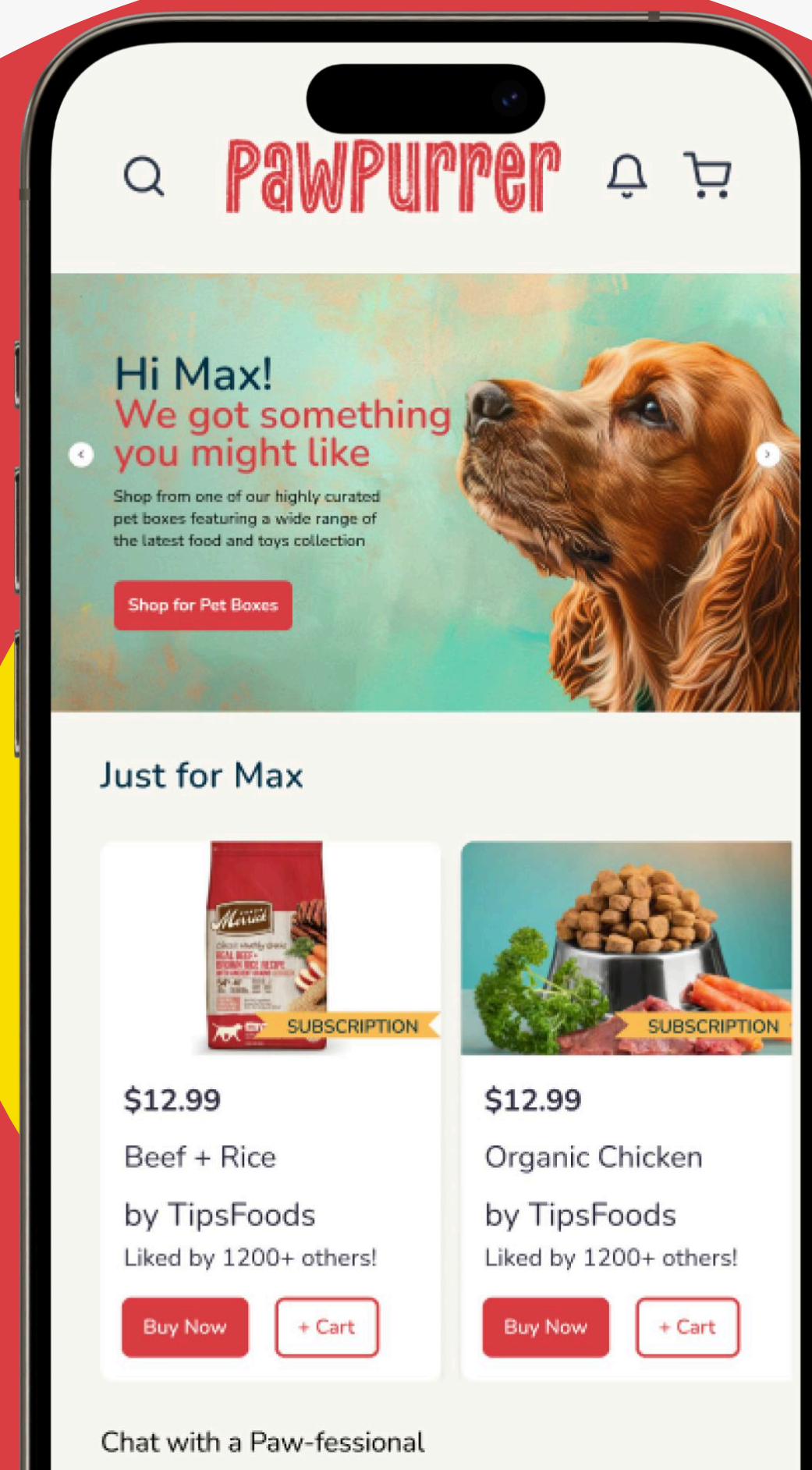


HRUSHIKESH Ingale



The **Purrfect** E-commerce App For Your Pets



COLLABORATORS

stakeholders

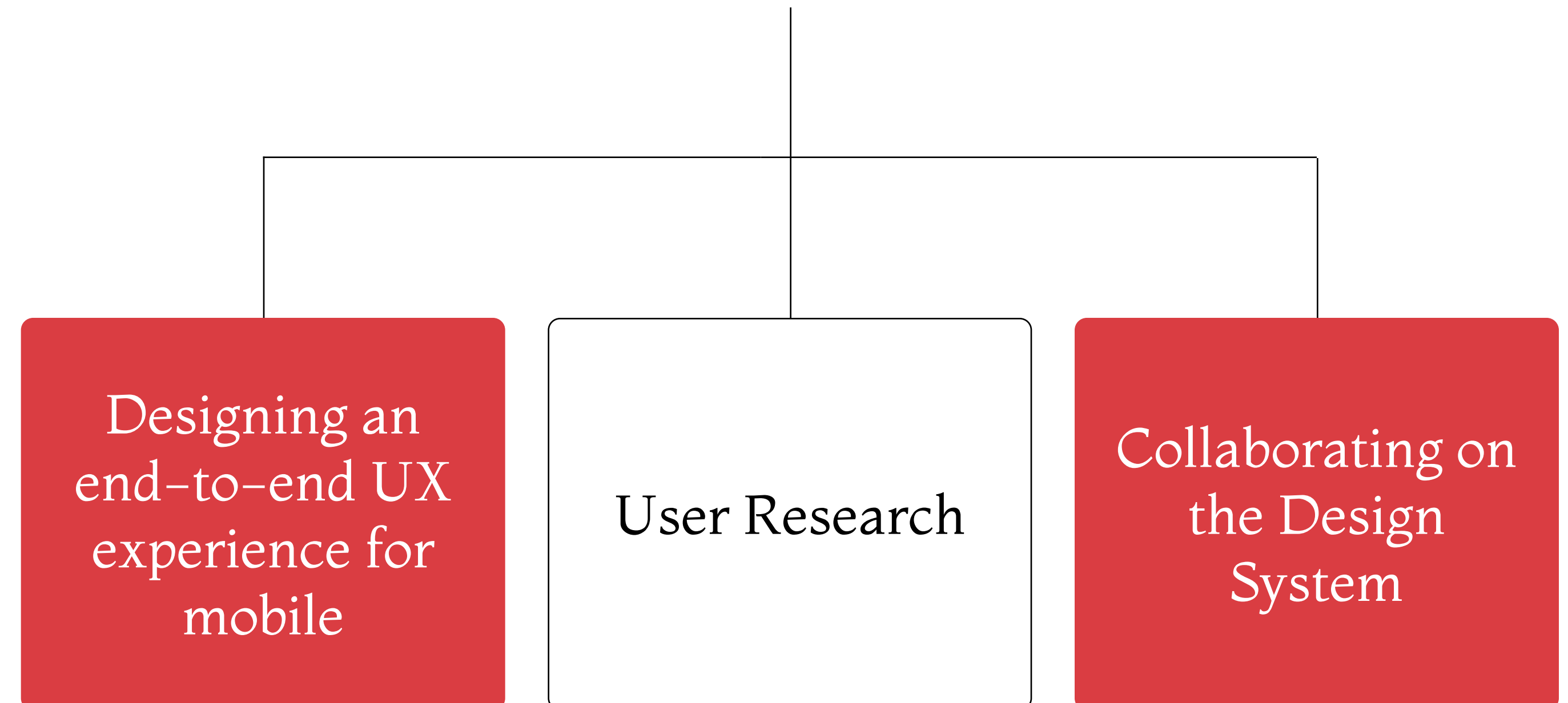
1 Project Manager

Team

3 Product Designers

My role

Product Designer



The 'Why', 'What', & 'How'

Problem Statement

How might we eliminate revenue leakage with improved customer conversion through our online channels?

Strategy

A personalized e-commerce platform powered by a Pet Compatibility Score to offer tailored pet care packages, expert guidance, and a smooth shopping experience simplifying pet parenting.

