

# Customizable Dog Food Delivery App Usability Study

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Cheryl Epstein

# Project overview



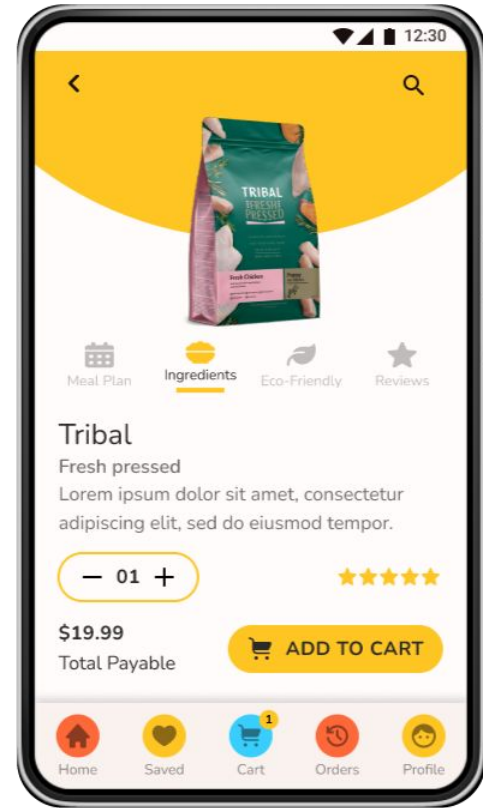
## The product:

Targeted at dog owners seeking convenience and control over their pets' diet, FurBowl allows users to personalize their dog's food with ease, ensuring their furry friends receive the best nutrition. The project stems from the increasing demand for personalized pet nutrition and the need for a user-friendly platform that empowers dog owners to conveniently find and order dog food that caters to their pet's unique dietary needs, promoting their overall health and well-being. The aim is to bridge the gap between pet nutrition expertise and user accessibility, ensuring a seamless and satisfying experience for users seeking customized dog food solutions.



## Project duration:

June 2023 - September 2023



# Project overview



## The problem:

Many dog owners struggle to provide their furry friends with high-quality, personalized nutrition while balancing the demands of their busy lives. They face challenges such as limited access to specialized dog food, difficulty in determining the ideal portion sizes, and uncertainty about meeting their dog's unique dietary needs.



## The goal:

FurBowl's goal is to provide convenient access to personalized, high-quality dog food, simplifying portion control and meeting the unique nutritional needs of every dog. By prioritizing convenience, we aim to enhance dogs' overall health and well-being while making it easier for their owners to provide optimal nutrition and care.

# Project overview



## My role:

Lead User Experience (UX) Researcher and Designer. Designed an app for FurBowl from concept to delivery.



## Responsibilities:

User research, empathy maps, personas, user journey maps, competitive audit, paper and digital wireframing, high and low fidelity prototyping, conducting interviews and usability studies, information architecture.

# Understanding the user

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

# User research: summary



I started by conducting online surveys and interviews with dog owners to gain insights into their preferences, habits, and challenges related to buying dog food. Subsequently, I used empathy maps to uncover recurring patterns and trends, aiming for a comprehensive grasp of user requirements.

Initially, I held the assumption that convenience and affordability were the top priorities for most dog owners when purchasing dog food. However, through my research, I pinpointed a primary user segment that values the capacity to tailor food to their dog's unique requirements. Additionally, other key considerations included the quality and nutritional aspects of the dog food, as well as the packaging and overall delivery experience.

# User research: pain points

1

## Nutrition

Dog owners with specific dietary preferences for their pets struggle to identify suitable food options due to limited information on ingredients, sourcing, and quality.

2

## Time

Busy dog owners often lack the time for in-store dog food shopping, and reading ingredient labels for suitability adds to the time crunch.

3

## Portion Sizes

Figuring out the right portion sizes for dogs can be tricky, particularly for new dog owners. It can also pose challenges when dealing with multiple dogs, each with different portion requirements.

4

## Accessibility

Limited availability of assistive technologies, such as screen readers or voice recognition software, that could help users with disabilities use the dog food delivery app more easily.

# Persona: David Kim & Luna

## Problem statement:

David Kim is a dog owner who needs safe and nutritious dog food for his dog Luna because of her meat allergies.



