Heuristic Analysis

Introduction

For my heuristic evaluations, I chose the top 3 human grade dog food brands. The problem I set out to solve in my capstone project is how to provide users with optional recipes and healthier ingredients for their pets rather than the standard processed dog food. The Farmer's Dog, Ollie, and Spot & Tango all provide high quality food for our furry friends at modest prices and reasonable shipping times.

[The Farmer's Dog](), one of the most popular fresh food brands for pets in the nation, is advertised as the number 1 fresh dog food brand worldwide. It was founded in 2015 by a dog owner who compiled decades of knowledge and of veterinary nutritional research to create quality pet food that is not only balanced and nutritious, but also safe enough for humans to eat.

[Ollie](), Founded in 2016, Ollie Pets is a subscription-based service that delivers healthy, all-natural, human-grade dog food, supplements and treats straight to your front door.

[Spot & Tango]() specializes in delivering ready-to-serve, human-grade meals that fit your dog's unique nutritional needs by offering personalized pet health and wellness subscriptions that make it easier for pet parents to keep their dogs happy and healthy. They were founded in 2018 and have climbed the ranks as one of the best options for your pet's health.

Rating system

Outstanding	**5 out of 5** No usability issues
Good	**4 out 5** Little to no (minor) usability issues
Average	**3 out of 5** 1 or 2 usability issues
Needs improvement	**2 or below** Usability issues that need addressing

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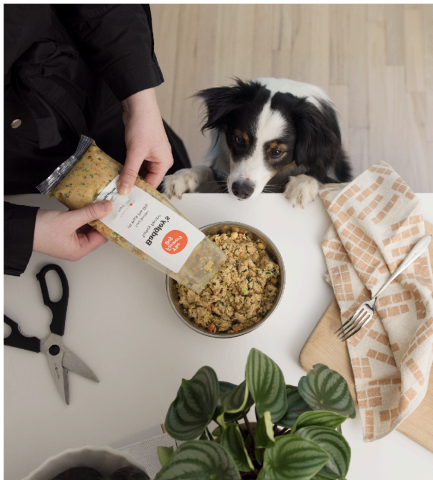
The Farmer's Dog

Match between system and the real world

Rating: 5/5 Outstanding

Evaluation: The Farmer's Dog does a great job of using language to convey real world conversation to its users through text and important call to actions throughout the design. The Farmer's Dog focuses on titles and information that grabs the user's attention that speaks specifically to their needs while also using button text like real world conversation "get 60% off" instead of standard label text such as "get started".

Here's Why it's Life Changing

✓ Never Run Out

We deliver our food to your door on your schedule, so you can skip the pet store runs. One less thing to think about.

✓ Health Goals

Whether your dog's a puppy or a senior, overweight or underweight, our personally portioned plans can help them be a healthier, happier version of themself.

✓ Real Food Made Real Simple

Your trial box comes with easy to follow transition instructions and a personalized feeding guide – no more "how much do I scoop?" guessing games.

Get 60% Off

At mealtimes, **Kurama** is...

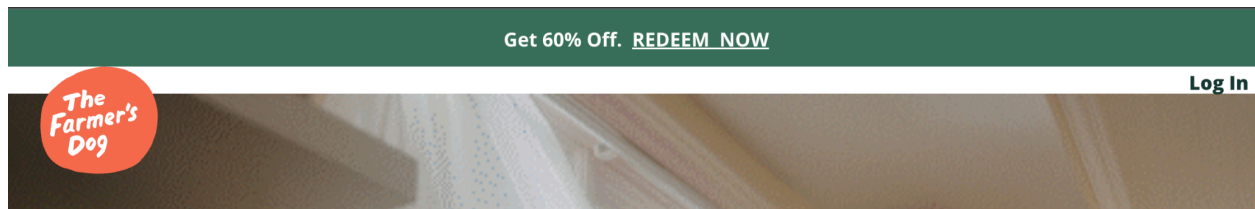Very picky   Can be Picky   Good eater   Will eat anything

