

Case Study: Create a Pet Adoption Flow

Makenzie

Project overview



The product:

This allows users to choose a pet and be able to learn a little about that pet.



Project duration:

May 2022- June 2022

Project overview



The problem:

There isn't an easy way to adopt animals. This responsive website will allow users on computer or mobile to be able to select a new furry friend whether at home or on the go.



The goal:

Allow users to be able to effectively adopt animals

Project overview



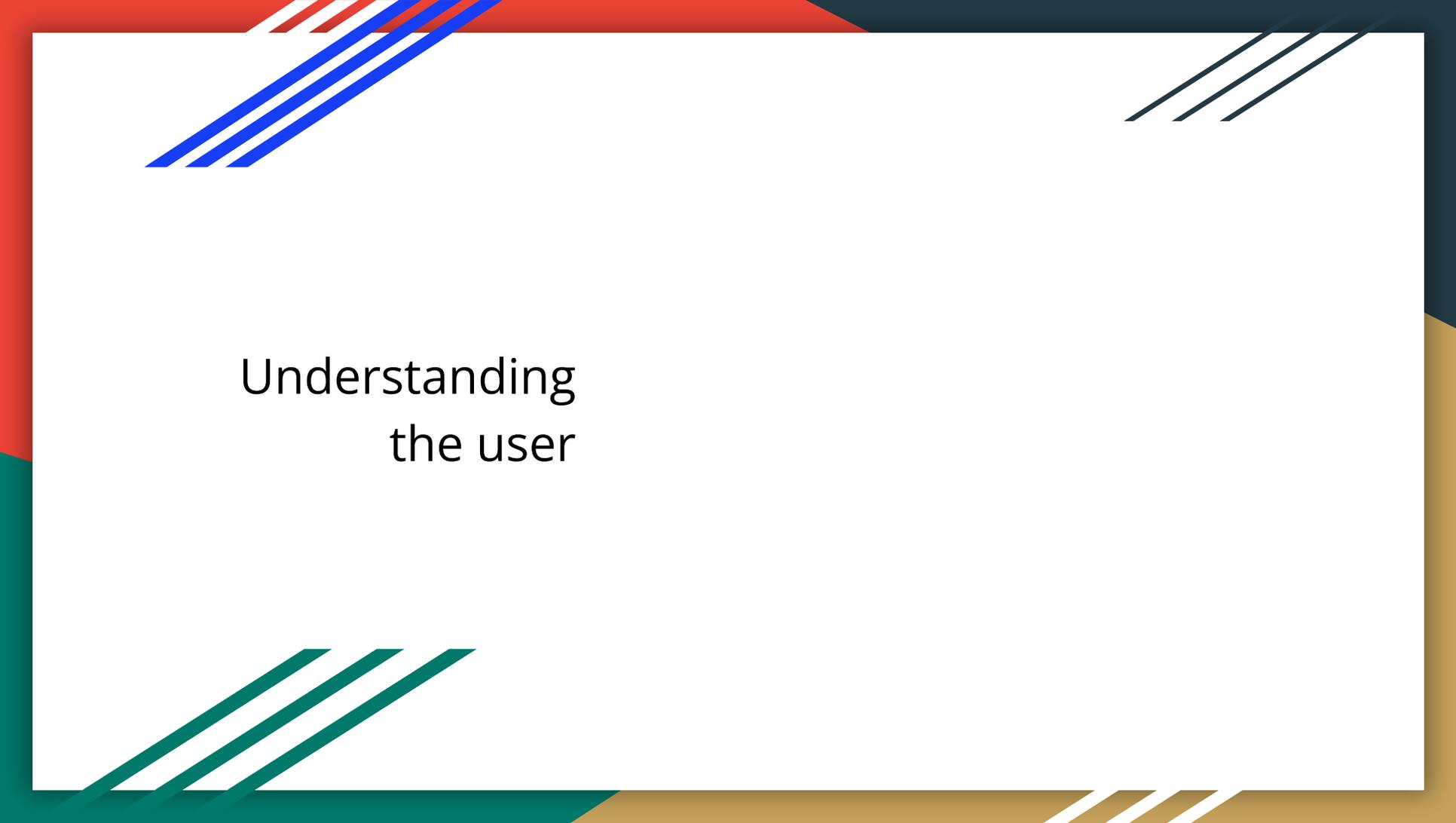
My role:

