

PET LOVERS CENTRE APP REDESIGN

Group 2

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About Pet Lovers Centre

- ✓ Largest Pet Care Retail in **Southeast Asia**
- ✓ Diverse and up-to-date selection of items
- ✓ Swift, courteous, and helpful service
- ✓ The Gold standard for responsible pet ownership since 1973
- ✓ Pet Lovers Foundation financial aid programme

Context & Goals

The Problem:

The Pet Lovers Centre VIP Concierge app is **unintuitive** and only **exclusive for members**.

Our Goals:



Redesign the app to help cater and curate content for its target audiences, creating a holistic and useful experience.



Add useful functions that aid the target audiences, elevating the use of this app in terms of versatility in providing better care for their beloved pets.

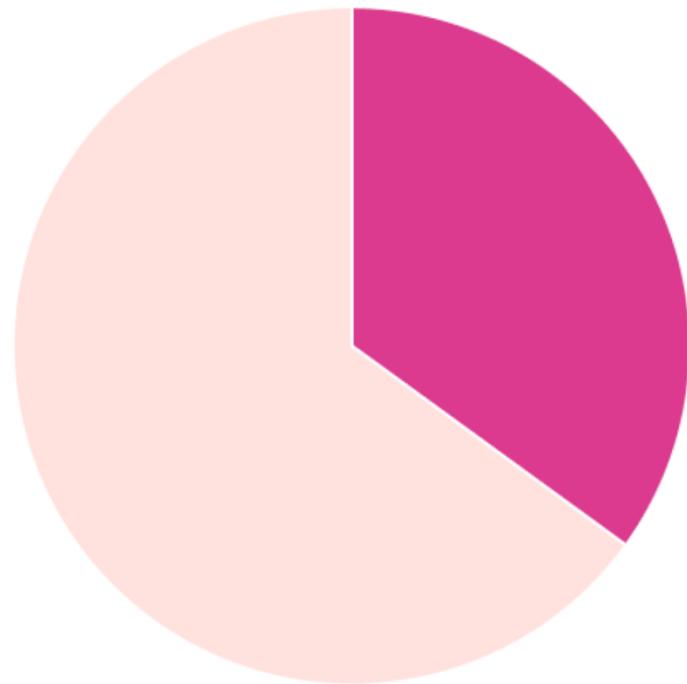
PLC's Target Audience

- ✓ Pet Owners and their families
- ✓ Pet Businesses (Animal Cafes)
- ✓ New/To-be Pet Owners
- ✓ Stray Animal/Community Animal Feeders

Survey and Interview Findings

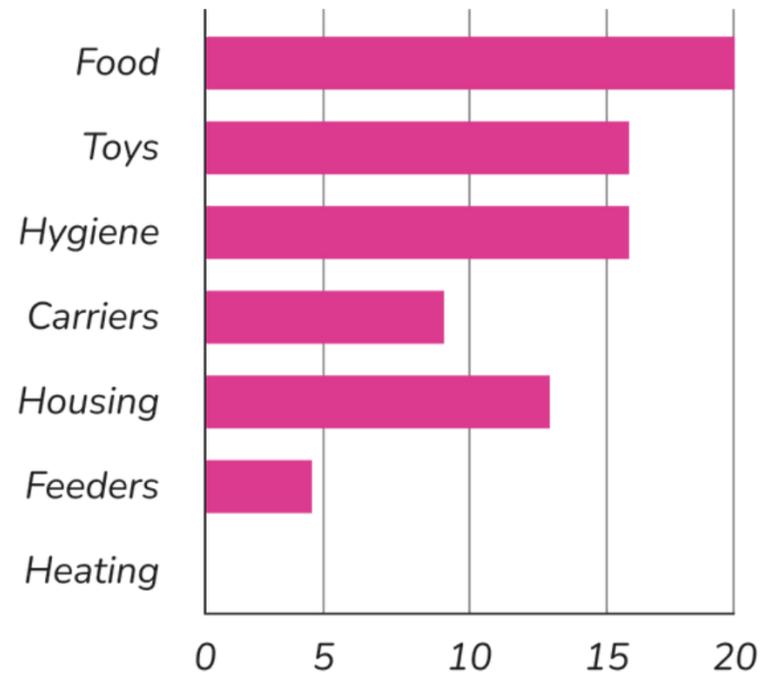
Empathize and discover — validating assumptions

From the received responses, we have gathered the following;



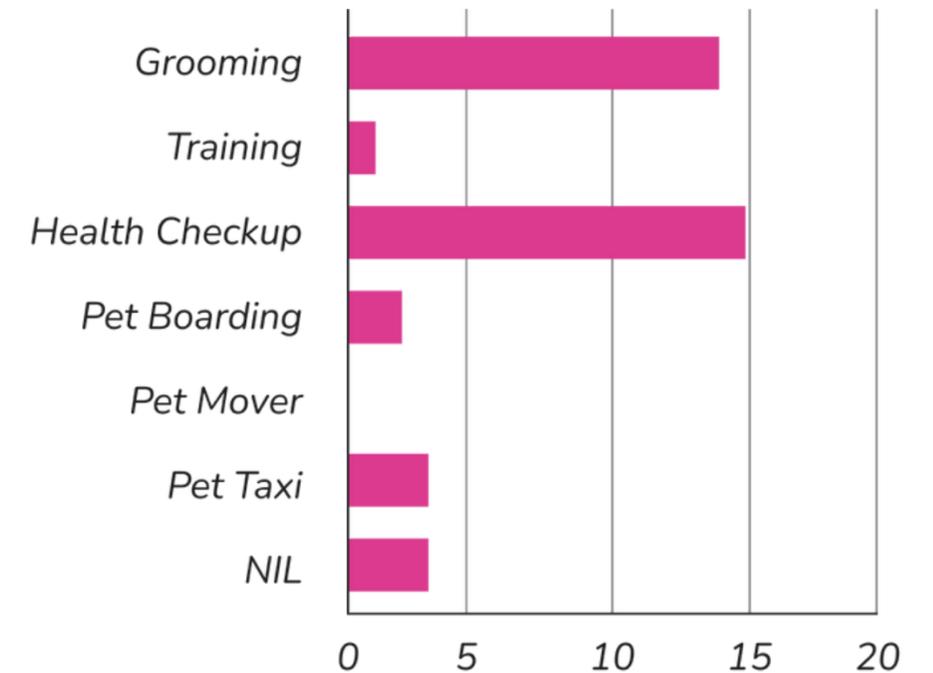
Pet ownership count

65% of owners owned **only 1 pet** while
35% owned **more than 1 pet**



Supplies

Food, Toys & Hygiene were top purchases, while Grooming & Health Checkups were the more commonly engaged services



Services

Survey and Interview Findings

Empathize and discover — validating assumptions

From the received responses, we have gathered the following;



Platforms Frequented

55% of owners made purchases in physical stores while **30% shopped online**. The main reason for their choice is convenience and ease of use.

Survey and Interview conclusion:

- ✓ Shoppers know and shopped at PLC, but they did not use the app, regardless of platform.
- ✓ Major changes required for the PLC app in order to make sure shoppers use the app more often.

Persona 1



Rachel Seow

30, Single, Head of Secretary

Owens Kirby, a 6-month old Cat

“I'm always running out of cat food at home, and it's annoying to always repurchase every few days.”

