# Fido Fiddle

Online pet store

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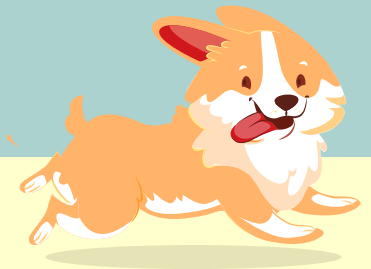
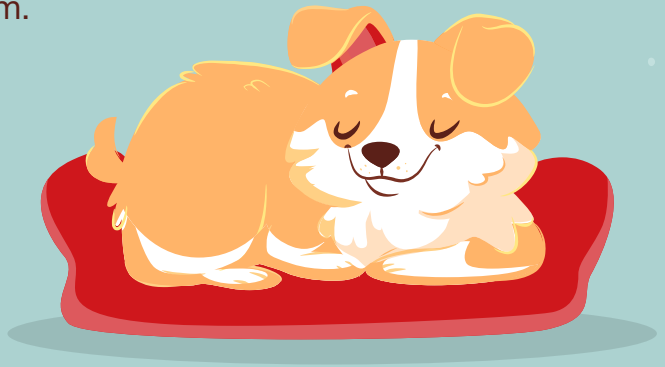


# INTRODUCTION

To develop a system that will allow customers to choose variety of pets from all across the world and place their order online and provide them with fast and standard services.A complete guide of the product will be available which will give the exact information regarding age, weight, diet, human imprint, history and care of the pet along with the cost respectively instead of a generic image. The software improves the working methods by replacing the existing manual system with the computer-based system.



# Fido Fiddle

The ecommerce website provides users with:

- Convenience and comfort
- Product information and choice
- Pricing comparisons that make value clear
- Devoted focus on customer relationships

# Why is our system better than other systems?

- User Friendly: It will have a simple graphical interface rather than text interface.
- Will run on major platforms.
- Attractive UI design will engage the customers.
- Helps to improve UX with detailed product list and delivery options
- Private Information of customers would be maintained.
- Has the option of delivery/pickup according to customer’s convenience.

# Project Objectives

- To execute a user friendly and efficient web application for a Pet Store.
- To create GUI for displaying images of pets and selection of different breeds.

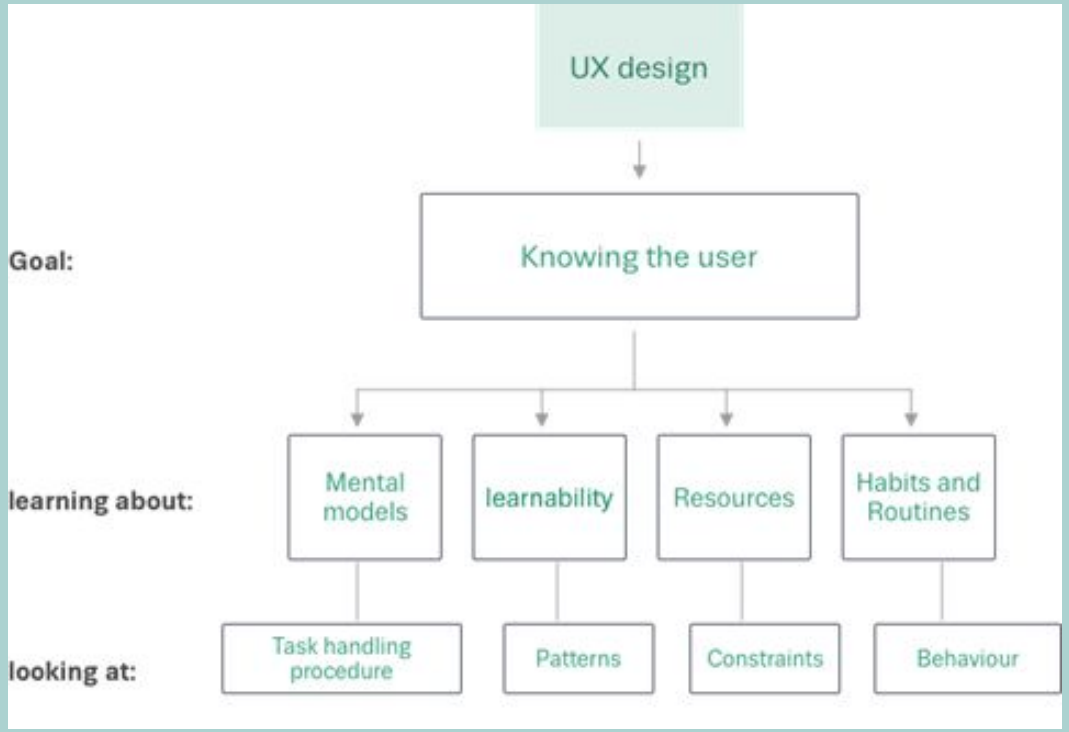
- To provide online accessibility and availability to users.
- The main objective of pet Shop is to enhance and upgrade the existing system by providing more far distant delivery instead of a local pet shop.

- To create navigational links that lead to adding product to cart and ultimately lead to sale of products.
- To execute entire process of acquiring and integrating the product, including aspects of branding, design, usability and function of the pet store.

- Composition of interface animation, visual element, screen layout and content in a presentable and aesthetic manner.
- Making pet stores available online, with a good UI and UX so that it enables the business to accomplish the goals.

