



Locat

Locate your cat

Rachel Brook, UXD 2018

Problem Statement

The problem I suspect is that cat owners often worry when they don't know where their cats are, especially if their cat has been away for a number of hours or overnight.

User Research



Research methods

- Online survey of seven cat owners.
- Face to face interviews with another four cat owners.

User Research

Target audience

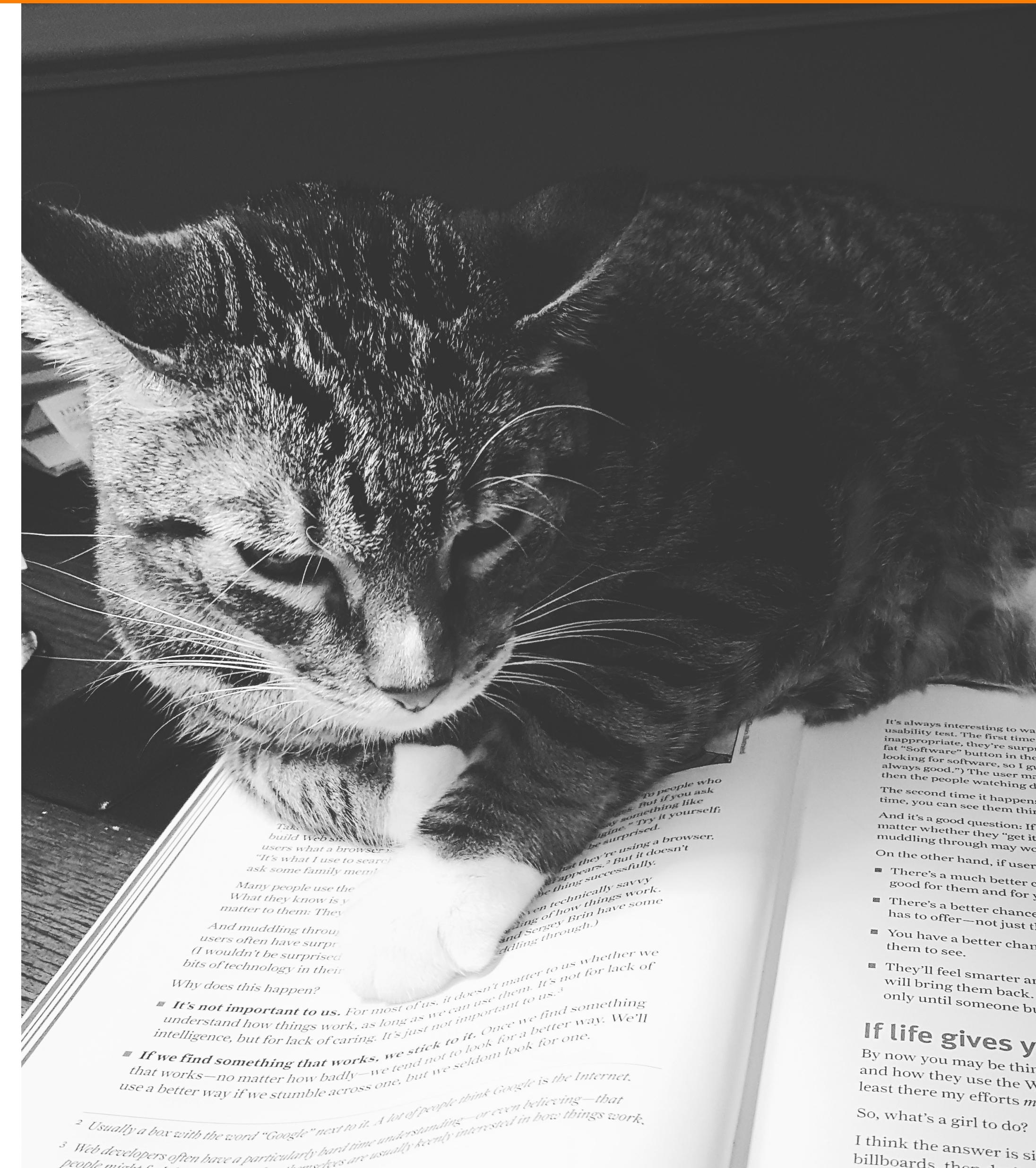
- Cat owners

Research goals

- Are their cats away from them quite frequently and / or for long periods of time?
- Find out how people feel when they don't know where their cat is - are they worried?
- Has their cat gone missing before, is it something they worry about?
- Do the cat owners modify their own behaviour because of this?

Interview Questions

- Tell me a bit about your cat.
- Is your cat more of an indoors / outdoors cat?
 - Is this through your choice or the cat's?
- Do you wonder where your cat goes when they are not indoors?
- Are you away from your cat quite often?
- Can you tell me about a specific time when you didn't know where your cat was?
 - How did this make you feel?
- Has your cat ever gone missing?
 - How long for?
 - What did you do?



It's always interesting to watch usability tests. The first time I inappropriate, they're surprised at how fat "Software" button is in the looking for software, so I guess it's always good.) Then after watching them the people watching don't know what's happening.

The second time it happens, you can see them thinking.

And it's a good question. If matter whether they "get it" or not.

Muddling through may work.

On the other hand, if user

There's a much better chance for them and for you.

There's a better chance for them to offer—not just the

You have a better chance for them to see.

They'll feel smarter and will bring them back.

only until someone buys them.

If life gives you

By now you may be thinking and how they use the Web.

least there my efforts are.

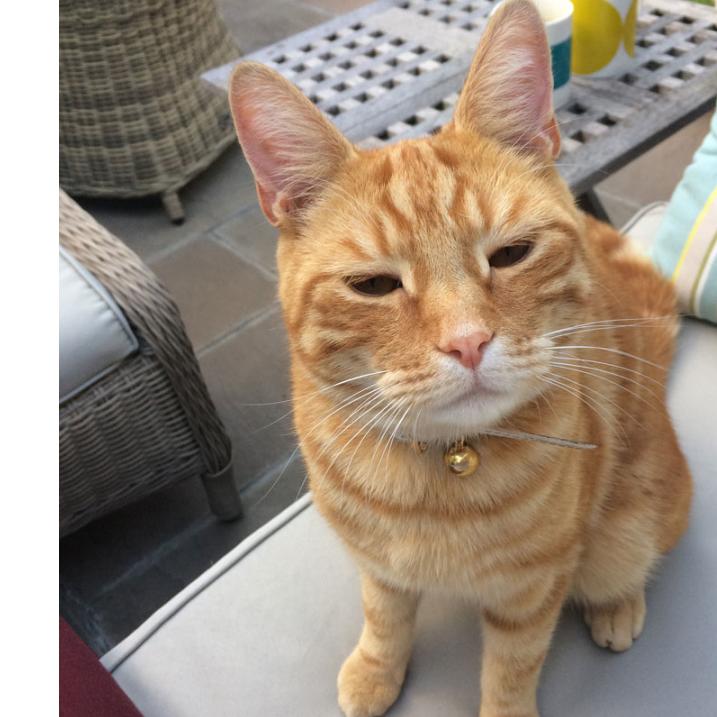
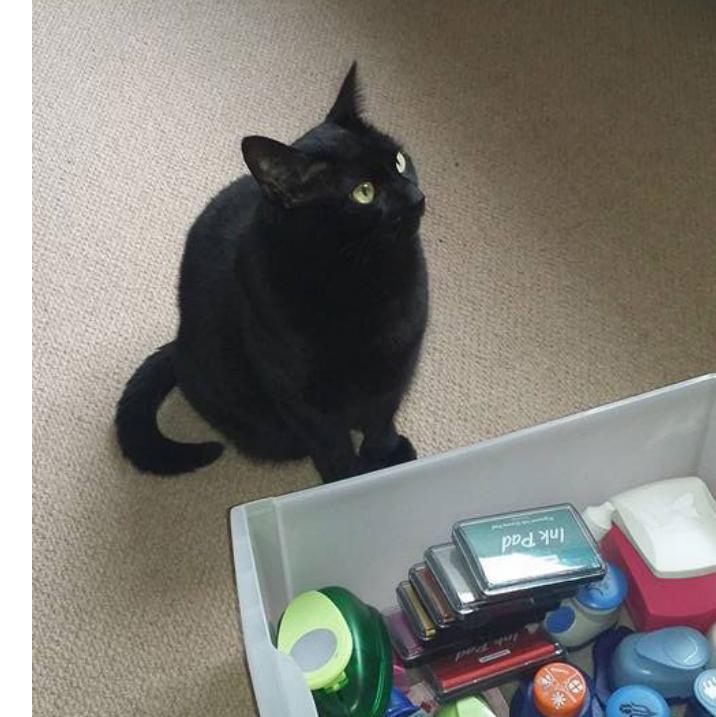
So, what's a girl to do?

I think the answer is to sit on billboards there.

² Usually a box with the word "Google" next to it. A lot of people think Google is the Internet.

³ Web developers often have a particularly hard time understanding—or even believing—that people might click on ads.

Interview Summaries



- Nervous cat.
- Owner had a previous cat stolen.
- Cat-sat by neighbours when owners away - neighbours thought they'd lost him for a bit.
- Alone during the day, owner is at work.

- Adventurous cat.
- Garden has been cat-proofed, owner worried about her going missing.
- Has been lost before.
- Cat sat by neighbours when owners away on holiday.
- Alone during the day, owner is at work.

- Very much an outdoors cat.
- Owner has been told cat goes in neighbours houses and even cars.
- Owners wish they knew where he was.

- Goes outdoors often.
- Hasn't gone missing before. Owner's parents' cat has gone missing before - very worrying.
- Cat-sat by housemates when owner away.
- Alone during the day, owner is at work.

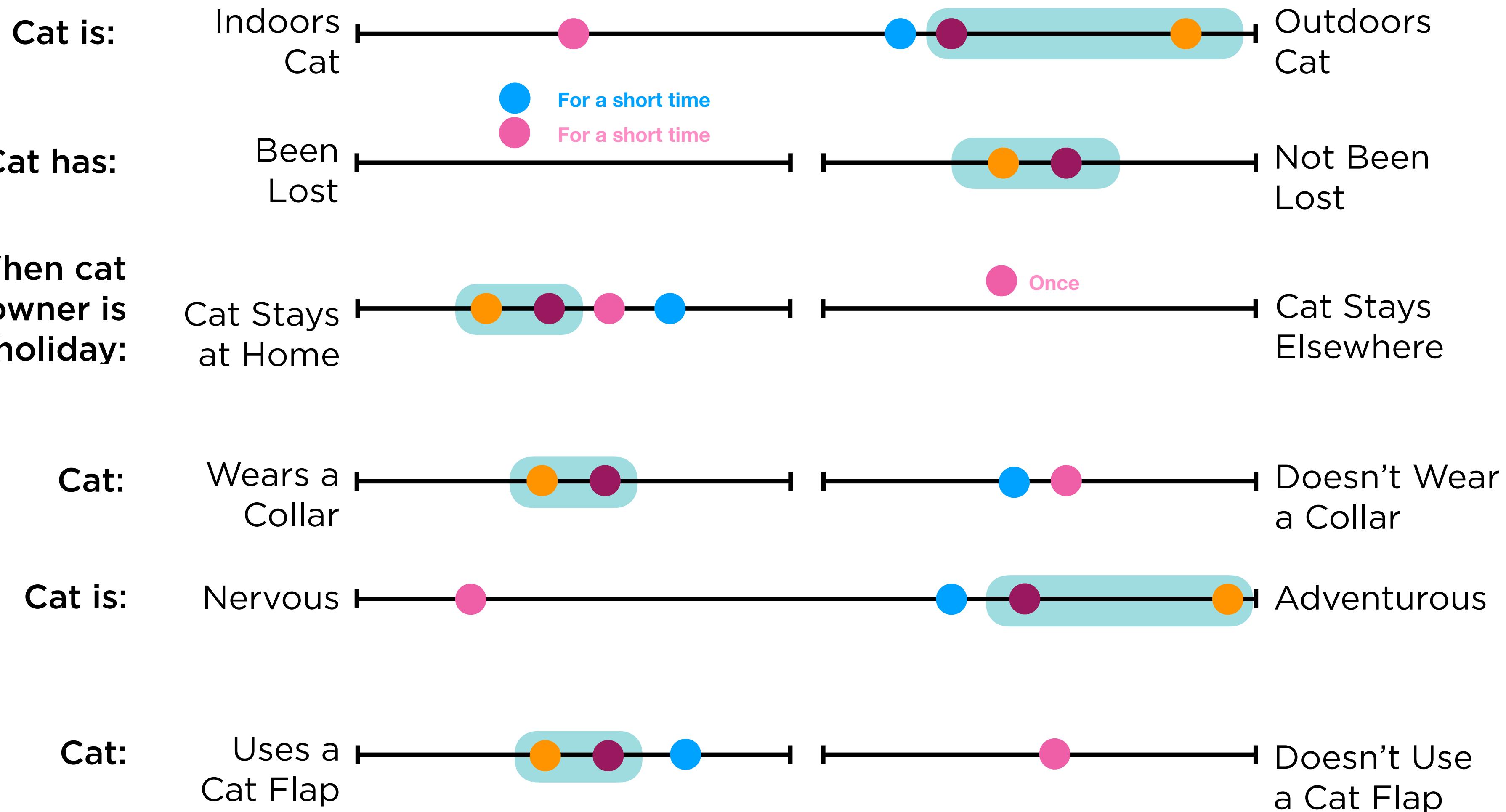
Insights

- Cat owners often don't know where their cat is, which can be worrying for them (regardless of whether the cat has been lost before).
- When they're on holiday, cat owners prefer to have someone feed and check in on their cat, rather than take their cat to a cattery or someone's house.
- All the cat owners questioned said they'd be interested in knowing where their cat goes during the day.
- **My problem statement holds true, but my research has shown that cat owners are also curious about where their cat is / has been, even if they are not worried.**

Revised Problem Statement

Cat owners want
to know where
their cat is.

