

Presented By Amrit Joyekurun

Amrit Joyekurun

UX Designer

I'm a passionate UX Designer specialized in User Experience and my goal is to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

Tool Use for this project



Figma



After Effects



Photoshop



Illustrator



USER EXPERIENCE



The Problem

Humane Canada™, the federation of SPCAs and humane societies, brings together the largest community of animal welfare organizations in Canada, including 43 humane societies and SPCAs that operate animal shelters.

These organizations take on the role of facilitating the return of lost companion animals to their homes and caring for and rehoming unwanted animals. Increasingly, humane societies and SPCAs are taking on a greater role in raising awareness and public education regarding broad animal welfare issues and pet adoption in general.

Their engagement with and support of community members is becoming more and more vital to providing the best outcomes for companion animals. In addition, to their marketing and communication strategy the presence of a mobile application that connects pet lovers to the shelters is a missing component in this digital era.

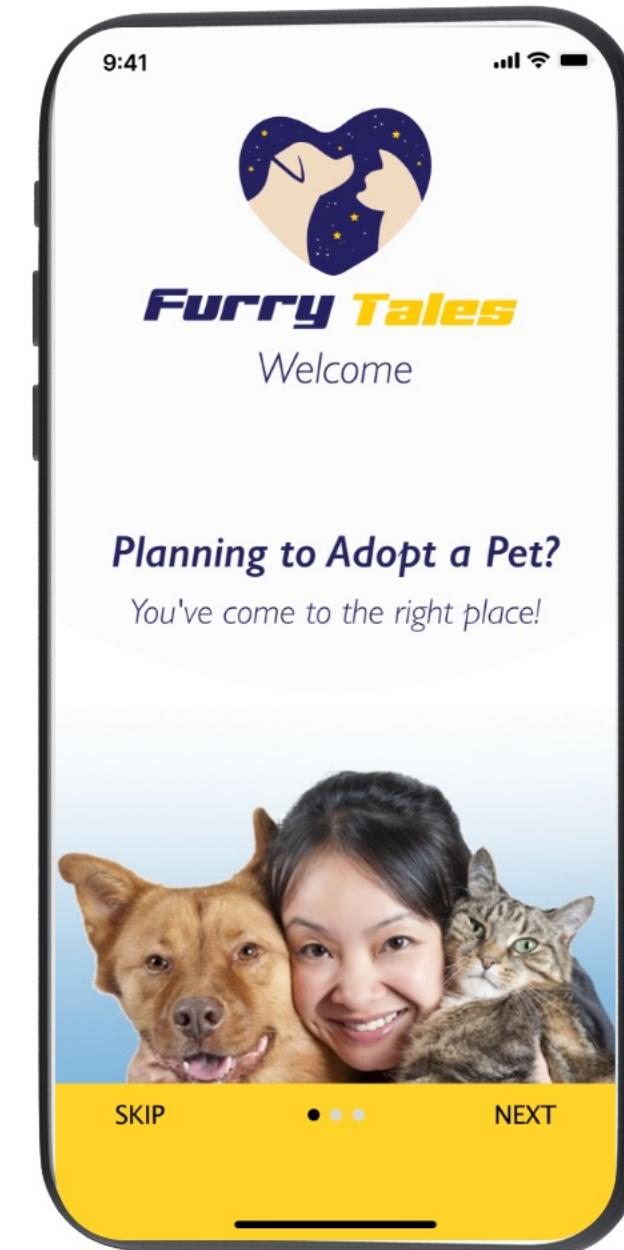




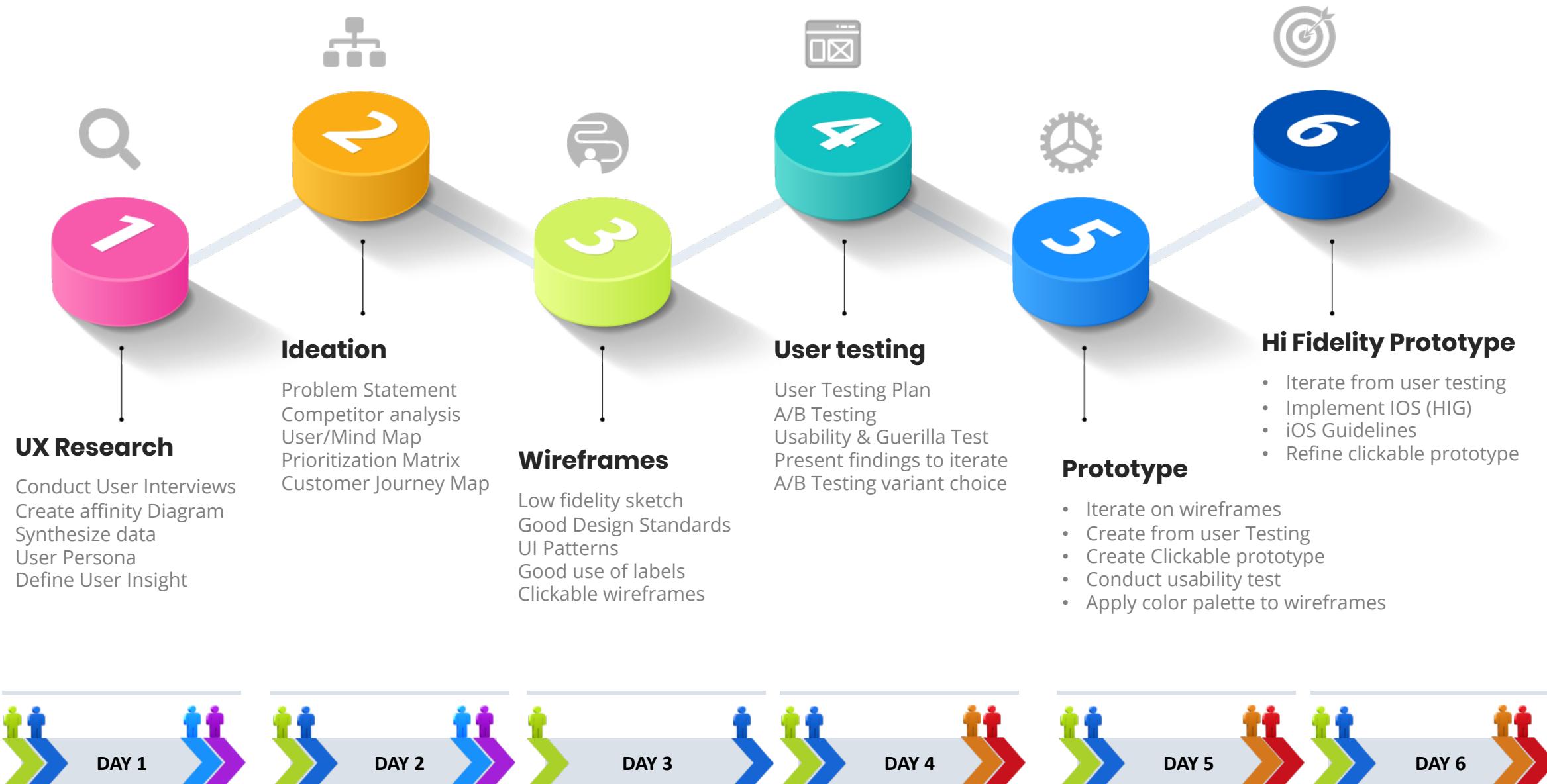
The Solution

To successfully engage pet lovers with the right shelter and adopt their match pet is the key link to the present situation. Rescue groups across Canada see urge in demand for pandemic pets yet there is very less successful adoption is happening at the demand rate.

We believe that our app was designed to help users that want to adopt pets find their perfect match. We have observed that the way shelters and rescue websites are made is not making pet adoptions easier, which is causing people to buy pets than adopting. Our Mobile Application will improve fosters and rescue shelters to better communicate to pet lovers while they find their matched pet with the new algorithm we are developing to facilitate the adoption process



The UX Process



UX Research

Research based on interviews and online statistics from Humane Canada Report 2020



User Interview

Interview Questions

Objective 1: To understand the general attitude towards pet adoption

Objective 2: To understand how people feel about the current pet adoption process

Objective 3: How do you feel about pet adoption? Why do you feel that way?

