



doggie **DO-GOODers**
one walk at a time

UX Case Study

Helene Atkins

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Background

In cases where people are injured or sick and unable to care for their pet, I want to prevent them from losing their animals when they don't have to. It's only a matter of finding someone to help take care of the animals so that the health and mental benefits of owning that pet won't be lost, and animal shelters won't get overcrowded.



Project Details & Responsibilities

	Week 1 May 15-May 21	Week 2 May 22-May 28	Week 3 May 29-Jun 4	Week 4 Jun 5-Jun 11	Week 5 Jun 12-Jun 18	Week 6 Jun 19-Jun 25	Week 7 Jun 26-Jul 2	Week 8 Jul 3-Jul 9	Week 9 Jul 10-Jul 16	Week 10 Jul 17-Jul 23	Week 11 Jul 24-Jul 30	Week 12 Jul 31-Aug 6	Week 13 Aug 7-Aug 13	Week 14 Aug 14-Aug 20	Week 15 Aug 21-Aug 27
	Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.	Sa. Su. Mo. Tu. We. Th. Fr.
DISCOVERY															
Create project plan	█														
Conduct user research, product research, & early design considerations	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Competitive Analysis															
RESEARCH															
Screen, recruit, and schedule interview participants		█	█	█	█	█	█	█	█	█	█	█	█	█	█
Create interview guide															
Define problem statement															
Conduct moderated interviews															
Create personas & journey mapping															
DESIGN, PT. 1															
Create user scenarios & wireframes															
Create wire flows															
Create design flow wireframes with opportunities, micro-interactions, annotations															
DESIGN, PT. 2															
Explore & prioritize features															
Implement design best practices															
Create higher-fidelity wireframes (sketching 100%)															
PROTOTYPE & INTERFACE DESIGN															
Collect & integrate design feedback															
Generate clickable prototype															
PRESENTING FINDINGS & DESIGN RECOMMENDATIONS															
Screen, recruit, and schedule usability test participants															
Conduct usability tests															
Document usability test results & possible solutions															
FINAL PRESENTATION REVIEW & FEEDBACK															
Revise prototype based on usability test findings															
Complete presentation deck															
Complete case study															

My Role

- Sole UX researcher
- Sole UI designer

Tools Used

- Miro
- Figma
- Trello
- Maze

Problem Statement



A person who is sick or elderly feels devastated that they cannot take care of their pet. They desperately want to do so, but they lack the ability or resources to accomplish the task.

Strategy

Research Methods

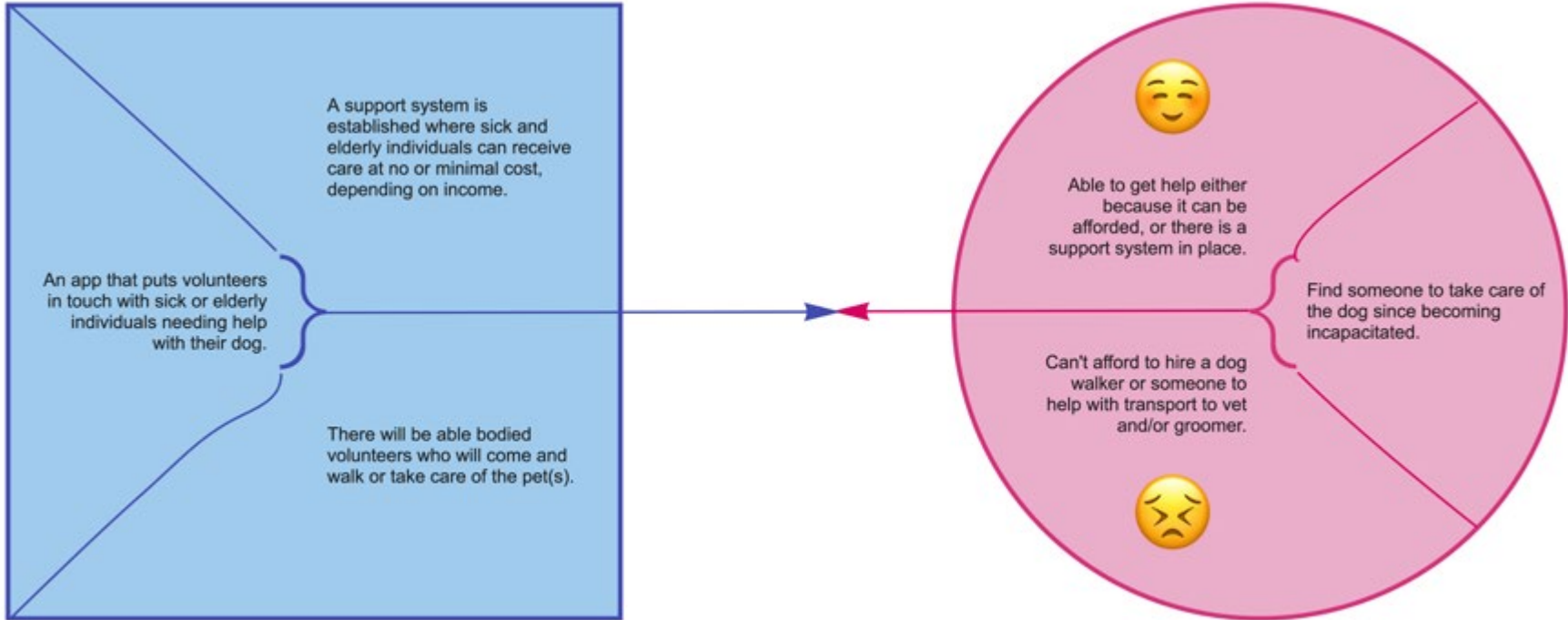
- Competitive analysis
- Screener
- User interviews
- Affinity mapping
- Usability testing





Product Discovery

Value Proposition Canvas



Product Vision Statement

The doggieDO-GOODers service is for elderly and sick individuals who have dogs, but need help taking care of them because they're too sick to walk them, or even feed and/or take them to vet/grooming appointments. The platform is an app that connects these individuals with healthy, able bodied, and willing walkers and caretakers.

