

I. Group members

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II. Purpose of the app

The goal of our app is for people who love animals to adopt pets and take good care of them. To keep the app running, people can also shop for food, outfits and other useful items for their pets from here.

III. Descriptions of the 5 core functionalities

Register and log in: Users can register as different identities, the pet owner, someone who wants to adopt pets, shopkeepers who want to sell goods about animals. It's possible to have multiple identities.

Choose a pet to adopt: There are lots of adorable pets to choose from. You can adopt strays as well as baby animals in need of new family.

Share anything valuable with others: News, Information about finding the lost pets, happy or funny moments, expertise for taking good care of pets are shared here. You can find anything you are interested about pets right here.

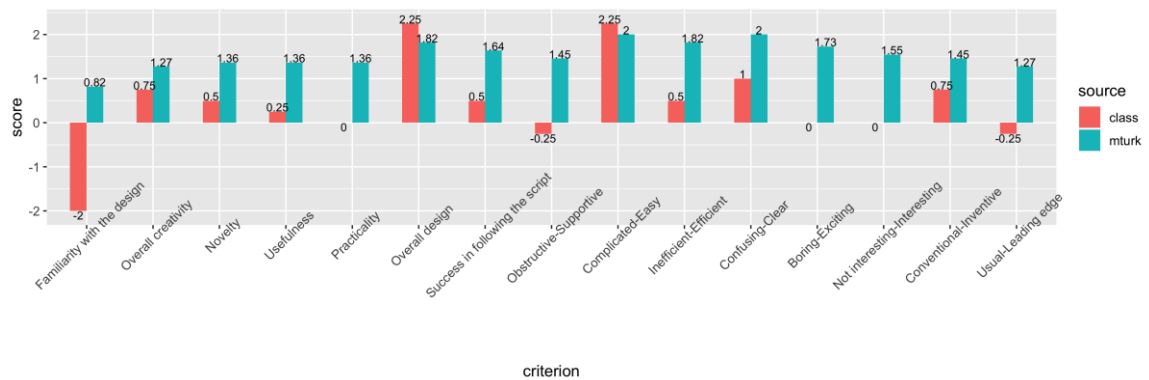
The store for pets: The stores provides a lot of useful items for taking good care of pets. For example, clothing, food, toys for them;

Changing information about yourself or your pets: you can change your address, telephone number or linked social media accounts so that you can get in touch with others;

IV. Performance Evaluation

a) Evaluation results from classmates and MTurk

Generally, the feedback from classmates and MTurk workers are really good, as showed in the graph below:



Besides, we received some really nice comments, too:

- "The graphics are very good looking and you can definitely see thought has been put into the app."
- "I liked the design very much and it looked smooth and easy to use."
- "The App is cool and the pictures are super cute and adorable. they provide wide options like adopt and buying foods will really help animal lovers to adopt and feed their pets. we also get tips from other followers and useful information regarding the pets. overall the app is neatly designed and it will help the users."

b) Performance Analysis

Here we use the method provided in the bonus task and we obtained:

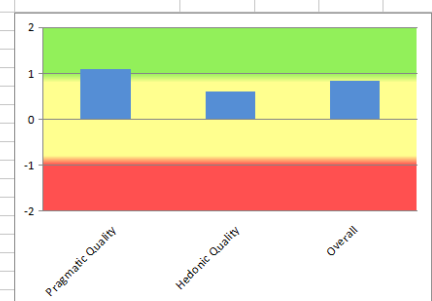
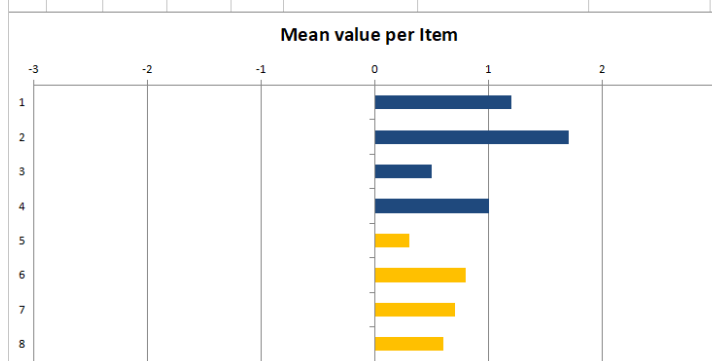
Pragmatic Quality: 1.100

