

Puffy Paws Mobile App and Website

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Project overview



The product:

This project aims to design a mobile app and a website for adopting or protecting stray animals. Website design includes login features, stray animal pictures, and the location of stray animals on a map. In addition, volunteers' privacy is guaranteed.



Project duration:

24 May 2022 - 24 June 2022
(1 month)



Project overview



The problem:

When we see a stray dog, puppy, or kitten suffering from starvation and getting wet in the rain, it makes us all feel terribly sad and the thought of saving it crosses our minds. But we do not know how to save it. We don't know of any agencies or individuals willing to adopt stray dogs. I and my friends want to start a website that connects people who are willing to save stray animals to local animal shelters that provide free food and shelter for abandoned animals and people who would like to adopt them.



The goal:

To design a mobile app and a website that helps users to post a stray dog location and condition where willing agencies or individuals are happy to adopt or care for them.

Project overview



My role:

UI/UX Researcher / Designer



Responsibilities:

User research, wireframing, design and prototyping.

Understanding the user

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

User research: summary



I conducted moderated usability tests to better address the needs of my friends(NGO) and users. We provided users with prototypes of the original wireframe layouts and asked them to perform specific tasks. The insights gained from these sessions helped refine the website design and flow.

User research: pain points

1

No information

Some NGO mobile app and websites are lack in information about stray animals and rehome options.

2

Stray animal abuse

Some people do not know what to do when they see stray animal abuse or how to report it.

3

Uncomfortable situations

Many users want to save stray animals, but many do not feel comfortable volunteering because of their situations. Some users may be afraid of animals.

4


Forced to give away

Some websites allow only the organizations to post the animals for adoption. Due to various situations such as going abroad or not being able to take care of more puppies, many people are forced to give away their pets. But can't find people who desperately need puppies or kittens.

Persona: Ankita

Problem statement:

Ankita is a young woman who wants to save the stray animals. She wants to share the stray animals information and believes that other people who have similar beliefs can share the information on stray animals that need to be taken care of.



Ankita

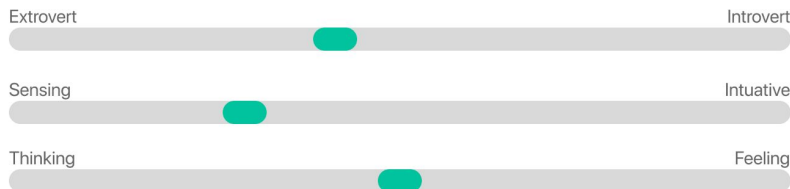
Age: 31
Education: Bachelor degree.
Hometown: Kerala, India
Family: Lives with mother & Pug
Occupation: Senior Accountant in BPO

"A website would be useful for sharing information about stray animals that need special care and those who are willing to adopt or take care of them"

ABOUT

Ankita is a 31-year-old senior accountant in a BPO company. She was living with her mother and a pug dog. Because of her high demanding job she was often busy. She loves her pug and nicely took care of him. She always feeds the stray dogs and cats near her house. But she always found sad about the other stray animals in the neighbour areas needs care. But she can't help them because of her busy schedule. She needed a solution for this situation. Website that allows you to upload photos of stray dogs and cats and their location. People forced to leave their pets on the streets because of their conditions can use the website to give their pets to people who wish to adopt them. The users' personal information should not be exposed when they file a complaint about animal abuse with evidence.

PERSONALITY



Goals

- Find people who are willing to take care of stray animals
- Save stray animals from starvation, accidents and animal abuse.

Frustrations

- Seeing a stray animal that needed help. Unfortunately, can't help them at the moment due to my job and other commitments. Having a guilty feeling since stray animals were not saved at the time.

Persona: Sruthi

Problem statement:

Sruthi is a college student and social activist. Sruthi feels heartbroken whenever she sees stray dogs suffering. Thus, she tries to help them as much as possible.



"I think it is great that there is a mobile app that helps stray dogs"

Sruthi is a college student and social activist. She lives with her parents. Sruthi feels heartbroken whenever she sees stray dogs suffering. Thus, she tries to help them as much as possible. She also wondered if there were any apps to share the suffering of the stray dogs and get some help from others.

PHONE USAGE

Social Networks



Messaging



Goals

- Utilize a social network app to find like-minded people to help stray animals.
- Make sure stray animals are not starved, injured, or abused.

