

PET FOOD DELIVERY MANAGEMENT USER FLOW

TAYLOR SAMS

TITLE

PROJECT OVERVIEW

THE USER

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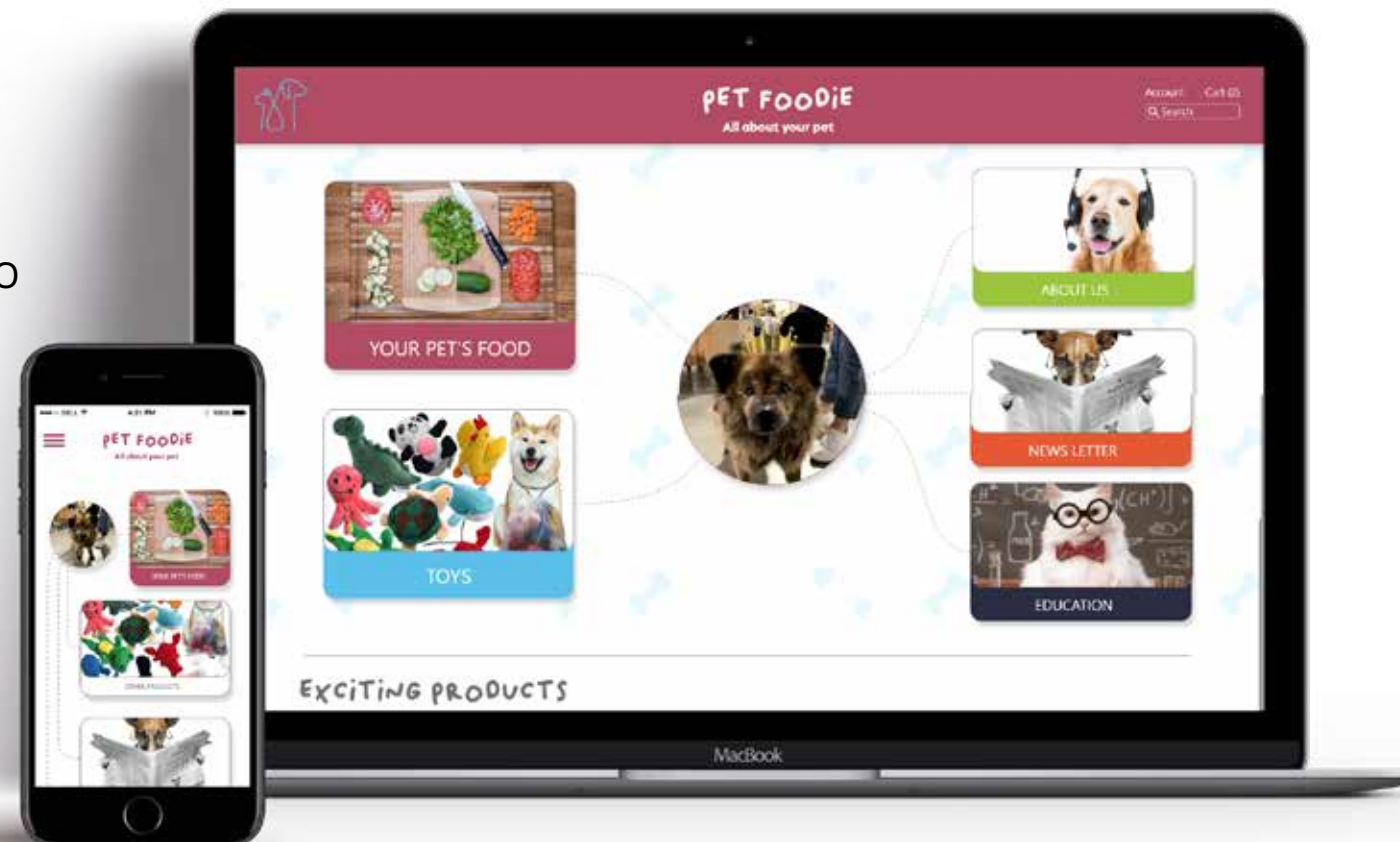
The Product

A user flow for subscribers of a pet food delivery service to modify their subscription



Duration

The project lasted from November 2021 to December 2021



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The Problem

Delivery subscriptions for pet food can save pet owners lots of time and hassle especially when they want high quality fresh foods. However, users found that it was difficult to pause the service, reroute deliveries, or adjust the time and amount of food they were receiving.



The Goal

Design a user flow that makes it straight forward for users to modify their pets food deliveries.

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My Role

UX designer researching and designing a better user flow for pet owners modifying their food subscriptions



Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, Conducting usability studies, accounting for Accessibility, and iterating on designs.

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UNDERSTANDING THE USER

User Research

Personas

Problem Statements

User Journey Maps

THE USER



User Research: Summary

I conducted interviews with friends, and coworkers to find out which ones used or had used pet food subscriptions in the past and what pain points they experienced. I then used that information to create empathy maps to better understand these users. An insight that I gathered from this was that people were frequently frustrated when trying to make temporary changes or change amounts and timing of food deliveries.

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User Research: Pain Points

1

Poor UX

Users have a hard time finding the modifications they want to make to their subscriptions or they don't exist.

2

Dark Patterns

Many services hide or limit the option to downgrade or cancel subscriptions.

3

Special Needs

Some subscriptions did have places to specify whether pets had allergies or special dietary restrictions.

