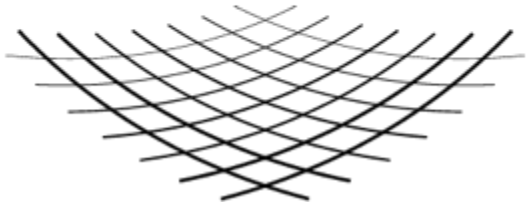
PetNet



Asha Toulmin, Jennifer Kong, Tatyana Mustakos

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Ideation

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Our Assignment:

We were assigned to create a responsive web design that addressed a specific category.

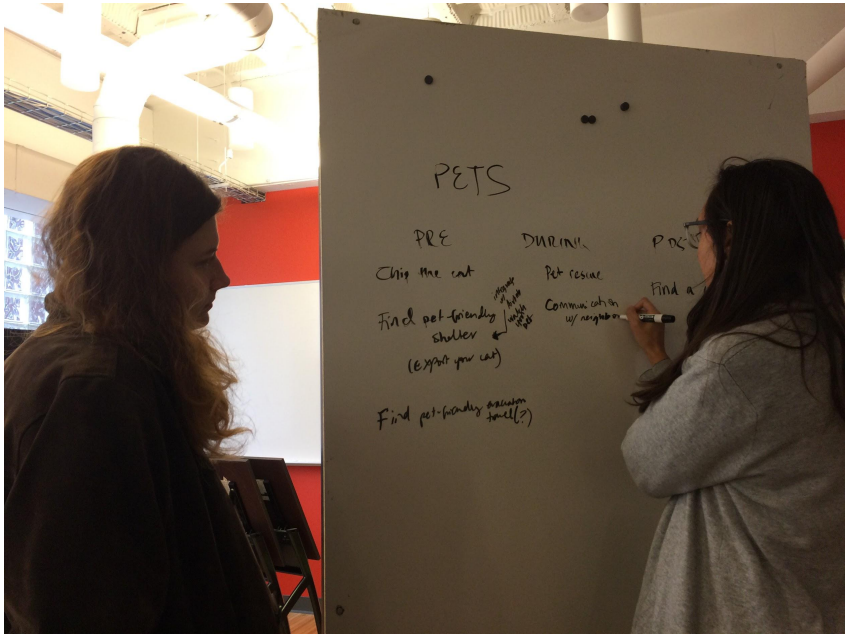
Our Topic:

We decided to create an emergency response system.

Our Concept:

We decided to focus our web design on creating a system specifically designed to help pets and pet owners.

