PetMinder by ReminderX: workflows and wireframes

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Introduction

ReminderX team wants to learn people's wants and needs to improve and differentiate its existing app from existing mobile apps to make ReminderX more relevant in one's everyday life. GallenUX has been contracted to provide business direction on ReminderX's future releases.

User research was conducted via recorded phone interviews and resulted in a recommendation for the next release of ReminderX to be a PetMinder app to focus the target audience to pet owners of all ages ([85 million pet owners in the USA - 2017](#)).

The digital designs represented here reflect key actions or user journeys within the PetMinder app. This document outlines workflows and wireframes for PetMinder, the next release of ReminderX.

Research Approach

A Non-Disclosure Agreement and a user research test protocol were created to conduct 4 telephone interviews. The test protocol is a script for the interviews and is designed to ask questions to ascertain the user demographic and to help start the user thinking about his/her life and how lists and reminders might fit into it. The intent is to get the user to offer up as much input as possible for those open-ended questions.

Four phone interviews were conducted and audio recorded. Each interview lasted under 30 minutes. The interviewees comprised of 3 males and 1 female within the age range of 32-73. Each person came from differing professions and had differing uses of technology in their everyday lives.
(see [User Research Test Protocol](#), [Interview Recordings](#), and [Interview Notes](#))

Research Highlights

75% of the users were pet owners. 25% of the users had a pet but was not currently a pet owner.
25% of the users were responsible for the primary care/feeding/walking of the pet.
50% of the users were somewhat involved in daily maintenance of the pet.

Pet owners who are not primary caretakers are not accustomed to pet schedule(s) or needs. They do not want to have to remember maintenance and care.

Pet owners who are primary caretakers want to have an easy way to share a pet profile to a pet sitter (or a pet owner who is not the primary caretaker) with a to-do list. Incentives and reminders can be set for completion of tasks or the entire to-do list.

Design Tenets

- Design for adoption: require a minimal amount of information to create an account;
- Make navigation intuitive: easy to use; finger-friendly tap targets;
- Design controls based on hand position: ease of use means ease of reaching CTAs and input fields with 1 hand;
- Text should be legible: 11 pts fonts, background and interface elements should contrast to make text legible;

User Persona: Aria

Age: 34

Occupation: Children's Psychologist

Comfort with mobile technology: high

Pet Owner: Dog

Marital Status: Married

Children: 2 - male and female (ages 1 & 4)

Location: Celina, TX

Narrative: She owns her own home in a gated community and works full time. When she comes home, she prepares full meals for her family as each family member requires a different diet and she feeds and walks the family dog twice a day. She enlists a neighborhood home schooled kid to feed and walk the dog for 30 minutes during mid-day.

She keeps an eye on the family budget and looks for ways to save time and ways to keep her family on track.

Goals: Aria's wishes to find an app(s) that can help ease the burden of the responsibility for remembering tasks.

Pain Points: Family plans often change at the spur of the moment and getting someone to cover the family pet care duties isn't always easy. Luckily there are plenty of neighborhood friends and kids, but availability rotates so she is often times writing the same information down for different people.

What Pet Owners Can Do

- Send a pet profile to a pet sitter via email.
- Send a pet profile to a pet sitter via SMS.
- Complete/update the pet profile.

What Pet Sitters Can Do

- Receive text from PetMinder:
  "<pet owner> would like you to take care of <pet name> starting on <day of the week>, <calendar date>."
  "Click for details."

● Receive email from PetMinder with a Pet Profile from a pet owner.

New user/pet owner setup – workflow
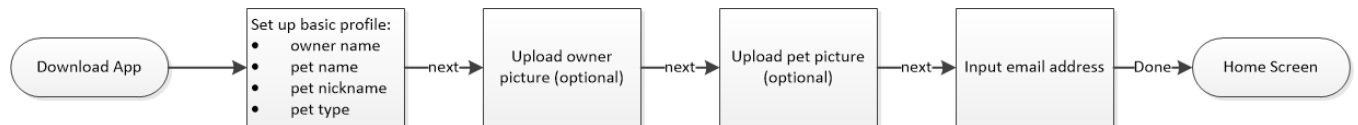
New user/pet owner setup – wireframe

Lastly, we need your email address:

<user input of a valid email address>

You will have the opportunity to fill out a more complete pet profile later.

We just want to get you setup first.

‹ Back   Done ›

<pet owner>   <pet name>

View/Edit the Pet Profile

Pet Profile Sent-To History

Send Pet Profile To...

