BRADEN
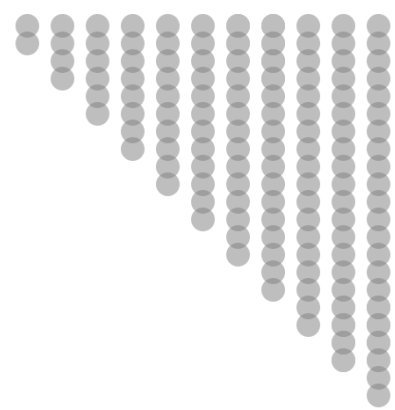
Hello, my name is Braden Thuraisingham and I am a **UX researcher** and **UX designer**.

Website Redesign

The Team

Braden Thuraisingham
UX Researcher and Designer

Ben Hamler
UX Researcher and Designer

Ashley Annis
UX Designer and Writer

Aaron Singh
UX Designer and Writer

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Problem & Goal

My team's client, **Sanders K-9 Inn**, is a family-owned, doggie daycare located in Fullerton, California. Sanders' **problem** was:

The website was outdated, and needed to better cater to the needs of customers.

The **goal** of this project was:

To update the client's website, with a focus on user-centered design. More specifically, we sought to provide crucial information such as cost of services and business policies.

Project Plan

In a **project plan**, we identified:

Stakeholders

External
Rick Sanders - Owner
Jessica Sanders - Owner

Internal
Braden Thuraisingham
Ben Hamler
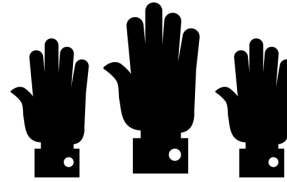Ashley Annis
Aaron Singh

Methods

Generative
Competitive Analysis
Heuristic Evaluation
Cognitive Walkthrough 1
Usability Test

Pre-Design
Theme Analysis
Buy-A-Feature Workshop

Evaluative
Cognitive Walkthrough 2

Participants

Segment/Profile
Random, online individuals

Location
Various (Online)
Loop11

Recruitment Strategy
Amazon Mechanical Turk

Incentive
Money for participating in research

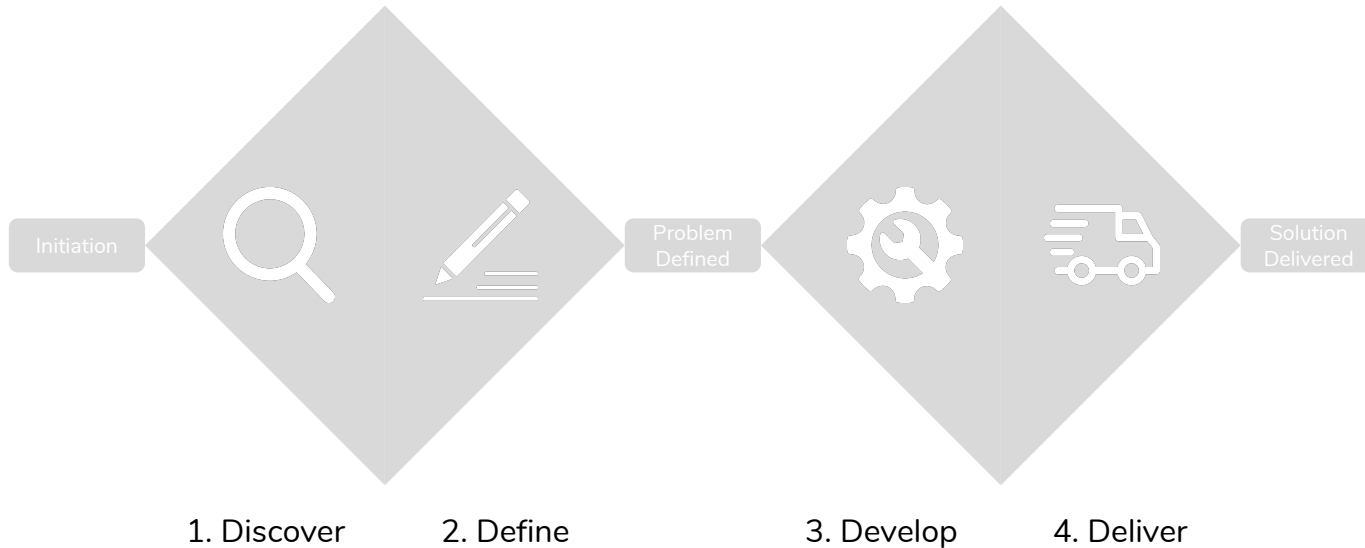## Costs & Other Requirements

Total: $44
$1 paid to participants (22 total) for taking part in research
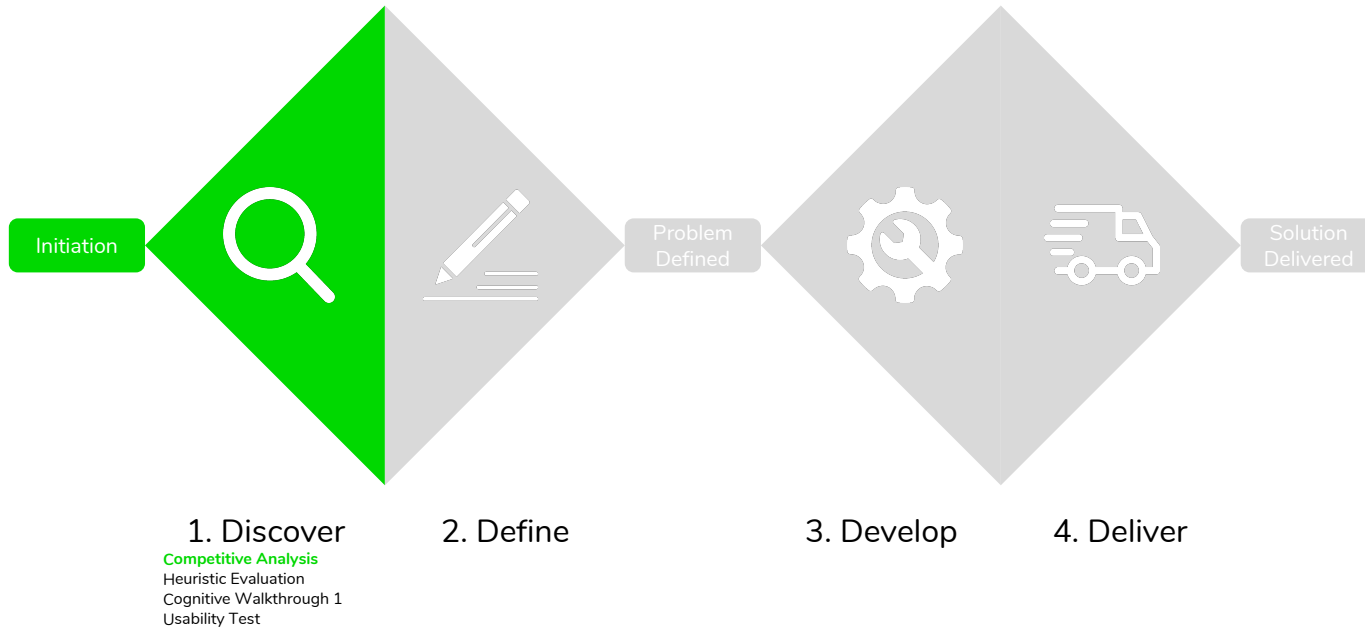$1 per participant paid to Amazon Mechanical Turk

Other Requirements
Loop11 membership to create online, unmoderated usability test

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Research Methods

My team and I utilized the **Double Diamond** framework throughout the process:

Initiation

Problem Defined

Solution Delivered

1. Discover

2. Define

3. Develop

4. Deliver

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Initiation & Discover Phase

Initiation

1. Discover
Competitive Analysis
Heuristic Evaluation
Cognitive Walkthrough 1
Usability Test

2. Define

Problem
Defined

3. Develop

4. Deliver

Solution
Delivered

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Competitive Analysis: Introduction

We performed a **competitive analysis** to find the strengths and weaknesses of the client's direct competitors, indirect competitors, and influencers. My team's analysis included the following companies:
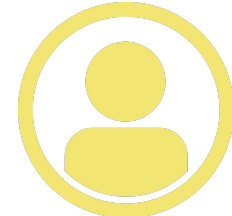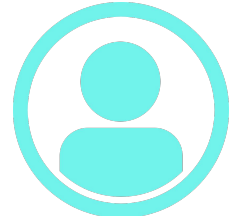
Client
Sanders K-9
Inn

vs

Direct Competitor
Camp Bow Wow
Doggie Daycare & More

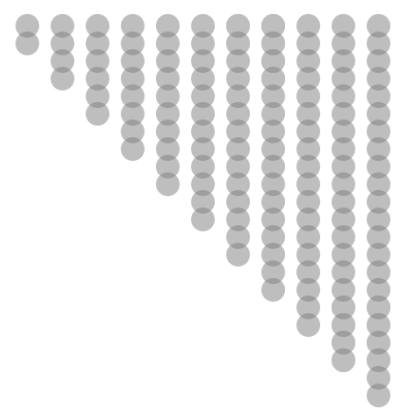*Products similar to the client that are in the same market*

Indirect Competitor
Wag!
Helping Paws SoCal

Products similar to the client that in a different market

Influencer
Camio

Products that have cool features that can influence the client

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Competitive Analysis: Background

As we analyzed the competitors, the following categories emerged:

Website Features

Social Media: Facebook, Twitter, Instagram, Snapchat, and integration on the website

Interactions: Online booking, video monitoring, and corporate/member login

Company Information: Testimonials and FAQ section

Information Provided

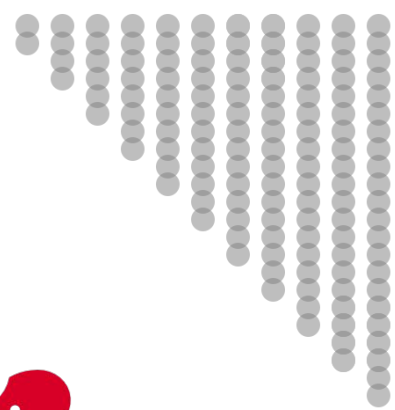**Grooming:** Services and pricing

Boarding: Services and pricing

Requirements: Application process, vaccination, and sterilization and age requirements.

Outside Services: Training, at-home care, and taxi services

Miscellaneous: App, photos of facilities, pet fostering, and employee bios

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Competitive Analysis: Marketplace

According to *Blue Ocean Strategy*, there are 3 different kinds of marketplaces [1]:

Blue Ocean
A market that is filled with fish (customers with unmet needs).

Purple Ocean
A market that contains sharks (competitors), but has opportunities to innovate and catch fish.

Red Ocean
An extremely competitive market that is filled with sharks, but not enough fish.

Sanders K-9 Inn is currently in a **Purple Ocean**. The following slides provide recommendations for growth in this marketplace.

[1] Mauborgne, Renee. "BLUE OCEAN STRATEGY." *Harvard Business Review* 82, no. 10 (2004): 76-84.
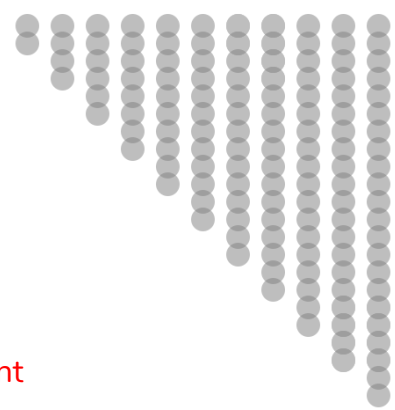
Competitive Analysis: Client Results

Social Media

Current Situation: Needs Improvement

Sanders K-9 Inn needs to increase the amount of social media platforms it has to better compete in its market.

Recommendation:

Add and increase activity on social media platforms. Sanders K-9 Inn is behind Camp Bow Wow in that it lacks Google+, Twitter, and YouTube accounts. By adding these, Sanders will increase traffic and popularity to their business.
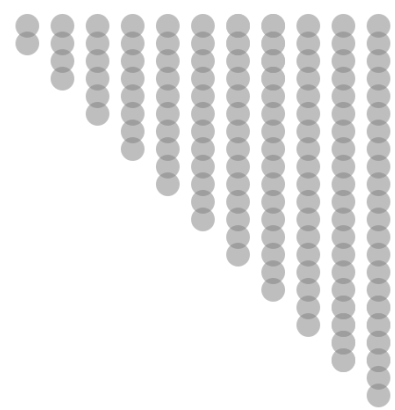
Interactions

Current Situation: Needs Improvement

Sanders K-9 Inn lacks meaningful user interactions on their website. Notably lacking the ability to make reservations on the website.

Recommendation:

Add user interaction features to the website, especially the ability to make reservations online through the website. Online reservation making is very important in this marketplace. Also, video check-in/monitoring seems to be a necessity in this market. Sanders can utilize Camio as an influencer and gain an advantage.

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Competitive Analysis: Client Results

Company Information

Current Situation: Leading

Sanders K-9 Inn currently leads the market in this area by offering both FAQs and Testimonial pages.

Recommendation:

Despite being the leader in this area, it is important to not become complacent. Sanders K-9 Inn should look into ways to further provide information such as a "day in the life of a Sanders K-9 Inn dog" that shows what a dog does throughout the day.
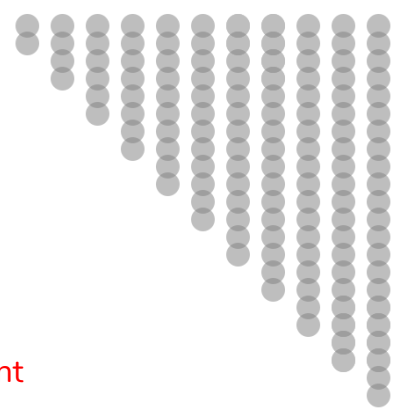
Grooming

Current Situation: Leading

Sanders K-9 Inn currently leads the market in information provided about their grooming services. They're the only business to provide details about what microlevel services they provide.

Recommendation:

Despite being the leader in this area, it is important to not become complacent. Sanders K-9 Inn should look to expand its grooming services by adding things like dandruff control and dental care.

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Competitive Analysis: Client Results

Boarding

Current Situation: Leading

Sanders K-9 Inn currently leads the market in information provided about their boarding services.

Recommendation:

Despite being the leader in this area, it is important to not become complacent. Sanders K-9 Inn should look to expand its boarding services by adding things like cat boarding and more detailed information about the space that the dogs can play in.
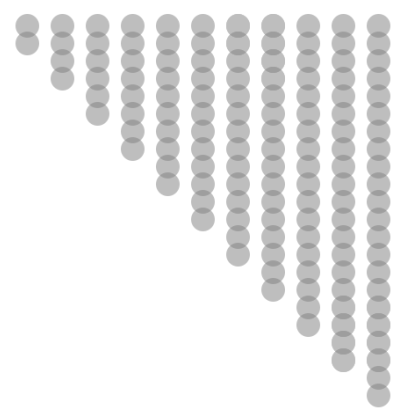
Requirements

Current Situation: Needs Improvement

Sanders K-9 Inn is behind in the information provided about what is required of the customer to use their business.

