

Cat-Tastic Case Study

Preface -

I had this elaborate idea and realized the scope was too big for what time I had. But I also had half my slides already made. But then I worried my slides wouldn't be enough so I also filled out the outline that was provided resulting in two submissions.

Why did I not stick to the outline in the first place? Well I wanted to go above and beyond. Unfortunately I had to shift gears but I am still happy with my research and solution.

Continue on for my edited down version. Slide 28 starts the outlined version. They are slightly different in flow and what data is presented. Major difference is detailed, walkthrough wireframe is in first one and screengrabs of work from figma is in second. Sorry I'm taking up your time submitting two version.

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Overview

The Application

Cat-tastic is a **social media** application similar to **Instagram**.

A user posts **pictures of their cats** and other users like and comment those posts.

The Problem

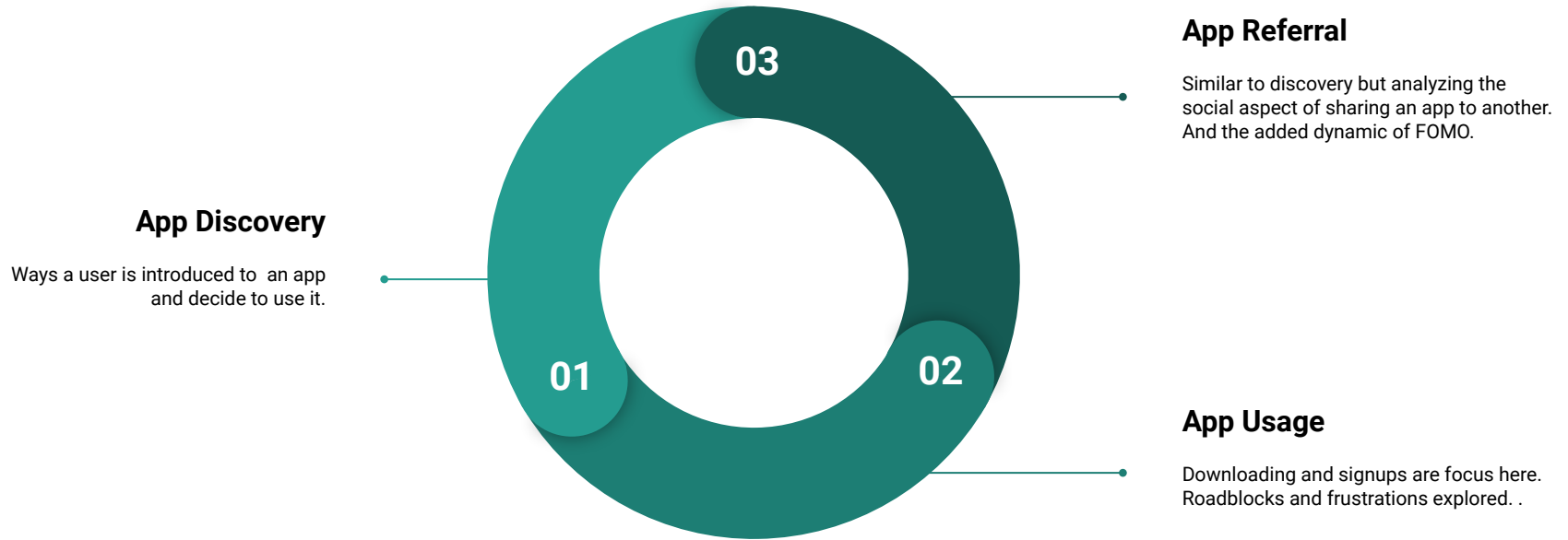
Cat-tastic needs **more signups**. Only **30%** of 2,000 daily users sign up.
That's only **600** users.

The Solution

Quick, simple, and **engaging sign-in** process. Imbued in this process is **gamification** and **ad based FOMO**.

Market Research

Finding User Value



App Discovery



Results -

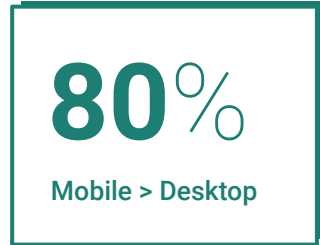
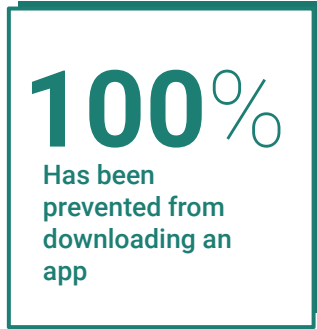
Users prefer to download an app vs using an app online. Users use apps to socialize. Word of mouth and Google search are a big component in discovery a new app. And half the time, ads help share the news of a new app.

User value -

Making sure app has a mobile version. Utilize the social aspect of the app. Find ways to get users to connect with people they know that don't have the app yet. Look into ads and SEO tool.

App Usage

Downloading



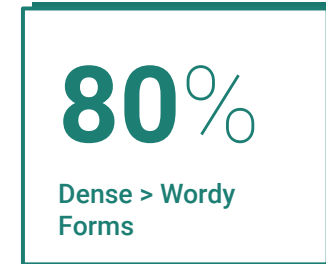
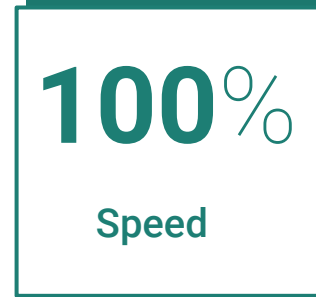
Updates

Not enough phone storage

Took too long to download

Hardware restrictions

Signup



Results -

All users have been prevented from downloading an app. Some issues are hardware while others are software. Balancing restrictions you can't control vs restrictions you can. And the obvious, speed is ruler.

