



# Kea

## Pet Tracking Application

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Summer 2020

Figma

# Challenge or Problem Overview

- Have you ever lost a pet?
- Do you forget to give them medications on time? or forget vet visits?
- Too exhausted to take your pet out for a walk but wondered what the consequences could be?
- Has it ever been difficult to fix a place because not all place allows pets?

The study focuses on how adults keep track of their pet's location and health. Understand the user, who they are, their lifestyle, number and type of pets they own and how difficult it is to care for a pet. We want to determine whether they would be interested in a digital platform to ease in memorizing the guidelines for a responsible pet owner and give their pets proper attention they need.



# Discovery: Research & Analysis

Sixty-seven percent of U.S. households, or about 85 million families, own a pet, according to the 2019-2020 National Pet Owners Survey conducted by the American Pet Products Association (APPA). I started with the 5 steps for research:

I started by creating a research plan by defining a scope, creating overarching research questions, recruiting plan and script using which I successfully recruited 3 participants and conducted a research.

It is found that 85% of the users are likely to forget their pet's schedule. It also shows that 90% of the users love to keep track of their pets and their activities.

## Research Questions:

- What is the first priority for pet owners while caring for their pets?
- What are users current pain pointers?
- Do users really need another pet tracking application?
- Do owners currently use pet tracking apps?
- How do they interact with existing pet tracking app products? (if at all?)
- How do users feel about existing pet tracking mobile Apps products?

Expense	Dog	Cat
Surgical vet	\$426	\$214
Routine visit	212	160
Food	259	228
Food treats	76	58
Kennel boarding	229	120
Vitamins	58	54
Groomer/grooming aids	73	43
Toys	48	31



A thorough research synthesis helped me identify core persona, areas which I didn't have much understanding of and areas that might not affect our design. The process helped bring our research ideas together and to form a fundamental understanding of the scope.

With the help of Miro, I created 4 different frames showcasing each levels of design sprint:

#### 1. Research Synthesis:

Interview notes, interview ideation (forming clusters of common themes and understanding), feature data and feature prioritization matrix (placing them in value vs complexity quadrants)

#### 2. Sketched a few low-fi screen using Crazy-8 technique

#### 3. Using Figma, created a clickable prototype

4. Ran usability study to figure out what misunderstandings, pains, frustrations, delights, ideas could be observed

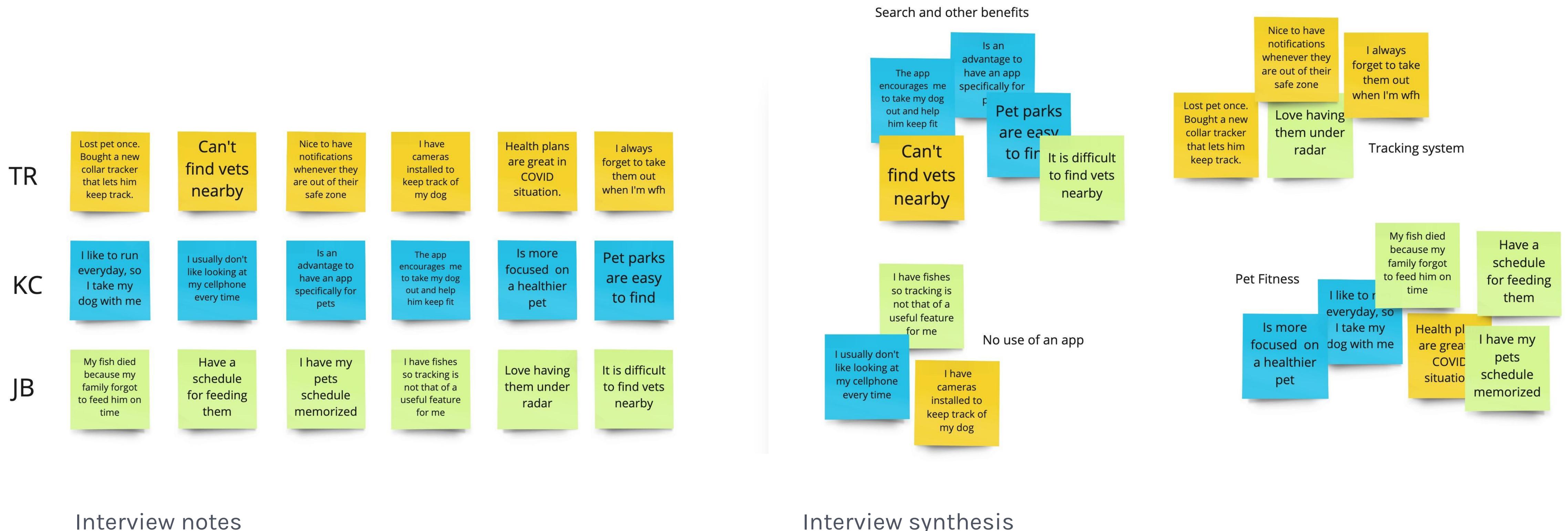
#### 5. Interpret usability study results and identified areas of improvement

#### 6. Iterated digital designs based on usability results

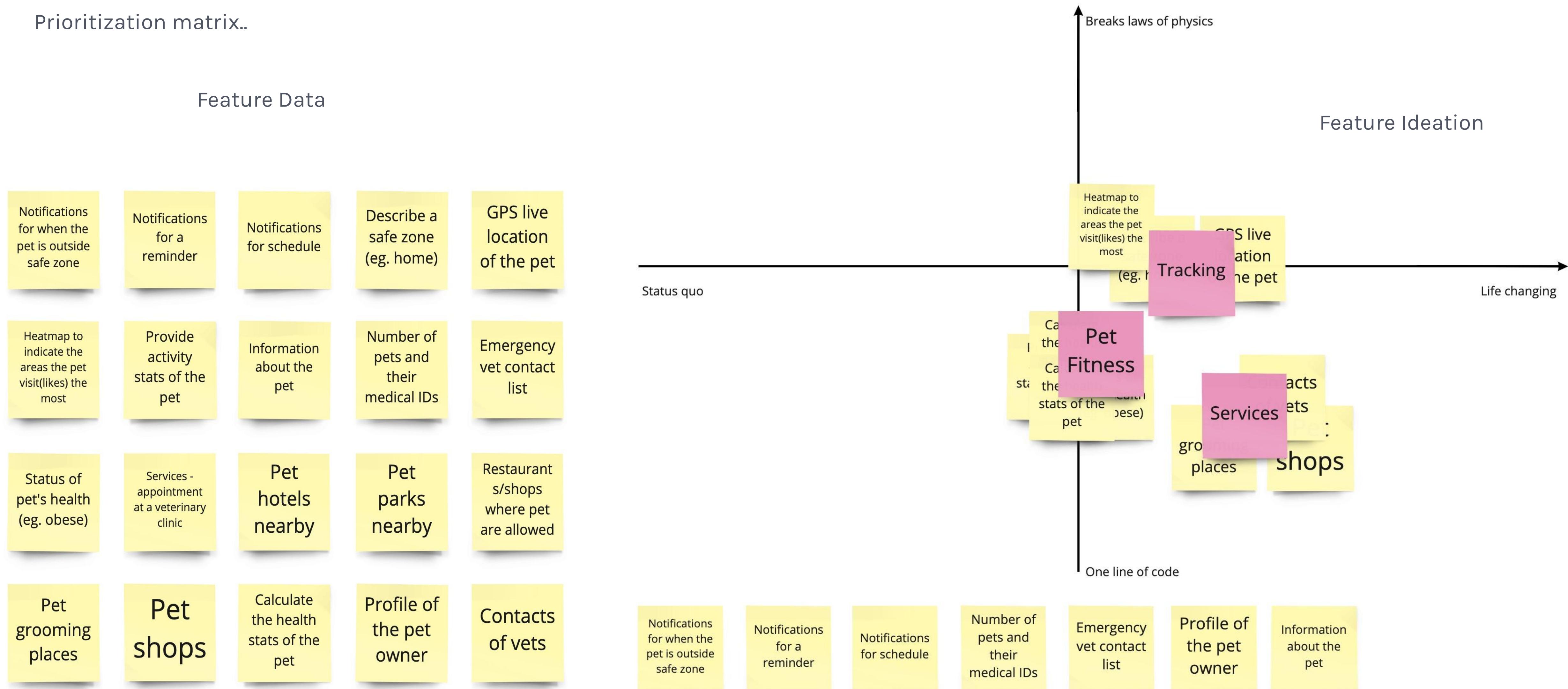


# Research Synthesis

With the help of research conducted, I created a wall of interview notes and clustered them with common statements to generalize features that could be included in the app.

