



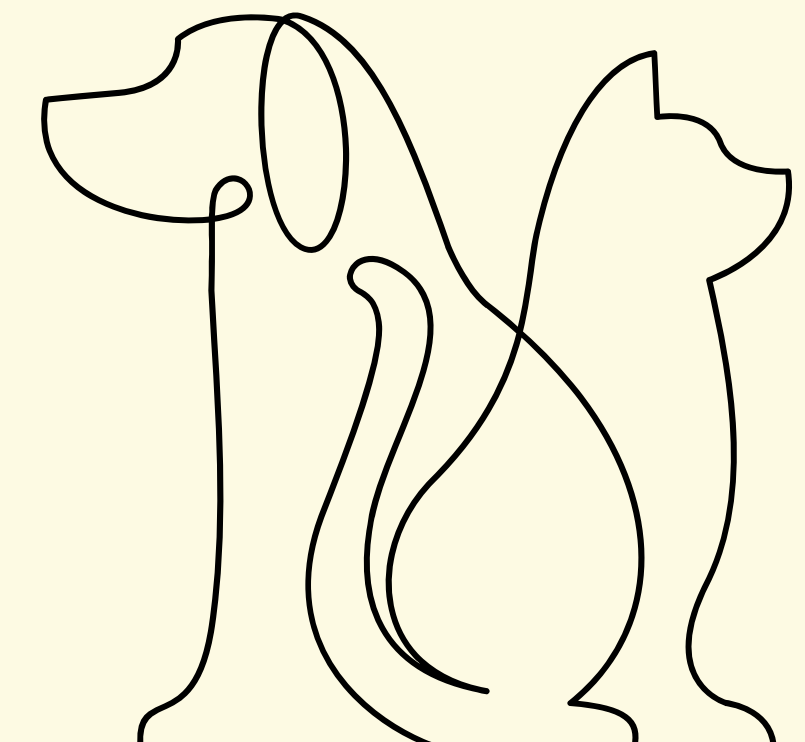
PAW PAL

Petcare App

USER RESEARCH, COMPETITION RESEARCH, MVP & USER FLOW, INFORMATION ARCHITECTURE & USER FLOWS, WIRE FRAMING.

To complete the App.

Each step brought us closer to building a user-centric solution for Pawpal pet App design that is both functional and intuitive. In this presentation, we'll take you through our journey and present the final product we have developed.





User Research

App Design For PetCare

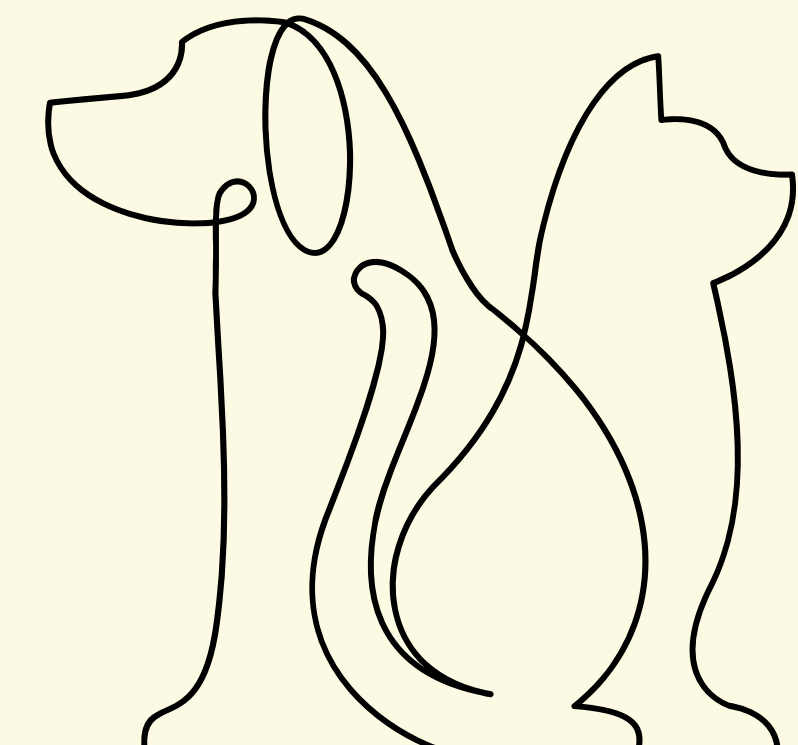
PAWPAL

Petcare App

Exploring how both Pet Lover and Pet Care taker provider use Pawpal App

TG:

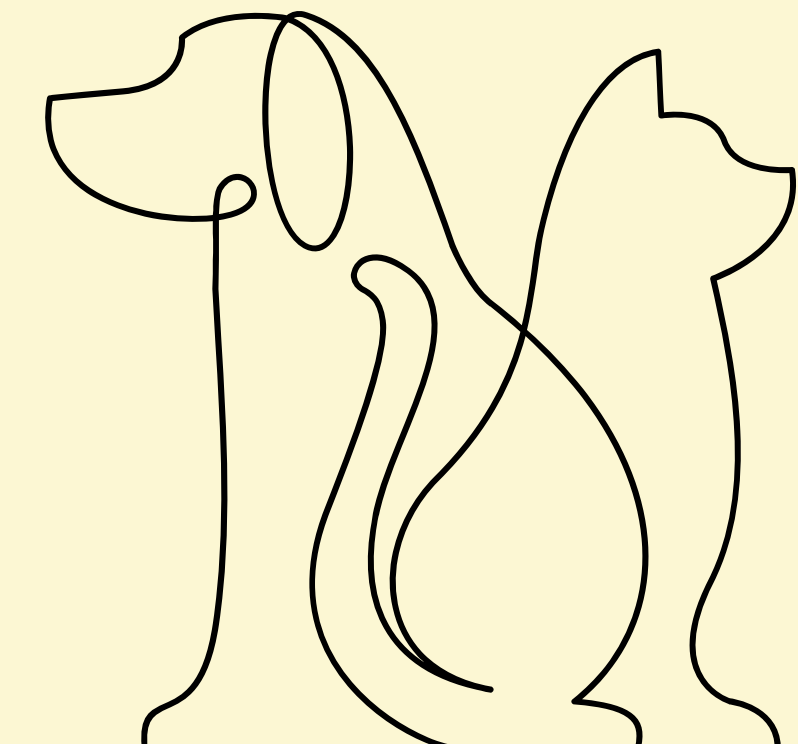
Employee, College Students, Housewives, Parents, Blue Collar, Red Collar, And White.





Problem Statement: User Experience Design

How might we empower pet owners to ensure their pets' health and activity? (by, say providing them with the knowledge, tools, and community support needed to monitor pet activity, maintain pet health, and share advice and experiences)



User Research





User Research

The main goal of our research is to dig deep into what pet owners truly need and want when it comes to managing their pets' health. We're aiming to understand their challenges, preferences, and any frustrations they face. With these insights, we want to build an app that not only helps pet owners stay on top of their pets' health but also gives them the knowledge, tools, and community support they need to feel confident and proactive.

Questions to Answer for the Problem Statement -

To address our central question—"How might we empower pet owners to ensure their pets' health and activity?"—we're focusing on a few key areas:

- What specific challenges do pet owners commonly encounter when managing their pets' health?
- Which health metrics or app features do they value the most?
- What methods are pet owners currently using to track their pets' health?

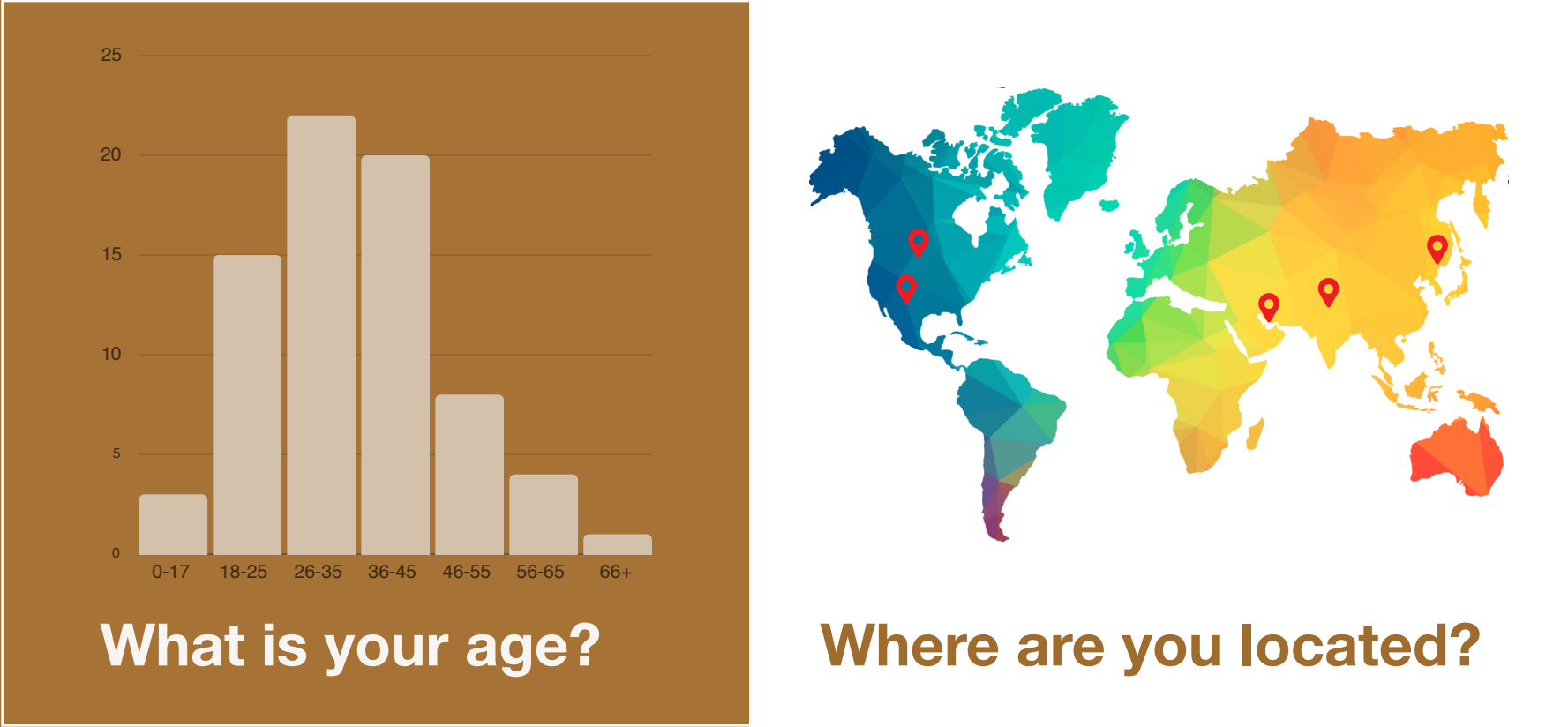
How tech-savvy are they, and how comfortable do they feel with using an app for this purpose? These questions will help us tailor the app to address real concerns and priorities for pet owners.

Use of Surveys in the Research

We're using a survey to get direct input from a wide group of pet owners. By reaching out to a broad audience, we can better understand common patterns in how people manage their pets' health, which features they'd find useful, and where their main challenges lie. The survey is designed with clear, closed-ended questions to keep responses objective and reduce any bias. This approach allows us to gather meaningful insights and trends that will guide us in designing an app that genuinely meets users' needs and makes a real difference in their daily lives.

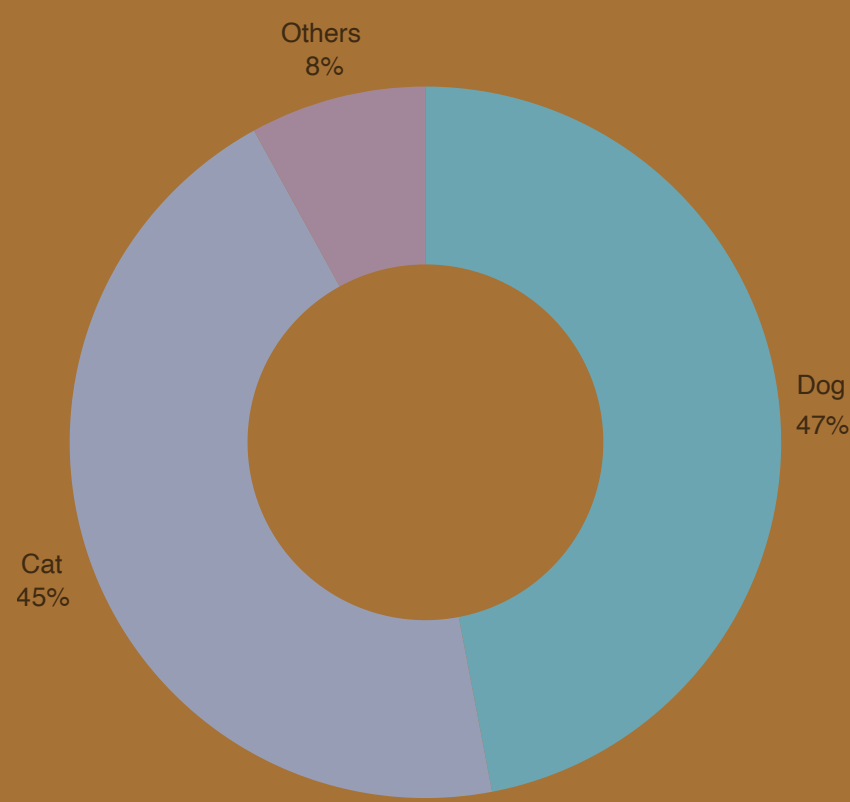
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Survey Results 1 74 Responses

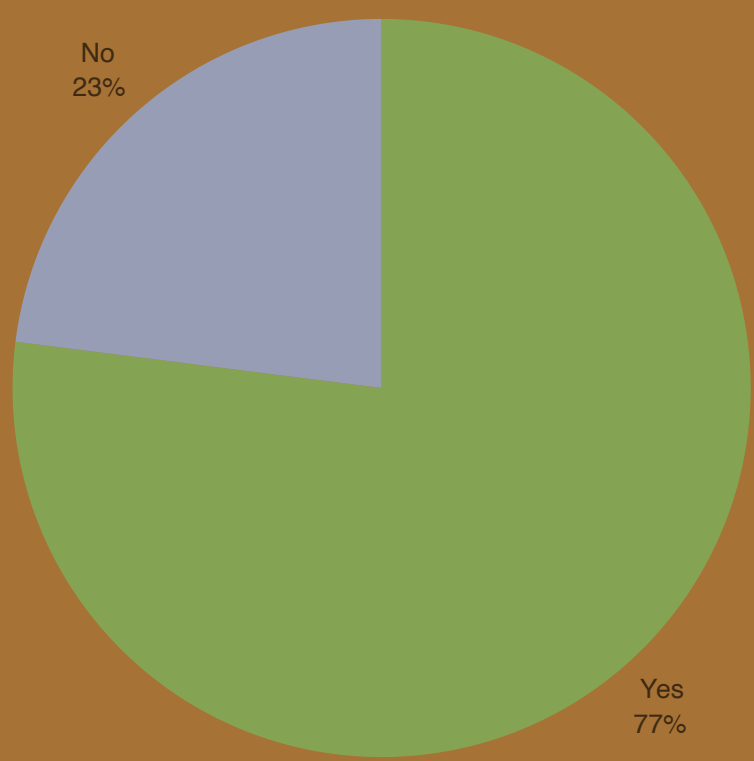


Survey Results 2

What type of pet(s) do you own?

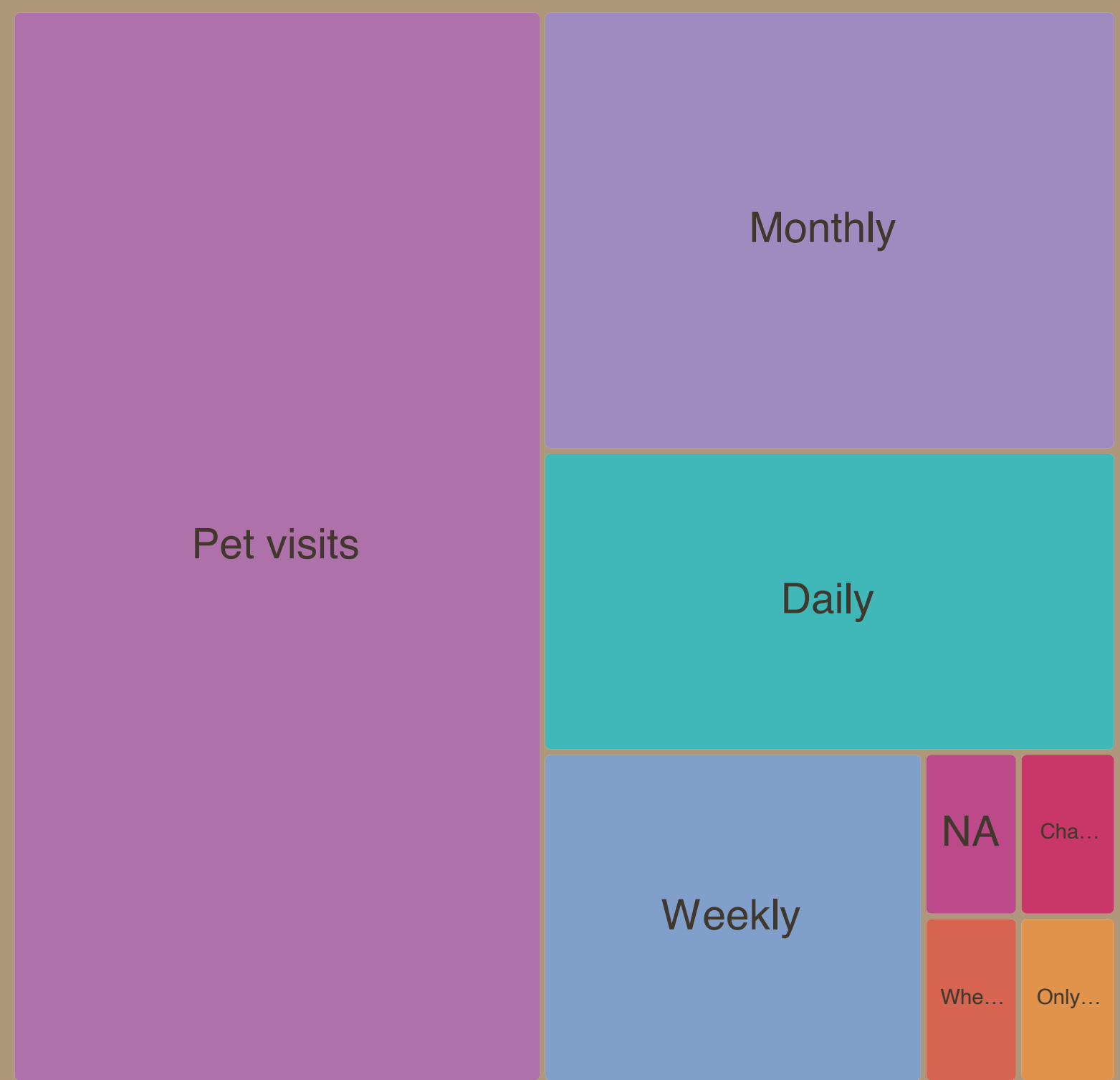


Are you a first time pet owner?



Survey Results 3

How often do you update or log your pet's health details?



