

Creep Peep

Rome Diaz-Rivero

Interaction Capstone
Spring 2025

01

Motivations

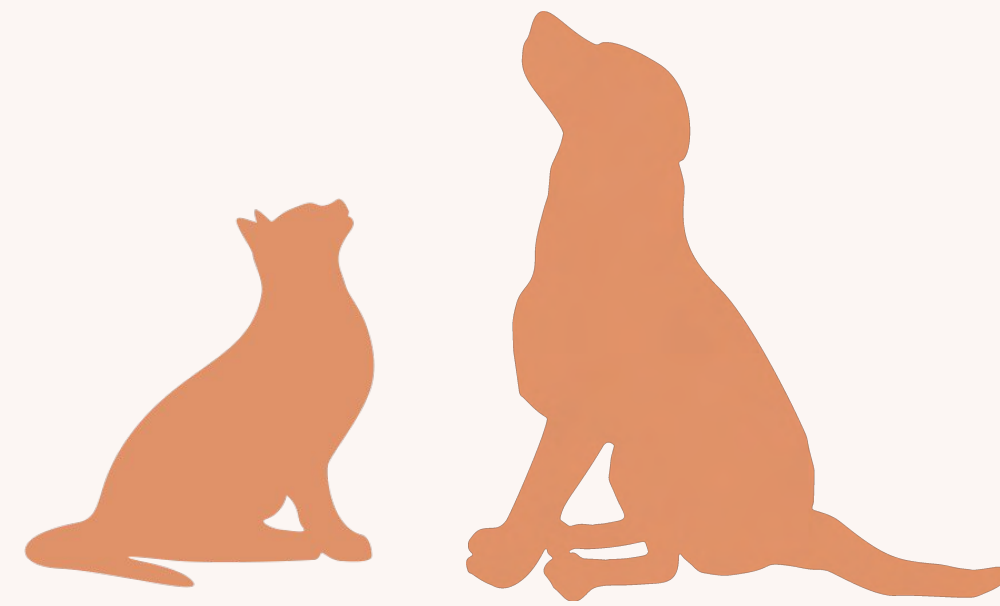
So I really
like snakes :)



However, while researching about them, there was too much conflicting info to understand.

It was also tedious to find materials made for reptiles like proper enclosures and food

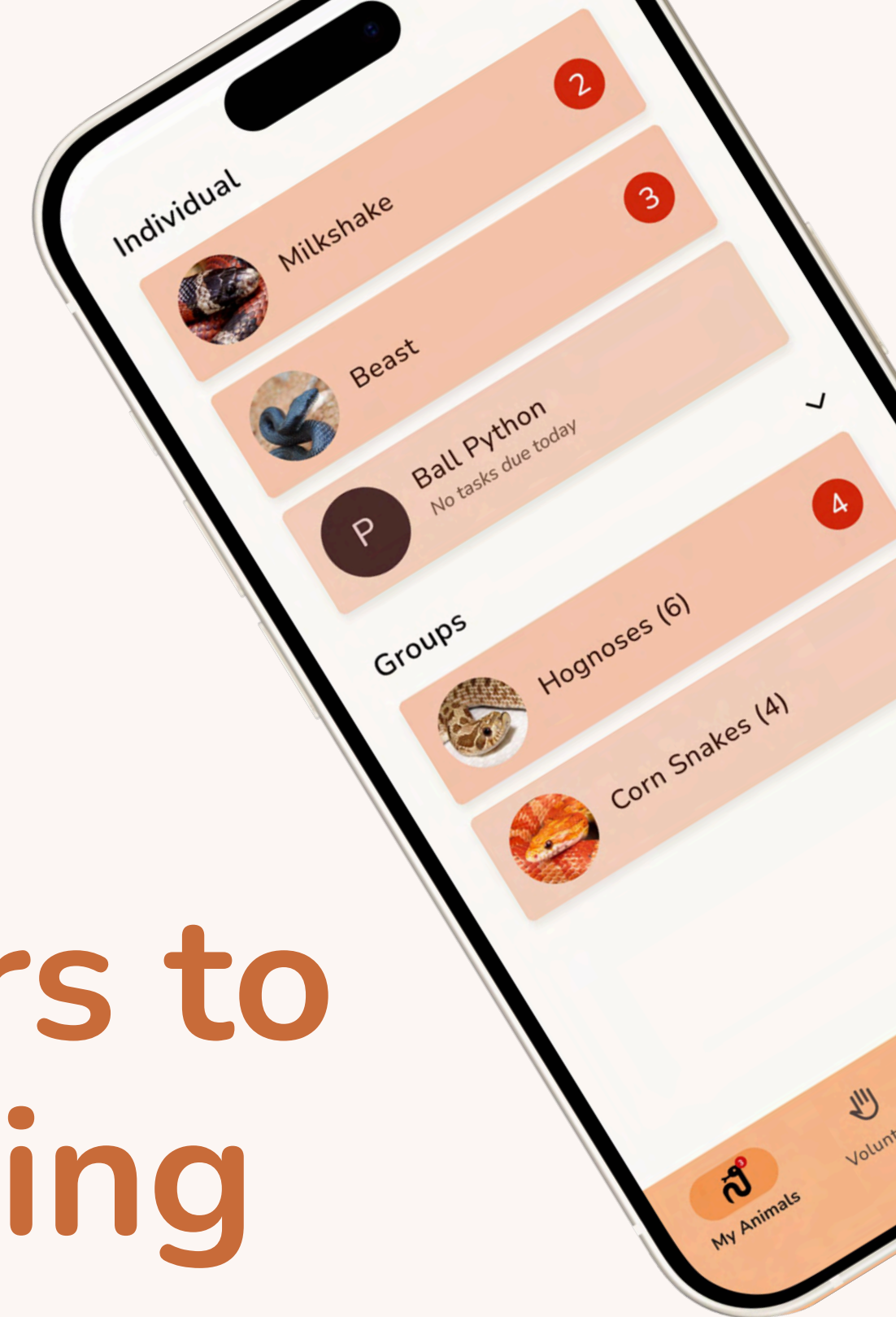
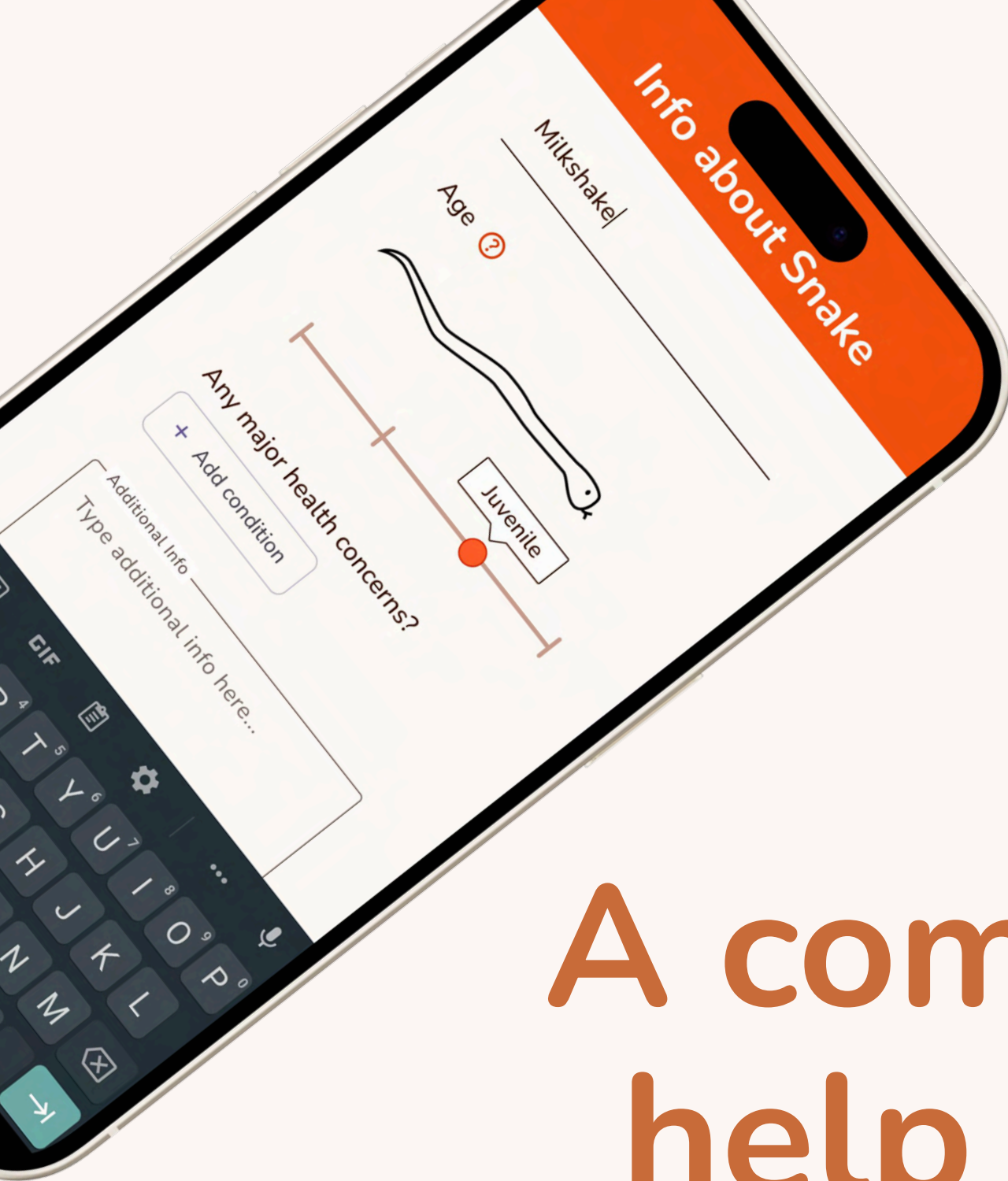




