

PetCare

for RSPCA 



Case Study by Hanna Phritagolda

Client Background

RSPCA Australia is an organisation providing services to animals in need. They care, enforce law and advocate for animal welfare, through peer-reviewed scientific research. The RSPCA website contains a vast amount of resources and information about animal care and welfare, with a particular focus on the feature, "Adoptapet" for animal adoptions. RSPCA launched an app called "PetShop by RSPCA", focusing more on finding pet-friendly venues in South Australia.



Design Process

BREAKDOWN

7 Step Canvas
Project Unknowns

RESEARCH

User Research

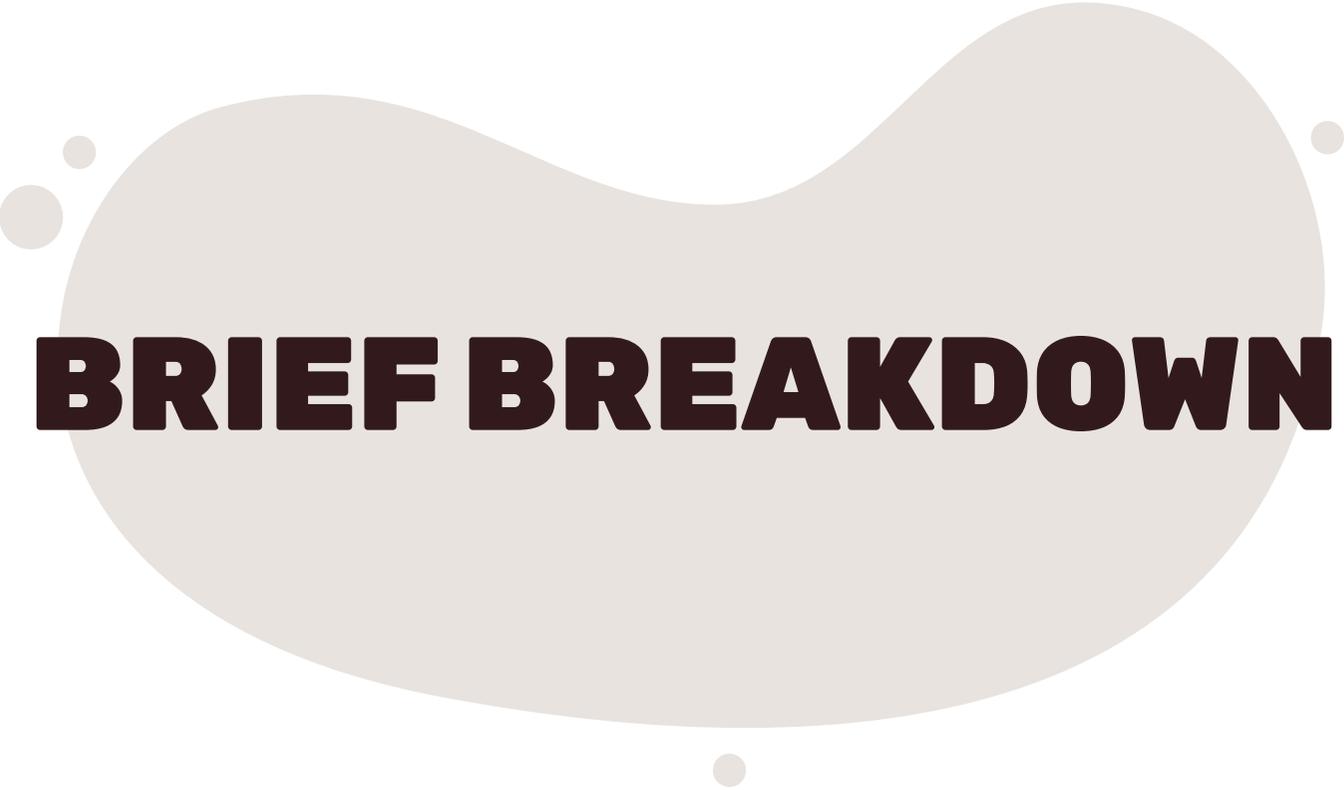
DESIGN

Ideation
User Flow Map
Prototype

TESTING

User Testing
A/B Split Testing





BRIEF BREAKDOWN

7 STEP CANVAS

BRIEF 1: Pet Care App

① Why?

- educating pet owners about healthy diets + exercises for their pets
- helping pet owners to easily find vet services to their pet / pet needs
- inform pet owners to fight on if they are providing a suitable lifestyle for their pet.
- easy, one-stop platform for a range of pet information that could otherwise be overwhelming (diet, exercise, vet, treatments, etc.)
- improves pet lifestyle + happiness
↳ leads to happier pet owners!
- contributes vet clinics for vet services

② Who?

- pet owners
- people who are considering giving pets?
- veterinarians
- specialisation classes
- dog walkers
- dog groomers
- pet shops

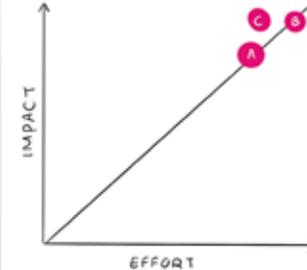
③ When + Where?

- at home / at a park during a walk
- triggers to behaviour:
 - pet needs a check-up!!!
 - no long good experience of previous visits
 - sudden change in pet behaviour
- SCENARIO:
Owner notices that pet is not feeling well → looks up symptoms to see what could be wrong → looks for any vet clinics nearby → notes approximate time → Owner takes pet to vet → pet gets help!

④ What?

- a mobile app
- ① a vet-finder app
↳ finds local vets based on location with a 5 star + reviews
- ② diet + exercise tracker for pets
↳ tracks pet movements + exercise level to diet tracker to keep track of what they are consuming to recommend different activities / plans to do w/ your pet
- ③ pet essentials app
↳ local dog walker feature
↳ local pet store near you
↳ local vet near you
↳ local pet services near you

⑤ Prioritise



- ① more simple & straight forward in effort, as feature is simple.
- ② more effort, with higher impact as it would consist of more features + functions.
- ③ effort, impact, more multipurpose.

⑥ Solve

USER TASKS ⑥

- open app
- create pet profile (gender, weight, post, etc.)
- homepage w/ features
 - > profile
 - > track diet
 - > track exercise
 - > recommended activities
- click track diet features
- add in pet post feed + menu
- pet food intake for the day summary
- back to homepage

⑥ Add pet profile

ADD YOUR PET

PET NAME

SPECIES

BREED

AGE

WEIGHT

HEIGHT

SKIP THIS STEP >

⑥ Homepage

⑥ Track diet

< TRACK DIET

Monday, 23/1/21

BREAK FAST

LUNCH

DINNER

⑥ Add food

< TRACK DIET

MEAL
TREATS

FOOD

AMOUNT

⑦ How?

MEASURE SUCCESS

- rate of overweight / underweight pets
- rate of use of pet activity tracker
- growth / loss of visits according to recommended activities
- rate of diet logs

VALIDATING SUCCESS OF CONCEPT

- change in weights of pets (decrease / increase)
- consistent diet record + pet food consumption.

PROJECT UNKNOWNNS

What services do pet owner needs?

How does one know what pet to get?

Where do pet owners look for information?

What information are useful for a first time pet owner?

What is the most important service that a pet owner needs?

How difficult is it to find resources for pet care?

What kind of resources in available about pet care?

What is the cost and the financial implications of having a pet?

What kind of lifestyle do you need own a pet?



RESEARCH

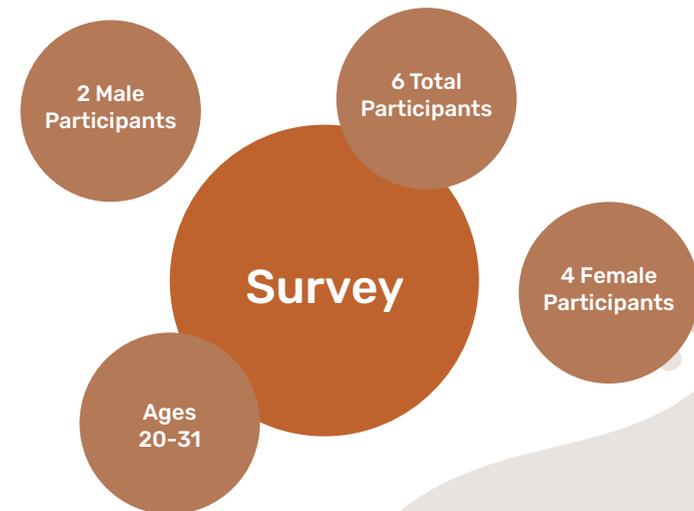
INTERVIEWS & SURVEY

Interview Questions

1. Could you tell me about your experience with animals or pets?
2. Could you tell me about your favourite animal?
3. How would you describe your lifestyle?
4. Could you tell me about how your lifestyle would change with a pet?
5. How much time do you think you dedicate to your pet?
(How much time would you dedicate to your pet if you had any?)
6. Where do you currently stand about getting a pet?
(If they don't want pets, why?)
7. If you were to get a pet, what would motivate you to do so?
8. If you were to get a pet, how would you do it?
9. If you are/were new to getting pets, what things would you like to have known before?
10. What kind of services do you think you would need if you had/have a pet?

Survey Questions

1. What's your name?
2. Are you...
3. Are you a pet owner?
4. If you have pets, how many do you currently have?
5. Are you currently considering on getting a pet?
6. If yes, are you considering any of the the following options? (You can select multiple answers)
7. What would you like to know or know more about being a pet owner?
8. On average, how often do you feed your pets a day?
9. On average, how often do your pets exercise a day?
10. What kind of pet services do you normally use?



