

 **раскруп**

PROJECT DEFINITION

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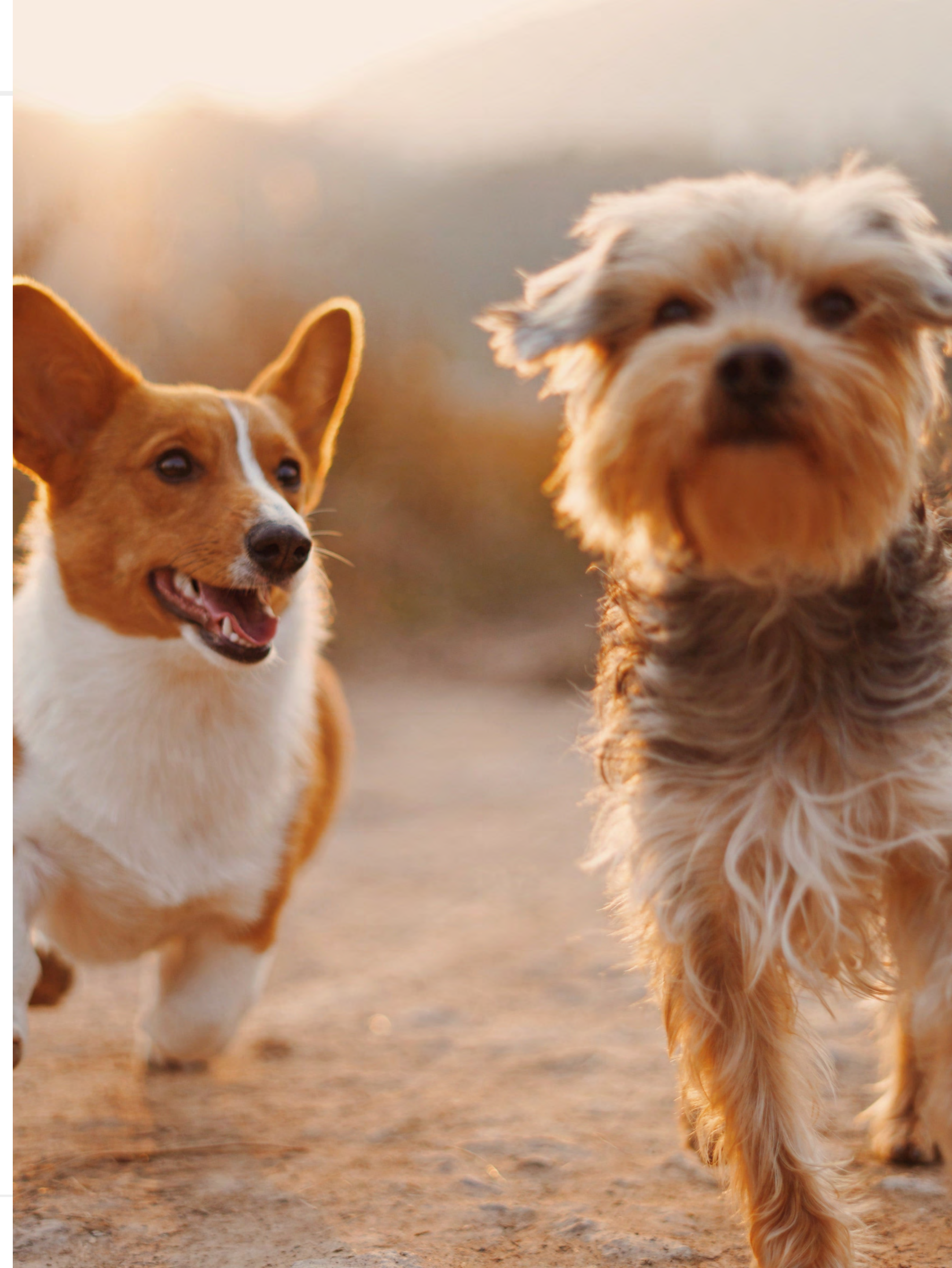
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## MOTIVATION

This project stems from a personal interest in creating a **dependable** list of businesses that welcome furry friends. I have found it difficult to find dog-friendly businesses in some areas, while in some stores I realize too late that dogs are welcome. Interviews revealed that other dog-owners struggle with **similar experiences**, so I decided to conceptualize a solution.





## PROBLEM

Dog owners struggle to find businesses in their community that welcome dogs.

## SOLUTION

Create a platform for dog-owners to find businesses that welcome dogs, provide treats, and share businesses with other members of their community.





# Goals

## INCLUSIVITY

This application aims to provide service options for all types of dog owners. Inclusivity means creating an experience that can be enjoyed by all users.

## CONVENIENCE

Spending time searching for dog-friendly hotels or coffee shops is not how users want to spend their morning. Convenience means a quick search & answer.

## COMMUNITY

Community is such a big part of pet ownership. This app will build off of the sense of belonging that friends and neighbors create.

## ACCURACY

No one loves false information, especially when it means your dog can't join a shopping trip or walk in the park. Providing true information is an important consideration in this application.



# Target Audience

## DEMOGRAPHIC

**Age Range:** 21-30

**Status:** Dog-Owner

## CHALLENGES

1. Socializing their dog with people and dogs
2. Finding businesses that allow dogs
3. Going on trips while leaving dog at home

## PREFERRED METHODS

1. Easily accessible status
2. Accurate/updated information
3. Options for filtering

## CURRENT METHODS

1. Using search engines to locate dog-friendly businesses
2. Asking store owners in-person
3. Talking with friends about locations they've found



# Concept Ideation

## HOW MIGHT WE...

1. create a sense of community
2. make suggestions based on interests/location/filters
3. consider people with multiple dogs/pets
4. reduce frustration around finding dog businesses
5. communicate free treats, water, or hang out spots for dogs
6. make dogs/owners feel more welcomed in public areas

## I DON'T LIKE WHEN...

1. a website provides outdated information
2. I have to leave my dog home for a long amount of time
3. I'm in a new area for travel and don't know where to stay with my dog

## HOW MIGHT WE...

1. make travel more accessible for dog owners
2. allow people to share locations they found with other dog owners
3. allow store owners to update and share their pet policies



# Qualitative Interviews

I interviewed **8 dog owners** to identify their experiences bringing dogs out in public.

## POINTS ADDRESSED

1. Do you own a dog?
2. Do you bring your dog to public spaces?
3. How often do you bring your dog out?
4. How do you find places to bring your dog?
5. How do you feel when you bring your dog places?
6. Can you walk me through the process of bringing your dog to [insert location]?
7. Any stories related to bringing your pet somewhere?

## MAIN TAKEAWAYS

1. Dog owners love their dogs and love spending time with them
2. Happy emotion related to bringing dogs out, but can be stressful if the status of a business' policy is unclear
3. Treats/options for dogs are appreciated (banks, restaurants, etc.)
4. People won't bring their dog unless the policy is clear

## IDENTIFIED PAIN POINTS

1. Some websites provide outdated information
2. New dog owners don't know where to bring dogs / how their dog will react
3. Dog-owners need to prepare by bringing supplies like food, water, harnesses, bags, etc.

# Quantitative Forms

Survey responses were collected from **28 dog owners**.

## SURVEY QUESTIONS

1. create a sense of community
2. make suggestions based on interests/location/filters
3. consider people with multiple dogs/pets
4. reduce frustration around finding dog businesses
5. communicate free treats, water, or hang out spots for dogs
6. make dogs/owners feel more welcomed in public areas

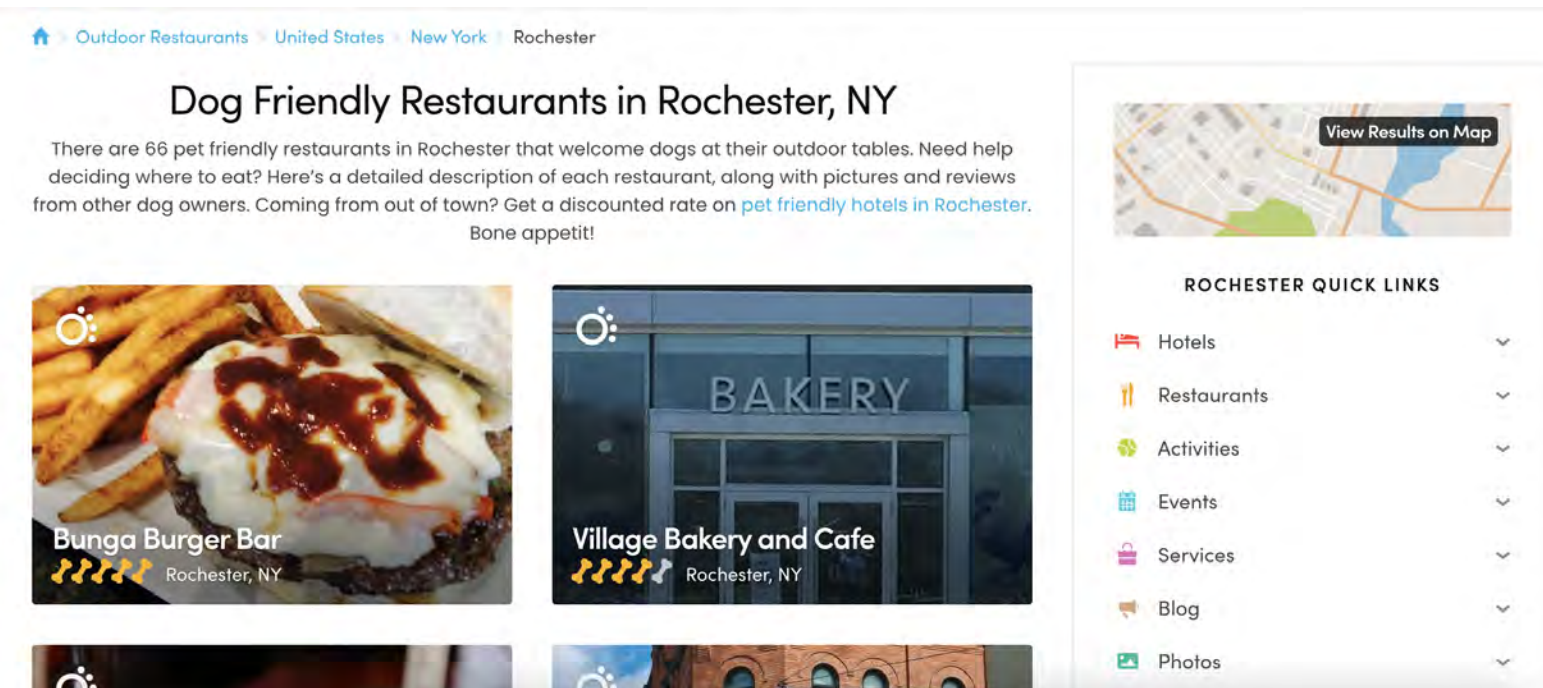
## RESULTS

1. a website provides outdated information
2. I have to leave my dog home for a long amount of time
3. I'm in a new area for travel and don't know where to stay with my dog



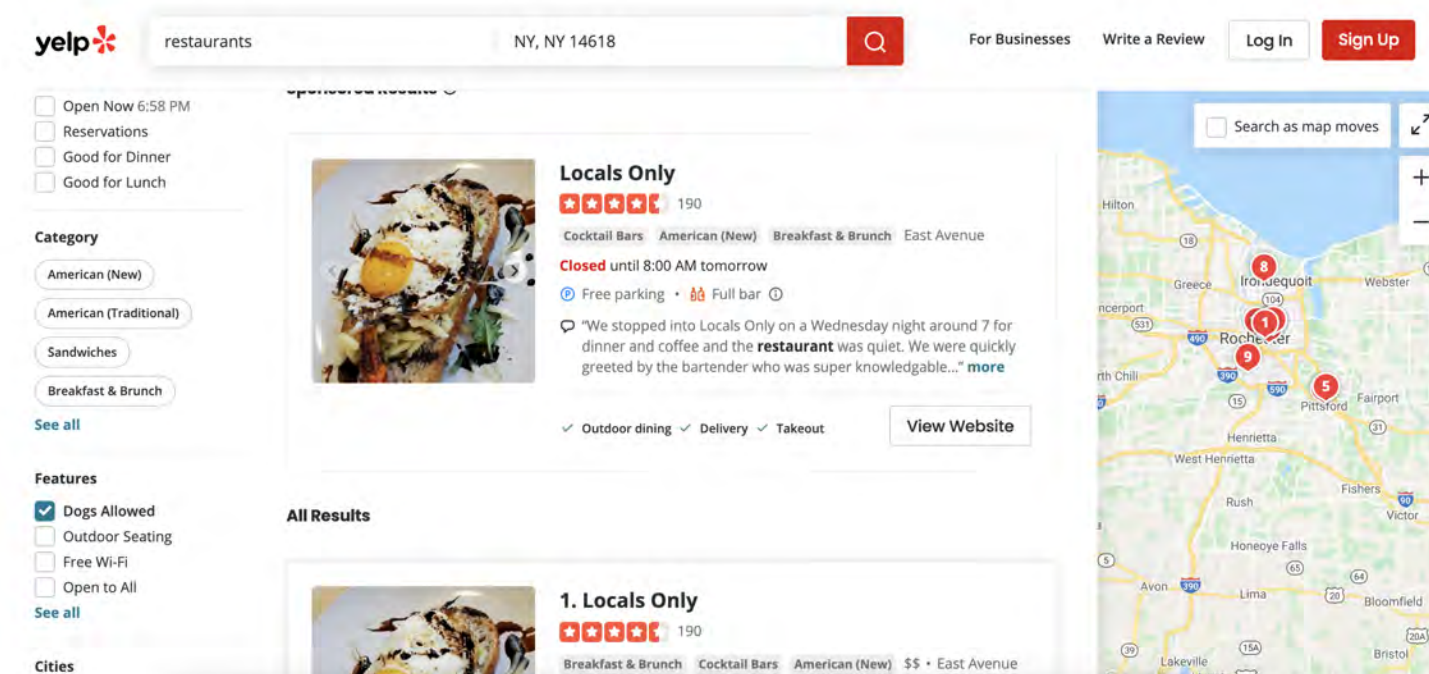
# Competitive Analysis

I analyzed current solutions from other products and companies to identify opportunities for growth.



