

My design process

STEP_1

Throughout my research I have tried to understand people within the context of my design challenge. My first step was to articulate my own frustrations with the pet adoption process and the pet adoption apps currently existing on the market.

Empathize

Define

Ideate

Prototype

Test

Introduction

Homeless animals outnumber homeless people 5 to 1. Approximately 7.6 million companion enter animal shelters worldwide every year. Of those, approximately 3.9 million are dogs and 3.4 million are cats.

Each year approximately 2.7 million dogs and cats are euthanized because shelters are too full and there aren't enough adoptive homes.

Problem

Mass reproduction coming from breeders, expensive adoption fees along with strict regulations and lengthy processes are making pet adoptions extremely complicated.

The current number of pet adoption apps is very limited and under the radar. Those who already exist mainly connect the potential adopter with the shelter and never directly to the fosterer. This makes the process lengthy and confusing. All of this results in even more overcrowded shelters and a higher number of authorizations every year.

Solution

My goal is to build an app that helps finding adoptable pets and bring them home in an easy - to - use enjoyable experience. I am looking to create the fastest route in between a pet in need and your house through a simple to use clear and engaging interface.



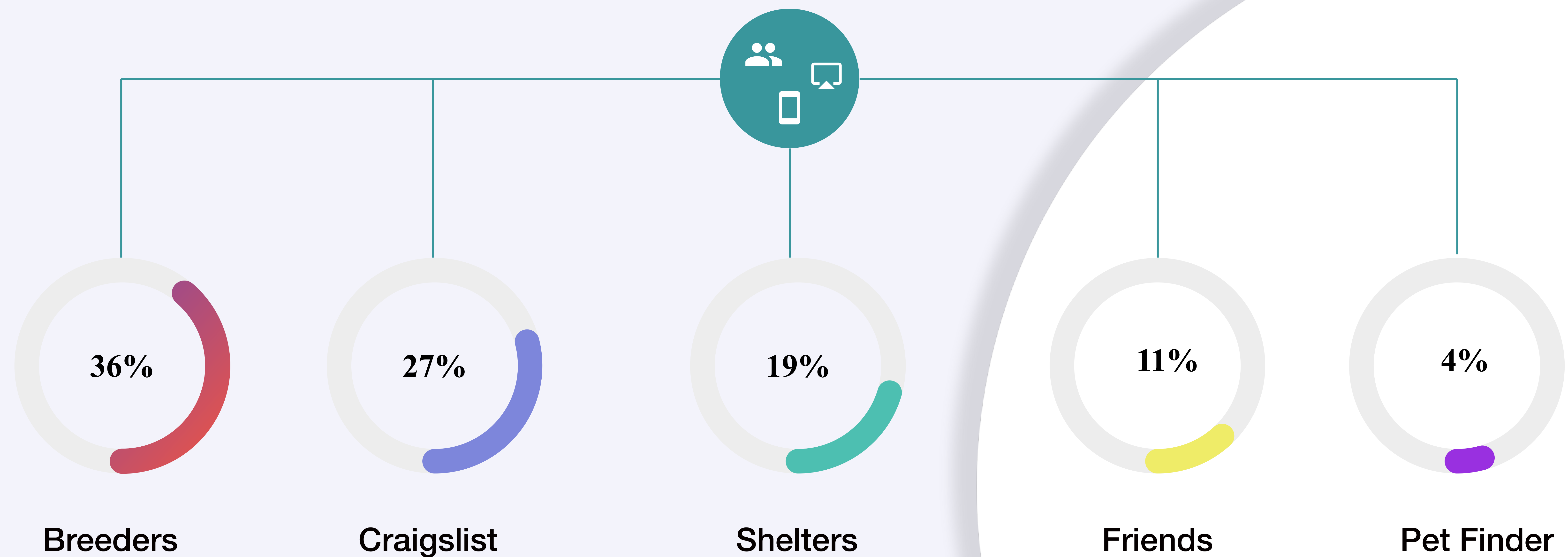
By using a screener survey together with an extended online research, I was able to determine that the majority of the people still adopt pets from breeders. Only a small percentage found their cat or dog on Pet Finder or other adoption apps.

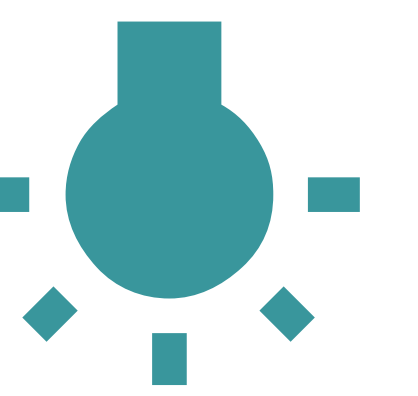
Screeners Survey and Online Research: 24 people surveyed, 5 questions asked, 14 articles read.

Pet Owners

Question 1: May I ask how you got your pet?

PLATFORMS USED





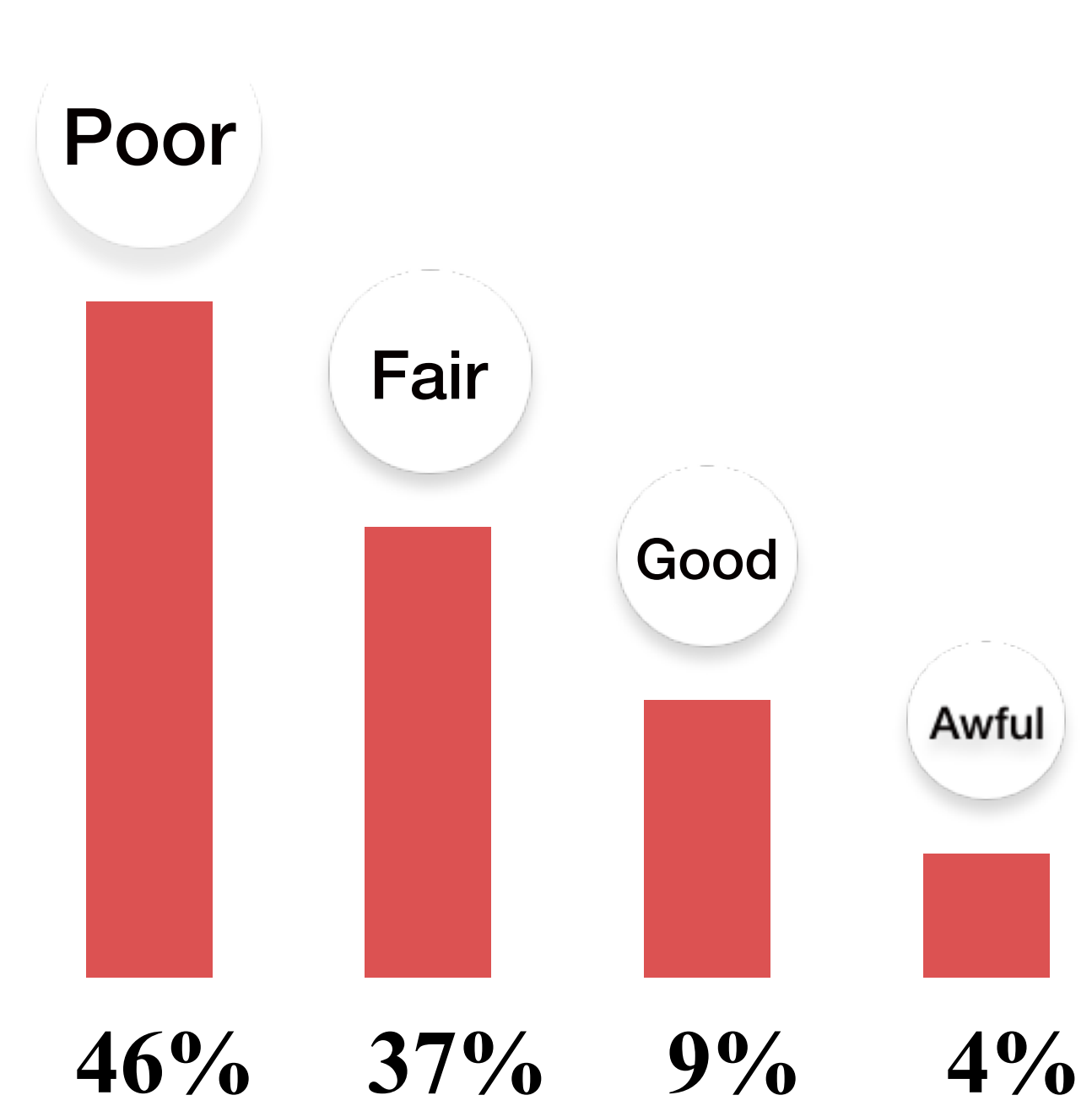
Question 2: How would you describe the adoption process?

EXPERIENCE

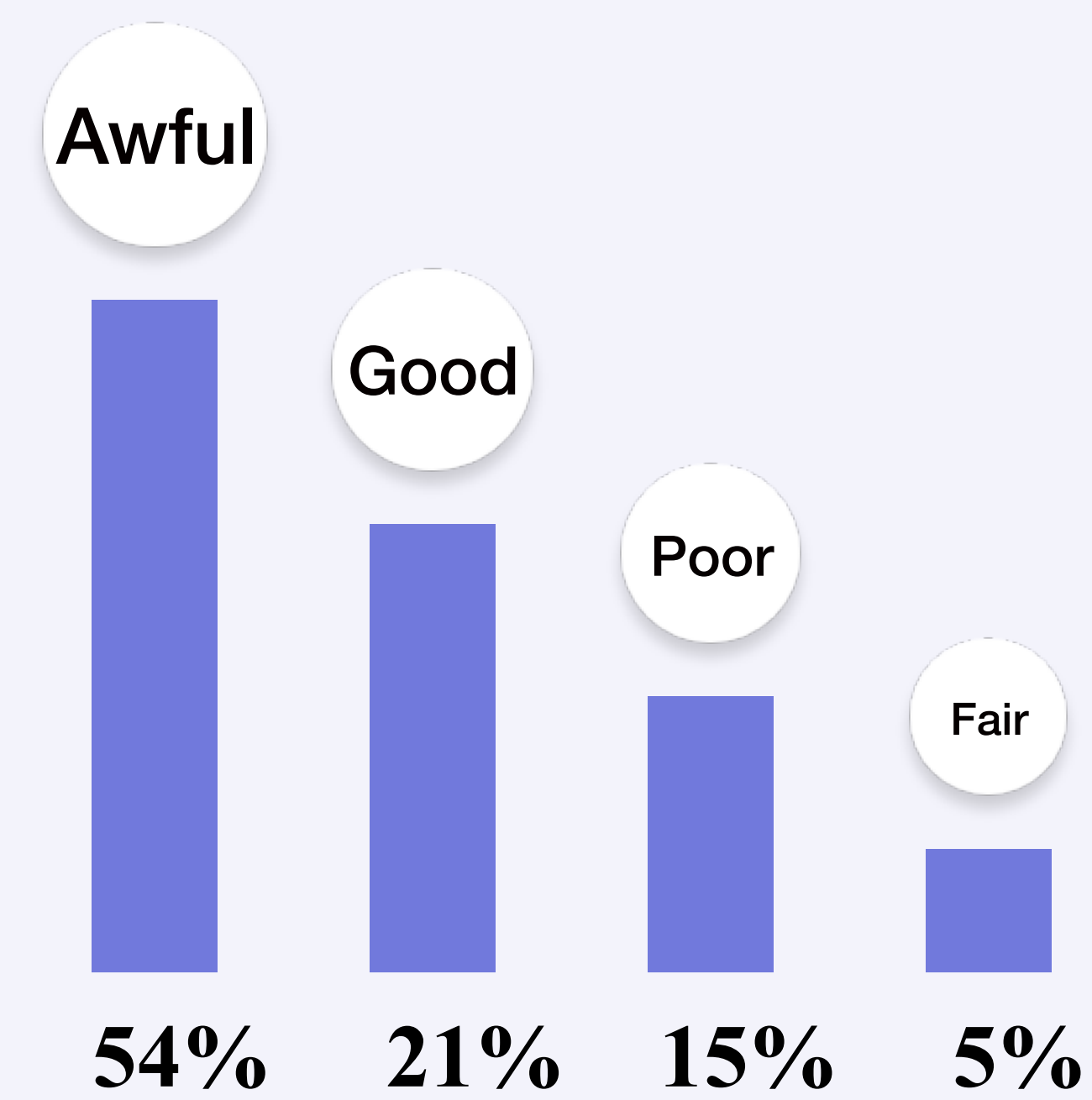


- The majority of the people who adopted a pet from shelters, found the experience poor.
- A great deal of people still adopting pets from friends and CL
- Adoptions coming from Pet Finder were considered awful.

