

# Pets in need

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Leander Lindahl

# Project overview



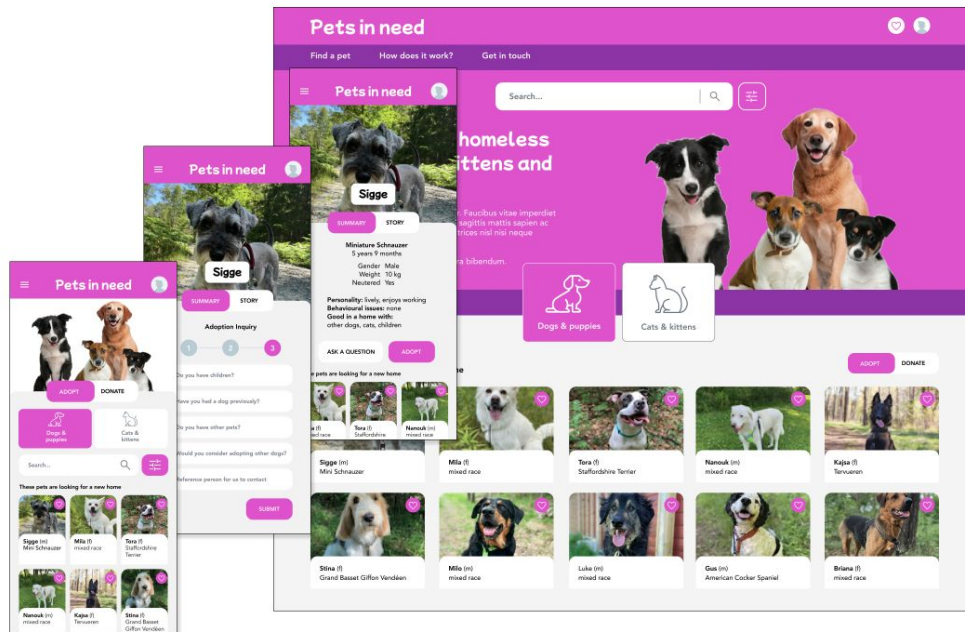
## The product:

Pets in need is a pet adoption app targeting people who are adopting a pet for the first time or want an additional pet.



## Project duration:

July 2023



# Project overview



## The problem:

People still buy from pet shops and breeders rather than adopting rescue animals. People hesitate adopting pets from a shelter if there's not enough information about the pet.



## The goal:

To let the users browse the application first before visiting the shelter to enable saving the users' time.

Make it easier for users to filter and see if the type of pet they are looking for is available.

# Project overview



## My role:

Identify your role in the project - e.g., lead UX designer, UX researcher, etc.



## Responsibilities:

User research, wireframing, prototyping, visual design.

# Understanding the user

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

# User research: summary



Through user interviews I was able to gain the following insights:

- Owning a pet improves the owners physical, emotional, and mental health.
- Many individuals are hesitant to adopt because they do not know what the animal will be like and fear that they might be hard to train. They would like more details on the animal.
- For individuals who don't have the ability to commit to caring for an animal long-term, fostering is a good alternative to adoption and helps preparing the pet for their long term home.

# User research: pain points

1

## Pain point

Presentation:  
Incomplete, incorrect or  
“boilerplate” descriptions  
of the pet’s needs and  
characteristics. Too few  
images.

2

## Pain point

Presentation: Hard to  
filter the animals for  
breed and age.

3

## Pain point

Application form can be  
perceived as too long  
and exhausting to fill  
out.

4

## Pain point

Not being able to book a  
meeting date and time  
to meet the pet you’re  
considering for  
adoption.

# Persona: Lovisa

## Problem statement:

Lovisa is a marketing consultant who misses having a dog because she wants company at home and on her outdoor activities.



**Lovisa**

**Age:** 25

**Education:** Nurse

**Hometown:** Malmö

**Family:** Lives alone, with her two cats

**Occupation:** Nurse

**Tech/Device:** Smart phone

*"I've always had cats and I can't understand the cruelty of people who abandon their cats"*

## Goals

- Finding a good pet shelter and contributing to helping an animal in need.
- Provide "foster home" for the cat

## Frustrations

- Would like more images and description of the animals,
- Why can't I book a date and time through the app?

Lovisa is a nurse with a big heart for animals in need. Now she wants to help abandoned cats from a shelter with a foster home, because she knows that accommodation is a big problem. Lovisa is not a super techy person and uses a mobile phone for her digital activities. She doesn't own a computer.



# Persona: Ben

## Problem statement:

Ben is a graphic designer who wants to get a rescue dog for his kids so that the family can learn about caring for a pet.



Ben

**Age:** 42

**Education:** Masters degree

**Hometown:** Helsingborg

**Family:** Wife, two kids

**Occupation:** Graphic designer

**Device/tech:** Desktop, laptop, smart phone

*"It's a beautiful thing to help an animal that has been abandoned and provide a loving home for them"*

## Goals

- Finding a dog in need that will be able to adapt to his family.
- Get the children involved in walking the dog and caring for it.

