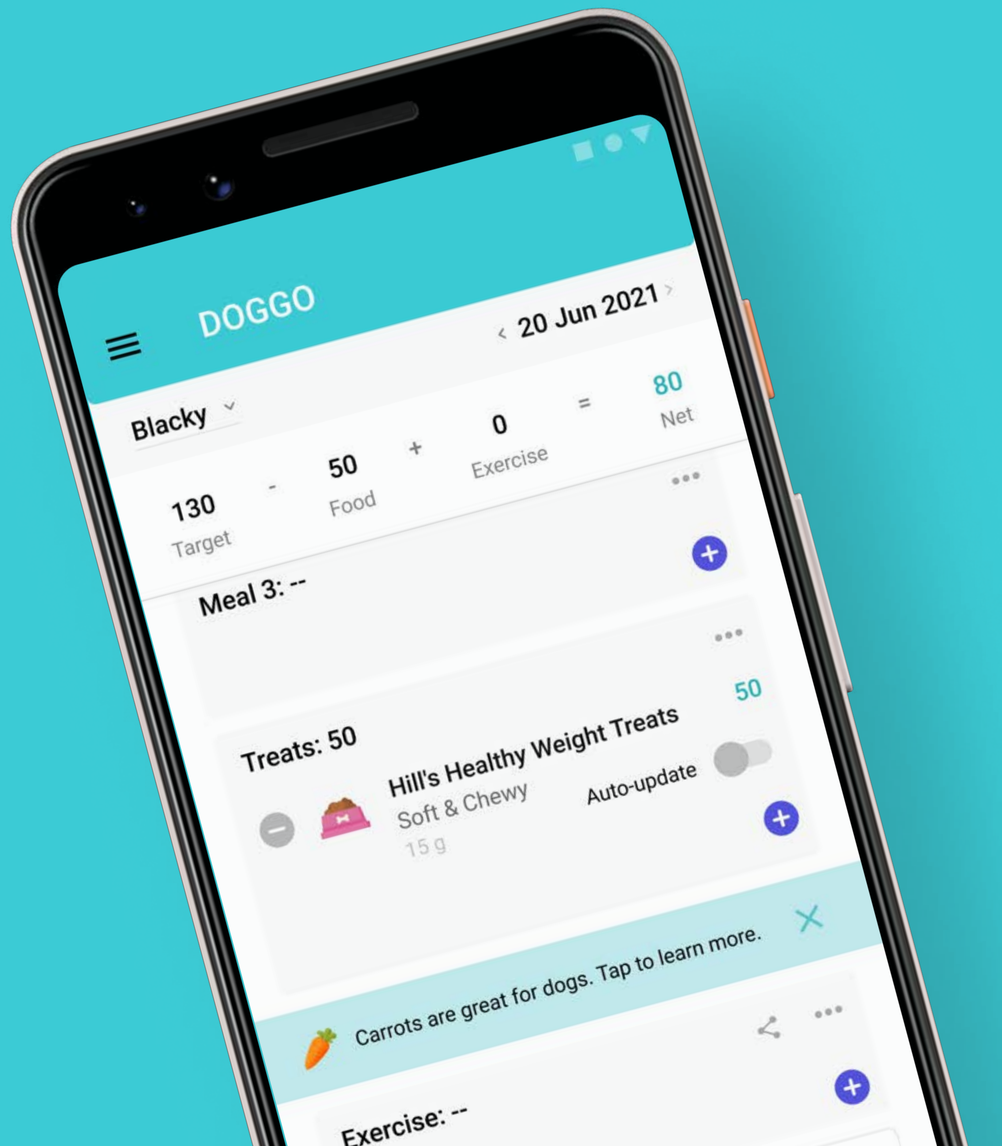
The Doggo App

A Better Way to Organize Your Pets Needs

CASE STUDY BY:
Nikki Vancaš



Project overview

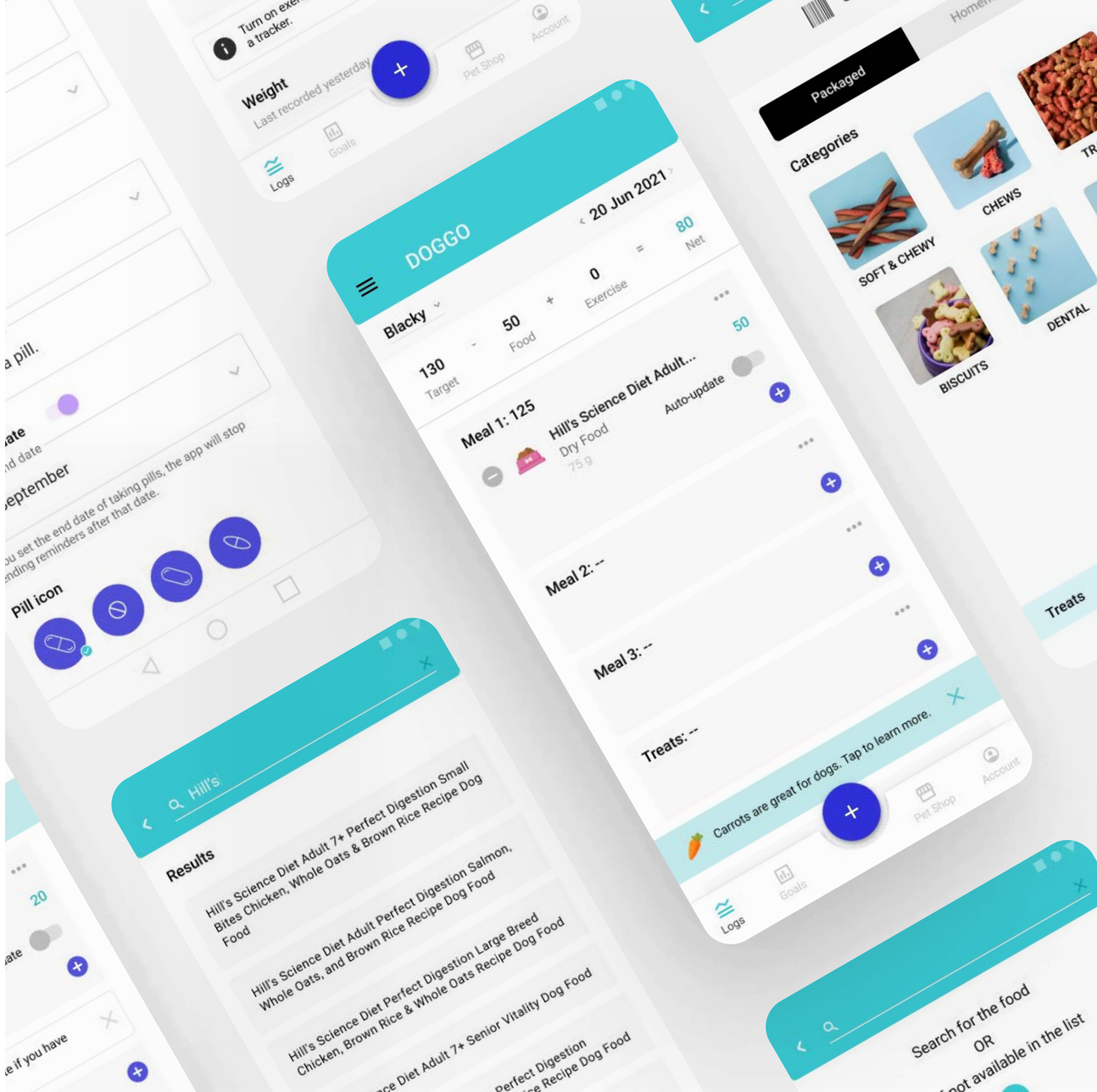
The Doggo App is a mobile app for tracking nutrition, exercise and medication for pets.

