



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



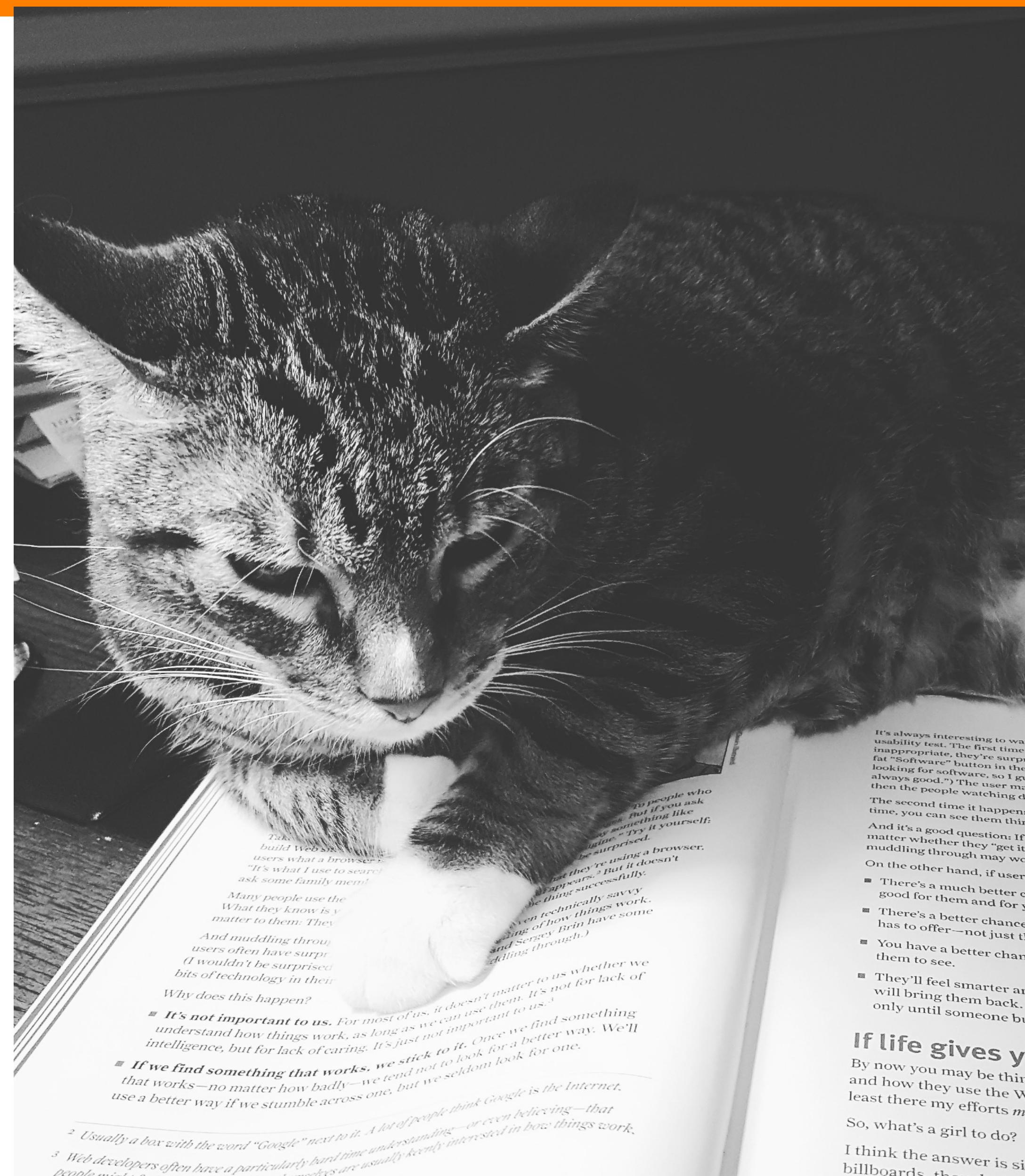
Research methods

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

User Research

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?



It's always interesting to watch usability tests. The first time I inappropriate, they're surprised by the fat "Software" button in the looking for software, so I guess it's always good.) The user may then the people watching do.

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

And it's a good question. If

matter whether they "get it"

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 lemons

By now you may be thinking and how they use the Web. At least there my efforts may not be in vain.

So, what's a girl to do?

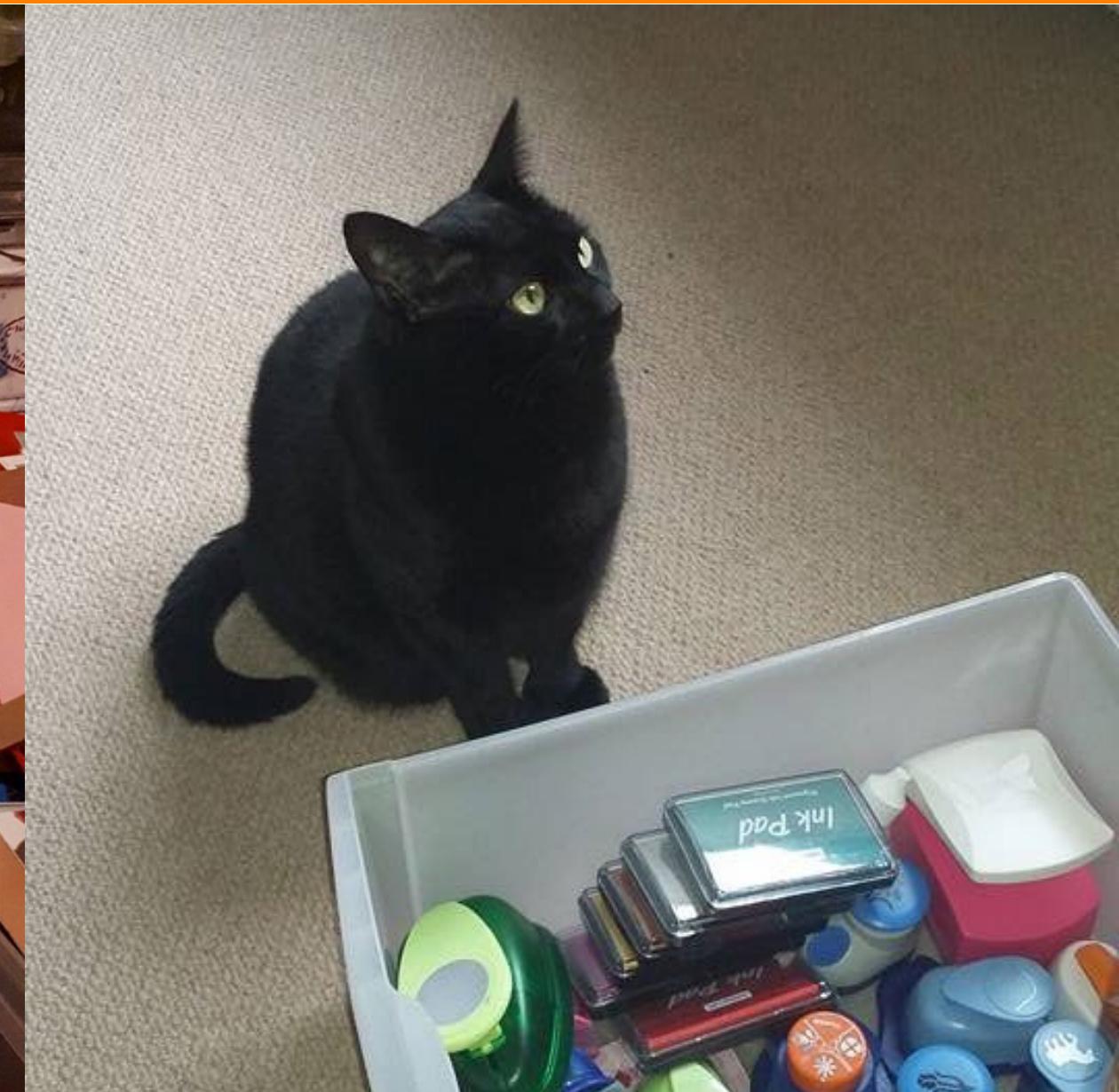
I think the answer is to go to billboards, there. I mean, I

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 care about how things work. That's why they're usually keenly interested in how things work.

Insights

- Cat owners often don't know where their cat is, which can be worrying for them.
- All the cat owners questioned said they'd be interested in knowing where their cat goes during the day.
- When they're on holiday, cat owners prefer to have someone catsit, rather than take the cat to a cattery or someone's house.



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.

The Answer

Locat - the app
that tracks your
cat

Using a GPS chip that's attached to the cat's collar

User Persona



Katie

Age: 28

Job: Recruiter

Location: Shared house
in London

Status: Single

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

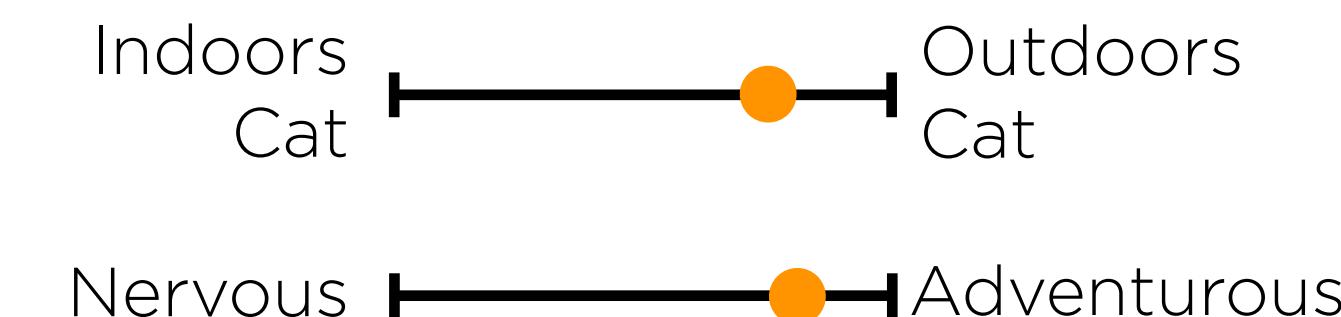
- To keep Tigger safe without restricting his freedom to go outdoors alone.
- To be able to check up on Tigger while she is away from her house.