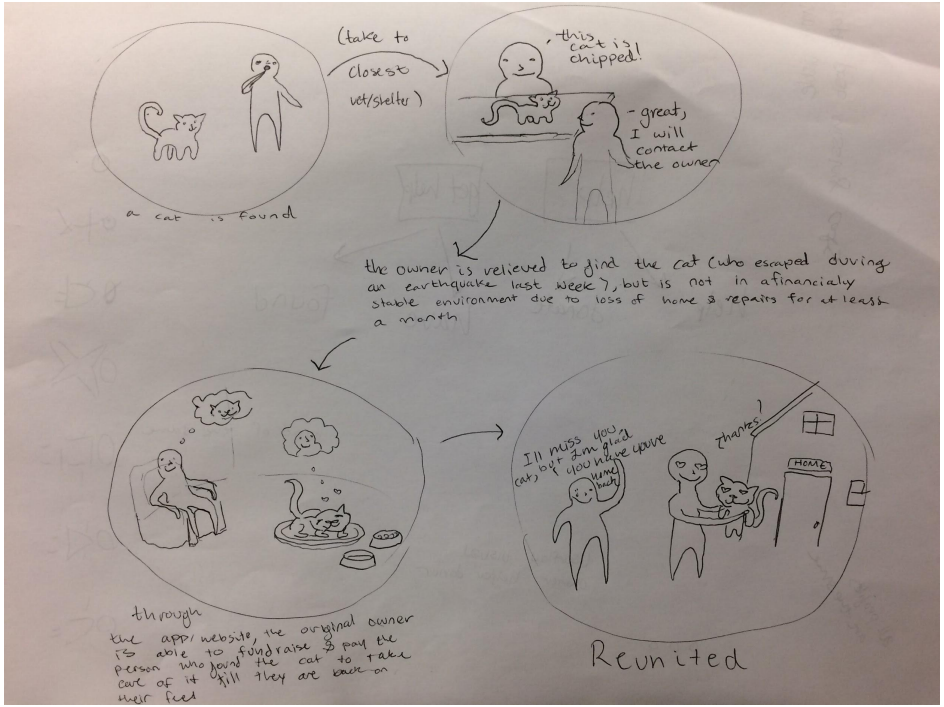
Brainstorm



After deciding on the topic of pets in disaster situations, we brainstormed what the the most important things that happen before, during, and after a disaster.

Storyboard

This is a storyboard, out of the many, showing an experience of finding a lost pet and the process of getting it back to the owner.



Research

Competitive Analysis

Similar Apps:

ASPCA - Pet Safety App for Lost Pets: Look for lost pets, information for disaster planning, store medical information, and contact local pet caretakers. While it covers a lot of ground, it lacks community involvement and we would like to create something that focuses on community transportation and housing.

Related Apps:

Uber (Peer Economy for Shared Rides) : We took from Uber for design models in terms of how transportation is treated when designing for the rider vs the driver.

AirBnB (Peer Economy for Shared Housing): We took from AirBnb in terms of how housing operates on a design level.

Scenarios

Displaced Pet: Greg found a stray cat in the park right after a local disaster. The cat is too friendly to be feral so he keeps it overnight. He brings it to the vet and the vet tell him the cat is chipped. Greg calls the owner and finds that the owner is a state away and thought they had lost the cat forever and would love it back. However, there's two problems, the owner is currently low on funds since the disaster and Greg is a poor student and they both can not afford to fly the cat back to the owner. Greg and the owner team up to crowdsource some money for the cat's flight home, while he continues to foster the cat in the meantime.

Going Back to Disaster Situation: Lisa is a student at a California university. While in class, she was suddenly alerted that the fire is getting dangerously close to her apartment. Lisa hurries home to pick up her dog and knows she can't bare to drop him off in an animal shelter but also knows that finding a pet friendly shelter is impossible. She crowdsources funds to find herself a shelter.

These are some highlights for the twenty scenarios we made. These scenarios really served to help us specify what different types of situations we would need to accommodate for, and what issues we would be able to address and try to assist with.

We concluded that important areas of focus were: **transport, shelter, and funding.**

Statistics Research

We are targeting a large industry. According to the American Pet Products Association 2017-2018 survey, 68% of all U.S. households include a pet and $70 billion are spent on pets.

We also found that in times of disaster, shelters get overloaded. For example a shelter, after Hurricane Harvey, was housing twice as many pets. In shelters that can’t fund that many pets or are not no-kill shelters, combined with poor documentation, many pets are euthanized.

Research

We looked into current events to gain a more in depth perspective into users needs.

What happens after a disaster? (feat. California's wildfire crisis)

Insurance Availability: the rebuilding process also could be complicated due to insurance claims issues as well as regulations and a shortage of contractors.

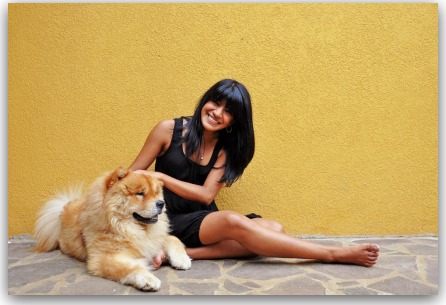
Lack of Housing: Housing prices in many areas of Northern California are already considered high and destroyed and damaged homes could exacerbate the problem

Unemployment: People are rightfully preoccupied with things more important than a job during a disaster. How will this impact surrounding businesses and the economy?

Personas

Profile:
Cristina is a supervisor at a dog shelter in rural Illinois. She's been the supervisor at the shelter for two years, and works with a team of seven full-time employees and a rotating number of volunteers who do both short-term and long-term work.

Cristina herself owns a dog, Scout, whom she adopted from a shelter several years ago.



