

Fetch

DESIGN THEME PROCESS TEAM

Putting pet care into pawspective

READY TO FETCH?

EXPLORE

Overview



- ❖ Mission Statement
- ❖ Selected Interface
- ❖ Low-fi Prototype
 - 3 task flows
- ❖ Experimental Method
- ❖ Results
- ❖ UI changes
- ❖ Summary

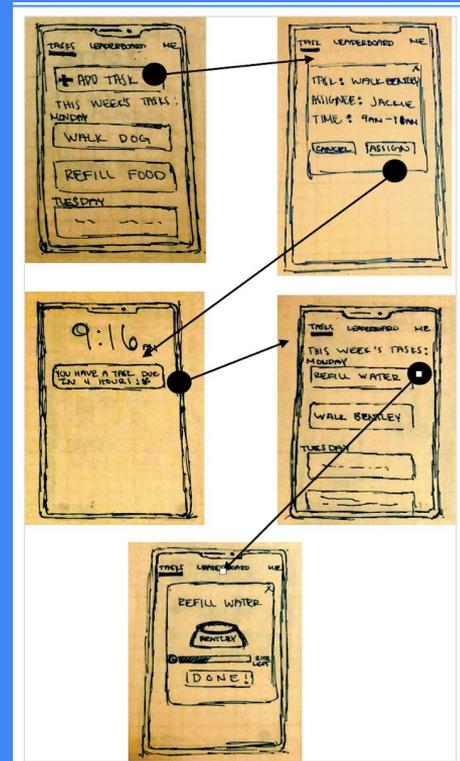
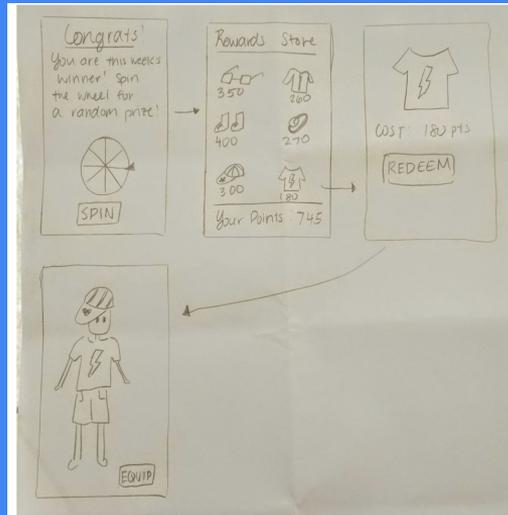
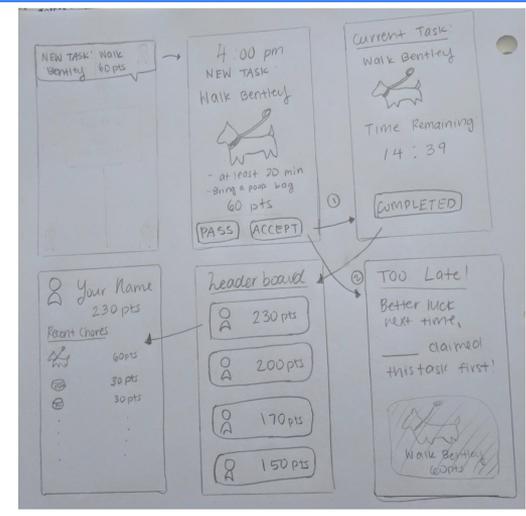
Fetch

Putting pet care into pawspective

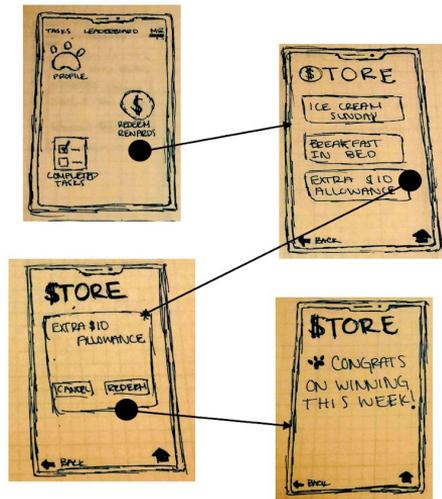


Caring for a new dog can be a daunting task that not all new dog-owners, especially the kids, are prepared for. Our goal is to **make proper dog-care knowledge and task distribution fun and accessible for dog owners-** we want to make it a **family affair!**

