

Joy Dog Co Website Design

Victoria Fox

Project overview



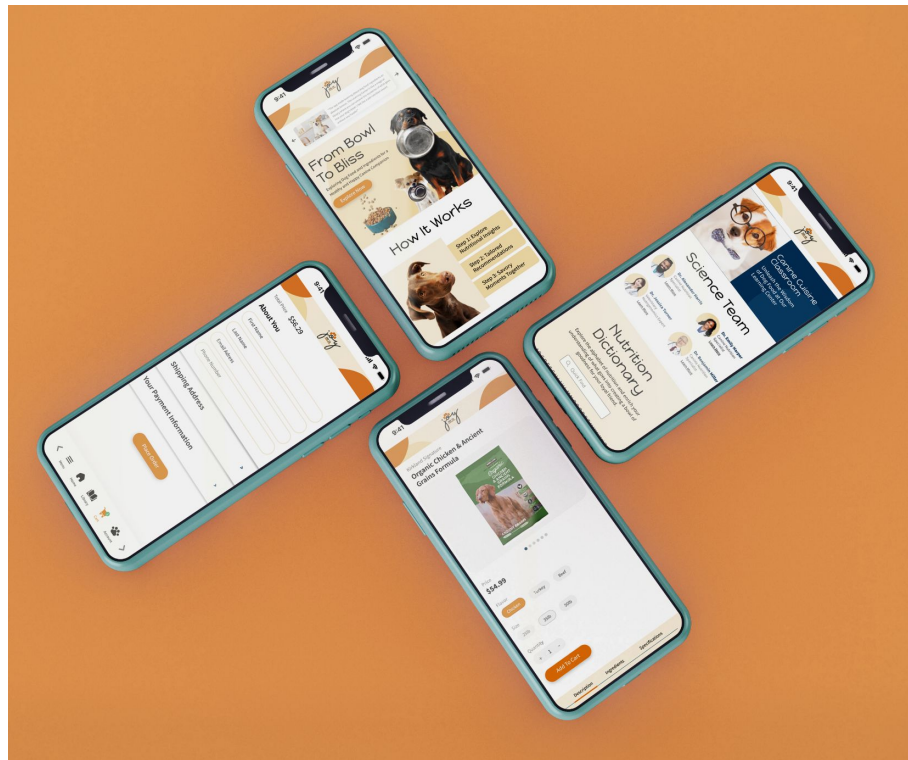
The product:

Joy Dog Co is an online organic dog food website that offers many dog food options with a big draw on understanding and learning about what the ingredients are in the dog food. The typical user is between 20-55 years old, with most users being dog owners. The goal of this website is to make shopping for dog owners easier to understand and make them feel at ease what they are feeding their dog.



Project duration:

January 2024 - March 2024



Project overview



The problem:

When shopping for dog food, an owner will look at the ingredients of a dog food label and not understand what they are actually feeding their dog. They then would have to google or find some sort of informative place.



The goal:

Design Joy Dog Co website for dog owners to be user friendly that provides clear and informative way to learn about the dog food ingredients all in one place.

Project overview



My role:

UX designer leading the Joy Dog Co website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

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

User research: summary



I conducted user interviews, which then turned into empathy maps to better understand my target users and their needs. I discovered that many of my target users (dog owners) wanted to go on a website to learn or understand what foods they are feeding their best friends. However many users found themselves going to multiple websites or articles to find out the best ingredients for their dog that they could understand which caused them to feel more confused and giving up and getting whatever food they felt was the best at that time.

User research: pain points

1

Pain point

Dog food websites are often busy, and unclear about the food.

2

Pain point

Unclear dog food ingredients, confusing and overall overwhelming.

3

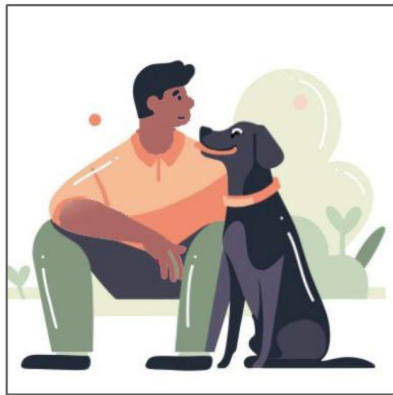
Pain point

Shopping and selecting products was not engaging and informative.

