



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

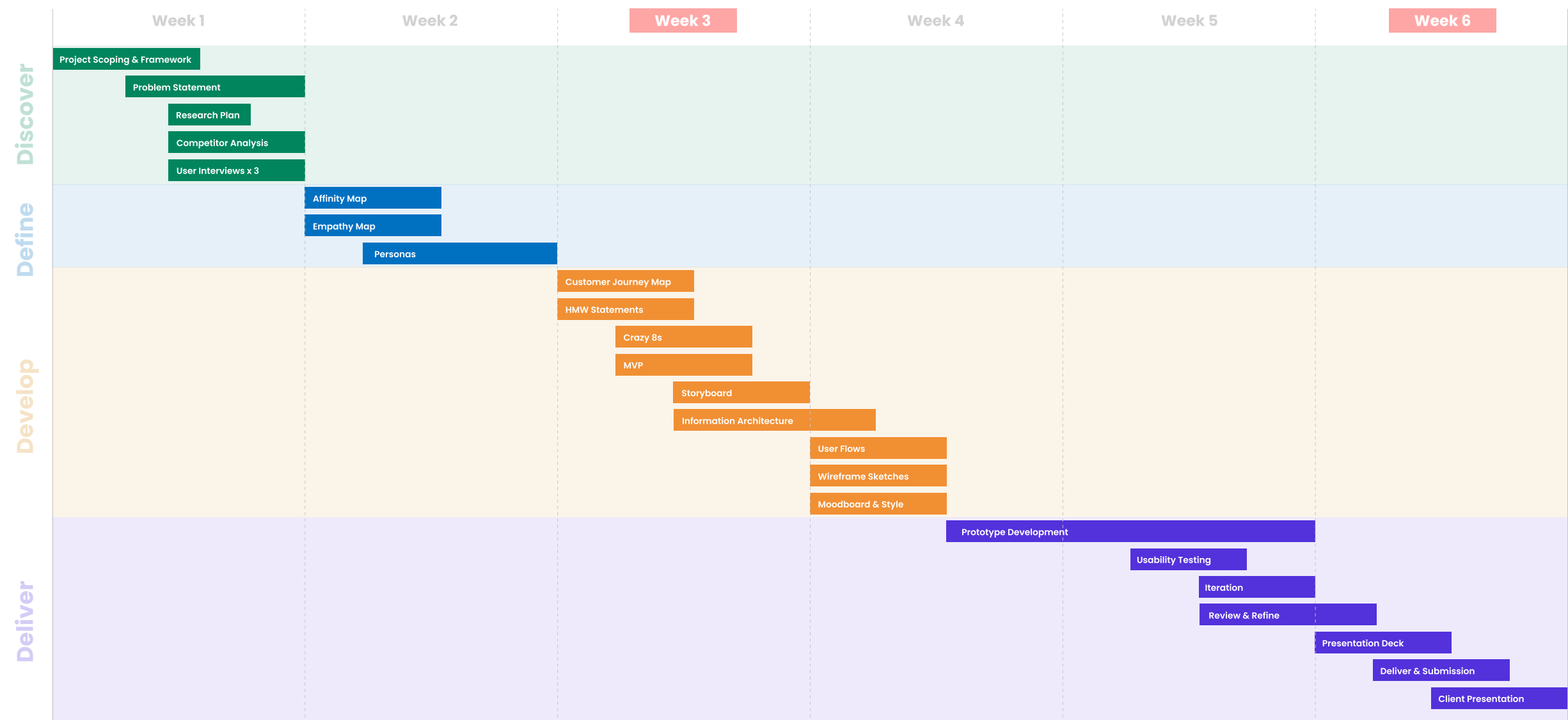
Platform

Website

Team Members

Dan Phu
Sam Larcher
Jesslyn Liwang
Megan Schutte
Kate Smytheman

PROJECT TIMELINE



PROJECT CANVAS



Business Background

Who/what are we working with?

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.



Project Purpose

What impact are we hoping to make?

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



Deliverables

What are we expected to deliver?

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.

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?

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

- Research Insights & Findings
- Empathy Map
- Journey Maps
- Affinity maps
- Persona's
- Wireframes
- Hifi Designs
- User Testing
- Clickable Prototype
- Report/ Presentation



Responsibilities

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 throughout 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 existing design system
- limited amount of products for us to use that fulfil the requirements of a 'completed' storefront

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



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.

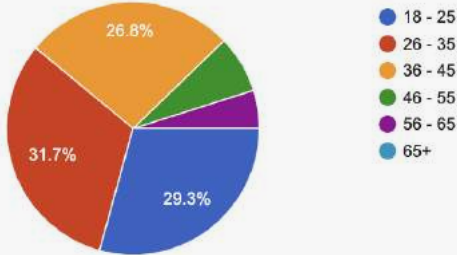
COMPETITOR ANALYSIS / FEATURE MATRIX

						
Features	Canine Naturals	OhMyPaws	Bare Dog Treats	Eco Kind	Laila and Me	Dog by Dr Lisa
Quality Images	●	●	●	●	●	●
Product Range	●	●	●	●	●	●
Ingredients Lists	●		●	●	●	●
Eco-friendly Info		●			●	●
Community Engagement						●
Strong Branding	●	●		●	●	●
Australia Made		●	●		●	●
Clear CTA	●	●	●	●		●
Subscription			●		●	
Social Proof	●	●	●	●	●	●
Social Links	●	●	●	●	●	●
Email Newsletters	●	●	●	●	●	●
Education/FAQ Section		●	●		●	●

SURVEY KEY FINDINGS / 41 RESPONSES

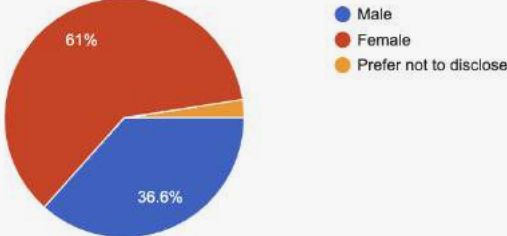
What is your age group?

41 responses



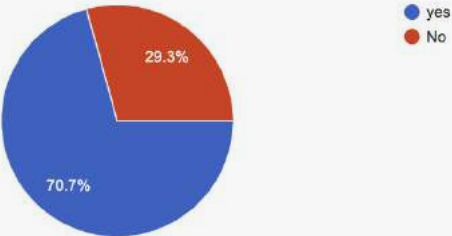
What is your gender?

41 responses



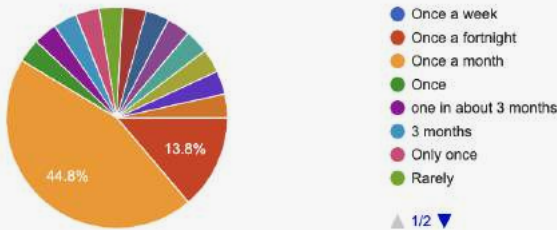
Have you ever purchased pet/food treats online?

41 responses



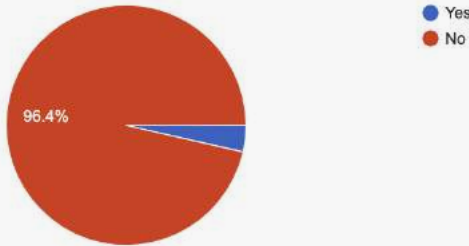
How often do you purchase pet food/treats online?

29 responses

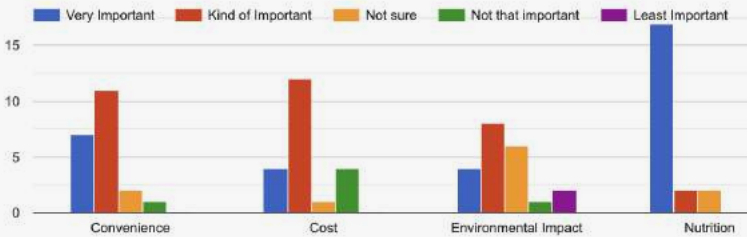


Have you ever purchased pet food/treats from Amazon before?

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/exp
periences 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*
”

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 & happiness, 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 overwhelmed 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.

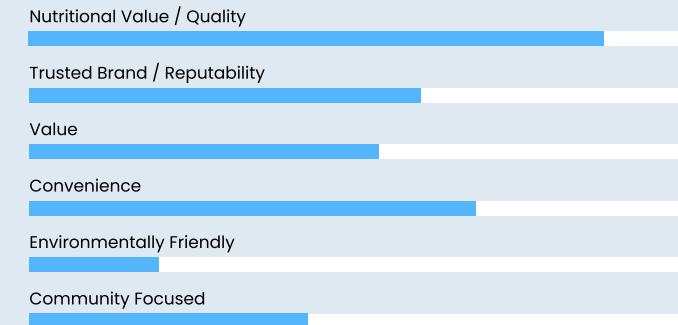
Needs / Goals

- 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

Purchase Influence

• Quality • nutrition • location/convenience • local • price

Motivations



Sources of Information

- Social media
- Word of mouth
- Packaging
- Vet

Social Media



Pain Points / Frustrations

- overwhelmed by the choice of different brands and products when it comes to selecting pet products
- having to trial multiple 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
- 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.