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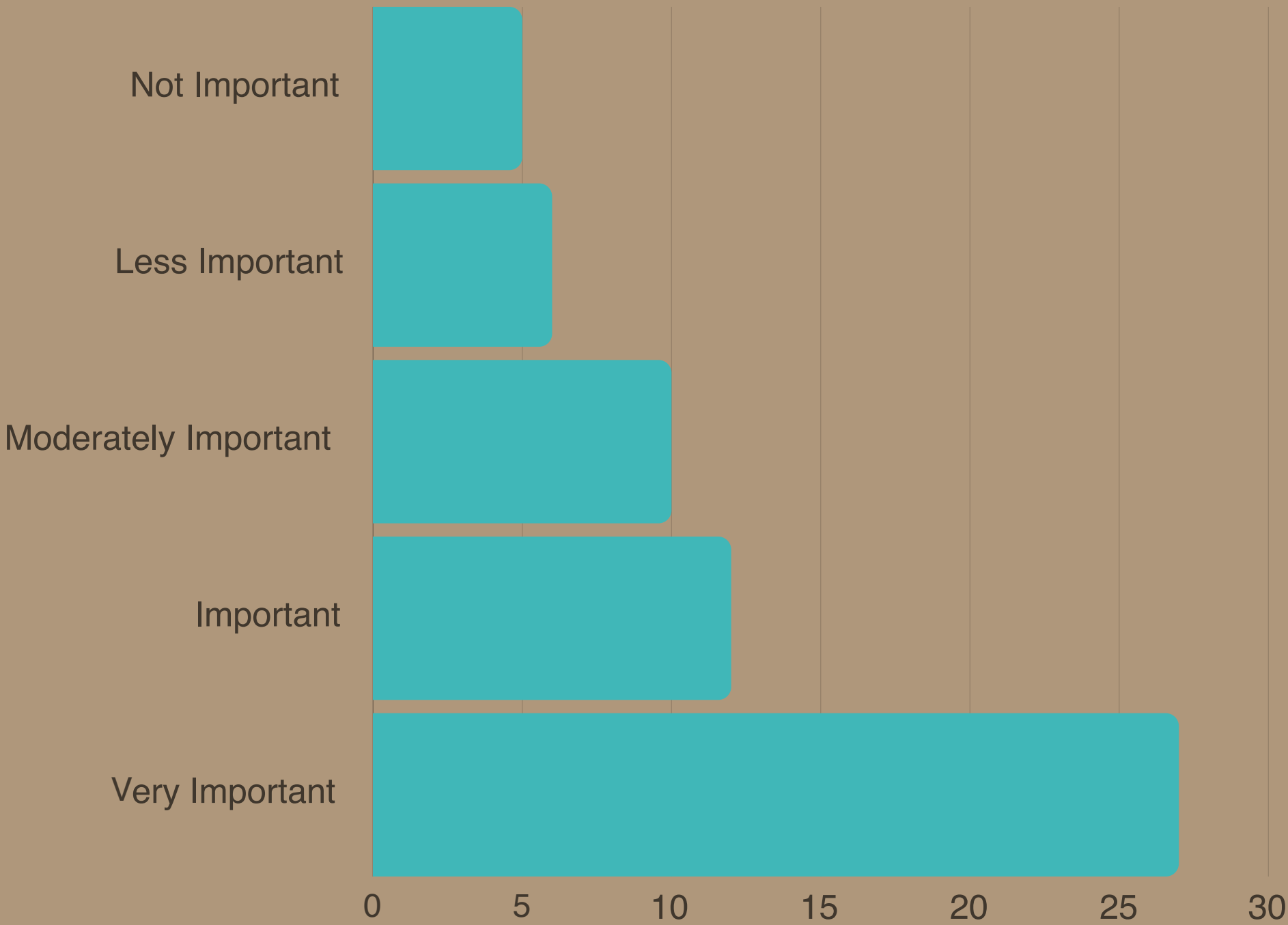
Survey Results 4

What is your biggest challenge in managing your pet's health?



Survey Results 4

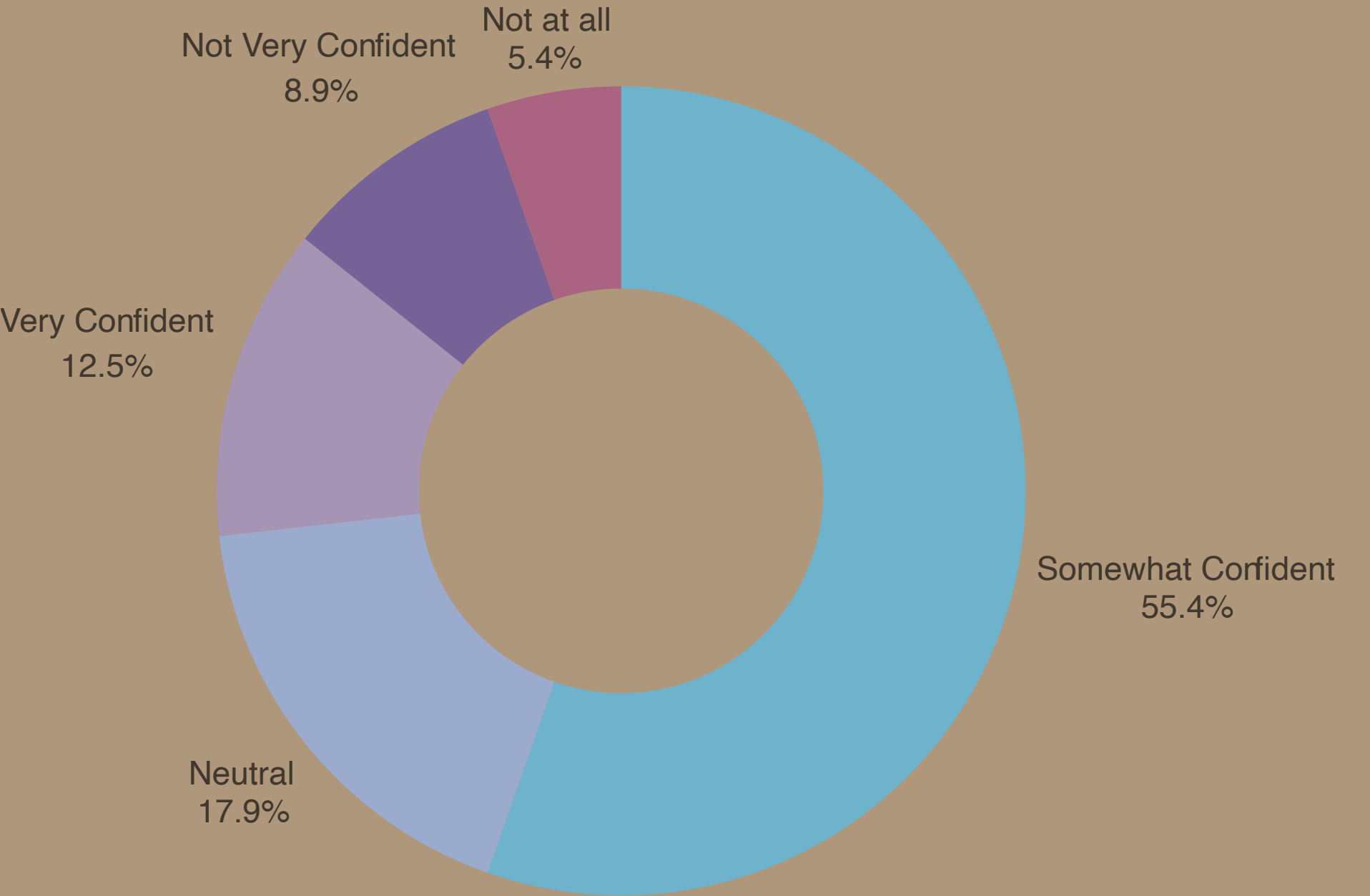
How important is it for you to have reminders for vet visits, vaccinations, and medications in an app?



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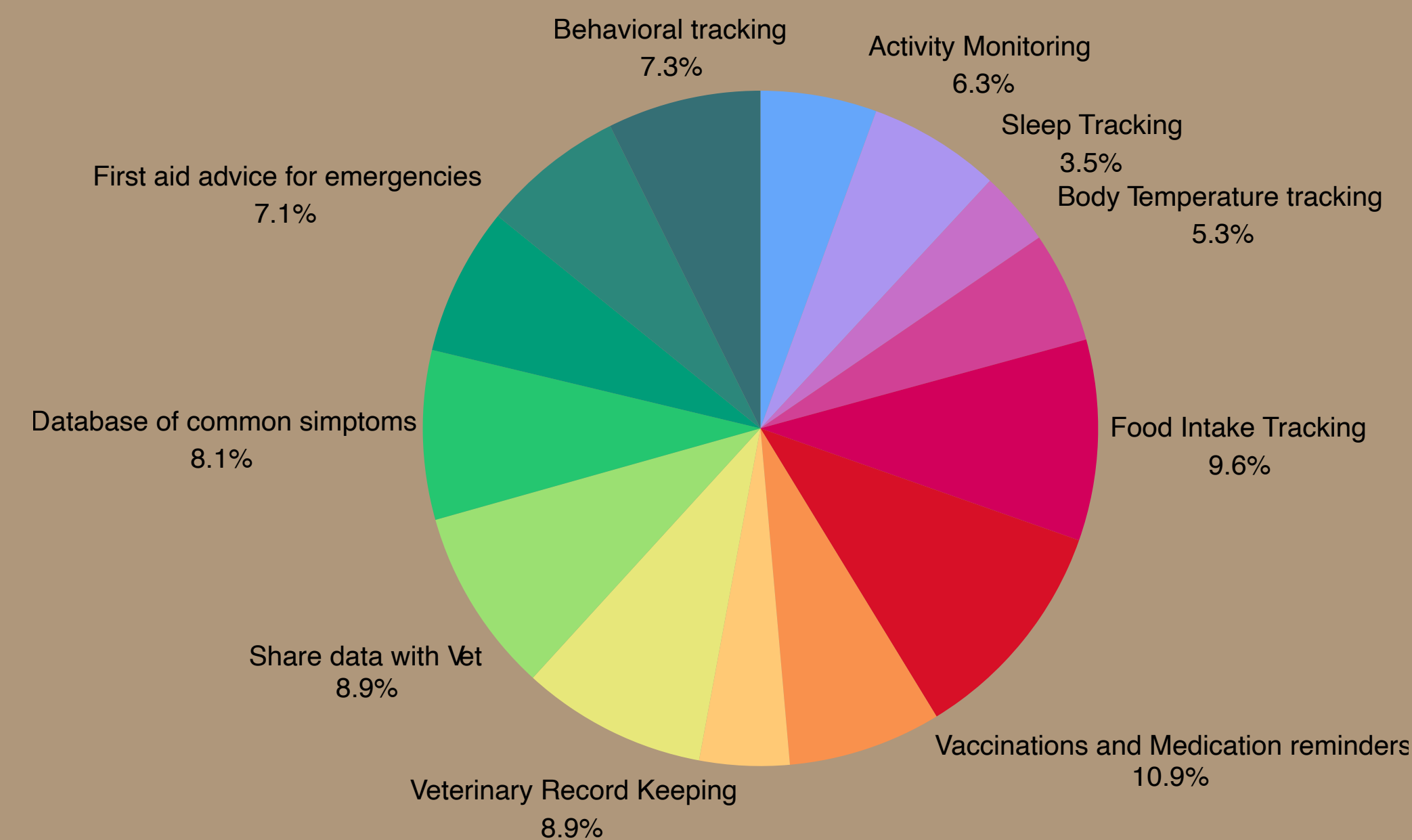
Survey Results 5

How confident are you in identifying early signs of health issues in your pet?



Survey Results 6

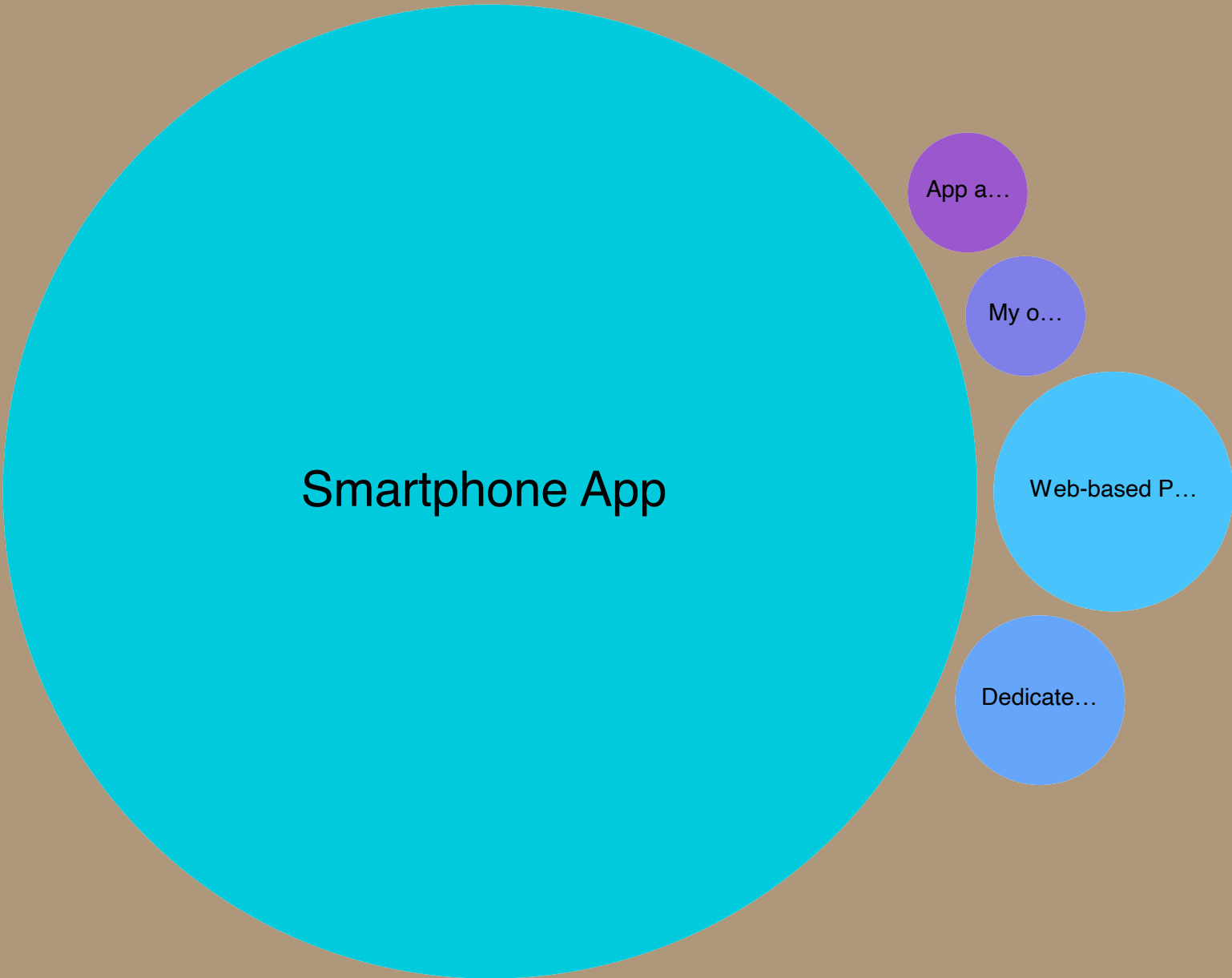
Which of the following features would you find most beneficial in a pet health tracker?



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Survey Results 7

What is your preferred method for interacting with the tracker?



Survey Conclusions

Most Common Reported Challenges



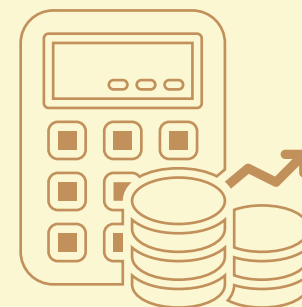
Preventative Health

Preventive care features are highly valued



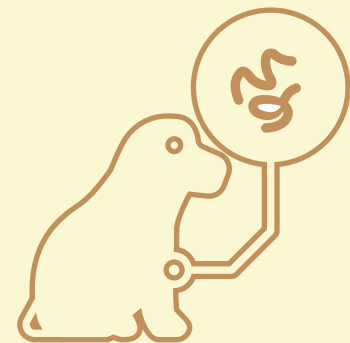
Exercise/ Stimulation

Interest in activity monitoring



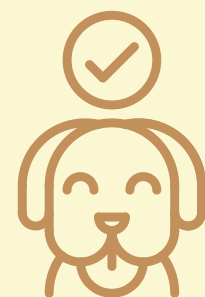
Managing Expenses

Concerns over health management costs



Unusual Symptoms/ Diagnosing

Desire for symptom evaluation and advice



Making Pet Happy

Focus on community support for pet happiness



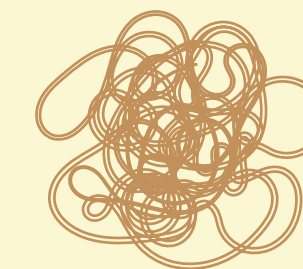
Specialty Medical Problems

need for specialized health support



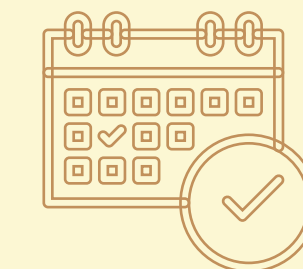
Grooming

grooming reminders suggested



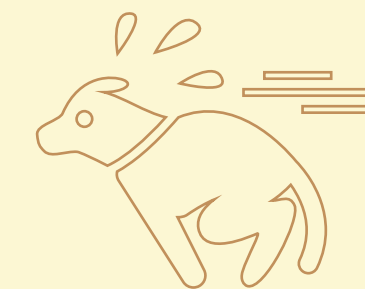
Anxiety/Stress When Unwell

Interest in support for pet anxiety



Keeping Up with Appointments

Importance of appointment reminders



Pet Escaping

Need for safety tracking features



Survey Conclusions

USER NEEDS:

Health Tracking: Users want to monitor various aspects of their pets' health, including vaccinations, vet appointments, and overall well-being. Preventive Care: There is a strong emphasis on preventive health measures, indicating a desire for features that support regular health maintenance. Activity Monitoring: Users are interested in tracking their pets' activity levels to ensure they remain engaged and healthy. Community Support: Many respondents expressed a desire to connect with other pet owners for advice and share experiences.

USER PREFERENCES

User-Friendly Technology: Respondents prefer apps that are easy to set up and do not require extensive technical knowledge. Customizable Reminders: Users appreciate features that allow them to set reminders for various health-related tasks, such as medication schedules and vet visits. Educational Resources: Access to informative content regarding pet care, nutrition, and early health signs is highly valued. Integration with Existing Tools: Some users want their health tracking app to integrate with existing veterinary records and other tools.

