



APP IDEATION

WEEK 1: IDEATION
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IF THERE WAS
ONE APP YOU
WOULD LOVE TO
HAVE, WHAT
WOULD IT BE?

I would love to have an app that helps me be a better mom for my cat, Millie. I work full time and wish I knew the best times to give her what she needs. I wish there was an app that took my daily schedule and built a perfect care plan around it.

WHAT WOULD IT DO?

This app would ask a series of questions upon download to understand the user's daily routine. From there, depending on the type of pet, a care plan would be developed that works with the given schedule. Feed times, play times, enriching activities, and reminders would be available and updated daily!

WHAT PURPOSE WOULD IT
SERVE IN YOUR LIFE?

This app would act as a co-parent for pets. It would take the stress off the pet owner and give them confidence that they're taking proper care of their pets.

WHAT NEEDS WOULD IT
MEET?

It would meet the needs of having a set daily routine, what times are best for activities with certain pets, and provide a community of pet lovers to share their advice and updates with others.

WHAT APPLICATIONS DO YOU LOVE AND USE FREQUENTLY?



Clean appearance,
simple navigation



“For you” page
Separated functions



Easy payment method,
Simple layout



Generated playlists,
Music, podcasts, audio
books in one place



Simple menu &
payment method,
Easy reward system

WHAT APPLICATIONS DO YOU DISLIKE AND USE INFREQUENTLY?



Too crowded,
difficult layout



Only check for weather,
too many ads



Too many pop-ups,
confusing features

IDEATION
METHODS:
CREATION OF
PET PARENT

METHOD 1: BRAIN DUMP

For my first ideation method, I gave myself 10 minutes to think of common challenges in my life that could benefit from an app. Then, I thought of solutions to these challenges. Some ideas came quicker than others, so I starred the ideas that had more feature opportunities and discarded those that already have applications in place.

Method 1: Brain Dump

Problems

- organization → clothing, personal care
- grocery shopping → meal planning, budget
- ★ pet care → how to care for cats when not home
- remembering → did I leave the oven on?
- ★ concerts/events