Behaviours

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

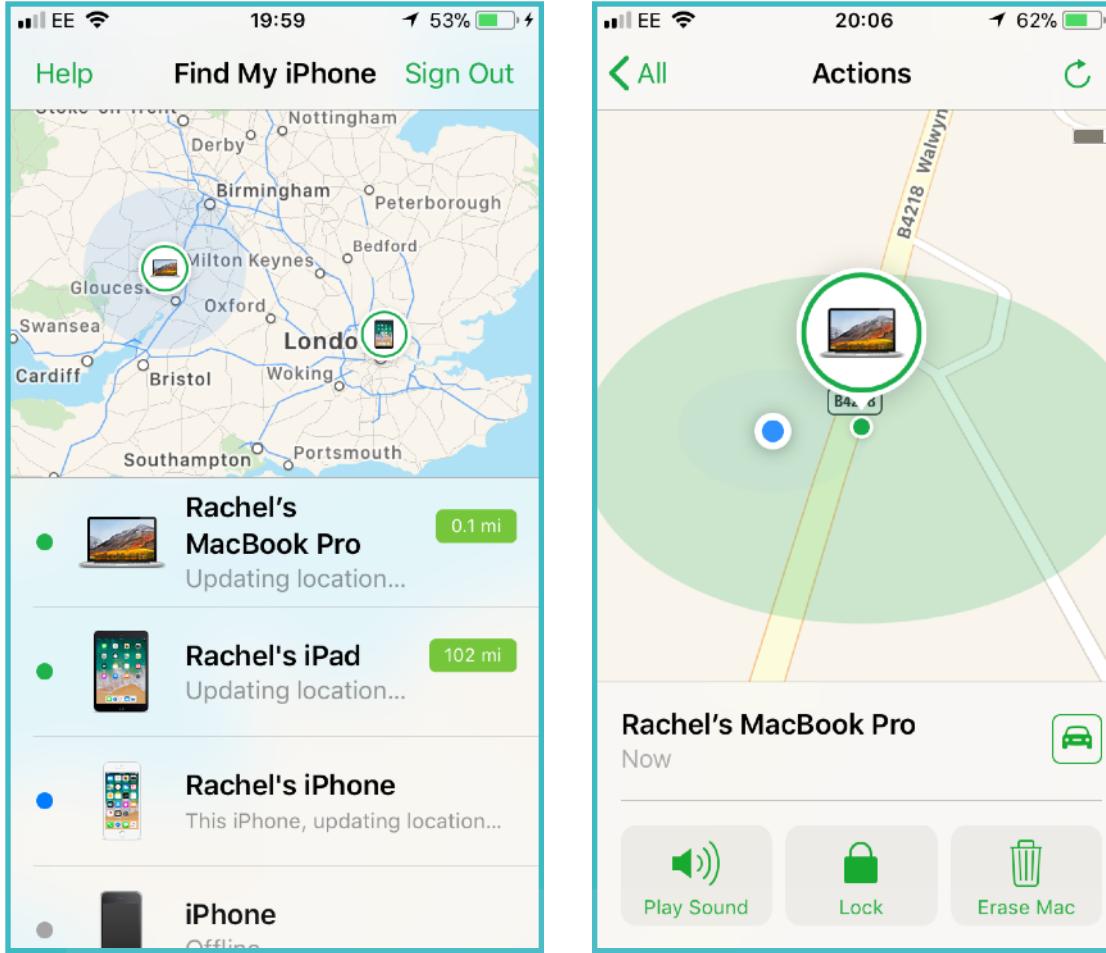
Frustrations / Pain Points

- 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 Tigger.



Competitive Analysis

Find My iPhone

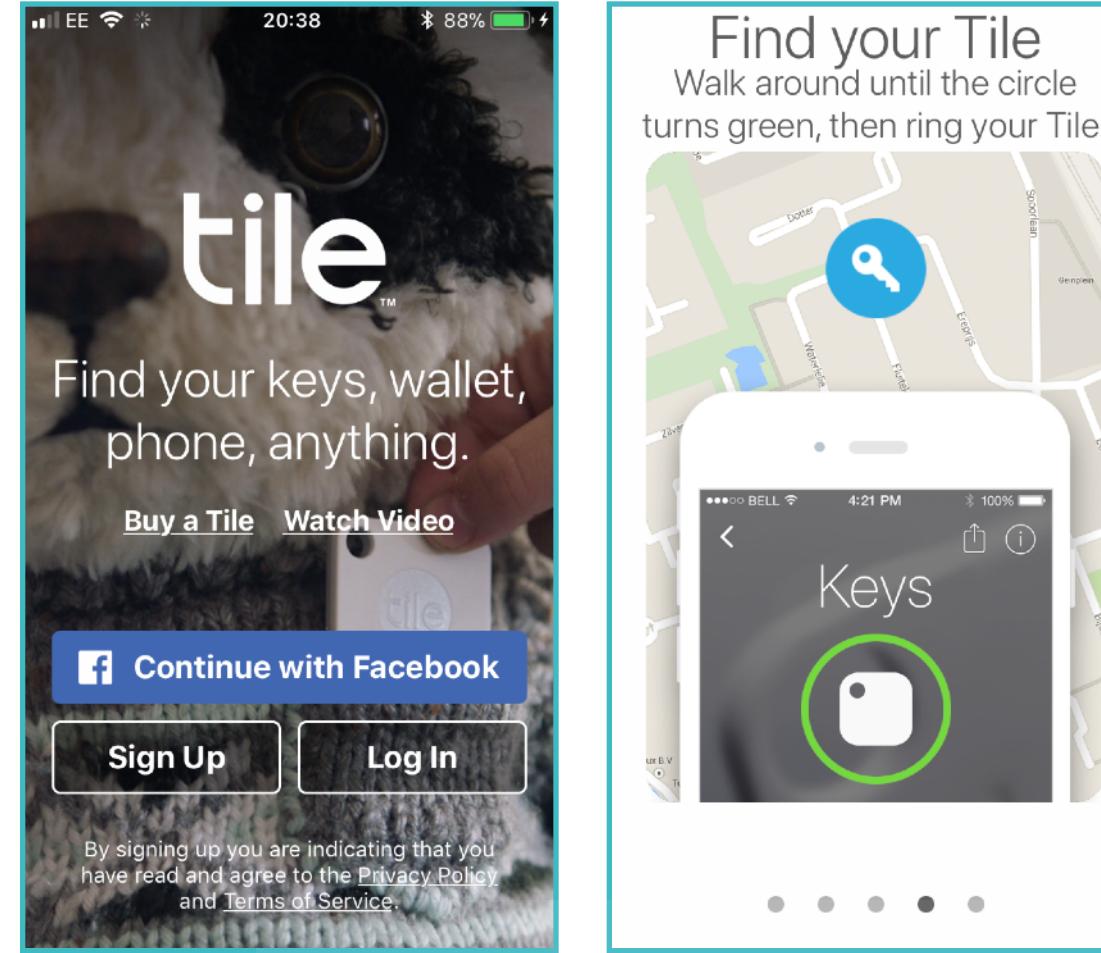


- GPS is accurate, also don't need to be near a device for it to be found.
- Seamlessly integrates with Apple Maps.
- Intuitive to use, didn't need to look at any instructions apart from finding out what 'lost mode' is.
- If you have multiple of the same device, it isn't always obvious which device is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

✓ GPS

✗ Pets

Tile

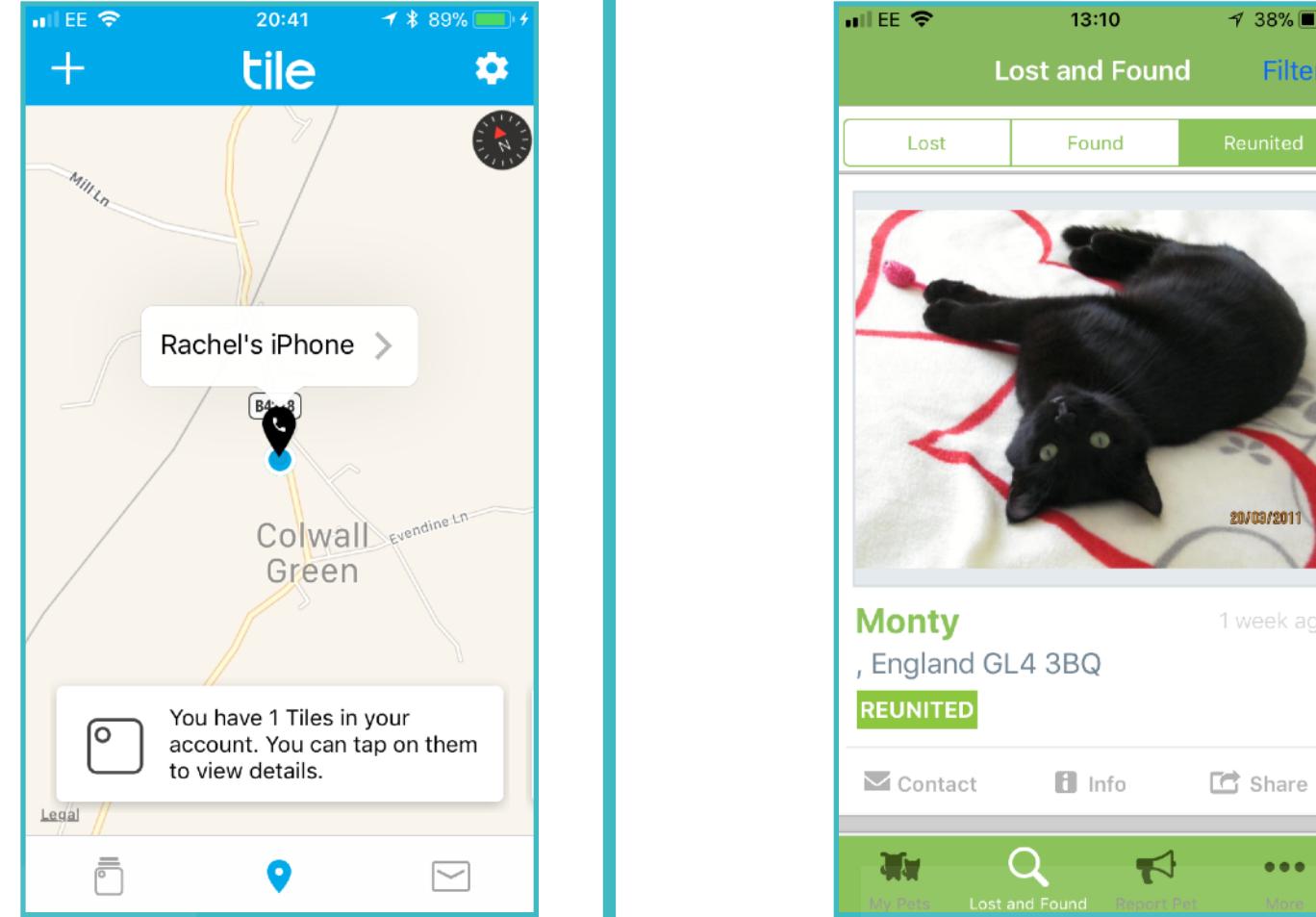


- There is a success story where a family find their lost dog using Tile.
- The branding is quite strong. The website and app look modern.
- Uses Bluetooth - has a limited range. Reliant on other people having Tiles near your lost belonging for it to be found.
- Some users were frustrated by the Bluetooth - 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

