# FurryDocs

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Project overview

The product:

FurryDocs is an app to help animal lovers and people who care about animals to report cases that include animal abuse, or an injured animal. So that the volunteers willing to take care of the animal know where an injured animal is and if they need to step up to care for the animals or someone else is also onto it. The app also lets volunteers posts updates on the app so that everyone following the case knows what's going on.

Project duration:

March 20, 2023 - April 3rd, 2023
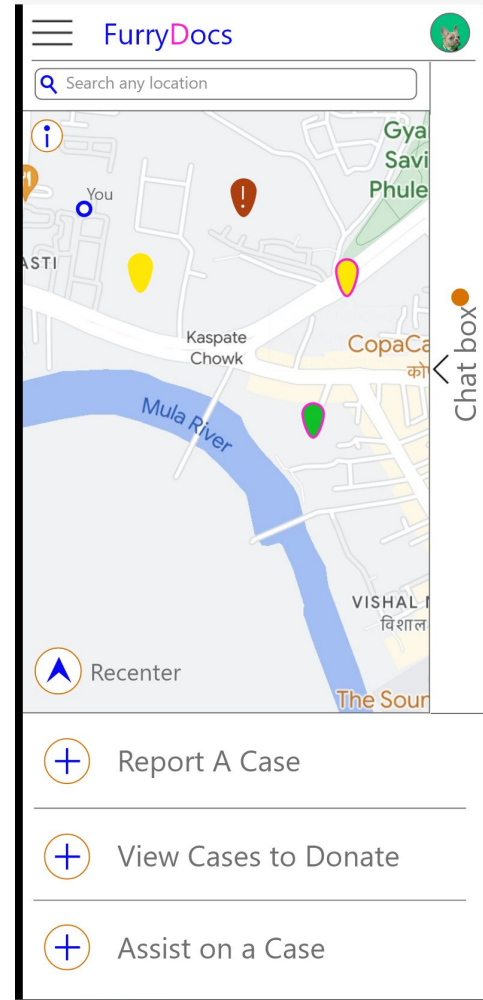
Project overview

The problem:

There are a handful of animal volunteers willing to help animals in need. Sometimes, more than one volunteer can tend to attend to just one animal, or an injured animal may go unnoticed.

The goal:

The goal is to bring awareness to the condition of animals who live their lives on the streets. And to help make a better world for our furry friends possible. Also, to bring together people who share their passion of helping animals. Some may want to donate, some may want to do the man work of admitting an animal. Together we all can help out streeties more efficiently.

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Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability study, accounting for accessibility, iterating on designs, designing information architecture, and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I spoke to animal volunteers and enthusiasts. People I spoke to identified a variety of problems. Including: They see an injured animal and want to do something about it but they do not know how to go about it, or active volunteers wanted to know anyone if anyone else was already caring for a particular injured animal they found, or a volunteer found a case and is working on it but would appreciate any monetary support.
The feedback I received made it very clear that a lot of people would like to be a part of helping streeties, they just need more support and guidance.

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Persona 1: **Name**

Problem statement:

Yash is an animal volunteer who needs monetary contributions for his animal volunteer work, so that he can help many more animals in need.

"I hope to someday open my own shelter for animals someday near a farm."

Goals
- Feeds and rescues dog on a daily basis. He hopes to make the world safer for dogs.

Frustrations
- Does not often find people who are willing to donate money to save animals.

Yash

Age: 23
Education: Graduate degree
Hometown: Lucknow
Family: Lives alone
Occupation: Software Engineer

Yash is a software engineer. He volunteers at a shelter on his day off. He feeds and rescues strays around his house regularly. All of this is quite draining on his money. Hence, he hopes to find people who can make monetary contributions to his work for the strays.

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Persona 2: **Name**

Problem statement:

Mahesh is an animal lover who wants to help any injured dog he sees on the road but does not have the means too.

"I see people come to my shop tired and then they feel energised after tea. I wish I could do something similar for doggies too."

Mahesh

Age: 40
Education: High school
Hometown: Pune
Family: Married
Occupation: Tea stall owner

Goals
- Has adopted two dogs near his tea stall. Keeps an eye on dogs around his area and wants to help them if he sees an injured dog.

Frustrations
- Being a tea stall owner, people are generally biased towards him and do not wish to help him and his animals.