User value -

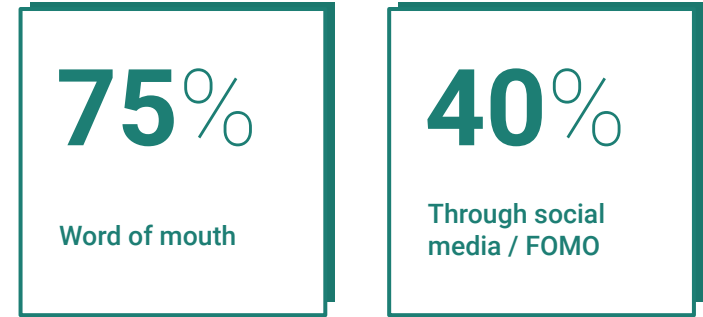
Usability, lightweight, adaptive to all sorts of hardware. Speed. Small bio forms.

App Referral

Promotions



User to User



Results -

More than half use a refer-a-friend code. But hardly any like signup codes. The social aspect of codes seems to be the winner. Instead of advertising on the app, have a user get rewarded for telling others about a great deal.

User value -

The app is background. User to user is prominent. Make it seem like the app is just a meeting place and the value comes from user to user interactive. Promoting user connection seems to be the winner.

User Survey Results for Signups

Users	Roadblocks/Pet Peeves	Frustrations	Fast Signups
1	Remember multiple passwords/usernames	Too complicated to create a password or if I get more than 2 errors during account creation I'm out	Has a signup process been too long that you gave up? Yes! Email and passwords should be all.
2	Too many personal credentials especially on a shady site	Having to go through multiple steps to get started.	Has a signup process been too long that you gave up? Yes! I like quick account signups like using Google.
3	Spammed with news and advertisements	Stopping momentum by forcing a sign-up page.	Has a signup process been too long that you gave up? Yes! Short forms are a must.
4	Hate typing with thumbs	Quick use sites requiring sign-up to use	Has a signup process been too long that you gave up? Yes! Though I don't mind a thorough form if necessary.
5	Form too long. Ruins flow.	Lying about how much info is needed to use service or get sign-up code	Has a signup process been too long that you gave up? Yes! Quick and speedy. I prefer biometrics.

User Value

Speedy, bite-sized, social interactive, and lightweight. These are filtered terms to highlight the **user value** needed to create the **solution** needed to help **bolster Cat-tastic signups**.

Bolster Access + Tear Down Roadblock = User Value

Solution

- Filter necessary information needed to use in initial form
- Quick and simple
- Don't disrupt the user flow
- Fun and interactive

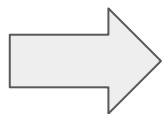
Don't prevent the user from viewing other users posts. That way there isn't a roadblock preventing the initial social aspect of the app. Get users already engaging, and when they have to sign up, FOMO will kick in.

While the user is scrolling through Cat-tastic, they will forget they are not signed up and will want to like/comment on a post. At that time a message box opens up underneath the post. The user is not taken to another page. Their flow is not interrupted.

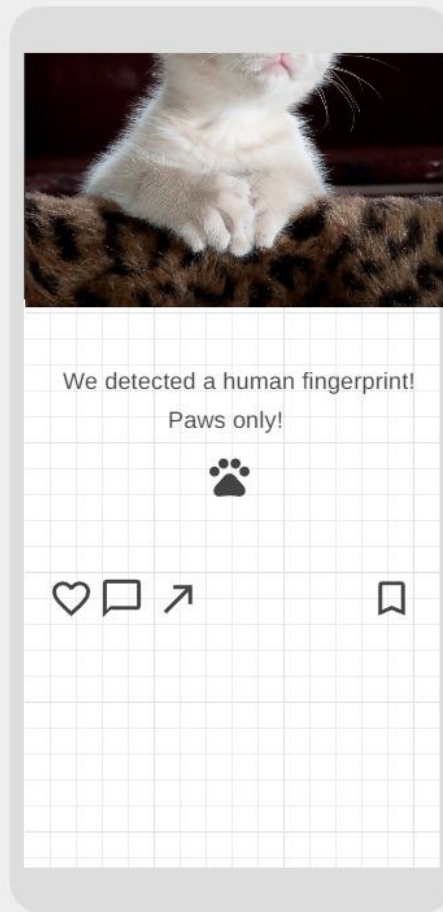
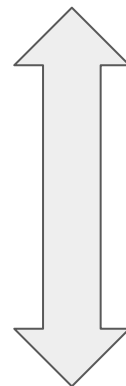
The message is playful and interactive. This message box turns into a signup form. It will be bite-sized and interactive. Once the user is done, the box closes and the icon the user pressed at the start will fill in and the user can continue on their flow.

Wireframes

Pressing a
notification button



...will trigger
the signup
prompt, sliding
the picture and
buttons out of
the way



Fun, bite sized,
interactive sign up.

Not only is the user
playing along and
creating a secret cat
identity, the user in
this first step is only
asked for one piece of
information to lessen
the heft of an
overwhelming signup
page.



Blend in with a
cat-tastic cat-vatar

User Name



By focusing on
smaller breadcrumbs,
it's more engaging
and not distracting.

Plus it's fun trying to
come up with a cat
persona!



Blend in with a
cat-tastic cat-vatar



You can choose fingerprint, google sign-in, or create your own password.



Convert fingerprint or use
secret code?



Google



(or click me to translate code to meow)



Once done, the pictures and buttons automatically move back into place, the button the user pressed gets filled in, and the user continues on where they left off as if their flow never got interrupted!



