Putting pet care into pawspective

READY TO FETCH?

EXPLORE

Overview

❖ **Problem Domain & Value Proposition**

❖ **3 Tasks**

❖ **3 Major UI Changes**

❖ **Medium-Fi Prototype Flow**

❖ **Prototyping Overview**

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**!

DESIGN THEMES

Our goal is to make proper dog-care knowledge and task distribution fun and accessible for dog owners - and we want to make it a family affair!

Mobile App

Fetch is developed as a mobile app to provide an "anywhere, anytime" experience. Keep track of your pet care chores schedule from your phone.

Family Friendly

Fetch hopes to involve the whole family in pet care. Parents can set tasks and rewards while children can compete to earn those rewards by completing the tasks.

Earn Rewards

For each task completed, the user can earn points. At the end of each week, the winner gets to choose a reward set by their parents!

3 Tasks

Task 1: Snatch Tasks (Complex)

Users snatch tasks they will be responsible for at the start of each day. Tasks include a time frame (i.e. when you must complete it by), description, and point value.
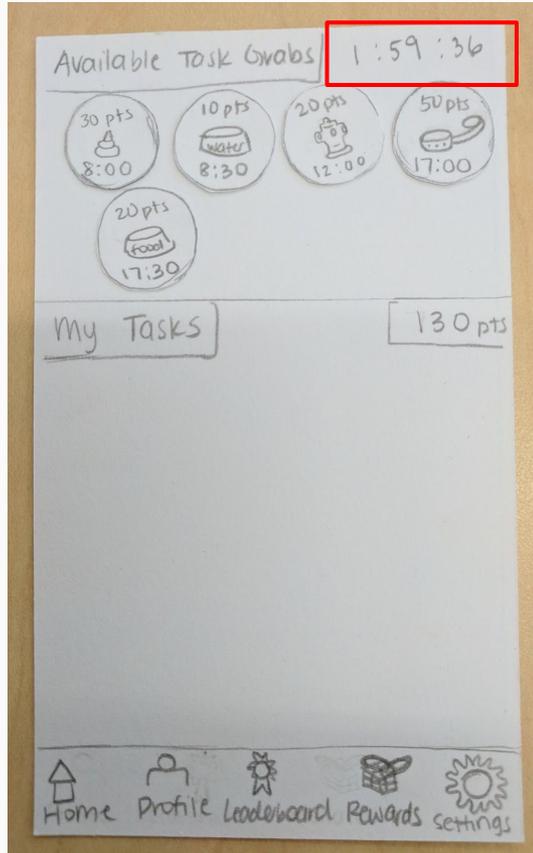
Task 2: Complete Tasks (Medium)

Users mark the task complete once they've completed it in real life and they earn the points for that task.

Task 3: Redeem Reward (Simple)

Every week the parents/admins will post reward options. The winner of the week will get to choose a reward.

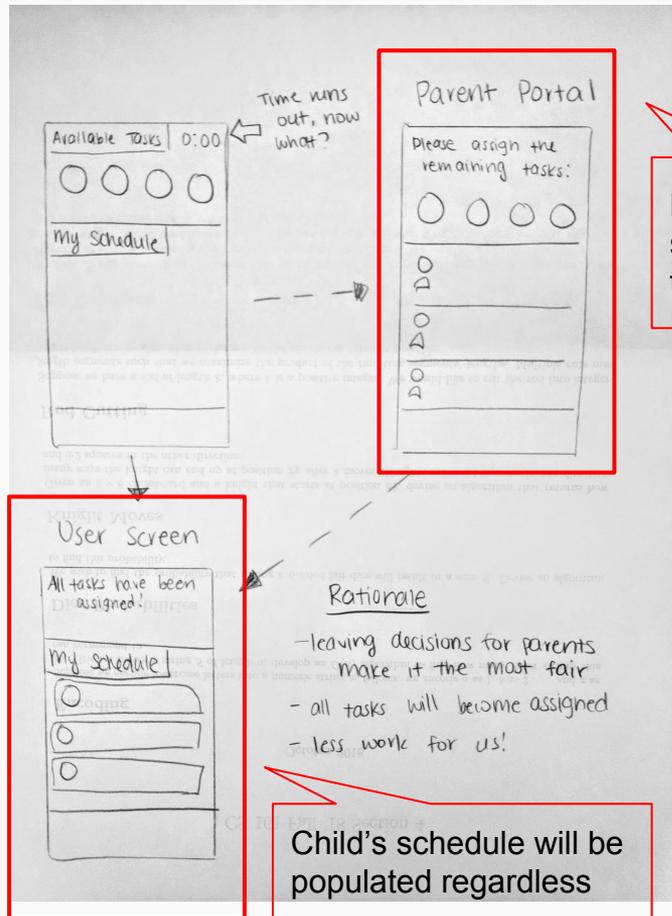# Major UI Changes

Time remaining to snatch tasks

Senario:
- Users have limited time to snatch tasks for the day.
- This makes scheduling more clear (i.e. everyone knows that all tasks are accounted for by 10am)