Mapping Variables From Interviews



= used for
my user
persona



Katie

Age: 28

Job: Recruiter

Location: Shared house
in London

Status: Single

User Persona

Katie owns a 1 year old tabby cat called Tigger (Tiggs for short). She loves her cat but she's a little scared of the responsibility. Her job keeps her very busy.

Goals

- To keep Tigger safe without restricting his freedom to go outdoors alone.
- To be able to check up on Tigger while she is away from her house.

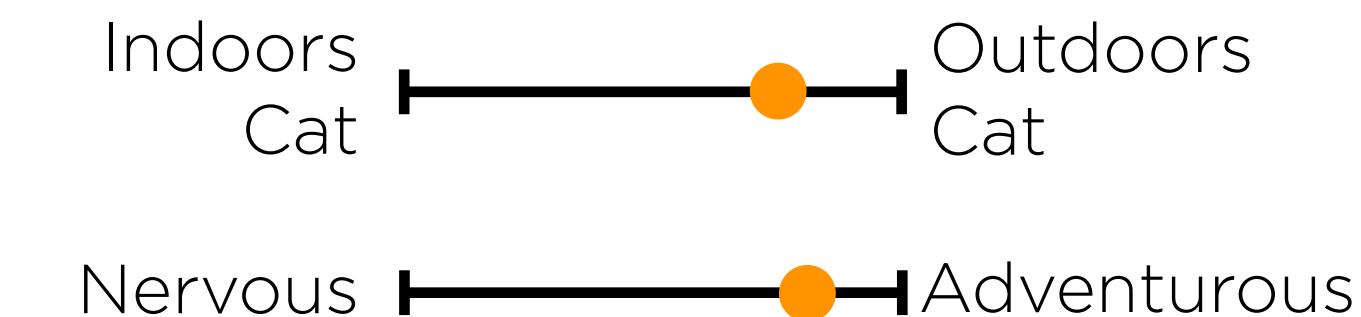
Behaviours

- Tigger is quite adventurous, Kate's heard from neighbours that he has been in their gardens.
- Tigger is like her child, it would be devastating to lose him.

Frustrations / Pain Points

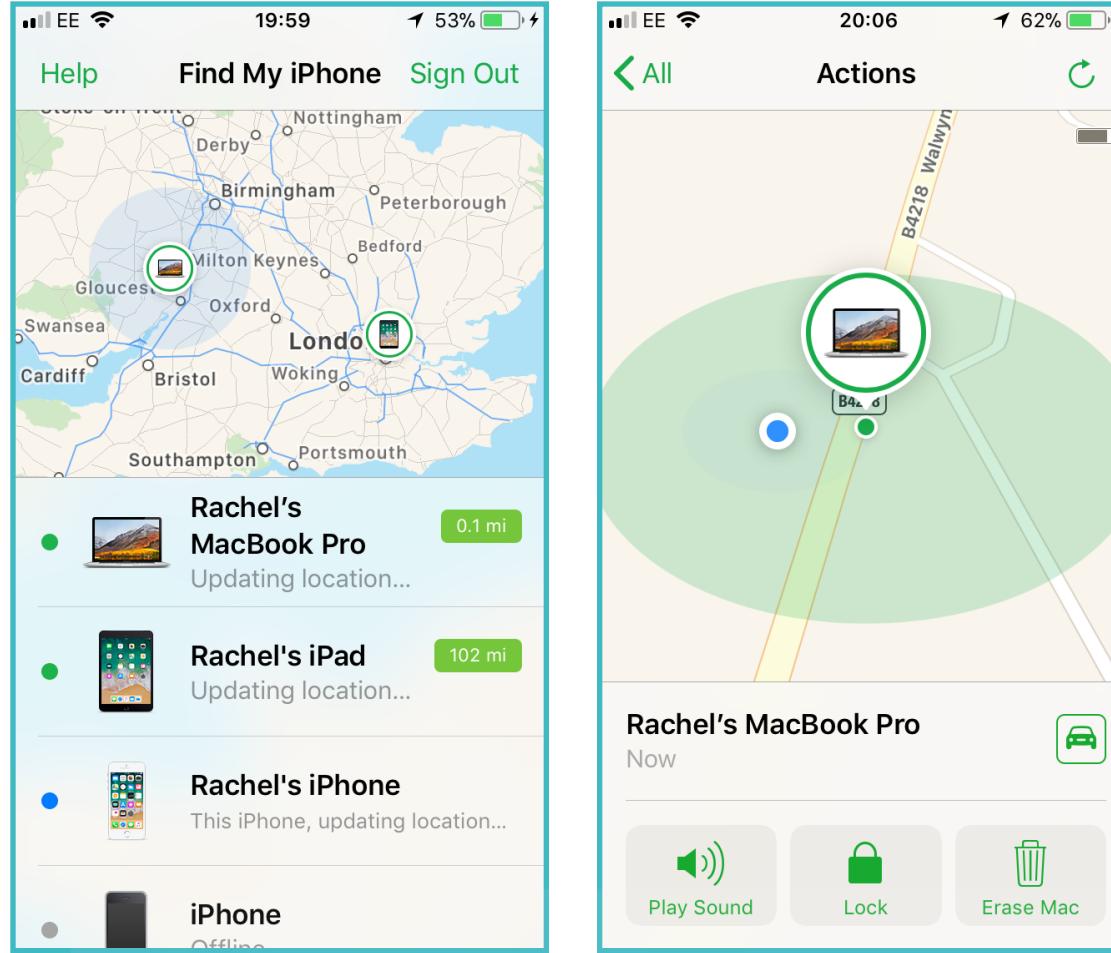
- She lives in a built-up area, there are lots of places that Tigger could get trapped in, such as neighbours' sheds.
- Tigger went missing for a day, she doesn't want to go through that worry again.
- During working hours she (and her housemates) are away from the house, meaning she can't check up on Tigger.

- ✓ Uses a catflap
- ✓ Wears a collar



Competitive Analysis

Find My iPhone

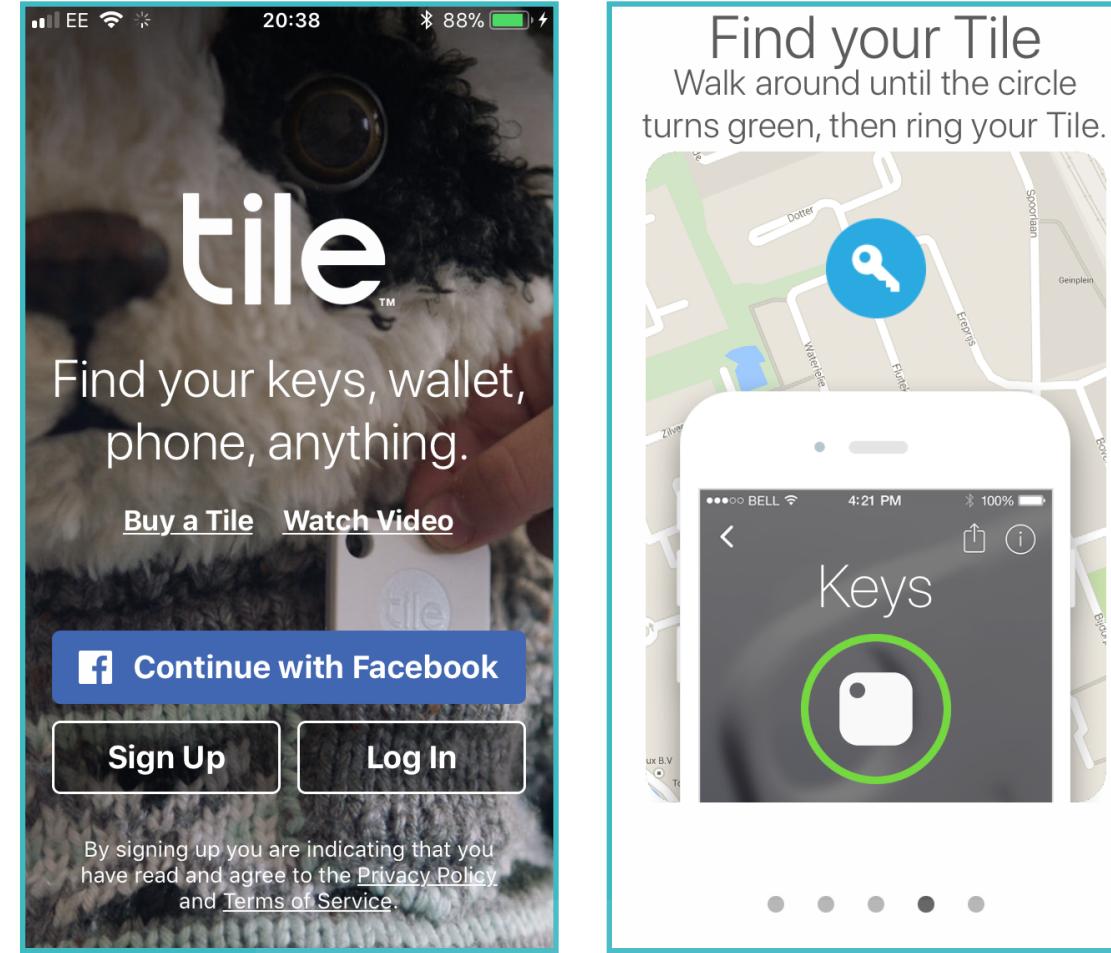


- GPS is accurate, also don't need to be near a device for it to be found.
- Seamlessly integrates with Apple Maps.
- Intuitive to use, didn't need to look at any instructions apart from finding out what 'lost mode' is.
- If you have multiple of the same device, it isn't always obvious which device is which from the menu.

