PetFinder

UXD - Analysis

Many people who wants to foster dogs and other abandoned animals , especially the ones who are living in small towns are unable to find nearby shelter homes which focuses especially on **"fostering".**

My process of identification started from my personal experience which led me to validate the need. For this I started a conversation with my friends who were also dog lovers and were looking for a source where they can get updates on the available foster dogs during COVID-19.

My application solves the problem of all the young people who are working and have no time to visit shelter homes every weekend or the students who are situated at remote locations with no transportation available to make visit. The applications helps them to connect with foster homes where they can also have a virtual tool and can have the pets even delivered at premium services for fostering.

Project Proposal: Pet Finder

 I want to develop a mobile application for dig lovers who want to specifically foster or adopt pet dogs. Since during the covid times, everyone is sitting at home and especially the dog lovers who want to play their part in giving love to dogs are unable to do that because they don't have any online source that can guide them the dogs available to them nearby. There is definitely a number of options available for the dog lovers to look from and adopt nearby by nothing to cater to the need of the users who want to foster them.

This mobile application will particularly cater to people who want to foster pets and then later adopt them. This application will be a combination of fostering+adopting features. There are many competitors that exist in the market but none of them is the combination of both.

Few of them are -Petfinder Mobiles, Like the pets, All paws, Pose a pet, Barkbuddy, ResQwalk.

Week 2 -Two personas based on a template.

Week 3-Present 4-5 paper prototypes.

Week 4- A low-fidelity 3-5 UI screens.

Week 5- UXD Analysis

Rahul Mattoo

I work as a consultant and am very busy. I want to care and love dogs before they find their forever home, but I don't have time to go to shelter homes.

Education

M.S in Technology Management

Company / Job Title

Pwc/ Consultant

Work Experience

I work as consultant. After completing my graduate degree I moved to New York and will be doing work from home with my clients

⚥ Demographics

Age:	30
Gender:	Male
Marital Status:	Single
Income:	$70,000/year
Location:	New York

🧩 Personal Preferences

Interests

Reading, Cycling, Hiking, Music

Favorite Brands & Products

Diesel, Fitbit, Bose

Defining Traits

1.	Opinionated
2.	Caring
3.	Honest

⚗ Psychographics

Values

No work or job is big or small, even a small help can change the life other species, honesty

Goals

Want to change the world in any small way possible, want to start with helping all the abandoned dogs and help the find a family

Challenges & Frustrations

Since I a full time working professional and a great believer of technology, I find it difficult to use different websites .Need a mobile to connect all the shelter homes

📢 Communication Style

Casual	Professional

General	Technical

Compose.ly

Swati Chauhan

💼 Professional Background

Education
M.S in Technology Management

Company / Job Title
University of Illinois at Urbana Champaign/Student

Work Experience
Before starting my graduate degree I worked for a startup in their business expansion team. Apart from my work I used to spend my weekends working for NGO's and dog shelters to care and love needy abandoned dogs

I am a dog lover and want to take care of them by fostering them, but I cant find any shelters to connect because I m based in a remote location in IL.

⚥ Demographics

Age:	25
Gender:	Female
Marital Status:	Single
Income:	$12000
Location:	Champaign, IL

Defining Traits

1. Caring
2. Passionate for Dogs
3. Loving

🧩 Personal Preferences

Interests
Coding, Reading research papers, watching dog videos, cycling, reading, reading about different dog breeds

Favorite Brands & Products
Hope for paws, Blue Cross, the dodo channel, Pawsitively woof, Apple Watch

⚗ Psychographics

Values
No Dog should be treated in an unjust way, dogs are loyal than humans, they should be loved more than humans

Goals
Open a shelter home in India and the US and raise money for the cause and expand the shelters for street dogs and abandoned or lost dogs

Challenges & Frustrations
In the current situation where I a student sitting at home due to covid-19 , I want to foster dogs but there are no resources or apps available to connect me to nearby shelter homes as I live in a remote location

📢 Communication Style

Casual ——————— Professional

General ——————— Technical

Compose.ly

UXD – Research Findings

When I made my first prototype I came to know that the first prototype is always the outcome of what the internal team thinks on what is best for the user without focusing more towards the user needs.

After my paper prototype and getting it analyzed by few of neutral users I came to know that there were many things that were slipped from my though process .

