



# *Pawmates*

TAILORING PET ADOPTION TO MATCH YOUR LIFESTYLE

---

FINAL PROJECT

# Meet the Team

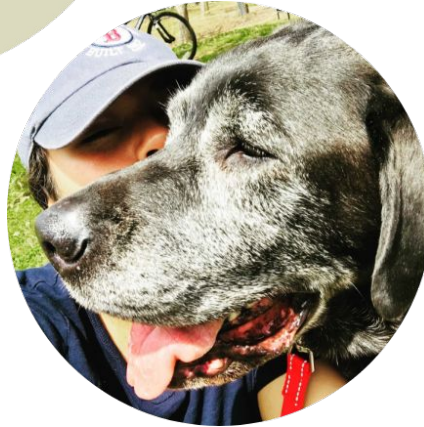
UX/UI Research & Designers



Devin Arch  
Otis and Phoebe



Nichole Ward  
Luna



Denisse Gomez  
Oconee



Desiree Jackson  
Yara Belle

# Problem Statement

---

Petmates was developed to increase the ease and efficiency of matching pets with people based on personality and lifestyle in order to decrease pet's returns to shelters.

*How might we improve the pet adoption process by measuring return rates and adopter satisfaction?*



# Hypothesis

---

We believe that if Pawmates provides more information about the pet, the user becomes more aware of their own personalities and needs and can choose a pet to adopt wisely.

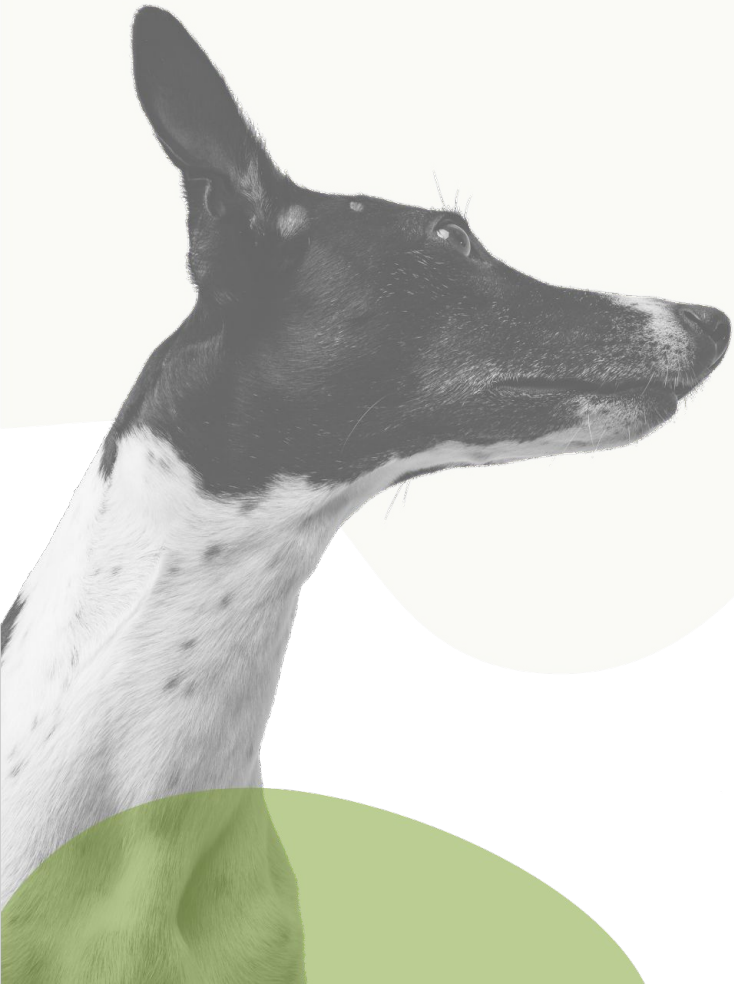
We hope to manage user's expectations for their potential companion so that it better matches their lifestyle.



