

Organic Cats

N. Garcia

Project overview



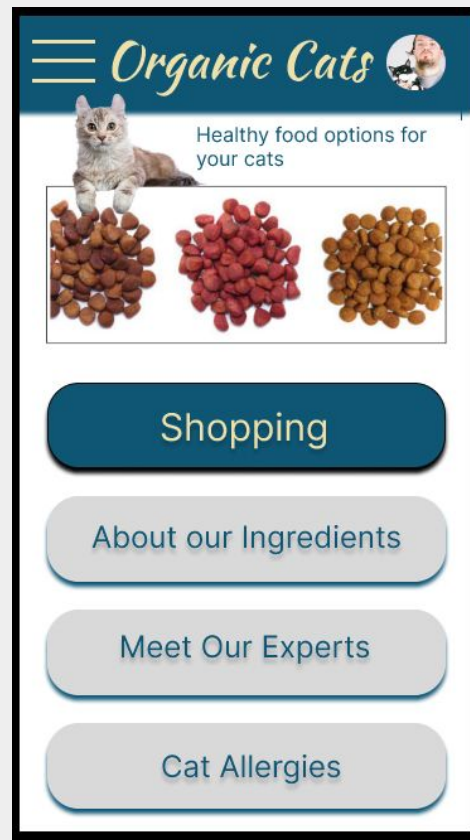
The product:

We are creating a Organic Cats App to help cat owners with special needs, picky eaters or those that just want to feed their fur babies healthy foods be able to order organic cat food with only their choice ingredients and be able to set up recurring orders.



Project duration:

May 2023 - Aug 2023



Project overview



The problem:

Cat parents who need to buy speciality foods for their cats



The goal:

Design an app for Organic Cats that allows user to order healthy cat food and set up recurring orders for convenience.

Project overview



My role:

UX Designer designing an app for Organic Cat 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 desing

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understanding the user i'm designing for and their needs. The primary user group identified through research is cat owners, with at least one special needs cat.

This user group confirmed the initial assumptions about the Organic Cat's customer, but research also revealed that special need cats wasn't the only factor for cat parents to want to order healthy food options. Other user problems included time to go shopping at a pet store and just wanted to feed their cats healthy choices that they can set up for automatic order.

User research: pain points

1

Product

Cat with special needs
can't have too many
added ingredients as
fillers

2

Accessibility

Platforms for cat food
are not set up for
custom food orders

3

IA

Text-heavy ingredients
list on cat food can make
the food choice
overwhelming

Persona: Alex

Problem statement:

Alex is a Multi Cat parents who needs to order healthy cat because his cat Fello has special needs



Alex

Age: 31
Education: BA Business
Hometown: Austin TX
Family: Single
Occupation: Bank Manager

"My fur babies are my life"

Goals

- Would like to be able to customize his food
- Set up recurring orders
- Set up profiles and food preferences for each cat

Frustrations

- Most high end cat food are very expensive
- Most cat food have alot of filler and preservatives
- Ordering online can be a challenge

Manuel is a 31yr Bank Manager in Austin TX. He has 2 recur cats Tigger and Fello both are 3 yrs old. Fello is a picky eater, were Tigger will eat anything. Manuel is looking for a organic food option that would be convenient for him and both cats will like and will also have food option that will work for Fello.

User journey map

Mapping Alex user journey revealed how helpful it would be if he could set up recurring orders of healthy cat food

