UI/UX Case Study

Mobile and Web
Platform

4 months
Duration

UI/UX Designer
Role

Care Companion

feather, fur and fins!

"Enhancing Pet Care Accessibility and Reliability especially designed for Indian Pet Parents through a Comprehensive Mobile App/Website, called Care Companion."

Prepared by -
Aashana Kaur Dhillon
(Ru_Rush_Art)

Care Companion

9:41

Jalandhar
Punjab - 123XXX

Search Doctors, Pets, Saloon, etc.

Your Pets

Consult

Want an appointment?

Consult

Emergency Booking

Book Now

Services

Grooming

Boarding

Tracking

Pet Taxi

See all

Upcoming Appointments

Doctor consult

19 November 2024 at 10:00 am

Offline Consultation at Nirvair Pet Clinic

Dr. Nirvair Singh

surgeon - Nirvair Pet Clinic

Go to home page

Payment

Details

Order summar

Dr. Tamana Bhardwaj Bvsc, Mv

General Veterinarian Asaudra pet clinic

4.3 , 305 reviews

11 km

Available now

Personalize your Pet's Profile

Help us know your pet better by filling in some basic details. It's quick and easy!

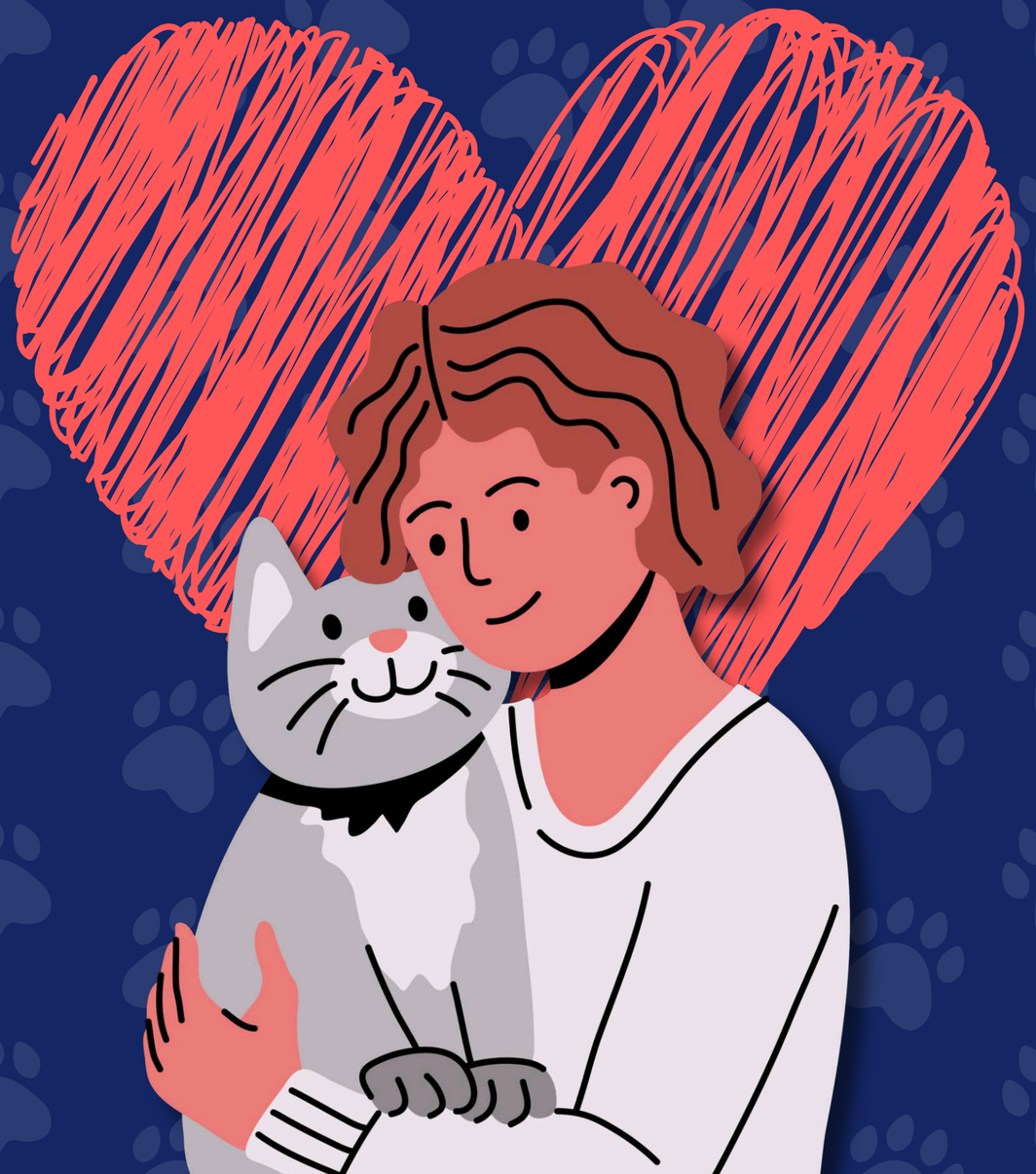
Welcome to Care Companion!

Discover a cozy and loving environment tailored for your cute friend. Let's get started!

Software Used

The Product

- "Care Companion" is a mobile-based application and website for Indian pet owners.
- Offering at-home veterinary services, grooming, boarding, and pet care products.
- It provides reliable and authentic information on diet, nutrition, health, grooming, and disease management, enabling pet parents to care for their pets with DIY tips and affordable solutions.



