



ADS PROCESS BOOK

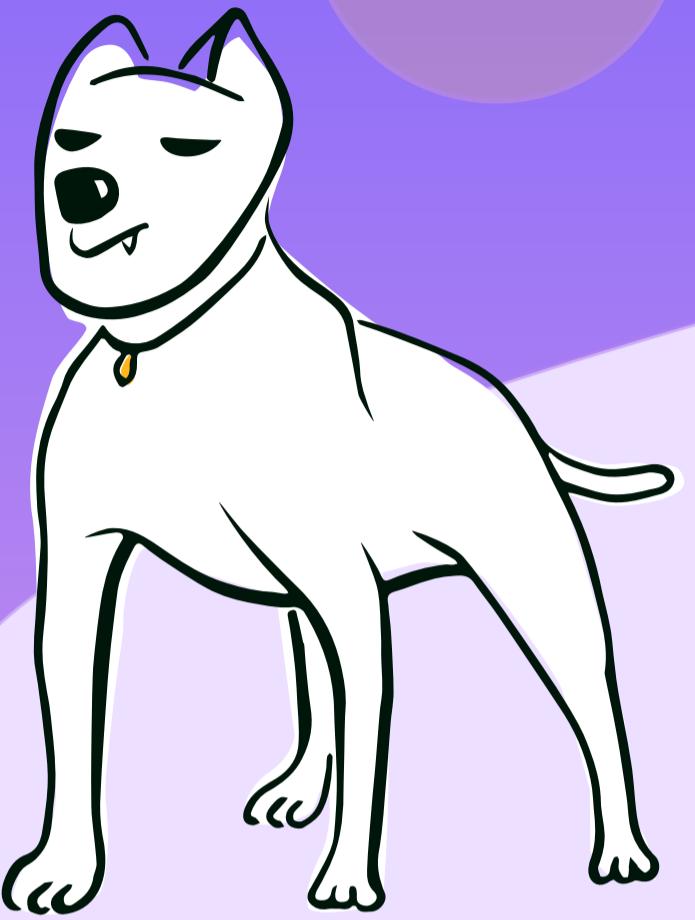
IxDs P4 Interactive Website

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1

DOMAIN SELECTION

Choosing our domain

Options

Grocery Shopping During a Pandemic

Delivery From a Convenience Store

Patients Accessing their Electronic Health Record

Purchasing, Adopting, or Fostering a Pet

Selection

Purchasing, Adopting, or Fostering a Pet

We reasoned through all four options and decided on pet adoption because we had the most interest in this domain. We also saw the most freedom in this topic because we could choose between doing one of the three processes or all three.

Realizing: Scope

We realized that purchasing, adopting, and fostering are all very different processes and painpoints from users would be very hard to narrow down and target in our responsive web design.

Looking back, we think it was a great idea to narrow in on one aspect (adoption) over all three, as this certainly honed in our efforts and attention. That said, it was interesting to look at some groups in how they handled a larger focus and how that impacted their process and eventual design.



2

USER RESEARCH

Diving into user research

Interviews

Setting it up

We reasoned through the process of pet adoption and concluded that there are four stages: **pre-search** (before official searching, thinking about adoption), **search** (searching through adoption centers/breeders/social media), **decision** (deciding on a pet), and **after** (actions done after officially adopting a pet).

Process

The interview questions were set up so that it followed the four stages mentioned above. We used this in tangent with directed story-telling which allowed us to get a chronological story from the interviewees. However, we did not stick to the interview questions strictly and allowed interviewees to continue telling their story. The questions were just to prompt parts of stories.

General trends

Type of pets

We quickly realized that the pet owners we interviewed only owned cats or dogs, no other animals.

Type of process

Most of our interviewees adopted instead of shopped.

Extracting data for customer journey mapping

Setting up the CJM

Structure

We decided to implement the four stages used in our interview as our phases.

We then had **goals, actions, emotions** (experience), **painpoints / highlights**, and **touchpoints** for each stage.

Focus point

After creating a collective customer journey map, we realized that the most important part of the map was the painpoints and highlights section where it describes what our interviewees experienced throughout each stage of the process.

Focus point visualized

Painpoints and highlights

Out of the four stages, we chose to focus on **pre-search** and **search** to tighten our scope. The following are the painpoints of pre-search and search that we summarized from all of our CJMs. We took interest in the amount of interviewees who complained about either the lack of or excess of information available.

Pre-search painpoints

Too much information online

Conflicting opinions/preferences if adopting with other people

For inexperienced adopters, the excess of information - "What do these breed-names mean?"

Search painpoints and highlight

Too much information on different websites

Too many pages to search

Petfinder redirects people to different specific shelter website

The applications are specific to individual shelters, which can be easily lost track of

Health information is not always complete and accurate

Many complained about not receiving feedbacks after submitting applications

Detailed info on the pet available in some specific shelter websites

Reflecting on our interview process

Feedback

Four stages

We got feedback on how the four stages may cause the full story to not come out due to the rigidness of our interview structure.

However, we also received positive feedback on this. Peers said it was smart to break it down for a cleaner narrative and less filtration for us afterwards.

Thoughts

Which pet has more opportunities for improvement?

We shared out that we were considering choosing just one pet (dog or cat) to focus on and we were suggested to choose the one with more problems that we could attempt to solve.

Pet adoption is a two way street

A suggestion was to think about the adoption process as a two way judgment between the adopter and the adoption center.

Reflection

Pop-up research is different, but great

The pop-up research phase was very new and different for all of us as it seems none of us had done this kind of research before. We found it a bit stressful to try to find representative users in such a short amount of time, but it was very insightful to hear from users about their strifes, their common experiences and problems, and the unique insights they have into the process we were looking in to.



3

SCENARIOS AND DESIGN PATTERNS

Creating scenarios and searching for design patterns

Scenarios for scoping

Pre-search and Search

We initially created a scenario to pair with our collective customer journey map that covers the pre-search and search stages. Collecting the research insights together, focusing our design in on the problems of a typical user who knows that they want a pet, but does not know where to start in the search seemed to be specific enough to work off of.

In this scenario, the user thinks that they want a pet companion during some months within COVID quarantine, and uses our site to learn more and find the perfect pet. This site helps them narrow down the many options that are available at shelters down to one specific pet that they are matched with, both in preference and adopter criteria.

Design patterns

In-class exercise and team discussion

The in-class activity of finding design patterns in a few different modern websites was a great exercise in learning and discussing the ideas of design patterns and what really makes something a design pattern. It was a challenge for some patterns as it wasn't clear if they were widely adopted or not.

From there, our group discussed for some time about the design patterns we could use in our designs and brainstormed a few that would fit within the context and scope of our project:

- Back and Next buttons on mobile + placement on bottom
- Info icons indicate an option for more information/info cards
- Small circle over a line represents a slider/scale
- Cards represent one item of a collection, that can be interacted with to learn more

Reflecting on our scenario and the design pattern exercise

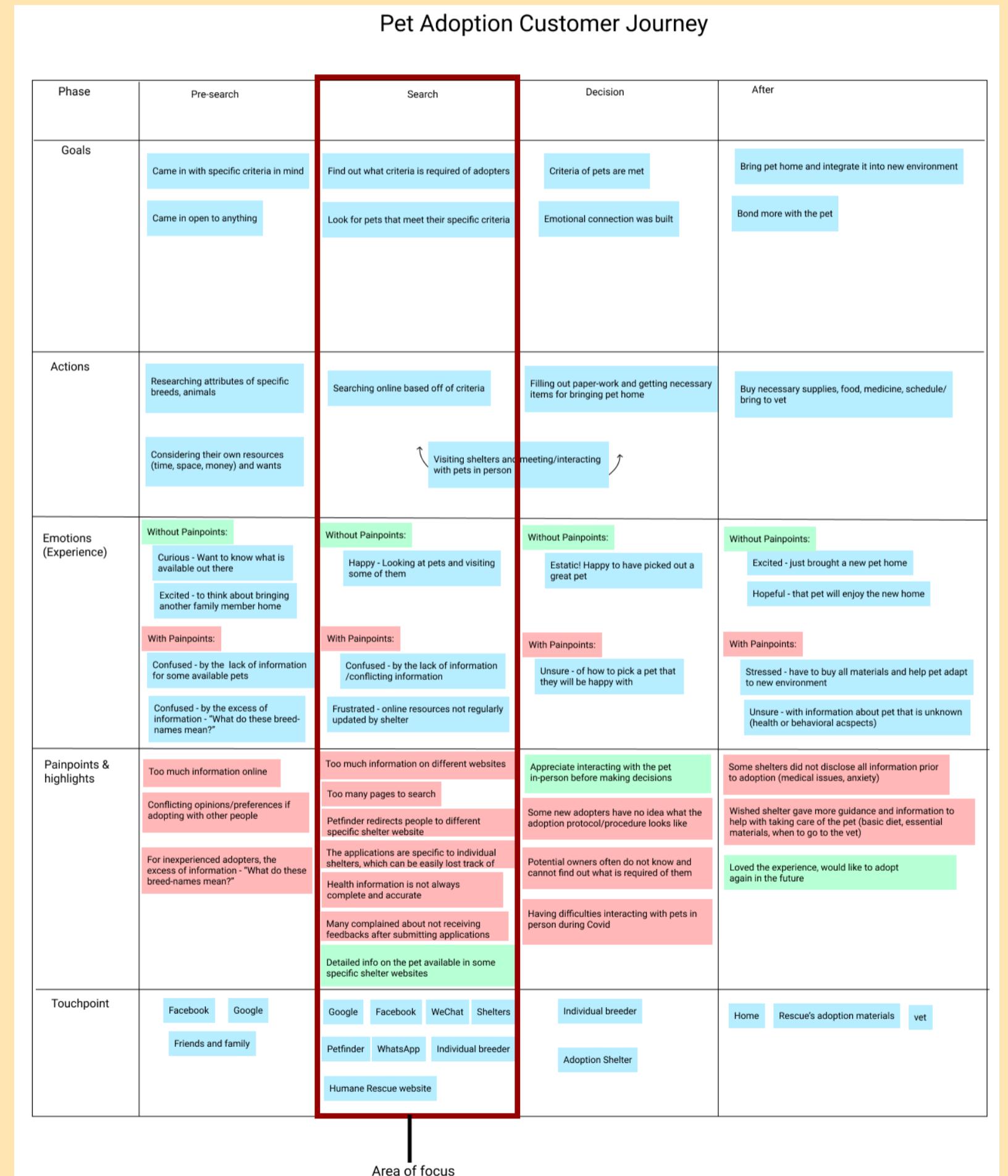
Scenarios for scoping (cont.)

