

Whiskers

UX Case Study

Whiskers is a dedicated pet care platform. Use the app to book pet service providers and buy pet care products.



Problem Statement

In today's increasingly competitive world, maintaining a healthy work-life balance is already a challenge. People are constantly chasing deadlines, traveling more frequently for work, or staying late at the office. As a result, their pets often miss out on the care and attention they need.

Finding trustworthy pet sitters and walkers can be difficult, and scheduling time for necessary vet visits is another challenge. Additionally, the online pet market is fragmented, forcing people to visit multiple websites to purchase different products.

Possible Solution

A comprehensive digital solution that integrates all pet care services and products onto a single platform. This app enables quick and easy booking of carefully vetted pet sitters and dog walkers, offers online vet consultations, and includes a dedicated e-commerce section for pet care products.

Tools Used



Adobe XD



Miro



Google
Forms



Google
Sheets



Google
Docs

Design **Process**





Discover Phase

Qualitative Research

I interviewed 12 potential users over phone calls to understand the challenges they face with taking care of their pets. A few sample questions are listed below:

What kind of work do you do?

How often do you take a break for a getaway?

How long have you had a pet?

How often do you walk your dog?

When out of town where or with whom do you leave your pet?

Are you comfortable with pet sitters coming into your home when you are away?

Are there vets available in case of an emergency?

Where do you buy your pet supplies from?

Are you comfortable buying pet supplies online?

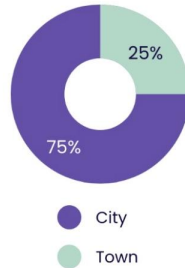
Key insights derived from the interviews

- Dog owners often miss taking their dogs for a walk because of time constraint.
- They have to leave their pets with friends or family, which is a problem when they aren't available.
- Review and testimonials are a necessary to build trust.
- Not comfortable with a stranger alone in their house. Pet boarding preferred by most.
- Vets are usually accessible in cities, however remote areas will benefit from an online platform.
- The pet accessories online are super expensive.

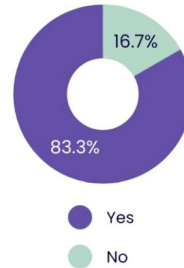
Quantitative Research

I created an online survey using Google Forms to observe any pattern and similarity in what the potential users may want. A total of 36 people responded which assisted me in to correctly identify the problems.

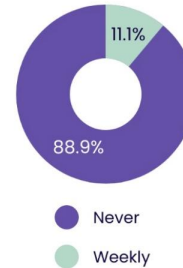
Where do you live?



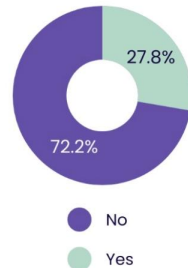
Is a vet easily accessible to you?



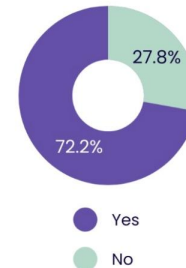
How often have you hired a dog walker?



