IPAD APP

Tablet Application Design

User Data Collection & Research

Dakota Roos Spring 2015

APP OVERVIEW

DESCRIPTION

This is the app every dog owners needs. Meet up with other dog owners, find answers to your questions, or get reviews on the best pet sitters. You can even track your dog's health, track your walks with our GPS or set new goals as you train your new puppy. This app has everything a dog owner needs at their finger tips all in one place.

CATEGORY

Meetup/Community

APP FEATURES

- **Create Custom Profile**

- **Plan Meetups**
  - Organize hikes
  - Discover new dog friendly trails/ parks/beaches
  - Puppy playdates
  - Find people with the same breeds or dog size

- **Discussion Boards**
  - Q and A's with other owners
  - Tips and suggestions
  - Share stories
  - Share photos
  - FAQ'S

- **General Info & Reviews**
  - Pet sitters
  - Stores
  - Veterinarians
  - Groomers

- **Health Tracker**
  - Vaccines and shots info
  - Last check-up
  - Info: weight, breed, age, name
  - Symptom checker

- **Behavior/Training**
  - Tips and tricks
  - Planner
  - Set and manage goals
  - Learn new techniques (video, photo tutorials, tips, training - from professionals)

- **GPS Tracking**
  - Manage/view/share walking or running distance
  - See friends routes
  - Lost dog tracker (find your lost dog or view if someone else lost theirs)

APP COMPARISON

4.0

★★★★☆

4 total

★5 2
★4 1
★3 0
★2 1
★1 0

WHERE MY DOGS AT

Description:
Need to find dog-friendly locations? The free Where My Dogs At app from BetterPet lets you find the best restaurants, cafes, parks, pet stores, vets, hotels, and apartment buildings in town. Forget checking-in - while hanging with your four-legged friend at your favorite spots be sure to "mark your territory" and share your adventures.

As you discover new dog places, you can connect with new dog people. Where My Dogs At uses your device's location-based services (LBS) to show dog owners around you in real-time. Start chatting and meet up later for a doggy play date.

Our mission is simple: to improve the lives of dogs and their owners everywhere. So download today and see what everyone's barking about!

- **Add tips and "paw ratings" to your favorite spots.**
- **Create a profile for you and sub-profiles for your dogs.**
- **Share photos and write captions.**
- **See users nearby within a radius of 2, 3, 5 or 10 miles.**
- **Privacy settings that let you control how you share your information.**
- **Send a message or a quick greeting such as a "wag," "what up dog" or "arf!"**
- **Follow and be followed by fellow dog owners – become the most popular pup around.**
- **View a news-feed of your followers' activity.**

Compatibility: Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

All Versions:
★★½ 124 Ratings

PET PHONE

Description:
Pet Phone makes tracking your pets health needs easy and fun. If you're like us you have piles of old pet bills with your pets history laid out in a complete mess. Now you can enter everything into Pet Phone and have all the information at your fingertips.

- Keep track of multiple pets.

- Store multiple vets for each pet. Your pets don't have to go to the same vet. With Pet Phone you can have multiple vets stored and keep track of appointments for each vet.

- Track Vet appointments and store the reasons for each visit. We provide a list of reasons and provide a way to easily enter custom reasons.

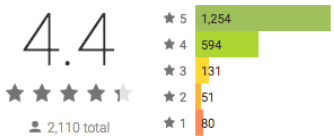
- Weight Tracking. An overweight pet is not ideal. If you enter your pets weight after each vet visit Pet Phone will allow you graph those weights to visually see if your pets weight is getting out of control. You can also set an ideal weight range for your pet and Pet Phone will alert you on the main screen whenever your pet goes over the max weight or under the min weight.

- Locate a vet near your current location. In case you're not around your usual vet and your pet needs help you can automatically search for vets near your current location.

- Medications Tracking. Just enter the name, dosage and the start and end dates and you can quickly see what types of medications your pets are on. When the end date is reached the medication is stored off in a previous medications category so you always have access to them.

- Allergy Tracking. If your pet is allergic to something you can store the name, severity, and notes about the allergy so that you know exactly what to tell vets if they ask about allergies.

- All of this bundled into a very easy to use interface makes tracking your pets simple. So get rid of the paper mess and let Pet Phone simplify your pets health records.



MAP MY DOG WALK

Description:
Makes walking the dog fun and informative! Track the route, time, distance, speed, pace and calories in real-time for fitness activities using your GPS enabled mobile device.

New for 2014: Map Pins show where to find dog parks, dog-friendly restaurants, water fountains, and the all-important waste bag dispensers!

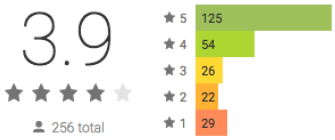
* If your phone supports it, you can now connect via Bluetooth 4.0 LE to a compliant Heart Rate strap. Currently, this will work for Droid RAZR users! Buy a strap in our online store: mapmyfitness.com/shop

"Yurp!!! I love knowing when and where I walked my pups and let my mom know about this app so she can track my sister back at home! No slacking on the dogs now!"

"Great app I really like that I can track the walks I make with my dog and see any changes in time and see where I've been and where I'm going"

"Fun app for dog walkers Nice to know the distance/time of our walks in the park."

"Good app Had this app for a time now. Enjoying knowing just how far my dog and I go. Should be helpful in the warm weather since now I know how far we go, I will know when it is too far in the heat for my dog."



PRO PLAN P5 DOG TRAINING

Description:
P5 dog training app from Purina Pro Plan is the perfect tool to help you train your puppy or dog. We've loaded the P5 app with video training tutorials and our patented dog activity tracking software to help you set goals, learn training skills and track your dog's activity and progress anywhere you have your Android mobile device. Download the P5 dog training app now and get your dog started on their path to greatness.

"Awesome I grew attached to this stray dog in my back yard so i decided to train it and this worked perfectly, this app is gold"

"Helps love it I love this app I have a dog with weigh issues and have been able to keep track of things we do better overall great"

"Fantastic I have adopted a puppy recently, still has a lot to learn but he is on the right track. This app has been very helpful and the fact the purina put it up for free, well its made me a costumer for life."

"It's okay but could be better if there were more things to track training wise like handling for agility or tracking, creating your own option for things to track or be able to track sessions within the app. "

"A useful app. Well, no downsides to this app. It has a good tracker, no ads, good advice, and it is a fun way to exercise with your dog!"

"The only training log/tracker I could find Great start for an app, but I would love it if I could add other behaviors than the basics."

MARKET STATS

AMERICAN PET PRODUCTS ASSOCIATION STATS 2013-2014

Pet Industry Market Size & Ownership Statistics

U.S. Pet Industry Spending Figures & Future Outlook

The following spending statistics are gathered by APPA from various market reseach sources and are **not** included in the organization's bi-annual National Pet Owners Survey.

Total U.S. Pet Industry Expenditures

Year	Billion
2015	$60.59 Estimated
2014	$58.04 Actual
2013	$55.72
2012	$53.33
2011	$50.96
2010	$48.35
2009	$45.53
2008	$43.2
2007	$41.2
2006	$38.5
2005	$36.3
2004	$34.4
2003	$32.4
2002	$29.6
2001	$28.5
1998	$23
1996	$21
1994	$17

Estimated 2015 Sales within the U.S. Market

For 2015, it estimated that $60.59 billion will be spent on our pets in the U.S.

Estimated Breakdown:	
Food	$23.04 billion
Supplies/OTC Medicine	$14.39 billion
Vet Care	$15.73 billion
Live animal purchases	$2.19 billion
Pet Services: grooming & boarding	$5.24 billion

Actual Sales within the U.S. Market in 2014

In 2014, $58.04 billion was spent on our pets in the U.S.

Breakdown:	
Food	$22.26 billion
Supplies/OTC Medicine	$13.75 billion
Vet Care	$15.04 billion
Live animal purchases	$2.15 billion
Pet Services: grooming & boarding	$4.84 billion

Data sources and notes

1. Food total is based on PFI research consultant Davenport Co, Packaged Facts Pet Food in the U.S. 2013-2018, and IBISWorld 2014 Industry Report, and Fountain Agricounsel 2013-2014 Situation Analysis Report, BCC 2014 Report on Pet Care Products and Services

2. Supplies based on APPA historical, BCC Research-The Pet Industry, Fountain Agricounsel 2013-2014 Situation Analysis, Pet Product News, Packaged Facts U.S. Pet Market Outlook 2014-2015, IBISWorld Industry Report Pet Stores in the US and Cleveland Research 2015 Forecast.

3. Veterinary care includes routine vet care and is based on AVMA, Newsweek, Brakke Consulting, Bain & Co, Fountain Agricounsel 2013-2014 Situation Analysis Report, Packaged Facts Pet Market Outlook 2013-2014 and Bayer Veterinary Care Usage Study 2012

4. Live Animal purchases based on APPA, AVMA, Barron's Research, Fountain Agricounsel, Packaged Facts Pet Population and Ownership Trends and Euromonitor estimates

5. Other Services based on Packaged Facts, LA Times, APPA State of the Industry Report, Newsweek, Dillon Media Trends Report, IBISWorld and Smallbiztrends.com data

6. Other Services include grooming, boarding, training, pet sitting, pet exercise, miscellaneous

7. Pet insurance figures are included in Veterinary Care

2013-2014 APPA National Pet Owners Survey Statistics: Pet Ownership & Annual Expenses

- According to the 2013-2014 APPA National Pet Owners Survey, 68% of U.S. households own a pet, which equates to 82.5 millions homes
- In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet.