Homepage

Complete pet profile – workflow

```
┌───────────────┐          ┌──────────────────┐     ┌──────────────────────────────────────┐     ┌──────────────────────────────────────┐     ┌──────────────────────────────────────┐
│               │  Click   │ Scroll through   │     │ Additional Pet Info: (optional)       │     │ Input Medical Info: (optional)        │     │ Input Emergency Info: (optional)      │
│  Home Screen  │─────────▶│ list             │────▶│  • Distinct physical characteristics  │────▶│  • Pet medications                    │────▶│  • Vet Name                           │
│               │  Pet     │ (fill-in info    │     │  • Pet quirks                         │     │  • Pet medication instructions        │     │  • Vet contact #                      │
└───────────────┘  Profile │ as desired)      │     │  • Feeding instructions               │     │  • Emergency Contact Name             │     │  • Vet Emergency Room                 │
                           └──────────────────┘     │  • Pet food brand and location        │     │  • Emergency Contact Number           │     │    Name and Location                  │
                                                     │  • Additional notes                   │     │  • Pet Allergies                      │     └──────────────────────────────────────┘
                                                     └──────────────────────────────────────┘     └──────────────────────────────────────┘                      │
                                                                                                                                                                   │ Update
                                                                                                                                                                   ▼
                                                                                                                                                            ┌───────────────┐
                                                                                                                                                            │  Home Screen  │
                                                                                                                                                            └───────────────┘
```
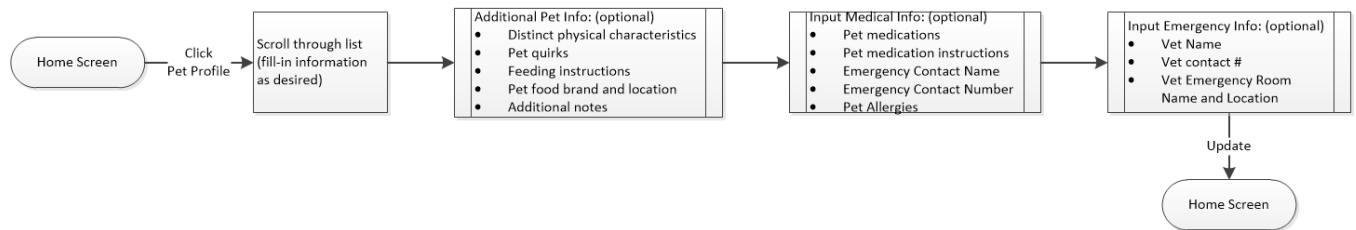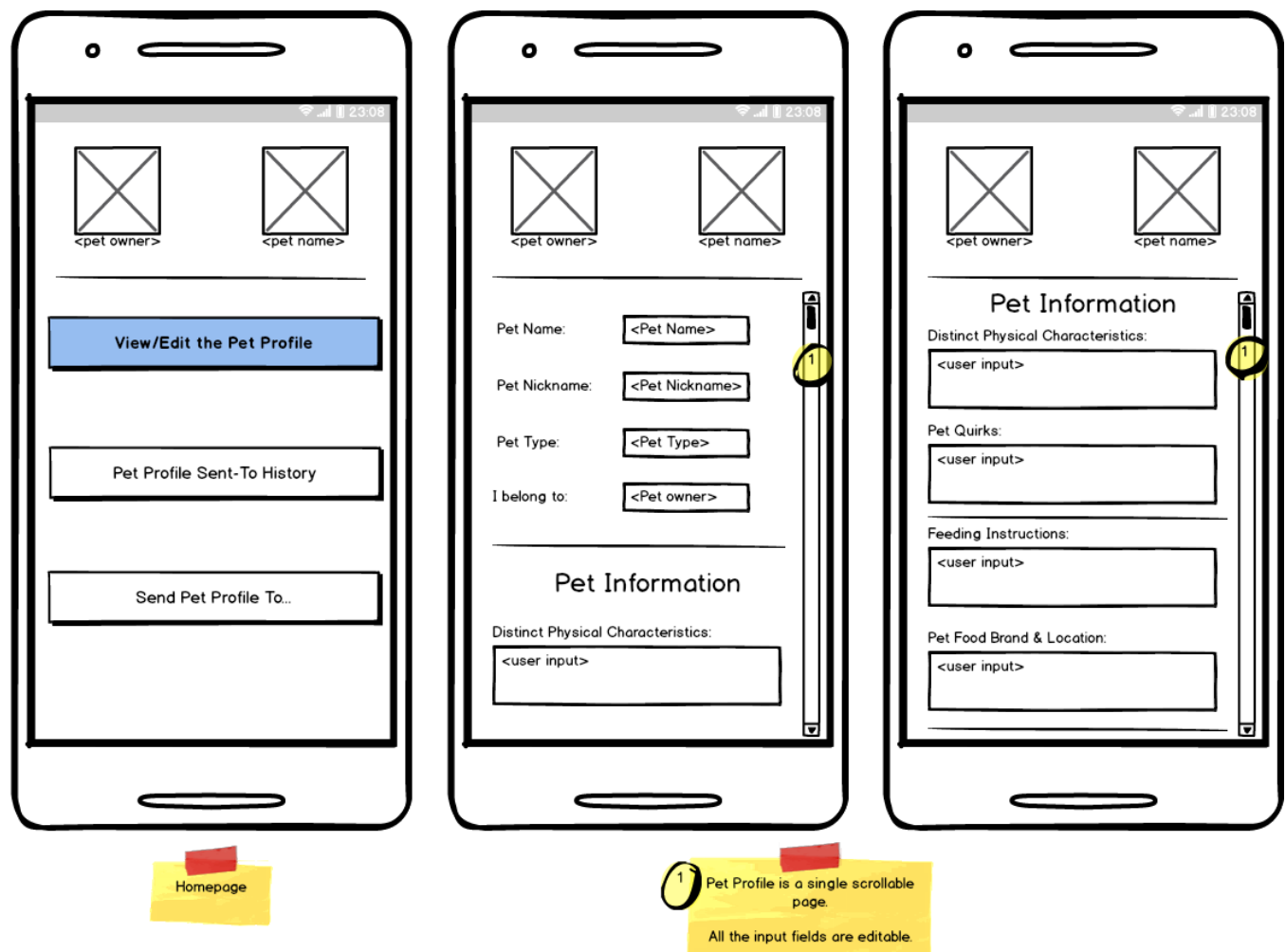
Complete pet profile – wireframe

Homepage

Pet Profile is a single scrollable page.