Scenario feedback

Narrowing in

We in tandem with our collective Customer Journey Map, we were suggested to tighten our focus in our scenario as well. The tightening of our focus here allows us to address specific problems that users have effectively and efficiently, rather than spreading ourselves too thin across many parts of the larger adoption process.

Our new scenario encompasses the Pre-Search stage with connections into the Search stage. Here our typical user can use our site to learn about what types of pets and animals mesh well with their personal criteria and restrictions, such as housing and budget limits, as well as their preferences, such as cat vs. dog and size.



Reflecting on our scope and design exercises

Scoping is important

Something we realized over time, especially now reflecting back, is that scoping a design down to just a few problems is critical in ensuring that we are efficiently designing a great solution. As some may say, spreading efforts and attention to wide can cause serious problems and a lack of a solid foundation.

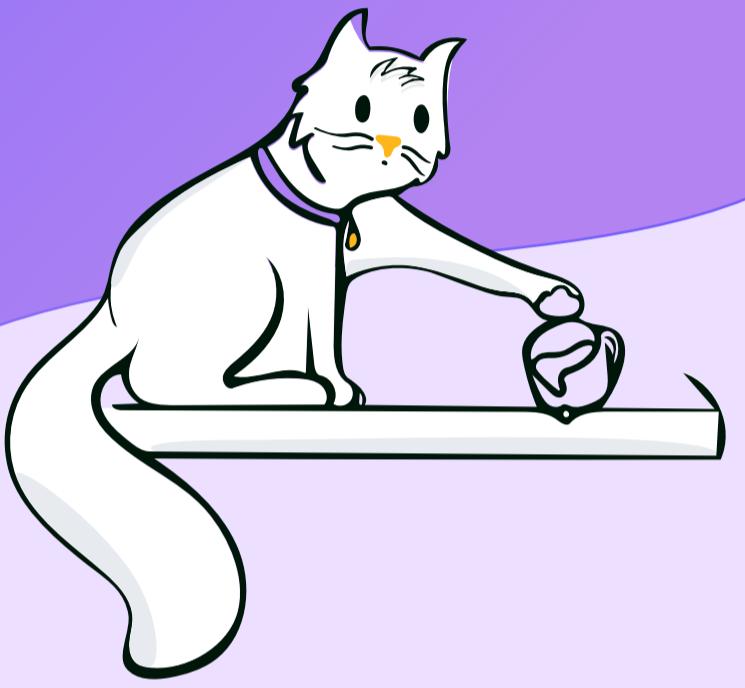
Looking back, it turned out to be a great decision to scope our project down to just the process about guiding a user to help them find their ideal pet. This is a specific, addressable problem, which helped us focus our efforts and attention.

Design patterns save work and enhance usage

In learning about and exploring design patterns, we thought about the notion that using them would not only save some design work and effort on our end, but would also improve usage of our design as users will have some sense of “knowing what to expect” based on the various design patterns we would use. This became a sort of motivating factor throughout our entire design process.

4

WIREFRAMES AND THINK-ALOUD TESTING



We chose to draft on mobile first

“Paper” prototyping

Scenario

“Imagine you are interested in adopting a pet, but you don’t know where to start. You decide to first narrow down your options to fit yourself better. You take out your phone and search for a website that will help you filter pet options. Your friend who just adopted a pet recommended you to take a look at this website.”

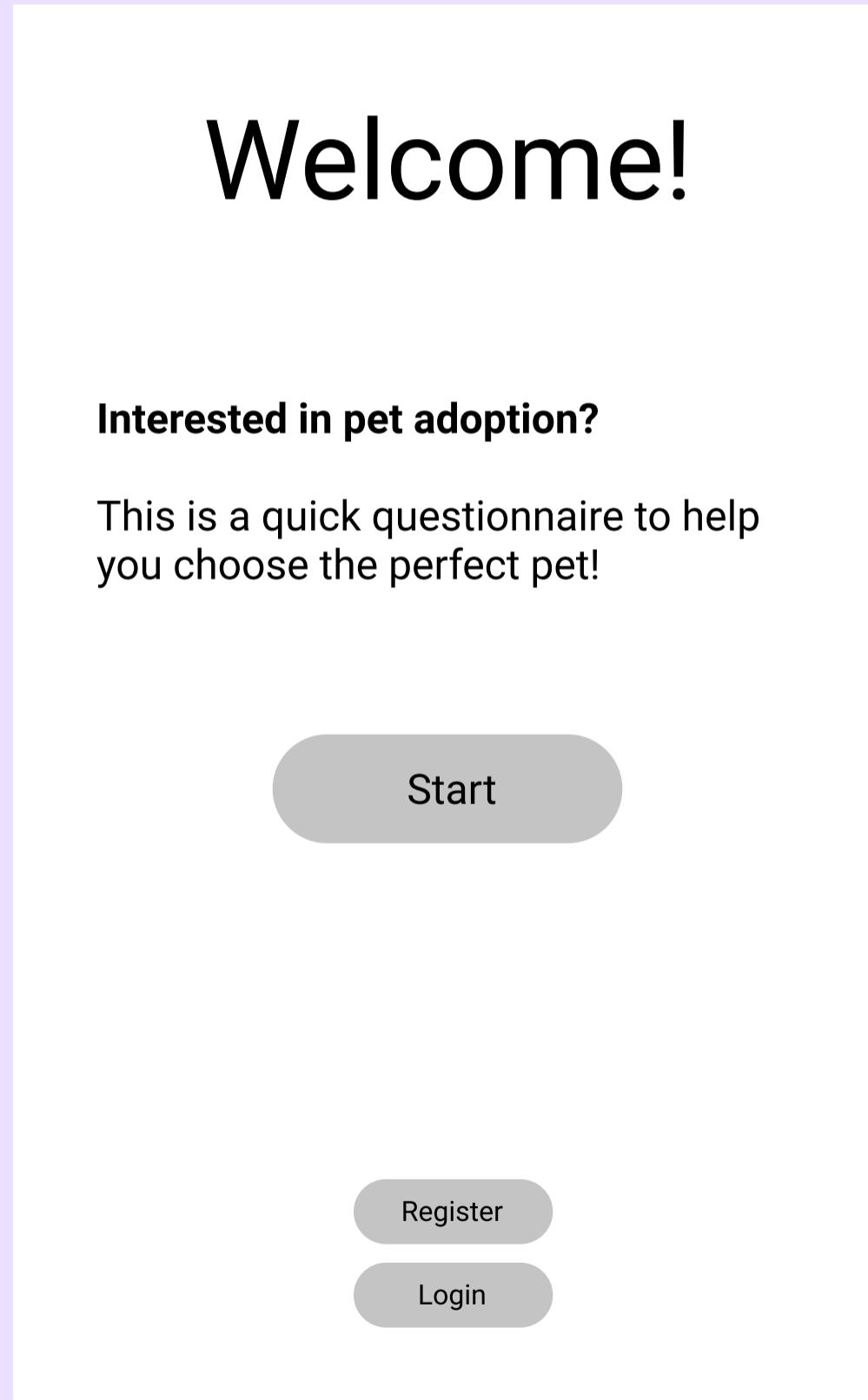
We chose this as our scenario because this is the thought and action process many of our interviewees went through and we wanted a realistic scenario so that our solution would be helpful in navigating the painpoint (too much or too little information in the pre-search and search stage of pet adoption).