Key findings

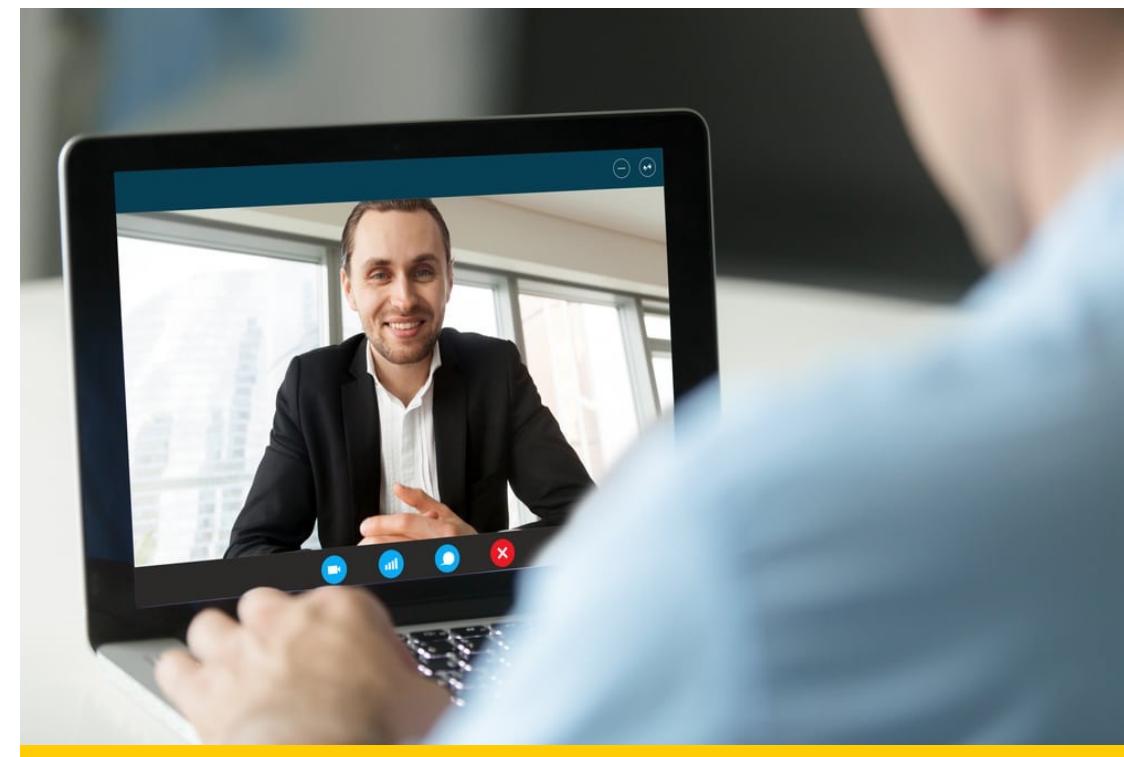
1: People prefer to buy than to adopt because of the long adoption process

2: It is a noble thing to adopt a pat

3: Adoption is about people who have prior experience with pets

4: Adopting a pet is giving a home and stop animal cruelty.

5: There is a need for pet lovers to connect with the organization more efficiently.



All interviews were conducted either on phone or zoom meetings



User Profile

Elizar Flores

Eli has been looking for to adopt a pet for her daughter that can be a good companion to her with all the great character that match her requests. He lives in Mississauga, Ontario and looking to train her daughter to a pet lover lifestyle and learn how to care and look after a pet. He has been looking for some shelters and online friends to help him in this quest. Though the website are full of information and great pictures the response time is very long and there is no information about the real process time in adoption.





User Profile

Arnel Trimor

Arnel is a father of two daughters who are pet lovers and lives in Milton, Ontario, they bought their pet instead of adopting. As the pet adoption process is very slow and there are too many steps and conditions that's apply. They found that adoption is harder than buying a pet. They directly bought their pet from the breeder even though is is very expensive compare to adoption. They did search online to look for better ways to adopt but there was no application that was able to facilitate this process for them.