Breakdown of pet ownership in the U.S. according to the 2013-2014 APPA National Pet Owners Survey

Number of U.S. Households that Own a Pet (millions)

Bird	6.9
Cat	45.3
Dog	56.7
Horse	2.8
Freshwater Fish	14.3
Saltwater Fish	1.8
Reptile	5.6
Small Animal	6.9

Total Number of Pets Owned in the U.S. (millions)

Bird	20.6
Cat	95.6
Dog	83.3
Horse	8.3
Freshwater Fish	145.0
Saltwater Fish	13.6
Reptile	11.5
Small Animal	18.1

According to the 2013-2014 APPA National Pet Owners Survey, basic annual expenses for dog and cat owners in dollars include:

	Dogs	Cats
Surgical Vet Visits	$621	$382
Routine Vet	$231	$193
Food	$239	$203
Food Treats	$65	$36
Kennel Boarding	$327	$337
Vitamins	$64	$77
Groomer/Grooming Aids	$61	$20
Toys	$41	$23

**Note: APPA does not ask Survey Participants how much in total they spend on their dog or cats annually. The expenses listed above are not all inclusive and each category was asked separately of the survey participant.

Twitter-worthy stats

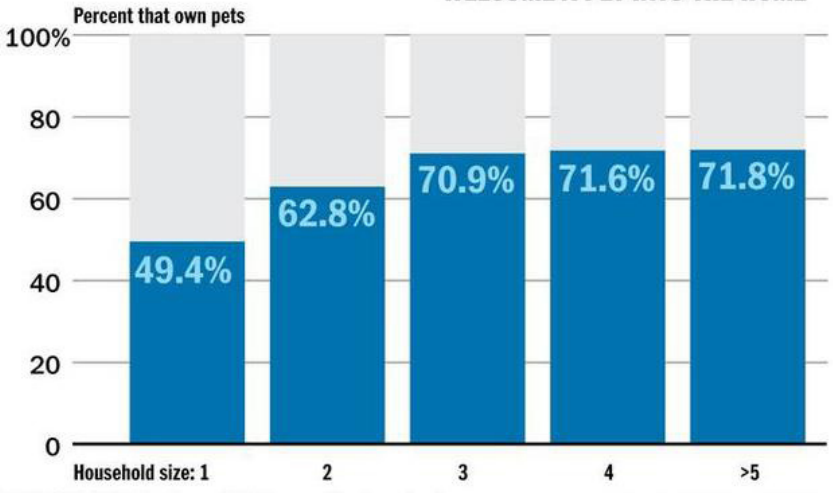
32% of dog owners take their pets with them in the car when they are away for two or more nights Tweet

	Pet Owner	No Pet	Don't know	Have a Dog	Have a Cat
	%	%	%	%	%
All adults	57	43	*=100	39	23
Men	56	44	*=100	40	21
Women	57	43	*=100	39	24
Race/Ethnicity*					
White	64	36	0=100	45	27
Black	30	70	0=100	20	9
Hispanic	39	61	0=100	26	11
18-29	58	42	0=100	40	23
30-49	64	36	*=100	45	25
50-64	57	43	0=100	40	23
65+	41	59	0=100	26	18
Family Income					
$100,000 or more	69	31	0=100	50	26
$50,000 to $99,999	62	38	0=100	44	24
$30,000 to $49,999	60	40	0=100	42	22
Less than $30,000	45	55	0=100	29	20
Urban	51	49	0=100	33	21
Suburban	57	43	*=100	39	24
Rural	65	35	0=100	51	23

*Whites include only non-Hispanic whites. Hispanics are of any race. Interviews conducted in English and Spanish.

Part of the family

STUDIES SHOW FAMILIES WITH CHILDREN ARE MORE LIKELY TO WELCOME A PET INTO THE HOME



SOURCE: 2012 U.S. Pet Ownership & Demographics Sourcebook

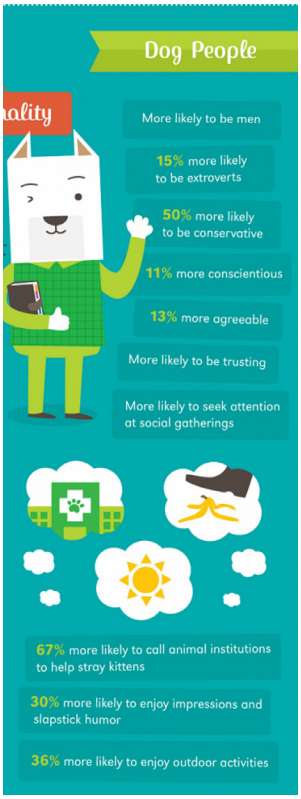
DESERET NEWS GRAPHIC

Pet Owners in The U.S.

The American Veterinary Medical Association recent survey record states that the pet ownership has increased by 2.1% from the previous year. With the highest records of 72.9 million U.S. households owing dogs and cats, the increased pet ownership has also remarkably boosted pet care supplies market.

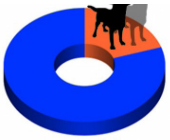
Total Number of Pets Owned in the U.S.

Dog 83.3 millions

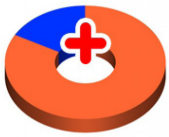


47%
Households own at least one dog

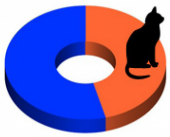
70%
Owners with one dog



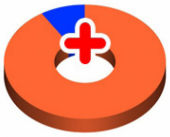
20%
Owners with two dog



83%
Owned dogs who are spayed or neutered



70%
Owners with one cat



20%
Owned cats who are spayed or neutered

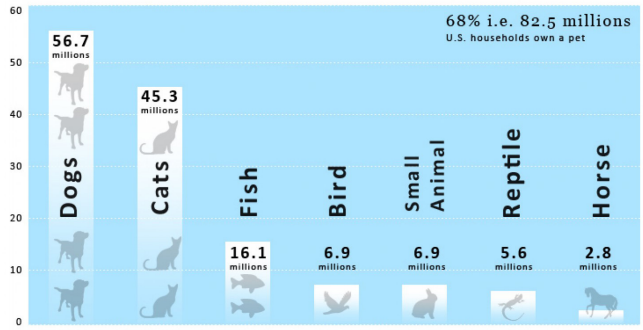
1.47 Average number of owned dogs per household
20% of owned dogs who were adopted from animal shelters
$231 Average annual amount spent by dog owners on veterinary visits

2.11 Average number of owned cats per household
26% of owned cats who were adopted from animal shelters
$193 Average annual amount spent by cat owners on veterinary visits

Sources: American Pet Product Association, The Huamn Society Of The United States

BudgetPetCare.com

Number of U.S. Households that Own a Pet



PET SITTING 2011-2012

What you need to know about the industry.

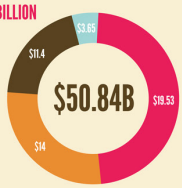
62% OF U.S. HOUSEHOLDS OWN A PET

Total # of pets owned in the U.S.

- 16.2M
- 86.4M
- 78.2M
- 160M

IN 2011 AN ESTIMATED $50.84 BILLION WILL BE SPENT ON PETS.

- Food
- Vet care
- Supplies / OTC medical
- Pet services



THE AVERAGE PET SITTER

98.6% Business Independently Owned

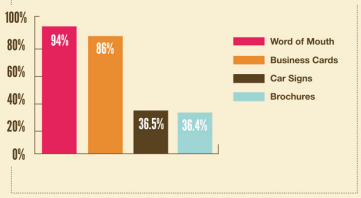
96.0% Service both cats and dogs

AVG. PET SITTER CLIENTS

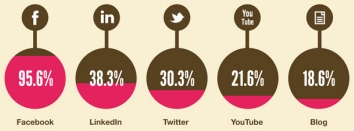
- Married couples or domestic partners
- Ages 35 to 50
- "Pet Parents"

AVERAGE REVENUE $48,635

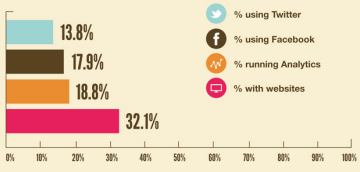
FAVORITE ADVERTISING METHODS



PLANS FOR SOCIAL MEDIA USE



WEBSITE INTEGRATION



Sources

http://www.americanpetproducts.org
http://www.petsit.com
http://www.blackdogeducation.com

Pet Sitter MARKETING
http://www.pet-sitter-marketing.com

SocialNetworking &Man'sBestFriend

- BROUGHT TO YOU BY -

doggyloot
daily deals for your dog

How many dogs do you have?

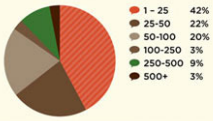
55% 32% 8% 3% 2%

Do you have a Facebook account for your dog(s)?

facebook YES 14%

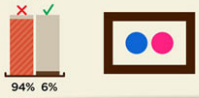
facebook NO 86%

If yes, how many facebook friends does your dog(s) have?

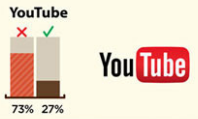


Do you have a twitter account for your dog(s)?

flickr



YouTube



How has social media affected your dog's relationship with the world?

"It hasn't that I know of. Hang on and I'll ask him ... he says it hasn't

"Her cuteness is now global."

"He's very popular on YouTube"

If you had to choose between one of these and your dog, which would you choose? I'D RATHER KEEP...

CELL PHONE	LAPTOP	INTERNET	FACEBOOK
26%	29%	38%	7%

How often do you pick up poop when your dog(s) poop in public places?

EVERY TIME	53%
MOST TIMES	25%
RARELY	9%
NEVER	13%

How much money would you estimate that you spend on your dog(s) each year?

$	$0-$500	19%
$ $	$500-$1,000	35%
$ $ $	$1,000-$2,500	27%
$ $ $ $	$2,500-$5,000	13%
$ $ $ $ $	$5,000-$10,000	5%
$ $ $ $ $ $	$10,000+	1%

Of that amount, what do you spend the most on?

ACCESSORIES	CLOTHING	FOOD & TREATS	VET/HEALTH	OTHER
4%	5%	56%	21%	14%

doggyloot

www.doggyloot.com provides daily deals for your dog at 50%-90% off.

