

Cat Sitters

Christina Sng

Project overview



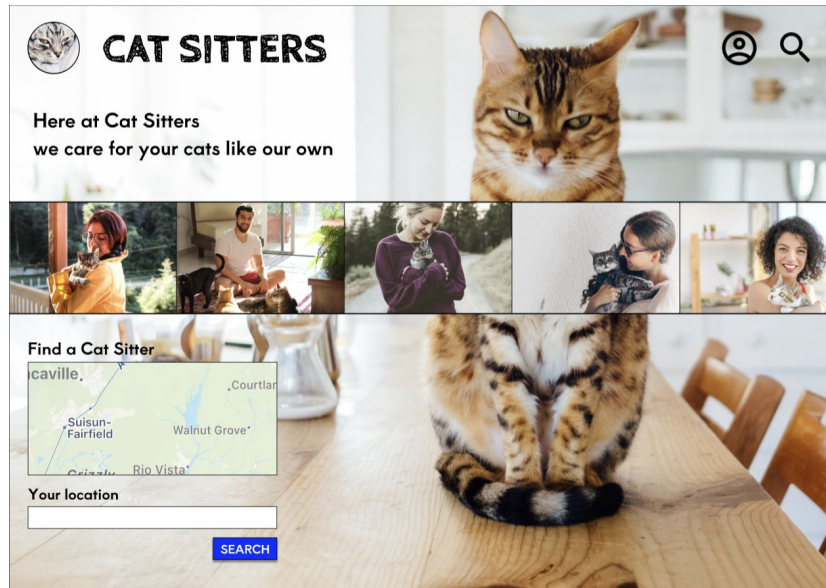
The product:

Cat Sitters exists to connect sitters who have the unique hands-on experience of cat care with cat parents who want better care for their cats when they are away.



Project duration:

January - February 2022



Project overview



The problem:

Cat sitters are not often easy to find with most apps specialized in dog walkers and/or general pet sitting. The care for cats is very different from caring for other pets and a specialized service for cats will benefit both cats and their humans alike.



The goal:

The goal is to connect cat sitters who specialize in cat sitting with cat owners who need a reliable sitter with the requisite experience of cat care.

Project overview



My role:

My role in this project is as its UX designer and UX researcher.



Responsibilities:

I conducted interviews, created paper and digital wireframing, low and high-fidelity prototyping, conducted usability studies, accounted for accessibility, and iterated on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted moderated usability studies and interviews, and created empathy maps to understand users and their needs.

Users are typically people who prioritize their cats and have had bad experiences with generic pet sitters. They know what they want and don't want.

The research tells me that users want a dedicated cat sitting provider with cat sitters who have extensive experience with cats and reliability and accountability.

User research: pain points

1

Pain point

Sitters hired often do not know how to care for cats, leaving cats traumatized

2

Pain point

Sitters sometimes cancel, leaving users in the lurch

3

Pain point

Users feel it is hard to find experienced and reliable cat sitters

4

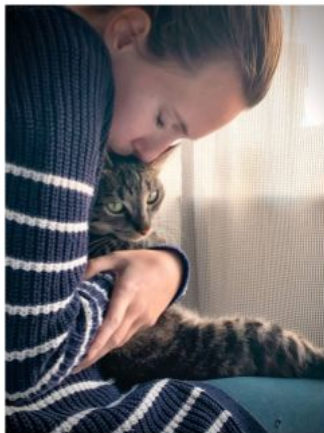
Pain point

Users have experienced enough bad experiences with pet sitting service providers to feel jaded

Persona: Jenna

Problem statement:

Jenna is a fraud investigator who needs an experienced cat sitter because she is often away and has had bad experiences with sitters who do not know how to care for cats.



Jenna

Age: 35
Education: Bachelor of Science
Hometown: Austria
Family: None
Occupation: Fraud Investigator

"My cat needs someone reliable who can keep her company while I am away."

Goals

- Jenna wants someone reliable who can come to her home to sit her cat when she is unexpectedly called away overseas to work.

