

PAW Adoption App And Responsive Website

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Project overview



The product:

This application had been designed so can help the users walk through dog adoption across nation and get matched with their future best frind.



Project duration:

One Year

The screenshot displays the PAW application interface. At the top, there is a purple navigation bar with the logo 'PAW' and links for 'Find a pet', 'How it works', 'Pet resources', and 'Get involved'. On the right side of the bar are 'Log in' and 'Sign up' buttons. Below the navigation bar is a large image of a woman smiling and hugging a black dog. Underneath this image is the text 'Preview of selected'. Below that is a white card with a teal arrow and the text 'Back to home'. To the left of the card is a photo of a beagle dog. To the right of the photo is the text 'My Name is Shido'. Below the photo are two buttons: 'Add as Friend' (purple) and 'Apply to Adopt' (teal). To the right of the buttons is the text 'I'm being cared for by Private owner (Oakland, CA)'. Below that is the section 'Adoption Process' with a list of four steps: 1. Submit application, 2. Interview, 3. Meet the pet, and 4. Pay fee.

Project overview



The problem:

In today's busy world we find less time to explore for trips to shelters and adoption centers to find our pet and give a new line to an anima. At same time there are owners who wish to stay with their pet until they find them a new home and wold like to know about the new owner. This app is trying to provide this oppoportinitu for both sides and bring this convinient to world.



The goal:

To make it easier for pet owners and adoption easier and smoother finds and connectrions.

Project overview



My role:

I'm a lead UX designer, UX researcher



Responsibilities:

Conducting interviews, Digital wireframe, High and low fidelity prototyping, Usability Studies, Researching on accessibility, iterating on designs, determining information architecture, and responsive design.

User research: summary

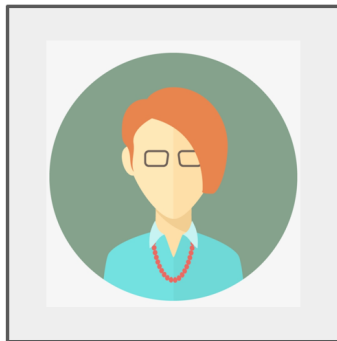


I started doing my research with as an in-person interviews. So many of people I was communicating with were struggling not having enough options for pet adoptions. Hearing their struggles and even giving up at points because they could not land the right options on shelter or adoption fairs at their local area.

Persona 1: Jana Marc

Problem statement:

Jana Marc is a young architect who needs an app for dog adoption with more options because she is limited locally.



Jana Marc

Age: 35
Education: MA
Hometown: Pasadena, CA
Family: Single
Occupation: Architect

“PAW friend”

Goals

- Finding A pet matching my lifestyle.
- Want an Adult
- Trained
- Local

Frustrations

- Can't find a match locally
- Need to know about their backgrounds.

Jana had been passionate about adopting a dog that she can provide them with a home and enjoy their companionship. At same time she is busy and needs an adult pet so it makes it easier to take care of them. Her search in local adoption centers makes her limited to what comes up. She needs more options to make right choice.

Persona 2: Name

Problem statement:

Alia is a Network Engineer who needs an app for dog adoption with more options because she is limited locally.



Alia Smith

Age: 24

Education: Network Engineering

Hometown: Los Angeles, CA

Family: Wife and a child

Occupation: Network Engineer

“PAW friend”

Goals

- Finding A pet matching my lifestyle.
- Good with Kids
- Trained

Frustrations

- Can't find a match locally
- Need to know about their backgrounds.