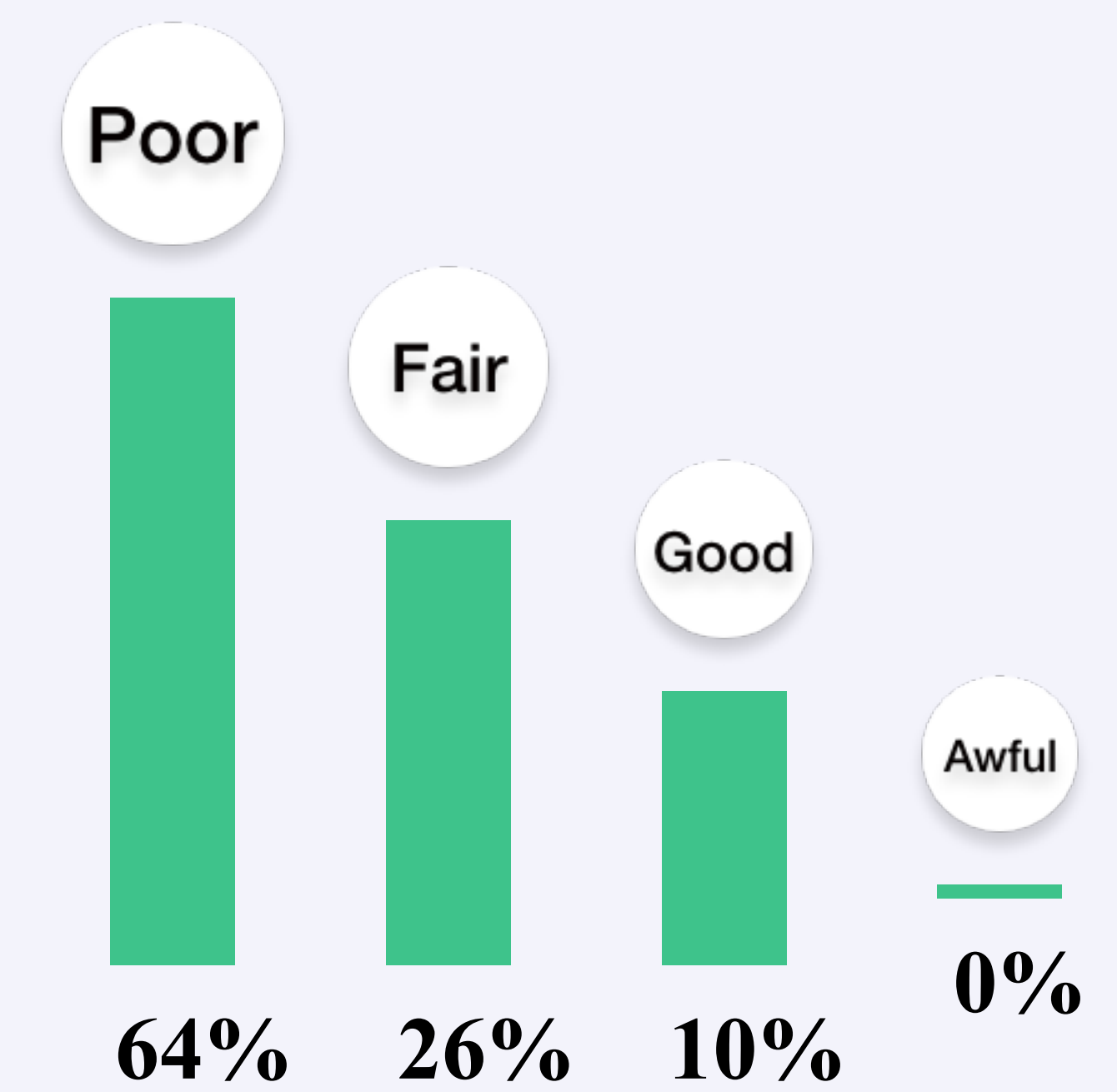
BREEDERS



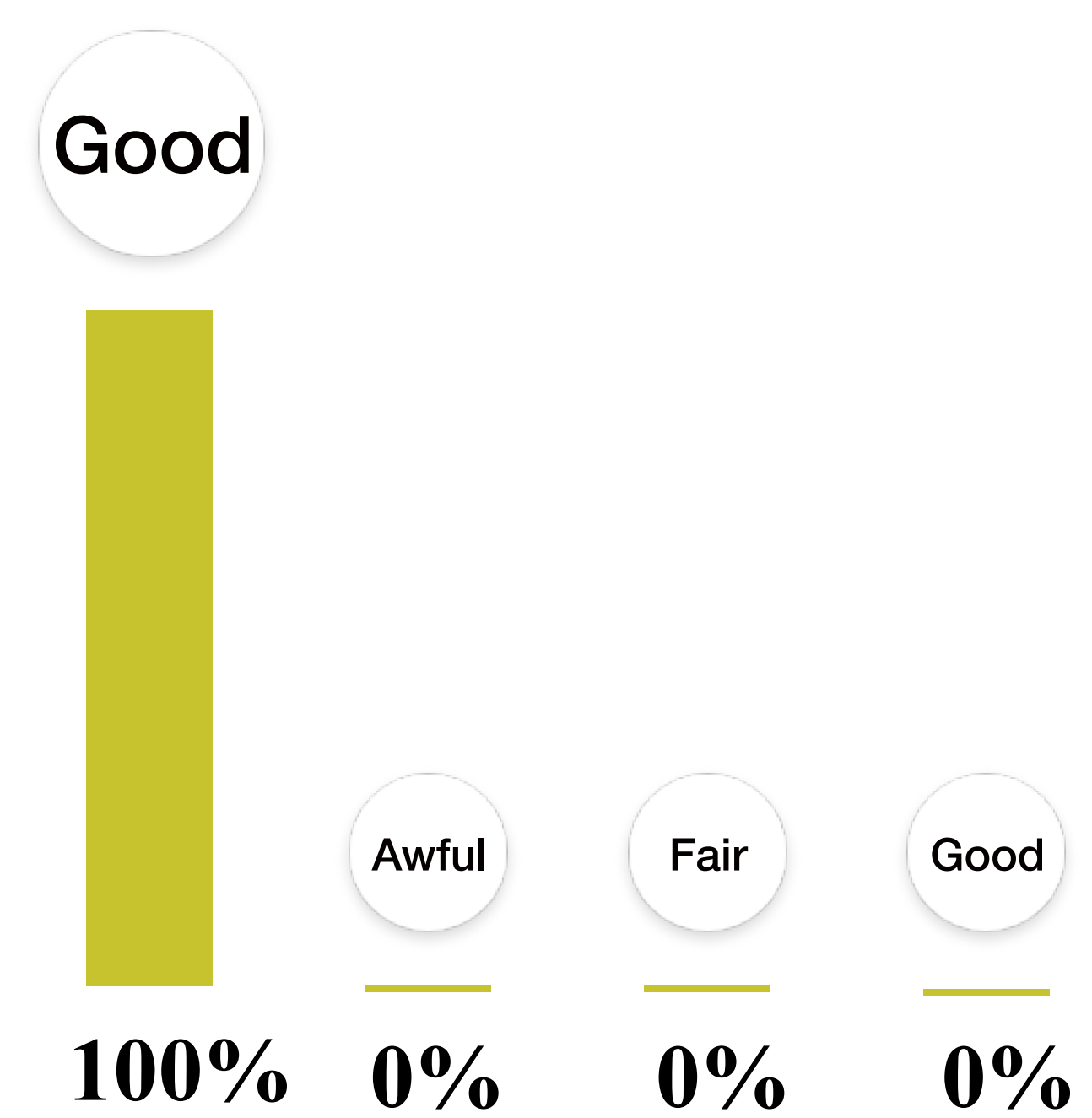
CRAIGSLIST



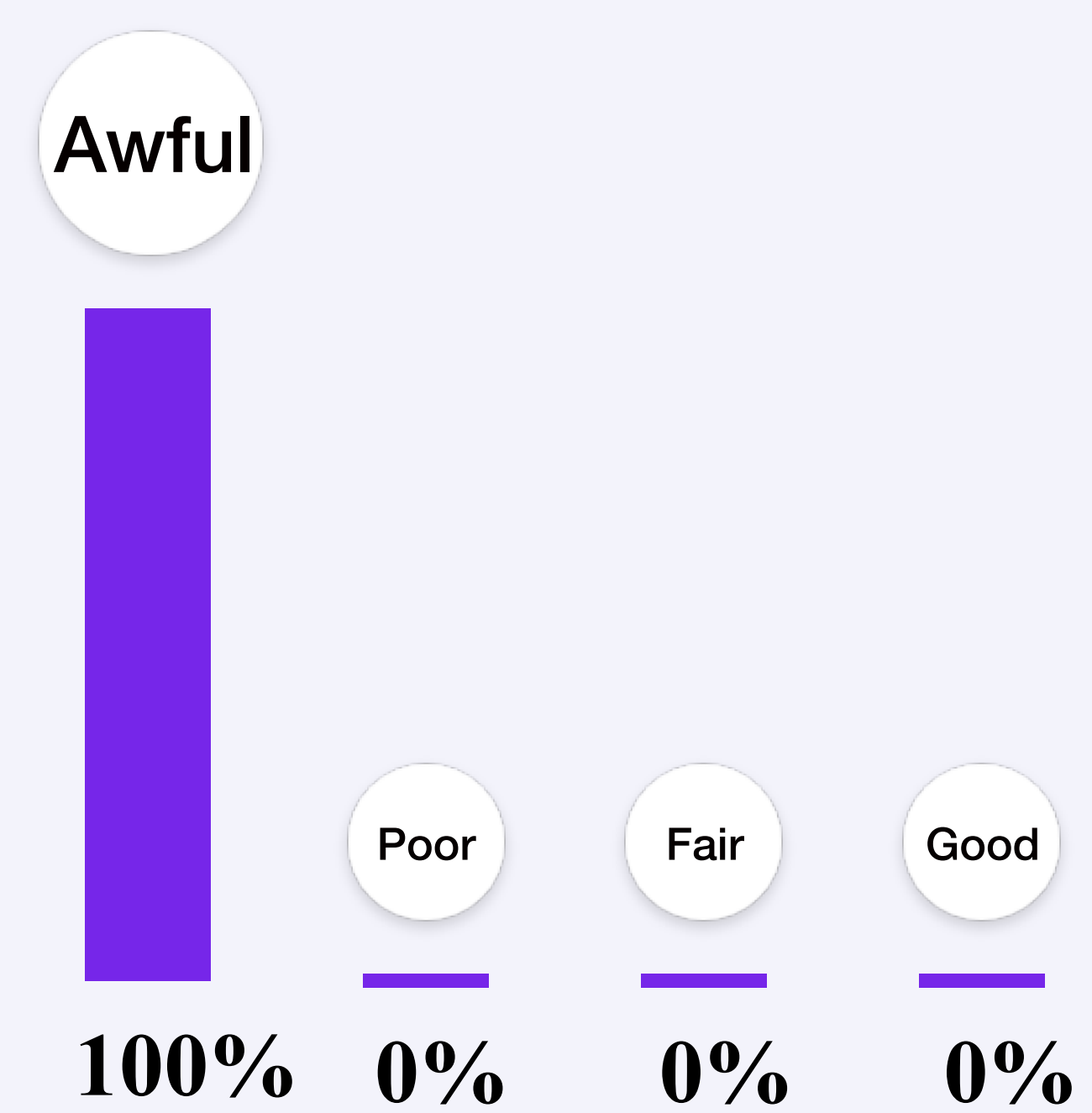
SHELTERS



FRIENDS



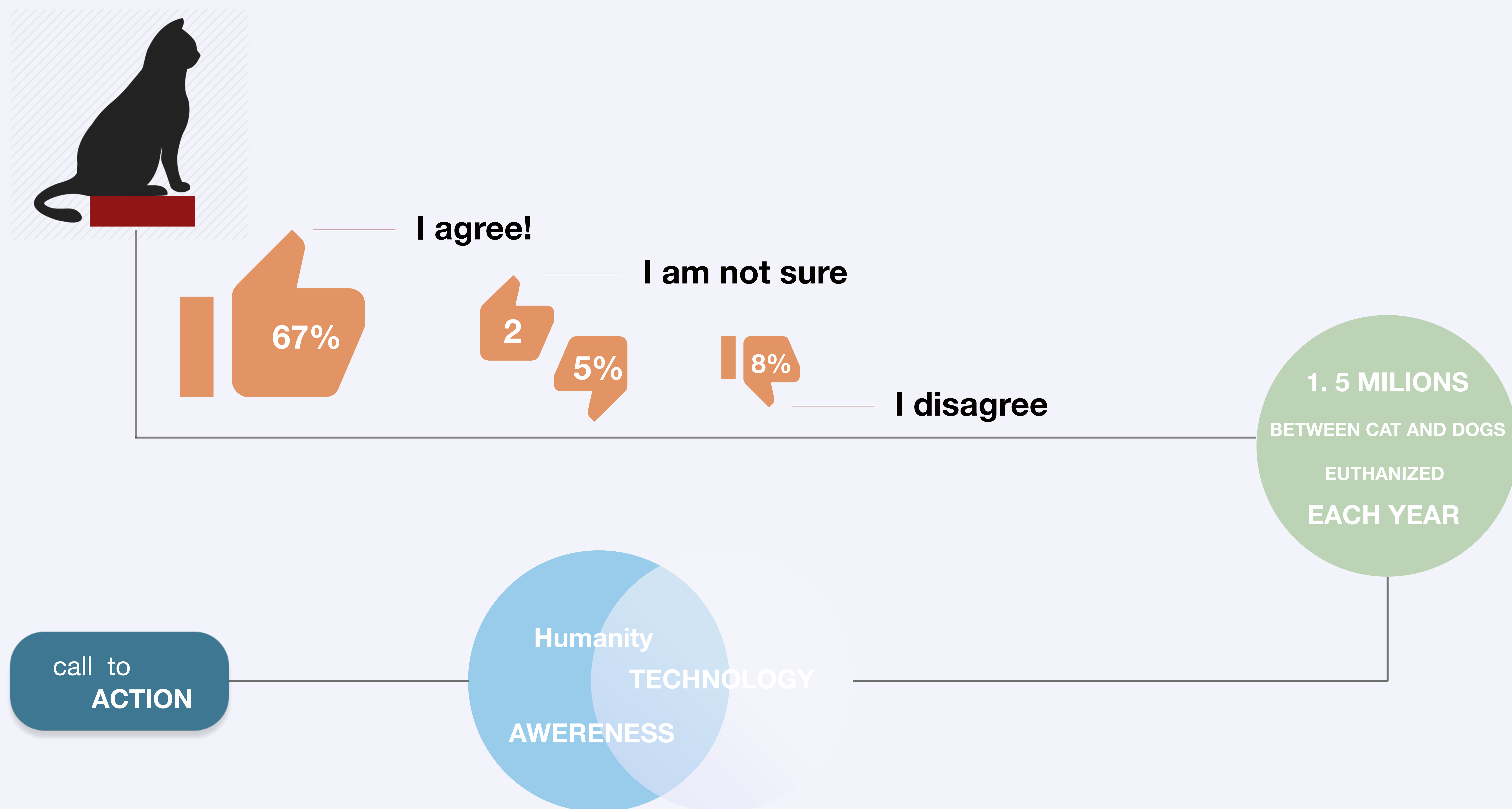
PET FINDER



- Breeders
- Craigslist
- Shelters
- Friends
- Pet Finder

Discovery and Research

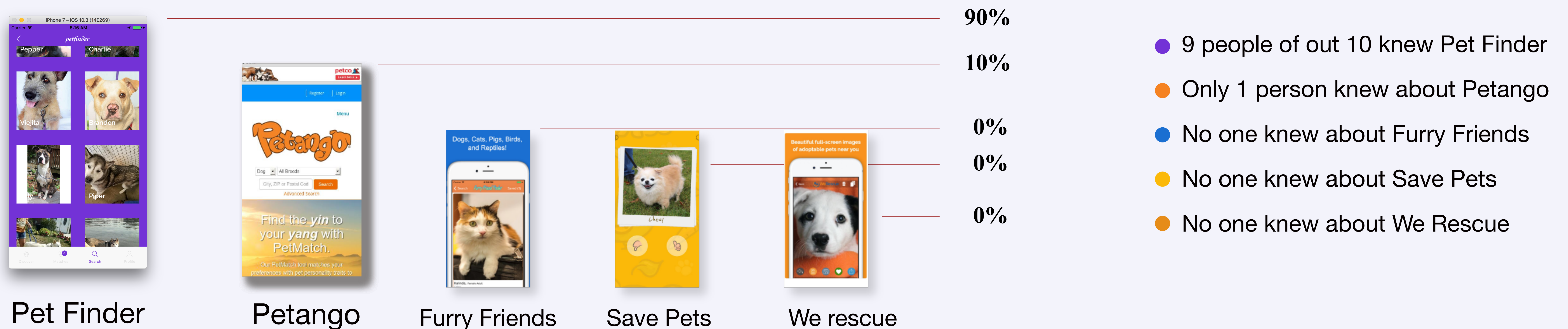
Question 3: Shelter are making extremely hard the adoption process. Meanwhile the amount of stray cats and dogs is constantly increasing. Do you agree?



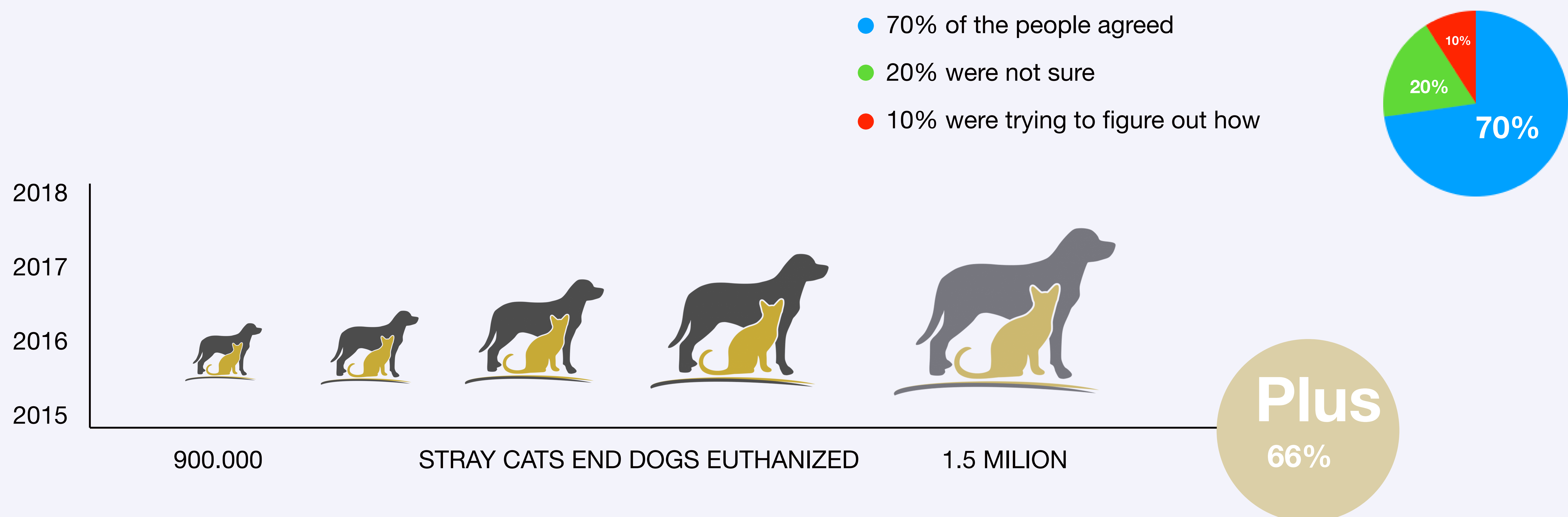
Field trips, user interviews and survey allowed me to gain knowledge and some very helpful insights

Discovery and Research

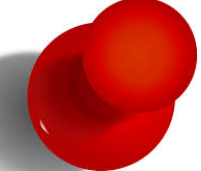
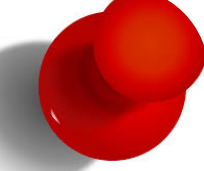
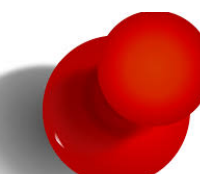
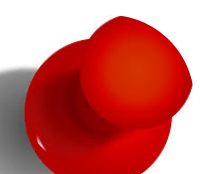
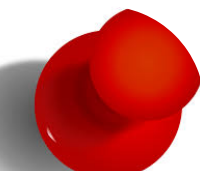
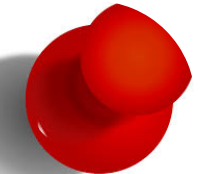
Question 4: Are you familiar with pet adoption apps like Pet Finder, Petango or do you know any other?

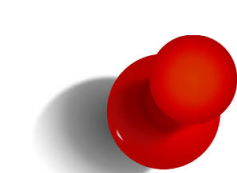


Question 5: Do you believe we need to create more and better animals centered apps in order to help stray cats and dogs getting adopted and reduce the number of pets been euthanized every year?



COMPETITIVE AND COMAPARATIVE ANALYSIS

	Pet Finder	Petango	We Rescue	Furry Friends	Save Pets	Fur Kids
Website	Yes	Yes	No	No	No	No
Mobile app	Yes	Yes	Yes	Yes	Yes	Yes
Application Fee	Yes 	Yes	Yes	Yes	Yes 	Yes
Support	No	No	No 	No	Yes	Yes
Directly connect to fosterers	No	No	No	No	Able to connect with few	No
Easy apply	No	No 	No	Fairly easy	No	No
Clear Pet description	No	No	Fair	Yes	Fair	No 
Pet donation option	No	No	Yes	No 	No	No



AREAS OF OPPORTUNITY

 I have analyzed my competitors and scrutinized every screen. I wrote down every thing that confused, frustrated or pleased me about it.

Discovery and Research

Users and animal caretakers interviews questions

1. How do you support your foster home?
2. How do you support your shelter?
3. Is taking care of all this animals affecting you financially?
5. Do you think the majority of the breeders are just looking for investments returns ?
7. Do you agree with the fact that shelters usually make adoptions almost impossible?
8. Are you happy with the ratio of animals been adopted vs the animals been checked in at your establishment ?
9. How do you promote your shelter ?
10. How do you promote your foster home?
11. Are you familiar with pet adoption apps like Pet Finder, Petango or others ?
12. Can you describe your experience using this apps?



