

Competitive Analysis

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Advanced Topics in Interactivity

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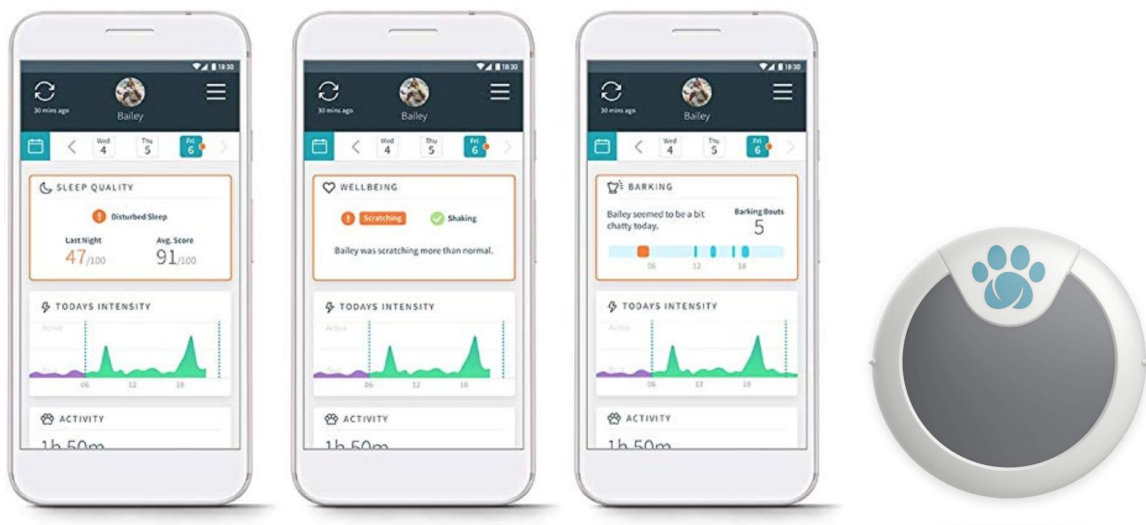
Animo

Brief Description

Animo is an activity and behaviour tracker which monitors your cat or dog's daily activity; barking, scratching, sleep quality, calories burned 24/7 to help keep them healthy. Animo provides behavior-based insights and alerts to indicate changes in your dog's health; helping owners understand what they might miss. It also offers medical insights that gives feedback on how your pet is responding to a new treatment or a new nutritional plan. Users can review longer term trends, monitor the development of specific issues (e.g. post-surgical recovery, diabetes, arthritis, separation anxiety, dermatitis, weight loss etc.) and make better decisions with your veterinarian.

Analysis Consideration - Visual Design

These are some images of what the apps visual appearance looks like, it overall seems very minimal as far as graphics and layout. As seen in the images of the application there seems to be really one page dude to the fact that there is no navigation bar. It is also paired with a mini designed product that can be attached to the collar of the pet. It seems to be the one function where it tracks the location of your pet as well as the heath of your pet including exercise and medical insights. I feel like the visuals could be more enhanced to reinforce the products gols and have a stronger brand identity. The interface doesn't look to enviting or encourage user behaviour but mainly just to view different information. The use of colour and typography give a very medical and serious feel to the overall device and application itself.