Visual real-time feedback of your cat's location

Visual display of where your cat has been previously that day

Keep a record of where your cat has roamed on previous days

High impact

Low impact

Ability to let others track your cat

Hardware can also take photos, which are added to the cat's timeline

Expected

Unexpected

Track stats like distance cat has travelled in one day

Set notifications depending on pet cat's whereabouts

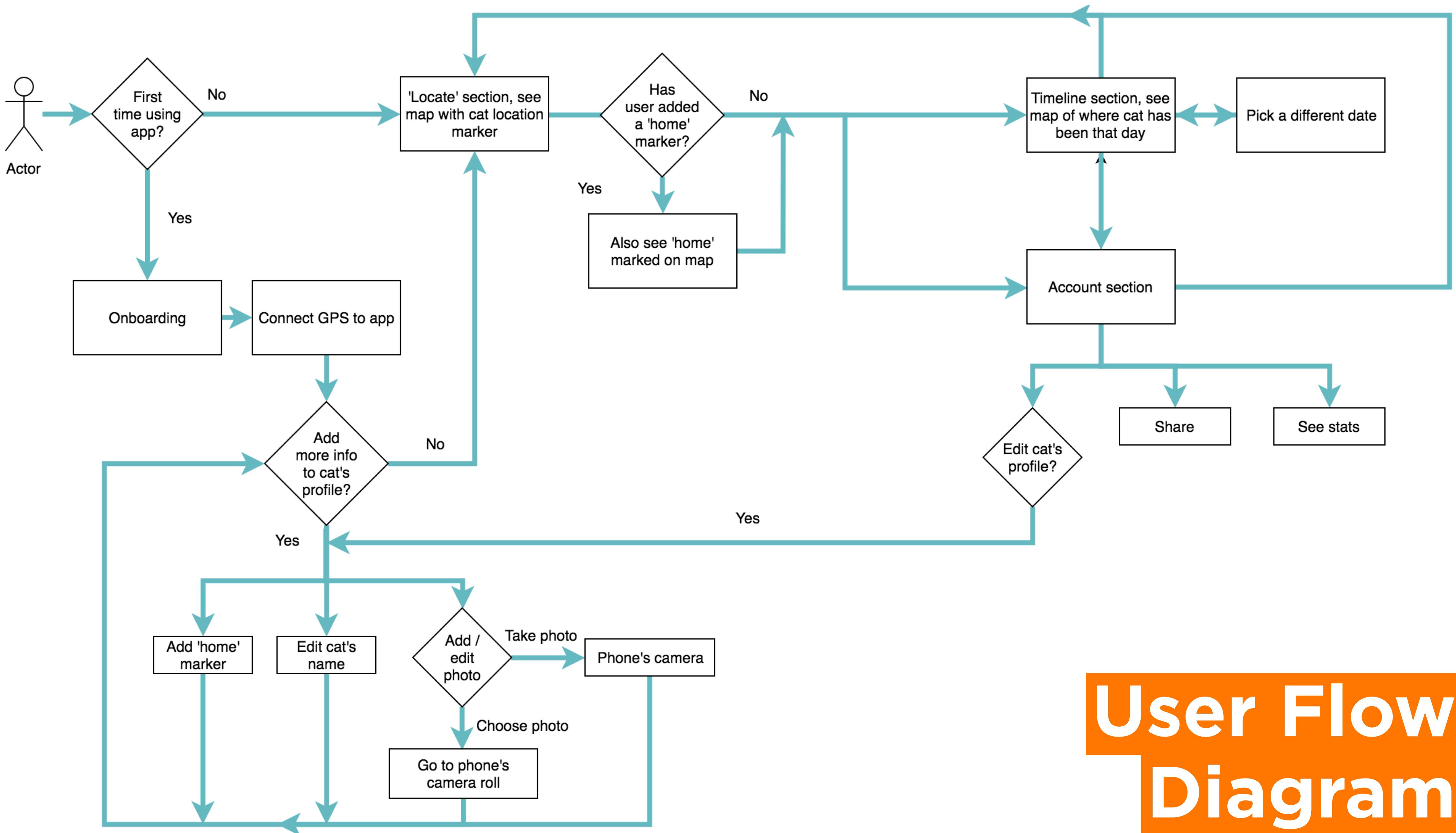
User receives notifications when certain criteria are met