UX Designer



Responsibilities:

User research, wireframing, prototyping



Understanding the user

User research: summary



The research that was conducted was that users were having a hard time finding a place to find pets that were not just dogs and cats. This would give the user a new place to explore different types of house pets as well as giving the user control of when they want to come and get their new adopted pet.

User research: pain points

1

Not a lot of selection

There were more options for dogs and cats than there were for other animals like birds, reptiles, lizards, etc.

2

Payment

Payment was very brief and didn't ask for a ton of information

3

Confirmation

No confirmation page

Persona: Scarlet Williams

Problem statement:

Scarlet is a 27 year old women who is wanting to add to her family by getting a pet. She hopes to find a pet and not get frustrated by the amount of options



Scarlet Williams

Age: 27
Education: Masters Degree
Hometown: Orlando, Florida
Family: 1 daughter and husband
Occupation: Teacher

“Adding a pet would help my family bond”

Goals

- Adding a pet would help my family bond
- Kids can learn to be kind towards animals
- Wants the ability to learn about the pet before adopting

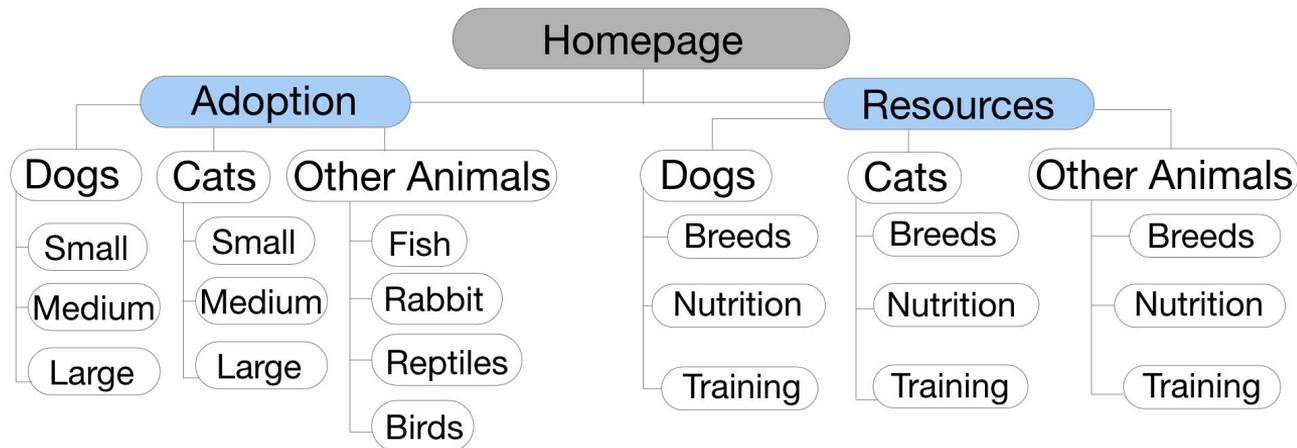
Frustrations

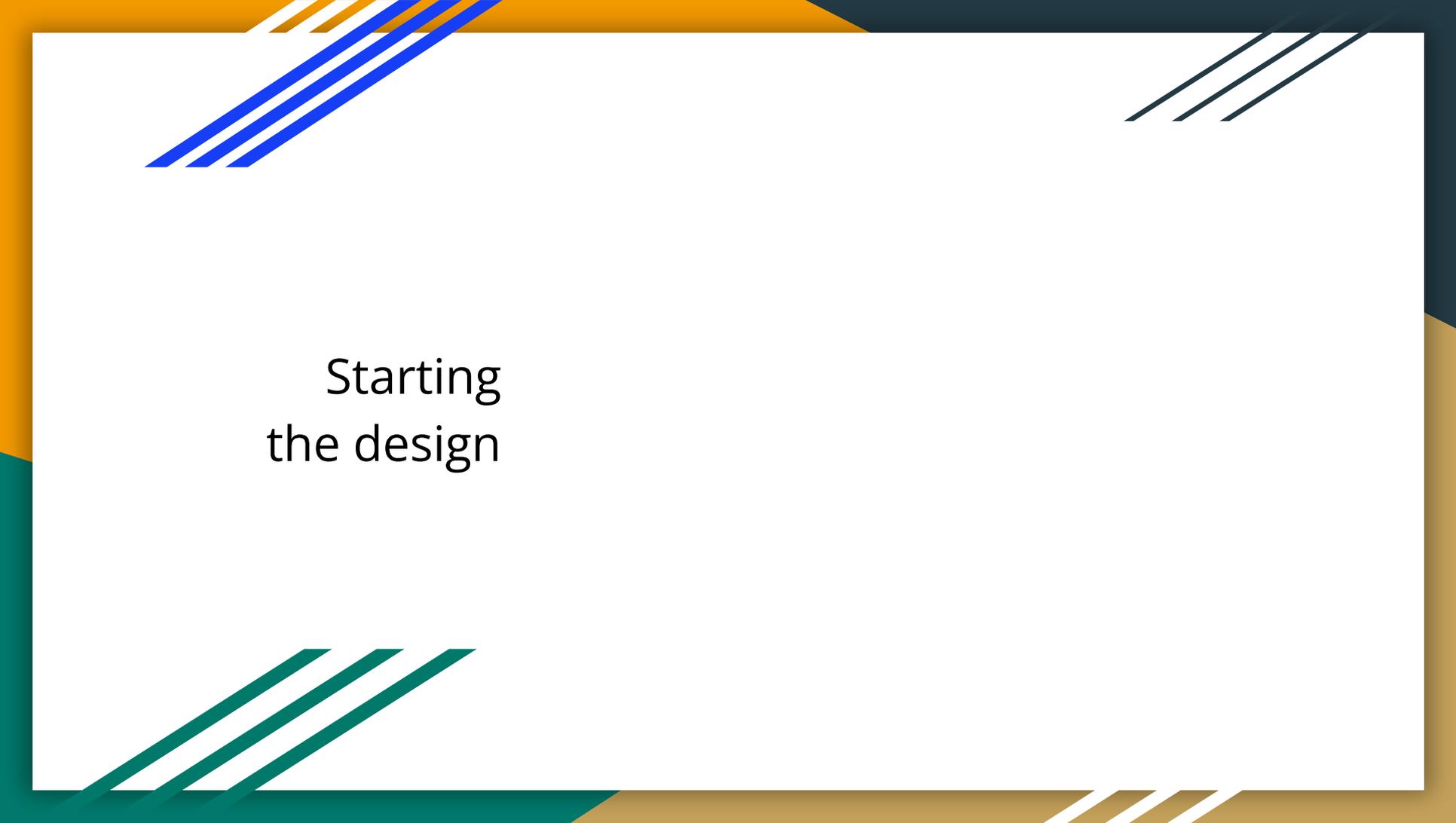
- Too many animals to choose from
- All animals are mixed together and not separated into different categories.

Scarlet is a 27 year old women who is a teacher and lives with her daughter and husband in Orlando, Florida. They are seeking to add to their busy lives by looking into adopting a family pet.

Sitemap

My goal was to incorporate how the hierarchy would be when users would be adopting. This was the original plan for a sitemap.