Value Proposition Statement

---

*Tailoring pet adoption to match  
your lifestyle.*



# User Research

# Proto Persona

---



## VALERIE BROOKS 27, Dunwoody Ga, Single

Teacher who works at an elementary school. She drives a kia and is a homeowner.

### Demographics

Free Spirit • Artsy • Tea Drinker • Likes Reading • Knit/Crochet • Likes gardening • Allergic to cats • Introvert • Soft spoken • Baking

### Needs

Needs a companion • Needs a middle age to senior dog • Dog needs to be able to get along with kids • Crate trained/house broken

### Goals

Adopts vs buy a pet • To be able to take leisure walks • Low adoption fee • To be able to take dogs to the park & restaurants

### User Pains/Frustrations

Vet Pains • Adjusting time period • Too many options • Reputable Adoption Agency • Time management & schedule • Dietary needs

# User Research

## Survey

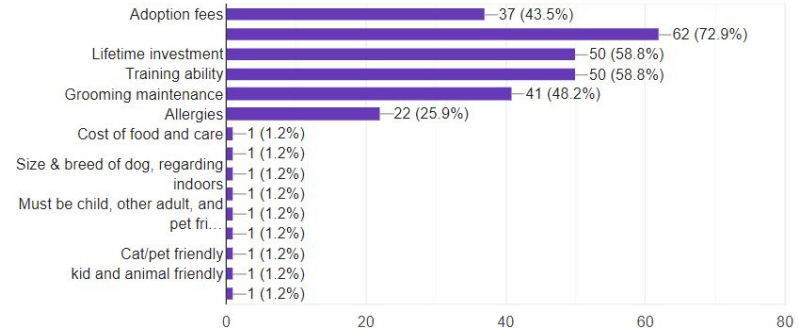
We developed a survey to get insights on what people look for in animals to adopt and the adoption processes. We gathered 74 responses.

## 1:1 Interviews

We conducted one-on-one interviews with 8 participants to better understand what users look for in adoption agencies and pets.

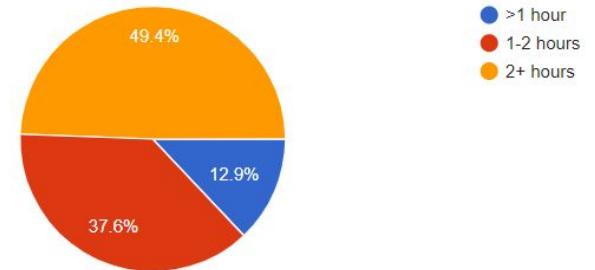
What do you consider before adopting a pet? (Select all that apply)

85 responses



How much time do you spend outdoors on a weekly basis?

85 responses







# User Insights from Survey and Interviews

As we sorted, we found that some common themes emerged. People seemed to be concerned with breed and age of dogs. The life history of the dog was really important to them as well. When considering adoption people are focused on costs - both adoptions fees and potential medical costs over the lifetime. Finally, they consider how well the dog will fit into their current home.



AGE



BREED



HISTORY



COSTS

# User Persona



## VALERIE BROOKS

Homebody • Free Spirit • Nurturing

Age: 27

Location: Dunwoody, Ga

Work: Elementary School

Relationship: Single

### Personality Traits

Introvert ●———— Extrovert  
Thinking —————●—— Feeling  
Sensing —●———— Judging  
Intuition ———●—— Perceiving

Valerie is a single woman working as an elementary school teacher who lives alone. She would like a companion to keep her company while she gardens or crochets. Valerie would like to adopt a dog that can keep her company so she doesn't feel so lonely. She feels like she could provide a great loving home for a pet.

“There is nothing truer in this world than the love of a good dog.”