## BRINGFIDO

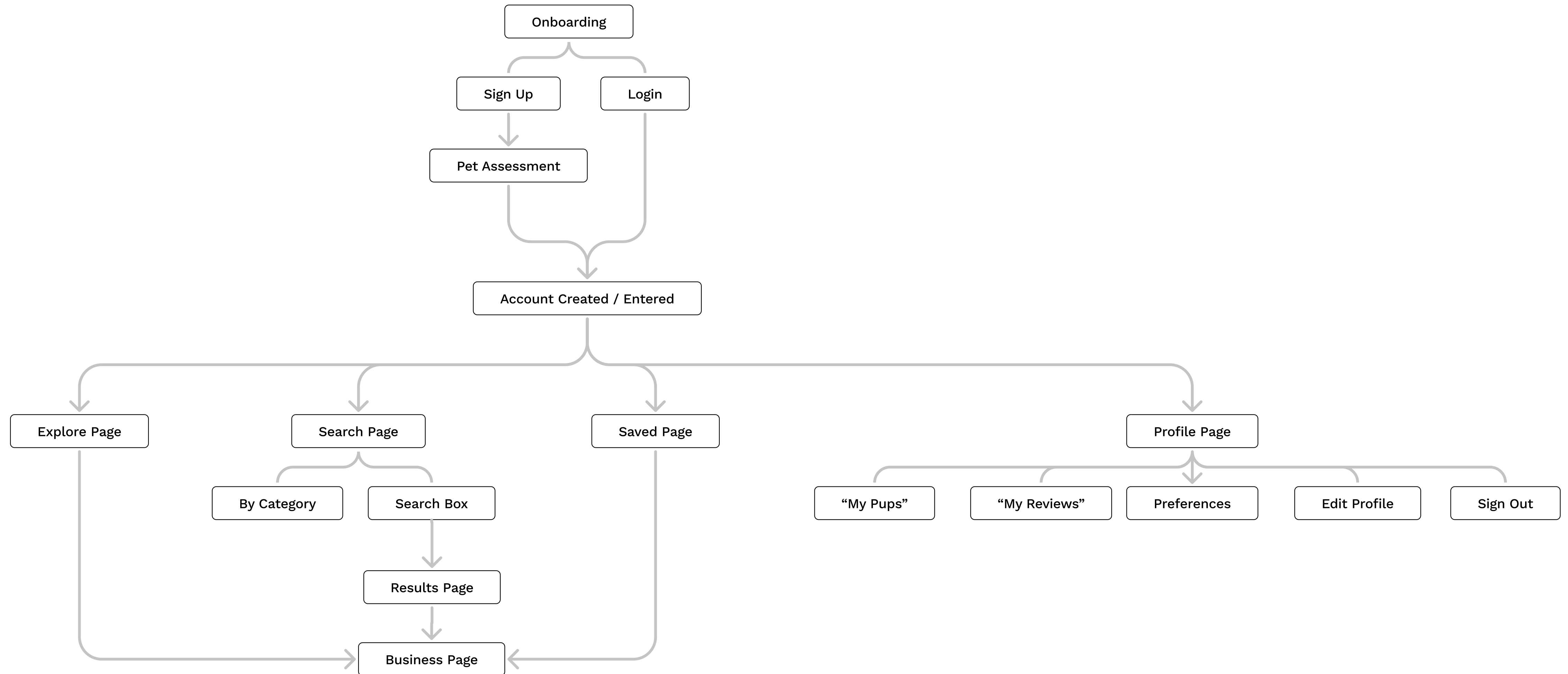
1. Doesn't provide clear information related to what businesses offer/provide
2. Provides filters with different categories for events, restaurants, businesses
3. Sort by rating, price, distance



## YELP

1. "Dogs Allowed" filter under features to narrow results
2. Doesn't provide additional information regarding if that only includes outdoor seating, food options, water available
3. Displays on map for reference

# Sitemap





# User Persona - Harrison



## BIO

"My family enjoys bringing our two dogs on outings and vacations, but it's always a hassle finding places that allow pets. We have a few local spots that give our dogs so much love and attention. My kids always love when companies offer complimentary dog treats! "

## ABOUT

33 years old • lives in Rochester with his family and two dogs

## TECHNOLOGIES



## PAIN POINTS

- Finding clear information on business policies and exactly what companies offer
- Needing to pack equipment for two dogs, like water and treats

## VALUES

- leaving reviews and advice for other dog owners
- personal connection with business owners to feel more comfortable bringing pets

# User Persona - Amanda



## BIO

"I'm finishing up my last year of college, and it's really important to me that I get to live with my dog. My schedule revolves around taking care of my dog, which can sometimes mean saying no to going out with friends."

## ABOUT

21 years old • senior in college  
who lives alone & has one dog

## TECHNOLOGIES

chewy



## PAIN POINTS

- Finding places to hang out with friends and bring her German Shepherd.
- Unfamiliar with region and unaware of dog-friendly stores

## VALUES

- Bringing dog places so she doesn't get lonely
- Socializing her pet
- Keeping track of her favorite dog-friendly businesses



# User Persona - Ned



## BIO

"I just adopted a new dog, and he needs lots of time and attention to adapt. I don't know many places to take him other than the veterinarian and pet stores."

## ABOUT

24 years old • lives in Boston and works remotely at home with his newly adopted dog

## TECHNOLOGIES

yelp  BringFido

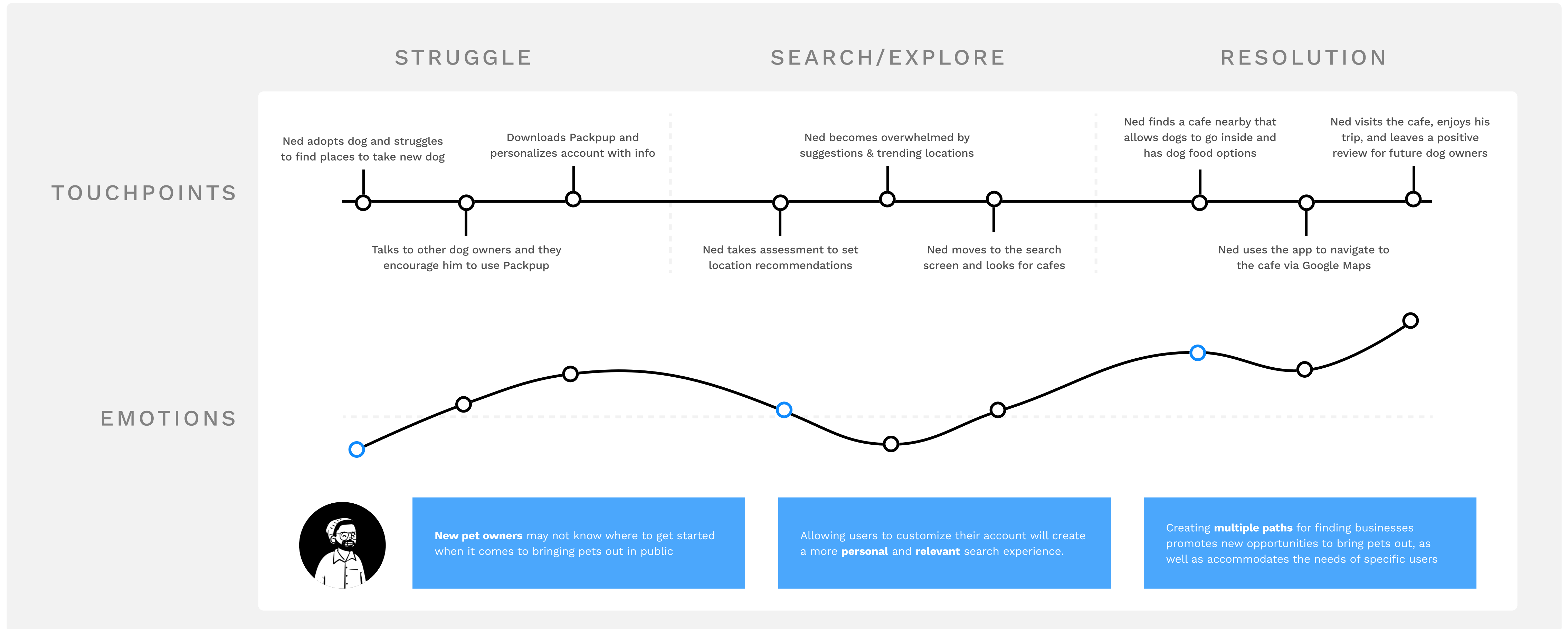
## PAIN POINTS

- Researching dog-friendly establishments and finding clear answers on their position
- Anxious about bringing new dog out in public

## VALUES

- Community with other dog owners
- Tips on businesses that offer dog services and freebies
- Finding new dog parks in the area to meet other owners

# Journey Mapping - Ned





# Usability Testing Insights

## COMMUNITY

1. leaving reviews and trusting the reviews of other dog owners

## RELUCTANCY

1. reluctant to take the time to search for dog-friendly establishments
2. reluctant to bring dogs to businesses the user has not previously visited

## TRENDING

1. find popular businesses
2. suggestions were helpful for users who don't know what is available or where to start

# Usability Testing Insights

## USER FLOW

1. flow and general proximity / grouping made the flows easily understood and intuitive for completing tasks

## FILTERING

1. filters were used after initial search to narrow results
2. they were helpful for finding desired businesses

## SYSTEM STATE

1. system's state was clear at all points for the users - no confusion on interactions
2. potentially add like/dislike to leave more reflective reviews?
3. Add categories to business cards to categorize the type of business (cafe, store, etc)



# Post-Testing Survey

## QUESTIONS

1. I would use this application frequently.
2. I found the application to be unnecessarily complex.
3. I understood the navigation of the application.
4. I found the functions of the application to be efficient.
5. It would take a long time to feel comfortable with this application
6. I felt confident throughout my interactions with this application.

## TAKEAWAY NOTES

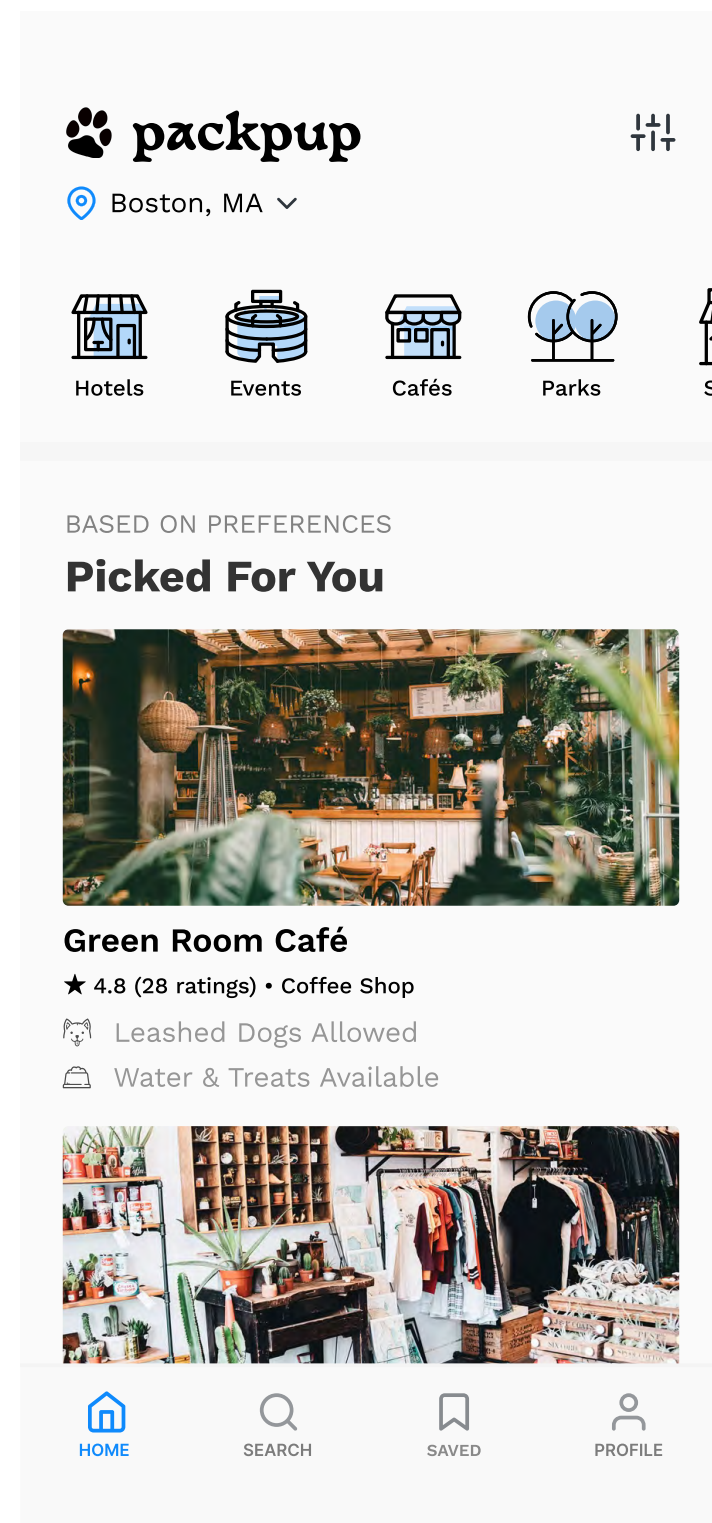
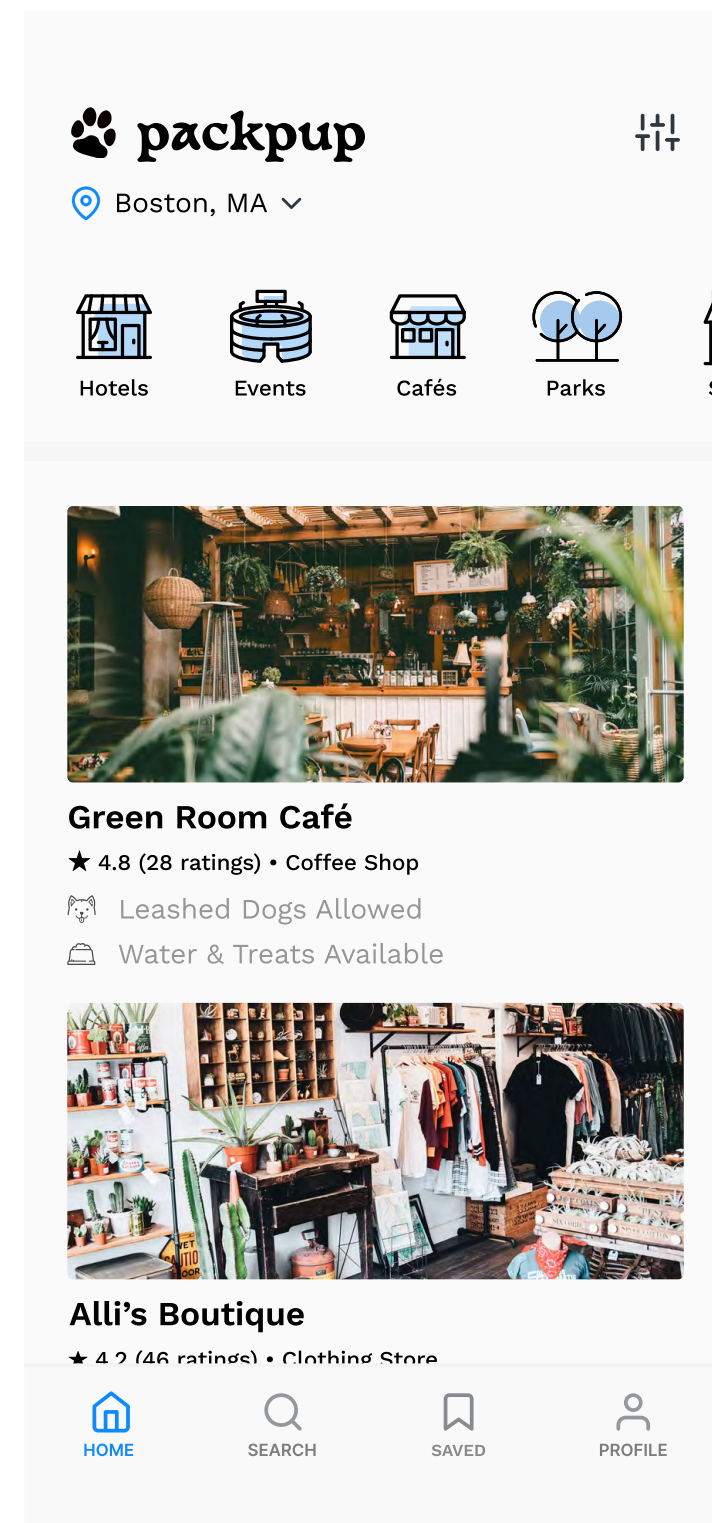
1. Option to search by map view could be added for improvement
2. The states of the system were clear at each point of interaction
3. Users rated that they were comfortable/confident with flow
4. Efficient use of filters to narrow search results
5. It would take a long time to feel comfortable with this application
6. Improvements to the explore screens to categorize

