

PAWMILY APP & WEBSITE DESIGN

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01

Project Overview

- The Product
- Project Duration
- The Problem
- The Goal
- My Role
- Responsibilities

Project Overview



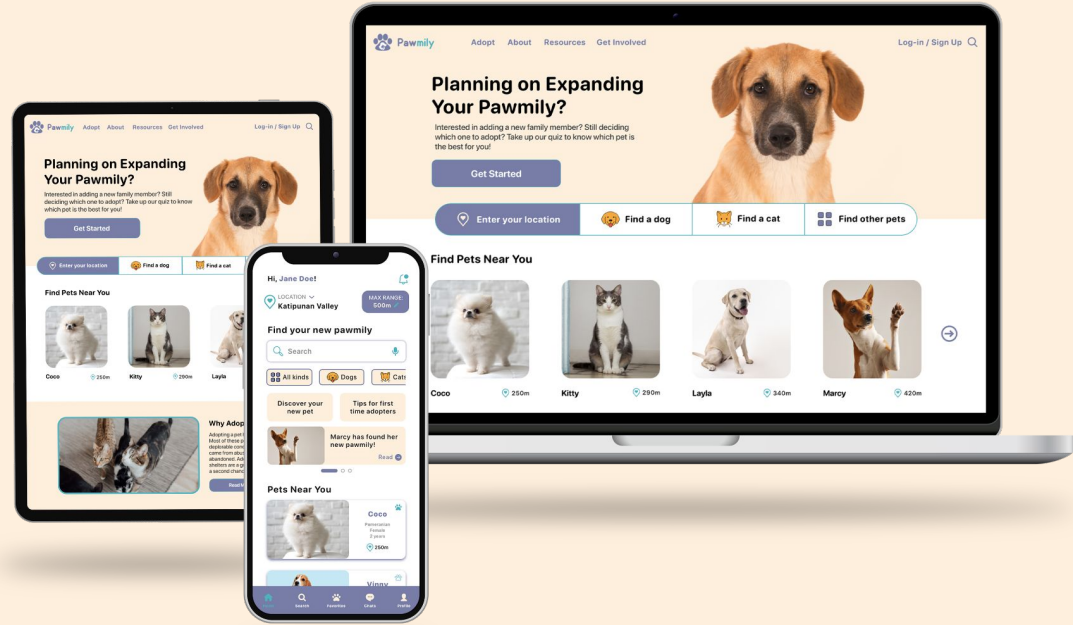
The Product

Pawmily is an application which offers an easy and efficient way in adopting pets. Pawmily strives to inform and encourage people of the benefits of adopting pets through its fast and straightforward application and scheduling process. Pawmily's primary target users include current pet owners or potential adopters who are interested in adopting or would want to learn more about pet adoption.



Project Duration

March - September 2022



Project Overview



The Problem

Animal adoption is not given much attention in most countries. Some people prefer to choose pets with particular breeds, so they would instead buy from a breeder or a pet store rather than adopting one. Pawmily has identified a lack of awareness of the importance of pet adoption and the impact it creates in the society.



The Goal

Design an app and a responsive website of Pawmily that would help people adopt pets through an easy application and scheduling process.

Project Overview



My Role

UX designer leading the app and responsive design from conception to delivery



Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

02

Understanding the User

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation



Understanding the User



User Research Summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. One primary user group identified through research was potential first time pet owners who would like to adopt given their lack of knowledge and experience in adopting pets. A secondary user group identified was current pet owners who would like to expand their existing pet family.

These two user groups confirmed initial assumptions about Pawmily customers, but research also revealed that most people are not well informed or are not interested in pet adoption because of the lack of awareness when it comes to these topics. Pet adoption in general can also be time consuming so it hinders them in finding suitable pets in shelters, etc.

Understanding the User



Personas

Persona 1: Jane

Problem Statement

Jane is a content marketing manager and a pet owner who needs an easy way to adopt a pet from the shelter because they want to add another addition to their growing pet family.



Jane

"I've always loved having pets since I was a child. They give me so much happiness."

Goals

- Painlessly find a pet that is a right fit for me and my existing pets
- Regular updates on the availability and status of animals and adoption events
- Needs a new pet that is not too expensive or hard to maintain

Frustrations

- "There's not much information about the dog's characteristics."
- "Adoption process is too complicated."
- "The app and website's structure is messy and is not comprehensible."

Age: 27
Education: BA Communication
Hometown: Cavite
Family: Single
Occupation: Content Marketing Manager

Jane is a busy content marketing manager who currently owns two dogs and a cat. Regardless if she is busy or not, she makes sure that her pets are well-fed and well taken care of. She has always been an animal advocate and do care about animal rights a lot. Jane also thinks that adopting pets is far better than buying them in pet shops. She would like an app that could let her adopt a new pet and locate other local animal lovers as well.