Interviewee

- Single males
- Single females
- Couples
- Families
- Fosterers
- Shelters Managers

Discovery and Research

STEP_2

In this part of my project I was bale to define my challenge based on what I have learned from my users.

INTERVIEWS KEY INSIGHTS



LONG
FORMS



INABILITY TO
TALK WITH SOMEONE



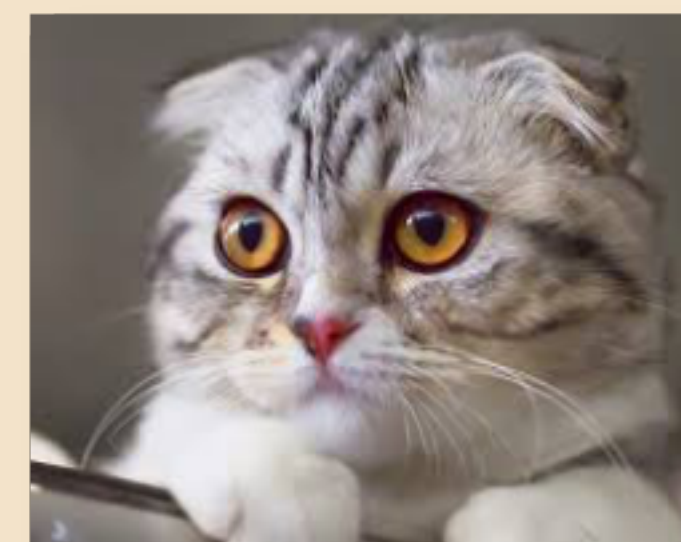
HIGH ADOPTION FEES



BUGS



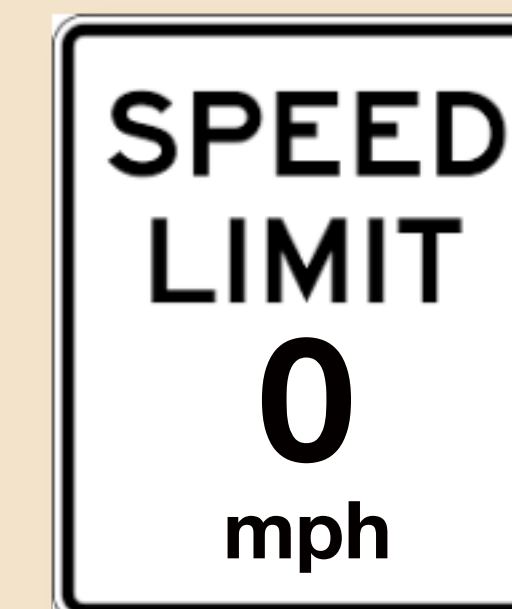
UNABLE TO CONNECT
WITH THE BUSINESS



UNCLEAR PET
DESCRIPTIONS



VERY SLOW
EMAIL REPLIES



SLOW MOBILE DATA
CONNECTION

AFFINITY MAPPING



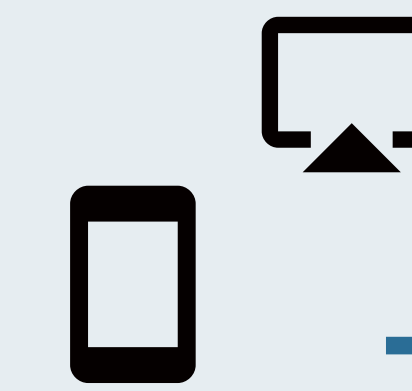
User Persona

Using what I've learned, I was able to create 3 different personas. The Pet Seeker, The Shelter Manager and the Fosterer.

THE PET SEEKER



Name	Lara Calli
Gender	Female
Age	36
Family	Single
Lives	San Diego
Profession	Interior designer



TECHNOLOGY

Competency in IT/Technology: FAIR

Willingness to use Technology: MEDIUM/HIGH

Ability to learn Technology: HIGH



GOALS

- Adopt another pet
- She wants the process to be as painless as possible
- She needs a clear view and description of available pets

FRUSTRATIONS

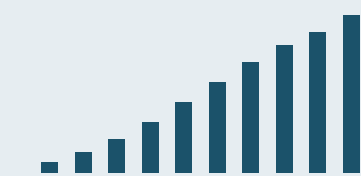
- Filling up forms
- Pay upfront non refundable fees
- Inability to protect data privacy
- Not being able to talk with someone

OPPORTUNITIES

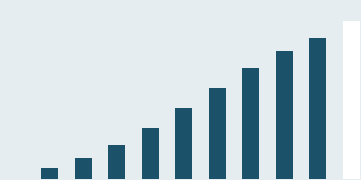
- Quick apply
- Only pay for background check and pet visit when approved
- Allow Lara to video call

LARA'S MOTIVATIONS

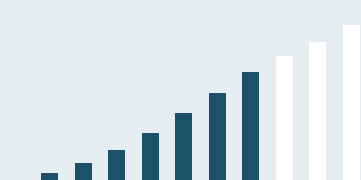
LOVE FOR UNWANTED ANIMALS



FIND A BUDDY FOR HER FIRST PET



FEEL ENTERTAINED WHEN SHE IS HOME



LARA'S PERSONALITY

INTROVERT EXTROVERT



THINKING ACTING



DIRECT SYMPATHETIC



ACTIVE PASSIVE



Lara's
Journey Map



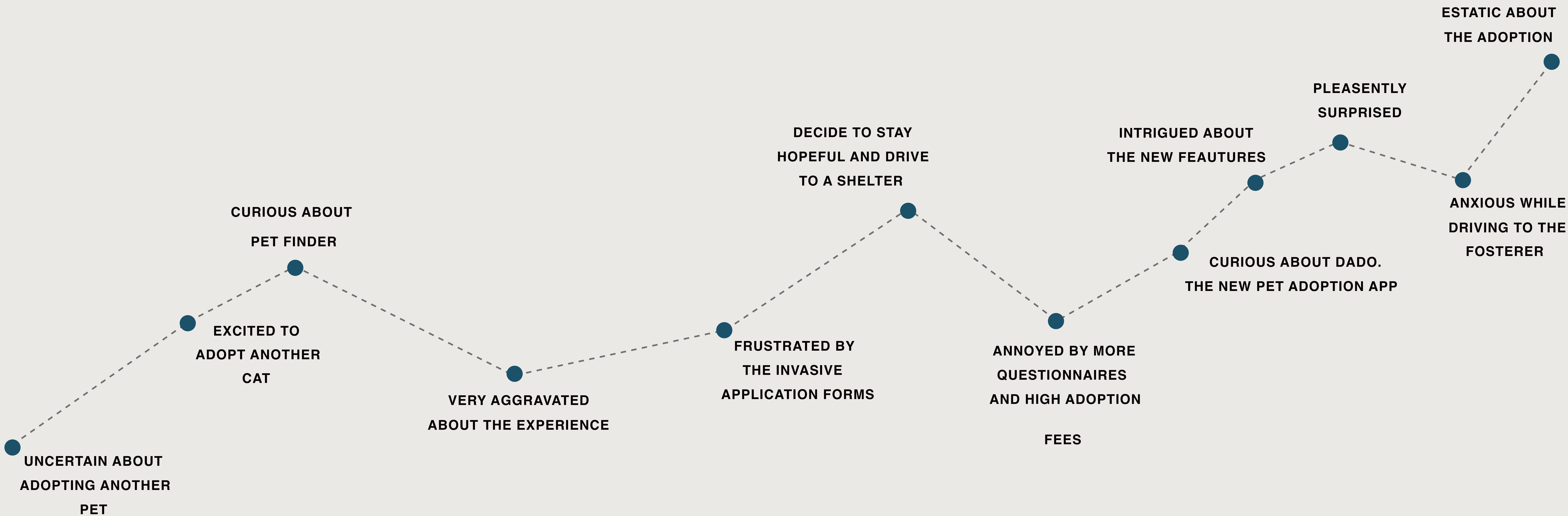
Lara is a 36 years old single interior designer from Fresno, California. She usually leaves home for work at 8AM and come back around 7PM. She already has a cat, Rosco. She doesn't like to leave Rosco at home alone and really wants to find a "buddy" for him.

TOUCH POINTS

FEELINGS

THOUGHTS

OPPORTUNITIES



BEFORE THE ADOPTION

TRYING TO ADOPT A PET

AFTER THE ADOPTION

• I really want to get another cat but I don't know where to start.

• I am going to get a buddy for Romeo! I will check Pet Finder out but I have heard that it only connects you with breeders and shelters.

• Why the application form is so long? And why the questions are so invasive?
• The pictures seem old and the descriptions are too brief.

• There are so many ridiculous rules and regulations. I just want to adopt a cat!
• It's going to take forever.

• The process was easy. I liked the short application form.

• Very well explained pet profiles. You can also see how many people is actually applying for the pet you want.

• Build an app that helps finding adoptable pets and bring them home In an easy - to - use, enjoyable experience.

• Allow the user to adopt from selected shelters while focusing on features that grant direct access to foster homes.

• Introduce 1 step - easy applying.
• Significantly reduce questions / form fields.
• Integrate update and engaging images.

• Make sure to connect the user directly with the shelter.
• Integrate 2 steps video call interview

• Communications can be further improved between fosterers and pet seekers.

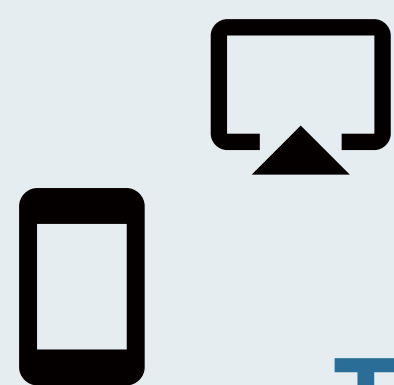
• Create a filtered page for feedbacks and reviews.

User Persona

THE FOSTERER



Name	Ana Villaboza
Gender	Female
Age	47
Family	Married
Lives	Miami
Profession	Helping Kitties owner



TECHNOLOGY

Competency in IT/Technology: FAIR

Willingness to use Technology: FAIR

Ability to learn Technology: HIGH



GOALS

- Find a forever home for her animals
- She wants quick and safe adoptions
- Promote donations on different platforms

FRUSTRATIONS

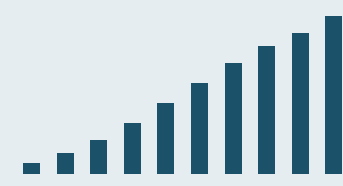
- Ana is not able to build her own website
- Can only rely on platforms like FB and Instagram for adoptions
- Very frustrated when she tried Pet Finder or different apps
- Untrustworthy people applying for pets

OPPORTUNITIES

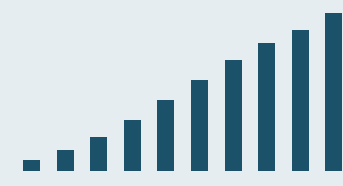
- Connect directly foster homes and potential adopters
- One click donation option \$5 \$10 \$20 \$50 \$100 or customized donation upon approval
- Quick 2 steps video call

ANA'S MOTIVATIONS

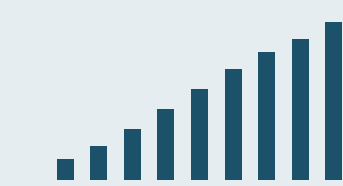
THE ANIMAL WELL BEING



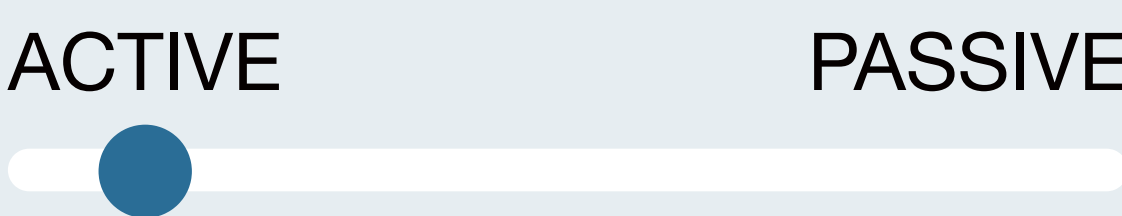
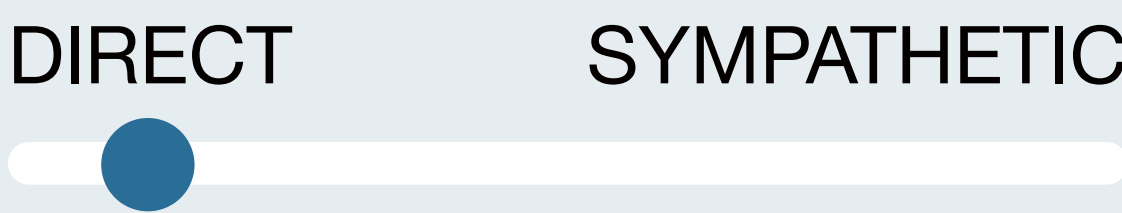
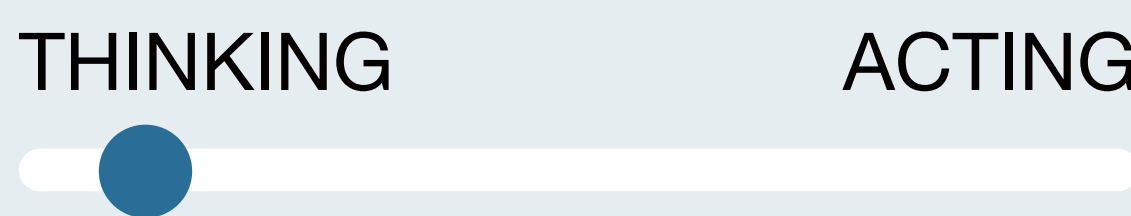
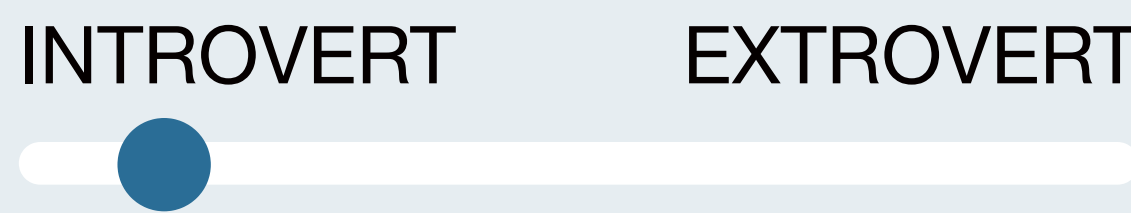
HER HUSBAND ANDREAS



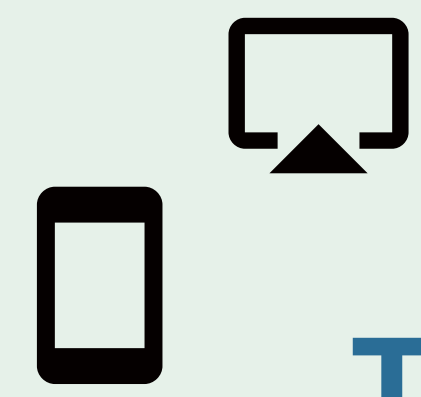
A FOREVER HOME FOR EVERY PET



ANA'S PERSONALITY



User Persona



TECHNOLOGY

Competency in IT/Technology: FAIR

Willingness to use Technology: MEDIUM

Ability to learn Technology: MEDIUM

THE SHELTER MANAGER

Name	Sara Bridge
Gender	Female
Age	42
Family	Married
Lives	Atlanta
Profession	Shelter manager



GOALS

- Better turn around with pets been checked in and pets been adopted.
- Use different advertising platforms other then Instagram or FB
- Increase revenue coming from adoptions.

