Low Fidelity Prototypes

KEY FEATURE DESIGN UPDATE & TESTING

PH

PRODUCT REQUIREMENTS

The **Wag Pack** ap list of features and tasks was initially broad. The following case study explored and narrowed the requirement list by a series of user tests with wire frames, paper prototypes and a final click-able prototype. The user journey flow provide a map to create realistic screens and the user task flow kept testing focused on a key feature. **The goal was to validate the user's experience to create a new route for a walk that tracks the steps of the owner and dog for fitness and invite fellow dog walking friends to join the walk.** Users also had the opportunity to rate parts of the experience, post to social and save routes. Key Features include Go Walk, Track Steps on Fitness Dashboard, Find Map Destinations & Meet Other Waggers (Dog Walkers) .

FINAL REQUIREMENTS:

- Find, save & create routes to walk anywhere using an interactive Map
- Ability to view, review & filter destinations for routes by time, steps, use or recommendation
- Fitness Dashboard provides ability to track steps, calculate recommended fitness for you & your dog
- Create fitness summaries and has fitness challenges based on steps walked
- Dog profiles allows for multiple owners
- Contact list of dog walking friends and ability to meet new dog walkers in the area you want to walk
- Able to sync with your smart phone to create calendar invites and events
- Easily allows for sharing your experiences via social platforms
- Fun & easy to use on a daily basis

WAG PACK

GO WALK   DASHBOARD   MAP   WAG PACK
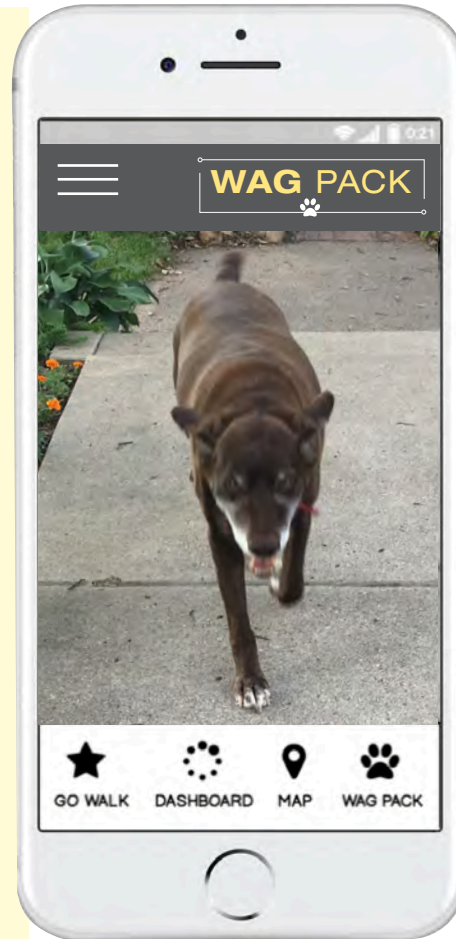
Initial Ap Features

- Can track walking progress of owner and dog & can set fitness goals
- Uses interactive map to find friends to walk with
- Has routes based on difficulty, scenery amenities and dog friendly destinations in their area
- Has profiles of owners and dogs based on location, age, gender, breed, size & temperament
- Can select length of time for the walk or search pre-existing routes
- Can create a new routes with pictures in your area
- Exercise meter for dogs & earn fitness goal badges
- Can choose the difficulty and scenery you'd like to experience (off-leash park, trail, sidewalk)

- Can save your progress of walking time by day, week, month or year
- Can set fitness goals to achieve individually or complete with your dog pack for top dog honors.
- Has reservation calendar to meet your fellow dog walkers
- Weather feature allows you to send an alert to you and your dog pack
- Locates and filters dog trails, parks and dog friendly destinations on the route walking map
- Shows pictures of these areas and rated by fellow dog walkers.
- Has dogie amber alert if your furry friend is lost
- Sends alert via company twitter account to help you reunite with your dog

WANT TO SEE HOW THINGS CHANGED?
Review the **Click-Able Prototype** design
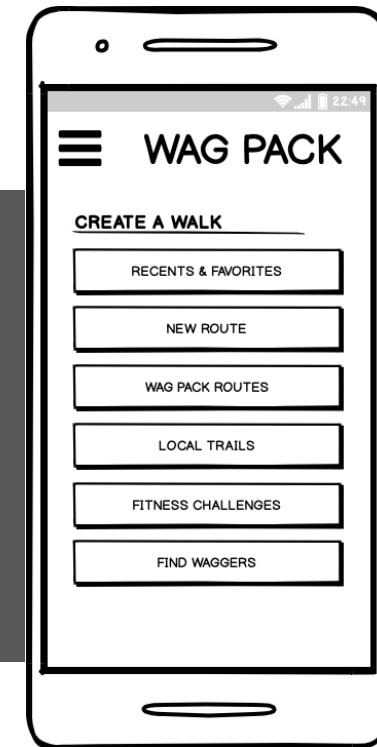
*KEY FOCUS : walking | fitness | social

Testing results revealed a shift in re-naming the home page key feature would help streamline navigation and provide stability to multiple user journeys. By moving "Go Walk" to the first screen, a new filtering page, "Create A Walk" could solve the confusing navigation issue and assist other user journeys.

OLD
HOME SCREEN
ICON

"FEATURES" = 3 SCREENS

NEW
HOME SCREEN
ICON

"GO WALK" = 1 SCREEN

WAG PACK

FEATURES

| MEET WAGGERS |
| WAG DESTINATIONS |
| FITNESS CHALLENGES |
| GO WALK |

NEXT

WAG PACK

WAG DESTINATIONS

Choose your destination on the map or by route

| MAP |
| ROUTES |

Create new event or find an event

| CREATE EVENT |
| JOIN EVENT |

NEXT

WAG PACK

WAG ROUTES

Choose your destination on the map or by route

| WAG PACK RATED ROUTES |
| DESTINATION ROUTES |
| MY ROUTES |
| 🐾 FIDO'S ROUTES |

NEXT

WAG PACK

CREATE A WALK

| RECENTS & FAVORITES |
| NEW ROUTE |
| WAG PACK ROUTES |
| LOCAL TRAILS |
| FITNESS CHALLENGES |
| FIND WAGGERS |

BEFORE

★ FEATURES | ⚙ DASHBOARD | 📍 MAP | 🐾 WAG PACK

*KEY FOCUS
walking | fitness | social

★ GO WALK | ⚙ DASHBOARD | 📍 MAP | 🐾 WAG PACK

AFTER

The home screen and the complete a walk screen saw tremendous strides in the final testing phase of Click-able Prototype. With similar user journeys the 1st and last screens are the same and share many similar screens and tasks in between. The flow in navigation provides a more familar and comfortable experience for the user, who in turn is more likely to utilize the ap on a daily basis.

The testing results from the Click-Able prototype yielded valuable information on the how the user experience could be improved. If the Save Route option at the completion of the walk was used, the user would have the option to choose that same walk to create a new calendar invite that could auto-fill in the "Create A Walk Event" form. Mandatory fields would fill in and the user could edit as needed. This added opportunity created by the new Choose A Walk screen offers this cabability for the next time you walk with your Wag friends.

ONE SCREEN
UNITES 3 FEATURES
Go Walk, Map Route & Meet Waggers

WANT TO SEE HOW THINGS CHANGED?
Review the **Click-Able Prototype** design

SAVE FAVORITE WALKS = AUTO-FILL NEXT TIME!

BEFORE

AFTER

UPDATES:

The "Go Walk" feature button was effective in clickable testings from the initial testing with "Features". Also moved block of feature icons to bottom of screen. Eliminated features all together.

USER FEEDBACK:

• All testers were getting stuck on the first screen. Not an obvious choice to choose "Wag Pack" to start a walk

Principles Applied:

The principle of simplicity, this is a dog walking ap with fitness. It made sense to simplify and eliminate clicks and steps to get to the walking part. It is the main feature, so Go Walk was the simplest most logical rename to use and be familiar to the user.

