

Woof Walker Dog Walker Project

David A Grant

Project overview



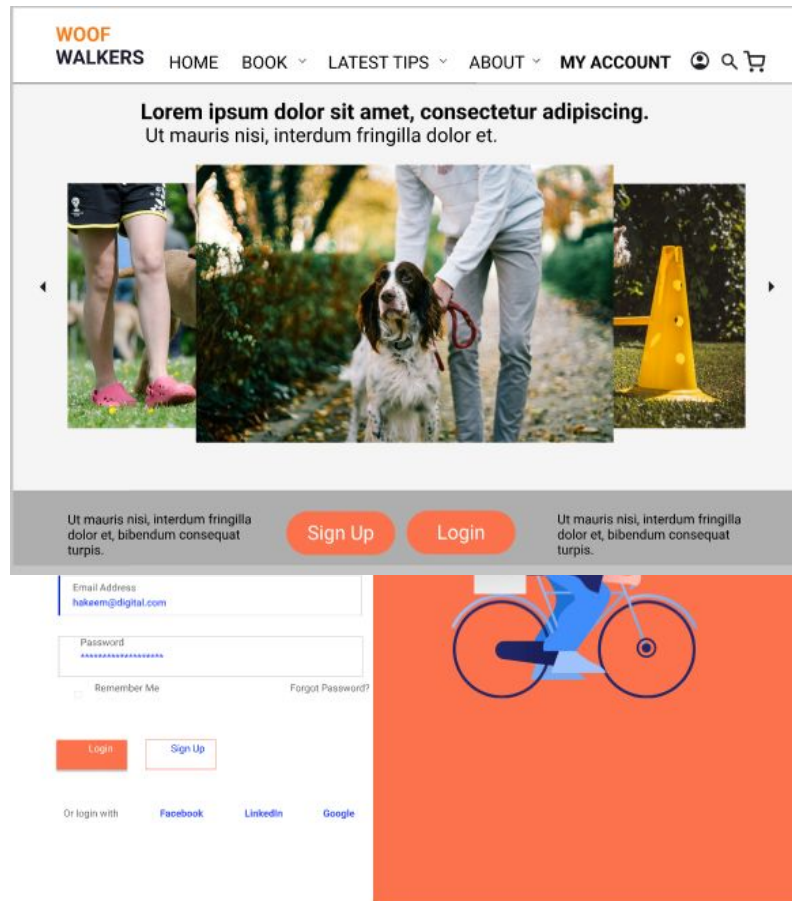
The product:

Woof Walker has been created and designed to provide an easy booking solution for Dog owners and Dog walkers to connect and plan Dog Walks.



Project duration:

July 2024 - August 2024



Project overview



The problem:

Dog owners can lead busy lives and sometimes it can help to have the ability to be able to book a dog walker for one occasion on demand at short notice or to set up regularly. Its also to important to be able to find trustworthy Dog wakers so a rating and review system will be implemented.



The goal:

To create a simple uncluttered app and website for dog owners and dog walkers. They will be able to create an account and arrange walks using an online booking system.

Project overview



My role:

UX designer leading the Woof Walker website design

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Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users lead busy lives and would benefit from booking Dog Walkers for a one off occasion on demand or to set up regularly..... However, many dog walking websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of making an easy booking for one occasion or regularly.

User research: pain points

1

Pain point

Some Dog walking apps have a pricing structure that is expensive for both the Dog owner and also the Dog Walker.

2

Pain point

Sign up and Check out process is frustrating, complicated and takes too long. Unable to book recurring dog Walks

3

Pain point

Current Dog Walking websites can be difficult and confusing to use with some not having an app to use.

4

Pain point

Support and Contact Information not clear and obvious.



Angela

Age: 32

Education: Masters degree

Hometown: London

Family: None

Occupation: Film Producer

“Angela is a talented Film producer, currently working in London”

Goals

- Find a Dog walker while they are working on projects.
- Be able to book on demand and recurring.
- Find a trustworthy knowledgeable walker.

Frustrations

- Difficulty finding on demand and recurring booking options
- Finding trustworthy and reliable dog walkers.

Angela is a busy film producer/director who lives with her partner who is also a film director. They have recently adopted a rescue Whippet from a dog and cat home named Chili. Angela often travels to work on film projects and takes regular camping trips with her partner. Angela would like to be able to book on demand walkers when she is busy. It is also imperative that she can find trustworthy reliable dog walkers.

Persona: Angela

Goal: Easily Book and Schedule a Dog walker Locally from a selection of reputable, rated and reviewed dog walkers.

