

Noah's Arc

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Project overview



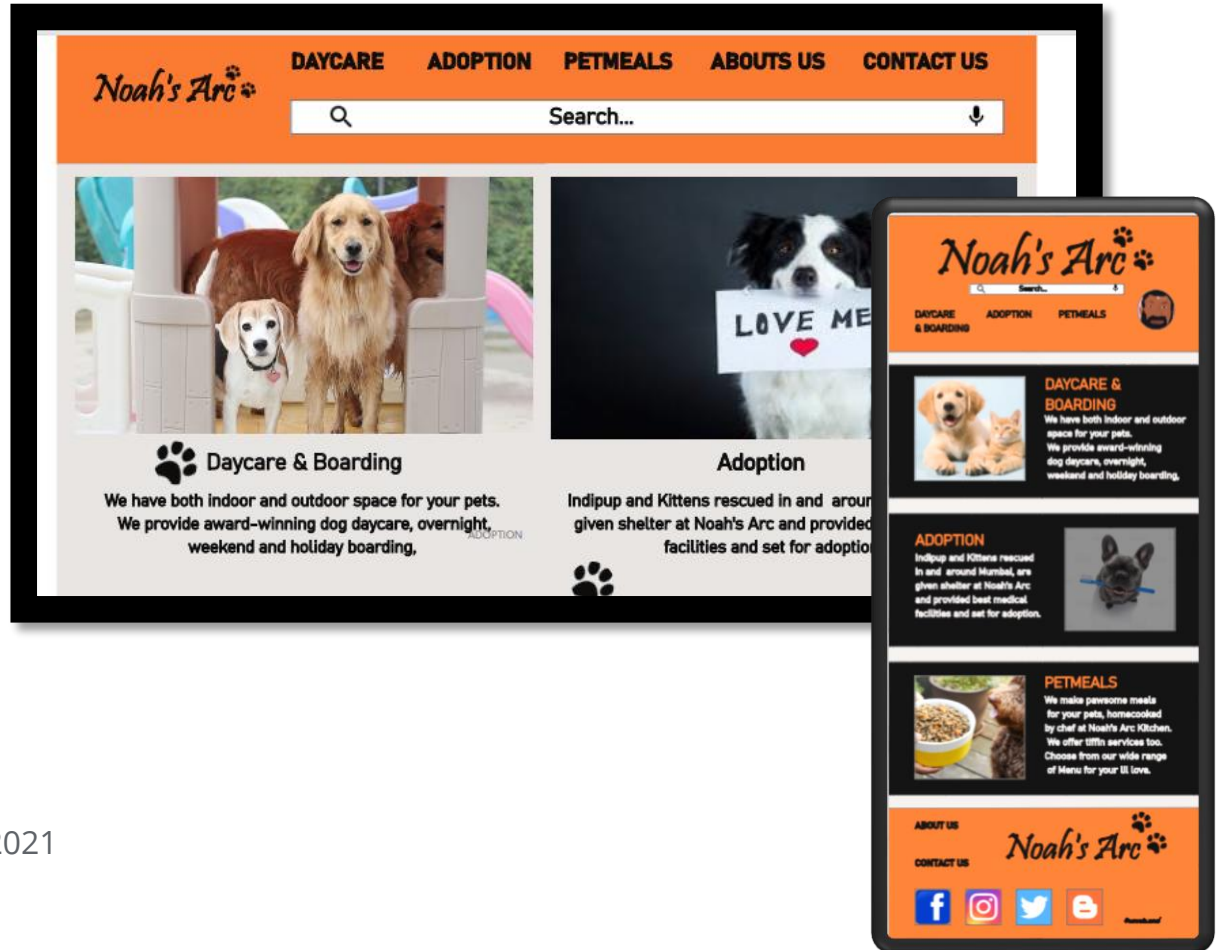
The product:

Noah's Arc designed to deliver day care, boarding services to pet parents who are on go. It also offers petmeals, adoption services to pet parents so one need not worry about their pet in their absence



Project duration:

1st October 2021-30th October 2021



Project overview



The problem:

Every body wants to have pet, but because of job's and lifestyles one often worry about not able to travel or wonder who can give their pet care as they get at home, with all the other things like meals, vet etc.



The goal:

The Idea Behind Noah's Arc, is to be able to provide Pet Services like day care, boarding, pet meals and adoption facilities to pet parents on one click.