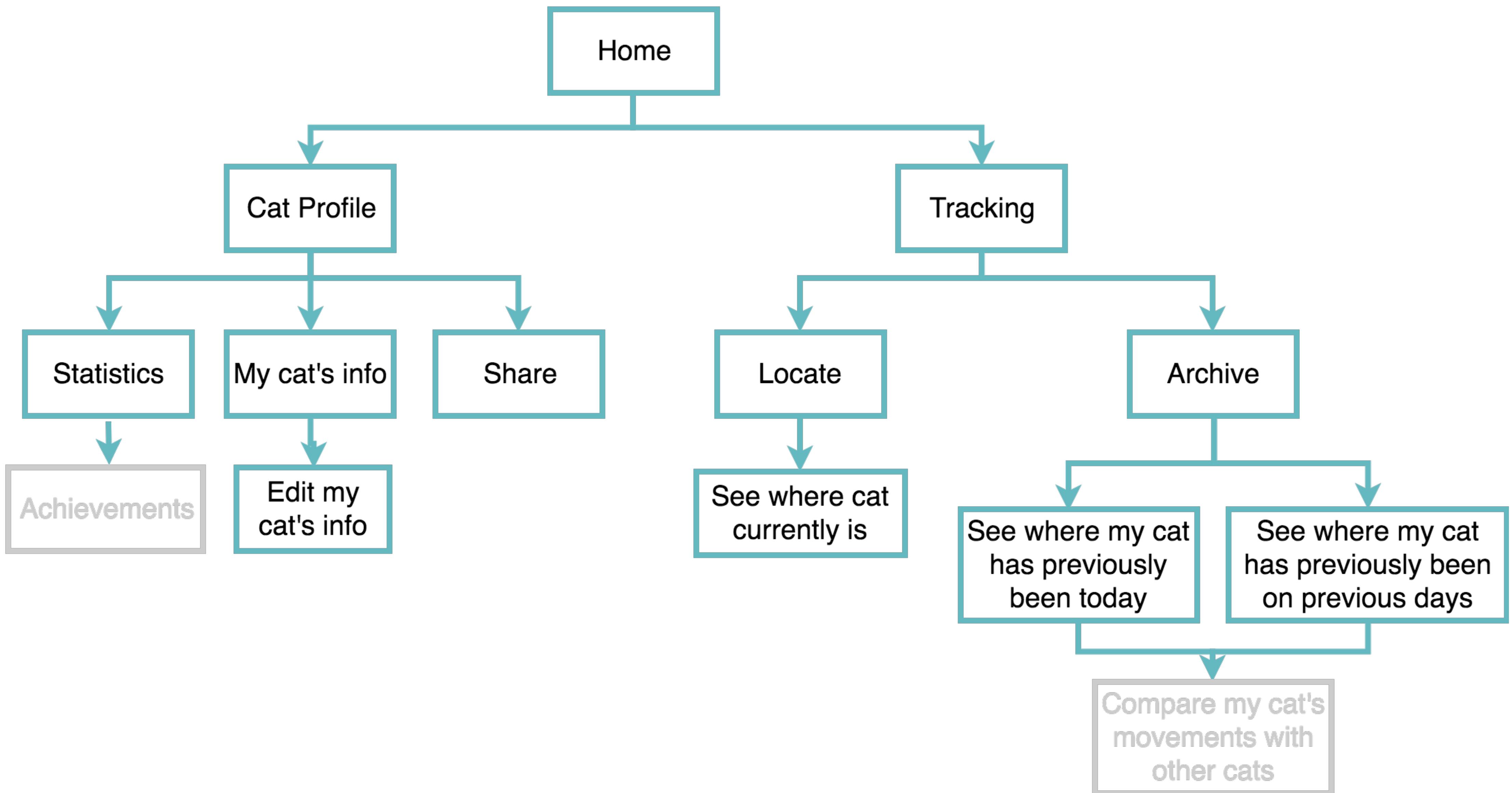
In MVP



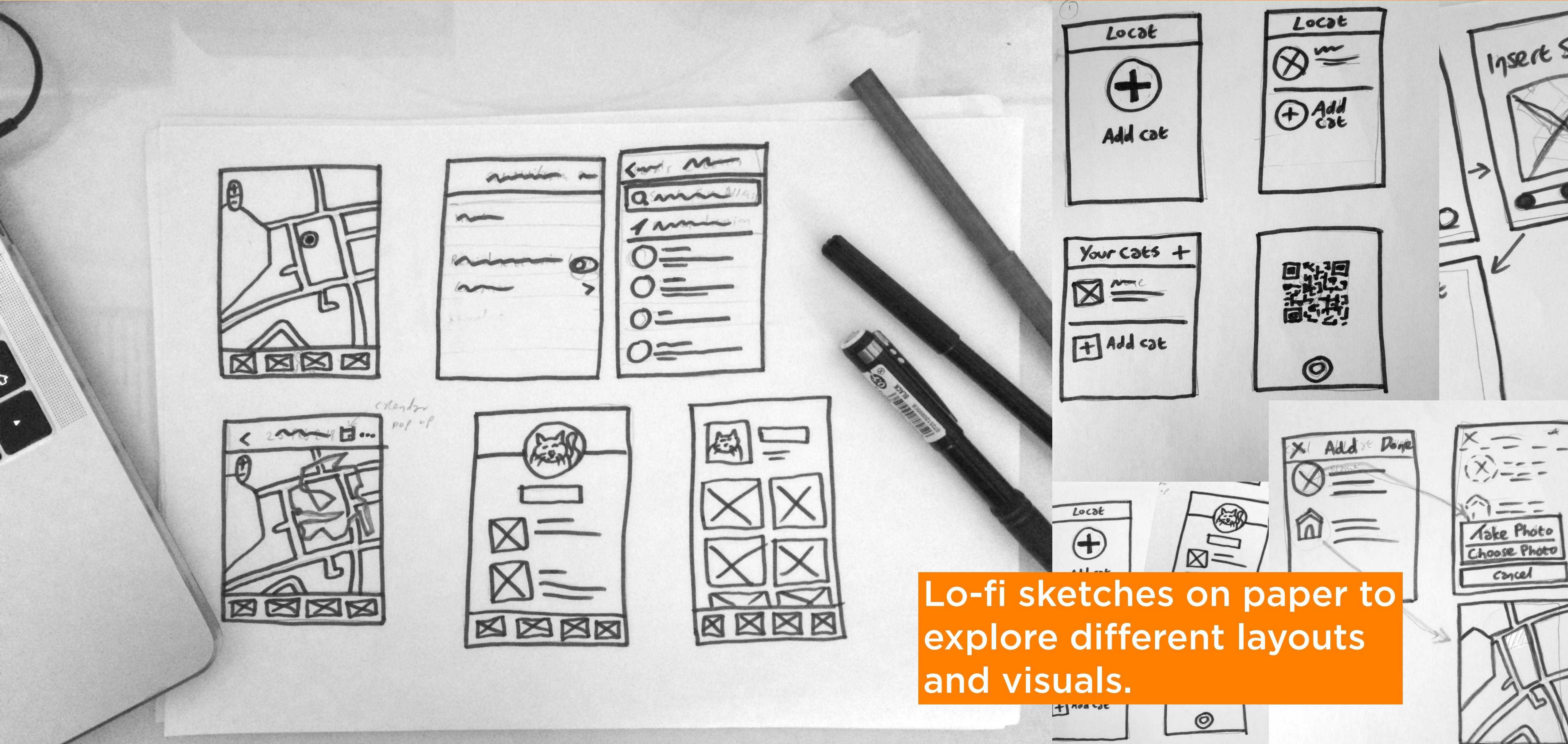
Not in MVP



Sitemap

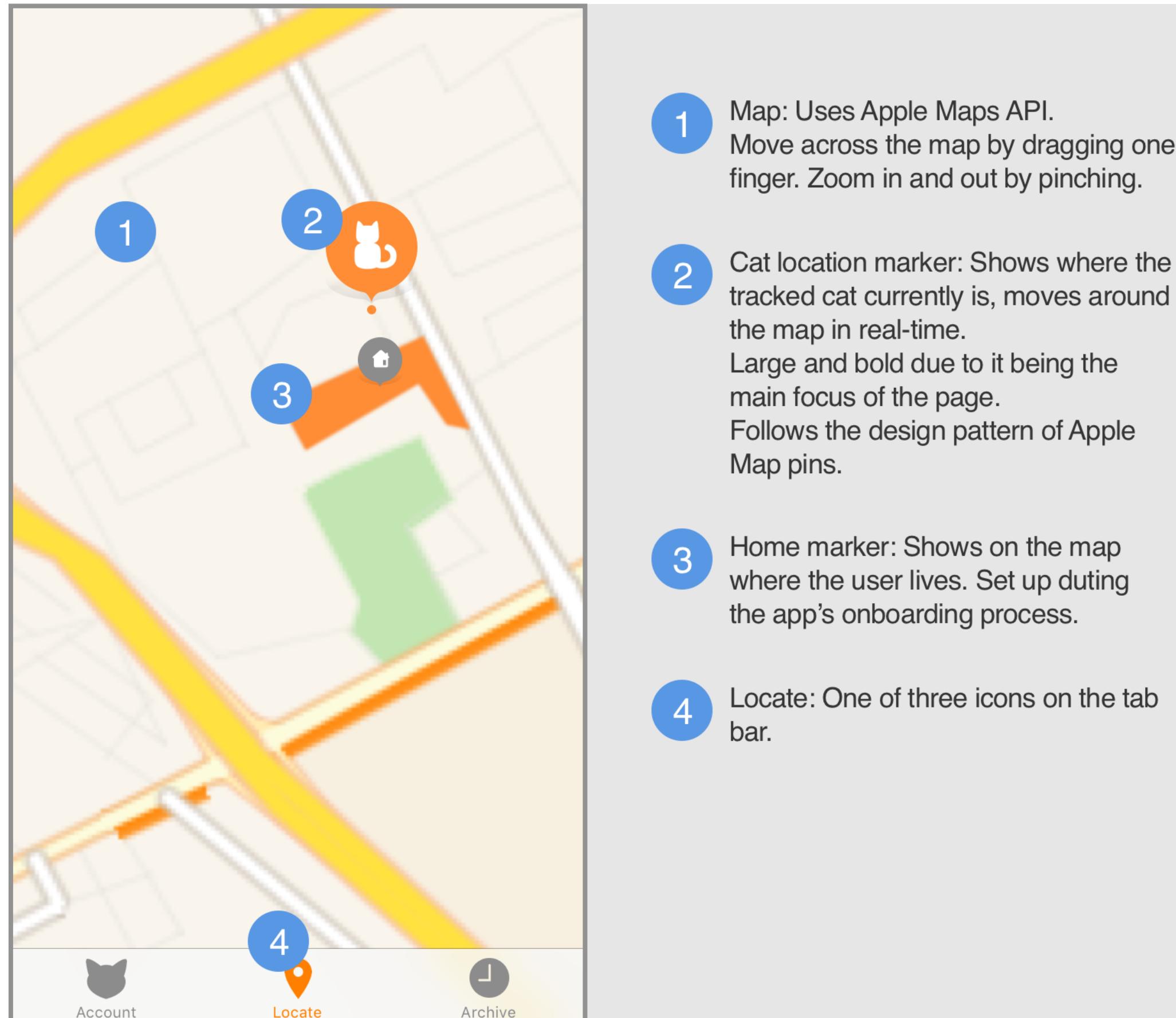


Initial Wireframe Sketches

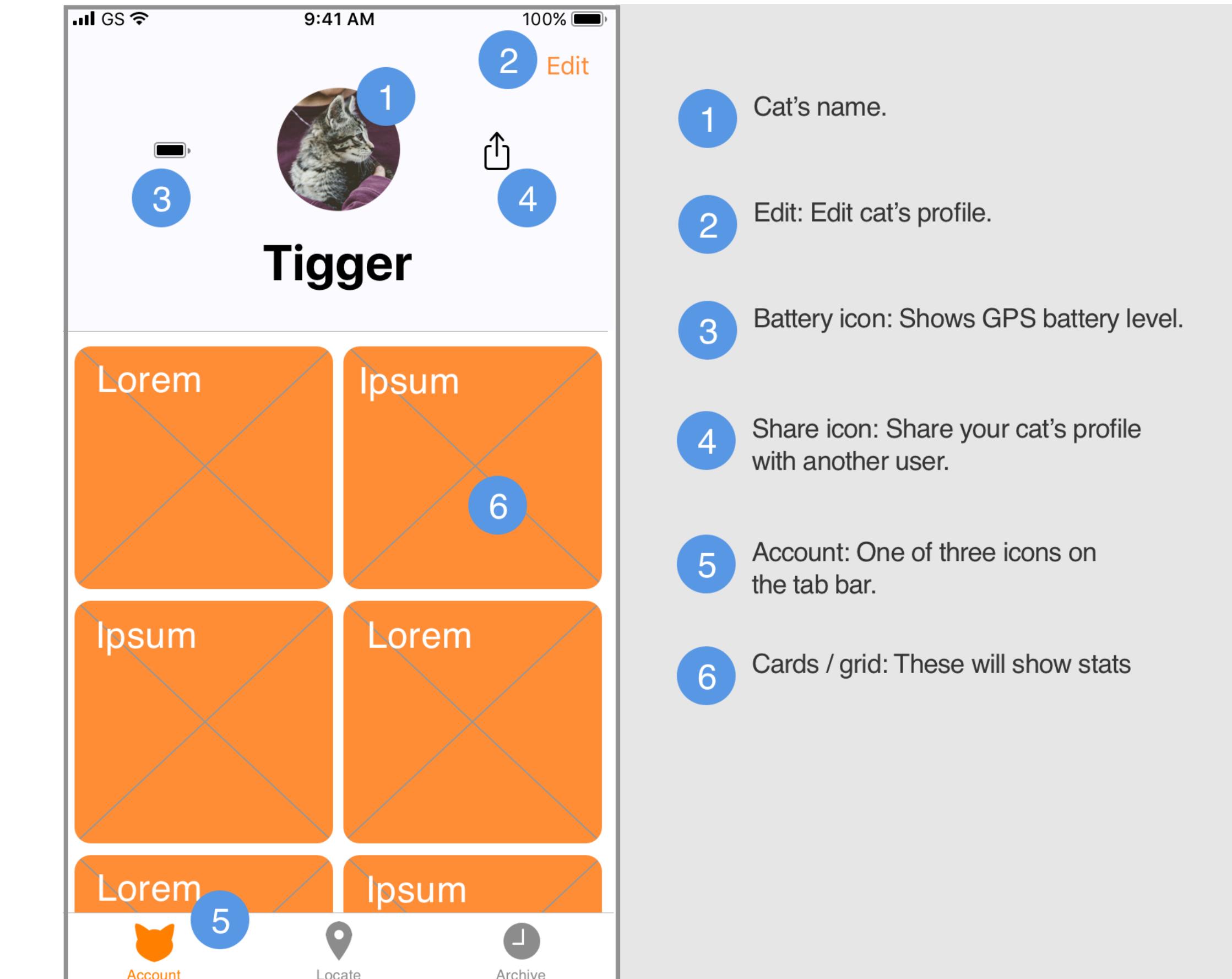


Lo-fi sketches on paper to explore different layouts and visuals.

