

Walks Wags Weather

An application to aid dog walkers and owners

Duration: 2 Months
My Role (Individual): User Research | UI Design

Summary:

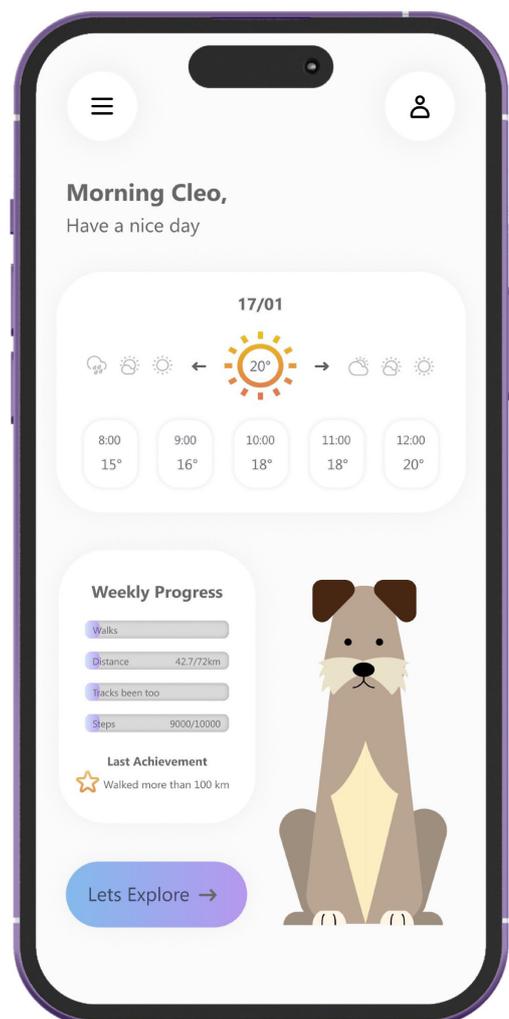
Walks Wags Weather is an application that is to help dog owners/walkers find routes to walk their dogs.

Problem:

Dog owners are bored of the same routes and routines while walking with their dog.

Methods:

- Interviews
- Wireframes
- Prototyping
- Personas
- Senarios



The Process

The general process that I go through with my projects



Interviews and Findings

Interviews were conducted with interviewees that have different backgrounds. These interviews were the main source of information and they provided me with a lot of insight into the issues

Findings:

- 40% of users check the weather daily and track their steps
- Most of the participants are fairly tech savvy and rely on their phone constantly with an average of around 3-4 hours.
- Most of the participants walk their dogs daily and if they don't it is because of how busy their schedule is.

Recommendations:

- Incorporation of a more personalised map depending on the user and the area that they live in.
- The incorporation of social media functions into the application. This will encourage users to interact with others on the app and explore new places with other app users.
- An automatic fitness tracking element implemented into the application and an automatic notification daily stating the temperature and the forecast.



Persona - Mason Lewis

"I like making friends and not wasting time. I need something that will fit my schedule"

Occupation:
Full-Time Sales man

Demographics:

- 22 year old
- Lives in Perth, Western Australia
- Owns a dog
- Has a low income level

Pain Points:

Mason is someone that wants an application that is straight forward and easy. He does not want an application that will waste his time as he does not have a lot of time to spend in the first place.



Persona - Grace Smith

"I enjoy taking pictures and posting them surrounding everything I do"

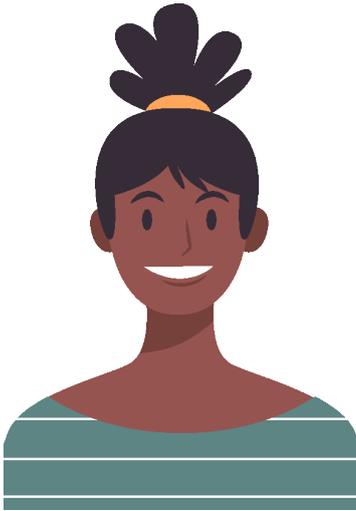
Occupation:
Un-employed

Demographics:

- 18 year old
- Lives in Perth, Western Australia
- Owns a dog

Pain Points:

Grace is easily distracted by social media and her other applications. She enjoys posting pictures so much that all her applications enable her to post about her new status. She would want an application where she could post about the new places she's going to with her dog.



