Bow Wow Chow

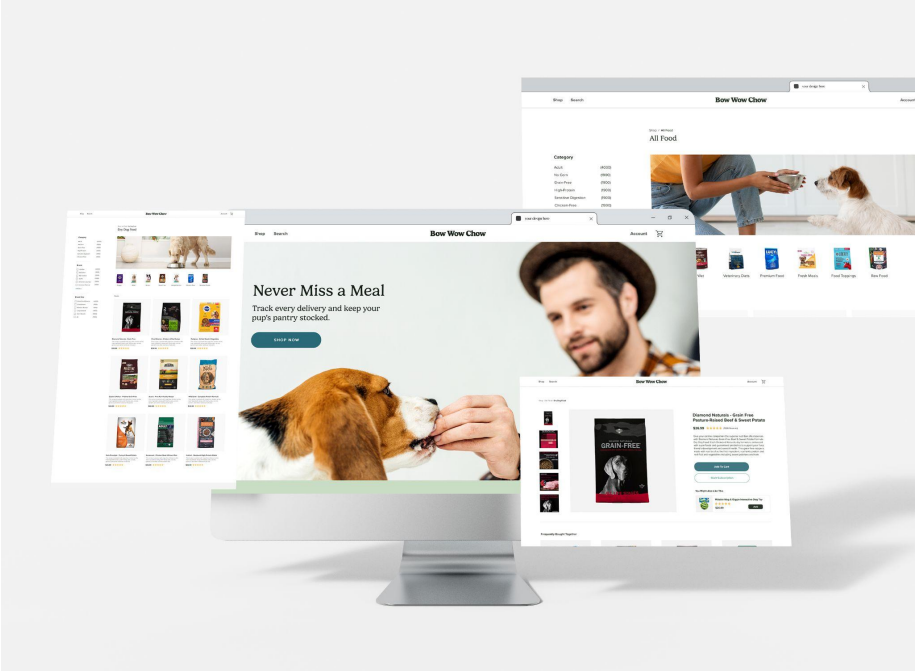
Louis John Garza

Google

Project overview

The product:

Bow wow Chow is a pet food delivery tracker to help pet owners manage their pet's food deliveries and ensure they have enough food on hand.



Project duration:

March 10 - 13, 2023

Google

Project overview

The problem:

Pet owners often struggle to keep track of their furry friends' food intake, especially with busy schedules and varying feeding instructions from different brands.

The goal:

Bow Wow Chow aims to solve this problem by offering a pet food delivery tracking app that ensures pets receive the right type and right amount of food.

Google

Project overview

My role:

UX designer leading the design of bow wow chow's website.

Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

After conducting user research, I have identified several key areas for improvement in the dog food delivery tracking app, Bow Wow Chow. Users expressed frustration with the lack of customization options when selecting food and treats for their pets, as well as difficulties in tracking their orders in real-time. Additionally, users expressed a desire for a more seamless and intuitive user interface.

Google

User research: pain points

1

Navigation

Some users found it difficult to navigate the app and locate specific features or information, particularly those who were less familiar with browsing websites and mobile apps.

2

Interaction

Several users reported experiencing issues with an app's interface, such as slow loading times, unresponsive buttons, or unclear instructions for completing tasks.

3

Experience

A few users expressed frustration with the overall user experience of apps, citing issues such as lack of personalization, limited product selection, or difficulty customizing orders.

Google

Persona: **Sarah**

Problem statement:

Sarah is a busy marketing manager who needs a way to stay on top of her dog Luna's dietary needs and food supply.

Sarah

"I want a convenient way of tracking Luna's diet and want to ensure that Luna's food is made with only the best ingredients in mind."

Goals:

- To make sure Luna is well-fed and healthy
- Values high-quality, natural ingredients

Frustrations:

- Struggles to find time to research and shop for high-quality food
- Often forgets to order more food until it's almost gone

Age: 32
Education: Bachelor's Degree
Hometown: Los Angeles
Family: Single
Occupation: Marketing Manager

Sarah lives in a small apartment in the city with her dog, Luna. She works a demanding job in marketing, which means she spends long hours at the office and often needs to bring work home. As a result, she finds it challenging to stay on top of Luna's dietary needs and make sure she always has enough food. She wants to provide the best possible nutrition for her dog, but her busy schedule makes it difficult to keep track of everything.