The problem

Animal shelters, shelter volunteers, and pet sitters currently don't have a mobile tracking platform for the pets they take care of.

The goal

Easy way to track the quantity of consumed food, schedule meals, track activity, and medication.



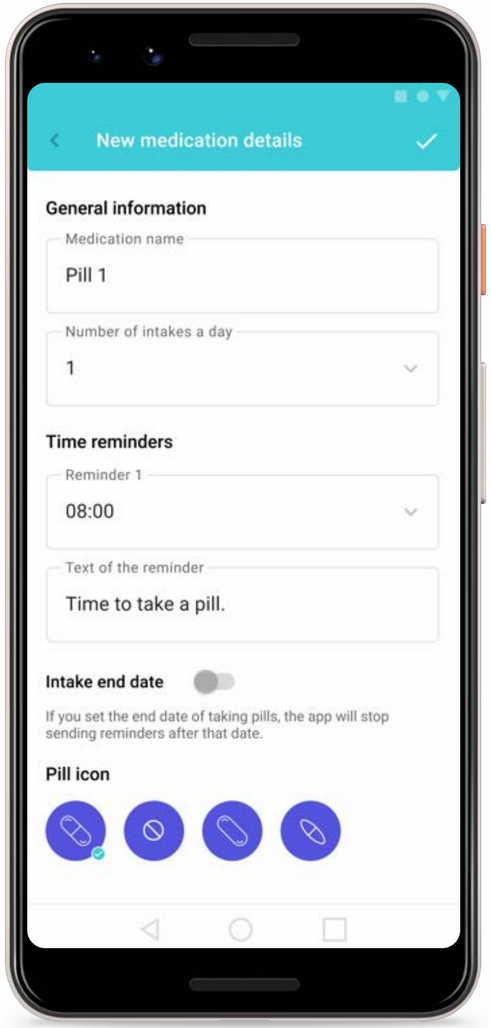
Project overview

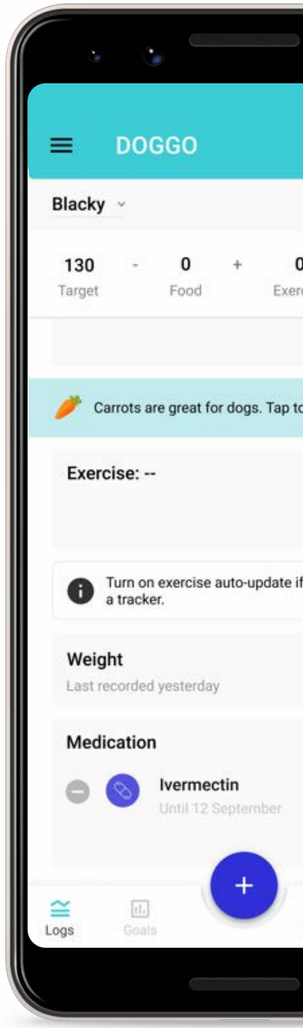
My role

UX/UI Design, UX research

Responsibilities

User research, wireframing, prototyping, designing





Understanding the user

1. User research
2. Personas
3. Problem statements
4. User journey maps

User research

Summary

I’ve conducted a series of interviews with dog owners who have various daily obligations to learn as much as possible about end-users habits, needs ,and expectations and usefulness of this app.
The interviews revealed that there’s a need in the market for an app like this that would allow users an easy and on-the-go solution.

User research

Pain points

1

Auto-update feature

Whether it’s for meals, exercise or medication, app will offer auto-update which means you enter the quantity once and it repeats itself daily until you turn it off.

2

More pet profiles

Often people have more pets but every app in the market has limitations in profiles - even with premium options maximum is 5 pets.

3

Medication tracking

If a pet needs to frequently take any medication, currently, no app has that feature.

Persona — Luka

Age: 25 **Education:** Enrolled in online college classes **Hometown:** Rijeka, Croatia
Family: Parents and a dog **Occupation:** Delivery Service and studies

Goals

- Organized dog's nutrition & exercise that fit into his busy schedule
- Minimize vet visits
- More time to focus on studies

Frustrations

- Difficult to keep track of the exercise
- Excess food given by other people
- Receiving delivery due to conflicting schedules

He has a quite busy schedule since he is currently working at a delivery service while studying. He is living in a large apartment with his parents and dog named Luna, who is slightly overweight. Right now, her dry food is weighed according to manufacturer's specifications chart and supplemented with wet food throughout the day. Sometimes it's hard to keep track of her food intake since the parents don't weigh the food. Playtime/exercise usually happens multiple times a day.

"It has proven useful for myself to use a nutrition tracking app so something like that would be a benefit for my dog and my busy schedule."

PROBLEM STATEMENT

Luka is a busy full-time online student with a job and an overweight dog who needs easy nutrition and exercise tracking app for dogs because he doesn't have a lot of free time.