This survey was fielded to 409 Americans through the use of social networks. For complete survey methodology, please email us at info@lab42.com

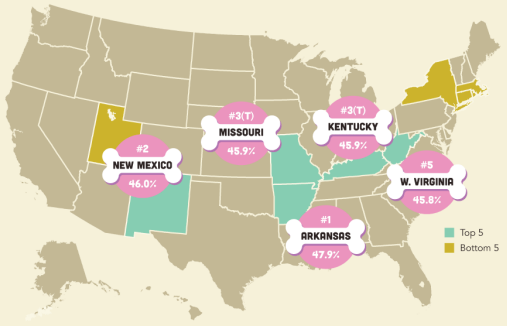
lab42

A HUFFINGTON POST GRAPHIC

WHERE OUR DOGS LIVE

Here are the states where Americans are most likely to own dogs — and in every state there are too many wonderful dogs without owners if you can consider adoption.

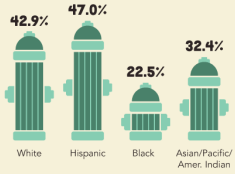
TOP 5 AND BOTTOM 5 STATES BY DOG OWNERSHIP RATE



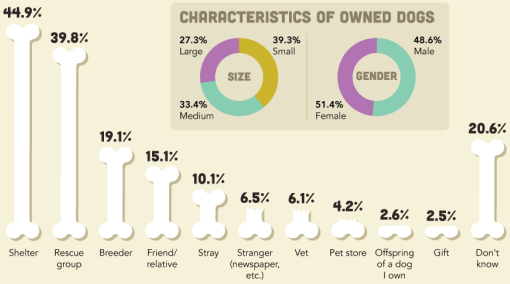
JUST OVER 1 IN 3 AMERICAN HOUSEHOLDS OWN A DOG OR DOGS

67% OF HOUSEHOLDS CONSIDER THEIR DOG TO BE A MEMBER OF THE FAMILY

DOG OWNERSHIP BY RACE AND ETHNICITY



LIKELIEST SOURCE OF ADDING A DOG TO HOUSEHOLD WITHIN THE YEAR



CHARACTERISTICS OF OWNED DOGS

MOST POPULAR BREEDS

MOST POPULAR NAMES

	FEMALE	MALE
1	Bella	Max
2	Daisy	Buddy
3	Lucy	Charlie
4	Molly	Rocky
5	Lola	Cooper
6	Sophie	Bear
7	Sadie	Bentley
8	Chloe	Duke
9	Coco	Jack
10	Maggie	Toby

Source: American Veterinary Medical Association, "U.S. Pet Ownership and Demographics Source Book, 2012 Edition," American Kennel Club, Vetstreet
Illustrations: iStock and Huffington Post

THE HUFFINGTON POST

DATA FINDINGS

Findings:

- There is definetly a market for this app considering almost 60 million households in the U.S. have a dog.

- People with families are more likely to have dogs - make the app family/kid friendly

- A majority of dog owners are white adults with a majority being 30-49 years old

- $230 million is spent on veterinarian visits, so including info about veterinarians/ reviews, etc would be benefificla

- Nearly 70 billion spend on pets in the United States which means people are willing to spend money on their pets/dogs

—since dog ownership is expensive people are looking for deals, coupons, etc.

- More dog owners are male and are conservative

- Pet sitters rely on word of mouth to grow business and also rely on social media platforms, especially Facebook

Data Research Results:

Based on the data it appears most dog owners are willing to spend the money, time, and effort to anything that will benefit themselves and their dog. Whether it is buying dog treats, going to veterinarians, etc., there is an abundant amount of money in this industry. A large focus of the app should focus on finding dog owners the best deals, reviews, and information they can use to spend their money wisely. Dog owners are also more likely to have a family or be somewhat older, around 30-50 years old. While this does appear to be the age range most people have a dog, I think the data shows there is a large variety of age, gender, ethnicity , so specifically targeting one audience won't suffice. I need to target simply "dog-people" or "dog-owners" rather than just a specific demographic.

USER ONE

NAME
Rick Roos

AGE
59 YRS.

GENDER
Male

JOB
Small Business Owner

RESIDENCE
Branford, CT

EDUCATION
BS.BA U. Denver

DEVICE
iPhone 5

INTERVIEW QUESTIONS

1. Do you own, have you owned, or do you plan on owning a dog? Yes

2. What were your initial impressions of the app concept? Could be a good spot to get information and find other people with the same interests.

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? Meeting other people with the same breed of dogs.

4. What features do you think would benefit you (the dog owner) the most? Finding dog freindly areas, especiialy dog parks.

5. Are there any other features would you suggest be incorporated in the app? Go on the app and post when you are going to teh park that day so other people can see what time your going. (send notifications - from freinds/people you meet)

6. Are there any other features would you suggest NOT be incorporated in the app? Puppy playdates.. maybe just a section for new dog owners introductions.

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Word of mouth for training, store information. The vet usually has the information organized.

8. Would you download this app? If yes, would you use it on a regular basis? More than likely.

9. Would you recommend this app to friends, family, etc? Yes

RATE: 3 MAIN FOCUSES
(On a scale of 1-10)

Utility: Does the user perceive the functions in the system as useful and fit for the purpose?

Value: Is the system important to me? What is its value for me?

Stimulation: Does the system give me inspiration? Or wow experiences?

USER TWO

NAME
Julie Petrillo

AGE
16 YRS.

GENDER
Female

JOB
Student

RESIDENCE
Orange,CT

EDUCATION
Amity High School

DEVICE
iPhone 5s

INTERVIEW QUESTIONS

1. Do you own, have you owned, or do you plan on owning a dog? Yes, my family has a dog.

2. What were your initial impressions of the app concept? Neat.

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? GPS Part (tracking your walk, finding lost dog)

4. What features do you think would benefit you (the dog owner) the most? Keep a log of how much you've walked.

5. Are there any other features would you suggest be incorporated in the app? Maybe favoriting trails you've been on. Ranking system of trails you've walked. Look at care.com thing about creating a profile, except do it for dogs.

6. Are there any other features would you suggest NOT be incorporated in the app? No.

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Google, youtube, friends

8. Would you download this app? If yes, would you use it on a regular basis? Yes

9. Would you recommend this app to friends, family, etc? Yes

RATE: 3 MAIN FOCUSES

(On a scale of 1-10)

Utility: Does the user perceive the functions in the system as useful and fit for the purpose?

Value: Is the system important to me? What is its value for me?

Stimulation: Does the system give me inspiration? Or wow experiences?

USER THREE

NAME
Katrina Puffer

AGE
24 YRS.

GENDER
Female

JOB
Laboratory Scientist

RESIDENCE
Somerville, MA

EDUCATION
BA Skidmore C.

DEVICE
iPhone 5c

INTERVIEW QUESTIONS

1. Do you own, have you owned, or do you plan on owning a dog? I used to own a dog, but plan on getting one in the near future.

2. What were your initial impressions of the app concept? Seems pretty cool. Arent there other apps simliar to this that exist already?

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? Finding people with simlilar breeds/size.

4. What features do you think would benefit you (the dog owner) the most? Meeting people with simlimar dogs.

5. Are there any other features would you suggest be incorporated in the app? Meet people by making custom profiles. Profile matching based on dogs temperment, personality, playfullness, cuddle, neutered, age,

6. Are there any other features would you suggest NOT be incorporated in the app? I don't know

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Google

8. Would you download this app? If yes, would you use it on a regular basis? No, I don't have a dog right now.

9. Would you recommend this app to friends, family, etc? If they have dogs.

RATE: 3 MAIN FOCUSES

(On a scale of 1-10)

Utility: Does the user perceive the functions in the system as useful and fit for the purpose?

Value: Is the system important to me? What is its value for me?

Stimulation: Does the system give me inspiration? Or wow experiences?

USER FOUR

NAME
Derek Zhang

AGE
31 YRS.

GENDER
Male

JOB
Project Manager

RESIDENCE
New Haven, CT

EDUCATION
Southern Conn. St. U.

DEVICE
iPhone 6

INTERVIEW QUESTIONS

1. Do you own, have you owned, or do you plan on owning a dog? Maybe in the future

2. What were your initial impressions of the app concept? Good idea.

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? Dog sitter reviews and gps tracking of walk

4. What features do you think would benefit you (the dog owner) the most? Dog reviews and gps

5. Are there any other features would you suggest be incorporated in the app? Discussions board or separate thing about food products, treats, etc.

6. Are there any other features would you suggest NOT be incorporated in the app? No.

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Google

8. Would you download this app? If yes, would you use it on a regular basis? Yes.

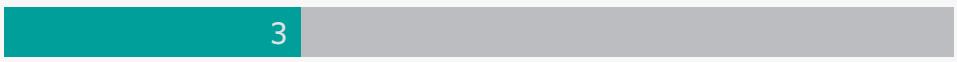
9. Would you recommend this app to friends, family, etc? Yes.

RATE: 3 MAIN FOCUSES

(On a scale of 1-10)

Utility: Does the user perceive the functions in the system as useful and fit for the purpose?

Value: Is the system important to me? What is its value for me?



Stimulation: Does the system give me inspiration? Or wow experiences?

ONLINE SURVEY

*Note: 24 online surveys completed (only showing 6)

Online Survey #1

1. Do you own, have you owned, or do you plan on owning a dog? Yes, Old English Bulldog

2. What were your initial impressions of the app concept? I believe the concept of the app is successful and as a dog owner I think this application would be useful.

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? I like the idea of meeting up with other dog owners the best. It is not only a way to excercise for you and your dog, but also interact with others and build new friendships

4. What features do you think would benefit you (the dog owner) the most? I like the idea of the dog GPS tracker. I think this is important to your dogs health and would be helpful to know how long it is you walked, whether it is not enough exercise for your dog, or possibly to much.

5. Are there any other features would you suggest be incorporated in the app? Maybe have dog diets and things like that to get your dog in to shape.

6. Are there any other features would you suggest NOT be incorporated in the app? not that I can think of

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Usually just research online

8. Would you download this app? If yes, would you use it on a regular basis? Yes I would, only use it when I plan to walk my dog or have any questions which could be daily.