Google

User journey map

Created a user journey map of Sarah's experience using Bow Wow Chow to identify possible pain points and improvement opportunities.

Persona: Sarah

Goal: Shop for pet food online and easily keep track of orders and monitor Luna's dietary needs

ACTION	Choose online dog food website	Browse for Food and Treats	Choose an Item(s)	Add to Cart	Check Out
TASK LIST	A. Search for dog food websites B. Choose a website that has multiple dog food brands	A. Browse the website to find specific treats and food B. Search multiple categories (dry, wet)	A. Select wet food for Luna B. Selects a toy as well from the upsell widget	A. Add items to the Cart	A. Review Cart B. Add billing info C. Shipping Info D. Confirm Order
FEELING ADJECTIVE	Excited to find a shop that has both treats and food supplies	Happy that the layout is not as confusing as other sites and navigation is simple	Hopes that Luna will like the food	Excited to purchase the items	Eager for Luna to try the food and treats that were chosen. Unsure if the toy is the correct type for Luna
IMPROVEMENT OPPORTUNITIES	Create a way to track dog food deliveries and manage diets	Add other easy to use search features that include more options	Provide a way to show different breeds and what specific food choices they might have to help Luna make decisions	A way to suggest more items that Luna might like	Offer a simple return procedure in case Luna does not like the toy

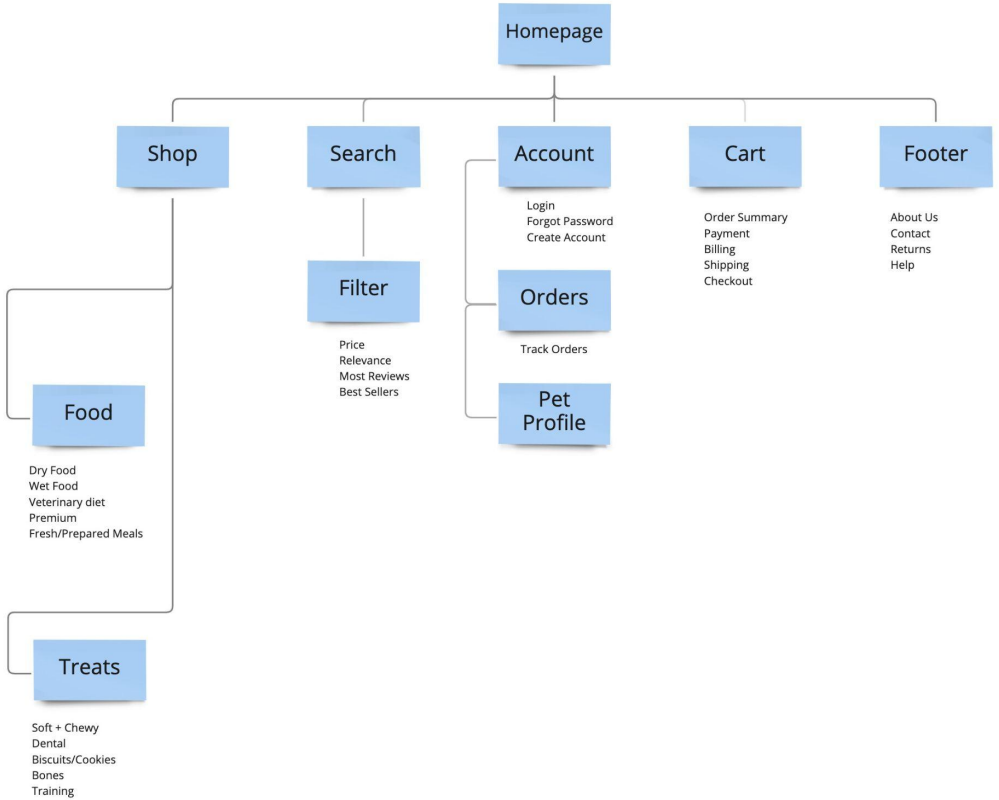
Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

