

Pet Locator

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Pet Locator Phone Application

What is Pet Locator?

- iPhone Application
- Pet Finder
- Works as a Pet Microchip Registry, GPS, Map, Navigator
- Gives user Location and turn-by-turn directions to their lost pet

Pet Locator Demographics

To use this app consumer needs to own an iPhone and have a microchip in their pet

- Pet Owners
- Those who consider their pet as family
- Someone who has a busy lifestyle

Demographic Traits

- Age Ranges: 25-44
- Presence of Kids: Family Mix
- Ethnic Diversity: White, Asian, Hispanic, Mix
- Homeownership: Mix, Owners
- Education Levels: College Students & Graduate Plus
- Urbanicity: Rural

Usability Testing

- Proven to be an Effective and Beneficial Application
- Majority of testers found the application to be user friendly

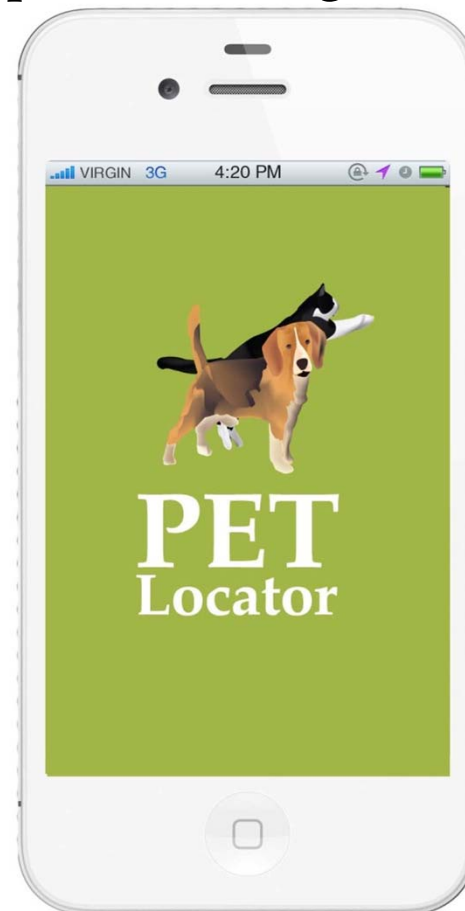
Suggested Changes

- Some Icons on the 'Log In' Screen were Misleading
- Simplify the Log In Process by adding a "remember me" option
- Add a cat in the logo
- Some Icons on the 'My Pets' Screen were Confusing

Scenario 1

You Got a New Pet Daisy, Register her Name & Microchip Number into App

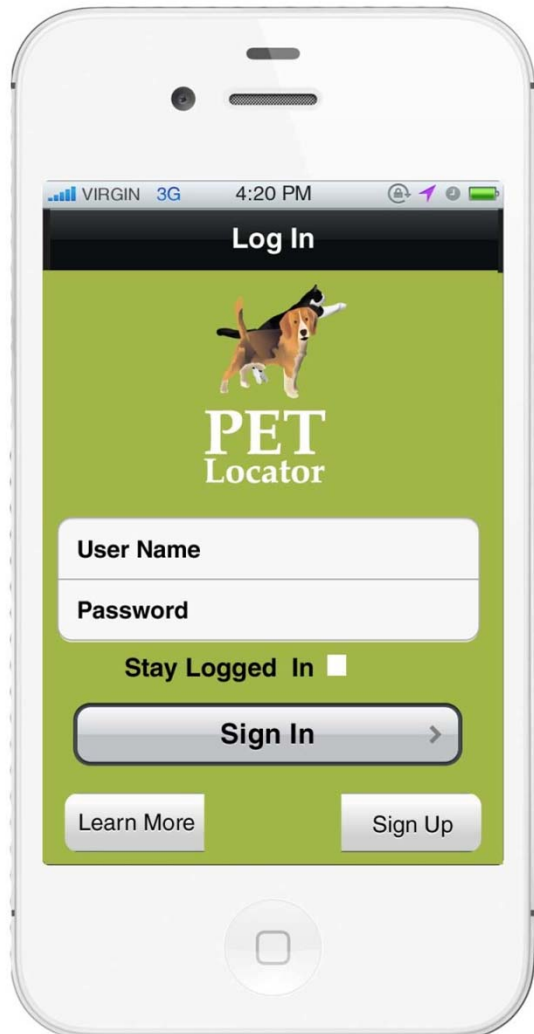
- Launch Application , Enter Application Log In Screen



