

# E-Commerce Website & Social content Proposal

**PROJECT PRESENTATION** 

Presented by UX Treats



# **PROJECT OVERVIEW**

### Purpose

To increase and expand the presence of DAWG brand, revenue and create a website and social content that integrates both shopping and community features for dog owners.



### **Timeline**

Sep - Oct 2021

### Platform

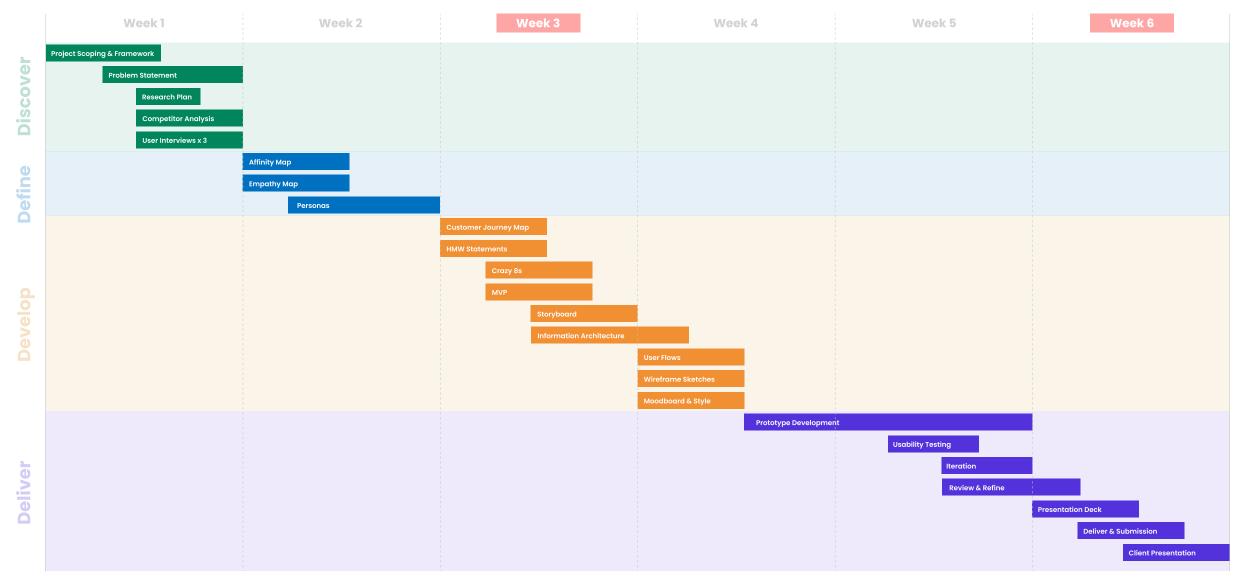
Website

### **Team Members**

Dan Phu Sam Larcher Jesslyn Liwang Megan Schutte Kate Smytheman









## **PROJECT CANVAS**

### **Business Background**

Who/what are we working with?

### **Project Purpose**

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What impact are we hoping to make?

Who: UX Design team (5x designers) working with DAWG's product owner

#### What: Melbourne-based

company focussed on locally producing and selling (online) dog related products, made from natural ingredients with environmental considerations (biodegradable packing) and community emphasis.

To increase and expand the presence of DAWG brand, revenue and create a website that integrates both shopping and community features for dog owners.

#### The project will be delivered via a live video slide presentation which will include a case study of the Wesbite as well as a working prototype and social media marketing content.

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Deliverables

What are we expected to deliver?

30 September- Half way client check-in

21 October - Final project presentation

#### Includes:

Foundational research User Interviews & Surveys Concept definition UX development Usability and testing methods Case studies Initial ideation, concept designs and sketches Working prototype Social Media posts

**Approach & Methods** 

How will we deliver the project?

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#### To explore the "problem space/ design challenge" we will be using the Double Diamons UX design approach focused on user experience and humancentered design. To explore the issue widely and deeply we will use the following methods to deliver a solution that will work:

- Research Insights & Findinas
- Empathy Map
- Journey Maps
- Affinity maps

- Clickable Prototype
- Report/ Presentation

Responsibilities

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Who's the team and what rituals will we use?

#### UX/UI Designers:

Samuel Larcher Jesslyn Liwang Kate Smytheman Dan Phu Megan Schutte

#### Client:

Luke (DAWG)

To improve productivity, meetings will be conducted remotely and updates centralised using the following applications:

 Monday - Zoom meetings to discuss deliverables of week ahead

- Thursday Zoom meeting to review and discuss weekly output & recommend updates and changes required
- Slack casual check-in/ reach out thoughout the week
- Trello communal note taking and milestone tracking for task management

### Challenges

What are the risks?

- oversaturated market
- determining point of difference
- broad target user
- limited brand awareness
- limited understanding of direct competitors
- limited with design by Amazon's storefront offerings
- no access to product and limited digital brand content supplied (in regards to creation of marketing content)
- no exisiting design system · limited amount of
- products for us to use that fulfil the requirements of a 'completed' storefront

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# **PROBLEM STATEMENT**

### Assumption

Loving dog-owners feel **overwhelmed** by an oversaturated market when looking to provide care and nutrition for their dog but are **unsure** about the product ingredients, quality standards and environmental impact.

### **Evidence-based**

Loving dog owners want to find dog products/treats best suited to their needs and engage with pet communities but feel confused by excessive product options and seek a platform to shop, educate and connect with other dog owners.



## **RESEARCH METHODS**

(C)

### Target audience

Lives in Australia

Owns a dog(s)



Competitor Analysis

Research and create a competitor analysis on 6 different competitors in the travel and planning space.



One to One Interviews

Conduct 8 one-to-one interviews that are part of the target user demographic, to obtain both quantitative & qualitative data. User Surveys

Send out Google Forms survey to obtain quantitative data.



# **COMPETITOR ANALYSIS / FEATURE MATRIX**

	Canine	OT ANY PANS	BARE DOG	ECOKIND Ne PELEVILLATSKE		DOG
Features	Canine Naturals	OhMyPaws	Bare Dog Treats	Eco Kind	Laila and Me	Dog by Dr Lisa
Quality Images	•	•	٠	•	•	•
Product Range	•	٠	•	•	•	•
Ingredients Lists	•		•	•	•	•
Eco-friendly Info		٠			•	•
Community Engagement						•
Strong Branding	•	٠		•	•	•
Australia Made		•	•		•	•
Clear CTA	•	٠	•	•		•
Subscription			•		•	
Social Proof	•	٠	•	•	•	•
Social Links	•	٠		•	•	•
Email Newsletters	•	٠	•	•	•	•
Education/FAQ Section		٠	•		•	•
TREATS						

# **SURVEY KEY FINDINGS / 41 RESPONSES**

Once a week

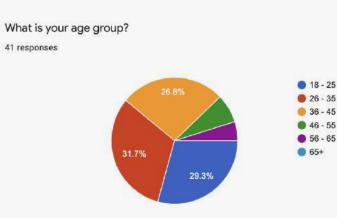
Once a month
Once

3 months
 Only once

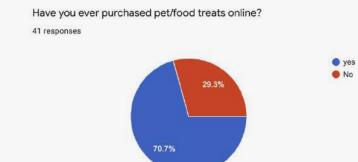
Rarely
 1/2

Once a fortnight

one in about 3 months

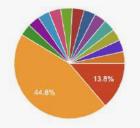


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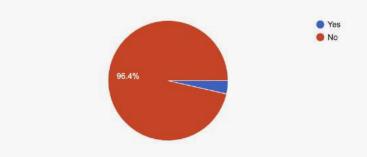


How often do you purchase pet food/treats online?