Unlike the handful of local organizations who offer walking and transportation service, our product will encompass those services, plus more. And unlike ResQWalk, CharityMiles, or WoofTrax, who offer walkers the ability to raise money for a choice of charity, our product will provide the ability to raise funds from walks to either the general doggieDO-GOODers service, or to a specific client of the service.



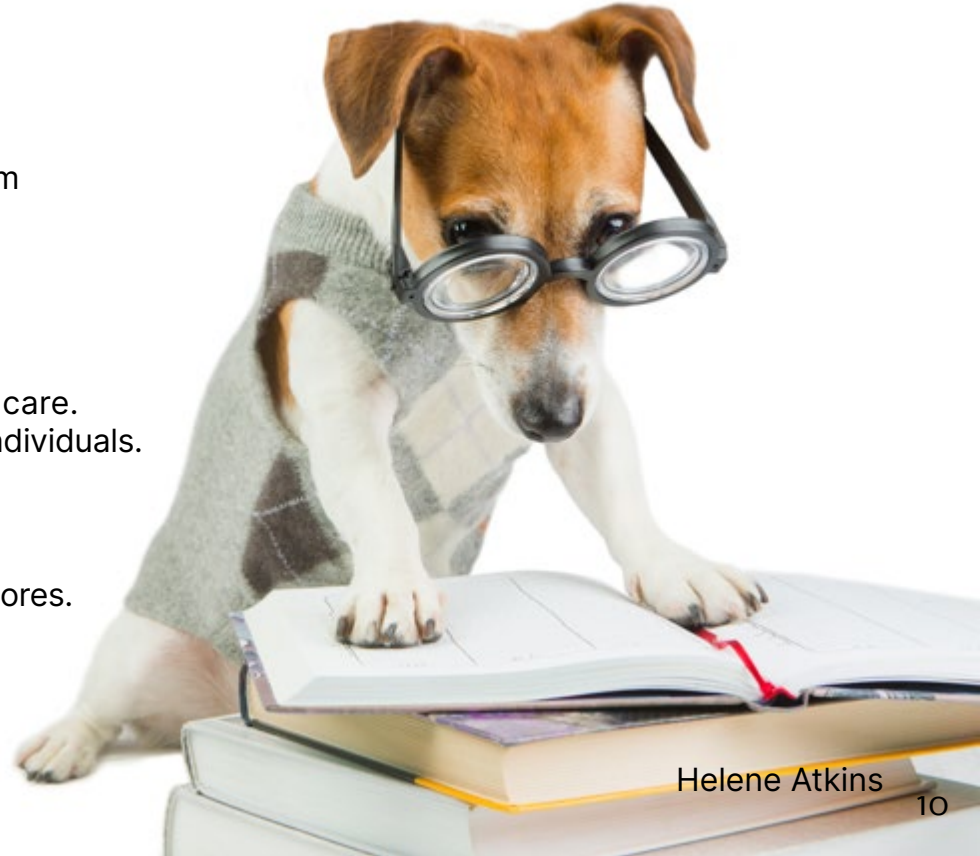
Key Factors

Stakeholders

- Volunteers
- Sick/elderly people needing service
- Organizations such as Petsmart, Petco, or Chewy.com
- Shelters and rescues across the country

Assumptions

- Sick/elderly people want to keep their pets.
- Volunteers will want to walk the dogs and/or provide care.
- There is no support system to help these sick/elderly individuals.
- There is a market for this app.
- That this process can be automated.
- That this product is feasible.
- Corporations will be willing to let us advertise in their stores.





Business Landscape

Goals & Outcomes

- There is to be a benefit to society in that sick and elderly individuals who are enabled to keep their pets, will have their mental well-being, and that will help their physical health as well.
- The economic impact will be that there will be less animals given up, meaning shelters and rescues will have more funds to help animals that have been found as strays.
- The technology to support this app will be developed. Given that there are apps out there that function similarly to what doggieDO-GOODers will do, it is feasible.



Establishing the Need

Basic need

Currently, many dog owners who face injury or declining health have to give up their beloved pet because they can no longer walk their dog.

Desired outcome

There will be volunteers available who will come and walk the dog, and feed if necessary. This way the sick/elderly individual, who can't afford pet care, will be able to keep his/her dog.



Possible Barriers

Macro forces affecting a solution

- **Economic:** It is highly likely that many of these incapacitated individuals may not have the funds for veterinarian care and will need some support there, if they are to be able to keep their dog.
- **Socio-Cultural:** If the individuals who are incapacitated are not able to keep their dog(s), depression will likely ensue.
- **Political:** For government support, there has to be a party in office that will take care of the poor.
- **Technological:** The technology to run the app has to be there in order for this to be successful.



Competitive Analysis

Direct



With less than 5,000 visits per month, this organization offers an almost identical service to what doggieDO-GOODers will. However, it is local to NY City, and does not offer the feature to raise money per walk.

Strength: Well supported

Weakness: Local only

Opportunity: Many are unaware that their service exists.



With 8.5K visits per month, this organization offers a similar service to what doggieDO-GOODers will. However, it is local to the San Diego area, and does not offer the feature to raise money per walk.

Strength: Well supported

Weakness: Local only

Opportunity: People out of state have heard of them, but that demographic is missed if they're unable to expand.

Indirect



With 886.9K visits per month, this app offers the feature to raise money per walk/run that doggieDO-GOODers plans to. The difference is that we plan to enable certain clients to be supported directly as well as the service generally.