User Persona

Elizar Flores

Goals

- Looking to adopt a dog
- Adopt a pet is a good balance for mental
- Find a friendly companion
- Give my daughter a sense of responsibility
- Give a pet a family he will give you his heart

Challenges

- Multiple of shelters operations and very hard to choose one
- Looking for the right match is very challenging
- Knows very less of the adoption process
- There are not much information online
- Shelters are too busy to answer phone calls

Age

38 Years

Have 1 Daughter

Status

Mobile Developer

Apple & Android

Location

Mississauga

Ontario

Says:

"6.5 million companion animals enter animal shelters every year, there must be one for my family".



User Persona

Arnel Trimor

Goals

- Looking to adopt a dog but can't find one
- Adopt a pet, but can buy one too if necessary
- Find a friendly companion
- Give my daughters a gift
- Having a pet is fun in the house, I need one more

Challenges

- Shelters are very overcrowded with sick animals
- Looking for the right match with good character
- Adopting can be hard for old pet
- The history of the previous owner is very important
- Shelters are too busy to answer phone calls

Age

42 Years

Have 2 Daughters

Status

Architect

Model Designer

Location

Milton

Ontario

Says:

"Prefer to buy than to adopt".



Definition & Ideation

Designing for users



Value = Benefits - Cost

The UX Value Proposition

Identifying the key Objectives

My team and I decided to develop **[a Mobile App]** to help pet lovers to get connected and fully engage in the search for pet adoption with a complete and detailed information on pets and the quick and easy process to find the right match.

- 1: The mobile App will be a facilitator between the shelter and the user
- 2: The pet profiles must be very must contain every detail of the pet
- 3: The use of great pictures will enhance the user experience
- 4: The connection with he shelter network in the area with success