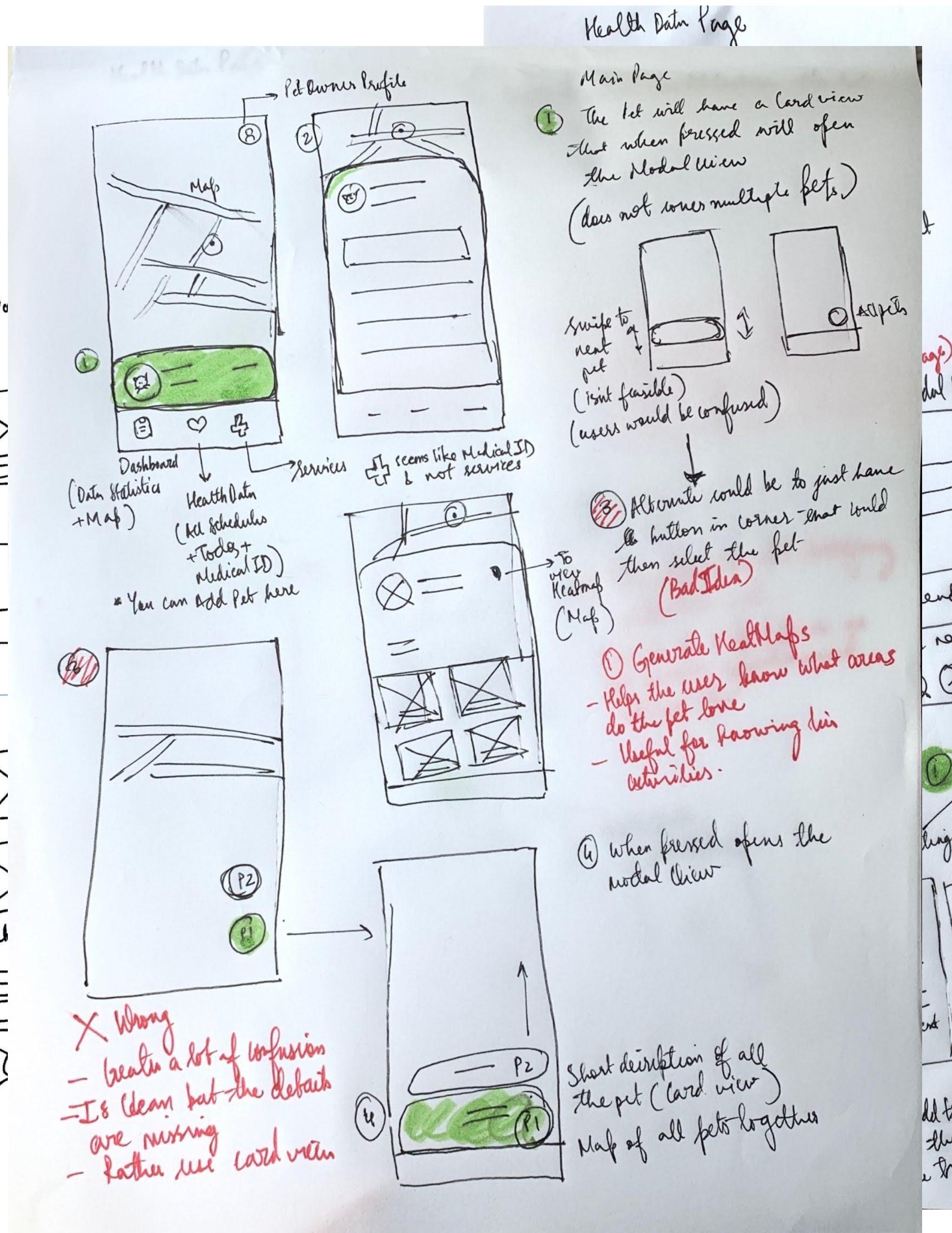
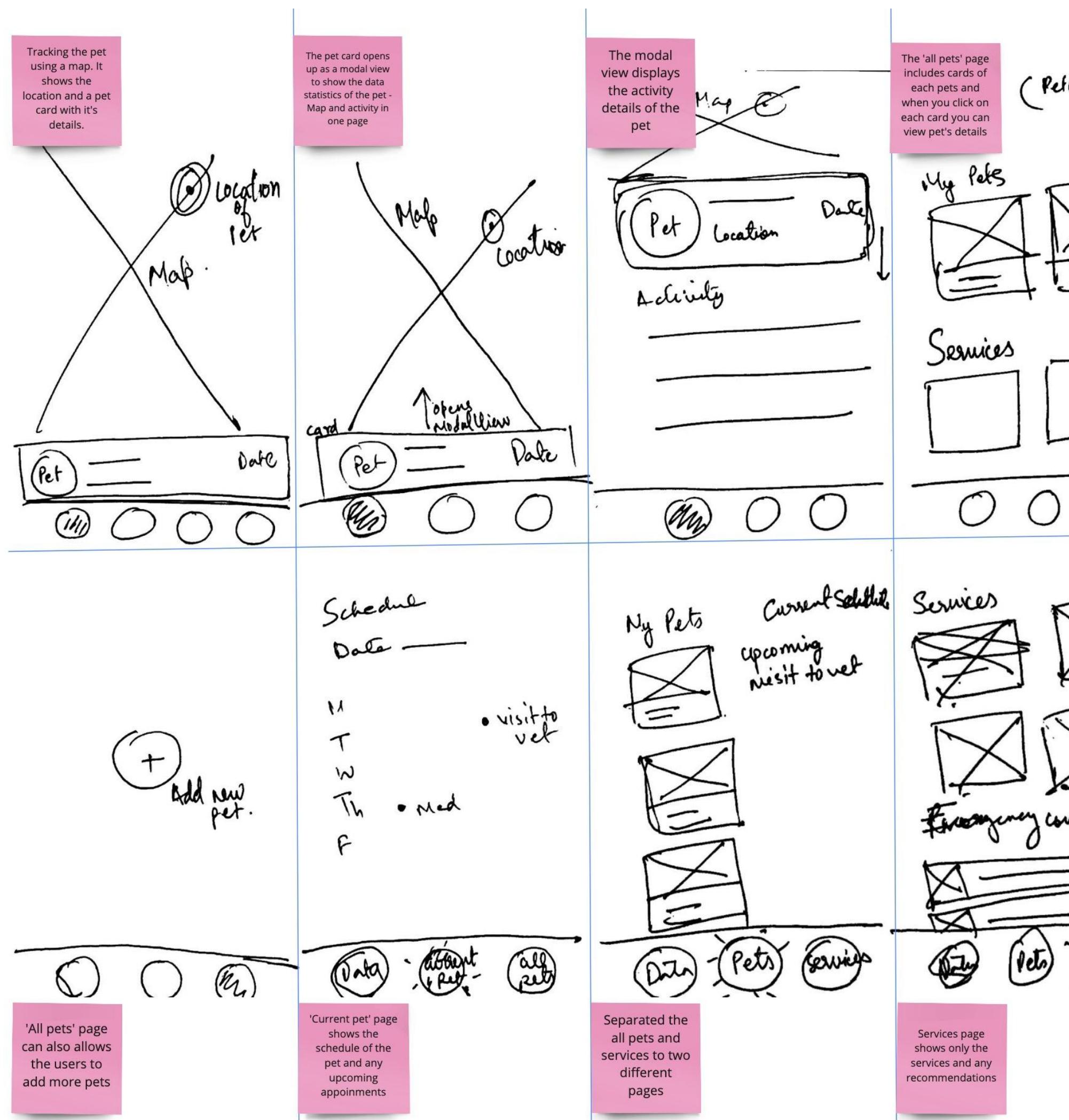