However:
- What if not all tasks are snatched?
- *We did not have a case for this scenario in our low-fi prototype*

1) How to deal with "un-snatched" tasks (Med-Fi)

Solution:
- Parents will manually assign remaining tasks to family members

Rationale:
- Parents know everyone's schedules best so as not to assign conflicting tasks
- Parents are now responsible for the "fairness" of task distribution
- The app is a tool and incentive to distribute tasks, but *should not be responsible for doing so.*

2) Confusion with task completion (Low-Fi)
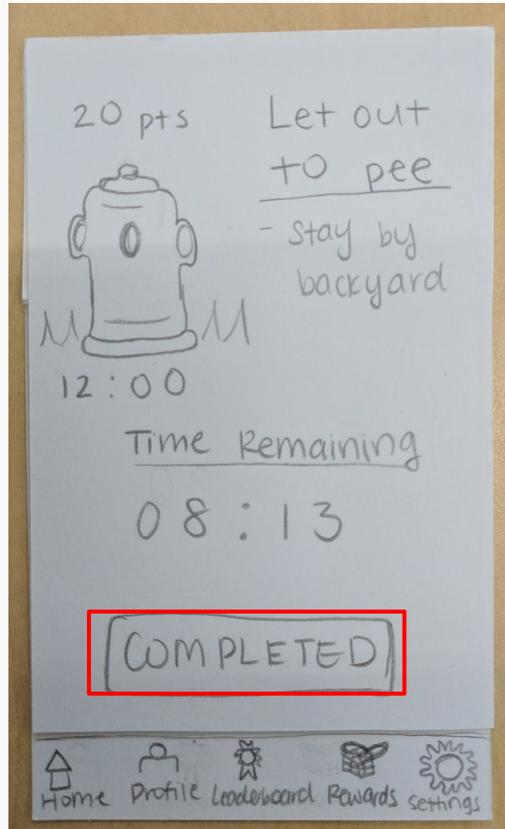
Senario:
- Your phone buzzes to notify you that you have a task to complete soon
- Detailed task screen pops up once you open it

However:
- Do you click complete before/during/after you've completed it in real life?
- What happens next?
- How constrained is the time limit?

2) Confusion with task completion (Med-Fi)
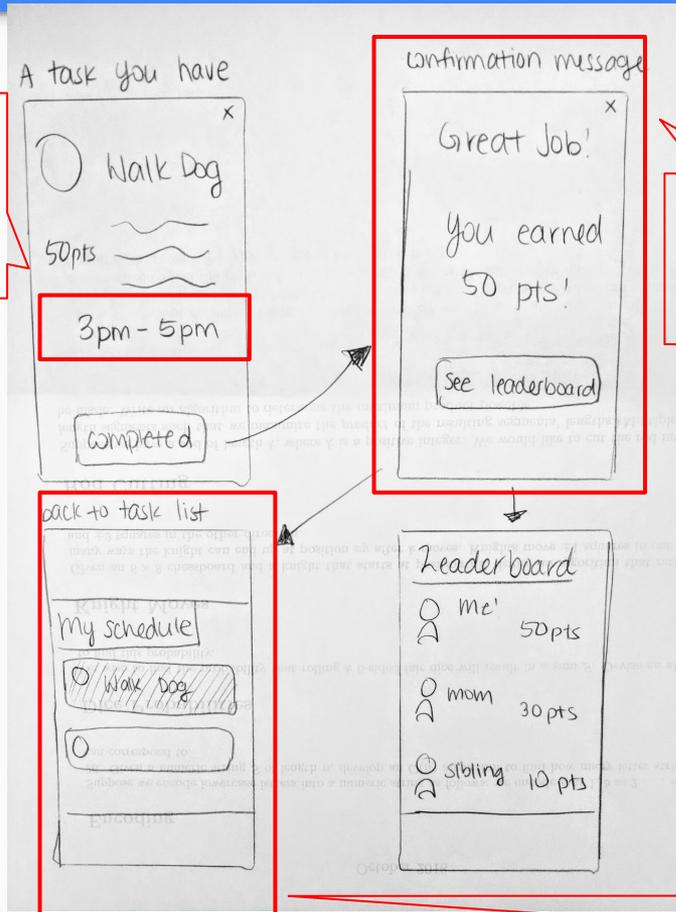
Flexible time range for completion