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Persona: Kevin

Age: 30

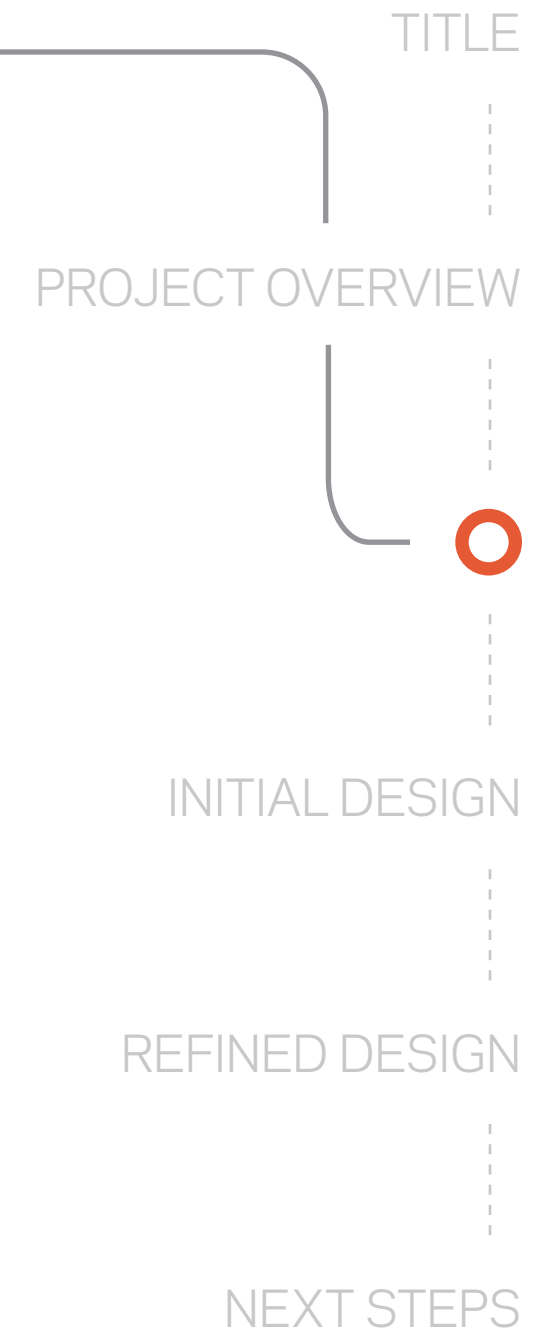
Education: Bachelor's

Hometown: Pittsburgh

Family: Married, 1 dog, 1 cat

Occupation: Accountant

"I travel quite often, sometimes with the pets and adjusting the food delivery is so convoluted that a lot of the time i just don't bother and the food goes to waste"



Problem Statement:

Kevin is a straight married cis-gendered pet owner of both a dog and a cat who needs to easily adjust when he receives their food deliveries so that he can manage it around his travel plans.

Goals:

- To easily pause pet food deliveries
- To easily adjust around travel plans

Frustrations:

- It takes to much effort to change my current service
- "I just don't even know if I travel any more often if its even saving me any time"



User Research: User Journey Map

Goal: Change pet's food subscription

ACTION	Go to Website	Find Delivery Management	Manage their Food	Make Food Selections	Confirm Changes
TASK LIST	<p>Tasks</p> <ul style="list-style-type: none"> A. Search for company B. Click link 	<p>Tasks</p> <ul style="list-style-type: none"> A. Find the page to manage subscription B. Make sure its the right pet 	<p>Tasks</p> <ul style="list-style-type: none"> A. Select the correct service B. adjust the service to meet their new needs 	<p>Tasks</p> <ul style="list-style-type: none"> A. Select food amounts B. Select food types C. Select delivery location 	<p>Tasks</p> <ul style="list-style-type: none"> A. review choices B. Select payment C. Confirm
FEELING ADJECTIVE	Purposeful with a set task to complete	Confused trying to locate the right page.	Frustration at not being able to make the changes they need	Annoyance at all in time it takes to enter this information	Relief that changes are made and the task is done.
IMPROVEMENT OPPORTUNITIES		Clearer links on the home page	A clear step by step flow to guide people through the change process	Could pull auto-fill information from saved profile or previous order.	Offer to save payment and delivery locations, remember previous selections.

