

The Team

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Communication Expectations

- Regular communication via the Pet911 slack channel
- Weekly 1-hr video calls on Fridays at 9 a.m. Indochina Time

Project Goals

- Pet911's mission is to help pet owners reunite with their lost pets through an English-language mobile application in addition to their Russian-language website
- Pet911 hopes that by improving the existing advertisement posting flows to be accessible and intuitive they will increase visitor numbers and the number of users paying for premium services

Problem Statement

Users of varying ability levels and with differing levels of internet access need to be able to post listings about lost and found pets in an easy and efficient way on a mobile app.

Out of Scope

Creating hi-fi screens that are ready to be handed off to a developer and features/flows not specified herein.

Deliverables and Tasks

Deliverable	Tasks Involved to Produce Deliverable	Hours	Due Date
Project Plan Research Plan	<ul style="list-style-type: none"> → Synthesizing information from the initial meeting → Discerning the key problems to solve, with approval from students' mentors → Establishing the objectives and methodology of the project → Writing up the Scope and Timeline of project → Writing a thorough Research Plan 	4 Hours	Feb. 9th, 2021
Heuristic Evaluation of 2 existing flows on mobile site	<ul style="list-style-type: none"> → Usability inspection of 2 posting flows on existing website → Writing up findings in a scannable document 	6 Hours	Feb. 10th, 2021
Competitive Usability Evaluation	<ul style="list-style-type: none"> → Evaluation of pros & cons of other apps in the pet-finding space → Evaluation of pros & cons of apps with thorough listing processes 	6 Hours	Feb. 12th, 2021
Research Synthesis - Personas - User Stories	<ul style="list-style-type: none"> → Creating a visual representation of the target users → Writing out tasks that users would want to accomplish using Pet911's app and the reasons for doing so → Compiling findings into a scannable report that includes key insights and HMW questions 	6 Hours	Feb. 17th, 2021
Lo-Fi Sketches	<ul style="list-style-type: none"> → Ideation and creation of the two advertisement posting flows in low fidelity 	5 Hours	Feb. 23rd, 2021
Guerilla Usability Test Report	<ul style="list-style-type: none"> → Write a testing script with tasks for participants to perform → Conduct testing of Lo-Fi Sketches with 3 participants → Write up the results in a scannable document 	5 hours	Feb. 24th, 2021
Mid-Fi Wireframes	<ul style="list-style-type: none"> → Translation of approved sketches into Mid-Fi wireframes of the two advertisement posting flows 	8 hours	March 3rd, 2021

Scope and Timeline

A **Heuristic Evaluation** will help to uncover critical usability issues on the existing platform. This will allow us to come up with solutions to these usability issues and avoid repeating them in any future designs. For more information on the heuristics we are considering via this analysis, see <https://www.nngroup.com/articles/ten-usability-heuristics/>.

A **Competitive Usability Evaluation** will help us to learn what features and flows have been successfully implemented in existing direct and indirect competitor apps and also uncover usability issues that can be avoided in future designs of Pet911.

Milestones

Date	What will be shared with the company	What the company will share	How will this be shared?
Feb. 9th, 2021	Project Plan and Research Plan	Analytics Data Previous Research Previous Testing Results	Google Drive Folder
Feb. 17th, 2021	Research Synthesis Report	-	Google Drive Folder
Feb. 23rd, 2021	Lo-Fi Sketches	Logo Style Guide Assets	Google Drive Folder
March 3rd, 2021	Mid-Fi Wireframes	-	Google Drive Folder

End date: March 4th, 2021

Final Deliverable

The final deliverable will be the redesigned listing flows presented via Mid-Fi Wireframes.

This will be discussed during the last video in a final presentation along with suggested next steps for Pet911.