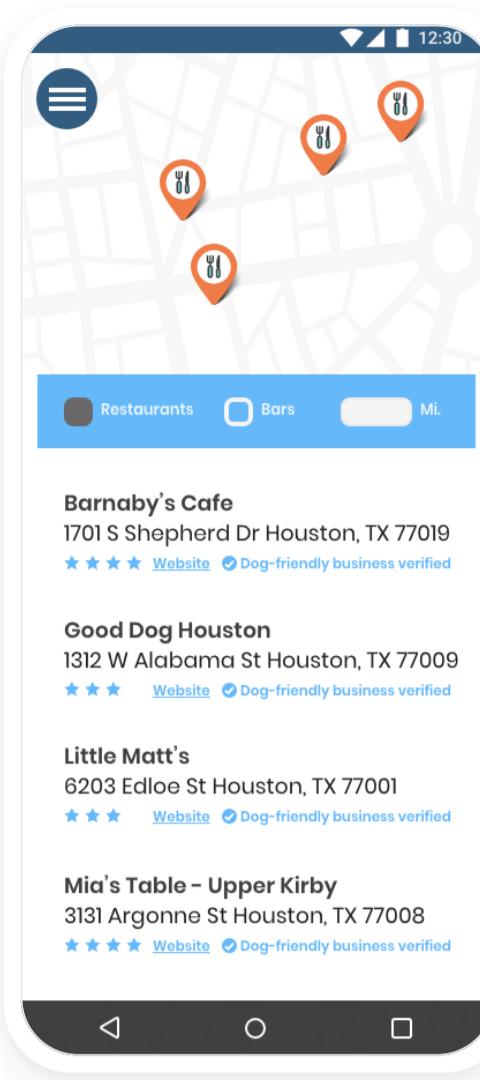


# DogsOut Mobile App

With DogsOut, take your pup with you anywhere!

- My role: Information architecture, User research, Wireframes, Prototyping, UI design
- Team Effort
- Programs used: Adobe XD, Miro, Figma



## Problem to solve

Dog owners unsure of what businesses and locations allow pets.

## Goal

The goal was to design an app that allowed users to find dog-friendly, business-verified, locations using DogsOut.

## Target organization

Young, professional men and women between the ages of 18-30 years old.

## How we came to proposed solution

We added two key features that would make a difference for dog owners:  
1) Displaying pet-friendly locations and businesses in the users' nearby surroundings (picked up by GPS or zip code) and 2) All pet information displayed for businesses was verified by the company.

## How our solution solved the problem

Users can confidently bring their dog with them to any pet-friendly locations without running the risk of being turned away due to inaccurate information or by being unaware of pet policies.

## Challenges we faced

- Finding the best way for all team members to edit and save the XD file without complications (the project was done remotely).
- Decide how to have business owners verify the pet information for their businesses.
- Decide if we wanted to include ads from restaurants and bars on the app, *ie: bring your pup and get 10% discount on all sliders during Happy Hour.*

## Final results

After we completed the user interviews, we found that 60% of our users wanted to bring their dog with them to do daily activities. Hence, the team and I decided to create an app that allowed users to quickly search where they could bring their pets in order to plan their day. User testers found DogsOut to be efficient and convenient.

## What I learned

- Reading reviews of competitor apps is a great way of gathering useful information for research.
- Using a map-search style was the best design and most convenient way for users to use on the run.

## Surveys

We set up an online survey with 30 questions and asked 10 users (all dogs owners) to fill it out remotely.

### Research Objective Questions:

- 1) Understand the user's reasons for wanting to spend the day with their dog.
  - 2) How users find places that are pet-friendly.
  - 3) Understand pain points for users who want to travel and include their dog in their daily lives.
- Top results from survey:
    - 100% of users did not trust pet-friendly apps to have accurate and updated information due to past experience.
    - 100% of users would check the businesses website then call to make sure they were pet-friendly.
    - 50% of users would have liked to spend the day with their dog, but did not due to lack of information on pet-friendly places.
    - Reviews were of major importance when searching for pet-friendly locations.
  - What was implemented in the app based off of survey results (what makes DogsOut unique from the competition):
    - DogsOut searches for pet-friendly businesses based off of the user's location.
    - Pet-friendly business owners are able to update pet information in the reviews section (credibility from businesses owners).
    - Users have access to reviews (with Premium account).

