

Lost & Found Pet Advertisement Listing Process Usability Research

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Background

People want to be reunited with their lost pets. To do so, they need to spread awareness that their pet was lost. In addition, people who find lost pets need a way to contact the owners. The Russian website Pet911 allows users to spread awareness of lost pets as well as find owners by creating advertisements in the form of listings (or classified ads). This process is the first step in pet recovery, however it can be difficult for users to successfully create listings on Pet911's website for various reasons.

Objective

Identify reasons that users do not finish the listing process on Pet911's website or find it difficult, and find out how to optimize the experience of creating a lost or found pet advertisement on a mobile device.

Core Research Questions

1. Where do users have difficulties in the listing process?
2. What stops someone from posting a listing?
3. What are the expectations of someone who is searching for or has found a lost pet?
4. What does an intuitive listing process look like?
5. Who is searching for their lost pets or looking for pet owners on a mobile platform?

Methodologies

- **Heuristic Evaluation of listing flows on Pet911's existing mobile site**
 - To determine existing pain points and usability issues we will look at:
 - Lost a pet listing flow
 - Found a pet listing flow
- **Competitive Usability Evaluation**
 - To learn what features and flows have been successfully implemented in existing competitor apps and also uncover usability issues that should be avoided in future designs of Pet911
 - We will look at the following direct competitors:
 - Pawboost (App) - By: FindFido Inc - 100k+ downloads
 - Finding Rover (App) - By: Finding Rover Inc - 100k+ downloads
 - Petharbor: Find a Shelter Pet (App) - By: HLP INC - 100k+ downloads
 - We will also look at the following indirect competitors:
 - Facebook (App)
 - Nextdoor's lost pet feature

- Offerup - a buying and selling app with over 50 million downloads and a comprehensive listing process
- **Analytics Review**
 - To determine demographics and drop off points in listing flow
- **Guerilla Usability Test with 3 Participants**
 - To test sketches based on research collected and analyzed through various synthesis methods for critical usability issues before moving on to Mid-Fi Wireframes

Schedule

- Heuristic and Competitive Evaluations conducted **Feb 8th - Feb 12th, 2021**
- Research Synthesis Report finished **Feb 17th, 2021**
- Lo-Fi Sketches finished **Feb 22nd, 2021**
- Guerilla Usability Test conducted **Feb 23rd, 2021**
- Guerilla Usability Test Report finished **Feb 24th, 2021**
- Project finished **March 4th, 2021**