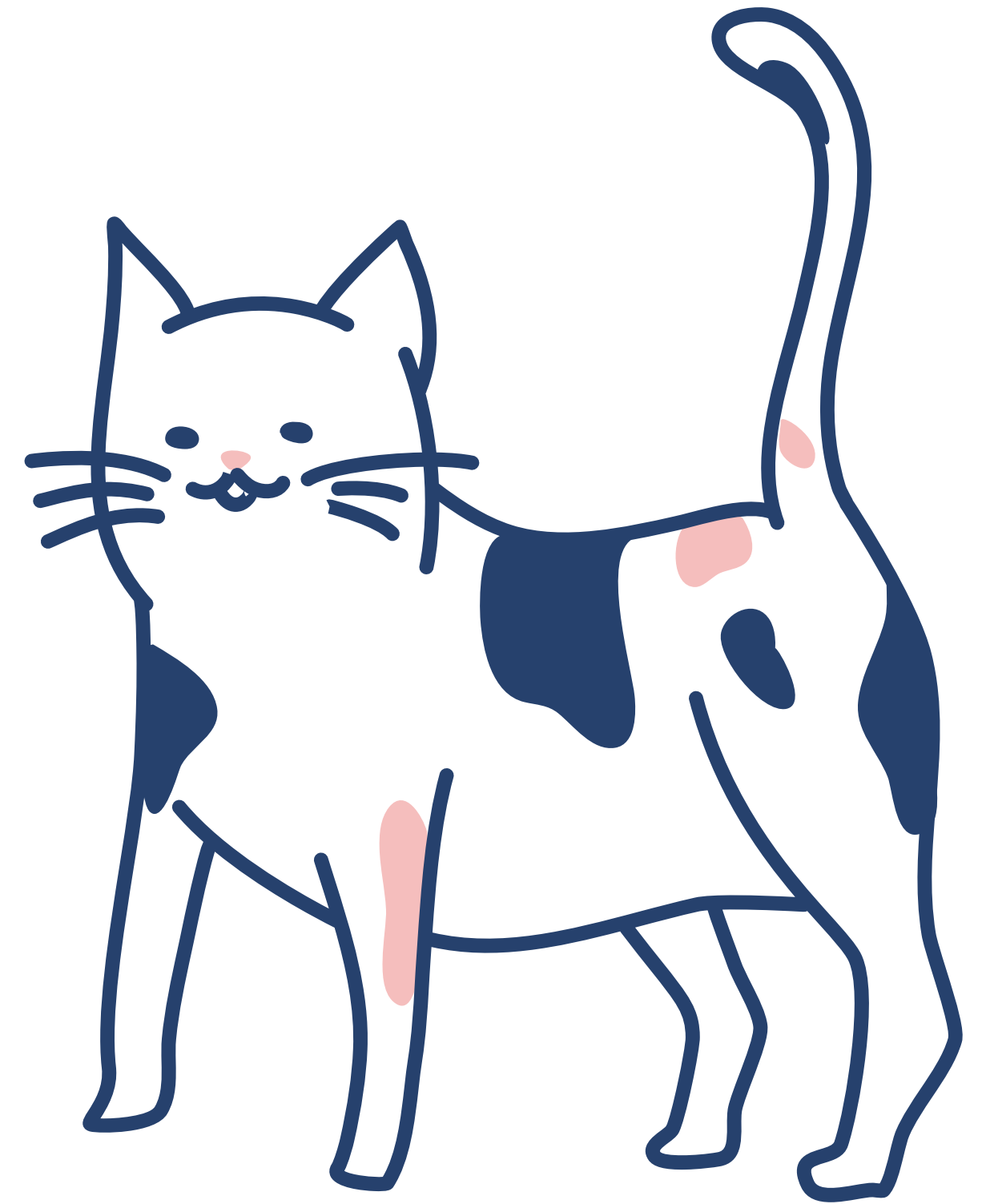




WOPET REDESIGN

Nani Tang



Research



Understanding the thoughts and feelings of WoPet Users



Understanding the actions, behaviors, and decision making of pet owners who use the app