Mahesh is a Tea stall owner who lives in Pune with his wife and two dogs. He walks everyday to his tea stall from his house which is 3 kms away. On the way, he observes dogs that have been injured and feels helpless because he cannot help them. He wishes he could report these cases to someone who has means to help these dogs out.
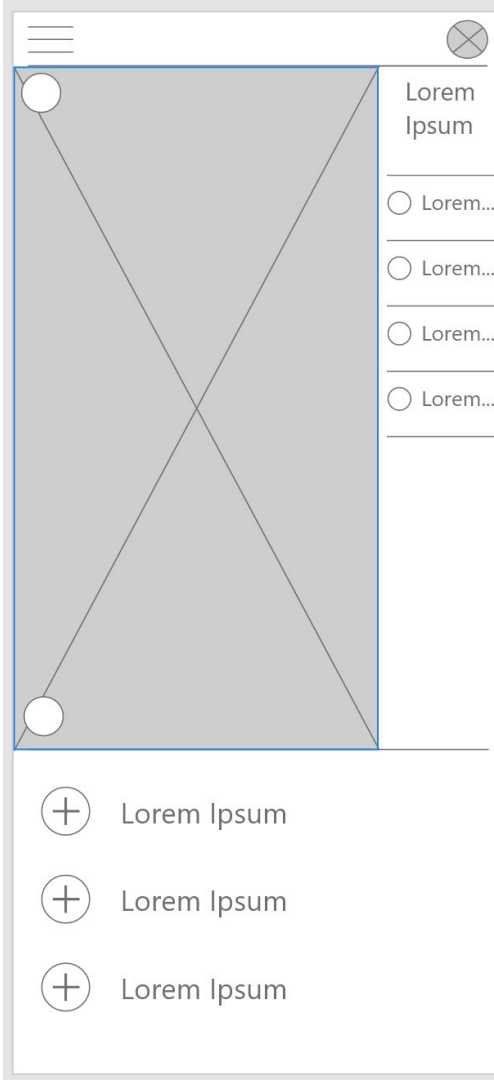
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Ideation

I did a quick ideation exercise to come up with possible pathways for reporting animal cases and claiming animal cases. My focus was specifically on how all this could be done while making sure that no imposter can participate in this.

Starting the design

- Digital wireframes
- Low-fidelity prototype
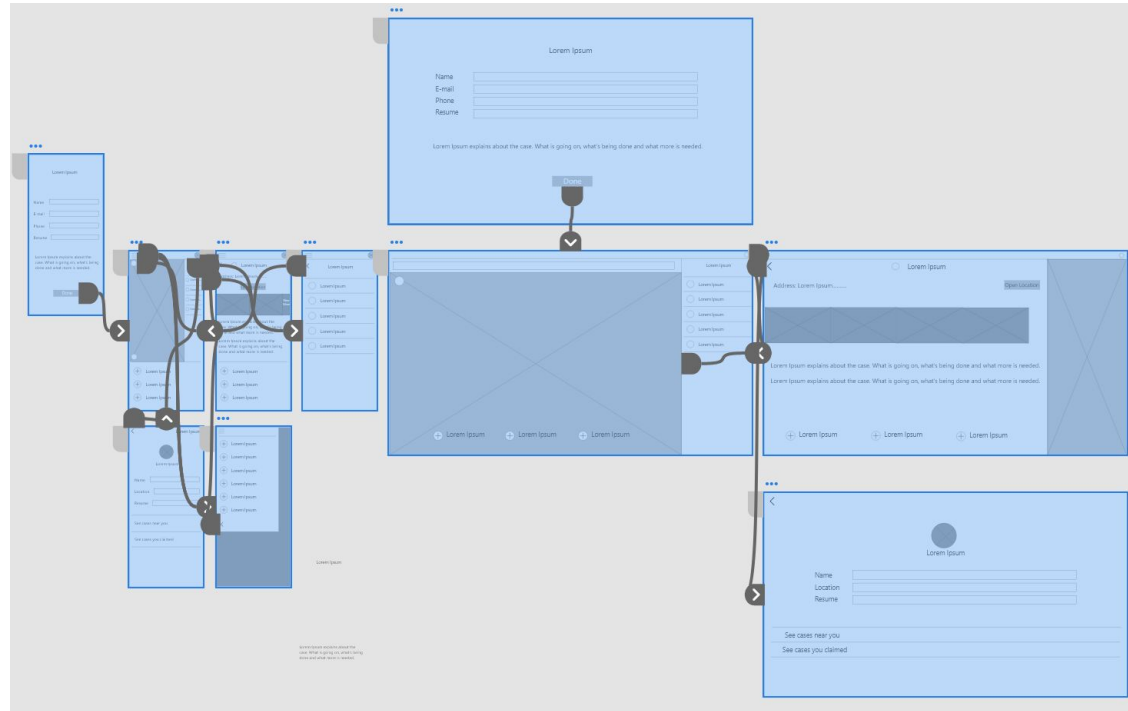- Usability studies