LINK TO CLICK-ABLE PROTOTYPE
WAG PACK

WAG PACK

BEFORE

MEET WAGGERS

WAG DESTINATIONS

FITNESS CHALLENGE

GO WALK

NEXT

WAG PACK

AFTER

CREATE A WALK

RECENTS & FAVORITES

NEW ROUTE

WAG PACK ROUTES

LOCAL TRAILS

FITNESS CHALLENGES

FIND WAGGERS

TAKE A PICTURE
FOR THE EVENT

EVENT NAME

DESCRIPTION

DAY/MONTH/YEAR I HOUR/MIN/AM/PM

LOCATION START
Click Map Icon for options

DAY/MONTH/YEAR I HOUR/MIN/AM/PM

LOCATION END
Click Map Icon for options

INVITE

TAKE A PICTURE or CHOOSE WAG SHOT

WALK NAME*

DESCRIPTION

START
HOUR/MIN*   DAY/MONTH/YEAR*
END
HOUR/MIN*   DAY/MONTH/YEAR*

TAP Map Icon for options or start typing
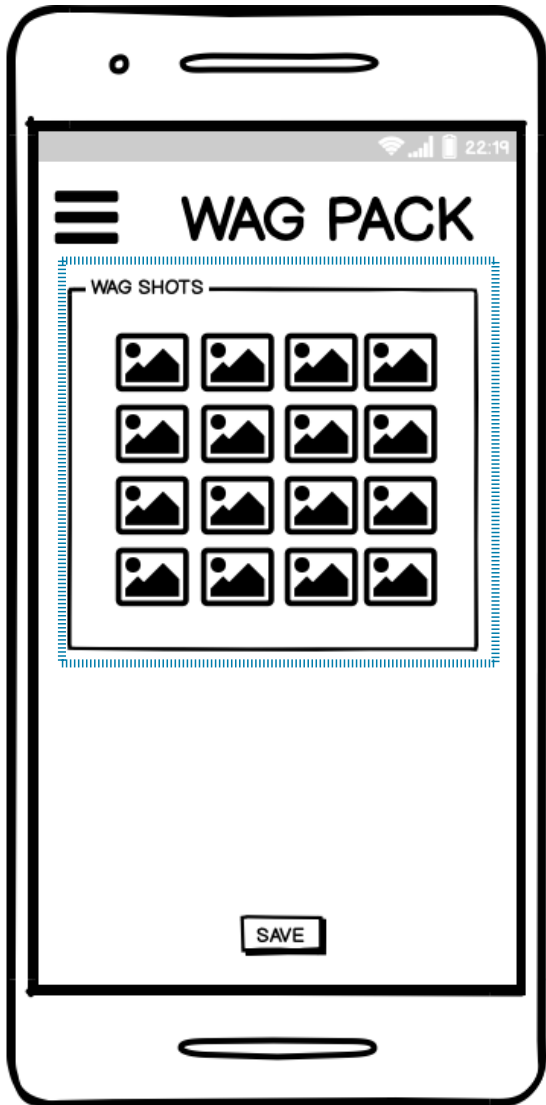
LOCATION START*
LOCATION END*
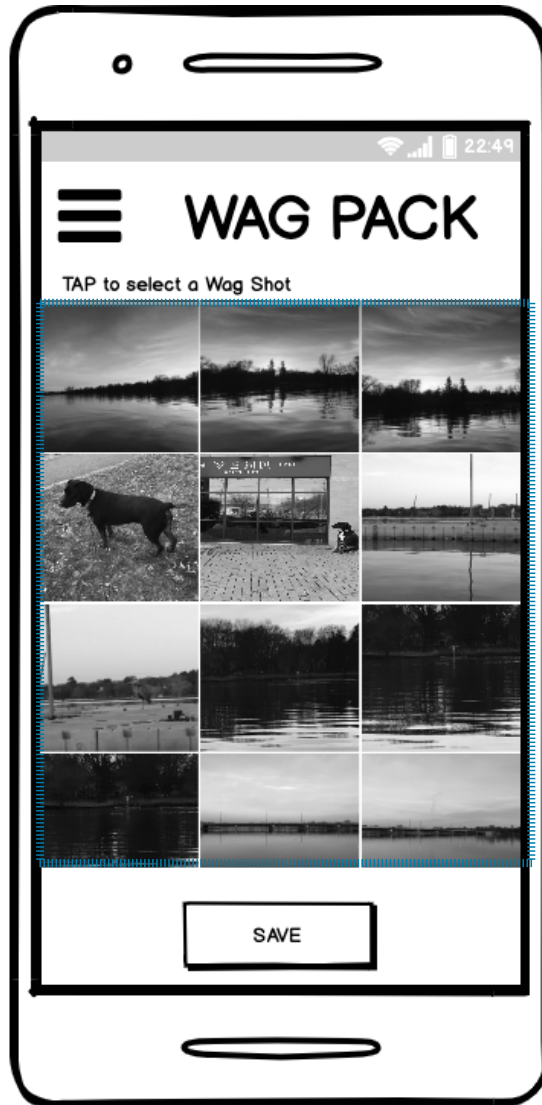
SAVE

BEFORE

AFTER

UPDATES:

1. No edits made to this form
2. Future updates would include an auto fill from Recents & Favorites Routes so user could get right to inviting friends
3. Better navigational questions were used for the time, date & location.
4 * was used to highlight mandatory fill-in
5. Future updates would include an auto fill from Recents & Favorites Routes so user cant skip this form & just invite

USER FEEDBACK:

• Testers found it relatively easy to work their way through the tasks on this form in order to make an invite to friends

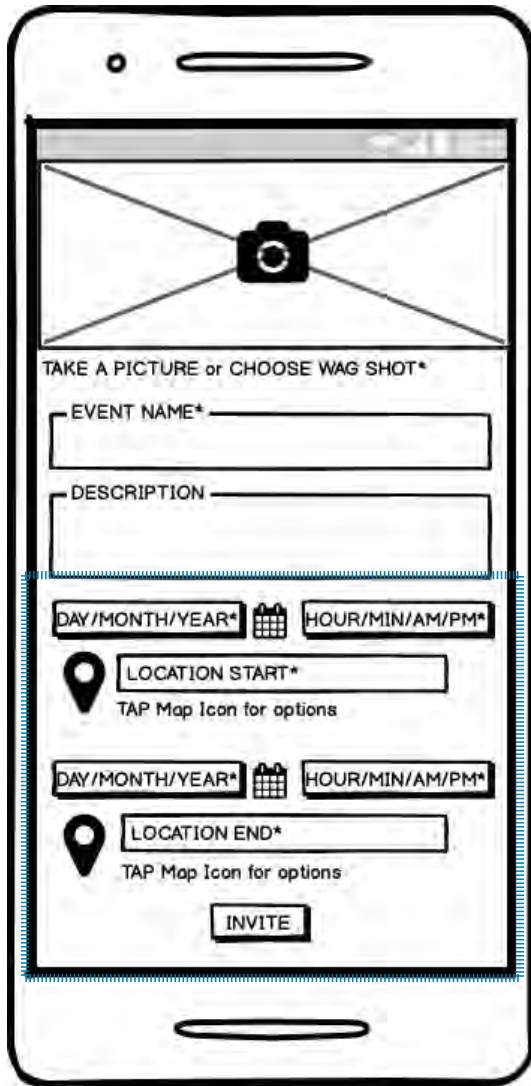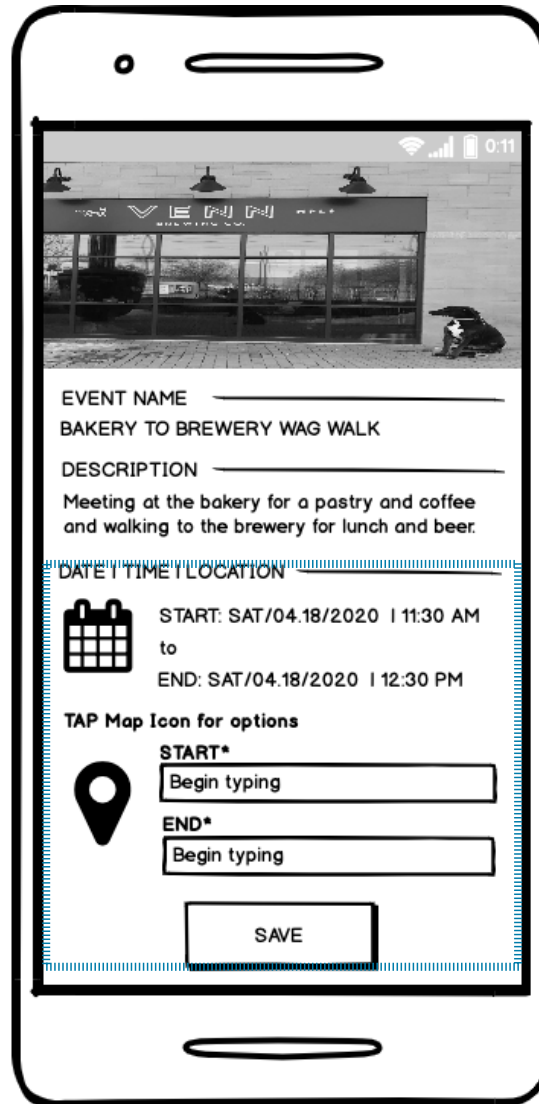WAG PACK

WAG PACK

TAP to select a Wag Shot

SAVE

BEFORE

AFTER

BEFORE

TAKE A PICTURE or CHOOSE WAG SHOT*

EVENT NAME*

DESCRIPTION

DAY/MONTH/YEAR*   HOUR/MIN/AM/PM*

LOCATION START*

TAP Map Icon for options

DAY/MONTH/YEAR*   HOUR/MIN/AM/PM*

LOCATION END*

TAP Map Icon for options

INVITE

AFTER

EVENT NAME
BAKERY TO BREWERY WAG WALK

DESCRIPTION
Meeting at the bakery for a pastry and coffee and walking to the brewery for lunch and beer.

