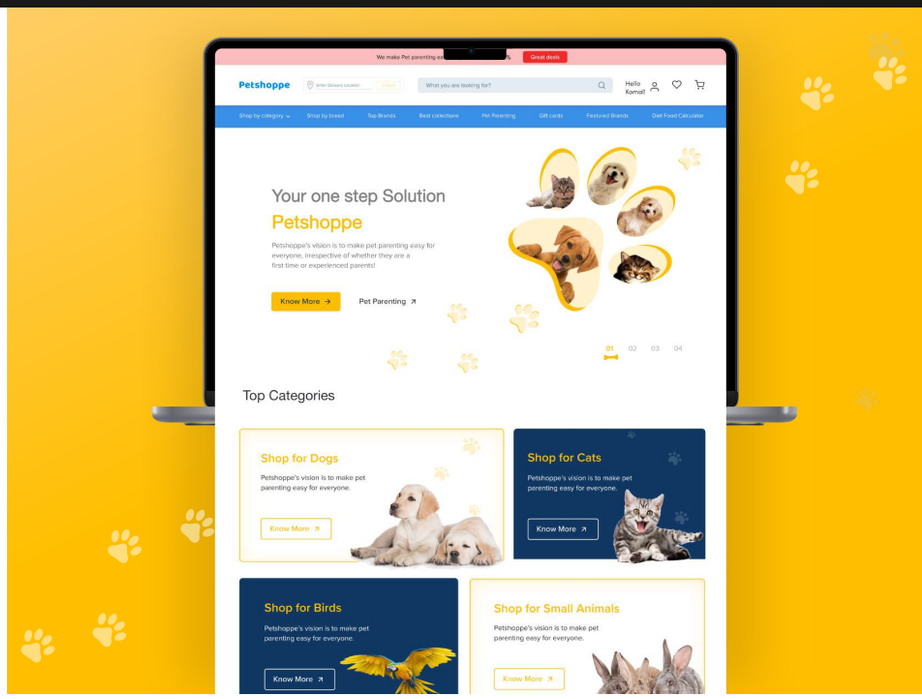
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat



Petshoppe

Petshoppe

Designed with the purpose of becoming an ecosystem for animals and pet parenting in India.

Work we did.

RESPONSIVE WEBSITE

Tools we used.

ADOBE XD

ADOBE PHOTOSHOP

FIGMA

ADOBE ILLUSTRATOR

Overview.

Petshoppe is a platform built on three pillars—fulfillment, information, and connection — to offer high-quality goods at competitive prices that add value.

It also curates content based on the breed and age of pets. The aim is to create a bridge to the best service providers — canine behaviorists, groomers, and dog walkers — in the vicinity to facilitate a better lifestyle for pets.

THE OPPORTUNITY.

The lack of time impedes pet parents from understanding what **works best for their pets**.

DESIGN RESEARCH

Qualitative research was done to refer to observational data, human emotions, and behavior

To foster empathy and comprehend the perspective and experiences of pet owners, 8 people between the ages of 25 and 40 were interviewed. Six of these eight individuals had pets in their homes for a long period, whereas the other two were recent pet owners.

01 How frequently do you shop for your pet?

02 Where do you presently purchase items for your pet?

03 How do you feel about your current shopping experience?

04 Do you have access to all you need in one location?

05 What products do you regularly buy for your pets?

06 What motivated you to buy the breed that you have?

We analyzed the user remarks and then used affinity mapping to classify them. The objectives, motives, pain points, and shopping characteristics were noted down to comprehend the viewpoint.

Goals	Motivation	Pain Points	Shopping Traits
An online platform to shop for different categories of pets.	Buy a variety of products in one place itself.	It is difficult to find products catering to specific breeds.	Users generally shop online from websites like HealthyPets and Petsup.
To get more educated on pet parenting.	Subscribe to products to avoid the hassle of recurring purchases.	Authentic information is needed to groom and take care of pets.	Shop at nearby stores for a few accessories.
	Learn more about pets to better care for them and be responsible pet owners.	Knowledge gathering from a trusted source before bringing a new pet home.	Purchase monthly necessities for pets online or locally.

User persona was created to empathize with the end users

Rahul Sharma , 28
IT Professional
Gurugram, India

"Rahul like animals, but he works long hours and finds it difficult to go shopping. He, therefore, prefers to do his purchasing online. For better grooming of his dogs, he seeks to learn more about them."

Personality

Observant

Knowledge- seeker

Pet friendliness

Motivation

Rahul was raised surrounded by animals. He speaks out for the well-being of the local street animals in addition to his pets. He frequently seeks out new pet-related information and hopes to operate a pet grooming salon in the future.

Goals

- Wants to learn about several breeds before purchasing another new pet.
- Keen to understand more about his pets so that he can groom them better.
- Find all necessities for his pets in one place itself.

Pain Point

- Lack of information on pets' characteristics.
- Inadequate expertise in pet grooming.
- Difficult to find authentic products online.

We created a customer journey to assess the needs, behaviors, and motivations of users as they engage with the product

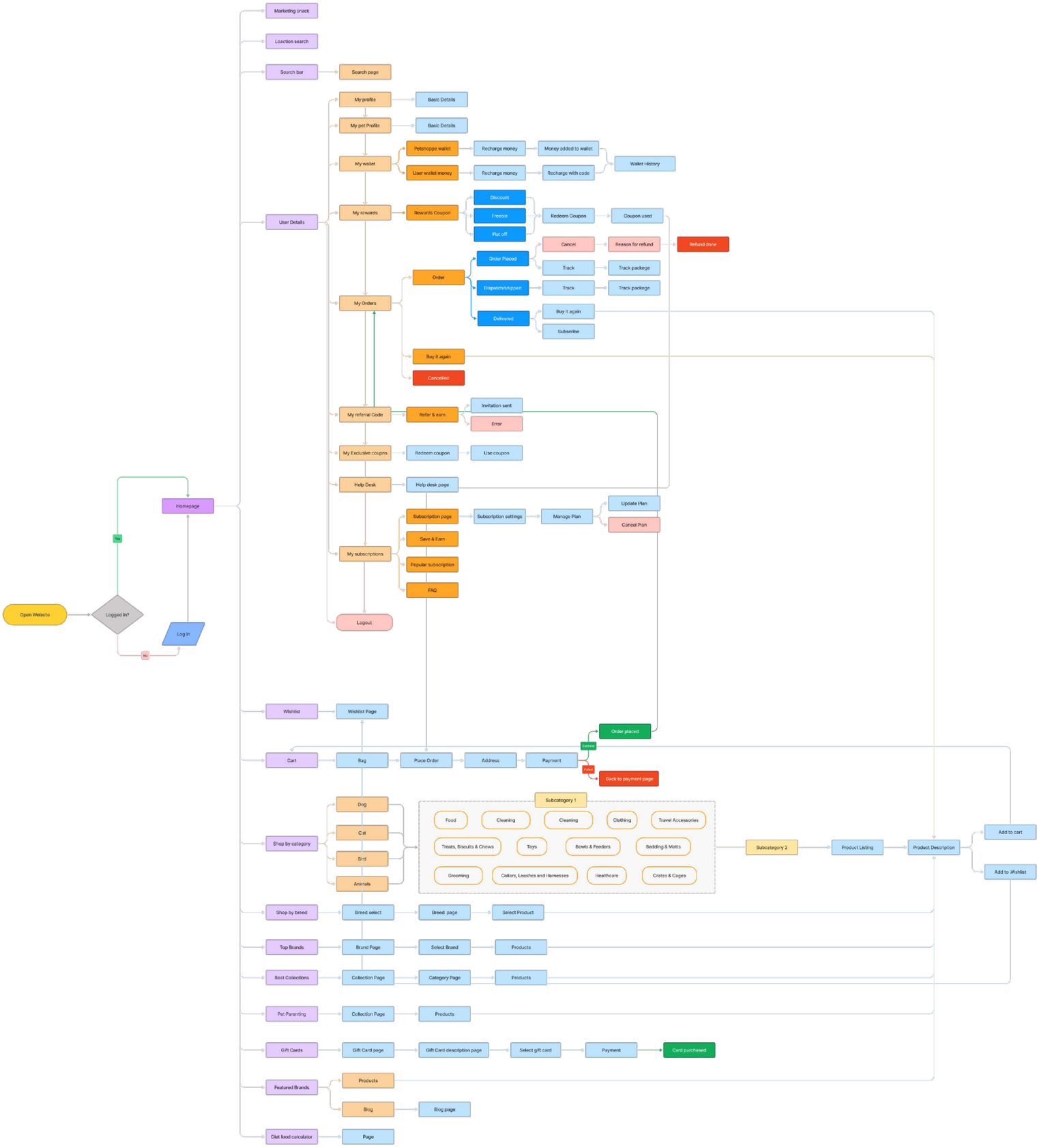
User Persona
Rahul Sharma
28 · Gurugram

Rahul was raised surrounded by animals. He speaks out for the well-being of the local street animals in addition to his pets. He frequently seeks out new pet-related information and hopes to operate a pet grooming salon in the future.