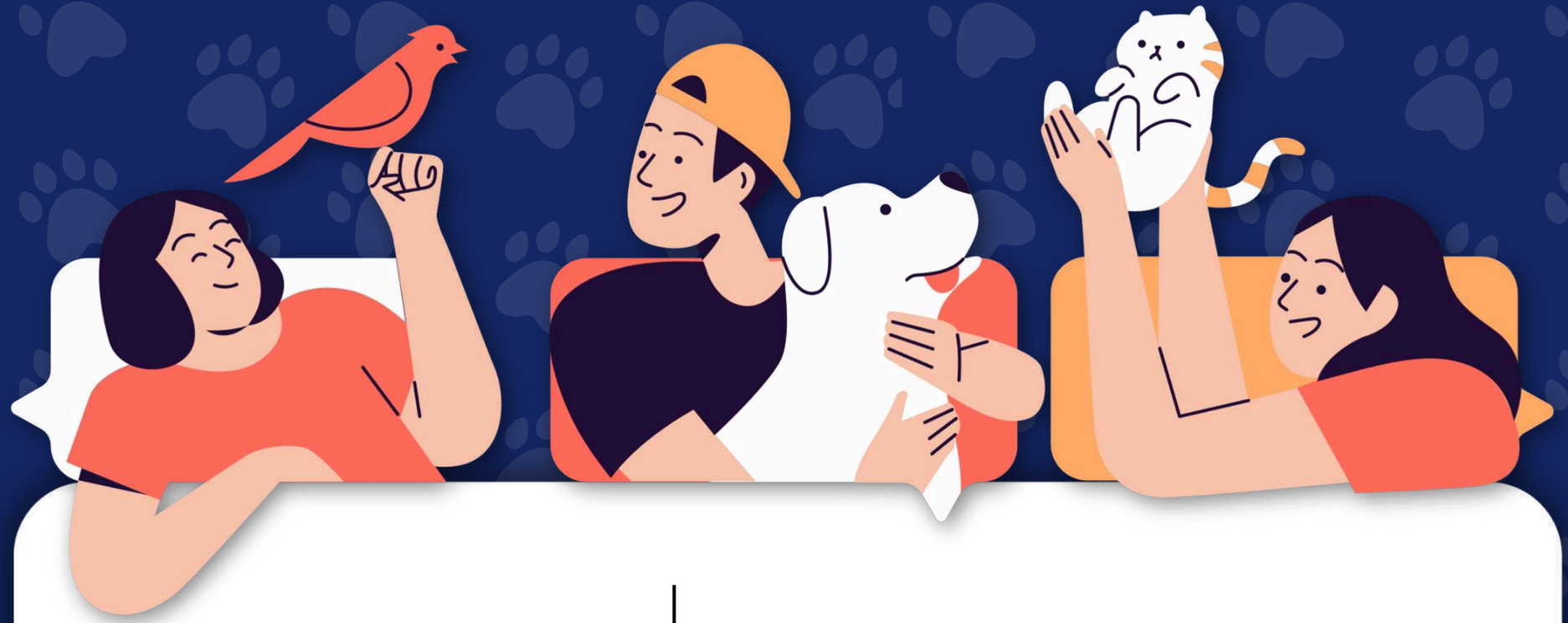
The Problem

- Indian pet parents often face challenges accessing reliable information and affordable pet care services, leading to poor health and well-being for their pets.

- Limited access to premium pet products and medical care, especially in non-metro areas, further worsens these issues.

The Goal

- The goal of the "Care Companion" project is to create a comprehensive mobile app/website that provides accessible, reliable pet care services and information, ensuring better health and quality of life for pets across India.



Research & Analysis

Understanding the user & their needs

- User Research
- BMQ’s
- Target Audience
- SWOT Analysis
- UX Vision - 5 W’s & 1 H
- Personas
- Empathy Maps
- User Journey Maps
- Affinity Mapping
- Competitor Analysis

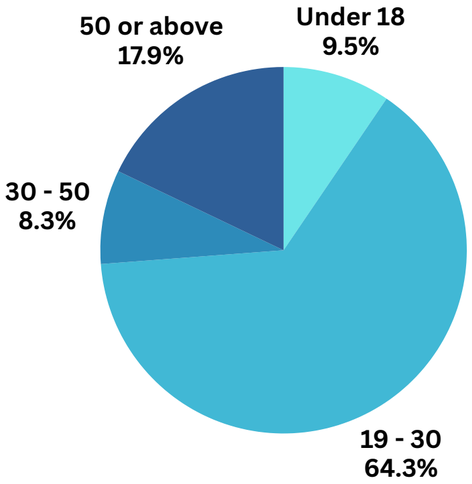
User Research

Summary

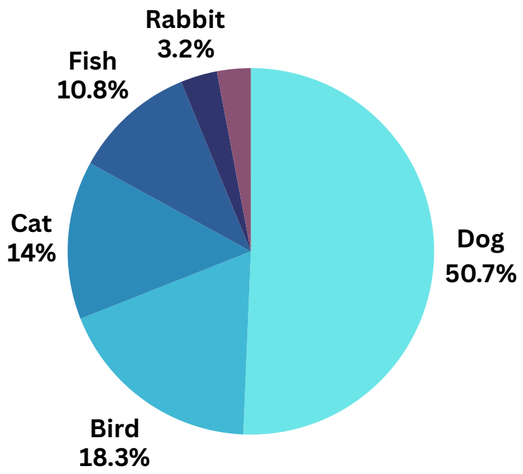
- In the "Care Companion" project, conducted comprehensive user research, including surveys and interviews with Indian pet owners, to understand their needs, pain points, and behaviors.
- Initially, assumed that the primary challenge for pet owners was the high cost of veterinary services.
- However, the research revealed that while cost is a significant barrier, lack of reliable information and access to premium pet care products in non-metro areas were equally pressing issues.
- These insights guided the design of the app/website to focus not only on affordability but also on providing trustworthy information and a wide range of accessible services and products.

