

# Petly App and Responsive Website

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Luca Lago

# Project overview



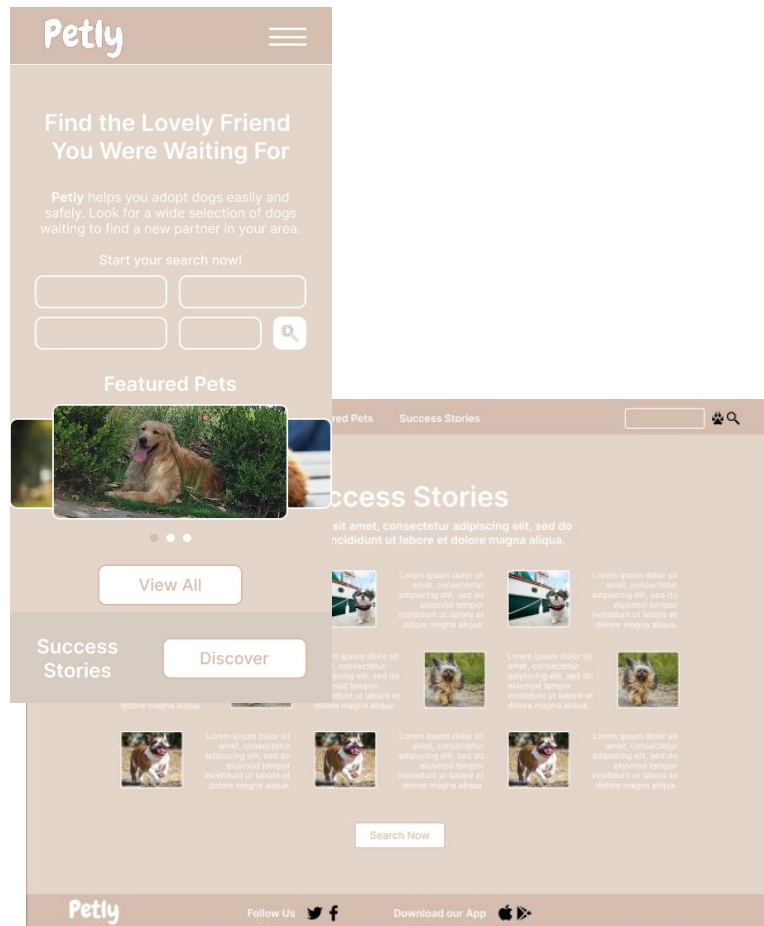
## The product:

Petly is an user experience created with the purpose of helping people to adopt dogs easily and safely online, through a native mobile app and a responsive website too.



## Project duration:

April 2023 - May 2023



# Project overview



## The problem:

The adopting a pet online can be difficult and complicated for users who have different routines, contexts and don't have enough time to visit shelters or don't know how to search online.



## The goal:

Design an user experience that allows users to easily and safely look for a pet to adopt online.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

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

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary

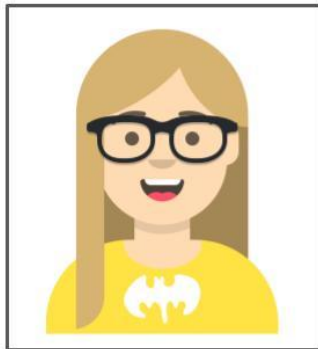


I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that users from different ages and contexts look for pets to adopt, but often they can't find sites or apps that offer easy access to that goal and are user dedicated, which can cause a pain point for these users. The feedback received through research made it very clear that users would be open and willing to use online methods to adopt pets if they had access to an accessible, easy and dedicated to the user site or app to achieve it.

# Persona 1: Valeria

## Problem statement:

Valeria is a busy social media manager living in a city apartment who needs a convenient and streamlined process to adopt a small, active dog because her tight work schedule and apartment living conditions limit her ability to physically visit shelters and find comprehensive information about available dogs for adoption.