Understanding the User

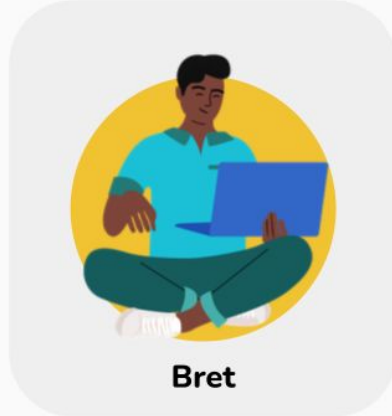


Personas

Persona 2: Bret

Problem Statement

Bret is an IT support specialist and a potential dog adopter who needs to find a dog to adopt which personality suits their family because they want to expand their family but with less cost as compared to buying from shops.



Bret

Age: **34**
Education: **BS Information Technology**
Hometown: **Cebu**
Family: **Spouse and children**
Occupation: **IT Support**

"I am looking for a new addition to the family. I've heard a lot of good things about being a fur parent."

Goals

- Adopt a dog that is family friendly
- Find a pet that has high activity level and plays well with children
- Information about how to raise and care for a specific breed

Frustrations

- "There's not much information and support from shelters especially for first-time owners."
- "Adoption process is so complicated and long."
- "The app or the website has not much description and details about the pets available to be adopted."

Bret is an IT support specialist, a husband and a dad of two daughters. His children has been asking him persistently to adopt a dog and after some long contemplation, decides to adopt one as an addition to the family. Bret did not have any experience in taking care of a pet before but he only heard good things about being a parent of one. He wants to adopt one from a rescue center or shelter but is not sure what kind would fit him and his family. He wants a pet-related app or website that lets them easily adopt a dog and notify him about of important information regarding the adoption process.

Understanding the User



Competitive Audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Pawmily app and website.

Click to view the full [competitive audit](#) and [audit report](#).

Competitive audit goal: Identify and understand the effectiveness of the features currently used in animal adoption.

Competitive audit	General information							First impressions		
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
Petfinder	Indirect	North America	App and website that has an online, searchable database of animals who needs homes.	\$\$\$	https://www.petfinder.com/	Large	Pet lovers across the US, Canada and Mexico	"Ready to find your fur-ever? Petfinder makes it easy to adopt a dog, adopt a cat, or find other furry or scaly friends."	OUTSTANDING + Easy to navigate + Strong branding and visual design + All features are useful and intuitive	OUTSTANDING + Easy to navigate + Strong, consistent branding and visual design + All features are useful and intuitive
Wagtales	Direct	Philippines	App that lets users adopt, find dog matches and provides other dog services.	\$	http://www.wagtales.com.ph/	Small	Dog owners and dog lovers	"Whether you're an owner or just admire pups, Wagtales is the go-to-app."	NEEDS WORK - Not accessible	OKAY + Easy to navigate - Some features are missing - Visual design could be better
CARA Welfare	Direct	Philippines	Website that lets users adopt, sponsor and give donation to pets.	\$	https://www.caraphil.org/	Medium	Animal lovers in the Philippines	"To make the Philippines a compassionate country where all cats and dogs have good homes."	GOOD + Easy to navigate + Visual design and branding looks good - Some features are not available	NEEDS WORK - Nonexistent app

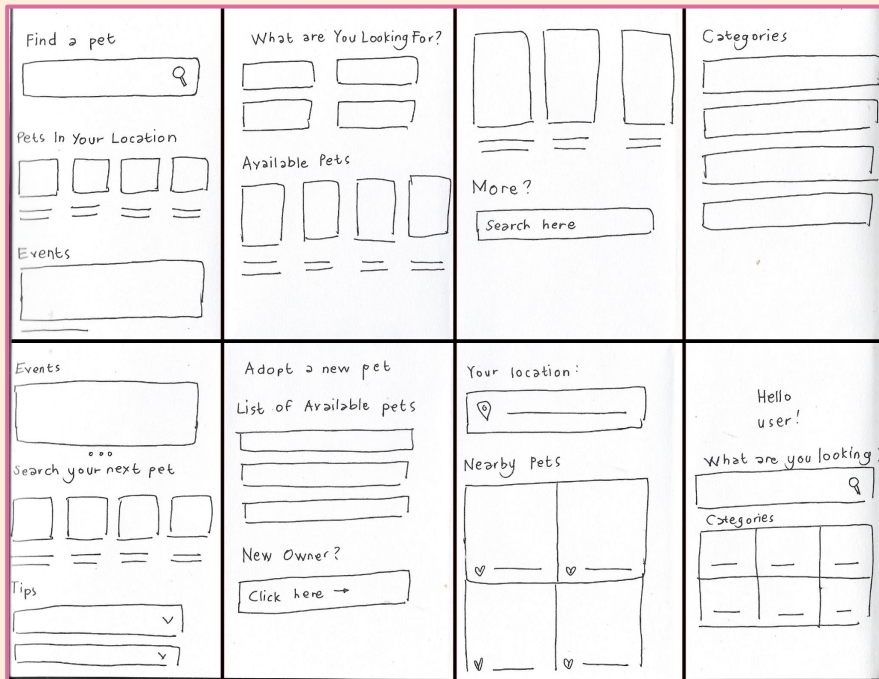
UX
(rated: needs work, okay, good, or outstanding)

