PET ADOPTION

Authors:
Karina Frasco
Tina Elling
Rosa Sanchez
Michelle Wu
Rahul Janardhanan

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Usability Evaluation for Adopt a Paw

Introduction

Hi, my name is _____ and I want to thank you for volunteering to participate in some activities related to the new Adopt a Paw App. We are testing a prototype that is a rough mockup of the app but it is not fully functioning so there will be areas that are not working. Do not worry you will not break anything. I will be providing you with a few activities to perform and I want you to think aloud as you perform these activities. Meaning, I want you to talk through your thought process as you work through the activities. There is no correct or incorrect way of doing things and we are only testing you. We are testing what works and does not work with this prototype. If you have questions or feel stuck during one of the activities, we can talk about what you expected or thought it should do. The goal is to see how well the prototype works or does not work for our users.

First Impression

Please look at this site and tell us what you think it is:

- What is the first thing you notice?

- What can you do on this site?

- What products or services are offered on this site?

- Who is this site intended for?

Task One:

Scenario: Imagine you have decided that you want to adopt a pet but you are unsure what pet would be best for your lifestyle. You need a way to find a pet that matches your needs.

Activity/Task: Find a pet that matches your lifestyle.

Probing Question: Is this how you expected this activity to work? If not please tell me why.

Task Two:
Scenario: You have found a pet but not sure the about some of the cost involved. You need to

find information on pet cost.

Activity/Task: Find information about pet cost.

Probing Question: Is this how you expected this activity to work? If not please tell me why.

Task Three:
Scenario: You have found a pet that you have liked and it matches your lifestyle along with

some general cost but you need detailed numbers on the cost in order to know the total amount of

owning a pet. You need a way to figure out how much owning a pet might cost.

Activity/Task: Find out how much it might cost to own a pet.

Probing Question: Is this how you expected this activity to work? If not please tell me why.

Task Four:
Scenario: You have found a pet that matches your lifestyle but you want to know how to care

for the pet. You need to find a way to get information on how to care for a pet.

Activity/Task: Find information on how to care for a pet.

Probing Question: Is this how you expected this activity to work? If not please tell me why.

Task Five:
Scenario: You have find a pet, figured out the cost, and how to care for a pet and are ready to

start the adoption process. First, you need to get information on the process and fees. You need a

way to find this information.

Activity/Task: Find information about the process and fees for adoption.

Probing Question: Is this how you expected this activity to work? If not please tell me why.

Post Test Questionnaire for Adopt a Paw App

Activity/Task One: Find a pet that matches your lifestyle
- Was it easy to view your match pet result; is there all the information that you need? Is this what you expected to see? If not, please explain why.

- Is there clear information about where you should go next to adopt your match pet?

- Is there anything else you think should add in this section?

- Do you find this task is hard or easy?

Activity/Task Two and Three: Find information about general pet cost and how much it might cost to own a pet
- Do you think the Pet Cost section is useful? If yes or no, please explain why.

- Do you think the Cost Calculator section is useful? If yes or no, please explain why.

- Did you have any problems when you were using the cost calculator? If yes, please explain why.

- Are you satisfied with the function that you can know the range of having a pet cost?

- Is there anything else you think should add in this section?

- Do you find this task is hard or easy?

Activity/Task Four: Find information on how to care for a pet
- Do you think the Pet Care section is useful? If yes or no, please explain why.

- Do you think the Pet Training area is useful? If yes or no, please explain why.

- Is it easy to find the information you need?

- Is there anything else you think should add in this section?

- Do you find this task is hard or easy?

Activity/Task Five: Find information about the process and fees for adoption

- Do you think the Adoption Process section is useful? If yes or no, please explain why.

- Was it easy to find any adoption documents?

- Is the information clear to contact the shelter?

- Is there anything else you think should add in this section?

- Do you find this task is hard or easy?

Usability Testing Result

Our target user is someone who wants to adopt a dog and have less experience with it. In addition, they are familiar with mobile APPs. Chopssin is our primary user, 27 years old male. University graduate. Looking to adopt a dog and familiar with smart-phone and APPs.

First Impression

All the answer about the first impression matches our expectation.

- What is the first thing you notice? The header, the cover image and the caption.

- What can you do on this app? Adopt a pet.

- What products or services are offered on this app? An interactive program to find a pet.

- Who is this app intended for? Users looking for a pet.

Task One - Find a pet that matches your lifestyle

Is this how you expected this activity to work? Yes.

The interface is pretty straight-forward. But before trying this feature, I would firstly navigate to the section which allows me to scroll down and view pets' images. Moreover, add some candidates to a list, then sort the list by my preferences.