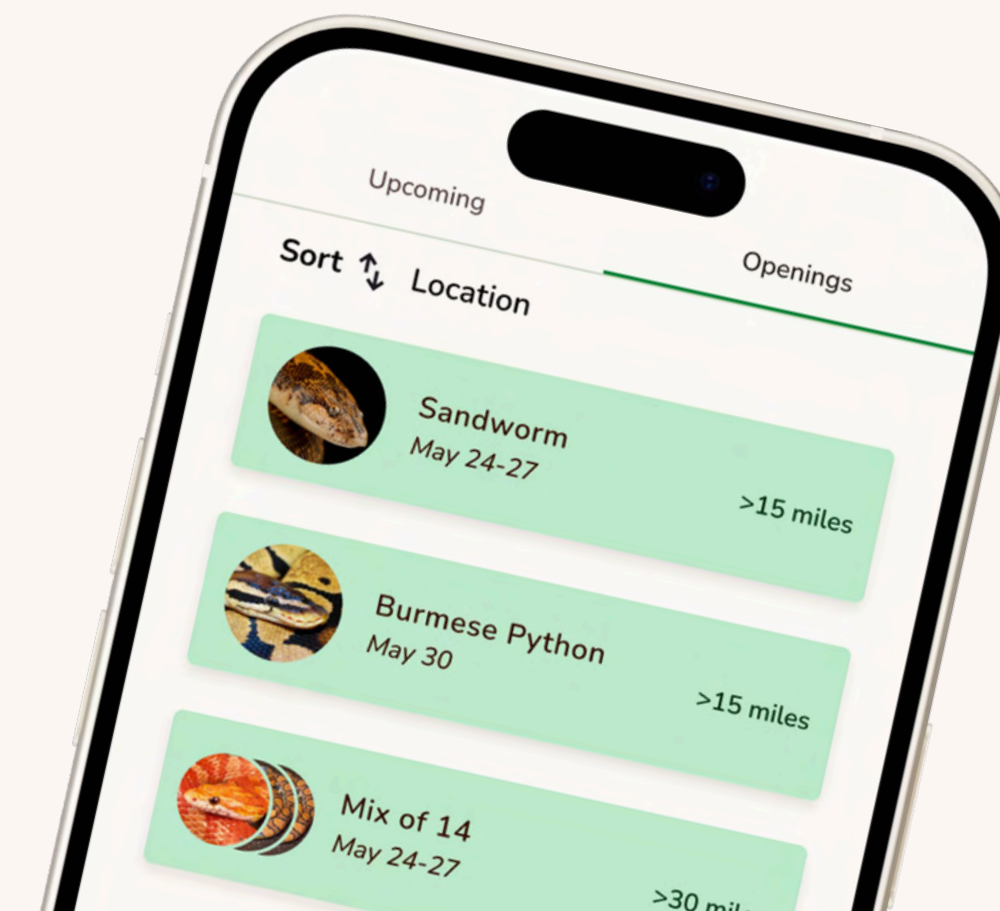
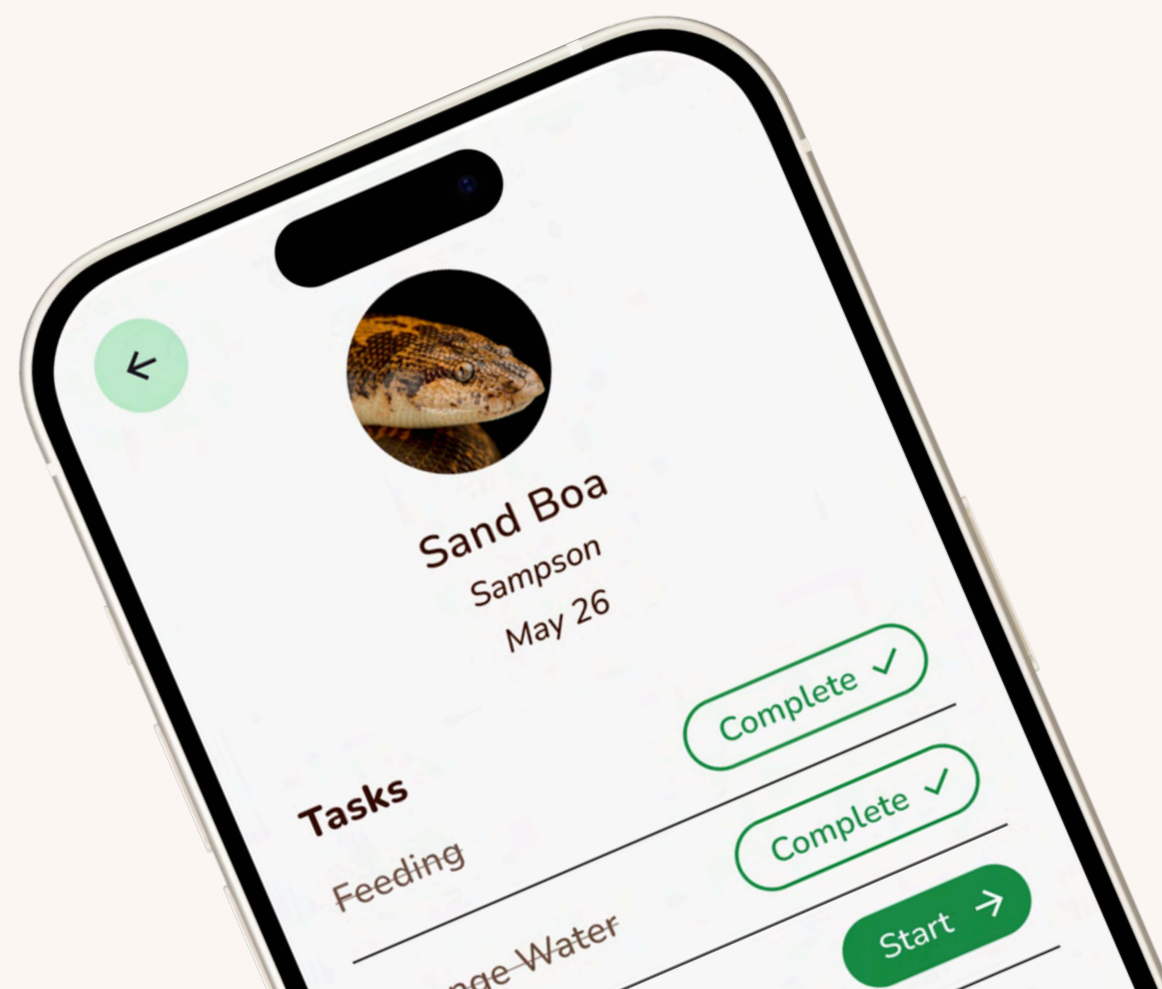
I've seen online services where you can request pet sitters, but it was mostly for dog and cats.

And I wondered what if there was the same for snakes and other weird pets?





A community of exotic pet owners to help each other through pet sitting and proper pet care guidance

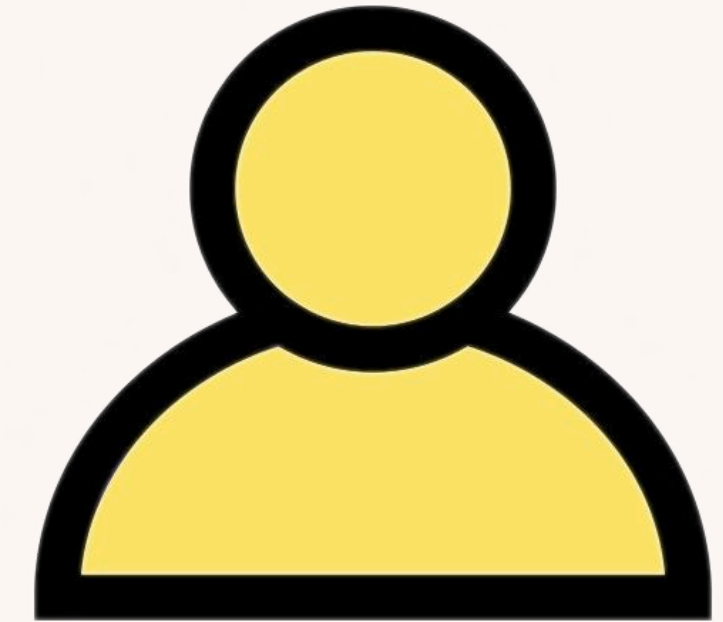
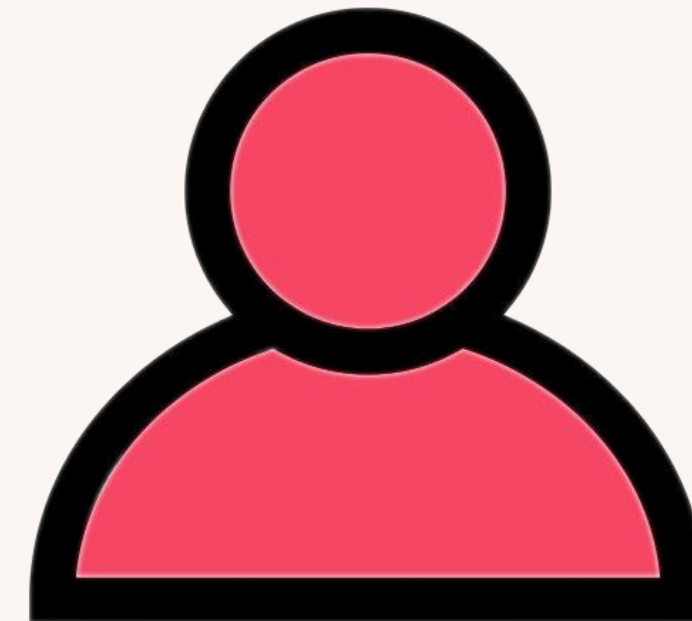


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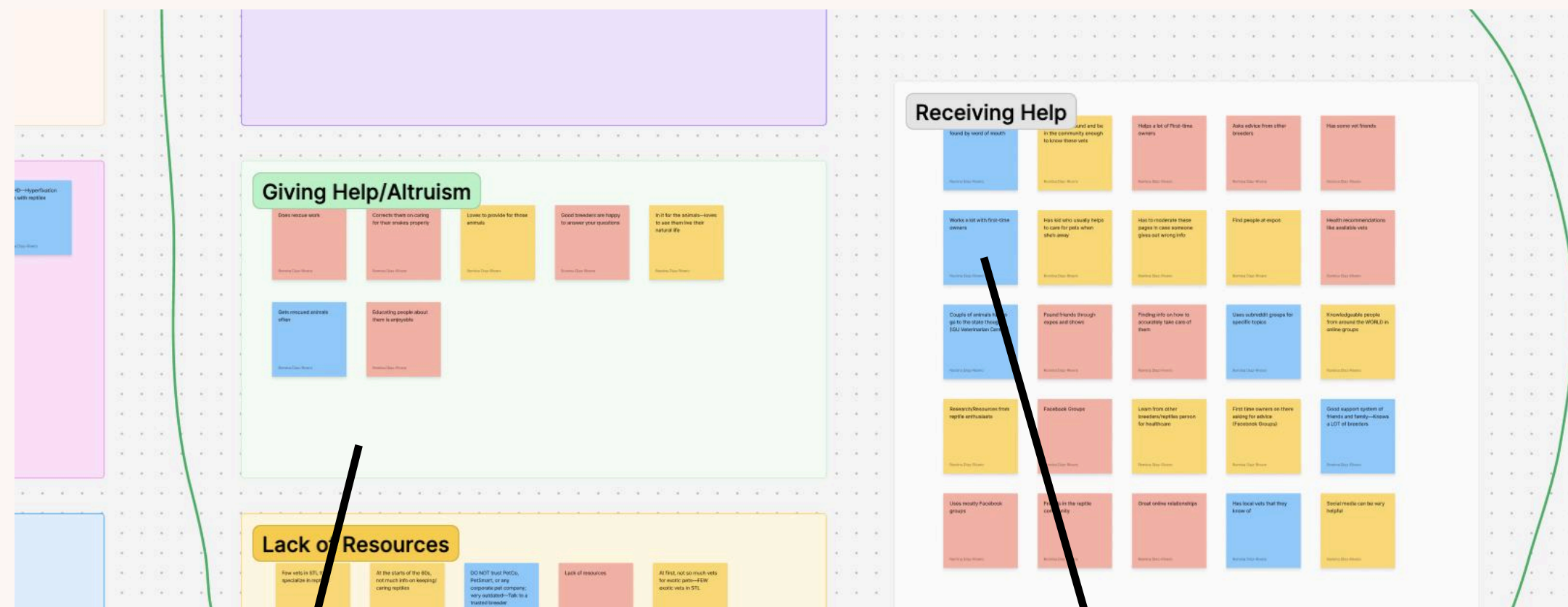
Research

User Research

I interviewed three people who own exotic pets—experienced for over 10+ years.



Interviews Insights



Works a lot
with first-
time owners

Finding care is
mostly found by
word of mouth

Interviews gave me great insight in what was most needed in exotic pet care.

Receiving and *Giving Help* were the experiences that stood out to me the most.

Interviews Insights

Users online said they had trouble finding people who would pet sit for exotic animals.



captainschlumpy • 5mo ago

If you need to be away for an extended time, finding a pet sitter willing to care for snakes can be tricky. Even when they don't need to be fed the water needs changed and temps and lights need watching.

⊖ ↑ 6 ↓ Reply Award Share ...

-Some people are going to be freaked out. Landlords may not want to rent to you, and friends/family/colleagues may react negatively.

Interviews Insights

“No, I don’t really take vacations haha”

“My kids can sit for my reptiles, but besides that I don’t really have anyone.”

Participants mentioned having trouble having vacation/leaving the house for more than three days.

