BiteClub

CONCEPT, BRANDING, & MOBILE UX

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Project Overview

BiteClub is a subscription-based pet food application designed to enhance the well-being of your furry companions. Key features include tailored dietary recommendations, personalized doggie bags, and a seamless order scheduling system that provides pet owners with a hassle-free solution for their furry friend's nutritional needs.

My Role

Entire product design from research to conception, visualization, and testing.

Duration

March 2023 to July 2023

Completed while in the Google UX Certificate program.

Project Overview

Problem

Busy pet owners need more affordable and convenient options for purchasing supplies and trying new products.

Goal

Design an app that provides users with options, personalized recommendations, and consistent deliveries based on their pets' needs.

RESEARCH

- User Research

- Market Research

- Persona

- Usability Study

Understanding The User

Before beginning the design process, we needed more information on our users. Our primary focus was to better understand the users we are designing for, their goals, and their pain points. We conducted user interviews to learn about their needs and preferences.

Research Goals

- To understand the challenges people face when taking care of their pets.
- To understand what it looks like to care for a pet (what they require).
- To Identify how people decide what to buy for their pets.

Interview Questions

- Where do you purchase your pet's food? Why do you buy it there?
- What factors do you consider when deciding what products to purchase? Do you repeatedly buy the same products?
- What challenges do you face when taking care of the needs of your pet?
- Do you share pet responsibilities with anyone else?

KEY INSIGHTS FROM RESEARCH

Users want more options tailored to their pets' dietary needs

They would like more variety of flavors/ brands to choose from, including offerings from small businesses

When purchasing food online, they would like the option of scheduling shipments
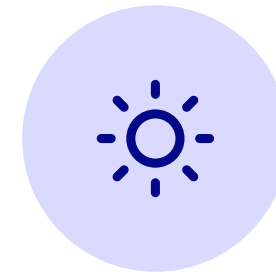
Understanding The User: Pain Points

CONVENIENCE

Most of the user's purchases are based on what is most convenient

COST

It costs too much to try new products without knowing if your pet will like it

CONSISTENCY

It's hard to build a regimen when the products aren't always on the shelves

Competitive Analysis

The goal of conducting our competitive audit was to compare the experience of ordering food from our competitor's app. We looked at the type and quality of the products they offer, how they position themselves in the market, and their overall strengths and weaknesses.

The pet supply companies we looked at gave us insight into what works and where there are gaps in the market. We looked at a delivery service and a subscription box service as indirect competitors to see how they position themselves as providing a service rather than a product.

Direct Competitors: Chewy, Bark Box, and Petco

Indirect Competitors: Instacart, Ipsy

KEY INSIGHTS FROM RESEARCH

Competitor strengths

easy navigation, thoughtful features, in-person availability (convenience)

Competitor weaknesses

clunky mobile experience, improve accessibility features, too many irrelevant pop-ups/distractions

Gaps in the market

the ability to try sample-size portions, create custom lists, tailor experience to your pet's diet

USER PERSONA

Bio

Chez is a married new dad who has been a professional chef for over 10 years. He likes shopping at his local pet store and appreciates that they have brands he doesn't see anywhere else. He sometimes finds it hard because their prices are almost double what you might pay on a site like Amazon.

Goals

- Stay on top of pets' diet/nutrition and health
- Explore new products

Frustrations

- Finds it hard to support niche brands with high prices
- "It's frustrating to find a product my pets love and then have it not be regularly stocked"
- "I'm constantly going to the store to restock pet supplies"

"I love finding new products and giving my pets options, especially when it's a reasonable price!"

Chez
36, Chef
⊙ Miami, Florida

Journey Map

Persona: Chez

Goal: Find new food tailored to my pets needs

Mapping Chez's user journey revealed that it would be helpful for users to have the ability to try new products through the convenience of a dedicated subscription app.

| ACTION	Identify pet's needs	Understand my pet's diet restrictions	Find options	Order food	Feed my pet
TASK LIST	**Tasks** 1. Consider what I know about my pet's diet 2. Review vet paperwork	**Tasks** 1. Talk to my vet 2. Research online	**Tasks** 1. Search for food 2. Compare options	**Tasks** 1. See if it's available online/in store 2. Order food	**Tasks** 1. Receive food ordered 2. Feed my pet 3. Decide if it is good
FEELING ADJECTIVE	**Anxious** I have to dig to find what I need	**Excited** It feels good to better understand what my pet needs	**Overwhelmed & frustrated** There's a lot to consider	**Excited** to finally get it taken care of	**Enthusiastic** Can't wait to see if they like what I picked out
IMPROVEMENT OPPORTUNITIES	A dedicated space for pet's information in situations like this	Incorporate educational articles to learn about pet needs	Provide filters, include reviews, optimize app for screen readers	Consider using filter for showing availability before the user has decided on a product	Include an option to save what you've tried & take notes/rate products