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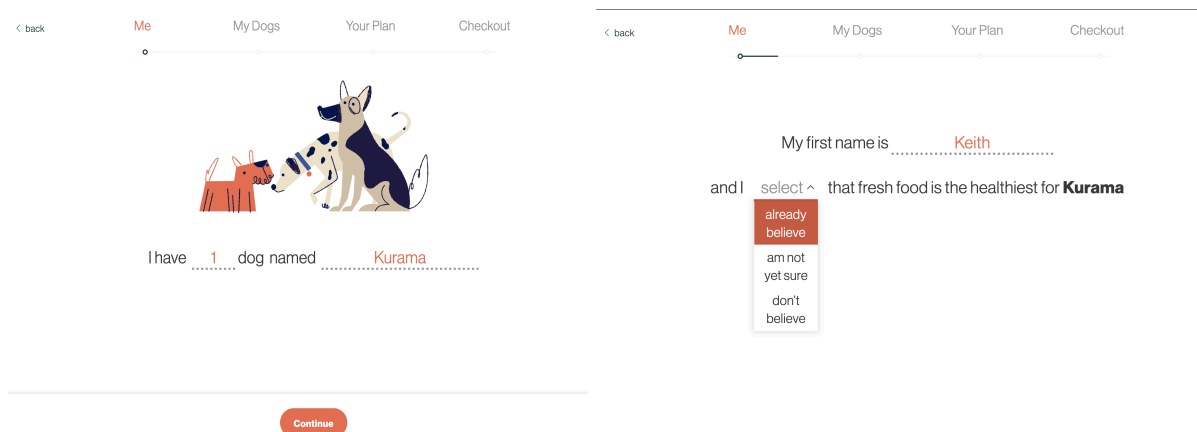## Consistency and Standards

Ranking: 2/5 Needs Improvement

Evaluation: The Former's Dog's platform follows the standard of most website layouts with the logo on the far left and log in/sign up located on the far right. However, the website does not have important navigation links located in its header to direct flow of the page. They also have a redeemable promo code located at the top of the page to influence user interaction.

Recognition and Recall

Ranking: 4/5 Good

Evaluation: The Farmer's Dog minimizes the user's memory load by making key actions visible to users. It provides users with an easy step by step tutorial of how to sign your dog up for their meal plans, pop ups to skip to FAQs such as pricing, questions regarding allergies, and also provides a back button to return to previous screens for editing.

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Kurama's Recommended Plan

Turkey, Beef, and Chicken Nutrition Facts

First Box: ~~$11.09/day~~ **$4.44/day (60% OFF)**

_____

Based on your responses, we recommend these fresh, balanced recipes for Kurama. They're all made with highly digestible human grade meat and fresh vegetables and are ideal for Kurama's nutritional needs.

Continue with Recommendation
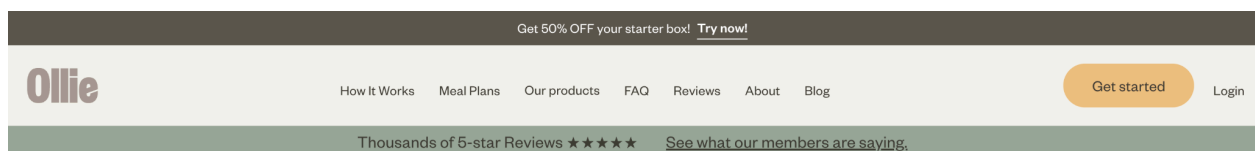
Or Select Your Own Plan

