**PupGrub**

**Subscription dog food service**

Rodney Manning
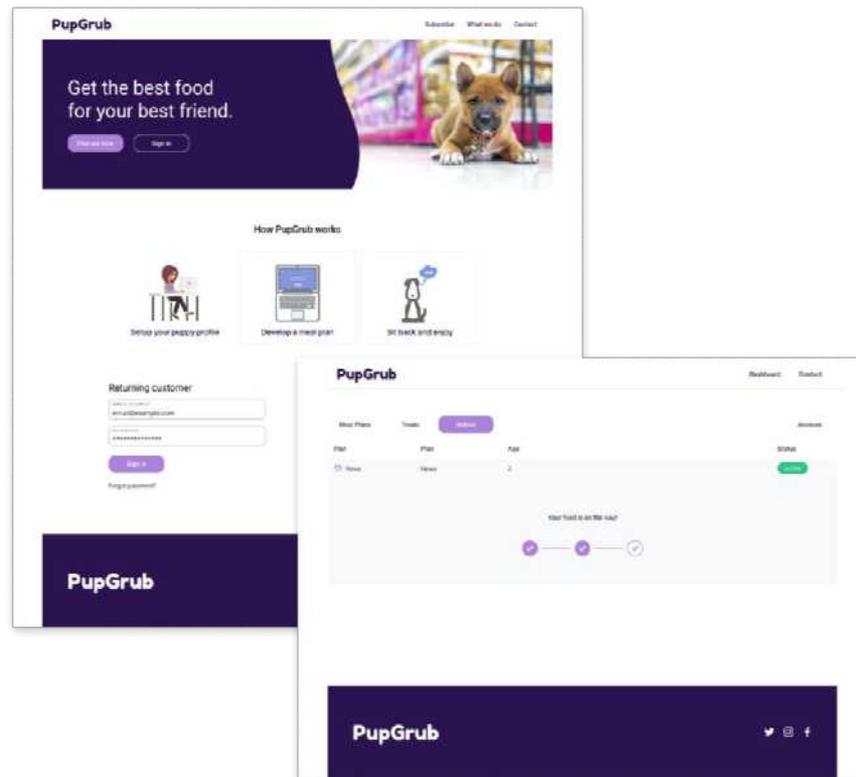
# Project overview

**The product:**

Order tracking flow for a subscription dog food vendor.

**Project duration:**

Mar 2022 - Apr 2022

# Project overview

## The problem:

Ordering from a subscription based dog food vendor while trying to track when the food will arrive.

## The goal:

An app that will let users place and monitor the status of orders before and during the shipping process. In addition, the app will provide an easy way to add dog treats to the orders for multiple pets.

# Project overview

## My role:

UX designer designing an app for subscription based dog food vendor.

## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, account for accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary

I conducted interviews to gain a better understanding on how people have ordered dog food.

The user group revealed several new possible additions/features. The research showed that some of the major pain points a user might experience are related to the massive amount of options, food ingredients, and reputation of the dog food manufacturer.

# User research: pain points

**1**

## Ingredients

Comparing ingredients between different brands is difficult

**2**

## Time

Finding an alternative brand of food is time consuming

**3**

## What goes good with it?

A way to see what toppers and treats complement the food

**4**

## Recalls

Wants to see if any recalls have happened with a specific brand

# Persona: **Serena**

**Problem statement:**

Serena is a 30-year-old pet groomer who needs an easy and reliable way to find healthy dog food options because she wants more time to spend with her family and pets.

> I have 3 dogs to buy for and I get wet and dry food. You wanna make sure there's no byproducts and that the food has the nutrients that the dog needs.

### Serena

AGE 30

FAMILY STATUS Married, with children

OCCUPATION Pet groomer

EDUCATION Trade school

HOMETOWN Buffalo, NY

## Bio

Serena is a 30-year-old pet groomer who loves caring for her 3 dogs. She often helps her family by grooming their pets. She loves providing healthy and tasty dog food for her furry friends, however, it can be a very time consuming process.