# REQUIREMENT GATHERING

## a. Know your user



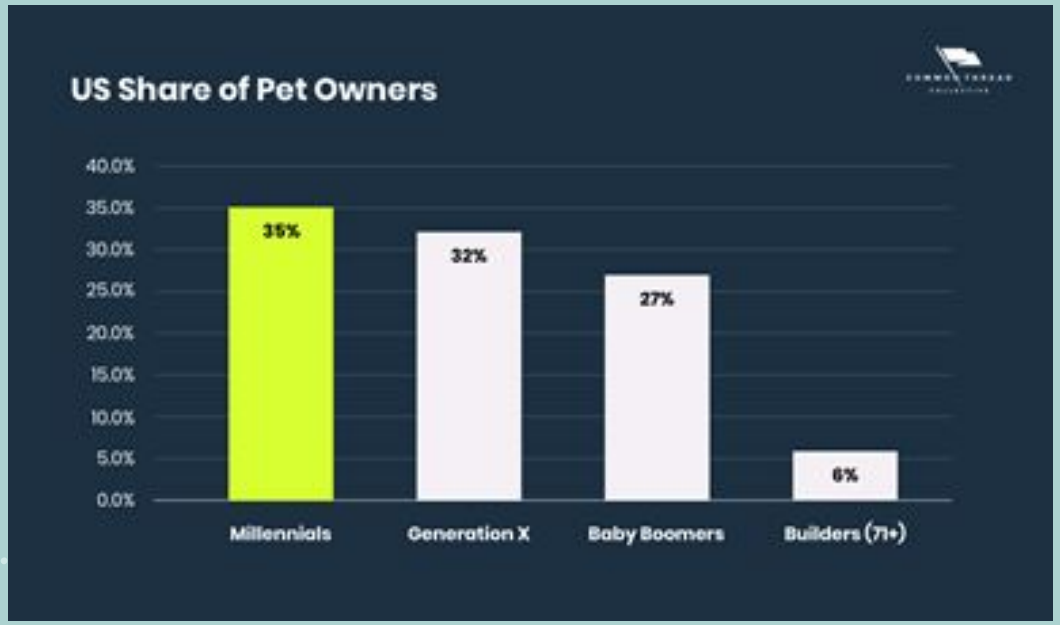
# a. Know your user

## Who are they?

- The primary users of the online pet store are **young teens** who are fascinated by cute pets. Their parents could easily search online for buying them pets instead of going physically to different stores. Since most of their parents would be well educated, using the computer for buying them a pet online would be an easy task for them.
- Another kind of user could be **millennials**. No longer do Baby Boomers represent the largest portion of pet owners; that title now belongs to Millennials. Pet brands who will win the future of the industry must understand how Millennials differ from the other generations.

# a. Know your user

## Who are they?



# a. Know your user

## Who are they?

- Digital purchasing power cannot go without emphasizing the importance of marketing within that space. Millennials nearly double baby boomers in relation to time spent on social media — 90.4% of millennials are active social media users compared to 48.2% of Baby Boomers (eMarketer, 2019).
- By nature of how users natively wield social, the pet category seamlessly fits within the realm of sharable content. Thus, retailers who meet millennials where they’re at, can be a make or break difference for brands looking for competitive channel advantage.

# a. Know your user

## Who are they?

- A survey also showed that **Animal Care homes** also contributed to huge sales of pet across the region. From teenagers to aged people, everyone is always willing to help abandoned animals here. Purchasing pets online could make their task easier.

# a. Know your user

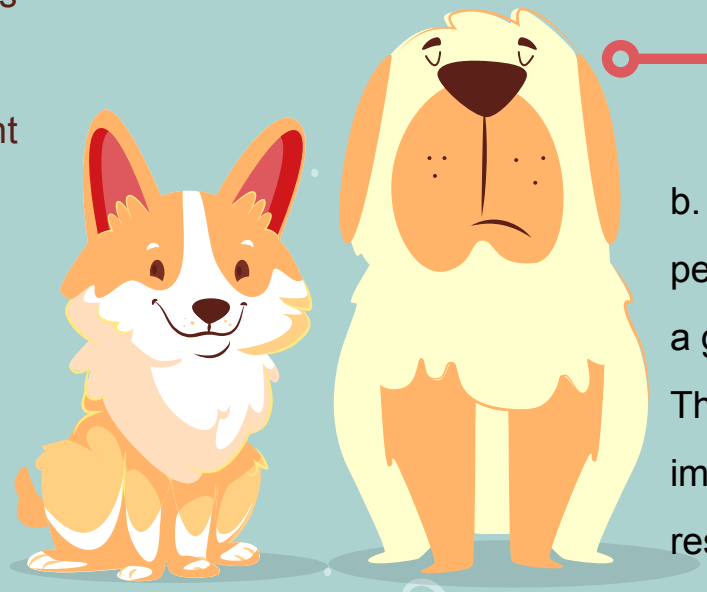
## Routines and Habits of the user

- As a designer, we should know HOW our typical user solves problems and does tasks.

  For example, while designing a pet shop application we should look for answers to the following: What type of pets does the typical user usually buy? How often does she approach the apps with similar value propositions? Does the user also buy pet products along with the pet?

# b. Medium Of Requirement Gathering

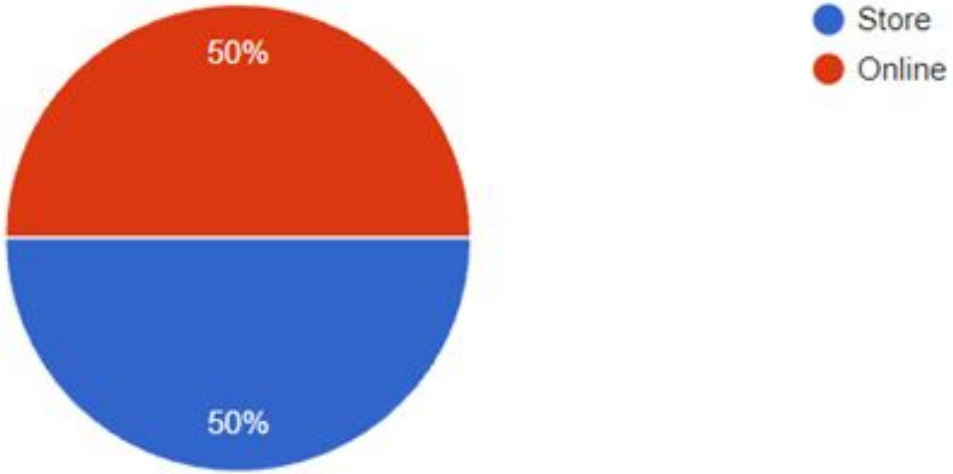
a. **Word of mouth:** Verbal affirmation of requirements by users gained through interacting with people around us. Going to different locations and localities, so that different types of people can be interviewed to attain accurate diversified data.



b. **Survey:** Made a survey asking people what they would require, from a given list, in a pet store website. The results were analysed and implemented in the project. The results are given as follows.