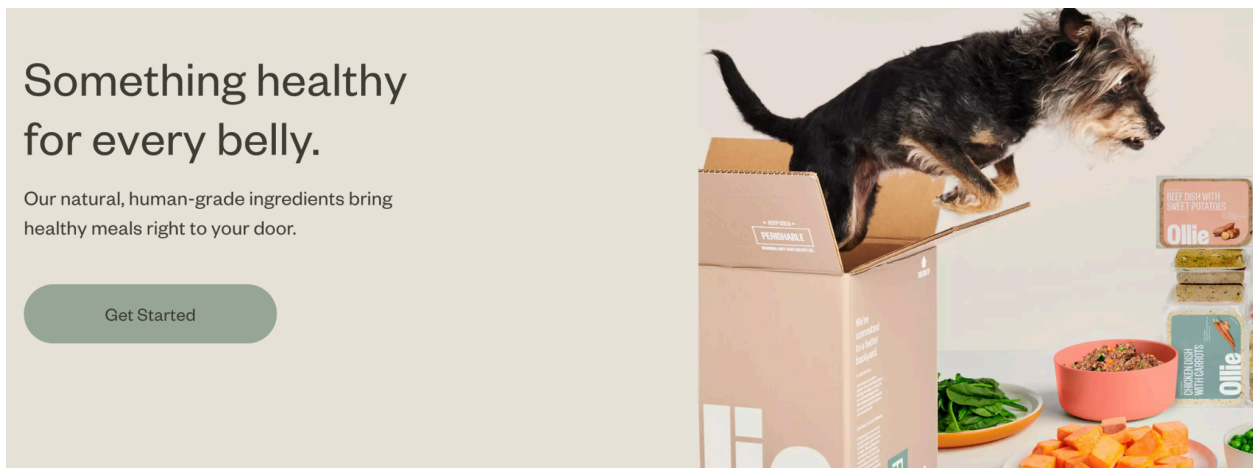## Ollie

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Match between system and the real world

Rating: 3/5 Average

Evaluation: Ollie's system has a standard setup. It doesn't contain much language that is geared towards speaking to its users. Instead focuses on real world conventions that make information seem more system-oriented rather than natural. Nearly every call to action is labeled "get started".
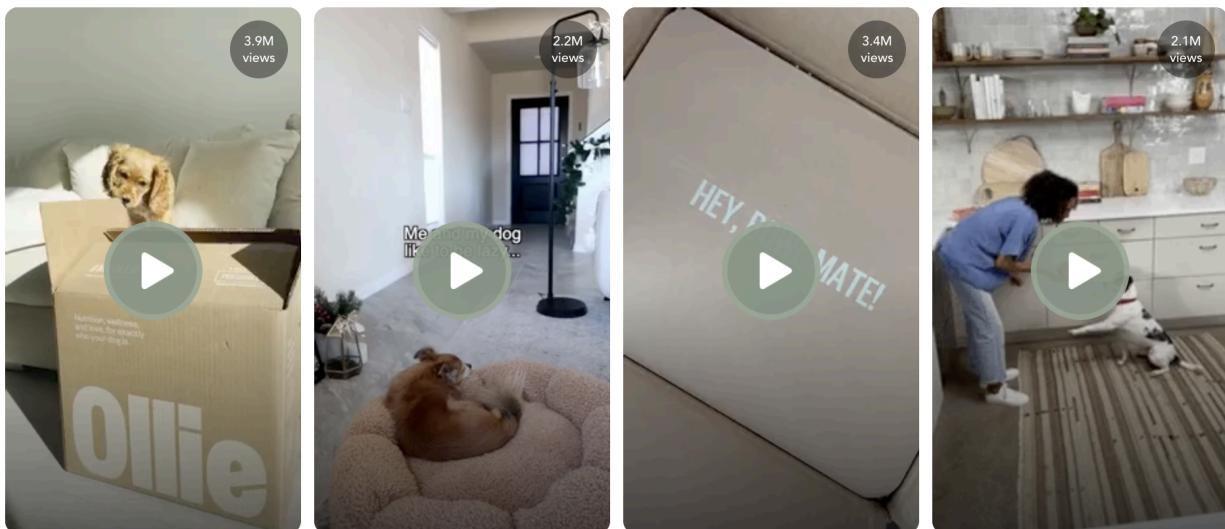
Get 50% OFF your starter box! **Try now!**

Ollie How It Works   Meal Plans   Our products   FAQ   Reviews   About   Blog   **Get started**   Login

Thousands of 5-star Reviews ★★★★   See what our members are saying.

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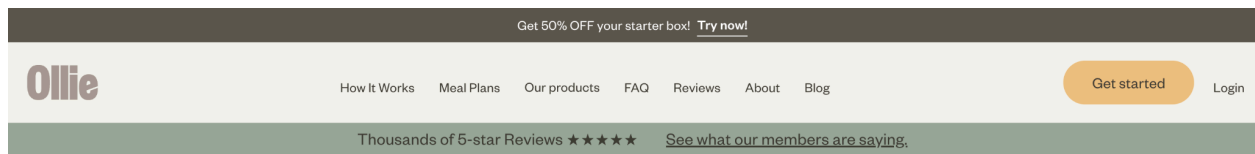

