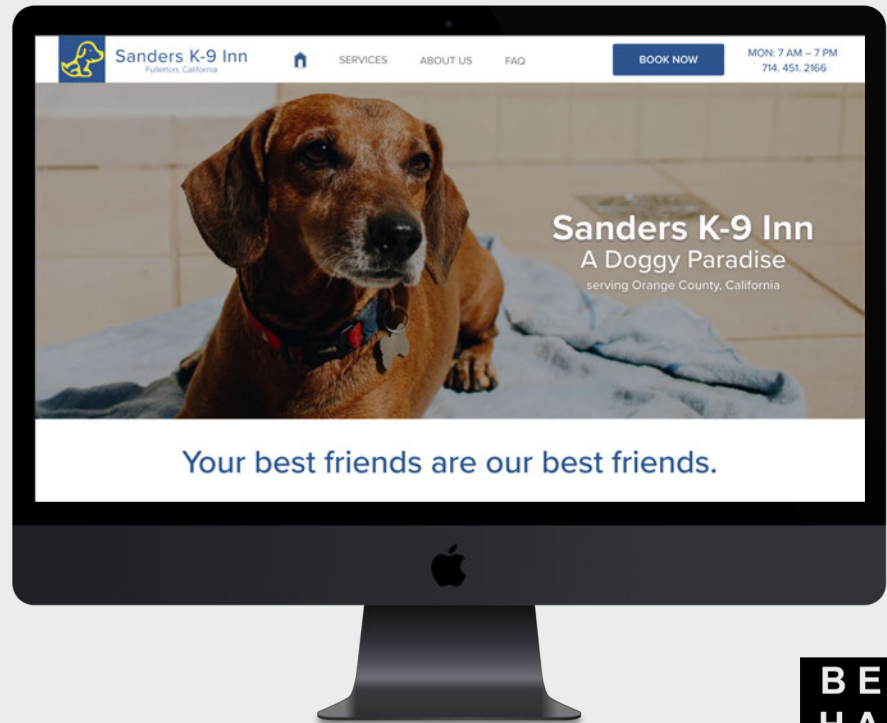

Sanders K9 Inn Site Redesign

Portfolio Presentation and
Executive Summary



**BEN
HAM
LER**

Outline

The Team

The Problem

The Process

The Conclusion

Questions?

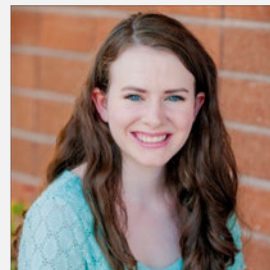
The Team



Ben Hamler
UX Designer



Braden Thuraisingham
UX Designer



Ashley Annis
UX Designer



Aaron Singh
UX Designer



The Problem

Defining the Problem

Sanders K9 Inn is a dog daycare located in Orange County, California. They provide services including: daycare, boarding, and grooming.

Their current online presence is minimal and their website appears very dated. It does not look great on modern screens and does not provide a straightforward user flow that makes finding information easy.

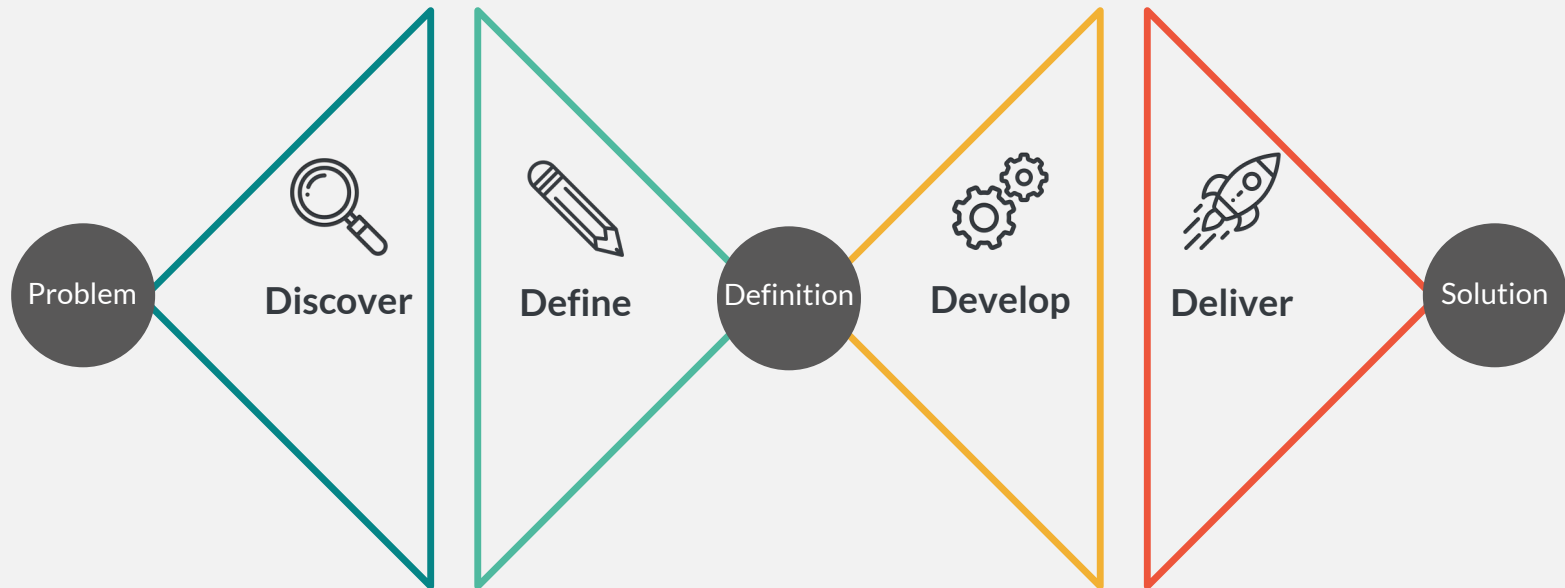
Original Website



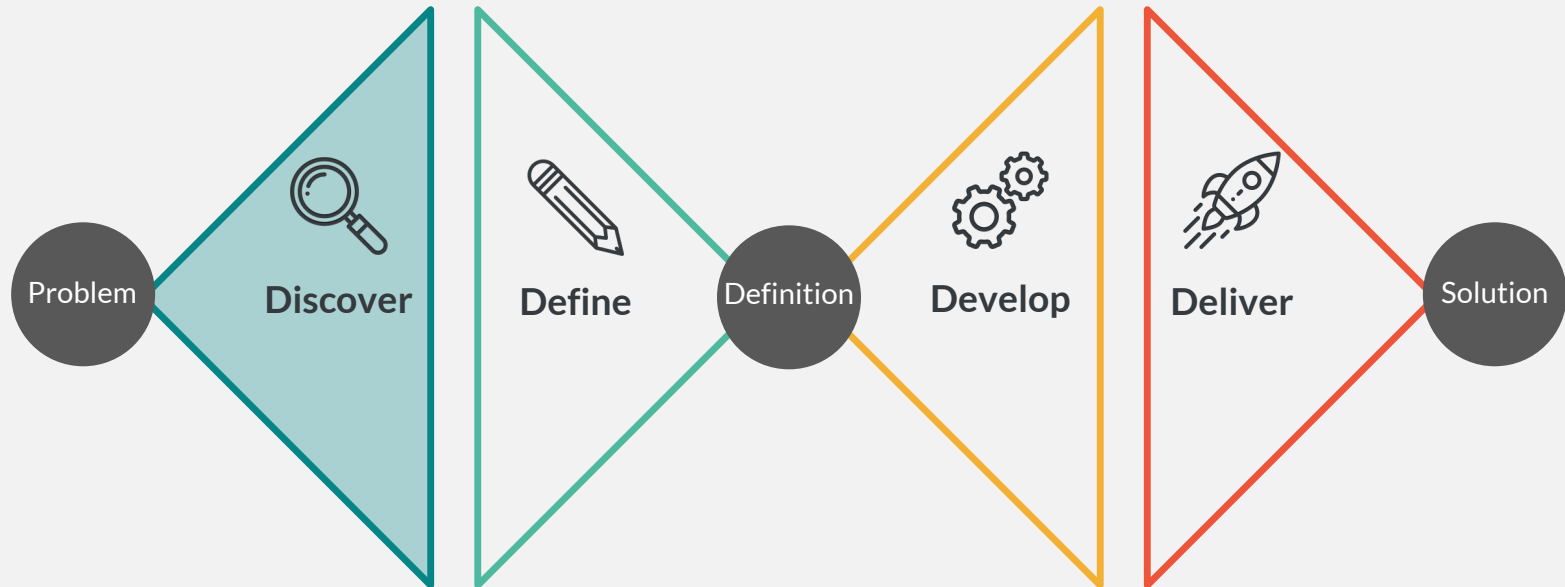


The Process

The Double Diamond Framework



The Double Diamond Framework



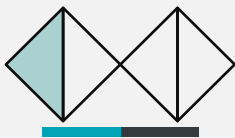
Discover

Competitive Analysis

Heuristic Evaluation

Cognitive Walkthrough

Usability Test



Competitive Analysis: Introduction

- We created a competitive analysis between Sanders K9 Inn, several direct and indirect competitors, and an influencer for market research. Below are the companies we looked at:



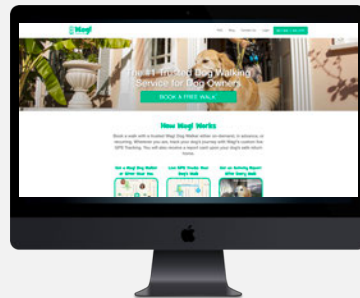
Sanders K9 Inn
(client)



Camp Bow Wow
(direct competitor)



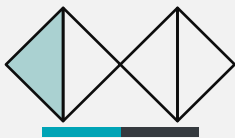
Doggie Daycare
And More
(direct competitor)



Wag
(indirect competitor)



Camio
(influencer)



Competitive Analysis: Introduction

- The primary goal with this analysis was to learn the strengths and weaknesses of the competitors and to learn areas of opportunity in which our client could improve.
- The analysis was broken down into two categories with each having sub-categories:

Website Features



Social Media



Interactions



General Info

Information Provided



Grooming



Boarding



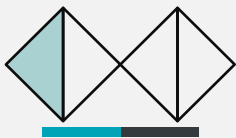
Requirements



Outside Services



Miscellaneous



Competitive Analysis: Results

Social Media



Status: **Needs Improvement**

Summary:

Sanders K9 Inn currently lacks the social media integration that is common in the marketplace for businesses today. Sanders currently only has a private Instagram account and could benefit from creating pages on Facebook, Twitter, and YouTube to engage in community interaction.

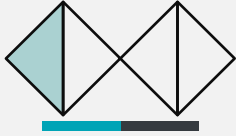
Interactions



Status: **Needs Improvement**

Summary:

Sanders K9 Inn has very little user interaction on its current website. When looking at the competition, the most glaring interaction that Sanders is missing is the ability to make reservations online. Adding this functionality would greatly improve Sanders overall user interaction. Sanders should also consider a video monitoring solution for customers. Camio could be a great option.



Competitive Analysis: Results

General Information



Status: **Leading**

Summary:

Sanders K9 Inn currently has an edge in the marketplace by offering both an FAQ page as well as a testimonial page. These both help to set Sanders apart from the competition.

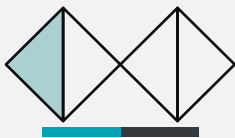
Grooming



Status: **Leading**

Summary:

Sanders K9 Inn is currently leading in the marketplace when it comes to providing detailed explanations of their provided services.



Competitive Analysis: Results

Boarding



Status: **Leading**

Summary:

Sanders K9 Inn is currently leading in boarding. This is due to the number of services that they list on their website as well as the amount of detailed information they offer on their provided services.

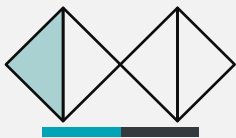
Requirements



Status: **Needs Improvement**

Summary:

Sanders K9 Inn is currently behind in providing the information that is required of a customer wishing to use Sander's services. Going forward Sanders should try to make sure this information is provided in a clear and meaningful way so that potential customers are not confused about the process.



Competitive Analysis: Results

Outside Services



Status: **Needs Improvement**

Summary:

Sanders K9 Inn is currently lacking in the outside services department. To catch up with the marketplace, Sanders should consider providing services such as: dog beach days, pet taxi services, pet supply pickup, and training classes.

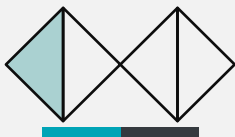
Miscellaneous



Status: **Leading**

Summary:

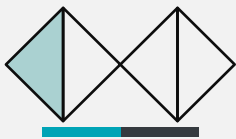
Sanders K9 Inn is currently leading in the miscellaneous category. Sanders provides facility photos and information on fostering pets; neither of which are standard in the marketplace and helps to set Sanders apart. Going forward, Sanders should consider creating a mobile app to remain competitive in the marketplace.