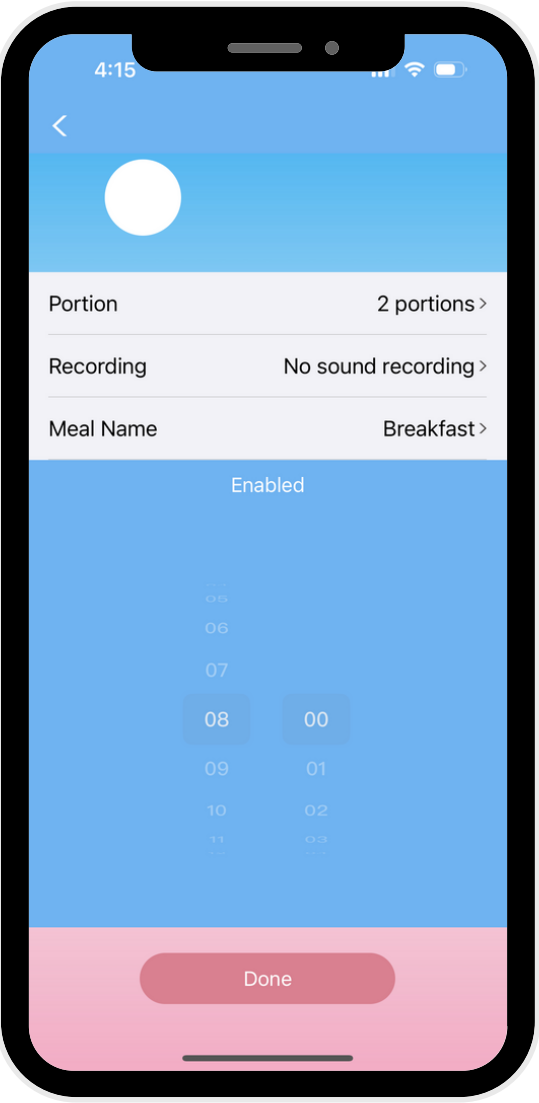
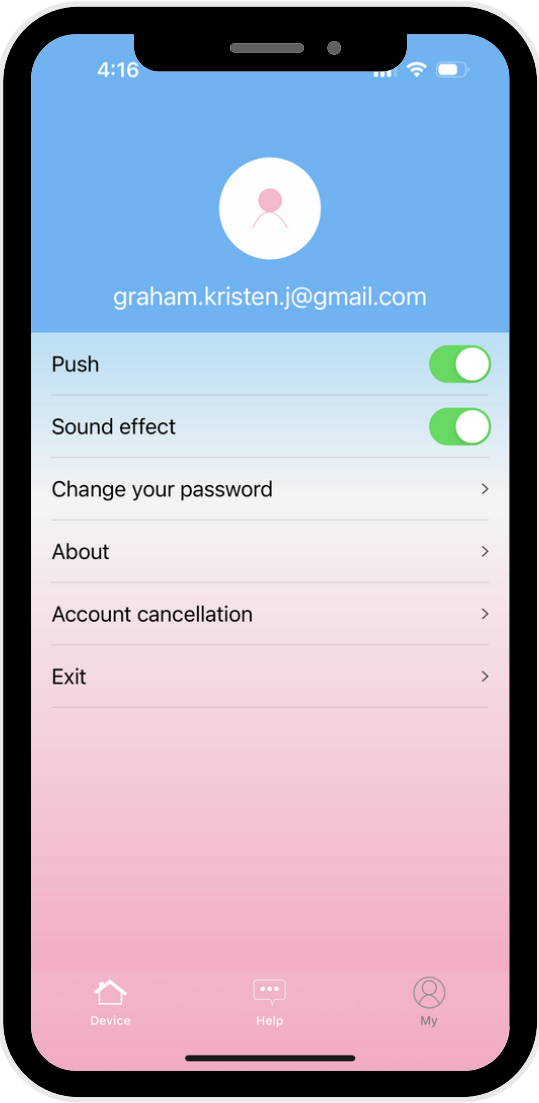
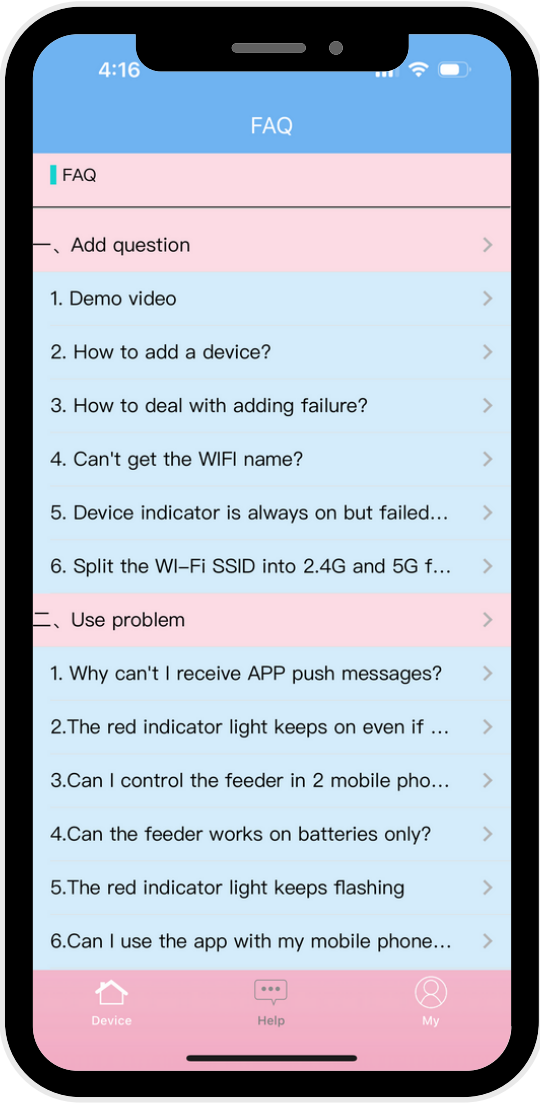
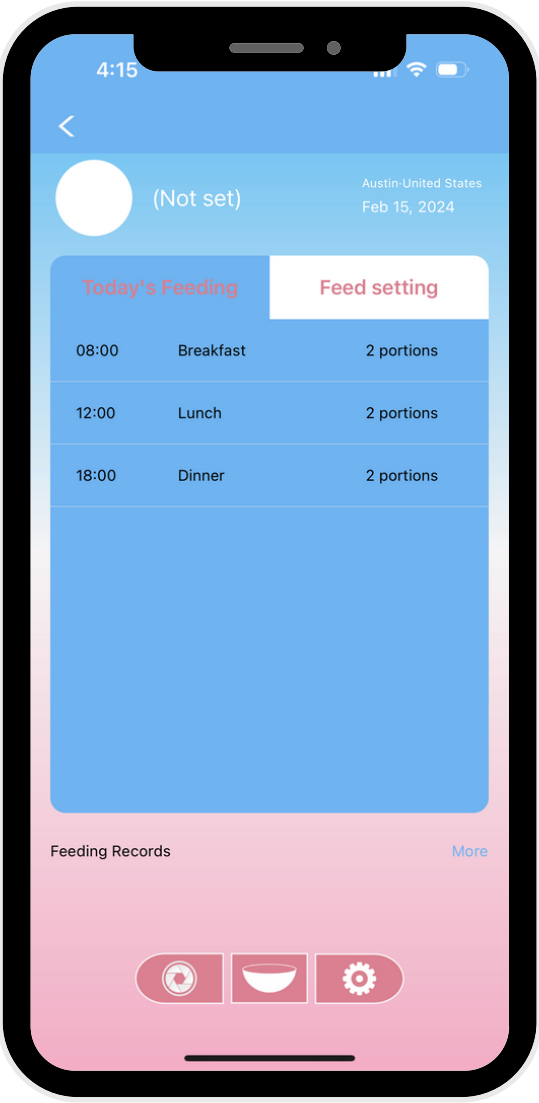
