UX Case study:
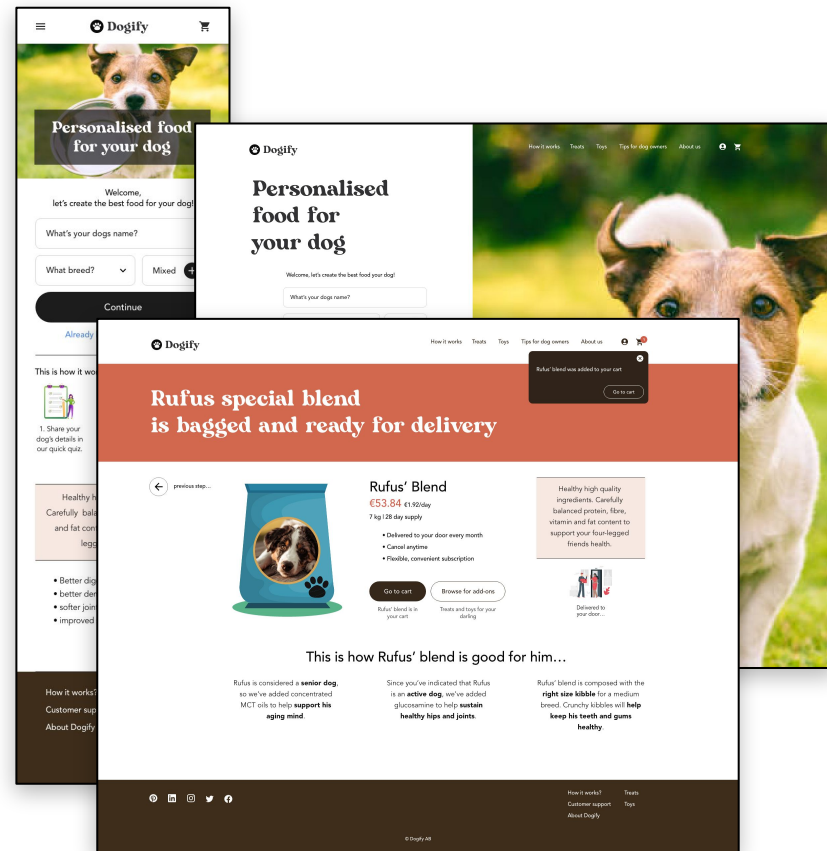# Dogify - Dog food delivery

Leander Lindahl

Project overview

The product:

Dogify is an online pet food store that offers uniquely personalised dog food and other products. The products are delivered to the customers door step.

Project duration:

March 2023 - Aug 2023

Google

Project overview

The problem:

Dog owners want healthy delicious food for their dogs without spending too much time and effort on buying and transporting it.

The goal:

To create an enjoyable easy to use dog food ordering service with home delivery that will offer a personalised blend of dog food.

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Project overview

My role:

UX designer

creating a responsive web site for Dogify.

Responsibilities:

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

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Understanding the user

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

Google

User research: summary

I conducted interview and created empathy maps to understand the user needs and goals

A primary user group identified through the research were users who find big size dog food bags heavy to carry and hard to transport. They also found the task of buying it boring. Users worry about whether their dogs will like a brand of dog food that they have not yet tried.

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User empathy map
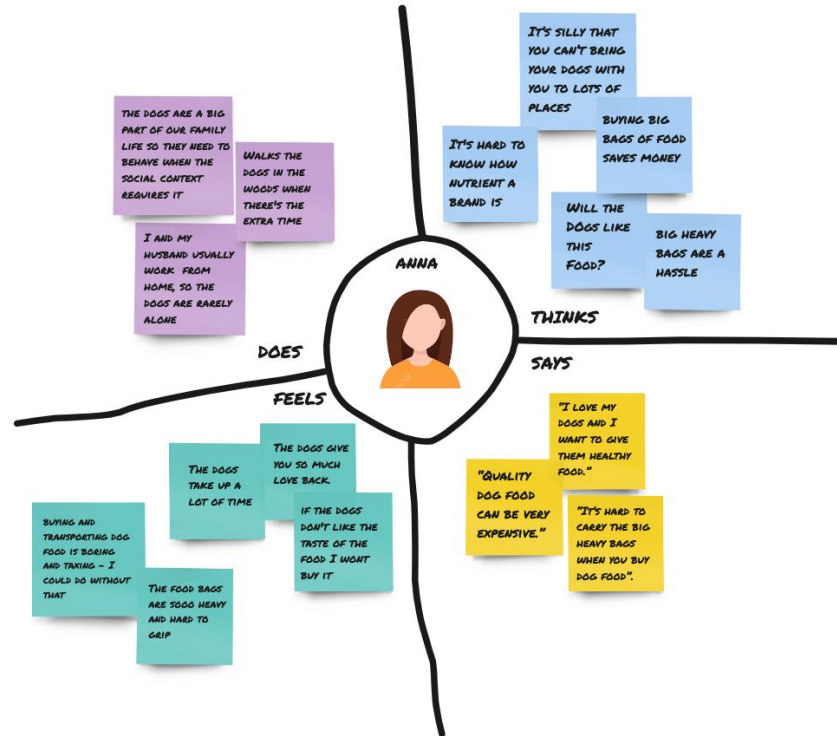
User research: pain points

