

PET CLOUD

Connecting People, Places, and Pets

My Role: UX & UI Designer

Methods:

Data Analysis

Competitive Analysis

User Journey Mapping

Timeline: 4 weeks

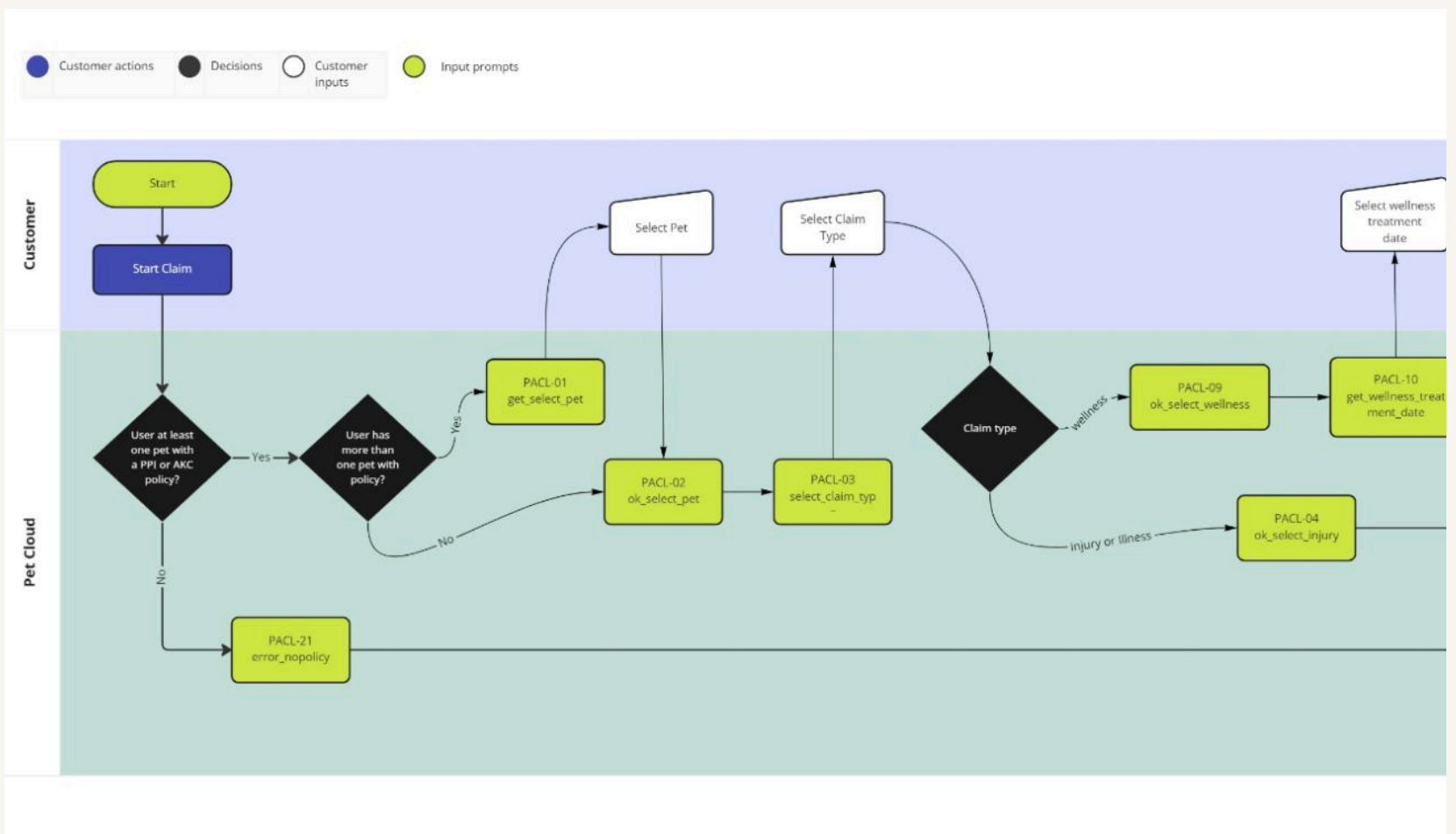
Introduction

Summary

Pet Cloud is a digital platform that simplifies pet care by allowing pet owners to manage their pet's insurance, access 24/7 live vet support, and store vital pet health records. This project aimed to translate the existing mobile app experience into a web application while integrating a total brand refresh. Despite a tight timeline, the launch of the Pet Cloud web application successfully enhanced user engagement, increasing organic traffic to the platform by 158%.

Overview

As this project's sole UX/UI designer, I struggled to balance research and design on a tight timeline. Due to these time constraints, much of the initial research phase was forgone. I relied heavily on data gathered from the existing Pet Cloud mobile app and other secondary research. Using this analytics-driven approach, I identified areas of improvement that were addressed in the final designs and interactive prototype.