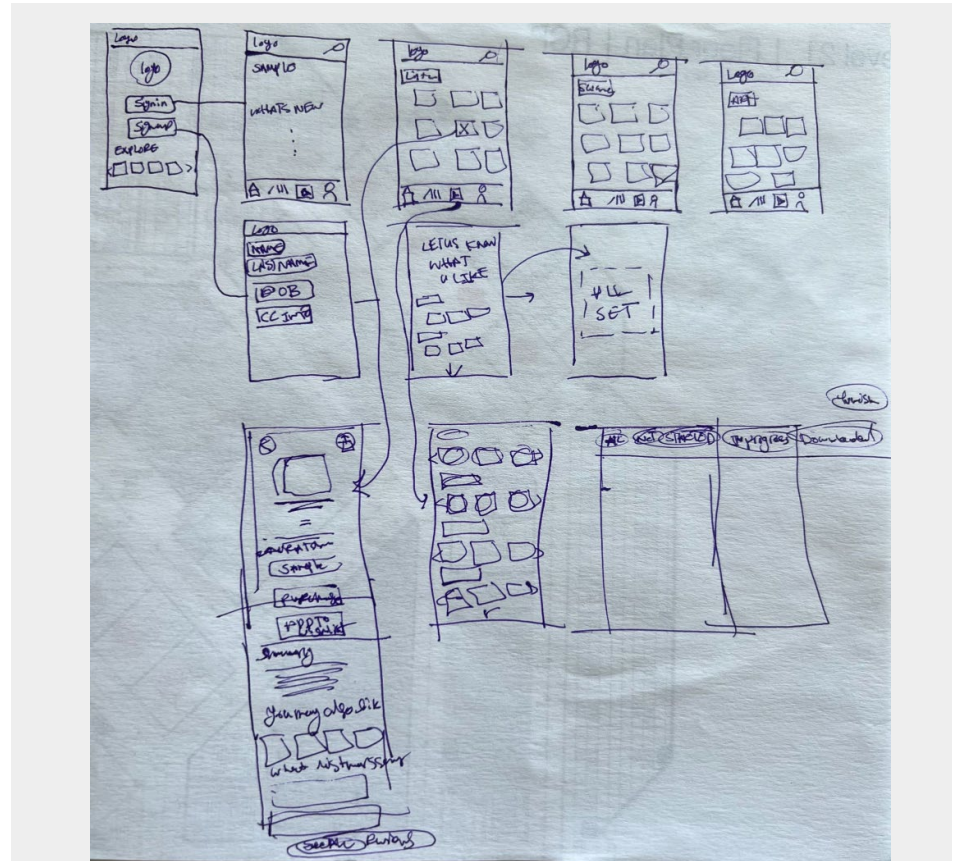
Alia had been passionate about adopting a dog that can be a family dog. Gets along with their kid and two other cats. He is looking to find more options with knowing a good background about the dog he wants to adopt.

Competitive audit

ACTION	Explore	Selecting a Title	Action	Library plays	Share and download
TASK LIST	Tasks <ul style="list-style-type: none">Looking for new titlesBest sellersFavorite titles	Tasks <ul style="list-style-type: none">Reading about the summary of the book gaining some insights about author and narrator.	Tasks <ul style="list-style-type: none">PurchaseAdding to your favorites	Tasks <ul style="list-style-type: none">Play the titleSelecting chaptersPause and play from where you left off.	Tasks <ul style="list-style-type: none">Share you favorite titles with friendsDownload the tile to be able to listeden to it offline
EMOTIONS	Excited and curious	Clarity and finds feels good	Feels secured and set	Feels more confident and clear	Feels accomplished and successful
IMPROVEMENT OPPORTUNITIES	All these basic information can be found current to date in same app for all titles.	Data had descriptive images and provides better look and feel perception	Ability to change payment formats between apple pay and cards.	Easy browse in library	Communication and ease of use

Ideation

[Your notes about goals and thought process]