Features	Interaction			Visual design		Content
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
OUTSTANDING + Easy browsing of catalogue feature + Smart filter feature + Save and share favorites feature	GOOD + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech	OUTSTANDING + Primary user flow is clear + Quick and easy checkout process	OUTSTANDING + Straightforward navigation + Clear indication of clickable elements	GOOD + Brand identity reflected throughout design + Consistent use of modern fonts that align with brand identity - Simple visual design	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	GOOD + Conveys information clearly - Some descriptions could be stated better
GOOD + Adopt a dog feature + Find a match feature + Lost and found and other services feature - Some missing important features	OKAY + Use of color is accessibility-friendly - Inconsistent use of visuals	GOOD + Directory is systematic and clear - Some features are not working clearly	GOOD + Straightforward navigation - Navigation direction is not so clear	OKAY + Brand identity reflected throughout design - Inconsistent font usage	Playful, friendly tone that aligns well with the brand identity.	GOOD + Conveys information clearly - Information is not always easy to understand
OKAY + Adopt, Sponsor and Donate feature + Events, campaign details feature - Missing other important features	OKAY + Use of color is accessibility-friendly - Not equipped for screen reader tech	GOOD + List of pets are organized clearly - Checkout process is not clear	GOOD + Comprehensive navigation menu - Overwhelming amount of navigation and unnecessary buttons on home page	OKAY + Consistent use of modern fonts that align with brand identity - Simple visual design	Formal but friendly which still works well with the brand identity.	OKAY + Descriptions are succinct and clear - Overly descriptive at times

Understanding the User



Ideation



I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on searching for a pet and listings of available pet near the user's location.



03

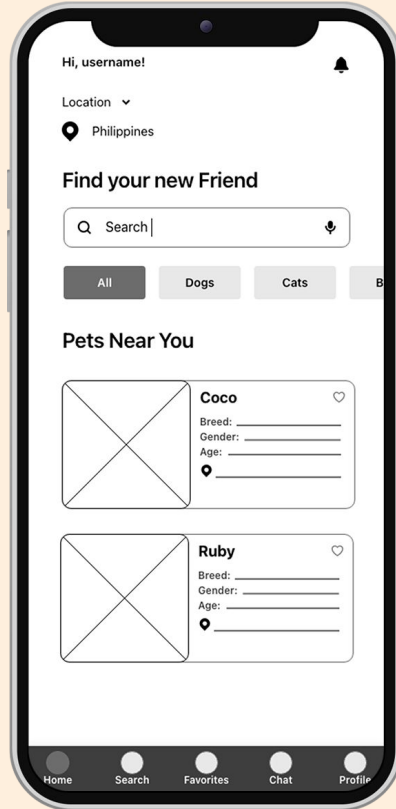
Starting the Design

- Digital wireframes
- Low-fidelity prototype
- Usability study

Starting the Design

The location function allows users to be able to find pets near their vicinity

Suggested pets nearby is also helpful for users to conveniently find a suitable pet to adopt



The search function located in the upper half of the screen makes it easier for users to search for pets

Easy access to app features from global navigation



Digital Wireframes

After ideating and drafting some paper wireframes, I created initial designs for the Pawmily app. These designs focused on finding a pet by either using the search function or by browsing through categories. Suggested pets near the user's location is also included for easier and faster browsing.

