

# Customizable Pet Food App Usability Study

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Shubham Singh

# Project overview



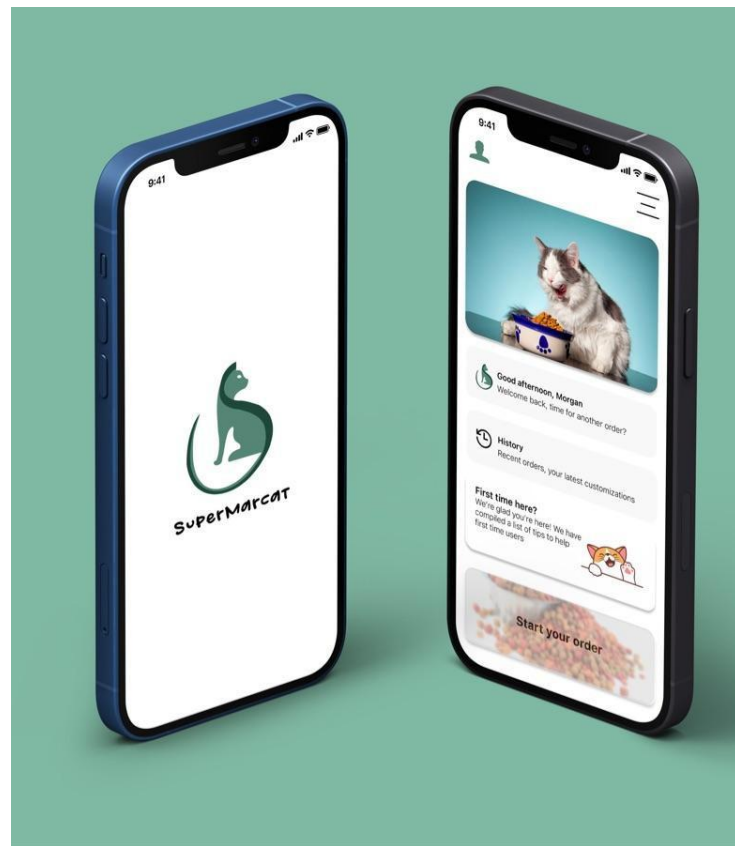
## The product:

Supermarcat is a pet food app that lets users customize cat food. It is targeted at users who want convenience as well as the ability to control what their pets are eating with a few simple taps.



## Project duration:

December 2022 - February 2023



# Project overview



## The problem:

There are no customizable pet food options for animals who require a certain diet.



## The goal:

Our goal is to give the user full control of what their pet eats all while being on your mobile phone.

# Project overview



## My role:

UX researcher and designer



## Responsibilities:

User and secondary research, wireframing, prototyping, personas, and journey maps

# Understanding the user

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

# User research: summary



I conducted user interviews, used surveys, and produced empathy maps to better understand the users for whom I am developing. Pet owners with pets with special nutritional demands were identified as a main user group through research.

The user group confirmed original assumptions regarding possible consumers of a customised pet food app, but research also demonstrated that specific dietary demands were not the primary driving force behind this concept.

Other user issues included time constraints, convenience, a lack of transparency, trouble ordering online, and product uncertainty.

# User research: pain points

1

## Pain point

There are no options for pet owners who have allergic pets to omit certain harmful ingredients.

2

## Pain point

Working adults are too busy to spend going to the store to buy pet food.

3

## Pain point

Ordering online can be difficult and unclear what you are purchasing.

4

## Pain point

There is no other option besides buying expensive bags of food only for your pet to not eat it.

# Persona: Mia

## Problem statement:

Mia is a doctor who needs the convenience of ordering pet food off of her mobile phone because she has a very busy schedule and wants to maximize her free time.



Mia

**Age:** 39

**Education:** Doctoral Degree

**Hometown:** Salem, MA, USA

**Family:** Married, 2 cats

**Occupation:** Doctor

*"I have a very hectic lifestyle so I need the convenience of ordering my cat's food online."*

## Goals

- To be able to quickly and efficiently order pet food off of her mobile phone.
- Finding an organic customizable pet food option.