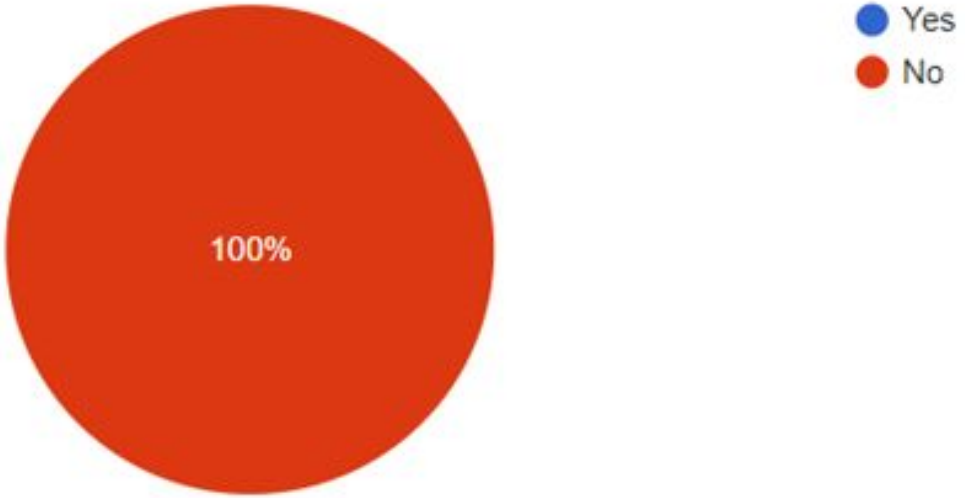
Do you prefer buying pets online or going to stores?

4 responses



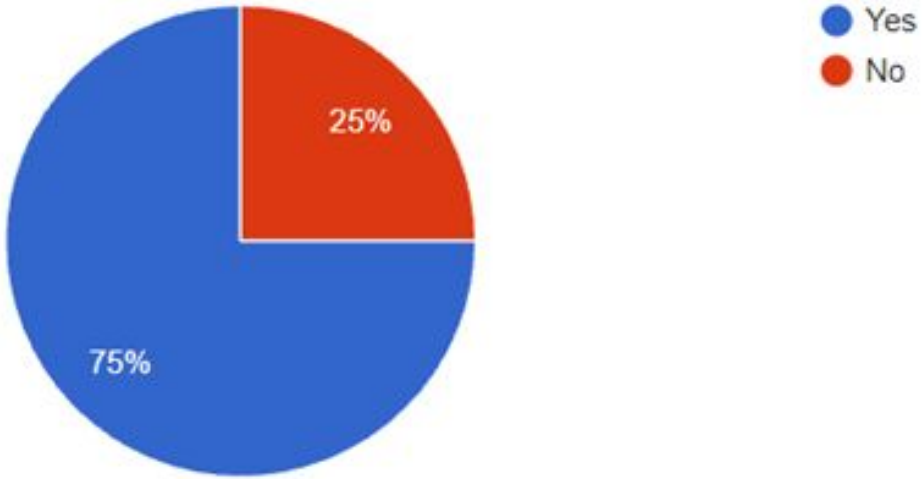
Do you want us to provide pet products as well?

4 responses

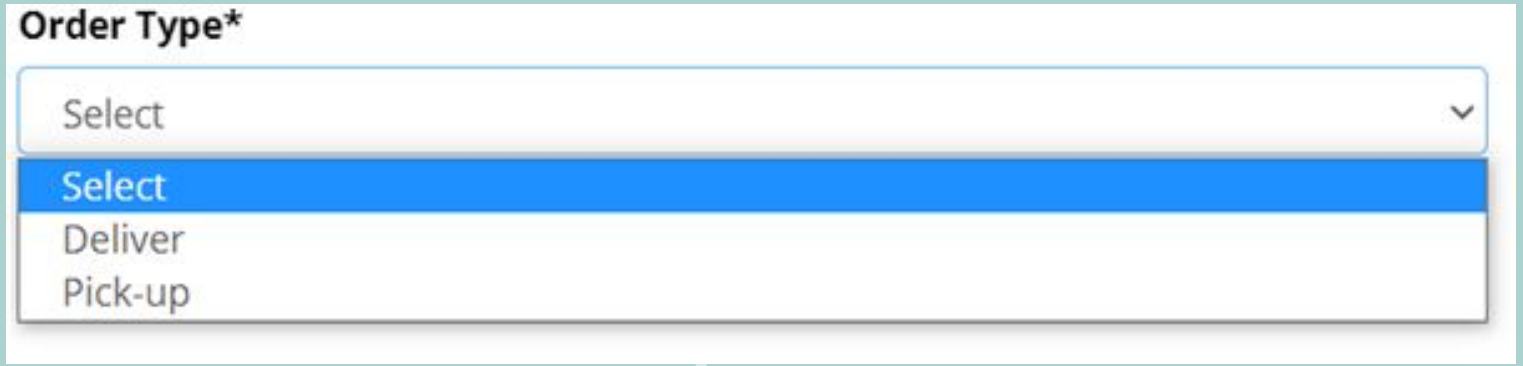


Is getting pets delivered to your doorstep easier or not?

4 responses



Using this data, we have added a method to deliver the pets to the user's doorstep, as we can see below :



# c. Persona

1. **Dog Lovers:**

i) **Demographics:**

- Age : Young Teenagers to Aged People (13 - 75)
- Location : Anywhere in the country
- Gender : Male/Female/Other
- Outgoing and easy to get along with
- Energetic
- Social

ii) **Primary Interactions:**

- Colleagues
- Friends
- Family

iii) **Goals:**

- Buying dogs online without any hassle, through a good GUI.
- Not having to go to the store to pick up a purchased dog
- Having many options of breeds of dogs to purchase

iv) **Challenges:**

- Buying an amazing breed
- Taking care of the dog everyday
- Walking the dog everyday

## 2. Animal Care Homes (NGO's)

i) **Demographics:**

- Age : Young Teenagers to Aged People (13 - 75)
- Location : Anywhere in the country
- Gender : Male/Female/Other
- Professionalism
- Rescue animals for a living.

ii) **Primary Interactions:**

- Colleagues
- Friends & Family
- Customers
- Adoption Homes
- Pet Stores

iii) **Goals:**

- Helping abandoned animals
- Finding homes for abandoned animals
- Selling abandoned animals to good families for safety

iv) **Challenges:**

- Caring for various animal species until they are adopted or sold
- Approaching the correct stores to give animals to sell to people
- Making space for more abandoned animals by making sure some are sold or adopted

# EMPATHY MAP

## What does he/she think?

1. Wants variety of breeds of dogs to pick from. Knows which breed they want.
2. Wants to have the pet home as soon as possible.
3. Thinks if it is a trustable and reliable website.
4. Thinks it is convenient and efficient.

## What does he/she say?

1. "I want a dog"
2. "I wish I didn't have to step outside my house to get a dog."
3. " German shephards are my favourite"
4. "I hope my pet comes home soon."
5. "Online pet shops provide so much more variety and ease."

## What does he/she do?

1. Selects the pet they want and place their request.
2. Patiently waits for receiving the pet.
3. Receives pet and is satisfied.
4. Shares their experience with peers.