FRUSTRATIONS

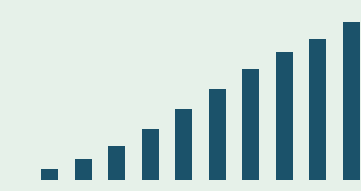
- Rely only on their website or Pet Finder
- Commercial breeders
- Inaccurate cats and dogs descriptions on Pet Finder and other apps
- Returning adoptions

OPPORTUNITIES

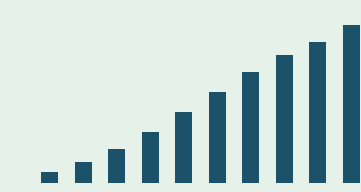
- Quick upload pet images
- Allow Sara to get in contact with adopters quickly
- Clear descriptions and truthful profiles to avoid pet returns

SARA'S MOTIVATIONS

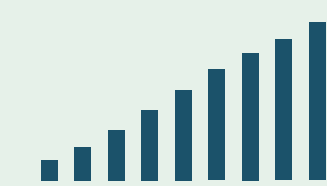
WANTS EVERY PET
TO GET ADOPTED



ENDLESS LOVE
TOWARDS FERAL
ANIMALS



FINANCIAL STABILITY
FOR THE SHELTER



SARA'S PERSONALITY

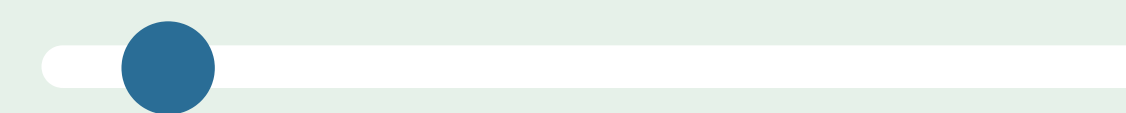
INTROVERT

EXTROVERT



THINKING

ACTING



DIRECT

SYMPATHETIC



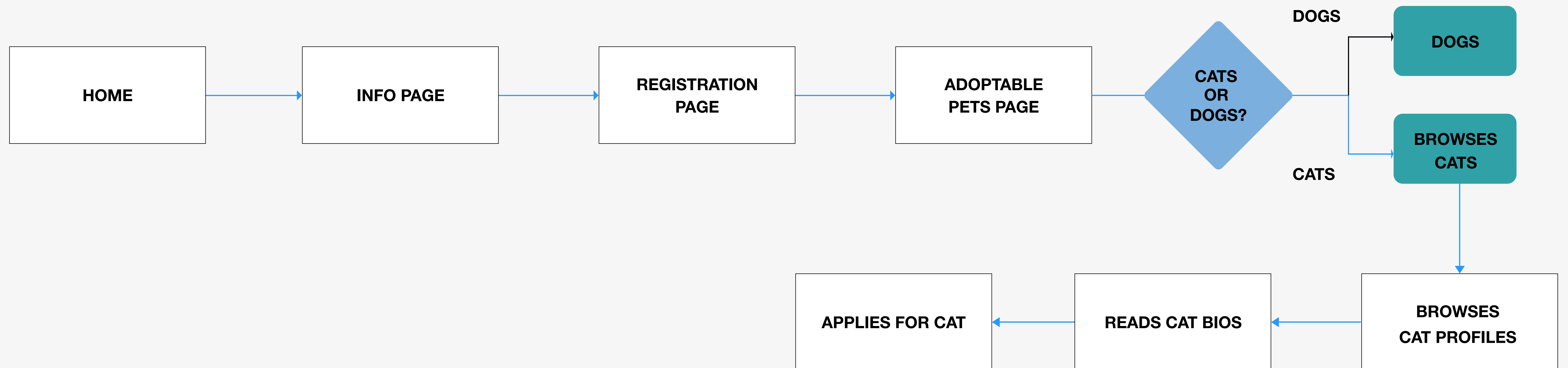
ACTIVE

PASSIVE



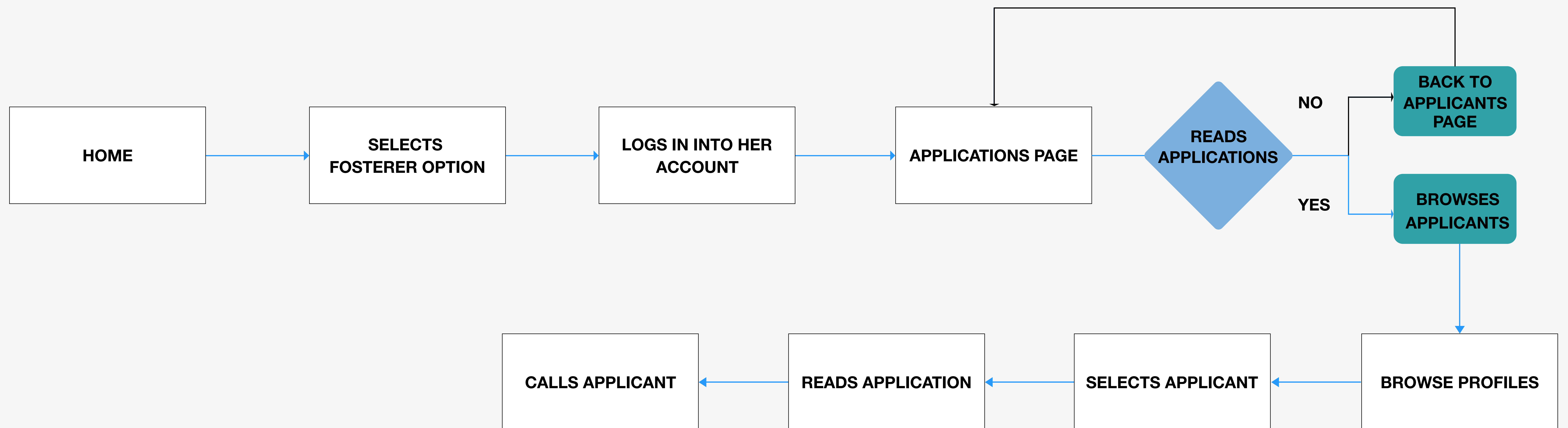
User flow

The Pet Seeker



User flow

The Fosterer

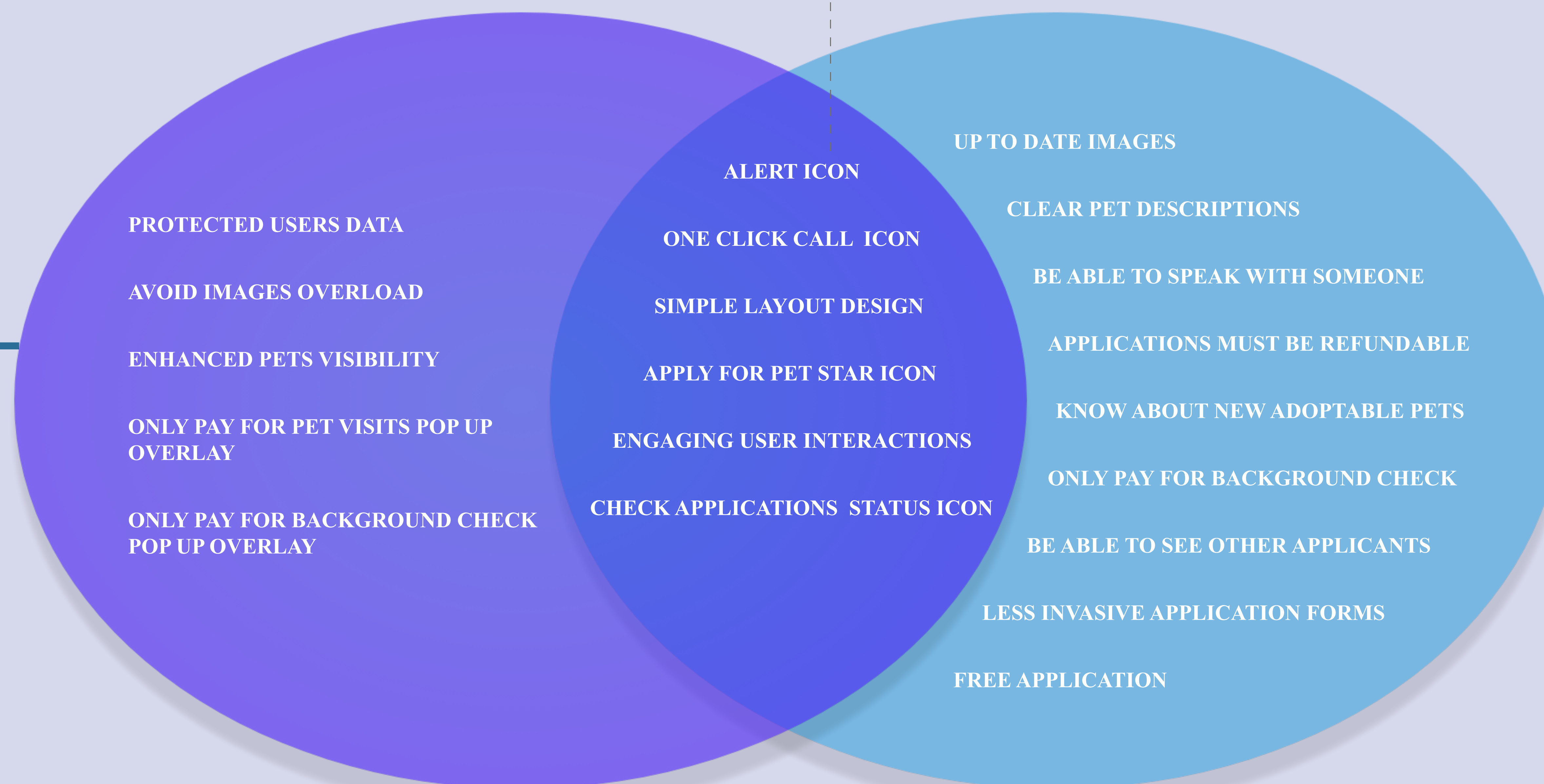


Discovery and Research



KEY FEATUTURES

USER NEEDS



Hand sketches

STEP_3

With the key insights from my affinity mapping still in mind, I have started creating some quick sketches of what I've envisioned for each of the touch points in my proposed solution.

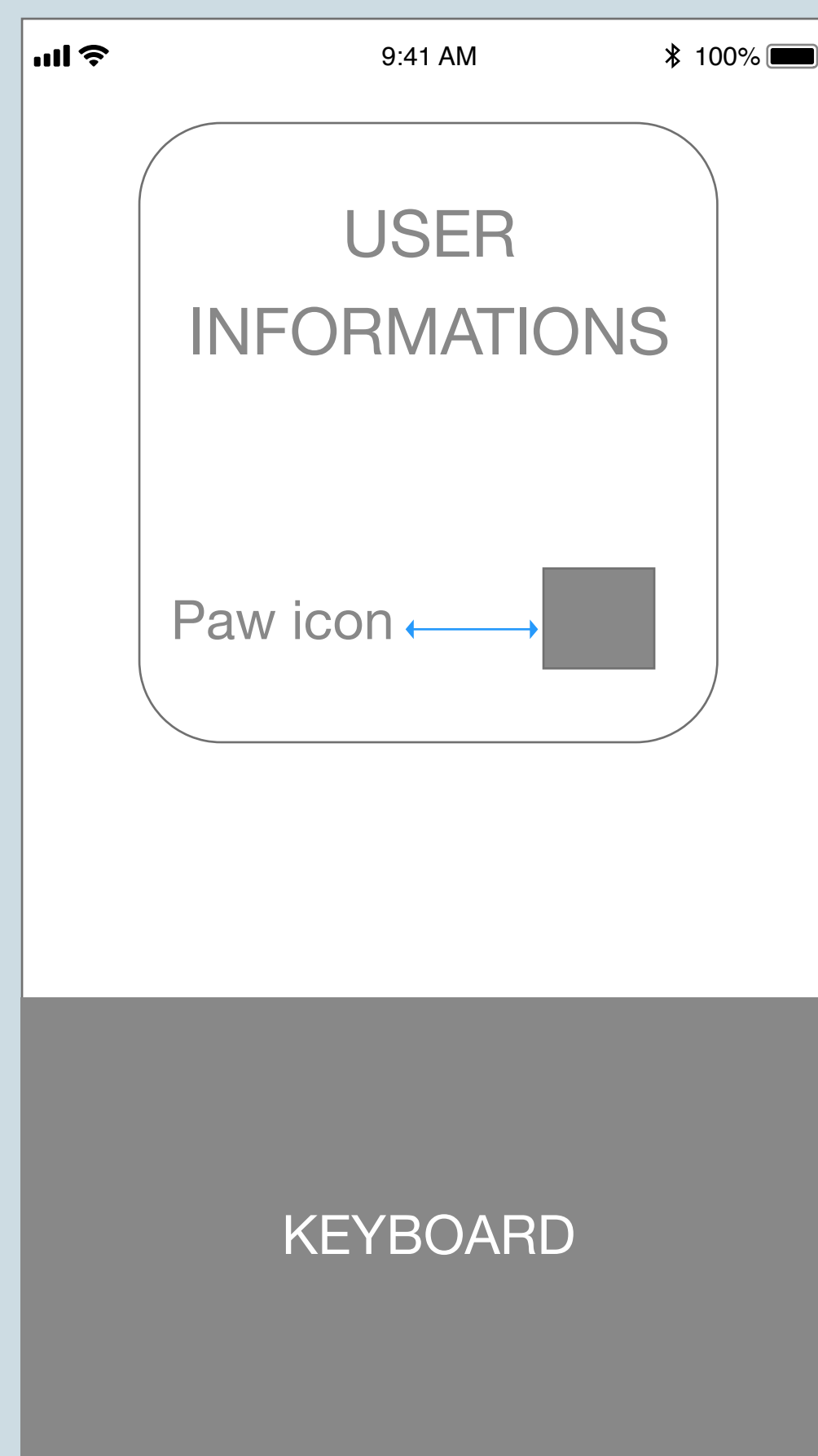


Iterations_1

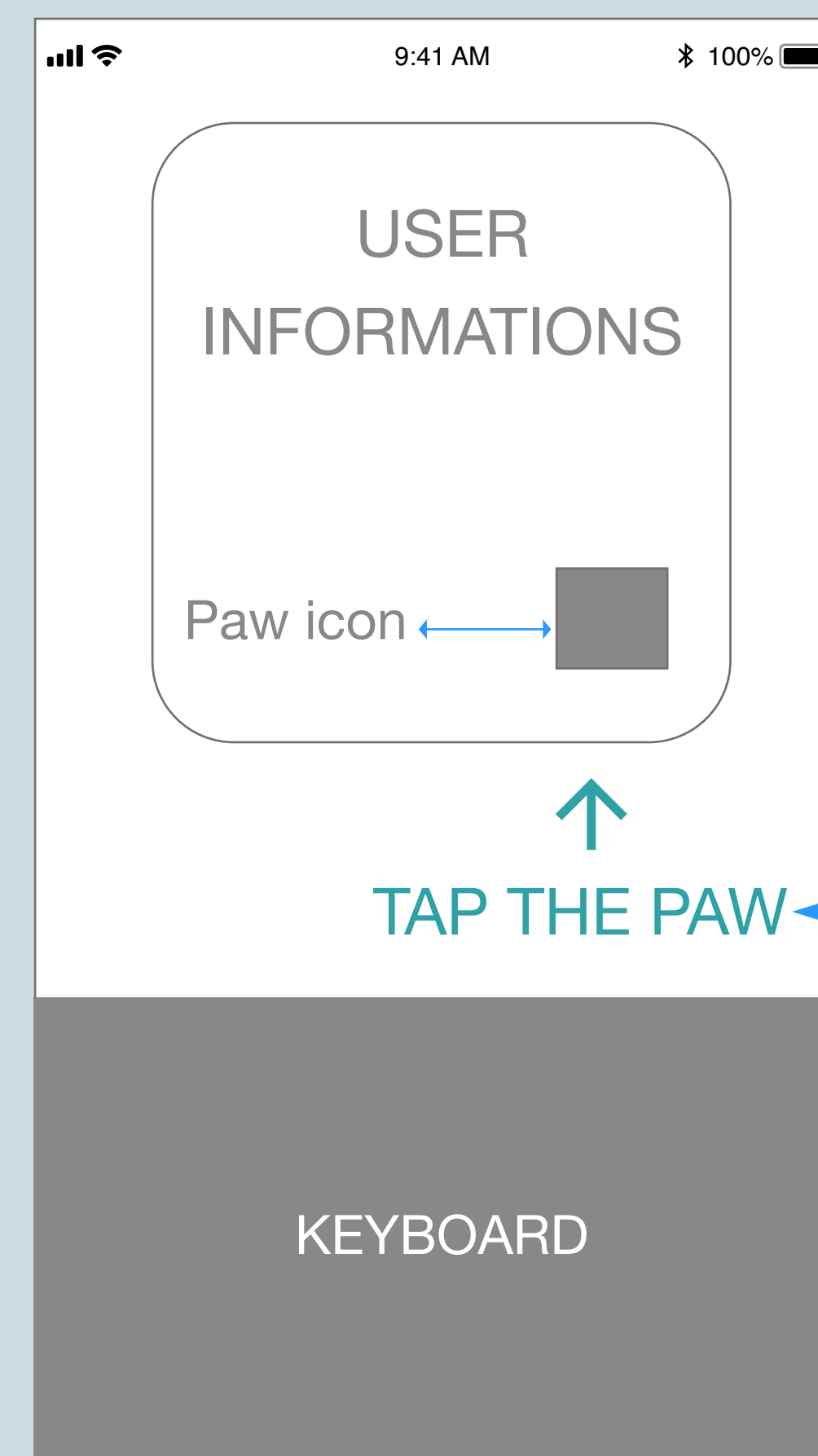
STEP_4

Added - 1:Text Tap The Paw. 2: Back arrow.
3: Browse cats and dogs button. 4: Alert icon.