RESULTS ANALYSIS

	Having a pet seems like too much effort and responsibility	Thinking of getting a pet, but unsure where to start looking	Finding reliable pet services can be difficult	I currently don't want/can't have any pets
QUOTES	<p>"My parents said that I'm not responsible enough to take care of a pet." (U3)</p> <p>"I have too much on my plate, a pet will just be another responsibility." (U4)</p> <p>"Maybe if my parents help look after them as well, but alone seems like too much responsibility even in the future." (U4)</p>	<p>"I'm wouldn't really know where to start, I've had smaller pets before but that was when I was really young." (U3)</p> <p>"I've never had a pet before, so I'll probably do some researching on the internet or something." (U4)</p>	<p>"I would not trust just anyone to take care of my dog, even in an emergency." (U5)</p> <p>"It can be a pain because you won't know what would work unless you try those services first." (U2)</p> <p>"It can be difficult to find a good service, because not only that you have to like it but your animals needs to like it as well." (U2)</p>	<p>"I'm still living with my parents with one cat already and they think it's more than enough." (U2)</p> <p>"My parents won't let me have any pets around the house." (U3)</p> <p>"Personally, I'm pretty happy without a pet at the moment." (U4)</p>
IMPLICATIONS	<p>Having a pet seems to be a lot of responsibility and people are discouraged before even trying.</p> <p>Solution should be able to fulfill the need for convenience and easy access to pet care.</p> <p>Generalisation that all pets are high maintenance and requires a lot of responsibilities.</p>	<p>There are so many resources out there and some may not be consistent.</p> <p>It can be intimidating for a person without any prior experience with pet to start.</p>	<p>A clear review system for users to see pet services.</p> <p>Recommended list of different pet services.</p>	<p>Owning a pet should not be discouraged.</p> <p>Different options could presented.</p>

RESULTS ANALYSIS

PET OWNERSHIP

MOTIVATIONS

Companionship

Mental Health

Exercise

Socialisation

Lifestyle

Learning to care

Helping animals

Learning responsibility

PAIN POINTS

Lack of time

Lifestyle

Finances

Too much effort

Too much responsibility

Not allowed by partners /
parents

Living arrangements

ATTITUDES

Indifference

"I can't even care for myself"

Waiting for the right timing

Have been thinking about
getting a pet/getting another

QUICK FINDINGS REPORT

INSIGHTS

INSIGHT #1

Owning a pet is seen as a big lifestyle change that would often come off as intimidating and unfamiliar.

INSIGHT #2

There are many resources about pet and animal care out there, that a lot of people find it to be overwhelming.

INSIGHT #3

There are lack of information about financial implications of owning a pet, many did not expect it to be expensive.

INSIGHT #4

Not many people are aware of the services that their pets may need.

INSIGHT #5

It can be challenging to find out about what kind of animals is suited to your lifestyle.

INSIGHT #6

Although many are open to having a pet, often their living and financial situation is what's stopping them.

QUICK FINDINGS REPORT

POTENTIAL DESIGN IDEAS

Thorough instruction on how to look after a pet.

A beginner's guide about what to expect, the list of responsibilities, etc.

A service that could potentially serve as a one stop platform for pet needs.

An informative app that displays information in a way that isn't too overwhelming or intimidating.

An feature option to select experience levels with owning a pet.

Suggestions about which animals/ breeds that is entry-level or beginner friendly.

List/checklist of necessities needed for first time pet owner.

Ability to bookmark information to reference later.

A clear review system for users to see on services.

Recommended list of different pet services.

Review list of different services, with star rating.

Featured recommended pet services weekly.

Presenting information in a way that is interactive and educational, rather than trying to force down information.

USER PERSONAS



Jenna Quirke

Age: 23

Gender: Female

Occupation: Student

Meticulous

Assertive

Energetic

Creative

Helpful

Organised

About

Jenna is a third year university student at Curtin University. She currently lives with her parents and owns two cats with them. She's pretty busy with university work and social activities, so she loves having low maintenance pets.

Goals

- Having low maintenance pets that suits her lifestyle.
- Being able to afford pets when living independently.

Pain Points

- Schedule can be unpredictable, making it difficult if she were to live alone with pets.
- Pets, even if they are low maintenance still needs a certain amount of effort.

USER PERSONAS



Emma Bridge

Age: 20

Gender: Female

Occupation: Student

Adaptable

Driven

Confident

Independent

Capable

Adventurous

About

Emma is a second year student at Curtin University. She currently lives with her boyfriend, in an apartment they rent together. She has had experience with pets before moving out, but now enjoys the freedom of not looking after one. Her boyfriend is considering getting a pet.

Goals

- To live in a pet-free or at least low-maintenance pet household.
- Not being burdened by the majority of pet care.

Pain Points

- Unsure whether her boyfriend has had experience with a pet before.
- Sometimes it can be hard to look after a pet, especially with animals that needs a lot of care.

USER PERSONAS



Yan Li

Age: 27

Gender: Non-binary

Occupation: Student

Relaxed

Outgoing

Friendly

Independent

Compassionate

Sociable

About

Yan is a first year postgraduate student at Curtin University. They currently live off campus with their partner. Although they are currently not looking for a pet, they are open to the idea as they settle into their new home.

Goals

- Learning how to take care of a pet.
- Settling into their new home and own a pet to feel like a family with their partner.

Pain Points

- Unsure what the process would be like pets, especially when they're currently renting.
- Have never had a pet before, so unsure about what to expect.

USER SCENARIO 1

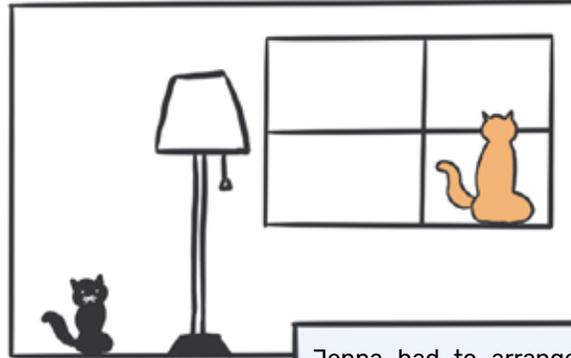
Due to an unforeseen circumstances, Jenna's family had to go down South to see their grandparents. Jenna had to arrange for a last minute pet-sitter to look after her cats for the next couple of days. She has never done this before, as her mum usually arranges. Their usual pet-sitter is out of town, so Jenna decided first to see whether any other family/friends are free to look after the cats. Unfortunately, she's not able to find anyone this way and decided to look online to see if she could drop them off in a pet boarding facility as she doesn't feel comfortable about having strangers pet-sit at their house.



USER STORYBOARD 1



Due to an unforeseen circumstance, Jenna's family had to go down South to see their grandparents.



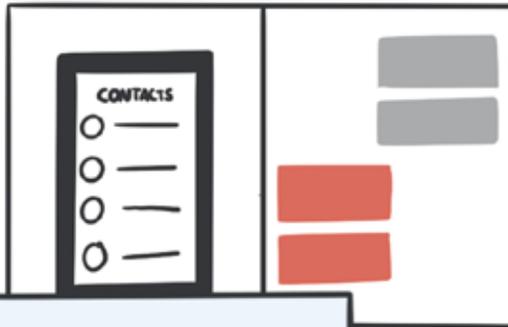
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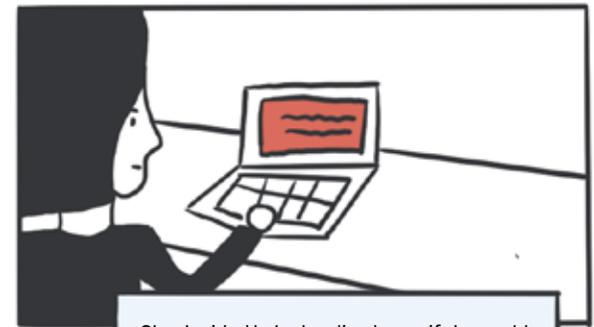
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Unfortunately, she's not able to find anyone this way.



She decided to look online to see if she could drop them off in a pet boarding facility as she doesn't feel comfortable about having strangers pet-sit at their house.

USER SCENARIO 2

After telling her boyfriend that she'd think about getting a dog, Emma was surprised with a new puppy after coming home from her tutorial. She was quite frustrated at the "surprise" and was even more annoyed after finding out that her boyfriend was not prepared and bought the necessary supplies for a young puppy. After browsing online, Emma finally found a pet store nearby as they needed quite a bit of supplies. She would have preferred to save some money and purchase these supplies online, but they didn't have time to wait for them. Click and collect was not available in store, so she has had to go in person to shop.



USER STORYBOARD 2



For months, Emma's boyfriend has been begging her to get a dog.



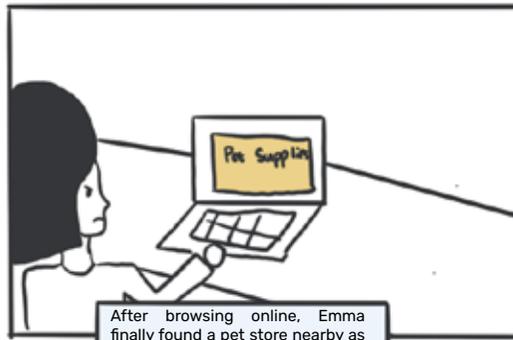
Emma told her boyfriend that she'd think about it, as there's a lot that needs to be taken into account when having a dog.



One day, her boyfriend decided to surprise her with a puppy without telling her!