Strength: Well supported, nationally known

Weakness: Poorly designed app

Opportunity: Only people in the rescue and shelter industry seem to know that it exists.

Threats, Strengths, & Opportunities

doggie**DO-GOOD**ers
one walk at a time

Threat: Political Factors

Depending on which party is in office, social funding could be restricted, meaning less dogs get to stay with their owners.

Strength: Social Inclusivity

This app solves a social issue that has long been a problem. It is widely praised, and is extremely necessary.

Opportunity: Economic

doggieDO-GOODers will cater to the underserved communities that are unable to take care of pets due to financial restraints, and would otherwise have to give up their pet.



Customer Discovery

Research Summary

Who I spoke with

16 participants

Including

Shelter Administration

7

- Susan: 65, rescue intake @ HoustonCares
- Michelle: 32, comm. coordinator @ BARCS
- Leslie: 48, operations mgr @ Agape Rescue
- Allison: 23, exec. assistant @ POMDR
- Gabe: 33, exec. dir. @ PAWSTER Nashville
- Katie 1: 44, advocacy dir. @ MD SPCA
- Katie 2: 36, shelter dir. @ Baltimore Humane

Shelter Volunteers

6

- Sarah 1: 40, homemaker
- Caitlin: 31, social worker
- Elizabeth: 56, health coach
- Jan: 61, retired
- Sarah 2: 46, analyst
- Alexis, 25, Therapeutic Riding instructor

Service Recipients

3

- Dee: 52, self employed
- Linda: 70, retired
- Jean: 75, retired

Research Results

Services

- The ability to "have a vet" to say one is at the hospital and for how long, and one will be arranged. Flexible volunteers
- Come to the house and maybe help clean, as well as take care of the dog.
- Trustworthy, discreet, kindness and compassion.
- The person would need to be responsible, honest and available.
- The ability for others to help the elderly if they don't know how to use the phone.
- easy to use
- A lot of volunteers doing all kinds of different chores.
- Ability to find out where the customer is, and what the job would be in order to plan ahead.
- Would need to know what the financial guidelines are, about the need of why to have these individuals bring into society's home.
- What are your needs, how often, at what, how frequently do you need to volunteer, a commitment to what needs to push about volunteer efforts.
- The ability to communicate directly with the client.
- Perhaps partnering with the Humane Society for licensing options in an emergency.
- That the person volunteering will be trustworthy
- A map showing distance from current location
- To see what level of dog it is that would need to be taken care of. Details about it, for instance, how does it walk.

Volunteer Experience

- Needs to be able to help take care of the dog, as well as take care of the dog.
- Currently can't volunteer time, so she donates money
- Just started with the SPCA, focused on hanging out with dogs, but not actually doing one. Walks dogs for them.
- Has used a vet doctor to help the customer in a pet, for all animals, can be addressed the pet's offer as there is also no charge to use the pet.

Volunteer Process

- Should be over 18, or under with a parent, must have health insurance, valid ID, rigorous training
- Sign up and go through the training

Problem

- There are many volunteers who are the same in it and can be single care for the dog, especially if there's a lot of people on and on.
- People often give up their jobs because they can't take care of them. B&K is now offering many community services that help people keep their jobs.
- Shouldn't rely on donations because lots of people in the world to donate, and it's not always a charity. There are people who are not always the most able to take care of the dog.
- Not good. There was a dog and another that had a dog's dog while in the hospital because there were no other support systems in place.
- Seen so many dogs given up for stupid reasons—getting injured, having a baby, etc.
- The financial aspect would be the hardest part about not having a support system.
- There just aren't enough fosters to take the dogs.
- More funding, and less strings attached on what the funds can be used for.

Trends & Patterns



- All of the participants interviewed would use a service helping the elderly and sick get help with their pets.
- Most participants felt that reliability and trustworthiness were extremely important for this service to work.
- All the participants interviewed confirmed that there is a dire need for volunteers to help sick and elderly with their pets.
- The volunteers interviewed confirmed they are willing to ensure pets stay with their guardians by volunteering to care for the animals.



Personas

Target Audience

- Dog walking/pet care volunteers
- Sick/elderly individuals



Personas: Janet (volunteer)



Janet Livingston
54 years old
Executive Assistant

Background

Janet never thought to volunteer until after she took care of her mother during her twilight years. Janet realized that there were a lot of elderly and sick individuals who need help, and decided to volunteer. She had no idea where to start, until she learned about doggieDO-GOODers through a random trip to Petsmart, where she discovered the brochure.

Goals

- Wants to help elderly individuals not only care for their pet, but also their home.
- Wants to be able to help the elderly and sick, but also wants to help dogs.

Actions

- Researches ways to help elderly and their pets.

Pains

- Doesn't know how to help both the sick/elderly and their dogs.
- Can only focus on one or the other—volunteering or helping at a shelter.



It keeps one more dog out of the shelter, and it keeps an elderly person happier.”

Personas: Isabella (volunteer)



Isabella Hernandez
28 years old
Staff Accountant

Background

Isabella Hernandez is an avid runner. She has been volunteering at various organizations since she was little because her parents instilled in her the value of volunteering. She loves dogs, and has been walking them at local shelters since college. However, she has found that there is a never ending stream of dogs winding up in the shelter system and she wishes there was something she could do to alleviate it.

Goals

- Wants to help dogs stay with their owners.
- Wants to volunteer by walking dogs.

Actions

- Googles to see if there is such a program available.
- Goes to local shelter to walk dogs.

Pains

- She doesn't know where to start on how to keep dogs with their owners because nothing exists.
- She doesn't have a lot of time and can't commit to what the shelter needs.



There are many surrenders where the owner is ill and can no longer care for the dogs appropriately. I mean, it just goes on and on.”

