

PetSpace

While numerous animal-specific websites exist today, none offer **social networking capabilities tailored specifically to pet lovers**. This represents a notable gap in the digital landscape. Such a platform could not only facilitate sharing photos and arranging playdates but also serve as a vital space for promoting adoptions, aiding in lost and found efforts, and offering valuable information to the pet community.



Project Duration

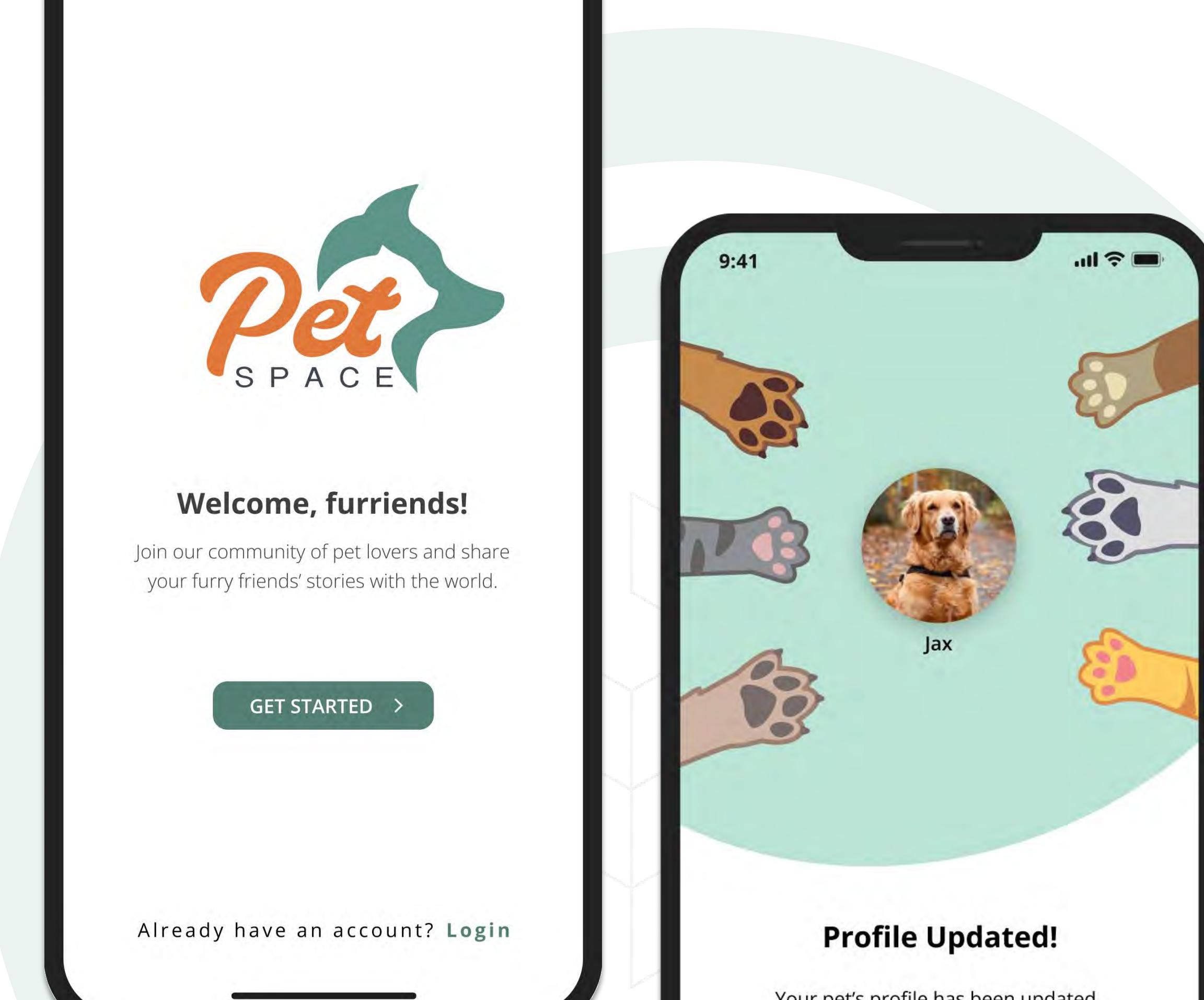
September 2023 – February 2024



Tools



01



Rachael Geiger

Location: St. Petersburg, FL, USA

Role: Project Lead, Product & Conceptual Design, Research, Content Design, UI Design.

[LinkedIn](#)

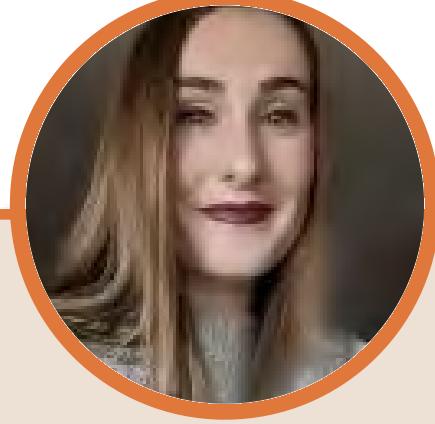


Shawn Leung

Location: Santa Monica, California, USA

Role: UX Research Lead

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Nicole Junk

Location: Houston, Texas, USA

Role: UX Design, Visual Design

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Paris Ghahari

Location: Toronto, Canada

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Alexis Ang

Location: Washington, District of Columbia, USA

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Sally Nguyen

Location: Sydney, Australia

Role: UX Design Lead, Visual Design, UI & Interaction Design

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Angel Lopez

Location: El Paso, TX, USA

Role: UI & Interaction Design

[LinkedIn](#)

Meet the Team

The PetSpace team consisted of eight designers and researchers spanning across seven different time zones. Our collaboration was entirely remote, leveraging a variety of tools including Figma, Discord, Zoom, and instant messaging to facilitate seamless teamwork. The project was conducted on a part-time basis over approximately five months.

Mobile App

iOS

Product Design

Research

Visual Design

Prototypes

Wireframes

Usability Studies

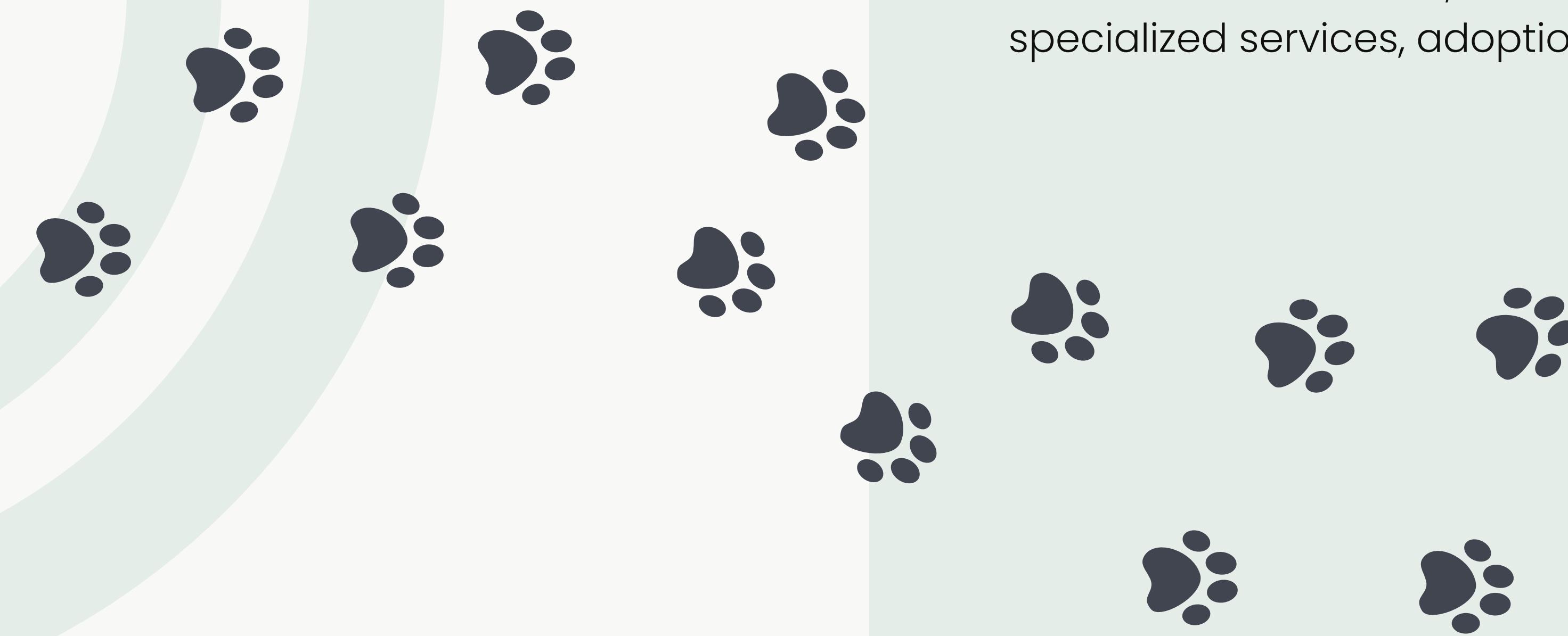
Figma



02

Problem

Social media is frequently flooded with photographs of people's adoring pets. In some instances, pet owners go a step further by creating dedicated Facebook or Instagram pages specifically tailored to their furry friends. This trend reflects the profound bond between humans and their pets, as well as the desire to share their joy and companionship with others in the digital realm.