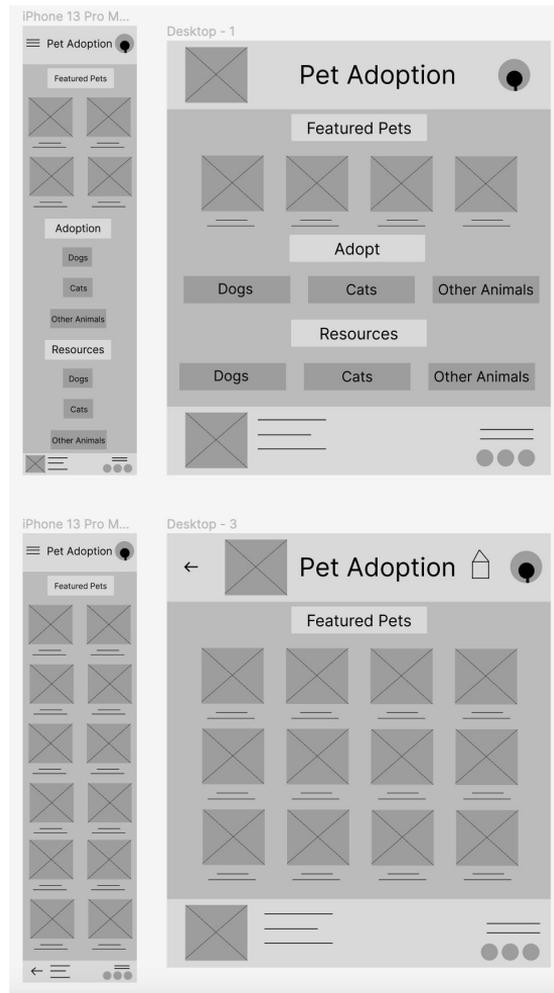




Starting
the design

Digital wireframes

This is just a snippet of how the wireframes were coming out for the homepage and the featured pets. I think the responsive side looks very similar to the desktop version.



Low-fidelity prototype

<https://www.figma.com/proto/ZRvzcTgN3hortxzixp7L69/Low-Fidelity-Pet-Adoption?scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3&node-id=2%3A3>