Project overview



My role:

UX Designer designing the app, from ideating conceptualizing and delivering the service



Responsibilities:

Conducting interviews, paper and digital wireframing, Low fidelity and High fidelity prototyping wireframes, conducting usability studies, considering accesibility, iterating on designs, building a strong information architecture and responsive design

Understanding the user

- User research
- Persona & Problem Statement
- User Story
- User Journey Map
- Competitive Audit
- Ideation

User research: Summary



I researched on various websites and apps that offer day care, shelter homes, meals and other pet needs and developed a one stop solution for user needs where one can utilize pet boarding and related needs on the go.

Persona 1:

Problem statement:

Manish Dalvi, is a Busy Professional working for Media and often travels. While travelling he is often bothered about his 3 pets and is looking for some good shelter for them when he is away.



MANISH DALVI

Age: 38
Education: Film Making
Hometown: Mumbai
Family: Bachelor, stays with 3 pets.
Occupation: Creative Director

“I want my babies to be taken care of well when they are away from me”

Goals

- A seamless process to register my dogs to animal shelter
- Confirmed Pick up and Drop timings and other options like meals, medicines etc shared

Frustrations

- Registration process takes too long
- Incomplete details shared online so personally have to call and customize things.

Manish,38, works as a director and often travels cause of shoots, leaving his 3pets to shelter home. Inspite of having various websites for Animal Shelter, the process of registration is too frustrating plus the personalised and customized information about pet anyways need to be shared verbally as there was no such requirement available online, where often he used to forget informing something or other.

USER STORY

[Manish Dalvi]

As a/an

My profession demands me to travel often and my pets are left home
alone

type of user

I want to

Register and book a place for my pets in my absence

action

so that

They are safe in my absence and i am stressfree.

benefit

USER JOURNEY MAP

Persona: Manish Dalvi

Goal: Book a shelter home for his pets, when he is travelling out of city for work

ACTION	Choose Online Pet Shelter Home	Register your Pets	Select Date and Time	Payment Information	Confirmation
TASK LIST	<p>Tasks</p> <p>A. Search for shelter homes that can accommodate his 3 dogs B. Shortlist one shelter home close to the house.</p>	<p>Tasks</p> <p>A. Find registration process B. Register one pet at a time</p>	<p>Tasks</p> <p>A. Add Date and Time B. Check Pick up-drop Availability C. Will call the shelter home to give personalised information on pet habits</p>	<p>Tasks</p> <p>A. Pay by Card</p>	<p>Tasks</p> <p>A. Confirm Booking B. Repeat process for another pet</p>
FEELING ADJECTIVE	<p>Curious about various options available and which one is best.</p> <p>Overwhelmed by finding one good website as per requirement</p>	<p>Irritated as Registration process too lengthy as each pet had to be registered</p>	<p>Happy about pick up and drop availability Frustrated cause will have to call the shelter after confirmation to discuss on pet habits</p>	<p>Anxious and was wondering if to add tip or pay extra now incase they need to call something for my pets during emergency</p>	<p>Happy Booking confirmed.</p> <p>Angry as had to go through select date time and payment again individually for each pet.</p>
IMPROVEMENT OPPORTUNITIES	<p>Create an Online Website for Shelter Home for all sorts of pets</p>	<p>Registration can happen by pet owners name instead of pet to avoid lengthy process of each pet registration</p>	<p>Provide space to mention about individual pet habits or something that the user wants the shelter home to know.</p>	<p>Have Pay Later Option Or Add Refundable Security Deposit Option where the extra expenses if incurred are settled</p>	<p>Option where all pets can be selected from the registered pets instead of going through entire process again</p>