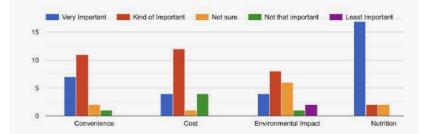
#### 29 responses



Have you ever purchased pet food/treats from Amazon before? 28 responses



Rank your concerns when choosing pet food from Most Important to Least Important





# **SURVEY KEY FINDINGS**

Mainly female	61% Female	36.6% Female	mostly buy/give dog Greenies treats	The vast majority of users were not interested in a monthly subscription box	quality is overwhelmingly the most important	No users use TikTok to share their experience	Treats "Must be tasty" for the dogs - 36.6%
26-35 years of age	18-25 years of age	36-45 years of age	once a month purchasing dog food	Price and good deals in choosing products	Local Brands (Australian Business) - 36.6%	Most users use Facebook and Instagram to share their experience	second main reason people buy online is for variety/product range
own 1 dog	overwhelmingly sharing information/expexp eriences through photo posting (not text or video)	Once a fortnight purchasing dog food 29.3%	environmental sustainable packaging is important (7/8)	Pet Barn and Pet Circle are popular online shops to buy treats/food	Nutritional aspects very important when choosing pet food	people buy online mainly for cost reasons (eg a deal, competitive prices)	overwhelmingly not purchasing on Amazon
70% have purchased online	66.7% of Users share experiences with their dogs on Instagram						



# **ONE-TO-ONE INTERVIEWS**

### Claudia

Gender: female Age: 22 Job: Student Location of residence: Sydney

### Samantha

Gender: female Age: 24 Job: Architect Location of residence: Sydney

### Leslie

Gender: Male Age: 26 Job: Waiting Staff Location of residence: Melbourne

### Lec

Gender: Male Age: 28 Job: Account Manager Location of residence: Melbourne

### Cathlene

Gender: female Age: 27 Job: Account Manager Location of residence: Melbourne

### Natalie

Gender: female Age: 22 Job: Dispensary Technician/ Student Location of residence: Sydney

### Lisa

Gender: female Age: 43 Job: -Location of residence: Sydney

### Jason

Gender: male Age: 37 Job: IT Manager Location of residence: Sydney



### PERSONA



Charlotte Jones

I want to feel confident in my choices in providing the best care I can for my dog...he's my best friend

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Age: 26

Occupation: Account Manager

Marital Status: Single

**Location:** Fitzroy, Melbourne

#### Bio

Charlotte lives with her Cavoodle Charlie whom she has cared for for almost 5 years now. She considers him both a family member and best friend; his health & happinness, inclusive of nutrition and social interactions, is of the utmost importance to her.

Outside of work, Charlotte enjoys frequenting her local dog park where she meets up with her friends & Charlie can socialise. Charlotte shops online frequently and spends a significant amount of time exploring ideas & sharing her experiences on Instagram. Due to the vast amount of information and content she consumes online, Charlotte often feels overhwelmed with her decision-making when it comes to food and treats for Charlie.

#### **Behaviour**

Charlotte is a busy individual shopping online for anything her Cavoodle, Charlie, needs, from dog food to dental chews & treats. She shops in bulk on a recurring monthly basis looking for a balance of best price and quality. She also trusts & supports local Australian brands she has purchased from previously, comparing prices and trialling products.

#### Needs / Goals

**Purchase Influence** 

- primary goal is the health & happiness of Charlie
- finding products she can use longterm that Charlie responds positively to  $\&\,$  are of nutritional benefit to him
- reduce time on researching nutritional value of ingredients
- connect with other dog owners to share pet knowledge
- clear, concise packaging to ease the selection process for the product she is looking for

Quality

nutrition

#### Motivations

Nutritional Value / Quality

Trusted Brand / Reputability

Value

Convenience

Environmentally Friendly

Community Focused

# Sources of InformationSocial Media• Social media• Word of mouth• Packaging• Vet

#### Pain Points / Frustrations

location/convenience

- overwhelmed by the choice of different brands and products when it comes to selecting pet products
- having to trial mutiple products to find which Charlie will respond to positively long-term
- overwhelmed by the vast amount of content and struggles to find transparent, reliable nutritional value information beyond her dog's Vet
- is uncertain where to connect with other dog-owners beyond just her local dog park

local

price

 crucial product information missing or not clearly visually labelled which leads to frustration during the comparing or decision process

# CUSTOMER JOURNEY MAP -CURRENT

### Charlotte's current journey

Establishing a deeper understanding of the current user experience when seeking and purchasing dog food online.

The current process indicates the lowest point for the user in this experience is in the stage of **consideration** when she is feeling *confused* and *uncertain* by the vast amount of options & lack of clear information.

She finalises the process feeling *unconfident* overall with her experience, and unable to connect to a community.

#### CUSTOMER JOURNEY MAP - CURRENT



Scenario:

Charlotte is hoping to find a new dog treat for her dog, Charlie. She browses the web for brands and options that will provide her with the information she needs to make a decision to purchase. After considering a potential product she gives it a try and purchases the product for Charlie to see whether he will respond positively to it.