STARTING THE DESIGN

- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype

Paper Wireframes

Paper wireframes helped prioritize the elements to include for each screen and how to best showcase the sections.
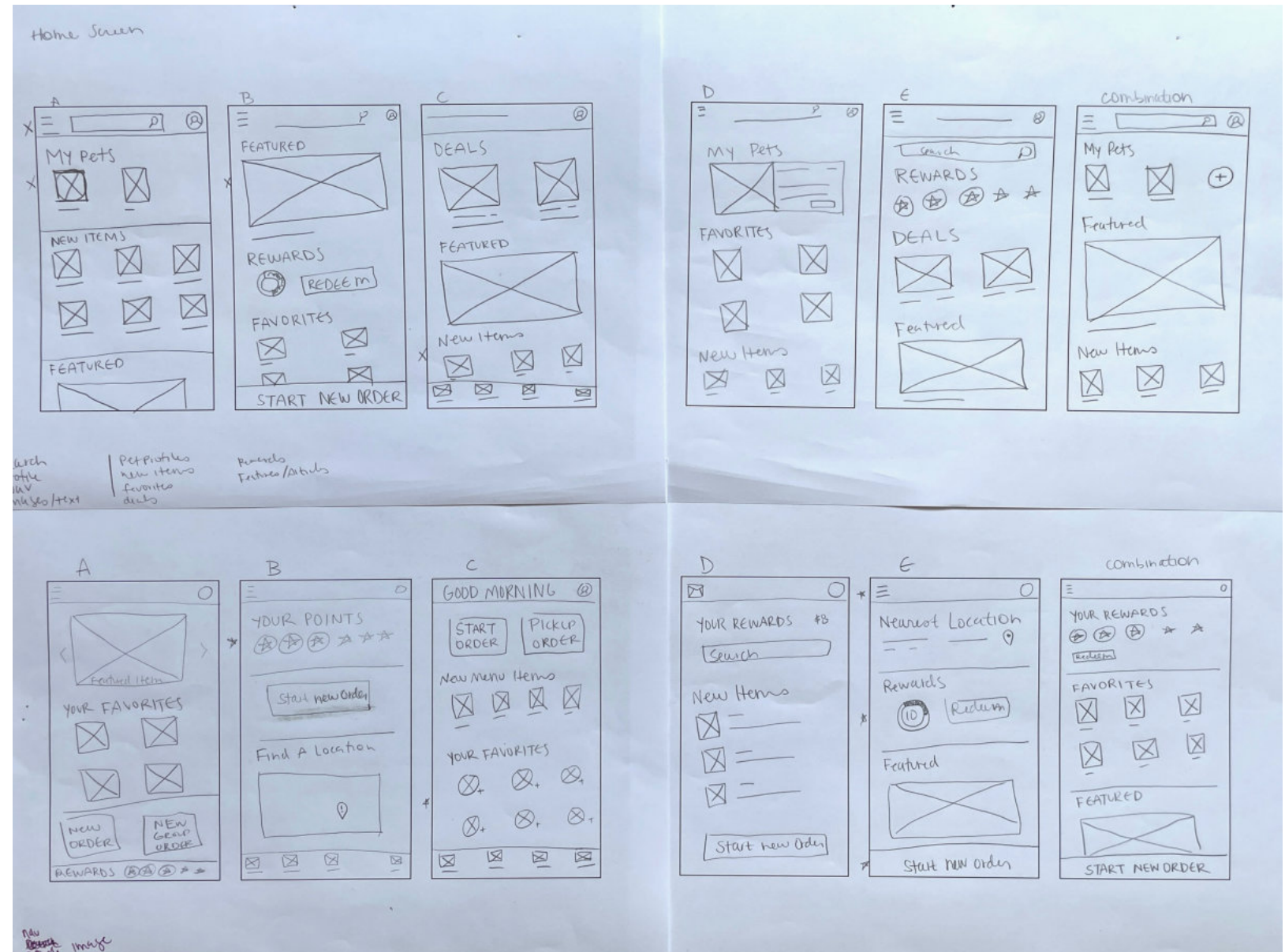
Digital Wireframes