Personas: Jane (service recipient)



Jane Hamilton
61 years old
Retired Teacher

Background

Jane Hamilton was a high school teacher up until recently when she was diagnosed with breast cancer. She had a nominal savings account to have a dog walker come in and take care of her dog Flora while she dealt with the affects of chemotherapy, but her funds have run out. Since she could no longer take care of her dog, when she called the shelter to surrender her, they told her about doggieDO-GOODers.

Goals

- Wants to keep her dog.
- Doesn't feel well and wants to get better.

Actions

- Research ways to keep her dog.
- Starting her chemo therapy.

Pains

- Doesn't go to chemo because she has no one to care for her dog.
- Doesn't know how she is going to be able to keep her dog.



Great for dialysis patients, who can be hospitalized at a moment's notice.”



User Stories

Stories: Janet (volunteer)



Janet Livingston

54 years old

Executive Assistant

As a volunteer, I want to input my availability to care for pets so I can make my own schedule and still help out.

As a volunteer, I want to look up requests for care at my leisure so I can still volunteer, but on my own terms.

As a volunteer, I want to see my bookings so I can start helping people keep their pet.

Stories: Isabella (volunteer)



Isabella Hernandez
28 years old
Staff Accountant

As a volunteer, I want to post my walk details to social media so I can feel good about what I've done and how much money was raised.

As a volunteer, I want to get sponsored so I can raise money for the service.

As a volunteer, I want to track my walk so I can raise money for the service.

Stories: Jane (service recipient)



Jane Hamilton
63 years old
Retired Teacher

As a client, I want to find a volunteer to care for my dog so I can focus on taking care of myself in order to get better.

As a client, I want to make sure the volunteer I select is trustworthy so I can feel secure about letting them take my pet out of my sight.

As a client, I want to sign up and see if I qualify, so I can start looking for a volunteer to care for my pet.

As a client, I want to schedule care for my dog and my home so I can rest and relax knowing my dog is well taken care of.



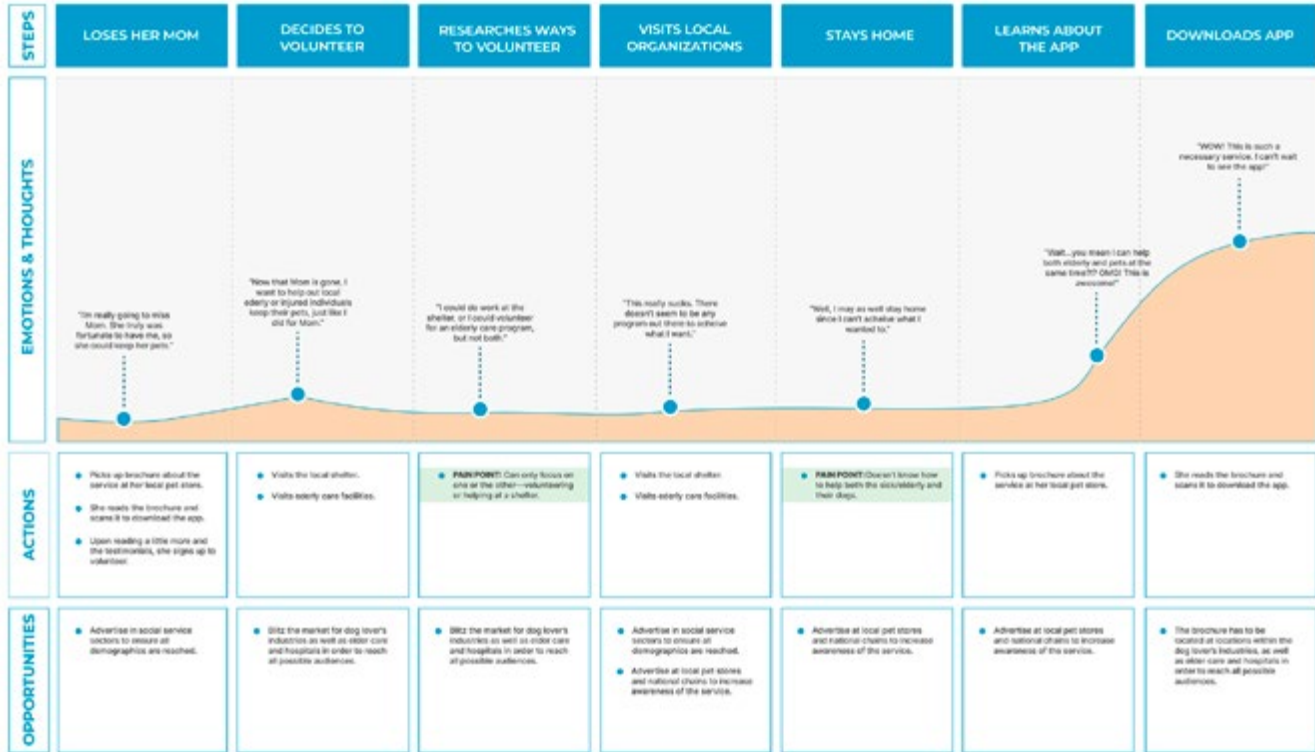
User Journeys

Journey Map: Janet (volunteer)



Janet Livingston
54 years old
Executive Assistant

“As a volunteer, I want to see my bookings so I can start helping people keep their pet.”

