

Community Cat Tracker

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Project overview



The product:

The Community Cat Tracker allows cat rescuers and feeders to track and report the locations of the community cats they care for.



Project duration:

January to February 2022

The screenshot shows the Community Cat Tracker app interface. At the top, there is a green header with the app logo (a white circle containing a black cat silhouette), the text "Community Cat Tracker", and icons for a heart and a person. Below the header, the main content area features a background image of a ginger kitten in a grassy field. Overlaid on this image are three white rectangular boxes with black text. The first box, titled "FIND CATS", contains the links "My Cats", "Report Sighting", and "Check Tracker". The second box, titled "REGISTER", contains "Add Cat" and "Add Tracker". The third box, titled "HELP US", contains "Sponsor Tracker" and "Be a Sighter". Below these boxes is a section titled "RECENTLY SEEN CATS" with three columns: "Kitty" with a photo of a tabby cat, "Lady and Jasper" with a photo of two ginger cats, and "Jack" with a photo of a black and white cat. At the bottom of the app, a green footer contains the text "24-hour vet: 65 768 9999" and "Pet ambulance: 990".

Project overview



The problem:

Too often, community cats go missing, to the distress of the rescuers and feeders who care for them.



The goal:

Our goal is to give the carers of community cats a way to track their cats via a tracking collar and via live reports by registered sighters.

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
- Competitive audit
- Ideation

User research: summary



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

The users consisted of two groups: the first are the young and dedicated tech-savvy cat advocates who patrol regularly to ensure the community cats are in good shape. They also keep a mental tally of the cats. The second group are elderly cat feeders who largely remain in their area to feed cats in the community they care for. They are less savvy with technology but most do use a smartphone due to the numerous low cost options and high Internet penetration rate in Singapore.

This research taught me that accessibility goes a long way in making apps more usable for everyone.

Persona 1: An Ling

Problem statement:

An Ling is a community cat carer who needs an app on her smartphone to find her cats who have gone missing.



An Ling

Age: 64

Education: Primary

Hometown: Singapore

Family: None

Occupation: Fruit Stall Assistant

"I just want to make sure my cats are okay. So sad when they disappear."

Goals

- An Ling wants a way to find out where her missing cats have gone.

Frustrations

- There has been no way to find missing cats except for calling SPCA and AVA to find out if they have been caught and culled.

An Ling is a cat feeder who has been taking care of cats in her community for over ten years. She is most distressed when cats suddenly go missing and she never finds out what happens to them. She wants a way to locate them and is happy to learn how to use an app to do that.

Persona 2: Sam

Problem statement:

Sam is a writer and cat lover who needs an app to track her community cats on the go because too many go missing and are never seen again.



Sam

Age: 25

Education: Bachelor of Science

Hometown: Singapore

Family: Parents and brother

Occupation: Writer

“Cats are notorious for hiding in the smallest of places. When our cats vanish, there’s virtually no way to find them. What I’d give to see them again.”

Goals

- Sam wants a way to track community cats so that if any go missing, they can be easily found.

Frustrations

- Not knowing what happens to the cats she cares for.
- Lack of support from the general community and the authorities.

Sam is a writer who is a part of the non-profit Cat Welfare Society that cares for community cats. She is angry when cats suddenly go missing and there is no way to find out if they’ve been kidnapped, killed, or just hiding. She wants an app to locate them on the go now that the technology is here.

Competitive audit

An audit of competitors revealed that there are none. Not for community cats anyway although prototypes have been built but none implemented. Indirect competitors offer either the GPS collar or a tracking app but only for a user's own cats.

Competitive audit								
Competitive audit goal: Compare the browsing and order process of each competitor's site.								
General information								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
GPCats	Indirect	Selected countries	An app tracker tied to their GPS tracker	€49,90	https://www.gpcats.com/	Small	Cat owners in selected countries	The world's smallest and lightest GPS tracker made just for cats. No subscription needed.
Cat Tailer	Indirect	USA, Canada	Bluetooth tracker	USD\$59	https://cattailer.com/	Medium	Cat owners in selected countries	Protect your pet with this simple, small and lightweight device.
Tractive GPS	Indirect	175 countries	GPS tracker on collar	€ 54.99 + Subscription Fees	https://tractive.com/	Medium	Dog and cat owners in 175 countries	Real-Time GPS Tracking for extra reassurance