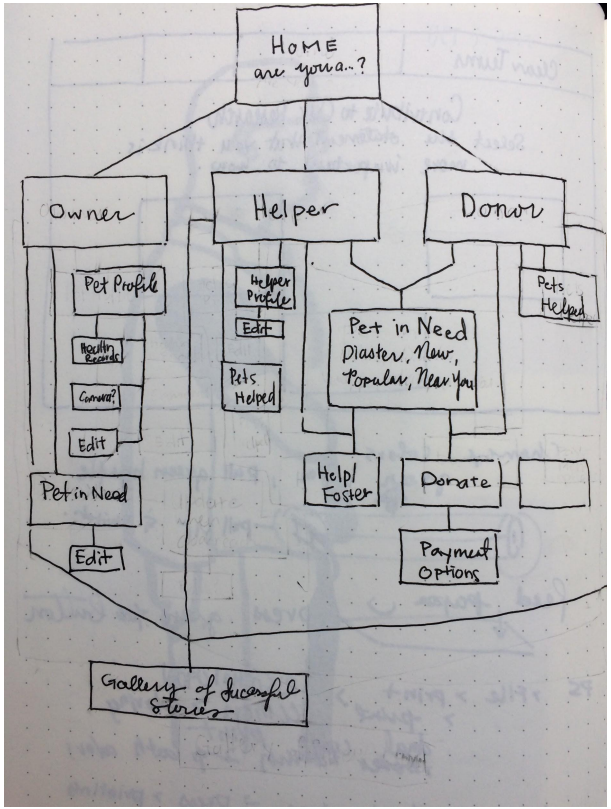
Profile:
Lisa is a nursing assistant who lives in the Florida Keys. She lives with her boyfriend and her dog Toby who she adopted as an emotional support dog eight years ago. As a California transplant Lisa worries about having to evacuate the keys during hurricane season. She particularly worries about being able to find a place for Toby.

Profile:
Allen is an accountant and single father living in Atlanta, Georgia with his daughter Naomi. Allen works a lot in his job and tries to balance his workload while also spending time with Naomi after school. Allen had pet dogs growing up and is a firm believer in caring for animals (he and Naomi are also vegetarian). When he sees a chance to help out animals he needs he tries to contribute.

We created 3 Personas, with distinct profiles, goals, motivations, beliefs, and frustrations. These helped us to envision what kind of people would be using our web, what they would need to do, and how they would utilize features.

