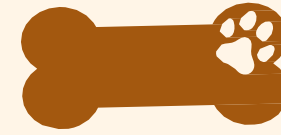




PET BUDDY



A Complete Pet Care Ecosystem
Adoption • Nutrition • Healthcare





DESIGN BRIEF



Pet Buddy is a unified pet care mobile app focused on pet adoption, food ordering, and veterinary appointment booking.

The goal is to build a friendly, trustworthy, and seamless experience for new and existing pet owners.



Objectives:

- Help users adopt verified pets safely
- Provide easy ordering of pet food & essentials
- Enable quick vet appointment booking
- Deliver a warm, pet-friendly user interface



Design Challenges:

- Combining three major services without overwhelming users
- Ensuring trust and verification in adoption
- Maintaining a consistent visual and interaction design



DESIGN PROCESS

A complete user-centered design approach:

Design Thinking Steps:

- 1. Empathize** – Research, Interviews
- 2. Define** – Problem Statements
- 3. Ideate** – Brainstorming Solutions
- 4. Prototype** – Wireframes & UI
- 5. Test** – User feedback

This ensured the solution stayed aligned with user expectations.



STAKEHOLDER MAPPING



Primary Stakeholders

- Pet adopters
- Existing pet owners
- Veterinarians
- Pet food suppliers



Secondary Stakeholders

- Animal shelters / NGOs
- Pet grooming & training centers
- Delivery partners
- App administrators



Influencers

- Animal welfare organizations
- Government regulations
- Pet communities



USER PERSONA

 **Persona 1:** New Pet Adopter (Age 21–30)

Goals: Find a healthy, verified pet; understand care basics

Pain Points: Unverified sources, lack of trust



 **Persona 2:** Working Professional Pet Owner (Age 25–40)

Goals: Quick vet booking, easy food reordering

Pain Points: Time constraints, emergency situations



 **Persona 3:** First-Time Pet Parent (Age 18–28)

Goals: Guidance, reliable products, easy navigation

Pain Points: Overwhelming information, confusing platforms



USER INTERVIEWS (Research)

Methods

- 1:1 interviews
- Online questionnaires
- Observations of pet owners

Key Findings

- 72% prefer one app for all services
- Pet adoption must feel safe and verified
- Users need fast vet access
- Food shopping must be quick and reliable
- Simple navigation increases trust

These insights guided the design direction.



EMPATHY MAPPING

SAYS

- “I want to adopt from a trusted source.”
- “Booking a vet takes too much time.”
- “I want everything in one app.”

DOES

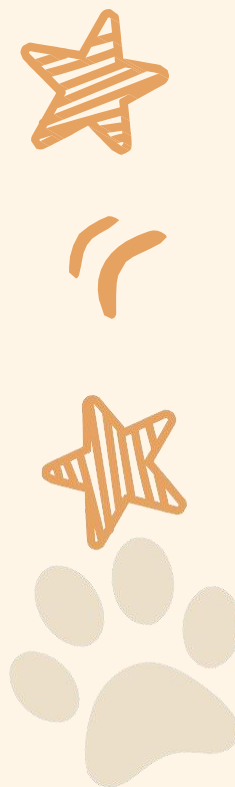
- Checks multiple apps
- Searches for reviews
- Calls vets manually

THINKS

- Is this pet healthy?
- Are these vets real and certified?
- Is the product good quality?

FEELS

- Overwhelmed
- Concerned for pet safety
- Needs reassurance





DEFINE STAGE

(Problem Statements)

Problem 1:

Users struggle to find verified and trustworthy pet adoption sources.

Problem 2:

Ordering pet food from multiple platforms is time-consuming and inconsistent.

Problem 3:

Vet appointment booking lacks convenience and transparency.

Problem 4:

Users need a unified app for seamless pet care.

CUSTOMER JOURNEY MAPPING



Typical Pet Owner Journey

Stage: Awareness → Consideration → Decision → Adoption → Care



Touchpoints & Pain Points:

- Searching for pets → Trust issues
- Buying food → Low availability
- Finding vets → Delays, long waiting times
- Managing health → No centralized record



Opportunities:

- Provide verified adoption listings
- Simplify food ordering
- Offer instant vet booking
- Maintain pet health records



AFFINITY MAPPING



Cluster 1: Trust & Verification

- Verified shelters
- Verified vets
- Health records

Cluster 2: Convenience & Speed

- Quick booking
- Easy search
- One-tap reordering



Cluster 3: Emotional Connection

- Pet-friendly visuals
- Personalization
- Warm colors

Cluster 4: Navigation Simplicity

- Clean home dashboard
- Clear categories
- Minimal steps



IDEATION STAGE



Brainstormed Solutions

- Pet adoption dashboard
- Pet profile with history & vaccination status
- Food store with categories
- Vet listing with availability
- Appointment calendar
- Pet health records
- Order history

