

# UX Design And Development: Adoptio

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Designing for social good

# Project overview



## The product:

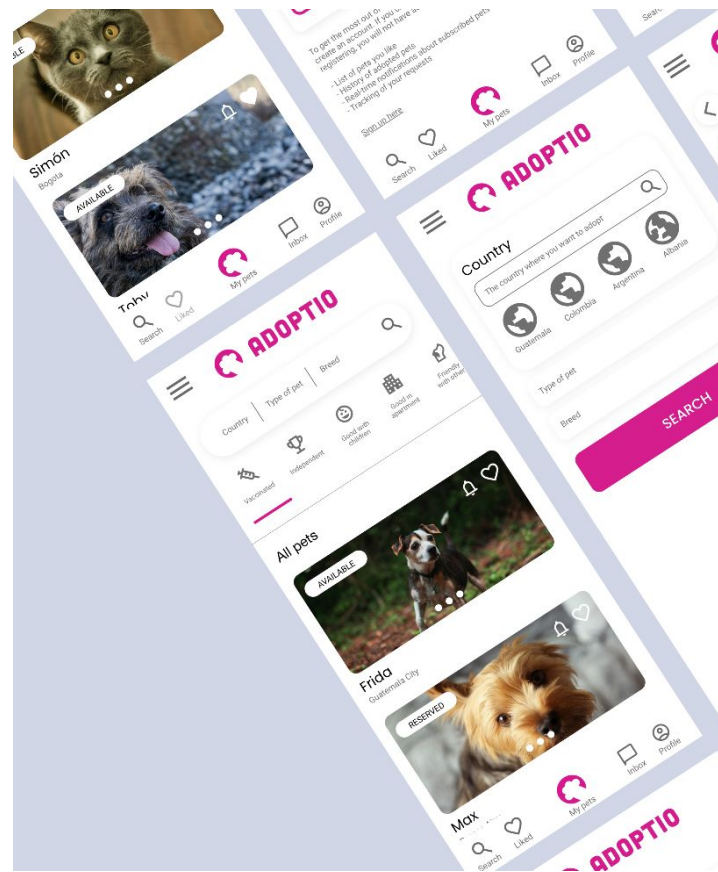
Adoptio is a web application that allows users in developing countries to adopt a pet from their mobile devices.



## Project duration:

1 month

December 2nd, 2024 - January 2nd, 2025



# Project overview



## The problem:

Pet lovers in developing countries lack accessible platforms for adopting pets, leaving many animals without homes.



## The goal:

Create an intuitive app that simplifies adoption, increases accessibility, and improves animal welfare.

# Project overview



## My role:

UX Designer And Developer



## Responsibilities:

- Conduct user research
- Identify pain points
- Ideate solutions
- Create wireframes
- Conduct usability testing
- Build prototypes
- Develop in React



# User research: summary



Research highlighted the scale of the stray pet crisis in countries like Colombia, Guatemala, and Albania, where overpopulation is a significant issue. Surveys revealed that most users found the lack of accessible adoption platforms a barrier, while interviews uncovered frustrations with delays in response, lack of pet information, and insufficient updates regarding the availability of pets.

These insights shaped Adoptio's user-centered design to simplify adoption and promote responsible pet ownership.

# User research: pain points

1

## Pain point

Slow responses when adopting through social media or online platforms.

2

## Pain point

The welfare of the animals post-adoption.

3

## Pain point

When adoption listings don't show real-time availability.

4

## Pain point

Long delays in responding messages when contacting adoption centers through social media.

# Persona: **Andrea**

## Problem statement:

Adopting is more than giving a home; it's giving love, hope, and a second chance to those who need it most.



**Maria**

**Age:** 35

**Education:** Teacher

**Hometown:** Bogota

**Family:** Married with 2 kids

**Occupation:** Teacher

*"Adopting is more than giving a home; it's giving love, hope, and a second chance to those who need it most."*

## Goals

- To adopt pets responsibly and ensure they receive the love and care they need.

## Frustrations

- Slow responses when adopting through social media or online platforms.
- The welfare of the animals post-adoption.

Maria, a 35 year-old mom, married with two kids. A teacher by heart. She is deeply moved by the plight of abandoned animals. She sees adopting pets as a way to provide a loving home and to teach her children compassion. She believes every animal, regardless of age, size, or breed, deserves a chance at a better life.



# User journey map

The user feels optimistic and enthusiastic when applying for a loan. We want to prevent them from experiencing anxiety or concern by ensuring they are informed at all times and that the application is secure and easy to use.