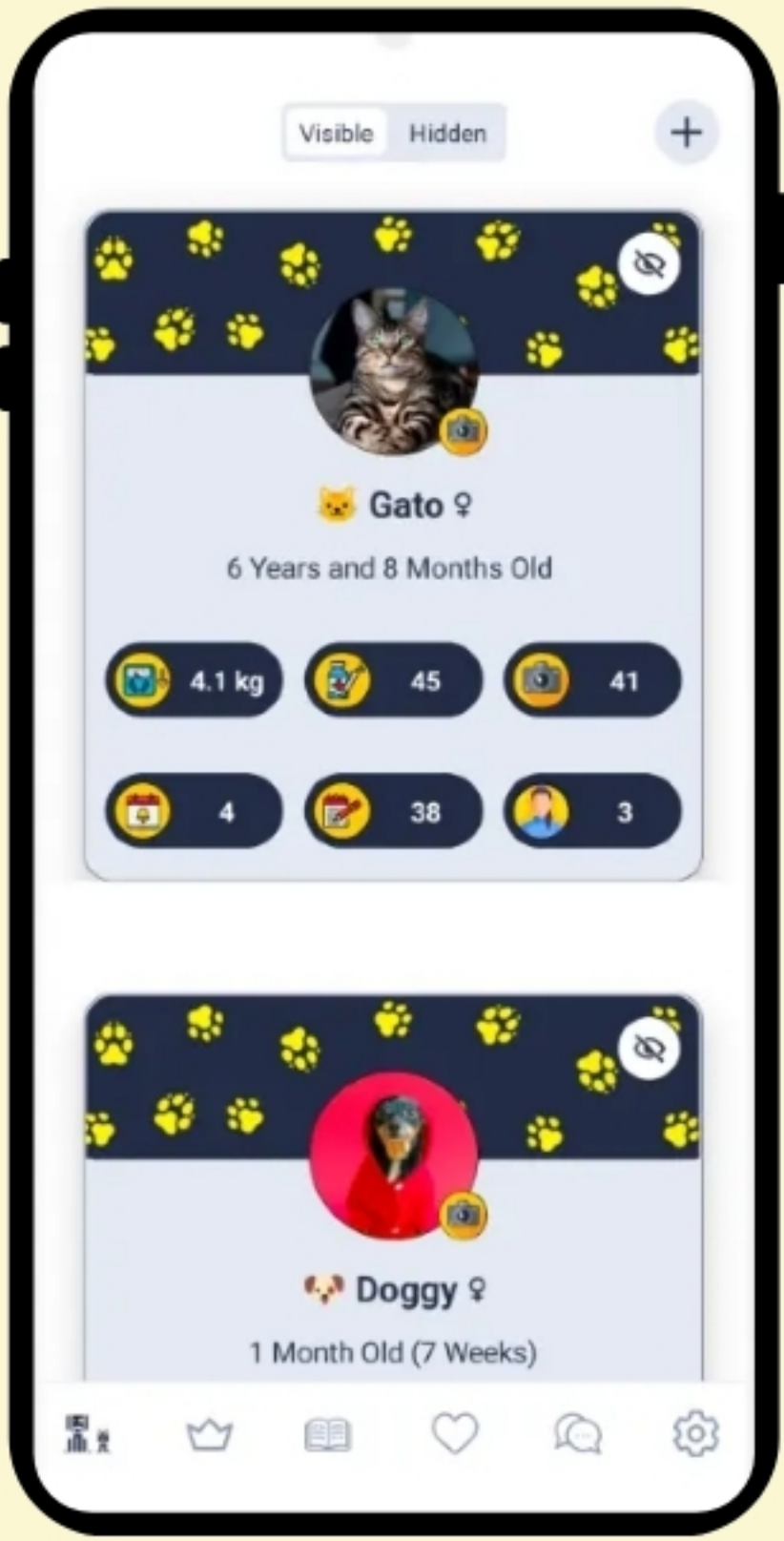
PAIN POINTS

Time Management: Many users struggle to keep track of their pets' health due to busy lifestyles, leading to missed appointments and unmanaged health data. Lack of Reliable Information: There is a concern about the availability of reliable resources for pet care, indicating a need for credible information within the app. Difficulty Identifying Health Issues: Users feel uncertain about their ability to recognize early signs of health problems in their pets, highlighting the need for educational features. Inconsistent Record Keeping: Busy schedules often lead to inconsistent tracking of health data, which can affect the quality of care provided to pets.



Competition Research

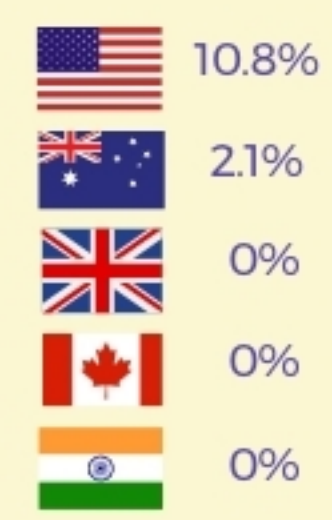
Pet Care Tracker



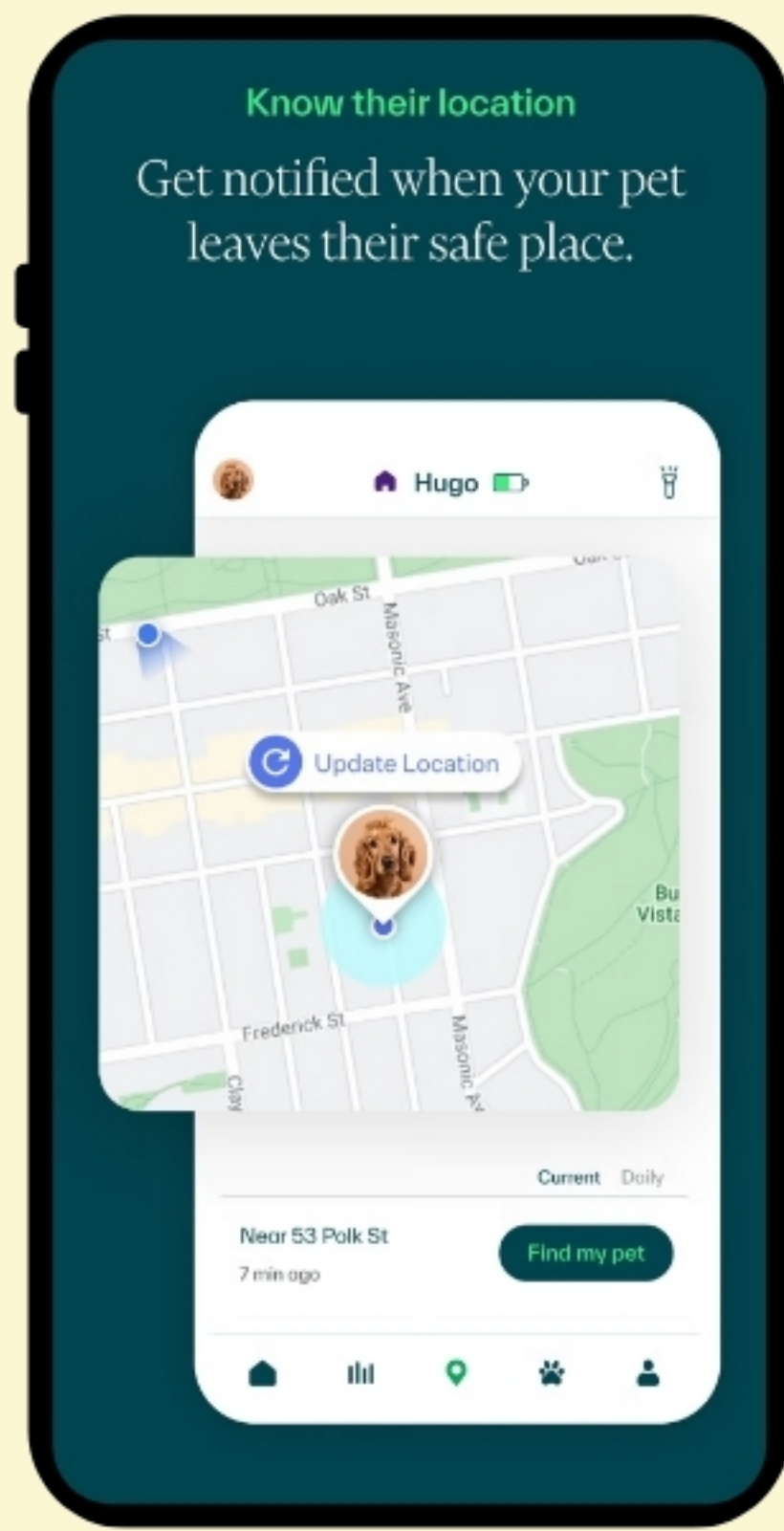
User base:

Primarily pet owners seeking a free, user-friendly platform to manage their pets' health and activities.

Key Geographies:



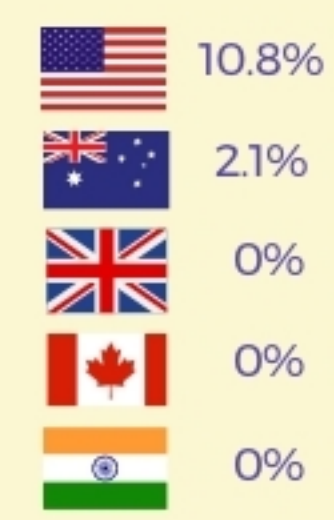
Whistle



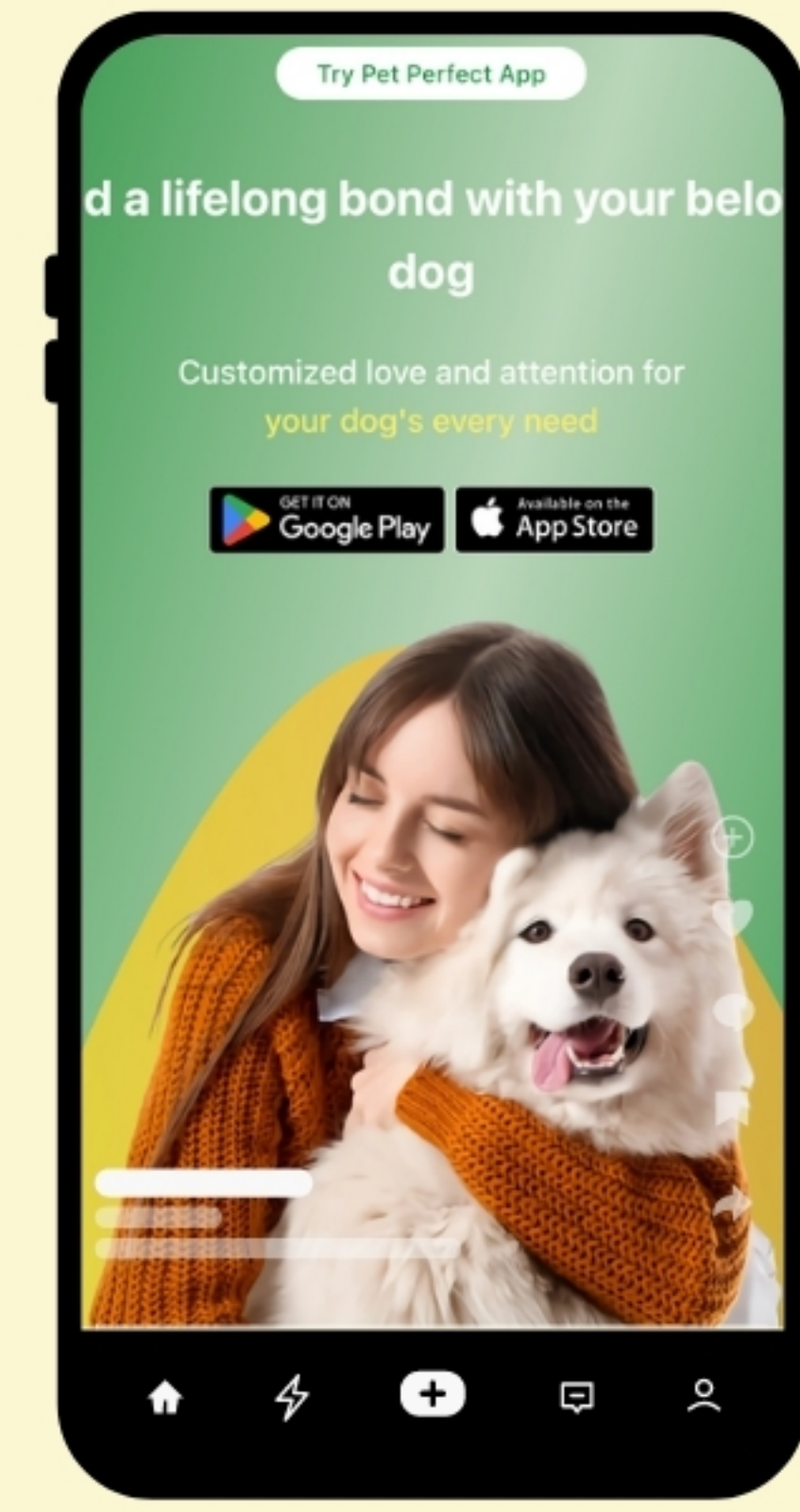
User base:

Pet owners interested in advanced health-monitoring and GPS-tracking for their pets.

Key Geographies:



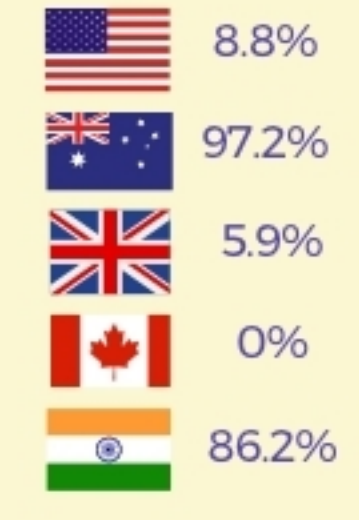
Pet Perfect



User base:

Pet owners focused on health management and education, seeking organized health data and expert guidance.

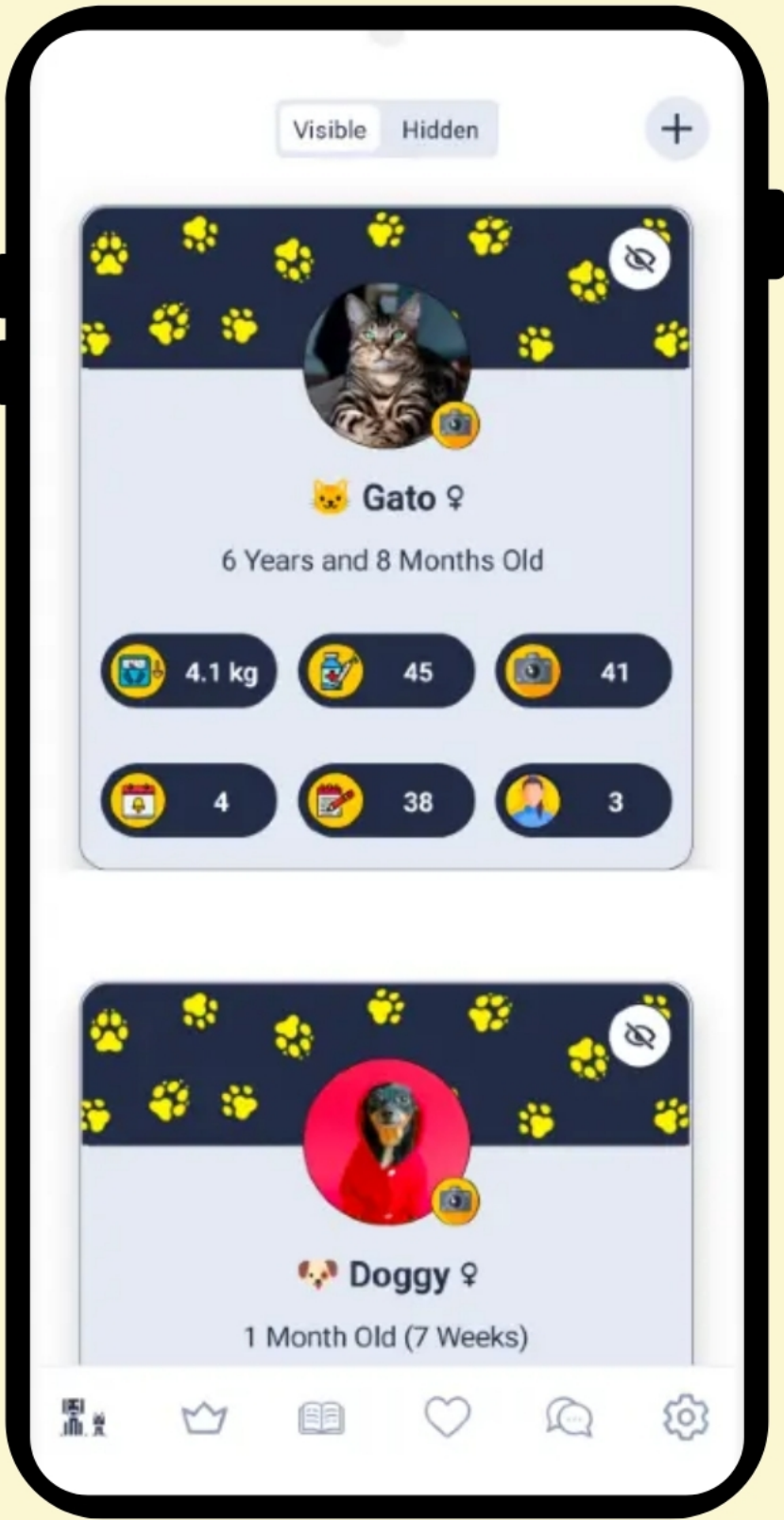
Key Geographies:





Audit | Product 01

Pet Care Tracker



Core Features:

- Activity tracking
- Health records
- GPS tracking
- Emergency information
- Community features

User Experience

- Vibrant and engaging app interface
- Some users find it slightly overwhelming

Market Positioning

- Comprehensive tracking and community support
- Appeals to tech-savvy pet owners

Strengths

- Robust activity tracking
- Community features foster engagement

Weaknesses

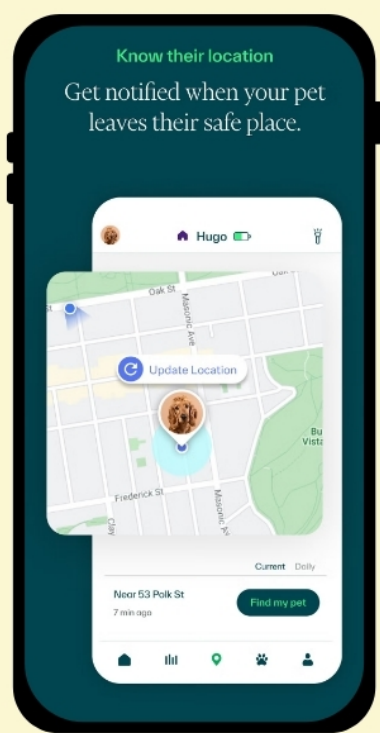
- Limited GPS tracking capabilities
- GPS accuracy issues noted by users
- Some features may feel overwhelming

Target Audience

- Active pet owners interested in monitoring behavior
- Community-oriented pet lovers

Audit | Product 02

Whistle



Core Features:

- GPS tracking
- Activity monitoring
- Health records
- Smart alerts
- Pet community

User Experience

- Professional and clean design
- Intuitive navigation
- Engaging visuals

Market Positioning

- Strong emphasis on GPS tracking and activity monitoring
- Appeals to owners looking for safety and health tracking

Strengths

- Reliable GPS tracking
- Large user base and positive reputation

Weaknesses

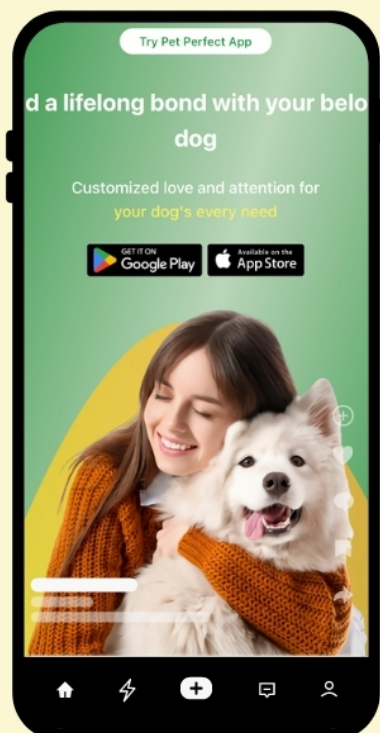
- Battery life concerns with GPS devices
- Some users report device reliability issues

Target Audience

- Safety-conscious pet owners
- Users looking for comprehensive tracking solutions

Audit | Product 03

Pet Perfect



Core Features:

- Health tracking (vaccinations, vet visits)
- Pet profiles
- Reminders for medications
- Educational resources

User Experience

- Clean, modern website
- Intuitive navigation
- Educational focus enhances user engagement

Market Positioning

- Focus on health management and education
- Appeals to pet owners seeking organized health data

Strengths

- Excellent educational resources
- User-friendly interface

Weaknesses

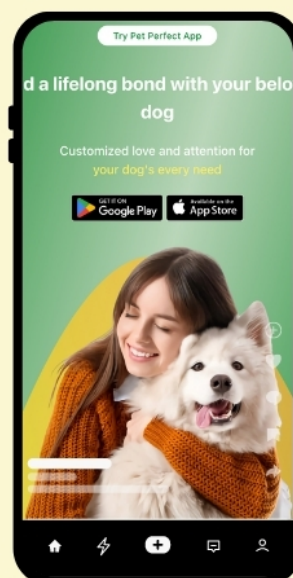
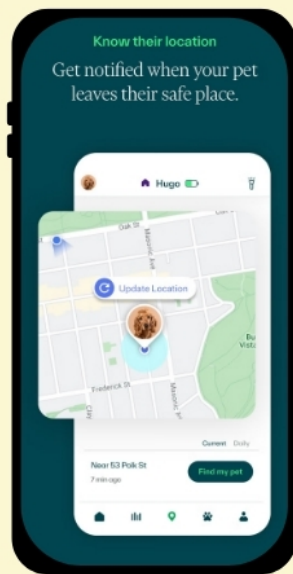
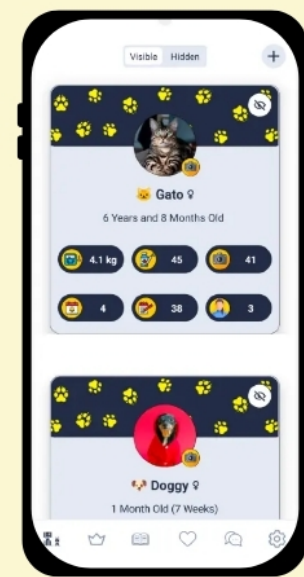
- Limited GPS tracking capabilities
- May lack some advanced tracking features

Target Audience

- Pet owners focused on health and wellness
- Those seeking reliable health tracking

Conclusion:

Pet Perfect is ideal for those prioritizing health management, Dog Cat Appcaters to community-oriented users who enjoy tracking, and Whistle appeals to those seeking reliable GPS tracking for their pets. These insights show how essential it is to include educational resources, flexible health tracking options, and a sense of community in the app's design.