Targeted Audience



Exotic pet owners in need of outside help

- Mainly in the form of pet sitting
- Either new or experienced



Volunteers for pet sitting

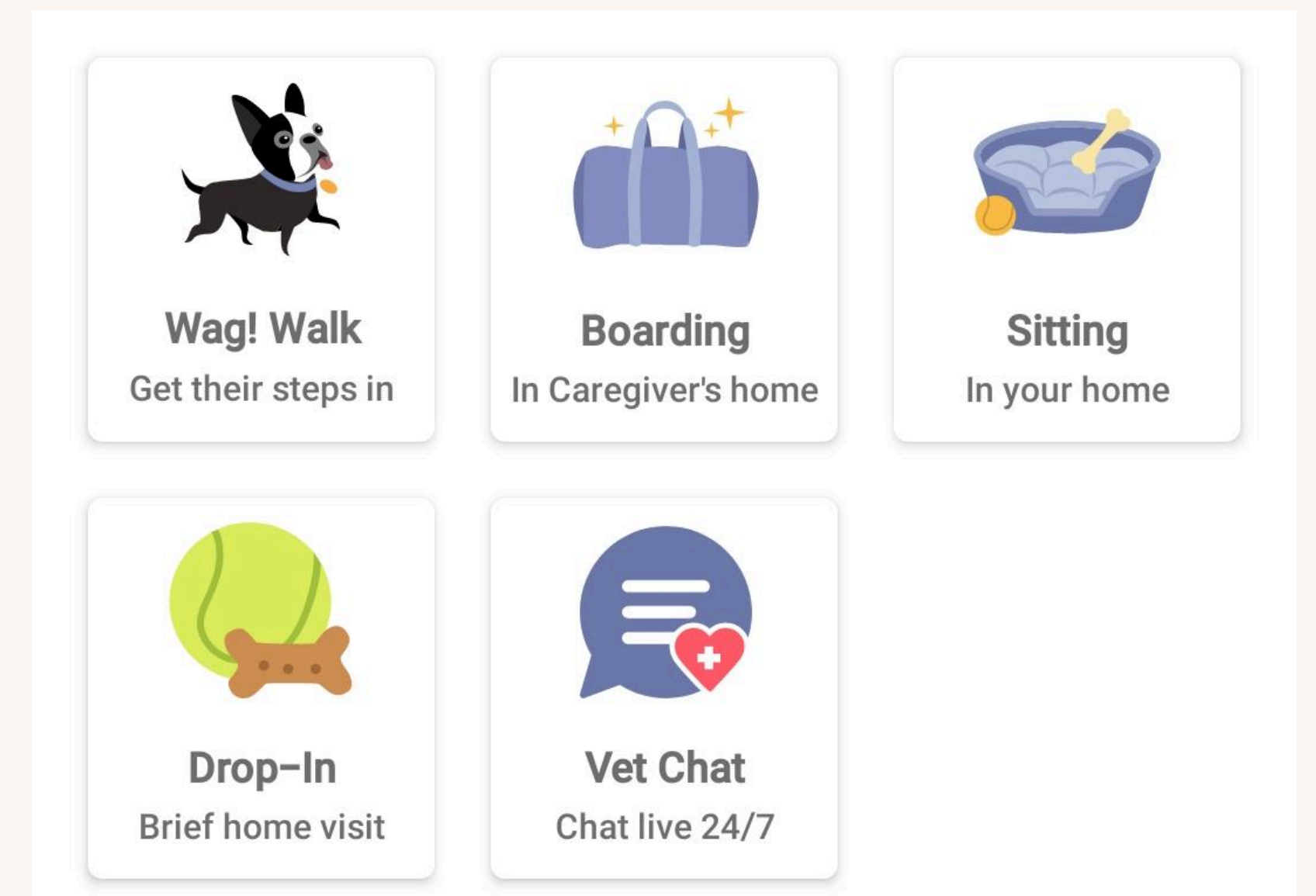
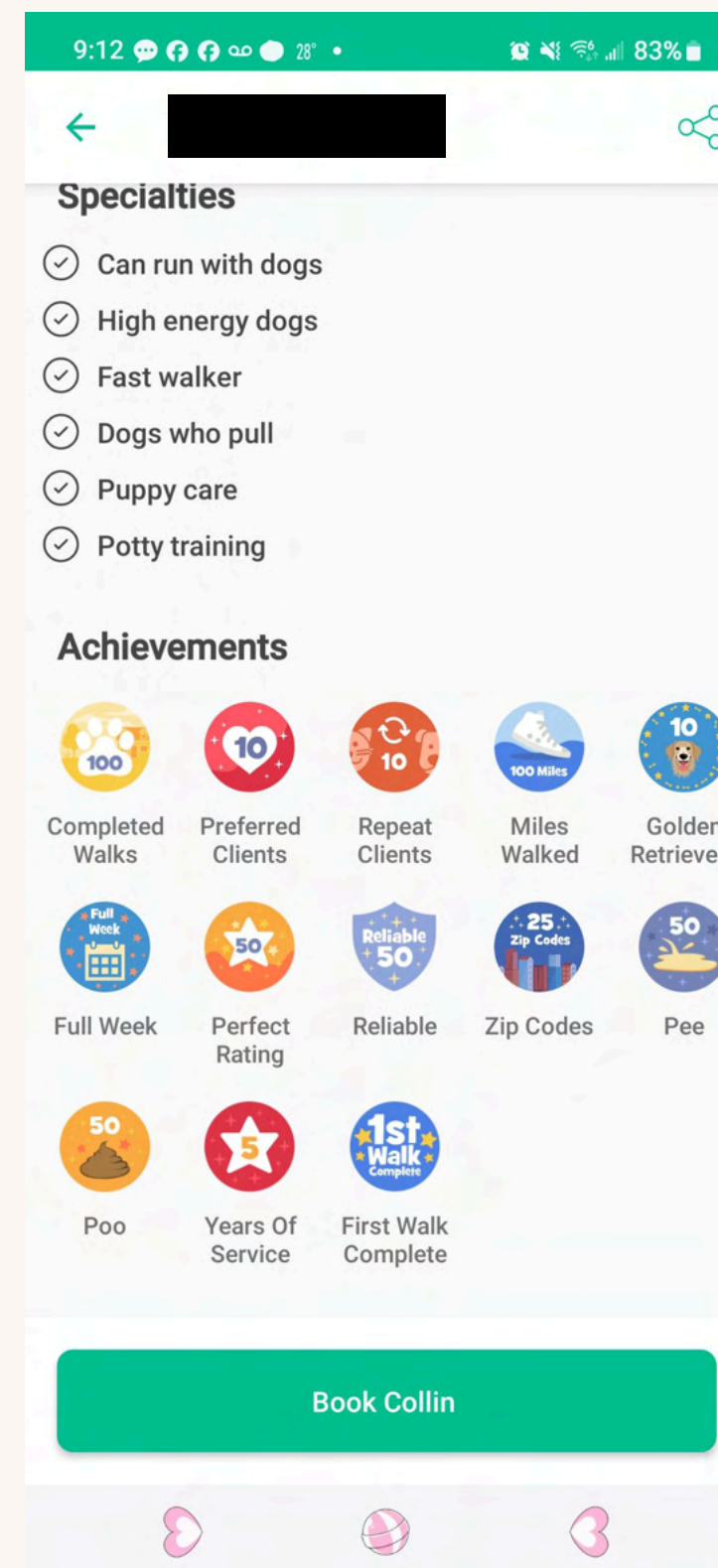
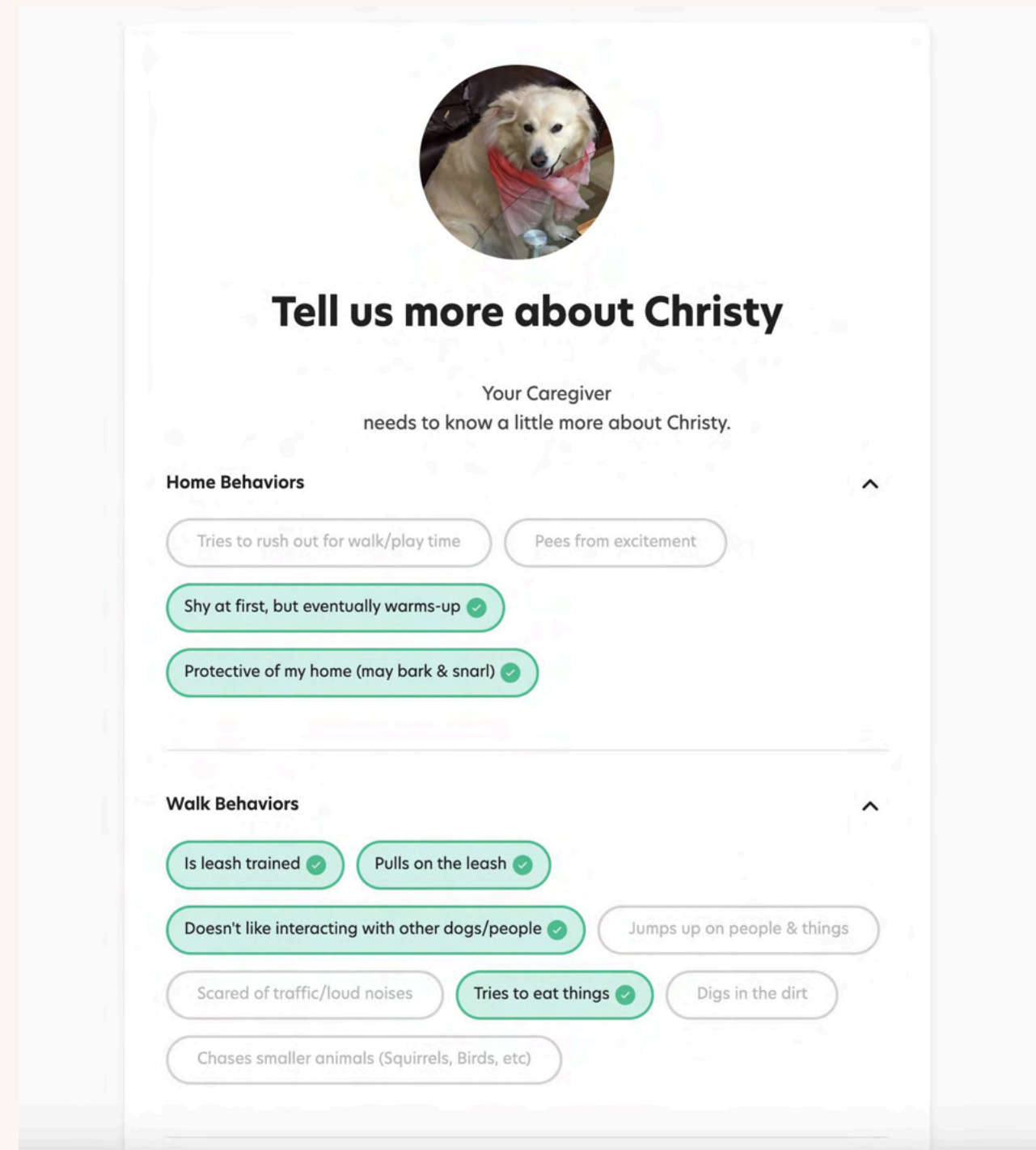
- Can do both volunteering AND booking a pet sitting service

Competitive Analysis

I first studied how the Wag! app flowed from requesting a pet sitter to officially having that confirmed.



Wag! Strengths



Considerate of pet's needs and socialization abilities

Accessible system of seeing pet sitter's qualifications

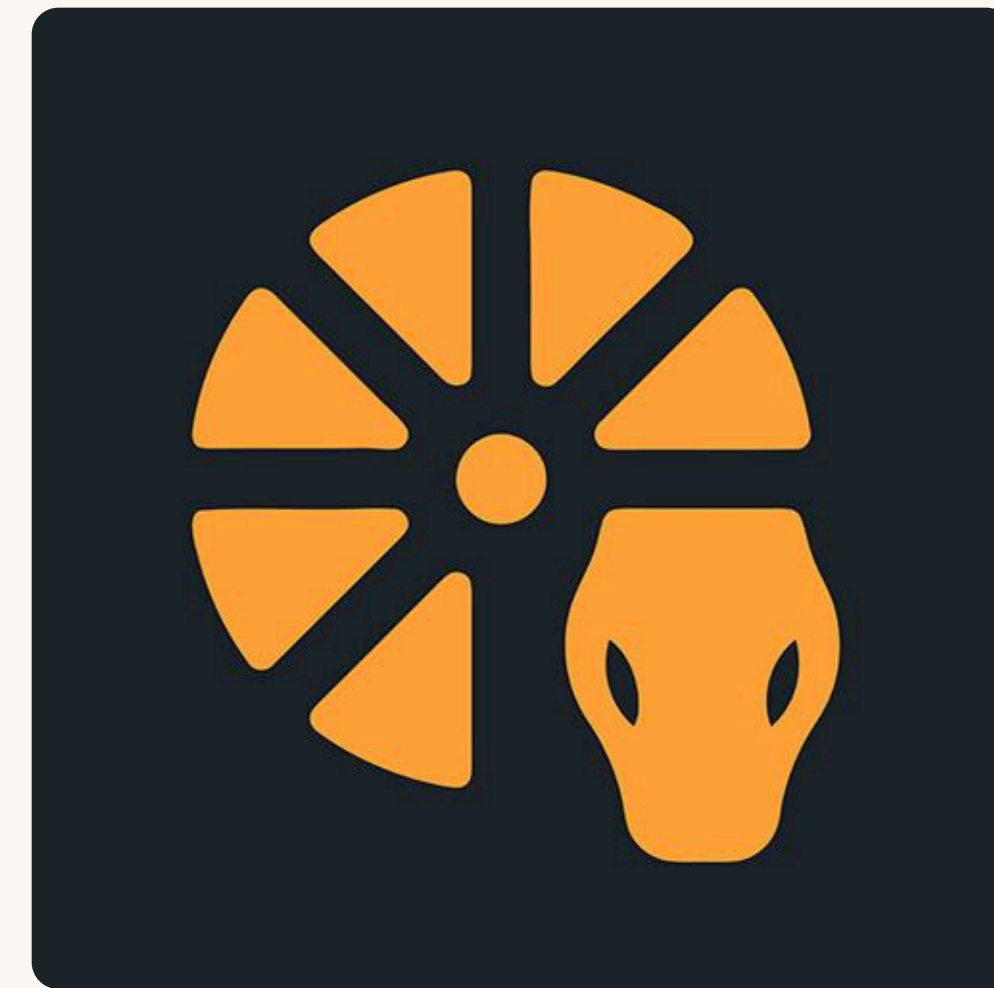
Diverse service options for your pet(s)

Competitive Analysis

I was also glad to find quality apps dedicated to exotic pet care.

