

Tailsly

Design Project by Jarrid Lawson





Tailsy

**About the Project
and Company**



Tailsly

“Every aspect of this brief was made by myself as a Mock Brief to showcase all that I have learnt in the UI/UX space and my overall design abilities.

Before starting the UI/ UX Design part of the project I had to make a few design assets such as the Brand Name, Logo, Packing for product images and any other assets and my concept for the whole project.

I needed these even before starting the UI/ UX Design Project.”
- Jarrid Lawson

Information about the Client

Tailsly is a store that sells cat food that encourages good, healthy and active cats. We believe that all cats should be able to enjoy a good quality of life, and our products are designed with that in mind. We offer a variety of foods and supplements to help your cat reach their fullest potential.



Project's Key Goals

An app that sells cat food that encourages healthy and active cats is designed for the Tailsly store, a cat food brand.

We strive to make our eCommerce app as seamless and efficient as possible for our customers. The customer will feel more in control and engaged with the purchasing process if they can manage their order through the app with things like delivery and returns tracking.

- Listing of products
- Integrated payment system
- An enjoyable and friendly design
- Designed to keep customers' attention but make it easy to find what they are looking for through a simple but effective design.
- Filler for our products - Dry and Wet food, treats & supplements. Customer profile - Parcel tracking, order history, address book, payment methods, customer information etc.
- We would also like to see this working on screen sizes for Phones & Tablets (iOS and Android), but also how the website version would look too.
- We would also like a Light and Dark versions
- 4 Step form questionnaire seeing what product is best for you in our range
- Use the brands colours in the whole of the design





Tailsly

Key Goals and UX Designs/ Flows

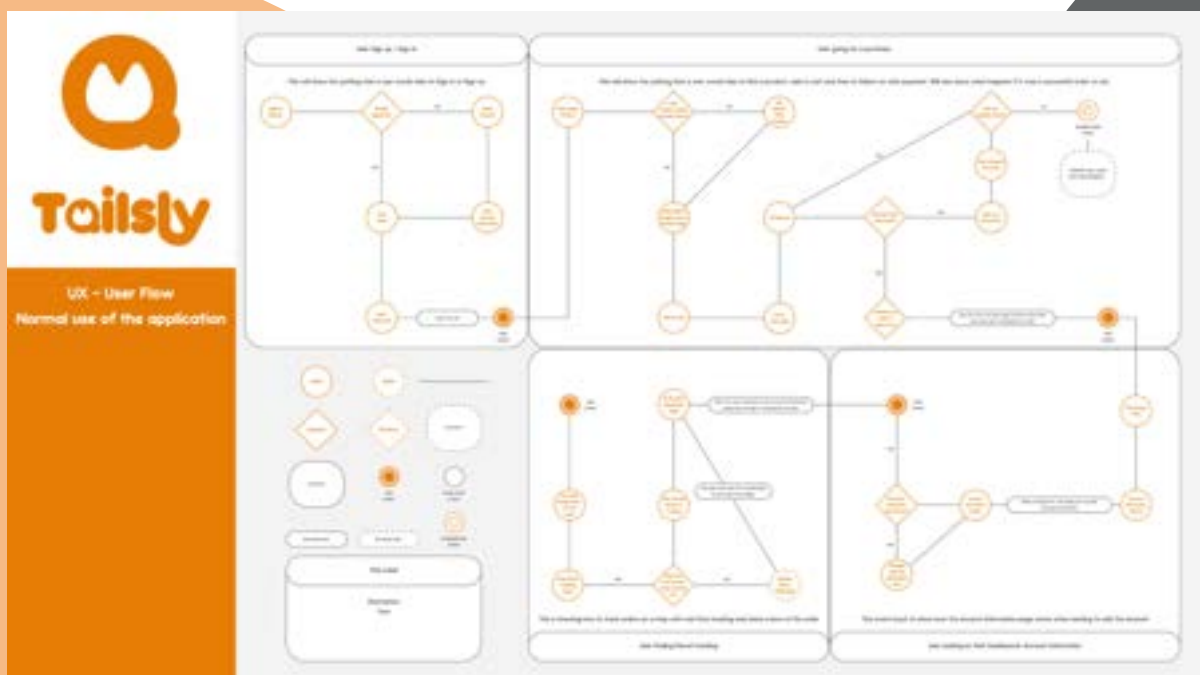


Project's Key Goals

- 🍌 Integrated payment system
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- 🍌 We would also like a Light and Dark versions
- 🍌 4 Step form questionnaire seeing what product is best for your cat in our range