## What does he/she feel?

1. Loves Dogs, affectionate towards pets.
2. Feels the need for having a pet/companion
3. Enthusiastic and excited about bringing a pet home
4. Feels at ease as they do not have to step outside their home to bring home a pet.
5. Satisfied with the variety of breeds.

# User Specification

Age group: 13-75 years

Occupation: Students/Retired/Corporate employees

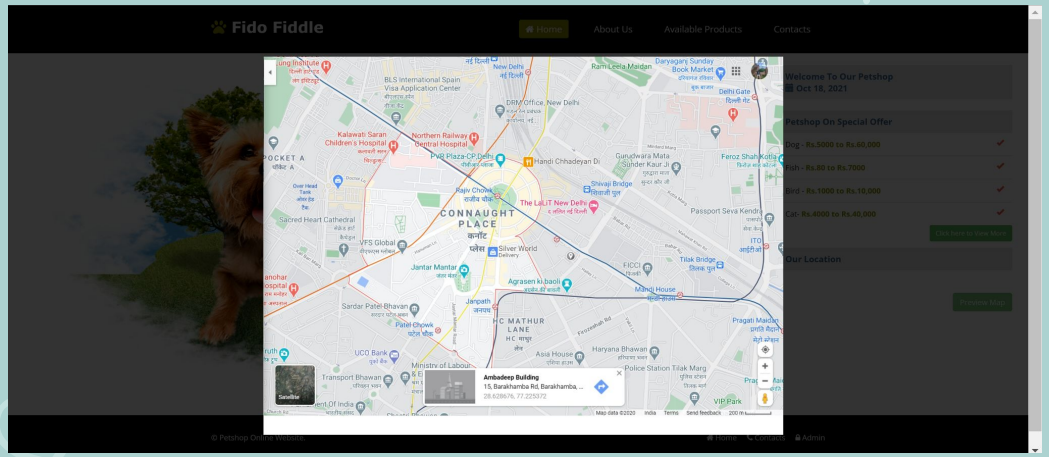
User needs easily accessible and efficient website for buying pets online with ease.

**Stakeholders:**

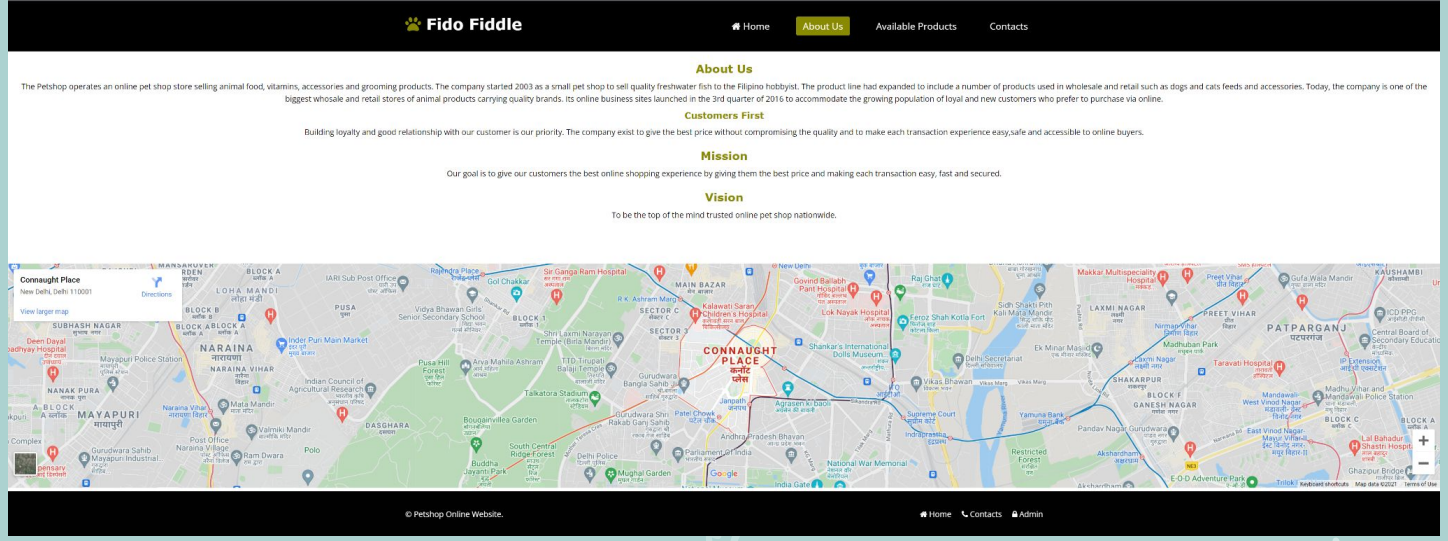
- Customers
- Admin
- Employees
- Suppliers/ Distributors ( for products listed on website)
- Investors(Pedigree, Boltz, Tetra, Orizon)

# SCREENSHOTS

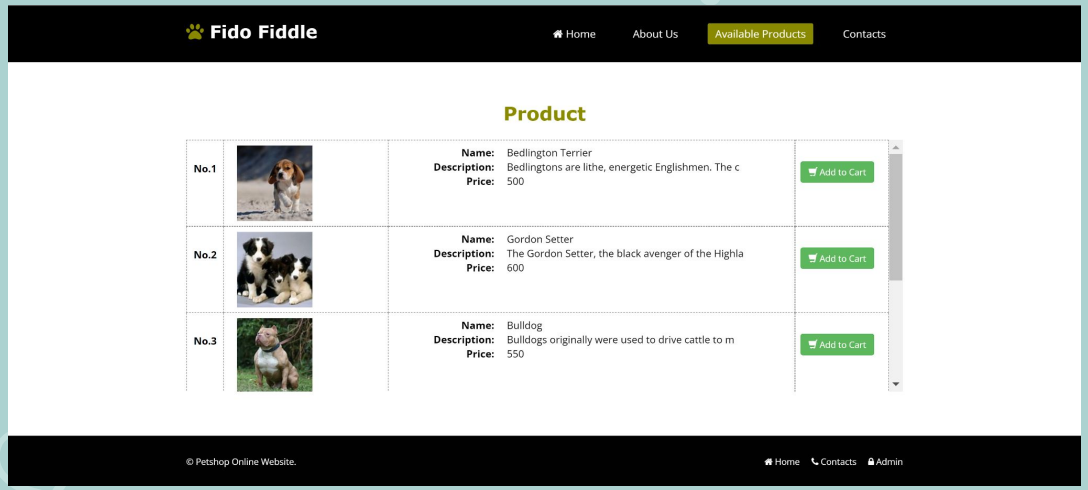
This is the main page of website/home page. It contains a navigation bar on the top bar of the page, which is easily accessible. It also has nav bar at the bottom, which contains buttons to go to the home page, the contacts page, and a button requesting login for the admins to access.