# A/B Testing

Will headers within the explore section provide **more context** & encourage **more exploration**?

A

B



30%

Version A

70%

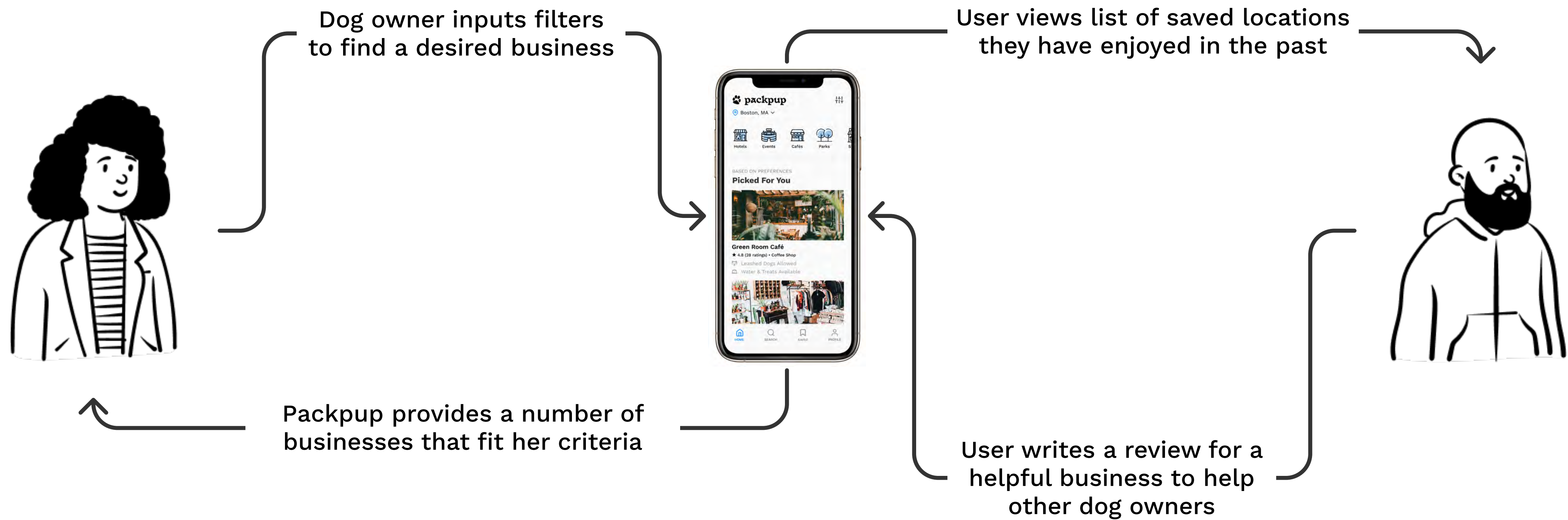
Version B

\*Unpromptedly selected a suggested business, data collected from 20 participants

## RESULTS

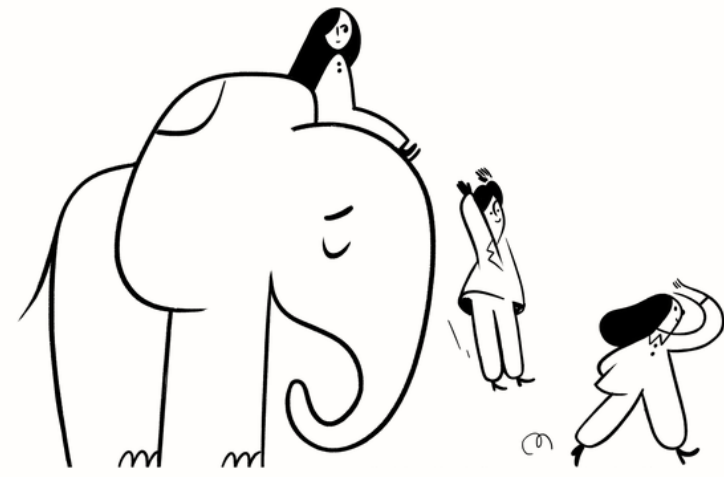
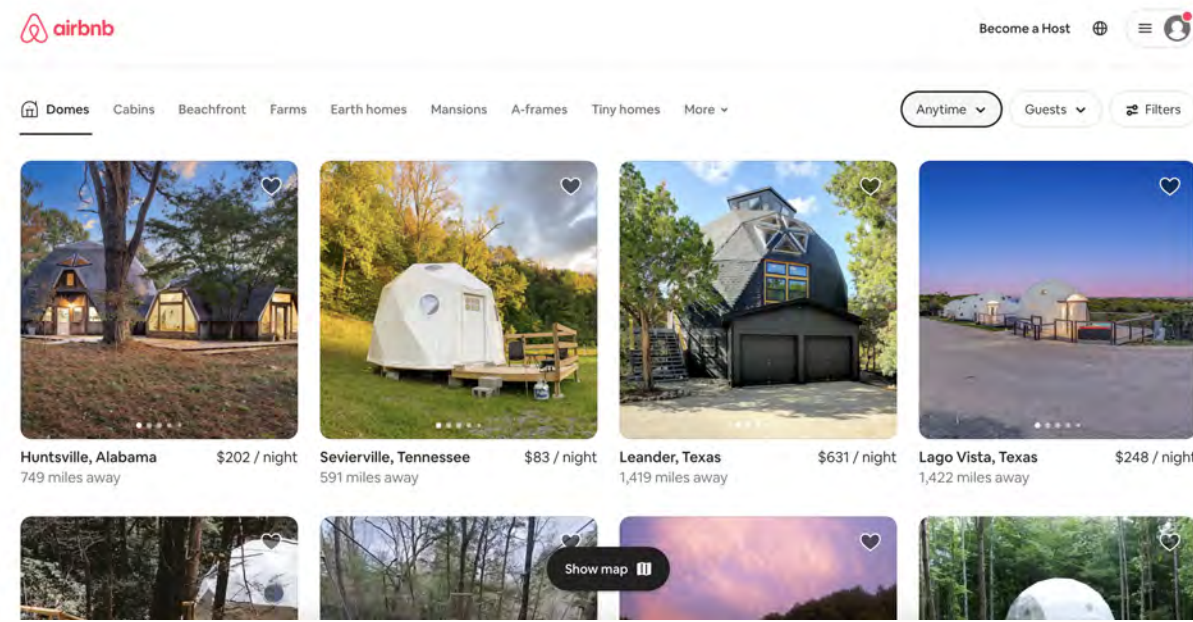
A/B testing indicated that context headers for different sections of the explore page resulted in more interaction with suggested businesses than an untitled list of trending/suggested businesses.

# Interaction Model





# Style Inspiration



**Tired of Evernote?  
Say hi to Notion**

Use it right now in your browser

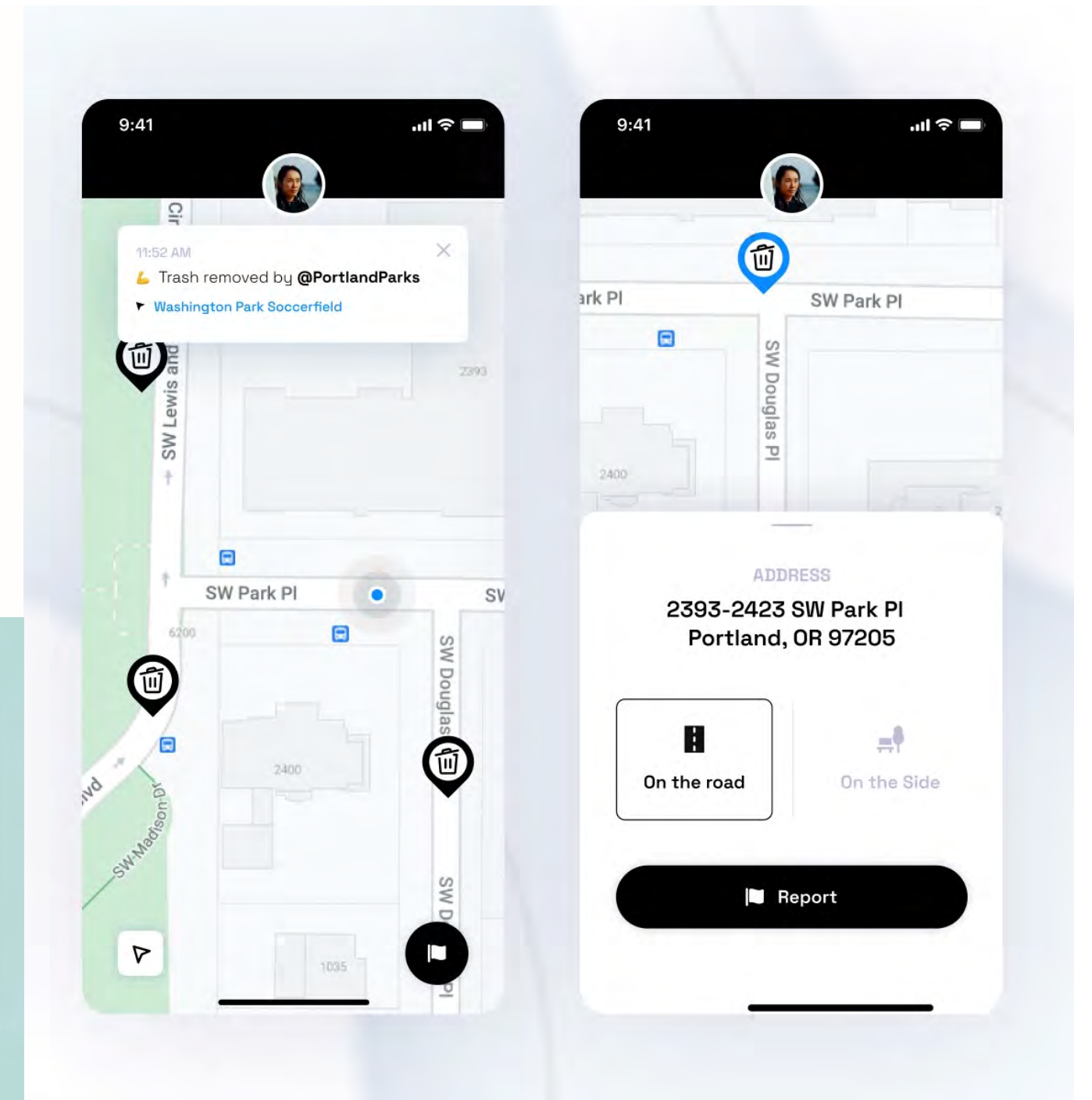
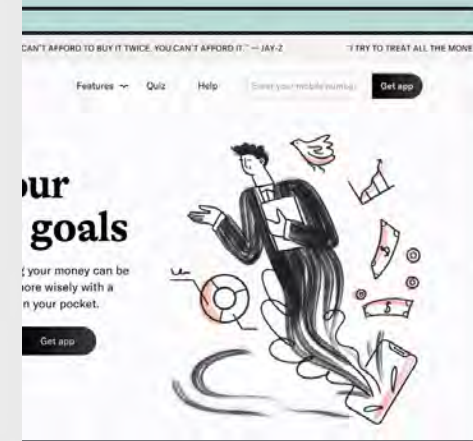
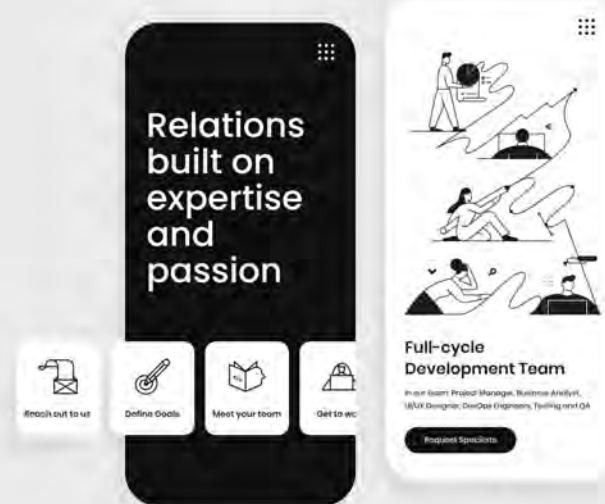
Or download one of the apps



