Doglivery

Doglivery, a sub-brand of DogsWithmore, a renowned dog treat company, is dedicated to simplifying the process of managing a pet's food recipes and seeking reliable kiln-fire dog treats. Our mobile app addresses the challenges pet owners face in maintaining their pet's diet, ensuring time conservation in the art of challenging to handle the logistics of dog food delivery and research.

Problem

Busy owners and pet parents lack the time necessary to handle the logistics of dog food delivery and research.

Goal

Design an app for Doglivery that allows users to easily manage the dog food recipe.

DATE
February 2022 to May 2023

ROLE
UX designer designing an app for Doglivery from conception to delivery.

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

Design Process

Empathize · Define · Ideate · Prototype · Test

01 Empathize

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research also exists who like to order dog food online and have no time/patience and a big pet.

This user group confirmed initial assumptions about the Dog Food delivery app. Interviewees also shared their pain points with ordering dog food online and the number of challenges with existing dog food delivery apps, including unpredictable delivery times, lack clear and concise information, and frustrated process.

1. Delivery Time
   Many working adults have busy schedules and find it challenging to manage their time, especially when dealing with unpredictable delivery times
2. Integration
   Current platforms for dog food delivery often lack clear and concise information regarding important details such as pricing, allergens, nutrition, and reviews.
3. Transparency
   Users often encounter obstacles when purchasing dog food orders, such as hidden fees and slow delivery times, which can make the process frustrating and inconvenient.

02 Define

Based on these findings, I created a persona who is our target user.

Ray
Age: 32
Occupation: Human Resource Homemaker, London
Family: Single, Lives alone
Occupation: Doctor of Medicine

"Man's more than just a pet to me - he's family. I'll do whatever it takes to ensure he's happy and healthy."

Ray

Ray is a doctor with a busy and demanding schedule. He works unsatisfactorily and in a rush after of hospital. He has one dog, Max, who stays with him at home. Ray is a busy pet parent who believes none of dog food delivery app can be unpredictable, which can be frustrating when he needs his dog food the most. He prefers a reliable and efficient delivery service that ensures there are enough dog food for Max.

Goals
Maintain a healthy lifestyle not only for himself but for his dog, Max, by providing nutritious meals. Make sure to prioritize Max's needs in his busy schedule

Frustrations
"I never know when my order is going to arrive, and that's not something I can afford with a busy schedule."
"I've tried buying in bulk and stocking up, but it's not ideal. I don't have the space for another pet and, it aint to expensive I can even use it."

Problem Statement:

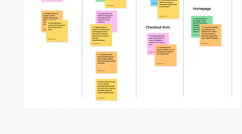
Ray is a doctor with a demanding schedule who needs a reliable and efficient dog food delivery service because he had trained four time to manage delivery and do research on dog food.

Based on the User Research I have created a User Journey Map to better understand the crucial Pain Points, challenges, mindset and overall journey which user may encounter while his dog food through dog food delivery service, and let down the opportunities.

	Browse Dog Food	Place Order	Complete Order	Collect Delivery	Usage of Dog Food
TASKS LIST	A. Reads product descriptions and checks prices, reviews B. Considers allergens and nutrition information C. Checks the availability of dog food required	A. Places order B. Selects the delivery date	A. Enters his delivery address and payment information B. Receives a confirmation email with the estimated delivery date	A. Receives a notification that his dog food has been delivered to his doorstep B. Collects delivery	A. Maintains how much dog food has left and estimates when he will need a reorder B. Gain insight into how his dog consumes the treats and reduces of food
FEELING AND ACTIVITIES	Annoyed and angry amount of time spent reviewed unclear or product descriptions Confused about the amount of dog food required	Frustrated with limited options for delivery dates and hours that don't fit his schedule	Responsible of completed the order	Informed about upcoming dog food arrival, worried if dog food properly Happy to collect dog food	Uncertain about when dog food is to be ordered, if the current one is not suitable for the dog's taste or needs
OPPORTUNITIES	Included images and iconic Improve clarity and accuracy in providing the amount of dog food required	Offer faster delivery options and provide more delivery time choices		Provide storage tips of dog food	Providing recommendations for alternative dog food needs and past purchases

03 Ideate

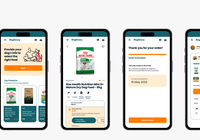
By dedicating time to drafting multiple iterations of each screen on paper, I ensured that the decision-carried out in the digital wireframes were thoughtfully designed to effectively address pain point points. When designing the home screen, my priority was to create an interface that seamlessly guides users in managing their dog food.



04 Design

As the initial design phase continued, I made sure to listen screen designs on Feedback and findings from the user research.

Using the completed set of digital wireframes, I created a low-fidelity prototype. I connected the primary user flow, which involved a form to gather information about the dog's needs, displaying recommended dog food, and facilitating the ordering process. The flow was specifically designed to enable usability testing of the prototype.
View Doglivery Low-fidelity prototype



05 Test

I conducted two rounds of usability studies. Findings from the first study helped guide the iterations of the mid-fidelity prototype, and the second round tested a high-fidelity prototype and revealed other aspects of the mockups needed refining.

Moderated usability Study · Location, remote · 5 participants · 30 minutes

These were the main findings uncovered by the usability study:

Round 1
- Users require clearer indications or instructions for modifying their dog food preferences
- Users want more dog food options to choose from
- Users desire streamlined checkout processes that requires minimal input of information

Round 2
- The "Subscription" section should provide more information regarding the delivery interval, quantity, and pricing to ensure clarity for users.
- Users have expressed a desire to review the recommended dog food options.

06 Refine the design

Based on usability studies, I improved the design by adding more recommended dog food options after users completed the form. I also experimented for hiring and detail pages for a better user experience.

Based on the second usability study, I addressed frustrations with the subscription options by adding clear differentiation between one-time purchases and subscription plans on the product detail page, improving transparency for users prior to making a choice.

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.
View Doglivery's High-fidelity prototype

07 My Learnings

Solving the design process of the Doglivery app, I discovered that the initial ideas were merely the starting point. Client iteration of the app's designs was shaped by usability studies and valuable input from users, highlighting the iterative nature of the design process.