Dog Cat App Focused on community features and activity tracking, this app attracts pet owners who want to engage with other pet owners. This insight indicates that social or community features could add value, allowing users to share experiences and tips.

Whistle Known for reliable GPS tracking and activity monitoring, Whistle serves safety-conscious pet owners. This competitor's success with tracking suggests that robust location and activity tracking features would be valuable in enhancing the app's appeal.

Pet Perfect Strong in health management and educational content, appealing to pet owners who prioritize organized health records and learning resources. This competitor's emphasis on user-friendly design suggests that simplicity and educational resources should be integral to the MVP.



Persona: 1



Monica Developer

Age: 30

Occupation: Developer

Location: Bangalore, India

Demographics: Bachelor's in Computer Science

Family Status: Married

Pets: 1 (Labrador Retriever)

“I want Zoro to live a long and happy life. Given my busy schedule,I need an app that makes it easy to manage his health without added hassle.”a

Monica is a busy marketing manager balancing work, social commitments, and household responsibilities. Her Labrador, Zoro, plays a vital role in her life. Health-conscious, Monica prioritizes preventive care for her pets, opting for natural, well-balanced food to ensure their well-being. A frequent smartphone user, she values tools that help her save time and stay organized. Monica is keen to monitor Zoro's health and wants to recognize when symptoms are serious enough to require immediate intervention.

Bio

Track vaccinations, vet appointments, and daily habits for pet well-being. Monitor health trends to catch issues early. Streamline routines for medication, diet, and grooming. Access educational resources on pet nutrition and health.

Preferred features

Customizable reminders for vet visits, vaccinations, grooming, and medication.
Health tracking metrics (weight, activity, eating habits, body temperature).
Integrations with pet wearables for real-time monitoring.
Educational articles and tips for her pet's breeds.
Secure cloud storage for health records.
Community forum for sharing experiences and advice.

Motivation

Peace of mind regarding pet's health.
Convenient management of all pet tasks.
Community connection for advice and support.
Enhanced knowledge of pet care and health warning signs.

Pain Point

Managing pet expenses.
Missing important health appointments.
Difficulty tracking health data (weight, food intake, mood).
Limited reliable pet care resources.
Inconsistent record-keeping due to a busy lifestyle.

Device Use: Smartphone **Tech Proficiency:** High



Empathy Map:

Monica



Should I go out again or is that too much? How can I get her to lose weight? She always seems hungry. Why has Luna been hiding under the bed in the mornings? She never used to do that. Do I need to put out more water dishes or get her something to climb on?



Feeling a little guilty for staying out so late, I hope Luna isn't too bored. I really need to get Luna to the vet but no idea how to do that until next month when things finally calm down. Then how am I supposed to give this cat a pill for two weeks?



::Cat sits on his lap:: This isn't affection, this is a hostage situation (joking) You know how dog people keep getting cakes that look just like their dog and then eating them? You don't see cat people doing that. Does this medication come in liquid form?



Leave different toys out or treats hidden in places for Luna to find while he's gone Talk to his cat while watching horror movies Debate where a photo with Luna should appear on his dating profile Google different behaviors he notices to see if Luna is happy Buy a collar with tracking in case Luna go outside

Persona: 2



Roger Marketing Exec

Age: 35

Occupation: Marketing Exec

Location: Andheri, Illinois

Education: MBA

Family Status: Single

Pets: 1 Siamese cat, Luna

“Luna is family, and as a busy professional, I want to ensure her safety and happiness even when I’m away. Tracking her activity and health helps me meet her needs and provides peace of mind.”

BIO A tech-savvy sustainability consultant, leads a fast-paced life in a bustling city while managing work, social events, and his dog, Luna. He seeks innovative solutions to simplify their lives, ensuring Luna stays healthy and engaged while he’s busy.” Luna is family, and as a busy professional, I want to ensure her safety and happiness even when I’m away. Tracking her activity and health helps me meet her needs and provides

Goal

- Priorities Luna’s safety and location tracking when away.
- Ensures the best care with regular check-ups and a balanced diet.
- Seeks convenient monitoring of Luna’s activity and health from anywhere.
- Wants to connect with local pet owners for tips and experiences.

Preferred features

- Customisable reminders for vet visits, vaccinations, grooming, and medication.
- Health tracking metrics (weight, activity, eating habits, body temperature).
- Integrations with pet wearables for real-time monitoring.
- Educational articles and tips for her pet’s breeds.
- Secure cloud storage for health records.
- Community forum for sharing experiences and advice

Motivation

- Ensure Luna’s health, safety, and well-being.
- Provide Luna with a fulfilling, active lifestyle.
- Simplify and streamline pet care routines to save time.
- Connect with a community of pet lovers.

Pain Point

- Ethan seeks an easy-to-set-up, user-friendly app that requires no extensive technical knowledge.
- He wants accurate, actionable insights into Luna’s health and early alerts for potential issues, such as behavior or activity changes.
- He needs a reliable system to remind him about medication, vaccinations, and upcoming

Device Use: Smartphone
Tech Proficiency: High

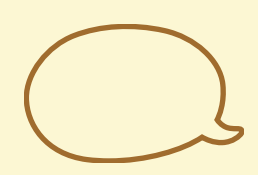


Empathy Map:

Roger



- Should I go out again or is that toomuch?
- How can I get her to lose weight?
- She always seems hungry.
- Why has Luna been hiding under the bed in the mornings? She never used to do that.
- Do I need to put out more water
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- Does this medication come in liquid



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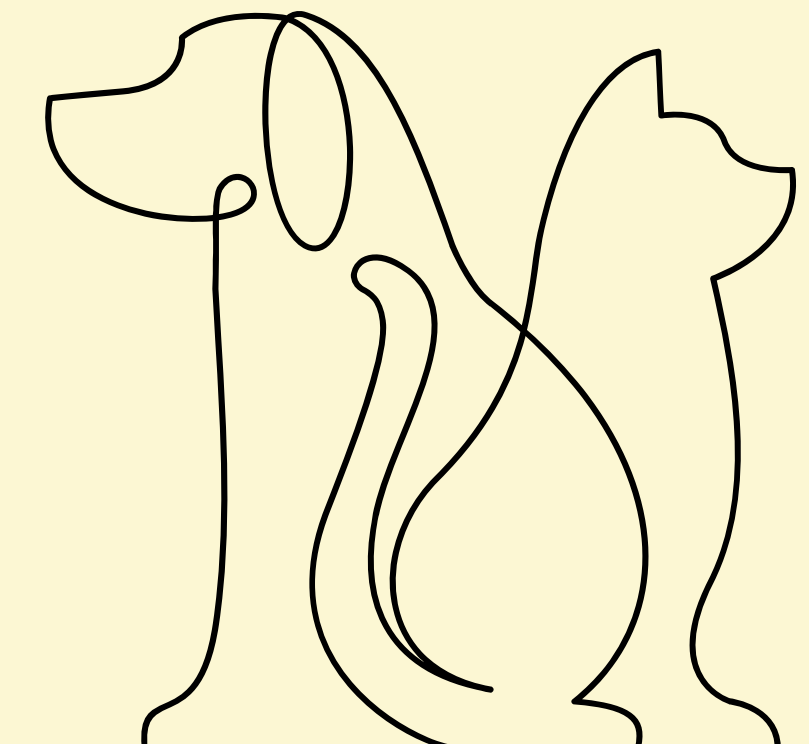


- Leave different toys out or treats hidden in places for Luna to find while he's gone.
- Talk to his cat while watching horror movies
- Debate where a photo with Luna should appear on his dating profile
- Google different behaviors he notices to see if Luna is happy
- Buy a collar with tracking in case Luna got outside



MVP & User Flows

Based on our research and how people actually use their phones for things like calendar reminders, it made the most sense to focus on the mobile app for user flows. By designing all the flows for mobile at this stage, we can keep everything consistent and cohesive, which is key to making the experience smooth and user-friendly.



MVP Phase One —

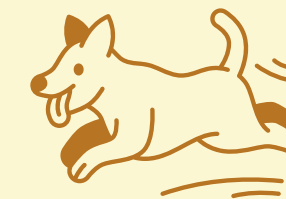


Health Tracking

- Helps pet owners stay organised by consolidating critical health information in one place.
- Reduces the risk of missed vaccinations or doses, ensuring pets remain healthy and compliant with veterinary recommendations.
- Promotes proactive healthcare for pets by sending timely reminders.

User Story

“I want to receive reminders for my pet’s vaccinations and medications so that I can ensure my pet stays healthy and up-to-date with their care.”

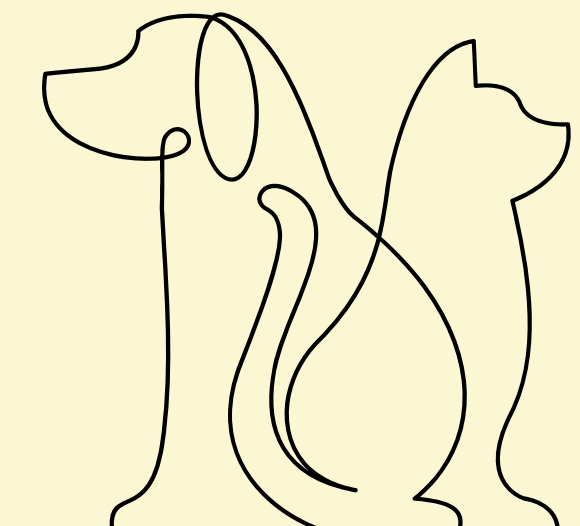


Activity Monitoring

- Provides insights into pet health by tracking activity levels, diet, and behavioral patterns.
- Enables owners to detect potential health issues early (e.g., sudden inactivity or changes in behavior).
- Helps promote a balanced and active lifestyle for pets, particularly for breeds that require consistent exercise.

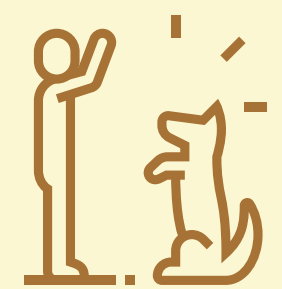
User Story

“I want to monitor my pet’s daily activity and diet so I can ensure they are maintaining a healthy and active lifestyle.”





MVP Phase One —

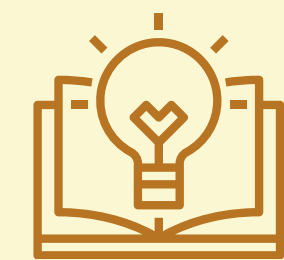


Training Module

- Supports pet owners in training their pets effectively, reducing behavioral challenges.
- Encourages bonding between pets and their owners through guided training practices.
- Addresses common pet issues like leash training, barking, or housebreaking.

User Story

“I want step-by-step training modules for my pet so that I can improve their behaviour and strengthen our bond.

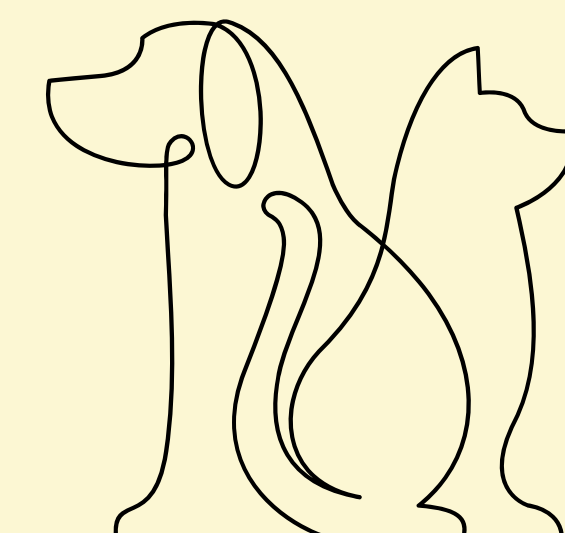


Educational Content (Research Library)

- Provides pet owners with reliable and easily accessible information about pet care, health, and behavior.
- Helps new pet owners understand the basics of pet care, preventing common mistakes.

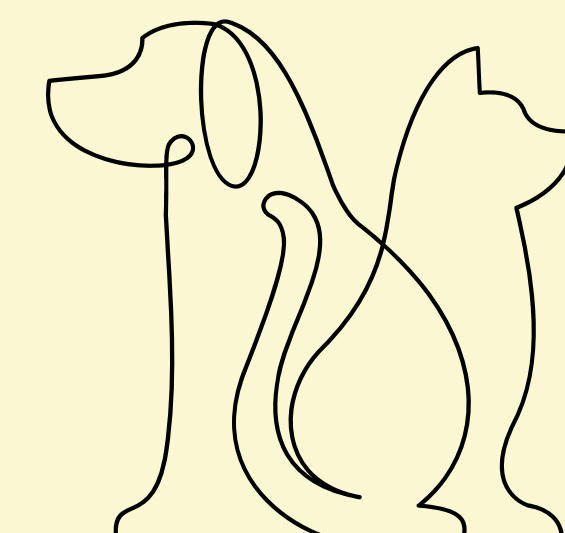
User Story

“I want access to a research library so that I can find trustworthy information about my pet’s health and behavior when needed.





Information Architecture & User Flows

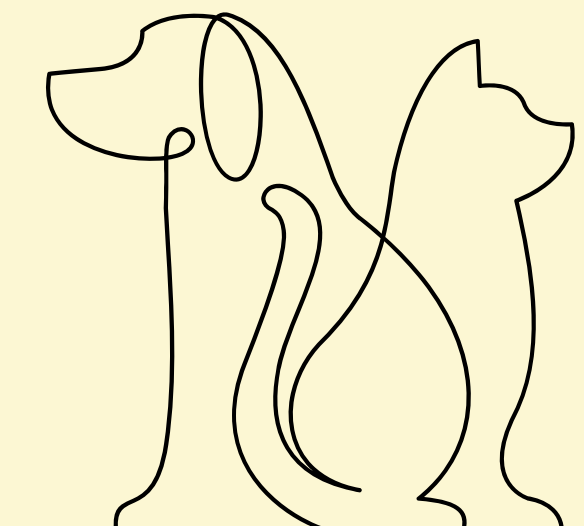




Information Architecture Overview

We've focused on making the Information Architecture clear and easy to use, logically grouping features so that both new and experienced users can navigate the app effortlessly.

The structure meets users' immediate needs while being flexible enough to accommodate future additions.

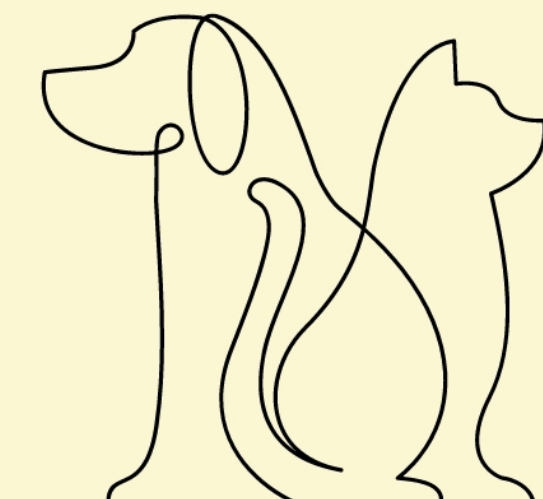
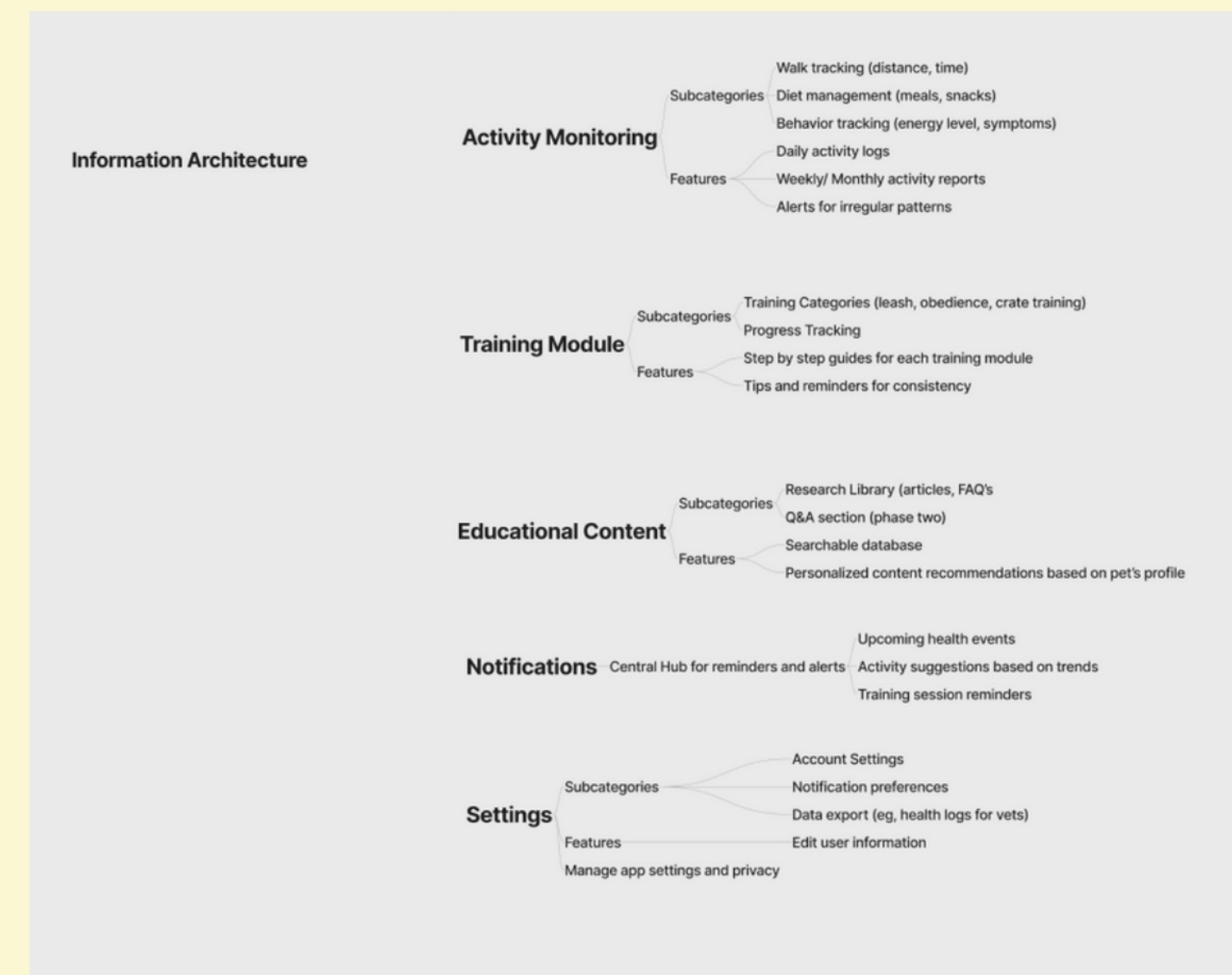




