PET ADOPTION

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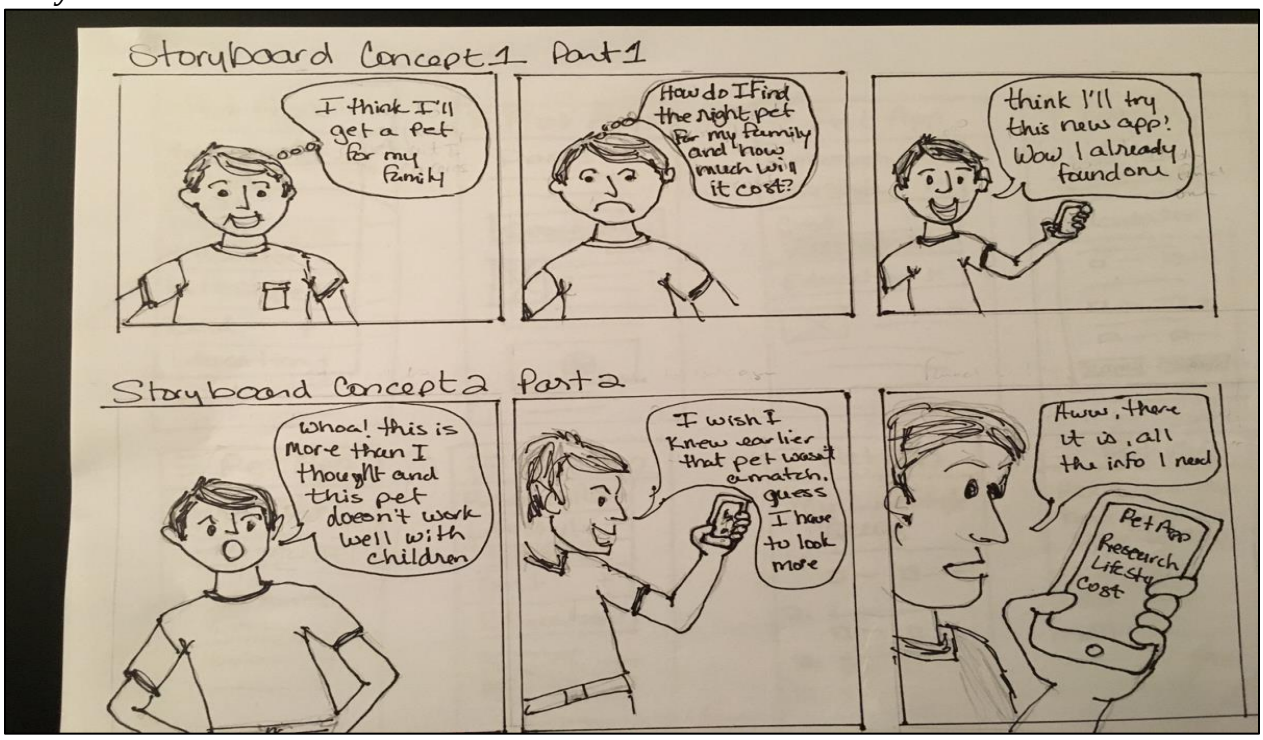
Phase 1: Restatement of System Concept

System Concept Statement:

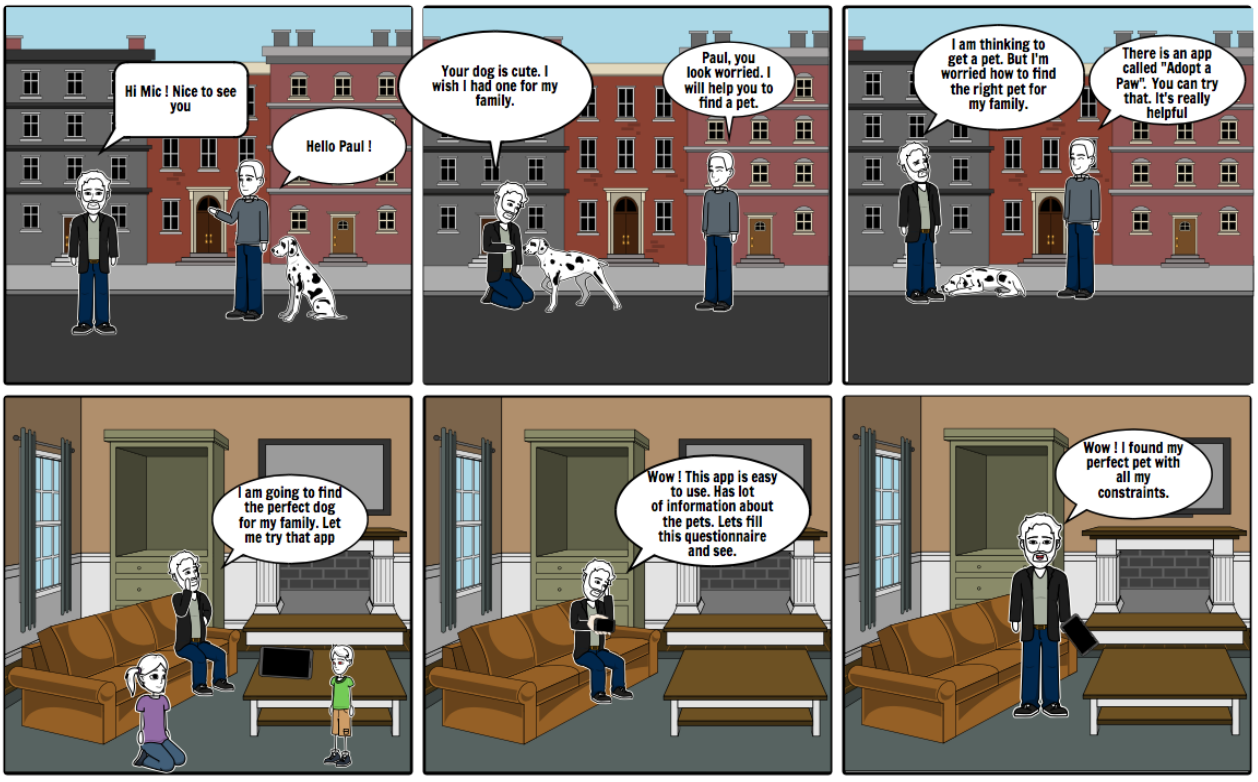
After doing our research we concluded that “Adopt a Paw” is a good fit for all first-time users that will want to be a first-time pet owner. Due to these users that are not familiar with the pet adoption process, or any of the risks that they might be dealing with soon. This app will allow first-time users to be informed of all the process that there is, how to take care of a pet, what requirements does this user need to have, and how much will be the cost of their pet in the long term. A successful experience for both pet owners and the pet will allow for better-matched adoptions and a well-educated pet owner. The bond that will be created between the pet owner and the pet will allow them to have a real home with the care and attention they need. The system will pull information from local shelters that will provide bios, stories, and medical information about pets that are up for adoption. The app will consist of several sections to help educate the user on the responsibilities, cost, and care for their new pet. This app will facilitate the ability to match the user with a pet that fits their personality and lifestyle. The goal for this app is to educate people, and help them understand the responsibilities and challenges of being a good pet owner, this will lower the chance of pet abandonment, and help those abandoned animals be adopted into good homes.