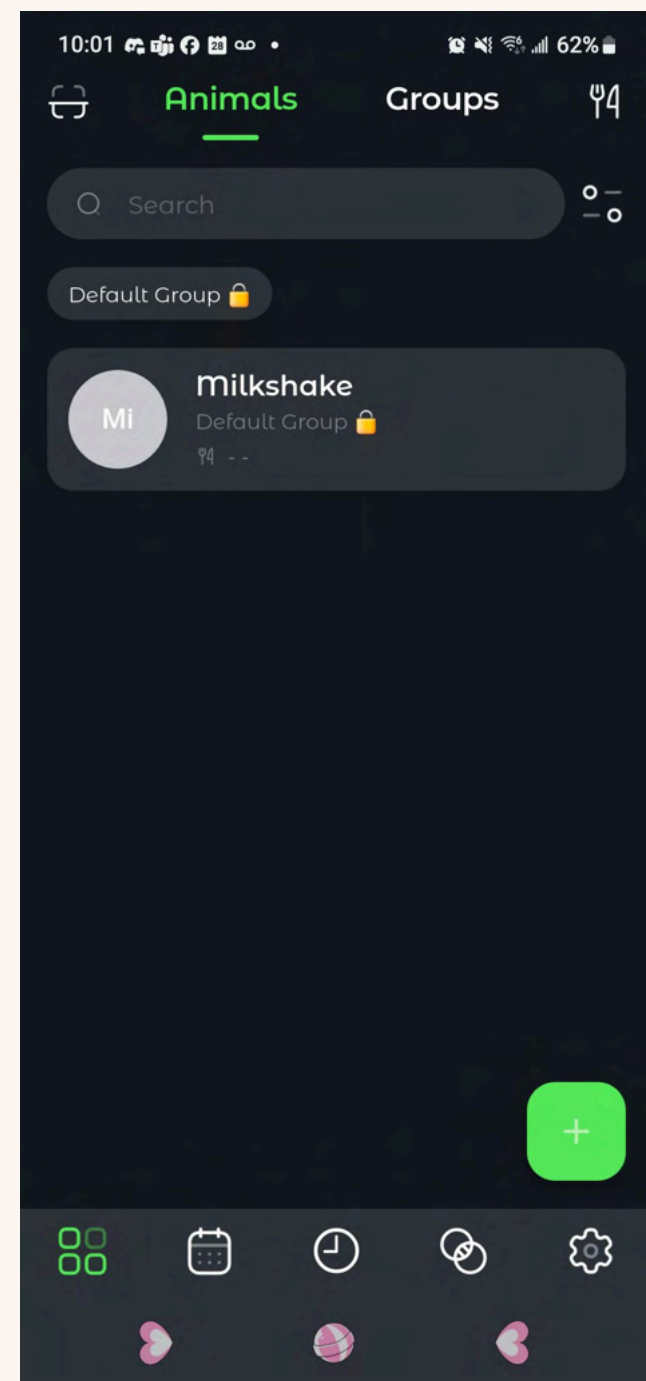


Reptile Rocket

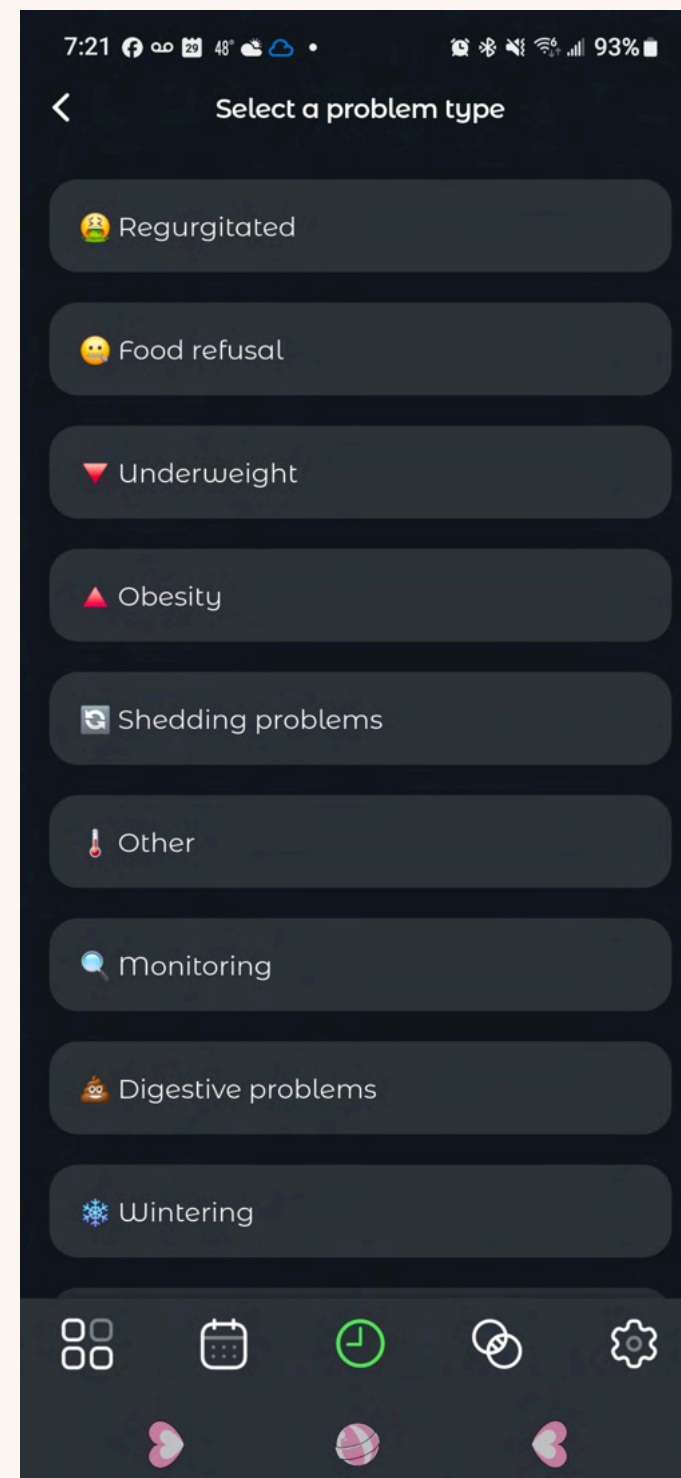
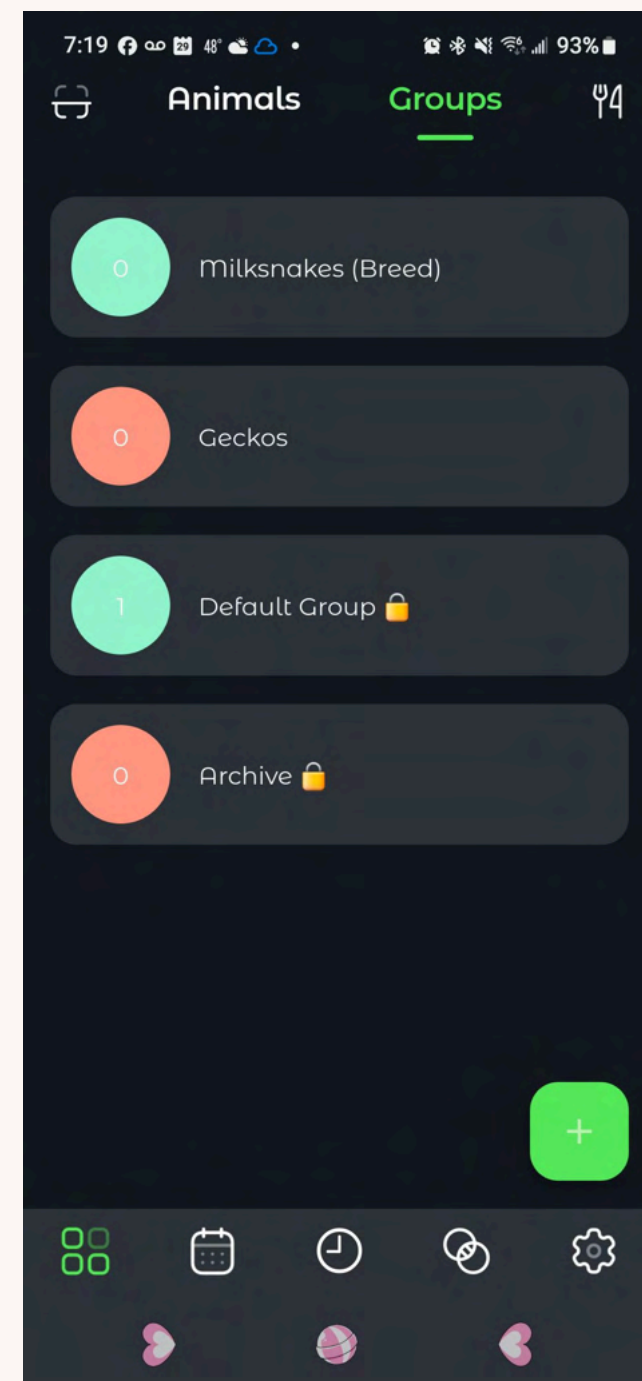