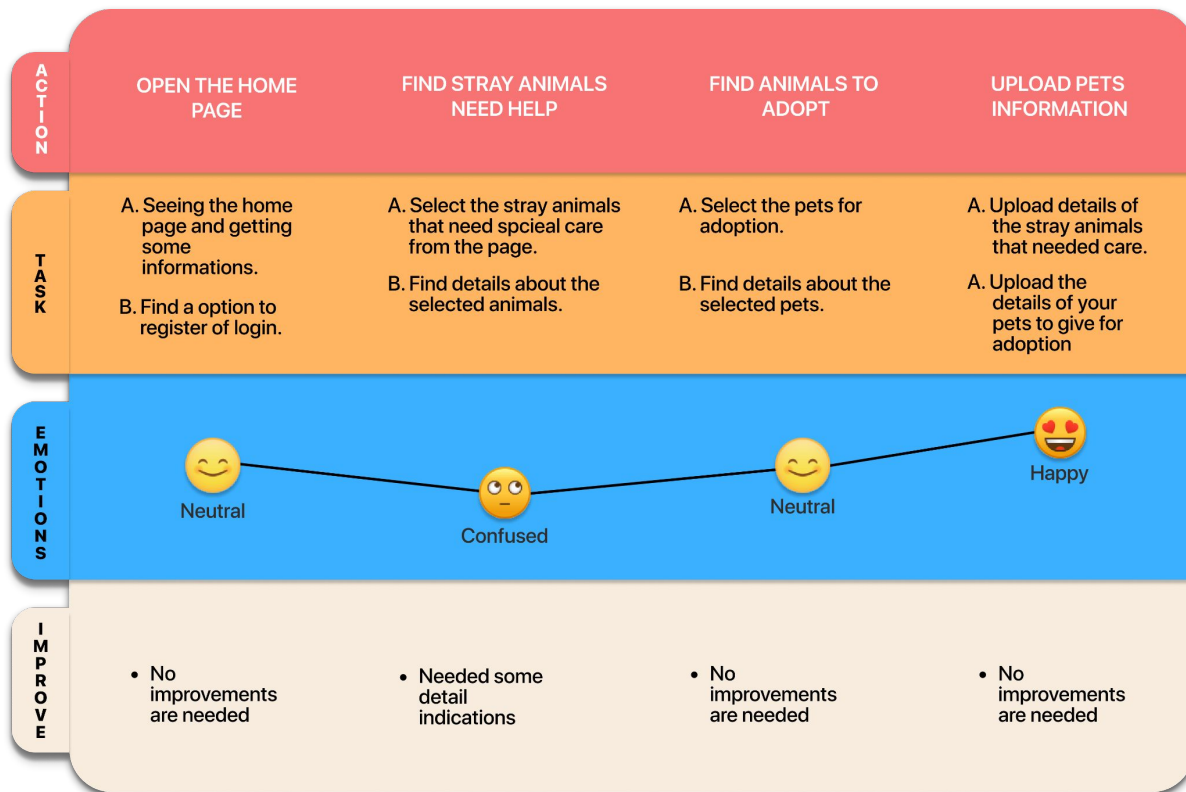
Pain Points

- Currently, there is no social networking app designed specifically for stray animals.