Phase 2: Conceptual Design Storyboards

Storyboard #1



Storyboard #2

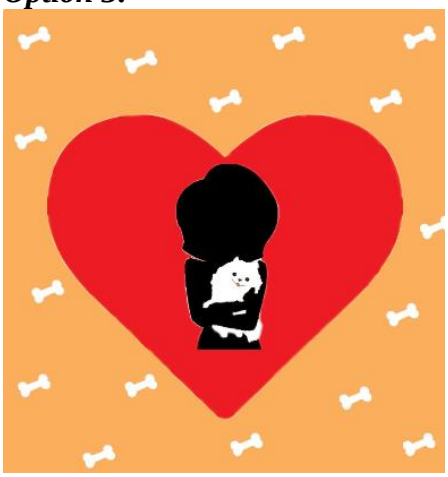


Logos that were created for the mobile application:

Option 1:

Option 2:

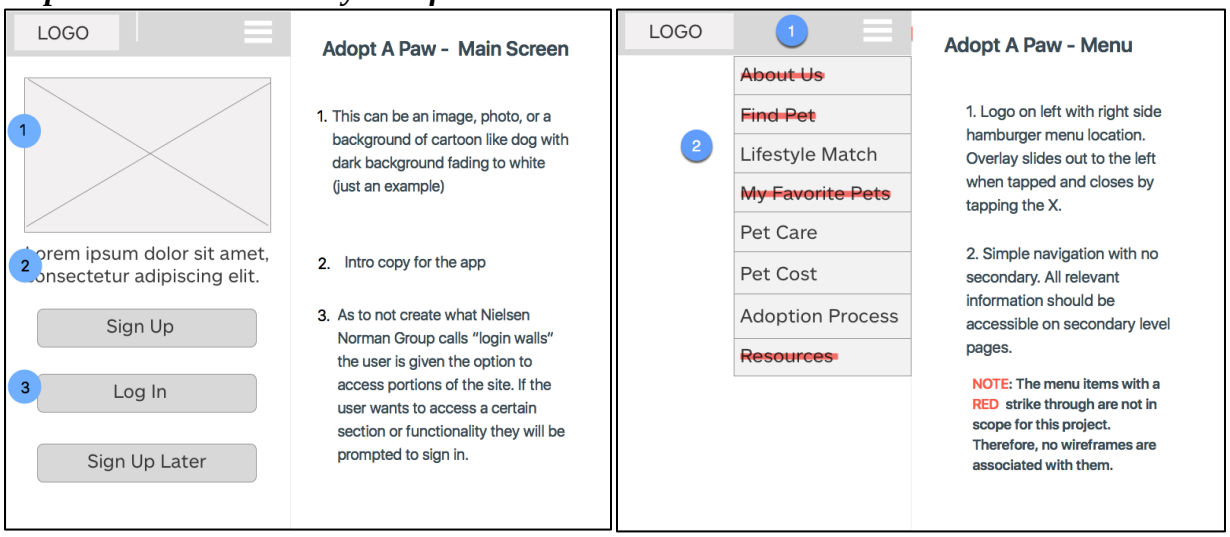
Option 3:

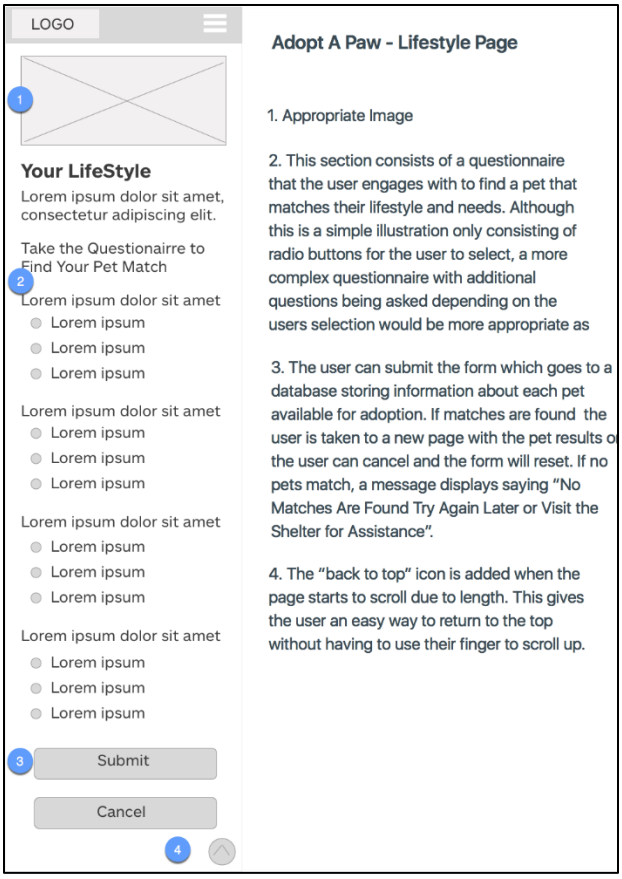


Phase 3: Intermediate Design Wireframes (low-fidelity)

The low fidelity wireframes created for the Adopt a Paw project used the T-Shaped approach for prototyping. This approach was selected to help understand the touchpoints users expressed during interviews. Creating a detailed prototype and conducting user testing will help solidify the design that will enable the user to have a pleasurable experience when adopting their pet.