Google
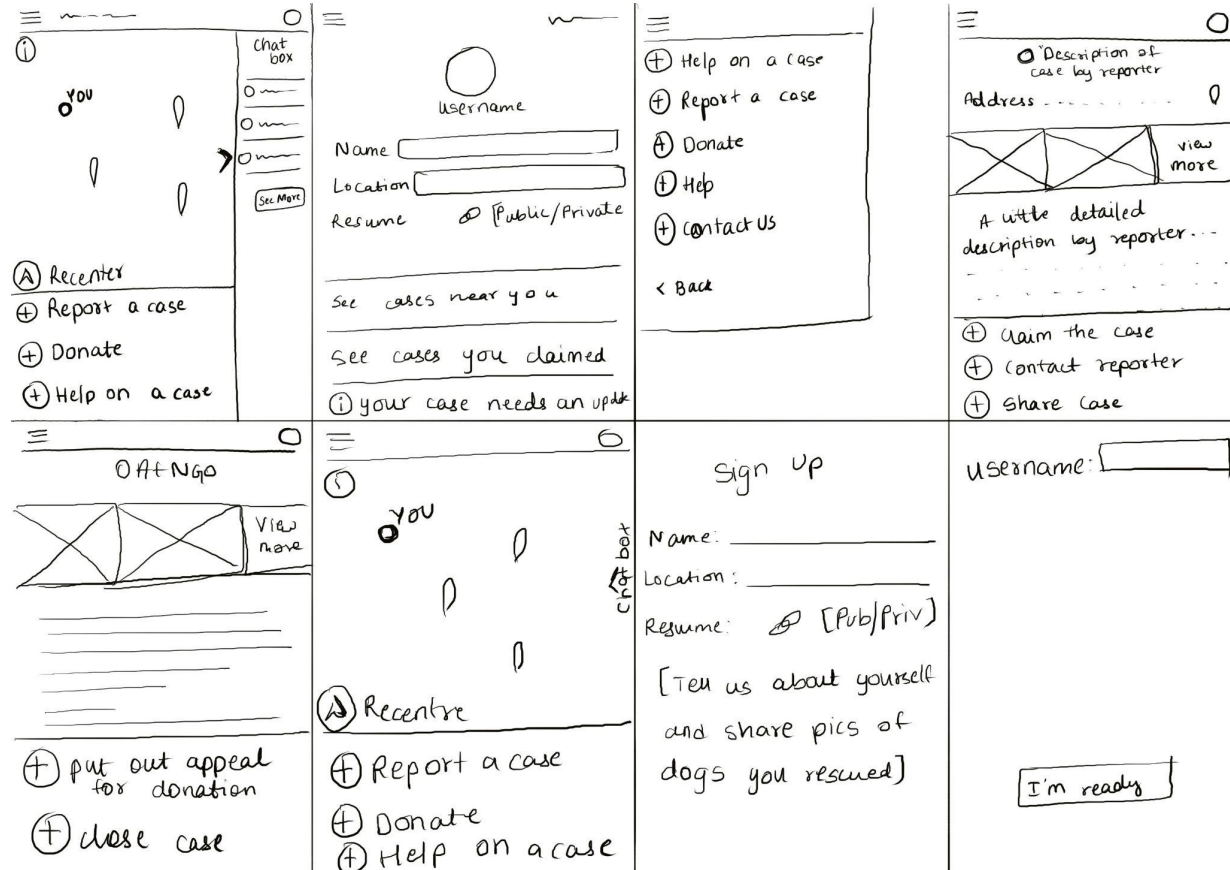
Digital wireframes

After ideating and drafting some paper wireframes, I created the initial design of the FurryDocs app. The designs focussed on helping volunteers identify necessary cases.

