

Interview Transcript: PupPal App User Research with P02

Interviewer: hi there, thank you so much for joining me today, uh, i'm doing a user research for a new app called PupPal it's geared towards dog parents and um we're looking to gather some insights that can help shape the app to better serve the needs of dog owners like yourself

P02: oh that sounds interesting, I'm glad to be here

Interviewer: before we dive into the details about the app and I start bombarding you with questions, can you just give me a brief overview of, you know, your daily life, how things are going especially with your dogs

P02: sure, um, so I'm a housewife and my kids are off to college now so most of my day is really spent around my dogs, taking care of them, I have three dogs, two of which are rescues, and one of them is quite old and sick, so it does take up quite a bit of my time but I love it, it's very fulfilling

Interviewer: that's really wonderful to hear, it sounds like you've got your hands full but in a good way, now, um I just wanna ask quickly if it's okay for me to audio record this session for my notes, I won't be keeping my video on if that's alright with you

P02: yeah that's totally fine, you can record it

Interviewer: perfect, thanks, let's get started then, I'm gonna introduce you to the app first and then we'll jump into some questions

Interviewer: so the app, it's called PupPal, the ultimate dog parenting assistant, we noticed that dog parents often struggle with tracking their pet's health, their training progress, nutrition, and their social needs while balancing everything else in life, there isn't really one app that combines AI-powered recommendations, real-time health tracking and a social network for dog owners, does that sound like something you might find useful

P02: oh definitely, especially with my older dog, keeping track of all his health issues is quite a challenge, so something like that would be a big help

Interviewer: great, let's get into some details then, can you tell me about your dogs, maybe start with the breeds, ages, any special needs they might have

P02: yeah so, uh, my dogs, they're all mixed breeds, the oldest one, he's about 12 now and he has some chronic health issues, needs a lot of care, the others are a bit younger, healthy but they are rescues so they had a rough start

Interviewer: sounds like they found a great home, what does a typical day look like for you and the dogs, like feeding, walks, playtime

P02: well we start with a walk in the morning, then breakfast, uh, we have playtime, I try to do some training with the younger ones in the afternoon, evening is another walk and dinner, I have to fit in the medication times for my old boy in between all that

Interviewer: that's quite a schedule, what would you say are the biggest challenges you face as a dog parent

P02: oh the health management for sure, especially as they get older, keeping track of all the vet visits, vaccinations, it's a lot to manage

Interviewer: right, that brings me to how you currently track your dog's health like vet visits, vaccinations, medications

P02: i mostly keep a manual record, a binder with all their health records, it's not ideal, gets messy

Interviewer: i can imagine, do you follow a specific feeding plan for your dogs, how do you choose the right food for them

P02: yeah each one has different needs based on their health, weight, i read a lot of labels, talk to the vet, it's a bit of trial and error sometimes

Interviewer: sounds like a lot to keep track of, what about training or managing your dog's behavior, what's difficult there

P02: the old one doesn't need much training now but keeping him mentally engaged without too much physical strain is hard, the young ones, well they still need a lot of basic training, it's time-consuming

Interviewer: have there been times when you needed urgent pet care, like a lost dog or sudden illness, how did you handle it

P02: oh yes, a few emergencies, rushing to the vet, calling up emergency services, it's always stressful

Interviewer: do you use any apps or tools right now to manage your dog's health, training, or general care, why or why not

P02: not really, haven't found one that fits all my needs, especially with the health tracking and emergency stuff

Interviewer: that makes sense, what features then would be most valuable to you in a dog care app

P02: definitely a health log, symptom checker, emergency alerts, those would be top of my list

Interviewer: got it, are there any pet-related tasks you wish were easier or more automated

P02: reminders for medication times, vet appointments would be great, and maybe something to quickly find emergency pet care services

Interviewer: do you engage with other dog owners for advice or socialization, where does that happen, in-person, online, groups

P02: i talk to other dog owners during walks but mostly i rely on online forums for advice, it's easier to find people dealing with similar issues

Interviewer: would you be interested in an app that helps connect you with other dog parents or pet services nearby

P02: absolutely, that would be wonderful, especially to find playmates that are compatible with my older dog, understanding his limits

Interviewer: if you had a magic wand, what one thing would you improve about dog parenting

P02: oh an all-knowing health monitor that could predict and alert about any potential health issues before they become serious, that would be a dream

Interviewer: that would be amazing, would you be open to testing an early version of the app in the future

P02: i would love to, it sounds like it could really make a difference in how i manage my dog's care

Interviewer: thank you so much for your time and all the information you've shared, it's been incredibly helpful and we'll definitely take your insights into consideration as we develop PupPal

P02: i'm glad to help, looking forward to seeing what you come up with, thanks for having me

Interviewer: thank you, have a great day

Interview Notes:

- - intro to app: puppal, app for dog parents, ai recommendations, health tracking, social network
- - p02, housewife, 3 dogs, 2 rescues, 1 old/sick
- - daily life: revolves around dogs, kids in college
- - agrees to record session, video off
- - details on dogs: mixed breeds, old dog 12, chronic health issues, younger ones healthier
- - typical day: morning walk, breakfast, playtime, afternoon training, evening walk, dinner, fit in meds for old dog
- - challenges: health management, vet visits, keeping track of vaccinations
- - health tracking: manual record, binder, messy
- - feeding: specific diets, allergies, trial and error, consult vet
- - training challenges: old dog mental stimulation, young ones basic training
- - emergencies: sudden illnesses, rushing to vet, stressful
- - current tools: no apps used, nothing fits all needs
- - valuable app features: health log, symptom checker, emergency alerts
- - wishes for automation: reminders for meds, vet appointments, quick access to emergency pet care
- - engagement with dog owners: mostly online forums, sometimes talks during walks
- - interest in social features: yes, find compatible playmates for dogs, especially old dog
- - magic wand: health monitor to predict issues before serious

Prioritized List of needs from application:

- Health Management Tools
- Medication and Appointment Reminders
- Dietary Management
- Emergency Services Access
- Training and Behavioral Management
- Socialization Opportunities
- Ease of Use and Integration
- Comprehensive One-Stop Solution