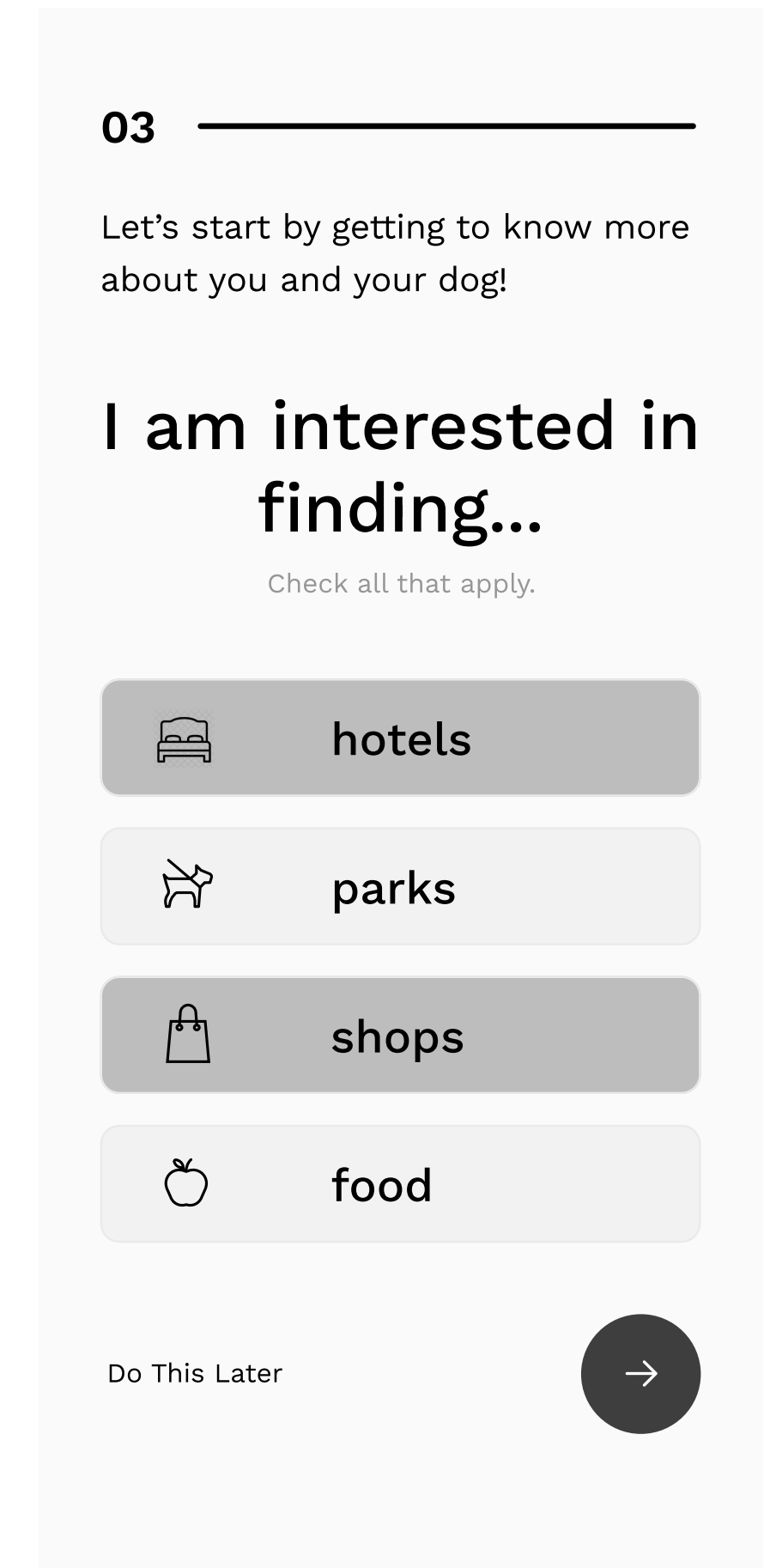
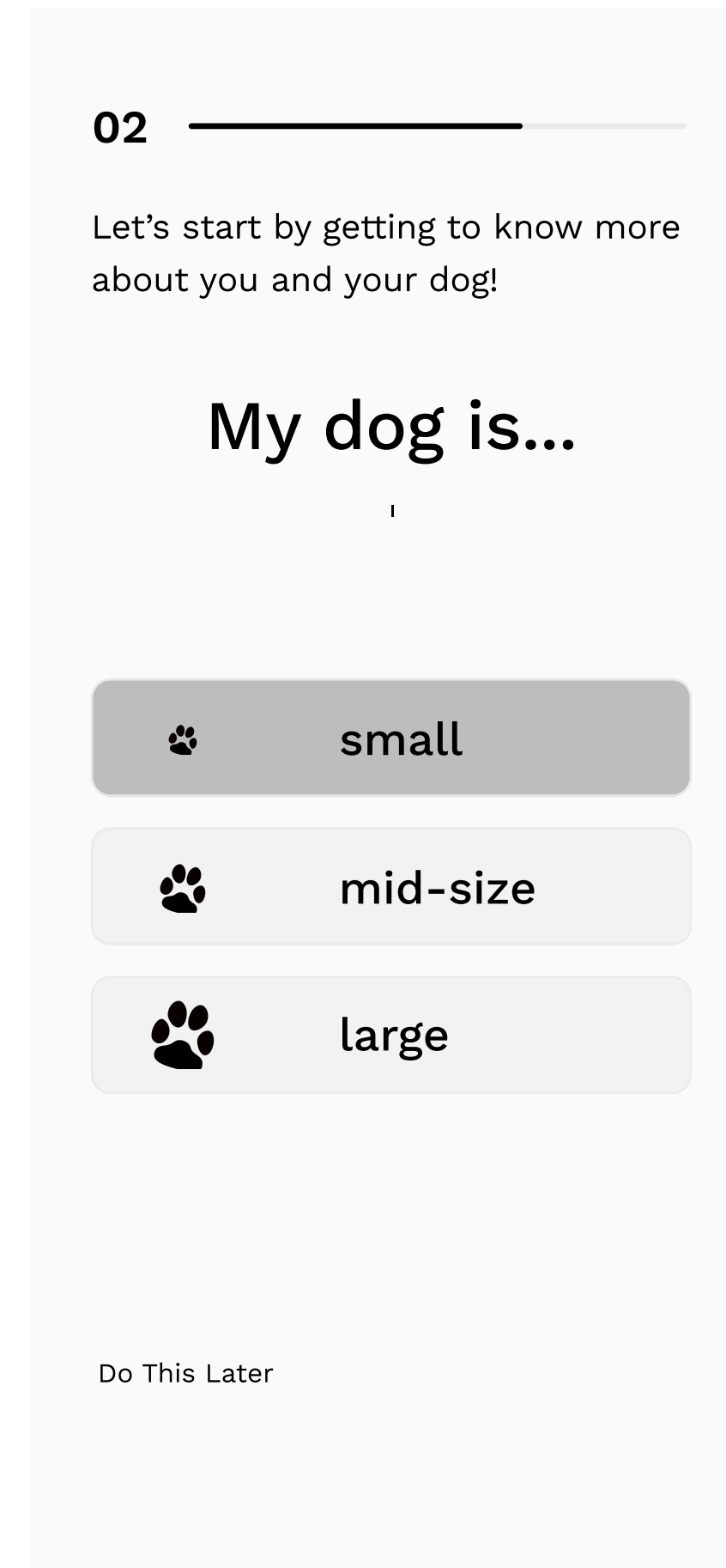
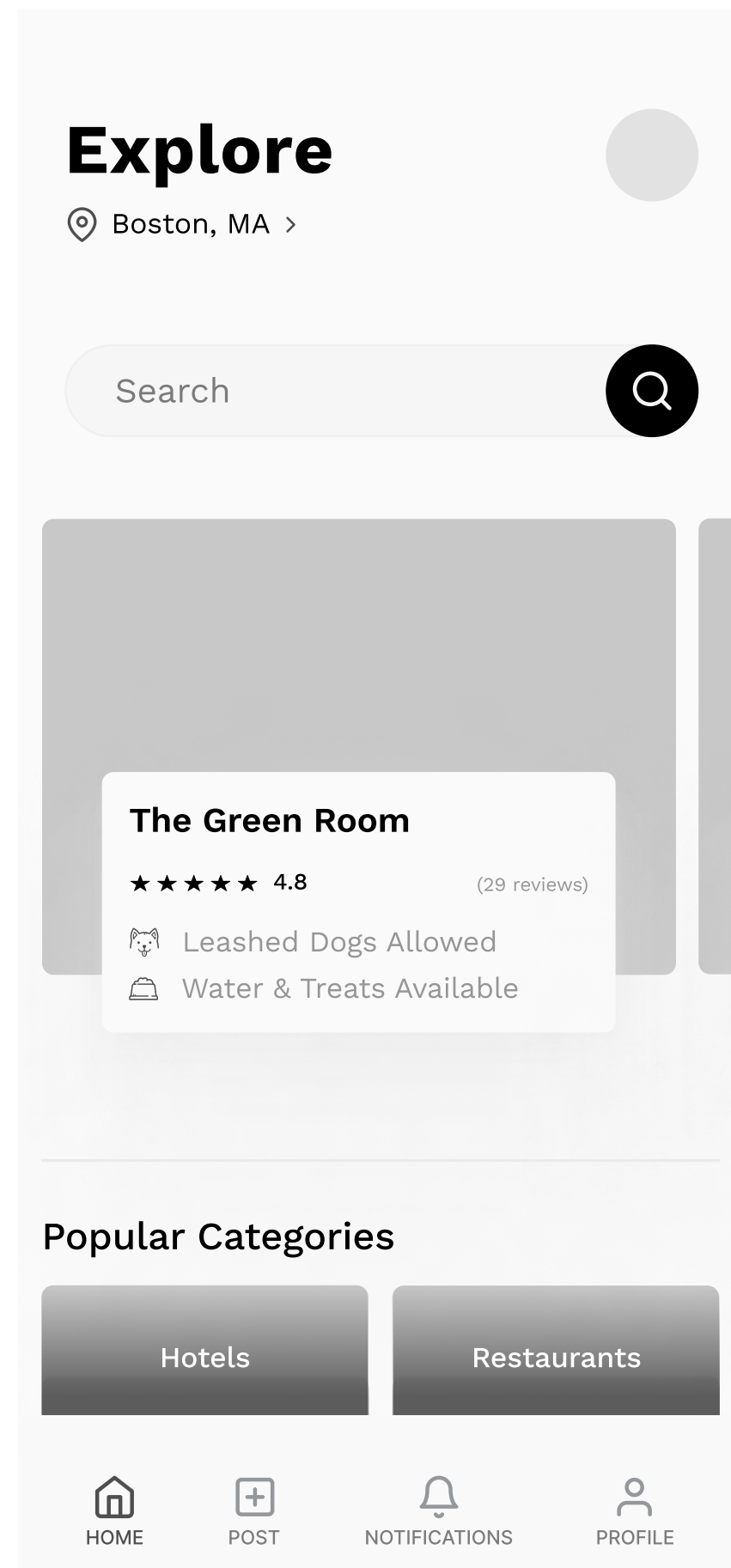
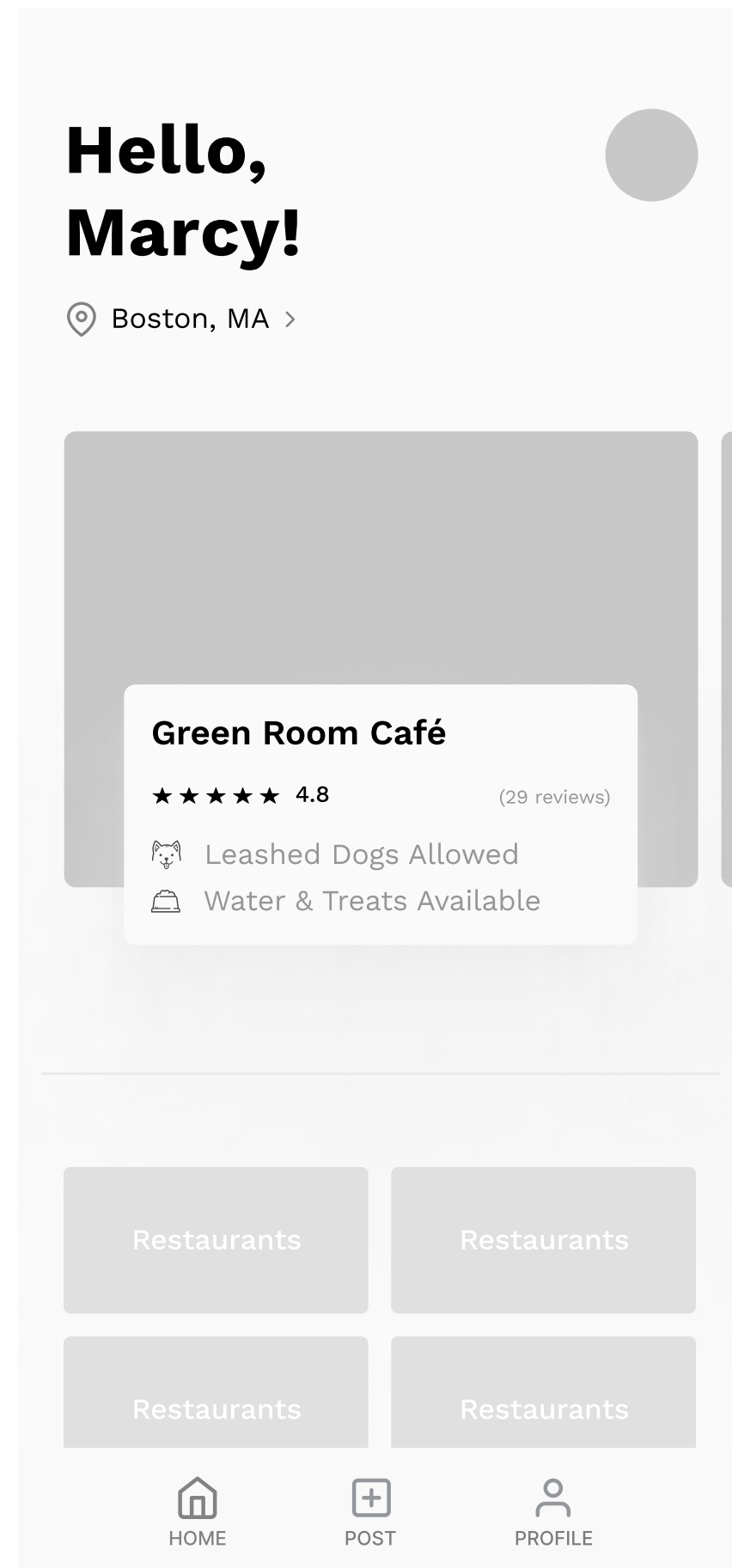
## All-in-one workspace

One tool for your whole team. Write, plan, and get organized.

