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PER-FECT PET Design prototyping using UX

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Abstract **– From the research I personally found that many of pet buyers quit buying pet because they don't know about shop or no trusted reviews are there and don't know how to buy a pet, many of them feel embarrassed to ask each and every information to the shopkeeper about the pet, and no more options is left to the buyers. This app helps pet buyers to buy pets and also their supplies like food, glossary etc. Here, in this app we provide trusted shops, where the buyer can surf, find the best and shop their favorite pet. So the buyer can buy his/her favorite pet from their zone.**

1. INTRODUCTION

A major approach is made, but the separate pet buying app is something new and can be brought into the existing world, because nowadays people started to grow pets, according to the records, it's estimated the US pet industry reached $99 billion in 2020. The industry is steadily growing, year by year. It grew from $97.5 billion in 2019 to $ 99 billion in 2020. That's $1.5 billion in only one year. Petex data reveals that India is the fastest growing pet care market in the world. After the pandemic push, it is expected to grow at 14 percent annually to become a $490 million market by 2022. The pets are being sold in social media platforms like Instagram, facebook. But a separate app like amazon or flipkart will help the buyers to surf more, reach best shop at affordable price. This pets_love app help the users to surf pets in different regions, know their originality, origin, complete guide to care them and more features which is to be updated periodically . From the app one can search pet from their bread or from shop names which is located nearby or famous pet shops. We provide a platforms like amazon or flipkart where the app is user friendly. And there will be trusted payment gateway will be provide and transaction details or receipts will be provide for the both the buyers and sellers. The payment will only done when the buyer checks the pet directly and have full heart to buy that, the transportation cost will be made if the buyer does not buy the pet. The advantage here is the buyer can make a view of more than 4 to 5 pet from a single shop. So that buyer can get direct view of pets and choose any one of the pet. Here the pets_love prototype is attached but the name has changed to Per-fect pet due to some reasons.

2. LITERATURE REVIEW

Only4pets, "Only4Pets India's Largest Pet Supplies Store Online"-2013 [1].

Only4Pets is India's leading online pet selling website with a wide range of dog, cat, bird, Fishes & Aquariums at best Price. Located at Indore, Madhya Pradesh, India. Only4pets is a private organization.

Marshalls petzone, "India's leading online pet shop with a massive range of pet supplies"-2013 [2].

Marshalls Petzone is India's leading online pet shop with a massive range of pet supplies. Our mission is to spoil your pets by making it easy for you to discover new pet chews, toys, yummy treats, food, accessories, comfy and trendy dog beds, grooming articles, bath and skin care products, fashionable apparel, shoes and more all at one place.

Join Marshall's Pet Zone to discover new products, purchase them online and receive them at your convenience. Available • COD • 30 Days Return.

11 pets, " The most attentive pet-care platform for pet families, shelter, groomers and other pet professionals" [3]

11Pets is an award winning startup that is developing a suite of software tools, mobile applications and internet services that pertain to the welfare and care of pets and addresses both pet owners and industry professionals. The aim of 11Pets is the creation of an ecosystem through a collaborating interactive set of tools, the "11Pets Suite". In its final form the 11Pets Suite will cover the entire spectrum of animal care, from adoption, health and home care, grooming, hospitality, to tools for the vet, breeder, pet product and services promotion & purchases. 11pets has already released the free-to-use application for pet owners, "11pets: Pet Care" and has already been translated into 15 languages. It has a significant presence in the USA, Brazil and Spain. In addition, a free-to-use internet platform and app, "11pets: adopt" has also been released, aiming at automating the operations of animal shelters and welfare organizations. Its primary goal is the expedient facilitation of finding appropriate foster and adoption families for stray animals through the

www.11pets.com/adopt list and through electronic and print media collaborators. The vision of 11pets is to become a leader in the provision of all the necessary software tools and applications that attain to animal care and welfare. Our responsibility is to continually improve through innovation, development, creation and marketing in all aspects of the animal care and welfare world in which we operate. Get ready for a sea change in our industry!

3. UNDERSTANDING THE USER

- **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 who don't have time to visit shops and choose pets and also When the pet shop far they need to spent a day and find their ones and also the choice is low. This user group confirmed initial assumptions about Pets_love customers, but research also revealed that time was not the only factor limiting users from choosing pet at home. Other user problems included obligations, interests, or challenges that make it difficult to get pets or go to pet shop in-person.

  Pain points:

  Time: When the customer have their own jobs it's much difficult to go to shop and look for a pet.

