Organic Dog Food App Design

Jun Zhao

Project overview

The product:

This app is for an organic dog food company which wants to help its customers order nutritious dog food online.

The company produces organic food for dogs. This company targets customers who seek high-quality food for their dogs or customers who lack time to find healthy food for their dogs. This app also helps customers who are inconvenient to commute to buy dog food.

Project duration:

October 2021 to February 2022.

Google
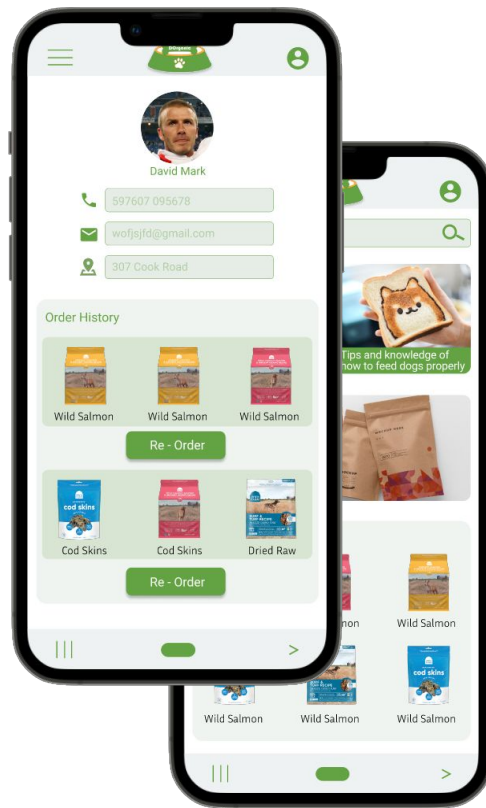
Project overview

The problem:

Dog owners try hard to feed their dogs in a healthy and nutritious way however there is no easy way which saves time and convenient.

The goal:

Design an app for Organic Dog Food that allows users to easily order nutritious food for their dogs.

Project overview

My role:

UX designer designing an app for Organic Dog Food from conception to delivery.

Responsibilities:

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

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Understanding the user

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

Google

User research: summary

For designing this app, I interviewed several users who are in different fields, this helps me build the user persona. After making a series of the design process, I made a low-fidelity prototype and test it based on a moderate research study, then I identified the user pain points and other issues.

My high-fidelity mockup focused on solving these problems and fixing the user pain points then I did another moderate research study and conducted a problem statement after analyzing the problem statement I refined my high-fidelity mockup.

This app mainly solves the users who can not find healthy food for their dogs and who are inconvenienced to commute to buy food for their dogs. This app also helps people feed their dogs In a better way and understand their puppies deeper.

User research: pain points

1

Nutrition

Dog owners always worried food nutrition for their dogs.

2

Commute

Some users do not drive, so it is hard for them to seek food for their puppies.

3

Time

Busy employees lack time to find healthy food for their dogs.

4

Knowledge

Users require feeding knowledge.

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Persona 1: **Echo Zeng**

Problem statement:

Echo is a busy working adult who cares about his dog's health and needs easy access to healthy dog food.

Echo Zeng

Age: 31
Education: Central Saint Martins MFA
Hometown: HangZhou, China
Family: He and his girlfriend with a dog
Occupation: Freelance designer

"I love to experience different adventures in my life, so should my dog"

Goals
- Try to find the most suitable food for his dog.
- Want his dog to be healthy and happy.
- To be productive in his career and also find the best food for his puppy.

Frustrations
- Worry about the food quality his dog eating.
- Concern about his dog's weight and health.
- Do not have knowledge about organic food of dogs.
- He has a tight work schedule, and there is no time to choose great food for his dog.

Echo is a freelance designer and artist who lives in London, he is very busy with his career, and he lives with his girlfriend and a dog named Baozi. He wants Baozi eats healthy and also in good fit. He usually buys dog food online, but he still concern about the food quality, sometimes he cooks fresh food for Baozi, but it wastes time, he has no idea about organic food for a dog, if organic food is benefit for his dog, he will try.

Google

Persona 2: **Nicole White**

Problem statement:

Nicole is a part-time teacher who does not like commute and she loves to feed her dog healthily, she needs a convenient way to find nutritious food for her puppy.

Nicole White

Age: 24
Education: York University
Hometown: Toronto, Canada
Family: Herself and her dog
Occupation: Part-time Geography Teacher

"Life is about fun and self-discipline"

Goals
- She wants to enjoy a leisurely life, mostly in her house.
- She wants to find a convenient way to buy food for her dog.
- She loves to feed her dog in a good way.