A BEFORE

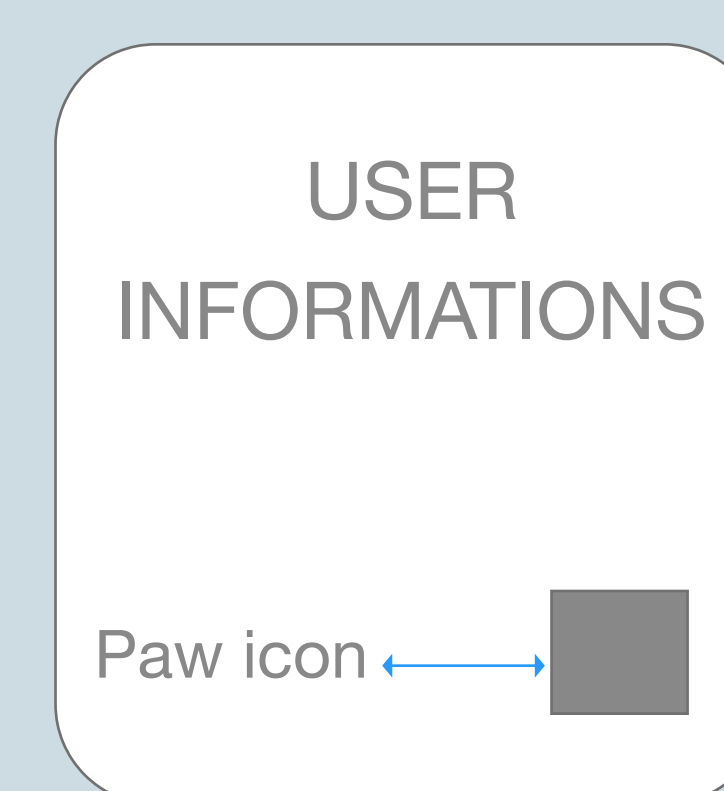


B AFTER



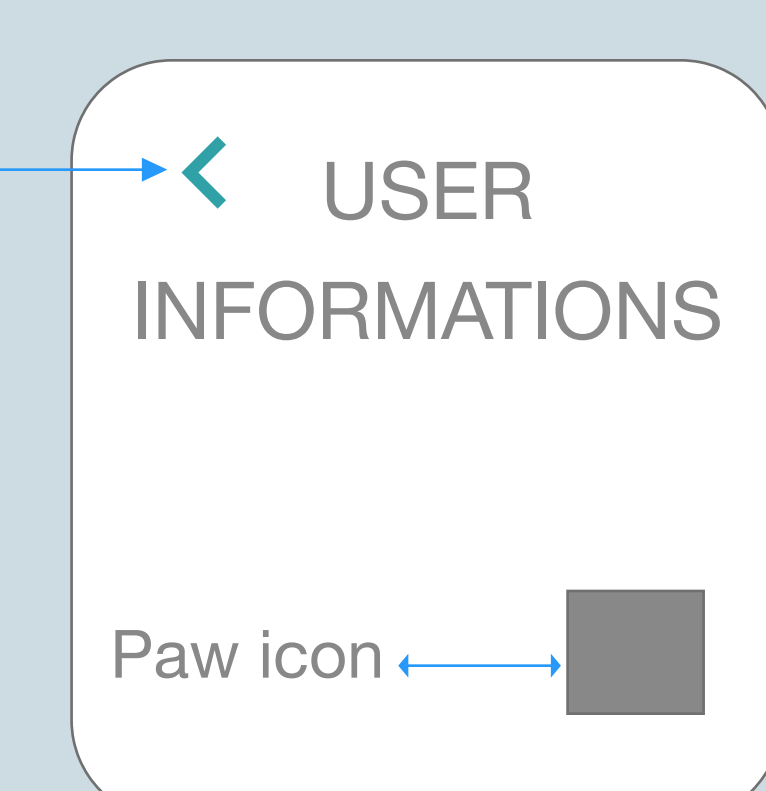
THE USER IS ABLE TO LOGIN

A BEFORE

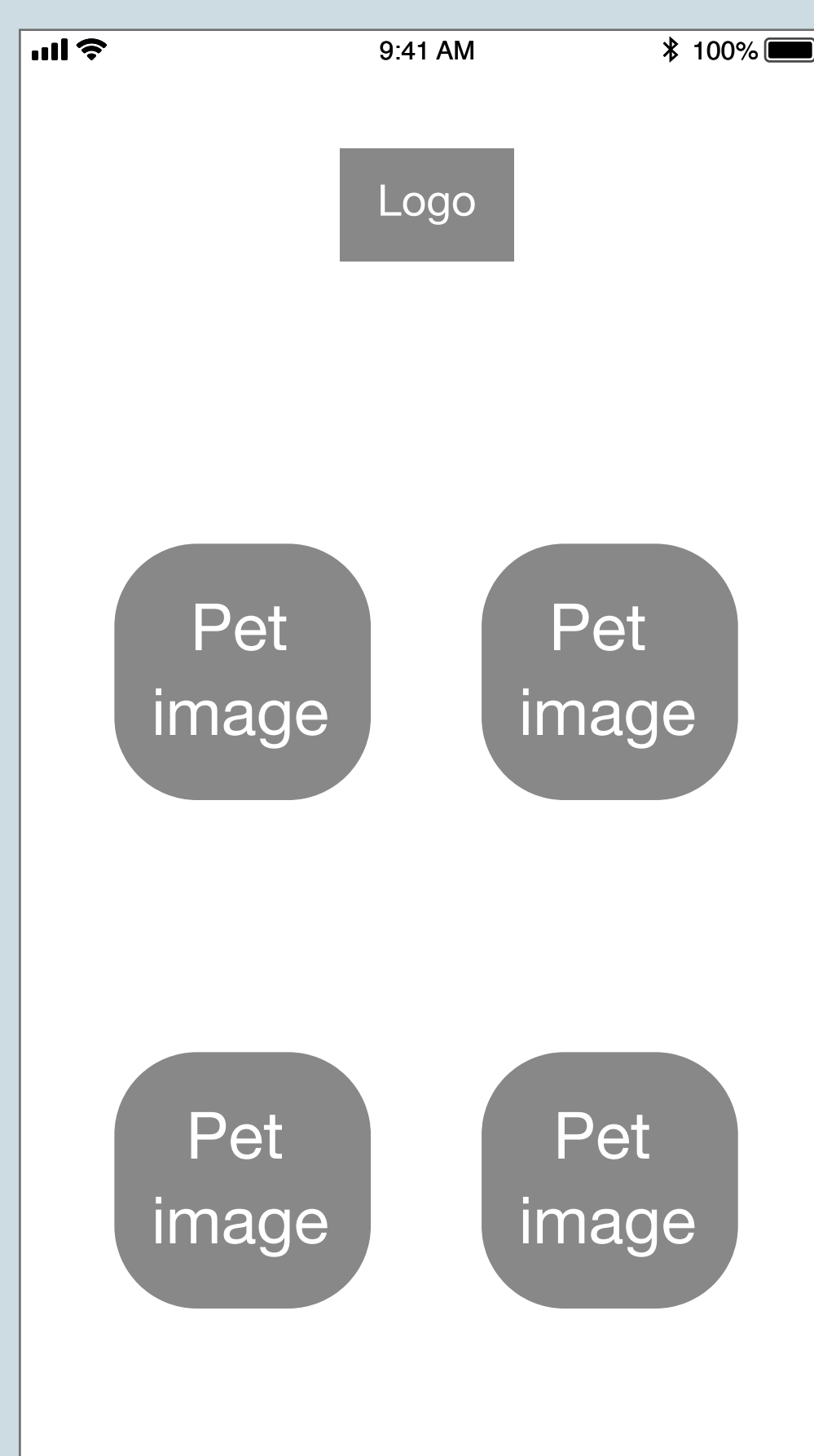


THE USER IS ABLE TO GO BACK

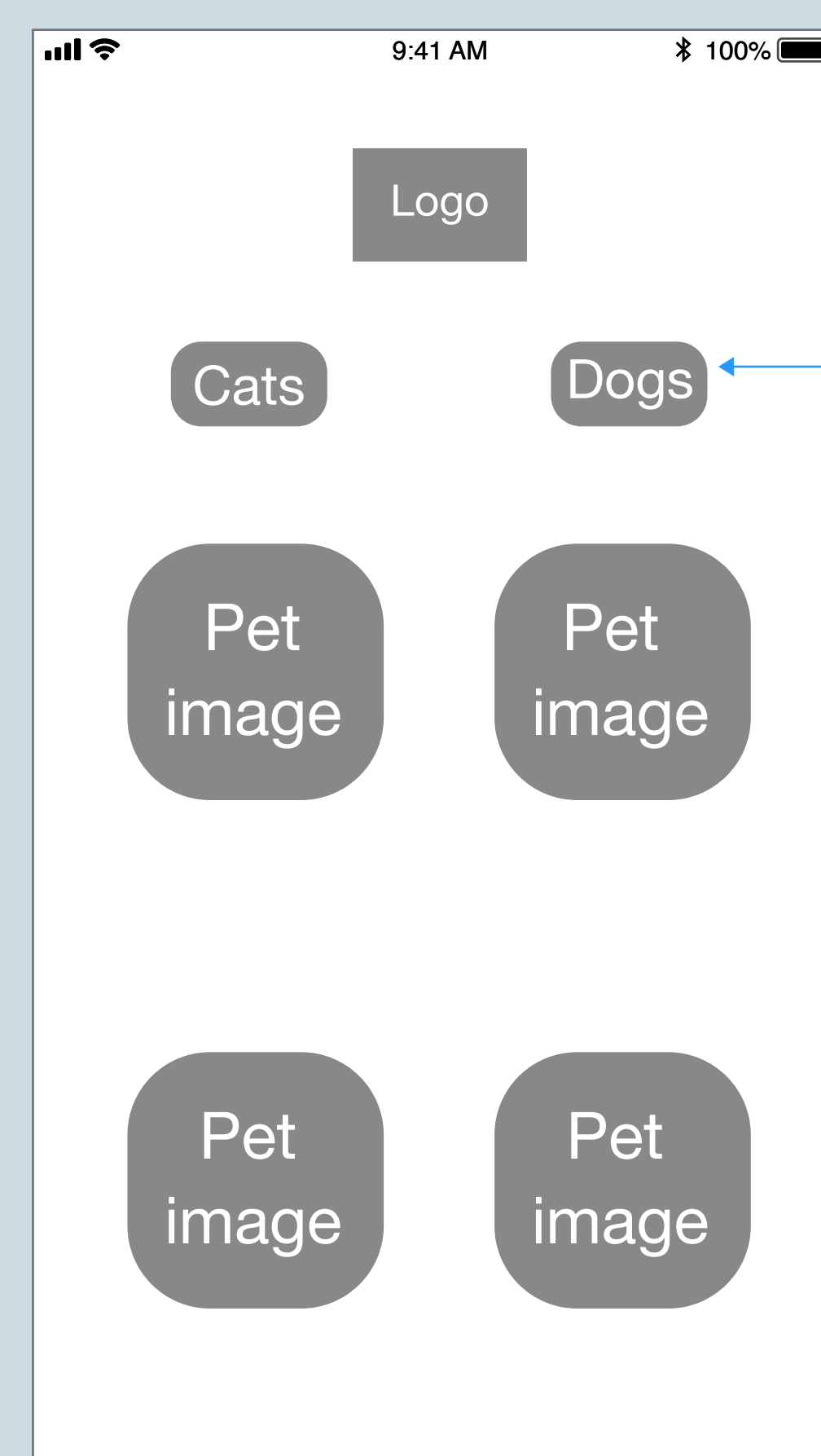
B AFTER



A BEFORE

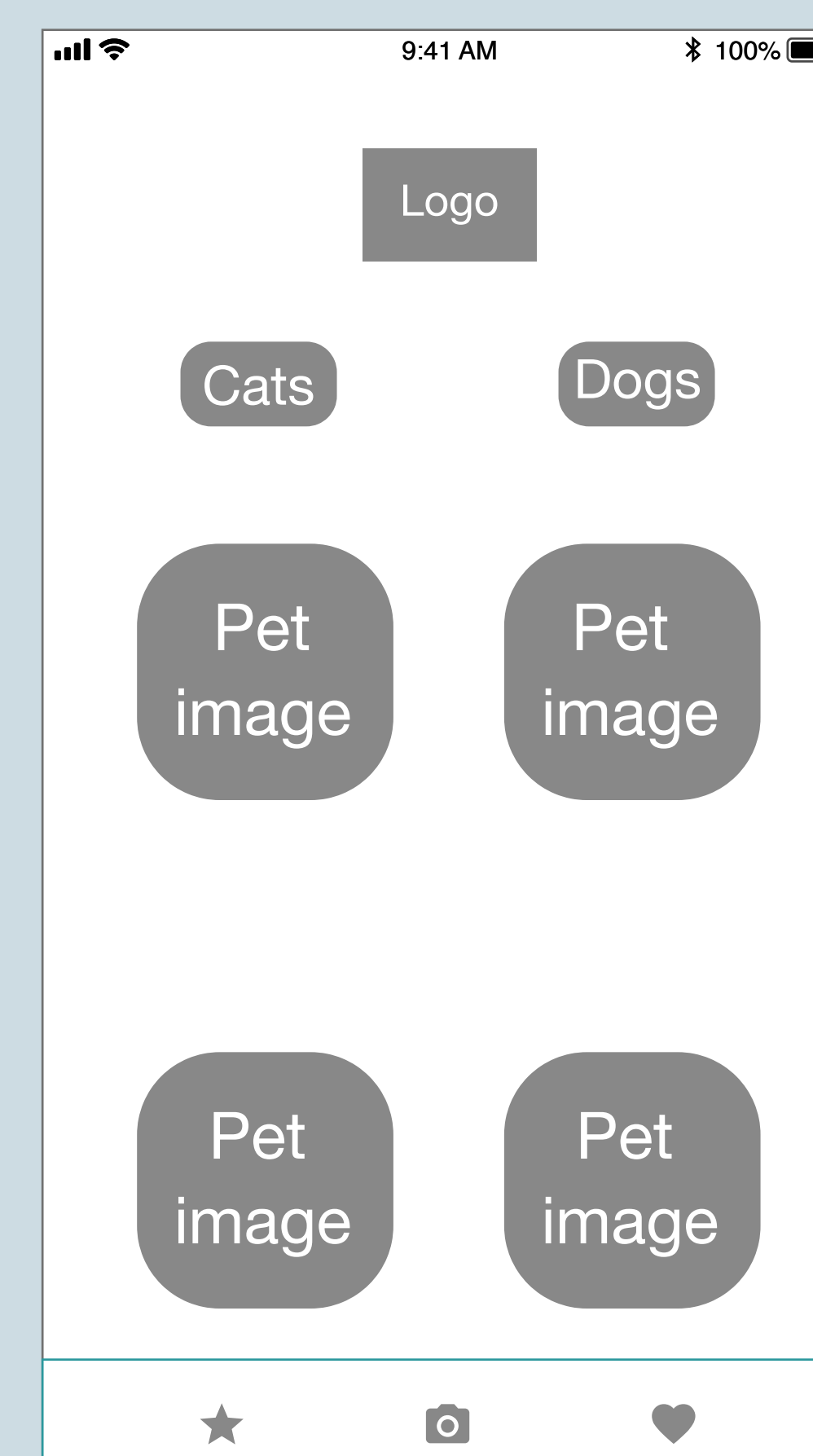


B AFTER

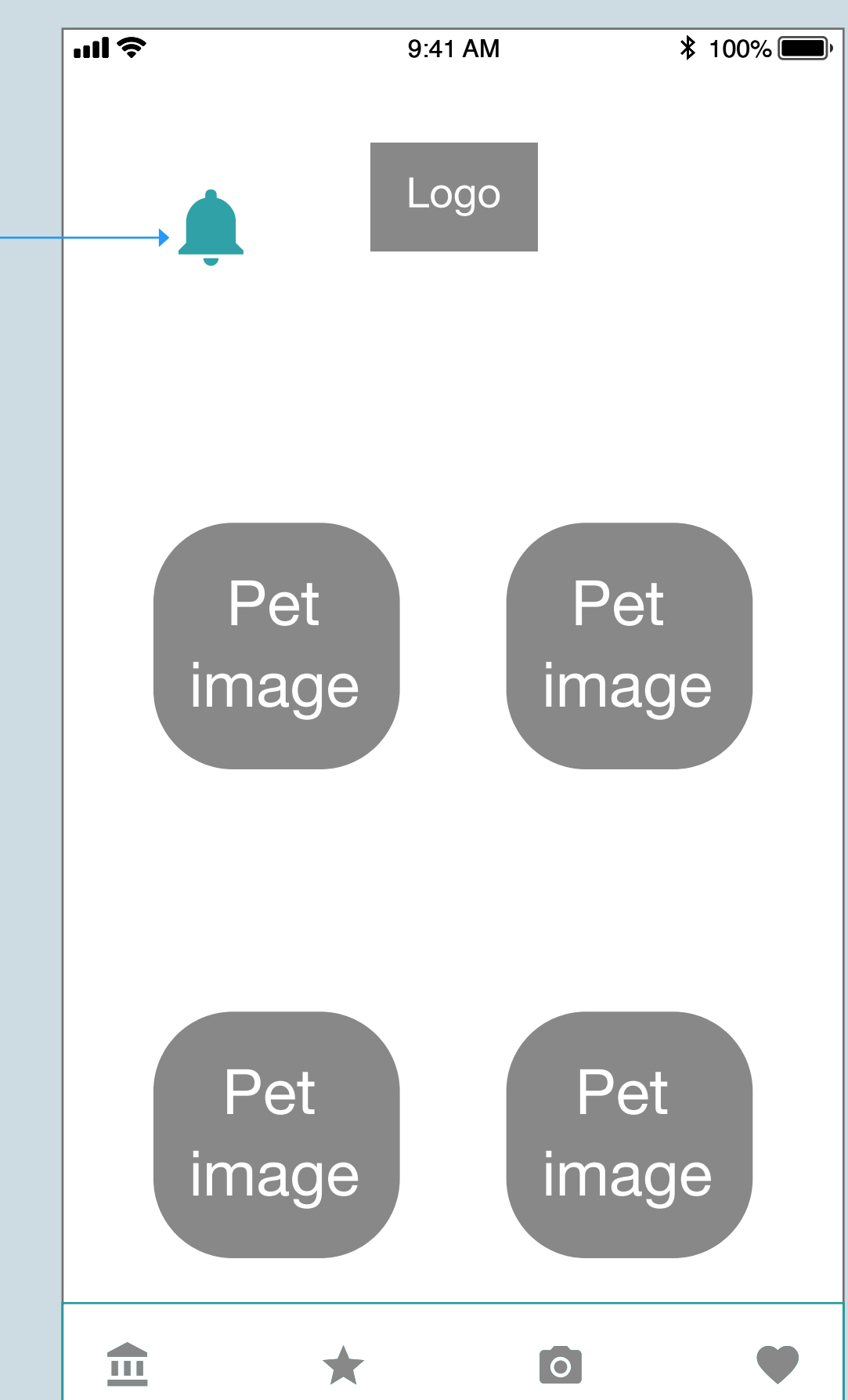


USER IS ABLE TO BROWSE BETWEEN CATS OR DOGS

A BEFORE



B AFTER



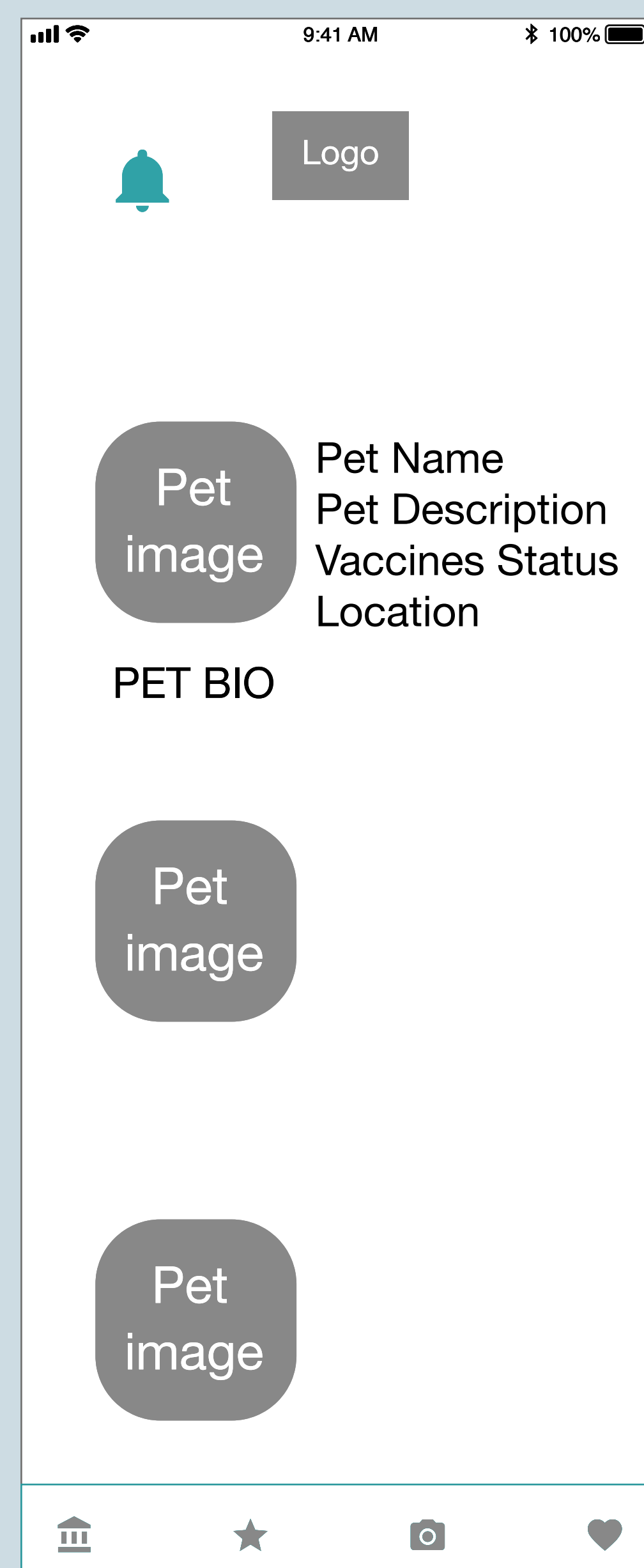
ALERT ICON

NEW BOTTOM BAR LAYOUT AND ADDED HOME ICON

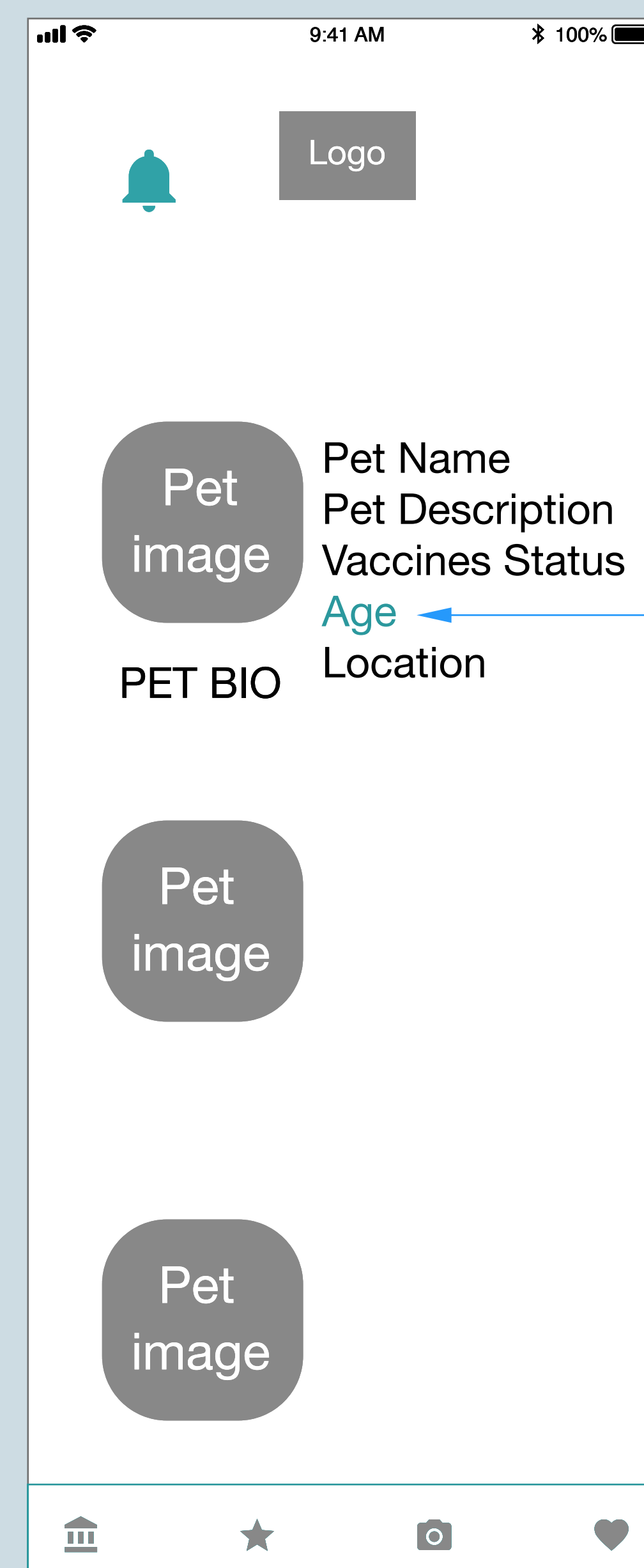
Iterations_2

In this phase of my project I finally had the opportunity to put everything I had learned so far to work. Iteration after iteration.