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Starting the Design

Paper Wireframes

Digital Wireframes

Low-fidelity Prototype

Usability Studies

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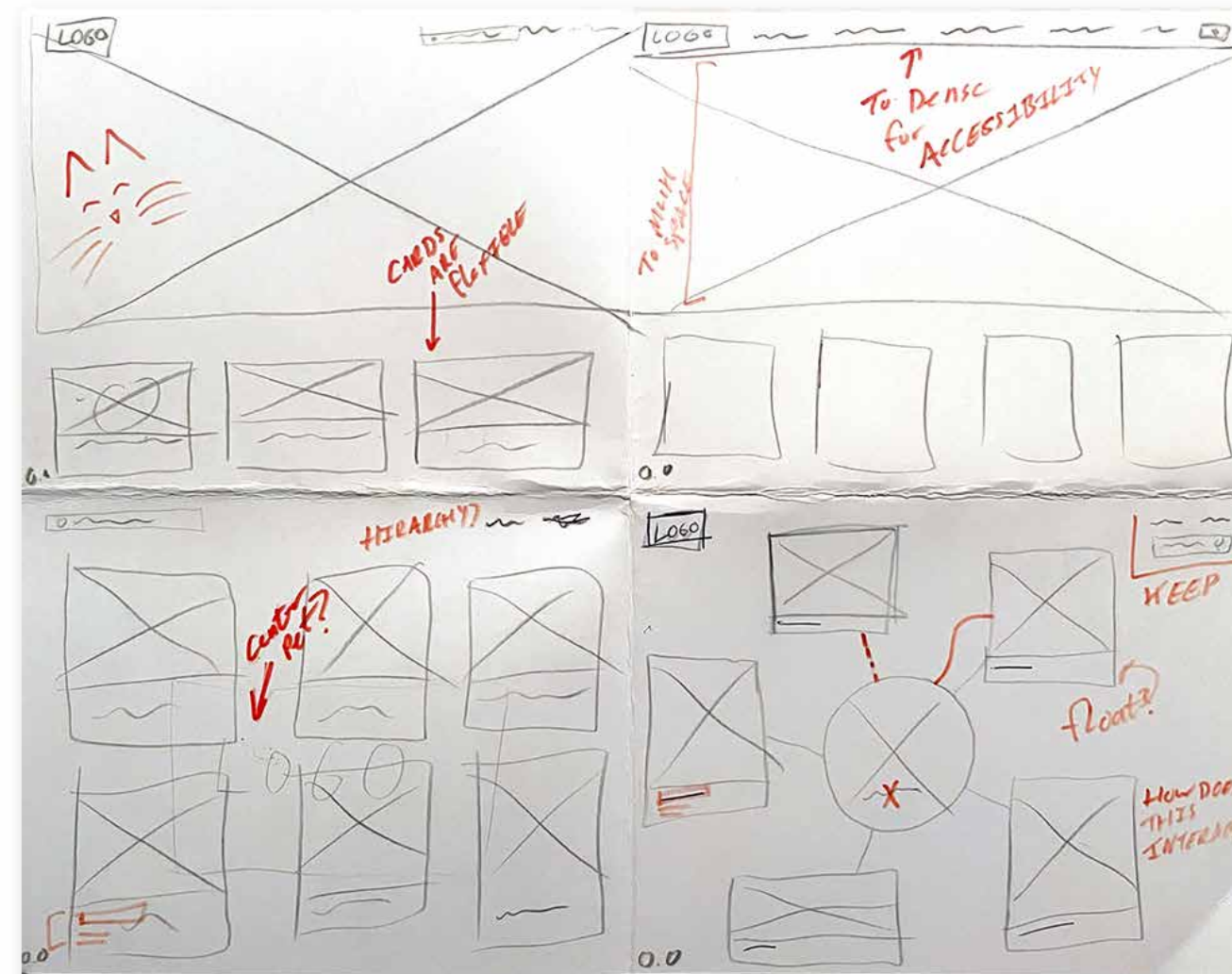
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Paper Wireframes

Placing the users pets at the center of the experience became the driving concept of the design as I iterated through paper wireframes on the home page and the user flow to manage the subscription.



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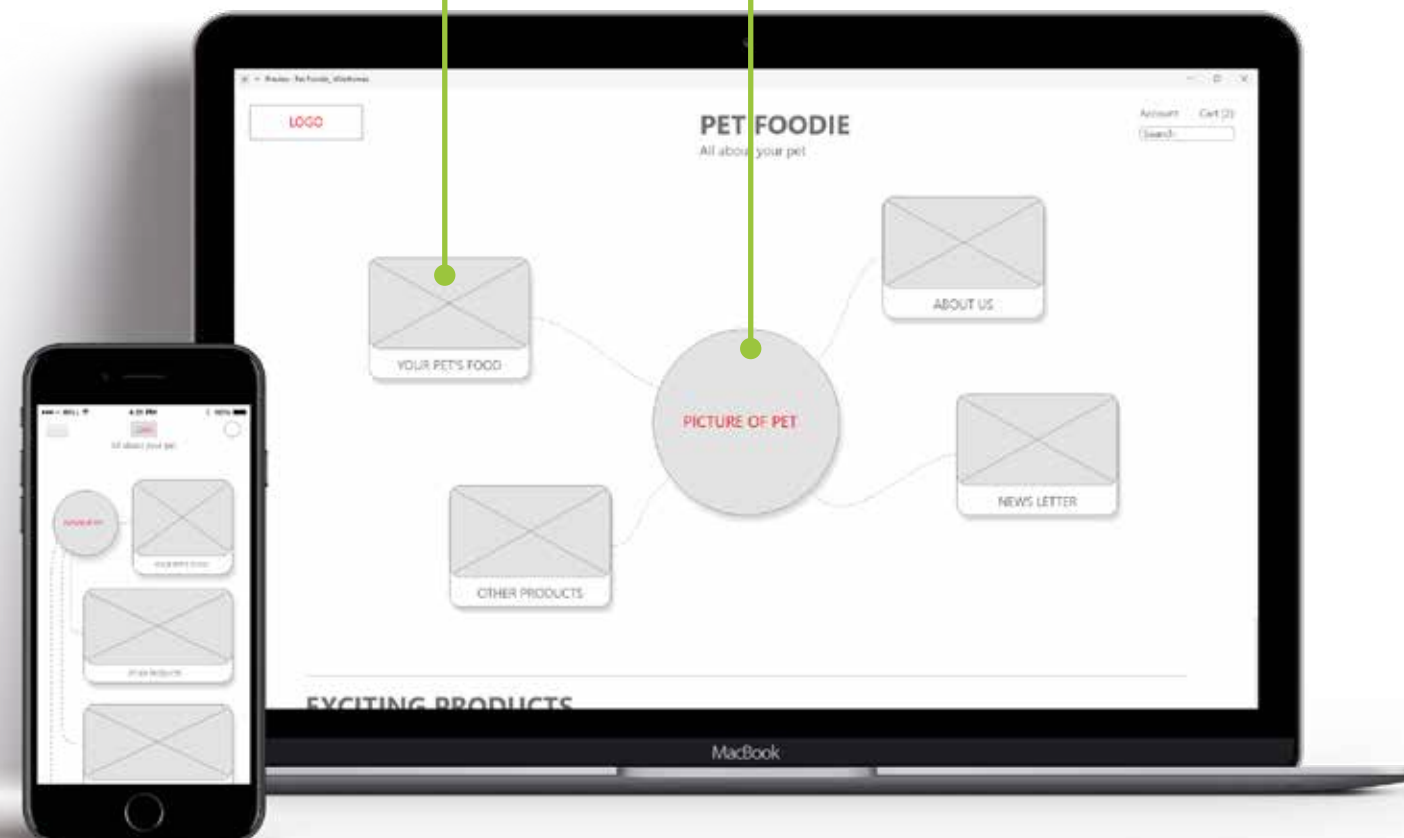
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Digital Wireframes