User journey map

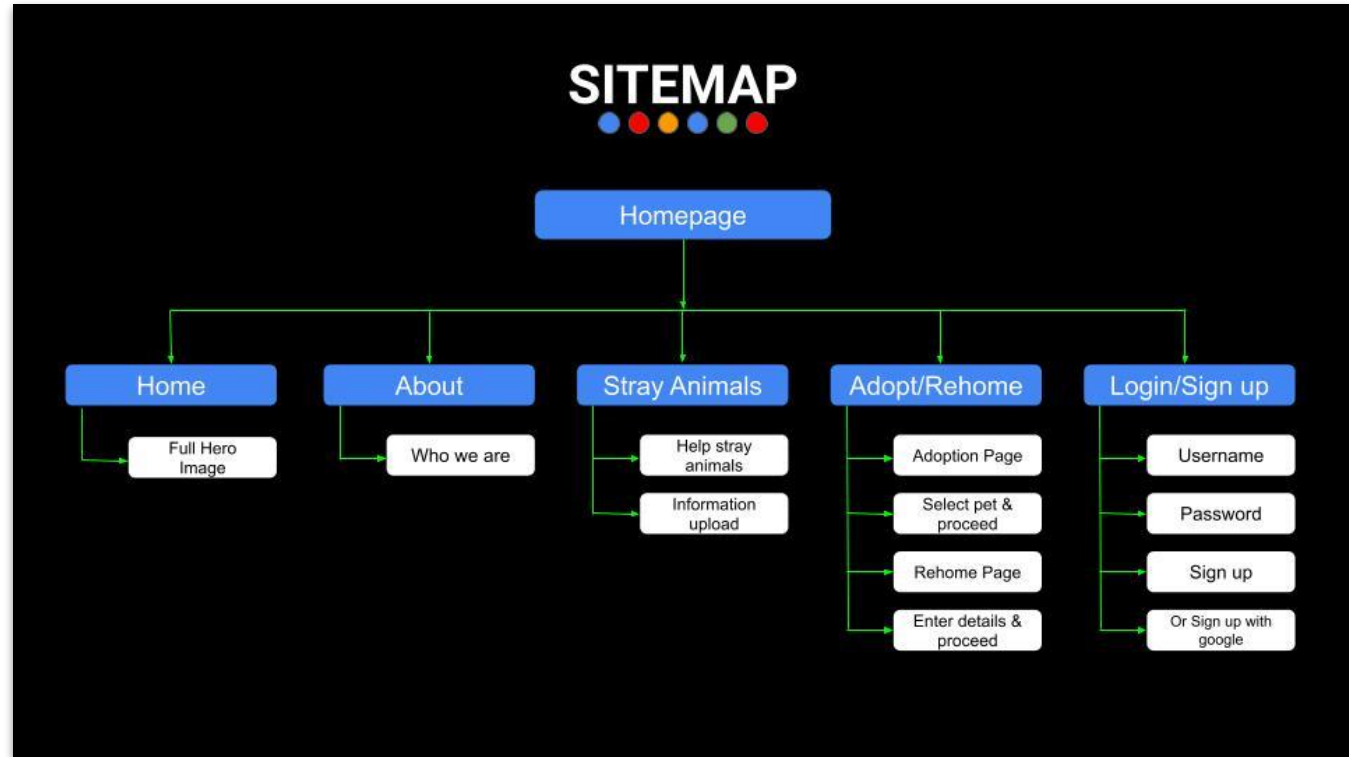
Website

While creating the design, I wanted it to be easily accessible and easy to use. Some feedback was gathered, and it will influence my future designs.



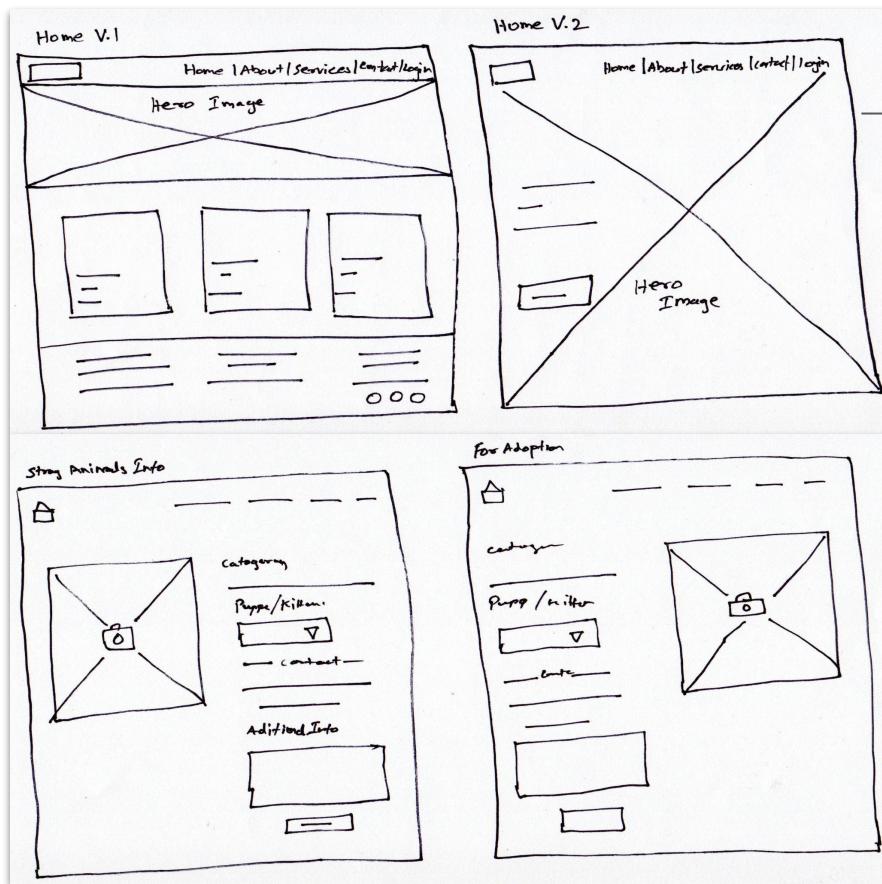
Sitemap

It made the design process easier and more organized. In the present design, some changes have been made.