1

Pain point

Bags of dog food are heavy and hard to carry

2

Pain point

Hard to know what food is right for your dog and whether they will like it.

3

Pain point

It's a taxing chore having to get in the car and go buy dog food

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Persona: **Anna**

Problem statement:

Anna is a project manager who needs an easy way to order dog food because it's a chore that "steals" her time and is hard work.

Jummy

Persona

PRIMARY PERSONA

Name:	Anna Fredriksson
Age:	45
Education:	University degree in Engineering
Hometown:	Lund, Sweden
Family:	Lives with husband two children and two dogs
Occupation:	Project manager

Goals: Buying dog food that is healthy and delicious for her dogs.

Frustrations: Dog food is heavy to carry
How will I know if my dogs like it?

Illustrative quote: "I love my dogs and I want to give them healthy food."

Narrative:
Anna works full time and has a family to take care of. She tries to minimise spending time on boring tasks (such as buying dog food).
The dogs get fed twice a day and it's important that they like their food apart from the fact that the food obviously must be healthy for them.

Leander Lindahl,
Google UX Design Certificate

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User journey map

I created a user journey map of Anna's experience using the site to help identify possible pain points and improvement opportunities

Persona: Anna Fredriksson

Goal: Finding food that the dogs will like, getting delivery (not having to carry heavy, clunky bag).

ACTION	Find a product the dogs will like	Order sample and/or Order full package	Add delivery details	Conduct payment	Receive order
TASK LIST	A. Visit web site B. Browse for dog food C. Add item(s) to cart	A. Go to checkout B. Verify content in order C. Confirm selection	A. Register account B. Enter name, address, postal code, phone number and email C. Verify account by clicking e-mail link	A. Choose payment option B. Enter details of card or other payment option	A. Determine delivery time so that you are available B. Receive the delivery
FEELING ADJECTIVE	Bored, Neutral Hopeful that she'll find something good	Determined to make it happen Satisfied order can be sent	Bored - this is a tedious task Hopeful this will provide some kind of benefit	Anxious about handing out sensitive information Frustrated at repetitiveness of doing this over and over for various web sites	Uncertain about when delivery will arrive. Can given time be trusted - is it accurate? Satisfied the task of ordering is completed.
IMPROVEMENT OPPORTUNITIES	Offer samples for free or at a low cost Offer interesting/fun facts about dogs		Offer option to remember address and other details for both registered and unregistered user (after consent) Ensure forms are accessible for keyboard only users and screen readers	Offer option (after consent) to prepopulate fields with data from previous order. Offer option to pay with "one click" through integrating such payment providers (ex: Klarna)	Offer real time tracking of delivery stage (preparing, packing, transporting) and geographic location.

Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Paper wireframes

Next I sketched out paper wireframes for the most important screens in my website, keeping the user pain points about navigation and checkout flow in mind.

The home screen paper wireframe to the right focuses on presenting the "food customiser" early and centrally to the user.