The digital wireframe refined the concept placing the user's pet at the center of the experience. Various links float around the avatar of the user's pets providing easy access to things like subscription management, education information, and additional products like toys and accessories.

A pet's avatar centers the user's experience on the home page

Products and services are floated around the central avatar



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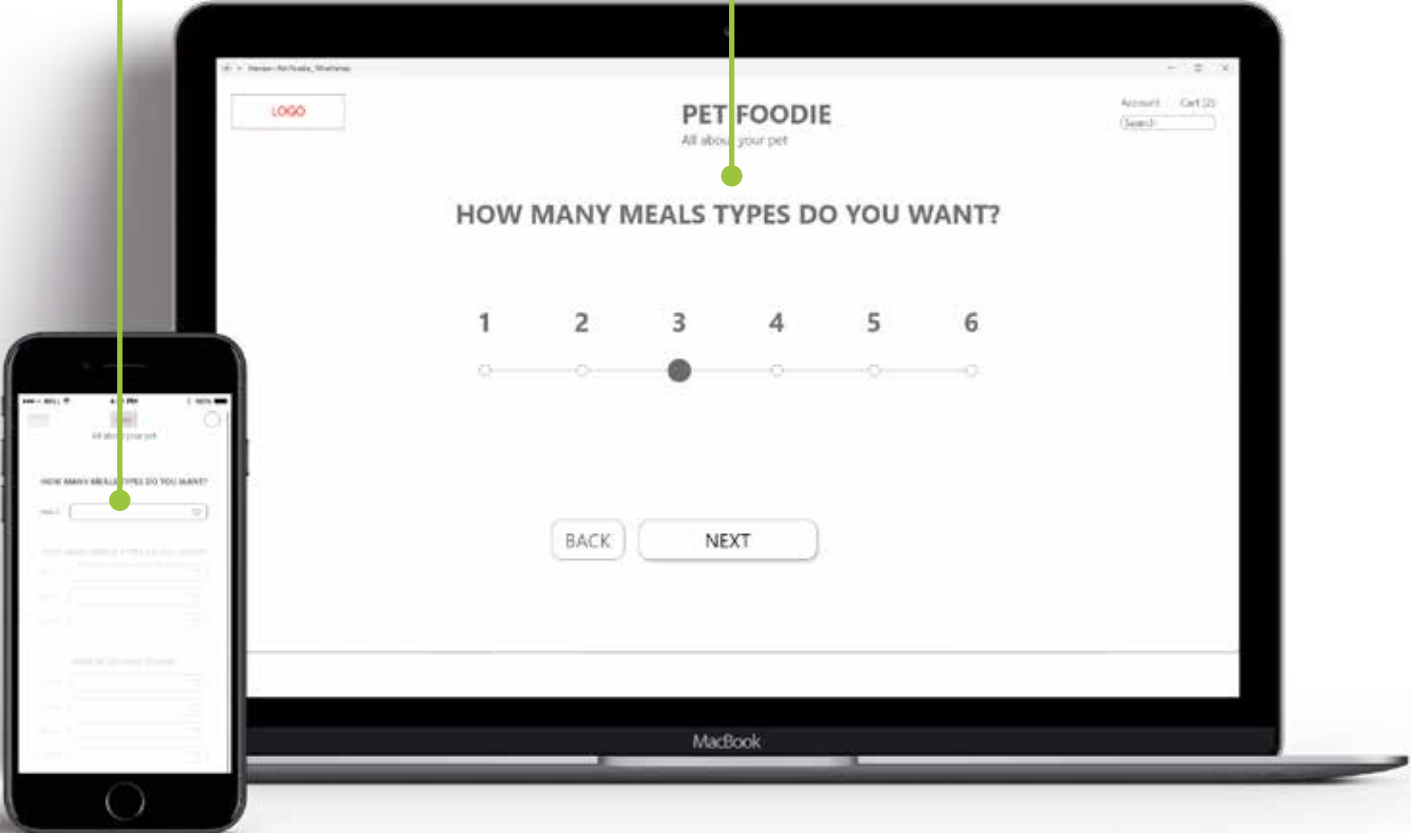
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On mobile the quiz is reduced to a single page that activates following sections as each one is completed

Each page of the quiz guides users through the changes they want to make to their food subscription service

Digital Wireframes

During the delivery management flow users are presented with a series of questions in sequence to keep the web of options simple to navigate on a per pet basis.