All the input fields are editable.

Update Profile Pictures

<pet owner>

Upload new photo

<pet name>

Upload new photo

Emergency Information

Vet Name: <Vet Name>

Emergency Information

Vet Name: <Vet Name>

Vet Contact Phone #: <Vet Phone #>

Vet ER Name: <Vet ER Name>

Vet ER Location: <Vet ER Location>

Emergency Contact Name: <Emergency Contact>

Emergency Contact #: <Emergency #>

Pet Medical Information

Pet Allergies:

<user input>

Pet Medications:

<user input>

Additional Notes:

<user input>

Cancel   Update/Done

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1 Pet Profile is a single scrollable page.

All the input fields are editable.

2 User selects Update/ Done and is returned to the Home Page

<pet owner>

<pet name>

View/Edit the Pet Profile

Pet Profile Sent-To History

Send Pet Profile To...
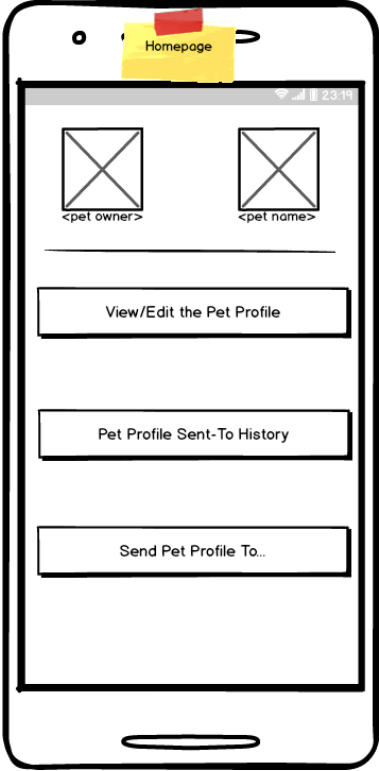
Sharing a pet profile – workflow
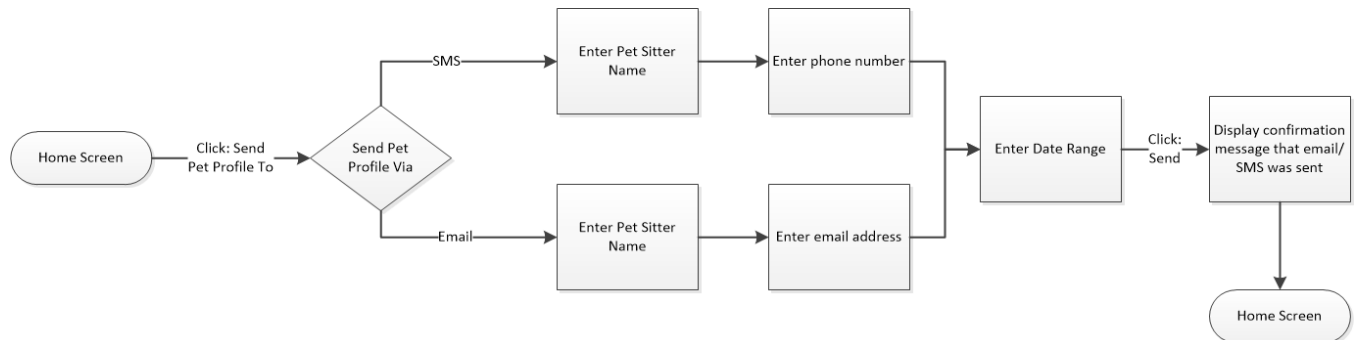
Sharing a pet profile via Email – wireframe

Screen 1 (left)

<pet owner>   <pet name>

Send to:

Success!

Your email was sent.

Return to the Homepage

⦿ Date Needed

[/ /] 📅

◯ Date Range

[/ /] 📅 to [/ /] 📅

Send Email

Screen 2 (right)

<pet owner>   <pet name>

View/Edit the Pet Profile

Pet Profile Sent-To History

Send Pet Profile To...

Sharing a pet profile via SMS – wireframe

Screen 1

<pet owner>   <pet name>

View/Edit the Pet Profile

Pet Profile Sent-To History

Send Pet Profile To...

Screen 2

<pet owner>   <pet name>

Send my pet profile via . . .

SMS

Email

Screen 3

<pet owner>   <pet name>

Send to:

Name: <Pet Sitter Name>

Phone #:   <Phone #>

◉ Date Needed
    / / 📅

○ Date Range
    / / 📅   to   / / 📅

Send SMS

Send to:

Name: <Pet Sitter Name>

Success!

Your SMS was sent.