Task Snatching



Preassigned Tasks



Rationale

Task Snatch

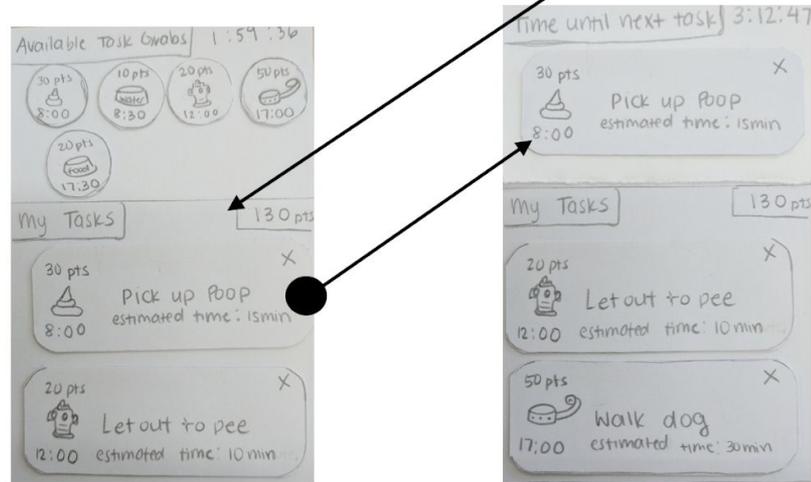
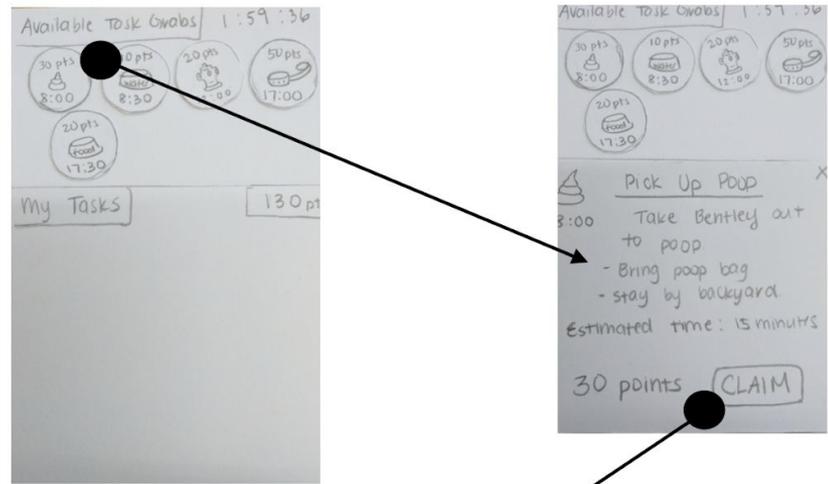
PROS	CONS
Competition with task snatching is fun and engaging	Task snatching can be complicated for younger users
Pre-suggested tasks based on dog breed make it easier on the family	Finding the right reward for each user is difficult
Bonus reward wheel gives extra incentive for the family to compete	Allowing users to snatch task before another user confirms it is costly from an engineering perspective
Addictive!	

Preassigned Tasks

PROS	CONS
Family has the power!	A lot of pressure on the parents to come up with tasks and rewards each week
Internal family rewards could be more appealing to users	There isn't much competition when tasks are preassigned
	Not as engaging/addictive

Low-Fi Prototype

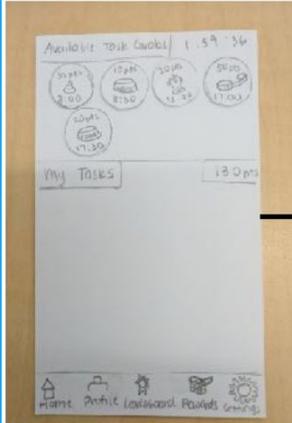
- UI Drawn on index cards
- Moveable and clickable “objects” (tasks) for interaction



Task 1: Snatch Tasks

Home Screen

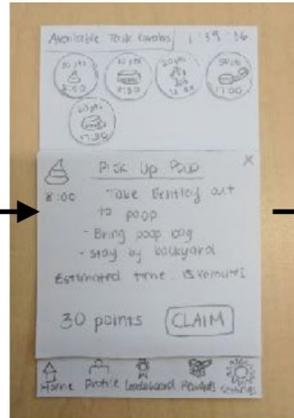
(Task Snatching Time)



Click on a task that you want to see details for

Home Screen

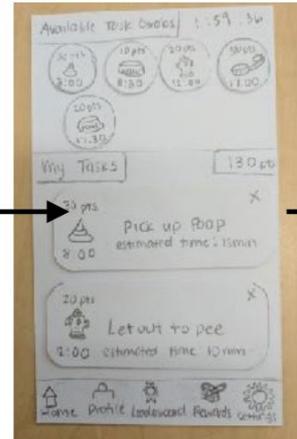
(Task Details View)