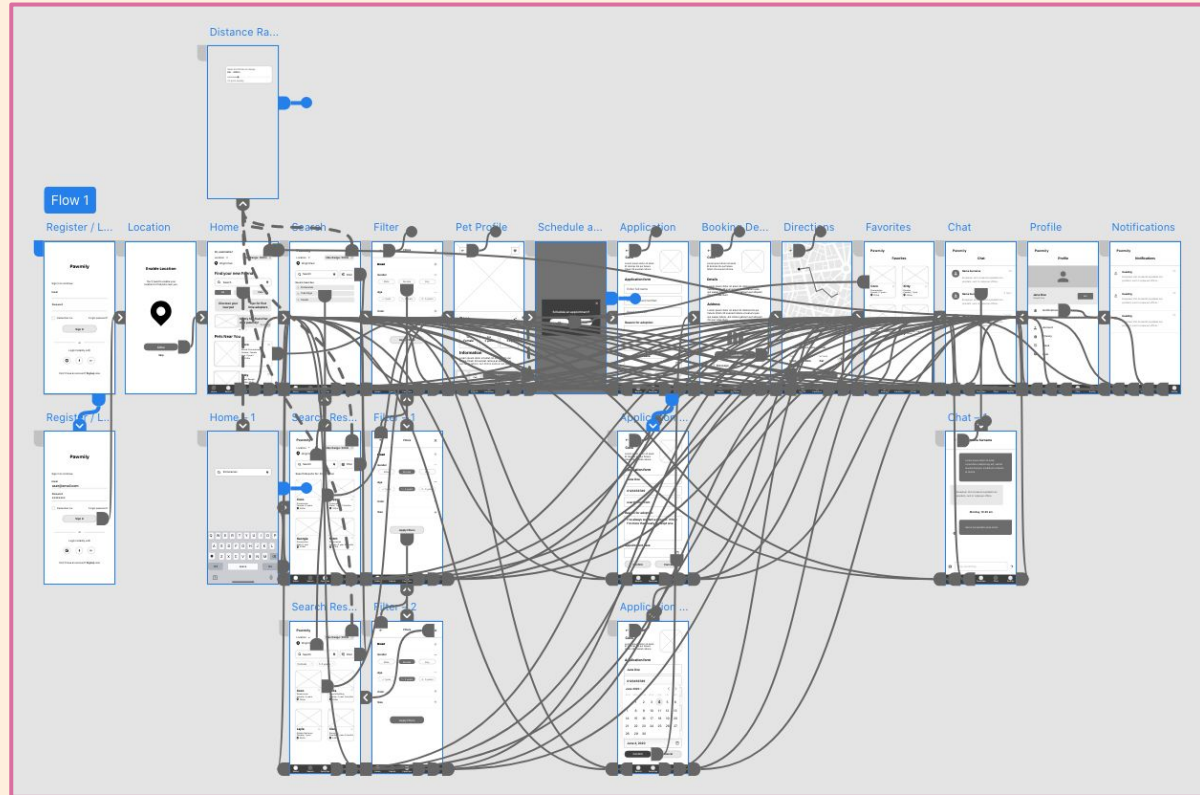
Starting the Design



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of finding a pet, filling up an application form and scheduling of the adoption date.

View [Pawmily's low-fidelity prototype](#).



Starting the Design



Usability study: Parameters

Study type

Unmoderated usability study



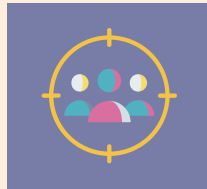
Location

Philippines, remote



Participants

10 participants



Length

20-30 minutes



Starting the Design



Usability study: Findings

These were the main findings uncovered by the usability study:

1

Location

People want a range limit based from the user's location

2

Read Section

People would like to have a read section that would be beneficial in giving more awareness to adoption

3

Application form

People preferred a calendar type clickable option on the appointment date field and an additional option of reservation of pet