9. Would you recommend this app to friends, family, etc? Yes.

Online Survey #2

1. Do you own, have you owned, or do you plan on owning a dog? Yes, one yellow lab and one golden retriever

2. What were your initial impressions of the app concept? I think that this app is a great idea

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? outdoor activities with other pet owners and their pets

4. What features do you think would benefit you (the dog owner) the most? outdoor activities with other pet owners and their pets

5. Are there any other features would you suggest be incorporated in the app? I don't think so.

6. Are there any other features would you suggest NOT be incorporated in the app? no

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Online or the vet

8. Would you download this app? If yes, would you use it on a regular basis? yes!.

9. Would you recommend this app to friends, family, etc? yes, especially to other pet owners

Online Survey #3

1. Do you own, have you owned, or do you plan on owning a dog? I am planning to own one, a pug

2. What were your initial impressions of the app concept? Its interesting, and different.

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? meeting with other people.

4. What features do you think would benefit you (the dog owner) the most? pet sitters, meet up with other dog owners

5. Are there any other features would you suggest be incorporated in the app? no

6. Are there any other features would you suggest NOT be incorporated in the app? no

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Online

8. Would you download this app? If yes, would you use it on a regular basis? Yes, if I had a dog, I would probably use it weekly

9. Would you recommend this app to friends, family, etc? Yes.

Online Survey #4

1. Do you own, have you owned, or do you plan on owning a dog? I owned a black lab for about 14 years.

2. What were your initial impressions of the app concept? I like the tips and Q+A portion. I am also really interested by the idea of a digital/interactive dog training.

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? I thought the training portion was a great idea. Could help a lot of people, especially first time dog owners.

4. What features do you think would benefit you (the dog owner) the most? Q+A, tips and tricks, or anything that has to do with daily/medical care.

5. Are there any other features would you suggest be incorporated in the app? Definitely expand on the training portion...it is something that every dog owner needs and could serve as an extremely educational source. Whether it be tips and tricks or an open forum guided by user suggestion, I think this could be the strongest and most useful feature of your app.

6. Are there any other features would you suggest NOT be incorporated in the app? Pictures could get a little bit ridiculous...too many pet fanatics out there that would completely consume the newsfeed with generic pet selfies...Could get old/annoying real quick.

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? I would google or inquire help from another dog owner that I could trust.

8. Would you download this app? If yes, would you use it on a regular basis? Not now since I do not have a dog, but if I did I would definitely consider it.

9. Would you recommend this app to friends, family, etc? For sure. I know a handful of dog owners off the top of my head that would really love this idea.

Online Survey #5

1. Do you own, have you owned, or do you plan on owning a dog? I used to have a big chocolate lab.

2. What were your initial impressions of the app concept? I think it's very interesting and original!

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? Meeting up with other dog owners

4. What features do you think would benefit you (the dog owner) the most? Where to find local dog parks

5. Are there any other features would you suggest be incorporated in the app? There should be a section where you can find perks for your dog such as sales at local pet stores or outdoor events where you could bring your dog!

6. Are there any other features would you suggest NOT be incorporated in the app? no

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Google

8. Would you download this app? If yes, would you use it on a regular basis? No because I don't have a dog

9. Would you recommend this app to friends, family, etc? Yes!!

Online Survey #6

1. Do you own, have you owned, or do you plan on owning a dog? Never owned a dog, but I would like to in the future..

2. What were your initial impressions of the app concept? The concept for the app is a good idea and very helpful to dog owners

3. What features from the concept drew your attention the most (ex. discussion boards, meetups, vet info)? Being able to communicate with other dog owners would be helpful

4. What features do you think would benefit you (the dog owner) the most? The health feature, so that I would know what would be the healthiest things to feed my dog

5. Are there any other features would you suggest be incorporated in the app? No

6. Are there any other features would you suggest NOT be incorporated in the app? no

7. How would you normally find answers (get tips on training, health questions, etc), meet other dog owners, oraganize vet info (shots, appointments,etc)? Google

8. Would you download this app? If yes, would you use it on a regular basis?If I had a dog

9. Would you recommend this app to friends, family, etc? Yes

USER FINDINGS

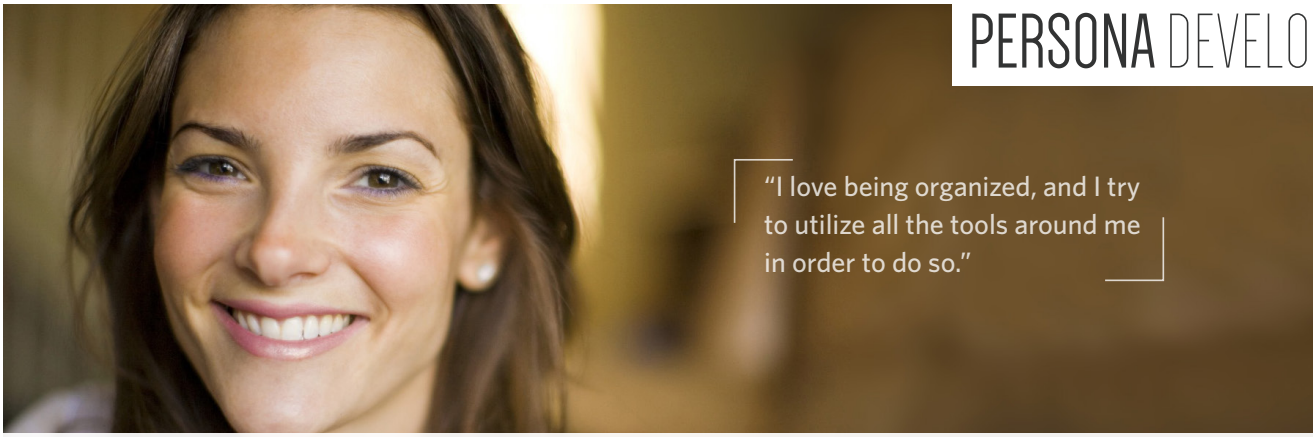
Findings:

- Almost all users either own a dog currently or plan on owning a dog in the future
- A majority of users claimed they liked the idea of meetups with other dog owners or owners who have the same type of breed (a large focus should be put on this section becuse most people referred to this when asked which features they would use)
- Many dog owners spend a lot of money on their dogs, so they would want to use the app to find deals or coupons to use in their local stores.
- Almost all users said they would use google to find answers to their questions or find information about thier dog --- Question: Can and will the app replace an owner's desire to use google?How can I make them want to use the app instead?
- Users expressed an interest in expanding on the training section. Some suggestions included using more video tutorials and reaching/setting goals.
- Users who own a dog currently suggested to include a feature in the health section to find the heathiest dog food.

Data Research Results:

This survey provided a great deal of information into not only what features dog owners would use or not use, but also into how they find information or answers to their questions. Based off the surveys, it is evident that people are willing to spend money on their dogs and would download this app for its usefulness and range of features. Also, a large majority of users claimed they would like to utilize the meetup section to become more active as well as meet other people to form new relationships. As most dog owners are active people, many users also suggested they would use the GPS tracking to keep track of, share, and manage their exercise habits. Users expressed a high interest in the dog-training section in which they liked the ida of watching videos/tutorials. Overall, the responses on the survey proved to be very positive and all user said they would download and use the app on a regular basis (if they have a dog) and would also suggest it to friends and/or family.

PERSONA DEVELOPMENT



SAM YOUNG

KIND | FRIENDLY | HAPPY

AGE: 38 YRS.
GENDER: FEMALE
RACE: WHITE
STATUS: MARRIED
RELIGION: N/A

RESIDENCE: CHARLESTON, SC
JOB: PART-TIME TEACHERS AIDE
EDUCATION: B.ED. U. OF VIRGINIA
INCOME: 20,000
LANGUAGE: ENGLISH

BIO

Samantha "Sam" is a married, mother of two kids, ages 8 and 6, who now live in Charleston, South Carolina with her family. With her husband receiving a raise to be relocated to Charleston, Sam's family is new to the area. Her kids now attend a new school, and Sam is looking to meet new friends in the local community. Despite her husband earning good money, Sam recently got a job at the local elementary school where she works part-time during the school week as a teacher's aide. Her young family lives and active lifestyle where they frequently visit the beach, play in their backyard, and have recently became more active in local community. She is an extremely outgoing individual, who enjoys the company of others, and meeting other young families. She is also a very organized person, maintaining structure and a tight schedule for herself, her kids, and husband.

DEVICES & PLATFORMS

2 HR/DAY
IPHONE

1.5 HR/DAY
IPAD

GOALS & MOTIVATIONS

- Have kids succeed
- Volunteer more
- Teach full-time
- Meet new friends
- More family time
-

LIKES

- Social gatherings
- Community events
- Cooking
- Daily walks
- Organized schedule
- Being in the company of others

DISLIKES

- Sitting inside
- Being alone
- Getting off task
- Bad weather
- Forgetfulness
- Sleeping in late

TECHNOLOGY ABILITIES

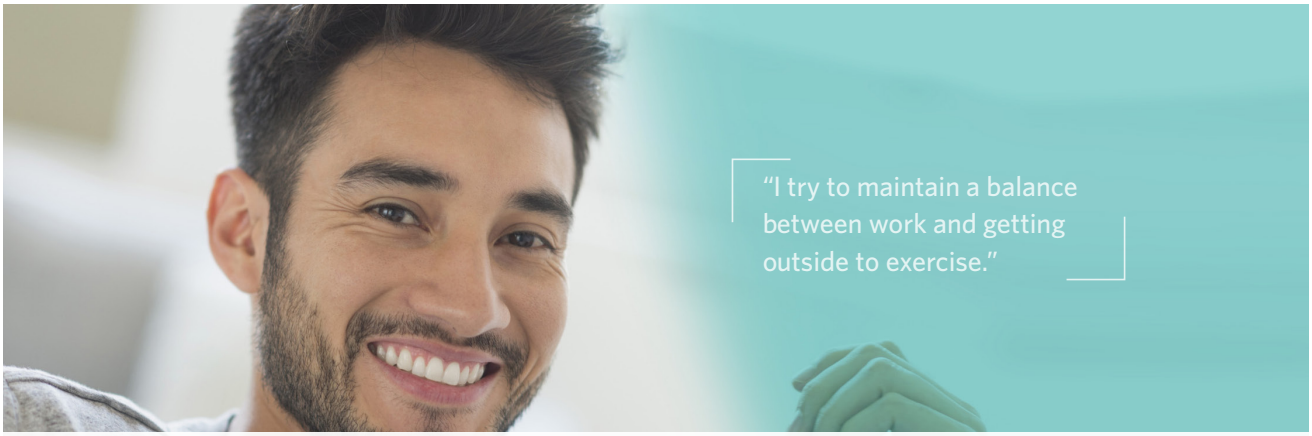
MOBILE/TABLET 68%
LAPTOP/DESKTOP 42%
SOFTWARE 8%
SOCIAL MEDIA 34%
IT & INTERNET 12%