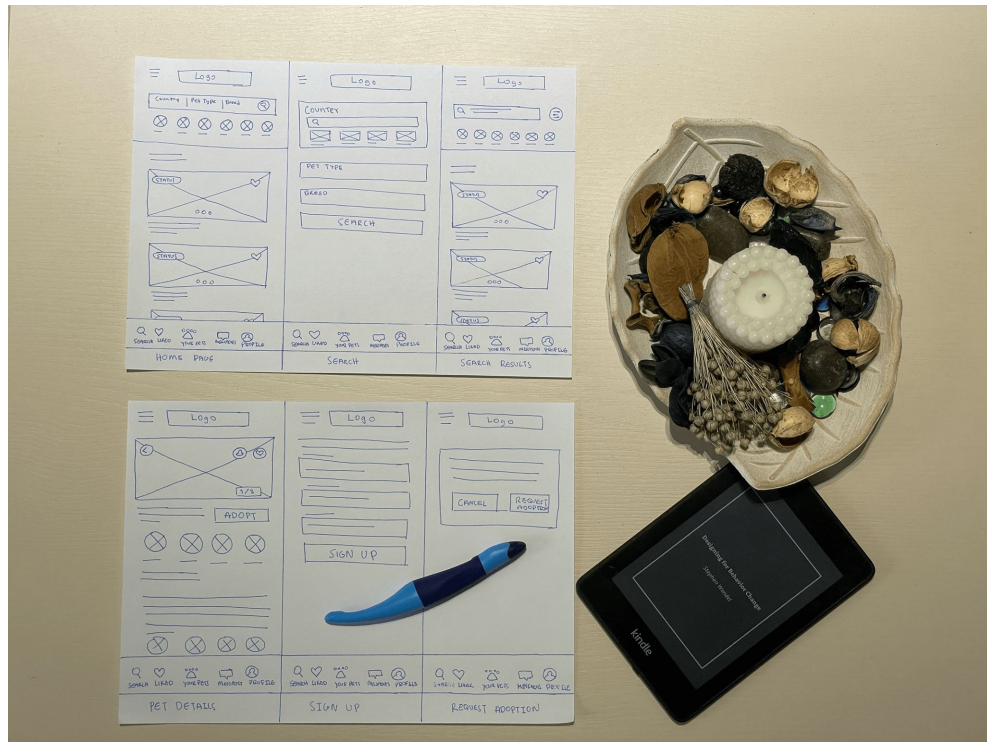
ACTION	Type the URL of the app	Create an account	Browse for pets	Apply for adoption	Pick-up his new family member
TASK LIST	A. Open a web browser. B. Enter or paste the link to the application.	A. Enter username B. Enter email C. Create password	A. Select country B. Select type of pet C. Browse different pets available	A. Provide required information B. Pay the fee to the shelter C. Submit the application	A. Receive a confirmation B. Go to the shelter C. Bring the new pet back to it's family
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Committed</li><li>Optimistic</li></ul>	<ul style="list-style-type: none"><li>Impatient</li><li>Excited</li></ul>	<ul style="list-style-type: none"><li>Sad</li><li>Lonely</li><li>Selfish</li></ul>	<ul style="list-style-type: none"><li>Excited</li><li>Responsible</li></ul>	<ul style="list-style-type: none"><li>Happy</li><li>Loving</li><li>Fulfilled</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Providing a direct link ensures the client can easily access</li></ul>	<ul style="list-style-type: none"><li>Suggest a username</li><li>Suggest a password</li></ul>	<ul style="list-style-type: none"><li>Provide a "Remember search" option</li></ul>	<ul style="list-style-type: none"><li>Make the application process adequate to ensure a good fit.</li></ul>	<ul style="list-style-type: none"><li>Keep the client updated at every stage of their application.</li></ul>