## David Kim & Luna

**Age:** 40

**Education:** Master's Degree

**Hometown:** Portland, OR

**Family:** Single

**Occupation:** Software Engineer

## "A healthy dog is a happy dog."

### Goals

- To provide Luna with the best possible care and nutrition to keep her healthy and happy despite her meat allergies.
- Reduce time at the store in order to expand hiking adventures with Luna.

### Frustrations

- Limited options for meat-free dog food.
- Difficulty finding the right brand.
- Finds it time-consuming to go to the store to purchase dog food.

David is a single software engineer who lives in an apartment with his dog, Luna. Luna is a 4-year-old mixed breed dog that David adopted from a shelter when she was a puppy. Luna has developed meat allergies, which makes it challenging for David to find suitable food for her.

David is an avid hiker and enjoys spending time in nature with Luna. He also enjoys reading science fiction novels and tinkering with electronics in his spare time.

David spends a lot of time reading labels and researching brands to ensure that the food is safe for Luna to eat.



# Persona: Sarah Johnson, Max & Rocky

## Problem statement:

Sarah is a dog owner who needs to be able to customize nutrition and portion sizes for each of her dogs and have the food delivered due to her limited mobility.



## Sarah Johnson, Max & Rocky

**Age:** 45  
**Education:** Bachelor's Degree  
**Hometown:** Bethesda, MD  
**Family:** Married  
**Occupation:** Part-time Accountant

## "Dogs are not just pets to me, they are family."

### Goals

- Purchase high-quality dog food online that meets the dietary needs and portion size requirements of her two dogs.
- Have a convenient and reliable way to buy dog food while managing her MS.

### Frustrations

- Her limited mobility due to MS makes it difficult to go to a physical store to buy dog food.
- Choosing the right type of dog food that meets the dietary needs of both dogs.

Sarah is a 45-year-old woman who lives with her husband and two dogs. She has been diagnosed with multiple sclerosis for the last ten years, which makes it challenging for her to move around freely. Sarah is a part-time accountant, and her job allows her to work from home, which helps her manage her health condition better.

She enjoys spending time with her two rescue dogs, a small mix breed dog named Max and a large mix breed dog named Rocky. They have different dietary needs in terms of portion size, calories, and nutrition.

# User journey map

Mapping David's user journey revealed how helpful it would be for users to have access to an app that provides personalized nutrition, easy ordering, and accessibility features.

## Persona: David Kim & Luna

Goal: To provide Luna with the best possible care and nutrition to keep her healthy and happy despite her meat allergies.