When their preferred brand is out of stock it can be a very time-consuming process researching the ingredients in different brands. They are also concerned with the lack of transparency of brands and if there have been any recalls in the past.

## Goals

- Display ingredients of each product clearly.
- Suggested toppers, treats, or other dog food brands.
- Ratings for each brand.

## Frustrations

- Wants to make sure there're no byproducts and that the food has the nutrients that the dog needs.
- Wants something that says this topper or treat goes great with this dog food.
- While shopping for dog food online, it can a long time to look up the ingredients of each product per pet.

# Persona: **Adam**

**Problem statement:**

Adam is a 36-year-old network administrator who wants a reliable dog food service that can deliver for a reasonable price so he doesn't have to try one or more stores.

> I don't use apps or websites because there's going to be too many options and it's a bit overwhelming.

**Adam**

AGE 36
FAMILY STATUS Married
OCCUPATION Network administrator
EDUCATION High School
HOMETOWN Ontario, California

## Bio

Samuel is a 36-year-old newly wed who married into being a first time dog owner. He often feels overwhelmed with all of the dog food options at the store. He loves his puppy and wants to make sure the food is both good for his dog while still being affordable.

They want the process of finding and purchasing good quality dog food to be simplified. They often find themselves frustrated with all of the options available and not knowing what ingredients would be beneficial.

## Goals

- Wants a simple way to view what ingredients are good for his dog
- Reliable delivery of his preferred brand
- Alternative suggestions if his preferred brand is out of stock

## Frustrations

- Wants an easier way to find good deals
- Doesn't like having to read through all of the ingredients for each brand
- Going to the store only to find out that his preferred brand is out of stock

# User journey map

**Serena**

Wants an easy way to find a variety of healthy dog food brands.

Knowing how our customer navigates the application will help uncover possible problems or opportunities

| Action | Choose an online vendor | Browse dog food | Choose an item | Add to cart | Checkout |
|---|---|---|---|---|---|
| **Task list** | A. Search for a dog food vendor site with good reviews<br><br>B. Go to the dog food vendor website | A. Browse the website to see available brands<br><br>B. Check ingredients of available options<br><br>C. Read brand reviews | A. Select the brand, size, and quantity<br><br>B. Browse suggested products | A. Add items' to cart | A. Review cart<br><br>B. Add shipping and billing information<br><br>C. Confirm order |
| **Feeling adjective** | Excited to get a good brand of dog food<br><br>Anxious that her preferred brand will be out of stock | Overwhelmed by the amount of options<br><br>Concerned that the reviews aren't 100% reliable | Nervous that dogs won't like a new brand<br><br>Nervous that the brand isn't as good of quality as her normal brand<br><br>Excited to see if this brand is one that could be ordered in the future | Annoyed that her brand wasn't in stock<br><br>Nervous that something could go wrong during delivery | Eager to see how her dogs like this brand of food<br><br>Hopeful that the brand of dog food will be good quality |
| **Improvement opportunities** | Create an informative and inviting homepage and hero section.<br><br>Section of why this website is the best to use, explain customizing options and what sets this service apart | Add filter for quick browsing of available dog food brands<br><br>Add filter to search by ingredients<br><br>Sorting options (Reviews, ingredients, price) | Section to read reviews<br><br>Section for treats or toppers that are often ordered with this brand of dog food<br><br>Recent reviews of the brand<br><br>Clear labeling of ingredients | Option to backorder if preferred brand isn't available<br><br>Subscription option with customization options (Split order, build your own food, treats, and toppers) | Customer reviews of service and specific brand<br><br>Order history page<br><br>Order status page |

# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
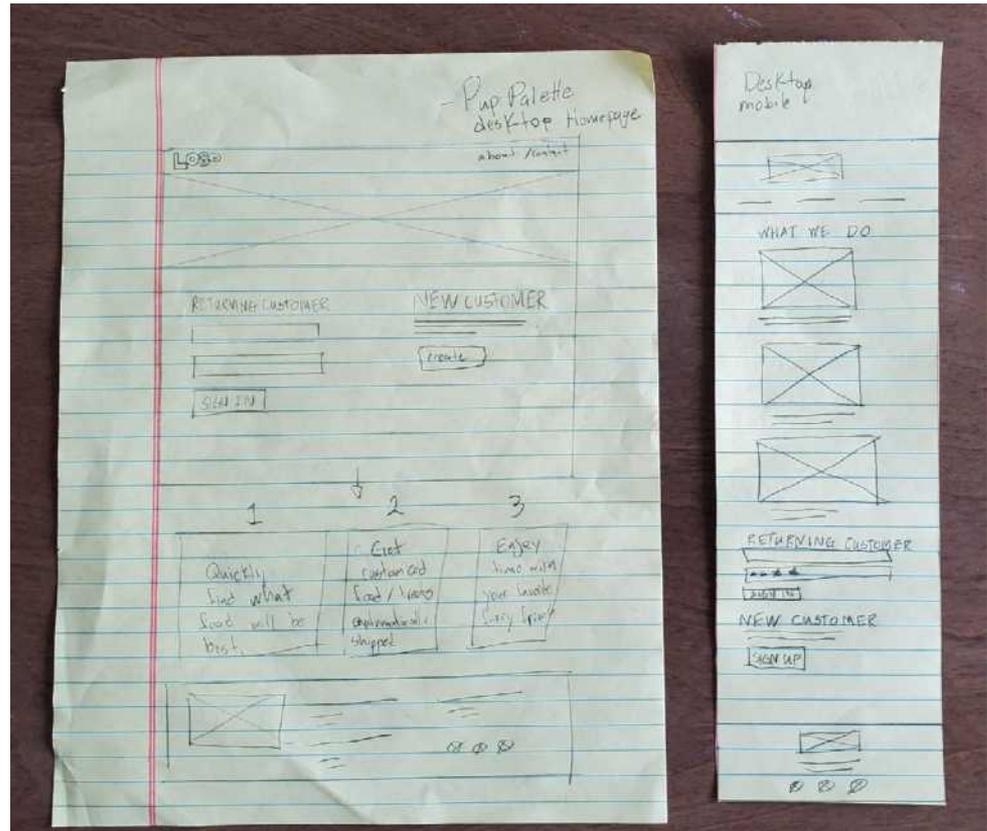- Usability studies