Home screen

Thought process

While this was a paper prototype, we still wanted a clear “beginning” to our wireframe so we had a landing page to indicate the start of our quiz.

Home screen cont.



Welcome!

Interested in pet adoption?

This is a quick questionnaire to help you choose the perfect pet!

Start

Register

Login

Part one of our “paper” prototype

“Questions about you”

I live in a...

I have this pet budget per month

Do you live with other people?

Does anyone in your household
have pet allergies?

Are you a frequent traveler?

How much time would you be able
to spend with the pet per day?

Do you have access to a backyard or
ability to frequently exercise a pet?

Do you currently have pets in your
household?

Information icon ⓘ

As we were crafting the questions for part one, we realized that people who were new to the pet adoption process may not understand the purpose of part one’s questions as it pertains to them and not their potential pet. Thus we added icons with detailed explanations.

These questions were chosen based off of similar questions adoption centers may ask about the adopter because they have to clear the adopter as a good fit for their pet.

Part two of our paper prototype

“Questions about your perfect pet”

Preferred type of pet

Preferred gender

Preferred age

Preferred size

Preferred coat length

Preferred personality traits

Some pets have special needs
Which needs are you willing /
able to take care of?

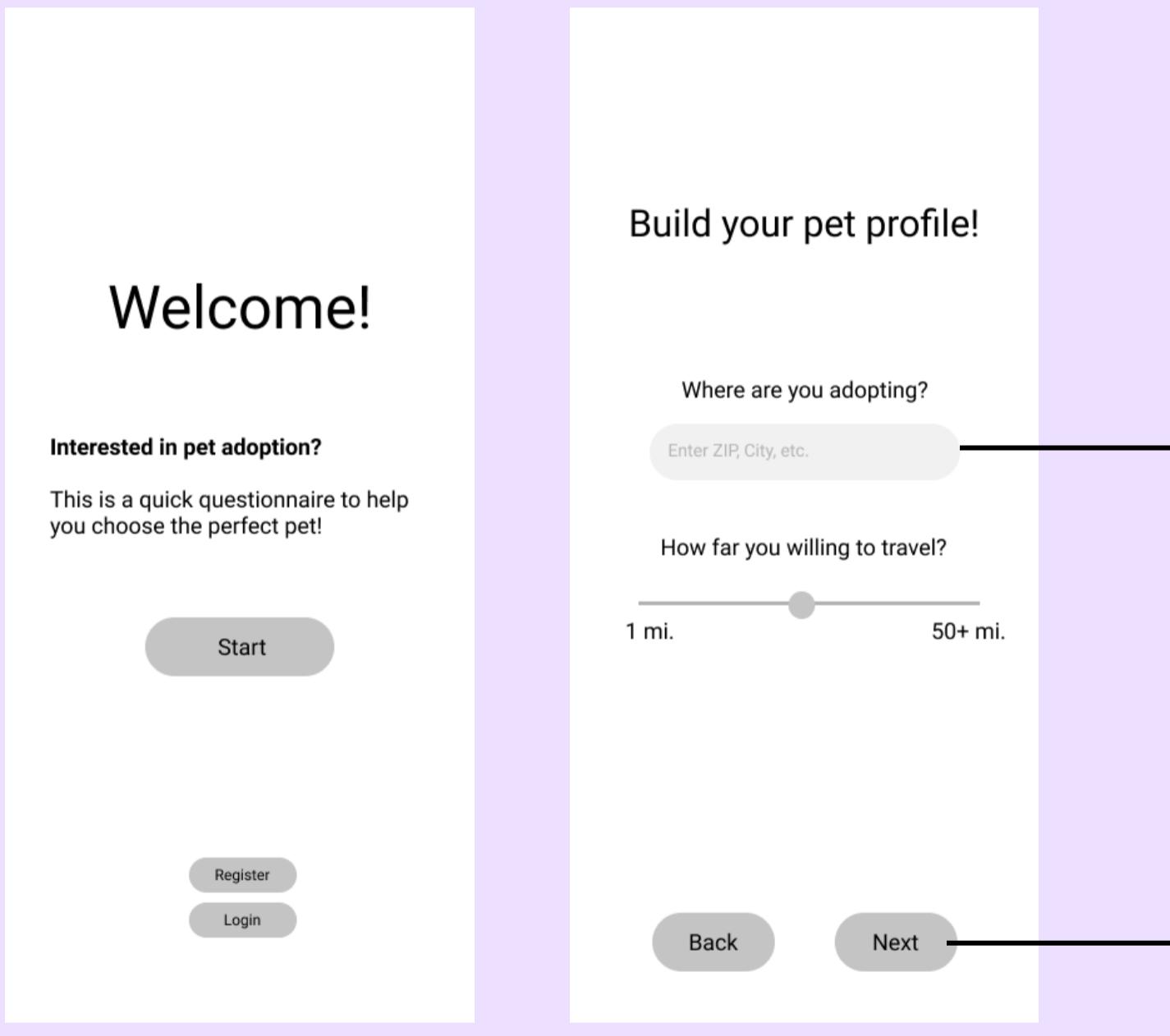
Progress bar

Throughout the design, we included a progress bar so that users can see how far along they are in the process - aimed at addressing the complaints of some users who believe that the process for figuring out what pet they may like is “too long” or “too complicated”.

These questions were chosen based on the criteria of the pets that pet adopters might be interested in because they might have preference to the pets they want to adopt.

Initial user testing and collecting feedback

Home screen and quiz start cont.



While this prototype took a simple form, some of the elements could have been lowered in fidelity to better match the “Paper” prototype process for getting feedback, such as the buttons and the “Enter Zip, City, etc.” field.

Feedback from think-a-loud testing

We heard a variety of feedback from our think-a-loud testing with our peers in class - most of it was expected and inline with our expectations for this iteration.

Some major feedbacks we got on iteration 1 include:

1. The position of the progress bar feels too tight with the back and next buttons;
2. Large chunk of small texts could be easily neglected;
3. Result page should be clickable;
4. Some interactive buttons are hard to use.

Some of them are quite a surprise. For instance, one user just skipped our disclaimer for part 2 directly, but it also gives us an alarm to use design patterns to deliver messages rather than texts during our following design process.