Flow **Research** > **Decision** > **Order** > **Payment** > **Order Confirmation**

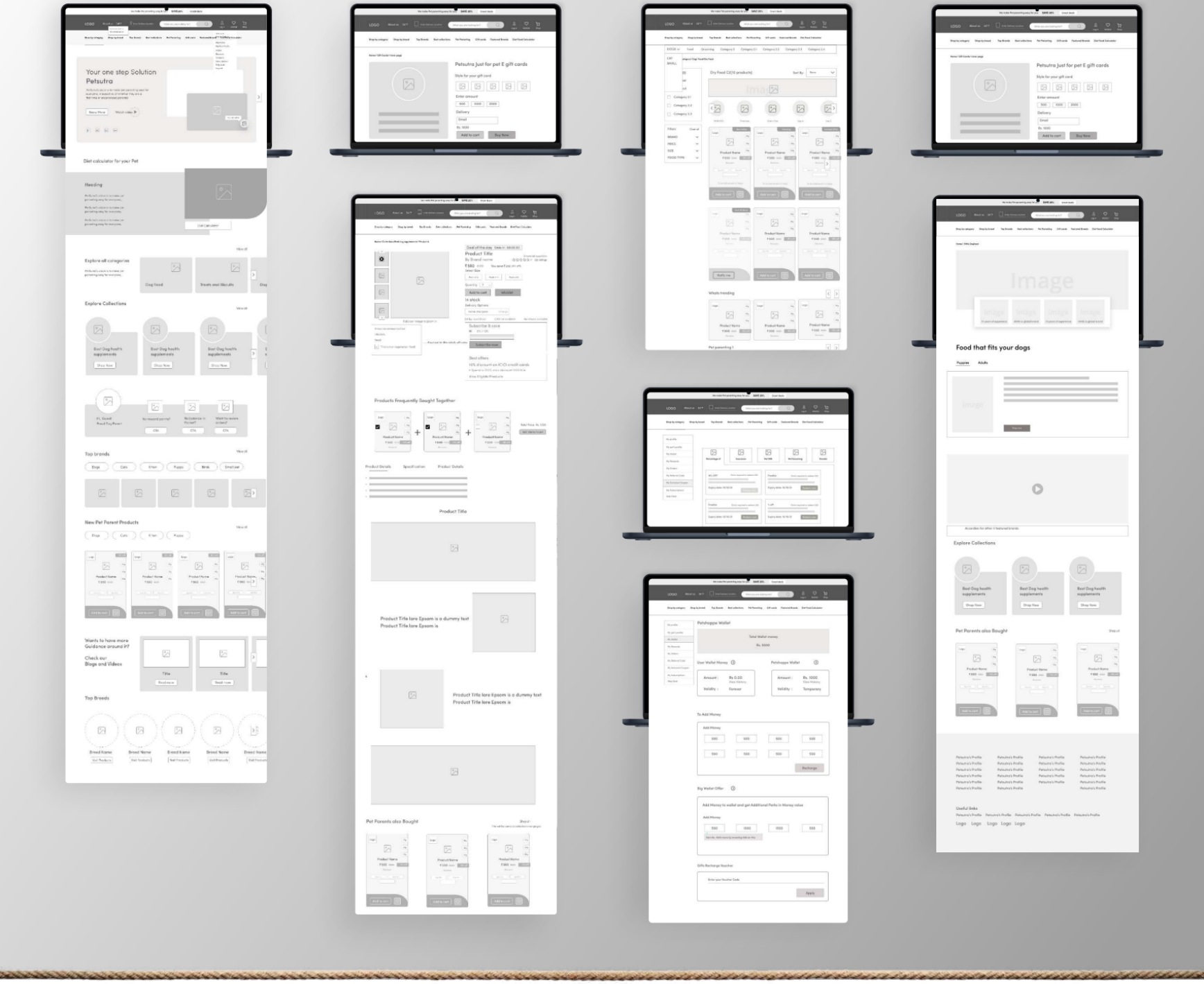
Touchpoint	Wanted to give the pet a good lifestyle, therefore looking for pet products.	Went to the Petshoppe website and browsed pets and their products.	Logged in to the website. Started making the pet profile and based on that, explored available products	After deciding on the products, moved to the payment page and looked for the available payment methods.	After completing the payment, the order confirmation page comes with all the product details, which the user is reviewing.
Thinking	• Will I find the correct kind of information? • Will the product be authentic and safe to use?	• Will the app work for me? • Will the app provide the best experience?	• Will the refund process be hassle-free? • What if the product does not suit my pet?	• Will the payment method that I need be available or not? • Will the transaction go smoothly?	• Finally, the booking was completed and now grooming of pets can be done with ease and care.
Feeling	😐	🤨	😌	😑	🙂
	• Confused	• Intriged, Worried	• Contented but confused	• Tensed	• Happy, Relaxed
Pain Points	• Anxious about the credibility of the product • Desperate for knowledge to help his pets.	• Doubtful about the decision • Unsure of whether he will receive a fair deal.	• Anxious about the credibility of the product and delivery process. Should the order be placed from a different place?	• Tensed if the payment will be successful or not.	• What if the booking gets canceled, will there be a refund? • What are the policies?
Expectations	• A fine one-stop solution for gaining knowledge as well as buying products.	• The website should be easy to navigate and not overly complicated or cluttered.	• Hopeful to have a hassle-free delivery process and receive the product in time.	• Payment screen which is simple and easy to understand.	• A much more detailed page of the order confirmation screen.

We created **information architecture** to build the content structure and facilitate seamless navigation



WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow



DESIGN SYSTEM

Typography and colors used

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular **Semibold** **Bold**

Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

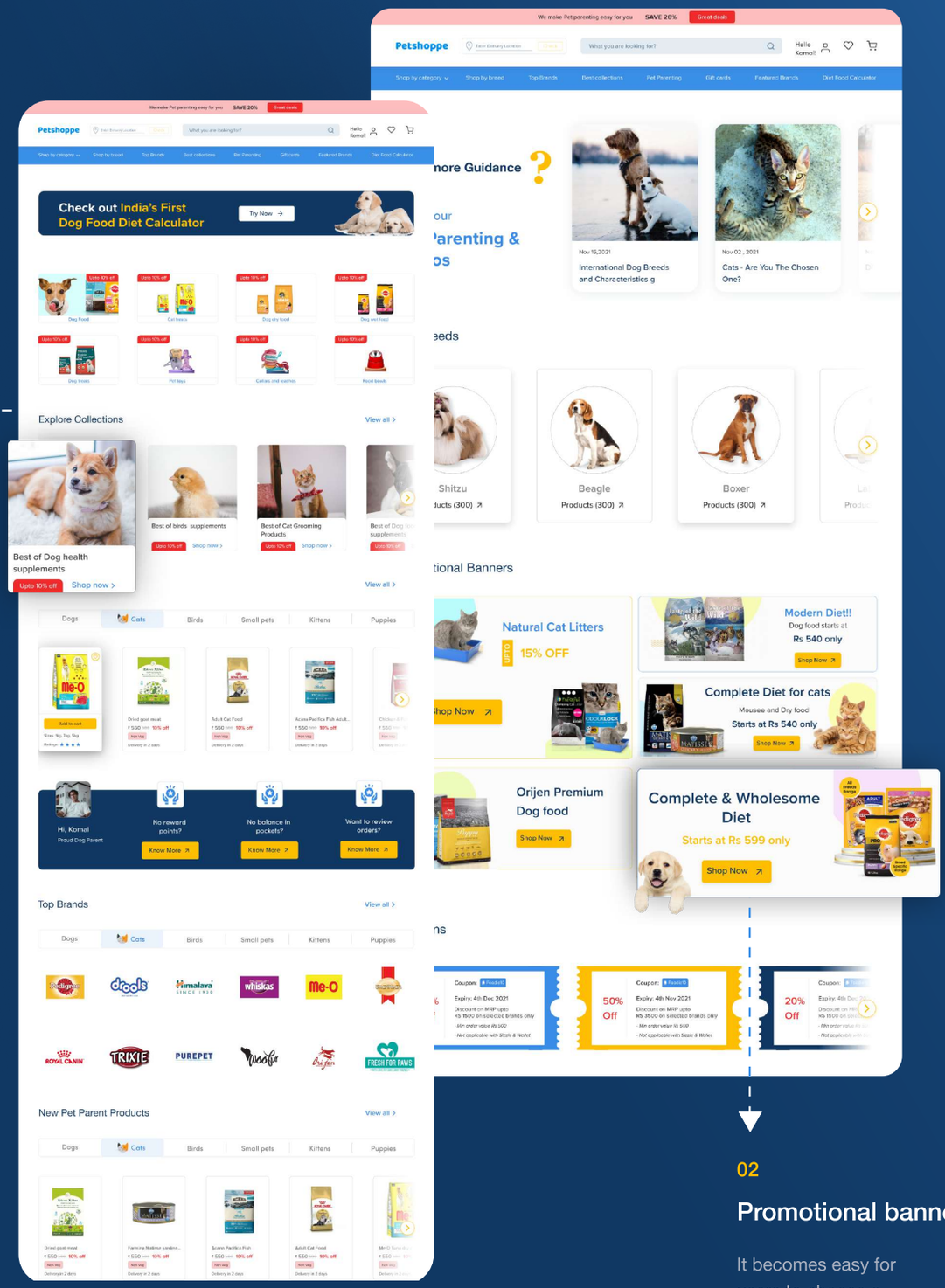
Regular **Medium** **Bold**

	#3A8FE7			
	#FFBF00			
	#103863	#303036	#FFFFFF	
	#E4EBF1	#F02B2B	#E4EBF1	

UI SCREENS

The **landing page** introduces the users to a vast variety of options offered

The page is made intuitive to bring out an immersive experience where the users can know everything about the product. This builds trust and credibility.