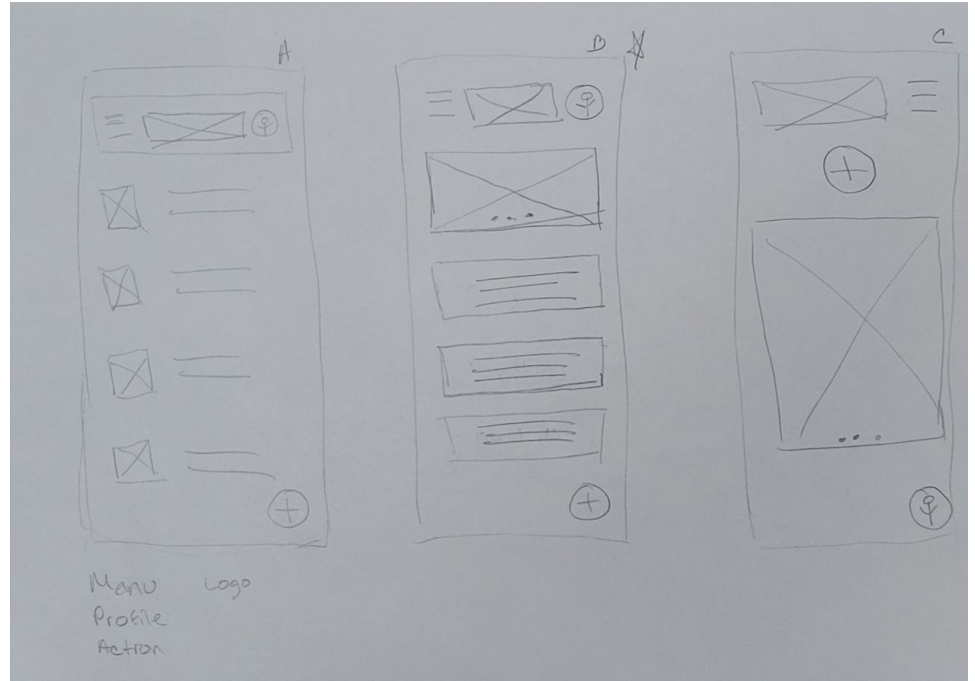
Persona: Alex

Goal: Be able to customize healthy food that both his cats would like

ACTION	Determining what food my cat can or can't eat	Setting up a online profile	Looking at the food ingredient options	Playing the order shipping	Setting up recurring order
TASK LIST	Tasks A. giving his cats different food options B. notice which they eat	Tasks A. using the online system B. create cat parent profile C. create a profile for each ca	Tasks A. select food wet/dry B. choose ingredients C. alert to cat food allergies	Tasks A. confirming your selection B. entering payment C. entering address	Tasks A. give time frame option B. set up amount of order
FEELING ADJECTIVE	User emotions Frustrated	User emotions Wishing the process was easier	User emotions Anxious he is getting all the details correct for his special cat Fello	User emotions Would like to be able to save payment & shipping	User emotions Happy he doesn't have to redo the order
IMPROVEMENT OPPORTUNITIES	Area to improve Have sample foods options	Area to improve Connect the system with vet/shelter to import cat information and history	Area to improve Having a review screen to make sure nothing was missed	Area to improve Set up a radio button for saving payment and shipping to cat parents profile	Area to improve Send customer emails when it's time for the reorder in case anything needs to be updated

Paper wireframes

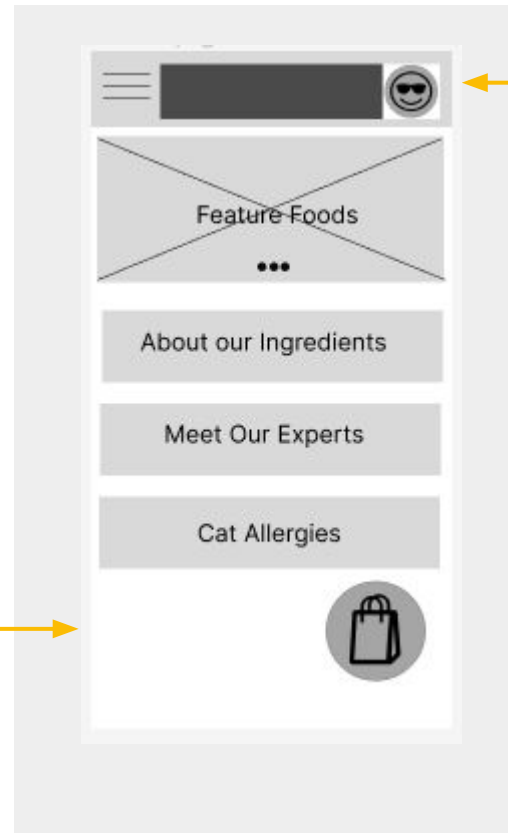
Taking the time to draft iterations of each screen of the app on a paper ensured that the elements that made it to the digital wireframes would be well-suited to address user pain points.