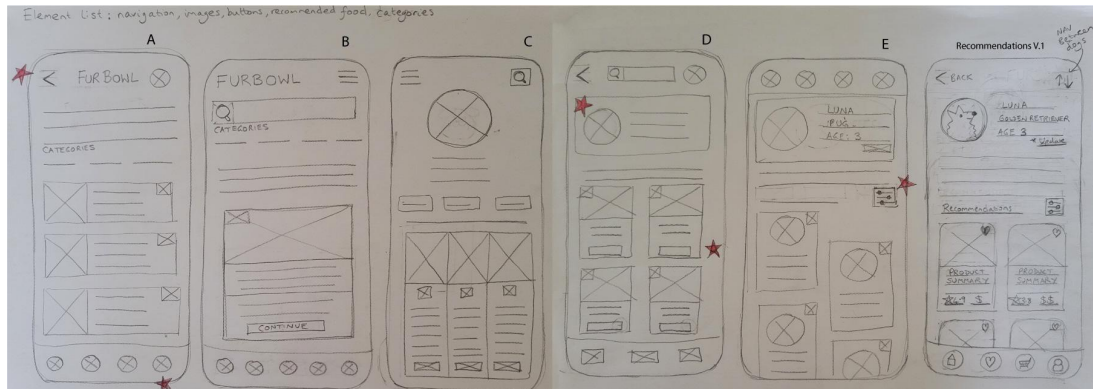
ACTION	Discover the need for meat-free dog food	Download and install the app	Create a profile for the dog	Browse meat-free dog food options	Select & Purchase a meat-free dog food product	Track the order status and delivery
TASK LIST	<p>Tasks</p> <p>A. Notice the symptoms of the dog's meat allergy. B. Research online about meat allergies in dogs. C. Consult with a veterinarian to confirm the allergy.</p>	<p>Tasks</p> <p>A. Search for the app in the app store. B. Read reviews and ratings from other users. C. Download and install the app on the smartphone.</p>	<p>Tasks</p> <p>A. Provide the dog's name, breed, age, and weight. B. Enter information about the dog's allergies, etc. C. Upload a photo of the dog for the profile.</p>	<p>Tasks</p> <p>A. Look at the suggested list of dog food options. B. Read ingredients, sourcing &amp; nutritional information. C. Compare prices and reviews to find the best option.</p>	<p>Tasks</p> <p>A. Add the selected product to the cart. B. Choose one time purchase or subscription. C. Review the order details and confirm the purchase.</p>	<p>Tasks</p> <p>A. Receive an order confirmation email or message. B. Check the order status and estimated delivery date. C. Receive updates, tracking on the delivery status.</p>
EMOTIONS	<p>User emotions</p> <p>Concerned, confused, overwhelmed.</p>	<p>User emotions</p> <p>Hopeful, interested, curious.</p>	<p>User emotions</p> <p>Focused, determined, committed.</p>	<p>User emotions</p> <p>Hopeful, interested, curious.</p>	<p>User emotions</p> <p>Confident, relieved, satisfied.</p>	<p>User emotions</p> <p>Anxious, excited, relieved.</p>
IMPROVEMENT OPPORTUNITIES	<p>Area to improve</p> <p>The app could provide educational resources or connect users with experts.</p> <p>The app could connect users to a community of dog owners with similar concerns.</p>	<p>Area to improve</p> <p>The app could provide incentives for users to leave positive reviews and ratings.</p> <p>The app should be designed with accessible features such as voice commands, text-to-speech, and keyboard shortcuts. It should also offer multiple language options.</p>	<p>Area to improve</p> <p>The app could provide a guided process for creating a profile.</p> <p>The app should provide a clear and simple user interface with large buttons and text. It should also offer audio descriptions for images to assist visually impaired users.</p>	<p>Area to improve</p> <p>The app could have a user-friendly interface providing recommendations and information about sourcing, ingredients, nutrition, reviews &amp; portions.</p> <p>The app should be designed with clear language, standard icons, text-to-speech, and high contrast.</p>	<p>Area to improve</p> <p>The app could provide a seamless checkout process. It could also offer discounts or promotions to incentivize users to make a purchase.</p> <p>The app should offer multiple payment options and large, easy-to-click buttons.</p>	<p>Area to improve</p> <p>The app could provide a personalized and engaging delivery tracking experience, with interactive maps, estimated arrival times, and text/audio notifications. It could also offer options for users to change the delivery address or time if needed.</p>

# Starting the design

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

# Paper wireframes

Taking 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. For the Recommendations Screen, I prioritized a streamlined and user-friendly experience. This simplifies the decision-making process, empowering the user to make informed choices for their dog's nutrition with ease and confidence.

