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 animals 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

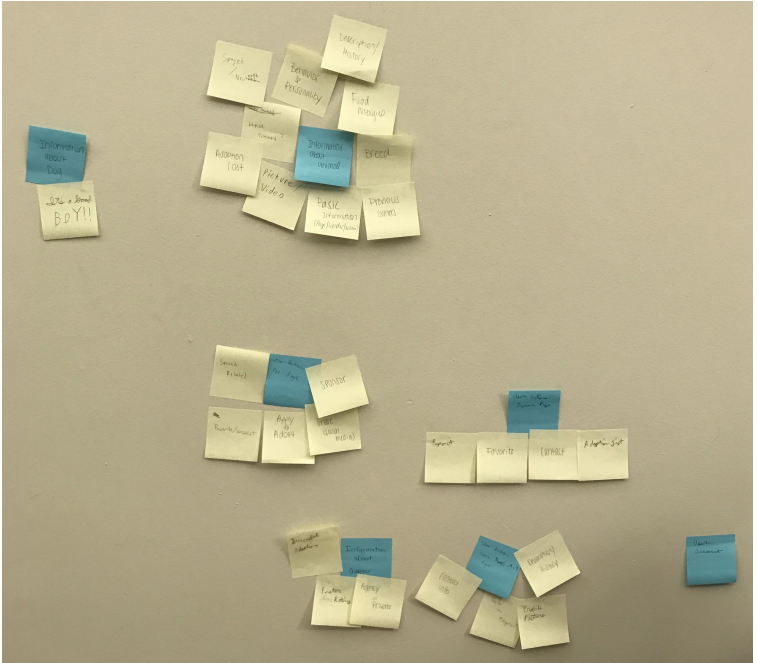# User Needs Analysis & Design Requirements

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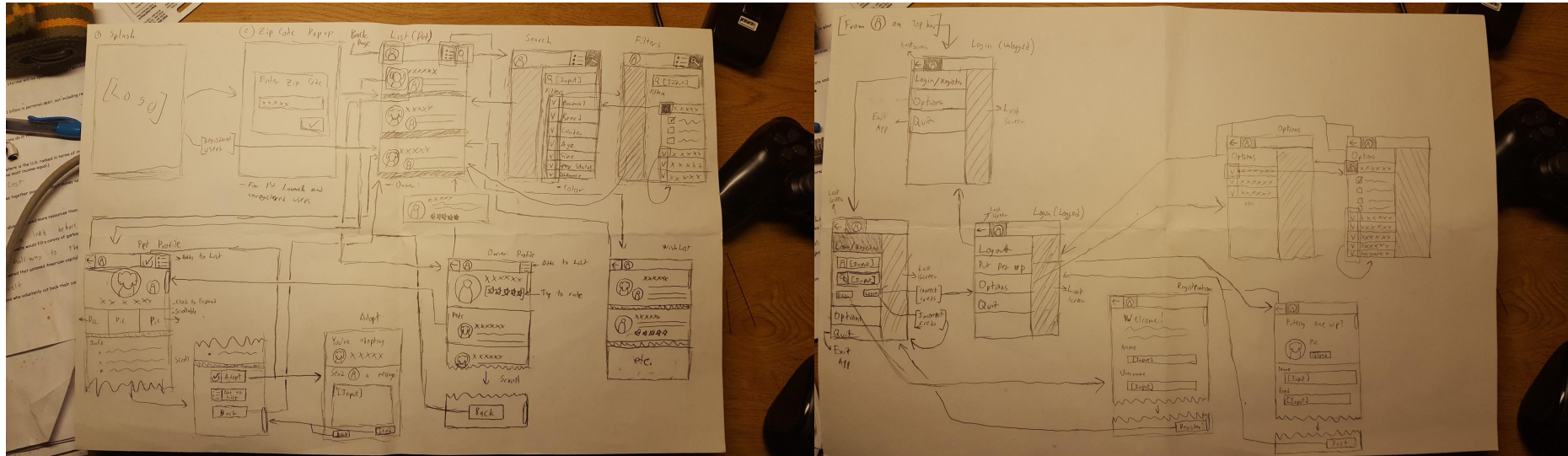- We used these focus groups to give us an idea of what the essential information should be found in our interface. We wanted to gain an understanding of what would make people more inclined to adopt a pet over buying one.

Results

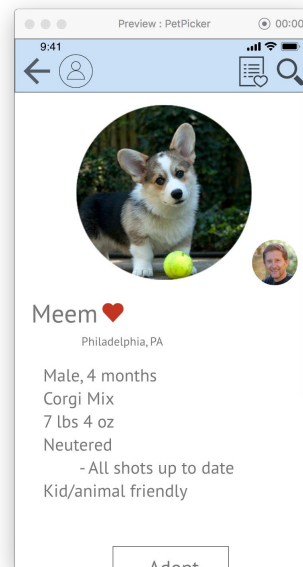The team analyzed and reviewed all captured data for any possible themes or patterns into a hierarchy showing common structures.
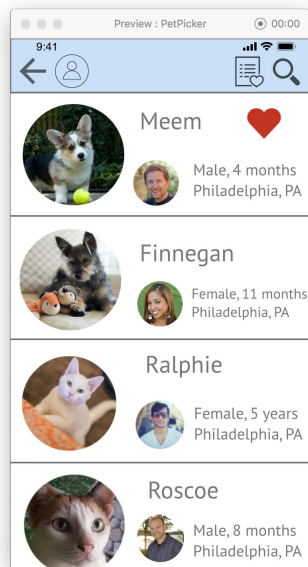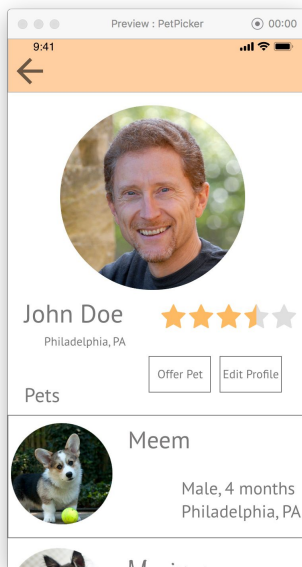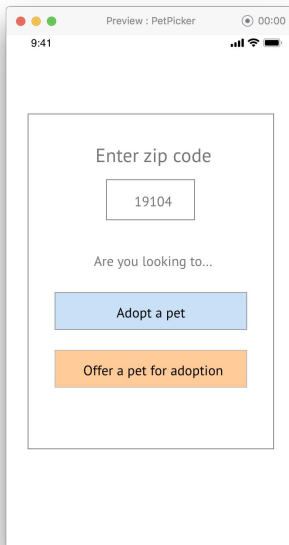

Affinity Diagram

Low-fidelity Prototype

High-fidelity Prototype

User Testing

Participants:

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

<u>Online User Testing</u> - 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](#)