Image Source: Unsplash

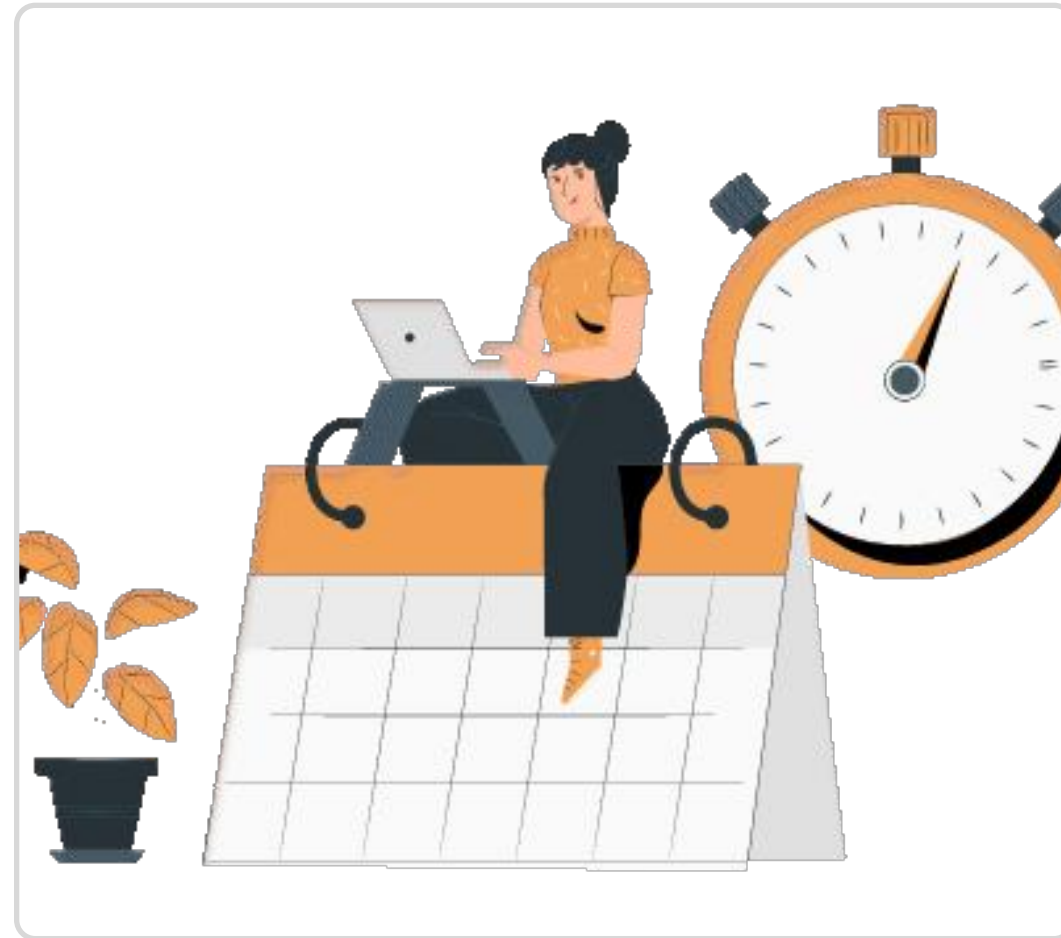
Process

User Research
Iterative Design
Usability Testing
Impact

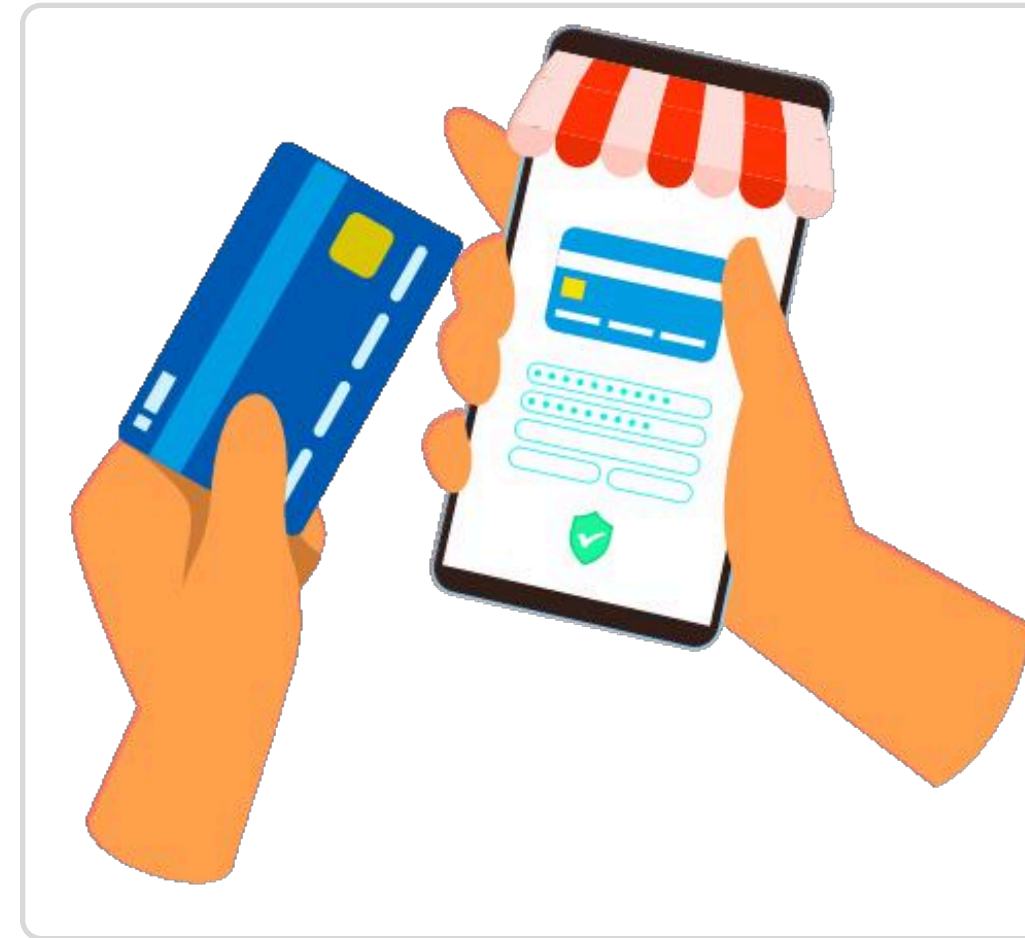
Outcome

- Increased User Retention
- Higher Conversion Rate
- User Validated Design Decisions
- Reduced Drop-off at Checkout

Target Audience



Urban Busy Pet Owners



Tech-savvy Pet Parents



Health Conscious
Owners

Image Source: Lottie Files

Competitive Analysis



Stores	Physical + Online	Only Online
Expert Guidance	In store	Only Online
UX Problems	Low Contrast Excessive Empty Screen Space	Usability Bugs Difficulties in reaching few pages
Personalized Pet Profiles		
Pet Compatibility Score		
Pet Supply Packages		

User Interviews / Primary Research

I interviewed 9 cats and 5 dogs
(i.e. 10 pet owners).

Pets Owned

Cats & Dogs.

Age of Owner

21 – 68 years

Occupation

Student – Working Professional – Retired

Special Preferences

High Maintenance Breeds
Allergies & Dietary Restrictions
Convenience

Image Source: Unsplash

Finding Products

Homepage

Search

Product Catalogue

Product

Inventory

Pet Profile Creation

Features

Customize

Checkout Process

Cart

Payment

Interview Insights & Personas

Out of the several concerns and pain points that were raised, we decided to focus on the following:

Theme 1: Trust & Quality Concerns

Theme 2: Lack of Personalization

Theme 3: Missing Expert Guidance

Theme 4: Customer Convenience



RICHARD

Gender: Male
Age: 30
Occupation: Business Consultant
Car owner: Yes
Rural/urban/suburban: Urban
Pet type: Dog

"I have an unusual breed, so I have to be very careful to pick the best item for it. So once I have a good shopping experience, then I will trust the brand and will keep buying here."

Background and Context

Richard is a busy young career oriented business consultant with barely a few hours of free time every day. This makes it even difficult for him to dedicate extra time towards the pet care.

Goals and Motivations

He likes to own rare dog breeds and likes to pamper them a lot with toys, clothes and the fanciest food. Has an instagram profile for the dog.

Pain Points and Challenges

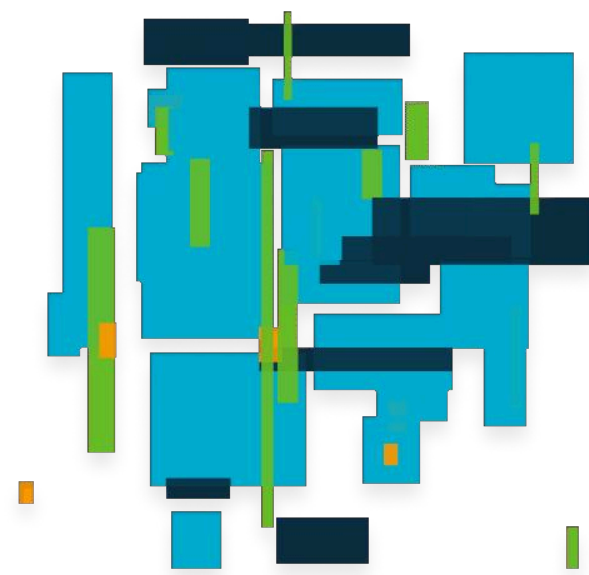
Too busy to pick out products carefully. It is hard for him to choose the appropriate from various kinds of products on website. So he prefers algorithmic recommendations. Sometimes he will chose the higher price if it saves time.