Persona: **Gabriele**

Problem statement:

Gabriele is a exchange students who needs a website that is easy use friendly, and informative all in one place.



Gabriele

Age: 21

Education: Bachelor's Degree

Hometown: Italy

Family: Single, 1 dog, roommates

Occupation: Student at a university studying to be a Nutritionist

"If I don't understand the nutrition facts in the back of my dogs food how am I supposed to keep my dog healthy and know what my dog is eating?"

Goals

- Find a brand company and dog food where he can read the ingredients and they are explained.
- Find everything all in one place on a site and have it delivered to him.

Frustrations

- Very expensive, especially for a college student.
- Have to research a lot
-

Gabriele is a 21-year-old student who came from Italy to study in America. He lives with 4 roommates and a Lab dog that he adopted when he first came to America. Gabriele is a quick learner and is learning a lot about the English language, but still has some trouble with certain words or what they mean. He is studying nutrition and is passionate about eating healthy. While shopping for dog food one day Gabriele turned the packaging and started to read the nutrition facts. They were very vague and there were a ton of term and big words he didn't know and didn't make sense even after googling them. He wants better for his dog and start searching for more organic healthier options.

User journey map

I created a user journey map of Gabriele's experience using the site to help identify possibly pain points and improvements opportunities.

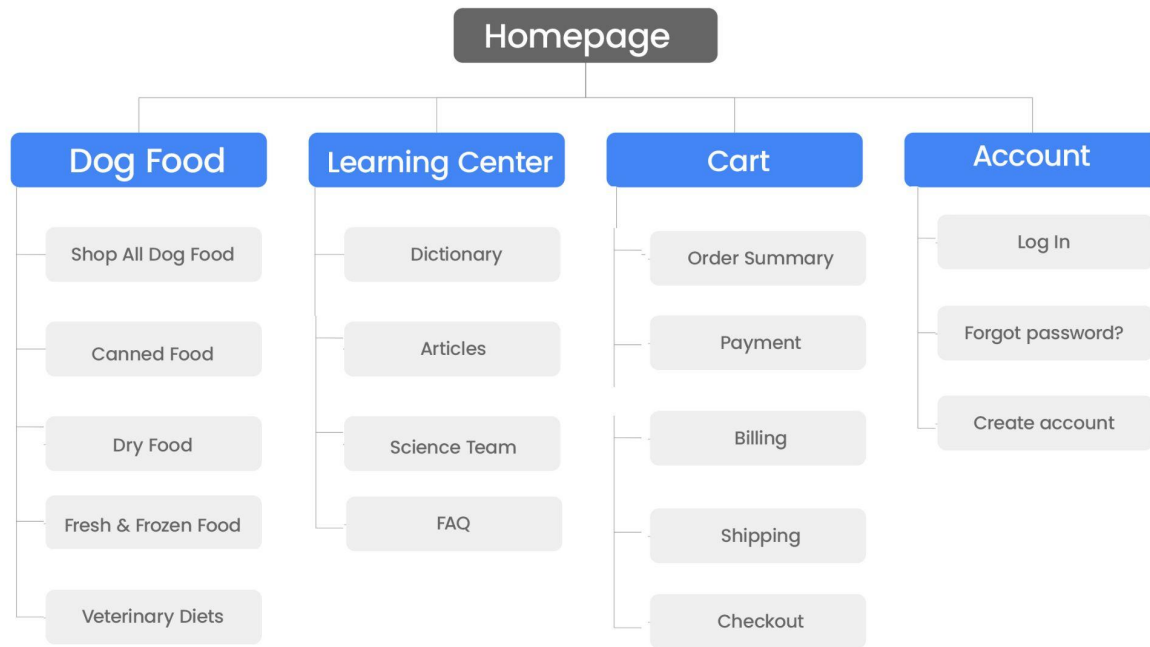
Persona: Gabriele

Goal: Find an all organic dog food that explains what each ingredient is and how it benefits the dog