Hedonic Quality: 0.600

Overall: 0.850

Item	Mean	Variance	Std. Dev.	No.	Negative	Positive	Scale
1	1.2	3.1	1.8	10	obstructive	supportive	Pragmatic Quality
2	1.7	1.1	1.1	10	complicated	easy	Pragmatic Quality
3	0.5	1.6	1.3	10	inefficient	efficient	Pragmatic Quality
4	1.0	0.2	0.5	10	confusing	clear	Pragmatic Quality
5	0.3	1.8	1.3	10	boring	exciting	Hedonic Quality
6	0.8	1.5	1.2	10	not interesting	interesting	Hedonic Quality
7	0.7	0.9	0.9	10	conventional	inventive	Hedonic Quality
8	0.6	0.7	0.8	10	usual	leading edge	Hedonic Quality

Short UEQ Scales	
Pragmatic Quality	1.100
Hedonic Quality	0.600
Overall	0.850



V. Promotion strategies

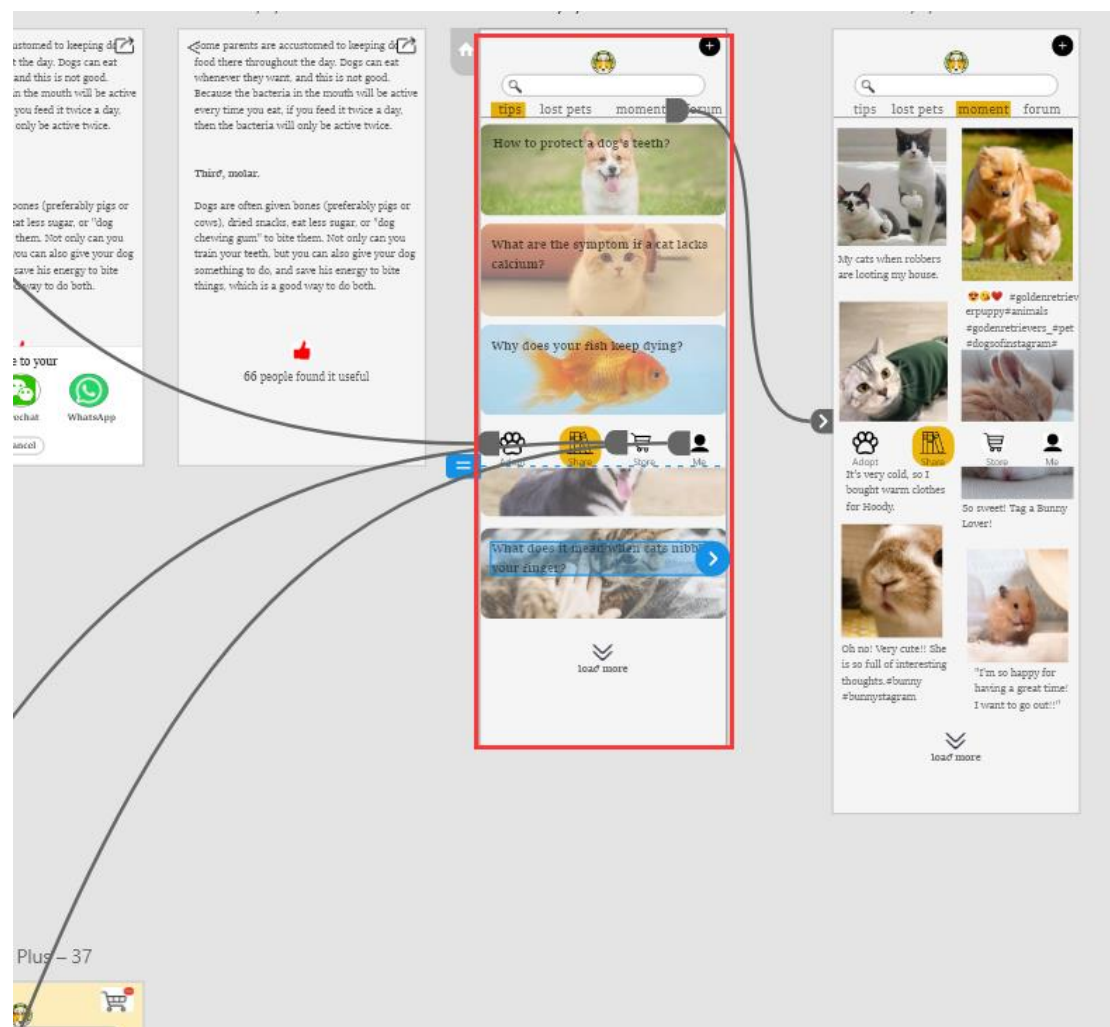
However, according to the thumbs provided by professor and the feedback from assessments, there are still some problems. Therefore, we have provided the solutions and showed them in our final HI-FI prototype:

- a) **There is only one button in every page, so the only option is following the script.** This made our prototype less practical and clear.

Solution: We simply added more routes to the prototype, making every button accessible.

The result: Now, our app is fully accessible, you can click and access everywhere. The routes are fully connected, which looks like a web of pages. It took some times because we have many functions and pages in the app.

Here is a snippet of our design, which shows that the page in the middle links to 4 other pages. And other pages work in the same way:



b) The script was hard to follow.

Solution: Change the script from a block of texts to a sequence of steps.

Changed script:

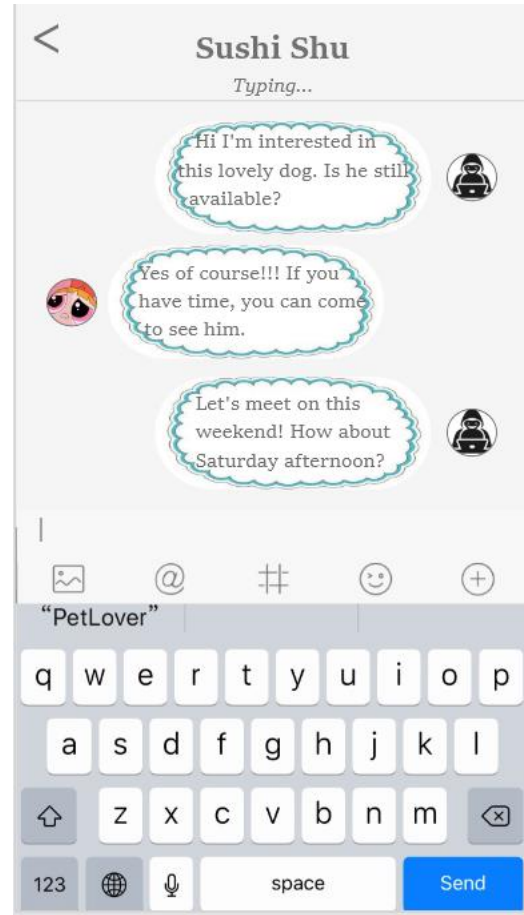
The main goal of our app is to provide a platform for people to adopt pets and take good care of them. You can click nearly function in our pages, while we have some advisory steps for users to follow to get a quicker view of our app.

1. Click "Register"
2. Create your own profile by hitting "Click"
3. Login
4. See "Adopt" section
5. Click on first picture to see the cute dog. Then click again to see another picture of him.
6. Follow the person and contact him.
7. See "Share" section. Click on the first image to see a passage about dog's oral health.
8. Scroll down the page, and maybe give it a like!
9. Share the passge with others.
10. Click on "moments" to see some cool posts about other people's pets.
11. Hit the + sign on the upper right, and click "write tips", then for example, you can see a place for you to share some useful advice other pet owners!
12. See "Store" section. Click on the "food" icon, and there is some food to choose.
13. See person profile page.
14. Log out.