Wireframe Feedback

01	<ul style="list-style-type: none"> Enjoys having sign up on same page. Too much white space. Gamifying is fun. 	<ul style="list-style-type: none"> Success! - single page Work on - make it clear wireframe is focusing on one user post and not showing infinite scroll Success! - interactive, playful sign-up is working
02	<ul style="list-style-type: none"> Not a fan of biometrics. Icons and image not aligning throughout process. 	<ul style="list-style-type: none"> Work on - Don't make biometric prominent. Between using the word fingerprint, showing a cat paw, and having a fingerprint symbol, it may be sending the wrong signal Work on - adjust wireframe or explain better why icons have been adjusted.
03	<ul style="list-style-type: none"> Biometrics only need to be used for a low-risk app and be reliable. Not familiar with process. Add signal to keep going. 	<ul style="list-style-type: none"> Success! - biometrics should be incorporated because this is a low-risk, reliable app Work on - new process to make sure signup process includes directions on how to also be moving forward to the end goal
04	<ul style="list-style-type: none"> Icons can be confusing to understand how to progress. The cat paw is vague. Likes the fun wording like "Cat-vatar" 	<ul style="list-style-type: none"> Work on - making sure I incorporate how to move forward to next step Work on - either delete or modify cat paw to not confuse its purpose Success! - having a fun sign-up

Wireframe feedback

(some of this was already incorporated)

Conclusion

Incorporating a **speedy, bite-sized, social interactive**, and **lightweight** signup was a success!

There was some confusion on the sign up page, so next iteration will incorporate rigorous modify > test > modify cycle until the balance is perfected. It must be **simple**, yet **intuitive**.

User value has been **found** and **solution implemented**. Cat-tastic **sign up percentages** are about to go to the **moon**!

Market Research

Works cited

Survey #1 Q & A - [Click Me!](#)

Survey #2 Q & A - [Click Me!](#)

Scope Prevention / Future Features -

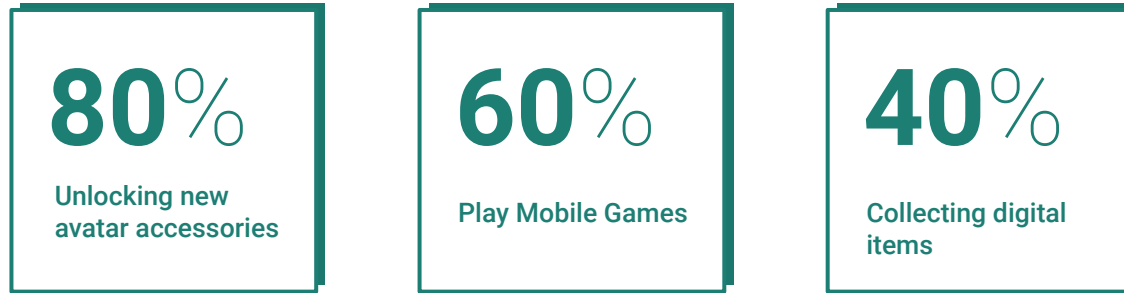
So I had more research that I decided was going too far into scope in the short amount of time that was left. I had to shrink the scope to make it more specific. One of the things I cut was Gamification (the next slide has some stats).

I also wanted to get more business and money aspects. I wanted the user value to equal the company value. I wanted to show how this new signup will translate to money. I had ideas for ads and coupons and ways to bolster sign ups through targeted pet ads. I found some advertisement links I wanted to use ([here](#), [here](#), [here](#), [here](#), [here](#), [here](#))

I wanted to do more competitive research but there wasn't a lot of specific data I was looking for out on the web.

A huge portion I toned down (that hannah brought up) was diving deep into the life cycle of an app. To create not only a better signup but create a life cycle of continuous user need and use. How to keep the user using this app.

Gamification — (Promising)



Results -

High aptitude for wanting to unlock accessories dedicated to your avatar. More than half play mobile games, thus prompting a fit for gamification. Not specifically wanting to collect items, so focus on simplicity. Connect gamification to just the avatar.

Further Questioning -

Understanding why collecting items is lower than unlocking new accessories. Essentially they are the same thing. Also further understanding the intricacies of what the user considered a “mobile game.” Some may use apps in the form of a game without noticing.

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- b. User Research & Interviews
- c. Ideation
- d. Prototyping
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- f. Iteration

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- b. Challenges
- c. Lessons Learned
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Introduction

Setting the stage

1. Overview
2. Problem Definition
3. Users & Audience
4. Roles & Responsibilities
5. Scope & Constraints



Overview

Cat-tastic needs **more signups**. Only **30%** of 2,000 daily users sign up. That's only **600** users.

The solution would be a **Quick, simple, and engaging sign-in** process. Imbued in this process is **gamification** and **ad** based **FOMO**.

Problem Definition

Cat-tastic needs **more signups**. Only **30%** of 2,000 daily users sign up. That's only **600** users.

Users & Audience

- *Describe the group(s) of people who would use the solution you created to solve a problem they have.*

Essentially this process can be used for most sign up flows. Sites/apps needing more user info may need an extra step or two and also how they incorporate interactivity, but the idea of bitesize, interactive, non intrusive, speedy sign up flow is universal. But for this app, cat owners, social media users, people who enjoy posting pictures of their cats, anyone who likes a simple and interactive signup process.

- *Share what you know and have learned about them.*

And the survey says - Speed, Speed, Speed!

- *Give just enough detail, but don't overload us at this point.*

Roles & Responsibilities

- *Take this slide to describe who played what role, and who was responsible for what.*

We didn't assign anyone a specific role. We offered feedback and assistance where applicable to each other. Set up a Kanban, sent out user surveys, feedback on wireframes / user flows, etc.

