indago

Mobile App & Physical Product

This project aims to solve the problem of dog owners needing reliable assistance in caring for their dogs, particularly through enhancing the connection and trust between owners and pet sitters.

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Design Brief

Since the project's theme was interdependence, we initially focused on the relationship between pet owners and pet sitters. Our plan was to speak with both groups to identify potential issues they face.

After receiving feedback, we decided to narrow our target audience to focus only on owners, specifically dog owners, rather than all pet owners. This approach aimed to make the product more appealing to a specific group, rather than trying to cater to everyone.

Our final target audience was dog owners aged 25–50 in the Stockholm area who need help caring for their dogs.

Research Methods

Literature Review

Analysis of latest articles on pet sitting topics that influenced the direction or our workflow.

Interviews

We interviewed dog owners to understand their routines, benefits, and challenges, with prior consent.
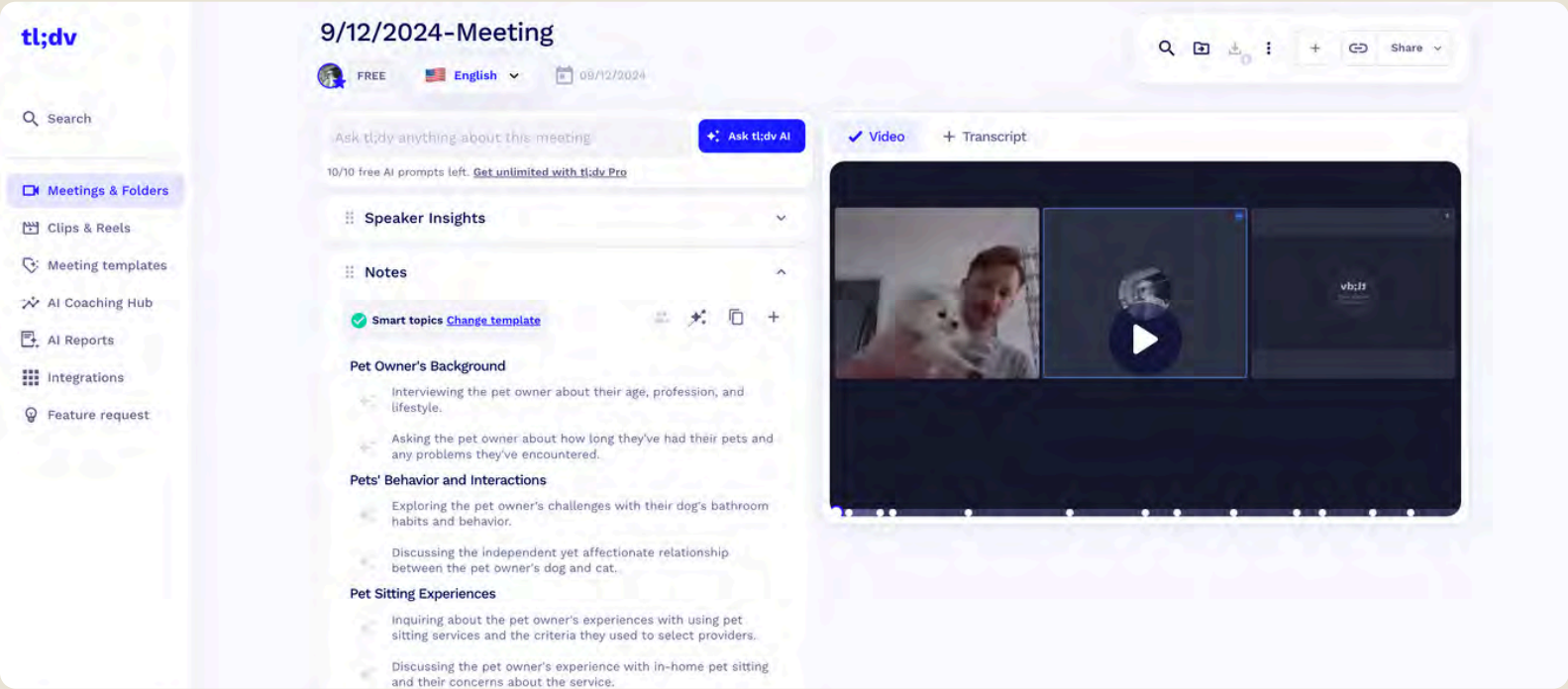
Competitive Analysis:

We analyzed pet care apps to identify gaps and user complaints, uncovering opportunities for innovation and validating our findings.
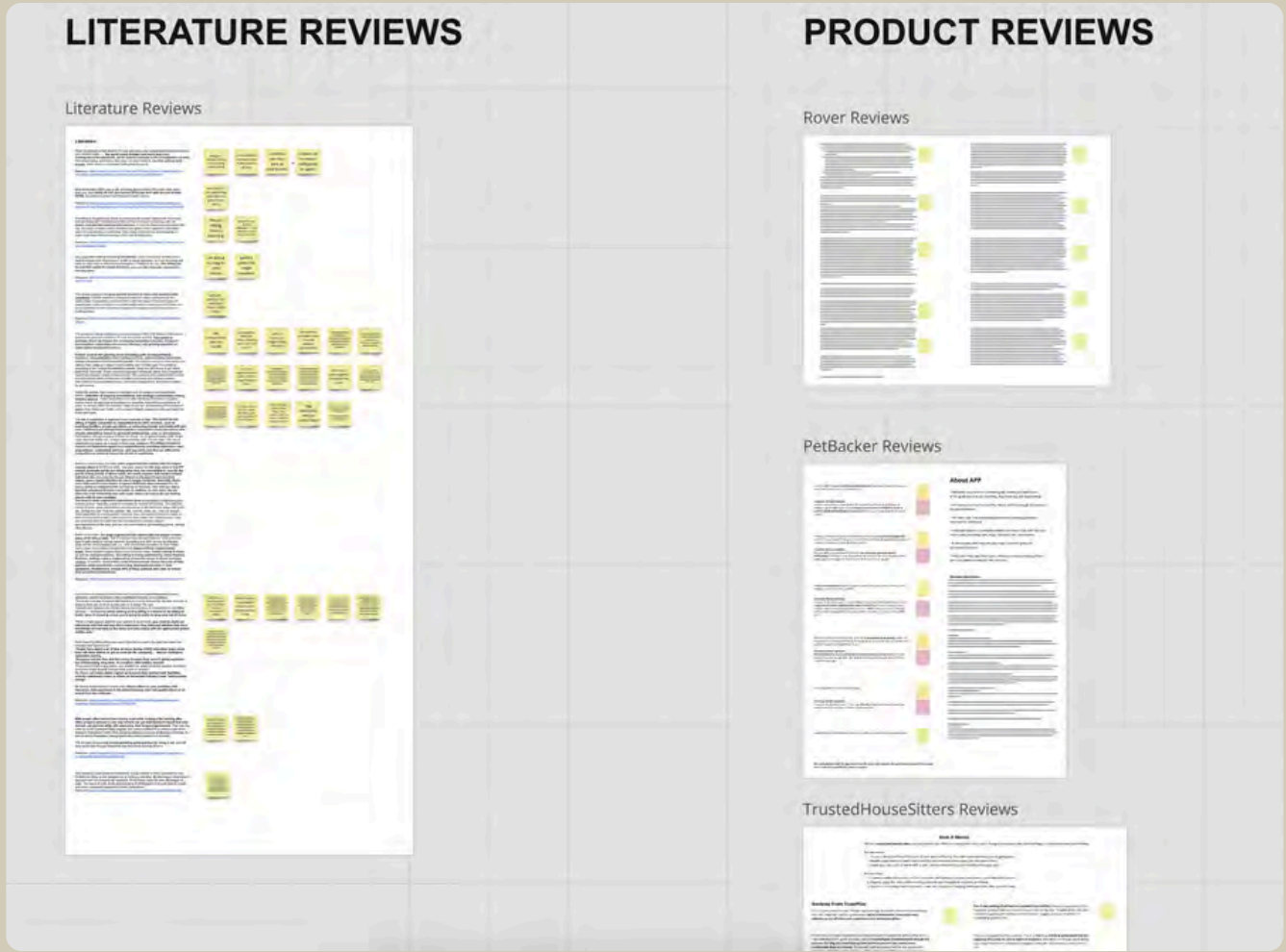
User Interviews

We conducted interviews with four dog owners to gain deeper insights into the problem. Using a set of prepared questions in a Google Doc, we facilitated open and honest conversations to explore the benefits and challenges of their daily routines with their dogs.

The interviews were recorded and summarized using the AI tool "tl;dv," ensuring we captured all key points. Additionally, each participant signed a consent form prior to the interview.

Product & Literature Reviews

Through product and literature reviews, we gained a broader understanding of the challenges, trends, and latest research on pet ownership and pet sitting. This also helped us identify gaps in existing apps and better understand what truly matters to users of pet sitting platforms.
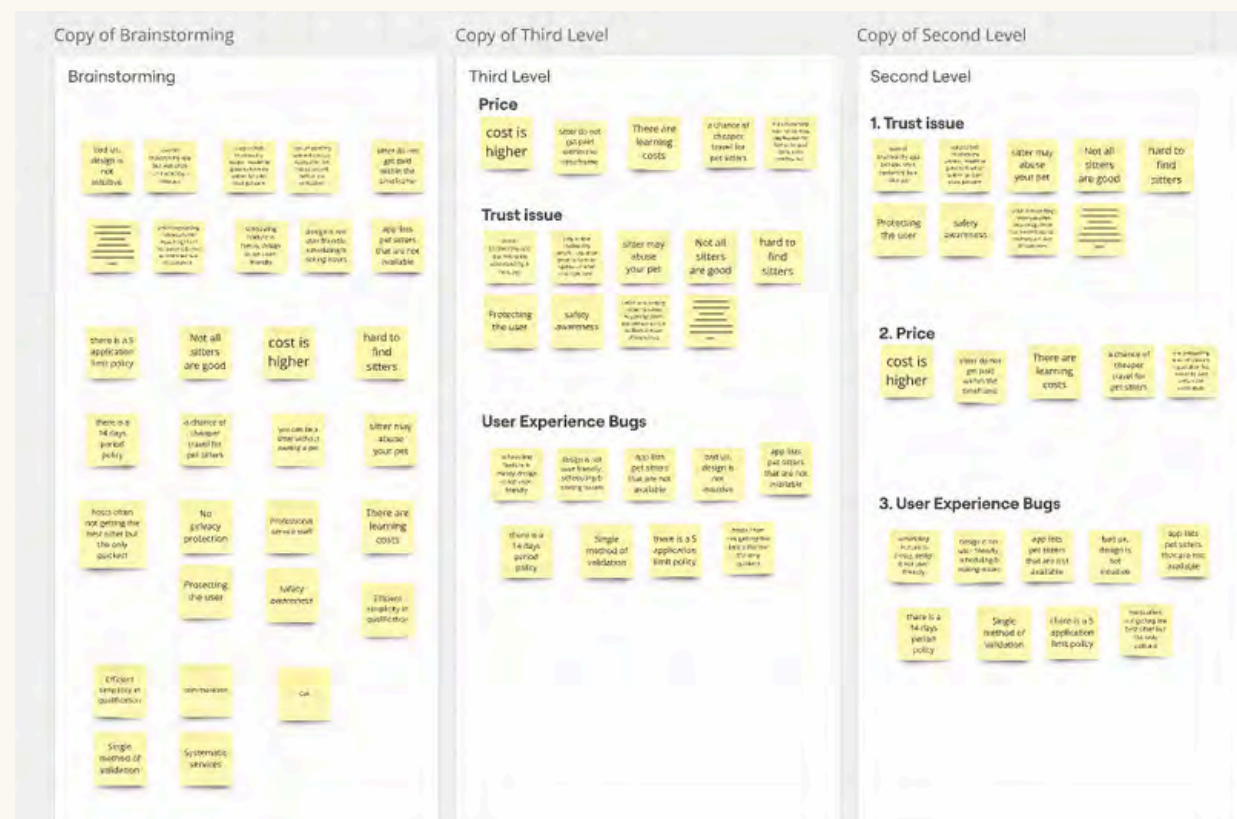
Affinity Diagramming