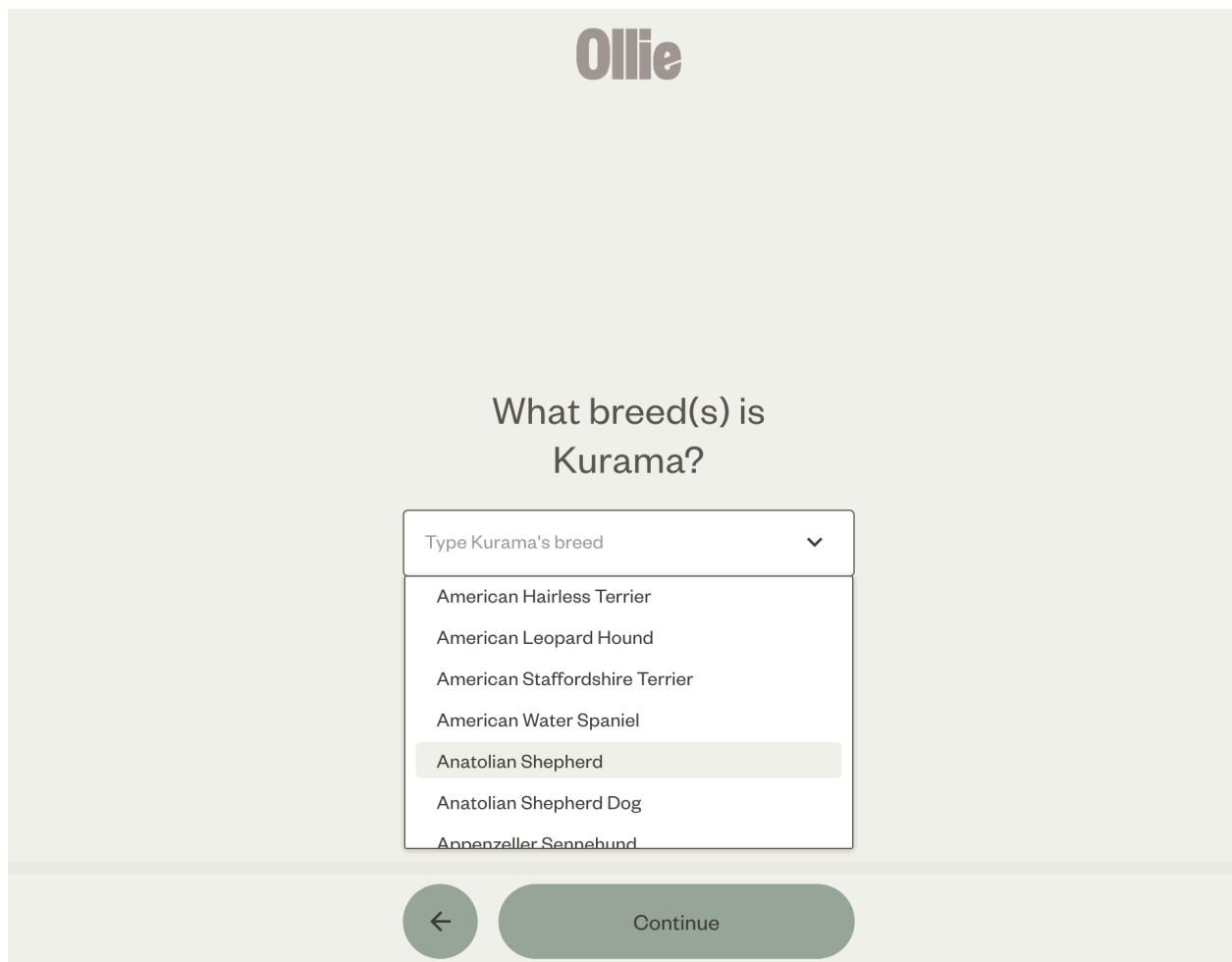## Get to know Ollie

Get Started

Consistency and Standards

Ranking: 4/5 Good

Evaluation: Ollie's system is similar to its competitors with a promotion at the top of the page, navigation front and center, login to the right, and call to action on the far right.

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Ollies quiz design leaves a little to be desired. Others provide a progress bar that lets users know exactly where they are in the quiz and have more detailed questions regarding information.

