

PetBook

Travel guide for trips
with pets



THE PROBLEM:
Possibility of quick organization of trip while traveling with pets

THE SOLUTION:
Travel app - guide for pet owners - PETBOOK

MY ROLE:
UX designer (Individual Project)

TOOLS:
Miro, Sketch, InVision

Nataliia Dykun

PetBook

Travel guide for trips with
pets

One paw ahead of time.



User Research

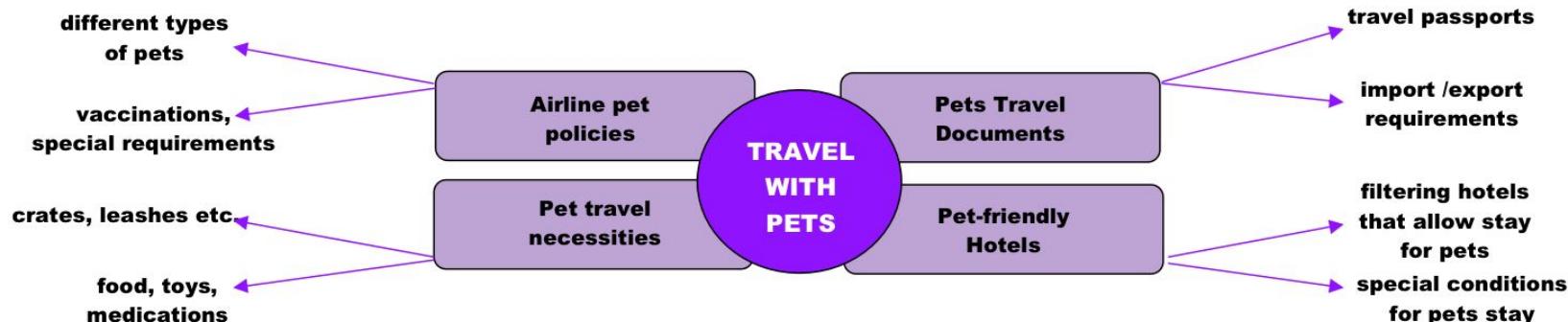


Interview Plan

According to the 2017–2018 National Pet Owners Survey conducted by the American Pet Products Association (APPA), 68 percent of U.S. households (or 85 million families) own a pet (89 million dogs, in particular), an increase of 56 percent since 1988. About 37 percent of pet owners travel with their pets every year (about 30 million pets), up from 19 percent a decade ago.

Major points of interest:

- How often do people travel with pets nowadays?
- Will the information about pets travel requirements, places to stay, vet hospitals, pet-sitters services be useful and interesting for potential travelers and pet owners?
- Products and equipment needed for pets' transportation.



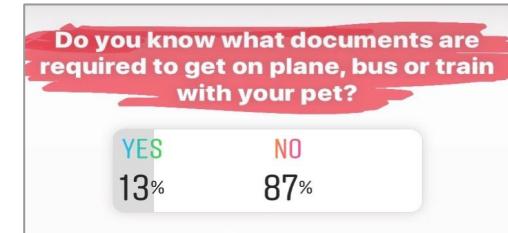
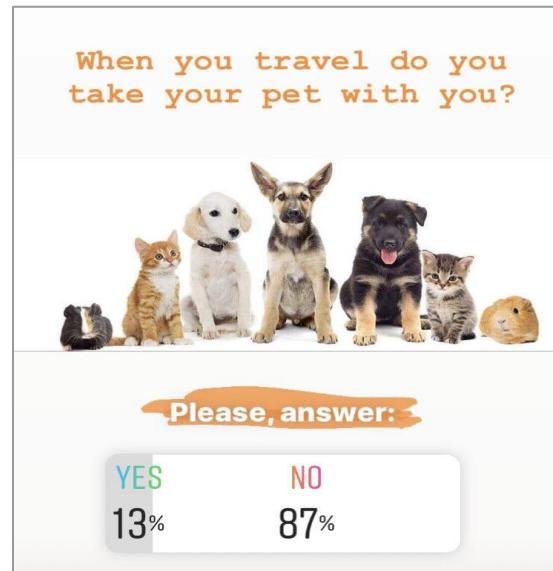


Interview Transcripts and Surveys

100% of pet owners like the idea of having the app that provides necessary information for trips with animals.

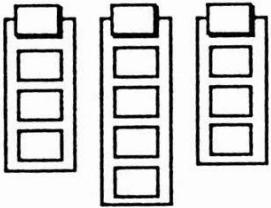


13% of people like to take their pets with them on vacation or short trips.



Only 13% of 60 interviewed people know the travel procedure with animals.

Pet passports, airline and ship policies, pet-friendly hotels, pet-sitting services are the most common pieces of information that people would like to have access to.



Affinity Diagram

People are divided into groups for ones who prefer to travel with a pet and those who more likely use pet hotels, pet-sitters or friends to take care of a pet.

Please, check the diagram to see what are the major needs of the pet owners when they plan a trip.