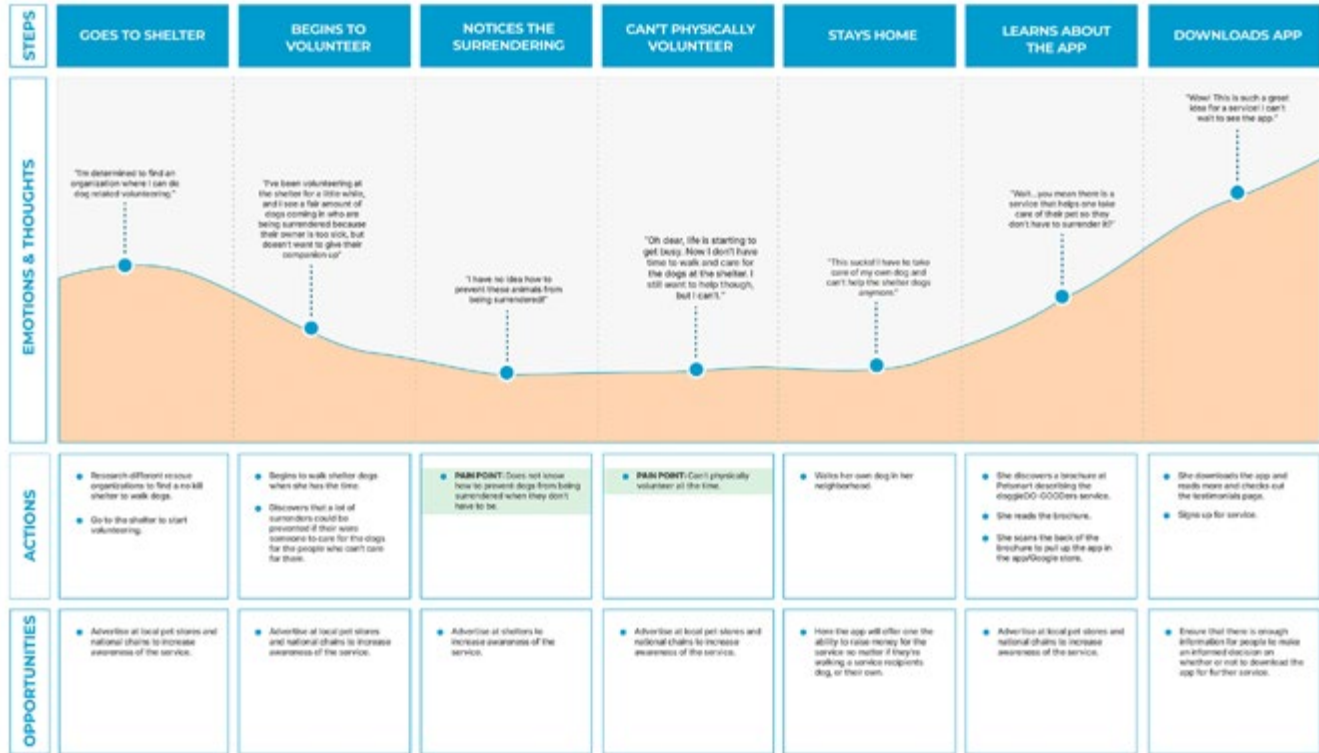


Journey Map: Isabella (volunteer)



Isabella Hernandez
28 years old
Staff Accountant

“As a volunteer, I want to track my walk so I can raise money for the service, and post the results so I can increase awareness.”

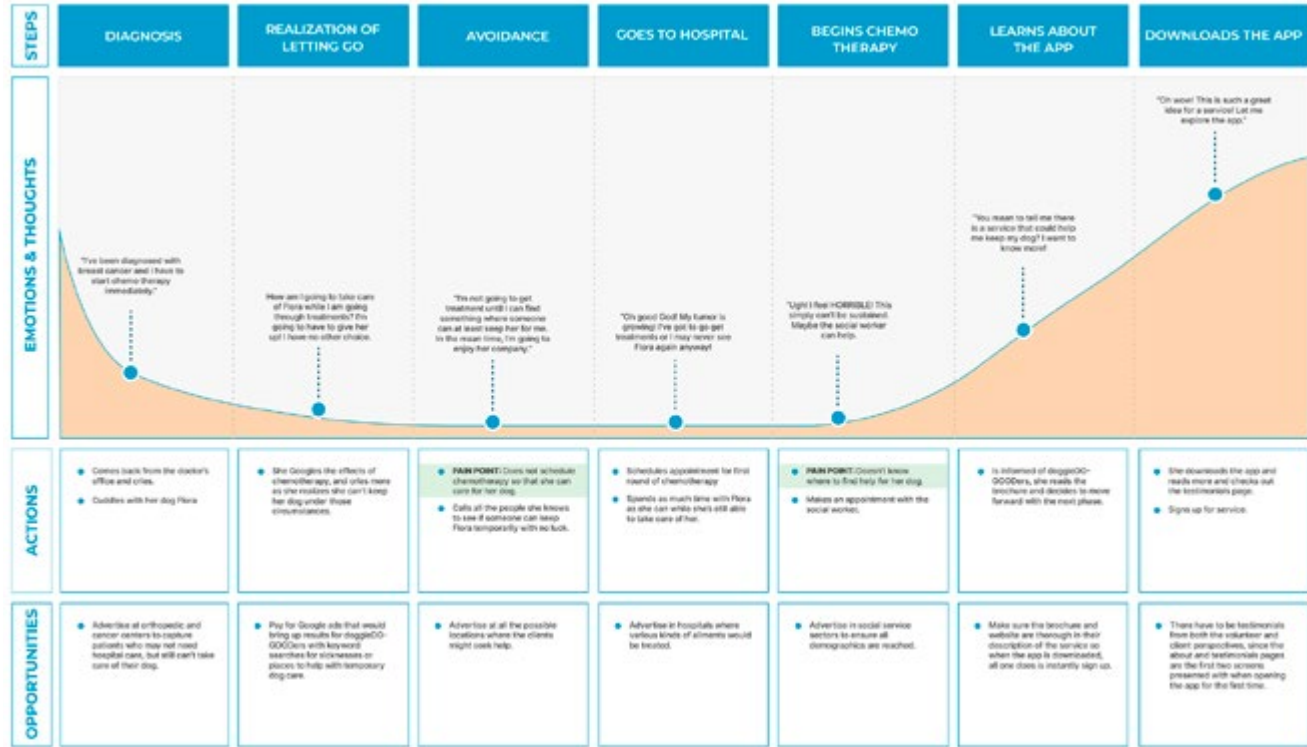


Journey Map: Jane (service recipient)