ACTION	Research all about organic dog food	Land on our website and start looking	Finds a page all about the nutrition facts and labeling	Tries to read and get in touch with someone to talk about this	After the chat they'd like to choose the food, and their tier for finance	Order the product
TASK LIST	A. Find out the benefits B. Find someone who will help you understand	A. Find a speech to text B. Determine if they have "English to Italian" option C. Look at the options for dog food	A. Look at the FAQs B. Find a community of dog owners who hopefully have the same questions	A. Chat with a representative	A. Choose from the dropdown	A. Fill out form and shipping info
FEELING ADJECTIVE	• Tiring • Confusing • Frustrated	• Excited • Hopeful	• Confused • Satisfied • Overwhelmed	• Relieved • Excluded • Hopeful • Confused	• Glad • Relieved • Excluded • Intimidated	• Excited • Satisfied • Nervous
IMPROVEMENT	Be upfront and have better wayfinding	• Accessibility options	• Have a speech to text option • Have a dictionary	• Have a chat or call option • Have someone	• Give multiple finance options	• Send emails • Send updates

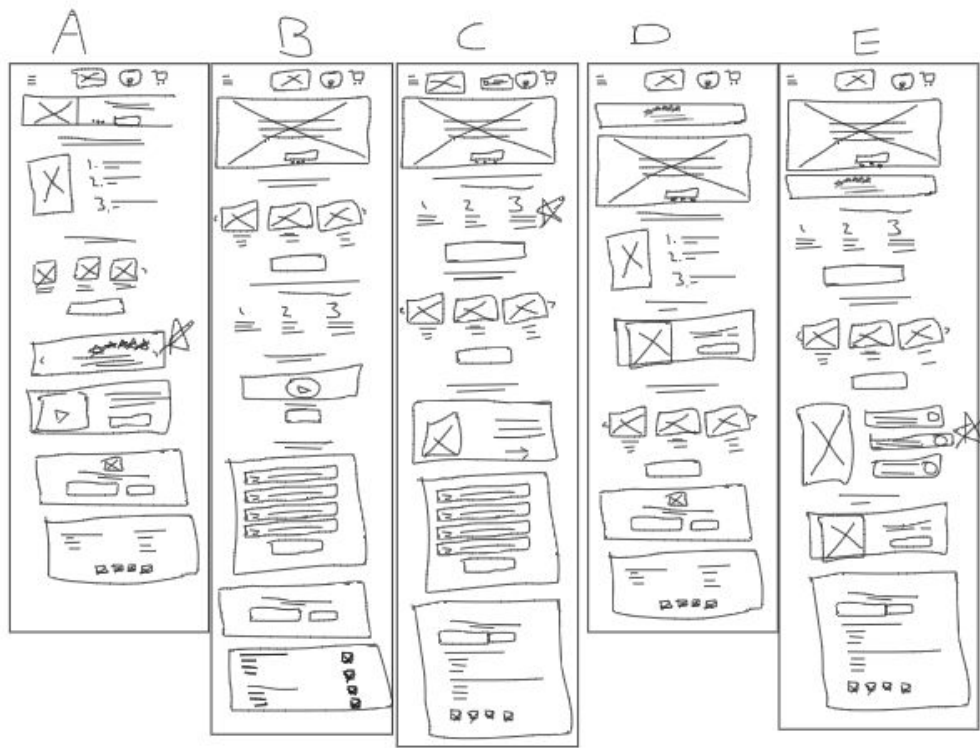
Sitemap

My thought process for this was to make sure that users understood that there was a learning center from the start. Make the navigation clean and user friendly.