Research

The Problem

The primary motivation behind this project was the need for a dedicated experience for desktop users. Additionally, we aimed to implement a complete brand refresh. This involved adapting mobile functionalities for the web and reimagining the visual design and user experience to reflect the updated brand identity.

Discovery & Insights

During the transition from mobile to web, we used analytics from the existing mobile app to uncover key differences in user behavior and platform needs. These insights included:

Differences in User Behavior

We discovered that mobile users tend to engage in quick, task-oriented interactions, while desktop users expect more comprehensive control and visibility of information. As a result, we prioritized a layout that allows users easier access to detailed pet health information without overwhelming them.

Responsive Design Challenges

The native mobile app was not optimized for different screen sizes. When we transitioned from mobile to web, we found that elements designed for small screens, like navigation menus and interactions, did not translate well to desktop layouts. Web users needed larger, more visible navigation options and easier access to key features, while we still wanted to maintain the simplicity of the mobile experience.

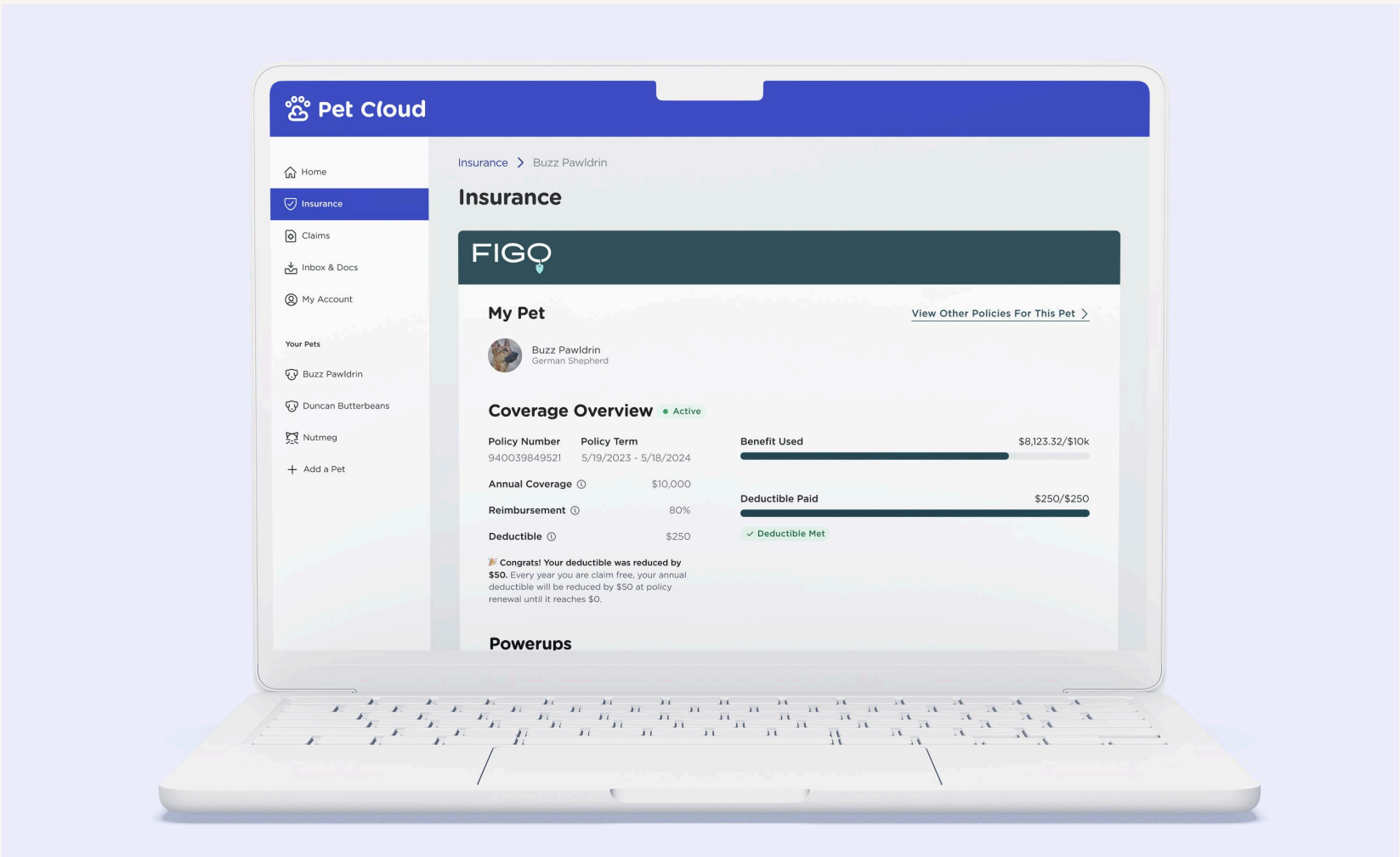
Simplifying Document Organization

We understood that users required an efficient method to store and access their pets' health records on both mobile and web platforms. The limited screen size on mobile devices often made document management less intuitive. For the web experience, we aimed to create a more robust document organization system enabling users to upload, categorize, and quickly retrieve files.