Goals

- ✓ Make sure there are no shortages of food for her pet
- ✓ Find something to entertain her pet while she's working
- ✓ Make sure her pet gets the necessary grooming

Frustrations

- ✗ Too much time spent on rebooking services for her pet
- ✗ Lazy to keep reordering manually every few days
- ✗ Lack of knowledge of how to groom her pet



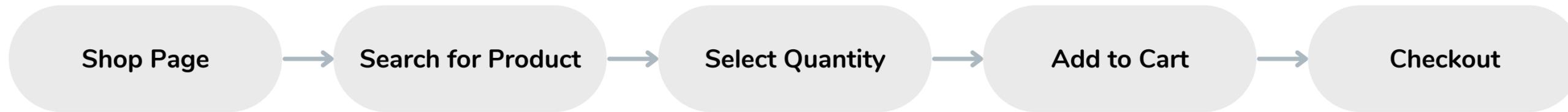
Rachel Seow

30, Single, Head of Secretary

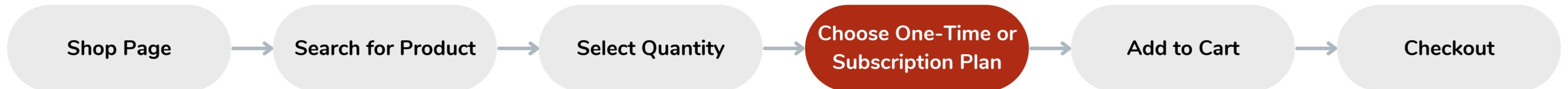
Owens Kirby, a 6-month old Cat

“I'm always running out of cat food at home, and it's annoying to always repurchase every few days.”

Rachel's Task Flow — Before



Rachel's Task Flow — After



Persona 2



Damien Low

24, Single, Full-time Student

Owens Russell and Clifford, 2 aging dogs

"I'm worried about Russell and Clifford, they're getting older, and I need to keep tabs on their health."

Goals

- ✓ Ensure his pets' medical records are well documented
- ✓ Make sure his pets' vaccinations are up to date
- ✓ Allow doctors to see his pets' records

Frustrations

- ✗ Finding it hard to explain to the doctor of his pets' health
- ✗ Hard to keep track of his pets' health
- ✗ Paper documents are all over the place



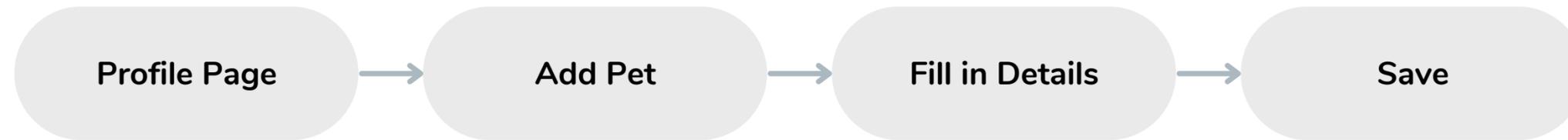
Damien Low

24, Single, Full-time Student

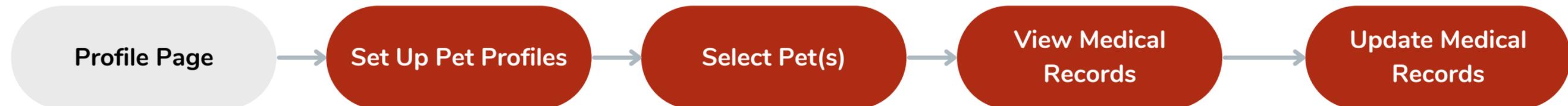
Owns Russell and Clifford, 2 aging dogs

"I'm worried about Russell and Clifford, they're getting older, and I need to keep tabs on their health."

Damien's Task Flow — Before



Damien's Task Flow — After



Persona 3



Natasha

48, Married, Housewife

Owens Uteh, Itam, and Klabu, 3 Cats

"I only want the best for my furkids, but I'm not sure what's good for them..."

Goals

- ✓ Get the best quality pet products for her pets
- ✓ Book services for her pets when needed (e.g Pet Taxi)
- ✓ Maximise the benefits of her VIP membership

Frustrations

- ✗ Finds it difficult to understand and navigate the app
- ✗ Can't tell apart products' quality
- ✗ Troublesome to re-enter details when rebooking services



Natasha

48, Married, Housewife

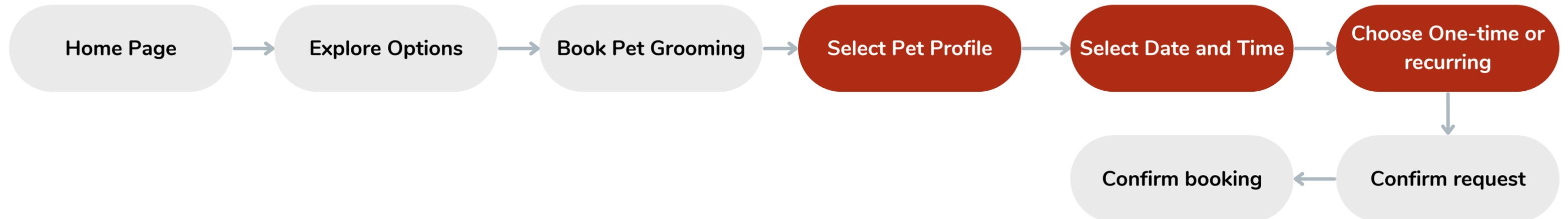
Owens Uteh, Itam, and Klabu, 3 Cats

"I only want the best for my furkids, but I'm not sure what's good for them..."

Natasha's Task Flow — Before



Natasha's Task Flow — After



Style Guide

Colours

Primary Colours



Secondary Colours



Grey Colours



Style Guide

Typography

For the main typeface, we choose to go with a soft and friendly typeface — Nunito.

NUNITO REGULAR @ 140% LINE HEIGHT Scaled at Perfect fourth (1.3333) with the exception of the addition of 12px size.

43px All Passion. All Pets. Pet Care since 1973.

32px All Passion. All Pets. Pet Care since 1973.

24px All Passion. All Pets. Pet Care since 1973.

18px All Passion. All Pets. Pet Care since 1973.

14px All Passion. All Pets. Pet Care since 1973.

12px All Passion. All Pets. Pet Care since 1973.

10px All Passion. All Pets. Pet Care since 1973.