# Paper wireframes

The main goal of this step was to quickly mockup potential layouts and set a basic user flow as well as identify any potential opportunities.
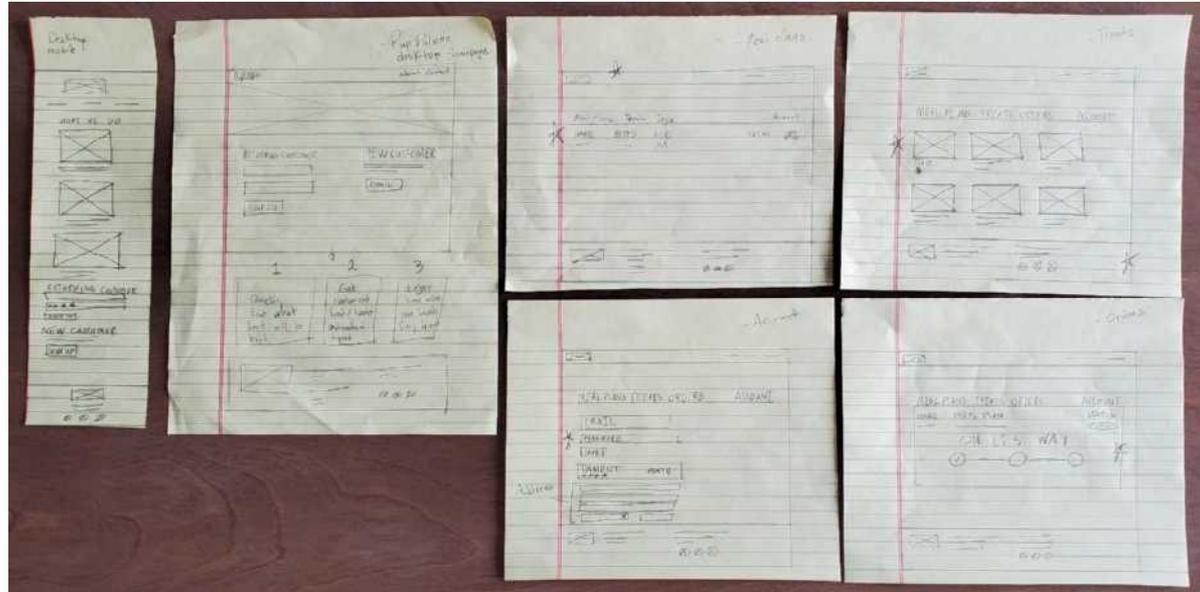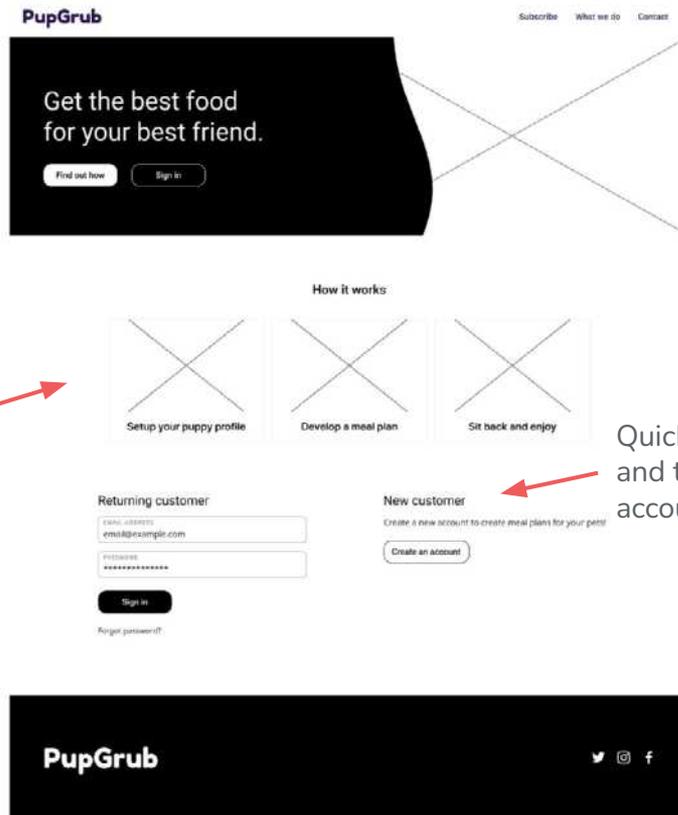
# Paper wireframes screen size variations

A mobile version of each page was also sketched during this phase.

# Digital wireframes

For the homepage, easy access to information on the service and the ability to login/create an account.

Engaging (fluffy) imagery is the main focal point.