## Frustrations

- Her job is very demanding so I have less time to spend with my cats.
- Worried about the quality of the food she is feeding her cats.

Mia is a 39-year-old doctor from Salem, MA. She is married to her partner and they share 2 middle aged cats, Luna and Lucy. Her lifestyle as a doctor is very hectic so she doesn't have a lot of time to devote to picking out their food. She likes the convenience of ordering pet food online, but is worried about the quality of the pet food since so many brands are getting recalled. She wants to be able to choose exactly what her cats are eating, but is unaware of any options.



# Persona: Phillip

## Problem statement:

Phillip is a concerned pet owner who needs to be able to customize his pet's food because his cat is allergic to several things.



Phillip

**Age:** 24

**Education:** Bachelor's Degree

**Hometown:** Raleigh, NC, USA

**Family:** Single, 1 cat

**Occupation:** Librarian

*"I spend a lot of time researching pet food and only want the best for my cat."*

## Goals

- To be able to fully customize what goes into his cat's food.
- Feeding his cat high quality food he can feel good about.

## Frustrations

- My pet is allergic to so much and there are so few options.
- There is not enough transparency on pet food labels.

Phillip is a 24-year-old Librarian from Raleigh and fresh out of college. He lives alone with his cat, Waffles. He spends a lot of time researching pet food and only wants the best for his cat. He is frustrated because his cat is picky and he hates having to buy huge bags with the possibility of his cat not liking it. He prefers shopping in store, but they frequently are out of stock of his preferred organic pet food forcing him to shop online. He likes the idea of being able to customize his cat's food to cater to their allergies.

# User journey map

Mapping Phillip's user journey revealed how helpful it would be for users to have access to a dedicated customizable pet food app.

## Persona: Phillip

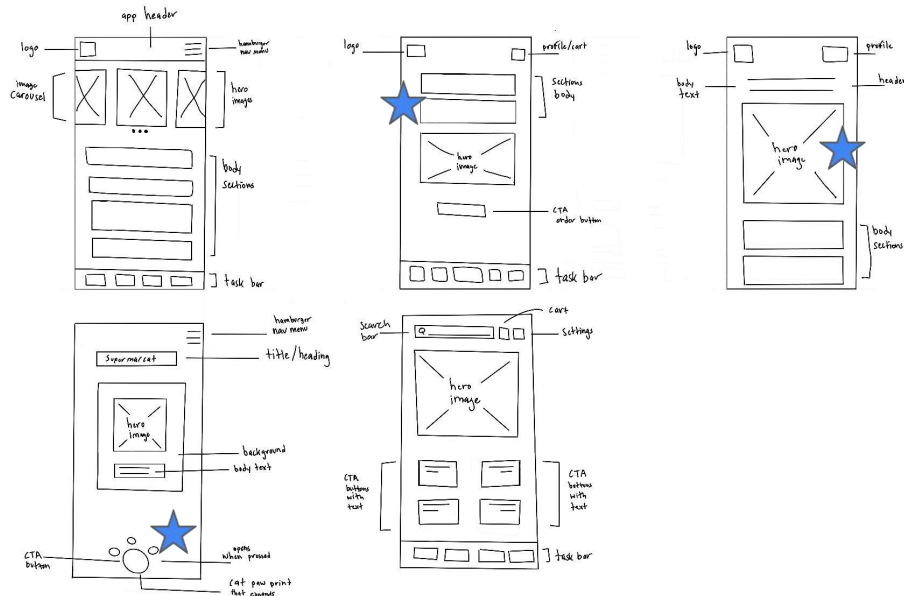
Goal: To be able to feed my cat the best possible food.

