

Right Meow

Rose Mormino



Project overview



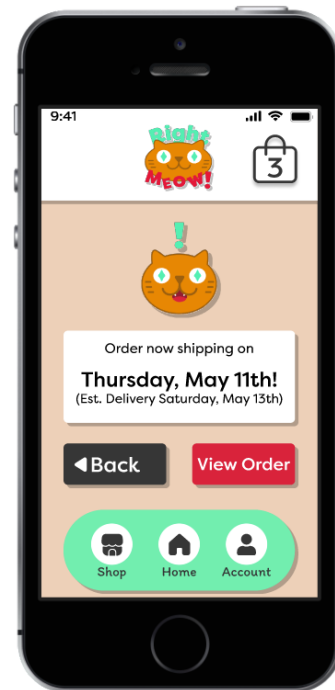
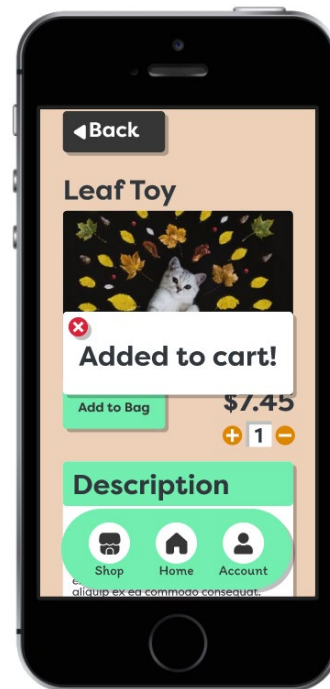
The product:

Right Meow! offers a quick and easy way to view and manage your cat food subscription orders.



Project duration:

June 19th 2023 through July 17th 2023



Project overview



The problem:

Cat owners with busy work and personal schedules want a simple way to get their cats food other items they need without spending too much time going to stores or figuring out their orders on their phones.



The goal:

To allow users to quickly and easily check and modify their subscription orders to save them time and hassle.

Project overview



My role:

UX researcher, UX designer, and Graphic Designer.



Responsibilities:

I was responsible for the creation of this app from start to finish—creating personas, user journey maps, user stories, user flows, problem statements, goal statements, competitive audits, storyboards, wireframes, low-fidelity and high-fidelity prototypes. In addition, I selected the branding elements including the typeface, color palette, and logo.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



My user research included creating two personas to capture different types of potential app users.

By creating diverse personas with distinct needs, it was easier to empathize with the users and identify potential pain points. With these personas I created user stories, problem statements and user journey maps.

For further research, I conducted a thorough competitive audit of four direct and indirect competitors. Through analysis I was able to determine what they were doing well and what they could improve on—and apply that to Right Meow!

User research: pain points

1

Can't Find Order

Oftentimes order information is hidden deep in menus and difficult for users to locate. By placing it in an easily accessible place, users won't get frustrated.

2

Unable to Change Order

After placing an order, it is difficult and sometimes impossible for users to change their orders. This app makes it easy and intuitive to change the content of the order and the ship date.

3

Having to go to many stores

Users have to go to multiple brick-and-mortar stores to get all of their essentials. With this app, users are able to get all of their cat's needs in one place.

4

Over-complicated apps

With too many products for different kinds of pets or apps that railroad you into subscribing, users can get easily frustrated. Right Meow! enables users to easily manage their orders without pressure or hassle.

Persona: Ricardo G

Problem statement:

Ricardo G is a Teacher and a father with a packed schedule who needs to be able to make and check orders on the go because they want to prioritize time with their family.



Ricardo G.

Age: 45

Education: MS

Hometown: Des Moines, Iowa

Family: Partner, 1 child

Occupation: Science teacher

"Let's go, Maria! We've got a 30 minute drive and I want to miss the traffic!"

Goals

- They want to be able to track and manage their order on-the-go
- They want to quickly find the info they need
- They want to be able to contact if they need help

Frustrations

- Incorrect or late orders
- Slow-loading pages when they have low connectivity
- Having a hard time navigating the app

Ricardo works days and their partner works evenings. Twice a week they have to take their child to gymnastics practice in the next town over, and even when they aren't at work, they still have papers and projects to grade. Their personal time is very precious and always full, so they don't have time to waste.

User journey map

It was interesting to break down a simple task into all its steps but doing so allows you to see all the decisions that must be made to complete it.