Persona — Charlotte

Age: 55 **Education:** MA Economy **Hometown:** London, UK **Family:** 2 daughters and a dog
Occupation: Secretary

Goals

- Easy way of keeping track of dog's nutrition, exercise and medication
- Ordering medication and food in one place
- Less vet visits
- Organized daily routine

Frustrations

- Doesn't have the tools to keep track of such information all in one place
- Has to order medication from another country
- Delivery services not as accurate as they should be

She lives in a house with two daughters and dog called Blacky that has an autoimmune disease and needs to lose weight. She is working full-time as a secretary. One of her daughters is a student, the other works from home. Her interests include travelling, reading books, watch TV shows and cooking. With all the daily tasks, doesn't have the time to keep track of everything the dog does and needs and three people taking care of the same dog can sometimes be chaotic.

PROBLEM STATEMENT

Charlotte is a busy working mom, living with two daughters and would benefit from the app in terms of organization.

User journey map

This is an example of a user journey map - Luka's in this case. This map shows steps that need to be taken throughout the day to enter food and exercise, and what Luka might feel while doing it.

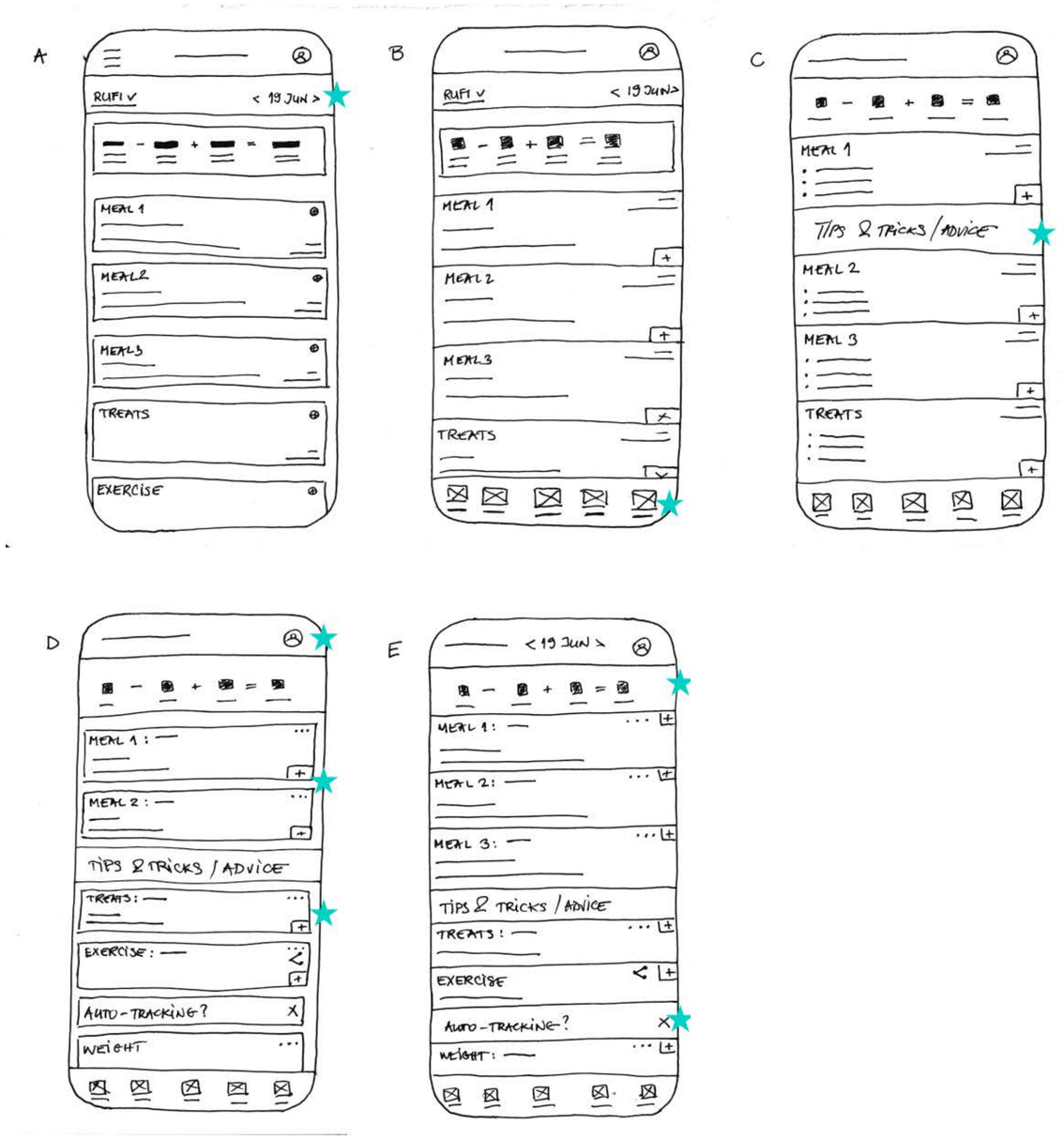
ACTION	Get App	Dog's profile	Entering food	Entering excercise	Close the day
TASK LIST	A. Download app B. Set up account C. Confirm e-mail	A. Name the profile(dog's name) B. Set up the profile C. Confirm dog's profile	A. Select meal type (breakfast, lunch, dinner, snacks) B. Find the food C. Enter quantity and confirm	A. Tap the exercise section B. Find the exercise type (like walking) C. Enter duration and confirm	A. Tap on the Statistics tab B. Check the day's statistics C. Lock the day and read the ETA for the goal weight
FEELING ADJECTIVE	Excited for the easy tracking of his dog's nutrition and exercise	Sad that the dog's profile doesn't have an avatar option ; Glad to find two fields for entering mixed breeds	Frustrated that he can't find the food in the base; Glad to see the "add food" manually option	Happy for a successful first entry	Happy that the dog is one step closer to a healthier life
IMPROVEMENT OPPORTUNITIES	New user discount/free tokens for the dog food delivery service in the app	Add avatar option - valid for people with multiple dogs too for easier navigation between dogs	Add "Scanning food" option	Award badge for first exercise	Award badge for the first successful day; Fun animation and/or illustration for every finished (locked) day

Starting the design

1. Paper wireframes
2. Digital wireframes
3. Low-fidelity prototype
4. Usability studies

Paper wireframes

Goal of these paper wireframes was to explore different solutions for the Homepage, and in this app it's the "Logs" screen. From the five paper wireframes, I've chosen parts and styles (marked with a star) that I think are the best, and those are included in the refined version.