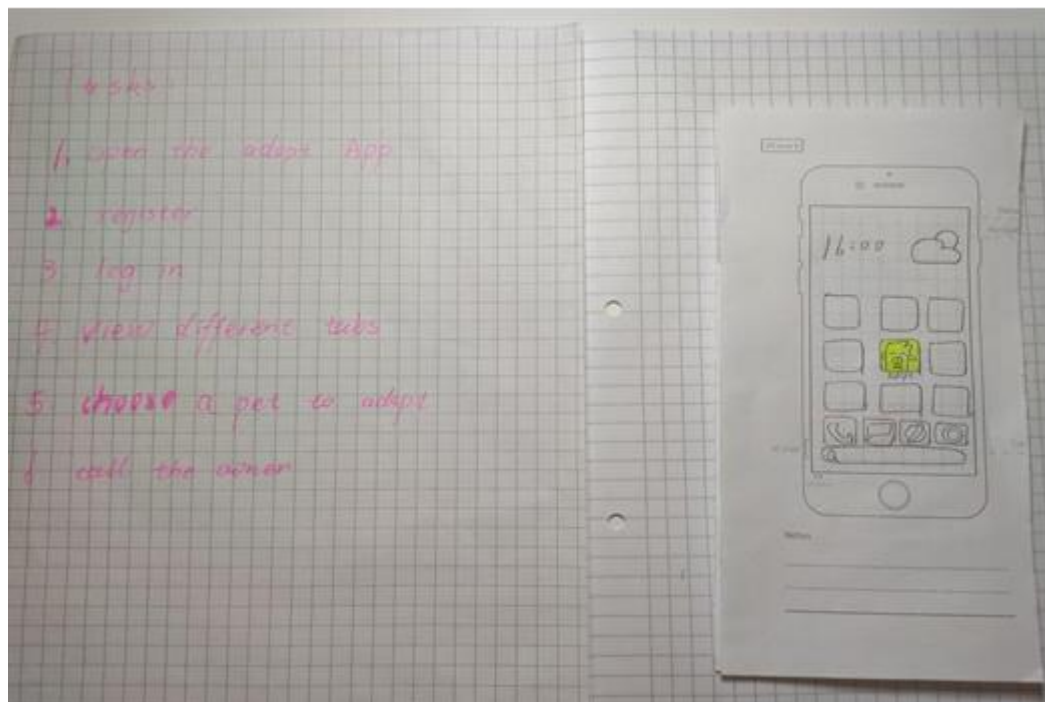
By using our app, you are helping animals!

c) We also add a contact page to achieve the "contact" function:

Adding contact page, (on the right), which is directly linked to the page on the left. It enables the potential adopter to contact the owner. This helps perfect the pages that the users will have a more complete and real view of our app.