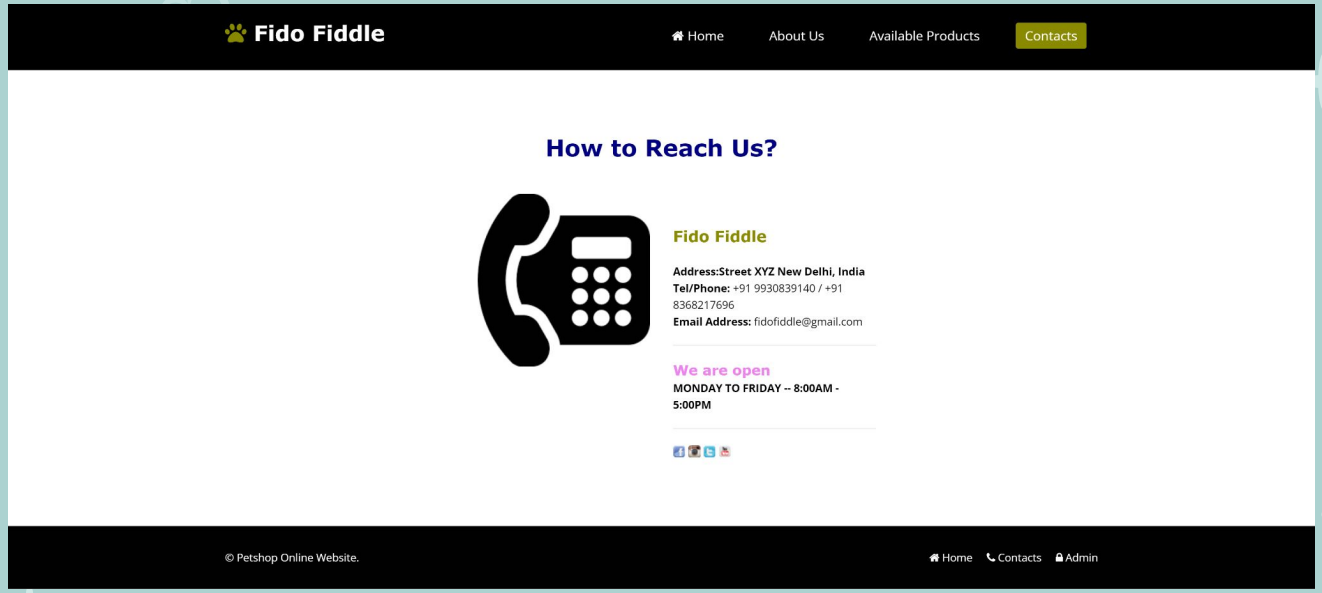

The preview map button shows the location of the physical shop in a map, including its locality.



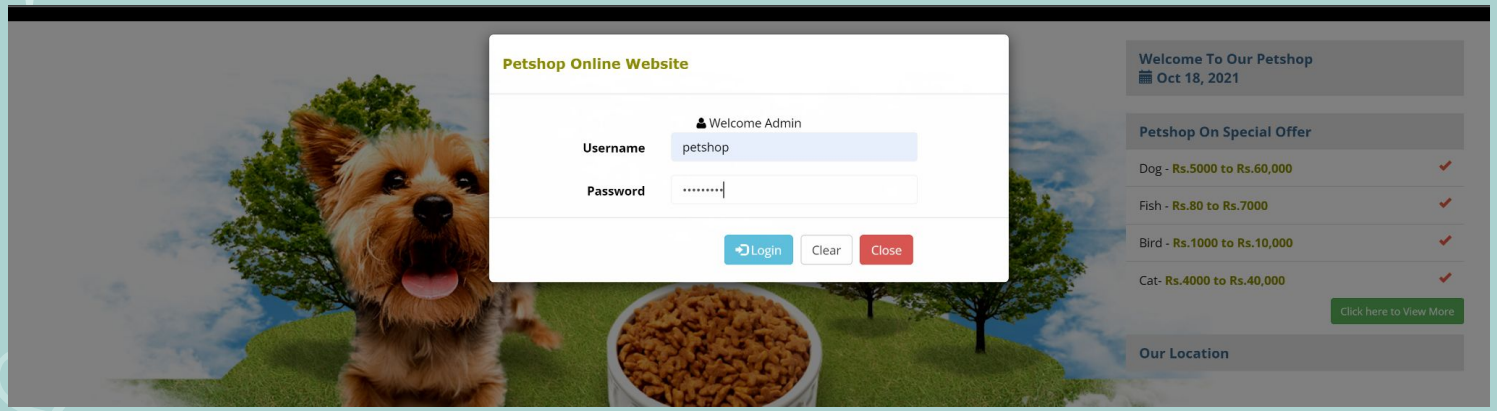

The about us page is a simple page describing the website, policies, mission and vision of the site. The location of the physical shop is again embedded in this page.



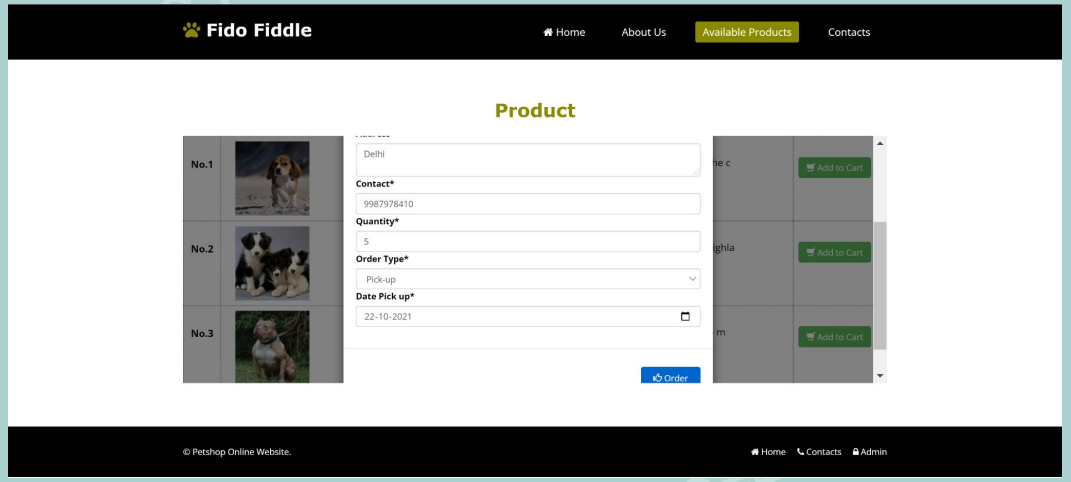

This webpage is the most crucial page of this website. This shows all the products that the site is offering. The name and description and price make it easy for a user to decide what to buy. There is an add to cart button easily accessible, in case a user decides to buy a product.