**Valeria Gómez**

**Age:** 26  
**Education:** Bachelor's Degree in Communications  
**Hometown:** C.A.B.A., Argentina  
**Family:** Single, no children  
**Occupation:** Social Media Manager at a startup

*"I wish there was a simpler way to find my new best friend. A way that fits into my lifestyle and provides all the information I need at my fingertips."*

## Goals

- To find a small, active dog that can fit into her busy city lifestyle and apartment living.
- To have a convenient, streamlined process of adopting a dog that can be managed with her hectic work schedule.

## Frustrations

- Limited time to physically visit shelters due to work commitments, making the adoption process difficult.
- Lack of comprehensive, accessible information about available dogs for adoption on the go.

Valeria recently moved into her own apartment in Buenos Aires. She loves her busy city life but misses the companionship of her family's dogs. She wants a small, active dog to join her on her morning runs and to keep her company at home. However, due to her busy schedule, she finds it challenging to visit shelters and get comprehensive information about the available dogs.

# Persona 2: Carlos

## Problem statement:

Carlos is a local auto repair shop owner living alone who needs reliable, user-friendly platform to find a calm, older dog for adoption because he struggles with many adoption websites' complex navigation, especially on his desktop computer, and lacks the guidance to find a dog that would fit his slower-paced lifestyle.



**Carlos Fernández**

**Age:** 55  
**Education:** Technical School, Automotive Repair  
**Hometown:** C.A.B.A., Argentina  
**Family:** Married, three adult children  
**Occupation:** Owns a local auto repair shop

*"All I want is a simple way to find a loyal friend who needs a home. These websites make it more complicated than it needs to be."*

## Goals

- To adopt a calm, older dog who can keep him company and enjoy a slower pace of life.
- To find a reliable, user-friendly platform where he can browse potential dogs to adopt at his own pace.

## Frustrations

- Many dog adoption websites are difficult to navigate and lack user-friendliness, particularly on his desktop computer.
- Uncertainty and lack of guidance in finding a dog that would be a good match for his lifestyle.

Carlos has always had a soft spot for dogs. Now that his children have all moved out and started their own families, his home feels too quiet. He wants to adopt a calm, older dog who enjoys a slower pace of life. However, he finds many adoption websites difficult to navigate on his desktop computer, and he's unsure how to find a dog that would be a good match for his lifestyle.

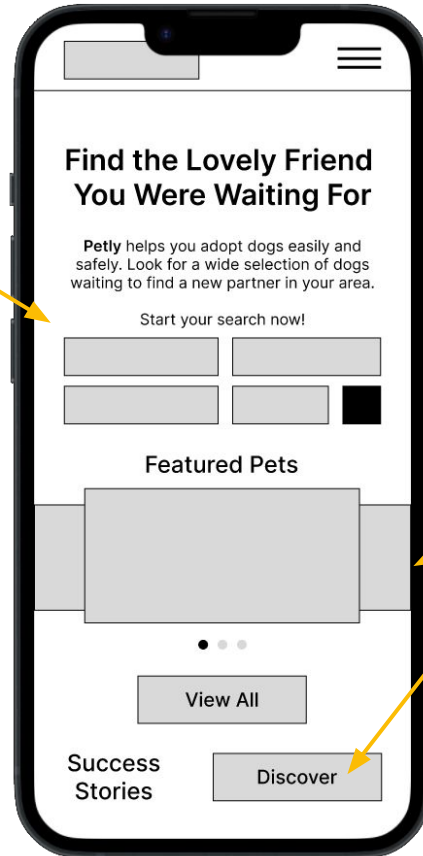




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Petly app. These designs focused on creating an easy and understandable layout to allow the users a quick search for pets.

Quick access to the search from the homepage



Quick access to different sections of the app directly from the homepage

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of looking for a pet to finally adopting it through all the screens of the app.