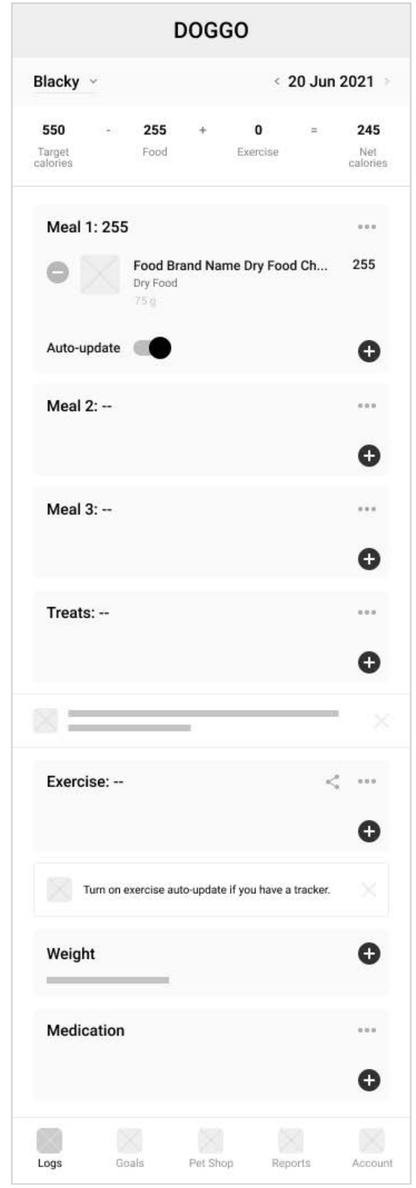


Digital wireframes

Since pets, in most cases, and especially if they are on a diet, eat same quantity of the same food daily, the auto-update makes that process a lot easier - enter once and you're set. Exercise feature works in a similar way - connect a tracker to automatically sync pet's activity, or set your own auto-update, e.g. daily walks.

AUTO-UPDATE FEATURE

By turning it on the user doesn't have to enter "Meal 1" everyday anymore.

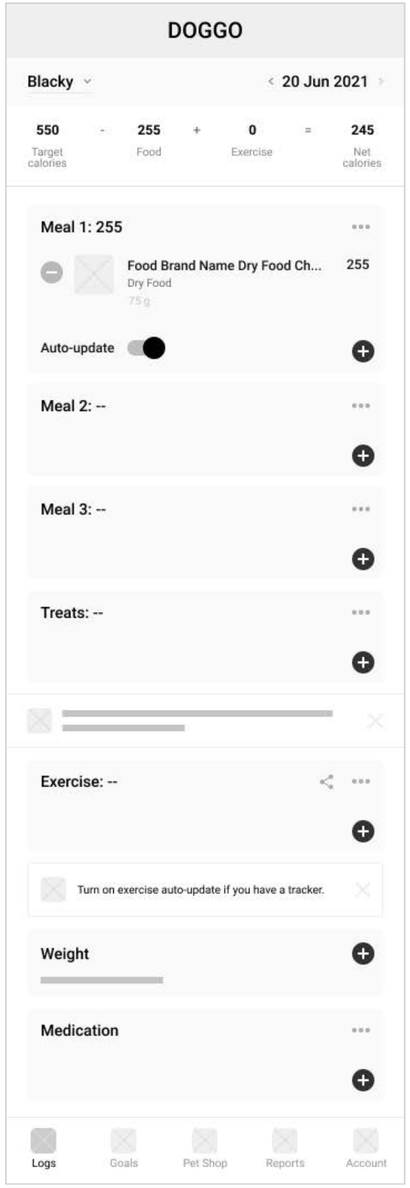


EXCERCISE TRACKING

Tracking all types of pet's exercises. Also has an option to connect a tracker, if a pet has one.

Digital wireframes

The tips feature will enable to learn more about pet's nutrition. Medication feature will enable tracking your pet's medication(s). Within the feature you can enter the name of the medication, number of intakes a day, set up reminders for each take with description, enter intake date and even choose an icon for a pill.



TIPS

Frequent nutrition tips which will lead to a blog post.