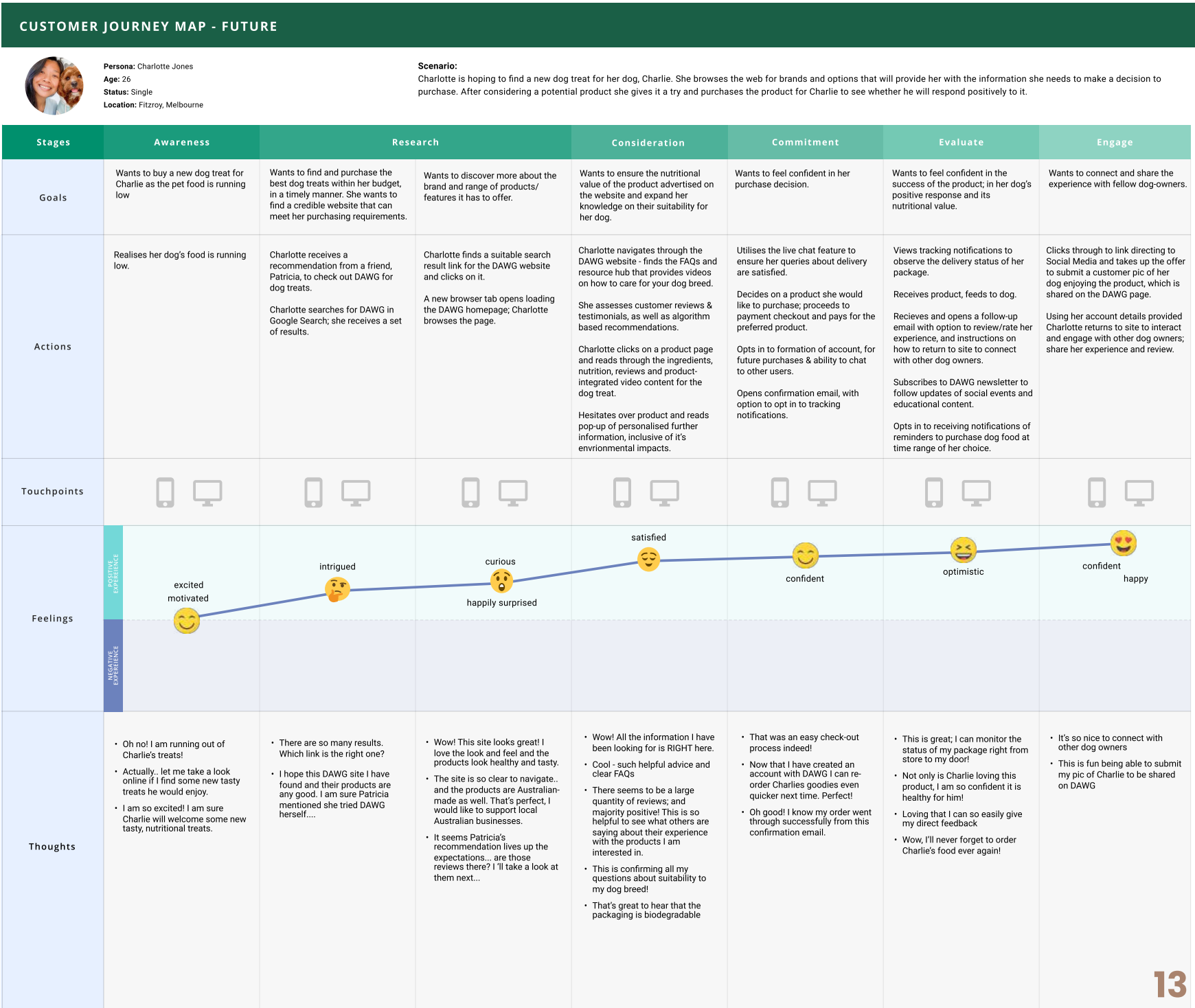
CUSTOMER JOURNEY MAP - CURRENT							
		Persons: Charlotte Jones Age: 26 Status: Single Location: Fitzroy, Melbourne		Scenario: Charlotte is hoping to find a new dog treat for her dog, Charlie. She browses the web for brands and options that will provide her with the information she needs to make a decision 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	Research		Consideration	Commitment	Evaluate	Engage
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.
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 
			confused 		frustrated 		unconfident disappointed 
Thoughts	<ul style="list-style-type: none">I am running out of dog treatsI want to find treats that Charlie will enjoyExcited to find treats that will be nutritional for Charlie	<ul style="list-style-type: none">Which site should I click onto?Where is the best possible source to find things I want?Where should I look now for the treats I want?Is this brand/place trustworthy?How much time will this take? I have so many things to do already...		<ul style="list-style-type: none">Is this information reliable?How can I trust this website for the information?Where is the information I need to determine if thisDo other people recommend these products?Is this store Australian? Are the products Australian-made?	<ul style="list-style-type: none">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 style="list-style-type: none">Is this suitable for a Cavoodle?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	<ul style="list-style-type: none">I can't wait to receive these treats for Charlie and see whether he likes it or notHe seems to enjoy it, but is it even good for him longterm?I wonder if there is the opportunity to find out what others thought about this?
Pain Points	<ul style="list-style-type: none">not realising how low dog food is until last minute	<ul style="list-style-type: none">multiple similar websitesno clear direction on where to find informationlack of clear and transparent information that Charlotte is looking for in terms of nutritional value and ingredients		<ul style="list-style-type: none">time taken sifting through websites to determine which is most suitablejargonlack of clear recommendations/reviewslack of credibility assurance, lack of Australian-made assurance	<ul style="list-style-type: none">lack of clear differentiation in site copylack of reviews & testimonials	<ul style="list-style-type: none">lack of clear information/information transparencylack of suitability specifications	<ul style="list-style-type: none">not being able to connect with customer service and other customersnot having a place to share the experience, engage with other dog-owners or receive educational guidance
Opportunities	<ul style="list-style-type: none">the option to receive recurring notifications to re-order dog food; quick re-order checkout process	<ul style="list-style-type: none">social media link to storeresource for recommendations of highly rated products/storesintegration with Google Shopping		<ul style="list-style-type: none">clear & simple navigation/site directionconcise/clear copyglossary of topic specific termsFAQ pageHow-to video contentAbout Pageclear categorisation of productsclear labelling of Aussie made certification	<ul style="list-style-type: none">comparison informationreviews and testimonialssocial proofingclear ingredients informationlive chat featurerealtime purchase notification	<ul style="list-style-type: none">live chatrealtime purchase notification'further information' pop-updownloadable e-bookconfirmation email/textdirection to social media	<ul style="list-style-type: none">tracking notification optionsopportunity to reviewopportunity to connect with other customersfollow up emaildirection to social mediaaccess to connect via site community group (forum, blog)

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.



13

HOW MIGHT WE

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 information platform for dog owners so that they feel confident with their pet care?

HMW help users easily communicate, share and shop for their dogs needs?

HMW ensure people feel like they have others they can connect with?

HMW make users feel confident that they have all the information they need



HMW we make users feel confident in their choices they make on behalf of their dog?



HMW make the shopping experience of dog owners more enjoyable

HMW reduce time spent searching for important information regarding their dog's nutrition and health



HMW encourage dog owners to learn more about dog nutrition and care

HMW make it easier for dog owners to find the right products they need for their dogs



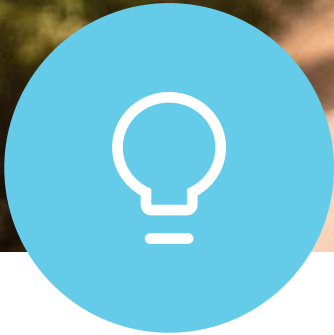
HMW increase understanding of the specific needs for different breeds?

HMW help provide information to dog owners for dog care

HMW help dog owners determine the right products?

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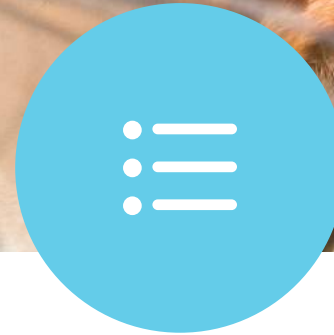
NEXT STEPS...



Ideation &
Wireframing



Prototyping &
Testing



Usability
Testing &
Iteration



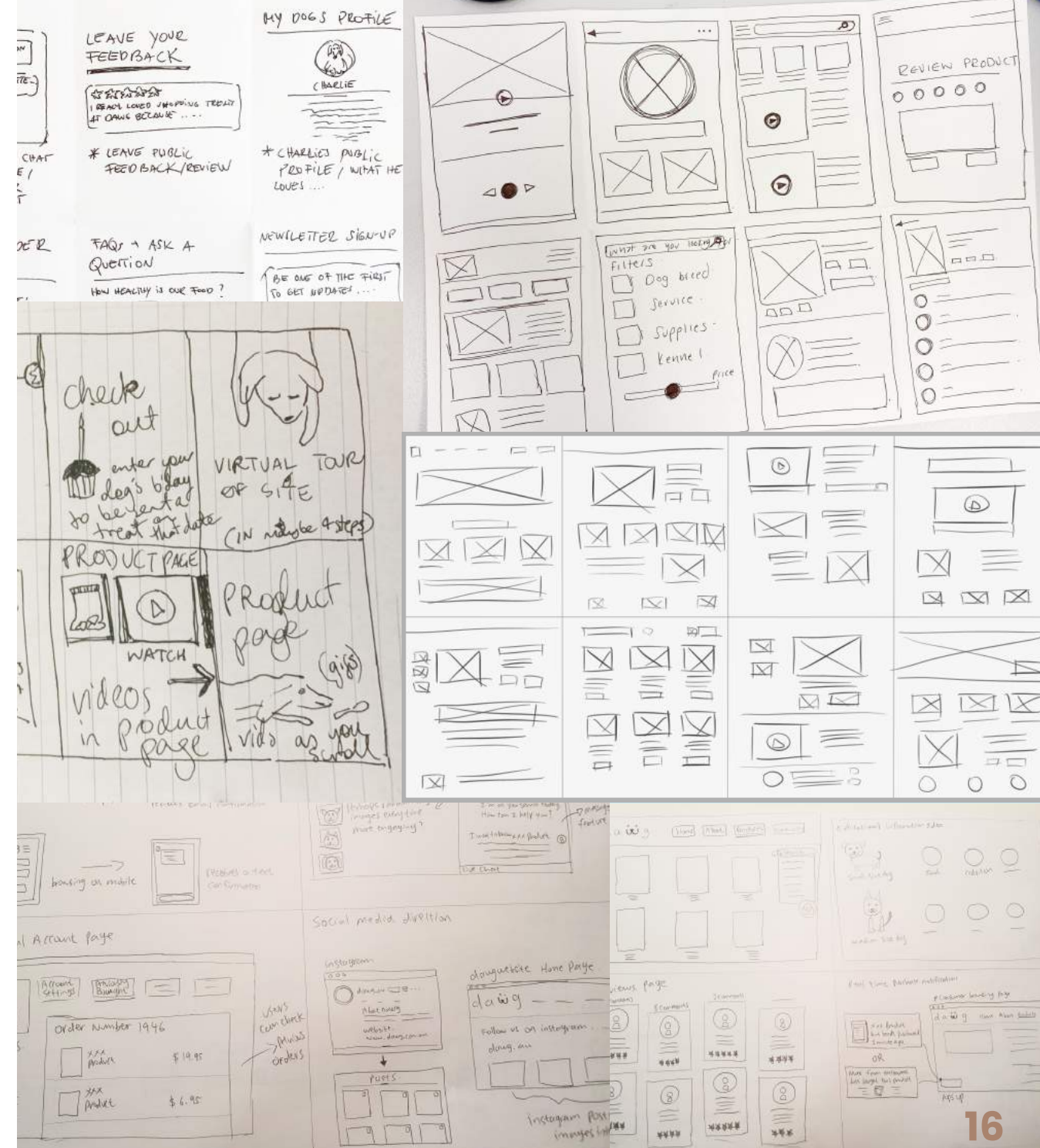
Refine, Collate
& Present

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.

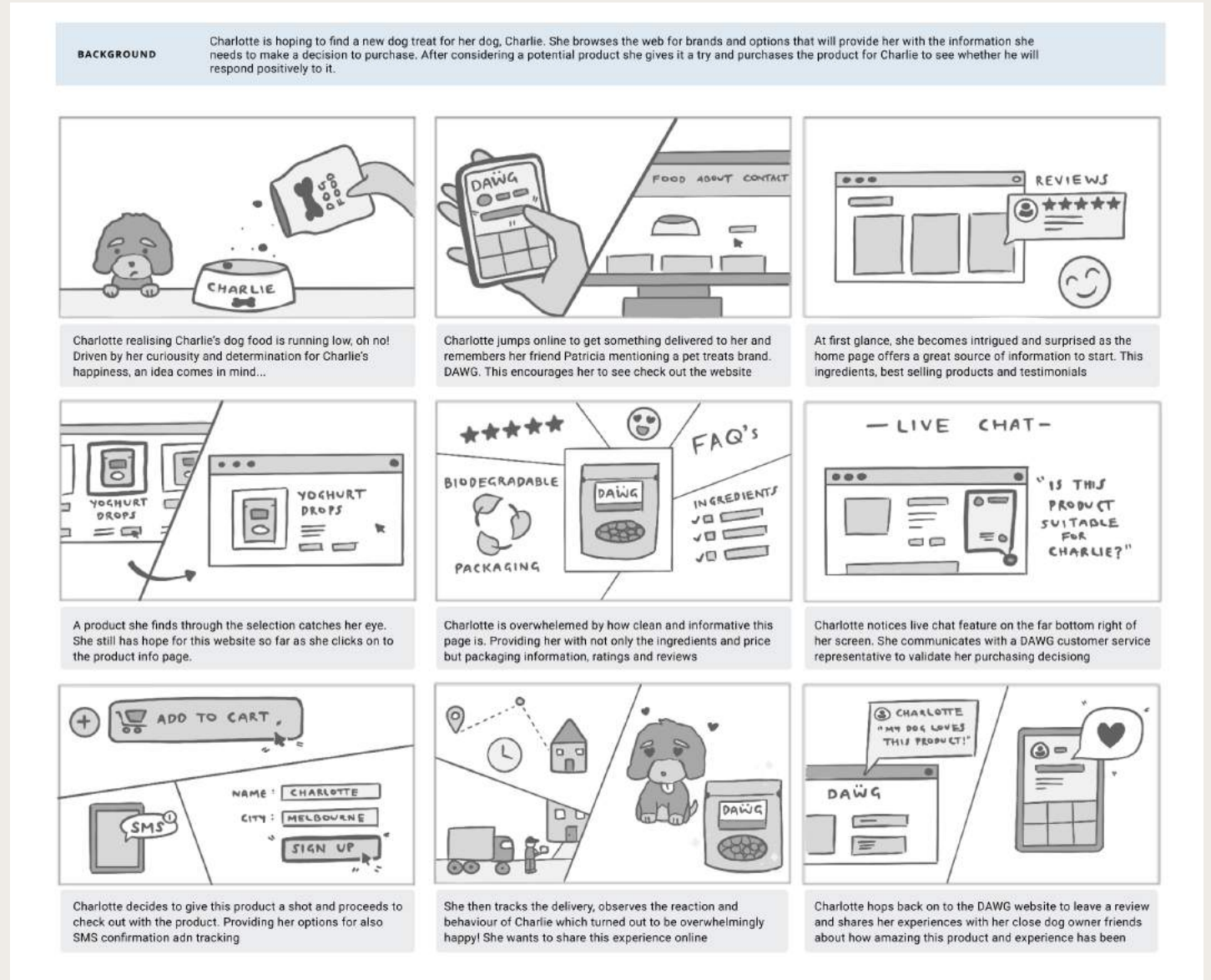
Discussing them as a group surfaced ways in which we could combine elements of different concepts, to use in concept testing.