Recommendation:

To make up ground and eventually lead in this area of the market, Sanders K-9 Inn must provide more information about what their requirements are. They should create a page that is dedicated to explaining what prospective dogs must do in order to utilize Sanders.

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Competitive Analysis: Client Results

Outside Services

Current Situation: Needs Improvement

Sanders K-9 Inn is currently behind in the services the offer outside of their core services.

Recommendation:

Sanders K-9 Inn must start offering outside services such as dog beach days and pet taxi services to make up ground in marketplace. Sanders should consider adding services that no other company has like house calls to become the leader in this area of the market.
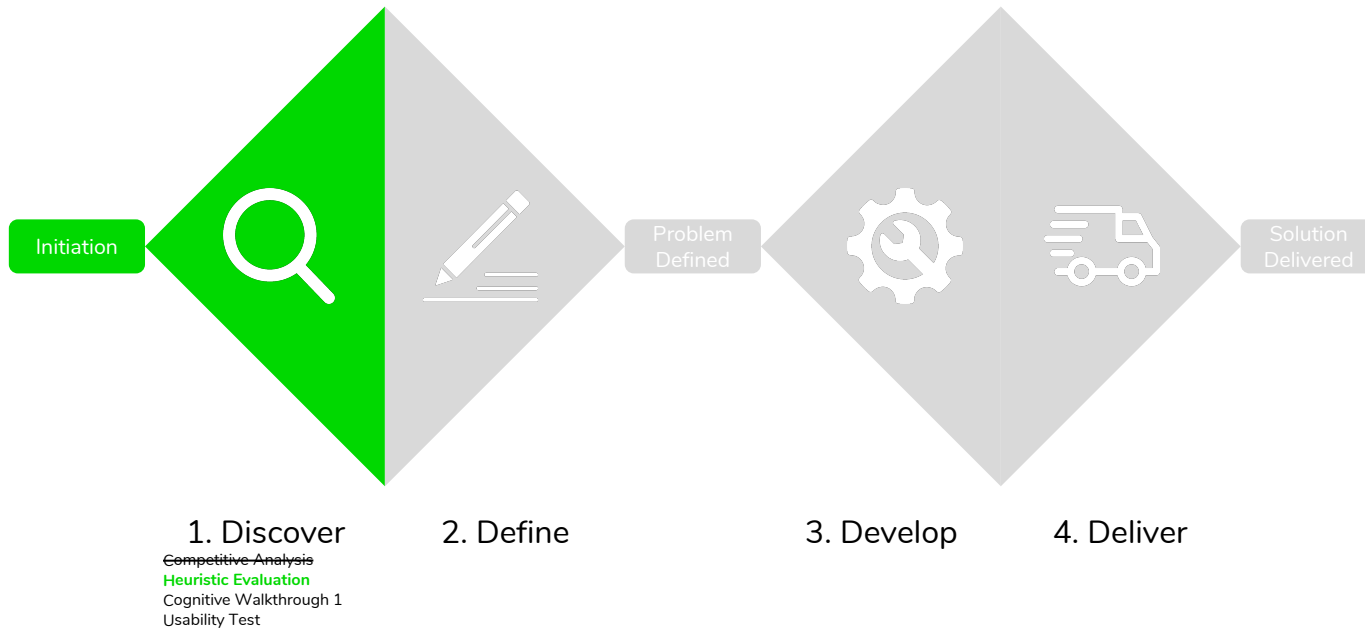
Miscellaneous

Current Situation: Leading

Sanders K-9 Inn is currently leading in the miscellaneous area of the marketplace.

Recommendation:

Despite being the leader of this are of the marketplace it is important for Sanders K-9 Inn to look into creating an app for their business. At this period in time, it is vital for businesses to have apps so that customers can utilize and find information about their business while on their phones.

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Initiation & Discover Phase

Initiation

1. Discover

~~Competitive Analysis~~
Heuristic Evaluation
Cognitive Walkthrough 1
Usability Test

2. Define

Problem Defined

3. Develop

4. Deliver

Solution Delivered

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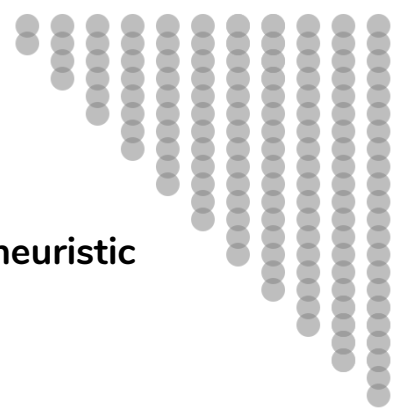
Heuristic Evaluation: Introduction

Utilizing the Nielsen Norman Group's [Usability Heuristics](), my team and I performed a **heuristic evaluation** of the Sanders K-9 Inn website to test the overall usability of the interface.

H1.	Visibility of system status	**H6.**	Recognition rather than recall
H2.	Match between system and the real world	**H7.**	Flexibility and efficiency of use
H3.	User control and freedom	**H8.**	Aesthetic and minimalist design
H4.	Consistency and standards	**H9.**	Help users recognize, diagnose, and recover from errors
H5.	Error prevention	**H10.**	Help and documentation

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Heuristic Evaluation: Introduction

We focused on specifically negative findings, and used the Nielsen Norman Group's severity scale:

Cosmetic

Minor

Major
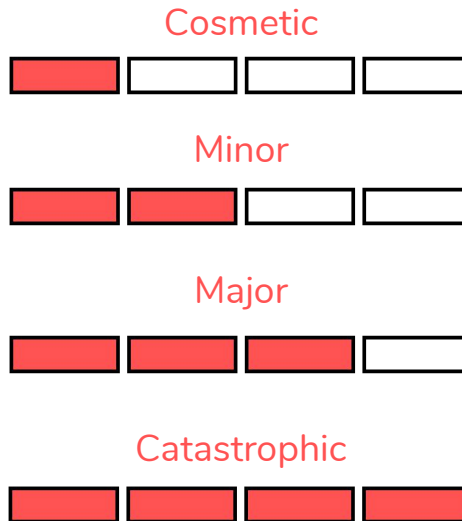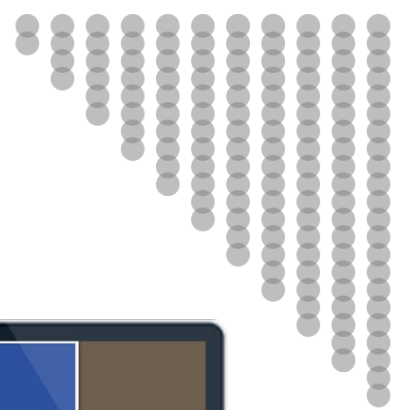
Catastrophic

Heuristic Evaluation: Key Findings

Blank Summer Promotion Page   **Catastrophic**
The summer promotion page is blank which could confuse users into thinking that something may be loading.
Recommendation
Remove page or add copy that says that the page is under construction.

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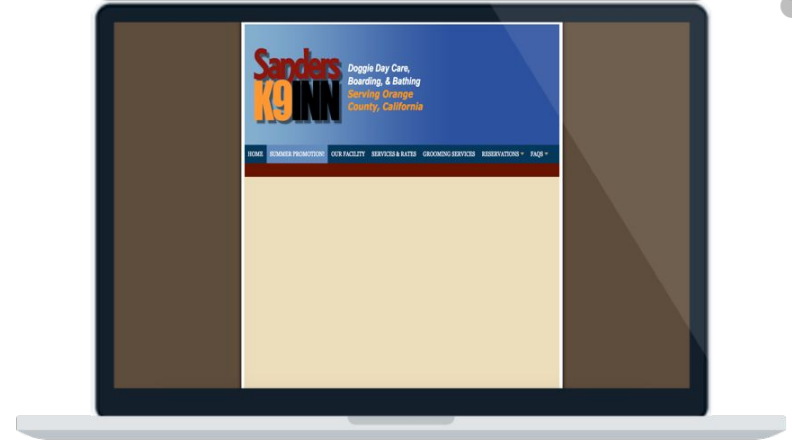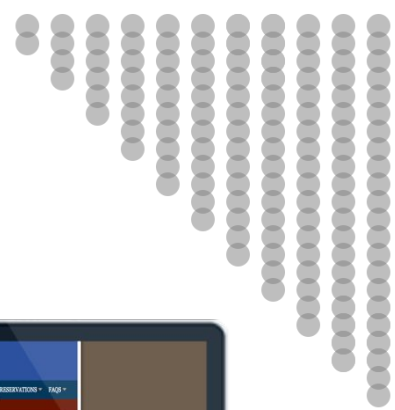
Heuristic Evaluation: Key Findings

Information on Grooming Services Page	Minor
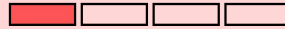
FAQ style questions are found on this page and don't make sense in the setting.

Recommendation

Move the question and answers to the FAQS page under a section about pet care.

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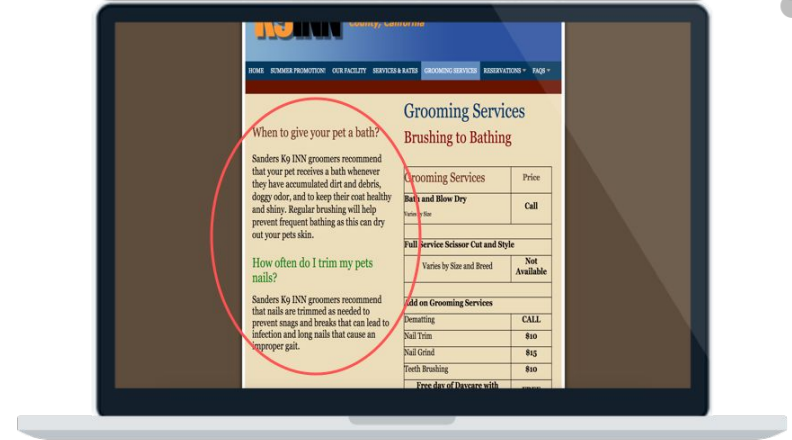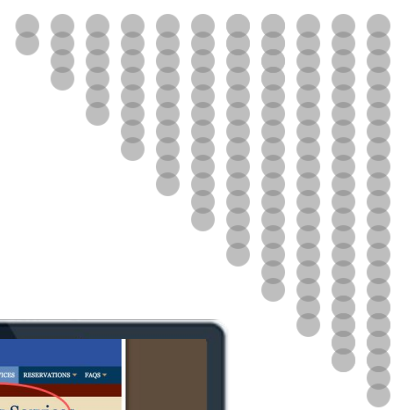
Heuristic Evaluation: Key Findings

Inconsistent language

Major

Language used to describe services offered varies from page to page, resulting in repetition and difficulty locating information needed in an efficient way.

Recommendation

Revise language to appear consistent across all mentions of a particular product or service.

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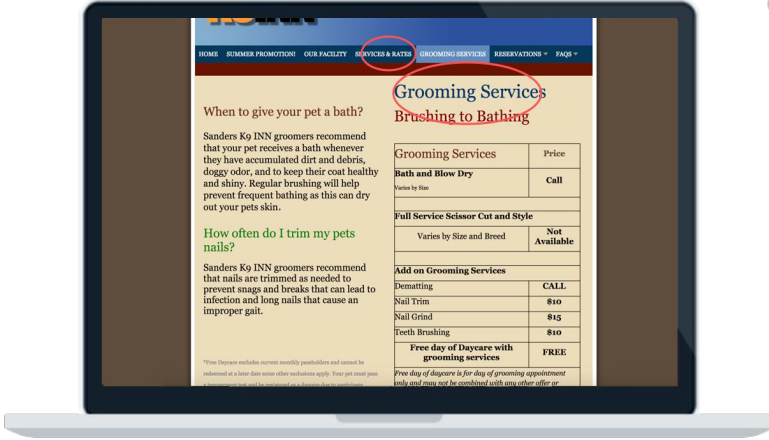
Heuristic Evaluation: Key Findings

Menu bar dropdown
Drop down menu shows up when hovered over making it difficult to see that the header is also a page.

Major

Recommendation
Turn the header into just a header and not its own page.

Heuristic Evaluation: Key Findings

Image links to incorrect page

Minor

The Orange County Hotlist image does not take the user to the same page that the link below it does.

Recommendation

Change this link to the same as the link below it.
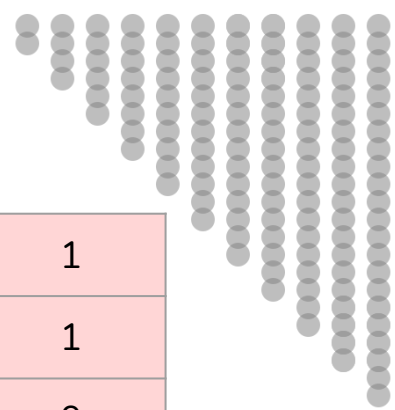
Heuristic Evaluation: Findings Summary
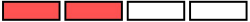
H1. Visibility of system status	1
H2. Match between system and the real world	1
H3. User control and freedom	0
H4. Consistency and standards	6
H5. Error prevention	4
H6. Recognition rather than recall	1
H7. Flexibility and efficiency of use	0
H8. Aesthetic and minimalist design	4
H9. Help users recognize, diagnose, and recover from errors	0
H10. Help and documentation	1

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Heuristic Evaluation: Findings Summary

👎 18 negative findings

Cosmetic		4
Minor		7
Major		5
Catastrophic		2
Most common heuristic violated		H4. Consistency and Standards

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Initiation & Discover Phase

Initiation

Problem
Defined

Solution
Delivered

1. Discover

~~Competitive Analysis~~
~~Heuristic Evaluation~~
Cognitive Walkthrough 1
Usability Test