VI. Initial paper prototypes



NAME

☐ I want to adopt

☐ I want to give away

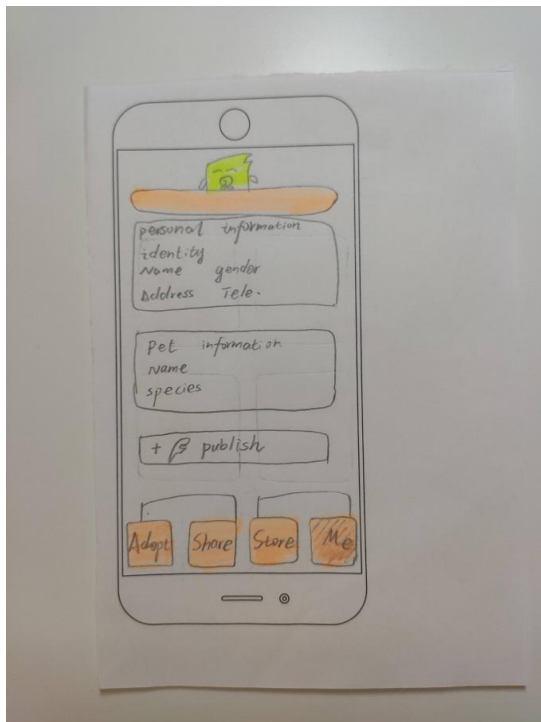
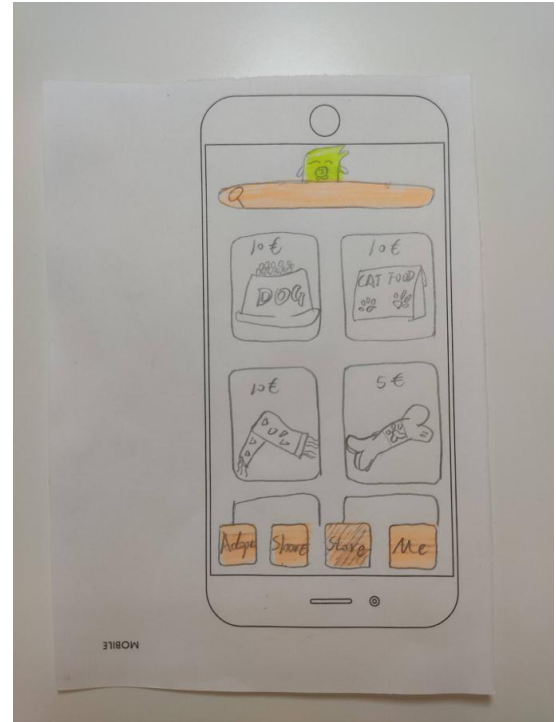
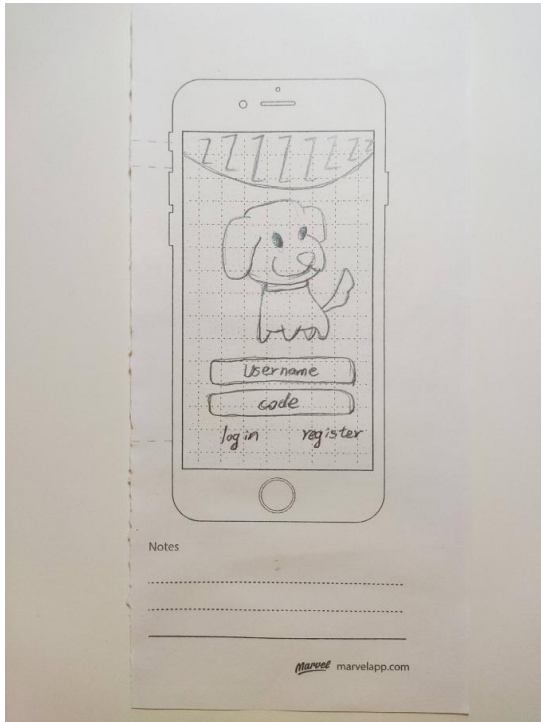
☐ I want to sell products

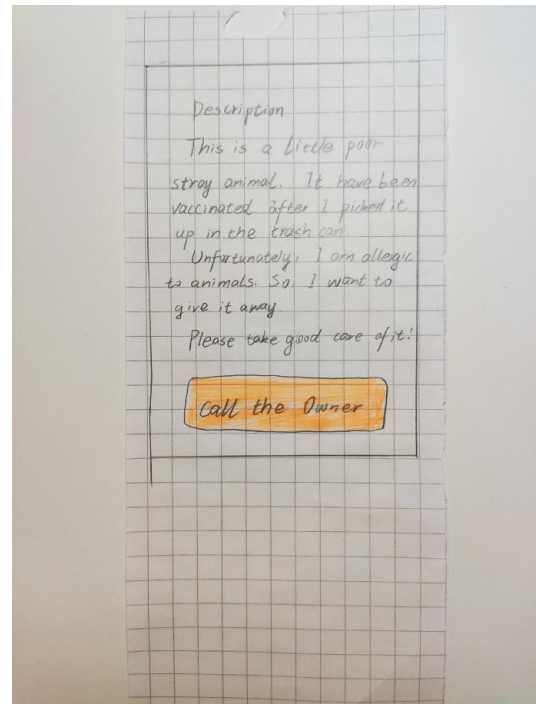
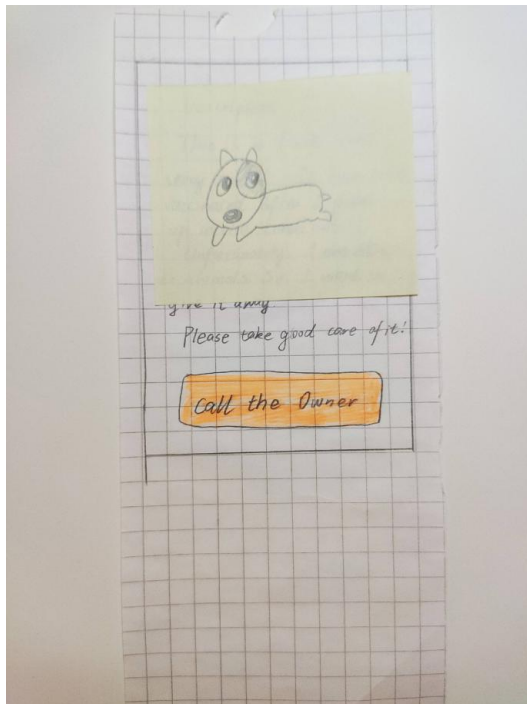
Address

