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PORTFOLIO SUBMISSION

Jason Fletcher

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

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WORKBOOK
About Me

About Me

I have a background in design and illustration that has lasted over 15 years so far working in large agencies and smaller boutique design houses, pretty much everywhere. One thing I have found - you never stop learning!

I am currently redesigning and coding my website, something I find fun playing around with. I have taught myself coding with a little help on the side.

The reason why I wanted to do this course was that I wanted to get more exposure to the research process with UX/UI.

>



WEEK 1

WEEK 1 - WORKBOOK
The Toast Activity

WEEK 2

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WEEK 4

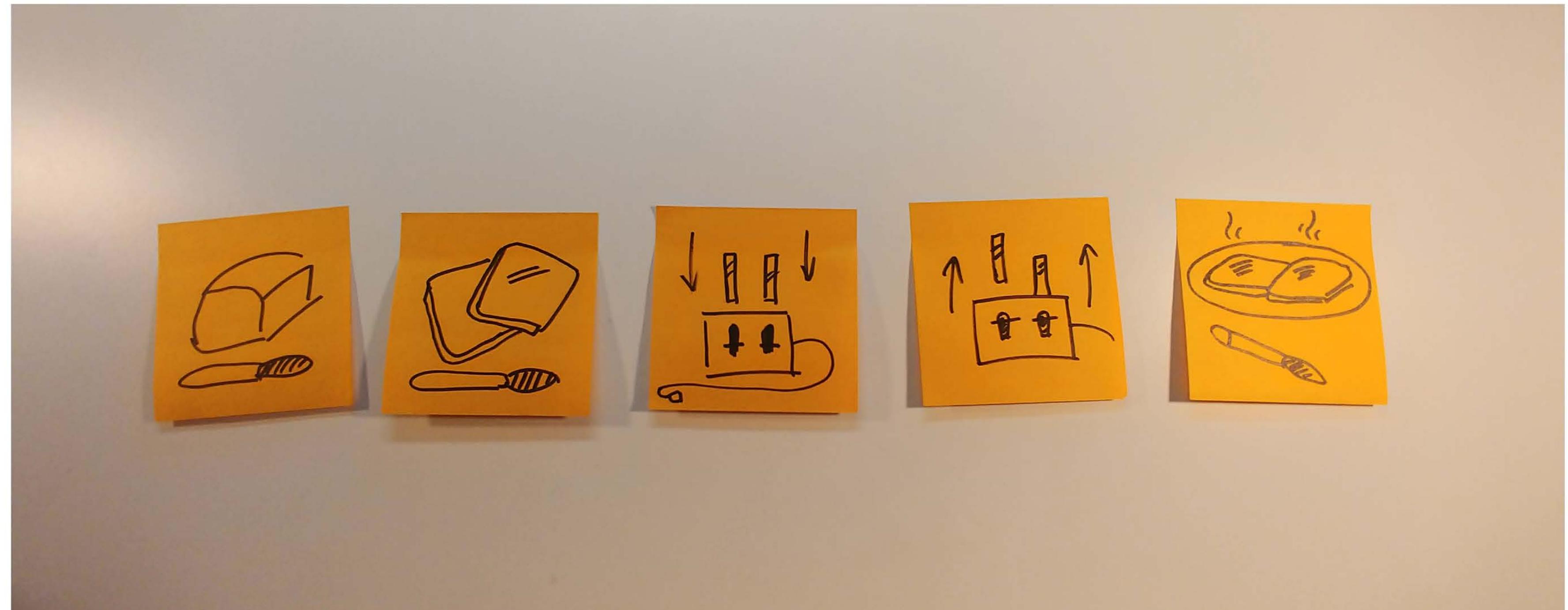
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My first **sticky notes** drawing process.

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PROBLEM STATEMENT

Xⁱ

WHAT'S THE PROBLEM?

When it comes to looking after our health and wellbeing, having a dog should be an advantage in helping us achieve this! I see a lot of apps that target us as individuals, but not so much as owners of pets that have a responsibility to their health and wellbeing too.

WHY IS THIS A PROBLEM YOU WANT TO SOLVE?

Because I see a lot of overweight dogs. I am sure this is because of bad health and lifestyle choices. I believe that people have dogs because they make us more active, but I know that there are owners who never take their dog for a walk which is really quite sad. Making us more accountable for their wellbeing is the least we owe our dog, and who knows, in turn we might even be spurred on to become more active ourselves.

IS ANYONE SOLVING THIS WELL?

There are apps that people can use that keep a track of a lot of things including dietary requirements, appointments, outdoor activities etc. DogLog is one of these apps with a nice interface that keeps a track of a whole range of activities including feeding, dietary requirements, outdoor activities etc.

ASSUMPTIONS:

FORMAT (app, site, physical space)
Certainly a mobile app first comes to mind, with desktop support.
I guess you could also consider print based support at off leash areas etc...

AUDIENCE
Target audience is a large demographic, from young single owners to families and older, single people. Existing users and new users. People who also get a pet dog for not only companionship, but also as a motivating factor in making lifestyle choices.

OPPORTUNITY
Initial research into the subject has led me to the belief that the problem seems to be more prevalent in lower socio economic areas. This seems to tie in with the assumption that lower socio economic areas also have dietary issues that correlate to income levels. That is to say that this group are more likely to buy a larger percentage of take away foods. Encouraging this demographic to be dog owners who take an active role in their health and wellbeing might actually also indirectly be a contributor to their own health & well being.

CONCERN AND FEARS

There are so many apps for dogs. There are also many apps for health and wellbeing. It could be easy to get lost in the sea of apps without offering a new angle on the subject.

The original **problem statement** changed through the research phase as more stakeholders feedback reflected different needs than the original statement had presented.

Problem

There are **many** dog apps on the market today, some are good and some are bad. I wanted to design a product that could be more breed centric and feel more personalised for the end user, thus cutting away a lot of the 'general' information that seems to be included in so many apps.

I also found a general **lack of users** to begin with which made research options limited. So to make up for this, I spent considerable time obtaining insights online.

Solution

I solved this challenge by coming up with a series of questions that were based on facts that I had found online. I found this to be effective in prompting interviewees to offer suggestions on what they would prefer to see in an app that would encourage more users.

This also helped in ascertaining what was more important in terms of functions that would prompt a more satisfying user experience.

Process

The process involved applying UX principles into practice and ultimately engaging usability testing to confirm if the solution had been effective or not.

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WEEK 3 - WORKBOOK
Surveys / Facts

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Dog Survey

Please answer these simple questions...

1. Do you currently use a dog app?

- Yes
- No

If yes, which one? Are there any features you would like added that are currently not?

2. How often would you walk your dog each week?

- Not at all.
- Once Daily.
- At least 2 times a day.

3. How often do you feed your dog treats?

- About once a week...
- About once a day...
- More than once a day...

4. using the following slider, how would you rate your dogs healthy weight ratio?

Underweight Average Weight Overweight

5. Would you use a dog app to help you keep a track of your pets health and wellbeing?

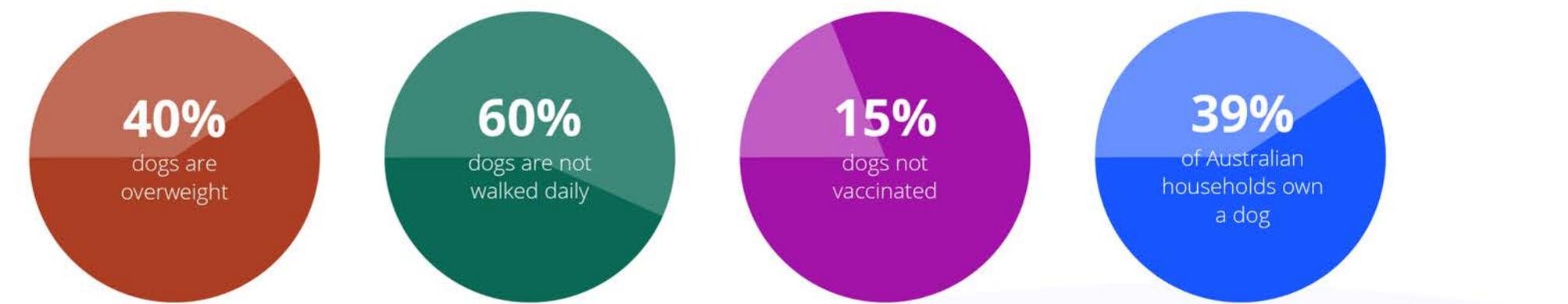
- Yes
- No

6. What features would you look for in a dog app that would encourage you to start using one. For example, features could be new route paths for dog walks, vaccination reminders, good and bad dog foods etc...

Dog foods, home recipes, walking tracks, vet appointments, monitor systems?, flea treatments...

Done

Powered by
SurveyMonkey®
See how easy it is to [create a survey](#).

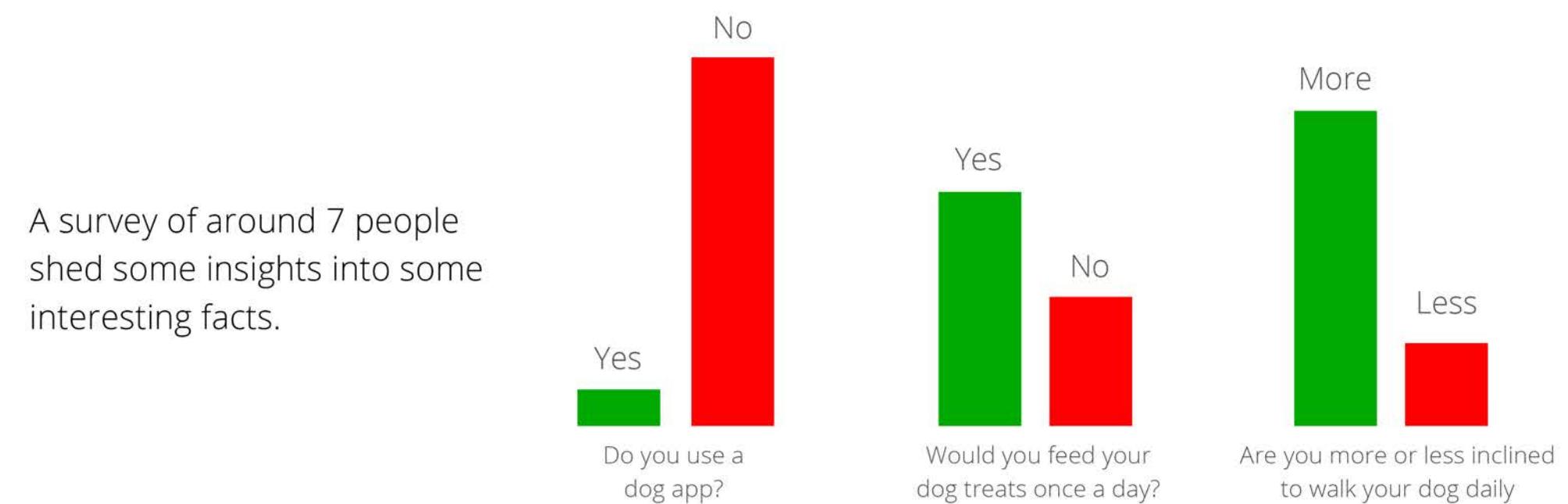


Some interesting facts about Australia's most popular pet that contributed to the questionnaire and formed part of the XD design process