2. Define

3. Develop

4. Deliver

BRA
DEN
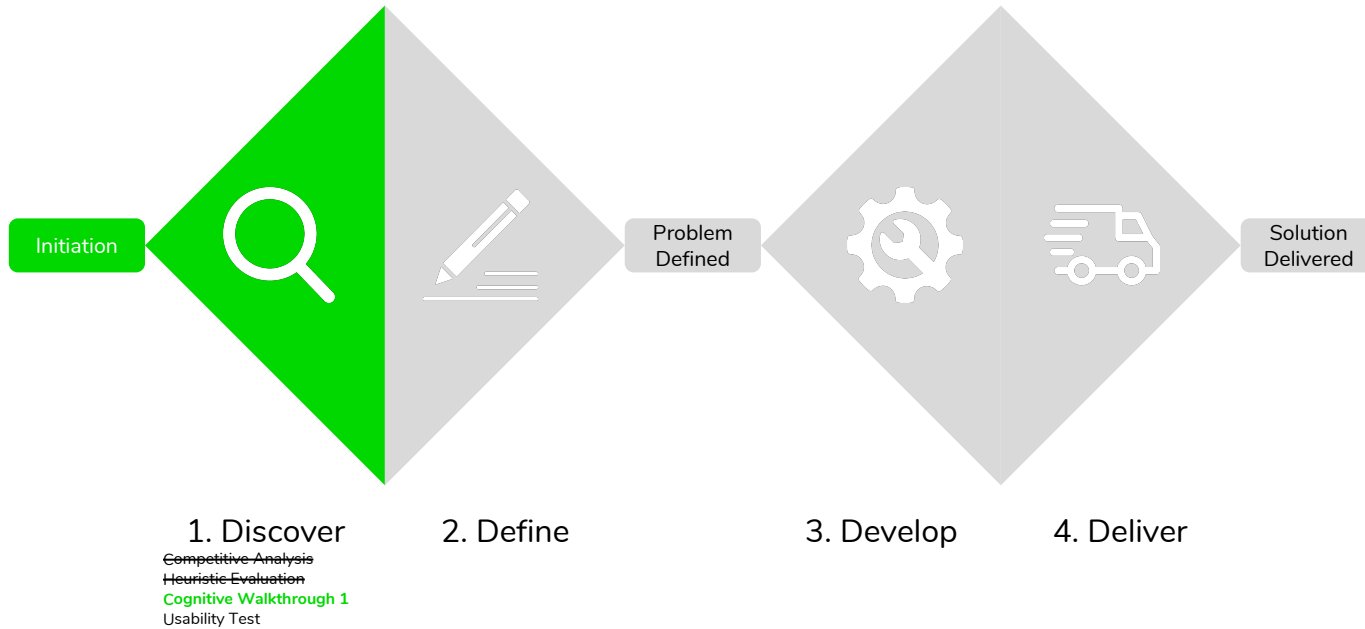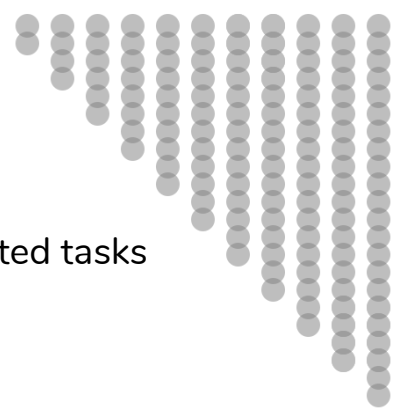
Cognitive Walkthrough: Introduction

My team and I conducted a **cognitive walkthrough** to walkthrough specific, goal-oriented tasks from the perspective of a new user. Tasks were evaluated in two ways:
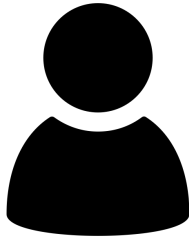
The potential for a first time/infrequent user to complete the step

The user's likelihood of knowing that they are progressing toward their goal

If a fail was assigned to either of the two questions, then the entire task failed. For each failing task, we identified the Usability Heuristic it violated.

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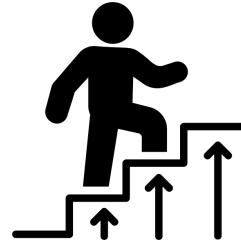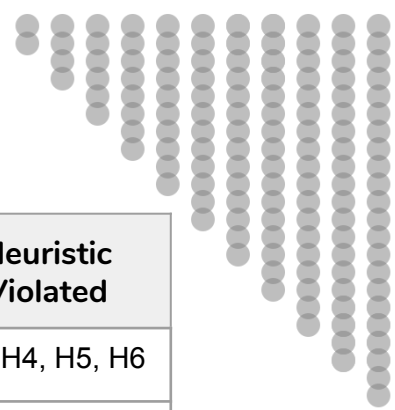
Cognitive Walkthrough: Results

Task	Result	Heuristic Violated
1. Find out how much a nail trim costs	Fail	H2, H4, H5, H6
2. Find Sanders K-9 Inn's address	Fail	H2, H4, H6
3. Determine the requirements for your dog to be boarded	Fail	H2, H4, H6
4. Learn about the company	Fail	H2, H4, H6
5. Access the frequently asked questions	Fail	H2, H4, H6
6. Find out which services Sanders K9 Inn offers	Pass	N/A
7. Determine the price of a 20-day daycare pass	Pass	N/A
8. Determine the price of daycare for a second dog from the same household	Pass	N/A
9. Find the forms required by Sanders K9 Inn	Fail	H2, H4, H6
10. Find Sanders K9 Inn's hours	Pass	N/A

Initiation & Discover Phase

Initiation

1. Discover
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
Usability Test

2. Define

Problem
Defined

3. Develop

4. Deliver

Solution
Delivered

BRA
DEN
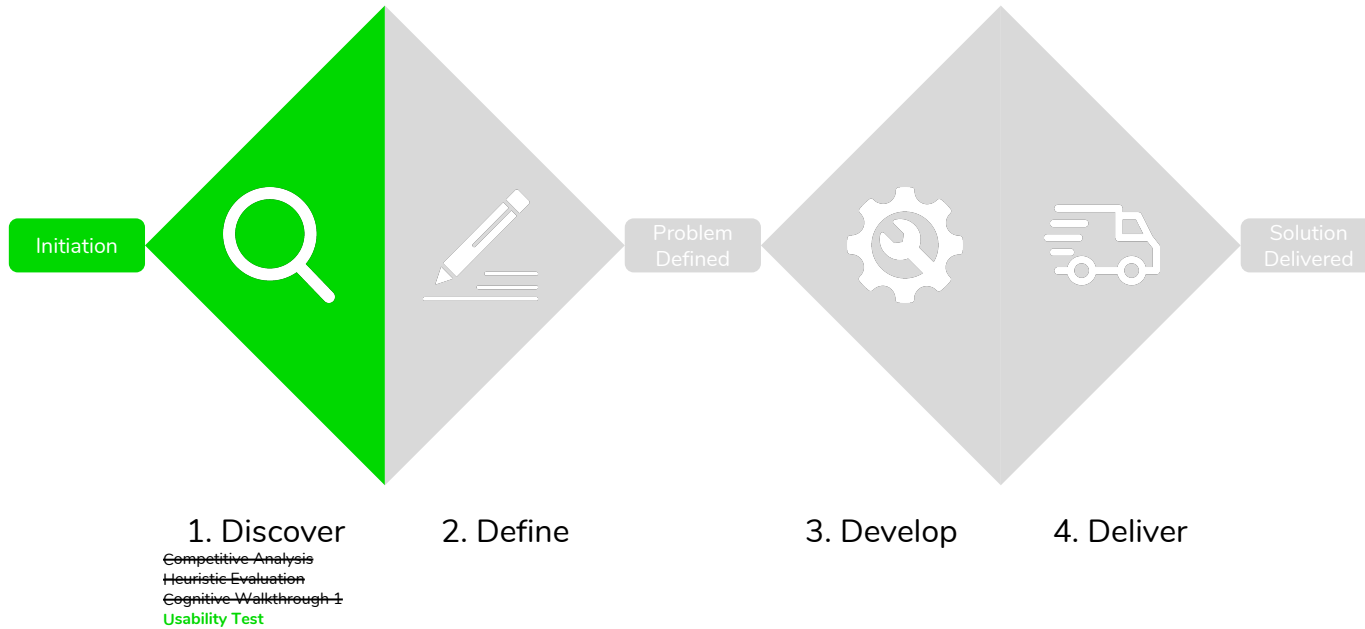
Usability Test: Introduction

My team and I conducted a **usability test** to discover usability issues that a first-time user may encounter. We recruited 22 participants using Amazon Mechanical Turk, and conducted an unmoderated, online usability test using Loop11. Our participants had the following characteristics:

Age: Range: 23 to 63 years old Mean: 30 years old	**Pet Owners:** 90.9% yes 9.1% no
Gender: 14/22 male 7/22 female 1/22 no response	**Pet Website Experience:** 54.5% yes 45.5% no

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Usability Test: Tasks

We asked participants to complete three tasks to test the usability of the Sanders K-9 Inn website:

Task 1
Find the price of a nail trim.

Task 2
Find Sanders K-9 Inn's address.

Task 3
Determine the requirements for your dog to be able to board at Sanders K-9 Inn

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Usability Test: Task 1

In task 1 we asked participants to **find the price of a nail trim**. We tracked **success rate** and **self-reported difficulty rating**:

Task 1 Success Rate

Abandoned
4.5%

Success
36.4%

Fail
59.1%

Task 1 Difficulty Rating

Very easy	12
Easy	8
Neither difficult nor easy	1
Difficult	0
Very difficult	1

0   2   4   6   8   10   12

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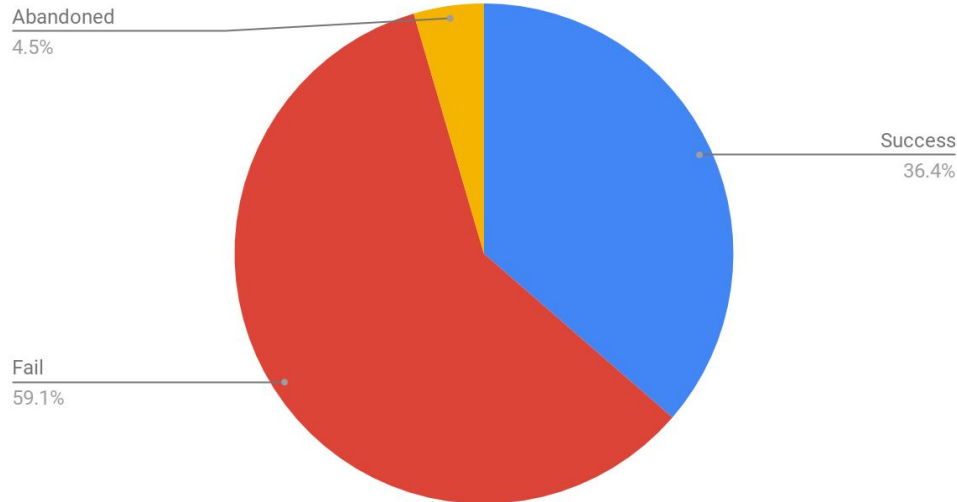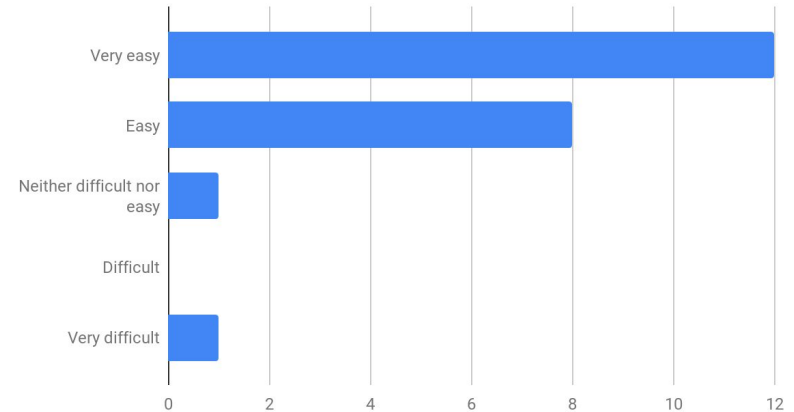
Usability Test: Task 1

Observations:

Most participants failed to follow the intended path. However, they were still able to find the information that was needed to correctly fulfill the goal of the task. This would explain why 90.9% of participants rated the task as either very easy or easy, despite 59.1% of participants failing the task.

Interesting Quotes:

Went to the grooming section, and it was in the pricing table. Easy to find and see.

- Participant 1

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Usability Test: Task 2

In task 2 we asked participants to **find the address of Sanders K-9 Inn**. We tracked **success rate** and **self-reported difficulty rating**:

Task 2 Success Rate

Success
45.0%

Fail
55.0%

Task 2 Difficulty Rating

Very easy

Easy

Neither difficult nor easy

Difficult

Very difficulty

0   2   4   6   8
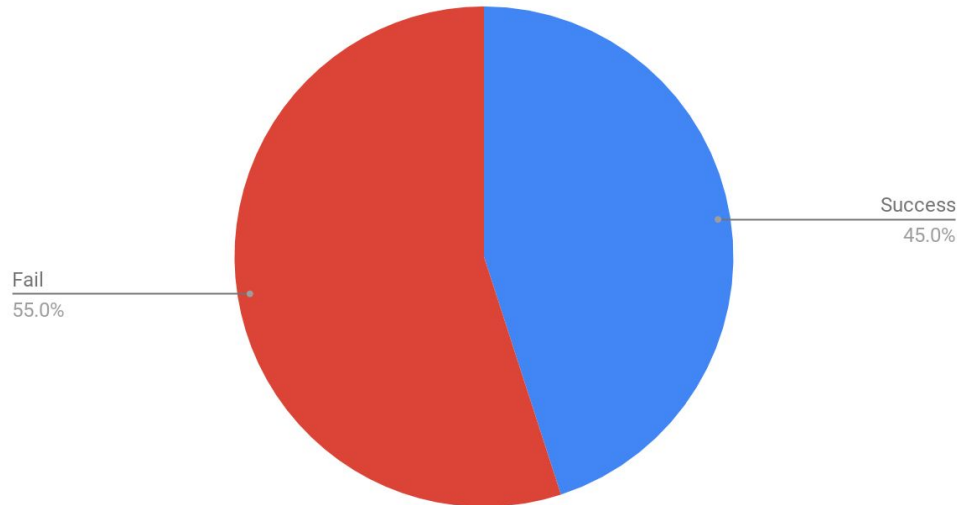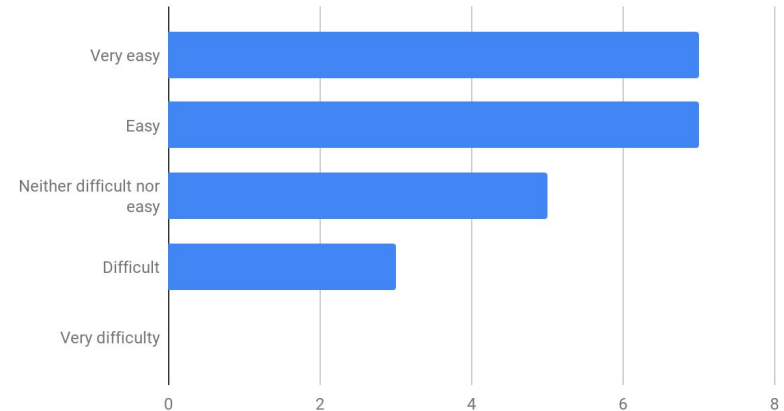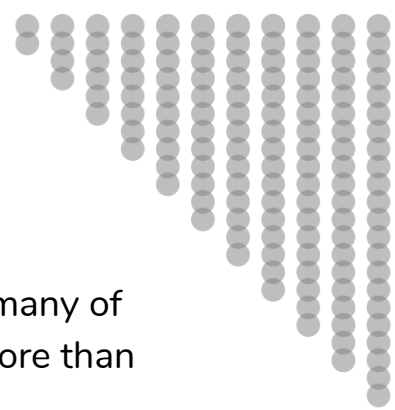
Usability Test: Task 2

Observations:

Close to half of the participants were able to successfully fulfill the goal. Interestingly, many of them completed the task through an alternative path, rather than the intended path. More than 63% reported that the task was either very easy or easy.