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Low-fidelity prototype

https://xd.adobe.com/view/677a2dd9-a273-4813-8c57-6ff264fdf7c2-3229/

Google

Usability study: parameters

Study type:

Moderated usability study

Location:

Pimpri Chinchwad, India

Participants:

4 participants

Length:

10 minutes

Google

Usability study: findings

These were the main findings uncovered by the usability study:

1

Finding

People want to know which are high priority cases.

2

Finding

People could not open the hamburger menu.

3

Finding

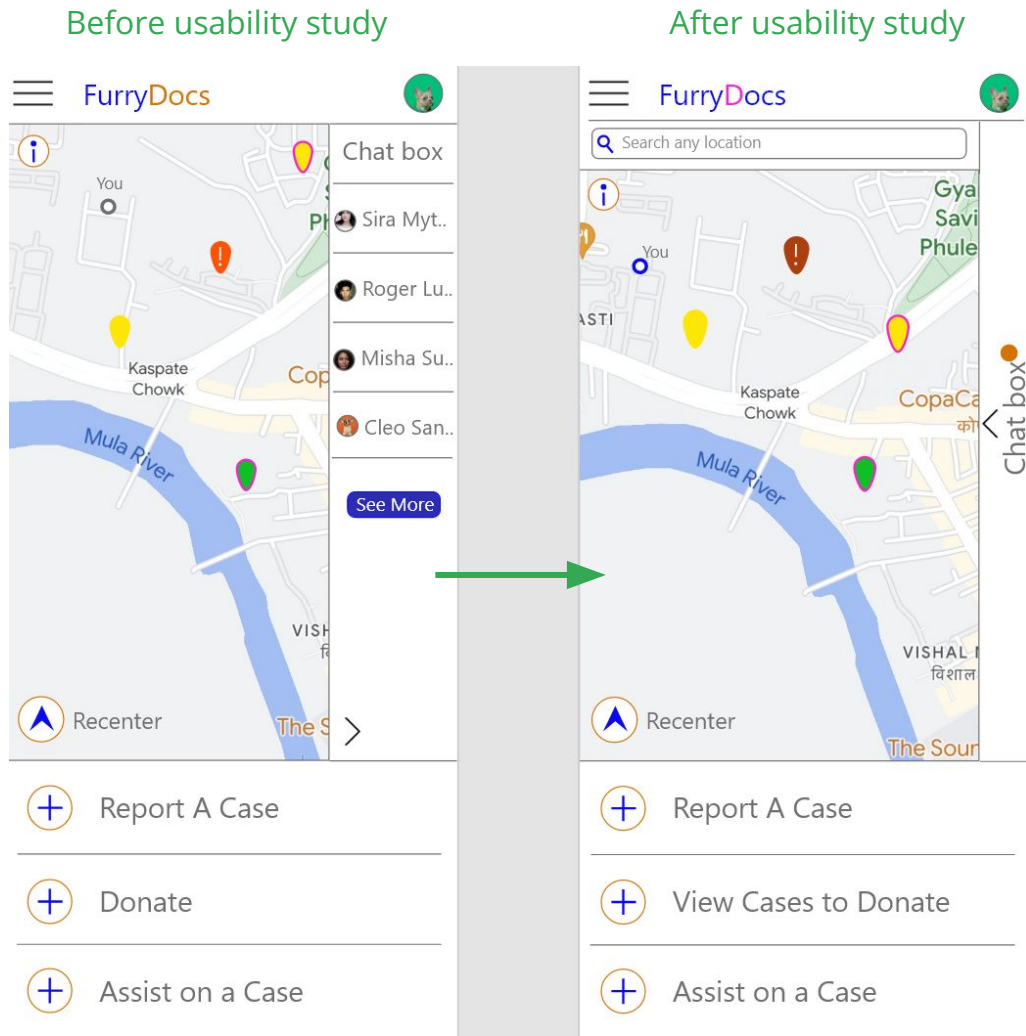People want to know a clear description of what resume means.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Based on the insights from
the usability study, I made
some changes like making
the chat box smaller so that
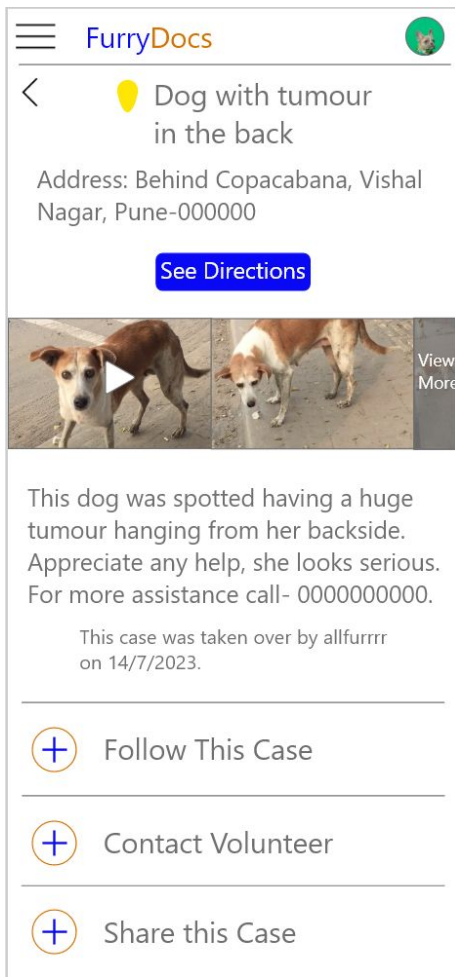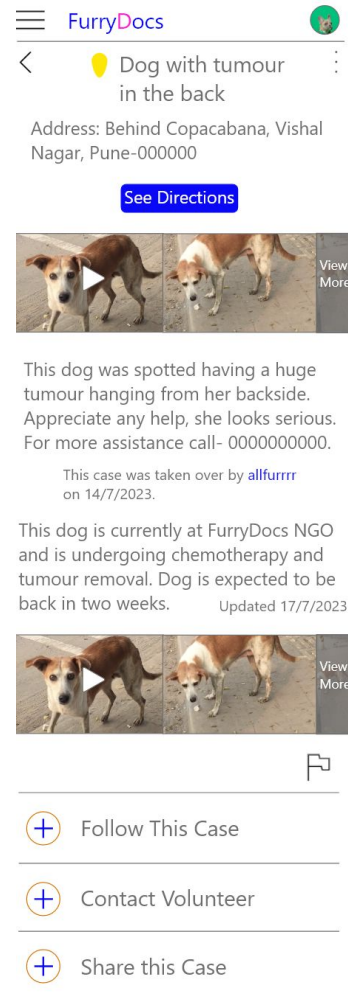users can concentrate on
the map feature.

