



Purr-fect Pairings

David, John, Sydney



Purr-fect Pairings

What is it?

An app that is intended for individuals seeking a pet companion. The app offers multiple functions, finding the perfect match, play dates, fostering, adoption, and more.

This app is a one stop shop for all pet lovers. Creating a simple and straightforward way for finding your next best friend and bringing them home.



User Research



Persona 1

Name: Savannah Henning

Profile Photo: N/A

Quote: "I am looking for a website that will help match me with my soul cat."

Demographic information:

Age: 22

Work: elementary school teacher

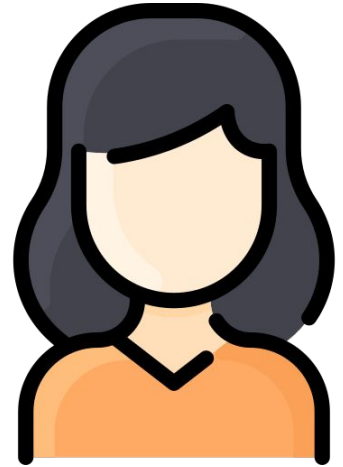
Family: married, no kids

Location: Duluth, MN

Bio: Savannah is an elementary school teacher who has a husband that works as a dentist. She is not ready for kids, and wants to try raising a cat. A cat being her dream animal that her parents didn't allow her to have when she was younger. She is eager to meet and get to know the cats, but cannot find a good website to search for one.

Goals: She wants to get to know a cat, and then decide if she wants to adopt it or foster the cat. Along with helping the local shelters in her area.

Frustrations: There are not many good websites that allow for potential adopters to view many cats and schedule dates where they can meet and get to know each other.



Persona 1

User Story:

As an adult looking for an animal to raise

I want to find a website/platform that allows me to get paired with my perfect animal,

So that I can begin this chapter in life and become a great owner.

User Journey:

Action	Find website that allows me to view cats	Browse the selection and choose the best fit	Schedule a date where I can meet the cat	Learn about the history of the cat.	Determine if I want to adopt, foster, etc. the cat.
Task List	Search on the web for sites. Identify the best site.	View the profiles of cats in shelters near me. Set filters to help find the best fit cat.	Set an appointment on the app. Meet at the spot and get to know each other.	View the history of the cat, to better determine fit. Click the profile and learn more.	Based on the information you gathered, and the time spent together determine the next steps.
Feeling Adjective	Confused Lengthy process	Excited Eager	Ecstatic Nervous	Curious Contemplative	Happy Positive
Improvement Opportunities	Superior interface to bring more traffic	Personal profiles for each cat	Simple interface to schedule a date	Ample information about the cat from shelters	Begin the process of adoption, foster, etc. then bring them in person

Persona 2

Name: Anakin Skywalker

Quote: I hate sand, but love cats”

Demographic:

Age: 22

Work: Military Contractor

Family: Wife and 2 kids

Location: Minneapolis, MN



Bio: Anakin is a military contractor who lives in the cities and has a wife with twins. He hates the hot weather, hence why they live in MN, and is looking for a pet for his family. He despises the thought of litter or sand, but the love he has for his family is most impressive.

Goals: He wants to get a cat to create an atmosphere of peace, freedom, justice, and security to his new family.

Frustrations: I don't like sand. It's coarse and it gets everywhere. If there can be a website that helps find alternative types of litter. As well as a website that makes finding a pet for my family easier. Want my family to not feel lonely while I am away.