Usability study: findings

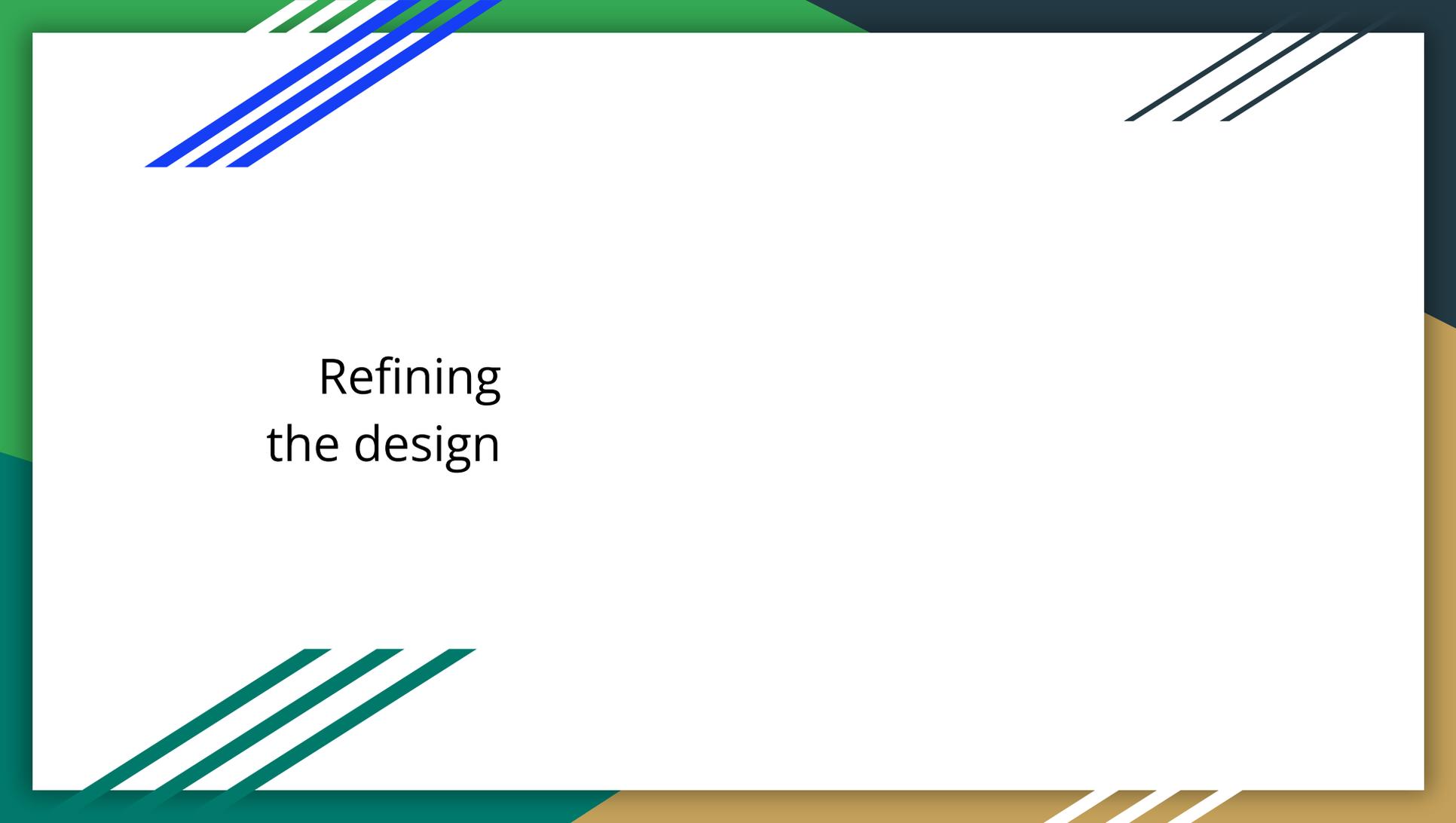
Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 The profile page wasn't bringing me back to home
- 2 No confirmation page
- 3 There isn't a way to select a time to pick up the pet

Round 2 findings

- 1 The profile page now brings me back to the homepage
- 2 Confirmation page is there and brings me back to home when finished
- 3 Time selection is now available



Refining
the design

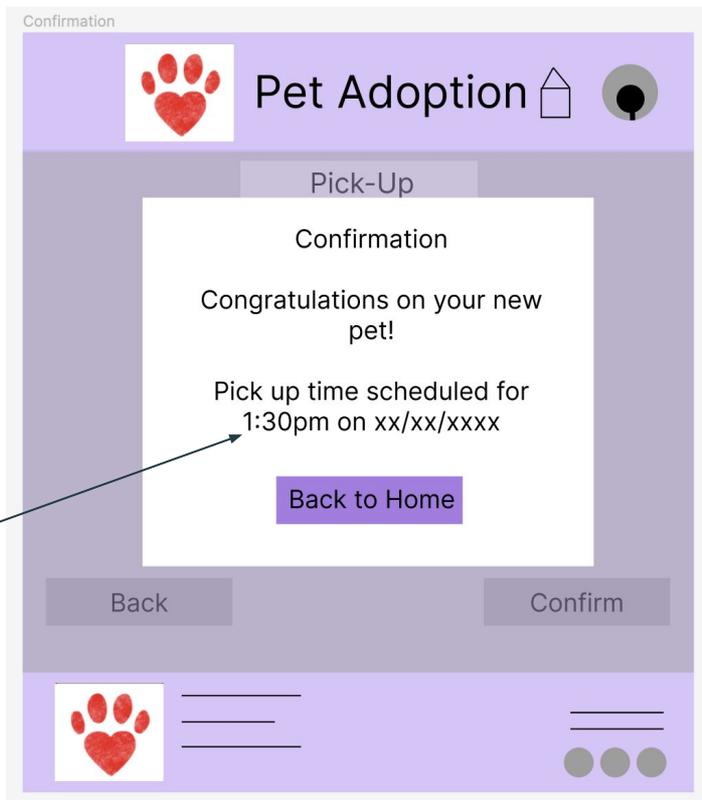
Mockups

After the usability study I went back and added a time selection that would allow users to be able to select what time they would want to pick up their new adopted pet