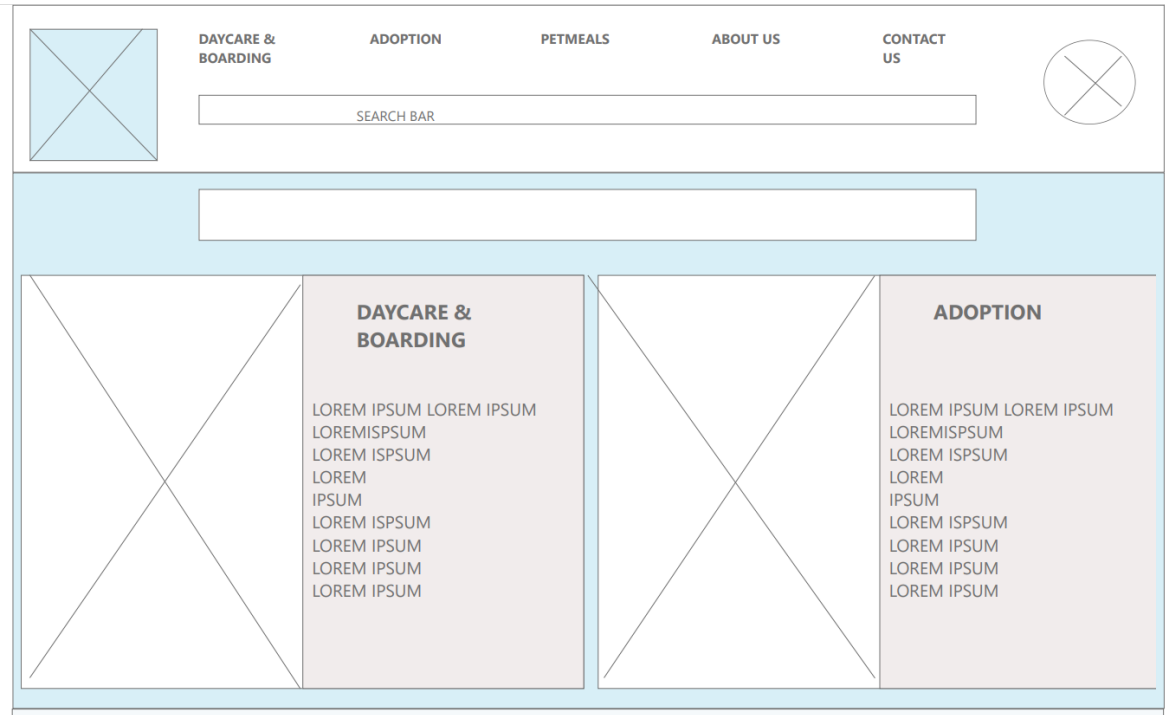
COMPETITIVE AUDIT:

During the competitive audit, research, I compared three competitors and compared on their desktop appearance, app or mobile experience, features, accessibility, user flow, navigation, brand identity and the content.

Competitive audit								
Competitive audit goal: Compare the registration process of each competitors website								
General information								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Animals Matter to me	indirect	Mumbai, India Kolad, India	adoptions, volunteer, donate, csr programs, animal hospital, animal sanctuary, shop	50+	https://www.amtmindia.org/	small	Animal Lovers People who like doing Charity towards Animals Pet Owners	Sanctuary and Rehabilitation for Wild, Domestic and Stay Animals
Petfelix	direct	Mumbai, India	Biggest Dog Boarding Kennel offering overnight boarding or daycare	Not mentioned online	www.petfelix.com	medium	Pet Parents who need daycare or overnight boarding facility for thier pooch	Air Conditioned Kennels with 6500 sq.ft area and 200 sq.ft play area
Petsfolio	direct	All over India	Boarding, Dog Walking to Auto food delivery	Packages mentioned but Rates on Enquiry only	www.petsfolio.com	large	Dog owners, Dog Security Service	One Stop Solution related to Dogs, from Training, to walking, to boarding and also Dog Patrol for security service