DATE | TIME | LOCATION

START: SAT/04.18.2020 | 11:30 AM
to
END: SAT/04.18.2020 | 12:30 PM

TAP Map Icon for options

START*
Begin typing

END*
Begin typing

SAVE

WAG PACK

BEFORE

Choose Your Destination from Map or:

SEARCH BY NAME

TYPE IN ADDRESS

FILTER BY CATEGORY

NEXT

AFTER

WAG PACK

E 46th St.

Minnehaha Creek Park

Deb's Daycare

Minnehaha Creek

tennis courts near Minnehaha Creek

TAP MAP for Destinations or:

SEARCH BY NAME

TYPE IN ADDRESS

FILTER BY CATEGORY

UPDATES:

Icons were made smaller and Next button was eliminated. Map & filtering options remained the same and were effective to test the user flow for testing the filter option for choosing your locations.
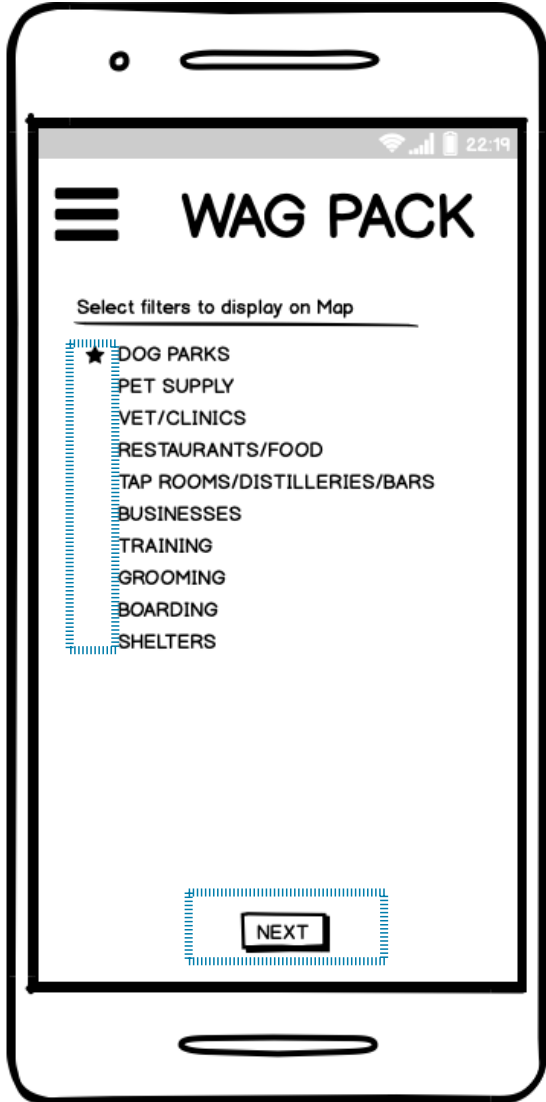
Future updates would include more map interaction to show a route between 2 locations and filtering methods to show routes based on desired steps to walk (you want to walk approximately 5,000 steps) and by time you have available to walk. Routes could be color coded for each and could be selected

USER FEEDBACK:

- I like to choose my options on the map once I use the filter for my options
- I like to choose my option from the scrolling list that comes up from filtering

USER COMMENT

"Can I click the icons only on the map and have it show me a route while on the same screen? Ability to adjust as I click a new icon if say once I see it, I only want to walk 15 min rather than the 35 that came up or I want to take 5,000 steps and that route was only 3500. I want to be able to tap and adjust on the fly. Maybe I can type in the # of steps and it shows me the routes that I could go and I can choose? Similar to the feature by bus, car or walking on google."

BEFORE

WAG PACK

Select filters to display on Map

★ DOG PARKS
PET SUPPLY
VET/CLINICS
RESTAURANTS/FOOD
TAP ROOMS/DISTILLERIES/BARS
BUSINESSES
TRAINING
GROOMING
BOARDING
SHELTERS

[NEXT]

AFTER

WAG PACK

Select filters to display on Map

☐ DOG PARKS
☐ PET SUPPLY
☐ VET/CLINICS
☑ RESTAURANTS/FOOD
☑ TAP ROOMS/DISTILLERIES/BARS
☐ AREA BUSINESSES
☐ TRAINING
☐ GROOMING
☐ BOARDING
☐ SHELTERS
☐ RESTROOMS
☐ TRANSIT
☐ PARK & REC
☐ HOSPITALS

[BACK] [FILTER]

UPDATES:

Added check-boxes to selections for filtering locations by category.

Added back button & changed button name from next to filter

Future update to include a more robust filter system to include number of steps desired and amount of time will be added. Users would be able to select from a list similar to list shown for destinations and be able to enable the additional filter options in order to make their selections.

Future step to include Social Distance Dog Walking. Map shows walking traffic in area to help with social distancing traffic and peek hours for people walking their dogs. Suggests routes with less traffic
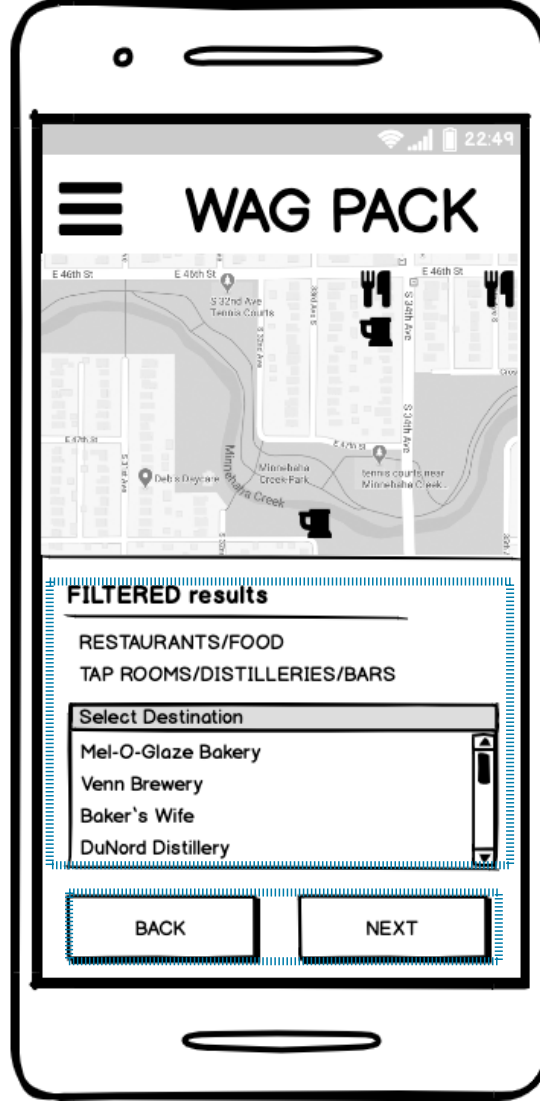
USER FEEDBACK:

• Additional filtering would be nice

"On the start the Walk screen can it show traffic? Might be helpful to know how busy the streets will be at rush hour."

BEFORE

DESCRIPTION

This is a pet friendly destination with amazing food and non alcoholic beverages. They serve amazing donuts.

4800 S 28th Ave, Minneapolis, MN 55417

(612) 729-9316 7am-6pm daily www.meloglaze.com

WAG PERKS
· Family Friendly
· Food
· Dogs Welcome

WAG RATING

CHOOSE

AFTER

≡ WAG PACK

FILTERED results

RESTAURANTS/FOOD
TAP ROOMS/DISTILLERIES/BARS

Select Destination

Mel-O-Glaze Bakery
Venn Brewery
Baker's Wife
DuNord Distillery

BACK   NEXT

UPDATES:

Added results screen with filtered results that was shown on map and in scrollable list to make selections

Added back button & changed button name from choose to next

USER FEEDBACK:

• Liked that the filtering was still available from their initial filter to find locations so they didn't have to re-filter again.

BEFORE

AFTER

UPDATES:

Increased heading size to H1 & added back button

All relevant info was correct for testers. Additional rating items may be added in on future tests to include more an additional rating specific to dogs.

USER FEEDBACK:

- I like to be able to read reviews of the place if available
- I like that there is a web link if I want more info
- I would like a more robust rating system to include more dog centered info

BEFORE

AFTER

UPDATES:

Increased heading size to H1 & added back button & decreased rate icons
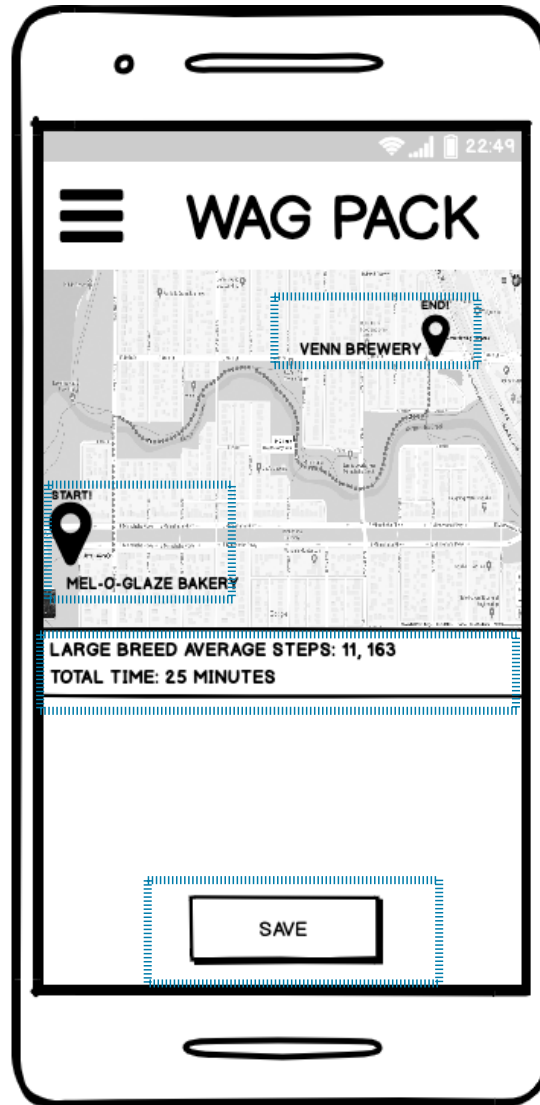
All relevant info was correct for testers. Additional rating items may be added in on future tests to include more an additional rating specific to dogs.