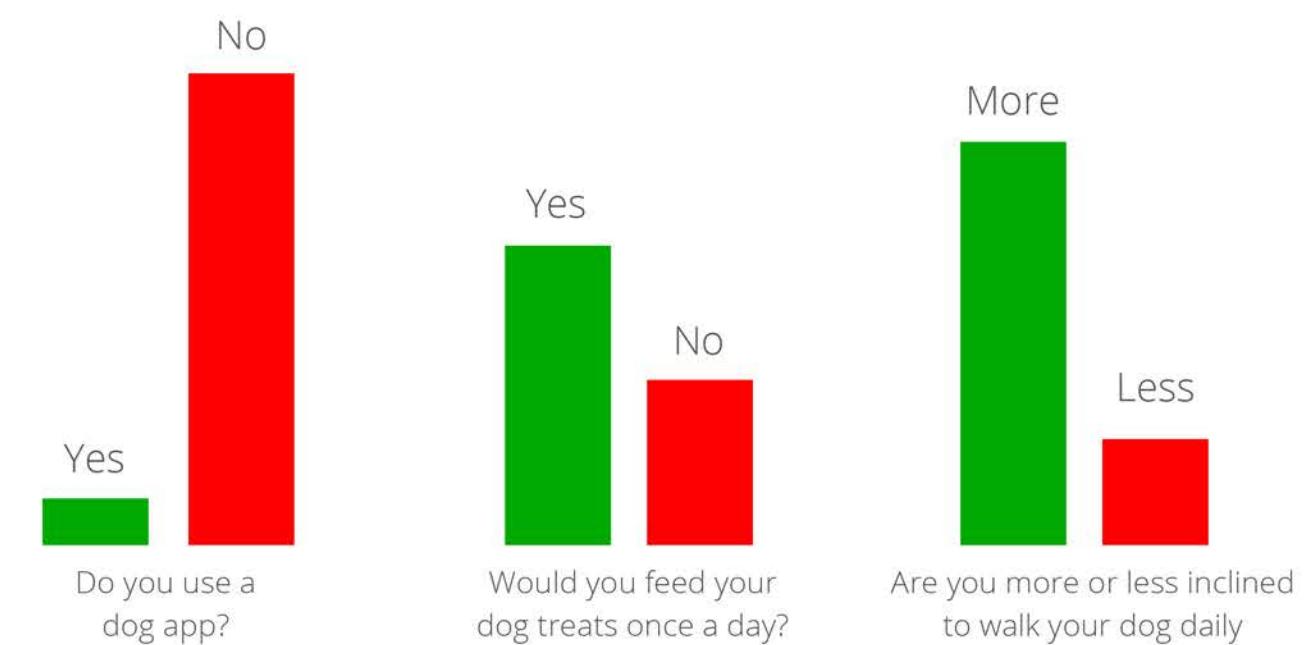
Walking your dog has become serious business in some Australian states....

"Dog owners could be fined up to **\$2,700 (AU\$4,000)** if they don't walk their pets **at least once a day** under new legislation recognizing animals as sentient beings in the Australian Capital Territory."

<https://edition.cnn.com/2019/09/27/australia/australia-dog-owners-intl-hnk-scli/index.html>



A survey of around 7 people
shed some insights into some
interesting facts.



UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 3 - WORKBOOK

The Interview Script

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interview script



The **interview script** was based on a series of facts about dogs.

1. What do you believe, as a dog owner, is the most important thing in regard to your pet?
2. Do you currently use a dog app and why? Do you have any ideas on how it could be improved and made more personalised for you?
3. Up to 40% of dogs are overweight. Do you know what the optimal weight range is for your pet, and also, do you know what the 'good' and 'bad' foods types are? How might an app help with this?
4. Dogs are highly social animals, yet in a recent survey it was found that some dogs don't have any interaction with anyone for periods up to 12 hours. This can definitely affect your pets mental state and well-being. What do you think as pet owners we should be doing to address this issue?
5. Over 60% of dogs do not get walked daily. Considering that dogs are a very active pet, this is an alarming figure! Does this ring alarm bells with you, and if so, what do you think an app could do to make this process easier?
6. Currently, up to 15% of dogs are not vaccinated against common diseases. Why do you think this is the case, and what could an app offer in addressing this issue?
7. Is there anything else that you can think of, apart from what we have already discussed, that would make you use an app?

The main problem I was encountering with my early research was the low percentage of current users of apps that I was finding. To get around this, I opted to pose a series of questions to them that would prompt a response by suggesting what features they would find beneficial in a dog app.

This way I was confident that I would still reach a goal of ensuring the process remained user centred.

As an incentive for interviewees, a communal dinner was offered fro those who could make it, and a 'pet portrait' for those who couldn't.

WEEK 1

WEEK 3 - WORKBOOK
The Interview Script

WEEK 2

interview script

WEEK 3



Emma Mac

Careers Advisor & dog owner



June Buttercup

School Teacher & dog owner



Taryn Watt

Social Media Co-ordinator & dog owner



Stephen Kilburn

School Teacher & dog owner



James Kent

Web Developer & dog owner

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<p>1. What do you believe, as a dog owner, is the most important thing in regard to your pet?</p> <p>– Giving him lots of love and plenty of exercise, also training so that I have her best interests at heart. After all she is my 3rd child.</p> <p>2. Do you currently use a dog app and why? Do you have any ideas on how it could be improved and made more personalised for you?</p> <p>– I don't have a dog at the moment but I have a dog app for my son's dog. It's a great app and I think it's very useful for tracking exercise and behaviour.</p> <p>3. Up to 40% of dogs are overweight. Do you know what the 'good' and 'bad' food types are? How might an app help with this?</p> <p>– This would be a great app for me as I have a dog who is overweight. I think it would be helpful for tracking food intake and providing nutritional advice.</p> <p>4. Dogs are highly social animals, yet in a recent survey it was found that over 50% of dogs have no interaction with anyone for periods up to 12 hours. This can affect their mental state and well-being. What do you think as pet owners?</p> <p>– This is a hard one - lots of socialisation in dog parks can be a good reminder about how much exercise a dog should get. I think it would be helpful for tracking social interaction and providing reminders for exercise.</p> <p>5. Over 60% of dogs do not get walked daily. Considering that this is an alarming figure! Does this ring alarm bells with you, and if so, what could do to make this process easier?</p> <p>– Could the app remind owners to take their dog for a walk? I think it would be helpful for tracking walks and providing reminders.</p> <p>6. Currently, up to 15% of dogs are not vaccinated against common diseases. Why do you think this is the case, and what could an app offer to address this issue?</p> <p>– Perhaps the app could remind owners when vaccinations are due. I think it would be helpful for tracking vaccinations and providing reminders.</p> <p>7. Is there anything else that you can think of, apart from what we have already discussed, that would make you use an app?</p> <p>– Information on dog breeds, addresses of dog parks, beaches, ideas for exercising your dog, and so on.</p>	<p>1. What do you believe, as a dog owner, is the most important thing in regard to your pet?</p> <p>– For me the most important thing for my pet is keeping them healthy and stimulated.</p> <p>2. Do you currently use a dog app and why? Do you have any ideas on how it could be improved and made more personalised for you?</p> <p>– I don't have any apps at the moment but I have heard that they can be useful for tracking exercise and behaviour.</p> <p>3. Up to 40% of dogs are overweight. Do you know what the 'good' and 'bad' food types are? How might an app help with this?</p> <p>– I believe Eddie is currently at a healthy weight. I just try to buy him food with meat as the first ingredient and also with clarifying details about grain-free endorsement by several vets (particularly vets local to my area).</p> <p>4. Dogs are highly social animals, yet in a recent survey it was found that over 50% of dogs have no interaction with anyone for periods up to 12 hours. This can affect their mental state and well-being. What do you think as pet owners?</p> <p>– This can definitely affect your pet's mental state and well-being. We should be doing more to address this issue. I think it would be helpful for tracking social interaction and providing reminders for exercise.</p> <p>5. Over 60% of dogs do not get walked daily. Considering that this is an alarming figure! Does this ring alarm bells with you, and if so, what could do to make this process easier?</p> <p>– I try to walk Fred even if I'm not feeling well or if it's raining. I think it's important for his health and the feeling of company during the day but I'd be entertained while I'm at work. I think it would be helpful for tracking walks and providing reminders.</p> <p>6. Currently, up to 15% of dogs are not vaccinated against common diseases. Why do you think this is the case, and what could an app offer to address this issue?</p> <p>– Perhaps the app could remind owners to take their dog for a walk when they are feeling tired or short on time...</p> <p>7. Is there anything else that you can think of, apart from what we have already discussed, that would make you use an app?</p> <p>– Lots of versatility and a small size (my phone is almost full). I think it would be helpful for tracking vaccinations and providing reminders.</p>	<p>1. What do you believe, as a dog owner, is the most important thing in regard to your pet?</p> <p>– Ensuring Eddie has sufficient attention during the day.</p> <p>2. Do you currently use a dog app and why? Do you have any ideas on how it could be improved and made more personalised for you?</p> <p>– I have not used any apps at the moment but I have heard that they can be useful for tracking exercise and behaviour.</p> <p>3. Up to 40% of dogs are overweight. Do you know what the 'good' and 'bad' food types are? How might an app help with this?</p> <p>– I believe Eddie is currently at a healthy weight. I just try to buy him food with meat as the first ingredient and also with clarifying details about grain-free endorsement by several vets (particularly vets local to my area).</p> <p>4. Dogs are highly social animals, yet in a recent survey it was found that over 50% of dogs have no interaction with anyone for periods up to 12 hours. This can affect their mental state and well-being. What do you think as pet owners?</p> <p>– This can definitely affect your pet's mental state and well-being. We should be doing more to address this issue. 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I have placed more emphasis on qualitative data as I believe this will be beneficial to making my product more personalised.

WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 3 - WORKBOOK

Competitor Analysis

WEEK 2



FitBark Dog GPS & Health
Activity & location trackers
FREE

WEEK 3



WEEK 4



What Dog Experiment App
(Formerly Fetch)
FREE



WEEK 5



Every day, get alerted when your pup leaves a safe place. In an emergency, track your dog from your mobile phone*. With 24/7 activity & sleep monitoring, FitBark is a new way to motivate you and your dog to be active, explain changes in behaviour, and make better decisions about mobility, anxiety and skin conditions.



This app requires a FitBark GPS, FitBark 2 or FitBark Dog Activity Monitor as an additional purchase.

So whilst it is a great idea, there's no real option to get very far with just the app itself...

Some of the features have no support outside of the US market.

WEEK 6



This app was just great at finding the breed of your dog. A simple photo of your dog is scanned using AI visual identification mode, or similar dog breeds.

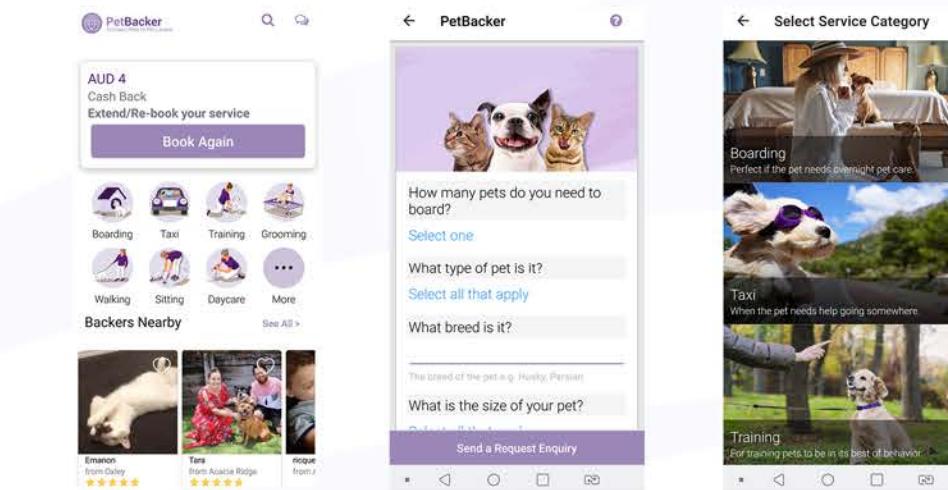


No longer active or available in mobile format, now part of Bing Visual Search.

