Gooby

PROJECT CASE STUDY

Version 1.0

About Project [WHY]

Overview

Gooby is a mobile application designed to help users find and connect with reliable pet sitters in their area. The app addresses the challenge of finding trustworthy pet care by providing a platform where pet owners can browse profiles, read reviews, and book sitters for their pets. The goal is to create a safe and convenient solution for pet owners who need to leave their pets in the care of others.

Problem Statement

Finding reliable and trustworthy pet sitters can be a challenging task for pet owners. Many existing solutions lack transparency, verification, and user reviews, leading to concerns about the safety and quality of pet care. Gooby aims to solve this problem by providing a platform with verified sitters, detailed profiles, and a review system.

Solution

Gooby addresses the problem by offering a platform with verified pet sitters, detailed profiles, and a review system. Users can browse sitters, read reviews, and book sitters for their pets. The app also includes features like real-time tracking and secure payments to ensure a safe and convenient experience.

Objectives

- To provide a platform for pet owners to find reliable pet sitters.
- To verify the identity and background of pet sitters.
- To enable users to read reviews and ratings of pet sitters.
- To facilitate secure booking and payment for pet care services.
- To offer real-time tracking of pet sitters during walks.

Key Features

- Verified pet sitter profiles
- Detailed profiles with photos and descriptions
- Review and rating system
- Secure booking and payment
- Real-time tracking of pet sitters during walks

About Process

Methodology

The project followed the Agile methodology, with iterative development cycles and continuous feedback. This allowed for flexibility and adaptation to changing requirements throughout the project.

Timeline

The project was completed in 6 months, from January 2024 to June 2024. The timeline included phases for research, design, development, testing, and launch.

Team

The team consisted of a project manager, a UI/UX designer, two mobile developers, and a backend developer. Each team member had specific responsibilities and worked collaboratively to achieve the project goals.

Survey

Survey Goal

To understand the needs and preferences of pet owners in finding pet sitters, and to identify the key factors that influence their decision-making process.

Survey Method

Online survey distributed through social media and pet-related forums.

Survey Duration

2 weeks

Survey Questions

- How often do you leave your pet with a sitter?
- What are the most important factors you consider when choosing a pet sitter?
- How do you currently find pet sitters?
- What are your biggest concerns about leaving your pet with a sitter?
- What features would you like to see in a pet sitting app?

Survey Responses

150 responses

Survey Insights

- Most pet owners leave their pets with sitters for 1-3 days at a time.
- Trustworthiness and reliability are the most important factors.
- Word of mouth is the most common way to find sitters.
- Concerns about safety and quality of care are prevalent.
- Real-time tracking and verified profiles are highly desired features.

In-depth Interview

Interview Goal

To gain a deeper understanding of the user's needs, pain points, and expectations regarding pet sitting services.

Interview Method

Conducted via video calls and in-person meetings.

Interview Duration

30-45 minutes per interview

Interview Questions

- Can you describe your experience with finding pet sitters in the past?
- What challenges did you face during the process?
- What would make you feel more confident in choosing a pet sitter?
- How important is it to you to see reviews from other pet owners?
- What features would you like to see in a pet sitting app to address your concerns?

Interview Participants

10 participants

Interview Insights

- Users value personal recommendations and reviews.
- Clear communication and updates are crucial.
- Flexibility in booking and cancellation is appreciated.
- Users want to be involved in the process.
- Transparency in pricing is important.

Card Sorting

Card Sorting Goal

To understand how users categorize and organize information related to pet sitting services, and to inform the app's information architecture.

Card Sorting Method

Open card sorting using online tools.

Card Sorting Duration

1 week

Card Sorting Participants

50 participants

Card Sorting Insights

- Users group services by pet type and location.
- Profile information is categorized by trustworthiness and experience.
- Booking and payment are grouped together.
- Reviews are considered a key factor in decision-making.
- Users prefer a clear and intuitive navigation structure.

Research and Discovery

Research Goal

To gather comprehensive information about the pet sitting industry, user behaviors, and market trends.

Research Method

Combination of surveys, interviews, and competitive analysis.

Research Duration

3 weeks

Research Participants

200 participants

Research Insights

- The pet sitting market is growing rapidly.
- Users are willing to pay for reliable and trustworthy services.
- Technology can play a significant role in improving the pet sitting experience.
- There is a need for more transparency and verification in the industry.
- Users are looking for convenient and flexible booking options.