User journey map

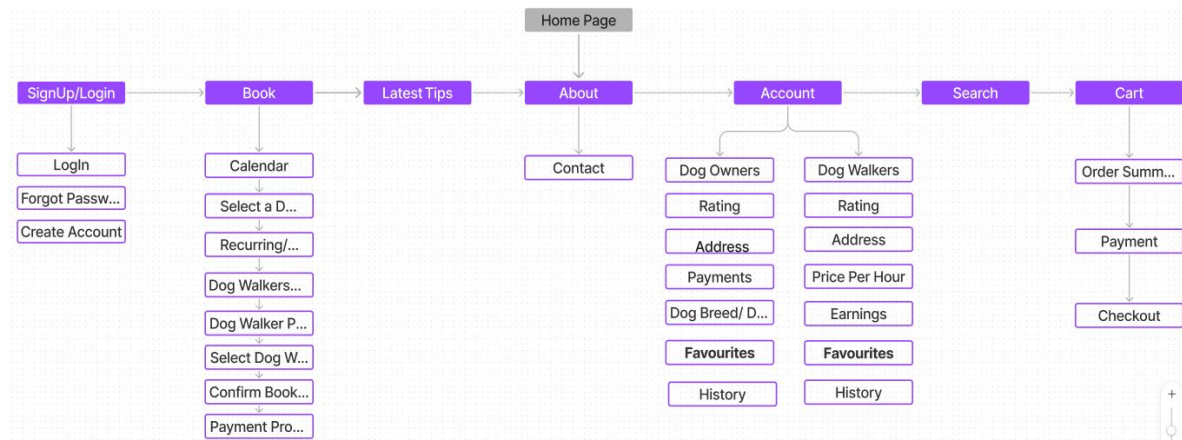
[By creating User Journey maps, I wanted to explore how easy it was for Angela to navigate around the app/website. Further to technical aspect, I wanted to illustrate the process of how Angela behaves, feels and what she thinks while accomplishing her goals to address pain points or provide moments of delight.

ACTION	Sign Up Create Account	Schedule On Demand Walker	Schedule Recurring Walker	Review Dog Walkers available	Get Support
TASK LIST	Tasks A. Click on Sign up B. Complete Details C.Open Account	Tasks A. Click On Book B. Set Up Time C.Review options	Tasks A. Click on Book B. Find recurring C.Select walker	Tasks A. Check for Rating B. Find Reviews C. Find cost	Tasks A. Find support link B. Is Email possible C.Any live chat?
FEELING ADJECTIVE	Excited	Apprehensive Hopeful	Curious Optimistic	Interested	Curious
IMPROVEMENT OPPORTUNITIES	This is actually quite easy to use. I like it	Needs to be streamlined and much more intuitive to use. Needs more work	Needs to be streamlined and much more intuitive to use. Needs more work	This is clear, has good information like Rating and reviews. What I expected.	Would be helpful to have a FAQ ai system at least

Sitemap

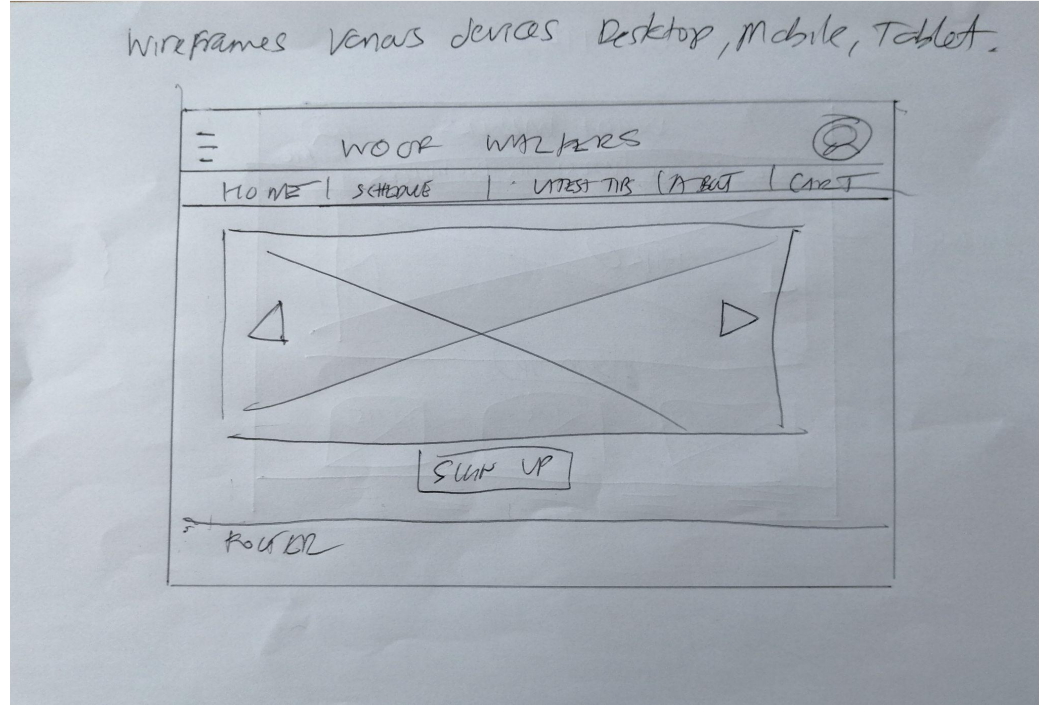
Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