Paper wireframes For Website

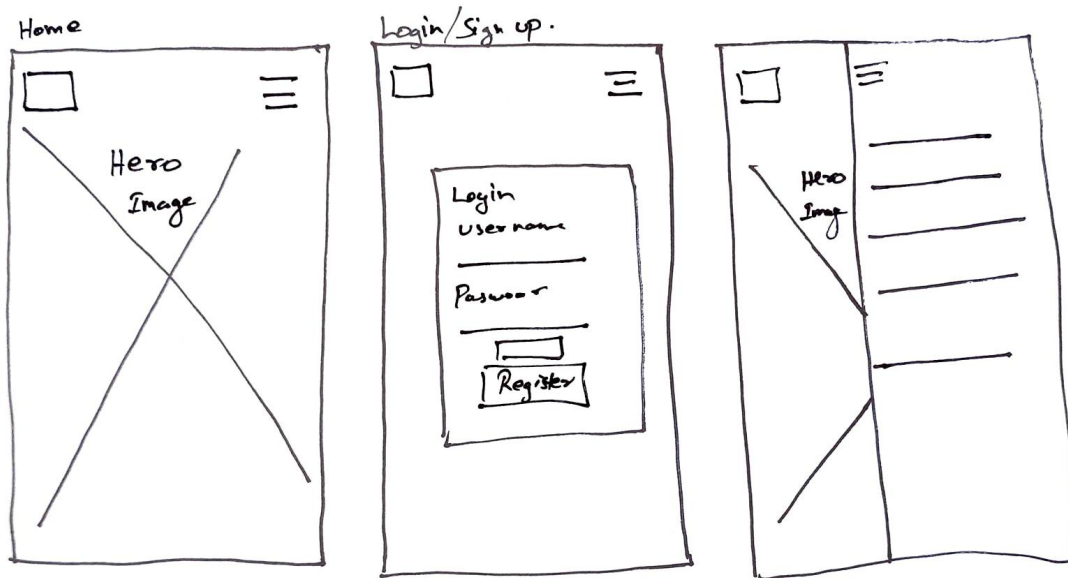
The initial concept was developed using paper wireframes to experiment with the layout and component composition.



This version of homepage is selected

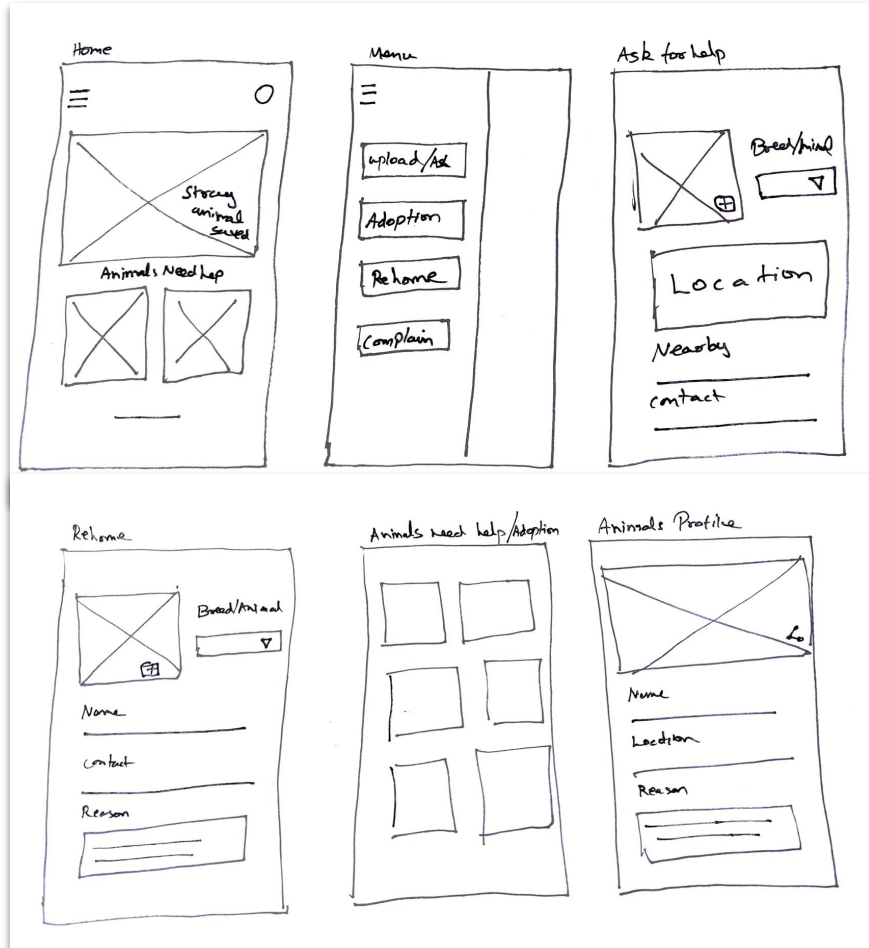
Paper wireframes screen size variations

In order to optimize the content for smaller screens, the original desktop wireframes had to be adapted to have a responsive design.