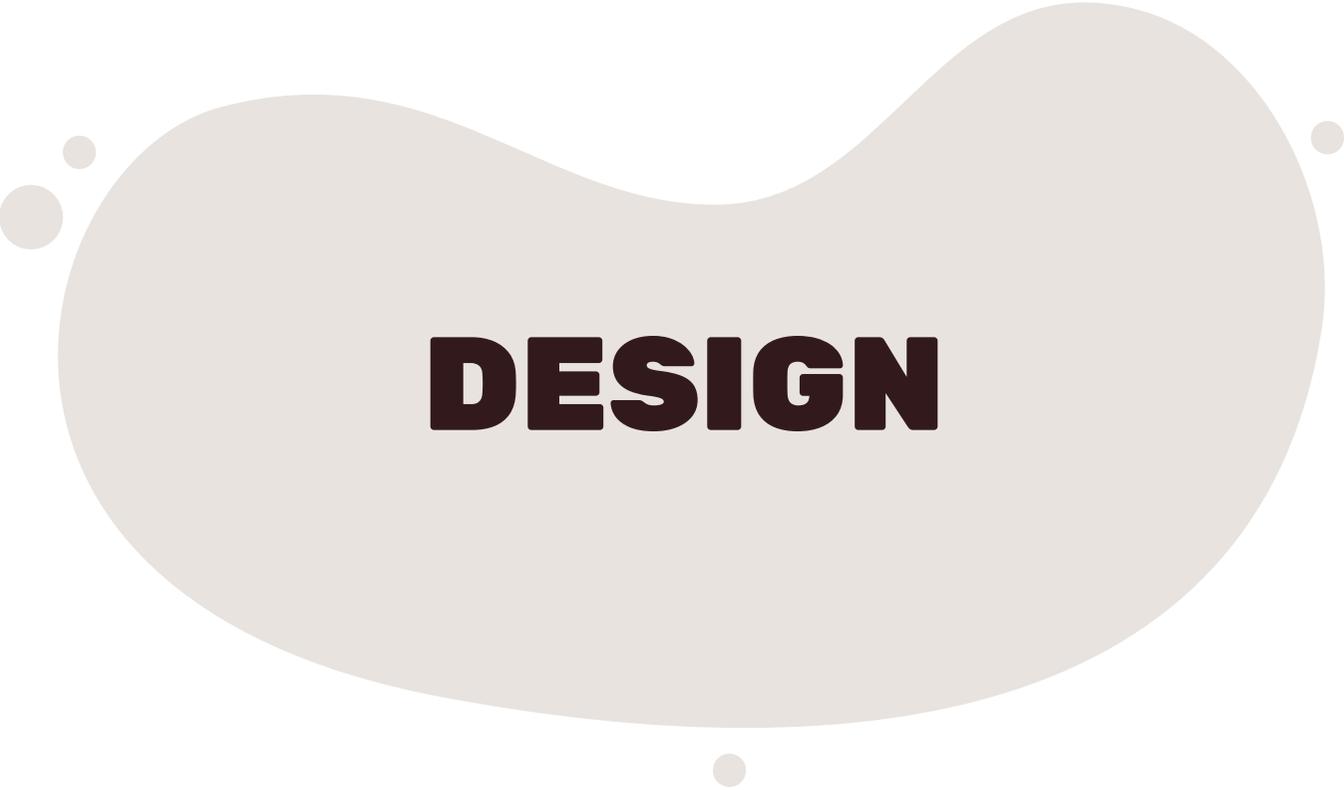
She was frustrated at the "surprise" but had been even more annoyed when she found out that he wasn't prepared and hasn't gone shopping for supplies



After browsing online, Emma finally found a pet store nearby as they needed quite a bit of supplies. She would have preferred to save some money and purchase these supplies online, but they didn't have time to wait for them.



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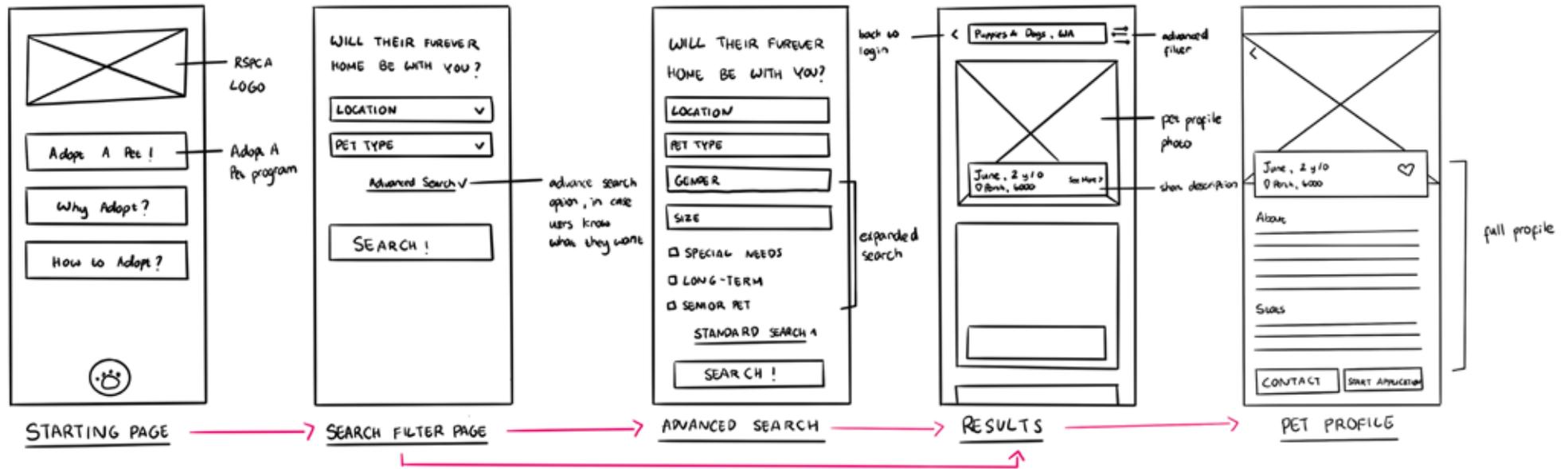
DESIGN

CONCEPT VARIATIONS

	CONTEXT VARIATION (PET ADOPTION)	AESTHETIC VARIATION (PHOTON DESIGN)	ACCESSIBILITY VARIATION
CONCEPTS	<p>Aims to target users who are looking to adopt a pet.</p> <p>Needs to follow RSPCA's branding and design language.</p>	<p>Focuses on helping users find veterinary services near them.</p> <p>Requires the use of Photon Design Language by Firefox.</p>	<p>Focuses on accessibility to cater for users with low vision or are vision impaired.</p> <p>Aims to help both new and existing pet owner care for their pets.</p>
FEATURES	<p>List of pets available for adoption, matching a filtered search.</p> <p>Quick and easy access to jumpstart the adoption process.</p> <p>Option to find out why users should adopt.</p> <p>Information about how to adopt.</p>	<p>Pet medical record.</p> <p>Pet vaccination schedule.</p> <p>Medication list.</p> <p>Appointment list.</p>	<p>Diet tracker.</p> <p>Exercise tracker.</p> <p>Medication tracker.</p> <p>Appointment reminders.</p> <p>Providing pet services near you.</p> <p>Multiple pet profile for users with multiple pets.</p>