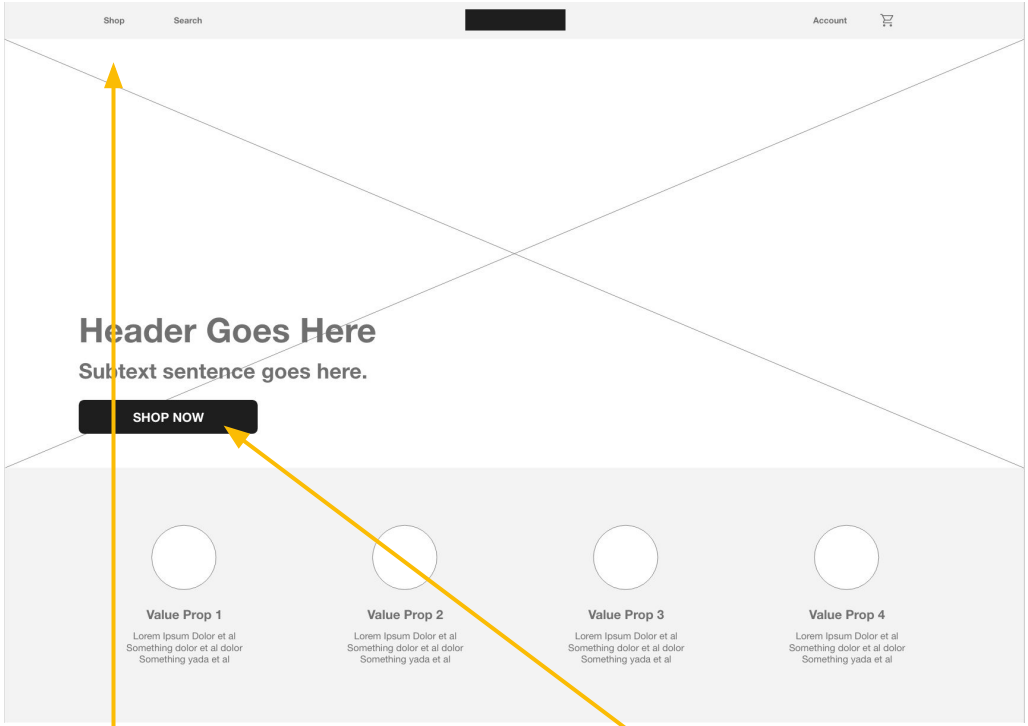
The sitemap helps clarify the content structure of the app, making it easier to understand the overall flow of the app and how different pages and features are connected.



Google

Digital wireframes

Starting off in digital made it easy to quickly mock up the bow wow chow app. Used the typical layered cake design.

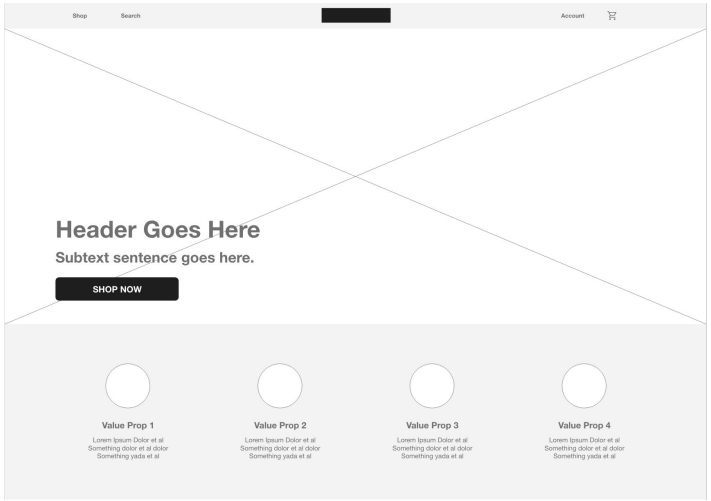


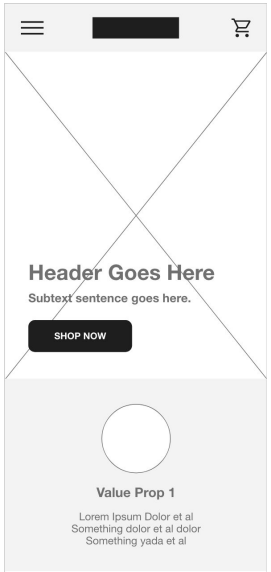
Easy access to shop types of food and treats

