

Sit Happens App Design

Abby Benjamin

Project overview



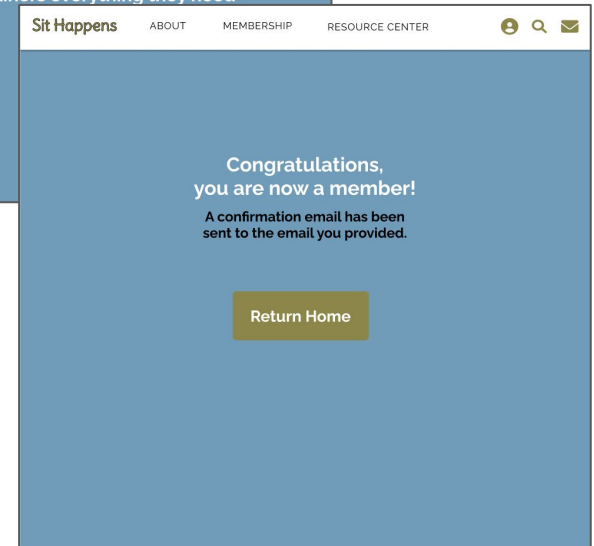
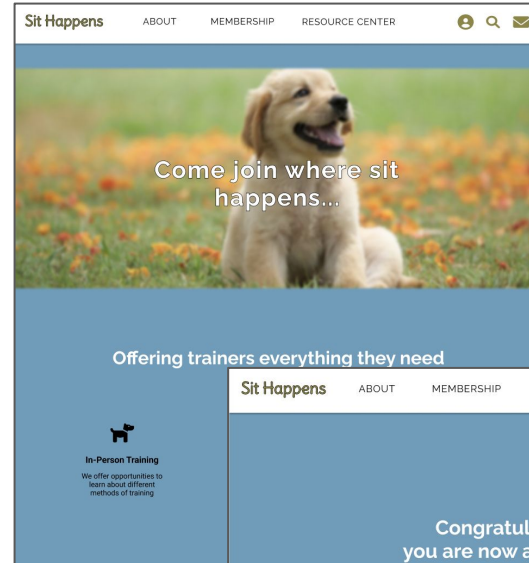
The product:

Sit Happens is an nationwide app that allows dog trainers and potential trainers to network and find each other, watch information training videos, and share resources for dog sports.



Project duration:

January 2022 - March 2022



Project overview



The problem:

Dog trainers did not have a quick and easy way of networking and finding other trainers in their area when necessary.



The goal:

Design a website/app for dog trainers to network and find each other when needed in a quick and easy manner.

Project overview



My role:

UX designer designing an app for the Sit Happens website 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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was trainers who want a quick way to search for trainers based on location, method of training/sport, and availability.

Many of the trainers tend to be of an older generation that is not as technologically savvy as the latest generation. A simple website is also preferred as opposed to something that is flashy and overly modern.

User research: pain points

1

Navigation

Other social networking websites are too busy and have too many options.

2

Search/Filter

Users want to be able to quickly and efficiently search for other trainers based on methods, sports, and area.

3

Notifications

Other social networking websites don't allow users who aren't connected to send messages, which isn't helpful for users who want to network.

Persona: Corey

Problem statement:

Corey is a busy dog trainer who wants to easily network with other dog trainers so he can hire helper.



Corey

Age: 36
Education: High School
Hometown: Arlington, VA
Family: Wife and two kids
Occupation: Dog trainer

"I need a better way to easily communicate with dog trainers in my area!"

Goals

- Quick and easy way to communicate with other dog trainers in the area
- Ability to find available decoys.

Frustrations

- There is really no proper networking app for dog trainers.
- You have to use a specific popular social media site or word of mouth.
- Decoys are hard to find on short notice.

Corey is a 36-year-old dog trainer who lives with his wife and two children. He works almost every day, training dogs in both obedience and dog sports, from family pets to military dogs.

He is frustrated by the lack of proper online communication between dog trainers in the area, or state of Virginia. He has to either work of word of mouth and call a bunch of people or he utilizes another popular social media app. Additionally, when he needs to train, he would like to be able to quickly find other dog trainers or decoys when training opportunities come up.