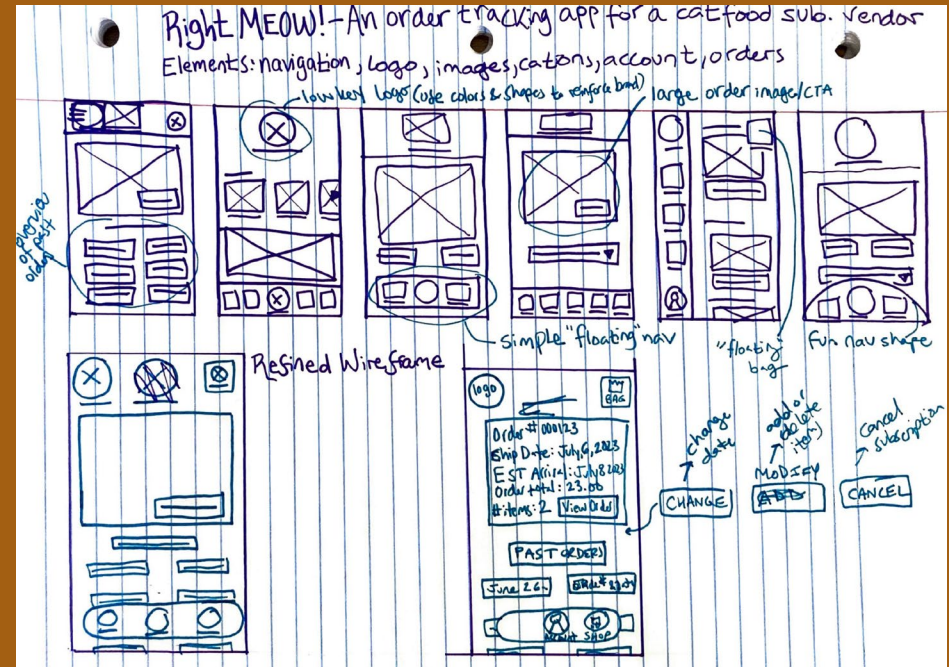
Persona: Ricardo G

Goal: A quick and simple way to get pet food/supplies.

ACTION	Compare Different Cat Foods	Pick a Store	Go to the Store	Buy the Cat Food	Give Cat the Food
TASK LIST	Tasks A. Research on forums different diets and type of cat foods B. Call their vet for recommendations C. See what is available at stores nearby	Tasks A. Find stores that carry their chosen cat food B. Compare prices of the food at different stores C. Find the closest store to their house	Tasks A. Drive to the chosen store B. Go through the aisle trying to find the right food C. Grab the last bag on the shelf	Tasks A. Go to checkout B. Wait in line C. Show the cashier their loyalty card D. Pay with cash, check, or card	Tasks A. Carry the heavy bag inside B. Transfer it to the storage container C. Feed it to their cat D. Hope their cat likes it
EMOTIONS	Overwhelmed by options, confused by conflicting reviews, shocked at prices	Frustrated that only a few stores carry the food, happy they were able to find one nearby that sells it fairly cheap, disappointed that the store doesn't carry other pet products they like	Annoyed with the traffic, confused by the store layout, glad they were able to get the last bag	Bored waiting in line, satisfied that they are earning points for discounts, embarrassed because they left their wallet at home	Exhausted from having to move the large bag back and forth, relieved their storage container perfectly fits the amount of food in the bag, surprised their cat likes the food
IMPROVEMENT OPPORTUNITIES	Create an app where they can easily compare different foods and filter results based on age of cat, health, etc.	Show a price comparison in-app to the average grocery store price, offer a variety of add-on products to fill all pet-owners' needs	Organize products into intuitive categories, show if stock of product is getting low and estimated restock date	Offer a loyalty program, offer subscription & tracking so they don't have to go to the store, offer several payment options at checkout	Offer delivery to the front door, sell cat food storage containers in a range of sizes, offer sample packs of a variety of cat foods, allow user to easily change the food brand in their subscription