- *For this course, you are a UX team of one. It will all be on you.*
- *In the future, you will be able to break it down into various roles that can specialize in one or two aspects of the work.*

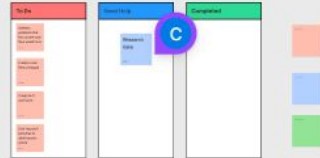
Kanban

OPTION 1

PROMPT: Sign-up flow for a social media app

PROBLEM STATEMENT: Across all social media platforms users collectively visit their sign-up landing page around 2k times a day but only 30% complete sign-up. Your social media platform, **Get-Ready**, wants you to create a competitive sign-up flow for their up-and-coming mobile App by helping them figure out better ways of creating an account.

Isabella



Moises



Cori



Darin



Josh



Jackson



Hannah



Group Help

Survey

Scope & Constraints

- *Tell us about the parameters of the work and any special circumstances or limitations that influenced the solution you created.*

Working with the overwhelming hatred to biometrics was interesting. It's such a simple solution and the fear of someone cutting off fingers to break into their device is a real fear.

The simpler you make a design the more opportunities for misinterpretation.

- *For example, your solution might have been required to have a physical presence in a specific location.*
- *Or, the solution needed to fit into an existing application.*

Process

What happened, and why

1. Market Research & Competitive Analysis
2. User Research & Interviews
3. Ideation
4. Prototyping
5. Affinity & Usability Testing
6. Iteration

Market Research & Competitive Analysis

- *Who else has this problem? - Any social media company NEEDS more signups. So they are all essentially in same boat. Most top tier, like Instagram, have it down to a science, but there is always room for improvement.*
- *What other solutions are out there? - Most have filtered it down to the essentials. Speedy flow with bare minimum required information has been the universal go-to. Introduce security in the mix, this is where apps differ. Verification code is widely used but can cause a huge roadblock. Especially if code can only be sent via cell phone.*
- *Who is using them? - Most top tier; Instagram, Facebook, TikTok.*
- *How are they performing? - The ebb and flow of user wants and needs dictate this field. You can have the greatest sign up page or none at all, but if users don't like your app, they won't use it.*
- *What are their flaws? - Where do I start? But to be specific to sign ups, probably bot creations. Not necessarily a flaw but a solution needs to be implemented.*
- *Where are the opportunities for this solution? - This solution is universal and can be implemented on most sign up pages.*

Competitive Analysis - Instagram Sign Up Flow (source [wikihow](#))

The image displays four sequential screenshots of the Instagram sign-up process, each with a green box highlighting a specific element:

- Step 1:** The Instagram login screen. The "Sign up" link is highlighted in a green box.
- Step 2:** The Instagram sign-up screen. The "Sign up" button is highlighted in a green box.
- Step 3:** The "Add Your Birthday" screen. The birthday selection area is highlighted in a green box.
- Step 4:** The verification screen. The 6-digit code input field is highlighted in a green box.

Simple and specific. 4 steps, personal account/contact info, birthday (for legal reasons), and verification. All the information you would need up front.

Instagram post to
use as reference



Add photos and screenshots of your research

User Research & Interviews

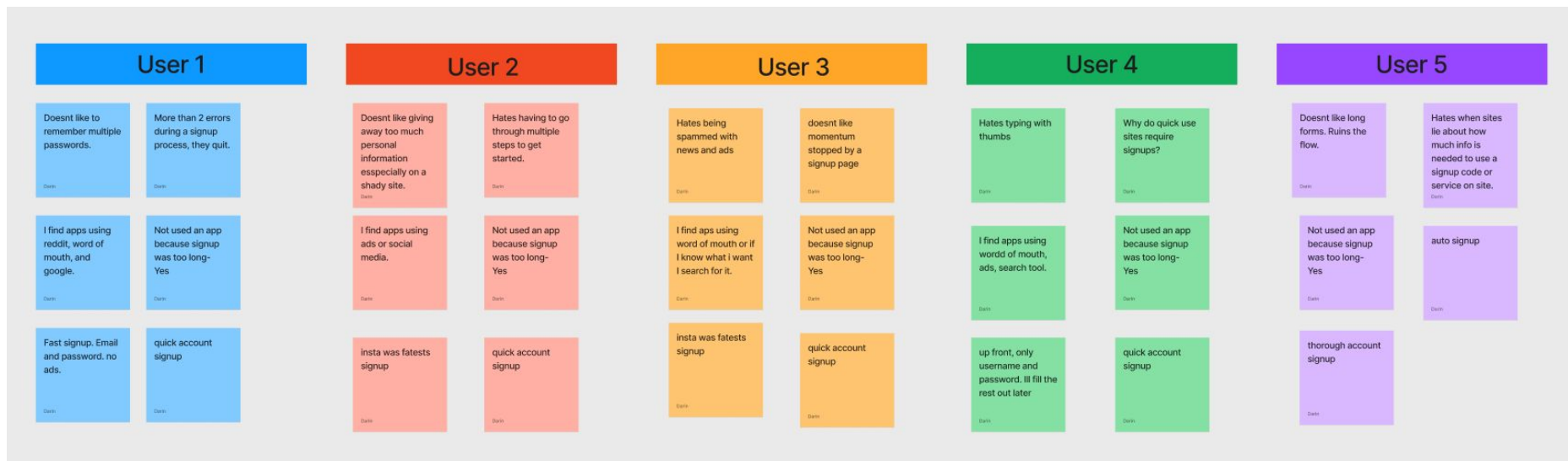
- *Who did you talk to? - groupmates*
- *Why did you talk to them? - accessible*
- *What did you learn? - Very different and unique perspectives making a solution more difficult. Also a lack of education surrounding the security of storing a biometric.*
- *What sort of frustrations did they have? - Biometrics was a common hatred*
- *What was a highlight or striking quote from the interviews? - The fear of losing an eye or finger if someone wants to break into their phone*
- *What surprised you most? - That biometrics was so hated.*