01

Explore collections

Collections on the basis of your needs so that you can avail products with ease.

02

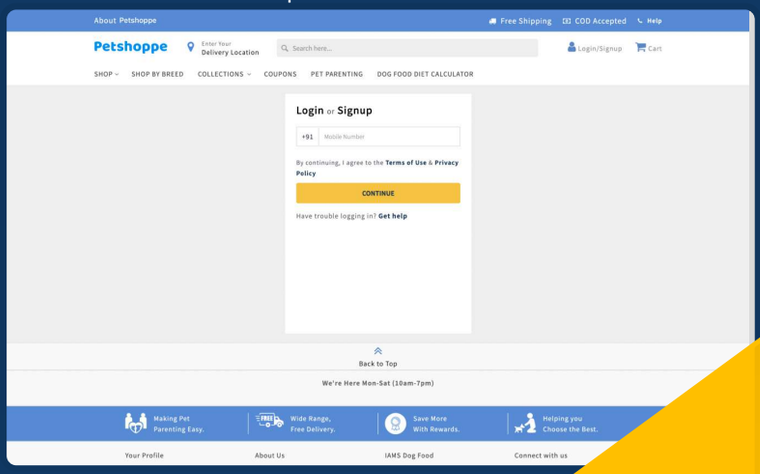
Promotional banners

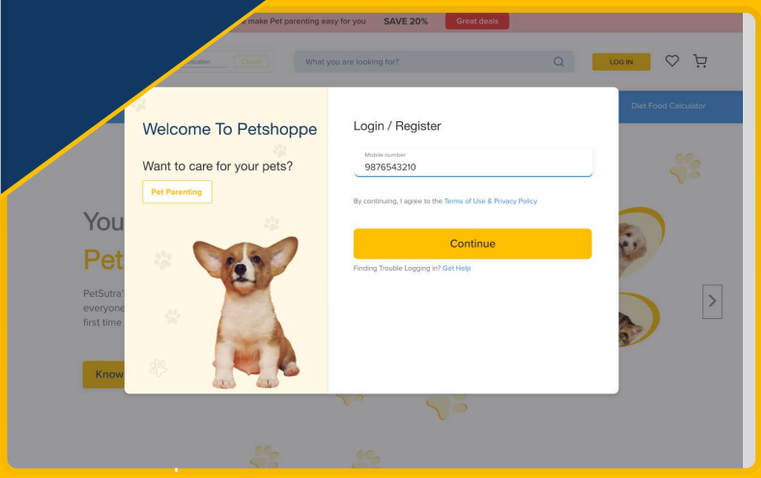
It becomes easy for users to choose a package for their pets.

A good **login/ sign up** helps the user quickly onboard in the app

Before

Lots of options are available for users and are diverted from login.



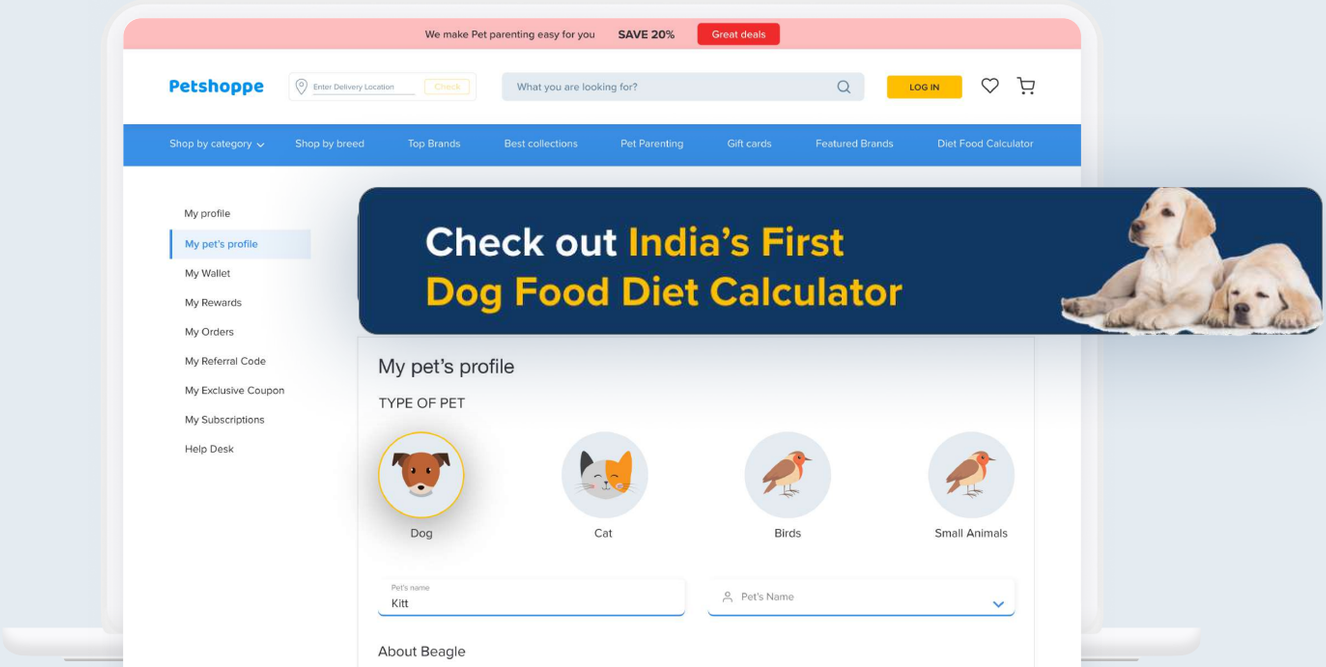


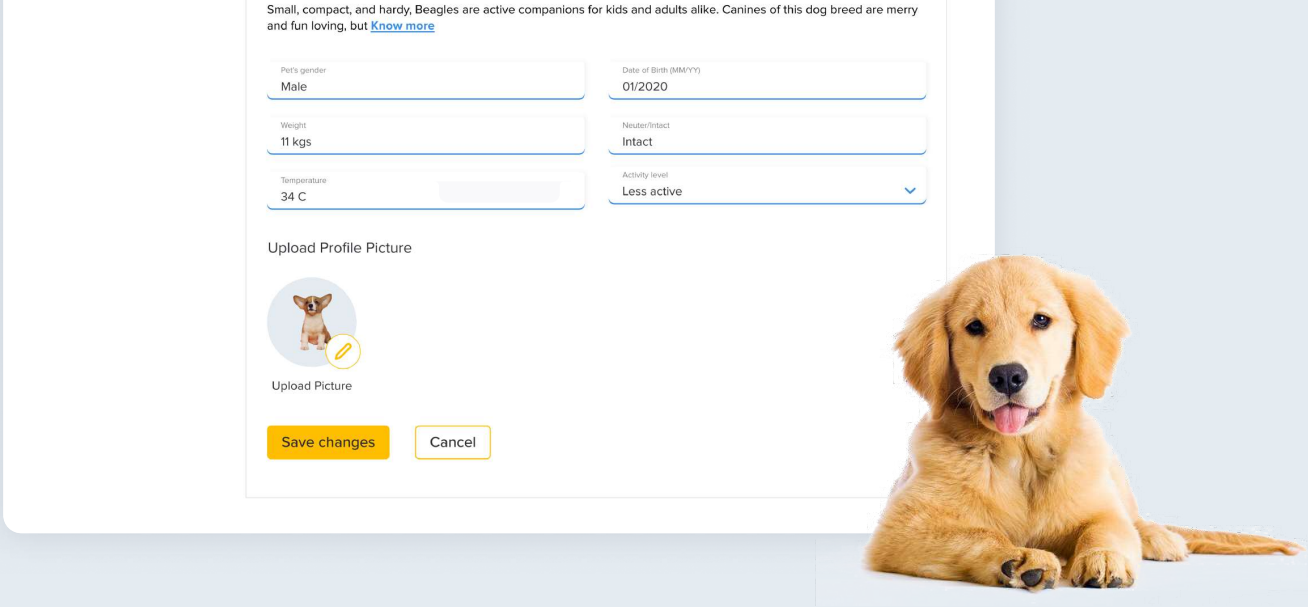
After

Clear visibility with proper call to action button and focus on login.