Adopt A Paw - Low Fidelity Wireframes with Annotations:




LOGO
1
Your LifeStyle
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Take the Questionairre to Find Your Pet Match
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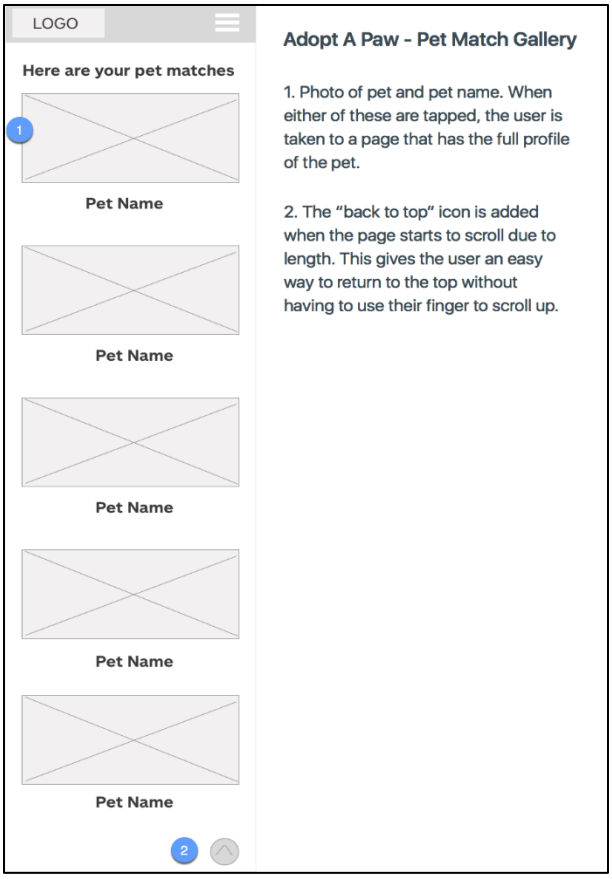
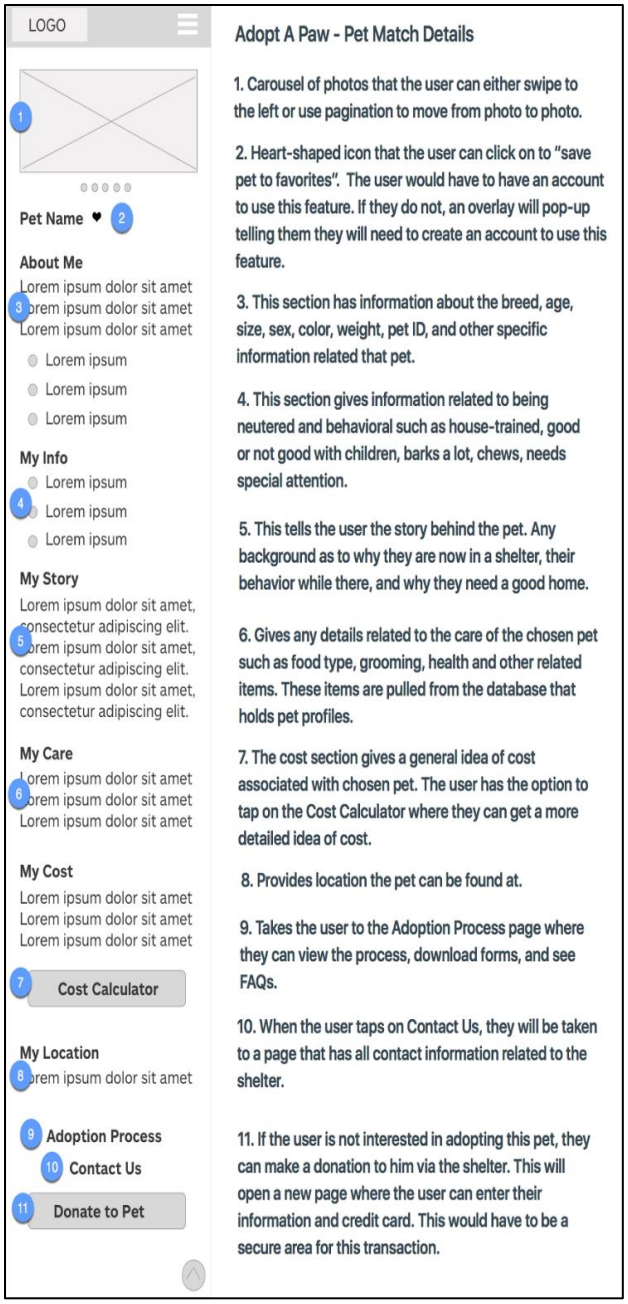
3
Submit
Cancel
4
Adopt A Paw - Lifestyle Page
1. Appropriate Image
2. This section consists of a questionnaire that the user engages with to find a pet that matches their lifestyle and needs. Although this is a simple illustration only consisting of radio buttons for the user to select, a more complex questionnaire with additional questions being asked depending on the users selection would be more appropriate as
3. The user can submit the form which goes to a database storing information about each pet available for adoption. If matches are found the user is taken to a new page with the pet results o the user can cancel and the form will reset. If no pets match, a message displays saying "No Matches Are Found Try Again Later or Visit the Shelter for Assistance".
4. The "back to top" icon is added when the page starts to scroll due to length. This gives the user an easy way to return to the top without having to use their finger to scroll up.


LOGO
Here are your pet matches
1
Pet Name
Pet Name
Pet Name
Pet Name
Pet Name
2
Adopt A Paw - Pet Match Gallery
1. Photo of pet and pet name. When either of these are tapped, the user is taken to a page that has the full profile of the pet.
2. The "back to top" icon is added when the page starts to scroll due to length. This gives the user an easy way to return to the top without having to use their finger to scroll up.