Interesting Quotes:

This information is on the reservations page. It was easy to find.

- Participant 5

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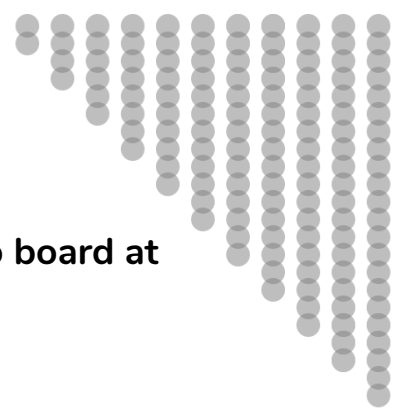
Usability Test: Task 3

In task 2 we asked participants to **determine the requirements for a dog to be able to board at Sanders K-9 Inn**. We tracked **success rate** and **self-reported difficulty rating**:

Task 3 Success Rate

Success
23.0%

Fail
77.0%

Task 3 Difficulty Rating

Very easy

Easy

Neither difficult nor easy

Difficult

Very difficulty

0   2   4   6   8   10

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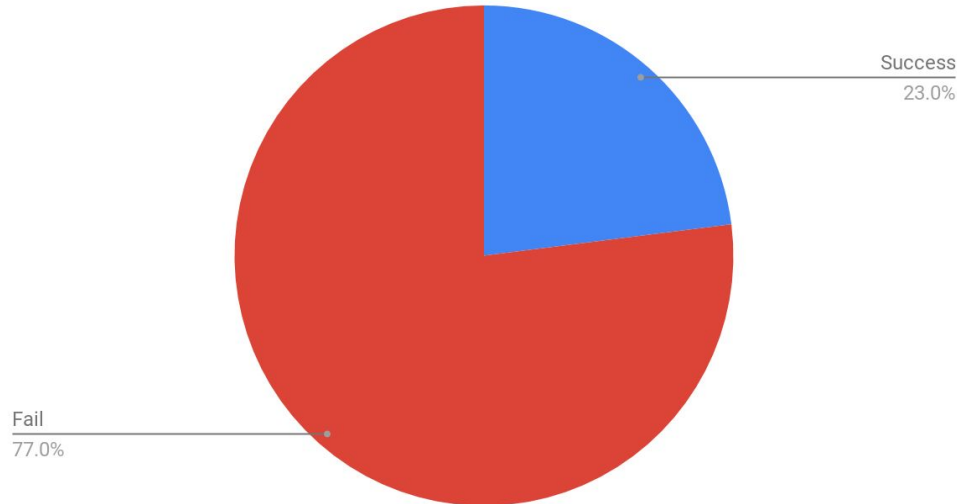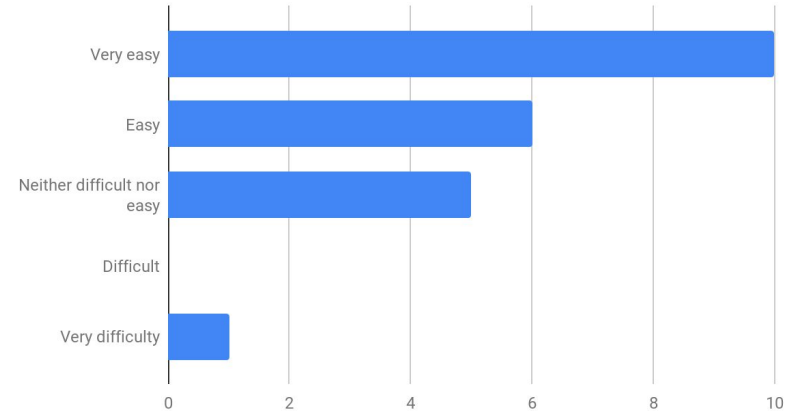
Usability Test: Task 3

Observations:

Most participants were able to find the correct information despite not following the intended path. This would explain why 77% of participants failed the task, and 72.8% of them reported that the task was either very easy or easy.

Interesting Quotes:

I just went to the FAQ and found the requirements.

- Participant 18
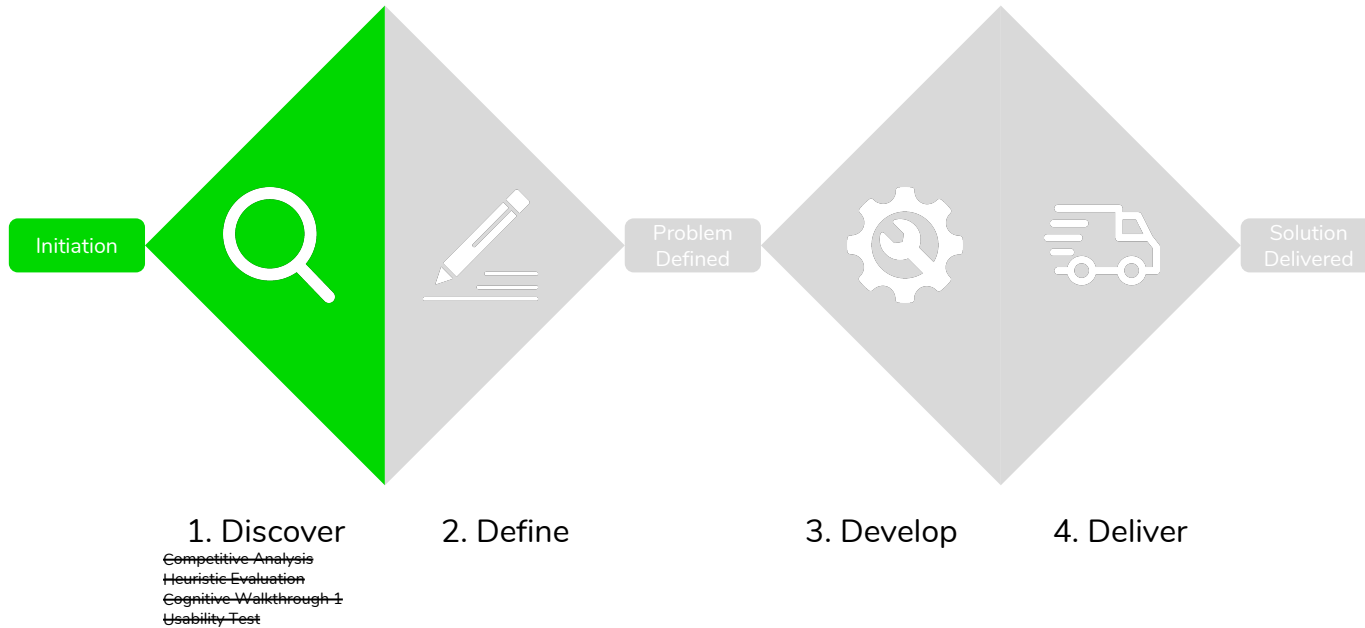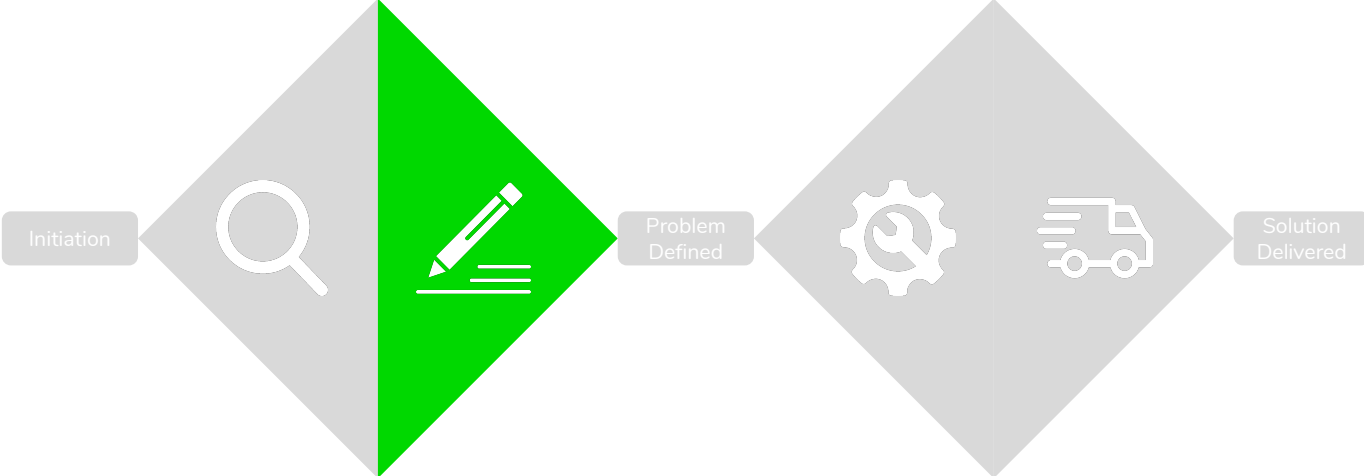
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Initiation & Discover Phase

Initiation

1. Discover

~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define

Problem
Defined

3. Develop

4. Deliver

Solution
Delivered

BRA
DEN

Define Phase

Initiation

Problem
Defined

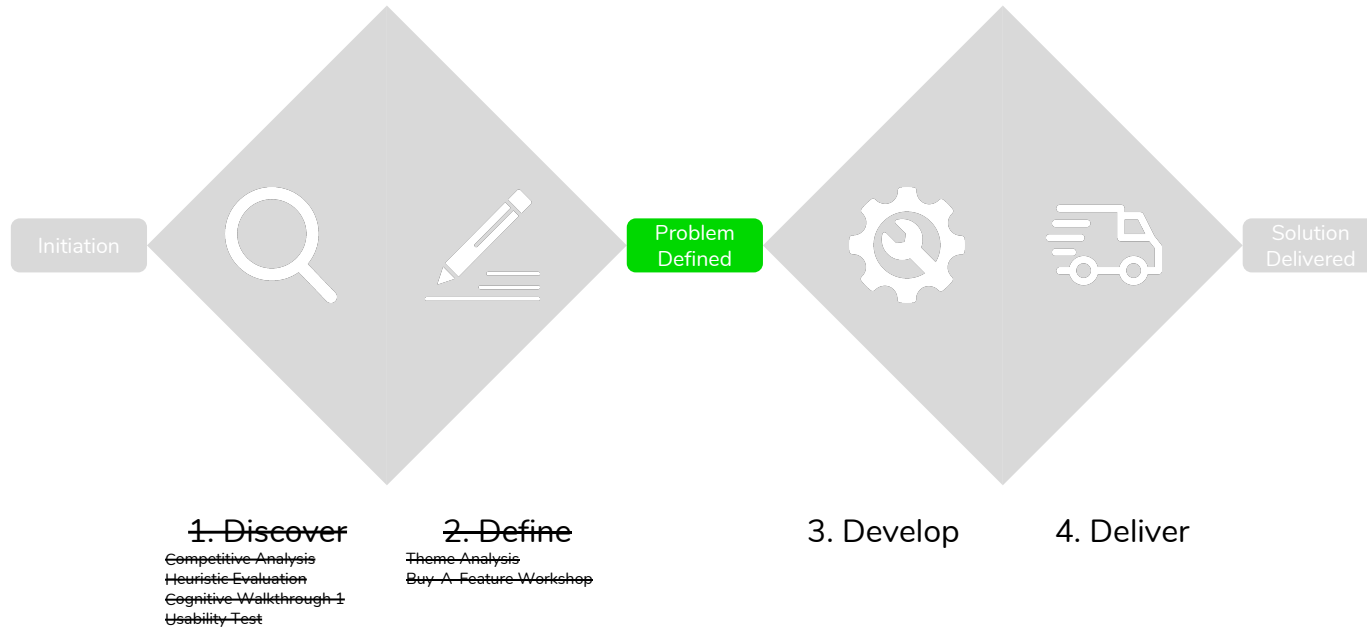Solution
Delivered

1. ~~Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define
Theme Analysis
Buy-A-Feature Workshop