Task Two & Three - Find information about pet cost

Is this how you expected this activity to work? Not exactly

The calculator button should be shown right after I open the page "Pet Cost". I would also expect to see a basic estimation cost based on my pet selection.

Task Four - Find information on how to care for a pet.

Is this how you expected this activity to work? Not exactly

As mentioned above, I would expect the information to be filtered automatically based on my selection, or at least the app can design a select interface or text input where I can search for further details.

Task Five - Find information about the process and fees for adoption

Is this how you expected this activity to work? Not exactly

It is easy to reach the page; however, I think it would be better if the process has been filtered, organized, and presented visually step by step. The current version is rather ambiguous and messy.

Improve Our Design from the Feedback

Life style match: Put some dog pictures for the user to choose in the Questionnaire, so it can match better user's preferences.

Pet Cost section: Put the "cost calculator" button out of the FAQs. Make the user see this function immediately. In addition, add basic estimation cost based on user's pet selection.

Pet Care section: Add category about different kind of dog (distinguish by size...etc.). Put the link "Find a Local Veterinarian" in the page.
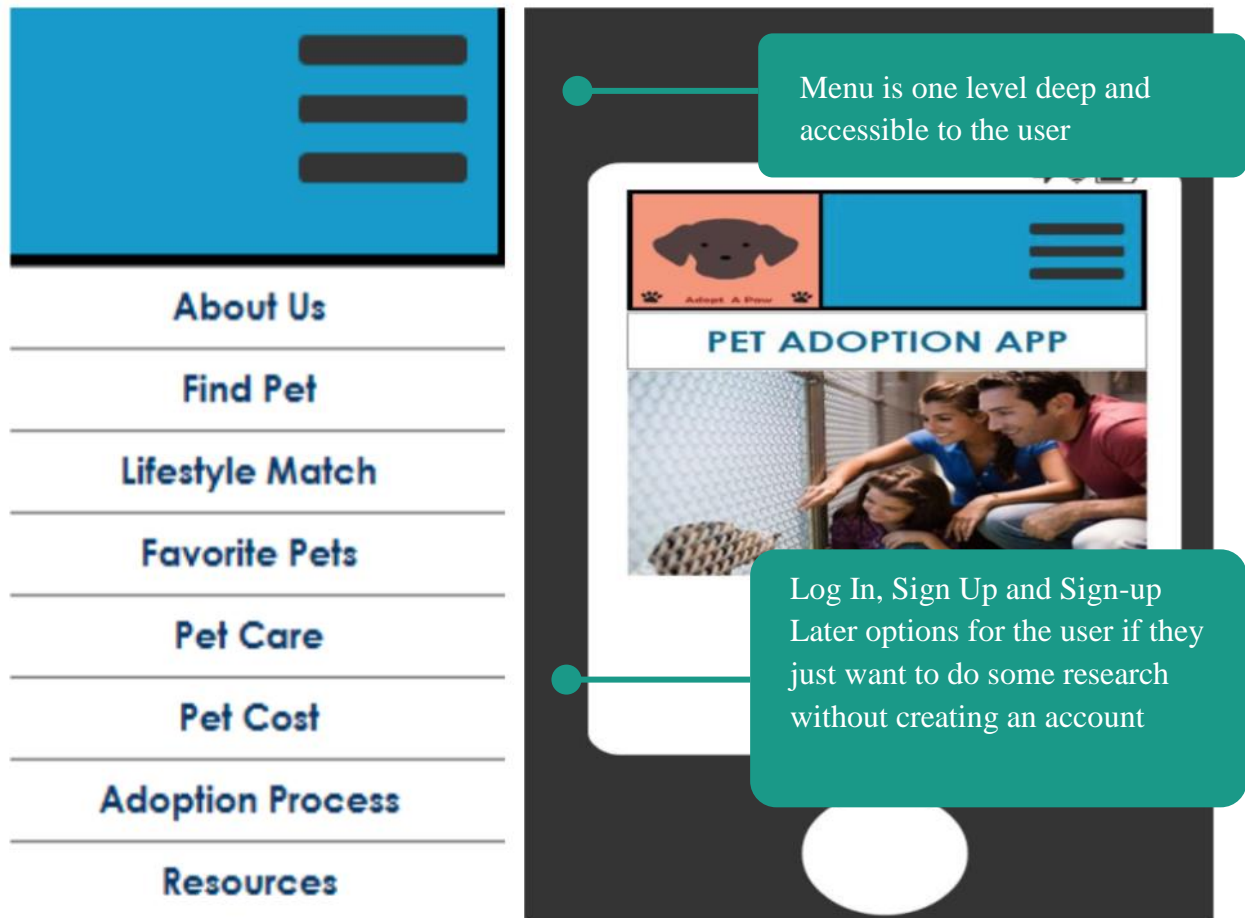
Pet Adoption Process: Add a flow chart about the adoption process, so the process will be clear. Delete the cost calculator button to avoid distraction.
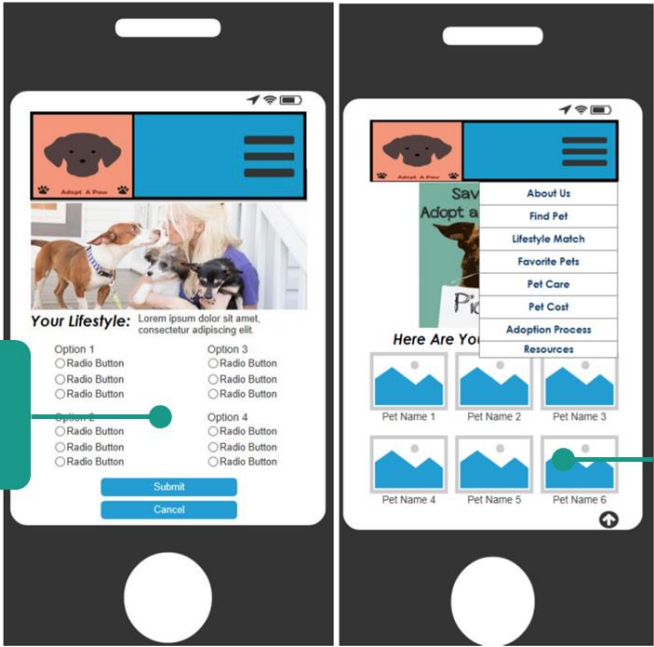
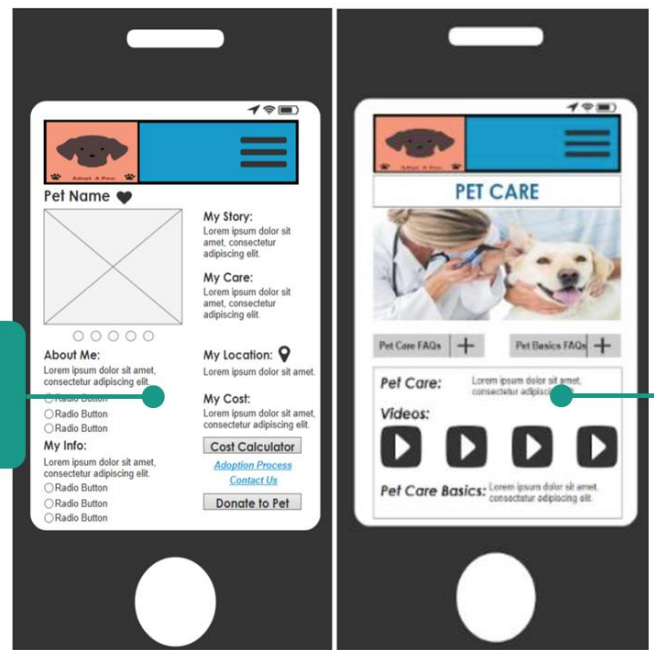# Detailed Designed Prototype