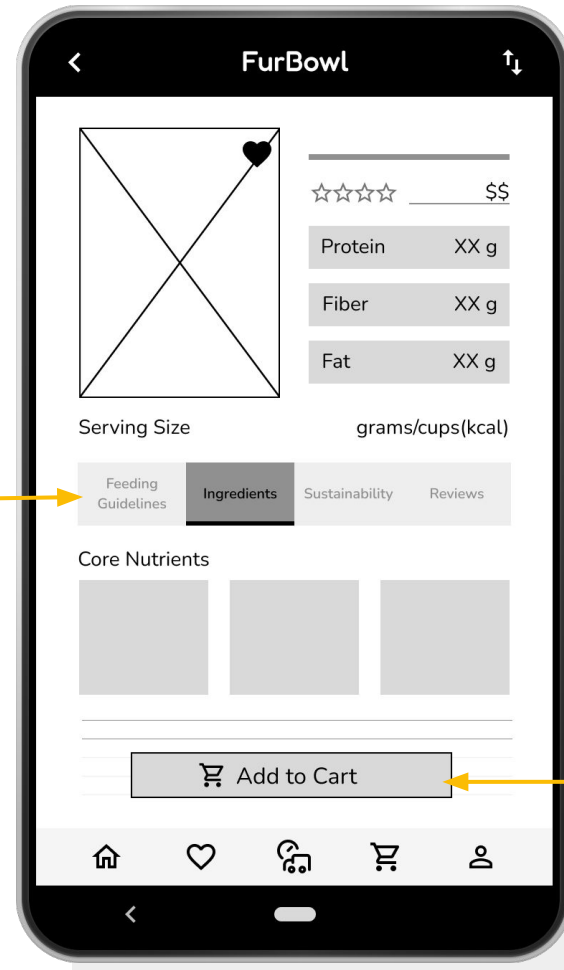


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

# Digital wireframes

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

The inclusion of a tab bar provides convenient access to essential information, enhancing the user experience and supporting informed decisions.

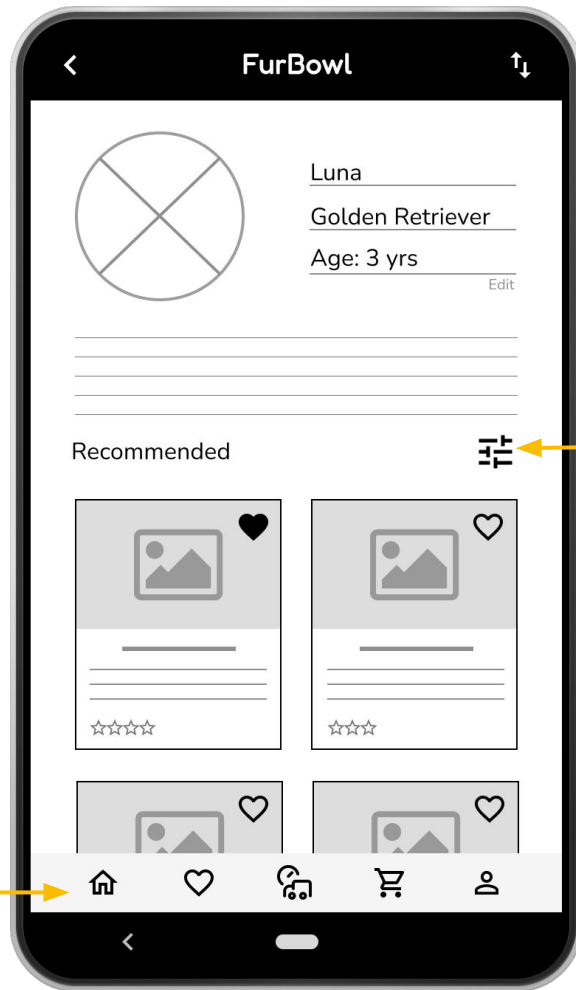


This button streamlines the user experience and facilitates a seamless ordering process.

# Digital wireframes

By focusing on user goals and designing with their needs in mind, I aimed to create wireframes that provide a clear and engaging user experience. Intuitive navigation in addition to other considerations, ensures an inclusive user experience for all.

The bottom bar with easy navigation icons enhances user experience and accessibility by providing intuitive and convenient access to key features and sections of the app.