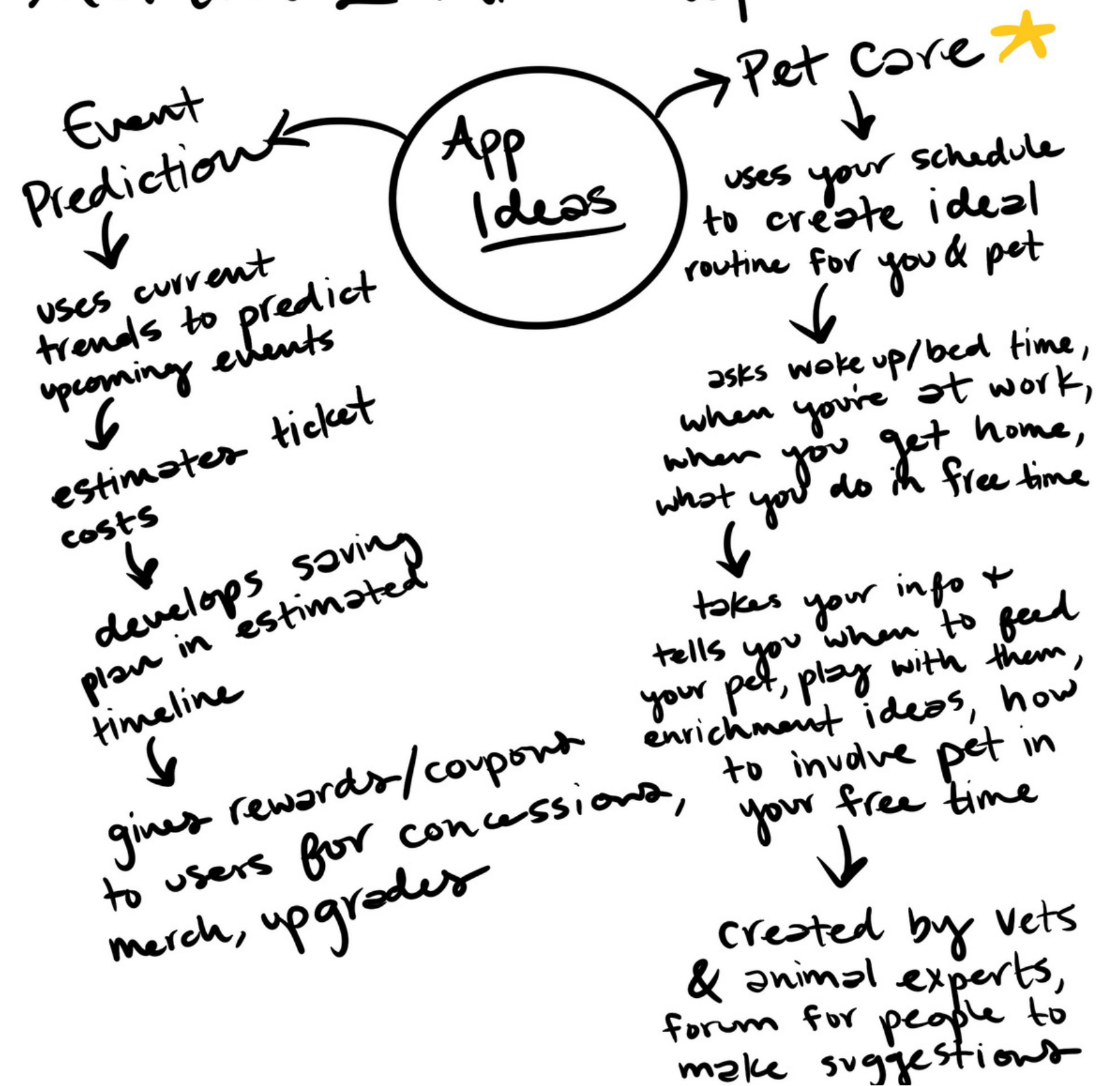
Ideas

- quizzes for best organization methods
- meal ideas broken down into least # of ingredients
- ★ app that gives pet care suggestions based on your schedule
- ★ app that predicts concert prices to start saving for

METHOD 2: MIND MAP

After narrowing down to my 2 strongest ideas, I gave myself 7 minutes and created a mind map to help develop the apps' features. My idea for a pet care app yielded more ideas and abilities, so I decided to further develop this idea.

Method 2: Mind Map



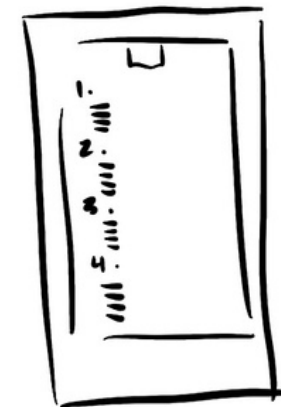
METHOD 3: SKETCH

After finalizing my idea, I created sketches of the app's possible features and expanded on my ideas from the mind map. I created a simple logo and decided on the name "Pet Parent" to keep it simple and refined.

Method 3: Sketch

Names?