ACTION	Researching Pet Food	Download App	Customizing Order	Placing Order	Receiving Order
<b>TASK LIST</b>	Tasks A. Open internet B. Research organic pet food C. Decide on the type of food	Tasks A. Locate phone B. Open app store C. Download app	Tasks A. Open app B. Customize Order C. Review order	Tasks A. Confirm order B. Provide payment C. Receive email confirmation	Tasks A. Food comes in the mail B. Inspect food C. Give food to pet
<b>FEELING ADJECTIVE</b>	Disappointed there are no options to customize pet food. Excited to find something new.	Overwhelmed with options.	Anxious about getting the order right.	Appreciates the email confirmation with the order information. Eager to get the food in the mail.	Meticulously checking the food. Excited to feed the custom food to their pet.
<b>IMPROVEMENT OPPORTUNITIES</b>	The addition of a website as well as a mobile app might be beneficial.	Optimize search results in the app store.	A subscription based model that provides a discount.	A clear and simple checkout. Provide an option for feedback at checkout.	Include a rewards program.



# Paper wireframes

Taking the time to create paper iterations of each app screen ensured that the parts that made it to digital wireframes were well-suited to solve customer pain points. To help consumers save time, I focused on a quick and easy home screen purchase experience.



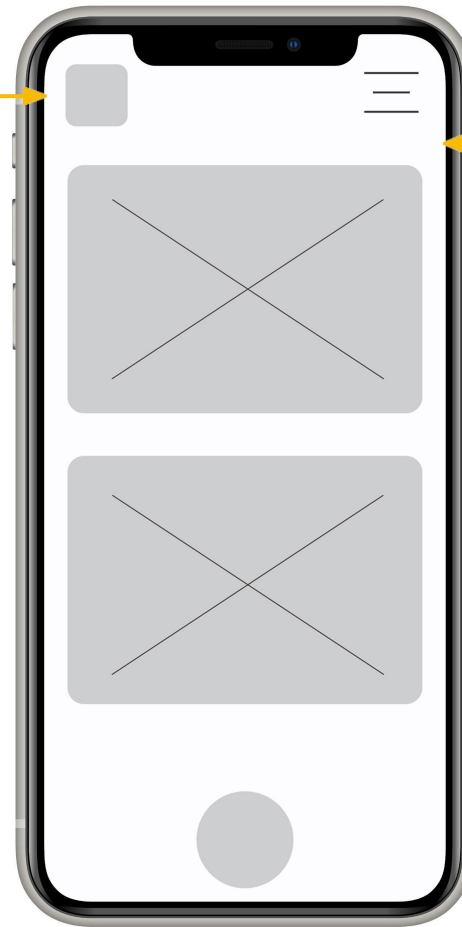
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from user research.

This button provides a convenient way to access profile information.

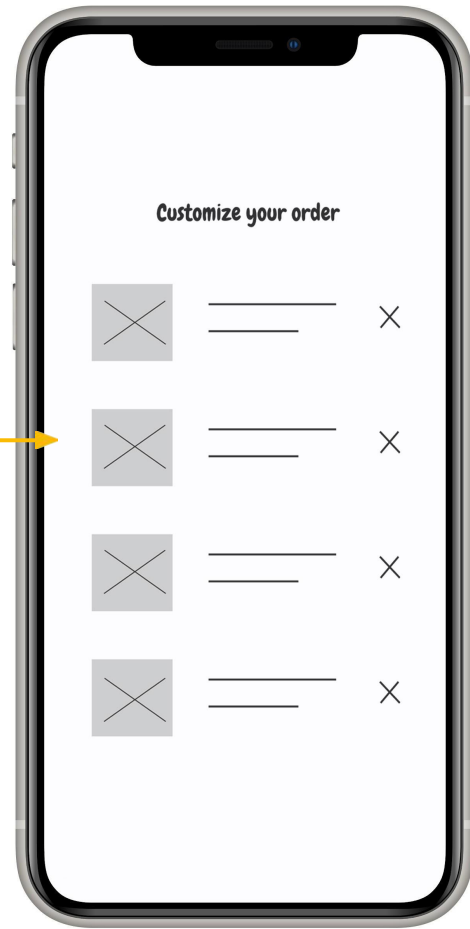
This feature provides a way for users to find more information.



# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

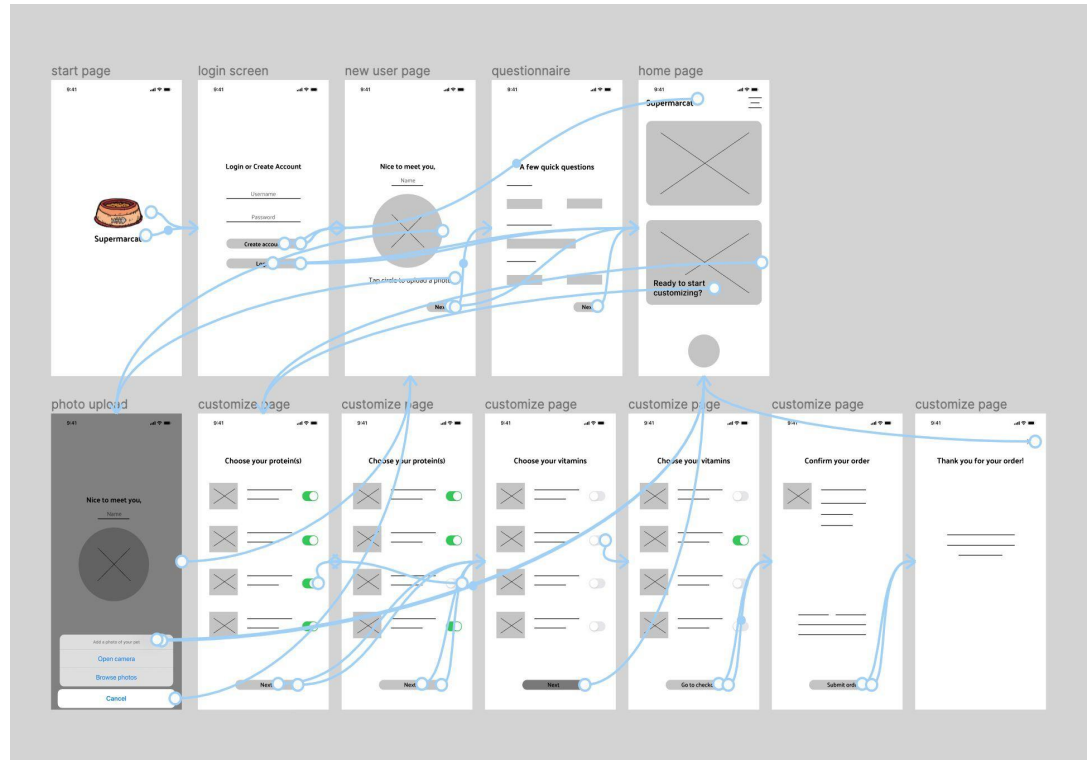
Easy to understand ordering options



# Low-fidelity prototype

The low fidelity prototype connected the primary user flow of customizing and order cat food, so the prototype could be used in a usability study with users.

View the Supermarcat [low fidelity prototype](#)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users want to be able to checkout quickly.
- 2 Users want more customizable options
- 3 Users want a more detailed profile page.

## Round 2 findings

- 1 Users felt the app was very easy to use.
- 2 Users felt like their initial concerns were listed to and addressed.
- 3 Users want more detail on the ingredients page.



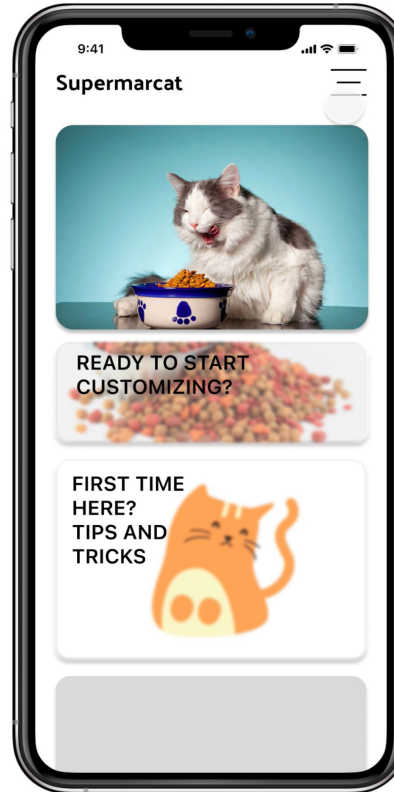
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