USER FEEDBACK:

- I like to be able to read reviews of the place if available
- I like that there is a web link if I want more info
- I would like a more robust rating system to include more dog centered info

WAG PACK

VENN BREWERY

MEL-O-GLAZE BAKERY

CLOSE

WAG PACK

22:49

END!

VENN BREWERY

START!

MEL-O-GLAZE BAKERY

LARGE BREED AVERAGE STEPS: 11, 163
TOTAL TIME: 25 MINUTES

SAVE

UPDATES:

Paw was at the end destination and confusing for the user to understand the start and end spots. I adjusted the size of the map icon so that the larger of the two was the start. I also put the words start & end at the proper locations. I also removed the paw. It was confusing. I will now use it only when the walk is in progress and when the end is reached. This finding adjusted all screens that the Bakery to Brewery route appears in the user journey.
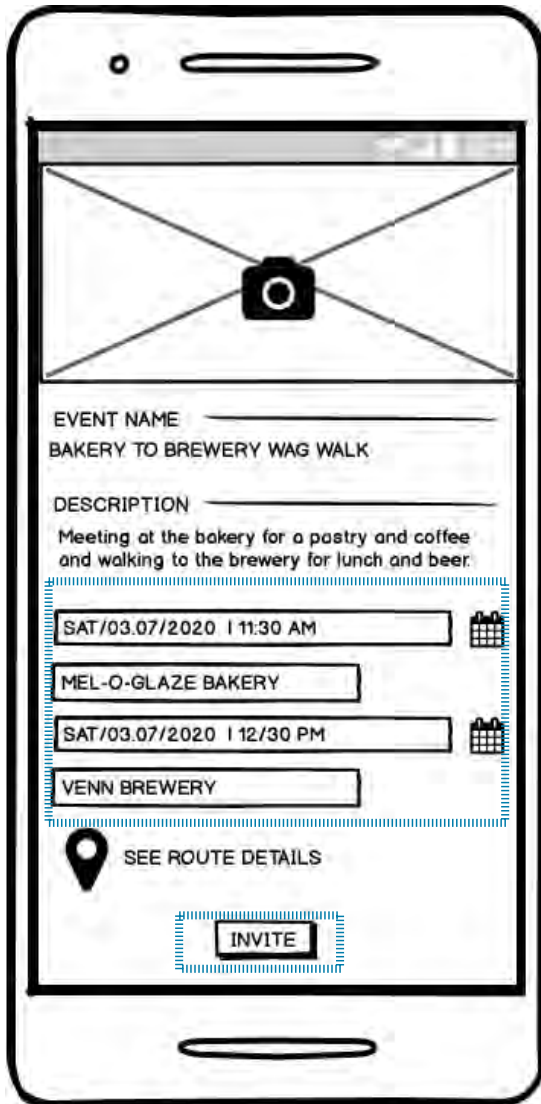
Added steps and time for route

Changed button from close to save

USER FEEDBACK:

• Good to see the route
• I like the fitness portion and how long it will take me to walk

" It was confusing where the walk started. The paw was at the end of the walk rather than at the beginning of the route. the end or list the start and end spot. If someone saw it and didn't read it well, they could start at the brewery. Important to clearly indicate the start and stop. Otherwise it can screw up the whole walk for someone or the group having to wait for someone to get to the right spot. **"**

EVENT NAME
BAKERY TO BREWERY WAG WALK

DESCRIPTION
Meeting at the bakery for a pastry and coffee and walking to the brewery for lunch and beer.

SAT/03.07.2020 | 11:30 AM

MEL-O-GLAZE BAKERY

SAT/03.07.2020 | 12/30 PM

VENN BREWERY

SEE ROUTE DETAILS

INVITE

EVENT NAME
BAKERY TO BREWERY WAG WALK

DESCRIPTION
Meeting at the bakery for a pastry and coffee and walking to the brewery for lunch and beer.

DATE | TIME
START: SAT/04.18.2020 | 11:30 AM
to
END: SAT/04.18.2020 | 12:30 PM

LOCATION
MEL-O-GLAZE BAKERY
to
VENN BREWING

INVITE FRIENDS

BEFORE

AFTER
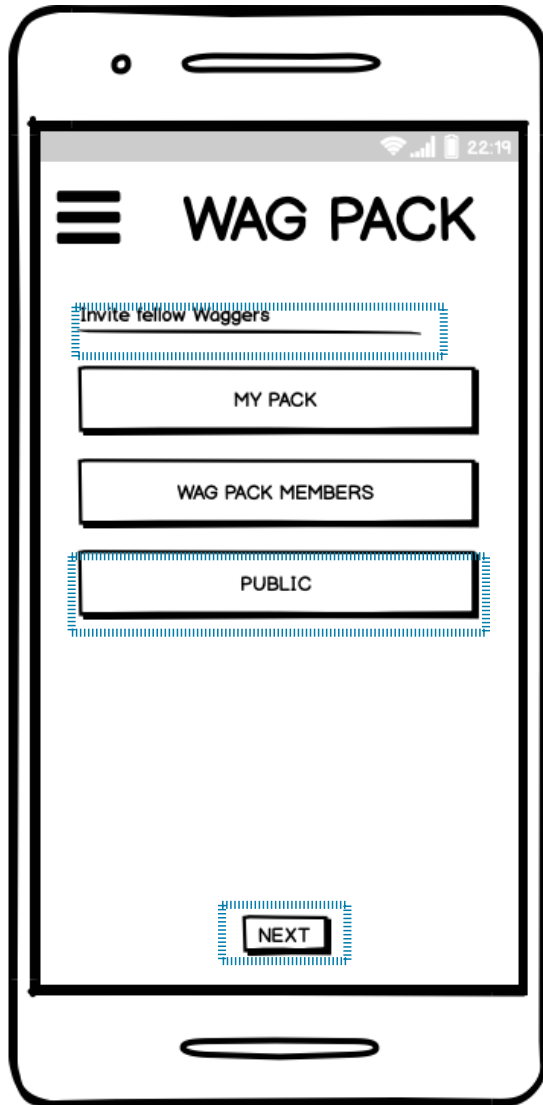
UPDATES:

Updated Date & Time orientation

Icons size and placement updated

Orientation results made consistent with task results- start & end times grouped together and start location & end location grouped
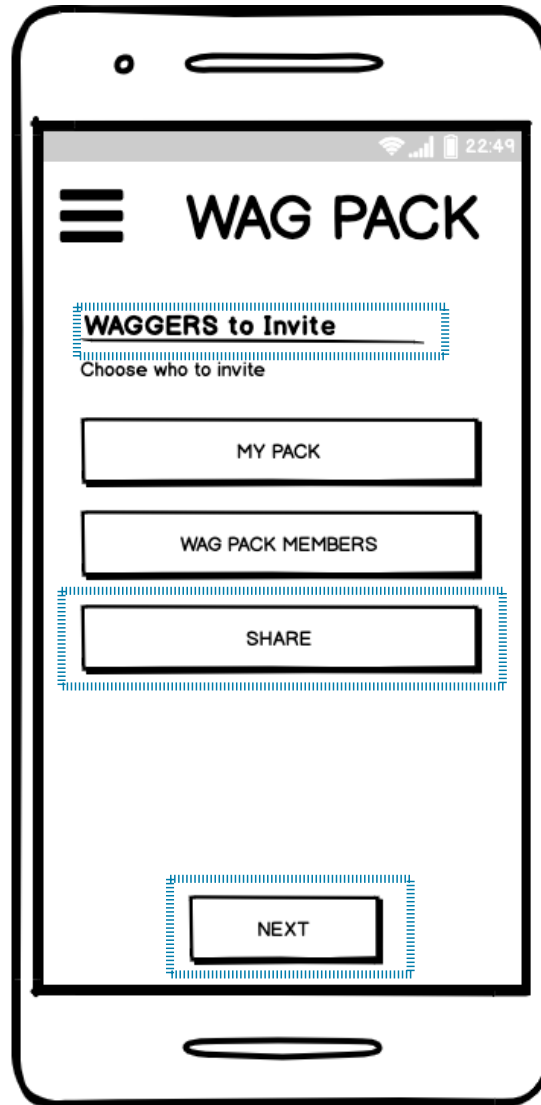
Increased size of button for Invite.