Sign up

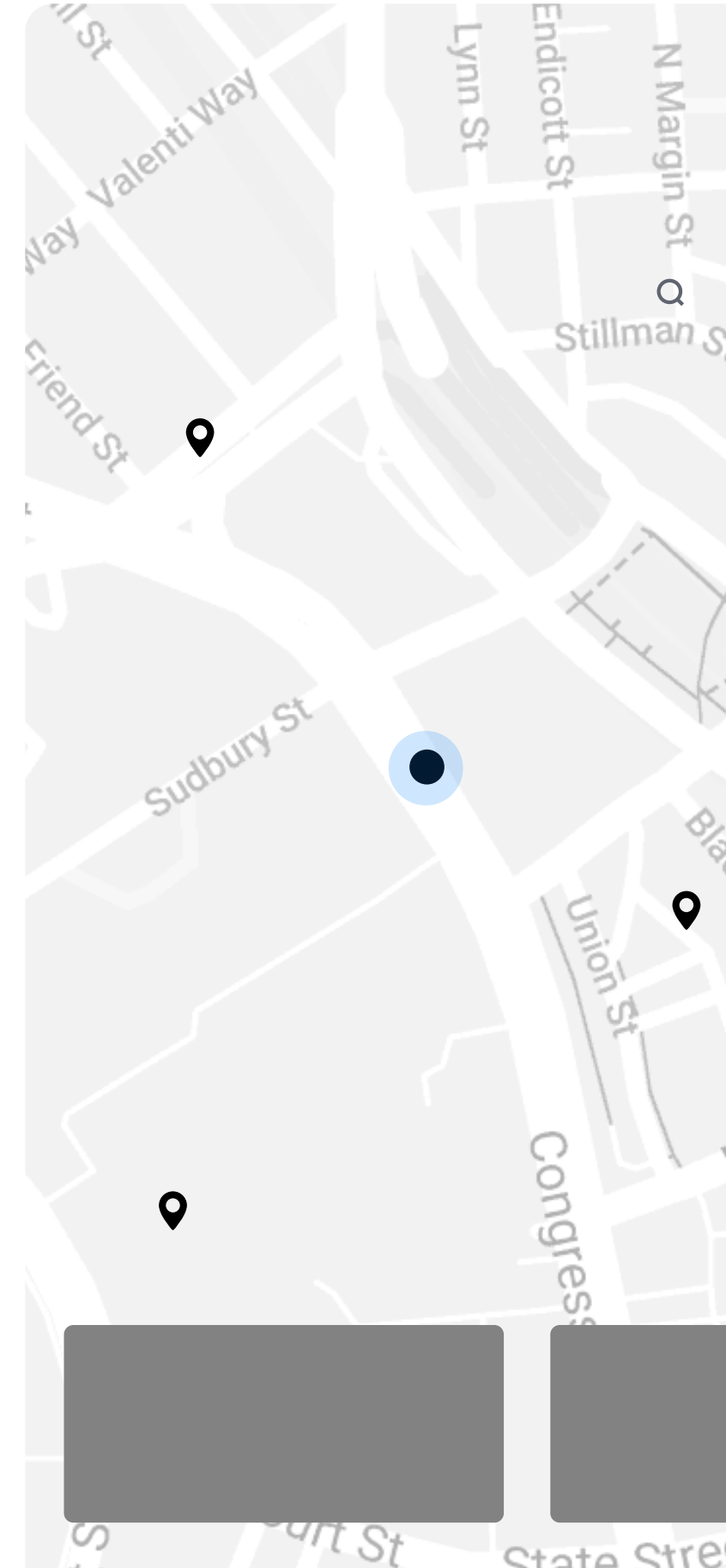
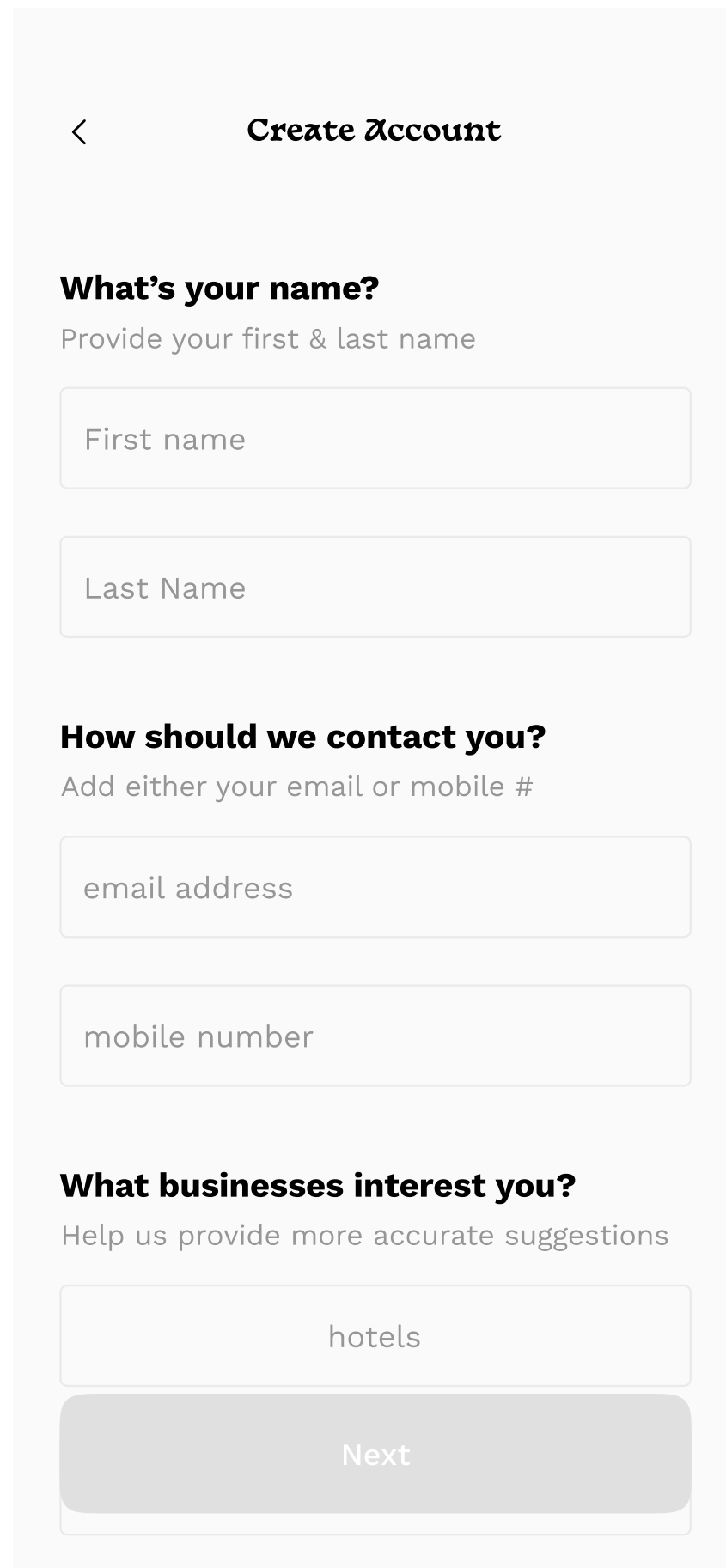
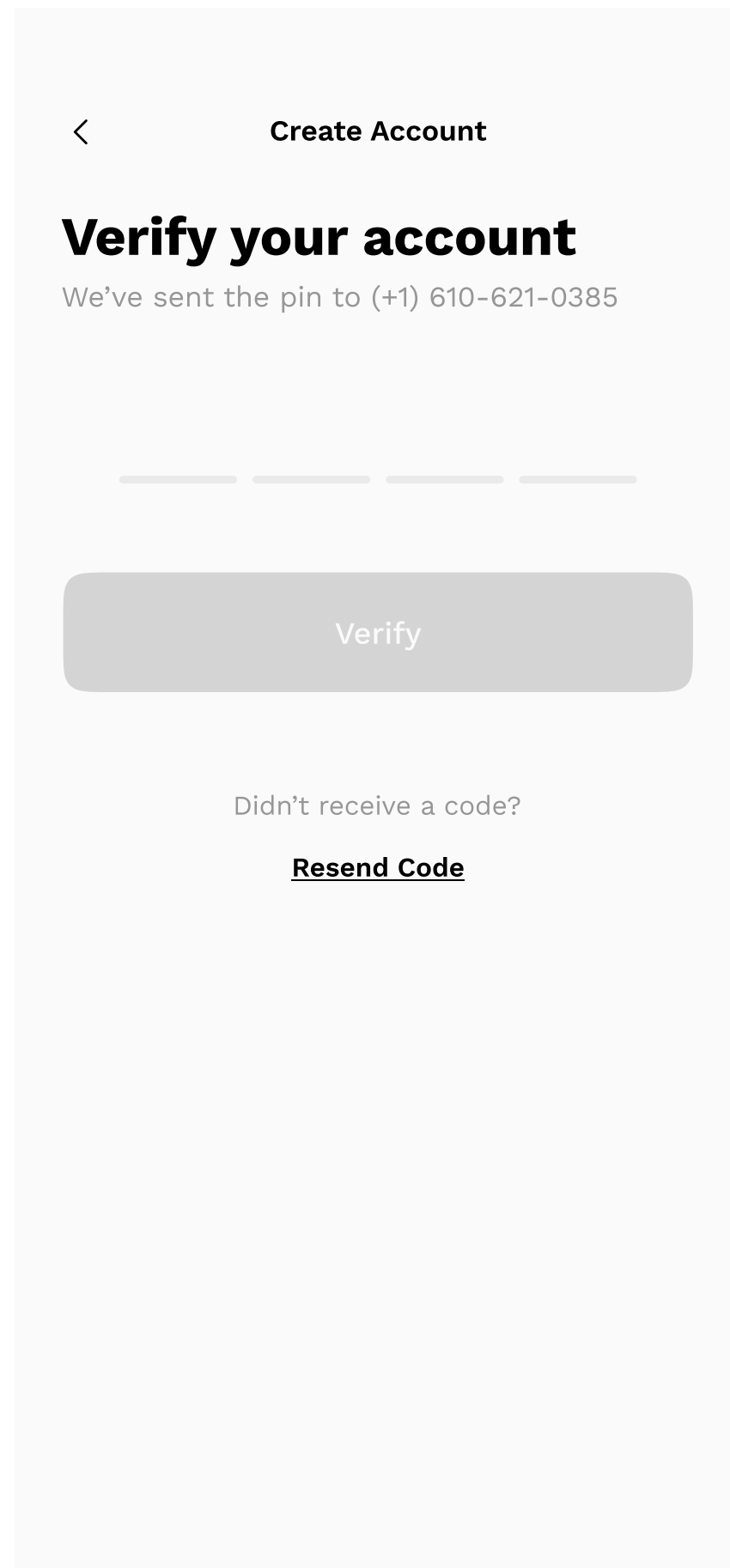
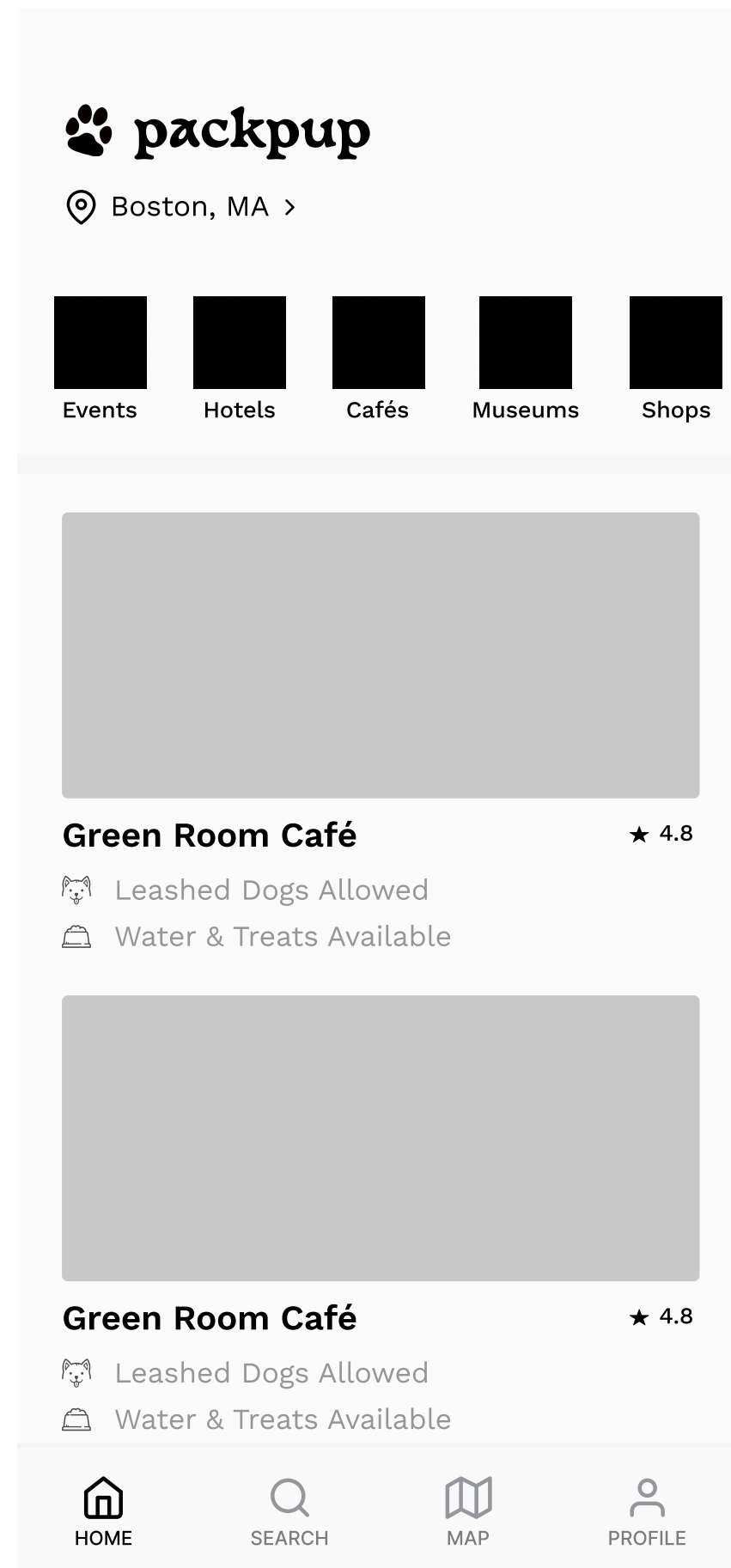