Heuristic Evaluation: Introduction

- We conducted a heuristic evaluation to better judge the overall usability of the Sanders K9 Inn website. This evaluation was conducted using [Nielsen's 10 general principles for interaction design](#):

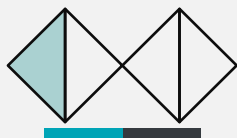
H1.	Visibility of system status	H6.	Recognition rather than recall
H2.	Match between system and real world	H7.	Flexibility and efficiency of use
H3.	User control and freedom	H8.	Aesthetic and minimalist design
H4.	Consistency and standards	H9.	Help users recognize, diagnose, and recover from errors
H5.	Error prevention	H10.	Help and documentation



Heuristic Evaluation: Introduction

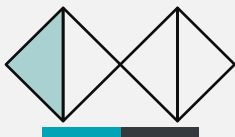
- We primarily focused on the negative findings in this evaluation and those findings were ranked according to the below scale:

Cosmetic	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minor	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Catastrophic	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>



Heuristic Evaluation: Results

Heuristic	Number of Violations
H1. Visibility of system status	1
H2. Match between system and the real world	1
H3. User control and freedom	0
H4. Consistency and standards	6
H5. Error prevention	5
H6. Recognition rather than recall	1
H7. Flexibility and efficiency of use	0
H8. Aesthetic and minimalist design	4
H9. Help users recognize, diagnose, and recover from errors	0
H10. Help and Documentation	1



Heuristic Evaluation: Key Findings

H1. Visibility of System Status

Blank Summer Promotion Page



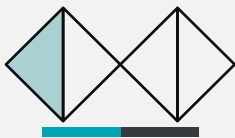
Catastrophic

The summer promotion page is blank which could confuse users into thinking that something may be loading.

Recommendation

Remove page or add copy that says that the page is under construction.





Heuristic Evaluation: Key Findings

H4. Consistency and Standards

Menu Lacks Consistency



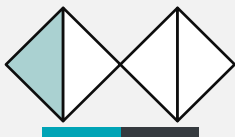
Catastrophic

The website menu lists “grooming services” separately from “Services & Rates” and some menu items are grouped together while other groupable categories are not.

Recommendation

Keep the menu short and focused on the most important information that a customer would want.





Heuristic Evaluation: Key Findings

H5. Error Prevention

Link to Nowhere



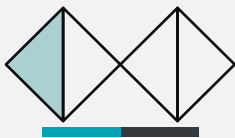
Catastrophic

The links to "Chief Lamb" of "All States K9" take the user to an unregistered domain.

Recommendation

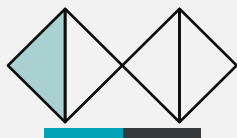
Remove these links.





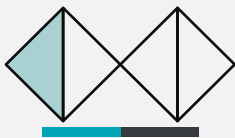
Cognitive Walkthrough: Introduction

- During the cognitive walkthrough, the team identified simple task use cases and broke them down into logical steps, (i.e. the happy path). Each step was rated as “pass” or “fail” depending on how easy the task would be for a new user to complete. Tasks were then given an overall pass or fail rating and further evaluated using [Nielsen’s 10 general principles for interaction design](#).
- If any step in the task received a “fail” rating, then the entire task was rated as failed.



Cognitive Walkthrough: Results

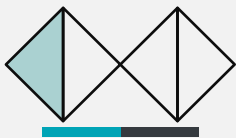
Task	Rating
1. Find out how much a nail trim costs.	Fail
2. Find Sanders K9 Inn's address.	Fail
3. Determine the requirements for your dog to be boarded.	Fail
4. Learn about the company.	Fail
5. Access frequently asked questions.	Fail
6. Find out which services Sanders offers.	Pass
7. Determine the price of a 20-day daycare pass.	Pass
8. Determine the price of daycare for a second dog in the same household.	Pass
9. Find the forms required by Sanders.	Fail
10. Find Sanders K9 Inn hours.	Pass
Overall	Fail



Usability Test: Introduction

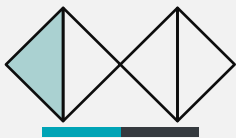
- We recruited our sample size of twenty-two individuals using Amazon Mechanical Turk (mTurk). The usability test itself was hosted on Loop11, a user testing tool.
- Our Sample size had the following characteristics:

<u>Gender:</u> <ul style="list-style-type: none">• 14/22 M• 7/22 F• 1/22 No Response	<u>Age:</u> <ul style="list-style-type: none">• 23-63
<u>Pet Owners:</u> <ul style="list-style-type: none">• 90.9% Yes• 9.1% No	<u>Previously used a pet service website?</u> <ul style="list-style-type: none">• 54.5% Yes• 45.5% No

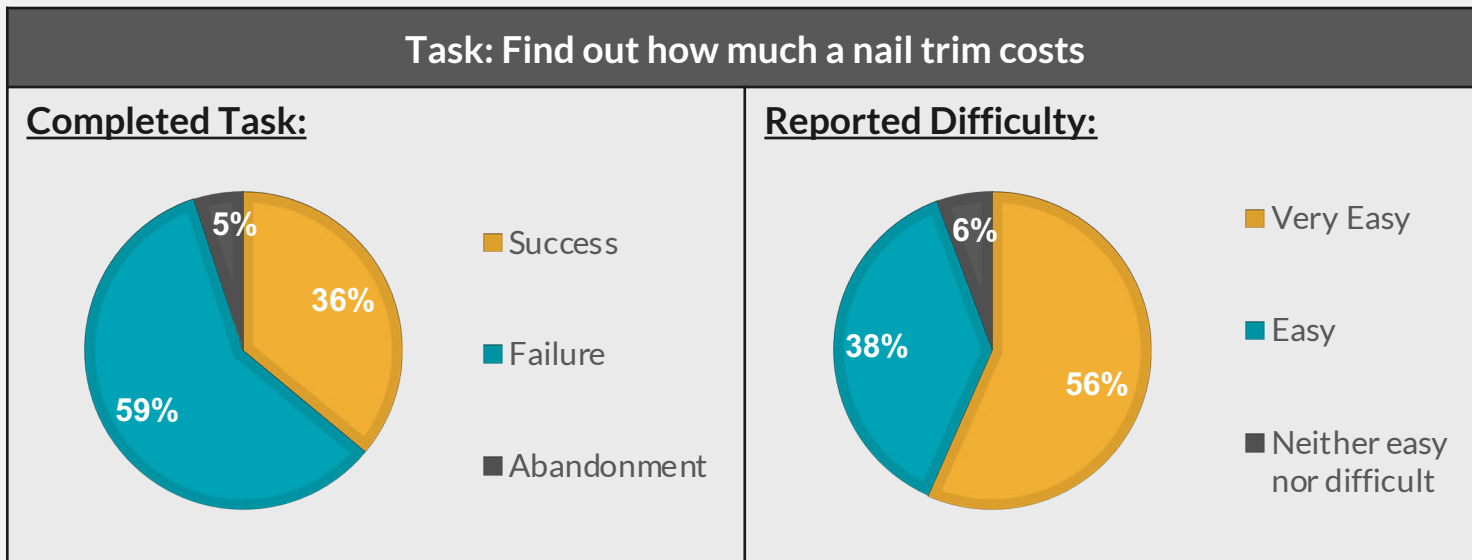


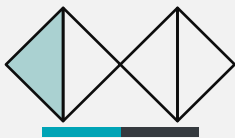
Usability Test: Introduction

- Participants took an online, unmoderated usability test hosted on Loop11.
- Participants were asked to complete three usability tasks and then answer questions regarding the task and how easy it was to complete.
- For each task we looked at the success rate and the difficulty rating.



Usability Test: Task 1 Results





Usability Test: Task 1 Results

Observations:

The majority of participants did not follow the path we intended but they still found the required information.

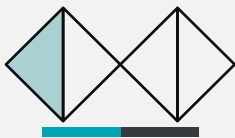
Interesting Quotes:

“Went to the grooming section, and it was in the pricing table. Easy to find and see.”

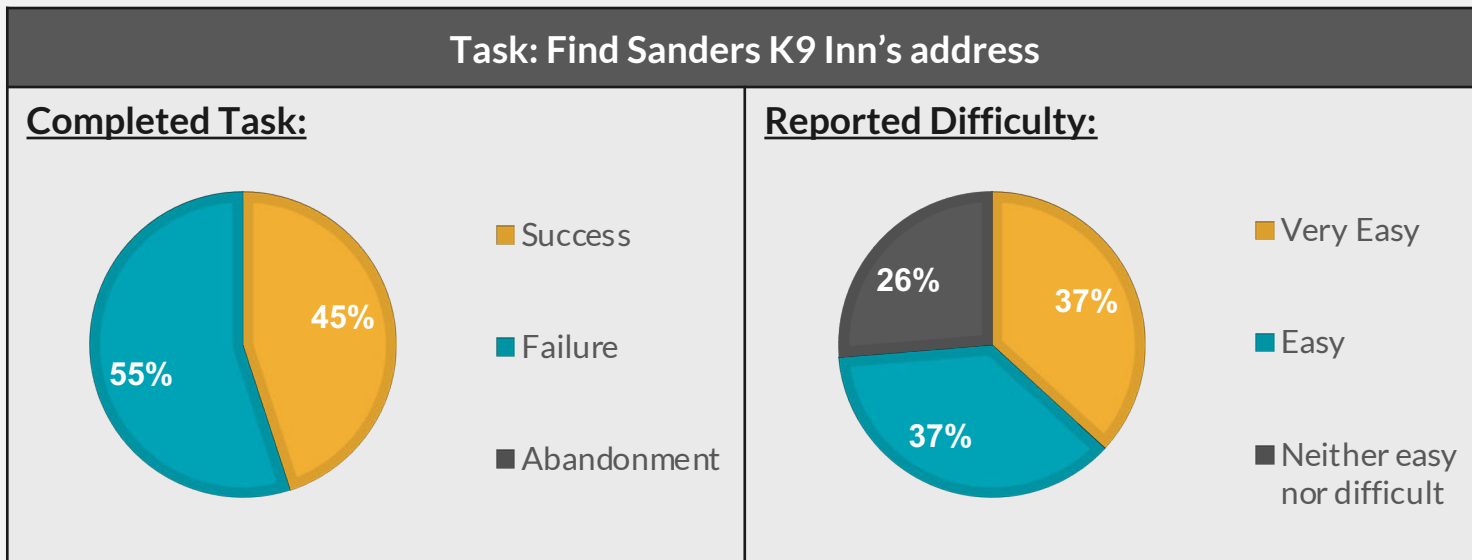
-Participant 1

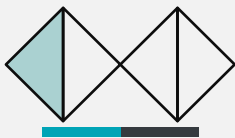
“It wasn’t too difficult to find. The nail trim service costs \$10”

-Participant 2



Usability Test: Task 2 Results





Usability Test: Task 2 Results

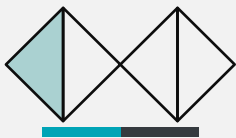
Observations:

The majority of participants did not follow the path we intended but they still found the required information and reported that the task was very easy or easy.

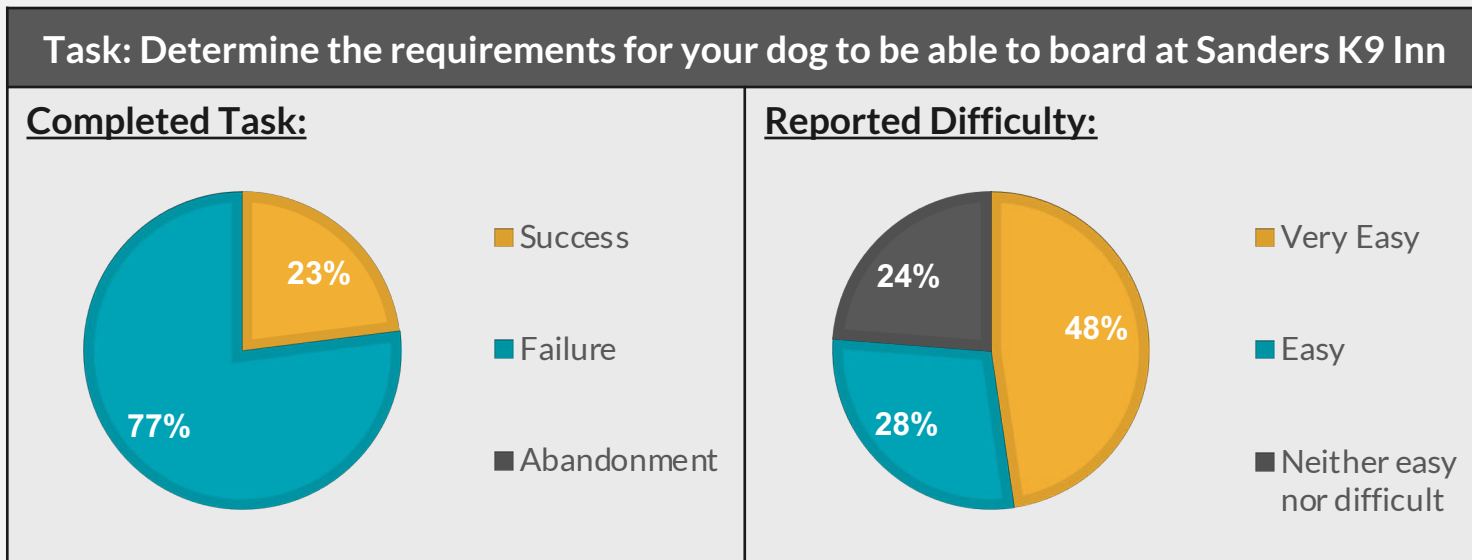
Interesting Quotes:

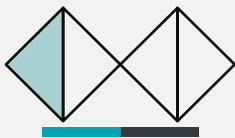
“Wasn’t quite sure where to click, decided to go back to the home page and saw the address there.”