Persona 2

User Stories:

As a military contractor and frequent flier
I want to find a cat that will comfort my family in my absence
So that I can continue doing good in the world

User Journey:

Action	Find website that allows me to view cats	Browse the selection and choose the best fit	Schedule a date where I can meet the cat	Learn about the history of the cat.	Determine if I want to adopt, foster, etc. the cat.
Task List	Search on the web for sites. Identify the best site.	View the profiles of cats in shelters near me. Set filters to help find the best fit cat.	Set an appointment on the app. Meet at the spot and get to know each other.	View the history of the cat, to better determine fit. Click the profile and learn more.	Based on the information you gathered, and the time spent together determine the next steps.
Feeling Adjective	Confused Lengthy process	Excited Eager	Ecstatic Nervous	Curious Contemplative	Happy Positive
Improvement Opportunities	Superior interface to bring more traffic	Personal profiles for each cat	Simple interface to schedule a date	Ample information about the cat from shelters	Begin the process of adoption, foster, etc. then bring them in person

David

Persona 3

Name: Josie James

Quote: "Finding my soulmate, but in an animal way."

Demographic information:

Age: 24

Work: Waitress

Family: Boyfriend, 3 sisters, mom, and dad

Location: Fargo, ND

Bio: I never thought I'd be a cat person until my mom and sister rescued a small grey cat that we now know and love in our family as Calvin. After Calvin, they ended up adopting 3 more cats named Zula, Binx, and Finn. After thinking long and hard about what an animal would mean to me in my life, I've decided to take a leap into exploring opportunities where I can meet and care for certain cats in search of my soulmate animal. I believe animals help so much with mental health, more than we realize; and I can't wait to care for one of my own.

Goals: Find a kitty to call mine, but also be able to care for some in the meantime and show them some love if they don't have a family of their own.

Frustrations: There are not many trustworthy sites in the area that connect people to local shelters for caring for animals. I think the community needs an easy-to-use portal, that attracts people away from automatically visiting a pet shop when they want a new friend.



Persona 3 User Story and Journey

Story:

As a lady suffering some anxiousness

I want to be able to easily find a way that i can have an animal as a companion

So that I can feel better and give it the love it deserves

Journey:

ACTION	Find websites/portals in the area for caring or adopting a pet	Chose a pet	Schedule a time to care for him/her	Post care: chose to adopt/care again?
TASK LIST	<ol style="list-style-type: none">1. Google for facilities around the F/M area2. Chose the most trustworthy3. Find out how far I live from it	<ol style="list-style-type: none">1. Select from breed2. Age3. Based on behavior	<ol style="list-style-type: none">1. Check my work / school schedule2. See what time works best	<ol style="list-style-type: none">1. Look at finances2. See if i can afford / have the space
FEELING (adj.)	<ol style="list-style-type: none">1. Wishful2. interested	<ol style="list-style-type: none">3. Happy4. Excited5. hopeful	<ol style="list-style-type: none">1. Happy2. excited	<ol style="list-style-type: none">1. hopeful
IMPROVEMENT OPPORTUNITIES	<ol style="list-style-type: none">1. Wishing there was an app vs. website, more user friendly	<ol style="list-style-type: none">1. List pet history, any trauma	<ol style="list-style-type: none">1. Phone could buzz an hour before appointment	<ol style="list-style-type: none">1. Have a section on the website/app that states the history of what pet you cared for when, and your feedback



