

UX Design Process for *Treat Your Pup*

Table of Contents:

Article I. The Strategy Plane

Section 1.01: *What are the primary business goals?*

Section 1.02: *Who is the primary audience for this website?*

Section 1.03: *What is culturally appropriate for our primary audience?*

Section 1.04: *Why would someone want this?*

Section 1.05: *How are we presenting the content?*

Section 1.06: *Who else has done this and what have they done well/could be done better?*

Section 1.07: *What makes a good online service purchasing experience?*

Section 1.08: *What does the user expect from the website?*

(a) *What is this/does it have what I want?*

(b) *How can find out more?*

(c) *How can I contact someone?*

(d) *What actions are available?*

(e) *Can I trust this website?*

Section 1.09: *Importance vs. Feasibility*

Article II. The Scope Plane

Section 2.01: *Sample User Stories:*

Section 2.02: *What does the user say they need?*

Section 2.03: *What does the user actually need?*

Section 2.04: *What doesn't the user know that they need?*

Article III. The Structure Plane

Section 3.01: *Information Architecture*

Section 3.02: *Interaction Design elements*

(a) *Is it consistent?*

(b) *Is it predictable?*

(c) *Is it learnable?*

(d) *Is it visible?*

(e) *Does it provide clear feedback?*

Article IV. The Skeleton Plane

Section 4.01: *Wireframes*

Section 4.02: *Major differences between original wireframes and final website*

Article I. The Strategy Plane

Section 1.01: *What are the primary business goals?*

To offer customers a straight-forward and trustworthy buying/registration experience and create a returning customer base.

Section 1.02: *Who is the primary audience for this website?*

Dog parents who want to feed their dogs healthy, fresh meals but don't have time to cook every day for them. The audience will most likely primarily be people with full-time jobs ranging in age from early 20's to late 40's.

Section 1.03: *What is culturally appropriate for our primary audience?*

Because these people are taking the time to research what foods are healthier for their dogs and are willing to spend quite a bit more money than regular dog food found in the grocery store, it is safe to assume that they consider their dogs to be a part of the family. For that reason, it is important to establish a trust with the customer by means of things such as sharing previous customers testimonies and being very open about the ingredients being used and where they come from.

A mobile-first approach is crucial as most of these people will spend more time on their smart-phone or tablet than on a traditional desktop/computer.

Section 1.04: *Why would someone want this?*

Many people are choosing to cook for their dogs instead of buying commercial foods because it is healthier and fresher, and to know about all the ingredients that their dogs are consuming. But it is very time consuming to have to measure and cook the ingredients every day. It's also quite stressful not being 100% sure whether or not the dog is getting everything they need. This service resolves both of those issues.

Section 1.05: *How are we presenting the content?*

Less is more in this case, too much information will probably overwhelm and turn away potential customers. A simple navigation bar at the top with a max of four main options. An easy "Order Now" button should be visible as soon as people come to the website. And the trust should be established immediately on the home page as well by having vet approval, "free from ____" and customer reviews directly on the home page.

Section 1.06: *Who else has done this and what have they done well/could be done better?*

Maczfits: <https://www.maczfit.pl/en/>

This is a meal delivery service for people, but I really love some aspects of their home screen:

- The three day trial discount
- The manufacturing process timeline

Evermore petfood: <https://www.evermorepetfood.com/>

- The "Never" section on ingredients that aren't used is great
- The vet approval section is a necessary addition
- Don't really like the layout: I lose interest by the time I'm at the bottom of the page (maybe less information on the home page?)

Section 1.07: *What makes a good online service purchasing experience?*

Branding: A memorable logo always in the top left of each page.

Simplistic with large images and many icons/symbols and minimal text.

Easy-to-order: Have an "Order Now" in the nav bar on every page so customers can easily reach the order page at any time.

Trust: Contact details in the footer of every page and a special contact page so customers trust the company and know that they can always come with questions/concerns.

Section 1.08: *What does the user expect from the website?*

(a) What is this/does it have what I want?