USER FEEDBACK:

• Process was as I expected & I like that I can look at the calendar invite or route after I am complete to double check time and steps

FRAME 3.5

BEFORE

WAG PACK

Invite fellow Waggers

MY PACK

WAG PACK MEMBERS

PUBLIC

NEXT

AFTER

WAG PACK

WAGGERS to Invite
Choose who to invite

MY PACK

WAG PACK MEMBERS

SHARE

NEXT

UPDATES:

Simplified who and how to invite others by replacing public with a share button which would work for using a text message, Facebook post, public twitter announcement or via email from user's phone contacts.
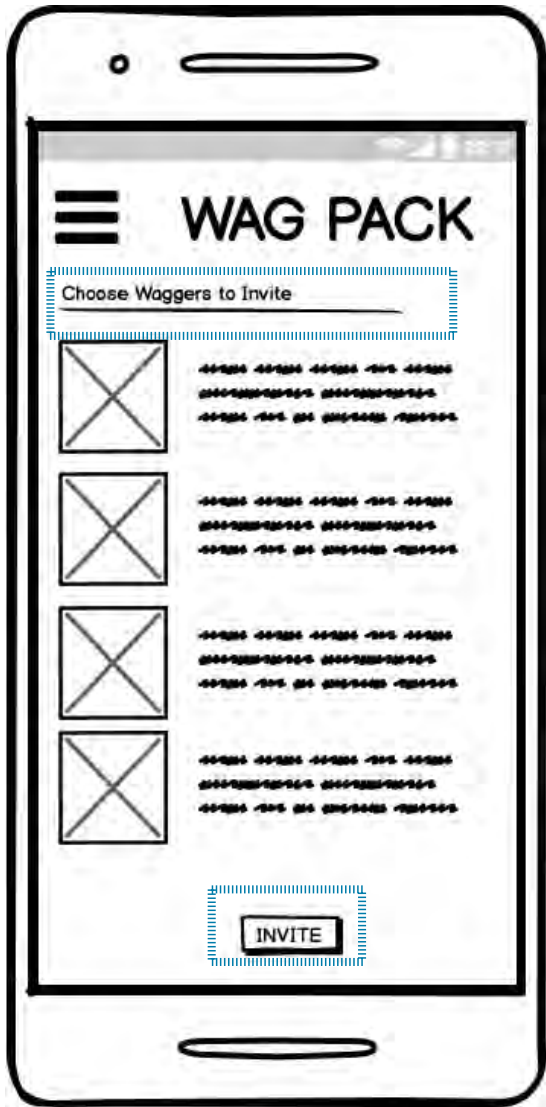
Increased headline to H1, added instruction
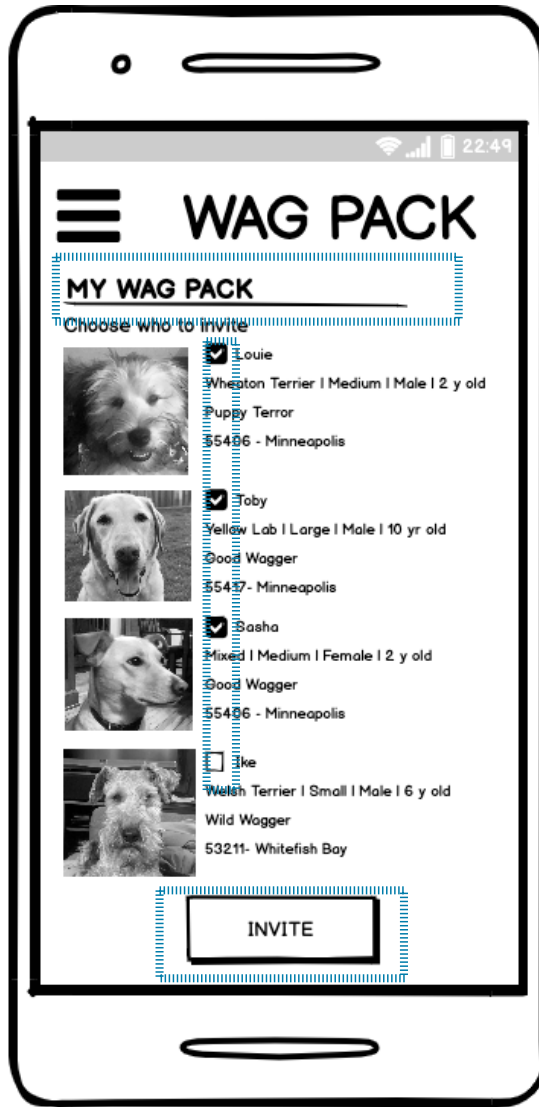
Increased size of Next button

USER FEEDBACK:

• I would choose My Pack to find friends to go on the walk
• All testers identified this as a social media or email concept and were not confused as to what it was.

USER FEEDBACK:

" List of apps that could be shared including text, email and social apps I have available with button. "

FRAME 4

BEFORE

AFTER

Increased headline to H1, added instruction

Increased size of Next button

Added check box to Wag Pack profiles

A future update will be to choose either your route or invite your friends first when creating an invite

USER FEEDBACK:

• Easy to select and use invite feature
• Can I select my people to go walking with before I select my route? Based on who can go, that would change the route I would choose
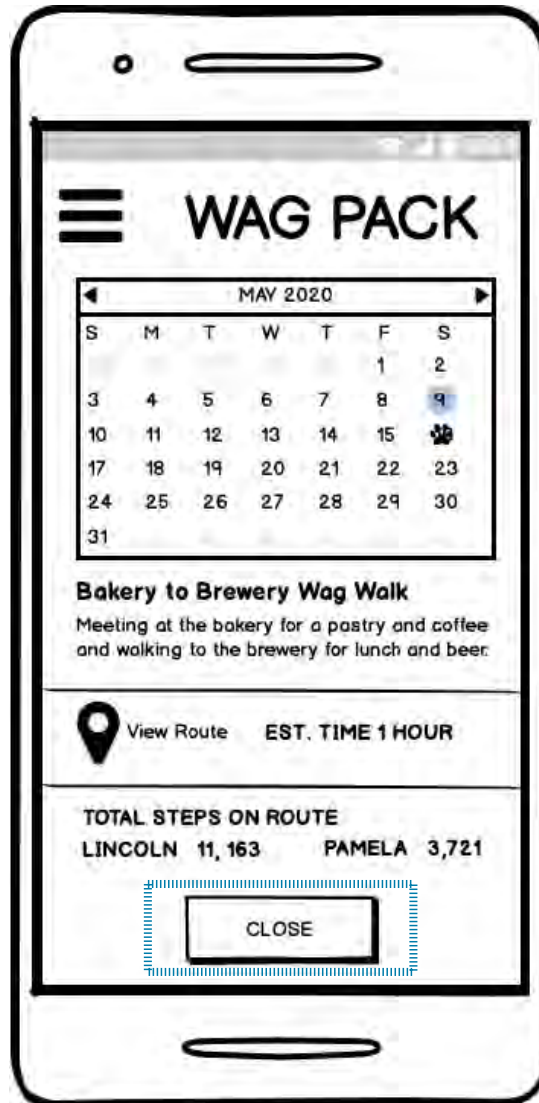
FRAME 4.1