3. Develop

4. Deliver

BRA
DEN
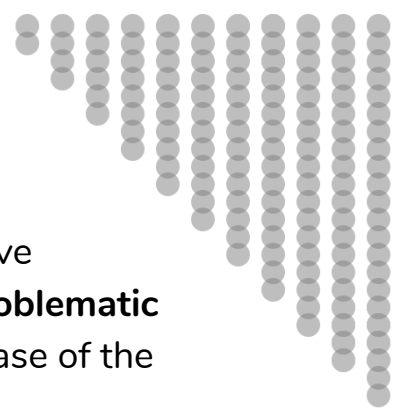
Theme Analysis: Introduction

My team and I conducted a **theme analysis** to summarize the findings of our competitive analysis, heuristic evaluation, cognitive walkthrough, and usability test, and look for **problematic themes**. This helped us define **areas of opportunity** as we moved into the Develop phase of the Double Diamond.
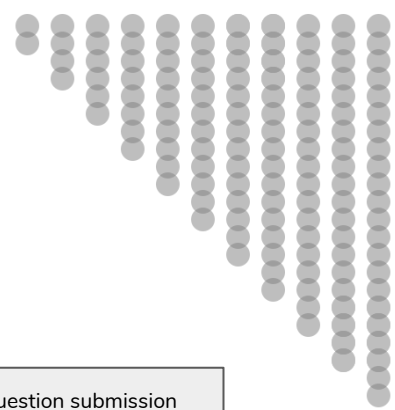
Theme Analysis: Results
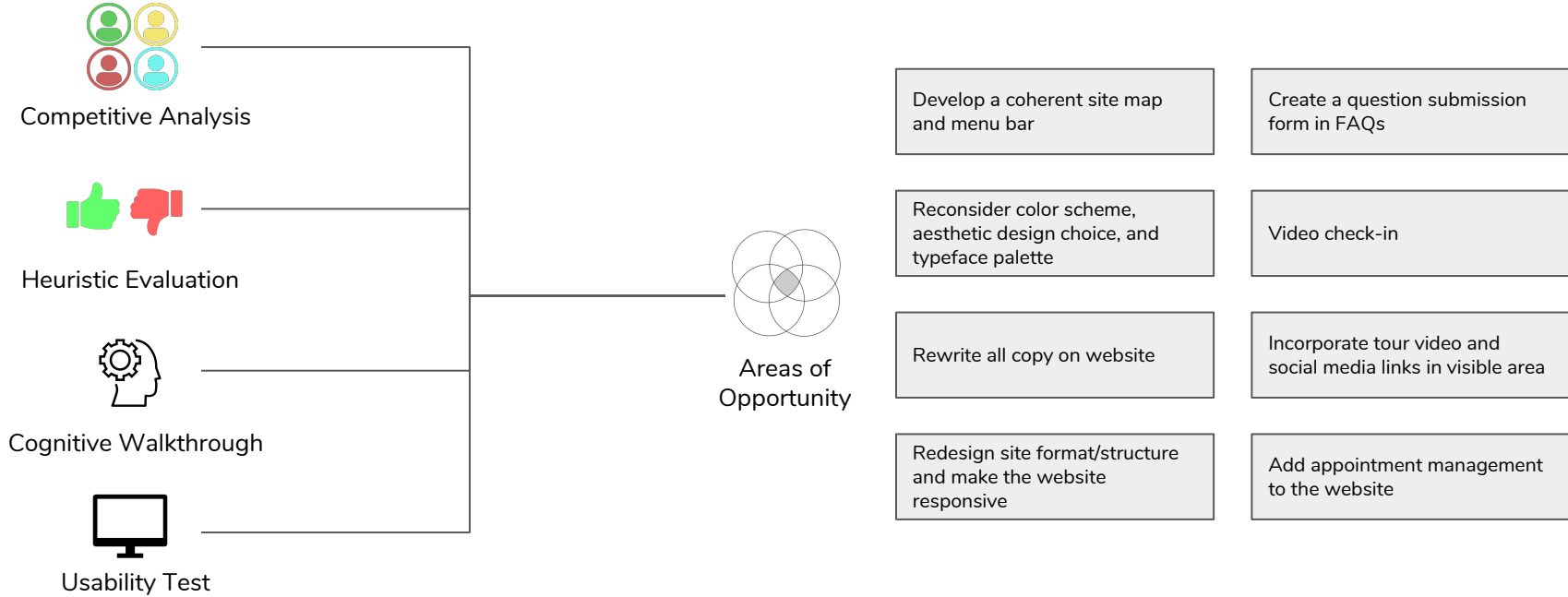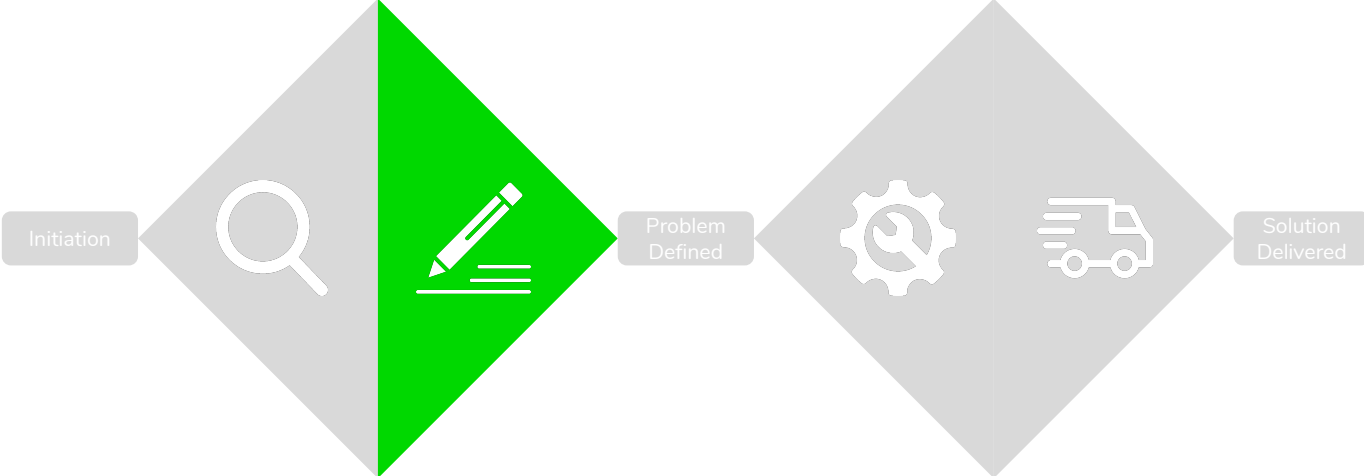
Competitive Analysis

Heuristic Evaluation

Cognitive Walkthrough

Usability Test

Areas of Opportunity

Develop a coherent site map and menu bar	Create a question submission form in FAQs
Reconsider color scheme, aesthetic design choice, and typeface palette	Video check-in
Rewrite all copy on website	Incorporate tour video and social media links in visible area
Redesign site format/structure and make the website responsive	Add appointment management to the website

BRA
DEN

Define Phase

Initiation

Problem Defined

Solution Delivered

1. ~~Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define
~~Theme Analysis~~
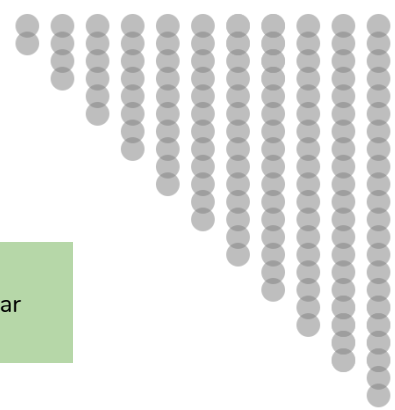**Buy-A-Feature Workshop**

3. Develop

4. Deliver

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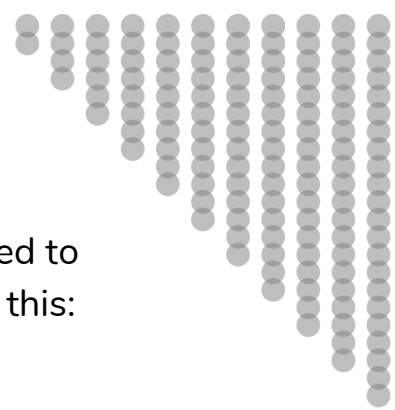
Buy-A-Feature Workshop: Introduction

Due to time constraints, we could not fix all of our findings. As a result, the team decided to conduct a **buy-a-feature workshop** to a prioritize our efforts. This method worked like this:

1. The areas of opportunity that we previously found represented our "features"
2. Each feature was priced at $1
3. Each team member was given enough money to purchase 25% of the features ($2)
4. Members were allowed to negotiate and pool their money to determine what they would purchase over the course of 60 minutes
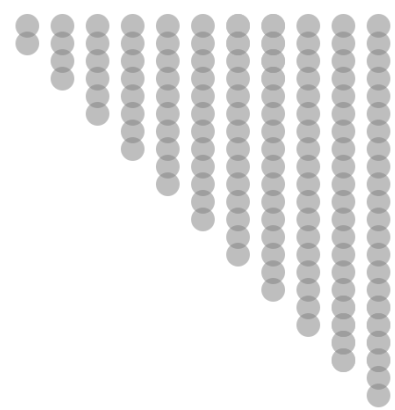
Buy-A-Feature Workshop: Results

💵 **Purchase**

Develop a coherent site map and menu bar 💵 💵 💵 💵	Create a question submission form in FAQs
Reconsider color scheme, aesthetic design choice, and typeface palette 💵 💵	Video check-in
Rewrite all copy on website 💵	Incorporate tour video and social media links in visible area
Redesign site format/structure and make the website responsive 💵	Add appointment management to the website

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Define Phase

Initiation

Problem Defined

Solution Delivered

~~1. Discover~~

~~Competitive Analysis~~
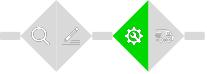~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define

~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop

4. Deliver

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Problem Defined Phase

Initiation

Problem
Defined

Solution
Delivered

~~1. Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

~~2. Define~~
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop

4. Deliver

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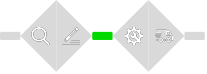
Problem Defined Phase

Based on the buy-a-feature analysis, we decided to focus on the **following issues**:
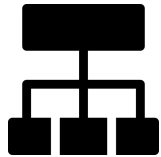
High Priority
Information Architecture
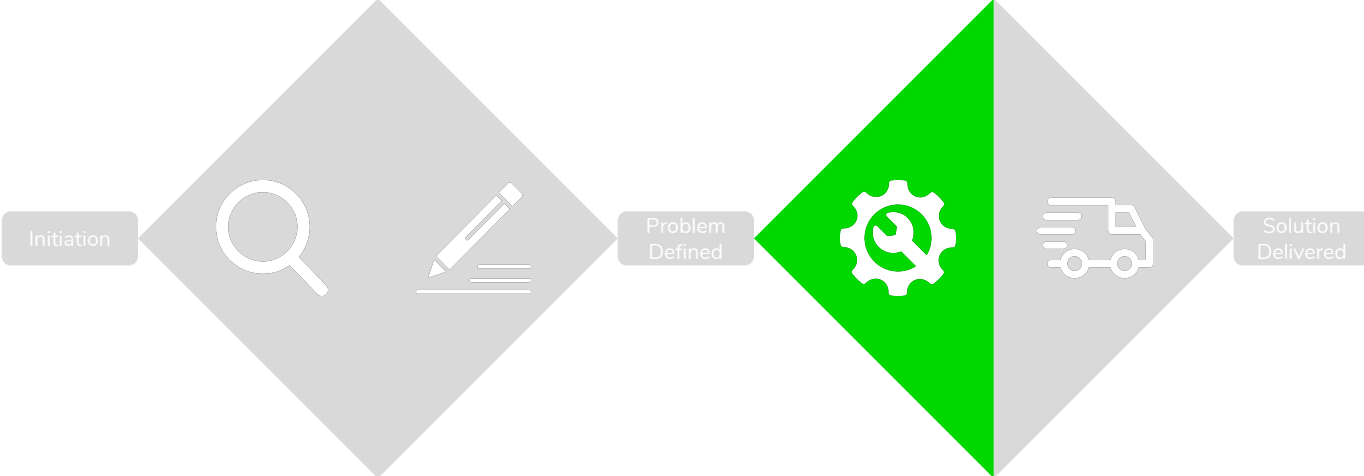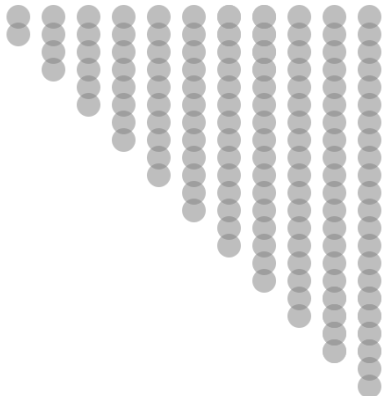
Medium Priority
Aesthetics & Content

Low Priority
Customer Interaction (e.g. Customer Management Tools, Video Portal)

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Develop Phase

Initiation

Problem
Defined

Solution
Delivered

1. Discover
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop
Information Architecture
Sketches
Wireframes
Mockups

4. Deliver

BRA
DEN
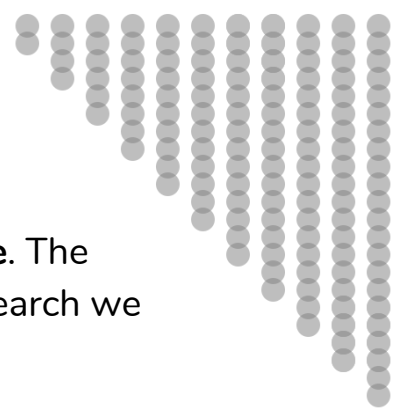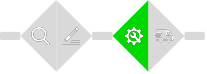
Information Architecture Redesign

We wanted to immediately address the **high priority** issue of **information architecture**. The team created a **sitemap** of the existing site, and worked to simplify it based on the research we had conducted.
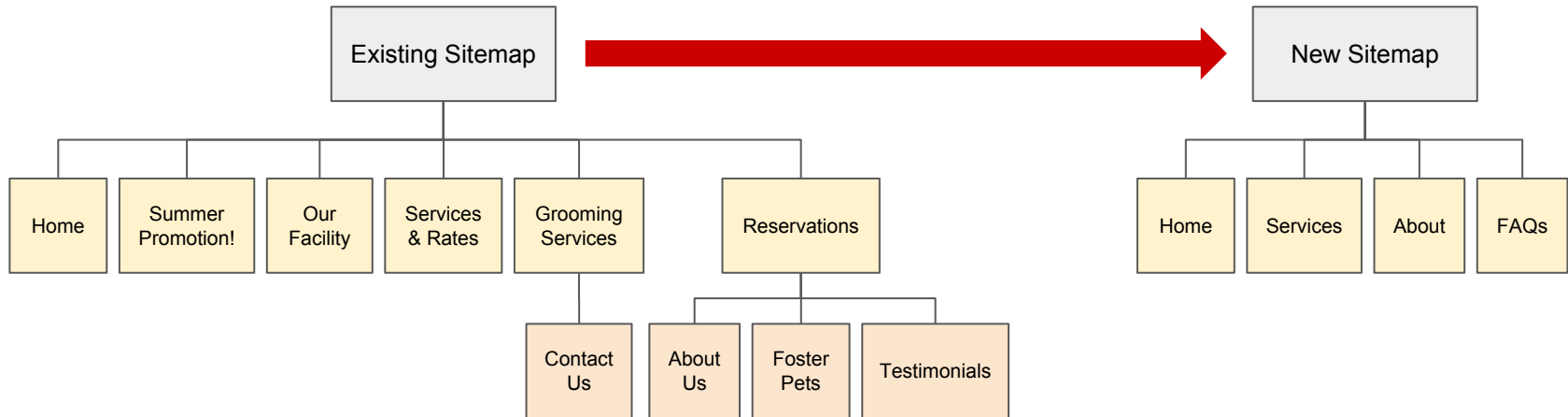
Develop Phase
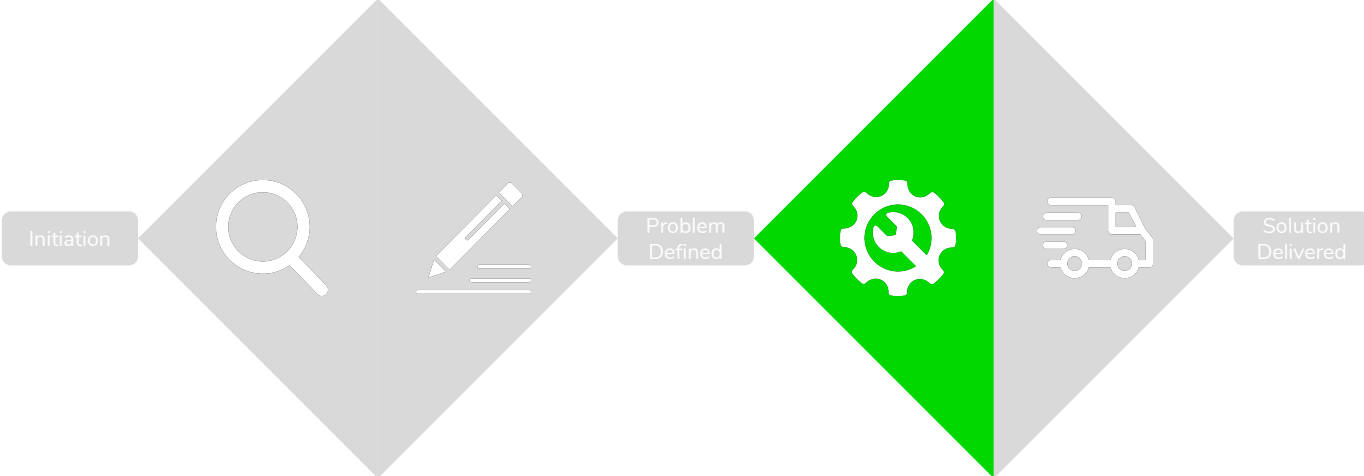
Initiation