telephone

Code







VII. First Peer Evaluation Plan

a) Approach

Questionarie.

b) Scripts for the chosen 2 functionalities

1. Satisfaction of overall appearance

☆☆☆☆☆ 4 4

2. If the functionality meets your requirement

☆☆☆☆☆ 5 4

3. Novelty and innovation of this app

☆☆☆☆☆ 4 5

4. What will you share with others in the bar of share?

- Advice about what I do with my dog. Nice places for walks. News about hunting periods. Advertisement of good food for animals.
- How to take care of my own pets.

5. What would you most like to see in the bar of store?

- Food, toys, equipment (officially bred animals).
 - Pet medicine.
6. The probability that you will recommend this app to your friends.
- ☆☆☆☆☆ 3 3
7. Please list a defect of this app.
- ‘Code’ instead of ‘password’.
 - I don’t know why “I want to adopt” appears on the register page.

c) One open-ended question that you would like to receive as feedback to your mobile application

Our purpose is to create a public benefit software through providing opportunities for people to adopt a stray animal. Will you accept we add new functionality of selling pet by commercial dog breeders?

- I accept this idea. The functionality can be list in the tab of store, so if you don’t want to adopt a stray animal, you can go to store.
- I accept this idea. Because if I am the owner of a baby dog who is so expensive, I can get some money if I give it to others.
- I don’t agree with this idea. List the value of a pet may arouse people’s vanity, people may prefer a beautiful and expensive pet other than a stray pet.

d) Results

The average of satisfaction of this app is 4, which is pretty high, especially the innovation and Novelty. Lots of people haven’t seen this kind of app before.

The information that people want to find in the tab of share is: “Advice about what I do with my dog. Nice places for walks. News about hunting periods. Advertisement of good food for animals.” - mainly about how to take good care of their pets.

Here is what people want to find in the tab of store: food, toys, equipment, (officially bred animals), and pet medicine.

People’s will to recommend this app to others is not very high, compared with other feedbacks they gave.

e) Conclusion

Our app is really innovative, because there are no other app that provides similar functions that we are aware of. In addition, it's very beneficial for the well-being of animals, which means a great deal to us, and fellow animal lovers.

We understand the fact it will only serve people, so it won't ever be as popular as Instagram or Facebook, but still worths much effort.

There are further improvements that we can make. For instance, in the page of "register", the word "code" is hard for other people to understand, which can be changed to "password". Besides, the selection of whether "I want to adopt" in the registration seems confusing, Instead we can ask a clearer question, "Are you interested in adopting pets?", in registration page or personal information page.

Furthermore, there is a question raised by our team: why people don't want to recommend our app to their friends? We think that it's mainly because although our app contains some great ideas, there are some flaws to be modified. We are currently working on that issues and preparing for a more functional and user-friendly model.

P.S. We have attached our prototype in the .xd file because our accounts/software doesn't support too much pages. We want to fulfill as much functions as possible, so maybe too much pages have been added. Thanks for your patience and understanding!