### Needs

Needs a companion • Needs a middle age to senior dog • Dog needs to be able to get along with kids • Crate trained/house broken

### Goals

Adopts vs buy a pet • To be able to take leisure walks • Low adoption fee • To be able to take dogs to the park & restaurants

### User Pains/Frustrations

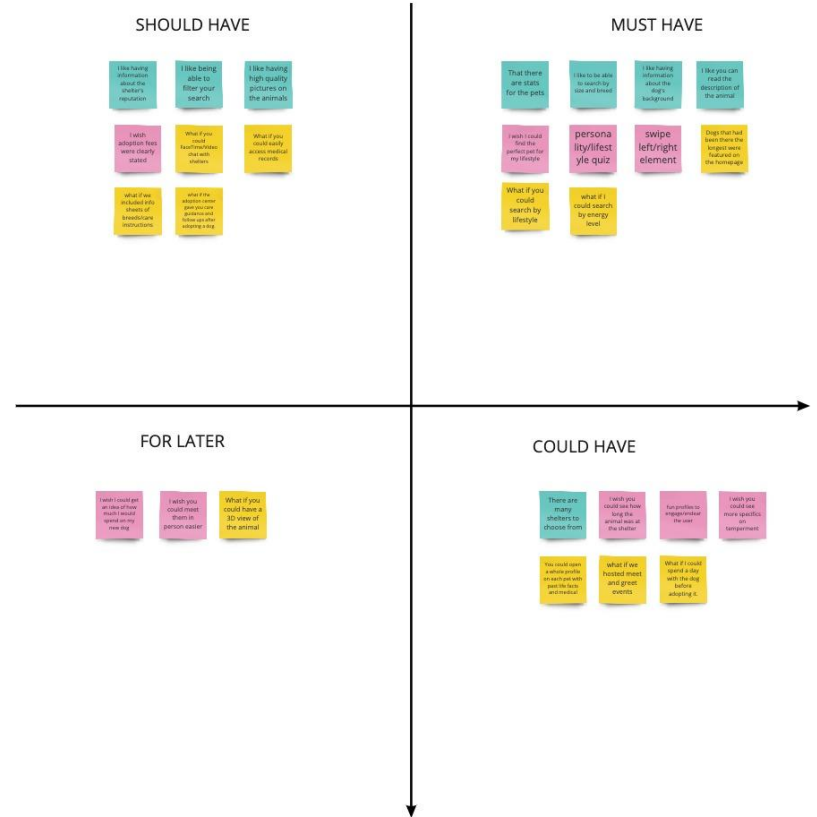
Vet Pains • Adjusting time period • Too many options • Reputable Adoption Agency • Time management & schedule • Dietary needs

# Feature Prioritization Matrix

We did an “I like, I wish, what if...” exercise and identified what we thought would be fun and effective to focus on.

Our Must Have goals are:

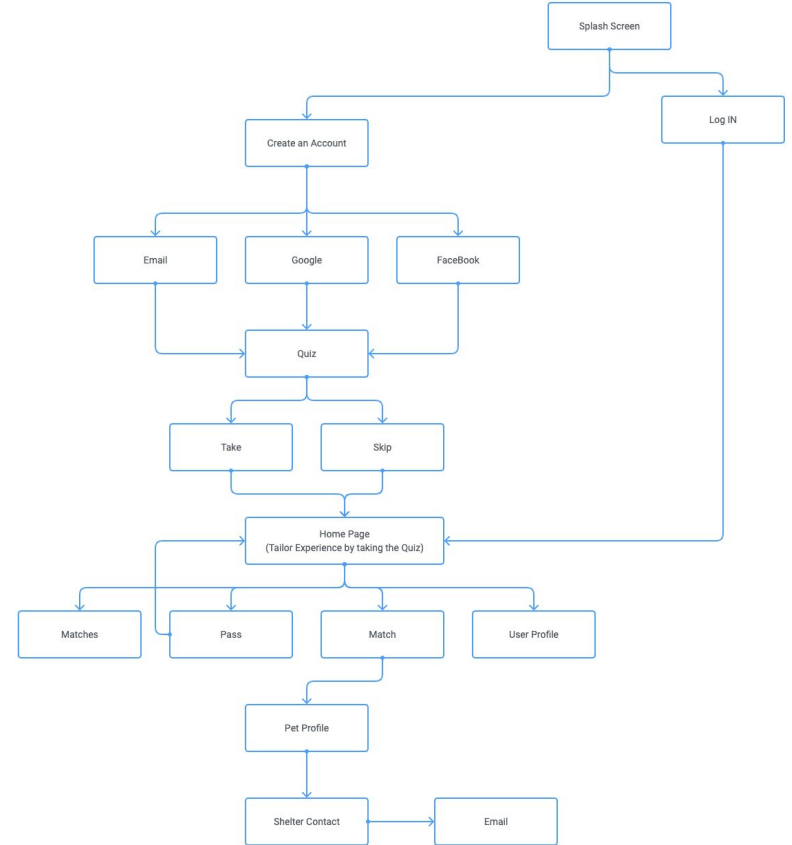
- A Lifestyle Quiz for the user
- Information about the dog’s background
- Stats about the dog
- Match/Pass model
- Filter searches by lifestyle categories and energy level



