

Pet Adoption

A mobile app helps you find ideal pets nearby



Qing Qu

About the exercise

Millions of animals are currently in shelters and foster homes awaiting adoption. Design an experience that will help connect people looking for a new pet with the right companion for them.

Help an adopter find a pet which matches their lifestyle, considering factors including breed, gender, age, temperament, and health status. Provide a high-level flow and supporting wire frames.

1. Problem Analysis - 2 hr

Goals, Competitive Analysis, Challenges

2. Design Process - 6 hr

Wireframe, Interaction, Visual Design

3. Future works - 1 hr

Issue to solve, Potential Features

4. Documents - 2 hr

Problem Analysis

In order to understand the pet adoption process better, I interviewed 2 pet owners. I asked them about their adoption experience, concerns, pain points, and expectations of mobile app.

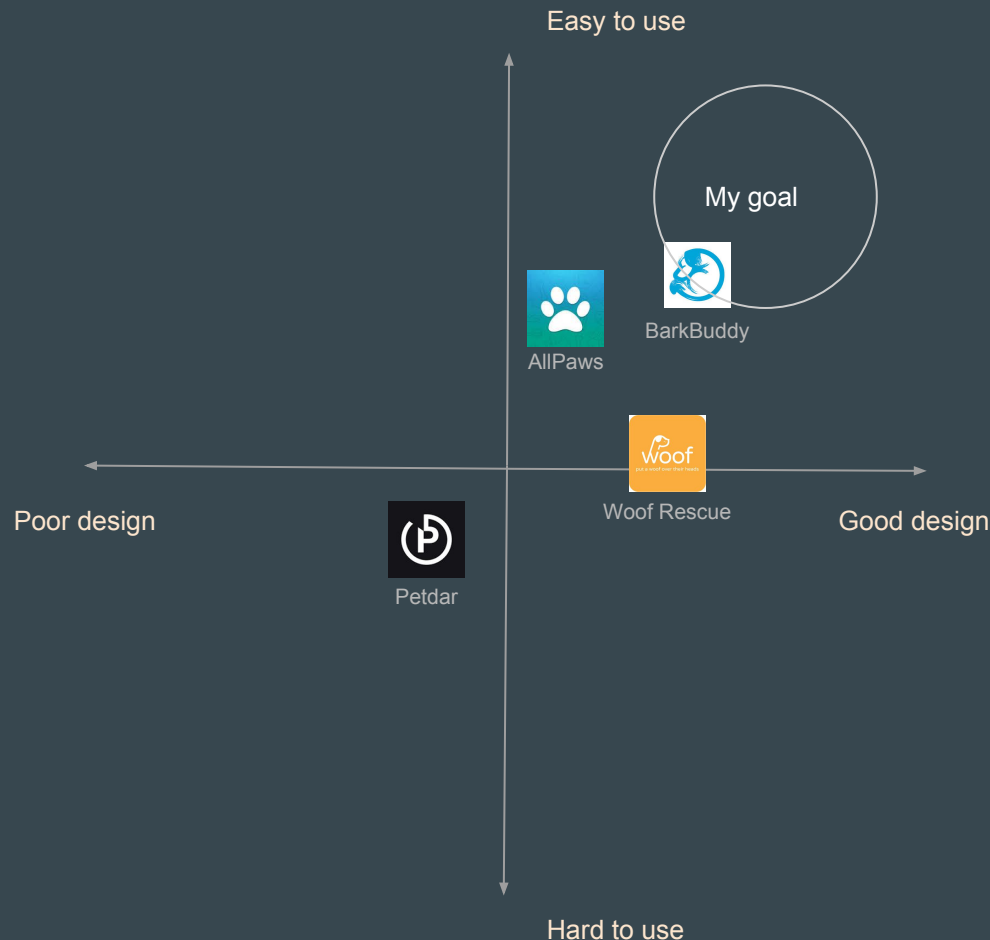
Based on my own experience and interview feedback, I listed some **frequently mentioned issues** on the right side

1. Hard to precisely find the match
2. Useful information buried in long descriptions
3. Can't schedule visit in the app
4. No post-adoption services

Competitive Analysis

I found a bunch of pet adoption apps in the app store. They have similar functionalities and workflows. Most of them are **lack of calls to actions**. I Feel like reading a pet facebook. Also, the **poor UI/UX** won't give you any desire to adopt a pet.