User journey map

Mapping Corey's user journey revealed how helpful it would be for users to have access to the Sit Happens website.

Persona: Corey

Goal: Search for dog trainer in area using typical social networking site.

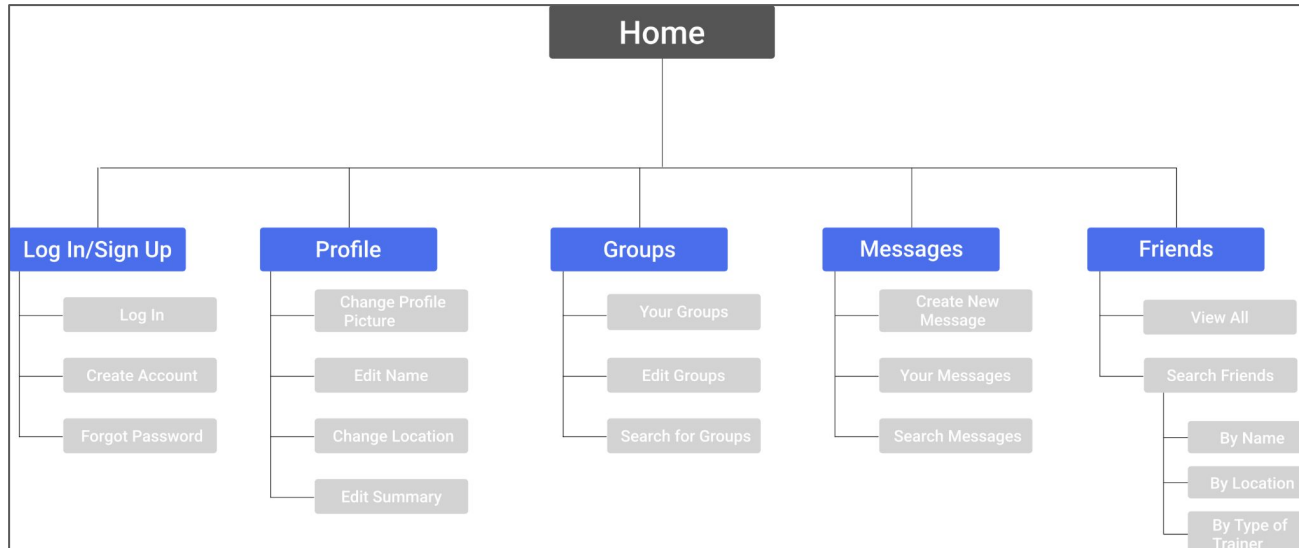
ACTION	Go to website	Search for group	Request membership to group	Create a post	Wait for someone to message user
TASK LIST	-Type name of website -Come to homepage	-Type in different variations of "dog trainer in [state]" or [method] dog trainers, etc. and press enter.	-Click on request to join button	-Write a long post with everything that user is looking for with times/dates, methods, etc.	-Waiting for someone to message user. -Possibly searching for other groups and doing the same thing.
FEELING ADJECTIVE	-Confused	-Overwhelmed by how many different groups there are	-Annoyed by having to be "screened" by someone to enter a group	-Nervous that no one will respond by time/date -Annoyed	-Nervous that no one will answer -Annoyed that user has to wait
IMPROVEMENT OPPORTUNITIES	-Make an inviting website with a simple navigation to help users find who they need.	-Make ability to search for users based on dog trainer/sports categories and area.	-Make ability to DM someone after searching for users so there's no waiting time for something as menial as this.	-Create a website that doesn't necessitate a long post and you can just DM someone instead.	-Again, create a website that doesn't need the user to wait for someone to respond to a post and they can DM.