I created digital wireframes in Figma to visualize the structure of the app. As I worked through the wireframes, it became clear that some elements in the design didn't add substance to the experience. For example, capturing your pet's activity and diet didn't have the same effect as asking specific questions like what type of food they like, your wellness approach, and pinpointing diet restrictions.
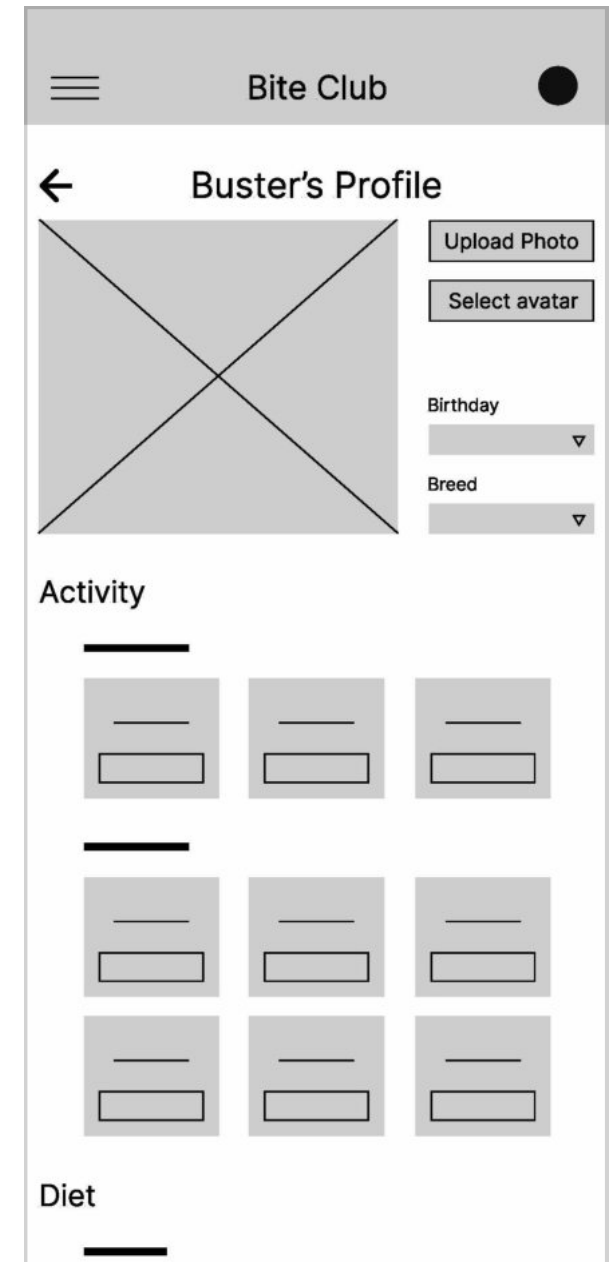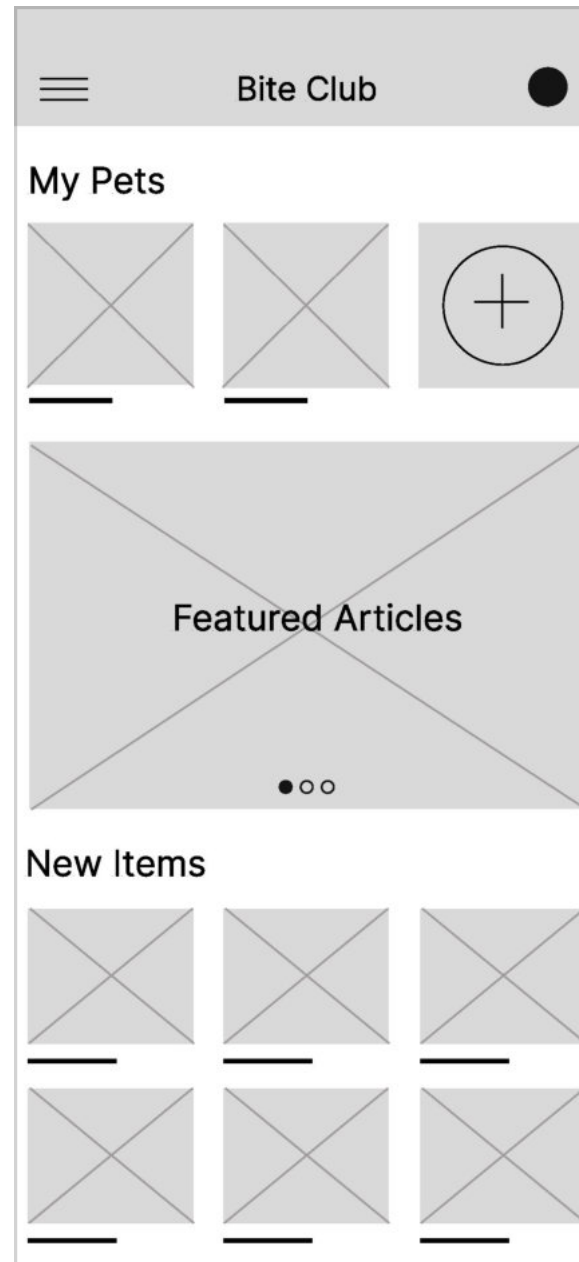
Low-Fidelity Prototype

The low-fidelity prototype connected the primary user flow of setting up a new pet profile so it could be tested in a usability study.

Low-fidelity prototype

REFINING THE DESIGN

- Usability Study
- Insights & Solutions
- High-Fidelity Prototypes
- Visual Design
- Accessibility

Usability Study

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Research Questions

- How long does it take for a user to complete their pet profile?
- What can we learn from the steps the users take to set up their pet profile?

Methodology

- 10 minutes
- United States, Remote
- Unmoderated

Participants

- 5 participants
- Ages 20–60

ROUND 1 FINDINGS

1. Users are confused by navigations throughout the app.
2. Users want more robust customization for their pets.
3. Users are unclear on how to finalize their pet profile.

ROUND 2 FINDINGS

1. Navigation for 'my pets' is unclear.
2. An intro page would benefit users in understanding the app.
3. Meaningful color choices would help identify key elements.