Survey #1 Q & A - [Click Me!](#)

Survey #2 Q & A - [Click Me!](#)

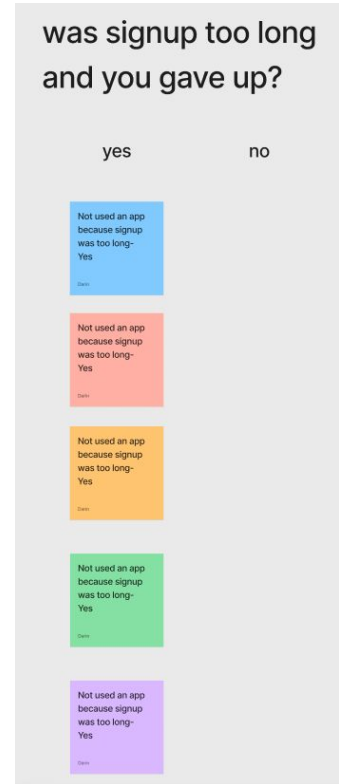
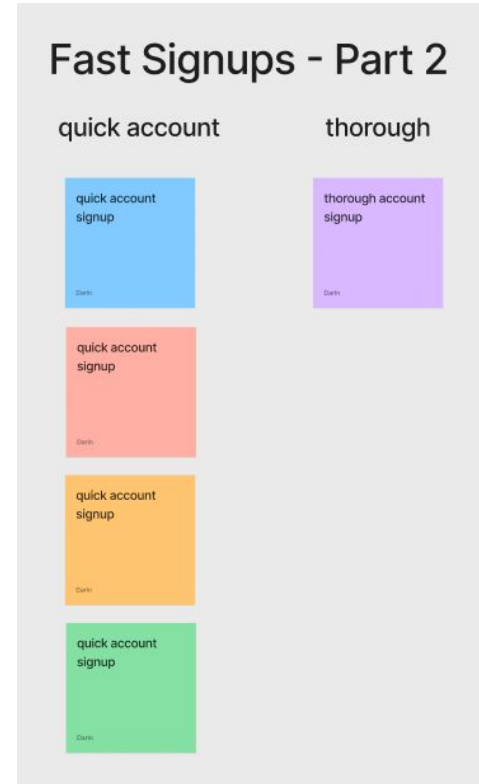
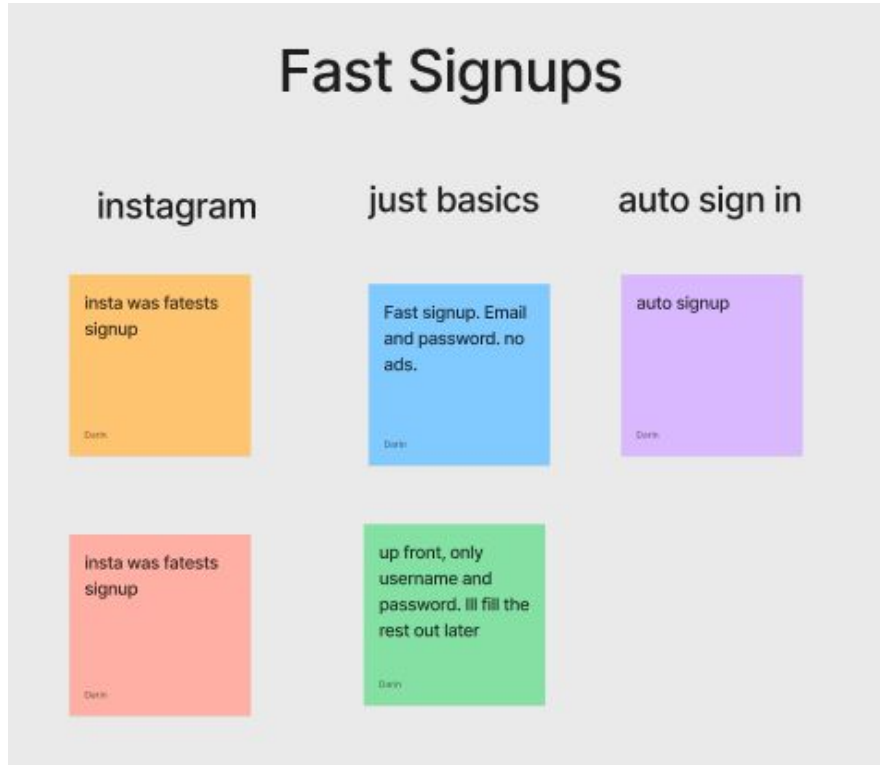
*Add your personas and/or photos and screenshots of
your user research*