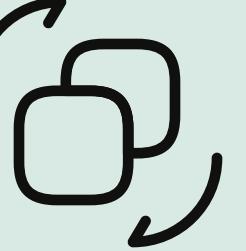


03

Solution

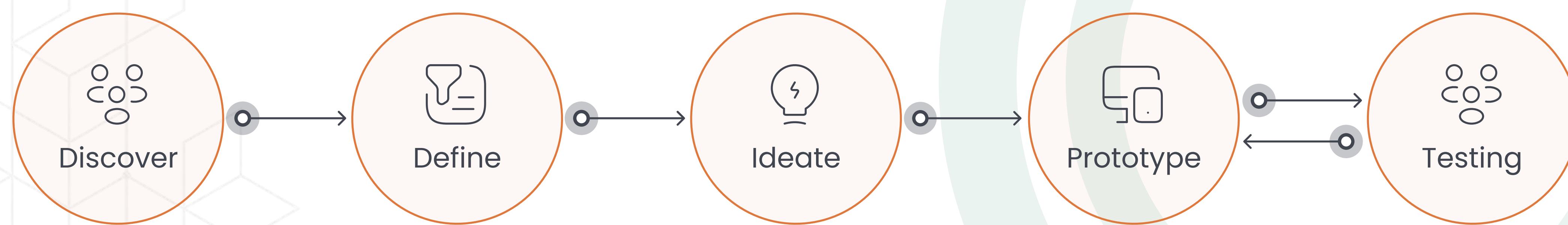
Now, imagine a social media platform designed exclusively for pet lovers, where users can create personalized profiles for their beloved companions, share captivating content ranging from adorable photos to heartwarming stories, and connect with like-minded individuals who share their passion for animals.

Additionally, it would offer a supportive platform for pet owners to seek advice, share tips and tricks, discover specialized services, adoption support, and more.



Design Process

A significant portion of our project timeline was dedicated to the discovery phase, during which extensive user and competitive research were conducted. Subsequently, in the define phase, we meticulously crafted personas and user flows, in addition to developing a comprehensive site map utilizing an Affinity Diagram. These foundational steps streamlined our transition to the creation of a comprehensive design system for our mockups and prototypes.



During the discovery phase, we conducted research to identify gaps in online platforms.

We defined the problem by developing an app that addressed these gaps comprehensively.

Subsequently, we collaboratively generated ideas and voted on the final design concept.

The prototype underwent multiple design stages aiming to streamline the interface for multiple users.

We tested the app with individuals of different ages to identify loopholes and user friction points.

Market Research

The market research on pet ownership statistics entailed analyzing trends across different generations and the growing global market for pet-related products and services. Gaining insights into consumer preferences via demographic breakdowns by generation was crucial in shaping the development of the app. Moreover, delving into the expanding global market for pet-related goods and services provided opportunities to enhance the app's features. Thorough research in these areas enabled our team to grasp the ever evolving market and devise a product that aligns seamlessly with these trends.

1

Pet ownership statistics

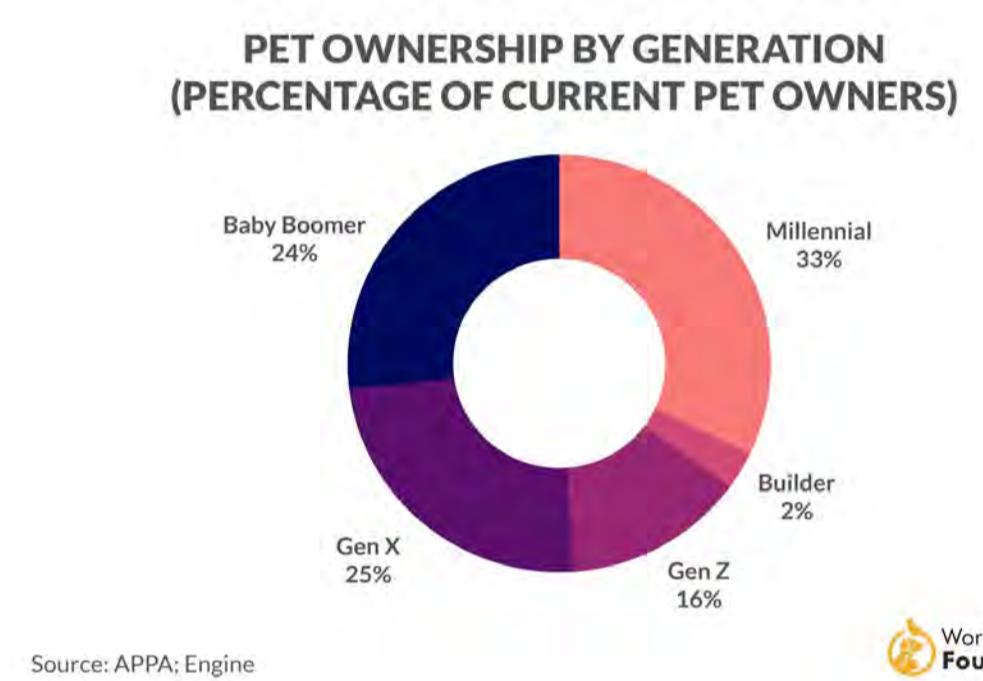
We found that dogs and cats are the most common household pets, prompting us to prioritize them in our initial version of the PetSpace app.



2

Pet ownership by generation

Millennials and Generation X, who make up the largest pet-owning demographics, are likely to use this app given that they are more tech-savvy.



3

Increasing global market

Considering the evident global market growth, PetSpace stands well-positioned to expand its operations on an international scale.



Competitor Analysis

Company Name	Zoo by Chewy	Petzbe	Dokonoko	BarkHappy	Rover	Nextdoor	Olio	
Users								
Primary Target Audience	Primary Pet Owners	Primary Pet Owners	Primary Pet Owners	Primary Pet Owners	Primary Pet Owners and Sitters	Individuals looking for sense of community in neighborhood	Individuals looking for sense of community in neighborhood	
Secondary Target Audience		Dog and Cat Lovers	Kinship Care (Family / Friends / Sitters)	Job Seekers		Individuals seeking free or discounted food and items		
Customer reviews	4.7 (iOS, 1.7k+) 4.5 (Android, 750+)	4.8 (iOS, 1.3k) 3.7 (Android, 235+)	5.0 (iOS, 8) 4.9 (Android, 3.6k+)	5 (iOS, 4) 3.6 (Android, 180+)	4.9 (iOS, 395k+) 4.7 (Android, 28k+)	4.7 (iOS, 1.5M+) 4.5 (Android, 311k+)	4.9 (iOS, 49.4k+) 4.2 (Android, 38.9k+)	
Product								
Product Category	Social Media	Social Media	Social Media	Social Media	Health and Care	News, Lifestyle	Food & Drink	
USPs (Unique Selling Points)	<ul style="list-style-type: none"> Besides general communities, you can find specific or more niche communities (Such as bearded dragons community, or huskies) • For monetization for Chewy, new users of Zoo are Profiles are primarily meant for pets, and less for pet owners. (Mediating images of pets, but not by pets) Provides users agency with customizable sections to manage personal brands and 	<ul style="list-style-type: none"> Albums generated by photos and videos (Google Photos Style) • General stream of pet media curated by other users (based on activity) • "Verified" users through location sharing. 	<ul style="list-style-type: none"> Locate dog-friendly establishments. (Some areas may generally be pet-friendly, but the app is catered towards dogs). • Host and/or attend dog events. 	<ul style="list-style-type: none"> Verification, background, and identity checks for pet owners and sitters. • Platform for users to provide and receive the following services: Dog Boarding, House Sitting, Drop-in Visits, Doggy Day 	<ul style="list-style-type: none"> Thorough address verification process. • Ability to connect with users that live within a specified mile radius of you. 	<ul style="list-style-type: none"> Able to source food or non-food items directly from members of the community • Emphasis on zero-waste and building community. 		

The objective of this competitive analysis was to understand what products, services, and functions currently exist within the pet industry (petconomy). This information would provide stakeholders with an understanding of PetSpace's potential competitors, their strengths, weaknesses, and how they could impact the direction of product development.



1

Unique Selling Points

- Communities for various pets.
- Sense of community, both online and offline.
- Integrate support for adoption.

2

Feature recommendations

- Social media features: posts, private chat, groups, etc.
- Geo-location services, city-specific recommendations.

3

UX/UI Recommendation

- Playful, friendly and casual tone of voice with positive vibe.
- Simple navigation and clean user interface.