Problem
Defined

Solution
Delivered

1. Discover
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop
~~Information Architecture~~
Sketches
Wireframes
Mockups

4. Deliver

BRA
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Sketches: Home

Sticky menu bar

Banner section with book now button

Link to each of the three other pages

About the owners section
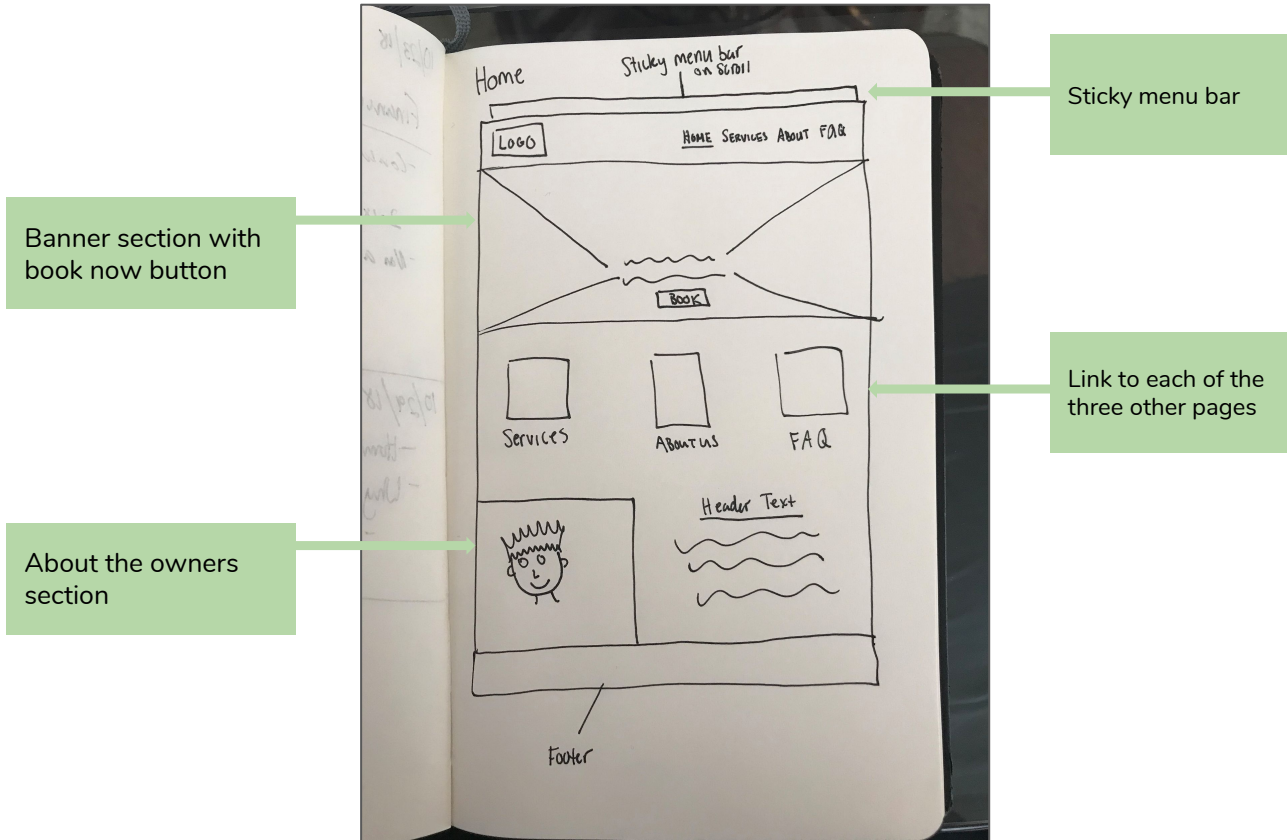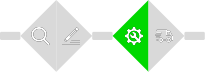
Sketches: Services

Banner image with book now button that is consistent with the home page
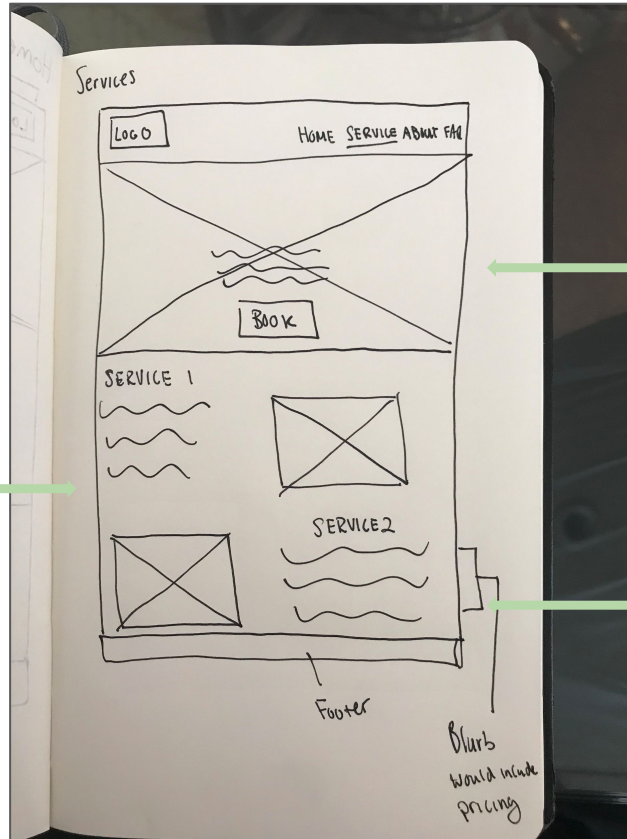
Information about each service (boarding, grooming, daycare) and prices

Blurb would give a summary of what the service is and info about what is needed from the customer

Sketches: About Us

Banner image with book now button that is consistent with the home page
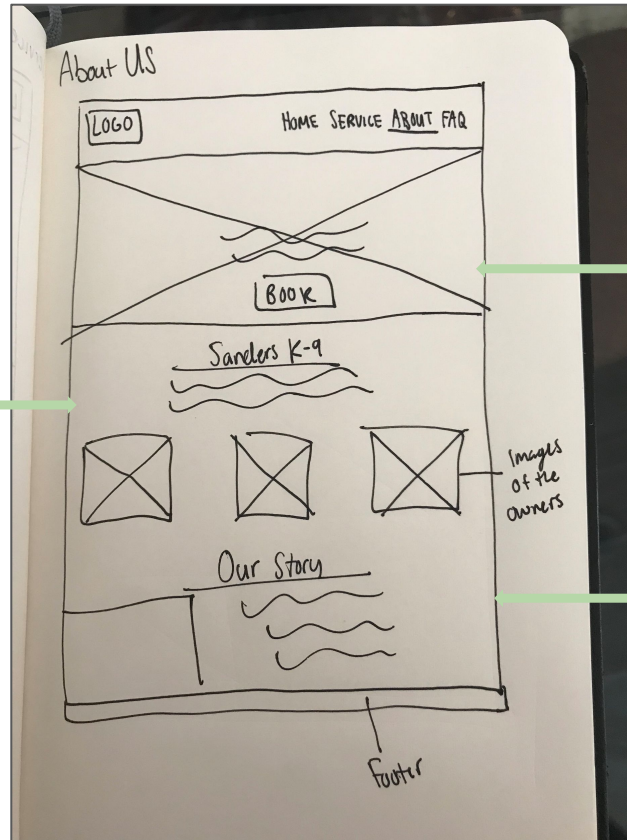
Section about admirable qualities of the business and company goals

Background information on the owners of Sanders K-9 Inn

Sketches: FAQ

Banner image with book now button that is consistent with the home page
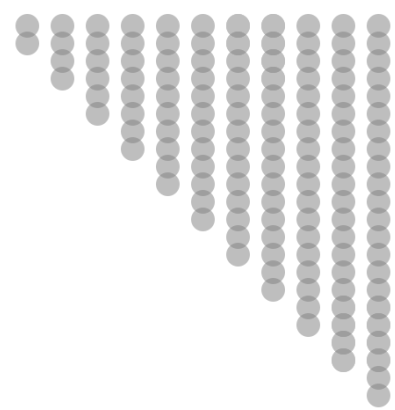
Sort FAQs by categories to make it easier to navigate
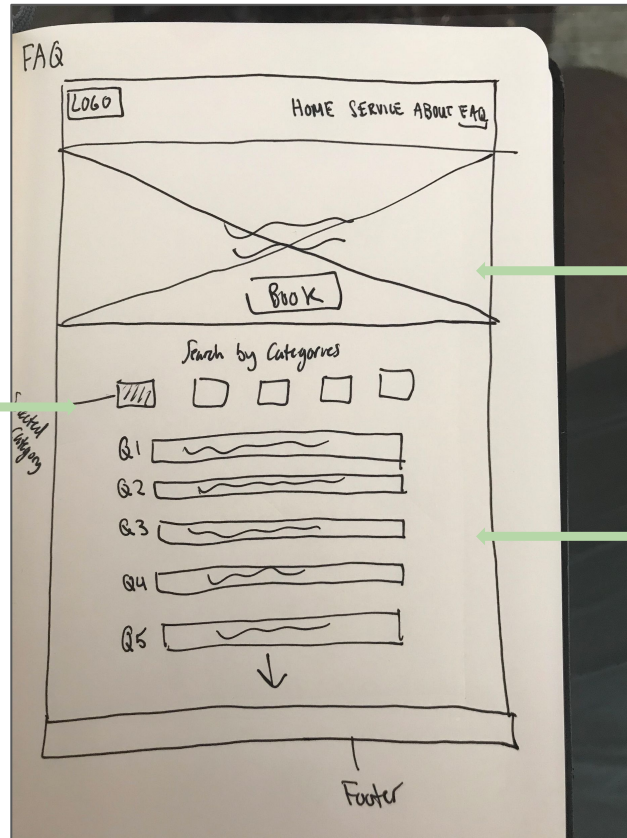
Each question is expandable to save room on page

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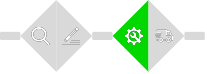
Sketches: Conclusion

After presenting my sketches to my team, here is the **feedback** that I received**:**

Strengths
- Good information architecture
- Very simple and concise
- Sticky menu bar
- FAQ section categories
- Good fidelity

Weaknesses
- Menu bar might be too simple
- About Us page needs to be ordered better
- Services page does not read well

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Develop Phase

Initiation

Problem
Defined

Solution
Delivered

1. ~~Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. ~~Define~~
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop
~~Information Architecture~~
~~Sketches~~
Wireframes
Mockups

4. Deliver

BRA
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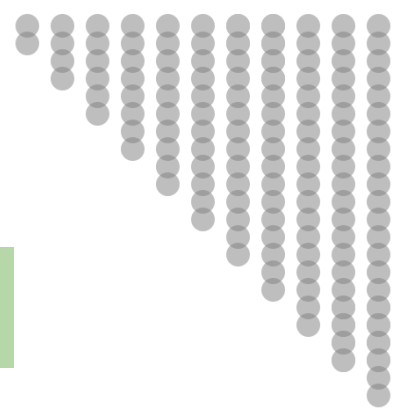
Wireframes: Home

More detailed menu bar with phone number and hours

Hero section with button to book a reservation

Three sections of the page represents the three pages in the menu bar (not counting the home page)

Updated three sections to be the three services offered

About us section will be a teaser of the About Us
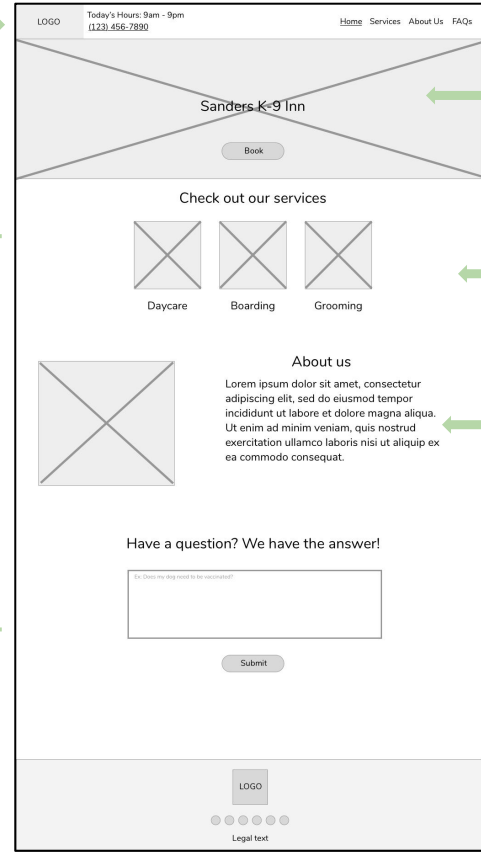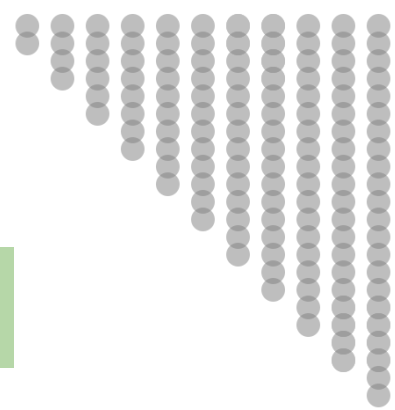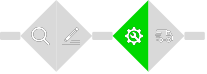
LOGO
Today's Hours: 9am - 9pm
(123) 456-7890
Home   Services   About Us   FAQs

Sanders K-9 Inn

Book

Check out our services

Daycare   Boarding   Grooming

About us
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Have a question? We have the answer!

Ex: Does my dog need to be vaccinated?