Survey & Interview Findings

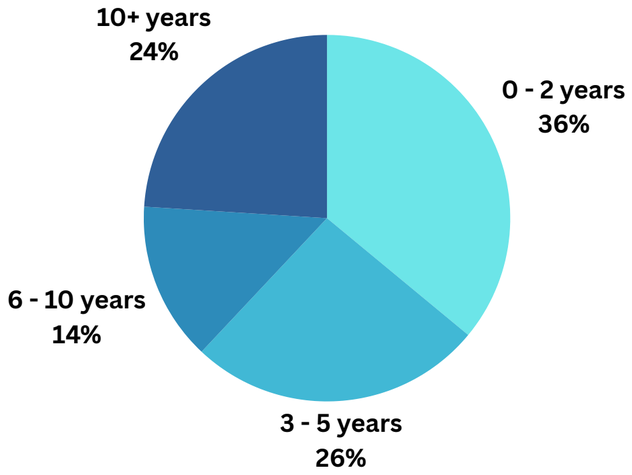
Age Range



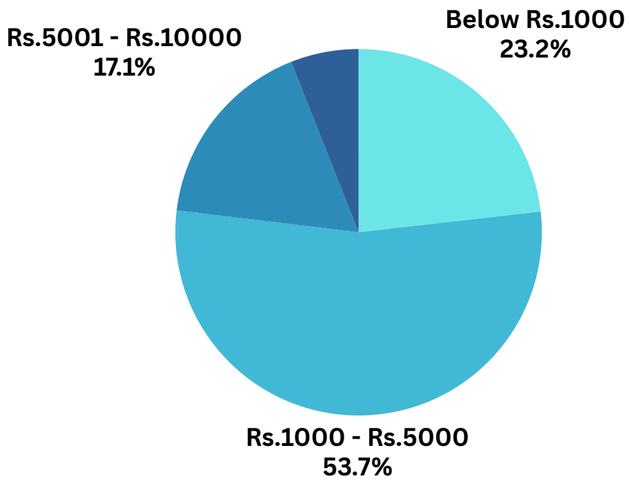
Type of Pet Owned



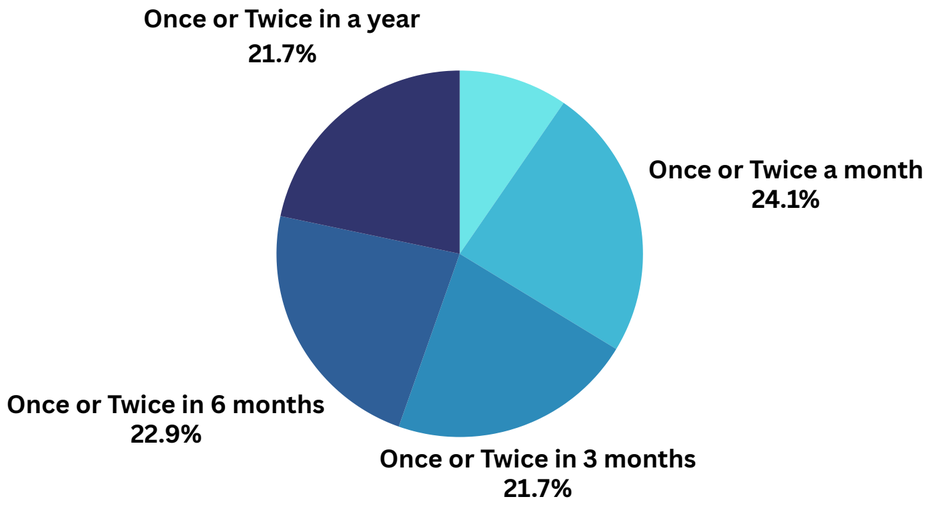
Years of Being a Pet Owner



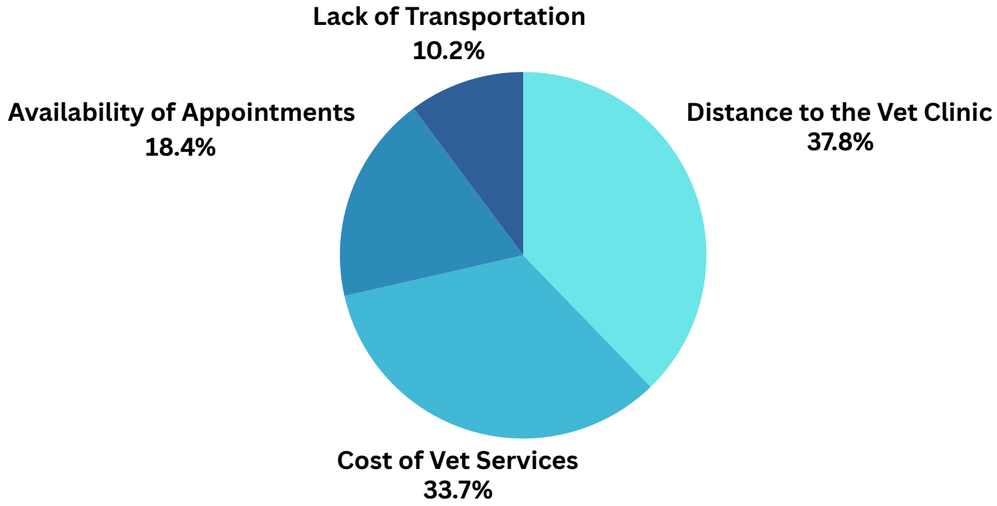
Monthly expenses



Vet Visit



Reason that prevent seeking vet care



Pain Points

1

Pain Point

High Cost and Inconvenience of Veterinary Services

2

Pain Point

Lack of Reliable Information

3

Pain Point

Limited Access to Premium Pet Products

4

Pain Point

Difficulty in Managing Common Pet Health Issues

1. Pet parents find regular veterinary consultations expensive and often struggle to find the time to visit a vet due to busy schedules. Additionally, some adults or children cannot take their pets to the vet due to physical limitations. To address this, the app/website will include affordable at-home veterinary consultation options, making it easier and more convenient for pet owners to access necessary medical care.
2. Many pet owners struggle to find trustworthy information on pet health, diet, and diseases, often relying on unreliable internet sources. The app/website will feature expert-verified articles and DIY tips, empowering users with accurate information to better care for their pets.
3. In non-metro areas, pet owners have difficulty accessing high-quality pet care products, toys, and medicines. The app/website will offer an online marketplace with delivery services, making premium pet products accessible to all users, regardless of their location.
4. Owners often face challenges in treating common issues like ticks or minor ailments due to lack of knowledge or resources. The app/website will provide detailed guides and easy-to-follow DIY solutions for common health problems, helping pet owners manage their pets' health effectively at home.

Business Model Questionnaire

What is your Business Idea?

Care Companion is an all-in-one platform providing online vet consultations, at-home pet care (grooming, pet sitting), and access to premium pet products and medicines.

What is your target group?

Pet owners in India, especially those with busy schedules or living in smaller cities/remote areas, seeking reliable, affordable, and convenient pet care.

What benefits do your customers gain?

- Convenience: Online vet consultations, at-home services, and products.
- Reliability: Trusted information on pet care and health.
- Affordability: Access to affordable services and products.

Which Sector and Market are related to your company?

We operate in the pet care industry, e-commerce, and digital health, focusing initially on the Indian market.

Business Model Questionnaire

What is your Long Term goal?

To become India’s leading digital pet care platform, offering comprehensive and reliable solutions nationwide.

What is your Market entry strategy?

Launch locally with expansion based on demand.

What opportunities and threats do you see?

- Opportunities: Growing pet ownership, demand for convenient care, and market expansion potential.
- Threats: Competition, regulatory challenges, and economic downturns.

How large will the investment needs be over the next 5 years?

Investment will be based on market analysis and business growth.

How much profit and turnover do you plan to achieve over the next 5 years?

Projections depend on market demand, growth potential, and scalability.

Target Audience

Busy Professionals & Pet Owners in Remote Areas: Pet owners with demanding jobs or those in smaller cities who need convenient, at-home services and access to reliable online consultations and premium care options.

First-Time & Elderly/Physically Limited Pet Owners: New pet parents or individuals with physical limitations who seek trustworthy information, affordable services, and home-based care solutions for their pets.

Families with Children: Households where children help care for pets, requiring reliable, educational resources for proper pet care.

Pet Enthusiasts: Passionate pet owners who seek the best products, services, and health information to ensure their pets' well-being.