Information Architecture —

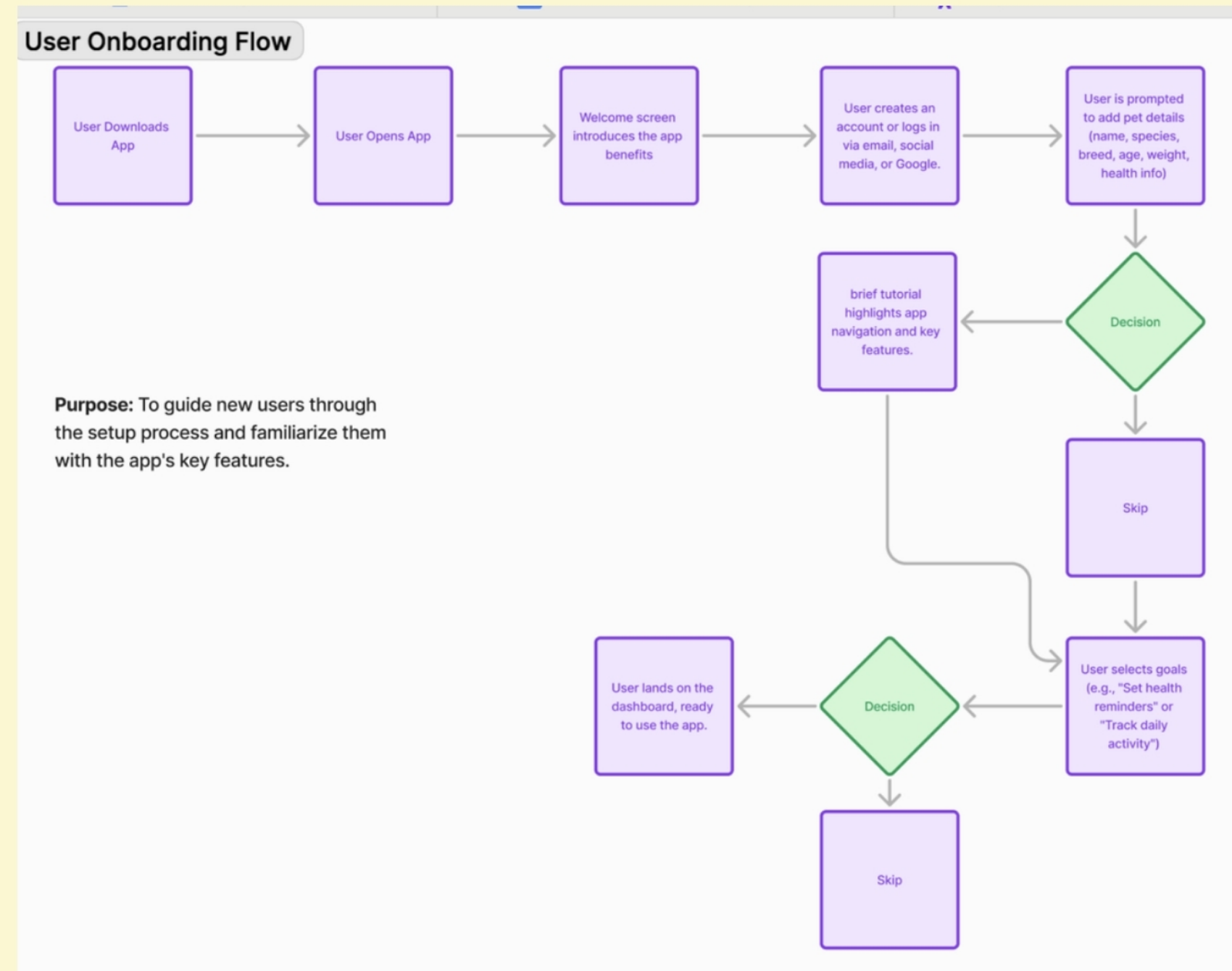
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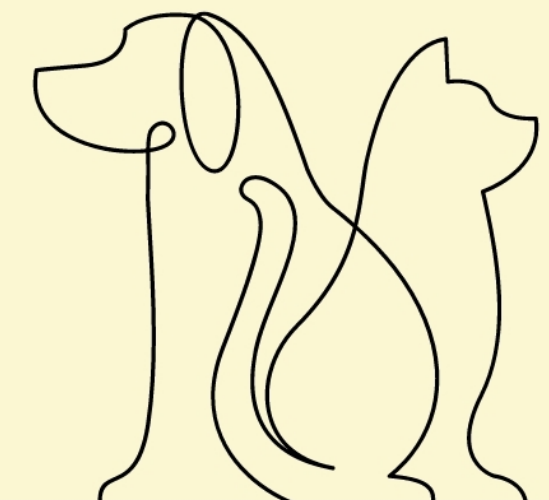
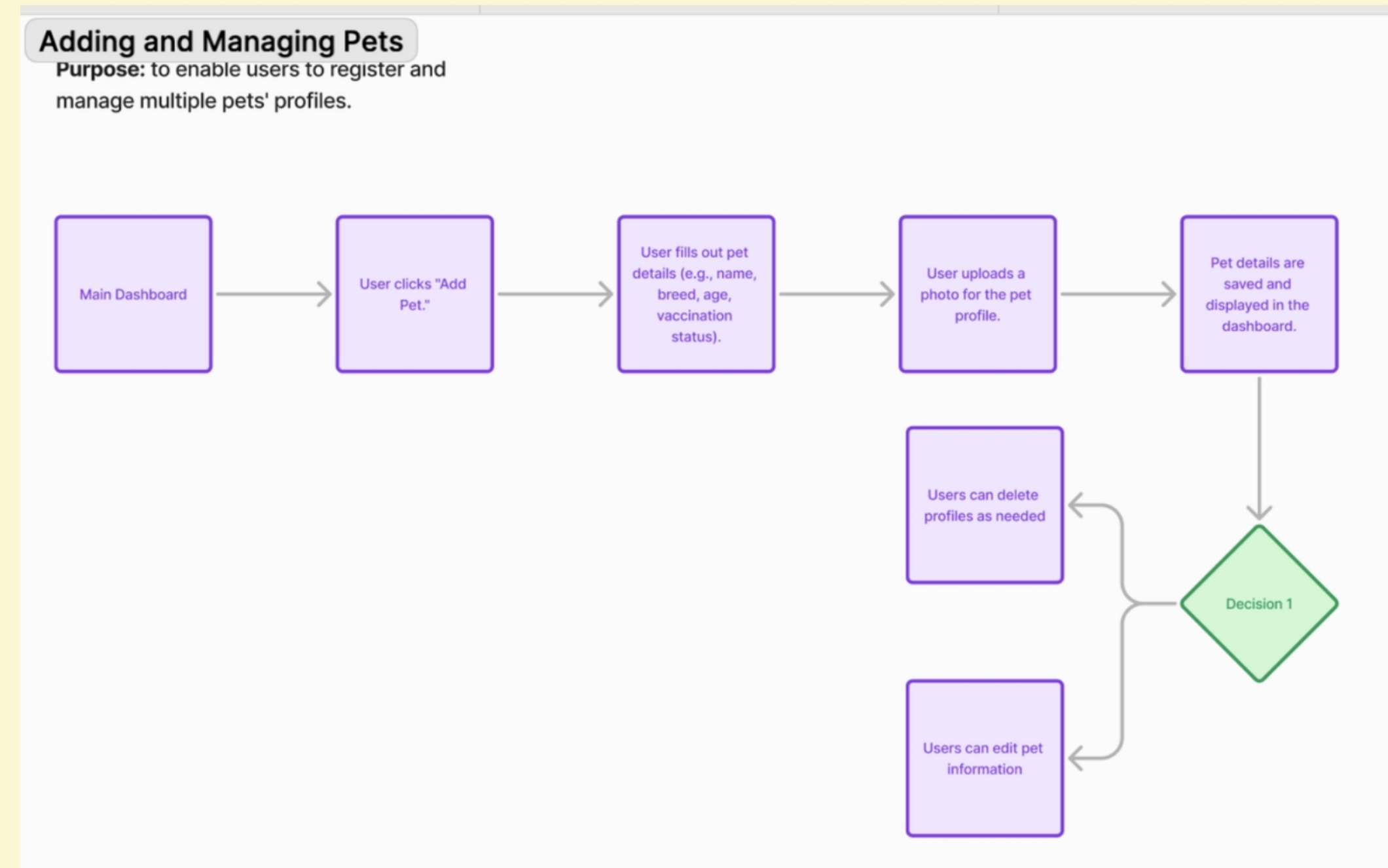
User Flows

On-boarding



User Flows

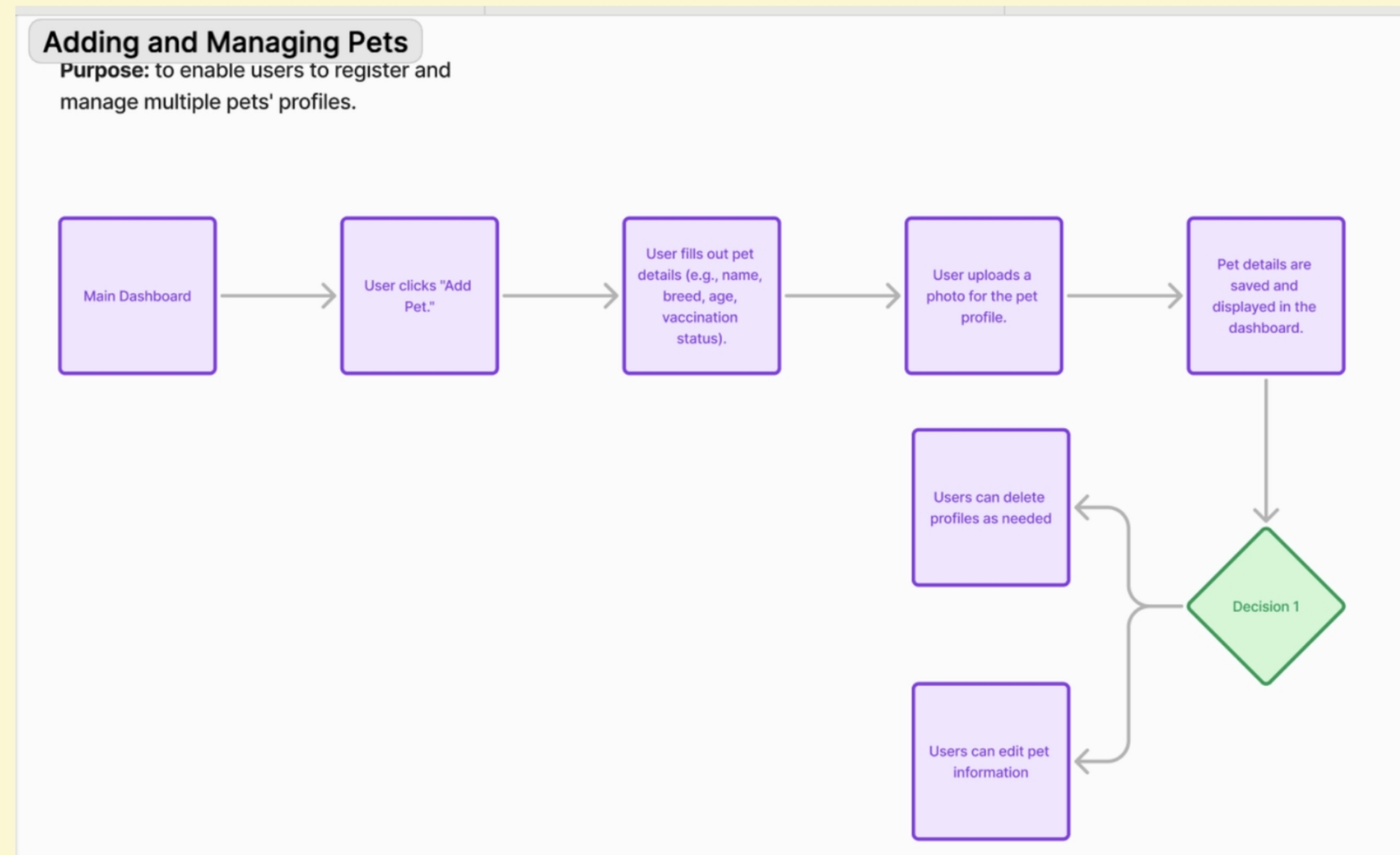
Adding & Managing Pets





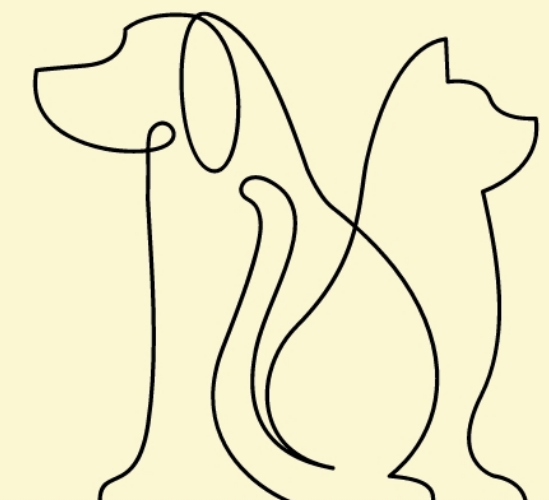
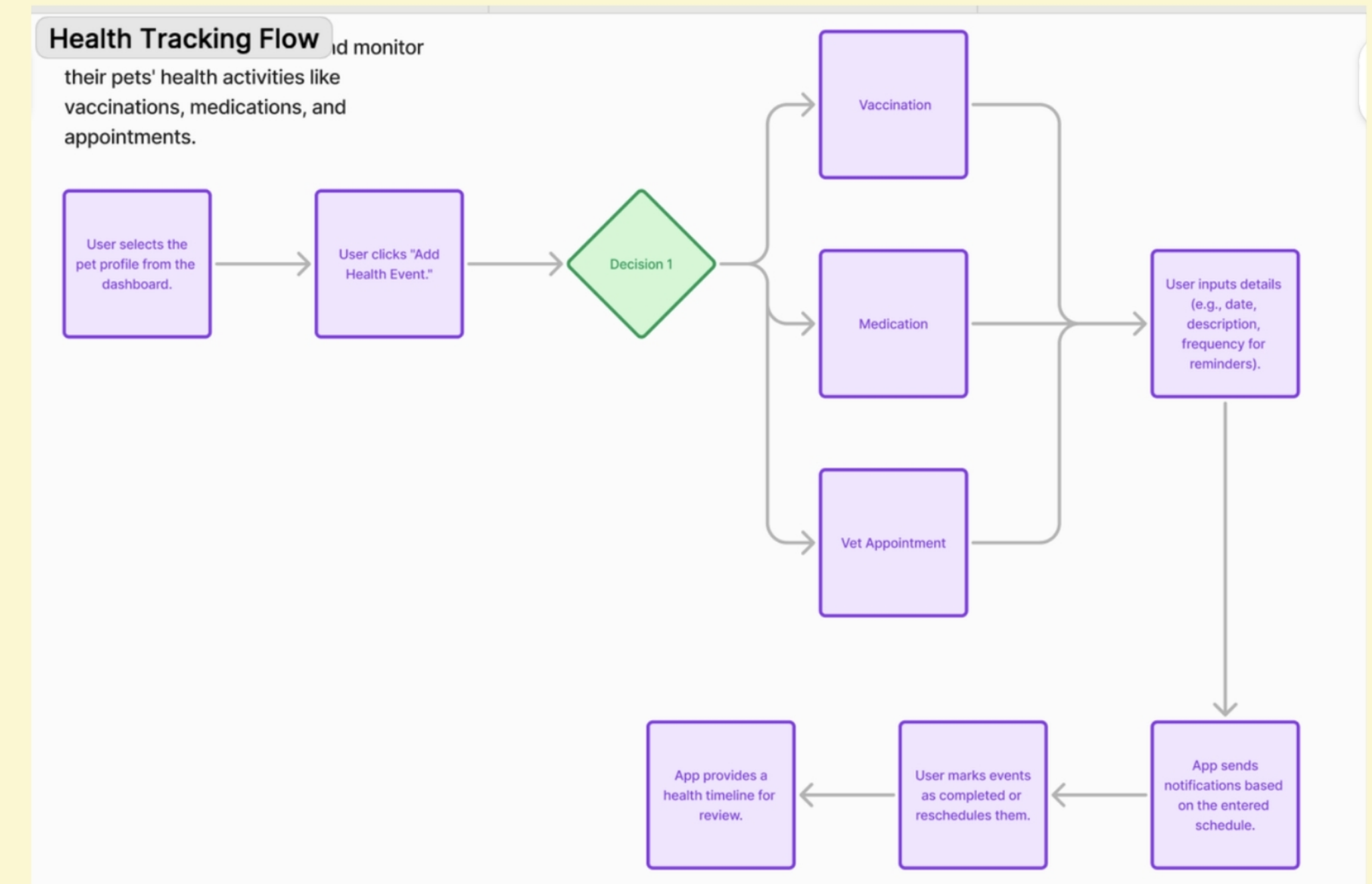
User Flows