Paper wireframes for Mobile App Version

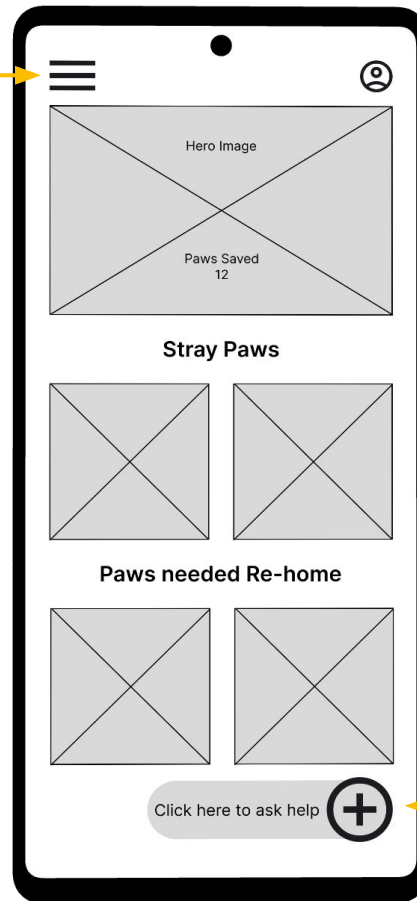
In order to optimize the content for the mobile app version, a new design was sketched and elements that made it into digital wireframes were chosen to address user pain points.



Digital wireframes Mobile App

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

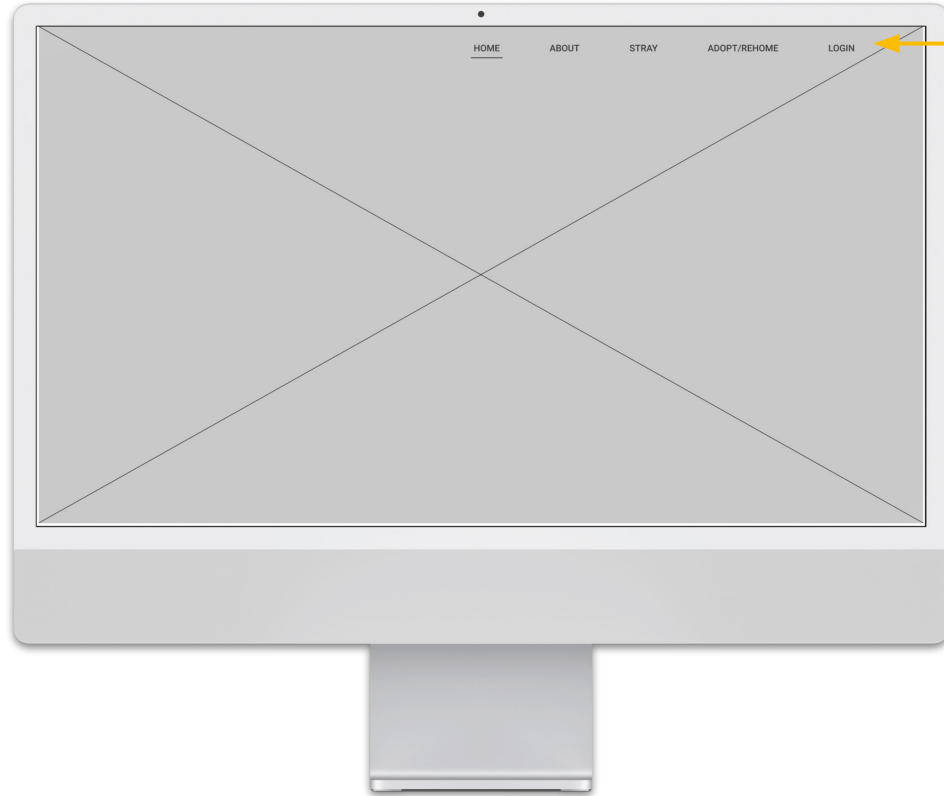
Hamburger menu for settings and to complain option



You can add information about stray dogs and for rehome

Digital wireframes Website Version.