Usability Insights & Solutions

The usability study revealed that elements of the navigation were confusing to the user. Users were unsure of what different icons were meant to accomplish. This was resolved by using refined, universal icons throughout the experience.
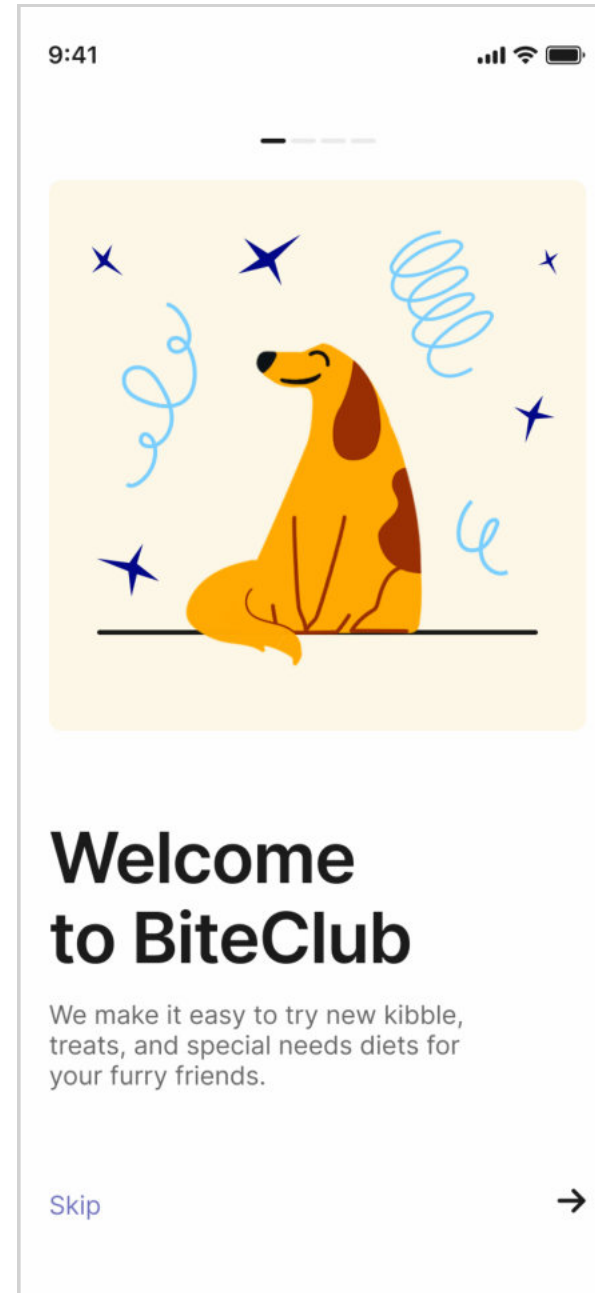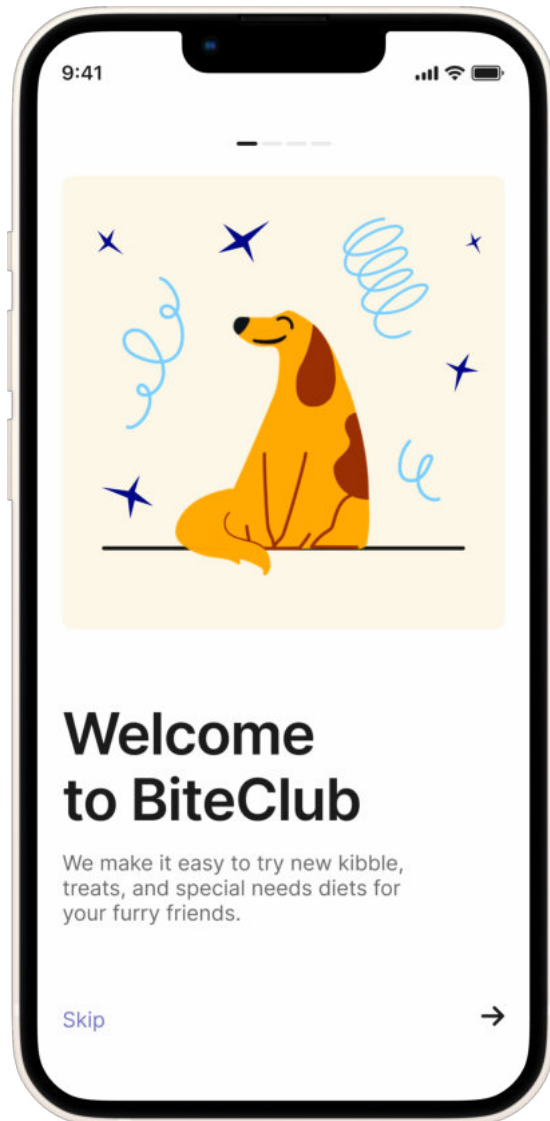
Before usability study