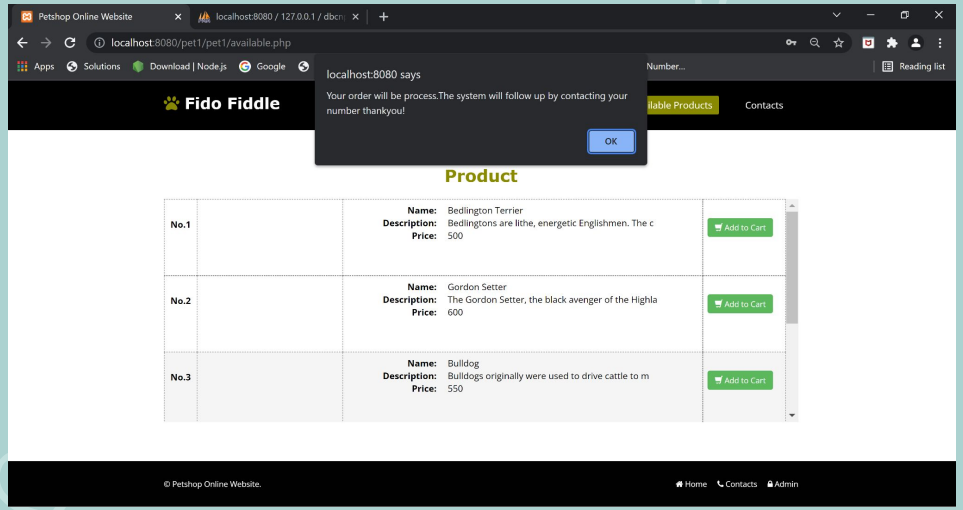

The contacts page is a simple page displaying the contact details of the owners of the site and shop in case the users want to contact them for clarifying any difficulty encountered.



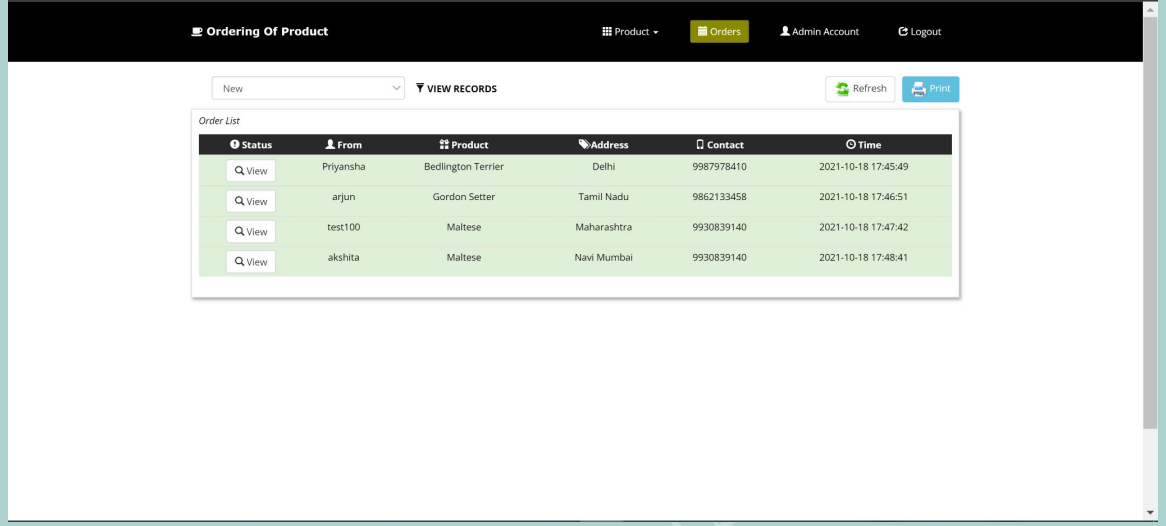

When the admin button is clicked, it prompts the admin to login using their username and password.

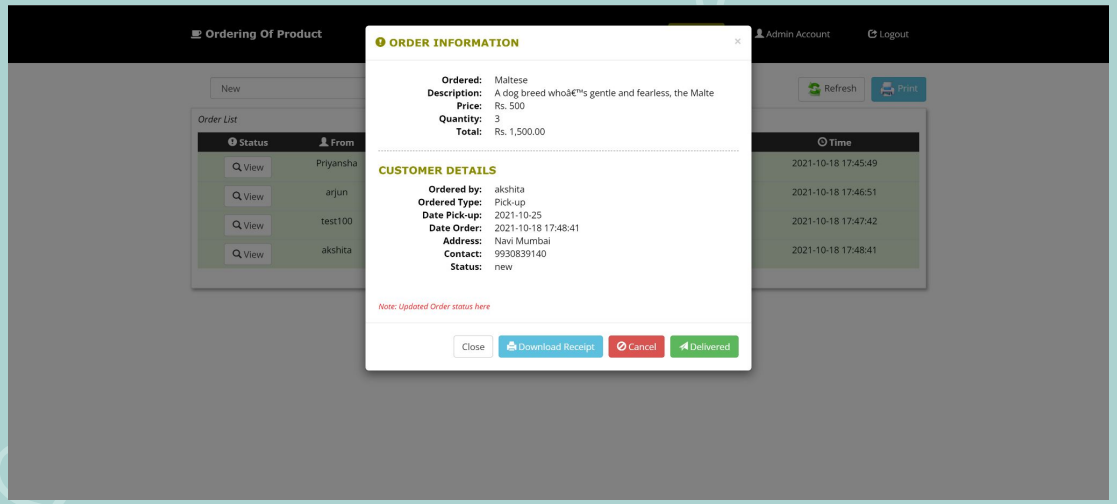



According to the survey most people wanted their new pets to be delivered at their doorstep. Hence, we included a system to allow a person to decide whether they would like to pick up or get their pet delivered to them.

