

Yaya's organic pet food App

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Project overview



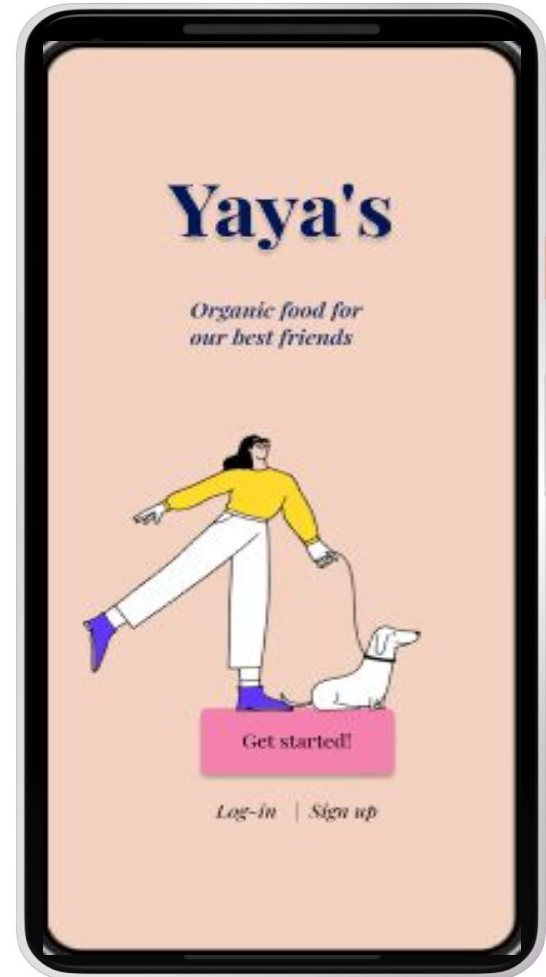
The product:

Yaya's organic pet food is a regional online shop born in a metropolitan area of Madrid. This project strives to deliver healthy food options for our dogs and cats. We offer a wide spectrum of products and targets pet owners who really worry about the quality of their pets food.



Project duration:

January to March 2024



Project overview



The problem:

Busy pet owners concern about the quality of the pet food but lack the time to go to physical stores.



The goal:

Design an app for Yaya's that allows users to easily choose and order healthy options for their pets.

Project overview



My role:

UX Designer designing an app for Yaya's 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.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults that work all day and do not have time to go to physical stores to buy food for their pets.

This user group confirmed initial assumptions about Yaya's customers, but research also revealed that time was not the only factor limiting users from buying the pet food. Other user problems included obligations, interest, or challenges that make it difficult to go to any store.

User research: pain points

1

Time

Pet owners are too busy to spend too much time on pet stores comparing products.

2

Quality

Most pet food products are not healthy enough or doesn't cover the dietary needs.

3

Accessibility

Platforms for buying pet food are not equipped with assistive technologies.

Persona: **Rocío**

Problem statement:

Rocio is a working woman who wants to buy healthier food for their cats because she doesn't trust the quality of the processed pet food.



Name: Rocío
Years: 32
Location: Madrid
Owner of 2 cats

“Being constantly concerned about buying the best quality food for my cats can be an exhausting task”

Goals

- . Being able to buy the best pet food online and have all the product information available according to my pets profile

Frustrations

- . The most top quality pet food sometimes is too expensive.