Paper wireframes

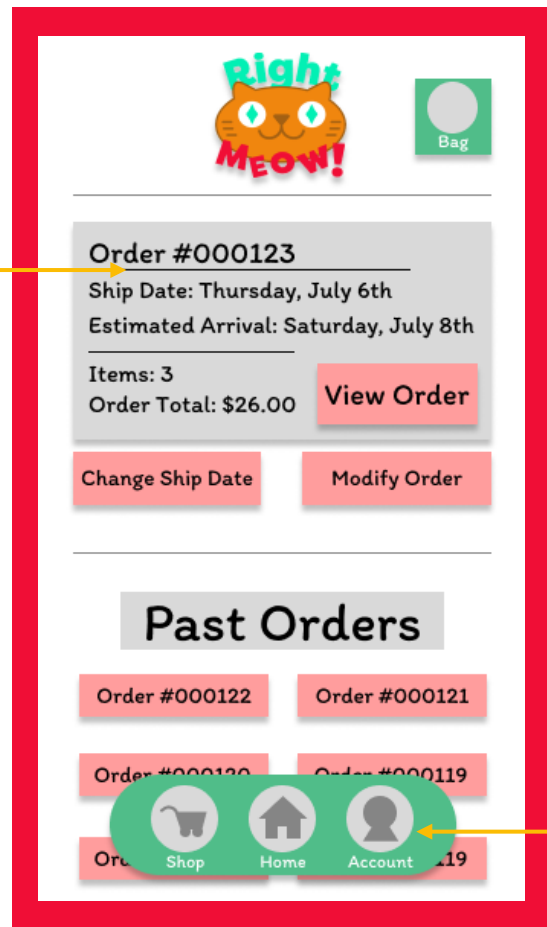
After analyzing competition, seeing what was done well and poorly by other companies, it was simple to quickly iterate different wireframes. Writing the required components at the top of the page helped guide my iterations.



Digital wireframes

I am very comfortable with digital design programs, so going from paper to digital wireframes was very fluid. I feel like creating paper wireframes first really does save a lot of time—instead of jumping straight into a digital wireframing program.

The home screen of the app is the current order so that the user can easily access and modify their order



The menu floats above the page so it is always accessible

Digital wireframes

My wireframes were slightly more fleshed out than strictly necessary—having already created the logo I decided to implement it in the wireframe. Using colors also helped me easily visually distinguish different components, as opposed to sticking just to black, white, and grey.

Constant header to easily access homepage and bag.



Large buttons and clear sections so user can easily find items they need

Low-fidelity prototype

FIGMA - Low Fidelity Prototype



Usability study: findings

I conducted peer-based usability testing for my low fidelity prototype. I posted my prototype onto my class's forum, requesting peer feedback.

Round 1 findings

- 1 Log-in and account creation pages
- 2 Properly linking navigation buttons to pages
- 3 Attention to detail—making sure all the buttons are spaced properly etc.

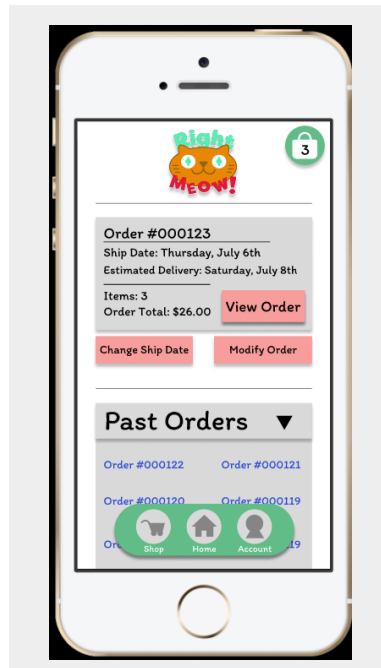
Round 2 findings

- 1 Thoughtful transitions created a more enjoyable app experience
- 2 Attention to detail – making sure color is consistent across similar elements
- 3 Making sure the prototype settings are the same for each similar element

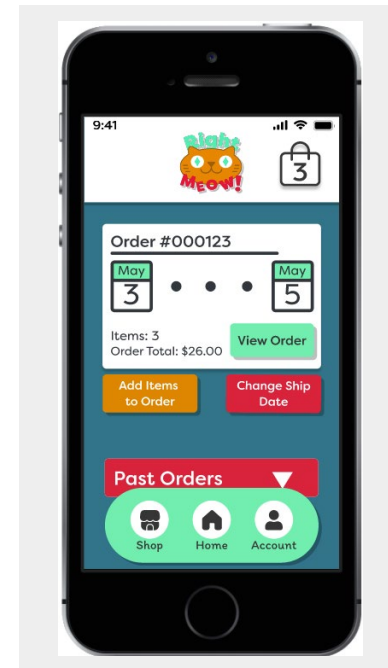
Mockups

The first image is from after the first round of usability testing. Between the first and second rounds, I adjusted the past orders format from individual buttons to an accordion menu with links.