UX (rated: needs work, okay, good, or outstanding)					
First Impressions		Interaction			
Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation
Good + Strong visual design and branding - Too much information clutter on site	Okay + Simpler and easier to read - Mobile experience not as clean as desktop	Good + Great marketing of product + Information sufficient + No subscription - Does not work in every country, including Singapore	Okay + Good use of visuals - Language option only in English and Dutch	Okay + Straightforward flow	Good + Comprehensive navigation menu
Good + Easy to navigate - Unnecessary clicks to get to information	Needs work - Not optimized for all screens	Good + Information clear + For local use only - Helpful info is their manual	Needs work - Not optimized for screens - Formatting can be improved	Good + Straightforward	Outstanding + Dropdown menu for navigation + Clear indication of clickable elements
Good + Useful information - Unnecessary clicks to get to information	Needs work - No information on product; only a demo	Okay + Available in 175 countries - Needs subscription plan	Needs work - Mobile app useless to new users - Requests for too many access rights before user even signs up	Needs work - Unclear on whether it is available in user's country until one scrolls to find a long dropdown menu only to discover it will work in user's country but they do not ship there - Too much information that is not helpful	Good + Clear navigation menu

Visual design		Content	
Brand Identity	Tone	Descriptiveness	
Good + Friendly, warm design + Use of many, high-quality images	Friendly and engaging	Good + Good balance of information with visuals	
Outstanding + Consistent brand design	Helpful	Good + Clear and sufficient - Helpful info should be labelled as Manual	
Okay + Clear brand identity - Not very visually engaging	Useful	Good + A lot of detail is provided - But unnecessary information is included	

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **increasing usability for the user by adding features they need.**

Community Cat Tracker



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs. These designs focused on getting sighters, cats, and trackers registered into the app and enabling sponsors to sponsor the trackers.

Users can view their cats in one page and both report on sightings and check trackers for their cats' locations

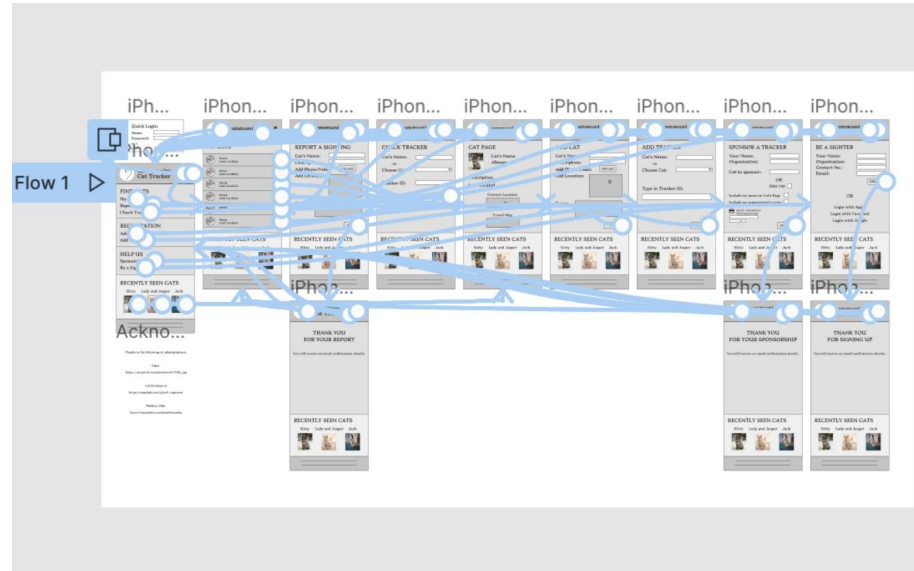


Enabling sponsorship allows more trackers to be placed on cats

Low-fidelity prototype

There are many ways to navigate depending on the task required, I implemented the sponsorship program “Sponsor Tracker” and added a favorites page “My Cats” as requested by users.

View the [Community Cat Tracker low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Singapore



Participants:

6 participants



Length:

30 minutes

Usability study: findings

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

1

Finding

Users were frustrated by having to login before reporting or tracking

2

Finding

Users wanted an option for sponsors of trackers

3

Finding

Users wanted a page to view all their cats

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The goal is to enable users to find their cats and adding their requests of a sponsorship option and My Cats page helps them to accomplish their goal.