WEEK 7



PetBacker
Connect pets to pet lovers
FREE



PetBacker connects loving dog walkers, sitters, boarding & groomers with pet owners just like you in all major cities & can help you get a loving trusted Pet sitter who can board your dogs & cats in moments after you make a request.

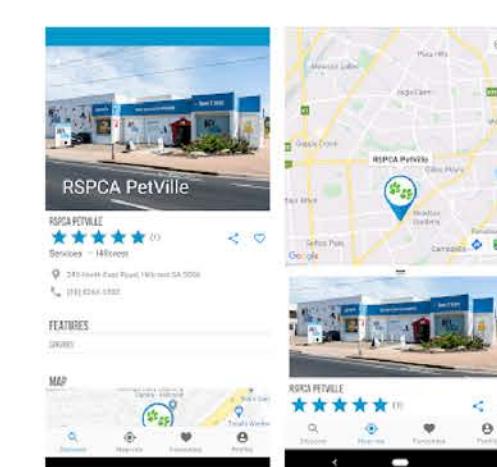


Interface is a little clunky and hard to use, there is a 25% fee that is charged to cover miscellaneous costs...

Effectiveness of app is only as good as the communication with users.



PetStop by RSPCA
Lifestyle app for dogs
FREE



PetStop by RSPCA features all the best pet-friendly venues in South Australia.

Whether you like your latte with almond or soy, a cake or croissant, we've got a place for you and your pooch.

In the mood for something stronger? Find all the best pet approved wineries and pubs in one place.

PetStop by RSPCA is the one spot to find your pet stops in SA. You can even find upcoming dog-friendly events and search for local dog parks, walking trails, groomers, accommodation and pet-friendly shops!



Only available for South Australian market at the moment...

WEEK 8

There are a lot of existing dog apps out there, some are good at what they offer and some are bad. I wanted to focus on a more 'breed specific' product that could be made a little more personalised for the end user.

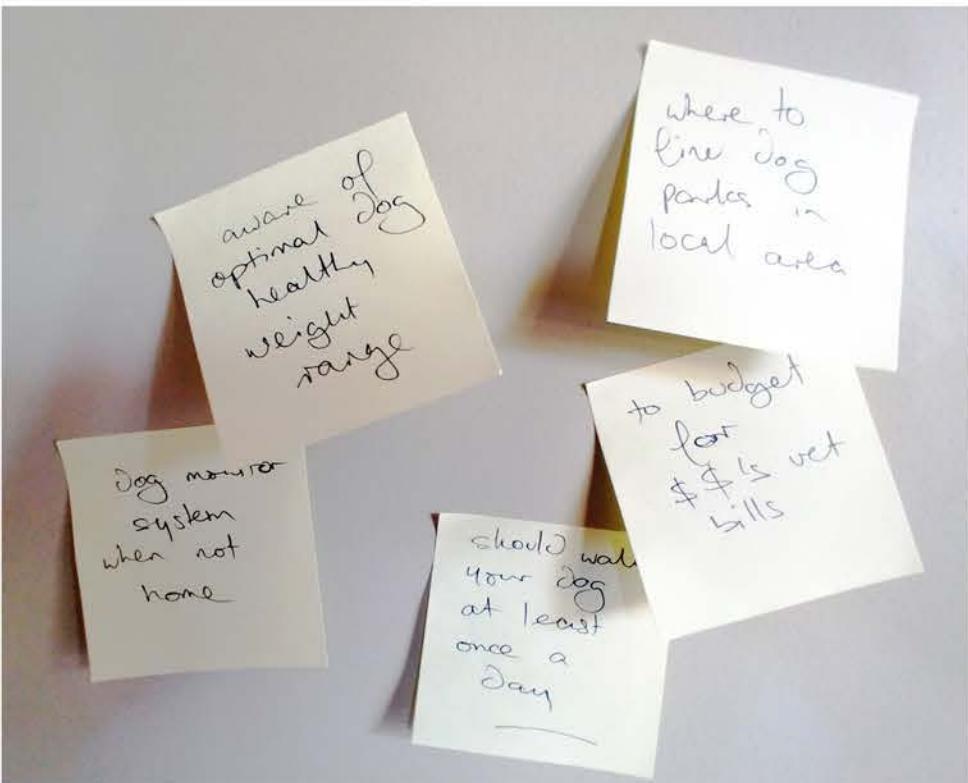
WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 4 - WORKBOOK
Affinity Map

WEEK 2



Motivating factor for dog owners...



Current overfeeding/weight trends...



Currently using a dog app?



WEEK 3

WEEK 4

WEEK 5

Budget and time restraints...



Suggestion box for motivating factors to use an app...



Current observations/suggestions...



Extra thoughts...



WEEK 7

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UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 4 - WORKBOOK
Empathy Map / Personas

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WEEK 4

WEEK 5

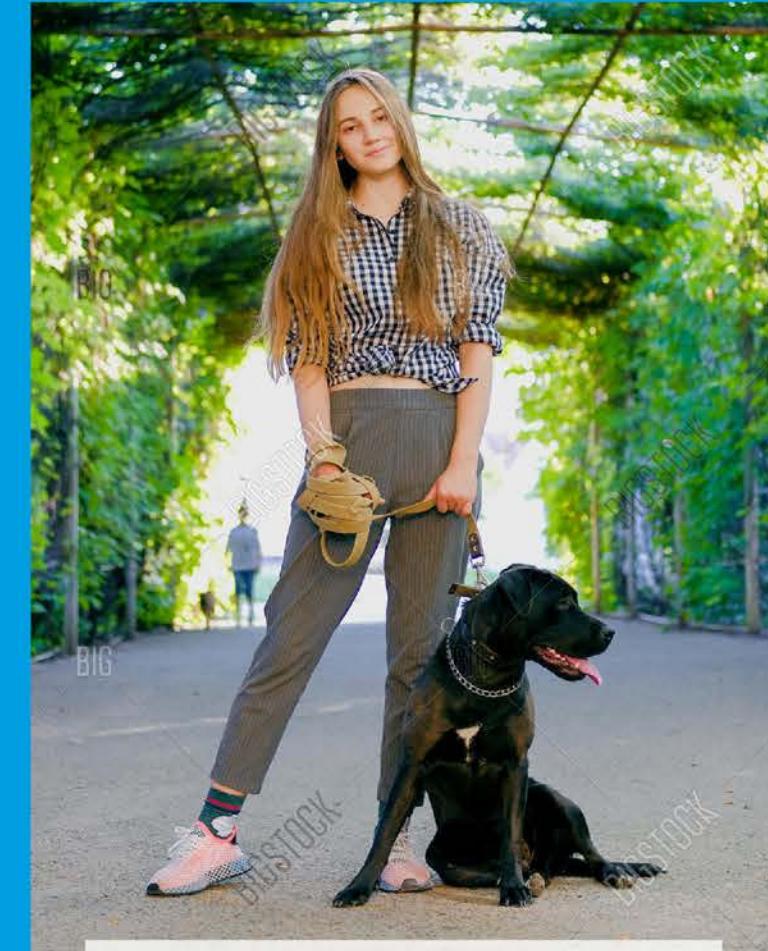
WEEK 6

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WEEK 9





Sara Watts

27, Brisbane, Sports Trainer, \$41k, Single, share, Labrador

Tech

facebook	● ● ● ●
twitter	● ●
instagram	● ● ● ●
apple	● ● ● ●
desktop	●
mobile	● ● ● ●

Bio

Very active and social, Sara spends a lot of her time on the move either with friends or exercising. A lot of her social calendar is spent with friends and their dogs.

Frustrations

- I'm quite bad with Ralphys checkups, I need to better organise my schedule
- Too many apps to choose from these days, I just need everything to be made simpler

Wants & Needs

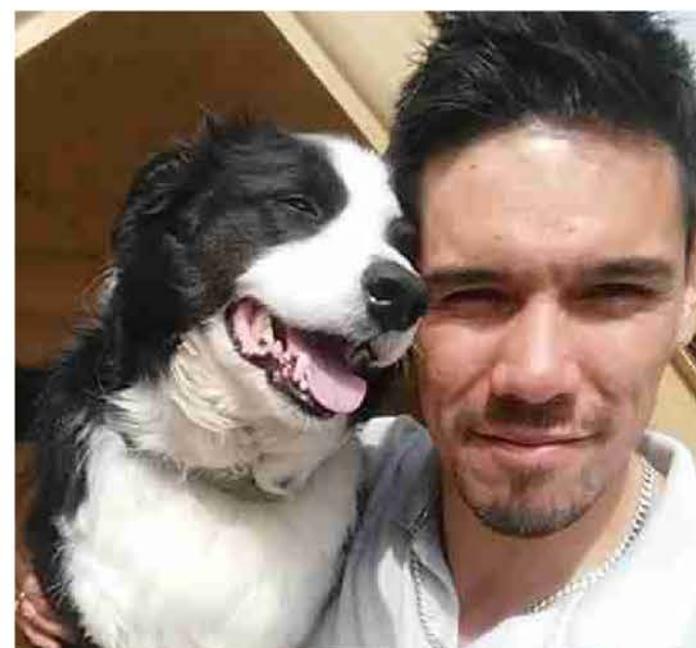
- More variety with exercising Ralphy, I get stagnant very quickly
- A budgeting app would be ideal, I need all the help I can get!
- Would love to know what Ralphy gets up to when Im not home

"It's challenging coming up with ideas for spicing up our social life, it would be great if an app could help out somehow..."

WEEK 1

WEEK 4 - WORKBOOK Personas

WEEK 2



John Miller
 • 33
 • Sydney
 • IT Manager, \$85k
 • Partnered
 • Border Collie

Tech
 facebook
 twitter
 instagram
 android
 desktop
 mobile



"I think my priority is working out a better time management system so that I can organise my exercising with Sam more efficiently, especially given his breed..."

WEEK 3

Bio

Busy work hours, social life, finding time for Sam is a challenge at the moment. John tries to visit dog parks and spend time with his partner and Sam as much as possible.