# Wireframes / Iterations



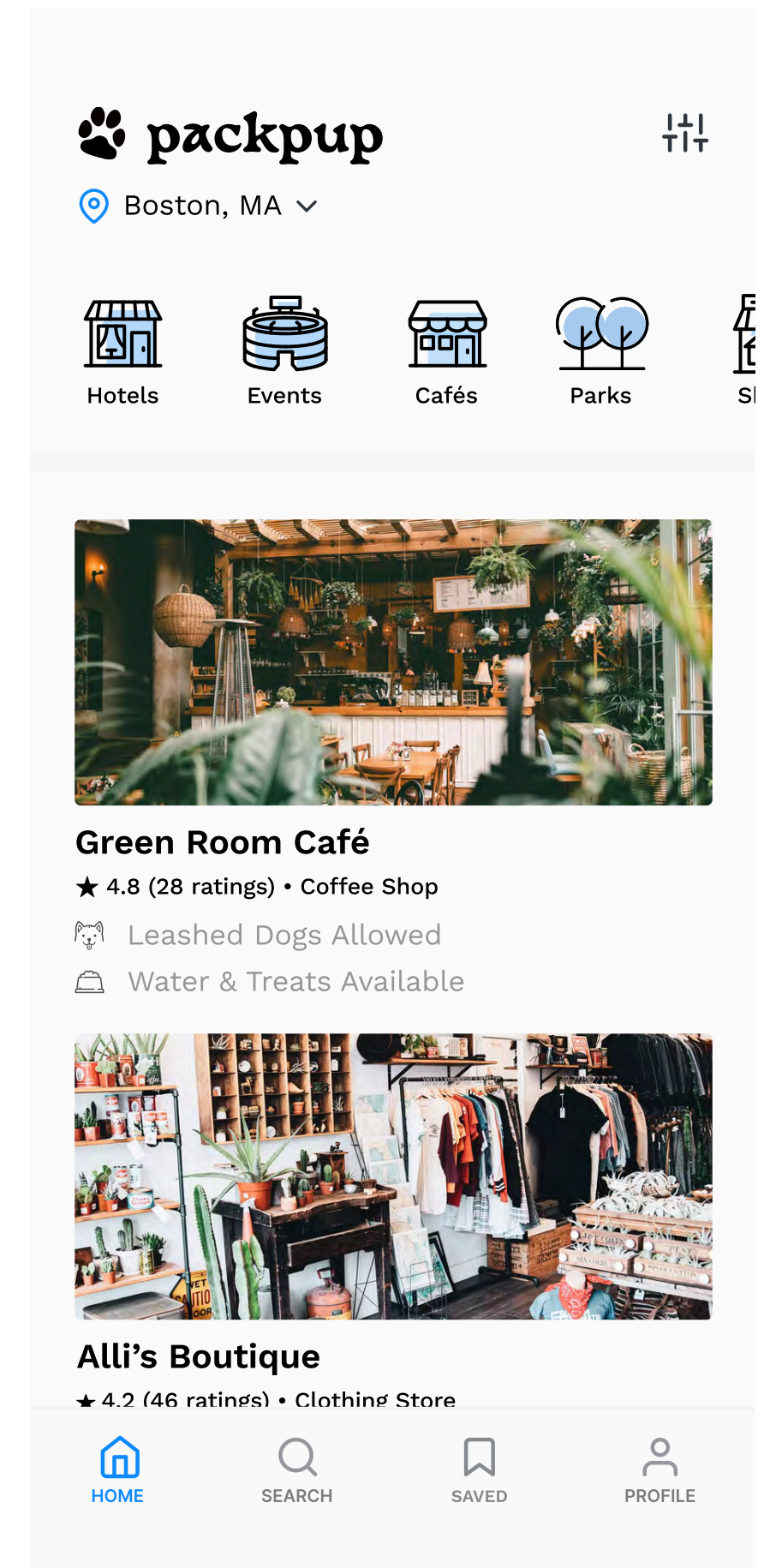
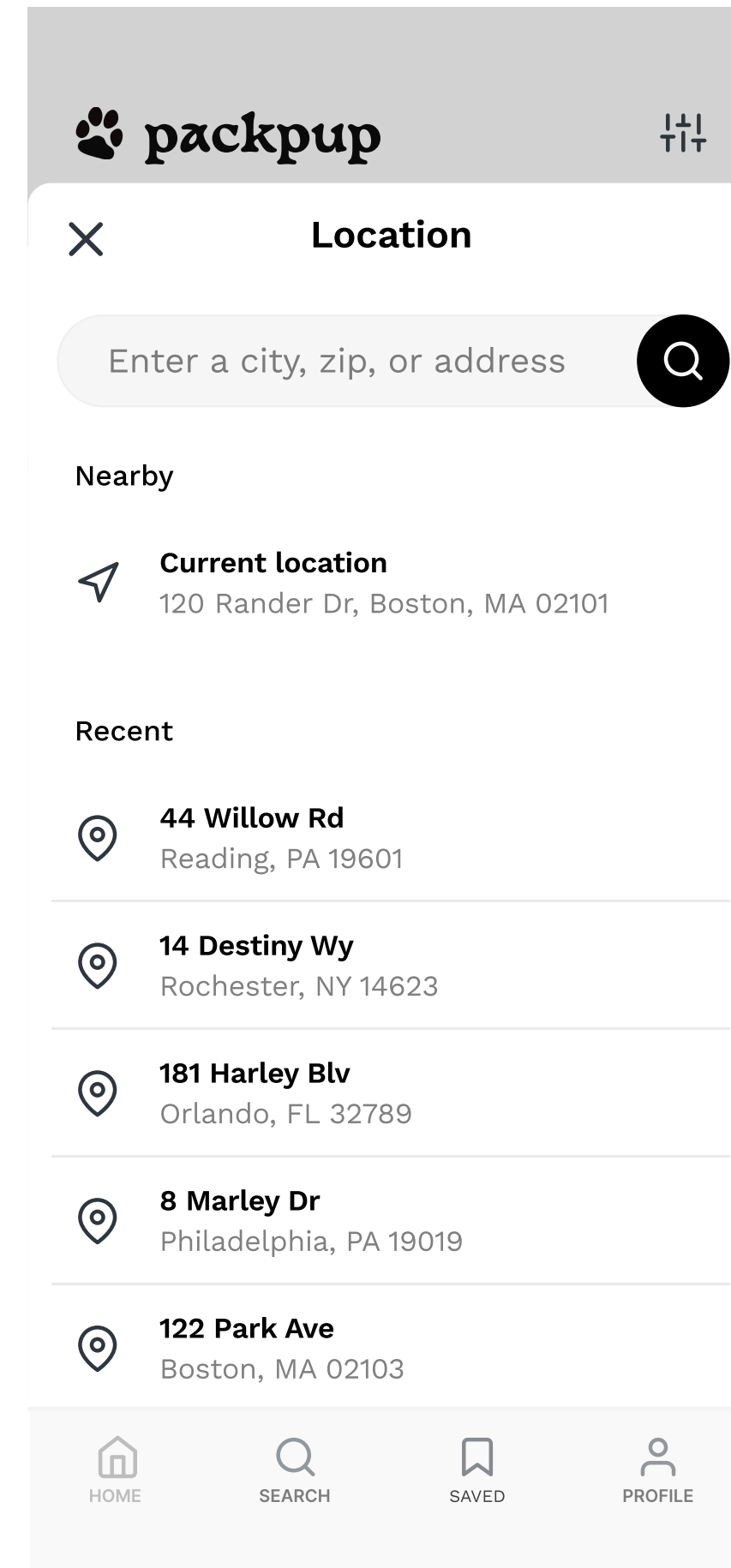
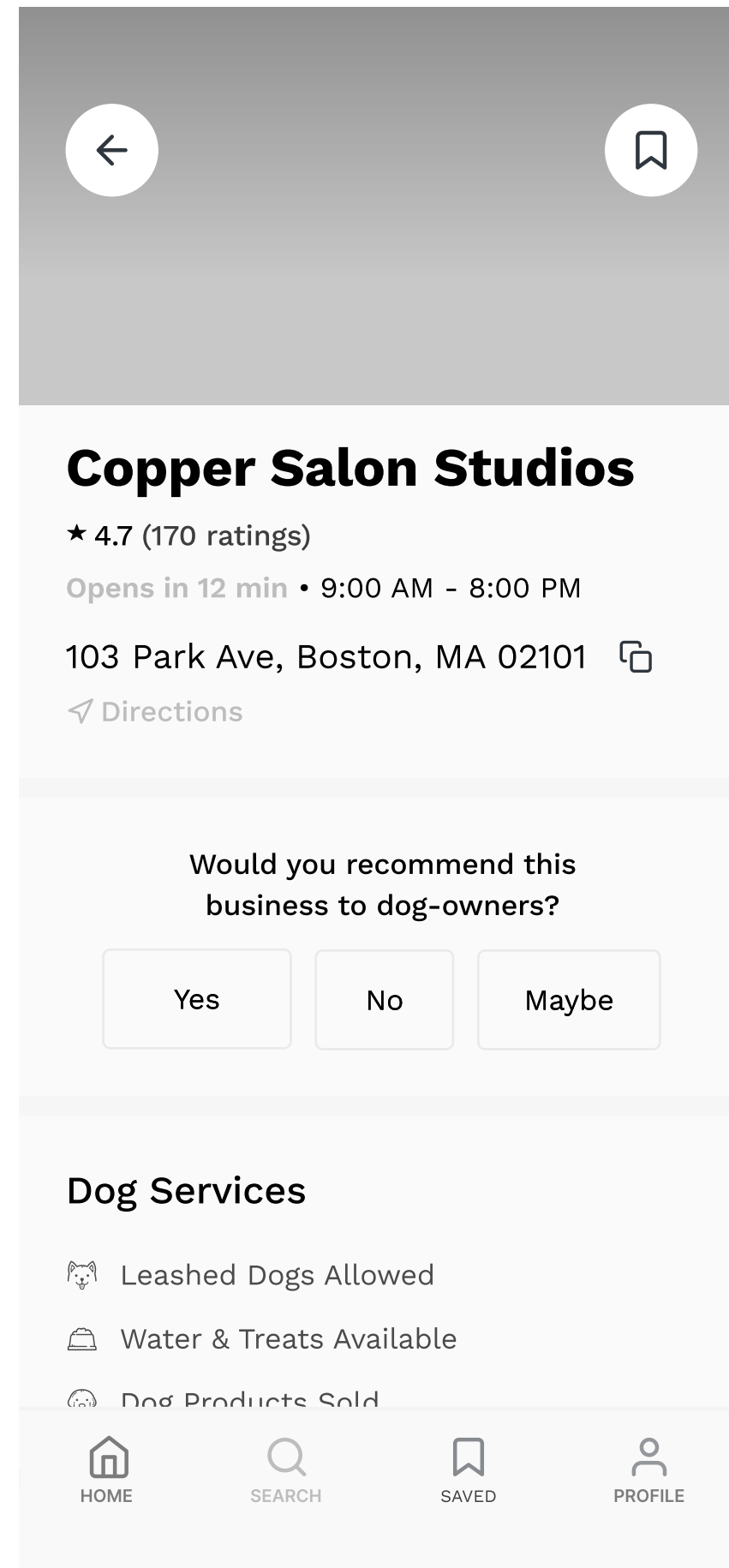
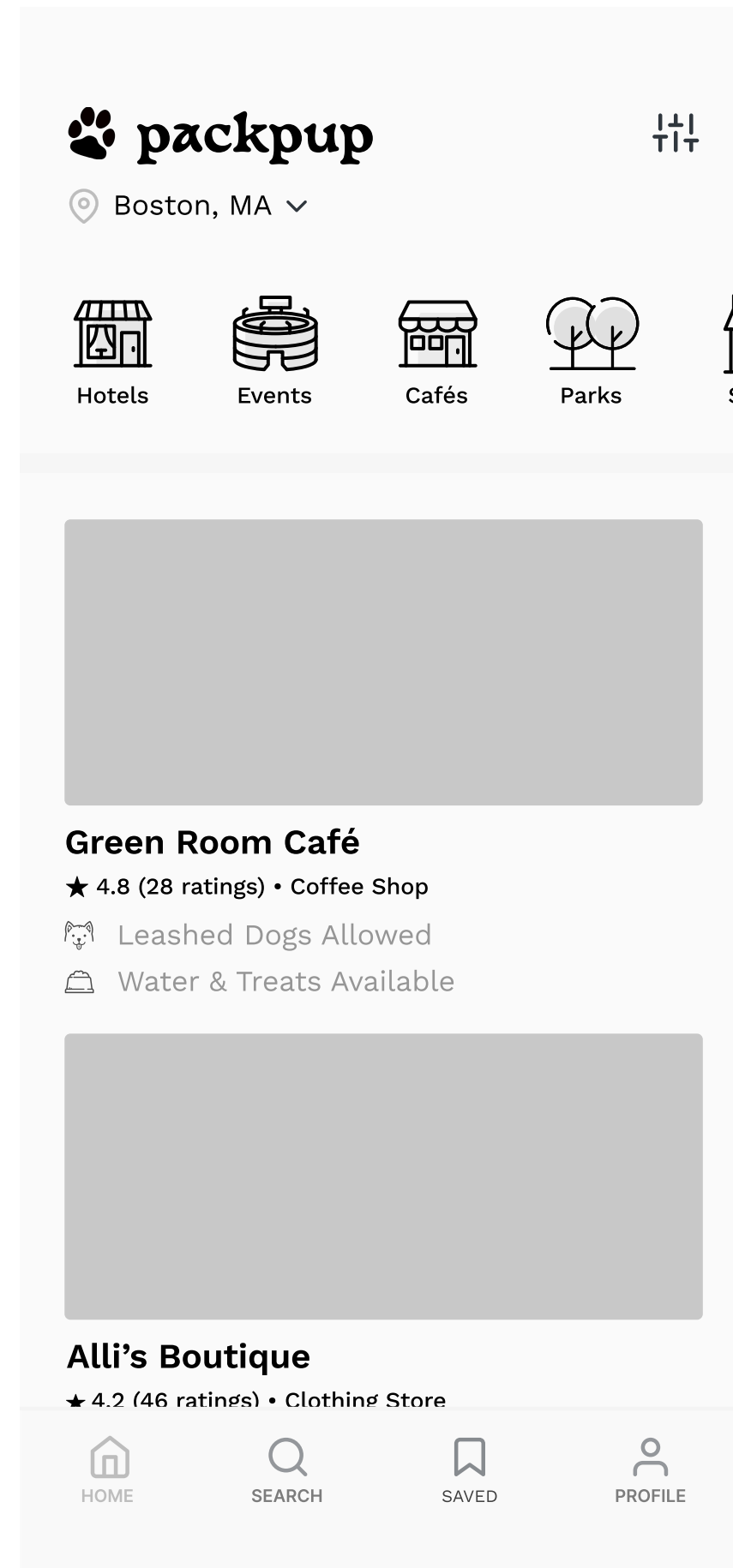
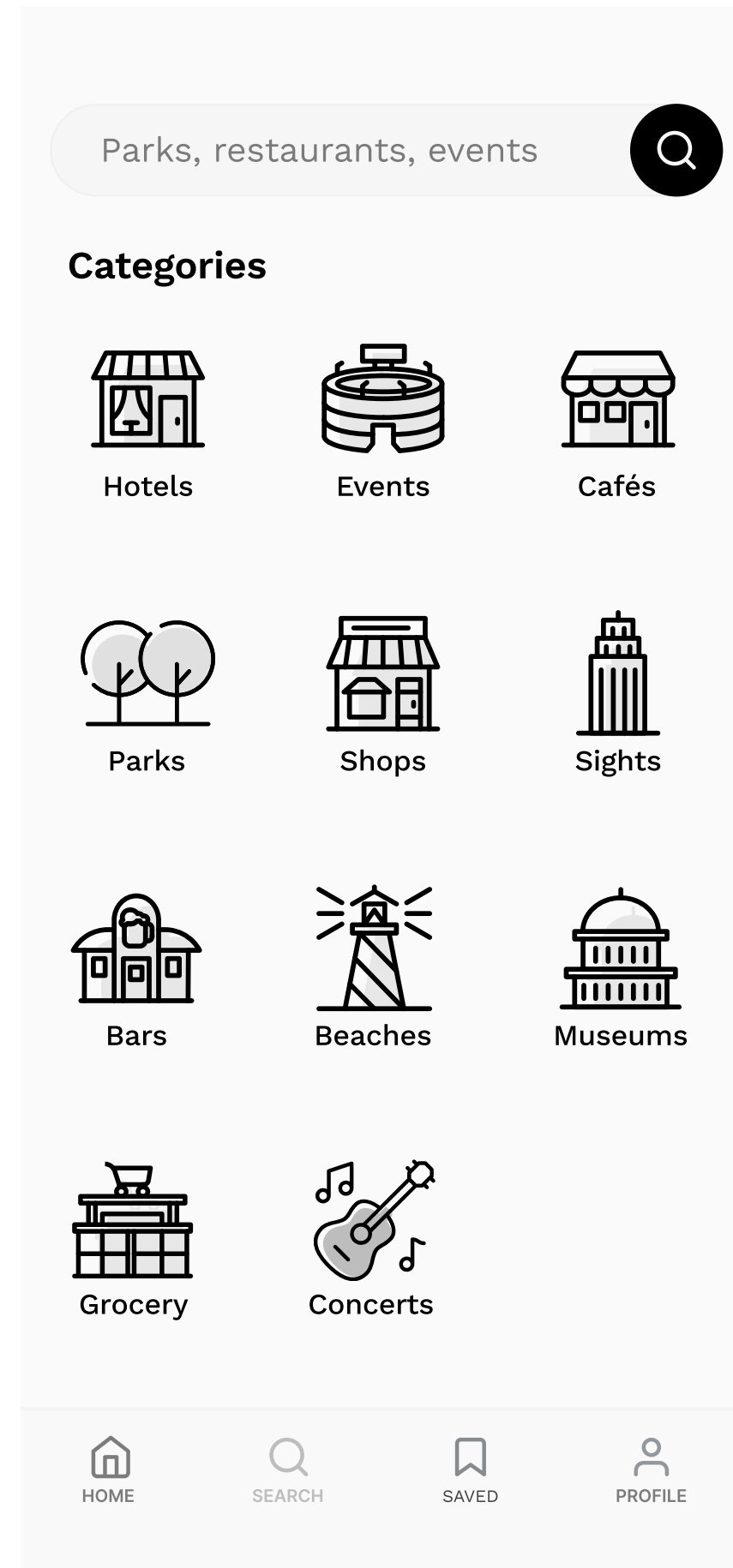