	Location: Fitzroy, Melbourne						
Stages	Awareness	Rese	arch	Consideration	Commitment		
Goals	Wants to buy a new dog treat for Charlie as the pet food is running low	Wants to find and purchase the best dog treats within her budget, in a timely manner. She wants to find a credible website that can meet her purchasing requirements.	Wants to discover more about the brand and range of products/ features it has to offer.	Wants to ensure the nutritional value of the product advertised on the website and expand her knowledge on their suitability for her dog.	Wants to feel confident in her purchase decision.	Wants to feel confident in the success of the product; in her dog's positive response and its nutritional value.	Wants to connect and share the experience with fellow dog-owners.
Actions	Realises her dog's food is running low.	Charlotte searches product key words on a web browser to find dog treats and information Clicks and opens top results in search engine	Checks out a website for products, helpful information, credibility (reviews, social integration), whether these treats are suitable for her dog and whether the site can provide her educational guidance.	Opens a product page to check product information	Seeks further information and customer service on products she is interested in, unsuccessfully. Is running out of time, so selects a product to purchase and proceeds with check-out.	Product received; gives to dog, observes dog's reaction for indication of product's success.	Returns to site to check for ability to connect with fellow dog-owners for insight into their experiences, to confirm her choice one way or another.
Touchpoints					. 🖵	] 🖵	. 🖵
Feelings	excited motivated	intrigued			indifferent hesitant	hopeful optimistic	unconfident disappointed
Teenings	DUGUING		confused	frustrated	2		-
Thoughts	I am running out of dog treats     I want to find treats that Charlie will enjoy     Excited to find treats that will be nutritional for Charlie	<ul> <li>Which site should I click onto?</li> <li>Where is the best possible source to find things I want?</li> <li>Where should I look now for the treats I want?</li> <li>Is this brand/place trustworthy?</li> <li>How much time will this take? I have so many things to do already</li> </ul>	Is this information reliable?     How can I trust this website for the information?     Where is the information I need to determine if this     Do other people recommend these products?     Is this store Australian? Are the products Australian-made?	Where is the information I need to determine if this product is suitable for the dog I have?     Concerned that product will be a waste of money	<ul> <li>Is this suitable for a Cavoodle?</li> <li>I'm not too confident that this product is 100% what I am after but I am willing to give it a shot as maybe a once-off purchase</li> </ul>	<ul> <li>I can't wait to receive these treats for Charlie and see whether he likes it or not</li> <li>He seem to enjoy it, but is it even good for him longterm?</li> </ul>	I wonder if there is the opportunity to find out what others thought about this?
Pain Points	<ul> <li>not realising how low dog food is until last minute</li> </ul>	multiple similar websites     no clear direction on where to     find information     lack of clear and transparent     information that Charlotte is     looking for in terms of     nutritional value and ingredients	time taken sifting through websites to determine which is most suitable     jargon     lack of clear recommendations/ reviews     lack of credibility assurance, lack of Australian-made assurance	lack of clear differentiation in site copy     lack of reviews & testimonials	lack of clear information/ information transparency     lack of suitability specifications	not being able to connect with customer service and other customers	not having a place to share the experience, engage with other dog-owners or receive educational guidance
Opportunities	<ul> <li>the option to receive recurring notifications to re-order dog food; quick re-order checkout process</li> </ul>	social media link to store     resource for recommendations     of highly rated products/stores     integration with Google     Shopping	clear & simple navigation/site direction     concise/clear copy     glossary of topic specific terms     FAQ page     How-to video content     About Page     clear categorisation of products	comparison information     reviews and testimonials     social proofing     clear ingredients information     live chat feature     realtime purchase notification	<ul> <li>live chat</li> <li>realtime purchase notification</li> <li>'further information' pop-up</li> <li>downloadable e-book</li> <li>confirmation email/text</li> <li>direction to social media</li> </ul>	<ul> <li>tracking notification options</li> <li>opportunity to review</li> <li>opportunity to connect with other customers</li> <li>follow up email</li> </ul>	<ul> <li>direction to social media</li> <li>access to connect via site community group (forum, blog)</li> </ul>
			<ul> <li>clear labelling of Aussie made certification</li> </ul>				12

# CUSTOMER JOURNEY MAP -FUTURE

### **Charlotte's future journey**

Developing an understanding of the experience we would like to create, based on the painpoints presented within the current process.

The highest point for the user is in the final stage, where she has the opportunity to engage with others and is left feeling *confident* in her choices.

#### CUSTOMER JOURNEY MAP - FUTURE



Scenario:

Charlotte is hoping to find a new dog treat for her dog, Charlie. She browses the web for brands and options that will provide her with the information she needs to make a decision to purchase. After considering a potential product she gives it a try and purchases the product for Charlie to see whether he will respond positively to it.

Stages	Awareness	Rese	arch	Consideration	Commitment		
Goals	Wants to buy a new dog treat for Charlie as the pet food is running Iow	Wants to find and purchase the best dog treats within her budget, in a timely manner. She wants to find a credible website that can meet her purchasing requirements.	Wants to discover more about the brand and range of products/ features it has to offer.	Wants to ensure the nutritional value of the product advertised on the website and expand her knowledge on their suitability for her dog.	Wants to feel confident in her purchase decision.	Wants to feel confident in the success of the product; in her dog's positive response and its nutritional value.	Wants to connect and share the experience with fellow dog-owners.
Actions	Realises her dog's food is running low.	Charlotte receives a recommendation from a friend, Patricia, to check out DAWG for dog treats. Charlotte searches for DAWG in Google Search; she receives a set of results.	Charlotte finds a suitable search result link for the DAWG website and clicks on it. A new browser tab opens loading the DAWG homepage; Charlotte browses the page.	Charlotte navigates through the DAWG website - finds the FAQs and resource hub that provides videos on how to care for your dog breed. She assesses customer reviews & testimonials, as well as algorithm based recommendations. Charlotte clicks on a product page and reads through the ingredients, nutrition, reviews and product- integrate video content for the dog treat. Hesitates over product and reads pop-up of personalised further information, inclusive of it's envrionmental impacts.	Utilises the live chat feature to ensure her queries about delivery are satisfied. Decides on a product she would like to purchase; proceeds to payment checkout and pays for the preferred product. Opts in to formation of account, for future purchases & ability to chat to other users. Opens confirmation email, with option to opt in to tracking notifications.	Views tracking notifications to observe the delivery status of her package. Receives product, feeds to dog. Recieves and opens a follow-up email with option to review/rate her experience, and instructions on how to return to site to connect with other dog owners. Subscribes to DAWG newsletter to follow updates of social events and educational content. Opts in to receiving notifications of reminders to purchase dog food at time range of her choice.	Clicks through to link directing to Social Media and takes up the offer to submit a customer pic of her dog enjoying the product, which is shared on the DAWG page. Using her account details provided Charlotte returns to site to interact and engage with other dog owners; share her experience and review.
Touchpoints	. 🖵						
Feelings	excited motivated	intrigued	curious	satisfied	confident	optimistic	confident happy
Thoughts	<ul> <li>Oh no! I am running out of Charlie's treats!</li> <li>Actuallylet me take a look online if I find some new tasty treats he would enjoy.</li> <li>I am so excited! I am sure Charlie will welcome some new tasty, nutritional treats.</li> </ul>	<ul> <li>There are so many results. Which link is the right one?</li> <li>I hope this DAWG site I have found and their products are any good. I am sure Patricia mentioned she tried DAWG herself</li> </ul>	<ul> <li>Wow! This site looks great! I love the look and feel and the products look healthy and tasty.</li> <li>The site is so clear to navigate and the products are Australianmade as well. That's perfect, I would like to support local Australian businesses.</li> <li>It seems Patricia's recommendation lives up the expectations are those reviews there? I'll take a look at them next</li> </ul>	<ul> <li>Wow! All the information I have been looking for is RIGHT here.</li> <li>Cool - such helpful advice and clear FAQs</li> <li>There seems to be a large quantity of reviews; and majority positive! This is so helpful to see what others are saying about their experience with the products I am interested in.</li> <li>This is confirming all my questions about suitability to my do pred!</li> <li>That's great to hear that the packaging is biodegradable</li> </ul>	<ul> <li>That was an easy check-out process indeed!</li> <li>Now that I have created an account with DAWG I can reorder Charlies goodies even quicker next time. Perfect!</li> <li>Oh good! I know my order went through successfully from this confirmation email.</li> </ul>	<ul> <li>This is great; I can monitor the status of my package right from store to my door!</li> <li>Not only is Charlie loving this product, I am so confident it is healthy for him!</li> <li>Loving that I can so easily give my direct feedback</li> <li>Wow, I'll never forget to order Charlie's food ever again!</li> </ul>	<ul> <li>It's so nice to connect with other dog owners</li> <li>This is fun being able to submit my pic of Charlie to be shared on DAWG</li> </ul>
							13