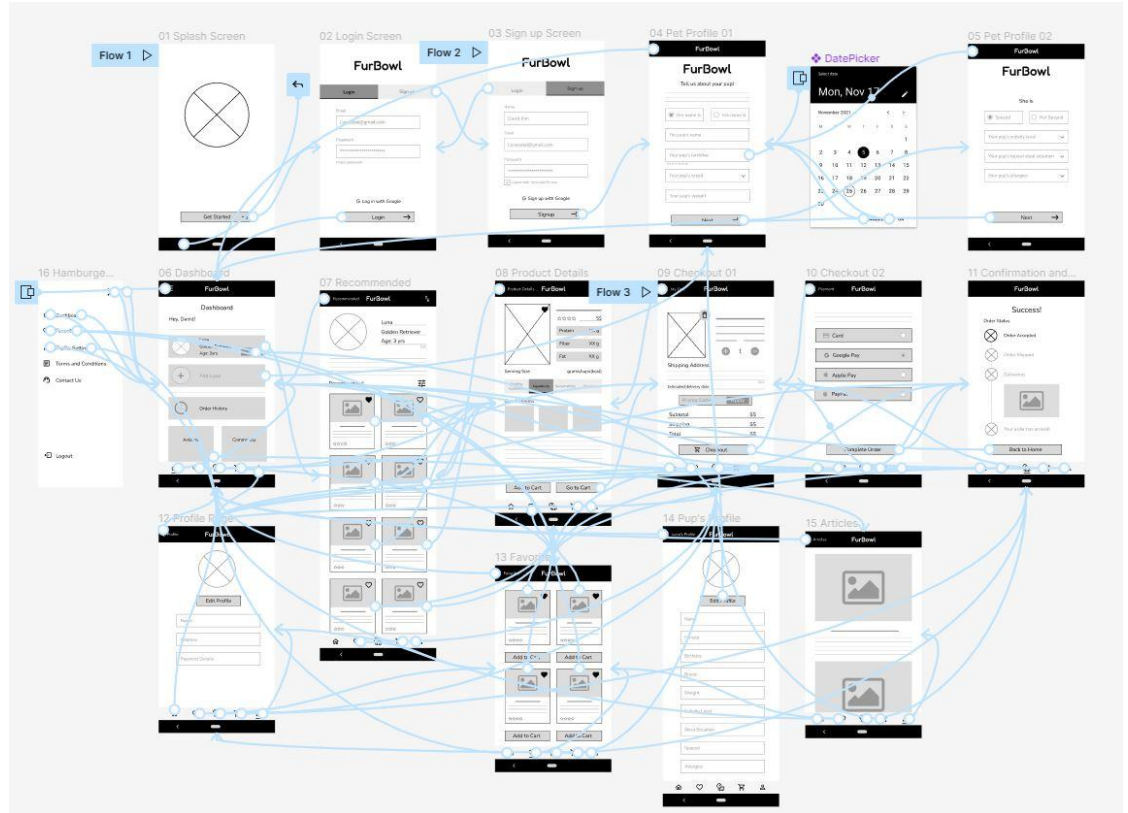
A category icon helps users quickly identify and navigate to specific product categories. It enhances usability by organizing content in a structured manner, allowing users to easily locate and explore the products they are interested in.

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of ordering customizable dog food based on the dog's nutrition needs, so the prototype can be used in usability studies with users.

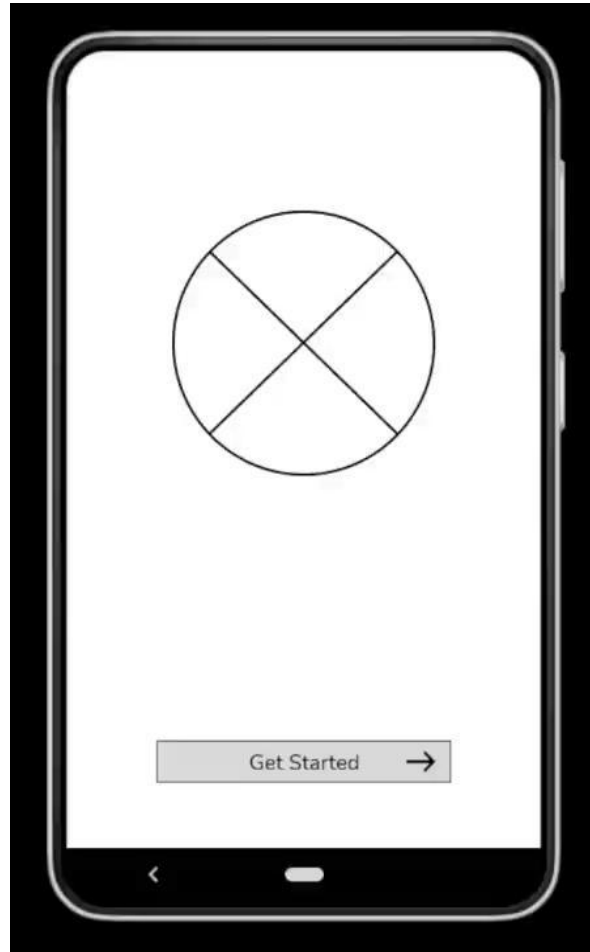
View FurBowl's

[Low-Fidelity Prototype](#)



# Low-fidelity prototype

Click the play button to see the prototype in action.





