Google UX Certification Project

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PetLov

Pet Food Delivery App

Affinity Diagram, Patterns and Insights

Petlov affinity diagram - Google UX Design Certification

Interview Observations:

Participant A: Male (30 Years old)

- Inspected the first page carefully
- Wanted product into shop cart notification
- Wanted to use the education feature
- Finds home design "too innovative"
- Good reception to quantity of info in first page
- Didn't care about tags
- Curious tone
- Finds design "same ish"
- Wanted to find stores
- Finds pet profiles promising
- Didin't like buying flow

Participant B: Male (26 Years old)

- Used the hamburguer menu first
- Noted the importance of colors
- Was familiar with the process
- Liked the Home Design
- Expressed that the process was self explanatory
- He was very careful
- Parts of the buy flow are common in his experience with apps in general
- Appreciated text labels
- He was very careful in the confirmation process
- Cheerful tone
- Interested in the educations feature

Participant C: Male (36 Years old)

- Was interested in pet profiles
- Experimented with everything that was interactive
- Showed interest in the scope of the research
- Wants products right away
- Buy process flow was confusing for him
- He has no familiarity with the test
- Not familiar with this kind of product
- Wants something basic
- Curious tone
- Moderate approval of the design
- Wanted it to be more "uber like"

Participant D: Male (60 Years old)

- Clicked every clickable thing
- Showed Dysconnect with some features
- Showed conformity with the design
- Wanted to buy right away
- Very paranoic about online purchases
- Compared it to Uber eats
- Over careful tone
- Liked the Hamburger menu
- Confused on where to buy

Participant E: Female (26 Years old)

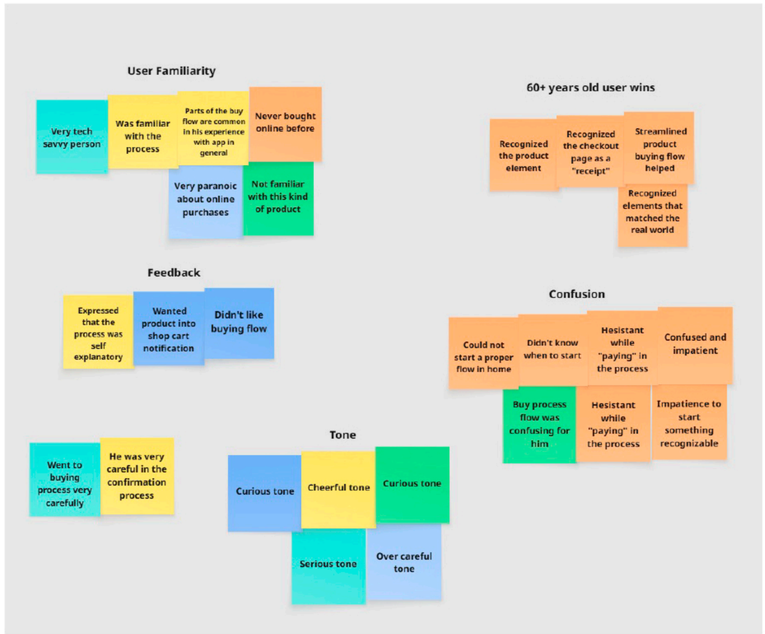
- Went to pet profiles inmediatelly
- Showed curiosity about the process
- Checked details in the buying process
- Wants something simple
- Tried tags
- Liked pet profiles a lot
- Serious tone
- Went to buying process very carefully
- Very tech savvy person
- Wanted Products right away

Participant F: Female (61 Years old)

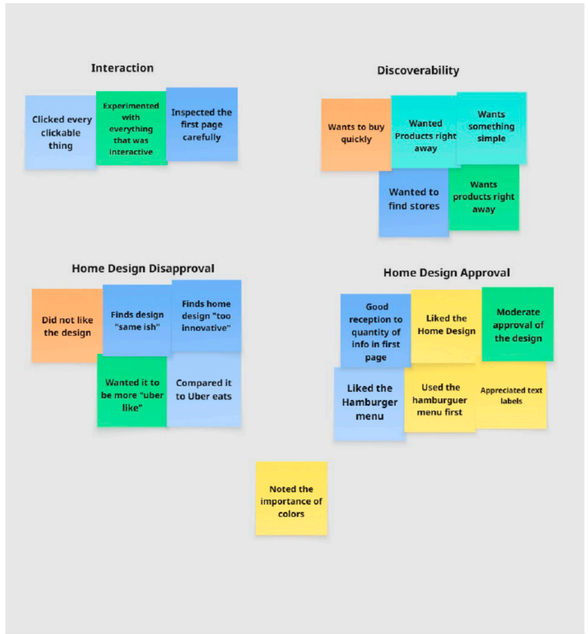
- Confused and impatient
- Didn't know when to start
- Could not start a proper flow in home
- Recognized the checkout page as a "receipt"
- Adaption to pet profiles option wasn't intuitive
- Impatience to start something recognizable
- Recognized the product element
- Recognized elements that matched the real world
- Streamlined product buying flow helped
- Completed the buying flow
- Hesistant while "paying" in the process
- Never bought online before
- Wants to buy quickly
- Did not like the design