Confirmation screen for completion

Clear indication that a task was completed

Solution:
- Flexible time range for completion
- Clear confirmation of completion
- Intuitive transition to "Leaderboard"

Rationale:
- Time range to complete task means they can complete it on their own time without pressure of a countdown (or constant app notifications)
- Users will now know when the "complete task" process is finished

3) Confusing interactions with Rewards page (Low-Fi)
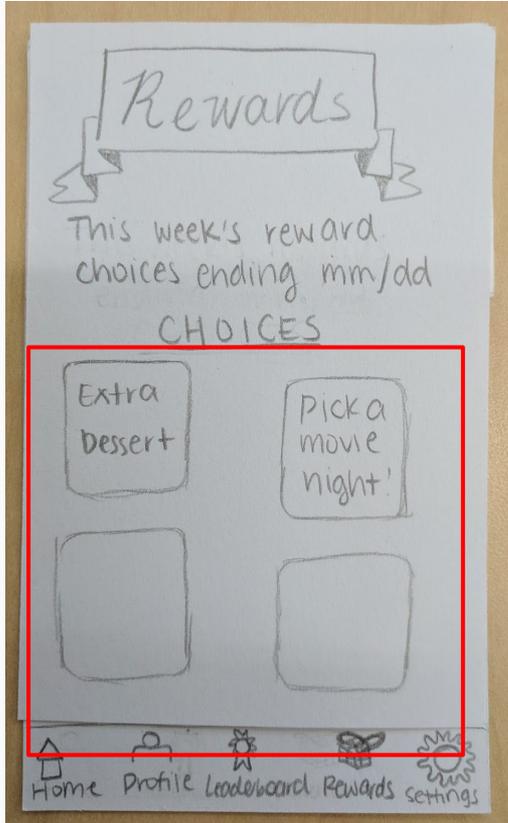
Only had this one page...

Unclear how many "choices" they could pick

Senario:
- Users visit the rewards page:
  a. During the week before anyone has won
  b. After the week whether or not they've won

However:
- They can't choose a reward until the week's competition ends
- Only the winner can choose a reward
- They can only choose 1 option

3) Confusing interactions with Rewards page (Med-Fi)

Rewards locked until competition ends
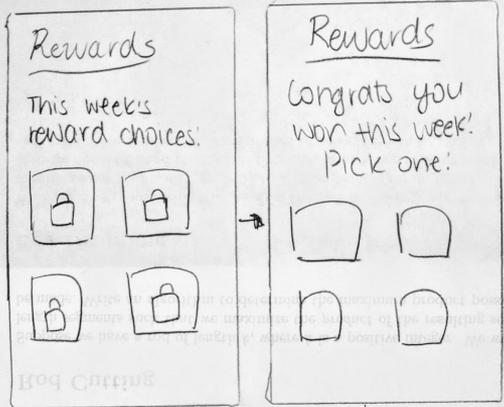
Clear indication that you won & only choose 1

Rewards still locked if you lost :(
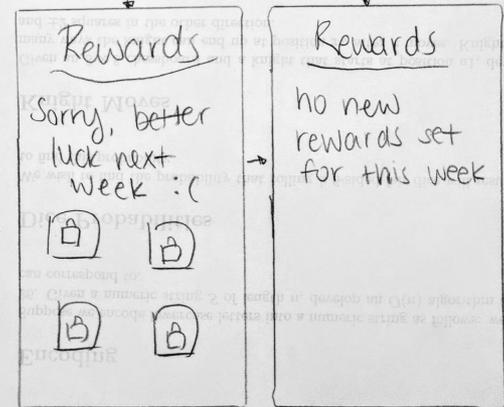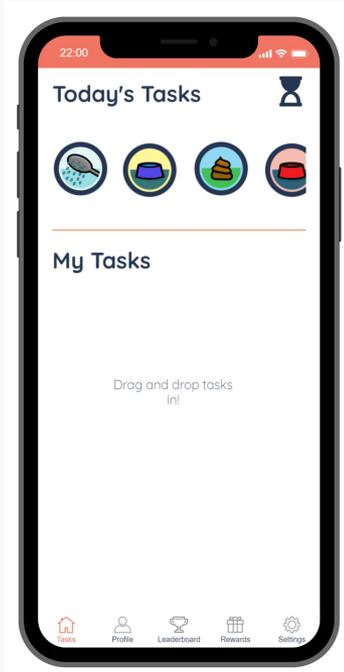
Clear indication that the week's competition has ended