# Wireframes





# Wireframes - High Fidelity



# Design System

## TEXT STYLES

### Header One

Work Sans  
Bold 36px

### Header Two

Work Sans  
Bold 28px

### Header Three

Work Sans  
Medium 20px

### Header Four

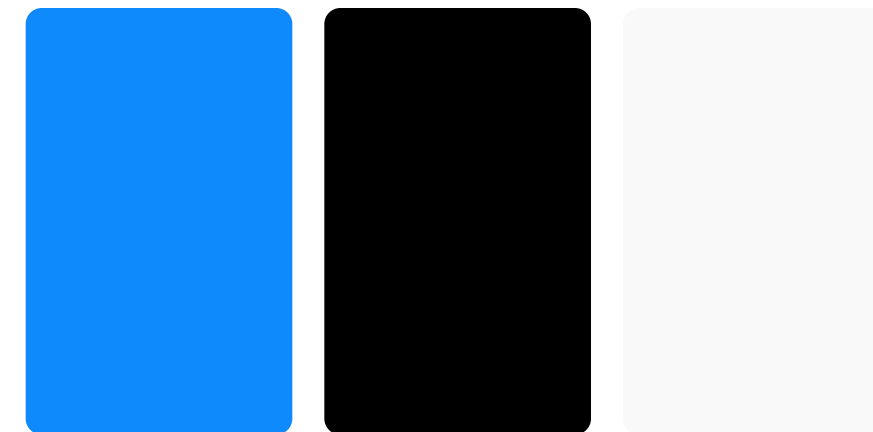
Work Sans  
Semibold 15px

### Body Text

Work Sans  
Regular 15px

## COLOR PALETTE

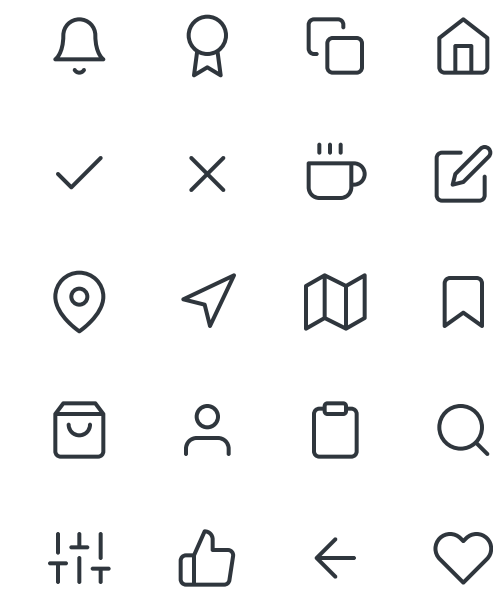
Primary



Secondary (System State)

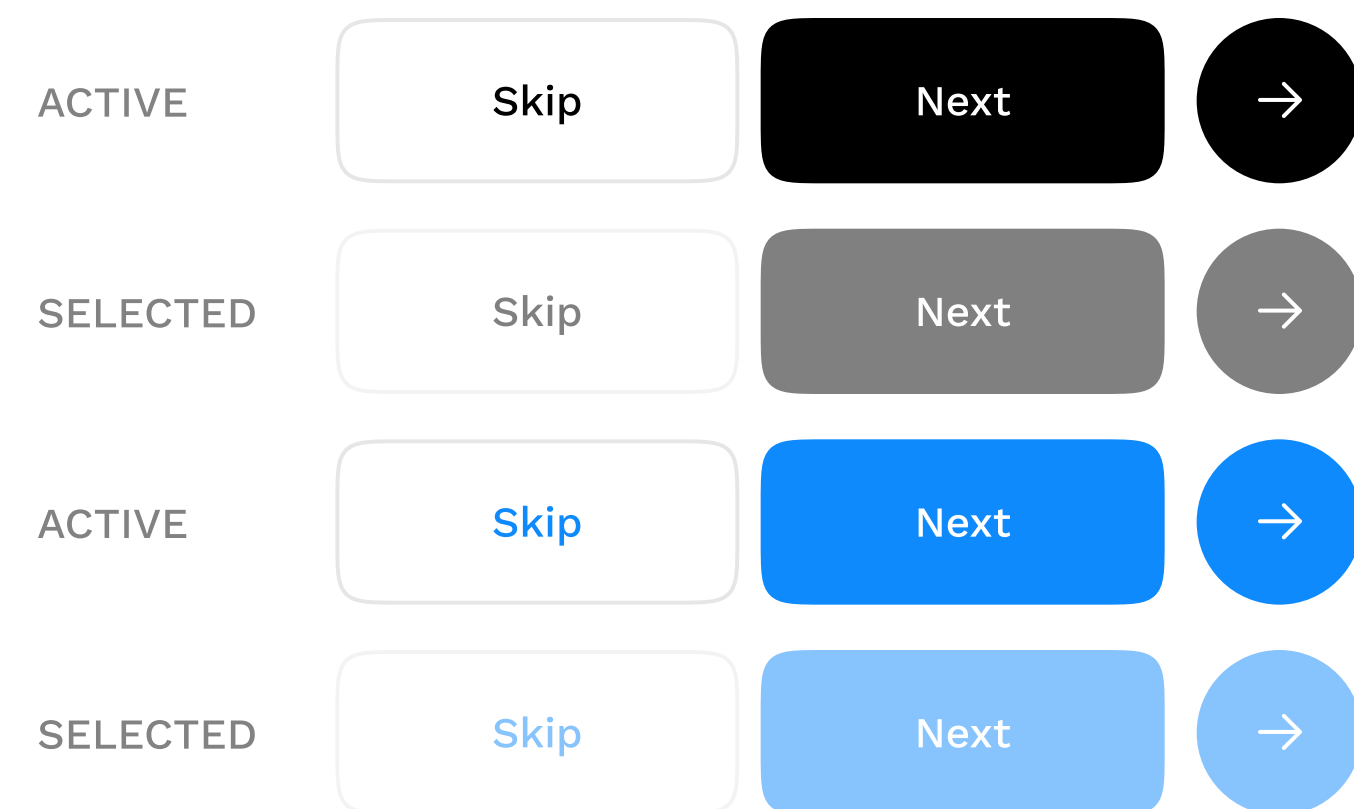


## ICONS X FIGMA FEATHER

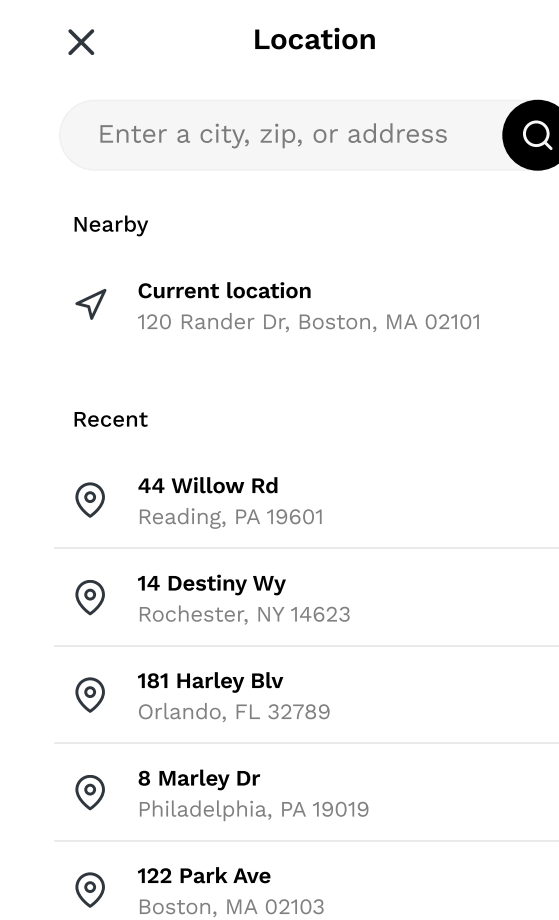


# Design System

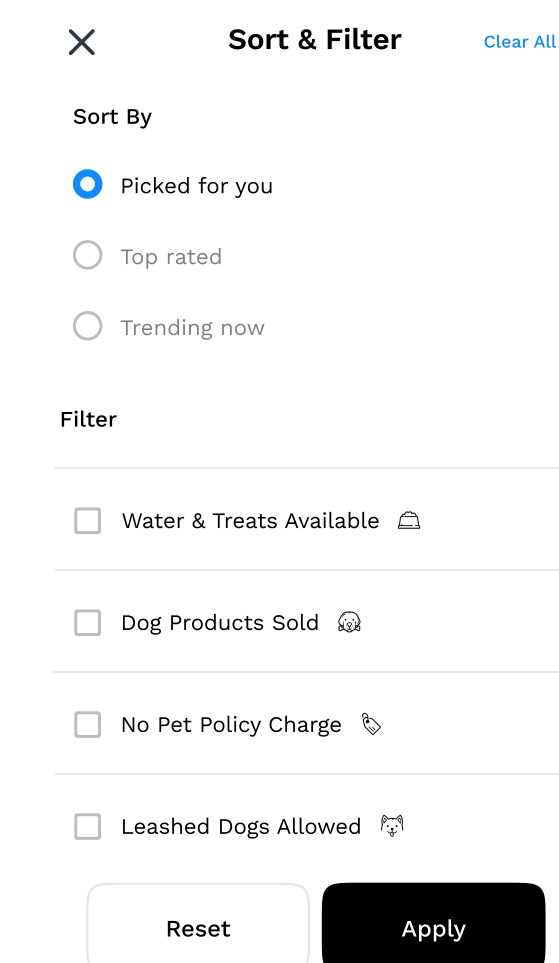
## OTHER COMPONENTS



### LOCATION OVERLAY



### SORT & FILTER OVERLAY



### BUSINESS CARDS - 8 VARIATIONS



#### Bailey's Bed & Breakfast

★ 4.8 (36 ratings) • Hotel

🐕 Leashed Dogs Allowed

🐾 \$50 Pet Policy Charge



# Accessibility

## MOTOR

1. large clickable CTAs
2. Space between form fields
3. Consideration to finger range and mobility