# IA - User Flow

The user's flow through the app should look something like this:

- Download app and land on Splash Screen
- Option to Create an account via email, Google, or Facebook (Login directly if a returning user)
- Then they would be asked to take a quick Lifestyle Quiz to identify their habits and environment so that we can pre-filter some options for dogs that match those parameters (they can also skip this if desired)
- After the quiz a selection of potential pets is displayed in a way that you can "Like or Pass" and view a more in depth profile
- The user also has their own profile that they can update and edit



# User Journey Map

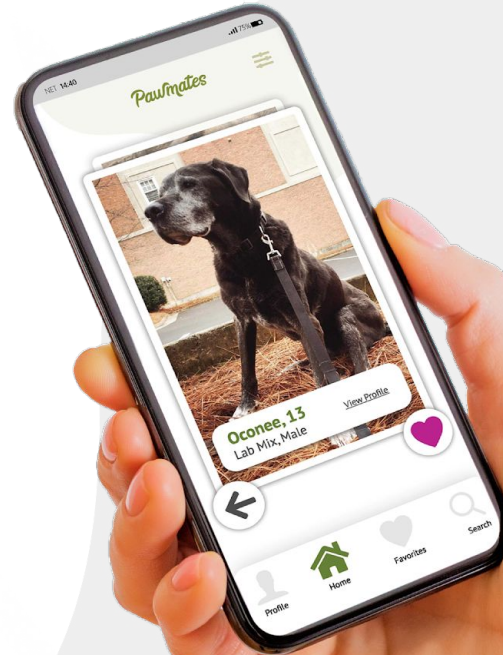
---

Our user, Valerie, is at a point in her life where she wants a companion. She would love to adopt an older dog.

She prefers to adopt versus shop and, as a teacher, needs a low adoption fee and a companion for leisurely walks and restaurant patios.

We followed her journey from downloading the app to **finding her perfect match!**

She loves the more personalized approach that Pawmates has with using the Lifestyle quiz to help filter the options available.



# *Prototyping*

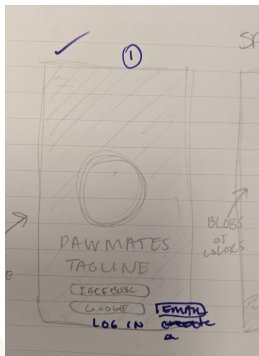


# Sketches

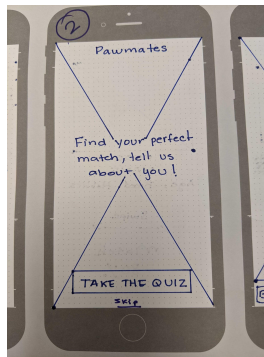
Each of us created the basic screens we felt were important to show and then decided which version we felt portrayed our concept the best.

It was neat to see how we all had a pretty unified vision with some minor tweaks.