✓ GPS

✗ Pets

Tile

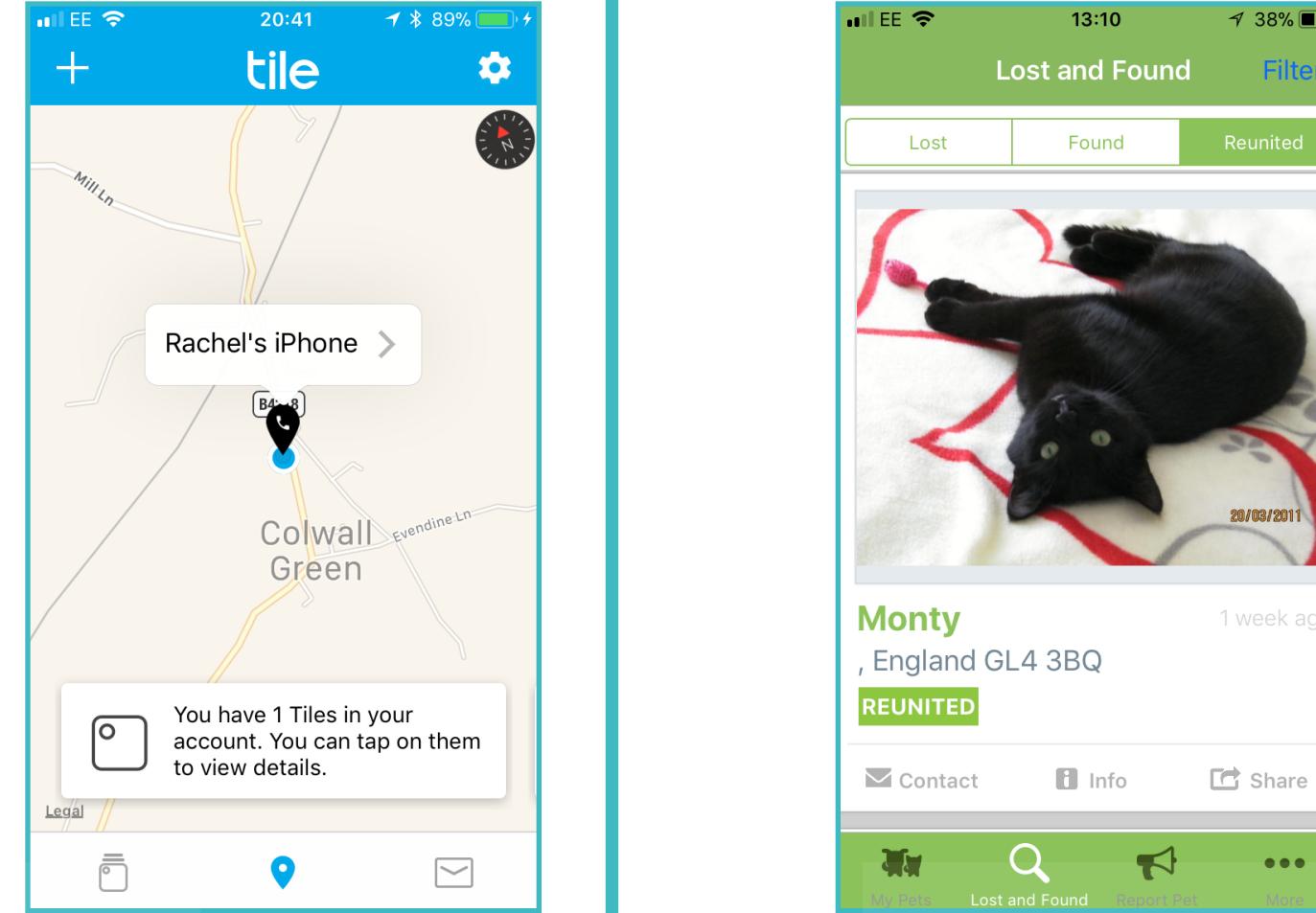


- There is a success story where a family find their lost dog using Tile.
- The branding is quite strong. The website and app look modern.
- Uses Bluetooth - has a limited range. Reliant on other people having Tiles near your lost belonging for it to be found.
- Some users were frustrated by the Bluetooth - sometimes doesn't connect, not as reliable as GPS.

✗ GPS

✗ Pets

PawBoost

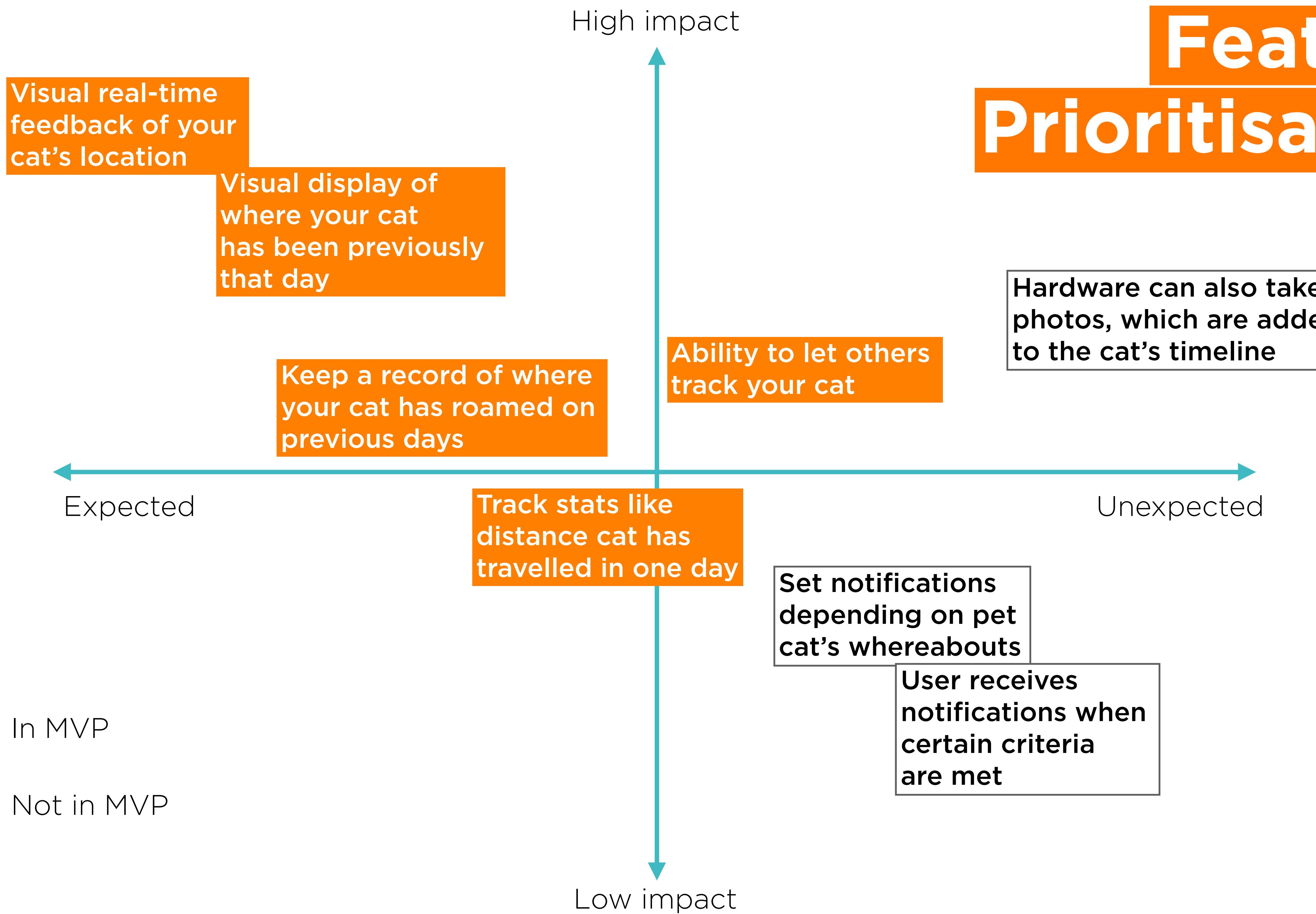


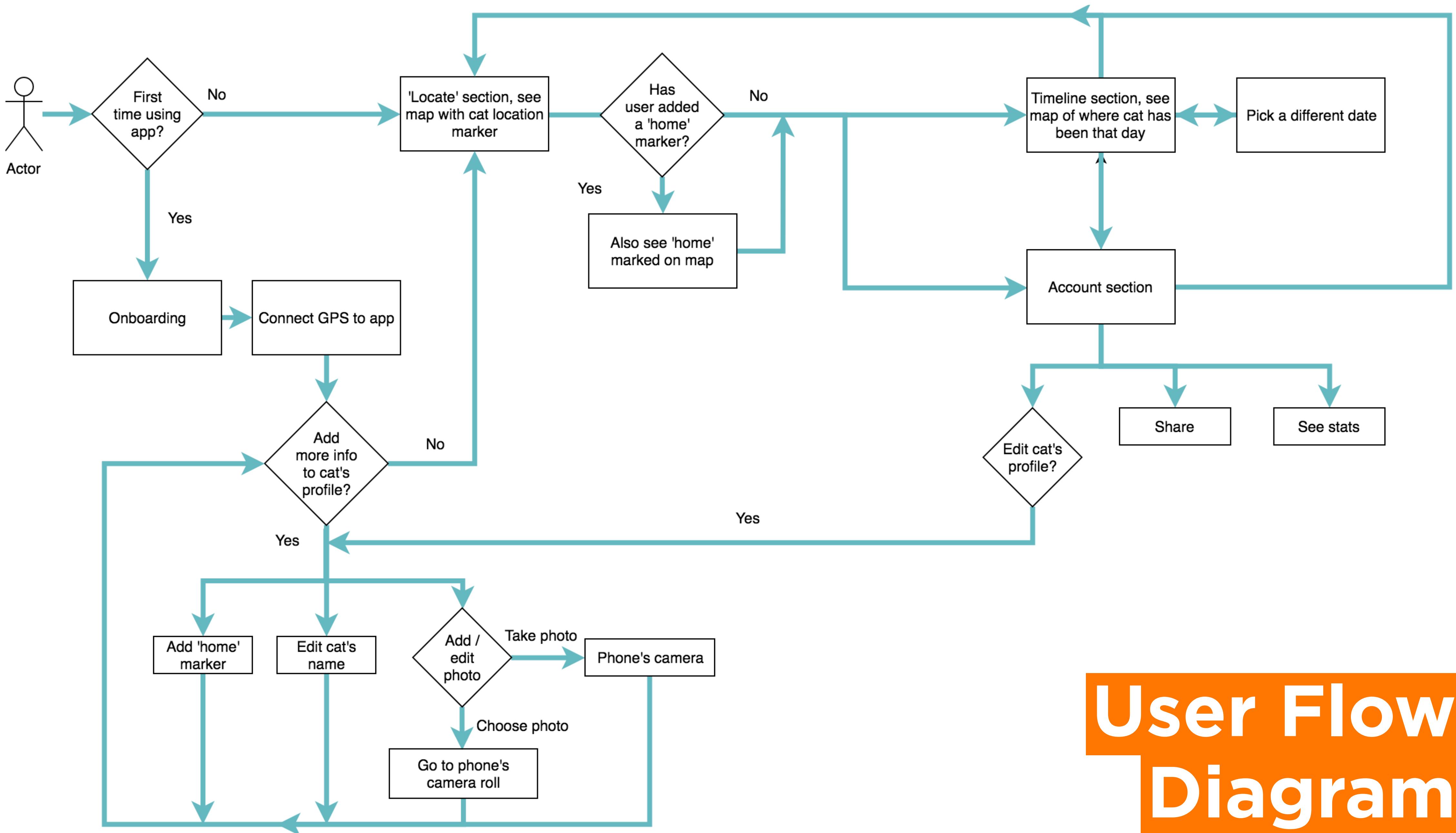
- Report if your pet has gone missing.
- Raise awareness of your lost pet through social media posting.
- Report if you find a lost pet.
- The app is reliant on your pet being found by someone who decides to post it on the app.
- Social media side could be better explained.