This method was applied to analyze the data we have collected from user interviews as well as from product and literature reviews. After we went through the process of diagramming, we found out the top level problems are familiarity and pet sitter evaluation, trust issues and the location of the sitter.

Key Findings

Many dog owners struggle to always be there for their pets due to work, travel or other reasons. When they are not available they are in need of reliable solutions to ensure that the dogs get taken care of. Dogs are demanding creatures and require play, food and walks. Not only that but they are also very social animals and often get anxious when they are alone.

Dog Owners' Needs:

Owners want real-time monitoring of their dog's location and status.	**Safety is a priority**
Regular outdoor activity is a must	**Requires supervision**
A regular diet makes the dog feel secure	**Emotional stability**

User Personas

We created two user personas: Klara, a 47-year-old businesswoman, and Jack, a 28-year-old professional musician. These personas helped us gain a deeper understanding of the remaining challenges by fostering empathy for the people we were designing for.
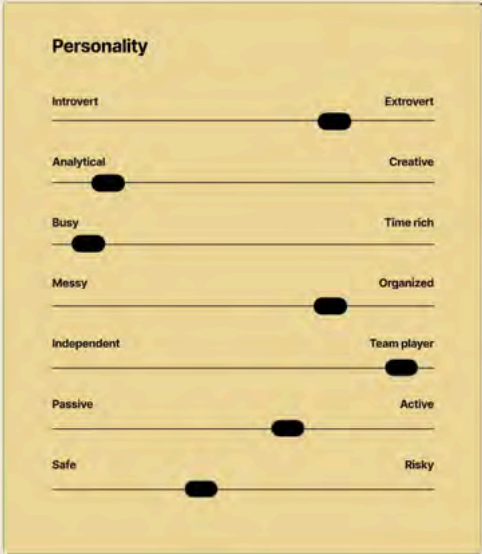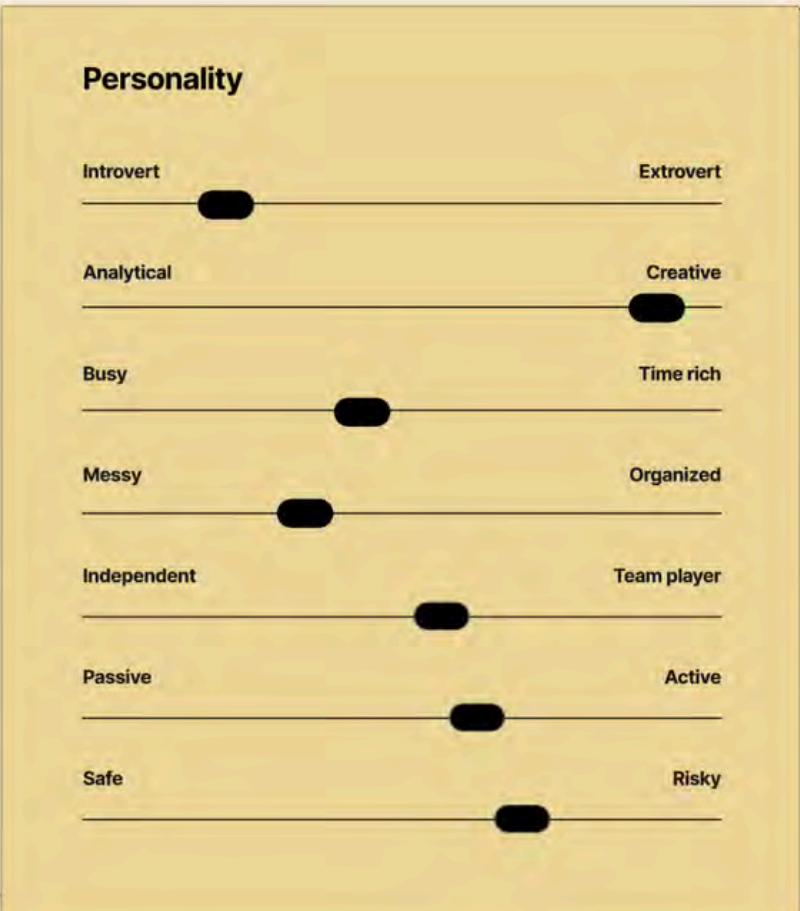

Persona 1

Klara
"Business Lady"

- 47 y/o
- Company Manager
- Suburban Stockholm
- Master's Degree in Economics
- Married, has a daughter

Klara's Bio

Klara is a 47-year-old marketing executive living in a suburban area just outside of Stockholm. She is career-focused and spends long hours at work, often traveling for business meetings. Despite her hectic schedule, Klara is deeply attached to her energetic Golden Retriever, Max. Max is her companion at home, helping her unwind after stressful days. However, her demanding job means she often struggles to find enough time to give Max the attention and exercise he needs.