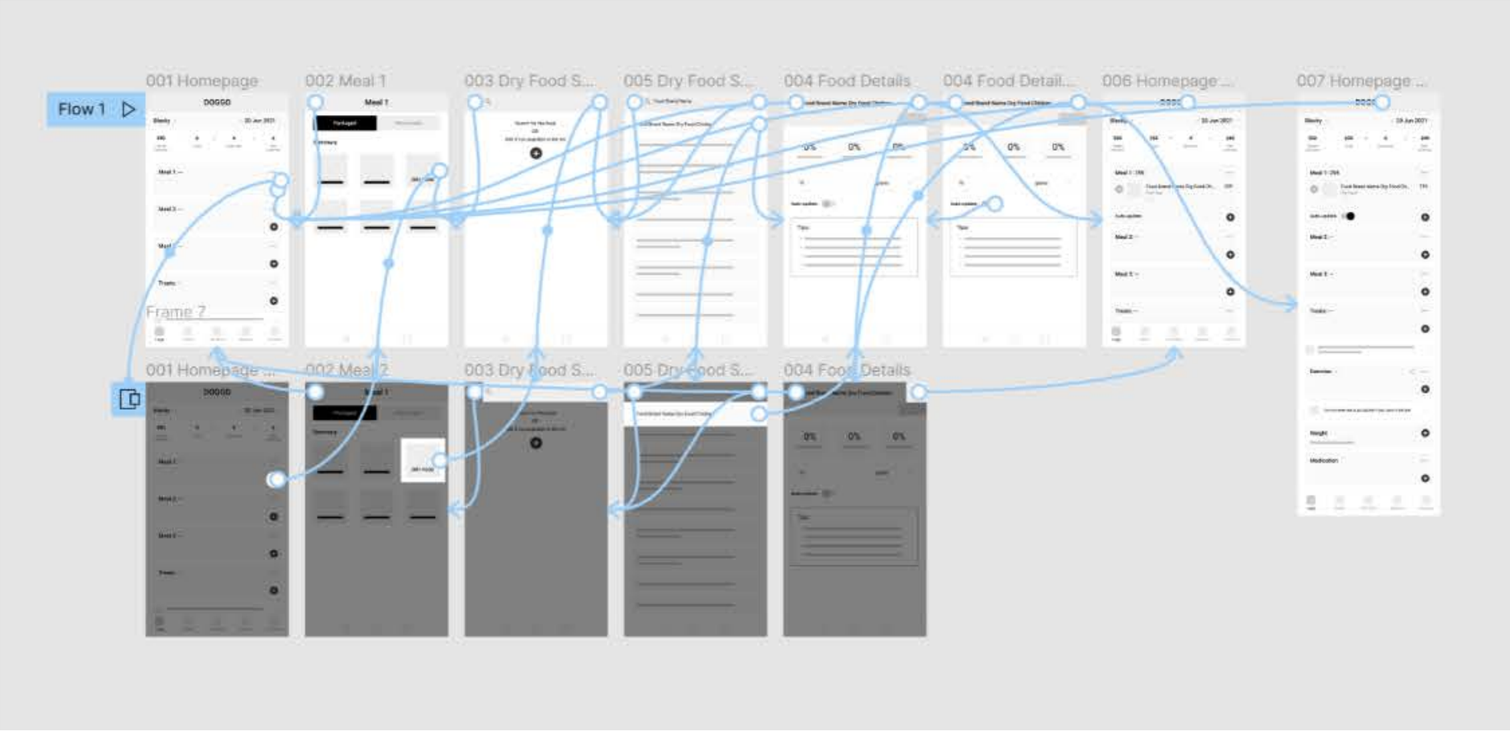
MEDICATION FEATURE

Track your dog's medication.

Low-fidelity prototype

Link to low-fidelity prototype: here

Visual representation of the user flow for the nutrition feature - how to add a meal and turn on auto-update.



Usablity study

Parameteres

1

Study type

Unmoderated

2

Location

Croatia. remote

3

Participants

Five (5)

3

Length

5 - 10 minutes each

Usablity study

Findings

The tips feature will enable to learn more about dog’s nutrition. Medication feature will enable tracking your dog’s medication(s). Within the feature you can enter the name of the medication, number of intakes a day, set up reminders for each take with description, enter intake date and even choose an icon for a pill.

Round 1 findings

1. Auto-update is not easy to understand (tutorial was planned but the study proved it is needed)
2. Most users understand user flow of adding a meal
3. Most users were interested in other features right away
4. All users had a positive experience

Round 2 findings

1. Most users liked all features
2. All users had a positive experience

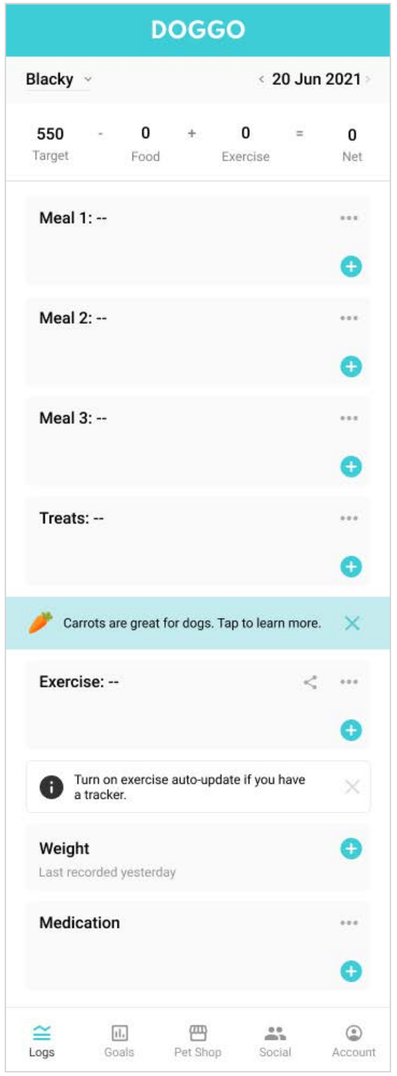
Refining the design

1. Mockups
2. High-fidelity prototype
3. Accessibility

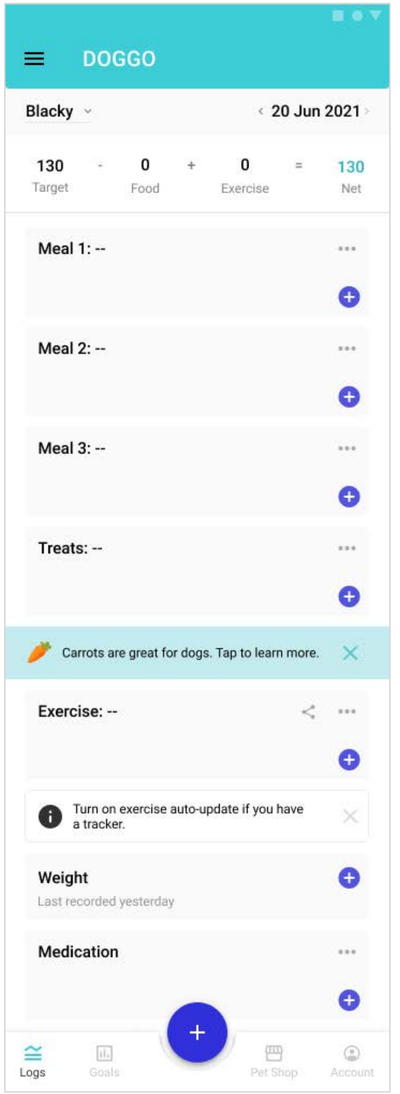
Mockups

Existing colors were adjusted and added a secondary color for CTAs.
Bottom menu was redesigned and hamburger menu added.