Explain service

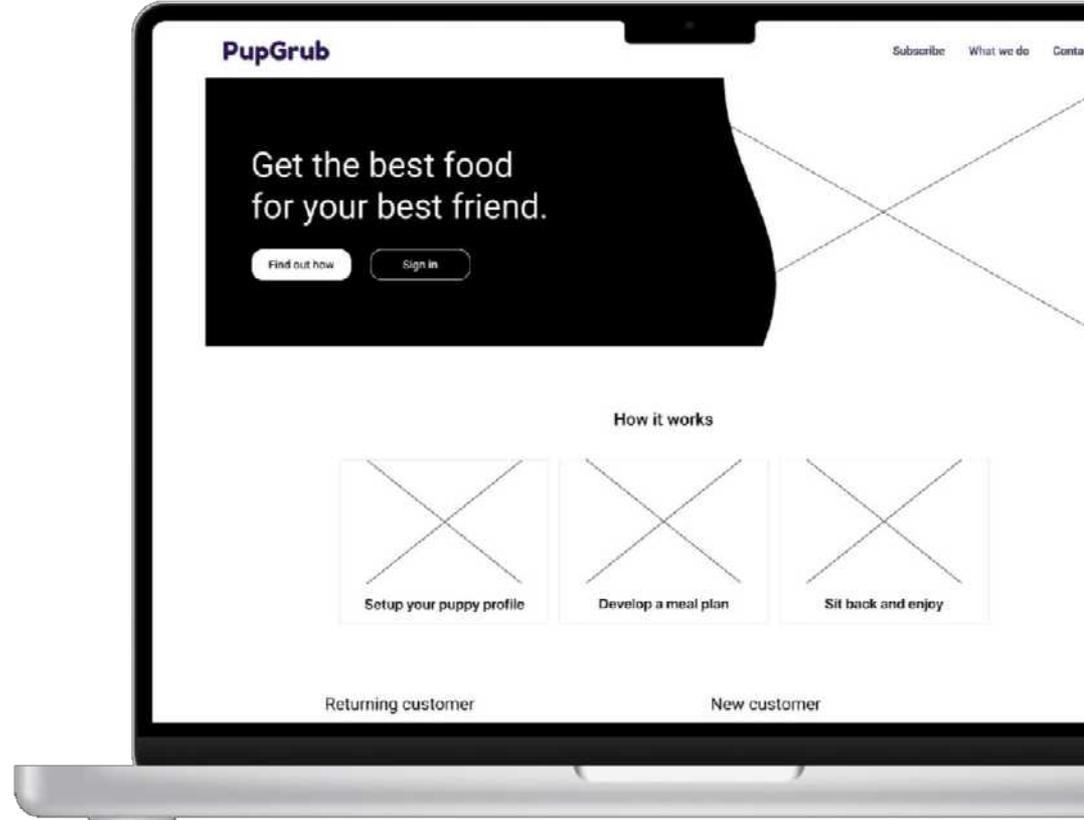Quick access to login and to create an account

# Digital wireframes
# screen size variation(s)
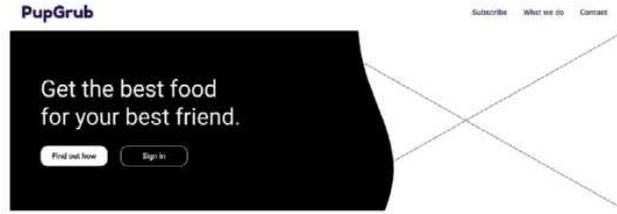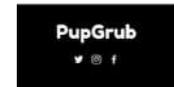
# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of navigating the application so the prototype could be used in a usability study with users.

View the prototype

# Usability study: findings

I conducted a usability study with 5 participants in an unmoderated environment. Users were given a set of tasks to complete and a brief questionnaire to fill out at the end.