I picked 4 apps, AllPaws, Petdar, BarkBuddy and Woof Rescue,



Challenges

Based on the issues I found in the interviews and observations of competitive apps, I summarized some challenges I need to address in the design.

- Intuitive way to scan available pets nearby
- Complex filter items
- Prioritize pet information
- Manage adopted/favorite pets
- Learn feeding and training tips
- Manage pet visiting schedules

Design Process

1. Brainstorming
2. Flow Design
3. Wireframe
4. Visual Design

Brainstorming

I drafted couple personas to simulate the scenario. The basic workflow and functionalities are generated by this brainstorming

Show pets

Pets gallery

Pet profile

Pets search

Filter

Map view

Adopt pets

Requirements

Contact

Apointment

Post adoption

Feeding notes

Feedback

Vet/Sitter

Adopter profile

Adopted pets

Favorites

Schedules

Flow + Wireframe

After analyzing the problem and brainstorming, I mocked up the wireframe in Sketch.

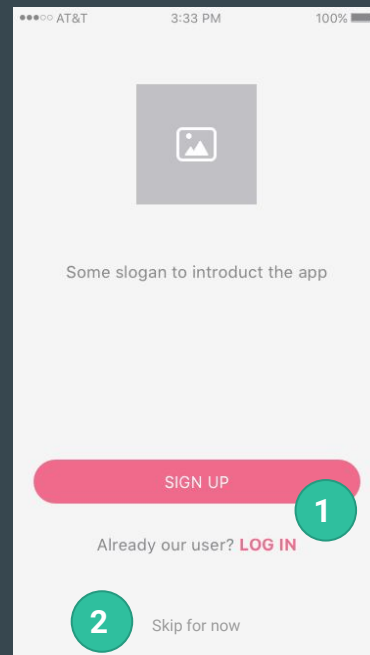
This process took very long time. The more features I design, the more connections I have to take into consideration. Also, I keep getting new ideas to solve the problems. These new ideas causes a lot of back and forth on the completed parts.



Note: In order to focus on adoption functions, I'm going to skip the standard sign up/login form

1 User are able to sign up or connect their FB, twitter accounts

2 Option to skip signup/login to take a look what's inside. Adoption is not allowed for anonymous



SignUp / Login

1

The toolbar allows users switch the layouts quickly. Sliders view features the pet image, grid view let users scan multiple pets in one screen, and map view is able to locate nearby pets easily.