Frustrations

- She finds pet sitting apps catered to dog owners.
- She has been cancelled on before.
- She needs someone who can stay longer.

Jenna is a cat owner whose job sometimes takes her overseas at short notice. She has been trying to find a reliable cat sitter for her elderly cat Abby but gets frustrated with frequent cancellations or with apps catered more toward dogs. She needs the sitter to spend more time with Abby too.

User journey map

I created a user journey map of Jenna's experience using the site to help identify possible pain points and improvement opportunities.

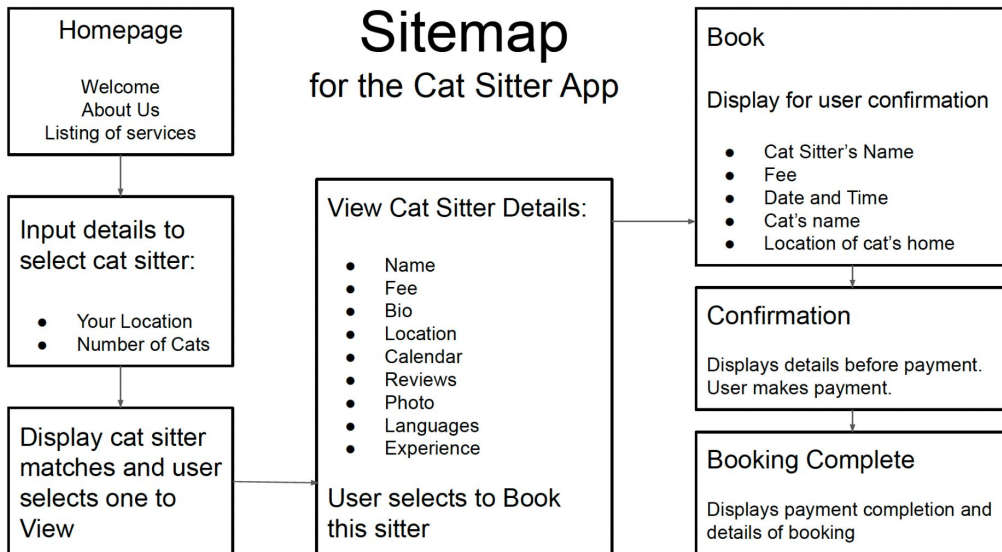
Persona: Jenna

Goal: I want to book a reliable and experienced cat sitter for my cat

ACTION	Visit Website or Mobile	View Cat Sitters	Read Cat Sitter Profiles and Choose One	Book and Check Details	Confirm and Pay
TASK LIST	Tasks A. Go to catsitters.com	Tasks A. Type in my location and see cat sitters near me	Tasks A. Read profiles B. Choose the one that resonates with me most	Tasks A. Type in booking details B. Check details	Tasks A. Confirm details B. Pay C. See the Booking Confirmed page
FEELING ADJECTIVE	Hopeful Skeptical Apprehensive	Curiosity Hopeful	Joy Relief	Focused	Pleased Satisfied Happy
IMPROVEMENT OPPORTUNITIES	Location should be detected if user chooses the option and voice commands	Sorting should be adjustable from newest to oldest, by fee, and by rating	Would like more details on cat sitter and more reviews	Make text resizable with + - tabs	Will I get an email confirmation or go to a My Bookings page?