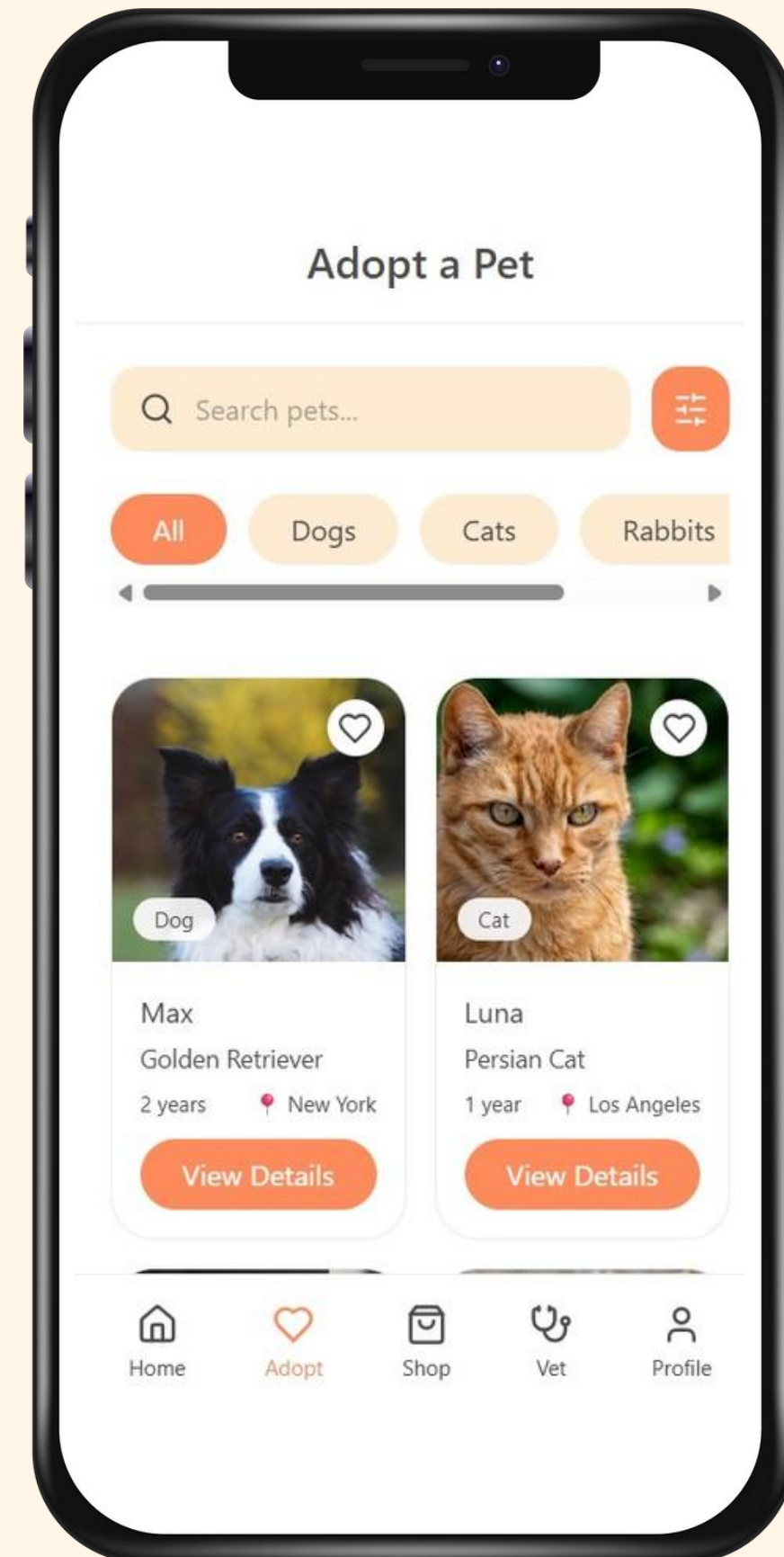
