Part B

The purpose of this survey is to help us make your experience booking a reservation with our Kennel as easy and as conveniently for you as possible. We a looking for a bit of information as to how you would like to make a reservation and why, so that we can accommodate for your needs.

1. How many pets do you have?

🞆 1 pet

🞆 2 pets

🞆 3 pets

🞆 4+ pets

1. What time of pet(s) do you own

🞆 Dogs

🞆 Cats

🞆 Other

1. How many times a year would you use the kennel?  
   🞆 0-2 times

🞆 3-5 times

🞆 6-10 times

🞆 more than 10 times

1. For what reasons would you leave your pet(s) with us?

🞆 Business Travel

🞆 Vacation

🞆 Socializing with other pets

🞆 Other

1. For how long would you board your pet(s) with us?

🞆 Less than a week

🞆 1 week

🞆 2 weeks

🞆 3+ weeks

1. How would you prefer making a reservation with us?

🞆 Computer Online

🞆 Mobile Device Online

🞆 Calling In

1. What is more important to you when choosing a kennel?

🞆 Location

🞆 Price

🞆 Reviews

🞆 Services Offered

🞆 Availability

1. What method(s) of payment do you prefer?

□ Debit Card

□ Credit Card

□ PayPal

□ Other

1. How likely are you to choose our kennel again if we offer discounts for recuring customers?

🞆 More Likely

🞆 Likely

🞆 Neutral

🞆 Unlikely

🞆 More Unlikely

1. How did you find out about our kennel?

🞆 Friend

🞆 Website

🞆 Social Media

🞆 Saw our kennel on the road

🞆 Other (specify)

Part C

1. Price - cultural & political requirement
2. Reliability - performance/operational requirement
3. Usability - operational requirement
4. Privacy - security requirement
5. Availability - operational requirement

Part D

1.

<https://dogsofallbreeds.com/>

<https://pawpartner.com/kenneltester-1339281/pet/create>

You get greeted with a nice website with pictures of happy dogs. Then when you want to make reservations, you get prompted to make a profile with PayPartner which includes some personal information and your pet’s information.

Like HVK they ask for pet’s name, type, breed, gender and notes for medication, allergies, etc.

Also, they take first and last name, phone number, address, emergency contact information and reservation dates.

On the other hand, it doesn’t ask for specials paid services like daily walks or grooming for example. Also, it doesn’t ask for pet size.

It asks if the dog is purebred or not to get a better idea of what dog they are boarding. Also, they ask for coat length to get to know how what temperatures the dog can be exposed to especially here in Canada where the temperature can be cold. They also let you select your vet if you have one in case of an emergency, but it is not required. Lastly, they as for the pet’s birthday and an image of the pet, but the latter is also not required.

2.

<https://www.bekkerspetcare.com/>

<https://bekkerspetcare.propetware.com/>

It is a nice website with a couple photos and a video. It is very easy to find the booking button (top right) and once on the page to make your reservation they use an external system to book a reservation, but it starts with the same host as their website.

Like HVK they ask for pet’s name, type, breed, gender, and special markings if some are required (like notes). Also, they take first and last name, phone number (more than 1 if you want), email, address, emergency contact information and reservation dates.

Like the first website they also don’t ask to select for extra paid services and size (both want weight).

They ask for the dog’s birthday to get their age and if the pet neutered, spayed or intact. Also, the let you add information of another person in case you can’t be reached. Like the other website they ask for a vet but this time the field is required. Lastly, you can add more than one phone number in case of work, mobile or home phone.

3.

<https://www.keshetkennels.com/>

<https://keshetkennels.propetware.com/>

It is an older style website, but not in a bad way. All the information is there and easy to access. They have nice photos with some on loop that change. Booking is also easy and at the top right like the previous website. This site has a lot more information than the others and even have some POV videos for the customer.

Like the HVK they ask to the pet type, pet name, sex with the added options of neutered, spayed, or intact. Also, the ask for the breed of the dog, medical needs or whether he is a barker, jumper, etc. They ask for your first and last name, email, phone number, address, emergency information and reservation dates.

Like the other 2 websites they also don’t ask to select for extra paid services and size (all want weight).

This website asks for a lot of information compared to the others. For example, how did you hear about them, breed notes, pet colour, weight, microchip number (not required), how long have you had your pet, is your dog a rescue, if he has been boarded how does he responds, what activities does the pet enjoy, how does your pet react to people (types of people and other pets), does your pets have fears, separation anxiety, how does your pet act in certain situations, language they best understand and a couple other minor thing, but they are like comments and aren’t required. Lastly, they also required a vet and I the fact that they take all this information could be very useful for them when comes time to accommodate the pet, so I think HVK could add a couple of the features, but not all because to many will only lead to confusion and will lead them to forget some information.