Before usability study



After usability study

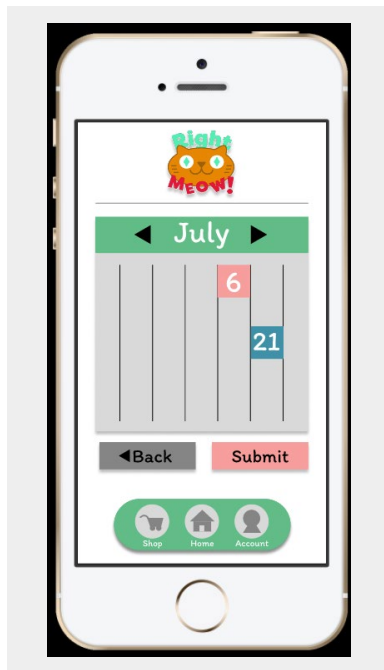


Mockups

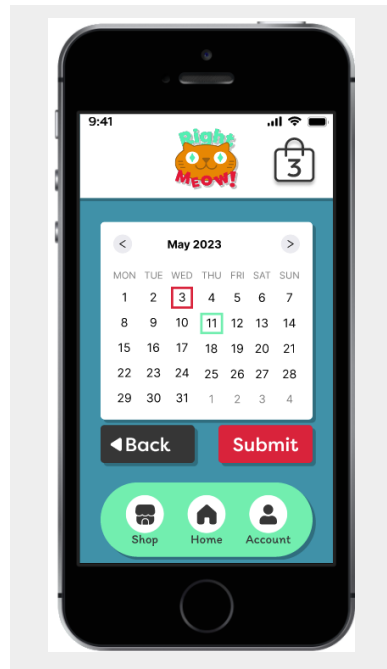
The first prototype has a simple stand-in calendar and lacked a link to the shopping bag.

I added in the shopping bag and a more representative calendar. The buttons were also made larger, increased to a 48px height.

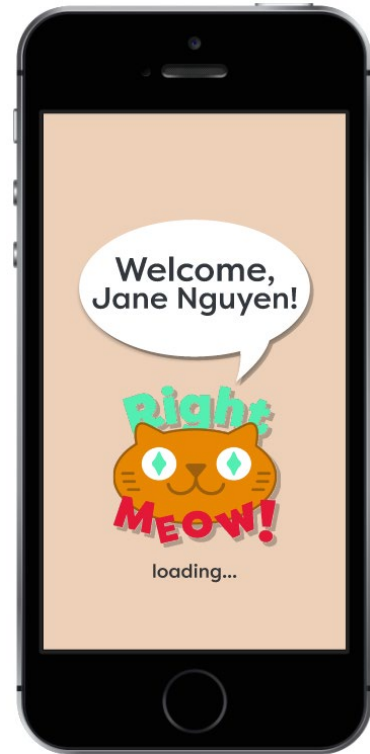
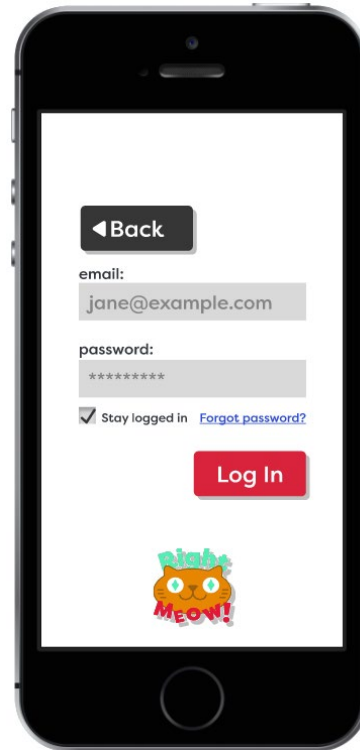
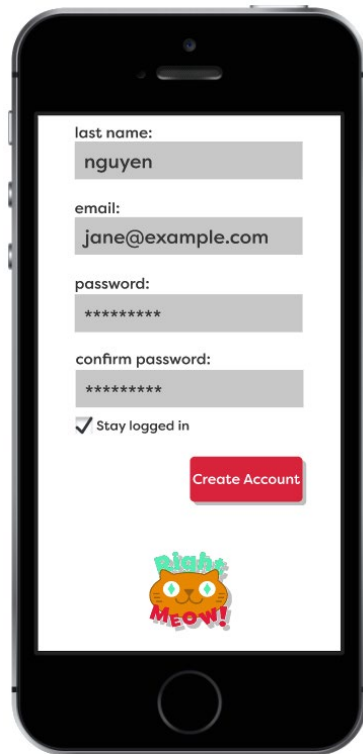
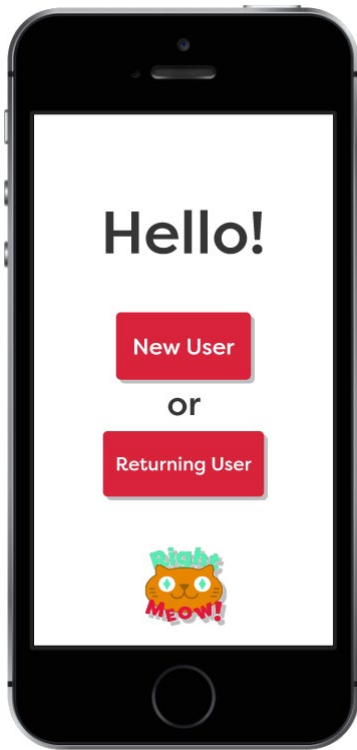
Before usability study



