

PetLife

C02 - Dreamstar





Meet our Team



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01.

Problem Context





Cost Worries & busy life: Vet clinic is expensive, causing stress over how to afford it while Owners find it hard to make time for vet visits and connecting with other dog lovers.



Unsure About Symptoms: It's tough for owners to know if a dog's illness is serious, which potentially lead to unnecessary vet visits or delayed care.



Strengthen Community Ties: Build a robust network of pet owners who can lean on each other for advice and support, enriching the pet ownership experience.



Enhance Convenience: Make it easier for pet owners to find and utilize local services, contributing to the overall health and happiness of their pets.



Problem Statement

How might **pet owners** achieve **gain pet care knowledge in an efficient way**, so that they can **reduce veterinary visits and maintain well-being of their pets?**

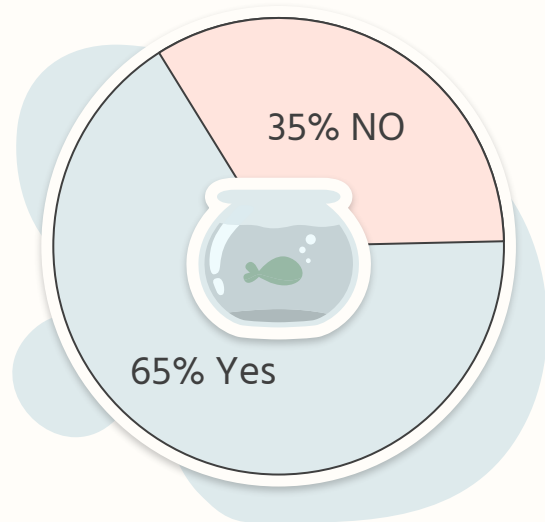


02.

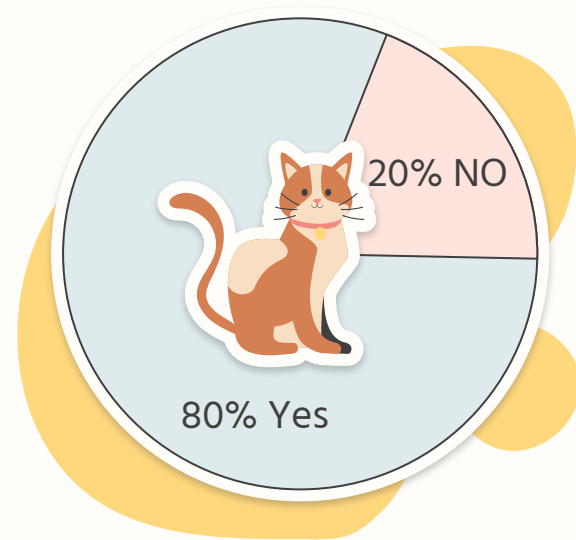
Key Research Insights



Do you find it difficult to recognize early signs of illness or discomfort in your pet?



n=25



n=25

Have you ever experienced a situation where the lack of timely information or resources affected your ability to provide optimal care for your pet's well-being?

Key Research Insights



Unaware of pets' health conditions' potential risk lead to making things worse



Frustration with the lack of clarity and reliability in online information



Unnecessary vet visits result in financial burdens for dog owners and time consuming

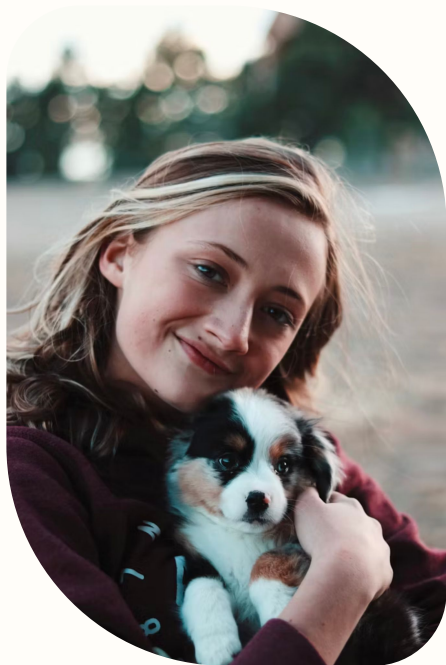


03.

Meet Personas



Abby Watson | College student



Occupation: Sophomore College student and a newly dog owner

Income & Budget: Mostly from her parents, doing part-time job at school cafeteria

Living condition: Lives off campus by herself with her pet.

