

Design Brief

Purpose:

The idea of the app is to connect dog owners who want to be a part of an inclusive and social community.

User Group:

- People with very active and high energy dogs who need lots of entertainment and exercise
- Dog owners who want their pets to socialize with others and be apart of the local dog community
- Dog owners who want to bring their pets out with them in public and would need to search the local dog friendly locations

Function:

The app will feature postings of local events and locations of dog friendly areas such as, parks, beaches, and restaurants.

Context:

The service is provided through an app available on mobile devices.

User Response:

When using the app, the user is intended to feel connected to other local dog owners within the communiity and feel welcome to bring their dogs with them wherever they go by exploring pet friendly locations.

Keywords:

Social, organized, informative, interactive, inclusive, community, friendly, helpful

User Research



FitBark

★★★★★ 4.6, 260 Ratings

FitBark monitors your dog's everyday activity and sleep and turns that data into deep, actionable health insights. It's a new way to motivate you and your dog to be active, explain changes in behavior, and make better decisions with your vet about nutrition, mobility, anxiety, skin conditions and other health issues.

*** This app is compatible with FitBark and FitBark 2 dog activity monitors.



Wag! - Instant Dog Walkers

★★★★★ 4.8, 37.4K Ratings

Wag! is the #1 dog walking app to book a dog walker on-demand, or at your convenience. Experience every step of your dog's walk through text updates, live GPS tracking, pee/poo notifications, and photo report cards. Wag! dog walkers are thoroughly vetted and tested on dog handling experience. Wag! services are insured and bonded with customer support around the clock. Your pup is sure to love all of the amazing Wag! dog walkers.



Dog Training & Clicker by Dogo

★★★★★ 4.7, 4K Ratings

Dogo is the companion app for every dog lover! From fun tricks, clicker training to socializing and being a part of an engaged Dogo Community. You don't need to worry about purchasing a clicker for your training sessions - Dogo already has it as a built-in feature. You can watch and track your dog's improvements every day and if you feel like you and your best friend need some extra help from the experts - we are here to support you on a daily basis with a response rate of 24 hours. Don't wait until your pup develops a personality of a restless devil - teach him to behave in the most fun and stress-free way with Dogo!



Rover—Dog Sitters & Walkers

★★★★★ 4.9, 183.2K Ratings

Rover is the #1 pet sitting and dog walking app. Get trusted pet care in your neighborhood. The Rover app was created for dog people by The Dog People™. Through the app, get adorable photo updates, GPS tracking of your dog's walk, an easy way to message sitters or manage your business, and a secure way to book and pay. With over 200,000 pet sitters and dog walkers in the U.S. and Canada, Rover makes it easy to book pet care you can trust.

User Research

1. Petlas



Petlas is a global database of over 100,000 pet-friendly places and services. Whether you're traveling or staying local, this app will help you find anything from vets, to parks, and other locations where your pup is welcome. You're even able to add in new locations yourself, so other pet parents can be in the know.

This dog app is good for:

- Pups who travel.
- Finding dog-friendly places, either local or on the road.
- Keeping track of your favorite dog-friendly locations.

2 Woofr



The location-based app Doggy-Datez will help you socialize with other dog walkers who are also out and about. Keep it casual by marking your location within the app to see other nearby users, or get really aggro with its competitive "SkyJacking" feature that lets you virtually take over other users' territories, making your daily walk more adventurous than you could've ever imagined.

This dog app is good for:

- Pups who socialize.
- Finding dog-friendly places, either local or on the road.

3. iKibble



This app lists foods by health rating and category, and provides health benefits, feeding instructions, and preparation info. Easily search for hundreds of foods, including different meats, dairy, fruits, vegetables, and grains. Never worry about what you're feeding your pup again.

This dog app is good for:

- Feeding your dog new foods.
- Keeping track of your pups food likes and dislikes.
- An easy resource for food safety.

4. Tractive Dog Walk



This dog app allows you to track your walks with fido. It shows the exact distance, duration, and your route on a map. It also lets you "mark" where your dog does their business. It keeps a record of your dog's statistics and history, so you can keep track of every step your pup is taking. It's a great way to stay fit, keep track of your dog's exercise, and set walking goals.

This dog app is good for:

- Keeping track of exercise for dogs who need to lose weight.
- Active dogs who love the outdoors.
- Dogs recovering from an injury.

5. Pet First Aid



This app is a must have for anyone on the go with a dog. Pet First Aid by the American Red Cross helps you locate the nearest emergency animal hospital, provides step-by-step instructions for common pet emergencies, and offers "how to" videos for pet health, like CPR. It's a must have during an emergency.

This dog app is good for:

- Dogs who travel.
- Dog safety, emergencies, or accidents.

6. All Trails



All Trails has the largest collection of trail maps, with over 50,000 listed. It's great for hikers and active dogs and dog owners. Browse photos and reviews, and filter your search by dog-friendly trails, so you know which are welcome to Fido. The app also gives you driving directions and lets you save your favorite trails.

This dog app is good for:

- Active dogs who love the outdoors.
- Keeping track of favorite trails and hikes.
- Dogs who travel.

10 App Names

Dog App Name Ideas:

- Hello Pup!
- Pet Pals
- Go Dog Go
- Barkhub
- Yuppie
- Hooga
- On the Nose
- Must Love Dogs
- Dog Seeking Fun
- Fur sure!

