

Introduction	● Title: Creation of an app and responsive website to help protect and rescue stray dogs and cats - Pata amiga ● Author: Leif Bessa UX Designer leifbessa@gmail.com ● Stakeholders: People who are interested in helping, protecting and rescuing stray dogs and cats ● Date: 11/07/2025 ● Project background: I'm creating an app and a responsive website to help people adopt and rescue stray dogs and cats, making it easier for interested people to contact and access information during rescue operations, and also providing access to adoption and sponsorship options for these stray animals. This helps improve the reach and engagement of this cause, which receives so little support from the government and needs to bring together independent people for the work to work. ● Research goals: ○ To understand how people rescue stray dogs and cats. ○ To help people have more contact with animals available for adoption, foster care, shelters, and NGOs. ○ To understand whether the app I created helps users receive broader support during rescue and subsequent stages.
Research questions	● What are the steps involved in rescuing a stray dog or cat? ● How can people become more interested in adopting stray dogs or cats? ● How can people help by fostering these animals? ● How can we strengthen the work of shelters and NGOs? ● How can we improve stray animal spay/neuter campaigns?
Key Performance Indicators (KPIs)	● Time on task ● User error rates ● Conversion rates
Methodology	● Moderated Usability Study ● Location: Brazil, remote (each participant will complete the study from their own home) ● Date: Sessions will take place during the week of July 15-22, 2025 ● Duration: Each session will last 15-30 minutes, based on a list of instructions ● Compensation: No compensation

Participants

- Participants are people involved in the cause of stray dogs/cats
- 3 women and 1 man, aged between 20 and 65

Script

Introduction:

Hello, so-and-so!

First of all, I want to thank you for taking some of your precious time to help us with this project. Your contribution will greatly enrich the outcome. Thank you very much!

Before we begin, I want to ask you if you would allow me to record our interview so that I don't have to take notes now and don't forget anything we said here. Do you allow that?

I want you to know that this is not a test. There is no "right" answer, and none of your answers will be considered wrong, okay?

Another important piece of information is that whatever you want to say, say it without worrying. Nothing here is personal and the more honest you are, the better.

If you have any questions, feel free to ask.

I'd like you to talk a little about your involvement with the cause of stray dogs and cats and the public's involvement.

- **Basic questions:**

- When it comes to rescuing stray dogs and cats, how do you feel?
- And how do you see the involvement of society in general in this issue?
- What tools are you familiar with for rescuing these animals?
- I know this is a very broad field, but is there anything you think would improve the problem if more attention was paid?

So, as I explained to you, I'm developing an app to help people with the issues of stray dogs and cats. Since we already understand how vast this field is, I thought I'd focus on some more practical issues, which are:

- The moment of rescue (facilitating contact between shelters);
- Facilitating the promotion of animals for adoption and fostering;
- Mutual aid initiatives related to the cause (fundraisers, news, etc.);
- Promoting shelters and NGOs.

Wonderful! Can I now move on to some activities I'd like you to perform? I'll ask you to share your screen.

I'll ask that, when you perform the activity, you try to think out loud, okay?

- **Command 1:** Open the prototype link I sent you. You'll notice an option



called Rescue. Your activity is to use this tool to simulate the rescue of a stray animal.

- **Follow-up on command 1:** Did you find this activity easy or difficult?
- **Command 2:** In the Adoption option, your activity is to register an animal for adoption.
 - **Follow-up on command 2:** So, did you find anything confusing?
- **Command 3:** In the Fundraising option, choose an activity: Create a fundraiser or contribute to an existing fundraiser.
 - **Follow-up on command 3:** So, what level of difficulty did you find this activity?
- **Command 4:** Do you have any other comments you would like to make regarding the app?

Closing:

Ok, that's the end of our interview! Once again I want to thank you for giving me a few minutes of your precious time to contribute to this project. As soon as I make progress in developing the app, I'll share it with you.
Thank you and see you soon!