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

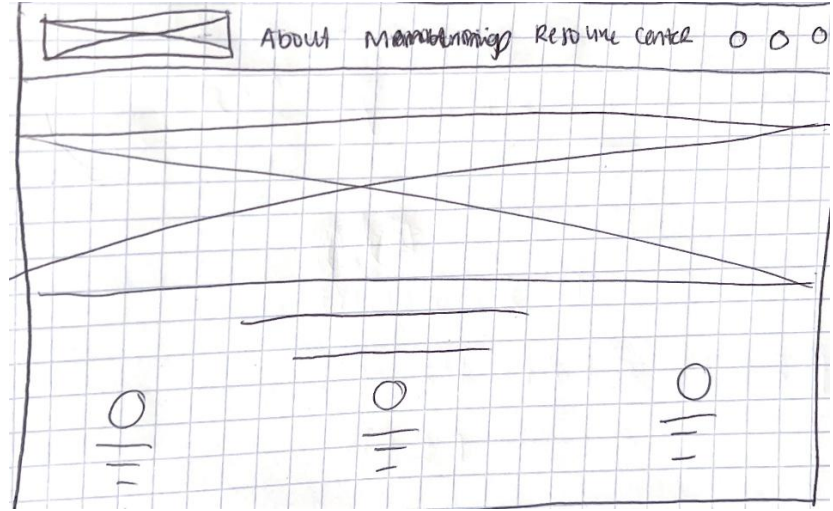
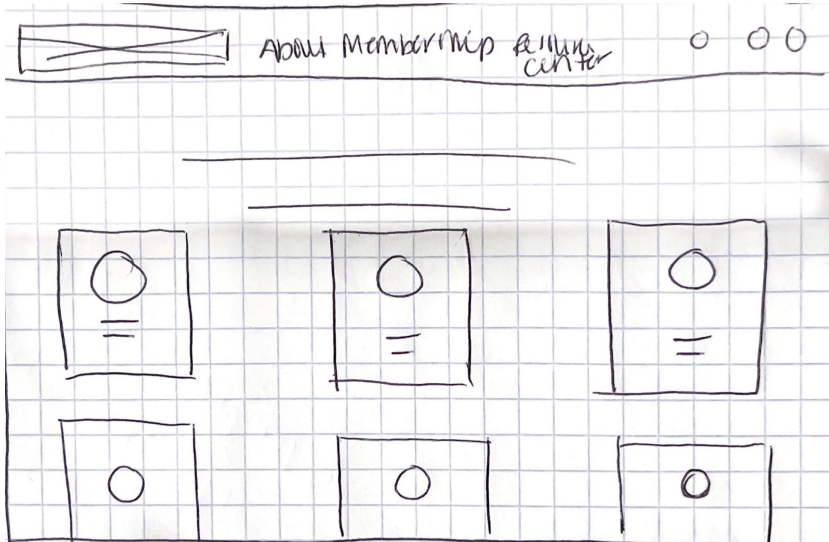
Sitemap

Difficulty with navigation was a primary pain point, so I focused on making the important things (messages, friends) the main buttons. One thing I will add is Search.



