

USER RESEARCH PLAN

Client Name: [Petfinder](#)

Product: Redesigned website

Feature: Pet search and profile

Client Background/Description:

[Petfinder](#) is a website and mobile app for users to search and find pets at shelters close to them. These animals include dogs, cats, rabbits, fish, birds, horses and more. There are also other resources for users to learn about pet care and how to foster pets as well as how to help pets and volunteer at their local shelters.

Problem Statement:

How might we help users get as much information about the pets as possible and make their profiles look more irresistible?

Objective(s):

- Understand how users currently gather more information about the pets
- Look into any pain points users experience while searching for pets
- Research any competitors

Methodologies:

- Conduct Individual User Interviews
 - At least 3 from each user type (3 adopters and 3 shelters)
- Competitive Analysis
 - What are they doing successfully? Unsuccessfully?
- Observation
 - How does the user navigate through the website? Do they have questions, problems, or “I wish” statements?

Participants:

Adopters- users who are looking to adopt a pet. They will filter their search by animal and location and can get more specific from there. Based on their search results, they can get to know the pet from their profile and communicate with and visit the shelter if they feel the pet is the right one for them.

Shelters- users who have a pet they want to find a loving home for. They are interested in making the animals look irresistible and give enough background information for the adopter to find the right match. They also want it to be easy for the adopter to find the shelter location from where to bring their new pet to their forever home.

Schedule and Logistics

January 25-31: Competitive Research

February 1-7: Interviews

February 8-14: Analyzing Research

February 15-21: User Personas

February 22-28: Journey Mapping

March 1-7: User Stories and Mapping

During the research process, the main logistical factor would be scheduling an interview with the shelters as they are very busy and may not have a lot of time to dedicate to an interview. The goal budget for this research is \$0.

Next Steps

→ Analyze research findings

Take detailed notes of findings, record interviews (with permission)

→ Present Insights

Store slides on google drive, short bullet points- talk in more detail