Frustrations
- Dog food bags are heavy for her to take.
- She does not want to spend too much time on commute.
- There is no dog food stores around her house, and she does not drive.

Nichole is a new graduate from York University, she started her career as a part-time geography teacher, she enjoys staying in her cozy apartment most of the time, she has a puppy, and usually, she gets food for her puppy online, because she lives far away from the dog food store. She is not that worried about what her dog eats, but she accepts a better way to feed her dog.

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User journey map

Mapping Nicole's user journey revealed how helpful it would be for users to have access to a dedicated nutritious dog food app.

Persona: Nicole

Goal: Order healthy food by using organic food app.

ACTION	Get out of	Find store	Select product	Payment
TASK LIST	A. Go outside B. Wait for a bus C. Get on the bus	A. Get off the bus B. Walk several minutes to find the store C.Find the store	A. Choose one or two product B. Read product information C. Ask staff for more product information	A. Finally choose the products B. Make a payment
FEELING ADJECTIVE	Disappointed that the bus is come so late	Disappointed that the weather is miserable	Still seeking for trust brand	Satisfy
IMPROVEMENT OPPORTUNITIES	Create an app for advance ordering	Create an app for advance ordering	Offer a way for users to check the product information	Show the product certificate for users better understanding

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Starting the design

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

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Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.
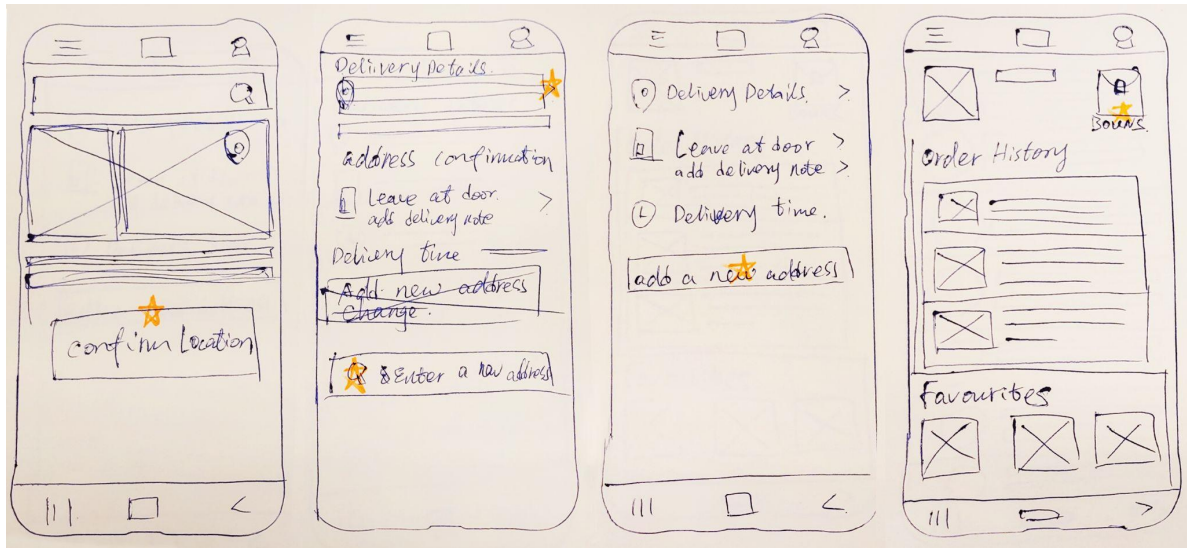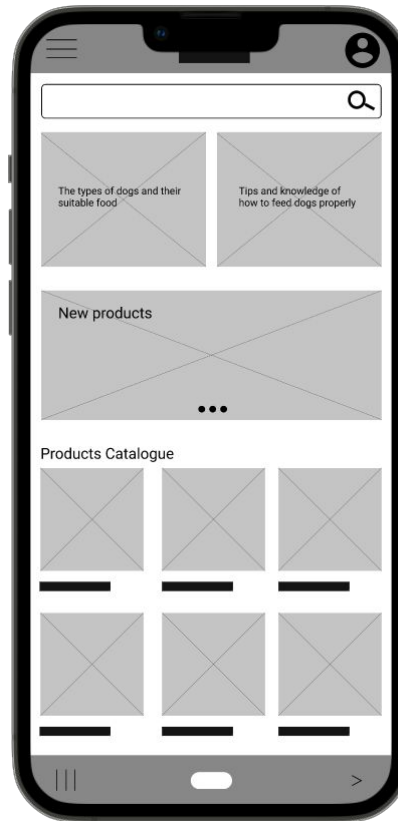

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

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Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Tips area, allowing users to read the latest articles related to how to feed dogs.