Search is easily accessible to find "anything" that the user is looking for
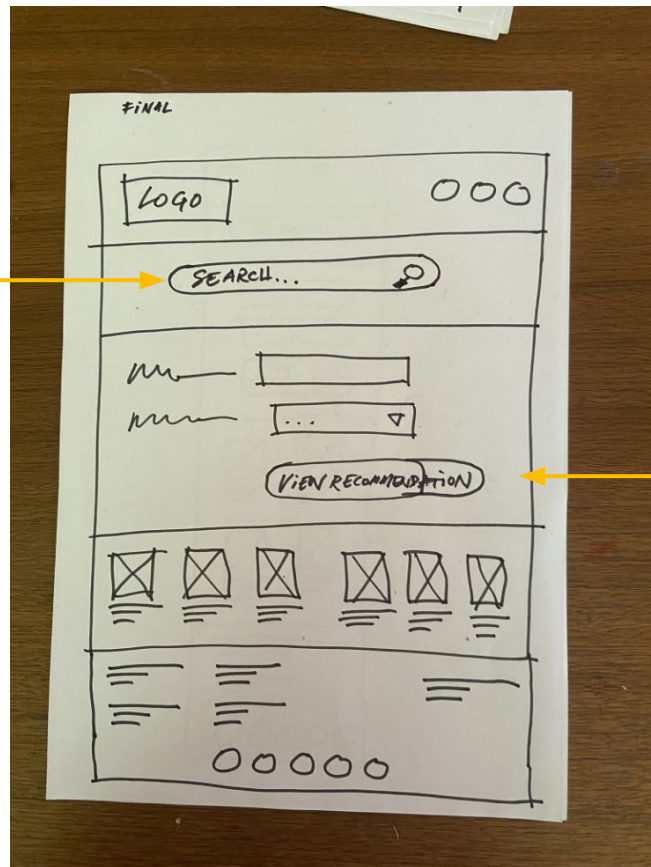
The user answers questions about their dog and gets a personalised blend of dog food

Google

Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the design could help address user pain points and improve the user experience

Putting the quiz about the user's pet centrally on the home page was a key part of my strategy.

The quiz that allows the user to get a personalised blend of dog food for their dog

Presenting additional products such as treats and toys in a carousel slider

Google
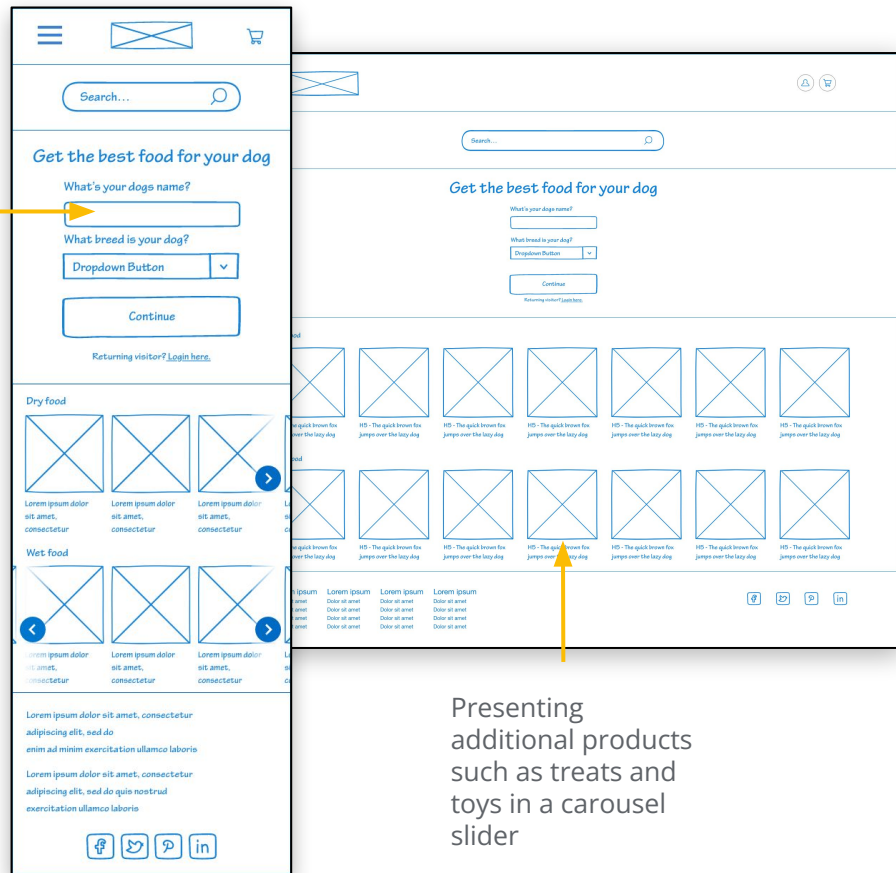
Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from people I had discussed the design with, about things like placement of buttons and page organisation. I carefully evaluated the feedback and implemented several suggestions that addressed user pain points.

