

Generative Report: BravePet

Responsive Web App Usability Study

Design Process Summary

The **BravePet Responsive Web App** was designed to create an efficient pet registration and product purchasing system for pet owners. The primary objective was to streamline the process of adding pets to user profiles while ensuring a seamless checkout experience for pet-related products. Through extensive UX research, usability testing was conducted to gather insights on navigation, profile management, cart functionality, and overall ease of use. The findings have helped refine key user pain points and provide actionable recommendations for design improvements.

Study Plan Summary

The **BravePet UX Research Study** aimed to evaluate the **efficiency and usability** of the pet registration process and checkout system. Five participants were recruited from diverse backgrounds, including users with assistive technology needs and non-native English speakers. The study was conducted remotely, where participants were asked to complete tasks such as navigating the homepage, adding a pet profile, and making a product purchase. Key performance indicators included **time on task, user error rates, conversion rates, and system usability scale (SUS)** to measure overall user experience.

Study Results Summary

Based on the usability tests and affinity diagram analysis, key findings emerged regarding user interactions across different sections of the **BravePet Web App**.

Participant Feedback (A-E)

- **Positive Aspects:**
 - **Navigation & Usability:** All participants (A-E) found navigation **easy and intuitive**.
 - **Pet Registration Process:** Participants (A-E) found it easy to **add or remove a pet profile**.
 - **Checkout Process:** Participants (B-E) found the checkout **straightforward and simple**.
 - **Profile & Payment Handling:** Most participants found the **account setup and payment integration smooth**.
- **Areas for Improvement:**
 - **Profile Page & Pet Registration:** Participants (A, D) wanted **personal information and pet profiles to be separated**.
 - **Dynamic Editing:** Participant C requested **a way to edit pet details dynamically** rather than having to redo the entire process.
 - **Map & Navigation Issues:** Participants (B-E) found the **map feature confusing**, requiring **better visual guidance**.
 - **Cart & Checkout Issues:** Participants (A, D, E) requested a **clearer remove button for items in the cart**.
 - **Checkout Button Visibility:** Participant A found **the checkout button hard to locate**.
 - **Long Scrolling on Mobile:** Participants (B, C) requested a **more compact layout to reduce excessive scrolling**.

Percentage-Based Evaluation Trends

1. **80% of participants (B-E) struggled with the map navigation feature**
 - Four out of five participants found the **map feature confusing** and needed **better visual guidance**, such as clear labels and search filters.
2. **60% of participants (A, D, E) requested a clearer remove button for cart items**

- More than half of the participants found **removing items from the cart difficult**, indicating a strong need for a **dedicated remove button** or **undo functionality**.

Fraction-Based Evaluation Trends

1. **4/5 participants (B-E) found the checkout process simple and straightforward**
 - Despite issues in navigation and cart management, a **strong majority (4 out of 5 participants)** stated that the **checkout flow was well-designed** and easy to use.
2. **2/5 participants (A, D) wanted personal info and pet registration separated**
 - While all participants completed the pet registration process, **two specifically mentioned** that separating personal and pet details would improve usability.

Potential Design Paths & Implementation

Based on participant feedback, here are possible design updates for the **BravePet Web App**, along with their pros and cons:

1. Enhancing Navigation & Profile Usability

- **Design Update:** Separate personal information from pet registration and improve the layout.
- **Implementation:** Introduce **tabbed navigation** for easier access to pet and personal details.
- **Pros:** Reduces cognitive load, improves clarity.
- **Cons:** May require **additional user education** to adapt to new layout.

2. Improving Cart & Checkout Management

- **Design Update:** Add a **clear remove button** with an undo option and make the checkout button more visible.

- **Implementation:** Use **high-contrast colors** for the checkout button and introduce a **dedicated trash icon** for item removal.
- **Pros:** Reduces friction in the purchasing process.
- **Cons:** Requires **UI adjustments and testing** to ensure optimal placement.

3. Refining the Map Navigation Feature

- **Design Update:** Introduce **search filters and location markers** with clearer labels.
- **Implementation:** Use an **interactive tutorial or tooltips** to help users understand how to interact with the map.
- **Pros:** Improves discoverability and navigation.
- **Cons:** Adds **complexity**, requiring more development time.

4. Enhancing Mobile Experience

- **Design Update:** Reduce **long scrolling lists** by implementing a **carousel for pet lists and products**.
- **Implementation:** Use **horizontal scrolling and collapsible sections**.
- **Pros:** Creates a **cleaner, more compact** interface.
- **Cons:** Requires **usability testing** to ensure accessibility for all users.

Conclusion

The **BravePet UX Research Study** provided valuable insights into how users interact with the platform. While the app demonstrated strengths in **navigation, checkout, and pet registration**, areas like **cart management, profile organization, and mobile usability** require improvements. By implementing these **design updates**, the **BravePet Web App** can offer a more streamlined and intuitive user experience. Moving forward, **iterative testing and continuous feedback loops** should be incorporated to ensure ongoing usability improvements.