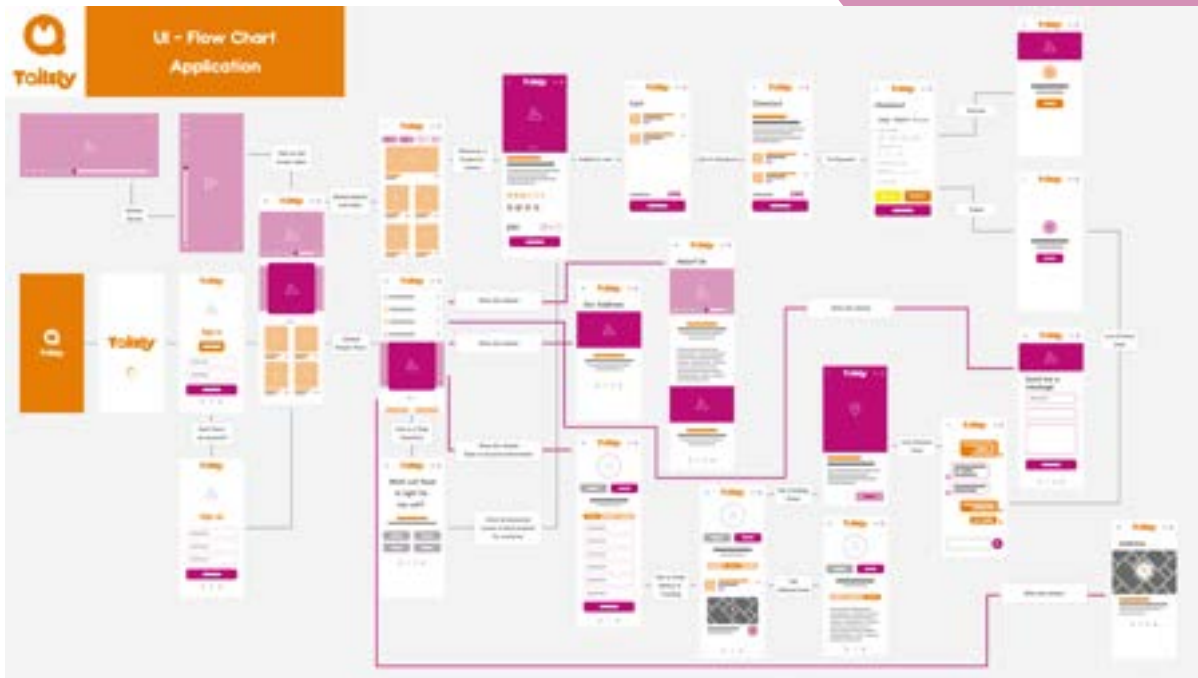
UX User Flow

The UX user flow I was hoping the users would take in an ideal scenario, following a sign-in or sign-up to then proceed to the find and purchase of a product, etc. All four flows were also linked to provide the user with a seamless transition from start to finish of a typical interaction.



Low Fidelity Design

This is the wireframe flow chart, displaying all screens and showing when each action leads to.



Testing users - Why not test Low Fidelity Design?

User Interface evolves when users give feedback. User Testing helps to create tests, share and analyse this feedback.

According to my research, eighty percent of projects will not benefit from early testing of a low-fidelity prototype. However, I felt I wanted to get a good sense of my data and my current work is the best one for the user.

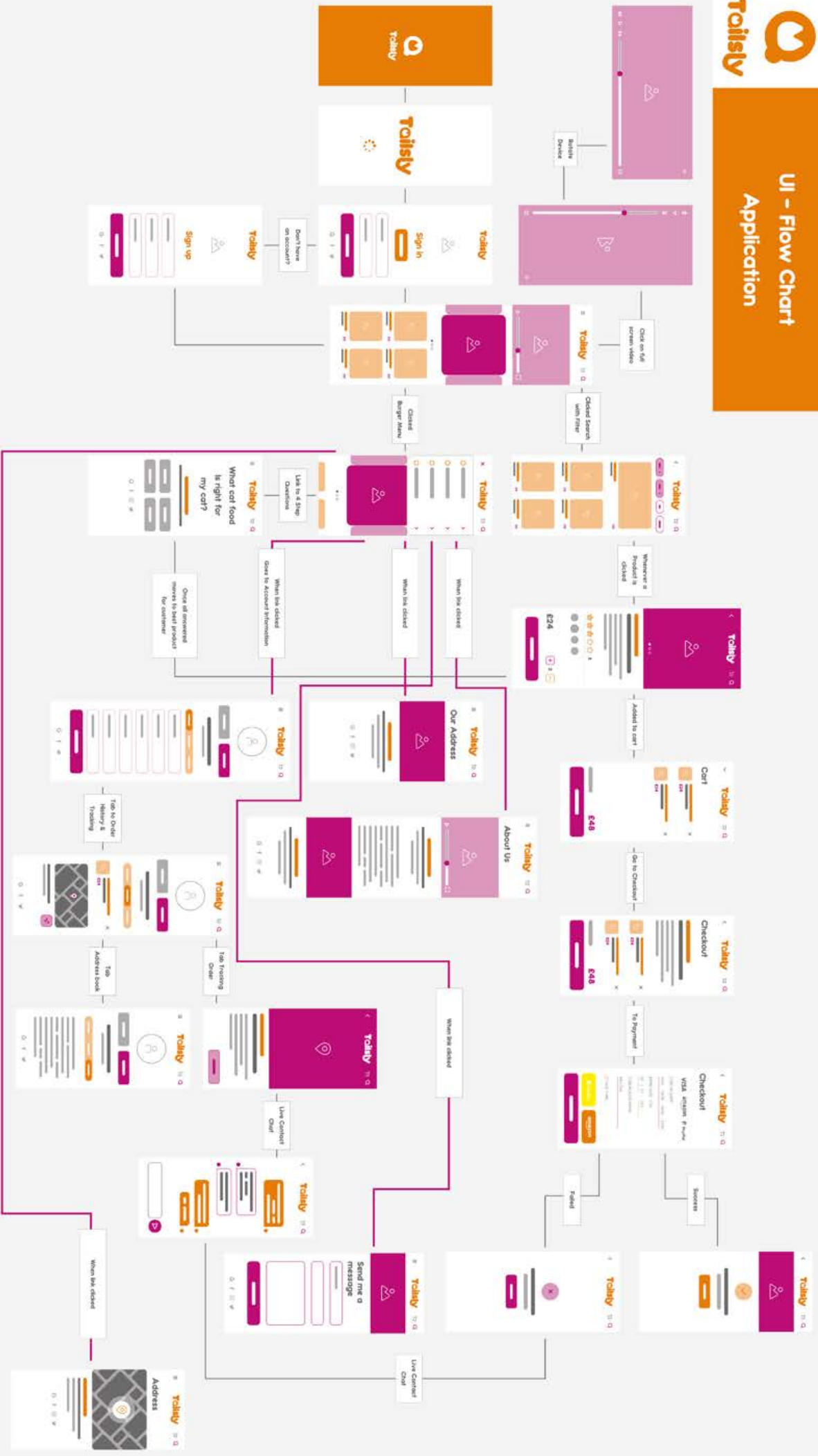
I believe this type of small controlled test is somewhat innovative.





Toilsly

UI - Flow Chart Application



This testing was done with a very small pool of people.

UX Tailsly - Low Fidelity Prototype - Store User testing

4 responses

[Publish analytics](#)

I understand what Tailsly App does [Copy](#)

4 responses

Response	Percentage
Yes	100%
No	0%

I know how to use Tailsly App [Copy](#)

4 responses

Response	Percentage
Yes	75%
No	25%

Tell us about your experience using Tailsly App?