A screenshot of a survey titled 'DogsOut Survey' on surveymonkey.com. The survey consists of five questions, each with two options: 'Yes' and 'No'.

- Have you ever called a restaurant to see if you could bring your dog?  
○ Yes  
○ No
- Have you ever searched online for places you can bring your dog?  
○ Yes  
○ No
- Have you ever been turned away from a place because you brought your dog?  
○ Yes  
○ No
- Do you avoid activities or going out because you cannot bring your dog?  
○ Yes  
○ No  
○ Sometimes
- Would you likely get out more if you knew of places you could bring your dog?  
○ Yes  
○ No

DogsOut Survey on surveymonkey.com



## User Persona

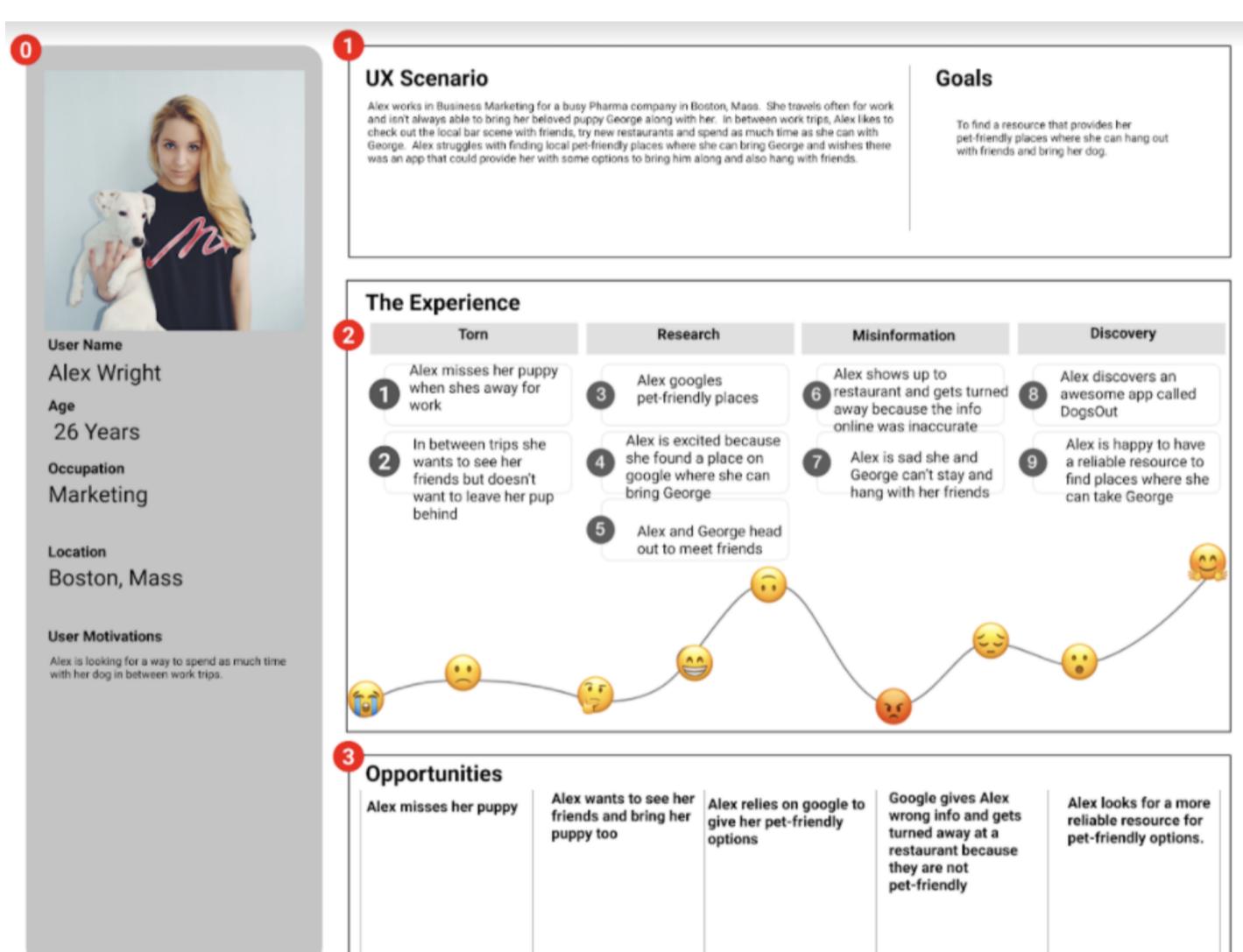
Based on the survey we set up a user persona – Alex Wright. We referred to her throughout the entire product development process.