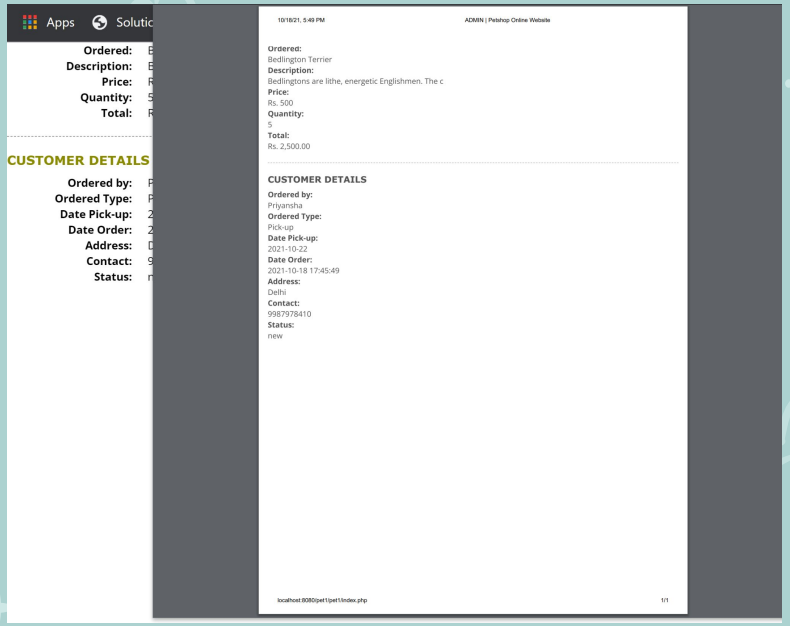



When the Order button is clicked it displays a message stating to the user that their request/order has been successfully placed.

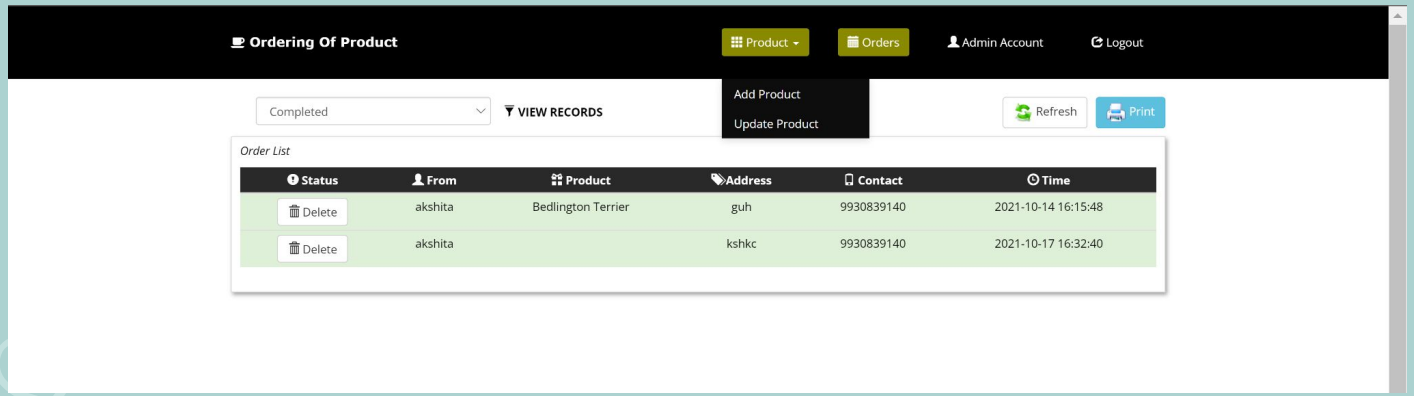


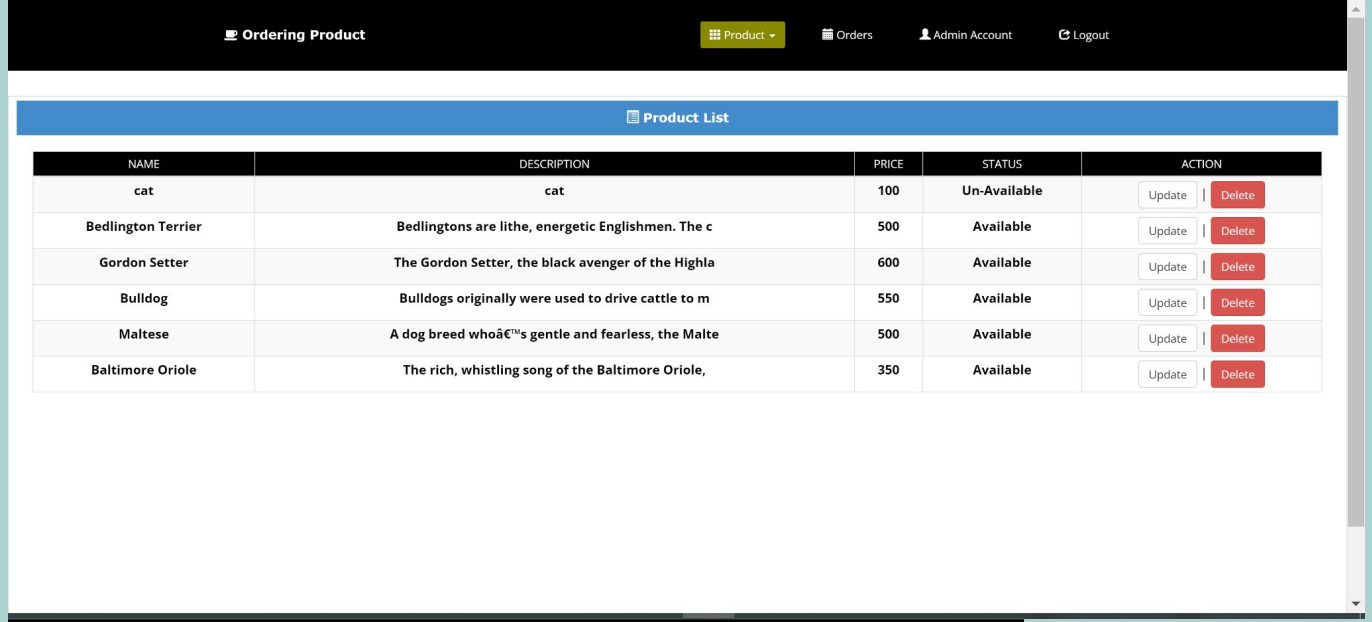

This is the admin panel that is displayed to the admin as soon as they login. It shows all the orders that the users have ordered, including their data and the time the order was placed. There is a drop down menu which contains ‘New’ and ‘Completed’ sections. The Nav bar has changed as per the requirements of an admin. There is a product drop down menu, an orders section, where all the orders can be viewed in different sections. There is a logout button, which leads the admin back to the home page of the website.