Built a wall of features that could be possible in a pet tracking application. To summarize these finding, I prioritized the features using the Feature Prioritization matrix..



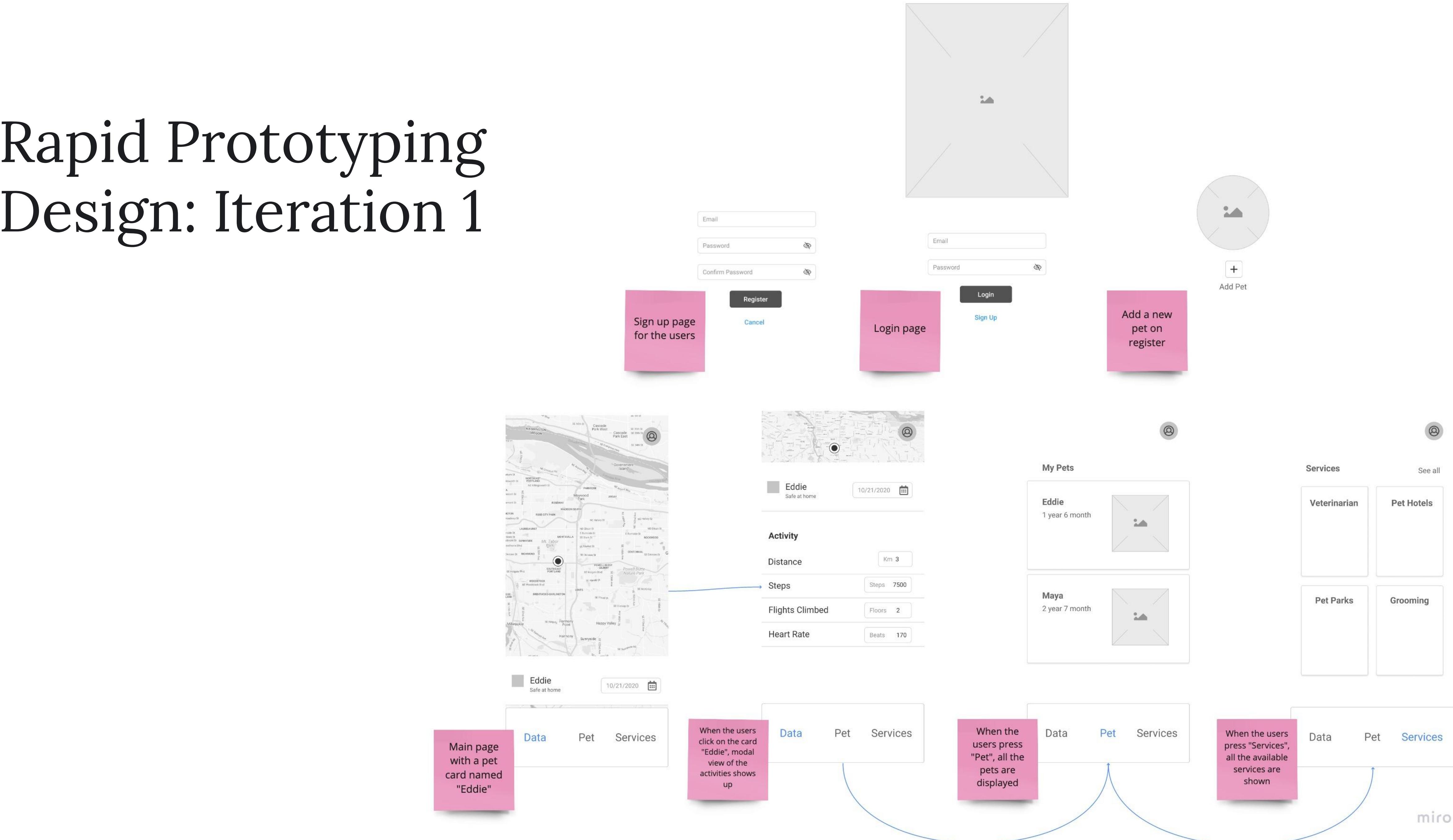
# Paper Sketches

Crazy-8 Technique



- Health database would contain the info of all the pets that the pet owner has.
- It has the feature to view the pet's health data statistics. e.g. Age, Location, Schedule, affirmments, other needs.
- The components are confusing:
  - Dashboard (looks like no)
  - Health Data (somewhat)
  - Services (needs to be)
- + Add Medical ID of each Pet
- ⚠ Find a place to add basic contact to web.
- This is an imp feature for owners to communicate adding this.
- X Wrong
  - Creating a lot of confusion
  - It's clear but the details are missing
  - Rather use card view
- Add tracker (steps to follow to connect the app with tracker)

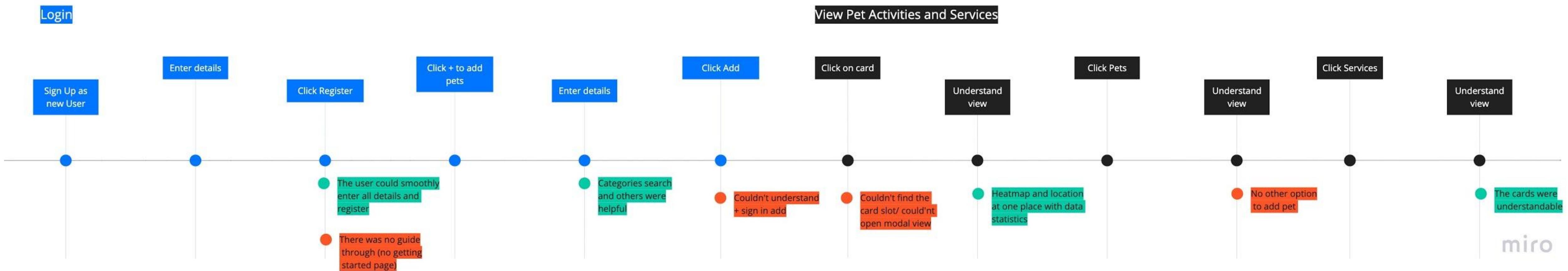
# Rapid Prototyping Design: Iteration 1



# Usability Study - 1

Scheduled Usability Sessions with the participants to observe their gain and pain points. This study was done to help understand what the users feel about the prototype and if there is a scope of improvement. Following diagram shows the Persona and the user flow graph with pain points for each tasks performed.