[View Petly low-fidelity prototype.](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Argentina, remote



## Participants:

4 participants



## Length:

30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## New pages

Users think there could be a separated page for featured pets

2

## Search filters

Users think it would be great to add more filters for the search on the homepage

3

## Suggested pets

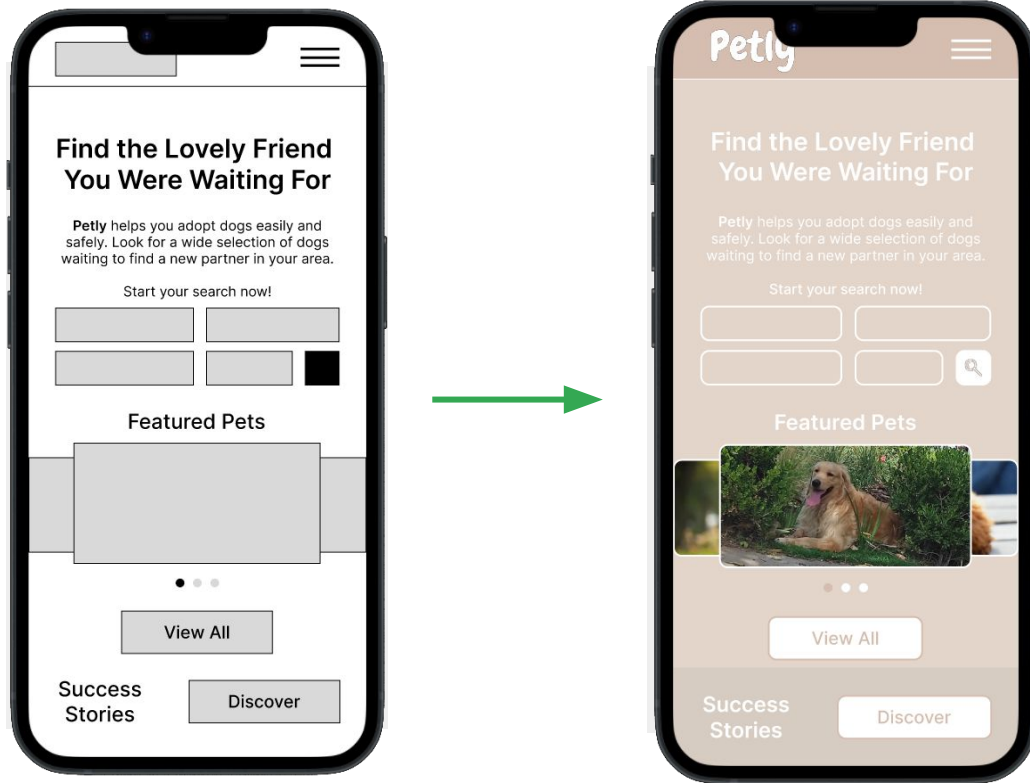
Users think it would be great to suggest different pets to adopt on the homepage

