

pup Pals

“Puppal”

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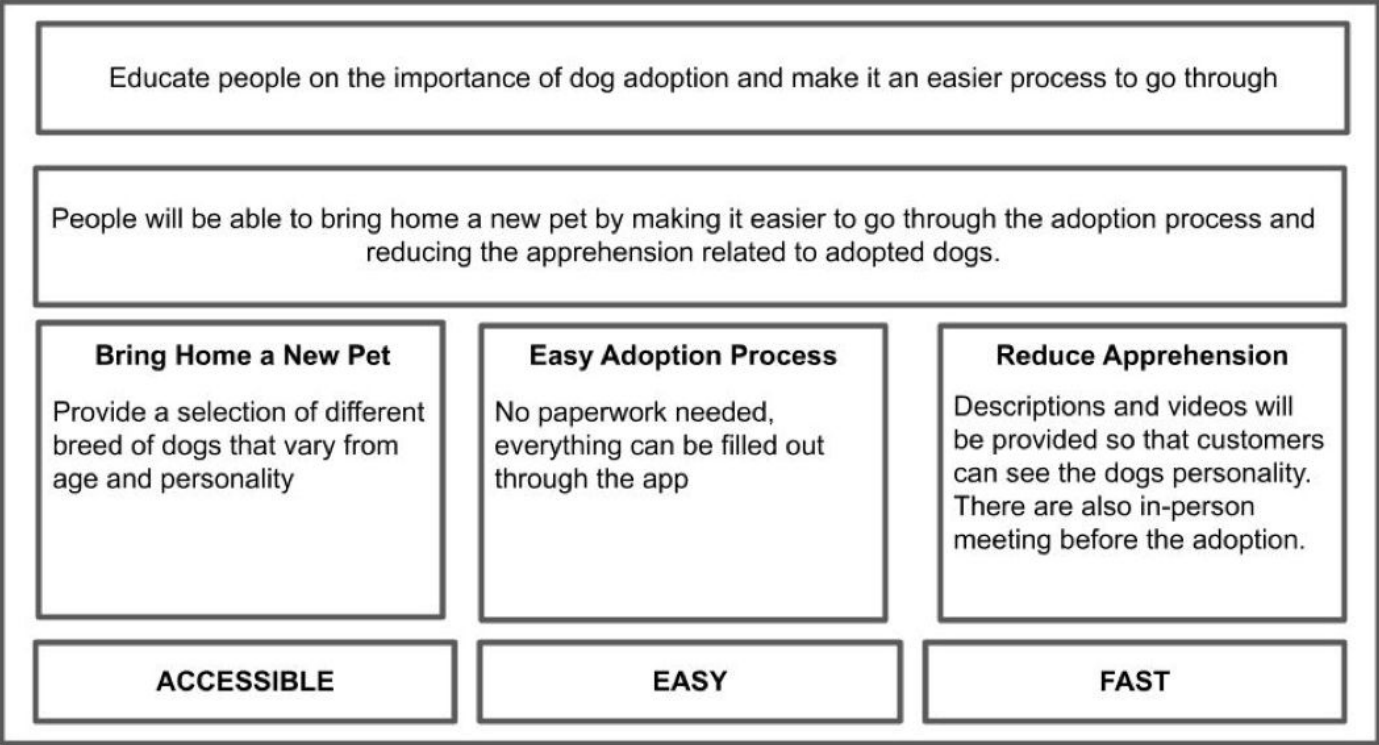
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Problem Statement

People will be more open to adoption if they have access to multiple features and information on the pets then it will make it easier to connect people to a local adoption agency and volunteer center.