LOGO
1
Pet Name ♥ 2
About Me
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
3
Lorem ipsum
Lorem ipsum
Lorem ipsum
My Info
Lorem ipsum
Lorem ipsum
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4
My Story
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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5
My Care
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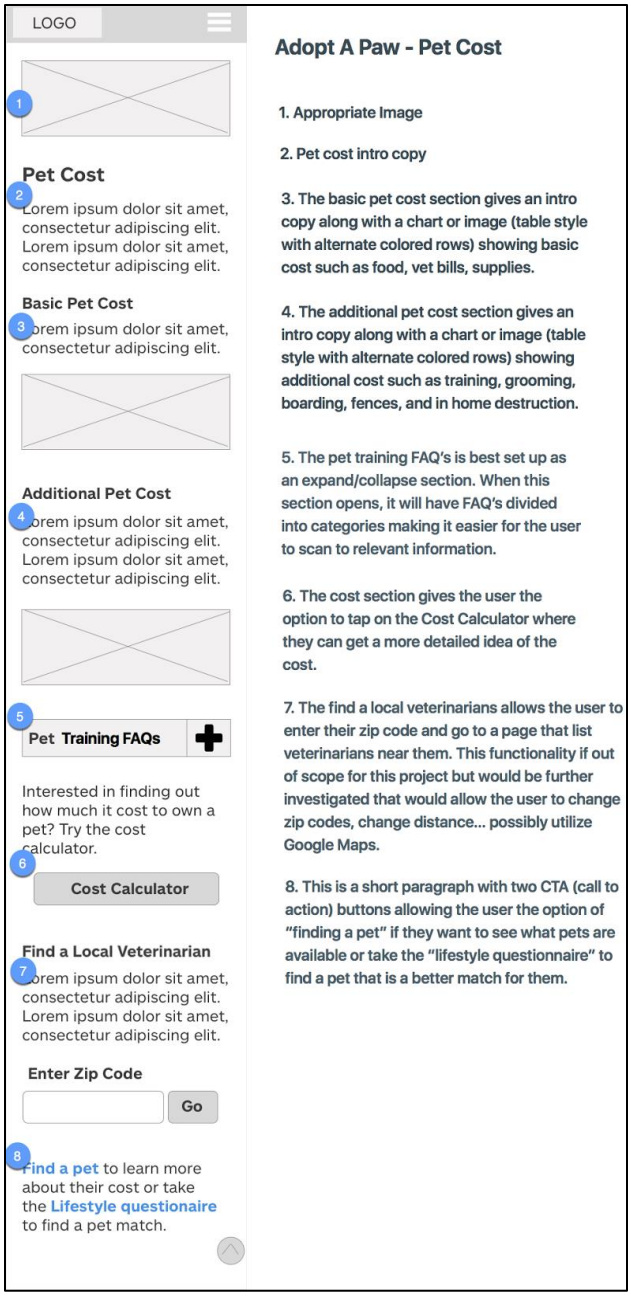
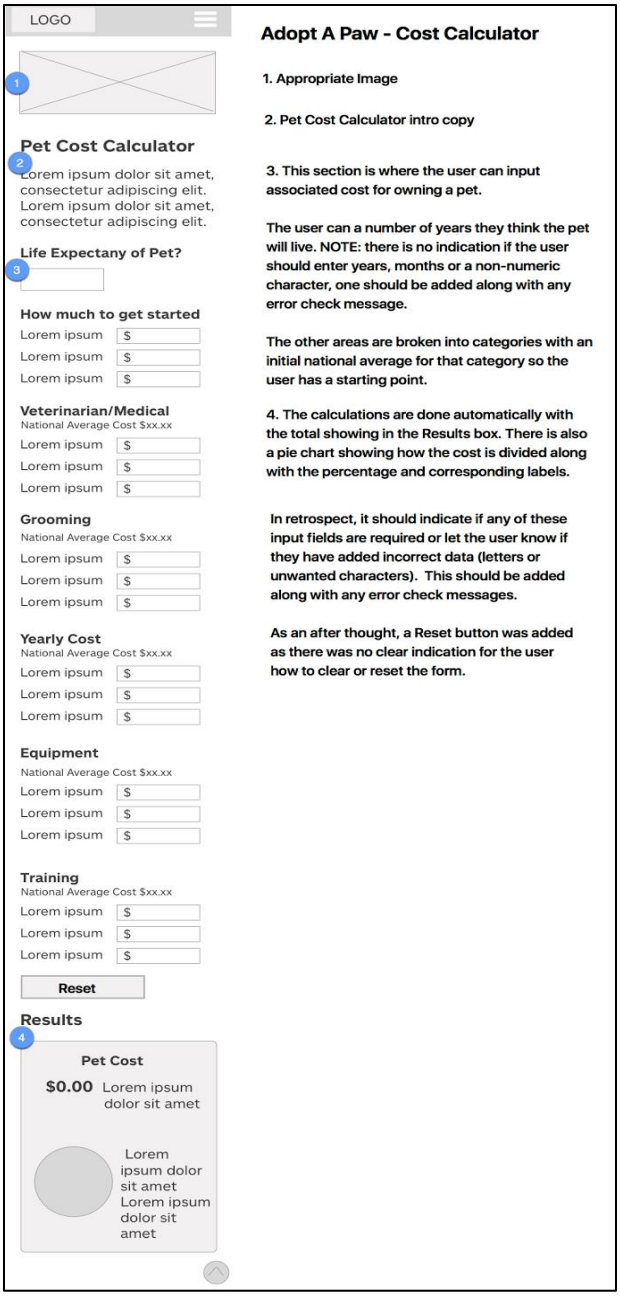
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
6
My Cost
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet
7
Cost Calculator
My Location
Lorem ipsum dolor sit amet
8
9
Adoption Process
10
Contact Us
11
Donate to Pet
Adopt A Paw - Pet Match Details
1. Carousel of photos that the user can either swipe to the left or use pagination to move from photo to photo.
2. Heart-shaped icon that the user can click on to "save pet to favorites". The user would have to have an account to use this feature. If they do not, an overlay will pop-up telling them they will need to create an account to use this feature.
3. This section has information about the breed, age, size, sex, color, weight, pet ID, and other specific information related that pet.
4. This section gives information related to being neutered and behavioral such as house-trained, good or not good with children, barks a lot, chews, needs special attention.
5. This tells the user the story behind the pet. Any background as to why they are now in a shelter, their behavior while there, and why they need a good home.
6. Gives any details related to the care of the chosen pet such as food type, grooming, health and other related items. These items are pulled from the database that holds pet profiles.
7. The cost section gives a general idea of cost associated with chosen pet. The user has the option to tap on the Cost Calculator where they can get a more detailed idea of cost.
8. Provides location the pet can be found at.
9. Takes the user to the Adoption Process page where they can view the process, download forms, and see FAQs.
10. When the user taps on Contact Us, they will be taken to a page that has all contact information related to the shelter.
11. If the user is not interested in adopting this pet, they can make a donation to him via the shelter. This will open a new page where the user can enter their information and credit card. This would have to be a secure area for this transaction.
LOGO
1
Pet Care
2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Pet Care Videos
3
Pet Care Basics
4
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
5
Pet Care FAQs
6
Pet Training FAQs
Pet Training Videos
7
8
Find a pet to learn more about their care or take the Lifestyle questionaire to find a pet match.
Interested in finding out how much it cost to own a pet? Try the cost calculator.
9
Cost Calculator
Adopt A Paw - Pet Care
1. Appropriate Image
2. Pet care intro copy
3. Videos related to pet care. Should have a "See More" under the last set so the user can tap and see more videos. Another possibility, not in scope, is when the user taps on "See More" they are taken to a different page dedicated to pet care videos set up in categories.
4. This section gives the user basic care information. In retrospect, this section might be better served as and expand/collapse with divided out sections of information.
5. The pet care FAQ's is best set up as an expand/collapse section. When this section opens, it will have FAQ's divided into categories making it easier for the user to scan to relevant information.
6. The pet training FAQ's is best set up as an expand/collapse section. When this section opens, it will have FAQ's divided into categories making it easier for the user to scan to relevant information.
7. Videos related to pet training. Should have a "See More" under the last set so the user can tap and see more videos. Another possibility, not in scope, is when the user taps on "See More" they are taken to a different page dedicated to pet training videos set up in categories.
8. This is a short paragraph with two CTA (call to action) buttons allowing the user the option of "finding a pet" if they just want to see what pets are available or take the "lifestyle questionnaire" to find a pet that is a better match for them.
9. The cost section gives a general idea of cost associated with chosen pet. The user has the option to tap on the Cost Calculator where they can get a more detailed idea of cost.