Ideation

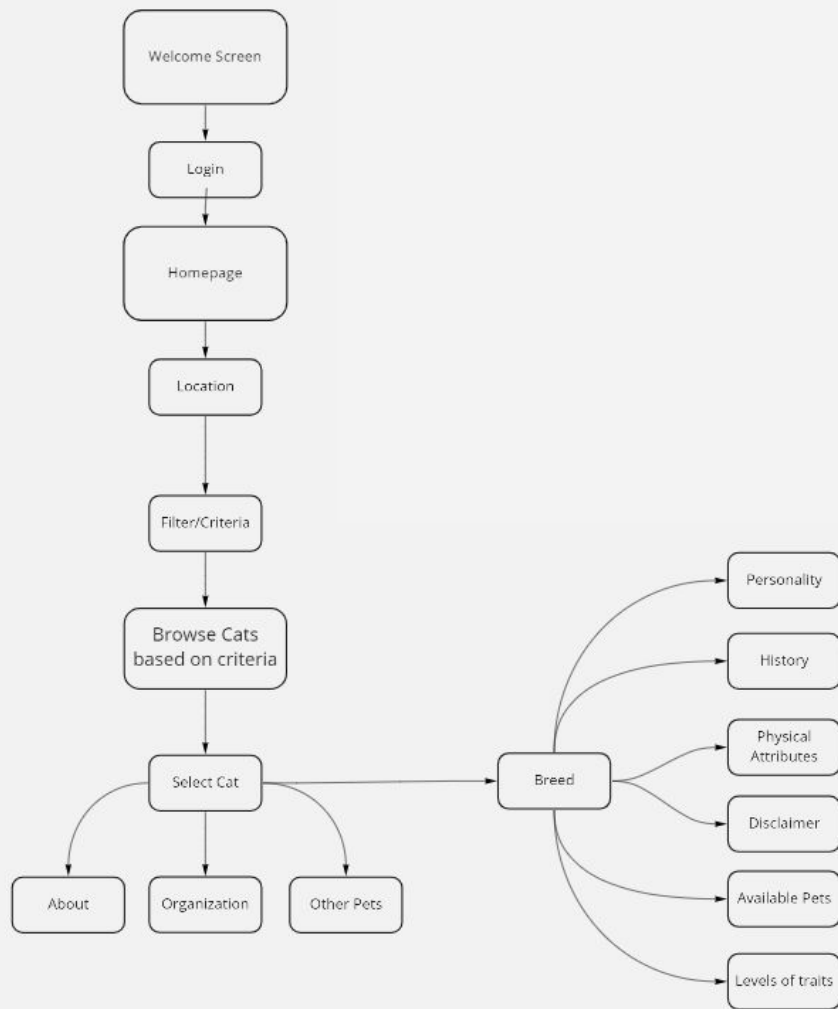


Ideation

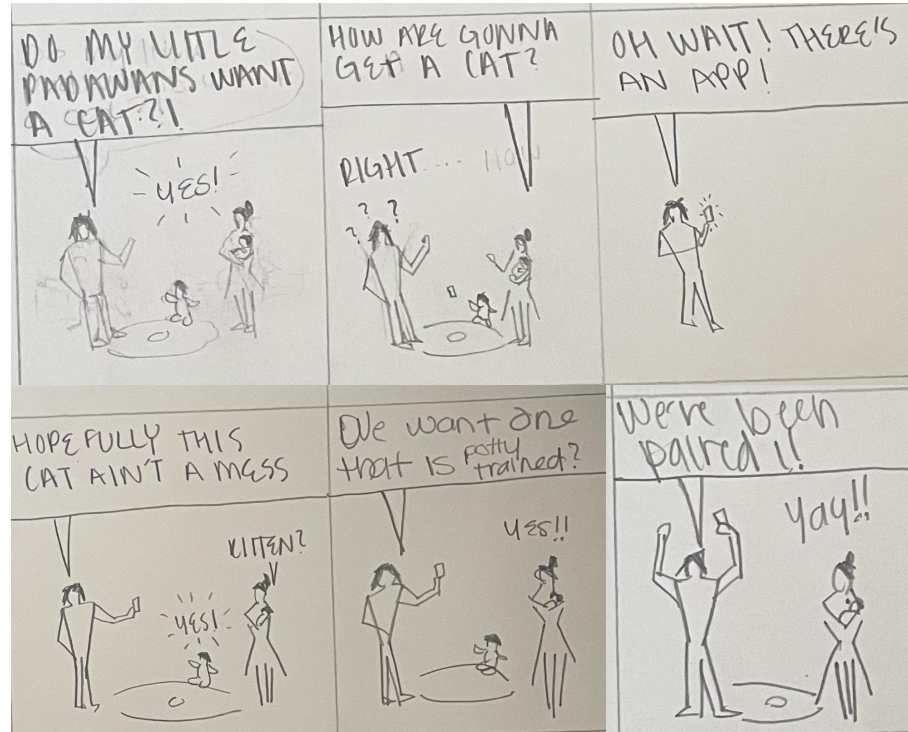
Features:

1. Pairing - Custom algorithm that matches you with your future best friend
2. Fostering - the initial steps in the process
3. Adopting - the initial steps in the process
4. Playdates - find a friend you would like to meet and make it happen
5. Donations - Help out the local shelters or even the app itself
6. Searching shelters - find shelters in your area and tell you more about them
7. Easy to navigate - buttons are apparent and well structured pages
8. Aesthetic layout - pleasing to the eye how buttons and text are arranged

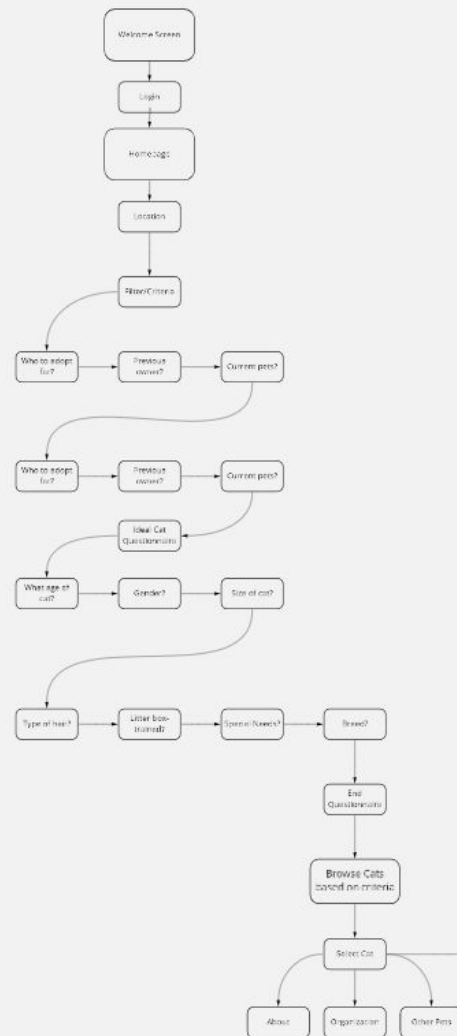
User Flow



Sample Storyboard



Information Architecture



Sample Wireframe





Interviews



Can you log into the app as a guest?

O1: Completed

Matt: Yes

Then are you able to log out?

O1: Completed

Matt: Yes

Can you log in using credentials?

O1: Completed

Matt: Yes

Being logged in can you begin finding the perfect cat pairing?

O1: Completed

Matt: Yes

Based on your criteria, "Kat" appears to be a close match! Can you click on her profile to learn more?

O1: Completed

Matt: Yes

From "Kat's" profile, can you learn more about her?

O1: Completed with confusion

Matt: Yes

From "Kat's" profile, can you learn more about her organization or shelter?

O1: Completed

Matt: Yes

From "Kat's" profile, can you begin the fostering process?

O1: Completed

Matt: Yes

From "Kat's" profile, can you begin the adoption process?

O1: Completed

Matt: Yes

From "Kat's" profile, can you set up a day for you guys to meet (That date being April 15th at 8:00 am)?

O1: Completed

Matt: yes

Thoughts

O1: Straightforward to use, info should be saved or allow favorites, drop off items, donate \$, Locate Shelter, buttons that don't work, black border gone, Aesthetics should be playful

Matt: It is easy to use and it makes sense of where to go. I wouldn't change anything. The Ad was not intrusive on the home page. The layout was nice and I would be happy to use this, if this was real.

david

Interview Questions (Matching)

From our interviews we found that the matching process is very straightforward and easy. After logging in, individuals were able to "on their own" navigate to the purr-fect pairing tab and complete the questionnaire. From there they were able to view their matches and learn more about their purr-fect match. Allowing them either set up a playdate, foster, or even adopt.