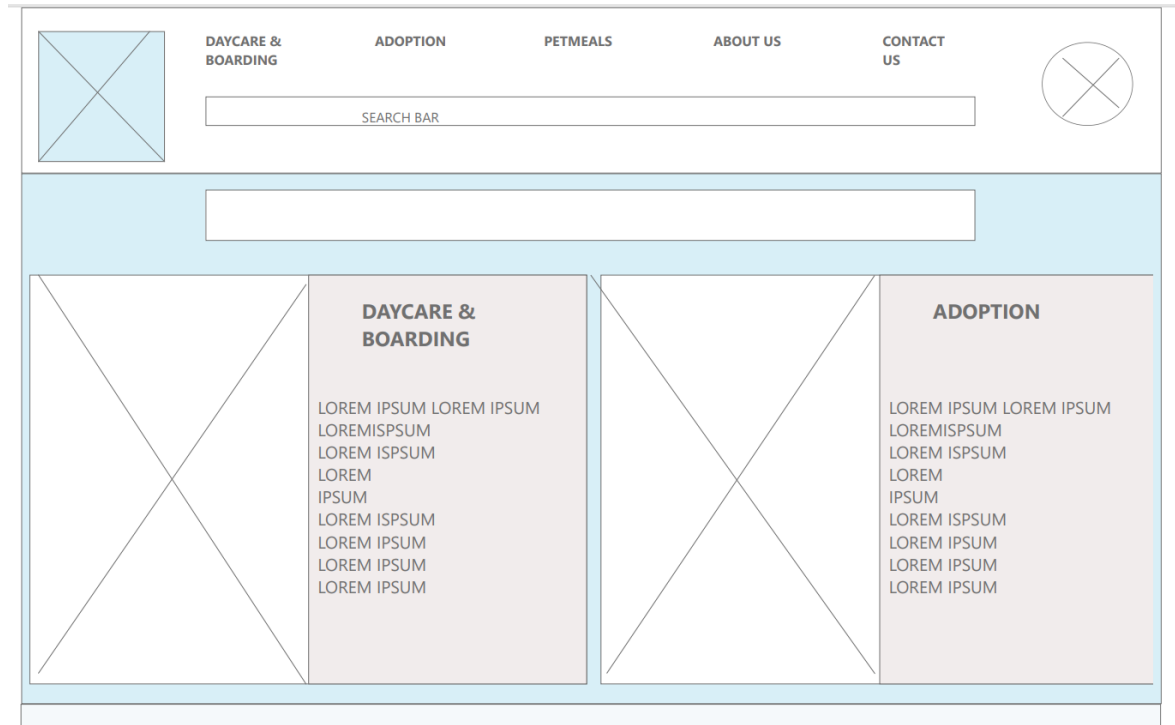
Ideation

I did a quick ideation exercise to come up with ideas for addressing gaps identified in the competitive audit. I came up with an idea of having Noah's Arc, which over not just Daycare & Boarding, but also offers pet adoption, meal plans on a click.



Digital wireframes

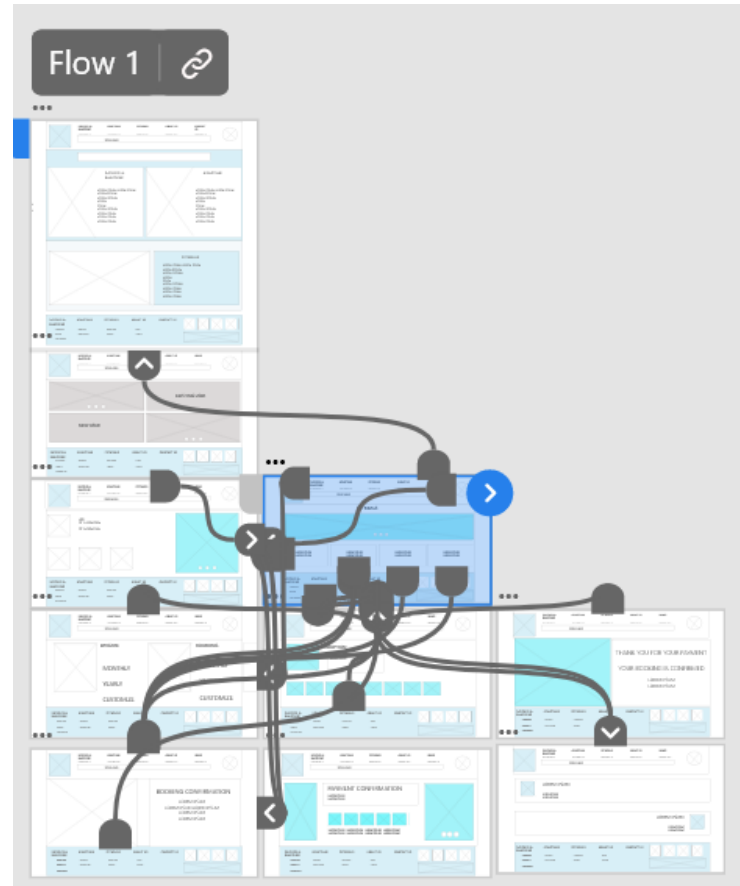
After Ideating and drafting couple of layouts for the Noah's Arc, I finally shortlisted this design, which is easy for a user to use and includes all the basic requirement at one place.