# Usability study: findings

Unmoderated usability studies were conducted to find out if FurBowl's app enables users to easily discover, select, and order customized dog food tailored to their dog's dietary requirements. 5 participants were asked to look at a live product or a prototype.

## Round 1 findings

- 1 Users need better prompts or a more intuitive way for finding recommended dog food.
- 2 Users need better cues and navigation to show the distinct purposes of the order history and order tracking pages.
- 3 Users would benefit from seeing more information on their profile page.

## Round 2 findings

- 1 Users should have an option when registering to skip to the home page and add their information later.
- 2 The user experience could be streamlined by combining the homepage with the user's dogs page to reduce the number of screens.
- 3 The text on the article cards can be increased in order to improve the app in terms of accessibility.



# Mockups

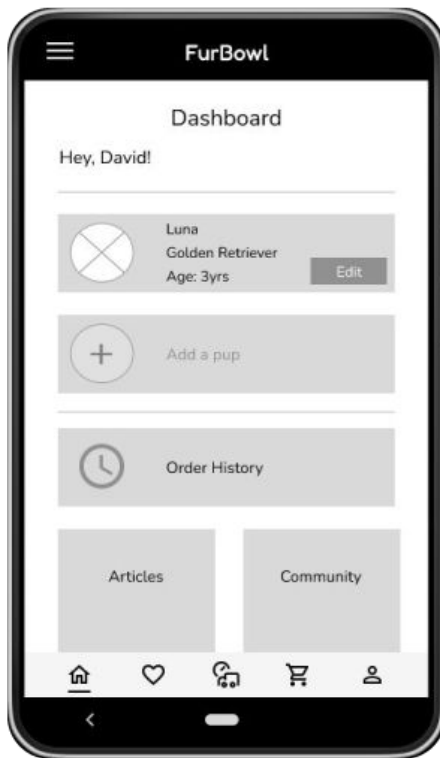
## Homepage

- Streamlined interface for users to access more comprehensive information their dog with the “shop food” option clearly labelled at the top of the page.
- Implemented intuitive icons and prompts.
- Use of horizontal scroll to navigate between dogs.

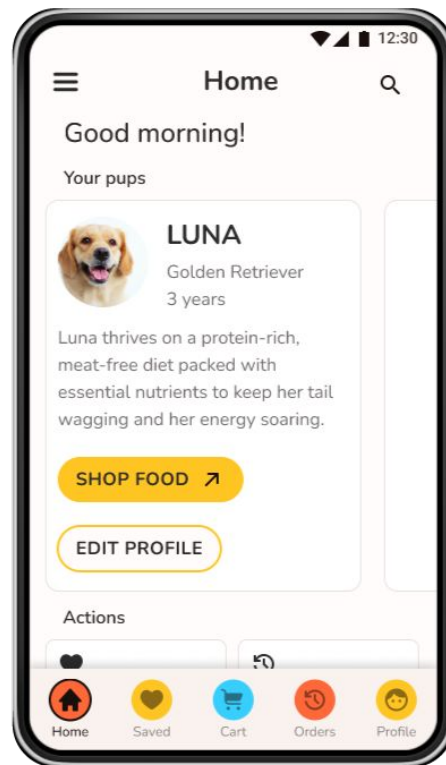
"I don't know how to order food."  
(Participant D)

[View The New Prototype](#)

Before usability studies



After usability studies



# Mockups

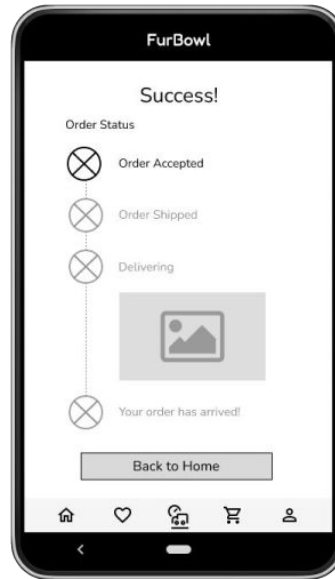
## Order History/Tracking

- Added an additional Order History page that allows users to track all their orders.
- Included order numbers, dates and amounts for each order.
- Updated the success page to allow users to navigate to order history or back home.