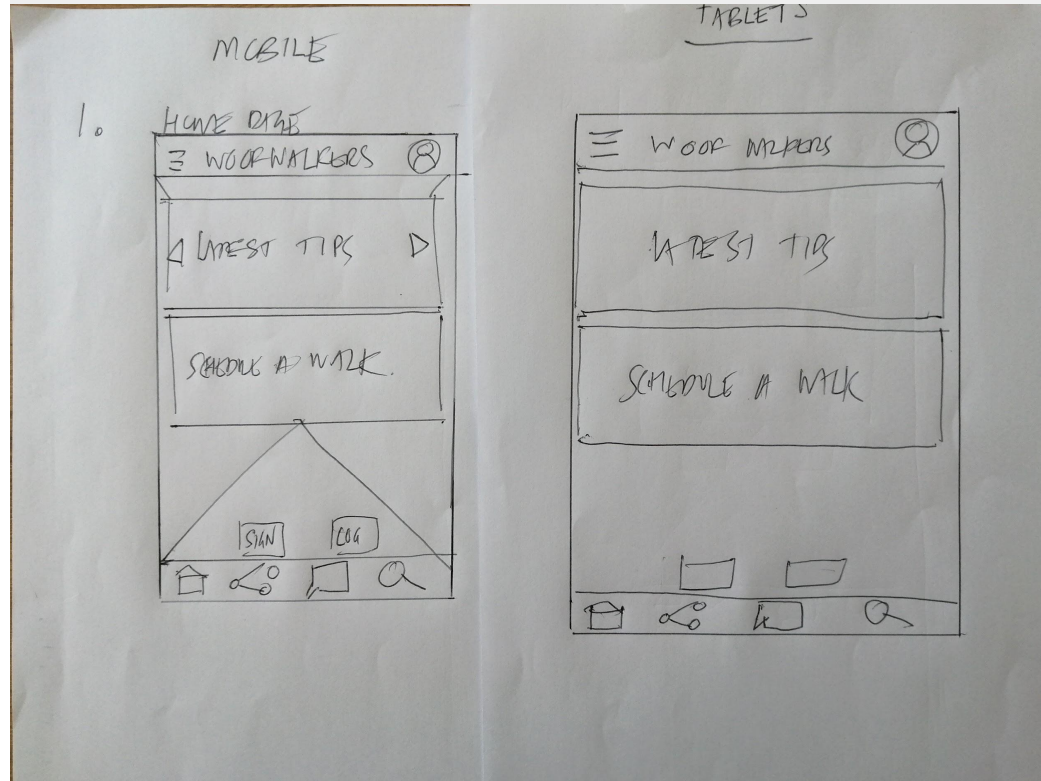
Paper wireframes

Focusing on the core features identified during user research, I sketched the first wireframes using pen and paper