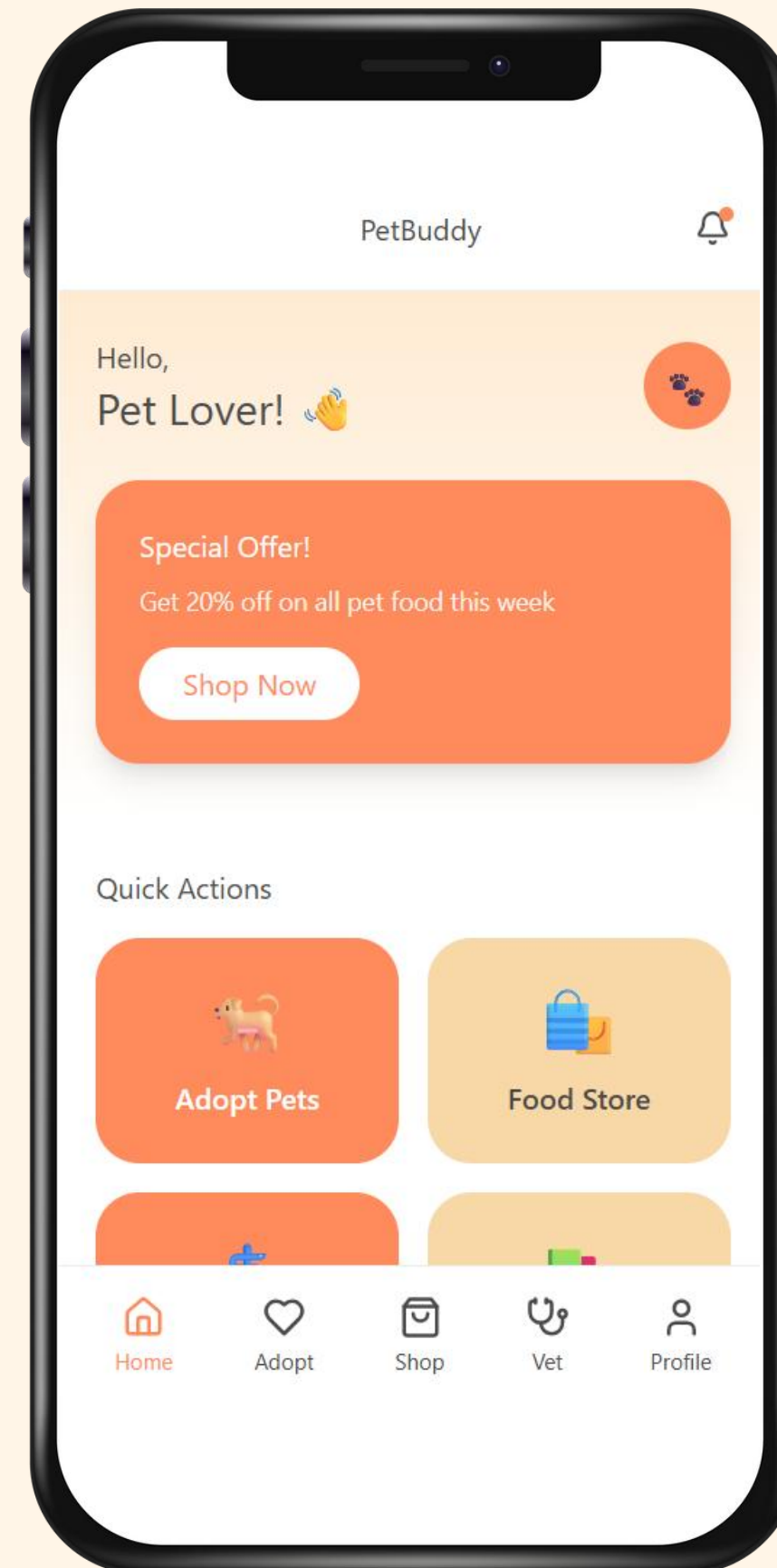
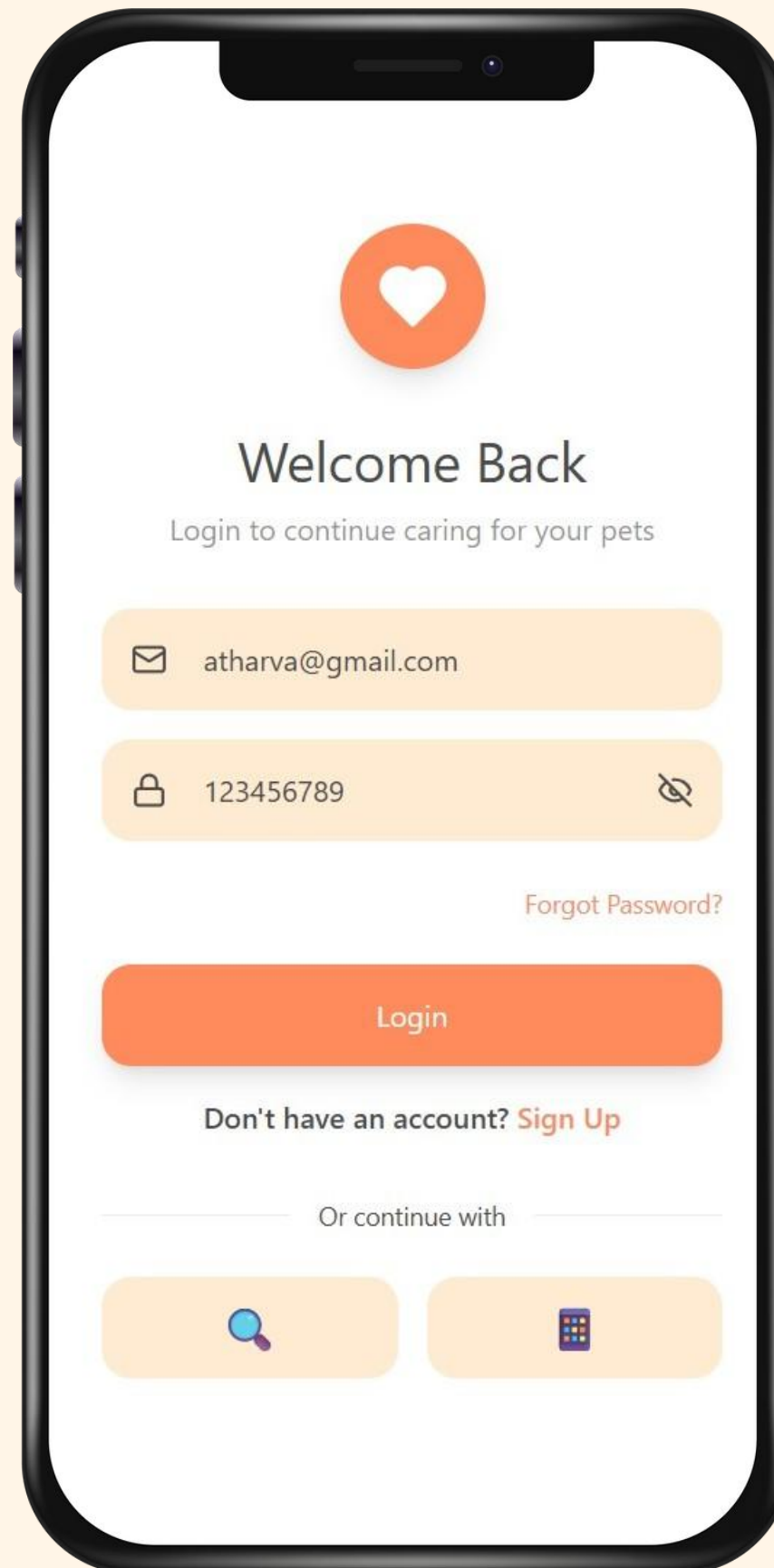