COMMUNICATION AND SUPPORT

reviews of other people

list of parks, beaches, indoor activities where you can go with your pet

support line with the agent regarding any questions for pets transportation

aka "airbnb" for pets while you travel if you can't take them with you

discussion board for people who travel with pets to ask questions about real experiences

RULES AND REQUIREMENTS

can I travel to the destination with my pet?

can I use plane, bus, train to transport my pet?

travel documents for pets

exotic animals transportation rules

requirements for import/export

rules of passing the border control with your pet

airlines rules for pets transportation

LISTS OF IMPORTANT PLACES/SERVICES FOR PET OWNERS

list of pet-friendly hotels

pet-sitters services

list of vet clinics near the place where you travel

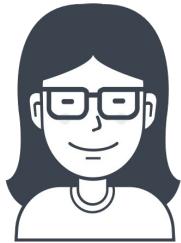
local pet hotels search in case they won't travel with you

HELPFUL TIPS

checklist generator for pets needs to be provided to friends or pets hotels if animals are left with them

necessary products during the travels

where to buy all the necessary equipment for pet transportation



There are special requirements for travels with dogs, cats, birds and other types of pets.

Not every place has a wide choice of hotels or places to stay that allow pets.

Users will be interested in the application that helps to combine all the needed information regarding specific destination and trips there with pets.

Personas



Alexander Wilder

Male, 35

Web Developer
Washington DC

Pet: husky-dog Albus

GOALS:

- planned trip to the warm place – Thailand
- travel in a car and plane
- get on a trip with his dog
- stay at comfortable and pet-friendly hotel
- get travel documents for his pet ready and correct
- check if there are any specific rules for traveling

FEARS:

- time restrictions, special vaccinations needed
- boring place without activities for him and a dog
- doesn't like researches, prefers a website with live person support



Alice Kind

Female, 25

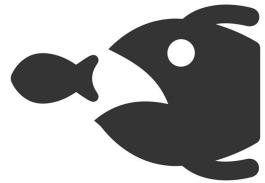
Photographer
Los Angeles, CA
Pet: cat Simon

GOALS:

- travel to the conference in New York for 2 days
- organize trip in advance
- find pet-sitter as cat is afraid to travel even in car
- compare options of pet-sitter and pet-hotel
- research users reviews for different pet-hotels

FEARS:

- bad conditions at pet hotels
- safety of a pet during her trip
- to leave the pat without any updates about it during the period of stay

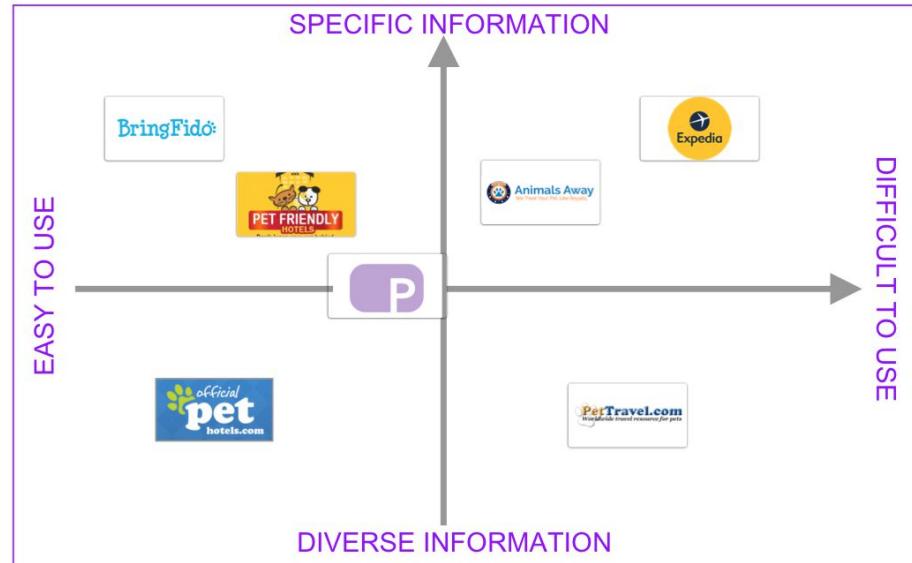


Competitive Analysis

Direct Competition:

We reviewed few competitors in the pets travel planning apps with similar options.

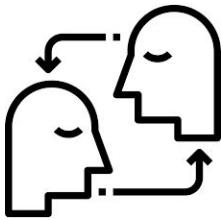
It was done to see the level of information load at different websites and applications: few websites offer just specific information for particular kind of pet and others give a lot of information but maybe not as structured as we wish to do in our app.



Indirect Competition:

Friends/Relatives Experience (so competitor is the app/service they used)

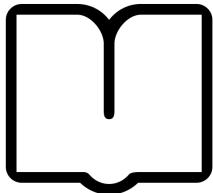
Definition & Ideation



Empathy Map

Users are actively looking for clear messages that application can give, and when customers can get what they need fast and be confident they won't need to do more research but will achieve their goal using one software.





Storyboard

Our story shows how customers' concerns can be defeated by good product choices.

Julia wants to travel with a pet and needs to get the information about required documentation to safely travel on a plane abroad.

1. Hi! I'm Julia and this is my dog Rafaelo.



Julia is living in Chicago and she is 27. She likes traveling a lot and tries to get her "little" friend dog Rafaelo with her as much as she can.

2. We are going on trip.
What I need for Rafaelo?



She plans vacation trip abroad and needs to understand how she can be sure that dog will have all needed during the trip and in another country.