Jane Hamilton
63 years old
Retired Teacher

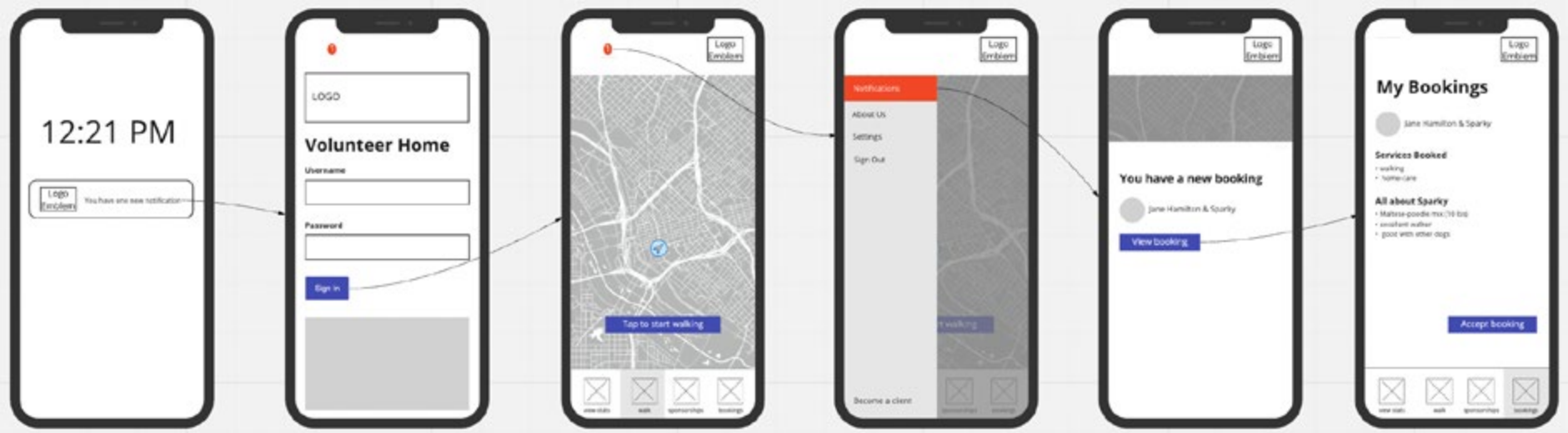
“As a service recipient, I want to find a volunteer to care for my dog so I can focus on taking care of myself in order to get better.”