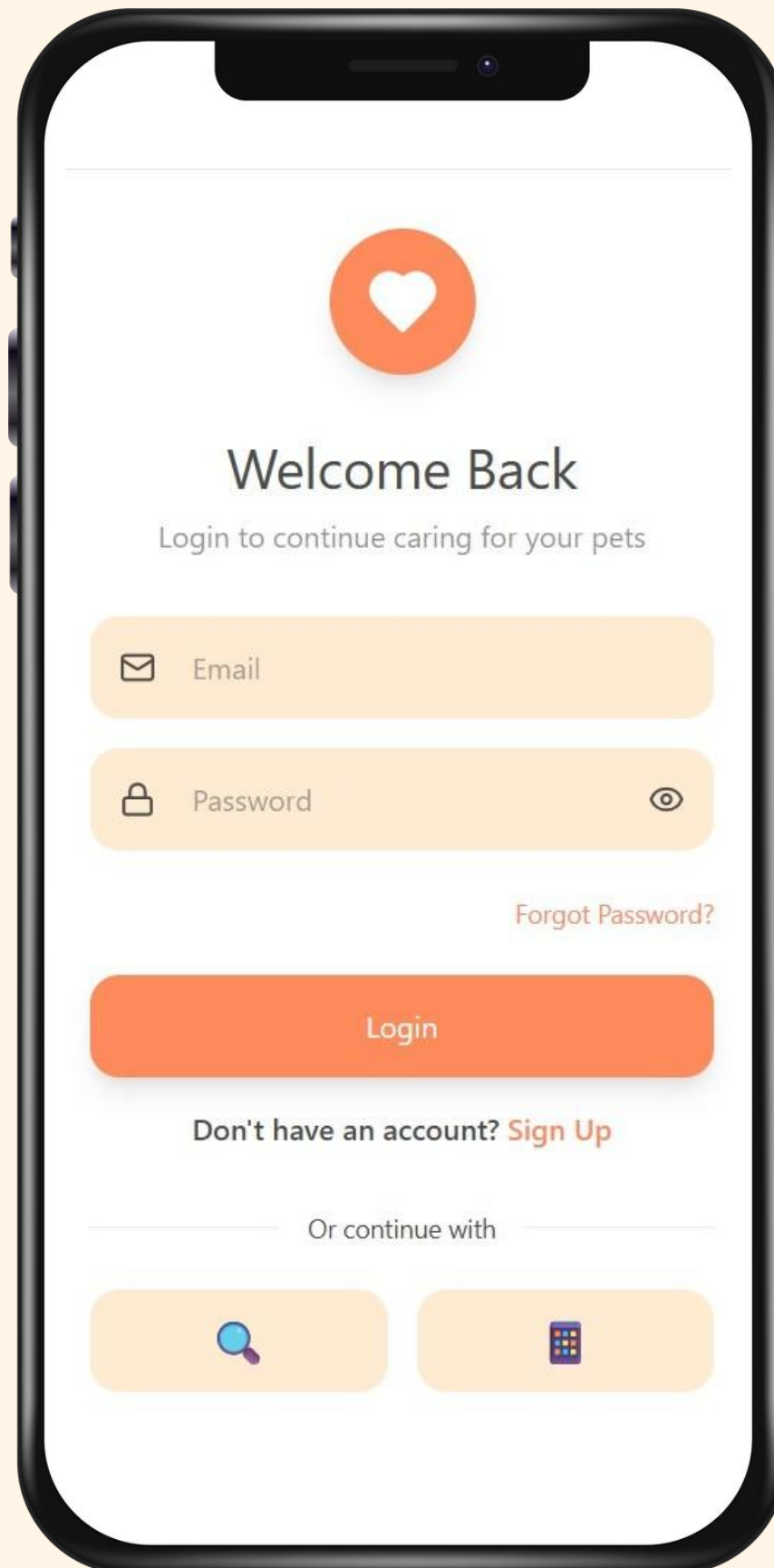
Selected Solutions