04

Refining the Design

- Mockups
- High-fidelity prototype
- Accessibility



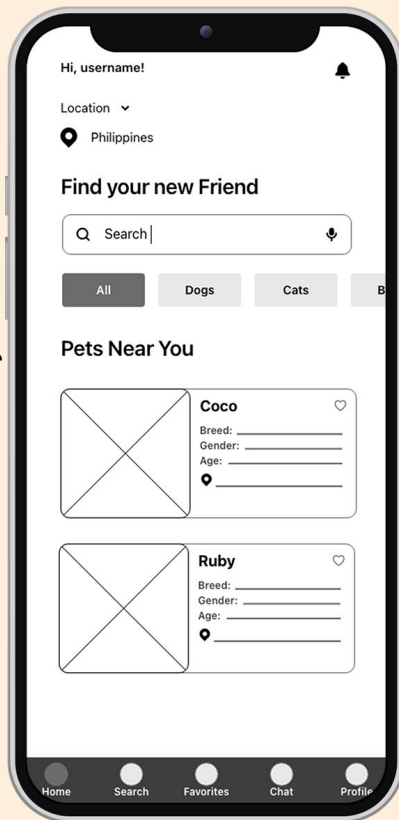
Refining the Design



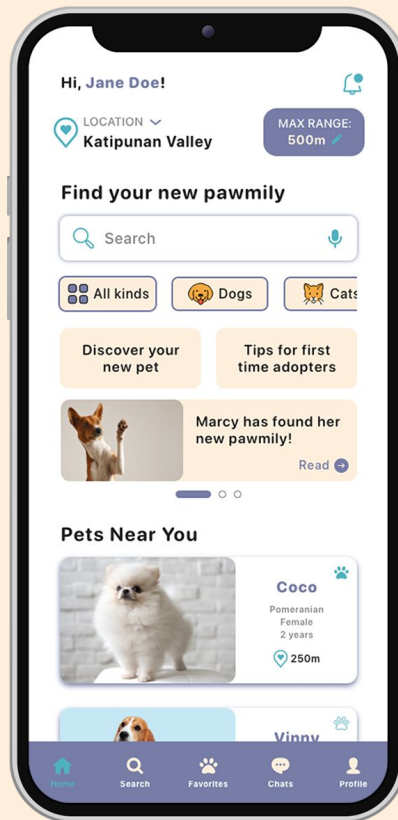
Mockups

Based on the insights from the usability studies, I applied design changes like incorporating a range limit based from the user's location and adding a read section on the home page.

Before usability studies



After usability studies



Range limit

Read section

Refining the Design



Mockups

Additional design changes including adding a “Reserve for 24 hours” option and incorporating a calendar type clickable option in the Appointment Date field.

Before usability studies

←

Coco

Lorem ipsum dolor sit amet. Et dolores illo qui facere totam 33 eveniet ratione

Application form