06

User Personas

Persona #1: Peter & Humphrey



Age: 24

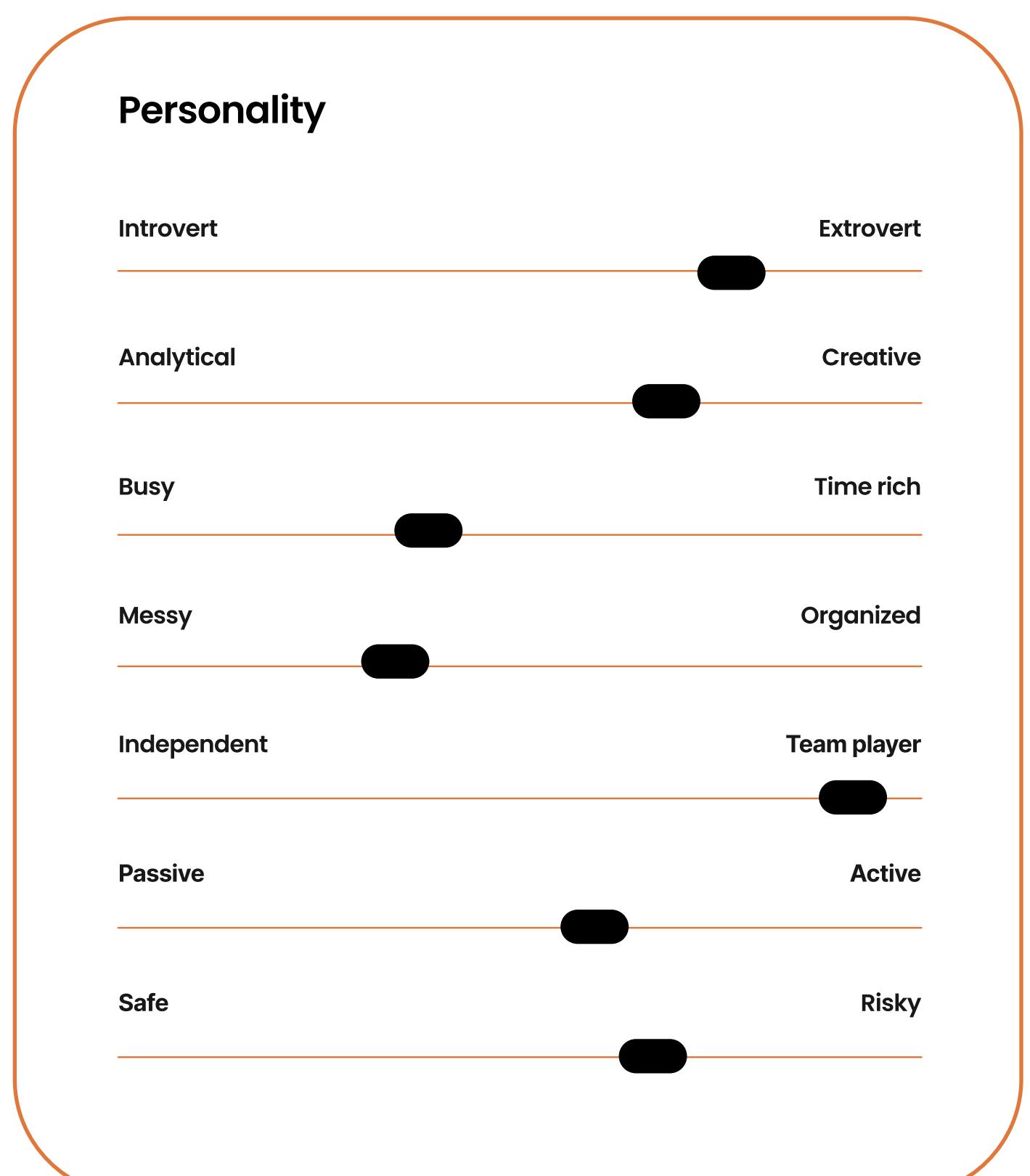
OCCUPATION: Architect

LOCATION: St. Petersburg, Florida

EDUCATION: Bachelor's Degree

FAMILY: Single

"Our rescue dog is a thread that bonds our family's hearts."



Bio

Peter recently graduated with a bachelor's degree in architectural design. He and his dog, Humphrey, have since moved back home with his parents, who moved while Peter was in college. Being in a new town has spurred Peter to search for new friends for himself and Humphrey.

Peter is searching for a way to simplify Humphrey's care for him and his parents while also complementing their tech-savvy lifestyle, making it an essential tool for all of them.

Habits & Behaviors

- Likes to spend his Saturday mornings at his local coffee shop catching up on emails and other communication.
- Lives with parents and asks for their support to take care of his dog.
- Works full-time 9–5, but is free in the evenings and on weekends.

Pain Points & Frustrations

- Financial constraints, needs to pay back tuition debt and save up.
- New in town and doesn't know many people.
- Everyone in the household works full-time, and is not available to care for their dog at home.
- Unsure of what resources are available around the area, and look to each other for help.
- Mix-up expectations and responsibilities for one another.

Goals & Motivations

- Wants to familiarize his dog with nearby city/neighborhood surroundings.
- Locate a pet walker or doggy daycare service.
- Connect with a community of pet owners who can share advice and support.
- Having their responsibilities and expectations understood and well divided among his family members.

Needs & Expectations

- Expects that there are dog-friendly establishments and resources, but is unsure how to independently find them in a new city/neighborhood.
- Needs more time outside of his parent's home and connect with people of his age.
- Search for resources available around the area, and share responsibility among his family.

User Personas

Persona #2: May & Whiskers



Age: 67

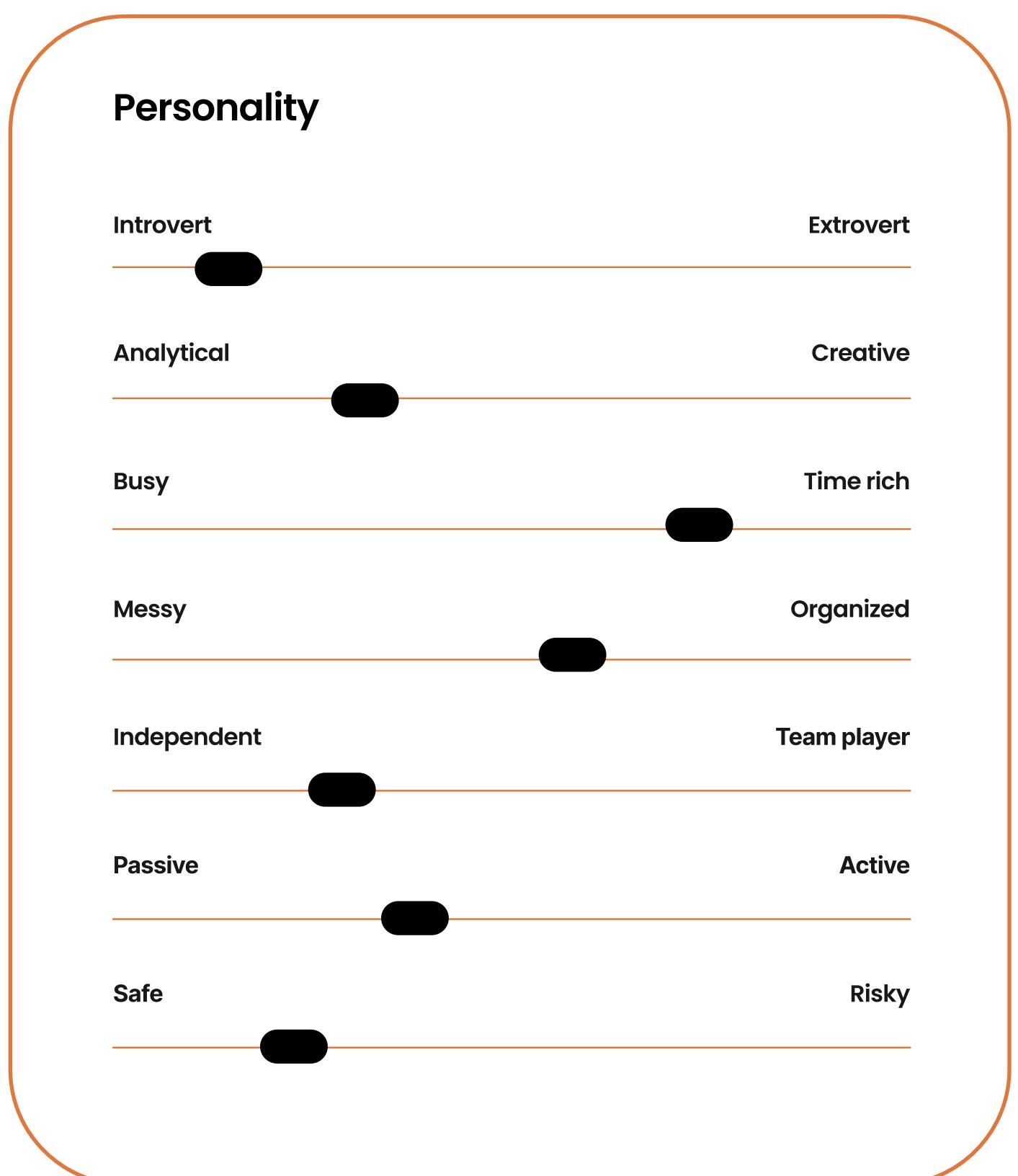
OCCUPATION: Retired Secretary

LOCATION: St. Petersburg, Florida

EDUCATION: High School Diploma

FAMILY: Widowed

"Whiskers brings warmth to my heart, healing the ache of loss."



Bio

May is a 67- year old woman who is retired from her 25-year secretary job. Her husband passed away a year ago, leaving her with grief and depression. She got a kitten, Whiskers, from her children as a emotional support pet. She is taking care of Whiskers since and she has become her adorable companion during the hard time.

To ensure Whiskers' health and well-being, May have been looking for a pet app that can provide guidance on kitten care, help track vet appointments, and other support.

Habits & Behaviors

- Likes to go on walks with her 'retirement group' in the mornings before starting her day.
- Keeps careful track of her finances using a combination of Excel spreadsheets and a finance application.
- Likes to play scrabble.
- Is aware of social media but doesn't use it herself.

Pain Points & Frustrations

- Hasn't had a pet in many years and is overwhelmed with the amount of information and products.
- Used to "co-parent" with her husband and will have to take care of this pet on her own.
- Needs more daily support to help care for Whiskers, since her daughter is busy and also lives far away

Goals & Motivations

- Wants to ensure she takes good care of her new pet.
- Was feeling lonely after her husband passed away and is looking to fill a void in her life.

Needs & Expectations

- Needs to find reputable reviews for cat care.
- Wants an app that is simple and easy to use.
- Needs guidance on pet care and trustworthy services.



Empathy Maps

Persona #1: Peter & Humphrey

Think & Feel

"Humphrey looked sad and anxious when we moved to this new place."

"I miss my college friends dearly. We used to hang out very often."

"Do I belong here? Will I ever find new friends here?"

"I'm glad that my parents and Humphrey are getting along well."

"I can't wait to finish work and come home to my good boy..."