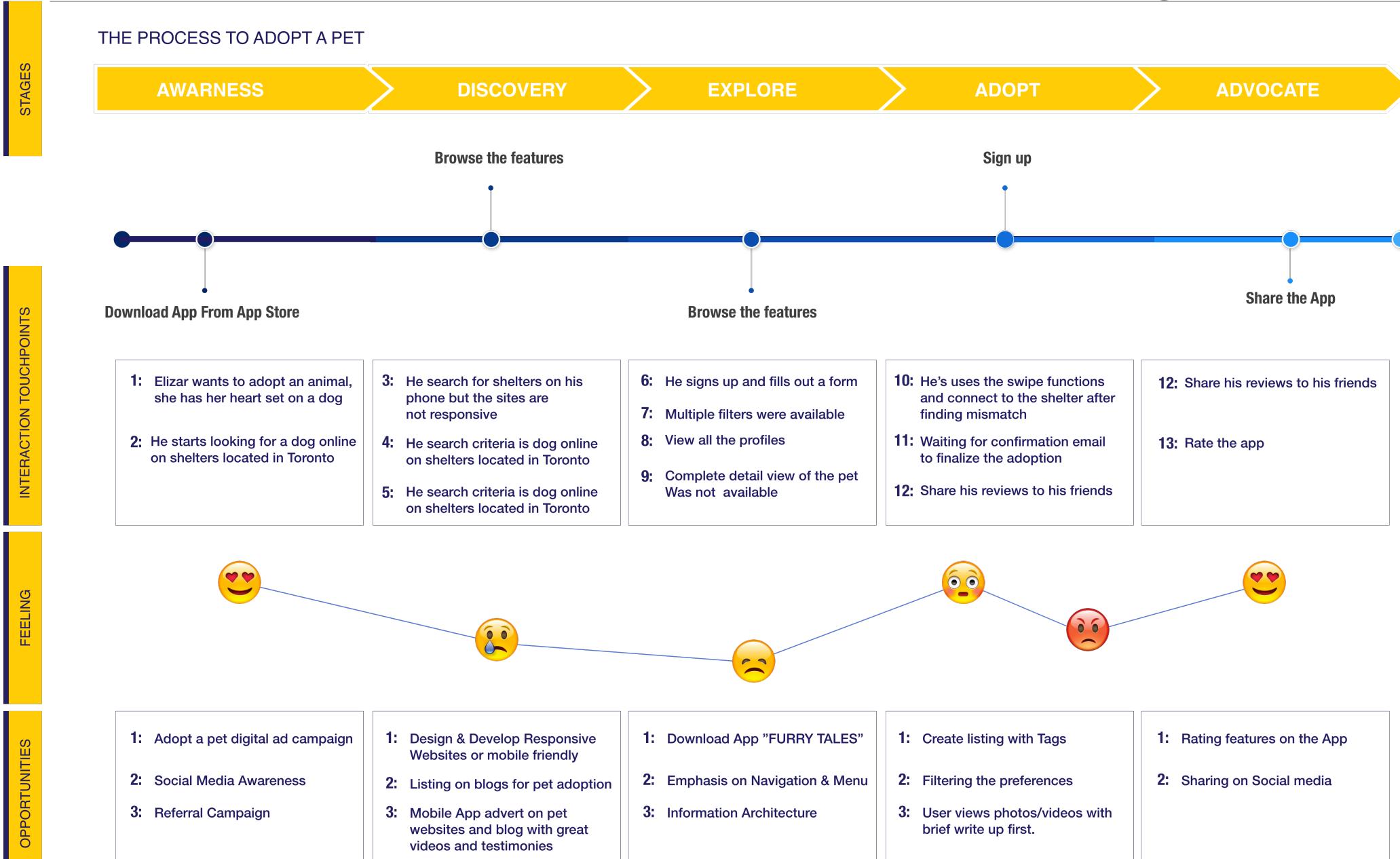


Competitive Analysis

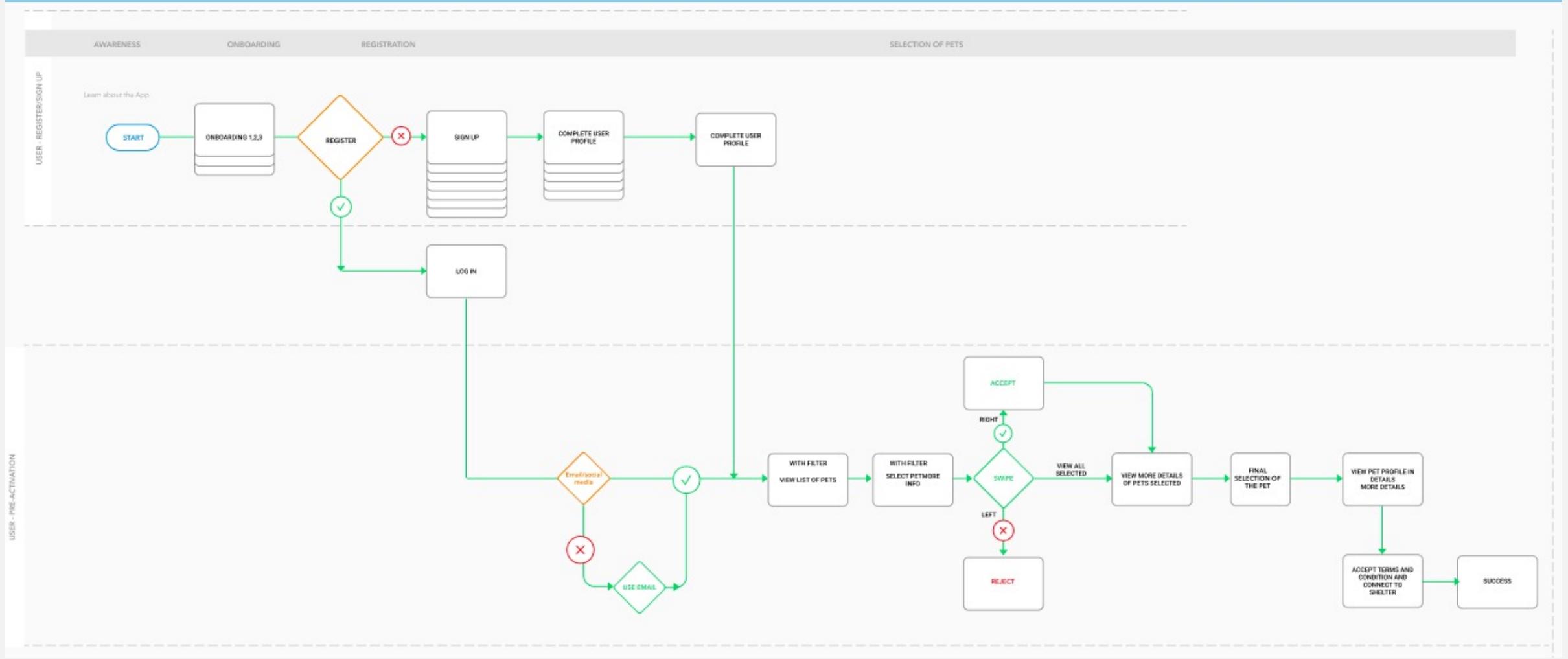


	PETFINDER.COM	TORONTOHUMANE SOCIETY.COM	GOOGLE.COM	INSTAGRAM.COM
FORMAT				
AUDIENCE	Pet Lovers International	Pet Lovers Local Only	Pet Lovers International	Pet Lovers International
LOADING TIME	Medium	Medium	Very Fast	Medium
FEATURE ANALYSIS	Donate Public Service Adopt a Pet Ecommerce shop No