For example, I never thought that there can be another set of users who wants to list their pets on the application, or users might have preferences for size , color or breed.
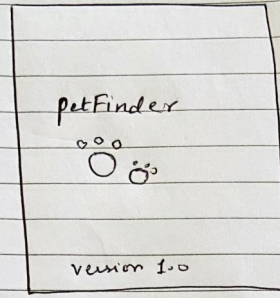
I also got to understand that each image used in the application catches attention like how many paws are used in the icon of the application.

Users want to know the story every time they are using an application or a website through our UX.
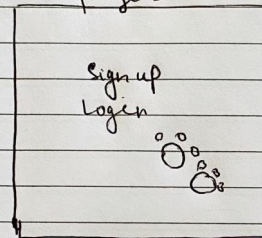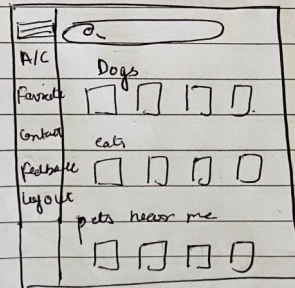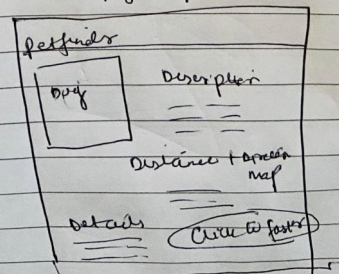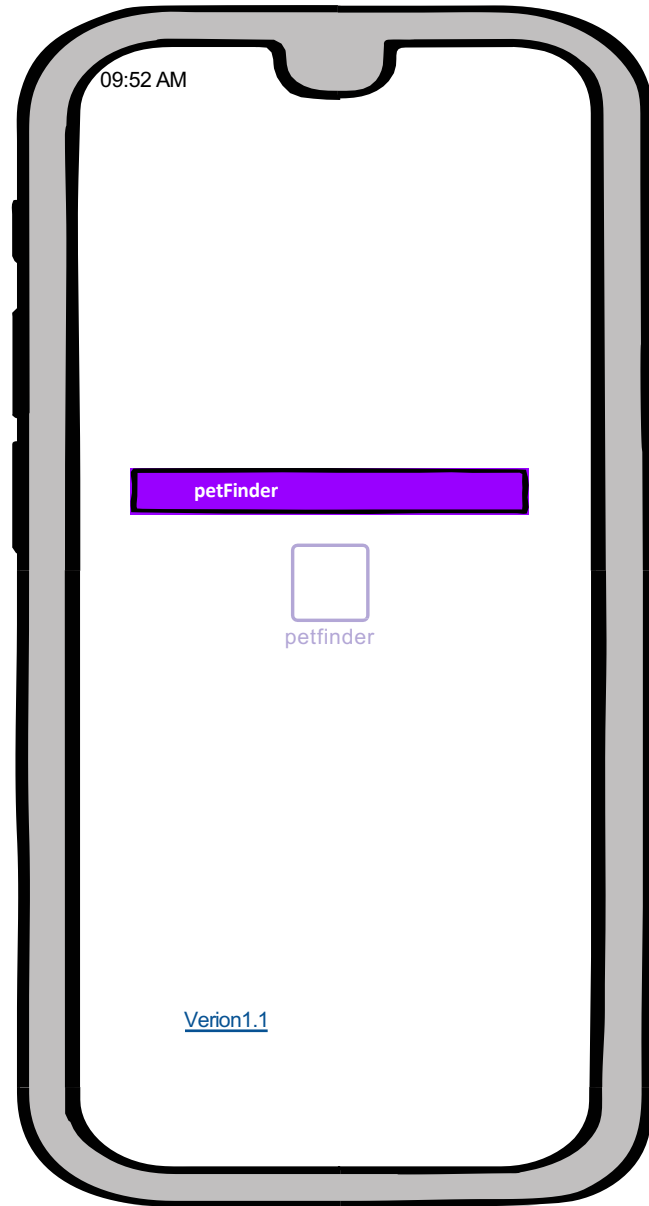
Page 1

petFinder
🐾

version 1.0

Page 2

Sign up
Login
🐾🐾

Page 3

A/C   Dogs
Favorite   ☐ ☐ ☐ ☐
Contact   cats
Feedback   ☐ ☐ ☐ ☐
Logout   pets near me
             ☐ ☐ ☐ ☐