Other owners walking their pets on the street

Dog food advertisement posters at the local bus stops

A small park nearby for children and pets

Dog sitting services on social media and apps

Hear

Dogs barking through the windows

His parents discussing about Humphrey's routine

The living costs and service fees are cheaper here

Say & Do

Search for nearby parks and dog-friendly playgrounds

Browse pet sitting or daycare services online

Explore the surrounding area with Humphrey

Buy dog food and toys at the local supermarket

Pains & Problems

Financial constraints

Full-time work

Unfamiliar to the current local area

Shared responsibility with family members

Needs & Objectives

Dog-friendly establishments and resources

Outdoor time for social connection

Familiarizing Humphrey with the neighborhood areas

Pet sitters or doggy daycare services

Communicating and sharing responsibilities among family

Empathy Maps

Persona #2: May & Whiskers

Think & Feel

"Do I have enough time to devote to an animal?"

"How hard will it be to take care of a new pet?"

"I haven't had a pet in a long time."

"I feel lonely and believe a pet would help."

Other seniors with pets in her community

Her grandkids being happy with their pet

Cat food ads on television

Pictures of her late husband and their previous pet(s)

A local shelter near her grocery store

Hear

Her friends talking about their pets.

Human society commercials about the need for pet foster and adoption

Her daughter telling her she may need an emotional support animal.

Looks at available cats and kittens at her local animal shelter.

"I would love to have a pet to spend time with at home."

Research breeds to better understand characteristics and understand behavior patterns.

"I don't want to clean up hair and litter off everything."

Pains & Problems

Overwhelmed with all the information available

Lives alone and would have to care for the pet by herself

Lives on a fixed income and will need to budget for vet bills or pet insurance.

Doesn't live near family to get help.

Needs & Objectives

A companion to keep her company.

Guidance on general pet care.

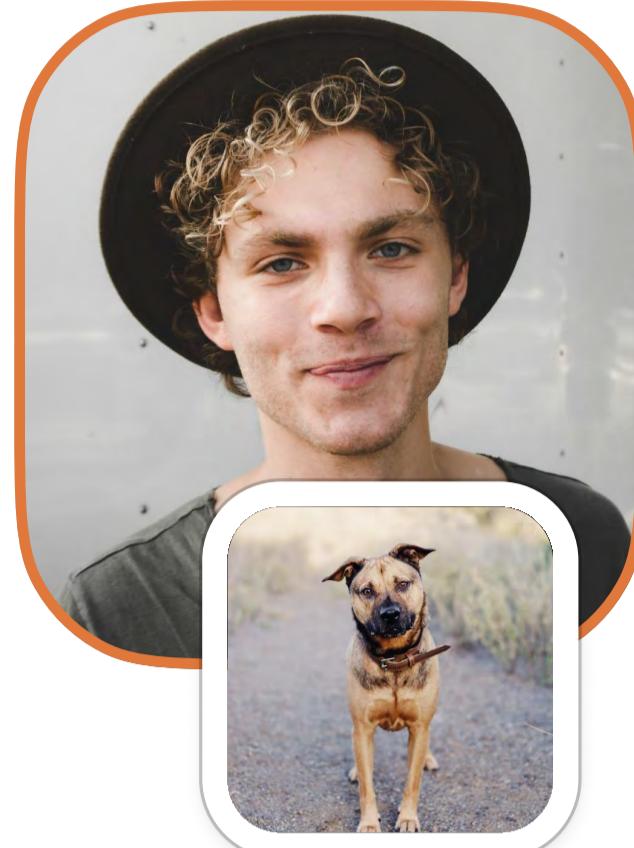
Information on litter box training a kitten.

Purchase good quality, healthy cat food.

Good vet recommendations

User Journey Maps

Persona #1: Peter & Humphrey



Scenario

Peter and Humphrey often have a walk in a small park in their neighborhood. Due to their frequent visit, Peter doesn't feel excited nor enjoy their walk as much as he used to.

He is looking for a new park that provides better experience and more social connections for both him and Humphrey.



Steps	Phase 1: Do research on local parks	Phase 2: Choose a park to explore	Phase 3: Prepare and go to the park	Phase 4: Spend time in the park	Phase 5: Reflect after coming back
Actions	Open the map and filter only dog-friendly parks	<ul style="list-style-type: none"> View info: distance, facilities, images View ratings, reviews and popular times Compare between parks 	<ul style="list-style-type: none"> Choose toys and necessary items for Humphrey Set the route from home to the park 	<ul style="list-style-type: none"> Explore and play with Humphrey Talk with other dog owners Take photos/videos and post on the app 	<ul style="list-style-type: none"> Tell his family about the new park Show them pictures and info of the park Plan another visit with Humphrey next week
Goals & Expectations	See all parks available in the local area	<ul style="list-style-type: none"> Find a park that is nearby, highly rated and popular Find a park with potential social interactions 	<ul style="list-style-type: none"> Have all items and toys ready to play with Humphrey Arrive safely and easily to the park 	<ul style="list-style-type: none"> Have a good time with Humphrey Interact with other dogs and pet owners 	<ul style="list-style-type: none"> Share his good experience at the park to others Decide whether he wants to come back and when
Emotions	Neutral	Excited	Neutral	Ecstatic	Happy
Feelings & Thoughts	<ul style="list-style-type: none"> Relieved that there are a lot of parks to choose Overwhelmed by the number of parks available 	<ul style="list-style-type: none"> "This park looks so nice and huge. Humphrey'd love it" "Hopefully Humphrey and I will meet new friends here" 	<ul style="list-style-type: none"> "Do they have space for us to play fetch?" "Should I drive or walk there?" 	<ul style="list-style-type: none"> "Humphrey looks excited. Let's take a quick selfie!" "What a nice couple. Hope we'll meet again next time" 	<ul style="list-style-type: none"> Satisfied with the experience they had at the park "I should let more people know how nice this park is"
Pain Points	Too many options, hard to make decisions	Taking time and effort to make decision	Choosing the methods and routes to commute	Taking and sharing photo may distract the play	<ul style="list-style-type: none"> Confused between locations in the search history Some reviews are not detailed and accurate
Opportunities	<ul style="list-style-type: none"> Sort By: Distance, Rating, etc. Auto-generated (e.g, top 5 most recommended) 	<ul style="list-style-type: none"> Show users/number of users that came to that park before. Show friends' recent posts with this park. 	<ul style="list-style-type: none"> Suggested activities (e.g: walk, fetch, etc.) Show different transports and routes to commute 	<ul style="list-style-type: none"> Simple feature to take and post photo/video Current location suggested to post using GPS 	<ul style="list-style-type: none"> Bookmark/Save this location Share location Add rating and write reviews Respond to others' reviews to agree or disagree

User Journey Maps

Persona #2: May & Whiskers

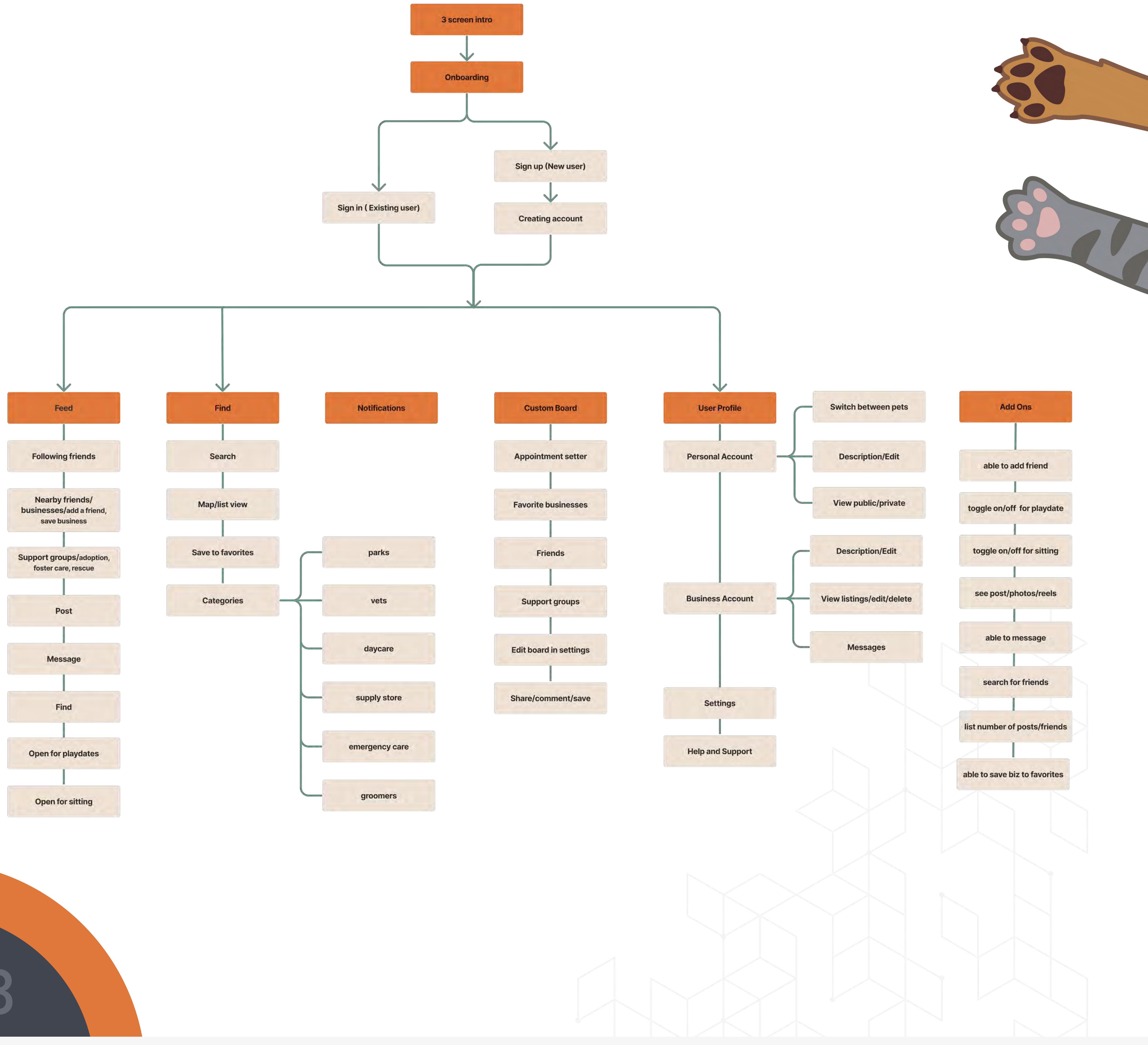


Scenario

May wants to ensure she takes good care of her new cat, Whiskers. Whiskers has been struggling to eat and May is seeking help from others in a similar position.