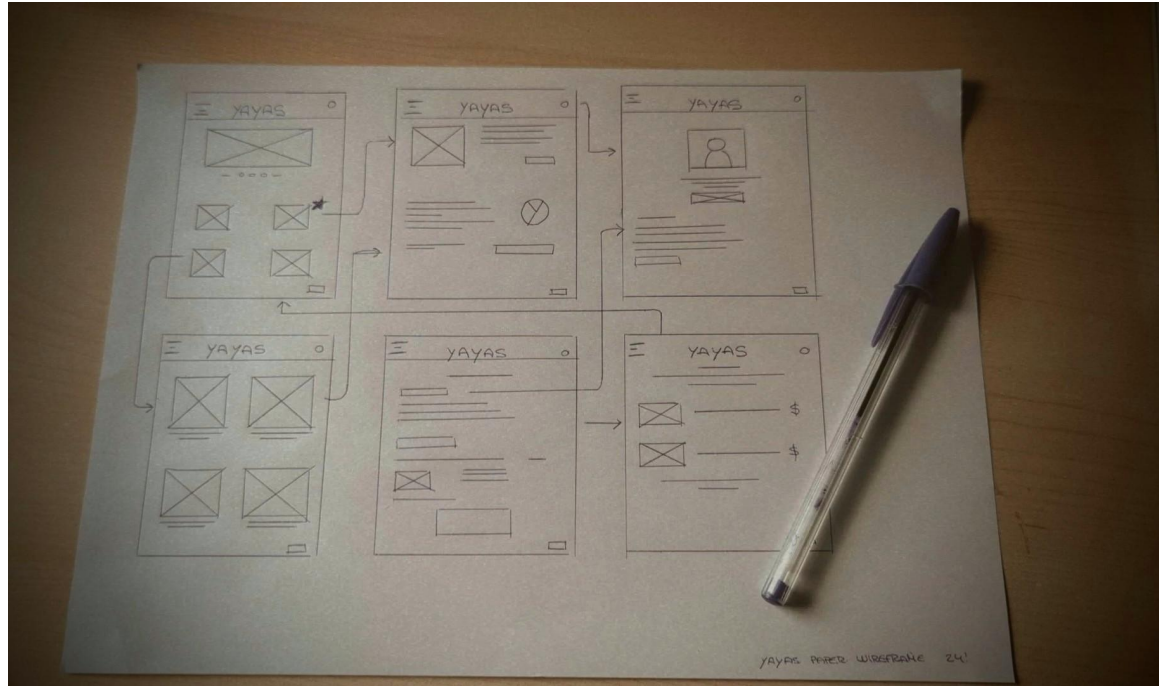
User journey map

Mapping Rocio's user journey revealed how helpful it would be for users to have access to a dedicated Yaya's app.

ACTION	Acceder a la página web	Dirigirse al menú principal y seleccionar categoría	Acceder a los productos disponibles para consultar detalles	Añadir productos al carrito de compra para efectuar el pago	Cumplimentar los datos de compra y confirmar envío
TASK LIST	Tasks A. Acceder a través de un buscador web. B. Login de usuario. C. comprobar si dispone de algún descuento de compra.	Tasks A. Acceder a menú principal y buscar la categoría por animal. B. seleccionar el tipo de pienso que necesita. C. acceder al desplegable completo de los resultados	Tasks A. comprobar los ingredientes de cada producto. B. filtrar las opciones según edades y necesidades especiales de cada animal. C. Confirmar cantidades necesarias.	Tasks A. comprobar las cantidades seleccionadas de cada producto. B. comprobar si la disponibilidad de los mismos antes de confirmar compra.	Tasks A. confirmar dirección de envío y fechas estimadas de entrega. B. insertar los datos de pago. C. recibir la confirmación de envío y comprobante de compra.
FEELING ADJECTIVE	Focused, concentrado	Confianza, alerta	Estresado, alivio	Satisfecho	Cansado, feliz.
IMPROVEMENT OPPORTUNITIES	Buen posicionamiento web para encontrar la web fácilmente	Menú intuitivo, accesible y de fácil navegación.	Disponibilidad para acceder a la composición, origen y especificaciones del producto.	Desplegables adaptables según formato web, con fuentes y buen tamaño de los números	Plataforma de pago sencilla y segura y facilidades para acceder al estado del envío en cualquier momento.

Paper wireframes

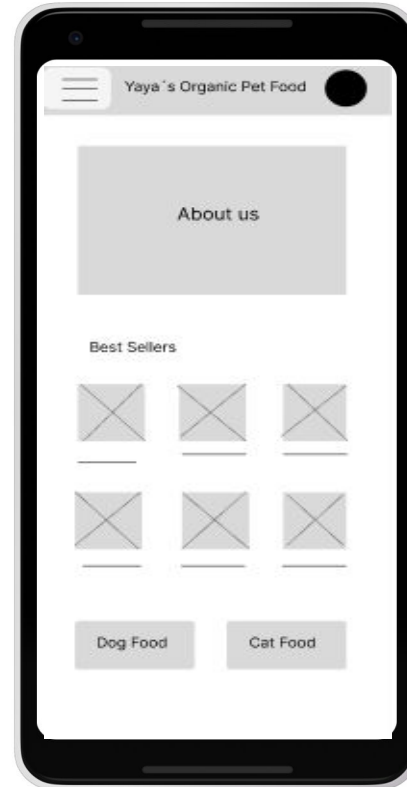
Taking the time to draft the initial iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the homepage, I prioritized an easy and simple category menu to help users save time.