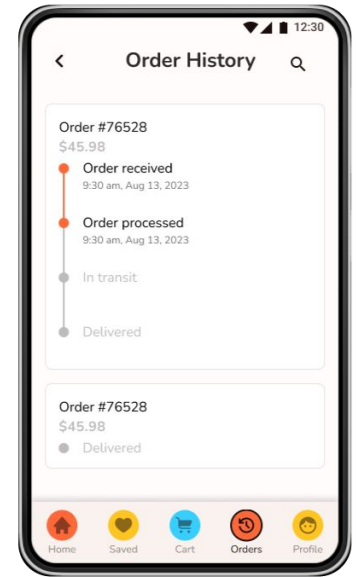
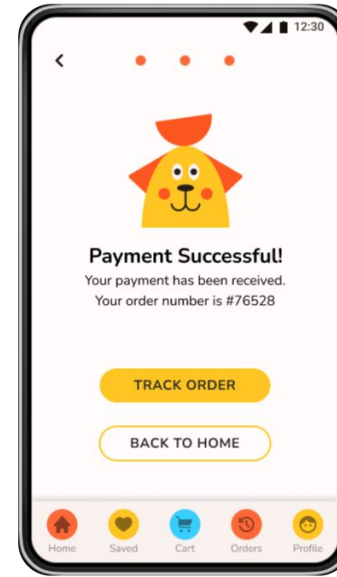
"There's no order number. If I made 2 orders I wouldn't know which one was which." (Participant E)

[View The New Prototype](#)