Entry quiz



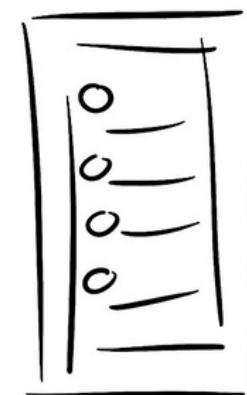
Pet Profiles



Activity Ideas

- links to enriching pet activities
- video tutorials

Daily Checklist



Reminder Notifications



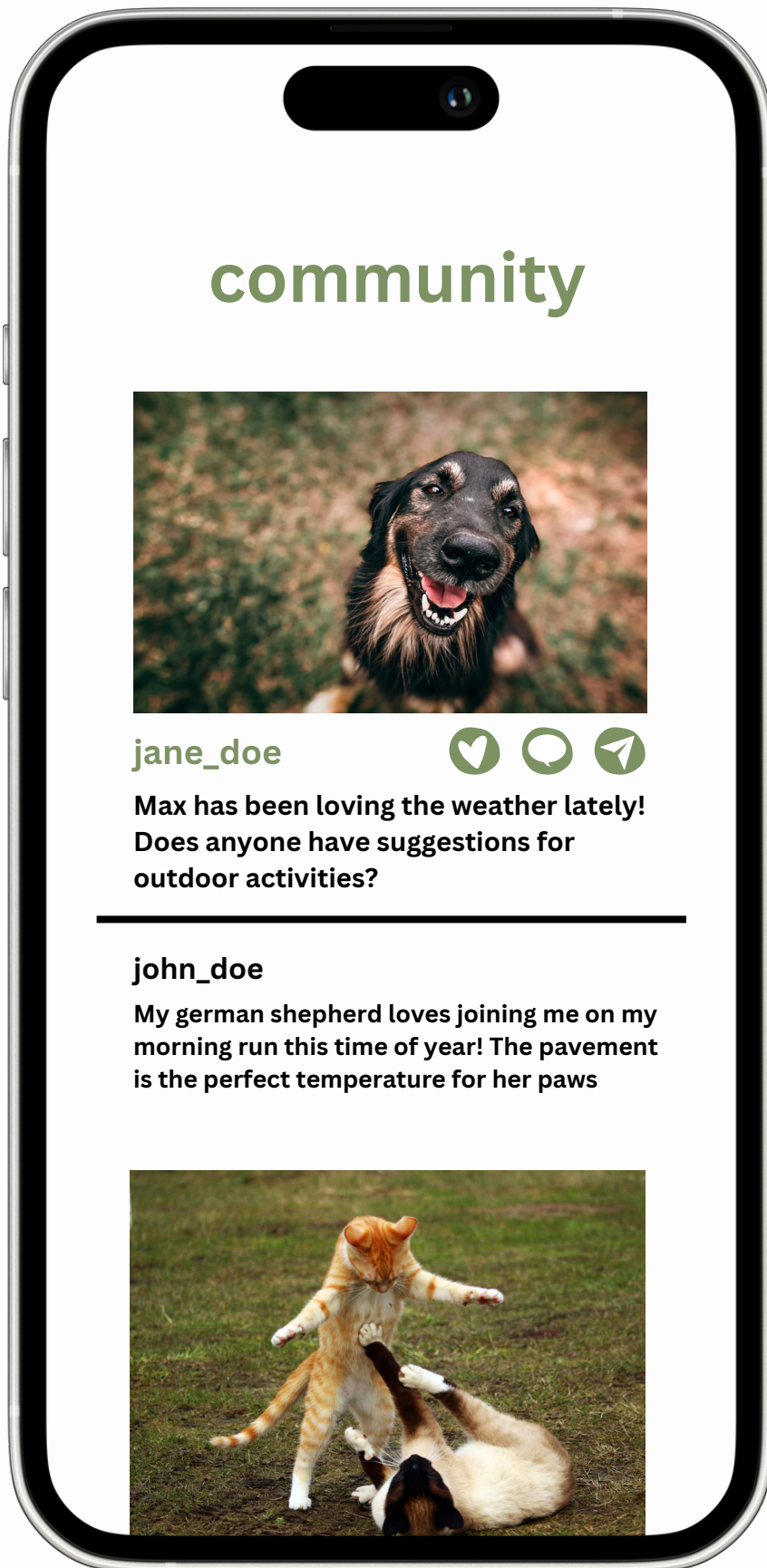