- We focused on Alex's goals and pain points to design the assets and usability of the app.
- We reflected back on our persona specifically during the Feature Prioritization Matrix, Proposition Canvas, User Scenario, Story Board and User Journey Map.



## Empathy Map

We created an empathy map to gain a deeper understanding on our user-persona and to further elaborate on her as well.

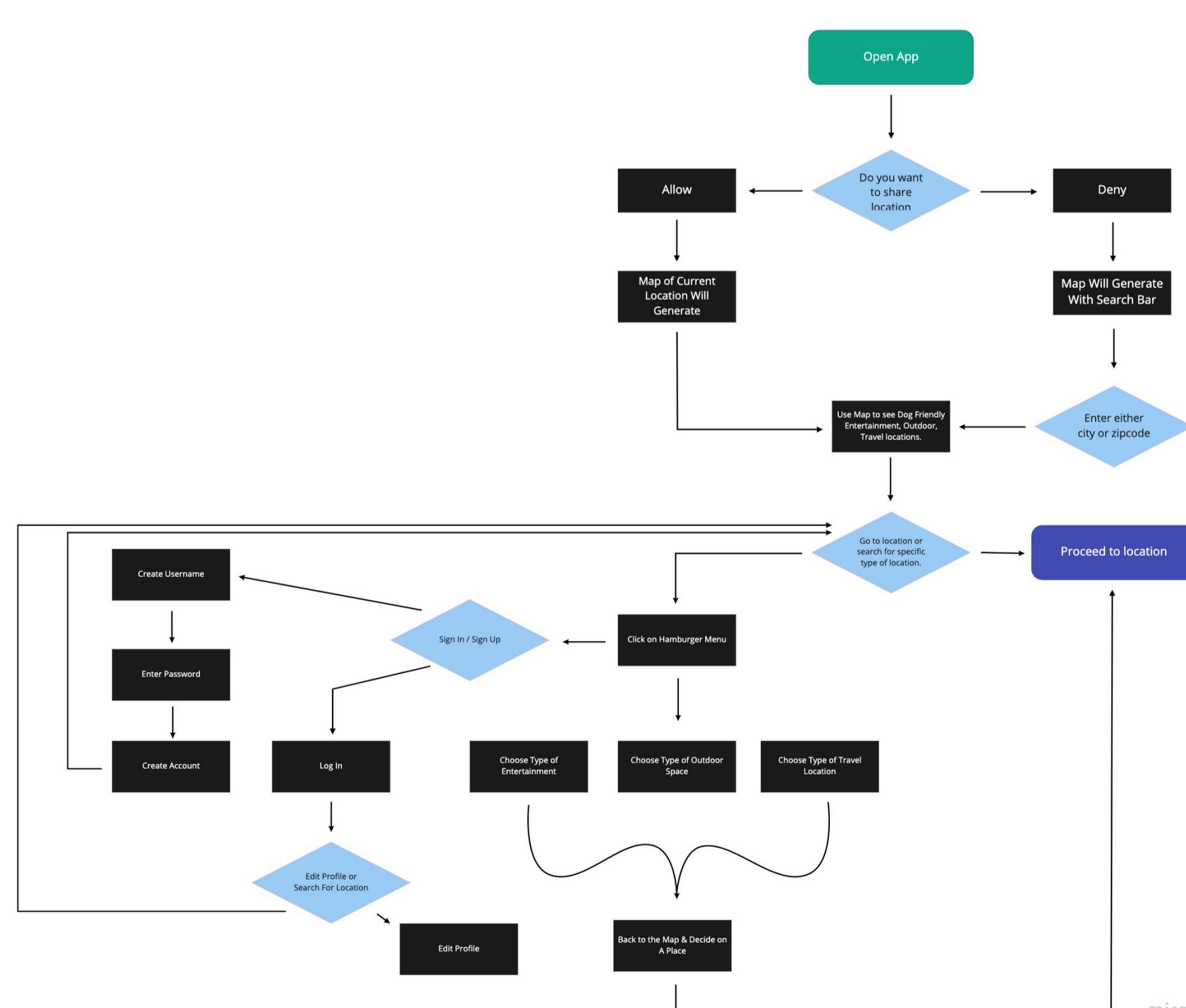


User Journey for Alex Wright without DogsOut

## User Journey

We mapped out the users' steps to see how we could simplify their journey to help them reach their most important goals with the product.