Behavioral Insights

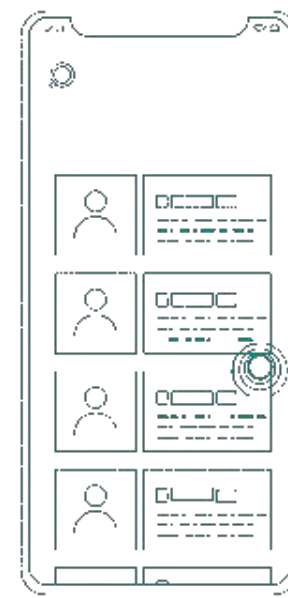
Often relies on the previous experience and algorithmic recommendations on website. Once he decides to buy a certain product, he will buy a large amount for 3-4 months' needs.

Iterations

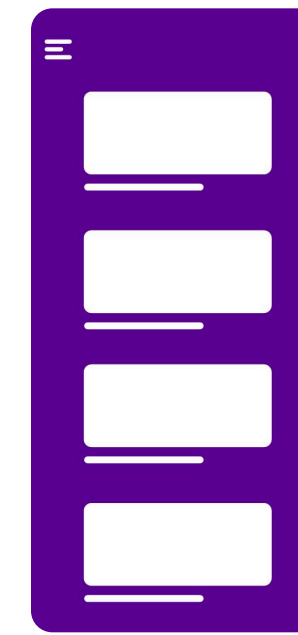
The process that we followed ahead:



**Information
Architecture**



Wireframing



Prototype

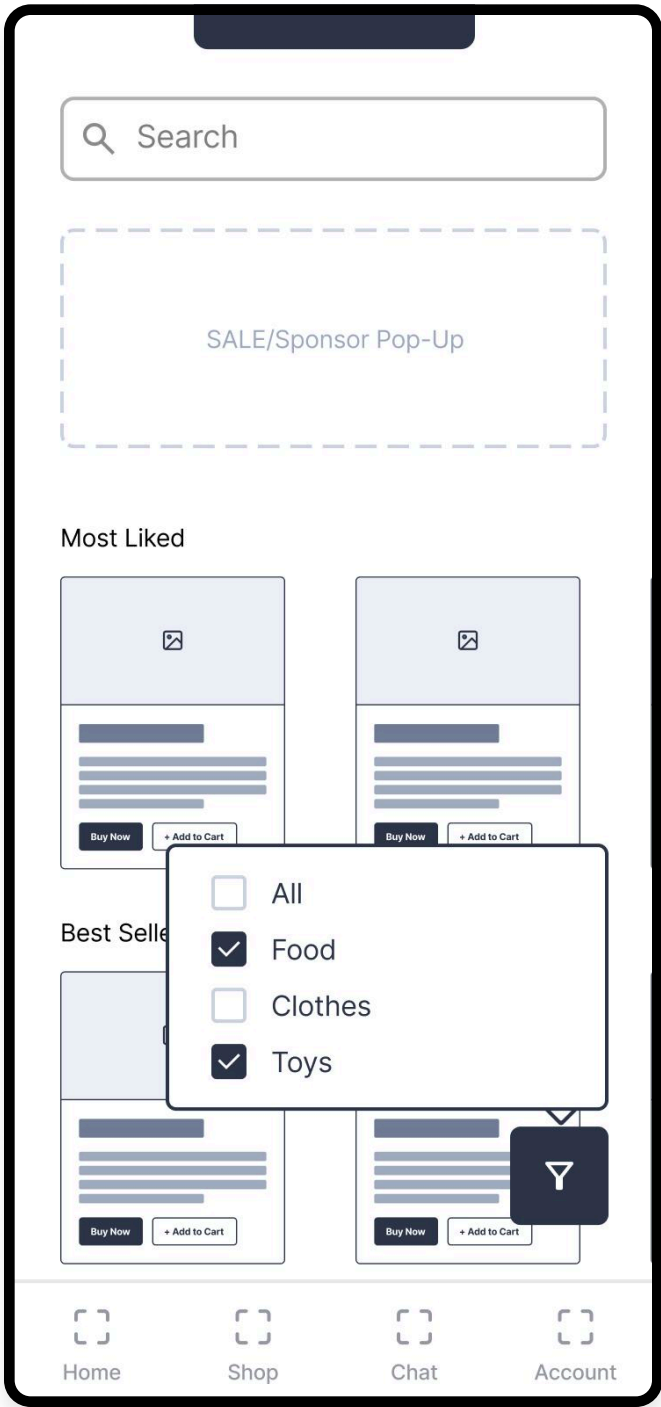


Testing

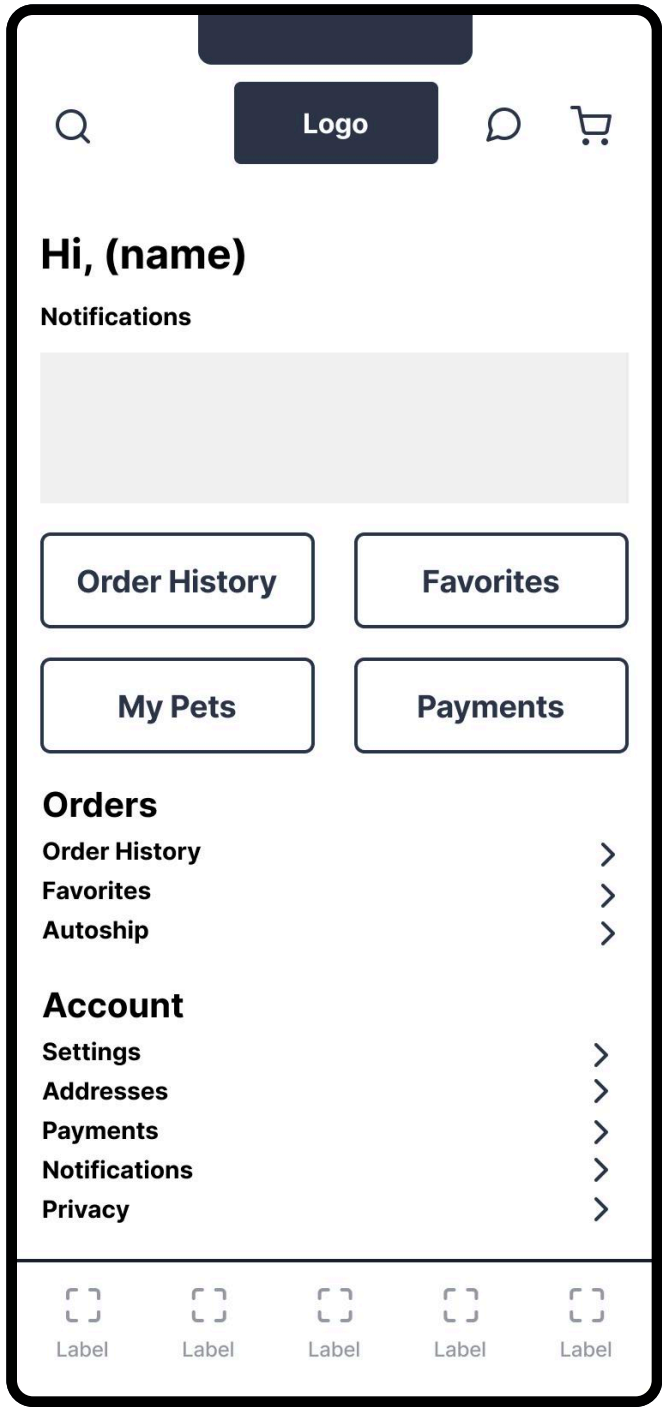
Source: Lottie Files

LOW Fidelity Wireframes

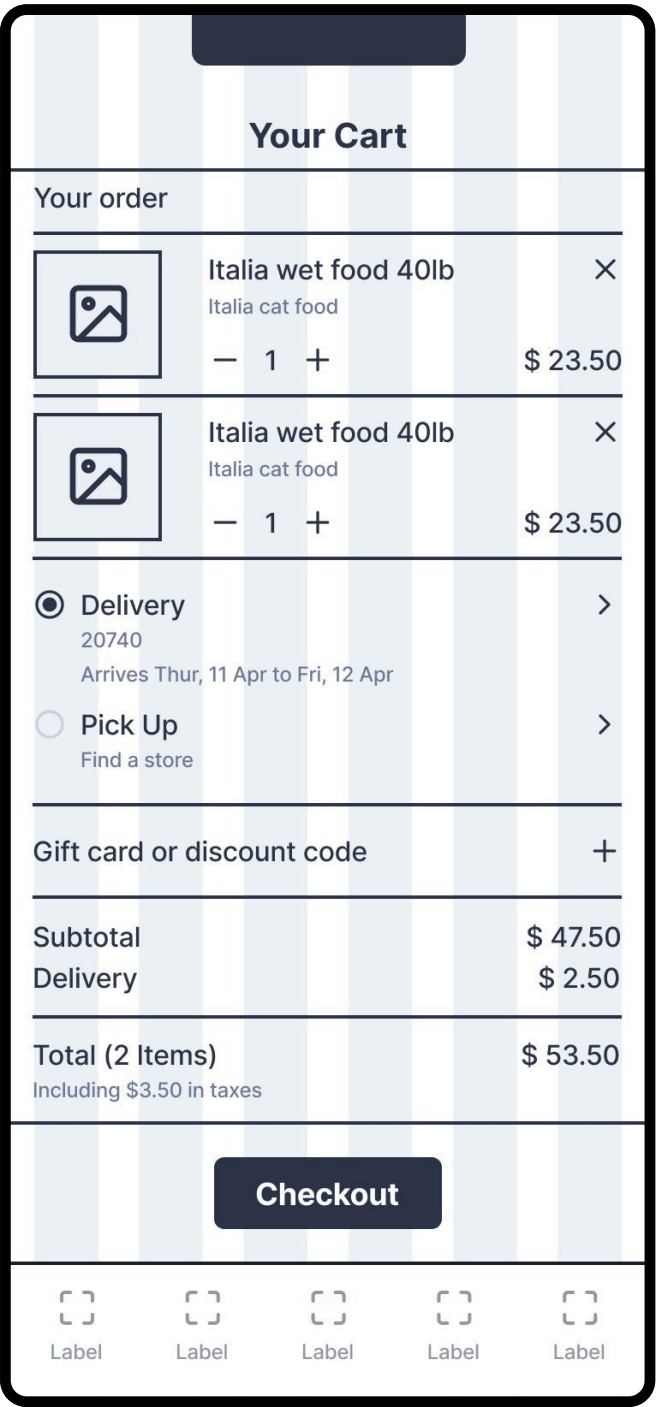
Product Catalogue



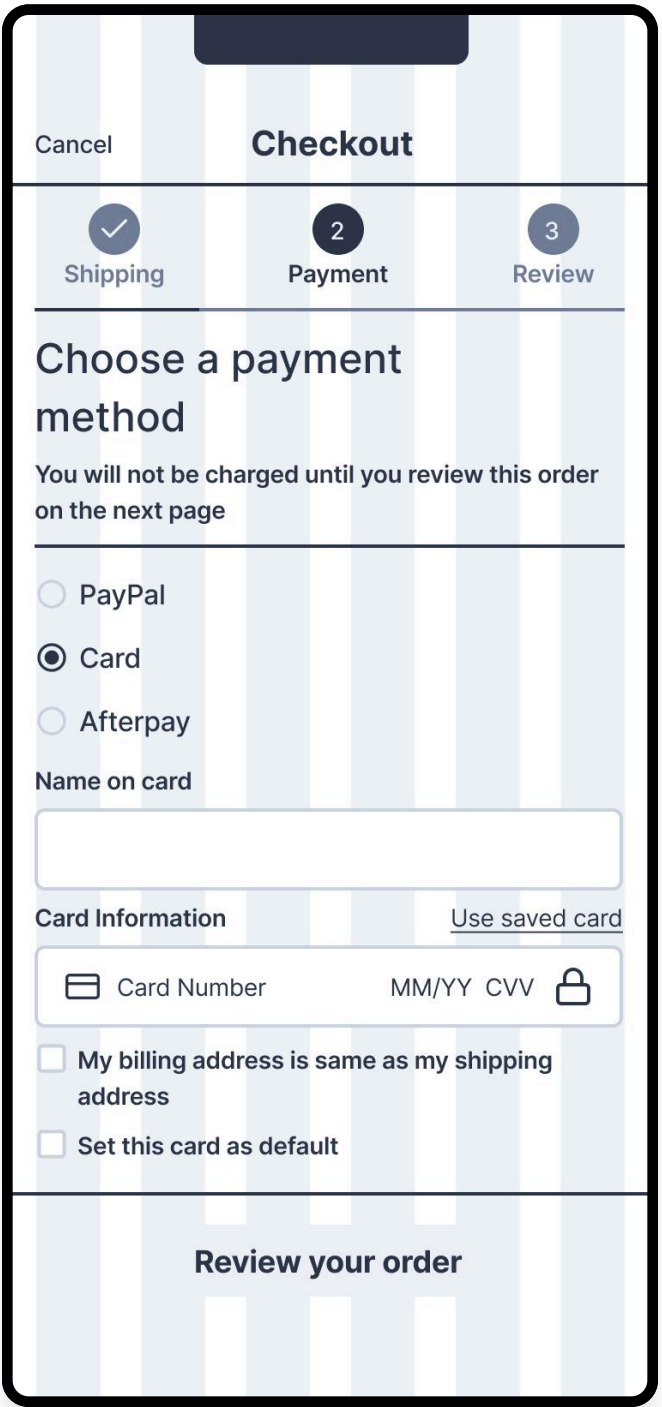
Account Dashboard



Subscription Options

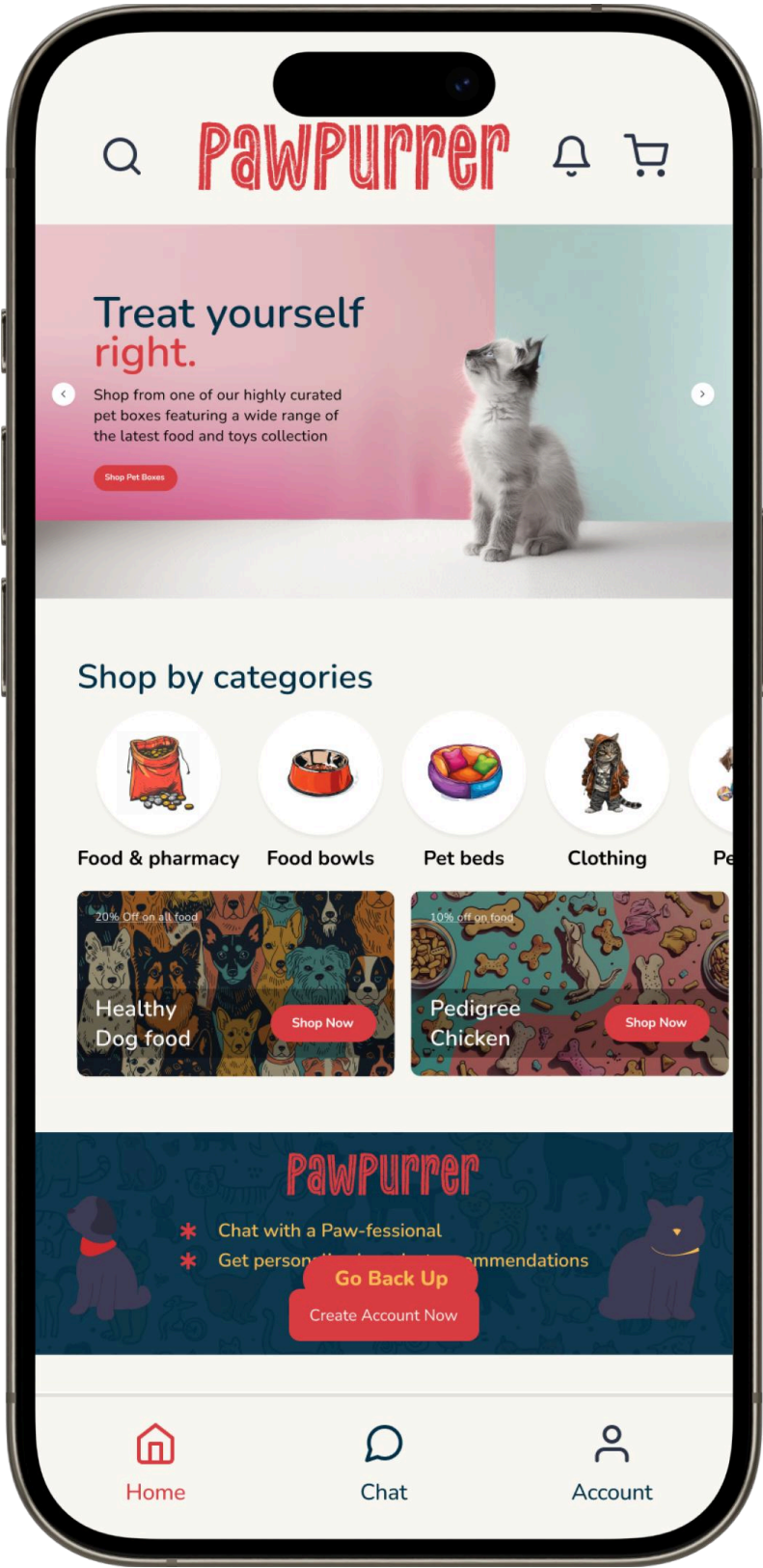


Checkout System

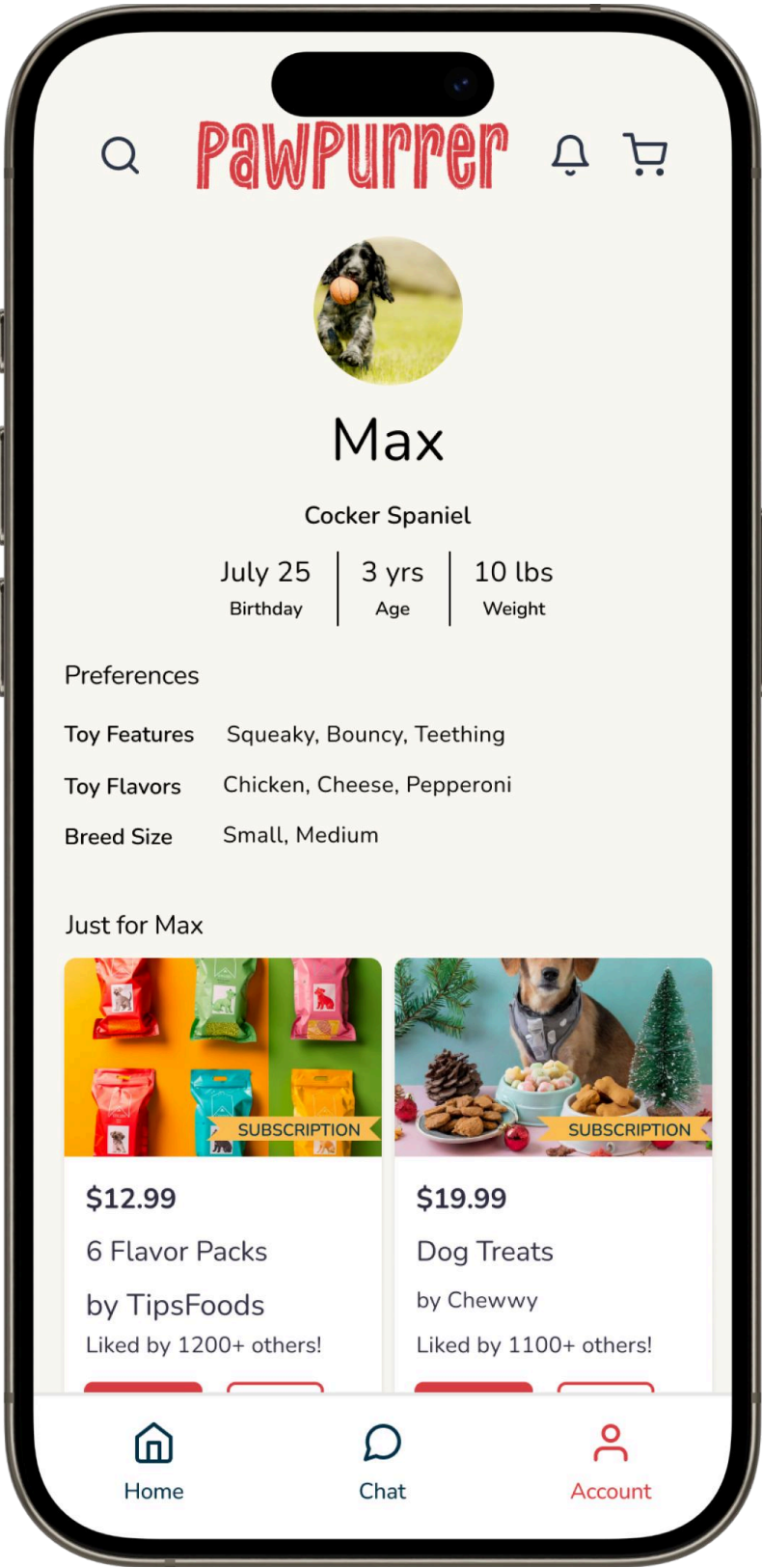


Hi-Fi Iteration

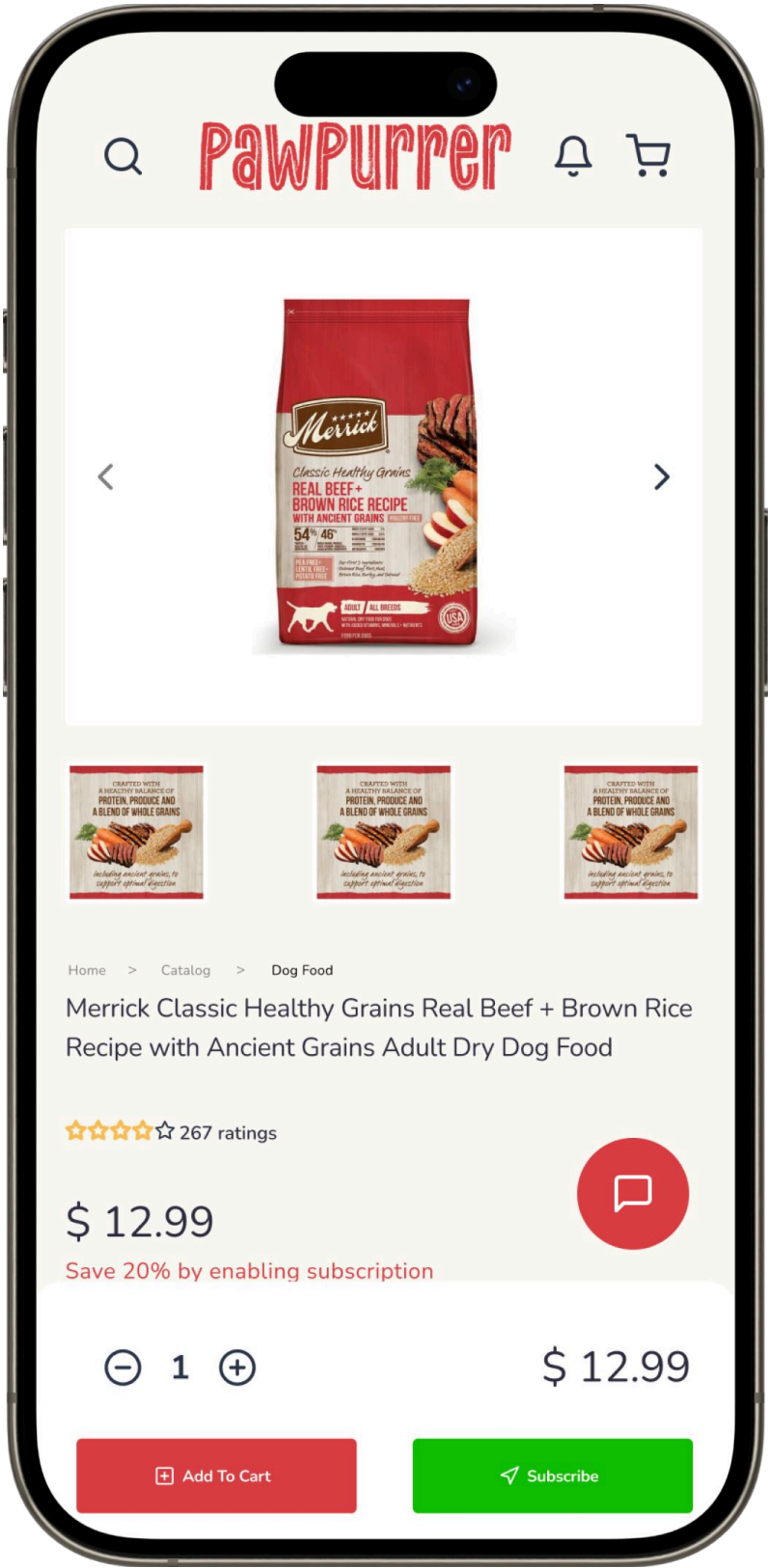
Homepage



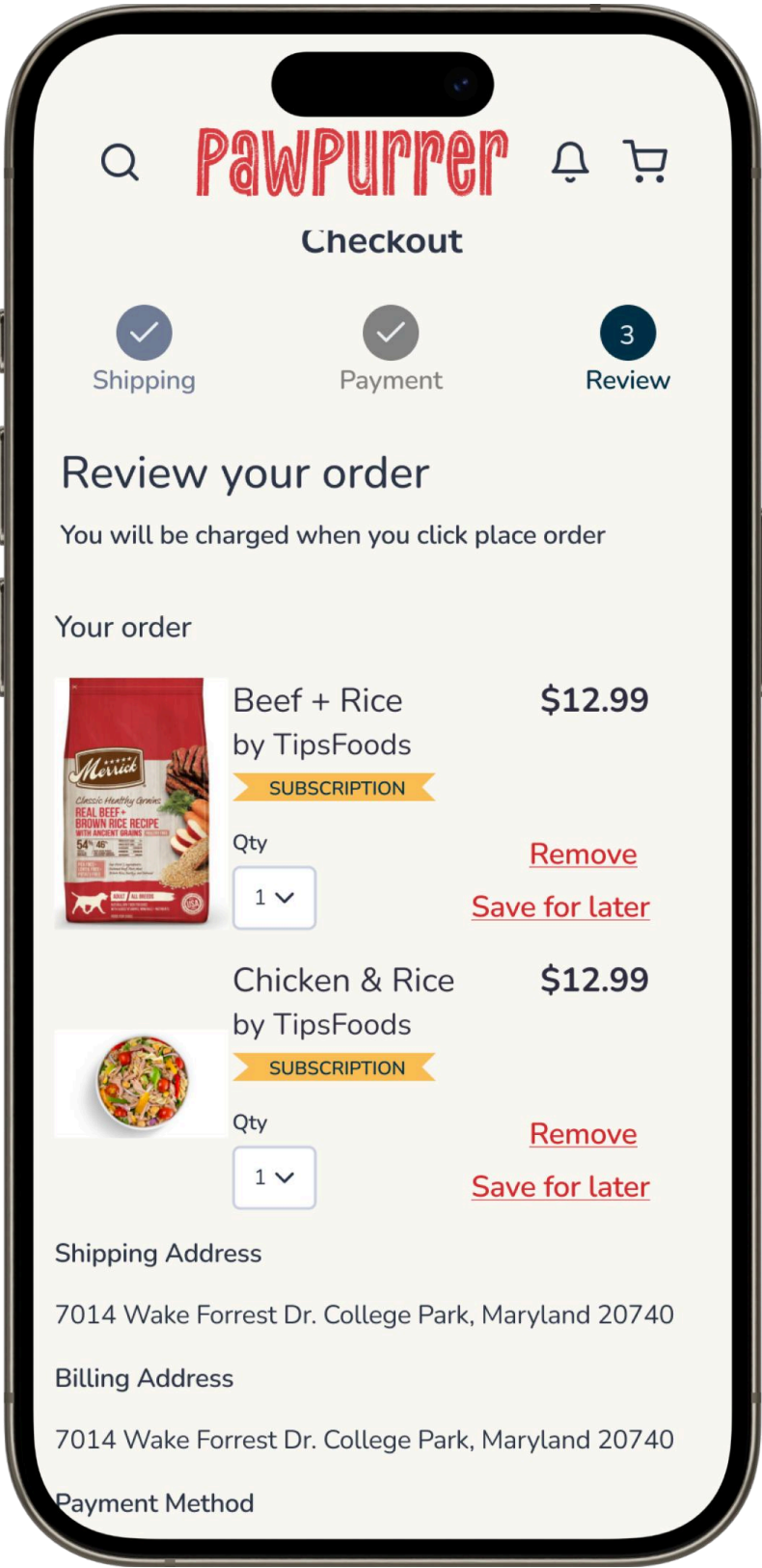
Account Dashboard



Subscription Options