# **HOW MIGHT WE**

**UX TREATS** 

88

HMW increase awareness of dog nutrition?	HMW create trust?	HMW make the shopping experience quick & intuitive?	HMW assist in creating a community environment?
HMW create an shopping and	HMW help users easily	HMW ensure people	HMW make users feel
information platform for dog	communicate, share	feel like they have	confident that they
owners so that they feel	and shop for their dogs	others they can	have all the
confident with their pet care?	needs?	connect with?	information they need
HMW we make users	HMW make the	HMW reduce time spent	HMW encourage dog
feel confident in their	shopping experience	searching for important	owners to learn more
choices they make on	of dog owners more	information regarding their	about dog nutrition
behalf of their dog?	enjoyable	dog's nutrition and health	and care
HMW make it easier for dog owners to find the right products they need for their dogs	HMW increase understanding of the specific needs for different breeds?	HMW help provide information to dog owners for dog care	HMW help dog owners determine the right products?

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# NEXT STEPS...

Ideation & Wireframing

Prototyping & Testing Usability Testing & Iteration

Refine, Collate & Present

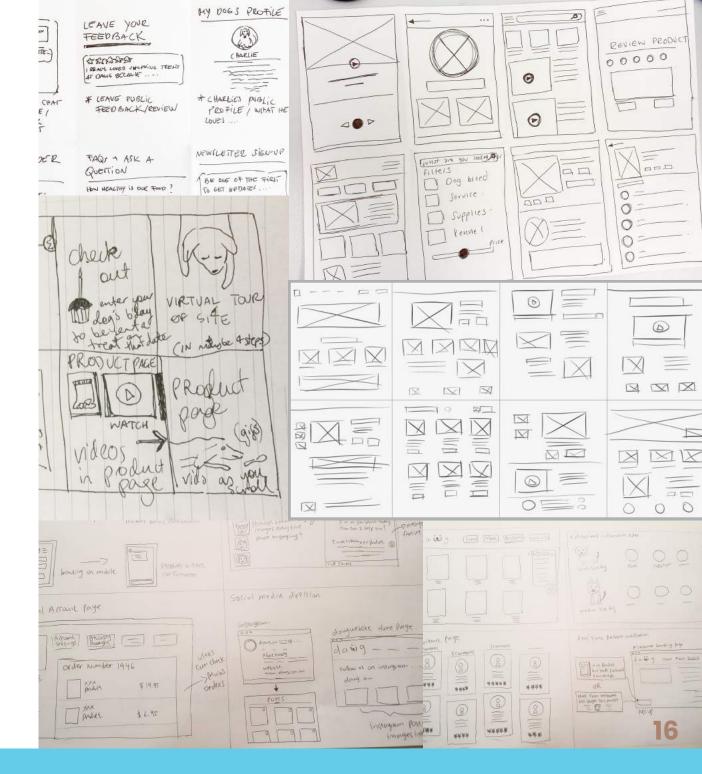


# Crazy 8's

As a team, we participated in a Crazy 8's task; a fast sketching exercise that challenged us to sketch eight distinct ideas in eight minutes.

The goal of this activity was to generate a variety of possible solutions.

Discussing them as a group surfaced ways in which we could combine elements of different concepts, to use in concept testing.





# Storyboard

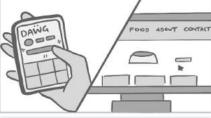
Our storyboard was our opportunity to visualise the journey we intended for our user to experience, based on the persona we had established of 'Charlotte Jones' & her Cavoodle, Charlie.

Conceptually this brings to life potential solutions we had considered & demonstrates an experience in which we see Charlotte leaving satisfied & engaged.

Charlotte is hoping to find a new dog treat for her dog, Charlie. She browses the web for brands and options that will provide her with the information she needs to make a decision to purchase. After considering a potential product she gives it a try and purchases the product for Charlie to see whether he will respond positively to it



BACKGROUND





Charlotte realising Charlie's dog food is running low, oh no! Driven by her curiousity and determination for Charlie's happiness, an idea comes in mind ...

Charlotte jumps online to get something delivered to her and remembers her friend Patricia mentioning a pet treats brand. DAWG. This encourages her to see check out the website

\*\*\*\*

BIODEGRADABLE

Q

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PACKAGING

6

DAWG

650

Charlotte is overwhelemed by how clean and informative this

page is. Providing her with not only the ingredients and price

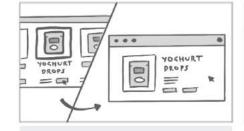
FAQ'S

100

10

10

At first glance, she becomes intrigued and surprised as the home page offers a great source of information to start. This ingredients, best selling products and testimonials



A product she finds through the selection catches her eye. She still has hope for this website so far as she clicks on to the product info page.