Click claim on task you want to 'snatch' from other family members

Home Screen

(Snatched Tasks view)



Home Screen

(Your tasks view after snatching time is over)



Task 2: Complete Task

Home Screen

(Your tasks view after snatching time is over)



Click on a task that you want to see details for

Home Screen

(Your task detailed view)



Click on completed once done with task

Home Screen

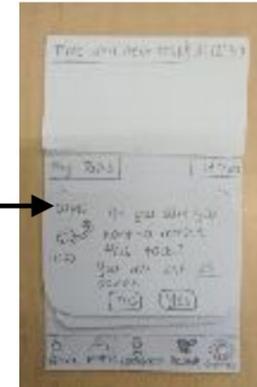
(Back to tasks view after snatching time is)



Click on top right x of any task you want to delete

Home Screen

(Confirmation that you want to delete task and lose points)



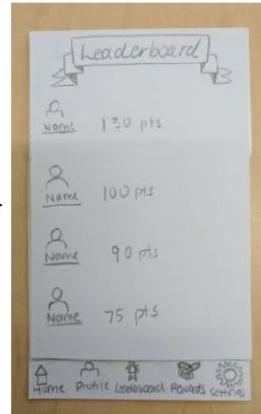
Task 3: Redeem Reward

Home Screen
(Your tasks view)



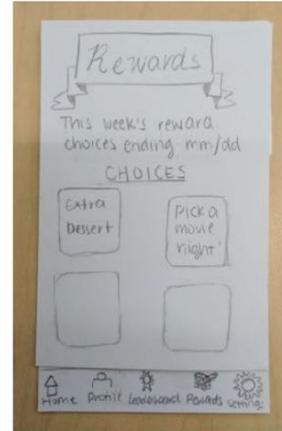
Click on
Leaderboard on
bottom menu

Leaderboard
Screen



Click on
Leaderboard on
bottom menu

Rewards Screen



Experimental Method

Users : focus on diversity, i.e
different age groups

Environment: Where they felt
comfortable

Roles:

- Facilitator
- Computer
- Recorder



Experimental Results

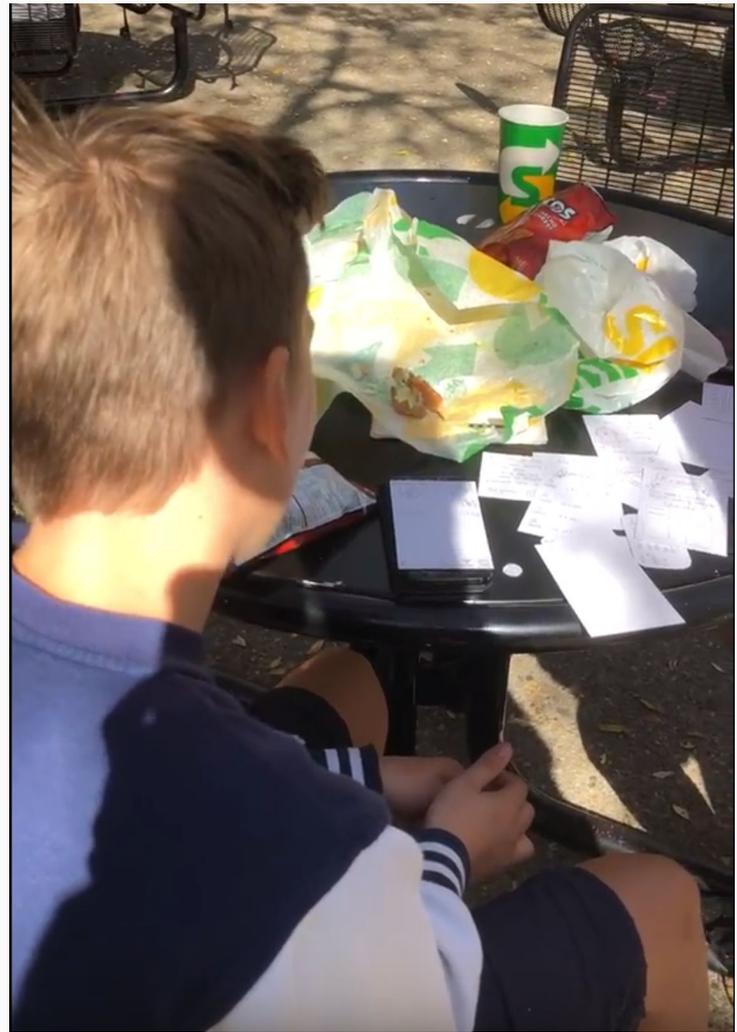
Snatching tasks was surprisingly intuitive