Mockups

Based on the insights from the usability studies, I made some changes like adding a "report" button.
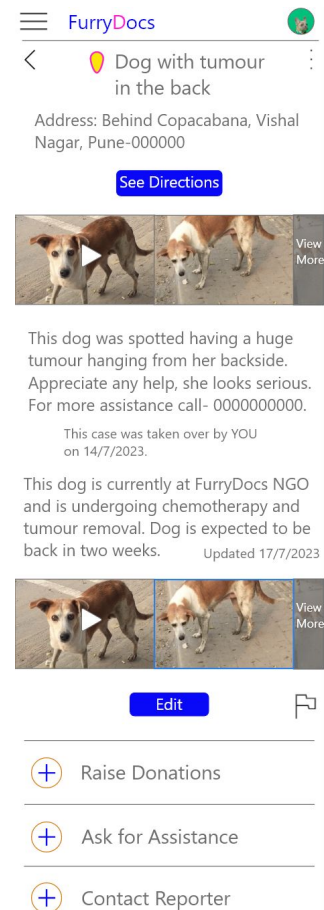
Mockups

Screen 1 — Map View
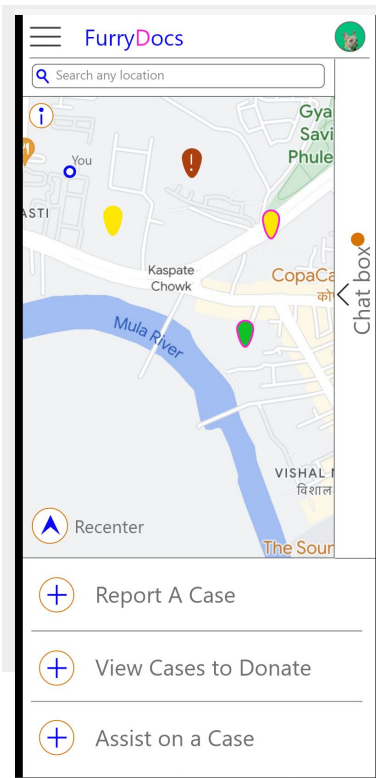
FurryDocs

🔍 Search any location

ⓘ

Gya
Savi
Phule

You

KASTI

Kaspate
Chowk

CopaCa
को

Mula River

VISHAL
विशाल

The Sour

🔼 Recenter

⊕ Report A Case

⊕ View Cases to Donate

⊕ Assist on a Case

Chat box

Screen 2 — Case Detail

FurryDocs

← ⚠ Dog with tumour
in the back ⋮

Address: Behind Copacabana, Vishal
Nagar, Pune-000000

See Directions

▶ View More

This dog was spotted having a huge
tumour hanging from her backside.
Appreciate any help, she looks serious.
For more assistance call- 0000000000.

🏳

⊕ Take over the Case

⊕ Contact Reporter

⊕ Share this Case

Screen 3 — Report A Case

← Report A Case

Enter location of animal

🔍 Search any location

Kaspate
Chowk

CopaCa
को