Iteration

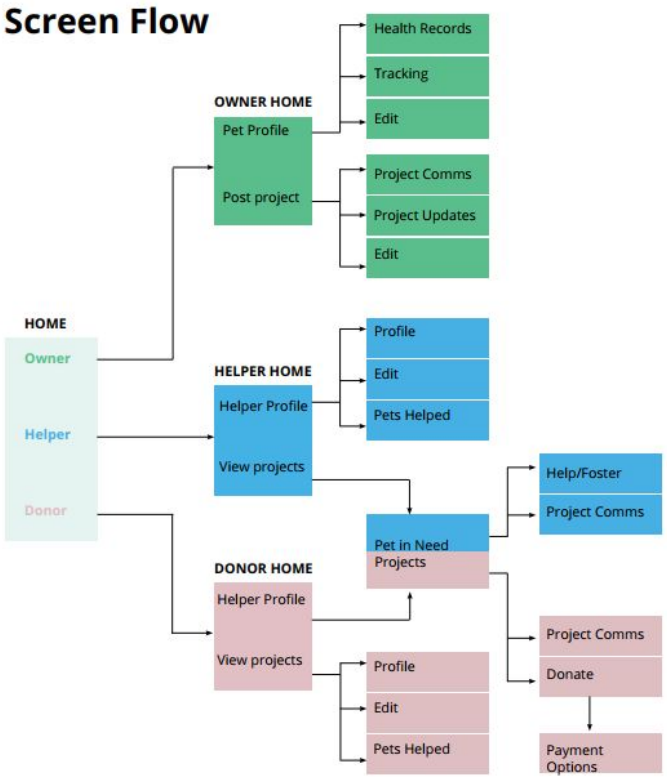
Screen Flow - Original

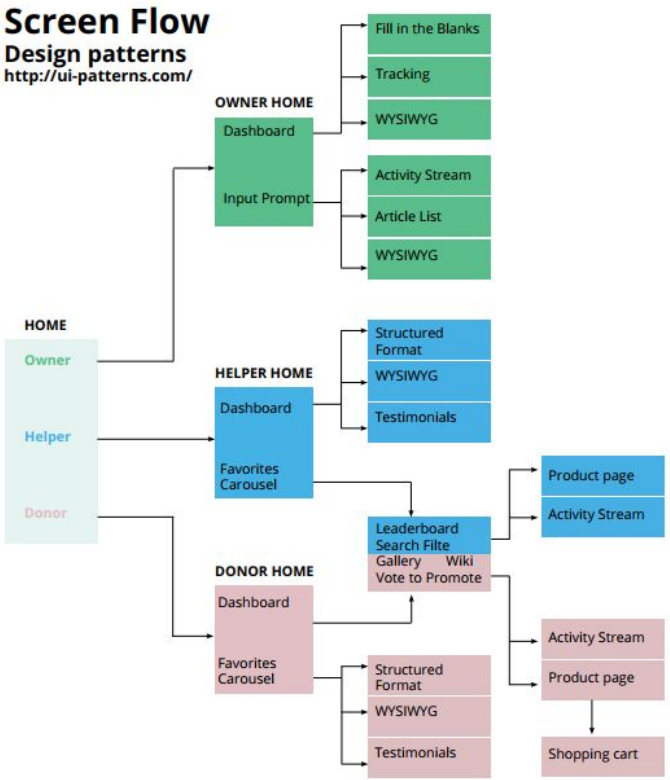


In the following two slides, we conceived the screen flow for the final design. There was an emphasis on types of user: the pet owner, the pet helper, and the pet donor. Based on the user type, we curated what they could see and operate on the application. Then we added the design patterns to the appropriate screen and labeled the screens with the most importance.

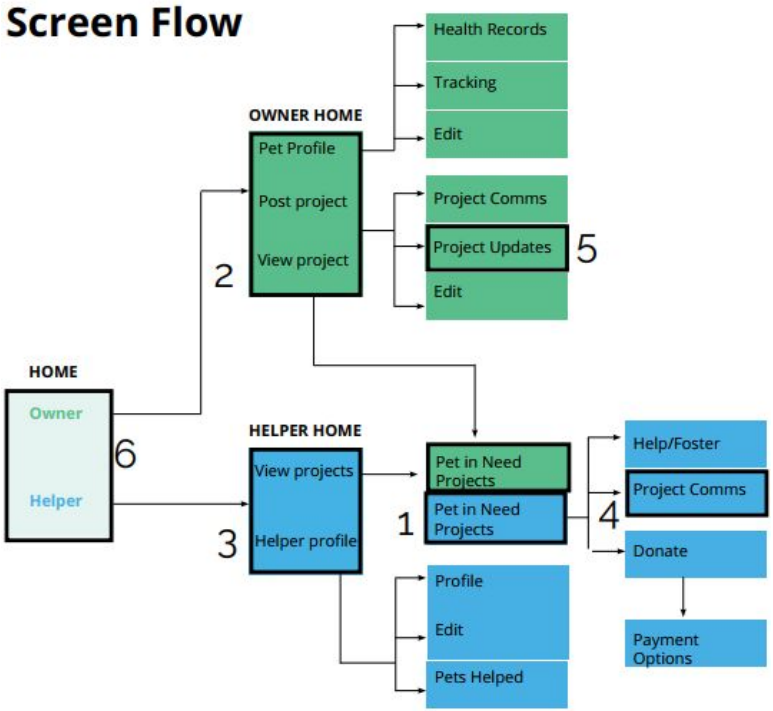
After revisiting the screenflow, we realized that there were only two user types: the owner and the helper and we modified our screenflow appropriately.