# Starting the design

- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

# Paper wireframes

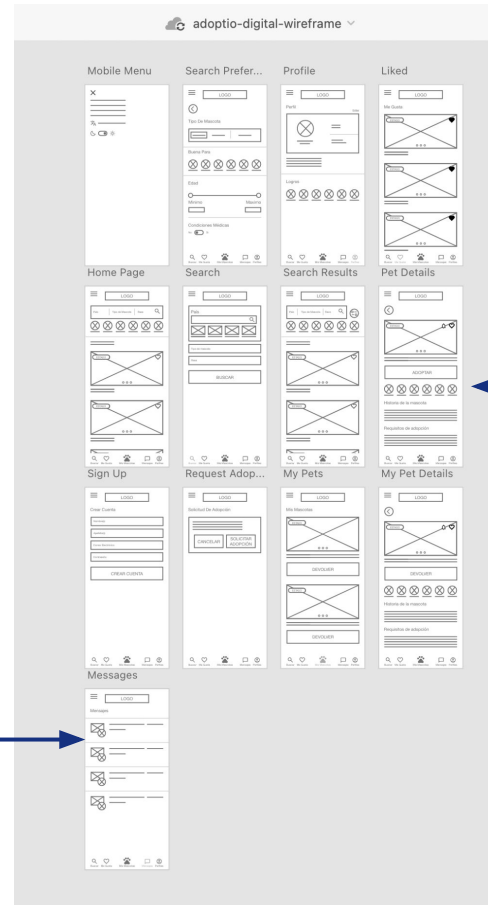
The design process began with paper wireframes, as they are a quick and cost-effective way to generate user-centered ideas. The user was placed at the core of the strategy, focusing on developing solutions to address their problems and pain points.



# Digital wireframes

With the user's needs always in focus, the wireframes were digitized, developing specific strategies to address the identified pain points.

A messaging feature was added to facilitate the communication with Adoption Centers.

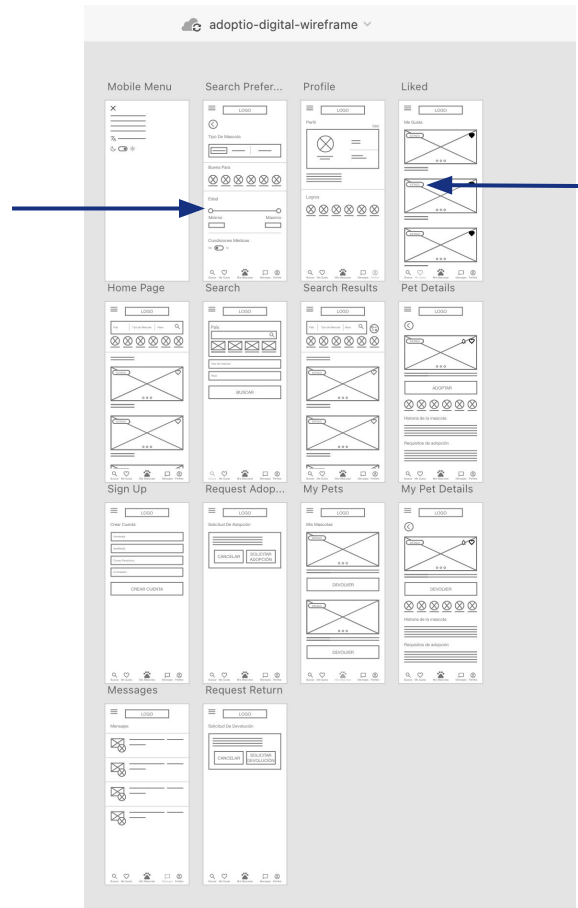


Visible characteristics of each pet to enhance the user experience.

# Digital wireframes

The resolution of user pain points was prioritized: clear pet characteristics display, easy communication, and live updates regarding the pet's availability.