Solution:
- Keep rewards visible but "locked" until the competition ends
- Clear indication of whether or not you won and how to proceed

Rationale:
- Keeping rewards visible adds incentive to work hard!
- "Lock" icon shows they're not interactable (yet)
- Clear messages for how to proceed at the end of the week's competition

Medium-Fi Prototype

Task 1: Snatch Tasks

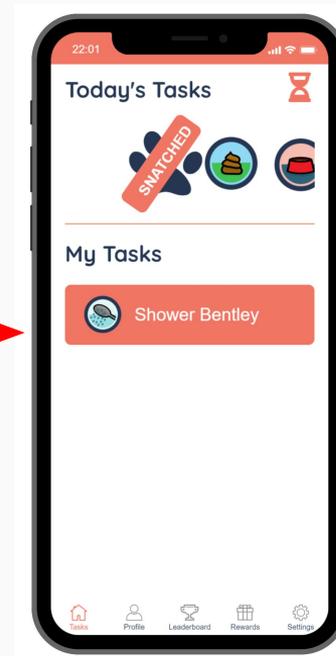

Displays all available tasks for today

Information about task (upon click) with "Snatch" option

Available tasks vs. tasks you've snatched

All tasks have been snatched or assigned

Note: Timer at top-right tells you time remaining to snatch tasks
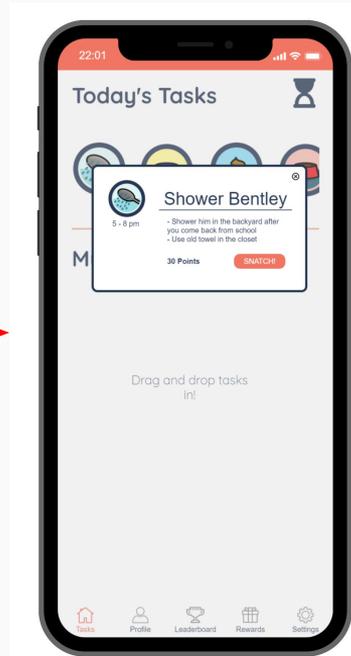
Note: You can click for details and snatch or directly drag-and-drop

Note: Other tasks are being snatched by other users!
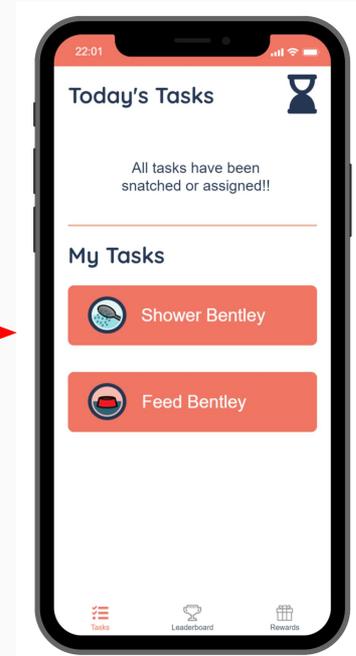
Note: Snatching period ends, and you have your schedule of snatched/assigned tasks

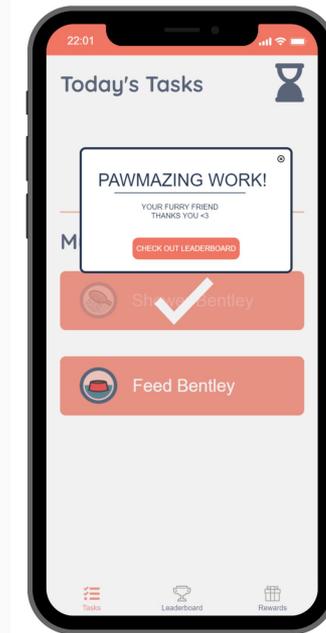# Task 2: Complete Tasks (1/2)

