UX Case Study

User research for a new "find my pet" app

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Overview: UX case study for the development of an app to track wayward pets, currently at concept stage. The system has two components: a dog/pet tag that contains a small GPS transmitter (which attaches to the pet's collar); and a mapping application that allows people to locate the animal that is wearing the tag. The design of the tag has been finalized but no work has yet been done on the design of the accompanying mapping app.

Problem statement: To figure out the best design for the accompanying mapping app using UX methods.

Process: Initial planning of objectives followed by:

- Analysis comprising understanding users, observation & interviews, affinity diagramming and creation of personnas

- Understand user needs and requirements

- Design – create low fidelity paper prototype

- Evaluation and testing of low fidelity prototype

Conclusion: The initial idea focused on dogs as target pets for use of the app. However, the UX process helped identify additional pets for app use, and need for a better tracking system than in the prototype.

Analysis

User research for a new "find my pet" app

User research for a new "find my pet" app - Analysis
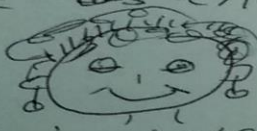
The "analysis" stage comprised the following steps:

- Points for observation and interviews identified

- Field work in context comprising observation and interviews using open ended questions and the master/apprentice format – 10 interviews conducted

- Age range of interviewees – 32 to 72 years. All pet owners with dogs, cats and birds as pets

- Data analysis to understand the "what happened" and "why it happened" of the interviews

- One key point that emerged after interviewing was that the app is just as desirable for bird owners as it is for dog owners. Cat owners see potential use as well

- Used affinity diagramming to identify and cluster themes – create groups.

- Used groups to identify and create personnas - 3 personnas created

User research for a new "find my pet" app – Interview points

Broad structure based on open ended questions designed to encourage the interviewee to chat, covering the following key points:

■ What pet do you have?

■ What do you love about the experience?

■ What concerns do you have?

■ What about (or tell me more about) the pet getting lost?

■ The app as potential solution? Discuss further and gauge for tag/chip as well as GPS device....

User research for a new "find my pet" app – Personna 1

DESCRIPTION
① DIMITRA YAKOS
Works part time as a nurse
② 60 years old
Has a cat
Lives in a flat in NYC

BEHAVIORS
① Friendly
② Talkative
③ Fun loving
④ Likes technology
⑤ Likes to eat out
⑥ Loves having family over
⑦

FACTS
① Female
② Part time nurse
③ Lives in a one bed room flat
④ Has a grown son
⑤ Likes to drive
⑥ Close to family
⑦ Likes to play with her cat
⑧ Has a pet cat
⑨ Wants a second cat
⑩

NEEDS & GOALS
① Comfortable home environment
② Work life balance
③ Welfare of cats
④ Play with cats – understand them better
② Allow them to go out if possible
③ Worry less about them getting lost or taken
④ Something in addition to chip
⑤ Overall improvement

User research for a new "find my pet" app – Personna 2

DESCRIPTION
VICTOR JACOB
Male
70 yo
Retired teacher
Lives in his own studio

BEHANIORS
1 Chatty
2 Friendly
3 ~~Has op~~ Sociable
4 Playful with pet
5 Health conscious
6 Exercises regularly
7 Likes TV
8 ~~Like~~ Nature lover

FACTS
1 Retired teacher
2 2 Grown children live away alone
3 Lives alone
4 Has a studio
5 Likes TV
6 Has a pet bird
7 Loves de travel
8 Active social life
9 Talkative
10 Has a cluttered home

NEEDS & GOALS
1 Wants to give pet more freedom
2 Wants better emotional welfare for pet
3 Safety of pet
4 Health of pet
5 Monitor the pet.

User research for a new "find my pet" app – Personna 3

MARU SMITH

40 working female
Bank clerk
lives in a town house
with small yard.

FACTS
1. Female
2. Office book keeper
3. Lives alone
4. Works full time
5. 1 hr commute
6. Has a pet dog
7. Worries about health
8. Likes TV
9. Doesn't travel much
10. ~~Lives~~ Worries a

~~Private~~ ~~Pet~~ Married ~~work~~ with partner

BEHAVIORS – What do they want to do
1. Guarded with pet
2. Prevents it from going out ~~much~~ Cautious about ~~health to~~
3. Hires a dog walker
4. Worries about health
5. Concerned about dog's ~~treats~~ play time
6. Likes technology
7. Loves TV
8. Cooks @ home

NEEDS AND GOALS
1. Less fear & worry
2. Feel better about health
3. Feel better about happiness of pet
4. Know it is safer
5. Have more control.
6. Something in addition to chip

Design

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User research for a new "find my pet" app - Design

The "design" stage comprised the following steps:

- Identify red routes

- Formulate information architecture

- Create low fidelity (paper) prototype

Evaluation

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User research for a new "find my pet" app - Evaluation

Comprised the following steps:

- Low fidelity protype tested with 3 users

- Observations noted during testing

- Post test interviews conducted

The following points emerged from the testing:

- Tracking system that linked over to "Google maps" was not found to be very effective. It does not map well off roads and in parks. More detailed tracking is needed.

- A tag on a collar alone is not always the best method. Some pets could need the tag inserted (as in a chip) or tied somehow.

- Users felt the need to be able to use the app both on a mobile device or on a laptop.

Conclusion

User research for a new "find my pet" app

User research for a new "find my pet" app - Conclusion

The following points emerged after the study:

- The app has potential use for many different pets.

- Tracking system that is more detailed than "Google maps" is needed. It needs to cover parks and areas that aren't near roads.

- A tag on a collar alone is not always the best method. Some pets could need the tag inserted (as in a chip) or tied somehow.

- The app needs to be designed for use on a mobile device or on a laptop/desktop. One for mobility, the other for size and ease of use.