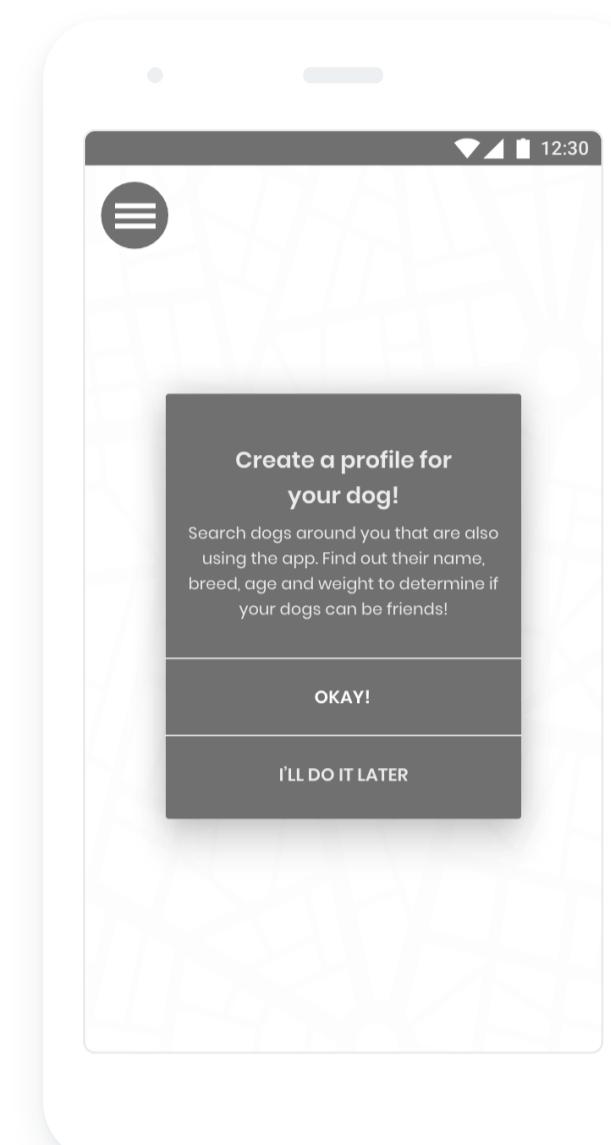
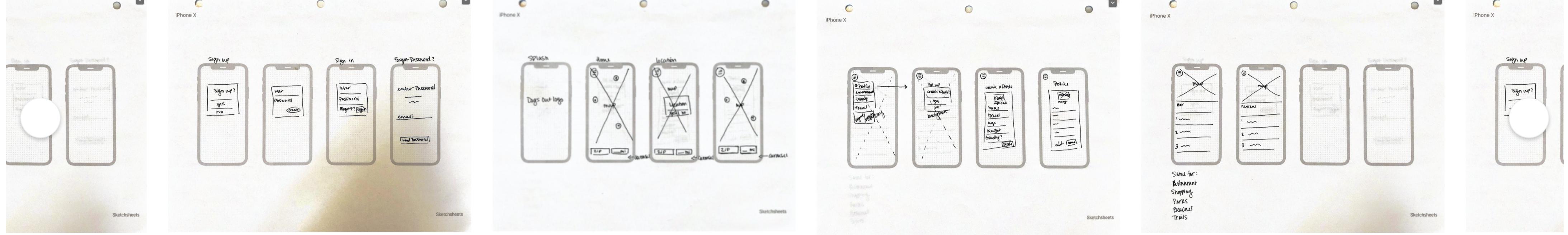
- We created a user journey map and focused on resolving the biggest pain point for users: Dog owners showing up at businesses with their dog at supposed dog-friendly places only to get turned away due to inaccurate information on their website.
- The steps were based off of a typical user journey of a dog owner without the DogsOut app.
- What we did to improve the experience with DogsOut:
  - Ability to search pet-friendly businesses using GPS and/or zip code
  - Have business owners confirm their business is pet-friendly.