Displays all your tasks for today

When you click one, you can indicate that you've completed it

Gives you confirmation & congratulations and suggests you check out the Leaderboard

Wow, the leaderboard has been updated with your points!
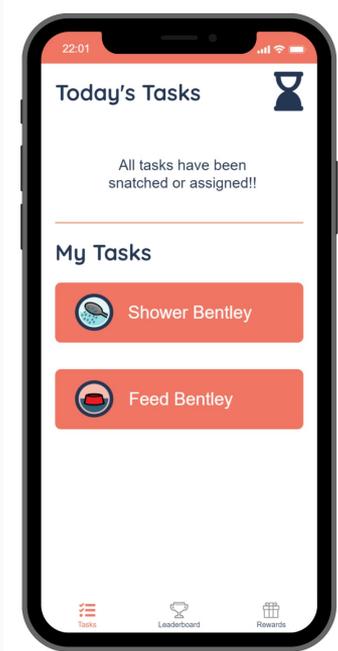
Note: Tasks are ordered in chronological order

Note: You will be able to click "Done" anytime within the given time frame

Note: You can go to leaderboard or back to your tasks
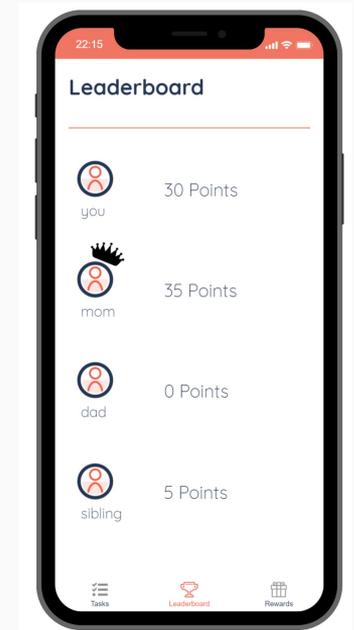
Note: Clear indication of who is in the current lead

Displays completed vs. remaining tasks

Repeat process for all your tasks

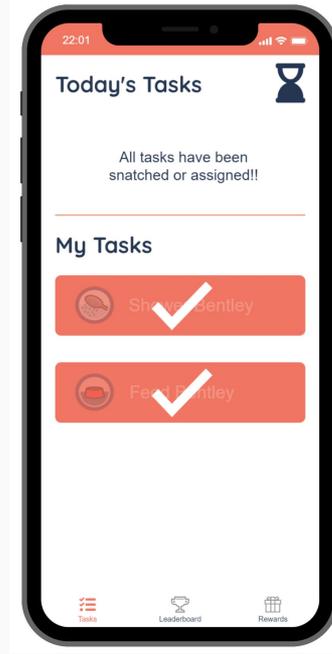Clearly displaying that you're done for the day!

You are now in the lead for this week! Great job!
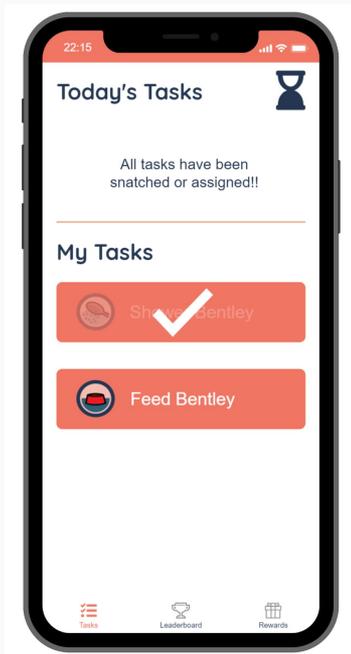
Note: You can always return to "Tasks" in the menu to see your schedule
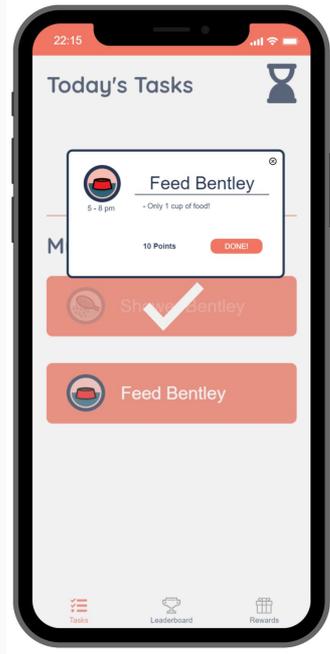
Note: You can click the 'x' to return to your task list
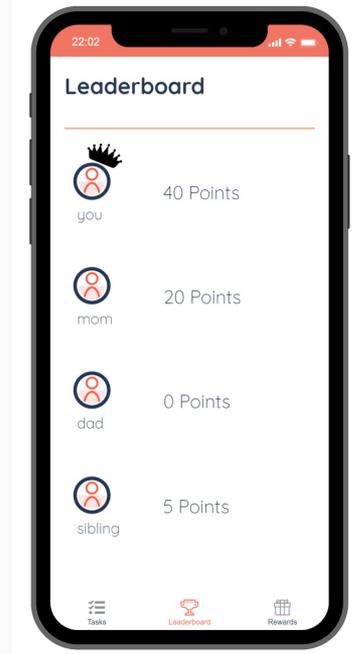
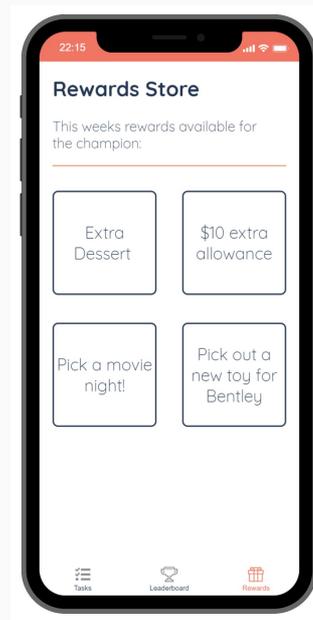Note: Crown is displayed for whoever is in the lead