After usability study
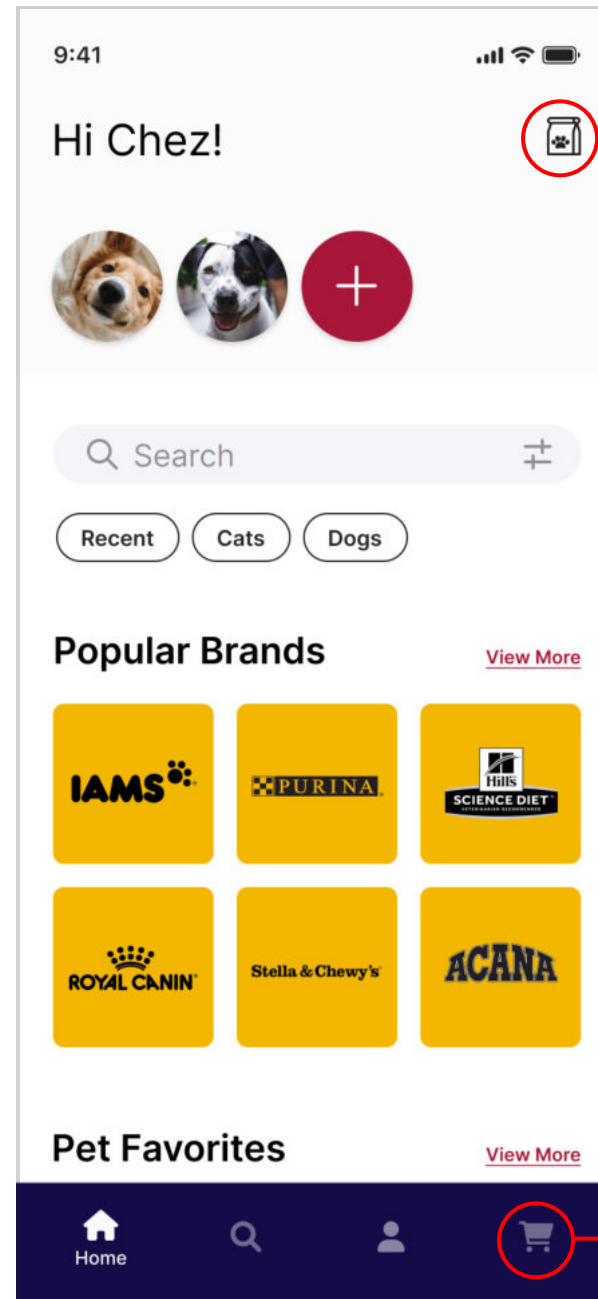
Unsure of what icon represents
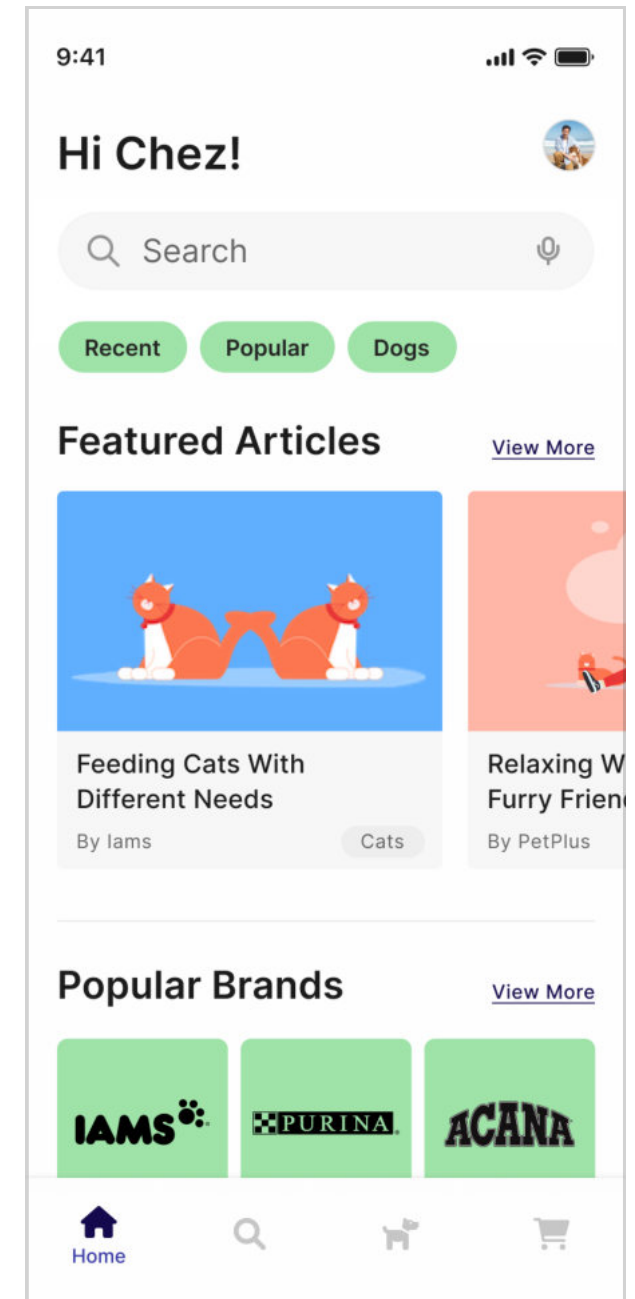
Multiple taps to get to checkout

Usability Insights & Solutions

During the usability study, it was made clear that users didn't understand some key phrases used throughout the app. For example, 'Doggie bags' are an element of the brand, and users didn't know what that meant. We added intro pages to explain the product's key features.


9:41

Welcome
to BiteClub

We make it easy to try new kibble, treats, and special needs diets for your furry friends.

Skip →

9:41

Fill up your
doggie bag

Each cycle, select up to ten new items to try. Explore different brands, types of food, and diets.