Style Guide

Components

One-time Purchase
 Recurring Subscription

- 1st Choice
- Aatas Cat
- Advance

Recurring Booking



Recurring Booking



Continue Shopping

Back to Home

All

× Food & Treats

Supplies

October 2022

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06



Available



Limited Slots



Unavailable

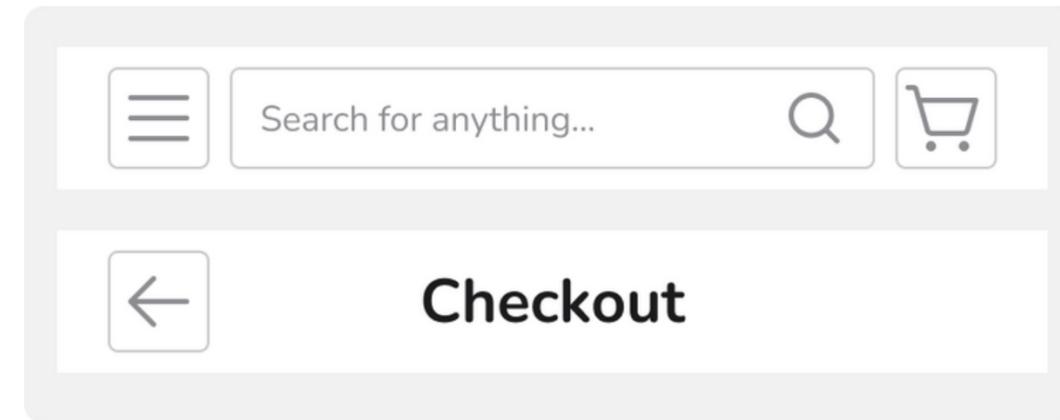
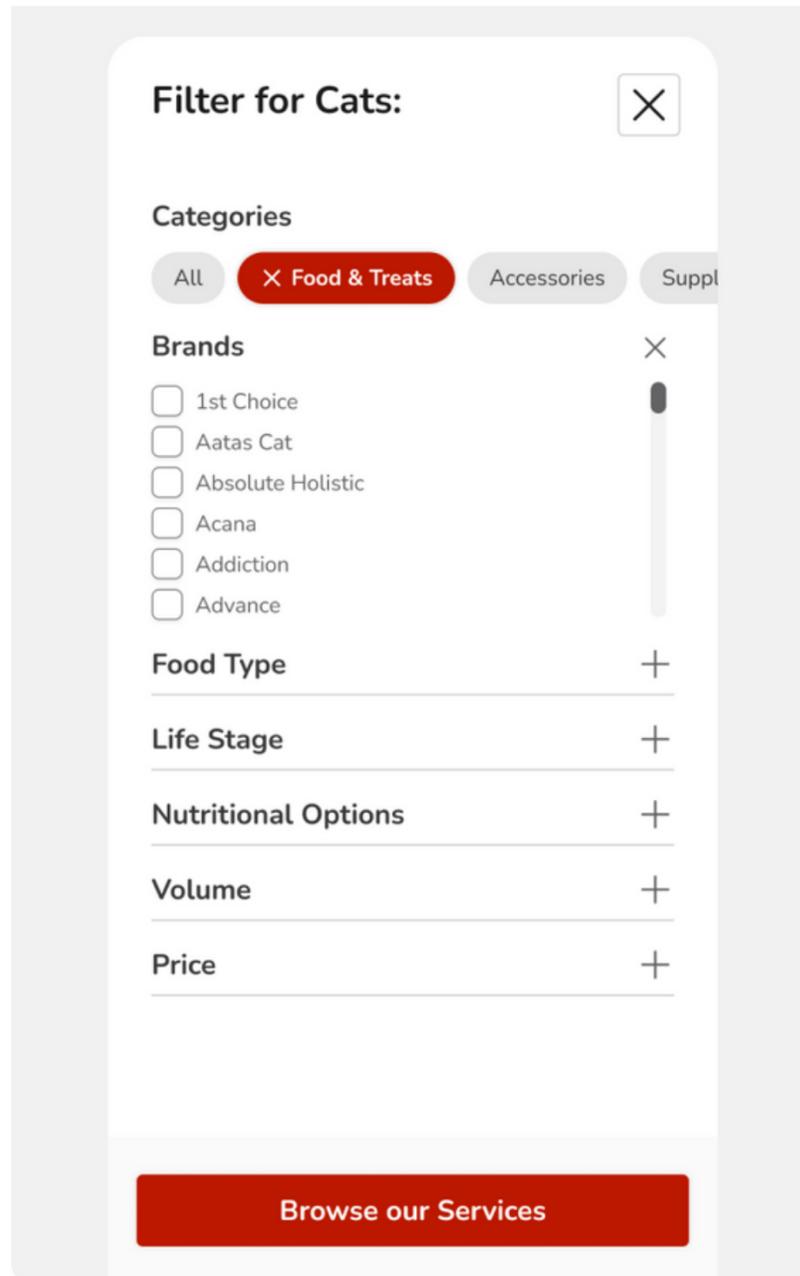
13:00 – 14:00