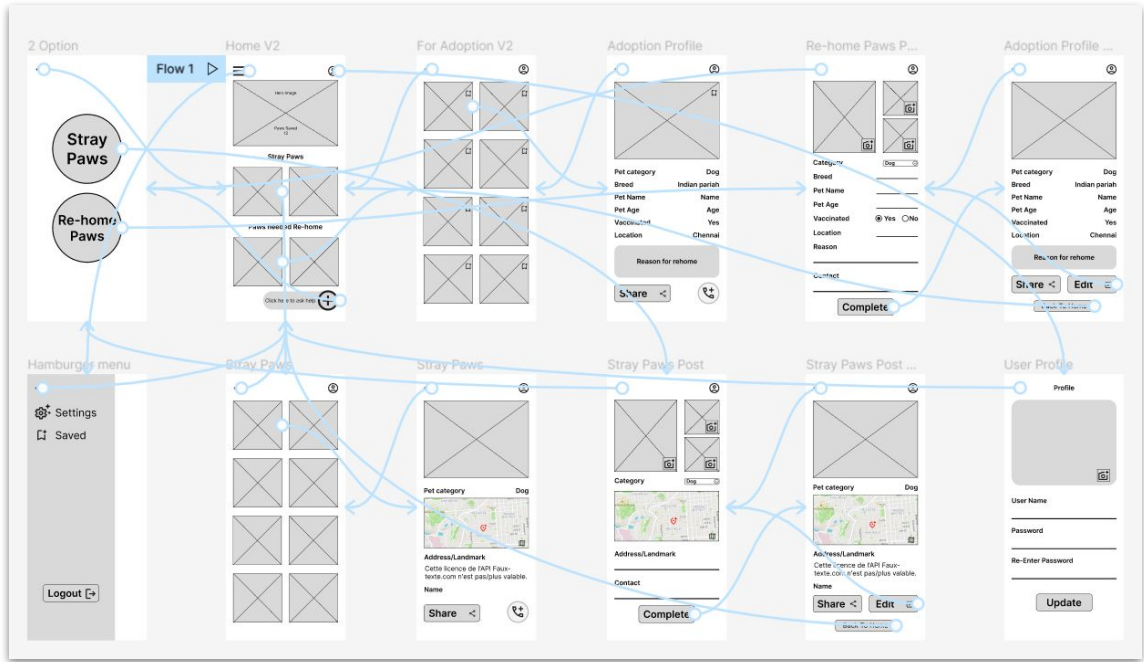
After ideating and drafting some paper wireframes, I created the initial designs for the puffy paws website. Each section has its own dedicated page for the users convenience and my goal is to make sure users can access the home page from any page they are on.



Each section has its own dedicated page.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a 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 mockups needed refining.

Round 1 findings

- 1 In order to help stray animals, users want to take pictures and upload their information quickly.
- 2 users are missing favorite options in the pet adopting profile
- 3 Also, users need a way to complain about animal abuse

Round 2 findings

- 1 Users should be better informed about the uploading options, it should be easy.
- 2 Pet adoption profile pages should offer favorite options
- 3 Allowing users to upload two or more photos for their pets in their re-home profiles.

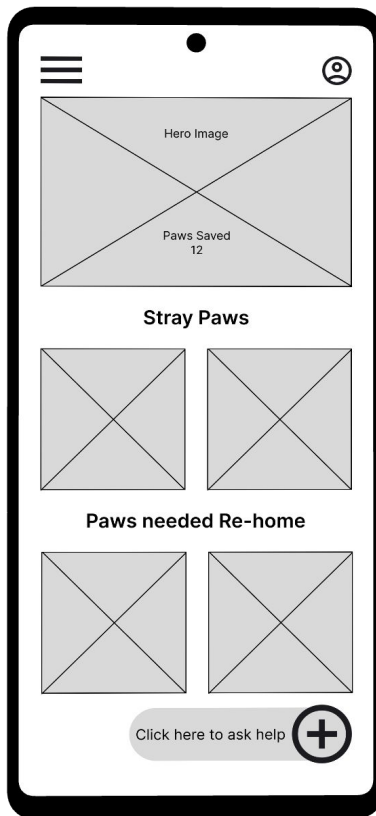
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

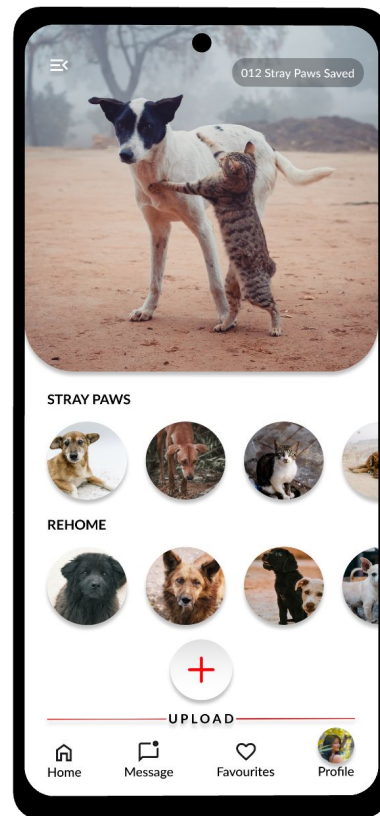
Mockups

Based on the insights from the usability studies, I added useful additional options to users like message and favourites so user can access.