Jane Doe

0123456789

user@email.com

Reason for adoption:

I've always wanted a new pet. I think I'm more than ready to adopt one.

Appointment Date

2022 - 06 - 01

Confirm Cancel

Home Search Favorites Chat Profile



After usability studies

←

We're almost there!
You decided to adopt **Coco**

Please fill up the application form below carefully and accurately as you can.

Not sure yet? [Reserve for 24 hours](#)

Application form

Jane Doe

June 2020 >

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

June 4, 2020

Confirm Cancel

Home Search Favorites Chats Profile



Reserve for 24 hours

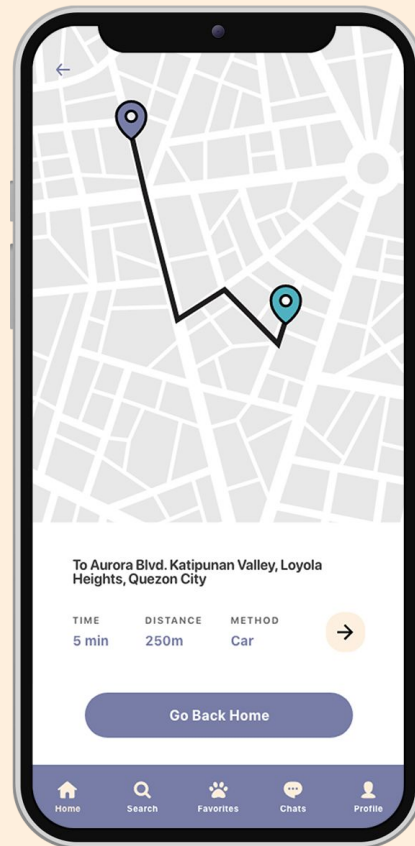
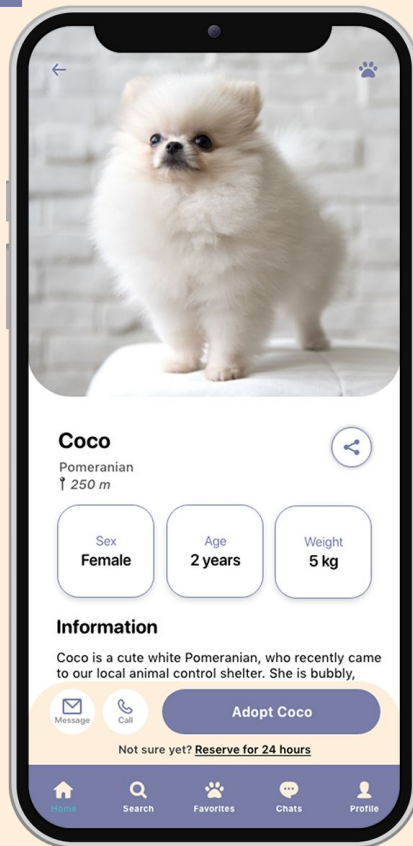
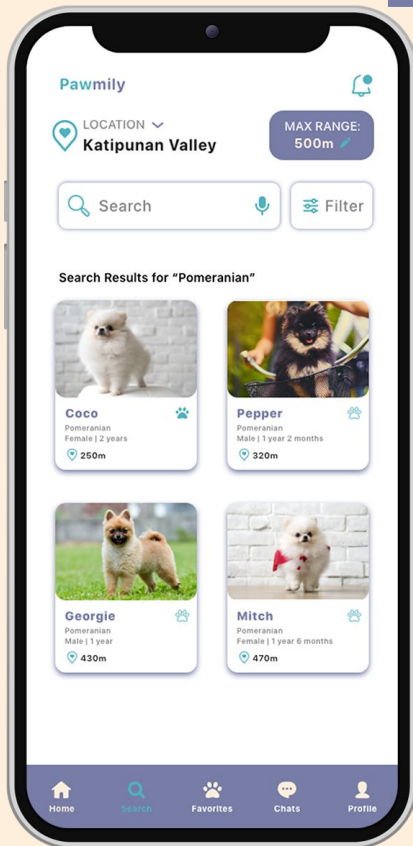
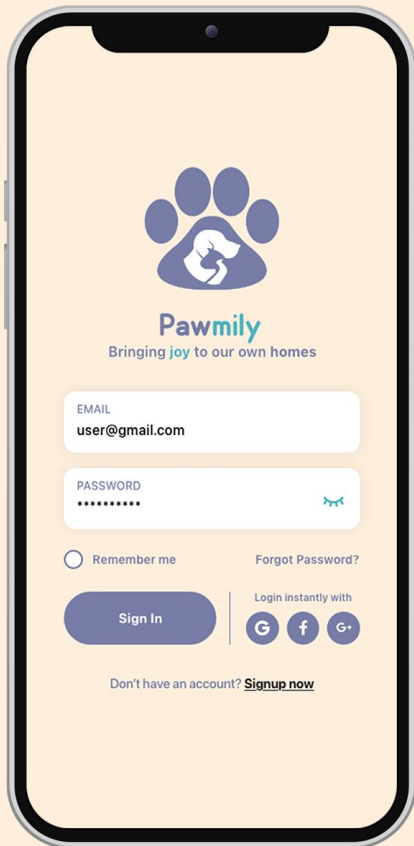