Frustrations

- Doesn't want to use a dog app if it means chewing up more time than is available
- Almost missed Sams last vaccination as they were overbooked and never got back to reschedule

Wants & Needs

- To organise a better schedule with social time with Sam
- To manage Sams dietary needs to be more balanced
- To be better at budgeting for vet checkups

- Opportunities (green circle)
- Pain point (red circle)

WEEK 4

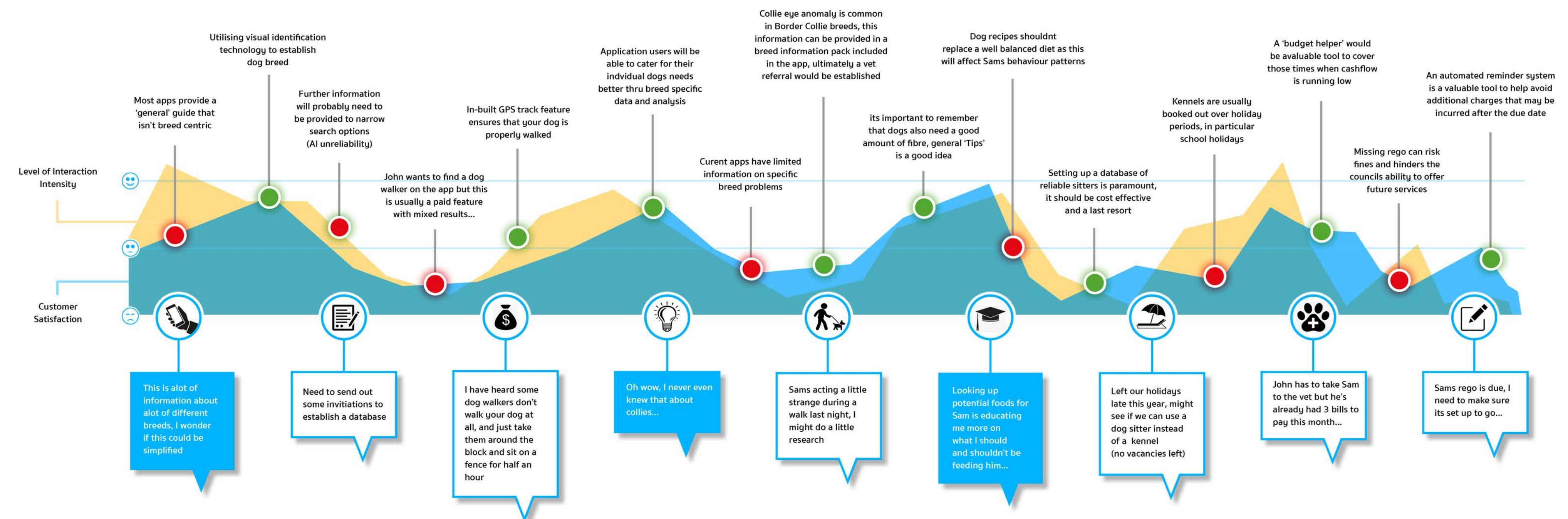
WEEK 5

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WEEK 1

WEEK 4 - WORKBOOK

Personas

WEEK 2

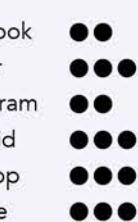


Michelle

- 47
- 📍 Melbourne
- 💵 Career Trainer, \$78k
- 🏡 Married
- 🐱 Papillon

Tech

- facebook
- twitter
- instagram
- android
- desktop
- mobile



"I'm constantly on the lookout for a reputable pet groomer..."

WEEK 3

Bio

Career driven, married and 2 kids, Michelle is happy chilling on the sofa with Franky, her pet dog, who keeps her company. The family spends a lot of time taking Franky on outings too.

Frustrations

- Sometimes the kids forget to close the front door and Franky escapes. I'm sure if he wasn't micro-chipped, we would have lost him by now.

Wants & Needs

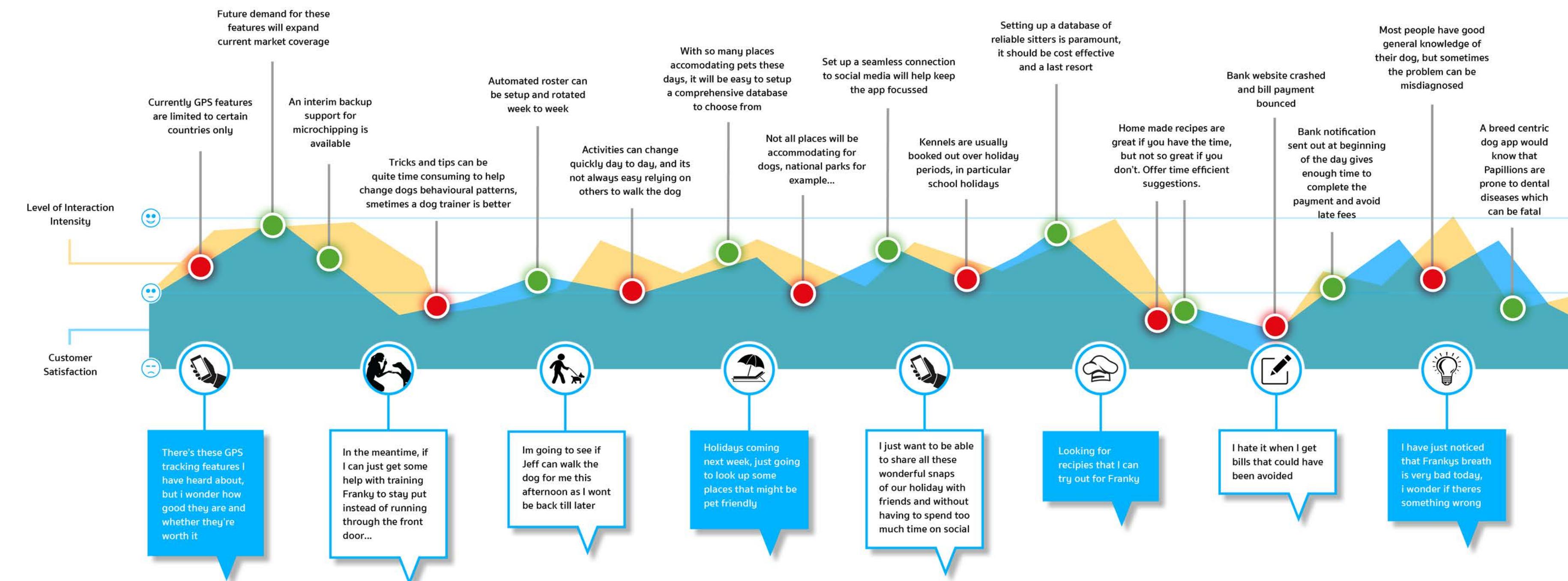
- I'd like to be able to set up a rostered system so that the kids can take Franky for more walks, instead of looking at their phone every five minutes.

● Opportunities

● Pain point

WEEK 4

WEEK 5



WEEK 8

WEEK 9

WEEK 1

WEEK 5 - WORKBOOK Grocery List IA

WEEK 2

Breakfast Foods	—	Corn Flakes	Porridge	Muesli
Drinks	—	Coffee	Green Tea	Milk
				Orange Juice

WEEK 3

International Foods	—	Pasta Sauce	Soft Tacos	Rice
Fruit & Veggies	—	Tomato	Potatoes	Fresh Basil

WEEK 4

Frozen	—	Frozen Peas
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WEEK 5

Chiller Section	—	Bacon	Eggs
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WEEK 6

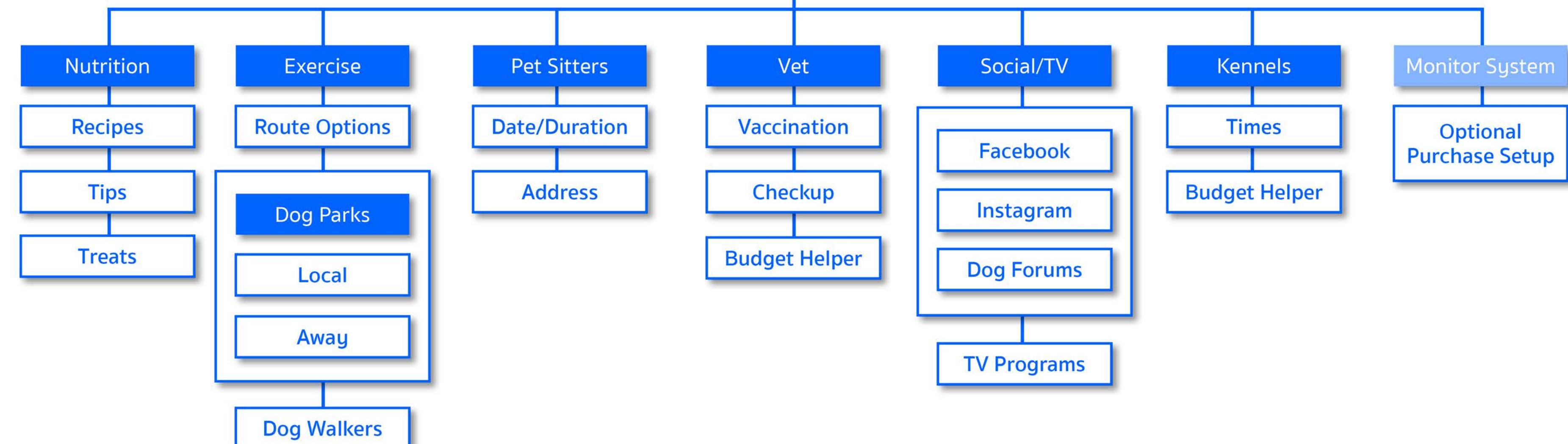
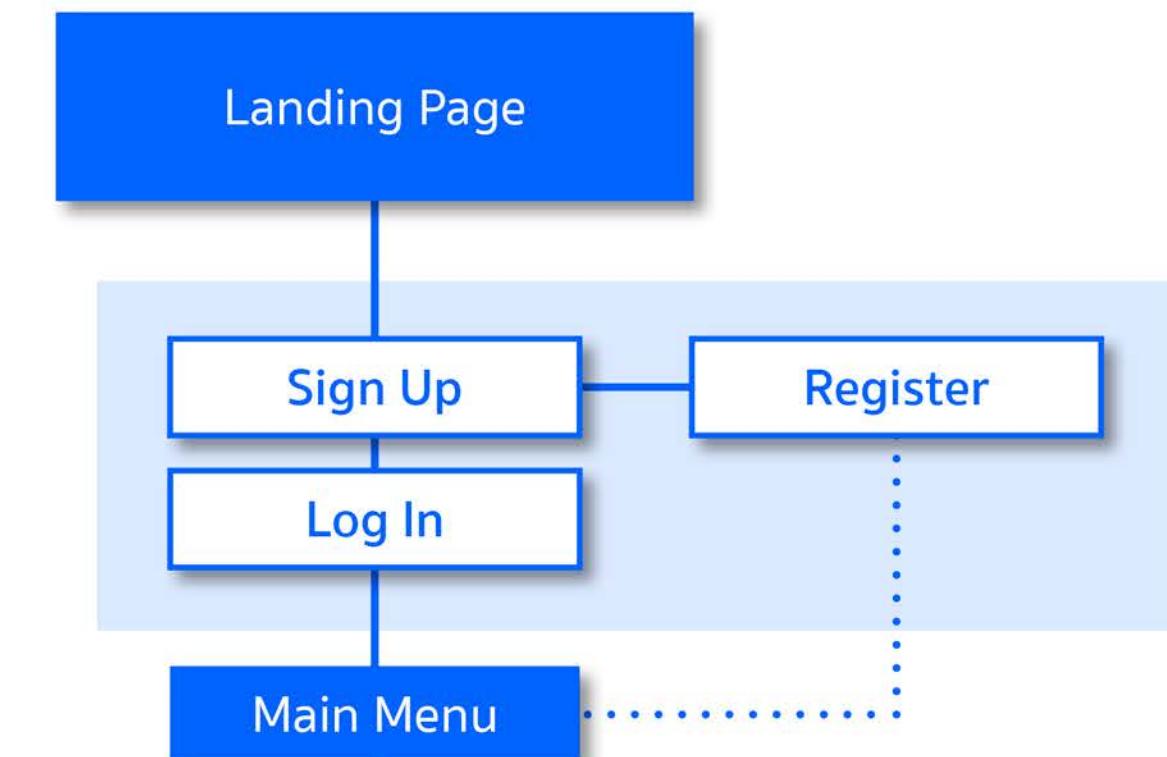
Meat	—	Chicken
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WEEK 7