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

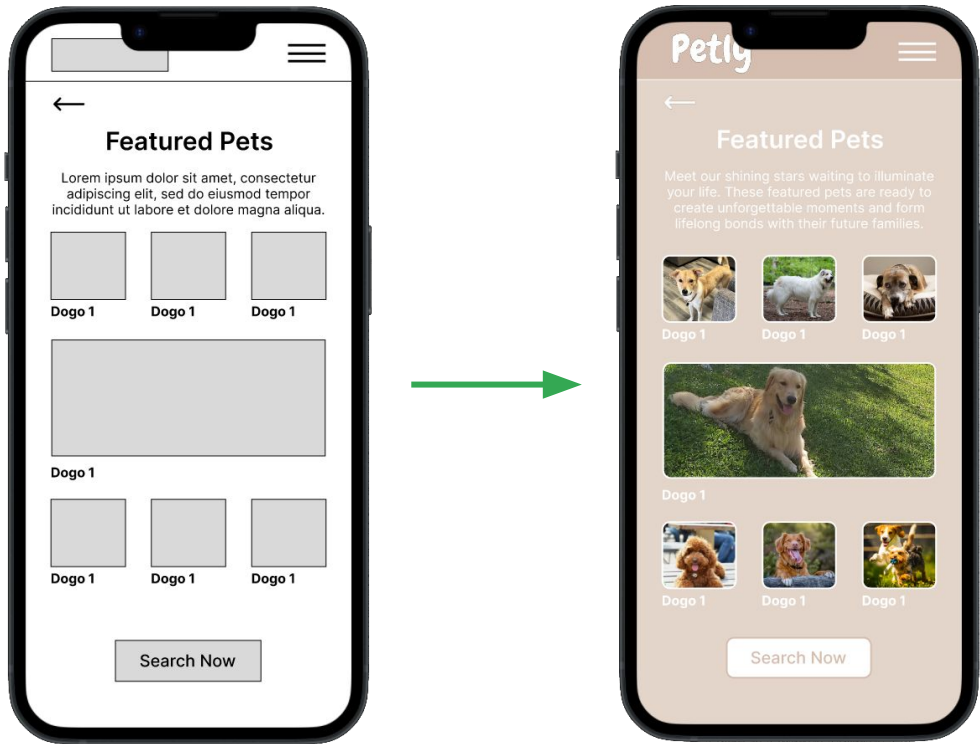
# Mockups

Based on the insights from the usability studies, I opted to highlight the search feature on the homepage and make it the attention caught on that screen.



# Mockups

In addition to the previous showcase, I also opted to create additional screens for featured pets and success stories.