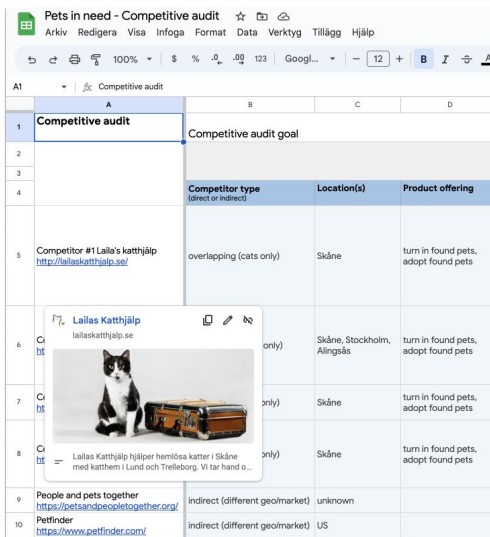
## Frustrations

- Application form is really exhausting, can't they ask this when we visit the shelter?
- Hard to find an animal of the right age and breed.


Ben is a graphic designer who works for an advertising agency. He primarily uses his laptop when searching the web, but also his mobile. He lives in a house with a garden with his wife and two children who have been nagging him about getting a puppy. Ben thinks the puppy should be a rescue dog and hopes to be able to take it along for his hikes in the countryside when it's grown up bit.

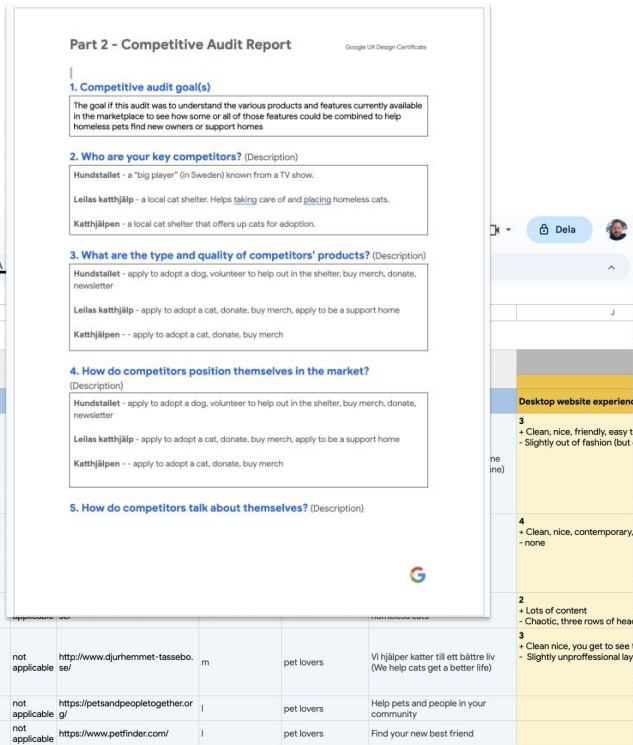
# Competitive audit

I compared different animals shelters in the local market based on their strengths and weaknesses to have an idea about how they go about their adoption processes. I focused on analyzing their UI, User flow, IA and key features.



The screenshot shows a Google Sheets spreadsheet titled "Pets in need - Competitive audit". The spreadsheet is organized into columns A, B, C, and D. Row 1 is labeled "Competitive audit". Row 2 is labeled "Competitive audit goal". Row 3 is labeled "Competitor type (direct or indirect)". Row 4 is labeled "Location(s)". Row 5 is labeled "Product offering". Row 6 is labeled "Competitor #1 Laila's katthjälp http://lailaskatthjalp.se/". Row 7 is labeled "Competitor #2 Hundstallet". Row 8 is labeled "Competitor #3 Leilas katthjälp". Row 9 is labeled "People and pets together https://petsandpeopletogether.org/". Row 10 is labeled "Petfinder https://www.petfinder.com/".

	A	B	C	D
1	Competitive audit	Competitive audit goal		
2				
3				
4		Competitor type (direct or indirect)	Location(s)	Product offering
5	Competitor #1 Laila's katthjälp <a href="http://lailaskatthjalp.se/">http://lailaskatthjalp.se/</a>	overlapping (cats only)	Skåne	turn in found pets, adopt found pets
6		only)	Skåne, Stockholm, Alingsås	turn in found pets, adopt found pets
7		only)	Skåne	turn in found pets, adopt found pets
8		only)	Skåne	turn in found pets, adopt found pets
9	People and pets together <a href="https://petsandpeopletogether.org/">https://petsandpeopletogether.org/</a>	Indirect (different geomarket)	unknown	not applicable
10	Petfinder <a href="https://www.petfinder.com/">https://www.petfinder.com/</a>	Indirect (different geomarket)	US	not applicable



The screenshot shows a document titled "Part 2 - Competitive Audit Report" with a Google UX Design Certificate logo. The document is organized into sections 1 through 5, each with a description and a list of findings.

Section	Description	Findings
1. Competitive audit goal(s)	The goal if this audit was to understand the various products and features currently available in the marketplace to see how some or all of those features could be combined to help homeless pets find new owners or support homes	
2. Who are your key competitors?	(Description) Hundstallet - a "big player" (in Sweden) known from a TV show. Leilas katthjälp - a local cat shelter. Helps taking care of and placing homeless cats. Katthjälpen - a local cat shelter that offers up cats for adoption.	
3. What are the type and quality of competitors' products?	(Description) Hundstallet - apply to adopt a dog, volunteer to help out in the shelter, buy merch, donate, newsletter Leilas katthjälp - apply to adopt a cat, donate, buy merch, apply to be a support home Katthjälpen - apply to adopt a cat, donate, buy merch	
4. How do competitors position themselves in the market?	(Description) Hundstallet - apply to adopt a dog, volunteer to help out in the shelter, buy merch, donate, newsletter Leilas katthjälp - apply to adopt a cat, donate, buy merch, apply to be a support home Katthjälpen - apply to adopt a cat, donate, buy merch	
5. How do competitors talk about themselves?	(Description)	

# User journey map

Creating the user journey map made visual what works in the adoption process, highlighted the pain points and allowed me to identify untapped opportunities.