Mula River

Written Address of animal

Write one line describing the problem

Write a brief description of the problem

Upload Pictures ➕

Complete Report

Screen 4 — Case Detail (Expanded)

FurryDocs

← 📍 Dog with tumour
in the back ⋮

Address: Behind Copacabana, Vishal
Nagar, Pune-000000

See Directions

▶ View More

This dog was spotted having a huge
tumour hanging from her backside.
Appreciate any help, she looks serious.
For more assistance call- 0000000000.

This case was taken over by YOU
on 14/7/2023.

This dog is currently at FurryDocs NGO
and is undergoing chemotherapy and
tumour removal. Dog is expected to be
back in two weeks. Updated 17/7/2023

▶ View More

Edit 🏳

⊕ Raise Donations

⊕ Ask for Assistance

⊕ Contact Reporter

Google

High-fidelity prototype

https://xd.adobe.com/view/ c04185d7-cb01-4779-9cf6-1 321f558f764-9512/
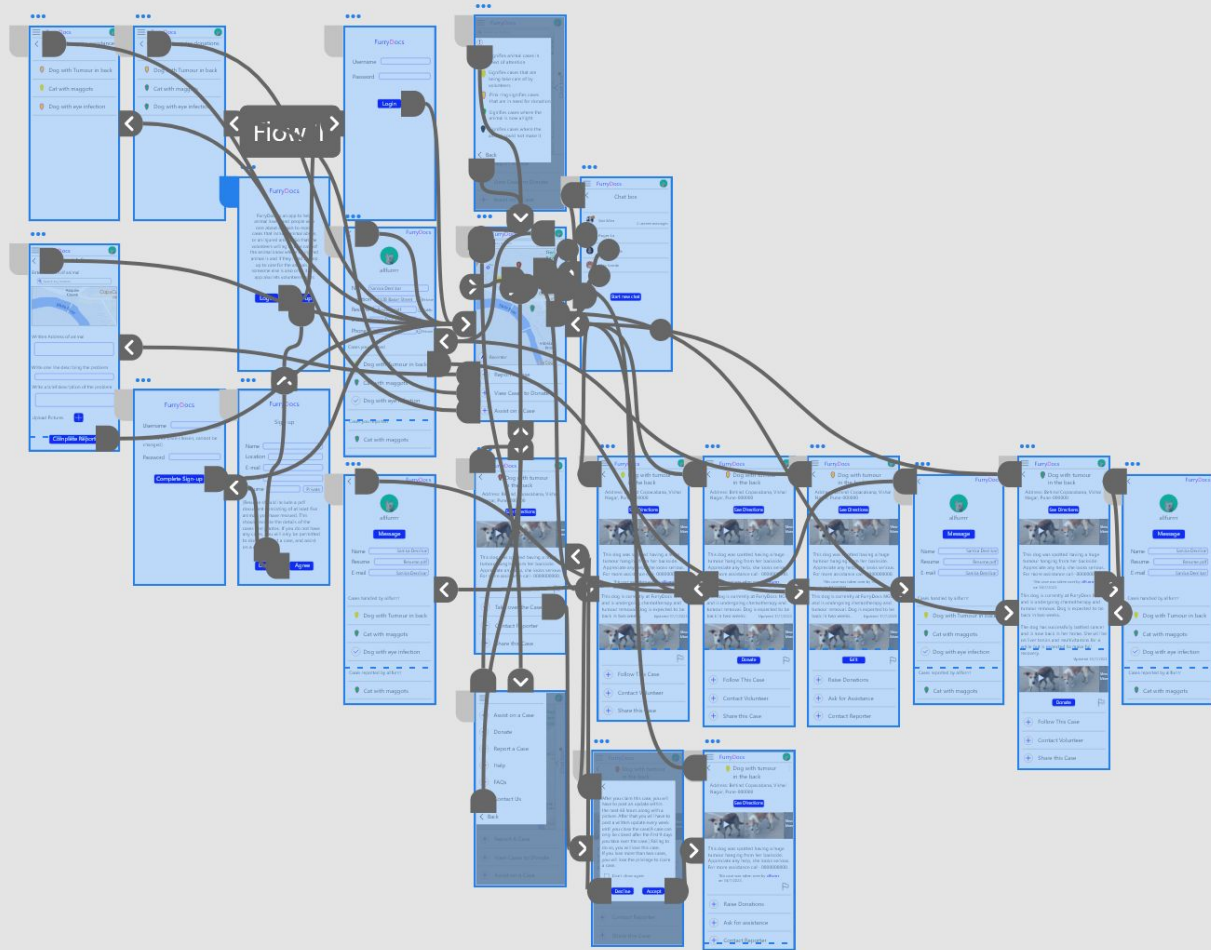
Accessibility considerations