Digital wireframes

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

This button on the right corner of the screen makes clear to user that its the shopping options

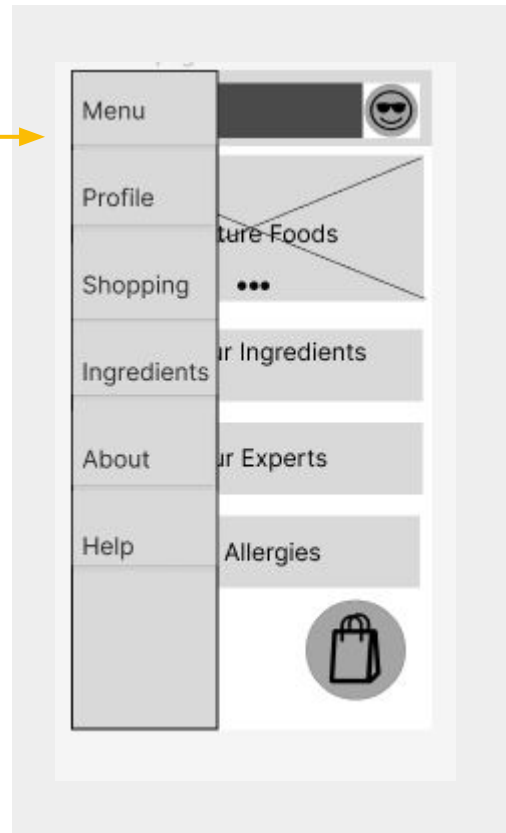


This button allows the user to get to their profile

Digital wireframes

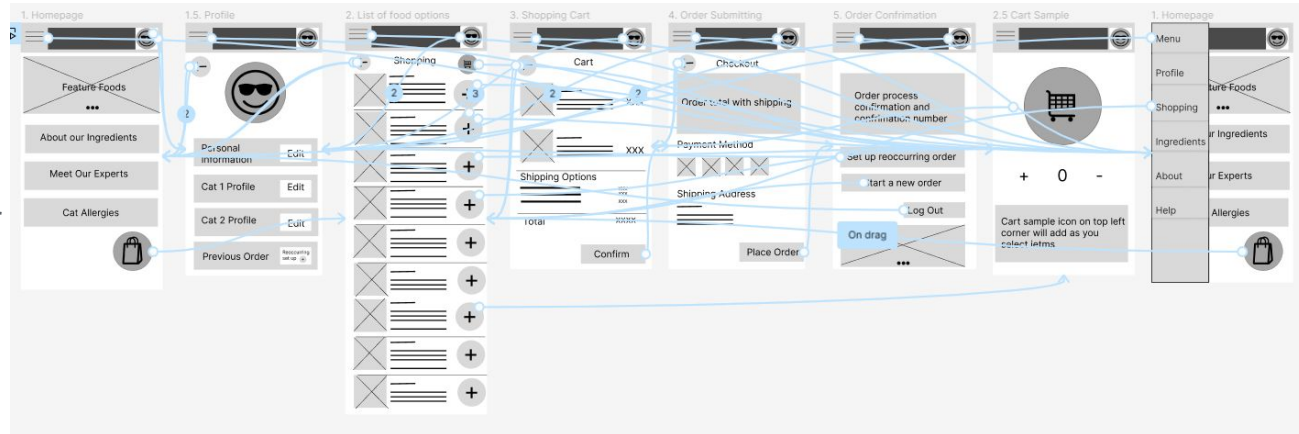
This side bar creates easy navigation, which was key for user to be able to move between screen.

Screen reader friendly navigation screen



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of the shopping experience.



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 User did not like the shopping icon
- 2 User wanted a different profile
- 3 User wanted more than one way to access a page

Round 2 findings

- 1 Their cart wasn't clear
- 2 User wanted to be able to personalize ingredients

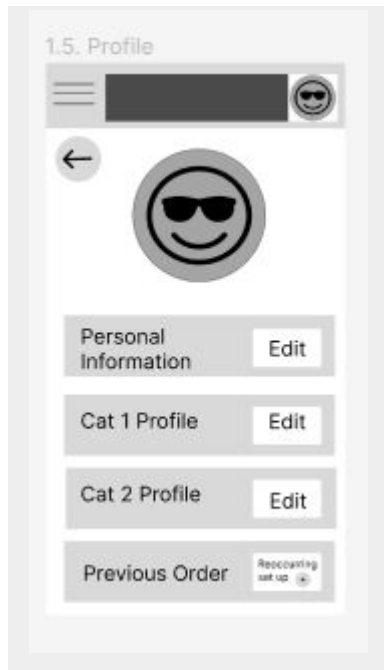
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

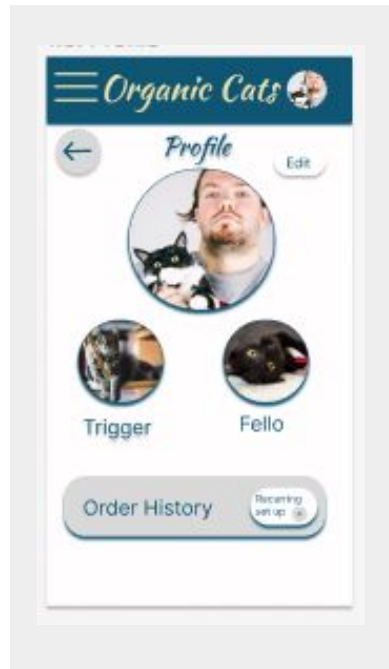
Mockups

Early designs allowed for some customization but after the usability studies feedback, I added profile photos bubbles for each cat. Also revised the design so all the profiles bubbles stand out from the order history.