-Participant 1



Usability Test: Task 3 Results





Usability Test: Task 3 Results

Observations:

The majority of participants did not follow the path we intended but they still found the required information and reported that the task was very easy or easy.

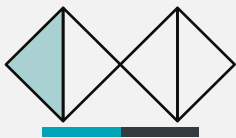
Interesting Quotes:

“I just went to the FAQ and found the requirements”

-Participant 18

“This information is on the reservations page”

-Participant 21



Usability Test: Conclusion

54.5% of participants found that this website was easy to use



On average 64% of participants failed to follow the intended pathway to find the information needed to complete the task

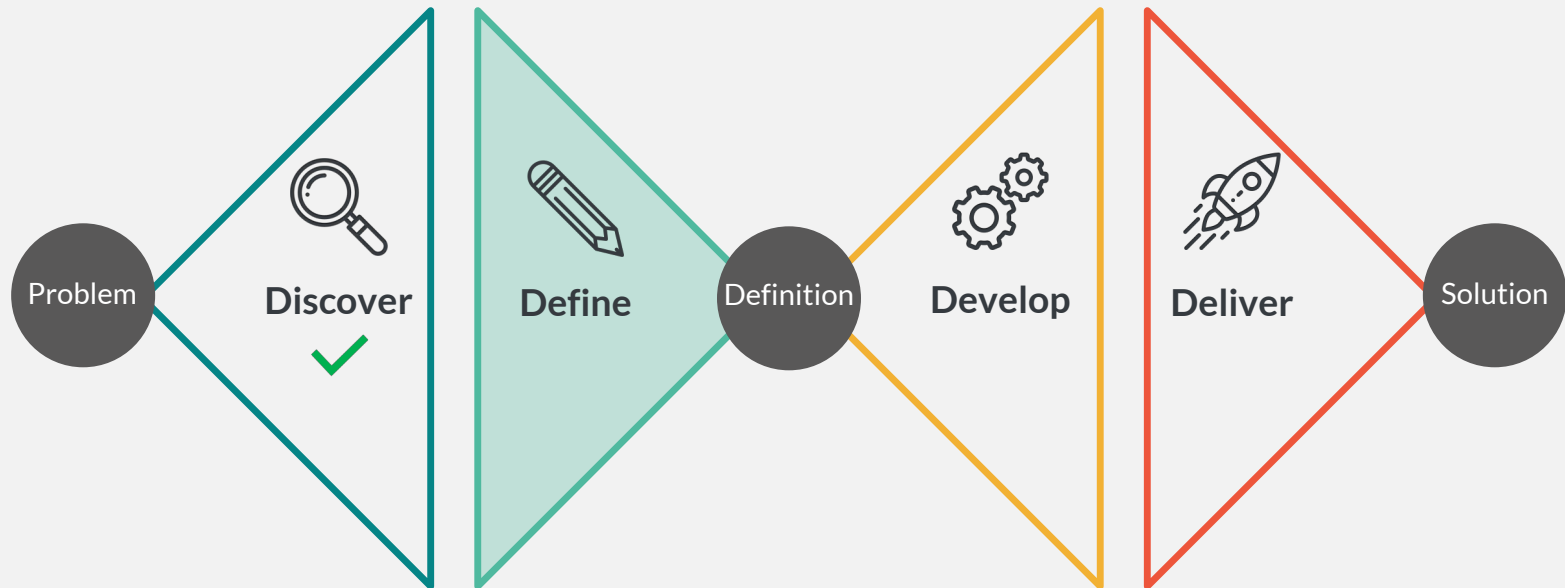


The majority of participants still found the required information, but did so in a way that was different than the one that we suggested.

Other notable issues include:

- Boarding prices and boarding requirements are found on different pages.
- Visual design is inconsistent and several participants reported the website as unappealing and cluttered.
- Pricing information is found in multiple locations. Price for services should also be included in the rates page.
- FAQ drop down is confusing. It contains pages not normally associated with FAQs.

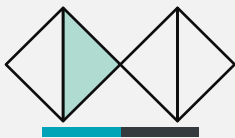
The Double Diamond Framework



Define

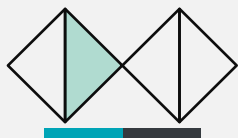
Theme Analysis

Buy-A-Feature Workshop



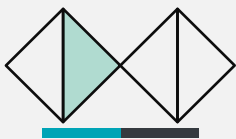
Theme Analysis: Introduction

- Theme analysis refers to the process of identifying patterns of themes in our research data.
- Following all of the testing and research our team did in the discover phase, we needed a way to organize and sort our findings.
- Our theme analysis included research from our competitive analysis, heuristic evaluation, cognitive walkthrough and usability test. It was organized as follows:



Theme Analysis: Results

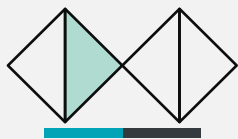
Competitive Analysis Findings	
Areas for Improvement	Reason
Website Features	
Social Media	No Google+, Twitter, YouTube
Interactions	No franchise owner login, corporate website, question submission for, video check-in
Information Provided	
Requirements	No information on reservations, collars, ID tags
Outside Services	No information on dog walks, home check-in, social events for dogs, dog beach days, pet taxi service, pet supply pickup, exercise plan for dogs, training methods, obedience classes, private training, mobile app



Theme Analysis: Results

Heuristic Evaluation Findings

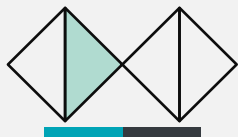
Heuristic Observed	Issue Name	Issue Description	Severity	Recommendation	# of Times Reported
H1. Visibility of System Status, H5. Error Prevention	Blank Summer Promotions Page	The Summer Promotion pages is blank which could confuse users into thinking that something may be loading	4/4	Remove page or add copy that says that the page is under construction	4
H4. Consistency and Standards, H10. Help and Documentation	Menu Lacks Consistency	The website menu lists "grooming services" separately from "services & rates," and some menu items are grouped together while other groupable categories are not.	4/4	Keep the menu short and focused on the most important information a customer would want.	4
H5. Error Prevention	Link to Nowhere	The links to "Chief Lamb" of "All States K-9" take the user to an unregistered domain.	4/4	Remove these links.	1
H10. Help and Documentation	Menu Bar Dropdown	Drop down menu shows up when hovered over making it difficult to see that the header is also a page	3/4	Turn the header into just a header and not its own page	3
H4. Consistency and Standards	Inconsistent Language	Language used to describe services offered varies from page to page, resulting in repetition and difficulty locating information needed in an efficient way.	3/4	Revise language to appear consistent across all mentions of a particular product or service.	2
H5. Error Prevention	Reservations	The reservations tab on the menu bar implies that reservations can be made online	3/4	Change reservation to contact us	1
H6. Recognition rather than recall	Menu Bar Does Not List All Services and Important Information	The menu bar does not list services provided or what vaccinations are needed to become a client of the company.	3/4	List all services and vital information to minimize user recall by giving them something to recognize that they need or want.	4
H8. Aesthetic and Minimalist Design	Too Much Copy and Too Many Columns	Six of the pages on this website use more than one column of text, making it hard for the user to spot important information.	3/4	Only include important information. Reduce amount of text columns.	4



Theme Analysis: Results

Usability Test Findings

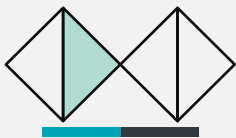
Issue Name	Description	Task #	Impact	Severity Rating	Recommendation
Boarding prices and boarding requirements are found on different pages	Participant had to go to separate pages to find information that should be found on the same page	Task 2	Medium	2 - Minor problem	Add boarding requirements and boarding prices info on the same page
Visual design	Many participants found the visuals of the website very unappealing and cluttered	All	Low	1 - Cosmetic	Redesign the website
Service rates	Price for services should also be included in the in rates page	Task 1	Medium	2 - Minor problem	Add prices of services to the rates page
FAQ drop down is confusing	The FAQ drop down contains pages that isn't normally associated with FAQs	Task 3	Medium	3 - Major	Separate the FAQ drop down menu into their own menu headers



Theme Analysis: Results

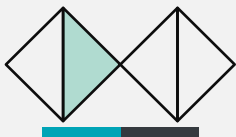
Cognitive Walkthrough Findings

Task	Negative Findings	Description	Recommendation
1. Find out how much a nail trim costs	Clicking on "Grooming Services" page	Finding this page may be difficult for new users because people tend to read left to right and the "Services and Rates" page comes before the "Grooming Services Page"	Either switch the order of the "Grooming Services" and "Services and Rates" pages or include information on nail trim prices on the "Services and Rates" page.
	Users won't know they have progressed after landing on the "Grooming Services" page	Users may be confused after landing on this page because information and prices of nail trims aren't located near the top of the page	Include info of the prices of nail trims more prominently on this page
2. Find Sanders K-9 Inn's address	Reservations tab in the menu bar is a hover and a clickable item	Reservations tab in the menu bar can both be hovered over and clicked making it difficult for users to find the necessary information	Remove the hover menu under the reservation tab in the menu bar and make it its own page.
3. Determine the requirements for your dog to be boarded at Sander's.	Information for this task is found on the FAQ page rather than the reservation page	The information needed to complete this task is found in a page that isn't necessarily intuitive	Move the necessary information to the reservation page



Buy-A-Feature Workshop: Introduction

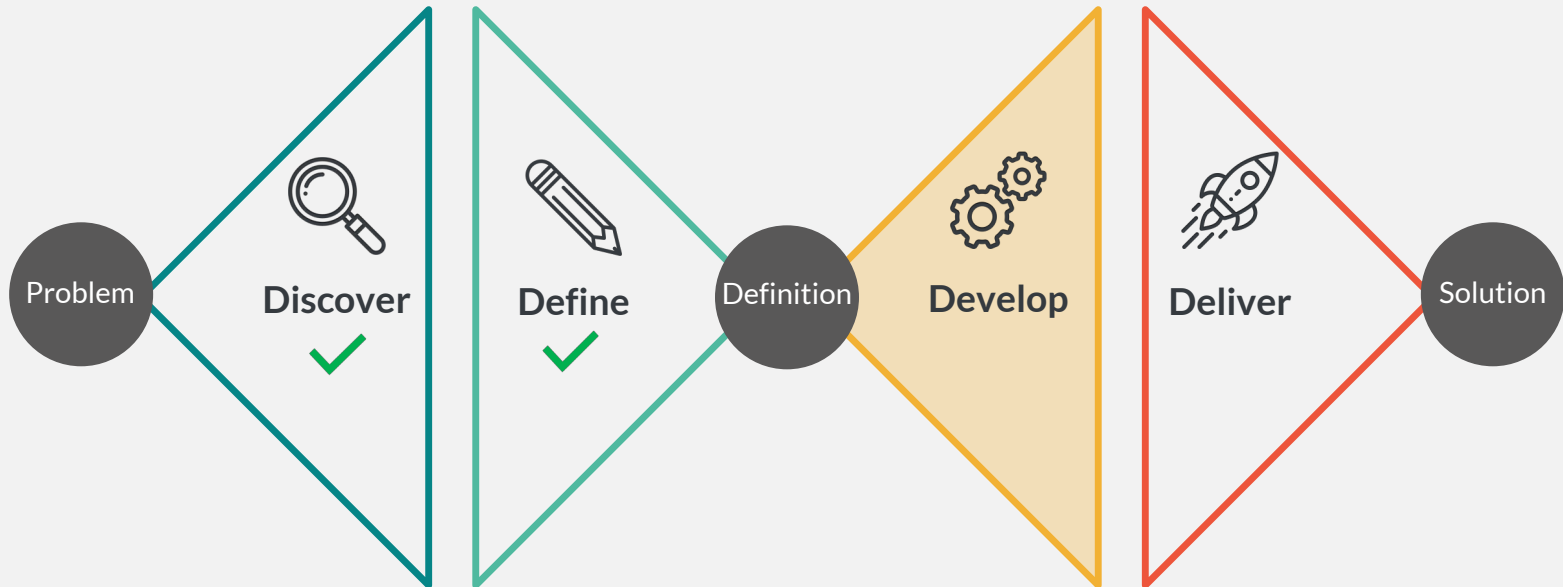
- Our team decided to organize a “Buy-A-Feature Workshop” in order to decide what we were going to build.
- The team brainstormed potential features that we would like to implement.
- After all potential features are written down, each evaluator is given enough “money” to purchase 25% of the features.