NEEDS

- + Uncertainty about the severity of pet's symptoms
- + Unnecessary stress
- + Potentially avoidable trips to the vet

PAIN POINTS

- Saving time
- Reducing unnecessary expenses

Amanda Stone | Breeder



Occupation:

A professional dog breeder who breeds husky.

Income & Budget:

Around \$80k

Living condition:

In a house at state of Washington

NEEDS

- + Amanda needs PetLife to **connect** with husky enthusiasts,
- + By utilizing the app's focused user groups for efficiency, targeted communication and sales could help to:
 - + **Share her expertise,**
 - + **And reach potential buyers interested in her dogs,**

PAIN POINTS

- Amanda struggles with finding cost-effective, targeted ways to reach potential buyers and with accessing a community for breed-specific advice and support.



04.

Solution approach





The screenshot shows a web browser window with the following elements:

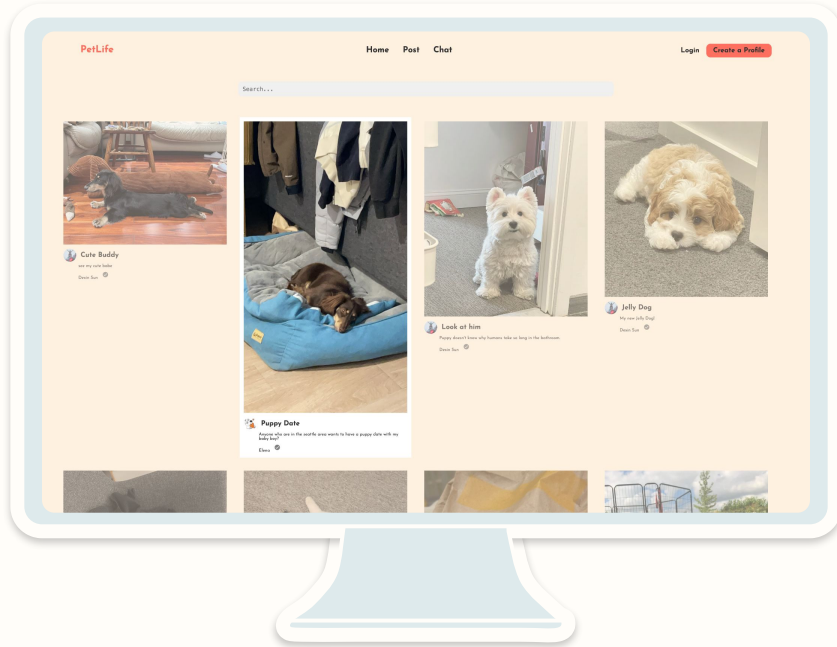
- Header: "PetLife" on the left, "Home Post Chat" in the center, and "Create a Profile" with a user icon on the right.
- Form fields: "Name", "Home Country", "School", "Languages", "Avatar" (with "Choose File" and "No file chosen" text), "Name of Pet", "Birthday", "Pet Type", and "Weight" (with a slider).
- Buttons: "Save" at the bottom center.
- Footer: "Disclaimer" on a red background bar at the bottom.

Create Profile

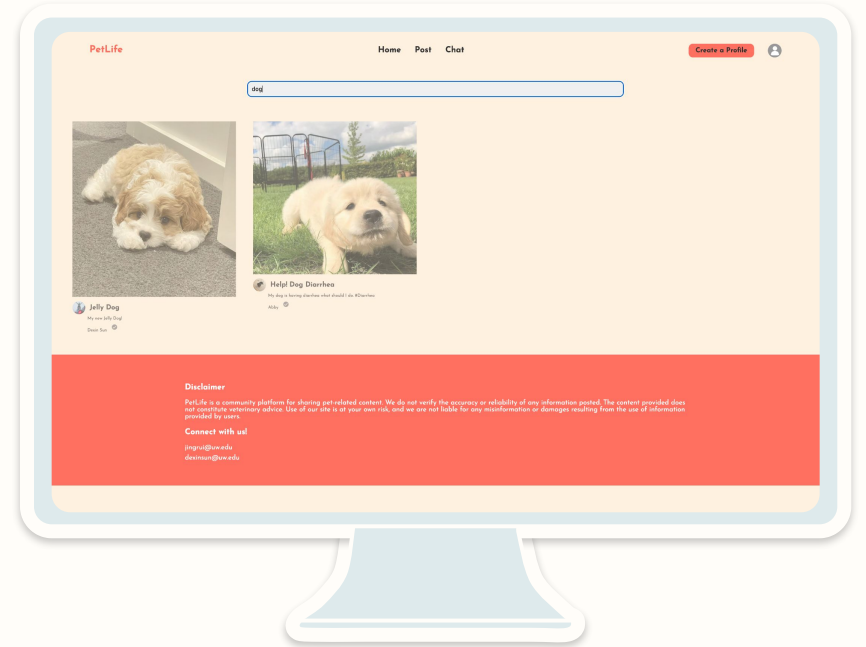
The screenshot shows a web browser window with the following elements:

- Header: "PetLife" on the left, "Home Post Chat" in the center, and "Create a Profile" with a user icon on the right.
- Form fields: "Title", "Content", and "Picture" (with "Choose File" and "No file chosen" text).
- Buttons: "Submit" below the "Picture" field.
- Disclaimer: A red bar containing the text: "Disclaimer: PetLife is a community platform for sharing pet-related content. We do not verify the accuracy or reliability of any information posted. The content provided does not constitute veterinary advice. Use of our site is at your own risk, and we are not liable for any misinformation or damages resulting from the use of information provided by users." Below this is "Connect with us" and social media handles: "instagram@petlife.edu" and "facebook@petlife.edu".

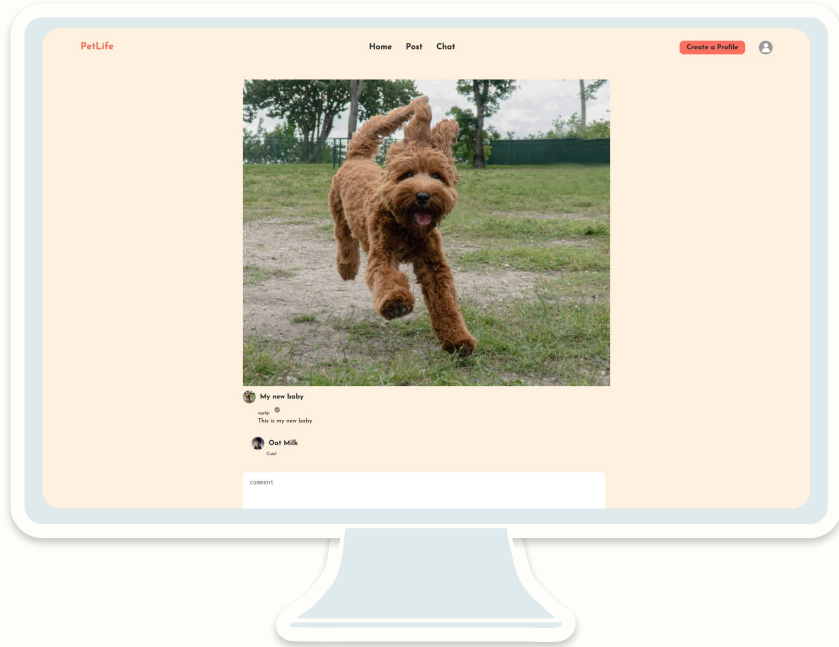
Create New Post



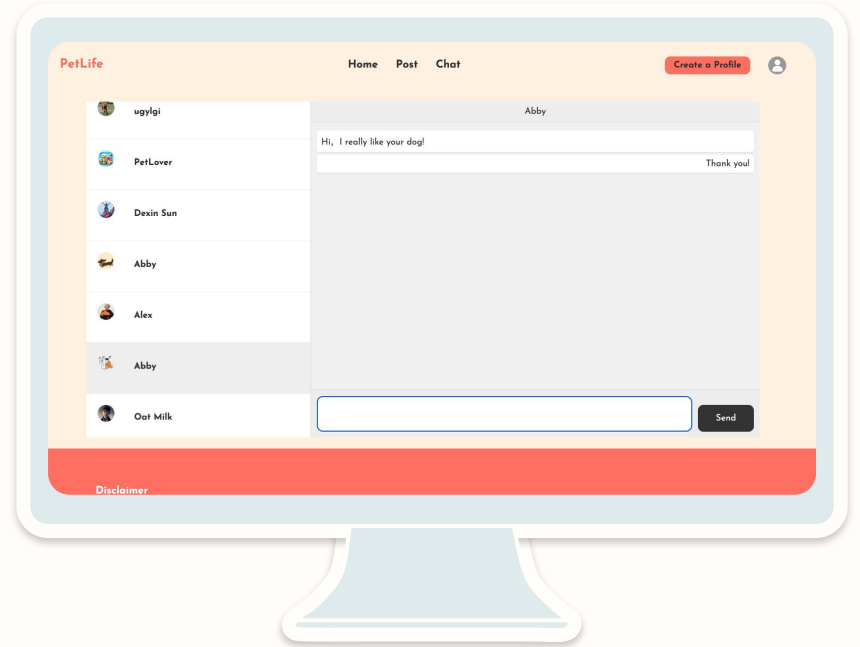
Main feed page



Search Post with keywords



Post detail & comment



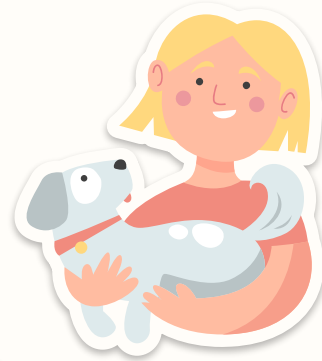
Chat with other users

05.

User testing & validation



Concept and Assumptions Tested

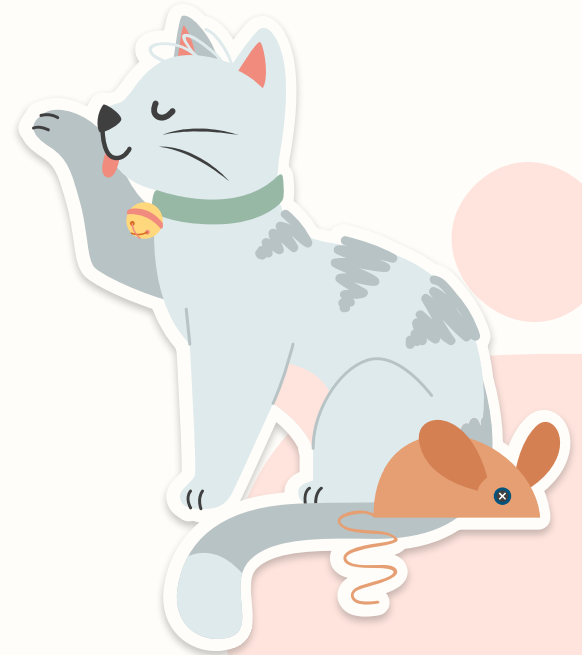


- ◆ User Experience and Interface