A BEFORE

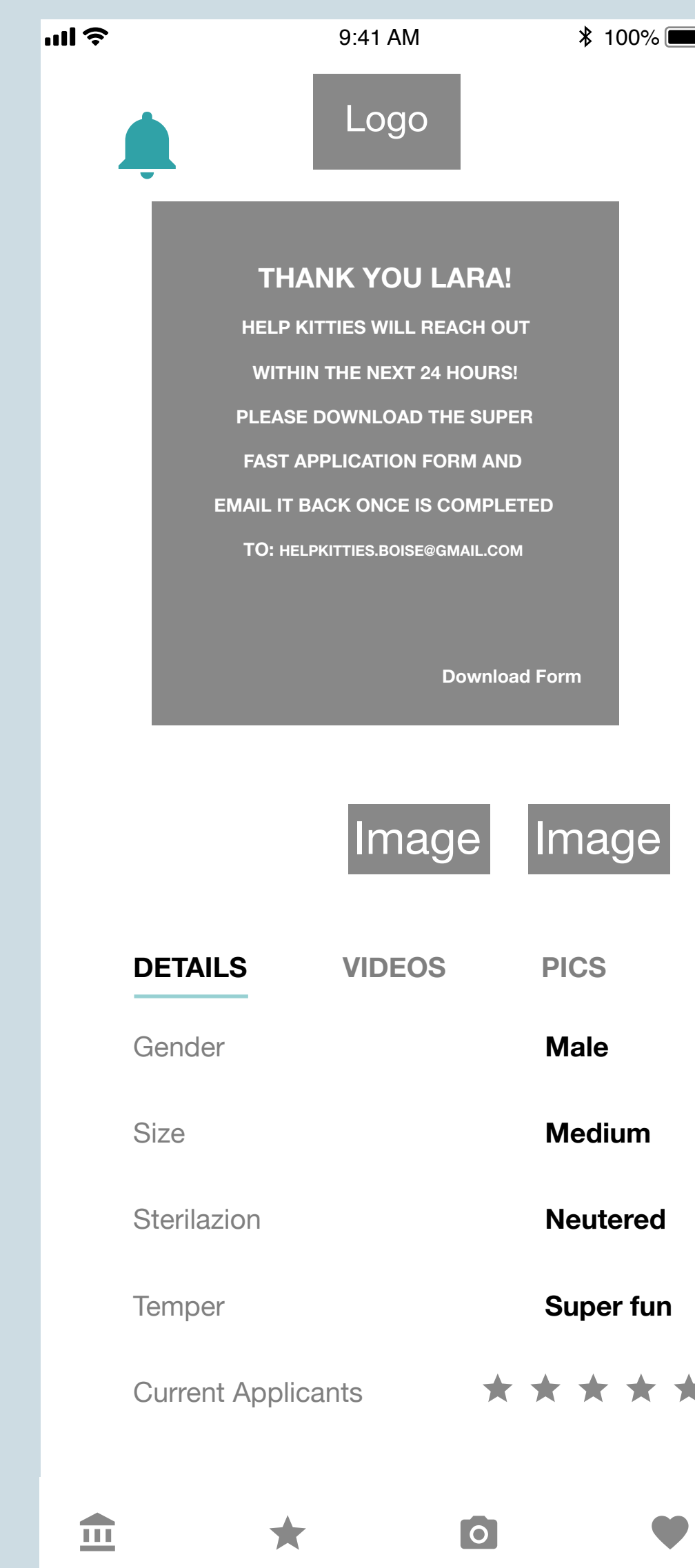


A BEFORE

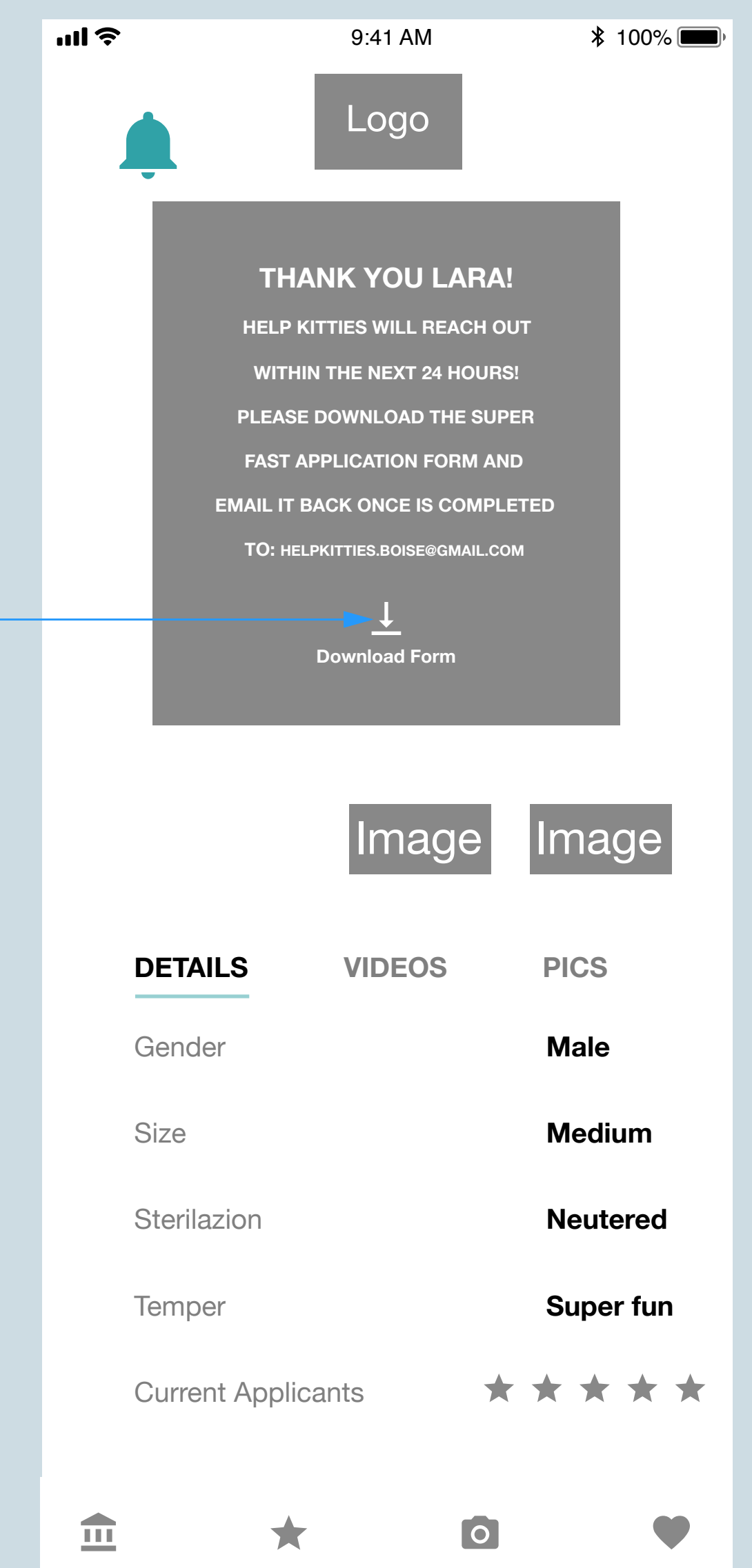


AGE OF THE PET
WAS A KEY FACTOR

A BEFORE

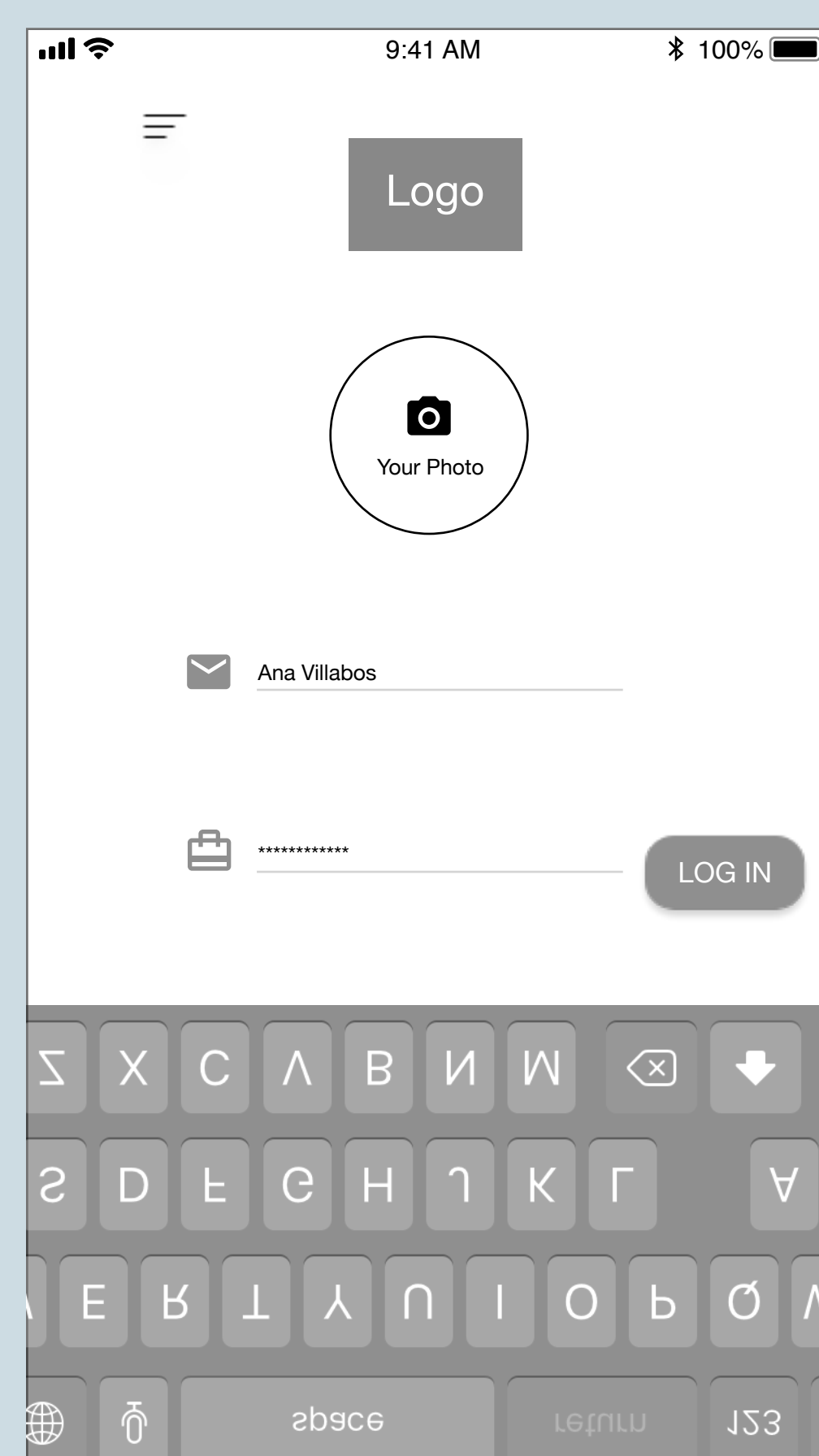


B AFTER

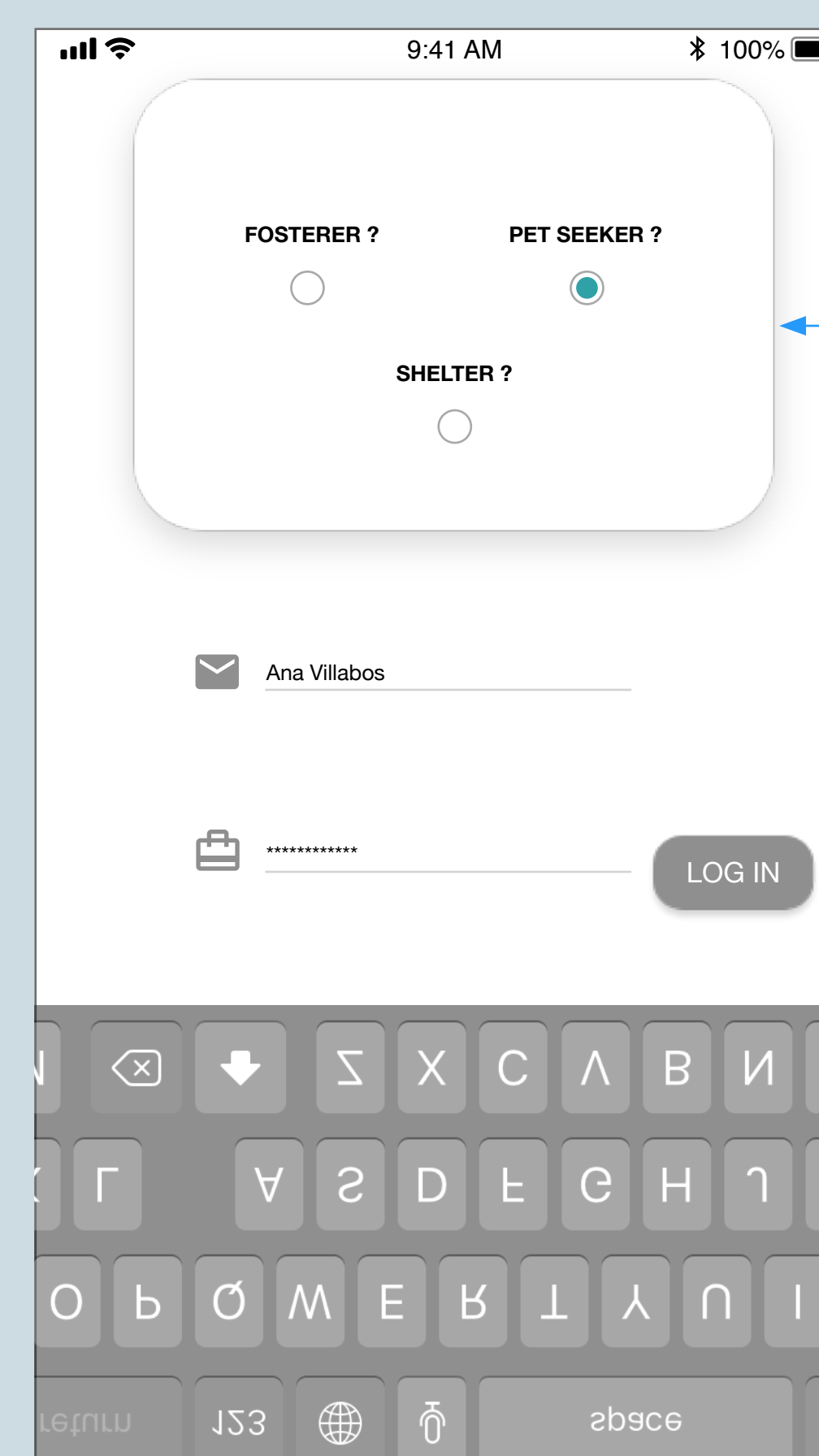


ADDED
DOWNLOAD
ICON

A BEFORE

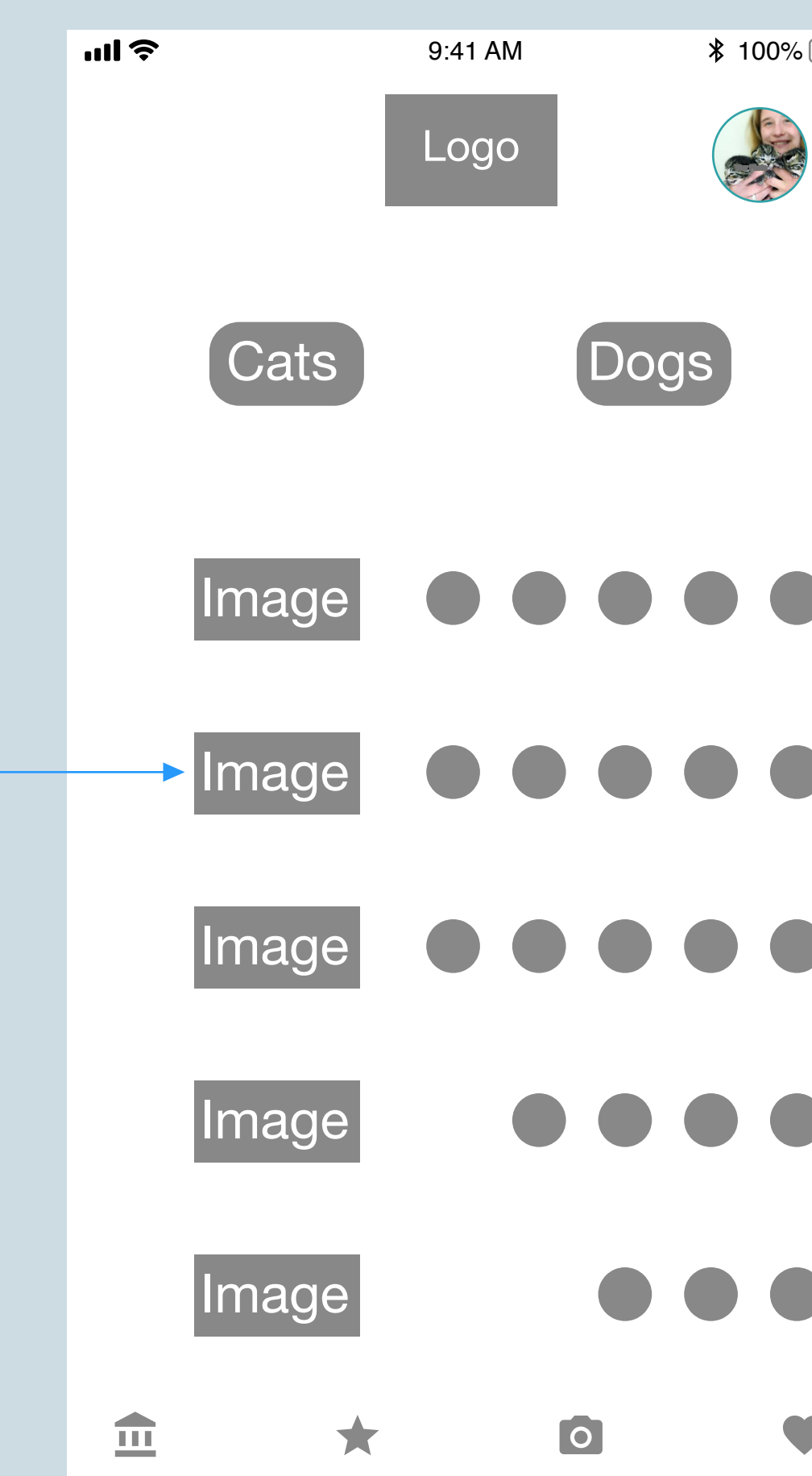


B AFTER



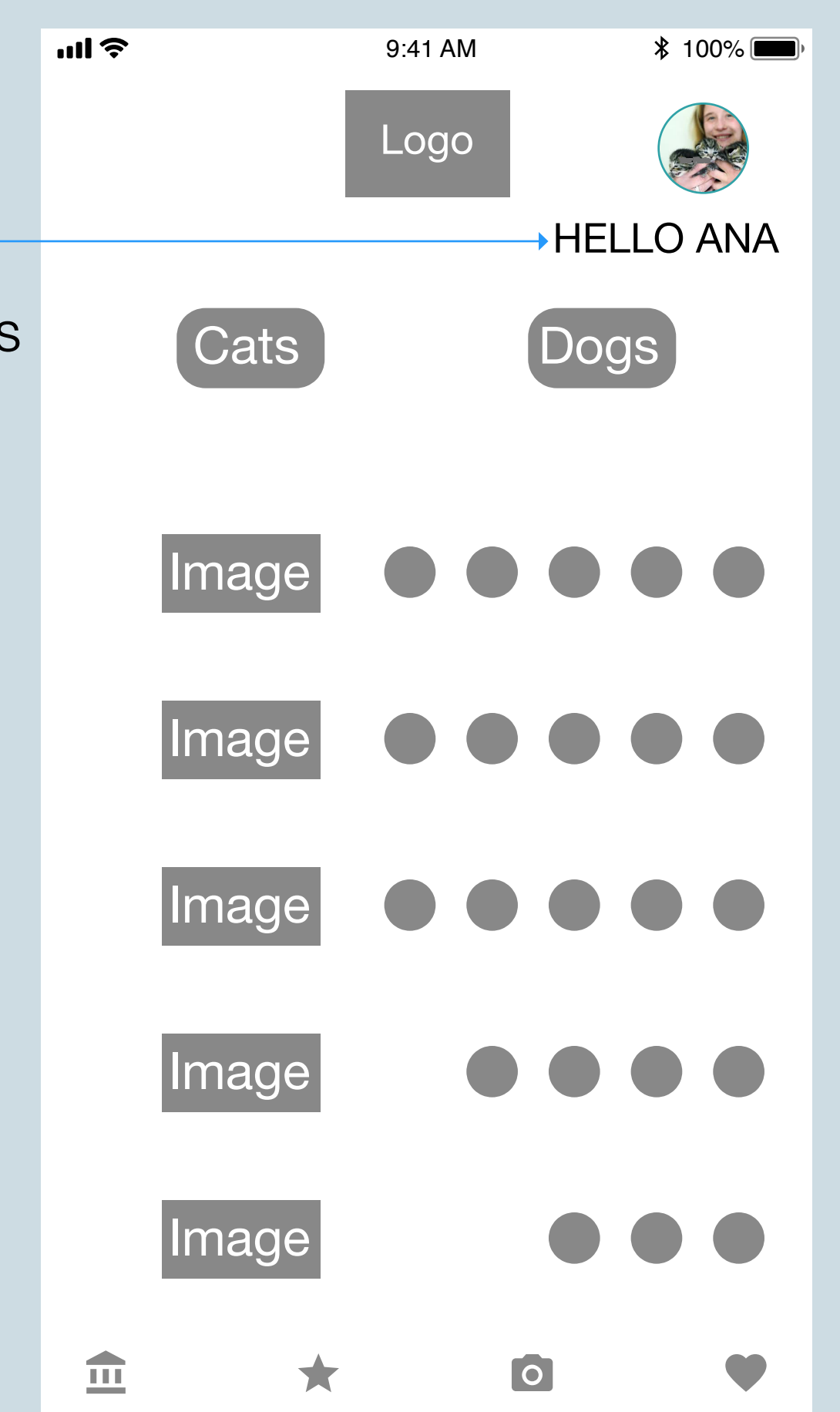
ABLE TO IDENTIFY
WHO'S LOGGING IN