Buy-A-Feature Workshop: Results

Description	Rational	Cost	Aaron	Ashley	Ben	Braden
Develop a coherent site map/menu bar	The current site map is unintuitive and confusing to new users	\$1	X	X	X	X
Reconsider color scheme, aesthetic design choice, and typeface palette	Usability test showed most users find the website aesthetically unappealing	\$1		X		X
Rewrite all copy on website	Evaluations revealed need for less copy	\$1	X			
Redesign site format/structure and make the website responsive	The current column design isn't necessarily easy to red	\$1			X	
Create a question submission form in FAQs	There is no way for online customers to ask questions	\$1				
Video check-in	Video check-in is becoming standard	\$1				
Incorporate tour video and social media links in visible area	Missing opportunity to connect with customers online	\$1				
Add appointment management to the website	Online reservations are becoming standard in the marketplace	\$1				
	Evaluator's Wallet (25% of Total)	\$2				

The Double Diamond Framework

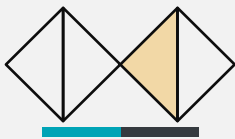


Develop

Sketch

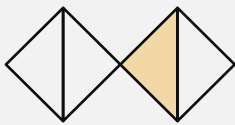
Wireframes

Mockup

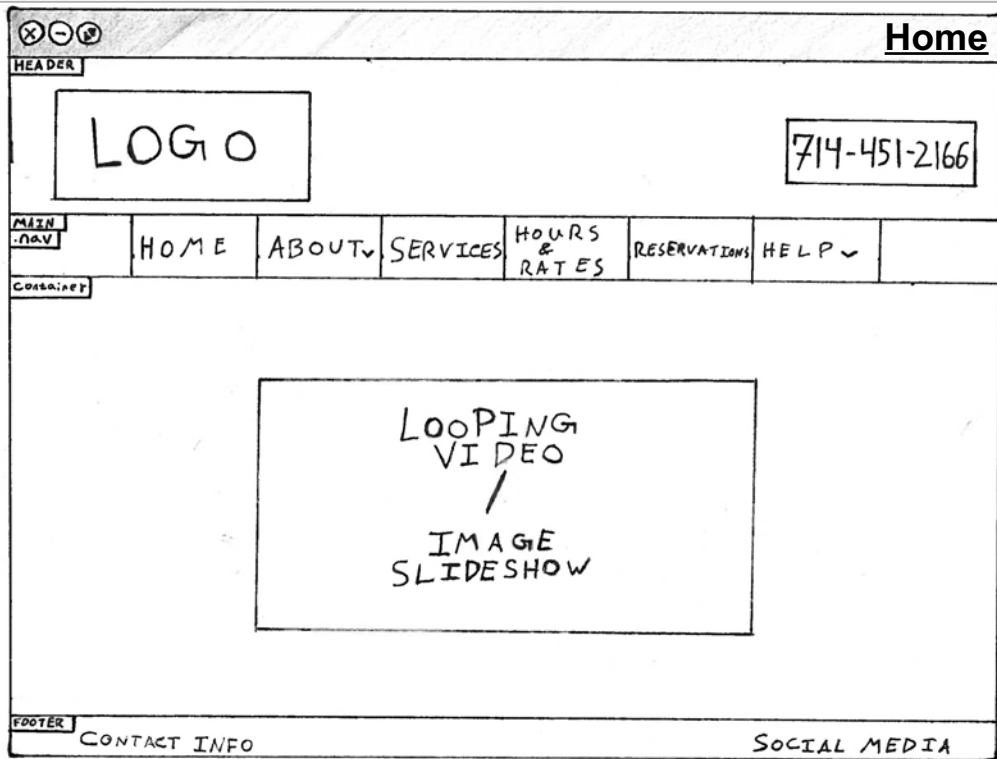


Sketch: Introduction

- For the initial step of the develop phase, each team member started to sketch out ideas to get them on paper.
- These sketches were intended to be low fidelity to show the general idea.



Sketch: Results



SITE MAP

1. HOME
2. ABOUT
 - ↳ ABOUT US
 - ↳ OUR FACILITY
 - ↳ FOSTER PETS
3. SERVICES
4. HOURS & RATES
5. RESERVATIONS
6. HELP
 - ↳ FAQs
 - ↳ CONTACT US
 - ↳ TESTIMONIALS

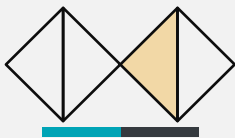
Team Feedback

Strengths:

- Prominent phone number at top
- Contact info in footer
- Dynamic content

Weaknesses:

- Site map can be condensed and reorganized
- Navbar takes up a lot of space

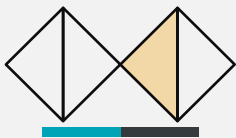


Wireframes: Introduction

- After presenting, discussing, and critiquing our sketches internally, we began to develop a shared vision and took to wireframing.
- These wireframes were intended to be low fidelity and show the general idea, but also demonstrate functionality.
- Tools used:



balsamiq



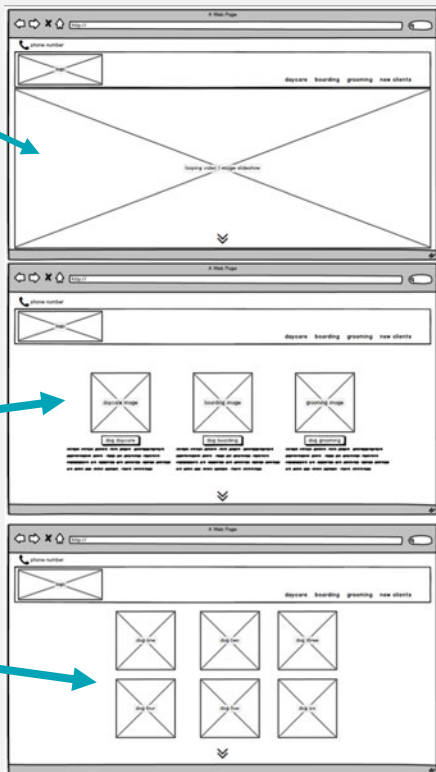
Wireframes: Results

Homepage

Hero section with video or image

Brief services info section

Facility/dog photos

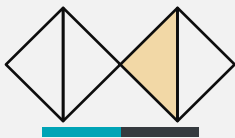


Static header (phone number, logo, & navbar)

Footer (hours, sitemap, directions, & social media)

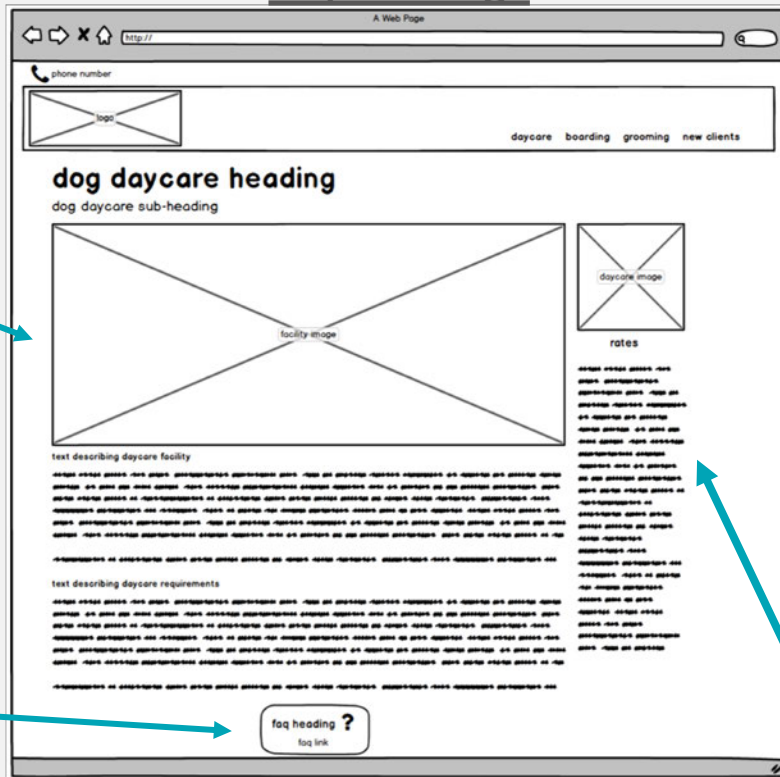
Footer remains consistent on each page but is only pictured here