Activity Tracking



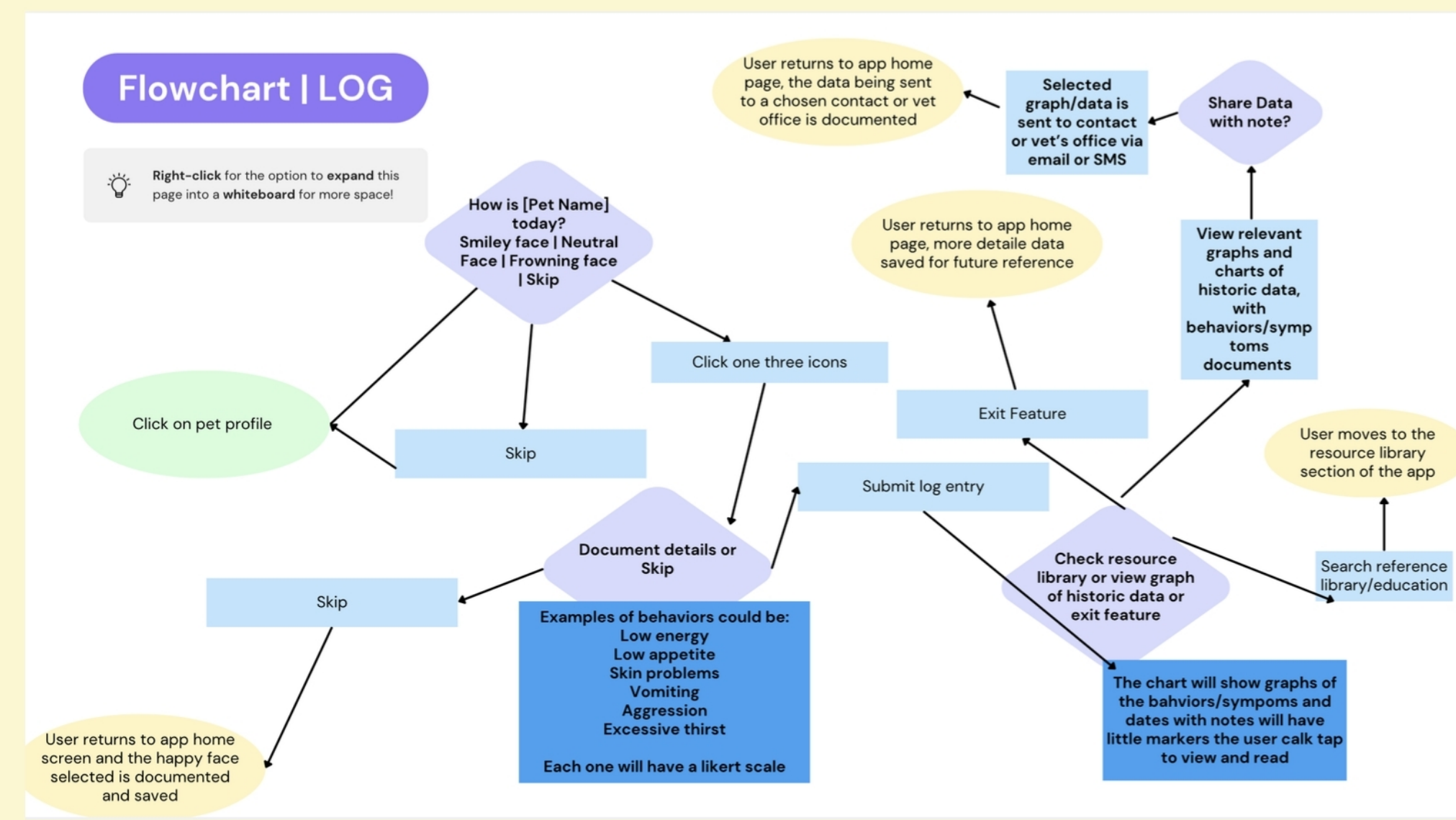
User Flows

Health Tracking

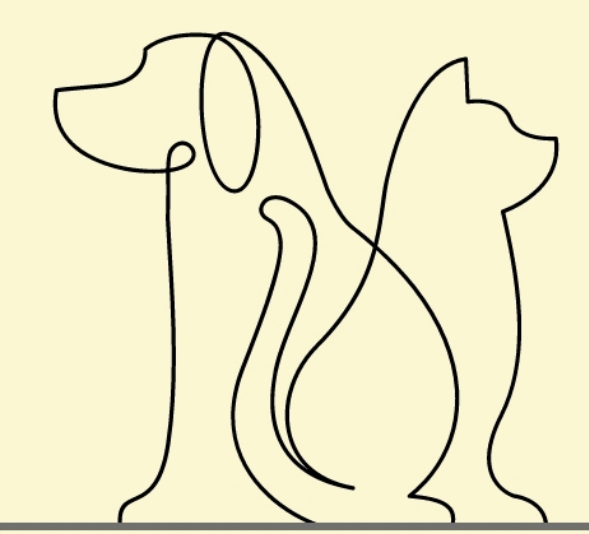
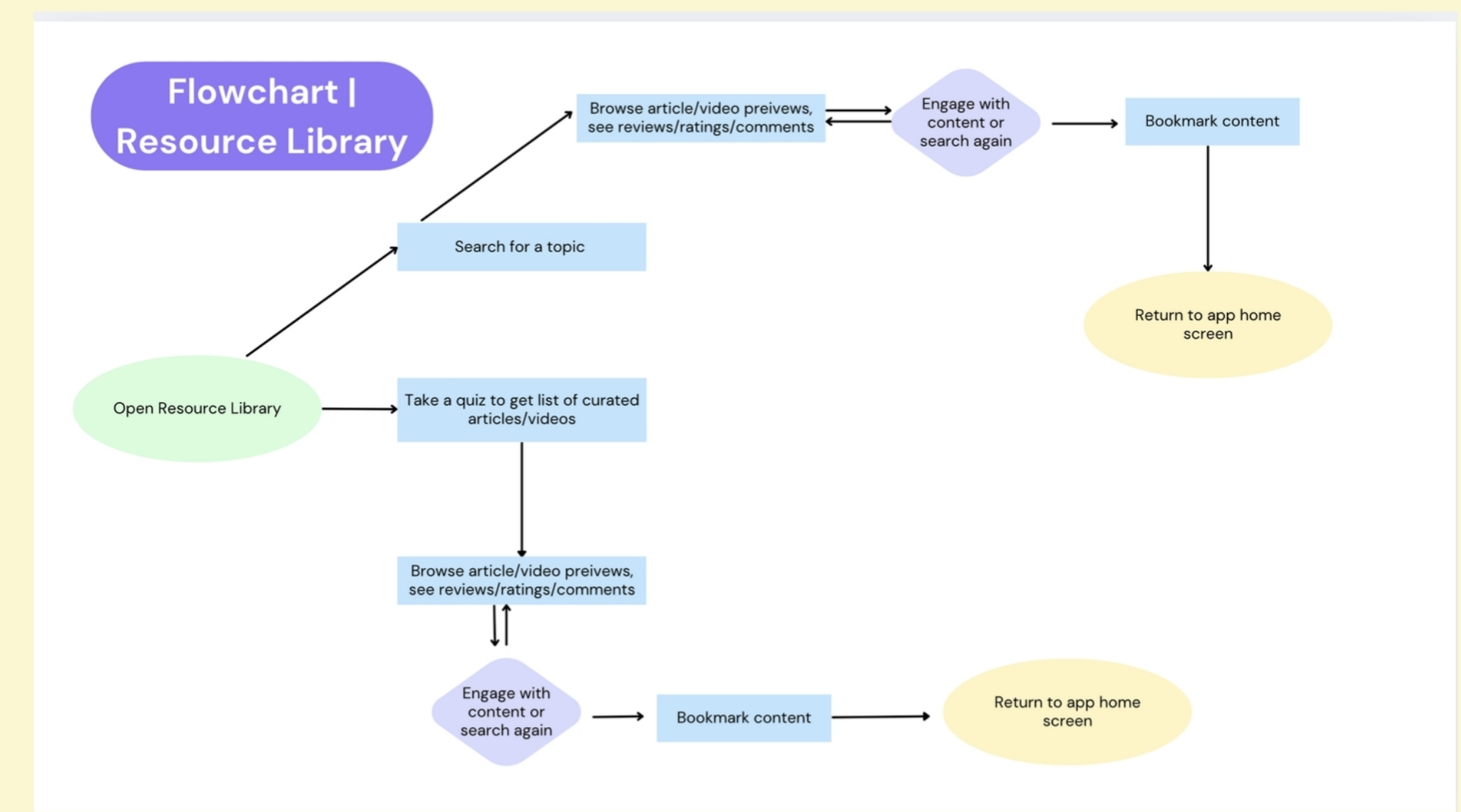




User Flows Log

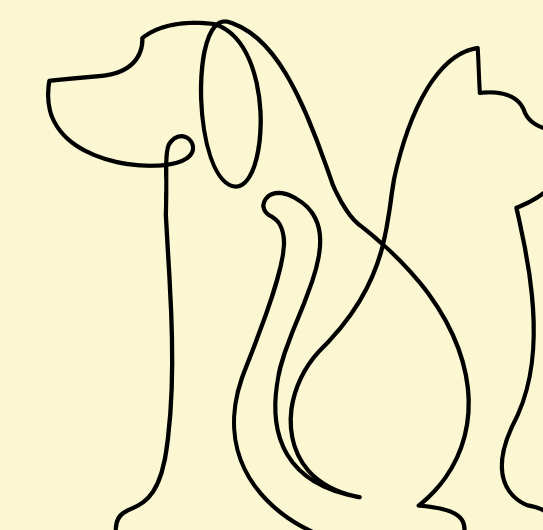


User Flows Resource Library





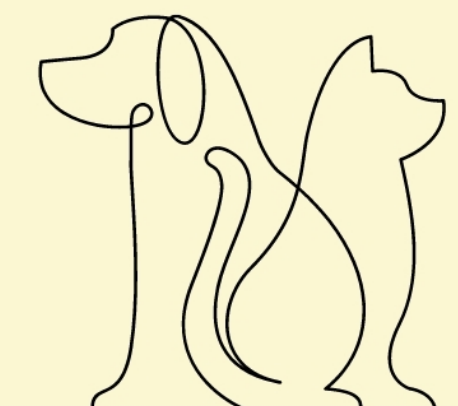
Wireframes





Low-fidelity wireframes

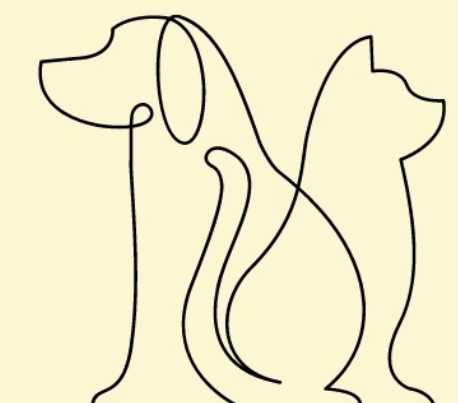
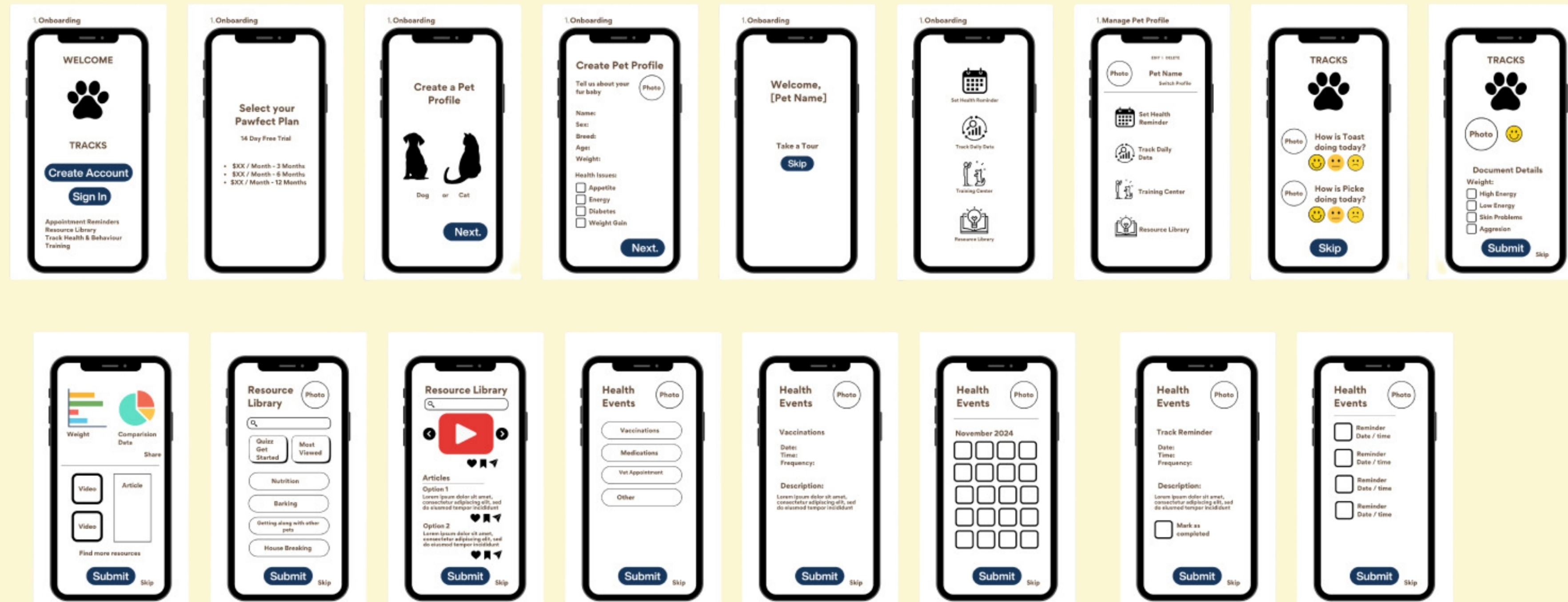
Starting with sketches was intentional—it served as a form of ideation and allowed us to experiment with how the features would interact with one another. This approach not only helps visualize ideas early but also provides flexibility to iterate before moving into higher-fidelity



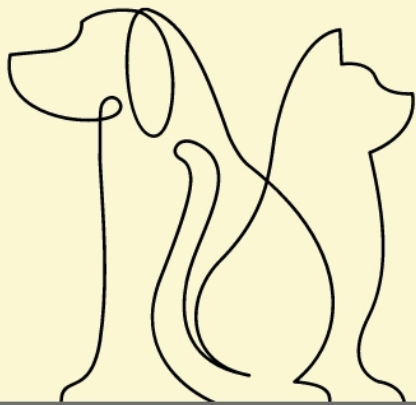
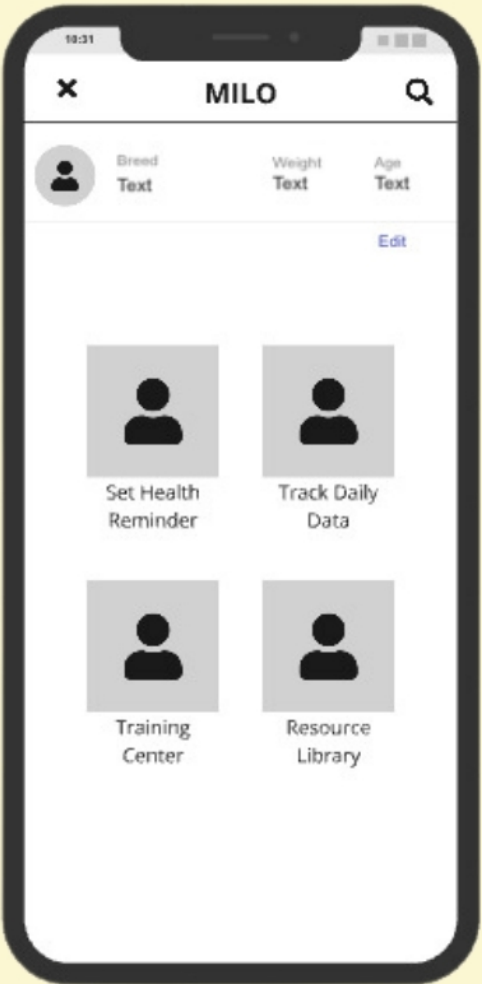
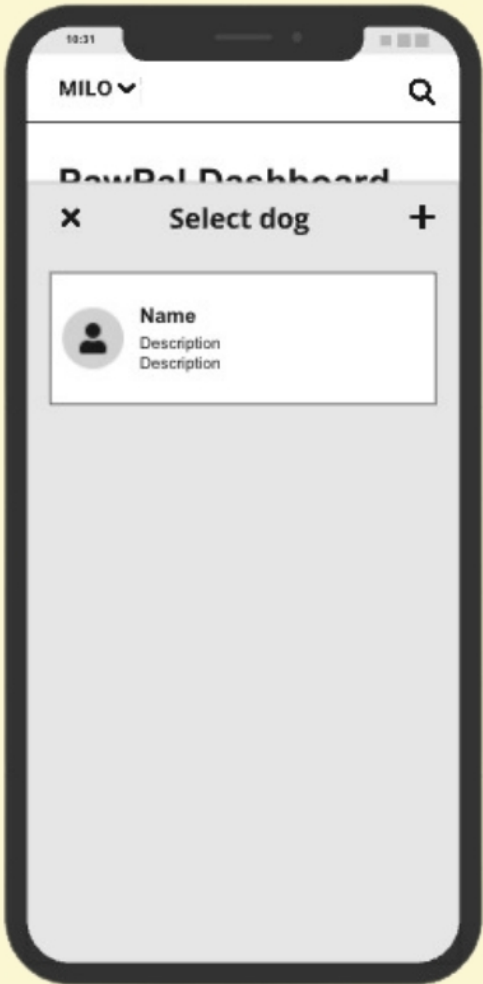
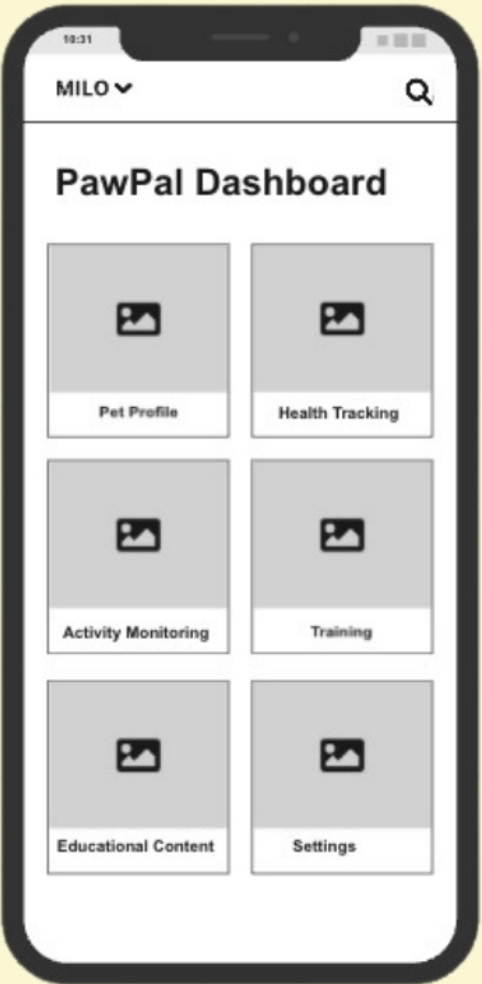
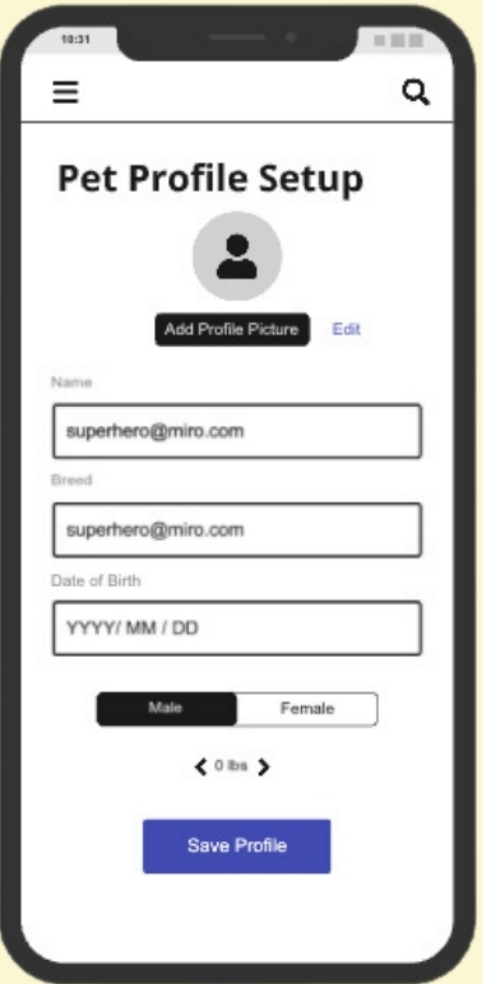
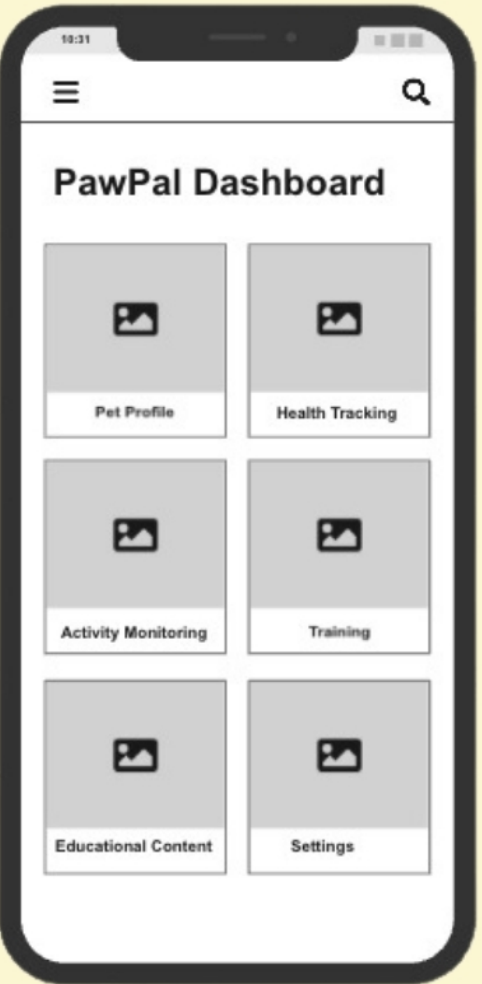
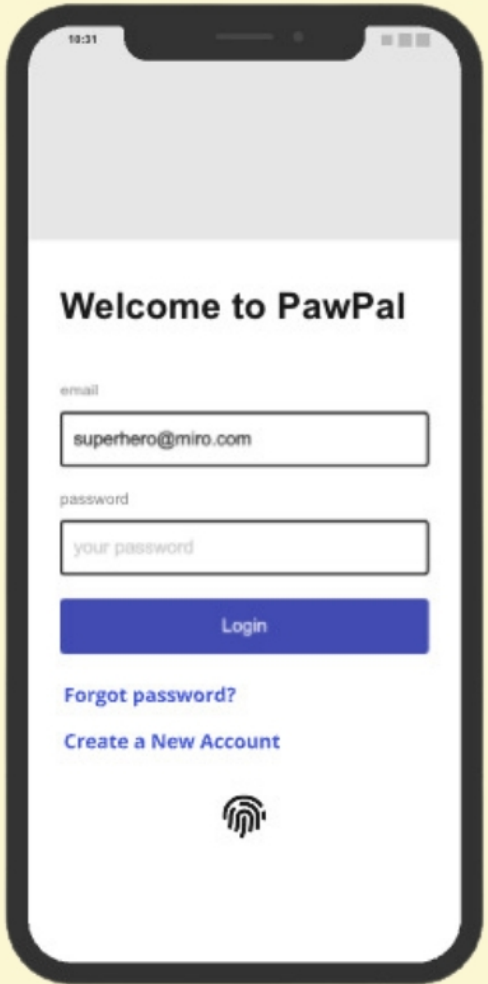