BIG 5 PERSONALITY TEST

EXTRAVERSION 88%
OPENNESS TO EXPERIENCE 80%
AGREEABLENESS 90%
NEUROTICISM 12%
CONSCIENTIOUSNESS 85%

APP USE

READS REVIEWS	✓
WRITES REVIEWS	✓
CHECKS WEATHER	✓
RESEARCH INFO.	✗
DEALS/COUPONS	✓
SOCIAL MEDIA	✗
NEWS & TRENDS	✓
CALL/TEXT	✓
EMAIL	✓



NICK MARTINEZ

MOTIVATED | ENERGETIC | FRIENDLY

AGE: 27 YRS.
GENDER: MALE
RACE: HISPANIC
STATUS: SINGLE
RELIGION: N/A

RESIDENCE: SAN DIEGO, CA
JOB: FULL-TIME ENGINEER
EDUCATION: B.E. UCLA
M.E. UCLA
INCOME: 80,000
LANGUAGE: SPANISH/ENGLISH

BIO

Nick has been living on the west coast his entire life. Coming from a big family, Nick wanted to say close to home when he attended college. He landed at UCLA where he earned both his bachelors and masters of engineering. As an engineer, Nick works full time at a new startup company where he is a "general engineer". When not working, Nick is exploring his native San Diego. He is frequently visiting his family, who lives a few minutes down the road from his condo, exercising at the local park, or hanging out at the local beach. He lives an active lifestyle where he is often running, biking, or taking a walk with his dog. While Nick does have some friends, he spends most of his time with his dog, or at his family's house. He is open to new experiences, getting outside more, and is often going out to bars on the weekend in the hopes of getting a girlfriend.

DEVICES & PLATFORMS

1 HR/DAY
IPHONE

.5 HR/DAY
IPAD

6 HR/DAY
PC

GOALS & MOTIVATIONS

- Buy house
- Get married
- Earn raise
- Travel more
- Learn new skills
- Pay-off loans

LIKES

- Sleeping-in
- Set work schedule
- Taking naps
- New technology
- Eating out
- Weekend trips

DISLIKES

- Cooking
- Cleaning
- Slow internet
- Coworkers
- Costly rent
- Messy living

TECHNOLOGY ABILITIES

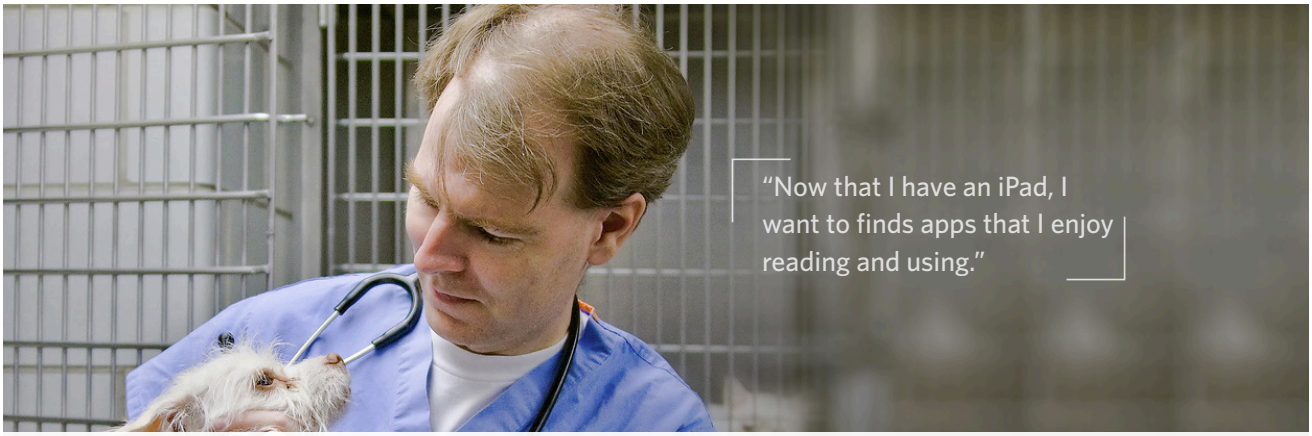
MOBILE/TABLET 80%
LAPTOP/DESKTOP 92%
SOFTWARE 83%
SOCIAL MEDIA 56%
IT & INTERNET 76%

BIG 5 PERSONALITY TEST

EXTRAVERSION 75%
OPENNESS TO EXPERIENCE 50%
AGREEABLENESS 55%
NEUROTICISM 33%
CONSCIENTIOUSNESS 60%

APP USE

READS REVIEWS	✗
WRITES REVIEWS	✗
CHECKS WEATHER	✗
RESEARCH INFO.	✓
DEALS/COUPONS	✗
SOCIAL MEDIA	✓
NEWS & TRENDS	✓
CALL/TEXT	✓
EMAIL	✓



JEFF MOORE

QUIET | DIGILENT | CALM

AGE: 48 YRS.
GENDER: MALE
RACE: WHITE
STATUS: MARRIED
RELIGION: N/A

RESIDENCE: ALBANY, NY
JOB: FULL-TIME VETERINARIAN
EDUCATION: B.A.S. ALBANY-SUNY
INCOME: 85,000
LANGUAGE: ENGLISH

BIO

Living in Albany, Jeff has found himself a steady job, loving wife, and nice home. As a veterinarian Jeff spends more time around animals than people, and he wants to keep it that way. While he deals with pet owners on a daily basis, he finds it to be very taxing to deal with social encounters. Jeff is passionate about his job and lifestyle.While he does not have kids, he and his wife own two dogs and a cat. He is an avid reader, and finds enjoyment by going on long hikes with his wife and dogs. Jeff prides himself on the knowledge he has learned over many years of experience in the veterinarian field. He is open to teaching and educating not only his coworkers, but also dog owners and his local community about the benefits, problems, and tips of pet owning. Jeff has a low key, reserved personality and enjoys getting alone time to read and do other activities around the house.

DEVICES & PLATFORMS

.2 HR/DAY
ANDROID

1 HR/DAY
IPAD

2 HR/DAY
PC

GOALS & MOTIVATIONS

- Write for publication
- Save money
- Participate in marathon
- Provide for children
- Teach others
- Educate public

LIKES

- Reading
- Helping others
- Learning technology
- Hiking
- Alone time
- Deadlines

DISLIKES

- Social Events
- Mismanaging money
- Big crowds
- Dishonesty
- Disorganization
- Loud people

TECHNOLOGY ABILITIES

MOBILE/TABLET 35%
LAPTOP/DESKTOP 55%
SOFTWARE 27%
SOCIAL MEDIA 10%
IT & INTERNET 30%

BIG 5 PERSONALITY TEST

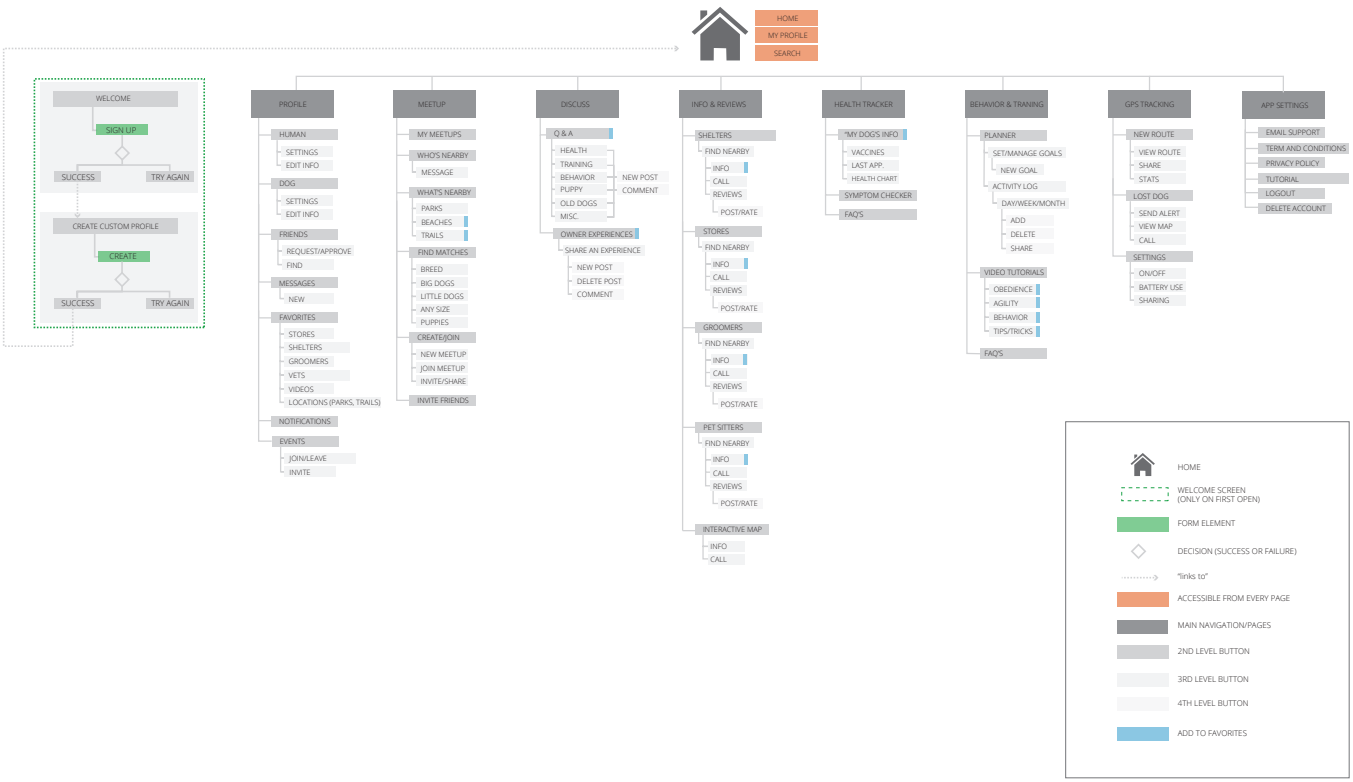
EXTRAVERSION 45%
OPENNESS TO EXPERIENCE 42%
AGREEABLENESS 75%
NEUROTICISM 52%
CONSCIENTIOUSNESS 86%