Low-fidelity prototype

I created a low fidelity prototype for usability study that connected the user flow of able to book day care and boarding, by creating a pet profile where one can convey all their pet needs individually

<https://xd.adobe.com/view/7a231595-c753-452c-a7e1-cfdc07680142-2f70/?fullscreen>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Mumbai, Remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

1

Finding

Most users were expecting, Profile Page to be in detail

2

Finding

Users were not able to smoothly navigate to HomePage.

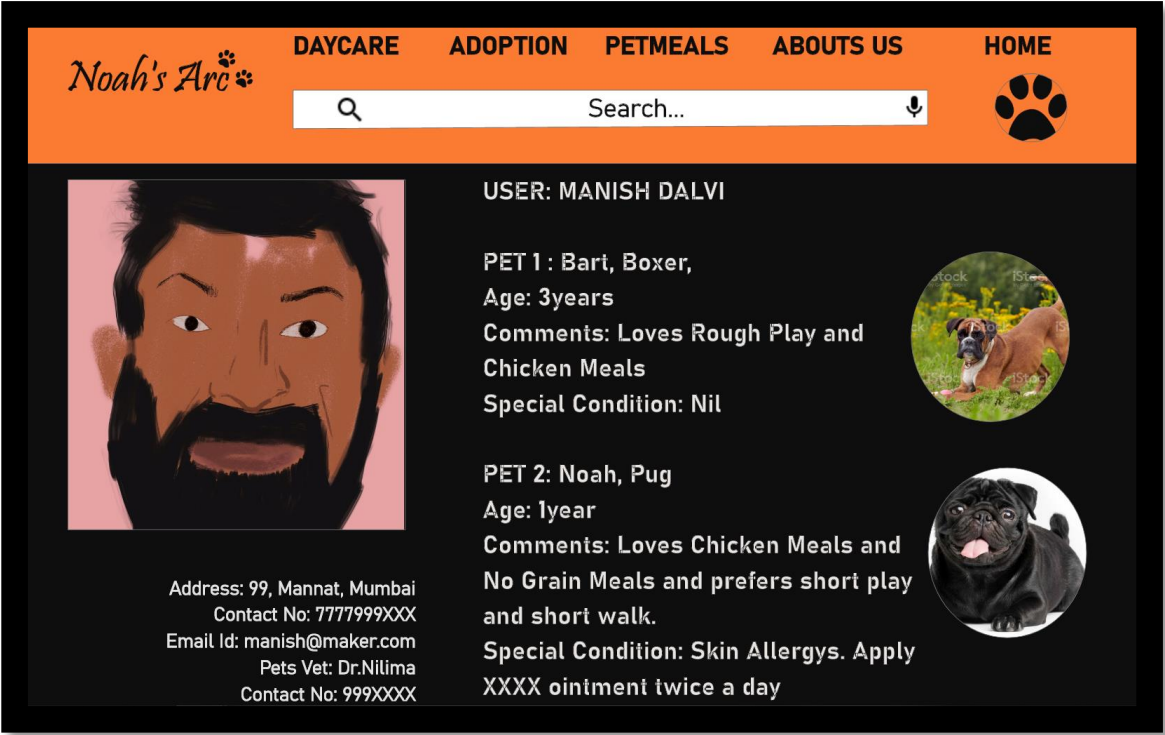
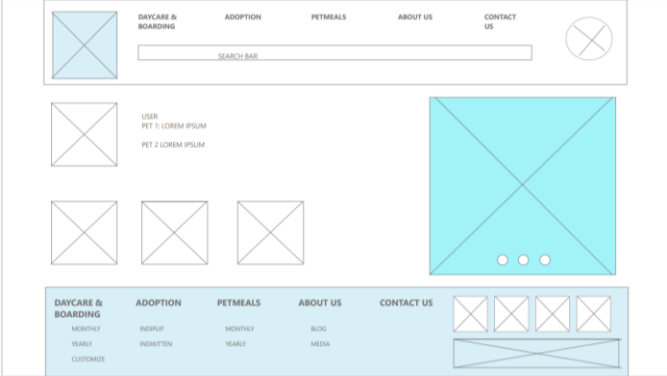
Refining the design

- Mockups
- High-fidelity prototype


Mockups



Most users were expecting, Profile Page to be in detail


Before usability study




Mockups

DAYCARE ADOPTION PETMEALS ABOUTS US CONTACT US





 Daycare & Boarding

We have both indoor and outdoor space for your pets.
We provide award-winning dog daycare, overnight,
weekend and holiday boarding,

Adoption 

Indipup and Kittens rescued in and around Mumbai, are
given shelter at Noah's Arc and provided best medical
facilities and set for adoption.