Submit

LOGO

Legal text

Wireframes: Services

Hero section with button to book a reservation

Radio button changes what service prices you are seeing
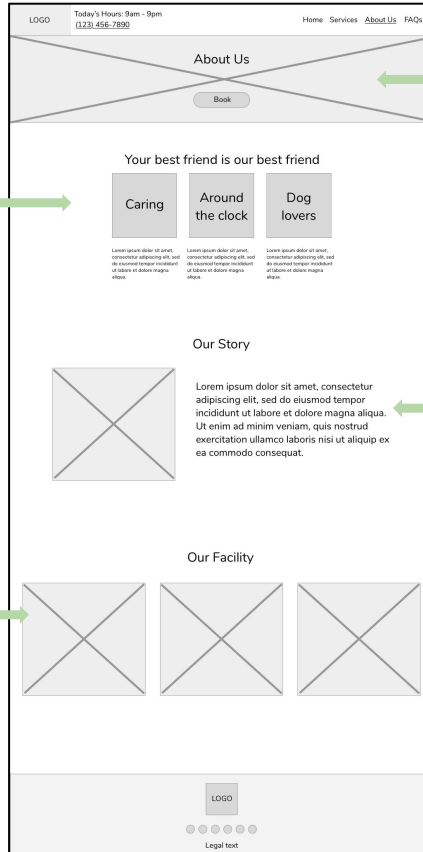
Three sections of the page to showcase the three services offered and the microservices offered within each category and the prices of those services

Option for users to call if they have any questions about the service
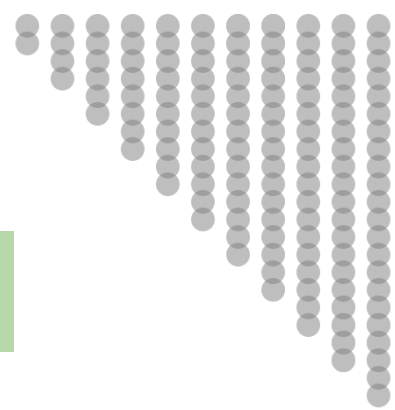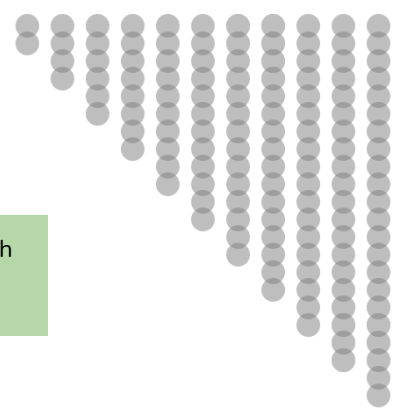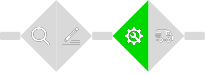
Wireframes: About Us

Hero section with button to book a reservation

Three characteristics to convince people to trust Sanders with their pet

Background section on the owners and why they have a business in this space

Section to showcase images of the Sanders facility

LOGO

Today's Hours: 9am - 9pm
(123) 456-7890

Home Services About Us FAQs

About Us

Book

Your best friend is our best friend

Caring

Around the clock

Dog lovers

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Our Story

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Our Facility

LOGO

Legal text

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Wireframes: FAQs

Hero section with button to book a reservation

Questions with answers based on what users most often ask

Question submission form if user's question still isn't answered

Wireframes: Conclusion

After presenting my wireframes to my team, here is the **feedback** that I received**:**

Strengths
- Homepage layout is very good and streamlined
- Including phone number and hours in menu bar is a good idea
- Question submission on FAQs page
- Better layout of services page

Weaknesses
- Services page does not need to be as long as it is - maybe have three sections horizontally instead of vertically
- Question submission on Homepage is unnecessary
- Lacks ability to book from the menu bar
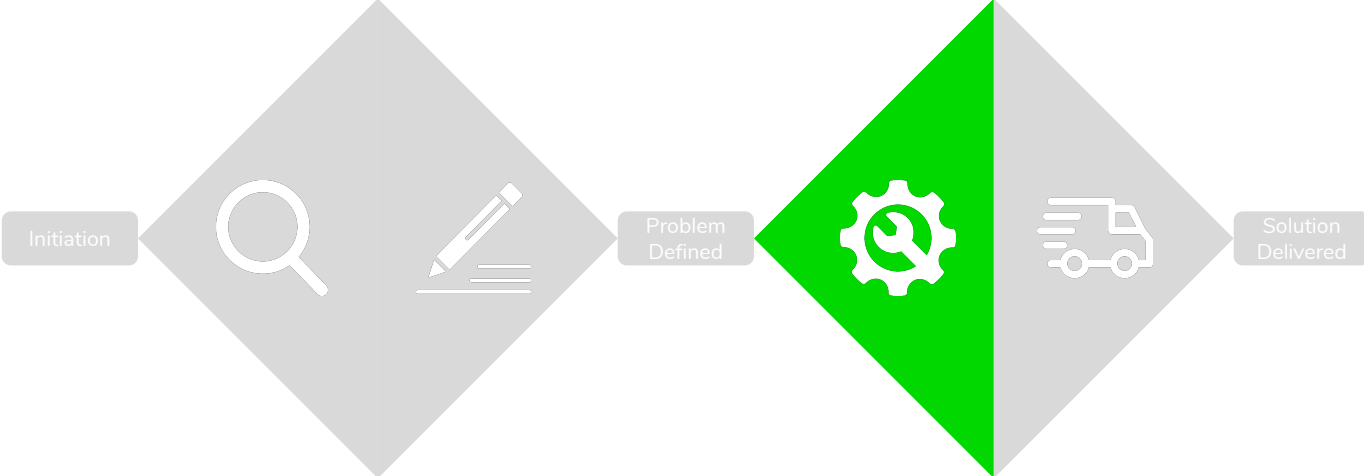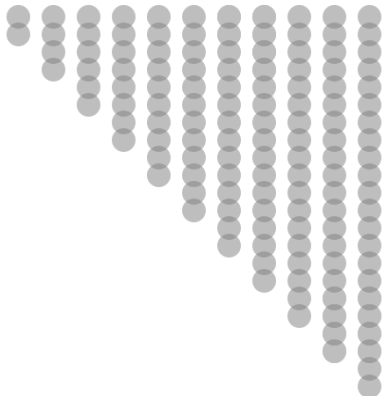
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Develop Phase

1. Discover
~~1. Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. Define
~~2. Define~~
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop
~~Information Architecture~~
~~Sketches~~
~~Wireframes~~
Mockups

4. Deliver

Initiation

Problem Defined

Solution Delivered

Mockups: Home

Updated menu bar to include a book now button

Updated hero section to not have a button because menu bar now has a book now button

Replaced question submission form to showcase the facility
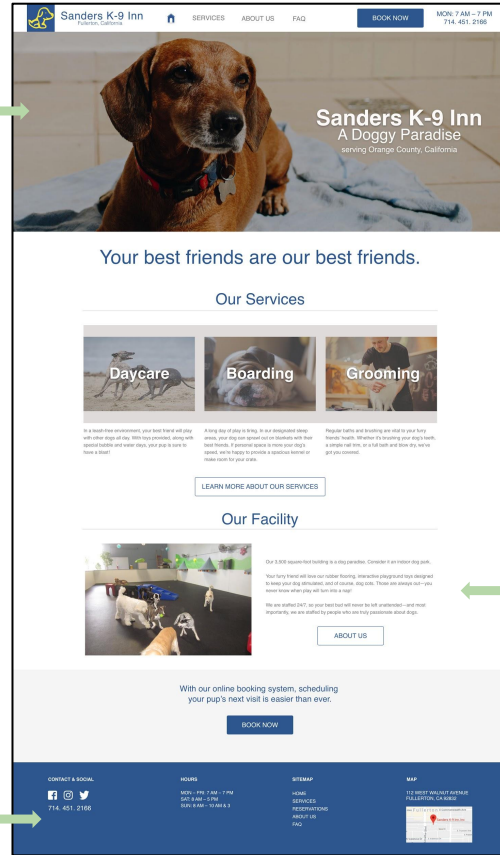
Footer contains social media links, phone number, hours of operation, site map, address and interactive map
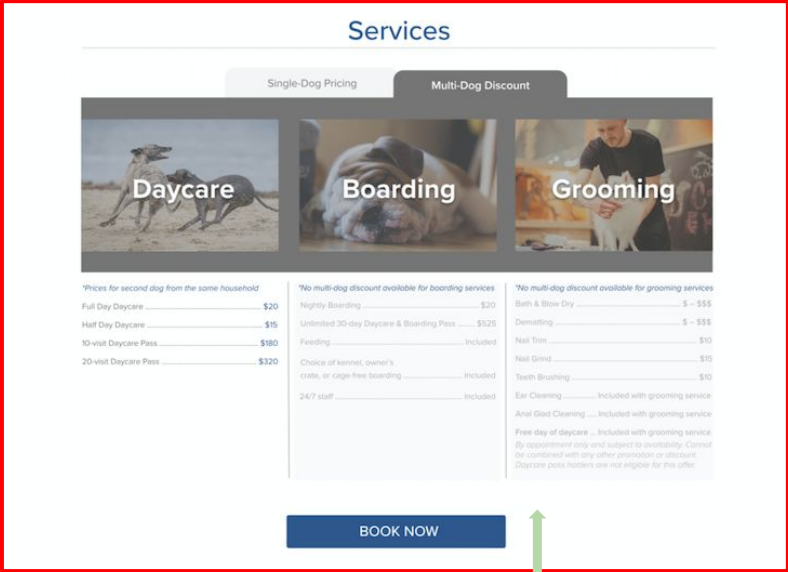
Mockups: Services
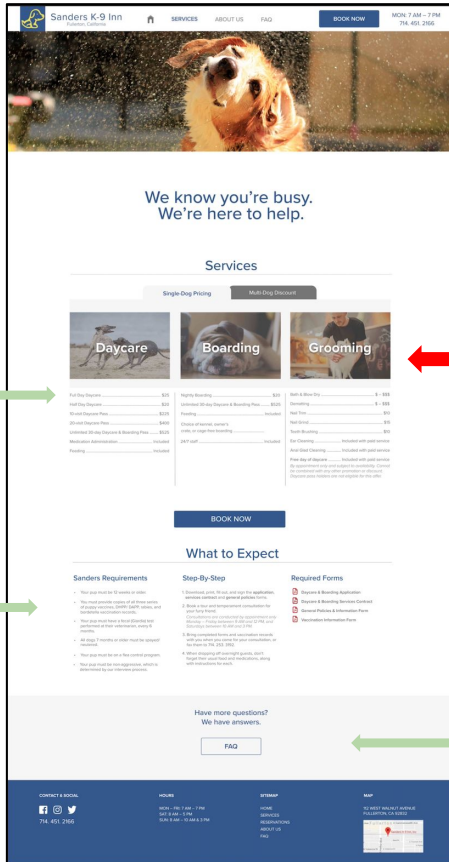
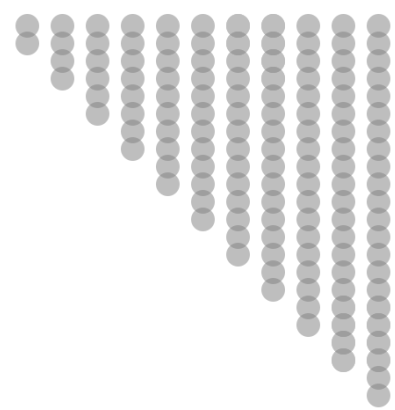Services section offers both single dog and multi dog pricing

List of requirements and what to expect when bringing your pet into Sanders

Section to direct users to the FAQ page if they have any questions

Sections that are not affected by multi dog prices are greyed out
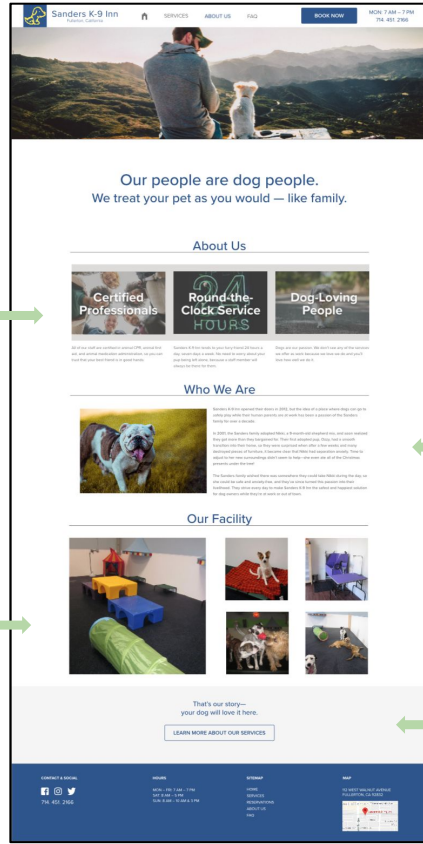
Mockups: About Us

Three sections to persuade people to do business with Sanders

Images section to showcase the facility (not actual photos of the facility)

Section to give background on the owners
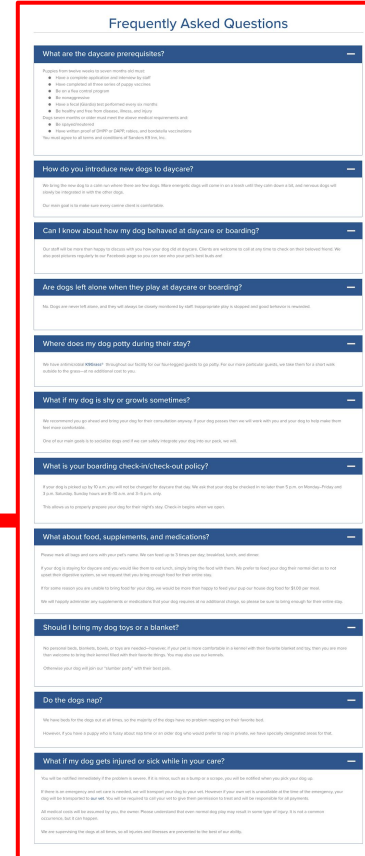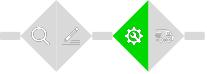
Section to give background on the owners

Mockups: FAQs

Frequently asked questions that can be expanded

Link to call Sanders rather than a question submission form that won't be check frequently

Mockups: Conclusion

After presenting our mockups to a panel of design experts from **Allstate**, **Honeywell**, and **MathWorks**, and received the following **feedback:**

Strengths
- Massive upgrade in overall usability
- Extremely clean and simplistic
- Critical information is easily accessible
- Good use of white space
- Pages flow really well

Weaknesses
- Home button is different than the other navigation buttons
- The secondary buttons (outlined ones) look inconsistent when on white background vs. grey backgrounds
- In the Services page, the tabs should always show whatever you're looking at as light-colored, and what you're not looking at as dark-colored
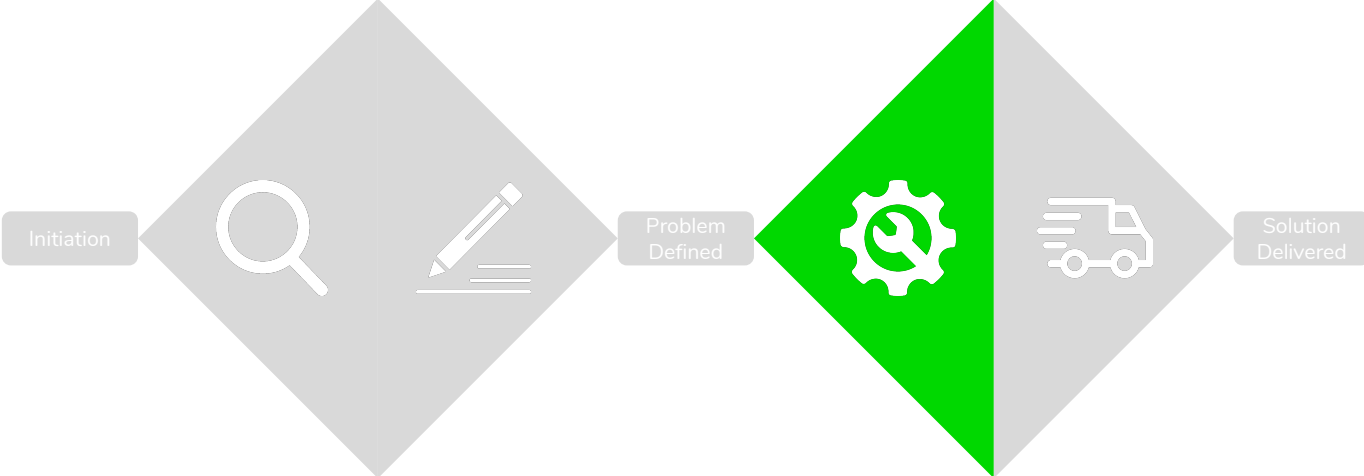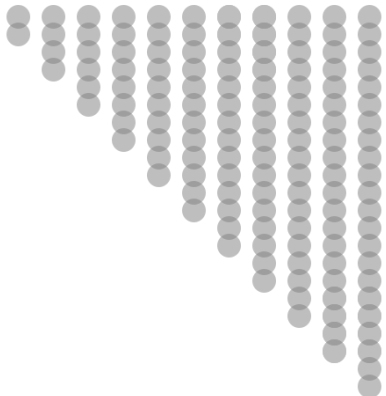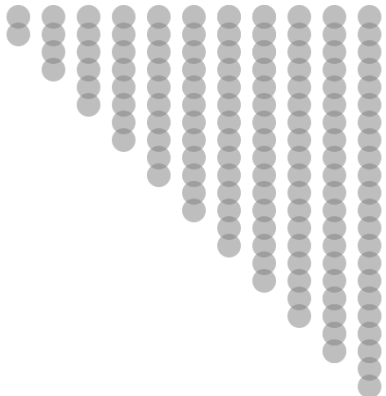
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Develop Phase