Digital wireframes

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

This buttons makes it fast and easy to check the best selling and new products.



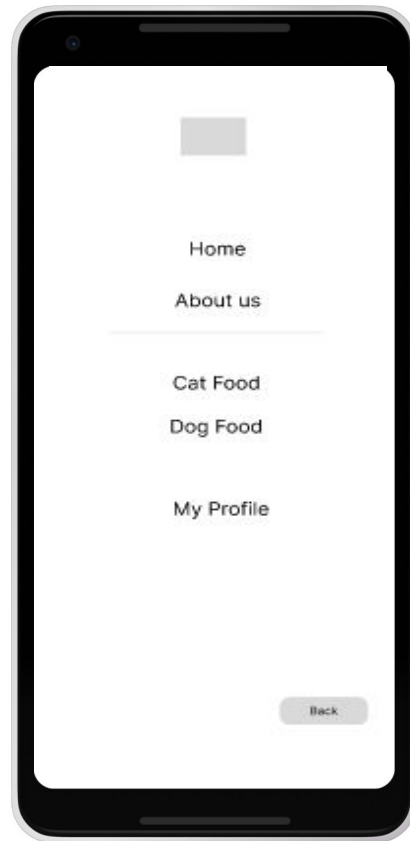
These buttons provides and easy option to search for the products



Digital wireframes

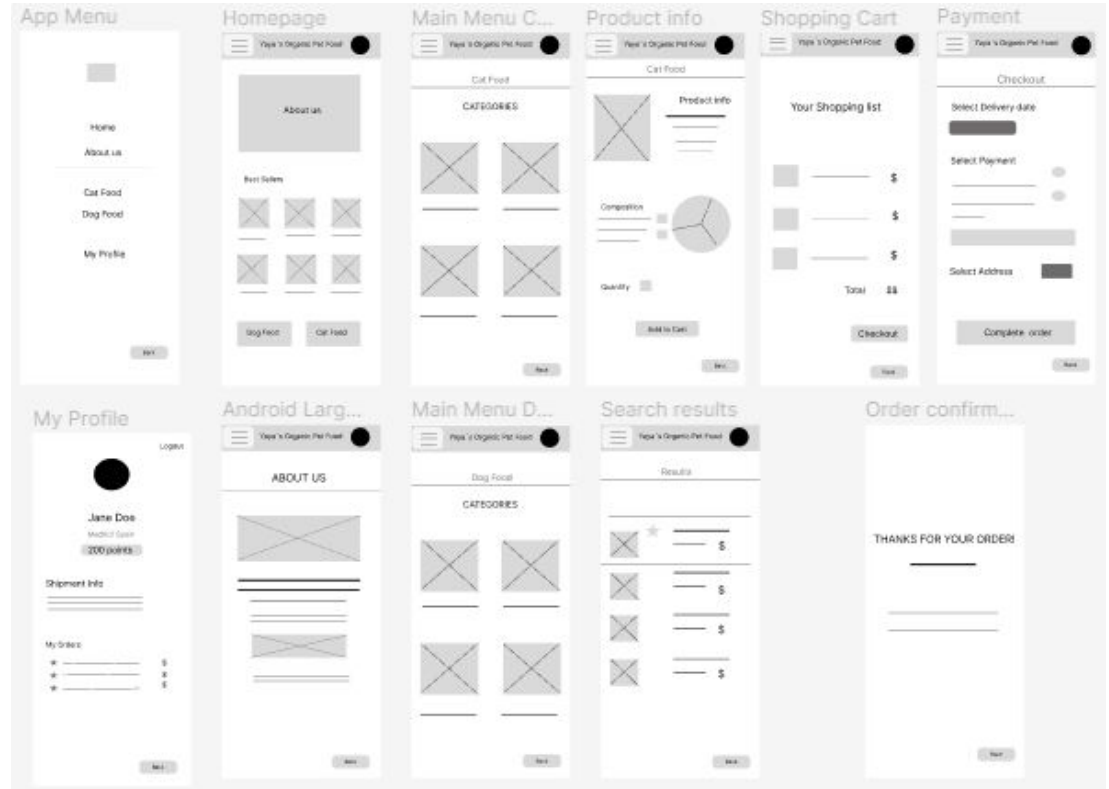
Easy and accessible navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy Menu navigation



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting the products according to a main category, so the prototype could be used in a usability study.