Keywords:

Pet- Friendly	Social	Friendship
Wanderlust	Reliable	Networking
Entertainment	Bring Together	Local

App Names

- PupPub
- Neighborhood Mutt
- K9 District
- Puppy Zone
- Pooch Corner
- PlayfulPup
- Pup Nation
- Center4Hounds
- Doggy Direct
- HoundHunt

10 App Names

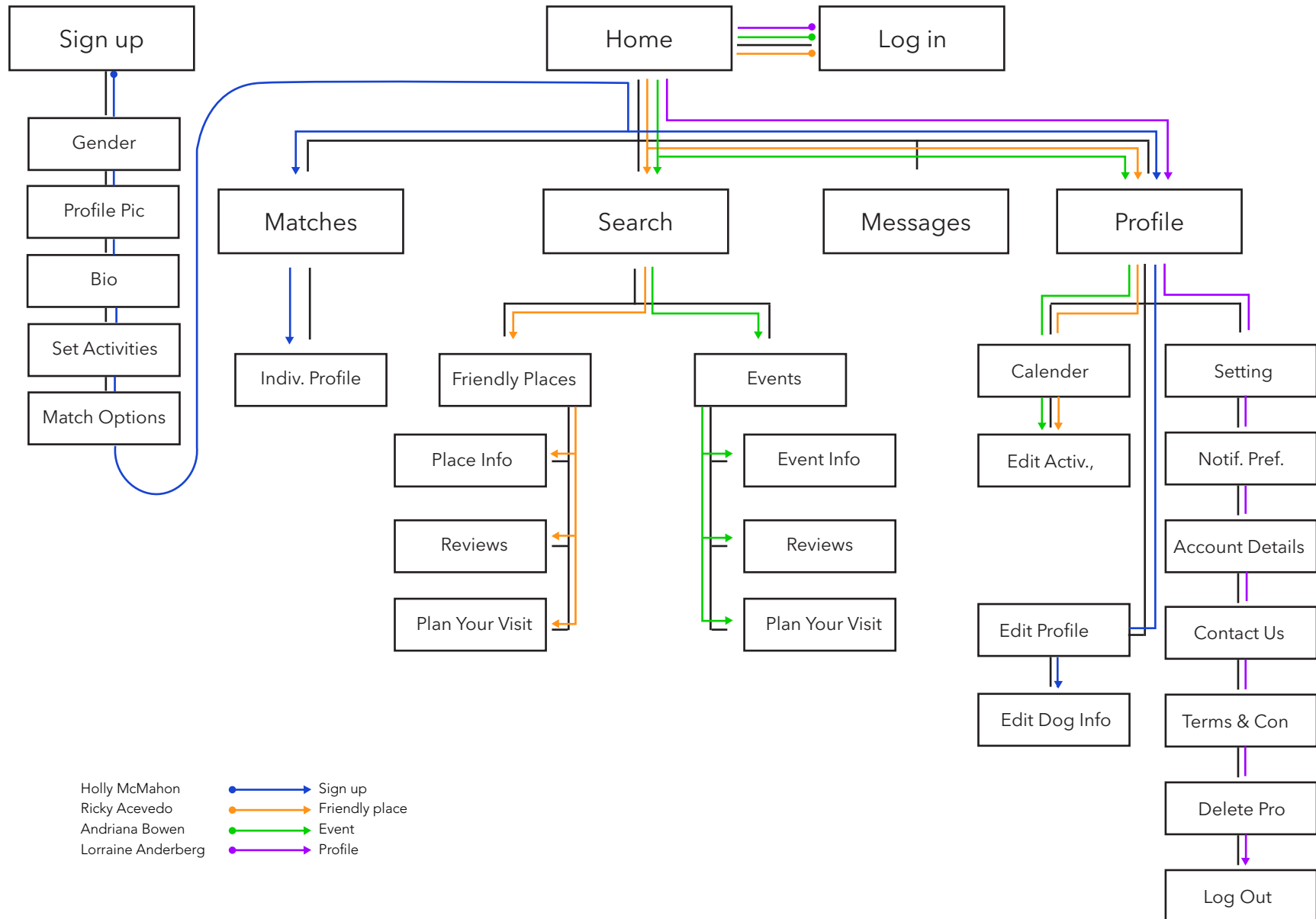
Dog App Name Ideas:

- DogDay
- 4legspal
- 2+4
- Paw
- Paw&Tail
- All4Dogs
- Happy D
- Barky
- Happy Bark
- Wigle

Keywords:

Pet- Friendly	Social	Friendship
Wanderlust	Reliable	Networking
Entertainment	Bring Together	Local

Site Map



Persona



BIO

Masha lives in Orange County, California. Family of 3, her, her husband and their favorite Dog Bogie.

Masha

"Where is the next dog event? How can I find local dog communities? "

#doglover
#ownerproblems
#petfriendly

DEMOGRAPHICS

Age: 38
Location: Orange, California
Education: USLA
Dog: Golden Retriever

TECH

Internet ●●●●●
Social Networks ●●●●●
Messaging ●●●●●

GOAL

- Looking for more/new pet friendly places
- More daily bases and long exercise for her dog
- New places to meet with friends and their pets

FRUSTRATIONS

- Not enough space for the pet to play
- Not enough exercise for her dog
- Not enough social life

MOTIVATION

- Healthier lifestyle
- Better social lifestyle
- Happier dog and owner
- More time spend together with the pet

LIFE STYLE (Everyday Activities)

Masha usually has a busy schedual during the day from Monday through Friday, until 4:00 pm. She also has some time free time in the morning as well as weeknds depending on her work schedual

Persona



Addie Burk

“The biggest thing that Luna needs is typically entertainment because she’s such a high energy dog.”

DEMOGRAPHICS

Age: 24
Location: San Marcos, California
Education: CSUSB
Dog: Australian Shepard

TECH

Internet ●●●●●
Social Networks ●●●●●
Messaging ●●●●●

GOAL

- To find nearby dog parks or dog social events
- To search how pet friendly places are
- Needs lots of entertainment for high energy dog

FRUSTRATIONS

- Can't find a doggy daycare place that would allow un-fixed dogs
- Hard to find services that would brush dogs teeth
- Current food delivery app is hard to use

BIO

Addie is 24 years old and works as a lab technician in Carlsbad, CA. She grew up in San Marcos, CA and lives with her parents and two younger brothers. She graduated from UCSB with a degree in bio psychology and bio chemistry.