*these four boxes represent one coherent scrollable homepage



Wireframes: Results

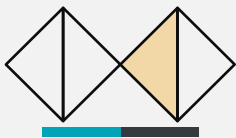
Daycare Page



Daycare facility image

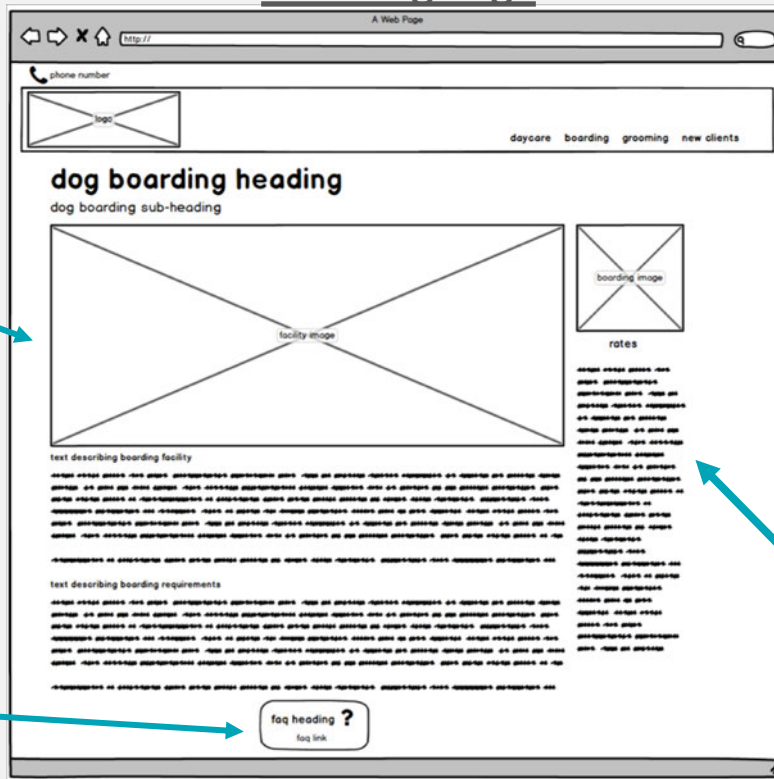
FAQ link

Daycare services & rates



Wireframes: Results

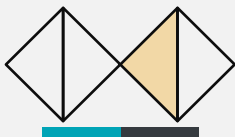
Boarding Page



Boarding facility image

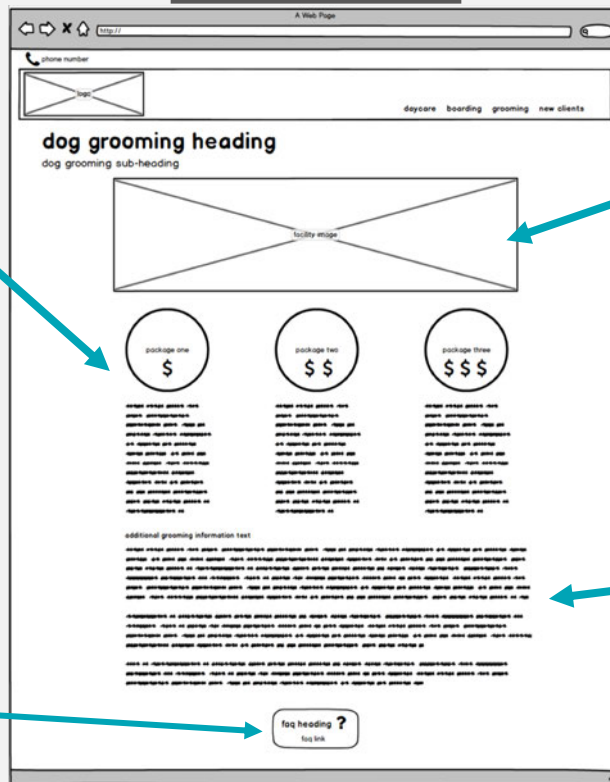
FAQ link

Consistent page layout for daycare, boarding, & grooming



Wireframes: Results

Grooming Page

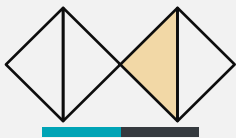


Grooming services broken up into price tiers

Grooming facility image

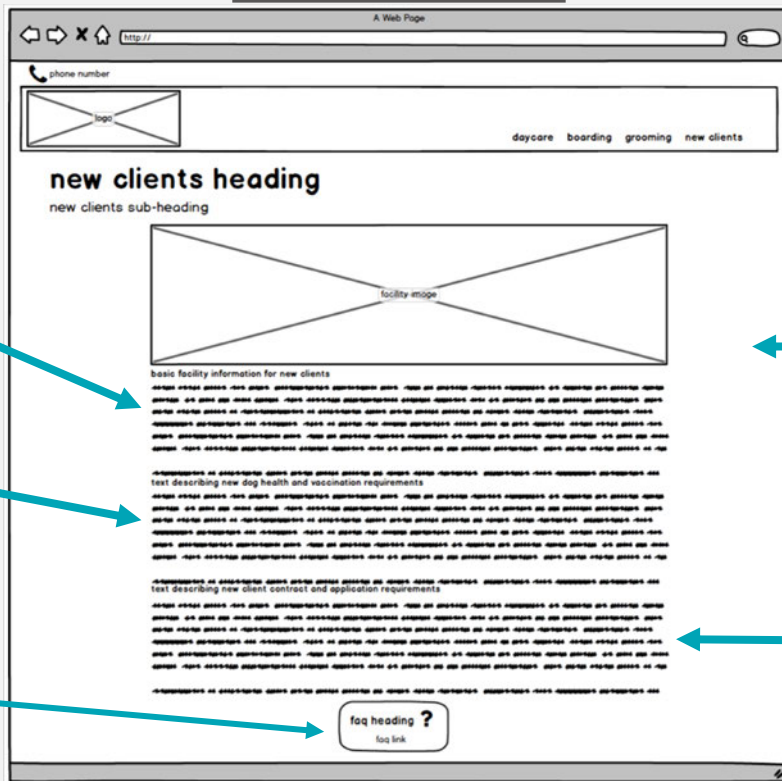
Additional grooming information

FAQ link



Wireframes: Results

New Clients Page



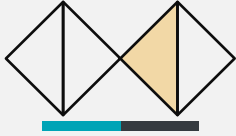
Facility information

Health & Vaccination reqs.

FAQ link

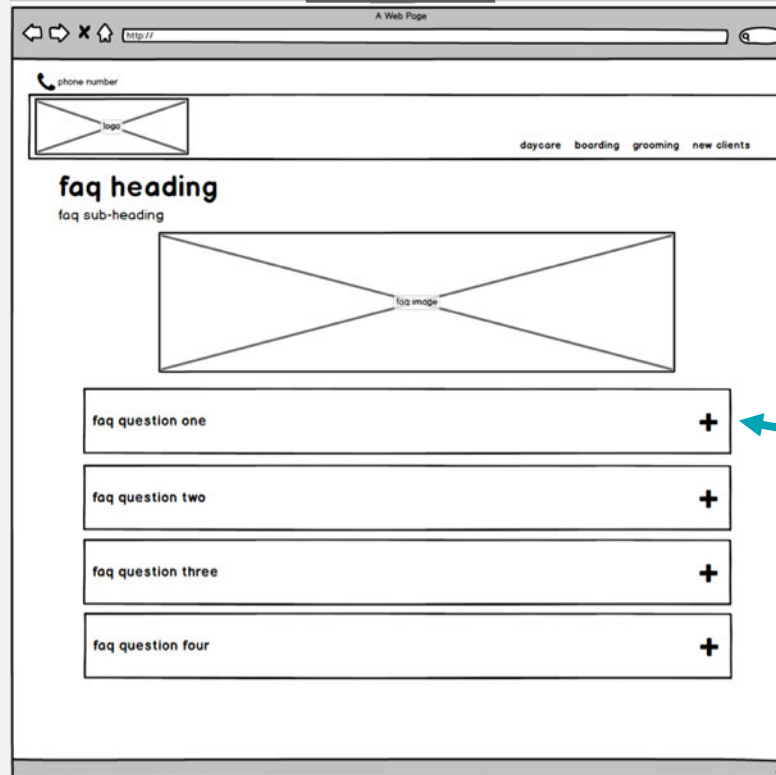
New Clients page dedicated to providing facility info and various vaccination and applications requirements

New client contract and application reqs.

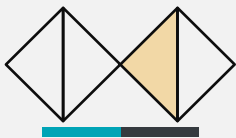


Wireframes: Results

FAQ Page



Collapsible
FAQ questions
via +/- buttons



Wireframes: Results

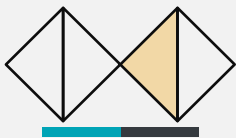
- After presenting my wireframes to the rest of my team, I received the following feedback:

Strengths

- Clean layout
- Organized and consistent
- Columns on service pages to organize information
- FAQ button at the bottom of each page

Weaknesses

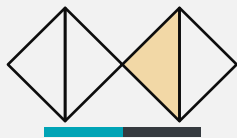
- Too much text
- Split up services means more text
- New client page may be unnecessary
- No direct link to FAQ page in navbar
- Footer appears very tall



Mockup: Introduction

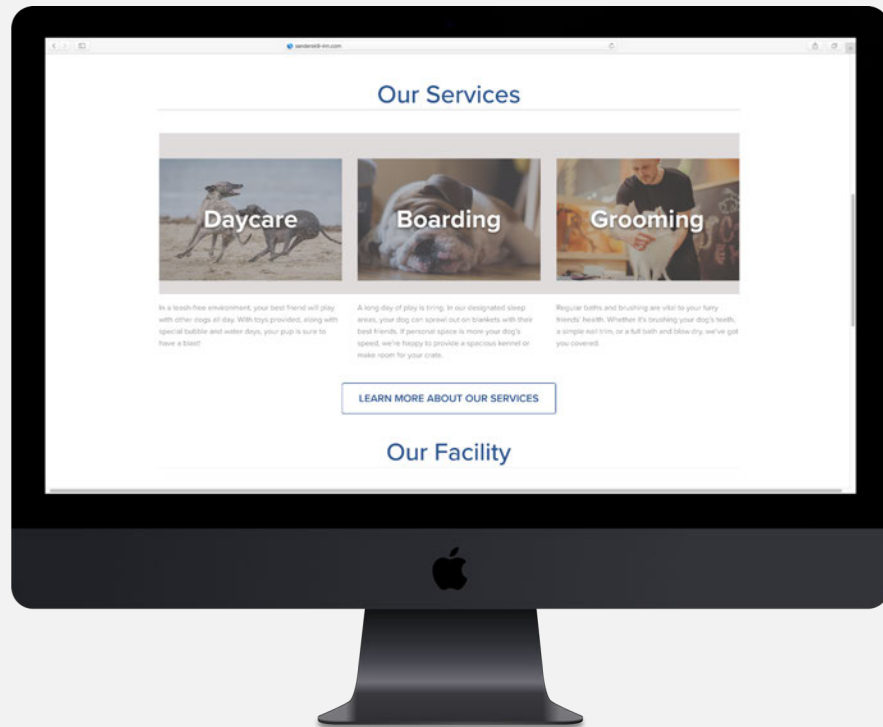
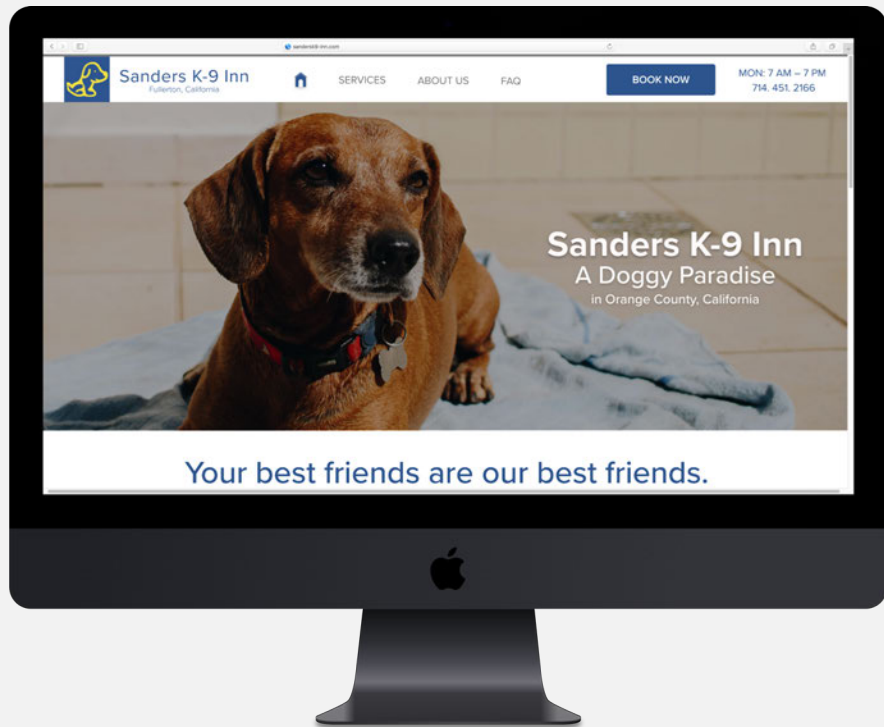
- After further presenting, discussing, and critiquing our wireframes internally, we began to transition from wireframes to mockups.
- These mockups were intended to be high fidelity and show not just the general idea but also demonstrate functionality and aesthetics.
- Tools used:
Adobe Xd

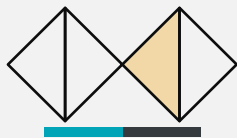




Mockup: Results

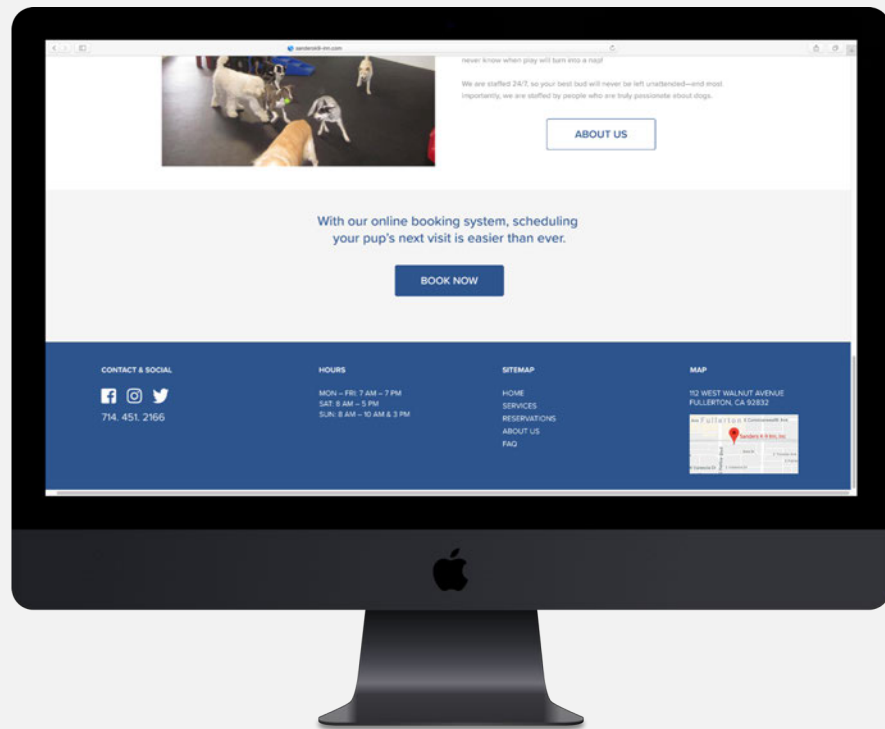
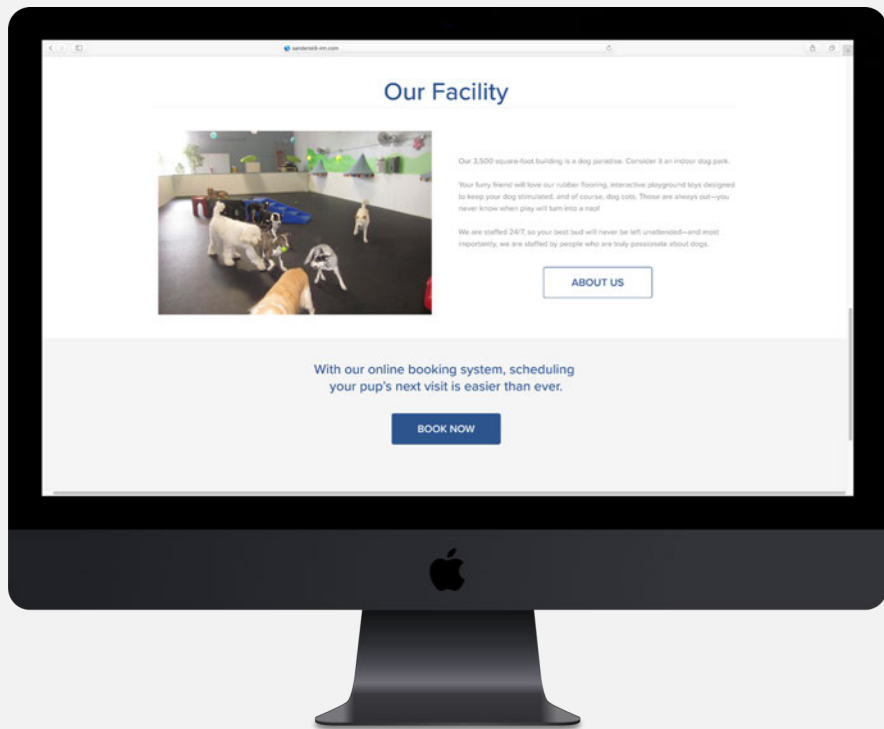
Homepage