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 want to find the products quickly
- 2 Users want advanced filters when searching
- 3 Users want a delivery option with no additional fees.

Round 2 findings

- 1 The categories were too many
- 2 Selecting the filter options was confusing

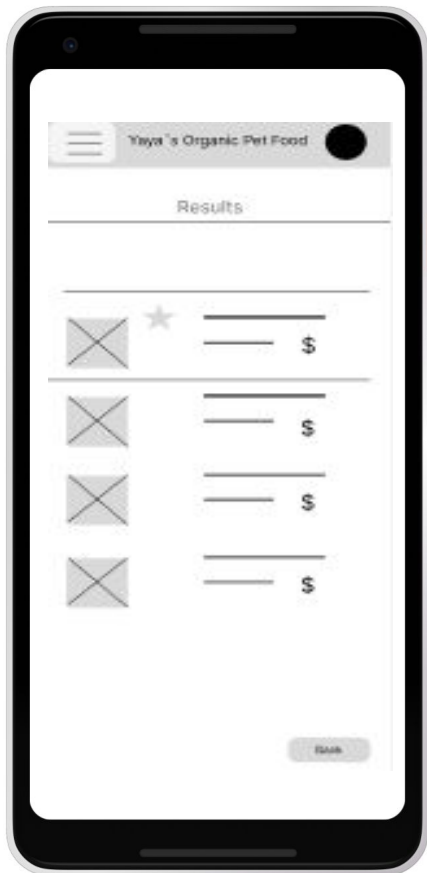
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

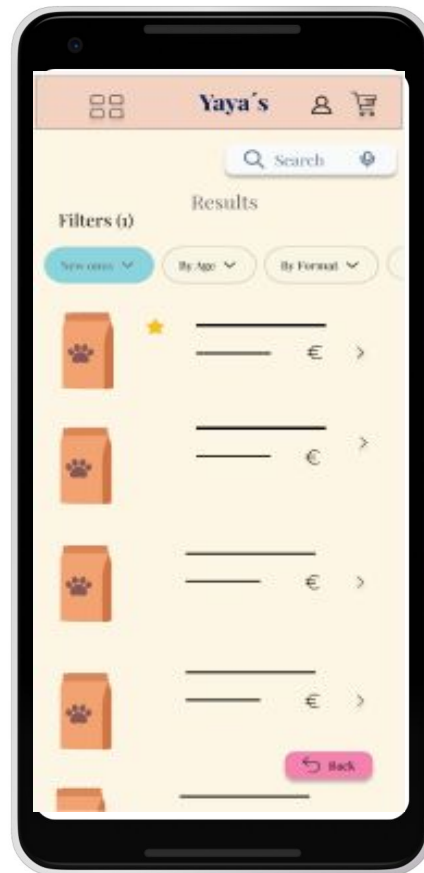
Mockups

Early designs showed the full catalog of products according to each category. I added a Filters options to customize the results for a better experience.