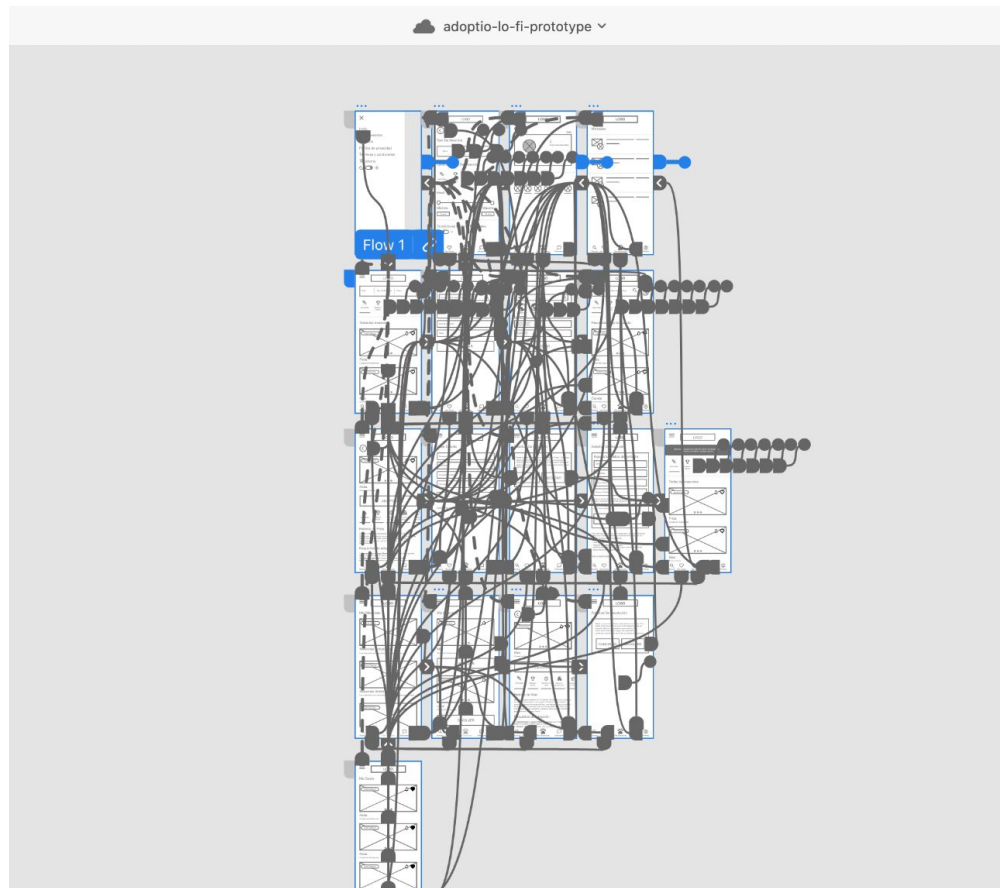
A search option was added to filter pets by characteristics, age, breed, and special conditions.



A "Status" bubble was included on top of every pet to make it easier for the user to know the pet's availability.

# Low-Fidelity Prototype

The low-fidelity prototype was created with a user-centered focus. This process allowed for visualizing the basic structure of the interface, prioritizing simplicity and ease of use.



# Usability study: findings

A remote usability study was conducted with five participants from various regions to evaluate the ease of use and effectiveness of Adoptio in addressing user needs.

## First round findings

- 1 Users wanted more options to contact the Adoption Center directly.
- 2 Participants suggested more filters for pet characteristics, such as the amount of hair or maintenance required.

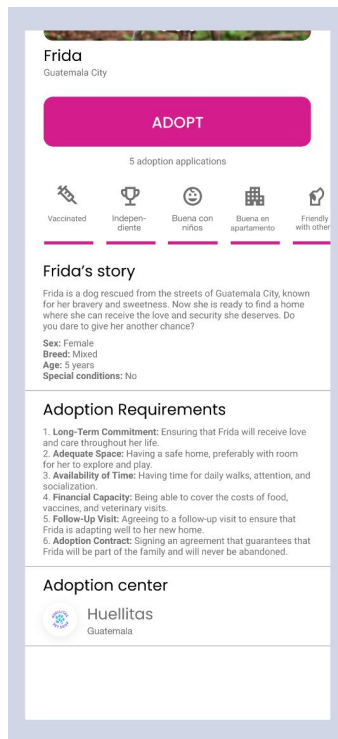




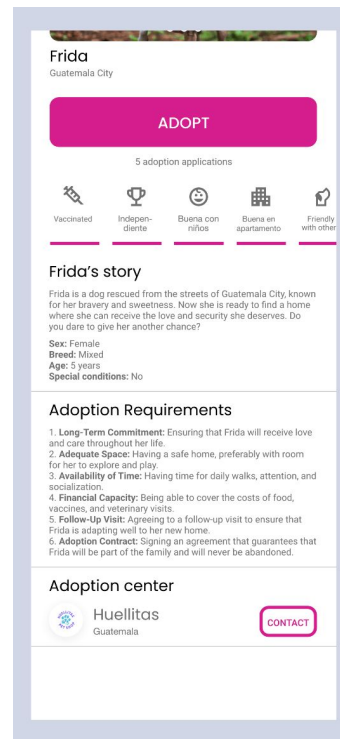
# Mockups

Given that the usability study revealed users wanted more options to contact Adoption Centers, a button was added inside each pet's description to facilitate communication and improve the user experience.