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Low Fidelity Prototype

The low fidelity prototype linked together the home page and subscription management flow and allowed for testing the desktop and mobile versions.

Test the low fidelity prototype [here](#)



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Usability Study: Findings

The low fidelity prototype was tested with 5 users to get feedback and find issues in the main purchase flow.

Round 1 Findings:

- 1: Homescreen felt empty, users like the avatar though
- 2: Multiple pets need to be accommodated
- 3: No easy pause deliveries button

Round 2 Findings:

- 1: Users wanted to know how long the quiz would take/show progress
- 2: Does it have different needs for cats vs dogs

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Refining the Design

Mockups

High-fidelity Prototype

Accessibility

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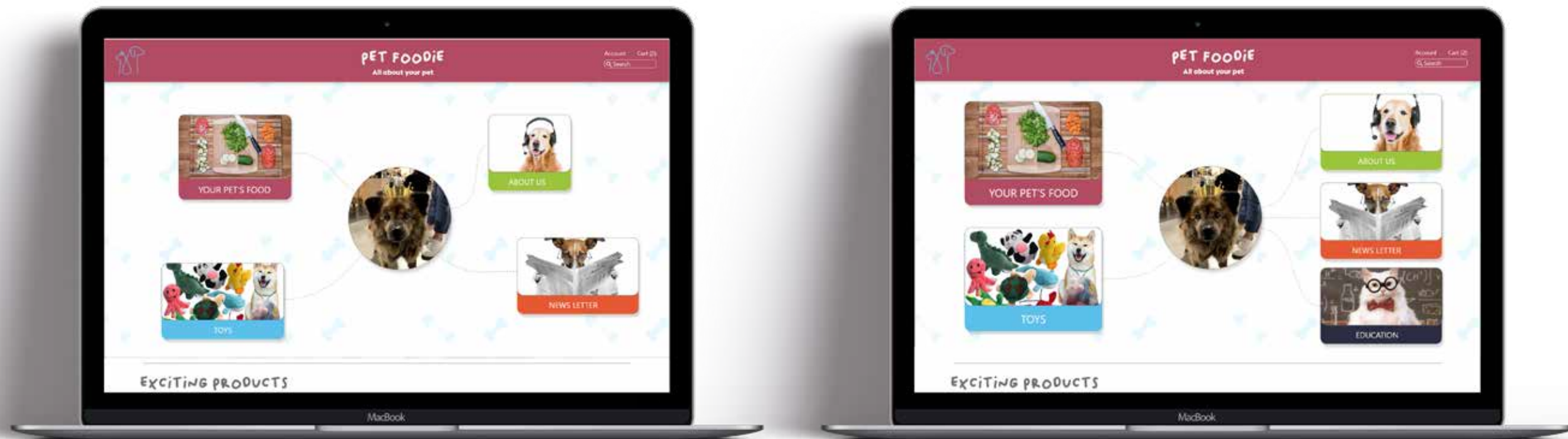
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Mockups

The first usability study highlighted that users felt the homepage was empty and didn't easily understand the floating links around the central pet avatar. Users responded to the revised layout much more positively and the addition of interaction animations added an additional layer of confirmation of user choices.