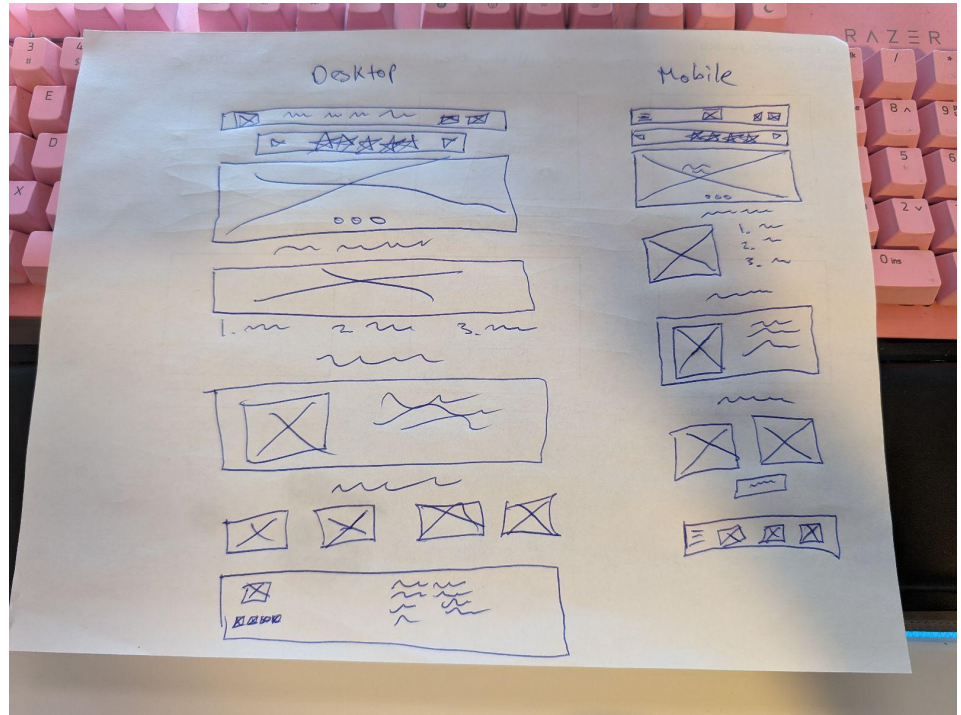
Paper wireframes

Next, I sketched paper wireframes for each screen for my app, keeping the user pain points about learning center, information and check out flow in mind.



Paper wireframe screen size variation(s)

Because Joy Dog Co's customers access the site on a variety of devices I wireframes additional screen sizes to make sure the site would be fully responsive.

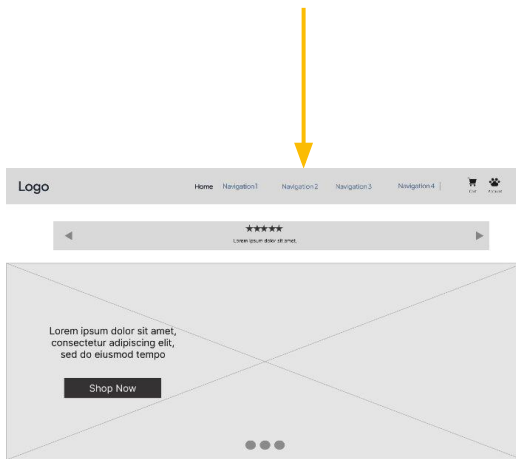


Digital wireframes

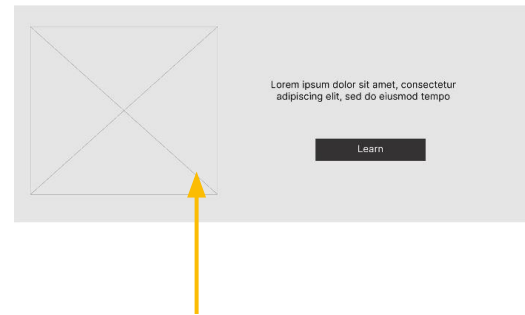
Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain point and improve the user experience.