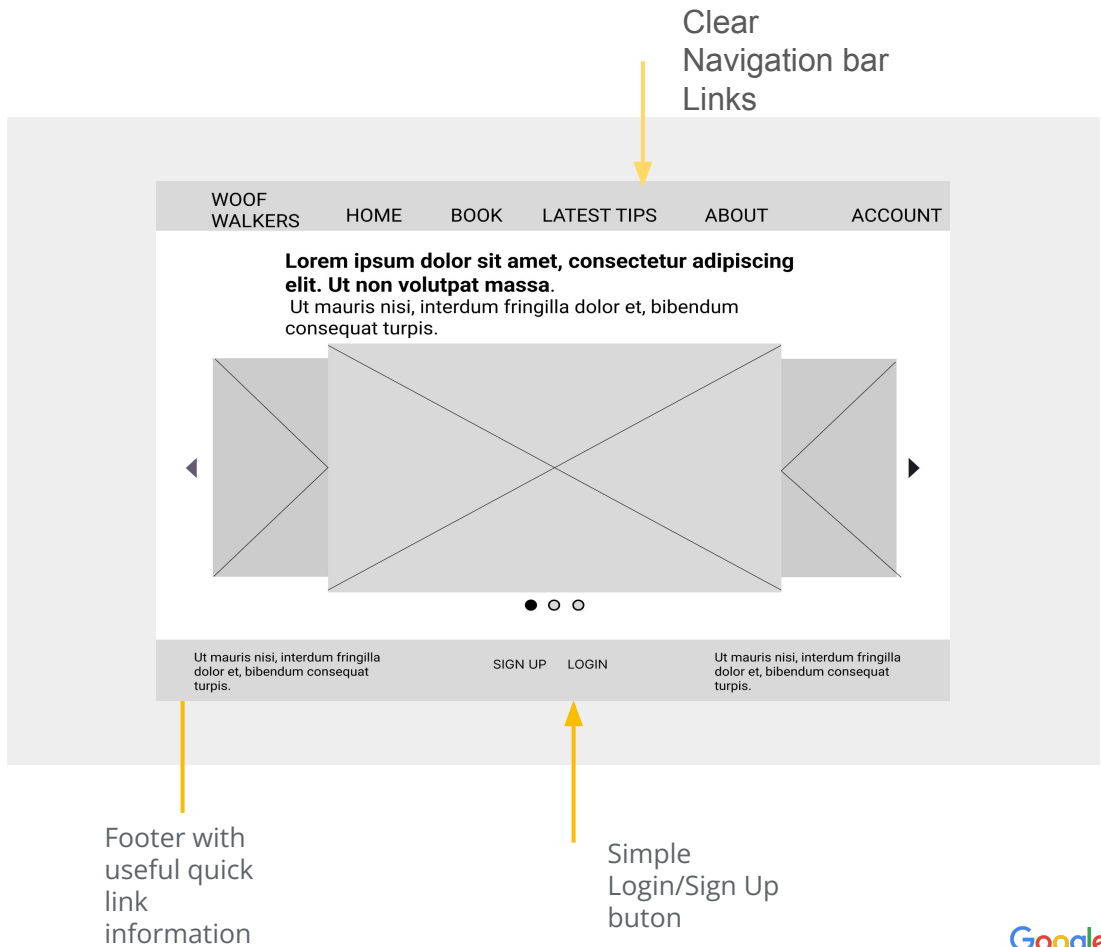
Paper wireframe screen size variation(s)

I drafted iterations of each screen on paper. I also started to work on designs for additional screen sizes to ensure that the site would be fully responsive.



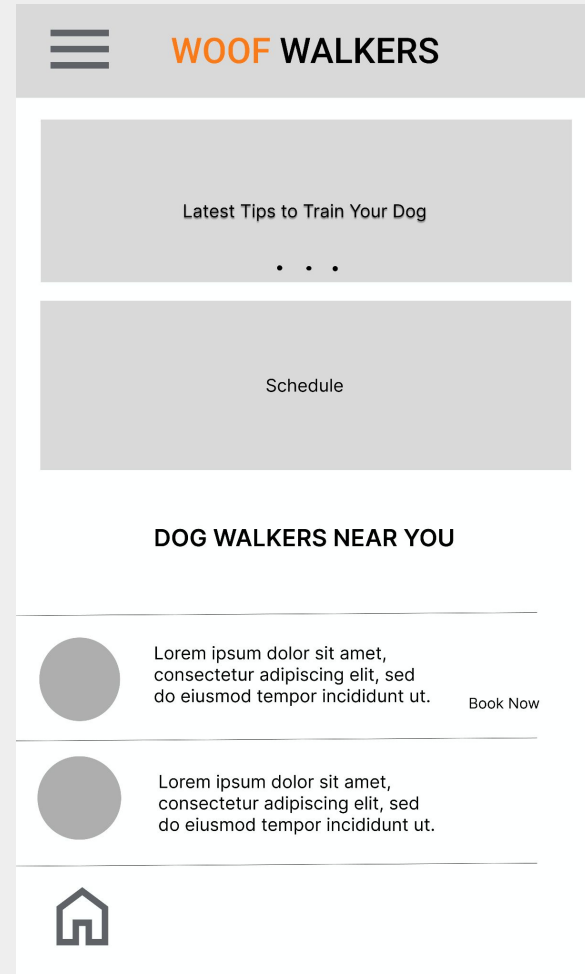
Digital wireframes

[To make the digital wireframes I began drafting my ideas on paper. Then I began to make High-fidelity Digital wireframes in Figma