Before usability study



After usability study



Mockups

The feedback from the usability study suggested that the shopping button was confusing and the placement was more of a help/chat bubble. So this was updated to be less confusing

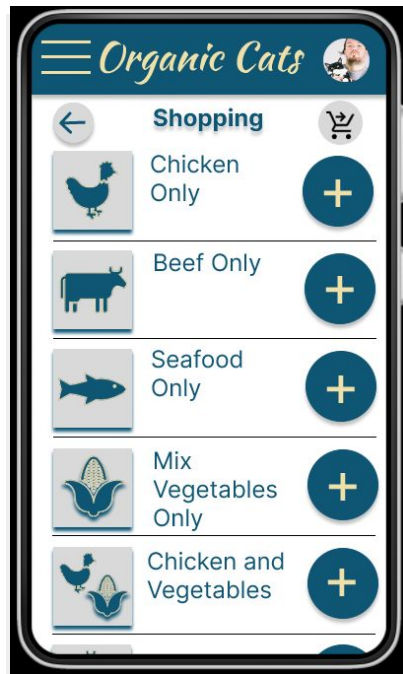
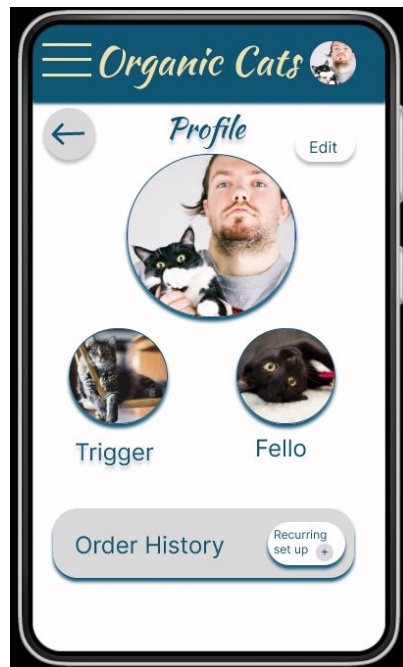
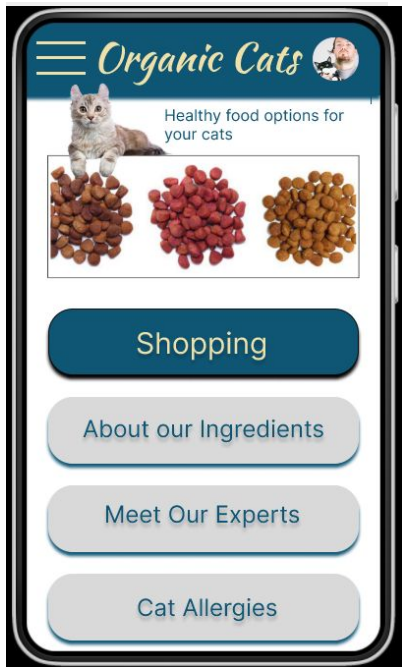
Before usability study



After usability study



Mockups



High-fidelity prototype

The final High-Fidelity prototype has a more interactive user flow.

[High-Fidelity Prototype](#)



Accessibility considerations

1

Use text to help screen readers for the vision impaired

2

Use visuals to help make navigation easier.

