
Pet Picker

iOS application that helps match people
with animals to adopt

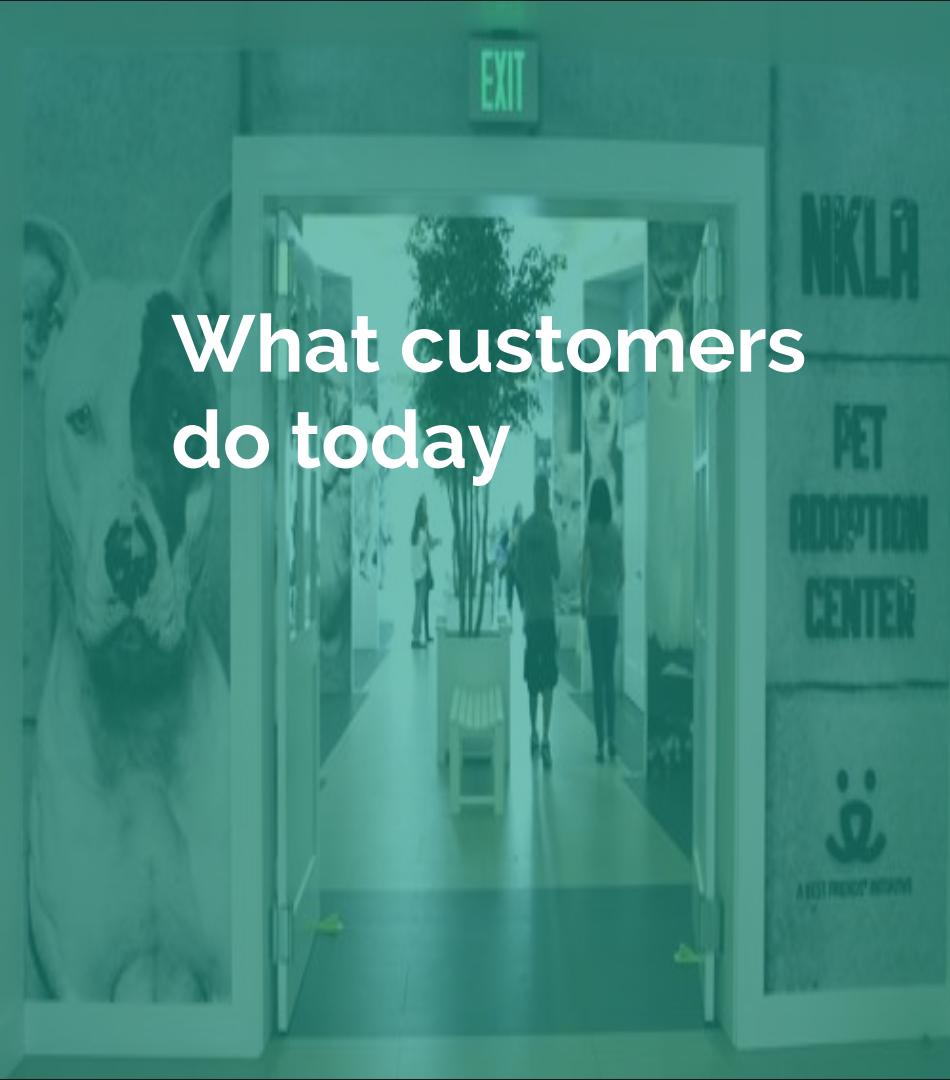


The Problem



Pet Adoption

Every year, six to eight million dogs wait to be adopted from animal shelters — so many that millions are euthanized each year due to overcrowding, according to PETA.



What customers do today

Online adoption websites exist; however, they are lacking lots of basic information about the owner and the pet.

Potential owners are left with more questions than answers.

Use cases

- “As a potential adopter, I would like to be able to easily browse dogs looking for new owners.”
- “As an adoption agency, I would like to be connected to people looking to adopt a pet.”
- “As a foster owner of pets, I would like to be able to easily add animals I am fostering to be matched up with prospective owners.”