Return to the Homepage

◉ Date Needed

/ /   📅

○ Date Range

/ /   📅   to   / /   📅

Send SMS
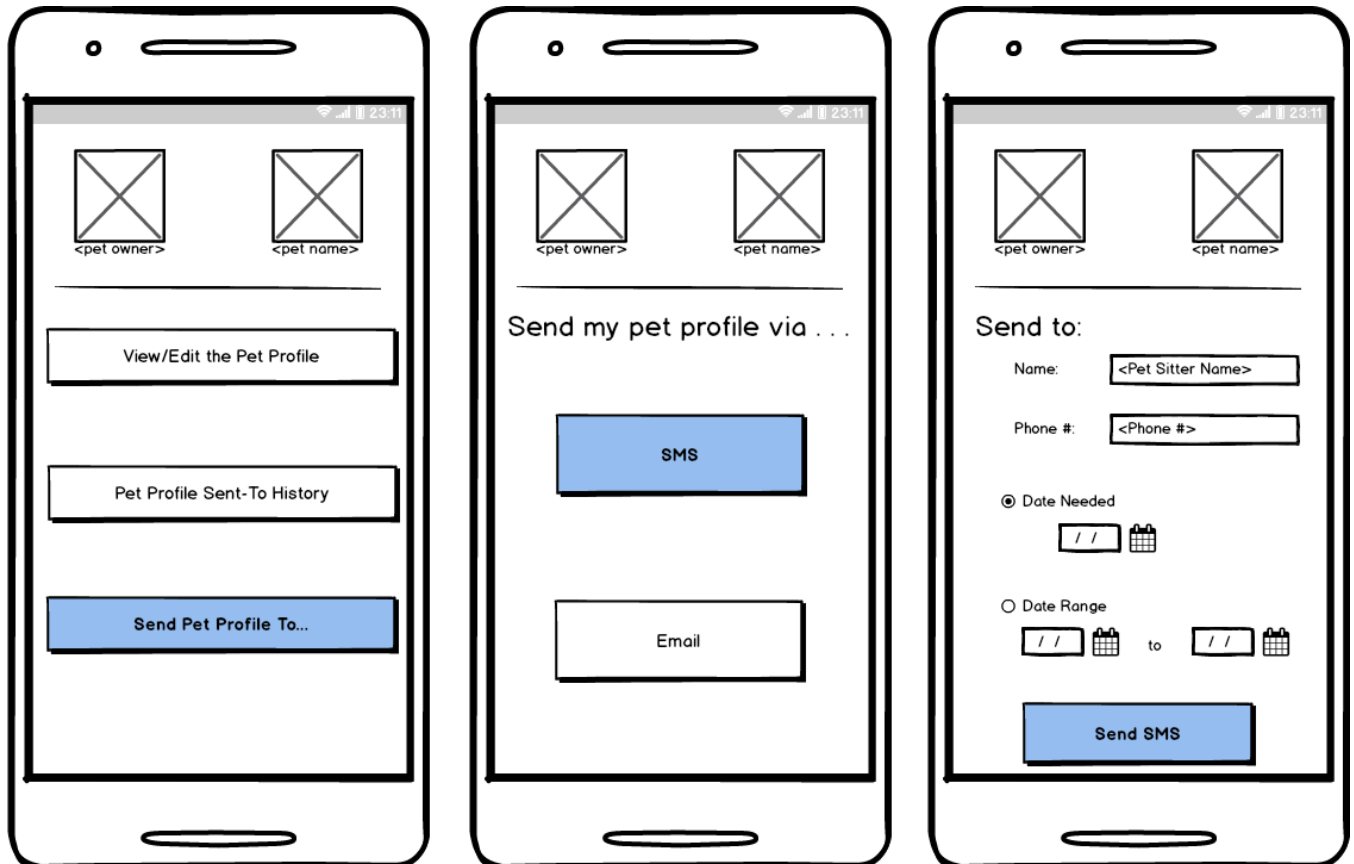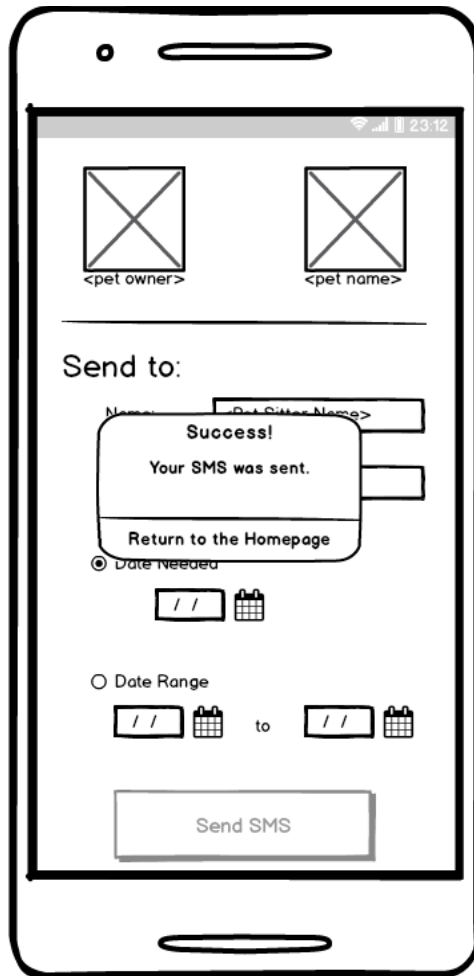
User selects <Return to the Homepage> to
be displayed the Homepage.