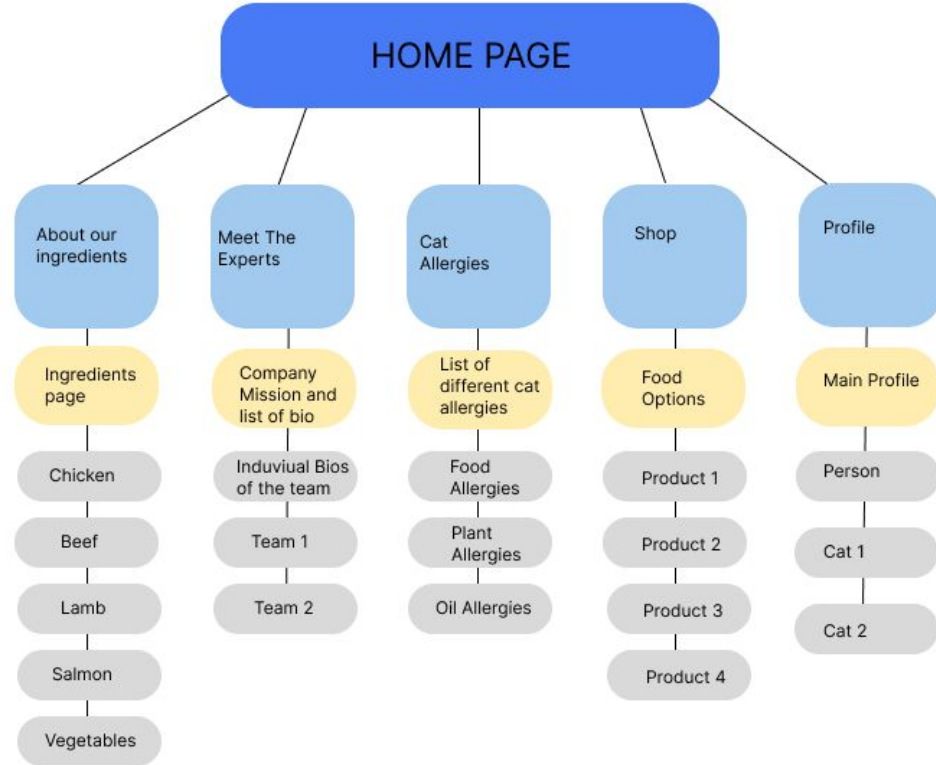
3

Uses imagery for the ingredients to help all user better understand the design

Sitemap

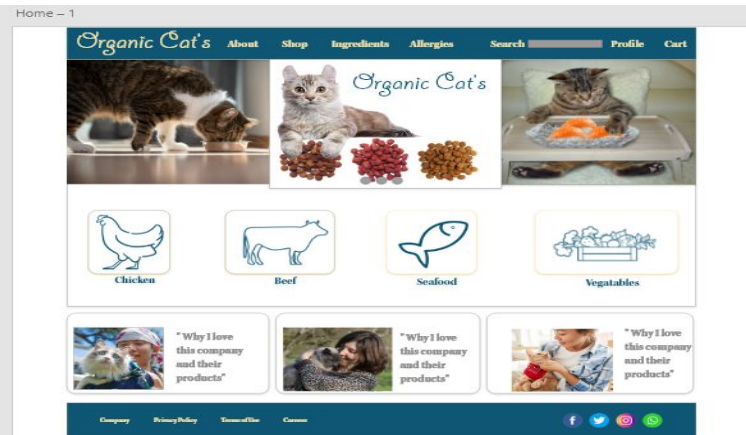
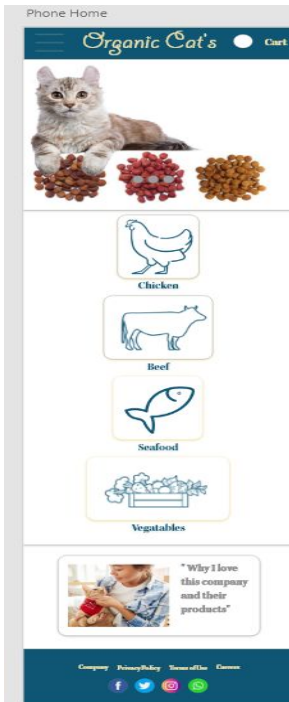
With the app designs complete, I started work on the designing the responsive website. Using a site map to help guide the organization structure of each screen.

Organic Cats Site Map



Responsive designs

The design for the screen size variation included Mobile and desktop. Fitting specific user needs for those devices.



Next steps

1

Conduct another round of usability studies to assure that the pain points have been addressed and resolved .

2

Conduct more user research to determine and new pain points

Takeaways



Impact:

The app makes user with special needs cats really feel like they have a healthy food option.

One quote from a peer feedback

“The app made it easy to pick the cat food and set up recurring order, which save me time”



What I learned:

While designing the Organic Cats app I learned that the process is alot of fun. That building an app isn't just about design that research and feedback are a huge part and very important to help a designer expand their prospective.

Let's connect!



Thank you for your time in reviewing my work on the Organic Cat's app!

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