2

Share this pets or like it. Users can review all liked pets in their profiles

3

"ADOPT ME" is always the strongest call to action, it's the purpose of this app

4

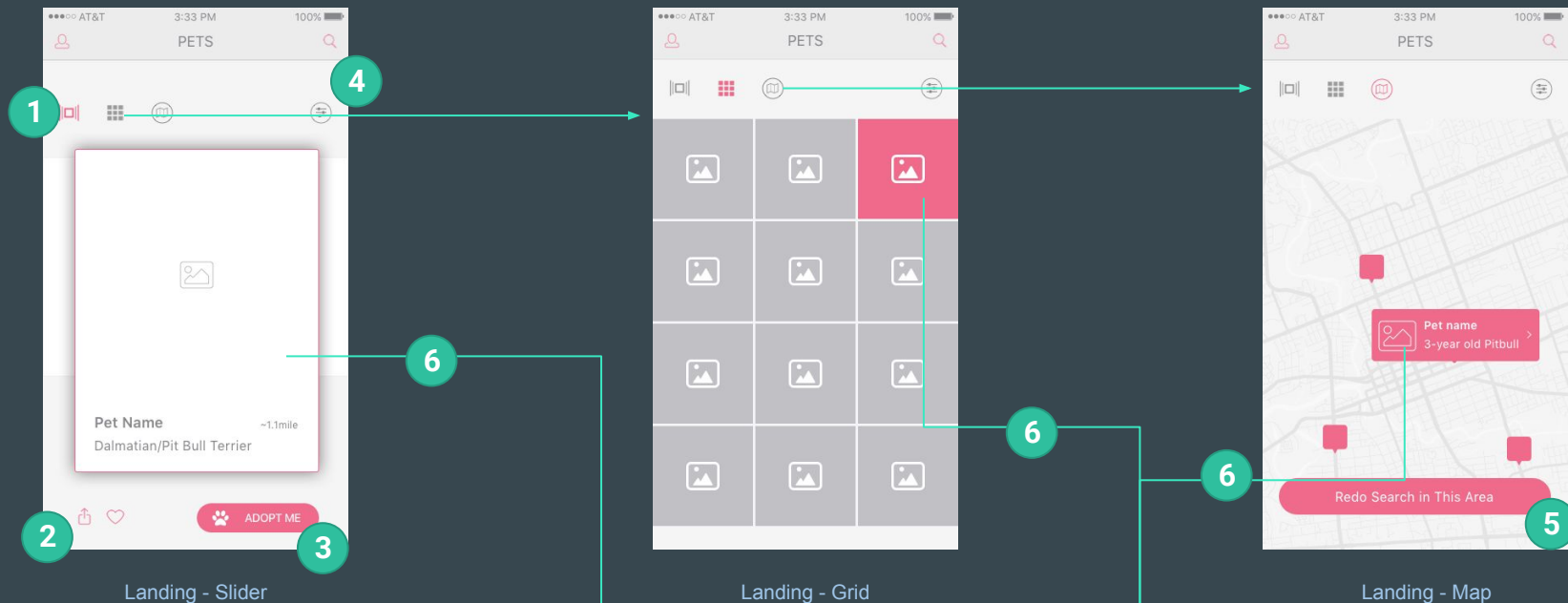
Filters is very easy to access. Users can customize their filters anytime

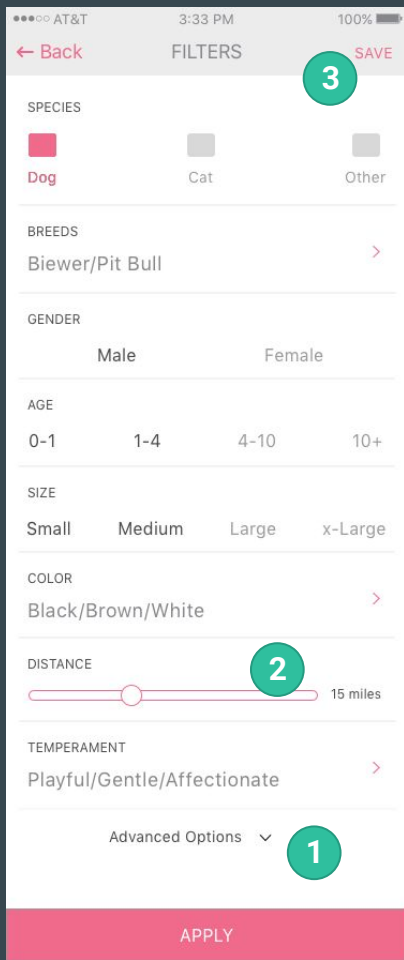
5

This redo search button allows users to quickly search the area after moving the focus of the map

6

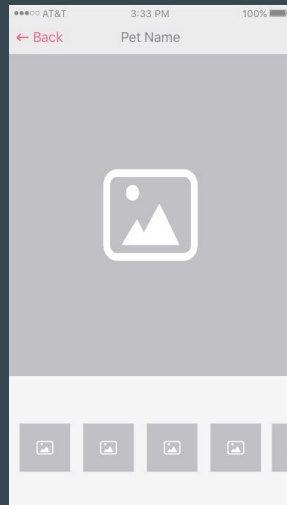
Consistency. All the elements contains pet image will direct users to pet profile