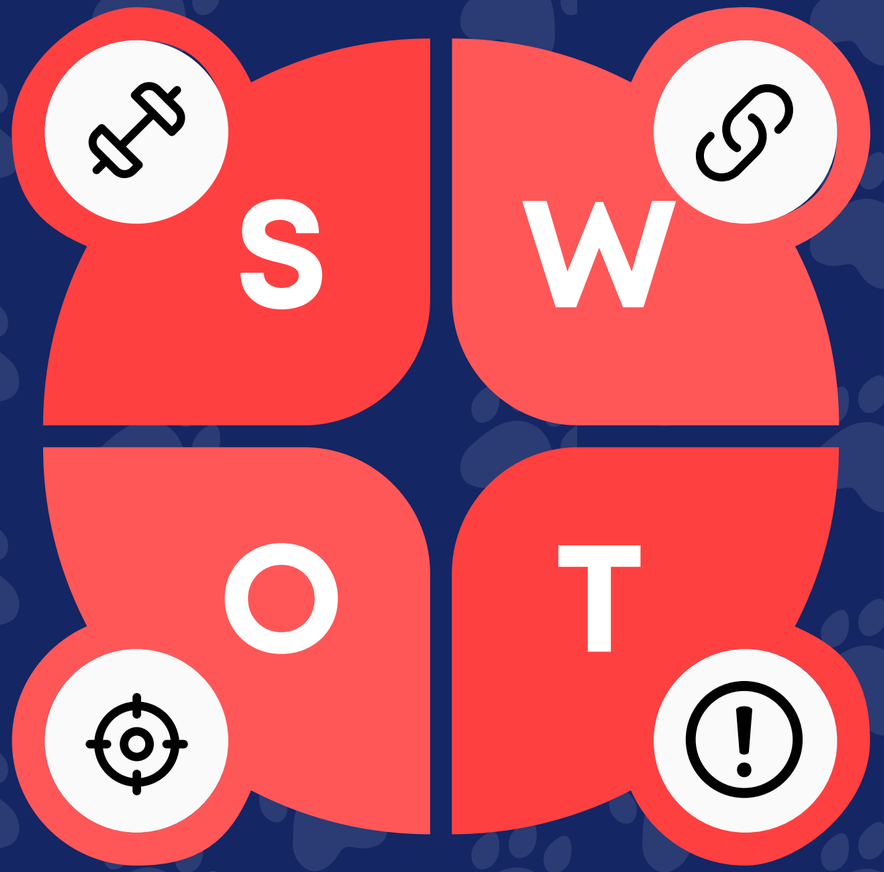
SWOT Analysis

Strengths

- **Comprehensive Services:** Full range of pet care options.
- **Convenience:** Easy access from home.
- **Trusted Information:** Reliable, expert-verified advice.
- **Growing Market:** Rising pet ownership in India.

Opportunities

- **Expanding Market:** Increasing pet adoption.
- **Partnerships:** Potential alliances with vets and stores.
- **E-commerce Growth:** Leverage rising online shopping.
- **Market Expansion:** Enter new regions.



Weaknesses

- **High Investment:** Significant upfront costs.
- **Brand Recognition:** Needs to build awareness.
- **Provider Dependence:** Relies on third-party service quality.

Threats

- **Competition:** Strong existing brands.
- **Economic Risks:** Potential reduced spending.
- **Regulatory Issues:** Possible telemedicine hurdles.
- **Quality Control:** Ensuring consistent service.

5 W’s and 1 H

Who

Target audience includes pet owners in India, particularly busy professionals, residents in remote areas, first-time pet owners, and those with limited access to quality pet care services.

What

Care Companion is a digital platform offering comprehensive pet care services, including online vet consultations, grooming, pet sitting, and an e-commerce store for premium pet products and medicines.

When

The app/website is designed for everyday use, whenever pet owners need reliable information, services, or products to ensure their pets' health and well-being.

Where

Available across India, with a focus on serving both metro and non-metro areas where access to quality pet care might be limited.

Why

To address the challenges of accessing reliable pet care services, trustworthy information, and premium products, making it easier for pet owners to care for their pets conveniently and affordably.

How

Care Companion operates through a user-friendly mobile app/website, where users can book at-home services, consult with vets online, access expert-verified health information, and order pet products, all from one platform.

USER PERSONA #1

RUHI SHARMA

Demographic Information

Age: 23 Years Old
Education: Bachelors in Business Administration
Hometown: Jaipur
Family: Lives with her husband and a 2-year-old Golden Retriever
Occupation: Marketing Manager

User Statement

Ruhi is a busy professional who needs convenient and affordable pet care services because her demanding job leaves little time for regular vet visits and proper pet care.

Goals

Ensure her dog is healthy and happy.

Access reliable information and affordable veterinary care.

Find convenient pet care services that fit her busy schedule.

Frustrations

High cost and time constraints for veterinary visits.

Lack of reliable sources for pet health information.

Difficulty finding premium pet products in her area.

Brief Story/Scenario

Ruhi works a demanding 9-6 job and finds it challenging to make time for her dog, Max. She often worries about his health but struggles to find reliable information online. With her busy schedule, regular vet visits are difficult, leading to stress about Max's wellbeing. Ruhi wishes there was a way to access trustworthy pet care advice and services without disrupting her work routine.

Empathy Map

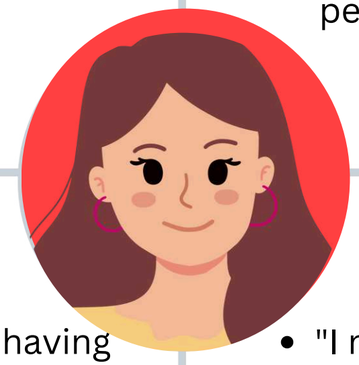
USER PERSONA #1 RUHI SHARMA

Says

- "I hardly have time to take Max to the vet."
- "I wish there was an easier way to care for my dog."
- "Finding reliable information online is so frustrating."

Does

- Searches online for pet care tips and advice.
- Tries to schedule vet visits but often cancels due to work.
- Asks friends and family for pet care recommendations.



Feels

- Stressed about not having enough time for Max.
- Worried about Max’s health and well-being.
- Frustrated with the lack of convenient pet care options.

Think

- "I need a solution that fits into my busy schedule."
- "Max deserves better care, but I’m not sure how to provide it."
- "I wish there was a single platform that offered everything I need for Max."

User Journey

USER PERSONA #1 RUHI SHARMA

Stage	Actions	Feelings
Awareness	Searches for reliable pet care solutions	
Consideration	Finds "Care Companion" app/website	
Decision	Downloads and registers on the app/website	
Usage	Books at-home vet consultation, Reads health tips	
Retention	Continuously uses the app/website for various services	

USER PERSONA #2

RISHABH JAISWAL

Demographic Information

Age: 35 Years Old
Education: Masters in Computer Science
Hometown: Bhopal
Family: Lives with his wife, two kids, and a cat
Occupation: Software Engineer

User Statement

Rishabh is a tech-savvy professional who needs a reliable app/website for pet care because he struggles to find trustworthy information and quality products locally.

Goals

Keep his cat healthy with proper nutrition and medical care.

Access premium pet products easily.

Get accurate information about pet health and care.

Frustrations

Difficulty in finding quality pet products locally.

Inconsistent information on pet health from various sources.

Managing his cat's health issues with limited resources.