3 responses

- It was simple and easy to follow but did have some trouble with payments types like Amazon and PayPal.
- Easy to click and find what I want to find
- Easy to navigate and enjoyable to use. Not sure about the "what's best for my cat" option in drop down. At first I was thinking "how would you know what's best for MY cat?" Lol but when I opened it, I realized it's more about which cat food should I choose. It might be worth considering changing the wording a bit.

How would you rate the user-friendliness of Tailsly App interface? [Copy](#)

4 responses

Rating	Percentage
1	0 (0%)
2	0 (0%)
3	2 (50%)
4	0 (0%)
5	2 (50%)

How would you describe Tailsly App in one or more words?

3 responses

- Colours we're friendly
- Easy to use simple
- Purity

How does Tailsly App compare to others?

3 responses

- Simple and easy to follow
- Less intrusive on using the app
- I like how the design of the app really matches the brand

If you were to review Tailsly App, what score would you give out of 10? [Copy](#)

4 responses

Score	Percentage
7	1 (25%)
8	1 (25%)
9	2 (50%)
10	0 (0%)

What do you find most frustrating about Tailsly App?

3 responses

- N/A
- Na
- I'm not a big fan of shopping apps that make you sign in first before getting to scroll through the products. I rather be able to look through the products first and then sign in after or when I'm ready to make a purchase.

Overall, how easy to use do you find Tailsly app? [Copy](#)

4 responses

Rating	Percentage
1	0 (0%)
2	0 (0%)
3	0 (0%)
4	2 (50%)
5	2 (50%)

What were your impressions of the onboarding experience within the app?

3 responses

- Simple and liked to see the tracking is easy to get too
- Easy on the eye

What would you rate the usability of our app? why?

3 responses

- Good
- 5 - not misleading on what I'm trying to do on platform
- Usability of the app is great. Super clear and concise. Great visuals and not over crowded on screen.

How would you rate your overall experience on our app? [Copy](#)

4 responses

Rating	Percentage
1	0 (0%)
2	0 (0%)
3	0 (0%)
4	2 (50%)
5	2 (50%)

The usage of terms throughout the app is consistent [Copy](#)

4 responses

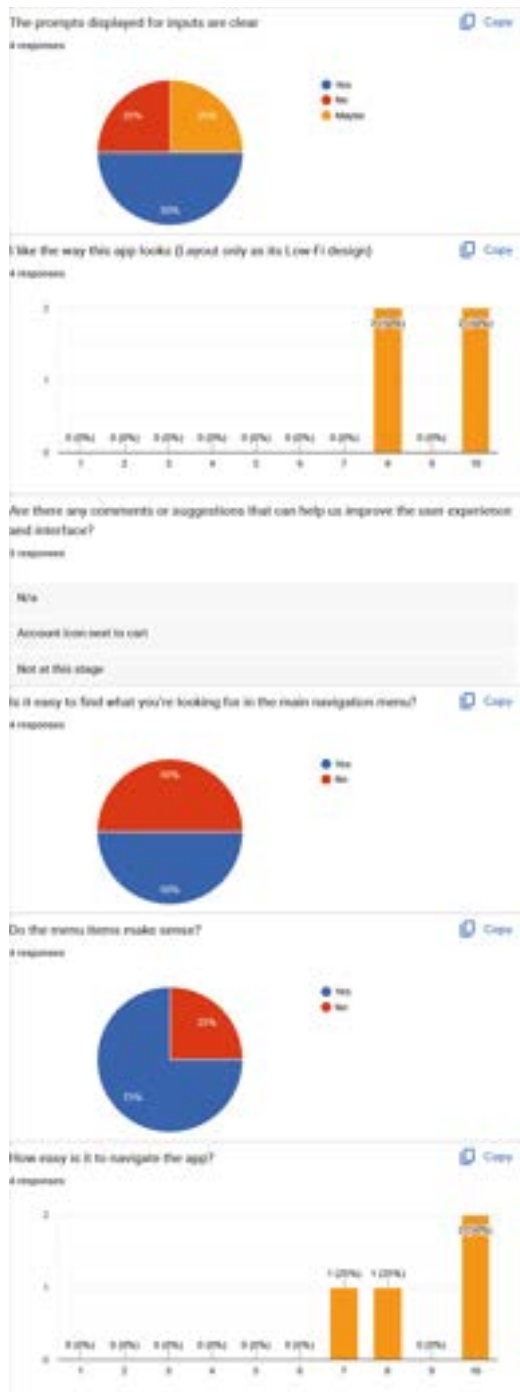
Response	Percentage
Yes	50%
No	50%
Maybe	0%

The positioning of messages across the screen is consistent [Copy](#)

4 responses

Response	Percentage
Yes	100%
No	0%
Maybe	0%





If you could improve one thing about the app, what would it be?

None

Account link

Its great if the which cat food is best for me cat option is a quiz you fill out and then the result is the recommended cat food as I wouldn't want to take the time to read through all the different types of cat food myself

Add more menu items

What is the one thing you wish the app could do that it doesn't already?

None

Review page

Account link

I would like to be able to click on an ingredient like chicken and all chicken products come up

What do you like least about Tailsy App?

None

No

The drop down options, if I wanted to find ingredients or reviews of the products, I wouldn't know where to go based on the options in the menu. Also there is no contact option as I don't know where I would go to ask questions.

What do you like best about Tailsy App?

None

Easy to use

Easy navigation

The cute design

What's the most difficult part of using our app?

None

No

Can't really answer that at the time

Anything else you want to let us know about your experience?

None

No not really

No

The current framework is awesome. The visual design is perfect. Navigation is great. Can't wait to see what it's like after all the photos go in.

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Google Forms

The reason I conducted this test is that I discovered that user testing and for the research is not really conducted on low-fidelity prototypes.

To me, this seems odd, and I wish to know why so I did this test. In the course of these tests, I found that low-fidelity prototypes require a high level of imagination on the part of the user as the main part of the prototype, such as the main guidance, is missing, which limits the results of user testing. It is impossible to convey complex design, animations or transitions when a prototype of this type is tested.