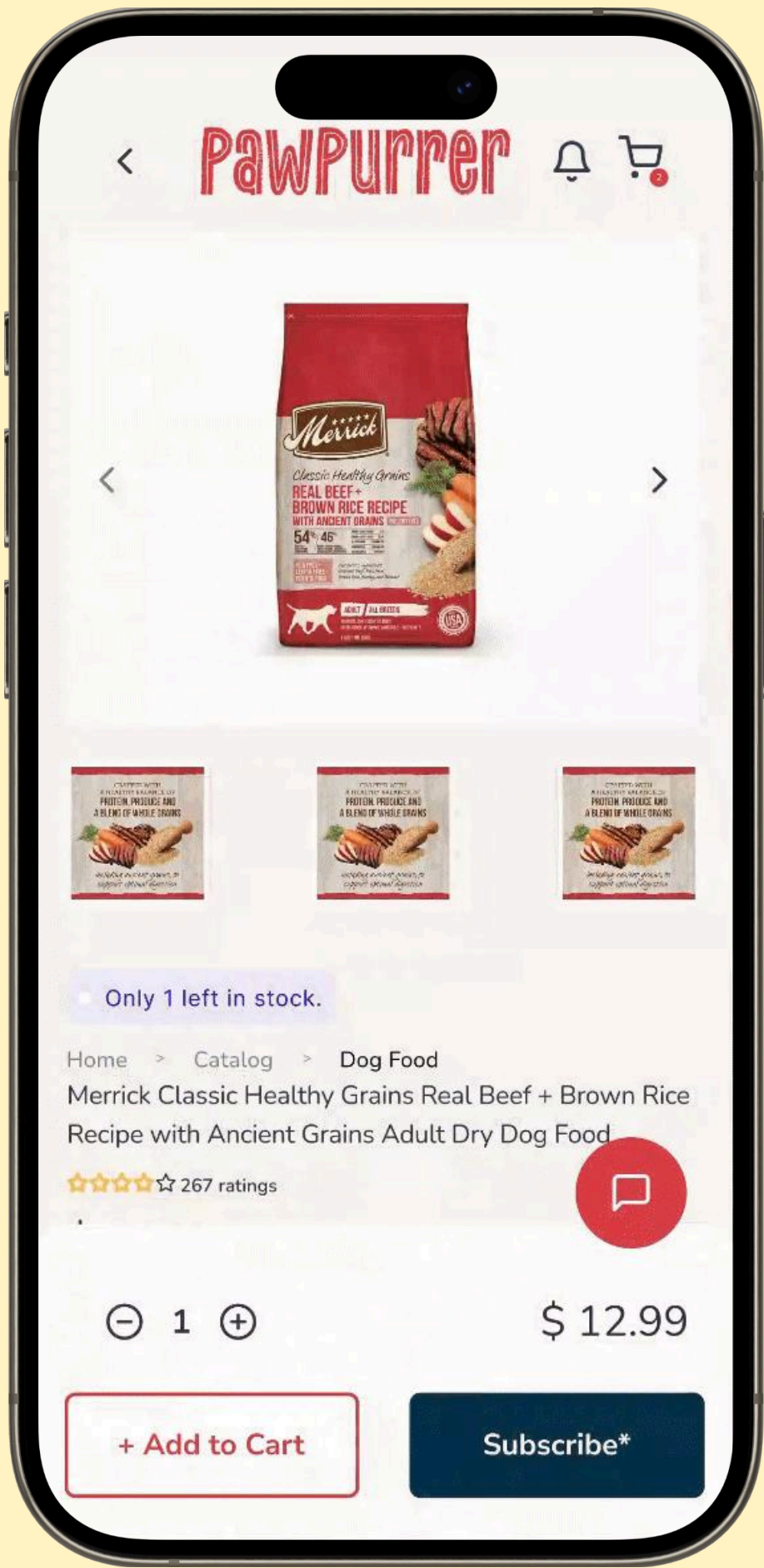


Checkout System

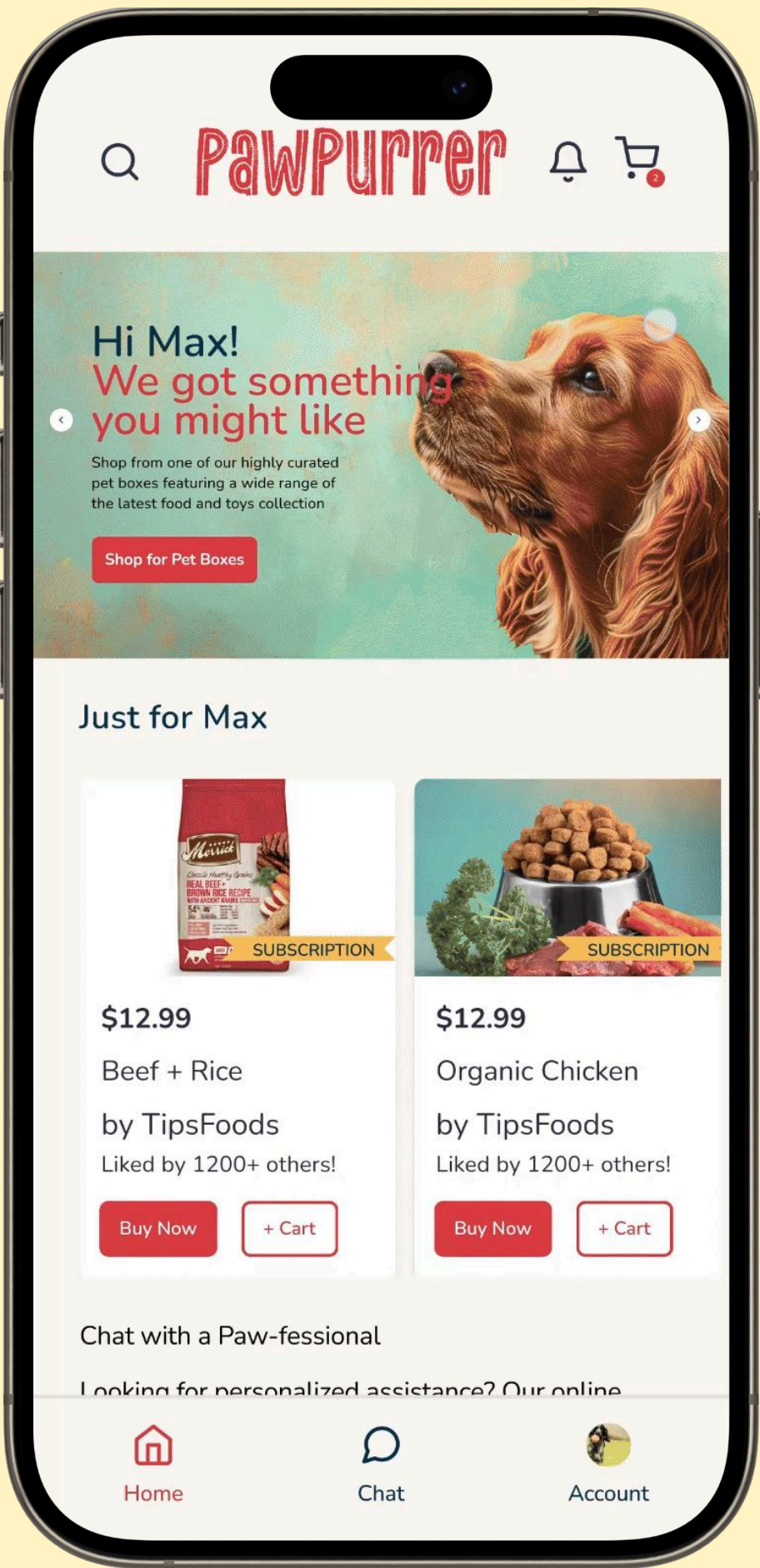


Final Design Decisions

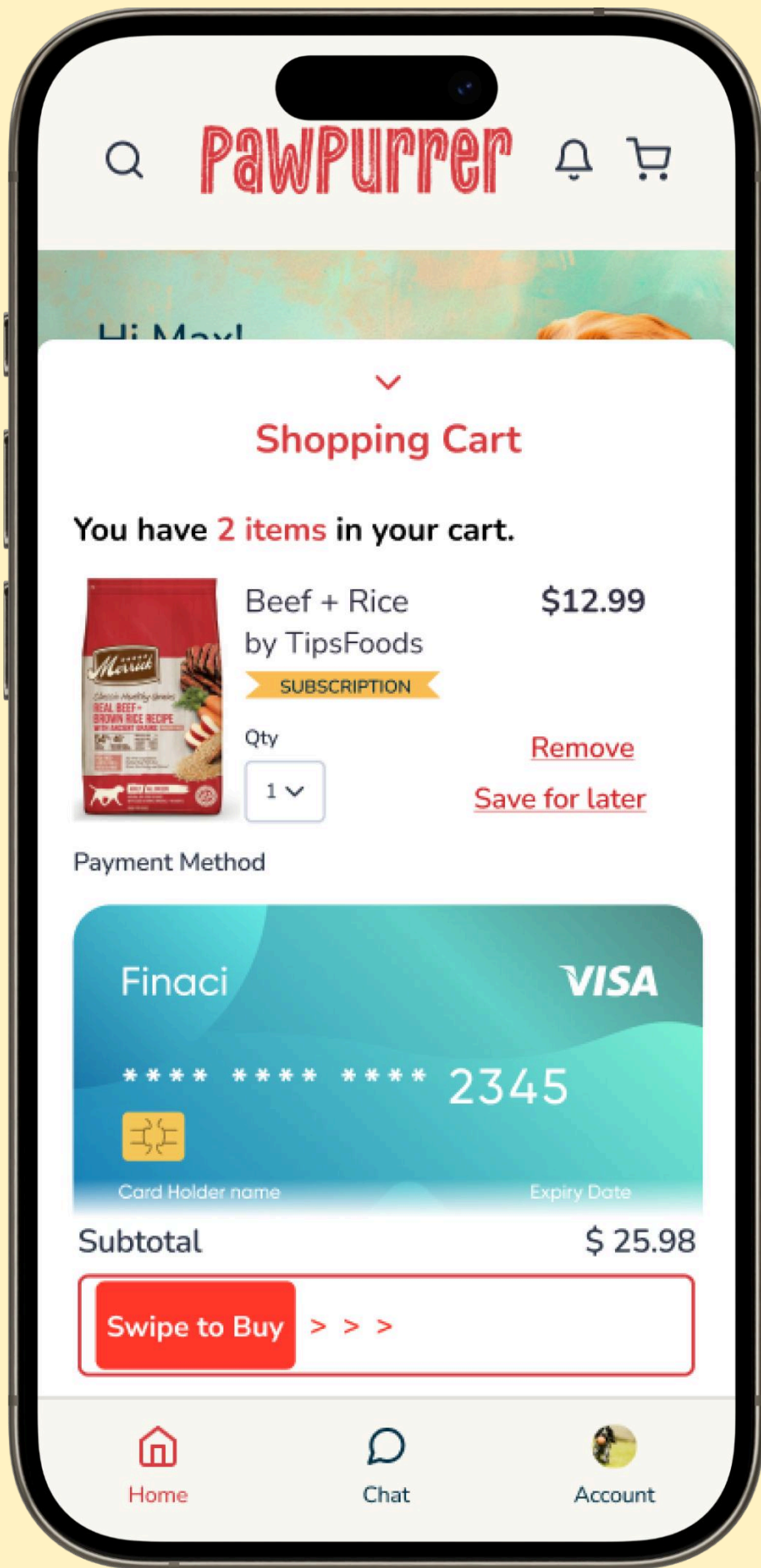
Product Information



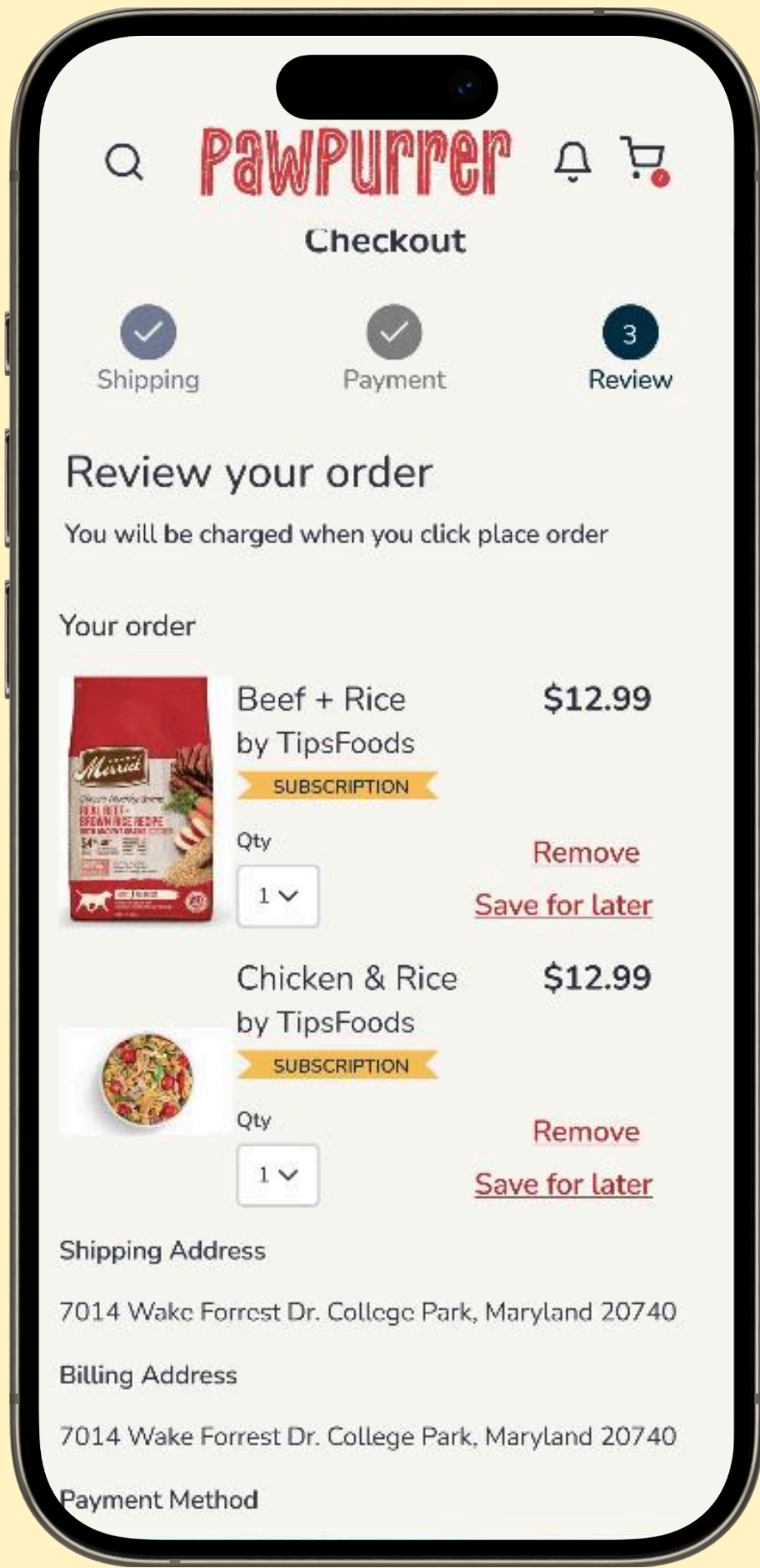
Customer Support



Quick Checkout

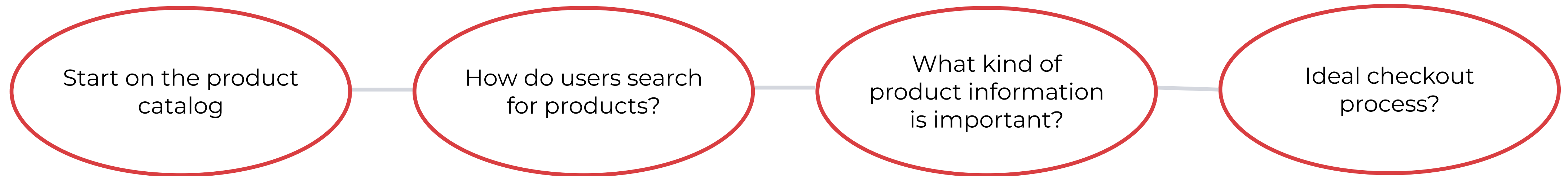


Order Confirmation

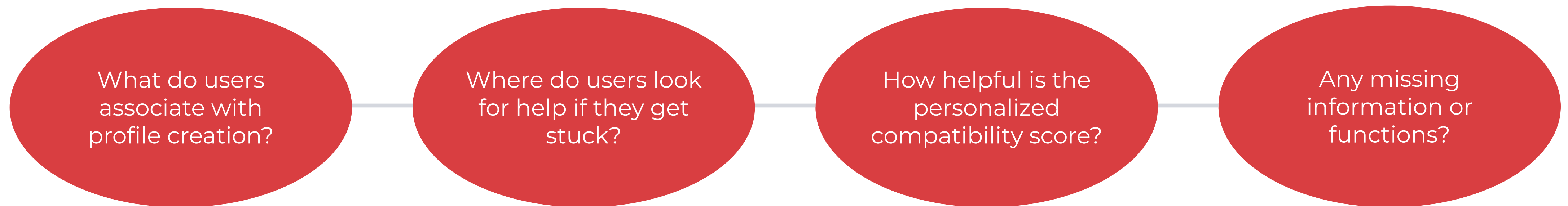


Usability Testing

Scenario 01: Buying & Checkout



Scenario 02: Pet Personalization



Usability Testing / 2 Iterations

P1 Pet Profiles

1. Creating pet profiles is not easily accessible.
2. The benefits of creating a Pet Profile & the score are not clear.