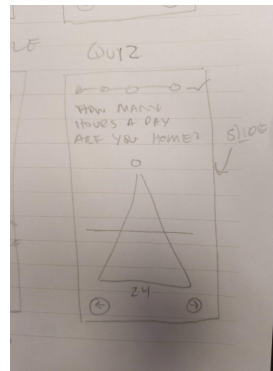
### Splash/Login



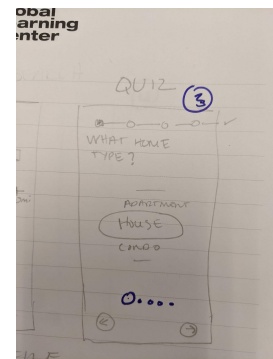
### Start Quiz



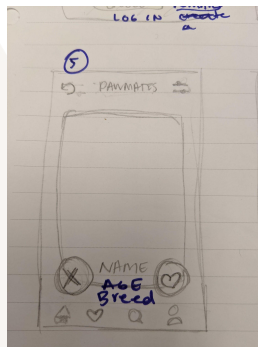
### Quiz



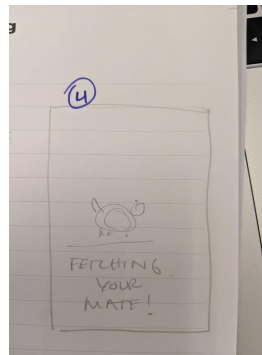
### Quiz



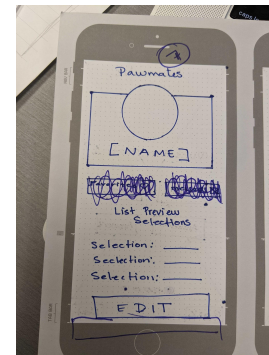
### Home Screen



### Quiz Fetching Results



### Person Profile



# Style Guide

## Logos



## Colors



HEX #4d4d4d

HEX #666666

HEX #cccccc

HEX #648023

HEX #754c24

HEX #cccc44

HEX #ffffff

## Icons 44pt



#BC1D91

## Typography iOS 11 - PT Sans

Titles 17pt Bold

Nav Links 17pt Regular

Paragraph Text 15pt Regular

Paragraph Secondary Text 13pt Regular

Tailoring pet adoption to match your life style

Tailoring pet adoption to match your life style

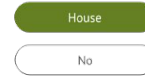
Tailoring pet adoption to match your life style

Tailoring pet adoption to match your life style

## Slider



## Buttons



## Progress Dots



## Arrows



## Accessibility

Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue
Continue	Continue	Continue	Continue	Continue	Continue	Continue



# Lo-Fidelity Prototype

While testing our prototypes we asked the user to complete 3 tasks and here are the key insights we pulled from each task:

## Take the Lifestyle Quiz

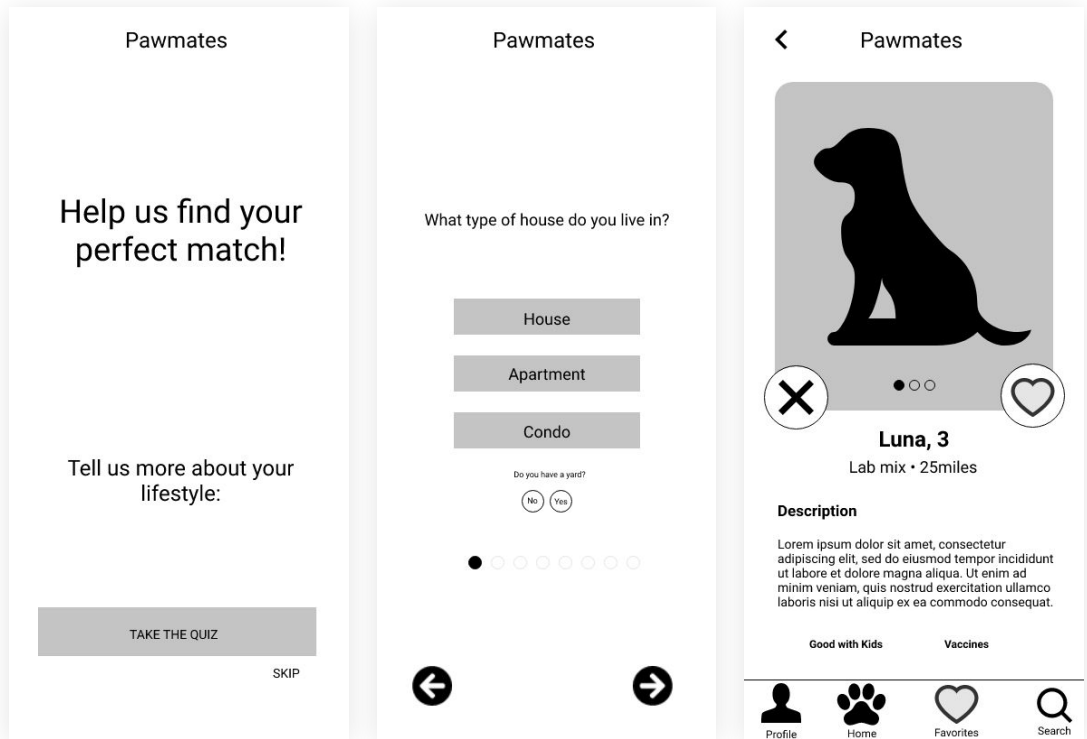
- Deactivate next button till question is answered
- Yard question (Yes/No) buttons are too small