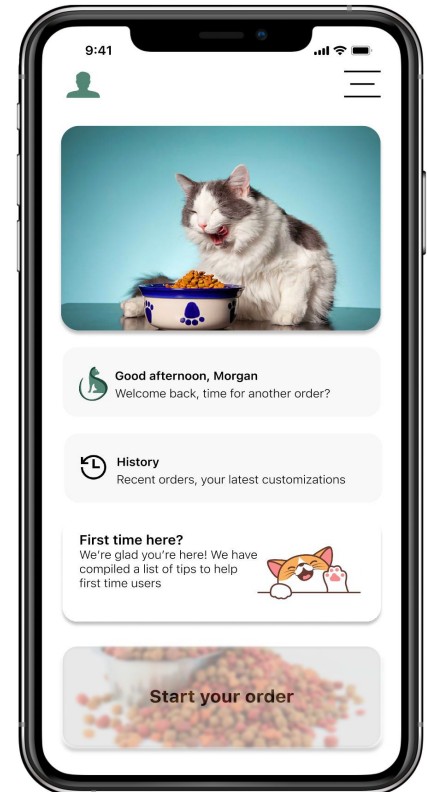
# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional elements to the home page. I also made revisions to include a profile icon so users can navigate more easily.

Before usability study



After usability study

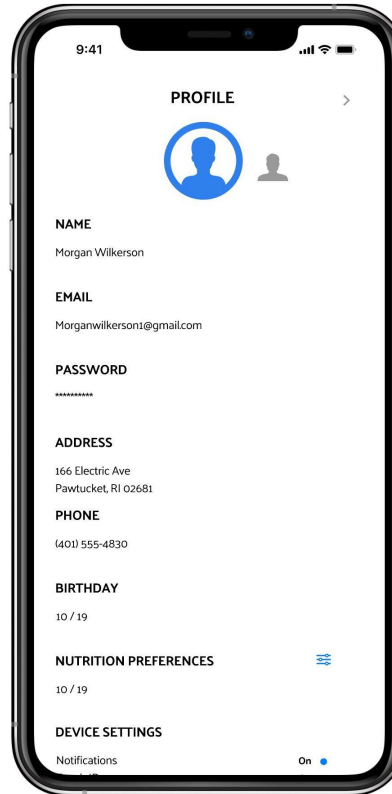


# Mockups

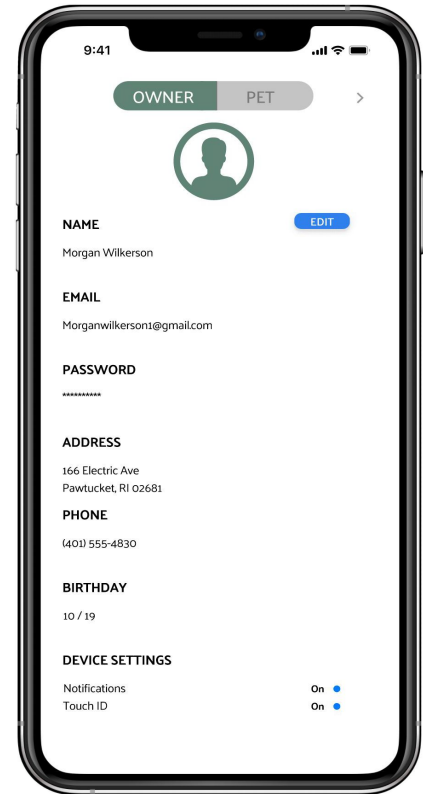
The second usability study revealed the need for ease of use and better navigation.

This study resulted in revamping the profile page. The profile page was revised so users can more easily access and edit both owner and pet profiles on one screen.