Low-fidelity wireframes

Home / Dashboard

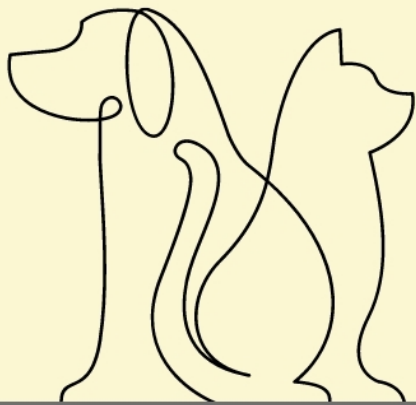
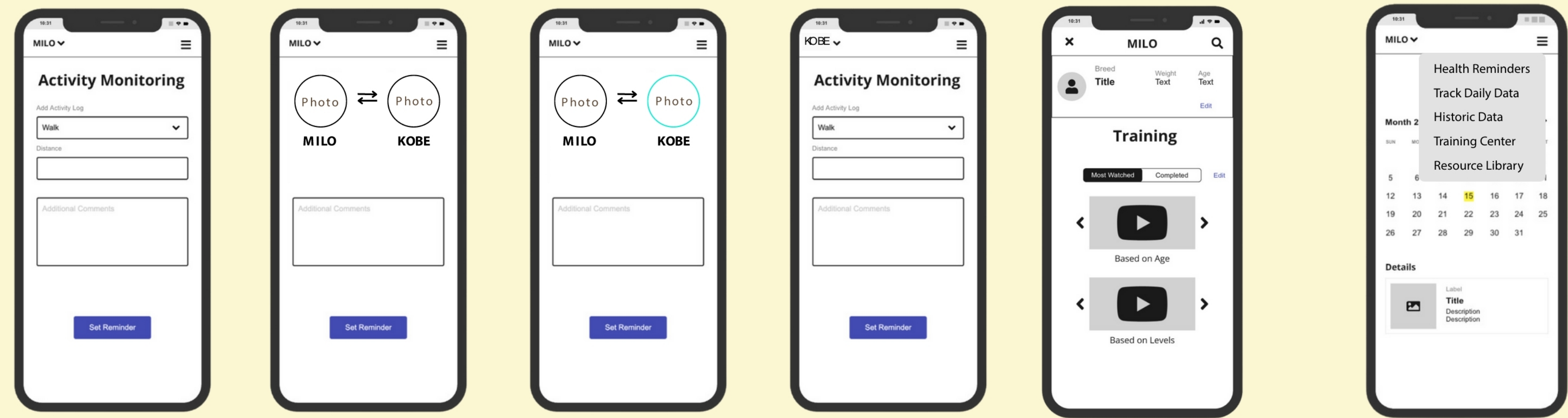


Low-fidelity wireframes

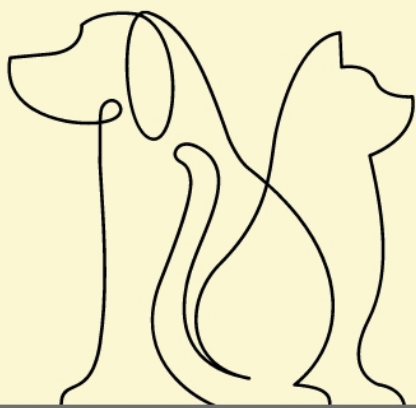
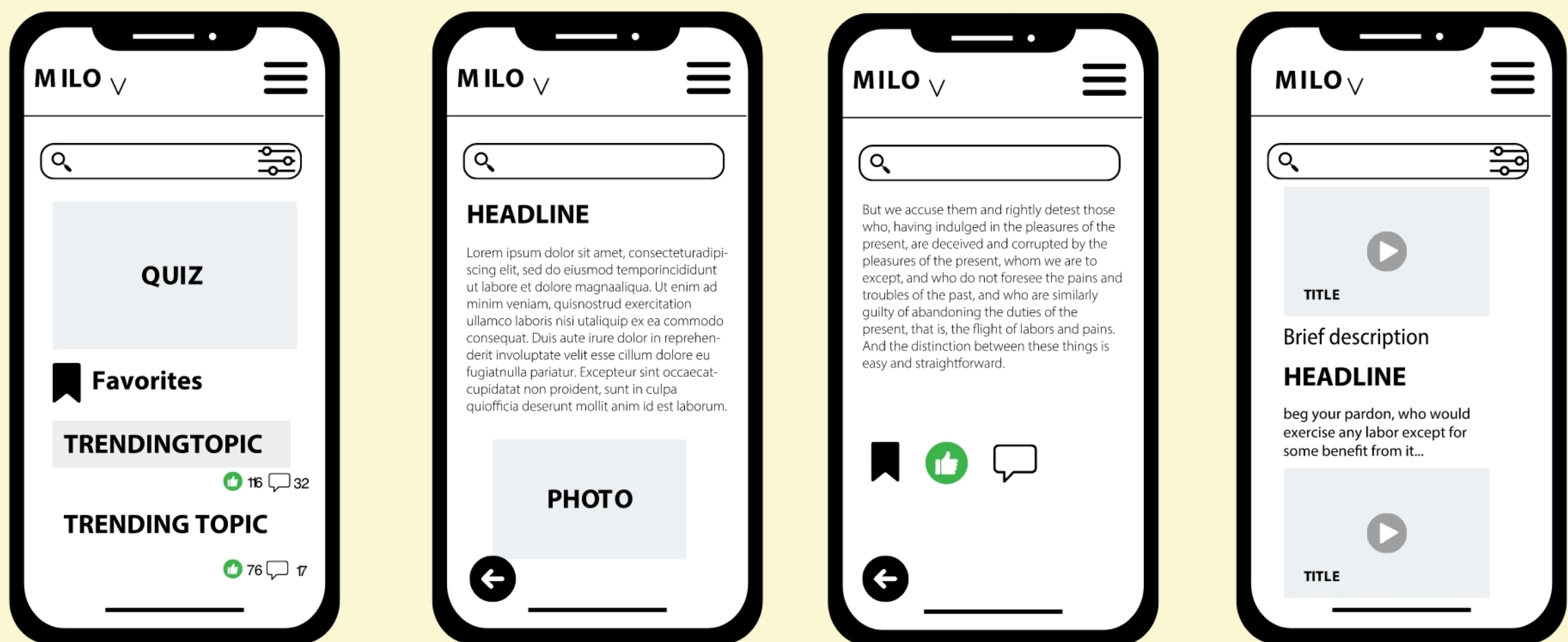


Low-fidelity wireframes

Low-fidelity wireframes - menu

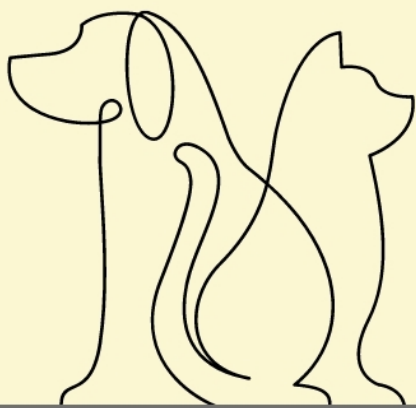
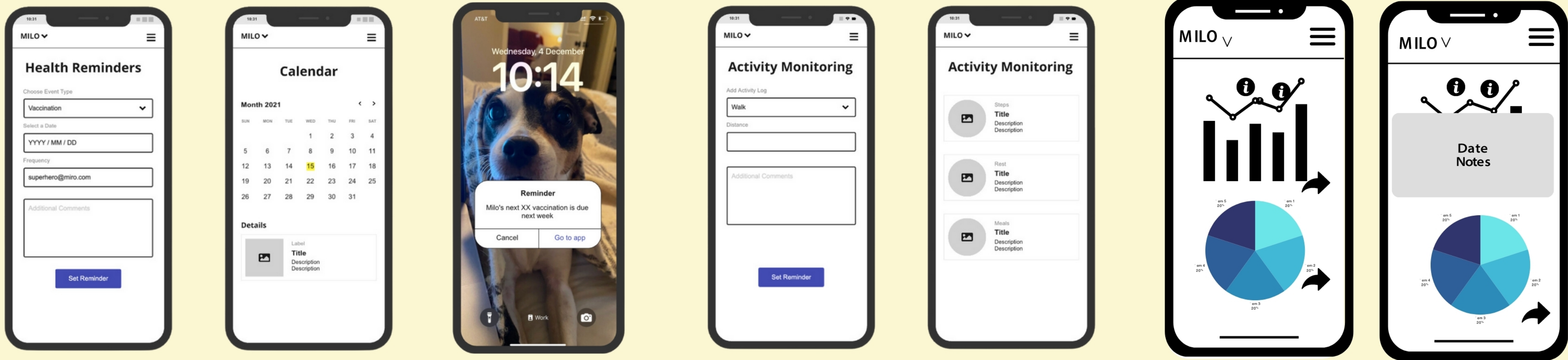


Low-fidelity wireframes - Resource Library



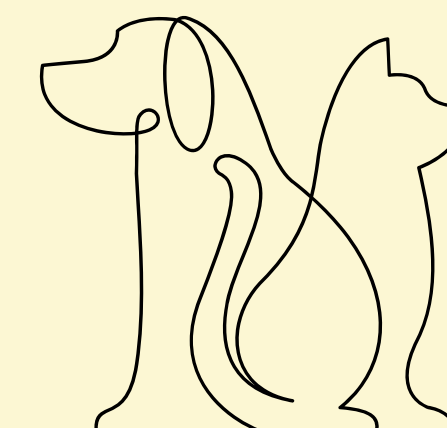
Low-fidelity wireframes

Depending on what the user tracks and how frequently they update, the app puts key stats into charts and graphs that can easily be texted or emailed to others, like friends, pet sitters, or even the vet. If they have logged detailed notes it is available to tap and pop up so they can notice trends in mood, activity levels, etc.





Brand Guideline





Color Scheme - Primary Palette



Bright Sun
#FEC607



Deep Cerulean
#005997

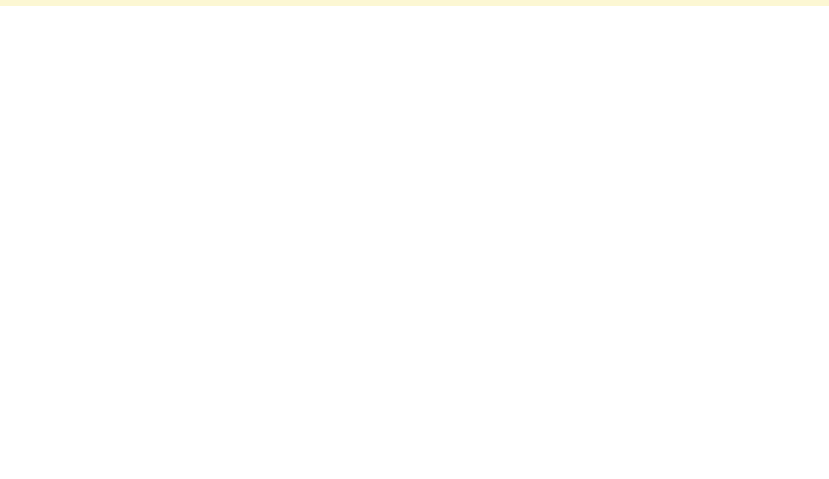
Reason

Adds energy and warmth, creating a vibrant and friendly vibe.

Reason

Represents health, growth, and trust.

Color Scheme - Secondary Palette



White
#FFFFFF

Reason

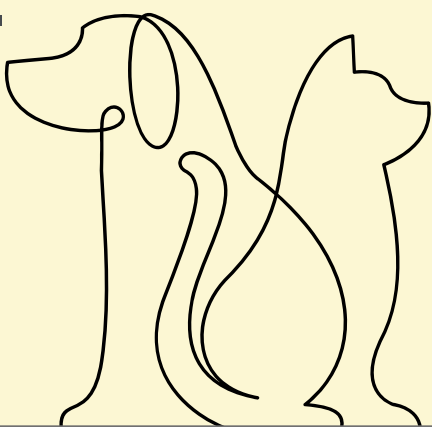
Clean and neutral for backgrounds.



Dark Charcoal
#333333

Reason

Professional and grounding for text and outlines.





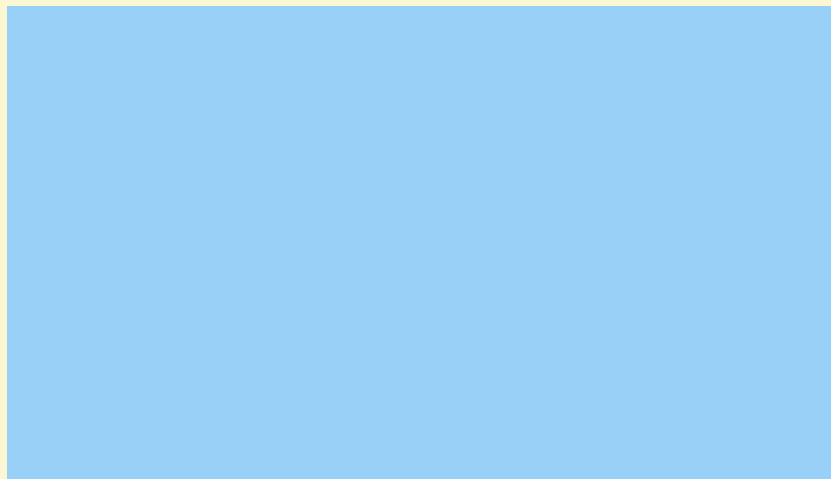
Color Scheme - Accent Colors



Coral Red
[**#F55F44**]

Reason

For notifications or interactive elements.



Pale Sky Blue
[**#B6E1EF**]

Reason

Highlight important actions or reminders.

Typography I Primary Font

Roboto

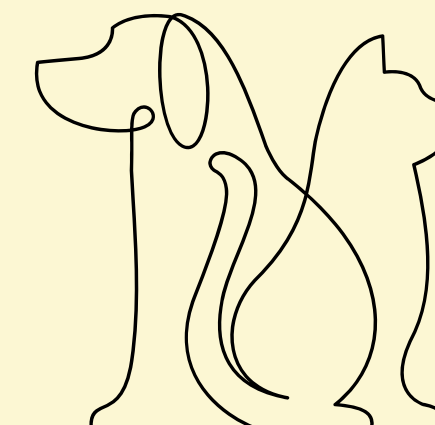
Regular Medium Semibold Bold Black

Usage

Headlines, key app titles, and promotional materials.

Usage

Roboto is modern, clean, and highly legible, ensuring a polished and approachable look.





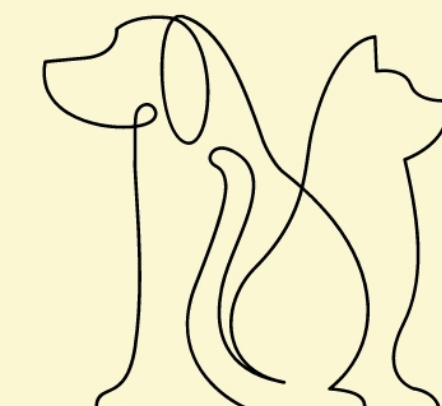
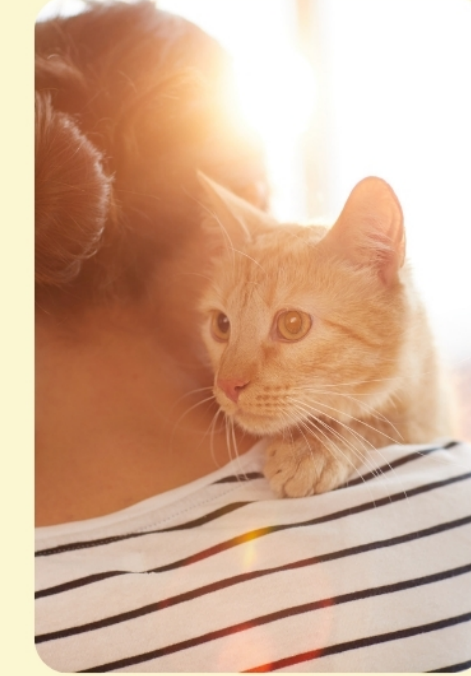
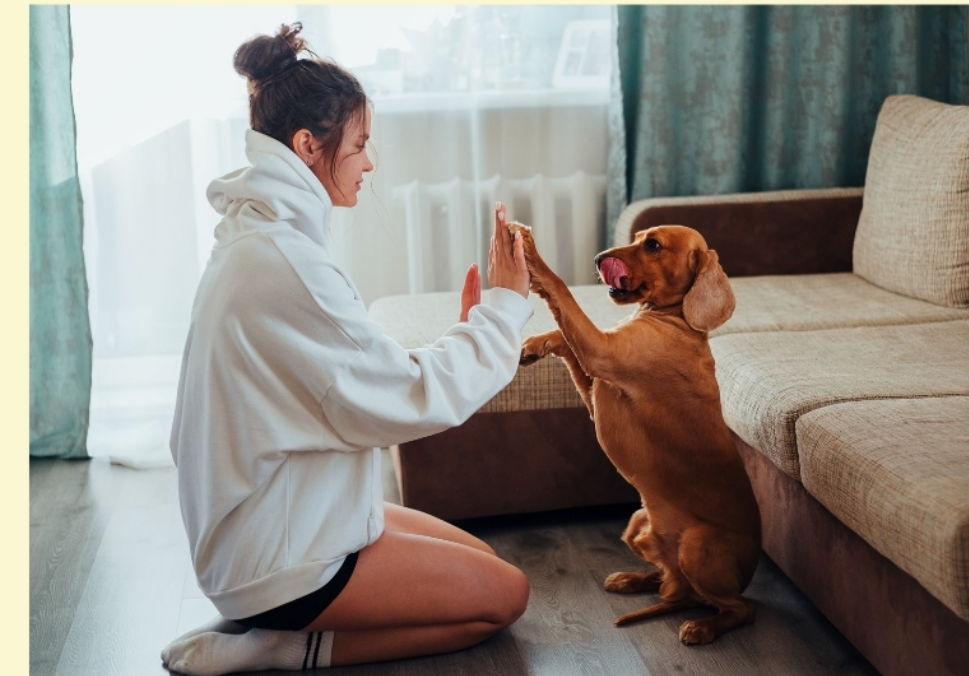
Imagery

Examples:

Style:

High-quality images of pets (dogs, cats, small animals) in natural and playful settings.