## Round 1 findings

1. Users found the navigation confusing

2. Users want an easy way to track their order

3. Users want a way to add separate subscriptions for each pet

## Round 2 findings

1. Users found navigating the app an easy and fluid process

2. Users are pleased that they're able to track each subscription

3. Users liked like the simple administrative dashboard

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The Orders page gives users the ability to track meal plans, order treats, and track each subscription for each pet.
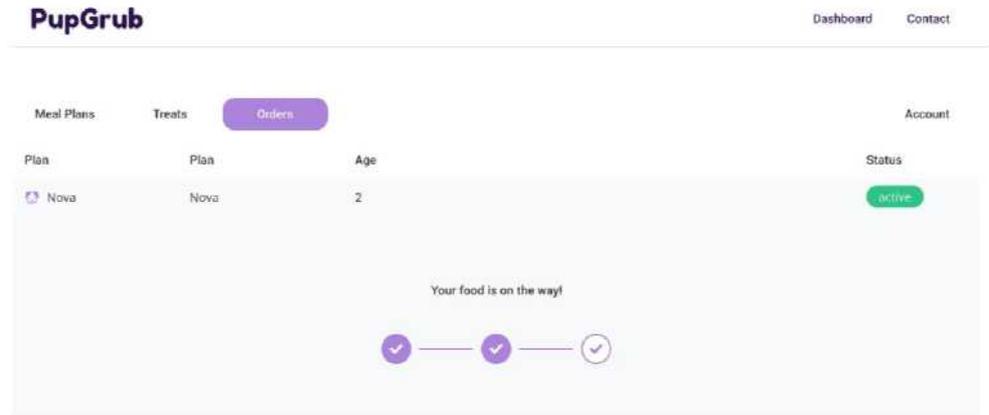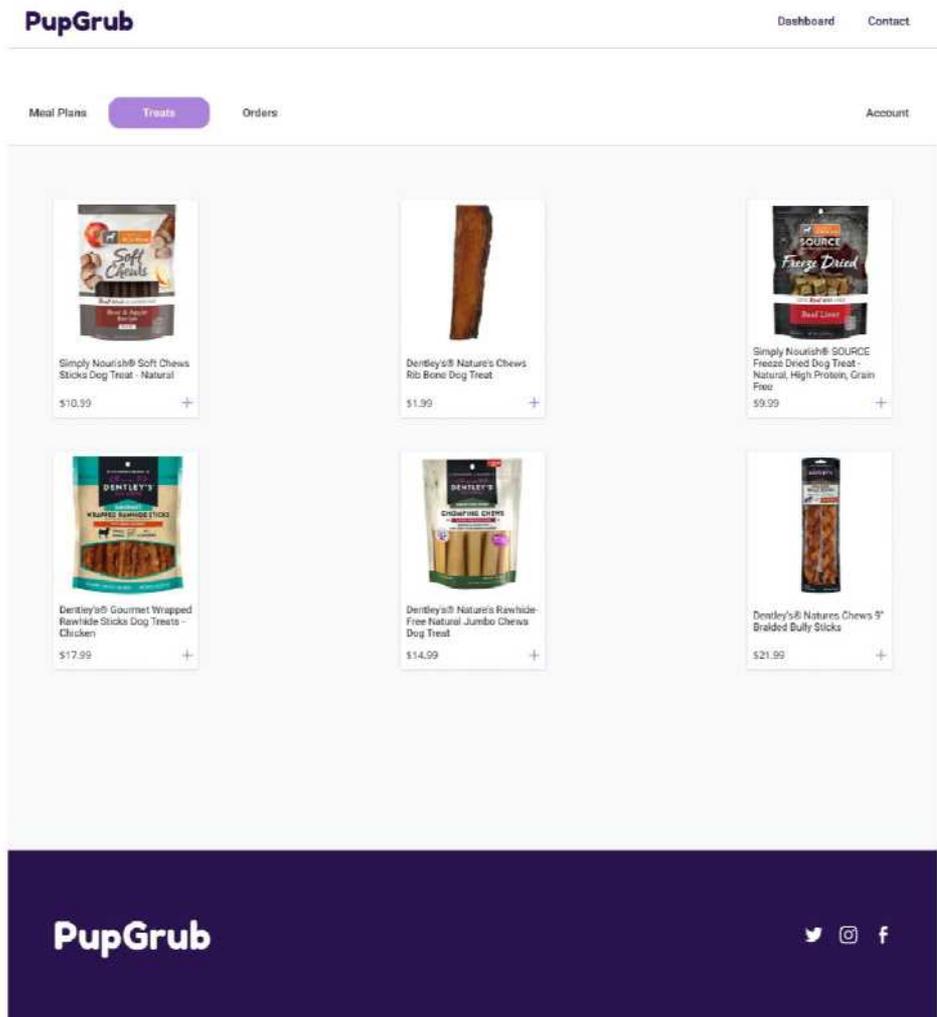
# Mockups

Users expressed frustration when ordering different food, treats, and toppers for pets. The websites filtering will only display items that are recommended for the active pet.

# Mockups
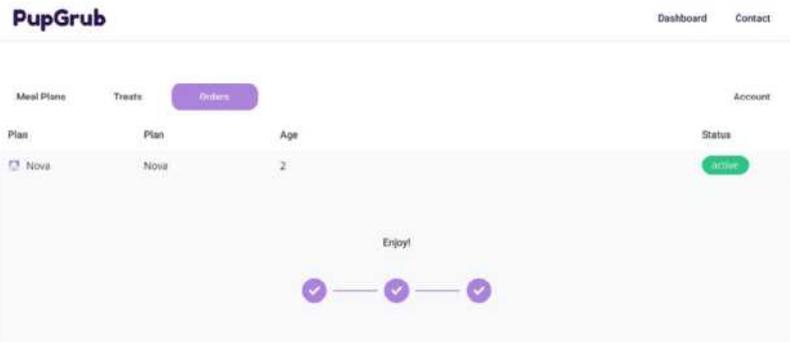
# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

United States, Remote

**Participants:**

5 participants

**Length:**

10-15 min.