Before usability study



After usability study



Mockups

The goal of the user to take good care of their cats. One way to do that is to have emergency numbers handy and this was requested in the interview. To meet their needs, I have included on every page the emergency numbers that will call on click for the user's convenience.

Before usability study

Community Cat Tracker

ADD CAT

Cat's Name:

Description:

Add Photo/Video:

Add Location:

Notes:

RECENTLY SEEN CATS

Kitty Lady and Jasper Jack



After usability study

Community Cat Tracker

ADD CAT

Cat's Name:

Description:

Add Photo/Video:

Add Location:

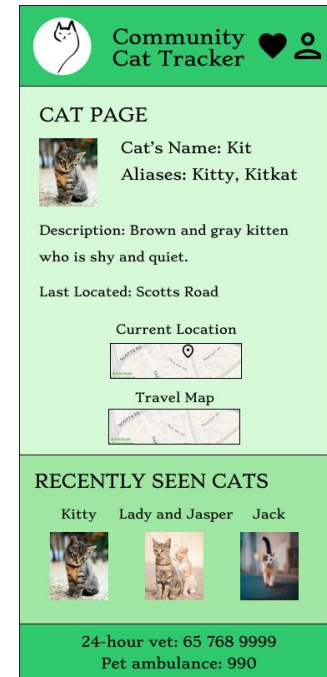
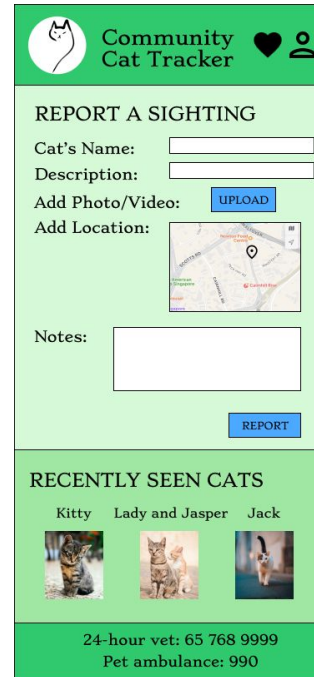
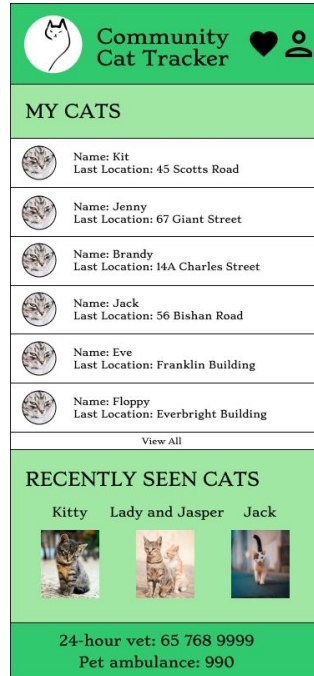
Notes:

RECENTLY SEEN CATS

Kitty Lady and Jasper Jack

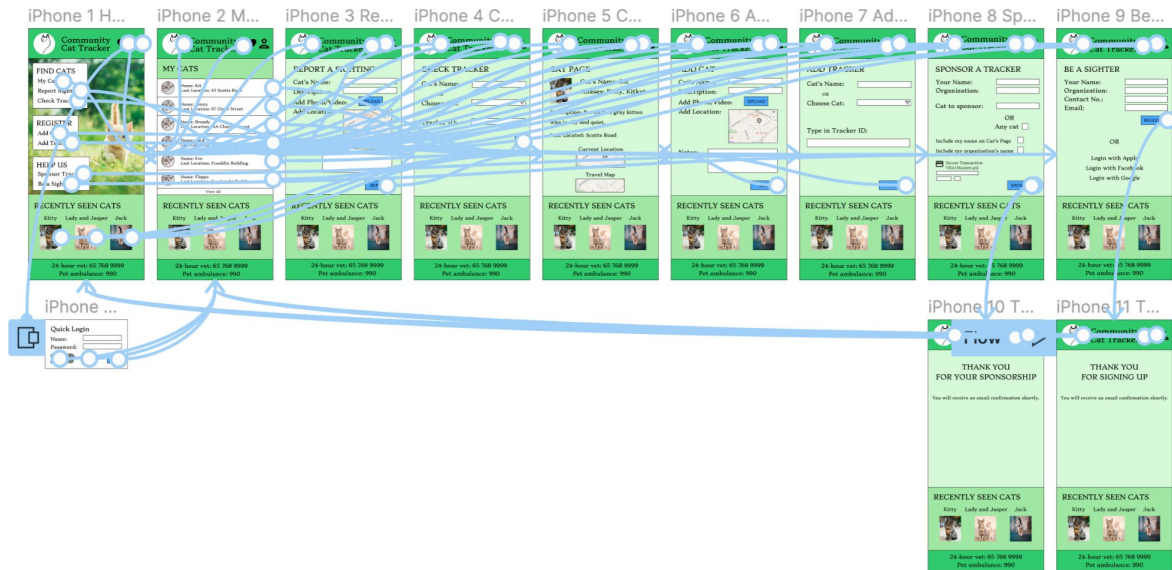
24-hour vet: 65 768 9999
Pet ambulance: 990