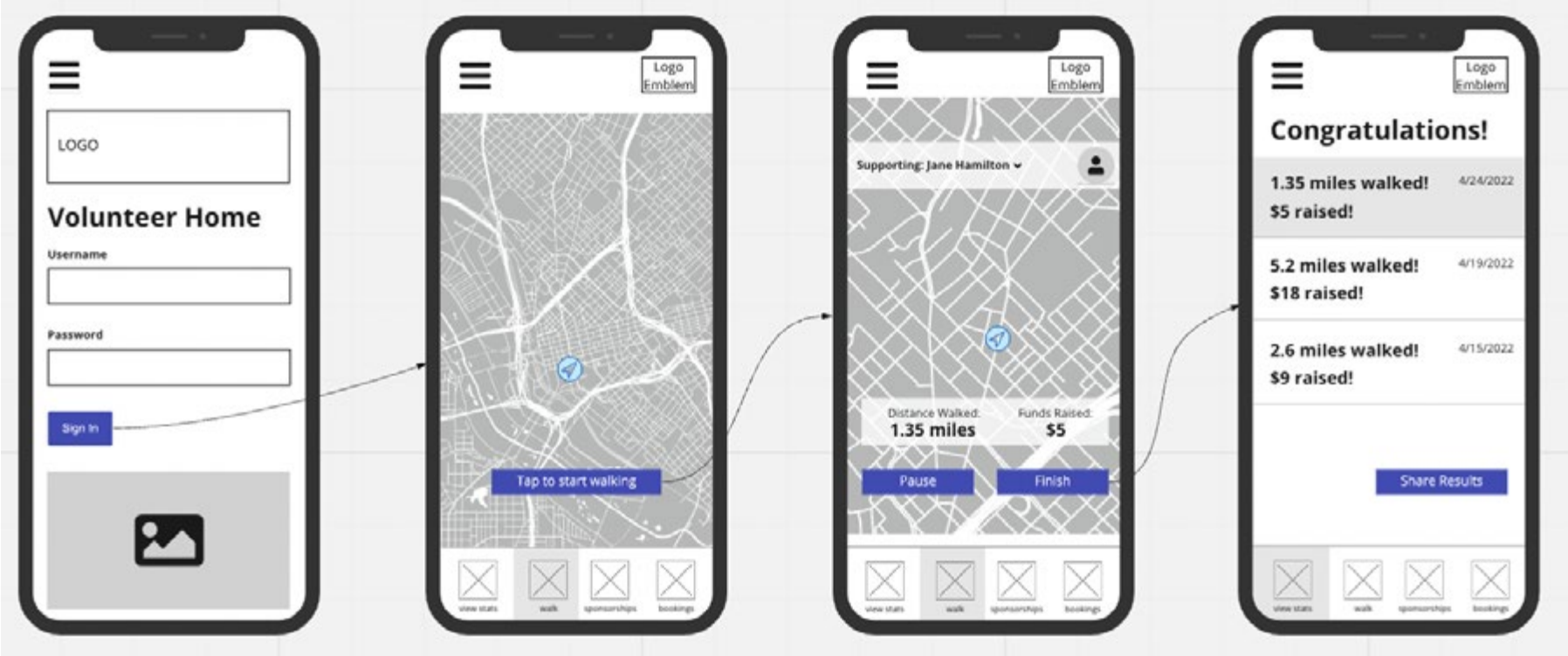


Wireframes

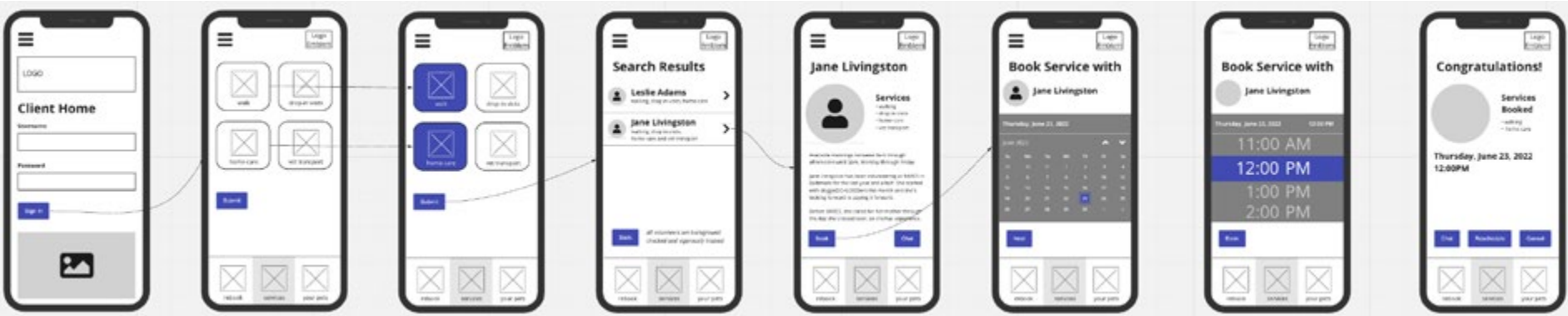
Wireframes - Janet's flow



Wireframes - Isabella's flow



Wireframes - Jane's flow





Design System

Typography & Color

Typography

41.89px **Heading**
25.89px **Subheading**
16.00px **Body**
9.89px **Caption**
6.11px **Icons**