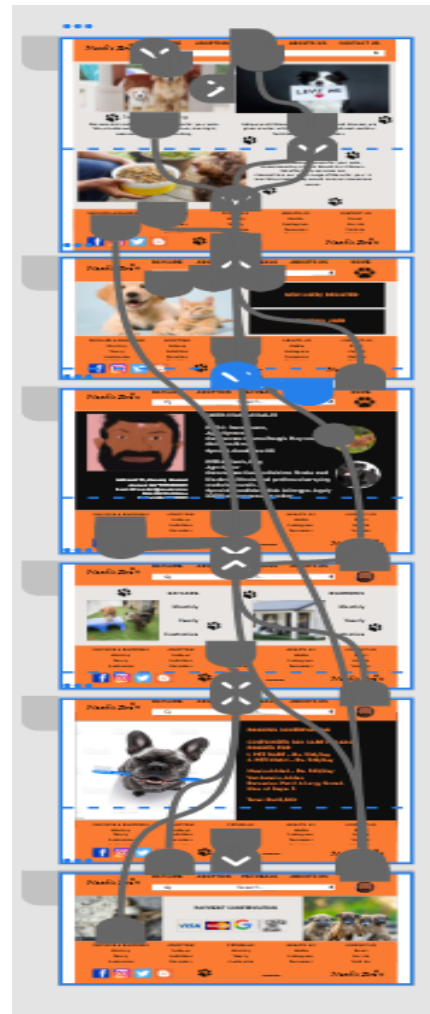
Mockups

The mockup is for a website titled "Noah's Ark" and is designed with an orange and black color scheme. At the top left is the logo "Noah's Ark" with a paw print icon. The navigation bar includes links for DAYCARE, ADOPTION, PETMEALS, ABOUTS US, and HOME. A search bar with a magnifying glass icon and a microphone icon is positioned to the right of the navigation. Below the navigation bar is a large image of a golden retriever puppy and an orange tabby kitten. To the right of this image are two dark grey buttons with orange text: "NEW USER/ REGISTER" and "EXISTING USER". The footer contains a grid of links: DAYCARE & BOARDING (Monthly, Yearly, Customize), ADOPTION (Indipup, Indikitten, Donation), PETMEALS (Monthly, Yearly, Customize), ABOUTS US (Media, Instagram, Facebook), and CONTACT US (Email, Call Us, Visit Us). At the bottom left are social media icons for Facebook, Instagram, Twitter, and YouTube. At the bottom right is a paw print icon and the "Noah's Ark" logo.

High-fidelity prototype

A High Fidelity Prototype was developed by refining Low-Fidelity Prototype on basis of usability study conducted

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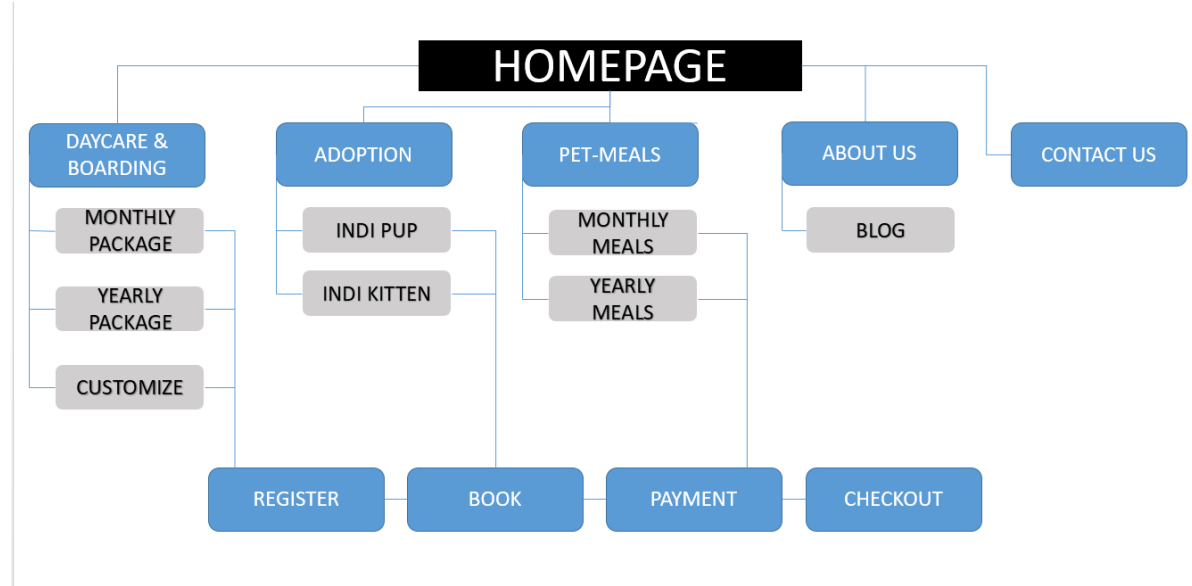