Paper wireframes

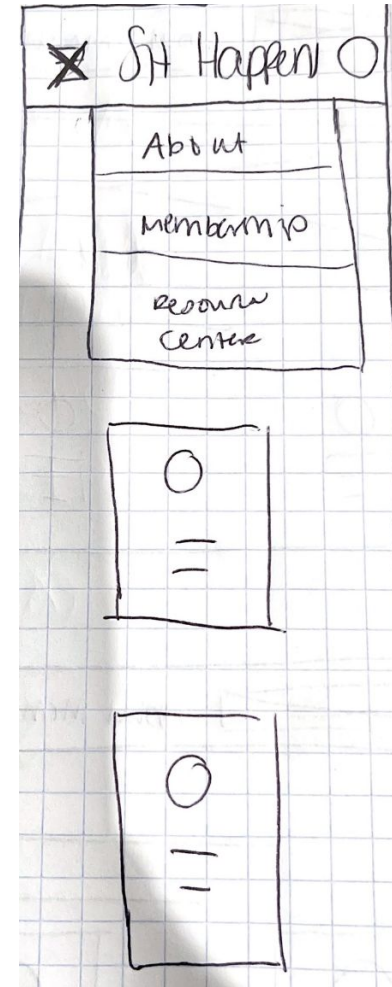
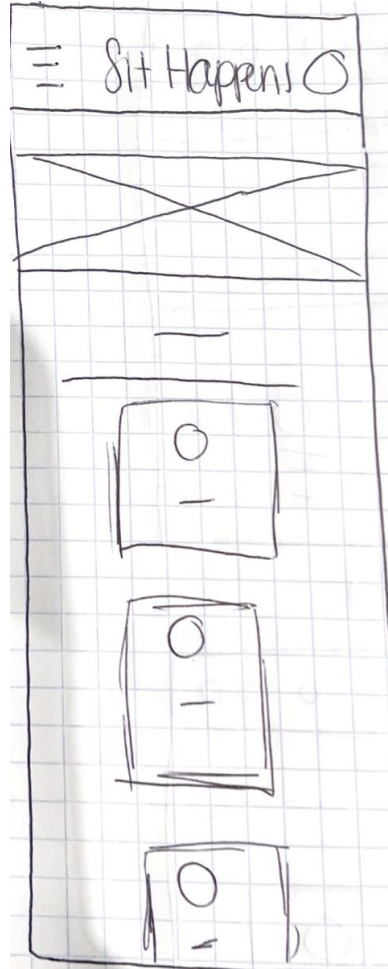
Next, I sketched out paper designs, keeping the pain points in mind.



Navigation is something that I redrew a few times because of its importance, and the ease of the access to the Search/Filter.

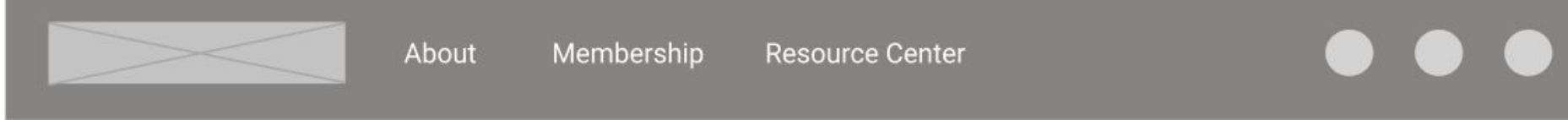
Paper wireframe screen size variations

After working on the desktop version of the site, I started on the mobile, just in case users wanted to access the site from mobile devices.



Digital wireframes

Not Logged In:



Logged In:

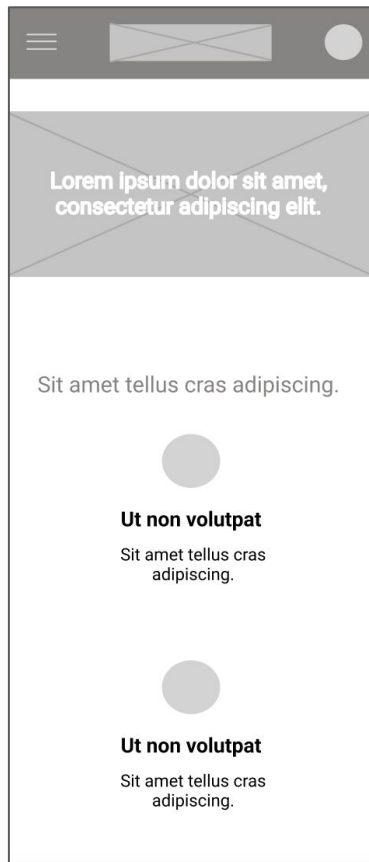


After feedback saying that users wanted an easier navigation to quickly get to certain areas of the site. Upon log-in, the nav bar would change to enable users to quickly jump to important areas.