Reflecting on our first designs

Putting ideas to papers

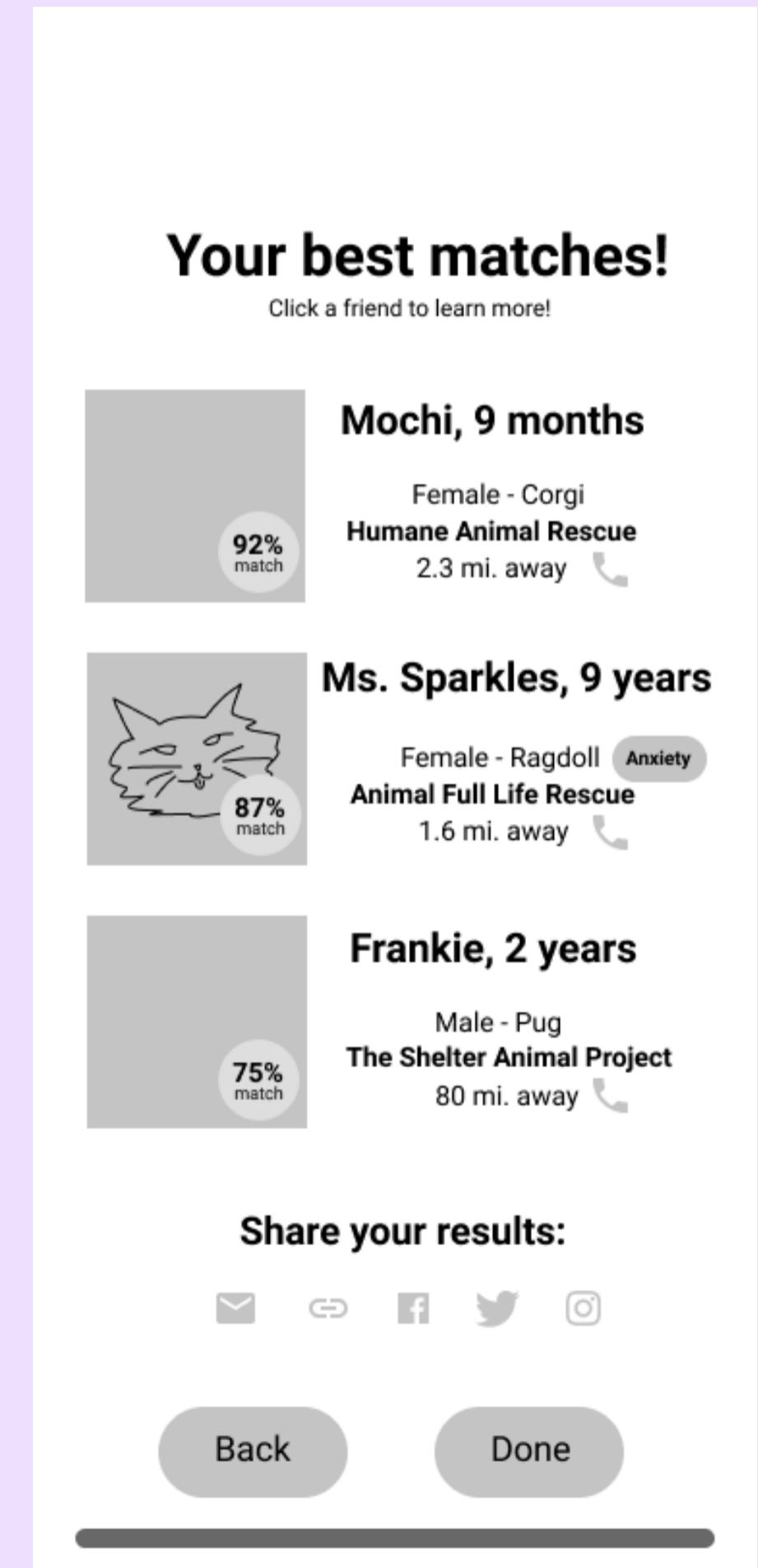
Expressing what is contained outwards

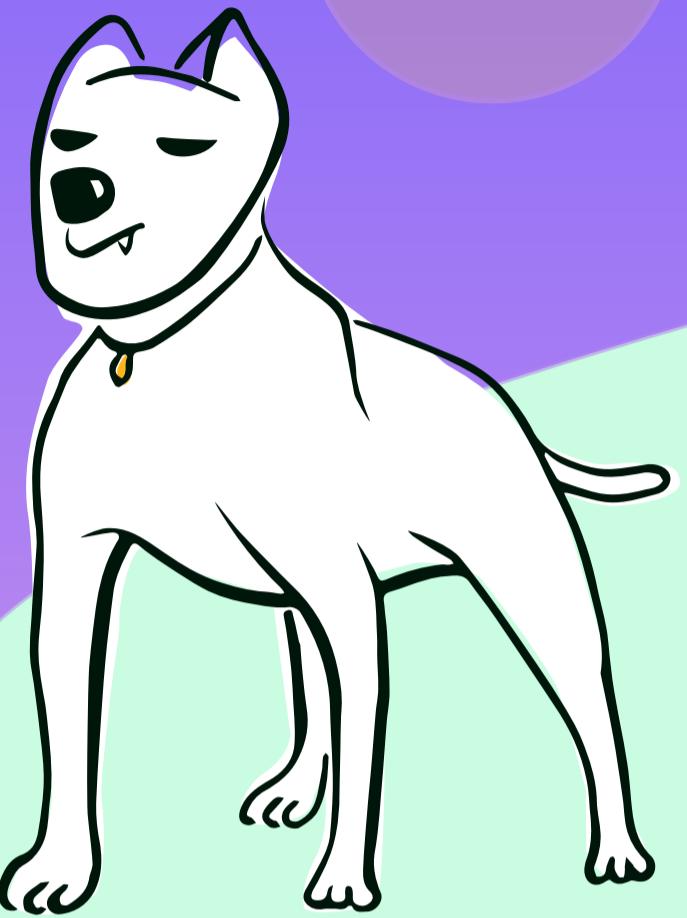
Paper prototyping may often be the first step in a process of putting ideas from one's mind out for the rest of the world, or team, to see and discuss. Here the process changes from individual to collaborative - combining different experiences and pieces of knowledge to create something better than what one could do on their own.

This process was great to work through and it was wonderful to see what each teammate thought and created in each piece of the prototype.

Results page

Our initial results-page for the user flow. Here users could see basic information about each match, but would have to tap into each to learn more - which we had not prototyped yet.





5

MID TO HIGH FIDELITY PROTOTYPING

Upping the fidelity

Incorporating feedback

Lo-Fi feedback

In our lo-fidelity user testing, most of the feedback we received was well within expectation, but it was great to hear them from our peers/test-users.

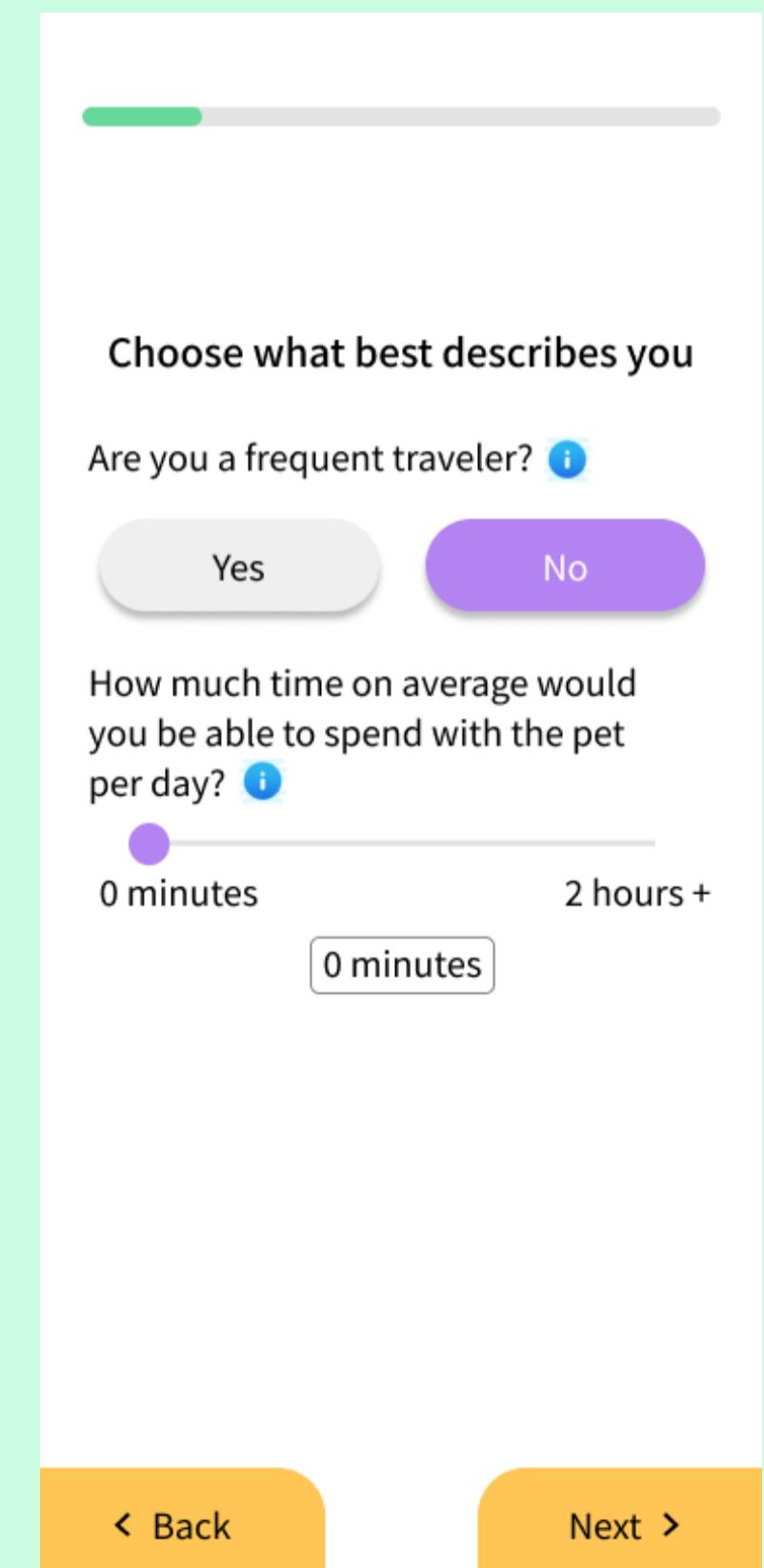
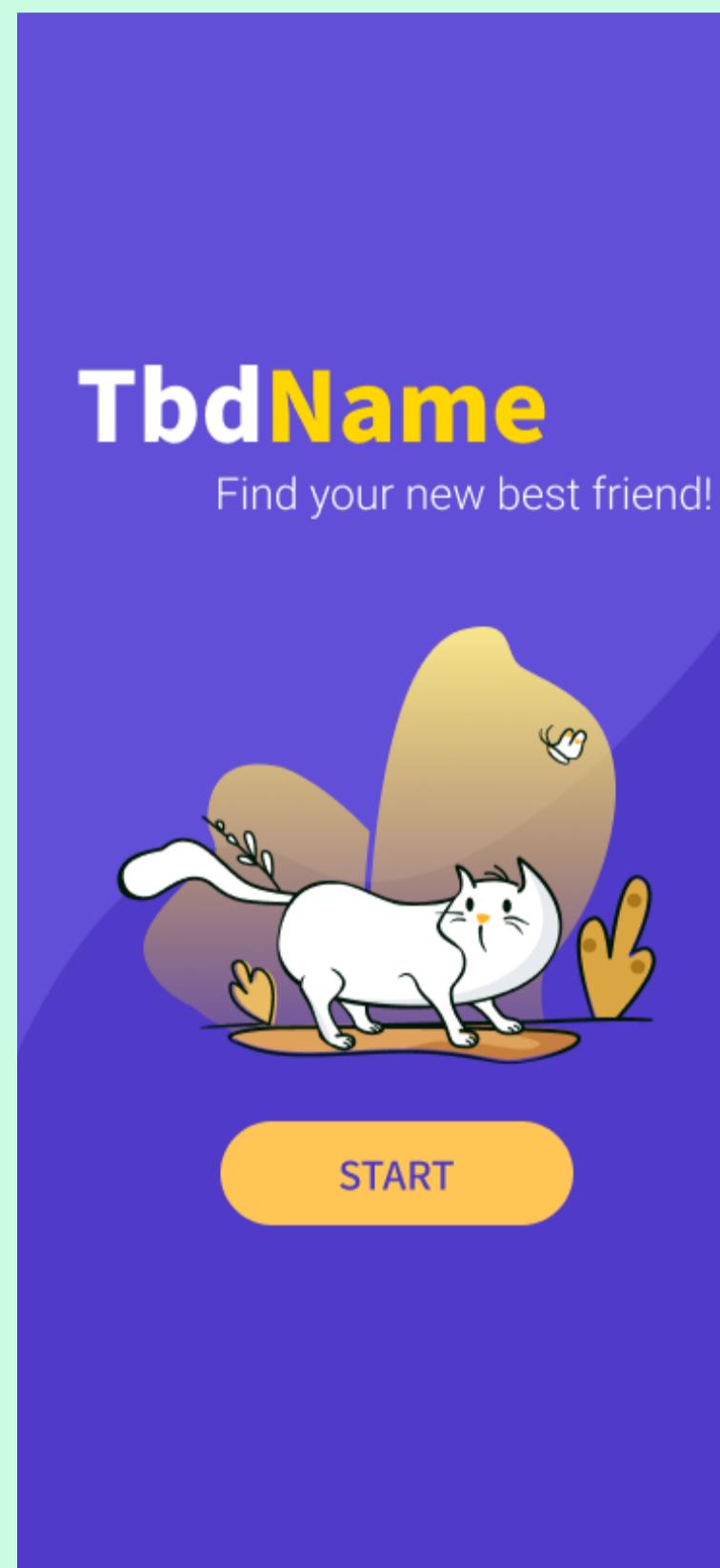
We made changes to make the progress bar more visible, and make the results page more actionable such as including boxes that offer feedforward. The testing also provided great direction for moving forward, such as thinking what might go on the individual results pages and info pop-up cards.