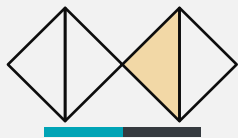




Mockup: Results

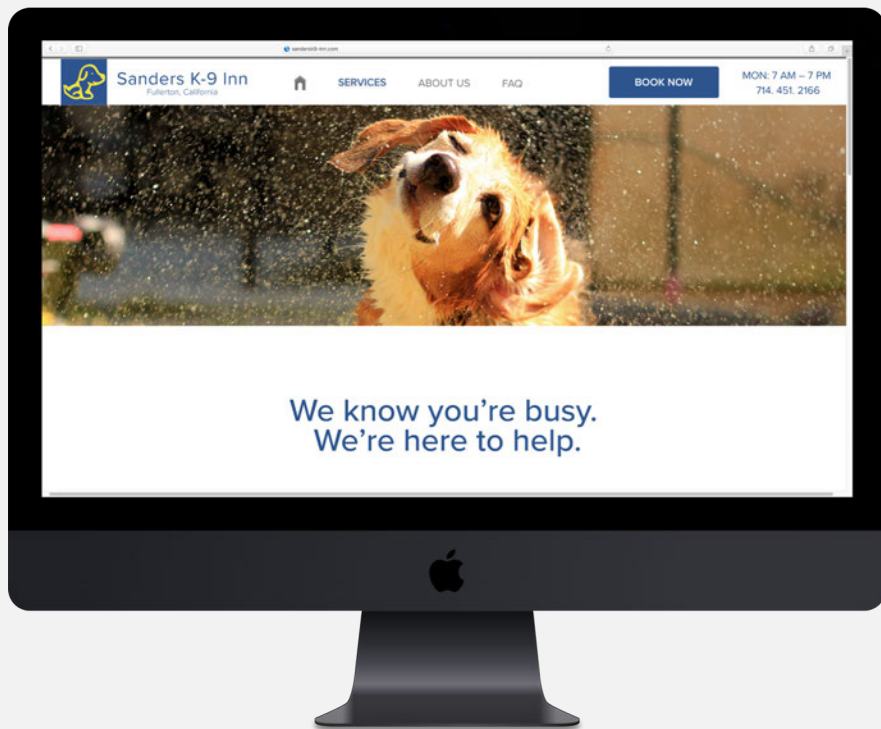
Homepage

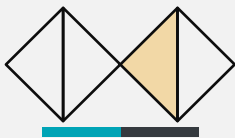




Mockup: Results

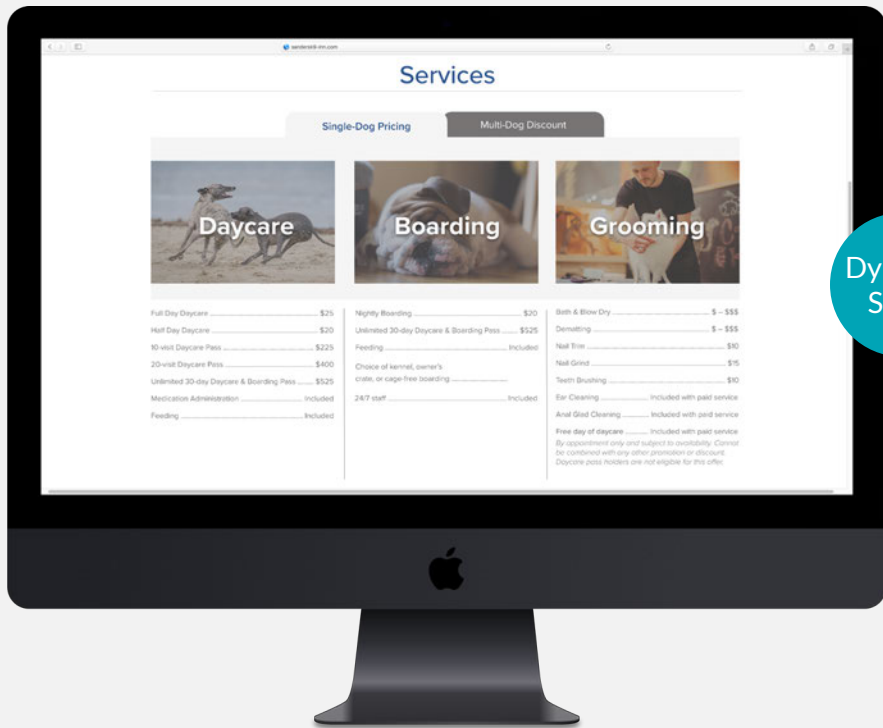
Services



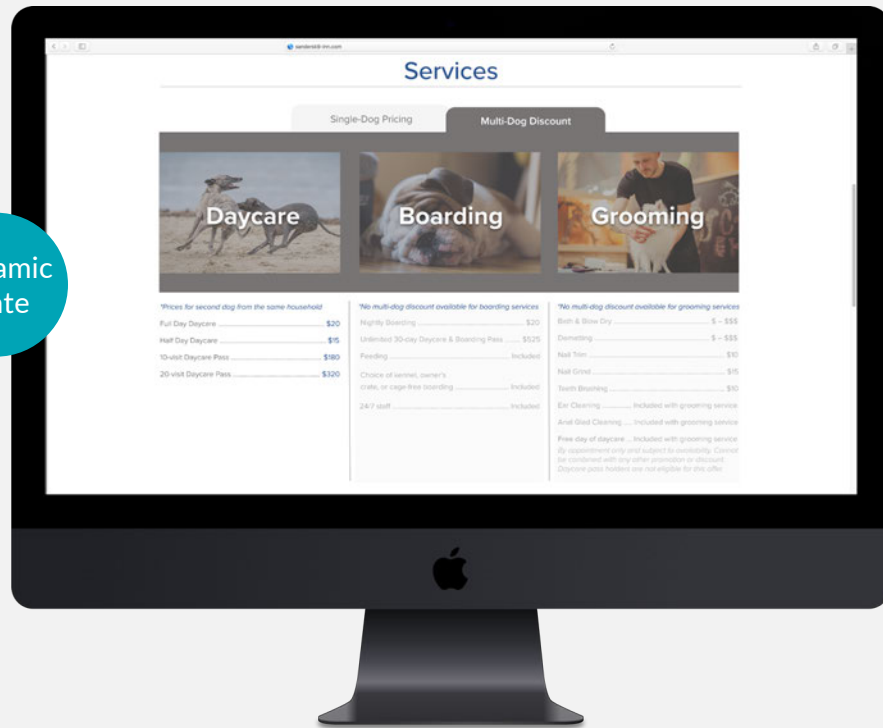


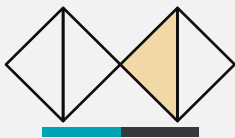
Mockup: Results

Services



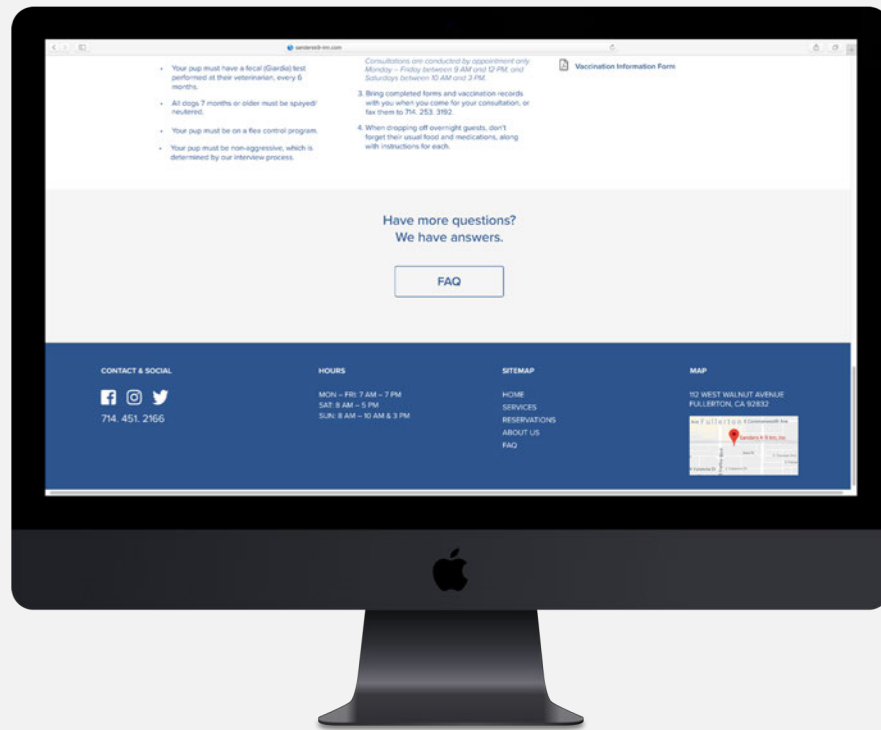
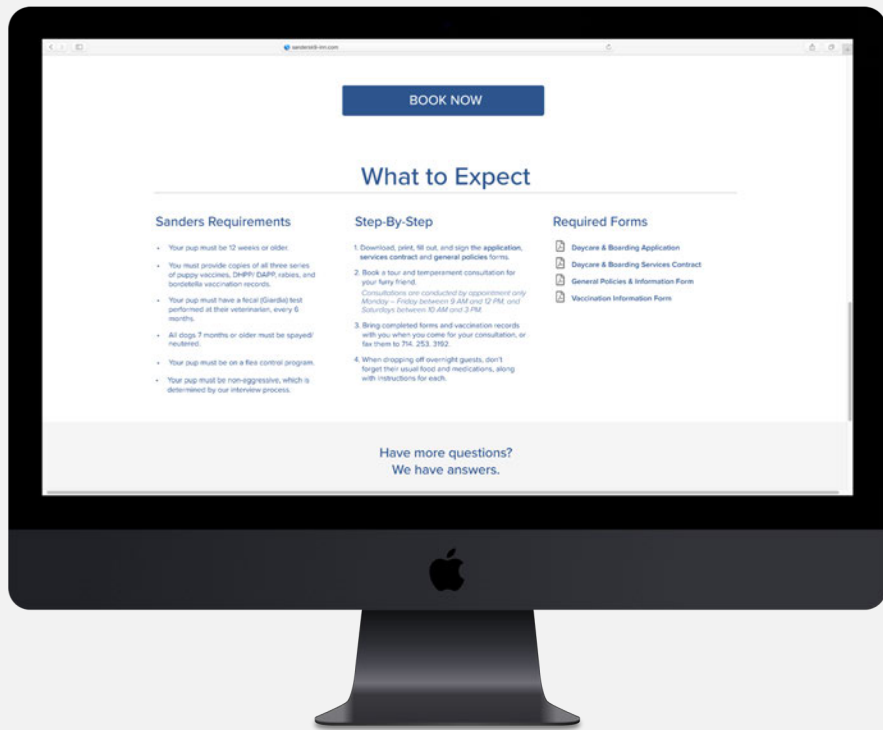
Dynamic State