Recognition and Recall

Ranking: 4/5 Good

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Evaluation: Ollie's design is simple and clear. It focuses on supplying the users with the information needed to move forward in the design and prevents unwanted errors. It minimizes the user's memory load by only providing what is needed instead of irrelevant information.
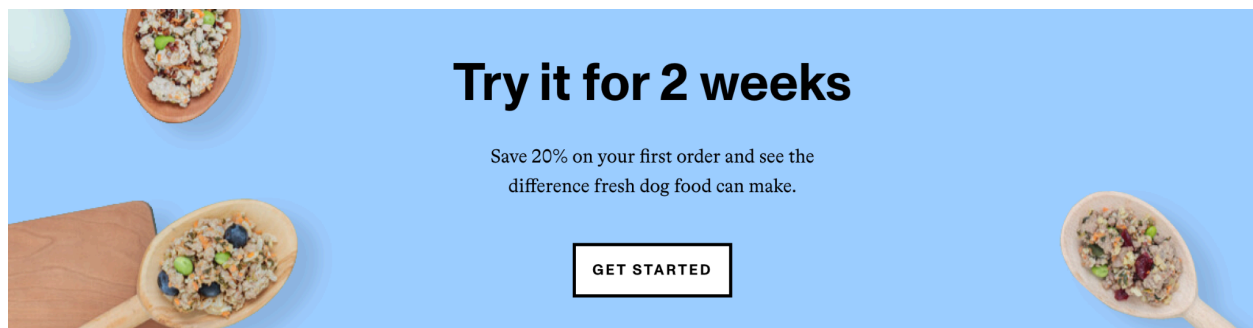

Spot & Tango

Match between system and the real world

Rating: 3/5 Average

Evaluation: Spot & Tango does a decent job of using language to convey real world conversation to its users. It has a more straight-forward approach than its competitors when it comes to delivering information. Instead of using text and real world conversation style call to actions to grab the user's attention it focuses more on imagery and a minimalistic design showing the actual product desired.

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UnKibble

Made with only fresh ingredients then dried for your convenience, these recipes have all the benefits of a fresh diet with no need for refrigeration

COD + SALMON   **BEEF**   **CHICKEN**   **TURKEY**

Fresh

Cooked in small batches each week and portioned just for your dog, our Original Fresh recipes will have even the pickiest pups licking their chops

TURKEY   **BEEF**   **LAMB**

Consistency and Standards

Ranking: 4/5 Good

Evaluation: Spot & Tango's platform follows the standard layout of websites with the logo on the far left and log in/sign up located on the far right. The platform also includes important navigation links in the center of the header that help the users navigate to what's most important on the site while also including a redeemable link and a call to action to begin the setup process.

SPOT & TANGO   RECIPES   REVIEWS   FAQ   UNKIBBLE   LOGIN   START QUIZ

GET 20% OFF NOW

Recognition and Recall

Ranking: 5/5 Outstanding

Evaluation: Spot & Tango uses two methods to gain the information to form a customized meal plan for your pet. The first method is a quiz, this is where you input all of your pets information as well as your own. The second method, which is to add another dog to your account is a pop

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up window with a list of the same questions asked in the previous quiz. Both minimize the user's memory load by making important information easy to access and keeping it front and center.

✕

LET'S ADD YOUR DOG

Add Your Dog by emailing our team! Copy and Paste the items below and give us the details info@spotandtango.com

- What's your dog's name?
- Sex of your dog:
- Is your dog neutered / spayed?
- What your dog's breed? (Mixed is ok!)
- Age of your dog:
- Is your dog a little skinny, just right, or a little chubby?
- Estimate your dog's weight in pounds:
- Is your dog lazy, active, or very active?
- Does your dog have special health conditions? Which ones?
- Will you feed only Spot & Tango or mix with other food?
- Would you like to feed your dog our Fresh recipes or UnKibble?
- If Fresh, would you like turkey, beef, or lamb? (Choose up to three)
- If UnKibble, would you like chicken, beef, or cod and salmon? (Choose up to two)

Close

Spot & Tango also uses clear propositions, instructions prompting the user to explore (underlined text and icons), and bold call to actions when navigating, leaving no room for distractions.

INACTIVE PLANS

Kaine
7 years 1 month

Cancelled on: Oct 31, 2023 View Order History

REACTIVATE

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UnKibble Recipes →

Fresh Recipes →