Calendar clickable option



Mockups

Refining the Design



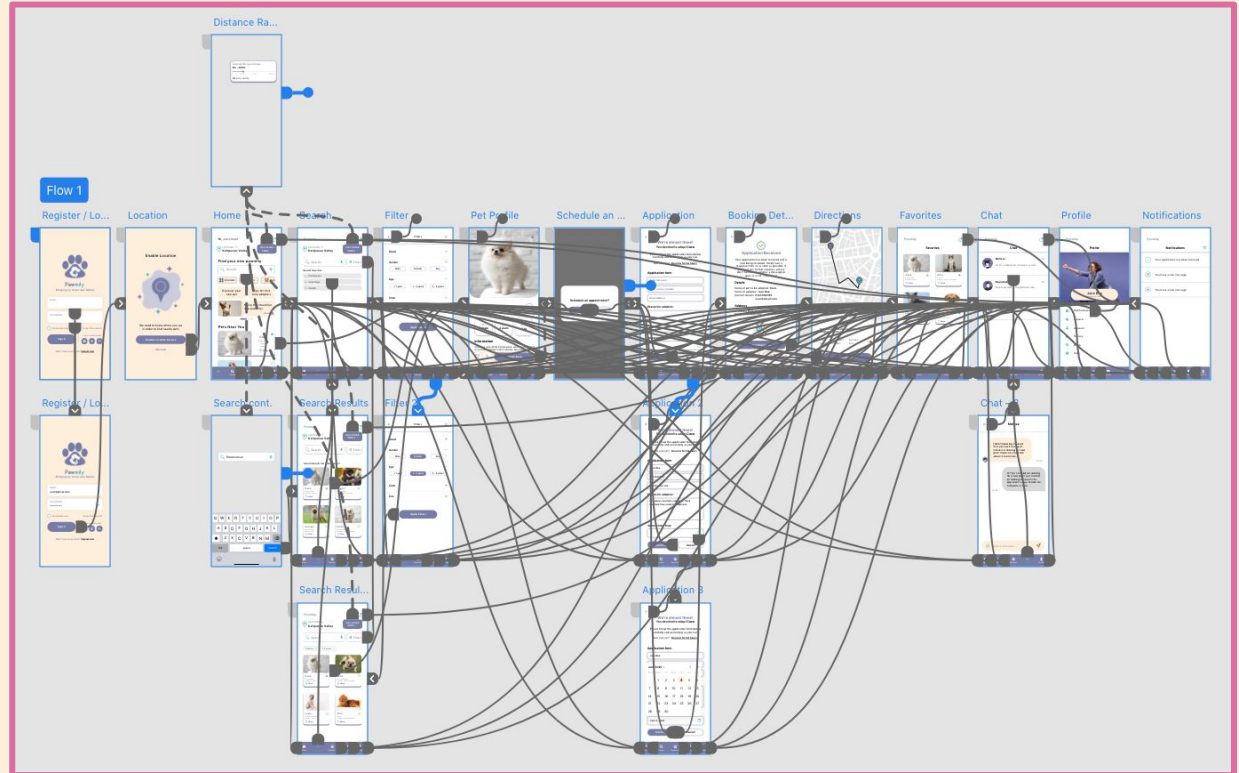
Refining the Design



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View [Pawmily's high-fidelity prototype](#).



Refining the Design



Accessibility considerations

01

Provided a speech recognition feature in the easy search function for users who have mobility impairments to use.

02

Used icons and labels to help make navigation easier.

03

Provided access to users who are vision impaired through adding alt text to images for screen readers.

04

Used detailed imagery for food orders, ingredients to help all users better understand the designs.



05

Responsive Design

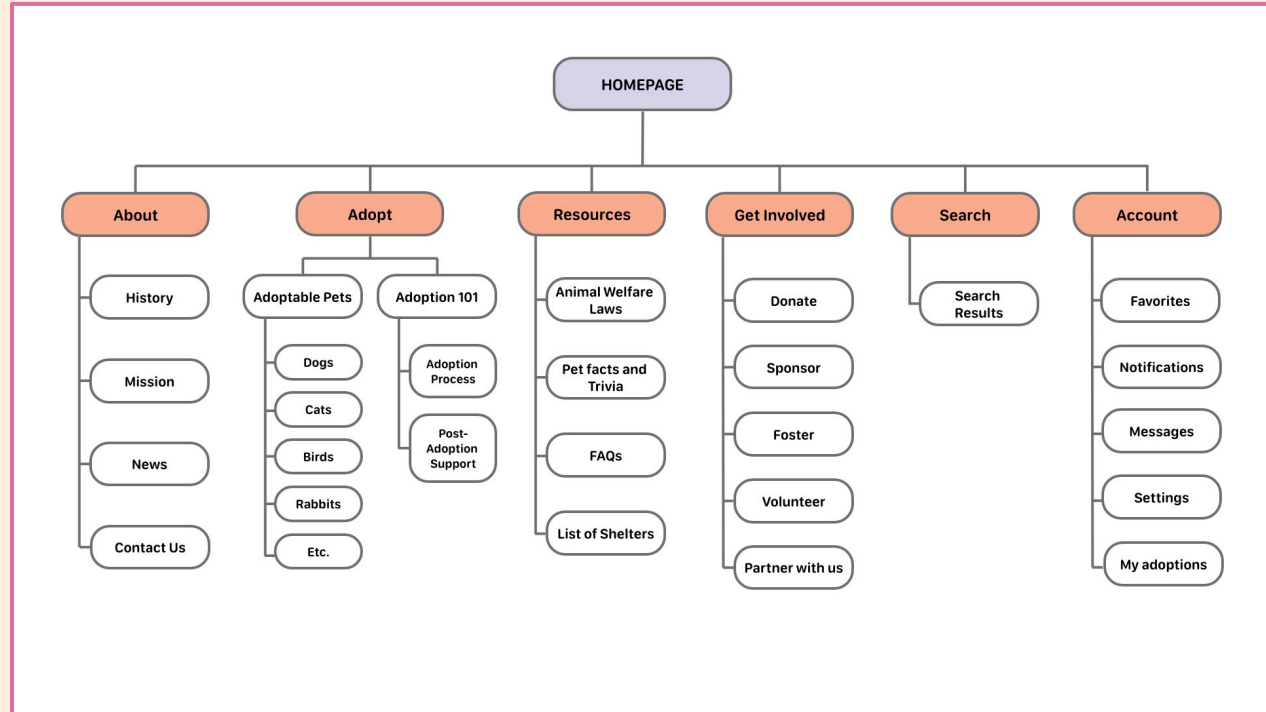
- Information architecture
- Responsive design