Branding Foundation



Style Guide

Logo

puPals

Icons



Fonts

Lato: Bold & Regular
Size: 15, 16, 20, 24

Colors



#000000



#358EF4



#B2D6FF

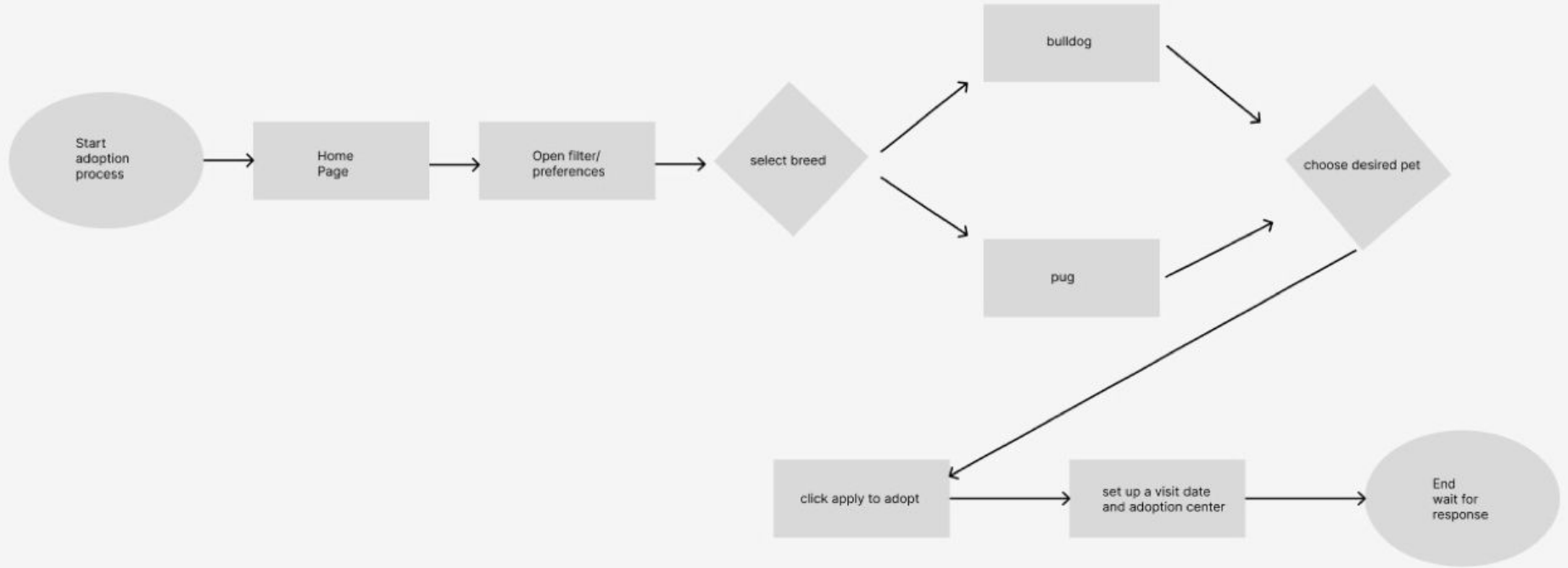


#FFFFFF

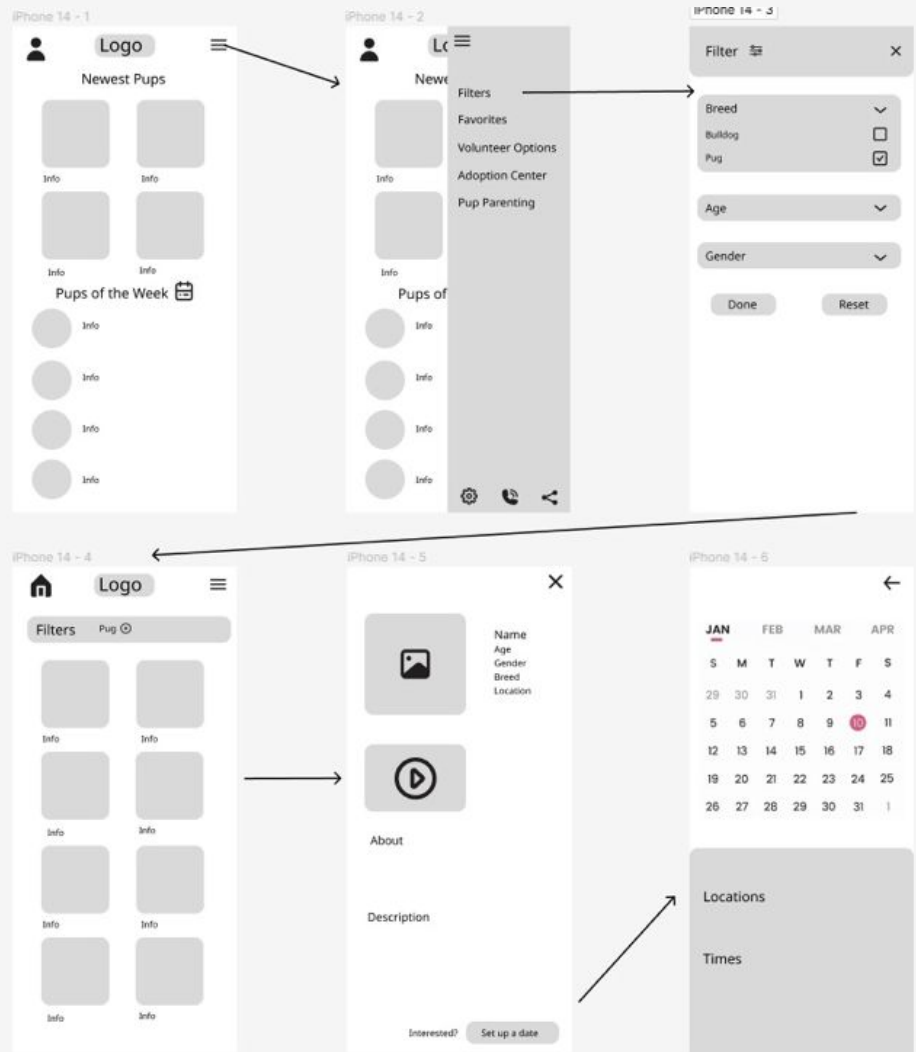
Buttons

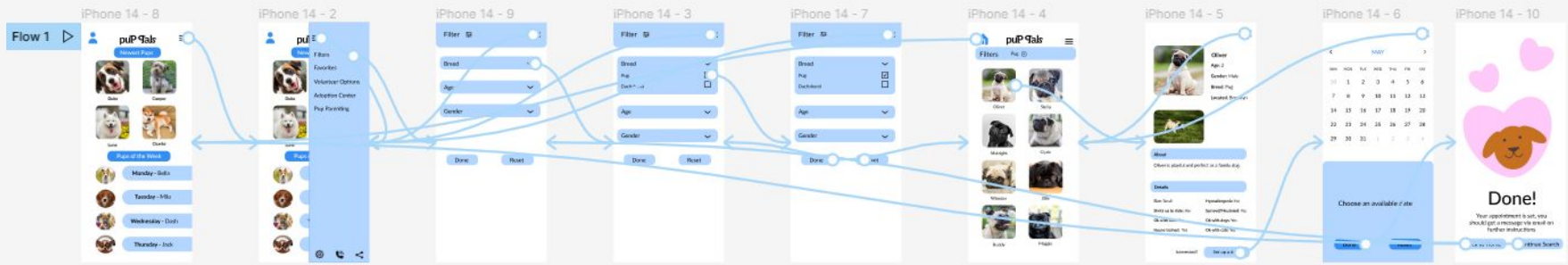


User Flow

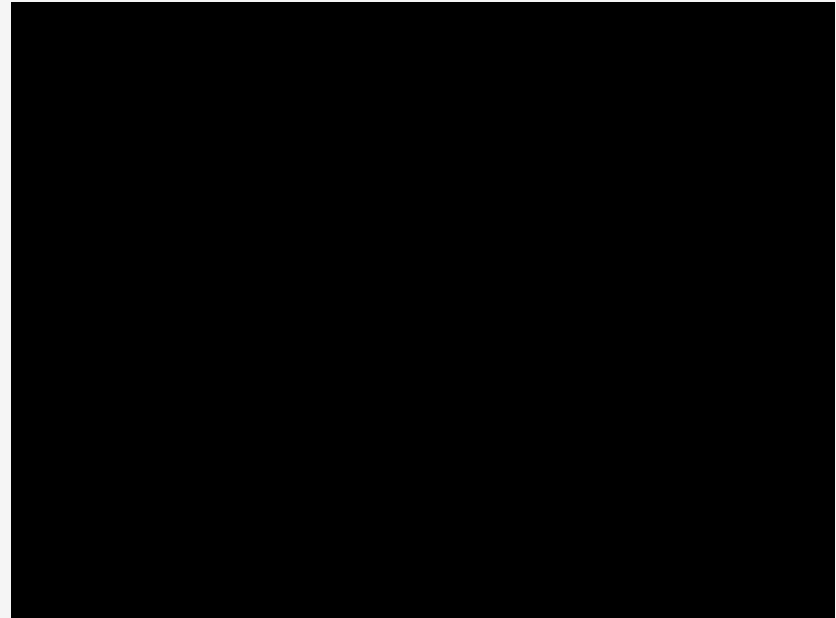


Wire Flow





Working Prototype



Usability Test Report

Issue (Problems you found)	Severity Rating (0 no correction needed to 4 catastrophic, fix now)	Recommendation (what needs to happen to address this issue?)	Impact (how will correcting the issue result in a better experience?)
Didn't understand what the icon for filters was	1	Unsure, perhaps changing the icon to something different or more familiar.	It will allow people of all ages including older generations to be able to know what the icon is.
Wanted to be able to click on words rather than the icons. Example: Wanted to click on the word "breed"	2	I linked the word and the pull down menu to go to the next page.	It will cause less frustration for those who want to click in a general area rather than struggle with clicking a small box.

Positive Feedback

- Images were big enough to identify dog and words were legible
- Icons were easy to navigate through with the exception of the filter
- App was simplistic so it wasn't overwhelming

Summary

Overall, my problem statement stayed the same and I wanted to create an app that would make it adopting pets easy for the user.

I haven't used Figma before so it was interesting to see what features I could learn and add to my app. Although I was able to make a working prototype I know there is still a lot I can add and edit to make it more user-friendly.

What I enjoyed about Figma was how you can brainstorm and make the final prototype on the same project. It was really helpful that I could copy and paste the pages as well.

Thank You!