APP USE

READS REVIEWS	✓
WRITES REVIEWS	✓
CHECKS WEATHER	✓
RESEARCH INFO.	✓
DEALS/COUPONS	✗
SOCIAL MEDIA	✗
NEWS & TRENDS	✗
CALL/TEXT	✗
EMAIL	✓

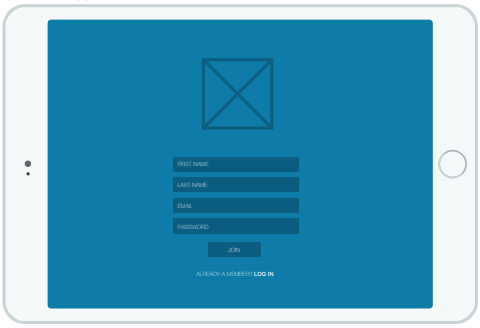
INFO ARCH

INFORMATION ARCHITECTURE
VERSION 1
DAKOTA ROOS
IPAD APP



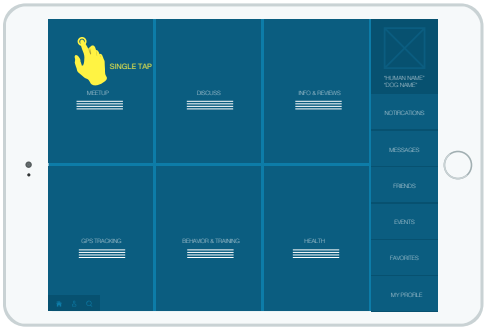
WIREFRAMES V-I

WELCOME

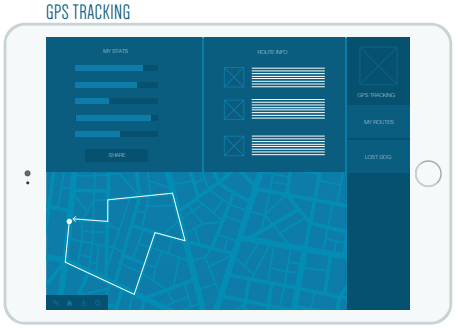


CUSTOM PROFILE

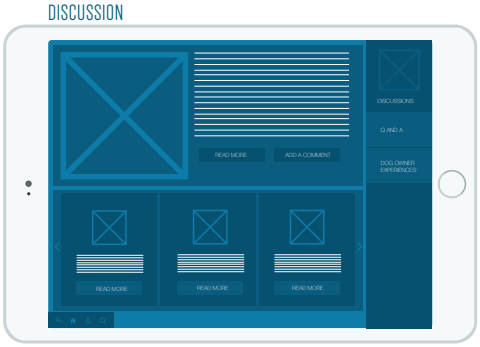
HOME



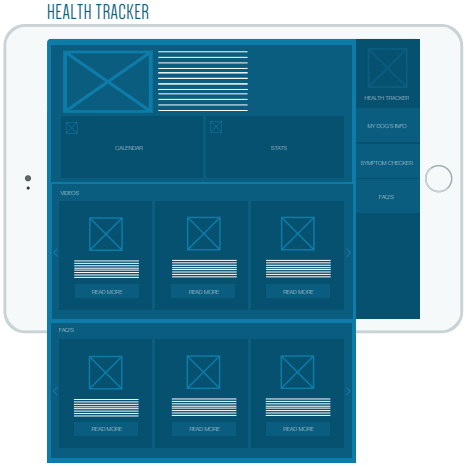
GPS TRACKING



DISCUSSION



HEALTH TRACKER



Paper Prototyping Results:

I found that my users were getting confused with the navigation changing on each page. They suggested I keep one navigation bar the same on each page, while adding a separate bar with the navigation for each specific section/category.

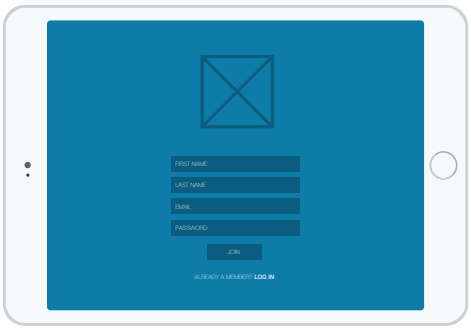
I also found that my users preferred the navigation on the left side of the screen as oppsed to the right where I orginally had it.

Users also stated they wanted an easier to find “back” button. Maybe something integrated into the main navigation as opposed to one the bottom corners of the app.

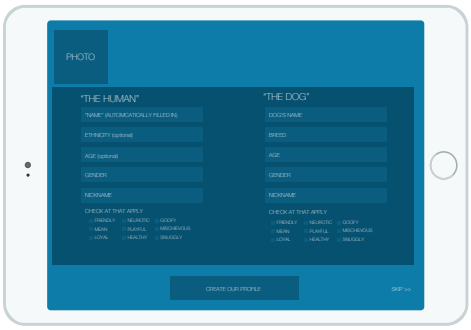
The discussion page confused users in that they didn;t understand the Q and A and how it differed from the discussion boards. Most users suggested that everything be consolidated into one page.

WIREFRAMES V-2

WELCOME

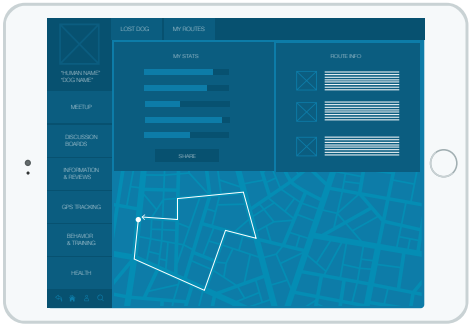


CUSTOM PROFILE

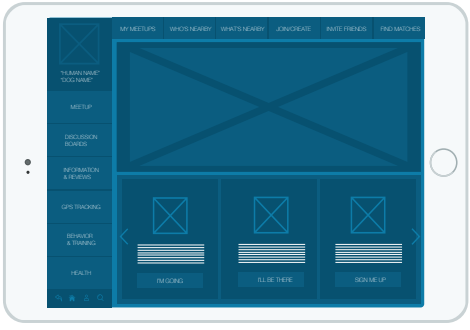


HOME

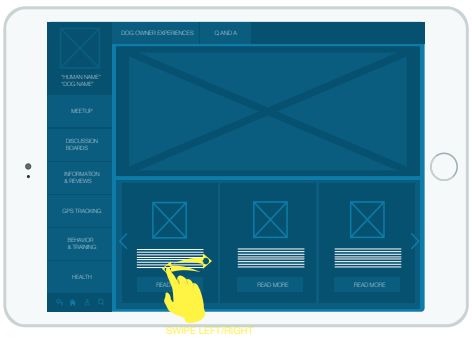
GPS TRACKING



MEETUP/FIND



DISCUSSION



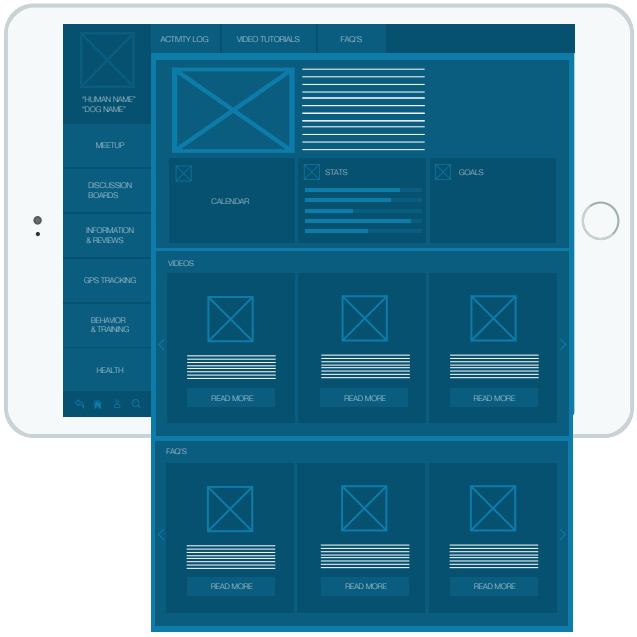
Paper Prototyping #2 Results:

Having changed the original nav, users this time found it much easier to manuever around the app with the fixed navigation on each page. Also, they liked having the separate navigation with more options on the top of the page.

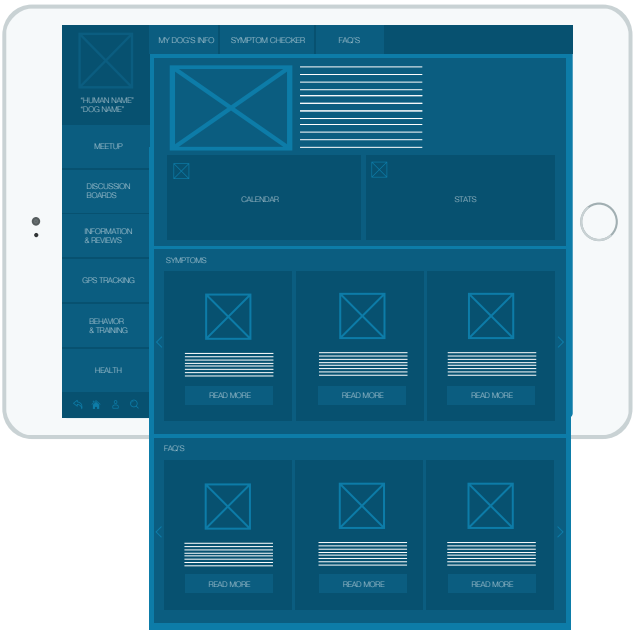
Users of the paper prototype also stated they liked the placement of the "home" "search", "profile" "back" buttons on the main nav bar.