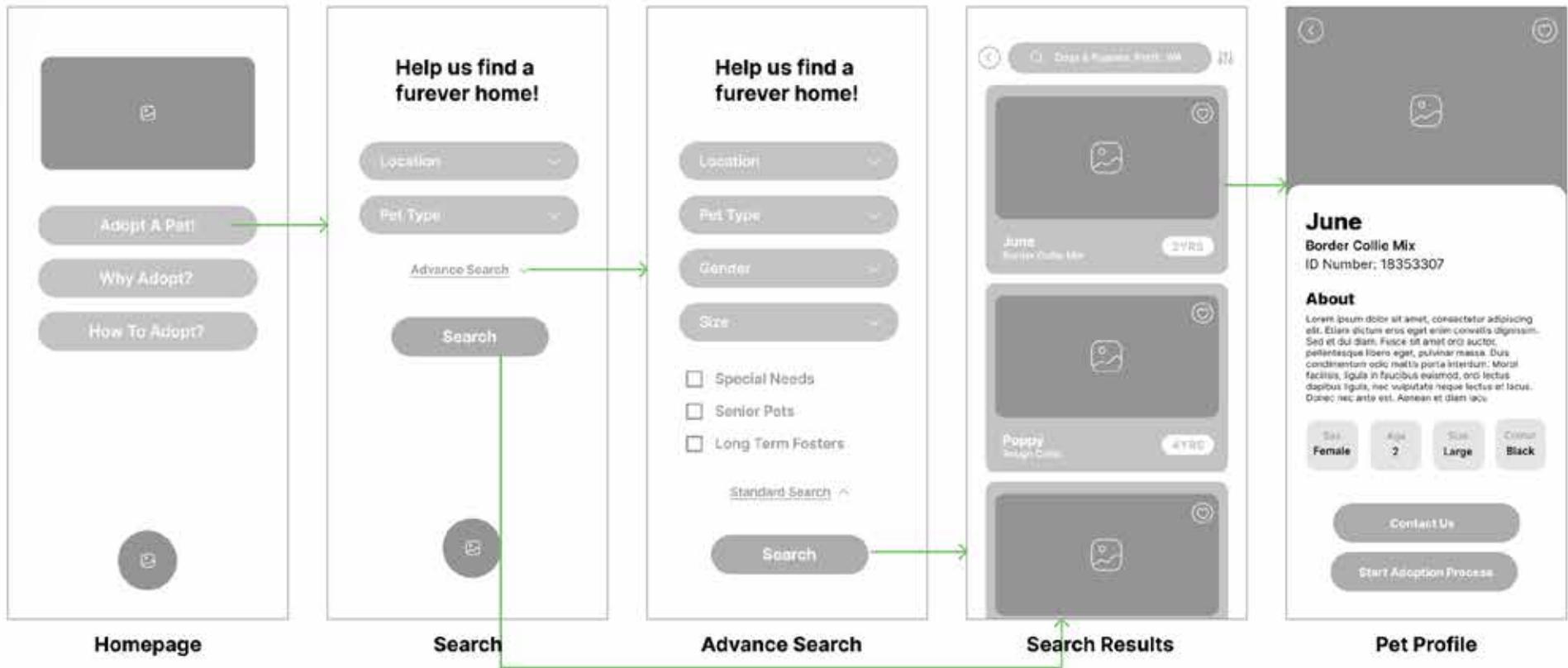
CONCEPT VARIATION 1

CONTEXT VARIATION - ADOPTION



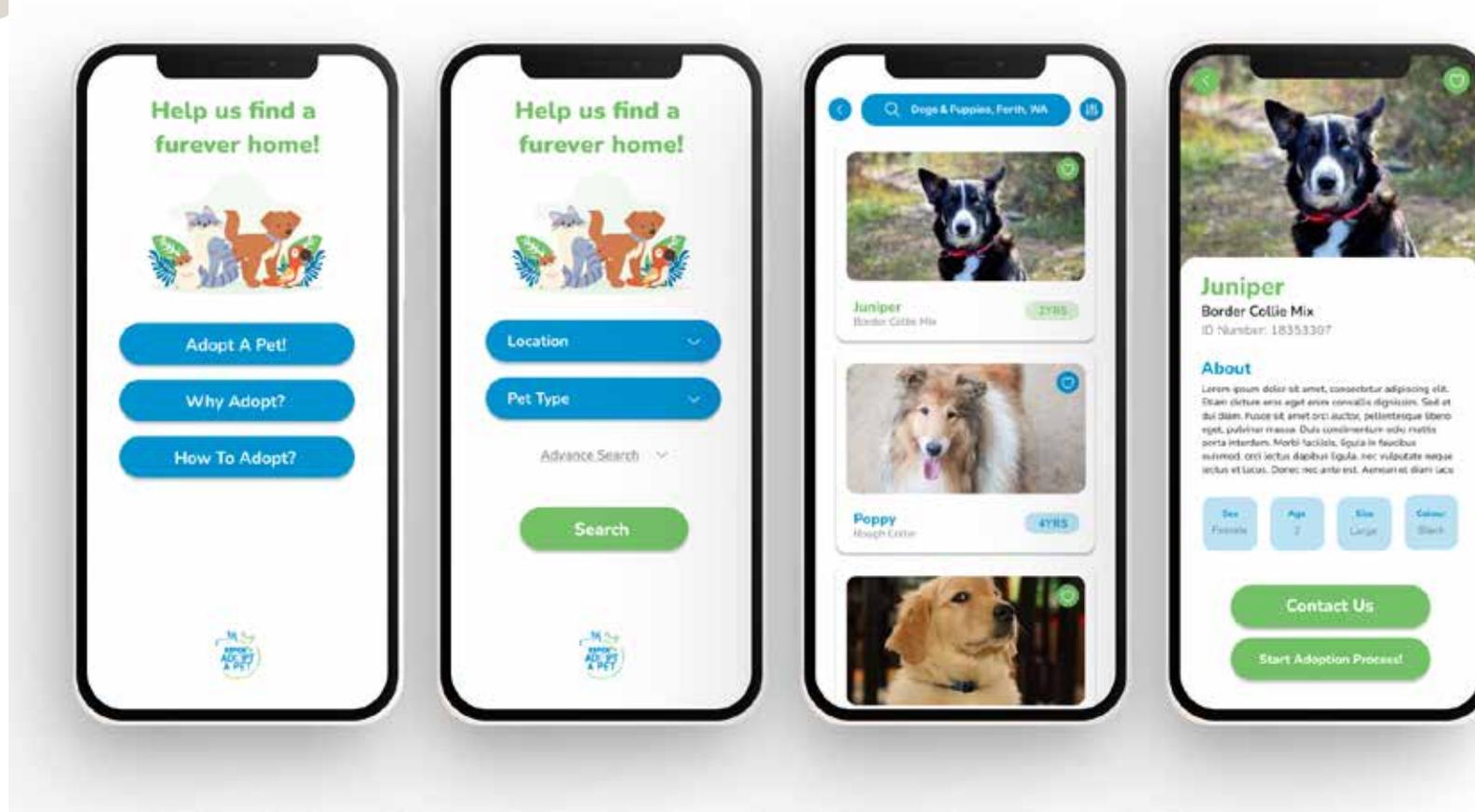
The sketches focus heavily on pet adoption and providing information and educating users about pet adoption.

CONCEPT VARIATION 1



From the sketches, the wireframes were starting to take shape. In this step, I focused on the layout of the screens. I focused on how images and information should be presented in a streamlined and appealing way.

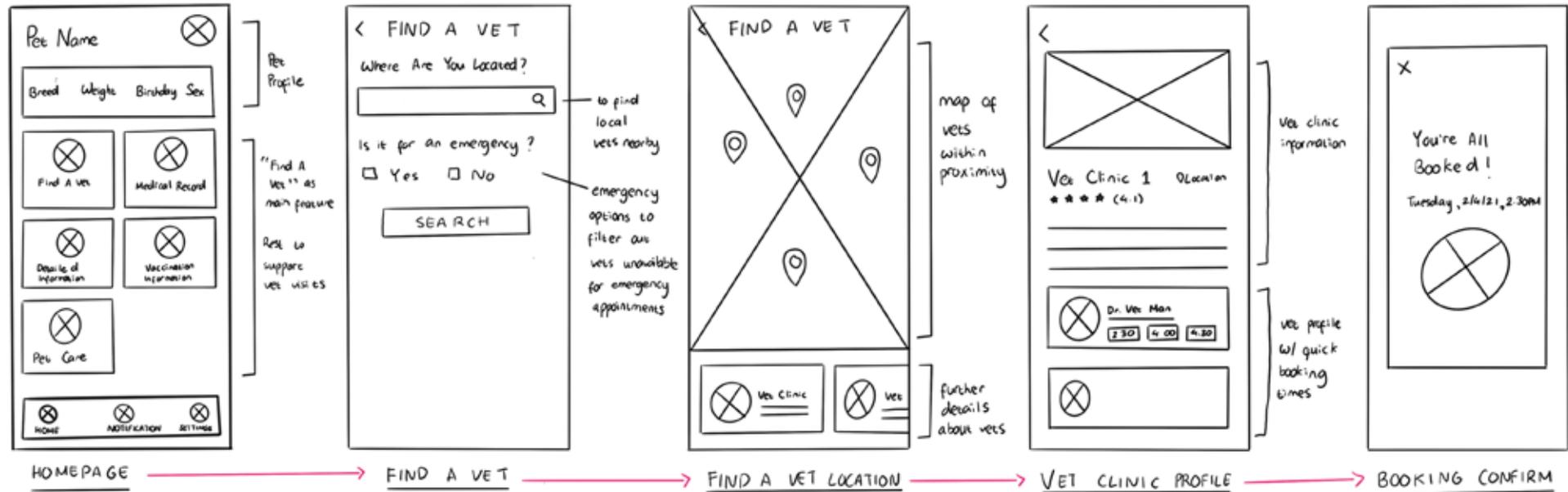
CONCEPT VARIATION 1



In order to stay consistent in the branding of RSPCA, I integrated the organisation's original colours of blue and green, alongside the RSPCA logo. By using a combination of illustration and photography to showcase animals that are available to adopt, it enhances the feeling of invitation and friendliness as the users browse through the screens.