## Before usability study



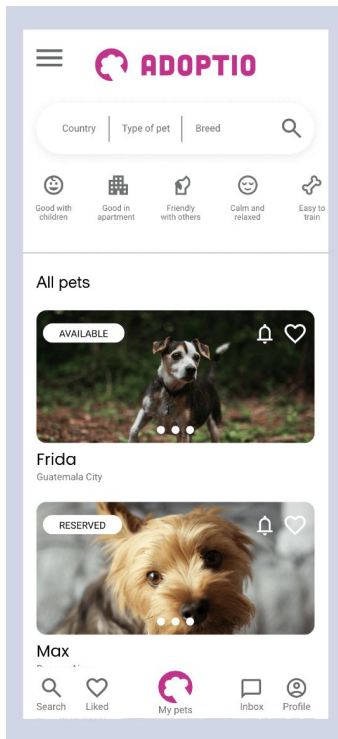
## After usability study



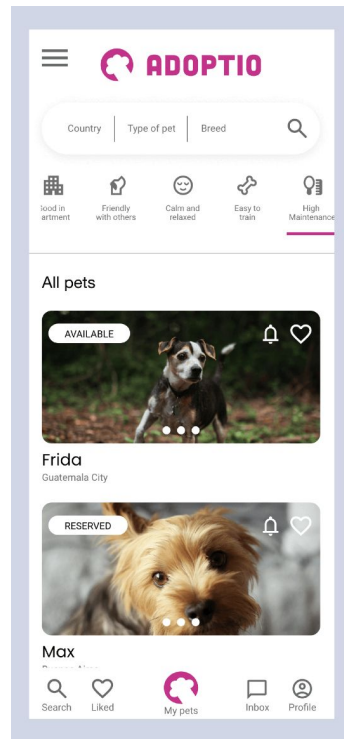
# Mockups

Given that the usability study revealed users wanted more pet characteristics in the filter options to understand how much maintenance a pet required, a “High maintenance” filter option was added to improve the user experience.

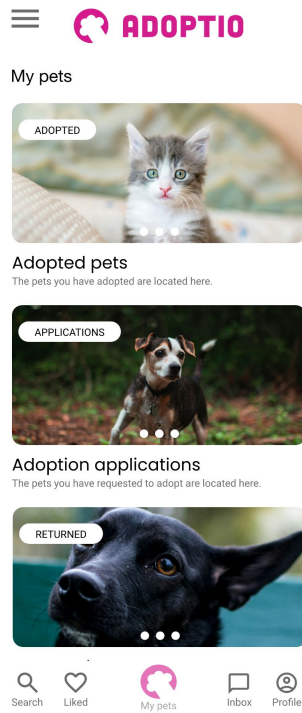
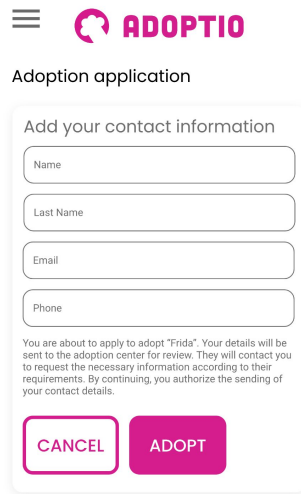
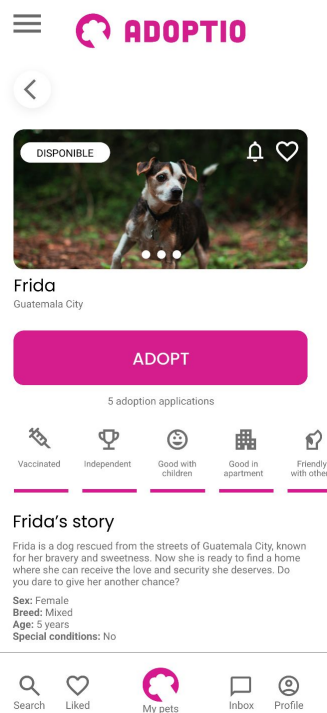
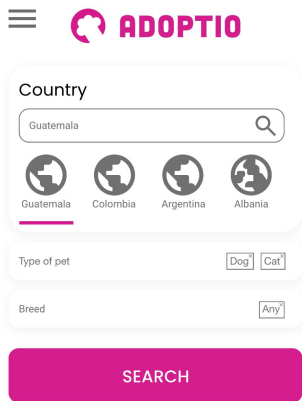
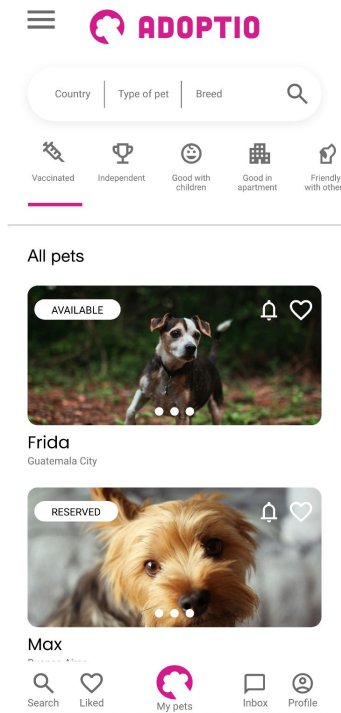
Before usability study