Creating a style guide



In creating a higher fidelity prototype, it was useful to create a style guide to capture our regularly used items, like fonts, colors, and general styling, such as no hard edges.

This helped us create a sense of consistency, emotion and brand, yet we had some internal debate over which colors should be placed where on the design such that their feedforward or feedback could be best utilized - such as the light purple on the selected button on the right design.



Responsive design woes

Transfer of mobile design to web

Assumptions

The thing that seemed to be so easy ended up being an incorrect assumption. We initially believed it would be easy to just “drag-n-drop” our mobile design into a laptop frame and upscale the fonts and pictures and it would be done. Unfortunately, this does not account for the large differences that usage of a website on a desktop computer or laptop would bring, such as interactions, design patterns, not to mention screen size in comparison to item size in the design.

First take

Our first attempt at transferring our design onto the desktop was a bit messy, but it put our initial ideas to “paper”. This first attempt turned our survey/quiz into a longer, scrollable questionnaire on the desktop.

Desktop thoughts

Lengthy page here with little breathing room is not visually appealing nor easy to use. We then thought about ways that we might recreate the quiz style from the mobile design in the desktop while maintaining its unique affordances in space and interactions.

Build your pet profile!

Where are you from?
 Enter ZIP, City, etc.

How far are you willing to travel?
1 mi. 25 mi. 50+ mi.

Choose what best describes you

I live in a...
 House Apartment

I have this pet budget per month
 \$0 \$0 \$500+

Do you live with other people?
 Yes No

Does anyone in your household have pet allergies?
 Yes No

Are you a frequent traveler?
 Yes No

How much time on average would you be able to spend with the pet per day?
 \$0 \$0 \$500+

Do you have access to a backyard or ability to frequently exercise a pet?
 Yes No

Do you currently have pets in your household?
 Yes No

Living Situation
The type of residence one lives in can often determine whether a potential adopter is allowed to have a pet in the residence, or it may make some breeds off-limits (such as larger dog breeds). Additionally, if you rent your home, some shelters will contact your landlord to ask about whether a pet is permitted in the house.
[Learn More](#)

Budget
Some pets, or even specific breeds, require specific diets, training, or care. With this, the amount of money required to take care of such a pet will vary. For example, a standard orange tabby cat will cost less to care for than a Samoyed (breed of dog) that is prone to cardiac diseases or autoimmune disorders.
[Learn More](#)

Other housemates
Some breeds, or specific personality traits of some breeds, prefer having only one owner or one regular person to interact with.
[Learn More](#)

Allergies
An incredibly important criteria - allergies can largely limit the selection of pets that one can adopt, but may depend on the severity of the allergy. Some breeds are specifically hypoallergenic, as well.
[Learn More](#)

Travelling
Frequent traveling limits the amount of care and attention a pet owner can give to a pet, unless one has the means to have another take care of the pet, such as boarding or a spouse/housemate.
[Learn More](#)

Time Commitment
Simply put, some pets require very minimal care or interaction. Others can require hours of physical and mental exercise to be happy and comfortable.
[Learn More](#)

Access
A backyard or ability to exercise a pet is crucial for some breeds, such as working or racing dogs, like Border Collies or Greyhounds.
[Learn More](#)

Other Pets
Mixing current pets with a newly adopted pet can be a challenge with a beneficial ending, or could be nearly impossible depending on the breed or personality.
[Learn More](#)

Continue to Part Two

Soliciting feedback and further changes

Second round of testing

Minor mobile things

Feedback stemming from user testing of our mid-fi mobile design was largely about small pieces of the design that caught the users attention and were distracting, confusing or otherwise could be improved. Some of this confusion centered on the difference between our radio-style buttons and our multi-choice-style buttons. There was a great deal of feedback and questions regarding the “required”-ness of the questions we were asking, and how to ensure that we communicate such to the user.

Large mobile things

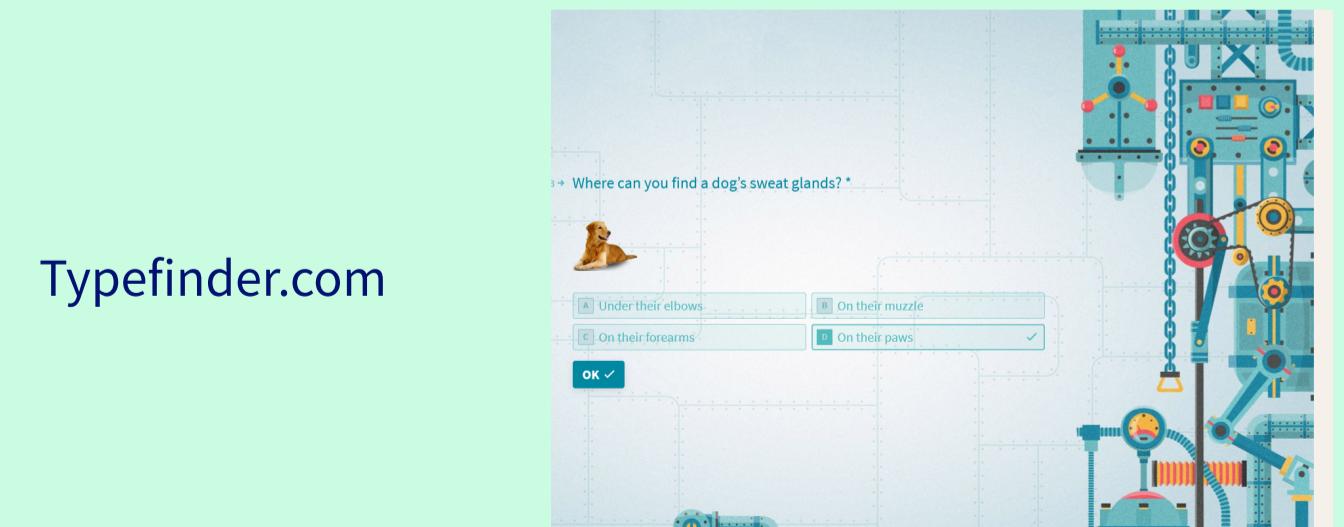
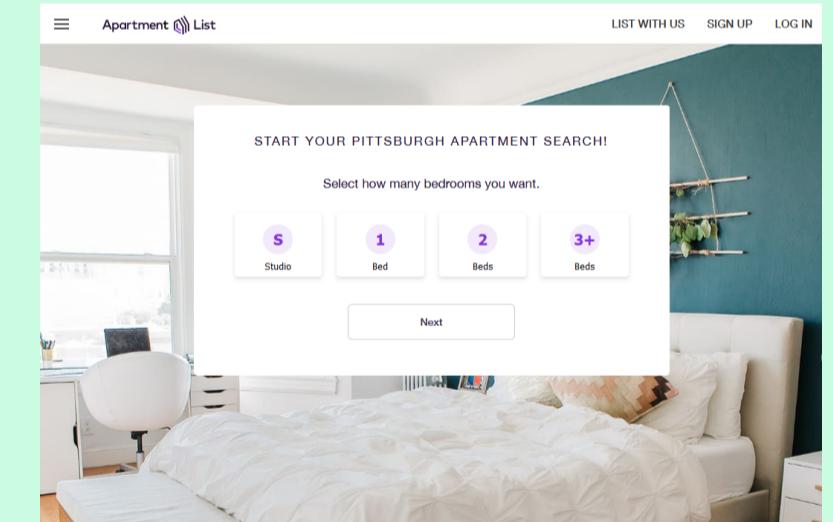
Feedback on our mid-fi desktop design was largely critical, which was expected given the short time we spent on it for this iteration.