4. Getting ready and print the itinerary.



Journey Map is completed on the app. Now we just need to print and check one more time we have all needed before the flight.

3. Petbook will help to plan.



Julia starts to search and finds the app that provides the list of needed docs and other options for safe travel with a pet.

5. Time to fly with my small friend.

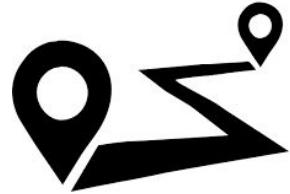


They are at the airport and passed the security check. Thanks, Petbook, for quick help!

6. Life is great, isn't it, Rafaelo?

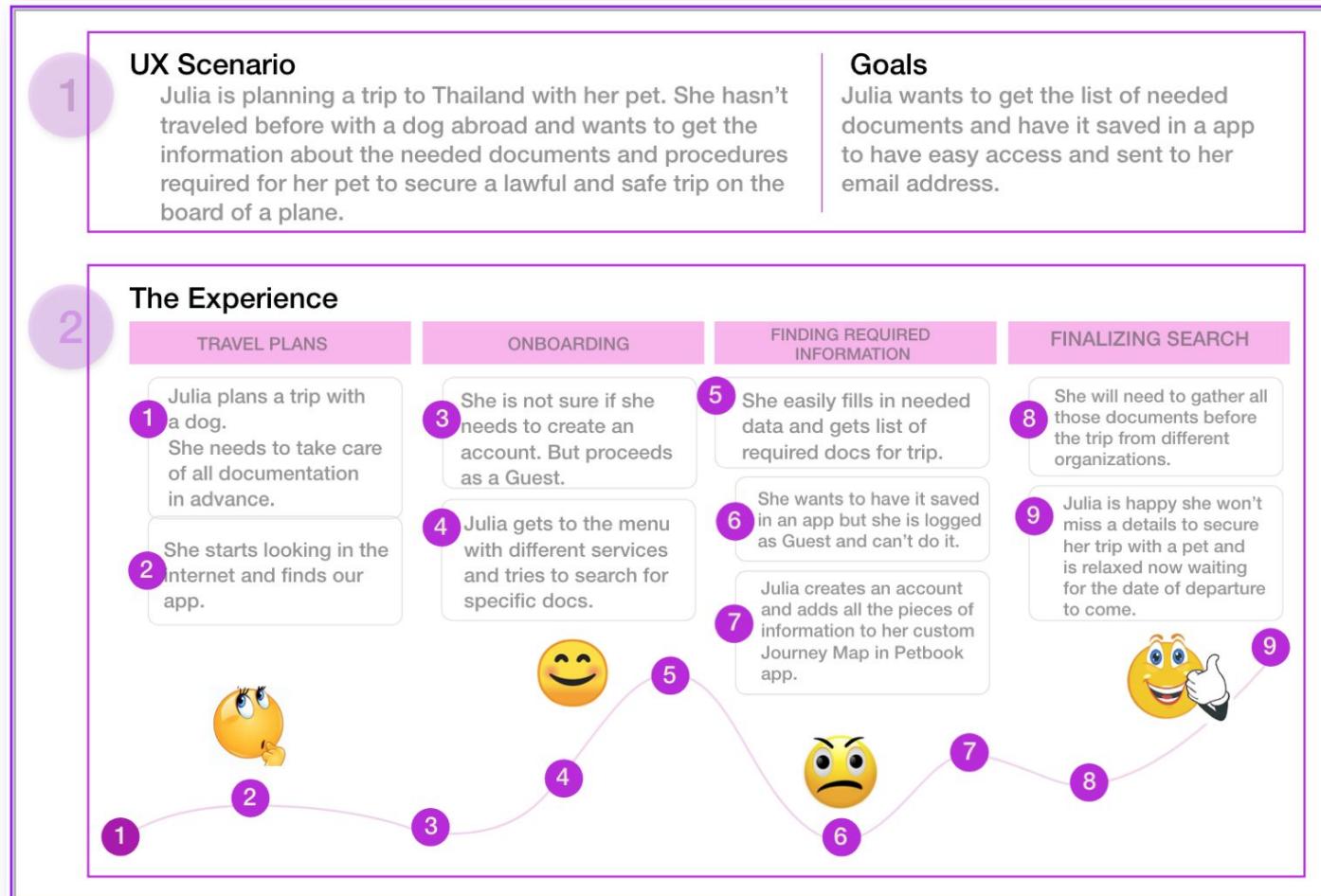


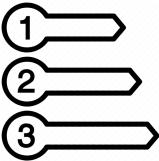
Enjoying the vacation and writing the review about the experience of using Petbook so others could take advantage of it.



