User Research Summary: Dog Care App Development

Introduction

This research aims to develop an all-in-one application to assist dog owners with health tracking, training, and daily care. To ensure that the app addresses real-world challenges, a structured user research process was conducted, including pre-screening, interviews, and analysis to identify key insights and prioritize user needs effectively.

User Group Selection

The user group was carefully selected to represent diverse perspectives on dog ownership, including pet parents with varying levels of experience and needs. The participants were identified through an NGO for dogs, specifically by reaching out to donors and board members listed on their website.

Contacting Participants

Participants were contacted via email using the following draft message:

Hi P0x,

I hope you're doing well! I was a volunteer at the American Dog Society and am glad we could connect!

I'm currently working on a university project focused on developing an app to help dog parents with health tracking, training, and daily care. Given your expertise as a board member at the X organization, I'd love to hear your insights on the biggest challenges dog owners face.

Would you be open to a 25-30 minute conversation? There's no pressure to participate, but your input would truly help shape a meaningful solution for pet owners. Let me know if you're interested, and I'd be happy to schedule at your convenience.

Looking forward to your thoughts!

This personalized approach helped establish credibility and increase response rates.

Pre-Screening and Quantitative Data Collection

To ensure that participants were valuable additions to the research, a pre-screening process was conducted before scheduling interviews. Participants answered a quantitative survey covering key aspects of dog ownership, such as frequency of vet visits, training habits and challenges, app usage for pet management, and socialization and community engagement.

This quantitative analysis spreadsheet helped identify relevant participants whose insights would contribute meaningfully to the study.

* Quantitative Analysis spreadsheet is attached in the Supplemental Documents.

Interview Process

Script Development

A structured interview script was developed based on pre-screening results. The script focused on common pain points in managing dog care, training experiences and behavioral challenges, the use of technology in pet management, and willingness to adopt an AI-powered dog care solution.

* Script is attached in the Supplemental Documents.

Conducting Interviews

Format: One-on-one conversations
Duration: 30-45 minutes
Data Collection: Notes were taken, and audio was recorded for accuracy
Transcription: Google Docs' voice-to-text feature was used to create transcripts, which were then manually cleaned to correct any speech recognition errors

* Transcripts and Notes are attached in the Supplemental Documents.

Data Analysis and Prioritization

The research analysis was thorough and methodical, ensuring that key insights were extracted effectively. The process included:

Identifying Key Insights

From the interview transcripts, the most critical pain points and feature needs were categorized. These insights were aligned with the pre-screening survey data to validate recurring themes.

Prioritizing User Needs

A priority framework was applied where high priority represented core needs that significantly impact daily dog care, medium priority included important but secondary concerns, and low priority included useful features but not essential.

Structuring Data for Visualization

To make the findings actionable, user needs were grouped into common categories such as health management, training, and emergency care. They were mapped to a numerical priority system and presented in a structured table to allow for easy comparison across participants.

* Identified Needs spreadsheet is attached in the Supplemental Documents.

This structured approach ensured clarity, accuracy, and relevance in the final insights.

Justification of Analysis Quality

The analysis is thorough and well-structured, effectively identifying key insights from both quantitative pre-screening and qualitative interviews. Needs were prioritized based on user input rather than assumptions, mapped across multiple participants to identify common pain points, and condensed into meaningful categories to streamline app development.

The systematic pre-screening, data collection, transcription, and categorization ensures that the final recommendations directly reflect real user needs, making them actionable for the development of a practical and effective dog care application.

Conclusion

This research provides a validated, user-centered roadmap for developing an all-in-one dog care application. By combining quantitative and qualitative methods, prioritizing needs effectively, and structuring insights clearly, this study ensures that the app addresses genuine challenges faced by dog owners. Future steps include refining app features based on these findings and conducting usability testing to enhance user experience.