Persons: Working adult using our application for tracking activities and location of his pet



# Design: Iteration 2

Pet name

Type of Pet

Category

**Add**

## Get Started

Field Description Message

Ok

Removed the plus sign from the Add button

Added a Get started page to let user know how the data is generated and the features of the app



Eddie  
Safe at home  
10/21/2020

### Activity

Distance

Steps

Flights Climbed

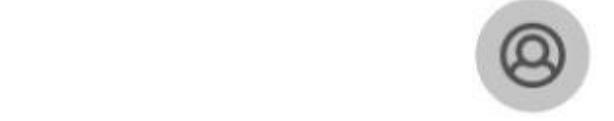
Heart Rate

### Schedule

Month, YYYY

Data Pet Services

Add schedule feature which includes calendar to show meetings



## My Pets

Eddie  
1 year 6 month



Maya  
2 year 7 month



+ Add Pet

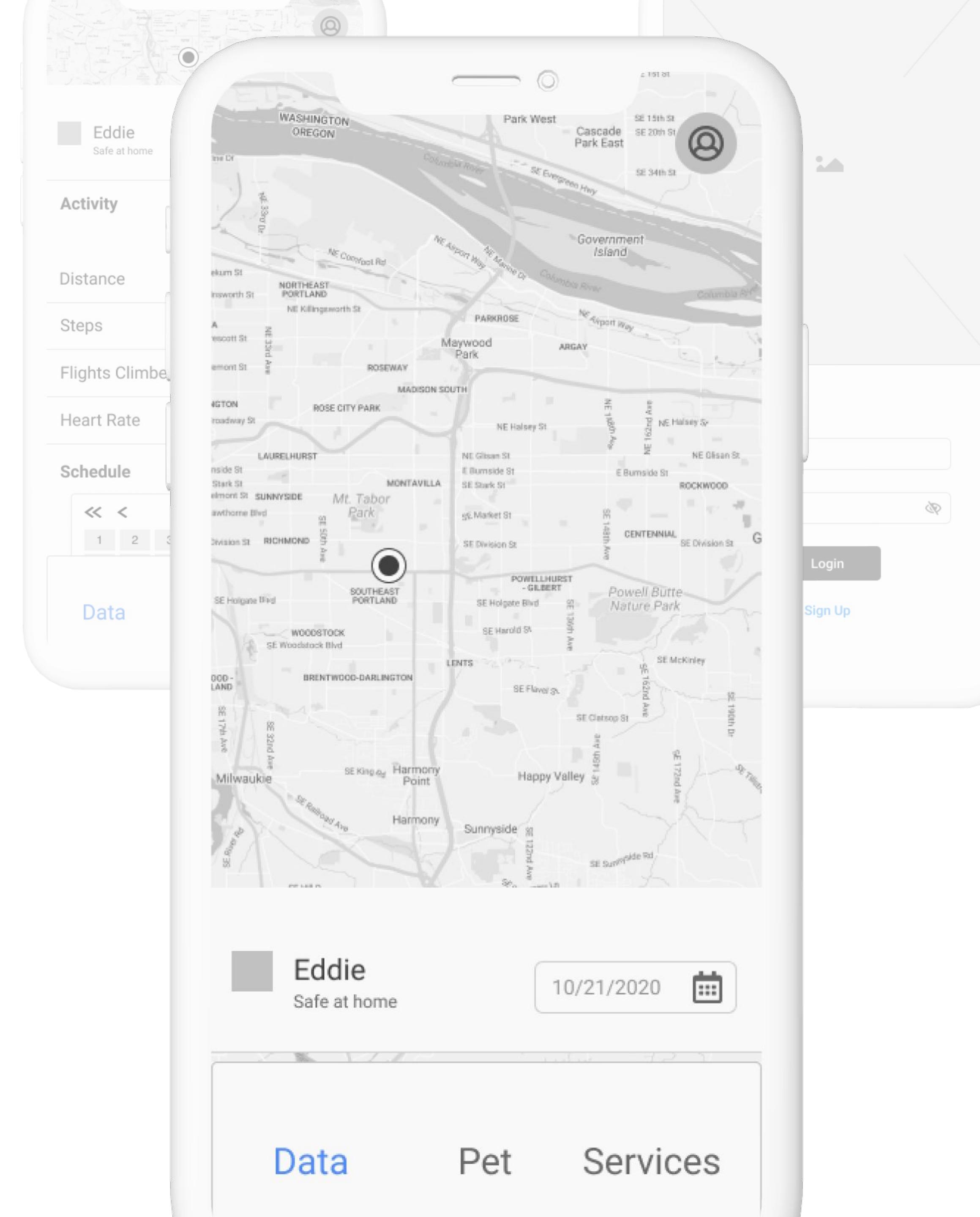
Data Pet Services

Added a button that allows users to add more pets

# Develop: Prototyping

After completion of all the steps from research synthesis, rapid prototyping to usability study, here's what my low-fi prototype looks like. Low-fi Prototyping is the initial phase of UX design process.

Link to my final low-fi prototype: <https://tinyurl.com/kealowfi>



# Test: Validation, Usability, Feedback

After conducting interviews on low-fi prototype, I created a style guide, pattern library and important do's and don'ts for the project. By creating a Mid-fi prototype, I could test my prototype using Lookback. Following are the results:

## User Reviews:

“I really like the graphics and UI design”

“The features are easily accessible”

“Animation was cool”

“App looks amazing”

“The features are helpful”

“The app seems useful”

## Feedback:

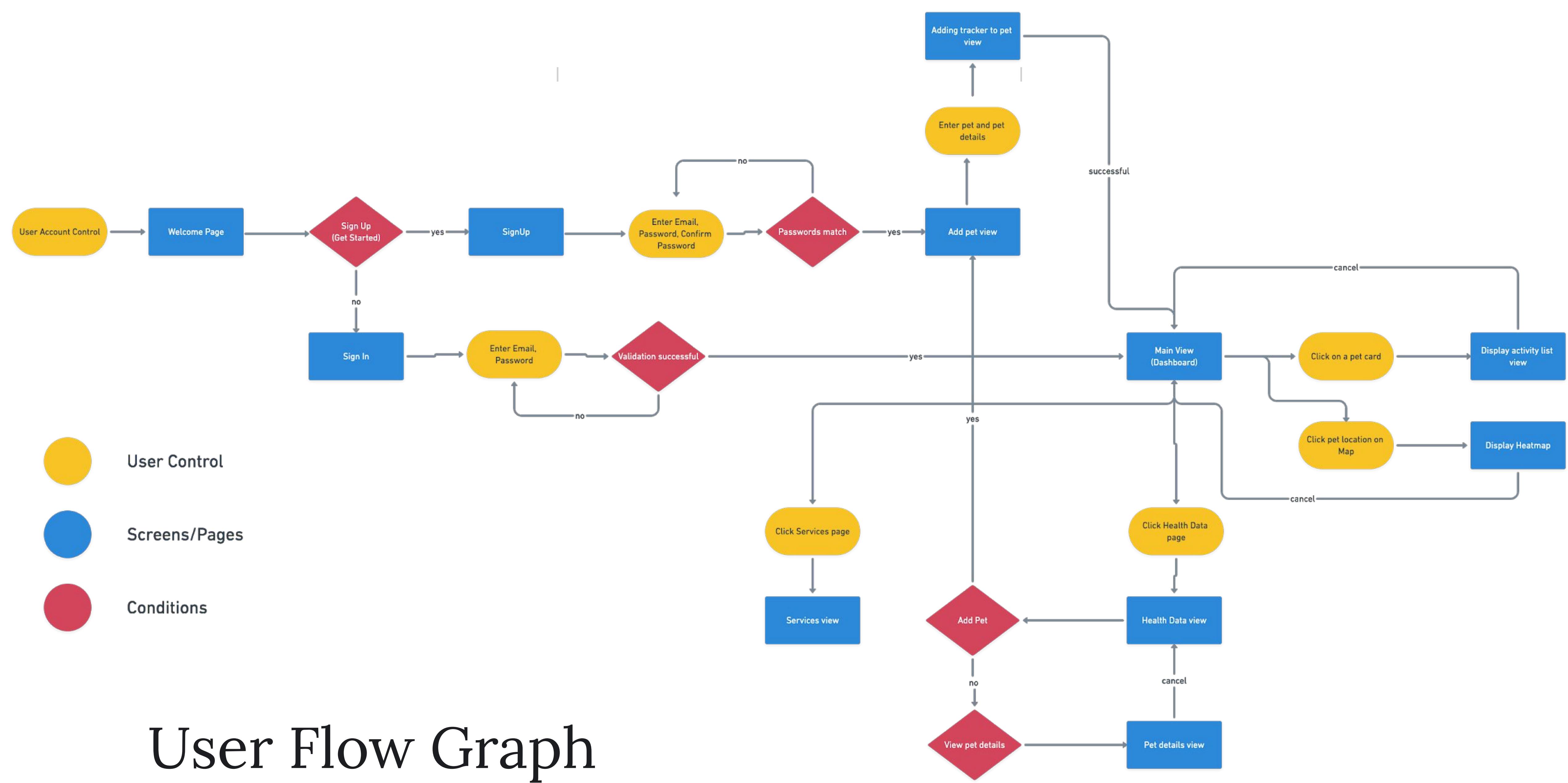
“Schedule feature for each pet could be separated and made another page so that it is a 1-click task”