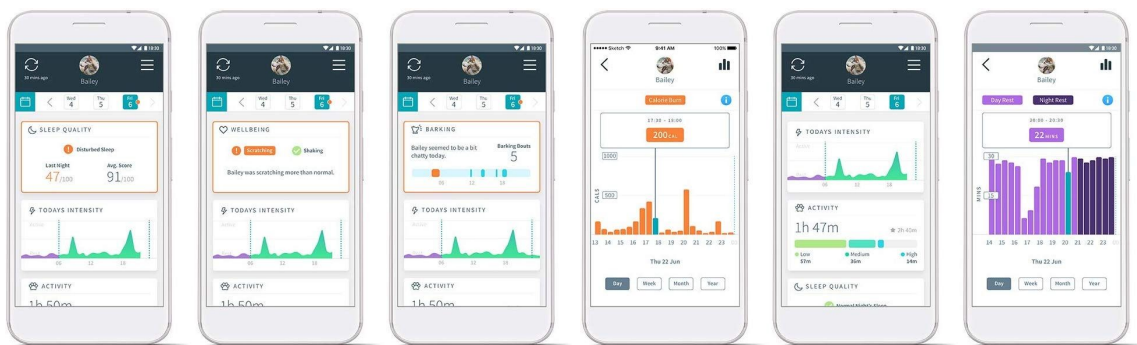


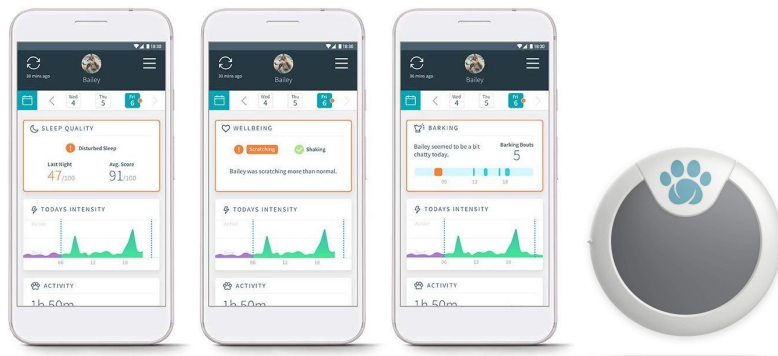
Analysis Consideration - Interaction

The overall application and product and rated 4 stars on its use and effectiveness which is pretty high, obviously it is more useful if you're watching your dogs health, maybe their weight or if they have diabetes. This supports the user interface and its intended goals by making the information accessible and easy to view for the user, there are not a lot of complicated steps making it friendly to use.

Analysis Consideration - Synthesis

Through my findings, I can see this app is useful for tracking as well as aiding in pet wellness and health. It can track your pets daily activity such as barking, sleeping, calories burned, etc. it provides behavior-based insights and alerts to indicate changes in your dog's health. It also keeps into consideration about updated nutrition plans or treatments that your pet is responding too as well as medcat insights. This would also be great for the vet to keep track of normal or abnormal behaviours. Below are some screenshots of the application along side the collar product and you can see that there are mostly graphics and charts tracking the pets sleeping quality, tracking calories and activity. The use of visual for data information is easier for the user to take in and understand. I do feel though that maybe there could have been a little more attention to the UI/UX experience of the app as it looks a little confusing in terms of the navigation, there is not navbar and i am just assuming the flow of where these reference images are. I appreciate how the product to attach to the collar is small and compact, making it easier for the pet. I have seen other examples where this device is huge and unrealistic for the animal.





Petlox

Brief Description

Petlox is an on-the-go reservation platform that connects pet parents with pet service providers. Helps owners stay organized to help store detailed records of your pets appointments, bookings and payments. Pet owners will be using this app. This is useful to keep track of their pet as well as get them connected with different serieses with regards to their pets health and needs.

Analysis Consideration - Visual Design

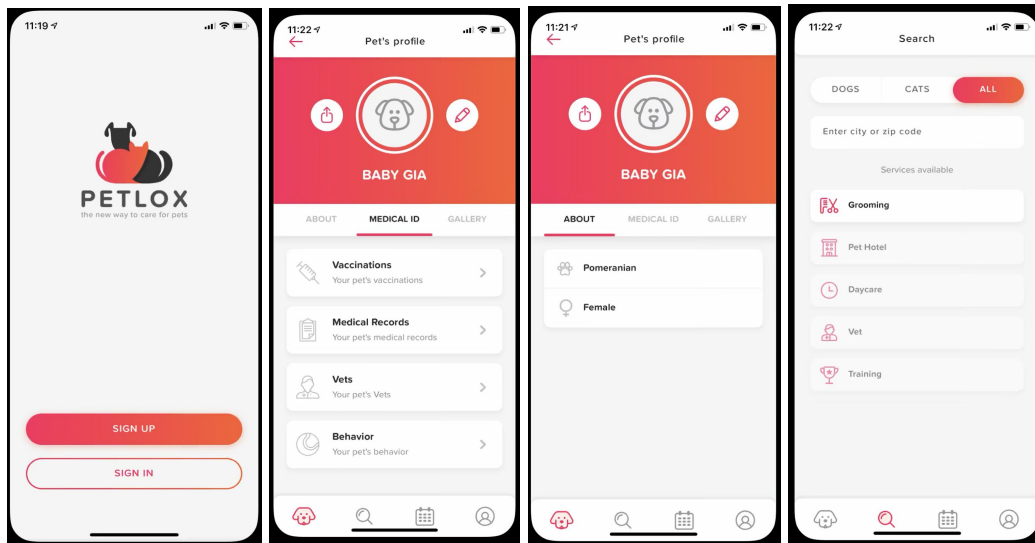
The application itself is very well designed and attractive, it is warm and inviting with its uses of a lighter colour palette and warm corals and reds. I believe it adheres to the interfaces guidelines as it looks user friendly and easy to navigate. Looks very professional and put together, usually applications like the don't have the same visual affect or visual design as this application does. The iconography is consistent and easy to read, the visuals make sense as do the colours and rounded edge typefaces.