Prototype without Sitemap: http://m31b15.axshare.com/#c=2

Prototype with Sitemap: http://m31b15.axshare.com/

Lifestyle Questionnaire has various questions to help the user find a pet match

Your Lifestyle: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Option 1
○ Radio Button
○ Radio Button
○ Radio Button

Option 3
○ Radio Button
○ Radio Button
○ Radio Button

Option 2
○ Radio Button
○ Radio Button
○ Radio Button

Option 4
○ Radio Button
○ Radio Button
○ Radio Button

Submit
Cancel

Save
Adopt a

About Us
Find Pet
Lifestyle Match
Favorite Pets
Pet Care
Pet Cost
Adoption Process
Resources

Here Are Yo

Pet Name 1   Pet Name 2   Pet Name 3

Pet Name 4   Pet Name 5   Pet Name 6

Gallery of Matched Pets displays after user submits Lifestyle Questionnaire

The detailed pet page gives the user all important information about the pet

Pet Name ♥

My Story:
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

My Care:
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

About Me:
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
○ Radio Button
○ Radio Button
○ Radio Button

My Info:
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
○ Radio Button
○ Radio Button
○ Radio Button

My Location: ♀
Lorem ipsum dolor sit amet.

My Cost:
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Cost Calculator

Adoption Process
Contact Us

Donate to Pet

PET CARE

Pet Care FAQs +   Pet Basics FAQs +

Pet Care: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Videos:
▶ ▶ ▶ ▶

Pet Care Basics: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Pet Care page gives general information on how to care for a pet