Observation to Patterns:

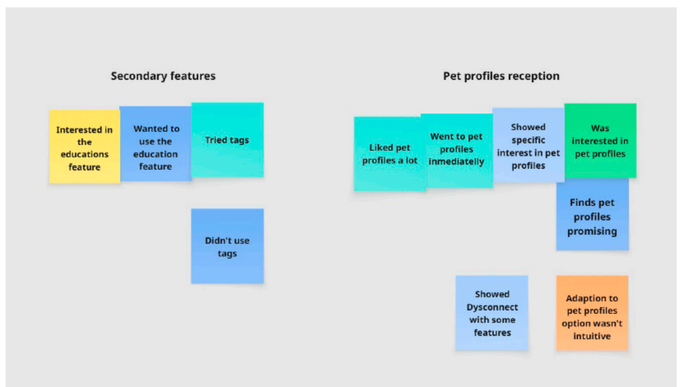
Buying Flow



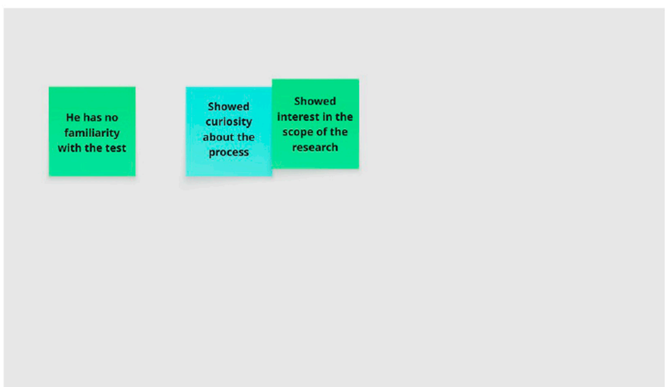
Layout/Design



Features



Misc



Pattern Identification Template

Priority 0

1. It was observed that 2 out of 6 participants (were over 60 years old and had problems with confirming the process of buying). This means that (the most important feature about the buying process should be streamlined UI and there needs to have more evident visual feedback).

2. It was observed that 4 out of 6 participants (showed some doubts about starting the flow from the Pet Profiles page). This means that (While the feature was well received, the emphasis, hierarchy and overall importance of the feature should be rethought, to make actual products easier to find).

3. It was observed that 1 out of 6 participants (Didn't have too much technological experience with mobile apps). This means that (It is critical to achieve an aesthetic and layout that balances a good design with accessibility for people that are less knowledgeable in tech).

Priority 1

4. It was observed that 4 out of 6 participants (Showed specific interest in the pet profiles feature). This means that (It shows promise and we have to take the feature into account).

5. It was observed that 1 out of 6 participants (wanted to use the education feature). This means that (even if it's an optional feature, we have to take it into account).

6. It was observed that 6 out of 6 participants (completed the buying process successfully in varied forms of success). This means that (This has to be taken into account in the most critical steps of the buying process).

7. It was observed that 1 out of 6 participants (Weren't particularly frustrated to the point of not knowing what to do by a particular process). This means that (The buying process and the first page of the app needs tuning but not a complete rework).

Priority 2

8. It was observed that 1 out of 6 participants (Identified some iconography that matched with the real world and was helped by it). This means that (This has to be taken into account in the most critical steps of the buying process).

INSIGHTS

1. Based on the theme that for most users, it is very important to have available products to purchase right away in Home, an insight is: The Home UI needs to be revamped to reflect the existance of a fast way to purchase what the user wants and help them discover new products.

2. Based on the theme that Tech literacy on the Users was inconsistent, and some have limited knowledge about the process or even the existence of these products, an insight is: We need to assume that the product is going to be used by a wide range of people, with different tech literacy and ages and our design should reflect that, so it can be of value to everyone.

3. Based on the theme that The idea of Having Pet profiles was widely accepted even though the buying flow through it wasn't well received, an insight is: The feature shows promise, even if the hierarchy and emphasis weren't optimal, balance between user conversion and customization for power users must be thought through, so it offers value for the user while not getting in the way of the main goal of the app.

4. Based on the theme that Almost every user completed the buying flow with various degrees of success, an insight is: Even though the start of the user flow is flawed and needs work, the use of some proven UI formulas and user familiarity with the process validated the great majority of UI decisions made at this point in the design process.

5. Based on the theme that a couple of users showed interest in features not yet implemented in the prototype, like tags or the Education feature, an insight is: The implementation of these features should be taken into account while having a clear understanding on their priority and scope in the design.