  Distance: Sometimes the distance matters and its difficult to reach pet shop who are far in distance.

  Choice: The no. of pets choice are less compared to online platform.

4. STARTING THE DESIGN

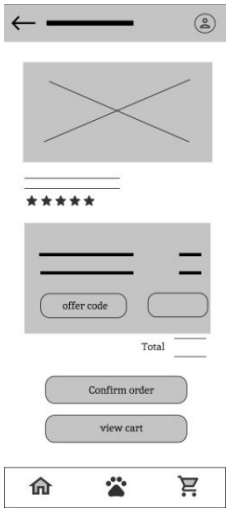
- **PAPER WIREFRAMES**

  A paper wireframe is drawn roughly and received a basic feedback from peers and mentor.

- **DIGITAL WIREFRAME**

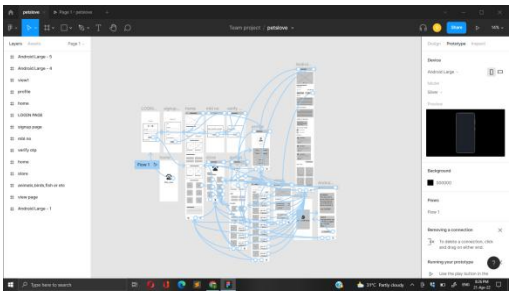
  As the initial design phase continued, I made sure to base screen design on feedback and finding from the user research.

Sample digital wireframe:



- **LOW-FIDELITY PROTYPE**

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

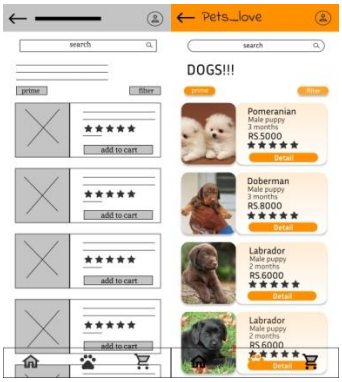


5. REFINING THE DESIGN

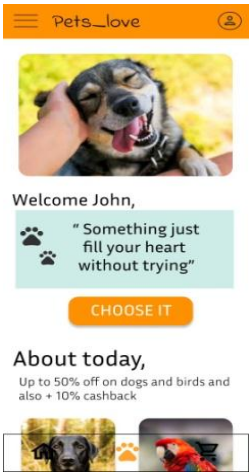
- **MOCKUPS**

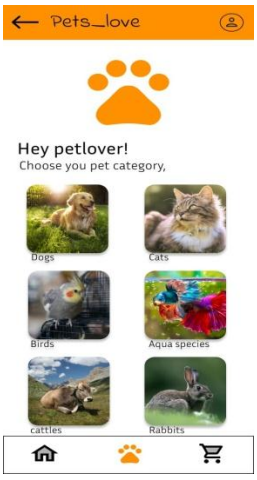
  Early design doesn't show about the details about the pets, the developed design show about the details of the pets.

  Before vs. after



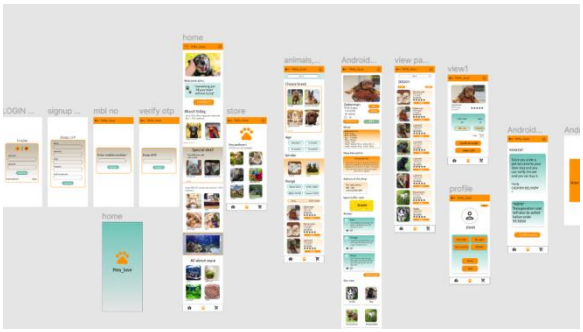
Sample mockups





- **HIGH-FIDELITY PROTOTYPE**

The final high-fidelity prototype presented cleaner user flows for building a e-commerce pet shop and checkout. It also meet user needs for a delivery option as well as more user friendly.



6. RESULT

View the Per-fect pet app

https://www.figma.com/proto/8J4o3VFy2pBWS98vgCEK7R/petslove-hifiprototype?page-id=0%3A1&node-id=48%3A1313&viewport=241%2C48%2C0.16&scaling=min-zoom&starting-point-node-id=48%3A1313&show-proto-sidebar=1

7. CONCLUSION AND FUTURE WORK

There is some correction which is soon to corrected and the app will be user friendly and trust worthy. The future updates will be done periodically, like pets social platform, dog walker etc. So the user don't want to get worry about their pets, whatever help it will be provided by the per-fect pet.

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