Annotated Wireframes

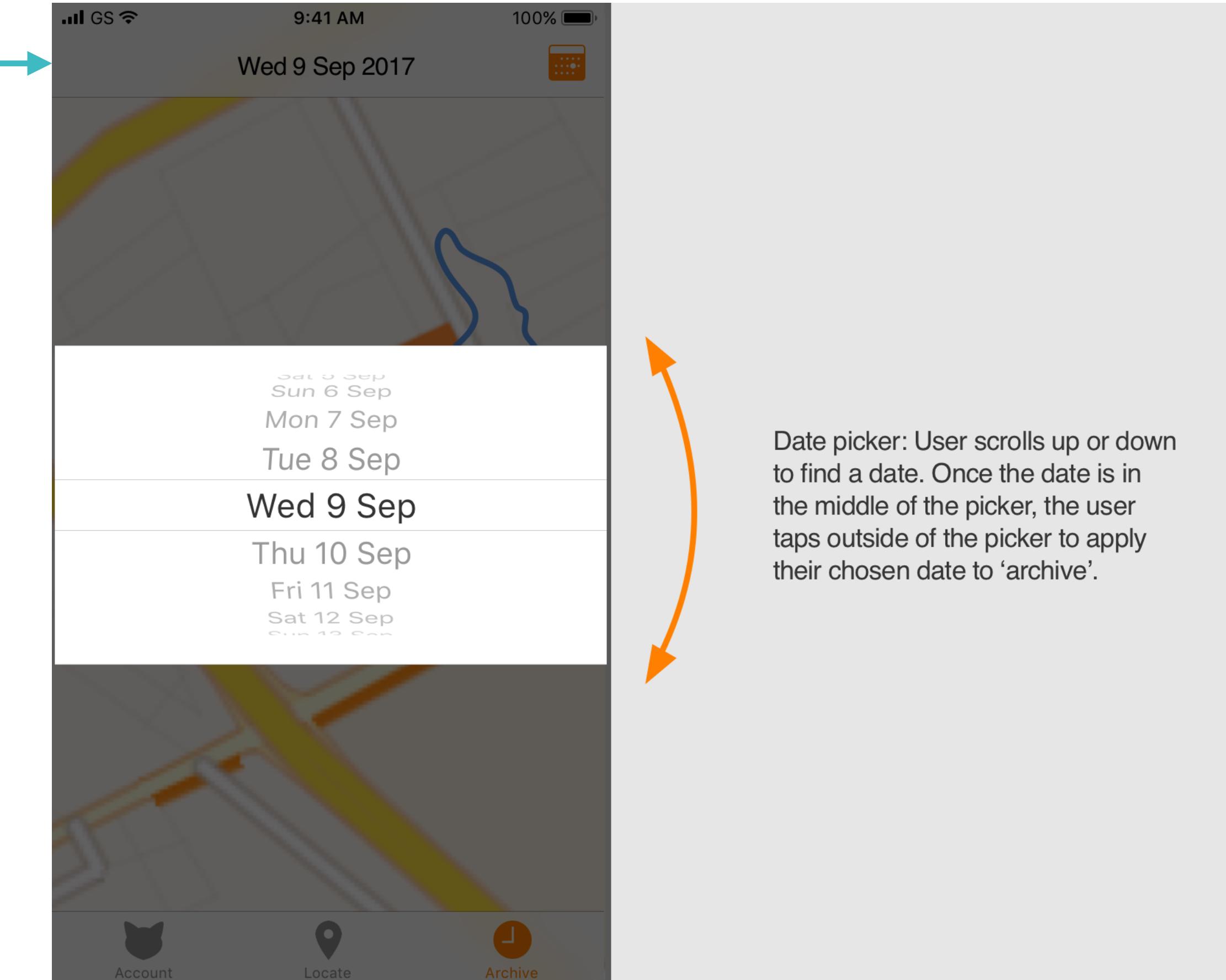
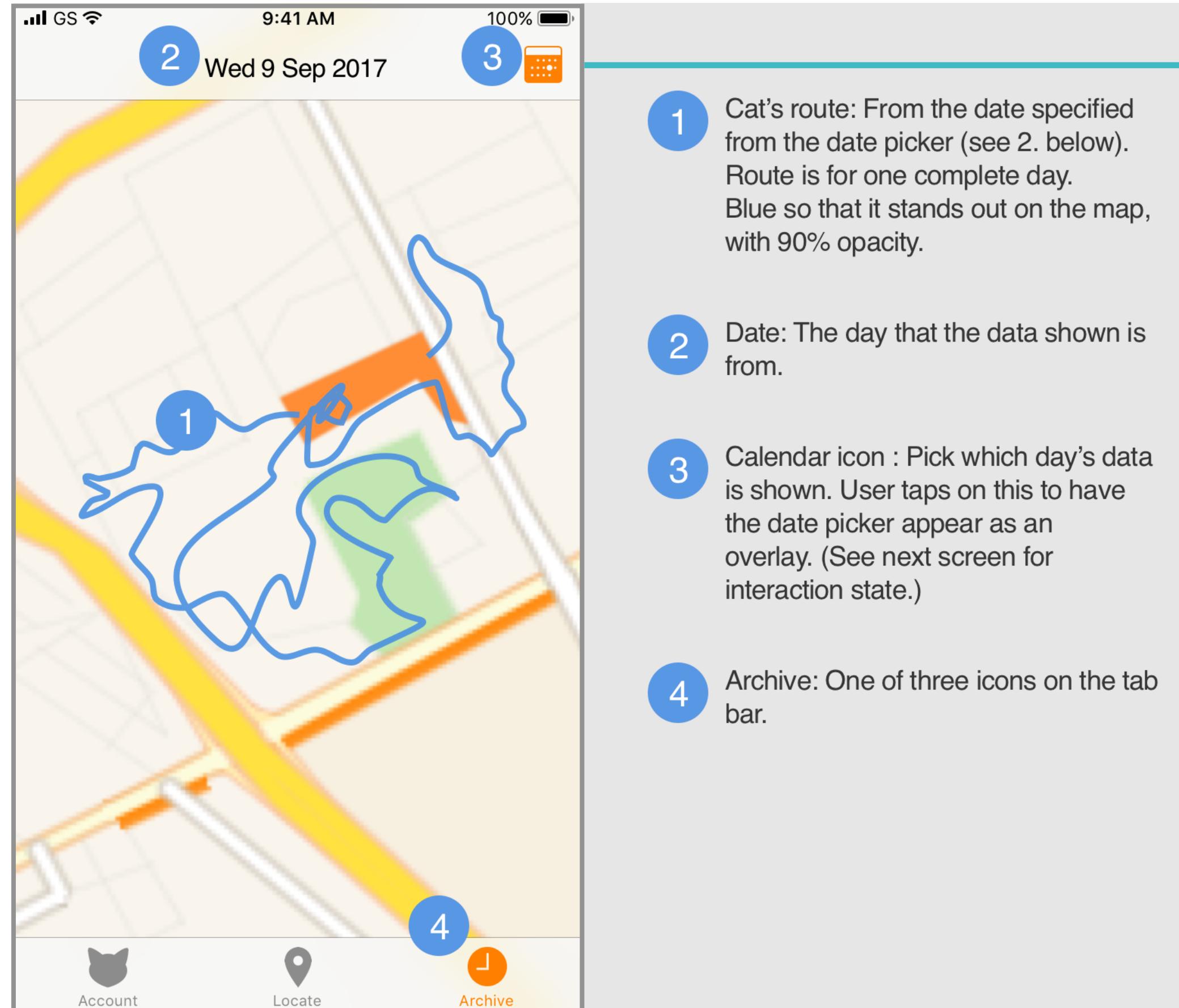


'Locate' Screen



'Account' Screen

Annotated Wireframes



'Archive' Screen

Screen Flows

3 main areas:
Locate
Archive
Account

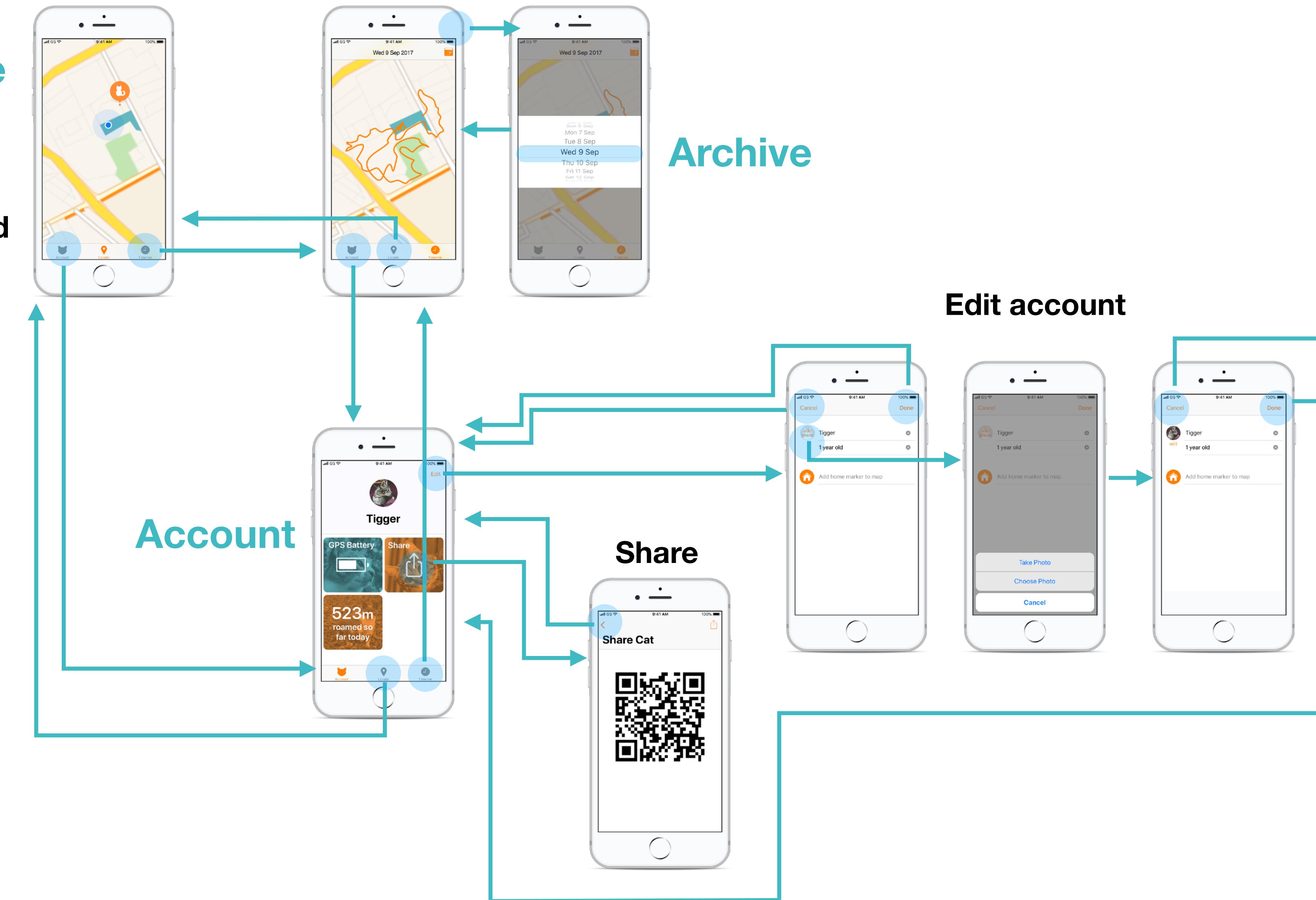
Locate
User starts here
if they have already
signed up and onboard