CONTINUE TO LOG IN



Log In Screen



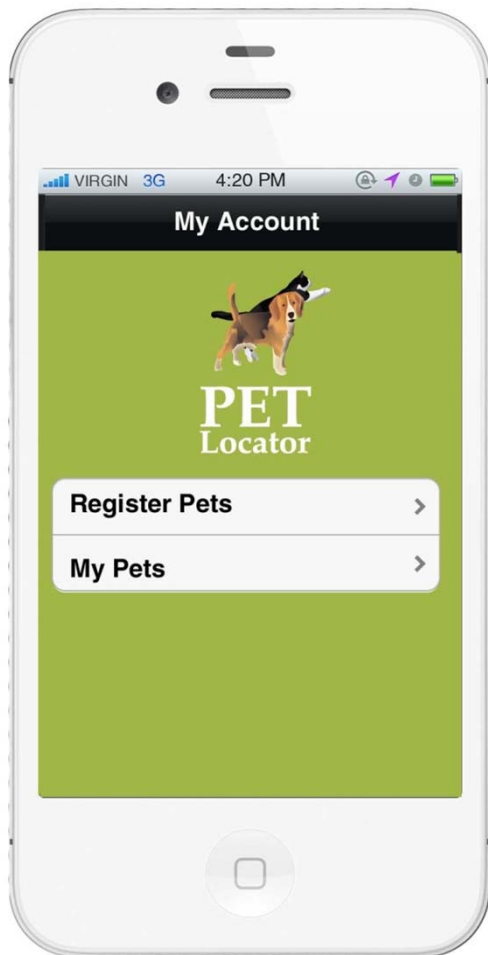
From Here User Can:

- **Sign Up for App:** Click Sign Up Button
- **Sign In:** Enter User Name & Password
- **Auto Log In:** Select "Stay Logged In"
- User already has a User Name so they enter their User Name & Password and select : **Sign In**

CONTINUE TO MY ACCOUNT



My Account



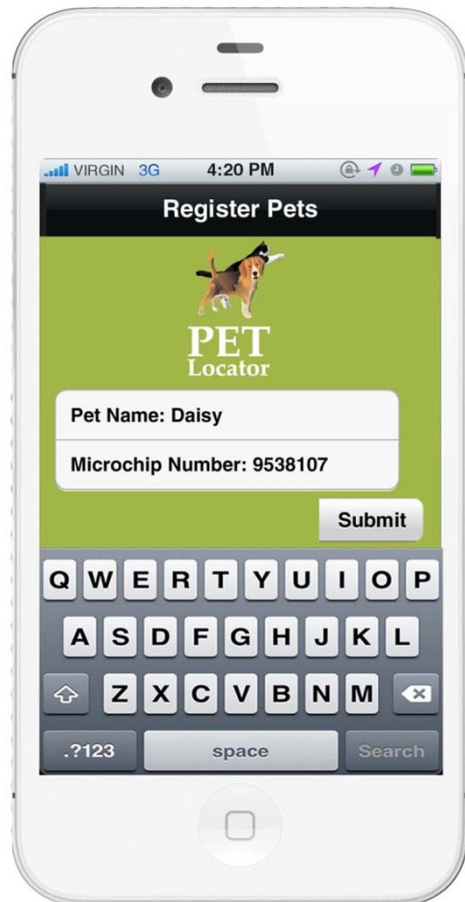
From Here User Can Select:

- **Register Pets:** Register pet into application by entering your pets name and microchip number
 - **My Pets:** Brings you to a list of your pets where you can select to “find pet” or “remove pet”
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- User has a new pet so they need to register their pet into the app so they select: **Register Pets**