Before usability study



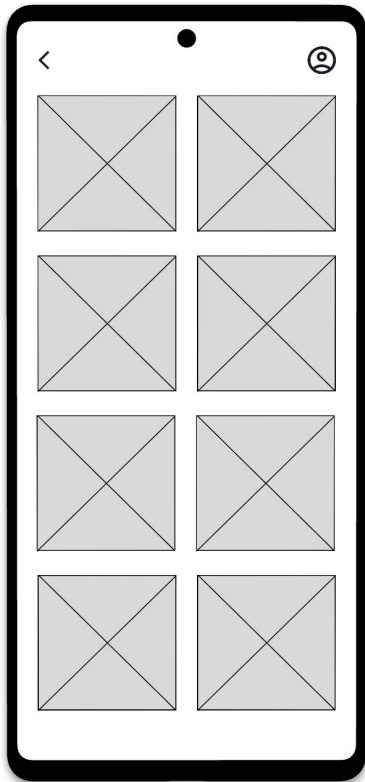
After usability study



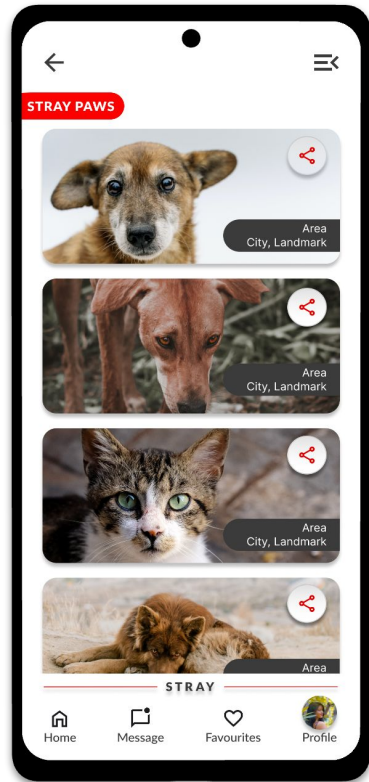
Mockups

Additional design changes included after usability study. From any page, users can access their home page, messaging page, favorites page, and profile page.

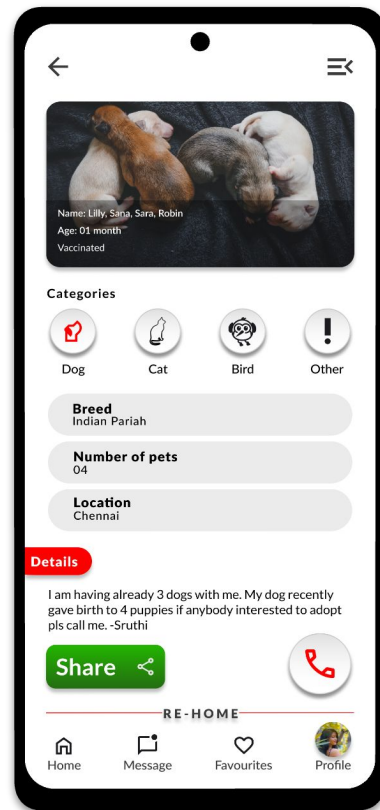
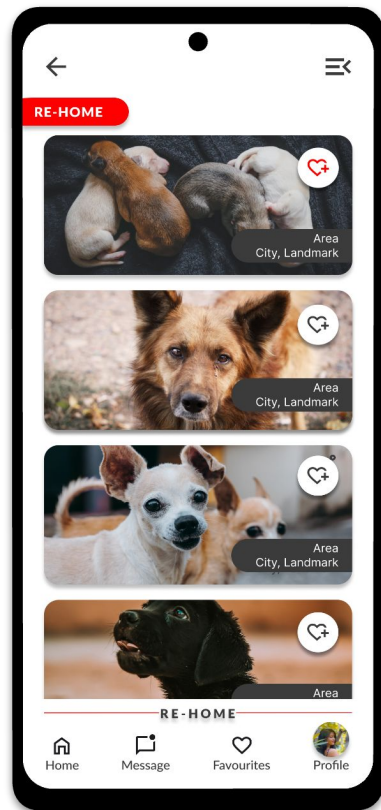
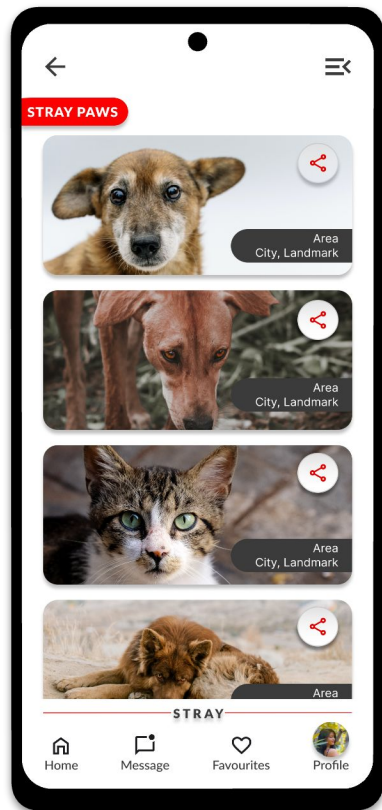
Before usability study