Interview questions - After the App (David)

1. Can you log in?
Matt: Yes
2. Click the menu and select "Start a Pairing"
-Follow Instructions

Were there any difficulties?

Matt: No it was pretty simple and easy

3. Select your new buddy!
- Were there any difficulties
Matt: No difficulties, it was actually fun!
4. Go back to the menu and select "Donate"

Select "Litter"

-Follow instructions

Were there any difficulties?

Matt: 0 difficulties

5. Is there anything that you would like to see added?
a. Matt: No I think this is pretty legit
 6. Was there anything that needed to be changed?
a. Matt: No changes, like I said, easy to use and very self explanatory
- david

Interview Questions - Before the App (Sydney)

Interview Q's (SW)

1. What features would you like to see on the website?
 - 1.1.1. USER 1: pet name, age, breed, and characteristics of how they behave!
 - 1.1.2. USER 2: I would like to see where the pet is located (like a shelter) so I can take note of it if I would like to adopt them later on.
2. How many times are you likely to rent a cat per day?
 - 2.1.1. USER 1: i would have to say for sure once, but maybe twice depending on the schedule i have that day.
 - 2.1.2. USER 2: I would aim to do it once a day, but with my work schedule it might be hard from 8-5, i would rent a pet for an evening or overnight
3. What level of importance do you see this playing in the community?
 - 3.1.1. USER 1: i think that it will raise awareness about how many animals are currently in shelters and it will connect them to the community more.
 - 3.1.2. USER 2: I think it will be a good competitor for pet stores and raise awareness that there are a lot of pets that need love in shelters and it will hopefully boost adoption rates.
4. Would you be interested in renting multiple pets at once?
 - 4.1.1. USER 1: I think I could be, if they both got along okay.
 - 4.1.2. USER 2: Personally i prefer the idea of renting one animal at a time so I can give that one pet all the attention it deserves when I take it home for the day.

Interview Questions - After the App (Sydney)

How was the usability of the app?

User 1: easy

User 2: there was a flow to it, smooth

Was there anything that could've been fixed?

User 1: no fixes

User 2: fix that the hamburger button only goes to registered users

Thoughts on the Main menu page?

User 1: looks like a normal main menu

User 2: i agree with user 1

Thoughts on the browsing kitties page?

User 1: pictures were cute, same size and nice same background

User 2: i agree with user 1

Thoughts on the Donation process?

User 1: easy, clear, quick

User 2: easy, clear

Requests that you'd like to see on the final prototype?

User 1: color, font change, more inviting and professional

User 2: dogs possibly

Prototype and Testing (post interview)

- Testing
 - Individuals asked if we had other ways of donating
 - There was a consensus that the app was easy to navigate and use
 - They wanted there to be a way to view cats specifically to a certain shelter
 - The matching process was straightforward and showed good information about the cats
 - We needed to differentiate between the perfect matches and the shelter cats
 - Have an easy way for people to start the adoption process
 - Make all the back buttons work

Purr-fect Pairing

syd

< ☰

Find your new best friend!

Where do you live?

Far

Fargo, ND, 58102

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 space return
🌐 🎤

< ☰

Lets find the purr-fect match

Tell us a bit about yourself:

Who are you looking to adopt for? ▼

Have you previously owned pets? ▼

Do you currently have pets? ▼

What age of cat are you looking for? ▼

What gender of cat do you prefer? ▼

What size cat do you prefer? ▼

What length of hair? ▼

Does the cat have to be litter box trained? ▼






Does the cat have to be litter box trained? ▼

What breeds do you prefer? ▼

All done!

Let's find your new best friend...