Her Story

"I value being part of a community, but my job keeps me from socializing as much as I'd like. I make it a point to take my dog Max for a run in the nearby park at least once a day. Max is quite energetic, so I've always wanted to find a way to give him some extra attention while I'm at work. Since I work full-time, I don't have the luxury of time to explore pet sitting options available in the market. I usually rely on my best friend to look after Max when needed, but she's not always available, which sometimes hinders my ability to attend important business meetings. Ideally, I would love to form stronger connections with the people around me, especially other trustable pet lovers, so we can support each other when we have free time."

Personality

Introvert — Extrovert
Analytical — Creative
Busy — Time rich
Messy — Organized
Independent — Team player
Passive — Active
Safe — Risky

Persona 2

Jack
"Professional Musician"

- 28 y/o
- Musician
- Central Stockholm
- Bachelor's Degree in Law
- Single

Jack's Bio

Jack is a 28-year-old bassist living in the heart of Stockholm. He plays in a local indie band, performing regularly at venues across the city and sometimes touring with his group. Music is his passion, and he's dedicated to his craft, often spending late nights at rehearsals or gigs. His apartment is in a vibrant, artsy neighborhood where he enjoys the energy of the city.
Jack lives alone with his lively Border Collie, Luna. Being a single musician with an unpredictable schedule, Jack sometimes finds it hard to balance his love for Luna with the demands of his career. Luna is high-energy, always needing walks, playtime, and mental
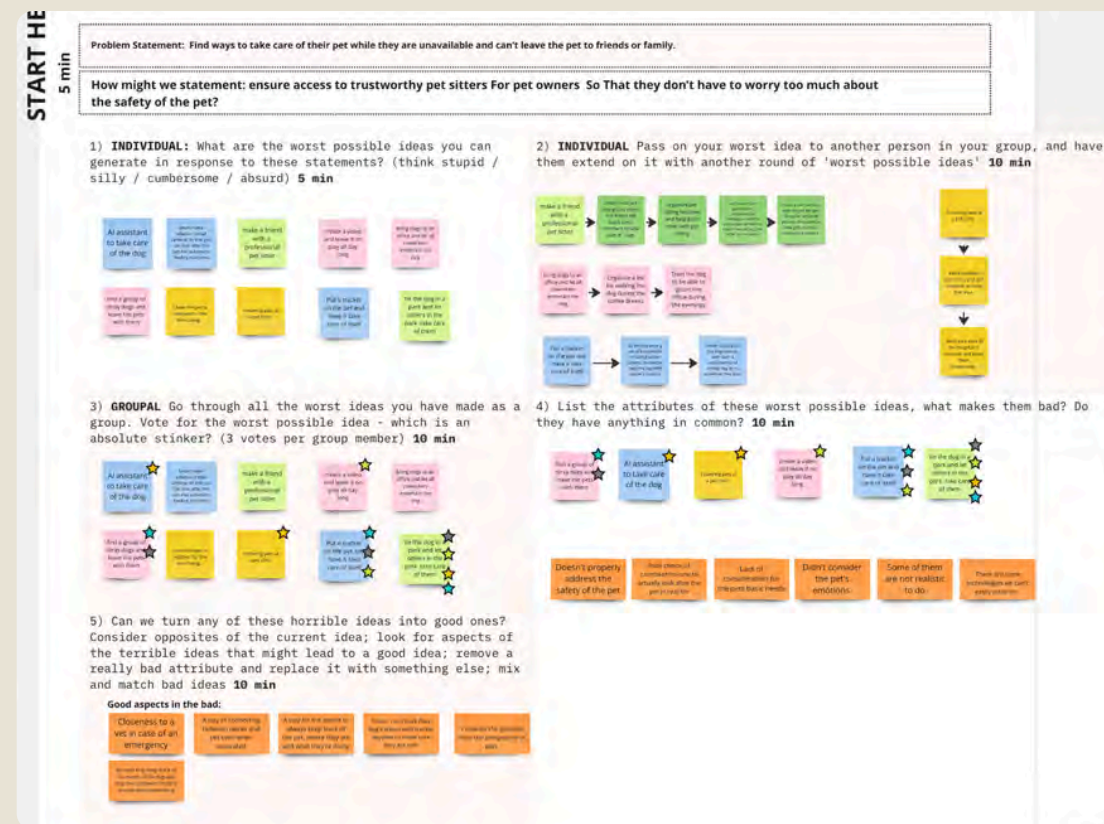
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POV & HMW

Since we had to narrow down the pain points at the end of the Define phase, the problem definition was "How might we ensure the safety for pets during sitting for pet owners so that they can feel comfortable with leaving their pet to others?". You can also see our Point of View on the image attached.

Worst Possible Idea

For us the Develop phase began with the "Worst Possible Ideas" workshop. This exercise sparked several creative solutions for the pain points identified during the Define phase. This exercise ended up being pretty useful for us as we took inspiration from some of the positive aspects of the terrible ideas in order to form our final idea that we ended up using.
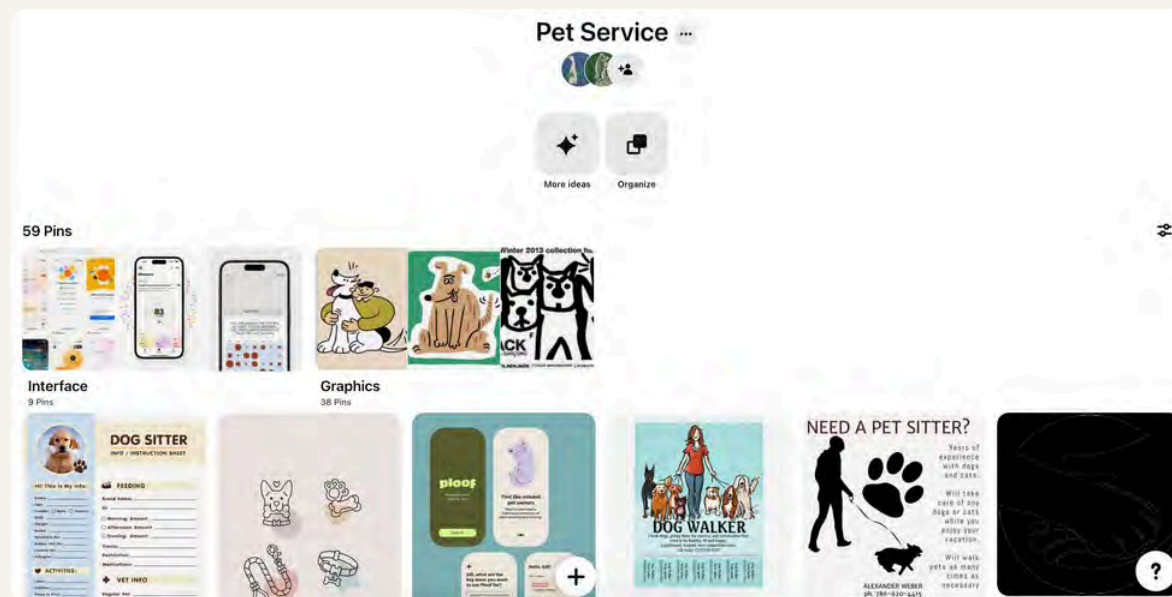
Mind Mapping

