Pawmate

UI/UX Case Study

Project Pawmate

Pawmate is a one-stop solution for pet owners, who seek to find new friends for their pets and set up a playdate. It shows you the best matches for your pet based on his profilepage, breed, walk routines, distance from which u can choose manually. It also helps the owners by suggesting them pet-friendly places and activities, thus helping their pets have a perfect playdate.

Problem Statement

To design a mobile app for pet owners to find the perfect playdate for their pets while sitting on a couch

The Process

Design thinking approach is followed to make sure we can provide the best hassle-free experience to the user.

In the **Empathize** stage, interviews of pet owners were conducted to really understand what all problems they face. Gamers problems faced by an average pet owner that affect our research were also taken into account.

In the **Define** stage insights were drawn from the user responses, recordings of interviews etc. Similar insights were then grouped and labelled.

In the **Ideation** stage, ideas were generated to solve problems defined in Define stage through Brainstorming and SCAMPER method.

A **Prototype** with the ideas from ideation stage incorporated was made in Figma.

After **User Testing**, and executing the final changes, product was ready.

Stage-1 | Empathise

The following questions were asked to random people who fit in our target audience, and their responses were noted

1. What animal do you have as a pet?
2. Do you walk your pet?
3. If you don't mind, can I see a photo of him/her?
4. Does he/she bite?
5. Do you like to go outside or stay at home?
6. Who generally sees him/her?
7. Do you have any friends of his/her?
8. How did they become friends?
9. When was the last time you met his/her pal?
10. Do you think your pet is lonely sometimes when he got cranky and frustrated
11. Would it help if you had an app where you could find playmates for him?
12. Have you ever thought of a service for this purpose?
13. What are your expectations?
14. Does the pet owner have any influence on the experience?
15. Do you like the current app?

Stage-2 | Define

From the responses noted, and observations from the recorded interviews, insights were drawn on pun on post-it notes. Similar insights were then grouped as they all pointed to a single problem.

Affinity Map

https://miro.com/app/board/o9_-Bgcs0E=/

Empathy Map

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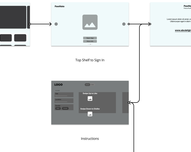
Stage-3 | Ideate

For the insigts drawn in Step 2, and after getting a proper idea of what the problems are, ideas were brainstormed to solve those problems

Brainstorming

1. Share owner info for credibility
2. Listing the user filters based on age, location, breed, hobbies etc
3. Have a chat feature to find a place to meet up
4. Have a video call feature for times when owners can take their pets out
5. Suggest activities to pets and their owners to make the date a fun experience
6. Have a system for owners to upload videos of their pets on the platform to get Verified Badge
7. Chat option for the users

S.C.A.M.P.E.R



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Stage-4 | Prototype

Platform Research

Since Apple TV is a new platform to design apps for, platform design research was done, and a low fidelity prototype was created in accordance to Human Interaction Guidelines provided by Apple

Prototyping

A low fidelity prototype was created in Figma. Interactions and components were designed keeping in mind, the major way of getting input from the user is through a Siri Remote which offers three ways of inputs

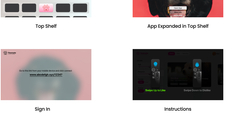
1. Swipe
2. Tap
3. Hold
4. Button Press
5. Voice Commands

https://www.figma.com/file/f7Z0Ez2Ko5nfqe4RNu2XF/Pawmate?node-id=0%3A214

Colors and Typography

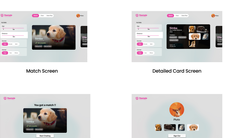
Colors:

Typography: SF Pro Display



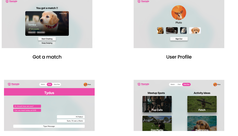
Top Shelf

App Expanded in Top Shelf



Sign In

Instructions

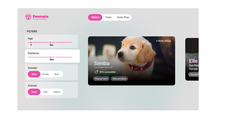


Match Screen

Detailed Card Screen

Got a match

User Profile

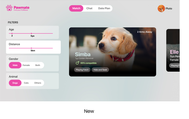


Chat Screen

Activities

Stage-5 | Testing

On testing, it was found out users wanted a way to view profile and log out of the app



Old

New