Page 3.4

petfinder
[Dog]   Description
         _____
         _____

         Distance + Direction
                   Map

Details   (Click to foster)
_____
_____

09:52 AM

petFinder

petfinder

Verion1.1

This is the main display as soon the user clicks on the application icon on the phone
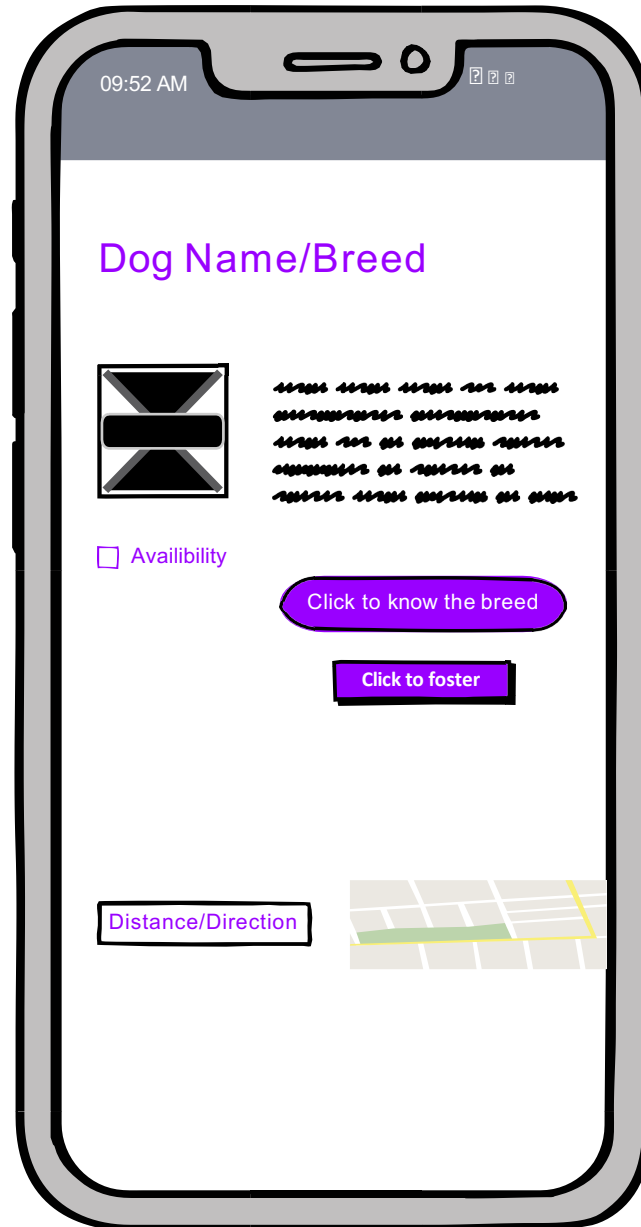
09:52 AM

petFinder

Login

SignUp

Petfinder
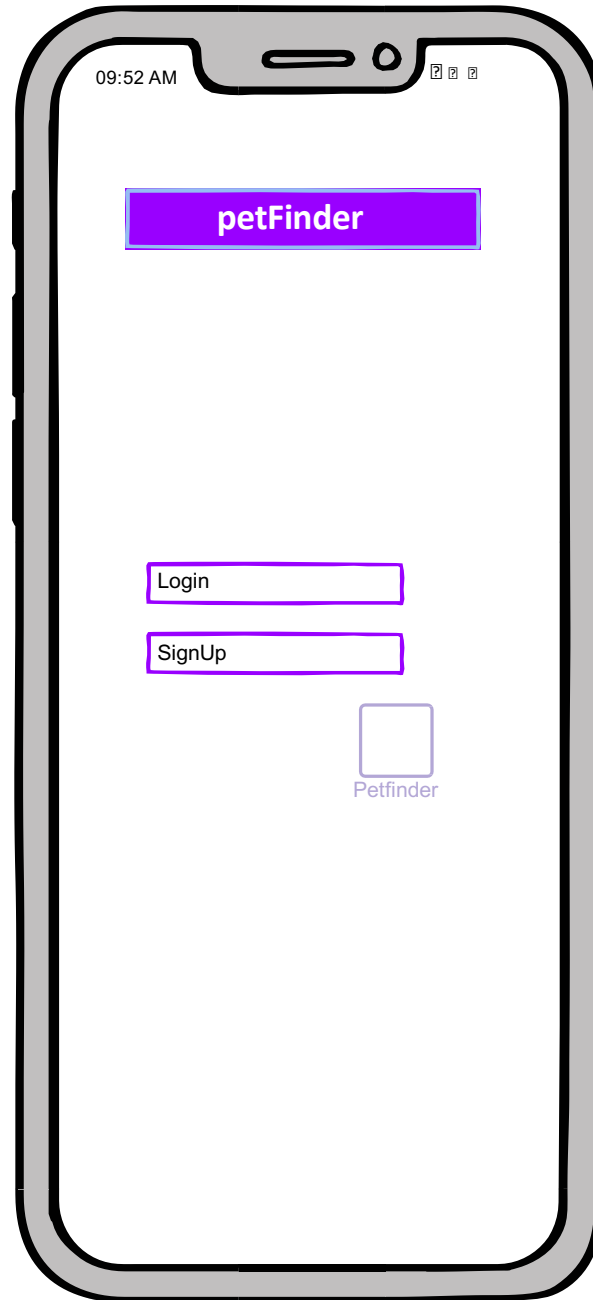
Login and signup will appear in a few seconds with three different paw sizes as the icon of the application below