Responsive Design

- Information architecture
- Responsive design

Sitemap

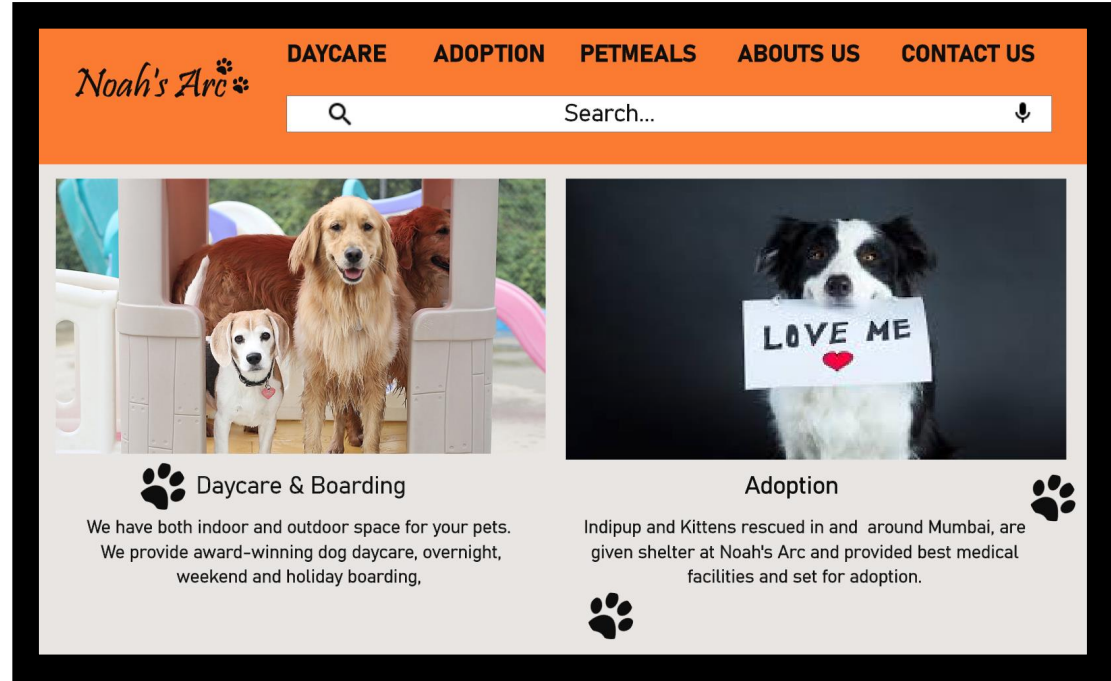
With the app designs completed, I started working on sitemap as a guide to the organizational structure of each screens to ensure common user flow across devices.



Responsive designs



MOBILE



DESKTOP

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website gives access to users to dog daycare, boarding and meal services.

Thus making busy pet parents manage their pet's during busy working lifestyles or during vacations.



What I learned:

While Managing, this website, I learned that providing individual detail about their pet is very important, so the pet parent can discuss about all the pointers with the day care and boarding so the process is customised and hassel free

Next steps

1

I would like to make it more accessible, by using Chatbot's to help pet parents easily run through the details

2

Keeping in mind, assistive pets, I would like to introduce the website/ app with a reader so people can hear and book the order.

Let's connect!



If you would like to see more or get in touch.

You can contact me as below.

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