New product banner which allows users to find the newest products.

The types of dogs and their suitable food

Tips and knowledge of how to feed dogs properly

New products

Products Catalogue

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Digital wireframes

Re-order is a way of concise-step of buying customers' preferred products and saving users time.

Customers can purchase an individual item from this catalogue.

Order history

Re - Order

Re - Order

Re - Order
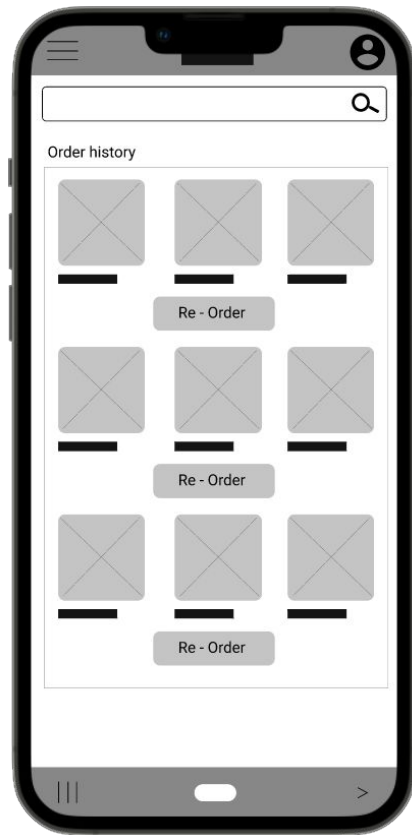
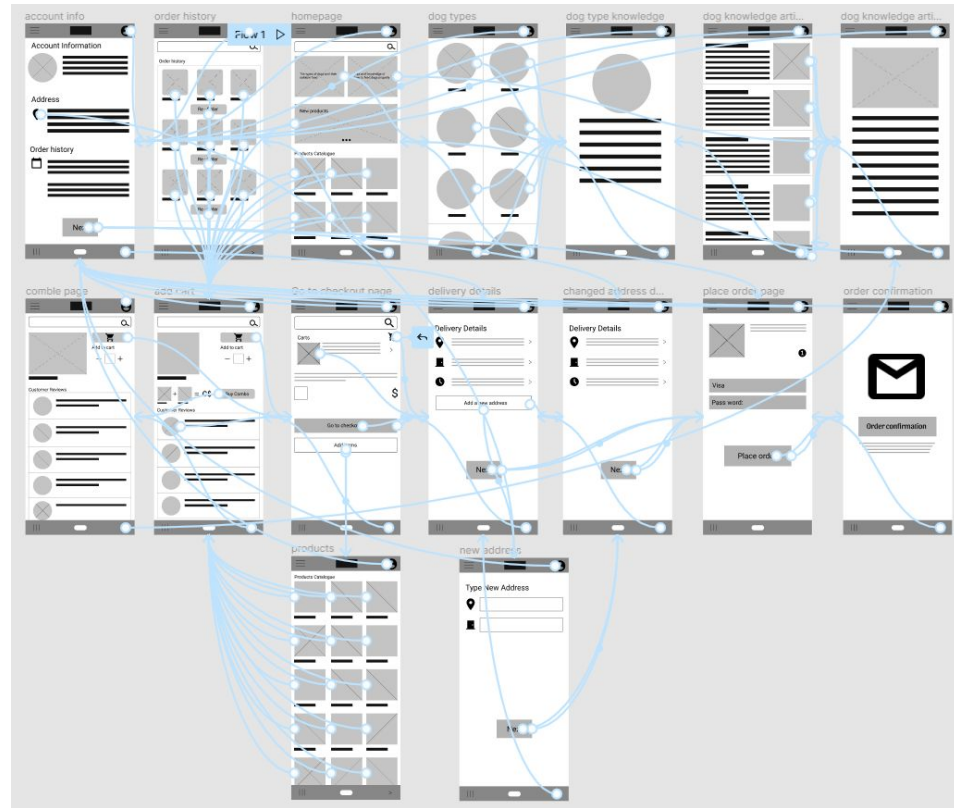Users can order what they used to order easily.