Husbandry.pro

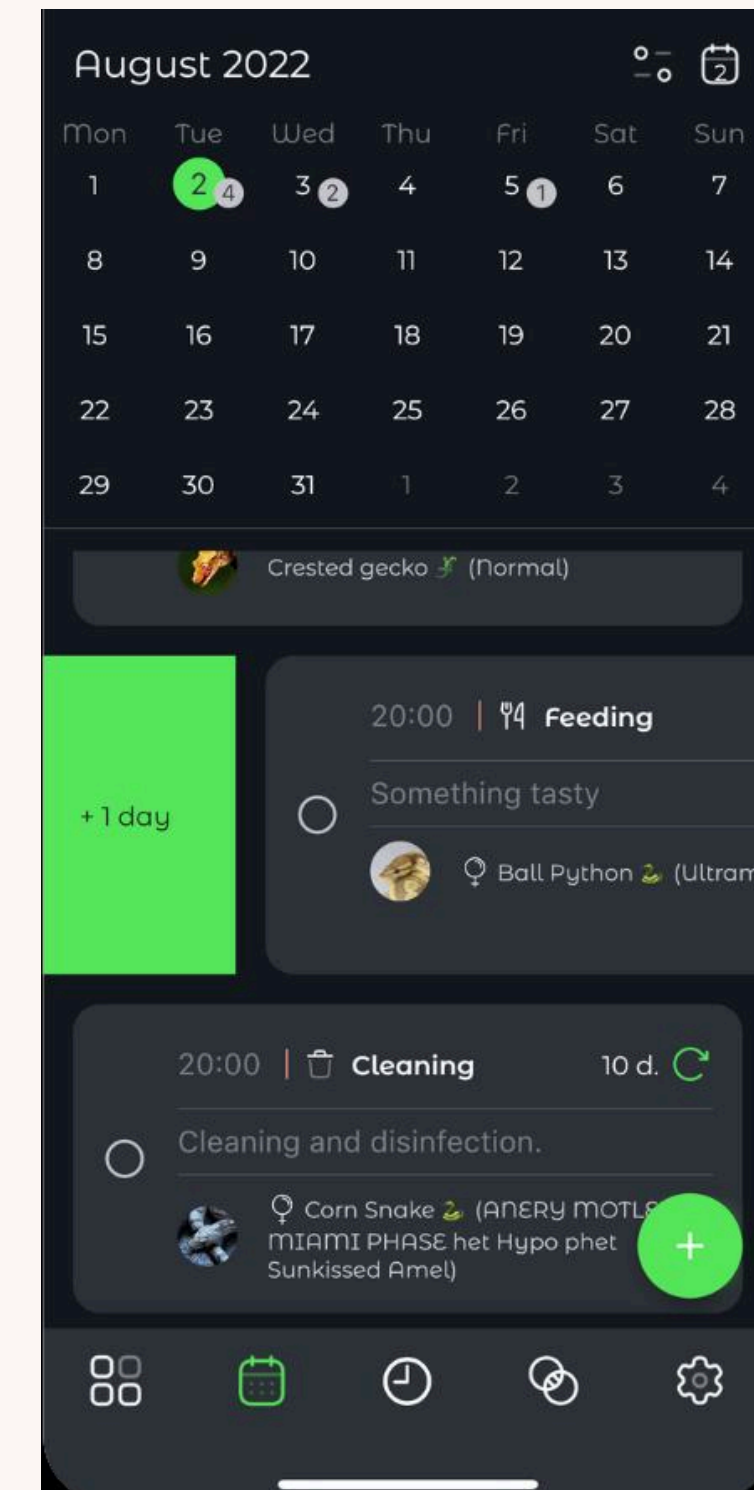
Reptile Rocket Strengths



Can switch between individual animals versus groups

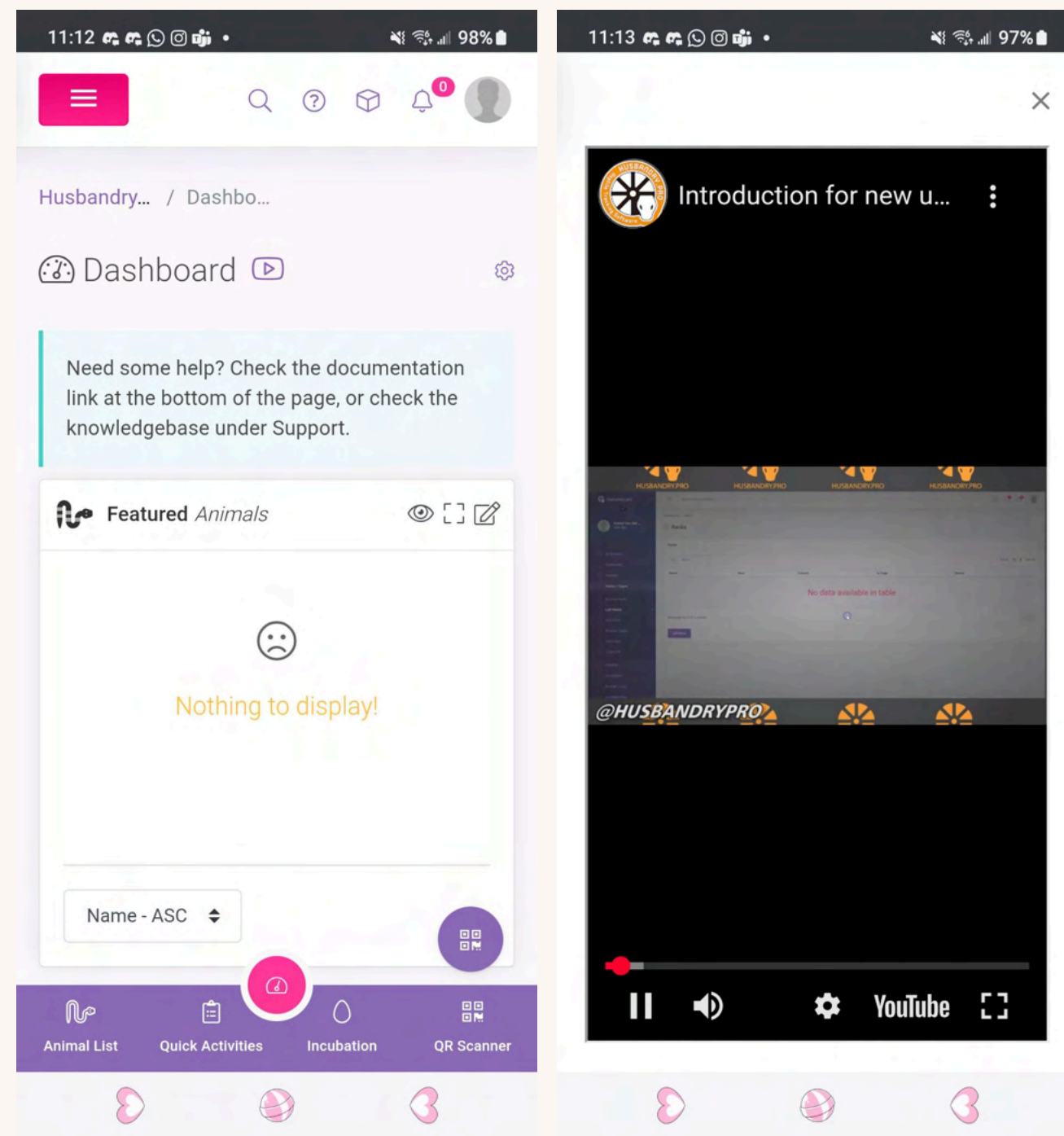


Track any health problems that happen over time

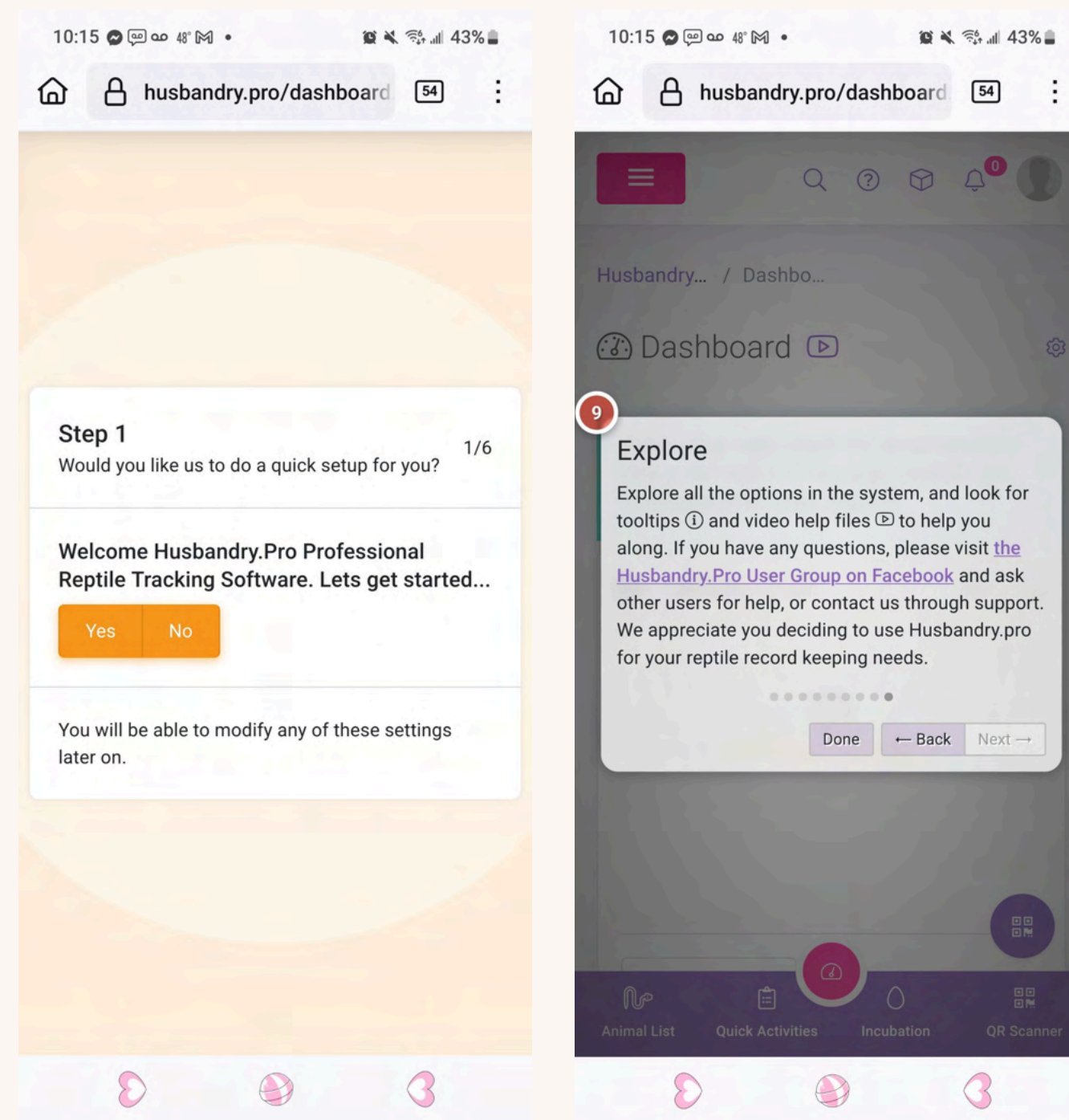


Calendar and notification system to remind you about tasks

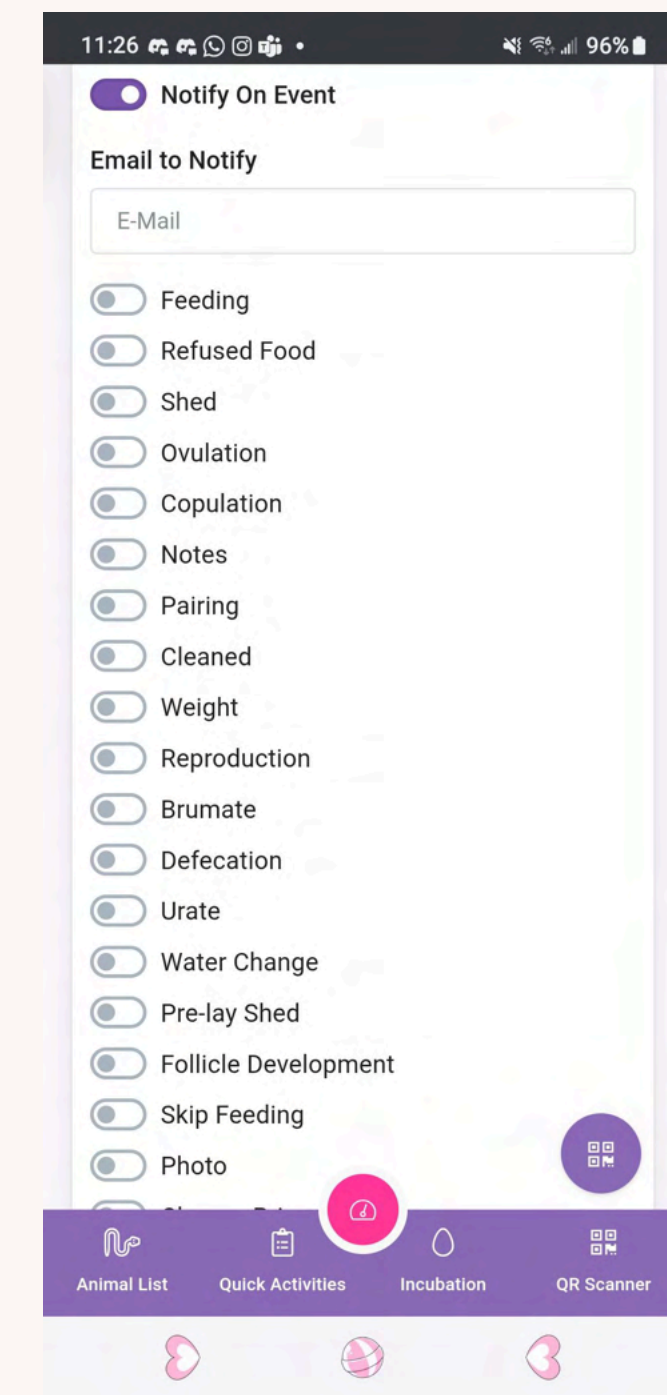
Husbandry Pro Strengths



Video instruction for each step in case users need extra assistance



Onboarding process and quick setup



Can decide to notify certain events by email

