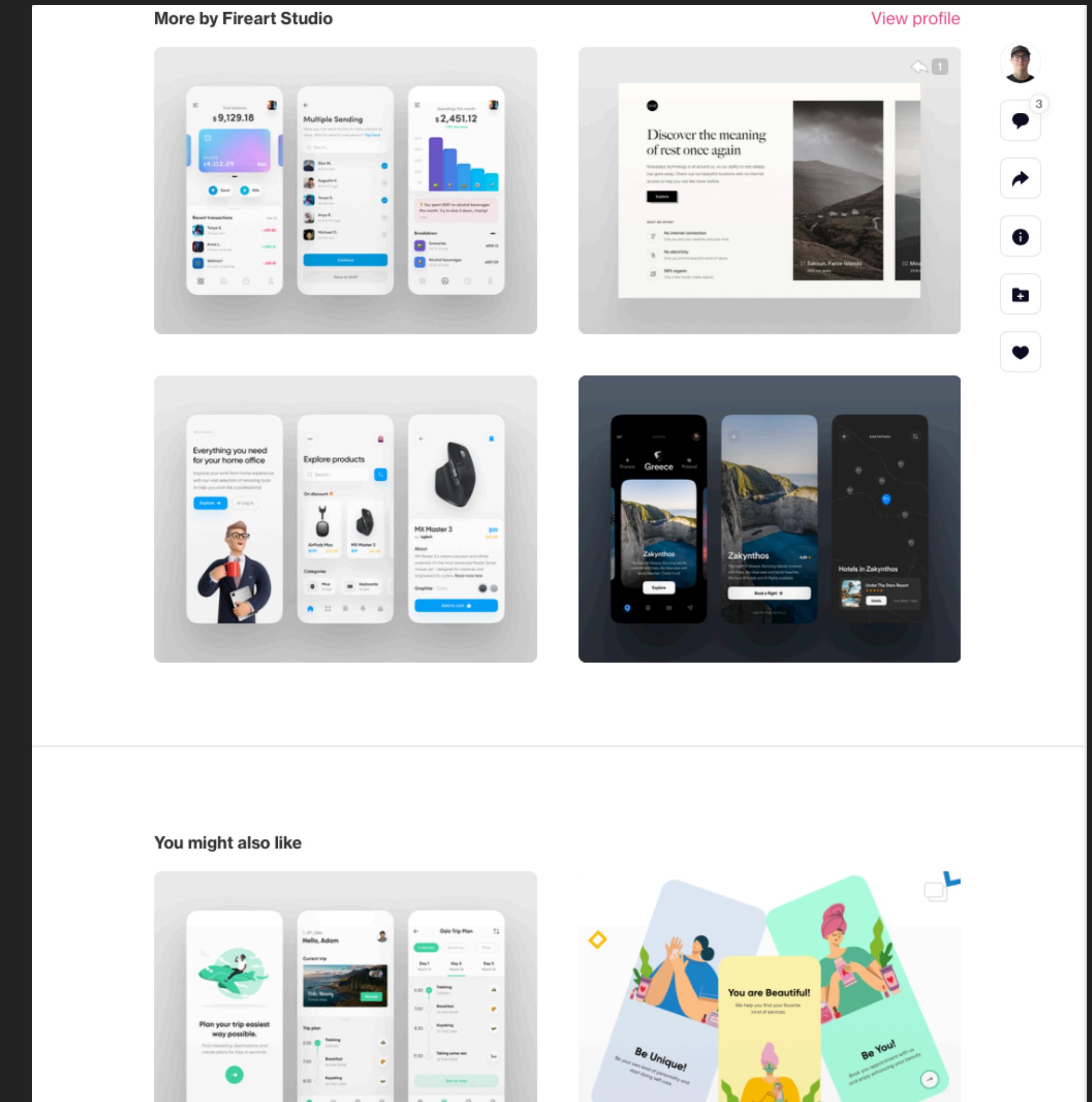
SIMPLE FILTER

- ▶ You can immediately decide if you want web, typography, print, branding, and many others to narrow down what you see
- ▶ The advanced filter lets you narrow colors, tags, timeframe, and what software was used to make it. Effective but still simple
- ▶ The navigation could also be used as a simple filter for the overall use the site to freelance or hire others
- ▶ The site is minimal enough that everything you need is very easy to find and see at once



SHOWS RELATED DESIGNS

- ▶ After clicking a design you want, directly below it are other designs by the same creator
- ▶ Below that are other related designs not by the user
- ▶ Not only do you get the design inspiration you clicked for but other results for similar ideas that can take you down a wormhole and make you want to keep clicking or come back repeatedly



GABRIELLE JACOBS

UX/UI LIFEBLUE PRESENTATION THE END