MOTIVATION

- Keeping Luna entertained and happy
- Have Luna socialize with other dogs
- Being able to take Luna with her to public place

LIFE STYLE (Everyday Activities)

- Climbing
- Video Games
- Gym/Yoga
- Dog Park
- Walking Dog

Persona

Michelle Pearson



Michelle is 50 years old and an elementary school principal in Rancho Cucamonga, California. She loves camping and being outdoors, and has two dogs.

Her dog, Mozart, is a golden doodle that's three years old. Her other dog, Jude is a jack russell terrier mix.

Goals/Needs:

- looking for local pet friendly places
- looking to socialize her pets with other pets
- has two high energy dogs

Motivations:

- social lifestyle
- happier dogs, more active lifestyle
- Being able to go to dog friendly public places

Frustrations:

- not being able to see if places are dog friendly
- Hard to find services
- wants dogs to be more social/active

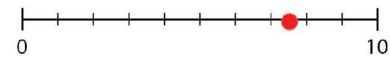
“The biggest thing that Mozart and Jude need is to socialize and play with other dogs.”

Lifestyle:

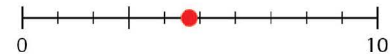
- School
- Chaperoning
- Hiking
- Dog Park
- Walking Dog

Device and Internet Usage:

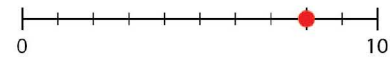
Mobile



Social Media



Tech Know How



Notable Quotes:

“I want to be able to go places that are dog friendly”

“Something that tells you all the dog friendly restaurants in an area would be really helpful.”

“It would be nice to know where I can get both of my dogs groomed and to see what places are around”

“I would definitely be interested in an app that lets me know which places I can bring my dog or even look up a place where I can know if I can bring my dog with me.”

Persona



BIO

Jordyn is 23 year old senior from Cal State San Bernardino. She lives in a apartment with her dog Diamond. She enjoys spending time with Diamond and would frequently go to the local park.

Jordyn Tate

“Where is the nearest dog park? How can I find local dog communities? ”

#doglover
#ownerproblems
#petfriendly

DEMOGRAPHICS

Age: 23
Location: Riverside, California
Education: CSUSB
Dog: Havanese/ Obsa

TECH

Internet
Social Networks
Messaging



GOAL

- Looking to become more social with other pet owners.
- Looking for local pet friendly places.
- Easier way to meet up with friends who also own pets.

FRUSTRATIONS

- Not being about to fine places that are dog friendly.
- Most of the people she knows are not pet owners.
- Dog needs to socialize

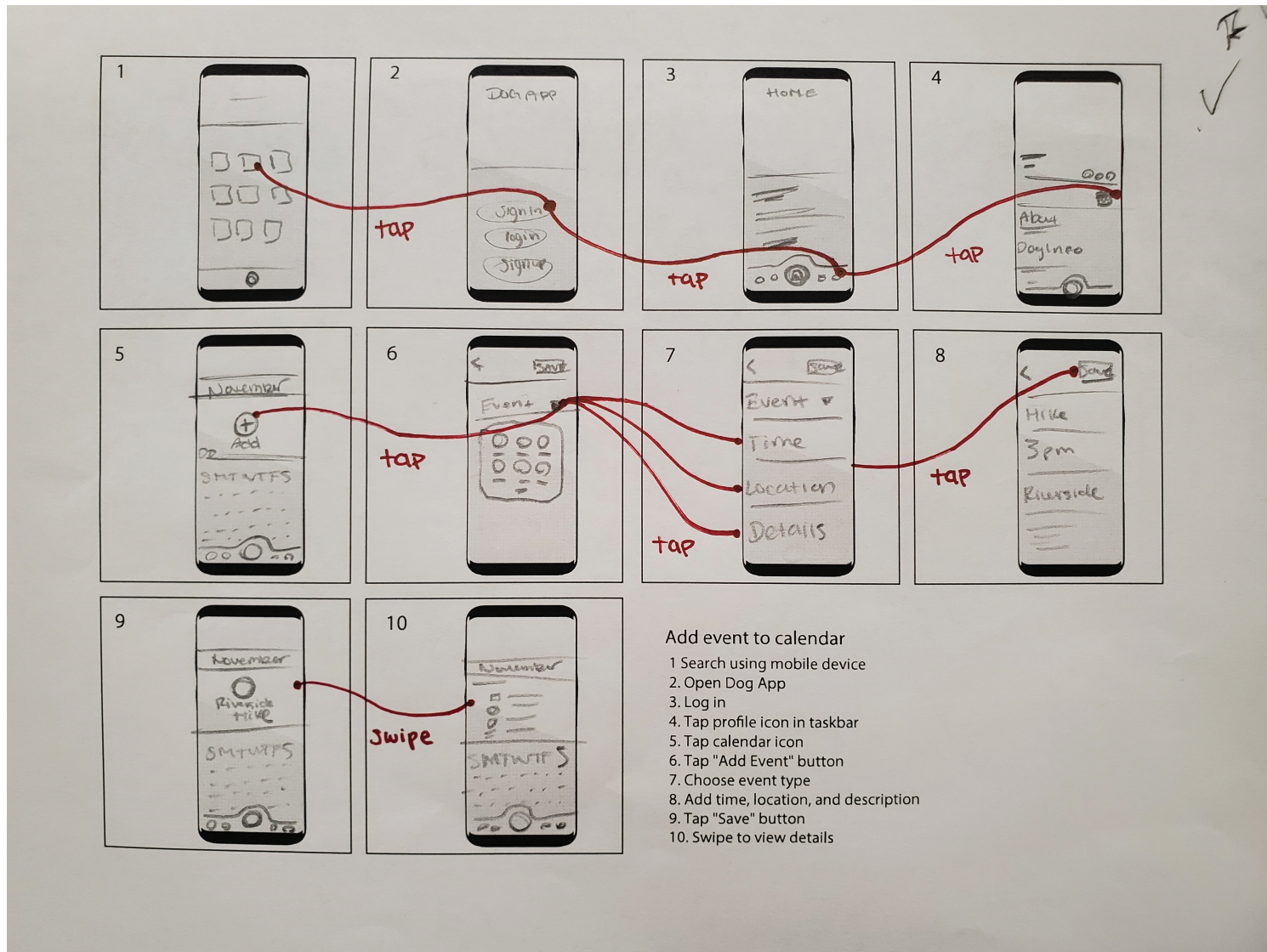
MOTIVATION

- Happier dog
- More social lifestyle
- More time to spend with her dog
- Being able to take her dog to public places