We further explored potential solutions and essential app features using the Mind Mapping method.
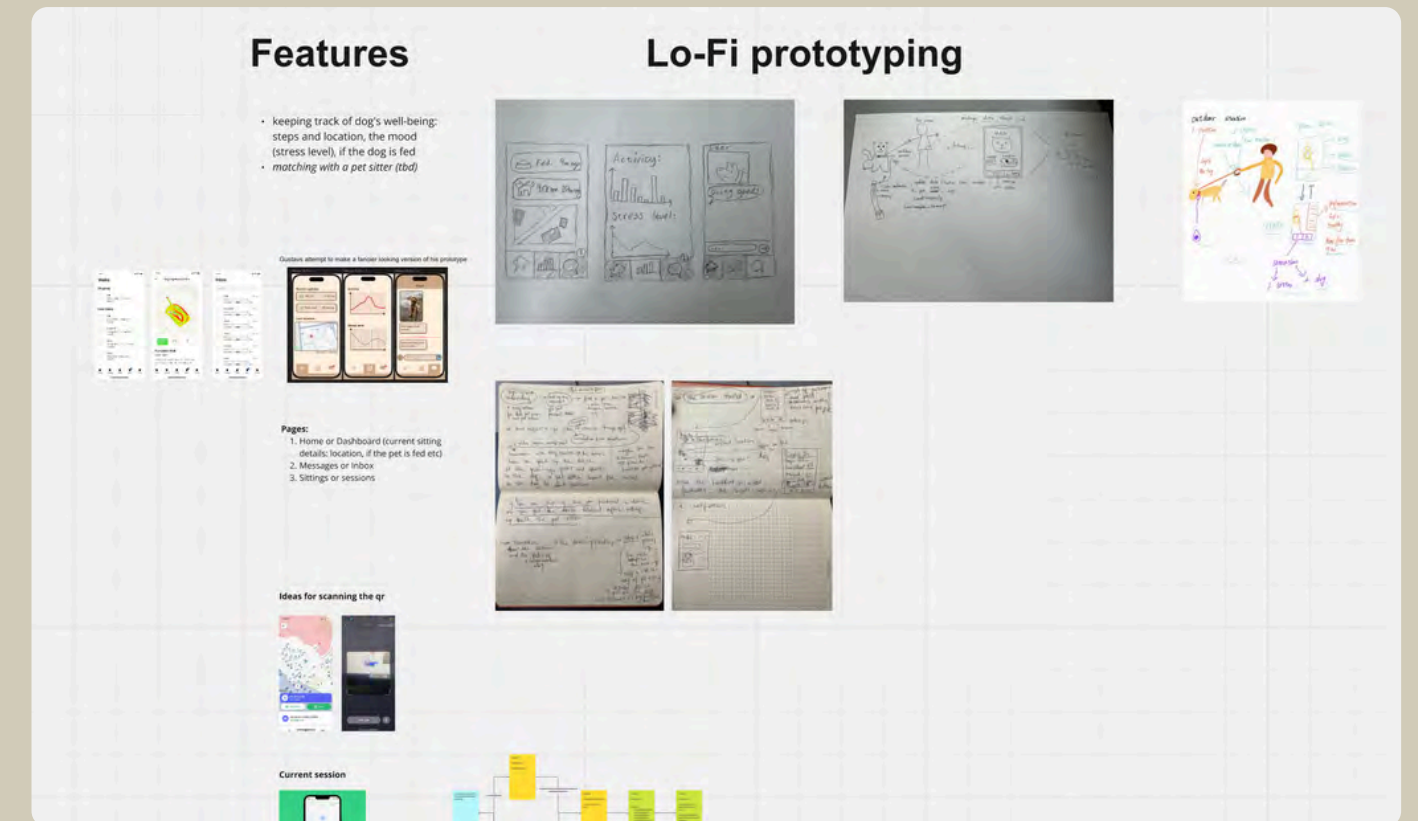