Analysis Consideration - Interaction

The usability is adequate, I downloaded the app personally to see how it runs and there is a lot of information to input which could be very time consuming and may discourage an impatient user. Also, the app more or less functions as a diary keeping tabs on your pets medical history, general information about them as well as an unnecessary gallery option to add photos of your pet. The app is extremely well designed on a visual standpoint but I am pretty disappointed in the content and overall interaction flow of the application, seems very minimal.

Analysis Consideration - Synthesis

Overall, it is a very well visually designed app that fits the tone of the theme which is for friendly pet owners who care for the pets. It really supports the product and its intentions, the idea is there i just feel like if it were thought and more advanced in theory and functionality i would become a better and useful user experience. To me it feels more pointless than anything, it was literally just judging a pretty book by its cover which ended up being hardly nothing inside, if the app had more functionalities as well as more efficient information tracking believe it would be worth the download. For example, maybe having to scan some documents and then the app can translate the text to page into text to screen, rather than inputting all different types of documents and information step by step. Below are some of the screen shots of the application to show the elegant visuals as well as some of the functionalities the app has to offer.



Whistle - Pet Tracker

Brief Description

Whistle is a pet tracking app paired with a tracking product device that can be attached to the collar. This app can track your pets location in real time as well as get alerts, has a health component where it tracks your pet's behavior and changes. It also tracks where your pet has been on a little map generating the route of their day where it is with the owner or a pet walker. The app also recommended daily food portions for your breed and when your complete certain accomplishments the app marks down the milestone.

Analysis Consideration - Visual Design

The overall look and feel of the design is very clean and minimal, it looks and feels like a modern health app. The app uses a lot of white but the main accent colours are blue and green and they also use other colours throughout the app as well making it colourful yet controlled at the same time. Their type and images are also very minimal and clean getting which reinforced the product's goals. I would say it encourages user behaviour because of how inviting the overall app seems to be merely based on visuals and feel.

Analysis Consideration - Interaction

The app and product that pairs with it seems to be pretty effective in terms of the different features it does. It is a multifunctional application that has tracking services as well as health monitoring and it shows that through the app by implementing infographics and data collected but in a visual way so it is easier for the user to understand and see different results or where their pet is in a location map. Making it easier and more inviting for the user to have a better understanding of their pets activity.

Analysis Consideration - Synthesis

Overall, I think the Whistle app as well as its paired collar device works well and makes sense on an interactive level as well as meeting the users needs. As for locations, the app can track and send notifications the pet has ran off, making it each to find and locate them using real time gps systems. The app also can catch potential health issues before they become problems with notifications that help the user monitor important changes in behaviors. Whistle reports analyze the pet's licking, scratching, sleeping and activity levels week over week for better preventative healthcare. With the pairable device that gives you a detailed chronological breakdown of their day, including how much time they spent running, playing, walking, napping and more. It is also focused on improving the pet's life by setting fitness goals based on breed, age and weight as well as food portions. The app can track calories burned, distance traveled, minutes active, etc. Below are some screenshots of the app as well as an image of the paired device that can be attached to the pets collar.