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected with was building and ordering the healthy dog food so the prototype could be used in a usability study.

View the Organic Dog Food

[low-fidelity prototype](#)

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Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users need to edit their own profile.

2. The checkout feature needs to be developed for people to use.

3. Add new address feature needs to be developed.

Round 2 findings

1. Users need easy access to navigation.

2. Add item button needs to be developed for users to use.

3. Users need to use the triangle button to return, so the return back function needs to be developed.

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Refining the design

- Mockups
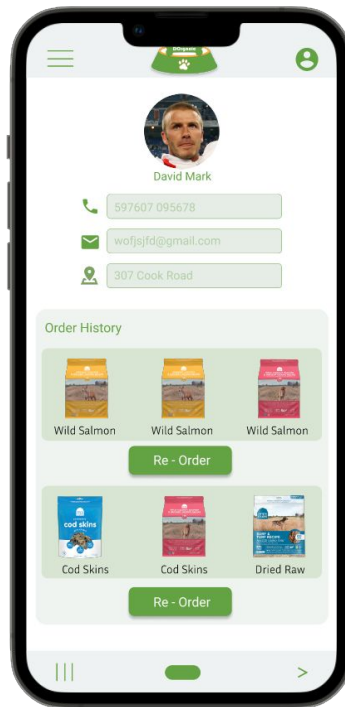- High-fidelity prototype
- Accessibility

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Mockups

Early designs allowed users to check their order information, but after the usability studies, I added **re-order functions**, in which user order their preferred food directly.
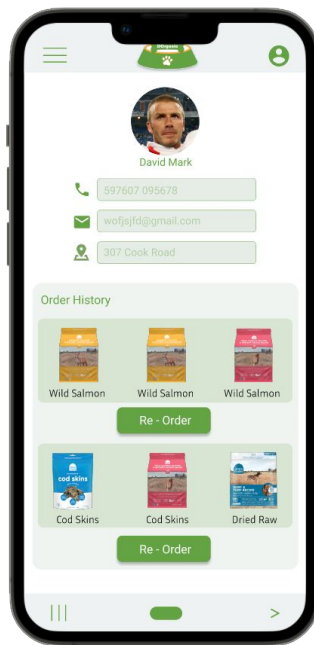
Before usability study
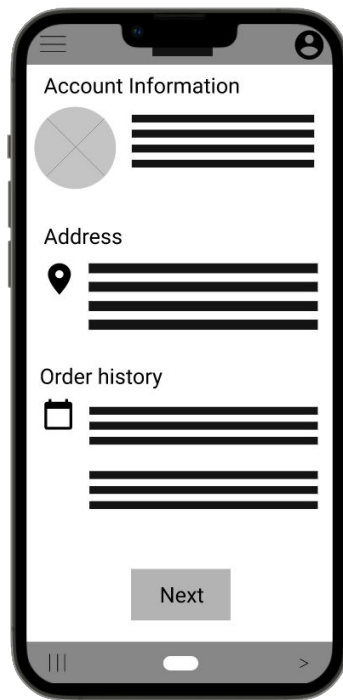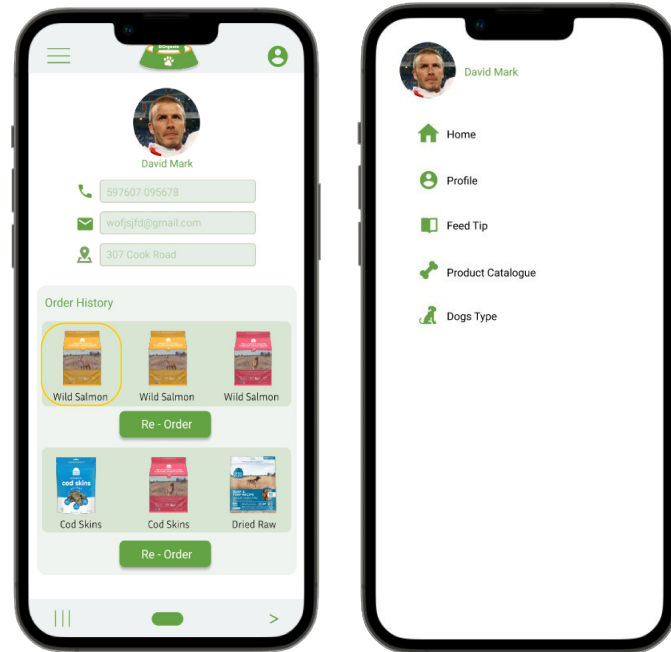
After usability study