Persona - Maggie Matthews

"I do not have the income to fund myself to take my dog on a trip. I would prefer to stay around places I know."

Occupation:
Full-time Student

Demographics:

- 19 year old
- Lives in Perth, Western Australia
- Has one dog
- Lives with her parents

Pain Points:

Maggie is currently studying full-time with no source of income. She would rather walk the dog around the neighbourhoods or the closest dog park as she does not have the income to allow her to drive to the closest dog trail.



Persona - Margaret Jones

"I enjoy the use of technology and want something to help me with running my business."

Occupation:
Professional Dog
Walker

Demographics:

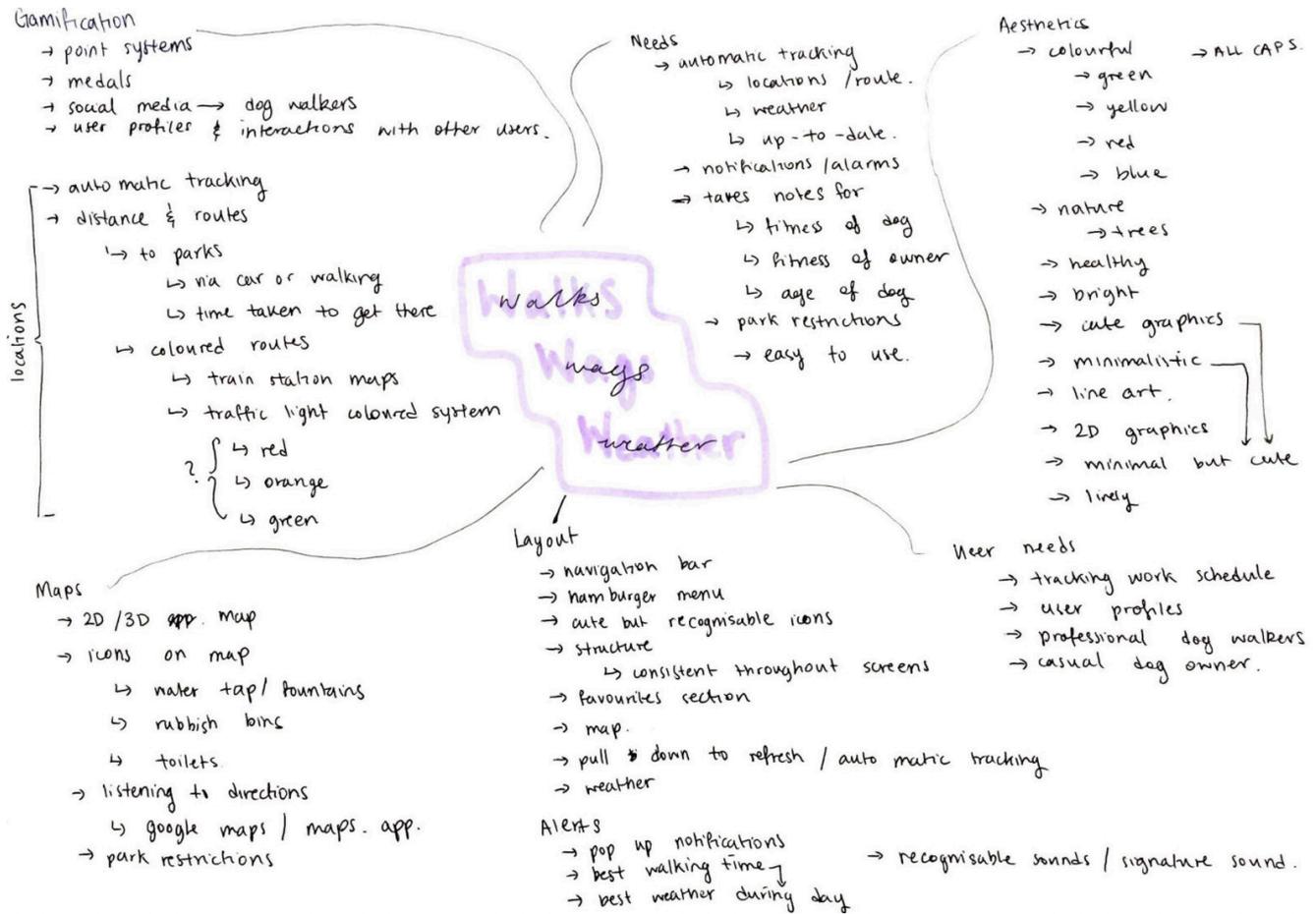
- 26 year old
- Lives in Perth, Western Australia
- Has two cats
- Has a low income level