Mockups



High-fidelity prototype

The high fidelity prototype follows the same user flow as the low-fidelity prototype with the exception of the “Report a Sighting” function bringing the user to the “Cat Page” to see the updated information. View the [High-fidelity prototype](#) of the Community Cat Tracker.



Accessibility considerations

1

Included Face ID and fingerprint login access

2

Included Google, Apple, and Facebook sign ins for the sign up form

3

One-click to call emergency numbers on every page

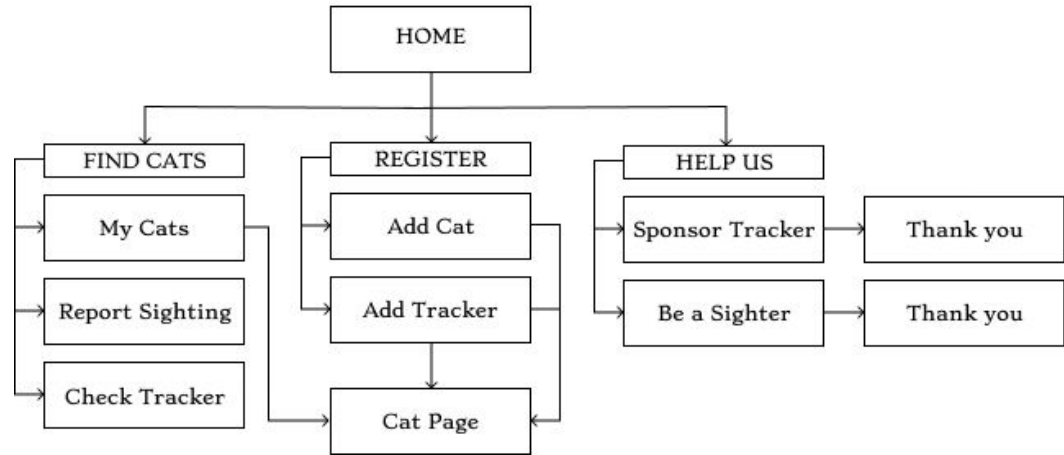
Responsive Design

- Information architecture
- Responsive design

Sitemap

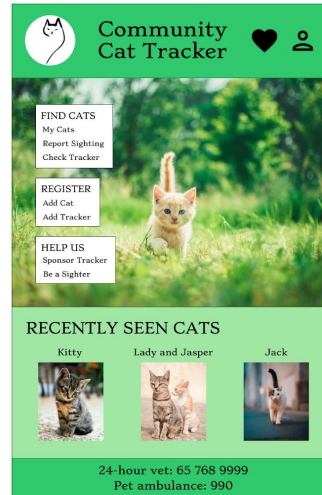
With the app designs completed, I started work on designing the responsive website. I used the sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

Sitemap of the Community Cat Tracker



Responsive designs

The designs for screen size variation includes mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size while maintaining the look and feel and navigation for older users accustomed to a familiar layout.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Given that this has never been built in the real world but has been prototyped indicates that there is a need but not enough incentive for someone to build and maintain it. I hope tapping into sponsorship will enable this to be built one day.

“If this is ever built, I’ll sleep better at night knowing where my cats are.” ~Participant C



What I learned:

I learned that there are many user needs out there not met because no one is building the products for them because there is no financial incentive to do so. Tying a self-sustaining benefit to the product may help alleviate this.

Next steps

1

I would like to see this
built and tested in the real
world

2

I would look for
sponsorship to build the
product

3

Once built, I will continue
user testing with live
users

Let's connect!



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

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