## View Pet Profile and Like Pet

- Add “View Profile” to help guide user to profile

## Navigate to User Profile

- Create a consistent and labeled nav bar



While testing our prototypes we asked the user to complete 3 tasks and here are the key insights we pulled from each task:

### Take the Lifestyle Quiz

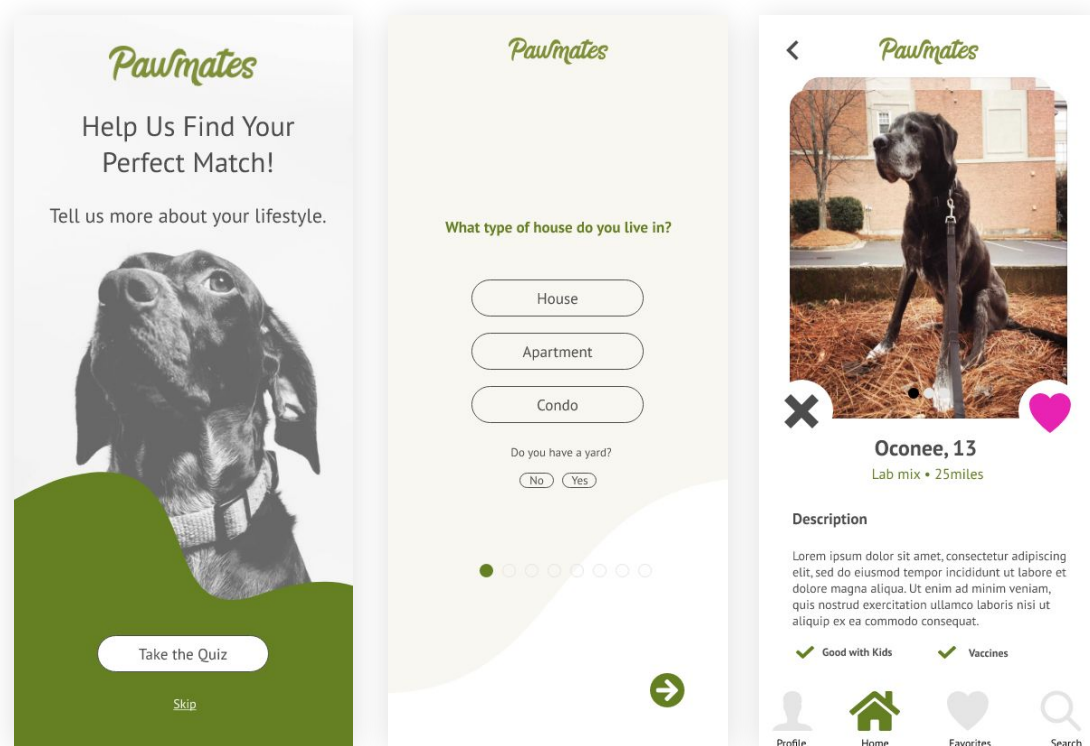
- Log-in button does not stand out, should be bigger
- Make “Have a Yard” option more visible

### View Pet Profile and Like Pet

- How does swiping work?

