**Project 1 Title**: Design an e-commerce app for an animal shelter

**Research Goals and Objectives**

1. To determine the user’s positive and negative experiences with shopping animal shelters.
2. Understand the end-to-end journey of how and why participants will choose to order animal shelters online.
3. Uncover user’s thought processes and prior experiences behind ordering animal shelters online.
4. To identify problems the users have encountered while shopping for animal shelters online.
5. Uncover other websites/apps users have used to shop animal shelters, and how they feel about each app.
6. Learn about any pain points users are encountering when using apps to shop animal shelters, how can this pain points be eradicated?
7. Determine any design or usability issues in the e-commerce apps they have used to shop animal shelters in the past?

**Research Questions**

1. Describe the last time you struggled with shopping for animal shelters, how did you manage to handle the experience?
2. What challenges do you face in the shopping process? How does this make you feel?
3. How often do you shop for animal shelters online? When you do, what is your motivation for doing so?
4. What would be the most ideal scenario for shopping animal shelters online?
5. Talk me through websites or apps you frequently used to shop animal shelters.
6. Describe your experience with these apps.
7. Describe any design or usability issues in the apps you have used to shop for animal shelters.
8. How would you change or improve the process of shopping animal shelters on web apps?