1

On the sign-up/sign-in page, I added the option to view the app in the national language of India(since my target audience is India) so that people can use the app with ease.

2

I also added a translate option in the hamburger menu so that someone who is fluent in English but does not quite understand a particular phrase.

3

I added an exclamation mark in the red point on the map, so that someone who is colour blind can still understand what the marks are about. I also added text under the marks that appear when you hover over the marks.
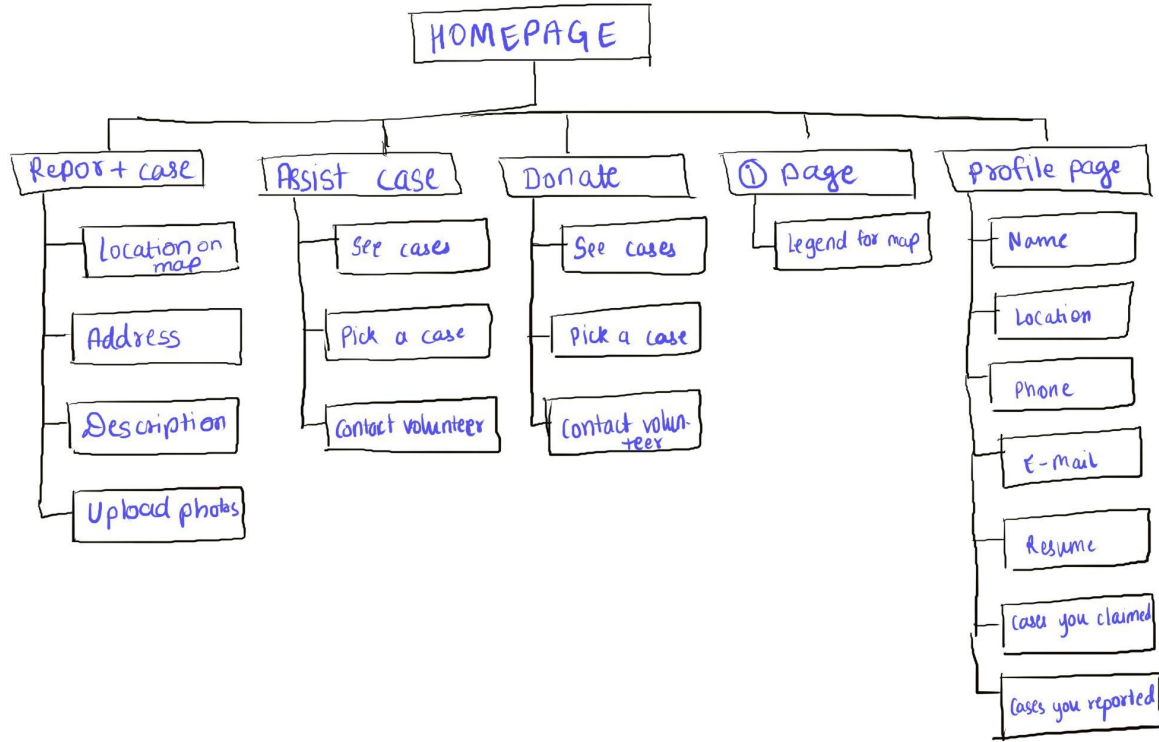
Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