## Sketches

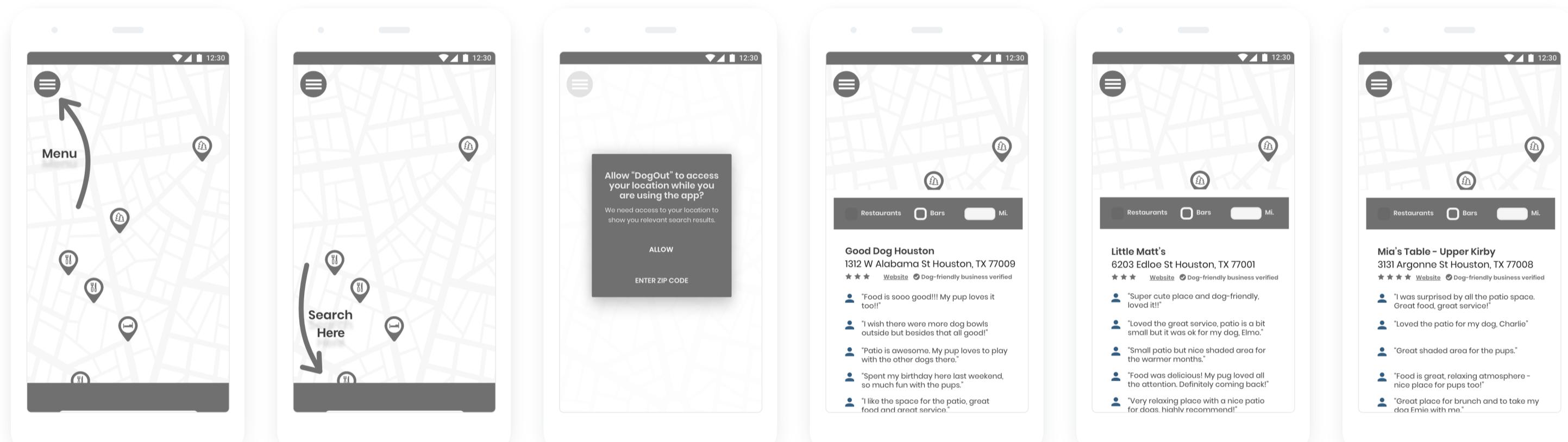
We started the design process with low fidelity wireframes and did a total of 7 versions.

- Design interface based off of map-style search apps (ie: Google Maps & Yelp)
- 7 versions total. We added simplicity and ease of use by making adjustments to navigation.
- App was designed to be used quickly and on the run (simplicity of navigation with a reduced amount of key assets).