CONTINUE TO REGISTER PETS

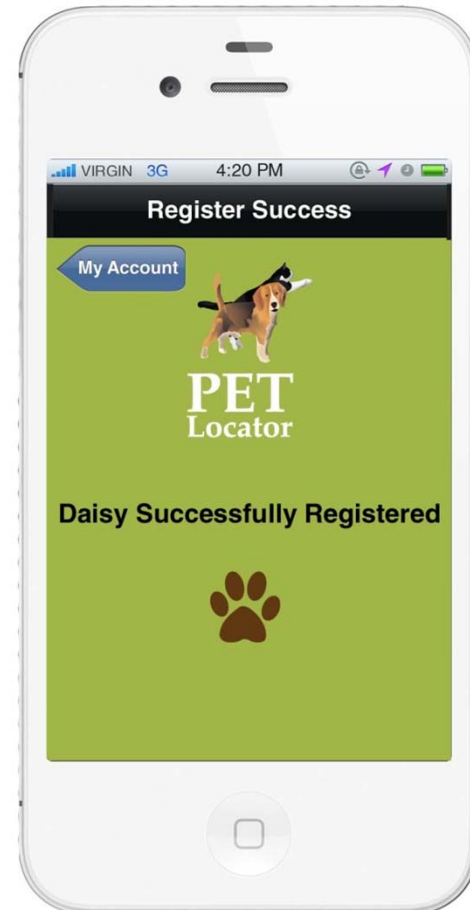


Register Pets



- User enters Pet Name & Microchip Number and selects the: **Submit Button**

Register Success



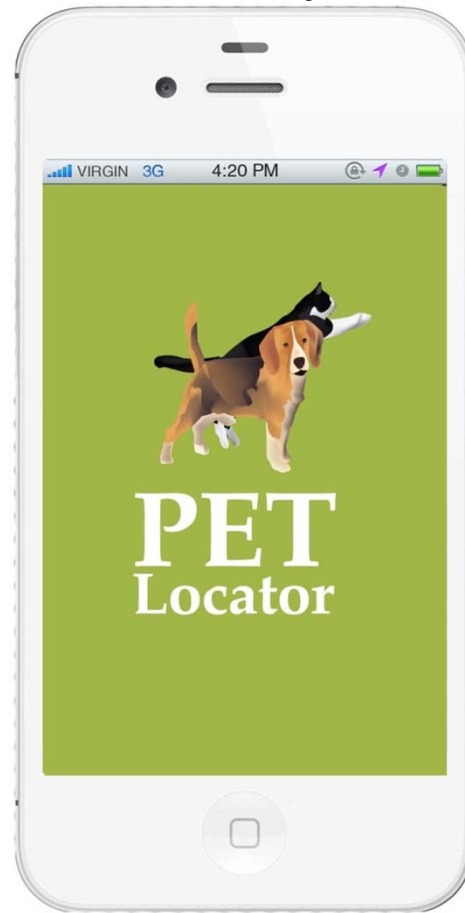
- **Daisy has been successfully registered into the 'Pet Locator' iPhone app**

Scenario 1 Completed

Scenario 2

You Lost Daisy, Find her on a Map, get Driving Directions to her Current Location

- Launch Application , Enter My Account Screen

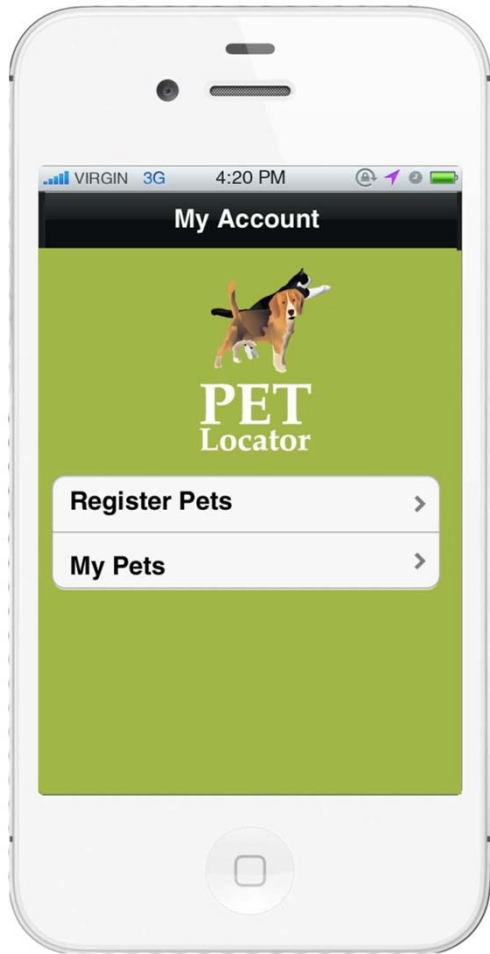


- User already has a username and selected: **Stay Logged In** option so user will be brought straight to: **My Account** Screen

CONTINUE MY ACCOUNT



My Account



- User already has Daisy registered into the app so the user selects: **My Pets**