<pet owner>   <pet name>

View/Edit the Pet Profile

Pet Profile Sent-To History

Send Pet Profile To...
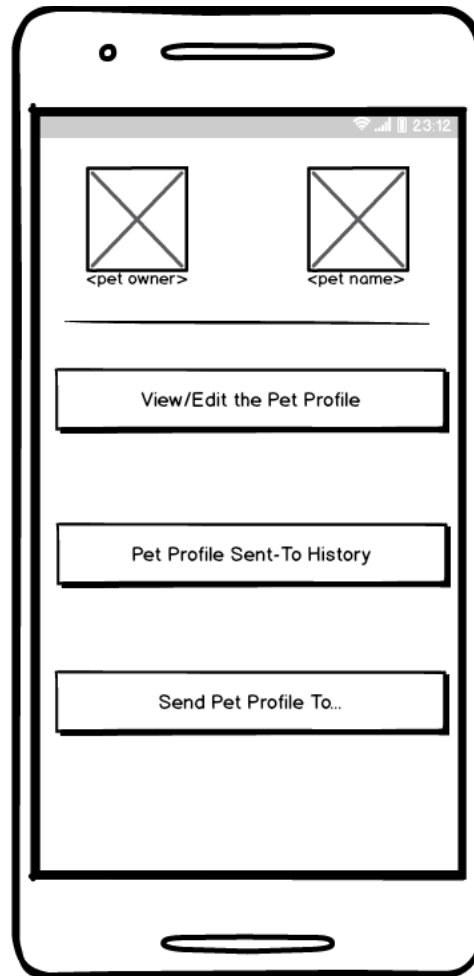
Homepage

View history of pet profiles sent – workflow

View history of pet profiles sent – wireframe

Appendices of Initial Design Sketches