Journey Map

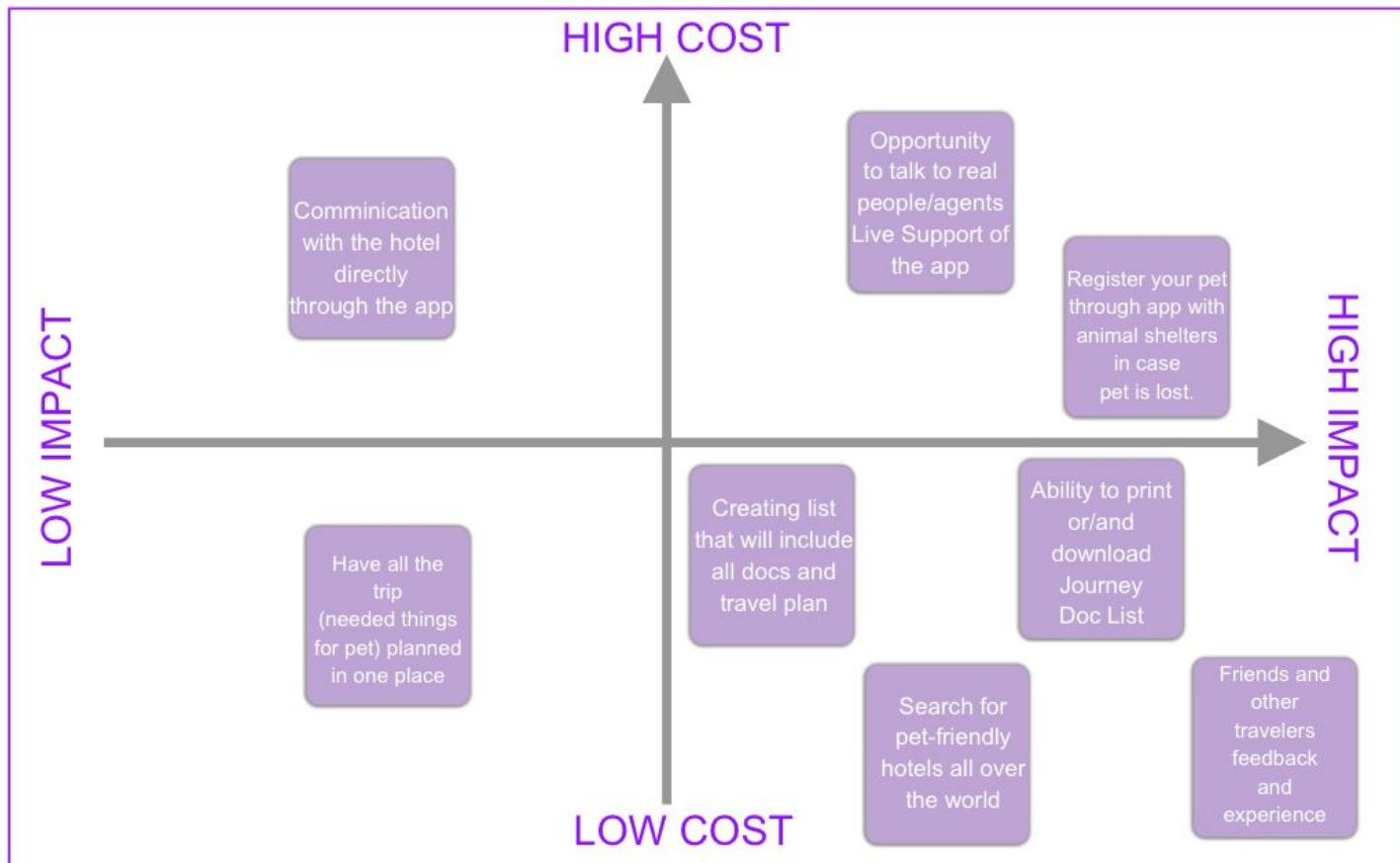
User's experience from the initial step of the journey should reach satisfaction of their needs to ensure that product addresses all the requests and elevates current customer's mood and meets expectations.





Feature Prioritization Matrix

Our research showed that diversity of options and ability to see real people feedback are at highest impact for customer.





Pets
+
Trip
+
Petbook App
=
Successful Experience

PROBLEM STATEMENT

PEOPLE WHO WANT TO TRAVEL WITH PETS USUALLY HAVE A LITTLE KNOWLEDGE WHAT THINGS ARE REQUIRED TO BE GATHERED AND WHICH DOCUMENTS PREPARED BEFORE STARTING THE TRIP, AS MOSTLY IT'S NOT INDICATED ON TRAVEL WEBSITES WHEN YOU BOOK YOUR HOTEL AND FLIGHT.

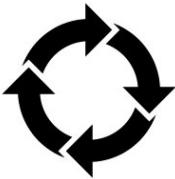
THIS INFORMATION IS CRUTIAL TO ENSURE THAT YOU WILL BE ALLOWED TO TRAVEL WITH YOUR PET TO THE DESIRED DESTINATION.



Tap an app and travel with your little “fluffy” friend anywhere around the world.