3. Personalized results should be displayed upfront.

P2 Product Information

1. Need inventory and nutritional information for products

P3 Customer Support

1. Need quick access to the chatbot

P4 Checkout

1. Provide a faster way of buying and checking out with products.

"The Pet Profile seems buried, should be surfaced on homepage" P1-1

"Maybe adding a tutorial for first-time users would help" P1-2

"The personalized touch was nice however too far away for the user to reach" P1-3

"It should display products specifically suited for Max's needs right upfront" P1-3

"I often struggle with reading small labels and finding detailed nutritional information." P2-1

"What if I am buying something and have a quick doubt that needs to be resolved?" P3-1

"I value an easy checkout process." P4-1

Usability Testing

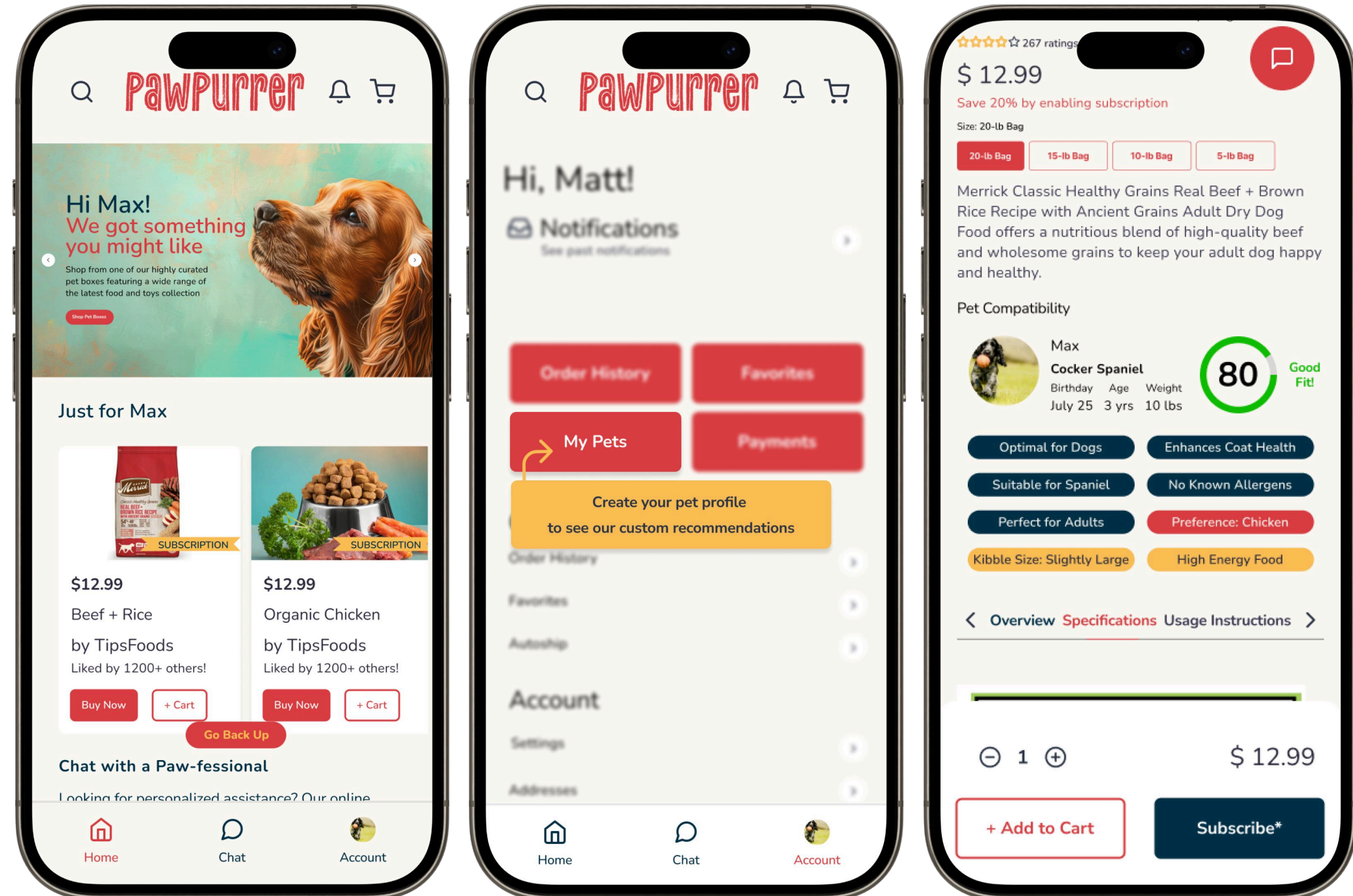
Major Problem Areas

Pet Profile & Personalization

- Creating pet profiles is difficult to find
- Benefits of profile score were not clear.
- Personalized products should be marked upfront

Our Solution

- Making the profile creation easily accessible
- Showcasing personalized products upfront
- Highlighting benefits of the Pet Compatibility Score



The Impact



20%

Improved Click-through
Rate on **Personalized
Recommendations**



34%

Users used **Quick
Checkout** ensuring higher
conversion rate



88%

Users said they prefer
PawPurrer over its
competition

What did I learn?

Agile Collaboration

Co-designing can be very tricky. Effective communication fuels collaboration.

Marry the User, Divorce Your Design

No feedback is worse than bad feedback. You are not what you design.

Synthesizing User Feedback

Conflicting feedback made it difficult to narrow down enhancements from iteration to iteration.