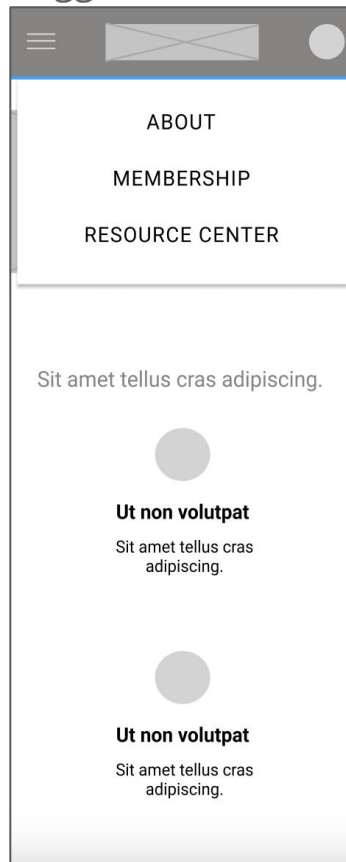
About is changed to Groups to quickly and easily navigate to groups.

Membership was changed to Friends for a quick and easy nav straight to a user's friends, so he can message immediately or even check their schedule, which is posted on their profile.

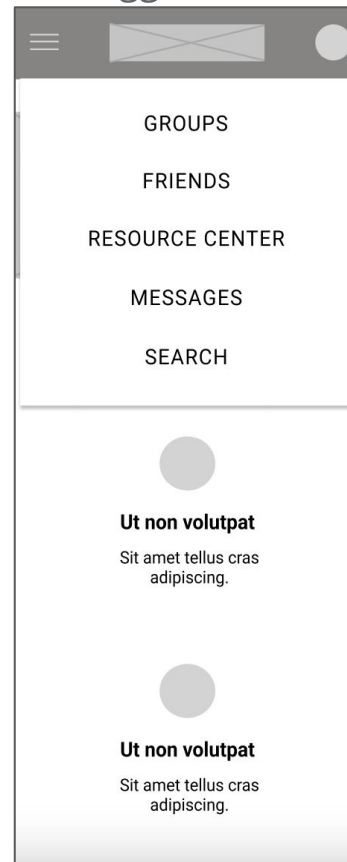
Digital wireframe screen size variation



Logged Out:



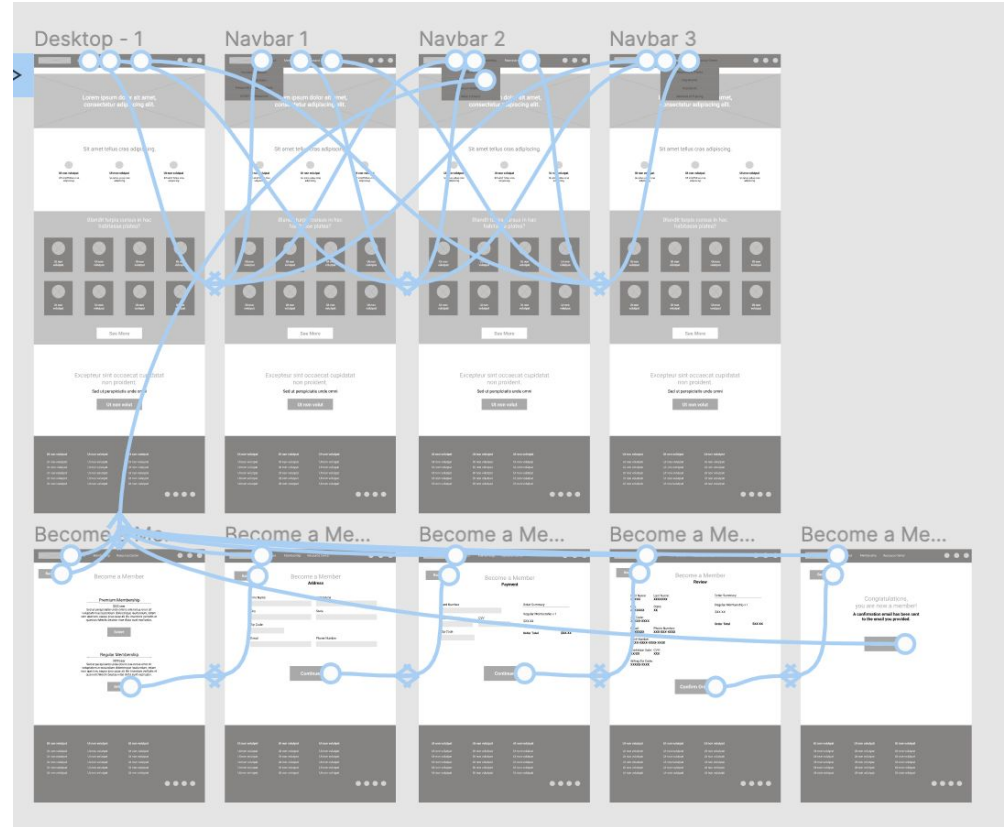
Logged In:



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in creating/buying a membership and checking out.