Screen Flow - First Draft

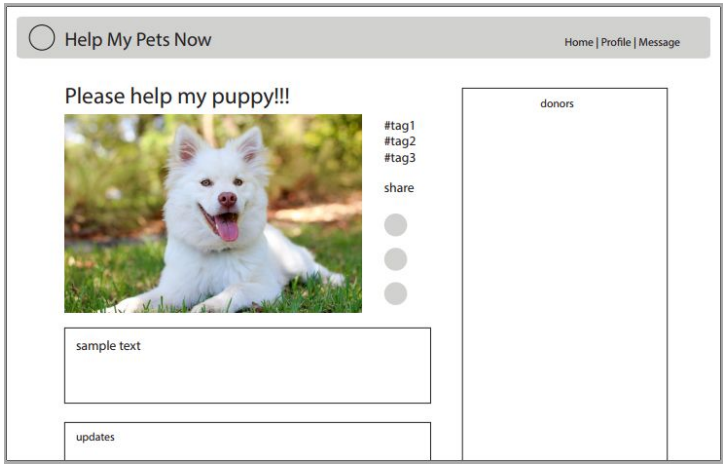


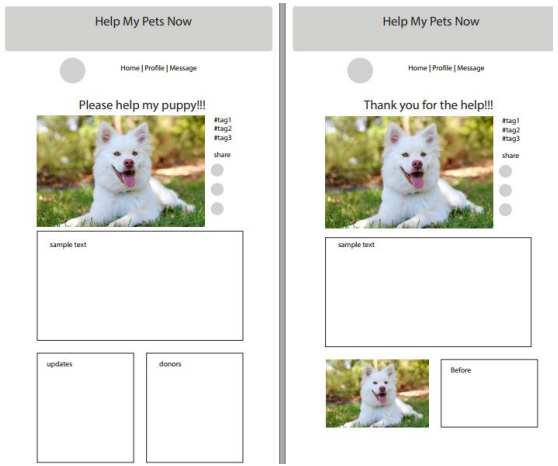


Screen Flow - Revised



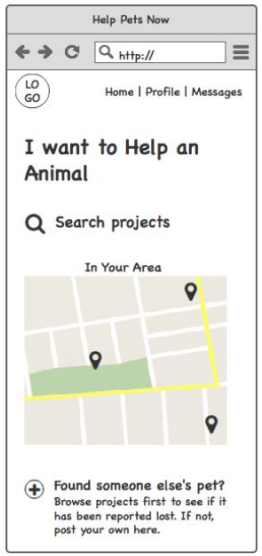
Low Fidelity Wireframes I

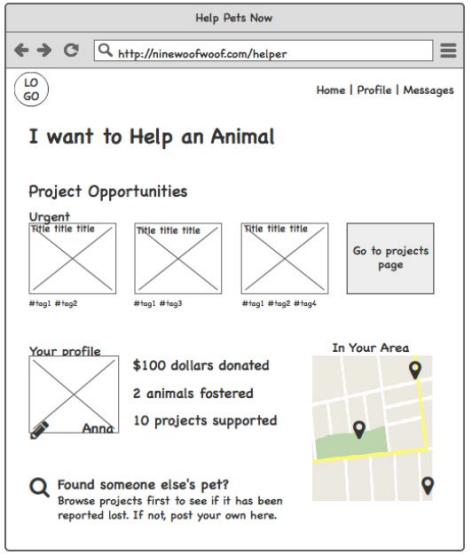


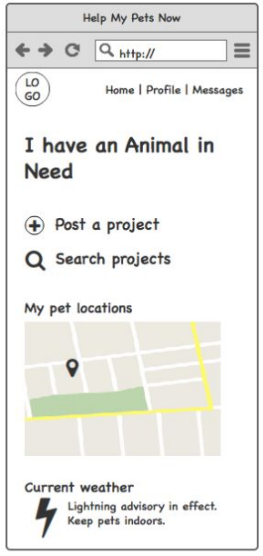


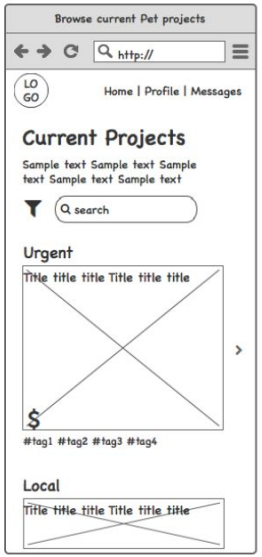
Helper view | Owner view

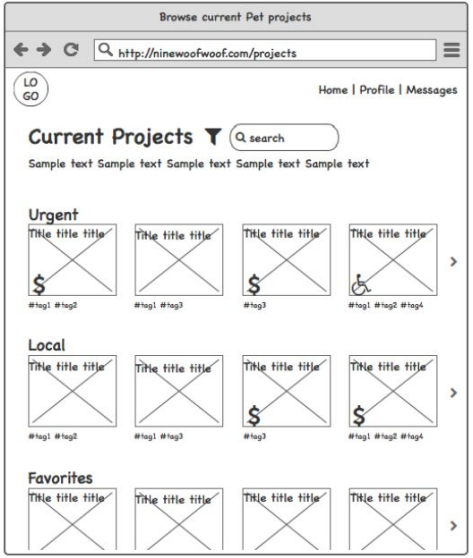
Low Fidelity Wireframes II



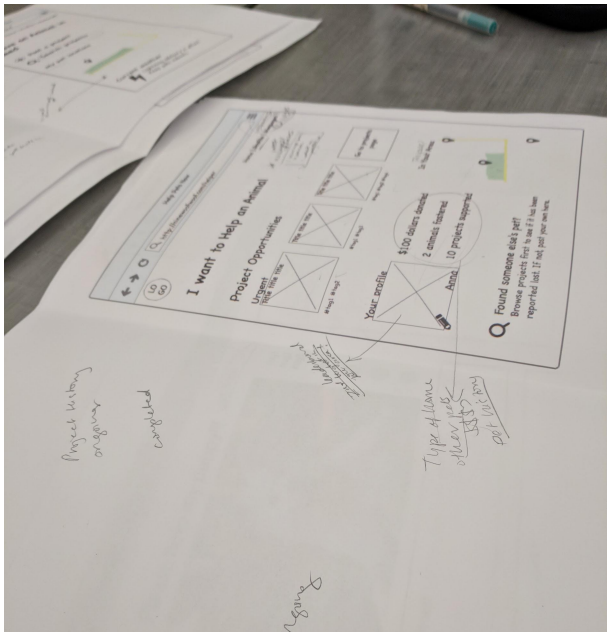