✗ GPS

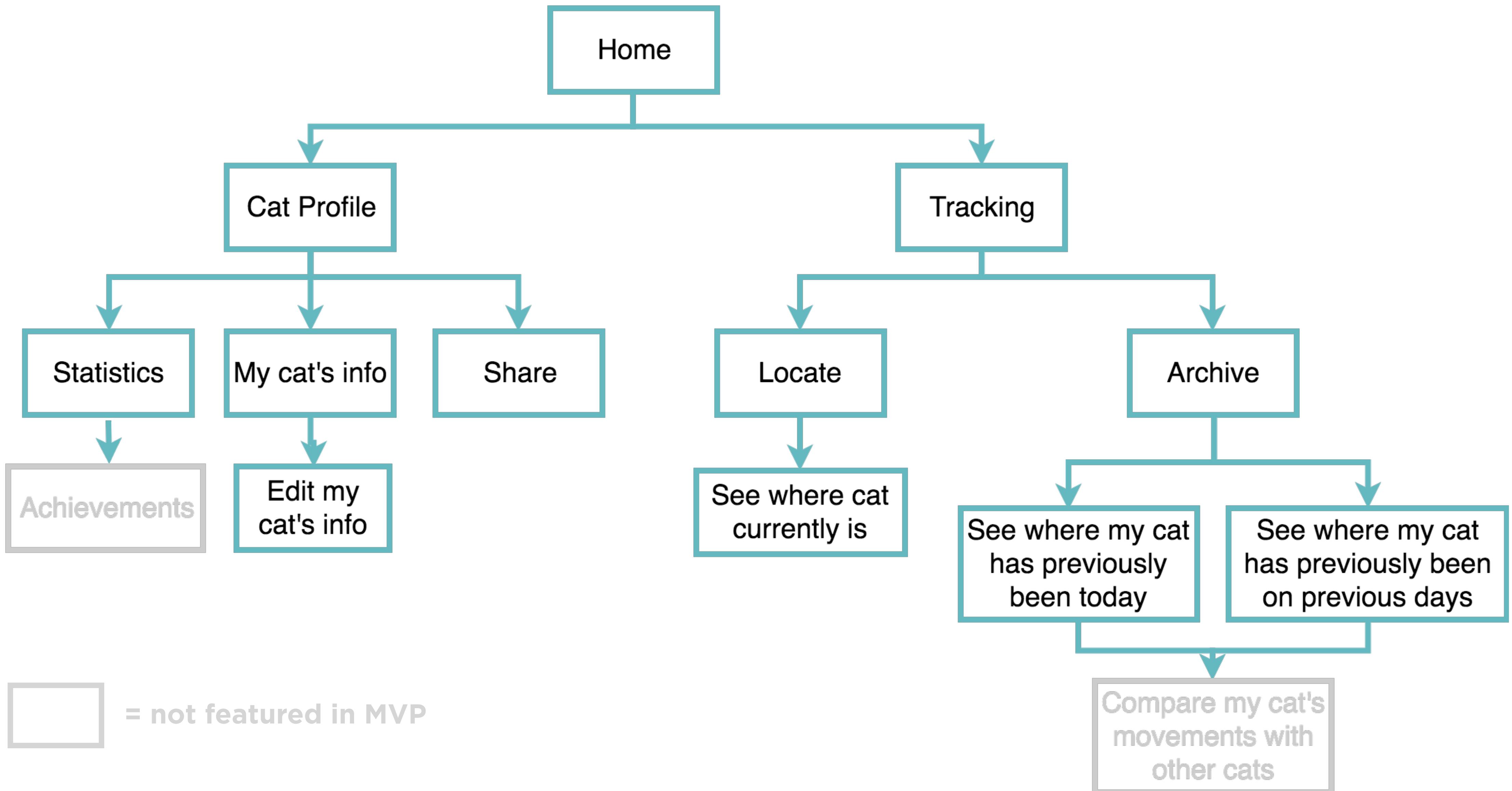
✓ Pets

Feature Prioritisation

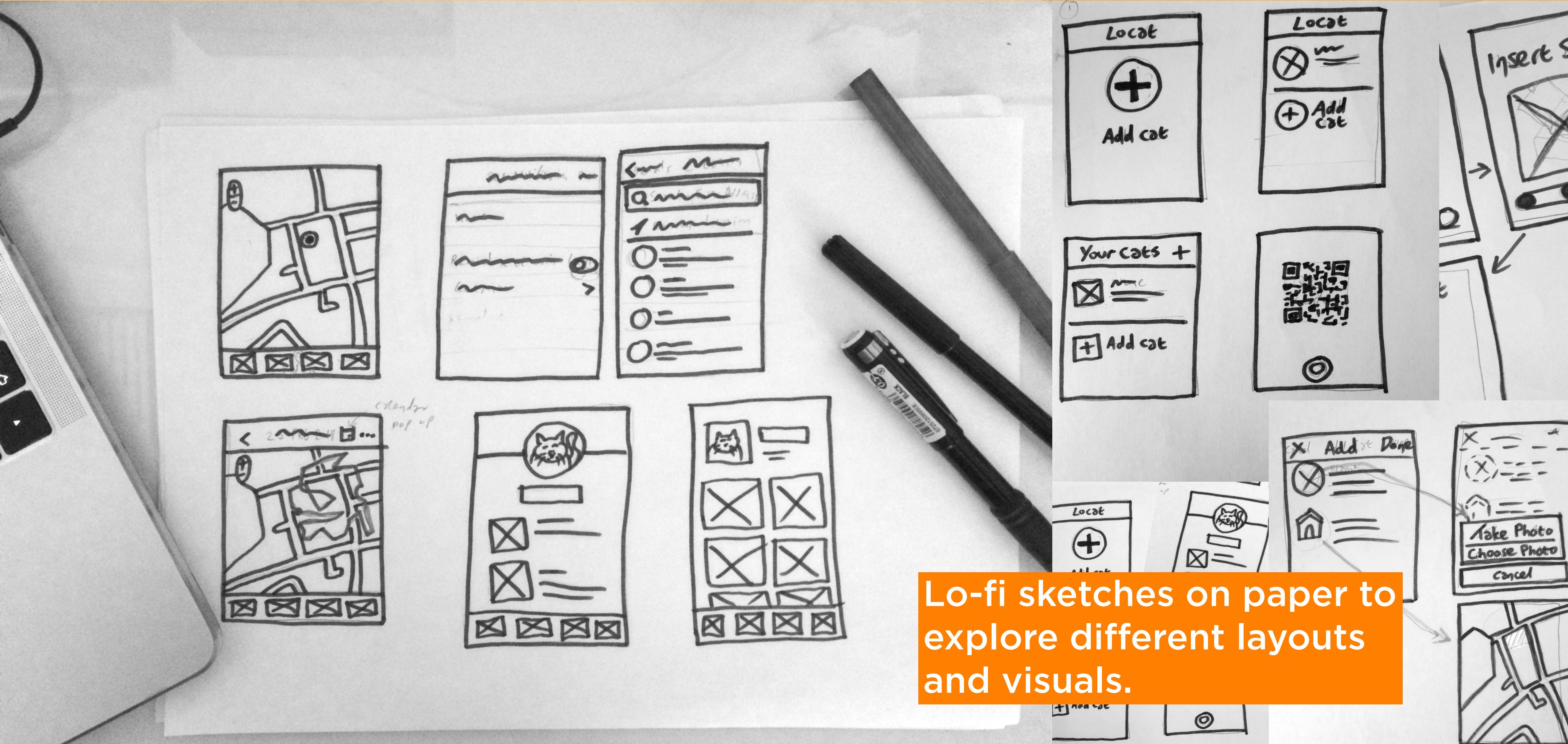




Sitemap

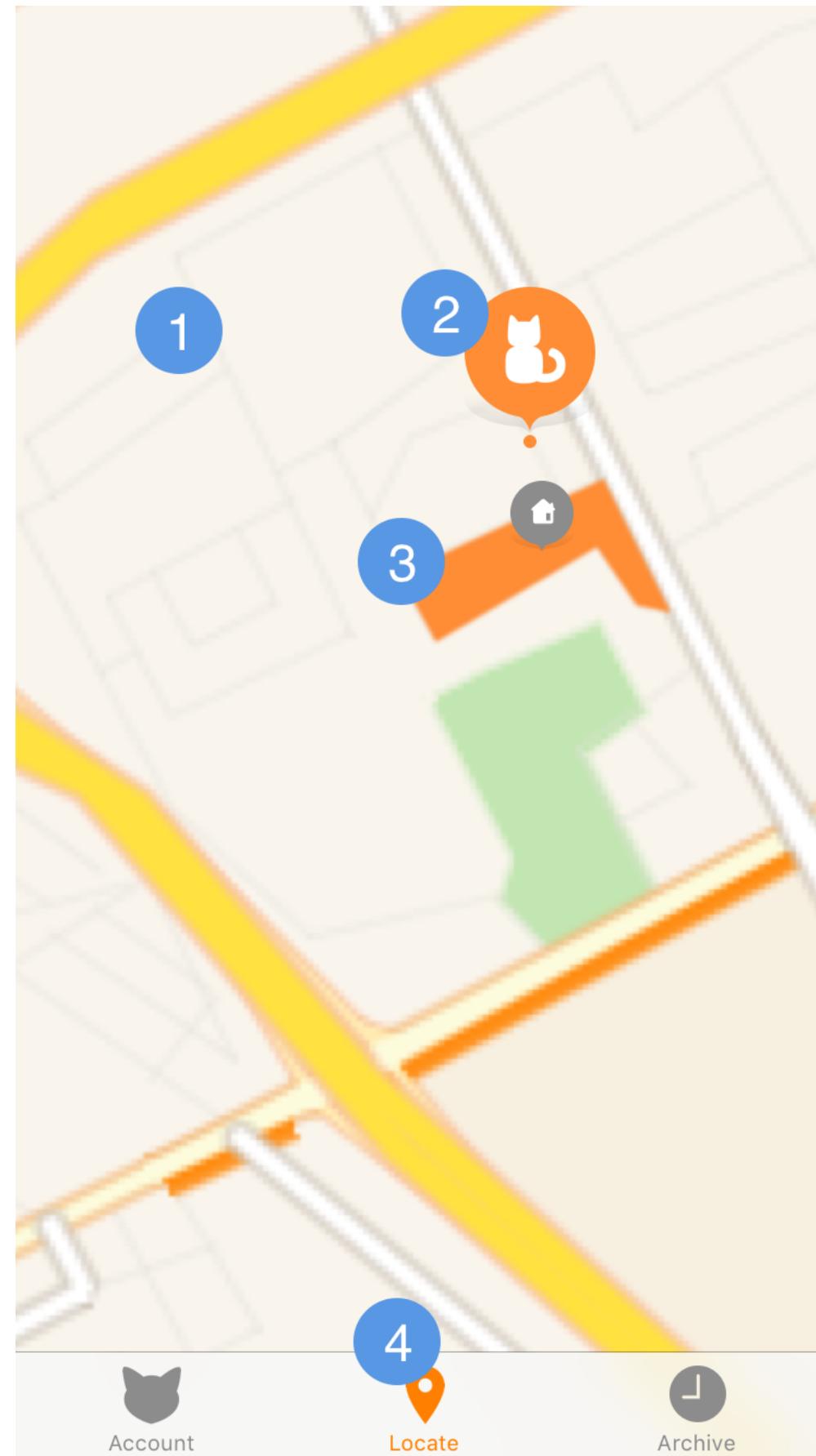


Initial Wireframe Sketches

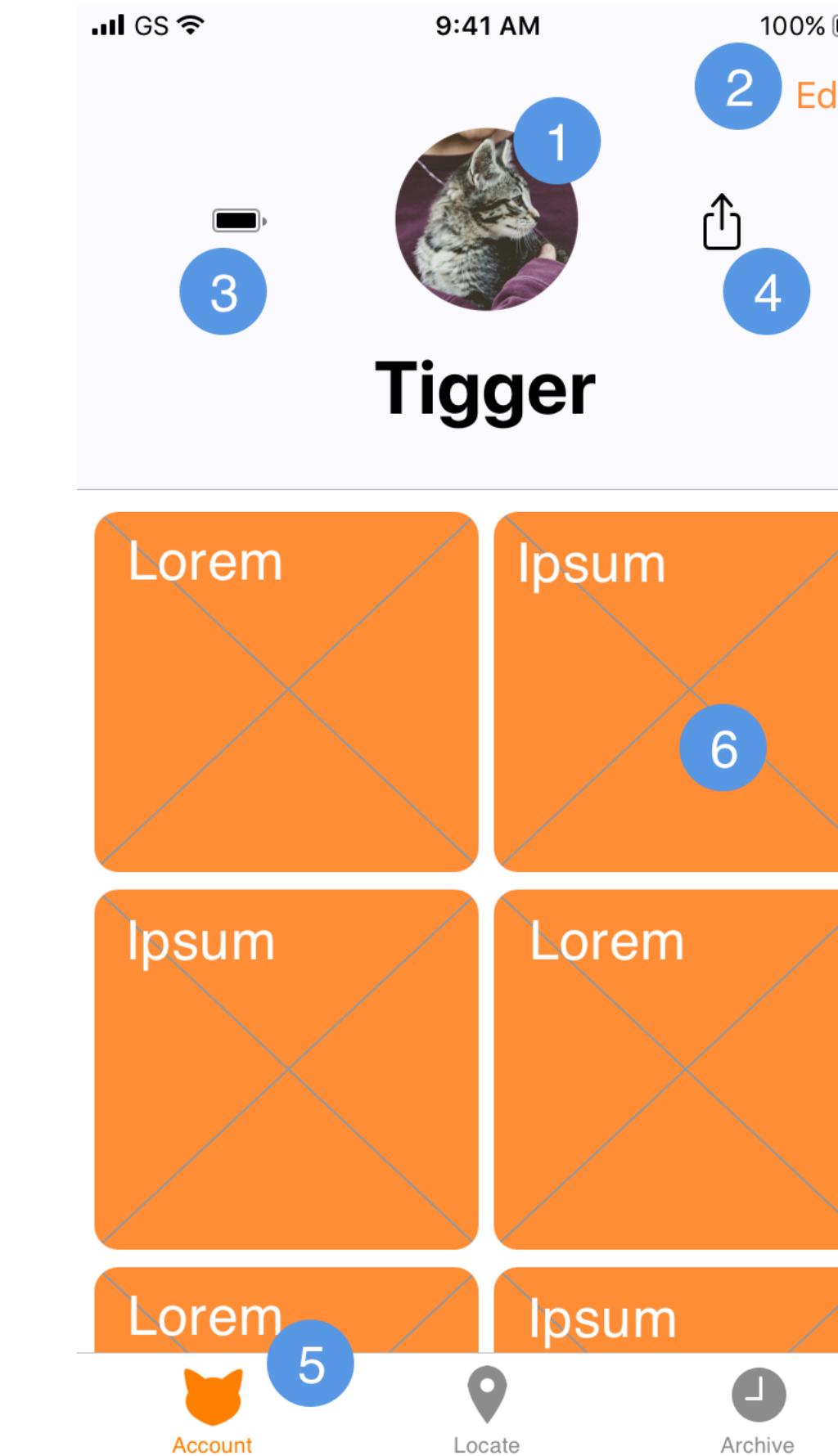


Lo-fi sketches on paper to explore different layouts and visuals.