Our peers and user testers felt that the desktop version was “daunting” and almost intimidating to look at, given the large fonts, screen wide design that placed question after question with little to no break.

Competitive analysis

One recommendation from our peers and our instructor was to examine several sites that utilize questionnaires in order to find design patterns and designs that work well in a desktop format. We examined a few to get a good basis for improving our desktop design:

Apartmentlist.com



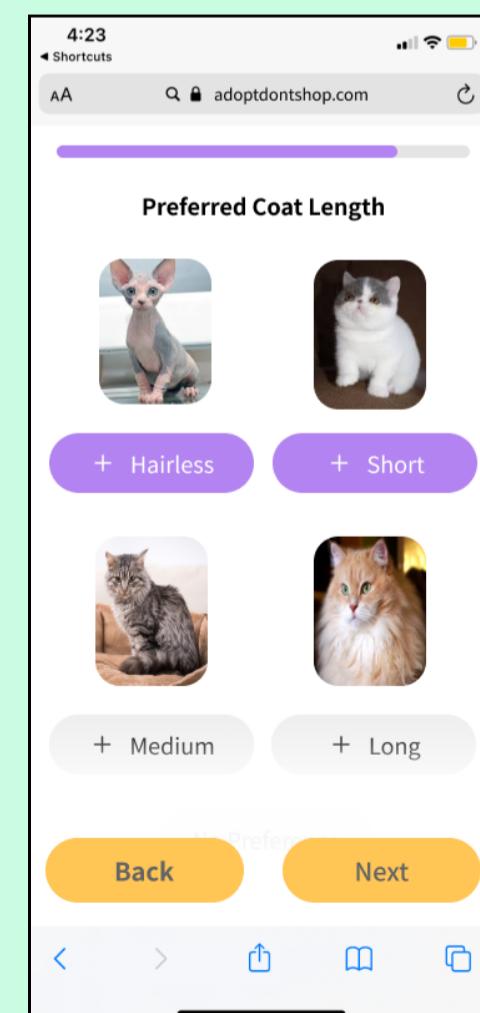
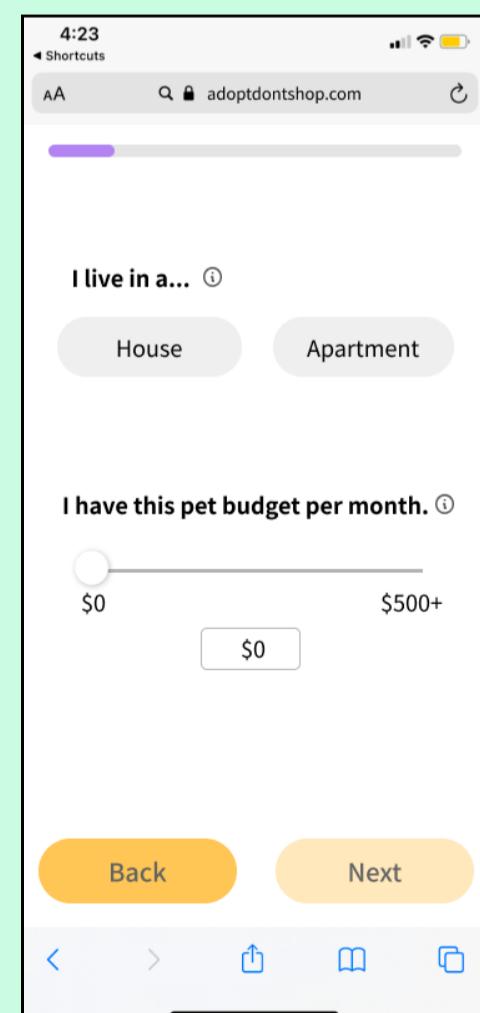
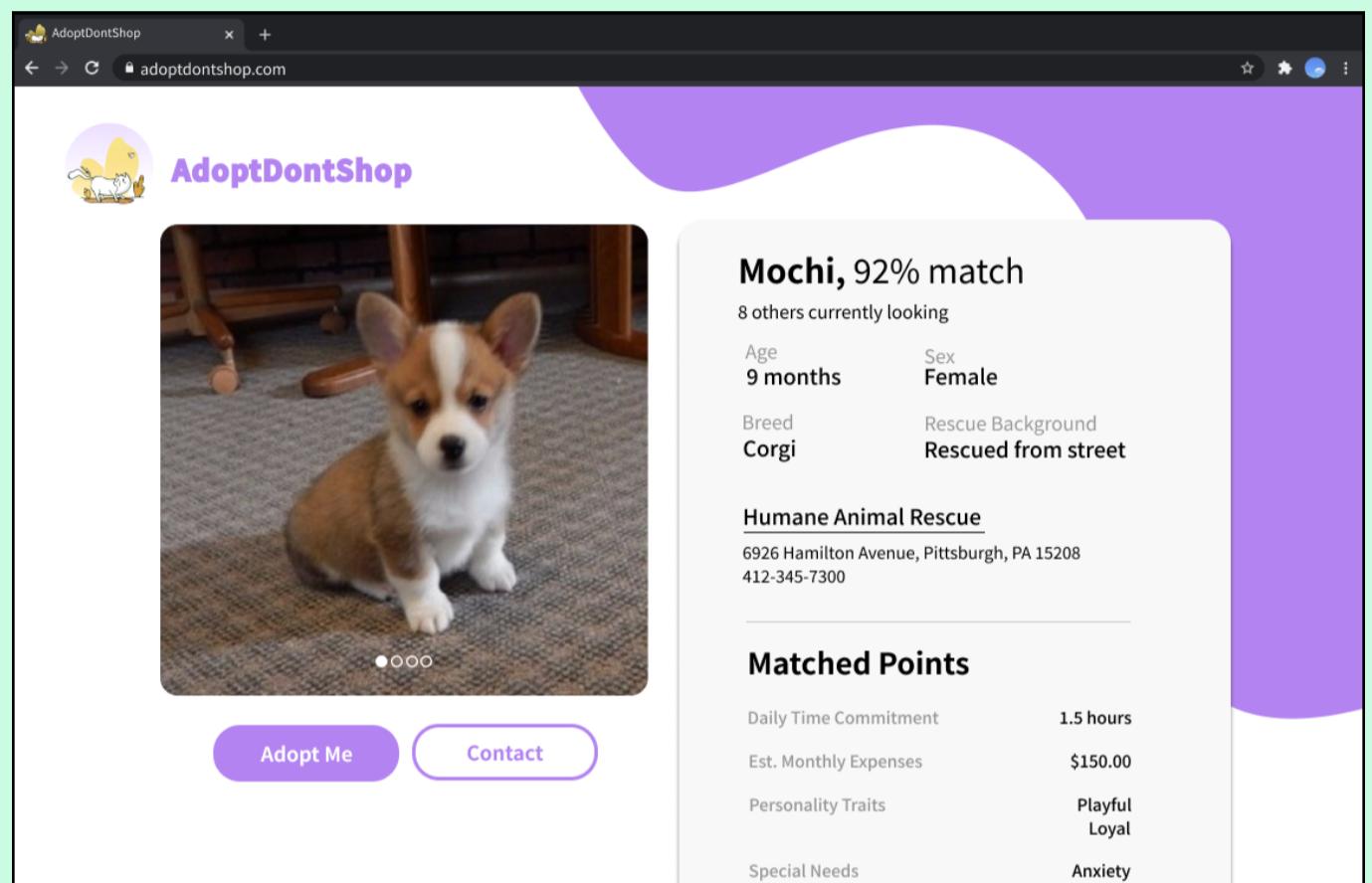
High fidelity iteration

Changes for context

Something we knew but never discussed and implemented is the notion that our design lives within a responsive website, not a desktop or mobile app.