Persona: Ben					
Goal: Get a suitable puppy for the family					
ACTION	Find a shelter	Find information about available dogs	Apply to adopt	Book a "visit"	Bring home the dog
TASK LIST	Tasks A. Google for pet adoption B. Inspect and click on a few of the search results C. Decide on shelter in his area and start browsing the site	Tasks A. Find the section with available dogs B. Share and discuss the dogs with his family	Tasks A. Find the application form B. Fill out the application form C. Submit the application form	Tasks A. Fill out a generic text form saying that you'd like to visit	Tasks A. Go to the shelter B. Meet the dog C. Make decision D. Fill out the legal documents
FEELING ADJECTIVE	Neutral, slightly curious	Dissatisfied with too few images, too sparse descriptions	Overwhelmed, frustrated "is all this really	Unhappy "this is very vague"	Happy, slightly anxious about the commitment
IMPROVEMENT OPPORTUNITIES	Hard to tell where they're located and if they have pets "available" at the moment.	Add more info for each pet Add clear and "plain" descriptions that also capture any potential and how they be dealt with (coaching)			

## Persona: Lovisa

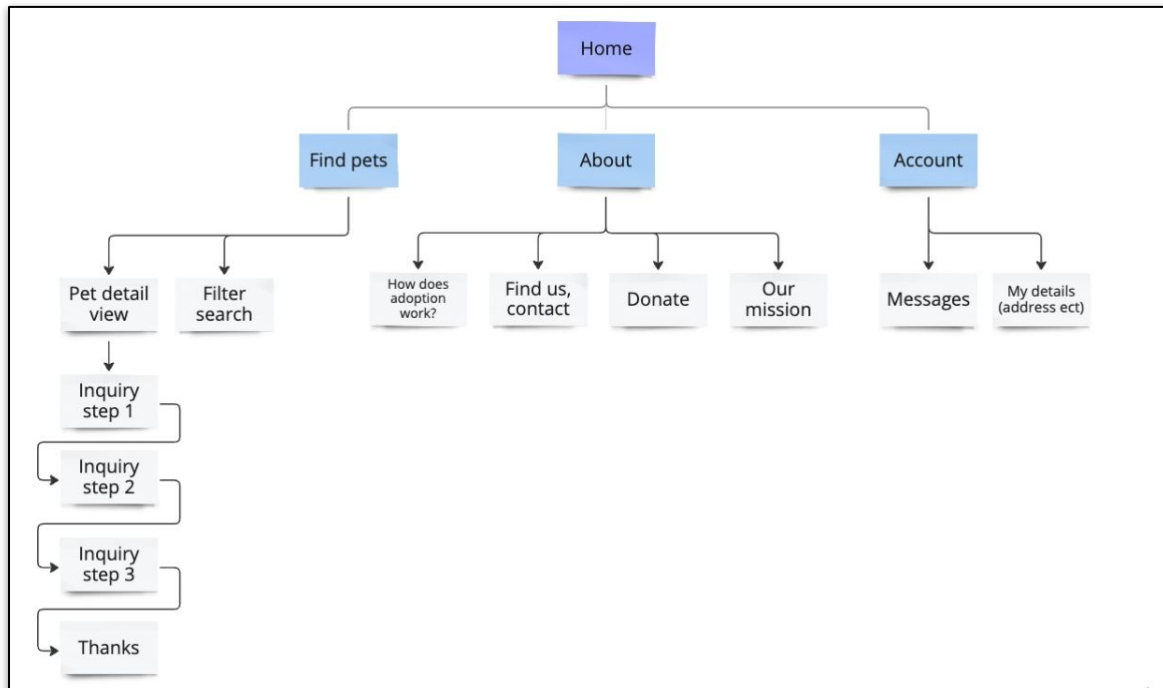
Goal: Offer a foster home place

ACTION	Find a shelter	Find information about foster home	Apply as volunteer	Get contacted by the shelter	Pick up the cat
TASK LIST	Tasks A. Google for cat rescue B. Look through the results C. Browse the animal shelters site	Tasks A. Browse the site for request for foster home / help / volunteers B. Read the information	Tasks A. Submit a form to volunteer	Tasks A. Wait B. C.	Tasks A. Get the cat from the shelter B. C.
FEELING ADJECTIVE	Neutral, curious	Slightly dissatisfied, not too much information on the topic	Uncertain. When will I know if they'll contact me at all? Should I look elsewhere	Uncertain	Frustrated. I don't have a car, could they bring the cat to me?
IMPROVEMENT OPPORTUNITIES		Add clear information on whether volunteers are needed, how it will happen.	Explain the process. Explain what you're expected to provide and what the shelter will do	Send confirmation notification in the app, suggest potential pets	Suggest that the cat could be brought to you if you don't have a car and can't pick it up.