Solution Proposal

Solution description

Create a mobile application that can:

- Increase public awareness of the availability of high-quality adoptable pets
- Display all desired information displayed for a pet
- Display public information on an adoption agency or foster parent
- Be able to connect potential adopters with owners/agencies

Why it's better than existing solutions

Pet Picker is an intuitive application that...

- Doesn't leave the user with more questions than answers
- Allows users to seamlessly browse through a gallery of adoptable pets
- Directly connects adopters with pet owners
- Allows users to donate to pets

Design Process

User Needs Analysis & Design Requirements

Participants:

Interviews - People working in the adoption process

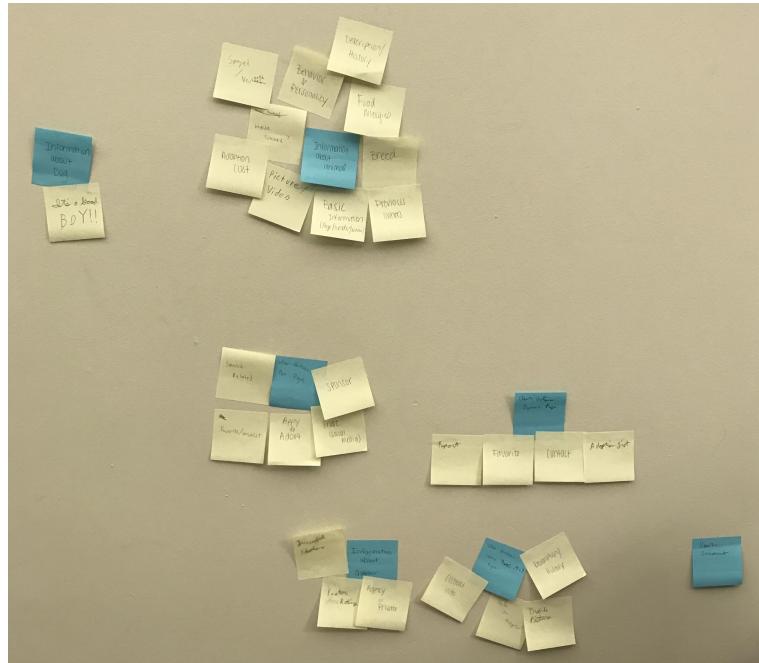
- We formed our questions so we could get insight into how the process currently works and what are its advantages and disadvantages. We wanted to gain perspective from these users so the process would become less daunting for them.

Focus Groups - Adults who have an interest in owning a pet or who have previously owned a pet.

- We used these focus groups to give us an idea of what the essential information should be found in our interface. We wanted to gain an understanding of what would make people more inclined to adopt a pet over buying one.