This means that some portion of the screen real-estate is taken up by the notification bar, the phones navigation buttons, as well as the browser's top and bottom bars. Our designs up until now had taken up the whole screen space - quite a risky mistake to make.

Here we added in the navigation and standard phone bars and were lucky to only have to make minor adjustments to our design.



Reflecting on our updated designs

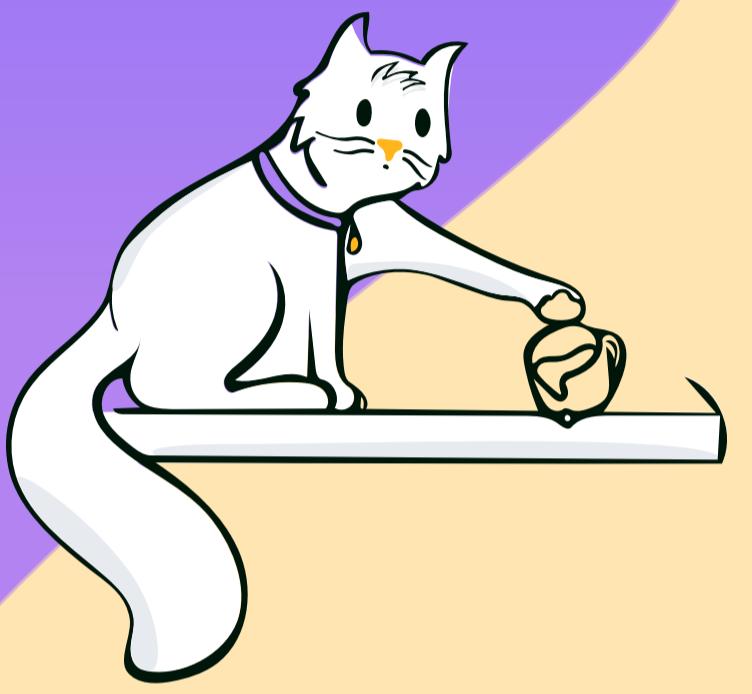
Iteration, iteration, iteration

Something great to see over weeks of effort and certainly validating our learnings is the improvements and honing from having multiple iterations on the same design. We had probably five iterations total for each screen size, and this truly allowed us to hone our ideas into something that would, ideally, work perfectly for the user and be a great improvement over the previous user situation.

Iteration is one of the greatest aspects of the HCI industry, and it is certainly one lesson and practice that will stick with us in the future, wherever we go.

Intentionality

Personally, I wish we spent more time on our initial design of the desktop version of our design. Instead of just throwing our mobile design into the desktop format with a few changes, it would have been much more productive and efficient to think through what design patterns and layout would work best for our overall design on the desktop, and then to implement that and get feedback. -Daniel



6

THE PITCH

Pitch structure

Painpoints and goal

We decided to start the pitch right away by summarizing the painpoints we have found out of the interviews we did and the corresponding goal. Although these pain points come from the customer journey map, we decided not to include the actual map. We think this design would help our client, in this case, the pet shelters better identify what are the problems they face rather than showing them how these conclusions were derived.

Findings and Pain Points



Redirection
Confusion

Overwhelming
Search Options

Lack of
Guidance



Missing
Adopter Criteria



Did not know
ownership basics

Meet Timothy & Maria



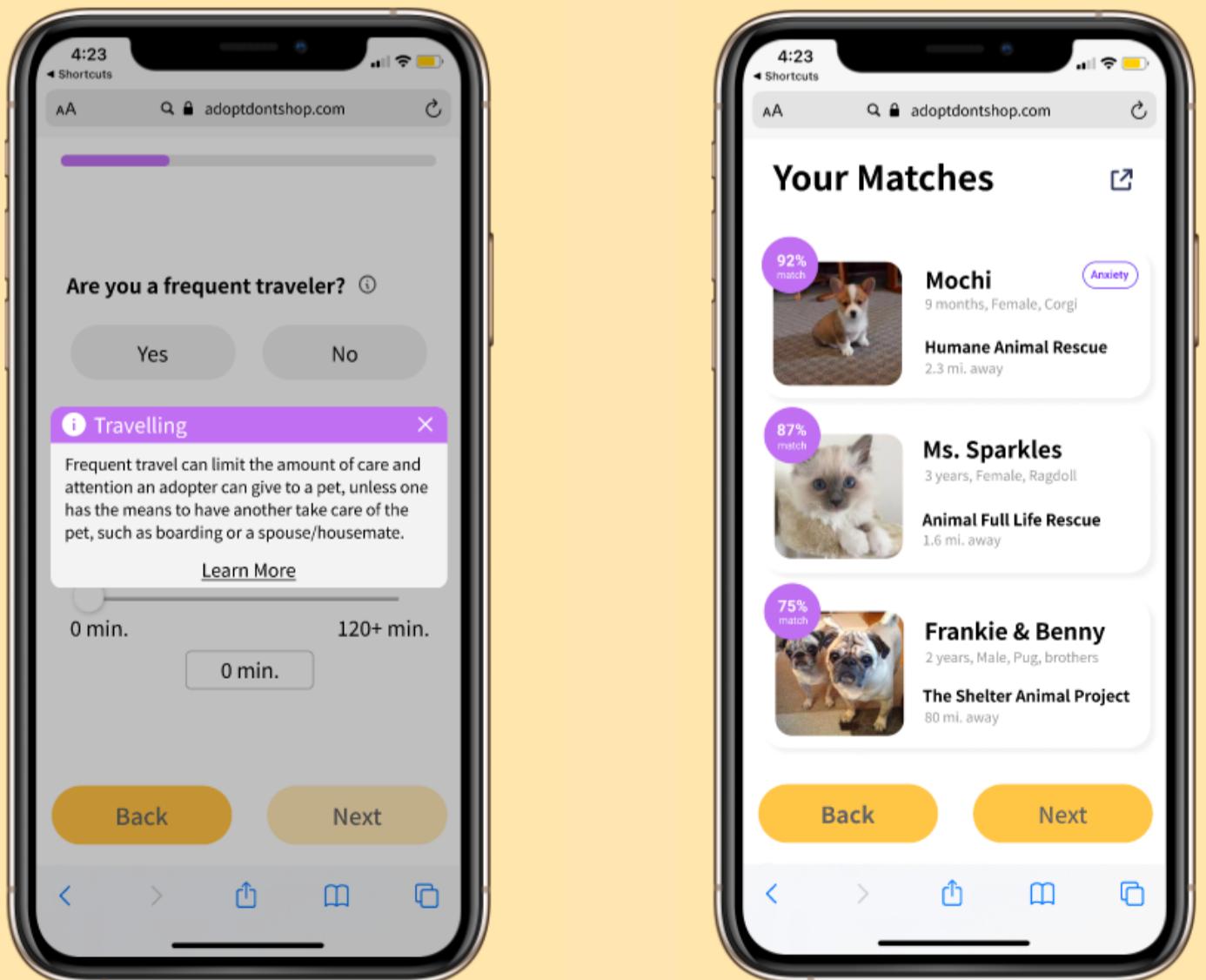
Scenario and the mobile prototype

To better illustrate how the users are going to interact with our website, we created a scenario in which a couple, Timothy and Maria, would try to take the quiz on their phone. We decided to show the entire flow of the interaction on mobile website instead of switching between mobile and desktop because our website doesn't have a log-in function, so it would make more sense if the entire experience stays on the same device.

Pitch structure (cont'd)

Key features & highlights explained

The walkthrough of Timothy and Maria's interaction with the website shows the stakeholder the designs' key features and highlights. It also, to the best extent, presents how the user experience is going to be improved. Some key features that we emphasized include the info cards and the match percentage.



Comparison and benefits explained

Since we are not showing the interaction flow of the desktop version, we decided to include the comparison of the desktop and mobile version and their respective potential users. Going back to our characters, we also explained how our website is going to improve the adoption experience for Timothy and Maria and the benefits for the pet shelter to become one of our partners in the shelter network.