Mockups

When creating the mockup after the usability study, I added what time the scheduled pick up was at on the confirmation page to allow users to remember what time their appointment would be at and on what day

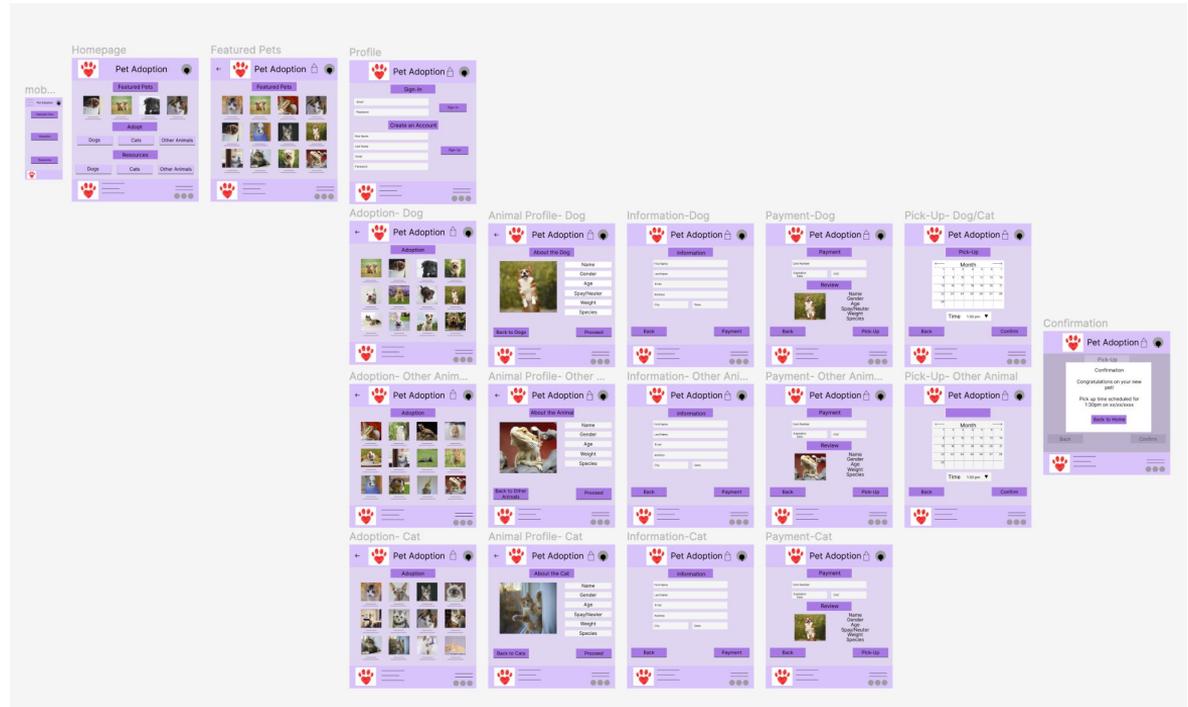


Mockups



High-fidelity prototype

[https://www.figma.com/proto/waaNmNeRjctSfYTr5kafPC/High-Fidelity-Pet-Adoption-\(Copy\)?scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3&show-prototype-debar=1&node-id=2%3A3](https://www.figma.com/proto/waaNmNeRjctSfYTr5kafPC/High-Fidelity-Pet-Adoption-(Copy)?scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3&show-prototype-debar=1&node-id=2%3A3)



Accessibility considerations

1

Imagery

Lots of imagery to help users see what animal they are looking at.

2

Descriptions

Descriptions are included as information for users when looking at animals

3

Color

Colors are viewed on the accessibility website.