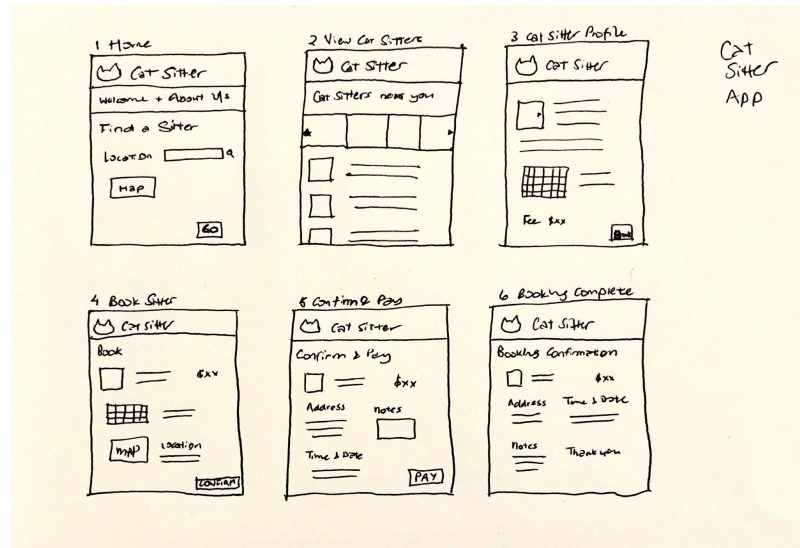
Sitemap

The goal is to make bookings smooth and easy for users but also to present sufficient information about the sitter's experience and reviews for the user to make a sound selection.



Paper wireframes

I began sketching for mobile because I believe in building from small screens to big. The functionality is clear in this project and the important part is the information provided and the smoothness of the booking process.



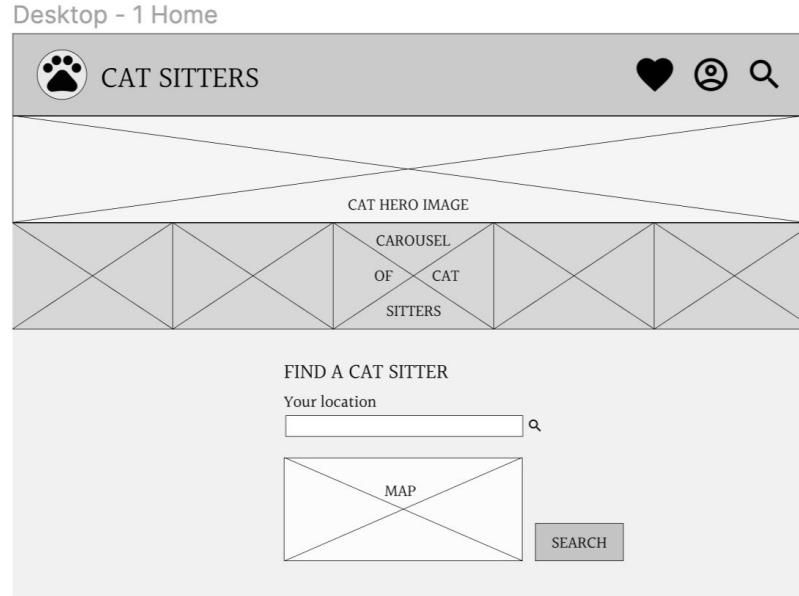
Paper wireframe screen size variation(s)

I began with the mobile wireframe and thought about how to expand the page to fit in a larger screen to create a different web experience. The answer was to utilize more images of cat sitters with their cats to create a warm, welcoming environment for the users.



Digital wireframes

The goal is to offer reliable cat sitters to users and the review system generally works well for most services similar to this. A focus on these help to make the product a better one for cat sitters and the users.



The carousel shows top-rated cat sitters which will help users make a selection

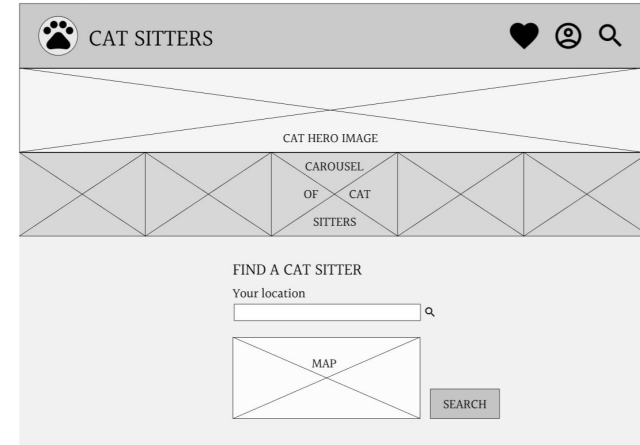
Users can input their location to choose nearby cat sitters

Digital wireframe screen size variation(s)

The goal is to give options to users. They input their location to choose nearby cat sitters then view their profiles. The carousel will feature top-rated cat sitters so users can see who is more reliable.