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Mockups

Users may purchase their favourite individual items directly from their order history. Users can use the side navigation bar for easier access to the sections they want.
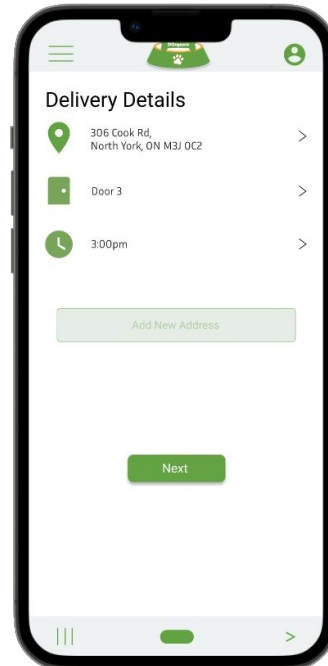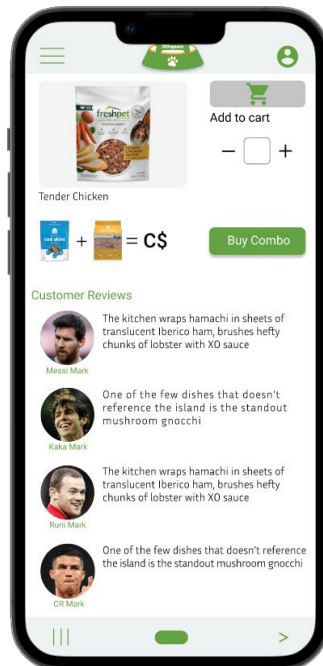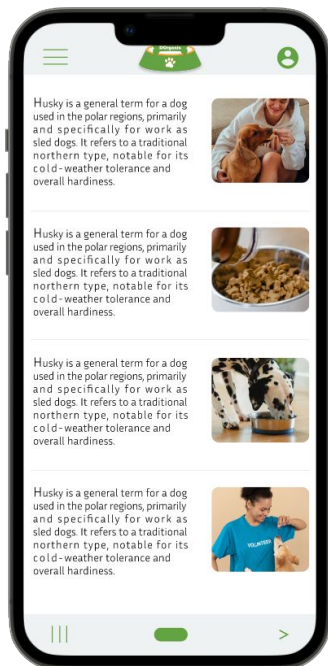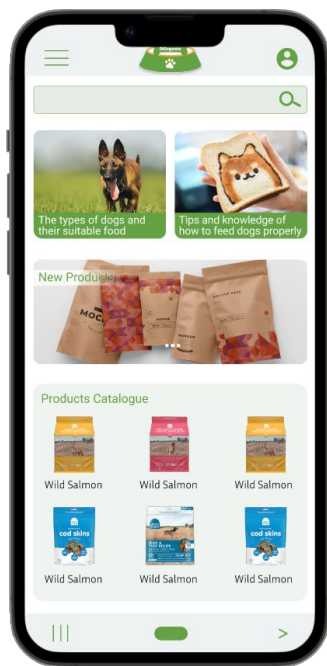
David Mark

597607 095678

wofjsjfd@gmail.com

307 Cook Road

Order History

Wild Salmon   Wild Salmon   Wild Salmon

Re - Order

Cod Skins   Cod Skins   Dried Raw

Re - Order

David Mark

- Home
- Profile
- Feed Tip
- Product Catalogue
- Dogs Type

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Key Mockups

High-fidelity prototype

The final high-fidelity prototype presented a fully functional user flow, which met users' need to order healthy dog food online and gain feeding knowledge.

View the Organic Dog Food App
high-fidelity prototype

Google

Accessibility considerations

1

Used icons to
help make
navigation easier.

2

Used high resolution
images for products to
help all users
Choose products.

3

Provided a side
navigation bar for
users to easily access.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app makes users feel like Organic Dog Food really thinks about how to meet their needs and also their dogs need.

One quote from peer feedback:
"The app made it so easy and health to build my dog's diet. I would definitely use this app as a go-to for dogs feeding guide."

What I learned:

While designing the Dog's Organic app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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Next steps

1

Have a meeting with the entire team and update the technic to fix some issues.

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on the Organic Dog Food app!
If you'd like tosee more or get in touch, my contact information is provided below.

Email: woyelovecanada@gmail.com