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.



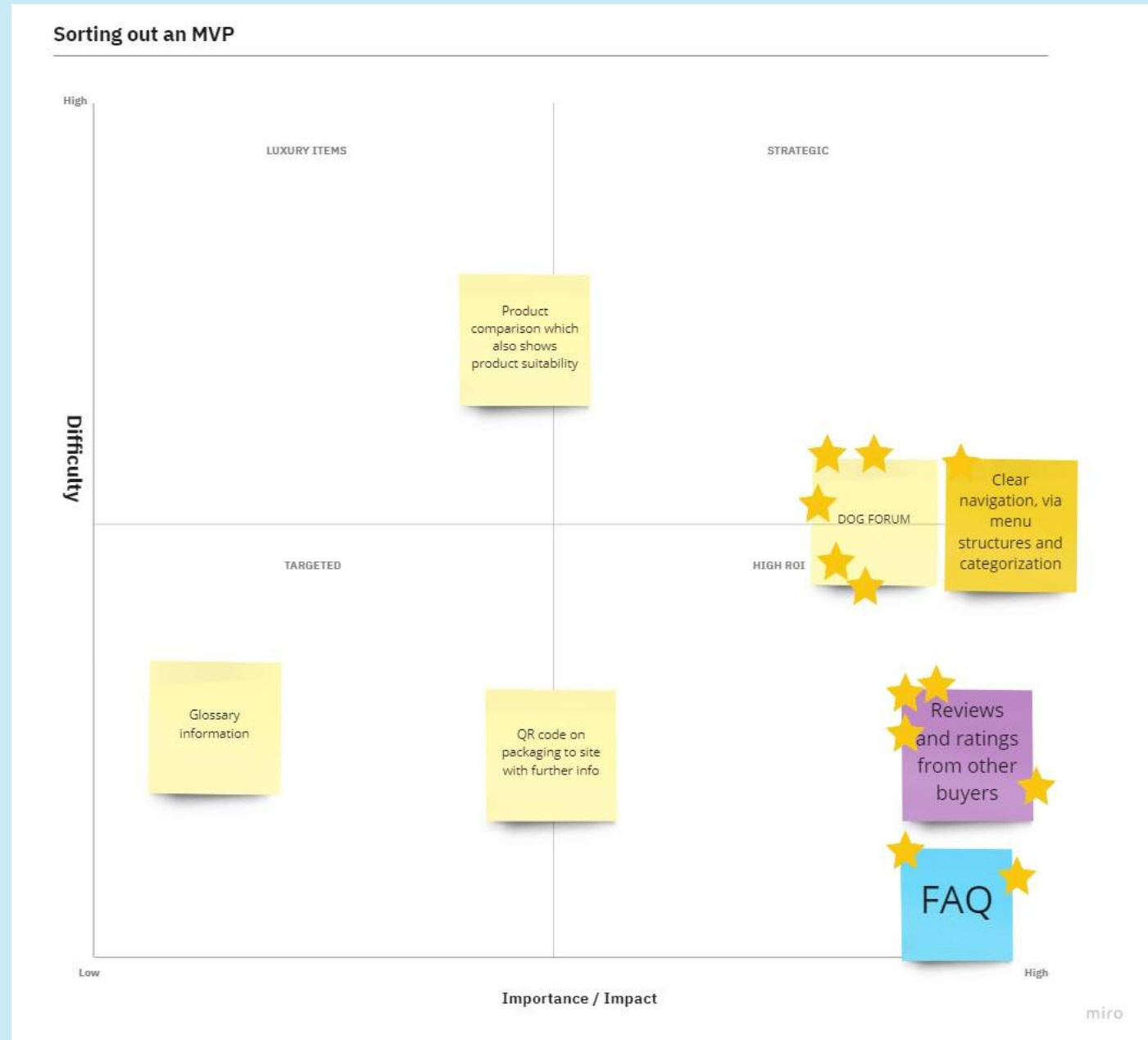
MVPs

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 unanimously considered of high importance:

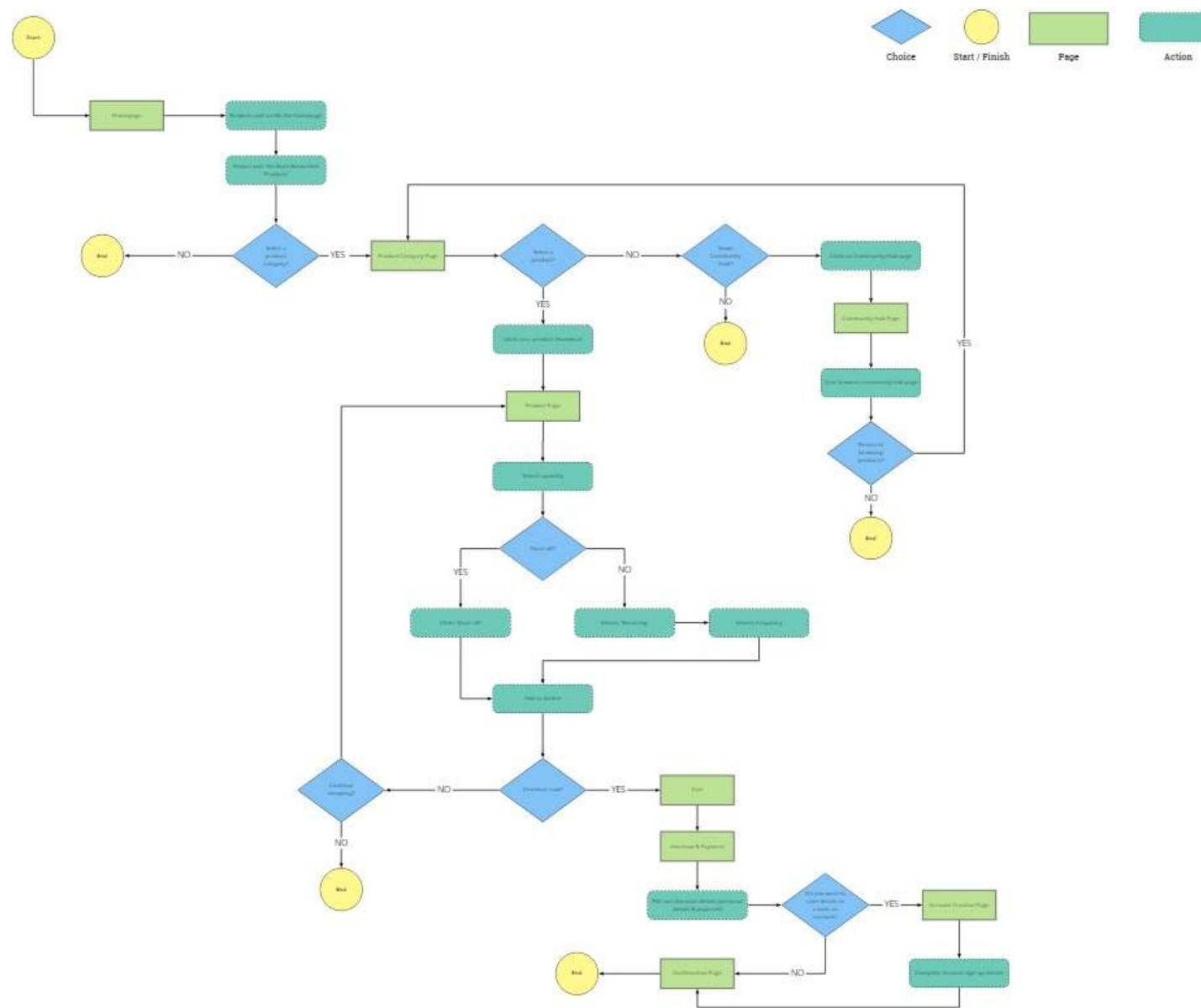
- Dog forum (with Gamification)
- clear navigation (via menu structures & categorisation)
- reviews & ratings
- FAQ page



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.

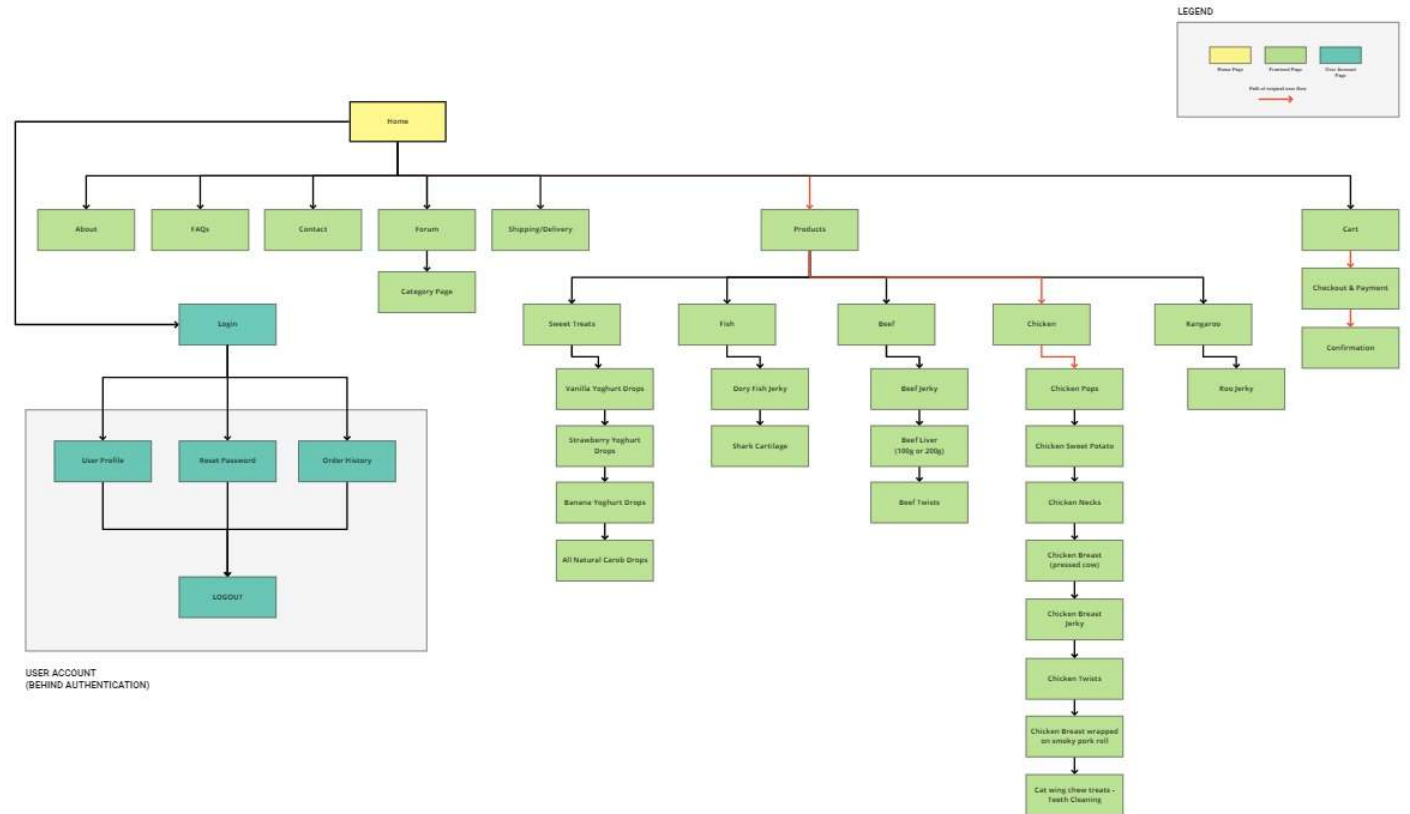
This was instrumental in being able to establish a concrete path of experience, for us to begin designing from.