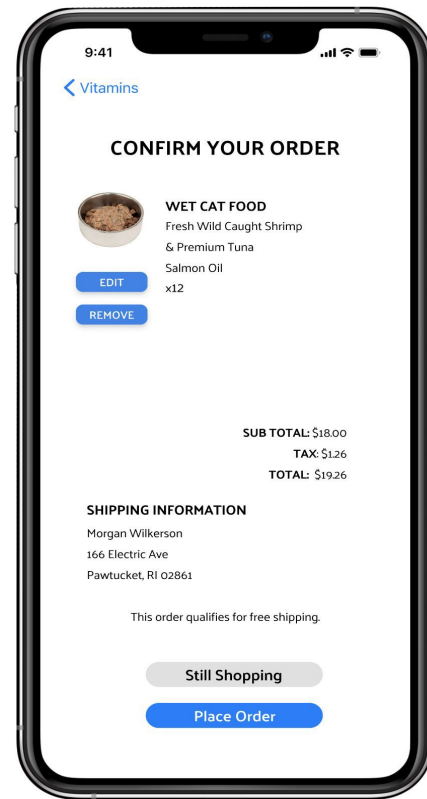
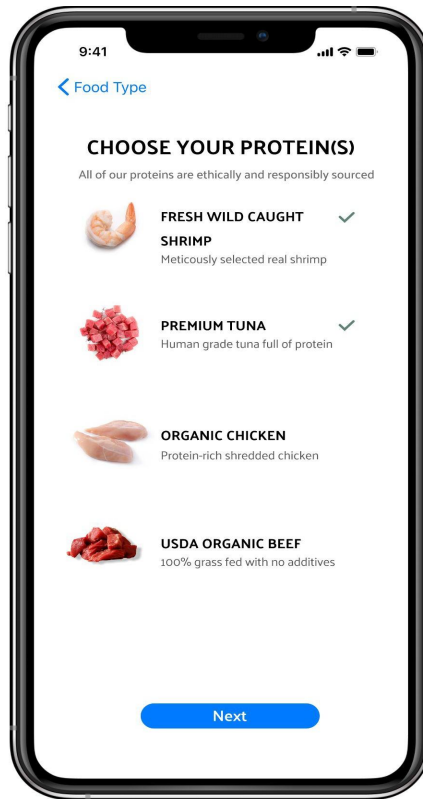
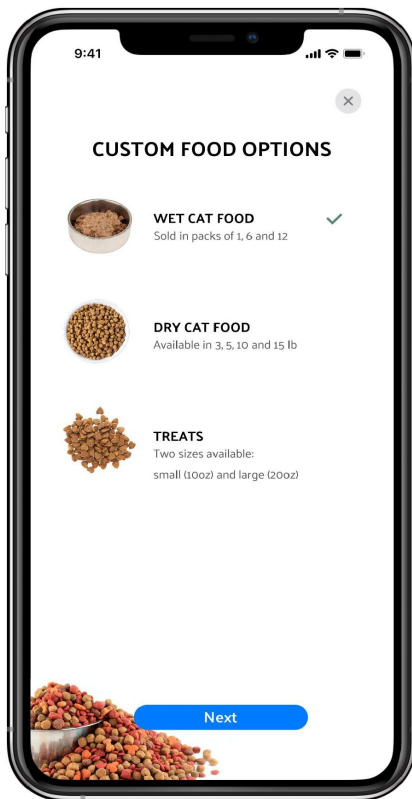
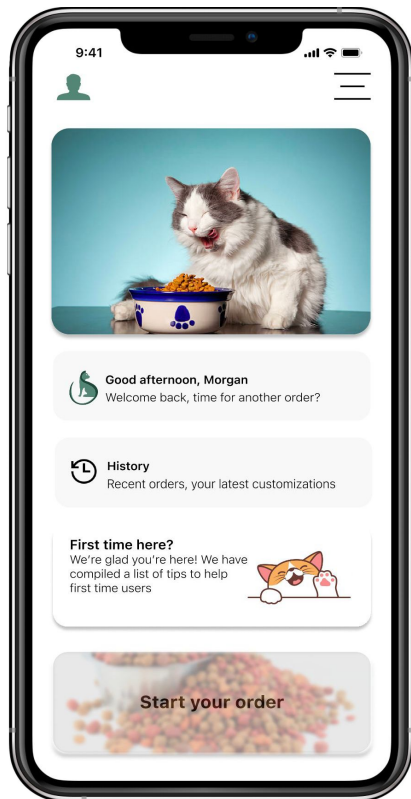
Before usability study