login Required	Location enabled Multiple filters FAQ	Fast results Explanatory info Multiple site info	Show stories Videos Good Networking
COMPETITIVE ADVANTAGE	No login required Good hierarchy of preferences International Network	Good Pictures Lots of information Connected locally to shelters	Have all data available on adoption	Everyday viewers keep handy anytime anywhere
NAVIGATION	Complex but easy to navigate	Not so easy to find info	Easiest ever	Scroll & Go
CONTENT	Good and relevant information	Valuable information	Search results good	Too much info
IMAGE TO TEXT RATIO	Good combination	Less Pictures	Text and image good ration	Pics only is king

Customer Journey mapping



User Flow



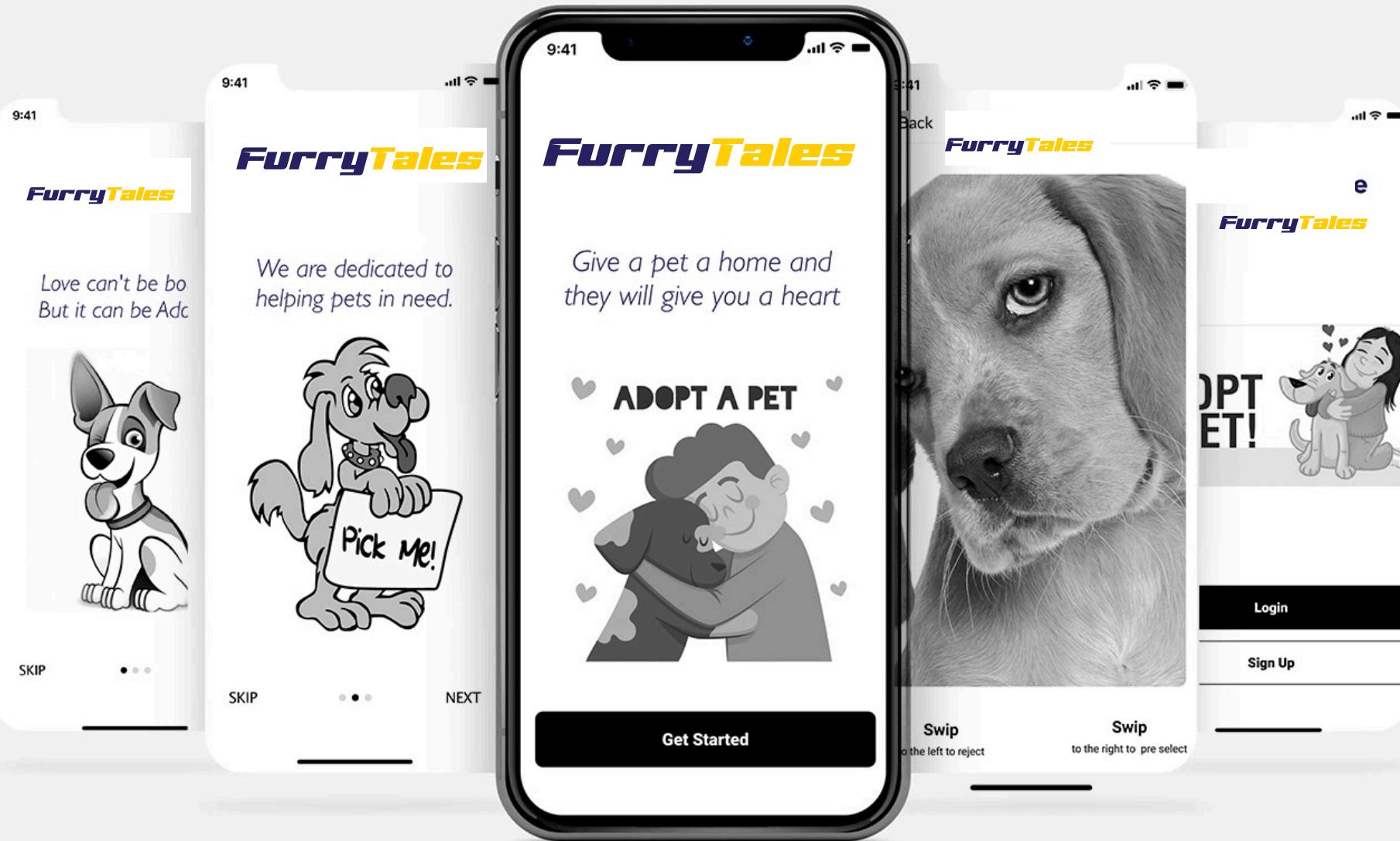
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Low Fidelity Wireframing