After usability study

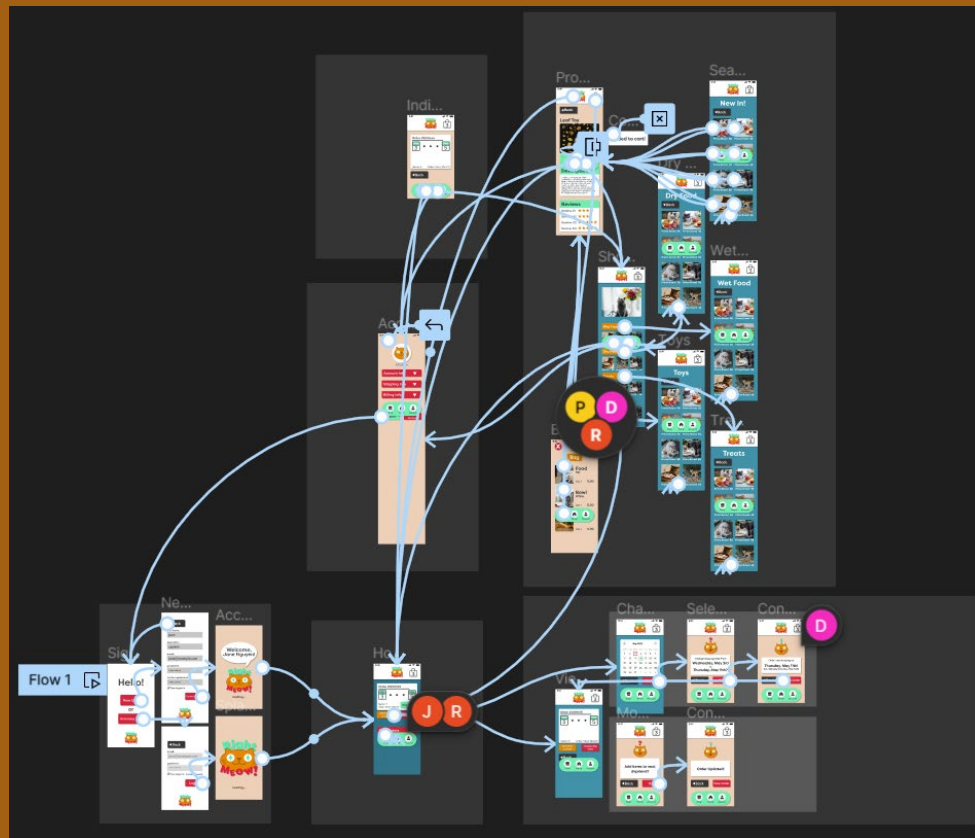


Mockups



High-fidelity prototype

[Figma - High Fidelity Prototype](#)



Accessibility considerations

1

When creating a colors for the brand, I checked my chosen color palette for contrast to ensure that it was color-blind friendly.

2

Using FIGMA plug-ins, I checked that the colors within the app had sufficient contrast so that people with impaired vision could easily see the different app elements, such as text and buttons.

3

I created buttons, icons, and text links that were large enough to accomodate individuals with larger fingers or limited mobility. The buttons and icons are all at least 48px by 48px.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Overall, the feedback I received for my prototypes was very positive. I received good feedback regarding my transitions, color choice, and page organization.

“I was able to very easily complete your assigned task with all links working. I also really like the transitions you've used. It creates a really polished feel”

-D.A.



What I learned:

I was able to walk through most of the UX design process with this project—from user research to prototypes. I gained first-hand knowledge that conducting thorough research, creating paper wireframes and prototypes, and constant feedback is crucial to an efficient and smooth UX design process.

Next steps

1

Further usability testing with a wider audience.

The feedback I have received has been useful in improving my design, but only from one type of tester—UX design students! Testing with the general public may uncover simple design choices or flow flaws that we have not considered.

2

Refining the color palette and its usage. While I thoughtfully selected the colors for the project, I did not spend as much time as I should have choosing how and when to use certain colors.

Doing so will help improve the logic and usability of the app.

3

Creating a splash-screen animation. Applying my animation skills to this project will increase the realism of the prototype.

There are several microinteractions within the app that could use custom animations as well, and will increase the users' joy when using the app.

Citations

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Thank you!