Brief Story/Scenario

Rishabh often struggles to find quality pet products and accurate information for his cat, Simba. The local stores don't offer the products he needs, and he is frustrated by the inconsistent advice he finds online. As a result, he feels uncertain about how to best care for Simba and wishes he had access to reliable resources and quality products that could be delivered to his home.

Empathy Map

USER PERSONA #2 RISHABH JAISWAL

Says

- "I can't find quality products for Simba in local stores."
- "Why is pet care information online so inconsistent?"
- "There has to be a better way to take care of my cat."

Does

- Spends time researching pet care online.
- Tries different products and solutions, often with mixed results.
- Discusses pet care challenges with other cat owners.

Feels

- Frustrated with the limited options available locally.
- Worried about Simba’s health due to unreliable information.
- Eager to find a reliable, one-stop solution for pet care.

Think

- "Simba deserves the best, but I’m not sure where to find it."
- "Why is it so hard to get consistent advice for pet care?"
- "I wish I could easily order quality products online."

User Journey

USER PERSONA #2 RISHABH JAISWAL

Stage	Actions	Feelings
Awareness	Seeks reliable pet health information	
Consideration	Discovers "Care Companion" app/website	
Decision	Installs and explores the app/website	
Usage	Orders premium pet products, Uses health tips	
Retention	Regularly uses app/website for products and tips	

USER PERSONA #3

RIYA DUGGAL

Demographic Information

Age: 22 Years Old
Education: Final Year Student in Veterinary Medicine
Hometown: Delhi
Family: Lives with her parents and a Labrador
Occupation: Student

User Statement

Riya is a dedicated student who needs comprehensive resources for pet health because she wants to apply her knowledge to care for her dog and excel in her studies.

Goals

Gain practical knowledge about pet health and care.

Access comprehensive and reliable resources for her studies.

Find affordable and convenient pet care services for her Labrador.

Frustrations

Inconsistent and unreliable information online.

High cost of veterinary services for her pet.

Balancing her studies with taking care of her dog.

Brief Story/Scenario

Riya, a veterinary student, is passionate about learning and caring for her Labrador, Bruno. However, she finds it difficult to balance her studies with caring for Bruno, especially with the unreliable information she encounters online. The high cost of veterinary services adds to her stress, making her wish for more affordable and accessible resources that would support both her studies and Bruno's health.

Empathy Map

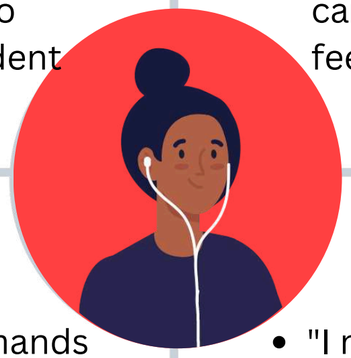
USER PERSONA #3 RIYA DUGGAL

Says

- "Balancing my studies and taking care of Bruno is tough."
- "Why is reliable pet care information so hard to find?"
- "Vet services are too expensive for a student budget."

Does

- Searches for affordable pet care solutions online.
- Tries to apply her veterinary knowledge to care for Bruno.
- Balances her studies with caring for Bruno, often feeling overwhelmed.



Feels

- Stressed by the demands of her studies and caring for Bruno.
- Frustrated with the high cost of veterinary services.
- Determined to find reliable and affordable resources.

Think

- "I need accurate information that supports both my studies and Bruno’s health."
- "There has to be a more affordable way to care for Bruno."
- "I wish I had access to reliable resources that I could trust."

User Journey

USER PERSONA #3 RIYA DUGGAL

Stage	Actions	Feelings
Awareness	Searches for pet health resources	
Consideration	Learns about "Care Companion" app/website	
Decision	Downloads and sets up the app/website	
Usage	Reads expert articles, Books at-home vet	
Retention	Continues using app/website for studies and pet care	

USER PERSONA #4

KARTIK SEN

Demographic Information

Age: 40 Years Old
Education: Diploma in Electrical Engineering
Hometown: Patna
Family: Lives with his wife, two children, and a parrot
Occupation: Electrician

User Statement

Kartik is a devoted pet owner who needs convenient access to quality pet care products and advice because local resources are limited and unreliable.

Goals

Ensure his parrot receives proper nutrition and health care.

Access pet care products and services easily.

Get reliable and practical advice for common pet health problems.

Frustrations

Limited access to quality pet products and veterinary care in his area.

High cost and inconvenience of visiting vets.

Lack of reliable information on pet health.

Brief Story/Scenario

Kartik lives in Patna, where access to quality pet care products and veterinary services for his parrot, Polly, is limited. He often feels frustrated by the inconvenience and high cost of traveling to the nearest vet. With limited resources in his area, Kartik struggles to ensure Polly's wellbeing and wishes there was a more convenient way to access reliable pet care advice and services.

Empathy Map

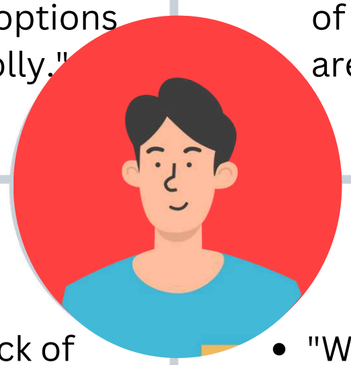
USER PERSONA #4 KARTIK SEN

Says

- "It’s so hard to find good products for Polly in my area."
- "Traveling to the vet is too expensive and time-consuming."
- "I wish I had better options for taking care of Polly."

Does

- Searches online for better pet care options.
- Tries to manage Polly’s care with the limited resources available.
- Complains about the lack of quality pet care in his area.



Feels

- Frustrated by the lack of access to quality services and products.
- Worried about Polly’s health and the challenges in ensuring her well-being.
- Eager to find a more convenient and affordable solution.

Think

- "Why are good pet care options so hard to find in smaller cities?"
- "Polly deserves better, but I don’t know where to turn."
- "I need a reliable source for products and advice that I can trust."