See Your Matches

- < ☰
-  Milo [View Details >](#)
 -  Aero [View Details >](#)
 -  Zoe [View Details >](#)
 -  Kat [View Details >](#)
 -  Dino [View Details >](#)

< ☰

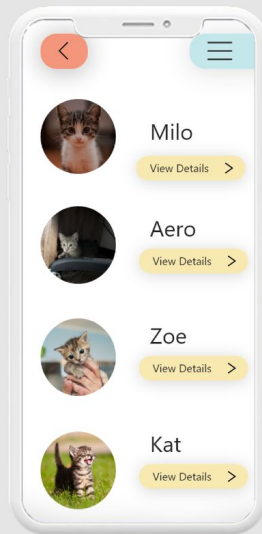
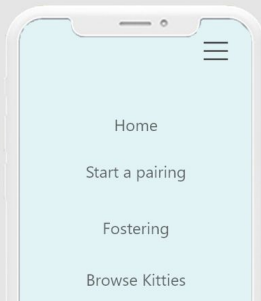
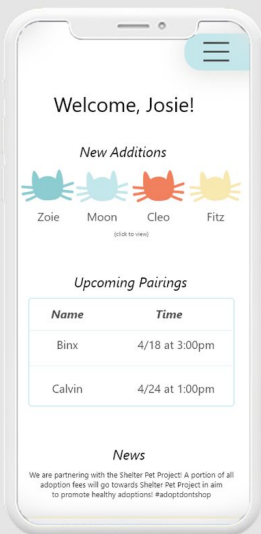
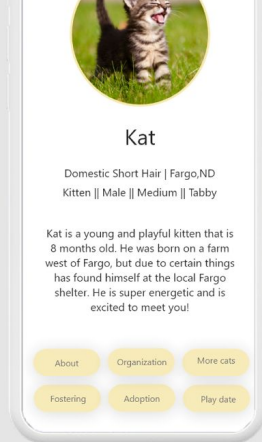
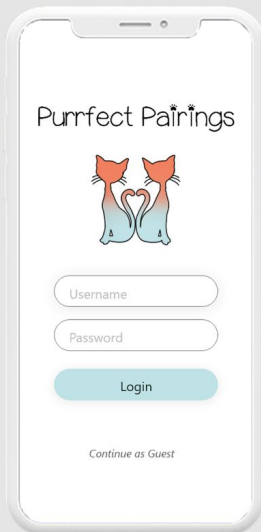
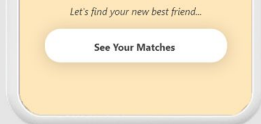
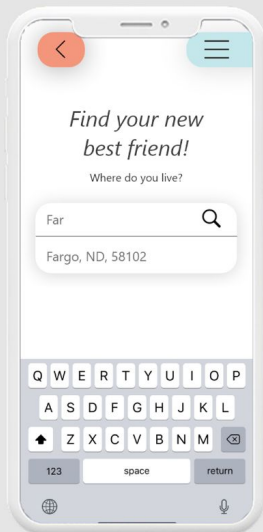
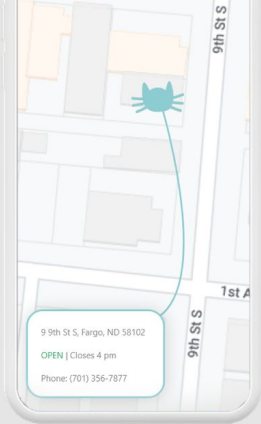