Snacks	—	Chocolate Biscuits
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WEEK 8

WEEK 9



WEEK 1

WEEK 6/7 - WORKBOOK
MVP / Early User Flow Ideas

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WEEK 4

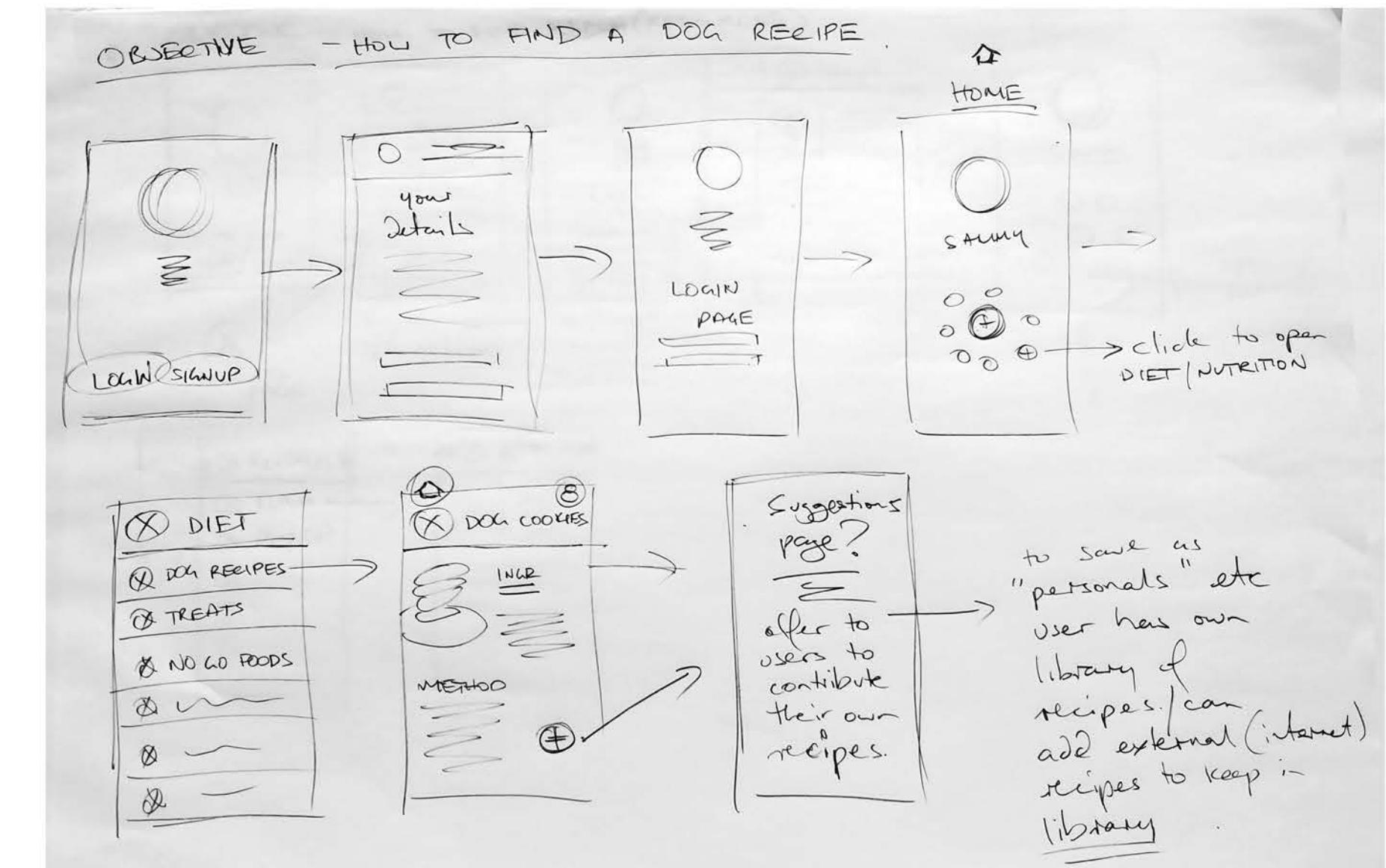
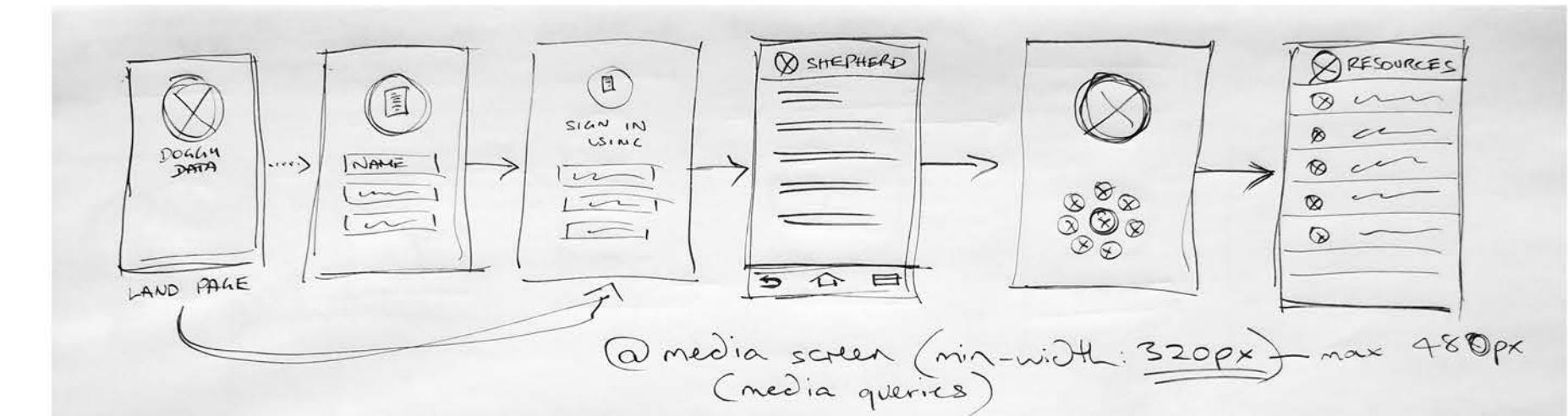
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Some early stage user flow ideas

Insights of my research process have revealed that far fewer people actually use dog apps on their mobiles than what I initially thought, at least in my local area. However, there was a huge amount of data provided as to what users would like to see. This has given me the confidence moving forward as to which design path to take.

WEEK 1

WEEK 7 - WORKBOOK
Paper Prototype

WEEK 2

WEEK 3

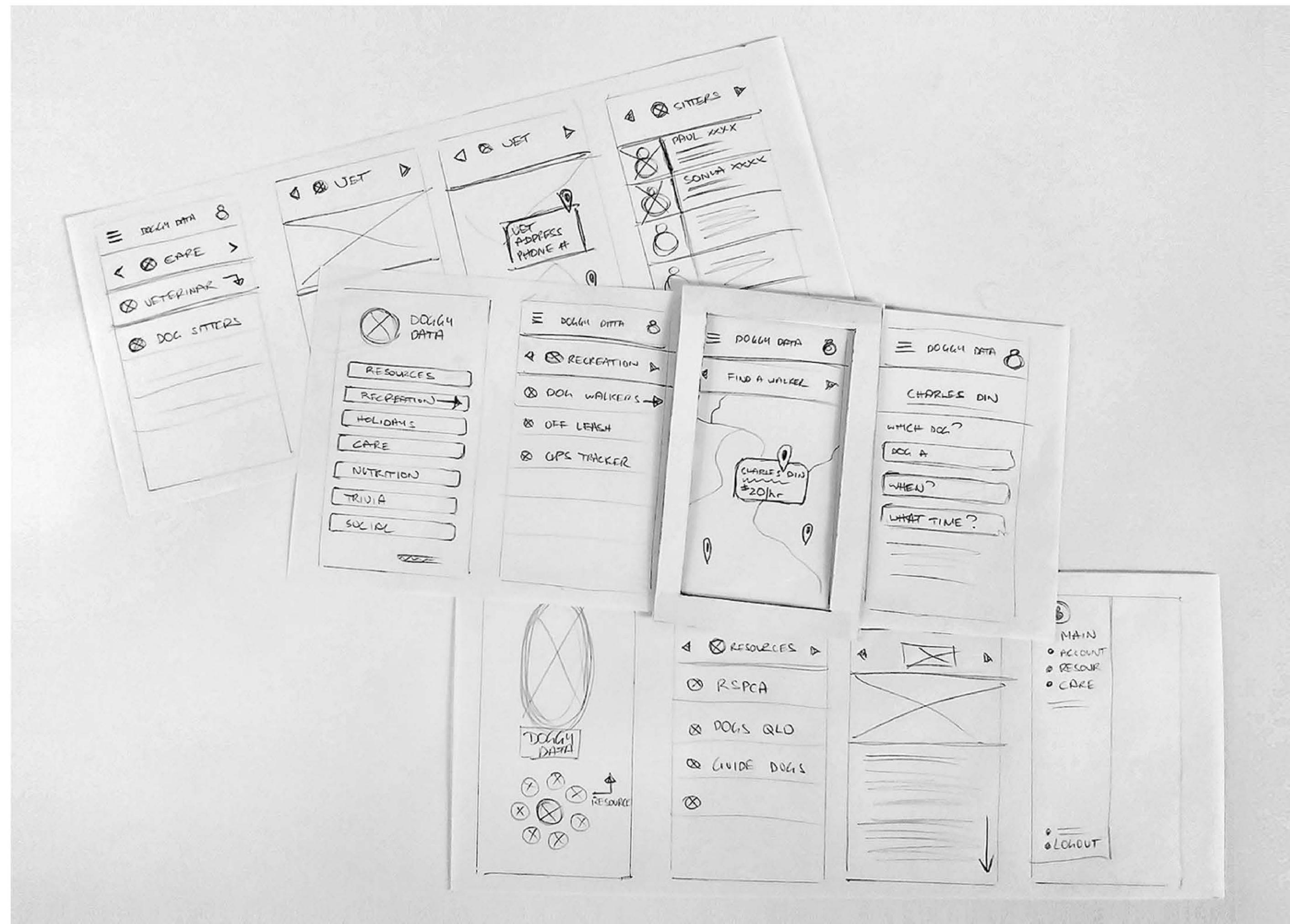
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I can see the benefits of producing a paper prototype because its so easy and quick, flushing out potential problems at such an early stage.

WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 7 - WORKBOOK
Wireframe / User Flow

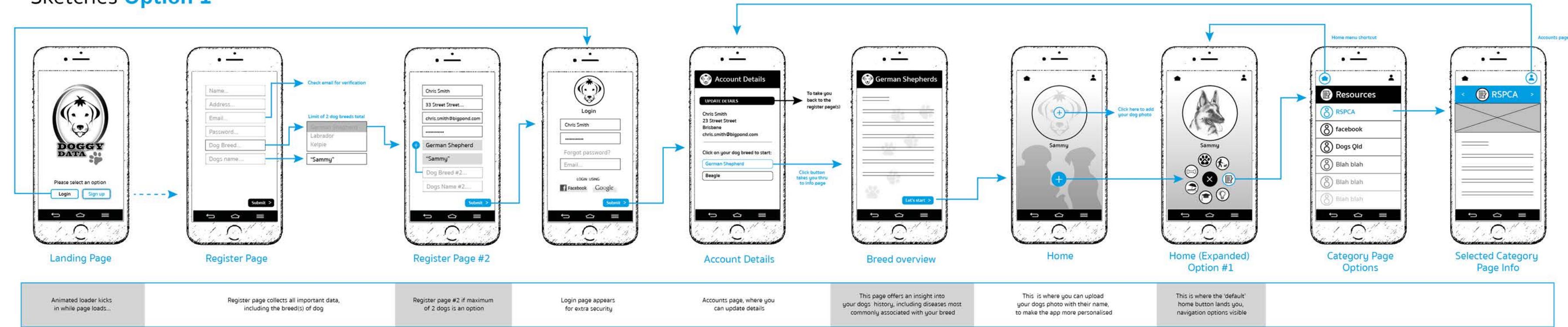
WEEK 2

Sketches Option 1

WEEK 3

WEEK 4

WEEK 5

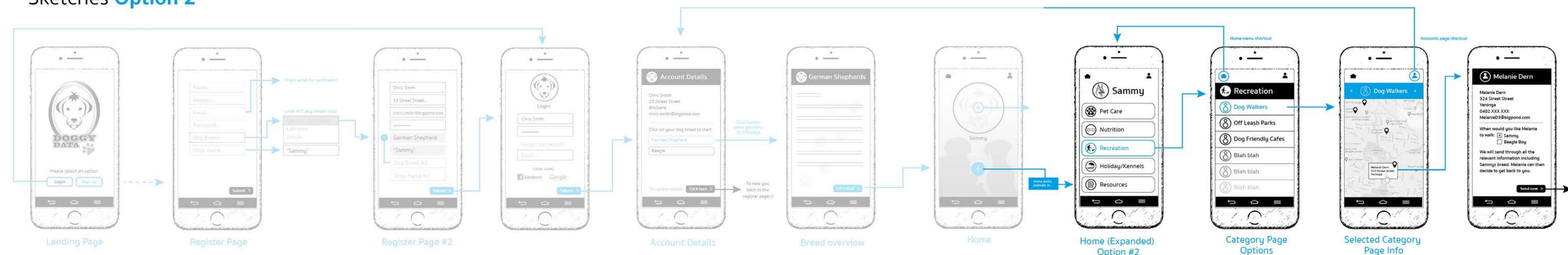


WEEK 6

WEEK 7

WEEK 8

Sketches Option 2



WEEK 9

This is an wireframe/user flow process that led to further development

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 7 - WORKBOOK
Wireframe / User Flow

WEEK 2

WEEK 3

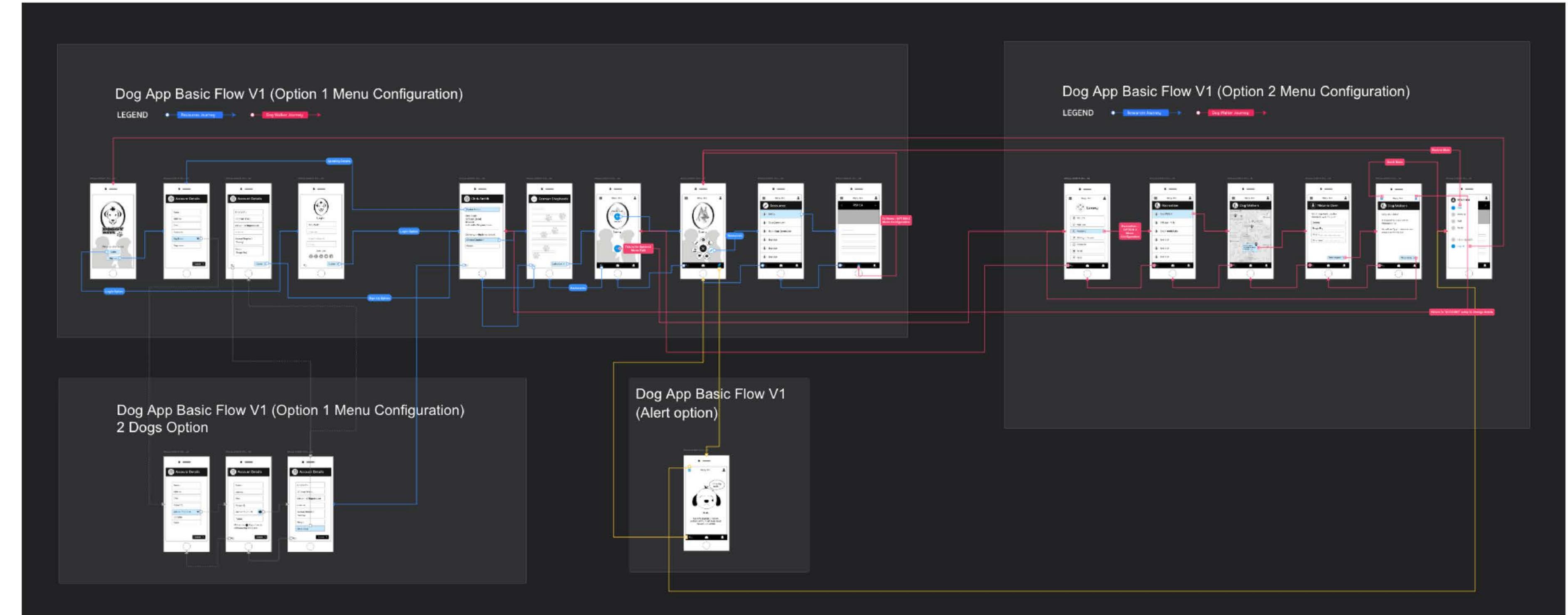
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UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

I found the Overflow plug-in feature offered through Adobe XD quite useful for this user flow which I used for some initial user testing to gauge feedback

WEEK 1

WEEK 7 - WORKBOOK
Sketch Project

WEEK 2

WEEK 3

WEEK 4

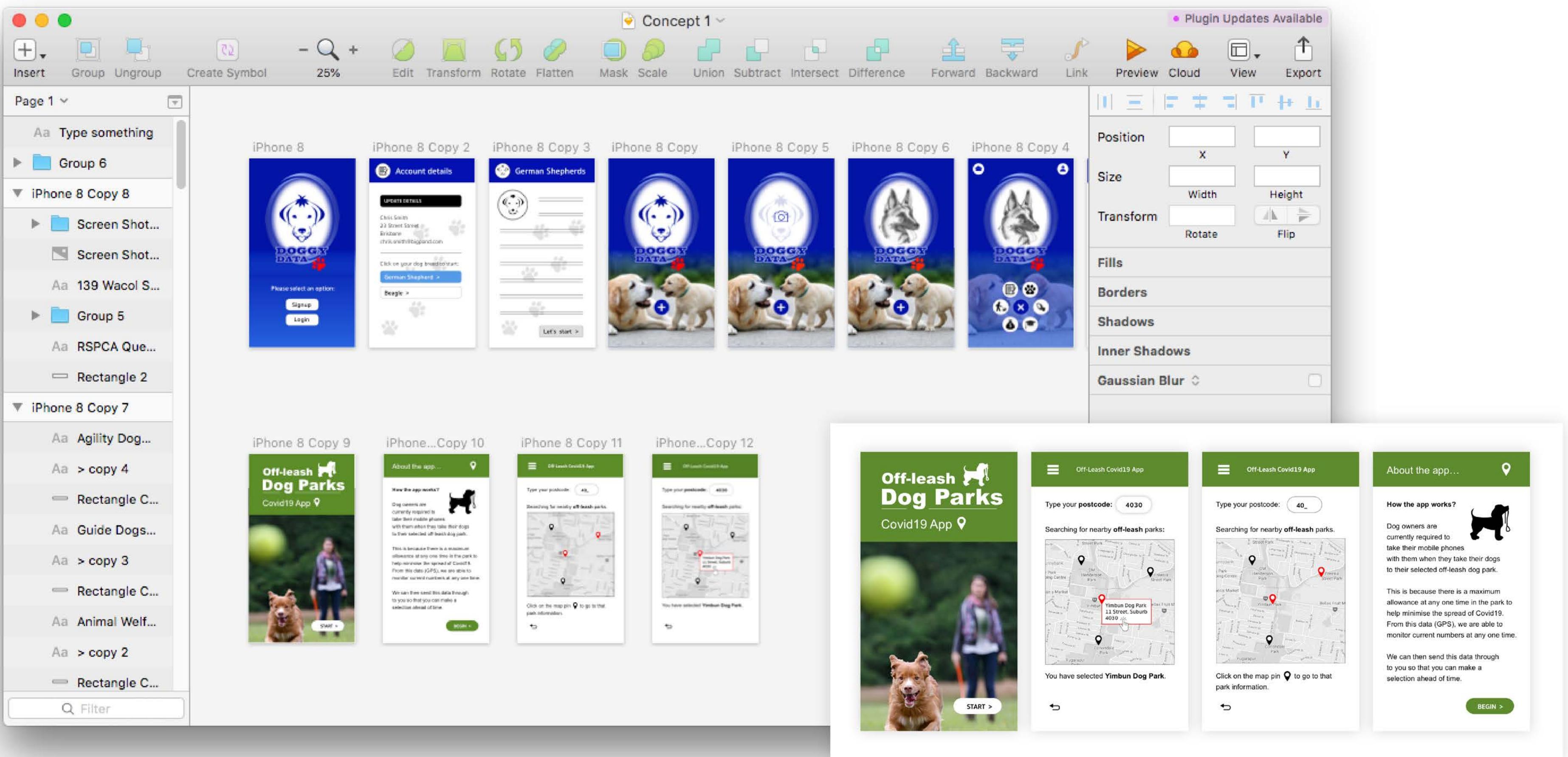
WEEK 5

WEEK 6

WEEK 7

WEEK 8

WEEK 9



I worked on a side project as well as my main design to test out one of the functions whilst becoming familiar with Sketch.