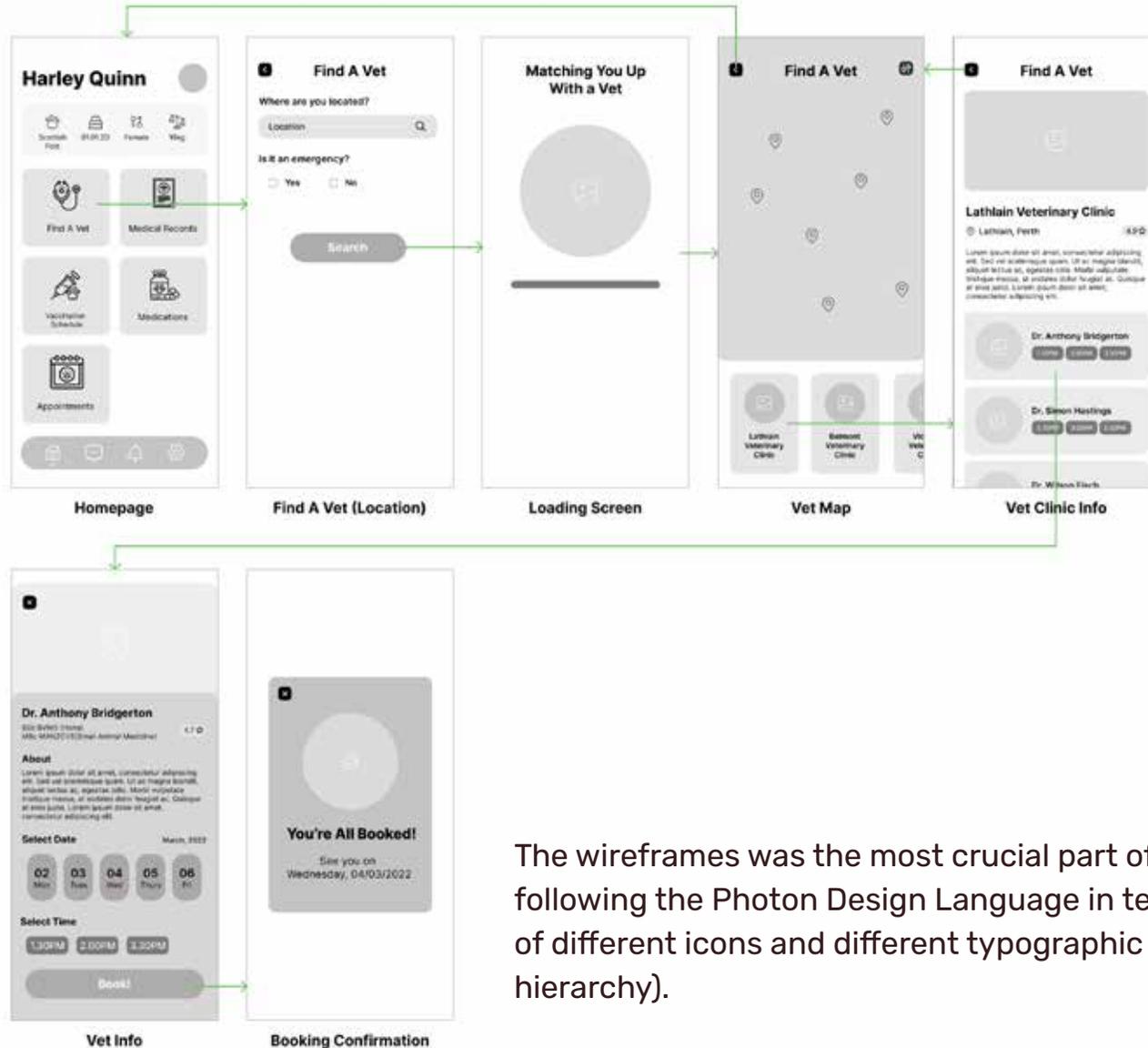
CONCEPT VARIATION 2

AESTHETIC VARIATION - PHOTON



The aesthetic variation focuses on helping users finding veterinary services and making vet appointments.

CONCEPT VARIATION 2



The wireframes was the most crucial part of this process, as I was following the Photon Design Language in terms of figuring out the sizes of different icons and different typographic rules (for weight, size and hierarchy).

CONCEPT VARIATION 2

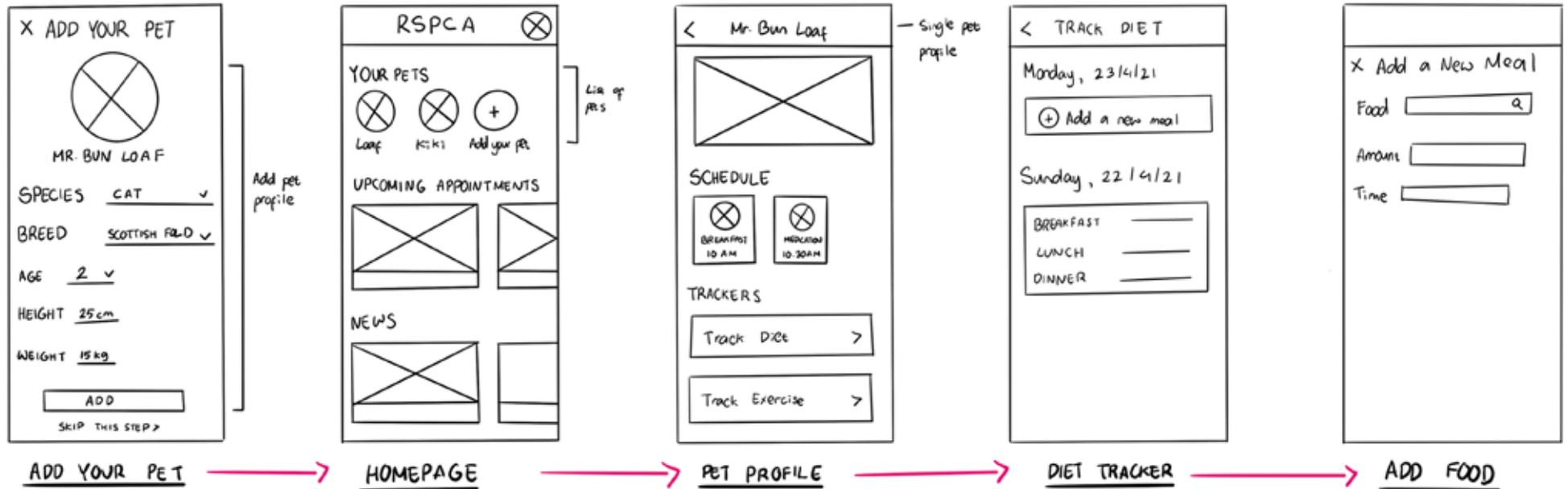


The final four screens for this variation includes the Photon Design Language of:

- Colours #12bc00 and #00c8d7 with adjusted opacity in certain buttons and elements to highlight information. Although not intended, the colours I chose to use for the variation still reflects the original branding of RSPCA.
- 24 x 24px icons throughout the screens.
- San Fransisco font for MacOS, with ranging sizes and weight according to the guide provided by Firefox.

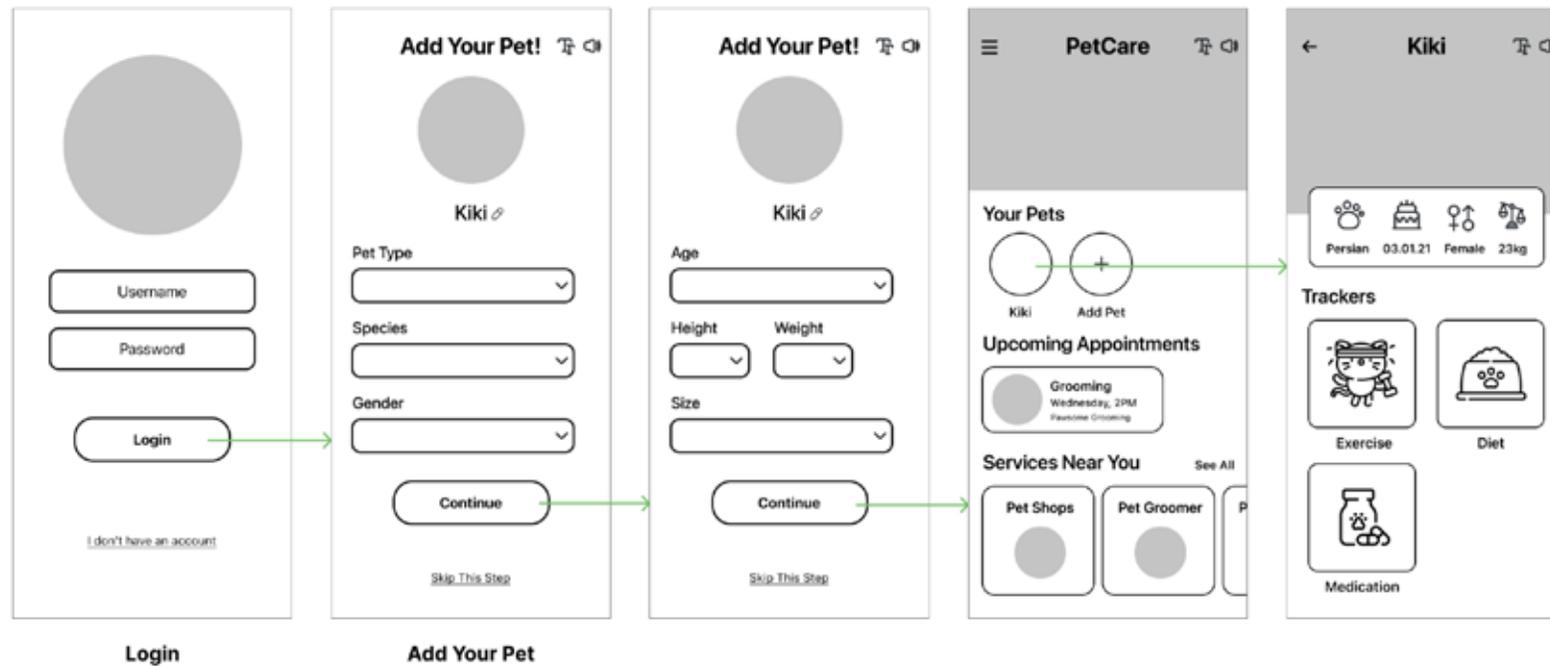
CONCEPT VARIATION 3

ACCESSIBILITY VARIATION



The accessibility variation focuses on being a tool to help new and seasoned pet owners care for their pets.