Moodboard

To better understand the mood and overall vibe we wanted for our product, we created a moodboard on Pinterest.
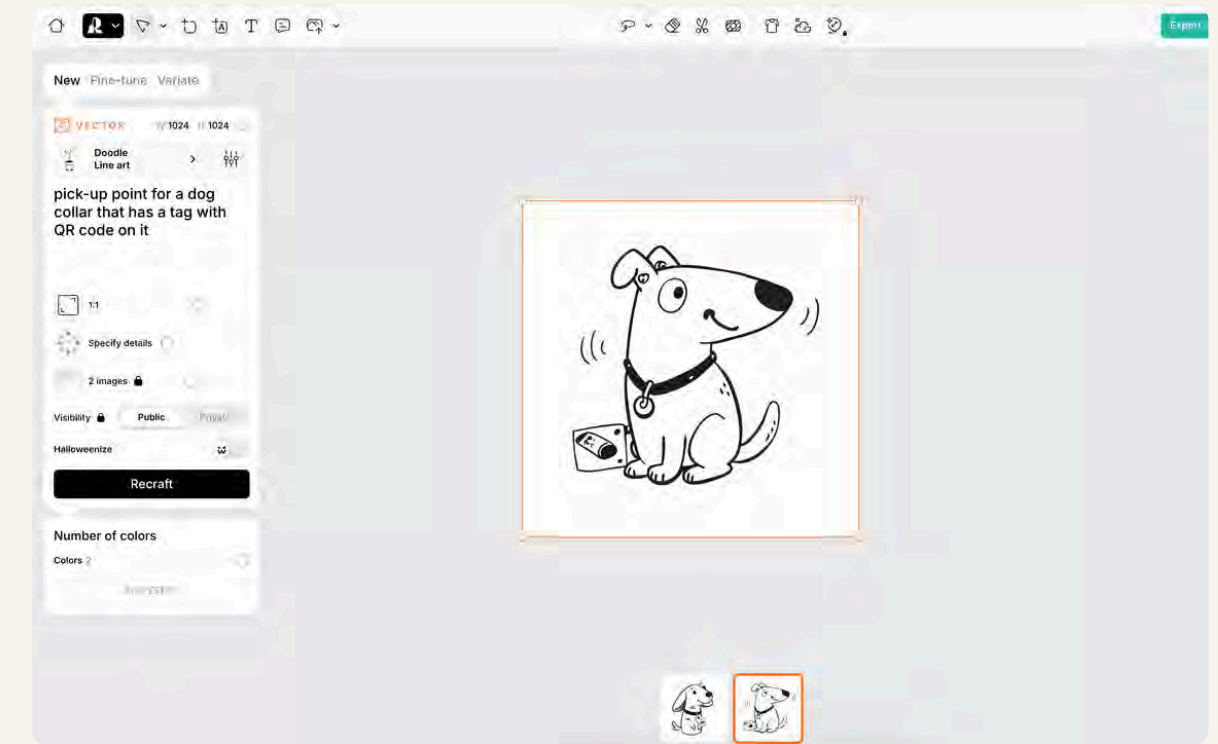
App Features & Sketching

According to the main problem, the features of this project would be: firstly, keeping track of dog's well-being – steps, location, and updates of pet's activities. Secondly, there is a feature that dog owners could match with a pet sitter they like.

After drafting the initial features, we began parallel sketching, which eventually led to the creation of low-fidelity wireframes.
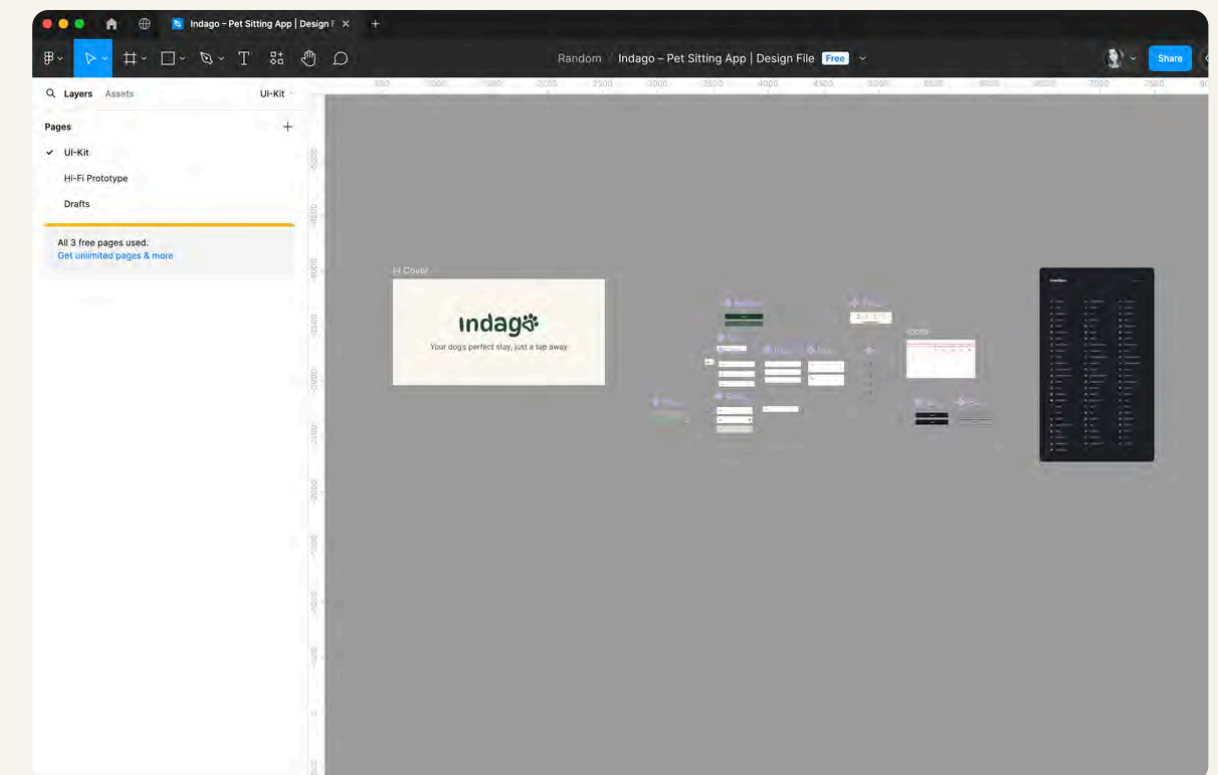
Illustrations

Once the low-fidelity wireframes were complete, we focused on the finer details, choosing a color system, typography, and generating illustrations using the AI tool Recraft. We decided to use Gelasio font for the headings and Inter for the body text.