Pet's profile to be used to collect detailed information and provide access to a dog food calculator

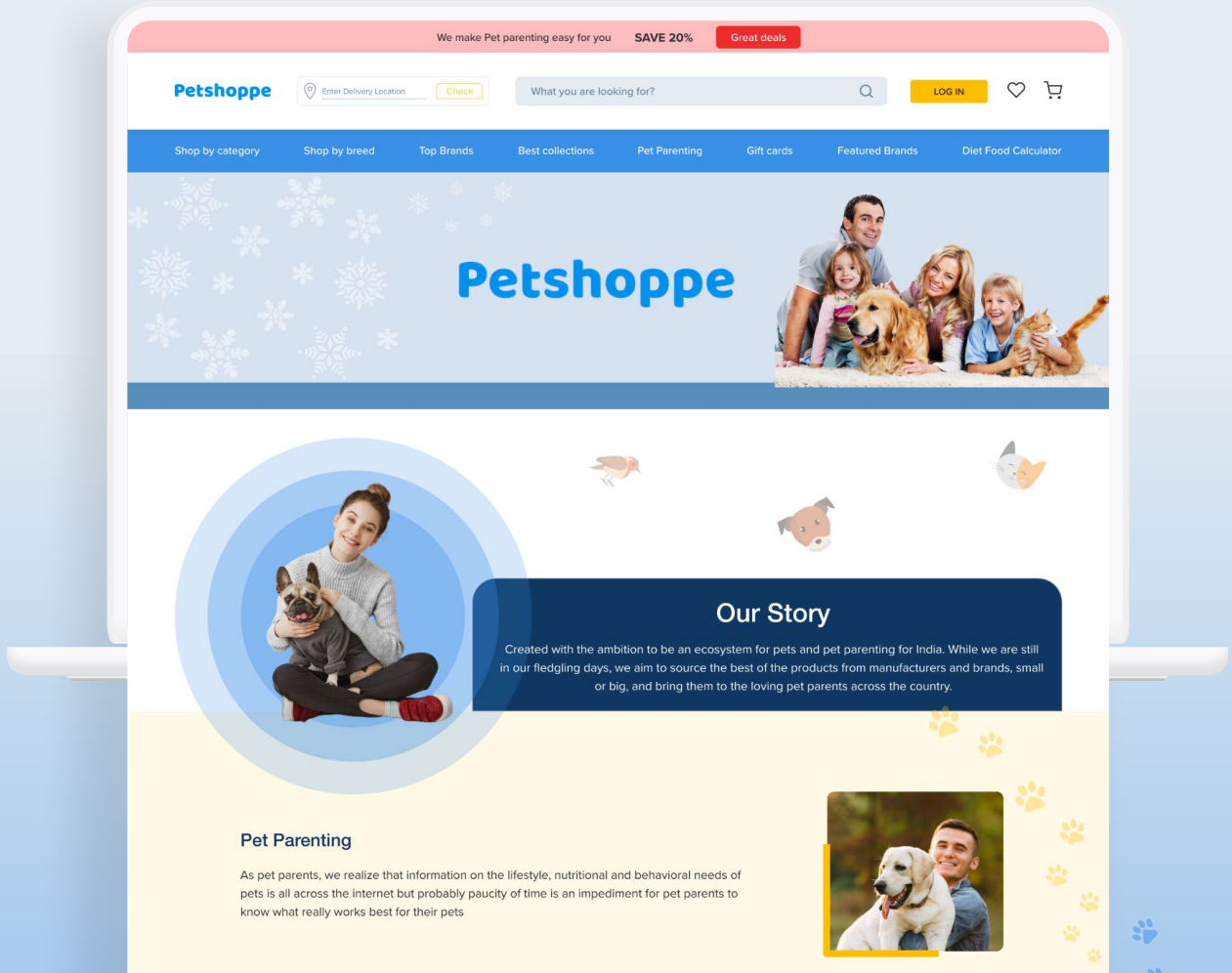
The page is designed to be user-friendly in order to present pet information so that users can learn everything to know about their pets. This makes it easier to monitor a pet's lifestyle.

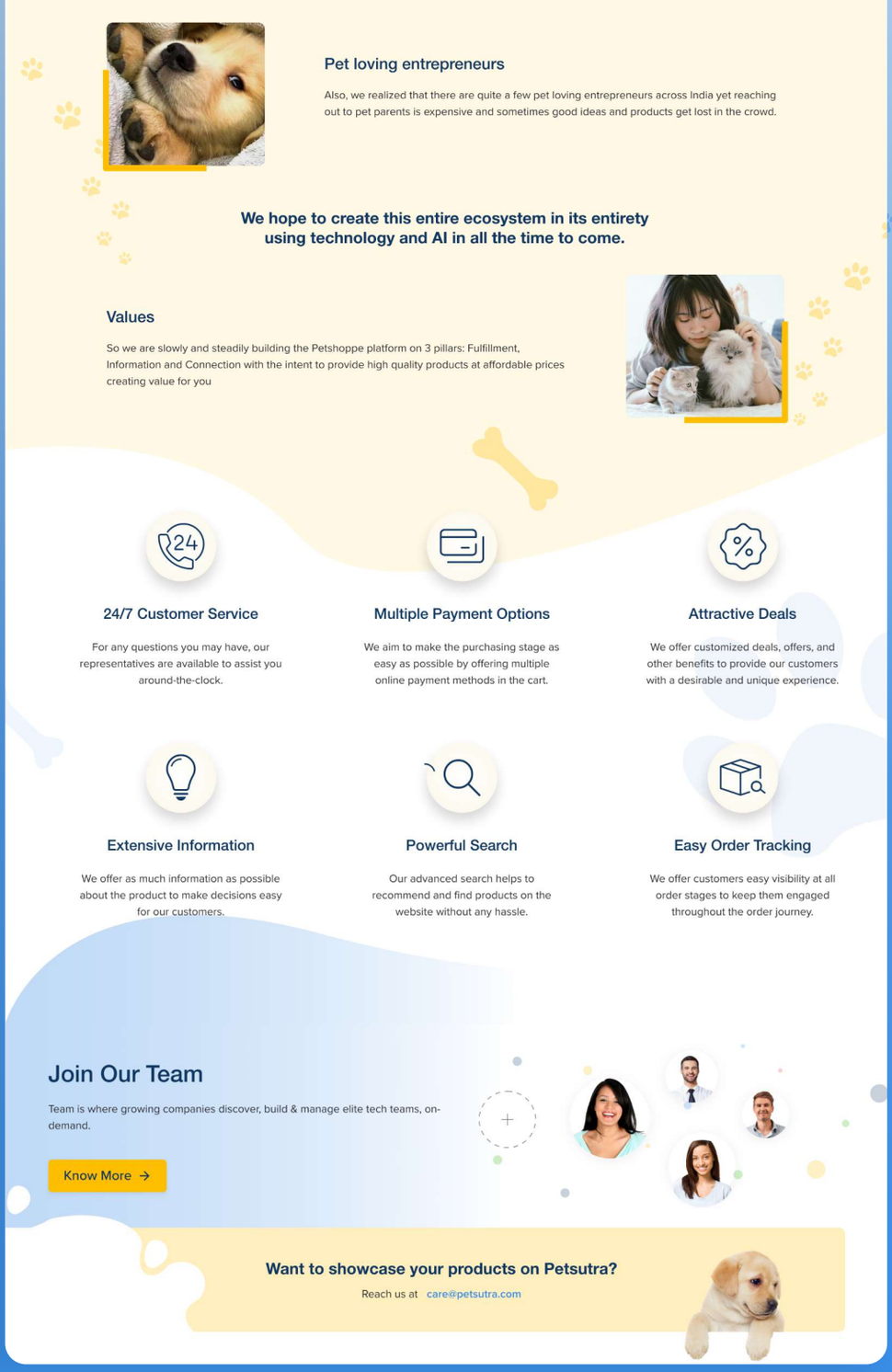




About us page that serves to inspire people to buy products or to work with the brand

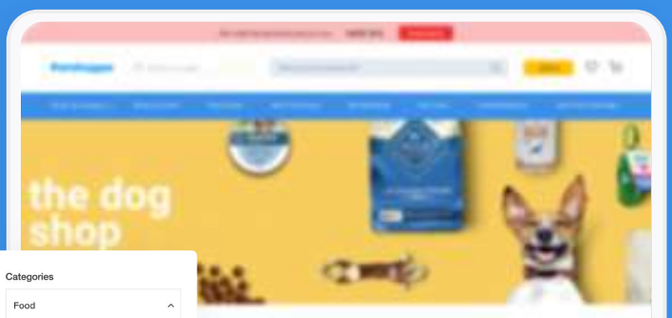
The page elaborates on the brand story and its vision so that more people can connect with it and be a part of the journey.