View [Sit Happens Prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, Remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Navigation

There's no quick navigation to Friends and Groups - important areas of the site that members want to access quickly.

2

Search/Filter

Search/Filter did not ask whether you wanted to include Friends or not.

3

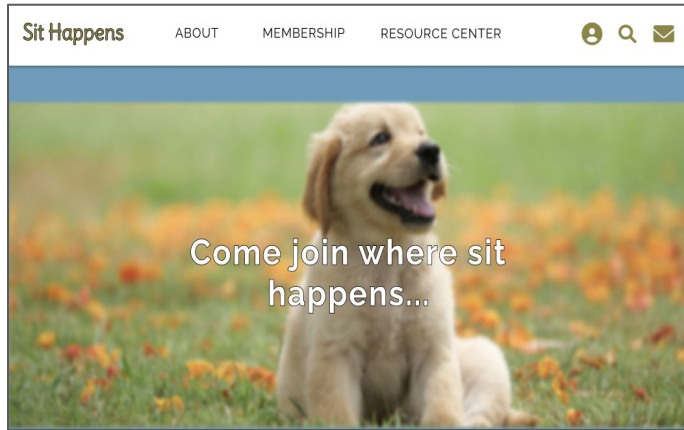
Account Settings

There's nothing to check on account settings and a choice to upgrade or downgrade to another type of membership.

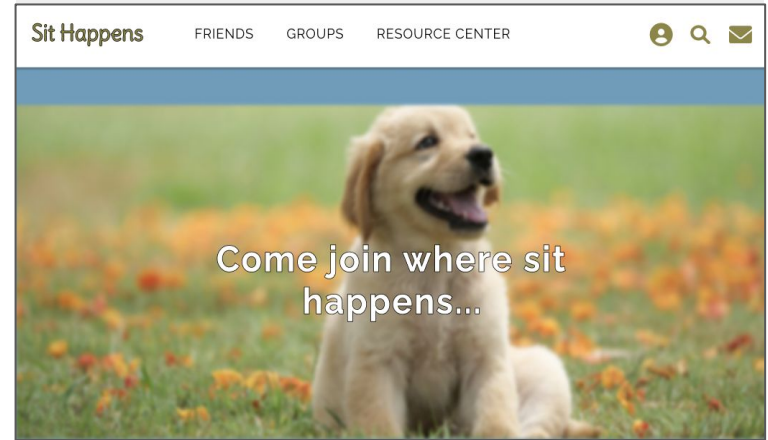
Mockups

Upon log in, users will have a different navigation because they wanted to be able to quickly access more important areas of the site, ie: Friends, Groups, Search.

Before usability study



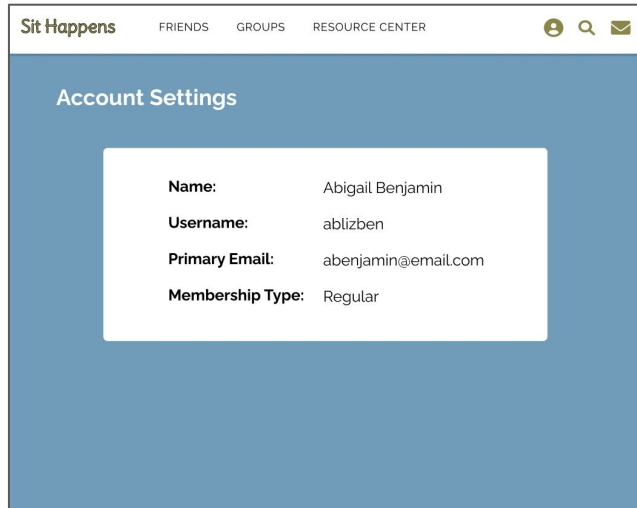
After usability study



Mockups

Users wanted the ability to check on their account settings, including downgrading or upgrading the type of membership.