Annotated Wireframes



- 1 Map: Uses Apple Maps API. Move across the map by dragging one finger. Zoom in and out by pinching.
- 2 Cat location marker: Shows where the tracked cat currently is, moves around the map in real-time. Large and bold due to it being the main focus of the page. Follows the design pattern of Apple Map pins.
- 3 Home marker: Shows on the map where the user lives. Set up during the app's onboarding process.
- 4 Locate: One of three icons on the tab bar.

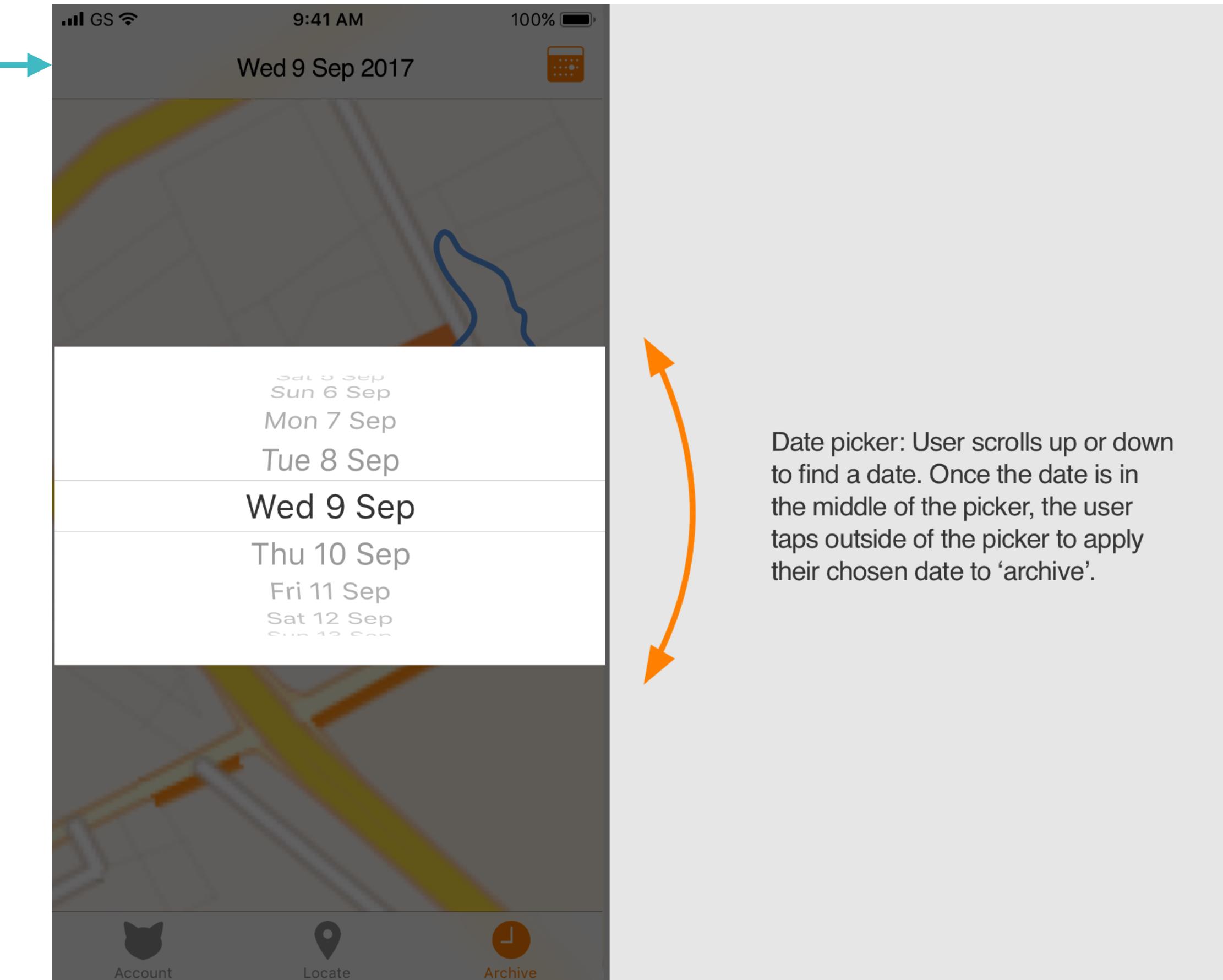
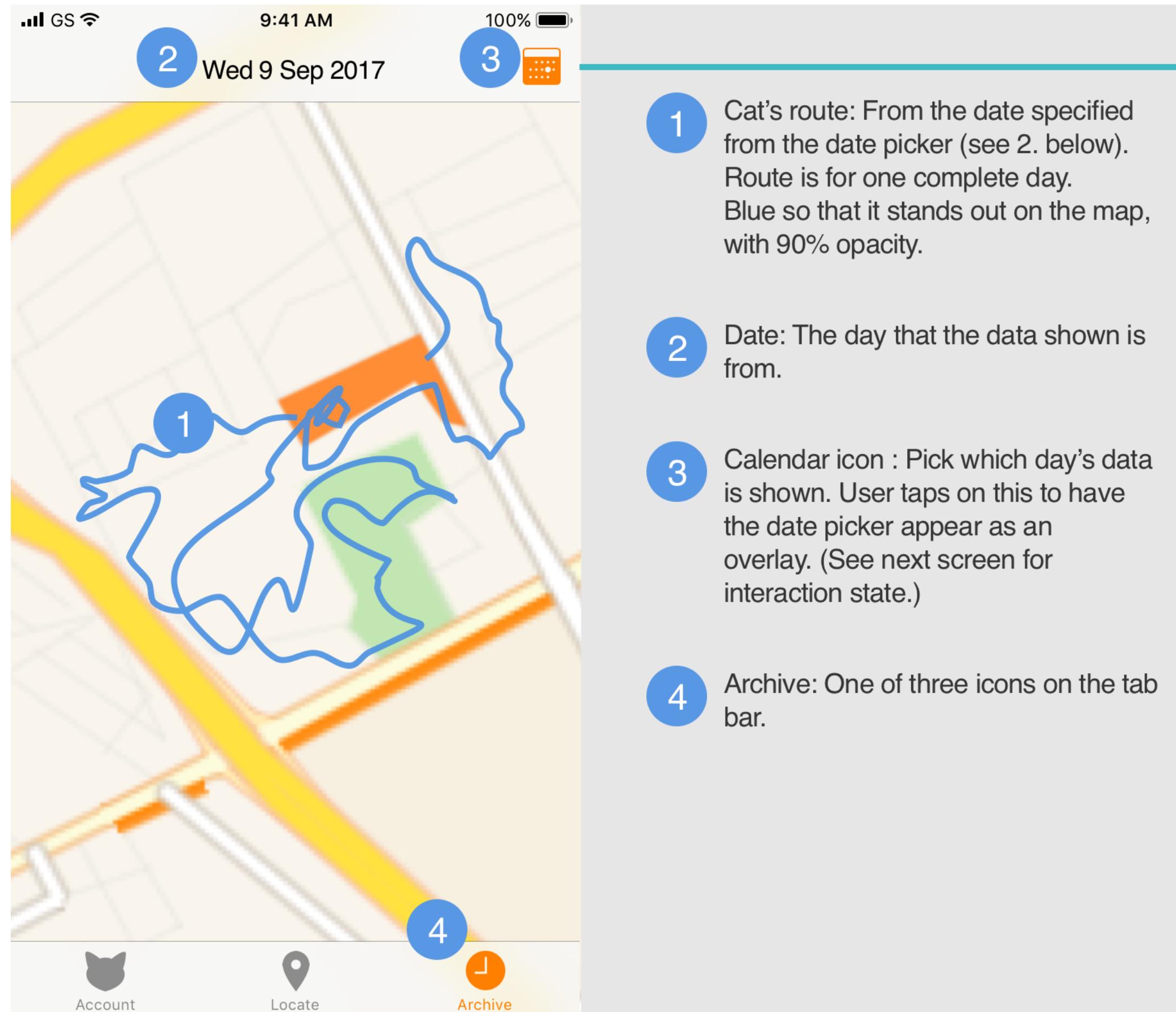


- 1 Cat's name.
- 2 Edit: Edit cat's profile.
- 3 Battery icon: Shows GPS battery level.
- 4 Share icon: Share your cat's profile with another user.
- 5 Account: One of three icons on the tab bar.
- 6 Cards / grid: These will show stats