Skip →
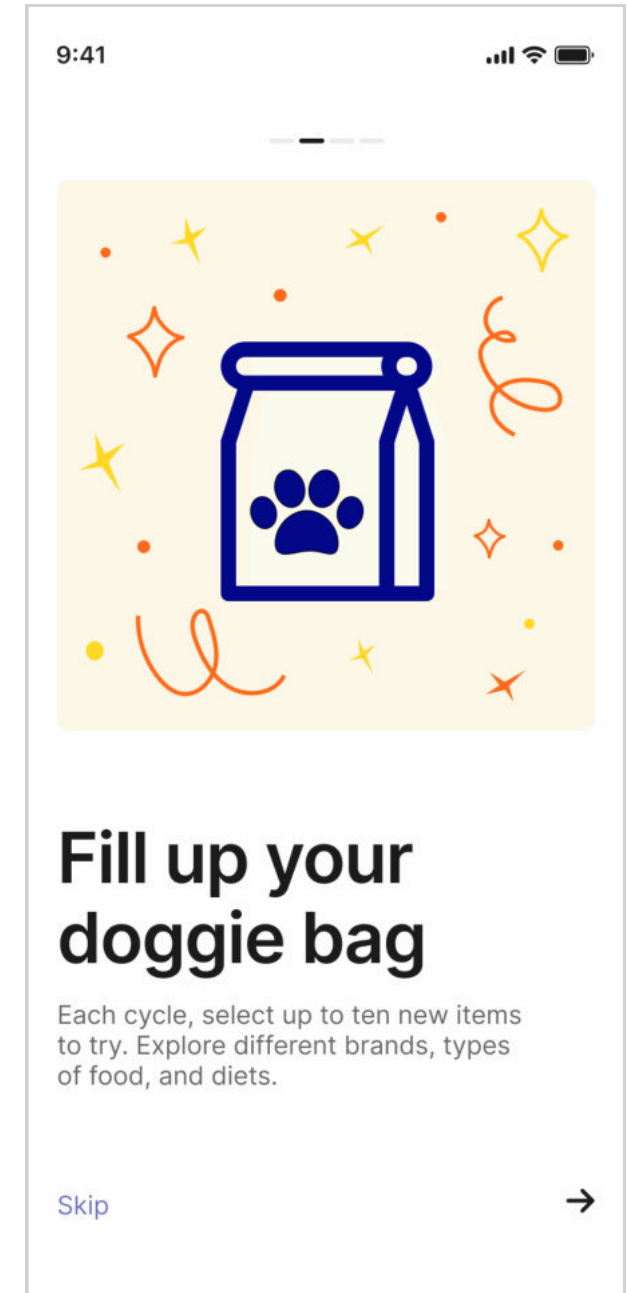
Key Mockups

App Intro
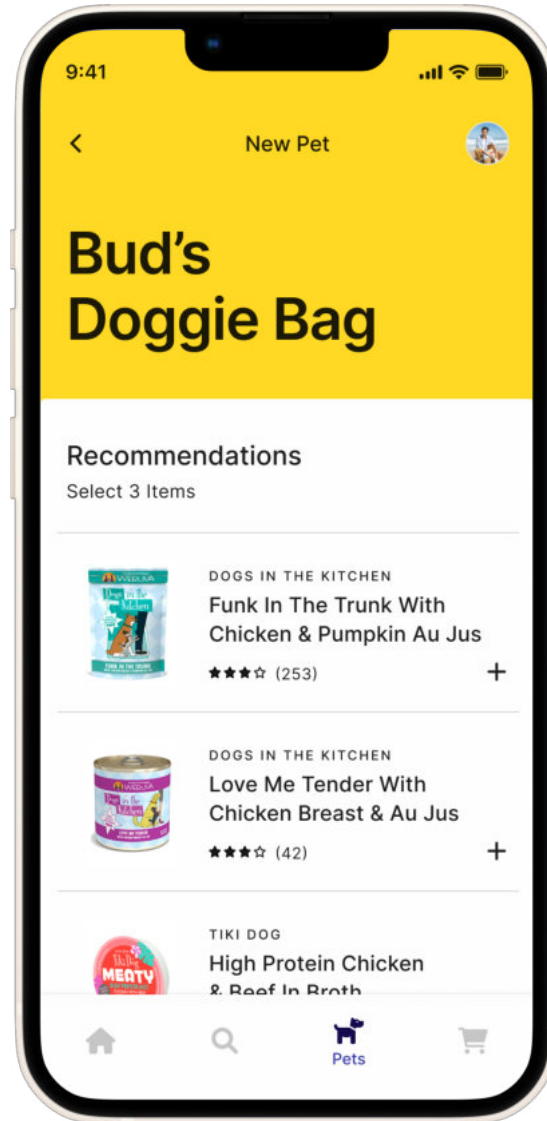
Doggie Bag
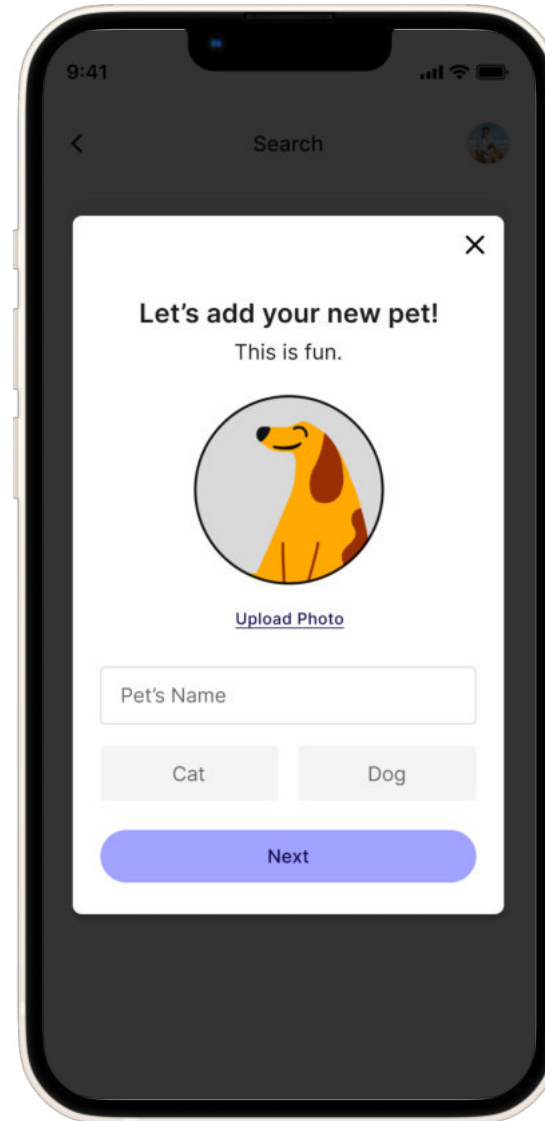
New Pet Popup
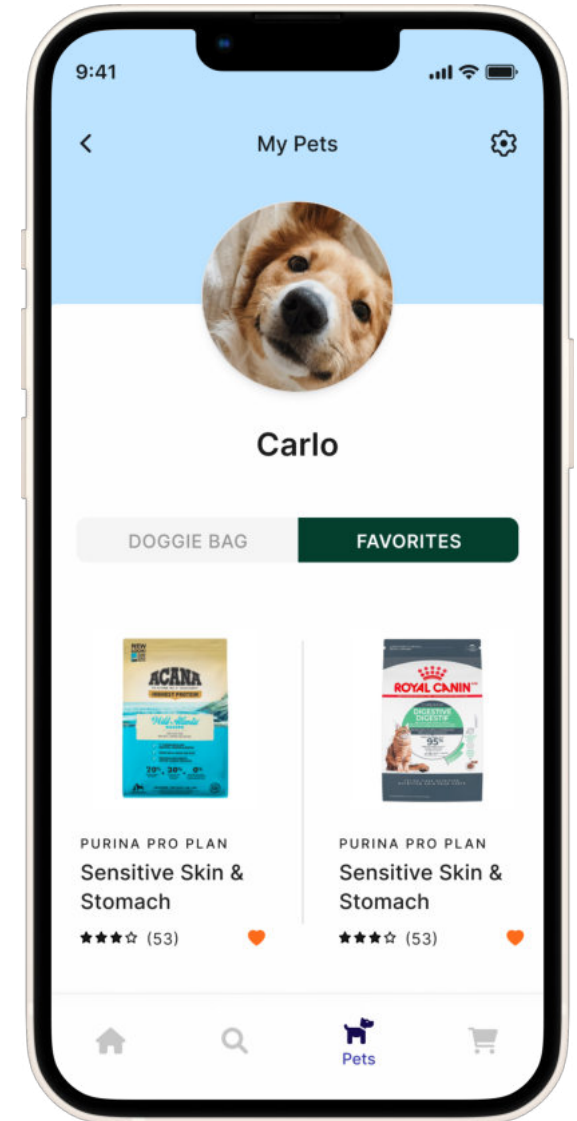
My Pets