Homepage is very simple to browse easily. The first button takes you right to all types of food.

Google

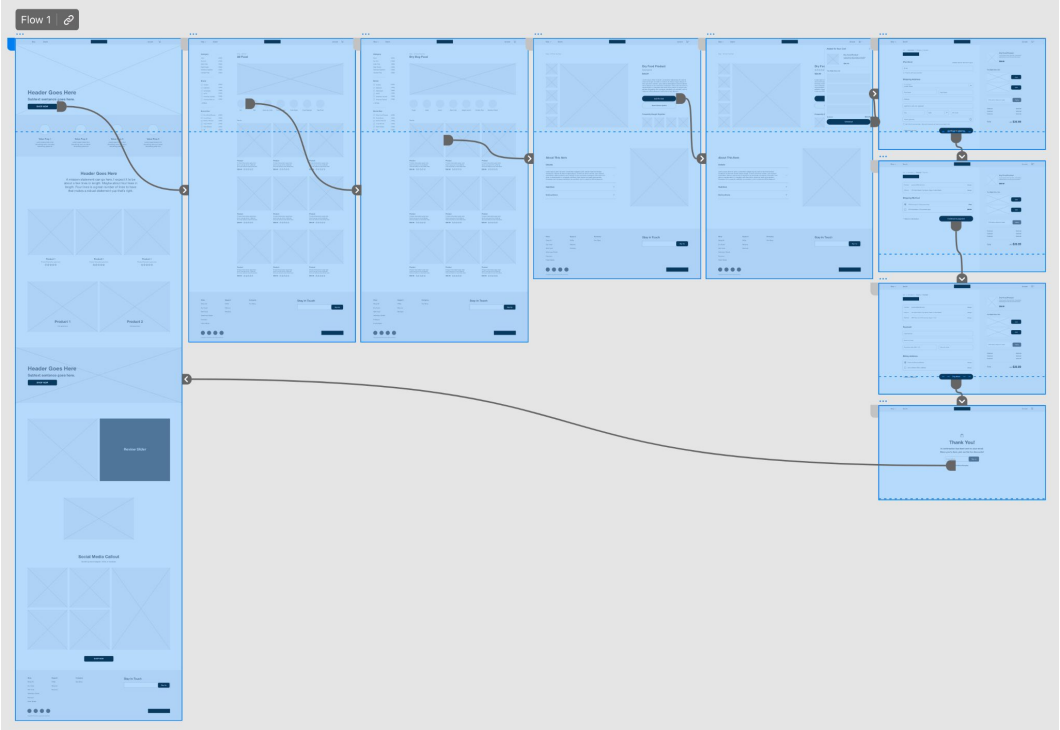
Digital wireframe
screen size variation(s)





Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens together in the primary user flow of adding items to the shopping cart and checking out.



[Low-fidelity Prototype]

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Navigation

Users found it difficult to navigate the app and were unclear how to find certain features and information.

2

Checkout

Users were not able to change quantity of items when checking out.

3

Account

During checkout, users could not find a way to log in and pre-fill information.

