Research
Behavior Analysis

What is the behavior(s) you are trying to capture? What are your users physically doing?

I am trying to capture the process of searching, finding, and deciding to visit a pet for adoption. This would initially begin with being able to find an animal that fits the lifestyle of a user, whether the user is a retiree, working professional, or student. The second behavior would be researching animals available for adoption by viewing photos of the animal and reading its description. The user would bookmark the pet description and either contact the shelter and/or save the location to visit. The user can also set alerts for pets that match their requirements. Pet owners can also post their own pets for rehoming or adoption.
Challenges

Research

It is difficult to match pets into the lifestyle of the pet adopter.

There is currently a fear of having to surrender a pet to a shelter, and there is no proper platform for re-homing pets.

Many animals in open admission shelters never find a home, and some animals given away on Craigslist can fall into the wrong hands.

My app will increase adoption of animals to good homes by matching pets to the lifestyle of the owner.

My app will allow owners to find proper new owners for their pets.

My app will increase communication between owners of adoptable pets and owners looking for pets prior to the visitation process.
Objectives

Collect information about the pet adopter’s lifestyle as well as the pet behavior/characteristics through a questionnaire and run an initial filter.

Allow searchers and current pet owners to evaluate each other and match those who have a mutual like for each other.

Searchers and current pet owners can set alerts for results that match their needs.
Who will use this? How will they use it? How if at all, will it change their behavior or the behavior of whomever is around them? What is the need for this? What do they currently do?

The users will be twofold: 1) people who have stable lifestyles and are looking for a lifetime animal companion or to foster an animal and 2) people who are looking for a new home for their current pets.

Currently, people give up their pets to adoption shelters for free or they post their pets on Craigslist for a rehoming fee. Sometimes they use ads or posters and other times they hand their pets over to strangers who are interested in taking their pet.

This app will empower pet owners to find new homes for their pets rather than bringing them to a pet shelter. The app will allow current pet owners to take initiative in choosing the new owners or foster homes they would like their pets to have. Pet adopters can also search and set alerts for pets that match their current lifestyle, rather than the type of pet they think they would desire. Both pet owners and adopters will get alerts when there is a potential match, and they can also manually search for pets that could fit their needs.
Context

Where will you find this UI?

… the app store (amongst pet adoption apps)
… an adoption center (in the FAQ or at the help desk)
… featured in blogs or news articles
Research

Screen Size

Screen size: 4.7 in
Pixel size: 1334 x 750 px
Jennifer

AGE
24-30

Profession
Marketing Analyst at a tech company

Relationship Status
Single

Residence
One bedroom in Mountain View

Familiarity with Technology
High

Hobbies
Hiking, board games, photography, brunch

Jennifer is a young adult who graduated a few years ago and has gotten comfortable in her job as a marketing analyst. Since she works for a tech company, she has the option of working remotely on some days. She is currently single, but likes to go hiking or for brunch with her girlfriends on weekends. On the weekdays, she can get pretty lonely and usually just surfs the internet or watches some Netflix. She owns a smartphone, tablet, and laptop and is familiar with various mobile apps. On the one hand, she really wants a pet companion, but she is uncertain about what type of pet would suit her living situation and lifestyle.
Research

Persona 2

David

- **Age**: 31-40
- **Profession**: Product Manager
- **Relationship Status**: Married
- **Residence**: Two story home in Burlingame
- **Familiarity with Technology**: High
- **Hobby**: Golf, skiing

David just welcomed a new baby into the family, but unfortunately his baby is allergic to cats. He is looking for a good home for his five-year old cat, Goosie, that he doesn’t want to surrender to a shelter.

His cat has a very specific personality. She loves to be cuddled, but not for too long. She loves belly rubs, but doesn’t like her paws to be touched. She is friendly with dogs and other cats.
Sarah is in her thirties and already owns a dog. However, she would love to foster another dog until a long-term owner is found. She has a flexible work schedule and can bring pets to the office, and her lifestyle is suitable for taking care of multiple pets.
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Jennifer wants to adopt a pet.
1. She launches the Blaf app on her phone.
2. She answers five quick questions about her lifestyle.
3. She is presented with an image and quick description of a pet available for adoption. She votes the pet up or down.
4. If the adoptee also votes her up, then she will be connected with the adoptee party.

David wants to give his cat to a good owner.
1. He launches the Blaf app on his phone.
2. He answers five quick questions about the cat.
3. He is presented with an image and quick description of a potential pet owner or foster caretaker. He votes the potential adopter up or down.
4. If the adopter also votes his pet cat up, then he will be connected with the adopter party.
What type of experience do you want to provide for your user?

E.g., The overall feeling of this app is to encourage serendipitous exploration. I also want to encourage people to make spontaneous decisions. The experience should be fun and relaxing, as having a pet should be. The user should not have to think too much, but instead be able to scroll through several profiles quickly. This will get their foot in the door and start the conversation between pet adopter and adoptee.