

PET WALK is an innovative mobile app designed to enhance the daily experience of pet owners and their furry companions. By offering features like route tracking, fitness monitoring, and safety alerts, PET WALK transforms routine walks into enjoyable and enriching activities. This app aims to simplify pet care while fostering stronger bonds between pets and their owners. As you explore the development journey of PET WALK, you'll discover how thoughtful design and user feedback have shaped an intuitive, user-friendly tool that caters to the needs of modern pet lovers.

“PET WALK”

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Synopsis Report

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PET WALK: Synopsis Report

Project Overview

App Name: PET WALK

Purpose: PET WALK was developed to solve a common problem faced by pet owners: making daily walks more enjoyable, safe, and engaging for both pets and their owners. Recognizing the importance of these walks as opportunities for bonding, exercise, and exploration, PET WALK aims to enhance this experience through innovative features.

Key Features

1. **Route Tracking:** Allows users to track their walking routes, ensuring they stay on course and discover new paths.
2. **Fitness Monitoring:** Tracks the fitness levels of both the pet and the owner, helping them meet their exercise goals.
3. **Safety Alerts:** Provides alerts for potential hazards, ensuring a safe environment during walks.

Development Journey

1. Initial Concept & Brainstorming

- The idea for PET WALK emerged from the realization that walking a pet is more than just a routine task—it's a vital aspect of pet care that fosters a stronger bond between pets and their owners.
- The brainstorming phase included discussions with pet owners and dog walkers to identify the challenges they face during walks. This research highlighted the need for an app that could address these pain points.

2. Hand-Sketched Prototype

- The first step in the design process was creating a rough sketch on paper. This helped in visualizing the app's layout and functionality.
- The initial sketch focused on creating a user-friendly interface, ensuring that the app would be intuitive for both tech-savvy users and those less familiar with technology.

3. Low-Fidelity Prototype

- The next stage involved creating a low-fidelity prototype to outline the basic functionality of the app.
- **Key Screens:**



- **Home Page:** The landing page with easy access to scheduling and profile management.
- **Schedule Page:** Users can set the time and date for walks.
- **Walker Selection:** Users can choose a nearby dog walker based on availability.
- **Booking Confirmation:** The final step where users confirm the booking, including payment details.

4. User Testing & Feedback

- Six users, aged 19 to 60, were selected to test the low-fidelity prototype. Their feedback was crucial in refining the app's design.
- **Key Insights:**
 - Simplify navigation for older users.
 - Add a feature to compare walker/owner offers.
 - Include a page to confirm bookings and see the amount offered.

5. High-Fidelity Prototype

- Incorporating user feedback, the high-fidelity prototype was developed with a more refined interface.
- **Improvements:**
 - Reformatting the home screen for easier navigation.
 - Adding detailed options for scheduling walks, including time, date, and duration.
 - Providing a clearer display of offers from walkers and owners.
- This prototype was tested again with the same group, leading to additional refinements before moving to the final deployment phase.

Next Steps

- **Final Deployment:** The app is now in the final stages of development, with feedback from the high-fidelity prototype informing the final design.
- **Coding & Development:** The app will soon enter the coding phase, where the design will be brought to life by the development team.



- **Continuous Feedback Loop:** Ongoing user testing will ensure that the app meets the needs of its target audience, with further updates and improvements planned post-launch.

Conclusion

PET WALK is a testament to the power of combining passion for pets with technological innovation. The app is designed to make every walk a positive, enriching experience, bringing pet owners closer to their pets while addressing the challenges faced by both parties during daily walks. As the app moves toward final deployment, it promises to be a valuable tool for pet owners and walkers alike.