14:00 – 15:00

15:00 – 16:00

Style Guide

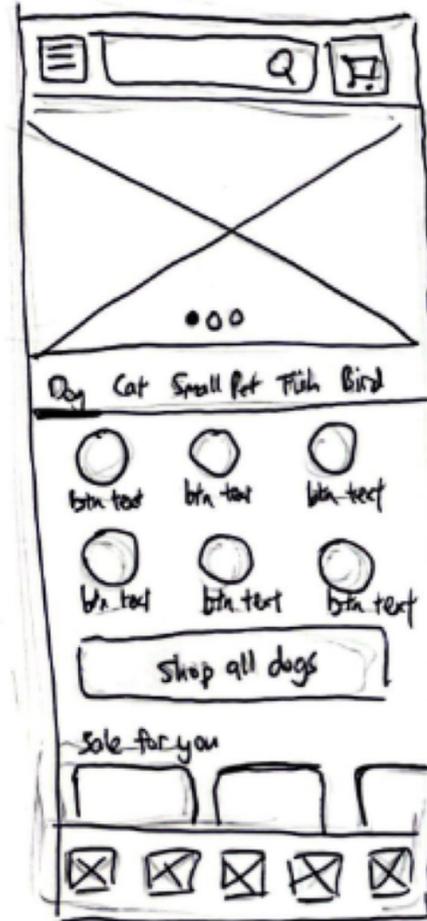
Components



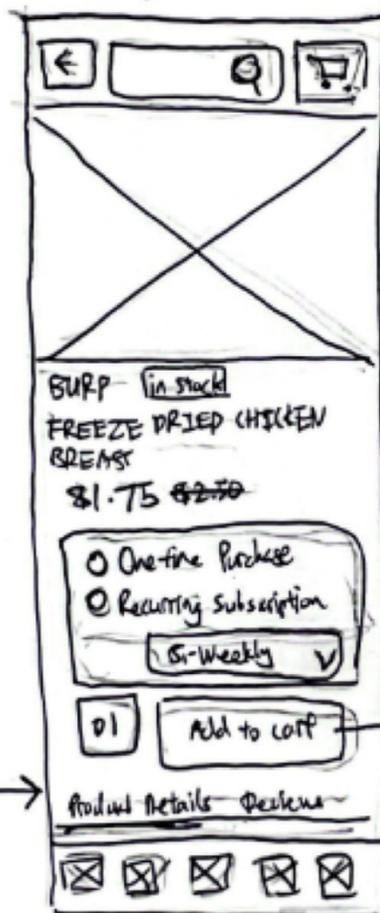
Design Iterations – Shop

Shop

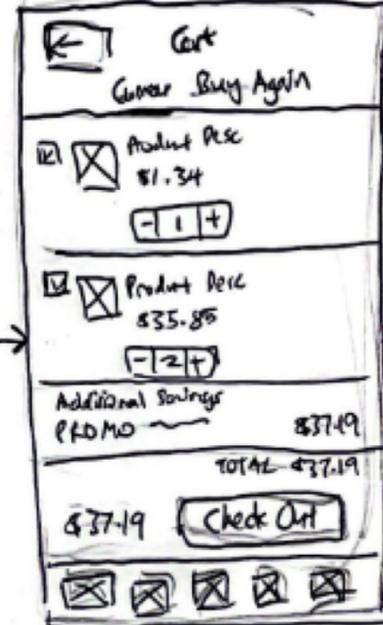