High-Fidelity Prototype

The final high-fidelity prototype presents a cleaner user flow for customizing the pet profile. It uses refined color choices, clear navigation, and informative copy language.
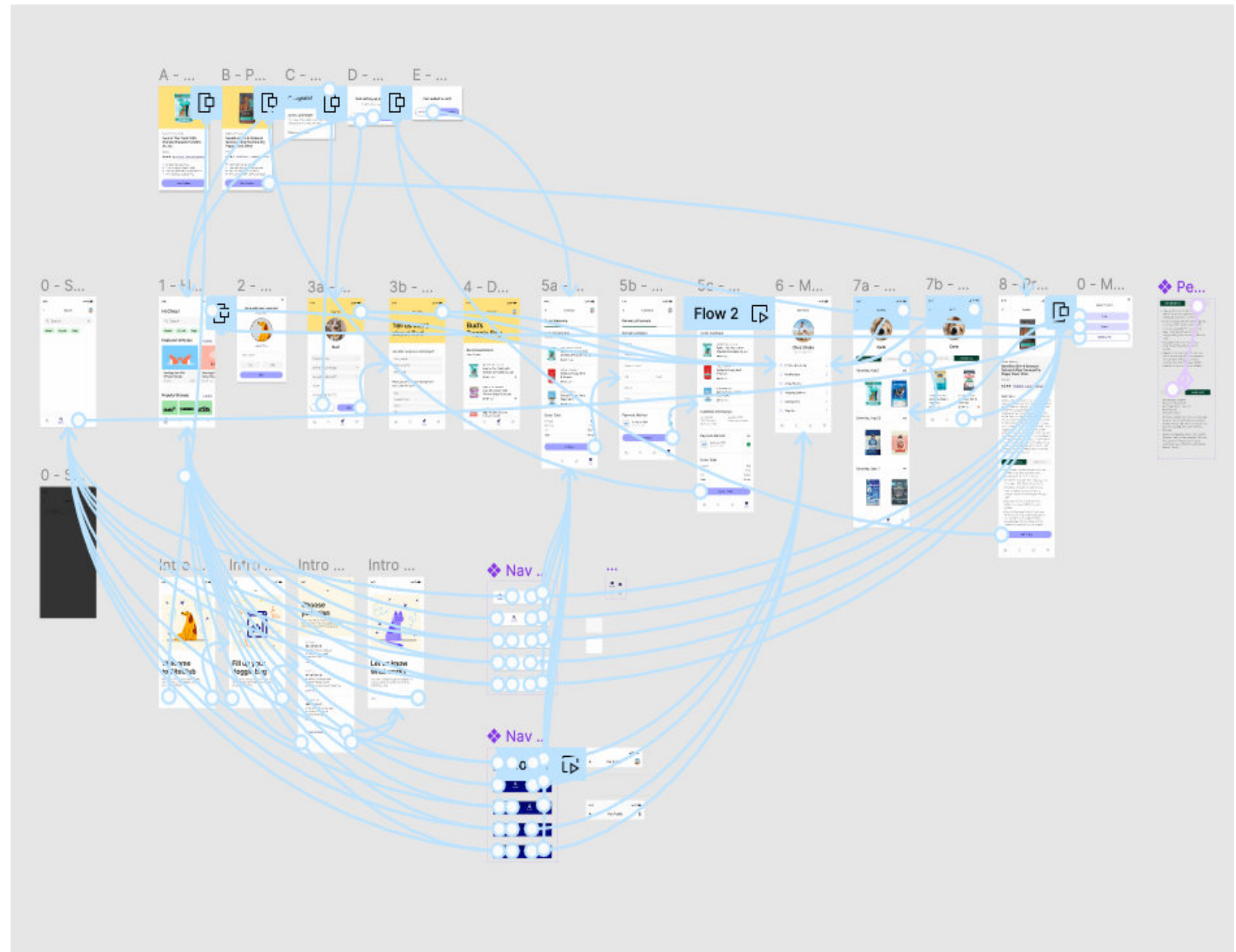
High-fidelity prototype