Archive

Edit account

Account

Share

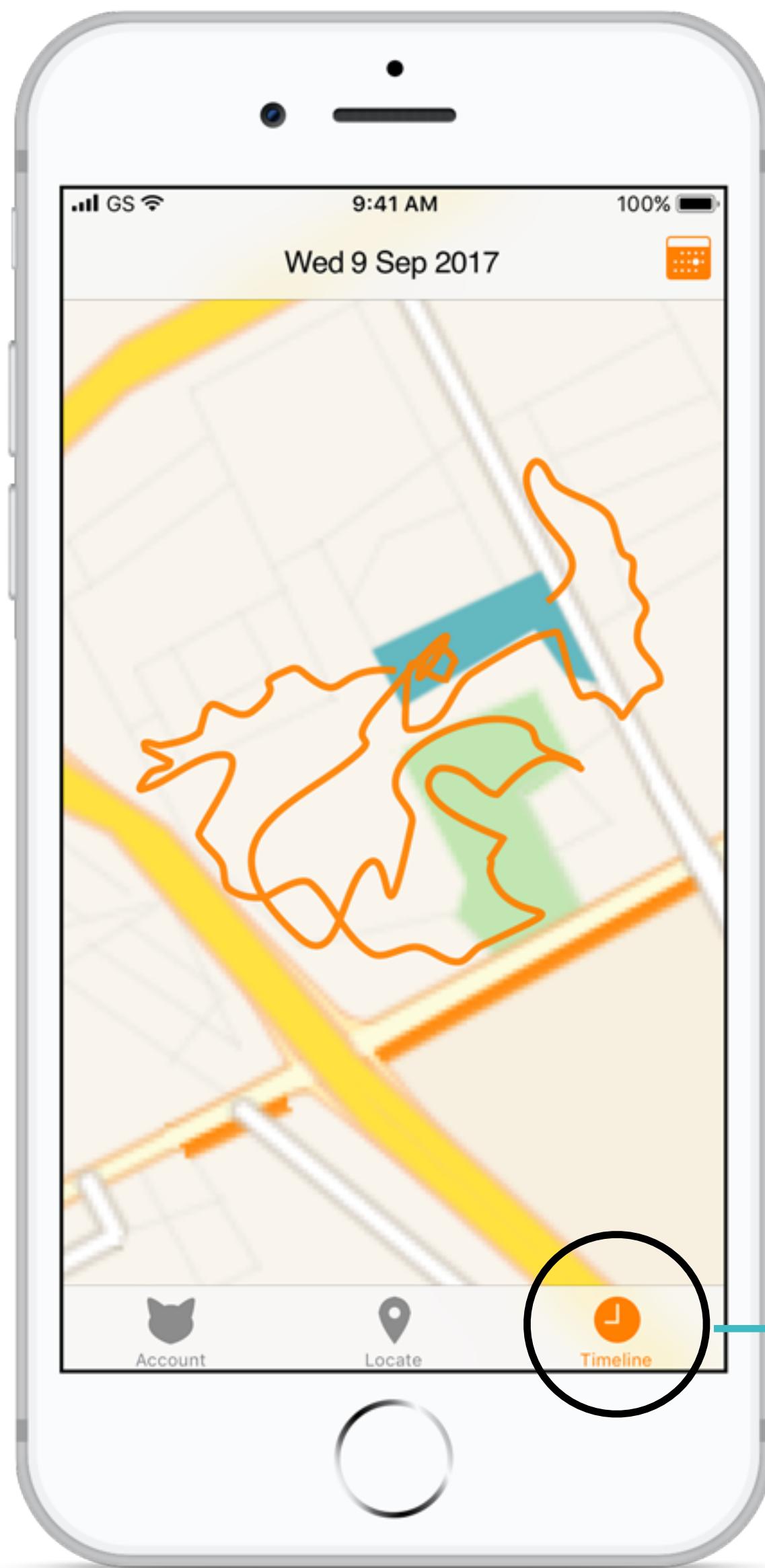


Usability Testing

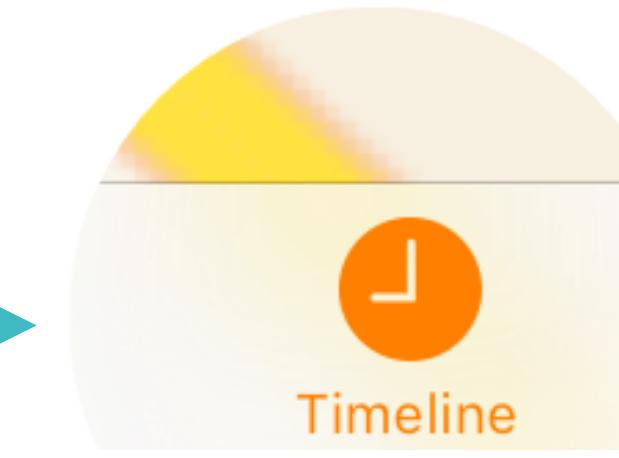
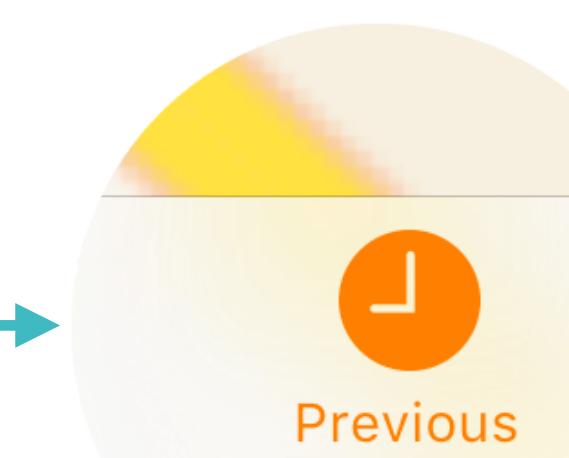
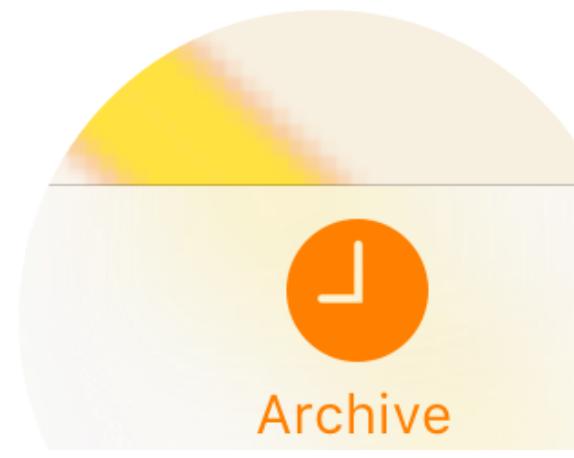
- Two rounds of testing
- Tested on four people
- Iterated between rounds



