

Interview Transcript: PupPal App User Research with P05

interviewer: hey there thanks for joining me today for this interview about the new dog care app we're developing how are you doing

p05: oh hey yeah no problem i'm doing alright thanks for asking how about you

interviewer: i'm doing well thanks for asking so before we dive into the questions about the app i just wanted to check is it okay if i provide a transcript of our conversation as part of my submission for a class assignment i'm working on

p05: yeah sure that's totally fine with me no worries

interviewer: great thank you so much i really appreciate that now let's start with some general questions to get to know you and your dog a bit better can you tell me about your dog what breed are they how old and do they have any special needs

p05: sure so i have a french bulldog they're about 3 years old now um no major health issues thankfully but you know how frenchies can be with their breathing sometimes it's always something to keep an eye on

interviewer: oh yeah i've heard about that with french bulldogs what's your daily routine like with your dog

p05: well our daily routine usually starts with a morning walk around the neighborhood then breakfast i work from home so we'll have some playtime during my lunch break and then another walk in the evening training wise we're always working on little things here and there you know how it is

interviewer: that sounds like a nice routine what would you say are the biggest challenges you face as a dog parent

p05: hmm probably balancing my busy work schedule with giving my pup enough attention and exercise it can be tough in a city like san francisco you know there's always so much going on

interviewer: i can imagine now let's talk about the app idea i mentioned earlier it's called puppal and it's designed to be an all in one solution for dog parents one of the key features is a smart health tracker that syncs with vet records vaccinations and medications and even has an ai powered symptom checker for early illness detection what do you think about that

p05: wow that sounds really cool actually i've been looking for something like that for a while now i mean right now i've just got a folder with vet records and a calendar reminder for vaccinations but it's not the most organized system you know what i mean

interviewer: absolutely i hear that a lot from dog owners another feature is a personalized nutrition guide with ai generated meal plans based on your dog's age breed weight and

allergies and there's even a barcode scanner for analyzing dog food ingredients how does that sound to you

p05: oh man that would be so helpful i try to stick to high quality kibble recommended by our vet but i'm always second guessing if it's the best option you know and with the allergies thing that's huge because my frenchie has some sensitivities

interviewer: i'm glad to hear that resonates with you now let's talk about training the app includes a behavior and training assistant with step by step training modules for obedience and tricks and even an ai powered bark and body language interpreter what are your thoughts on that

p05: that sounds interesting for sure training has been um interesting with my frenchie they can be pretty stubborn so consistency is key you know the hardest part is probably dealing with some of the attention seeking behaviors when i'm trying to work from home but i'm not sure about the bark interpreter thing i mean my frenchie makes some pretty weird noises so i'm not sure how accurate that would be

interviewer: that's a fair point thanks for sharing now another big feature is the dog social network where you can find nearby dog parks and playdates with compatible pups and join chat groups and forums for breed specific tips how does that sound to you

p05: oh that sounds awesome actually i'm pretty active in some local dog parent facebook groups and instagram communities it's great for advice and arranging meetups at the dog park an app that could facilitate that kind of connection would be really cool especially if it could help find compatible playmates for my frenchie that can be tricky sometimes

interviewer: great to hear now let's talk about some more specific aspects of your dog care routine how do you currently track your dog's health like vet visits vaccinations medications that sort of thing

p05: um well like i mentioned before i've got a folder with vet records and i use calendar reminders for vaccinations but it's not super organized to be honest i sometimes forget to update things or lose track of when the next appointment should be

interviewer: i see and what about feeding do you follow a specific feeding plan for your dog how do you choose the right food

p05: i try to stick to high quality kibble that our vet recommended but honestly i'm always wondering if there's something better out there you know i've done some research online but there's so much conflicting information it can be overwhelming

interviewer: that's understandable there's a lot of information out there now what would you say is the most difficult part about training or managing your dog's behavior

p05: oh man probably the consistency part like i mentioned frenchies can be pretty stubborn so you really have to stick to your guns with training but it's hard sometimes especially when

they give you those puppy dog eyes you know and like i said earlier the attention seeking behavior when i'm trying to work from home can be a challenge

interviewer: i can imagine that would be tough have you ever needed urgent pet care like if your dog got lost or had a sudden illness how did you handle it

p05: oh yeah actually there was one time my pup got into some chocolate that was scary i had to quickly google what to do and call the emergency vet it all turned out okay but man it was stressful in the moment

interviewer: that does sound stressful i'm glad everything turned out okay do you currently use any apps or tools to manage your dog's health training or care

p05: um i've tried a couple of basic pet care apps but nothing's really stuck you know they always seem to be missing something or they're not user friendly enough i'd love something that could help with health tracking and maybe provide some training tips specific to frenchies

interviewer: that makes sense now thinking about the social aspect of dog ownership do you engage with other dog owners for advice or socialization and if so where

p05: oh yeah definitely i'm in a few facebook groups for local dog owners and i follow a bunch of frenchie accounts on instagram it's great for getting advice and seeing what other people are doing with their dogs and sometimes we arrange meetups at the dog park through those groups

interviewer: that's great to hear would you be interested in an app that helps connect you with other dog parents or pet services nearby

p05: yeah for sure that would be really cool especially if it could help find compatible playmates for my frenchie and maybe recommend dog friendly places in the city you know

interviewer: awesome now for our last question if you had a magic wand what one thing would you improve about dog parenting

p05: oh man if i had a magic wand i'd love a way to instantly communicate with my dog like really understand what they're thinking or feeling you know but barring that maybe just more dog friendly spaces in the city that would be amazing

interviewer: that's a great answer thank you so much for your time today and for sharing your thoughts on puppal would you be open to testing an early version of the app in the future

p05: yeah definitely that sounds really interesting i'd love to give it a try and see how it works

interviewer: fantastic well thank you again for your time and insights they've been really helpful

p05: no problem at all happy to help good luck with your project

interviewer: thanks so much have a great rest of your day

Interview Notes:

- p05: house person, work from home, french bulldog, 3 yrs, no major health issues but watch for breathing probs daily stuff: morning walk, then breakfast playtime during lunch pm walk constant training, small things
- biggest challenge balancing work and dog time san francisco busy, hard to manage
- app intro reaction likes the health tracker idea folder for vet recs, calendar for vax but messy
- nutrition guide reaction loves idea of AI meal plans uses high qual kibble, vet rec but unsure if best, allergies
- training feature reaction interested but skeptical about bark interpreter frenchie stubborn, needs consistent training
- social network feature reaction very interested active in fb, insta dog groups, meetups at park
- health tracking current folder + calendar, not organized loses track of appts
- feeding routine sticks to vet rec kibble overwhelmed by online info, conflicting
- training challenges consistency hard with stubborn frenchie deals with attention-seeking
- emergency care incident with chocolate, scary but ok emergency vet call
- use of current apps tried some, nothing stuck wants user-friendly, breed-specific tips
- social engagement active in online groups likes meetups, advice exchange
- app feature wish connectivity with other dog parents dog-friendly city spots recommendations
- magic wand wish instant dog communication or more dog-friendly spaces

Prioritized List of needs from application:

- Organized Health Management
- Nutritional Guidance
- Behavioral and Training Support
- Emergency and Urgent Care
- Social Connectivity
- User-Friendly Technological Integration
- Dog-Friendly Environmental Information
- Interactive and Predictive Tools