VISUAL DESIGN SYSTEM

Typography

Display

Headline 1

Headline 2

Subtitle 1
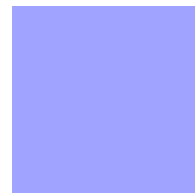
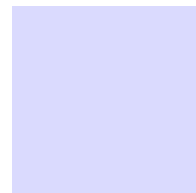### Subtitle 2

Body 1
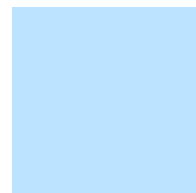
Body 2

Button

Link

Caption

OVERLINE

Color

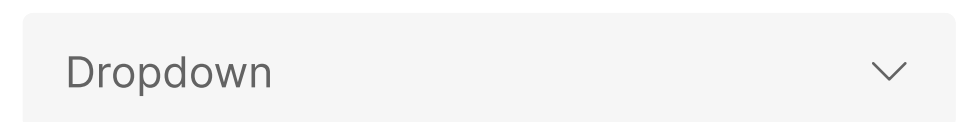|		
5D5BED	A0A3FF	DADAFE
020887	7ACFFF	BCE3FF
043F2D	78C51D	9FE3A8
FFD924	FFE27D	FCF7E6
020202 - 90	020202 - 60	020202 - 40
F0F0F0 - 50	FEFEFE	FE6B1B
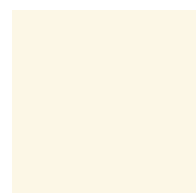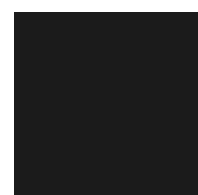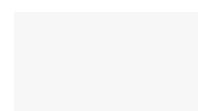
Icons

Buttons

Next   Next

Textfield

Pet's Name

Lokie

Dropdown
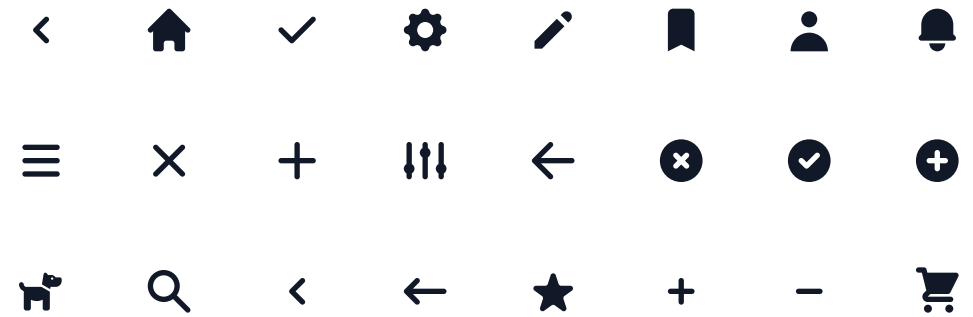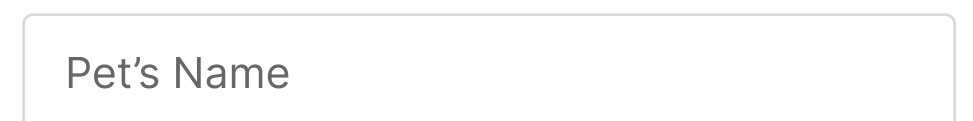
CONCLUSION

Takeaways

Impact

The app is able to capture the details of a user's pet and provide customized recommendations based on the data.

> ### Quote from peer feedback:
>
> "I feel like I captured an accurate portrait of my pet in this profile. I love that I can get a subscription where I can try new products based on my pet's needs!"

What I Learned

While designing this app, I learned that these are living products, especially while they are being created. They are constantly evolving and solving new problems throughout the journey. It's crucial to stay flexible along the way.

Thank you for taking the time to review my work for the BiteClub app!

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