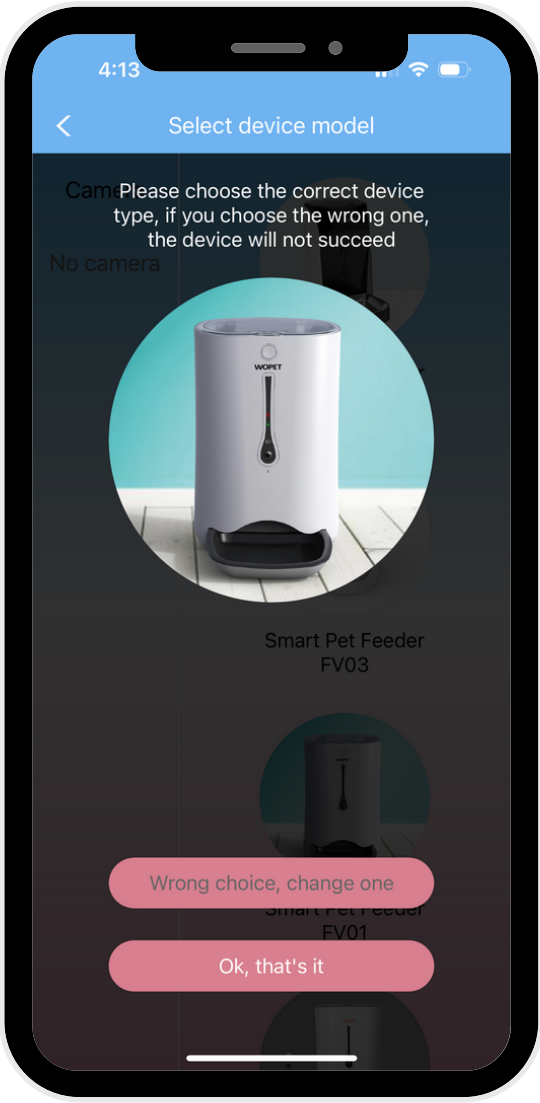
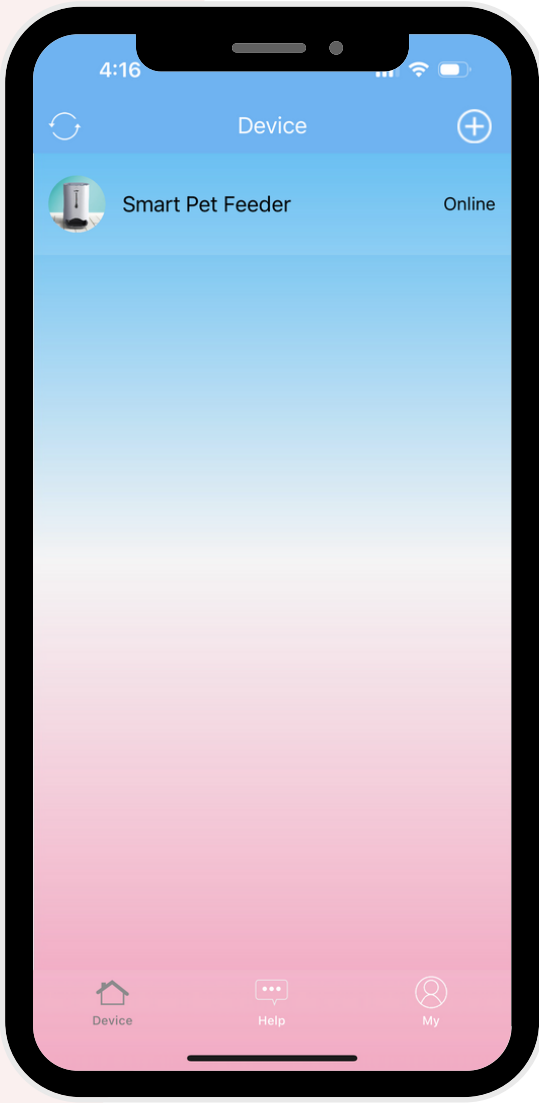
Understanding the challenges and pain points for users in the current app