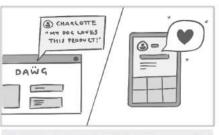
Charlotte decides to give this product a shot and proceeds to check out with the product. Providing her options for also SMS confirmation adn tracking

but packaging information, ratings and reviews 0 L DAWG

She then tracks the delivery, observes the reaction and behaviour of Charlie which turned out to be overwhelmingly happy! She wants to share this experience online



Charlotte notices live chat feature on the far bottom right of her screen. She communicates with a DAWG customer service representative to validate her purchasing decisiong



Charlotte hops back on to the DAWG website to leave a review and shares her experiences with her close dog owner friends about how amazing this product and experience has been



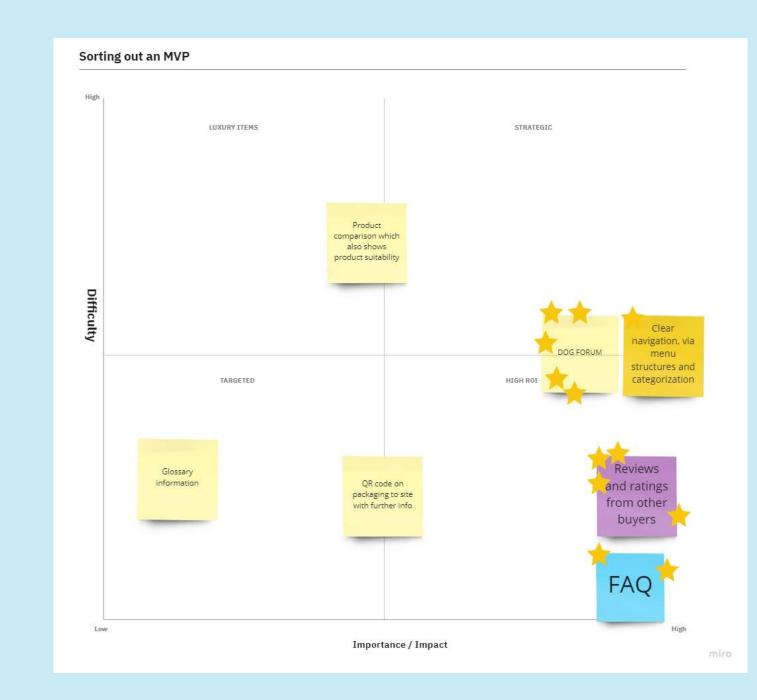
### **MVPs**

As a group, we created a Minimum Viable Products board based on key features we had voted for.

The purpose of this was to gather new data and test assumptions before launching into designing.

It was determined from this that the following key features were unamiously considered of high importance:

- Dog forum (with Gamification)
- clear navigation (via menu structures & categorisation)
- reviews & ratings
- FAQ page

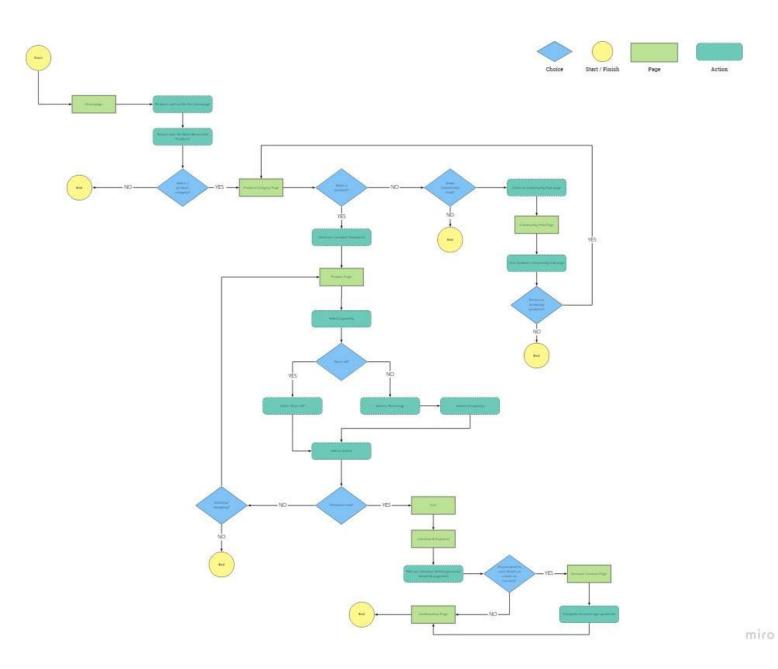




## **User Flows**

Our User Flow was created to display the complete path a user takes when using the product; including the pages they move through & choices they are presented with.

This was instrumental in being able to establish a concrete path of experience, for us to begin designing from.

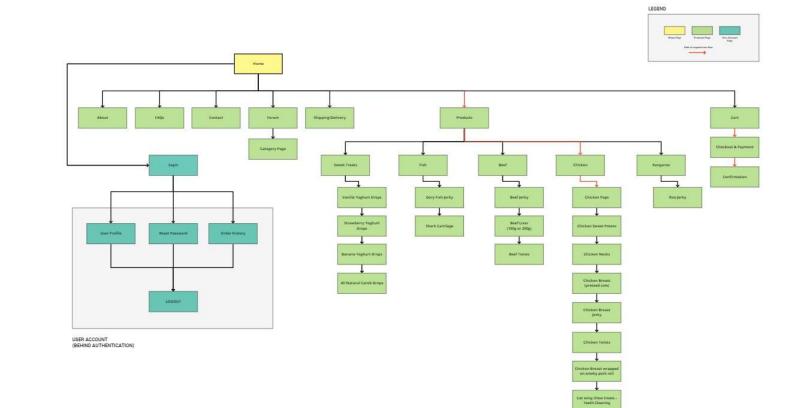




# Information Architecture

Through research we were able to learn not only what information our target audience is seeking, but how they search for this.

As a result, the Information Architecture demonstrates how we intend to structure the content we will be designing, in as simple & swift a way as possible.