Tailsly

UI High Fidelity
Design

Logo &
Packaging
design



Logo Design

I have outlined some of my first logo concepts here. Ultimately, I decided on a playful and active typography logo for Tailsly. In my opinion, it complemented the company's ideas, goals, and overall presence.

I enjoyed Logo 2 and Logo 3, but I don't think they fit correctly for the company since Logo 2 looked more like a hoodie tag and Logo 3 looked too elegant and was not in line with the company's ideas and goals.

1. **Tailsly**

2. 

3. 



Tailsly

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Tailsly

Packaging Design

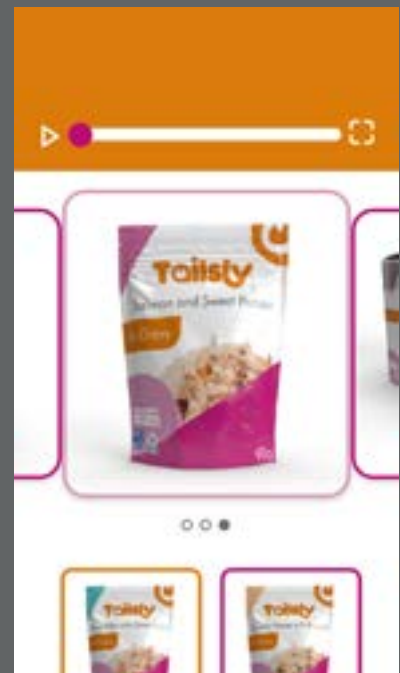
Tailsly sells a variety of products in its store, and here are just a few of the 3D model mockups.

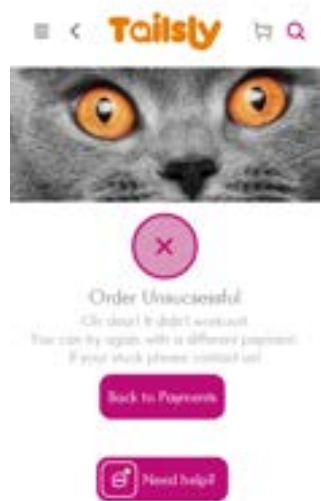
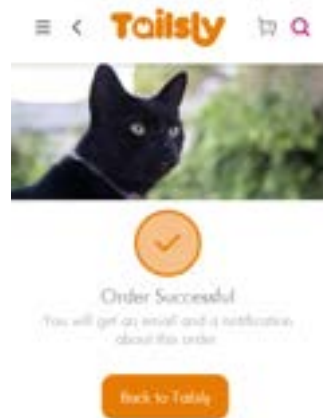
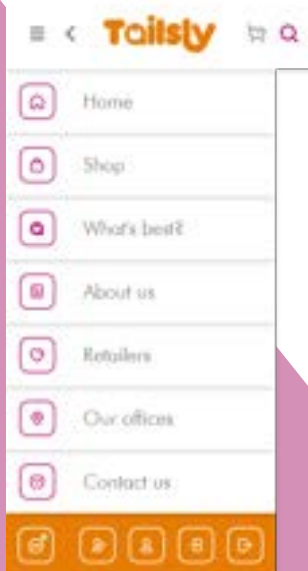
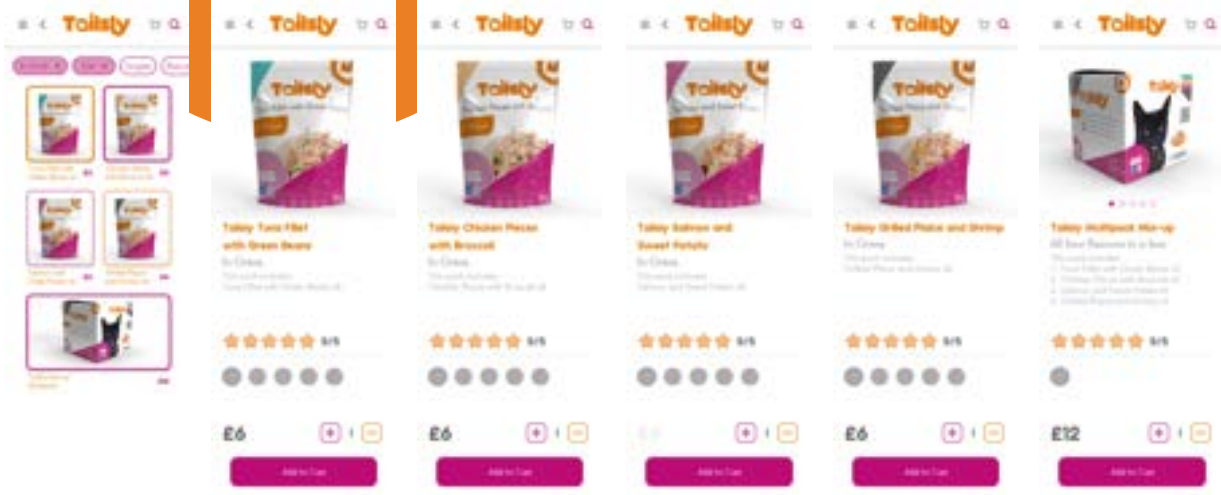
For the packaging company's ideas, goals, and overall presence, these mockups are ready for the high-fidelity design in Adobe XD.




High Fidelity Design


Here are my High Fidelity designs for Tailsly I've included an interactive prototype of the web app and a design system library with reusable components. I'm confident these designs will ensure a great user experience.





☰ < **Tailsy** 🔍



Edit image  Need help?

Account Dashboard

Hey Matt!

Here's the space for all your Tailsy needs

[Account Info](#) [Orders](#) [Address Book](#)

Matt Smith
Matt@Tams.com
12 Tinewoods, Nottingham,
Nottinghamshire, UK, NG1 6DH

First name Second name

Email Address

Password

Address 01

Address 02

City

Post code

Country

Province

Save Edits

[G](#) [f](#) [@](#) [t](#)

☰ < **Tailsy** 🔍



Edit image  Need help?