A BEFORE



PETS
IMAGES

B AFTER



NAME HELPS
TO DISTINGUISH
APPLICANTS
FROM FOSTERERS

APPLICANTS
IMAGES

Wireflow_1

The Pet Seeker

The Pet Seeker



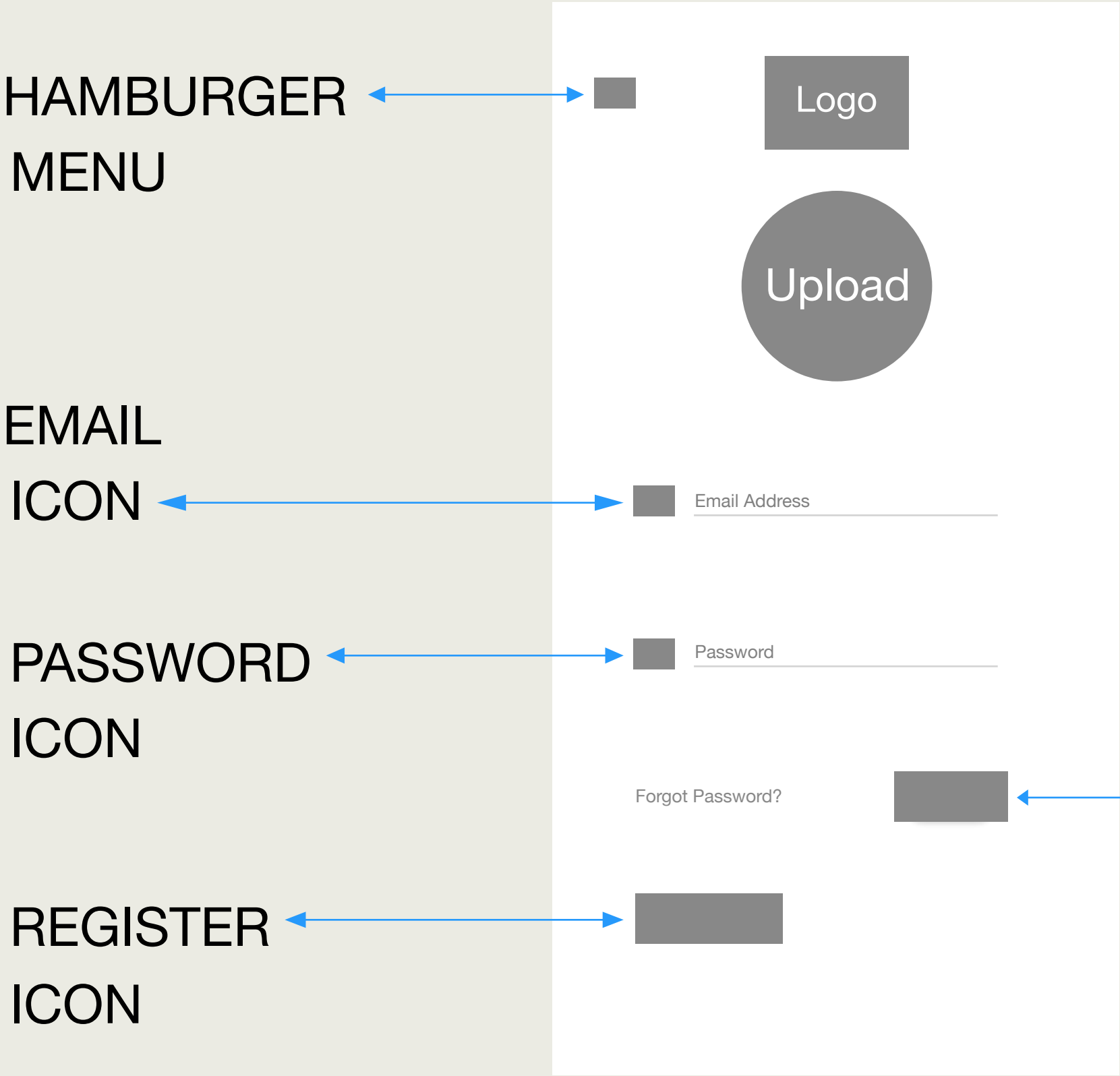
Wireflow_2

The Fosterer

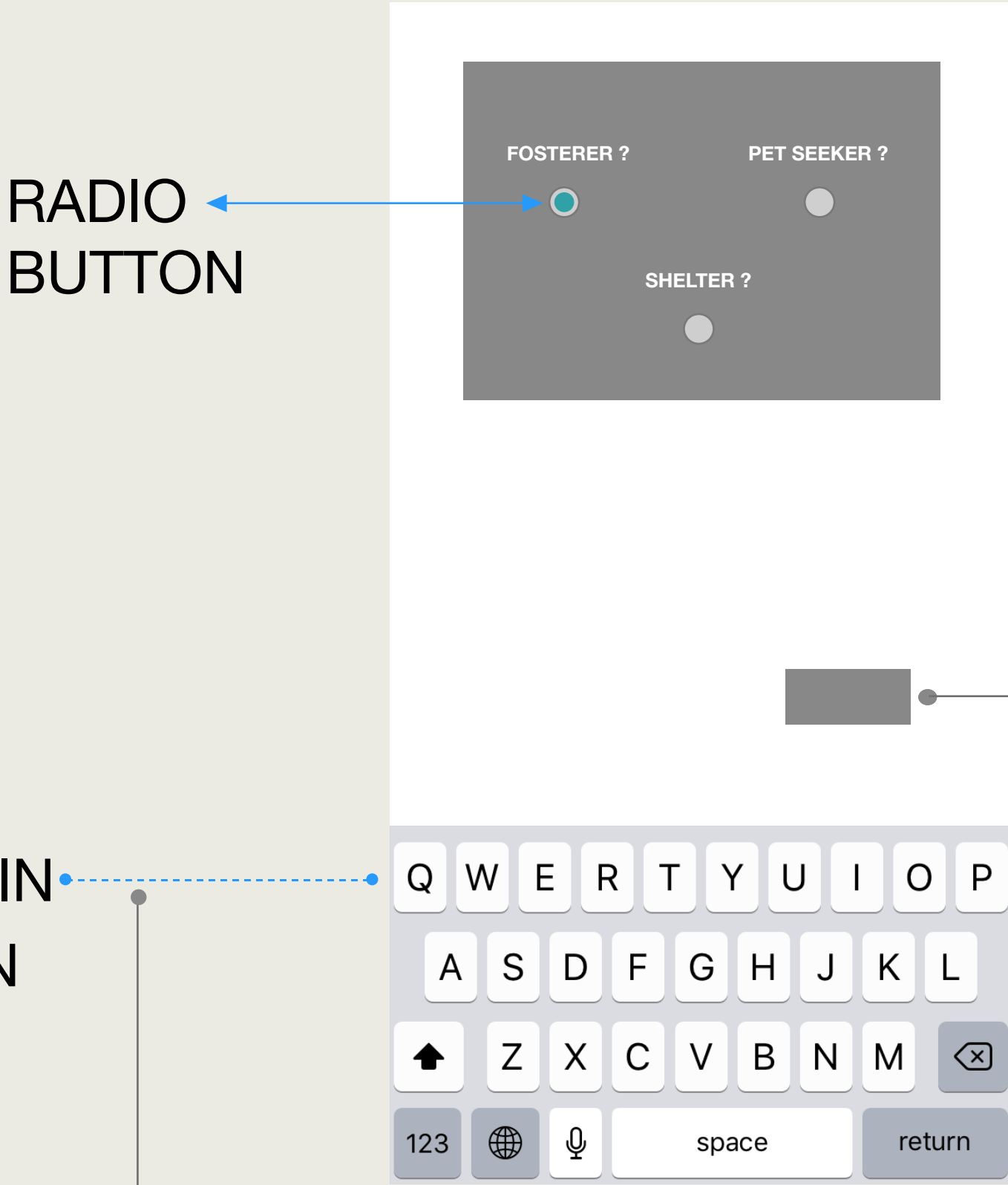
- EXPLAINS ICON
- TRANSITION TO NEXT ARTBOARD
- ANIMATION

This flow shows the fosterer logging in all the way to selecting the potential adopter.