Design Decisions

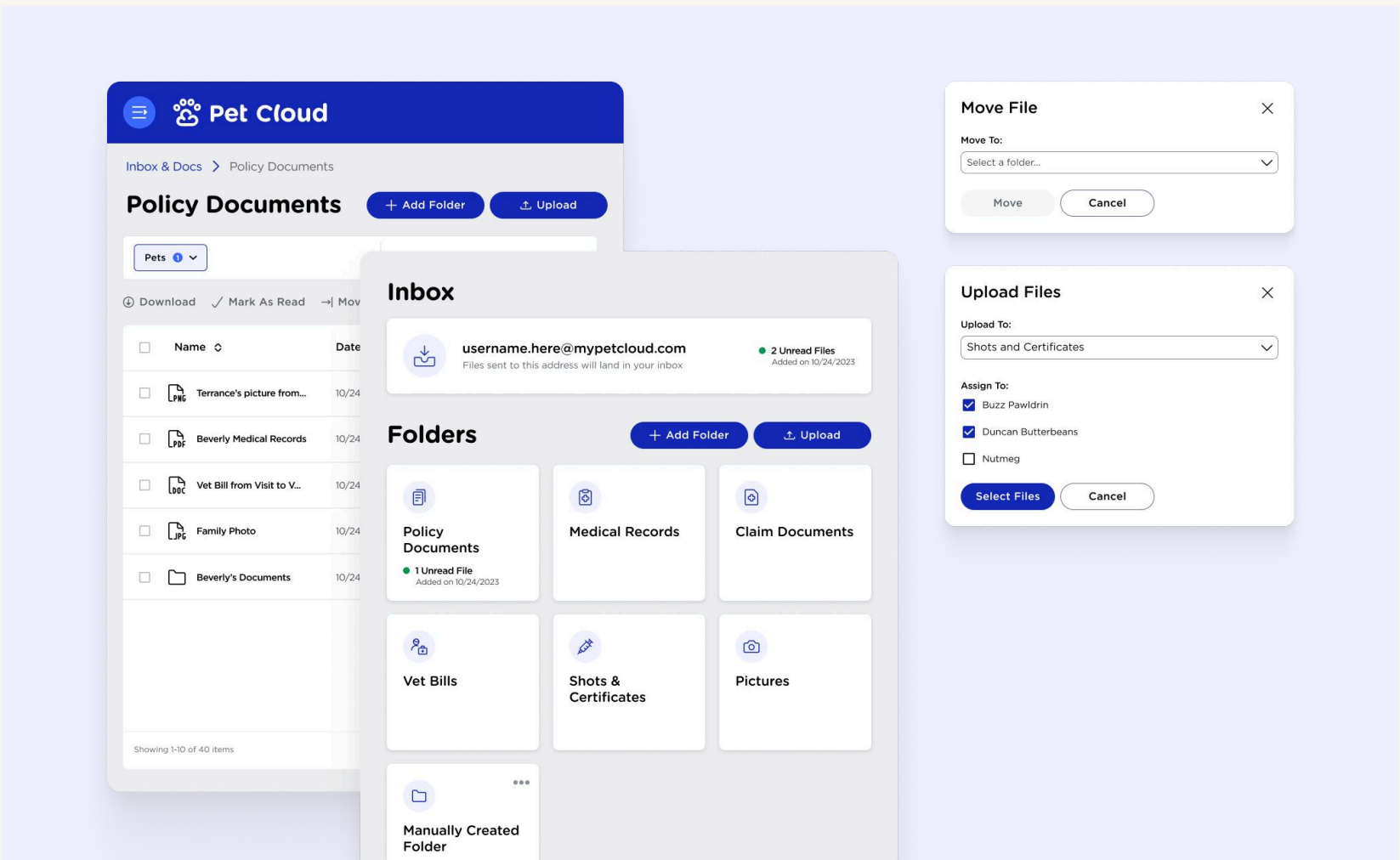
Revamped Insurance Information

We redesigned the insurance section to provide users with clear and accessible information. The new layout organizes policy details, coverage options, and claims processes in one place. Visual aids like icons and infographics simplify complex information, helping users make informed decisions about their pet's insurance and improving their overall experience.