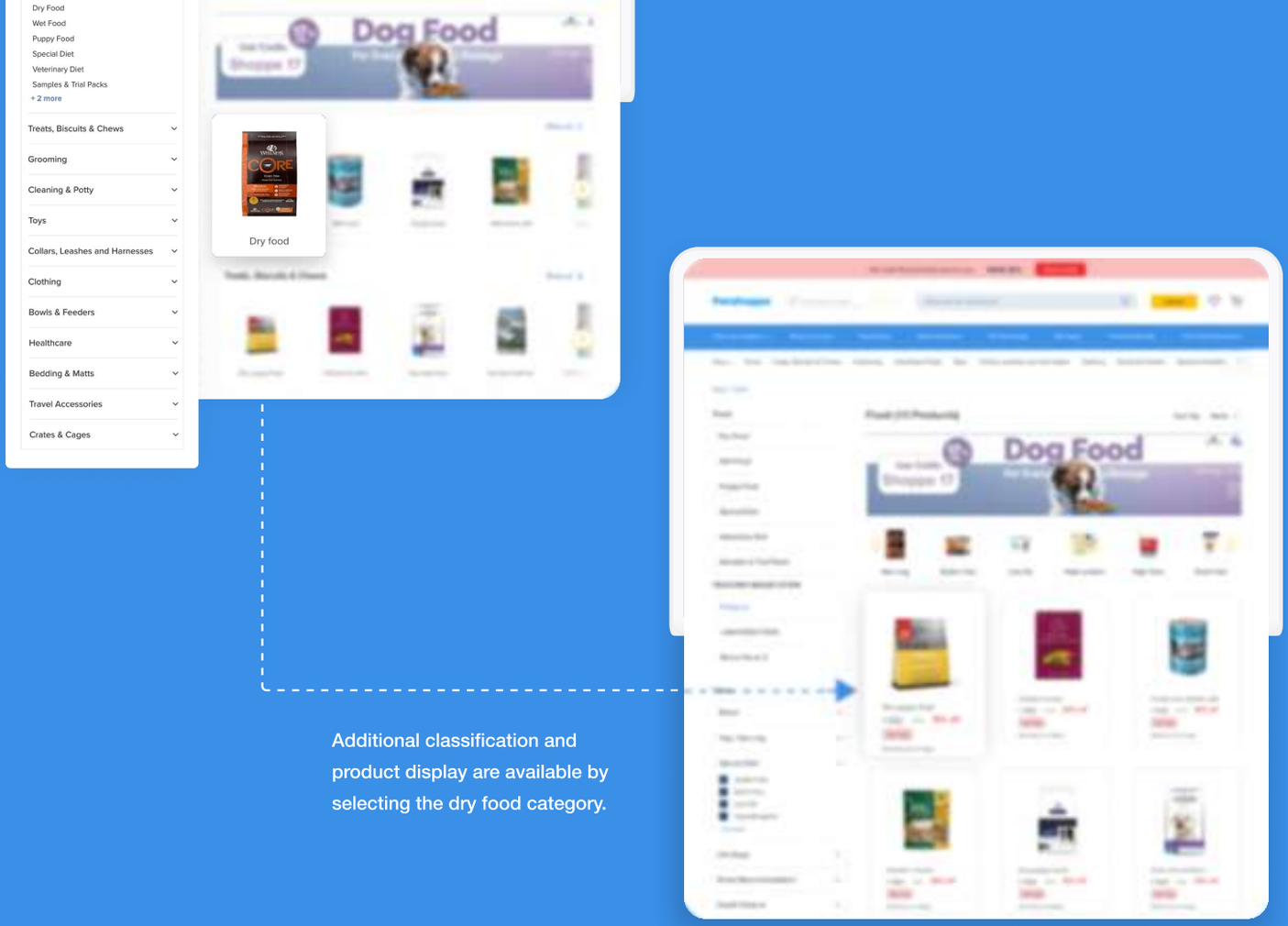




Category page that sits above product page in the site hierarchy

It facilitates user navigation to the section of the website where they can find any particular product types.