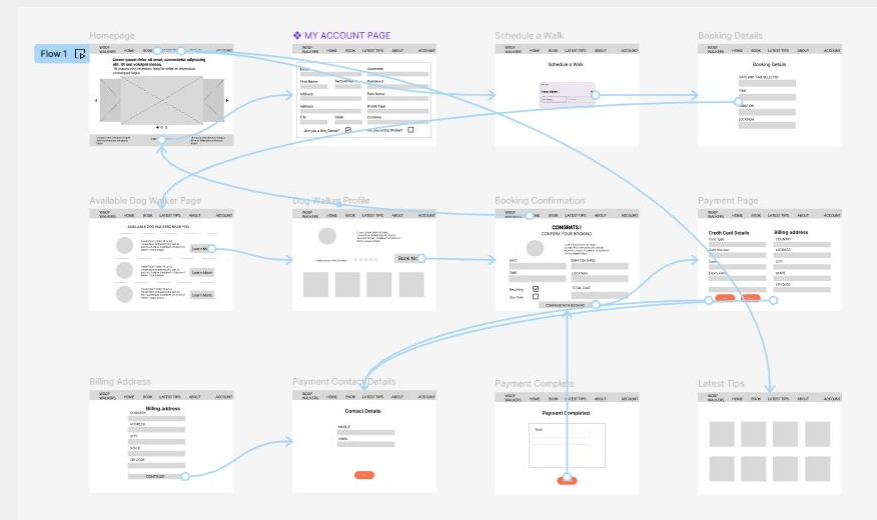
Digital wireframe screen size variation(s)

As part of the design process, I also started working on digital wireframes for additional screen sizes, in this example for Android.

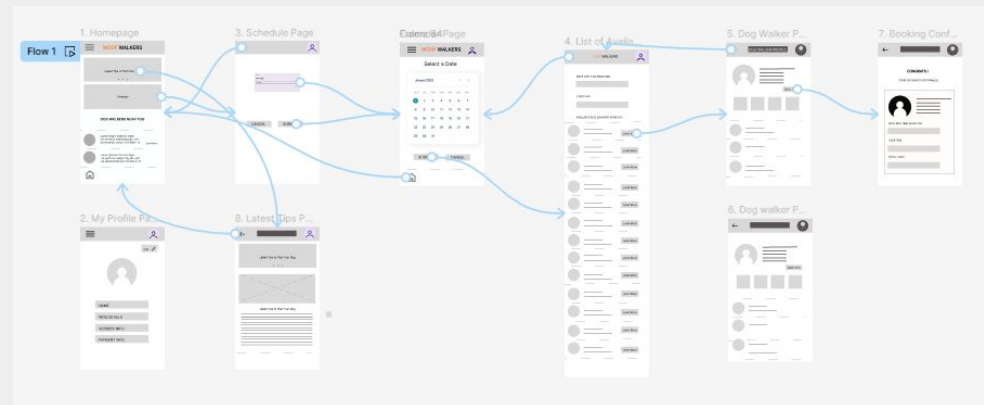


Low-fidelity prototype

I created a low-fidelity prototype from the user flow diagram and wireframes to test functionality before developing the final design to ensure accessibility for end users.



connections or
prototype GIF



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United Kingdom, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Now that I have the key insights from the usability study, let's look at the findings and define the actual problems that a designer can solve.

1

Finding

Users had a hard time knowing where to start. Clearer instructions can help users know where to start.

2

Finding

Users tried to search for highly rated Dog Walkers at Lowest cost, but the app/website was missing filtering.

