

# Petkare Case study

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# Project overview



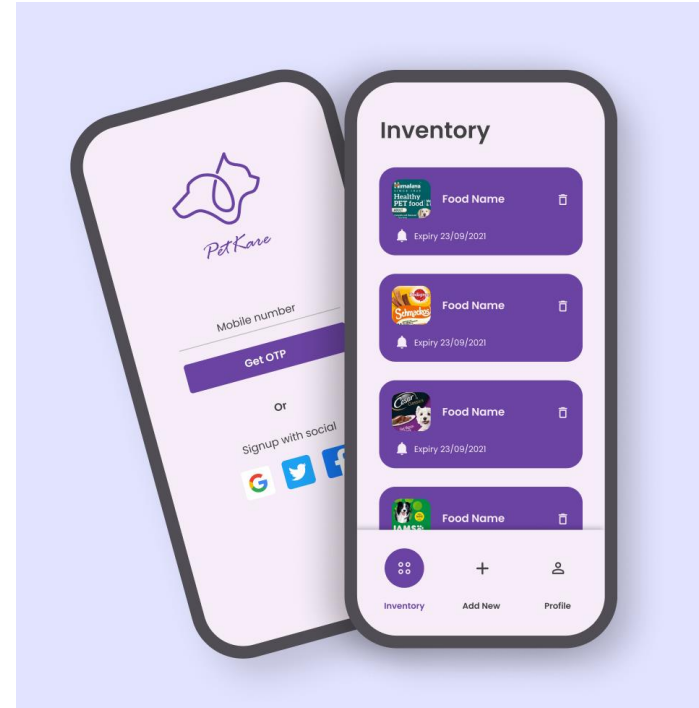
## The product:

An ingredients preview app for an organic pet food brand. This app previews the nutritional information, ingredients, and expiry date of the pet food to people.



## Project duration:

June 2021 – July 2021



# Project overview



## The problem:

Pet owners find it difficult to identify the nutrition values and expiry date for pet food.



## The goal:

To create an app that shows the nutrition values and expiry date of the pet food in an intuitive way.

# Project overview



## My role:

UX Designer designing an app for PetKare from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high- fidelity prototyping, Conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted user interview through zoom meetings to understand how the users accomplishes the task currently and what areas to improve. I interviewed **5 users** from various locations to get more insight into their motivation and pain points. By talking, observing, engaging and empathizing with them and I was able to pull few key findings that would help shape the project.

# User research: pain points

1

## Diet

It is challenging to keep a consistent diet for animals in the shelter.

2

## Expiry date

Difficulty in finding nutrition values and expiry date for pet food.

3

## Select food

Its hard to pick right pet food by understanding its nutrition values

# Persona: Dara

## Problem statement:

Dara is a voice actress and volunteers at animal shelter in her free time who needs easy access to nutrition values and expiry date for pet food because it is hard to pick food for all animals in the shelter.



**Dara Janie Rehem**

**Age** 35  
**Education** Bachelors degree  
**Hometown** Chennai, India  
**Family** 1 dog  
**Occupation** Voice actress

“Love means everything to me”

### Goals

- Volunteering at local animal shelter
- To have access to nutrition value and ingredients of the pet food

### Frustrations

- It is challenging to keep a consistent diet for animals in the shelter.
- Difficulty in finding nutrition values and expiry date for pet food.

Dara is a voice actress and volunteers at animal shelter in her free time. she buys and feeds the animals in the shelter and she need to find nutrition value and expiry date of the organic pet food that she buys and keep track of the expiry dates



# User journey map

Mapping Dara's user journey revealed how helpful it would be for users to have access to a dedicated pet food app.