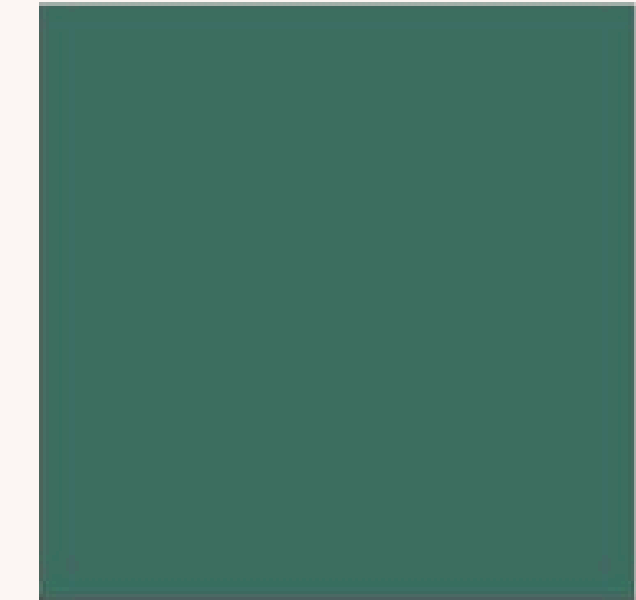
03

Branding

Colors



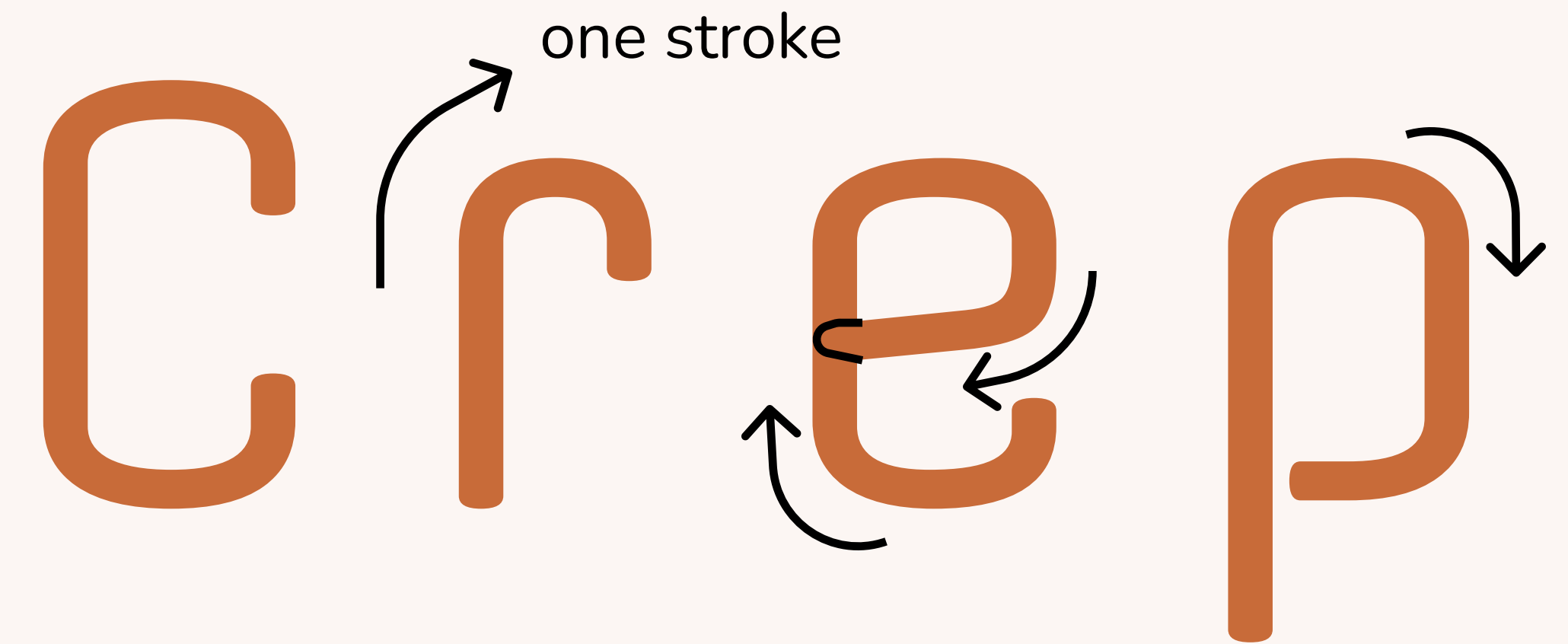
Primary



Secondary

Typography

Offside - Title



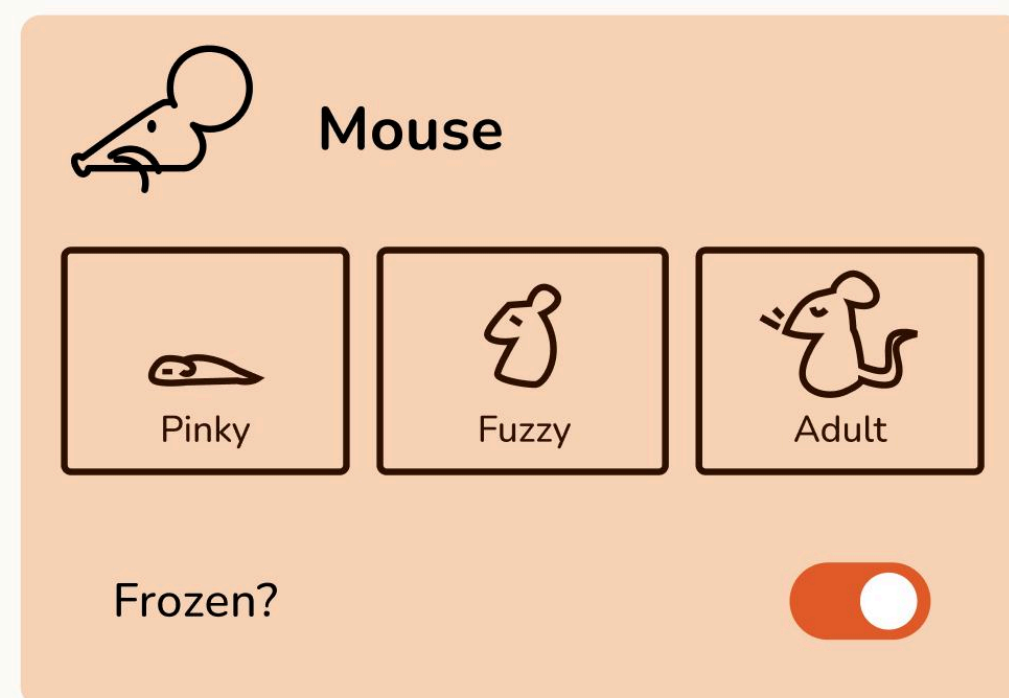
Nunito - Body Text
(8 weights)



rounded edges

Illustrations

A 'unique' feature to aim for this experience is using illustrations to convey information and processes.



06

Personas



Ashley

New Reptile Owner

Uses app for pet
tasks tracking

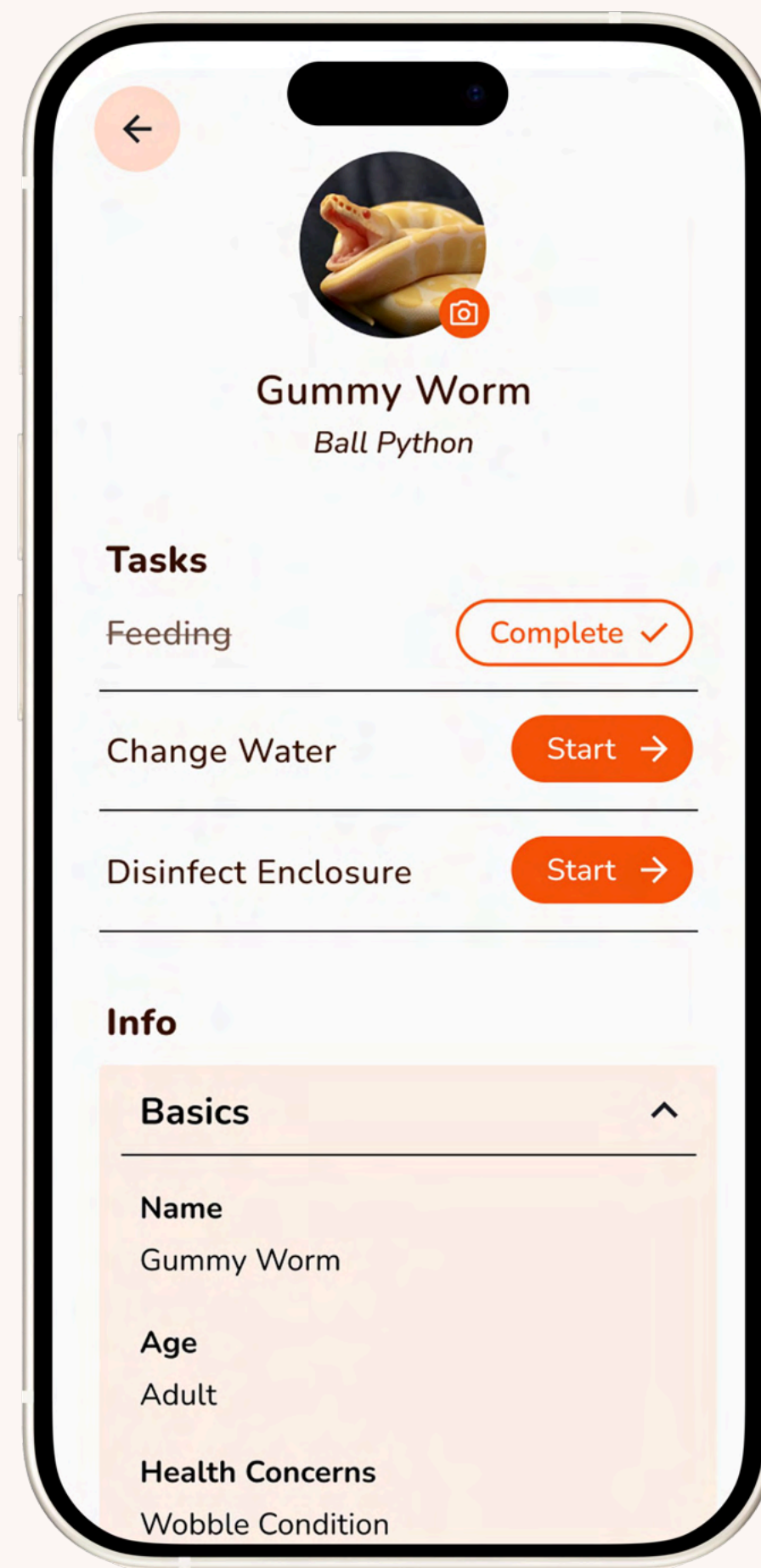
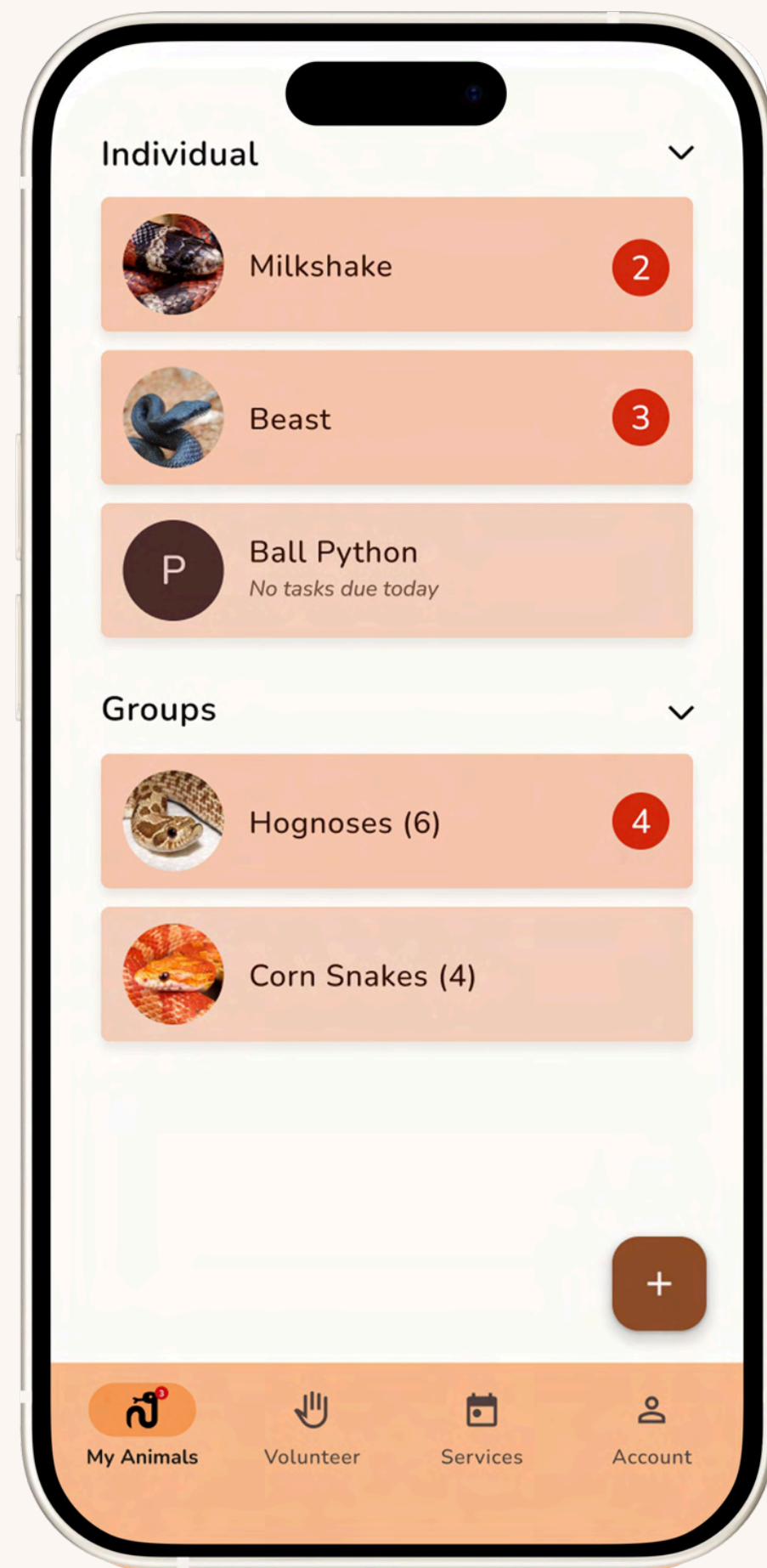