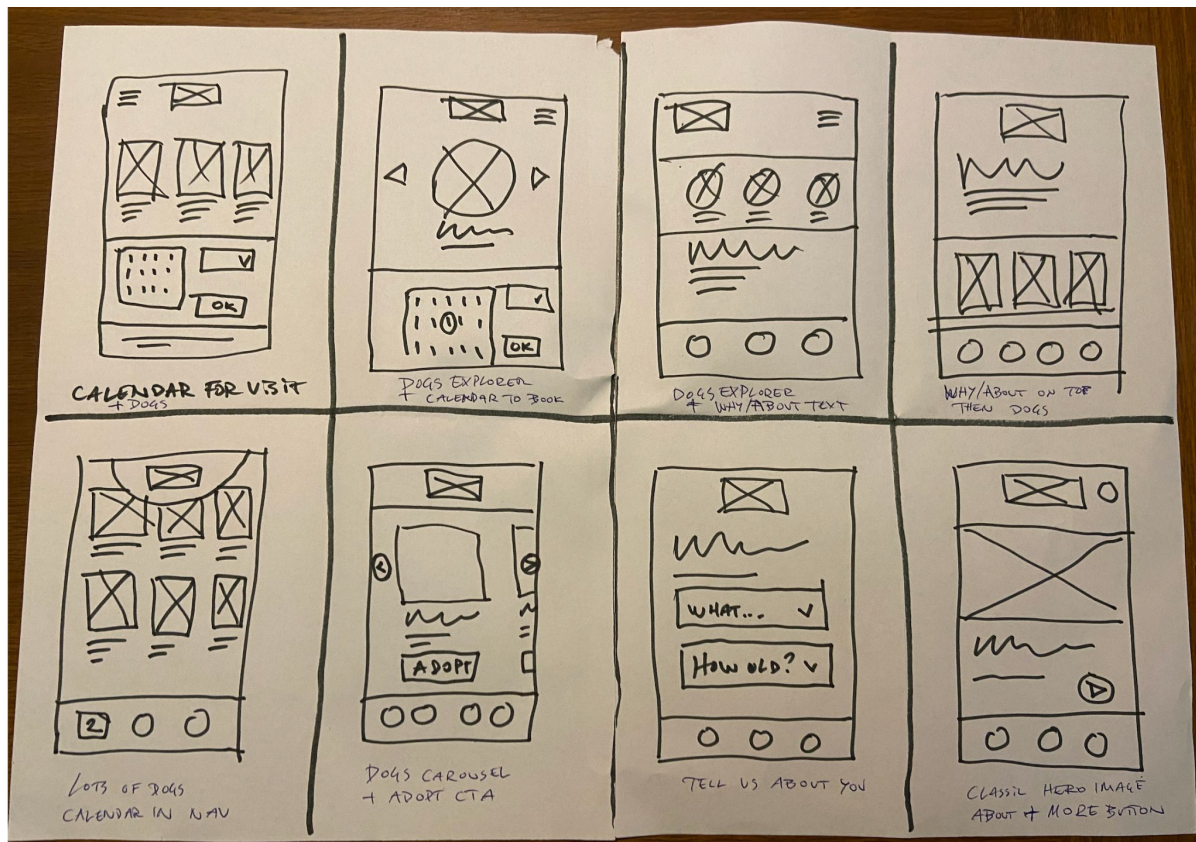
# Sitemap

The Information architecture was documented as a fairly simple sitemap which allowed me to define the user flow and the necessary screens within the application.



# Ideation

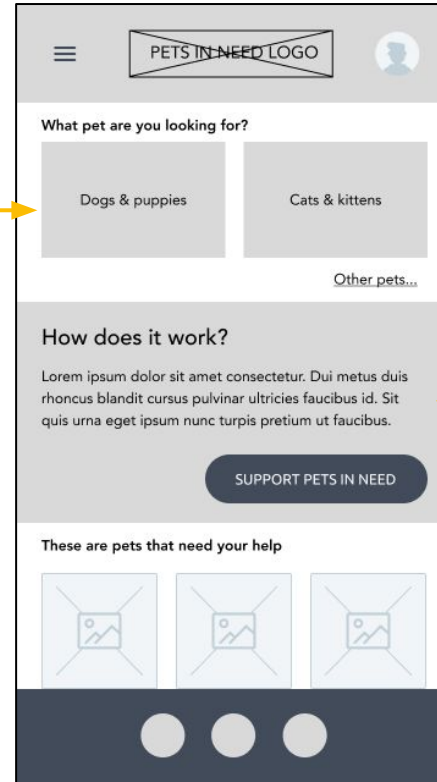
I did a quick ideation exercise to come up with ideas for how to address the gaps identified in the competitive audit. My focus was specifically on getting the user to quickly “meet” the pets.



# Digital wireframes

After ideation I created some initial designs for the Pets in need app. The goal was to immediately get the user started on the path of finding a pet, either a cat or a dog by presenting them with a choice for which pet they're looking for.