09:52 AM

search

Filter

Add your pet

Dogs!

Cats!

pets near me.....
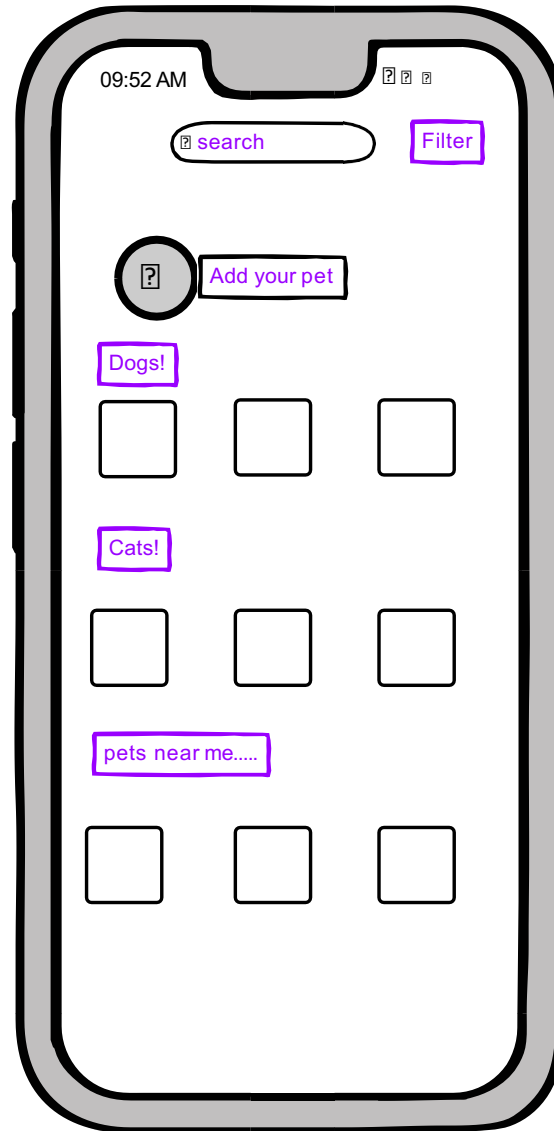
Filter is used to sort the animals based on shape size and breeds.
Add your pet feature is an addition which helps the user list their own pets if they want others to foster them
Below all the images will appear, further the user ca click to looks into more animals.

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Dog Name/Breed

☐ Availibility

Click to know the breed

Click to foster

Distance/Direction

When the user decides to click on the animal, the page appears with all the details and story directions to the location

UXD - Lessons Learned

If I had to re- start the project all over again, I would want to increase the database of the users I used to interview for understanding the needs and the problems .Also I would have made 2 more additional user personas and use them to convince how useful my idea is(broad spectrum of people).

I would have loved to follow the spring designing stages

to plan my entire ideas and convert them into user testing protypes. I applied the prototyping principle but it

was encompassed to just one .or two user tests.

The learning of using tools and different types of testing practices involved in today's business like A/B testing

Or 3 level user testing are a few very useful methods which I would love to explore and use.

Thank You!