BEFORE

AFTER

FRAME 4.2

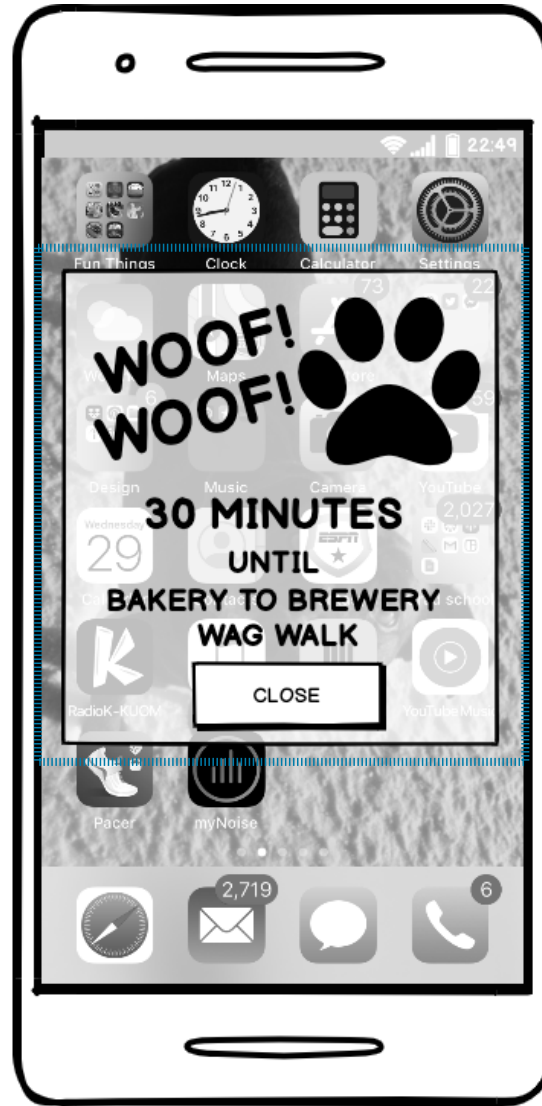**USER FEEDBACK:**

- Testers found all the info they wanted on this screen
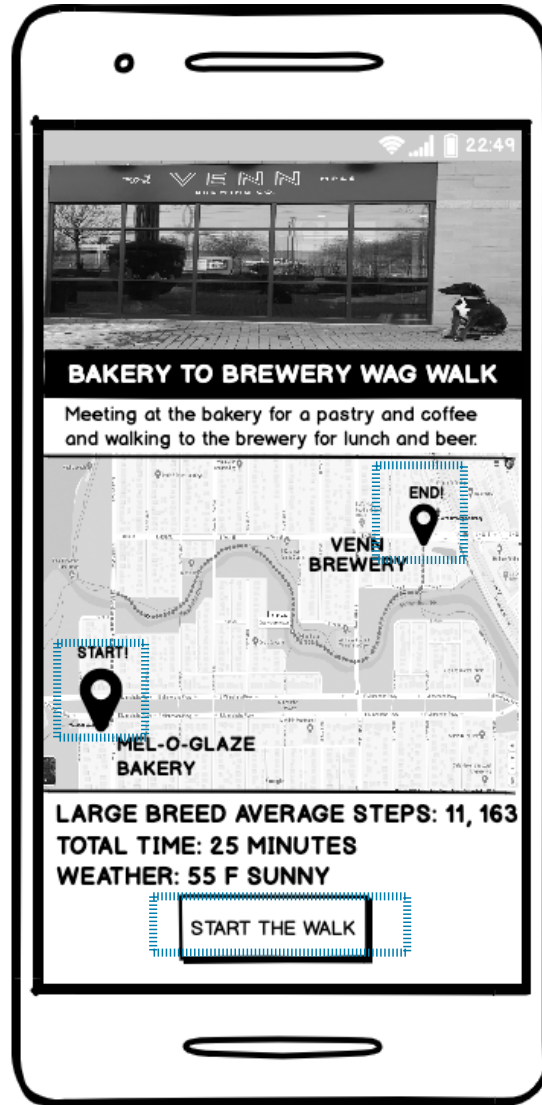- Ability to see it on the calendar is nice too

BEFORE

AFTER

FRAME 4.3

BEFORE

AFTER

FRAME 4.4

BEFORE

BAKERY TO BREWERY WAG WALK

Meeting at the bakery for a pastry and coffee and walking to the brewery for lunch and beer.

VENN BREWERY

MEL-O-GLAZE BAKERY

LARGE BREED AVERAGE STEPS: 11, 163
TOTAL TIME: 44 MINUTES
WEATHER: 55 F SUNNY

START THE WALK

AFTER

BAKERY TO BREWERY WAG WALK

Meeting at the bakery for a pastry and coffee and walking to the brewery for lunch and beer.

END!

VENN BREWERY

START!

MEL-O-GLAZE BAKERY

LARGE BREED AVERAGE STEPS: 11, 163
TOTAL TIME: 25 MINUTES
WEATHER: 55 F SUNNY

START THE WALK

UPDATES:

Adjusted map icons to be different sizes, removed paw and listed the start and end locations specifically based on previous map revisions.

Increased start button

USER FEEDBACK:

• Tester noticed the paw was at the end rather than the beginning of the route making it confusing where to start.
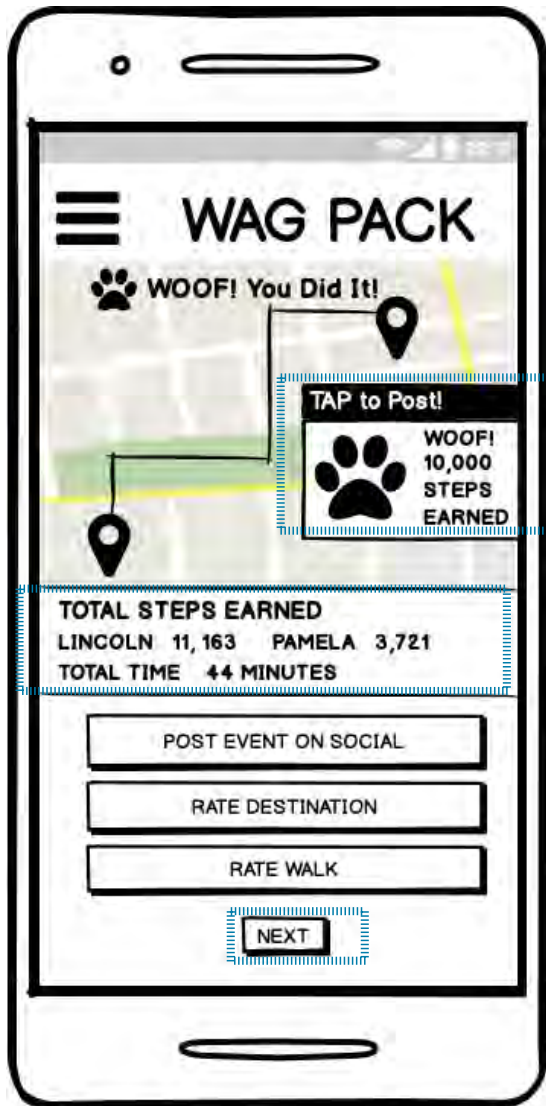
BEFORE

AFTER

FRAME 5

BEFORE

AFTER

Adjusted the map icons size and listed start and stop locations.

Increased size of Close button

USER FEEDBACK:

• Hard to tell which was the start and stop locations

FRAME 5.1

WAG PACK

WOOF! You Did It!

TAP to Post!

WOOF!
10,000
STEPS
EARNED

TOTAL STEPS EARNED
LINCOLN 11,163   PAMELA 3,721
TOTAL TIME   44 MINUTES

POST EVENT ON SOCIAL

RATE DESTINATION

RATE WALK

NEXT

BEFORE

WAG PACK

WOOF! You Did It!

VENN BREWERY

TAP to Post!

WOOF!
10,000 STEPS
EARNED

MEL-O-GLAZE BAKERY

TOTAL STEPS: Lincoln: 5,163 Pamela: 2,000
TIME left: 30 MINUTES

POST EVENT ON SOCIAL

RATE DESTINATION

RATE WALK

NEXT

AFTER

UPDATES:

Updated size of Next button

Updated Fitness badge icon, size & direction to user

Adjusted size of Total Steps

USER FEEDBACK:

- Users all recognized 4 rating or posting options once icon was adjusted
- Fitness steps were a high priority
- Posting on social appealed to half of the testers
- All testers wanted to rate the destinations & the walk

FRAME 5.2

UPDATES:

Updated Post button size

Removed date

USER FEEDBACK:

• Liked the idea of sharing on social media
• Would use some of the features, not all
• Liked to rate the walks and spots visited