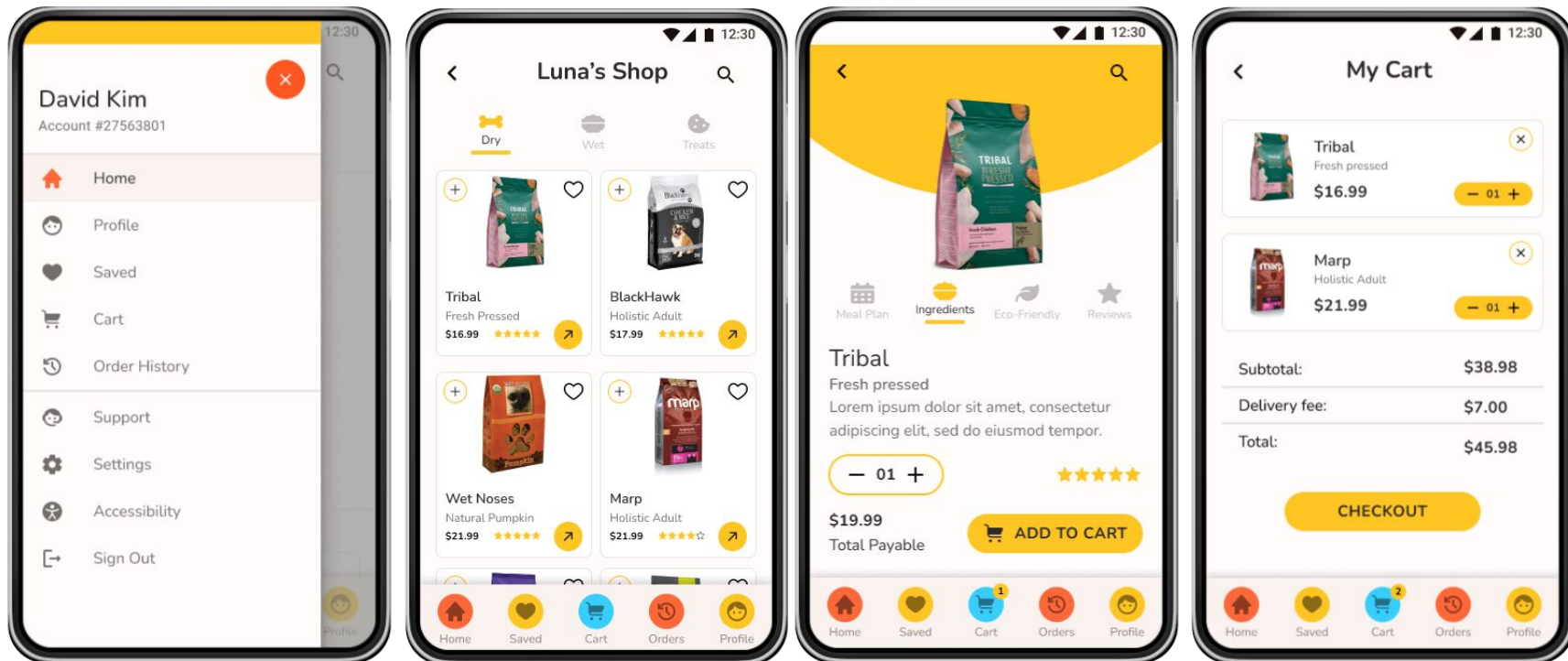
Before usability studies



After usability studies

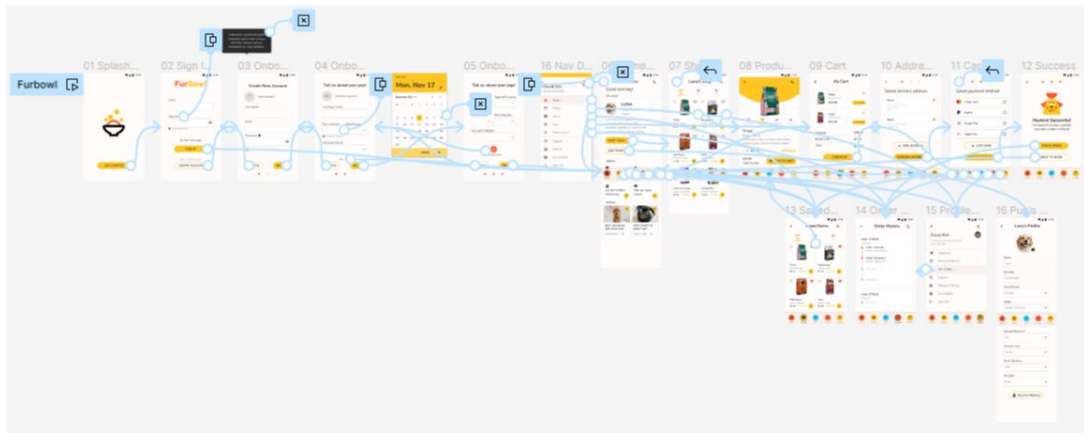


# Key Mockups



# High-fidelity Prototype

The final high-fidelity prototype introduced refined user flows, providing clearer prompts for food discovery, a separate order history page that includes order tracking, and an enhanced profile page, all while ensuring accessibility features were easily accessible.



[View FurBowl's High-Fidelity Prototype](#)

# Accessibility considerations

1

Added an accessibility option to the main navigation, promoting ease of access to accessibility features

2

Incorporated icons for menu and content boxes to aid user comprehension

3

Implemented high contrast between colors to enhance text legibility

# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

The app positively impacts pet owners by simplifying the process of providing tailored and healthy dog food, enhancing their pets' well-being.

One quote from usability studies: *"The app makes me feel like I'm truly prioritizing my dog's health. It's convenient and ensures I'm meeting their dietary needs with ease."*



## What I learned:

In the development of my customizable dog food delivery app, I learned that the process of designing a successful app is inherently iterative. User-centric design is an ongoing process; initial concepts evolve significantly through usability studies and peer feedback, ultimately leading to a more effective and user-friendly product.

# Next steps

1

Conduct another round of usability testing with potential users to help identify any remaining usability issues.

2

Consider expanding the app's features. For example, including options for tracking and managing a dog's health and nutrition over time, creating a comprehensive pet care solution.

3

Conduct accessibility testing and address any issues found in order to make the app more inclusive.

# Let's connect!



If you're interested in contacting me or exploring more of my work, feel free to reach out via email or visit my website!

## **EMAIL**

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