“Can you add actual locations of each pet”

“Have an option to move from activity list to pet details directly”

To have a description of every feature (example: what is safe zone and how to define it)

# User Flow Graph



# Mid-fi Prototype

The image displays a 3x4 grid of screenshots from a mobile application named "Kea".

- Row 1:**
  - Login Screen:** Shows a blue header with three dots, a large blue central area with the word "Kea", and a white footer with "Dashboard", "Health Data", and "Services" icons.
  - Home Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a dog icon and the text "No pet added", and a white footer with "Dashboard", "Health Data", and "Services" icons.
  - Map Screen:** Shows a map of Mountain View, California, with a location pin and a small portrait of a person. Below the map are summary statistics for a pet named "Kuro": Distance (5.87 km), Calories (375 kcal), Steps (7,627 steps), and Heart Rate (170 beats). There are also "View History" and "Safe at home" buttons.
  - Dashboard Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a dog icon and the text "No pet added", and a white footer with "Dashboard", "Health Data", and "Services" icons.
- Row 2:**
  - Get Started Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a map and two animal icons, and a white footer with "Get Started", "Sign In", and "Register" buttons.
  - Register Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a map and two animal icons, and a white footer with "Email", "Password", "Confirm Password", "Register", and "Cancel" fields.
  - Enter Pet Details Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a map and two animal icons, and a white footer with "Pet's Name", "Type of Pet", "Age", and "Configure" fields. It includes instructions for setting up the tracker.
  - Services Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a map and two animal icons, and a white footer with "Services", "Veterinarian", "Pet Hotels", "Pet Parks", "Grooming", and "News" sections.
- Row 3:**
  - Your Pets Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a map and two animal icons, and a white footer with "Your Pets" sections for "Kuro" (1 year 6 month) and "Eddie" (2 year 7 month), and a "+ Add Pet" button.
  - Their Schedule Screen:** Shows a white header with the "Kea Pet Tracking Application" logo, a blue central area with a map and two animal icons, and a white footer with "Their Schedule" sections for "July, 2020" and a 7-day calendar.

# Style Guide

## Typography **Poppins**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9

Weight                  Point Size

### **Bold Title**

Bold                  48pt

### Large Title

Regular                  34pt

### Title 1

Regular                  28pt

### Title 2

Regular                  22pt

### Title 3

Regular                  20pt

### Headline

Semibold                  17pt

### Body

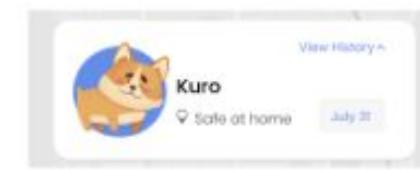
Regular                  15pt

## UI Elements

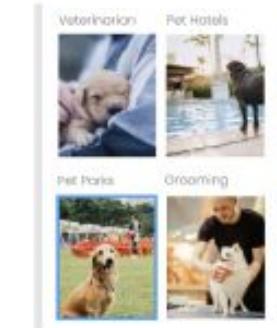
### Text Fields



### Card View



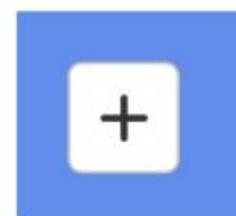
### Collection View



### List

Distance	5.87 km
Calories	375 kcal
Steps	7,627 steps
Heart Rate	170 beats

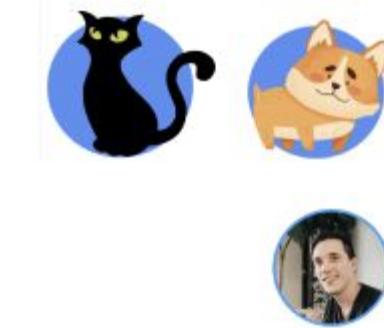
### Icons



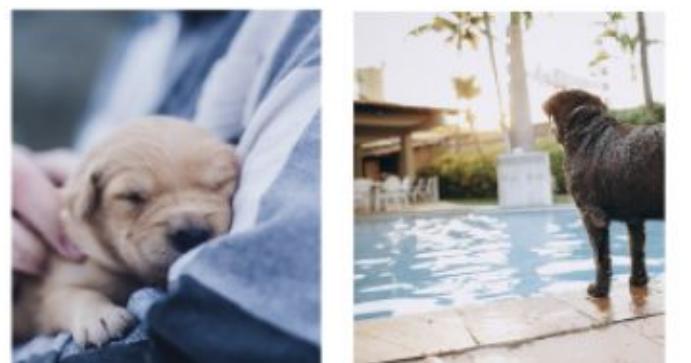
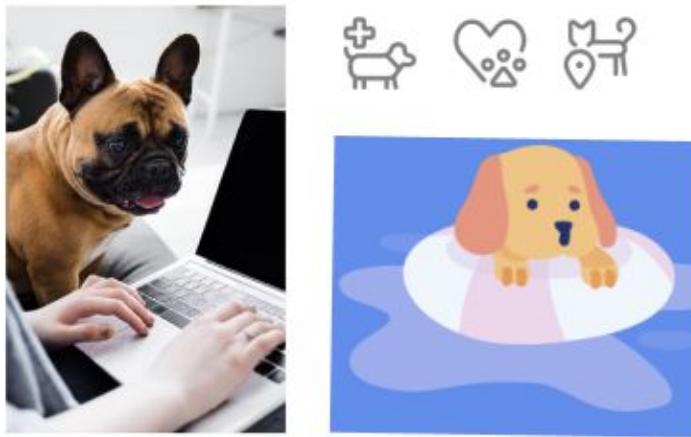
« « » »