Task 3: Redeem Reward
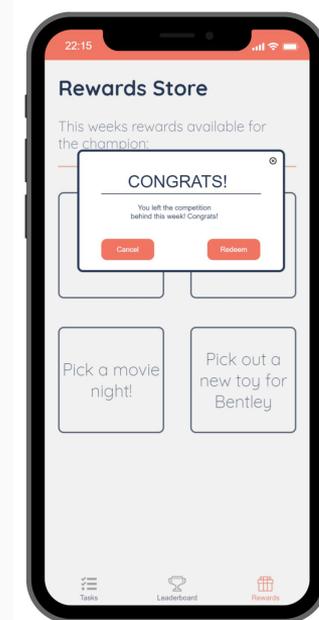
Rewards are locked until the competition ends
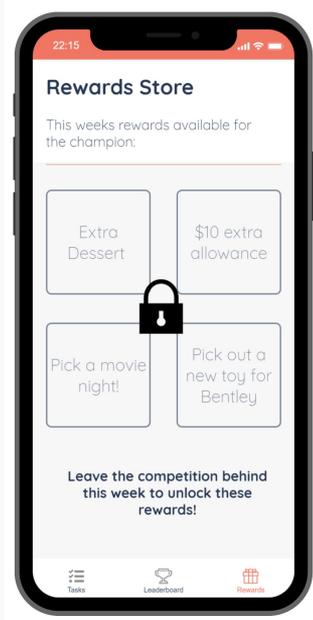
Note: You can still see (but can't claim) the reward choices

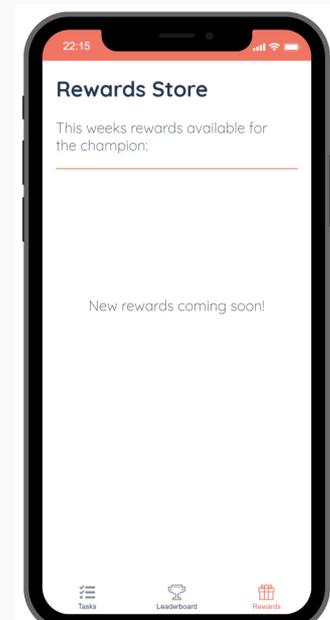If you win, they become unlocked

Note: This screen only becomes unlocked for the winner!