## Mid-Fi Wireframes

- Adobe Xd
- 7 iterations



## User Testing

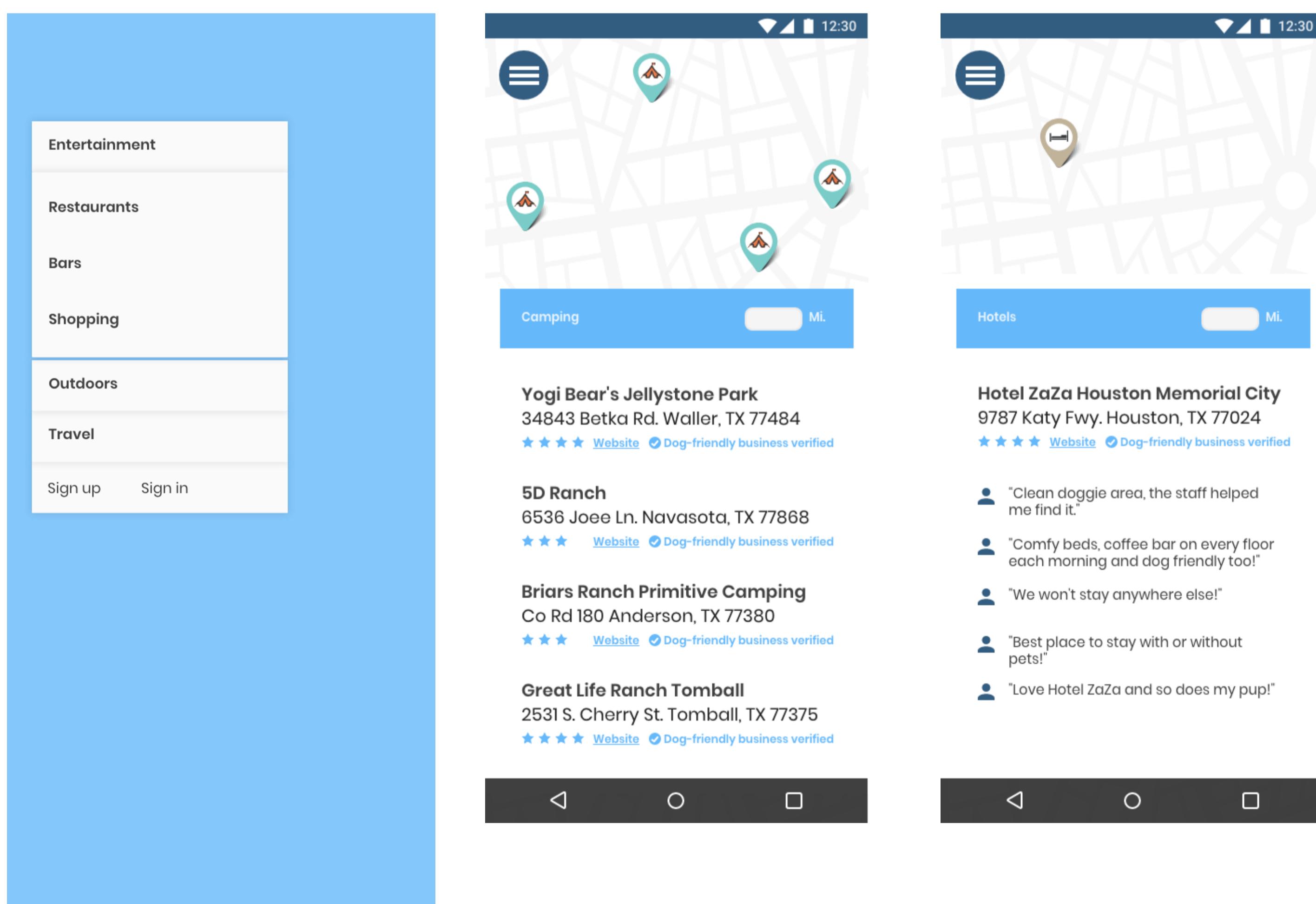
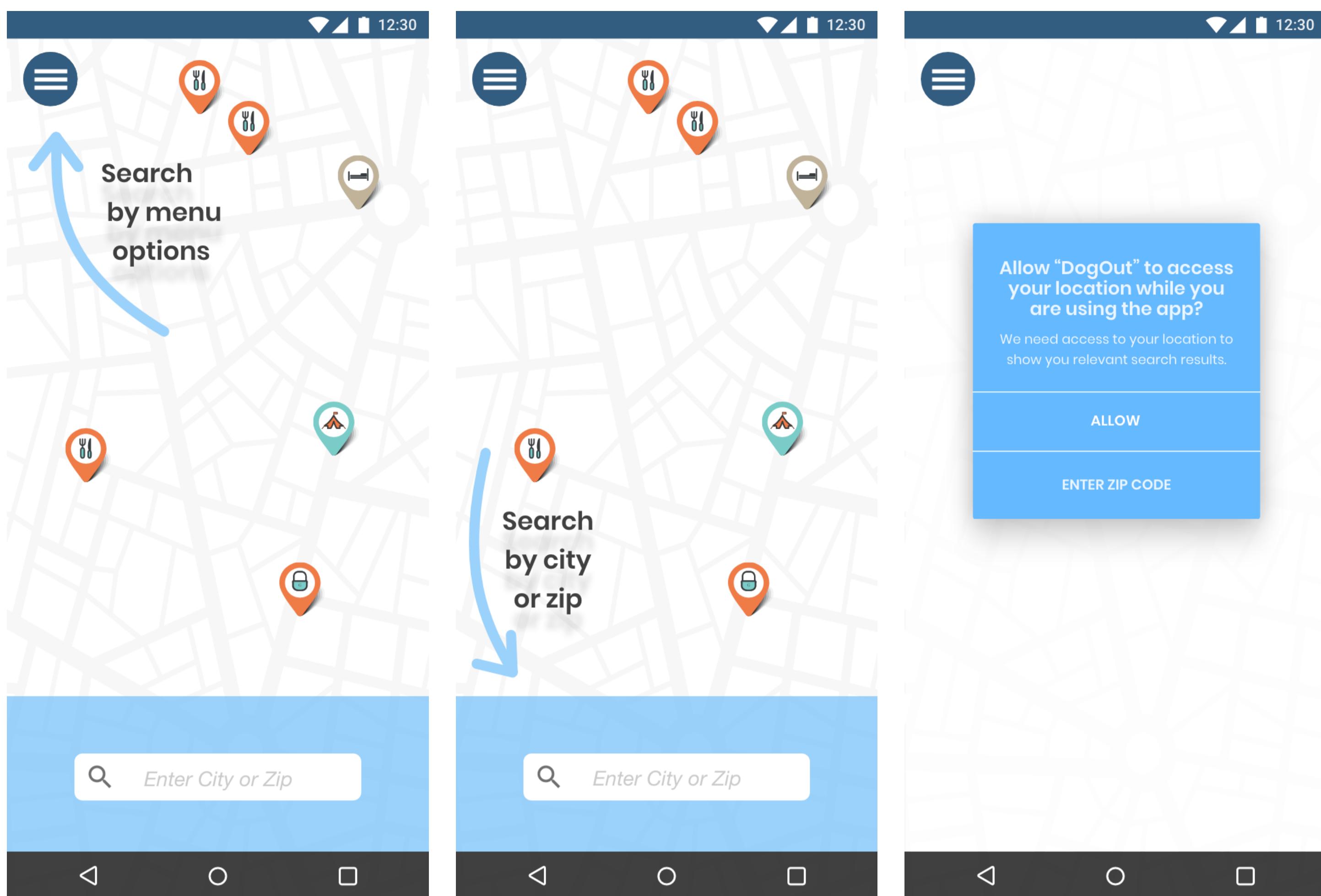
*Before finalizing the app, we did a testing round in order to reveal possible usability problems.*

- Testers: 9 users
- Remote testing done through calls on Zoom where we had the opportunity to speak to the users about any pain points they experienced. Additionally, their screens were recorded.
- Users completed the following tasks:
  - 1) Sign Up
  - 2) Find a dog-friendly restaurant
- User feedback:
  - Add icons on map of selected pet-friendly places.
  - Navigation easy to use.
  - Clean up splash screen.
- The next version included icons on the map for each category (restaurants, bars, parks)

## UI Design

*Once we tested the usability, we started designing the final screens in Adobe Xd.*

- Visual style: Clean, technical, friendly
- Android style guide.
- Mobile app only.



**It was exciting to discover and create a new and simple way to find dog-friendly businesses. Dog owners were very pleased with the end results.**

**7**  
Iterations

**68**  
Screens

**100%**  
User end goal met!