Steps	Phase 1: Search kitten food recommendations	Phase 2: Post a question to pet group	Phase 3: Read through various answers	Phase 4: Go to a pet store	Phase 5: Reflect after trip to pet store
Actions	<ul style="list-style-type: none"> Log into app and navigate to cat-owner groups Use search engine to filter posts 	<ul style="list-style-type: none"> Login to app and locate local cat group Post question to the group chat 	<ul style="list-style-type: none"> Browse and read answers Respond to answers with lingering questions 	<ul style="list-style-type: none"> Review recommended products on app Read ingredients list Select products 	<ul style="list-style-type: none"> Feed and watch Whiskers eat Update Whiskers' condition to the group
Goals & Expectations	<ul style="list-style-type: none"> Find and purchase a healthy kitten food. Purchase food Whiskers will eat. 	<ul style="list-style-type: none"> Find others that have young cats and solicit advice on healthy food options. Ask others if they have experienced similar behavior 	<ul style="list-style-type: none"> Have several options within a given budget to choose from. Use the group as a sort of filter to get answers from real people with legitimate profiles (authenticity) 	<ul style="list-style-type: none"> Arrive at store safely Locate and select recommend foods easily. 	<ul style="list-style-type: none"> Enjoy dinner with Whiskers. Can also eat, after being relieved to know that whiskers is eating now.
Emotions	Sad 	Excited 	Neutral 	Happy 	Ecstatic
Feelings & Thoughts	<ul style="list-style-type: none"> Overwhelmed by the amount of options. Relieved that there is an online community to provide help. 	<ul style="list-style-type: none"> Nervous about interacting with new people. Excited to see what others say. 	<ul style="list-style-type: none"> Relieved to see many comments. Confused by some answers and will follow up. 	<ul style="list-style-type: none"> "It was easy to locate the cat section and recommended foods" "I still don't know the best ingredients for cats." 	<ul style="list-style-type: none"> Elated Whiskers is eating her new food. Happy to have found a new community.
Pain Points	<ul style="list-style-type: none"> Overwhelmed with the amount of info on the internet. Not sure who to trust. 	Has to learn to navigate the app and use the 'post message' feature.	<ul style="list-style-type: none"> A little overwhelmed with the amount of responses. Side conversations are occurring. 	<ul style="list-style-type: none"> Need to look back at the responses on the app. Not sure which pet store is best. 	<ul style="list-style-type: none"> Forget recommendations from the group in the future
Opportunities	<ul style="list-style-type: none"> Provide easy-to-use filters to narrow searching Allow groups to be formed to create communities 	<ul style="list-style-type: none"> Add onboarding experience (optional) Add tool tip 	<ul style="list-style-type: none"> Provide way to favorite/save answers Provide a way to re-organize or filter answers 	<ul style="list-style-type: none"> Integrate with Google Maps to include location information and navigation Include pet/grocery store finder/filter in Discover section. 	<ul style="list-style-type: none"> Easily save/add to favorite other recommendations for later use. Create categories/tags to categorize saved/favorite items for different purposes

Information Architecture



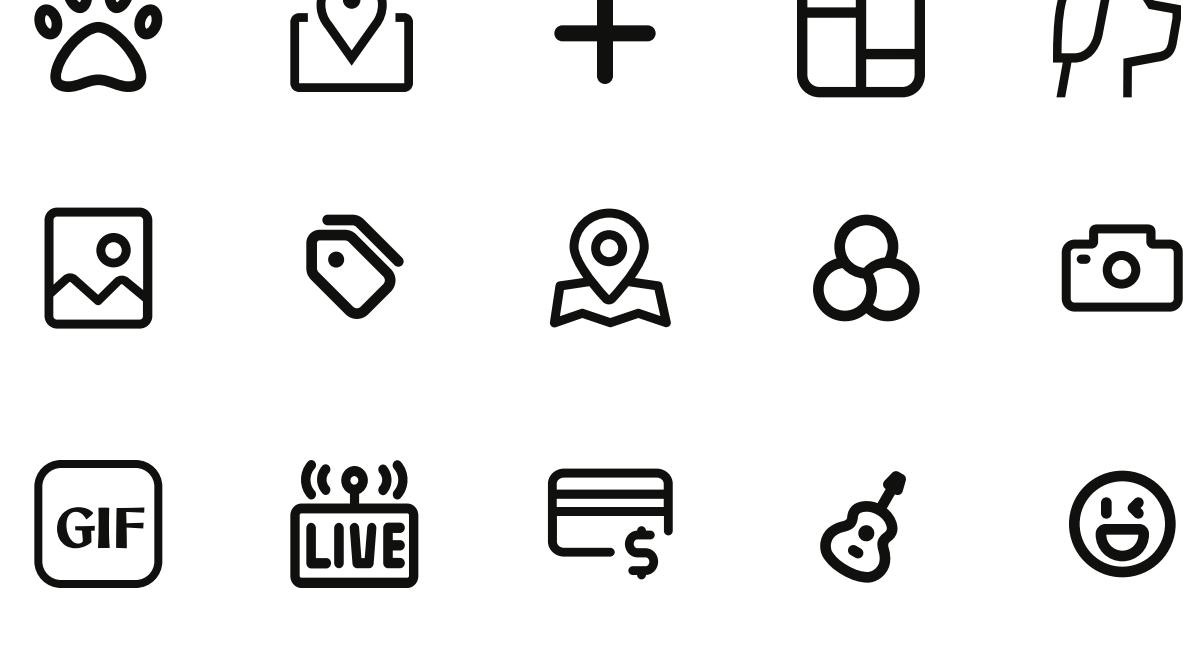
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Style Guide

Logo



Iconography



Typography



Open Sans

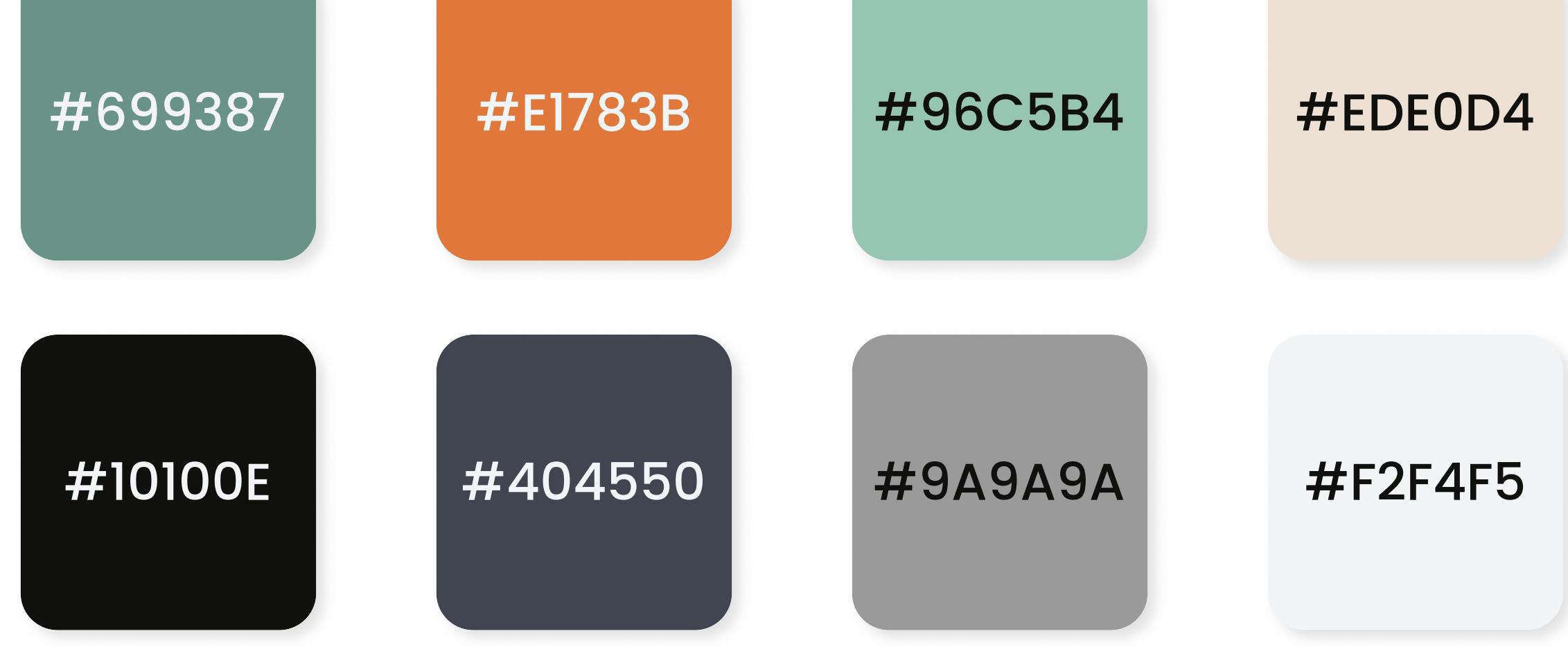
Open Sans is a versatile and modern sans-serif typeface with a clean design making it highly readable even at small sizes. This typeface is widely used for its simplicity, clarity, and accessibility, making it a popular choice among our team members for our project.