## Profile Pictures



## Imagery/Illustrations



## Colors

White  
R 255 G 255 B 255  
#FFFFFF

Custom Gray  
R 239 G 239 B 244  
#EFEFF4

Blue Gray  
R 255 G 59 B 48  
#FF3B30

Light Gray  
R 229 G 229 B 234  
#E5E5EA

Teal Blue Gray  
R 90 G 200 B 250  
#5AC8FA

Gray  
R 142 G 142 B 147  
#666666

Black  
R 0 G 0 B 0  
#000000

Dark Blue  
R 72 G 111 B 159  
#486F9F

Apricot  
R 253 G 194 B 113  
#FDC271

Blue  
R 255 G 59 B 48  
#FF3B30

Teal Blue  
R 76 G 217 B 217  
#4CD964

Light Pink  
R 237 G 227 B 242  
#EDE3F2

Orange  
R 244 G 143 B 49  
#F48F31

Light Purple  
R 155 G 171 B 251  
#9BABFB

Brick Red  
R 213 G 102 B 75  
#D6664B

# Pattern Library

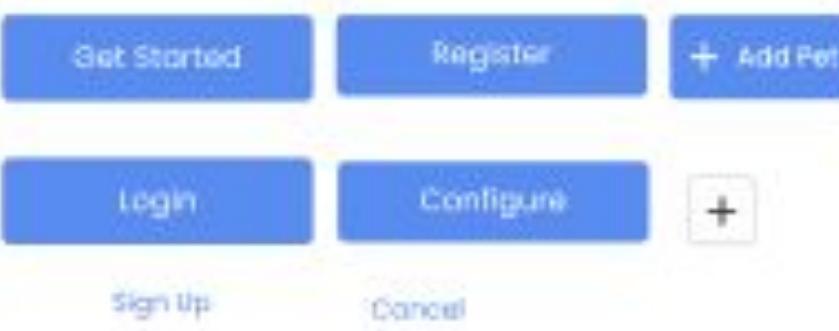
## Collection View



## List View

Distance	6.87 km
Calories	375 kcal
Steps	7,827 steps
Heart Rate	170 beats

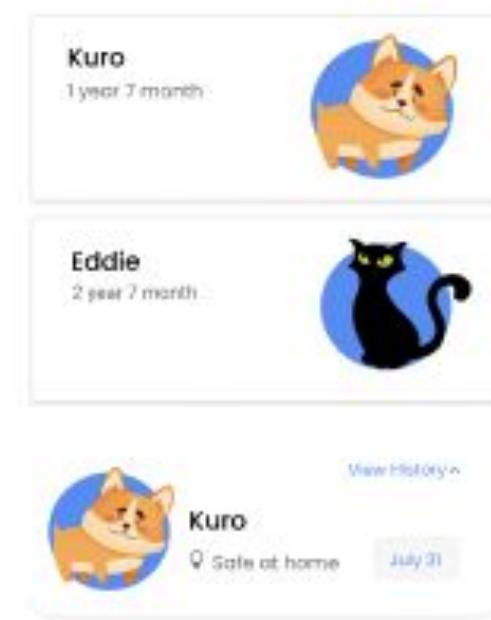
## Buttons



## Navigation



## Card View



## Other Components

Search, Calender and Category



## Input Fields

email
password
Confirm Password
Enter age (e.g. 1.5 for 1 year 5 months)

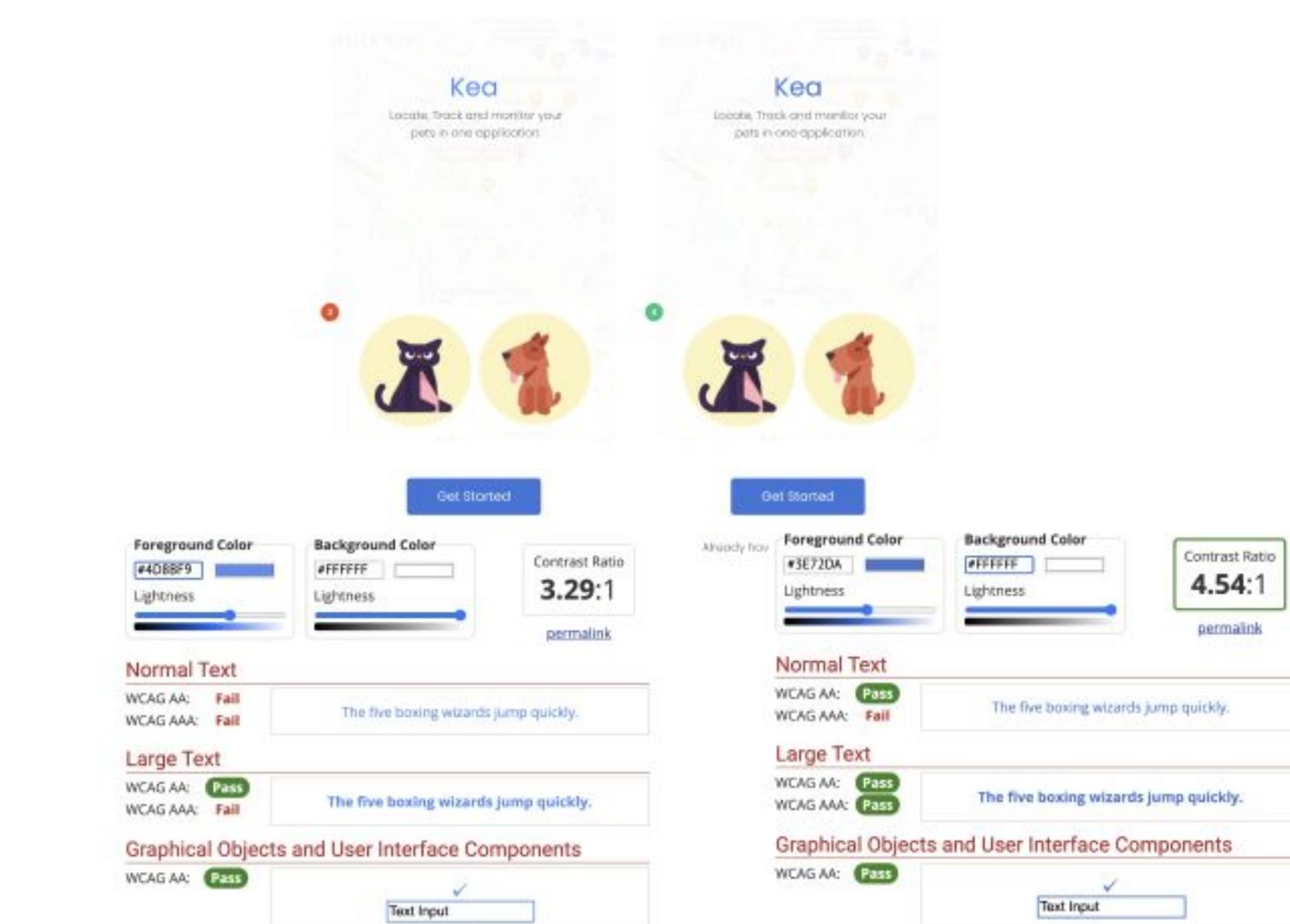
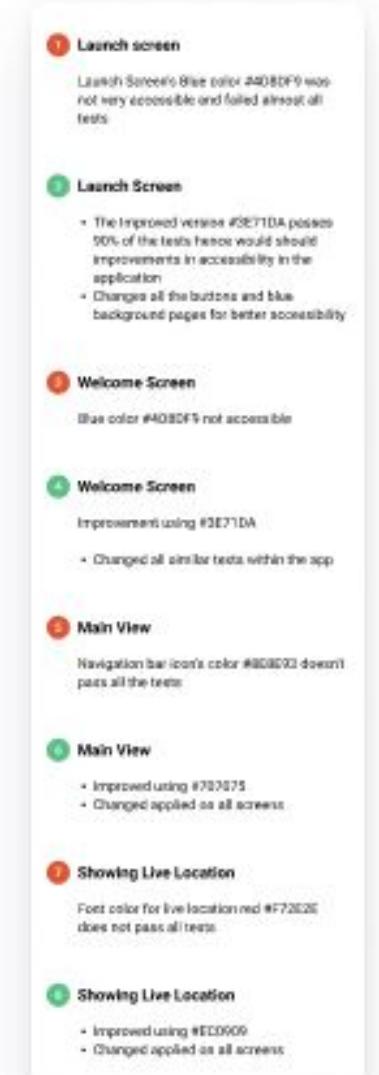
# Iteration 1: Accessibility Levels

Accessibility is an important feature when designing applications. There are many people with accessibility needs, and simple changes with adding contrasting colors, increasing font size, adding subtitles and alternate text for images can all help greatly with accessibility.