Interview



“I hate the interface, it’s not easy to navigate, makes me wonder why do I even use the whole product in general?”

Current WoPet App





Opportunity Area

Main Goal

“ [I] Use [the] feeder when out of town, [to] portion cats meals, and spy on him when he comes running to his food.”

User Likes

- Camera to check up on cat
- Scheduled Feeding
- Distance Integration
- Addition of a pet profile
- Notifications regarding feeding

User Dislikes

- Interface
 - Color Contrast
 - Navigation difficult/time consuming
 - Small text (e.g. Log)
 - Vibes (wants Minimal/Playful)-> Personal +Trust
- Ask a Question Chat
- Absence of US Conversions (e.g. kg to lbs etc.)
- One cat limit



Competitive Analysis



Whisker



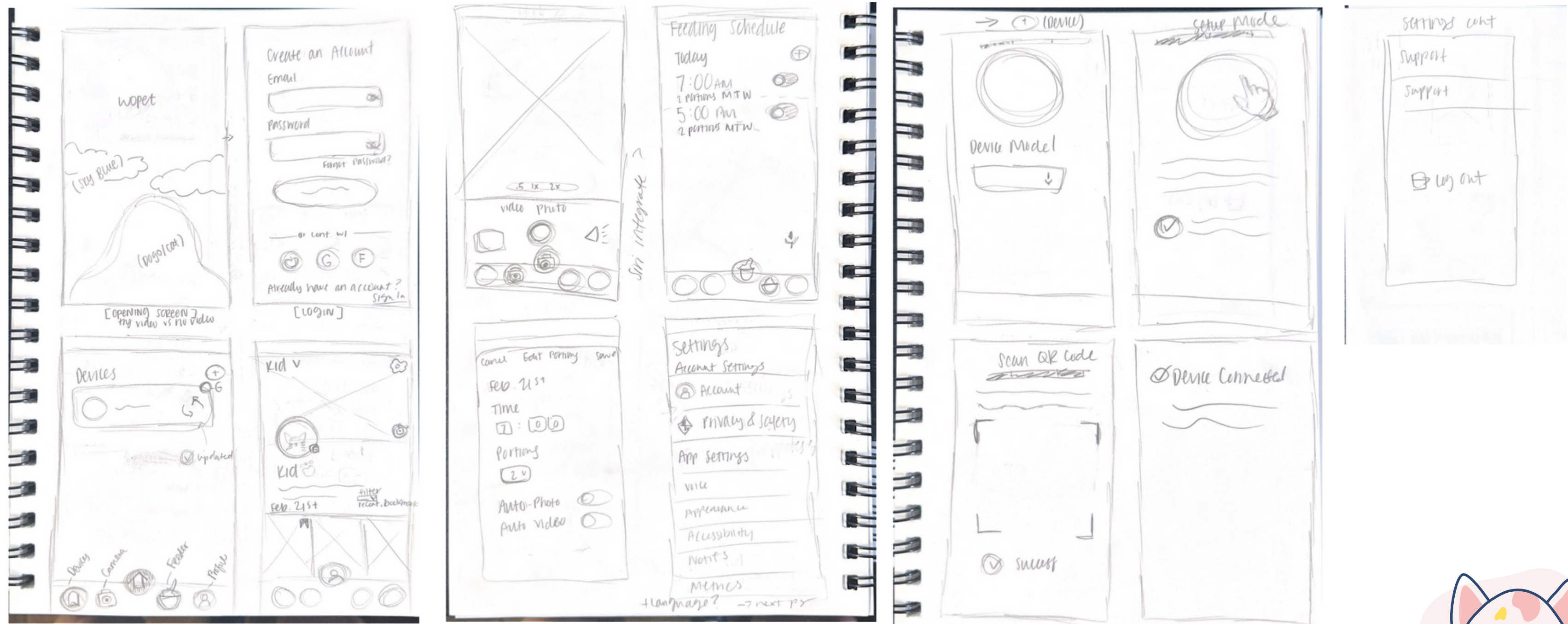
PETLIBRO



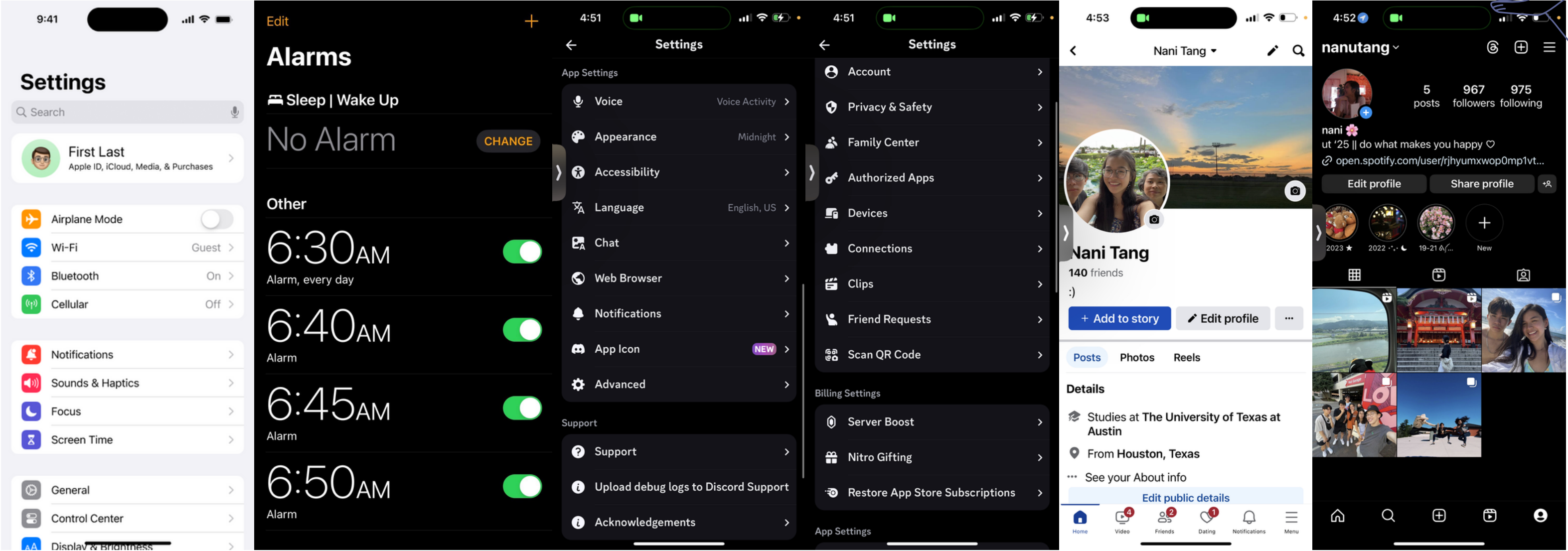
Pet Zero



Iterations/Feedback: Sketches



Inspiration



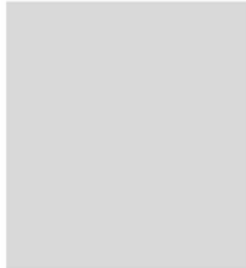
iOS simple and minimalistic design



content & structure /intuitiveness of social media platforms

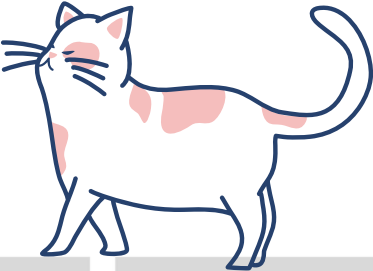
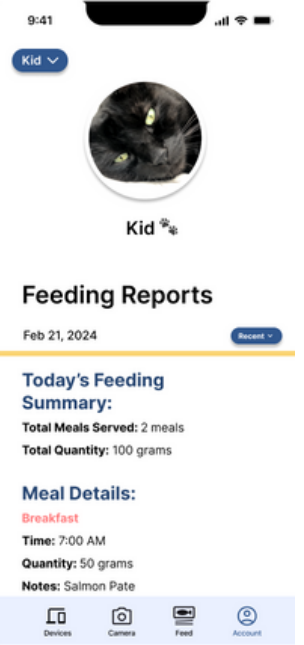
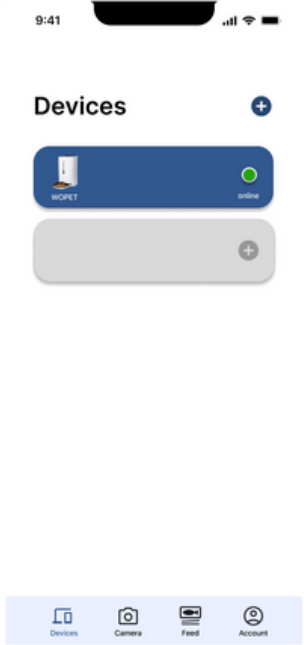