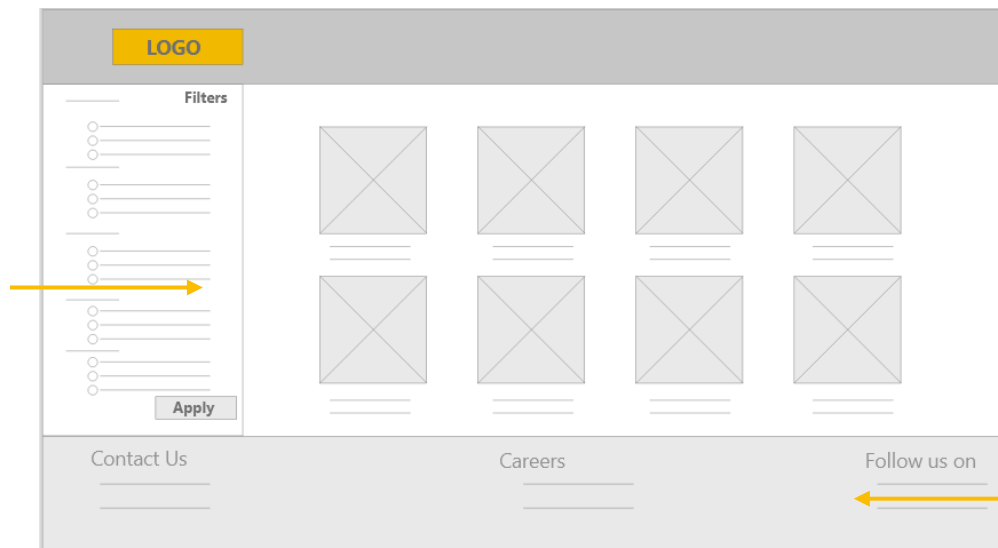
Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

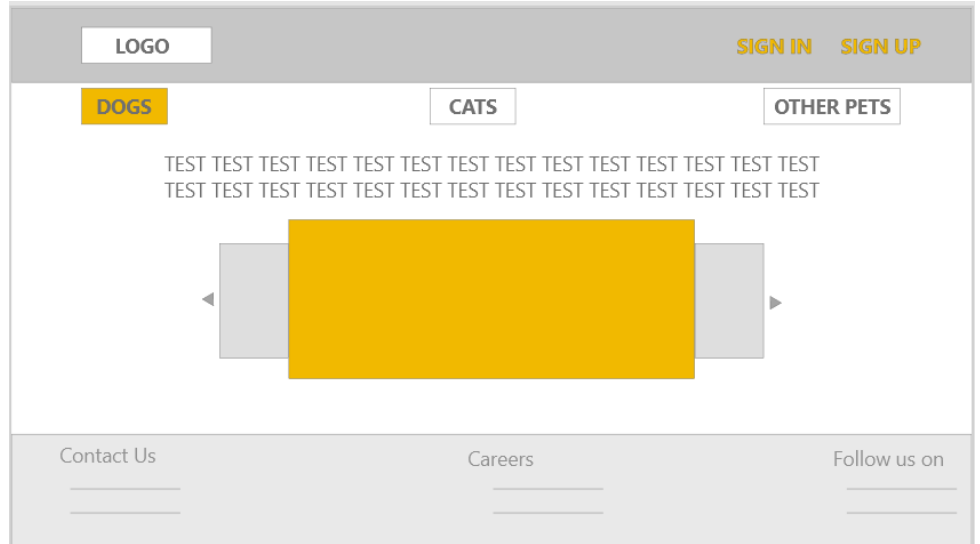
[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Description of the element and its benefit to the user



Description of the element and its benefit to the user

[Links to low-fidelity prototypes of different screen variations and brief description of the user flow + how you responded to and implemented peer feedback]



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Los Angeles, In person



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Insert usability
Having options 1.

2

Finding

Insert usability
Background is important2.

3

Finding

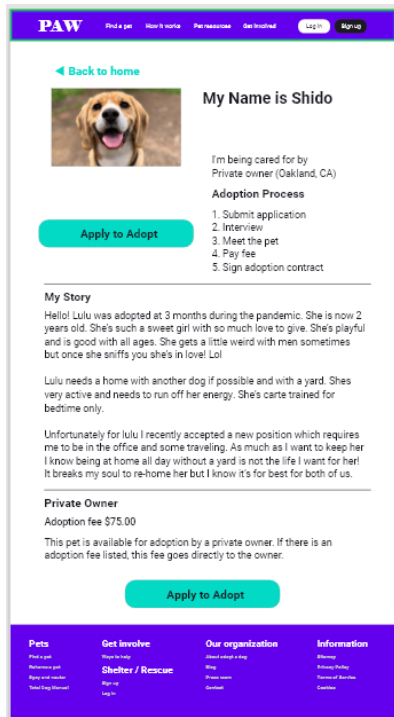
Insert usability
Training Options3.