Prioritizing useful button and locations and visual elements placement on the homepage was a key part of my strategy

Easy access to navigation and the learning center

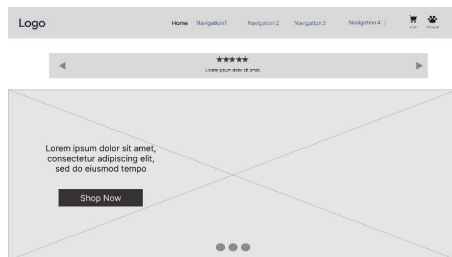


Learning Center



Making sure that the "learn center" was one of the top things that the customer saw

Digital wireframe screen size variation(s)



How It Works



1. Lorem ipsum dolor sit amet 2. Lorem ipsum dolor sit amet 3. Lorem ipsum dolor sit amet

Learning Center



How It Works



1. Lorem ipsum dolor sit amet
2. Lorem ipsum dolor sit amet
3. Lorem ipsum dolor sit amet

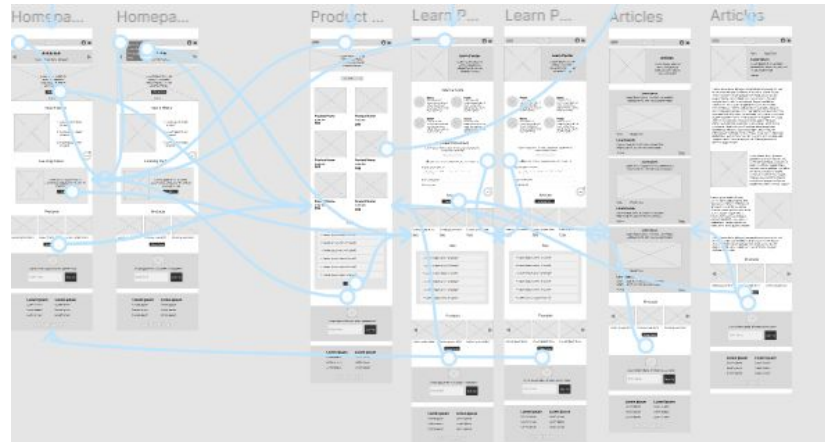
Learning Center



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens used for the primary use flow to go from the learning center to the cart and checkout process.

After this, I received feedback on my design and flow from the team. Then implemented the suggestions and addressed user pain points.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main finding uncovered by the usability study:

1

Search Function for Learning Center Page

Users didn't have a way to search for a certain ingredient name. While the dictionary was out, they didn't want to scroll through different ingredients to find theirs

2

Cart Ingredients

While the user saw the ingredients down below there wasn't a way to define the word, they would have to go back to the learning center to look up the ingredient definition.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insight from the usability study, I made the changes to improve the search function for the ingredient dictionary. I made to to include a box where the user can search for a word they want the definition.

Before usability study



After usability study



Mockups

To make learning and the definition of ingredients easier through the cart process I included a hover option for the ingredients with the definition.

Before usability study

Product Name ★★★★★

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Flavor Beef Chicken Pork

Size 10lb 20lb 30lb

Quantity 1

Add To Cart

Description +

Ingredients -

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Have Question About Ingredients? - [Check Out Our Learn Center](#)