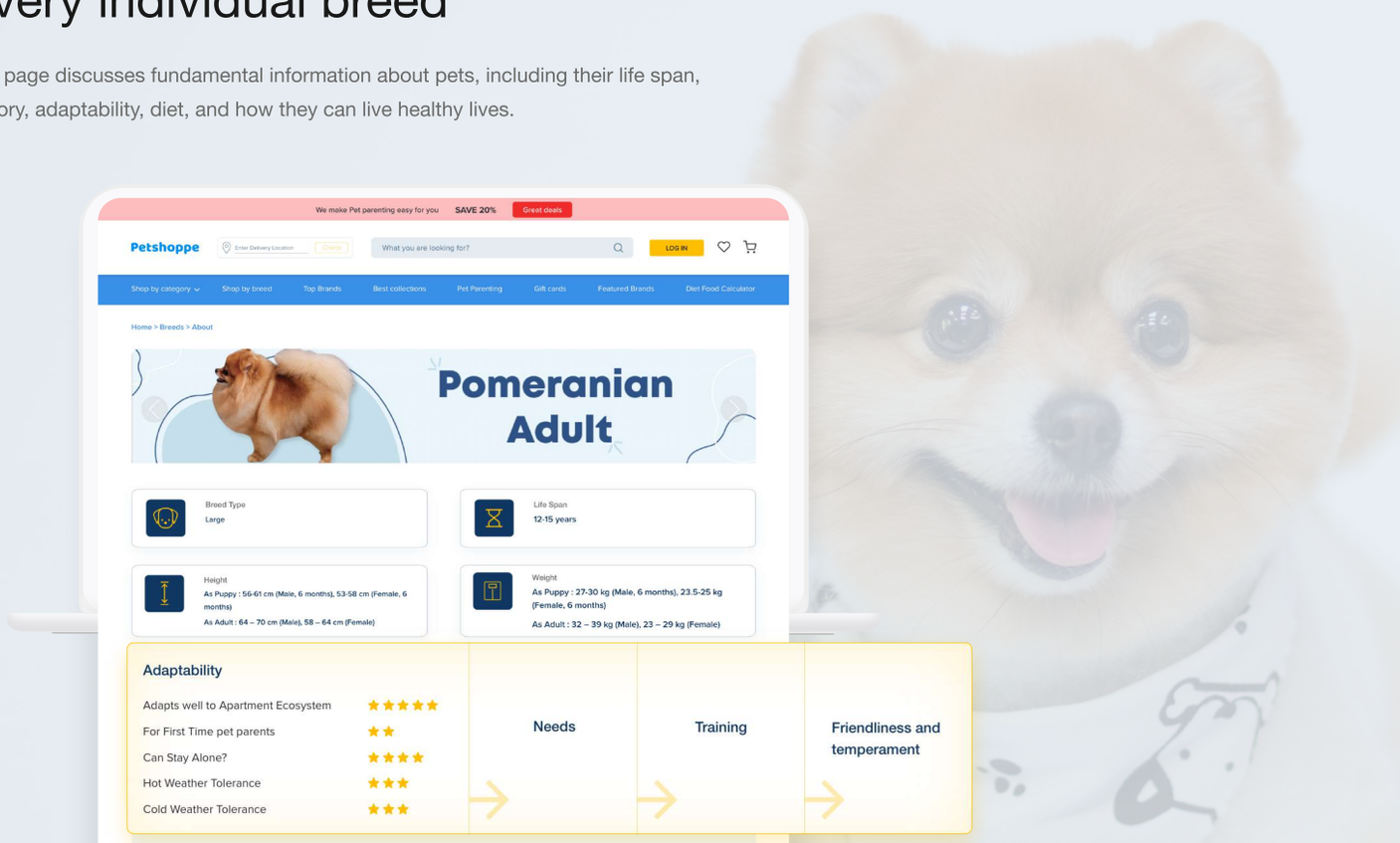


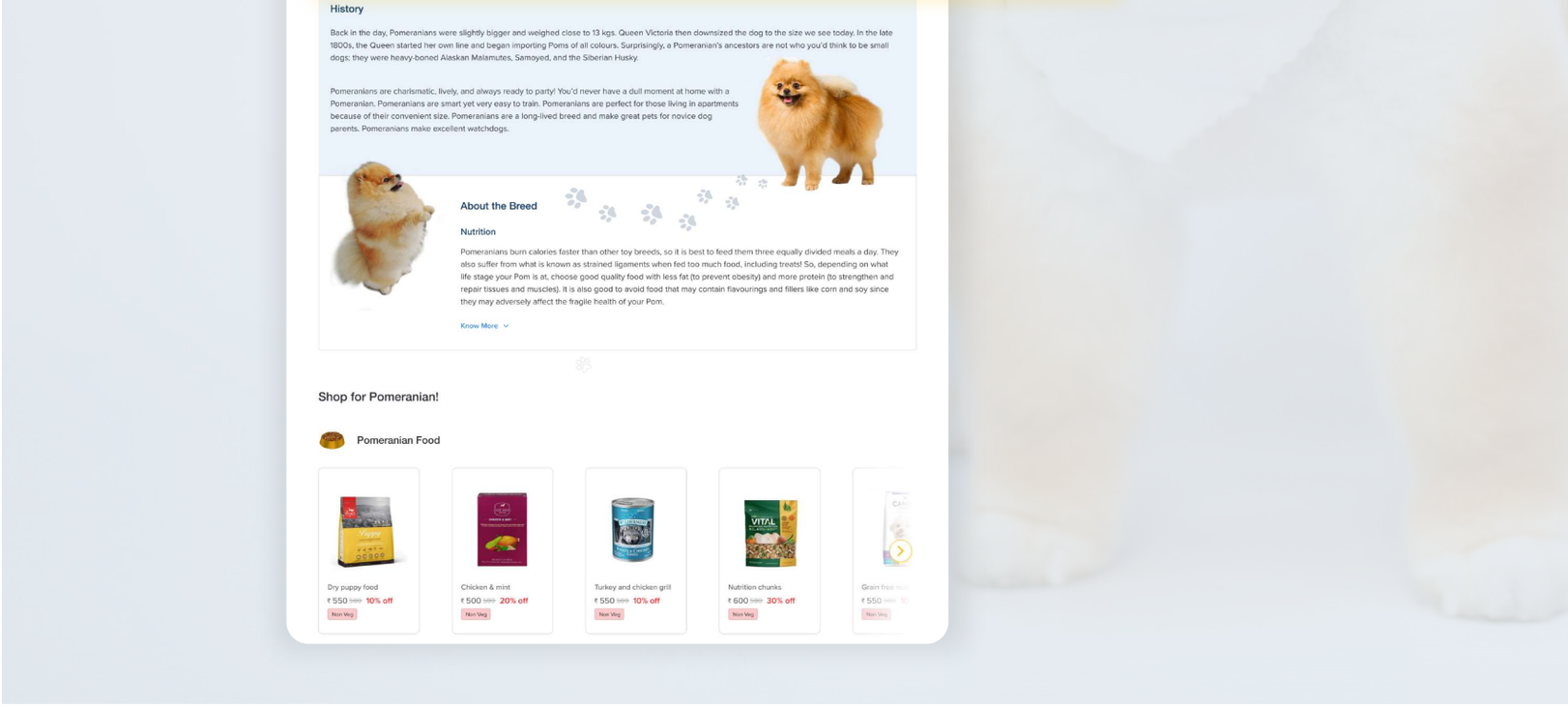


Additional classification and product display are available by selecting the dry food category.

Shop by breed gives a comprehensive view of every individual breed

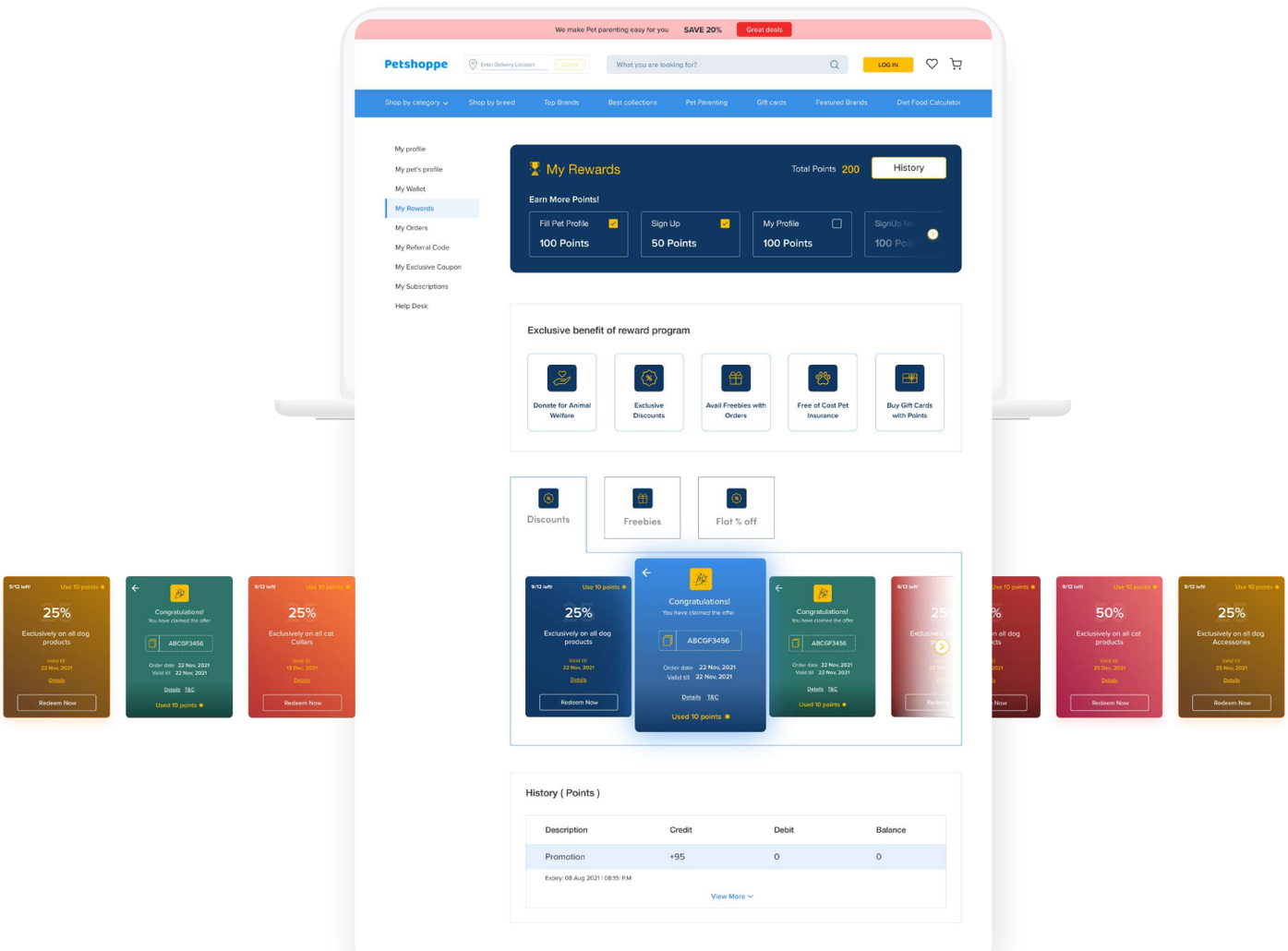
The page discusses fundamental information about pets, including their life span, history, adaptability, diet, and how they can live healthy lives.





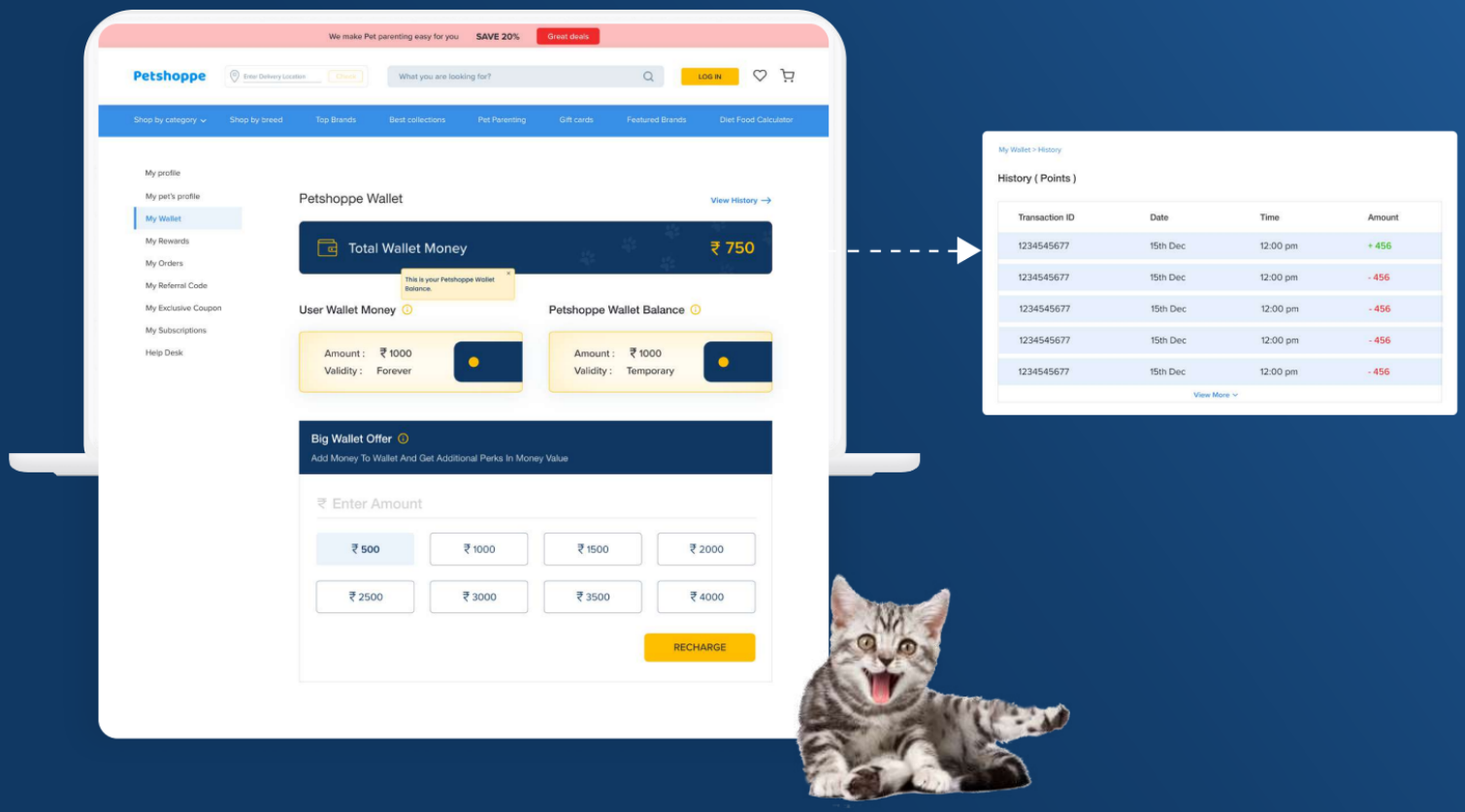
An effective **rewards** programme to target and entice valuable client segments

A designed and well-executed loyalty program can help retain existing customers, attract new customers, and drive profits.