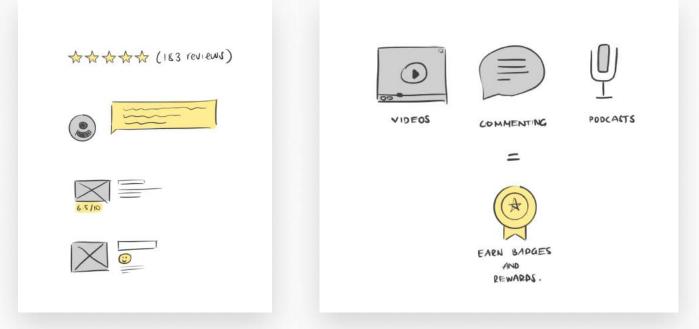


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# **Concept Testing**

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### **Concepts we tested:**

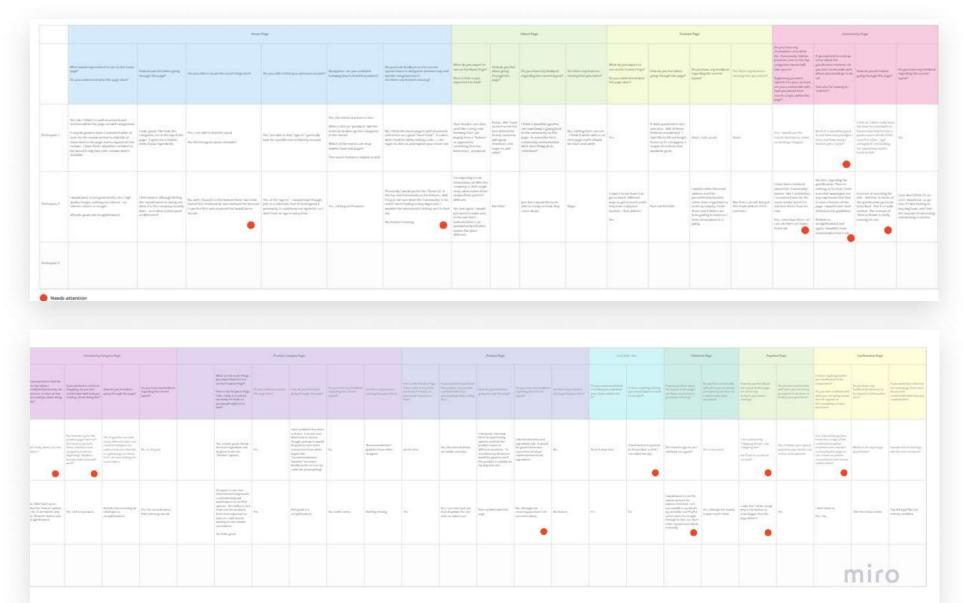
- Various preferences of reviews & ratings
- Online group contribution
   preferences
- Preferences of media types for consuming information
- Gamification possibilities
- interest in/preferences surrounding signing up for a personal account



# Low-fi Wireframes

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# Low-fi Usability Testing Results



Common findings that were drawn out of this usabiliting testing for iteration considerations:

- relabelling of buttons for clarity
- increase use of icons to assist in prompts/identification of features
- messaging surrounding gamification element to expand/ explain this
- account options during checkout process should be clearer/ presented earlier in the flow
- expand on text/information presented on Confirmation page





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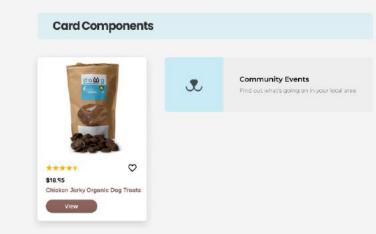
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### Downright Awesome Wiggly Goodness Treats

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#### **Buttons & Input Fields**



#### Input Fields

Text Field		
Email address field		
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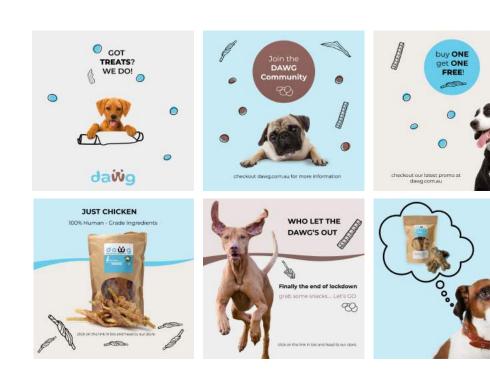
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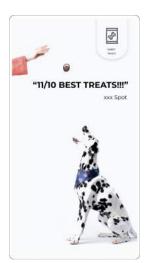
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# dawg

# SOCIAL MEDIA CONTENT





**UX TREATS** 









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Follow @DAWG Share a photo of your fur baby enjoying DAWG's treat Tag a friend

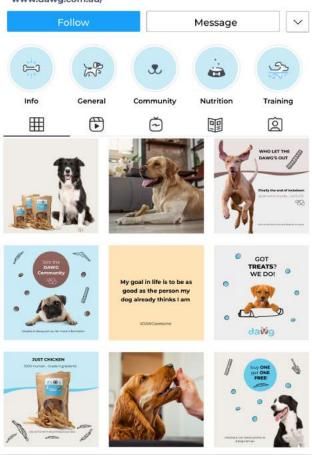




DAWG Downright Awesome Wiggly Goodness Treats

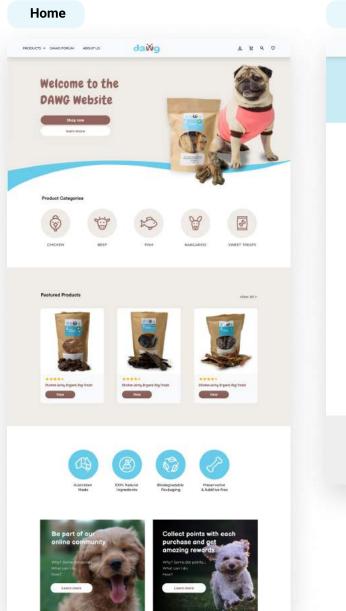
At DAWG it is our mission to help owners and dogs enrich each other's lives through the sharing of healthy and nutritious snacks and beautiful moments.

Shop now U www.dawg.com.au/

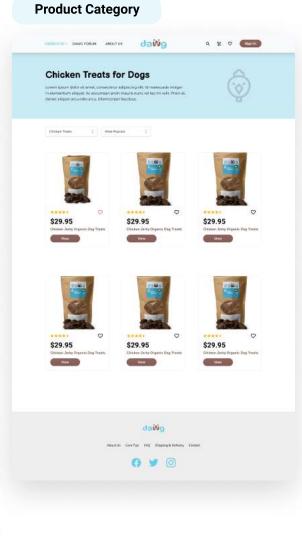


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### Hi-fi wireframe - First iteration



**UX TREATS** 



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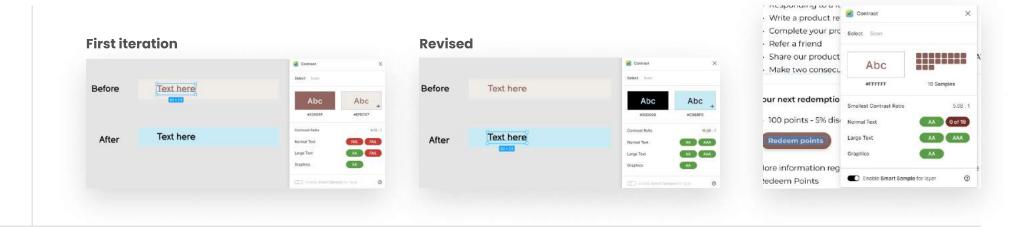
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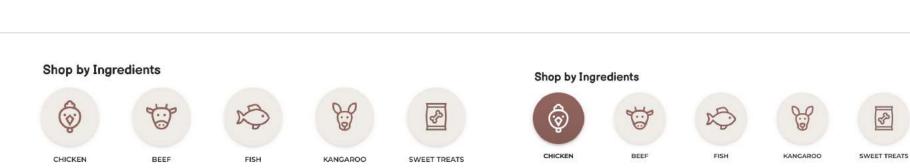
Followed web content accessibility guidelines to make content more visible to a wider range of people with visual impairment

Iconographic accessibility

Ensured clear visibility of system status and error prevention cues







#### Hover states

**X TREATS** 

Applied hover states to buttons and clickable features to allow familiar recognition