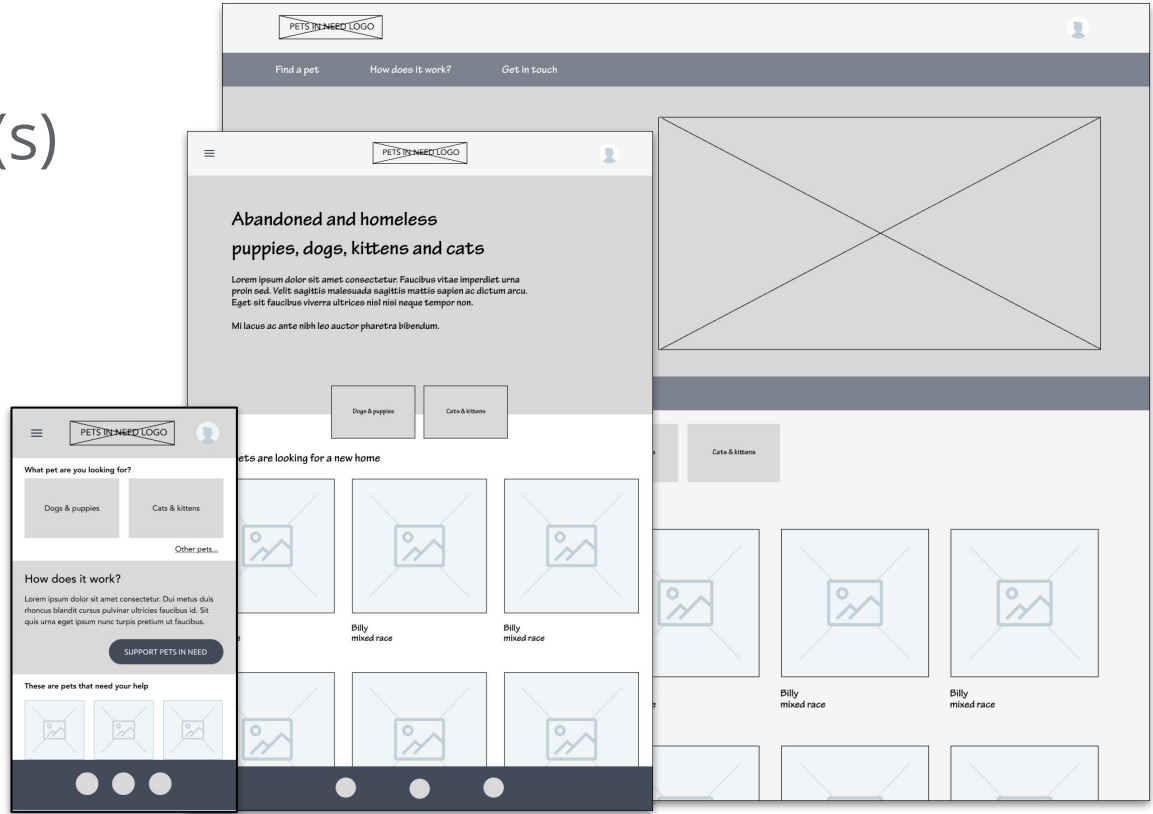
Let the user immediately choose a path



Explain how the "concept" works and what the organisation does

# Digital wireframe screen size variation(s)

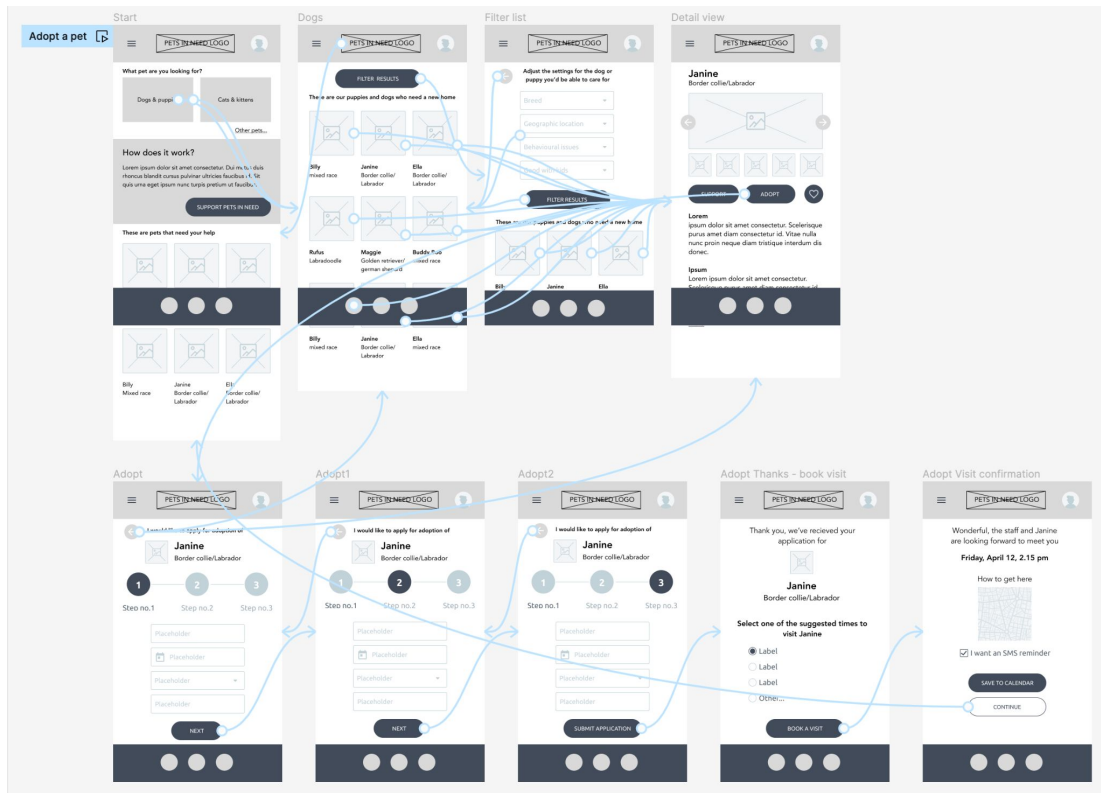
When moving from  
dedicated mobile app to  
tablet and desktop it was  
important to identify how  
the key elements could be  
arranged effectively.