Google
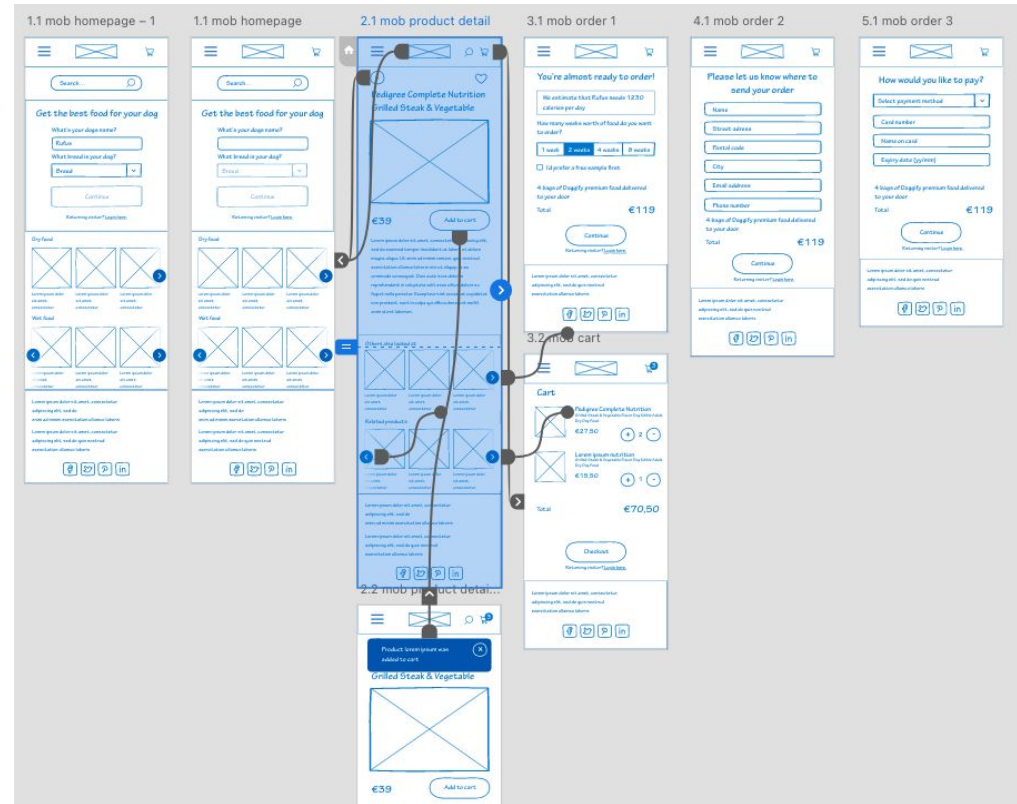
Usability study: parameters

Study type:

Unmoderated usability study

Location:

EU, remote

Participants:

5 participants

Length:

10 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Flow

Users were missing the option to move backwards in the order flow

2

Product type

The personalised dog food and the "standard" products should be more clearly identifiable

3

Mixed breed

Users were missing the option to name mixed breed dogs in the food creation form

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Refining the design
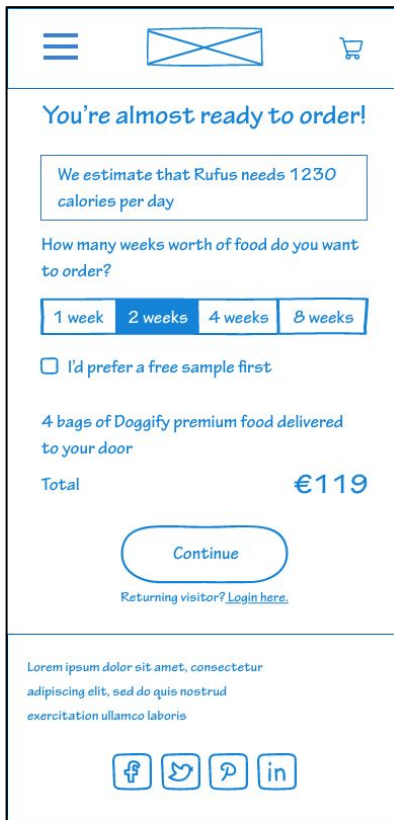
- Mockups

- High-fidelity prototype

- Accessibility

Mockups

Based on the insights from the usability study, I made changes to improve the checkout flow, making sure to always provide an option for the user to move backwards and forwards in the flow.

Additionally I made clear distinction between the personalised dog food (the dogify product) and the other products (toys and treats) in how and when these items are presented to the user.

You're almost ready to order!