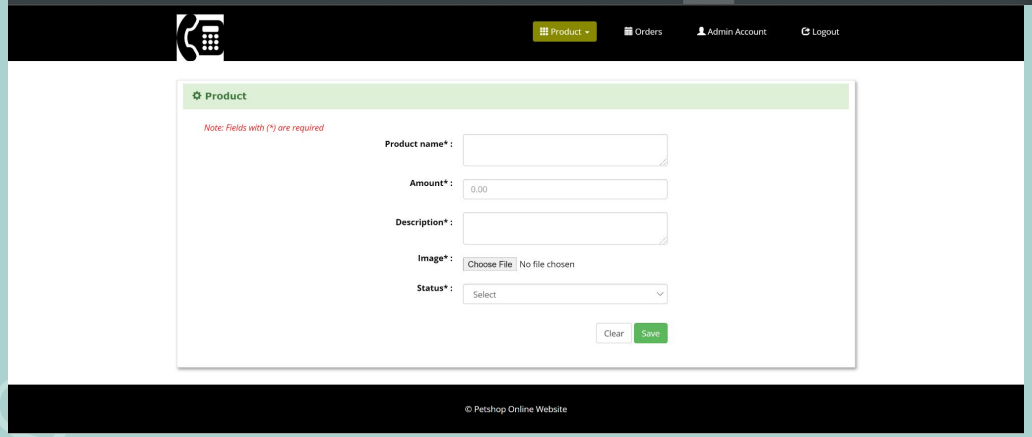

The order description is shown in this form when the ‘Download Receipt’ is clicked. It gives an option to print it in this format, through the printer connected to the admin’s computer.



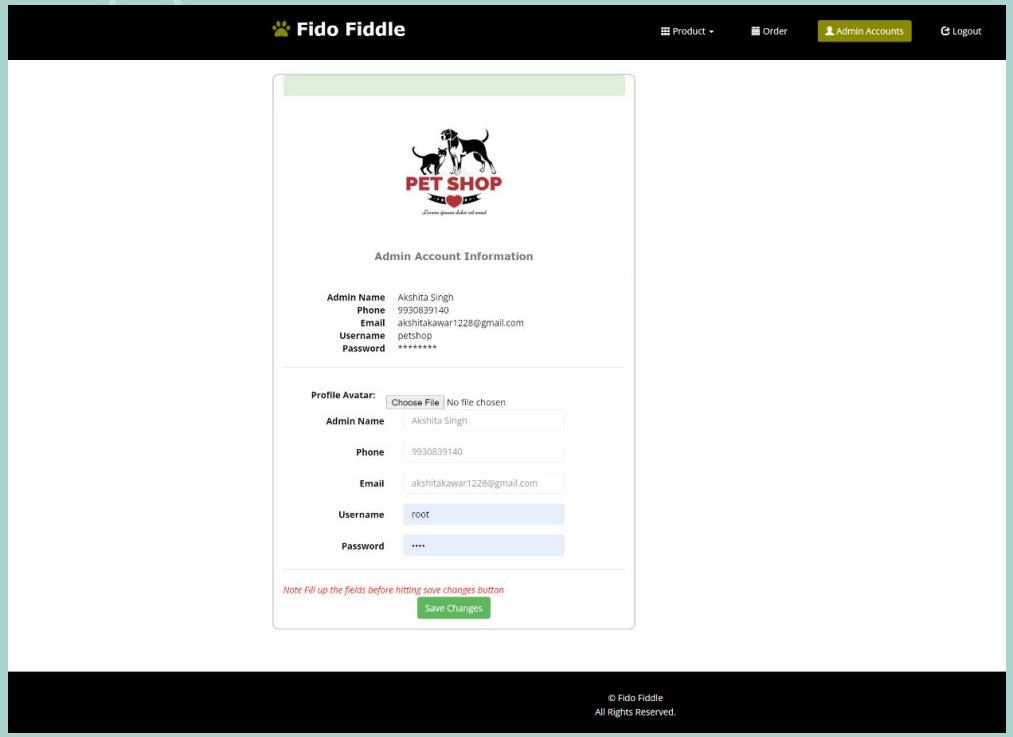

The products drop down menu, includes the options to add a new product to provide to the users or to update an existing product.




This is displayed when Update Product is selected. It shows a list of all the products being displayed. It shows the Name, Description, Price, Status and Action to be taken on the product. The product can either be updated or deleted.




This is displayed when Add Product is selected. The admin can enter the name, amount, description, image and select the status of the new product.

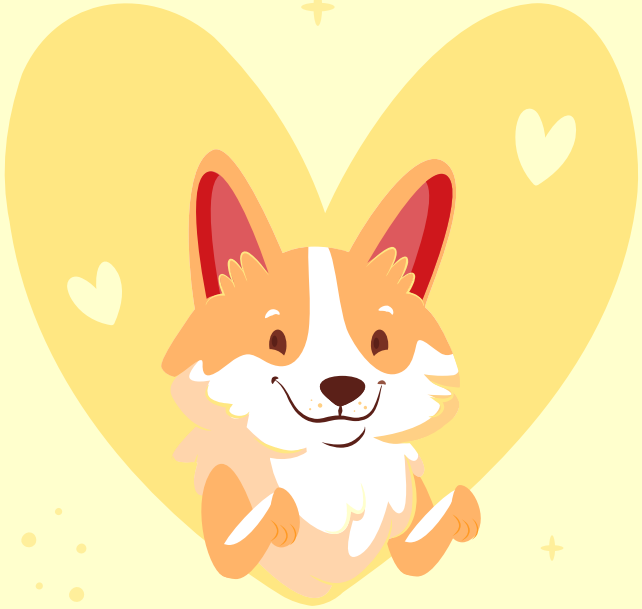



This is displayed when Admin Account is selected. It displays the info of the admin. There is also an option to update the details of the current admin.

# Conclusion:

The Fido Fiddle (Online Pet Shop) as a project is not an exception. With developers working 24/7 this software improves and speeds up user's buying experience and makes it convenient for the customers to buy pets and pet food online at lowest rates that to with proper information of the product and 100% authenticity.

The issues with the existing online systems which provide only text based interface and not graphical interface, mismanagement with product availability and offline reports is solved by our system itself.



# THANKS

**Contribution:** Akshita Singh and PriyanshaGrover : Designed UI and UX using HCI concepts of projects.
ArjunKhare : Analysis of HCI concepts in projects.