Google

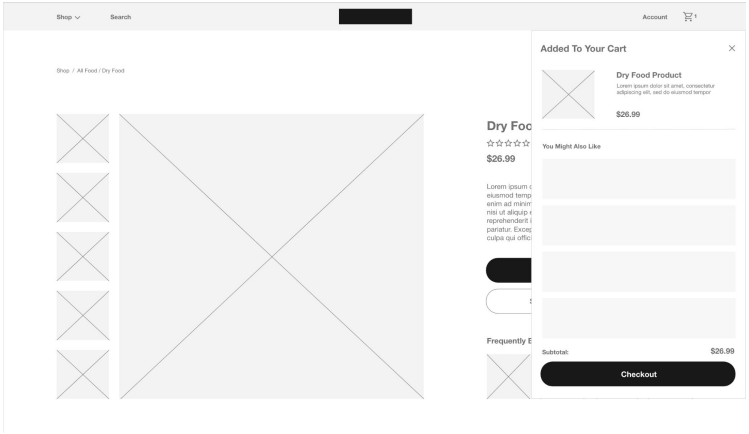
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

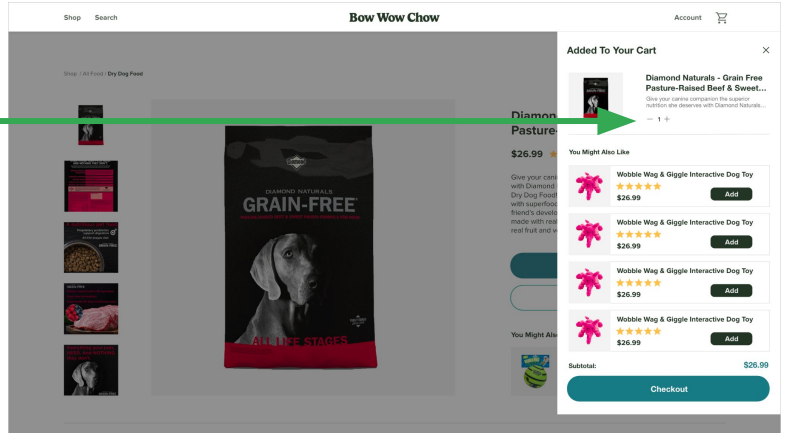
Mockups

Based on findings from the usability study, I made changes to the checkout flow. There originally was no way to increase/decrease quantity of items added into the cart. I removed the subtotal from the top since I already had it on the bottom.