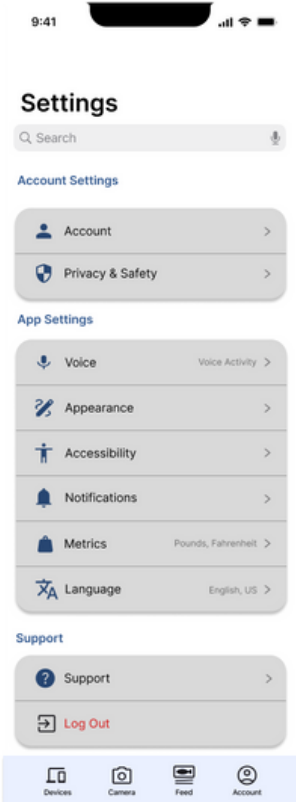
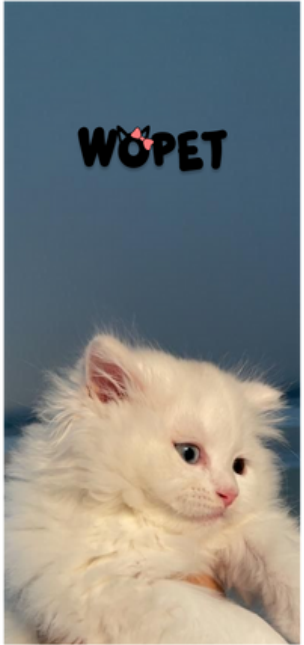
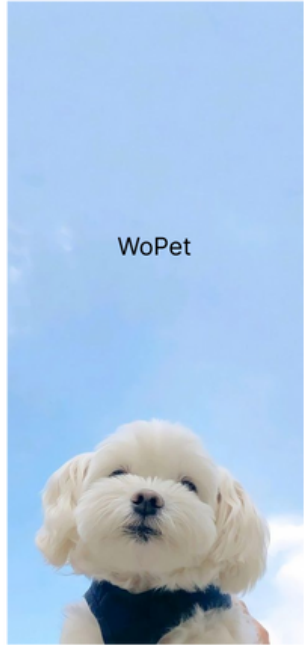
Iterations/Feedback

Iterations 0

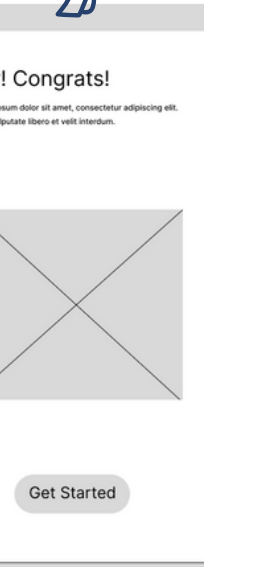
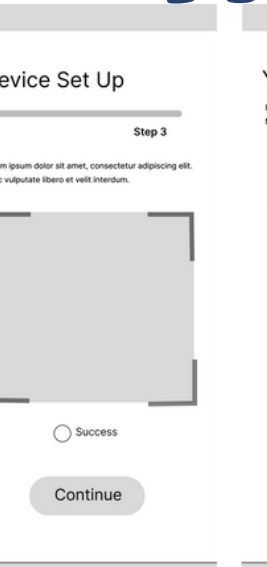
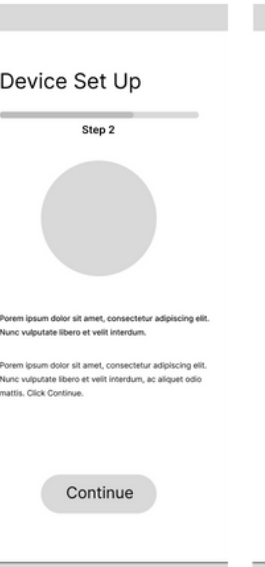
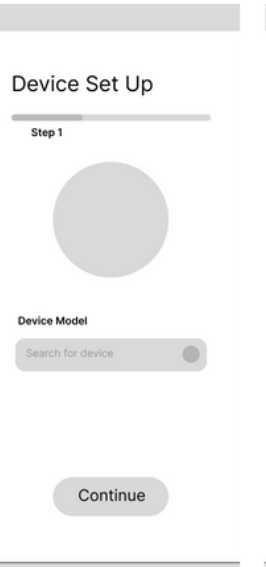
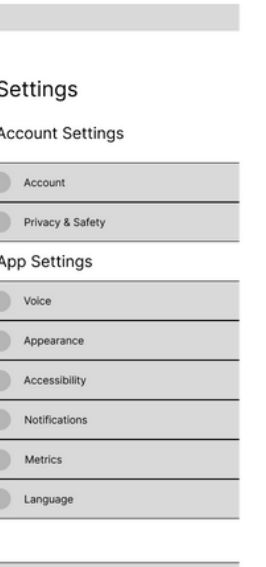
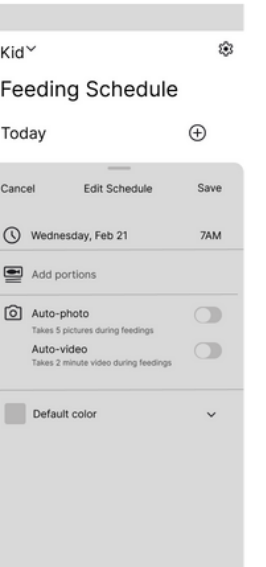
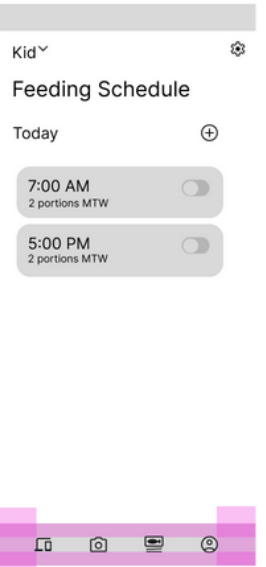
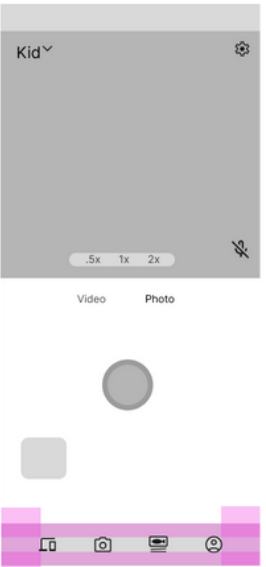
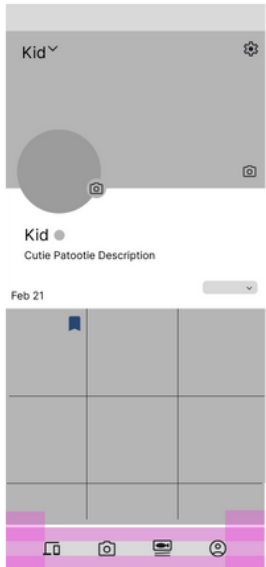
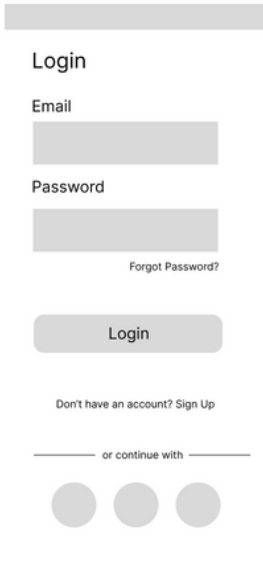