Font Name

Font Weight

Font Size

Colour Palette



Display

Heading Medium 1

Semi Bold

40 px

Heading Medium 2

Extra Bold

24 px

Heading Small 1

Bold

20 px

Heading Small 2

Semi Bold

20 px

Heading Small 3

Regular

20 px

Body Medium 1

Semi Bold

16 px

Body Medium 2

Regular

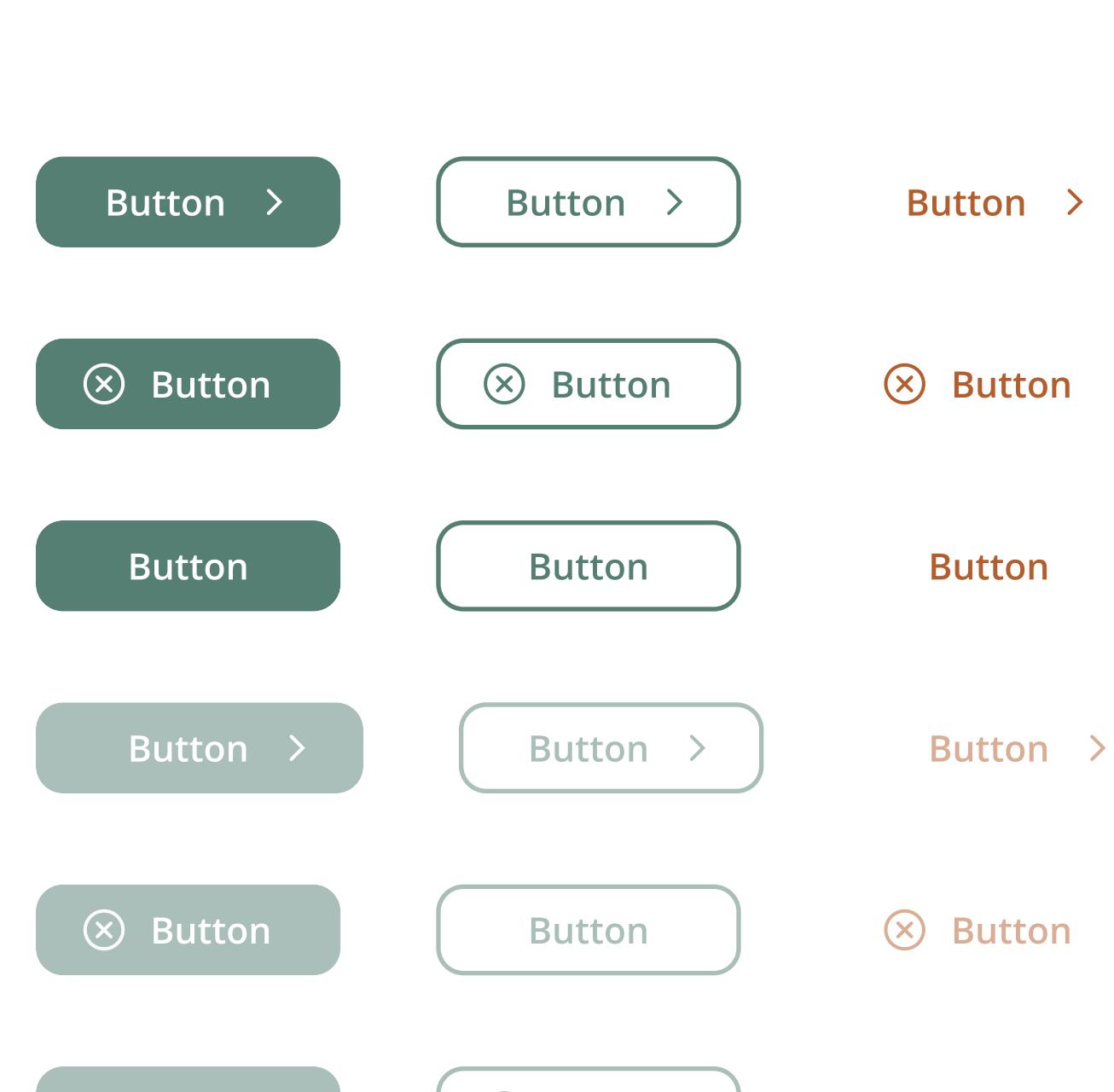
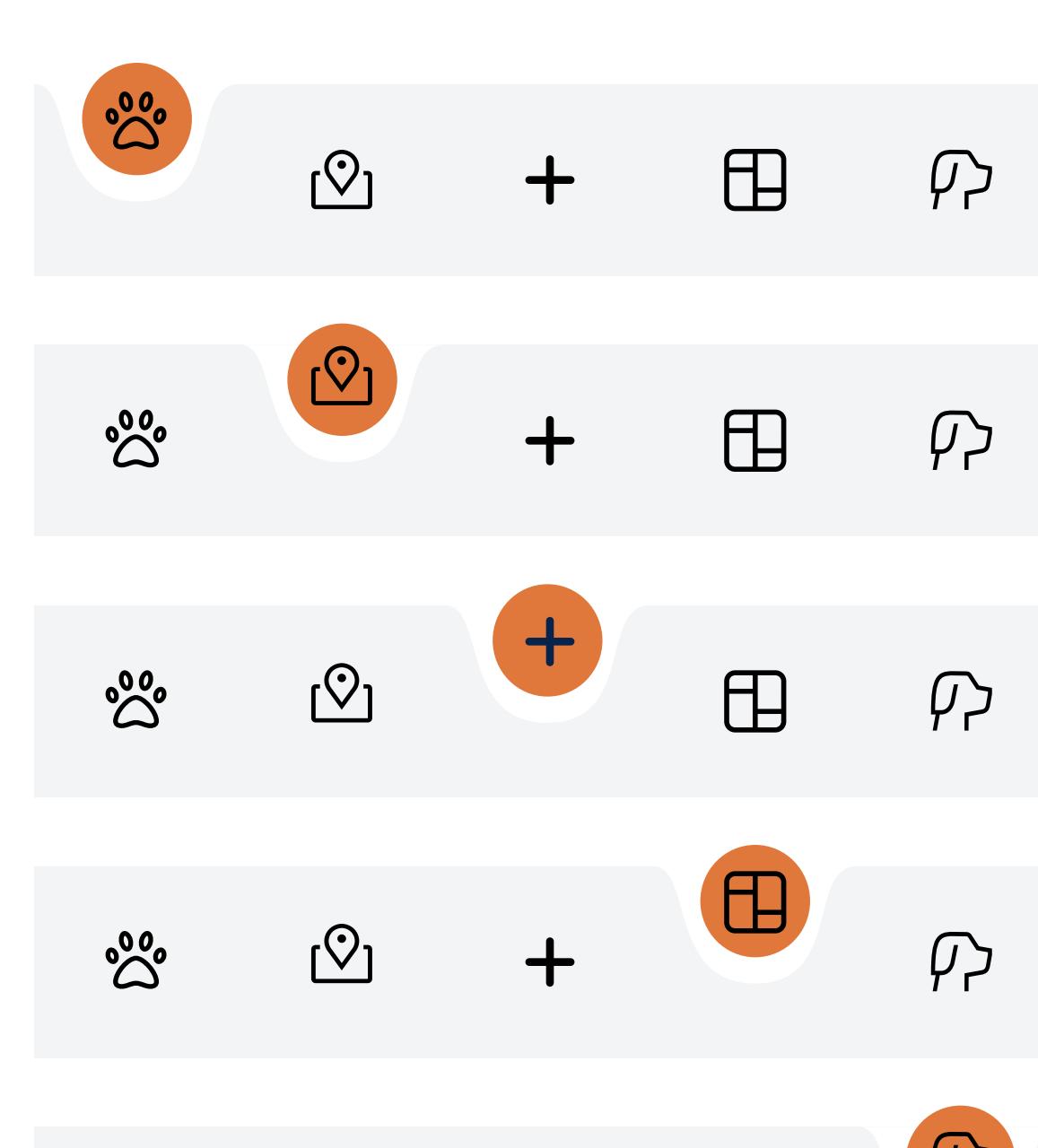
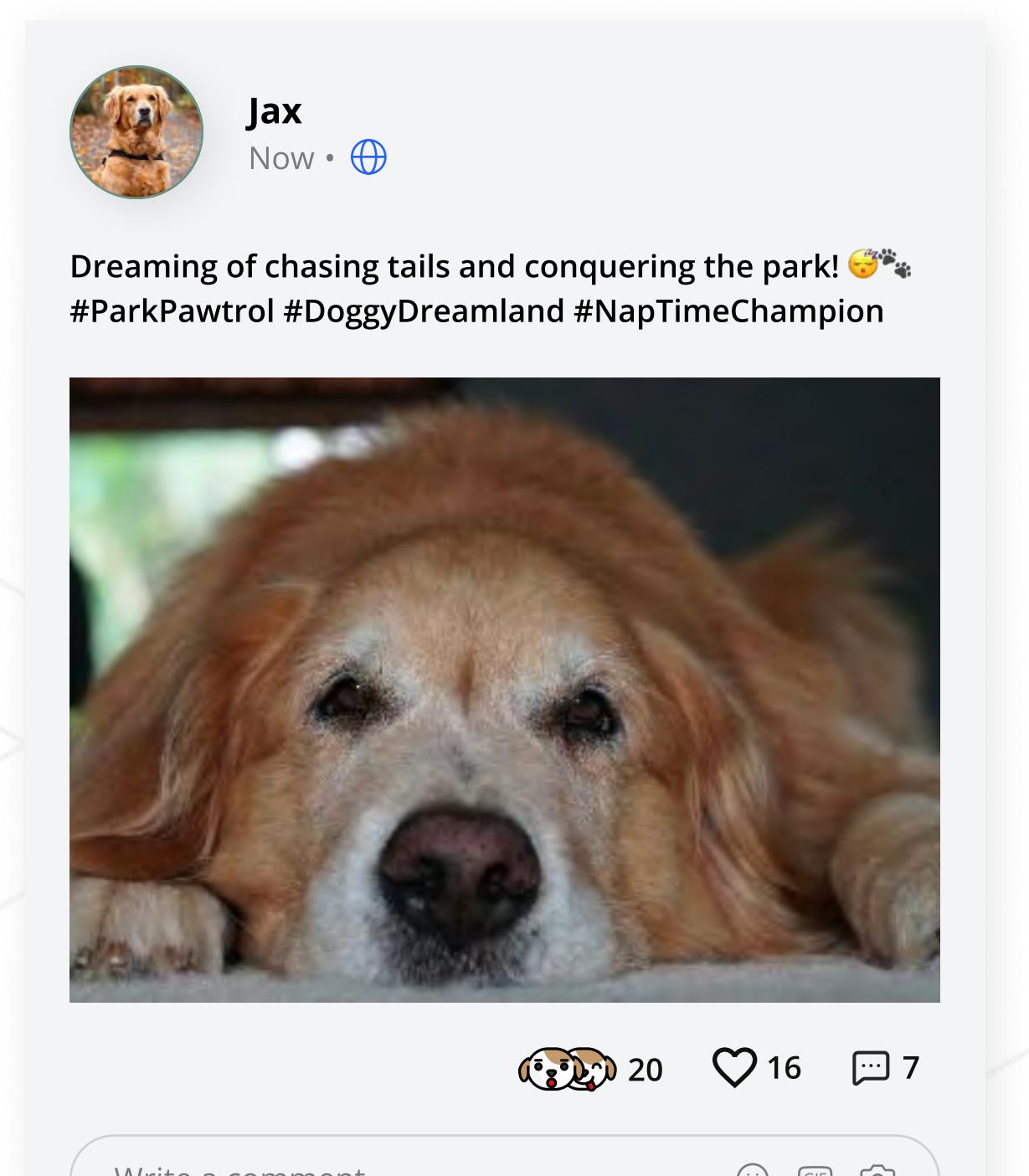
16 px