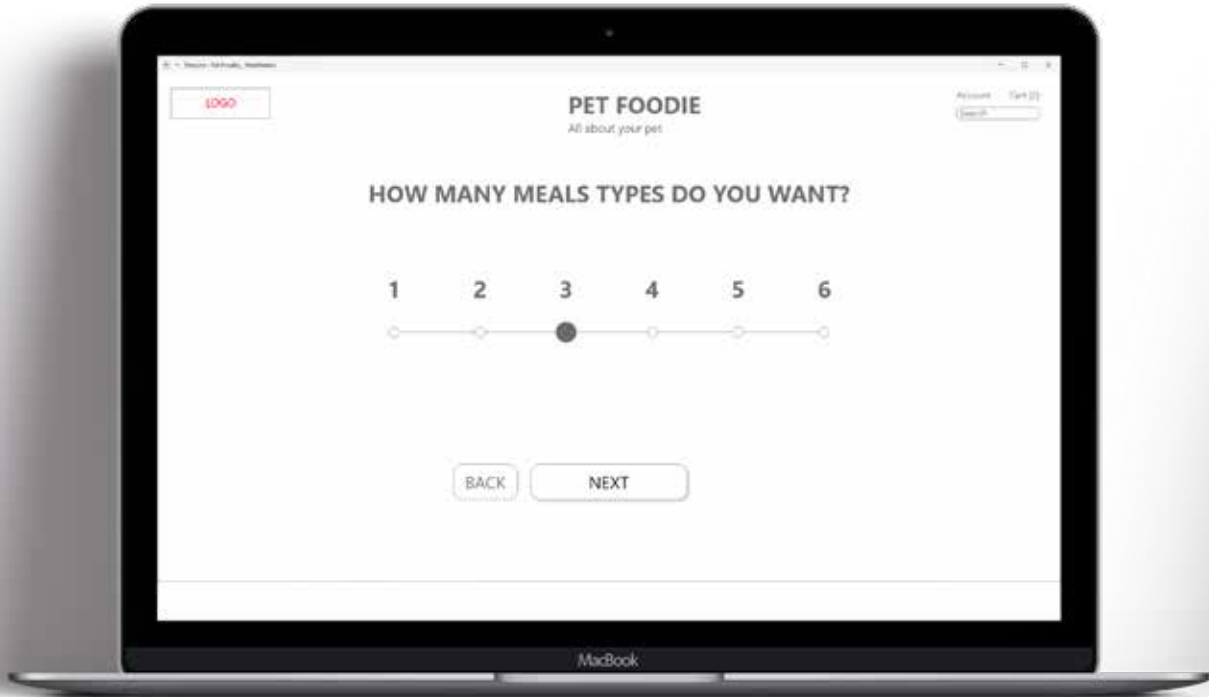
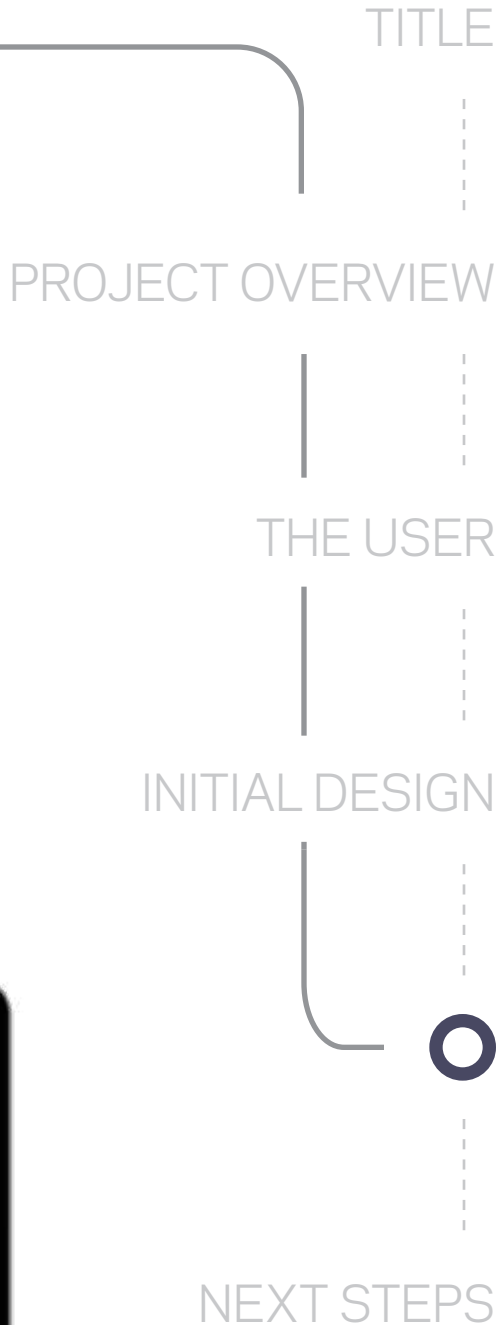
Before

After

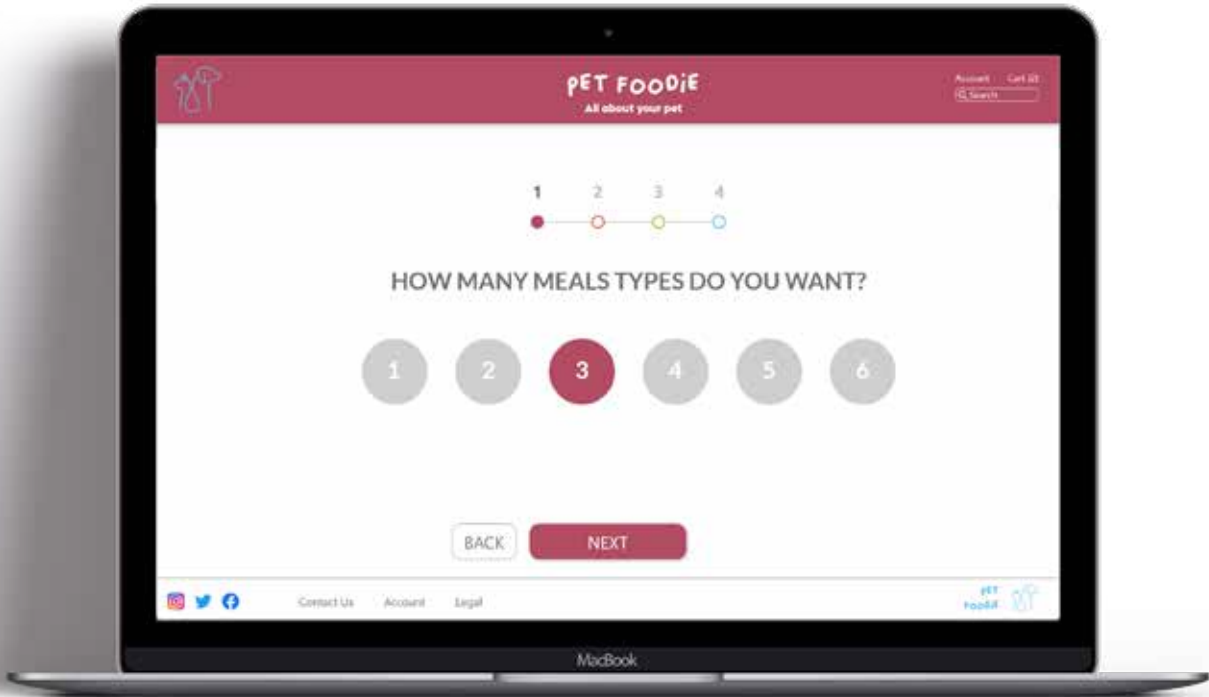
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Mockups

The second usability study focused in on the subscription modification question flow, users really wanted to know how many steps there would be and how long it would take. In the revision a progress bar was added and button and options on the page were made larger and more friendly.