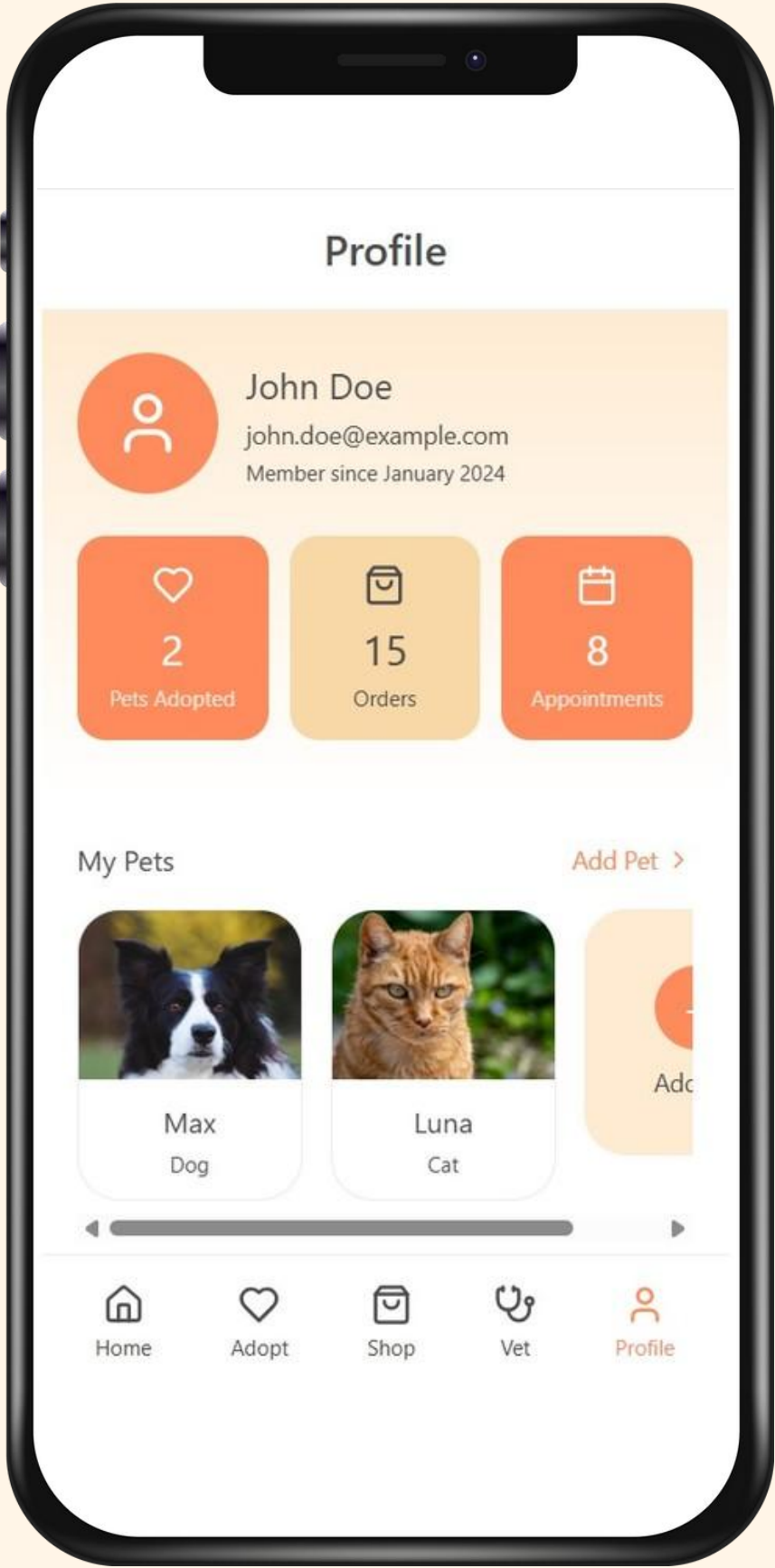
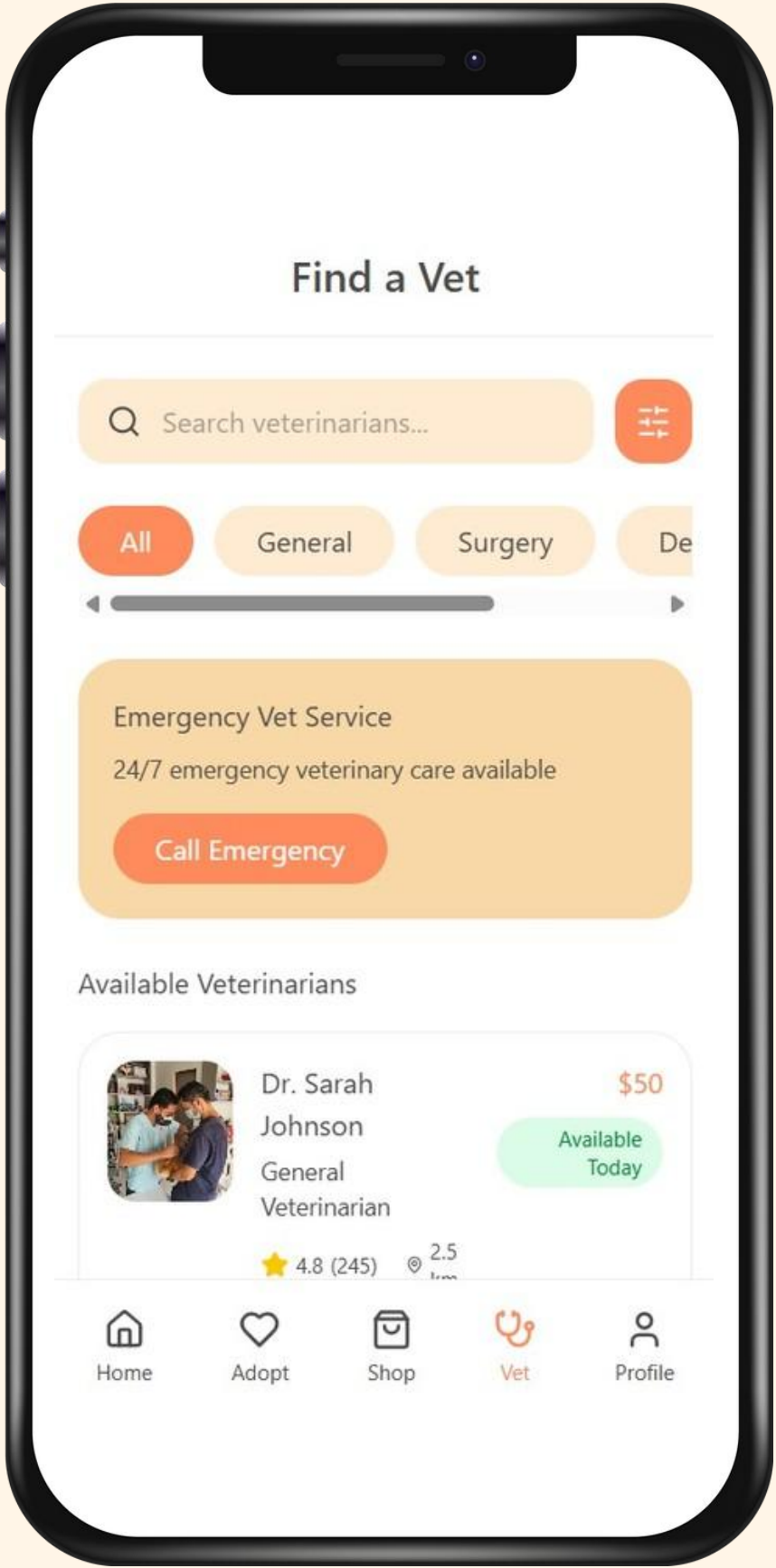