CONCEPT VARIATION 3

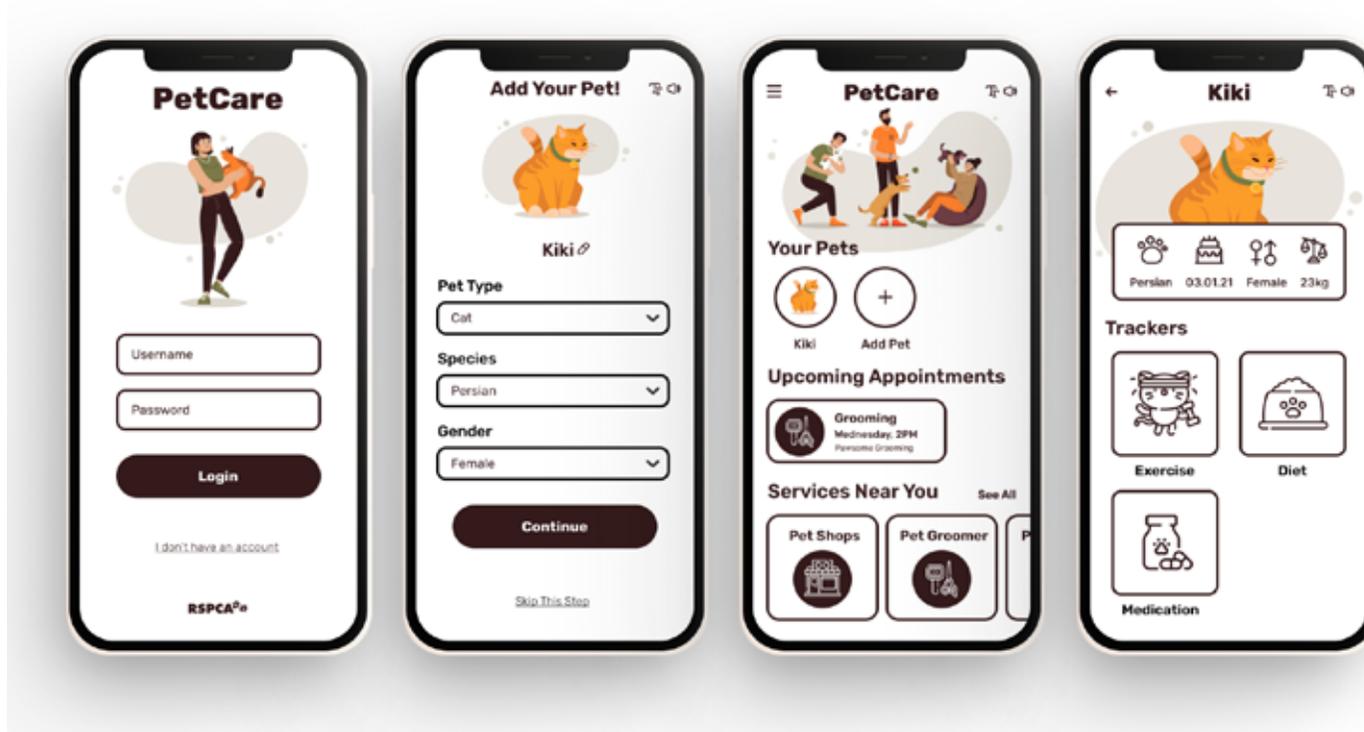


From the sketches, the wireframes were starting to take shape. A few adjustments in function and visual components in particular were made as I really wanted to enhance the visual accessibility for this variation.

These includes:

- Larger text weights and sizes.
- Use of icons with heavier weight and larger size.
- Ability for users to adjust the text size themselves.
- Easy access to screen reader.

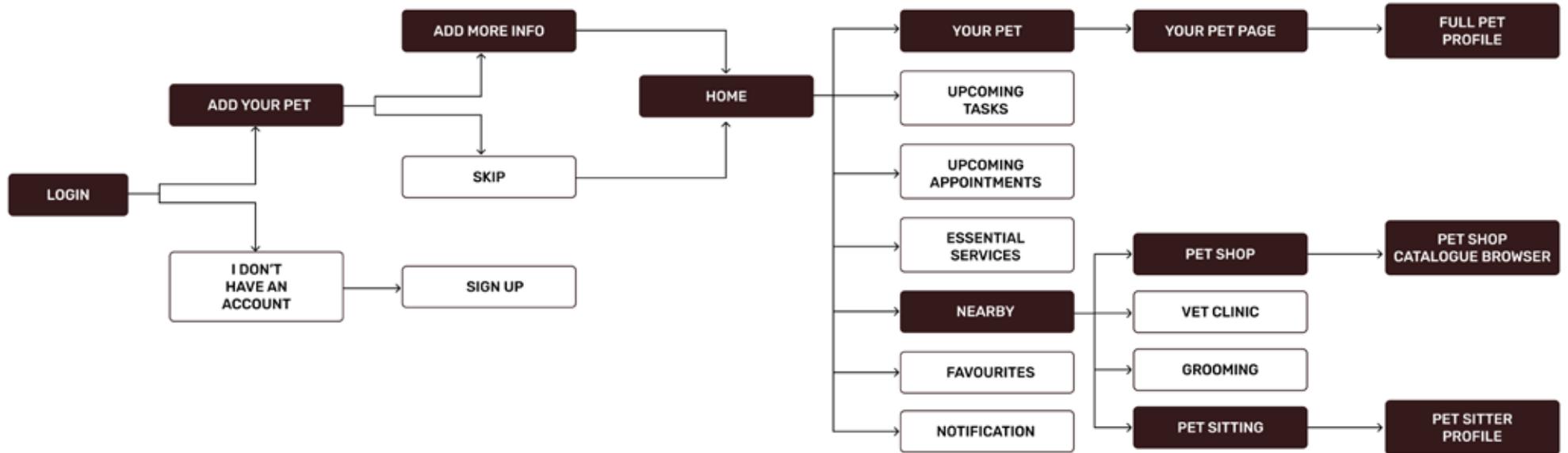
CONCEPT VARIATION 3



The final prototype utilises a dark, high contrast colours of dark brown and white throughout the screens to elevate the visibility of elements across the screens. In order to provide visual interest and hierarchy, the illustrations utilises differing shades of orange, greens and beige.

This variation was the one chosen as the final concept for the app.

FINAL USER FLOW MAP



After choosing the final concept, I worked on expanding the user flow map to further flesh out the app.

DEVELOPMENT

LOGIN SCREEN

PetCare



Username

Password

Login

[I don't have an account](#)

RSPCA

ADD YOUR PET SCREEN

Add Your Pet!



Enter Name

Pet Type

Species

Gender

Continue

[Skip This Step](#)

Add Your Pet!



Kiki

Pet Type

Species

Gender

Continue

[Skip This Step](#)

Add Your Pet!



Kiki

Age

Height **Weight**

Colour

Continue

[Skip This Step](#)