Shop Main



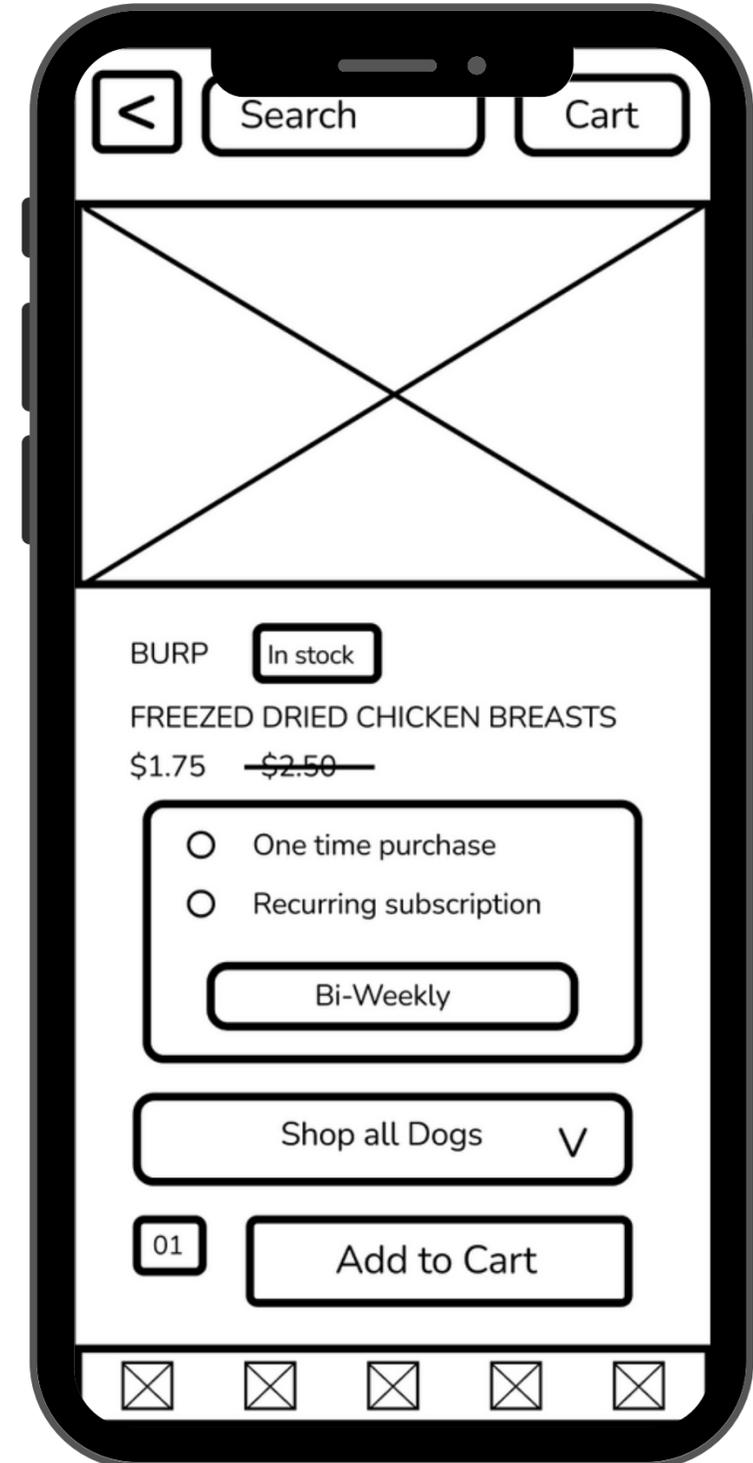
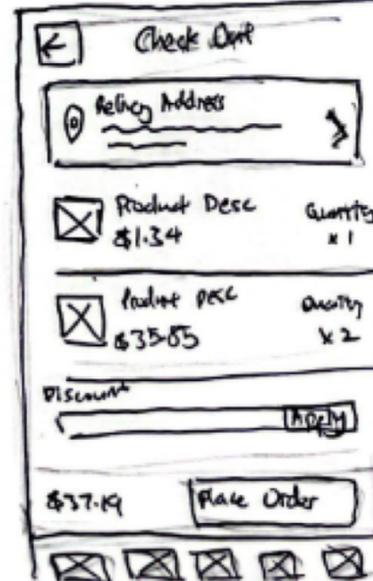
Product Page



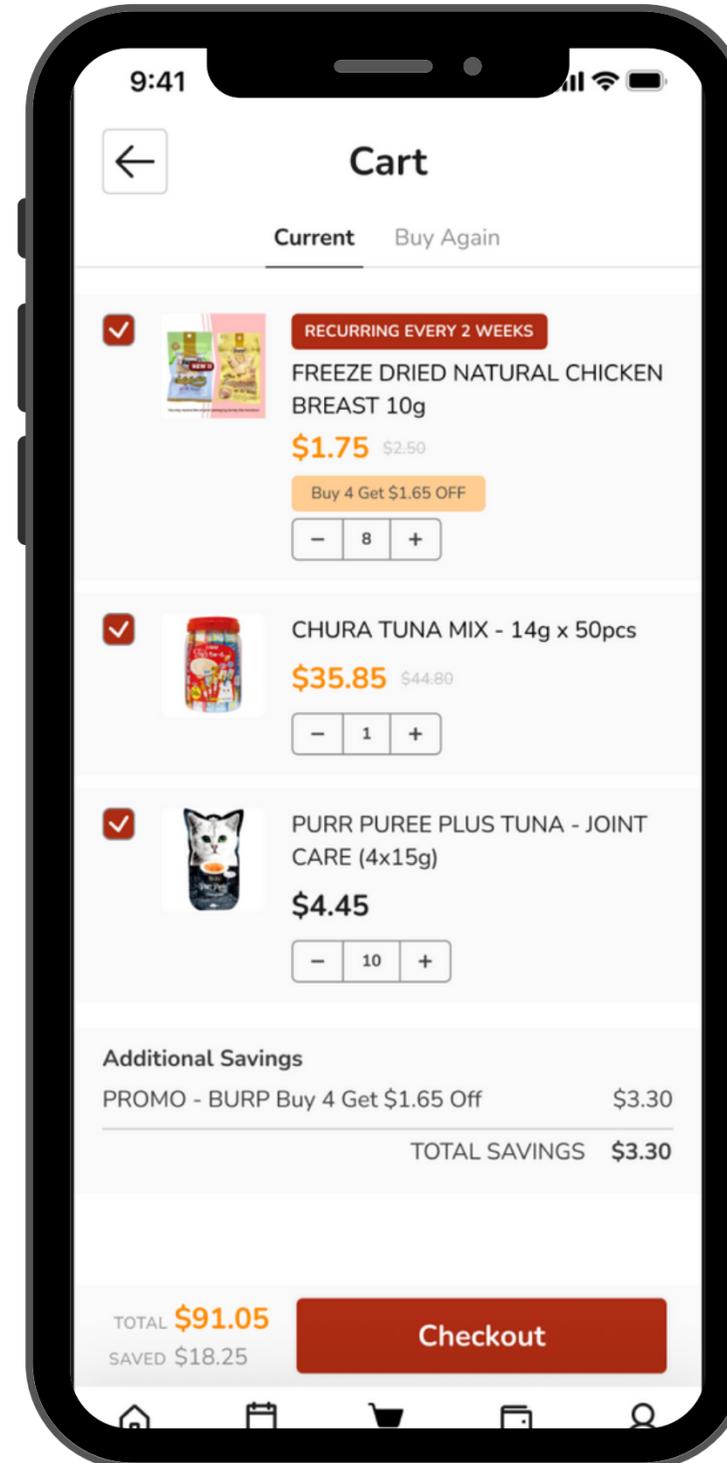
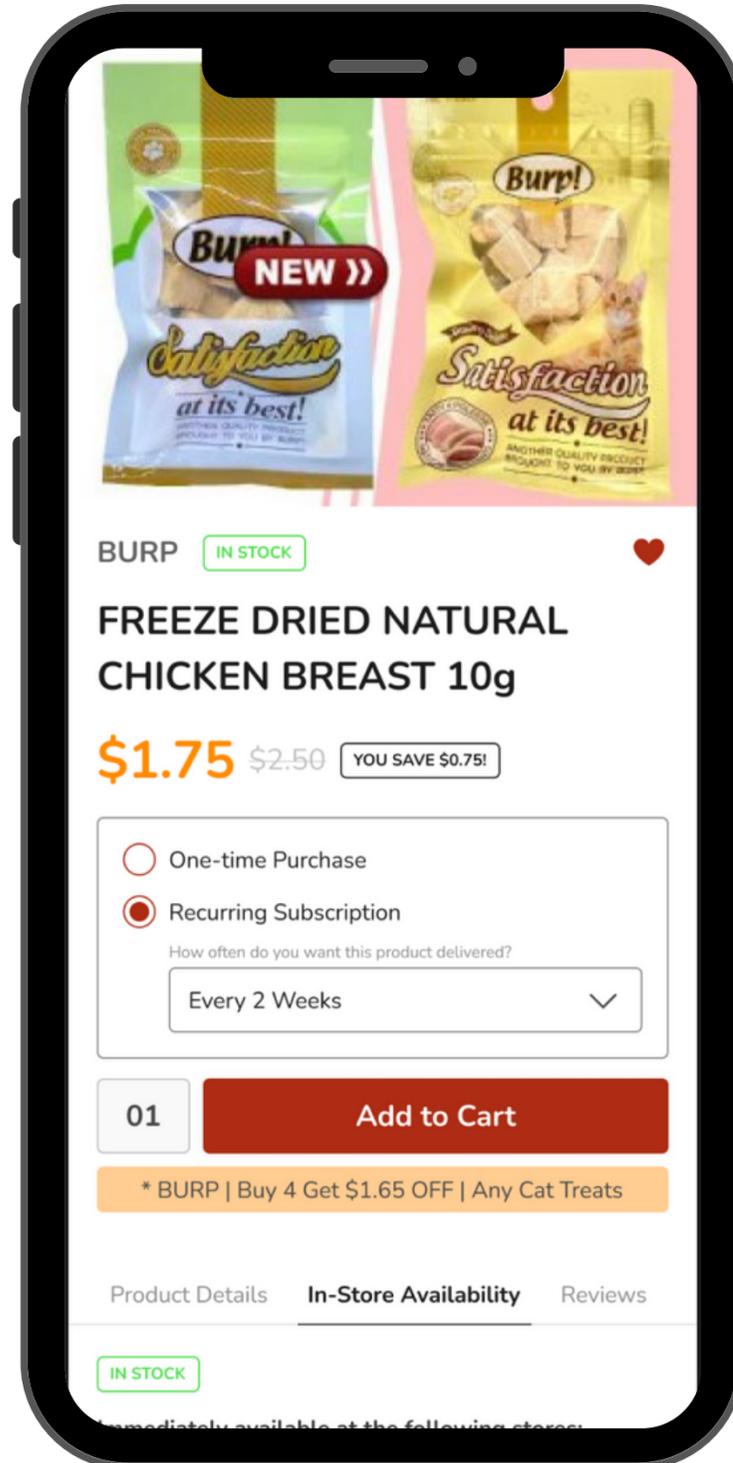
Cart