Vibrant and joyful imagery showcasing pets being active, loved, or interacting with their owners



Iconography

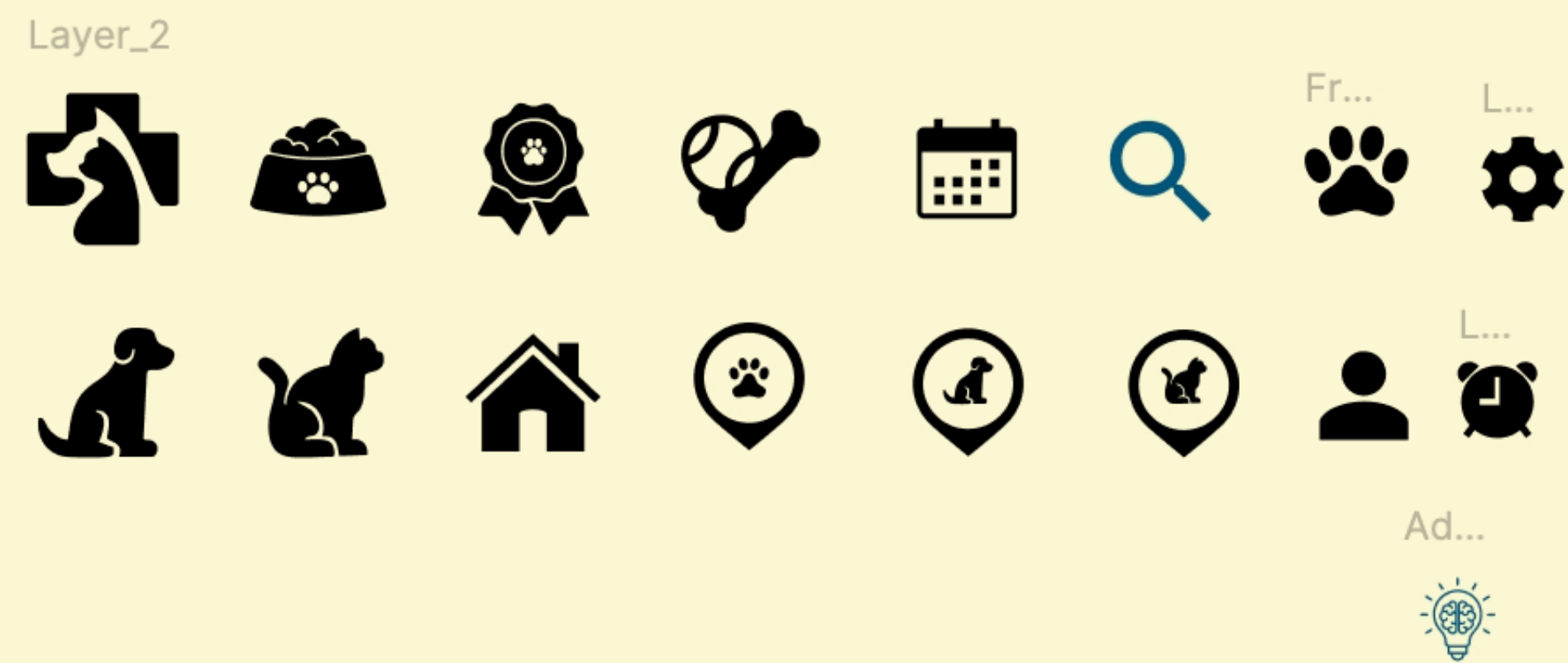
Examples:

Style:

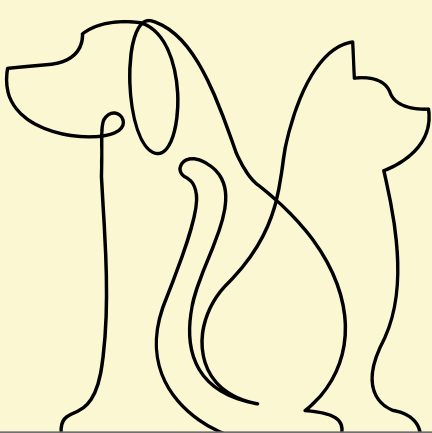
Minimal, rounded, and line-based icons for clarity and modern aesthetics.

Colour:

Match the primary and secondary palette, ensuring icons are visually cohesive with the rest of the app.

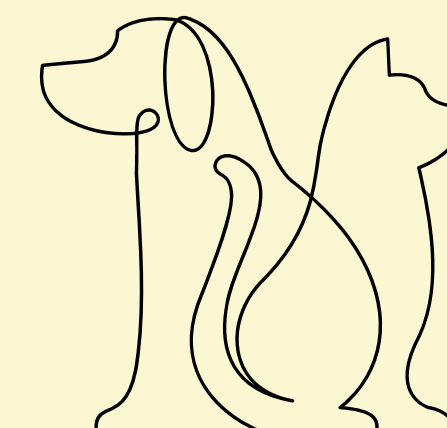


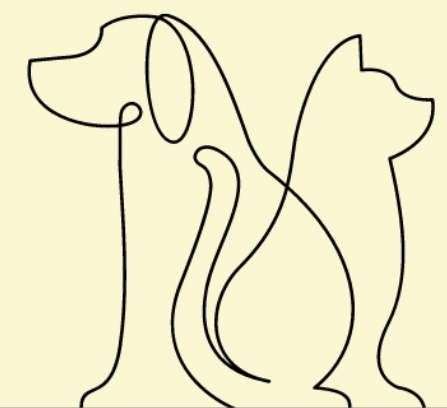
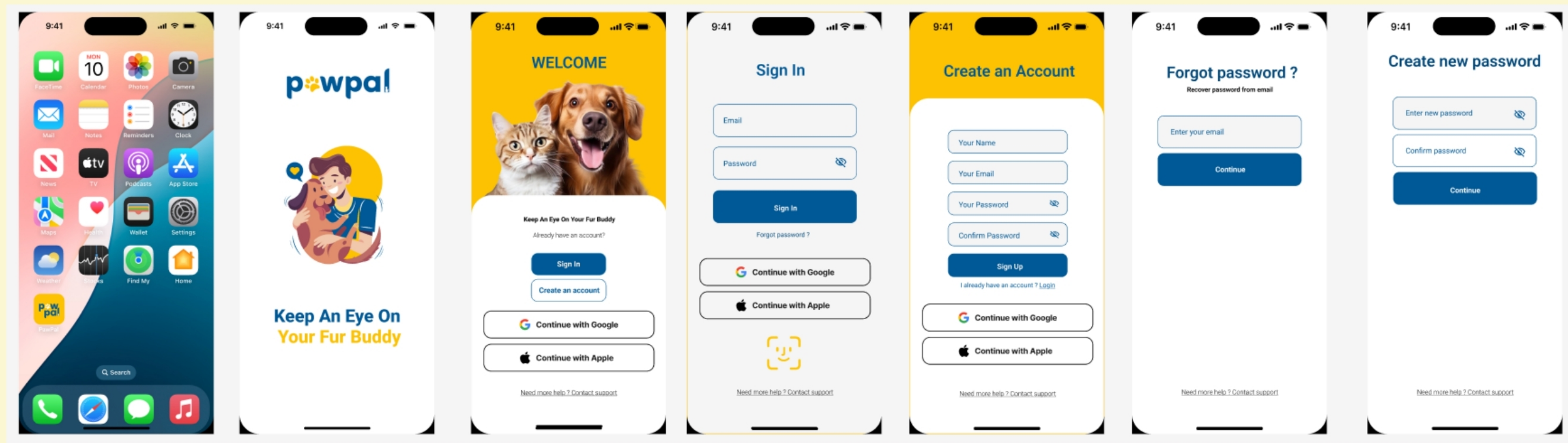
ICONS- LINE

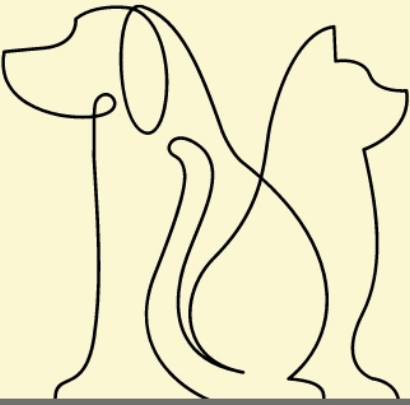
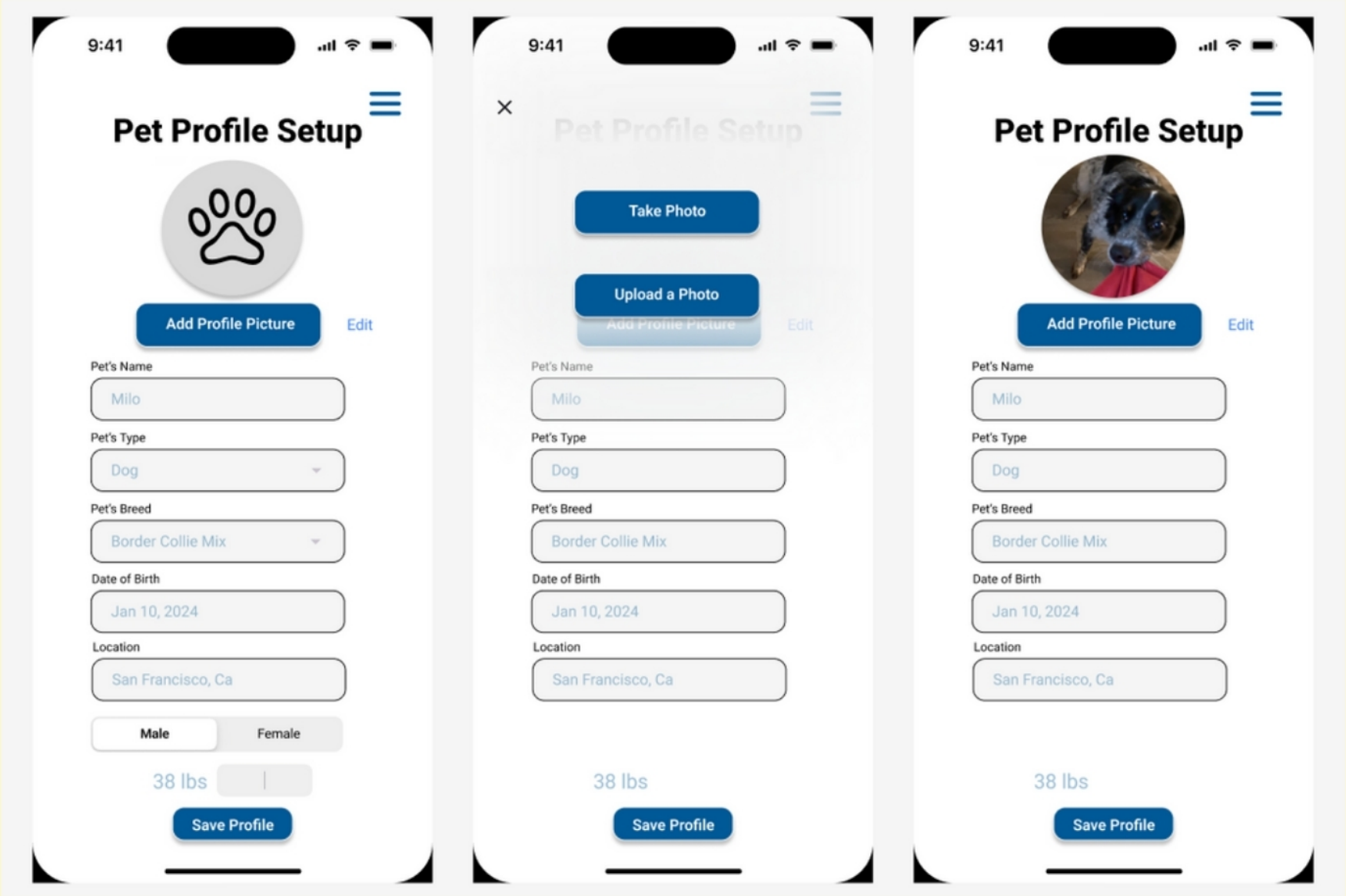
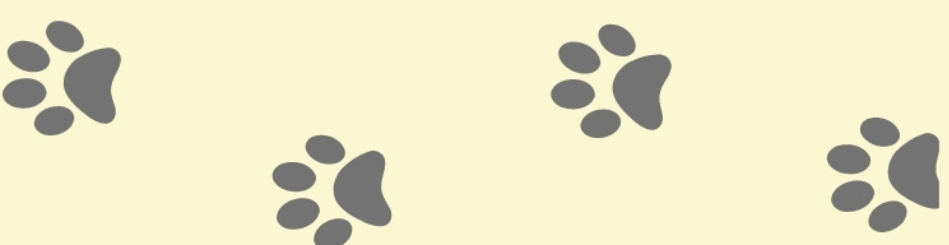


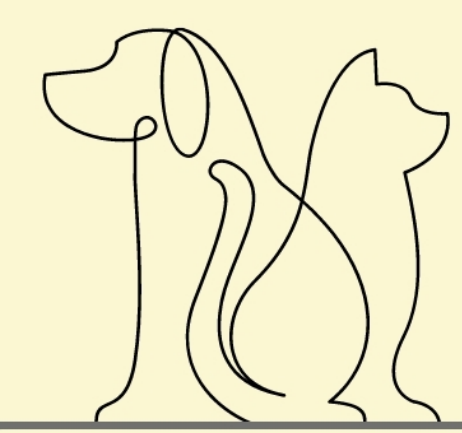
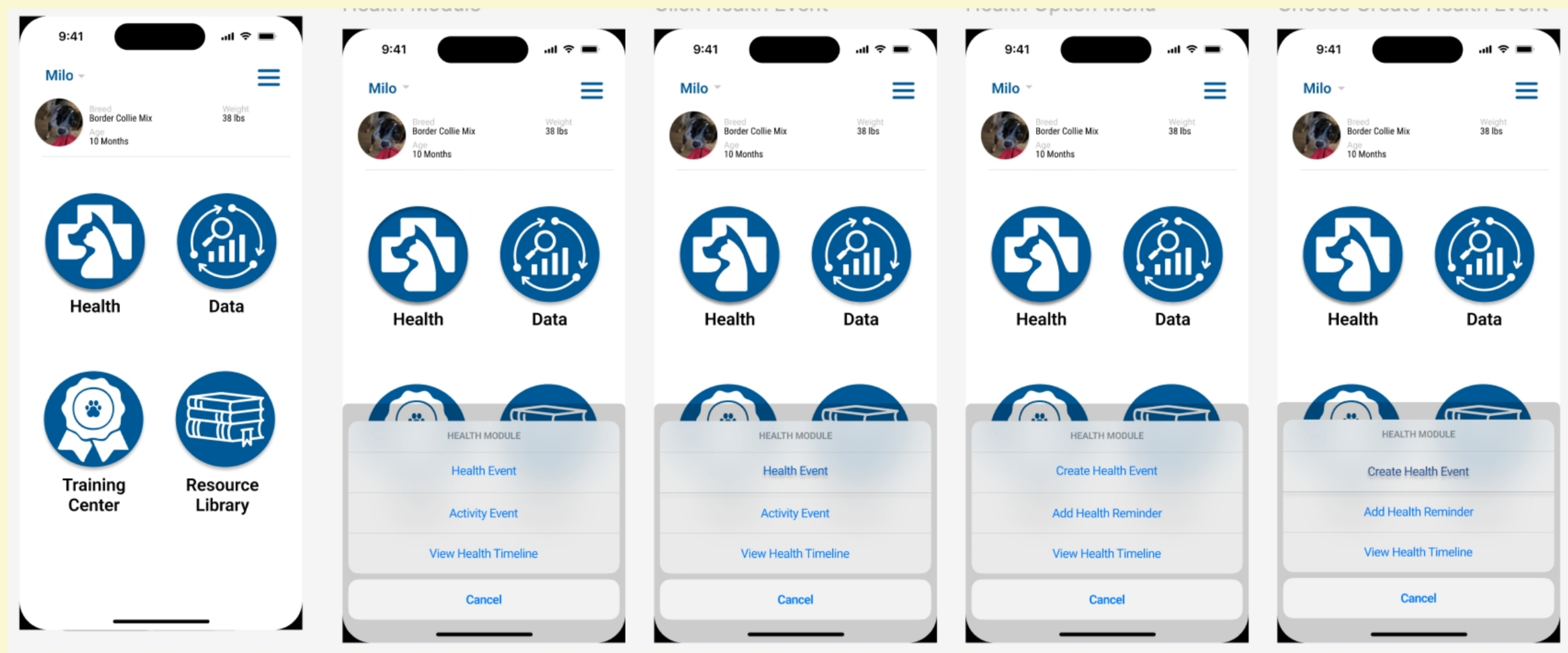


High-Fidelity











9:41

Milo



Breed

Border Collie Mix

Weight

38 lbs

Age

10 Months

Health Event

Choose Event Type

Vaccination

Select Date current event

Jan 23, 2025

Frequency

2

Days

Additional Comments

Add reminder for next appointment

Save

9:41

Milo



Breed

Border Collie Mix

Weight

38 lbs

Age

10 Months

Health Event

Choose Event Type

Vaccination

Select Date current event

Jan 23, 2025

Frequency

2

Days

Additional Comments

Add reminder for next appointment

Save

9:41

Milo



Breed

Border Collie Mix

Weight

38 lbs

Age

10 Months

Health Event

Choose Event Type

Vaccination

Select Date current event

June 26, 2024

Frequency

2

Days

Additional Comments

Add reminder for next appointment

Save

9:41

Milo



Breed

Border Collie Mix

Weight

38 lbs

Age

10 Months

Health Event

Choose Event Type

Vaccination

Select Date current event

Jan 23, 2025

Frequency

2

Days

Additional Comments

Add reminder for next appointment

Save

9:41

Milo



Breed

Border Collie Mix

Weight

38 lbs

Age

10 Months

Health Event

Choose Event Type

Vaccination

Select Date current event

June 26, 2024

Frequency

2

Weeks

Additional Comments

I need to make sure to give Milo relaxing meds before the appointment

Add reminder for next appointment

Save