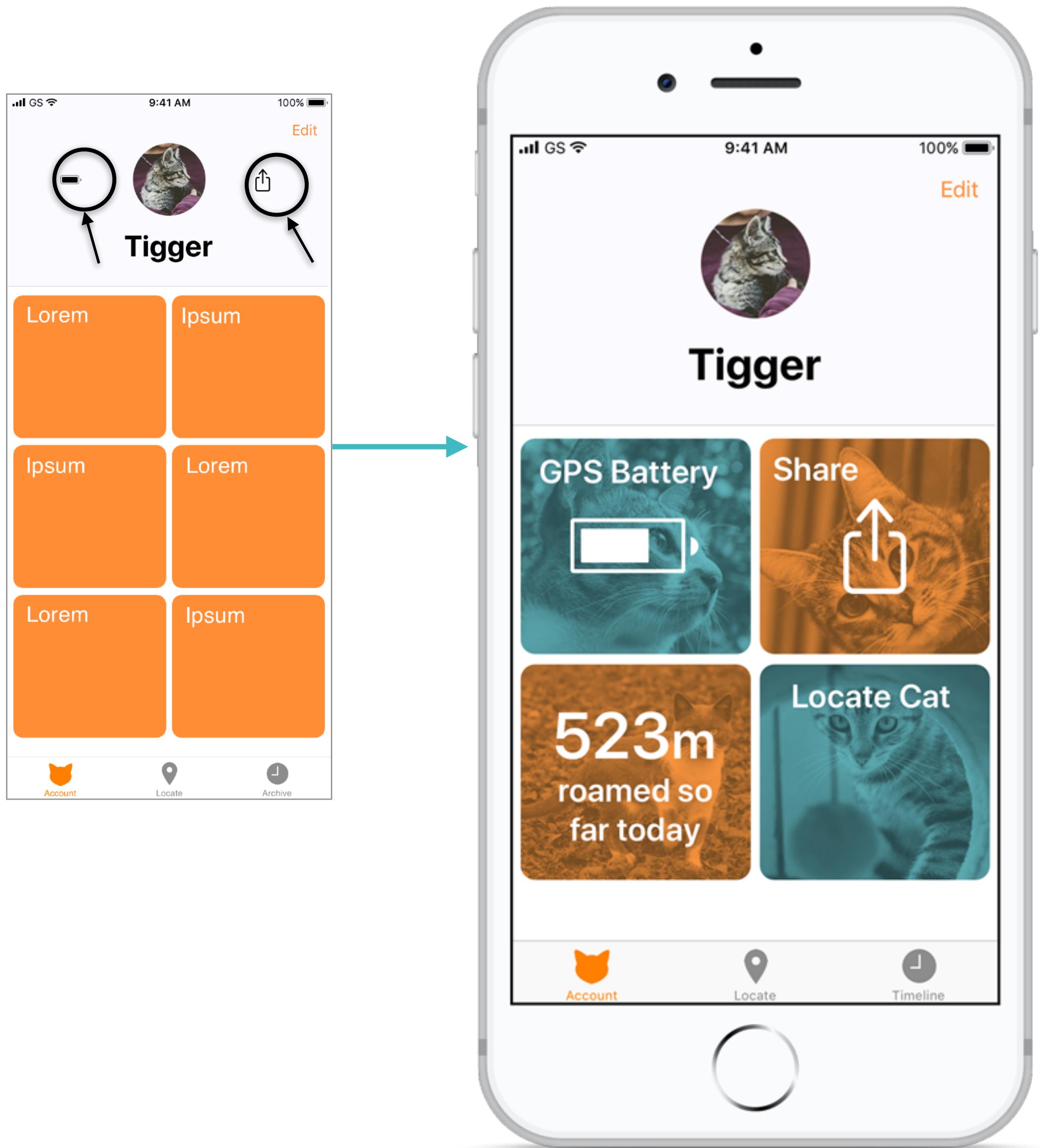
Usability Testing



Labelling of 'archive' section

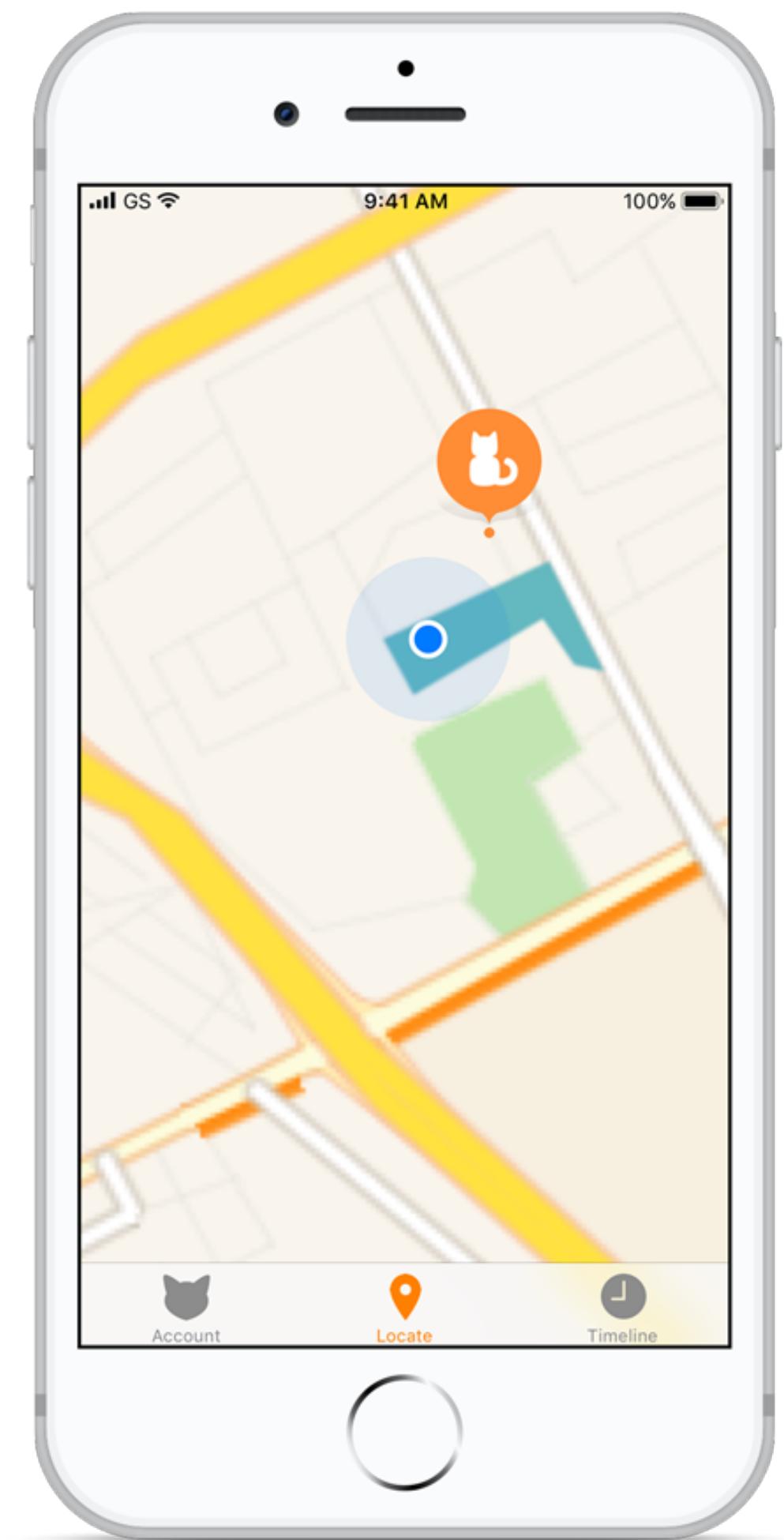


Usability Testing

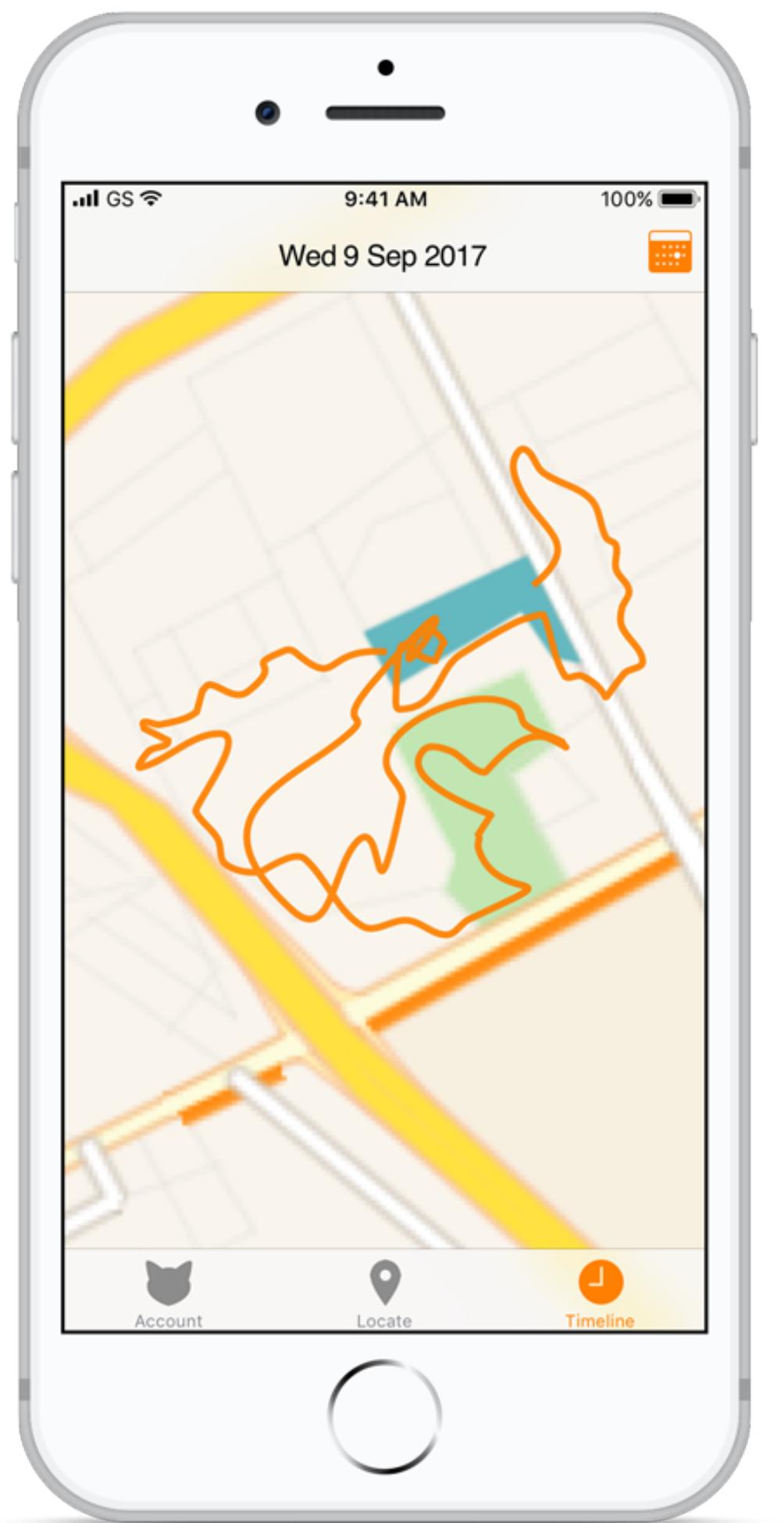


Placement of GPS battery indicator and share profile links

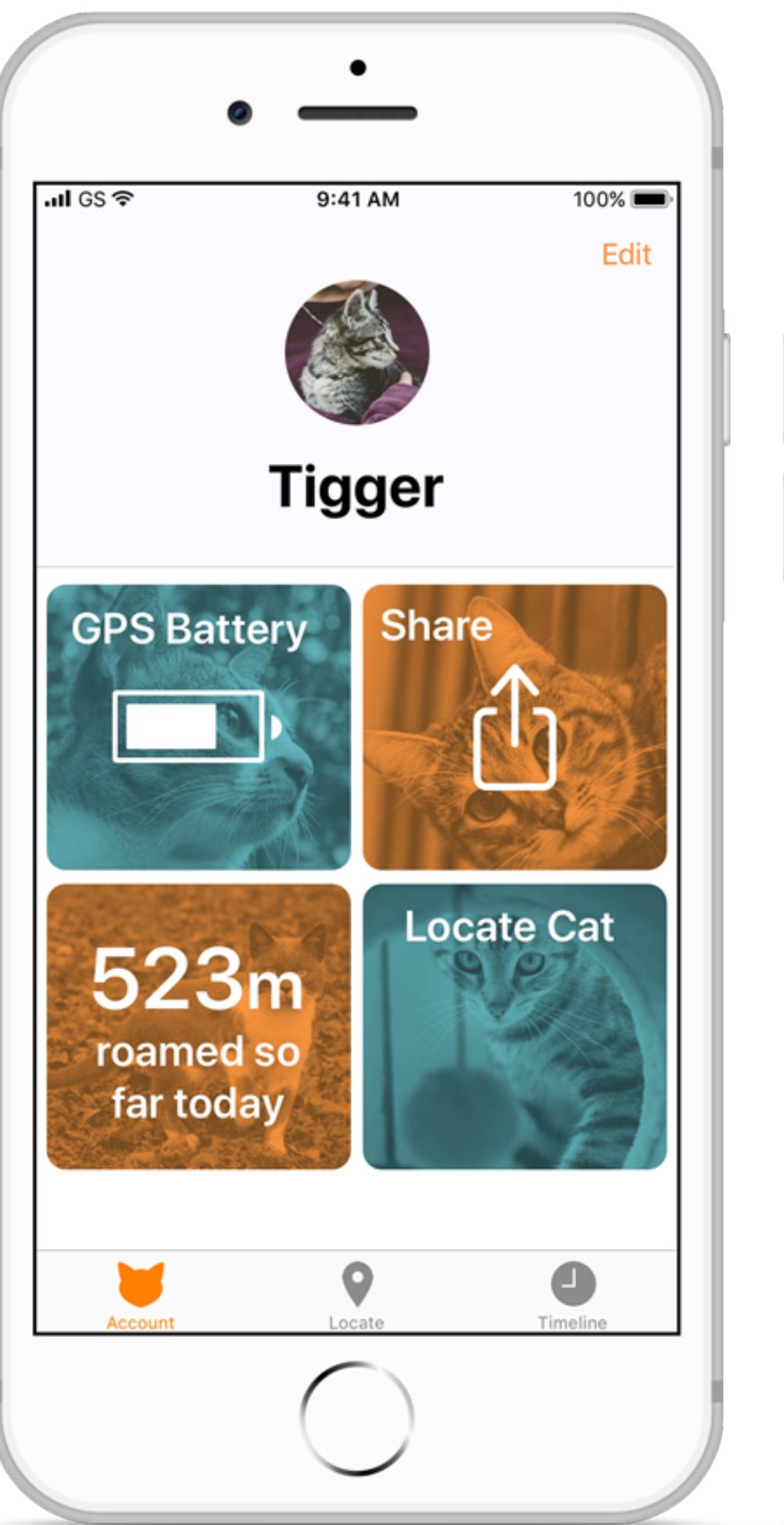
Hi-Fidelity Mockups



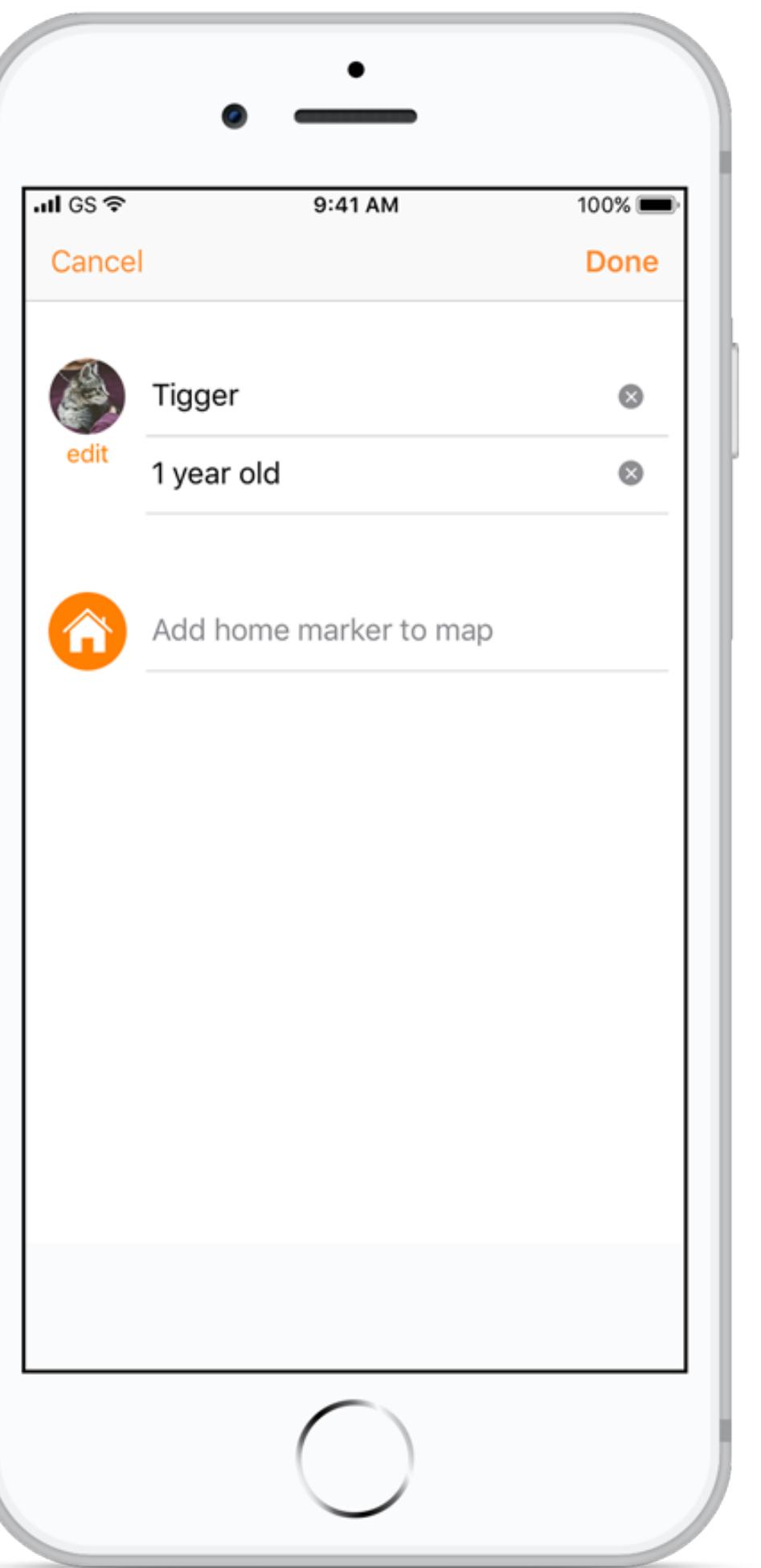
Locate



Timeline