We estimate that Rufus needs 1230 calories per day

How many weeks worth of food do you want to order?

| 1 week | 2 weeks | 4 weeks | 8 weeks |

☐ I'd prefer a free sample first

4 bags of Doggify premium food delivered to your door

Total   €119

Continue

Returning visitor? Login here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do quis nostrud exercitation ullamco laboris

🐾 Dogify

Rufus special blend is packed and ready for delivery

← previous step…

Rufus' Blend
€53.84 €1.92/day

7 kg | 28 day supply

• Delivered to your door every month
• Cancel anytime
• Flexible, convenient subscription

Add to cart

Edit Rufus' blend

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Mockups

To make users comfortable
with the "food creator" quiz,
the option for users to
specify mix breed dogs was
added, which was not part
of the original lo-fi
prototype

Google

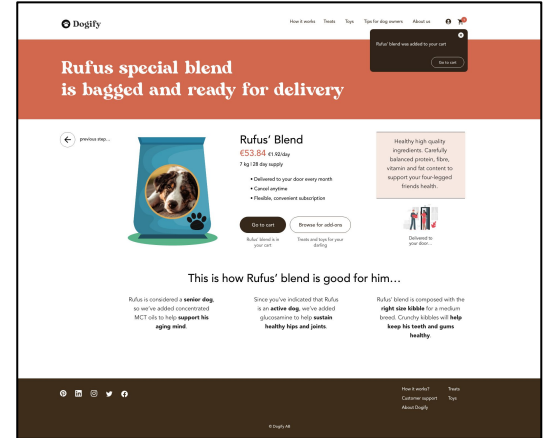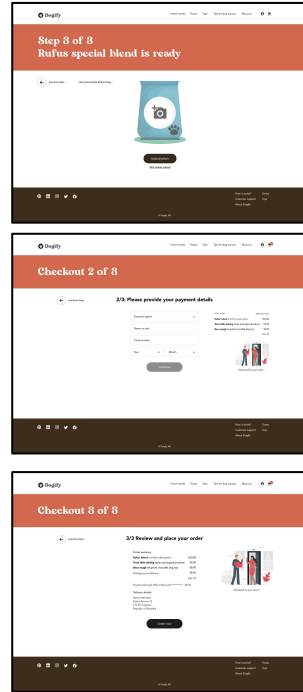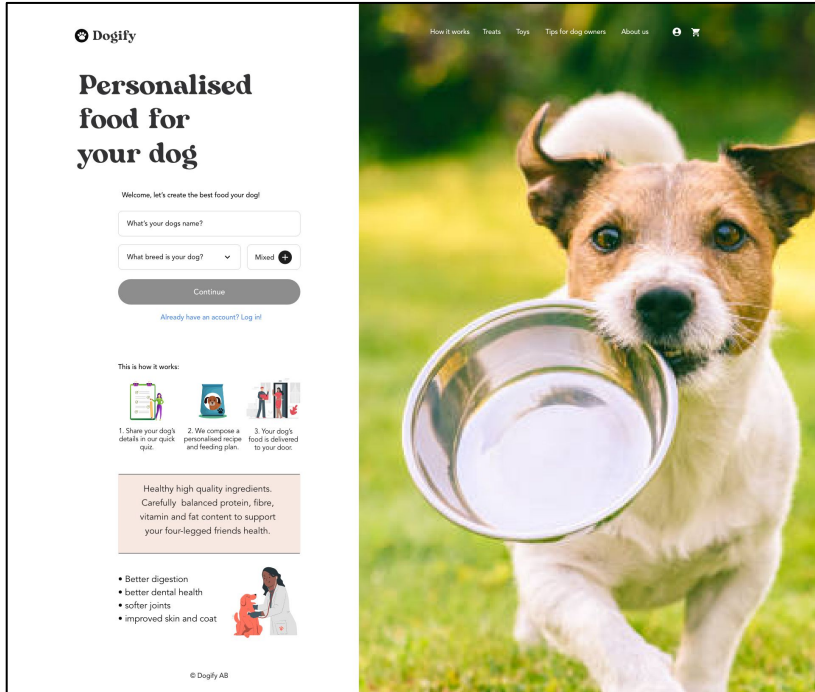# Mockups: Original screen size

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Mockups: Screen variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users use the web from a variety of devices, I felt it was important to optimise the browsing experience for both desktop and mobile so the users have the smoothest experience possible