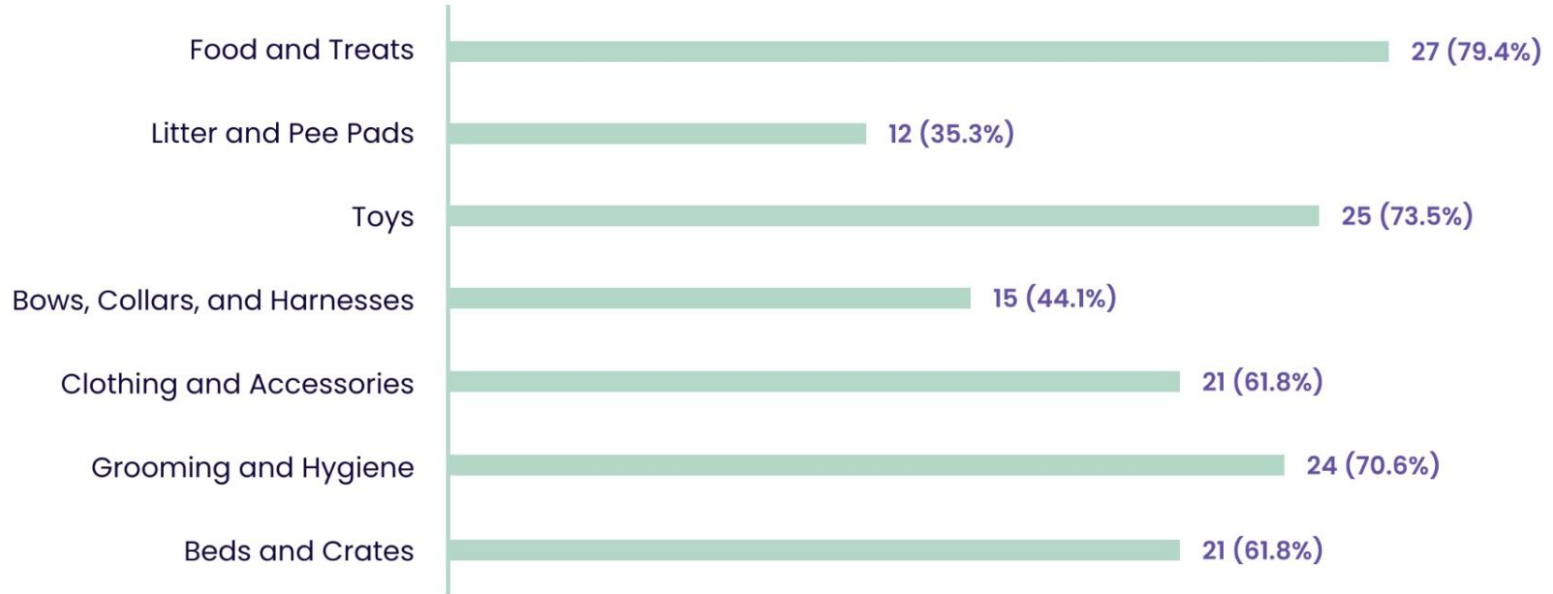
Would you let a pet sitter alone in your home when you are away?



Are you comfortable with Vet consultation online?



What items would you purchase from an online pet supplies store?



Brainstorming

Based on the user interviews and online survey, I brainstormed the important features that I can offer in the application.





Define Phase

Personas

With the data collected from the interviews and survey, I created a persona representing an ideal user of the application. The persona helped me arrive at better solutions as it gave an in-depth understanding of the user goals, frustrations, and overall personality.



Age : 31
Occupation : Head of Advertising
Status : Engaged
Archetype : The Explorer

Natasha Jain

Natasha is a successful advertising professional who loves travelling. She has two pet cats one of whom is handicapped and needs special care. As she lives on her own it gets difficult for Natasha to plan a getaway. Although she loves her cats she wants the freedom to live a life beyond caring for them.

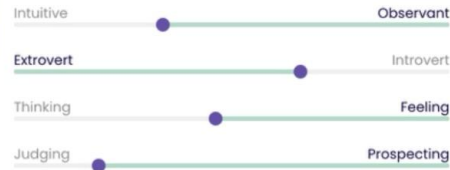
#confident

#authentic

#chatty

#emotional

Personality



Goals

- To provide care and support for her cats
- Peace of mind while travelling
- To find a reliable way to book pet care service

Frustrations

- Unable to find trustworthy pet care
- Extremely expensive pet accessories online
- Scattered pet supplies market

Motivations



Empathy Map

Says

- "They hate being alone and need constant attention"
- "I have to go to Assam for my wedding and I can't figure out how I will leave then"
- "My younger cat cat can't drink water from a bowl, he needs a tap. So if I am not home he hasn't had water."

Thinks

- If this helps me find a reliable boarding it will be awesome!
- I hope vets are available to consult online
- I would prefer different types of cat foods be available in one place.