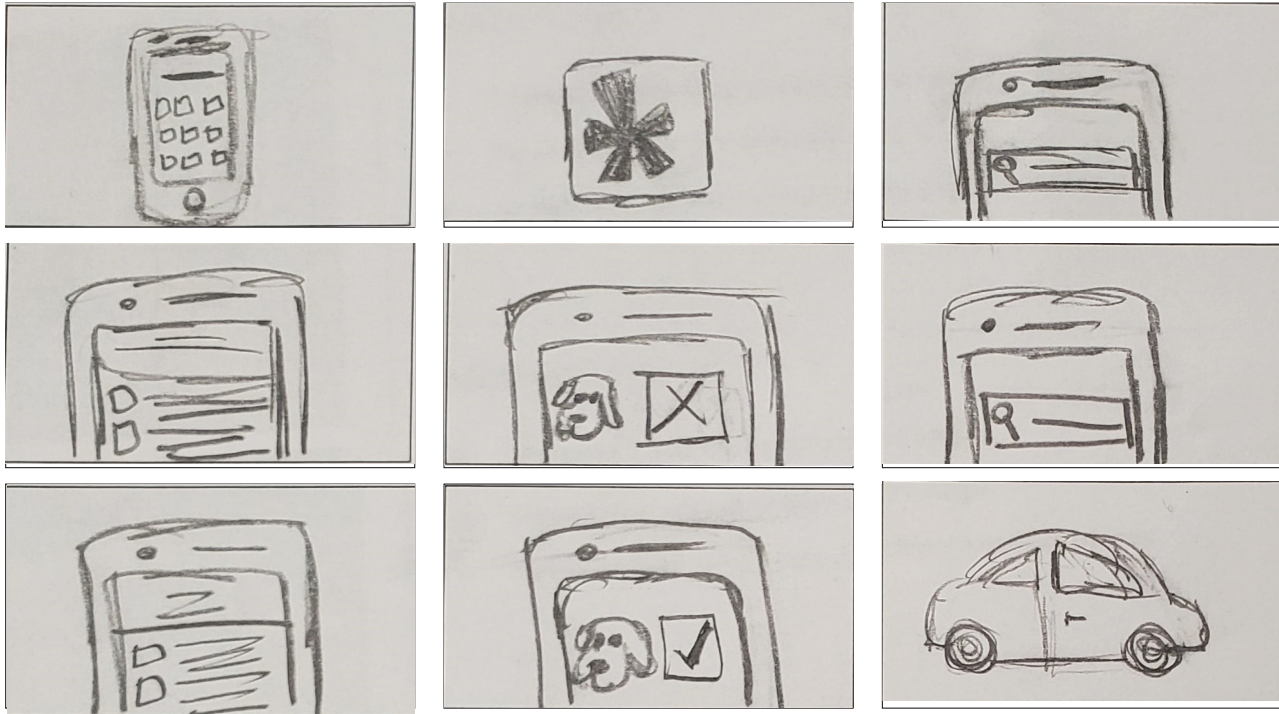
LIFE STYLE (Everyday Activities)

Jordyn usually has school Monday through Wednesday from 9am to 1pm. She is usually heavy in her books those days. Thursday and Sunday she usually walks with Diamond on a local Park by her apartment.

Storyboard (w/ touch points)