Cindy

Experienced Reptile Owner

Uses app for pet
sitting

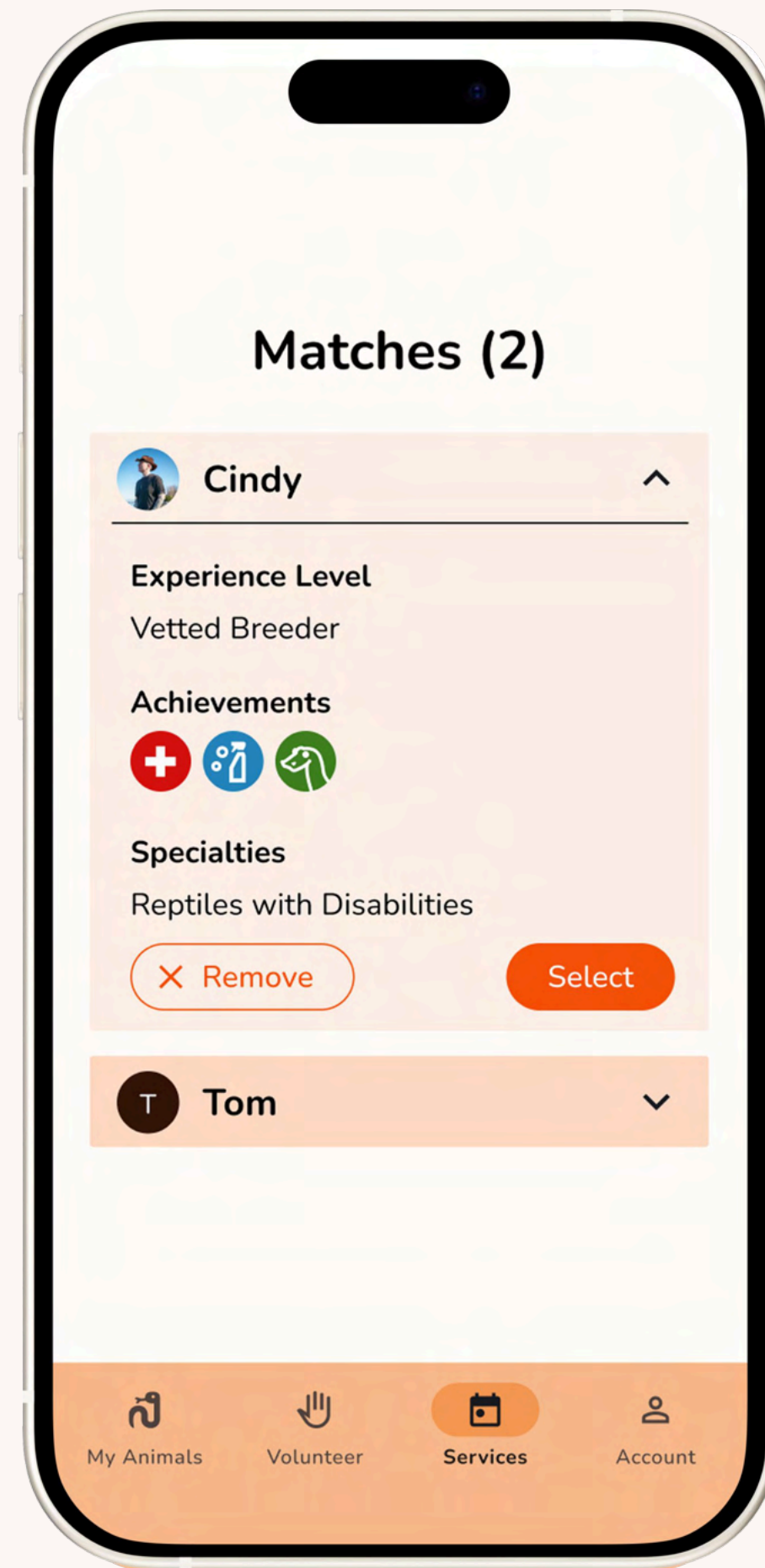
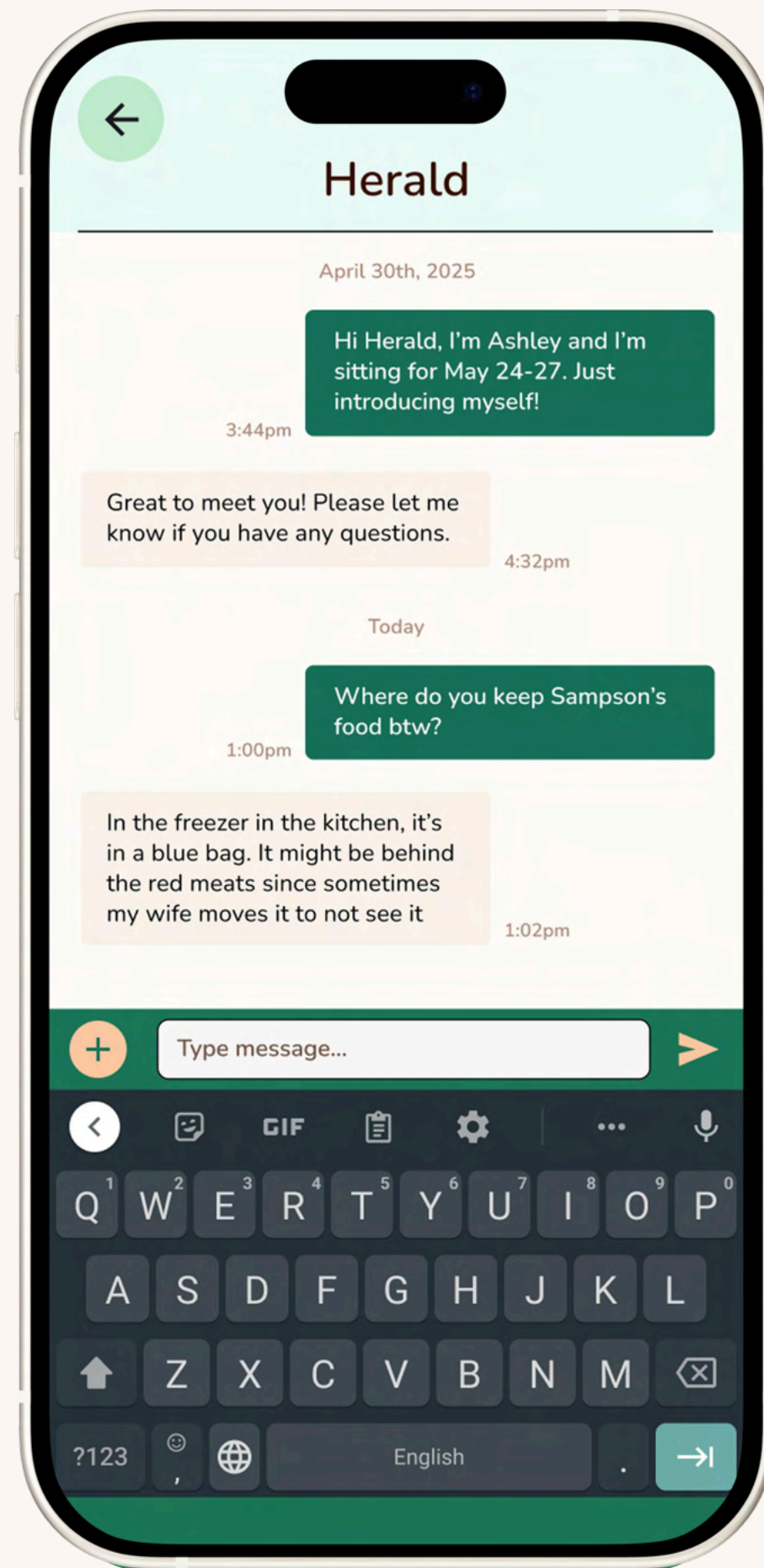
Ashley's Experience



Strengths

- Helps track pet's needs
- Offers several guides for pet care
- Reminder/Notification System