Does

- Compares prices
- Researches on authenticity of the service
- Lists pros and cons
- Reads reviews

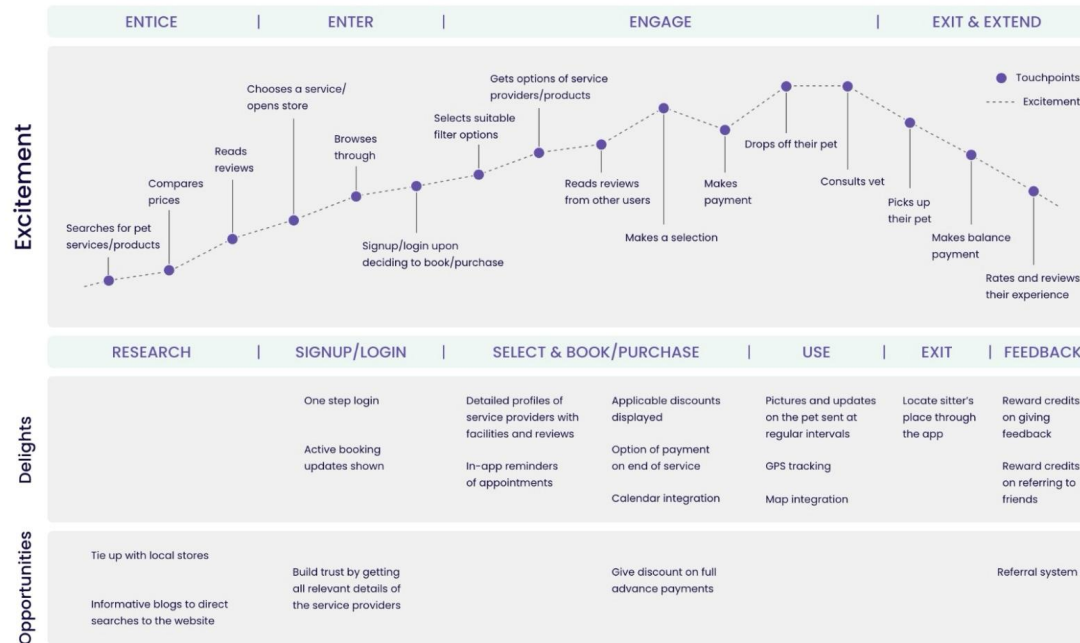
Feels

- Uncertainty about the reliability of individual
- Excitement to try something new
- Hopeful that she finds a solution to her problems