After usability study



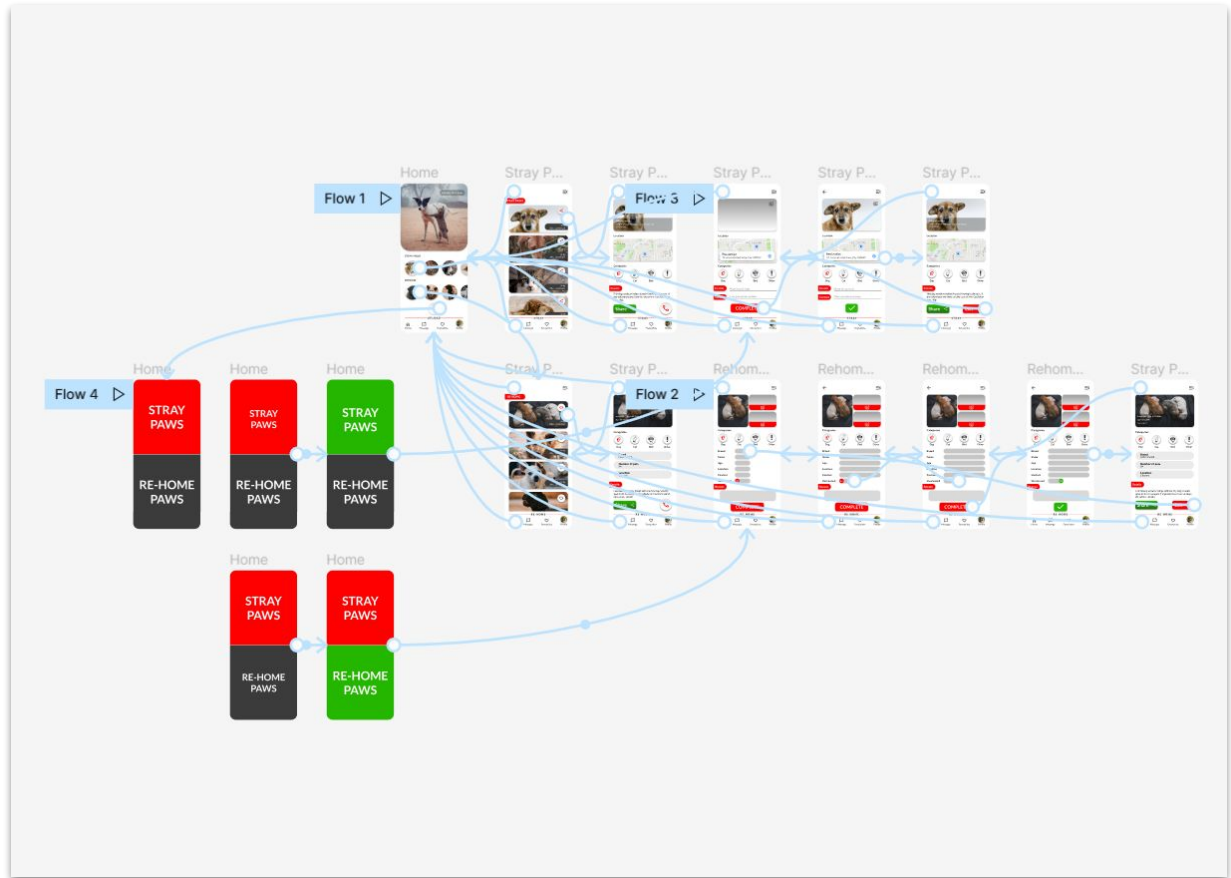
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Puffy paws [high-fidelity](#) prototype



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the main selection screen to upload the informations about help animals needed help.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

User shared that the app was made easy to share the informations about the stray dogs sufferings to the people who are desperately willing to take care of them. Many people have a good heart. It's only expose in the action. One Quote of an user "I feel very sad when i see the sufferings of the animals in the streets but because of my situation i can't take care of them, it made me guilty. But this idea of the puffy paws app made me feel good, because i can help them now by sharing the information about paws needed help to the world".



What I learned:

Designing an app for a social cause is too emotional and too big a task. Understanding the users' pain is incredibly valuable to me. During this process of creating an app, there is also another task, which is to save the animals. Thus, I focused on each step of the design process while aligning with user needs in order to create both useful and feasible solutions.

Next steps

1

Conduct research on how successful the app is in reaching the goal to save the stray animals.

2

Add more educational resources for users to learn about how to save an injured animals (first-aid), where to complain about animal abuse, and adding the locations of veterinary hospital near the users location.

Let's connect!



Thank you for your time reviewing my work on the
Puffy Paws app!