For the improvements in this iteration we used the WebAIM contrast checker tool here. The WebAIM tool helps improve the accessibility by showing what colors have not passed the tests. The more tests the app color passes, the more accessible it is. We tried making the application AAA-rated.



Annotated screens with red as old versions and green as improved versions:



# Iteration 2: Annotated Iteration based on Data and KPIs

**KPI:** Increase Task Success Rate

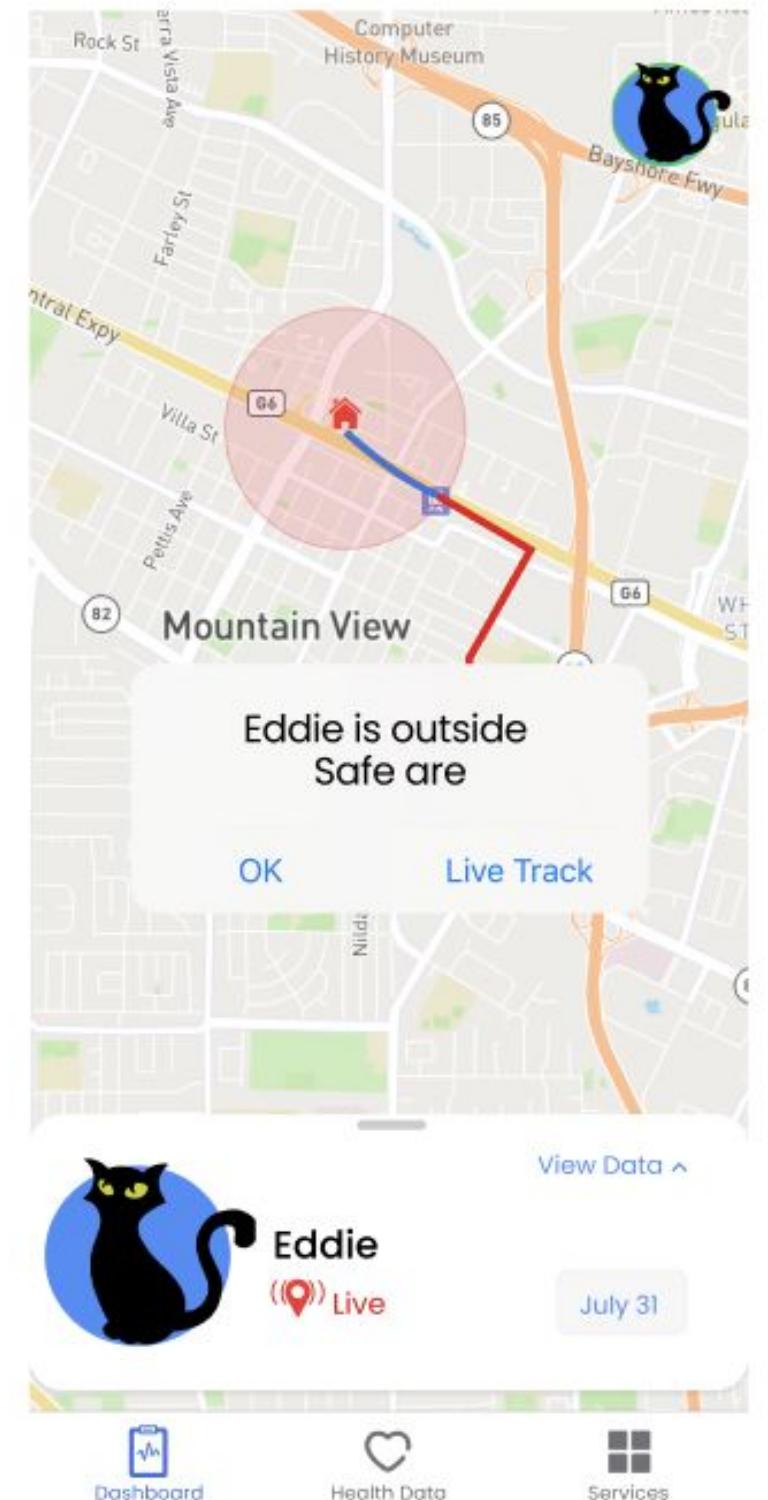
**Flow:** Navigate to Pet activity list

**Reason of Choice:** Based on conducted usability testings, some users had trouble navigation to their pet's activity list when the pet is live or outside the safe zone. The reason could be anything from the pet is out of sight or the pet is out for a walk or run with their owner. For the second possibility, an alert seems to frustrate most of the users.

**Hypothesis:** 80% of the users were unable to navigate to Pet activity list when the pet was outside safe zone

**Alternate solution:** Live pet's information is made similar to other pet's information. The users need to swipe up the card to view details. The Alert has been removed and a notification has been added at Live pet's location.

Old



Improved



# Important Do's and Don'ts



Kea  
Pet Tracking Application

Locate, Track and monitor your pets in one application.

Email  
Password  
Confirm Password

Register Cancel

Correct choice of color



Kea  
Pet Tracking Application

Locate, Track and monitor your pets in one application.

Email  
Password  
Confirm Password

Register Cancel

The color palette should be consistent throughout the app and the colors selected should be perceived to users



Kea  
Pet Tracking Application

Locate, Track and monitor your pets in one application.

Email  
Password  
Confirm Password

Register Cancel

Keep enough space between all the fields – here there is adequate space between email, password and confirm password Text Fields



Kea  
Pet Tracking Application

Locate, Track and monitor your pets in one application.

Email  
Password  
Confirm Password

Register Cancel

Not enough space between the components causing the user to choose incorrect options



Enter Pet Details

Pet's Name  
Name

Type of Pet  
Category Search...

Age  
Years Months

To setup the tracker, please follow the following steps:

- Add the tracker to pet's collar or it's shelter place
- Tap the below button once the tracker is set properly to configure

Configure Cancel

Giving users an option to exit an operation



Enter Pet Details

Pet's Name  
Name

Type of Pet  
Category Search...