Appendix I: Workflow - new user/pet owner setup

Appendix II: Wireframe - new user/pet owner setup

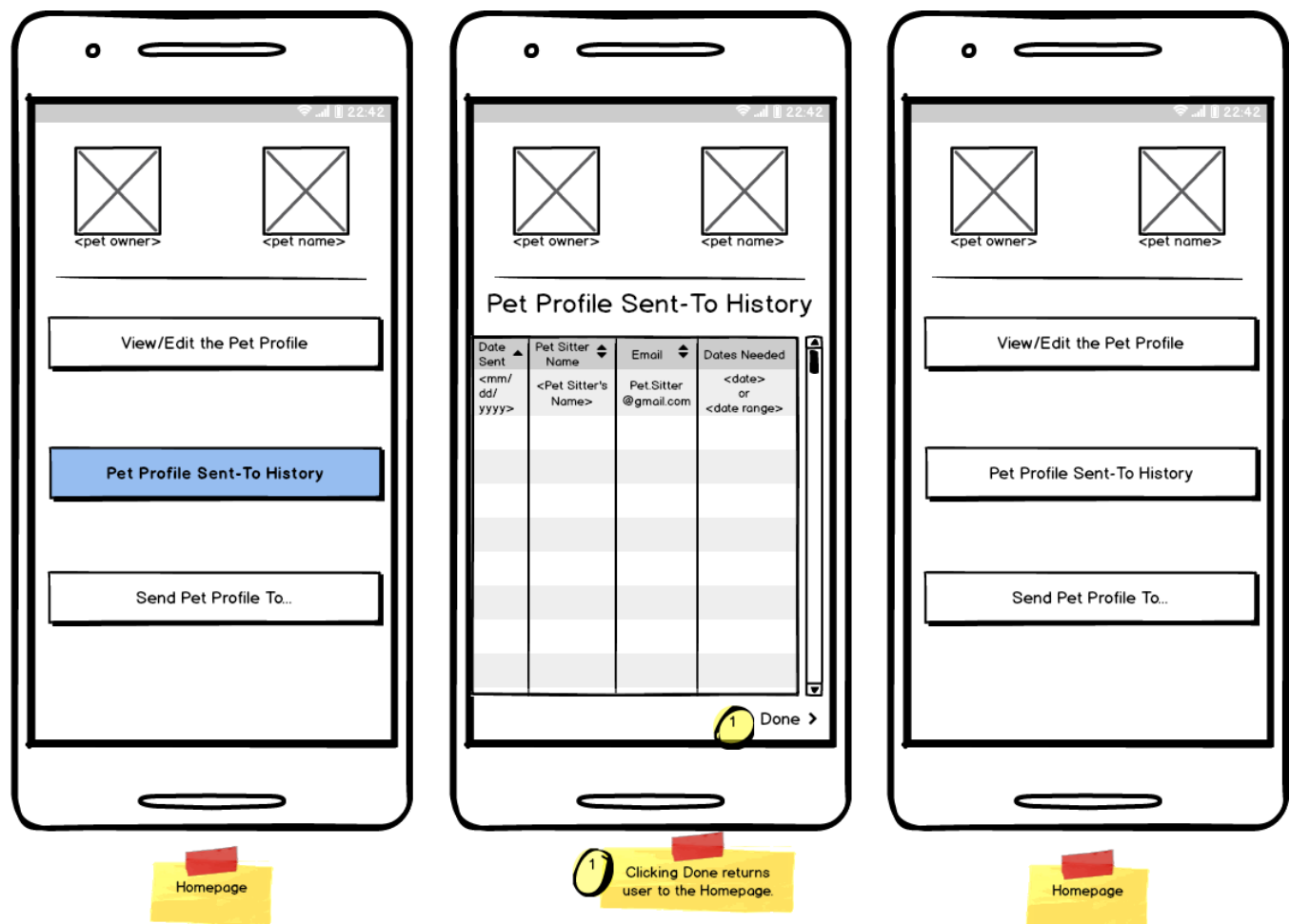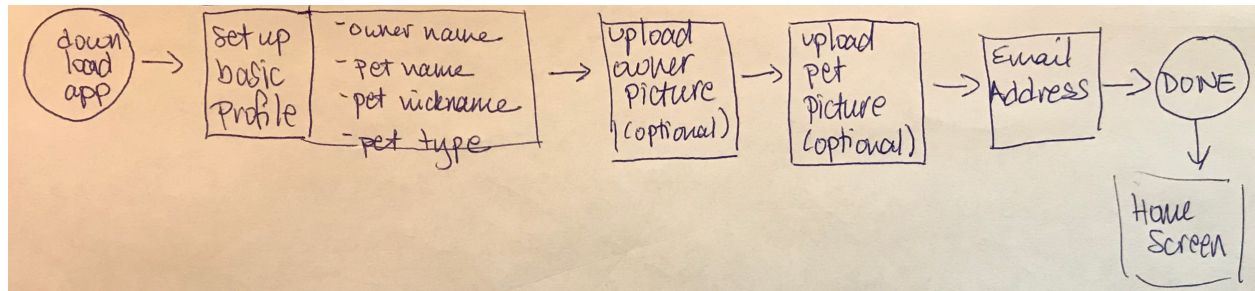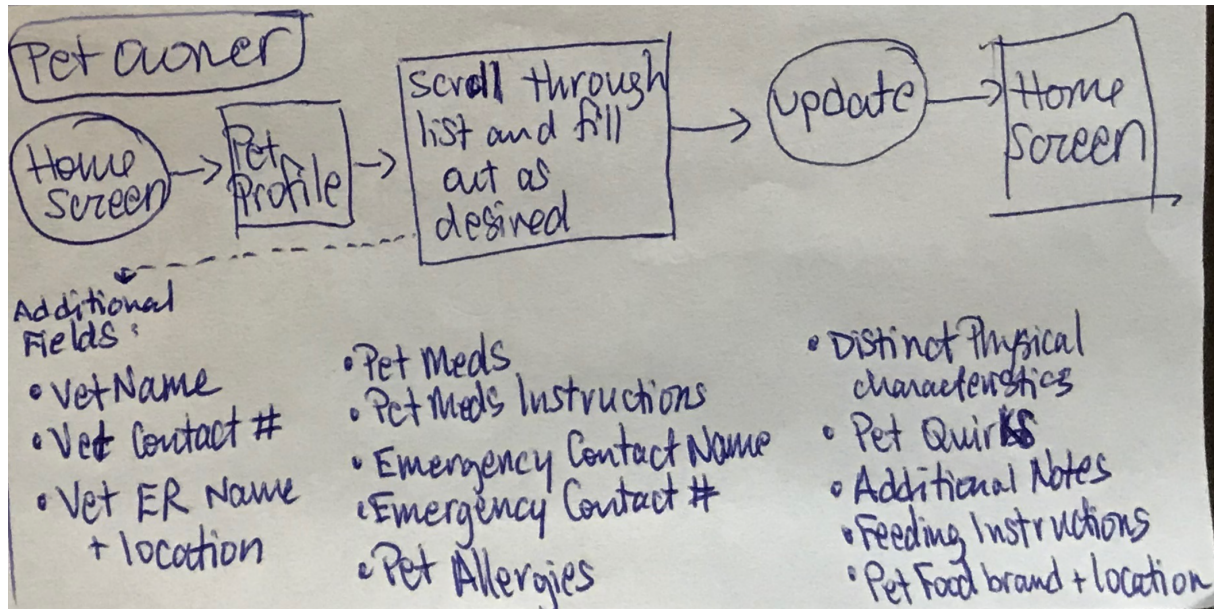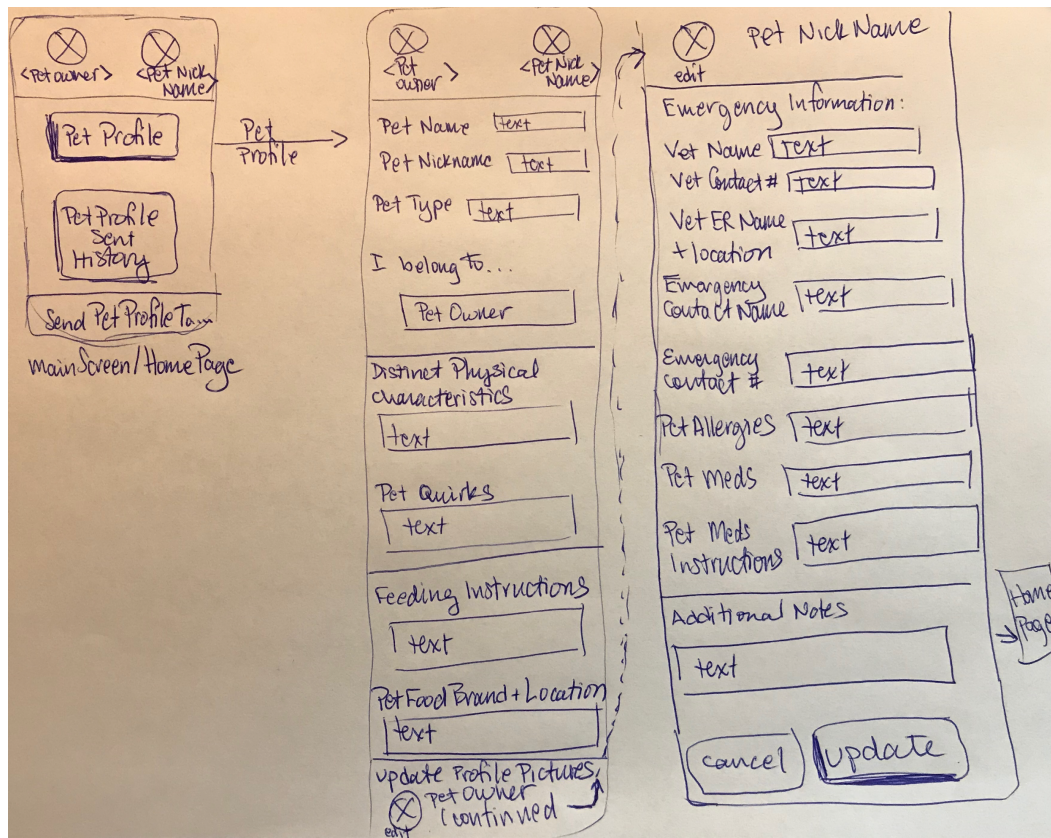# Appendix III: Workflow - complete pet profile