### Navigate to User Profile

- Separate filter option not in Person Profile

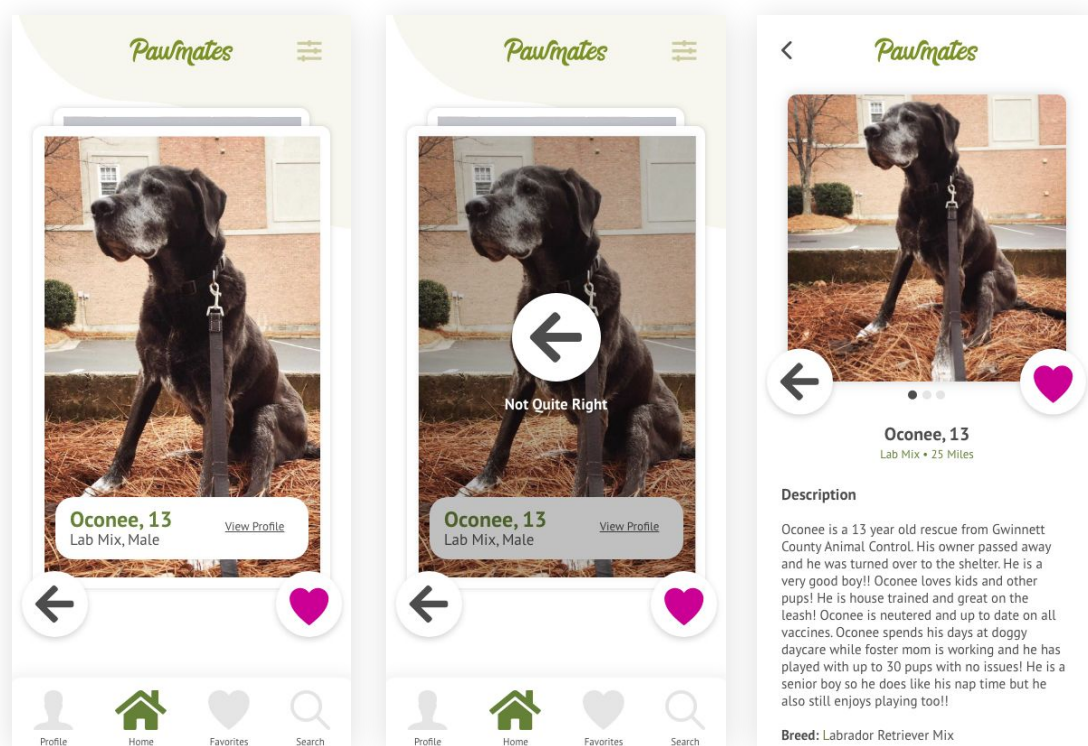


## Mid-Fidelity Prototype

**A/B Testing** - Initially we wanted to test the icon placement, but discovered some valuable insight with our final testing:

- We figured out the “X” icon was not as empathic as we wanted to portray, especially with dogs as the subject.
- Simplifying the action from swiping to just be “like” versus “pass” made the process have less of a cognitive load, especially when not all users are familiar with the swipe model
- We also discovered we needed a separate filter option for finer searching.

## High-Fidelity Prototype



# Final Thoughts

---

Using the Design Thinking Process we were able to understand the needs, wants and pain points of our potential users.

Pawmates allows our users to navigate finding a pet that fits their lifestyle best to ensure that it's a happy life-long match!

## Future Iterations - Step 2:

- Filter options
- Favorites
- Search results
- Different types of animals
- Take-Home care guide