Before usability study



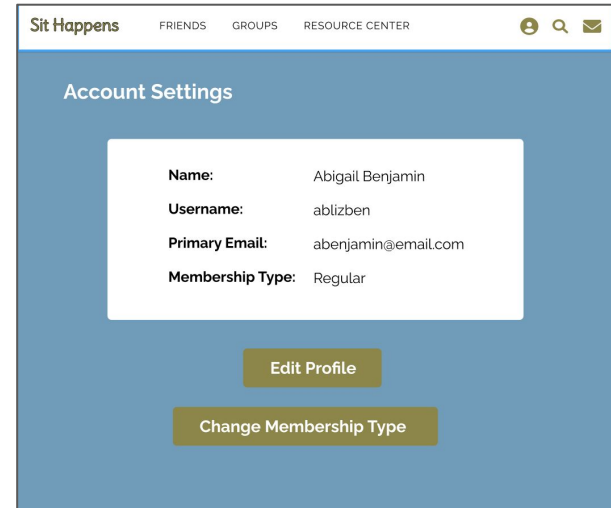
Sit Happens FRIENDS GROUPS RESOURCE CENTER

Account Settings

Name:	Abigail Benjamin
Username:	ablizben
Primary Email:	abenjamin@email.com
Membership Type:	Regular



After usability study



Sit Happens FRIENDS GROUPS RESOURCE CENTER

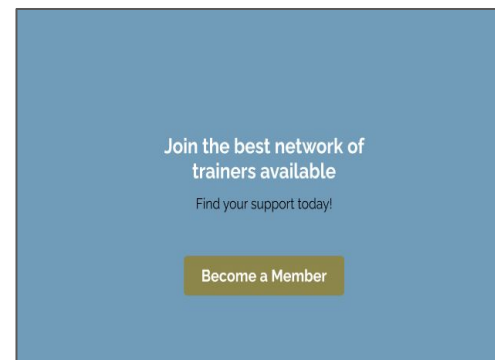
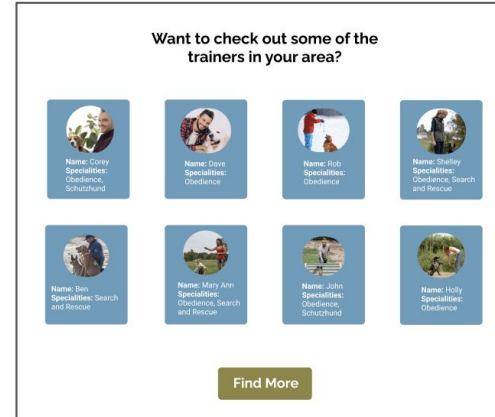
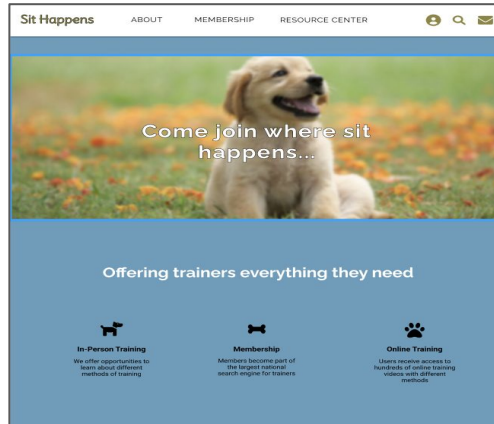
Account Settings