User Journey

USER PERSONA #4 KARTIK SEN

Stage	Actions	Feelings
Awareness	Looks for quality pet products and advice	
Consideration	Finds "Care Companion" app/website	
Decision	Downloads and registers on the app/website	
Usage	Orders pet products, Reads health guides	
Retention	Regularly uses app/website for products and advice	

Affinity Mapping

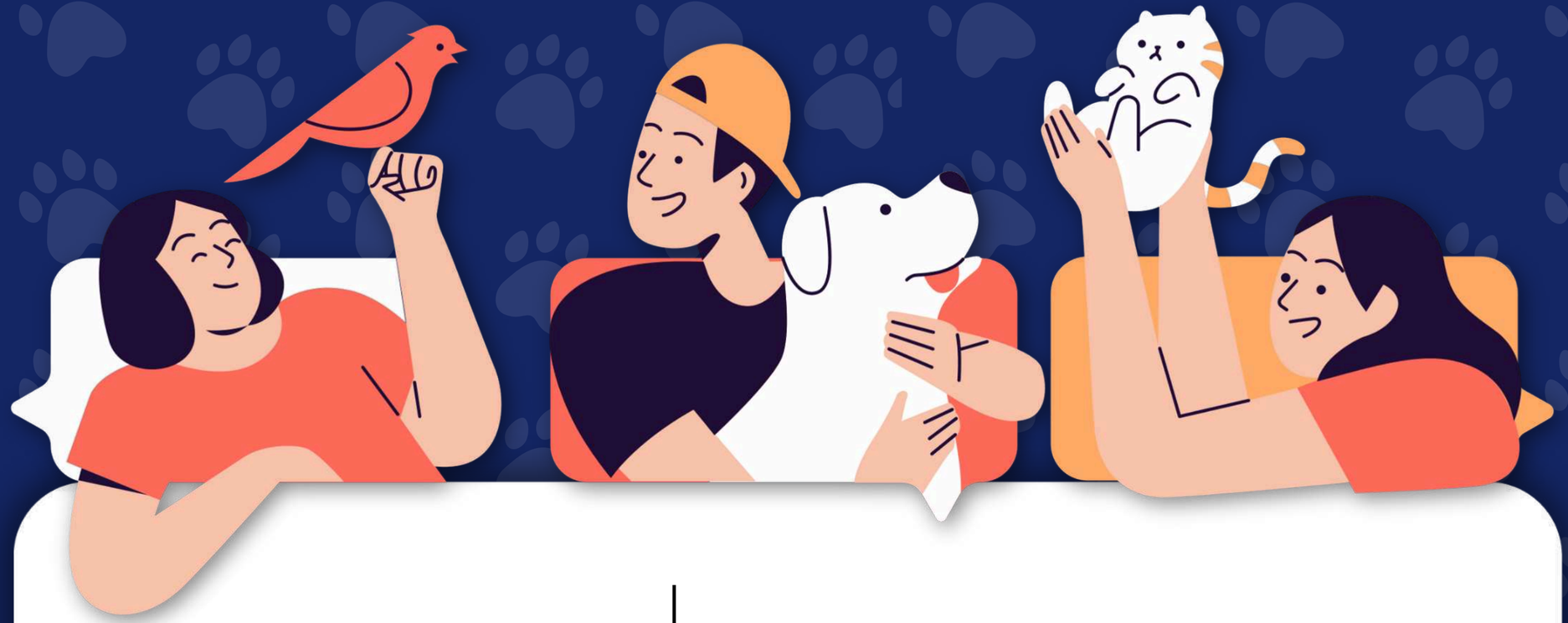
	Pain Points	Goals	Features
Access to Care	High vet costs, limited products, inconvenient services	Affordable, accessible services and products	At-home vet, grooming, e-commerce
Reliable Information	Lack of trustworthy information	Reliable, expert-verified resources	Articles, tips, single platform
User Convenience	Busy schedules, remote location struggles	Seamless pet care integration	Comprehensive platform

Competitor's Analysis - Direct Competitors

Competitor	Strengths	Weaknesses	Opportunities	Threats (from Care Companion)
Heads Up For Tails	• Wide variety of premium products. • Strong brand recognition.	• Focuses mainly on products, lacks services. • Higher pricing.	• Expand into online vet consultations or at-home services.	• Competition from platforms offering both products and services like ours - Care Companion.
Waggle	• Personalized pet care services. • Trusted network of caregivers.	• Limited to services, no product offerings. • Service quality can vary.	• Broaden service offerings to include vet consultations or grooming.	• Care Companion's integrated approach may attract users seeking comprehensive solutions.
PetNest	• Convenient at-home services. • High customer satisfaction.	• Limited product range. • Higher service costs.	• Expand into product offerings or develop an e-commerce integration.	• Care Companion's combination of products and services could appeal to a wider audience.

Competitor's Analysis - Indirect Competitors

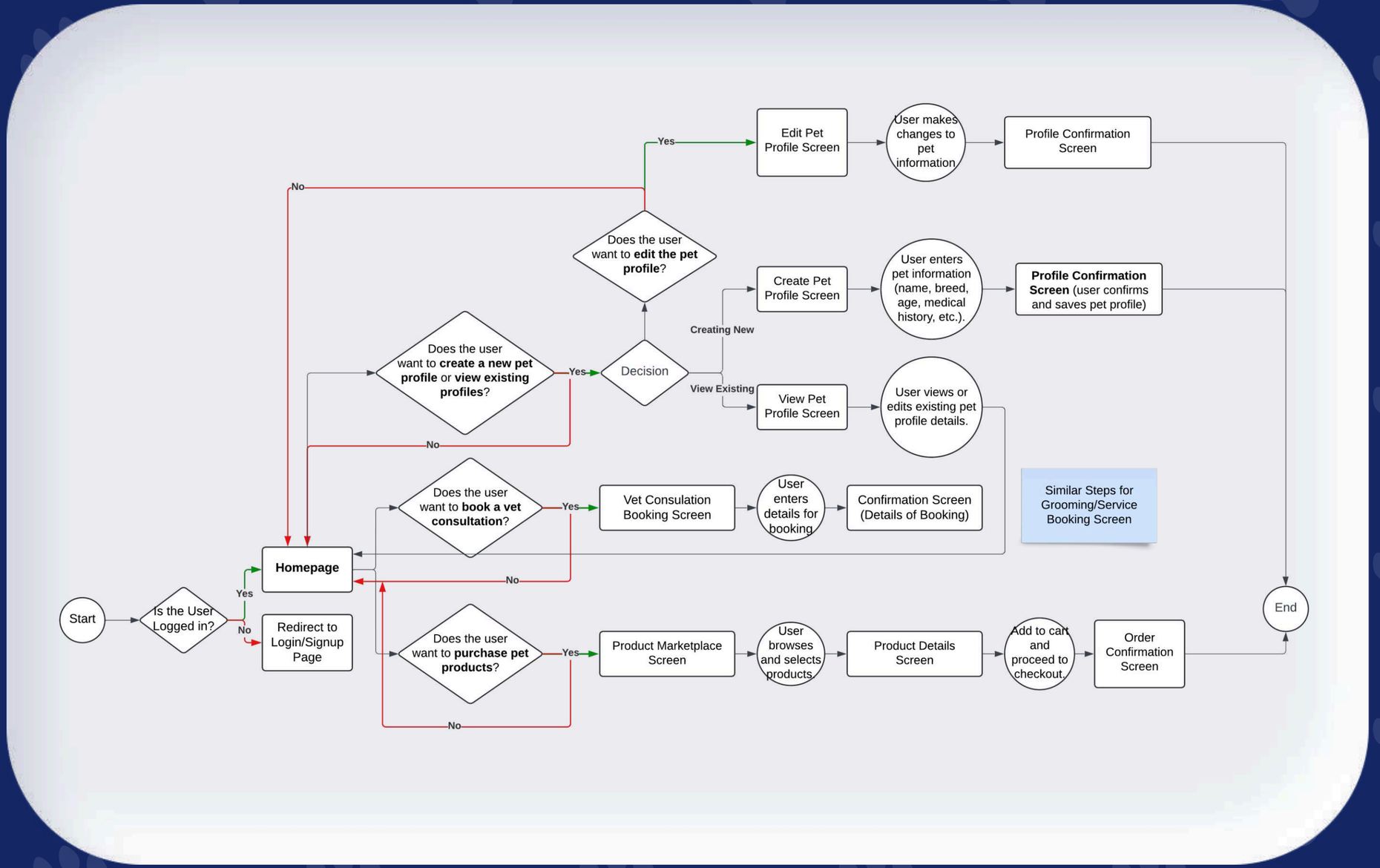
Competitor	Strengths	Weaknesses	Opportunities	Threats (from Care Companion)
Amazon India	• Extensive product range. • Strong brand trust. • Competitive pricing.	• No specialized pet care services. • Varying product quality.	• Could expand into pet care services.	• Care Companion's specialized focus on pet care services and products.
Flipkart	• Broad product selection. • Strong market presence. • Frequent discounts.	• No dedicated pet care services. • Variable product quality.	• Explore partnerships with pet care providers or add specialized services.	• Care Companion's holistic solution offering both products and services.