Account Dashboard

Hey Matt!

Here's the space for all your Tailsy needs

[Account Info](#) [Orders](#) [Address Book](#)

   **Tailsy Order**
2353
£31



Where is my order?
12 Miles away from the address 

[G](#) [f](#) [@](#) [t](#)

☰ < **Tailsy** 🛒 🔍




Order - 2353


Location/ Distance/ Time slot

Location: Nottingham Depot
Distance: 12 Miles from address
Time Slot: 12pm - 2pm

 Need help?

☰ < **Tailsy** 🔍



Edit image  Need help?

Account Dashboard

Hey Matt!

Here's the space for all your Tailsy needs

[Account Info](#) [Orders](#) [Address Book](#)

Matt Smith
Matt@Tams.com
12 Tinewoods, Nottingham,
Nottinghamshire, UK, NG1 6DH

Sarah Smith
Sarah.S@Tams.com
12 Tinewoods, Nottingham,
Nottinghamshire, UK, NG1 6DH

[G](#) [f](#) [@](#) [t](#)

☰ < **Tailsy** 🔍

That's Great!
The order number is 2353 

 We sure can help!
What Order ID is this about?

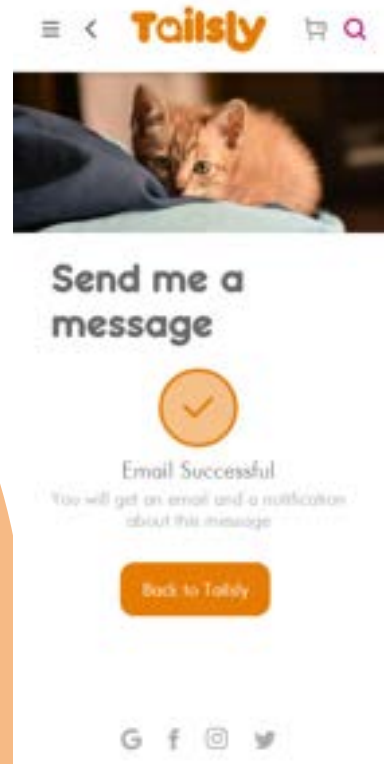
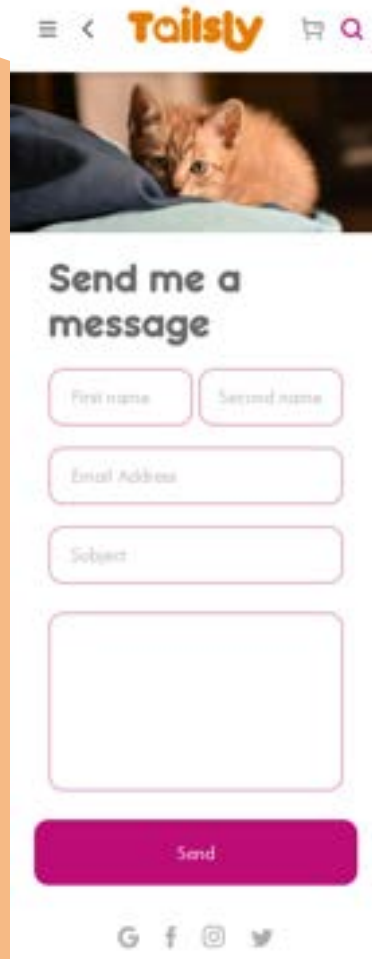
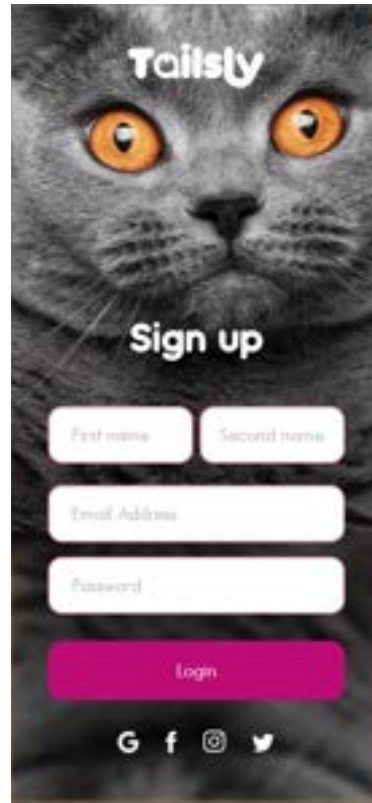
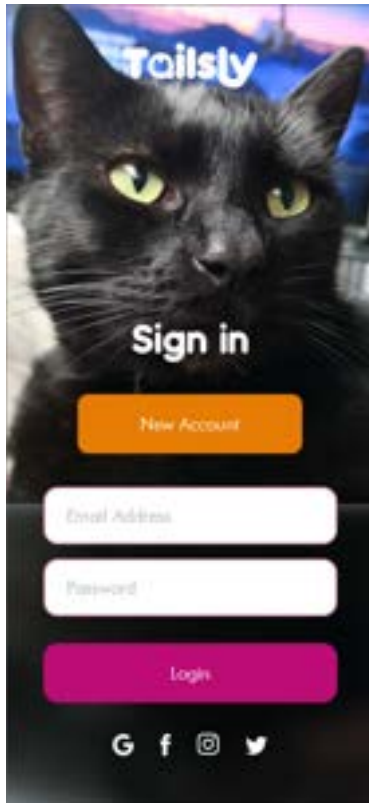
 Hello Matt!
My names is...