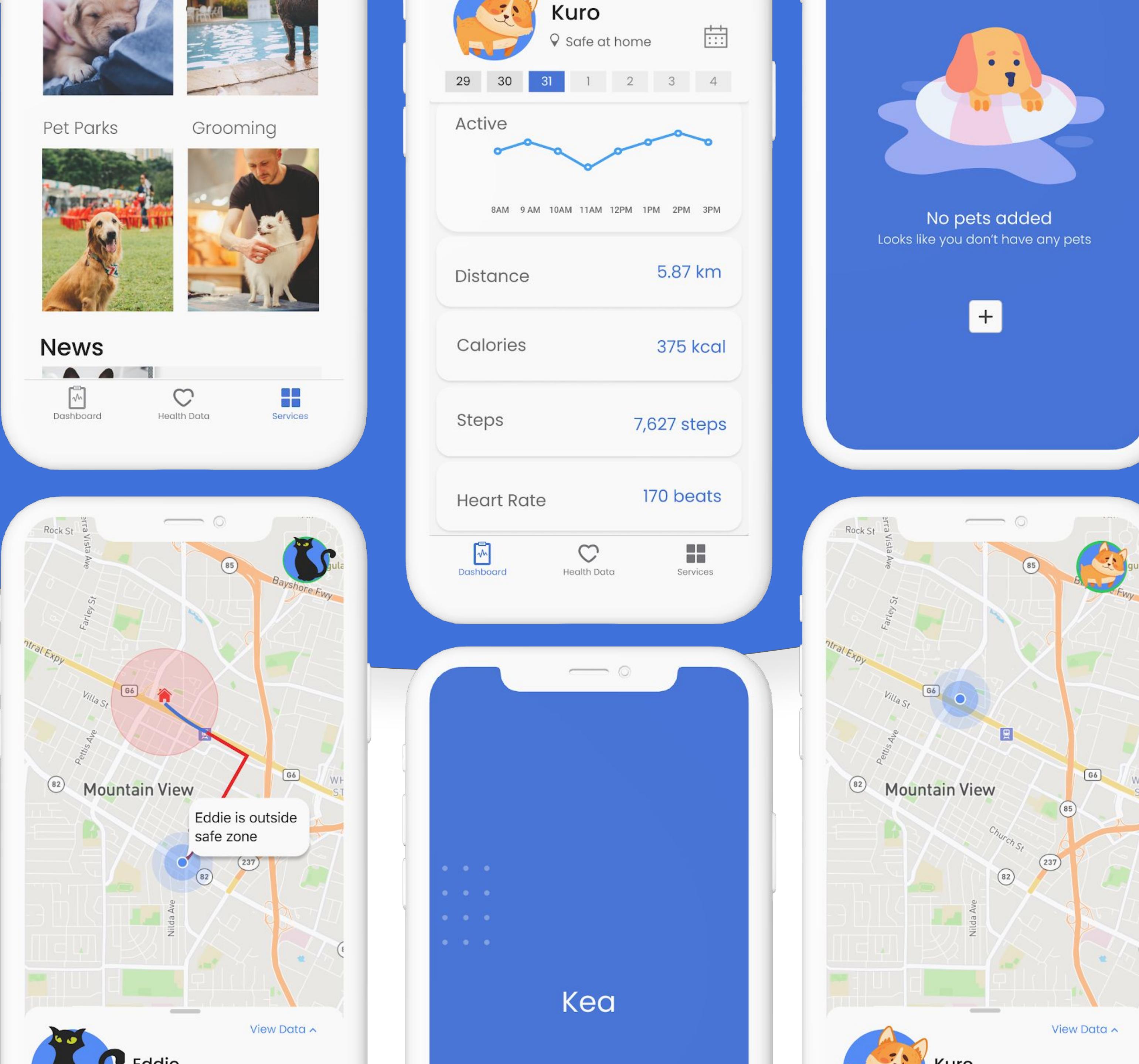
Age  
Years Months

To setup the tracker, please follow the following steps:

- Add the tracker to pet's collar or it's shelter place
- Tap the below button once the tracker is set properly to configure

Configure

The user has no option but to continue



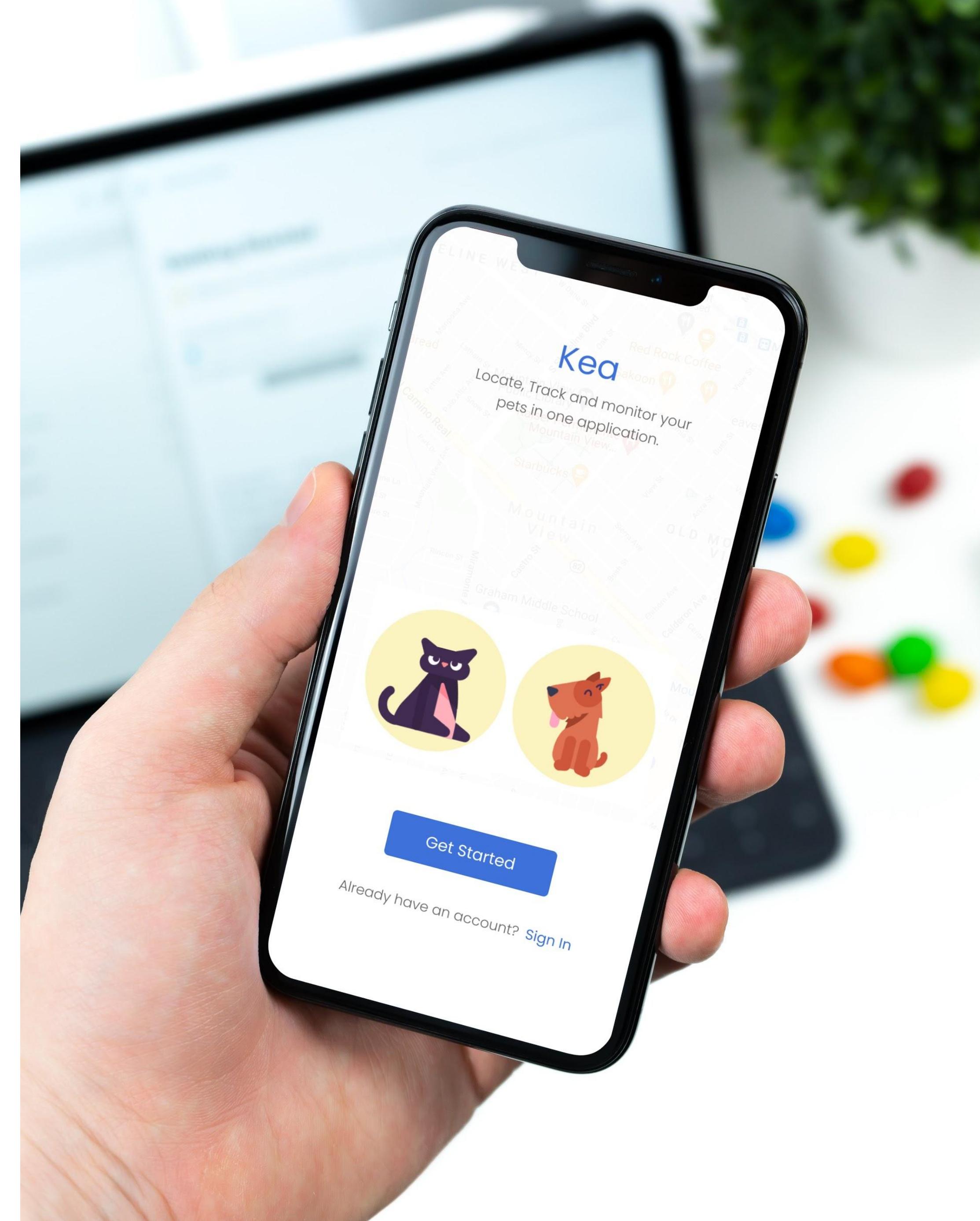
# Final Design

# Solution & Impact Overview

Reflecting to the whole process, the most essential part of this UX study was the design iteration using usability testing, data and KPI's. The research and design process was thorough and comprehensive.

Here's a link to my final high-fi prototype: <https://tinyurl.com/trackingwithkea>

Feel free to explore!



# About Me

Hi I'm Anmol, an iOS Developer and UX designer that strives to create great experiences.

As a designer, I am happy to build innovative features and deliver high quality user experiences. I believe in the power of storytelling to further push my creativity in designing clean wireframes. Focused on understanding people's motivations and emotions, and how environment affects them. These experiences led me to question how I could understand people better and how I could help them to live a fulfilling life.

Also, a gamer!