UI-Kit

These elements came together to form a small UI kit, which we applied consistently across the designs and later used to create the high-fidelity prototypes.

Typography

To improve readability and user experience, we ensure that users can easily read and understand information when using the interface. We enhance design consistency, making the interface look more professional, neat, and user-friendly. Additionally, the use of widely accepted font formats maintains a consistent appearance across operating systems and devices, preventing mismatched fonts that could detract from the visual impact.

TYPEFACE
Inter

TYPEFACE
Gelasio

ALPHABET Inter

Aa	Bb	Cc	Dd
Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp

ALPHABET Gelasio

Aa	Bb	Cc	Dd
Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp

Lorem Ipsum

NUMERIC & SYMBOLS
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( )

Brand Color

#FBF8F0 creates a warm and comfortable atmosphere, enhancing the clarity of the interface and making the text easy to read.

#758778 introduces a soothing, earthy tone that complements the design and fosters a sense of calm.

#1B3C28 evokes associations with nature, conveys reliability, and enhances user trust.

#FBF8F0   PRIMARY

#1B3C28   SECONDARY

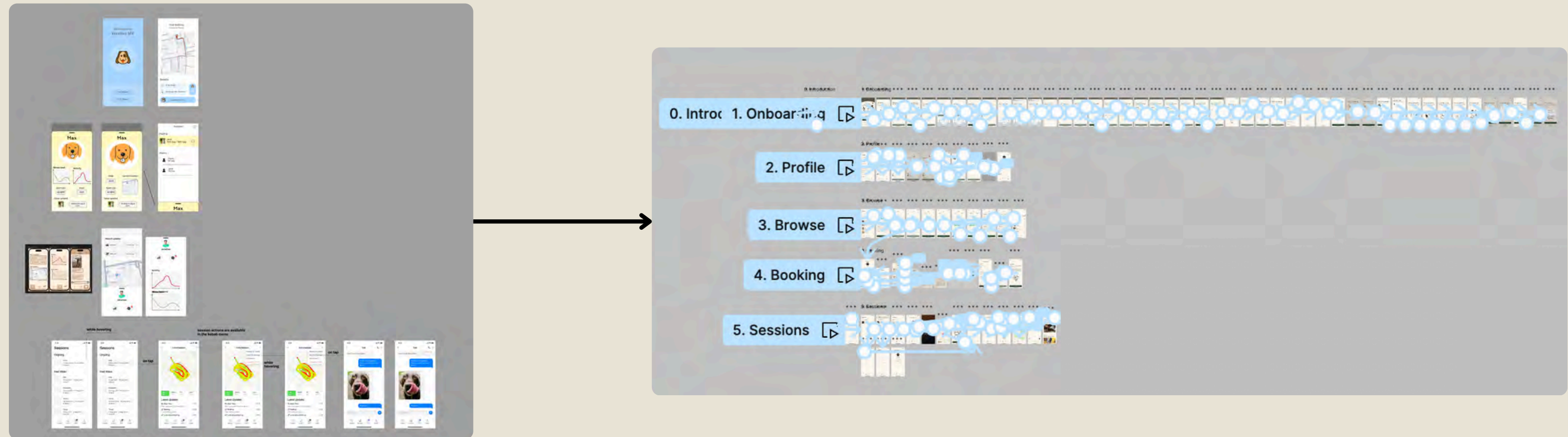#758778   TERTIARY

Physical Collar and The Wizard of Oz

Indago consists of two parts, an app and a physical collar consisting of sensors. This takes inspiration from an existing product called Wandant which is a pedometer for dogs that can measure their activity and stress level based on vibrations and heat in the neck area. Our concept was that we could do something similar to keep track of the dogs well being even when not being in its proximity.