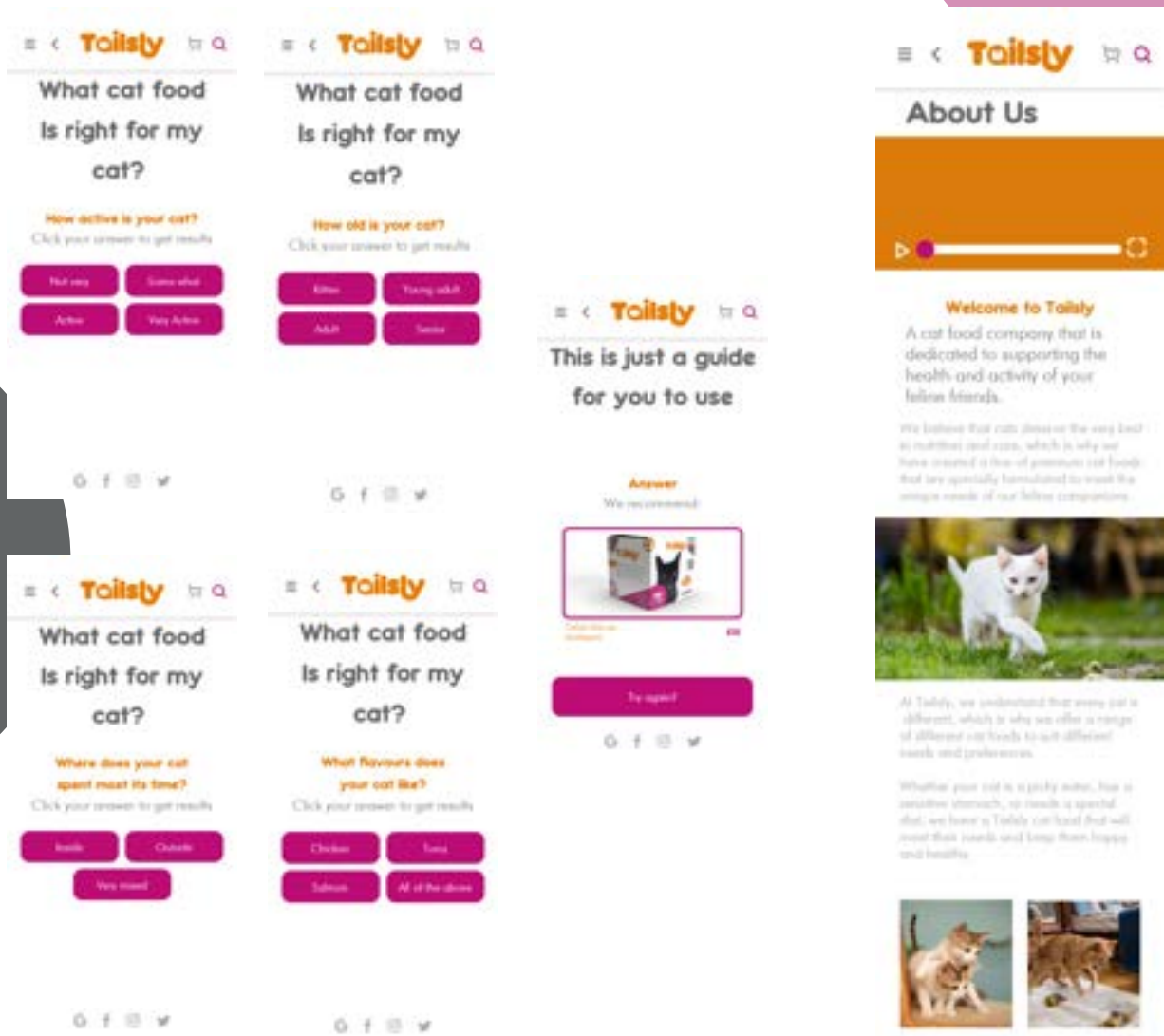
Could you help with my Order? 

Hello! 









Testing users

User Interface evolves when users give feedback.

User Testing helps to create tests, share and analyse this feedback. and the feedback I got was needed to progress the design to what it is now.