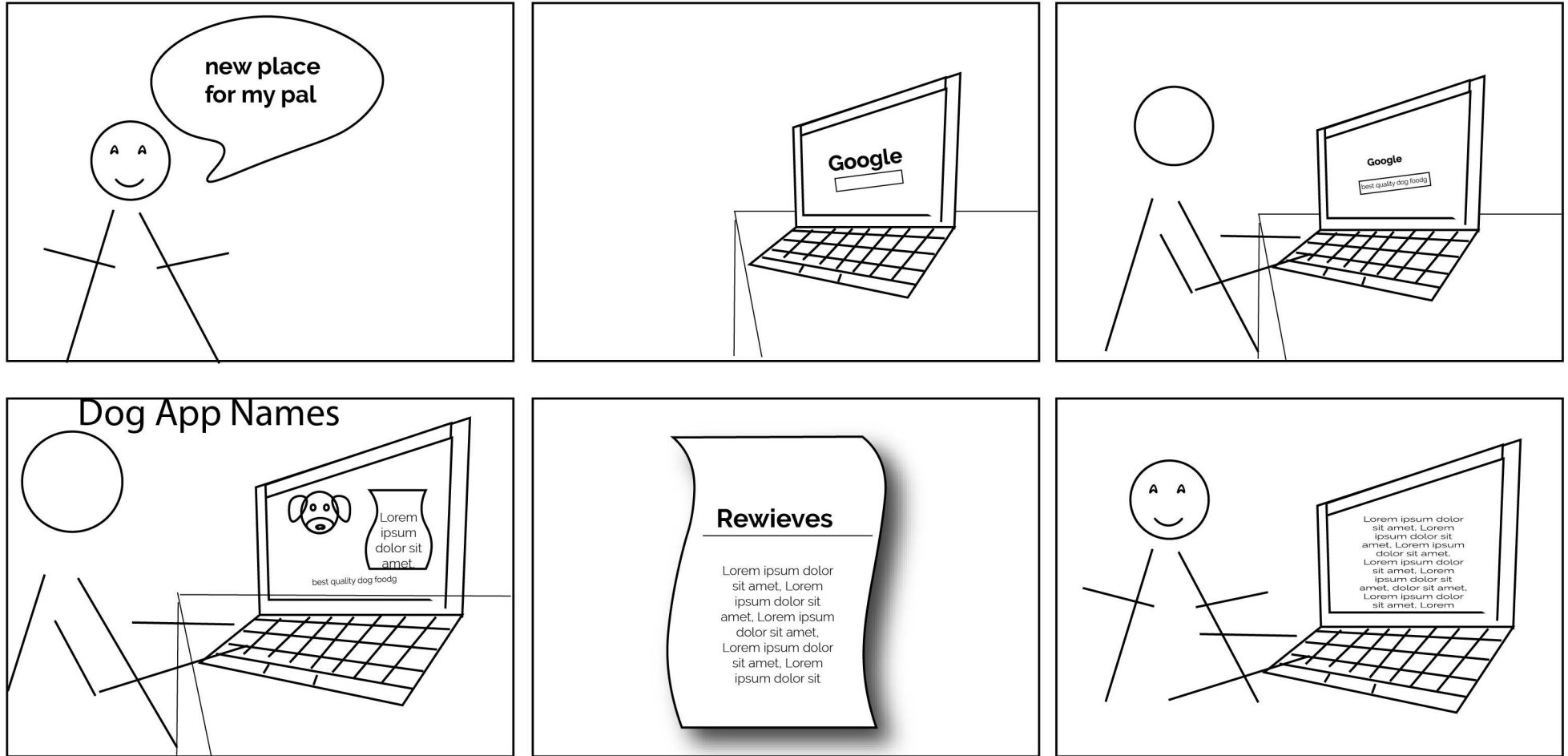
Storyboard



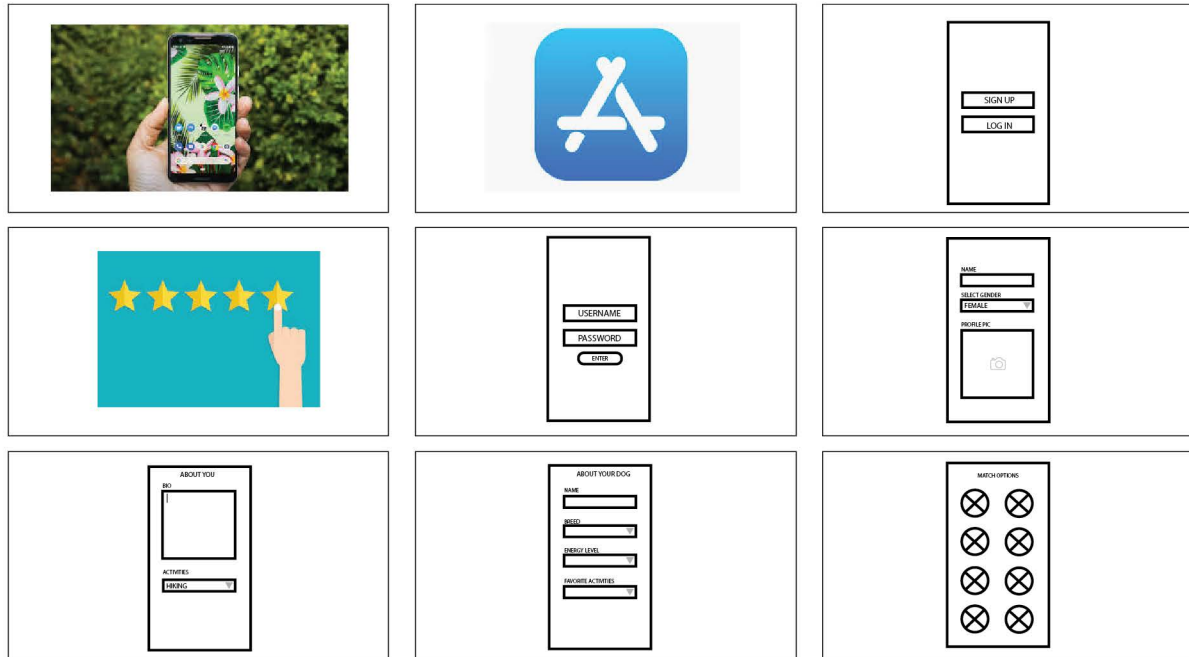
Goal: Find dog friendly location

1. Search using mobile device
2. Open Yelp app
3. Search location
4. Look at reviews/comments
5. Make sure the place is dog friendly
6. If not, search another location
7. Look at reviews/comments
8. Make sure location is dog friendly
9. If so, go to location