Company name logo will be on all pages. When going to the "See Meals" page there will be detailed information on the ingredients in each type of meal. Social Section at bottom of homepage with posts tagged #treatyourpup so potential customers can see the meals in action.

(b) How can find out more?

Have an FAQ page accessible via the nav bar at the top

(c) How can I contact someone?

Have contact details in the footer, the phone number at the top of the page, and a complete contact page with a form.

(d) What actions are available?

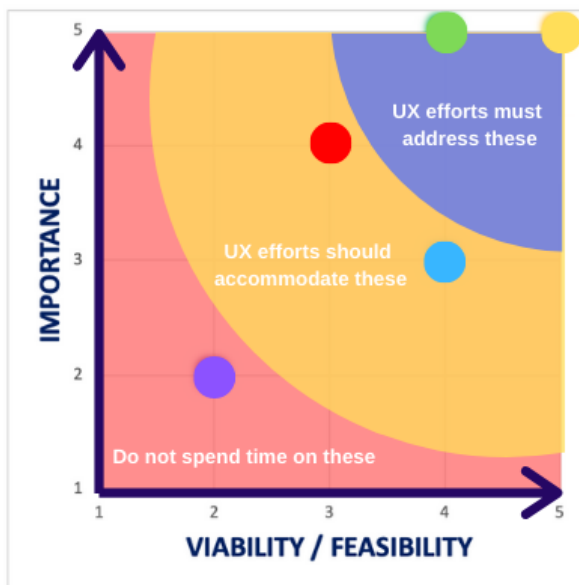
Options such as: Order Now, One Week Trial, Find Out More, Look at user testimonies.

(e) Can I trust this website?

The Social Sharing, vet testimony and contact sections should offer a level of trust

Section 1.09: *Importance vs. Feasibility*

Opportunity / Problem	Importance	Viability / Feasibility
Create online presence	5	5
Generate returning/regular customers	4	3
Create trust with potential customer	5	4
Promote Social Media interaction	2	2
Relate to wide audience of dog parents	3	4
	<i>Sum: 19</i>	"Average Feasibility" x "# of items": 16



●	Create online presence
●	Generate returning/regular customers
●	Create trust with potential customer
●	Promote Social Media interaction
●	Relate to wide audience of dog parents

From this chart we can conclude that we will be focusing on the following:

- Create online presence
- Create trust with potential customer
- Relate to wide audience of dog parents
- Generate returning/regular customers

Article II. The Scope Plane

Section 2.01: *Sample User Stories:*

User story	Requirements for User
Someone with a dog that has heavy allergies to certain foods	Offer a special section for dogs with allergies. According to pets.webmd the most common allergens for dogs are the following: beef, dairy, wheat, egg, chicken, lamb, soy, pork, rabbit, and fish. So offer the following meal options: -No dairy/eggs -No soy -No meat -No wheat
Someone with multiple dogs	Offer a discount option for more than 1 meal per day.
Someone who works full-time and is rarely home during the day.	Offer flexible delivery options.

Section 2.02: *What does the user say they need?*

A professional, straightforward website will all the relevant information they need to trust the product for their dog. An area where they can see what people are saying about the product on social media and an easy to access contact section in case they have any concerns.

Section 2.03: *What does the user actually need?*

A mobile first website that will allow users to easily navigate the website on all screen sizes. A log in section to make orders for returning customers easier. Transparency on the sourcing of ingredients and manufacturing process.

Section 2.04: *What doesn't the user know that they need?*

Regulations, Privacy Policy, Data Security, Veterinary Accreditation, Return Policy in case they or their dogs are not satisfied with the product.