BEFORE USABILITY STUDY

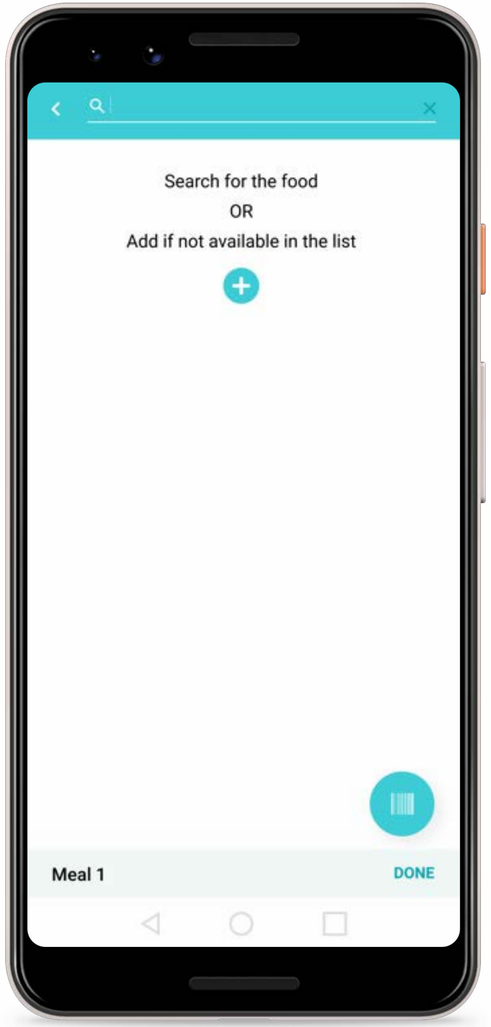


AFTER USABILITY STUDY

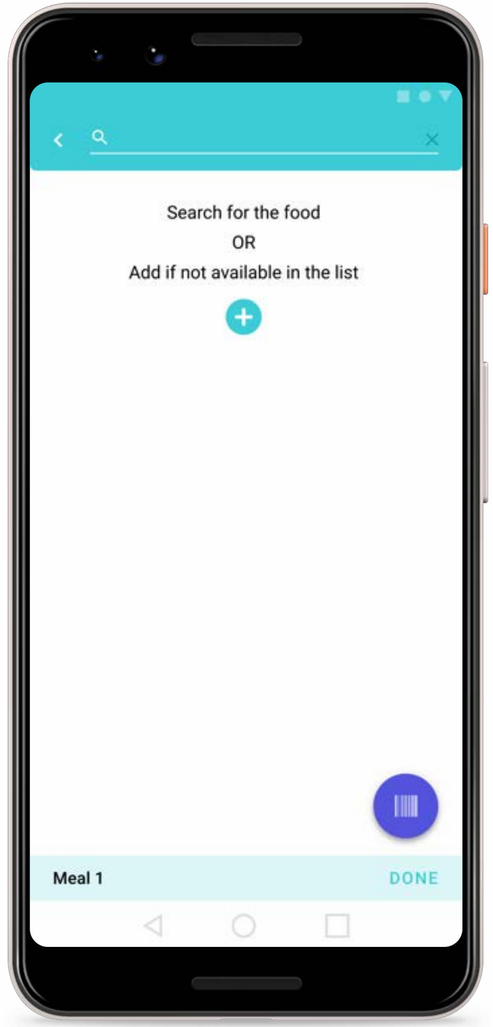


Mockups

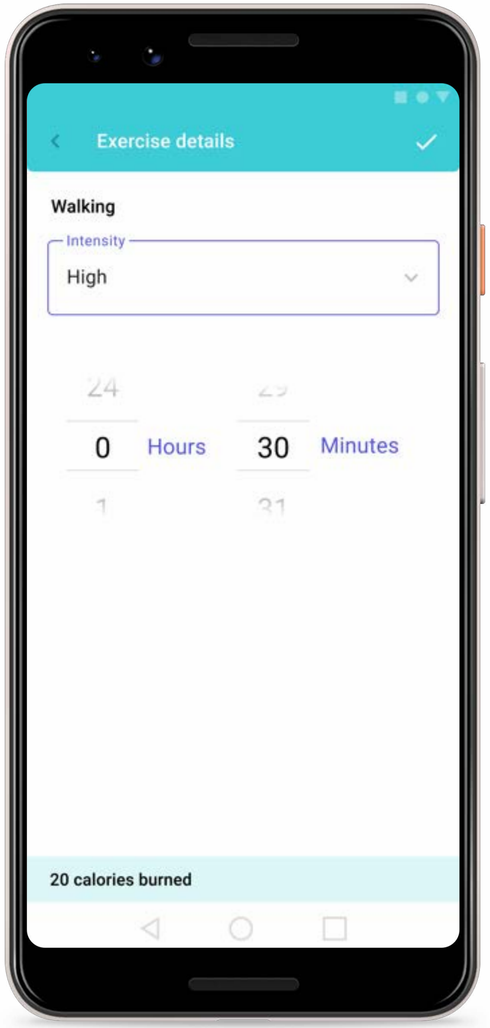
BEFORE USABILITY STUDY

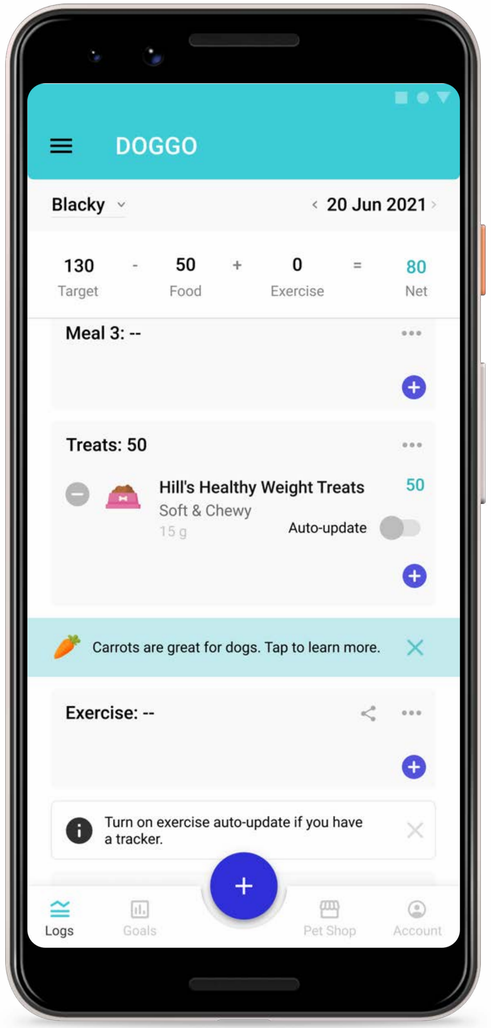


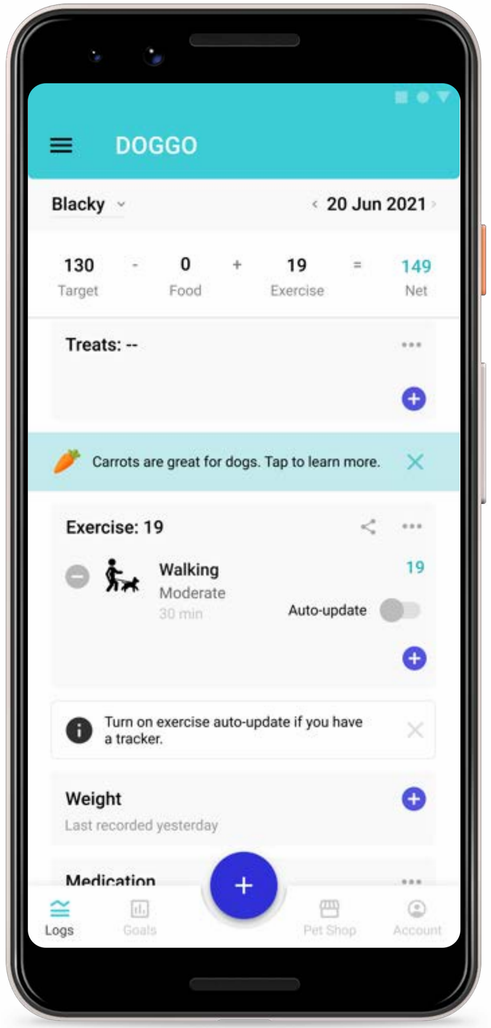
AFTER USABILITY STUDY



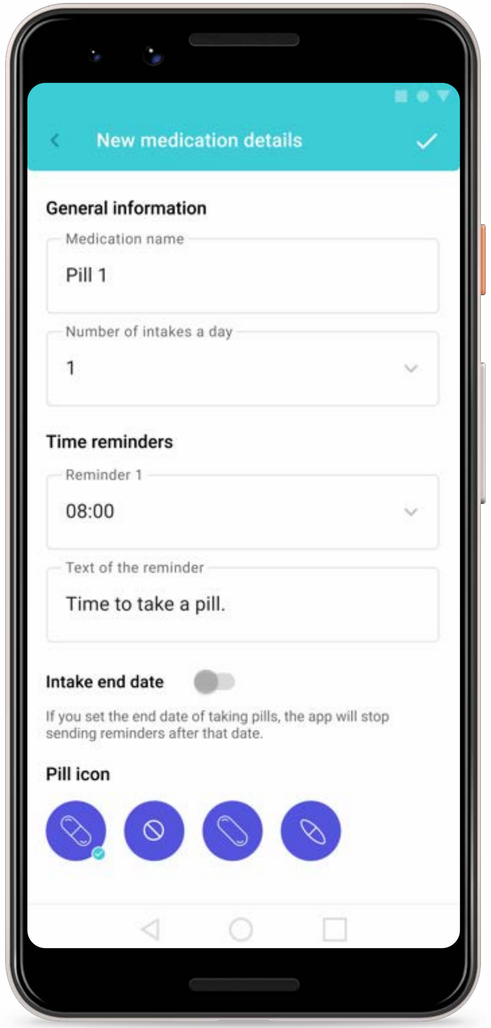
Mockups

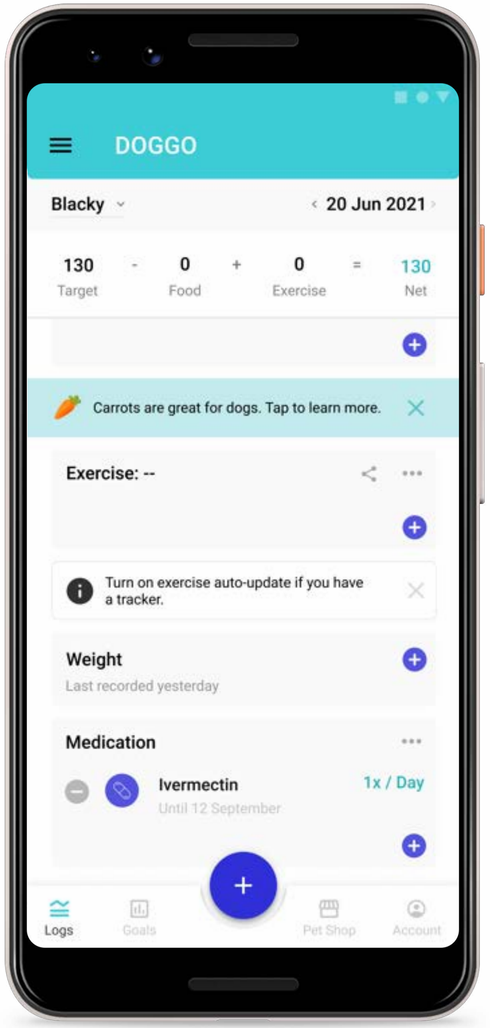