# Low-fidelity prototype

To prepare for usability testing I created a low fidelity prototype that connected the user flow of adopting a pet and getting a suggested appointment at the shelter.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

European Union, remote



## Participants:

7 participants



## Length:

15 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Filtering

Users want to be able to filter on geographic location and behaviour.

2

## Navigation

Users want to be able to move backwards in the flow.

3

## Seriousness

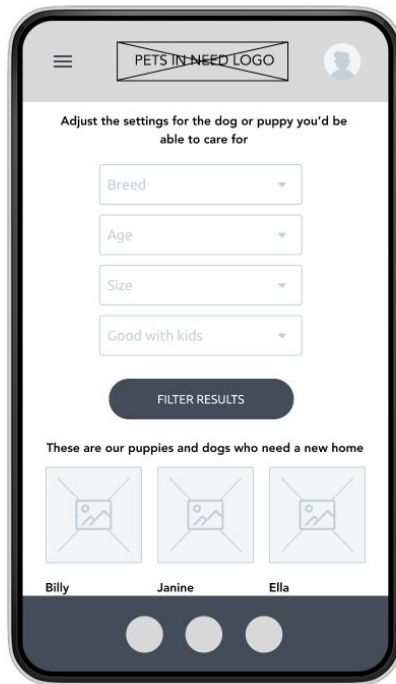
Users worry about the animals and the new owners not being vetted enough.

## Refining the design

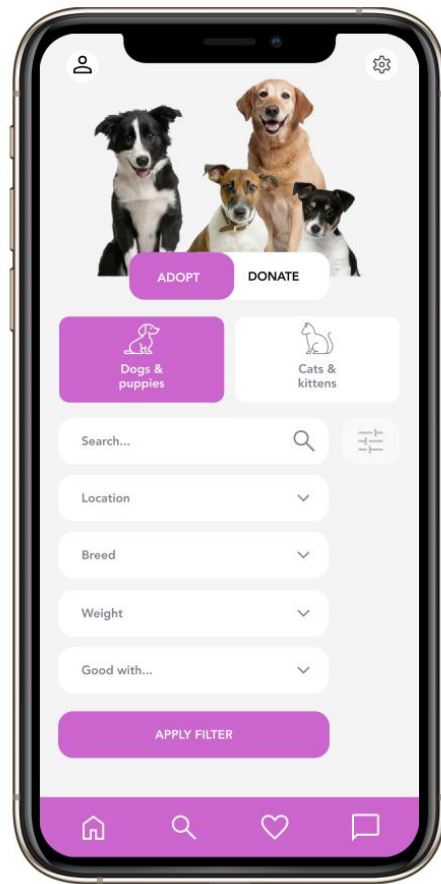
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The usability study showed that users wanted to be able to filter on the geographic location of the pet and also on behavioural issues (good with children etc).



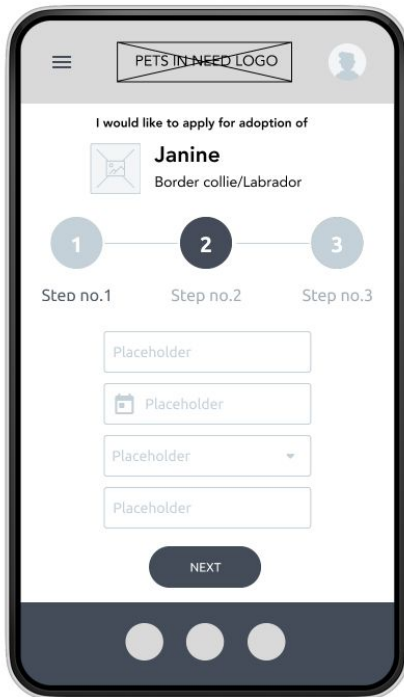
Before usability study



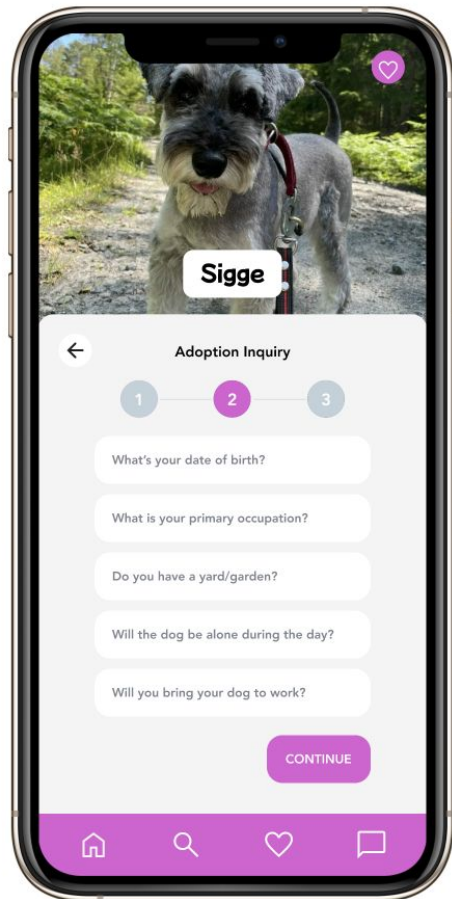
After usability study

# Mockups

It was evident from the usability study that users wanted to be able to move backwards in the adoption flow and not only forwards.