LOGO
1
Pet Cost
2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Basic Pet Cost
3
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Additional Pet Cost
4
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
5
Pet Training FAQs
Interested in finding out how much it cost to own a pet? Try the cost calculator.
6
Cost Calculator
Find a Local Veterinarian
7
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Enter Zip Code
Go
8
Find a pet to learn more about their cost or take the Lifestyle questionaire to find a pet match.
Adopt A Paw - Pet Cost
1. Appropriate Image
2. Pet cost intro copy
3. The basic pet cost section gives an intro copy along with a chart or image (table style with alternate colored rows) showing basic cost such as food, vet bills, supplies.
4. The additional pet cost section gives an intro copy along with a chart or image (table style with alternate colored rows) showing additional cost such as training, grooming, boarding, fences, and in home destruction.
5. The pet training FAQ's is best set up as an expand/collapse section. When this section opens, it will have FAQ's divided into categories making it easier for the user to scan to relevant information.
6. The cost section gives the user the option to tap on the Cost Calculator where they can get a more detailed idea of the cost.
7. The find a local veterinarians allows the user to enter their zip code and go to a page that list veterinarians near them. This functionality if out of scope for this project but would be further investigated that would allow the user to change zip codes, change distance... possibly utilize Google Maps.
8. This is a short paragraph with two CTA (call to action) buttons allowing the user the option of "finding a pet" if they want to see what pets are available or take the "lifestyle questionnaire" to find a pet that is a better match for them.


LOGO
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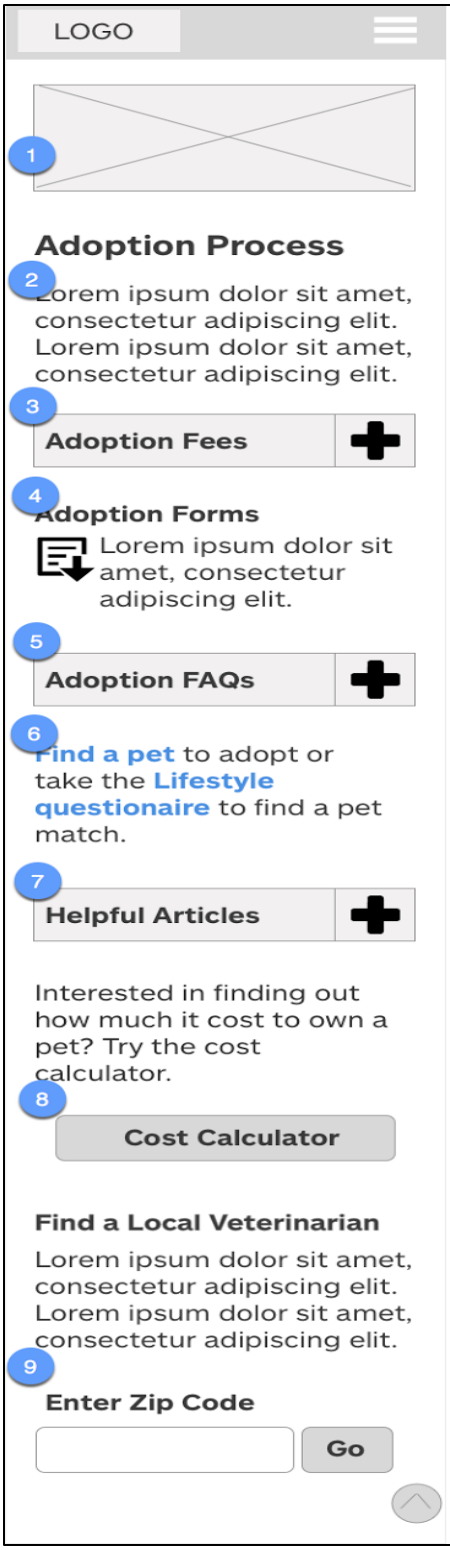
Pet Cost Calculator
2
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Life Expectany of Pet?
3
How much to get started
Lorem ipsum $
Lorem ipsum $
Lorem ipsum $
Veterinarian/Medical
National Average Cost $xx.xx
Lorem ipsum $
Lorem ipsum $
Lorem ipsum $
Grooming
National Average Cost $xx.xx
Lorem ipsum $
Lorem ipsum $
Lorem ipsum $
Yearly Cost
National Average Cost $xx.xx
Lorem ipsum $
Lorem ipsum $
Lorem ipsum $
Equipment
National Average Cost $xx.xx
Lorem ipsum $
Lorem ipsum $
Lorem ipsum $
Training
National Average Cost $xx.xx
Lorem ipsum $
Lorem ipsum $
Lorem ipsum $
Reset
Results
4
Pet Cost
$0.00 Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet
Adopt A Paw - Cost Calculator
1. Appropriate Image
2. Pet Cost Calculator intro copy
3. This section is where the user can input associated cost for owning a pet.
The user can a number of years they think the pet will live. NOTE: there is no indication if the user should enter years, months or a non-numeric character, one should be added along with any error check message.
The other areas are broken into categories with an initial national average for that category so the user has a starting point.
4. The calculations are done automatically with the total showing in the Results box. There is also a pie chart showing how the cost is divided along with the percentage and corresponding labels.
In retrospect, it should indicate if any of these input fields are required or let the user know if they have added incorrect data (letters or unwanted characters). This should be added along with any error check messages.
As an after thought, a Reset button was added as there was no clear indication for the user how to clear or reset the form.



Adopt A Paw - Adoption Process

1. Appropriate Image

2. Adoption Process intro copy

3. Adoption Fees is an expandable section that gives the user the fees for adopting adult vs. puppy and other fees associated with the adoption.

4. Adoption forms allows the user to download and print a copy of the forms. NOTE: This is assuming that the shelter doesn't take online applications or payment which is not in the scope of this project. It would need to be further researched if this was a value to the user and shelter before

5. The adoption FAQ's is best set up as an expand/collapse section. When this section opens, it will have FAQ's divided into categories making it easier for the user to scan to relevant information.

