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OnLeash is a mobile application designed to streamline and enhance the management of pet care, connecting pet owners with trusted family and friends for pet sitting services. Unlike other apps on the market, OnLeash emphasizes familiarity and trust by facilitating connections with known individuals rather than strangers.

Research Goals



Understand user preferences and pain points in managing pet care.



Evaluate the usability and effectiveness of the app.



Identify areas of improvement in app development.

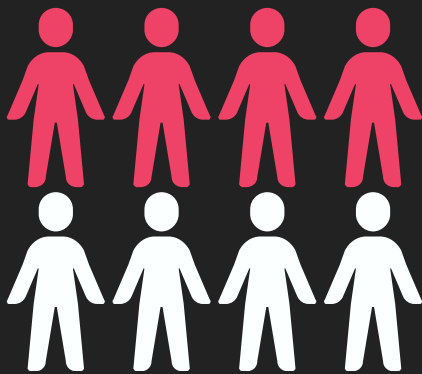
Participant Information

- **Demographics:** Eight participants ranging in age from 34 to 44, residing in and around Atlanta, GA.
- **Relative Interest:** Varied, with some participants being pet owners themselves and others being occasional pet sitters.
- **Existing Exposure and Understanding:** Participants had varying levels of exposure to pet care apps, with some being familiar with existing services like Rover.

Participants generally represented the target market for OnLeash, consisting of pet owners and individuals who occasionally pet sit for friends and family. Their familiarity with pet care services and willingness to engage with mobile apps made them suitable candidates for evaluating OnLeash. However, the age range of participants is narrow. Effort will be made for a wider age range of participants in future user testing

“ Adding my pet's profile was straight-forward... ”

FINDINGS



50% of users said they would *definitely* consider using OnLeash as a pet parent and/or pet sitter.

50% of users said they *might* consider using OnLeash.

SUS

System Usability Score

72%

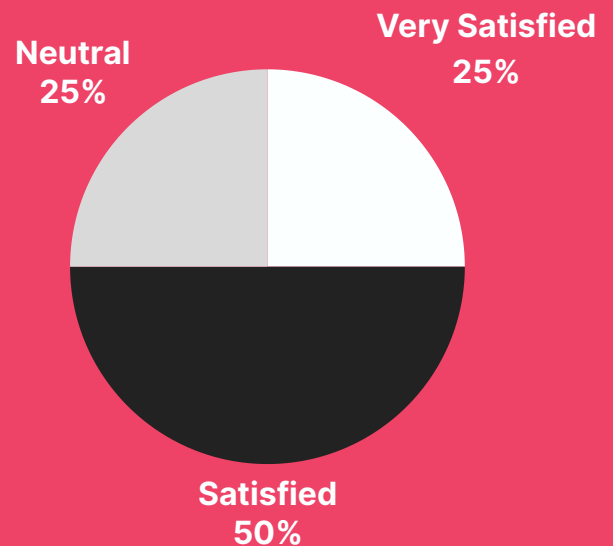
A 10 item questionnaire that measures overall usability.

BRANDING

Words displayed in bold were used two or more times by users when describing the OnLeash brand.

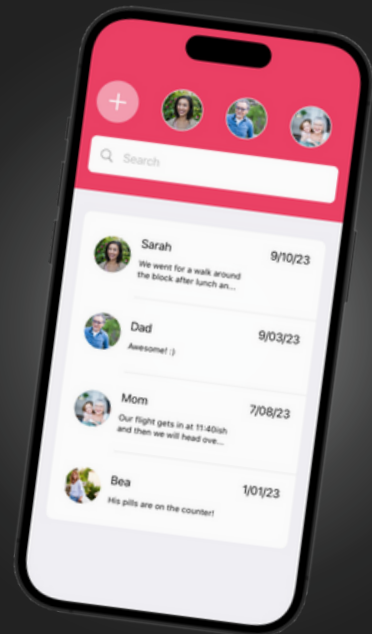


OVERALL USER EXPERIENCE



ISSUES

- Users found the GPS pet tracker unnecessary unless capable of connecting to some type of smart tracking device.
- Users found the messaging feature unnecessary.
- App not fully functional yet. Development is still underway.



“

If I am watching pets for my friends, we're probably communicating in our own ways that are already established and comfortable. I don't think we would need a message feature inside of an app.

-User Testing Participant

”

MOVING FORWARD



Remove Unnecessary Features

Remove the in-app messaging feature. Remove the GPS tracker until the app can integrate with a third party pet tracking device.



Development Progress

Next development steps will ensure that pet profile data is saved in the pet parent view and can be retrieved by pet sitters.



Additional User Testing

Additional user testing is needed after some development progress. Recruitment will be expanded to widen the age range of participants.

APPENDICES

Each item below is linked. Click to navigate to each!

 [**User Experience Research Plan**](#)

 [**Consent Forms**](#)

 [**Pre-Test Survey Responses**](#)

 [**Post-Test Survey Responses**](#)

 [**Participant Recruitment & Testing Details**](#)

