Google Design: Solving the shelter problem

# Research

* Discover the problem
* Finding solution for issue
* What features the app need?
* What content should be in focus

# Finding the problem

Problem: people still buy from shop rather than adopt from shelter

Pet comes from shelter are increasing

Some reason people referred to buy at shop:

* Old dogs can’t get used to new owners
* Old dogs are hard to train, and cannot unlearn their old (and bad) habits.
* Dogs in shelters are unhealthy
* Shelters are dirty and the animals there are unhappy

Some advantages:

* Puppies are harder to train than old dogs
* Older dogs are already potty trained and even know basic tricks
* Dogs from shelters are generally healthier
* Old animals already show their true personality
* Adopting from shelters is usually cheaper

# Solving the problem

Achieved through UI:

* Help to find a pet that fit
* Dispel the myths
* Hightlight adavantage shelters

# Overhauling the Twitter Experience on Android

# Phone Design

Write down the feature list as described by the client 🡪 develop the basic user flow of the app

**Features:**

* The main screen
* These peoples’ profiles
* Notifications for interactions
* Direct messages
* The current trends
* Our own profile

Using icon instead of text label 🡪 makes them instantly recognizable.

Using tab for notifications

About the FAB, not list many functions, just one functions (edit tweet)

Animation when tap on a tweet is very important**:  “Cognitive load is minimal, since the animation communicates to the user the change in context and in hierarchy.”**

FAB change when switching to Messages tab

# The conceptual model

User has created a **conceptual model** of the app (by how the navigation of the app works)

Hierarchy is clear in their mind and everything works according to their expectations.

The animations help the user build this conceptual model and get a grasp of the navigational structure

# Tablet design

Dividing Timeline, Notifications and Messages into 3 different panels placed on a horizontally scrolling view

Tapping on a Tweet doesn’t switch to a new screen, but instead, the Tweet card expands in place to show the extra content

Messages tab: basic Master Detail layout, Messages list on the left, Conversation on the right.