Kat

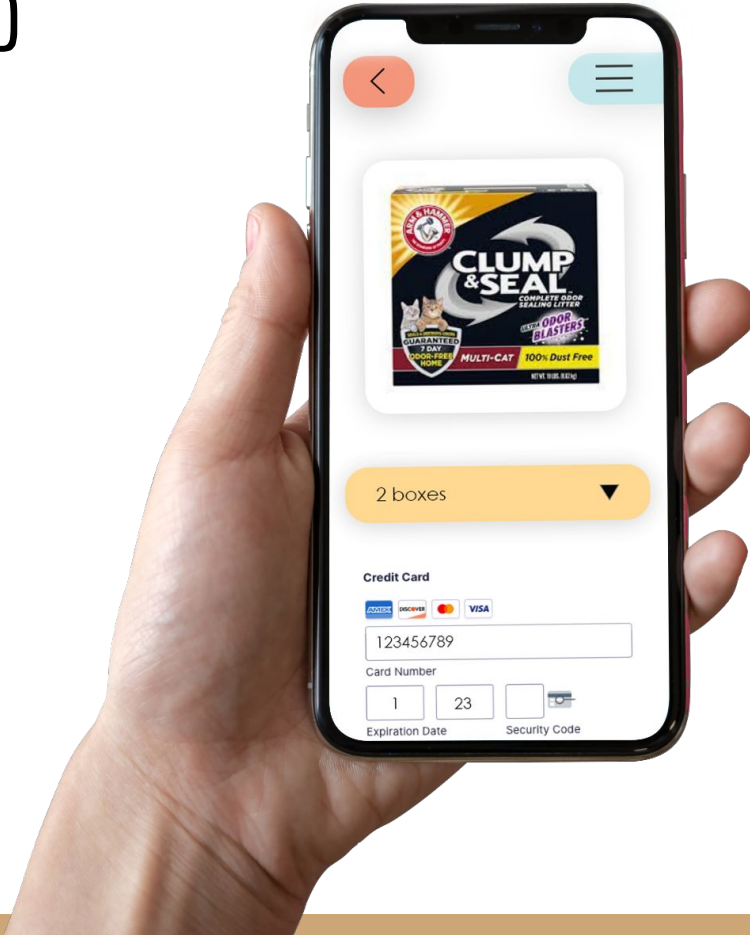
Domestic Short Hair | Fargo,ND
Kitten || Male || Medium || Tabby

Kat is a young and playful kitten that is 8 months old. He was born on a farm west of Fargo, but due to certain things has found himself at the local Fargo shelter. He is super energetic and is excited to meet you!

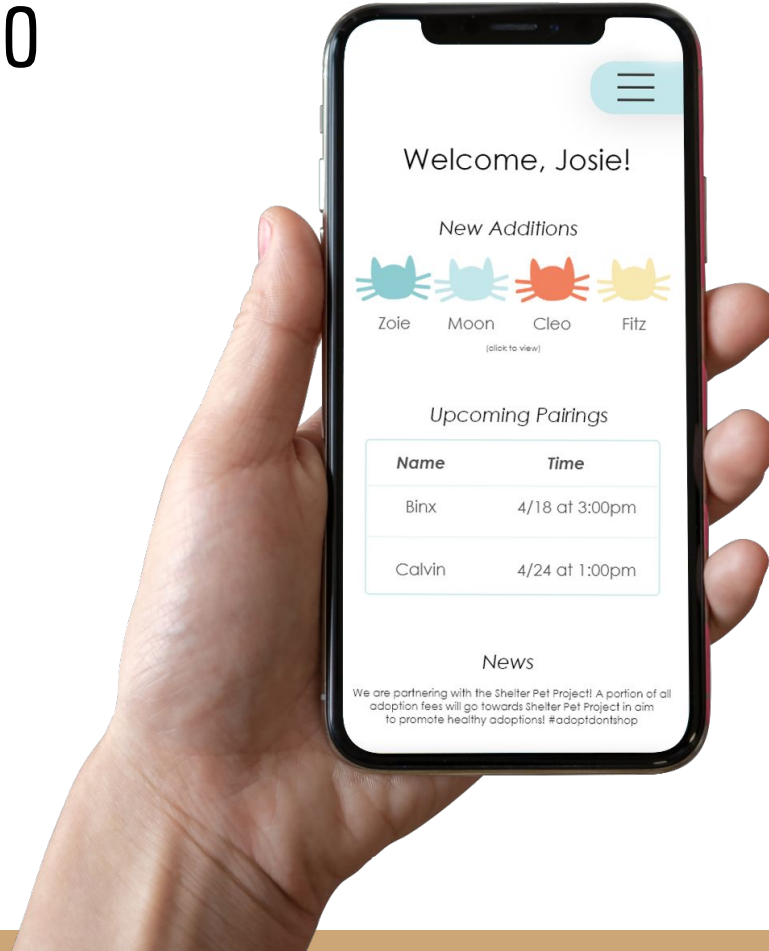
About Organization More cats
Fostering Adoption Play date