Pain Points:

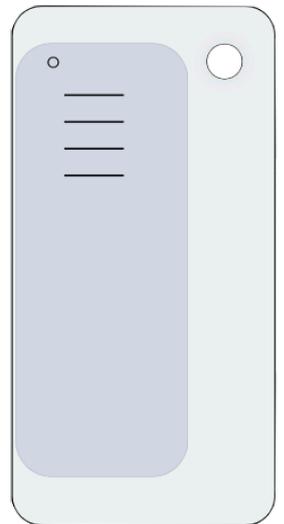
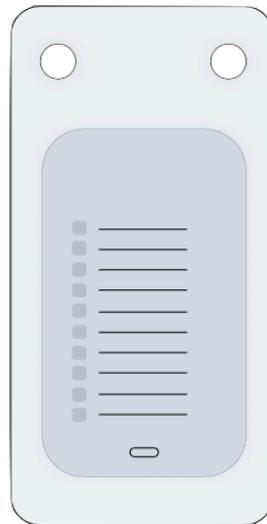
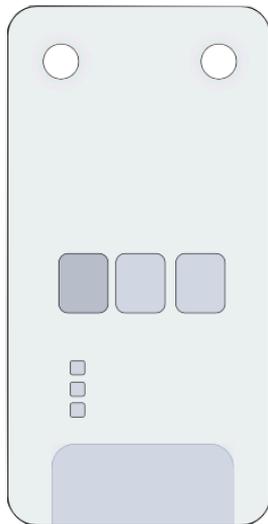
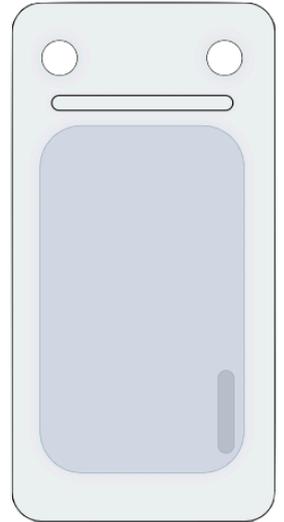
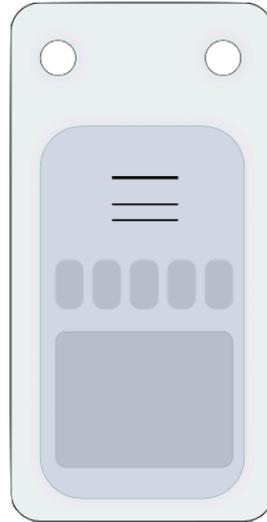
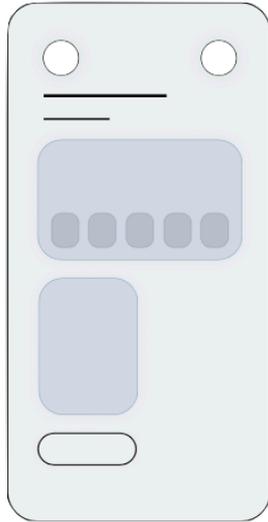
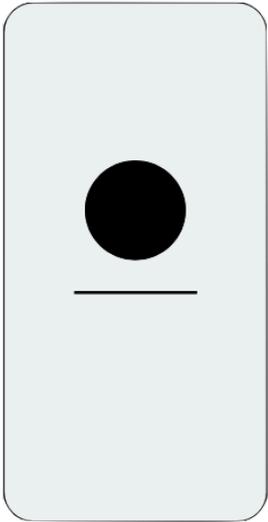
Margaret does not have a personal form of transportation as she uses public transport. She struggles with some physical activity due to her fitness not being the best. Her tech savvy skills are fairly fast so she wants an application that will tell her about walking routes around the client's area beforehand.