Affinity Mapping



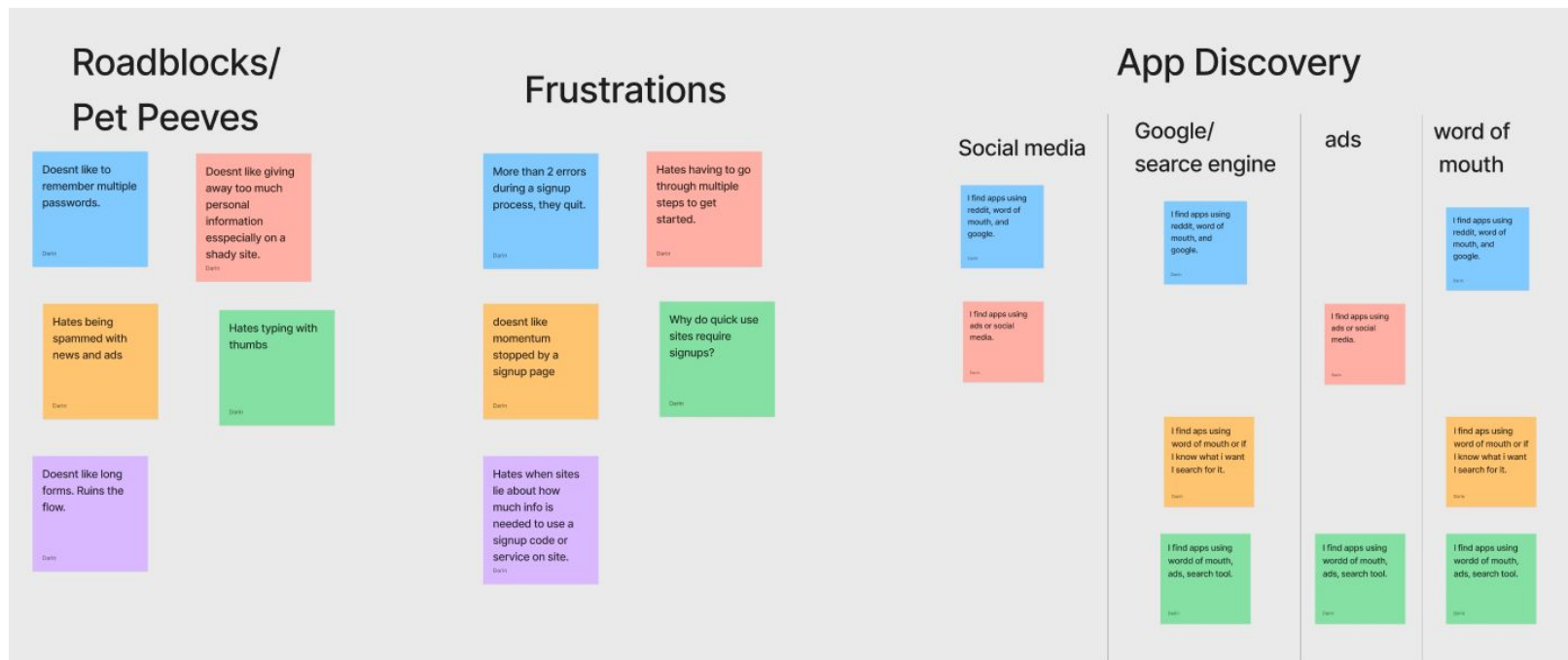
Add your personas and/or photos and screenshots of your user research

Affinity Mapping



*Add your personas and/or photos and screenshots of
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Affinity Mapping

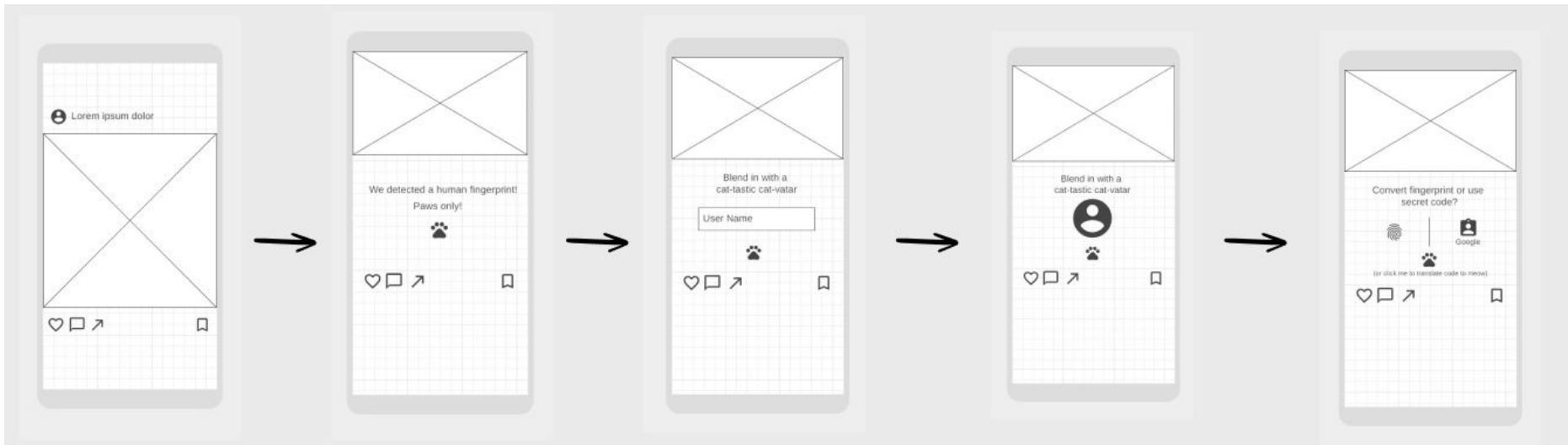


Add your personas and/or photos and screenshots of your user research

Ideation

- *What process did you follow to generate ideas? - survey, hybrid personas (based on survey users. Not pictured. Used survey users as a type of persona), wireframe, kanban.*
- *How many did you come up with? - Solution? One. Well I had other ideas but they were features to add to magnify this solution but scope was too big to finish on time.*
- *How did you narrow them down? Time constraints.*
- *Which ones did you pick to move forward with? The simple yet effective solution that is universally accepted.*