Refining the design

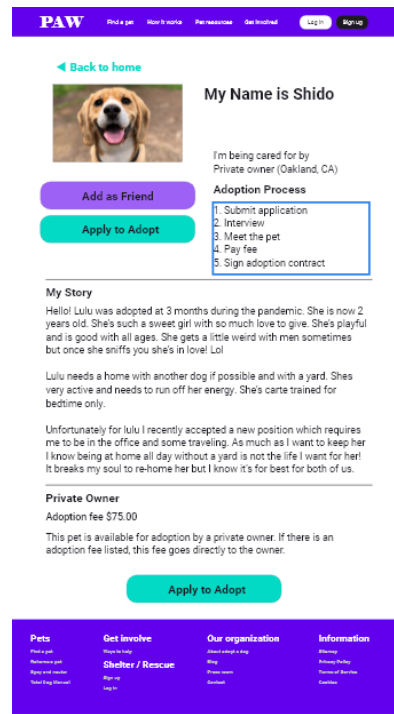
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study



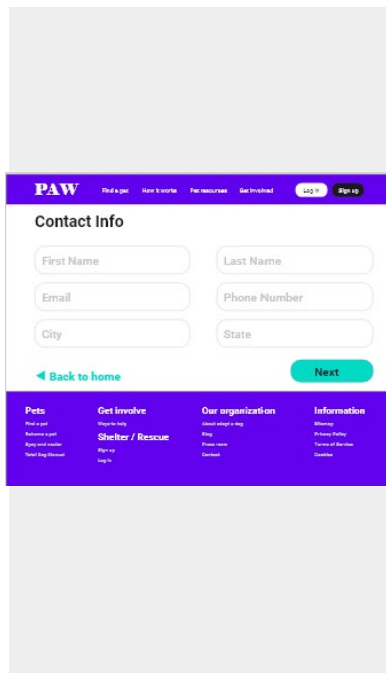
After usability study



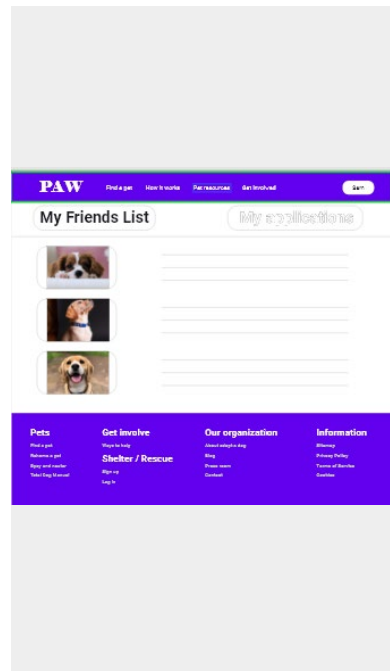
Mockups

Categorizing titles
Ability to browse
more and easier