VALUE PROPOSITION

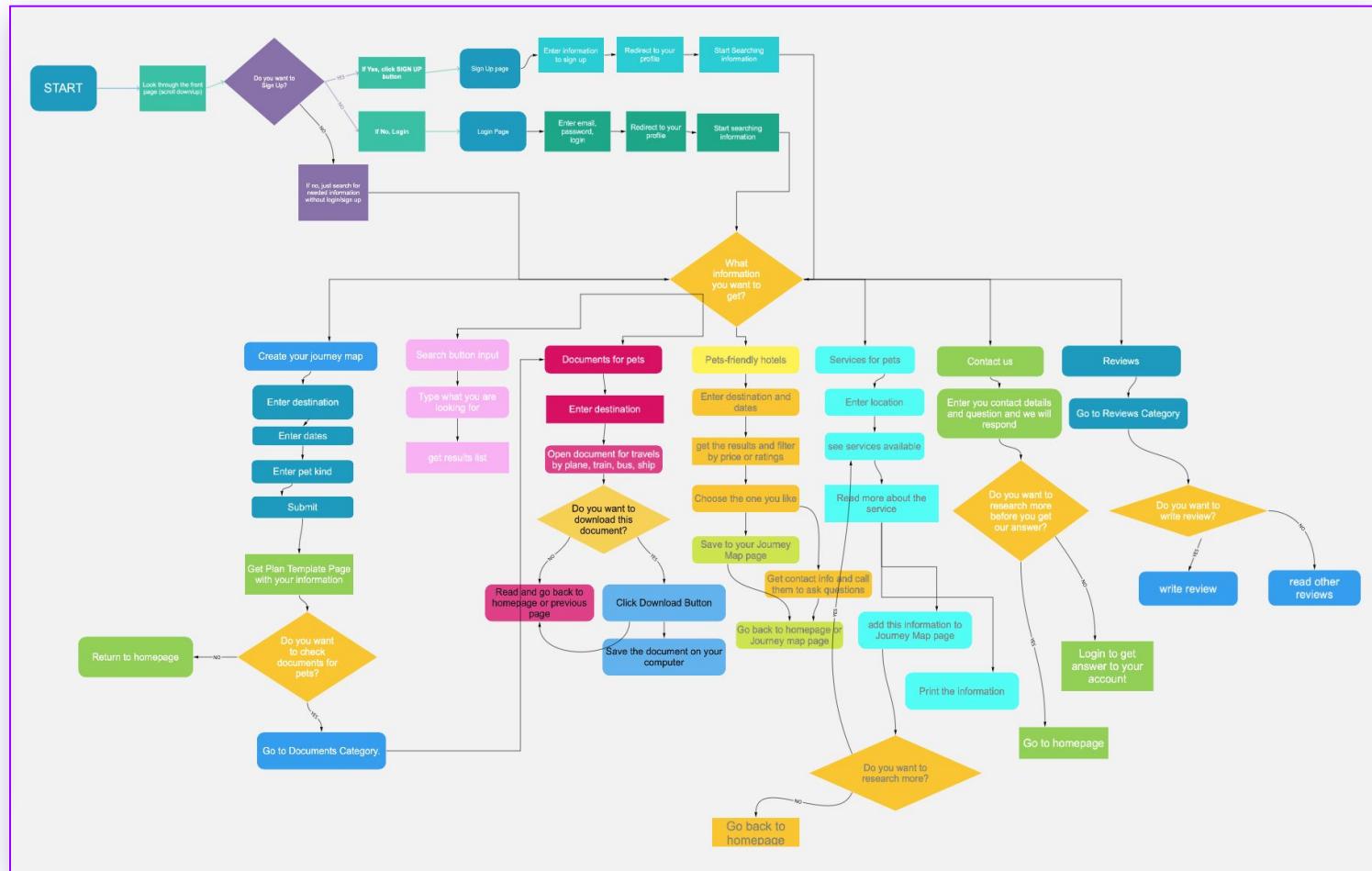
PETBOOK IS THE APPLICATION THAT HELPS TRAVELERS WITH PETS TO CHECK ON THE REQUIRED DOCUMENTS, GET BEST PLACES FOR STAY AND PET SERVICES ALL OVER THE WORLD TO SECURE RELAXED TRIP WITH A PET.



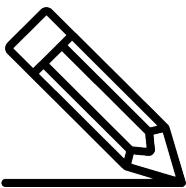
User Flow

Once on the app login page Customer will be able to follow multiple directions.

The User Flow continues with multiple options after getting to Menu page.