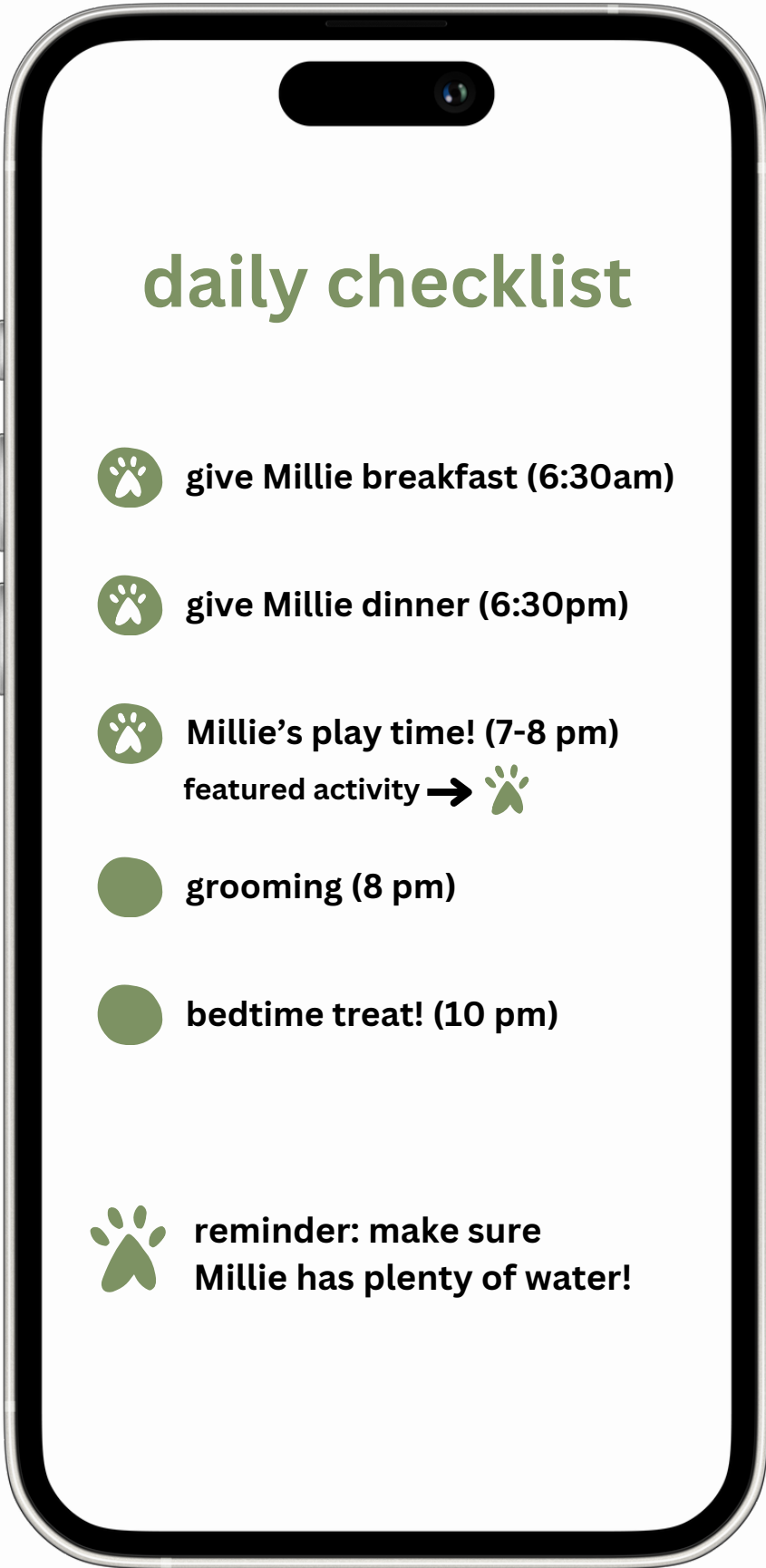
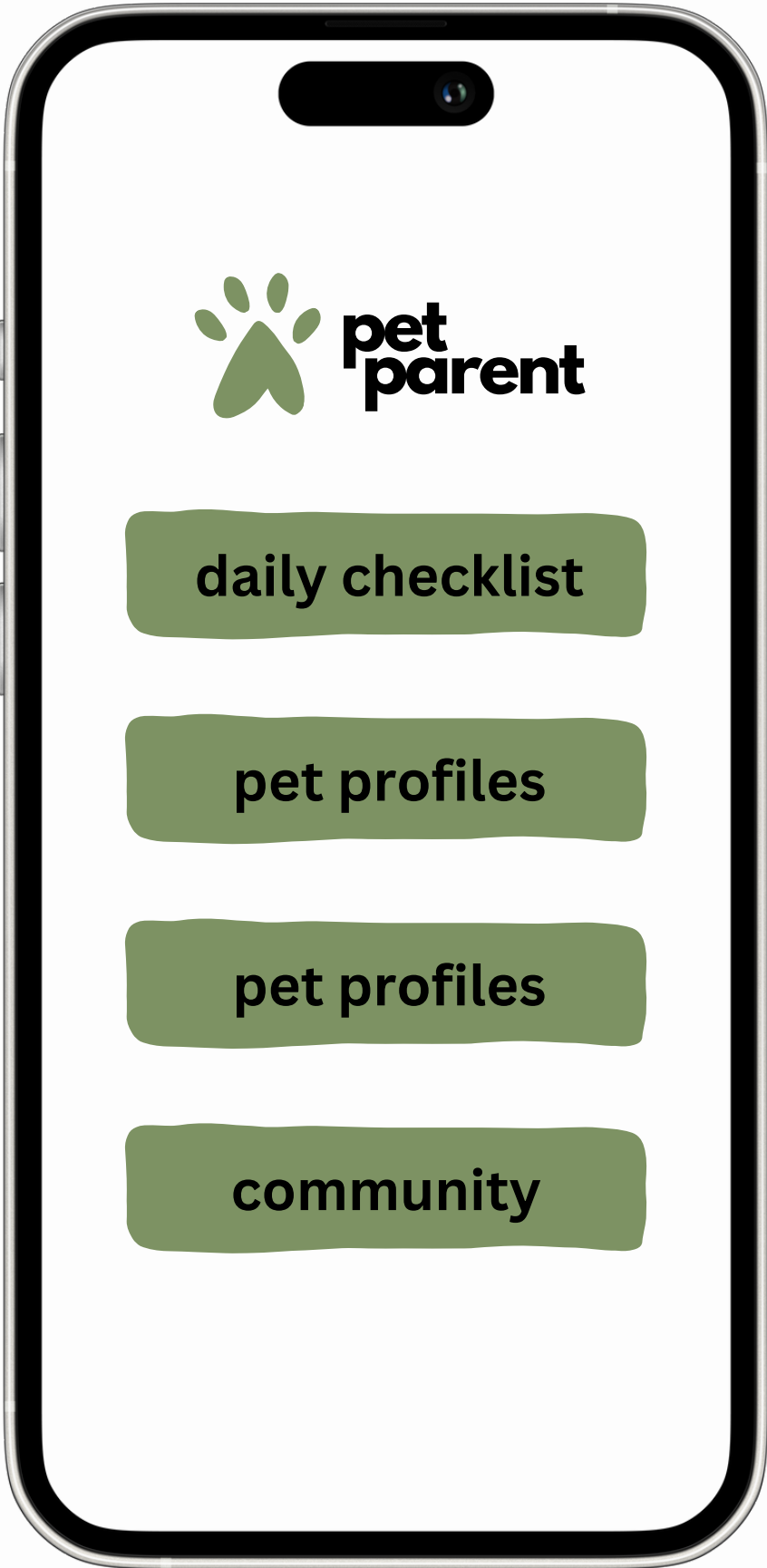
Community Forum

- give suggestions for activities that were successful
- post questions
- post pet pics + updates!



Pet Parent

THE RESULT!



CONCLUSION

This exercise was a great way to regenerate my creative process and execute an idea I am happy with. I am more visual when writing down my ideas, so mind mapping and sketching felt easier than brain dumping. I am excited to use these new methods for other projects!