Mock-ups

Wireframes



[Click here to view on Figma](#)



User Testing

Usability tester



TASK

As a pet lover use the "**Furry Tale**" App to adopt a pet.
Follow all the instructions and complete the process.



GABY

STUDENT

POLITICAL SCIENCE
UNIVERSITY OF TORONTO

USER TESTER

FEEDBACK

Gaby did skip the onboarding and was able to complete the task though she did not register but preferred to proceed as a guest which register to complete the process. User complete the task very quickly.

Usability tester



TASK

As a pet lover use the “**Furry Tale**” App to adopt a pet.
Follow all the instructions and complete the process.



Eroll

Pension Analyst

RBC
MISSISSAUGA

USER TESTER

FEEDBACK

Eroll skip the onboarding screens and was able to complete the task though she was very hesitant in creating an account and preferred to proceed as a guest.

Eroll was spending time on the swipe area to explore more pets.

Usability Results



Success



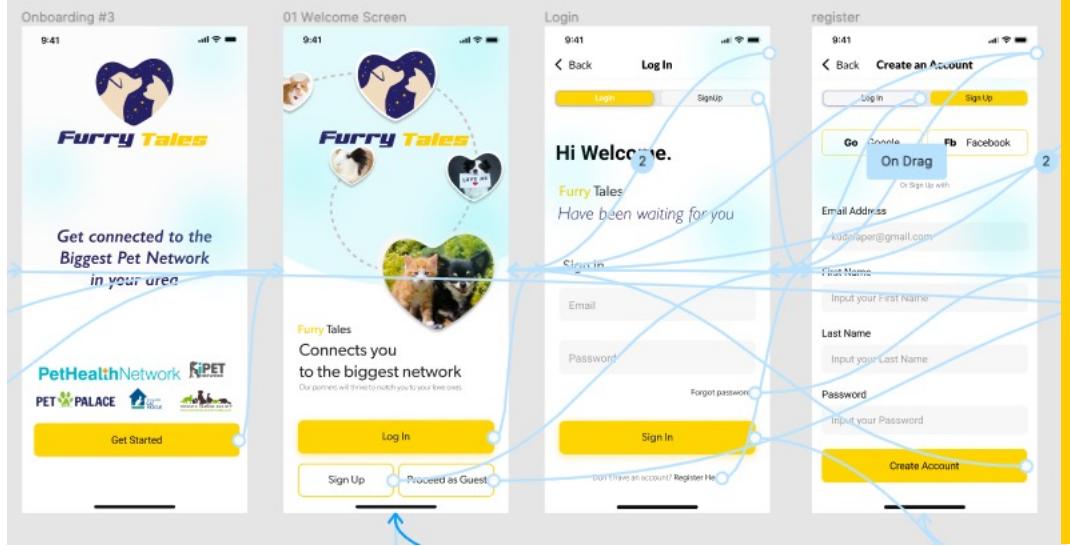
Confuse and hesitant



Did not complete this task

User Tester	User Tester One	User Tester Two	Feedback
Familiar with the Application			Users were very familiar with the concept and the UI patterns and navigate through the app very easy
Did not skip onboarding			User has tendency to skip as soon as they see a skip button
Register/Create an account			User does not like to register and give data before They are sure if the app will be useful to them
Sign in as Guest			Both users prefer to sign in as guest then later sign To connect to the shelter
Select the preferences			The selection process can be very demanding to the user they feel hesitant to make a choice
Understand the concept of Swipe			Users like the concept of have multiple choice with lots of options to swipe endlessly
Was able to connect to the Shelter			Both user was able to complete the adoption request successfully

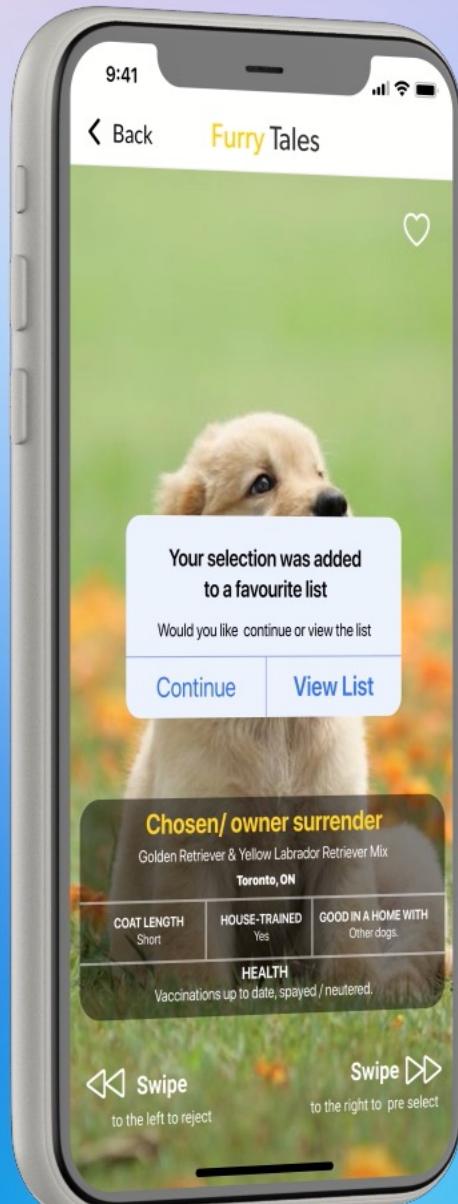
Hi Fidelity Prototyping



Prototyping

**SWIPE TO THE LEFT
TO REJECT**

THIS ACTION WILL DELETE THIS PROFILE FROM YOUR LIST



**SWIPE TO THE RIGHT
TO ACCEPT**

THIS ACTION WILL ADD THIS PROFILE FROM YOUR LIST

[Click here to view a short presentation on Youtube](#)

[Click here to view on Figma](#)

The Summary

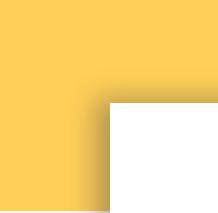
key finding and learning curve

The “**Furry Tales**” mobile app project is a new field where I had no experience in the pet adoption process, but I challenge myself to research and discover the background of this noble action that lots of people talk about. The main important part of this process is the love that Pets and People share on a regular basis is incredible and the benefits for both is priceless. ***Giving a home to a pet, they 'll give you, their heart.***

Adoption is a big part of Canadian Society and “**Humane Canada**” is playing the main role.

Throughout this design sessions the key finding has been as follows:

- 1: Whenever there is a skip button people has the tendency to skip right away.
- 2: Users doesn't like to register on a new app but prefer to login as guest always.
- 3: Filling forms has been found to be the hardest and most unwanted task to perform on the web.
- 4: It is interesting how interactivity of swiping left and right captures the user's attention to continuously look for more and more pictures and navigate through list at ease.



Thank You

Furry Tales Presentation