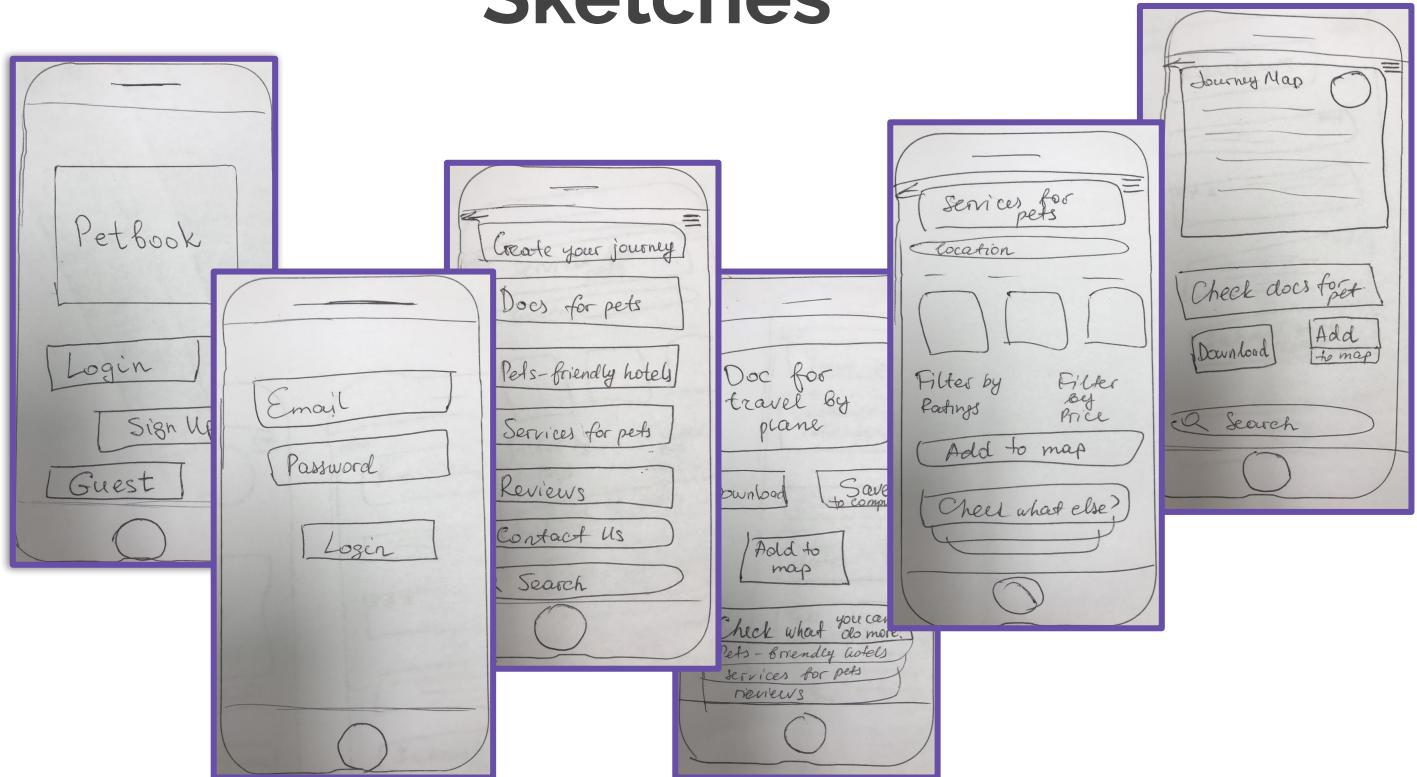


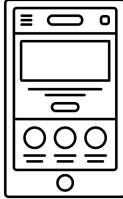
Prototyping



Sketches

Initial step of design development.





InVision
Digital
Wireframing

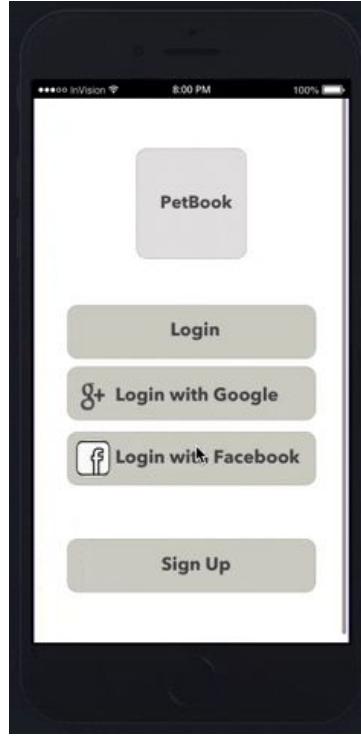
Digital Wireframes

The image displays four iPhone screens illustrating the InVision Digital Wireframing process:

- Screen 1 (Left):** Shows a search interface for "Pet-friendly hotels". It includes a map of Kata Beach, Phuket, with several hotel pins. A callout bubble indicates an "Added" status for one pin. Buttons at the bottom are labeled "Hotels List" and "Skip this step".
- Screen 2 (Second from Left):** A navigation bar shows "Docs > Hotels > Services > Finalize". Below, a section titled "1. Documents for a pet" lists "Cat". A second section, "2. Pet-friendly hotels", lists "Sri Panwa Phuket Luxury Pool Villa Hotel, Wicht" (5-star) and "CC's Hideaway, Karon" (4-star). Navigation icons are at the bottom.
- Screen 3 (Third from Left):** A "Trips" screen for "Welcome, Julia Sher". It shows travel history for 2019 (Thailand, 04/30 - 05/10) and 2018 (New York, 10/10 - 10/13, Canada, 06/01 - 06/13). A "NEW" button is at the bottom.
- Screen 4 (Right):** A user profile screen for "Julia Sher". It includes fields for "Your full name*", "Your email address*", "Password*", "Home location", "Your pet", and "About Us". Buttons for "SAVE" and "EDIT" are at the bottom.



Hi-Fi InVision Prototype



The prototype created after the research and before User testing.



The InVision Hi-Fi prototype created after Guerilla testing.

Link to InVision Hi-Fi Prototype [here](#)



User tests gifs

User Test Task:

1. Login
2. Get documentation for travel, find pet-friendly hotel, and pet-sitters in Phuket, Thailand for trip with cat.
3. Once list is finalized - print it.
4. Go to Profile page and log out.