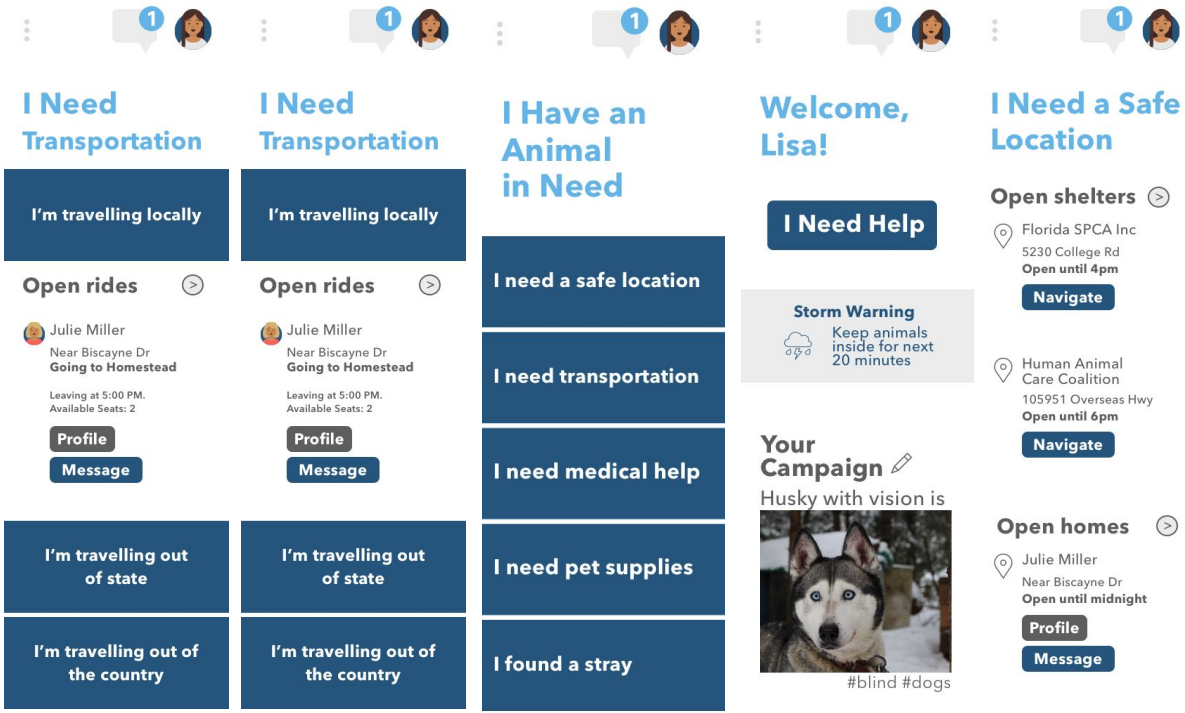


Low Fidelity Wireframes Revision



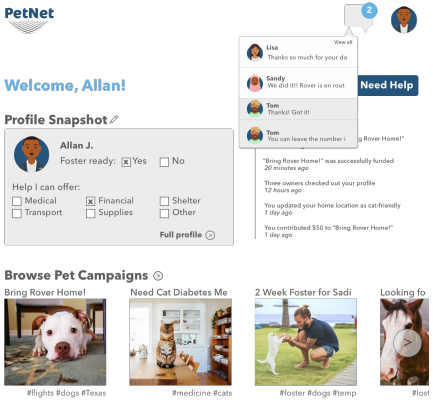
After the critique, we realized that the hyper focus on user types might be inhibiting our design. We modified our design to accommodate to both user types, without the narrow focus and to segregate the help by types of help: shelter, transportation, medical, supplies, and lost pets.

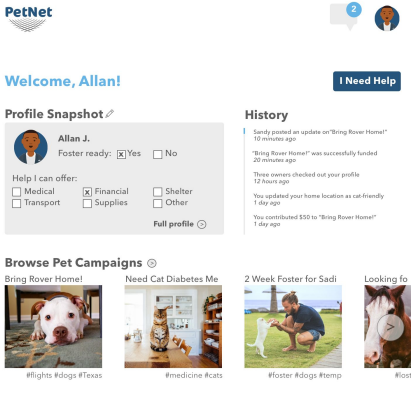
High Fidelity Wireframes: Pet Owner - Mobile View