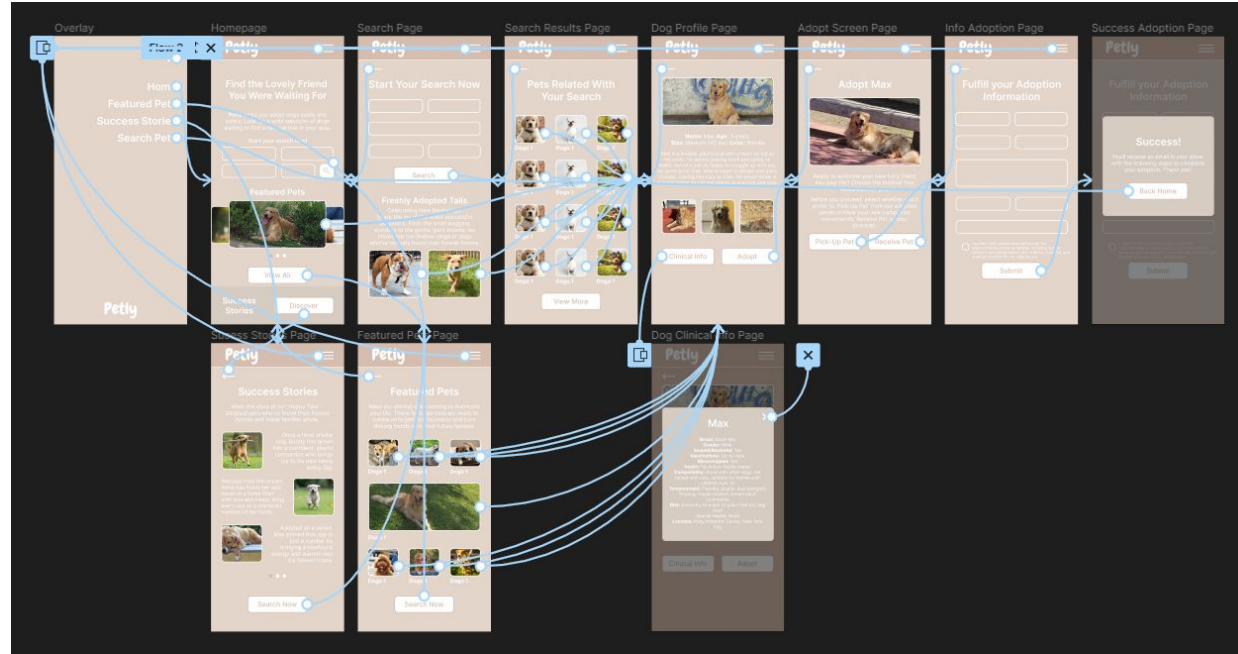
# Mockups



# 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 Petly high-fidelity prototype](#)



# Accessibility considerations

1

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

2

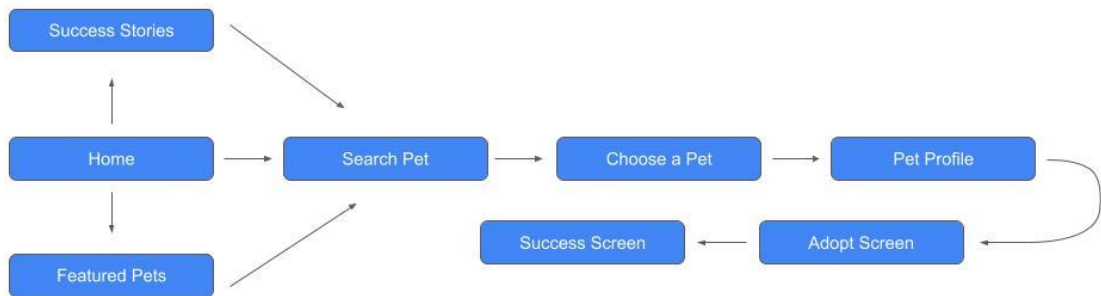
Initial focus of the home screen on the pet search help define the primary task or action for the user.

# Responsive Design

- Information architecture
- Responsive design

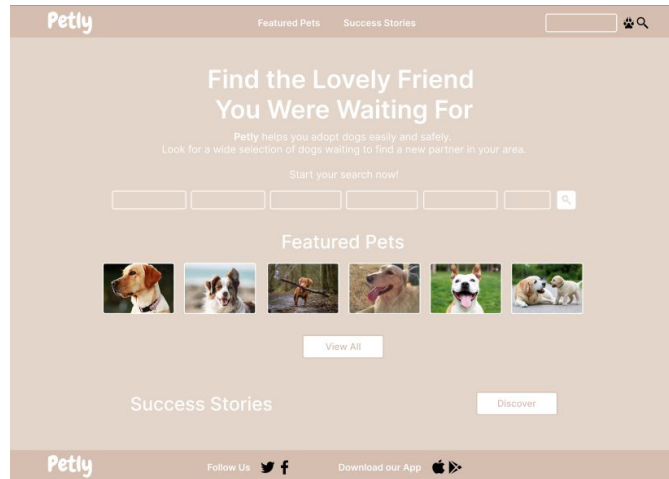
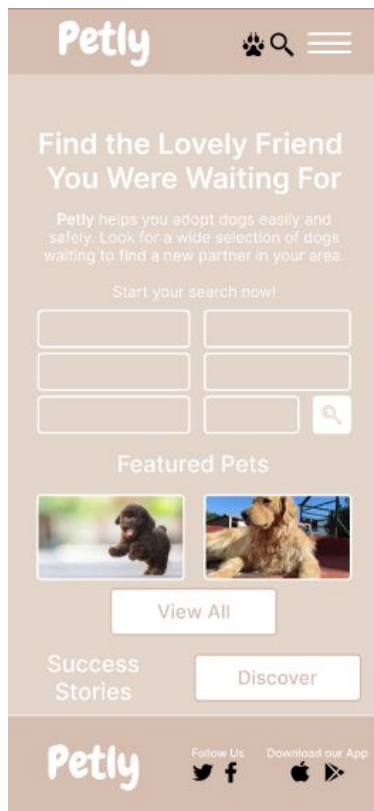
# Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Petly sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



# Responsive designs

The designs for screen size variation included mobile and desktop. I optimized the designs to fit specific user needs of each device and screen size.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users praised Petly for simplifying the online dog adoption process, emphasizing the app's ease of use. One user stated, "Petly makes finding and adopting a dog effortless. The app's intuitive interface and streamlined process make it incredibly easy to navigate and connect with potential furry companions."



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.



# Next steps

1

Conduct research on how successful the app is in reaching the goal to allow users adopt pets online.

2

Identify any additional areas of need and ideate on new features.

# Let's connect!



Thank you for taking the time of reviewing my work! Here is my information in case you would like to get in touch with me :)

Email: [ll.lucalago@gmail.com](mailto:ll.lucalago@gmail.com)