To get a list of required DOCUMENTATION for your trip please, complete below:

Enter country

Enter city

Enter dates

Choose your pet +

NEXT

User 1 -
Nicole

THAILAND, Phuket 04/30 - 05/10 Cat

1. Documents for a pet
2. Pet-friendly hotels
3. Services for pets

EDIT EMAIL PRINT

User 2 -
Iryna



User Tests Summary

After conducted users' tests to check if application corresponds with the customers' expectations and understanding of the action flow it was seen that:

1. Customers need to understand the icons, some of them were not clear and as result were changed (Trip History icon was replaced with the globe icon) + title was added
2. Users want to see the way to get out of the pop up screen - either by X sign or words Close or Cancel, so I added X in the wireframe
3. Titles of the sections should be clear so the user understands what it is about and what is the next step, therefore Sections of the application were changed to be in bold
4. All Search fields should be working as if no it makes user frustrated
5. It's good to have the explanation how an application works before the main flow starts to create a short introductory to new users

Testing and Iterating

User Testing Plan & Notes



I have tested our final iOS prototype on 2 users.

Objective:

1. To check if application is clear and easy to use.
2. Are users able to achieve a task and generate information for trip with a pet to Thailand?

Test Task:

- Login
- Find documentation, list of pet-friendly hotels and services needed for a trip to Phuket, Thailand with a cat between 04/30 and 10/05.
- Print this information
- logout



ios Prototype

Link to iOS Prototype [here](#)

The image displays a sequence of nine screenshots from an iOS mobile application prototype, likely created using Sketch. The app's design is clean with purple and white color schemes.

- Screenshot 1:** Login screen with "Log in", "G+ Log in with Google", "f Log in with Facebook", and "Sign Up" buttons.
- Screenshot 2:** Profile screen with "Profile", "About", "Cancel", "Your trips", and "Forum" buttons.
- Screenshot 3:** Profile details screen for Alice Kind, showing full name, email (alice@gmail.com), password, home city (Los Angeles, CA), and pet (cat Simon). It includes a "Log out" button and navigation to "Docs", "Hotels", "Services", and "Finalize".
- Screenshot 4:** Hotels search screen showing a search bar and results for "Hotels on map". It includes a "Skip this step" button and navigation to "Docs", "Hotels", "Services", and "Finalize".
- Screenshot 5:** Google login screen for "Log in with Your Google Account". It includes a "Search" bar and "E-Mail" button.
- Screenshot 6:** Hotels list screen showing a map of Phuket, Thailand, with various hotel locations marked. It includes a "Skip this step" button and navigation to "Docs", "Hotel", "Services", and "Finalize".
- Screenshot 7:** Hotel details screen for "Sri Panwa Phuket Luxury Pool Villa Hotel, Wichit". It shows a 5-star rating, address (88 Moo 8, Sakdidej Road, Muang, Wichit, Phuket, 83000, Thailand), and a description: "Beachfront villa with private pool, near Phuket Aquarium". It includes a "Log out" button and navigation to "Docs", "Hotels", "Services", and "Finalize".
- Screenshot 8:** Hotel details screen for "CC's Hideaway, Karon". It shows a 4-star rating, address (84/21 Patak Rd Soi 10, Karon, Phuket, 83100, Thailand), and a description: "Mountain hotel with outdoor pool, near Karon Beach". It includes a "Log out" button and navigation to "Docs", "Hotels", "Services", and "Finalize".
- Screenshot 9:** Trips screen with the heading "Trips" and sub-sections "Modify your current trip or check previous". It includes a "Log out" button and navigation to "Docs", "Trips", and "Finalize".

Iteration process



The image displays five sequential mobile phone screens illustrating the iteration process of a travel application's user interface. Each screen shows a progression from a hand-drawn wireframe to a polished digital design.

- Iteration 1 (Hand-drawn wireframe):** Shows a basic layout with sections for "Pet-friendly hotels" and "location". Buttons for "Filter by Ratings", "Filter by Price", "Add to map", and "Check what else?" are present.
- Iteration 2 (Sketch):** Shows a more refined layout with a search bar and buttons for "Filter by Ratings" and "Filter by Price". A "What else to check?" section includes "Pet-friendly hotels", "Services for pets", and "Reviews".
- Iteration 3 (Prototype):** Shows a digital prototype with a navigation bar at the top. The main area displays a grid of hotel cards labeled "Hotels on map". Buttons for "Hotels on map" and "Skip this step" are visible. At the bottom are "BACK" and "NEXT" buttons, and profile, trips, and forum icons.
- Iteration 4 (Mockup):** Shows a final mockup with a navigation bar and a search bar. The main area displays a grid of hotel cards. A progress bar at the bottom indicates "Hotels on map" and "Skip this step". Bottom buttons include "Profile", "Your trips", "Forum", and "Next".
- Iteration 5 (Production):** Shows the final production version with a clean design. The main area displays a grid of hotel cards with images and names like "Swiss Patong" and "Ibis Phuket". Bottom buttons include "Profile", "Your trips", "Forum", and "Next".

Annotations:

- Added progress line to indicate where you are now.** Points to the progress bar in Iteration 4.
- Changed list scroll from side to down** Points to the scroll direction change from Iteration 3 to Iteration 4.
- Changed "Trips" icon as it wasn't clear for users.** Points to the "Your trips" icon in Iteration 4.
- Changed progress bar and footer menu to look more delicate.** Points to the footer in Iteration 5.

UI STYLE TILE: Project: "PetBook"

LOGO IN LIGHT:



LOGO IN DARK:



ICONOGRAPHY:



UI STYLE ADJECTIVES:

Informative

Logical

HELPFUL

Clean

COLORS:

Primary colors



Secondary colors



STYLES/PATTERNS:



GRAPHICS:



UI STYLE DIRECTION:

UI Style of the Petbook application is a combination of simple user interface, elements hierarchy and proximity.