Pitch feedback and final round of changes

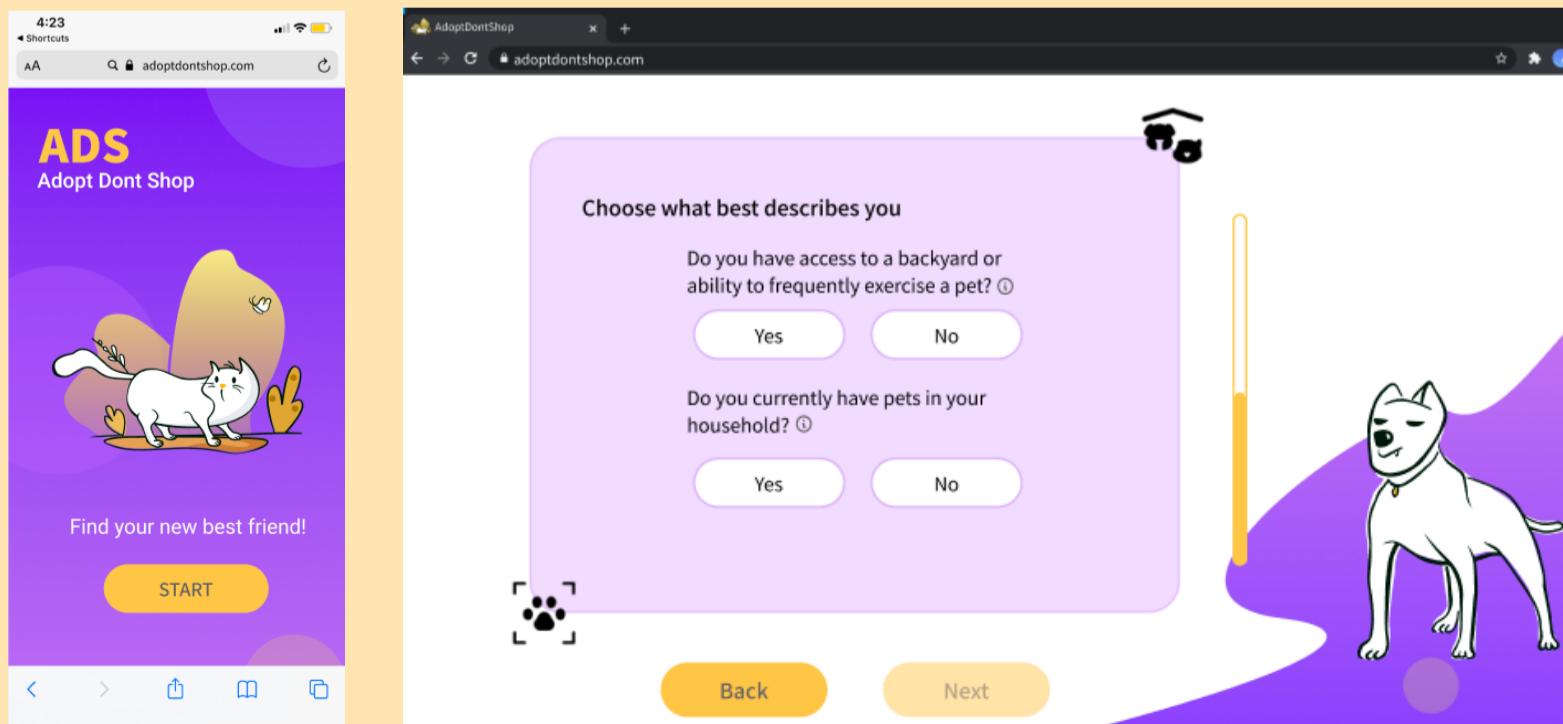
Feedback from the practice pitch

Positive remarks:

1. "I like the pathfinding of the pain points"
2. "Good handoff between desktop and mobile information"

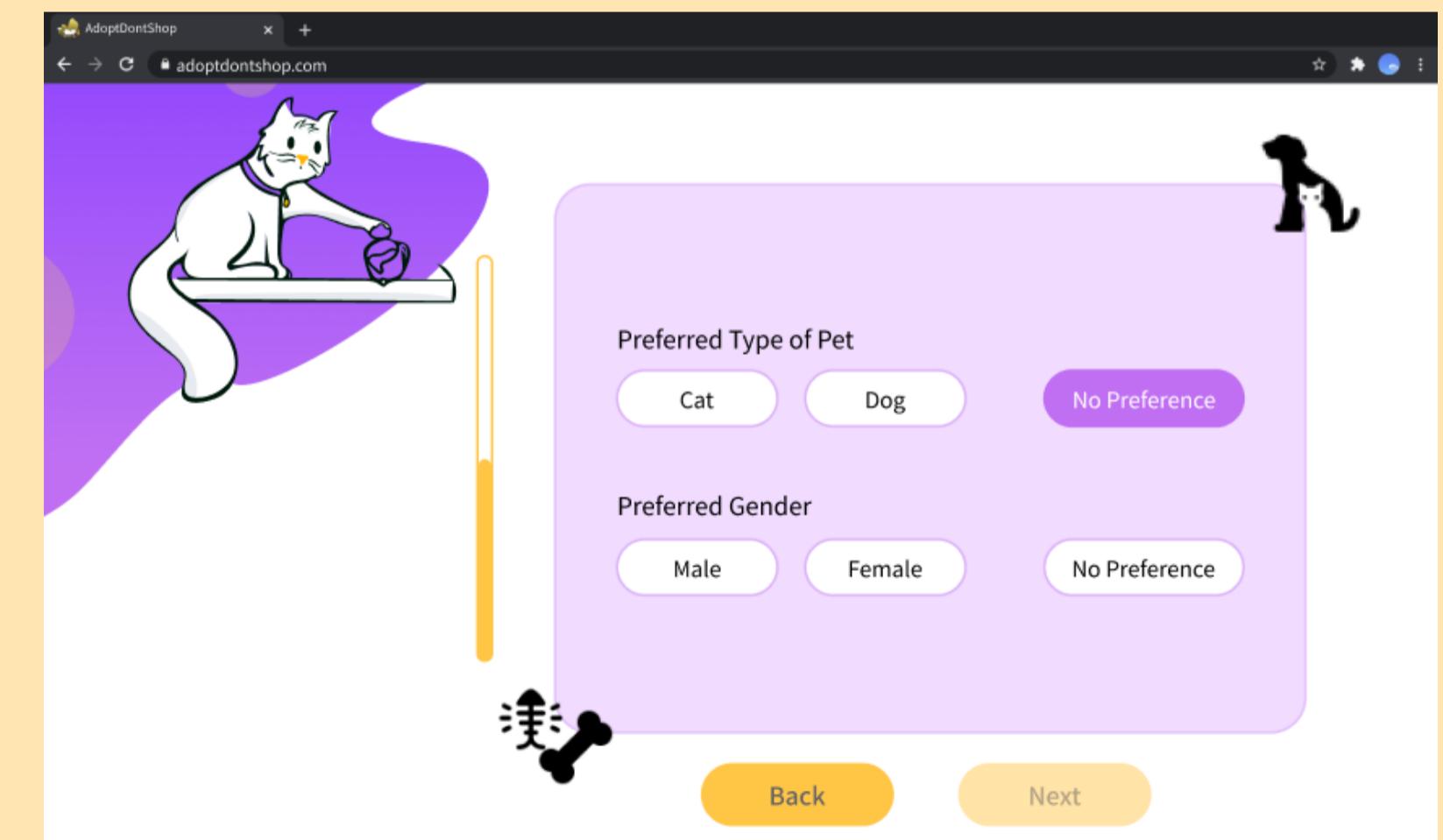
Suggested improvements:

1. Could have "Talked more about the rating system"
2. "Add slides to back up stakeholder's benefits"
3. "Search has web browser form factor but page doesn't"
4. "Humane Society info card feels a bit tight"



Changes made:

1. Moved progress bar to the side on the desktop because the progress bar on the top looked too cramped.
2. Search bars on top of every page
3. Adding the explanation of match results and number of current applicants to pitch script
4. Adding a team virtual background in Zoom



Reflecting on our final pitch

Getting straight to the point

Instead of including the full customer journey map, we decided to quickly identify the pain points in the existing user experience, our goal, and proposed solution in the beginning.

After introducing the background, we decided to play the character of our created personas to dive directly into the illustration of the user interaction with the mobile version.

Instead of repetitively showing the interaction in the desktop version, we only included the comparison between the responsive web designs to show why they could cater the need to different groups of users.

The scenario and personas are reintroduced after the full walkthrough of the prototype to better illustrate how their pain points and concerns are properly addressed, leading to the final part on why our product might be desirable for the stakeholder.

Practice and Iteration

We think it was incredibly helpful to hear feedback on our pitch in order to prepare for the final class presentation. We were able to fix areas where our explanations may have been unclear, and we were also able to improve our storytelling skills. We were able to figure out how much time to dedicate to each section of our presentation (slides, mobile prototype demonstration, etc.) and adapt it to what best suited our audience.



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FINAL REFLECTIONS

Our final reflections

After sticking with AdoptDontShop for over a month, seeing its birth (lo-fi) to creating its current form, our group is rather sad to let this project go. When we began this project, there felt as if there were no limitations and we wanted to cover everything there is to do with pet adoption. Through multiple interviews and customer journey maps, we realized that AdoptDontShop was meant to be a light and fun way for people to learn and get into pet adoption.

It's great to see the many iterations and changes over this time period working on the project, from simple decisions such as "Should this button really have a plus symbol in it?" to larger ones like "Do we really need to have two user flows, or can we use just one?" We're happy to see all the work we accomplished, and are so grateful for the many rounds of feedback, testing, and critiques we got from our peers, instructors, friends and family.

Collage of our best moments