6. This is a short paragraph with two CTA (call to action) buttons allowing the user the option of "finding a pet" if they just want to see what pets are available or take the "lifestyle questionnaire" to find a pet that is a better match for them.

7. The helpful articles section is best set up as an expand/collapse section. When this section opens, it will have FAQ's divided into categories making it easier for the user to scan to relevant information.

8. The cost section gives the user the option to tap on the Cost Calculator where they can get a more detailed idea of the cost.

9. The find a local veterinarians allows the user to enter their zip code and go to a page that list veterinarians near them. This functionality if out of scope for this project but would be further investigated that would allow the user to change zip codes, change distance... possibly utilize Google Maps.

Adoption Process

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1

Adoption Fees −

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Adoption Forms

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Adoption FAQs +

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Find a pet to adopt or take the **Lifestyle questionaire** to find a pet match.

Helpful Articles +

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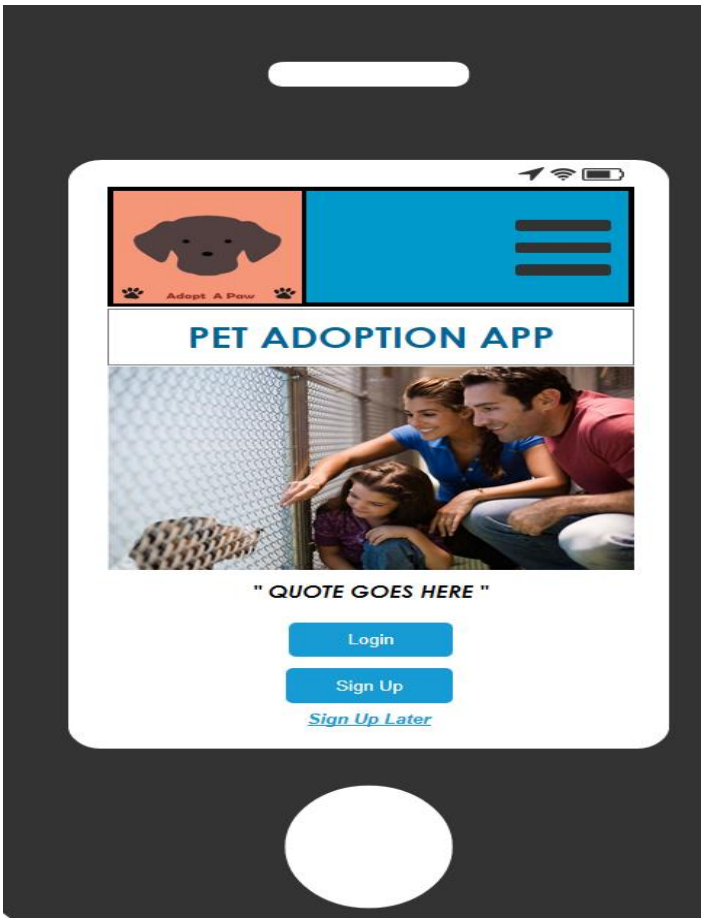
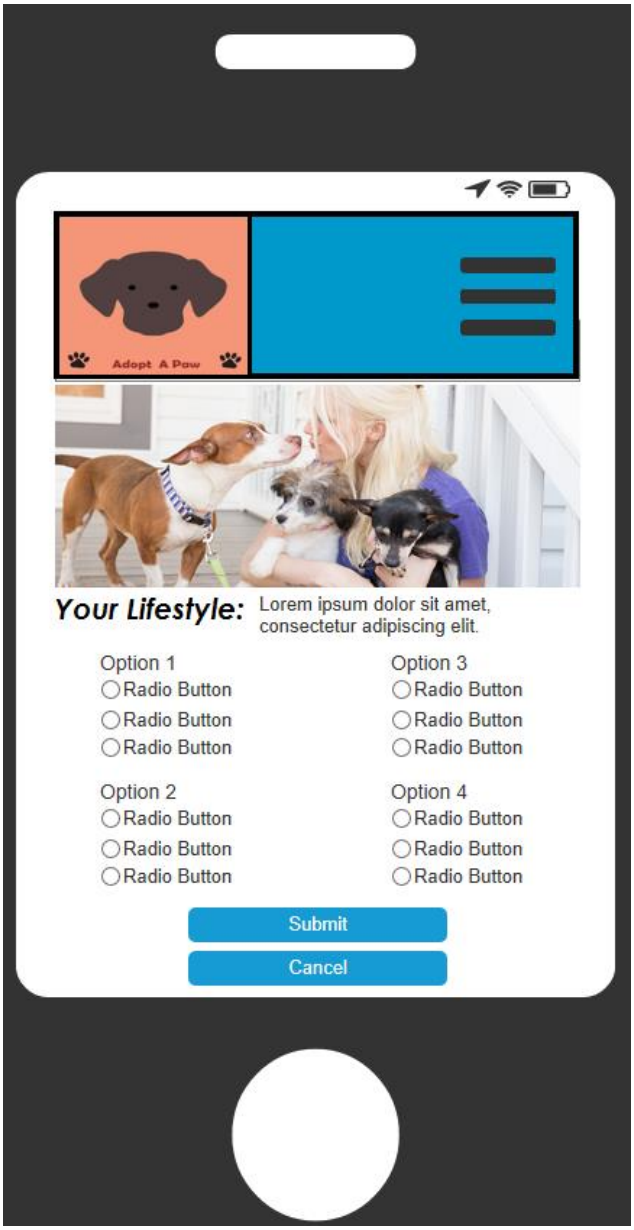
Adopt A Paw - Adoption Process Expanded

1. This is the expanded view that will allow the users access to additional information and reducing the amount of scrolling.