Article III. The Structure Plane

Section 3.01: *Information Architecture*

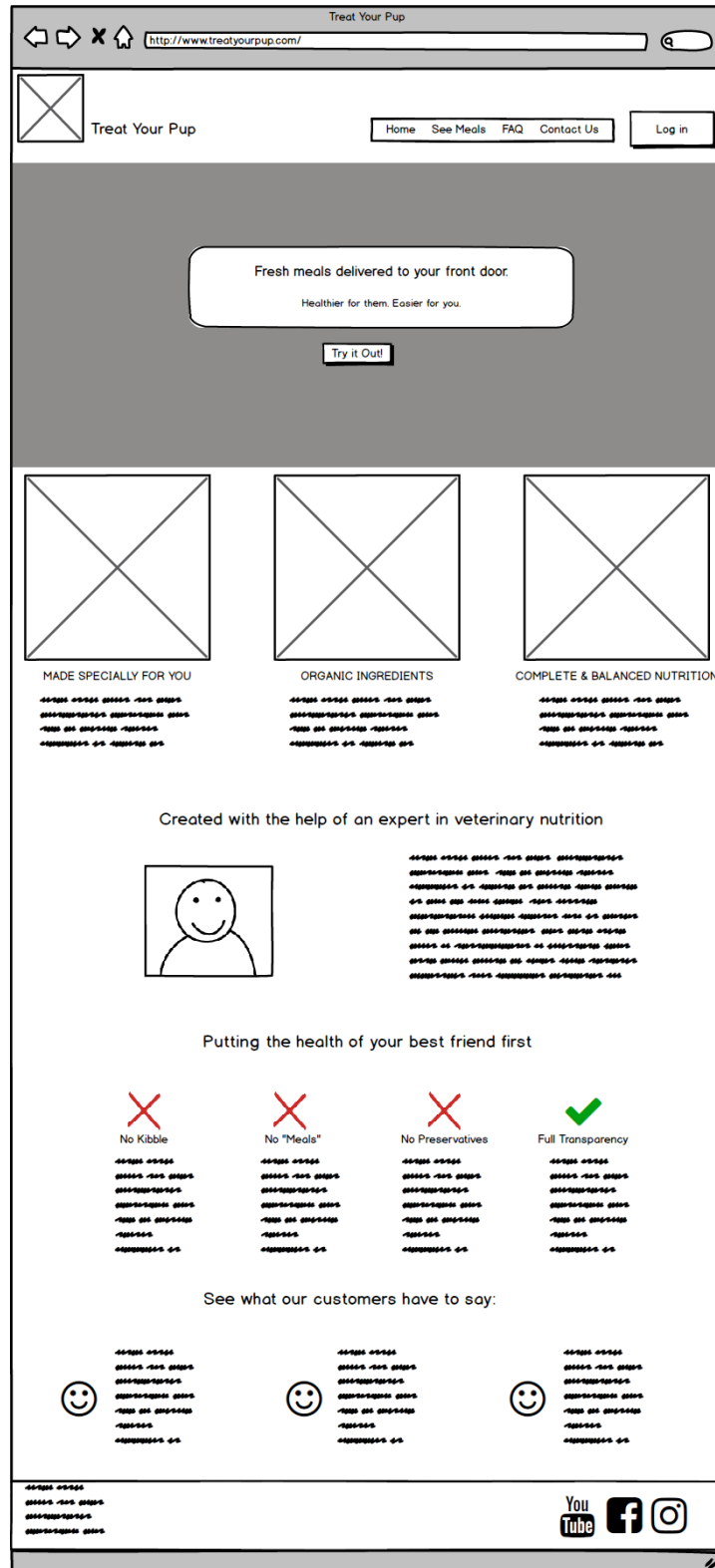
The website will have a traditional navigation bar at the top of each page with the common "Tree Structure". There will be the Home page (index.html), See Meals, Contact Us, FAQ, and a Log In as part of the navigation. On the right side there will be a trial button for first-time customers. This nav bar will collapse into a "hamburger" icon on smaller devices to clear up screen space and bring familiarity to the website as it is common practice on other sites.