Pet owner

Home Screen → Pet Profile → Scroll through list and fill out as desired → update → Home Screen

Additional Fields:
- Vet Name
- Vet Contact #
- Vet ER Name + location

- Pet Meds
- Pet Meds Instructions
- Emergency Contact Name
- Emergency Contact #
- Pet Allergies

- Distinct Physical characteristics
- Pet Quirks
- Additional Notes
- Feeding Instructions
- Pet Food brand + location

Appendix IV: Wireframe - complete pet profile

< Pet owner >   < Pet Nick Name >

Pet Profile → Pet Profile

Pet Profile Sent History

Send Pet Profile To...

main Screen / Home Page

< Pet owner >   < Pet Nick Name >

Pet Name   text
Pet Nickname   text

Pet Type   text

I belong to...
Pet Owner

Distinct Physical characteristics
text

Pet Quirks
text

Feeding Instructions
text

Pet Food Brand + Location
text

Update Profile Pictures
Pet Owner (continued)
edit

Pet Nick Name
edit

Emergency Information:
Vet Name   text
Vet Contact #   text
Vet ER Name + location   text

Emergency Contact Name   text

Emergency Contact #   text

Pet Allergies   text

Pet Meds   text

Pet Meds Instructions   text

Additional Notes
text

cancel   update

Home Page

Appendix V: Workflow - sharing a pet profile

Pet Owner

Home Screen → Send Pet Profile → Send To
- Pet Sitter name
- email/phone # (based on send method selected)
- date/date range
→ SEND → Home Screen

via SMS
via Email
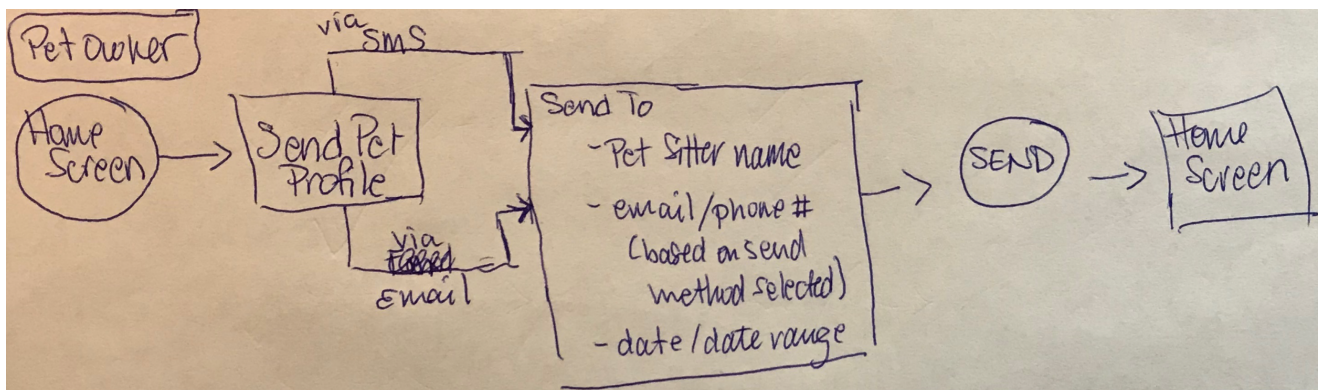
Appendix VI: Wireframe - sharing a pet profile

<PetOwner> <Pet Nickname>

Pet Profile

Pet Profile Sent History

Send Pet Profile To...

Main Screen / Home Page

Send Profile to →

<PetOwner> <Pet Nickname>

Send Pet Profile via

SMS

Email

email →
SMS

Email or SMS depending on button selected

<PetOwner> <Pet Nickname>

Send to:

Name
Pet Sitter Name

Email

⊙ DATE Needed
mm DD YYYY

○ Date Range
mm DD YYYY
to
mm DD YYYY

SEND

↓

Sends email + returns user to main screen
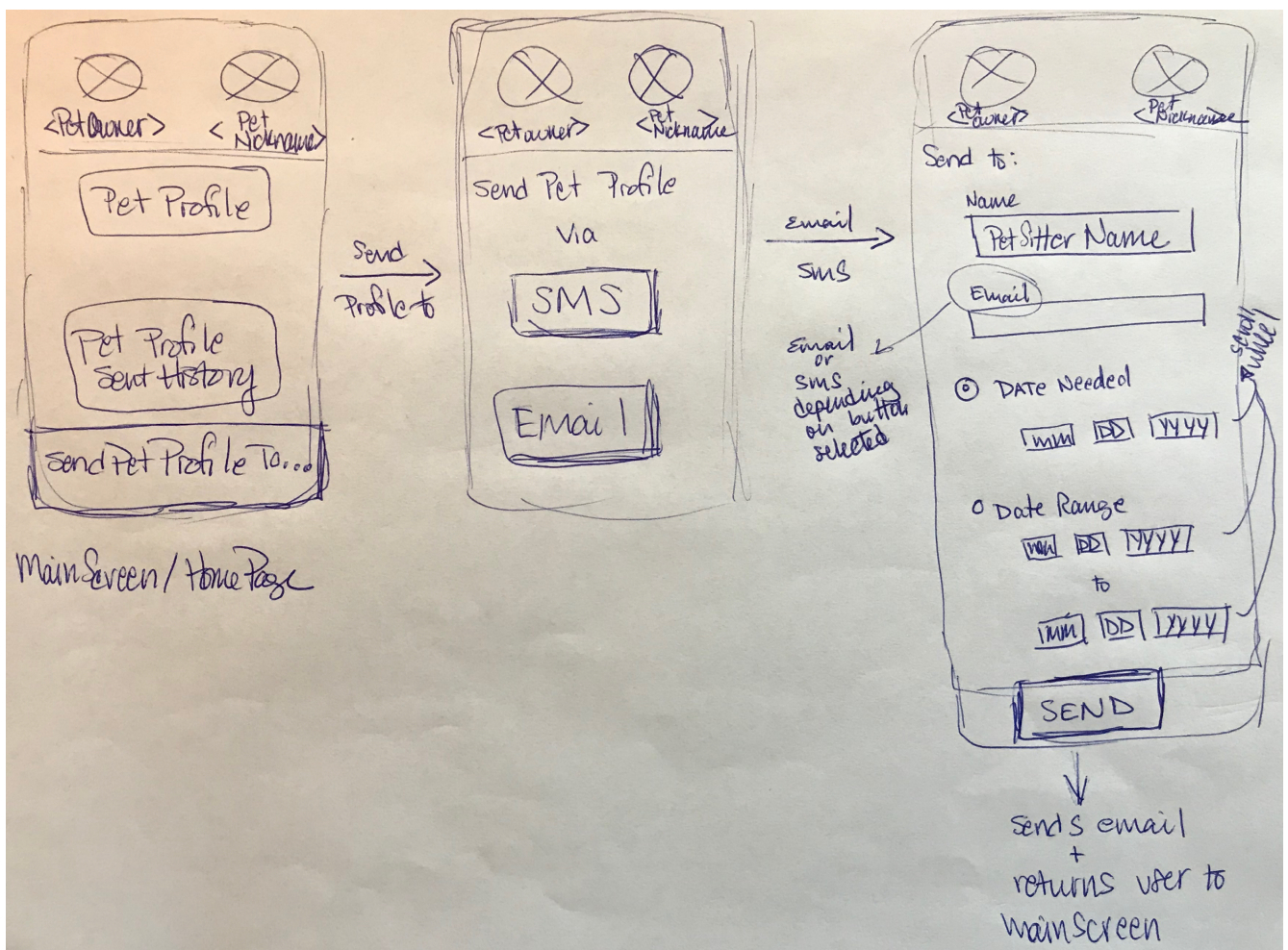
Appendix VII: Workflow - view history of pet profiles sent
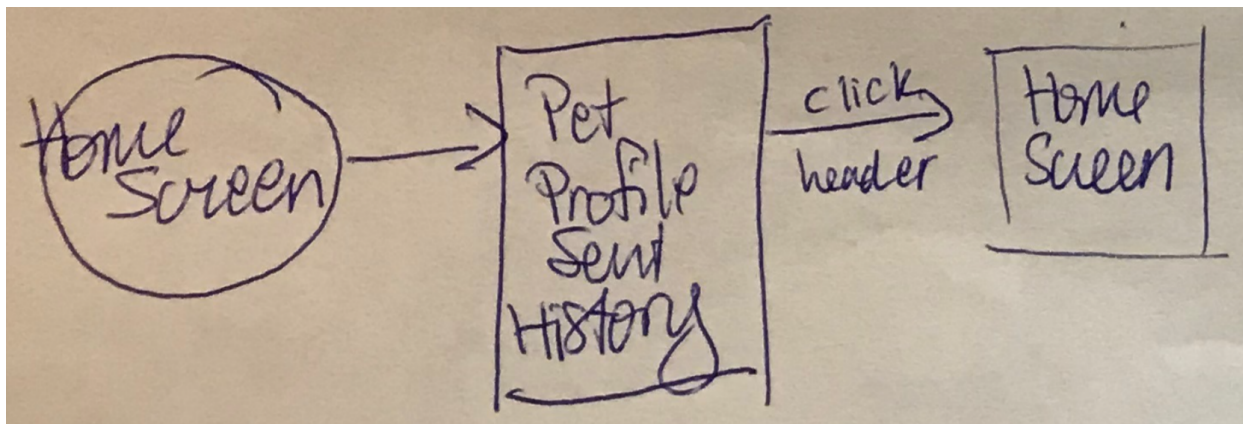
Appendix VIII: Wireframe - view history of pet profiles sent