Initiation

Problem Defined

Solution Delivered

1. ~~Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

2. ~~Define~~
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

3. Develop
~~Information Architecture~~
~~Sketches~~
~~Wireframes~~
~~Mockups~~

4. Deliver

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Deliver Phase

Initiation

Problem
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4. Deliver
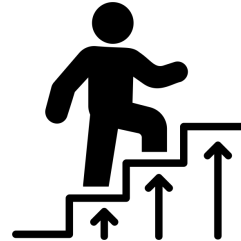Cognitive Walkthrough 2

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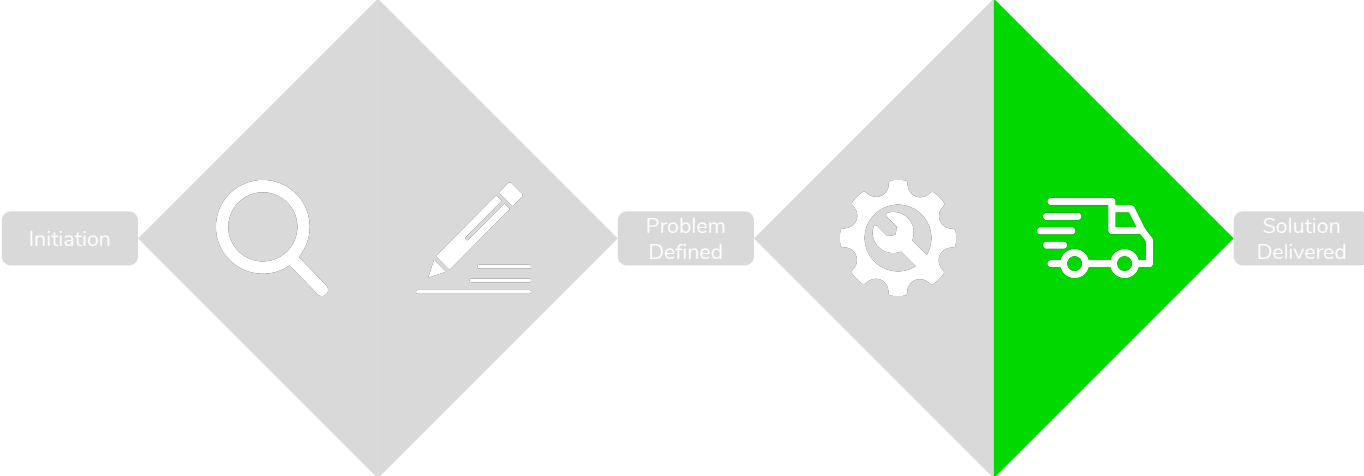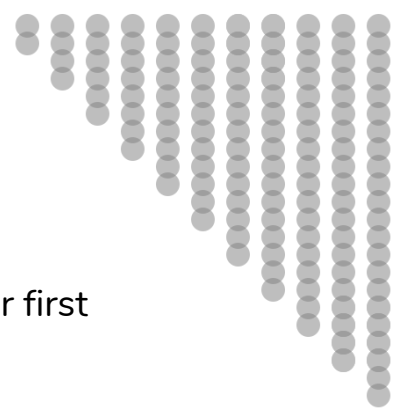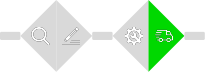
Cognitive Walkthrough 2: Introduction

My team and I conducted a **second cognitive walkthrough** to walkthrough specific, goal-oriented tasks from the perspective of a new user, and **compare the results** to our first cognitive walkthrough. Tasks were evaluated in two ways:
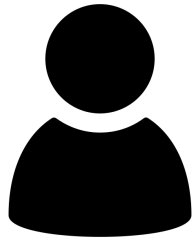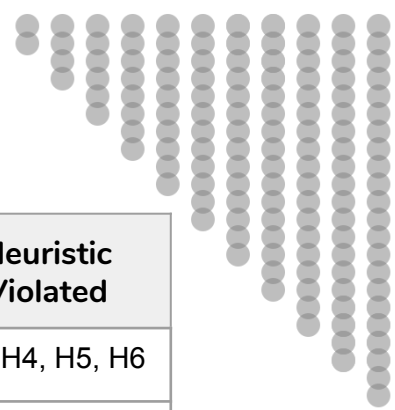
The potential for a first time/infrequent user to complete the step
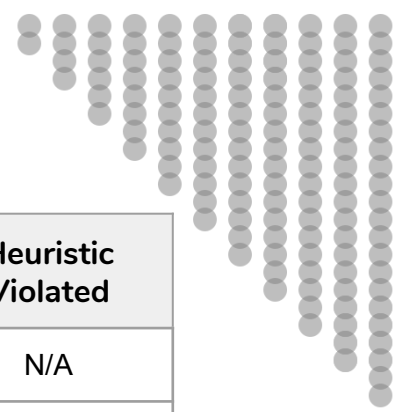
The user's likelihood of knowing that they are progressing toward their goal

If a fail was assigned to either of the two questions, then the entire task failed. For each failing task, we identified the Usability Heuristic it violated.

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Cognitive Walkthrough 1: Results

Task	Result	Heuristic Violated
1. Find out how much a nail trim costs	Fail	H2, H4, H5, H6
2. Find Sanders K-9 Inn's address	Fail	H2, H4, H6
3. Determine the requirements for your dog to be boarded	Fail	H2, H4, H6
4. Learn about the company	Fail	H2, H4, H6
5. Access the frequently asked questions	Fail	H2, H4, H6
6. Find out which services Sanders K9 Inn offers	Pass	N/A
7. Determine the price of a 20-day daycare pass	Pass	N/A
8. Determine the price of daycare for a second dog from the same household	Pass	N/A
9. Find the forms required by Sanders K9 Inn	Fail	H2, H4, H6
10. Find Sanders K9 Inn's hours	Pass	N/A

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Cognitive Walkthrough 2: Results

| Task	Result	Heuristic Violated
1. Find out how much a nail trim costs	Pass	N/A
2. Find Sanders K-9 Inn's address	Pass	N/A
3. Determine the requirements for your dog to be boarded	Pass	N/A
4. Learn about the company	Pass	N/A
5. Access the frequently asked questions	Pass	N/A
6. Find out which services Sanders K9 Inn offers	Pass	N/A
7. Determine the price of a 20-day daycare pass	Pass	N/A
8. Determine the price of daycare for a second dog from the same household	Pass	N/A
9. Find the forms required by Sanders K9 Inn	Fail	H2, H4
10. Find Sanders K9 Inn's hours	Pass	N/A
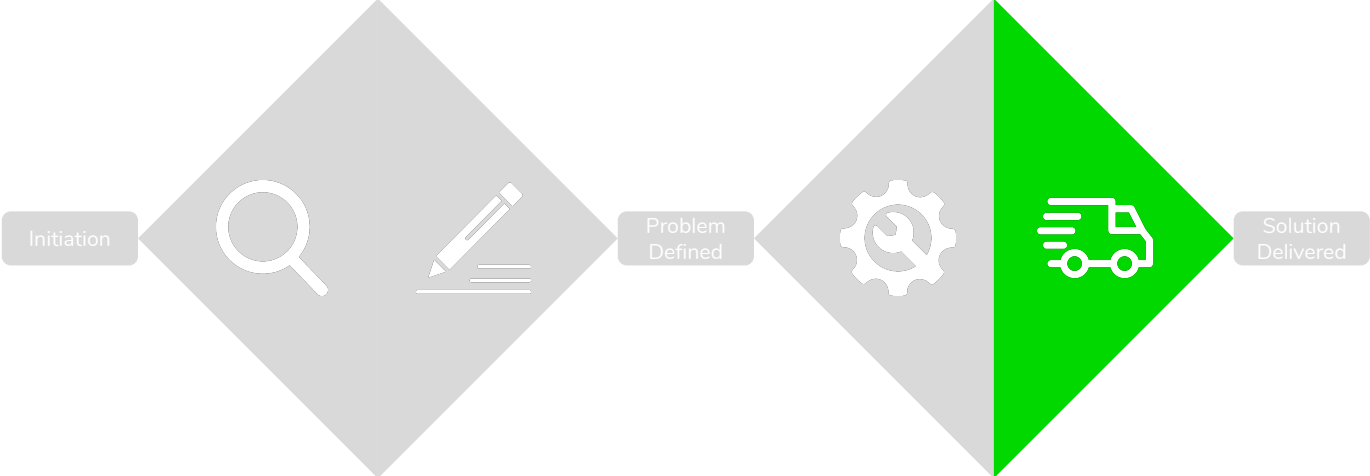
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Deliver Phase

Initiation

Problem
Defined

Solution
Delivered

~~1. Discover~~
~~Competitive Analysis~~
~~Heuristic Evaluation~~
~~Cognitive Walkthrough 1~~
~~Usability Test~~

~~2. Define~~
~~Theme Analysis~~
~~Buy-A-Feature Workshop~~

~~3. Develop~~
~~Information Architecture~~
~~Sketches~~
~~Wireframes~~
~~Mockups~~

4. Deliver
~~Cognitive Walkthrough 2~~

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Solution Delivered Phase

Initiation

Problem Defined

Solution Delivered

~~1. Discover~~
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~~Cognitive Walkthrough 1~~
~~Usability Test~~

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~~Wireframes~~
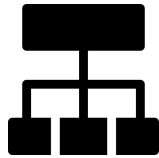~~Mockups~~

~~4. Deliver~~
~~Cognitive Walkthrough 2~~

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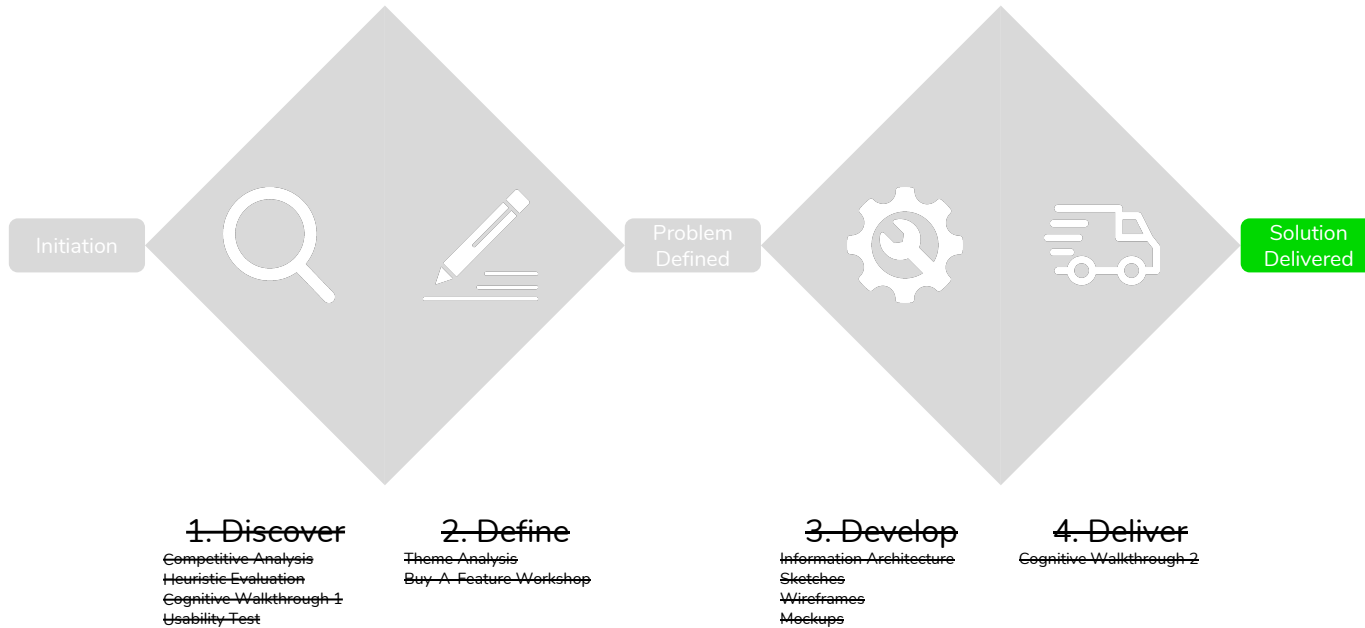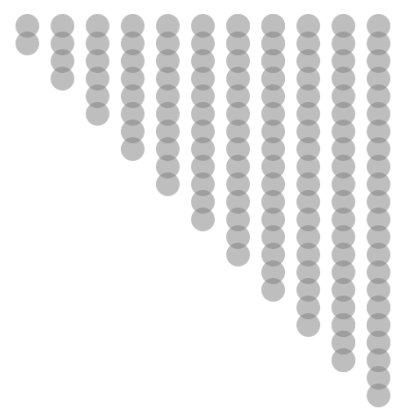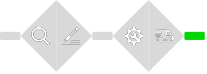
Conclusion

Our solution focused on improving the following elements:

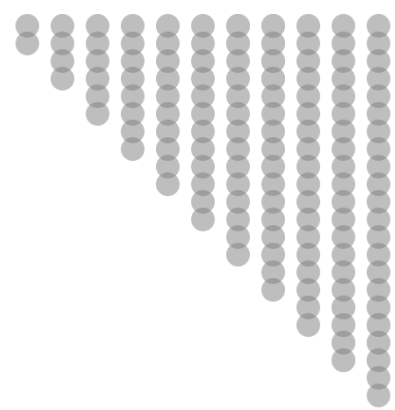**High Priority**
Information Architecture

Medium Priority
Aesthetics & Content

Low Priority
Customer Interaction (e.g. Customer Management Tools, Video Portal)

The results of our second cognitive walkthrough showed an **improvement of 50%** to the general usability.

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Questions?

braden.thuraisingham@gmail.com (954) 439-5244