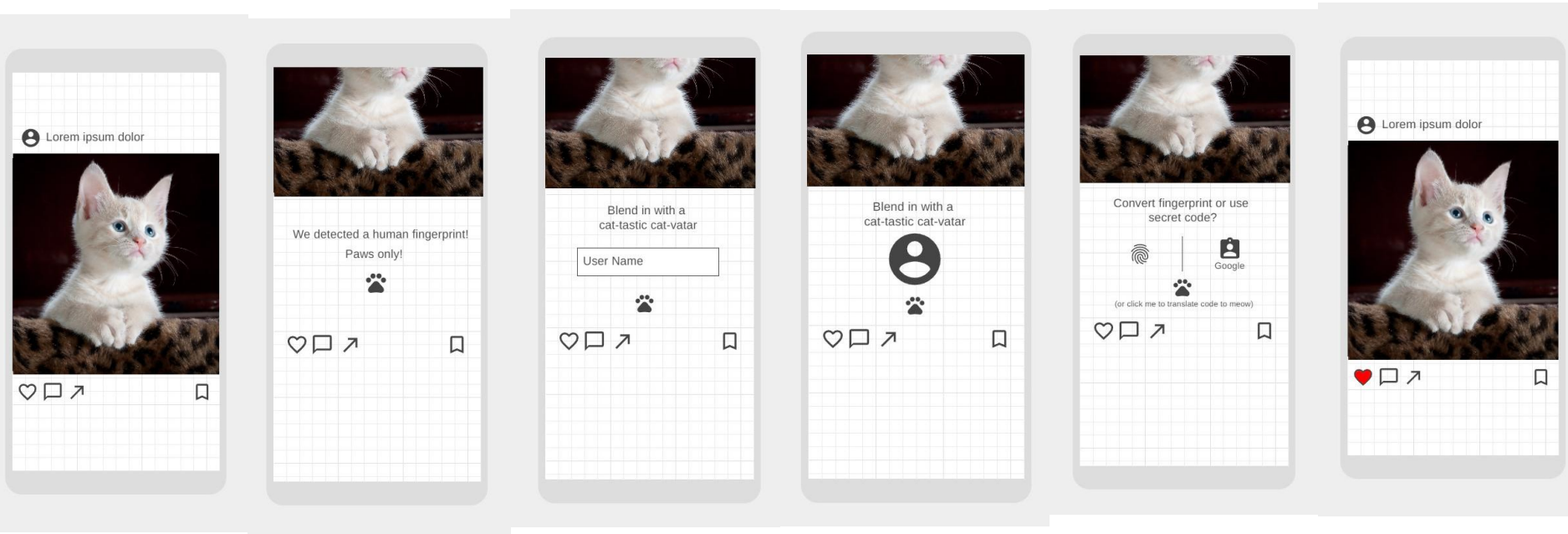
(I may have misunderstood these questions. I'm assuming it's talking about ideas/solutions)



Add photos, screenshots, and mockups of your solution

Prototyping

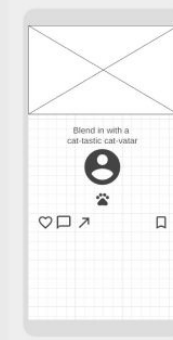
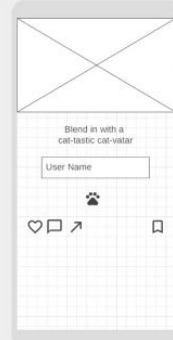
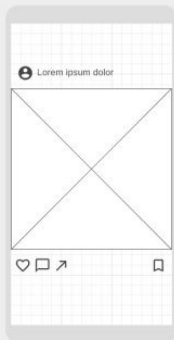
- *How did you approach making your prototype? - Since cat-tastic doesn't exist, I wanted to make the initial landing page recognizable to set a good foundation for the rest of the wireframe to not waste time or confuse the user while presenting something new to them. So I made it look like Instagram*
- *Did you make wireframes or sketches? - Wireframes*
- *What were the requirements for the prototype? - I don't fully understand this question. I don't believe there were any requirements. I mean I gave myself some to fit the research. Fun, bite-sized, interactive, speedy.*
- *What challenges did you face while making it? The process includes animations and I lack that skill. Also it's confusing to convey animations in static pictures. The low fidelity version was too vague and confused users. So I had to mix high and low fidelity.*



Add photos and screenshots of your prototype

Affinity & Usability Testing

- *How did testing your prototype go? - not as smoothly as I expected, which is a good thing. I was able to change a few things to make sure the initial idea is relayed properly.*
- *What were the pain points? More negatives than positives. But most negatives were not even about the user flow. The solution was the user flow, which was a success. But realizing how much more work is involved on the mundane was a pain point. Spending time on what should've been evident. But that's UX and is fun and necessary to learn.*
- *What was successful? The researched portion. Fun, interactive, bite-sized, non-interruptive user flow.*
- *What did you learn? Be specific in the design even though this is a wireframe. Make sure each step is clear and understandable. That people are afraid of biometric and refuse to use it so don't make it prominent.*



I like that you don't have to go to the same page. Wondering if you can make better use of the white space. Icons are a great idea and game-ifying it is fun. I wonder if users might benefit with a small message to keep going. (I'm thinking that because it is a unique account creation process that people may not be as familiar with).

(Screenshot: Knapen)

- Not a fan of biometrics.
- Icons should be consistently in the same general area for each page.
- Pawprint should be a bit bigger so it's easier to touch.
- Image should take same amount of space. It should follow the rule of thirds.

Moises Rodriguez

- I only have 2 concerns with biometrics:
 - 1) I don't want someone to cut out my eye or my finger to try to open my app using my biometrics against my will. However, that seems like a low risk with a cat app. I would be less likely to use biometrics for like a 401K.
 - 2) most biometrics that I have used on my phone have only worked for a short time.

- So if biometrics were used for a low-risk app and reliable I would be in favor of them.