After usability study

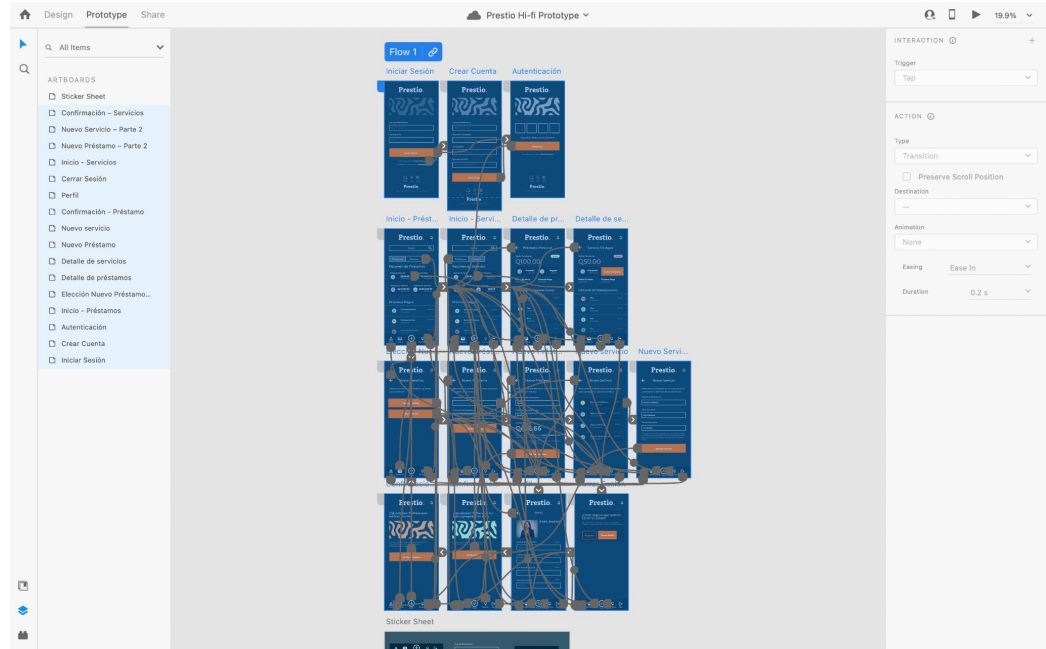


# Mockups



# High-Fidelity Prototype On Adobe XD

[\[Link to the high-fidelity  
prototype on Adobe XD\]](#)



# Accessibility considerations

1

To prioritize accessibility, the app interface includes options to toggle between languages, making it more inclusive for users in different regions.

2

A light and dark mode feature was implemented to accommodate those sensitive to screen brightness.

3

Additionally, prominent headers and alternative text (alt) for images were added to ensure compatibility with screen readers, improving the experience for visually impaired users.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Adoptio has the potential to significantly impact animal welfare by helping thousands of stray pets find loving homes. In Guatemala, with over 1 million stray animals, Colombia, with 900,000 strays, and Albania, where stray dogs are a visible issue, the app could facilitate the adoption of at least 10,000 pets annually.



## What I learned:

This project taught me the importance of deeply understanding user needs, such as the desire for a streamlined, accessible, and transparent adoption process. User research highlighted that building trust and providing clear, intuitive solutions are key to creating meaningful and impactful user experiences.

# Next steps

1

The next step is to bring Adoptio to life, connecting more pets with loving families and addressing the adoption gap in developing countries.

2

I plan to design and prototype features suggested during the usability study, such as post-adoption photo uploads and a social media-style feed.

3

I will conduct additional user and usability studies with Adoption Centers to create a complementary back-end app that streamlines their workflows.



# Let's connect!



Adoptio represents more than just a design project—it's a tool that has the potential to transform lives by connecting pets with loving families, addressing a critical need in developing countries. This experience taught me the value of combining user-centered design with social impact, and how thoughtful research and usability can drive meaningful change. If you'd like to discuss this project or future opportunities, feel free to contact me at [hello@uxrodrigo.com](mailto:hello@uxrodrigo.com).

Thank you very much!