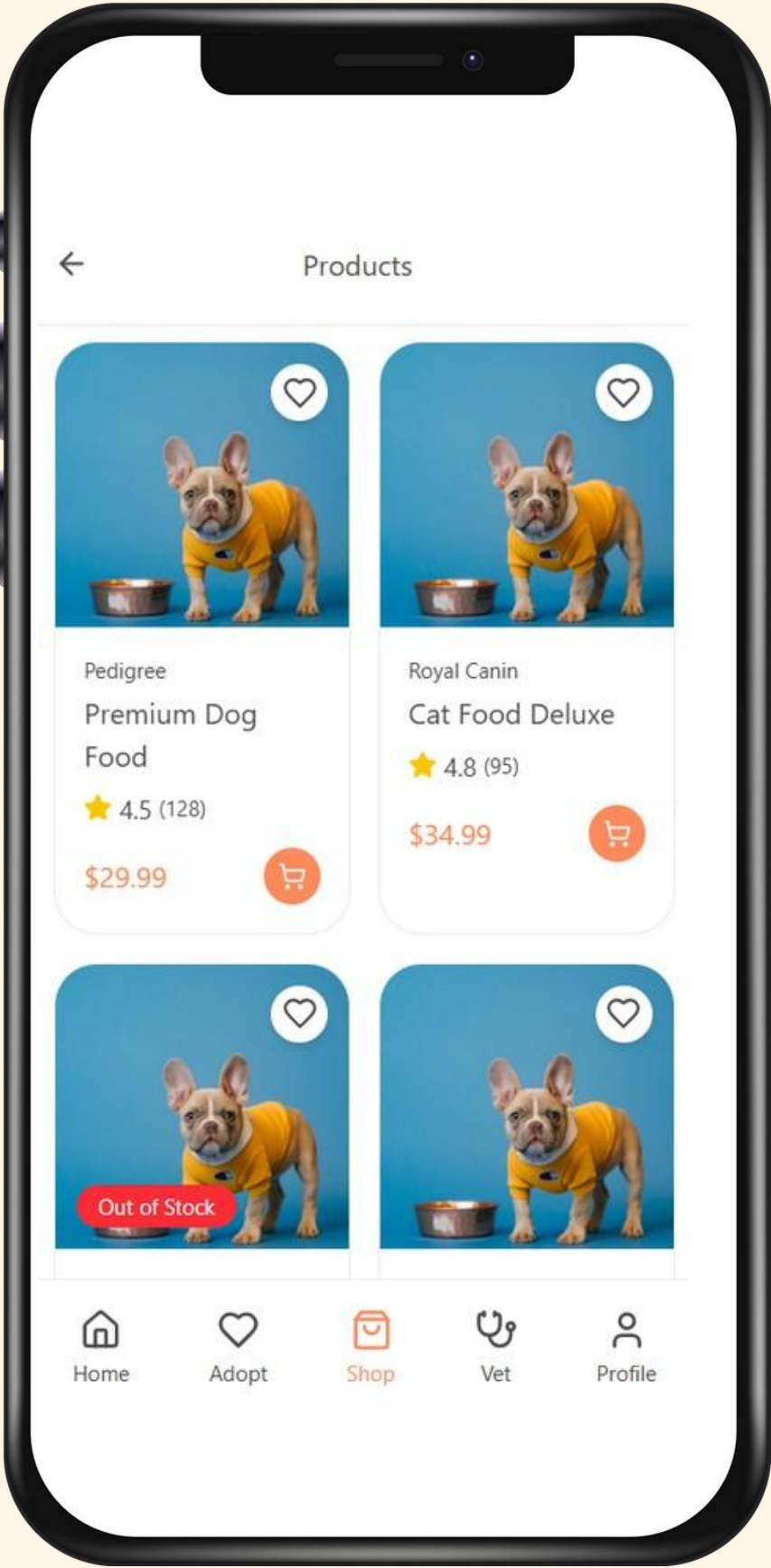
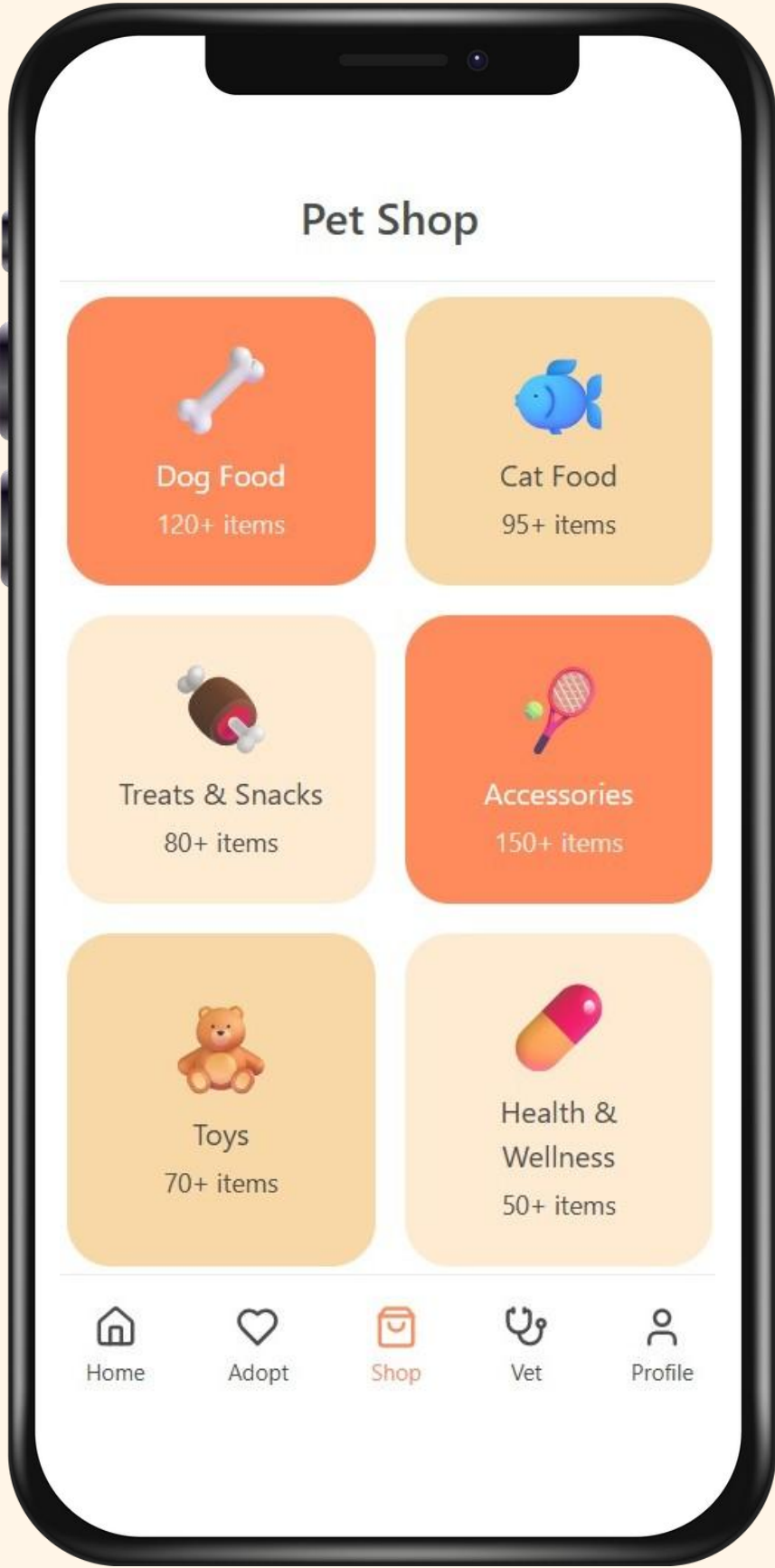
We filtered ideas using:

- User value
- Feasibility
- Impact on experience
- Technical complexity



Prototype (Screen Shots)







THANK YOU