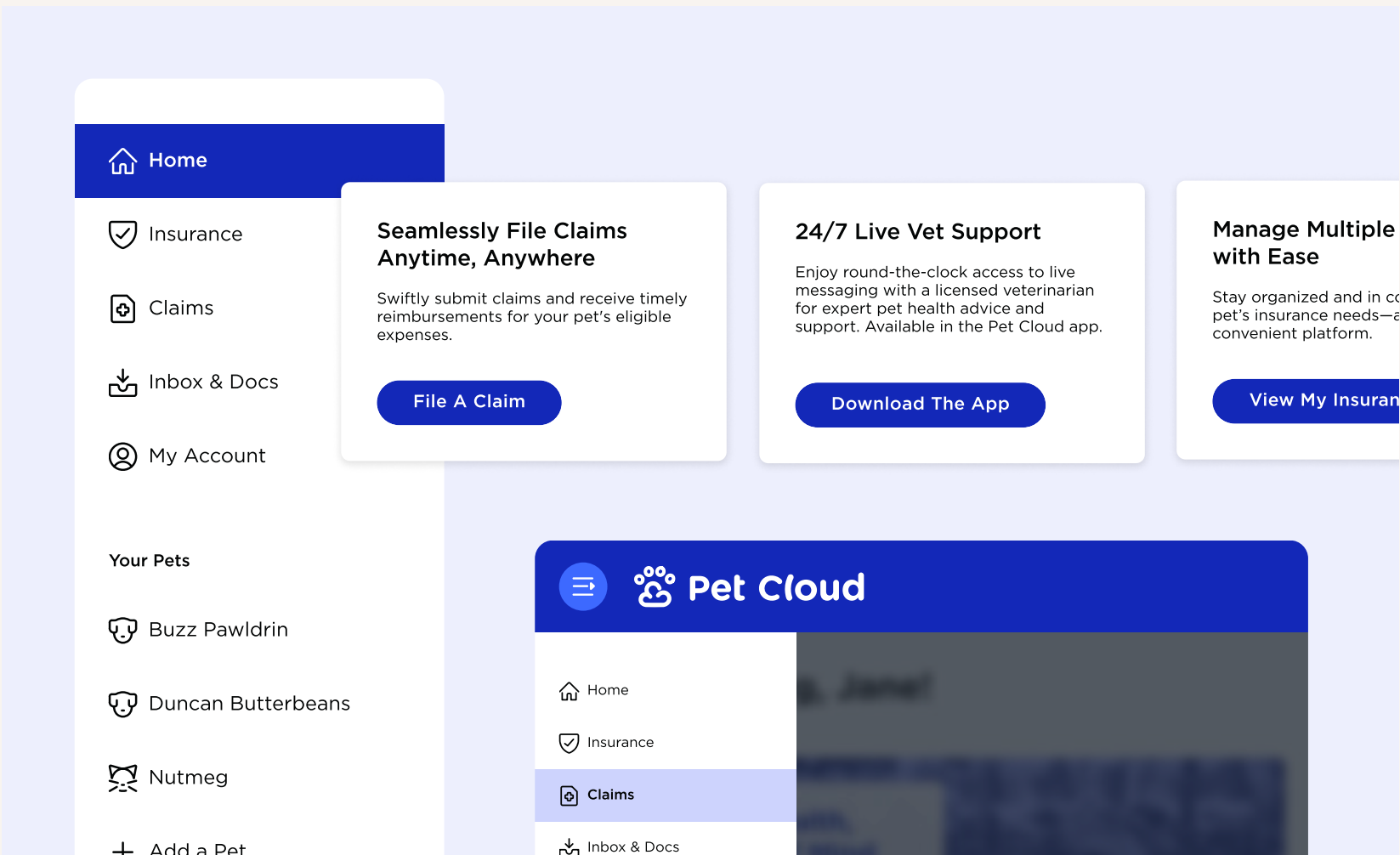
Document Management

Recognizing the need for efficient document storage and retrieval, we developed a comprehensive document management system that allows users to upload, categorize, and quickly access their pets' health records. The design focuses on ease of use and visibility, with intuitive features such as drag-and-drop uploads and customizable folders for organization.



Navigation Visibility

We prioritized navigation visibility by designing more prominent navigation elements. We simplified the menu structure to provide quick access to essential features, ensuring users can easily find what they need without the risk of feeling overwhelmed by too many options.



Outcomes

158%

Increase in organic traffic

Takeaways

Adapting to Constraints

The absence of a formal research phase and collaborating with an external development team presented unique limitations and resulted in a shortened project timeline. Rather than being limited by this constraint, we used it to focus only on essential features that delivered significant user impact.

Data-Driven Design

Without qualitative data collection, we found that utilizing quantitative data from analytics platforms like MS Clarity and GA4 provided valuable insights from a large user base.

Building for Scalability

The project highlighted the necessity of designing with scalability in mind. By ensuring that the new web platform could easily accommodate future feature expansions and creating a design library to promote the reusability of components, we set the Pet Cloud up for long-term success.