Type Scale

Inter
1.618 - Golden Ratio

Colors

Primary



#006280



#dff0e1



#0099c9

↳ *This color was created to meet accessibility requirements*

Accent



#fab570

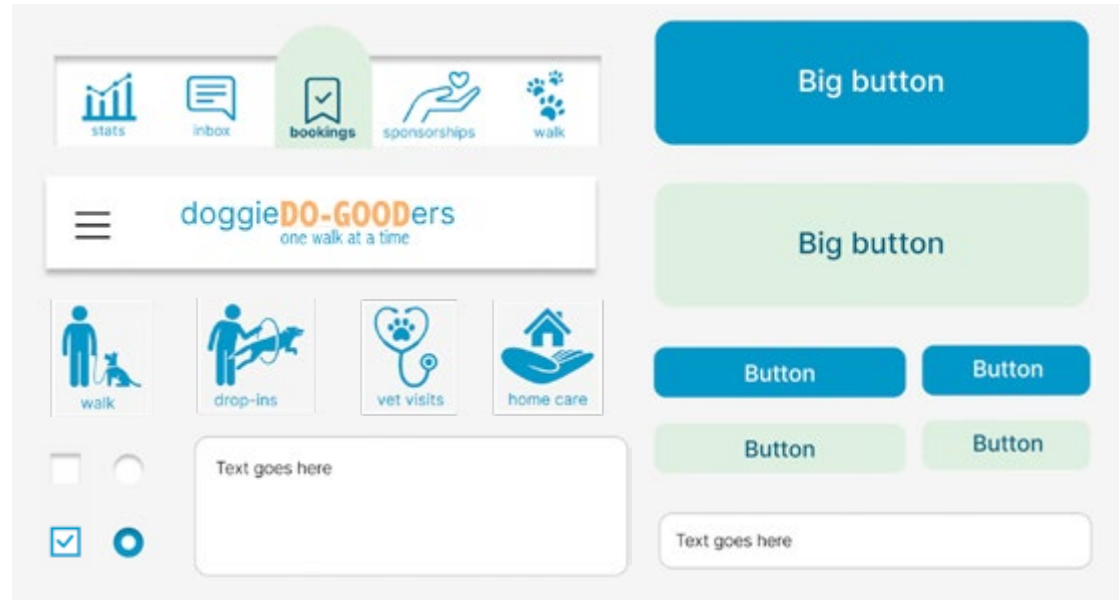
Logo & Components

Logo

doggie**DO-GOOD**ers
one walk at a time



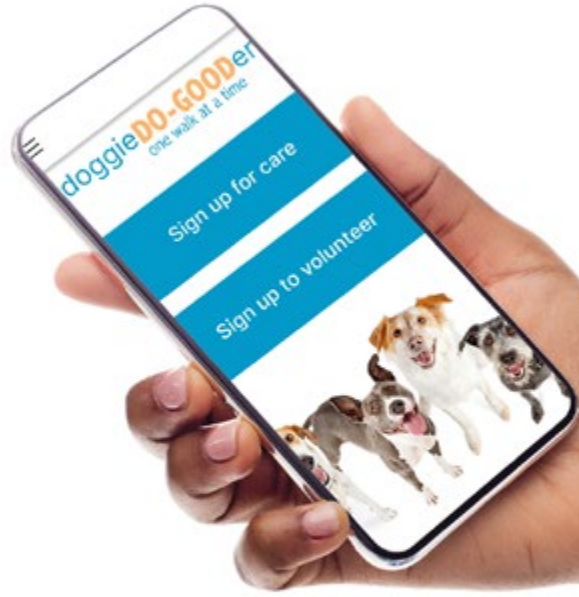
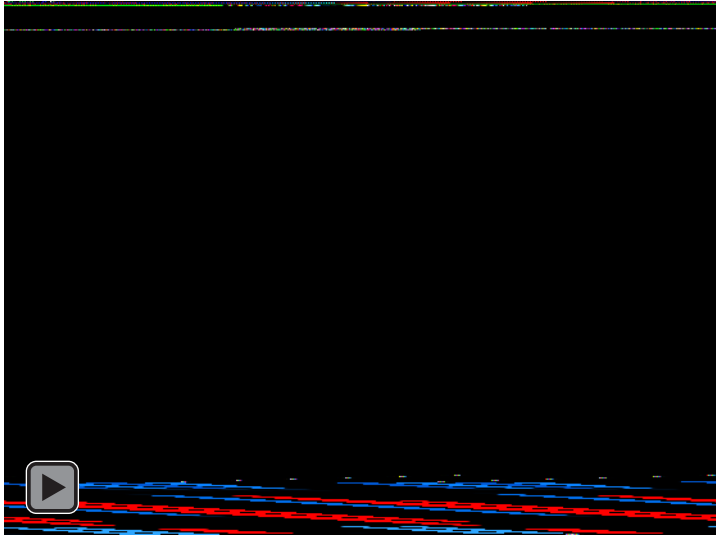
Components





Prototype

Prototype



[View Prototype](#)



User Testing

Testing Summary

Who I spoke with

6 participants

Including

Shelter Administration 2

- Michelle: 32, comm. coordinator @ BARCS
- Gabe: 33, exec. dir. @ PAWSTER Nashville

Shelter Volunteers 3

- Sarah 1: 40, homemaker
- Sarah 2: 46, analyst
- Justin, 31, ux designer

Service Recipients 1

- Jean: 75, retired

Key Learnings

- Three places where all but one user needed help to get through to the next step.
- All said overall, the app was easy to navigate.
- There was some confusion on the volunteer home page. It needs to be booking related as opposed to walking.

Testing Results

Direct Success

Testers who completed the mission via the expected path(s).

83.3%
5
TESTERS

Indirect Success

Testers who completed the mission via unexpected paths.

16.7%
1
TESTERS

Client Sign-Up:



23.1%

MISCLICK RATE



400.1s

AVG DURATION



80.0%

AVG SUCCESS



0.0%

AVG BOUNCE

Volunteer Sign-Up:



7.8%

MISCLICK RATE



164.5s

AVG DURATION



80.0%

AVG SUCCESS



0.0%

AVG BOUNCE

Client Book Service:



4.0%

MISCLICK RATE



91.9s

AVG DURATION



100.0%

AVG SUCCESS



0.0%

AVG BOUNCE

Volunteer Accept Booking:



10.0%

MISCLICK RATE



99.4s

AVG DURATION



80.0%

AVG SUCCESS



0.0%

AVG BOUNCE

Volunteer Walk:



5.8%

MISCLICK RATE



92.0s

AVG DURATION



40.0%

AVG SUCCESS



0.0%

AVG BOUNCE

Iteration

For the forms, I changed the checkboxes and the radio buttons so it was more clear when they are selected. A progress bar to show where one is in the process was also added.

The form is titled "About Your Dog(s)" and asks "How do we make your dog happy?". It includes sections for "Ever bitten anyone or another dog?", "Gets along well with?", "None of the above?", "What is your dog's personality?", "Walking style?", and "Do you have more pets?". The right screenshot shows the form with some checkboxes selected and a progress bar at the bottom indicating "4 pages of 5".

The confirmation screen is titled "Congratulations! You're booked with:". It displays the name "Jane Hamilton & Flora", a 4.5-star rating, and the address "4816 Robbins Road Nashville, TN 37013". It includes "Chat" and "Cancel" buttons. The right screenshot shows a photo of a woman with a dog and the same name and address information. The footer includes icons for "stats", "inbox", "walk", "sponsorships", and "bookings".

The footer was replaced, and the reschedule and cancel options were made less prevalent since they're secondary actions.



Reflections/Next Steps

Reflections



- A social worker reported that there is a glaring hole in the system in that the sick and elderly need house and yard care help as well.
- Volunteers want recognition and community just as much as a typical worker.
- I discovered where similar organizations obtain their funding from.
- There needs to be a liason between the service recipients and the volunteers.
- Shelter administrators were open to allow doggieDO-GOODers to advertise the services in their establishments.

Next Steps

- Consult a lawyer regarding the legal implications of entering people's homes and also learning about their health issues.
- Develop the prototype so the donate, chat, and sponsor features work.
- Implement all the suggestions set forth in the first round of user testing.
- Continue the second round of usability testing.



Appendix

Competitive Analysis Matrix

Mindmap

Screeener

Interview Questions & Schedule

User Stories

Journey Maps

Wireflows

User Testing

Prototype



Resources

Amiot, C., Bastian, B., & Martens, P. (2016). People and Companion Animals. *Bio Science*, 66(7), 552-560. <https://www.jstor.org/stable/90007627>

Hart, L. A. (2014). The role of pets in enhancing human well-being: Effects for Older People. In *The Waltham Book of Human-Animal Interaction: Benefits and responsibilities of pet ownership* (pp. 19-29). essay, Elsevier Science.

Tuber, D. S., Miller, D. D., Caris, K. A., Halter, R., Linden, F., & Hennessy, M. B. (1999). Dogs in animal shelters: Problems, suggestions, and needed expertise. *Psychological Science*, 10(5), 379-386. <https://doi.org/10.1111/1467-9280.00173>

Unknown, Author. (2021). *Pet statistics | Shelter Intake and Surrender | ASPCA*. ASPCA. Retrieved May 21, 2022, from <https://www.aspc.org/helping-people-pets/shelterintake-and-surrender/pet-statistics>