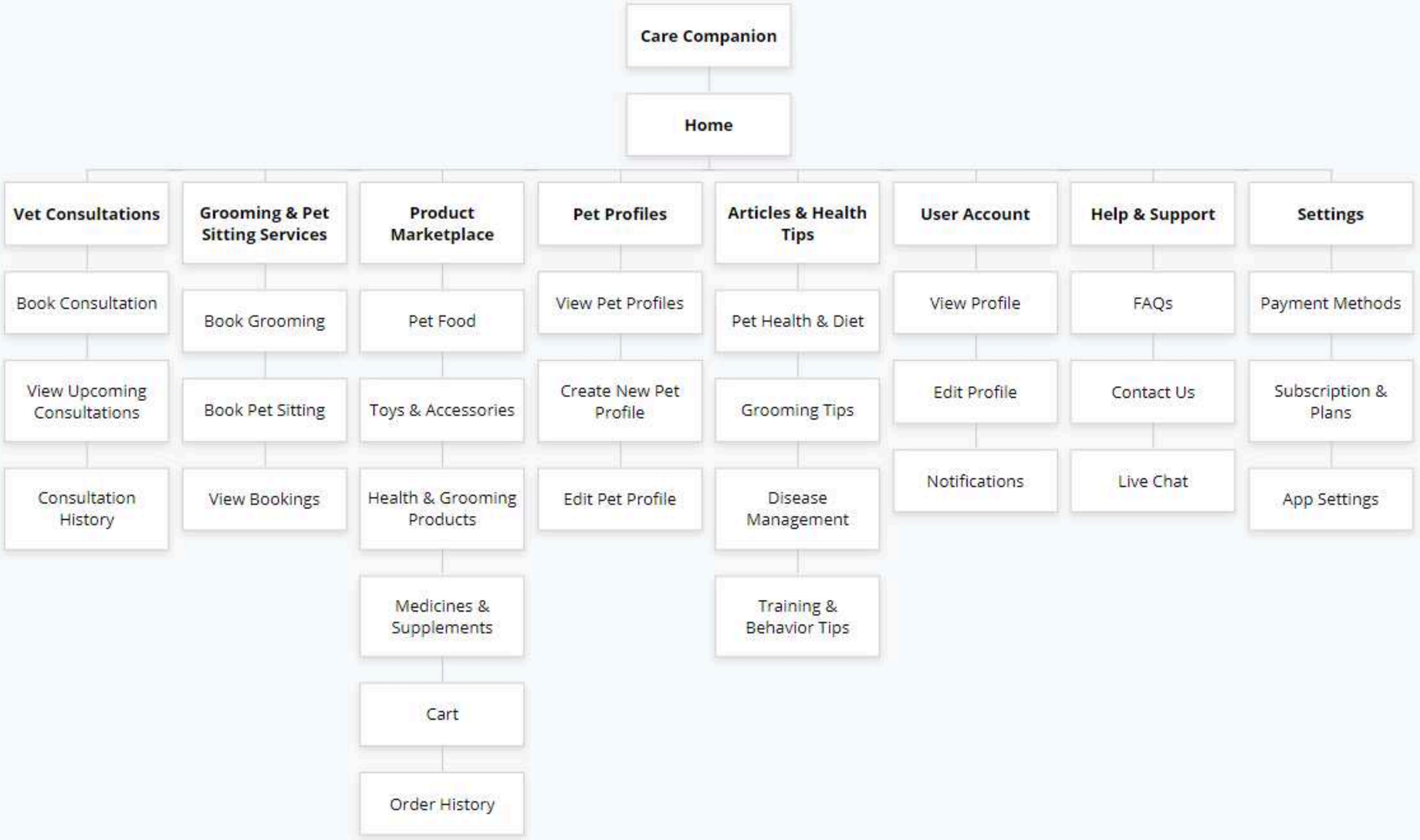
Designing & Developing the solution

- User Flow
- Site Mapping
- Big & Closeup Storyboards
- Low-Fidelity Prototypes (CA2 & CA3)
- High-Fidelity Prototypes (CA2 & CA3)

User Flow

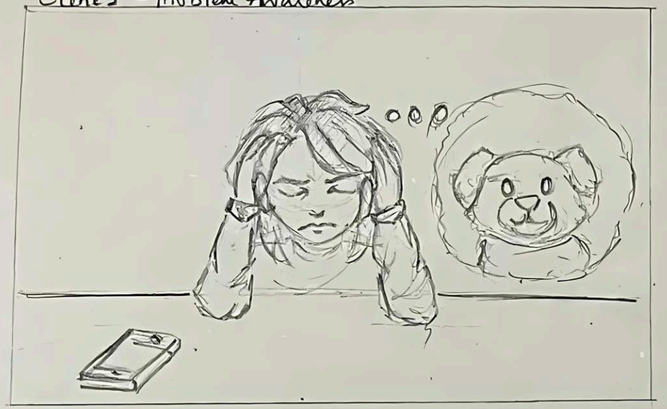

Start
Is the User Logged in?
Yes
No
Redirect to Login/Signup Page
Homepage
Does the user want to create a new pet profile or view existing profiles?
Yes
No
Decision
Creating New
View Existing
Does the user want to edit the pet profile?
Yes
No
Edit Pet Profile Screen
User makes changes to pet information
Profile Confirmation Screen
Create Pet Profile Screen
User enters pet information (name, breed, age, medical history, etc.).
Profile Confirmation Screen (user confirms and saves pet profile)
View Pet Profile Screen
User views or edits existing pet profile details.
Does the user want to book a vet consultation?
Yes
No
Vet Consulation Booking Screen
User enters details for booking
Confirmation Screen (Details of Booking)
Similar Steps for Grooming/Service Booking Screen
Does the user want to purchase pet products?
Yes
No
Product Marketplace Screen
User browses and selects products
Product Details Screen
Add to cart and proceed to checkout.
Order Confirmation Screen
End