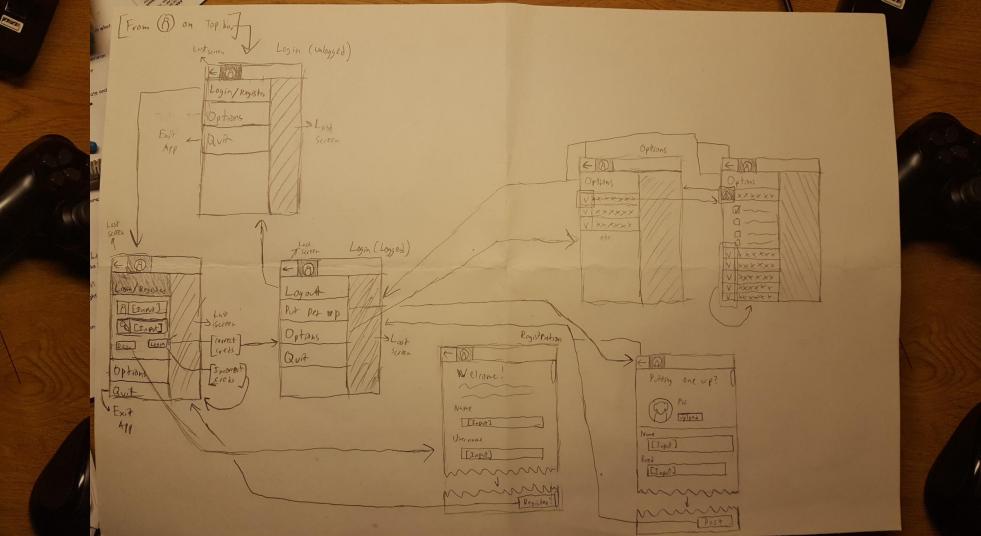
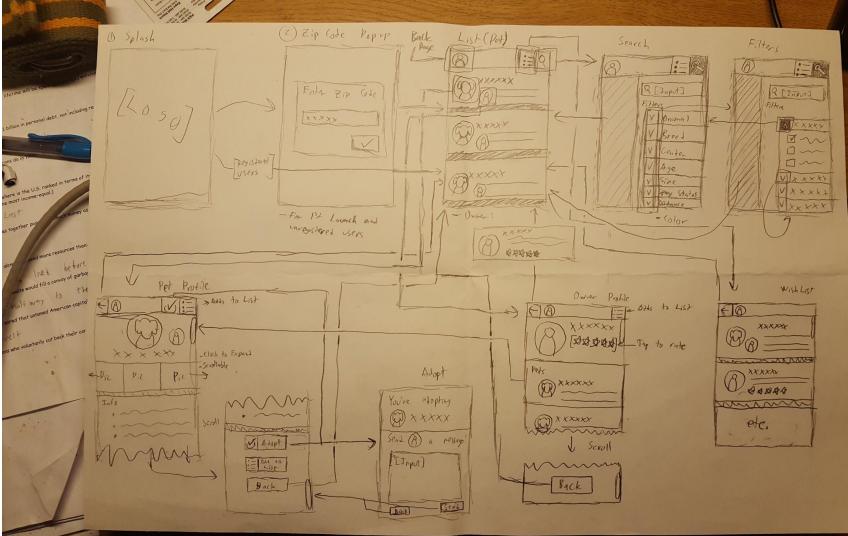
Results

The team analyzed and reviewed all captured data for any possible themes or patterns into a hierarchy showing common structures.



Affinity Diagram

Low-fidelity Prototype



High-fidelity Prototype

The image displays four screenshots of a mobile application prototype for "PetPicker".

- Screenshot 1:** A search screen showing a zip code entry field (19104), a dropdown placeholder "Are you looking to...", and two buttons: "Adopt a pet" (blue) and "Offer a pet for adoption" (orange).
- Screenshot 2:** A user profile screen for "John Doe" from Philadelphia, PA. It shows a circular profile picture of John Doe, a 5-star rating, and a "Pets" section listing "Meem" (a Corgi) and "Marianne" (a cat).
- Screenshot 3:** A list of pets for adoption. It includes "Meem" (a Corgi, Male, 4 months, Philadelphia, PA), "Finnegan" (a small dog, Female, 11 months, Philadelphia, PA), "Ralphie" (a white cat, Female, 5 years, Philadelphia, PA), and "Roscoe" (a calico cat, Male, 8 months, Philadelphia, PA). Each pet has a circular profile picture, a heart icon, and a "Pet Details" button.
- Screenshot 4:** A detailed view of "Meem" (Corgi, Male, 4 months, Philadelphia, PA). It shows a large circular profile picture, a smaller circular photo of John Doe, and a summary: "Male, 4 months", "Corgi Mix", "7 lbs 4 oz", "Neutered", "- All shots up to date", "Kid/animal friendly", and an "Adopt" button.

User Testing

Participants:

Face to Face - Three people (1 female/2 male) that were in their early/mid twenties.

Online User Testing - Three people (2 female/1 male) that were in their early/mid twenties.

Main Suggestions:

- Add more data to the user/animal profiles
- Look at the flow of the application

Final Interface

Improvements from Feedback

- Separated two interfaces based on user - adopter and adoptee
- Added more basic information about animal/user
 - ◆ Medical history, previous environments
- Added more intuitive account creation
- Changed the flow of the screens of the application
- Changed the font for better readability

Questions?

References

[iOS Interface Standards](#)