Report 1
SLIIT Designathon 2022

UI UX
Case Study

Case Study

COCO is a pocket-tech pet developing embedded microchips in pet pet collarts. The chip is deeply embedded under the skin of pets and can be used to track their location, health and activity. We look toward into the data sent by the chip. Another business segment of COCO is selling one of the biggest range of pet products. We also have a pet care service connecting pet owners exclusively through our client outlets and digital platforms.

User Journeys

High Level

User story 1

Jenny is the owner of three dogs embedded COCO chips and she is away from home for work. Suddenly she notices an alert in COCO mobile app that one of her three dogs Marco does not personal. The mobile app helps her to monitor the situation and take necessary actions.

User story 2

Jenny is at home and realizes that she is going short of dog food for her three dogs soon. The Hinta different dog breeds consumes. Jenny different types of dog food and the mobile app helps her to order the food. The app is fully equipped with a personal functionalities and capable of recommending products and services based on user profiles.

Steps
Discovering
Consideration
Decision
Engagement
Action
Experience
Pet Owner
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