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 7 - WORKBOOK
Adobe XD Project

WEEK 2

WEEK 3

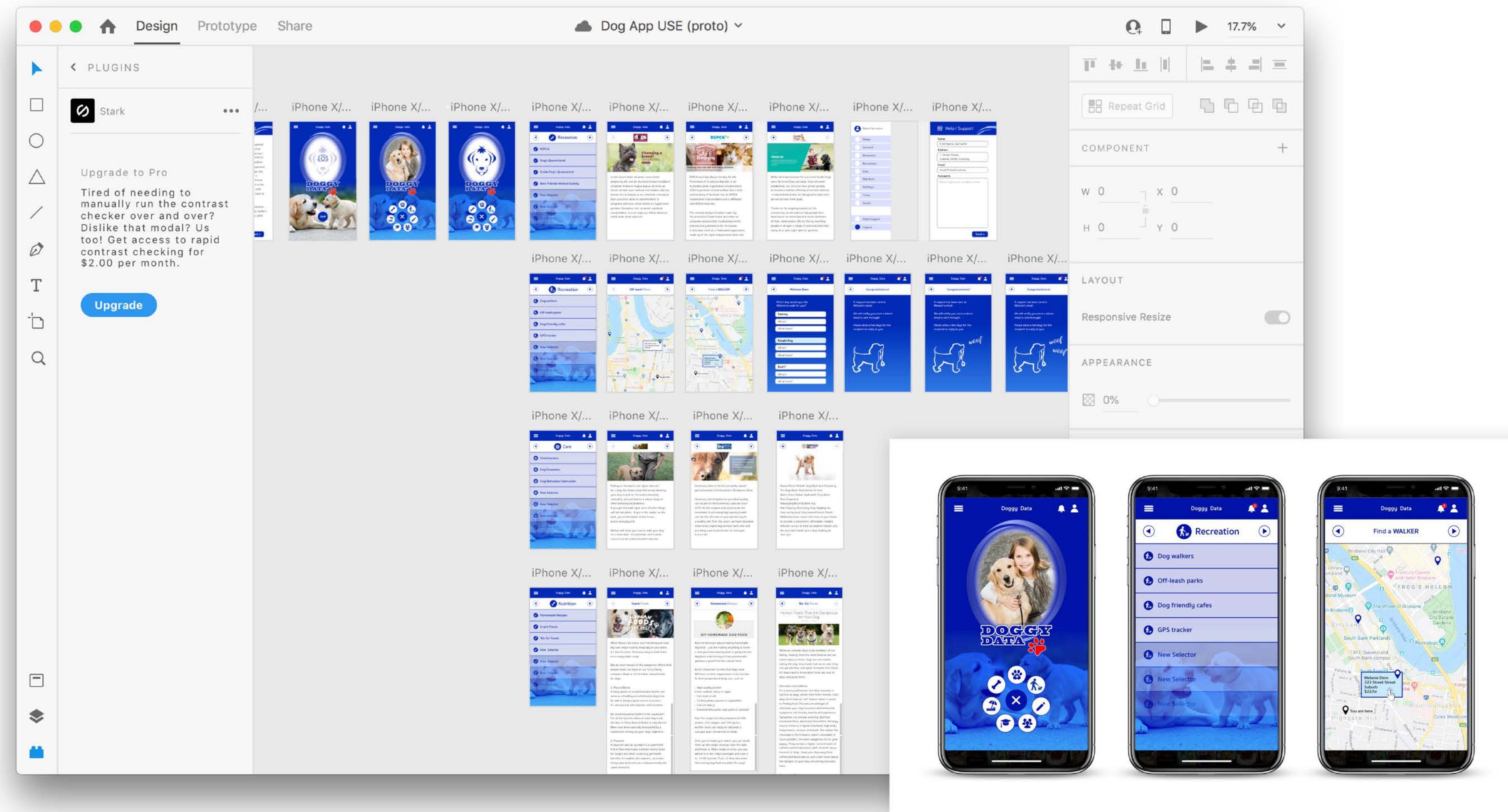
WEEK 4

WEEK 5

WEEK 6

WEEK 7

WEEK 8



WEEK 9

I ended up using Adobe XD for my final prototype design which I also used for my final user testing

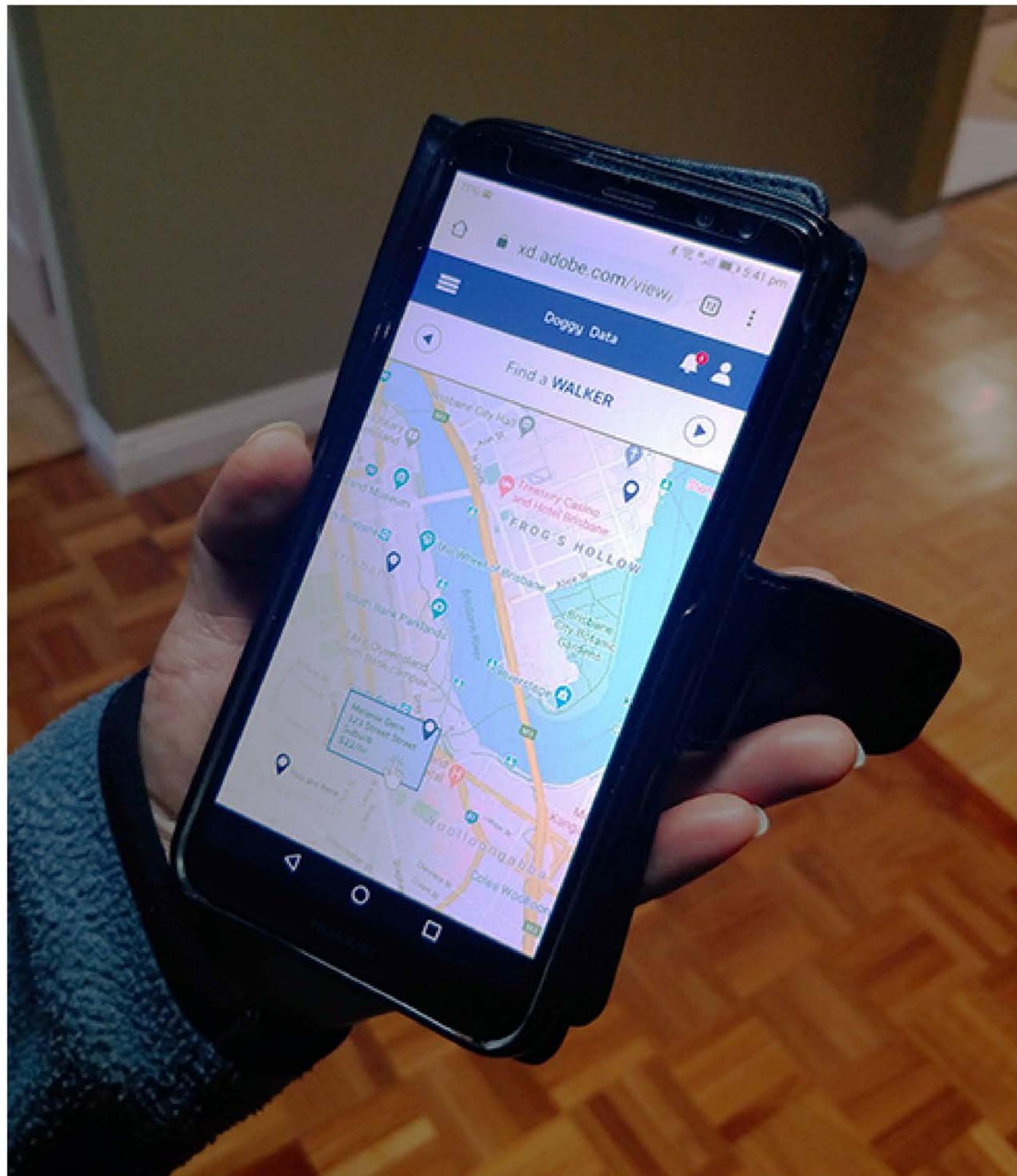
UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 8 - WORKBOOK
Usability Testing

user test script

WEEK 2



WEEK 3

WEEK 4

WEEK 5

WEEK 6

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WEEK 9

The **user test script** was based on a series questions I asked as users tested the app .

I have also put together a series of tasks to see how people might find using the app

- how would you navigate through the app to find a dog walker?
- Is the process clear enough to reset your password if you have forgotten it?
- Would you know where to go in the app to find out general information about your breed of dog?
- Do you think the app would be useful in a dog emergency? How?
- Can you find the alert (bell) that has been sent to you? What does it say?
- Do you think this is a good function and would it motivate you to do it?
- You're about to go on a holiday. How would you use the app to make this process easier in regards to looking after your dogs needs?
- What are your thoughts on the general flow of the app?

I would love to know your thoughts, and please be honest, as to what you think of the app so far, and what you would change to make it better for you?

<https://youtu.be/RyFUP9t4TME>

WEEK 1

WEEK 9 - WORKBOOK
Moodboard

WEEK 2

WEEK 3

WEEK 4

WEEK 5

WEEK 6

WEEK 7

WEEK 8



The great thing about dogs is that everyone sees the funny side

WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 9 - WORKBOOK
Introduction to UI Design Elements

WEEK 2

STYLE GUIDE

WEEK 3

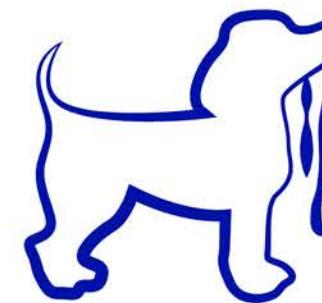
ICONOGRAPHY



Primary Logo



Secondary Logo



Clip art



Optional logo



Care



Nutrition



Recreation



Social



Trivia



Resources



Holidays

IMAGERY



Primary Image (Overlay)

Secondary Image

FONTS

Sukhumvit Set (Light)

Sukhumvit Set (Medium)

Sukhumvit Set (Semi Bold)

COLOURS

Primary Blue (r0, g19, b168)

Primary Blue (r0, g19, b168) Gradient

Primary Red (r255, g0 b0)

WEEK 4

WEEK 5

WEEK 6

WEEK 7

WEEK 8

A style guide was initially set up to organise some of the assets that would be used in the product design user interface

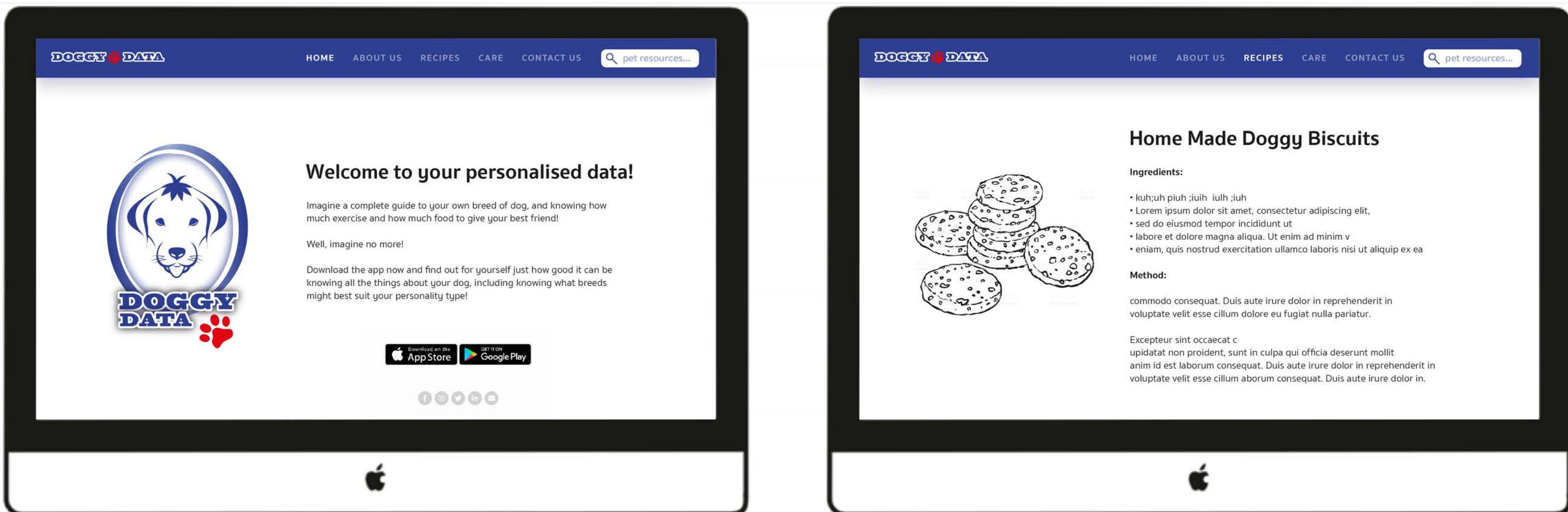
WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