Cindy's Experience



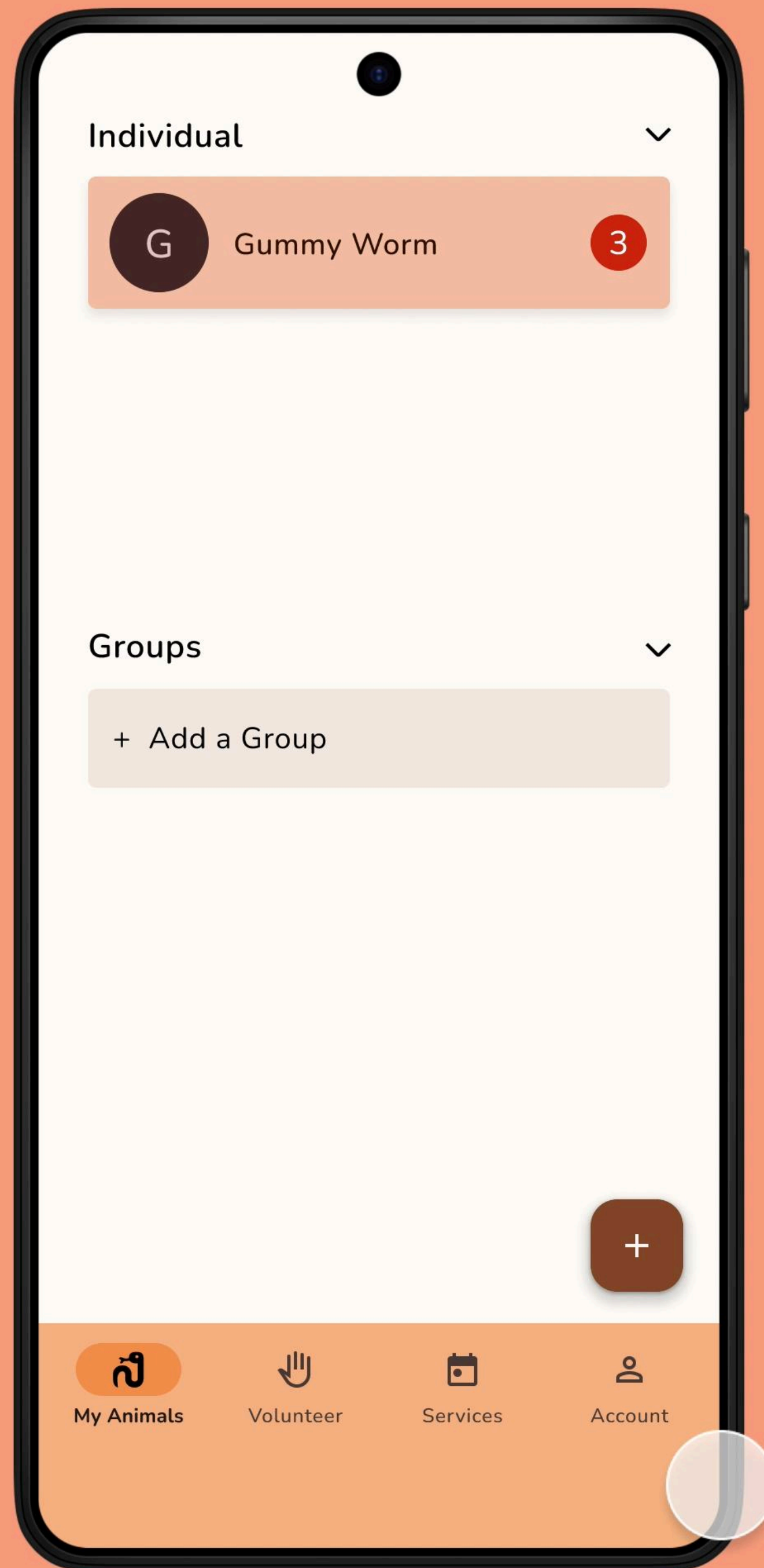
Strengths

- Clear info about pets to caregiver
- Messaging system

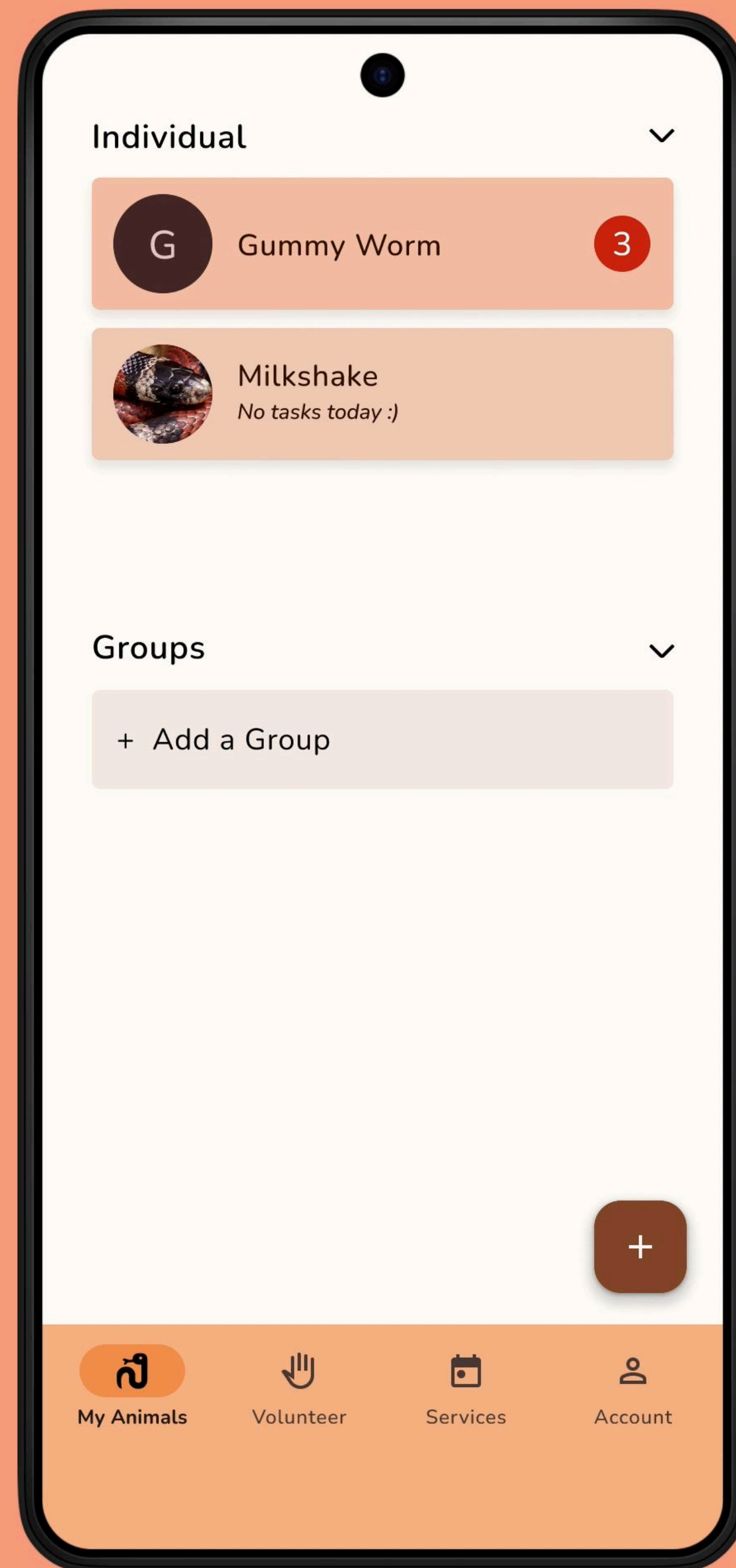
05

Prototyping

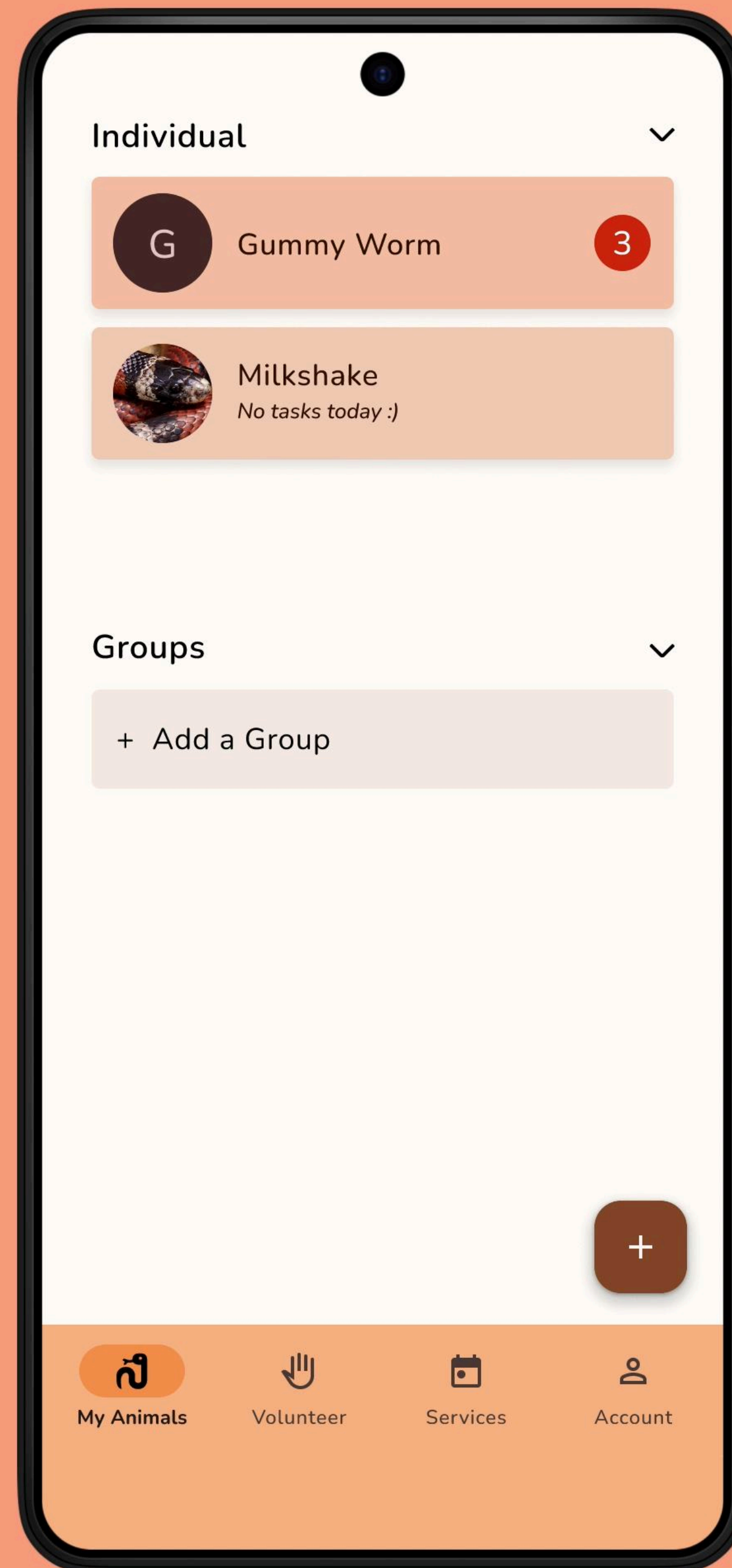
Adding an Animal



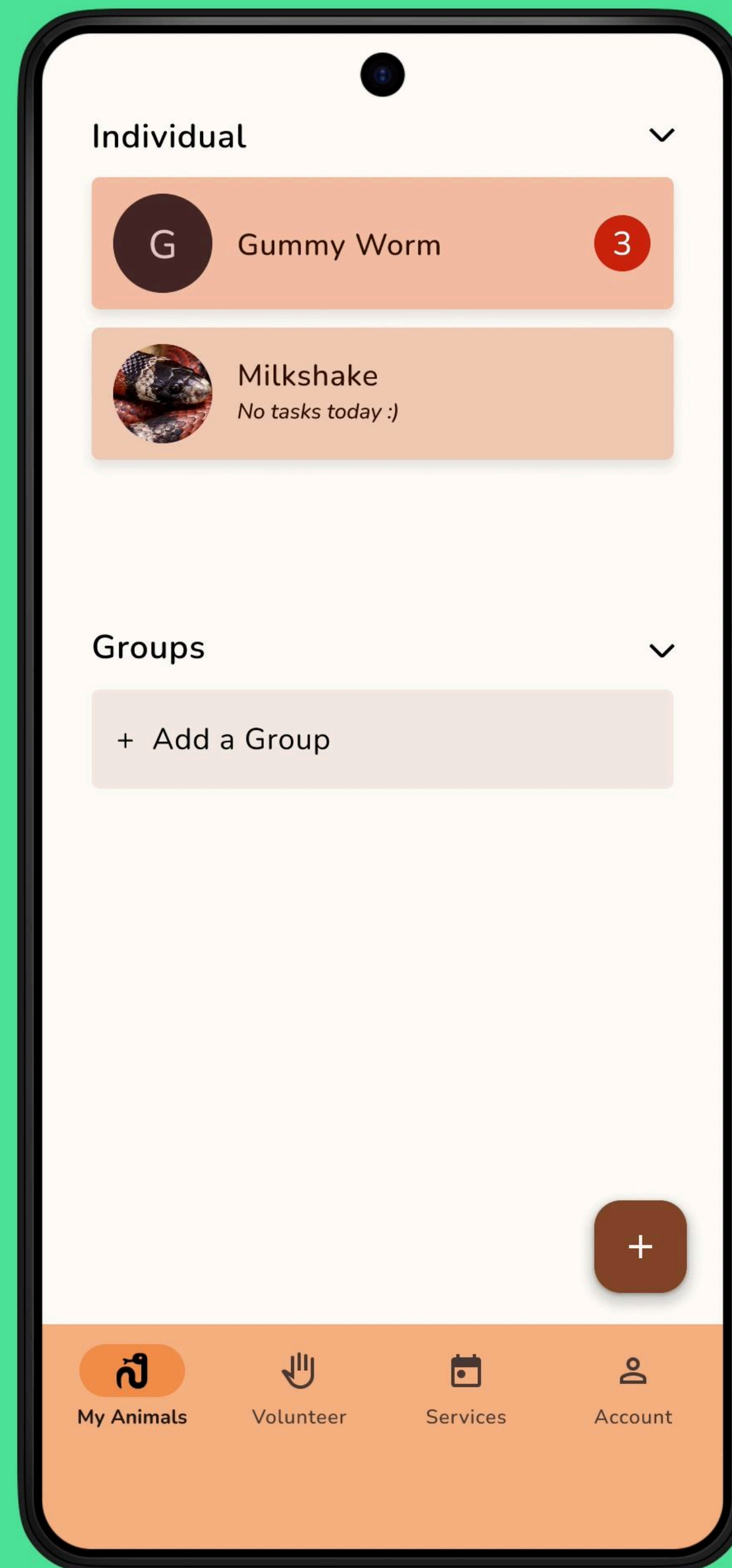
Completing Care Tasks



Posting + Accepting a Pet Sitting



Conducting a Pet Sitting



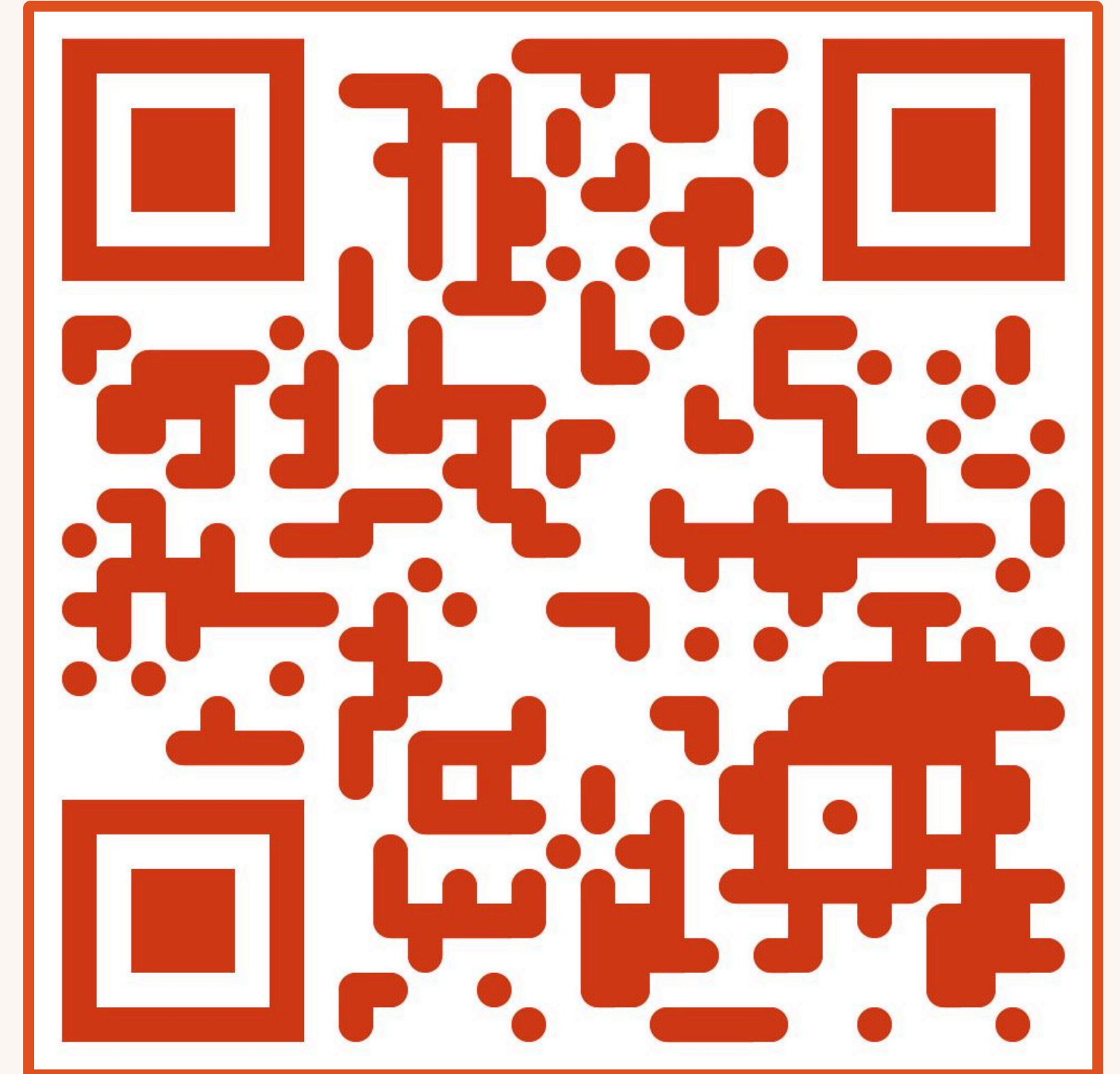
Try it out!!

<https://tinyurl.com/creep-peep>

Scan Here to try it out!

Best if you download
the Figma app
beforehand

Also please lock your phone's orientation
to portrait mode beforehand if you can :)





Eevee

Thank YOU!!!

Check out these photos of
respondents' pets :)



Silly String



Gummy Worm