## Persona: Dara

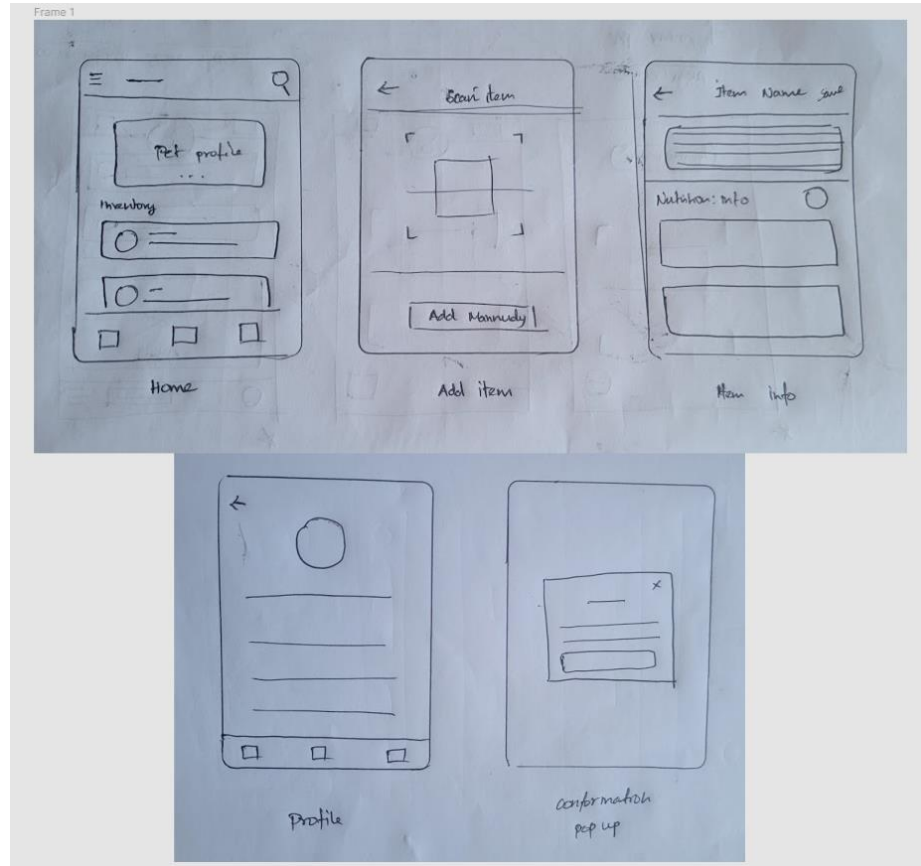
Goal: Find the ingredients of different pet food

ACTION	Download the app	Find the pet food	Scan the pet food with the app	Read the information about the pet food
TASK LIST	Tasks A. Take the mobile B. Open play store C. Download the app	Tasks A. Identify the pet food brand B. Take it in shop or online	Tasks A. Search the food package for QR B. Open the app C. Select Scan item	Tasks A. Scan the QR in the pet food B. Read information app provides C. Identify if it is the right food for your pet.
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>• Confused</li><li>• Hopeful</li></ul>	<ul style="list-style-type: none"><li>• Excited</li><li>• Lost</li></ul>	<ul style="list-style-type: none"><li>• Overwhelmed</li><li>• Intimidated</li></ul>	<ul style="list-style-type: none"><li>• Excited</li><li>• Glad</li><li>• Confused</li></ul>
IMPROVEMENT OPPORTUNITIES	Need a better way to take user to the right app.	Differentiate the right or supported product from others	<ul style="list-style-type: none"><li>• Scan should be the primary and accessible action in the app.</li><li>• Phone should vibrate to let the user know the successful scan</li></ul>	Ingredients information should be easy to read and intuitive. Information should be accessed by screen reader for accessibility.



# Paper wireframes

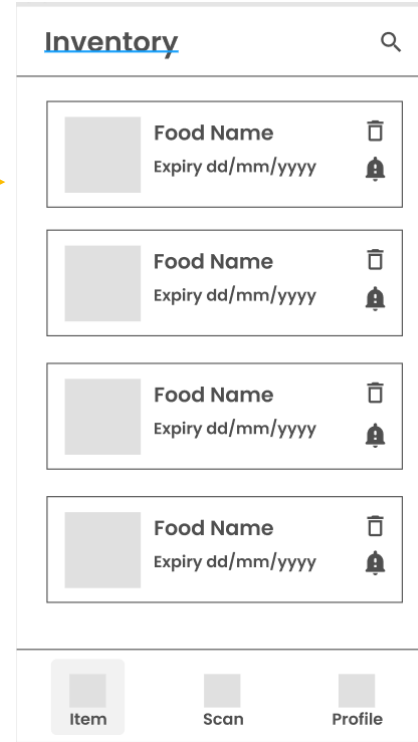
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframe would be well-suited to address user pain points.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Lists the food items in the inventory