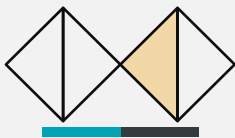




Mockup: Results

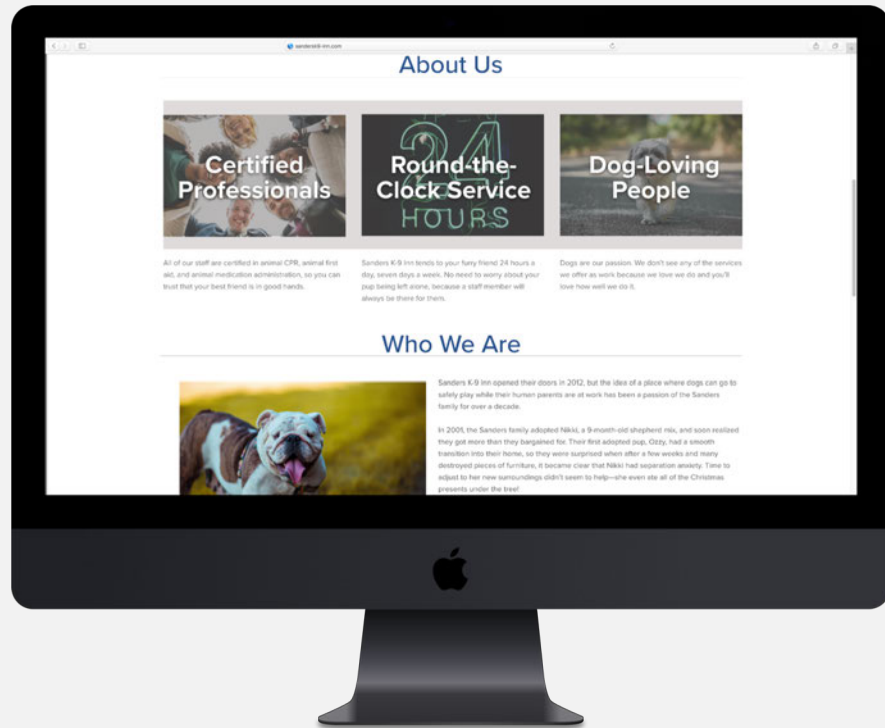
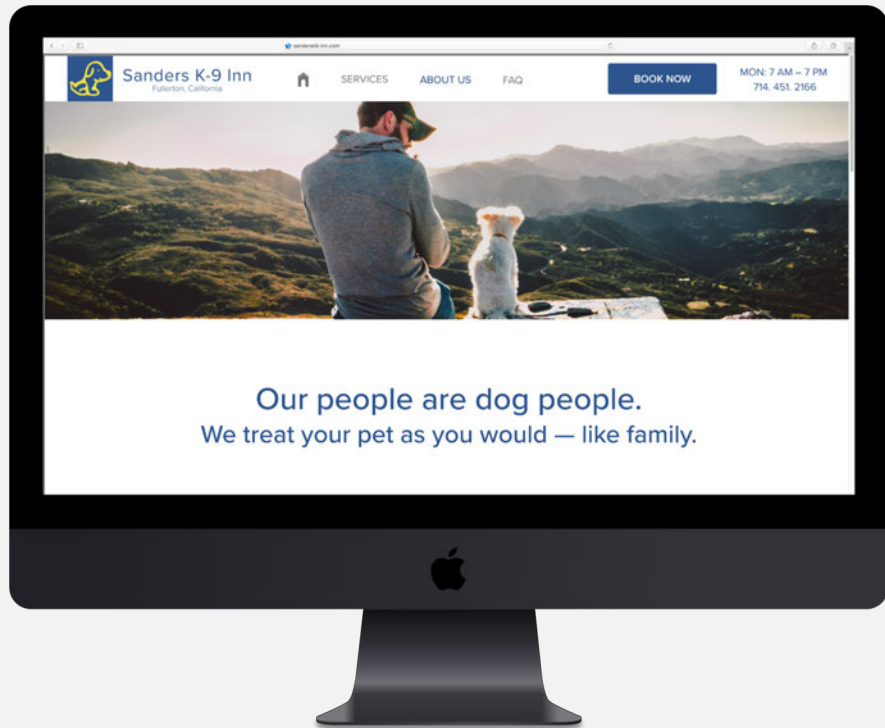
Services

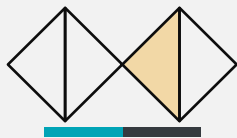




Mockup: Results

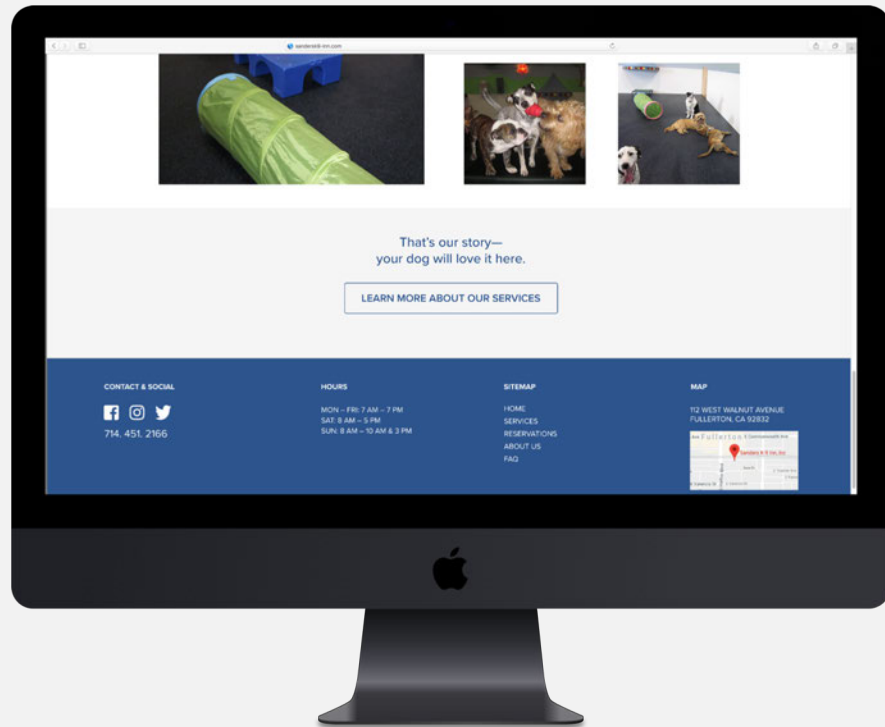
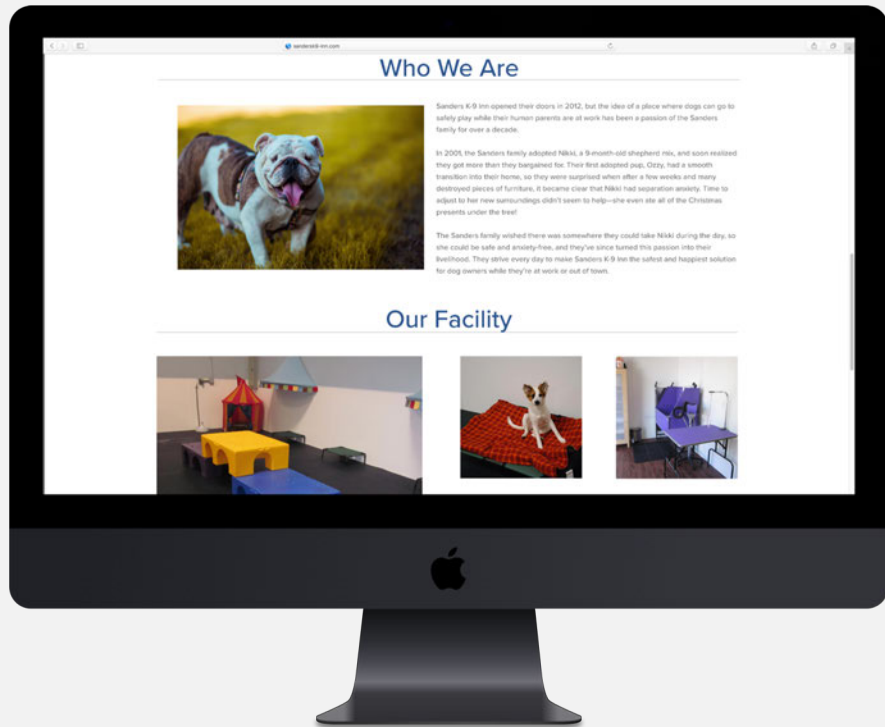
About Us

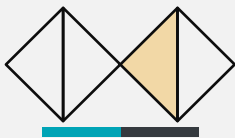




Mockup: Results

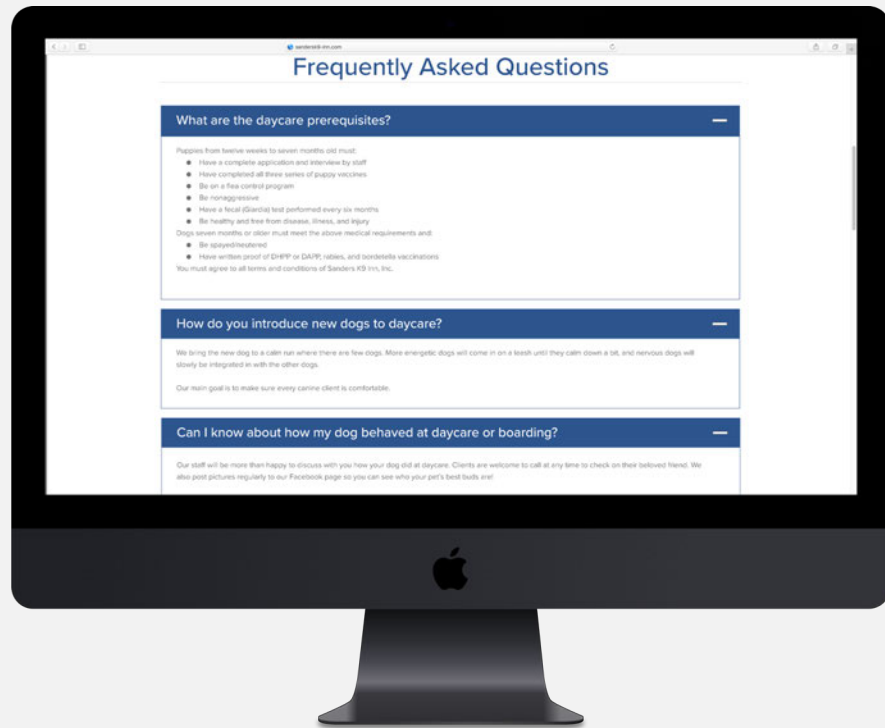
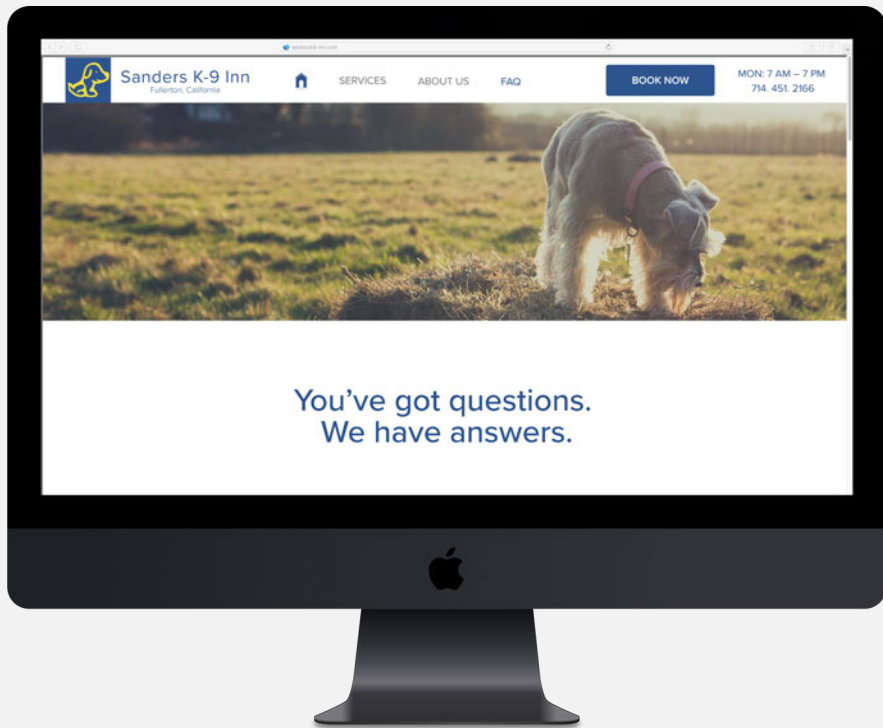
About Us