Information Architecture

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

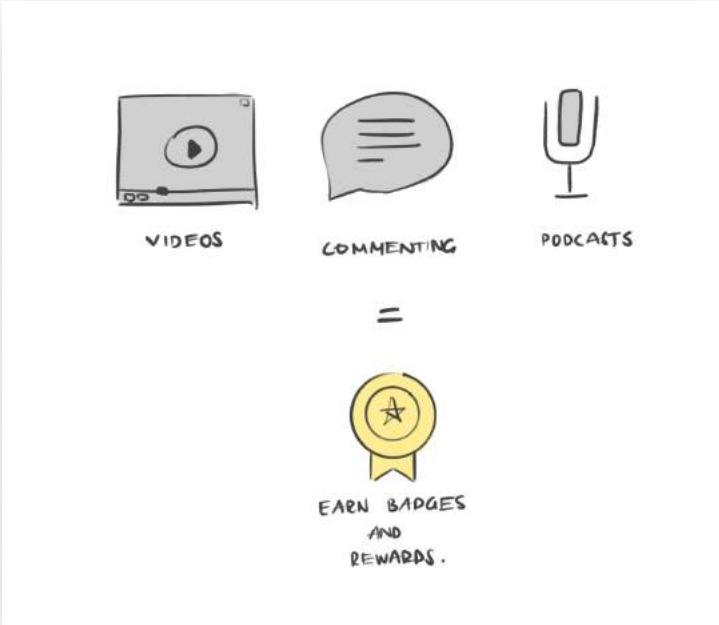
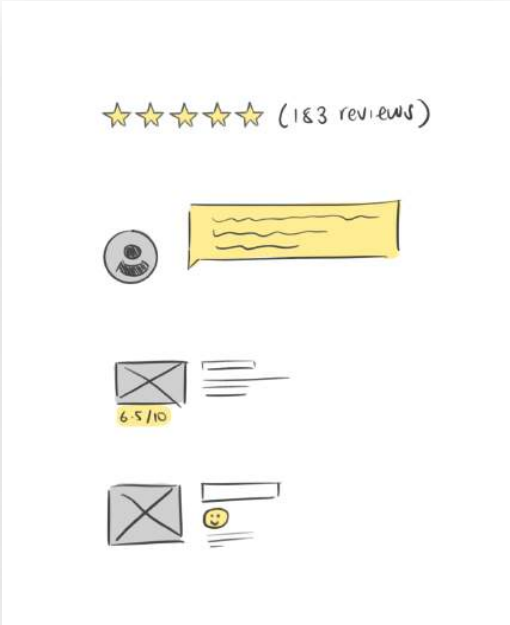
As a result, the Information Architecture demonstrates how we intend to structure the content we will be designing, in as simple & swift a way as possible.



miro

Concept Testing

Basic user testing of concepts (with photos or results as proof)									
Category	Review Question	Show Rating/Review Option (sketches)	Engagement Question	Accessing Information Question	Preferred Media Type Question	Online Group Contribution Question	Gamification Question	Account Sign-Up Question	Proof of testing
	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	Did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	
Participant 1	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	Did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	
Participant 2	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	Did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	
Participant 3	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	Did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	
Participant 4	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	Did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	
Participant 5	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	Did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	When presented with the concept, did you understand the purpose of the concept? (Yes/No/Not sure)	

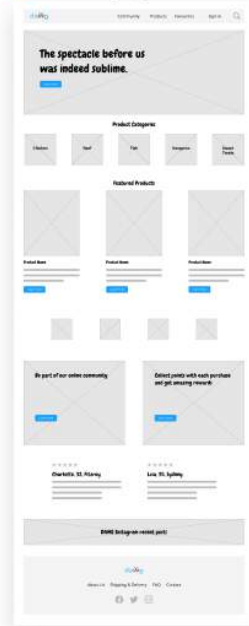


Concepts we tested:

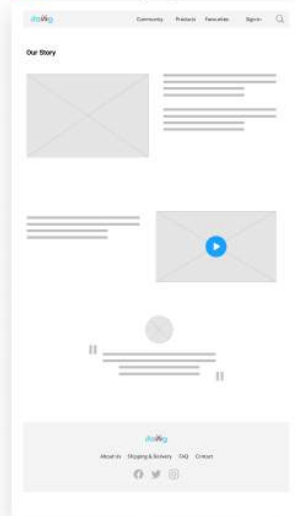
- Various preferences of reviews & ratings
- Online group contribution preferences
- Preferences of media types for consuming information
- Gamification possibilities
- interest in/preferences surrounding signing up for a personal account

Low-fi Wireframes

1 Home page



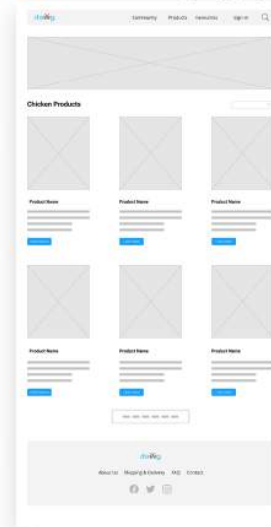
2 About us page



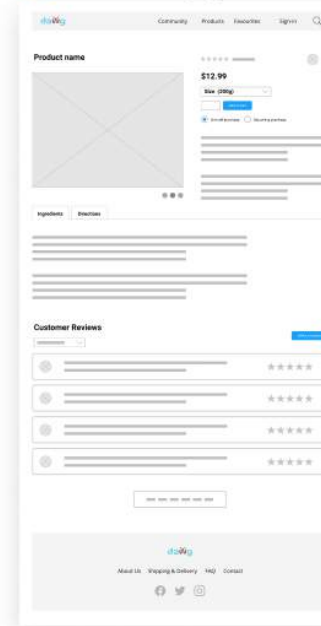
3 Contact us page



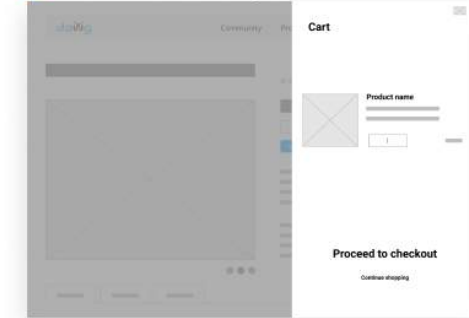
4 Product Category page



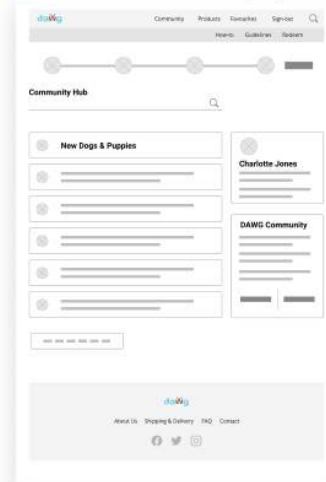
5 Product Info page



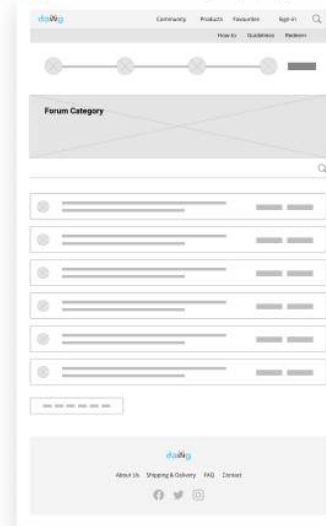
6 add to cart - overlay



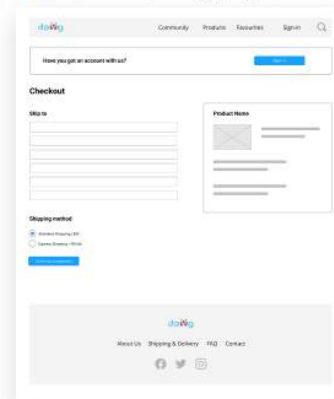
7 DAWG Forum home page



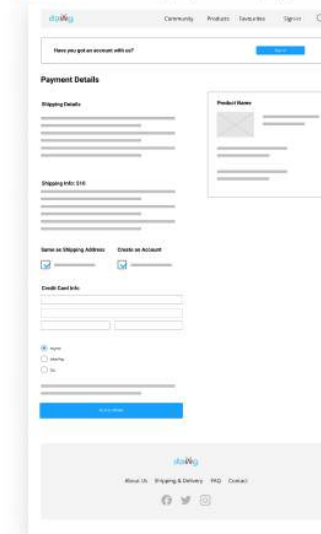
8 Forum sub category page



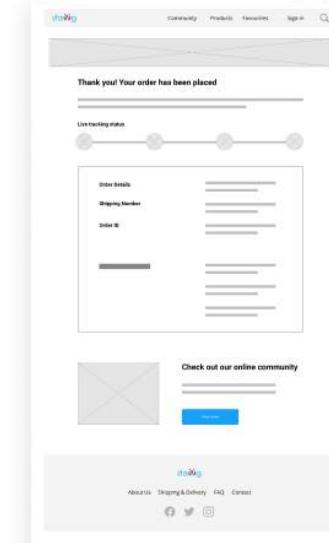
9 Checkout/billing page



10 Checkout/payment page



11 Checkout confirmation page



Low-fi Usability Testing Results

	Home Page						About Page			Contact Page				Testimonials Page			
	What would you expect to see on this home page? Do you understand what this page does?	How does the page look when going through the page?	Are you clear on what this page is about?	Are you clear on what this page is about?	Are you clear on what this page is about?	Are you clear on what this page is about?	What do you expect to see on this About page?	How do you feel when going through the page?	Do you understand what this page does?	What do you expect to see on this Contact page?	How do you feel when going through the page?	Do you understand what this page does?	Do you understand what this page does?	What do you expect to see on this Testimonials page?	How do you feel when going through the page?	Do you understand what this page does?	Do you understand what this page does?
Participant 1	Yes, I think I would expect to see a navigation bar at the top of the page, a hero section with a large image, and a list of services or products.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I think I would expect to see a brief overview of the company and its mission.	Yes, I like the layout and the colors.	Yes, I am clear on what this page does.	Yes, I think I would expect to see a list of contact information and a form to get in touch.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I think I would expect to see a list of testimonials from customers.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.
Participant 2	I would expect to see a navigation bar at the top of the page, a hero section with a large image, and a list of services or products.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I think I would expect to see a brief overview of the company and its mission.	Yes, I like the layout and the colors.	Yes, I am clear on what this page does.	Yes, I think I would expect to see a list of contact information and a form to get in touch.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I think I would expect to see a list of testimonials from customers.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.
Participant 3	Yes, I think I would expect to see a navigation bar at the top of the page, a hero section with a large image, and a list of services or products.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I think I would expect to see a brief overview of the company and its mission.	Yes, I like the layout and the colors.	Yes, I am clear on what this page does.	Yes, I think I would expect to see a list of contact information and a form to get in touch.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.	Yes, I think I would expect to see a list of testimonials from customers.	Yes, it looks good. I like the layout and the colors.	Yes, I am clear on what this page is about.	Yes, I am clear on what this page is about.