LOADING SCREEN

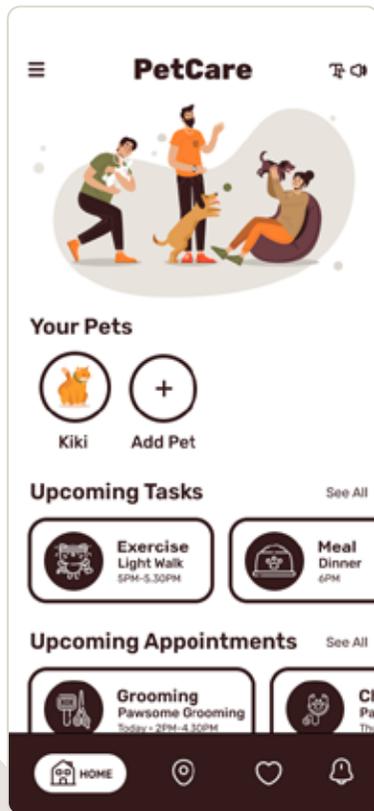
PetCare
by **RSPCA**



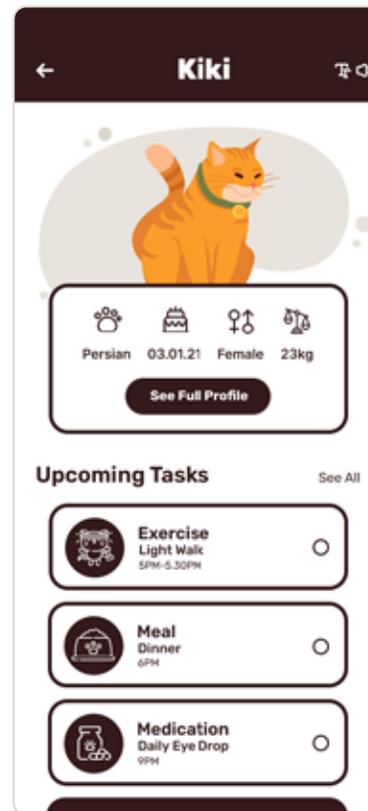


DEVELOPMENT

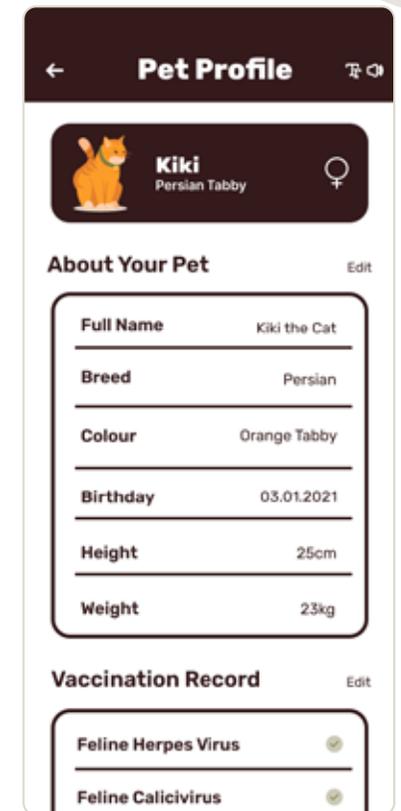
HOME SCREEN



PET OVERVIEW SCREEN



PET PROFILE SCREEN

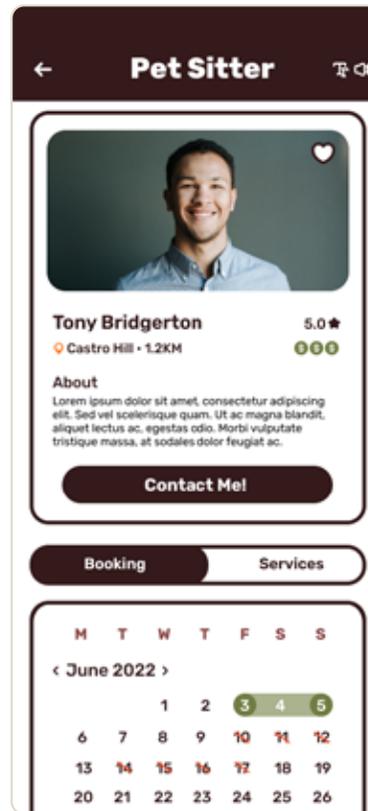


DEVELOPMENT

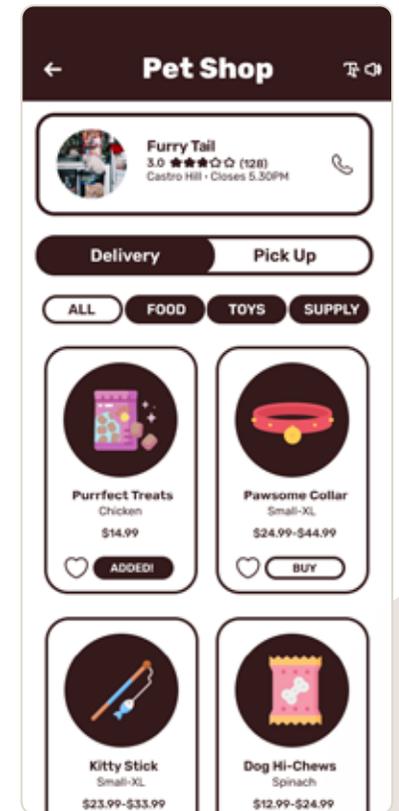
NEARBY SERVICES SCREEN



PET SITTER SCREEN



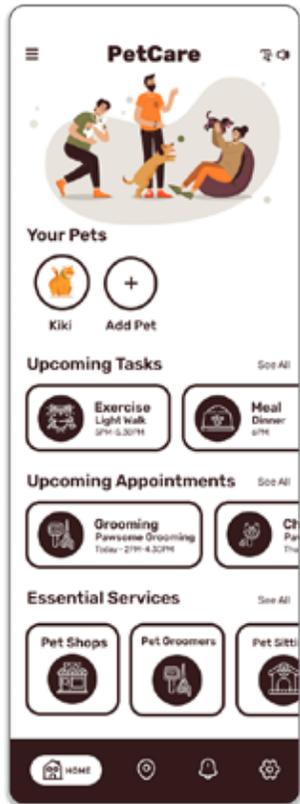
PET SHOP SCREEN



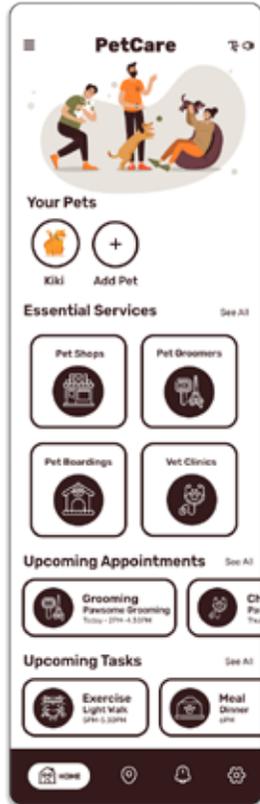


USER TESTING

A/B SPLIT TESTING



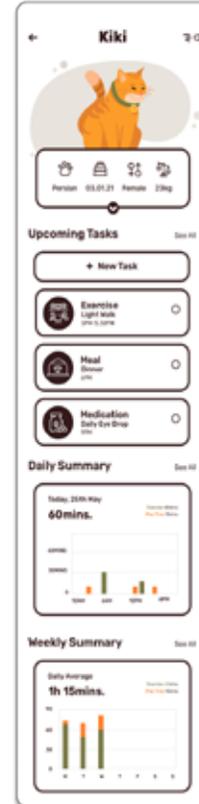
**HOMEPAGE
SCREEN A**



**HOMEPAGE
SCREEN B**



**PET PROFILE
SCREEN A**



**PET PROFILE
SCREEN B**



**NEARBY
SCREEN A**



**NEARBY
SCREEN B**

A/B split testing and user testing were conducted amongst five participants. Their age ranges between 21-33, falling within the defined target audience in the previous target audience report.

A/B SPLIT TESTING RESULTS

PARTICIPANTS	A/B TESTING		
	HOMEPAGE	PET PROFILE	NEARBY
USER 1	Screen A Preferred <ul style="list-style-type: none"> - Prefers the flow of screen A. - Screen B looks too cluttered. - Loves highlighted tasks & appointments. 	Screen A Preferred <ul style="list-style-type: none"> - Prefers the toggle bar for activity summary. - Arrow down to expand profile on screen B is too confusing. 	Screen A Preferred <ul style="list-style-type: none"> - Use of icons are much better compared to using words. - Side bar placement feels slightly claustrophobic, compared to bottom.
USER 2	Screen A Preferred <ul style="list-style-type: none"> - Overall flow of screen A is better. - UI interaction is more consistent on screen A, with swiping motion. - Makes more sense for tasks to be displayed first 	Screen A Preferred <ul style="list-style-type: none"> - Arrow down to expand profile feels like instruction to scroll down. - Flow on "Add Task" section makes more sense on the bottom, instead of up top. 	Screen A Preferred <ul style="list-style-type: none"> - Both filter icon makes sense in different way, but picture icons looks better overall. - Screen feels a lot larger with icons down the bottom.
USER 3	Screen B Preferred <ul style="list-style-type: none"> - Screen B feels a lot less cluttered, likes the bigger spacing between features. - Prefers the placement of essential services up the top. 	Screen A Preferred <ul style="list-style-type: none"> - "See Full Profile" button makes more sense, as it takes you to a new screen rather than expanding. - Separated daily and weekly feature makes is too cluttered. 	Screen A Preferred <ul style="list-style-type: none"> - Side icons is easier to navigate, especially with one hand. - Use of icon makes for a better flow overall, as it is consistent with the icons used on the homepage.
USER 4	Screen B Preferred <ul style="list-style-type: none"> - Prefers the square frames for the essential services feature. - Not a fan of horizontal scrolling from the first screen, especially for the main feature of the app. 	Screen A Preferred <ul style="list-style-type: none"> - Prefers the Daily/Weekly toggle bar better, less scrolling action & cleaner. - Prefers for new task button to be at the bottom, as existing task 	Screen B Preferred <ul style="list-style-type: none"> - Filter buttons down the bottom makes the map screen look bigger. - Could be enhanced even more if the icons are also included in Screen B version.
USER 5	Screen A Preferred <ul style="list-style-type: none"> - Upcoming tasks & appointments should be up the top. - Feature buttons and flow is much more consistent on Screen A, compared to Screen B. 	Screen B Preferred <ul style="list-style-type: none"> - Prefers the arrow down icon to see full pet profile. - Prefers the "New Task" button up the top of the upcoming tasks list. 	Screen A Preferred <ul style="list-style-type: none"> - Circular buttons + icons are much better overall. - Prefers to have the buttons on the side, as it would be easier to browse on mobile.

RESULTS

HOMEPAGE

A

B

3

2

PET PROFILE

A

B

4

1

NEARBY

A

B

4

1

USER TESTING FEEDBACK

USER 1

- Strong sense of brand identity & consistency throughout.
- Although minimal, it's still visually attractive and mostly accessible for vision impaired users.
- Issues with text sizes in the nearby screen (description of services) and activity summary.
- Strong use of visual hierarchy.
- Pet profile screen could be fleshed out more, especially the "Upcoming Tasks" section.
- Icons on the "Nearby" screen could use description.

USER 2

- Loves the balance of elements and the use of negative space.
- Some buttons should stand out more so users can quickly see that it's a clickable button (e.g. the + New Task button).
- Adding a favourites page on the bottom control panel, as you can favourite different pet products from the pet shop.
- Text size on some features are a bit hard to see (Weekly/Daily Average Activity).
- Rounded edges makes it much more inviting and friendly.

USER 3

- Colours doesn't seem to match the branding of RSPCA, but it still looks good.
- Minimal approach makes it easy to navigate through and feels consistent throughout.
- Although some screen details are missing, overall can grasp the full concept of the app itself.
- Would like to see pictures of the petshop as they click on pin locations on the Nearby screen.

USER TESTING FEEDBACK

USER 4

- Header image seems a little too close to the title of the app.
- Found it a bit confusing on whether tasks/appointments are presented according to each individual pet profile.
- Edit picture button on the “Add New Pet” screen.
- Sticky header would be better for screens with back arrow, so users don’t have to scroll up to go back a screen.
- Loading page is a bit laggy - although it may just be Figma itself.
- Would love to see more expanded features of the app overall.

USER 5

- Use of real photos of different pet products would give it more realistic element.
- “Add Your Pet” screen section could be more fleshed out, with the option of editing pet picture.
- There should be a separate favourites page, where users can see the things they’ve liked and want to come back to later.
- Be clear as to where the reviews for different elements are coming from.
- Overall liking that it is consistent and easy to use.

OBSERVATION & ACTIONS SUMMARY

OBSERVATIONS

1. Users noted that header image on homepage is too close to the header title.
2. Favourite button is present on some screen, but nowhere to access it.
3. Users found it frustrating to scroll up, when needing to go back on screens with back arrow.
4. Text on Services description and Activity Summary Feature is too hard to read.
5. "+ New Task" button doesn't stand out from the list of upcoming tasks.
6. Users noticed that horizontal scrolling on homepage would be cut off from the left handside.
7. Users inquired about adding on pet profile photo on "Add Your Pet" screens.