Storyboard



Storyboard



Goal: Sign up for the app

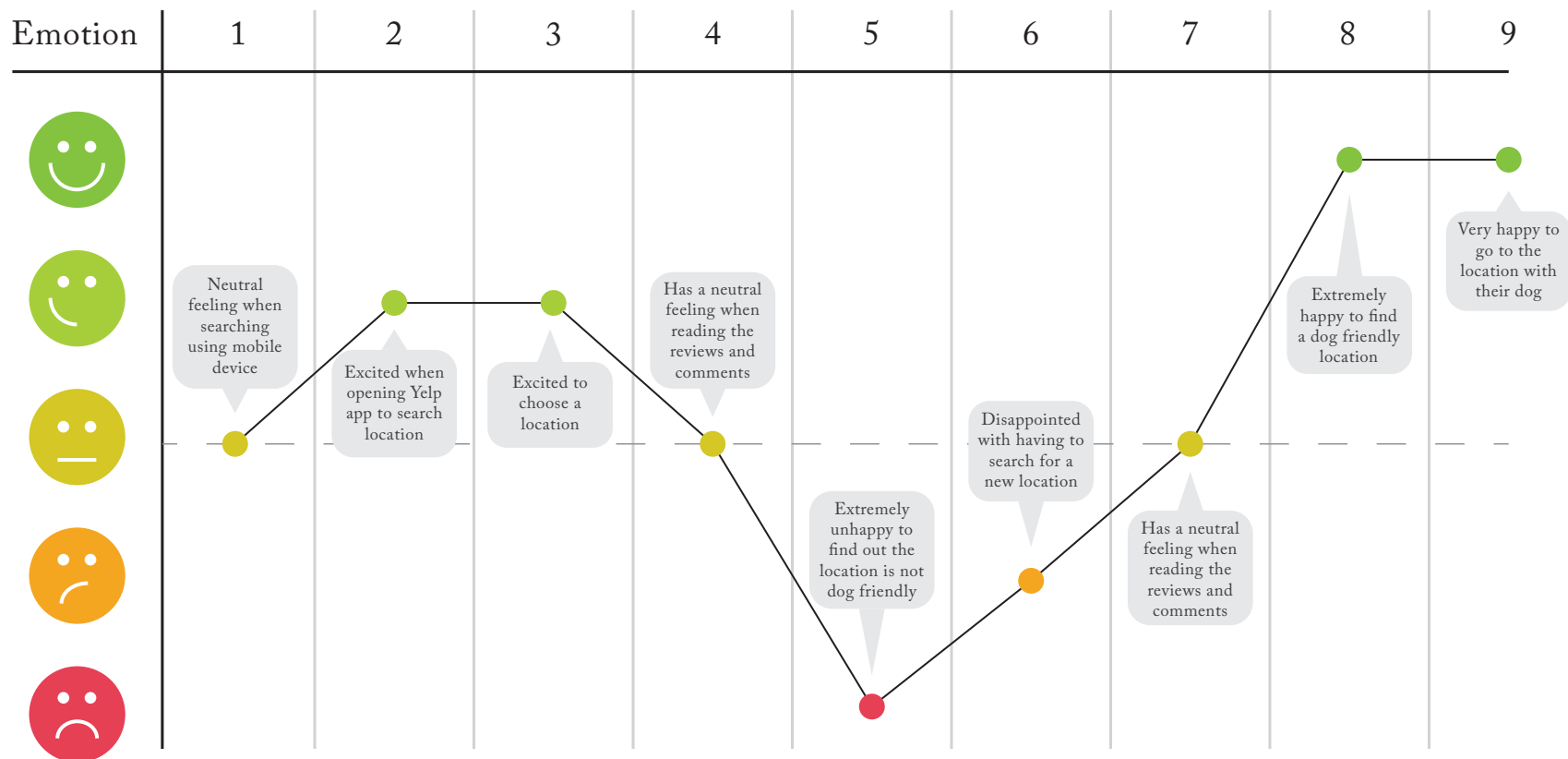
1. Search using mobile device
2. open app store
3. find the app
4. Look at reviews/comments
5. create a username and password
6. type in name, gender, make a profile picture
7. create a bio and select activities
8. fill in info about your dog
9. see match options

Story Board

1. Excited to finally spend time with her dog Diamond. Only problem is where should they go that's dog friendly.
2. She doesn't know where to take her dog, so she gets on Google to search possible locations. She doesn't know where to start.
3. To help her with her search, she uses keywords in Google to find some specific options.
4. Too many results. Even with keywords.
5. She decided to check the reviews on the top finds. Many of the results have good reviews.
6. After looking at reviews she finally has come to a decision. Now that she has a location, time to go.