BEFORE

AFTER

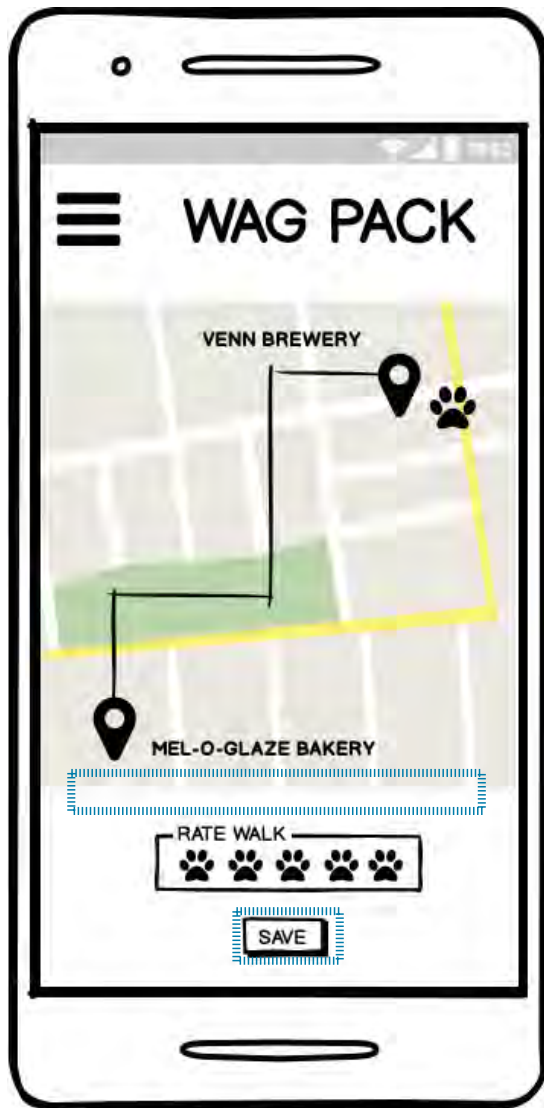**FRAME 5.3**

BEFORE

AFTER
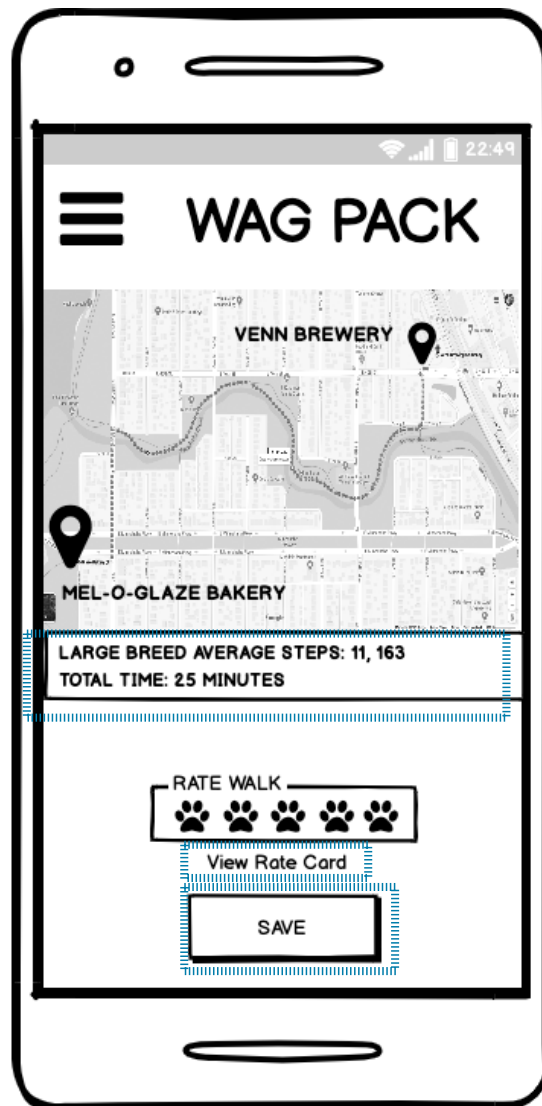
UPDATES:

Increased size of Save button

A future update would be rate card with additional rating specific to dogs such as "water bowls, grassy area, shade, safe" using symbols I could click that would be available at that location

USER FEEDBACK:

- Liked the idea of rating
- Would like to see a fillable review area and being able to have an area to write a review as well

FRAME 5.5

WAG PACK (BEFORE screen)

VENN BREWERY

MEL-O-GLAZE BAKERY

RATE WALK

SAVE

WAG PACK (AFTER screen)

22:49

VENN BREWERY

MEL-O-GLAZE BAKERY

LARGE BREED AVERAGE STEPS: 11, 163
TOTAL TIME: 25 MINUTES

RATE WALK

View Rate Card

SAVE

UPDATES:

Updated the map icons being larger than the end location.

Added steps walked & time spent on route

A future update will include a more robust rating system to be added including adding a rate card screen

Increased size of Save button

A future update would be rate card with additional rating specific to dogs such as "water bowls, grassy area, shade, safe" using symbols I could click that would be available at that location

USER FEEDBACK:

• Liked the idea of rating
• Would like to see a fillable review area
• Would like to see an additional rating specific to dogs such as "water bowls, grassy area, shade, good scenery, safe" using symbols I could click that would be useful to know about the walk

FRAME 5.6

WAG PACK — WAG WALK COMPLETE!

SAVE ROUTE
SAVE STEPS TO FITNESS GOALS
CLOSE
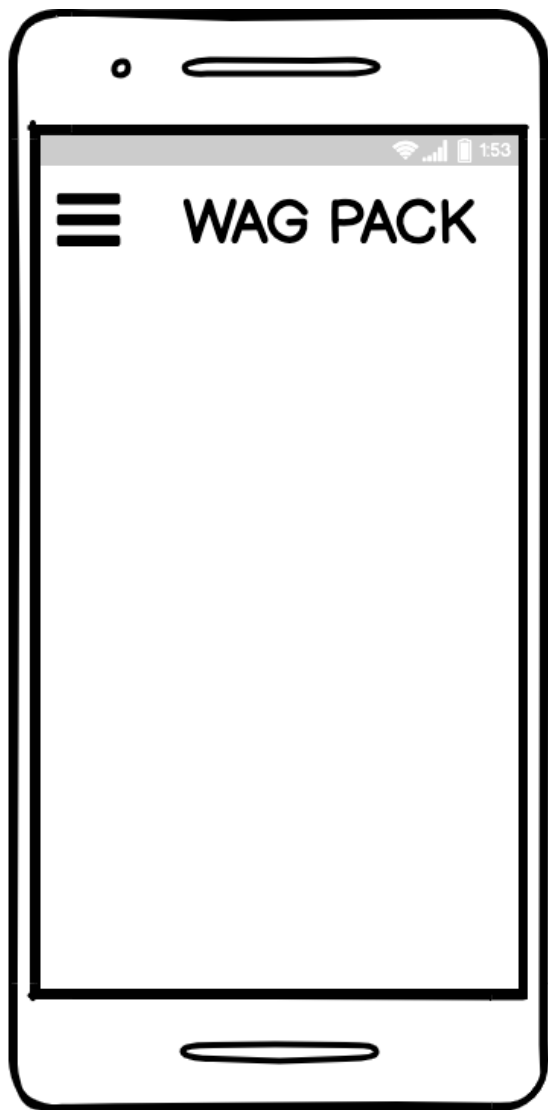
WAG PACK — WAG WALK COMPLETE!
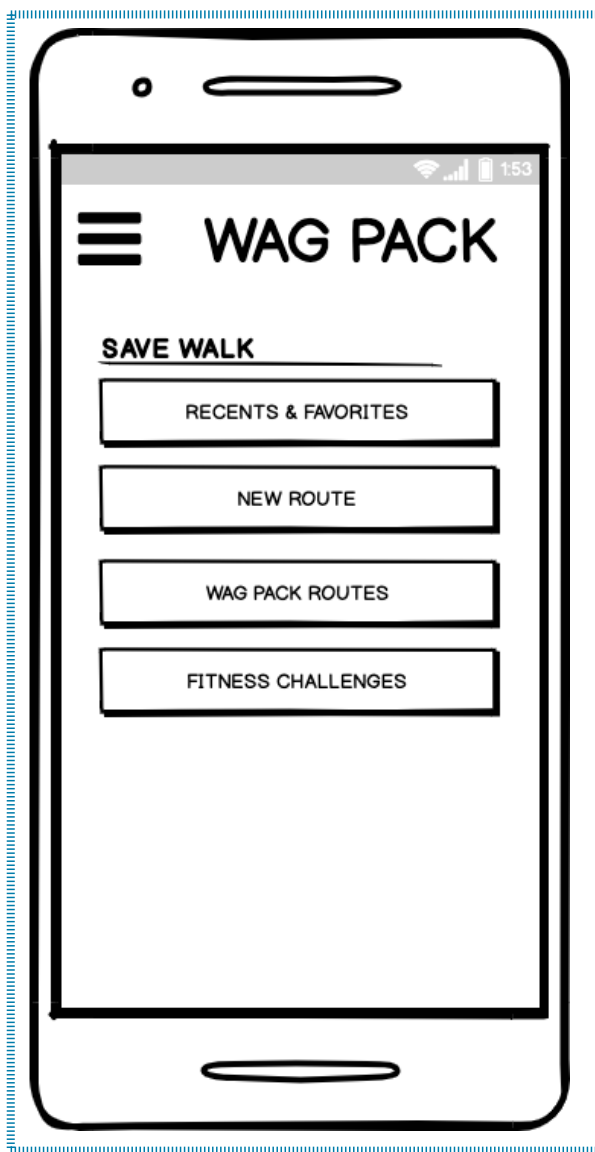
SAVE ROUTE   CLOSE

UPDATES:

Changed orientation of buttons and eliminated option to save steps. Moving forward this ap will always save steps for walking

USER FEEDBACK:

• All testers wanted to save route with some additional options

BEFORE

AFTER

WAG PACK

SAVE WALK

RECENTS & FAVORITES

NEW ROUTE

WAG PACK ROUTES

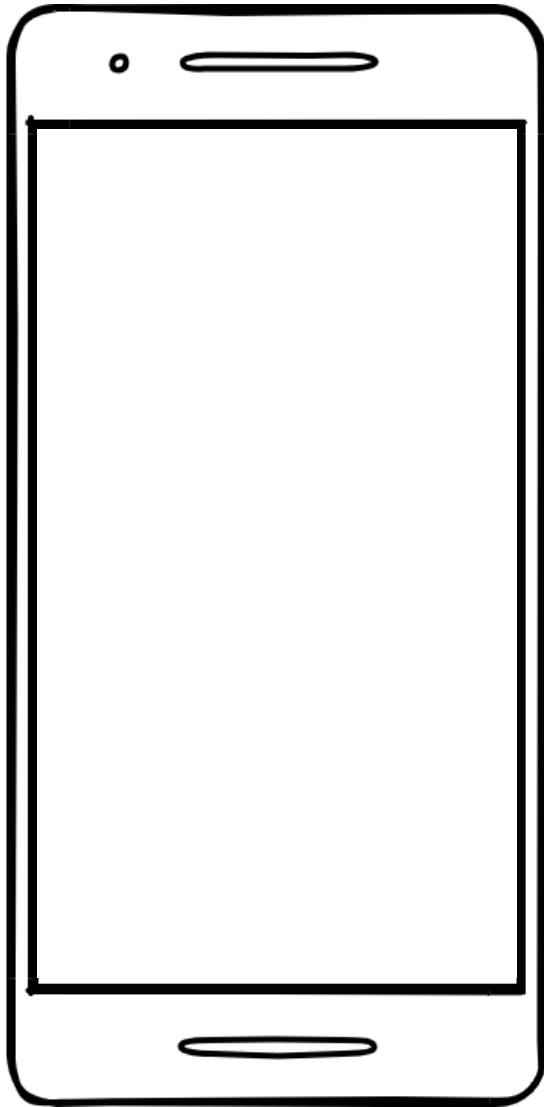FITNESS CHALLENGES

AFTER   **NEW SCREEN**

UPDATES:

Based on user preferences, the Recents & Favorites option was moved to the top of the list to save your route

This is a new screen based on testing needs

USER FEEDBACK:

- Testers consistently preferred the Recent and Favorites option, so it was rearranged to be listed first for options available
- All testers wanted to save route with some additional options such as changing the name, the picture or description

Phone mockups

BEFORE (empty phone screen)

AFTER — **NEW SCREEN**

VENN
BREWING CO.

EDIT PHOTO

EDIT WALK NAME*
BAKERY TO BREWERY WAG WALK

EDIT DESCRIPTION
Meeting at the bakery for a pastry and coffee
and ... eer.

STAR

END:

QWERTYUIOP
ASDFGHJKL
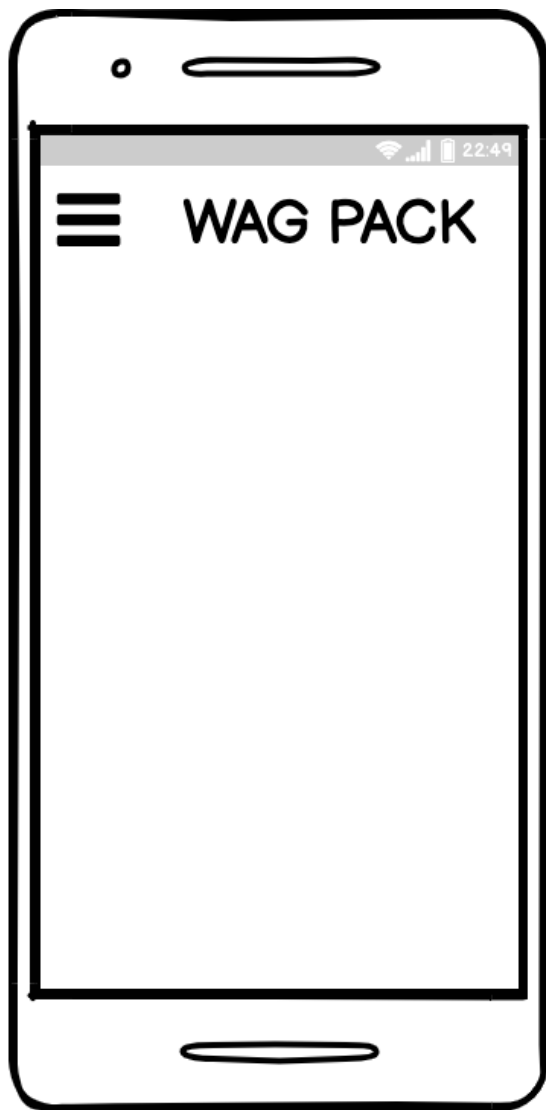ZXCVBNM
123 space return

SAVE

UPDATES:

Based on user preferences the photo, walk
name & description can all be changed
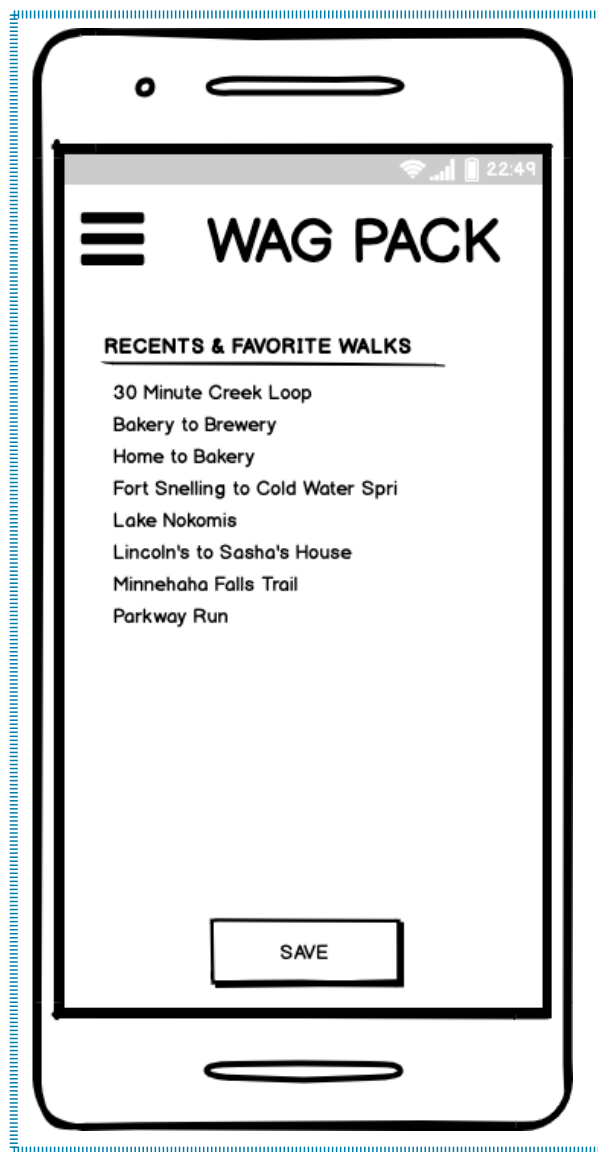before saving to your specific category

This is a new screen based on testing needs

USER FEEDBACK:

- All testers wanted to save route with some
  additional options such as changing the
  name, the picture or description
- I'd like to use a photo that I shot while on the
  walk, can I change it?
- I want to rename my walk if possible and I
  don't really need the description any more
  can i eliminate it?

WAG PACK

WAG PACK

RECENTS & FAVORITE WALKS

30 Minute Creek Loop
Bakery to Brewery
Home to Bakery
Fort Snelling to Cold Water Spri
Lake Nokomis
Lincoln's to Sasha's House
Minnehaha Falls Trail
Parkway Run

SAVE

UPDATES:

Based on user preferences the photo, walk name & description can all be changed before saving to your specific category

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BEFORE

AFTER   **NEW SCREEN**

To create features that would be inline with what users were expecting and wanted to use, research was conducted online to determine what competition existed in the area of dog walking aps, meeting aps, social aps, exploring aps and rating aps. This allowed the case study to develop the tasks and flows that would be needed in order to finalize the ap features, build the wireframes to visualize the screen layouts and produce a journey map to help construct the key walking feature and test navigation in a click-able protoype.

RESEARCH

CURRENT SIMILAR APS:

Bark Happy: https://apps.apple.com/us/app/barkhappy/id737271907
Woof Trax: https://apps.apple.com/us/app/wooftrax-walk-for-a-dog/id643857704
Paw Parks: https://apps.apple.com/us/app/paw-parks/id937974538
Play Pal Dog Park Buddy: https://apps.apple.com/us/app/playpal-dog-park-buddy/id1266153067
Finding Rover: https://apps.apple.com/us/app/finding-rover/id669691504
Sniff Spot: https://apps.apple.com/us/app/sniffspot/id1437699295
Tractive Dog Walker: https://apps.apple.com/us/app/tractive-dog-walk/id979568080
Wag: https://app.wagwalking.com/

ADDITIONAL APS WITH SIMILAR PROCESSES:

Weather Underground: https://apps.apple.com/us/app/weather-underground/id486154808
Pedometer Step Tracker: https://apps.apple.com/us/app/pacer-pedometer-step-tracker/id600446812
Meet Up: https://apps.apple.com/us/app/meetup/id375990038
Find My Friends: https://apps.apple.com/us/app/find-my-friends/id466122094
Match: https://apps.apple.com/us/app/match-1-dating-app/id305939712
Facebook: https://apps.apple.com/us/app/facebook/id284882215
Neighborhood: https://apps.apple.com/us/app/nextdoor-local-neighborhood/id640360962
All Trails: https://apps.apple.com/us/app/alltrails-hike-bike-run/id405075943
Yelp: https://apps.apple.com/us/app/yelp-food-services-around-me/id284910350
Open Table: https://apps.apple.com/us/app/opentable/id296581815