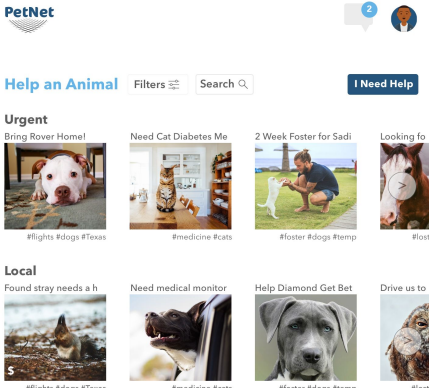


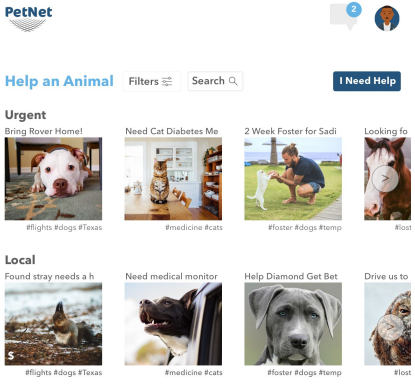
When making mock ups of our mobile view, we thought it would be best to focus on the mobile view, as this is an app that one would need to use quickly in an emergency, in which case the phone is the most accessible means of access.

High Fidelity Wireframes: Pet Lover - Desktop View









For our desktop view, we modeled our mockup after a pet owner using a desktop.