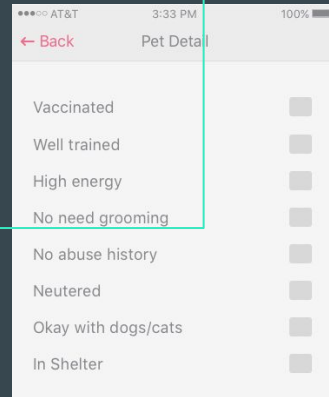


Filters

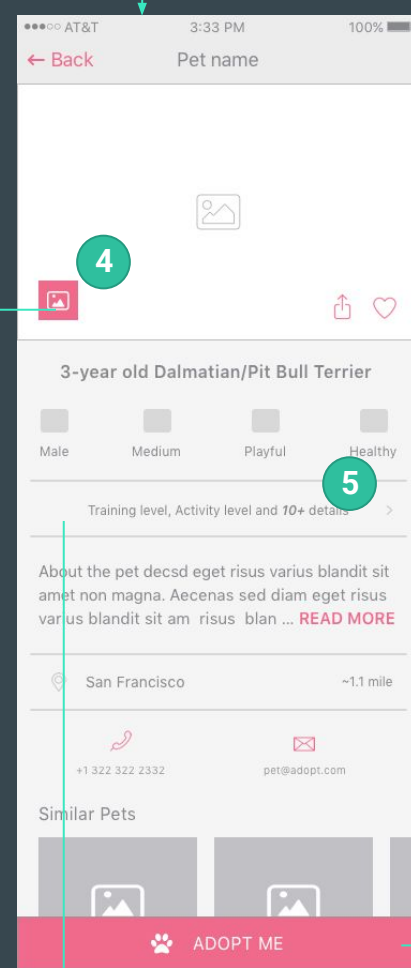
- 1 In order to simplify the filter, I selected 8 required items and hide others in "Advanced Options", users don't have to fill them out unless they really need to.
- 2 I'm trying to apply the proper interaction to every elements. It's gonna improve the ease of use significantly.
- 3 Since this filter is relatively complicated. Users might need to save their customized filters for future use. All saved filters will be in their profiles.
- 4 This album icon overlays on the pet profile image, allowing users to check all images of this pet.
- 5 Again, I picked some important informations and hide others to reduce users reading pressure



Pet Profile - Album



Pet Profile - Detail



Pet Profile

1

Right after tapping "Adopt Me", users will be able to schedule a meeting with the pet. Address and contact info will help streamline the schedule process

2

Here I added a shopping option. Usually, adopters need to bring some toys or treats to shelters to play with the pets

3

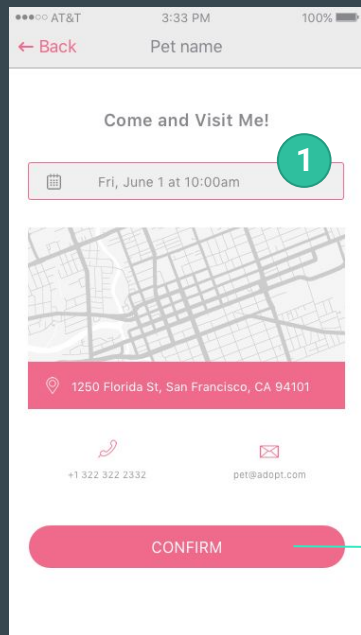
All the appointments will be record. Users will be able to contact current owner or navigate by tapping the item

4

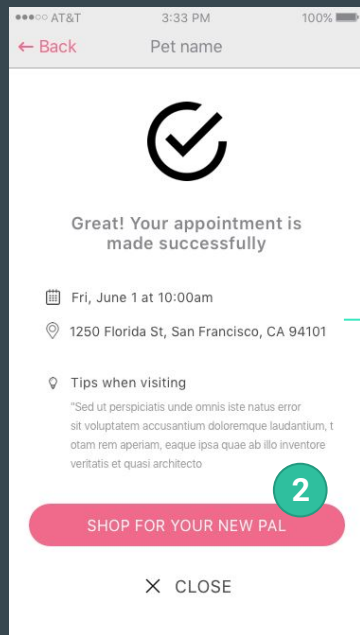
Adopted pets info will be recorded as well, in case users need to review the information or contact previous owner for help

5

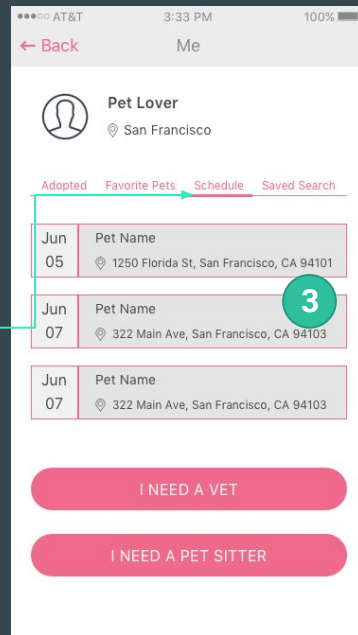
Vet/Pet sitter options are added.