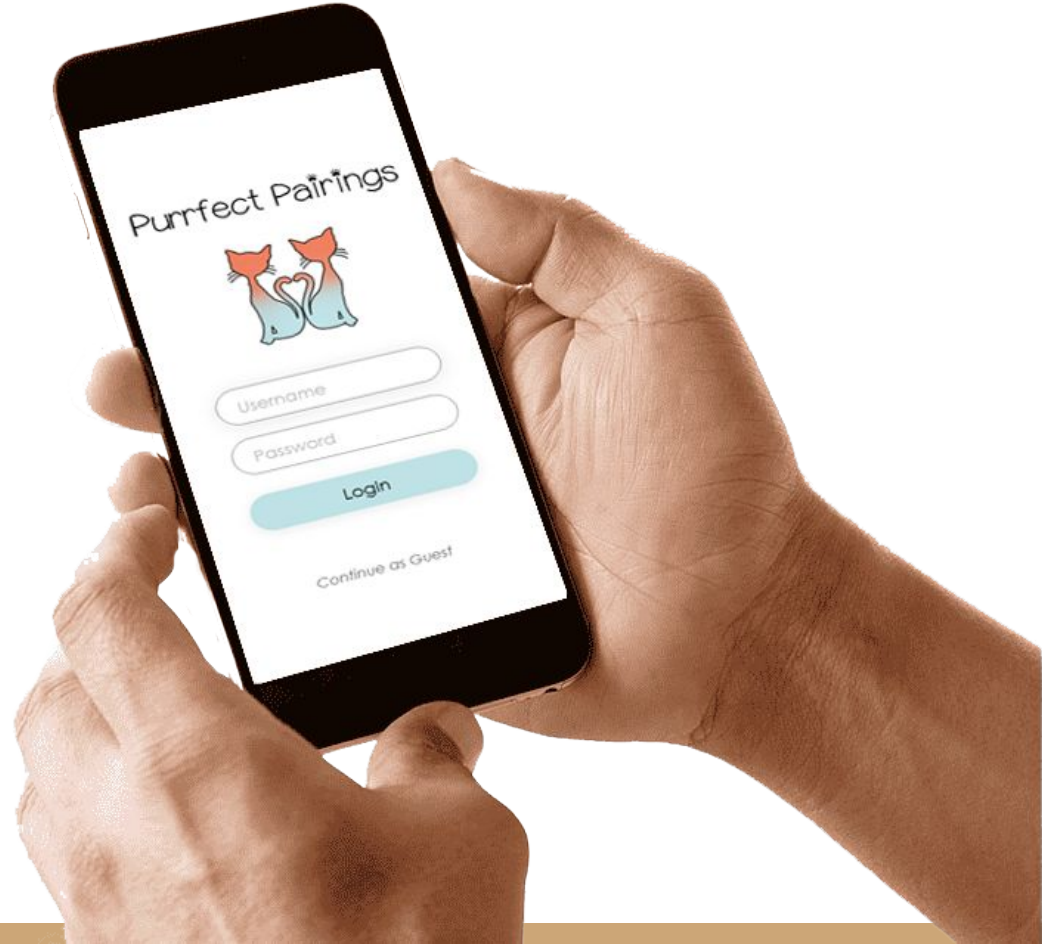
Using Scenario



Using Scenario



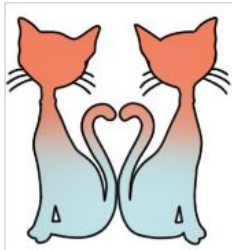
Using Scenario



Play-date. Donate. Foster. Adopt.

Find your furr-ever soulmate...

Purrfect Pairings



Product Information



App demonstration by John :)





Questions?