'Locate' Screen

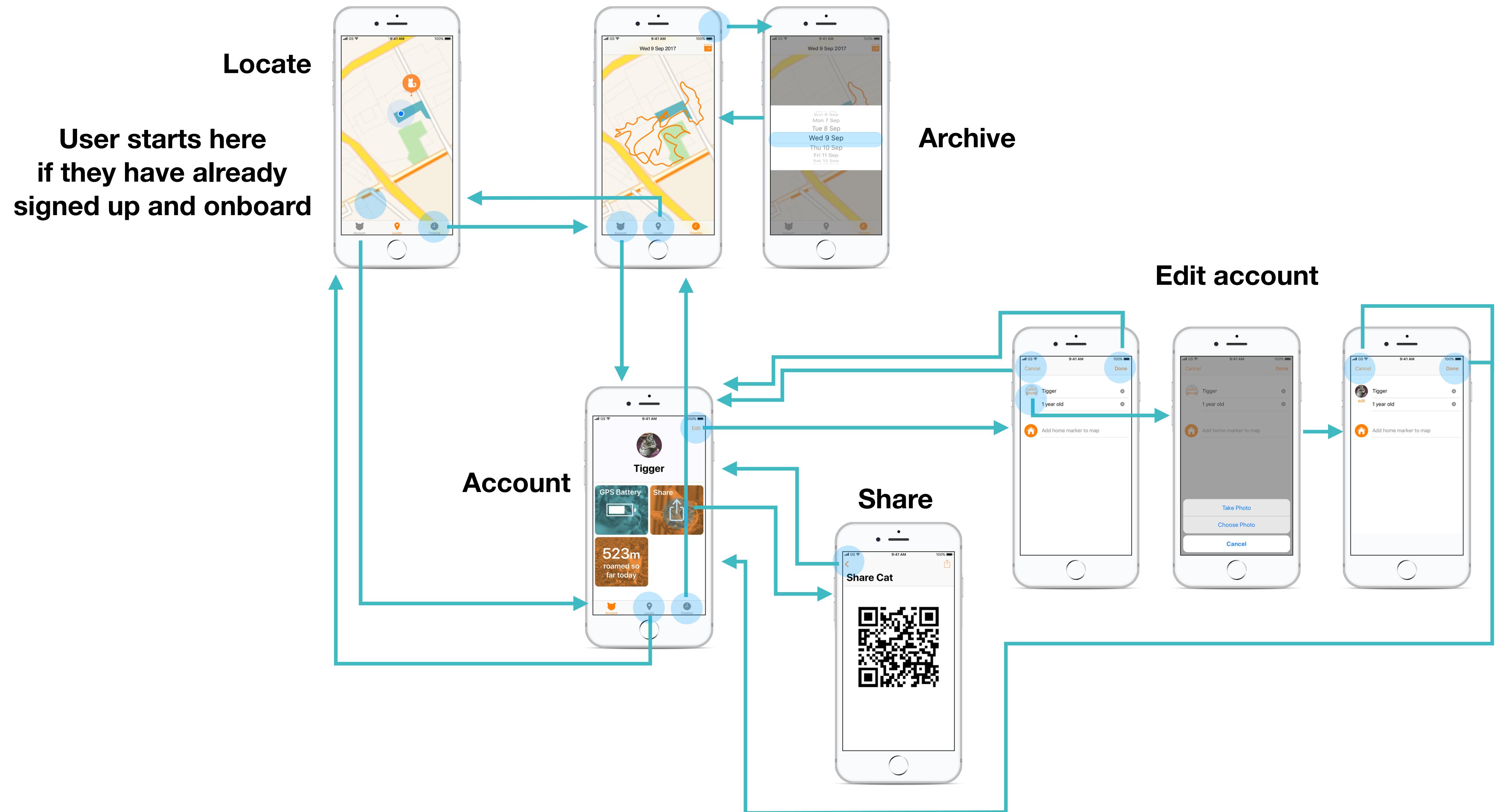
'Account' Screen

Annotated Wireframes



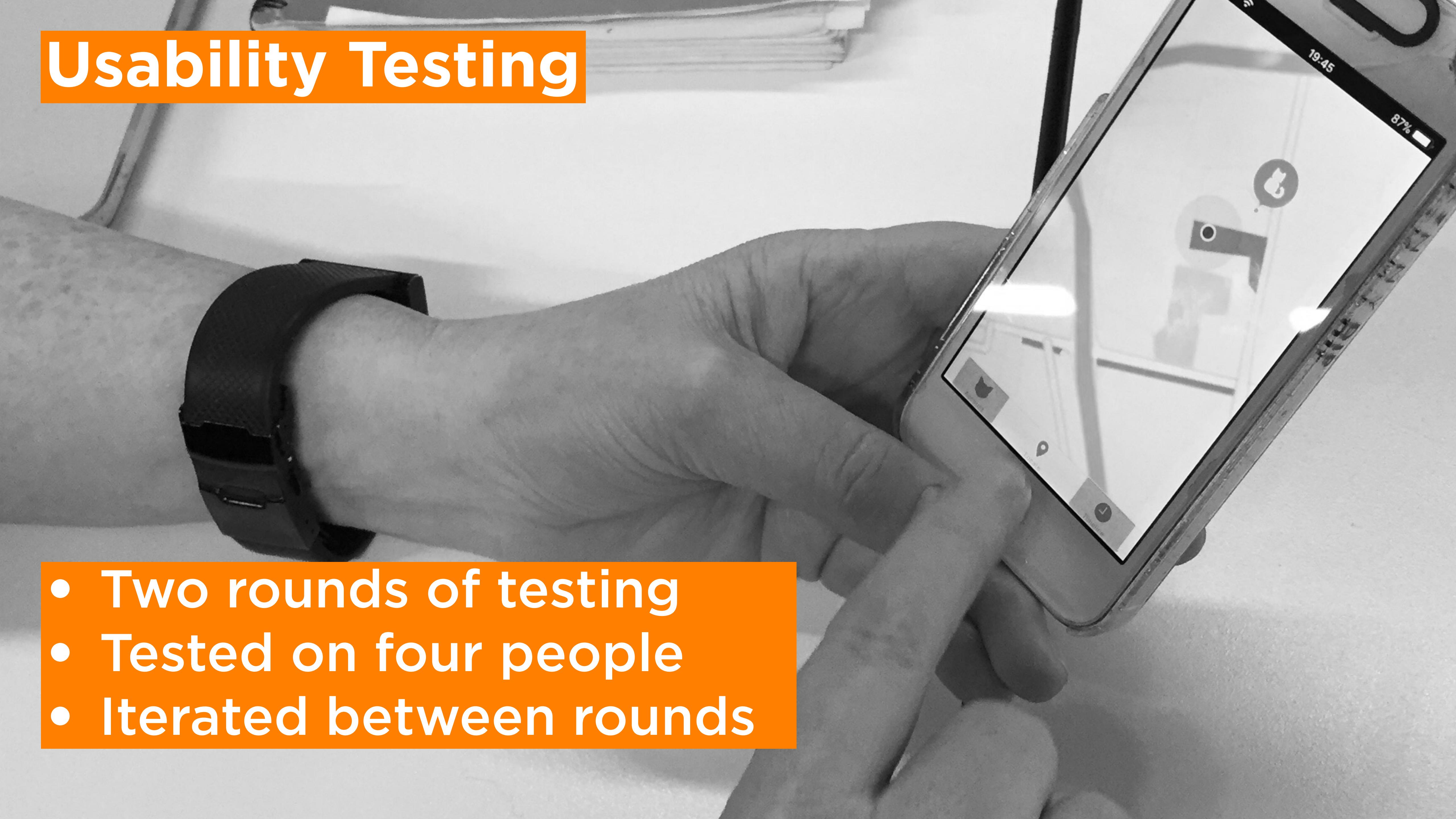
'Archive' Screen

Screen Flows

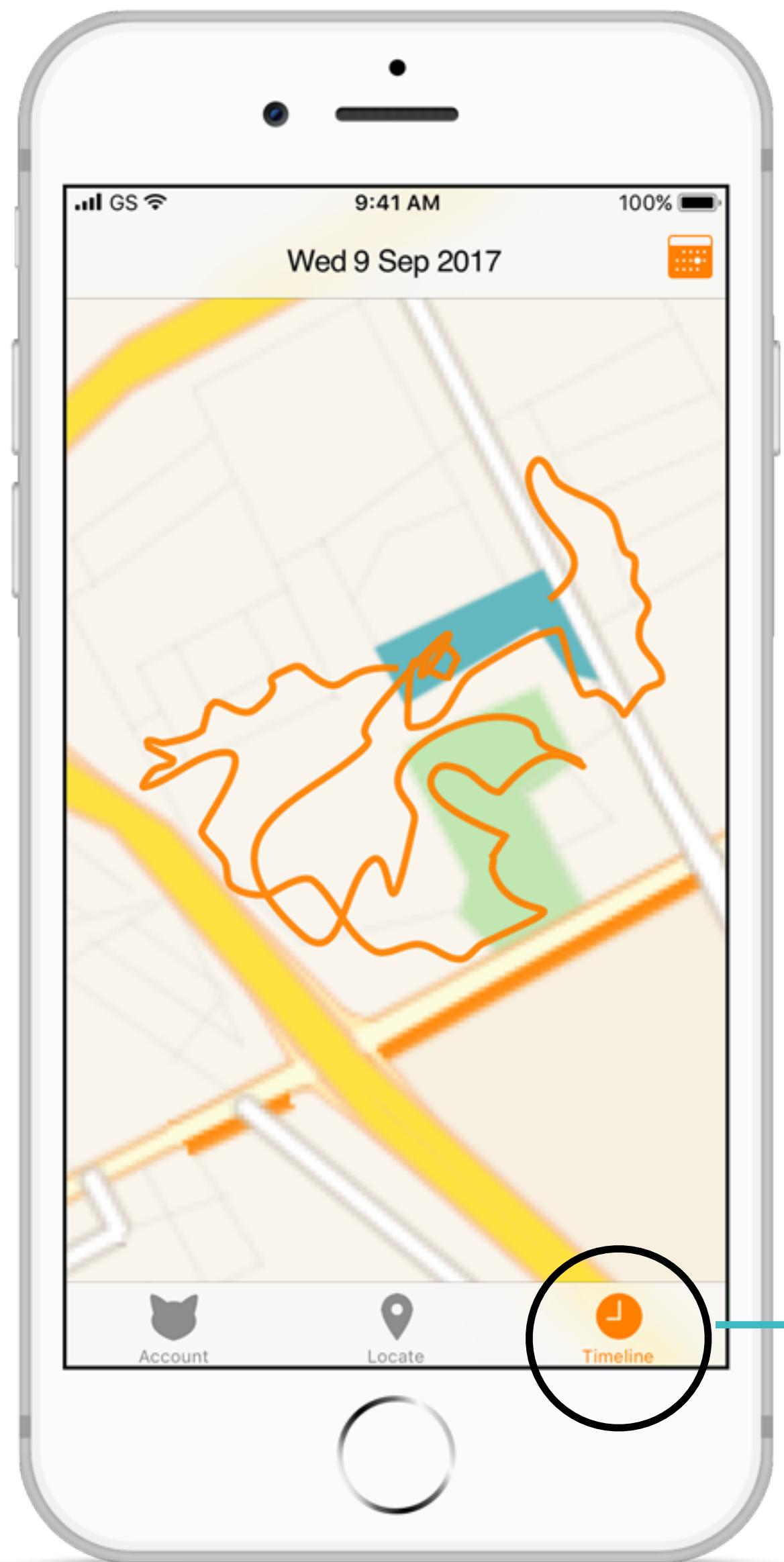


Usability Testing

- Two rounds of testing
- Tested on four people
- Iterated between rounds



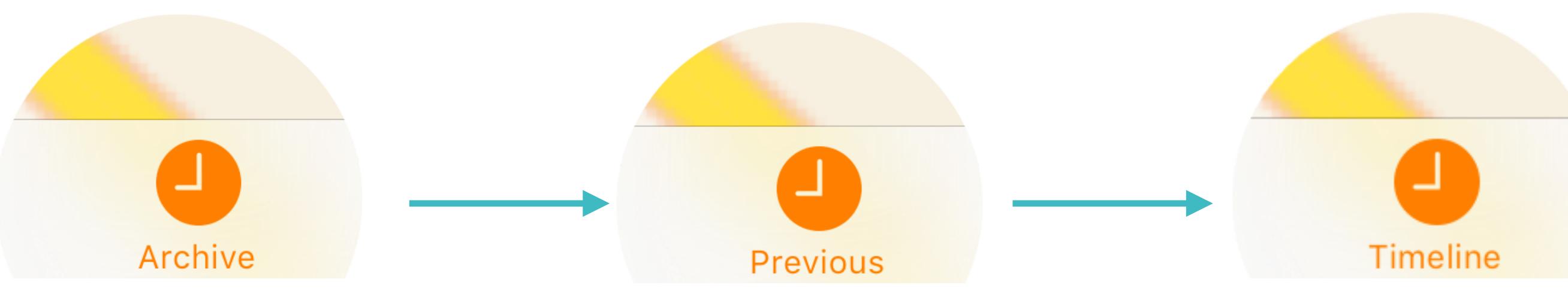
Usability Testing



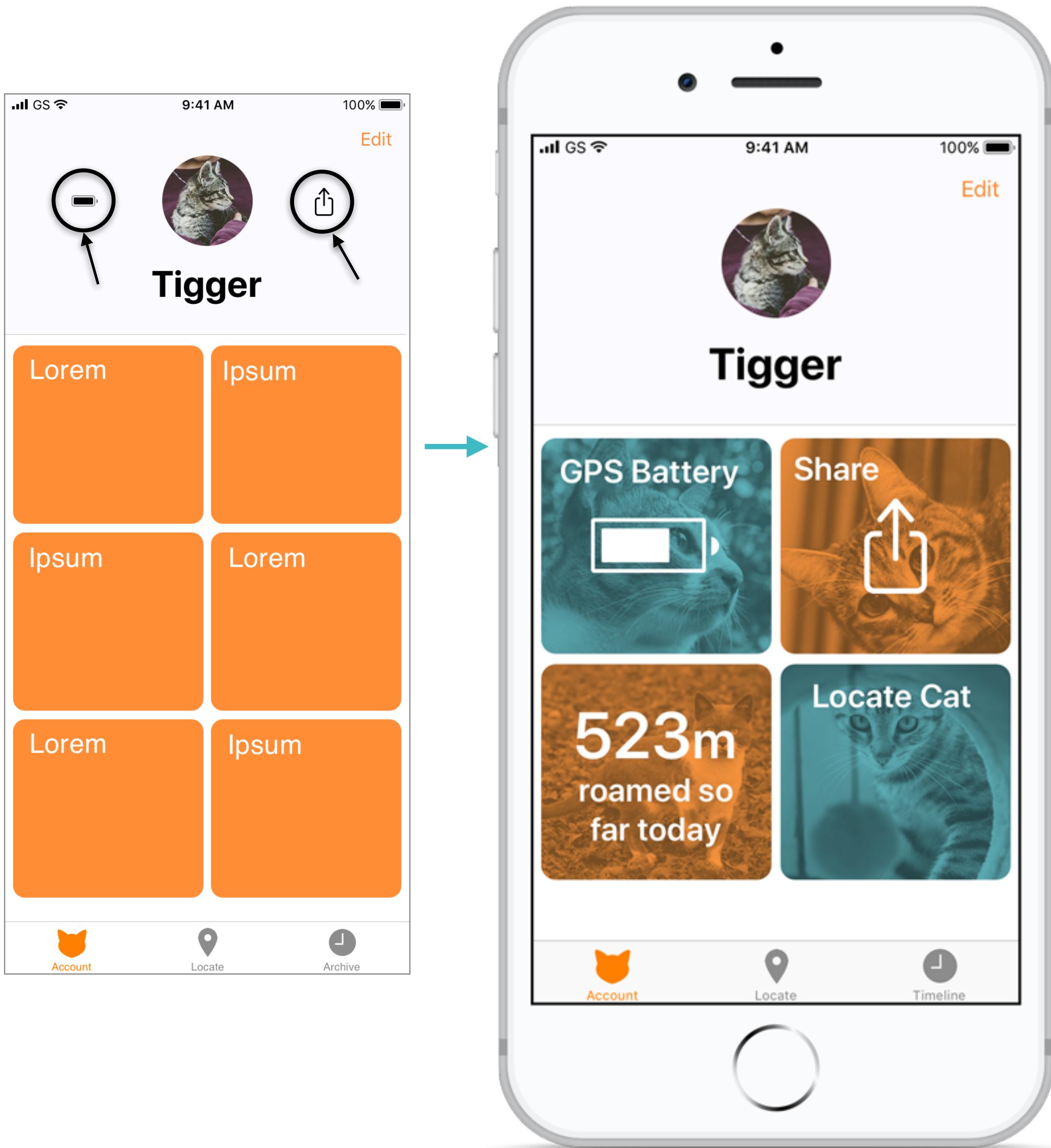
Labelling of 'archive' section

Users found the naming of this section confusing.