Mind Mapping

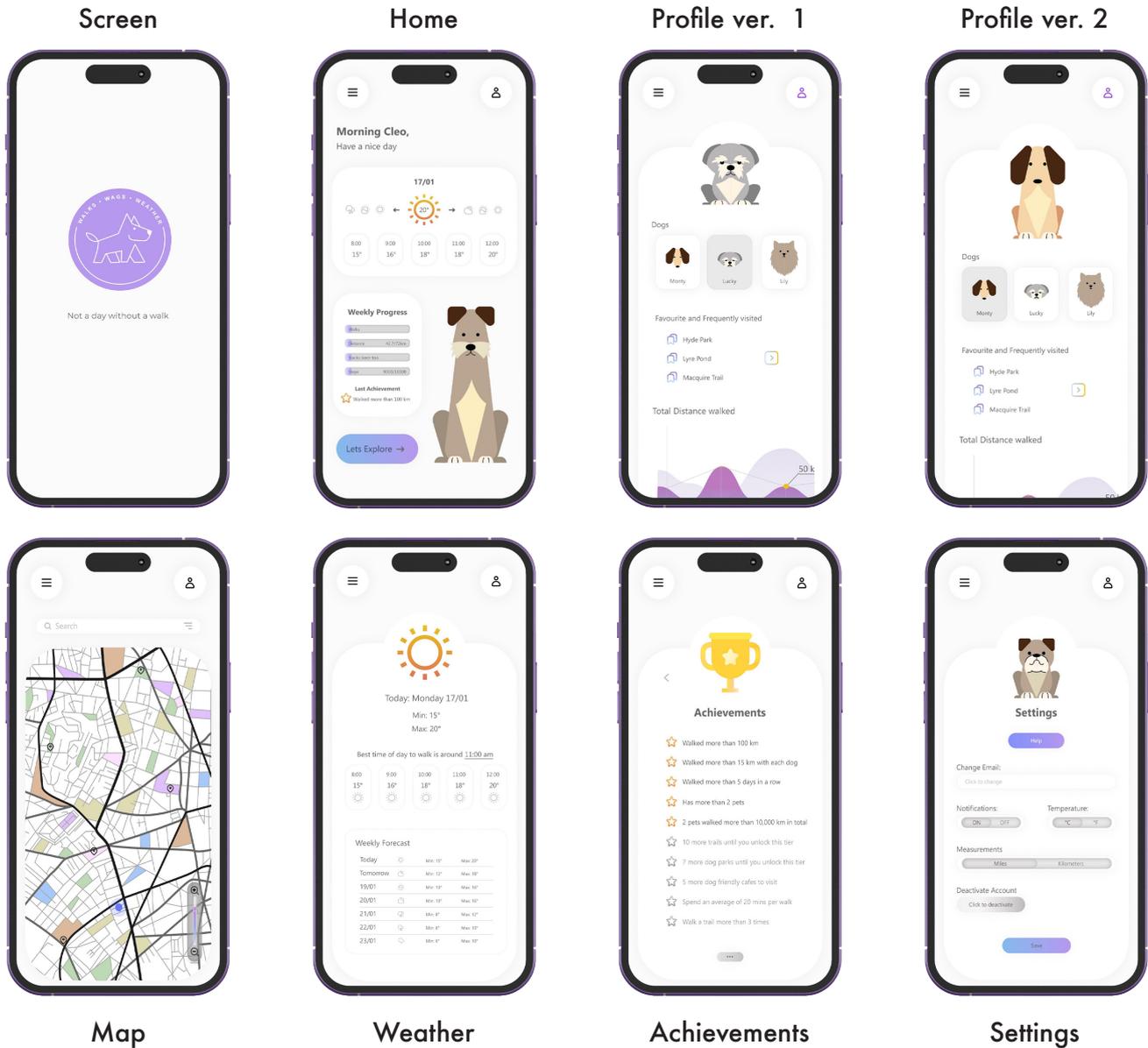
Mind Mapping was used to aid the ideation process and shows the flow of the app



Wireframes



Solution



Reflection

Walks Wags Weather is a project that I am really Happy with especially with the overall aesthetic. It has been rewarding seeing how much the design has evolved with each step.

I would edit some buttons and functions but overall I am very satisfied with the outcome.

Prototype:

<https://bit.ly/WalksWagsWeather>

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