As this was a large project and designing the app alone was quite an undertaking we decided to simulate the collar through The Wizard of Oz method where we just assume that we have the technology up and working. That way we could focus on just developing the application and making sure it is the highest possible quality it can be.
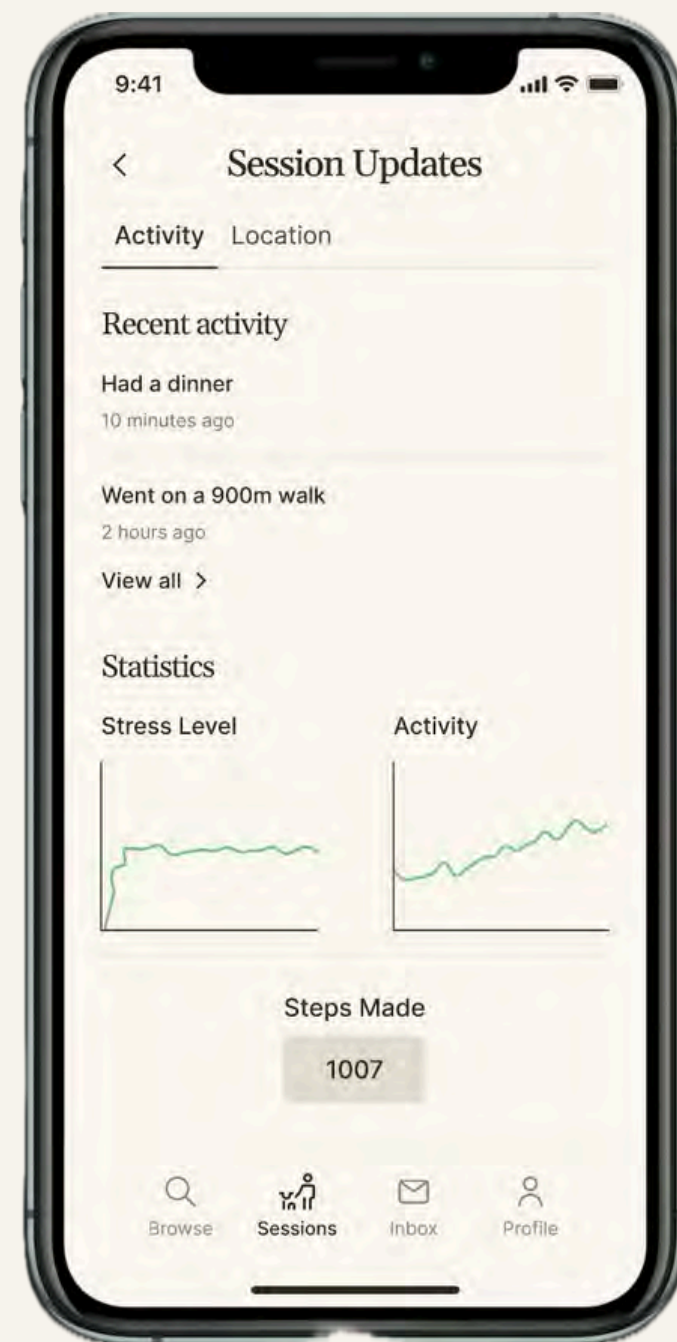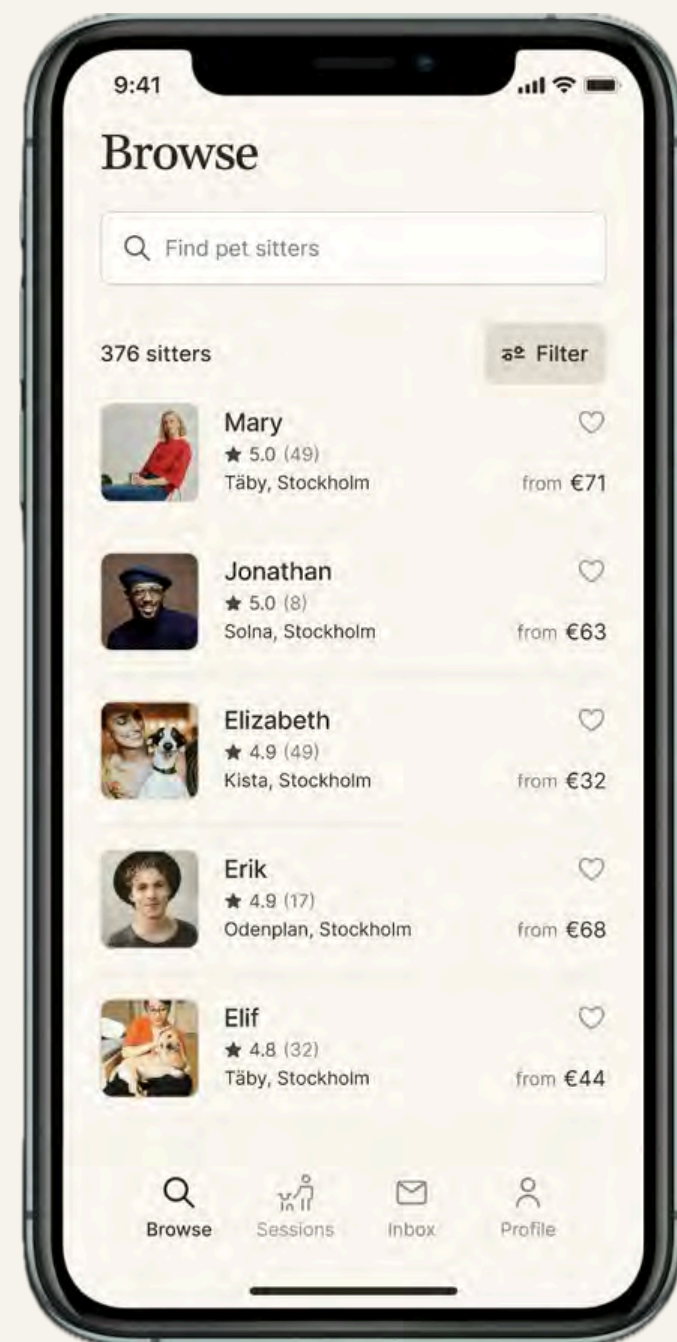
Lo-Fi to Hi-Fi

In the deliver phase, we polished our rough low-fi prototype in order to make it high-fidelity in terms of consistentance UI design, making them interactable. We have created several flows in figma to show the features of our dog sitting app, which includes the core features – browse, booking dog sitters via the app, and check your ongoing and upcoming sessions in sessions page. Besides that, the flows of onboarding and editing a dog owner's profile are also included.

Hi-Fi Prototype

The final design that we ended up settling on was one that functions similarly to existing pet sitting apps, that help you find a suitable pet sitter, but focuses more on the safety aspect. In order to achieve this it incorporates a physical collar with sensors attached to keep track of the dogs location, stress level and activity. This takes inspiration from an existing product called Wandant which is a pedometer for dogs that can measure their activity and stress level based on vibrations and heat in the neck area.

Visualization

In terms of the visuals we wanted it to look professional but at the same time have a bit of playfulness to it. We therefore went for a bit of an wamer color palette for the app. We also used a bunch of drawings that were supposed to look a bit cutesy. We felt this would fit the pet theme of the app and give the user reassurance that their pet is going to have a good time.

User Testing

The results of the user testing was largely positive. Users did not run into any big problems with using the app and managed to figure out the function of the different buttons relatively quickly. There was no confusion in terms of how they were supposed to interact with the diffetent elements, for instance they did not try to press a button that was supposed to be slid or vice versa. In the few parts where there were a bit of uncertainty we tried to address that by improving the visibility.