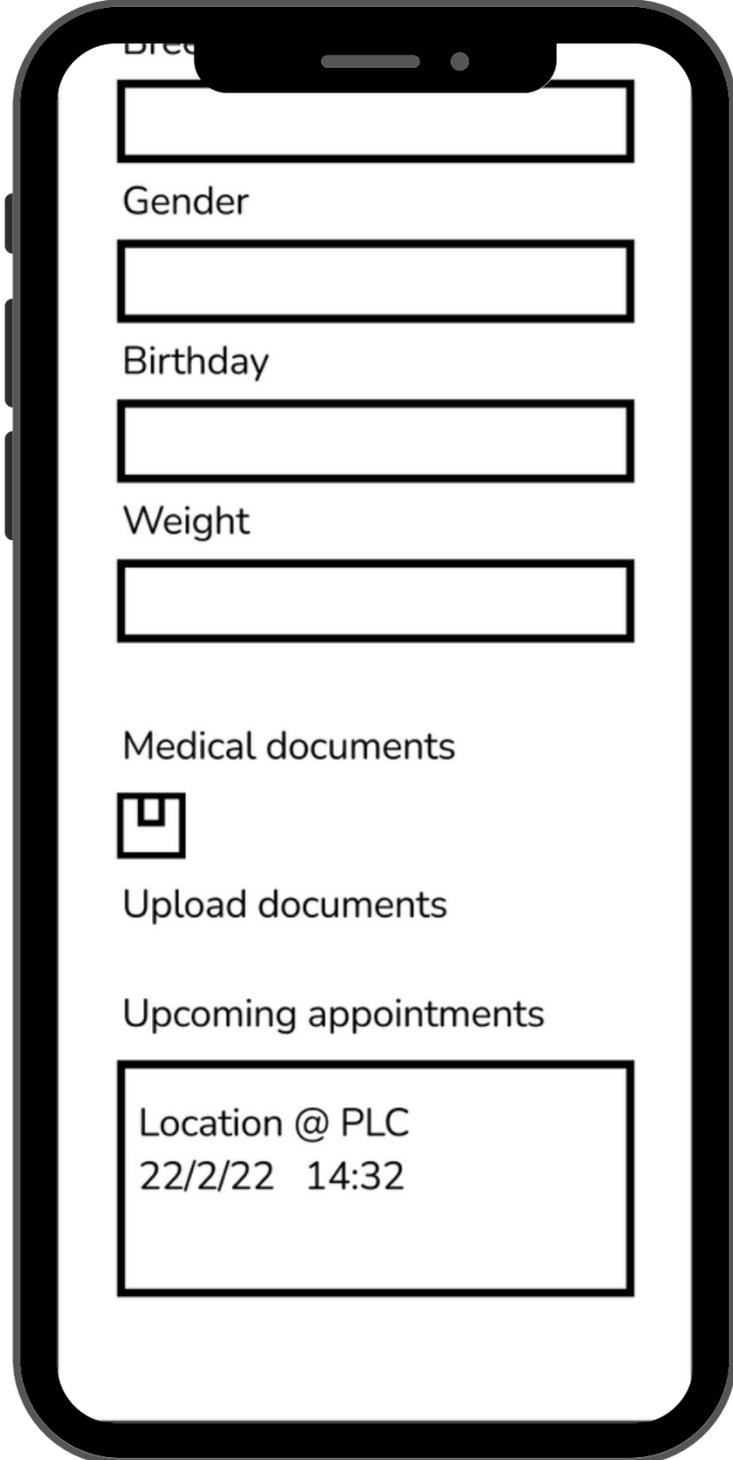
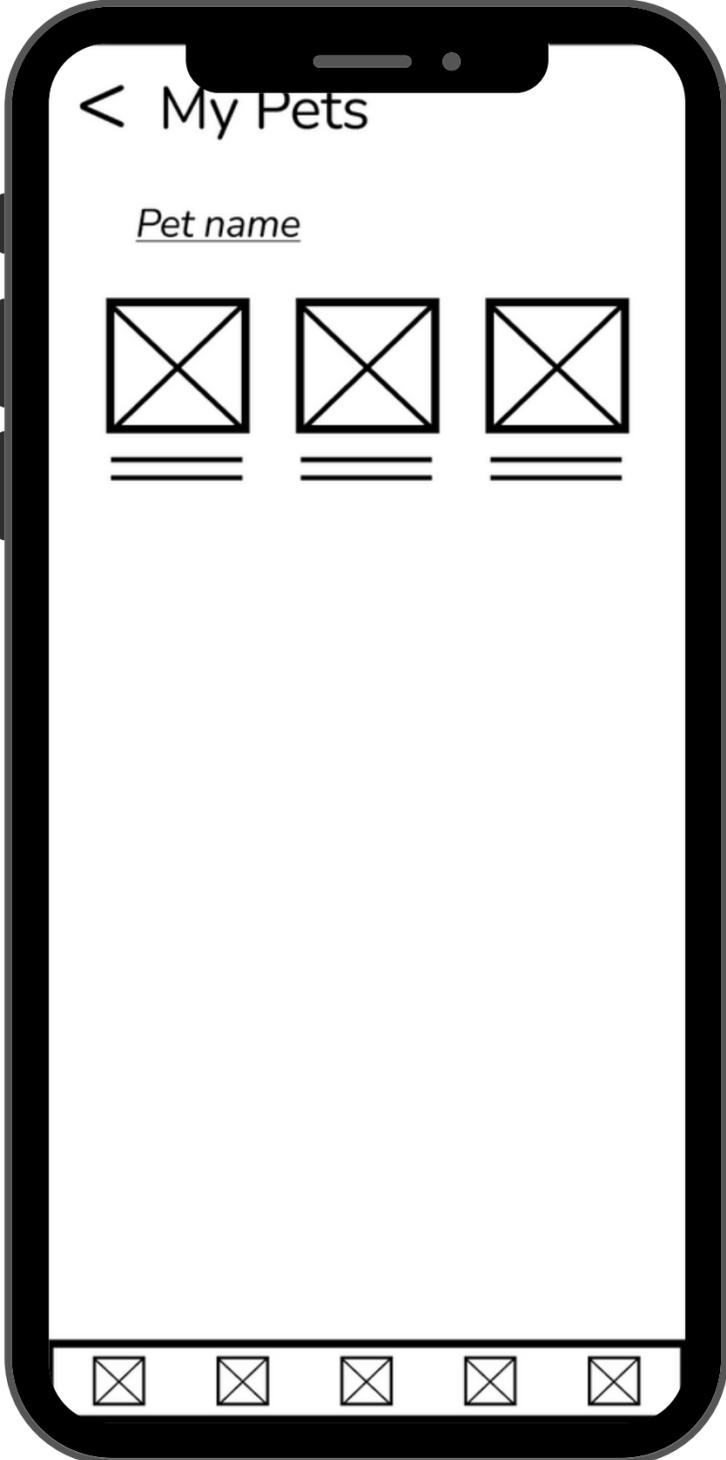
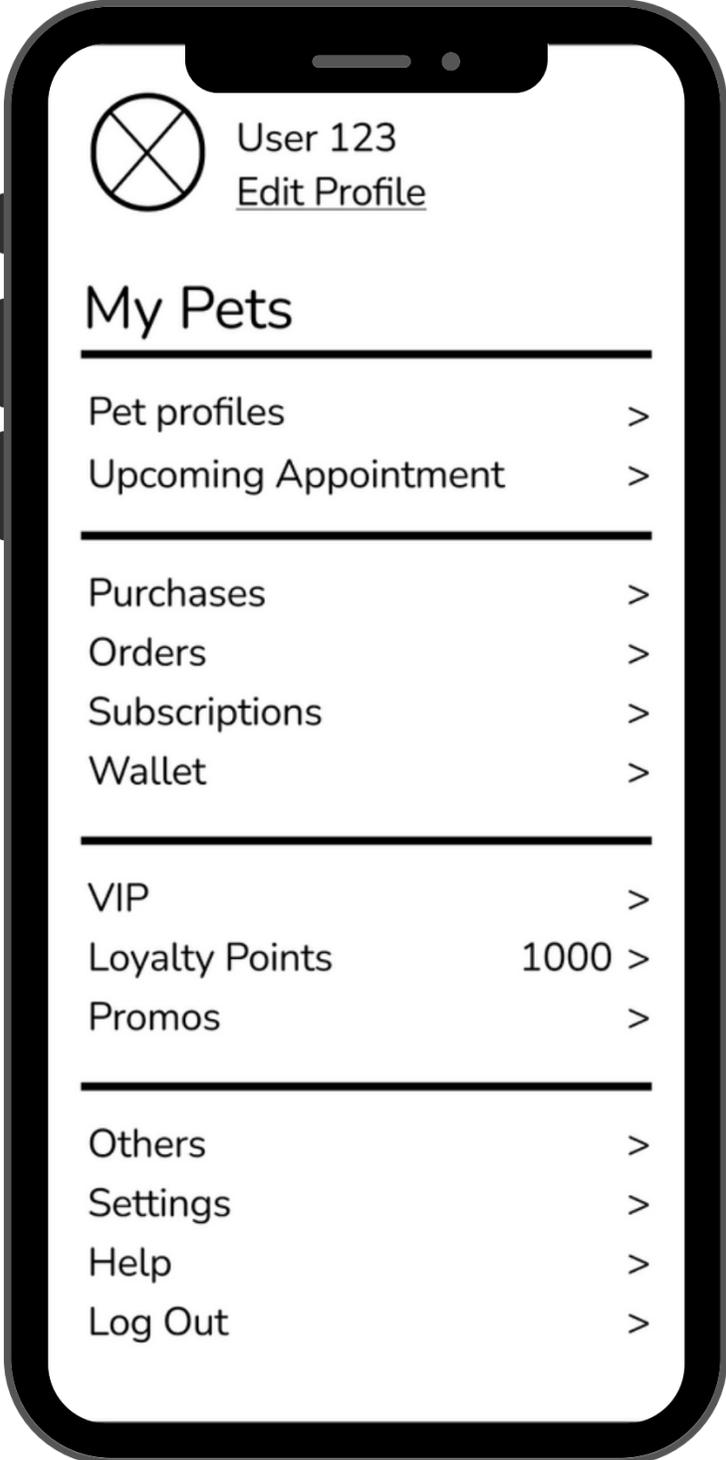
Checkout