Body Small

Regular

14 px

Components

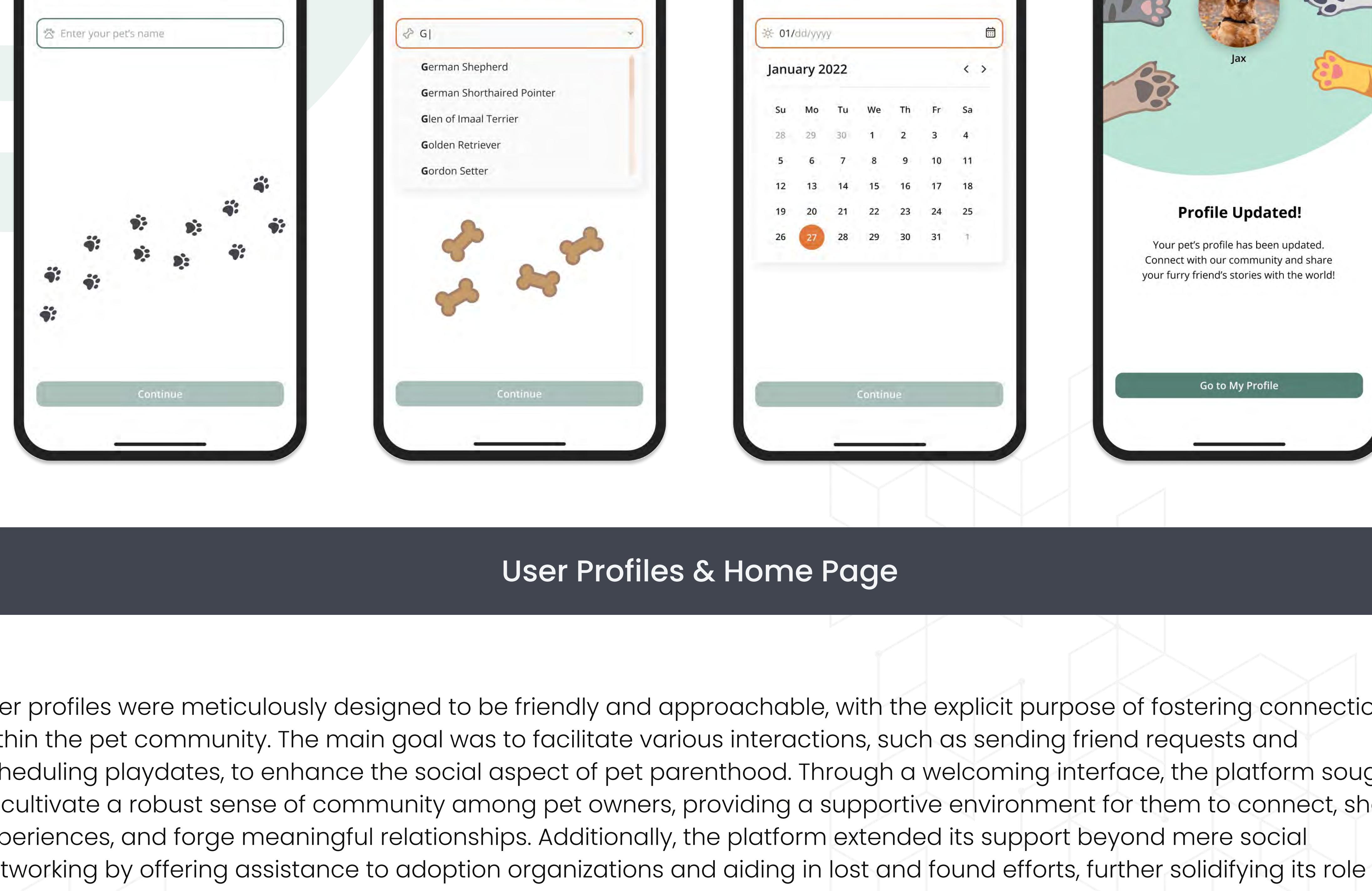


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High-fidelity Mockups

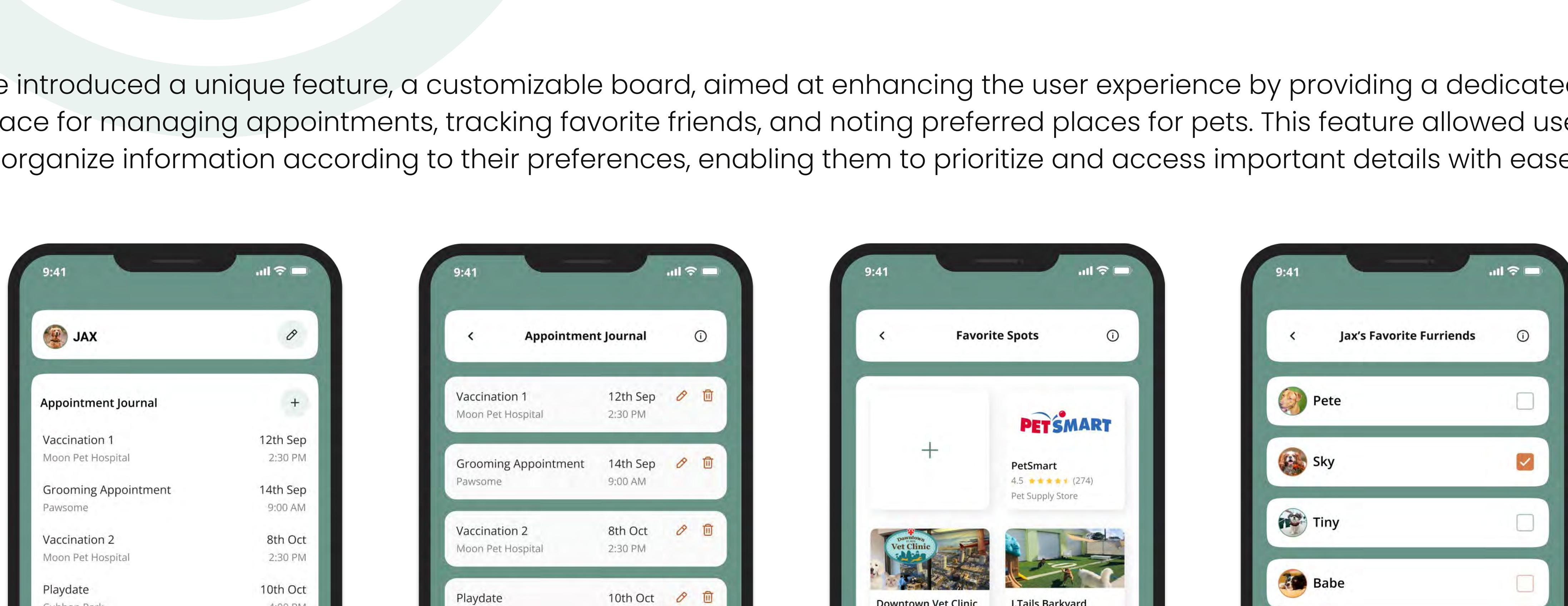
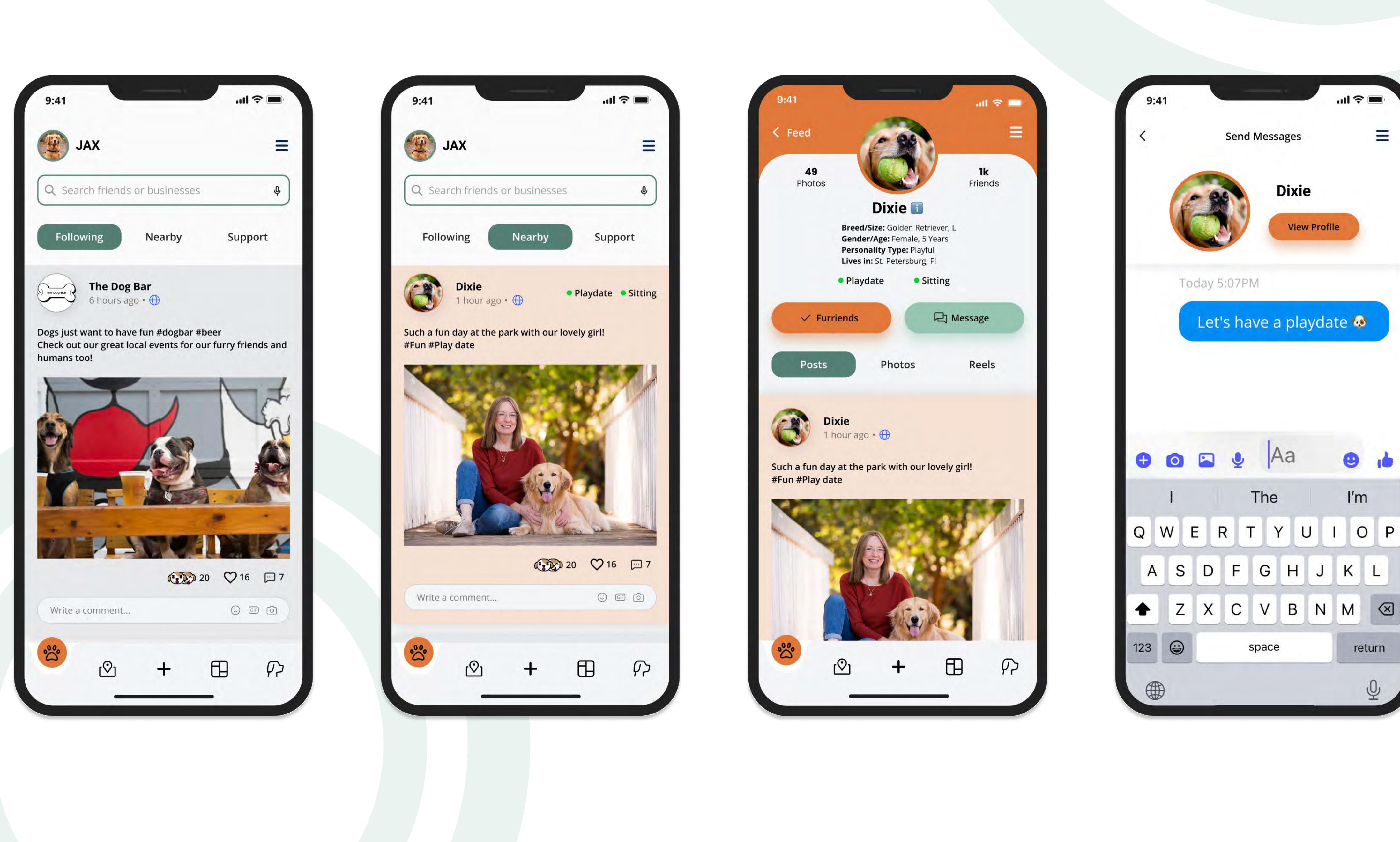
Onboarding Screens