Site Mapping



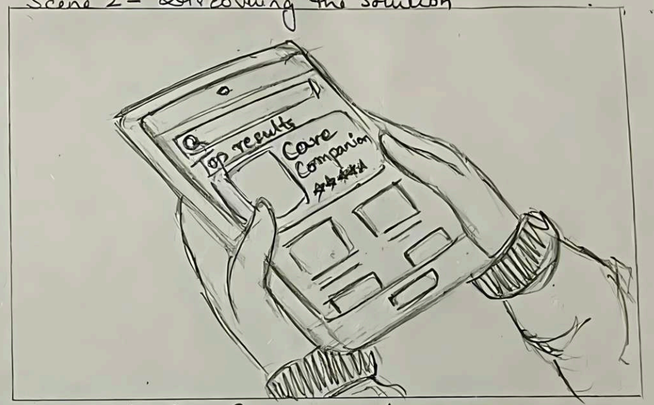
Big Storyboard

Scene 1 - Problem Awareness



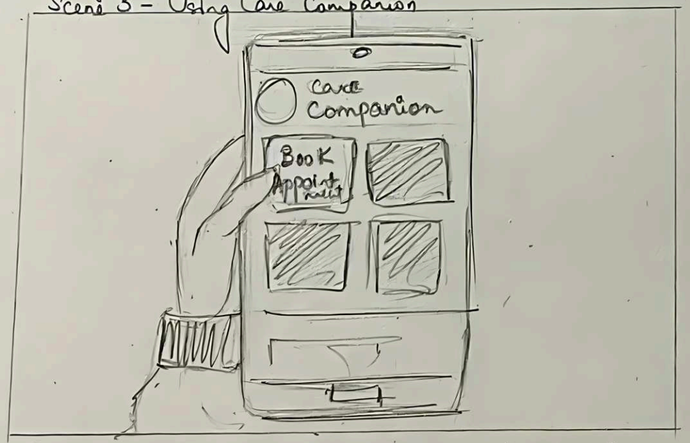
Ruhi is worried about her dog's health but can't find time to visit the vet due to her busy work schedule

Scene 2 - Discovering the Solution



Ruhi finds Care Companion while browsing for online pet care services.

Scene 3 - Using Care Companion

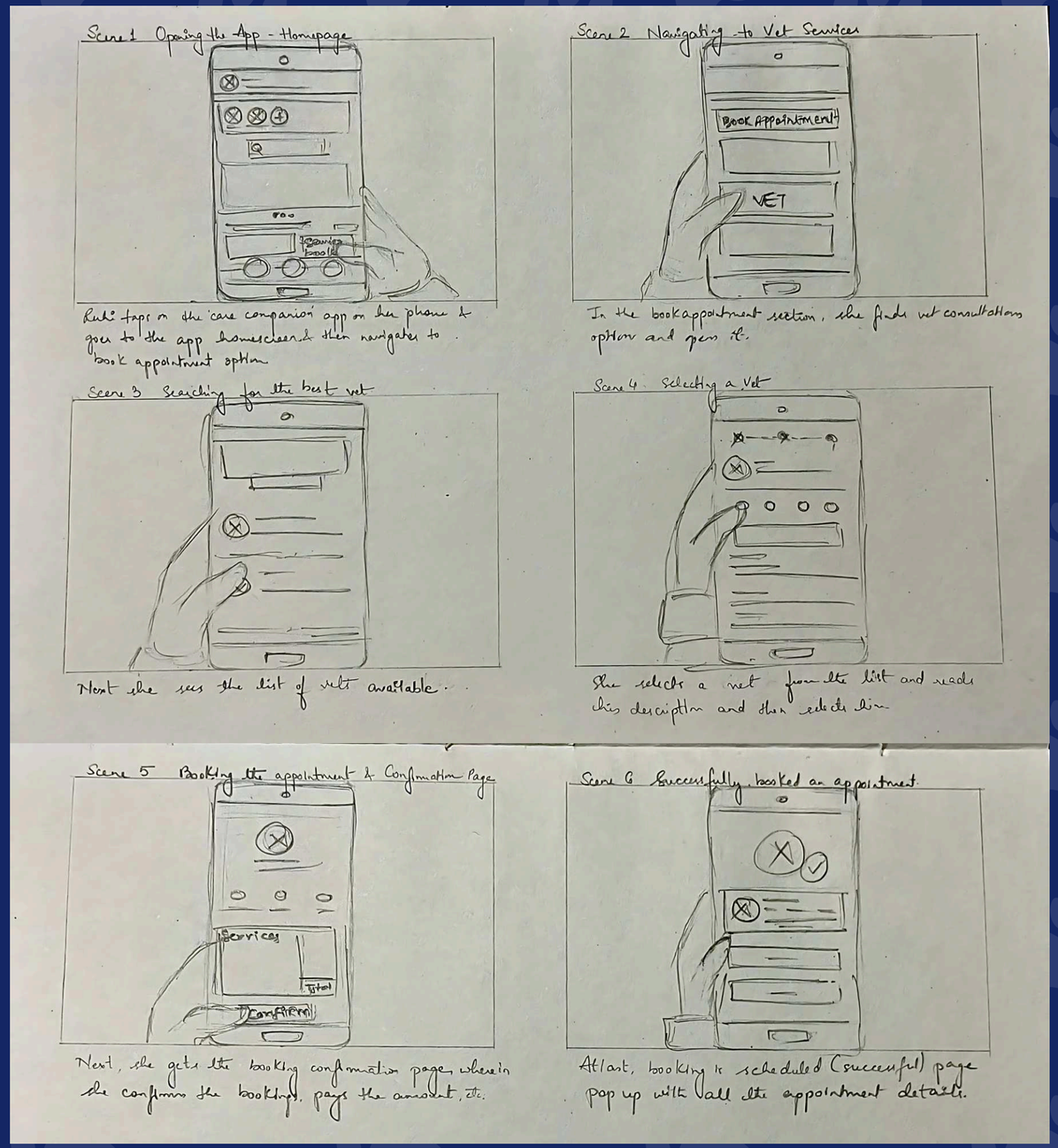


Ruhi easily schedules a consultation for her dog through the app's user-friendly interface

Scene 4: Success

The vet consultation was successful, & Ruhi feels relieved that she can now manage pet care alongside her job.

Closeup Storyboard



Low-Fidelity

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