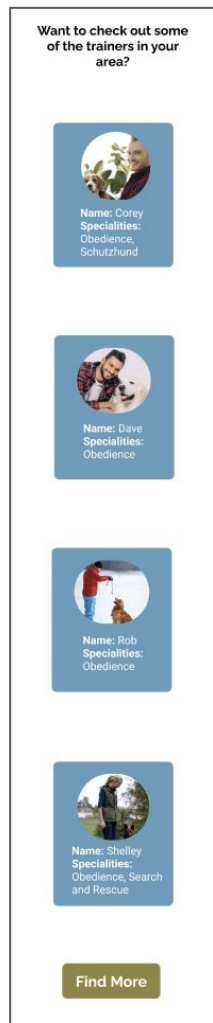
Name:	Abigail Benjamin
Username:	ablizben
Primary Email:	abenjamin@email.com
Membership Type:	Regular

Edit Profile

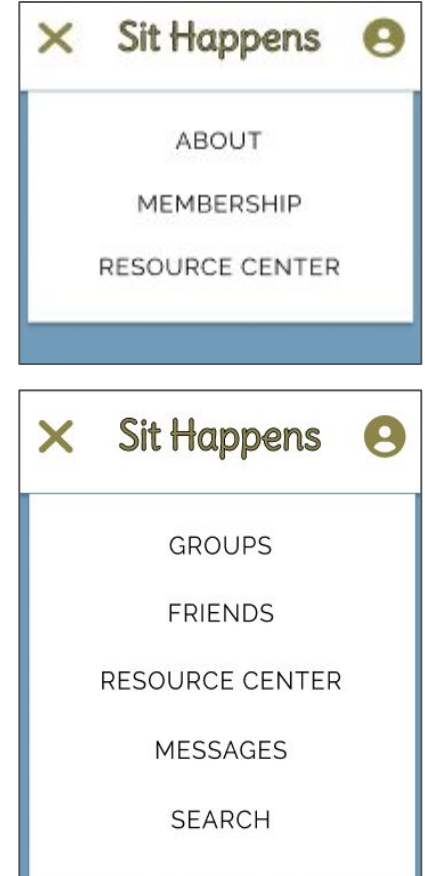
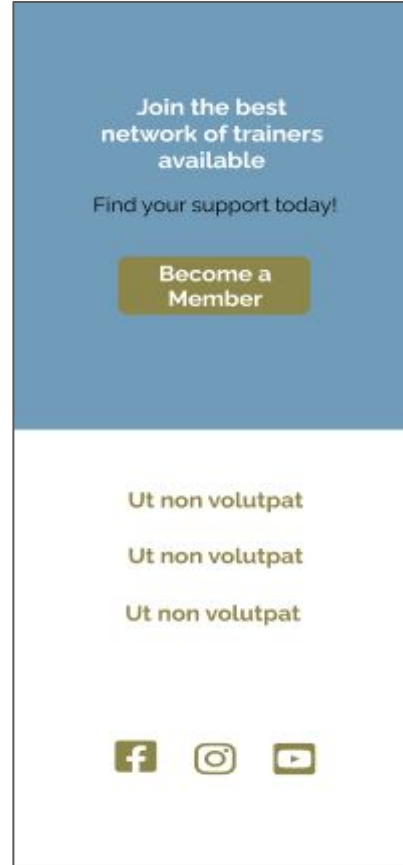
Change Membership Type

Mockups: Original screen size





Mockups: Screen size variations



High-fidelity prototype

My high-fidelity prototype followed the same flow as my low-fidelity prototype, along with the changes implemented after the usability studies.

View the Sit Happens [high-fidelity prototype](#).



Accessibility considerations

1

I used heading with different sized fonts to indicate clear visual hierarchy.

2

I made sure to not use a color change in the navbar to show the selected option.

3

In designing the website, I made sure to use alt tags for all images.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users were so thankful that they were able to easily navigate to the most important areas of the site without a complicated navigation with too many options.



What I learned:

While designing the app, I learned that making your app more accessible will actually also benefit others who don't necessarily need the accommodation. I've also learned that you never really feel done. I feel like you always think you can improve upon something - which in most cases, you can.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed

2

Conduct more user research to determine any new areas of need.

Let's connect!



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

Email: abenjamin@email.com

Website: abenjamindesign.uxportfolio.com