- ◆ Community Feature Engagement
- ◆ Value of Expert Content



Lessons Learned and Insights from Testing

- ◆ Significant Demand for Easy Navigation
- ◆ Mobile Usage Predominance
- ◆ Expert Content Draws More Engagement



Design Direction Derived from Validation



- ◆ Redesign with a Focus on Navigation Simplicity
- ◆ Commitment to Mobile-First Design
- ◆ Prioritize and Highlight Expert Contributions



06.

Product demo



Demo Video



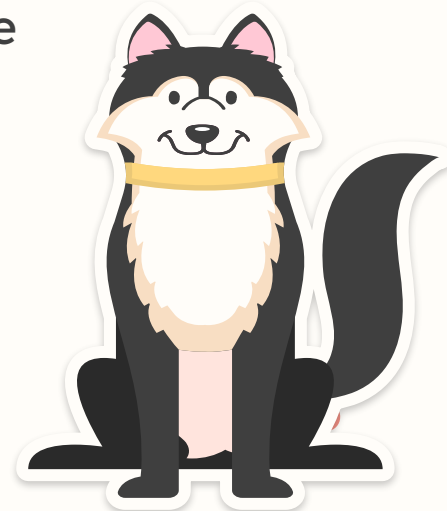
07.

Ethical considerations



Accuracy of information

- ◆ It's essential to provide accurate, vetted information to prevent misinformation that could lead to improper care or harm. This might involve consulting with veterinary professionals or using peer-reviewed sources for the content/post.



Commercial Bias

- ◆ If our product involves recommending products or services, it's important to avoid commercial bias. Ensure that recommendations are based on the best interest of the pets and their owners rather than potential profit.

08.

Next Steps



Next Steps



- ◆ Prepare for release
- ◆ Choose Open Source License
- ◆ Github host
- ◆ Promote Community Involvement

Thank you!