Common findings that were drawn out of this usability 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

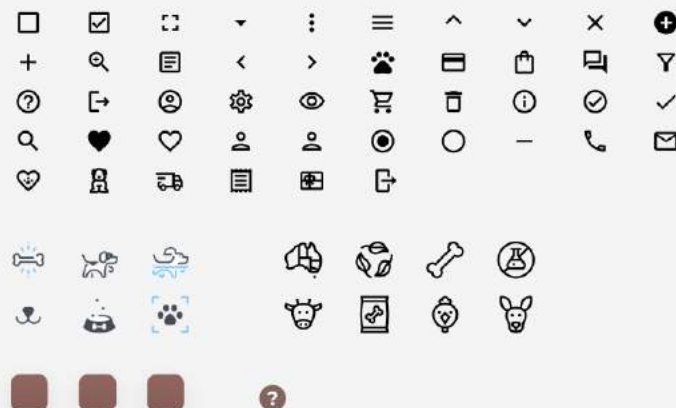
Home Page				About Page				Contact Page				Testimonials Page			
What do you expect to see on this Home page?	How does the page look when going through the page?	Are you clear on what this page is about?	Are you clear on what this page is about?	What do you expect to see on this About page?	How do you feel when going through the page?	Do you understand what this page does?	Do you understand what this page does?	What do you expect to see on this Contact page?	How do you feel when going through the page?	Do you understand what this page does?	Do you understand what this page does?	What do you expect to see on this Testimonials page?	How do you feel when going through the page?	Do you understand what this page does?	Do you understand what this page does?
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daWig Design System

Colours



Iconography



Typography

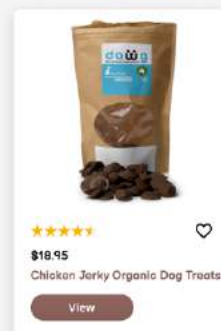
Style Typeface
Balsamiq Sans

Default Typeface
Montserrat

Downright Awesome Wiggly Goodness Treats

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat elit pharetra, arcu eget scelerisque sed interdum metus posuere. Sed est ornare cursus euismod adipiscing sed convallis viverra arcu. Metus ac, leo at enim ornare. Nec felis, interdum risus id facilisis consectetur amet dictumst.

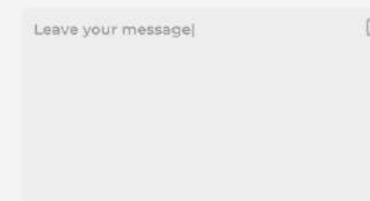
Card Components



Buttons & Input Fields



Input Fields

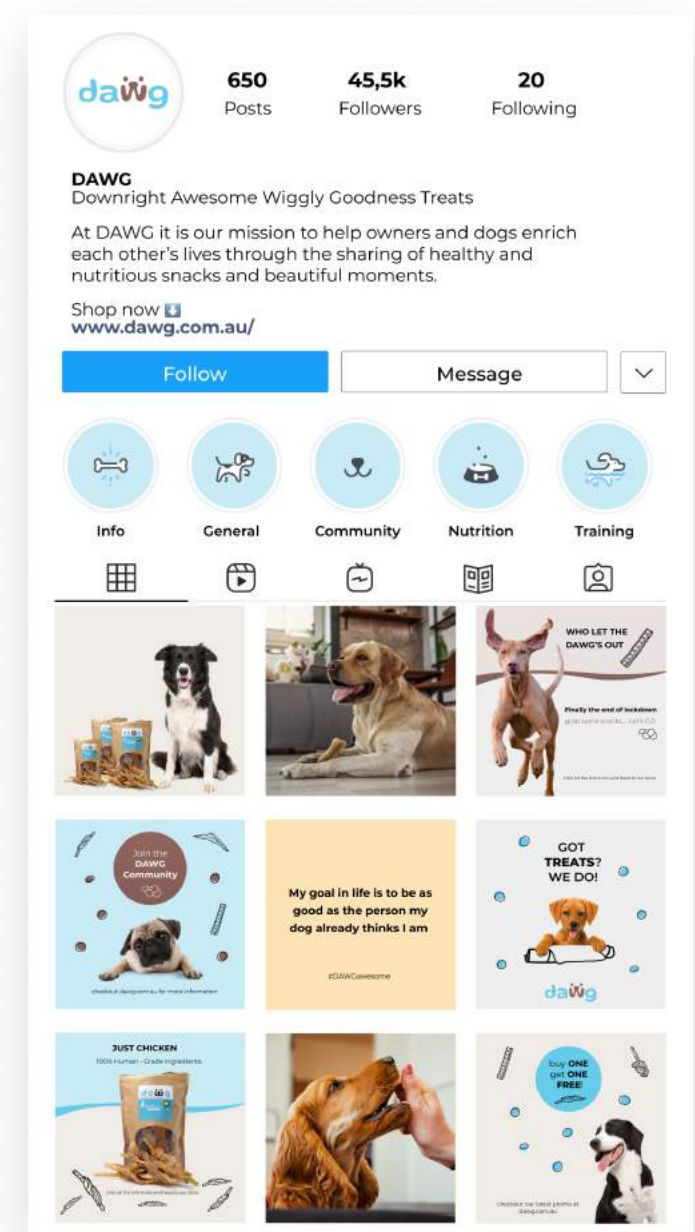
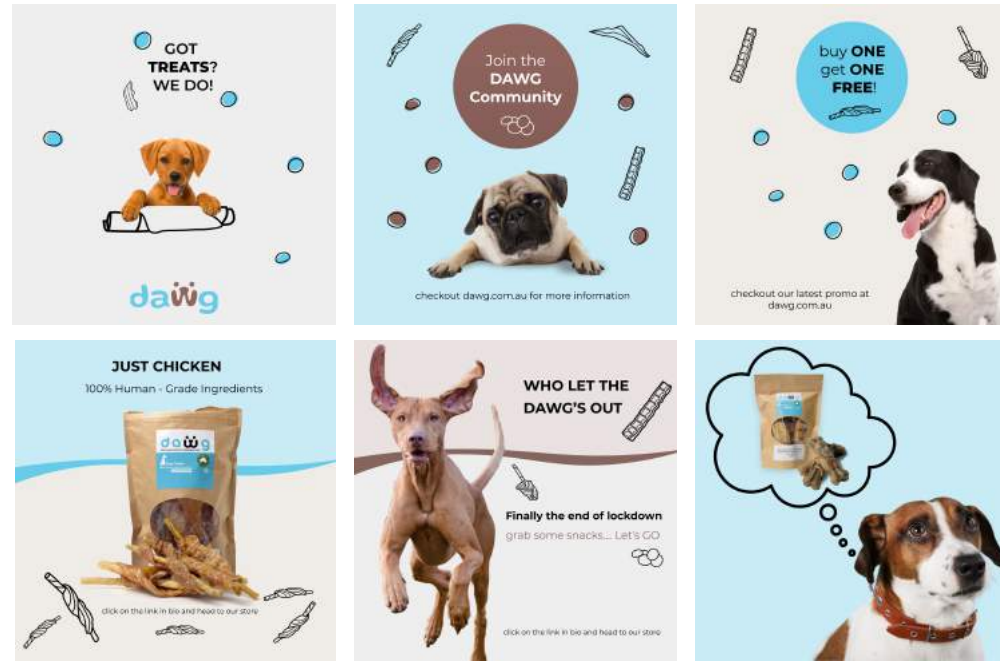


Logo (redesign)