After usability study



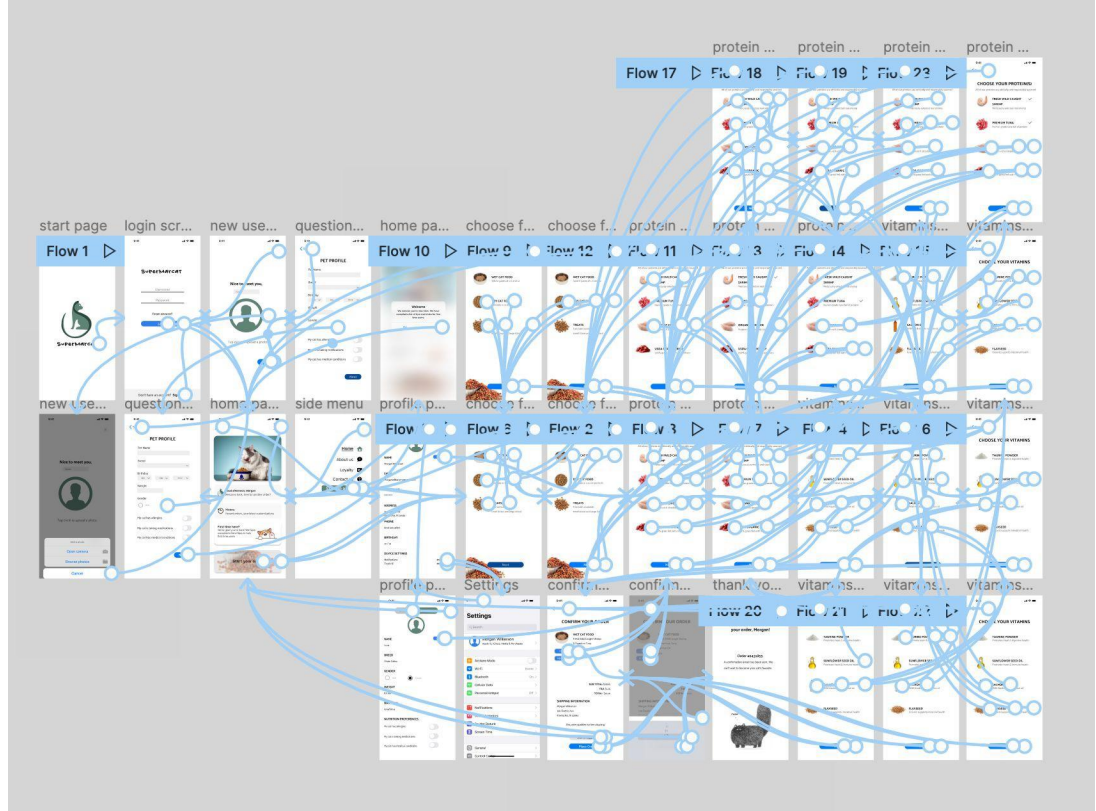
# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for customizing and ordering cat food. It also met user needs for more customization options and easier quantity capabilities.

View the Supercarcat [high fidelity prototype](#)



# Accessibility considerations

1

Added alt text to images for screen readers for users who are visually impaired.

2

Used universal icons to help make navigation easier for users.

3

Used detailed imagery for ingredients throughout the ordering process to help users better understand the design and what they are ordering.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like Supermarcat really thinks about how to meet their needs.

One quote from user feedback:

*“I’ve been waiting so long for an app like this! Since my cat is allergic to certain ingredients, I would absolutely use this app to customize my cat’s food.”*



## What I learned:

While designing the Supermarcat app, I learned that the first ideas for an app are only the beginning of a long brainstorming process.

Usability studies and peer feedback greatly influenced each iteration of the app’s design.



# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Keep updating the changes required by taking feedback from users.

# Let's connect!



Thank you for your time reviewing my work on the Supermarcat app! If you would like to see more or get in touch, my contact information is provided below.

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