Exercise details
Walking
Intensity
High
0
Hours
30
Minutes
20 calories burned

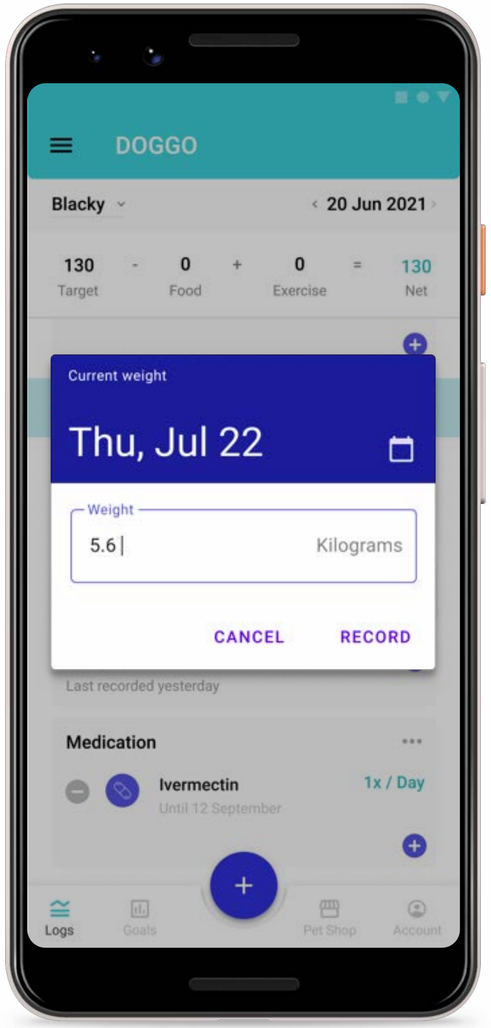

DOGGO
Blacky
20 Jun 2021
130
Target
-
50
Food
+
0
Exercise
=
80
Net
Meal 3: --
Treats: 50
Hill's Healthy Weight Treats
Soft & Chewy
15 g
50
Auto-update
Carrots are great for dogs. Tap to learn more.
Exercise: --
Turn on exercise auto-update if you have a tracker.
Logs
Goals
Pet Shop
Account