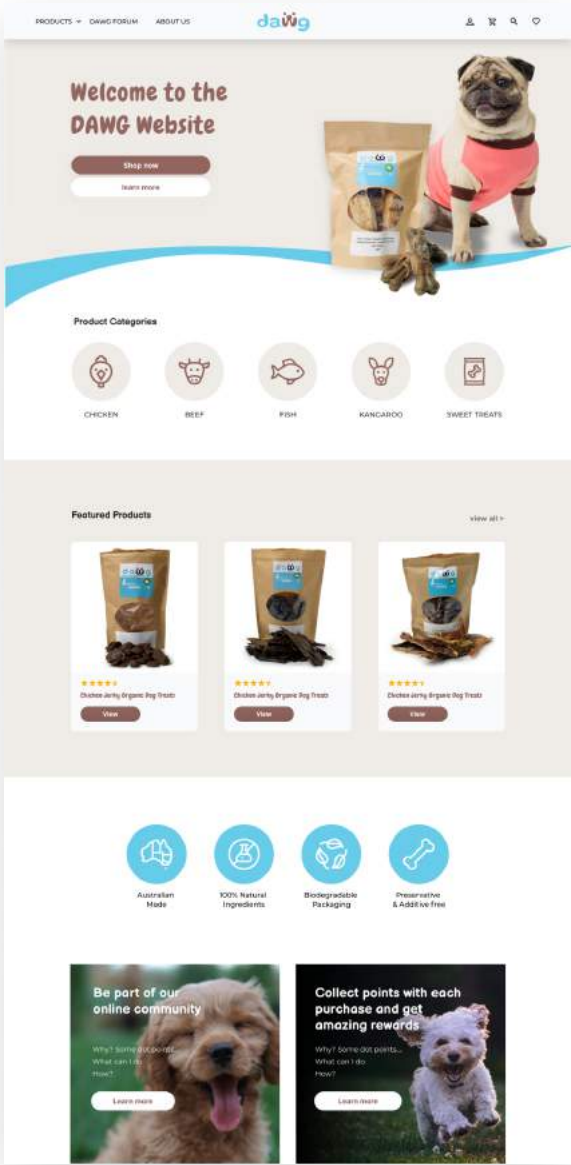


SOCIAL MEDIA CONTENT

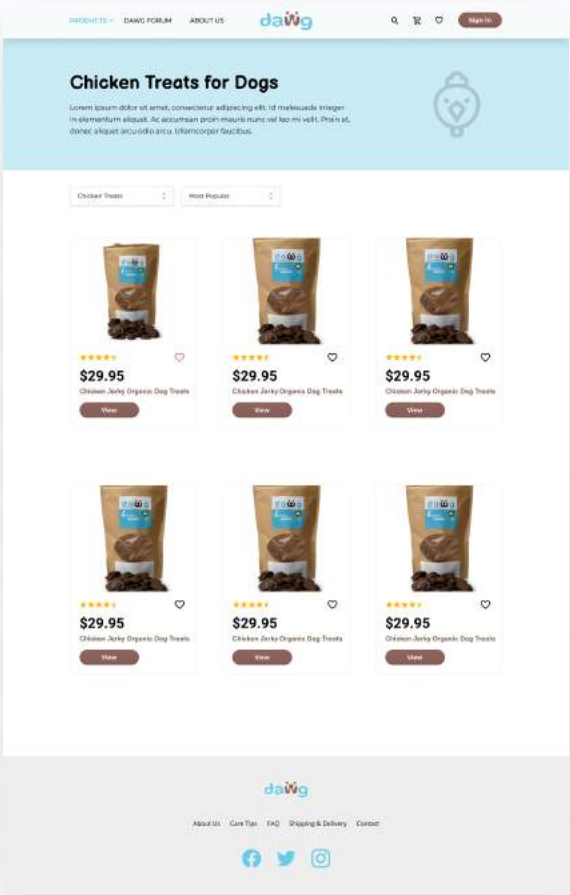


Hi-fi wireframe – First iteration

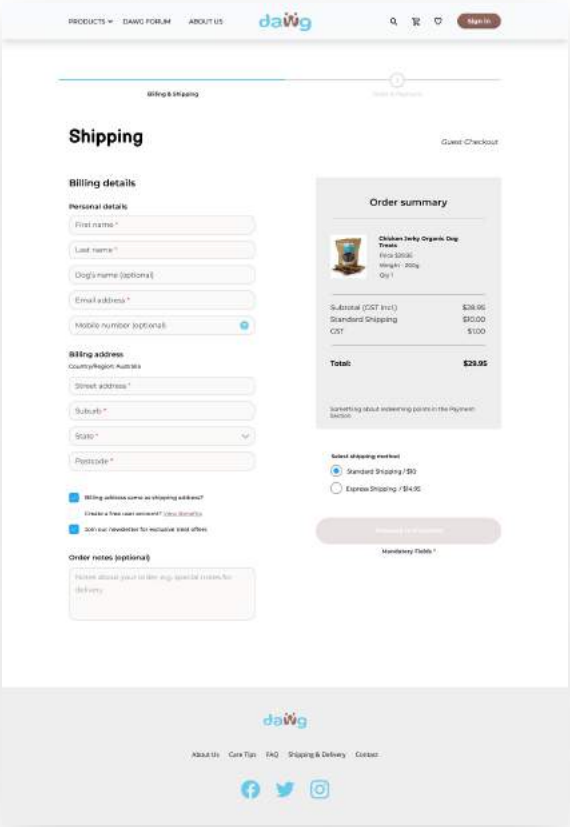
Home



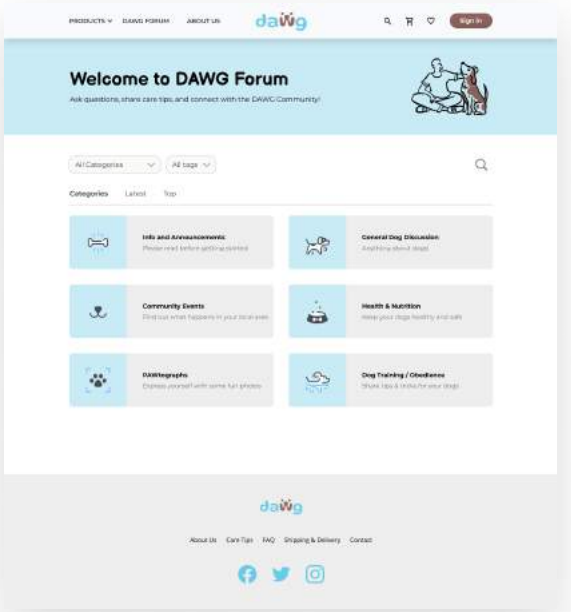
Product Category



Shipping



Forum

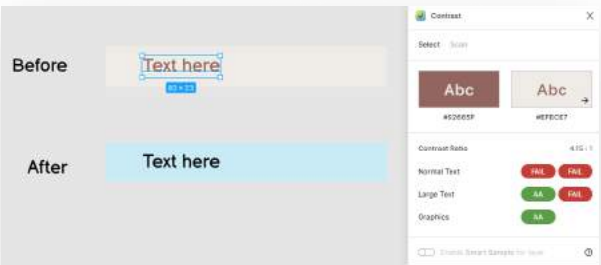


Accessibility

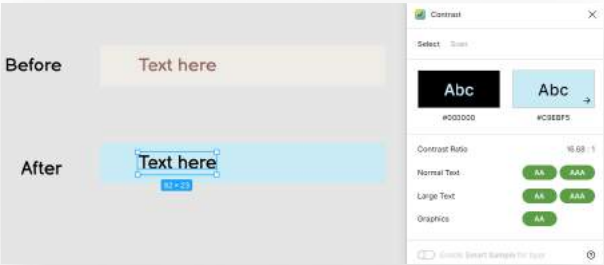
WCAG 2.1 Contrast

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

First iteration

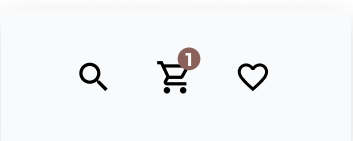


Revised



Iconographic accessibility

Ensured clear visibility of system status and error prevention cues



Hover states

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

Shop by Ingredients

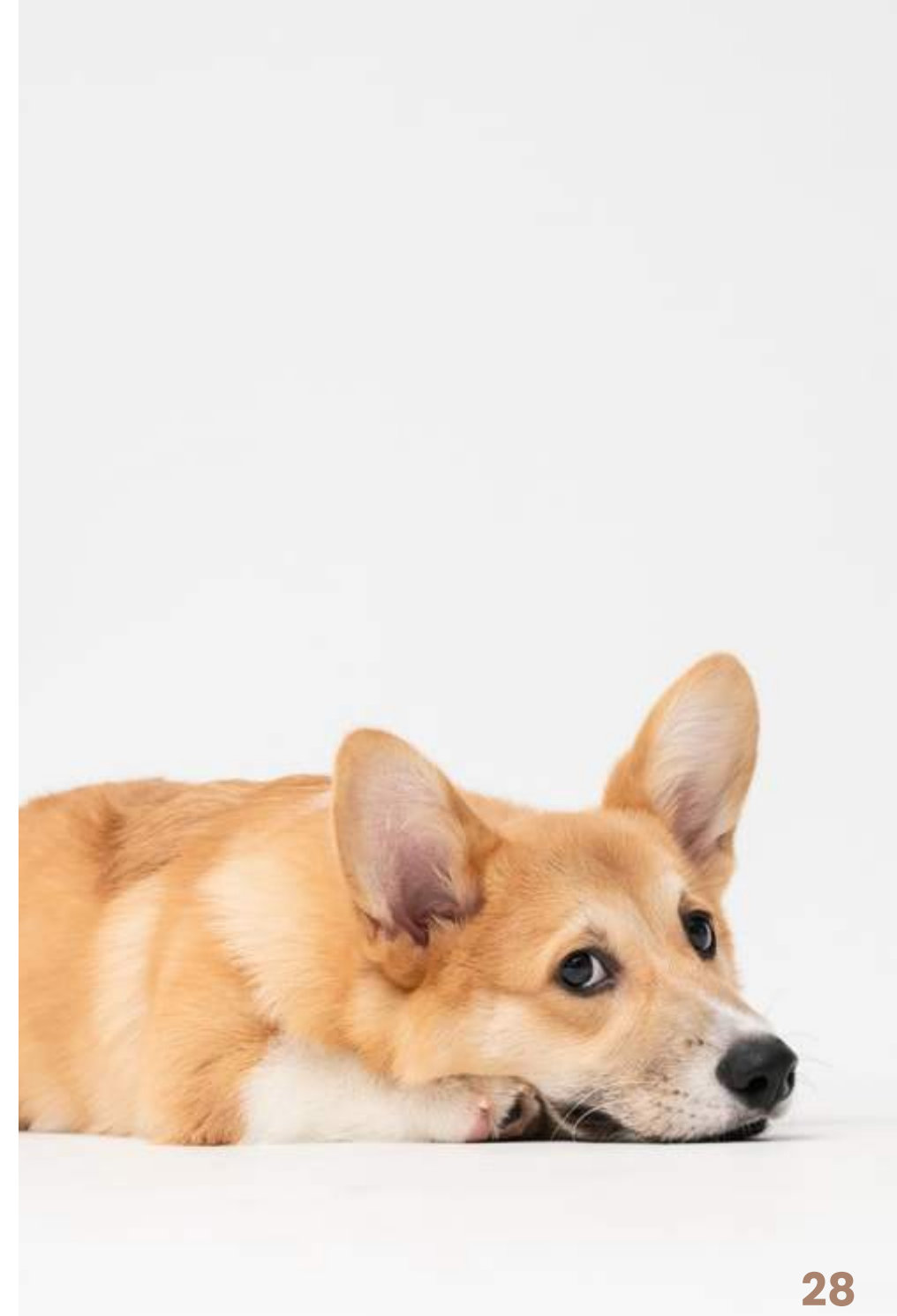


Shop by Ingredients



Prototype – Usability Testing Plan

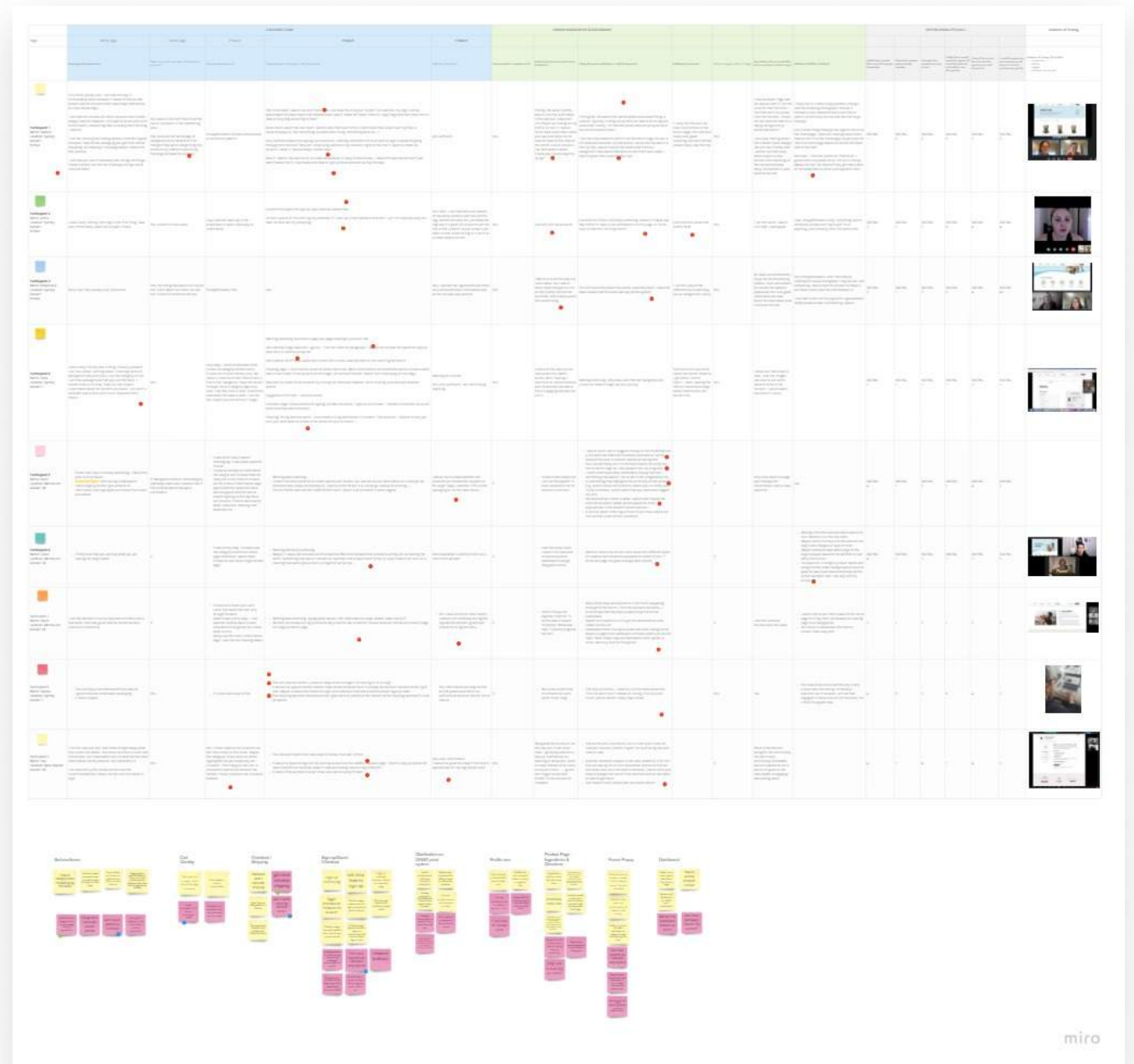
What is being tested?	DAWG Website
What device are you testing on?	Desktop
Who is your audience?	Australian Demographic user that has been a dog owner or is in relations to someone that has a dog.
What are your overall goals for the testing?	<ul style="list-style-type: none">• understand where the usability issues lie within the website and how we can improve them.• see whether users can navigate through the website to complete tasks
What questions are you aiming to answer through your test?	<ul style="list-style-type: none">• Is the website easy to use and navigate for all users?• Can users find the destinations using the website?• Are users able to complete the checkout flow with ease?• Does the DAWG forum and gamification system easily translate for users?• Are there any missing features or important information that users' need to complete the tasks?