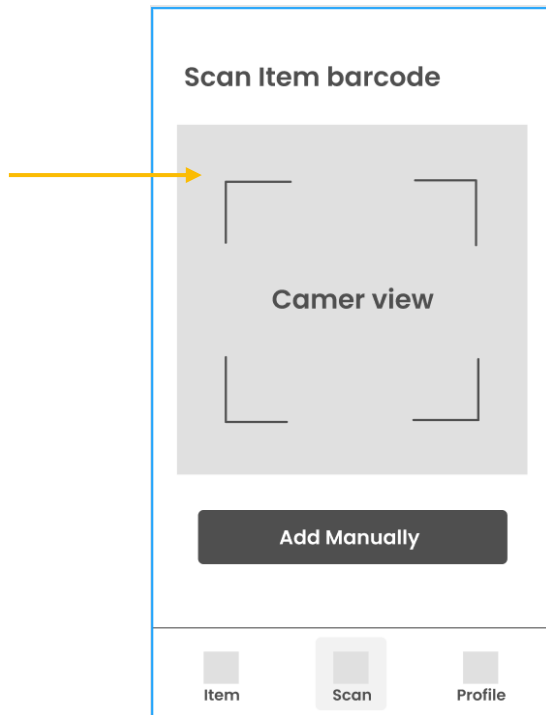


Alert user on expiry date

# Digital wireframes

Easy add item was the key user need to address in the design, App can scan the barcode quickly and add the item in an instant.

Easy add by scanning the barcode

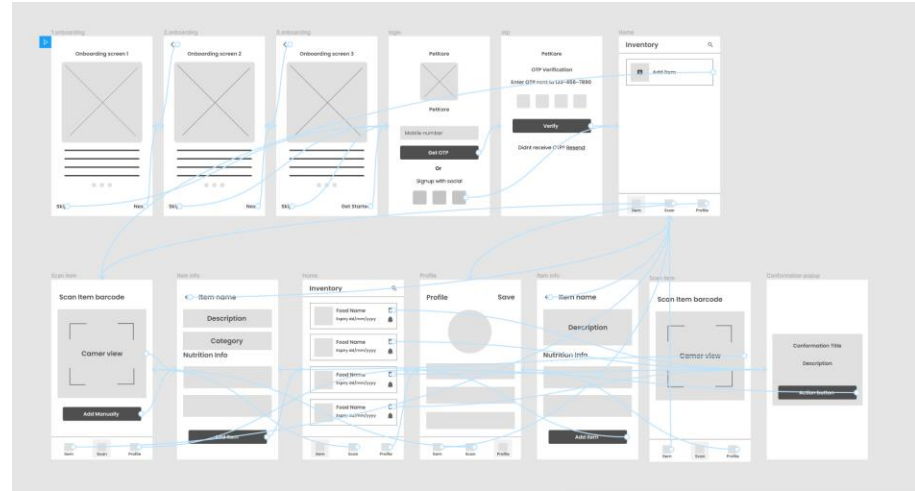


# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of adding item in the app, so the prototype could be used in a usability study with users.

View the Petkare app

[Low-fidelity prototype](#)



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the emockups needed refining.

## Round 1 findings

- 1 Users need a more intuitive way to add food items.
- 2 User need to view the nutrition information quickly.
- 3 Users need to add expiry date for the food product.

## Round 2 findings

- 1 Need to add flash option in the camera view
- 2 Insert manual option should contain an option to read text from images

## Refining the design

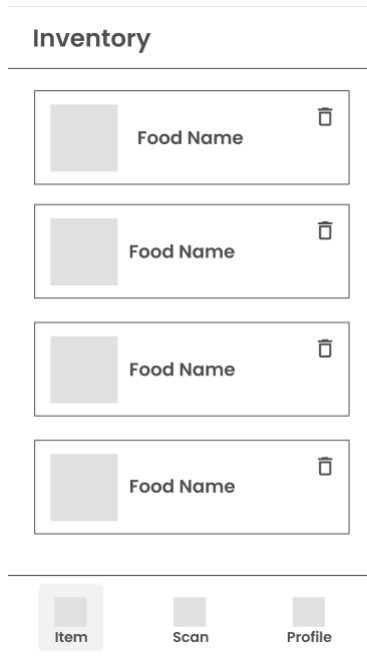
- Mockups
- High-fidelity prototype
- Accessibility