On this wireframe version, users suggested that the information on the home screen not be repeated on the navigation and main screen. Possible solutions may be to remove the navigation all together on this page or change teh content being showed on the home screen.

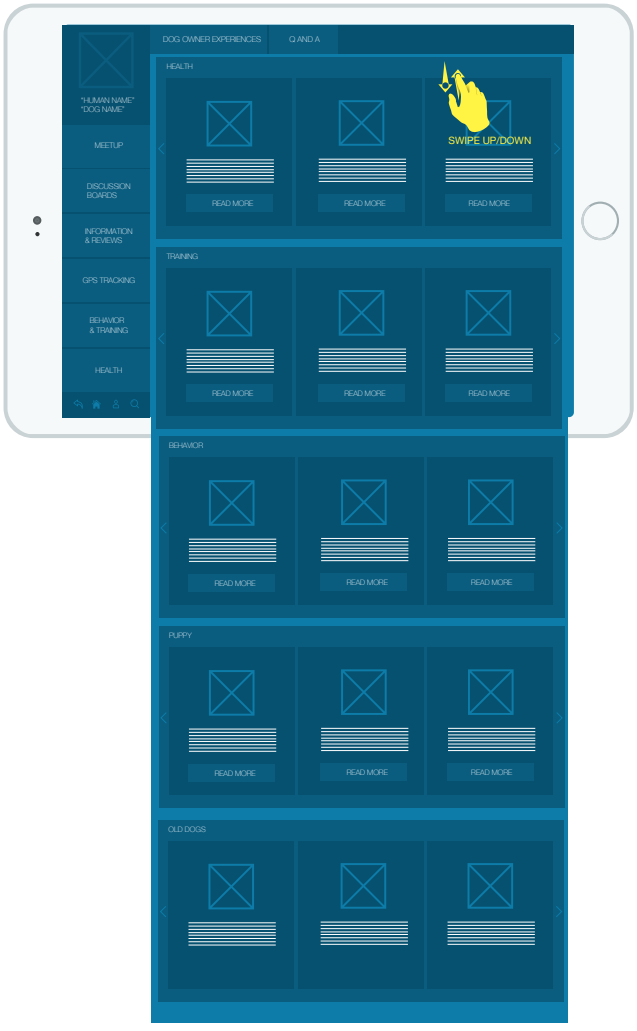
TRAINING/BEHAVIOR



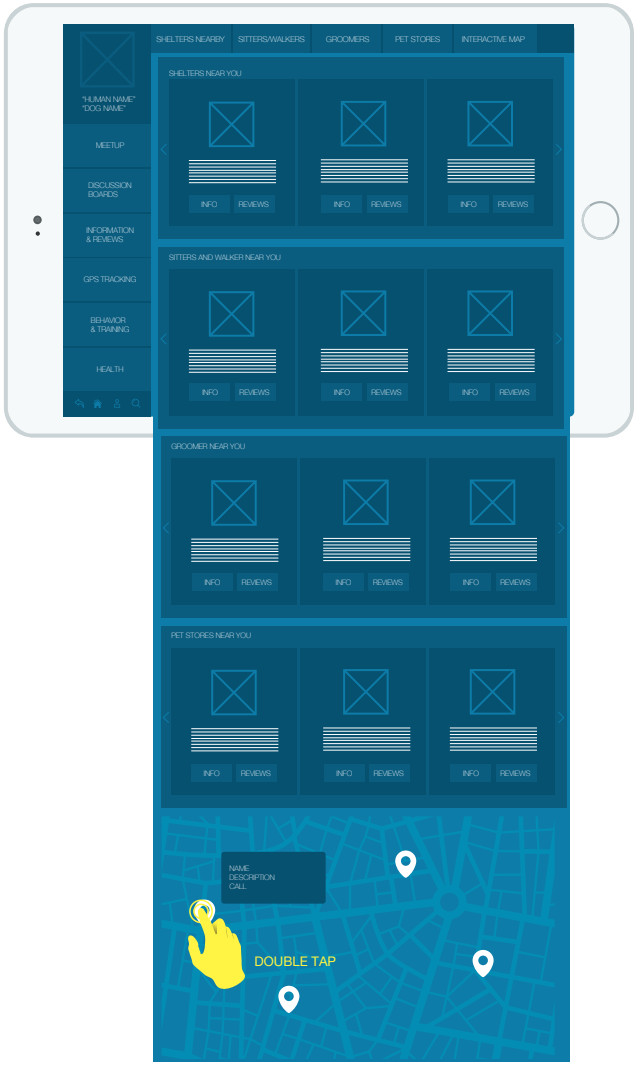
HEALTH TRACKER



Q AND A

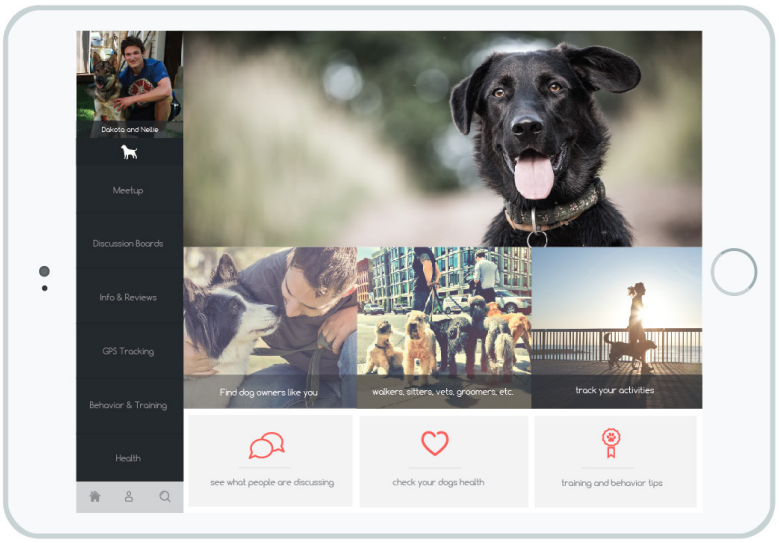


INFO/REVIEWS

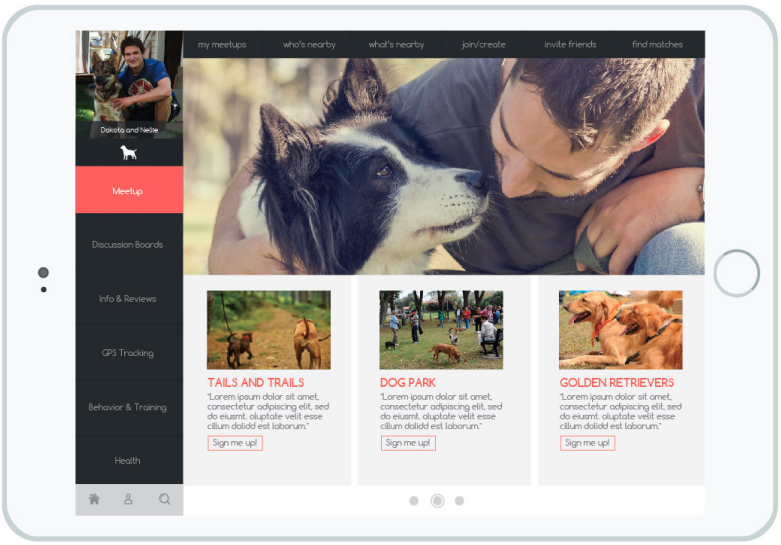


COMP V-1

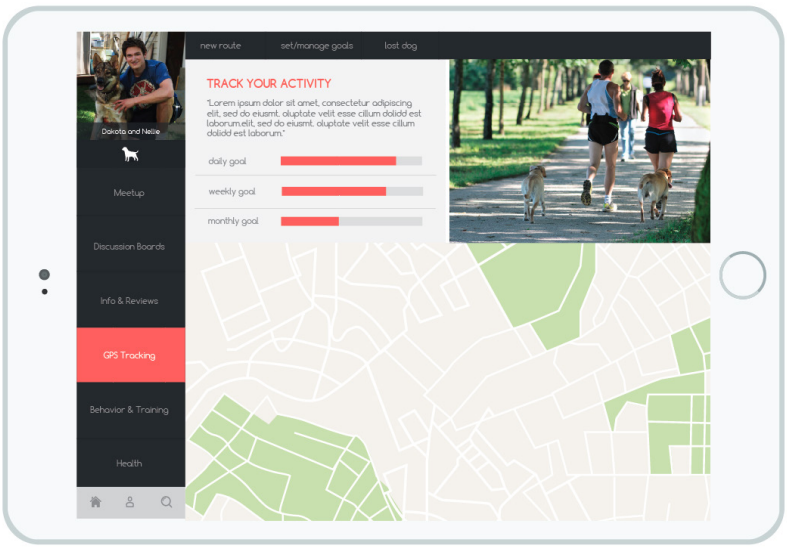
HOME



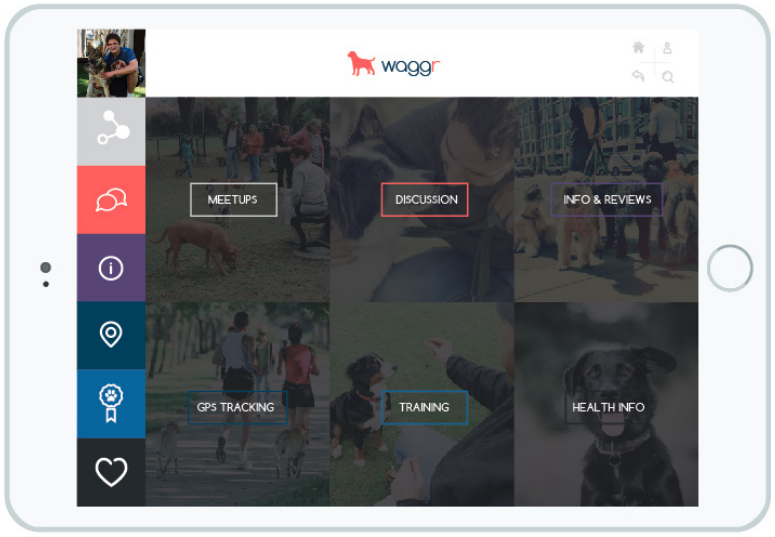
MEETUP



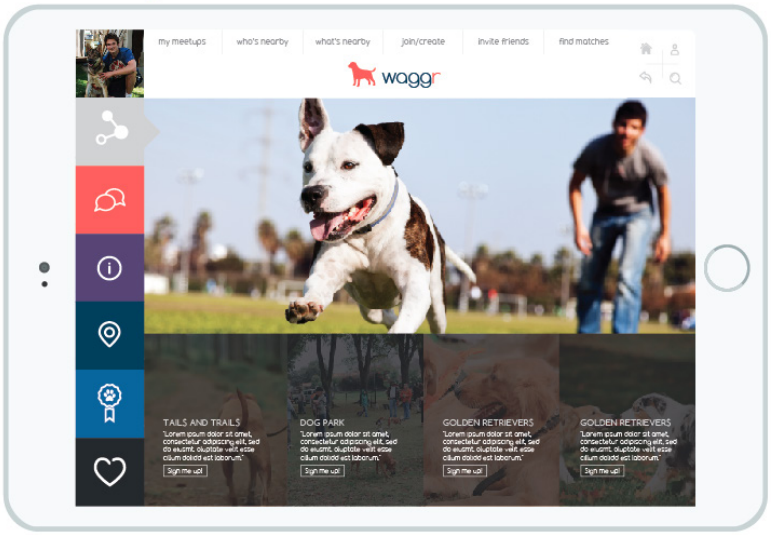
GPS TRACKING



HOME



MEETUP



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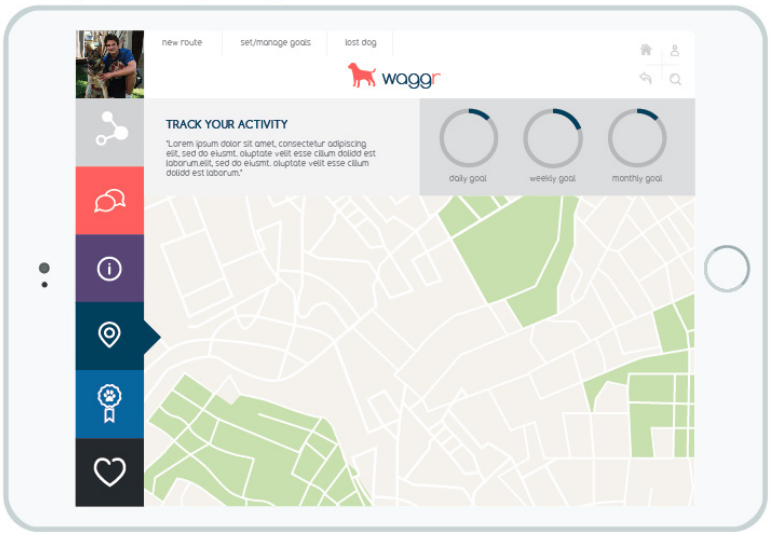


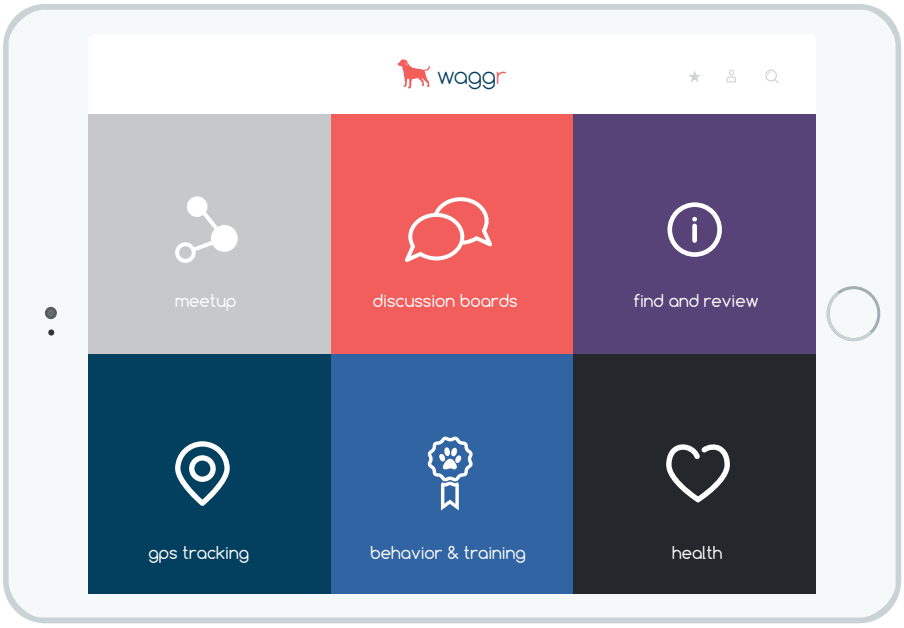
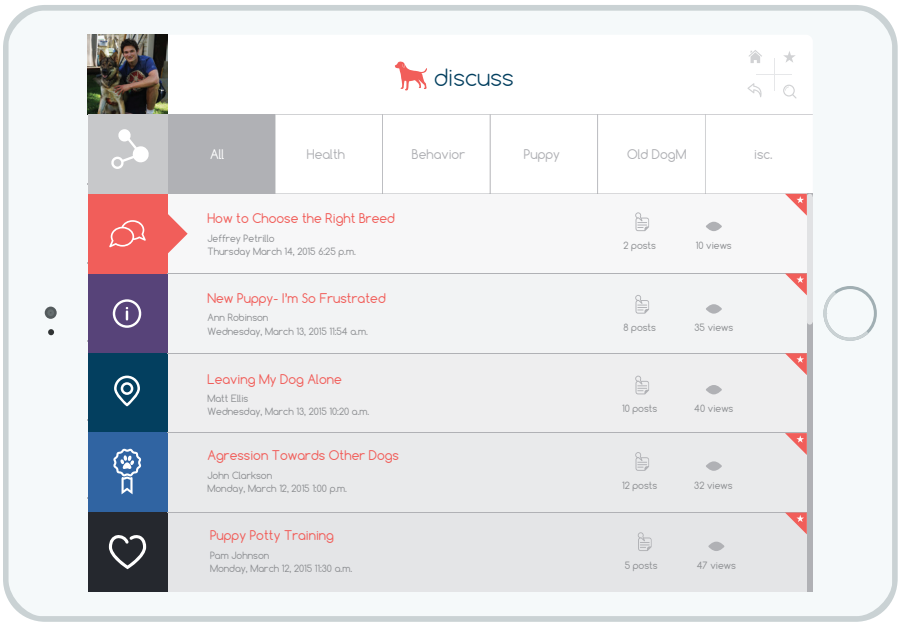
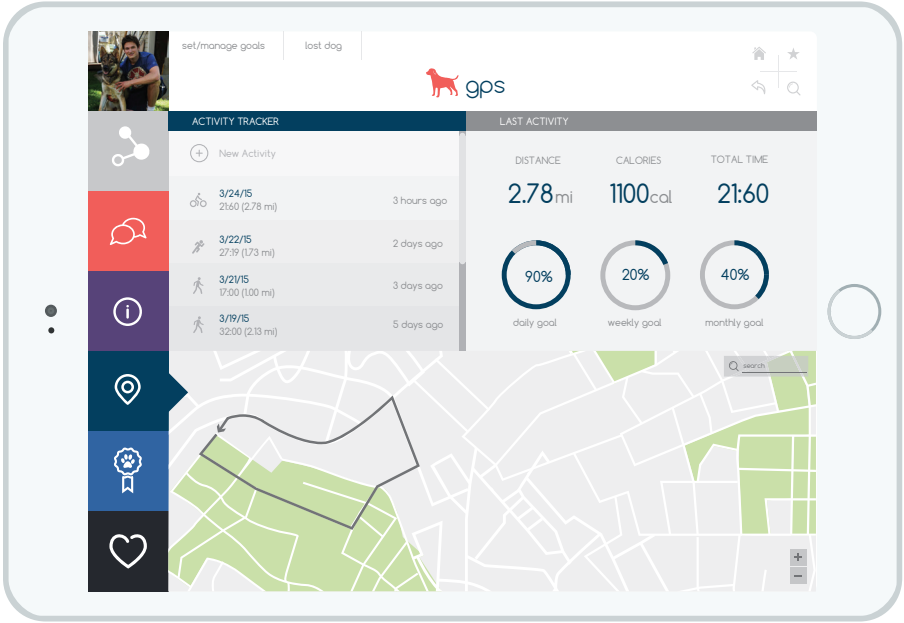
COMP V-2

Comp Feedback:

In comp #2 the homepage navigation feels a little redundant with the side nav plus image buttons. Maybe on this version you don't have the side nav (on the homepage only), but instead put the icons directly over each button label with it's appropriate color as a way to introduce the user to the interior navigation (color/icon).

Introduce the users to the color coordination on the home screen with larger icons and the section title name. Then on the interior pages, the users will know the meaning of each icon on the sidebar navigation.

Instead of navigating through the profile section to get to "my favorites", add a favorites icon and make the users image the link to the profile section.

Keep the dog logo, but replace the text on the top of screen with category/section to reassure user which section they are currently using on the app.

FINAL DESIGN