3

Finding

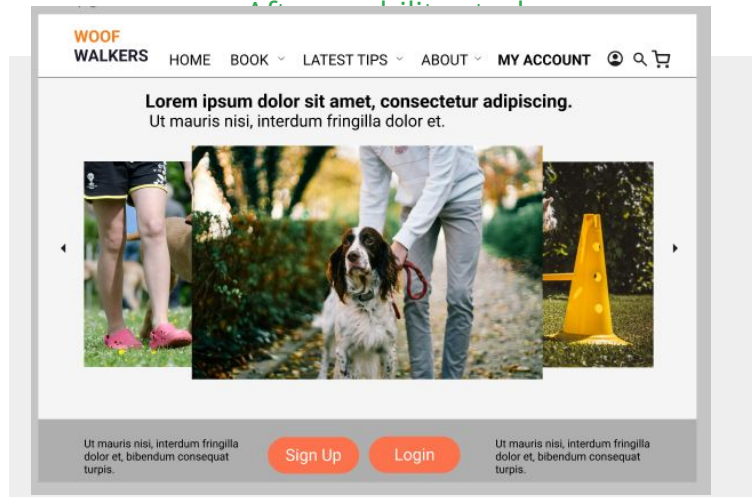
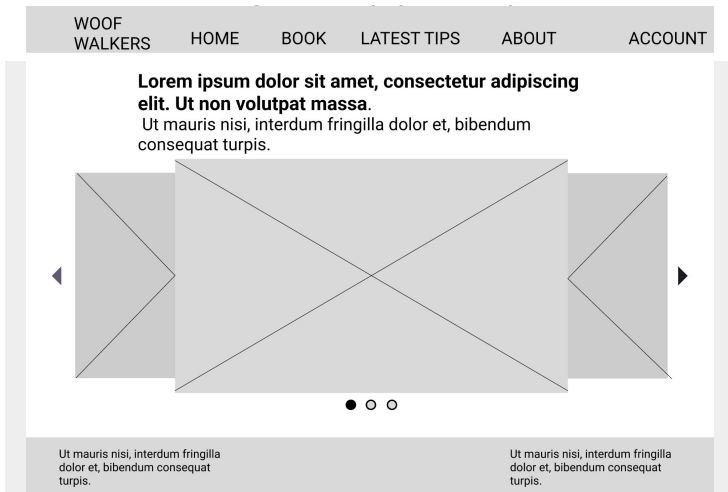
Users wanted to schedule recurring bookings on a weekly or even monthly basis, but the website did not have this option available.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

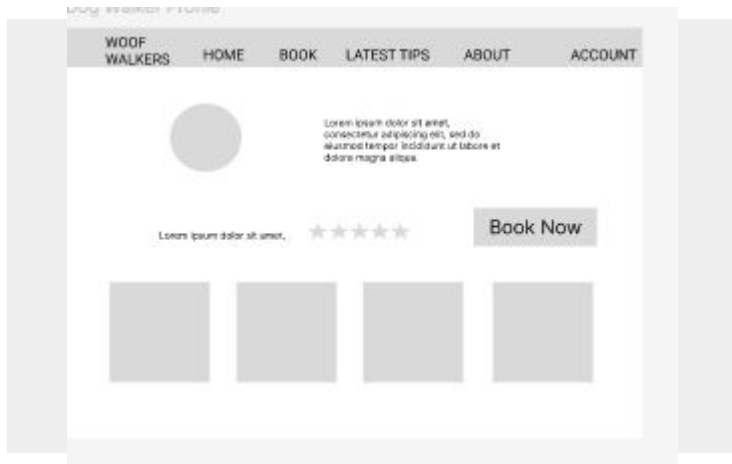
[Based on insights from the usability studies, I applied design changes. These include adding] a clear sign up/ login buttons on the homepage.



Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

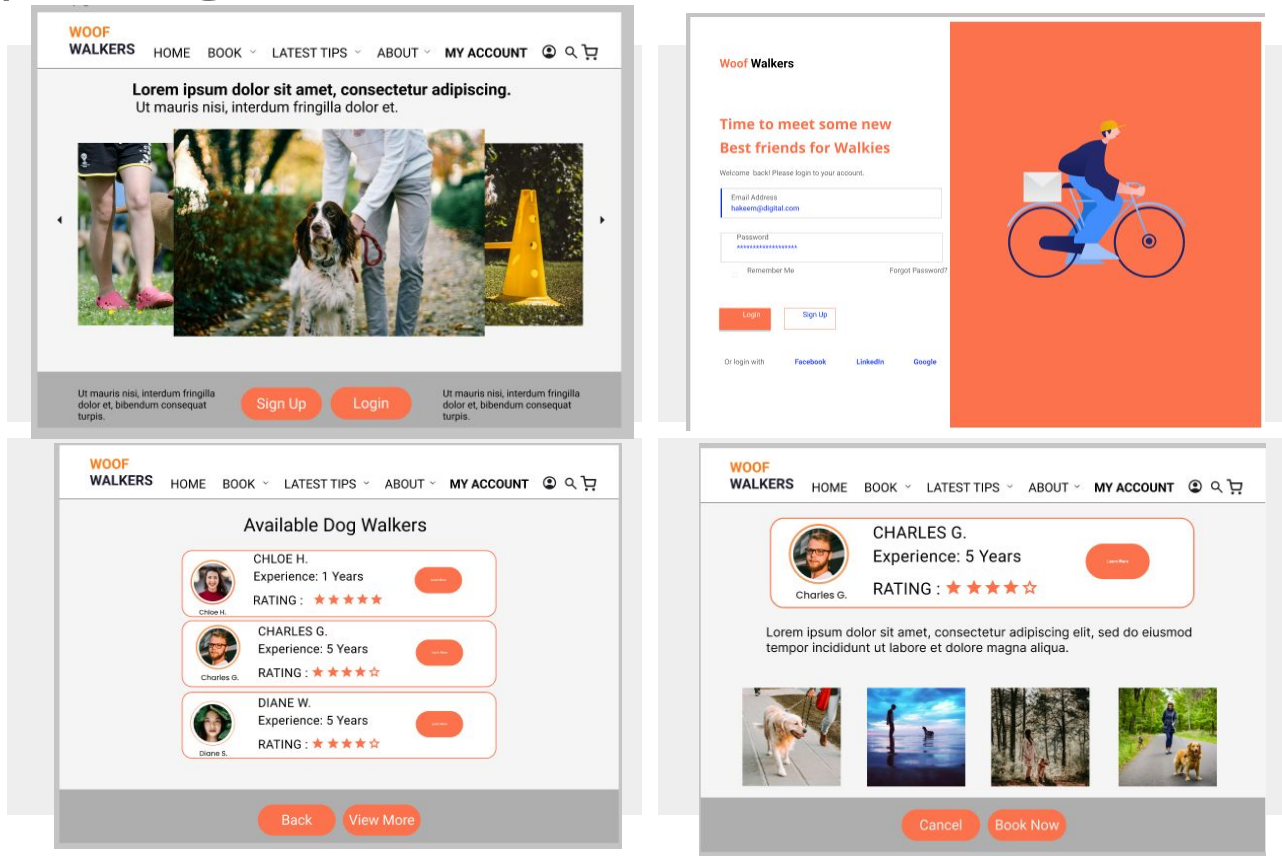
Before usability study



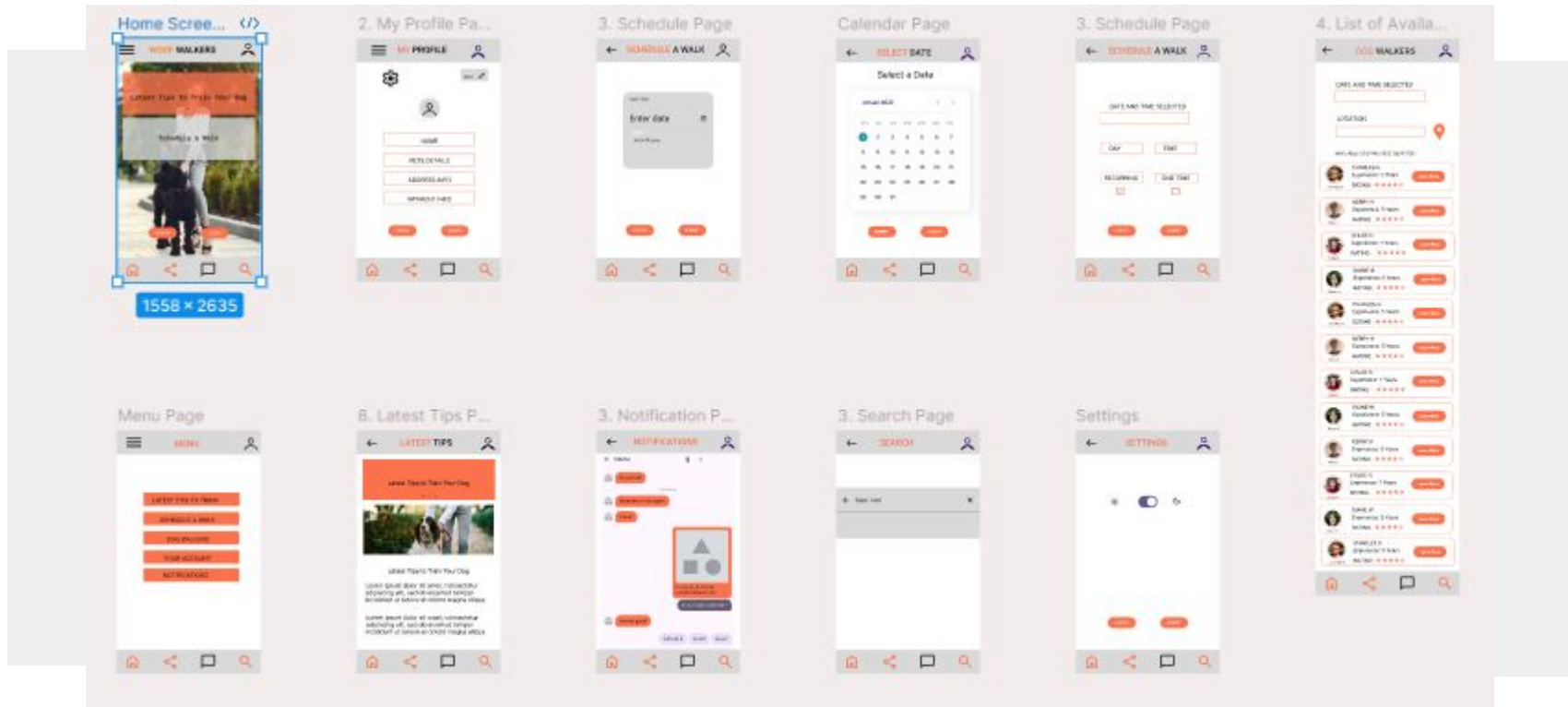
After usability study



Mockups: Original screen size

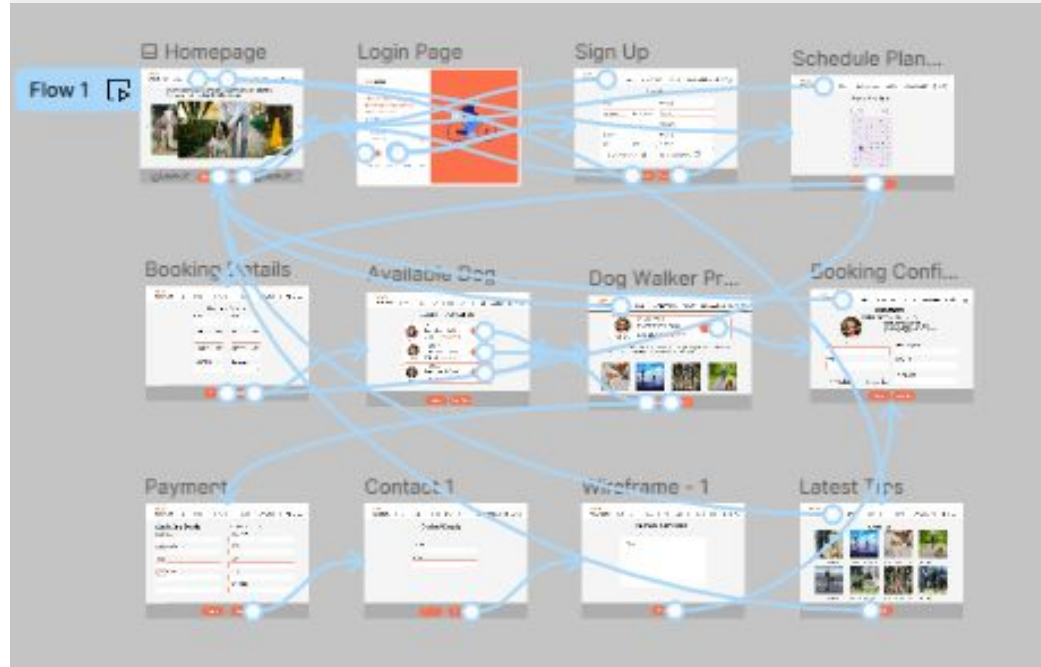


Mockups: Screen size variations



High-fidelity prototype

[After finalizing the low-fidelity prototype, I worked on creating the final designs with the goal of making them simple and intuitive. The main color theme I used was orange which is associated with energetic and warm. Some common associations with orange include creativity, enthusiasm, lightheartedness, and affordability. I thought it was very representative of the persona's character.



Accessibility considerations

1

When choosing a colour palette, I ensured my primary colours met WCAG AA compliance before building out the UI for each screen.

2

I Am using only one Typeface, Roboto, a san-serif font, which is easy to read. I have avoided mixing too many typefaces as this can make an app appear fragmented. This can impact negatively on the user experience, as they will not know where to focus.

3

A text hierarchy exists throughout the app, helping users to distinguish between the different sections of the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I chose to develop a Dog Walking app and website as this seems to be a useful application for people and is quite universal. For instance can be adapted around the world. Researching existing services allowed for taking into consideration how I could iterate and improve.



What I learned:

As a UX designer for a specialist booking app, I encountered various challenges, especially regarding the booking platform/page. I feel that this needs further iteration to create a seamless and intuitive experience for the user experience.

Next steps

1

Obtain UX/UI feedback from designers with more experience in the field to improve, iterate and streamline the design effectively.

2

Once I have documented all feedback that was provided, I will make necessary design updates in order to improve the apps overall experience..

3

Create a cross-platform responsive design. The goal is to build the same experience for all users no matter what device they are using.

Let's connect!



I would appreciate your thoughts and insights on this concept, as feedback is crucial to further enhancing and developing the findings of this study.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.