As the winner, you can choose (and confirm) one of the rewards

Note: Asks for confirmation in case you clicked the wrong reward choice

Once claimed, the rewards are updated for next week

Note: At this points, the parents/admins need to update rewards for next week

Prototype Overview

Tool Used: Proto.io

Tool Used: Proto.io

Capabilities

- Able to create all visual components in-app, as well as specify hex colors and use a grid when designing

- Able to link transitions to each individual component (buttons, images, etc) and cascade these in order to 'wizard of oz' more complex interactions (such as other family members snatching tasks from you)

- Able to use presets to easily insert normal phone components and their functionality, such as the lower-screen menu and upper time and battery life image

Limitations

- Can not have a realistic visual countdown w/o 1 million transitions, which is why we chose to simply use a sand clock flipping for this iteration

- Very difficult to simulate points calculations- it takes several conditional transitions to in a very simple way mimic your points adding up in the leaderboard, but this quickly becomes infeasible with more than 2 tasks

Lack of Admin Portal & Onboarding
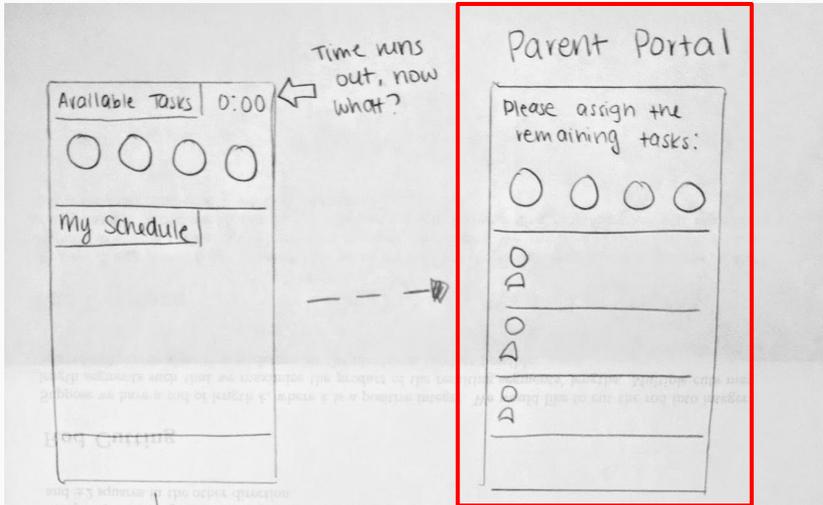
For our app, **onboarding may require a lot of work for the parent/admin** to set-up all the tasks and schedules as well as update rewards and assign tasks occasionally.

We ultimately decided to **focus on the experience of a child user** rather than an admin, who gets to use the app in a very straightforward manner. As such, in the **scenario where not all the tasks are snatched** in time, **the user's schedule is "magically" filled anyway** because behind the scenes, a parent has assigned them to them! You just can't see that part yet...

Medium-Fi Prototype Limitations

Limited Menu Options
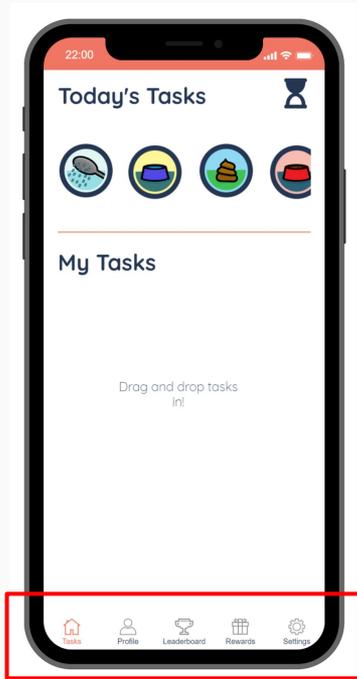
Ideal menu

Current scope menu

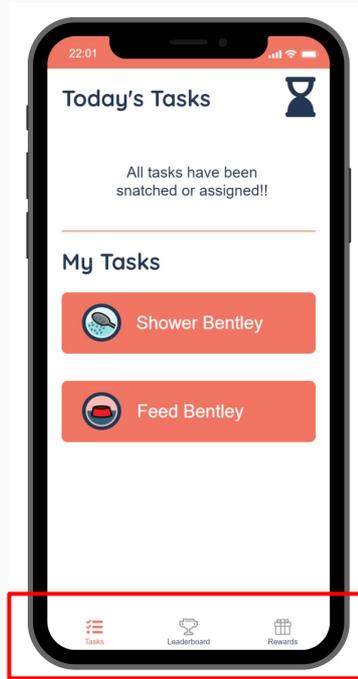We unfortunately had to decrease the number of menu options we gave the user. In our low-fi sketches, we display all of our ideal menu options (**tasks, profile, leaderboard, rewards, and settings**). However, as we began building the app we realized we only had time to scope out 3 menu options (**tasks, leaderboard, rewards**).

We chose to only display these 3 for now because they are the **main screens that users would need to complete our 3 tasks**.