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 clarification 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



Home

Products
DAWG Forum
About Us
daWg

Downright Awesome Wiggly Goodness Treats

Shop now
Learn more

Shop by Ingredients

Chicken
Beef
Fish
Kangaroo
Sweet Treats

Best Selling Products

All Natural Candy Drops
Beef Jerky
Chicken Breast Jerky

Australian Made
100% Natural Ingredients
Biodegradable Packaging
Preservative & Additive Free
100% Human Grade

NEW flavour of Organic Yoghurt Drops
Natural Strawberry Goodness!
Join the DAWG Community!

About us

Products
DAWG Forum
About Us
daWg

Why DAWG?

Our Mission

As a passionate community advocate, the DAWG team are committed to ensuring that DAWG is about so much more than just providing high-quality treats.
- Luke Pirecca, Founder

daWg
Downright Awesome Wiggly Goodness

About Us
Care Tips
FAQ
Shipping & Delivery
Contact

Forum

Products
DAWG Forum
About Us
daWg

Welcome to DAWG Forum

15 DAWG POINTS

Categories
Latest
Most Viewed

Info and Announcements
General Dog Discussion
Community Events
Health & Nutrition
PAWtographs
Dog Training / Obedience

daWg
Downright Awesome Wiggly Goodness

About Us
Care Tips
FAQ
Shipping & Delivery
Contact

Dashboard

Charlotte_Jones
Charlotte Jones

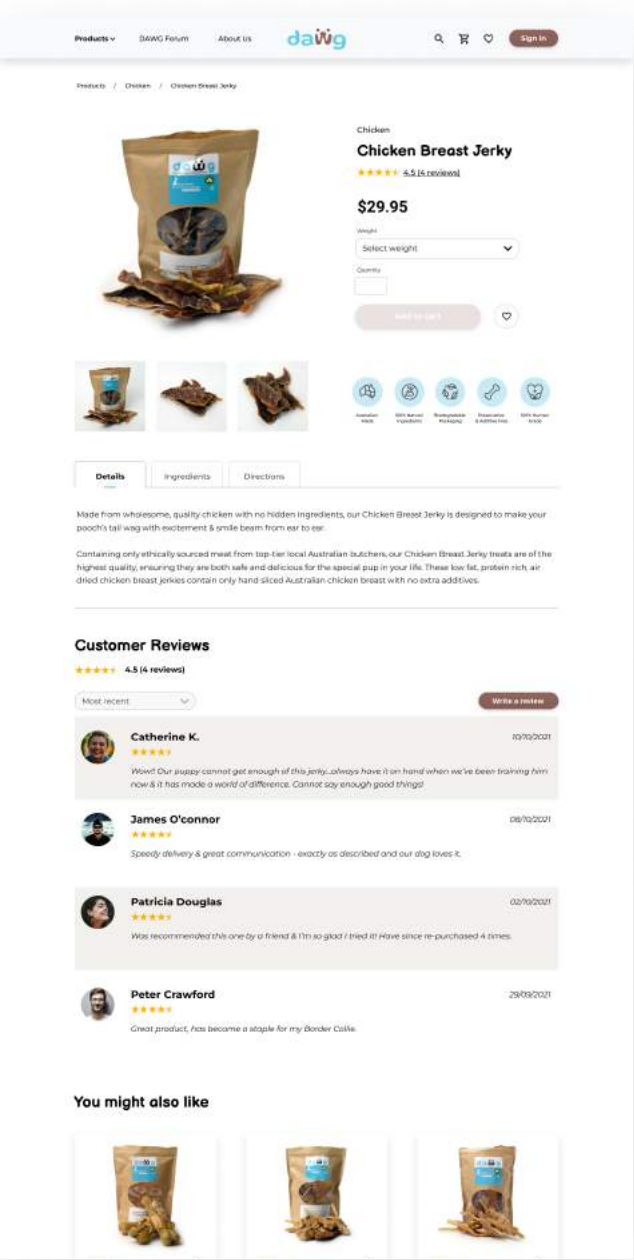
15 DAWG POINTS

Earn rewards with DAWG points

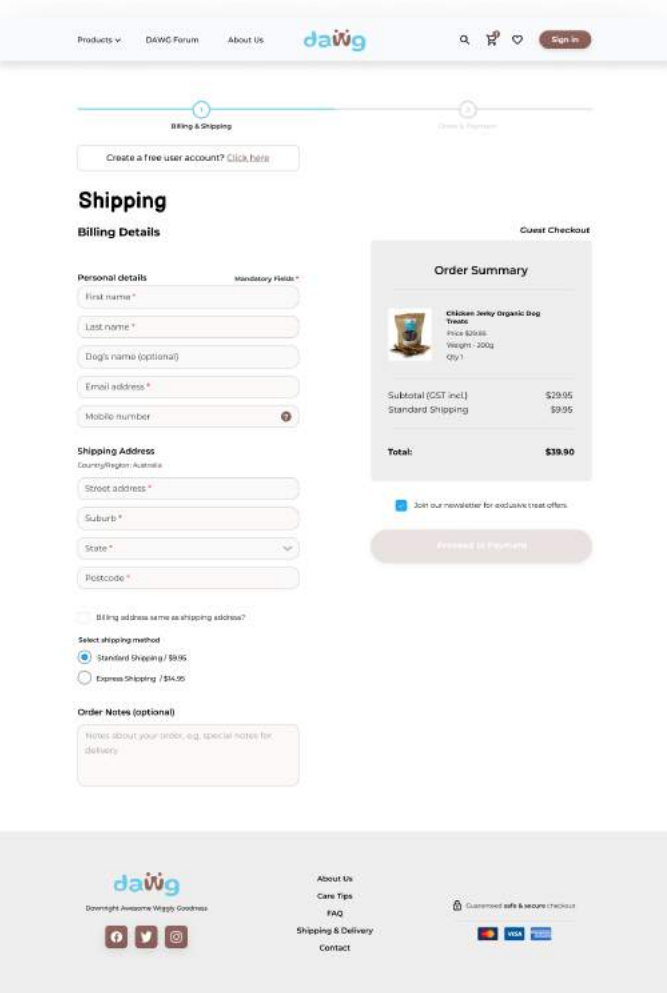
Get Started
Personal details
My Dog Profiles
Order History
Billing History
Redeem Points
Help & Support
Log out

Your next redemption milestone:

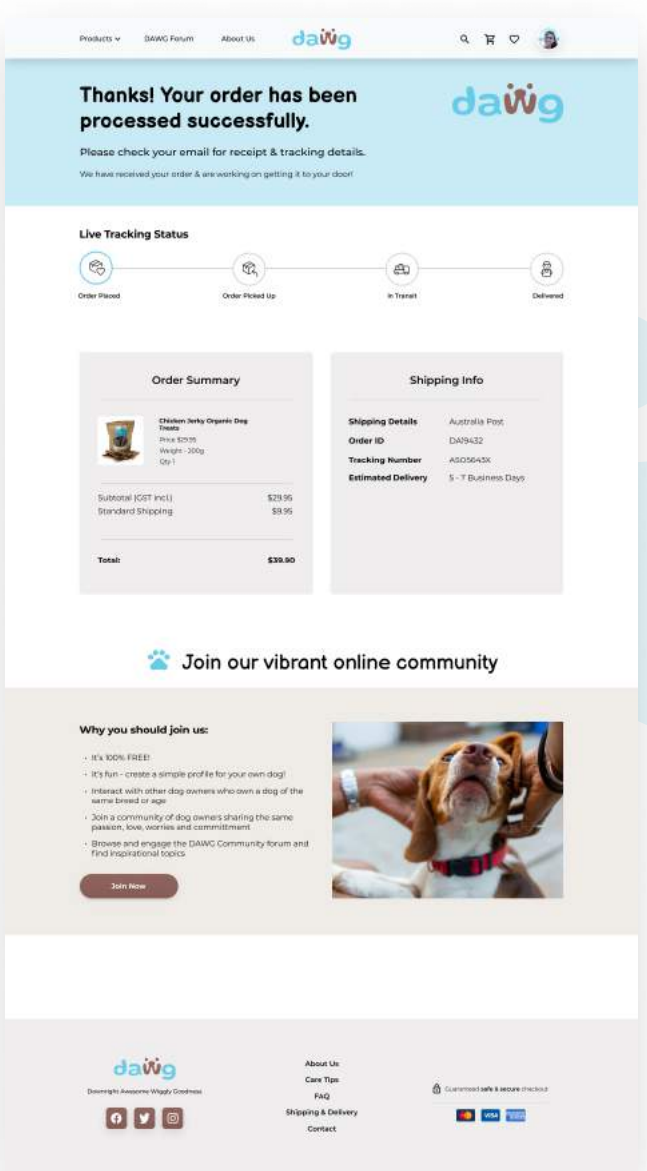
Product Information

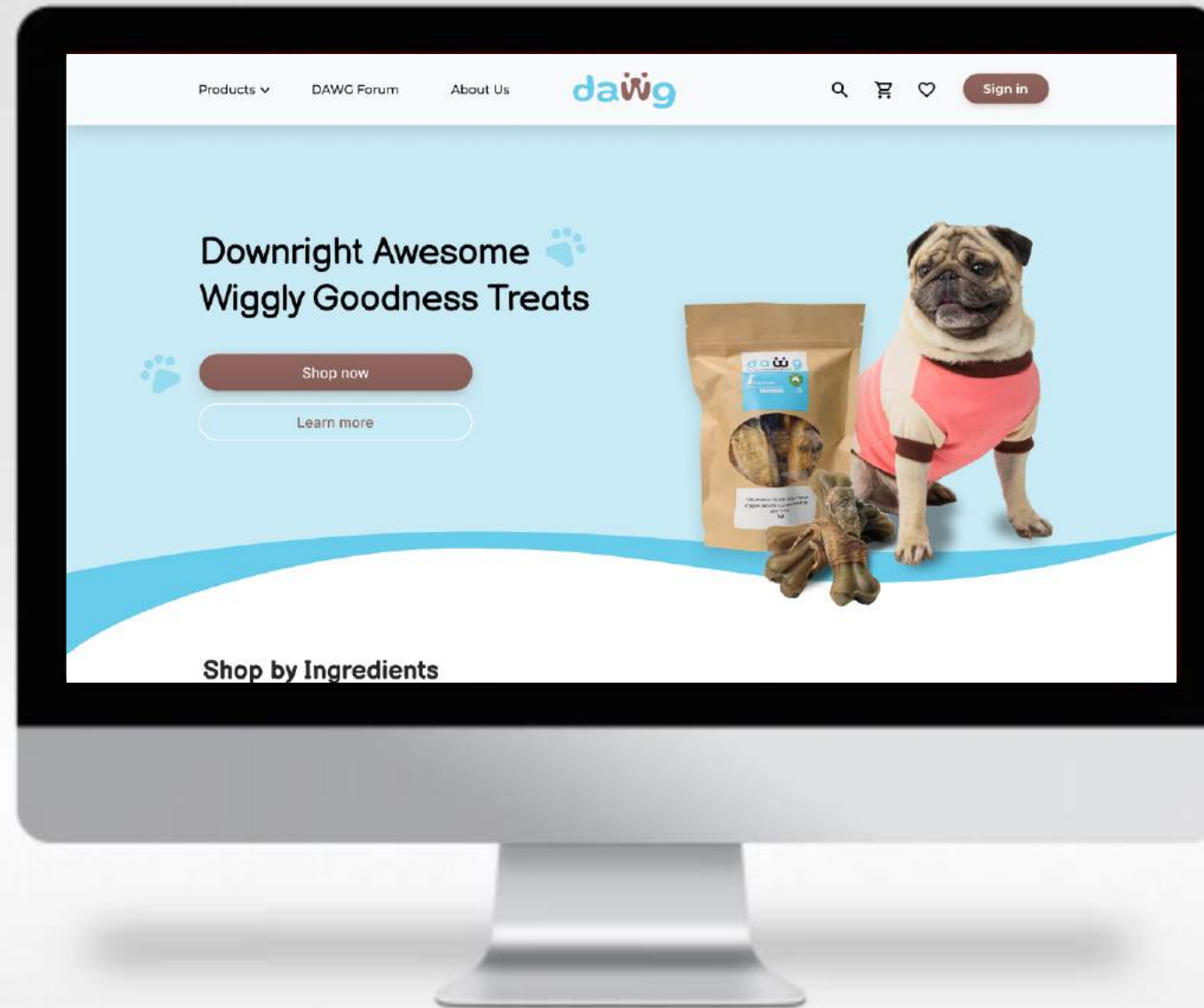


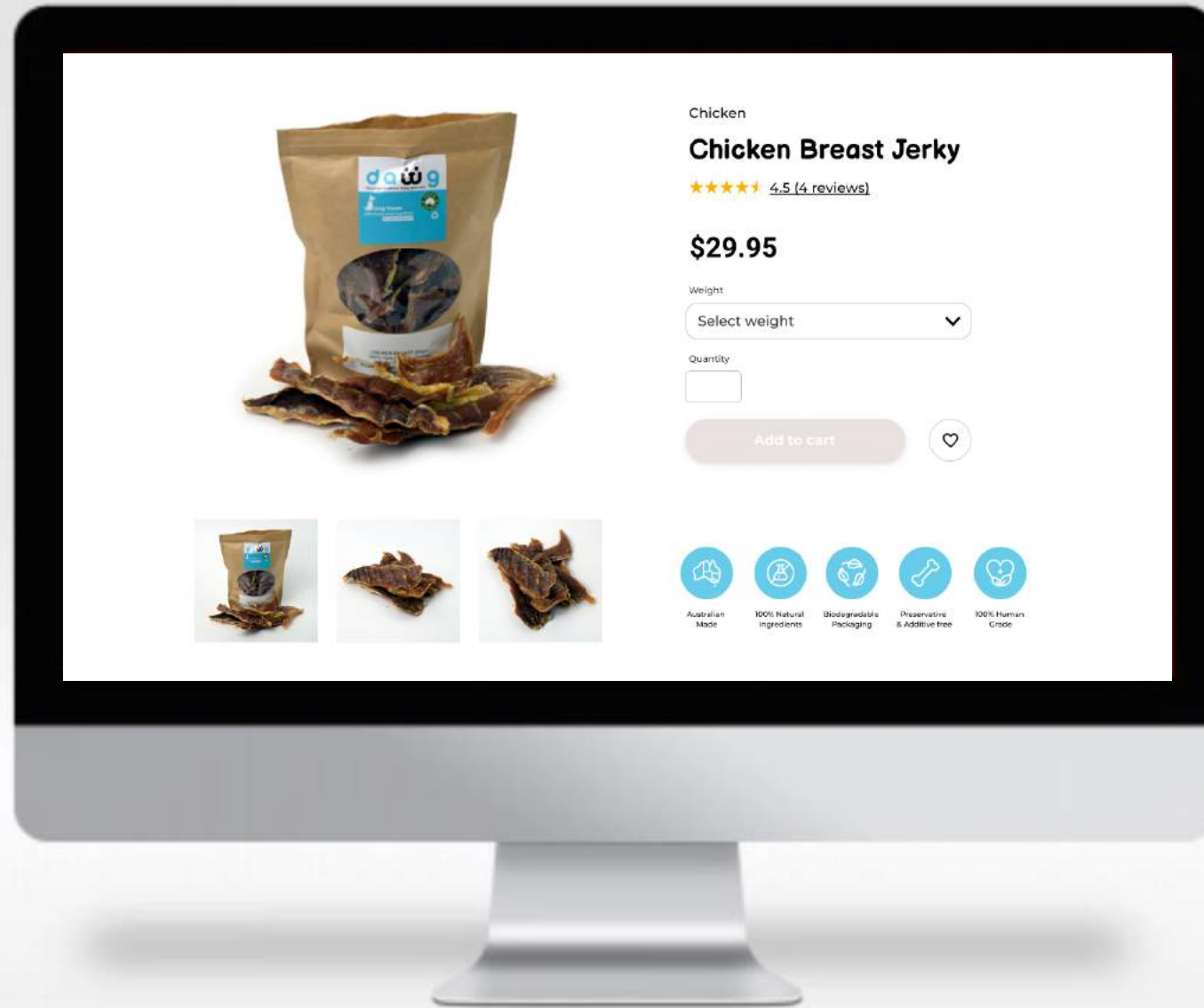
Shipping

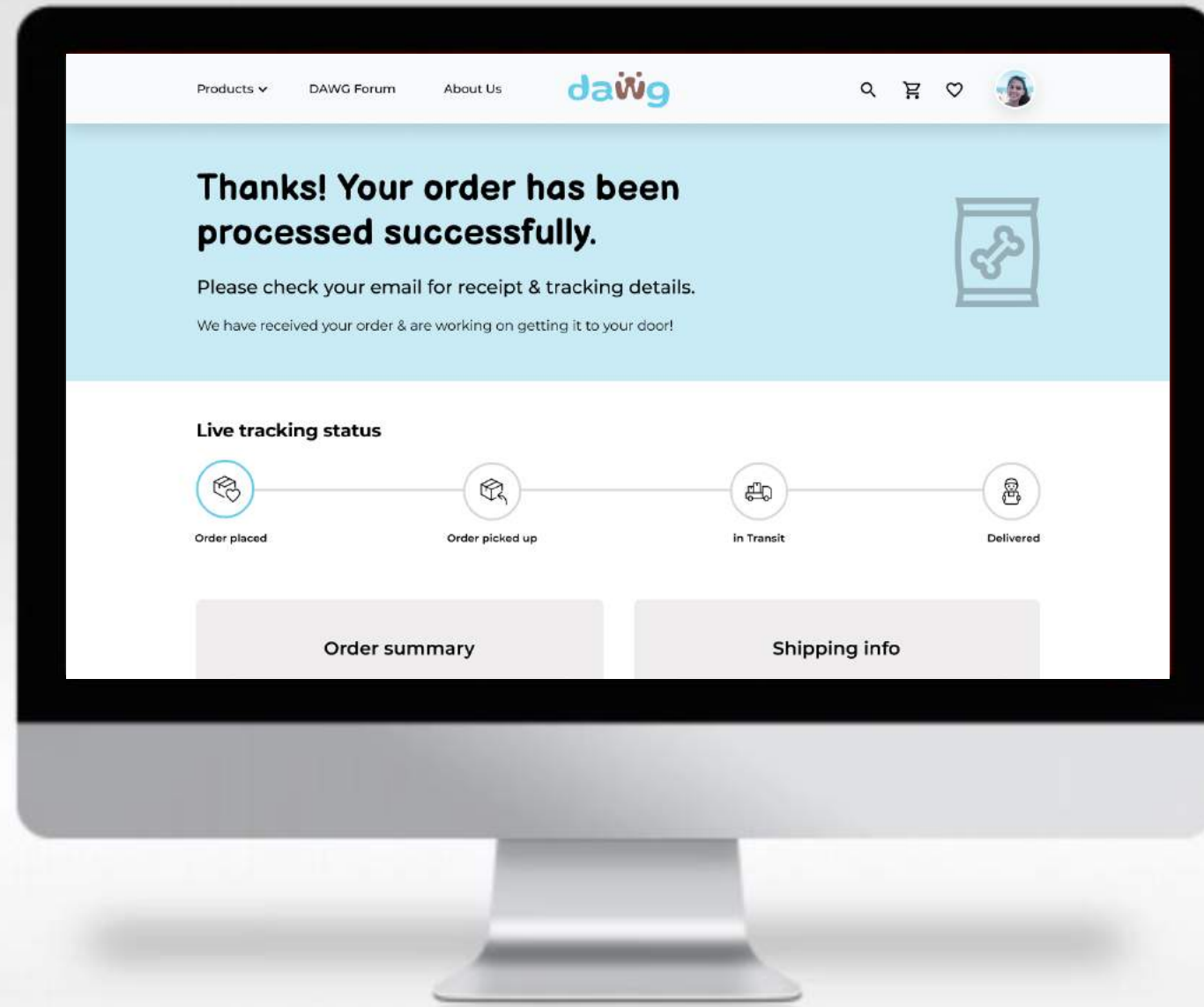


Checkout confirmation

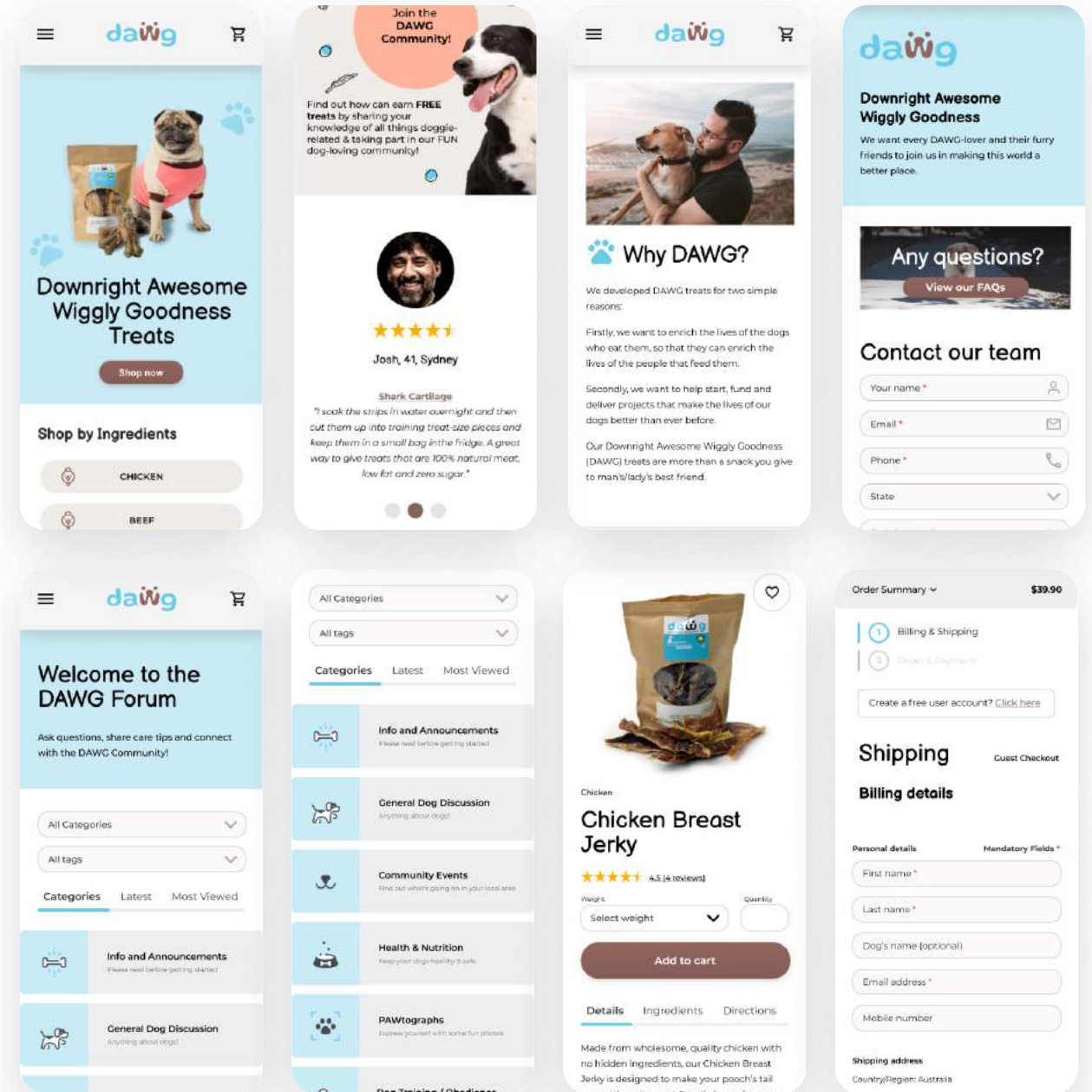








FINAL MOBILE SCREENS





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

Thank you!



DAN

KATE

JESSLYN

MEGAN

SAM

UX TREATS