Welcome to WoPet
Lorem ipsum dolor sit amet consectetur.

Get Started
Already have an account? Login



Iterations 1



Design System

The wireframe illustrates the app's structure with the following components:

- Navigation:** A bottom bar with 'Devices', 'Camera', 'Feed', and 'Account' icons.
- Login:** Fields for Username (kristen_graham) and Password.
- Password Creation:** Fields for 'Create Password' and 'Re-enter Password'.
- Feeding Schedule:** A grid of meal cards for 7:00 AM and 5:00 PM, with toggle switches and portion details (e.g., '2 portions Mon, Tues, Wed').
- Device Search:** A search bar for devices, listing 'Smart Feeder FV01'.
- Summary:** 'Today's Feeding Summary' showing 2 meals served and 100 grams total, with 'Meal Details' for a breakfast meal (7:00 AM, 50 grams, Salmon Pate).
- Buttons:** 'Sign In', 'Sign Up', and a 'Kid' dropdown menu.

Color Palette

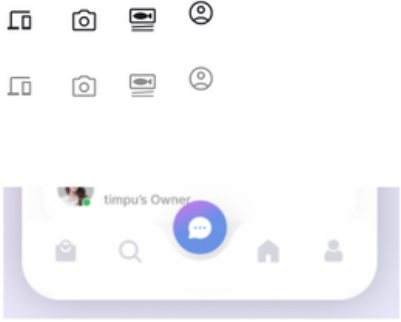


Fonts

SF Pro **JUNGLE HOPE**
SF Pro

1001 fonts

Icons



Size

Heading	Body
H1 - 32 px	B1 - 24 px
H2 - 24 px	B2 - 20 px
H4 - 16 px	B3 - 16 px
	B4 - 13 px



Challenges

Initial Indecisiveness

Prototyping: Trial & Error

Uncertainty

New Territory

The wireframe illustrates the user interface for a pet feeding application. It includes a top navigation bar with icons for Devices, Camera, Feed, and Account. Below this are several screens: a login screen with fields for Username and Password; a password creation screen with fields for Create Password and Re-enter Password; a feeding schedule screen with a grid of meal slots (7:00 AM and 5:00 PM) for different days of the week, each with a toggle switch; a device search screen with a search bar and a list of devices; and a 'Today's Feeding Summary' screen showing meal details like 'Breakfast' at 7:00 AM with a quantity of 50 grams.