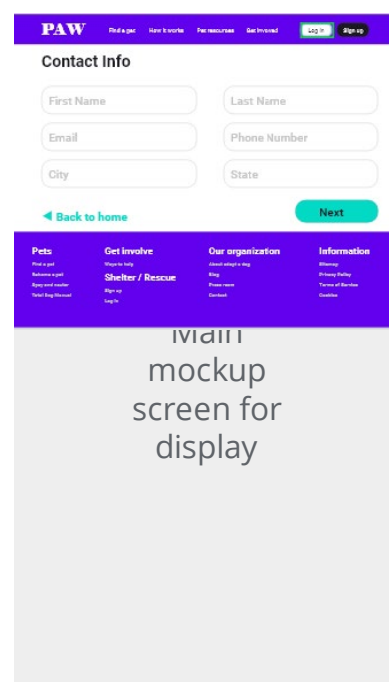
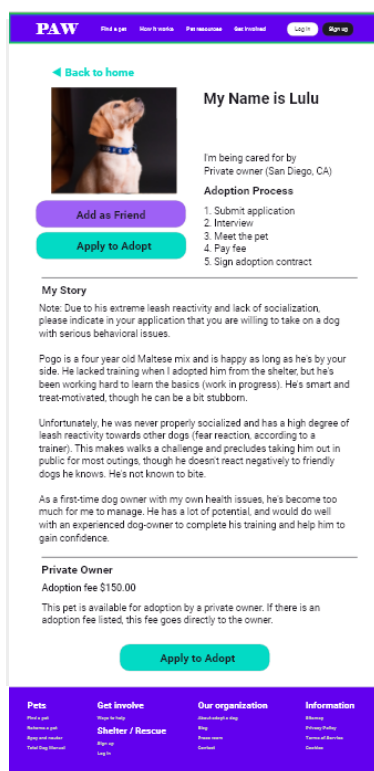
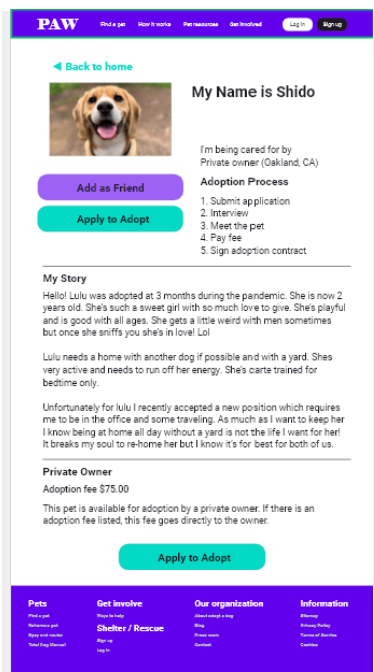
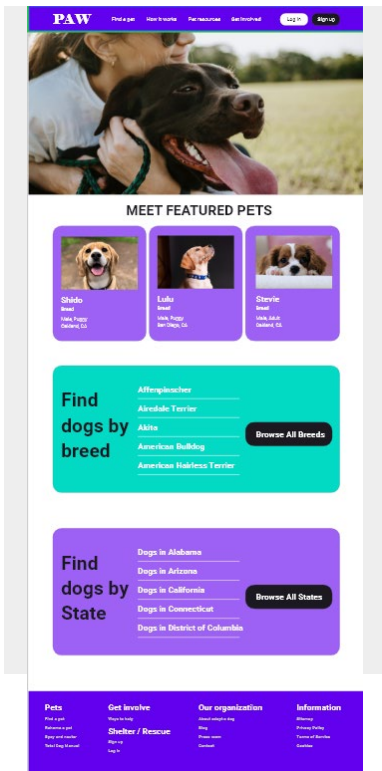
Before usability study



After usability study

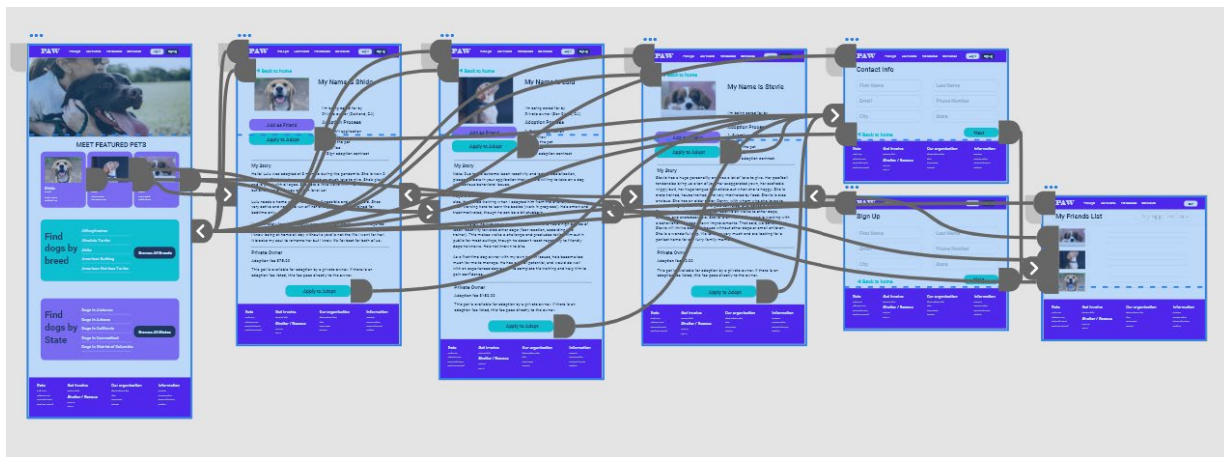


Mockups



High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]