Directions +



After usability study

Chicken Turkey Beef

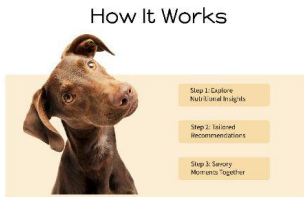
Size 25lb 35lb 50lb

Quantity + 1 -

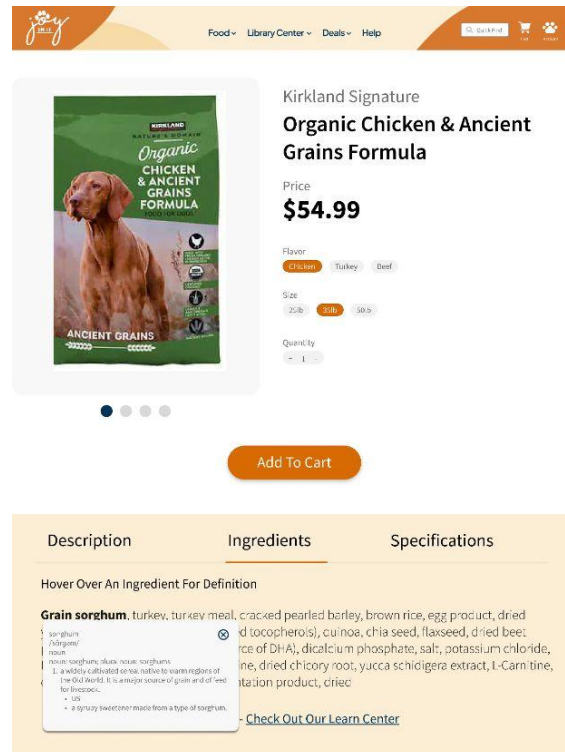
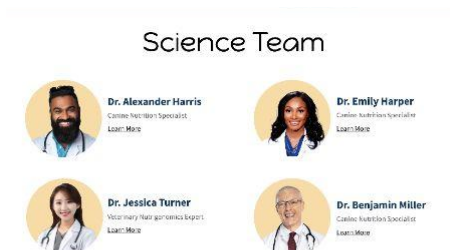
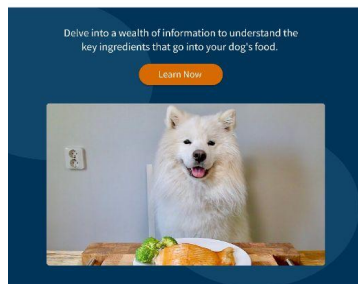
Add To Cart

Description	Ingredients	Specifications
Hover Over An Ingredient For Definition Grain sorghum, turkey, turkey meal, cracked pearled barley, brown rice, egg product, d Tocopherols, quinoa, chia seed, flaxseed, (source of DHA), dicalcium phosphate, salt, chloride, taurine, dried chicory root, yucca schottii plantarum fermentation product, sorghum (20gms) rice brown sorghum (gluten free) 1. a widely cultivated cereal native to warm regions of the Old World. It is a major source of grain and of food for livestock. • 100% • a highly nutritious made from a type of sorghum. Check Out Our Learn Center		

Mockups: Original screen size



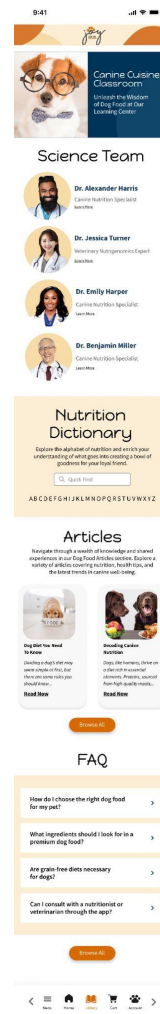
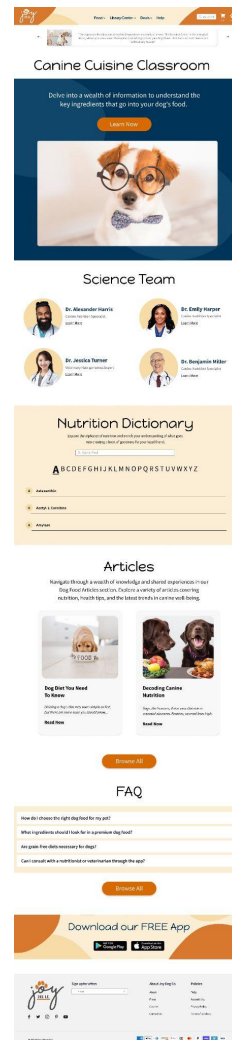
Canine Cuisine Classroom



Mockups: Screen size variations

Responsive layout is key to any design and user experience. I made sure to add additional screen sizes of my mockups based on the wireframes I had created. My users use a range of device sizes, including desktop, tablet, and mobile.

Designing this and keeping it in mind made sure that the users had the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made from the usability study, and changed from the members of the team



Accessibility considerations

1

Used heading with different sized text for clear visual hierarchy

2

Made annotations so that screen readers can move through a form and could tab through the items on the website

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

My design is all about making an impact and driving education or some sort of a learning impact. My users (dog owners) felt heard and educated from the articles to the navigation they were using.



What I learned:

Throughout this process I've learned the importance of user research and empathy in creating an effective design for this site. Understanding and researching my users needs allowed me to design a user-centric focused site.

Next steps

1

Conduct follow-up
usability testing on the
website

2

I would add additional
designs or features to
keep on improving the
site going forward.