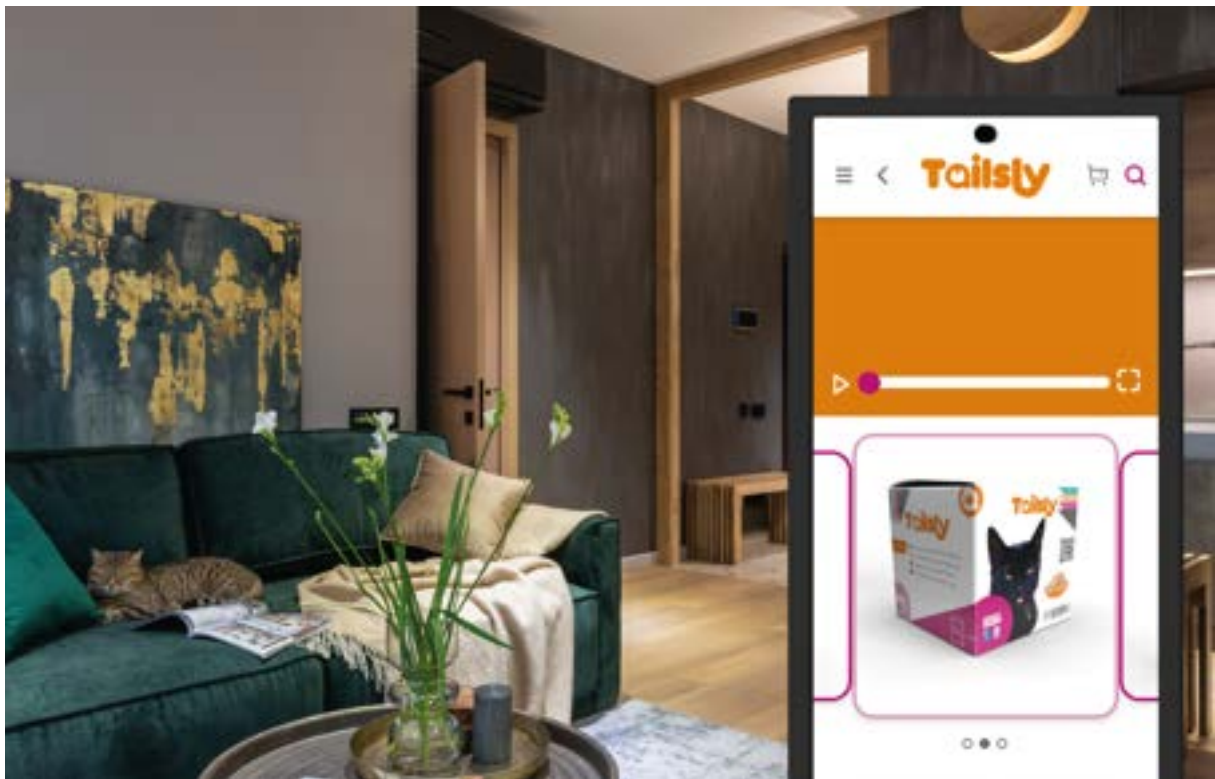
Tailsy

Prototypes

QR Codes



QR Codes for Prototypes



Light - Android



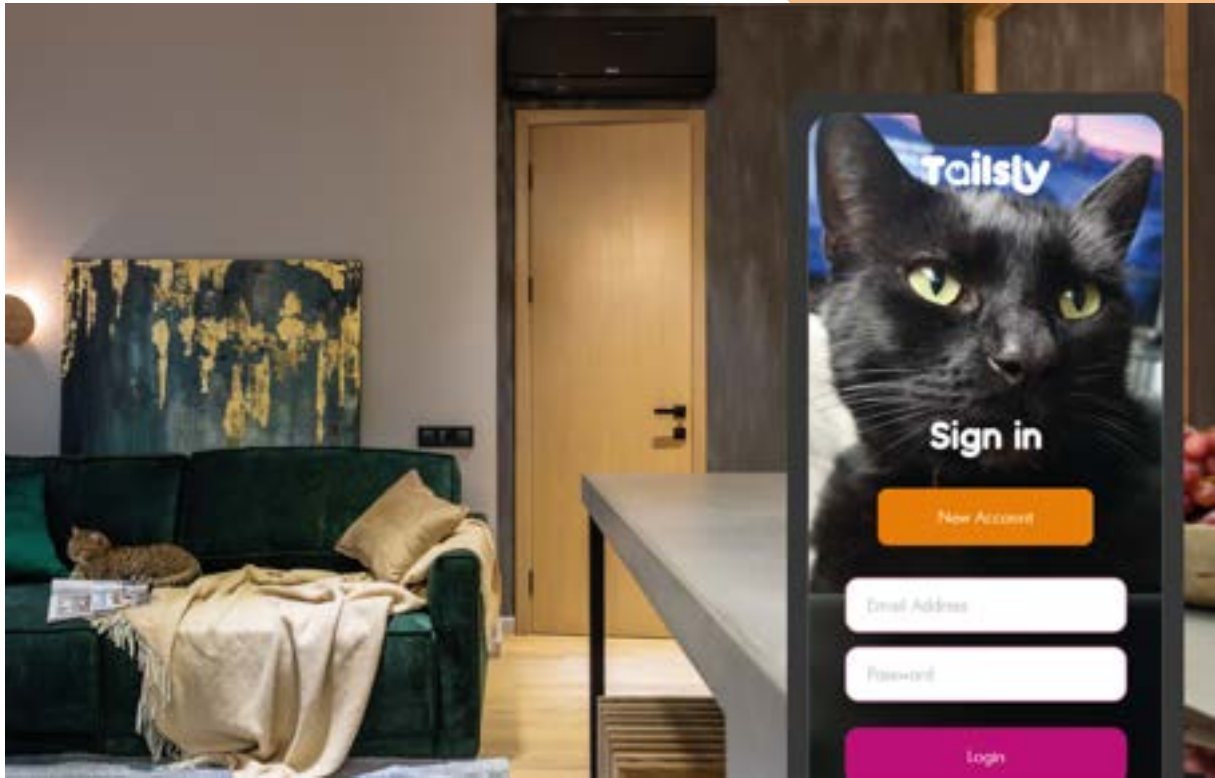
Dark - Android



Android Tab



QR Codes for Prototypes



Light - iPhone



Dark - iPhone



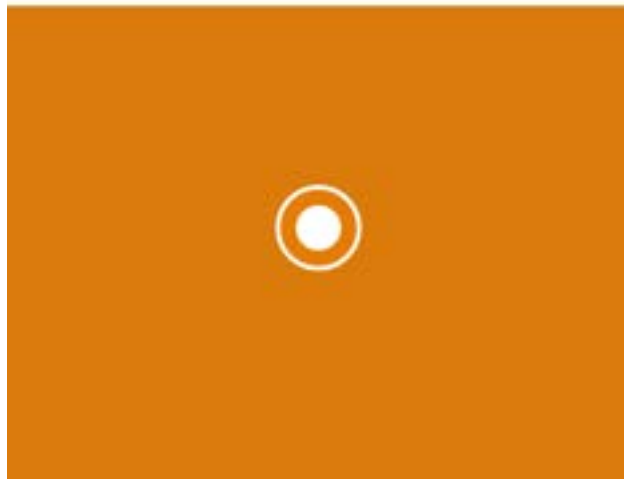
iPad



Android Tab - Screens



Tailsly



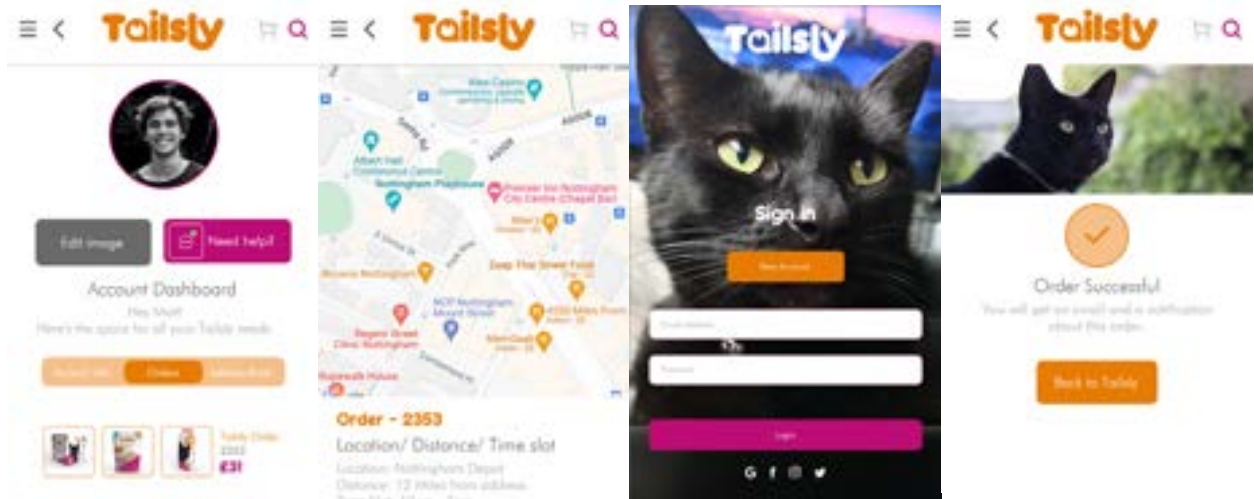
Our Address



Tailsly Ltd

Our offices

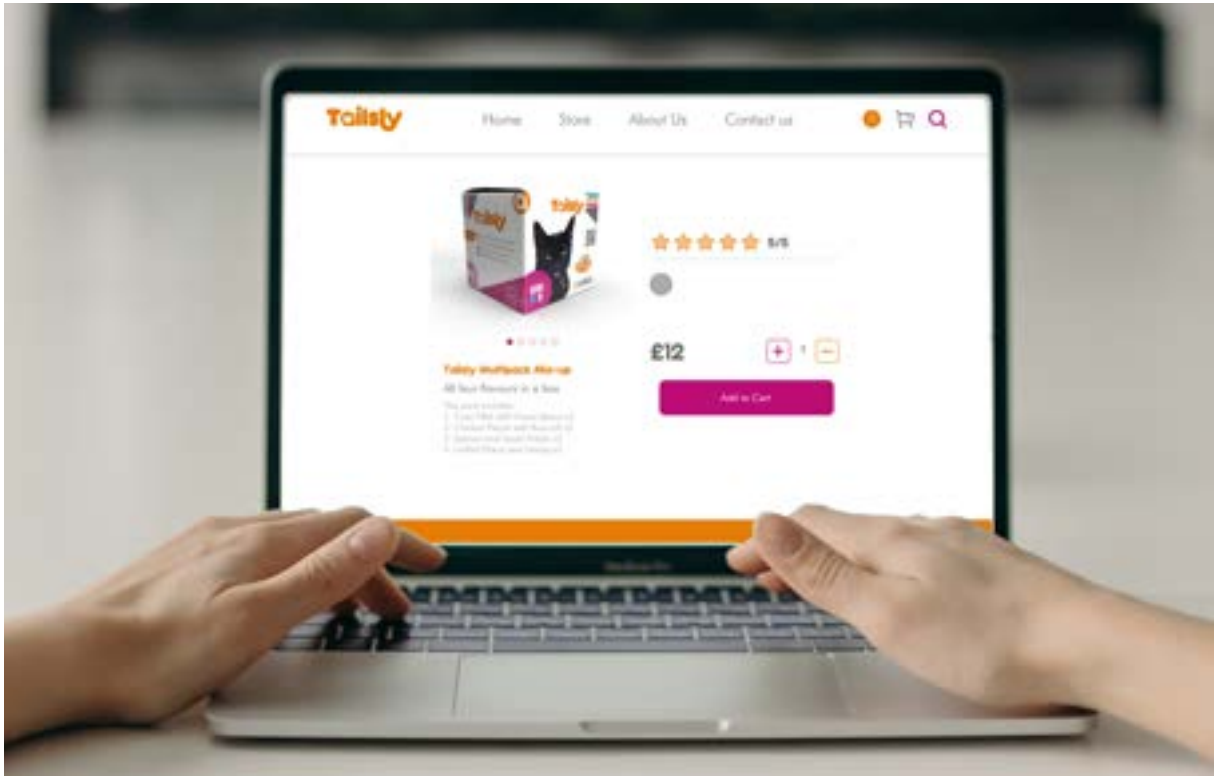
46b Friar Lane,
Nottingham, NG1 6DQ
UK



iPad - Screens



QR Codes for Prototypes



Website



Overall feedback

I'm pleased with my project. Several constructive criticisms have been given to me. As I look forward, I feel proud of what I have achieved.

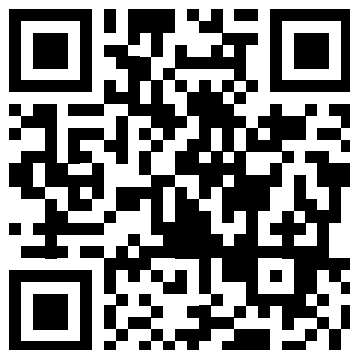
I gained invaluable skills on this project and am sure I will be able to use them in the future since everything from the logo to the packaging to the customer profiles and the UX and UI design was made entirely by me. It has been a lot of work, but it will pay off in the end.

Design-wise, this shows where I am at. I have spent countless hours developing a user-friendly experience & interface that is accessible to everyone, regardless of their technical skills. In my opinion, this shows the improvement I have made in my UX/UI Design.

I have also implemented feedback from user testing to ensure the interface is intuitive and straightforward. I am confident that I have the necessary skills to succeed in this field at a junior level.

I'm grateful for the support I received from my contacts, family and friends for feedback, user testing and even the constructive criticism.

It really helped me progress.

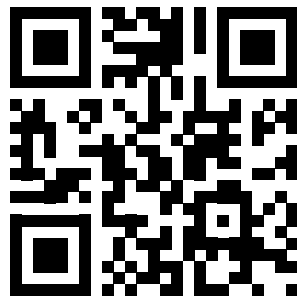



Added Information

Some stock images/ video where used from www.pexels.com on a Free For Commercial licence.

All image of a black cat are my own photography/ videography and for that reason have all rights to it.

I used Adobe Illustator, XD, inDesign, After effects for this projects.





Thank you for reading and viewing my project and I hope that some here inspires you to create meaningful designs. Remember, design is more than just aesthetics—it's about creating something memorable and meaningful.

Jarrid Lawson



Tailsly