DOGGO
Blacky
20 Jun 2021
130
Target
-
0
Food
+
19
Exercise
=
149
Net
Treats: --
Carrots are great for dogs. Tap to learn more.
Exercise: 19
Walking
Moderate
30 min
19
Auto-update
Turn on exercise auto-update if you have a tracker.
Weight
Last recorded yesterday
Medication
Logs
Goals
Pet Shop
Account

Mockups


New medication details
General information
Medication name
Pill 1
Number of intakes a day
1
Time reminders
Reminder 1
08:00
Text of the reminder
Time to take a pill.
Intake end date
If you set the end date of taking pills, the app will stop sending reminders after that date.
Pill icon

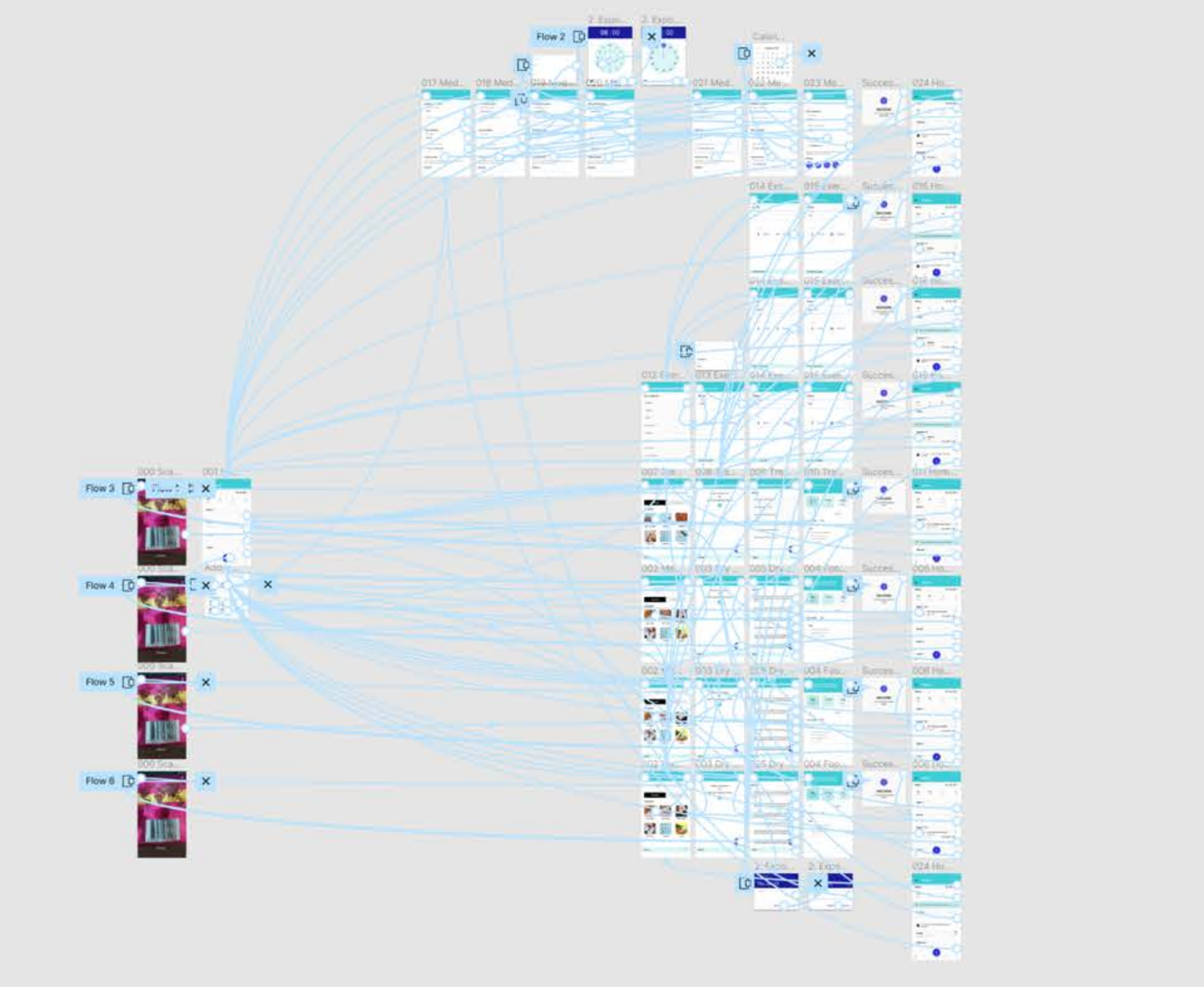

DOGGO
Blacky
20 Jun 2021
130 Target
0 Food
0 Exercise
130 Net
Carrots are great for dogs. Tap to learn more.
Exercise: --
Turn on exercise auto-update if you have a tracker.
Weight
Last recorded yesterday
Medication
Ivermectin
1x / Day
Until 12 September
Logs
Goals
Pet Shop
Account


DOGGO
Blacky
20 Jun 2021
130 Target
0 Food
0 Exercise
130 Net
Current weight
Thu, Jul 22
Weight
5.6
Kilograms
CANCEL
RECORD
Last recorded yesterday
Medication
Ivermectin
1x / Day
Until 12 September
Logs
Goals
Pet Shop
Account

High-fidelity prototype

Link to high-fidelity prototype: here

Visual representation of the user flow for the nutrition, exercise, medication and weight tracking features



Accessibility

1

Colors

When it came to colors, their contrast was checked for accessibility on WebAIM

2

Dark mode

The app will have a dark mode for light sensitive people.

3

Assistive technology

App will be compatible with assistive technology such as screen readers, voice control, etc.

Going forward

1. Takeaways
2. Next steps

Takeaways

Impact

From what I gathered from both usability studies and interviews, the app would definitely have its place in the world (and the market). As one of the interviewees said:
"...So I have it all in one place, and I can't forget anything. And so everyone can adjust it to their dog's needs..."
Which is ultimately the purpose of the app.

Next steps

1

Design

Back to designing and iterating additional features.

2

Study, study, study

Conduct another round (or more if needed) of usability study to check if the user pain points have been correctly addressed.

3

Development

Hopefully, the app will be in development soon.

Thank you!

Thank you for your time to review the work for the Doggo App.