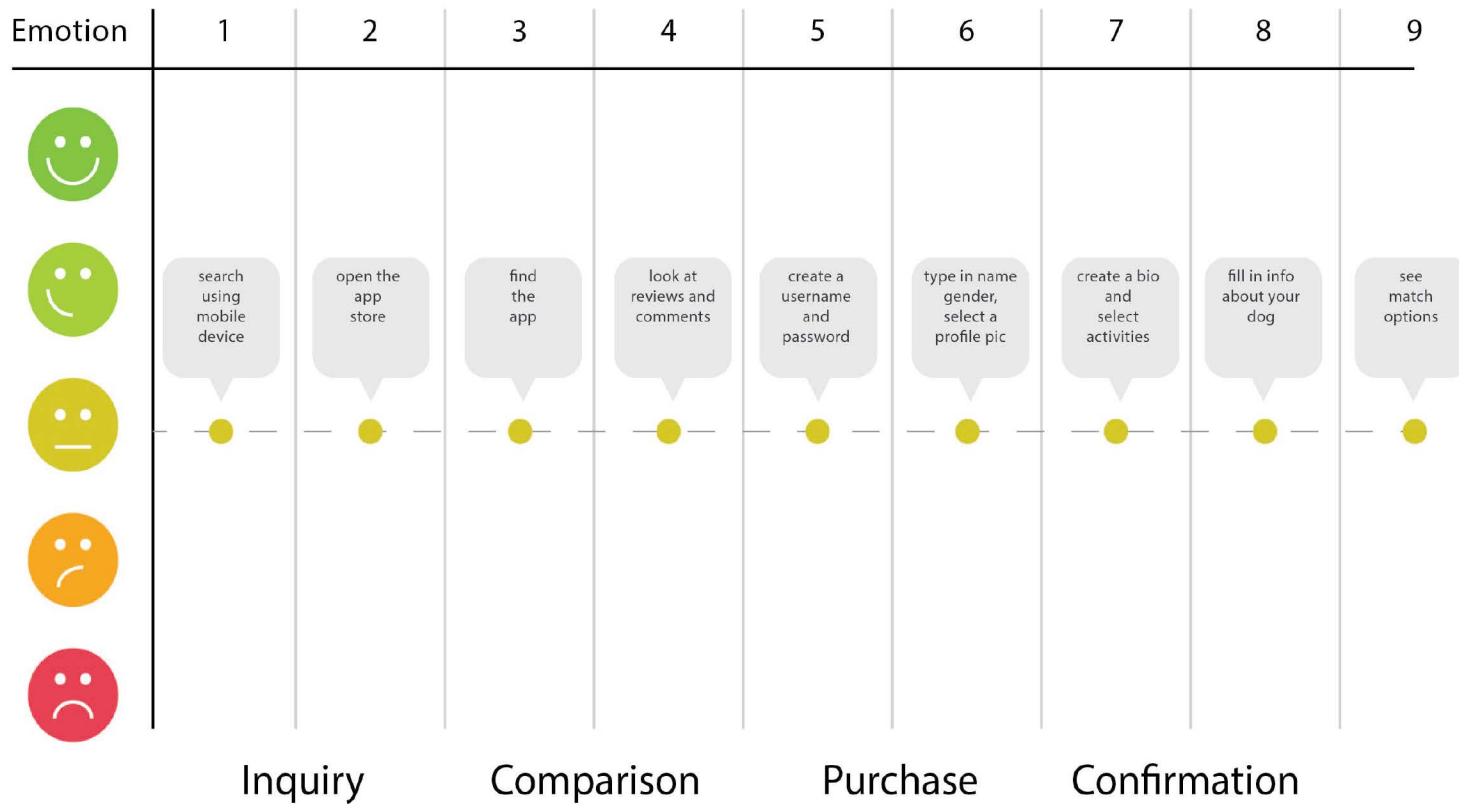
User Journey Map

Timeline to the Goal: Find dog friendly location



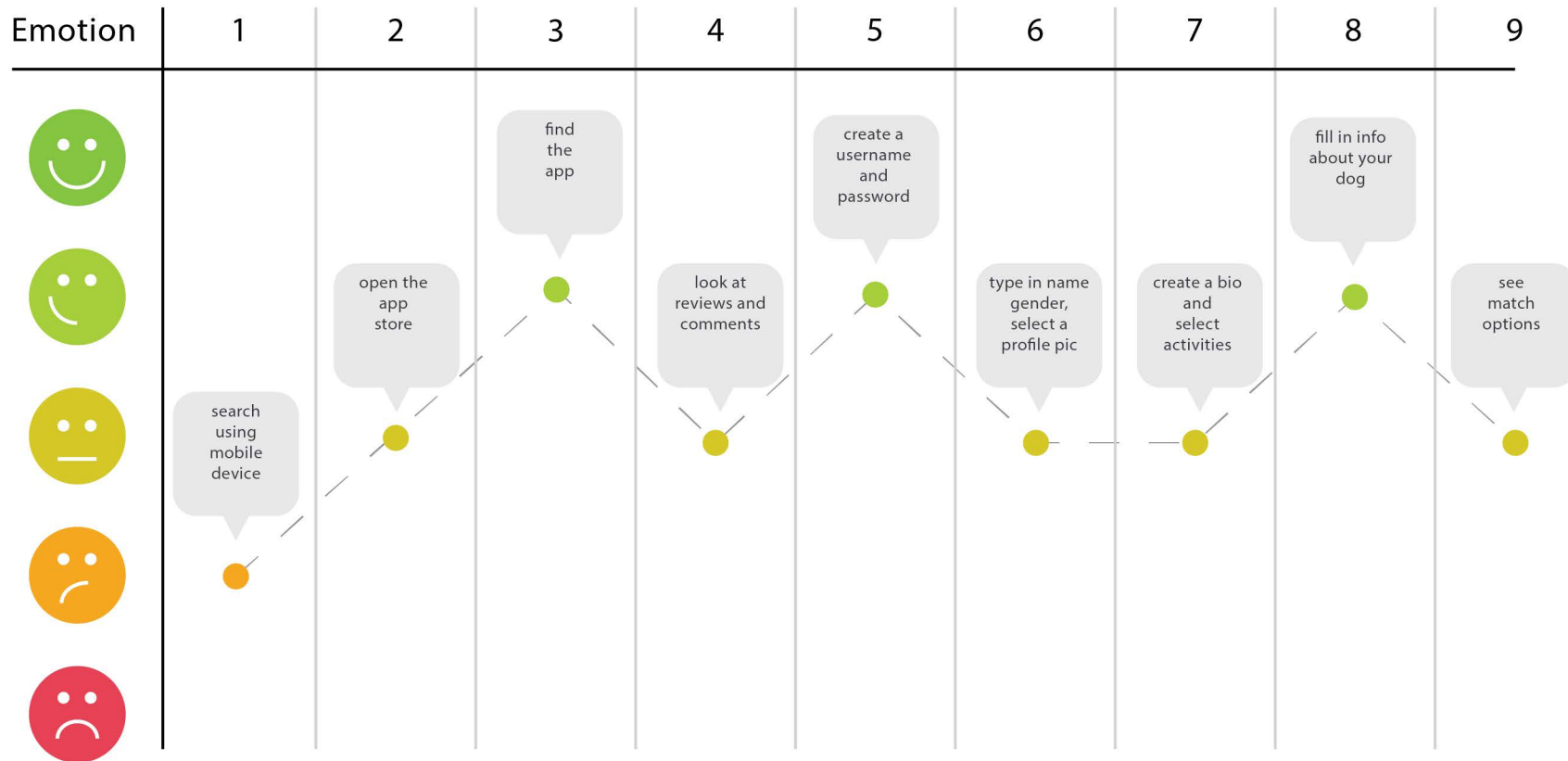
User Journey Map

Timeline to the Goal:



User Journey Map

Timeline to the Goal:



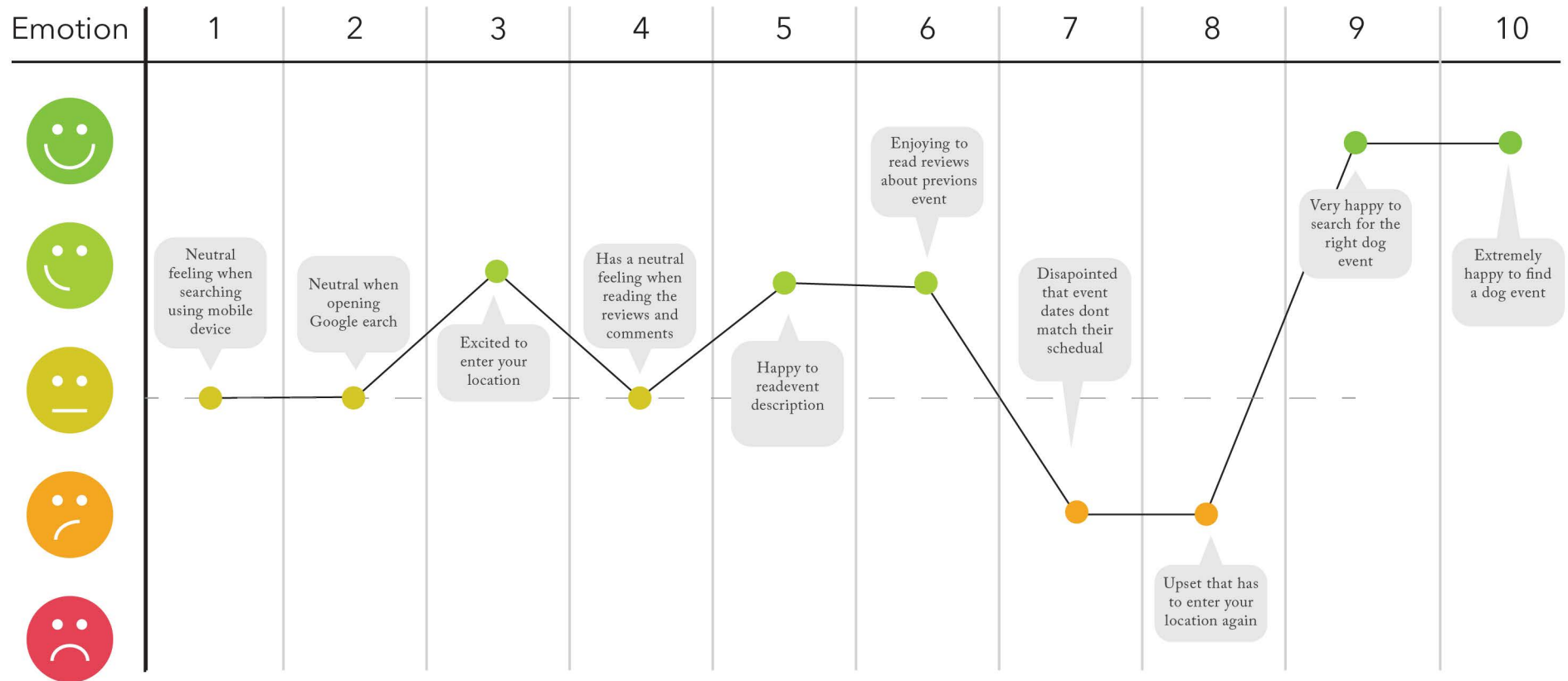
Goal: Sign up for the app

1. Search using mobile device
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4. Look at reviews/comments
5. create a username and password
6. type in name, gender, make a profile picture
7. create a bio and select activities
8. fill in info about your dog
9. see match options

The overall emotion that the user is experiencing is a good/happy emotion during the sign up and sign in process. We want this to be a good experience because we want our users to be motivated and happy to use this app. By making it something that's easy to use, the user is then able to do what they want faster.

User Journey

Timeline to the Goal:



Finde an Event for Dog

1. Search using mobile device
2. Open Google search
3. Enter your location and key words
4. Look at the event description/date/time
5. Look for the reviews of the place/previous event
6. If not setisfied, open new search tab
7. Enter your location and key words
8. Look at the event description/date/time
9. Look for the reviews of the place/previous event
10. If satisfied, add the event to your calander

LOG IN

SIGN UP

LOG IN

USERNAME

PASSWORD

WELCOME
BACK!

HOME

SIGN UP

USERNAME


PASSWORD

ENTER

NAME

SELECT GENDER
FEMALE

PROFILE PIC



SELECT GENDER AND PROFILE PIC

ABOUT YOU

BIO

ACTIVITIES
HIKING

ADD BIO AND SELECT FAVORITE ACTIVITIES FOR YOURSELF

ABOUT YOUR DOG

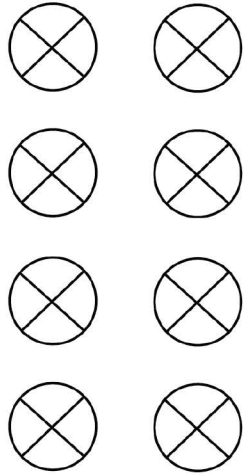
NAME

BREED

ENERGY LEVEL

FAVORITE ACTIVITIES

MATCH OPTIONS



USERS CAN CLICK ON SIMILAR USER PROFILES TO BROWSE AND ADD THEM

Profile/Calendar Wireframe

John Doe
Buster

About Me
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Dog Bio
Breed
Beagle
Personality
Buster is very social and has a lot of energy. He loves to run around and play with all other kinds of dogs.

Favorite Activities
Hiking Frisbee Catch

Favorite Locations

- Park
- Beach
- Hiking Trail

< November 2019 >

Thursday
Nov. 14th

+
Add Event

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Save

Event

Time

Location

Description

Save

Event

Walk Run Park

Hike Beach Playdate

Other

Description

Save

Event

AM PM

1 2 3

4 5 6

7 8 9

Clear 0 Done

< November 2019 >

Week 3
Nov. 17th - 23rd

+
Add Event

Sunday
Nov. 17th
Event description here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

Wednesday
Nov. 20th
Event description here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

< November 2019 >

Thursday
Nov. 14th

Riverside Hike
3pm

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

< November 2019 >

Thursday
Nov. 14th

Riverside Hike

3pm

Address

Description

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
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Icons/Buttons