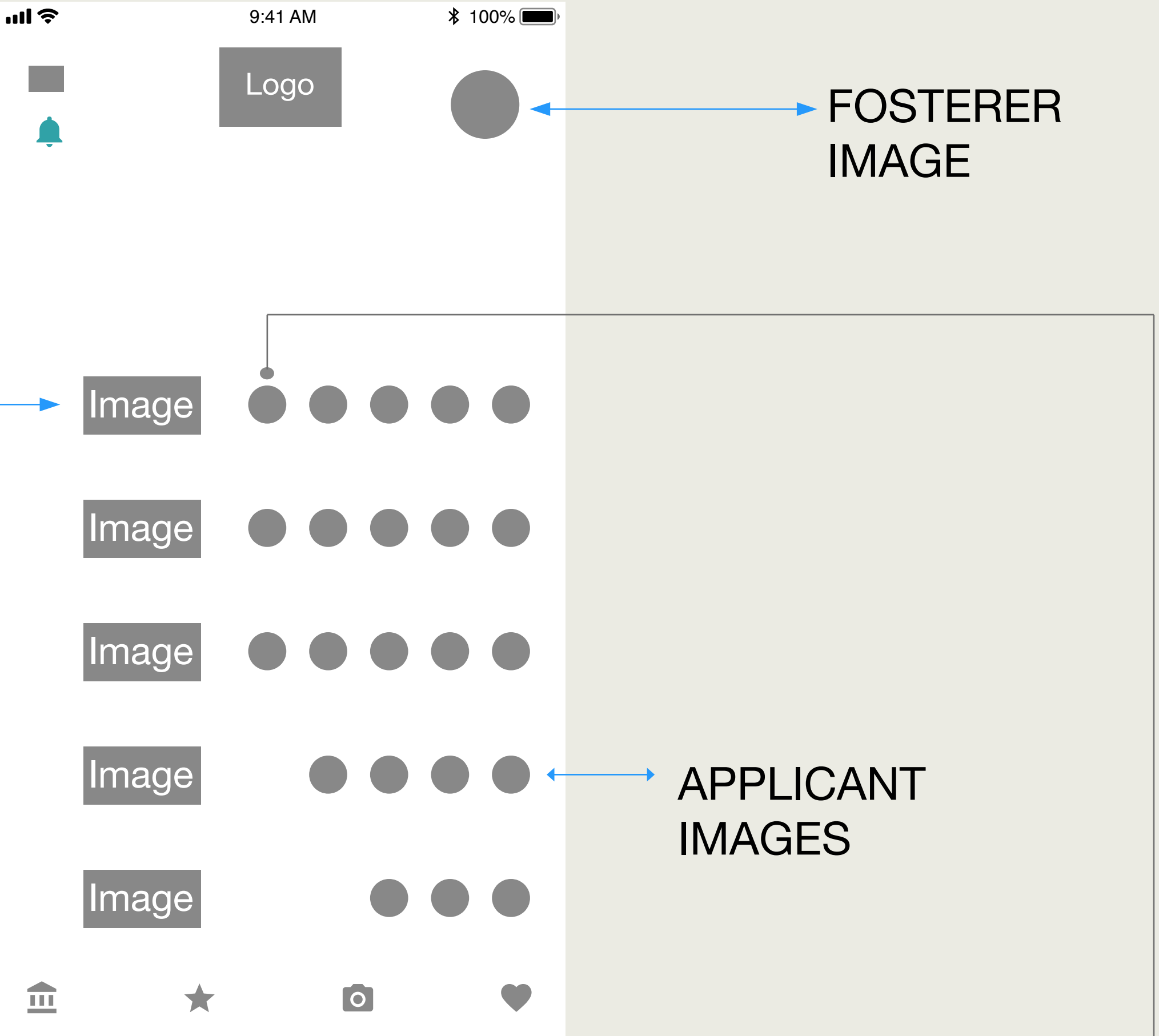
1 HOME



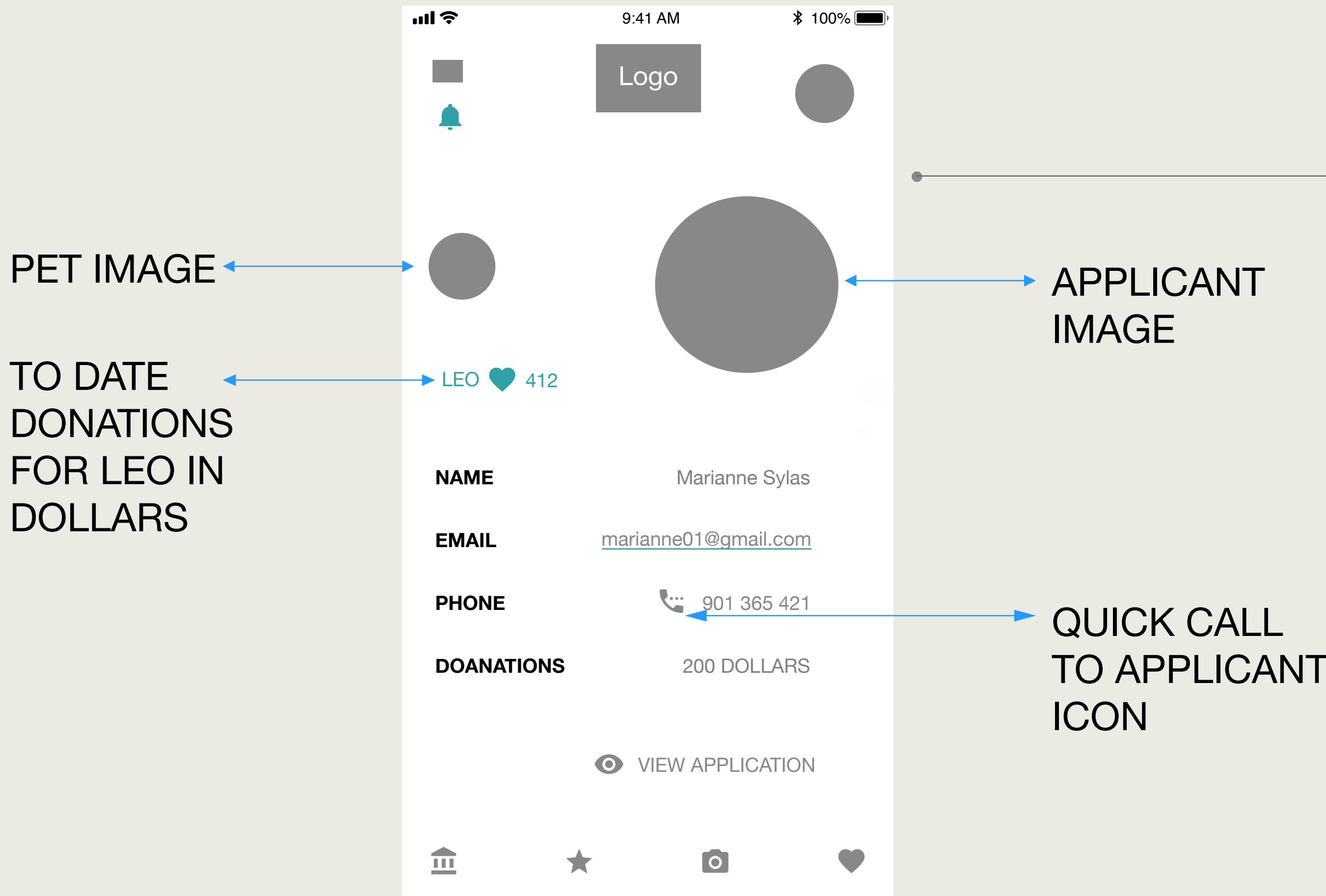
2 LOGIN SCREEN



3 APPLICATIONS SCREEN

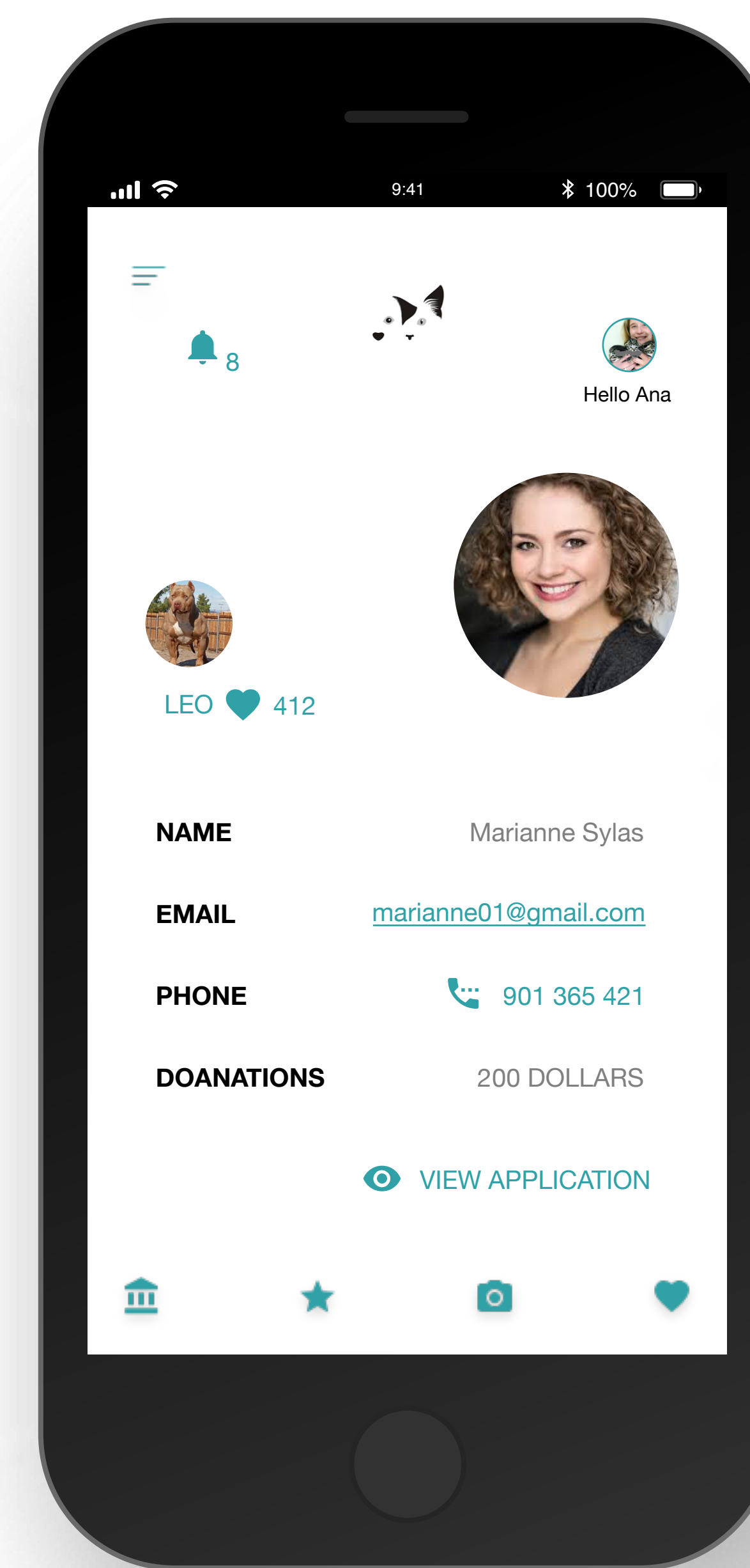
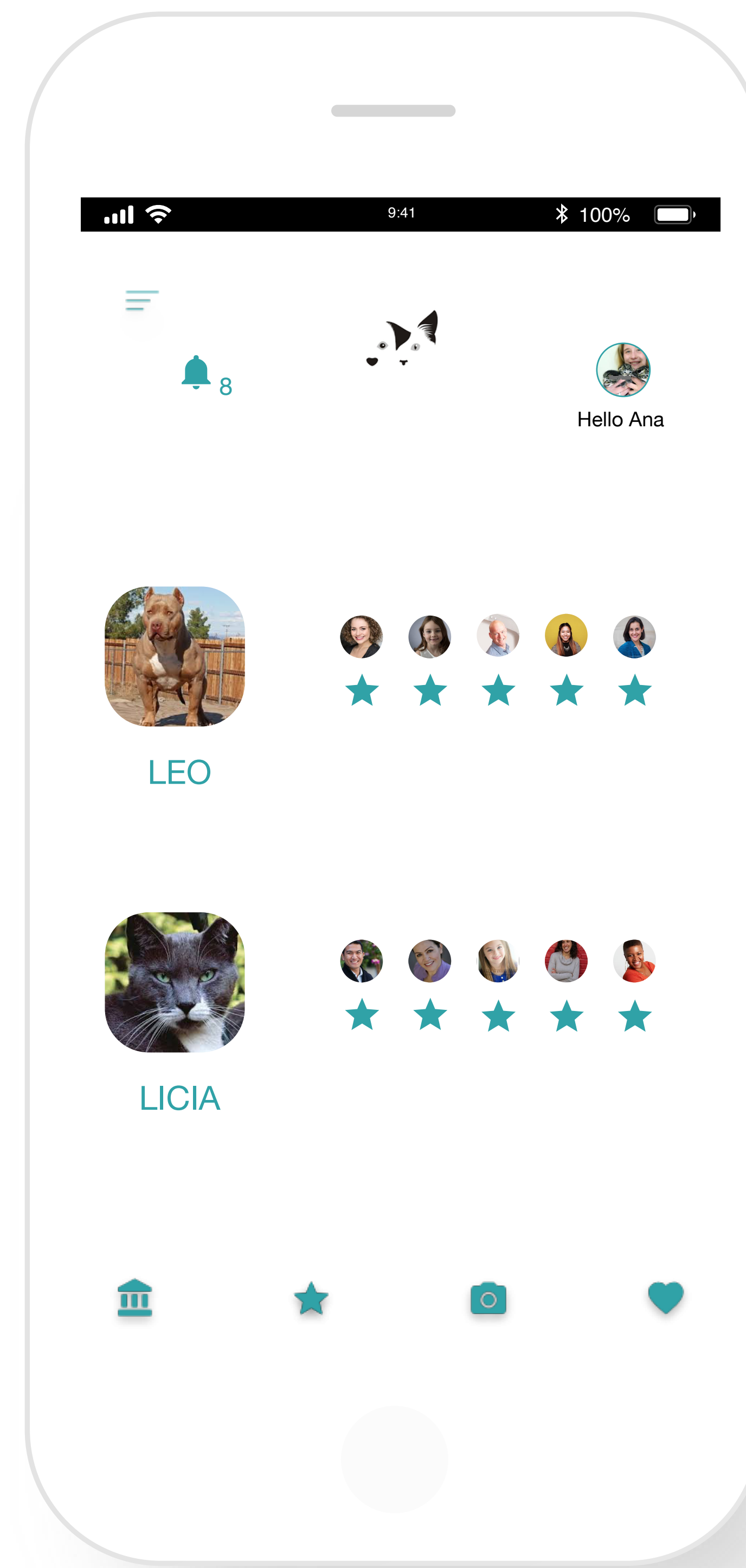


3 APPLICANT INFO SCREEN



- HOME
- APPLY
- CAMERA
- LOVE AND DONATE

High fidelity mockups



CONNECTING WITH THEM HAS NEVER BEEN EASIER