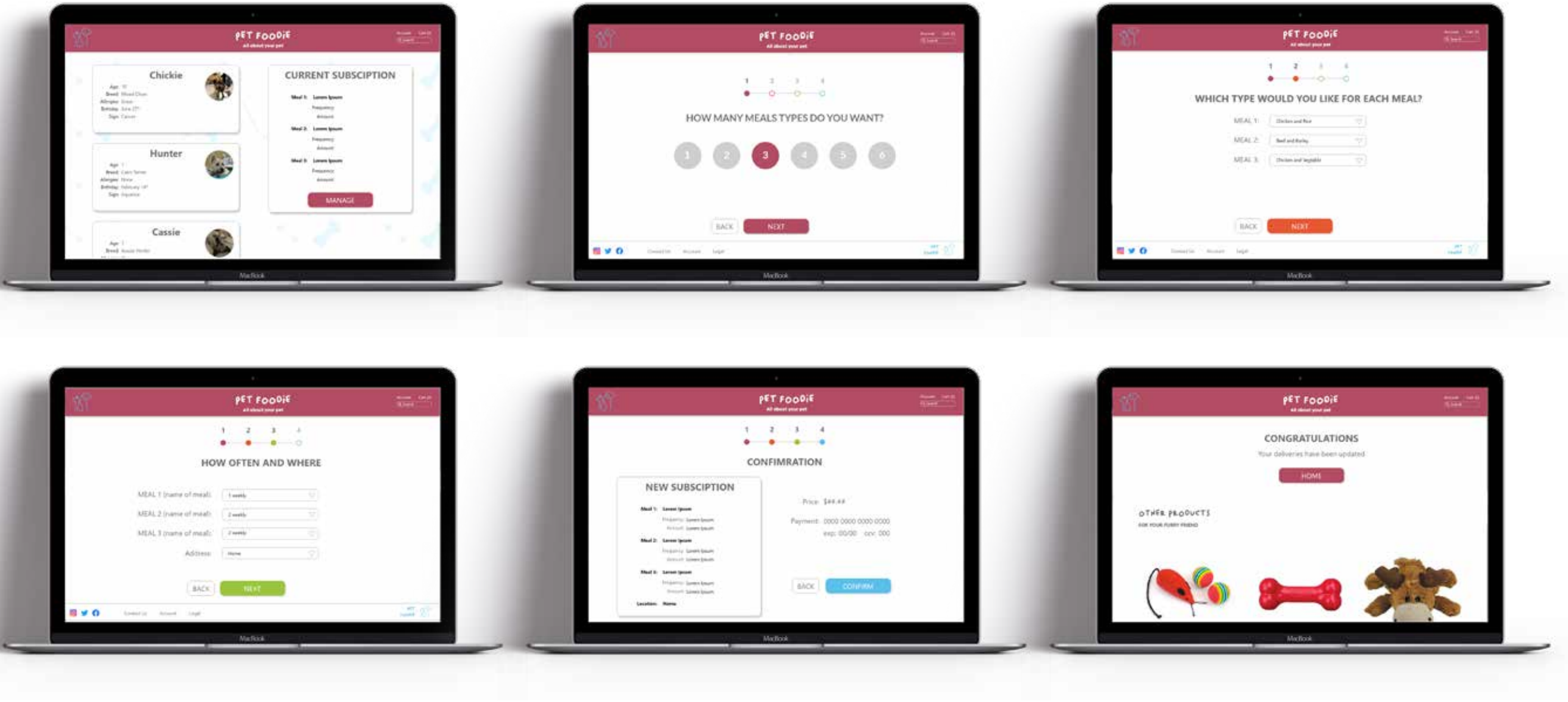
Before



After

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Key Mockups



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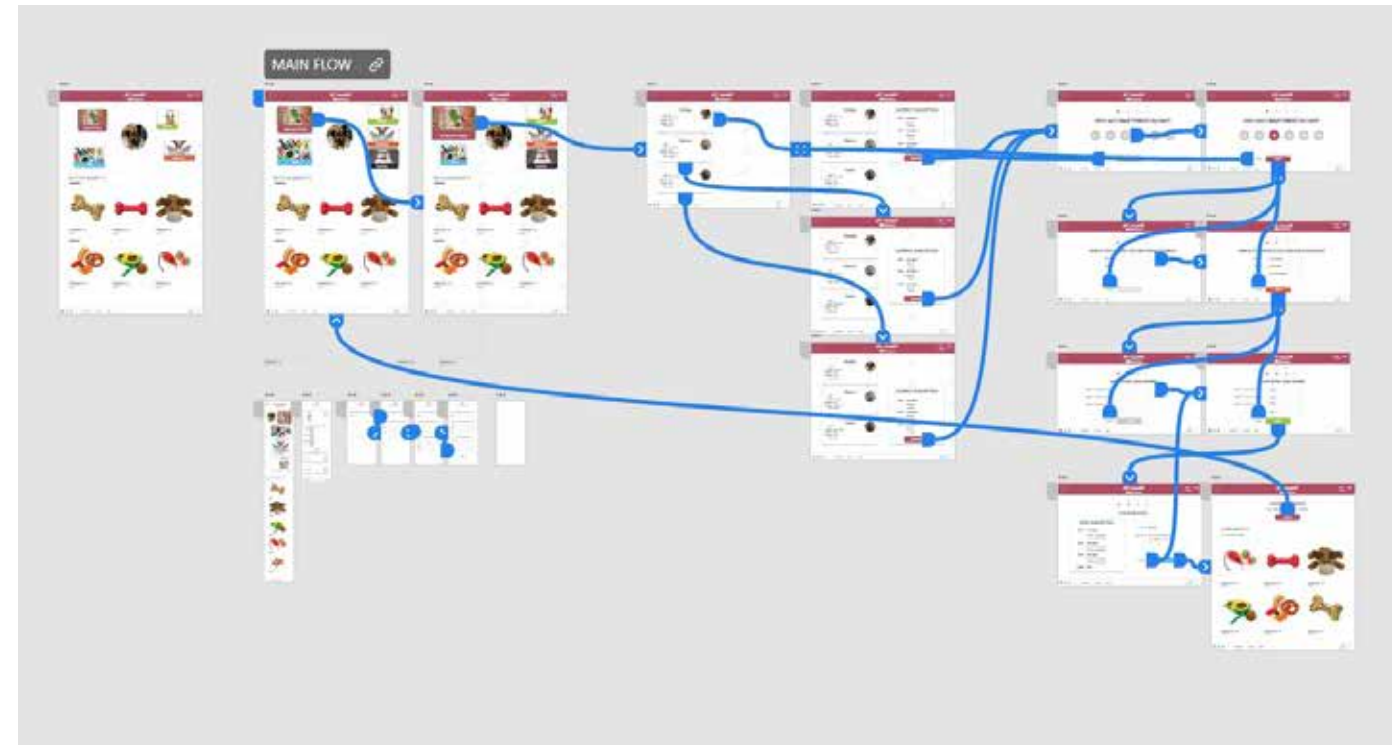
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High-Fidelity Prototype

The high-fidelity prototype took users through the full subscription management and checkout process as well as showing other areas of the website that could be accessed.

Link: [High Fidelity Prototype](#)



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Accessibility considerations:

1

Large Buttons

Used large and labeled buttons to make them easier to access with assistive devices.

2

Consistent Navigation

Management options are layed out in a single column in a linear progression to make it easier to people using screen readers to navigate.

3

Clear headings and labels

Pages and interactions are clearly and consistently labeled.

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Going Forward

Takeaways

Next Steps

TAKEAWAYS



Impact:

The user flow makes it much easier for people to quickly and easily manage their pets food subscriptions making it much easier and flexible for users to fit into their lifestyles and changing plans.



What I learned:

Users prefer simpler, step by step guided approaches to modifying the subscriptions, they also really liked to know how far into the process they were to give them and idea of how long it would take.

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1

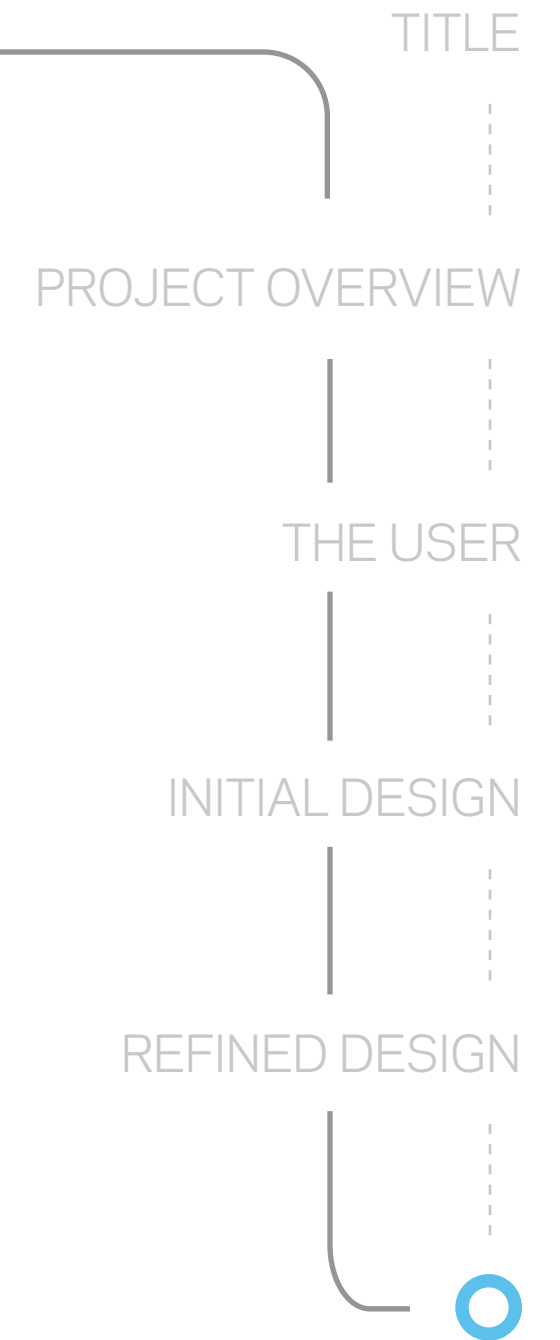
Conduct another usability study to make sure that final changes have addressed user feedback

2

Add simpler pause or cancel options before the subscription modification flow

3

Do user research to see if any additional functionality is needed



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Lets Connect!

Thank you for taking the time to review my case study for the pet food subscription management user flow. If you'd like to see more or get in touch my contact info is below.

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