My Pets

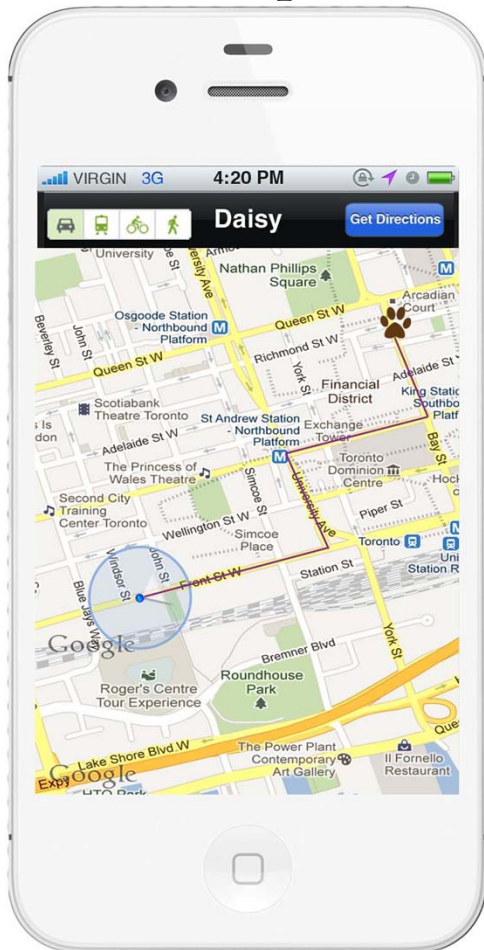


- User selects **Daisy** and then clicks on: **Find Pet**

CONTINUE TO DIRECTIONS

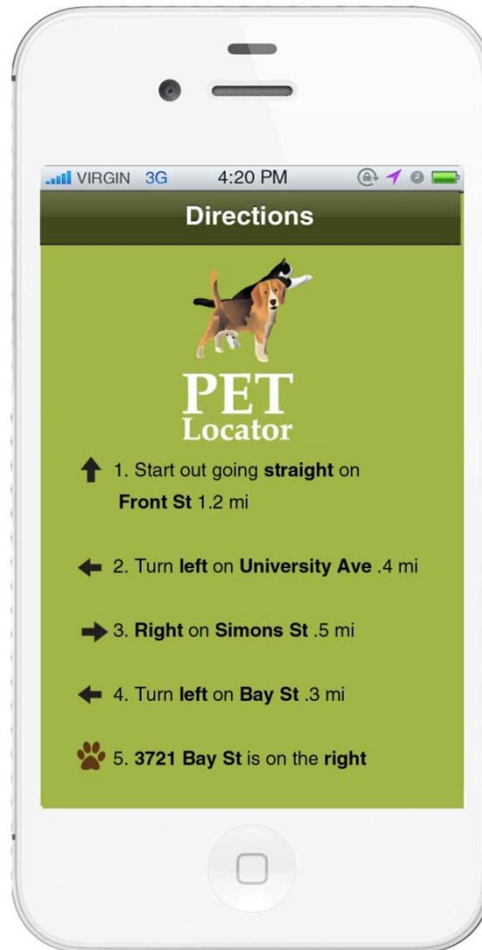


Map



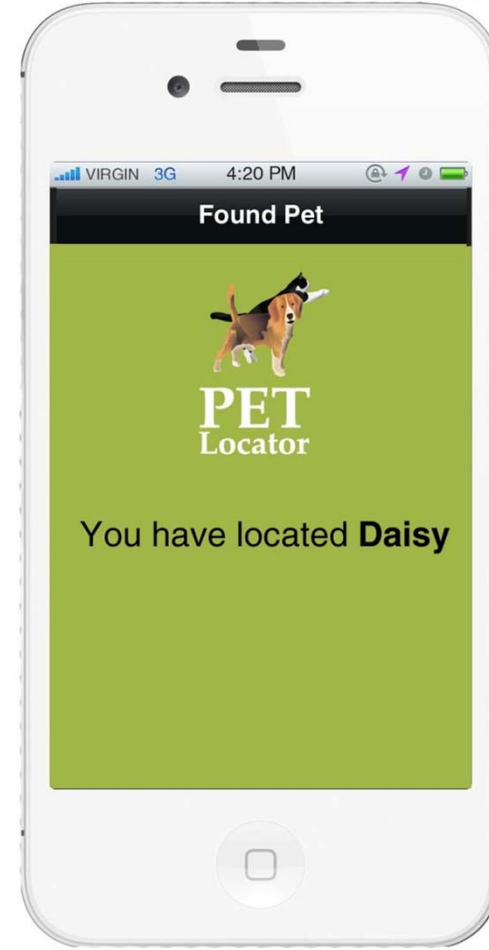
- User sees the map of where Daisy is. They want directions to locate her, user clicks on: **Get Directions**

Directions



- User gets into car and follows the route to find Daisy

Success



- User followed the route and found Daisy.

Questions?