Color Palette



Fonts

SF Pro **JUNGLE HOPE**
SF Pro

1001 fonts

Icons



Size

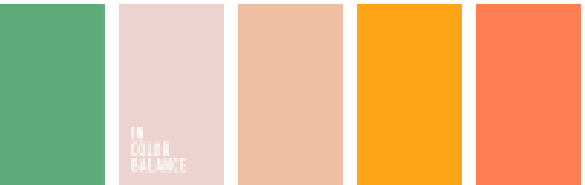
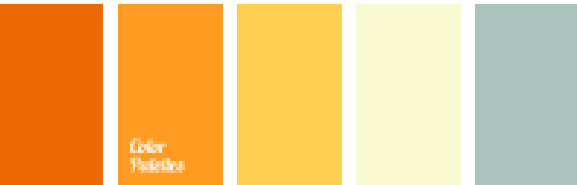
Heading	Body
H1- 32 px	B1- 24 px
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H4 - 16 px	B3 - 16 px
	B4 - 13 px

WOPET 
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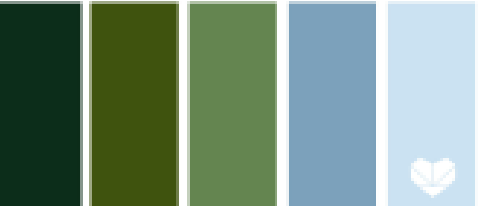
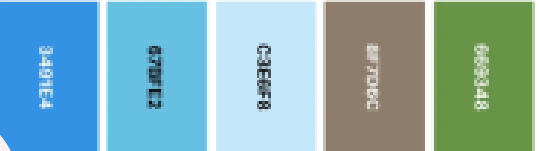
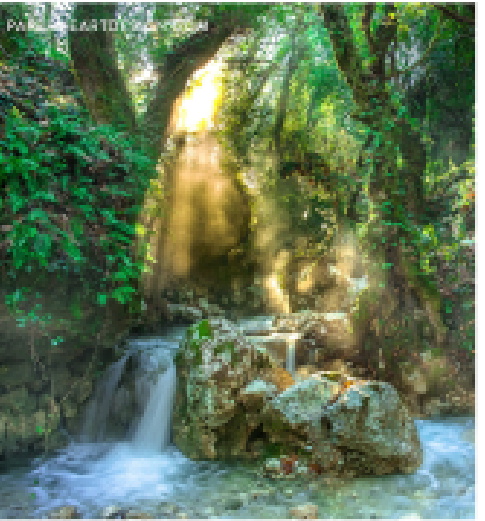


Challenges: Color Palette

warm/healthy vibes?



cozy/earth vibes?



Initial Indecisiveness



Color Palette

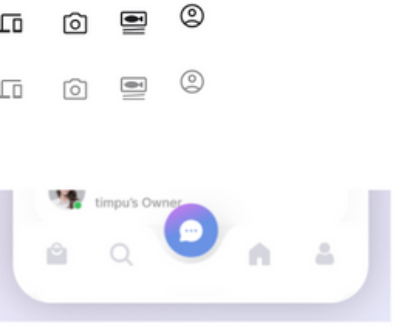


Fonts

SF Pro **JUNGLE HOPE**
SF Pro

1001 fonts

Icons

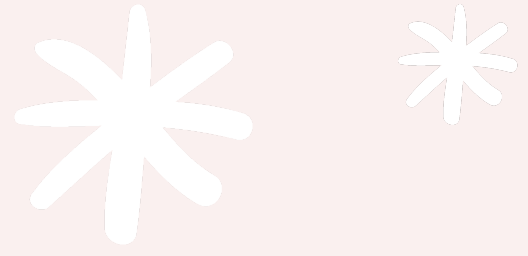


Size

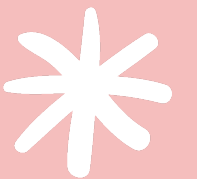
Heading	Body
H1- 32 px	B1- 24 px
H2 - 24 px	B2- 20 px
H4 - 16 px	B3 - 16 px
	B4 - 13 px

~~WOPET~~ 
~~WOPET REDESIGN~~



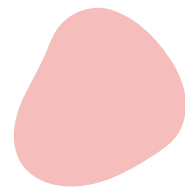


Final Prototype

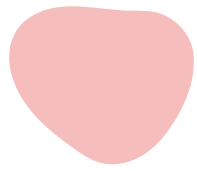


Impact

Key Learnings



When making design-decisions, it's important to take a user-centered approach. UX Research becomes apart of each step.

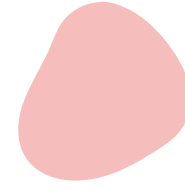


Designing an app is a iterative process, taking feedback and making changes to improve your previous design is a constant cycle. Testing and Feedback are vital to the continual growth of your design.

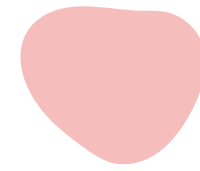


I hope that if this were implemented, it would reduce the amount of clicks users need to navigate to their destination and provide the features, vibes, & clarity for continual use/trust of the pet feeder app.

Next Steps



Design is an iterative process, I would continue iterating on the feedback I've gained and test for additional changes that need to be made.



If this were to be implemented, I'd reach out to the development team, UX Research, design team, leadership team, or appropriate cross-functional teams to make sure everyone is part of the process and that it is viable and desirable for the company/its users.



Thank you!

Slides Credit to Canva!