I iterated through some alternatives ('Previous', 'Timeline') and settled on 'Timeline'.



Usability Testing

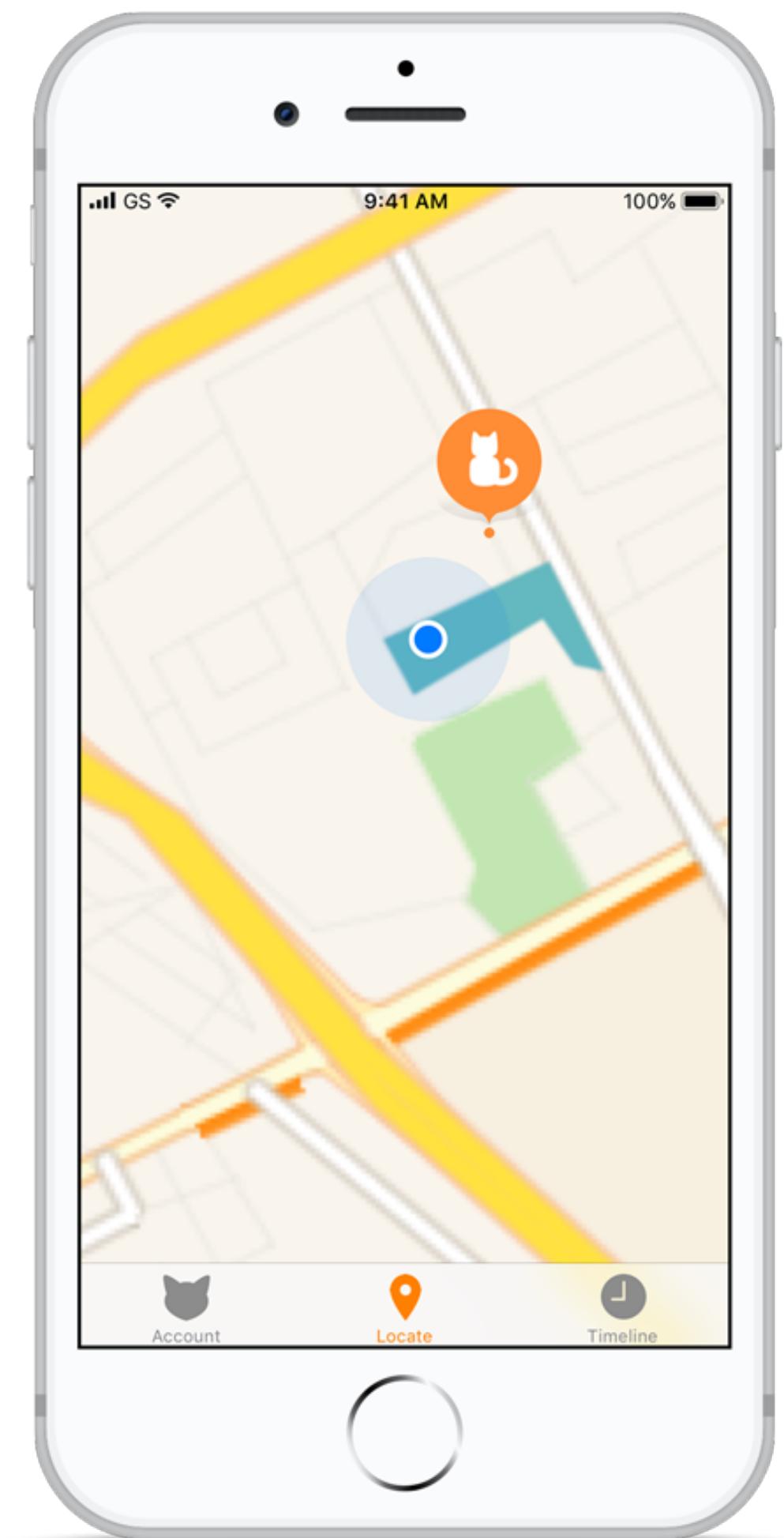


Placement of GPS battery indicator and share profile links

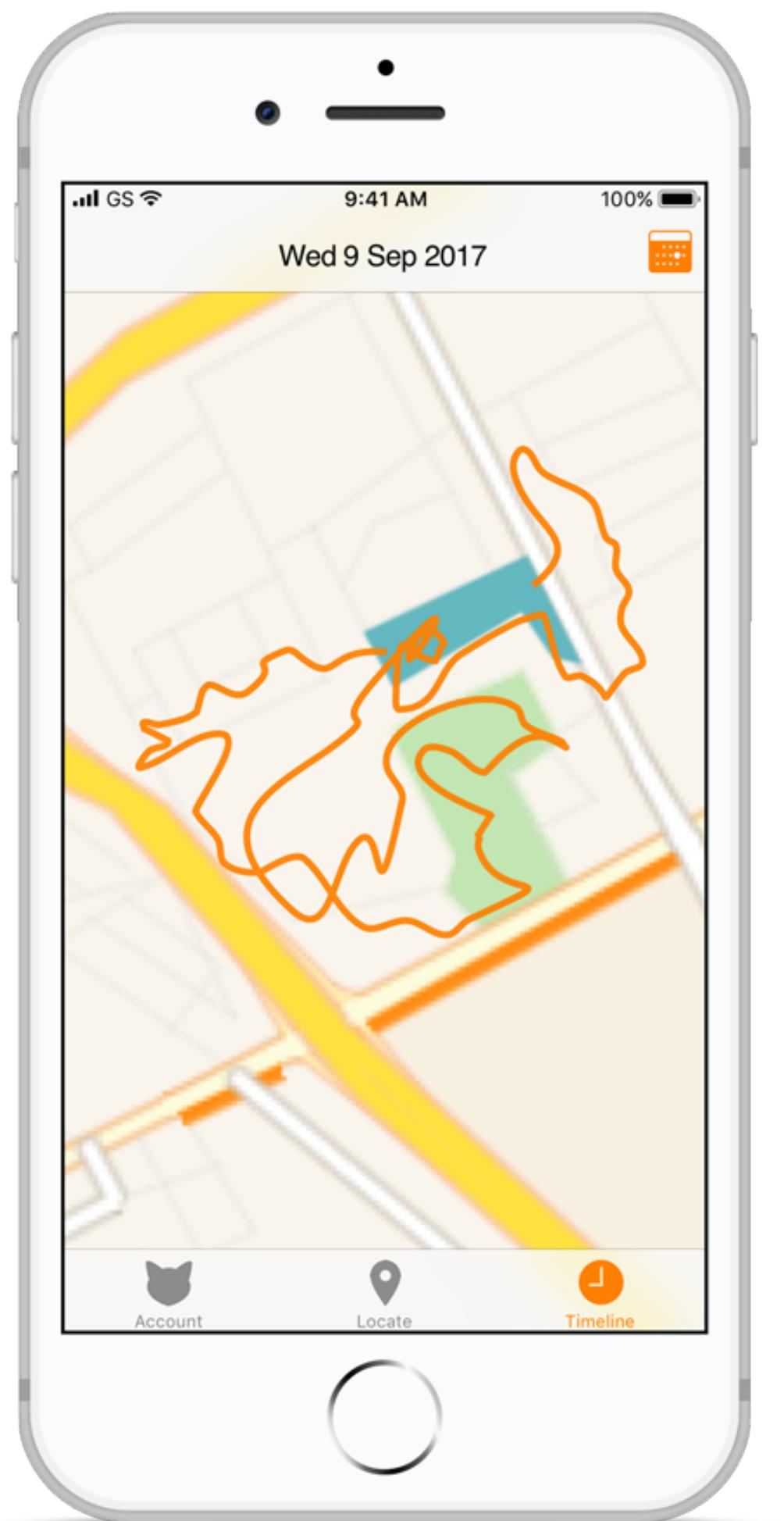
Users found the placement next to the cat's profile image a bit confusing. The iOS share icon also wasn't that clear without a label.

I moved these down into the grid / card section of the profile and added labels.