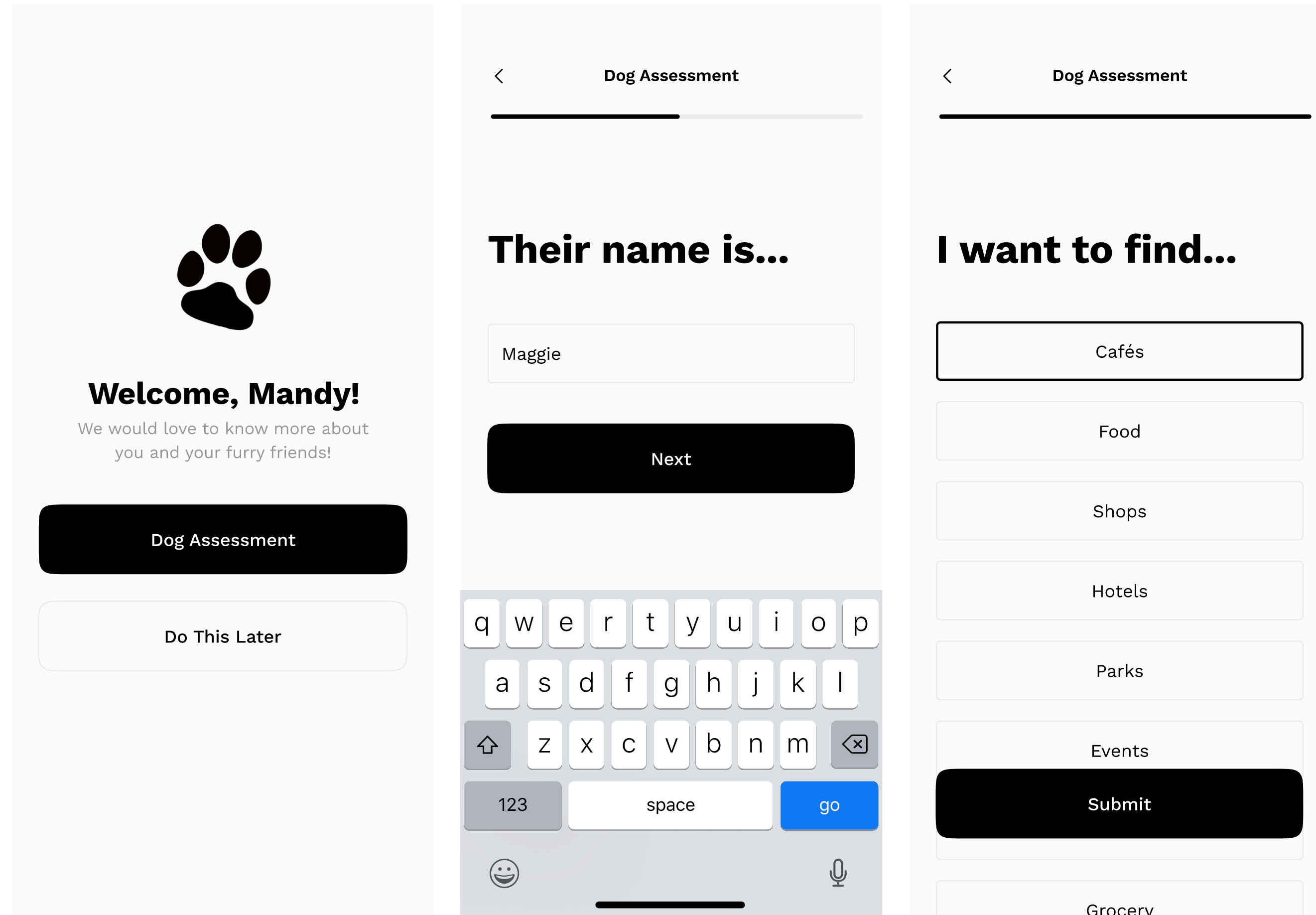
## VISUAL

1. Descriptions for photos/videos
2. Good color contrasts and readable font size
3. Proximity for clear grouping

## AUSTISTIC SPECTRUM

1. Simple application of colors
2. Descriptive / clear CTA buttons
3. Consistent Layouts

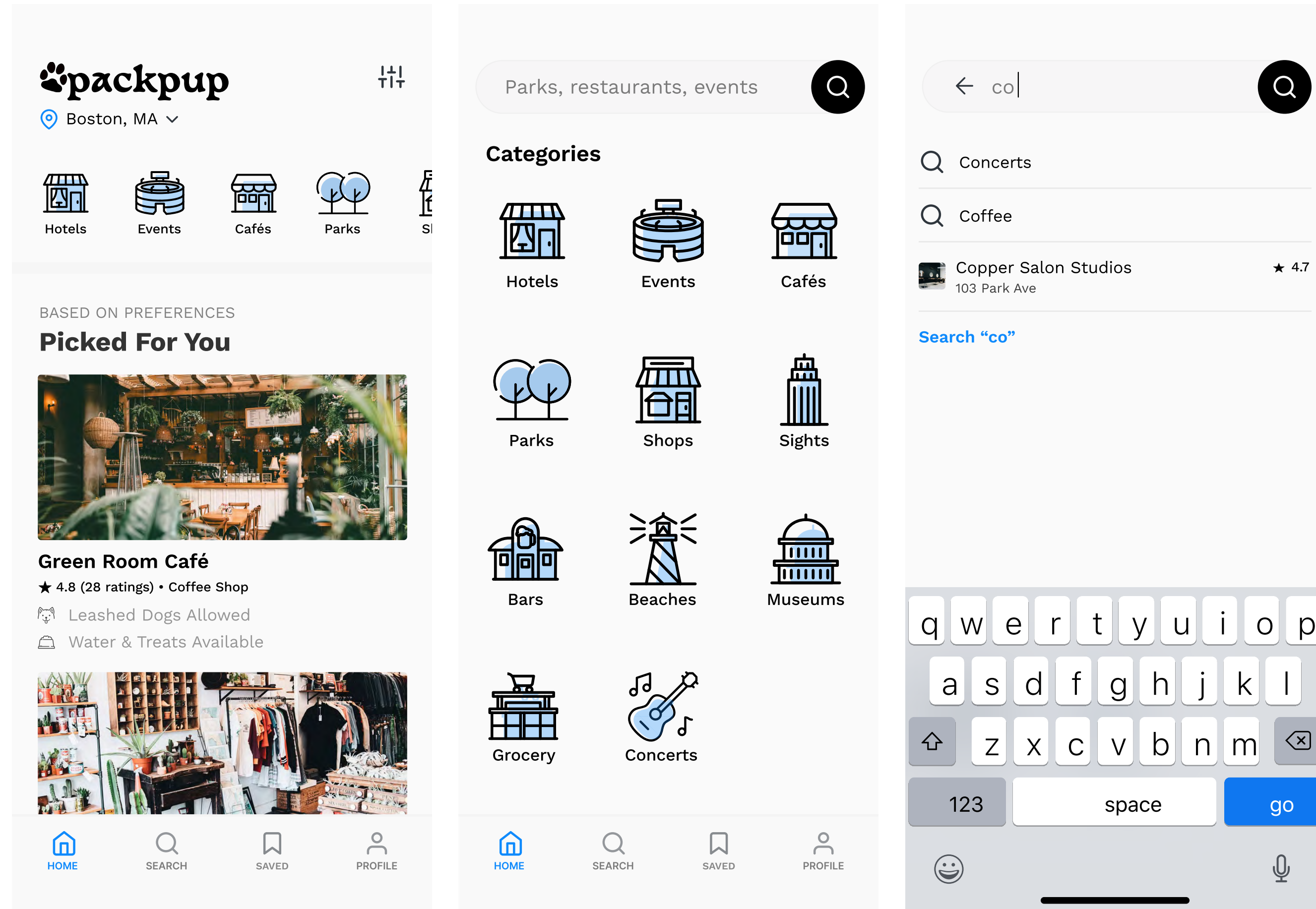
# Final Screens - Onboarding



## KEY INTERACTIONS

- create a personalized account
- customize your top priorities, which will reflect in your explore page suggestions
- add and manage your pups!

# Final Screens - Explore & Search



## KEY INTERACTIONS

- search by text, filter choices, or find by category
- each business lists their services available for dogs
- reviews from other users build a sense of trust and community



# Final Screens - Account & Saved



**Mandy Ellingson**

My Pups >

Preferences >

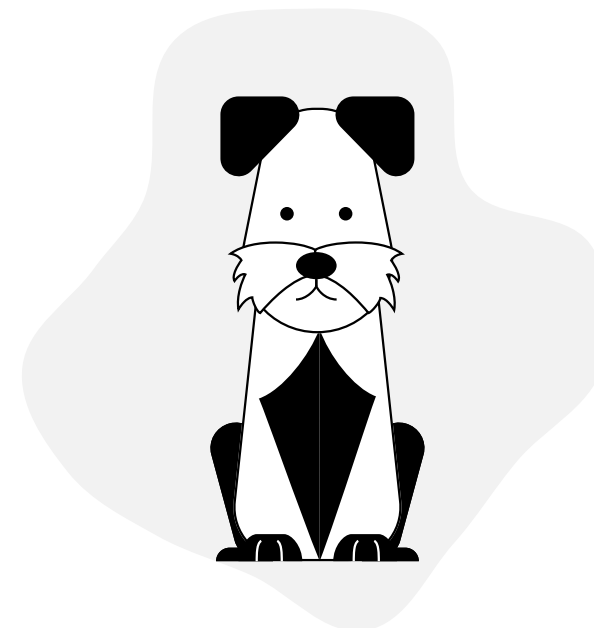
[Sign Out](#)

HOME SEARCH SAVED PROFILE

**packpup**

Saved

Reviewed



**Oops, you need to save something first!**

Tap the bookmark icon on any location or business to add it to this page.

HOME SEARCH SAVED PROFILE

**packpup**

Saved

Reviewed

search a review



**The Green Room**

★ 5.0 • 3 min ago

[Update](#)



**Willy's Pretzels**

★ 4.0 • 5 days ago

[Update](#)



**Olive Palace**

★ 5.0 • 2 weeks ago

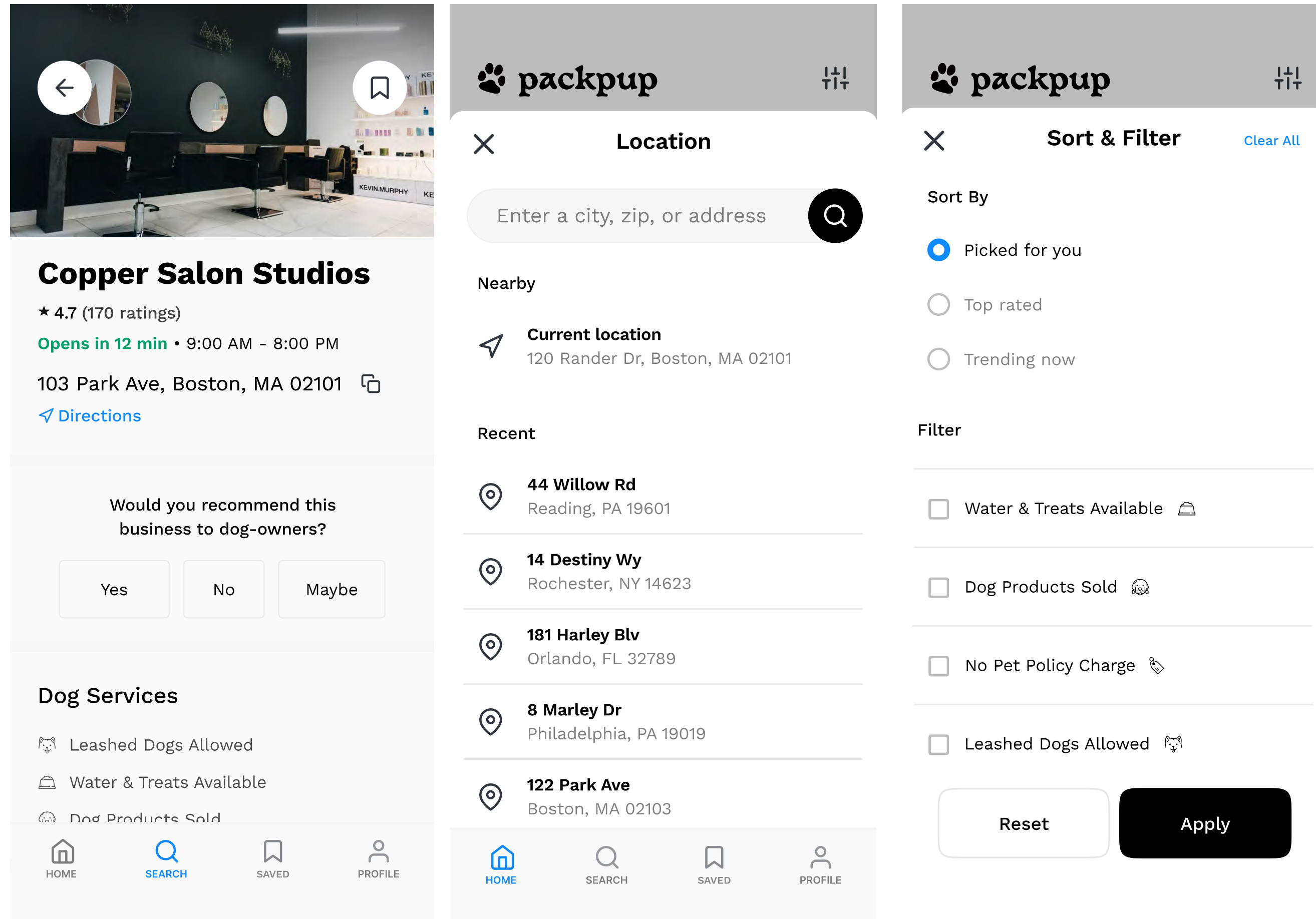
[Update](#)

HOME SEARCH SAVED PROFILE

## KEY INTERACTIONS

- manage “my pups”
- change preferences for interests & categories
- view saved and reviewed businesses

# Final Screens - Filters & Business



## KEY INTERACTIONS

- read reviews from other dog owners in your community
- filter and sort results, change location range, and find directions through other applications like Google Maps and Waze.

# Project Takeaways

## DESIGN THINKING

By following the process of design thinking, I was able to ideate and evolve the definition of this project. Being able to empathize with the target user, define the project goals, and ideate based on research findings allowed me to iterate designs that suited the needs of the user.

## DATA-DRIVEN

Basing my design on data-driven feedback provides a strong backbone for each design decision. Conducting qualitative and quantitative research in the initial stages of the process contributed enormously to the success of this project.

## DESIGN SYSTEMS

Creating a design system resulted in uniformity and consistency throughout the design. Each screen utilizes components with variants to account for all states of activity and functionality.



# Next Steps

## WEB APP

With more time, I would love to explore how the platform would transition on larger devices like desktops or kiosks.

## FEATURES

In the future, Packpup could advance its map feature to save locations on the map, expand on searching capabilities, and work to promote certain events and campaigns from various company sponsors/advertisements. Recommendations based on dog breed and size may be a useful addition to this application.