Phase 4: Detailed Design Wireframes

Mobile Application:




Adopt A Paw
Your Lifestyle:
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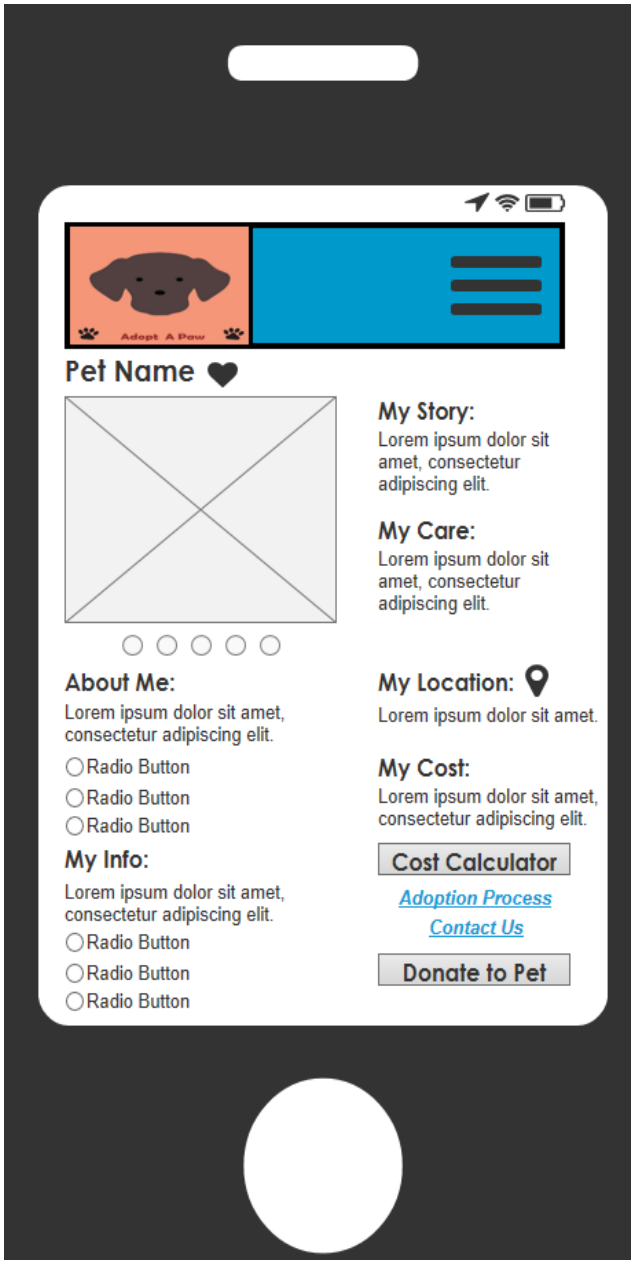
Option 1
Radio Button
Radio Button
Radio Button
Option 2
Radio Button
Radio Button
Radio Button
Option 3
Radio Button
Radio Button
Radio Button
Option 4
Radio Button
Radio Button
Radio Button
Submit
Cancel

Adopt A Paw
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


Adopt A Paw
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:
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Radio Button
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Radio Button
My Location:
Lorem ipsum dolor sit amet.
My Cost:
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Cost Calculator
Adoption Process
Contact Us
Donate to Pet

PET CARE
Pet Care FAQs
Pet Basics FAQs
Pet Care:
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Videos:
Pet Care Basics:
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Phase 5: Plan, Execution and Results

This heuristic evaluation was based off the low fidelity wireframes due to time restraints and are intended to scope out early issues with the app. Future recommendation would be to do another heuristic evaluation of the detailed prototypes later.

The following features were not in scope for this project:

- Creating an account
- Signing in/signing out
- Sign up later
- About Us
- Find Pet
- My Favorite Pets
- Resources

Visibility of system status

Appropriate feedback is given for touch points within the scope of this design. Every action or non-action will effectively give the user the current state of what is going on. A further analysis should be done when working prototypes are completed.

- Logo is meaningful, visible, and identifiable at all times
- An About Us section is available in the menu but label for Contact Us. There could and should be contact information in the About Us section and a link in the menu, on various pages and in the footer if applicable
- Load time that may affect the user's experience is not obtainable for this evaluation

Match between system and the real world

Unfortunately, content was not created for this project.

- All content, terms, labels, and actionable items are/will be written in a way that keeps with standard use regarding pet adoption and items related to cost and care of pets. Unfortunately, content was not created for this project and therefore not applicable at this time.

- Icons are concrete and familiar
- Menu items are logical and fit into categories that are readily understandable
- System will automatically enter dollar sign and decimals

User control and freedom

- The user has the ability to navigate using various options such as the menu toggle (hamburger), call to action buttons and links throughout the app.
- The Lifestyle page has a form for the user to fill out allowing them to cancel or submit the form. However, there is no indication of the amount or type of questions the user will encounter or if any if them are required in order to submit the form. Also, no indication how the user will receive feedback after they submit the form. At the moment, it looks as though they are taken to a page with pet matches but there is nothing that indicates that to the user.
- There is a similar issue on the cost calculator page where there is no clear indication that a user needs to be required to fill out every field. According to the comps, the calculation is done automatically without a submit button.

Consistency and standards

Unfortunately, content was not created for this project and detailed prototype not available. Further evaluation should be revisited next iteration.

- Wording used will be consistent throughout the app and any situations that might differ will have explanations or instructions for the user
- Apps goals are well defined and deliver look and feel that corresponds with goals of app
- Users can switch orientation with no issues
- All data fields are labeled appropriately and appear either to the left or above the field
- Menu structure and names match across the app

Error Prevention

No clear error prevention is indicated in wireframe but suggestions are in annotations.

- Menu choices are logical and distinctive
- There are no system warnings for the user if they are about to make an error such as entering the wrong data type in data field
- No indication of constraints to amount of characters allowed in data field

Recognition rather than recall

All objects, actions and options will have clear labels or instructions.

- The plus icon users recognize as expand/collapse. Users have experience with this and know that they will find more information if tapped upon. Expand/collapse allows for relevant information to be available to the user without taking up a lot of real estate.
- When a page is long and requires an excess amount of scrolling, an arrow icon (page up) allows the user to tap and be taken back to the top of the page
- On the Adoption Process page the use of a document download icon is used to give the user a visual clue as to the purpose of that element
- Data entry fields are not clearly marked as optional or required

Flexibility and efficiency of use

- At this time a search was not in scope for this project. A further analysis would need to be done to determine the usefulness of a search for this particular app.
- The links within the app are clearly indicate where the user is and link to related content relevant to the topic

Aesthetic and minimalist design:

Wireframes being evaluated are showing a minimalist design and should be re-evaluated with detailed prototype.

- Labels are clearly defined, brief, familiar, and descriptive allowing the user to navigate between similar topics.
- Layout is clearly designed to avoid visual noise adding icons and imagery where appropriate

- Carousel on Pet Detail page can be swiped or pagination can be tapped to move back and forth between images
- No indication if user is able to make image larger by tapping
- Thumbnails of videos might be too small for user to distinguish, avoid 2:2 and stack video clips
- Add textual description to video so users know what video is about
- All icon use is relevant to the context in which they are used
- Navigation is designed to be accessible at all times and is only one layer deep making for a simplistic design

Help users recognize, diagnose, and recover from errors

There are no clear error messages indicated in the wireframes at this time. Annotations have suggested areas that may be in need of error messages. These areas relate to input errors in a form fields found on the Lifestyle questionnaire and Cost Calculator. Error messages should be incorporated and displayed in language that will be understandable by the majority. It will also give the user options on how to recover from issue.