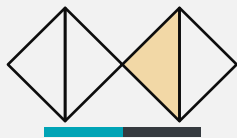




Mockup: Results

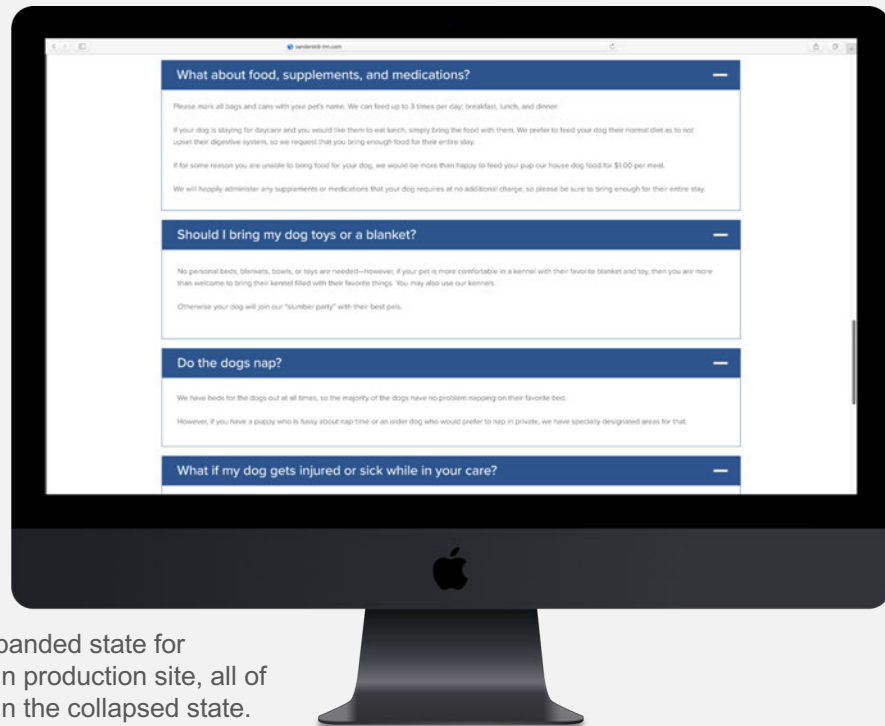
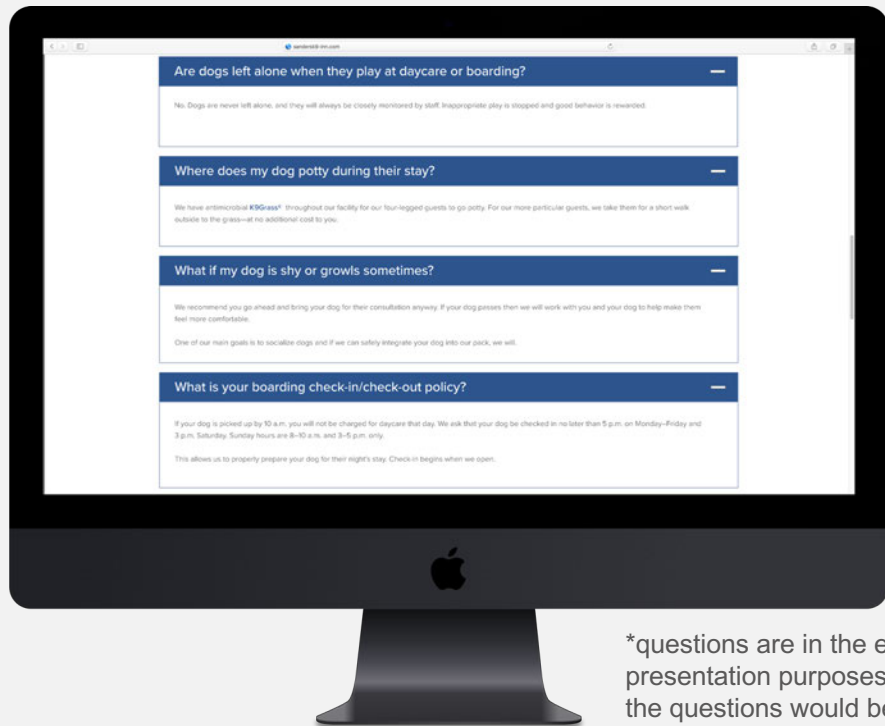
FAQ



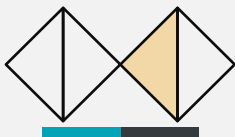


Mockup: Results

FAQ

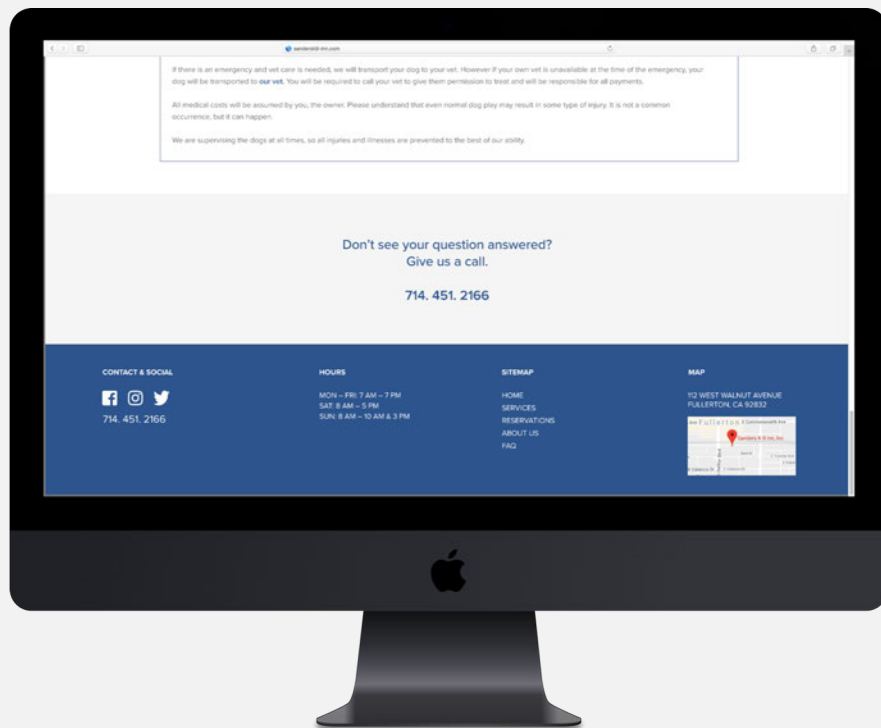


*questions are in the expanded state for presentation purposes. In production site, all of the questions would be in the collapsed state.

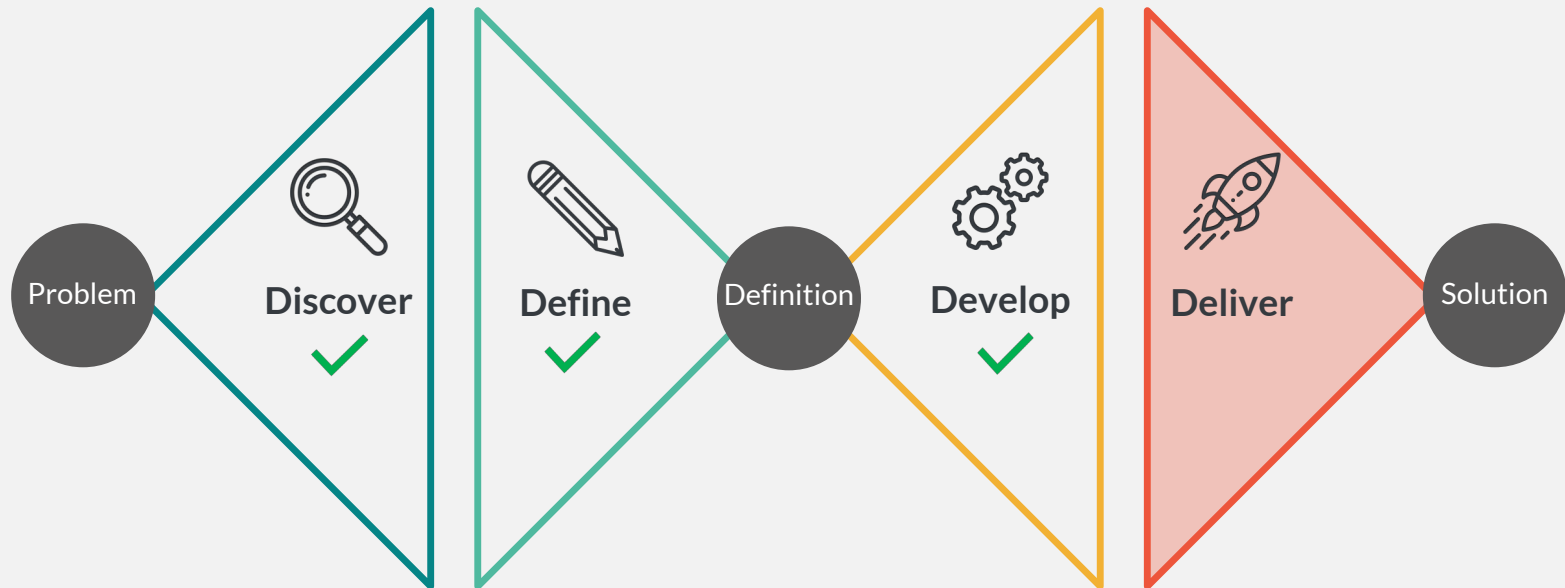


Mockup: Results

FAQ

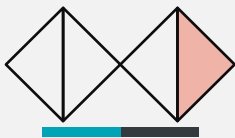


The Double Diamond Framework



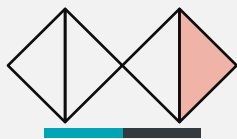
Deliver

Cognitive Walkthrough 2



Cognitive Walkthrough 2: Introduction

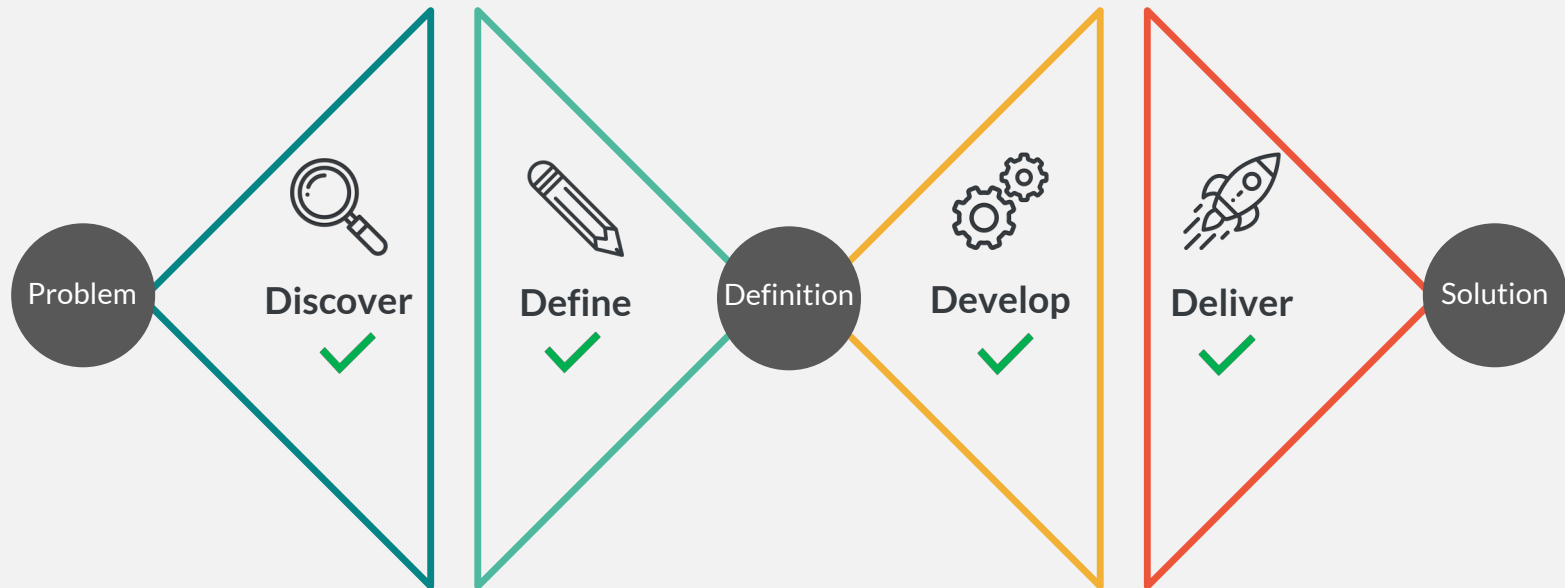
- During the second cognitive walkthrough, the team used the same tasks as the initial cognitive walkthrough. This was done to gauge how our changes impacted the overall usability of the website. As before, each team member rated each step as “pass” or “fail” depending on how easy the task would be for a new user to complete. Tasks were then given an overall pass or fail rating and further evaluated using [Nielsen’s 10 general principles for interaction design](#).
- As before, if any step in the task receives a “fail” rating, then the entire task is rated as failed.



Cognitive Walkthrough 2 Results

Task	Cognitive Walkthrough 1 Rating	Cognitive Walkthrough 2 Rating
1. Find out how much a nail trim costs.	Fail	Pass
2. Find Sanders K9 Inn's address.	Fail	Pass
3. Determine the requirements for your dog to be boarded.	Fail	Pass
4. Learn about the company.	Fail	Pass
5. Access frequently asked questions.	Fail	Pass
6. Find out which services Sanders offers.	Pass	Pass
7. Determine the price of a 20-day daycare pass.	Pass	Pass
8. Determine the price of daycare for a second dog in the same household.	Pass	Pass
9. Find the forms required by Sanders.	Fail	Fail
10. Find Sanders K9 Inn hours.	Pass	Pass
11. Book a service online.	N/A (new task for cw2)	Pass
Overall	Fail (40% success rate)	Pass (90% success rate)

The Double Diamond Framework



The Conclusion



Conclusion

Our proposed solution targets many usability pain points in using Sanders K9 Inn's current website. It aims to provide a modern aesthetic while offering Sander K9 Inn customers the information that they want in a thoughtful and useful way.

Our redesign performed well in the second cognitive walkthrough and saw an **improved passing rate of 90%**.

Given more time and resources, we would have loved to have:

- Prototyped our mockup
- Done more usability testing and made appropriate changes iteratively
- Redlined our final mockup
- Brought our design to fruition and launched the new website

Questions?



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