# Usability study: Findings

## Multiple meal plans for multiple pets

Users need a way to create and manage meal plans for multiple pets.

## Tracking each meal plan separately

Users need to be able to track the status for each meal plan separately.

## Able to update address and payment info

Users need a way to update their shipping address and payment information.

# High-fidelity prototype

The high-fidelity prototype introduced several new screens and features that addressed issues found during the testing phase.

View the high-fidelity prototype.
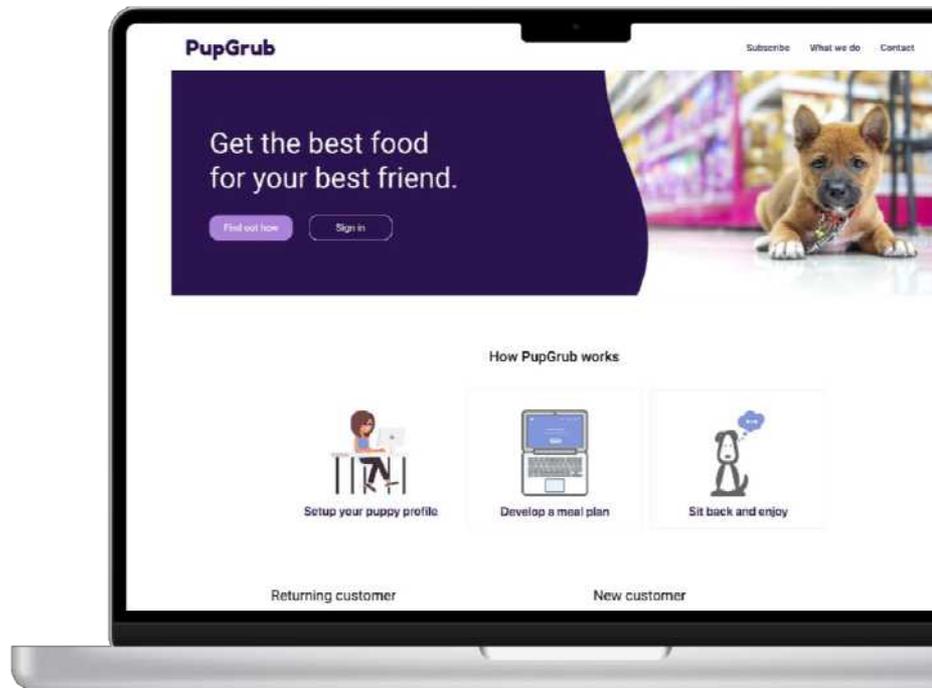
# Accessibility considerations

**1**

Colors used in the app were chosen to meet WCAG standards.

**2**

Labeled iconography and input labels have been used to ensure compatibility with screen readers.

**3**

Imagery was a big factor in the design. The use of alt-text on images will help make the app more accessible.

# Going forward

- Takeaways
- Next steps

# Takeaways

**Impact:**

As a UX designer, this project was incredibly insightful and challenging. There's no feeling like designing a product that can help make someone's life better.

"I like the layout, the large icons; it's pretty intuitive and flows well."

- Participant

**What I learned:**

One of the most important lessons I took away from this project was that there is never going to be a "one size fits all" solution. The importance of balancing all the information from the initial concept to the final product can't be overstated.

Balancing the data is where we find the solution.

# Next steps

**1**

Continue testing and iterating to resolve any accessibility issues that may have been missed.

**2**

Design the onboarding feature that will allow users to develop a meal plan for each of their pets.

# Let's connect!

Thank you for taking the time to check out this project. If you're interested in speaking or reviewing more of my work, please feel free to contact me.

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