Introduction	**Title:** A user-friendly mobile pet adoption platform for animal shelters, designed to streamline the adoption process and connect potential adopters with their ideal pets. **Author:** Christine, lead UX designer **Stakeholders**: List the names of project stakeholders and their roles **Date**: July 5, 2023 **Project background**: Existing pet adoption websites lack user-friendly interfaces, particularly on mobile devices, leading to poor user experience and hindering the adoption process. **Research goals**: The goal is to design a pet adoption flow that is intuitive, convenient, and mobile-friendly, providing a seamless user experience that encourages more successful pet adoptions.
Research questions	- What are the main challenges and frustrations users face when searching for and adopting pets through existing pet adoption platforms? - What are the key factors that influence users' decision-making process when selecting a pet for adoption, and how can we better address these factors in the app? - How can the app provide a seamless and engaging user experience that encourages users to explore and interact with pet profiles, ultimately increasing the likelihood of successful adoptions? - What additional features or functionalities would users find valuable in the app to support them throughout the pet adoption journey, from pre-adoption research to post-adoption resources? - How can the app effectively communicate and provide information about the adoption process, including requirements, fees, and necessary documentation, to ensure transparency and ease of use for potential adopters?
Key Performance Indicators (KPIs)	**Conversion Rate**: This KPI measures the percentage of users who successfully complete the adoption process through the app. It indicates the app's effectiveness in guiding users from the initial search to the final adoption, reflecting the overall success of the platform in facilitating adoptions. **Drop-off Rate**: The drop-off rate measures the percentage of users who abandon the app or leave the adoption process at various stages. Monitoring the drop-off rate helps identify potential pain points or usability issues that lead to user frustration or disengagement, allowing you to make targeted improvements. **User Satisfaction (System Usability Scale - SUS)**: SUS is a standardized questionnaire used to measure user satisfaction and perceived usability of a system. Administering the SUS survey to users can provide insights into their overall satisfaction with the app's usability, design, and functionality. It helps assess whether the app is meeting user expectations and guides improvements based on their feedback.

Methodology	● Moderated Usability study ● **Location**: United States, remote ● **Date**: Sessions will take place on July 10th – 13th ● **Length**: Each session will last appx. 5-15 mins based on a list of prompts
Participants	● 2 young adults (18 – 24 yrs.): this group represents individuals who may be adopting pets for the first time as they transition into independent living. ● 2 Adults (25-54 yrs.): this age range captures individuals who may be adopting pets as companions or for their families. ● 1 Older Adults (55+ yrs): Including older adults provides insights into the needs and preferences of individuals who may be adopting pets as companions or for their retirement years.

Script	● **Introduction**
	Moderator:
	"Hello, thank you for participating in this study. My name is Christine, and I'm conducting research to improve a pet adoption app. Your feedback is valuable in helping us create a better user experience. Before we begin, let me provide a brief overview of the project and the purpose of this study.
	
	Project overview: Existing pet adoption websites lack user-friendly interfaces, particularly on mobile devices, leading to poor user experience and hindering the adoption process.
	
	Our goal is to design a pet adoption flow that is intuitive, convenient, and mobile-friendly, providing a seamless user experience that encourages more successful pet adoptions.
	
	Now, let's move on to the study tasks. I will ask you a series of questions and scenarios related to using the pet adoption app. Please share your thoughts, opinions, and any challenges you encounter along the way. There are no right or wrong answers, and your feedback will remain confidential."
	
	● **Task 1: Exploring the App**
	
	    o How would you navigate the app to find a specific type of pet, such as a dog or a cat?
	    o What features or filters would you expect to see when searching for a pet? Are there any specific criteria that are important to you?
	● **Task 2: Viewing Pet Profiles**
	    o When looking at a pet's profile, what information is crucial for you to make an informed decision? Is there any additional information you would like to see?
	
	● **Task 3: Adoption Process**
	    o Imagine you have found a pet you're interested in. How would you

proceed with the adoption process through the app? Are there any specific steps or information you would need during the process?

- **Task 4: User Experience and Improvements**
  - Overall, what aspects of the app do you find intuitive and user-friendly? Are there any areas that you find confusing or difficult to navigate? How can we improve the app's usability and user experience?

- **Follow-up Questions**

  - Is there anything specific that stood out to you during the tasks? Any challenges or frustrations you encountered?
  - What features or functionalities would you like to see added to the app to enhance your pet adoption experience?
  - Do you have any suggestions on how we can better support users throughout the adoption process, from initial search to post-adoption resources?

- **Closing**
  Moderator: "That concludes the study tasks and questions. Thank you for your valuable insights and feedback. Is there anything else you would like to share or any questions you have for me?"