Hannah Larkins

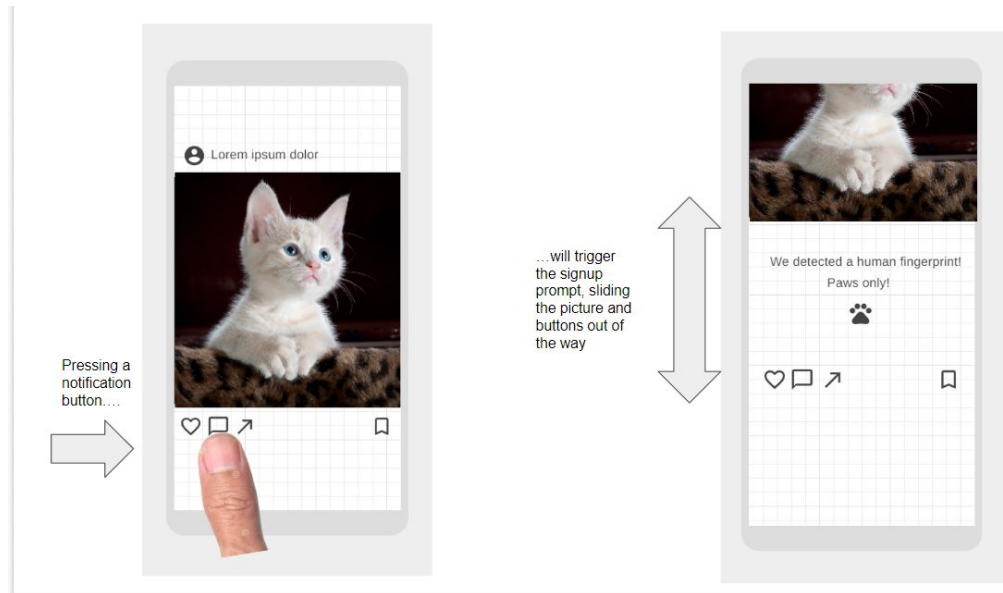
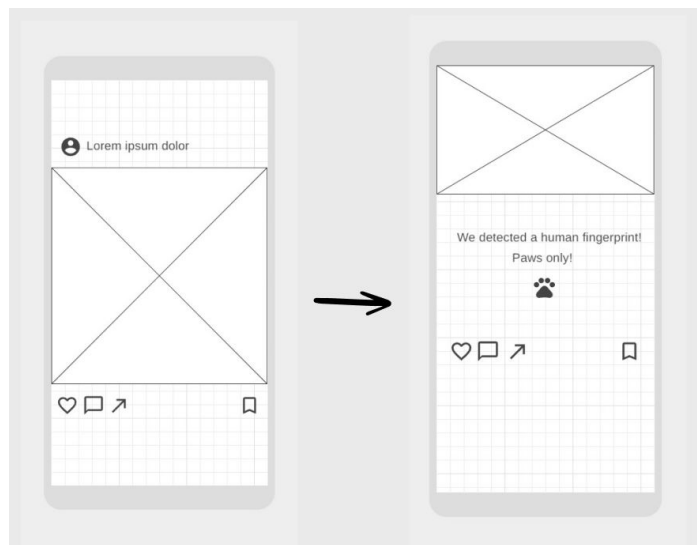
- I like that I immediately recognized your icons and had an idea of their functions.
- Is the small diagonal arrow what moves the screen or is it the pawprint?
- Do they actually use their cats paw to swipe?
- I like the "Cat-vatar" and the wording of things all flows with your theme.

Hannah Larkins

Add photos and screenshots of your affinity or usability testing

Iteration

- *What did you change? I spent more time making sure the initial design was understandable before I moved on to big changes. For instance I added a picture of a cat to show that it moves off screen instead of being resized. It also connects the user faster to the idea of a cat instagram type app. They are more likely to understand the emotional connection and the wireframe will feel more real helping the feedback be more genuine. Also I added instructions to what is happening during the user flow.*
- *How did you approach making changes? I didn't want to get off track modifying details if the psychology behind the solution didn't work. I had to focus on feedback that called out something specific to the signup process and made sure the underlying user flow worked first.*
- *Why did you change those things? - I needed to change some minor details to make sure the next set of feedback was related to the user flow.*
- *What were the results of changing them? The feedback was more focused on the signup process this time and it really helped understand the psyche of if the solution connected with the user.*



Add photos and screenshots that show how your solution has changed in response to research insights

Conclusion

Where things ended

1. Results
2. Challenges
3. Lessons Learned
4. Opportunities

Results

- *What were the ultimate results of your solution? - Overall it connected well with users. I just have to make sure icons and flow are more clear.*
- *Was it successful? Did it fail? - User flow was successful. Finding balance between simple yet intuitive.*
- *Why? - Once it was clarified what was happening, the users were happy with the bite-sized, fun, signup flow.*
- *Remember - it's okay to create a solution that fails.*
- *What's important is what you learned.*

Challenges

- *What challenges did you face while creating and testing this solution? - Positive feedback didn't go much into detail. Negative feedback was where the users explained why.*
- *What part was hardest? Collecting outside data that was specific to this solution. Also the need to cut the scope because of the short amount of time.*
- *How did you overcome it? Focus on user value. Understand any data can be valuable if looked at in a certain perspective.*

Lessons Learned

- *What did you learn? - Focus on foundation. Scope can come later. Educate the public on safe use biometrics.*
- *What takeaways would you share with others? - Focus on foundation. Scope can come later. (I know this is copying but it's a great takeaway)*
- *What will you apply in the future? - Focusing on foundation. (it really is a good lesson and I need to use it myself)*

Opportunities

- *What opportunities are still left in this solution? - Gamification. Referrals. How to turn turn clicks into dollars. Clarify some of the sign up steps.*
- *What would you do differently, if given the chance? - If I had more time I'd make the scope bigger. I would also do more iteration testing to refine results.*
- *If you were moving forward with another iteration, what direction would you take? - Understand the company value of why more signups are important and add solutions into the process that makes the user value and company value connect.*

Q&A