Rachel Peterson - Conversational Design Pawliday Pet Sitting App

Wants to book pet sitter





User goals & organizational goals

Pet Parent

Pawliday

- Sign up for an account
- Book a pet sitter
- Add pet's details & routine
- Rebook pet sitter when ready

- Provide a quick & easy sign up process
- Match pet parents with multiple sitters so they have options
- Help make the booking process go smoothly
- Build trust & get repeat business for preferred pet sitters







Questions/goals

Pet parent

Pawliday

- How do I create an account?
- How do I book a pet sitter?
- How do I add my pet's details & instructions?
- How do I rebook a sitter I like?

- Sign up quickly
- Choose the right sitter
- Get feedback from sitter during their stay

- Who's the best sitter for the job?
- How do clients enter payment for sitters?
- How do sitters get jobs?
- Is the sign-up process seamless?
- Vet sitters to make sure they're a good fit
- Recommend the best sitters
- Make the process easy for sitters & pet parents
- · Profit, get repeat service, gain new clients







Map Out Conversation

| User | Pawliday |
|-----------------------------|---|
| | Hi, how can I help you? |
| I want to book a pet sitter | |
| | Are you a returning client with Pawliday? |
| Yes, with my dog Milo | • |
| | Welcome back! Enter your email and password to log in. |
| Logged in | |
| | Would you like your previous pet sitter or a new one? |
| I'd like a new one | |
| | Here's a list of sitters and their availability. Click on the one you'd like to book. |
| I'll choose Sarah | |
| | Great choice! Sarah comes highly recommended. Next, enter the dates you'd like to book her. |
| December 10-15, 2022 | |
| | Groovy! Sarah is now booked with Milo from December 10-15, 2022. |

Prototype Design - Pawliday Pet Sitting