We definitely intend include a profile page for users to see their task history in future iterations. Similarly, a settings page is necessary as this is an account-based app (and parents will need to access their admin portal).

Medium-Fi Prototype Wizard-of-Oz-ing

Time Flies... Really Quickly!

As our app is **intended to be used throughout the day**, it's unrealistic to do early testing this way. Thus, for the sake of getting a thorough experience with our app, we've **sped up/hard-coded the passage of time**.

For example, as the **user is snatching tasks, they may notice that other tasks have been snatched**! In our prototype, we hard-coded these events to happen with the timer (top-right), and they happen quickly!

# Medium-Fi Prototype Hard-coded Components

Limited Tasks to Snatch
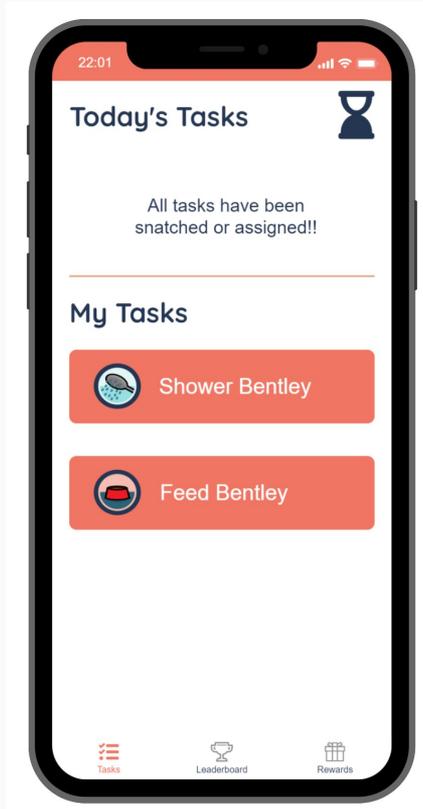
For the sake of simulating competition (and simplicity of prototyping), **we only allow users to snatch these 2 tasks**. In fact, clicking on the other tasks do not do anything.

We believe that only being able to snatch 2 tasks still gives the user a **relatively complete experience with the app**. After snatching/completing the first task, they are just starting to learn how to use our app, but by the third task, it becomes repetitive.

Moreover, having only 2 possible tasks makes simulating the completion and point system much simpler at this stage!

Medium-Fi Prototype Hard-coded Components

Stacked Leaderboard
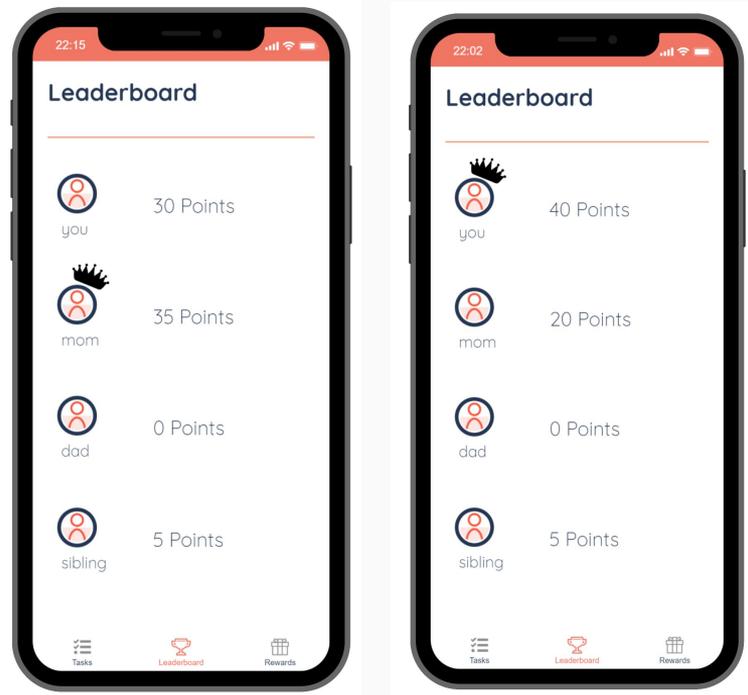
Another hard-coded aspect is the **point system and leaderboard**. Rather than keeping real-time score of every user's points, we simply "update" the user's scores based on which (of 2 possible) tasks they've completed.

Ideally, this would keep accurate count of everyone's scores and would order them accordingly in the leaderboard. However, for this prototype, **it was easier to keep them in consistent locations and indicate the "leader" with a crown**.