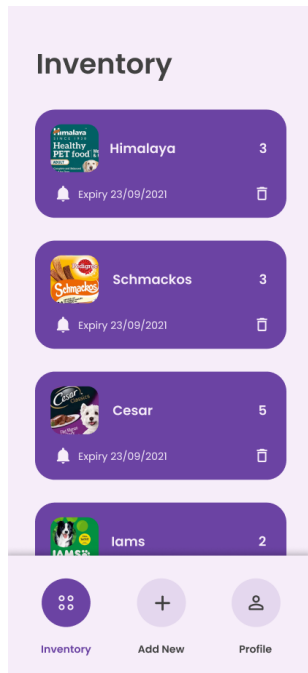
# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options

Before usability study



After usability study



# Mockups

The Second usability study revealed frustration with the scan item. To improve this flow I have added flash options and manual text input option as well.

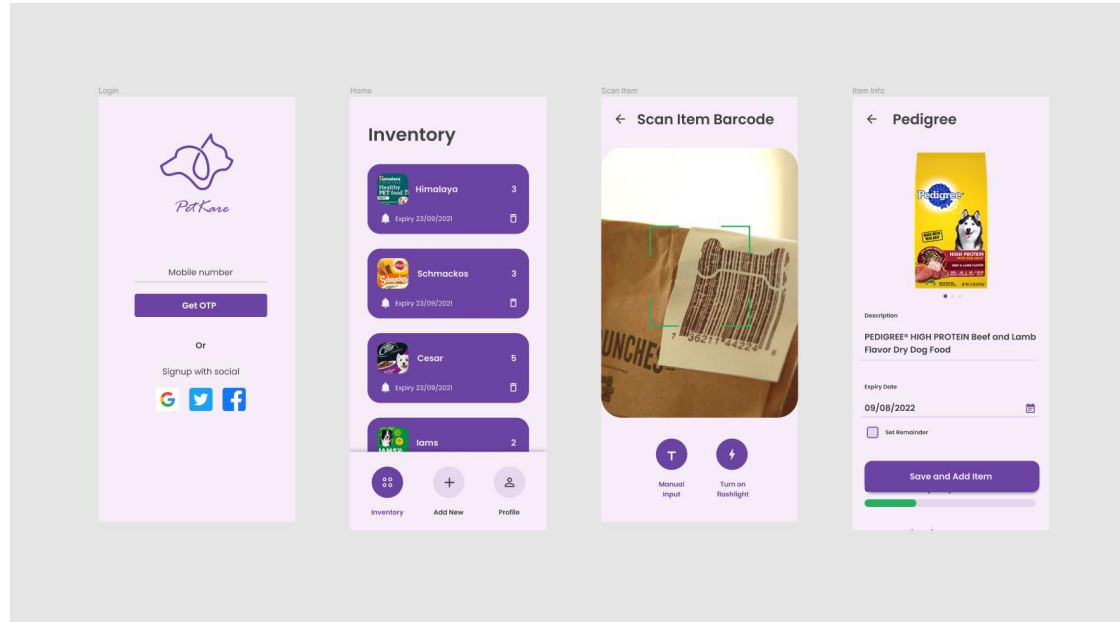
Before usability study



After usability study



# Mockups





# Accessibility considerations

1

Used Icons to make navigation easier

2

Included manual input with image recognition functionality to make the add item flow easier

3

Ingredients and nutrients facts are displayed in an easy to understand way

## Going forward

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- Takeaways
- Next steps

# Takeaways



## **Impact:**

This app is user centric and very intuitive for anyone to use.



## **What I learned:**

While working on this app, I understand that there is no right or wrong decision, we should create it based on the feedback and iteration.

# Next steps

1

Conduct another round of useability study to determine if all the users painpoints are addressed

2

Test the app after the developing the barcode scanner module as it is difficult to test using the mockup



# Let's connect!



Thank you for your time reviewing my work. If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!