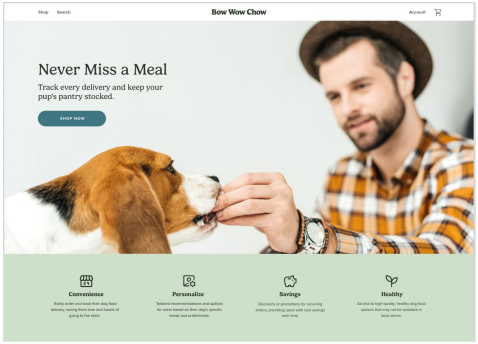
Before usability study

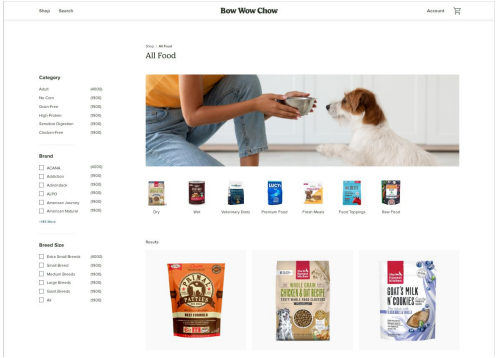


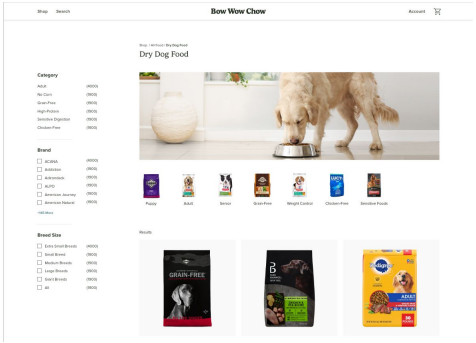
After usability study

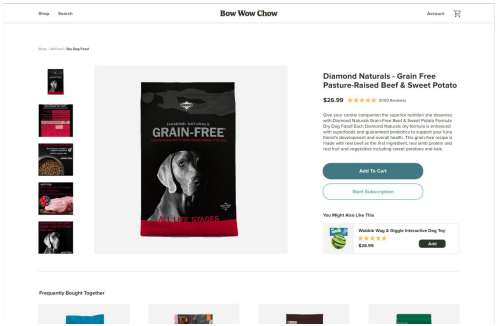


Mockups: Original screen size

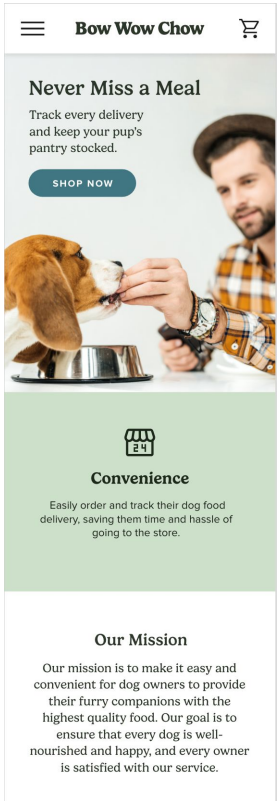


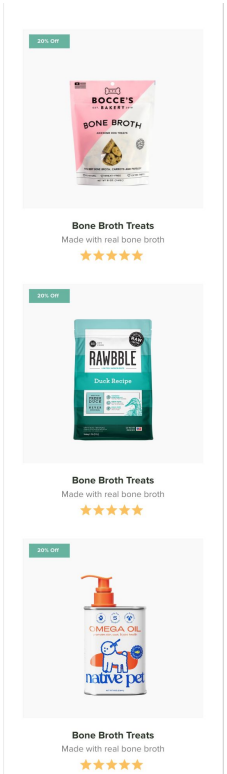


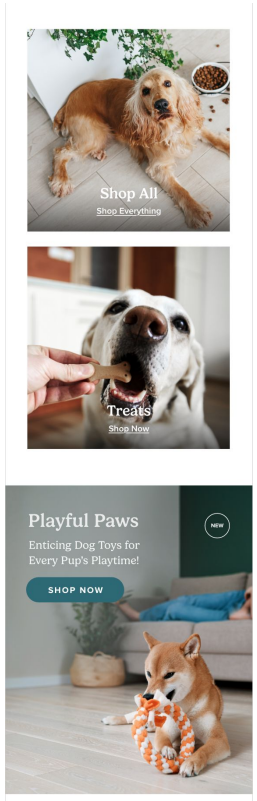


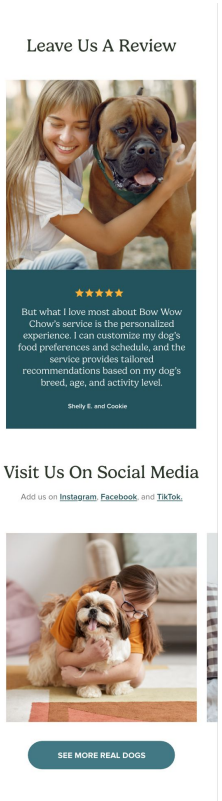


Mockups: Screen size variations









High-fidelity prototype

My high-fidelity prototype has the same user flow as my lo-fi and includes design changes made after the usability study

[High-Fidelity Prototype]

Accessibility considerations

1

Used clear hierarchy with type to establish importance in different elements.

2

Used simple navigation to guide the user through finding a product and checking out.

3

Used high-contrast text and type sizes that are standard and easily readable.

Google

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

One of the most significant impacts was the positive response from users who were able to easily track their pet's food deliveries and receive updates on their order status.

What I learned:

I learned the importance of a simple and intuitive user interface, particularly for an app that serves a specific purpose like bow wow chow.

Google

Next steps

1

Iterate on the design: Use findings from usability study and user feedback to make improvements.

2

Develop a marketing strategy to reach a wider audience and increase awareness of the app.

3

Consider adding new features to the app based on user feedback and market research.

Google

Let’s connect!

Thank you for reviewing my work on Bow Wow Chow!

If you like to connect and get in touch with me you can find my contact info below.

Google