Before usability study



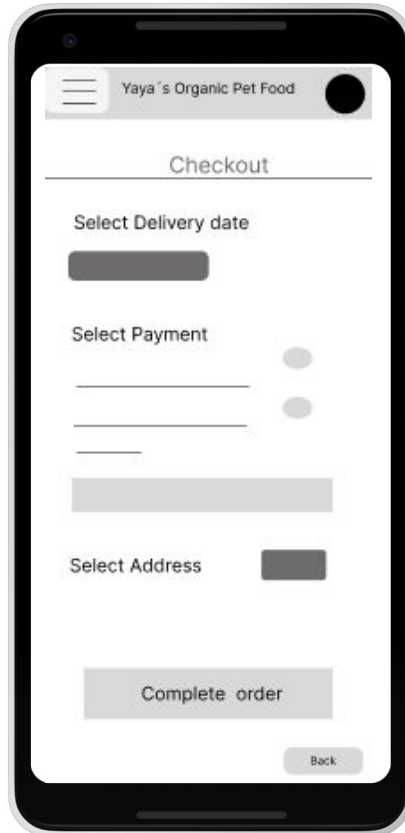
After usability study



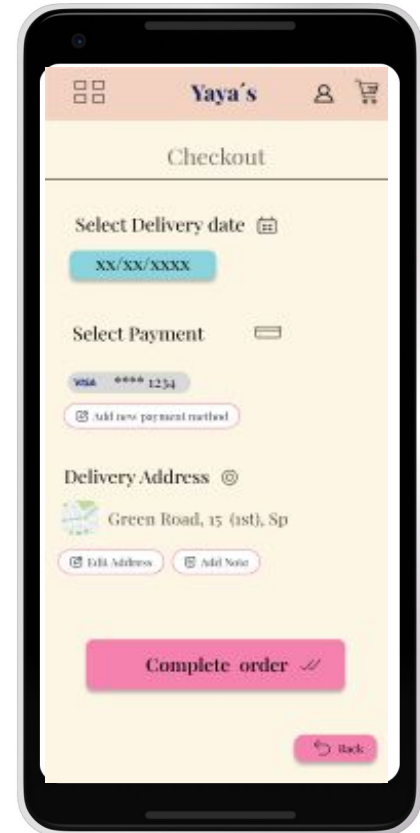
Mockups

The second usability study revealed the wish to have a smooth and easy checkout process. I consolidated the Checkout delivery options and added the edit address options in both profile and checkout screens.

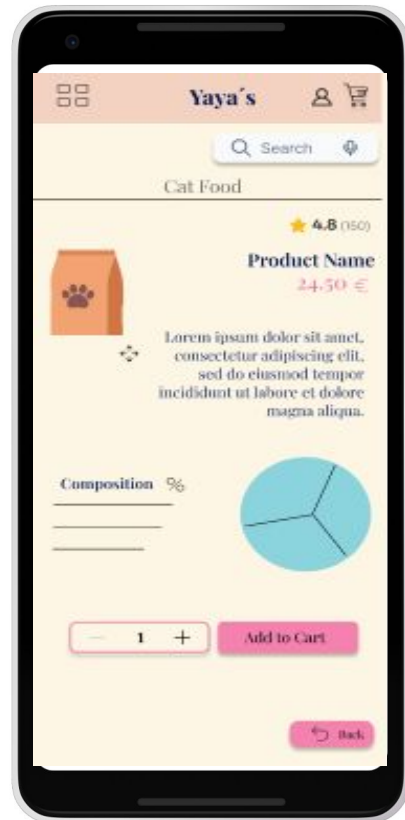
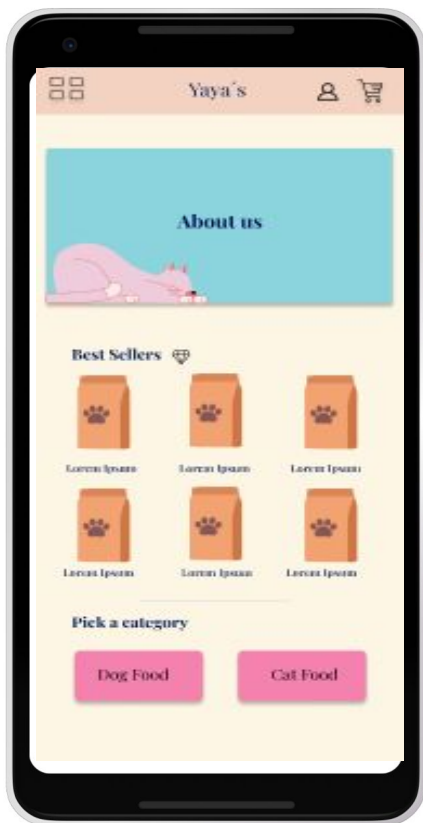
Before usability study



After usability study



Mockups



High-fidelity prototype

The final High-Fidelity prototype presented cleaner user flows for picking the product and navigate through all the screens to the checkout



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help during the navigation.

3

Used detailed and simple imagery to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Yaya's really knows how to meet the needs of the pet owners.

One quote from peer feedback:

" Absolutely love Yaya's!.Using this app has been a game changer for me and my dog loves his new healthy food".



What I learned:

While designing the Yaya's app, I learned that the first ideas for the app are only the beginning of a huge process. Usability studies and constant feedback influenced each iteration of the designs.

Next steps

1

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

2

Conduct more user research to determine any new areas of need

3

Start working in a responsive web design for Yaya's

Let's connect!



Thank you for your time reviewing my work on Yaya's organic pet food app!. If you'd like to see more or get in touch, my contact information is provided below.

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