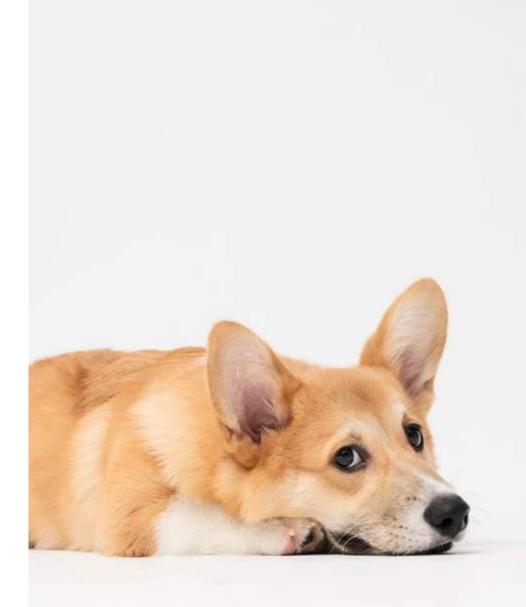
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# Prototype - Usability Testing Plan

What is being tested?	DAWG Website
What device are you testing on?	Desktop
Who is your audience?	Australian Demographic user that has been a dog owner or is in relations to someone that has a dog.
What are your overall goals for the testing?	<ul> <li>understand where the usability issues lie within the website and how we can improve them.</li> <li>see whether users can navigate through the website to complete tasks</li> </ul>
What questions are you aiming to answer through your test?	<ul> <li>Is the website easy to use and navigate for all users?</li> <li>Can users find the destinations using the website?</li> <li>Are users able to complete the checkout flow with ease?</li> <li>Does the DAWG forum and gamification system easily translate for users?</li> <li>Are there any missing features or important information that users' need to complete the tasks?</li> </ul>

**UX TREATS** 

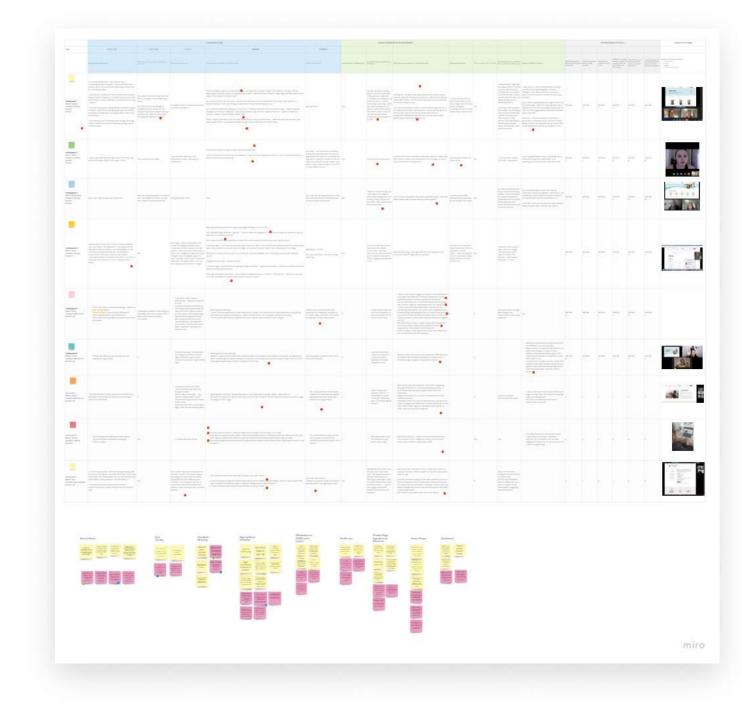
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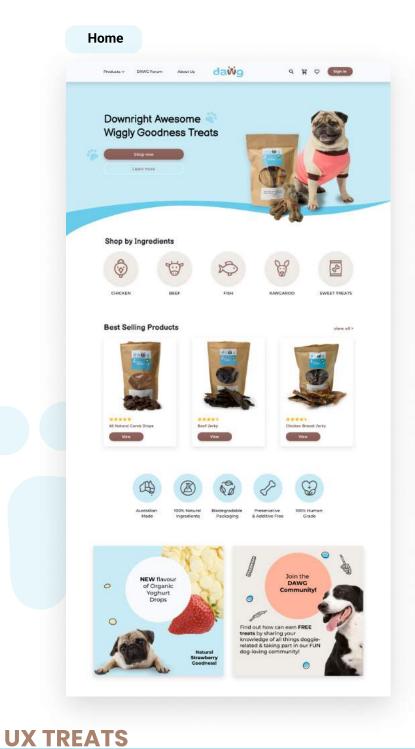


# Usability testing findings

### Test feedback and opportunities:

- 4/9 users (44.44%) provided feedback around buttons (including visibility & clarity of button labelling)
- 3/9 users (33.33%) provided feedback on checking and shipping
- 8/9 users (88.88%) provided feedback on sign-up guest check out clarity
- 7/9 users (77.77%) requested further visibility and clarifification on DAWG point system in the Forum/Dashboard
- 5/9 users (55.55%) feedback on product page more specifically the ingredients and suitability of products





#### About us



Products - DAWG Forum About Us daily

#### Why DAWG? We developed DAWC treats for two simple reasons: Firstly, we want to enrich the lives of the dogs who eat

them, so that they can enrich the lives of the people that feed them. Secondly, we want to help start, fund and deliver projects that make the lives of our dogs better than ever before.

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Our Downright Awesome Wiggly Goodness (DAWC) treats are more than a snack you give to man's/lady's best friend.

C 100% Natural Biodegradable Preservative Packaging & Additive Free 100% Huma Australian Grade ingredients



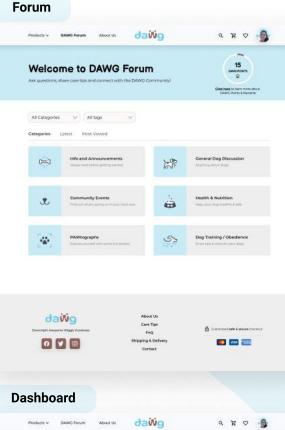


Watch this video to learn more about how we, at DAWG, are involved in giving back to the community.