With the app designs completed, I started working on the responsive website. I used the sitemap to guide me through connecting the webpages of my responsive website.

HOMEPAGE

Report case
- Location on map
- Address
- Description
- Upload photos

Assist case
- See cases
- Pick a case
- Contact volunteer

Donate
- See cases
- Pick a case
- Contact volunteer

ⓘ page
- Legend for map

Profile page
- Name
- Location
- Phone
- E-mail
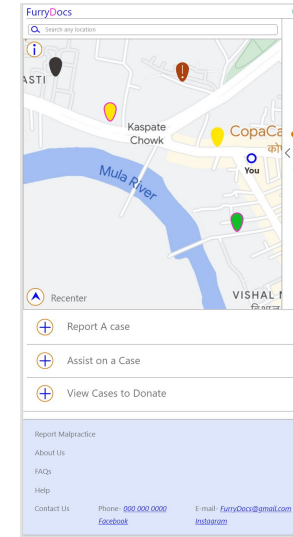- Resume
- Cases you claimed
- Cases you reported

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Responsive designs

The design for screen size variations include mobile, desktop, and tablet. I optimized the designs to fit specific user needs of each device and screen size.
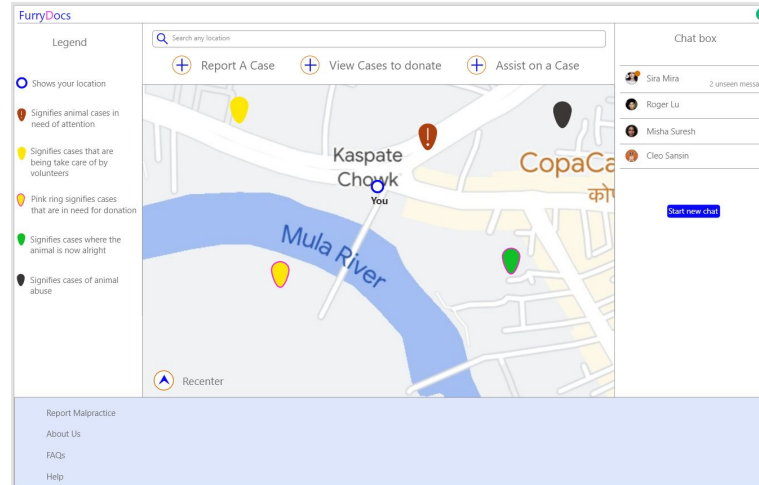
Mobile ➝

iPad

Desktop ➝

Google
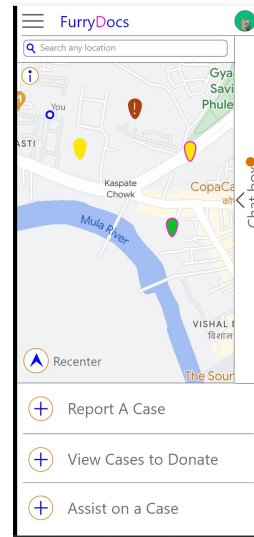
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Users shared that the app made helping out dogs a much simpler and more accessible task. One quote from the usability study was, "I sometimes see injured dogs on the road. I have no experience so I am unable to help them. This apps provide me with a medium to be helpful."

What I learned:

I learned that nothing is ever truly impossible. If we try hard enough we can always find a way. I'll end it with my favourite quote, "Where there is will, there's a way."

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Next steps

1

Conduct research on how successful the app is in making the world a better place for our streeties.

2

Get more input from animal volunteers if they would actually like to use such an app.

3

Provide credits to users who frequently operate the app and help out our streeties.

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Let's connect!

Thank you for reviewing my work on the FurryDocs app. If you would like to see more of my work or get in touch, my contact information is provided below.

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Phone: 6692489432

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