Help and documentation

There isn't a formal help document but instead specific sections have FAQs related to the topics of that area. For example, there are FAQs found in Pet Care, Pet Cost, and Adoption Process section. These allow the user to find general information without having to leave the app and search elsewhere. A help document or FAQs related to the systems functions should be implemented in the next iteration and will more than likely be located in the footer along with a contact us section.

Skills

The system supports both novice and expert users. Those who just want information to those who want to find a pet match and use the "favorites" as a way if selecting a pet.

Pleasurable and respectful interaction with user

- Typing requirements are minimal for question interfaces
- User only has to enter zip code and system calculates list in their area
- System does not correct typos or offer corrections

Privacy

No privacy issues at this time. If app is further developed to include creating an account and selecting favorite pets to view later, then appropriate privacy settings will be applied.

Problem Severity Analysis

Minor issues were found due to evaluating the low fidelity wireframes. All issues can be resolved with very little effort but will have a great impact for the user when addressed.

Ranking	Problem	Solution
Medium	No indication of the amount or type of questions the user will encounter	Build out final questions and type for next iteration
Medium	Data entry fields are not clearly marked as optional or required	Add asterisks to required data fields
Low	No indication of constraints to amount of characters allowed in data field	Indicate above data fields any character restraints so the user is aware
Medium	There are no system warnings for the user if they are about to make an error such as entering the wrong data type in data field	Add this functionality to requirements documentation
Medium	There are no clear error messages indicated in throughout the wireframes	Add error messages where appropriate
Low	System does not correct typos or offer corrections	Add this to functionality requirements
Low	No indication if user is able to make image larger by tapping	Use of Icon or text to give user indication that they can view a larger image and/or make images full width for mobile
Medium	Thumbnails of videos might be too small for user to distinguish, avoid 2:2 and stack video clips	Stack videos and change to 2:2 for landscape orientation
Low	Add textual description to video and images so users know what video is about	Add descriptions to videos and images

Phase 6: Structured Evaluation Test Plan

PARTICIPANT SELECTION

Our participants is the people who are first-time pet owner, we will choose different user group base on the ability to use smartphone.(High, medium, low) We will include 3 participants per subgroup.

[Task 1] I am interesting on adopting a pet. It would be great to find a pet that can matches my lifestyle.

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Subjective Evaluation Questions

1. Do you find this task is hard or easy?
2. Do you think the Lifestyle Match section is useful?
3. Do you think the questionnaire is clear and make sense?
4. When you are answering the questionnaire, is there any difficulties?
5. Is it easy to view your match pet result, is there all the information that you need?
6. Is there clear information about where should you go next to adopt your match pet?
7. Are you satisfied about your match pet result?
8. Is there anything else you think should add in this section?

[Task 2] I want to know things about how much it will cost to have a pet. I want to make a quick calculation to have a starting point to know about the range.

Subjective Evaluation Questions

1. Do you find this task is hard or easy?
2. Do you think the Pet Cost section is useful?
3. Do you think the Cost Calculator section is useful?
4. Do you have any problem when you are using cost calculator?
5. Are you satisfied with the function that you can know the range of having a pet cost?
6. Is it easy to find the information you need?
7. Is there anything else you think should add in this section?

[Task 3] I want to know things about take care of a pet, like pet training or where to find a nearby veterinarian.

Subjective Evaluation Questions

1. Do you find this task is hard or easy?
2. Do you think the Pet Care section is useful?
3. Do you think the Pet Training area is useful?
4. Do you have any trouble watching the video?
5. Do you have any problem entering the Zip code to find a nearby veterinarian.
6. Do you think finding a nearby veterinarian is useful?

7. Is it easy to find the information you need?
8. Is there anything else you think should add in this section?

[Task 4] I really want to know things about how do people adopt pet from the shelter, where should I go to know better?

Subjective Evaluation Questions

1. Do you find this task is hard or easy?
2. Do you think the Adoption Process is useful?
3. Is the information clear to contact the shelter?
4. Is it easy to find the information you need?
5. Is there anything else you think should add in this section?

Test materials

Pre-test Questionnaires

Please note, your information will *not* be sold or used for marketing purpose. It is for research use only!

1. Name:
2. Gender: ▢ Male ▢Female
3. Age group: ▢<18 ▢18-22 ▢23-30 ▢31-44 ▢45+
4. Education: ▢High School ▢Undergraduate ▢Masters ▢Doctorate
5. Do you have a smartphone: ▢Yes ▢No
6. How often do you use your smartphone:
   ▢<1 hour ▢1-3 hours ▢<3 hours
7. Usually, what do you do when you spend time on your smartphone?

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8. Do you have a pet before? ▢Yes ▢No
9. Could we contact you after the test if we have problem?
   If so, please provide your e-mail address.

Rating sheets

			Strongly agree						Strongly disagree		
			1	2	3	4	5	6	7		NA
1	Overall, I am satisfied with how easy it is to use this system.		O	O	O	O	O	O	O		O
2	It was simple to use this system.		O	O	O	O	O	O	O		O
3	I was able to complete the tasks and scenarios quickly using this system.		O	O	O	O	O	O	O		O
4	I felt comfortable using this system.		O	O	O	O	O	O	O		O
5	It was easy to learn to use this system.		O	O	O	O	O	O	O		O
6	I believe I could become productive quickly using this system.		O	O	O	O	O	O	O		O
7	The system gave error messages that clearly told me how to fix problems.		O	O	O	O	O	O	O		O
8	Whenever I made a mistake using the system, I could recover easily and quickly.		O	O	O	O	O	O	O		O
9	The information (such as online help, on-screen messages and other documentation) provided with this system was clear.		O	O	O	O	O	O	O		O
10	It was easy to find the information I needed.		O	O	O	O	O	O	O		O
11	The information was effective in helping me complete the tasks and scenarios.		O	O	O	O	O	O	O		O
12	The organization of information on the system screens was clear.		O	O	O	O	O	O	O		O
13	The interface* of this system was pleasant.		O	O	O	O	O	O	O		O
14	I liked using the interface of this system.		O	O	O	O	O	O	O		O
15	This system has all the functions and capabilities I expect it to have.		O	O	O	O	O	O	O		O
16	Overall, I am satisfied with this system.		O	O	O	O	O	O	O		O