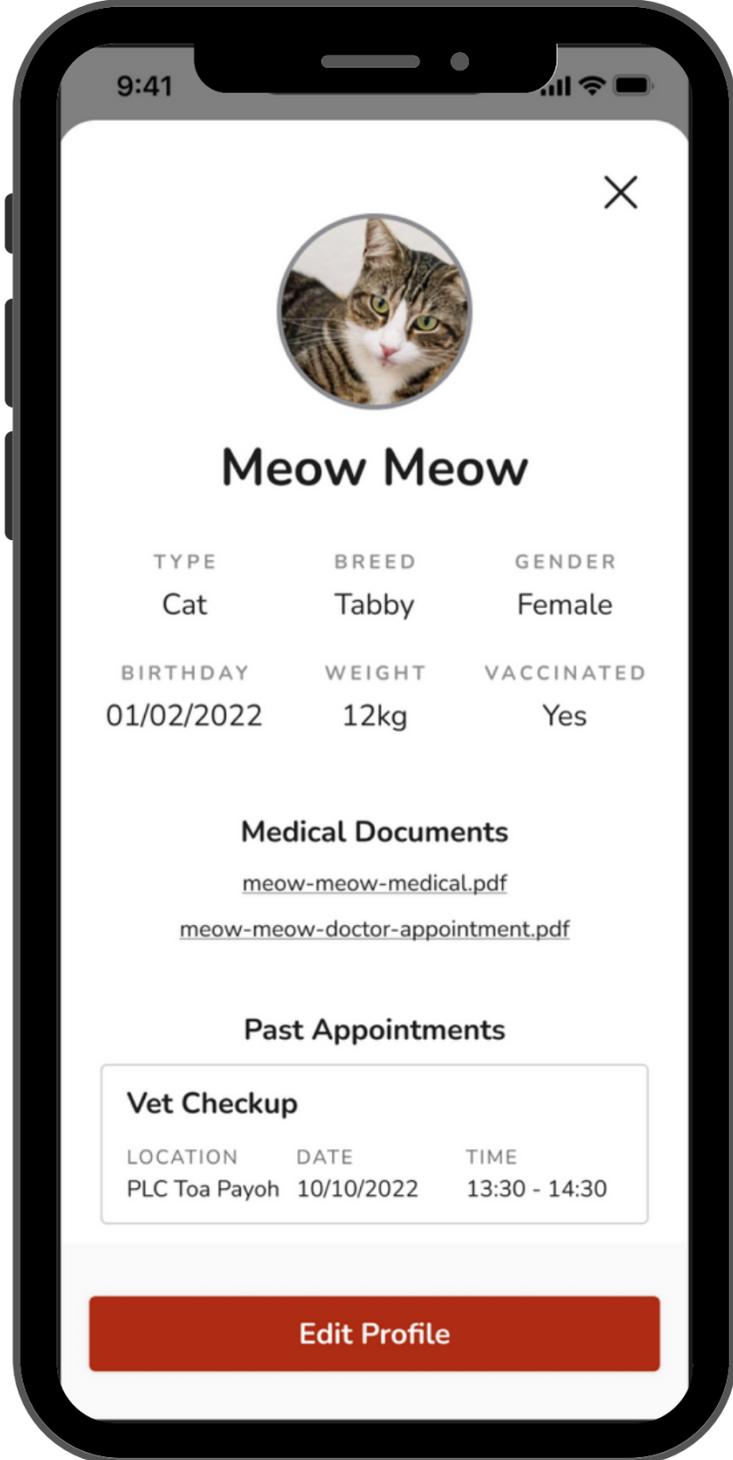
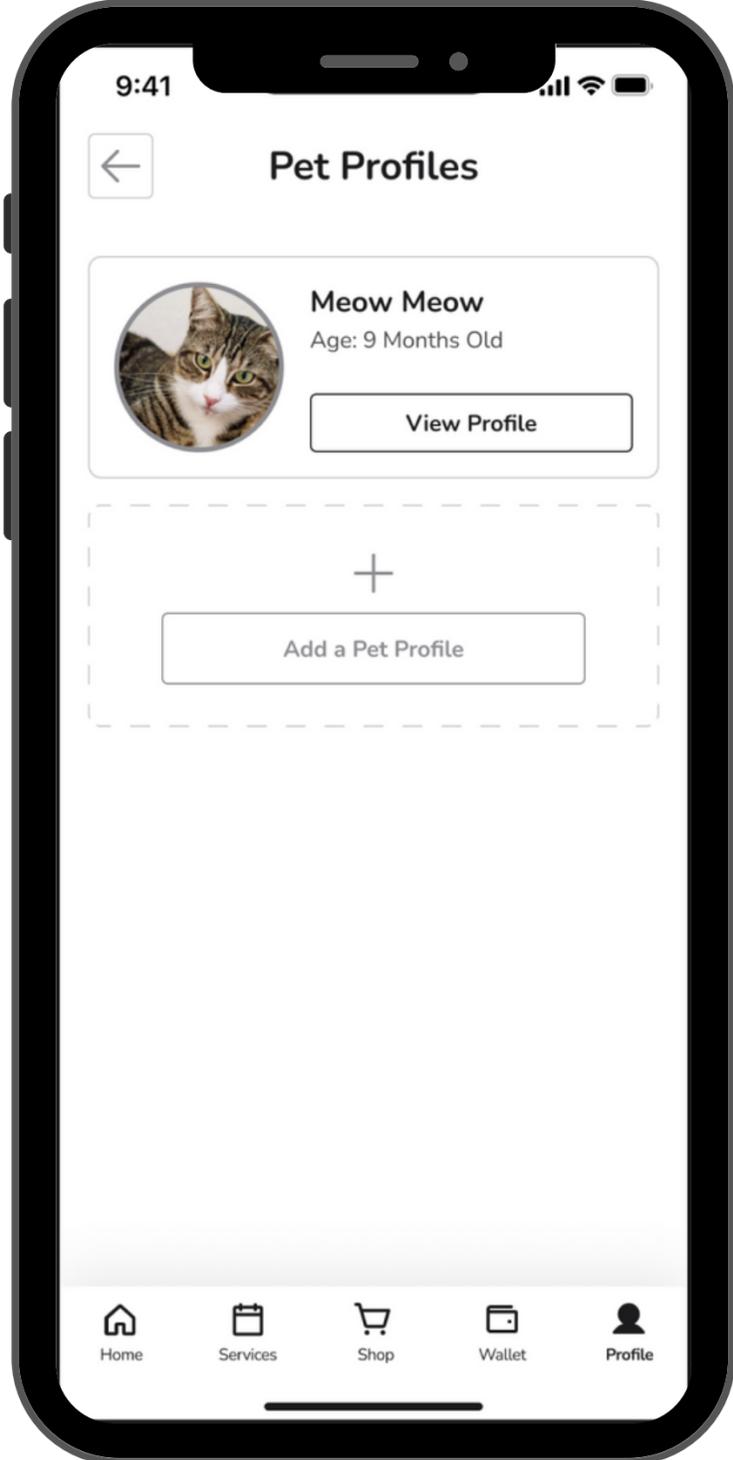
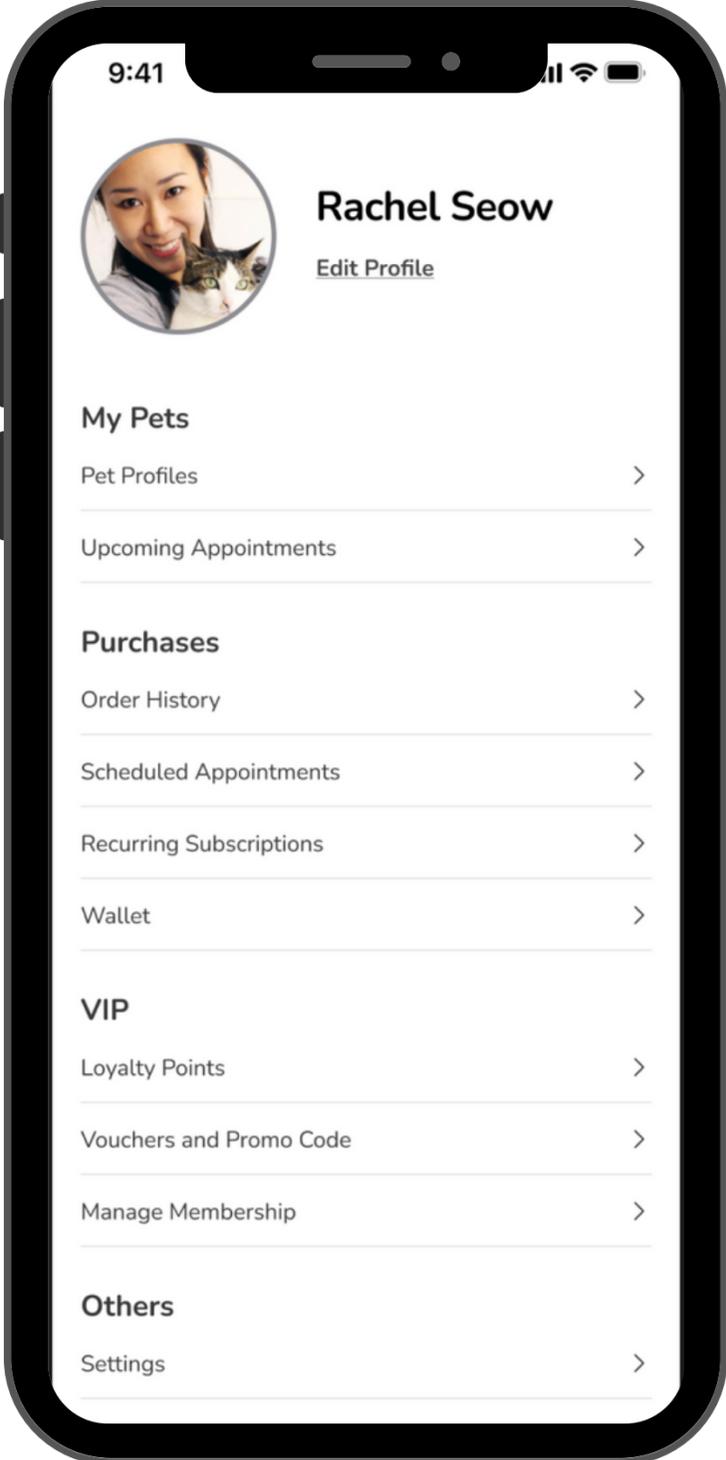
Design Iterations – Shop