Google
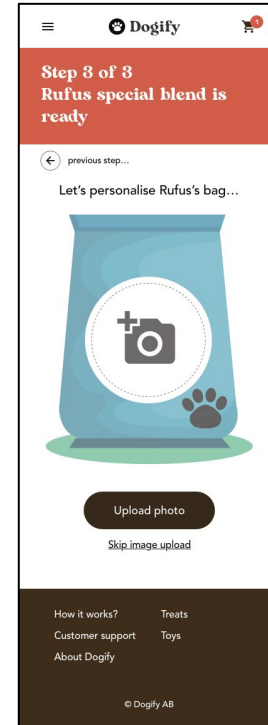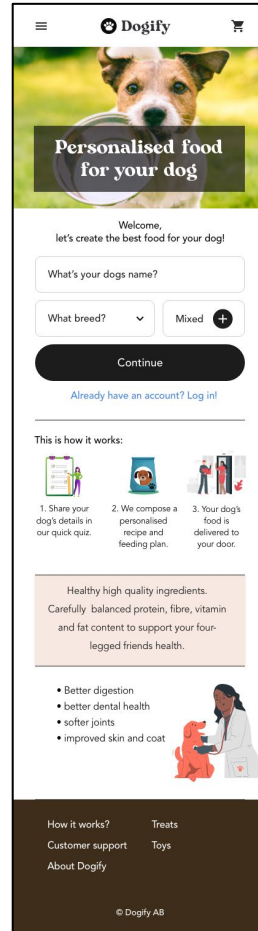
High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the changes made after the usability study.

Visit the Dogify
[high-fidelity prototype](#)

Google
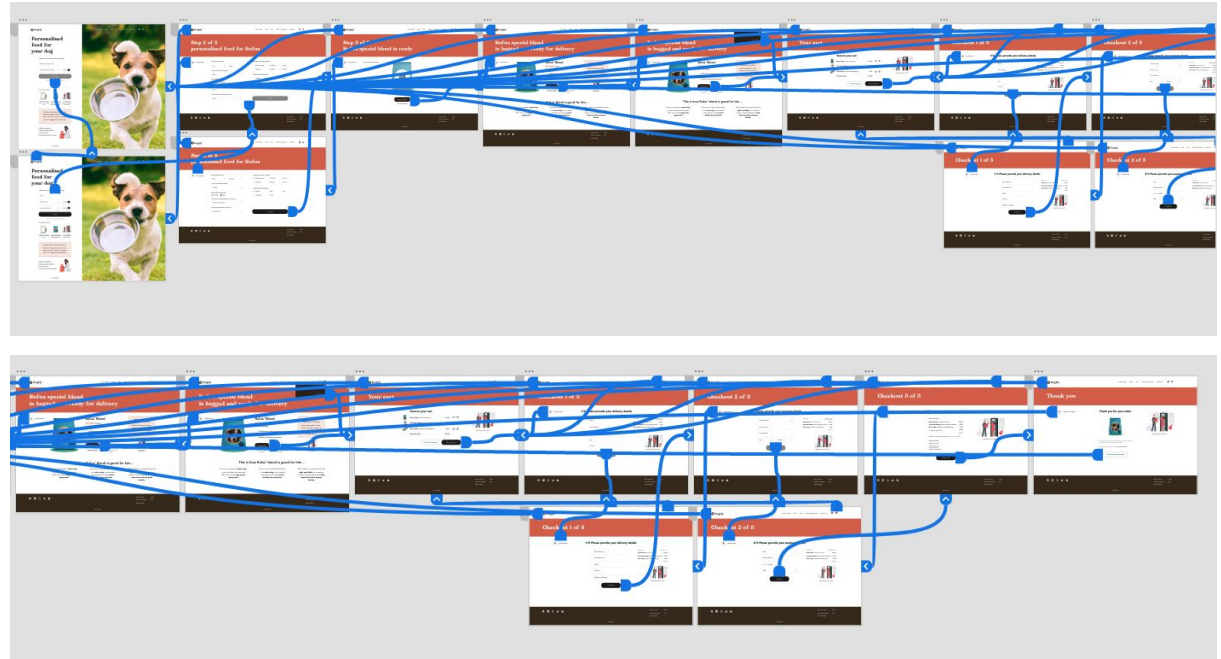
Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I ensured adequate colour contrasting between text and background to make sure visually impaired users would be able to use the site.

3

I designed the site with alt text available for smooth screen reader access.

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with images and demonstrated a clear visual hierarchy.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

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Next steps

1

Conduct follow-up usability testing on the web site.

2

Identify any additional areas of need and ideate on new features

Google

Let's connect!

Thank you for reviewing my work on the Dogify web site.

If you'd like to see more, or would like to get in touch my contact information is provided below:

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Website: www.leanderlindahl.se

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