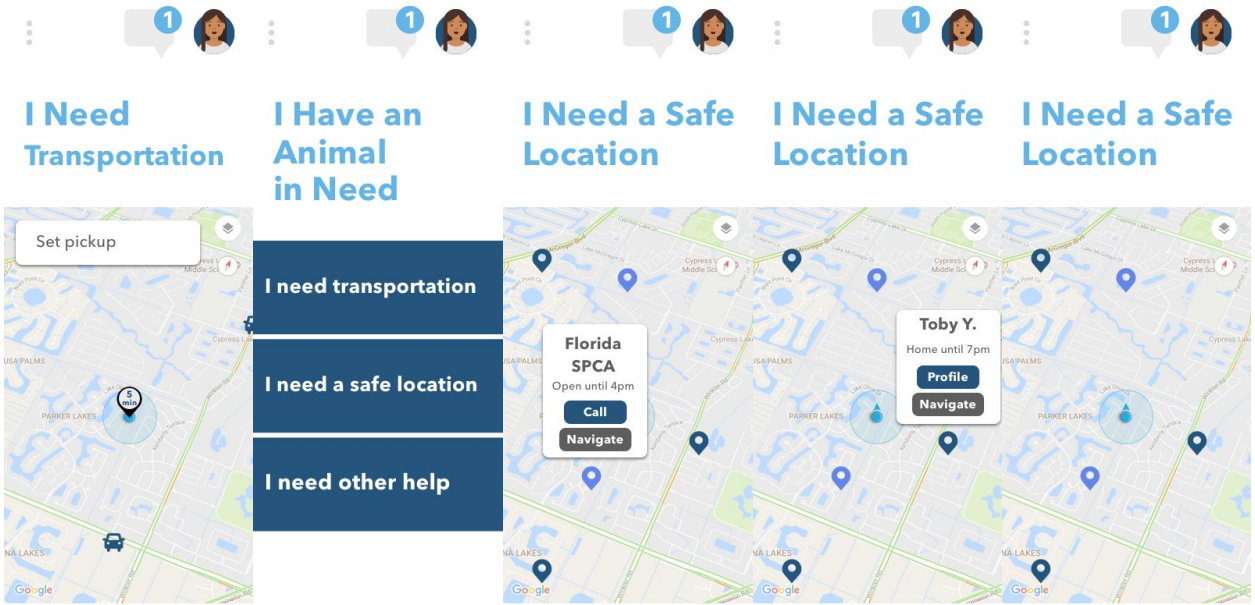
High Fidelity Wireframes Revision

After another critique from Karen, we realized that we were spreading out the application too thinly. We were focused on too many types of help and pulled back to focus only on shelter and transportation.

We decided to narrow our focus to shelter and transportation, instead of additionally emphasizing medical help and budgeting. We also removed money based exchanges, which made sense given our new focus. Removing financial transactions also allowed us to strengthen aspects which make our design a peer economy

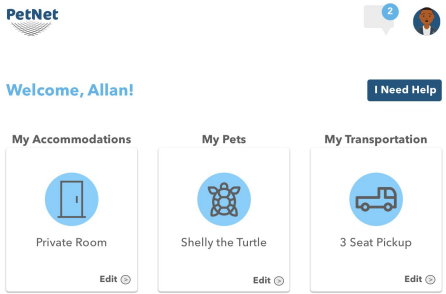
Final Design

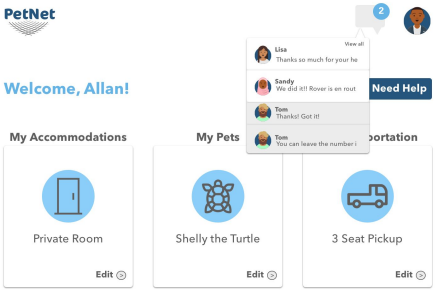
Pet Owner - Mobile View

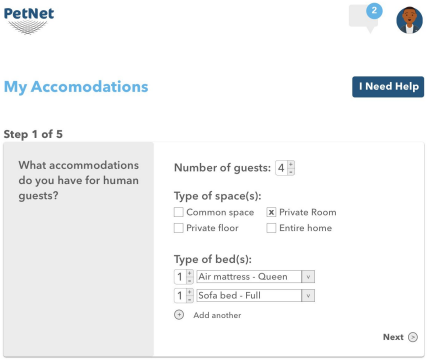


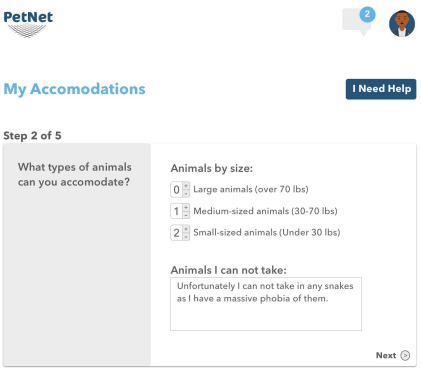
We changed our transportation finding screens to make them more intuitive and clear. Instead of just text, we added a map which shows user location, as well as the destination.

Pet Lover - Desktop View









We updated the UI to make it more clear. We added a message preview, and modeled the process through which someone might post available accommodations