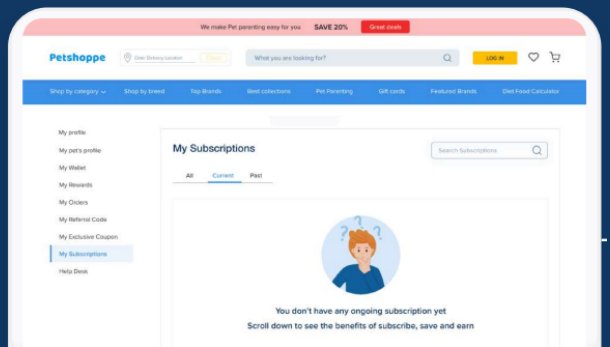
Set up an account in the **wallet section** and maintain it for commercial and business purposes

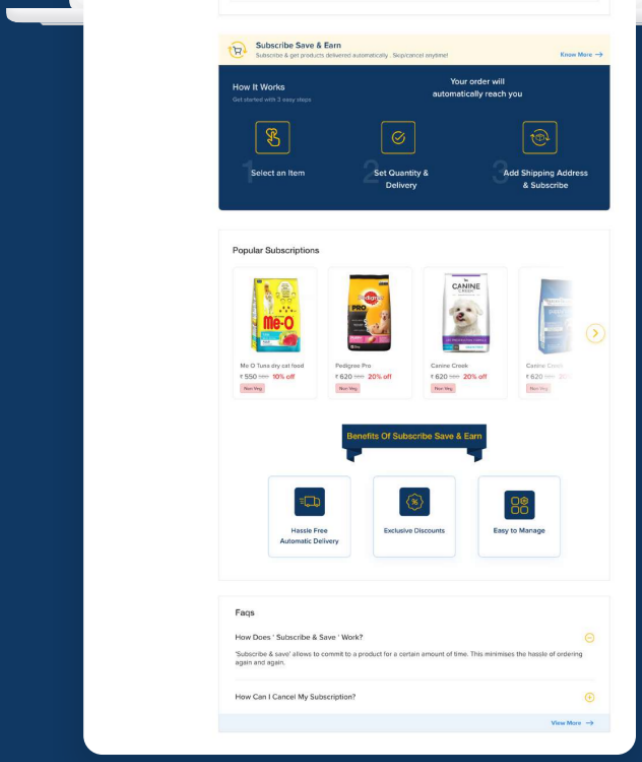
It is a faster way to send or receive money. Additionally, people can make payments at online and offline stores without entering the receiver's bank details.

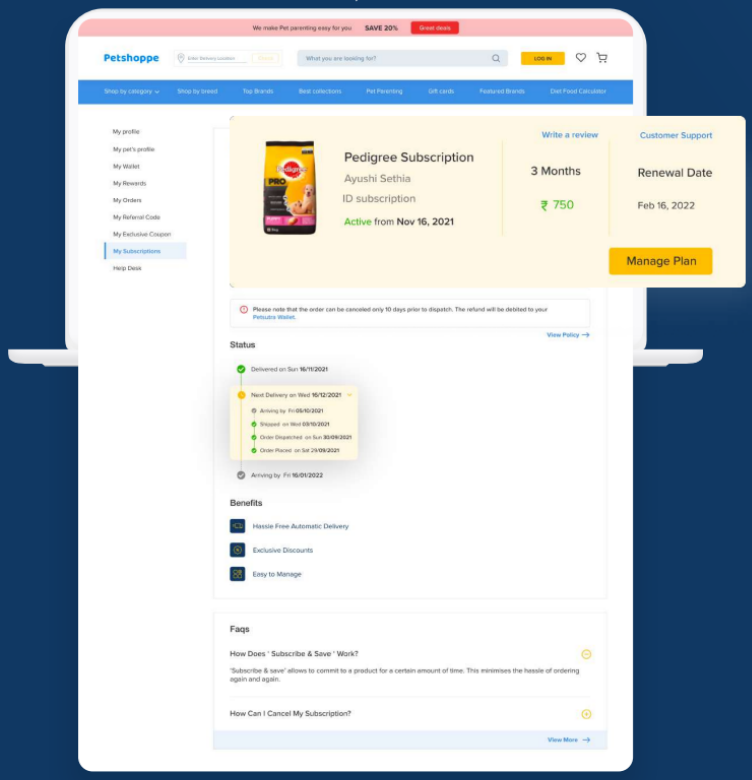


The **subscription** page provides customers with regular and predictable deliveries at ease

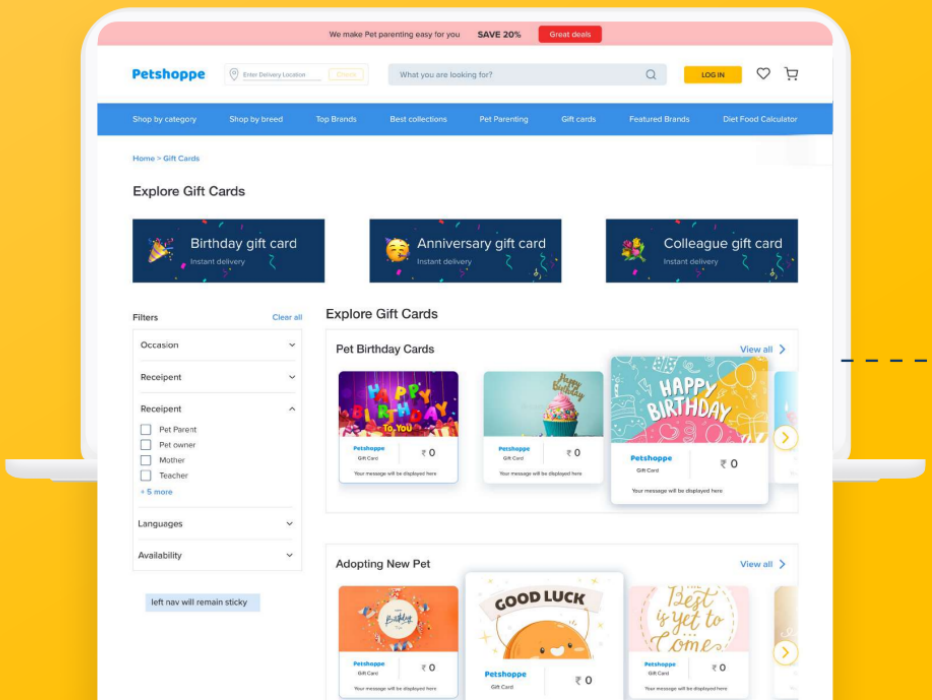
By availing of subscriptions, users can buy products at a lower cost and avoid the hassle of recurring payments.