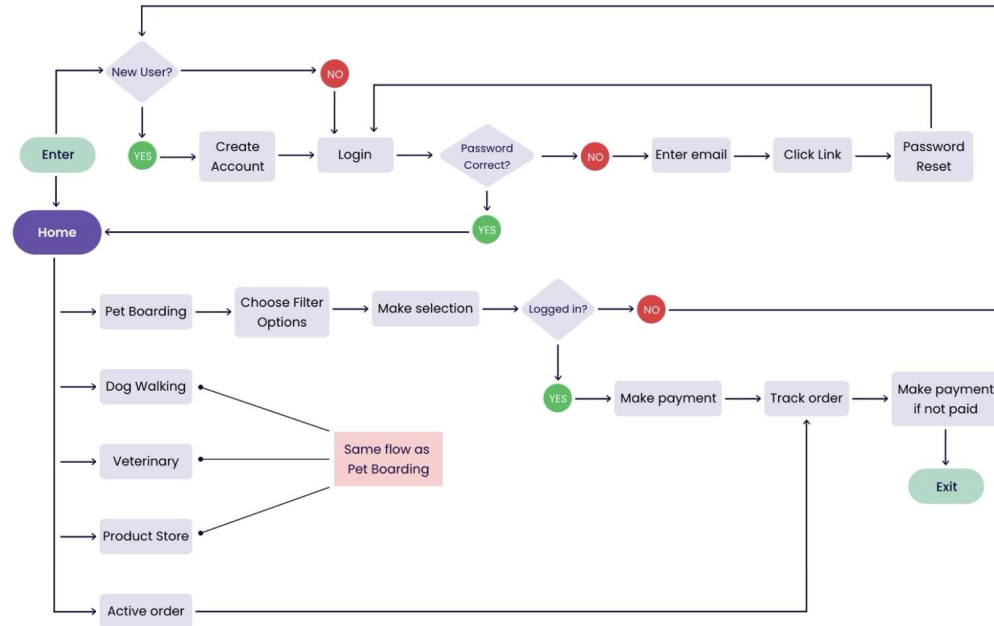


* at the instance of looking for pet services and products online

User Journey Map



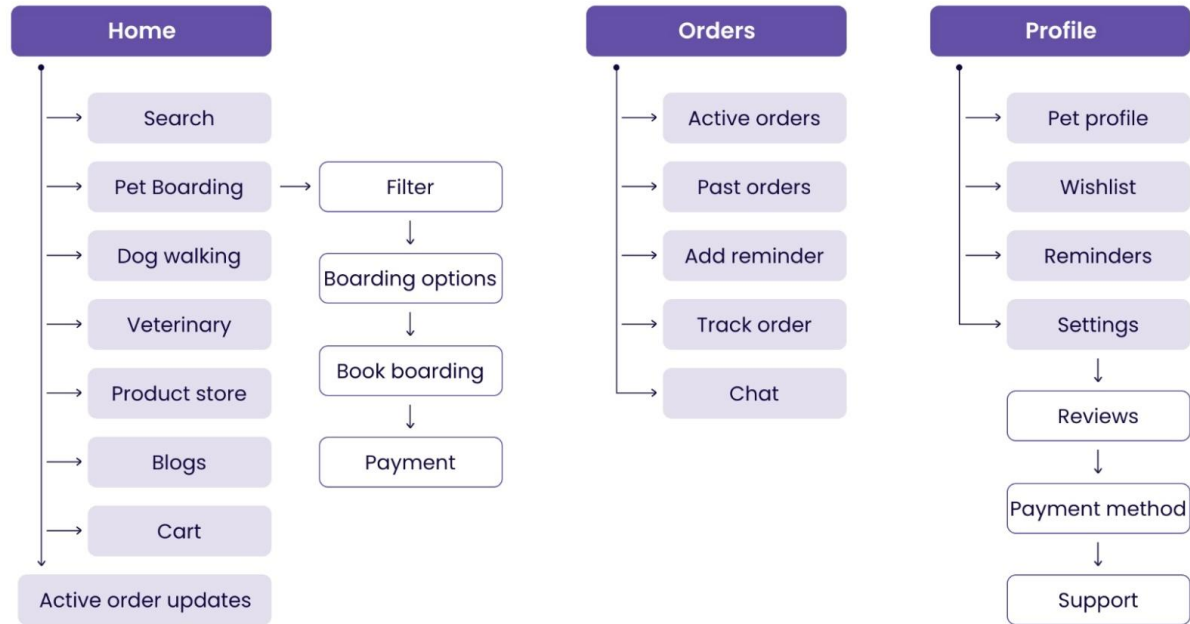
User Flow



Card Sorting

Home	Core Features	Menu	Profile
Core Features	Pet Boarding	Settings	Reminders
Blogs	Dog walking	Support	Wishlist
Notifications	Veterinary	Past Orders	Pet Profiles
Cart	Product Store	Track Order	Payment Methods
			Reviews

Information Architecture

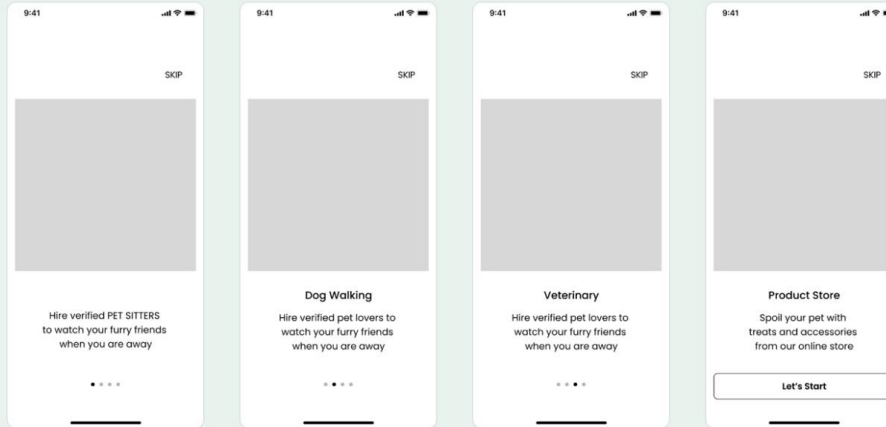




Design Phase

High Fidelity Wireframes

Walkthrough Screens



Log in & Sign up Screens

The 'Log in & Sign up Screens' section contains five mobile app screens:

- Welcome Screen:** Displays 'WELCOME' with a large grey box. Below is a 'Continue' button and a 'New User? SIGNUP' link with 'Skip for now'.
- OTP Verification Screen:** Shows 'OTP has been sent to your registered mobile no.' and a 'Resend OTP' button. A numeric keypad is at the bottom.
- Password Reset Screen:** Prompts to 'Enter the password you used to sign up' with a 'Forgot password' link. Includes a 'Log In' button and a numeric keypad.
- Sign up Screen:** Fields for 'First Name', 'Last Name', 'Phone No.', 'Password', and 'Confirm Password'. Includes a 'Sign Up' button and a numeric keypad.
- Confirmation Screen:** Says 'Check your mobile or email for the verification code' and has a 'Resend OTP' button. Includes a 'Confirm' button and a numeric keypad.

A dashed arrow points from the 'Continue' button on the Welcome screen to the 'Home Screen'.

Home Screen

The Home screen features a top navigation bar with a '+' icon, a search bar, and a 'Home' title. Below are sections for 'Services' (Pet boarding, Dog walking, Veterinary, Product Store), 'Booking updates' (Vet appointment at 10:00 am, Monday, 15 February), and 'Blogs' (How to calm dog anxiety). At the bottom is a navigation bar with 'Home', 'Orders', and 'Profile' icons.

Product Store Screens

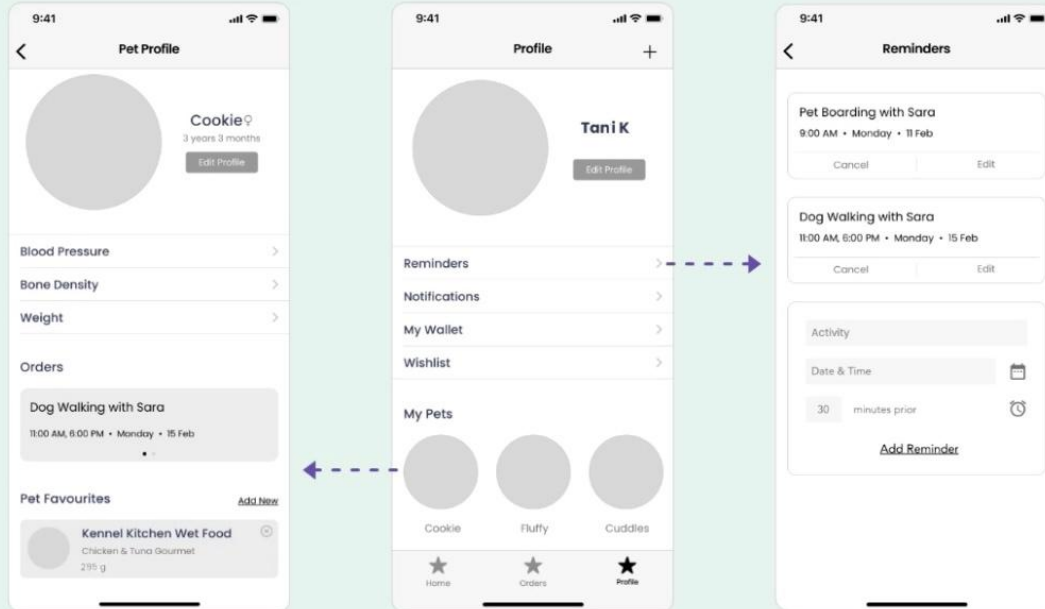
The 'Product Store Screens' section contains three mobile app screens:

- Filter Screen:** Allows filtering by 'Type of pet' (Dog, Cat) and 'Categories' (Dogs, Cats, Birds, Fish, Reptiles, Small & Exotic). It also has 'Price Range' (35 to 70) and 'Rating' (3.5 to 4.5) filters. A 'Show Results' button is at the bottom.
- Product Store Screen:** Displays a grid of product cards. Each card shows a product name, price, and an 'Add to Cart' button. Products include 'Kendal Kitchen', 'Agnes', 'Pudgie', and 'Ragdoll'.
- Product Page Screen:** Shows a detailed view of a product, 'Kendal Kitchen', including its description, reviews, and an 'Add to Cart' button.

Pet Boarding Screens (How the application works)



Profile Screens



Order Screens