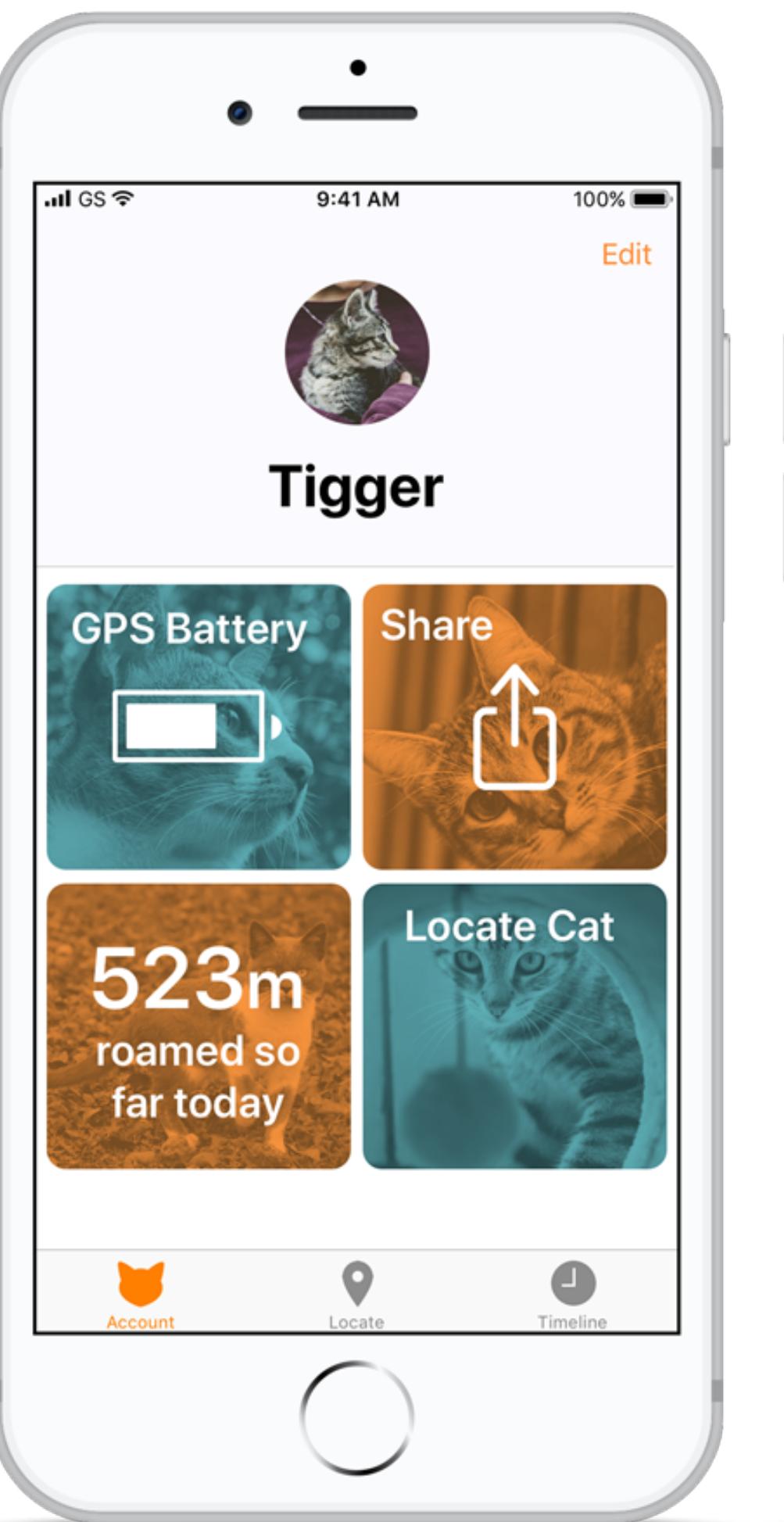
Hi-Fidelity Mockups



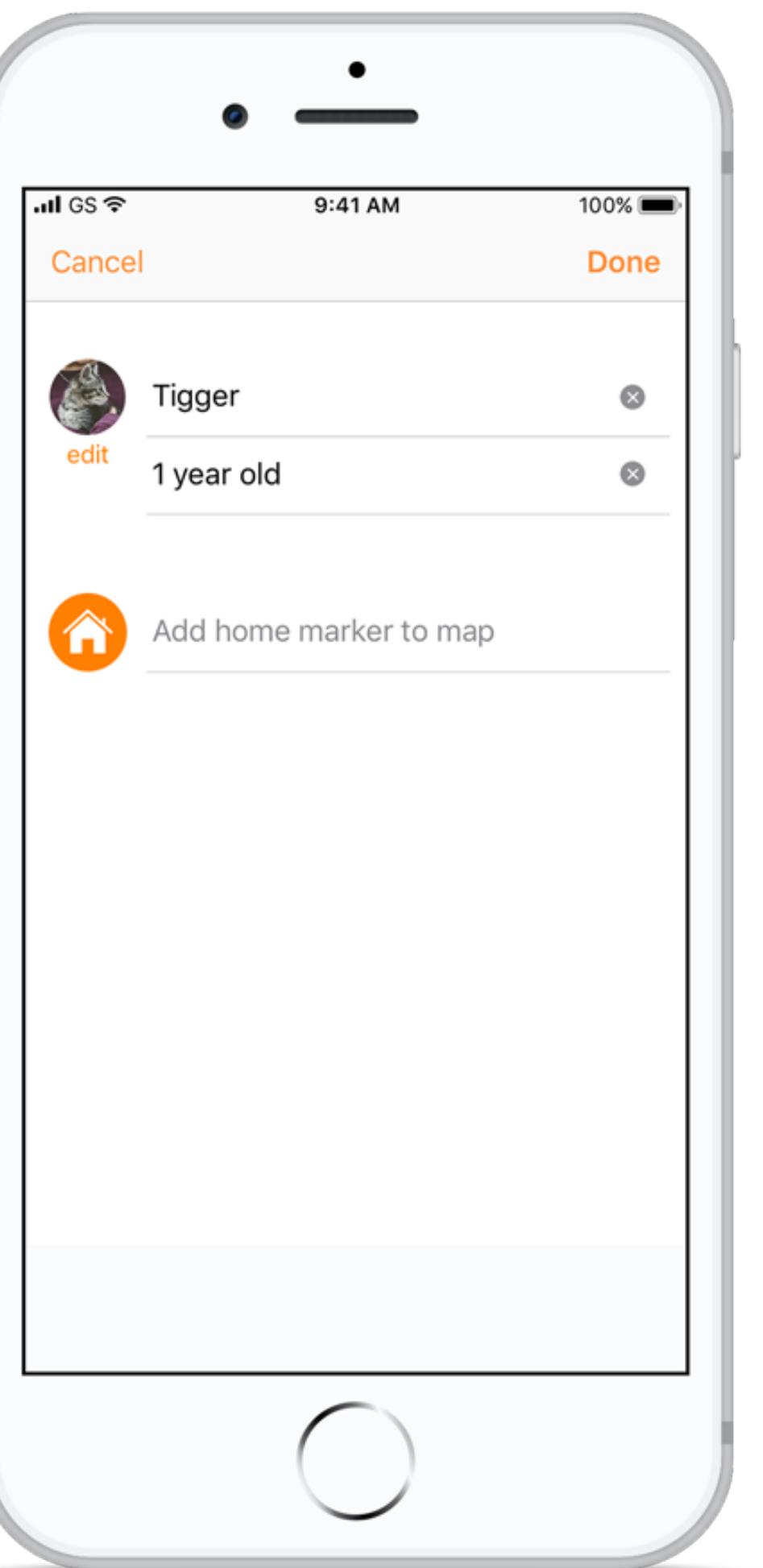
Locate



Timeline



Account

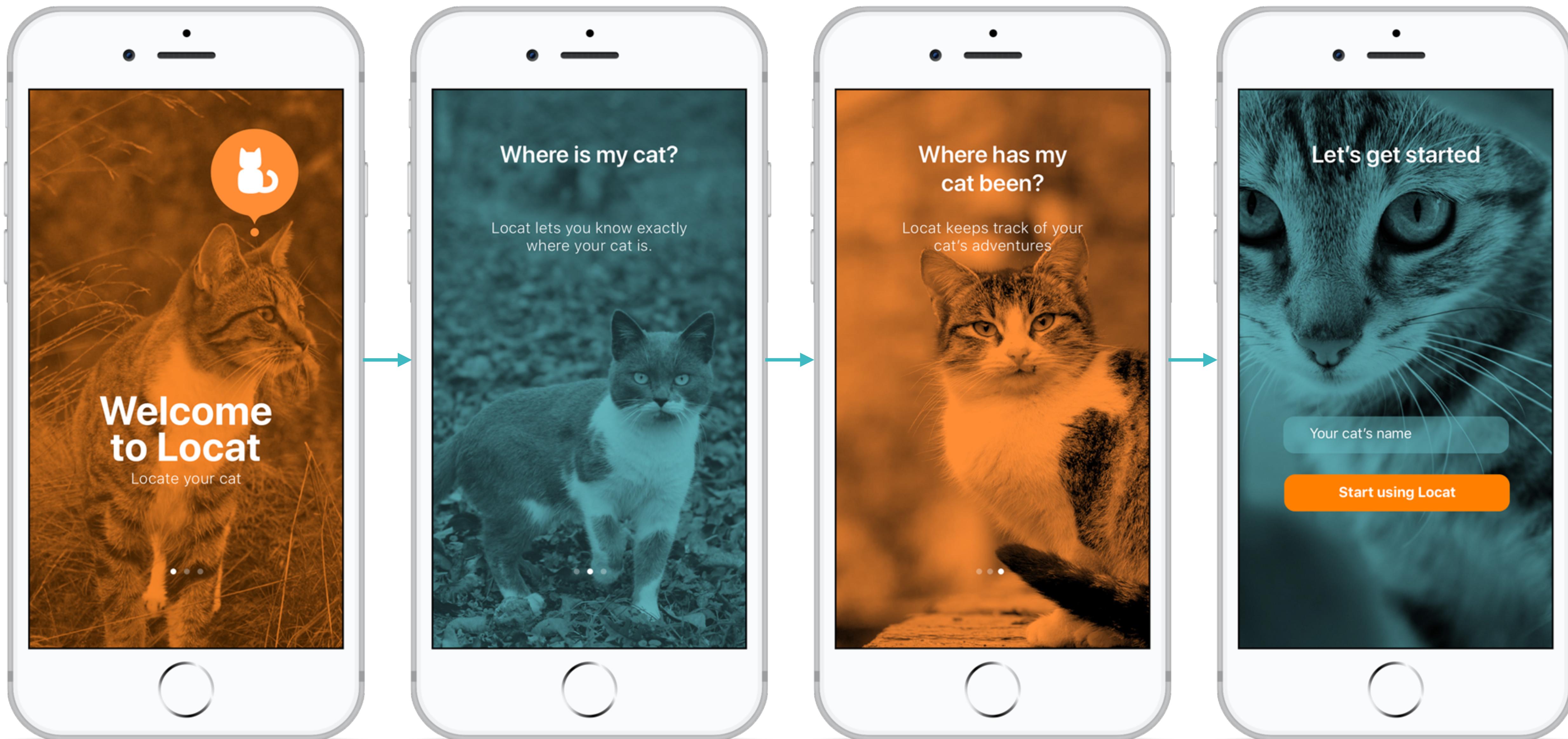


Edit Account



Share

Onboarding Mockups



What motivates people to complete these user goals, and come back repeatedly?

Cat owners love their cat. They will always be interested in where their cat is.

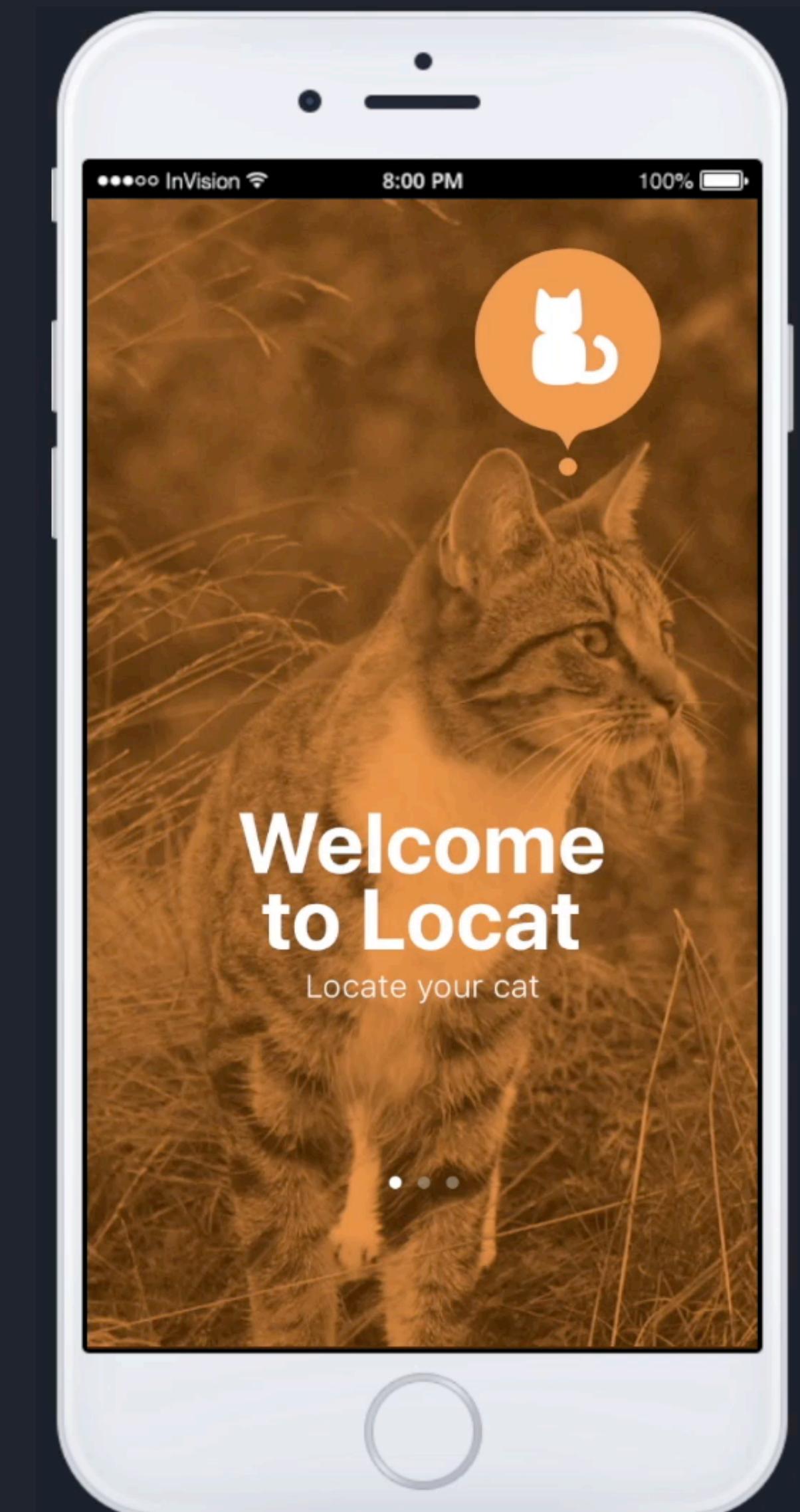
There is always the risk that their cat could go missing.

New data every day.



Locat in Action

<https://youtu.be/c6dXDTEHYvO>



What Next?

- Make more statistics available and achievements.
- Ways of comparing statistics from different days.
- Some interaction if your cat comes across another cat using Locat. Maybe a public profile of your cat that another cat owner could see.
- A small camera added to the GPS chip that periodically takes a photo.

A close-up photograph of a fluffy, light-colored cat, possibly a tabby or calico, sleeping peacefully. The cat is curled up on a soft, textured surface with red, blue, and white patterns. Its eyes are closed, and it appears very relaxed.

Thanks for watching

<https://invis.io/H9G8NC7JRFA>