Design is made to solve the problem quickly and have clear process idea throughout all the application.

Green color scheme helped to reach tranquillity and harmony.

TYPOGRAPHY:

THIS IS A HEADER

Avenir Next, Medium, Font-Size: 22, Color: #772CB8

This is a sub-header

Avenir Next, Bold, Font-Size: 20, Color: #A4A4A4

Body text:

Thailand's pet import regulations require that your dog or cat be microchipped with an ISO 11784 pet microchip that is a 15...

Avenir Next, Regular, Font-Size: 18, Color: #000000

This is a headline

Avenir Next, Demi-Bold, Font-Size: 35, Color: #417505

This is a sub-headline

Avenir Next, Medium, Font-Size: 12, Color: #417505

Body text:

Sub-District Chalong
Amphoe Muang Phuket, Phuket,
Thailand 83130

Helvetica, Regular, Font-Size: 12, Color: #000000

Menu

Avenir Next, Medium, Font-Size: 17, Color: #007AFF

"This can be used for a quote"

Author

Avenir Next, Italic, Font-Size: 17, Color: #5B9A13

Link can look like this

Avenir Next, Medium, Font-Size: 17, Color: #417505

BUTTONS:

Normal



Hover



Focus



Pressed



Disabled



BUTTON STYLES:

Button

Button

Button



Item



Add to list



Hotel website



Added to list

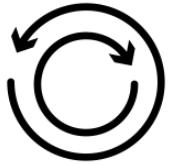
PROGRESS BAR:

Documents

Hotels

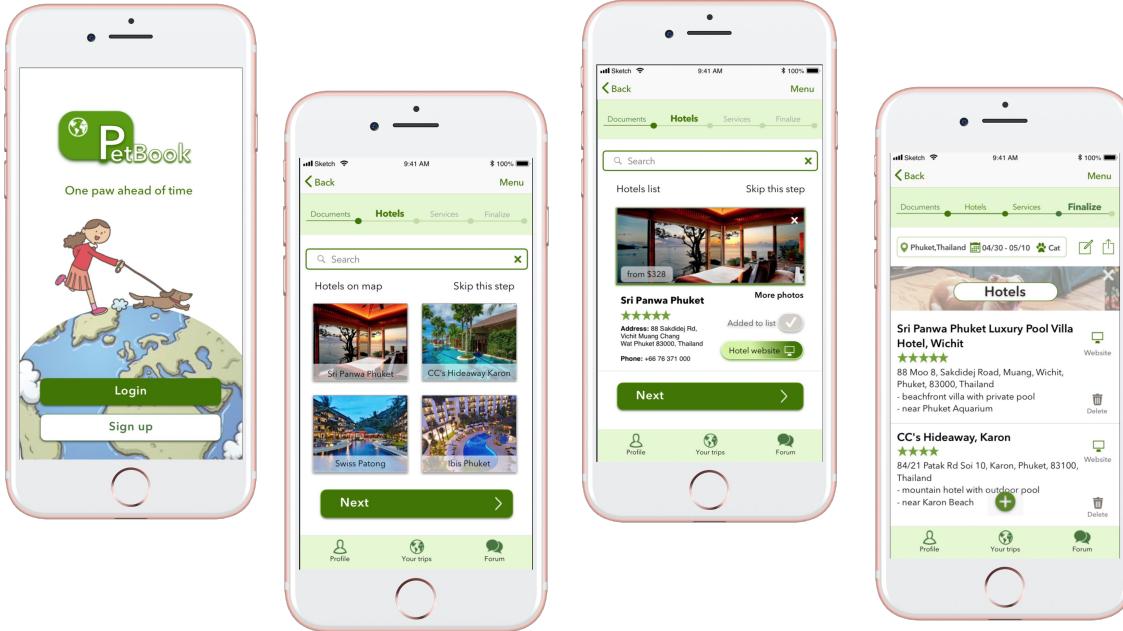
Services

Finalize



Final prototype

[Link to InVision prototype](#)





Final Thoughts

This project helped to understand the core methods of UX research and develop stronger feeling for users' needs.

From creating an idea of the app up to polishing the iOS prototype - each step was important to build a real dependency structure that would have satisfied the potential user.

- **Talk to people as much as you can**

It can be surprising how broad and different people's opinions can be. And it's necessary to really listen to them and find the very core of the problem that in one or another way relates to it. I understood that the more you get people's opinions with surveys, interviews or polls the better you can understand what their needs and interests are.

- **Understand the real need and work on it**

It's really critical to find the path to the need that is sometimes hidden in people's responses. Users can say they need one thing but then move slowly into other direction and subconsciously talk about other things that also bother them and require a change.

- **Iteration makes perfect**

To rewrite the famous saying - iteration is a thing you'll be doing few times and then few more times :) I was changing the main idea of the application, wireframe layouts, icons, position of buttons and text on pages based on the user's feedback. It's a way to great product that is our ultimate goal. So - ready, steady, go!



Next Steps

1. User testing
2. Iterate if needed.

"Vision without action is a dream. Action without vision is simply passing the time.
Action with Vision is making a positive difference."

Joel Barker