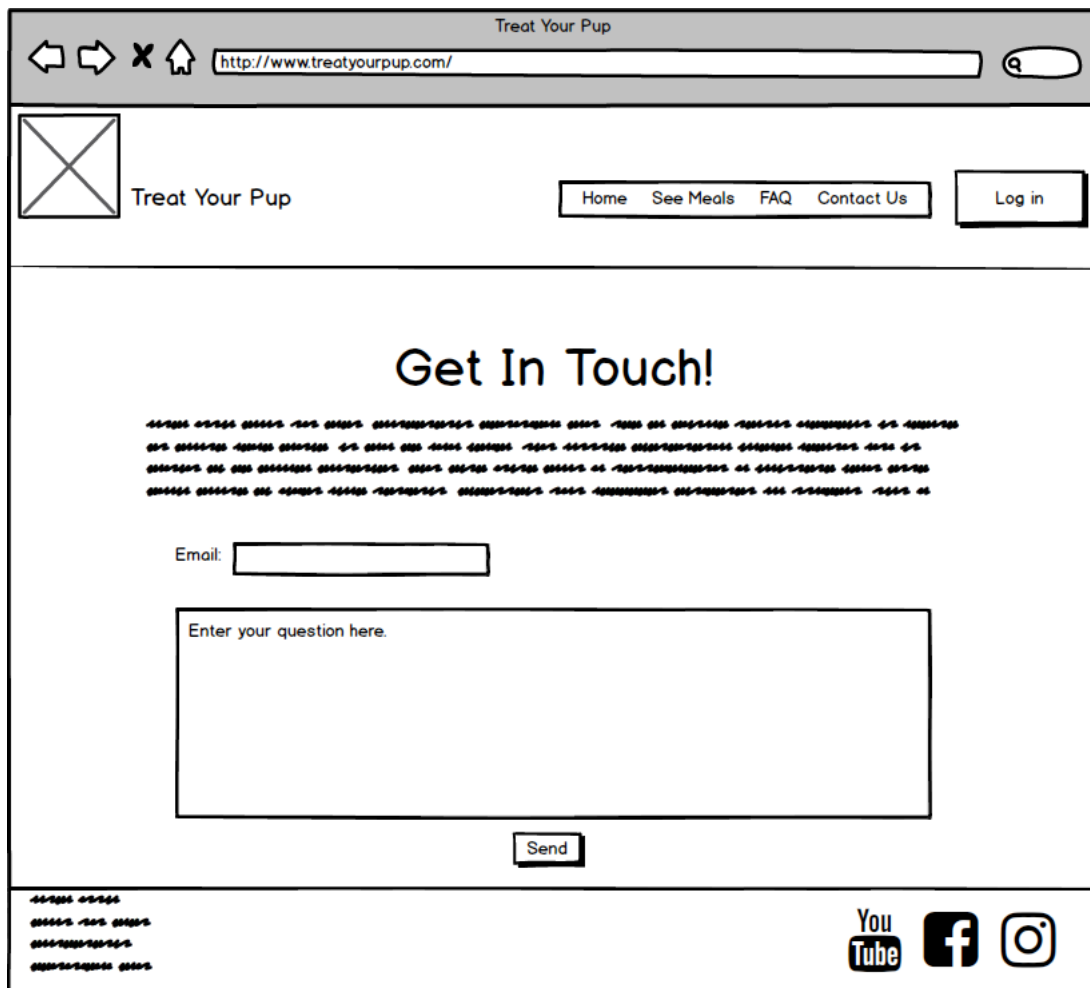
Section 3.02: *Interaction Design elements*

- (a) Is it consistent?** The colors pattern, the fonts and the navbar/footer will be the same on every page.
- (b) Is it predictable?** The footer will contain details such as contact, social media icons, and privacy policy.
- (c) Is it learnable?** When hovering over buttons or navbar items the mouse will change to a hand to allow the user to see that they can select the option. If there are sub menus they will appear when hovering.
- (d) Is it visible?** Will make the starting section on the homepage "hint" that there is a section below it to scroll down to. When possible will use icons to minimize text and keep things simple and easily readable.
- (e) Does it provide clear feedback?** Broken links will bring the user to a 404 error and ask them to go back to the home page.

Article IV. The Skeleton Plane

Section 4.01: Wireframes





Section 4.02: *Major differences between original wireframes and final website*

TBD