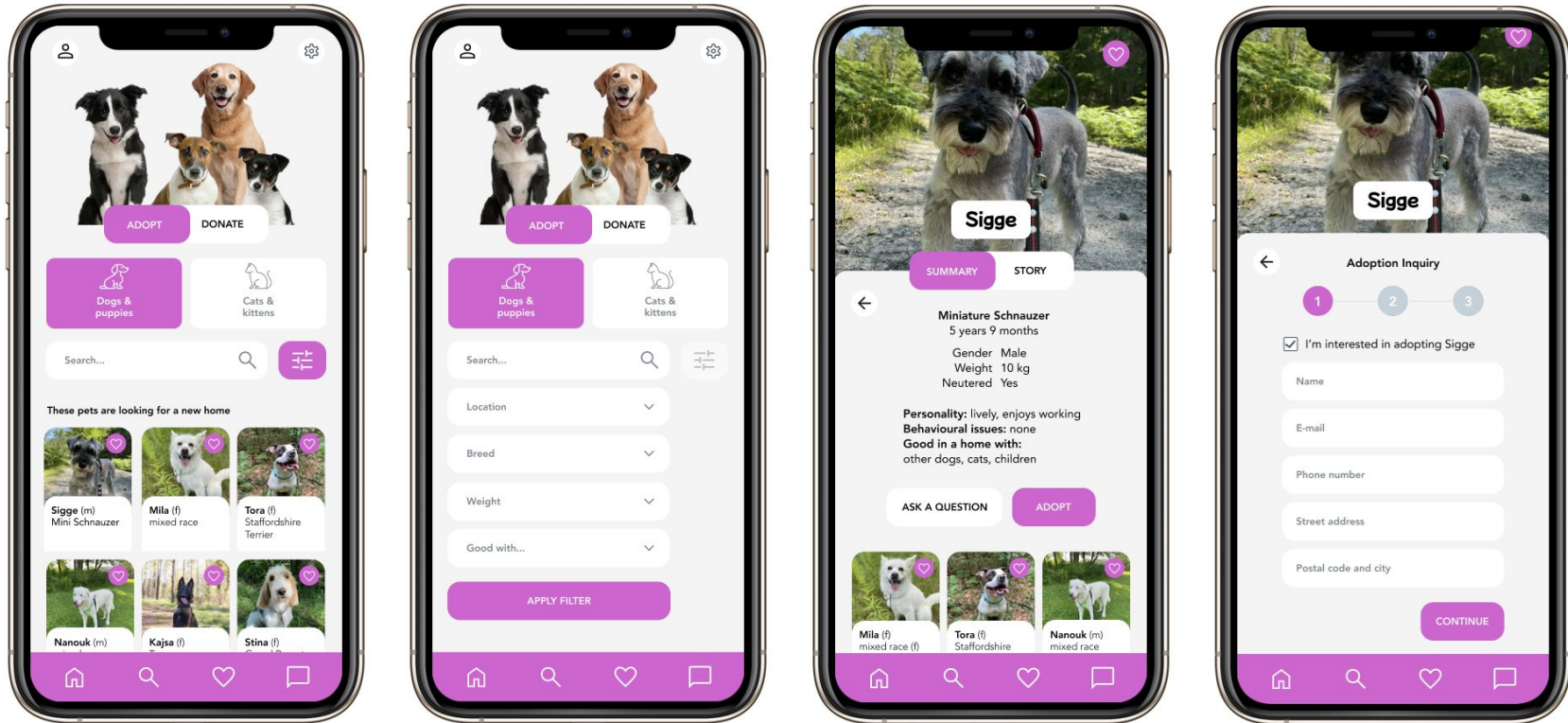


Before usability study



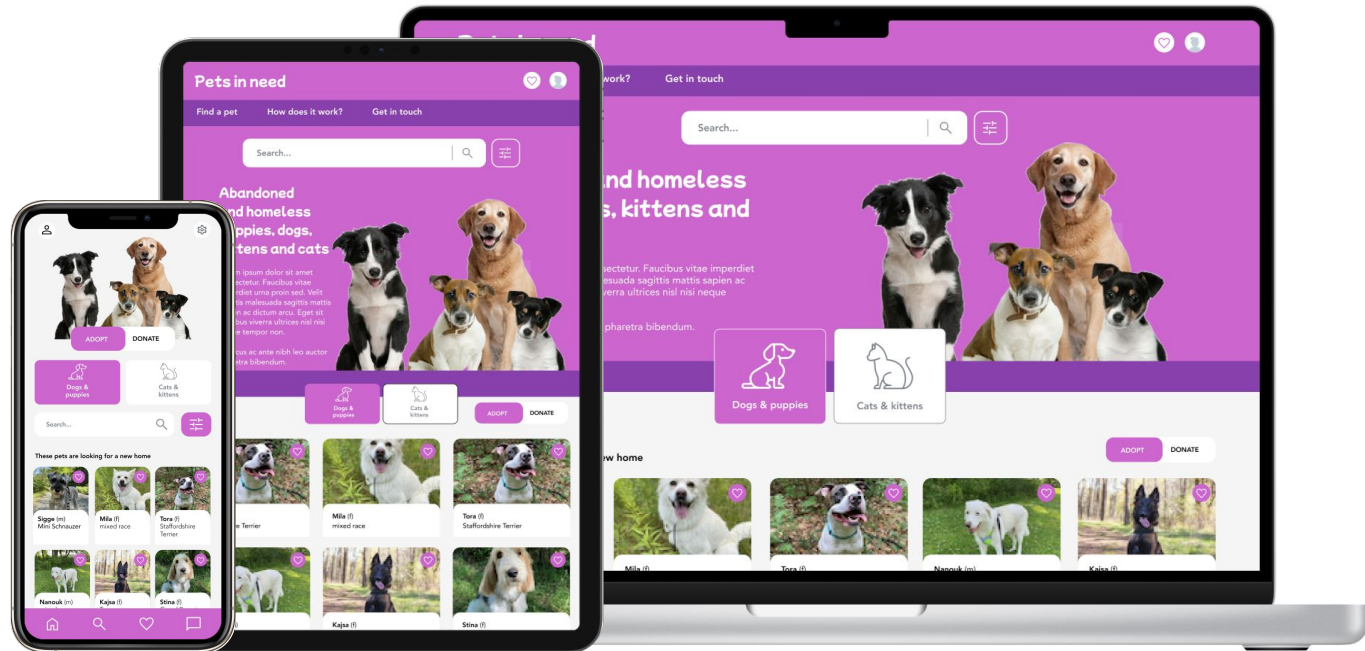
After usability study

# Mockups: Original screen size



# Mockups: Screen size variations

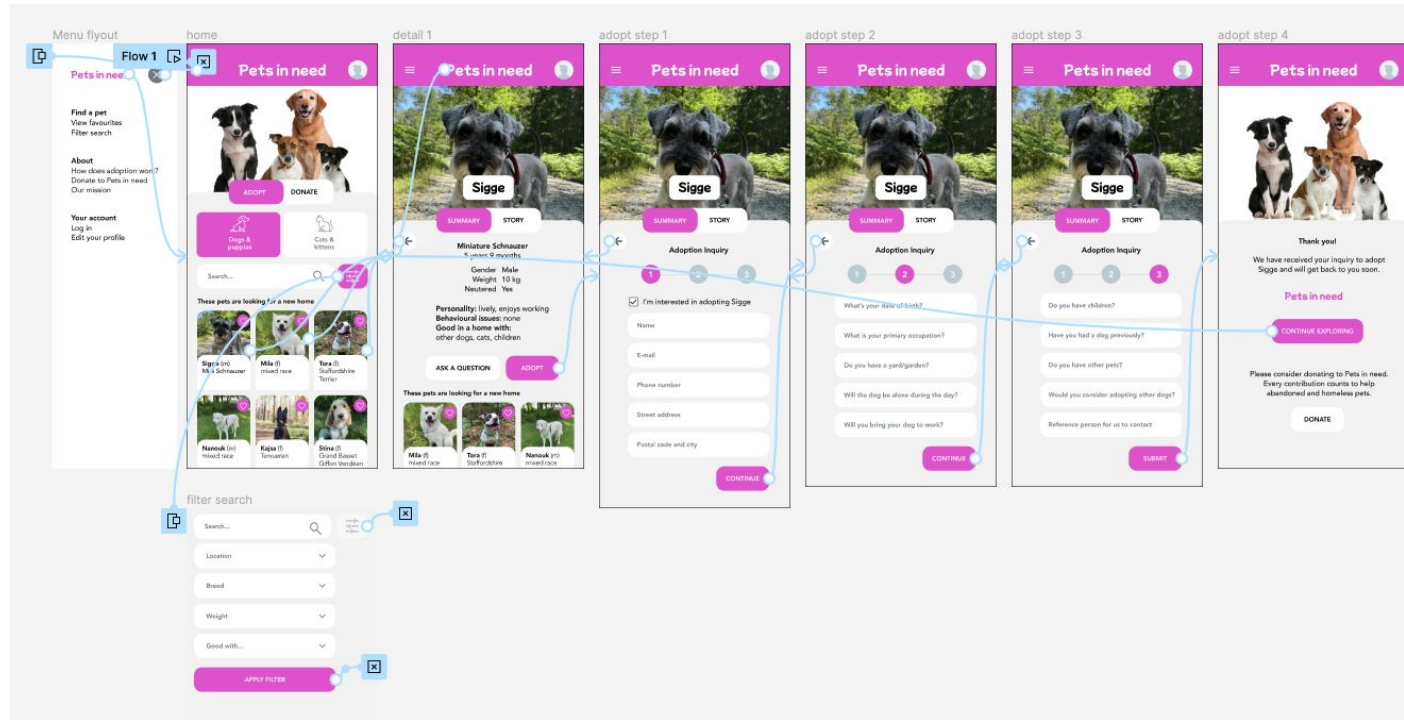
Main mockup  
screen for  
different screen  
size variations





# High-fidelity prototype

The high fidelity prototype followed the same user flow as the low fidelity prototype including design changes made after the usability study



View the [Pets in need high fidelity prototype here](#)

# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers

2

Initial focus of the home screen on choosing which type of pet (dog or cat) can help define the primary task for the user

3

Ensuring good colour contrast in the UI helps users with poor or impaired vision.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that being able to submit an adoption inquiry from the animals presentation was a convenient way to take immediate action.



## What I learned:

I learned that even though the problem I tried to solve already had many solutions, increasing ease of use and creating a clear user flow could increase the satisfaction with users.

# Next steps

1

Conduct research on how successful the app is in creating more adoptions and donations for the shelter.

2

Add more content about the how Pets in need helps abandoned pets and how donations are put to use.

3

Provide opportunities for people to offer their homes as foster homes and volunteer to the shelter.

# Let's connect!



Thank you for your time reviewing my work on the Pets in need project. If you'd like to see more or get in touch, my contact information is provided below.

E-mail: [leander@leanderlindahl.se](mailto:leander@leanderlindahl.se)  
Web: <https://www.leanderlindahl.se>