Desktop - 1 Home

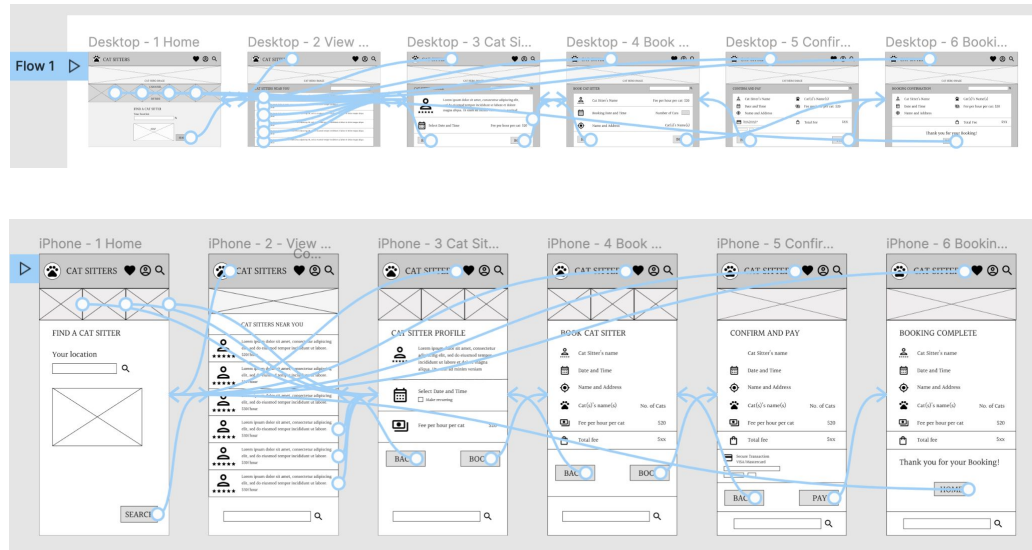


Low-fidelity prototype

The user flow is straightforward and direct to cater to a seamless booking experience.

Link to [Low-Fidelity Prototype in Desktop](#)

Link to [Low-Fidelity Prototype in Mobile](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Singapore, remote



Participants:

5 participants



Length:

15 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users want accountability
by cat sitters

2

Finding

Users want a way to vet
cat sitters

3

Finding

Users want reliable and
experienced cat sitters

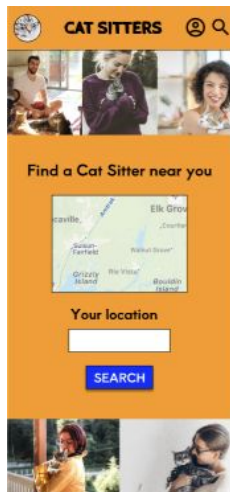
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

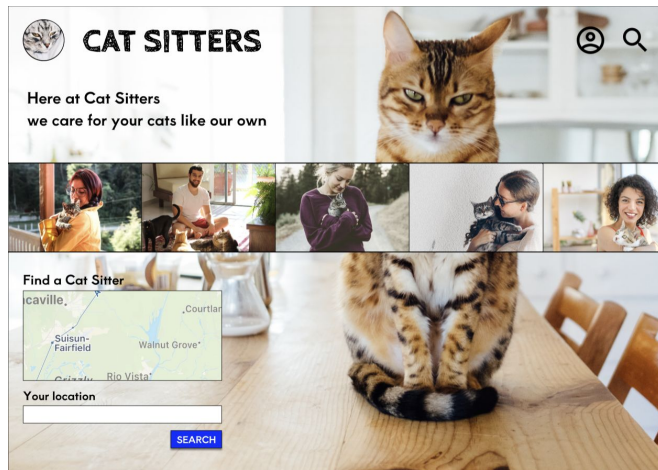
Mockups

My first mockup was created in mobile to make it scalable and focus on the features. I wanted the focus to be on the booking experience and the sitters. User feedback mentioned the preference for a simple and quick booking process and a quick view of top-rating sitters to save them time so I have included the top-rated profiles on the carousel.