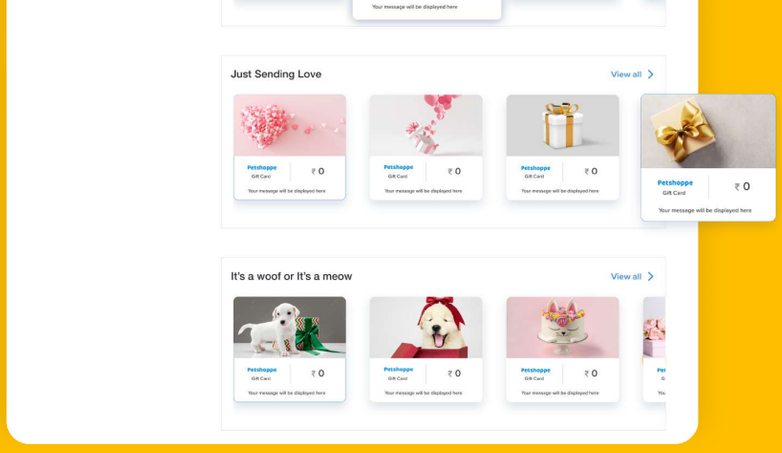




A **gift card** enables consumers to explore new products and spread joy to loved ones

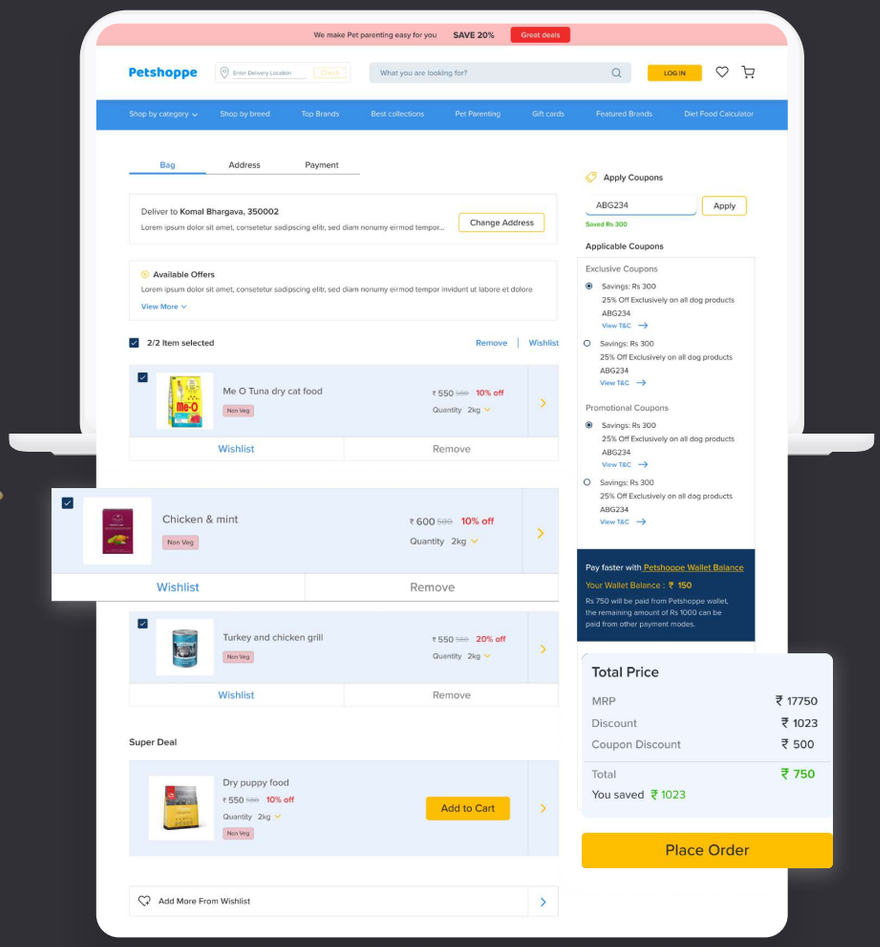


Gift cards to share the love with your close ones and also their pets.



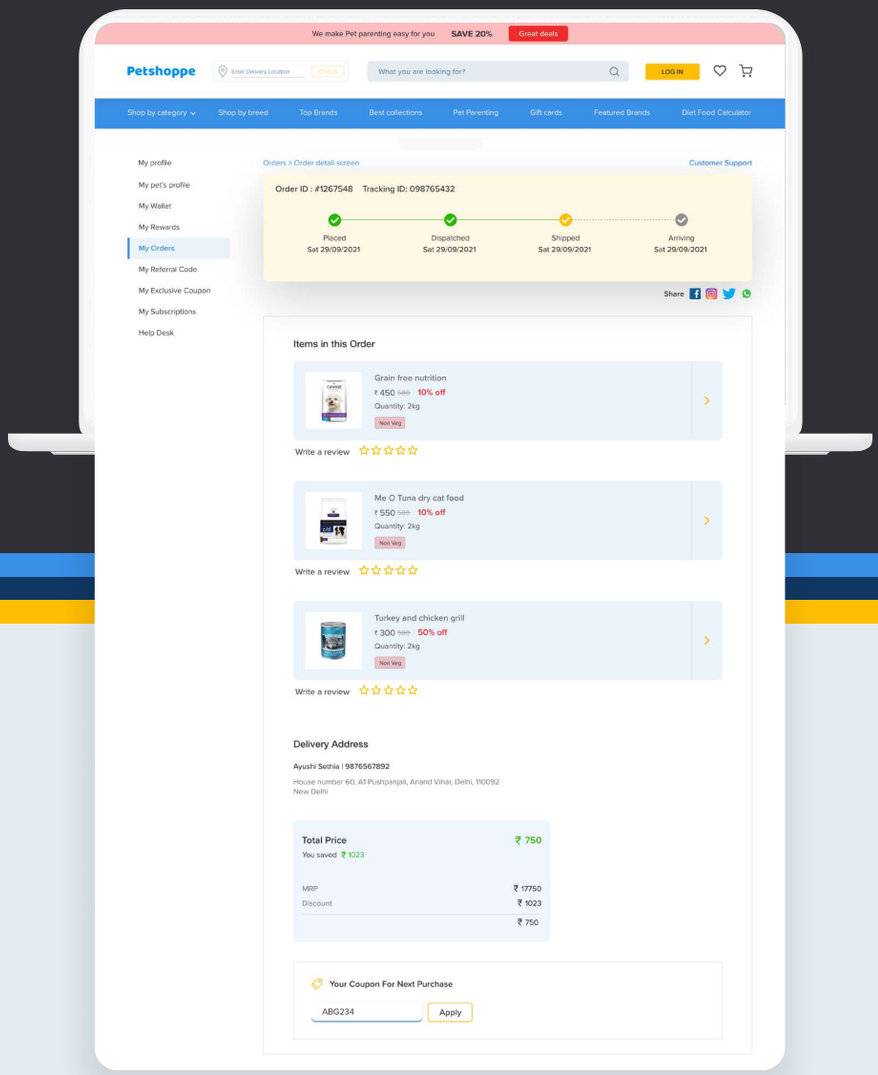
Cart & checkout flow for one-click checkout options

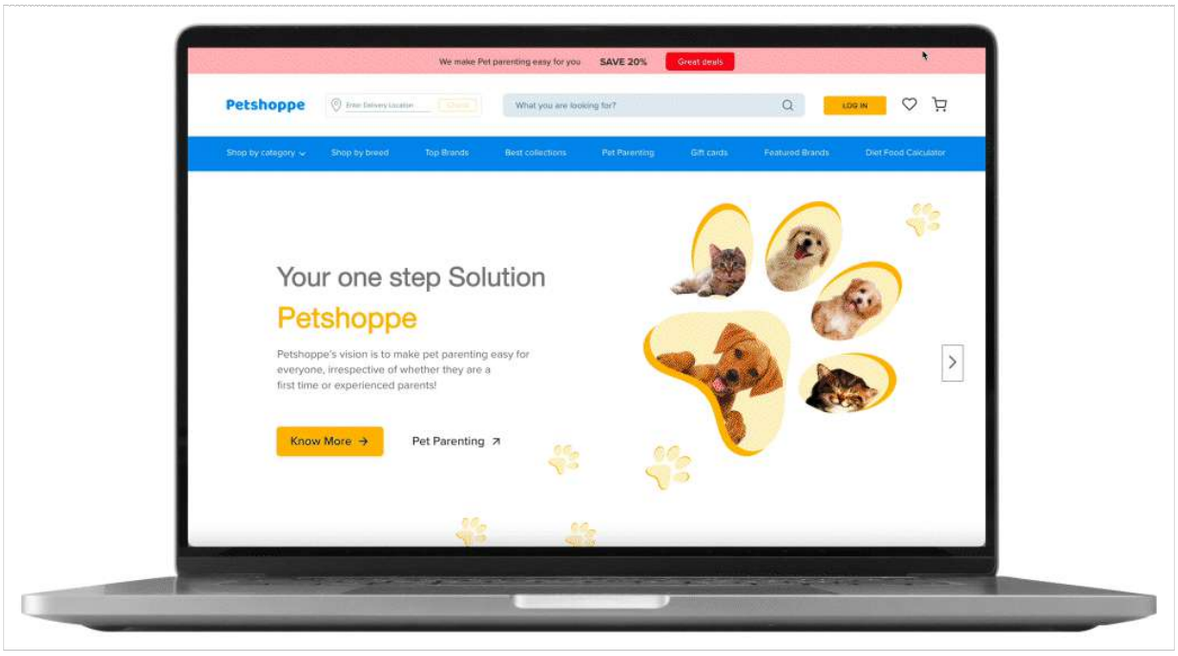
Cart and checkout flow presents background information about products – like inventory and shipping options in a way that's easy to grasp for customers. Information includes payment details, billing address, shipping address, and additional preferences.



The **orders** page provides customers with accurate shipping information and tracking updates

The process generally consists of accepting the order, picking, packing, and shipping the items mentioned in the order, and finally tracking them until they get delivered.





squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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