- Luke Pirecca, Founder "

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Charlotte\_Jones Charlotte Jones Joined 1 day Email: charlotte.jones@email.com 🖀 Earn rewards with DAWG points 🌋 15 DAWE points are an aversame way to unlock rewards you can redeem Redemption happens when you reach a certain amount of points. The more DAMO POINTS \* points you collect the more rewarding the rewardel Earn DAWG points by: Cet Started - Signing up for a DAWG account. Responding to a forum topic Personal details Write a product review B My Dog Profiles Complete your profile Refer a friend CB. Order History Share our product image on instagram and tag it #DAWGawesome Make two consecutive orders in I month 回 田lling History IE Redeem Points Your next redemption milestone:

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(9) Help & Support

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100 paints - 5% discount Redeem points

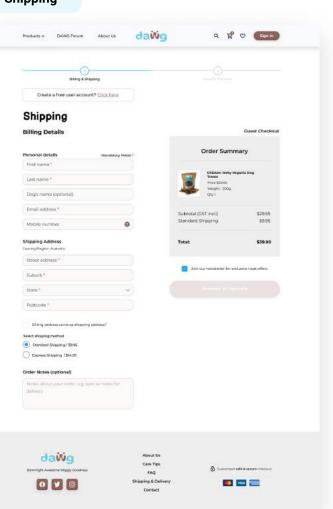
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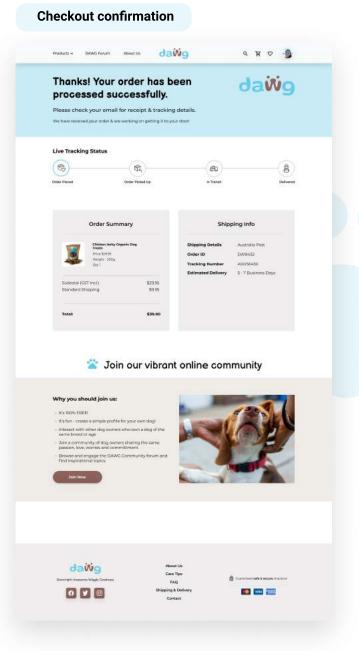
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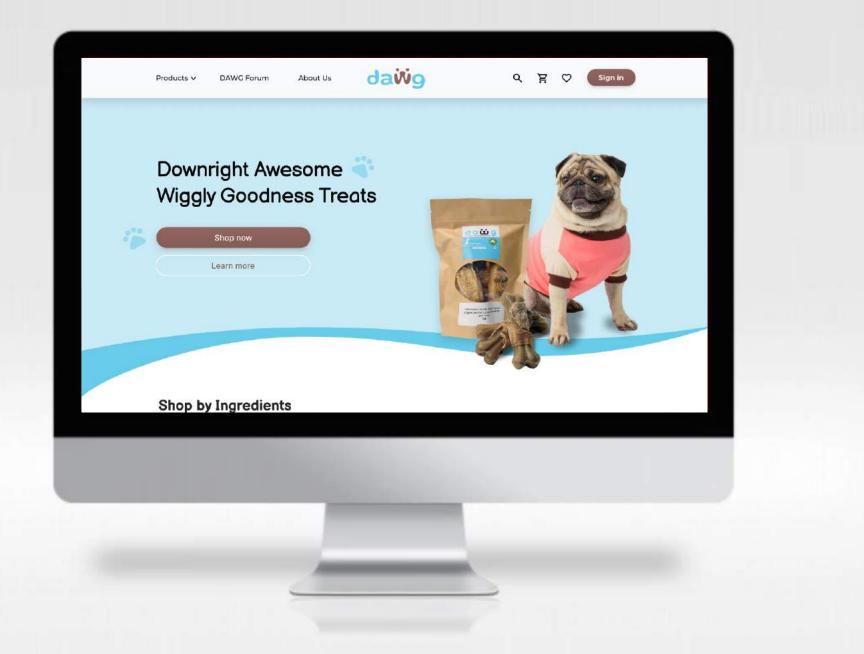
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**UX TREATS** 

#### Shipping











#### Chicken

Chicken Breast Jerky

#### \$29.95

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Select weight
Quantity
Add to cart

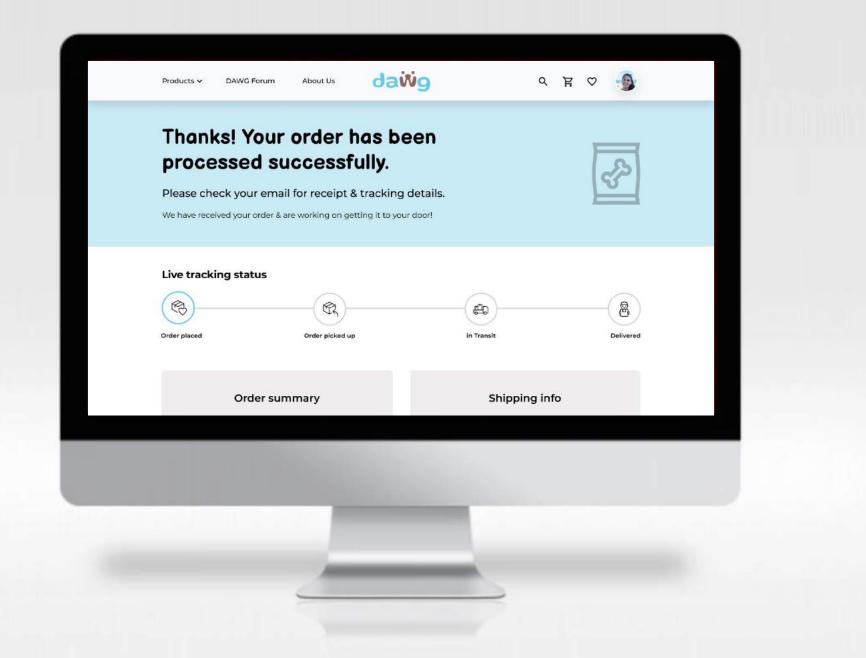
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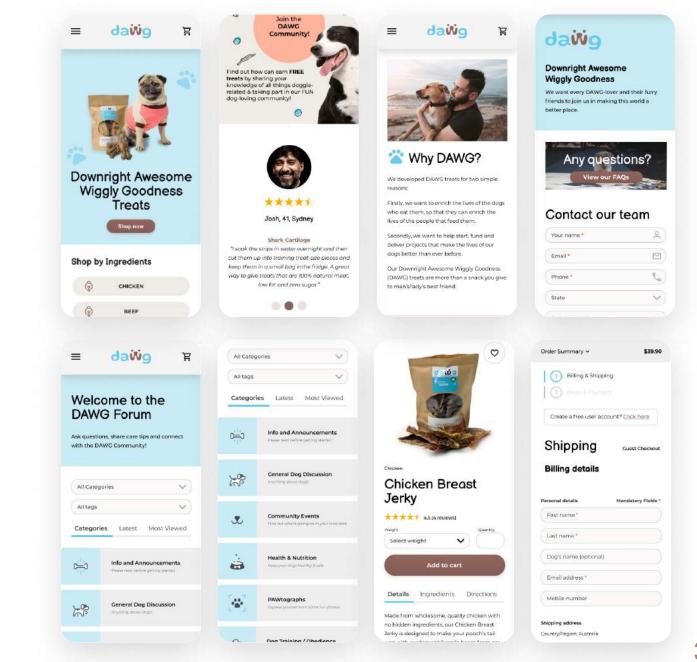








# **FINAL MOBILE SCREENS**





# FINAL THOUGHTS

- Optimise gamification functionality further with interesting incentives
- Design interface templates for account registration, account sub section and login flow
- Expanding template structure further to include forum subcategories, search results and all products view.

**Q & A** 