Design Iterations – Profile



Design Iterations – Profile



Design Iterations – Profile

Type *

Cat

Breed *

Siamese

Gender *

Female

Birthday (DD / MM / YYYY) *

01 02 2022

Weight

12 kg

Medical Information and Documents

Is Vaccinated?

[meow-meow-medical.pdf](#)

[meow-meow-doctor-appointment.pdf](#)

+

Upload medical documents

Upcoming Appointments

None available

+

Gender *

Male

Birthday (DD / MM / YYYY) *

DD MM YYYY

Weight

10 kg

Medical Information and Documents

Is your pet vaccinated?

Please upload any medical documents related to your pet below:

+

Upload medical documents

Past Appointments

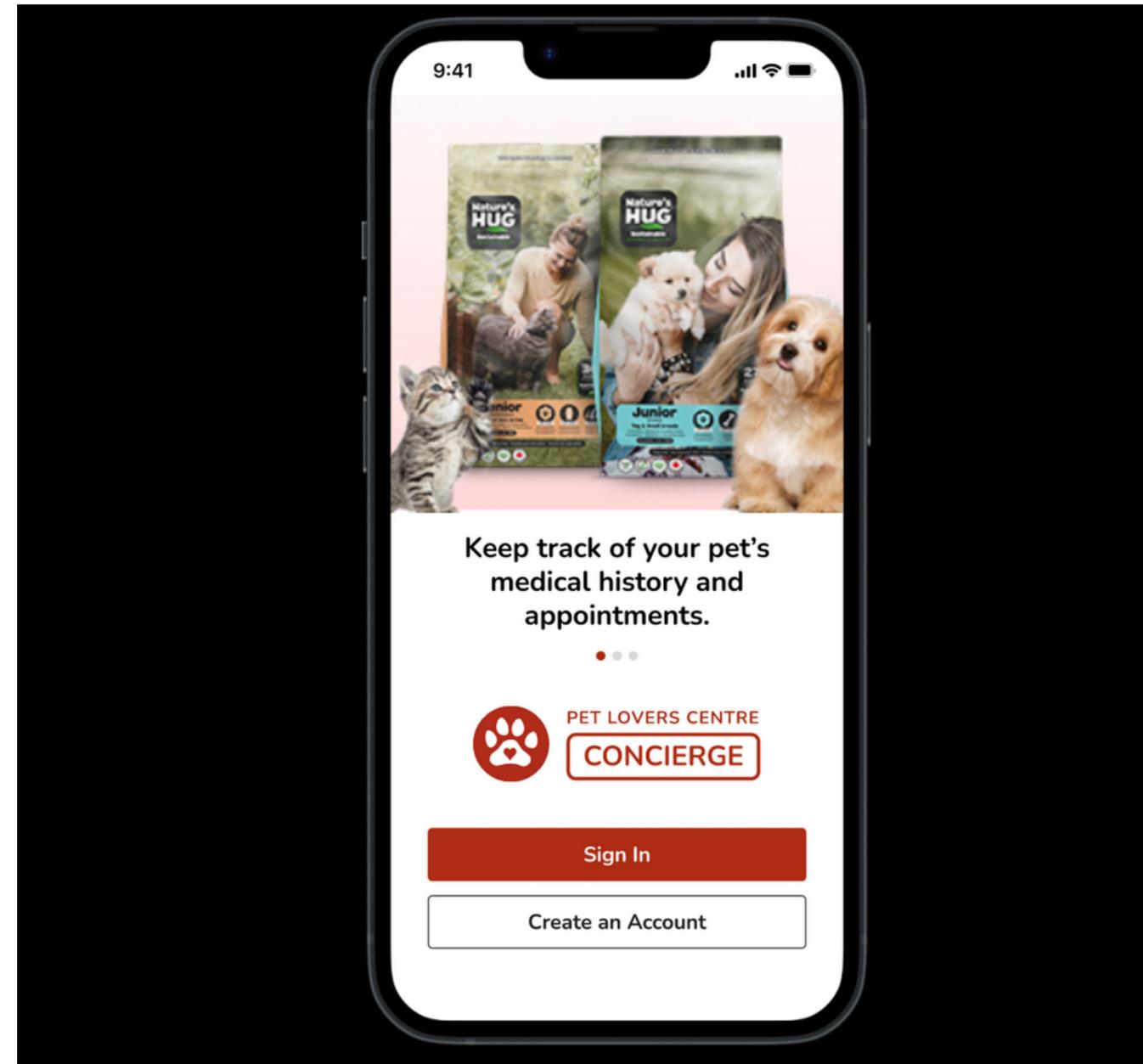
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Manually enter an appointment

Add Profile

Home Services Shop Wallet Profile

Figma Prototype Link



<https://bit.ly/3sRUCCW>

Conclusion & Key Takeaways

What we have learnt

Video recording of interviews

With consent, we should have recorded the interviews to further review them and analyze what we could have potentially missed out.

Iterative process

Initially, we wanted to revamp the design of the app, but through interviews and feedback, it was clear that we needed to add more content to cater to the user needs.

More in-depth analysis

Though the research was pretty detailed, other methodologies could have been explored to cater to different customer needs.

Competitive analysis

Competitive analysis can house similar traits across different companies through affinity clustering, you just need to find the relevant content that makes them stand out.

Consolidating data

Instead of screenshotting the excel sheet response of the interviewees, we figured that we could cluster similar content together.

User Journeys

User journey was hard to consolidate when testing for different functions within the app, but after designing and merging them a couple of times, we found the best way to represent it.

Thank You!