Responsive Design



Sitemap

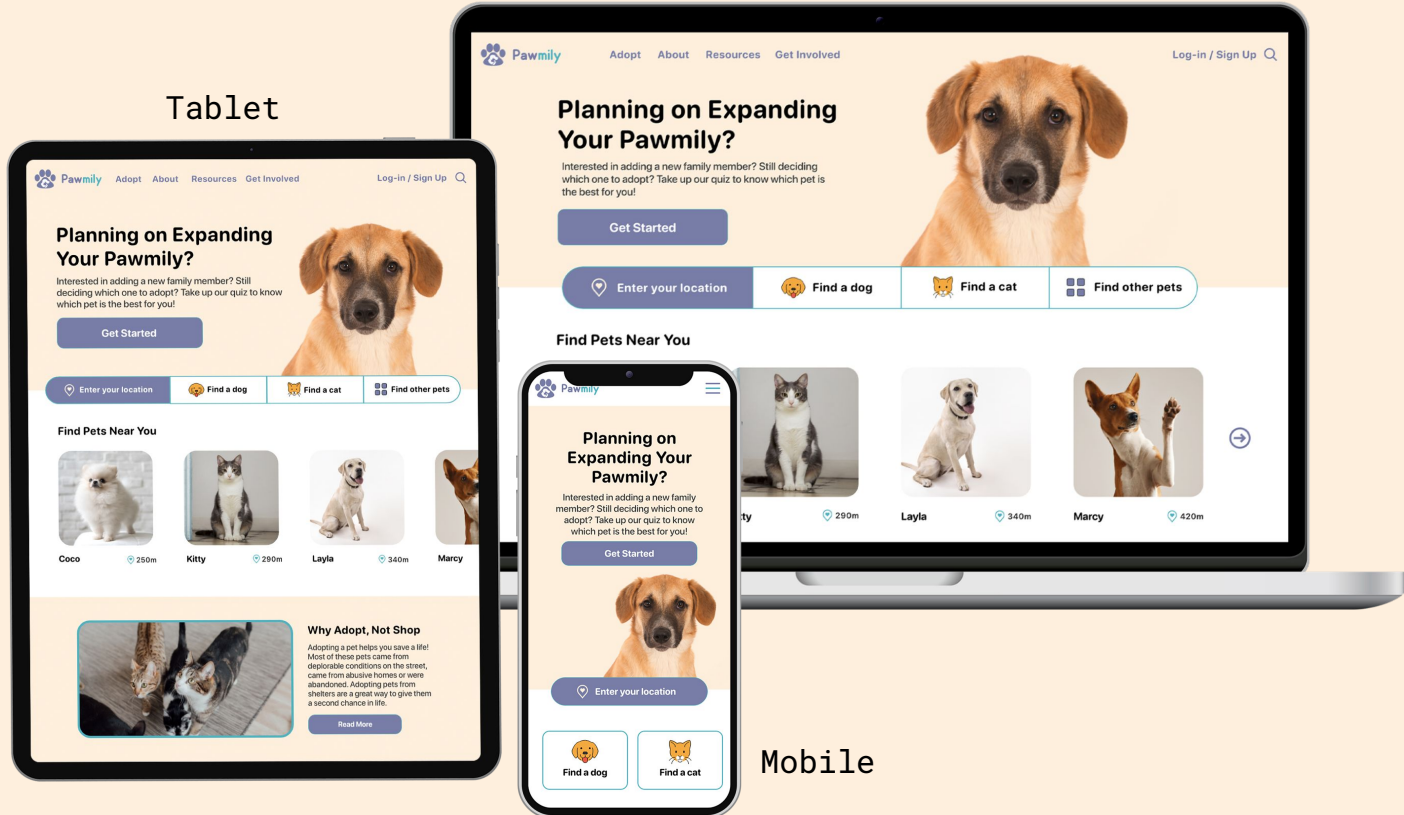
With the app designs completed, I started working on designing the responsive website. I used the Pawmily sitemap as guide to the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



Responsive Design

Desktop

Tablet



The designs for screen size variation included mobile, tablet and desktop. I optimized the designs to fit specific user needs of each device and screen size.



06

Going Forward

- Takeaways
- Next steps



Takeaways



Impact

Users shared that the app encourages more people to adopt pets and is effective in sharing awareness of pet adoption in general.

One quote from peer feedback:

“
The app is very straightforward and makes the process of pet adoption easier. The app helps spread awareness about pet adoption effectively.”



What I learned

Going through the process from research to wireframes to final iterations taught me a lot about what first time pet adopters were looking for. User testing of the high fidelity prototype showed that most of users could easily search and browse for a specific dog, and schedule an in-person appointment with them quickly. Each step of the design process helped me come up with solutions that were both useful and feasible in aligning with each specific user needs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Add more educational resources for users to learn more about pet adoption.

3

Conduct more research on how successful the app is in raising awareness on pet adoption.

Let's connect

Thank you for your time reviewing my work on the **Pawmily** app!
If you'd like to see more or get in touch, my contact information is provided below.



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Website: <https://guylaine.link>