Users seemed to
immediately catch on to
this gamification UX



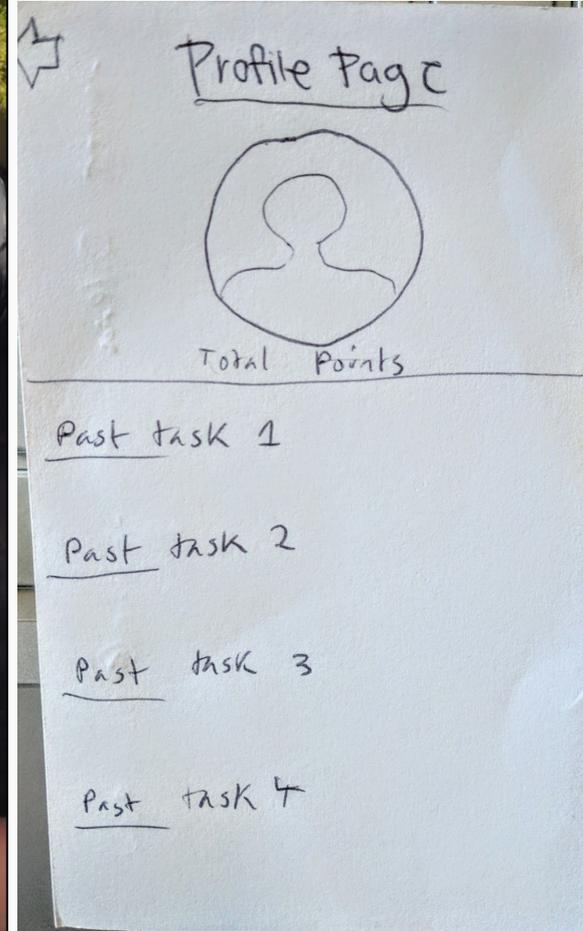
Completing tasks was surprisingly unintuitive

Lacking transitions
between notification,
physically completing the
task, and digitally
recording the completion
of the task.



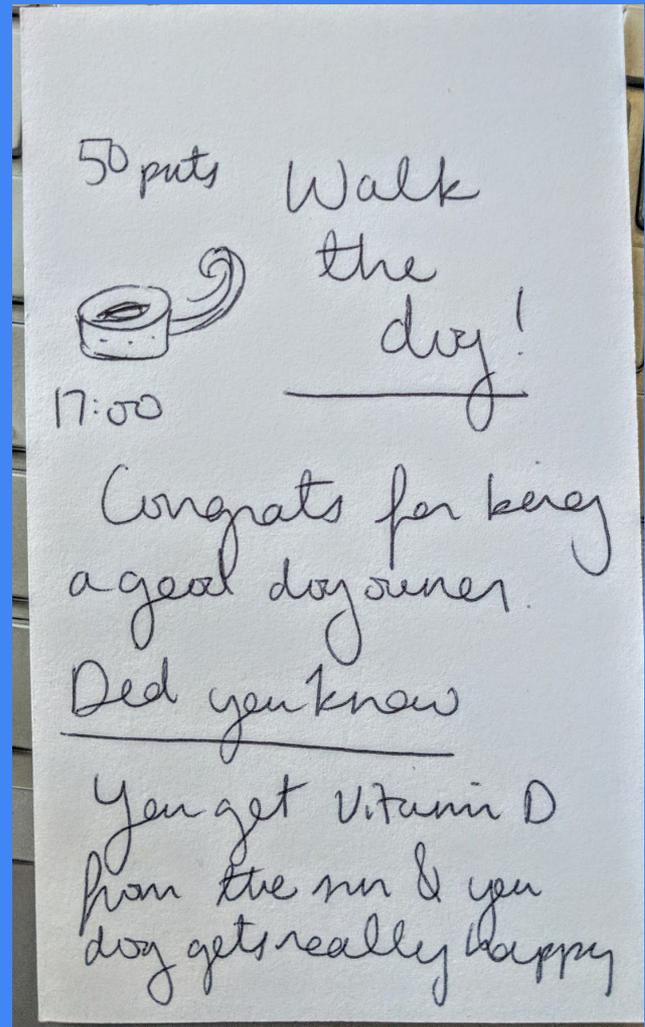
Users emphasized wanting a “profile”

Users wanted to be able to see their personal contribution history.



Suggested UI Changes

- Better ways to bridge the physical to digital gap of completing a task
- Personal profile view
- Ability to invite 'friends'
- Warning for when losing too many points



Summary

- Users found the app innovative and engaging
- We hope to make the entire experience flow better and more intuitively
- Need to decide which features have the highest priority to focus on