The onboarding screens were meticulously crafted to cater separately to individual profiles and business profiles. This approach ensured that each user type received a tailored and optimized experience, guiding them seamlessly through the platform's features and functionalities based on their specific needs and objectives.



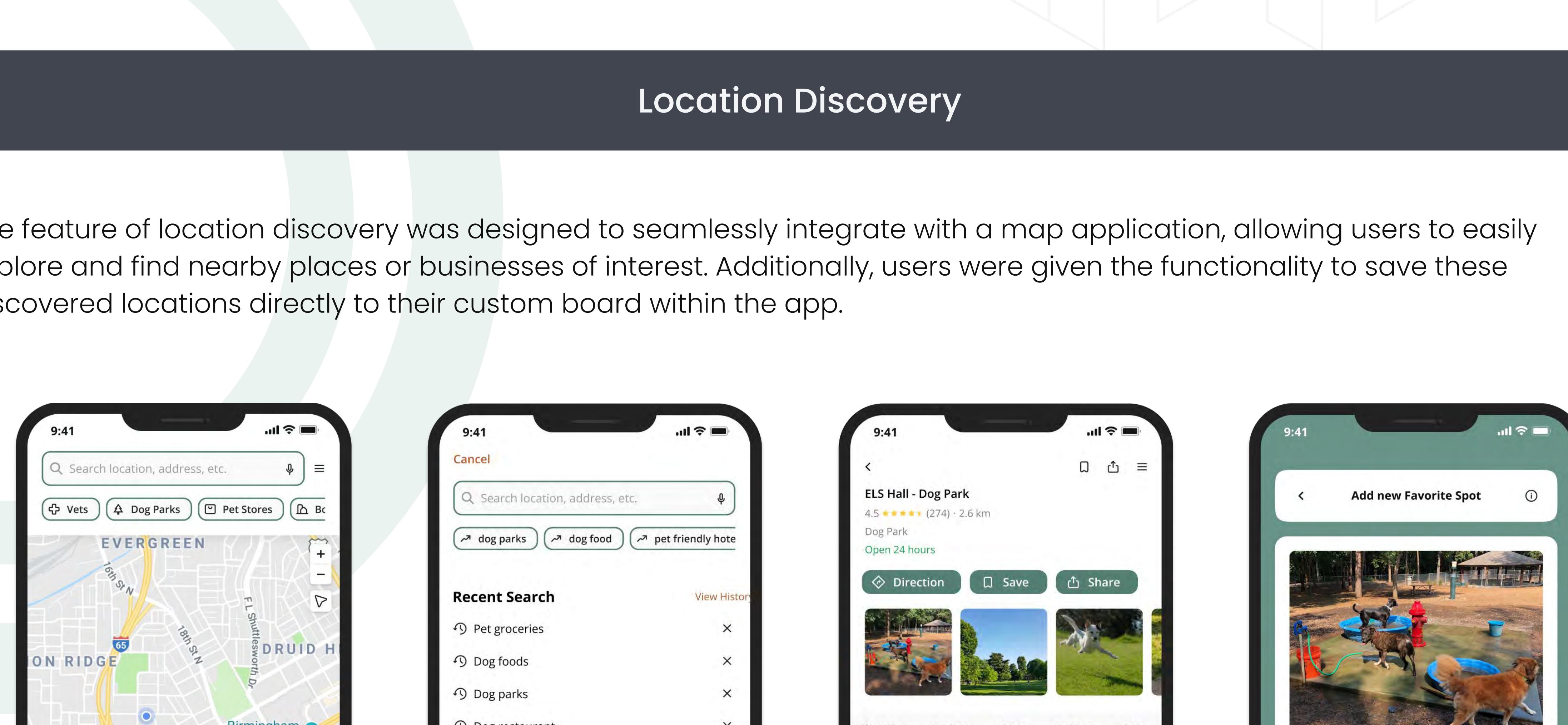
User Profiles & Home Page

User profiles were meticulously designed to be friendly and approachable, with the explicit purpose of fostering connections within the pet community. The main goal was to facilitate various interactions, such as sending friend requests and scheduling playdates, to enhance the social aspect of pet parenthood. Through a welcoming interface, the platform sought to cultivate a robust sense of community among pet owners, providing a supportive environment for them to connect, share experiences, and forge meaningful relationships. Additionally, the platform extended its support beyond mere social networking by offering assistance to adoption organizations and aiding in lost and found efforts, further solidifying its role as a valuable resource for the entire pet community.



Custom Board

We introduced a unique feature, a customizable board, aimed at enhancing the user experience by providing a dedicated space for managing appointments, tracking favorite friends, and noting preferred places for pets. This feature allowed users to organize information according to their preferences, enabling them to prioritize and access important details with ease.



The board's flexible option was developed with the intention that it would evolve and improve in subsequent versions, aligning closely with user needs and evolving aspect of the app.

Location Discovery

The feature of location discovery was designed to seamlessly integrate with a map application, allowing users to easily explore and find nearby places or businesses of interest. Additionally, users were given the functionality to save these discovered locations directly to their custom board within the app.

Hi-fi Prototype

The high fidelity prototype represented the culmination of numerous design concepts derived from the **Affinity Map**. This map visually represented a range of ideas, helping us identify primary links and social media patterns that shaped the prototype's final development.



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Usability Testing

We conducted extensive user testing involving individuals aged 25 to 65 to thoroughly assess the app's functionality and user experience. By engaging users from different age groups, we ensured that the app catered to a broad audience and delivered a seamless experience for all users, regardless of their age or background. Our primary objective was to identify any potential loopholes or challenges users encountered while interacting with the app. Additionally, our focus was on uncovering effective solutions to address these issues and enhance the overall usability and satisfaction of the app.

Key Insights

- Increase the visibility of skip buttons.
- Increase the visibility of "Open for Playdate" on profiles.
- Prioritize between business and personal accounts early in the process.
- Add back buttons at the top of the page to navigate back through previous steps.
- Many users struggled to identify the primary links without clear labels below the icons.
- Change the name of the primary feed to "Home Page."

Revised Menu



Home



Discover



Post



Board



Profile

17

Next Steps



Next Steps

The initial step involved addressing the most significant adjustment: **For greater clarity, the name of the primary feed was changed, and menu button descriptions were added.**

- Review feedback gathered from usability testing sessions.
- Identify areas for improvement based on user insights and observations.
- Prioritize adjustments based on the severity and frequency of user issues.
- Collaborate with the design and development teams to implement necessary changes.
- Conduct follow-up testing to evaluate the effectiveness of implemented adjustments.
- Iterate on the design based on ongoing user feedback and testing results..



Hi-fi Prototype

Through the synthesis of these diverse design concepts, we were able to refine and integrate the most promising elements into a cohesive and polished prototype that effectively addressed the identified user needs and objectives.

[Click to View Hi-fi Prototype](#)



Welcome, furriends!

Join our community of pet lovers and share your furry friends' stories with the world.

GET STARTED >



Already have an account? [Login](#)