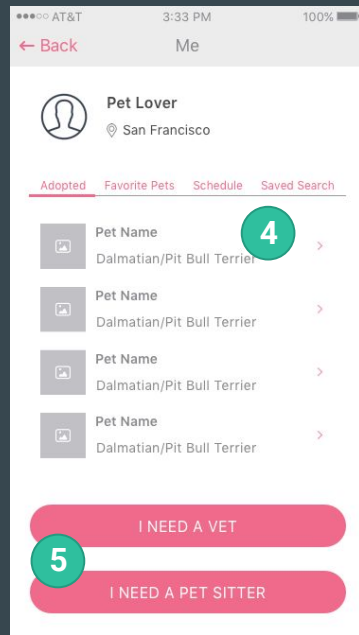
Make Appointment



Confirm Appointment



Profile - Appointments

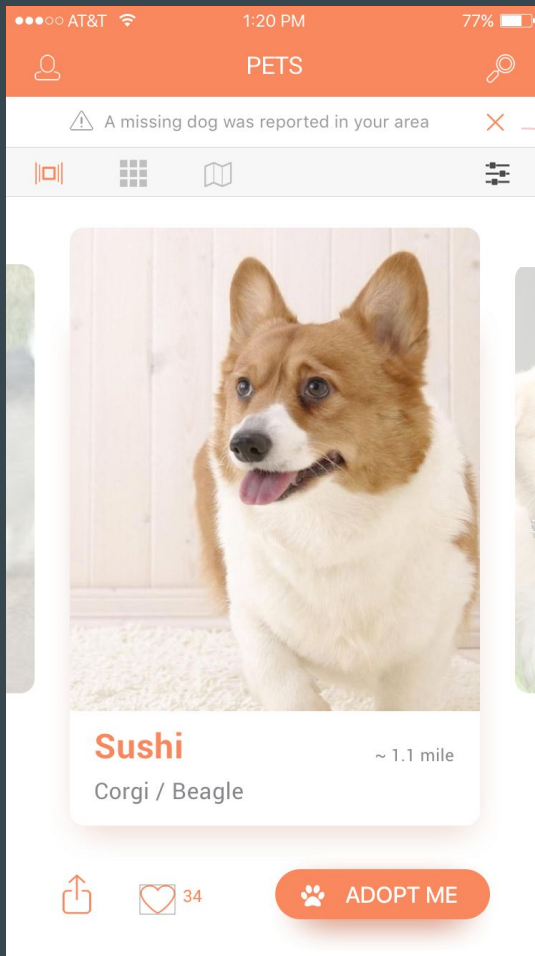


Profile - Adopted

Visual Design

This part was interesting. I never tried so hard to make a “cute” UI. It’s a new era for me.

I chose the semi-material style, it makes the UI clean and simple. The round corners, cute icons and macaroon colors give pet lovers a warm, comfortable feeling, which could motivate them to adopt some cuties.



I saw an amber alert on my way to work that day. It inspired me that a missing pet alert could be very helpful, since the users love pets so much and we have geolocation information

Future works

If I have more time ...

- Streamline the workflow of collaborating with other services such as shopping, vet, pet sitter etc.
- Design a set of icons
- Polish the Visual design to make it more attractive
- Get feedback from other designers and revise

Discussion with engineers

Although I didn't design any crazy features in this app, I want to make sure all of them are implementable. Some features require massive data, like the shelter location information. I want to know what is the best way to collect them. Also, I want to get some UI suggestions from them to improve the performance.

User interview and usability test

I need larger samples to solidify some of my design concepts. For example, I want to know what informations are most valuable to adopters, so that I can better prioritize them

The tests will keep collecting feedback and suggestions from user, which will help me streamline the workflow, improve interaction and polish the design.

Thank you !