Before usability study



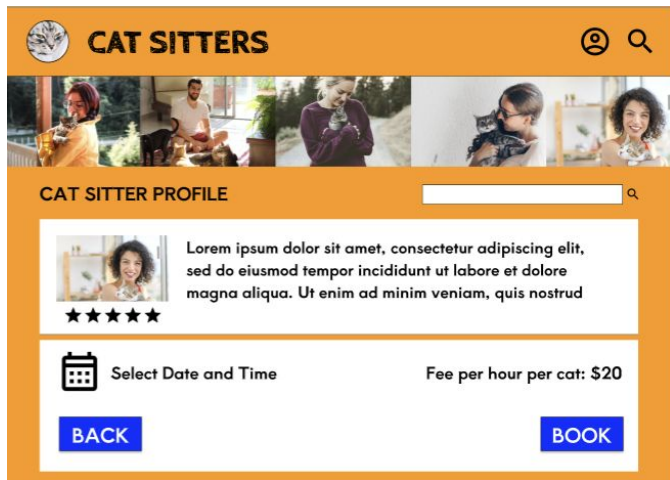
After usability study



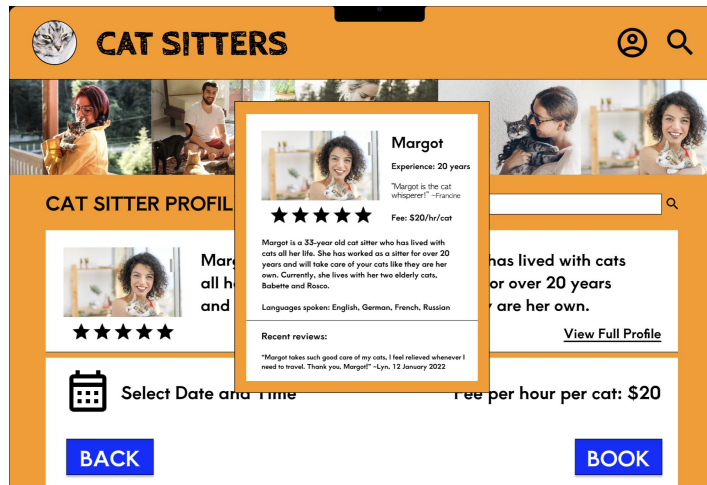
Mockups

I wanted to keep the biodata and booking option above the fold and so decided on an overlay that would present the biodata of the cat sitter. User feedback prompted for more biodata that would help them choose a reliable and experience sitter. Clicking View Full Profile pulls up the overlay.