Account

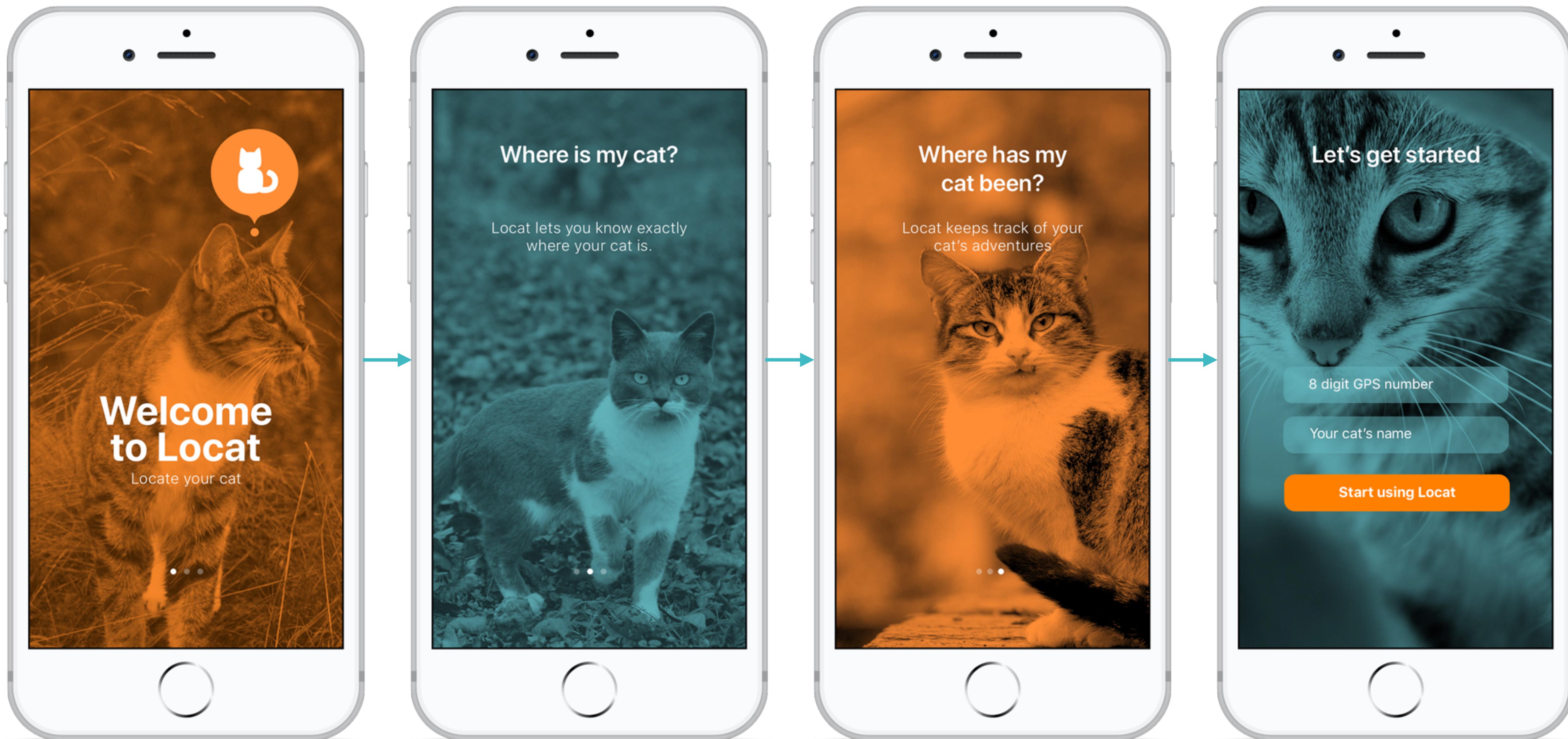


Edit Account



Share

Onboarding Mockups



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

Cat owners love their cat

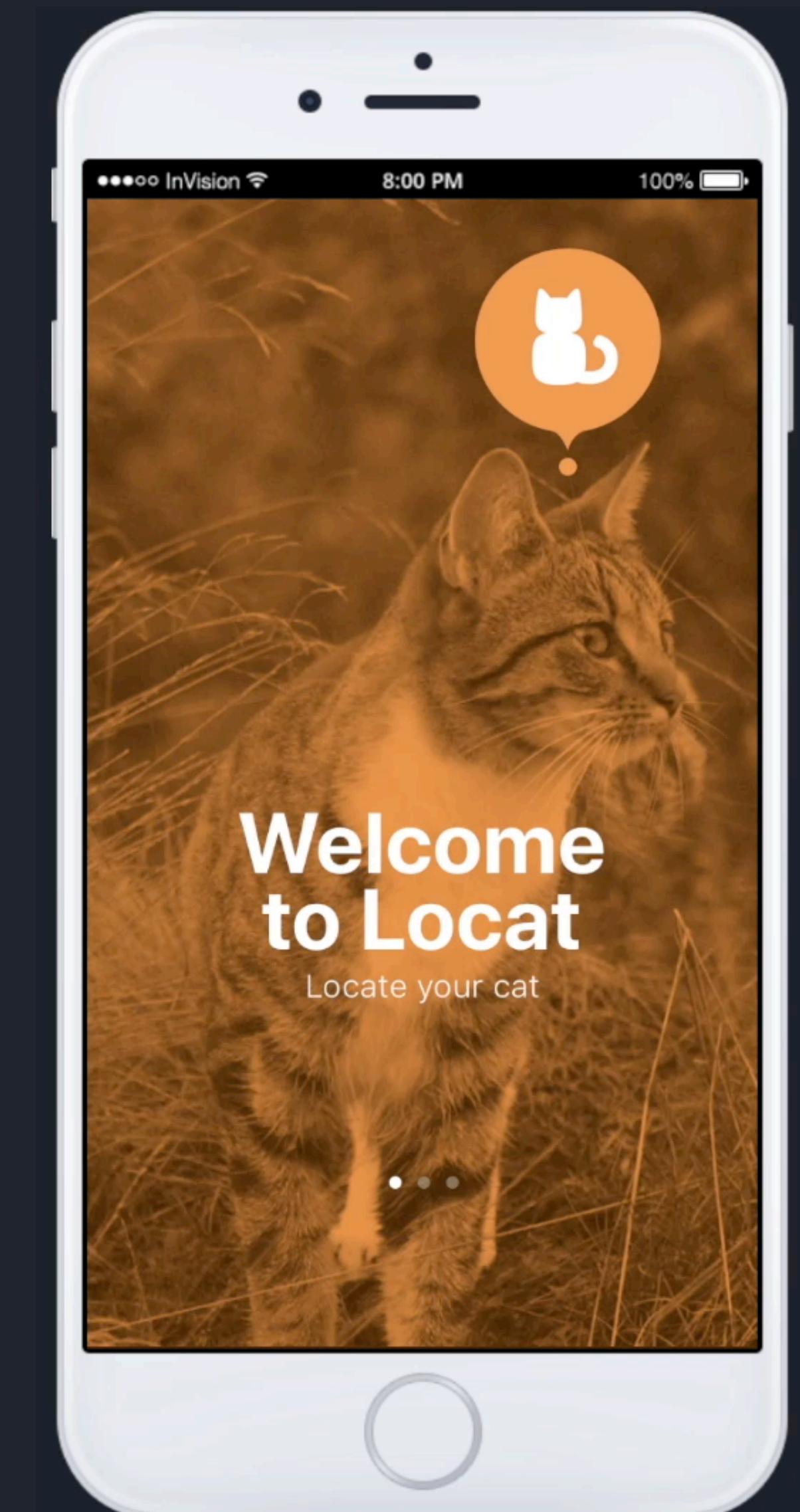
Risk that their cat could go missing

New data every day



Locat in Action

<https://youtu.be/zsGwL6jXoJY>





Thanks for watching

<https://invis.io/H9G8NC7JRFA>