Accessibility considerations

1

Using text sizes and colors

2

Adoptable platform from mobile to website and tablet

3

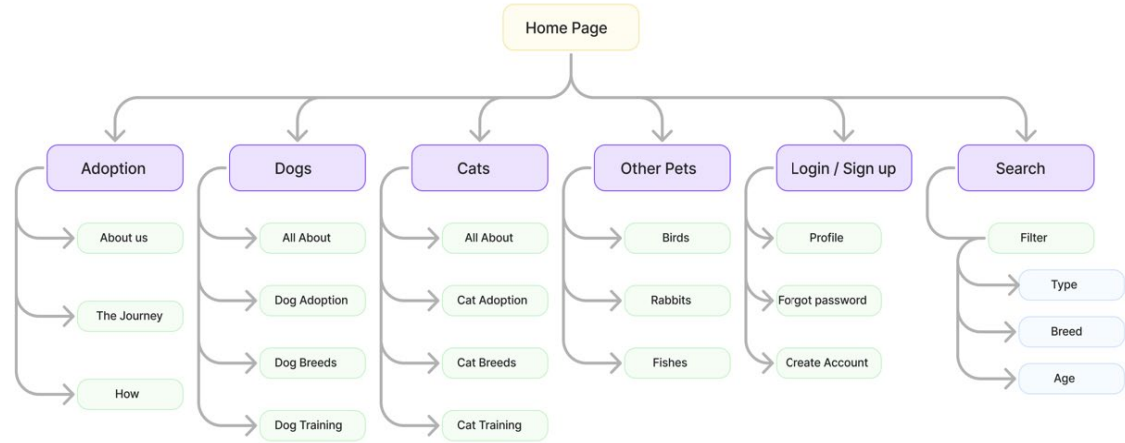
Voice recognition typing option

Responsive Design

- Information architecture
- Responsive design

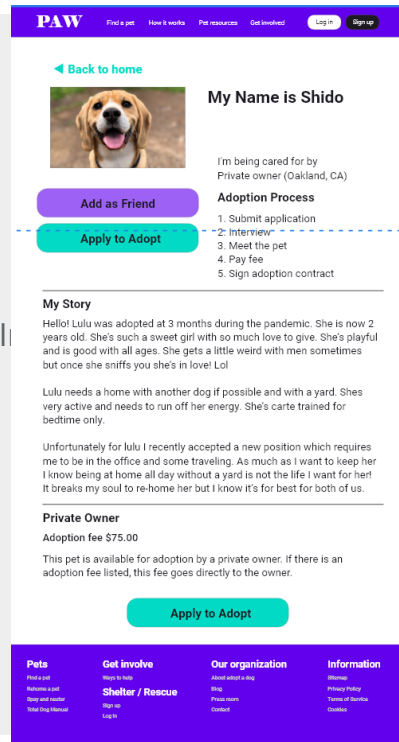
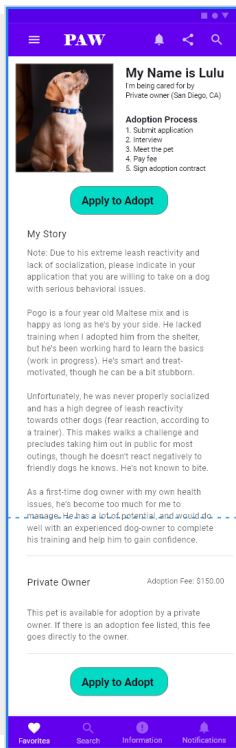
Sitemap

[Your notes about goals and thought process]



Responsive designs

Mobile and website



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This makes people and pets closer together and make a better bridge and connection between adopter and adoptee.



What I learned:

People would like to be emotionally be connected for such services in addition to ease of access.

Next steps

1

Adding More filtering
options

2

Setting up facetime calls
and avility to connect in
real time

3

Support documentation
and packages

Let's connect!



Thanks for exploring "PAW" feel free to connect with me

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