ACTIONS

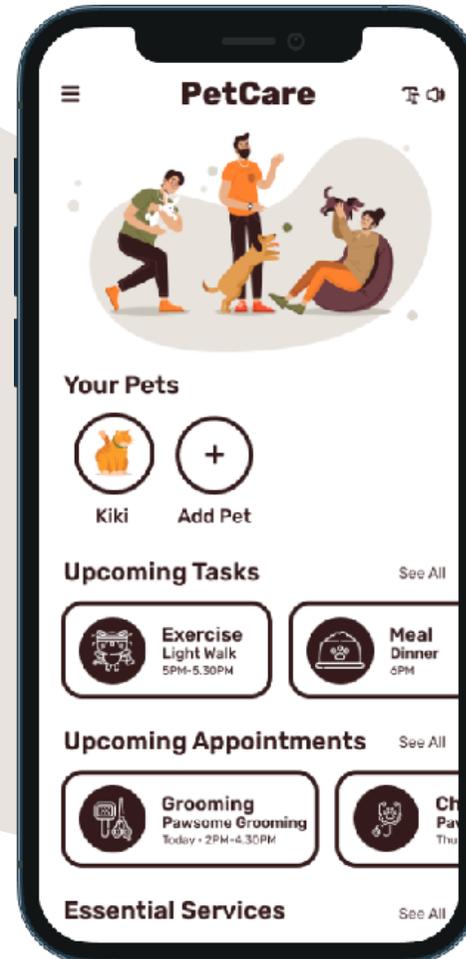
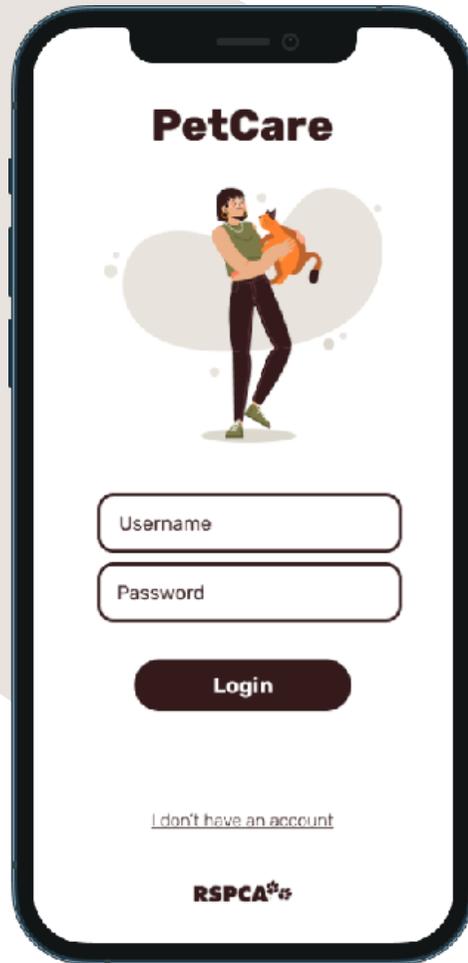
1. Spacing between header image and header title is adjusted for better visual balance.
2. Replaced settings button, with favourites button for easy access.
3. Added sticky header with darker background, for better navigation.
4. Text sizes on Services description and Activity Summary has been adjusted accordingly.
5. "+ New Task" button has been adjusted accordingly.
6. Frame for horizontal scrolling on homepage has been adjusted.
7. Additional "Add Your Pet" screen has been added to show that users can add their own pet photos.



FINAL DESIGN

PetCare

by RSPCA 



PetCare They Deserve

Designed for anyone with pets, the PetCare app makes it convenient for everyone to maintain and take care of their pets. It's not about just their basic needs, it's about giving your furry friends the care that they deserve.

Easily add reminders for tasks and appointments, view medical records and find any essential services for your furry friends in a tap of a finger with PetCare.

Add Your Pet!

+

Enter Name

Pet Type
Select

Species
Select

Gender
Select

Continue

[Skip This Step](#)

Add Your Pet!



Kiki

Pet Type
Cat

Species
Persian

Gender
Female

Continue

[Skip This Step](#)

Add Your Pet!



Kiki

Age
1.5

Height
25cm

Weight
3.8kg

Colour
Orange

Continue

[Skip This Step](#)

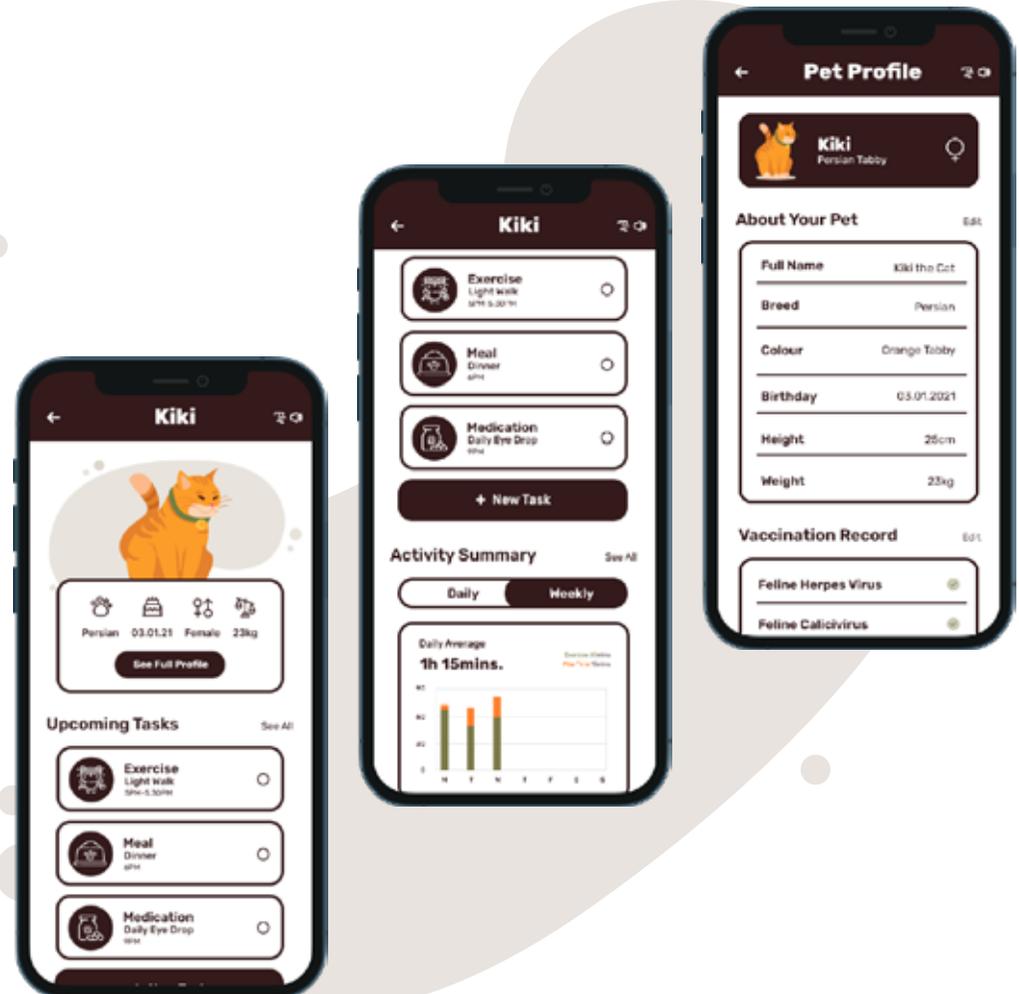
Add Your Pet!

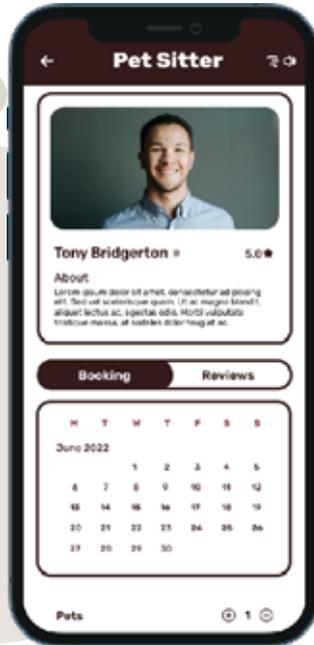
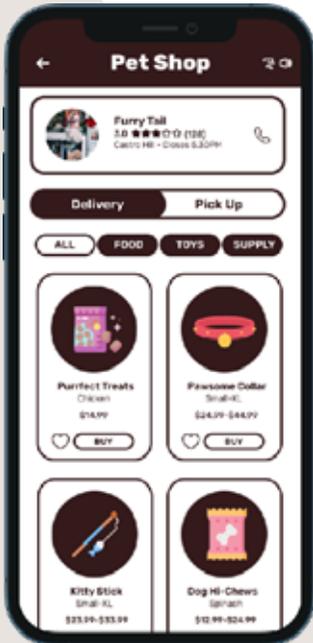
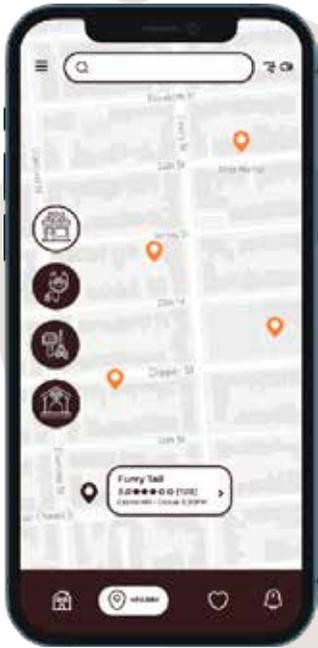
Create the purrfect profile of your furry friend!



Full Record Access

Add in daily pet tasks, access activity summary and full pet records on the go!





Essential Pet Services

Care they deserve, just a tap away!