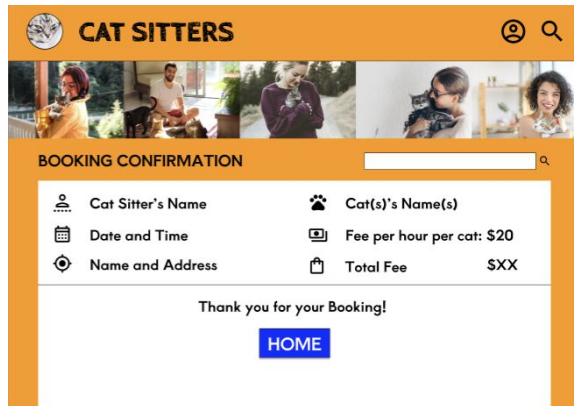
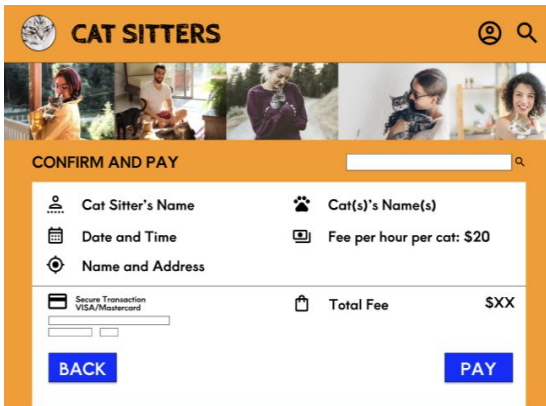
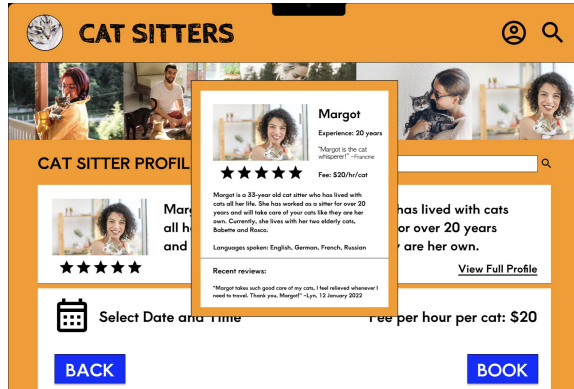
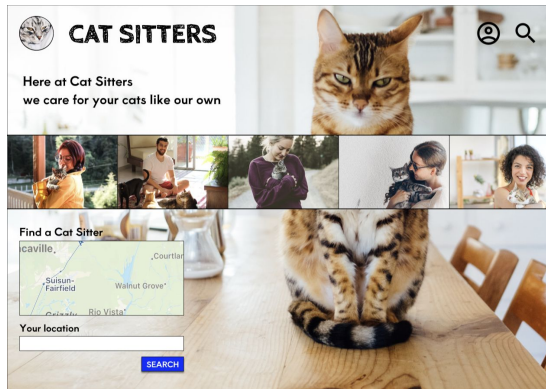
Before usability study



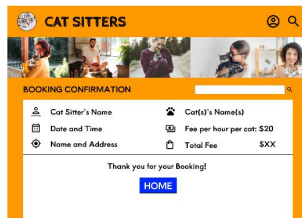
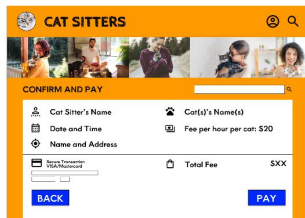
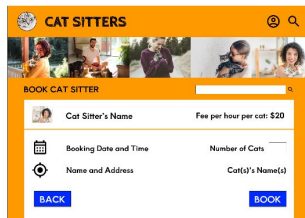
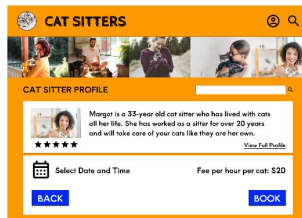
After usability study



Mockups: Original screen size



Mockups: Screen size variations



High-fidelity prototype

I kept the user flow simple and straightforward. The goal is for the user to find a sitter they want and make a booking.

[Link to High Fidelity Prototype of different screens](#)



Accessibility considerations

1

There are multiple avenues to navigate the site

2

Fonts are made as large as possible to alleviate eye strain

3

Buttons are large and consistent, and kept far apart enough so users don't accidentally press the wrong one

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Having a dedicated cat sitters website will go a long way in ensuring cat parents get the best care for their cats.

"Cats only? This would be great." ~Participant B



What I learned:

I learned that even simple designs can make the lives of users much better. Being a cat parent myself and having bad experiences with boarding and cat sitters, I know firsthand the importance of having someone who is empathetic and knowledgeable about cat care looking after my cat. I hope this website will be built for the benefit of cat parents who need this.

Next steps

1

I would like to see this built and test it again in real life

2

Expanding the website would be a next step, to include Booking Histories and a list of Favorite Cat Sitters, just in case your regular cat sitter is unavailable for various reasons

3

I would like to build an app for it

Let's connect!



Hi! I'm Chris and I believe that good UX can change the world.

View my portfolio at <https://christinasng.net>