



FinDog

User's Pilot- team 4

During 2 weeks we conducted a pilot in which about 10 potential users examined our application. First, the users used the application and reviewed it while we were watching them. This way we could see their reactions and their orientation beyond the reviews they conveyed to us. Moreover, we have included a questions section about the user interface in order to get feedback on the application's user experience. Note, to improve user experience as early as possible and before the beta version, the pilot was conducted before the second milestone with the alpha version.

Users Characteristics

1. Living in Israel.
2. 60% men and 40% women.
3. Own a dog now or have owned one in the past.
4. Have a social network account.
5. Found or have lost a dog before.

Main Goals of the Pilot

1. Make sure the application is understandable to use.
2. Make sure the application is useful.
3. Understand what the user experience is

The user's pilot was conducted on two platforms: the users used the app on a mobile phone with the expo extension, which gave them a full understanding of the application, and then answered a Google survey with 3 parts of leading questions.

In the first part of the pilot, the main objective was to understand the application use case.

Main Questions – Pilot Part 1

1. Have you ever lost a dog? If so, when did it happen?
2. If you lost your dog in the past, did you post an ad on any social network about this?
3. If you lost your dog in the past, in which of the following ways did you look for it?
4. If you lost your dog in the past and found it, which of the following actions helped you find it the most?
5. Have you found/seen a stray/lost dog before?
6. If you have found/seen a stray/lost dog in the past, which of the following actions did you take?
7. If you have found/seen a stray/lost dog in the past, were you able to return it to the owner?

Main Conclusions – Pilot Part 1

Almost everyone used one social network, mostly Facebook, and their dog had a chip. People have lost their dogs outside the house but close to it, while walking in the park or when they let them out of the private yard without permission. Approximately 80% of those who posted a post on



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a social network about the lost dog testified that they didn't receive any comments or likes after a few days. According to 60% of the respondents, publishing in a limited group of their residence such as the neighborhood group - was more efficient. Additionally, most people who saw a lost dog tried to act actively and contacted an official in the town or a veterinarian or searched for the dog's owner.

In the second part of the pilot, the main goal was to get an initial understanding of how people will describe their dog when they will ask to post something about him. This part helped us to decide which kind of one-word-tags we want to use.

Main Question – Pilot Part 2

Describe your dog in terms of any features (if any) that would help you identify him if you lost him or if you were to lose him? (e.g., sociable, shy, lame, energetic...)

Main Conclusions – Pilot Part 2

As for the tags used to describe dogs - most said they would describe their dog by both character traits and external characteristics.

In the last part of the pilot, the main goal was to get the initial impression of the user from the flow of adding a post.

Main Questions – Pilot Part 3

From the three options given, please select your preferred flow.

Each of the three options differed in the size of the buttons, the amount of information displayed on each screen, and the number of screens the user had to pass for posting a report or a post.

Main Conclusions – Pilot Part 3

The results were very consistent - people preferred screens with large buttons and images, rather than screens divided into smaller sections even if they had to switch between screens frequently.

As a result of this section, we changed the user's screens- the beta version of the application has a different user interface.

Future Features -that our users suggested

- A list of organizations and contacts the user may contact if he has not been able to locate the owner of the dog that he found for a long time.
- Making contact between users without using a personal number, maybe a blocked number, or a number that cannot be seen.