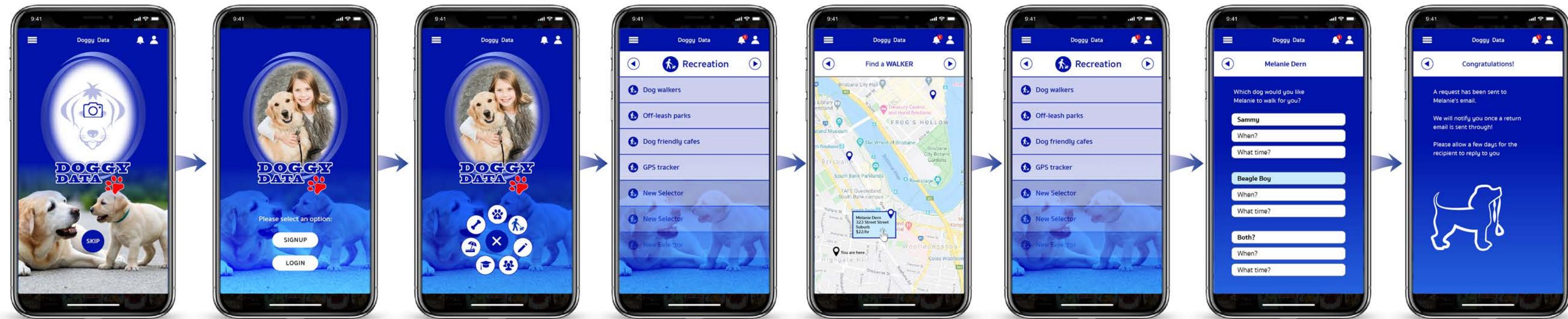
WEEK 1

WEEK 9 - WORKBOOK
Responsive Design for Dog App

WEEK 2



WEEK 6



Responsive design of the app is certainly achievable, this will be further developed and designed using html5 and css complete with media queries

WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 9 - WORKBOOK
Conforming to current standards

WEEK 2

WEEK 3

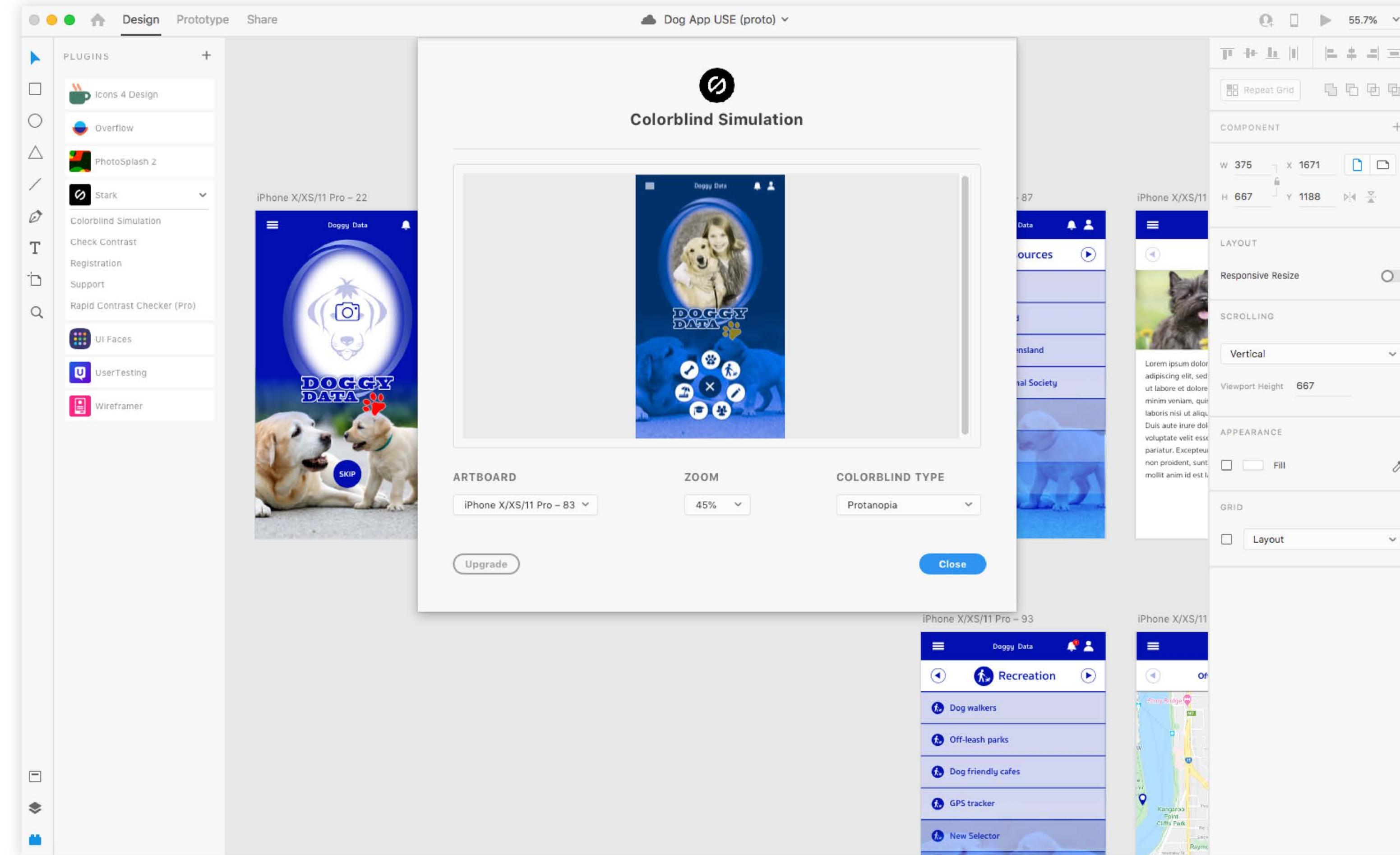
WEEK 4

WEEK 5

WEEK 6

WEEK 7

WEEK 8



Using the colour-blind simulation in Stark

WEEK 9

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)

WEEK 1

WEEK 9 - WORKBOOK

The End Result

WEEK 2

In Conclusion

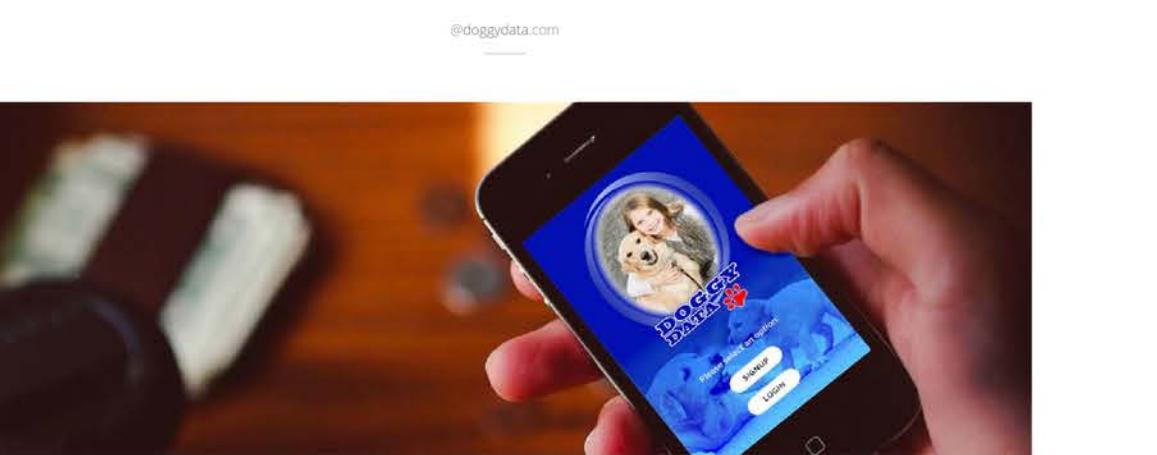
There was a few iterations through the research phase, but generally speaking, the product was received well with minimal changes overall. Feedback was positive and suggestions were highly constructive.

I am hoping to take this project further into the future and see how far I can go with it, there may be a few light alterations in the meantime but I believe that this is a solid foundation for a future project.

WEEK 3

<https://youtu.be/PdARIYwbWcM>

WEEK 4



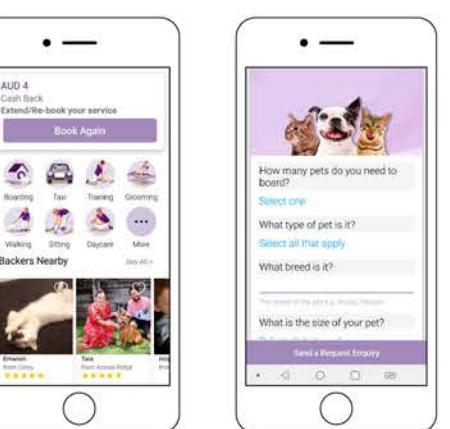
Doggy Data

CASE STUDY

Doggy Data is a service that offers breed-specific information that is designed to make your life as a committed dog owner easier, and in the process, making your relationship with your best friend, that much better!

Dog apps can be too generic.

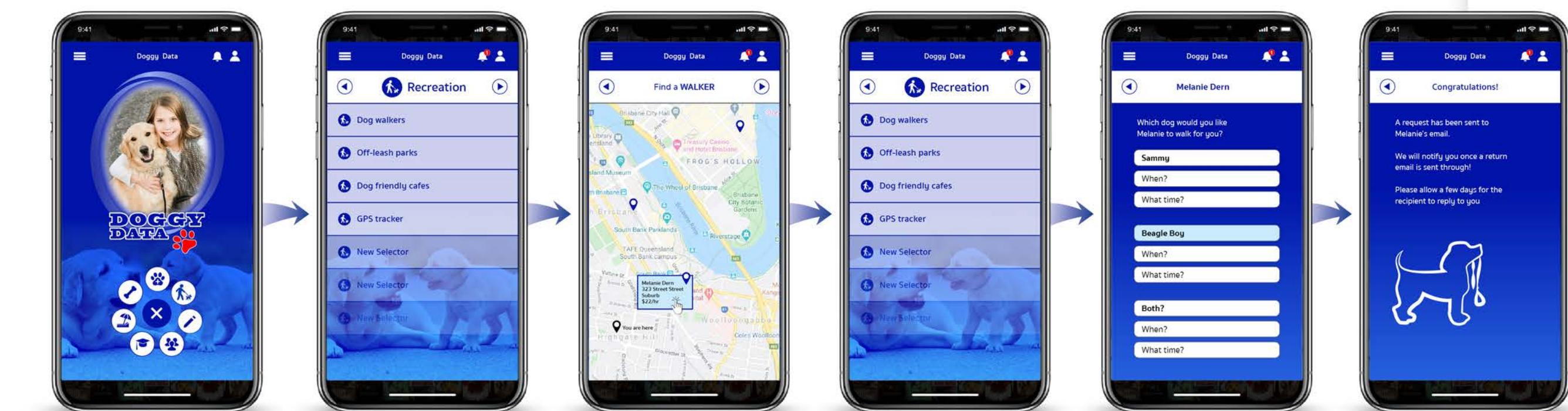
It's true, there is no shortage of dog apps out there, but to find one that is personalised is another matter...



... and don't get me wrong, there are some wonderful apps on the market too, and some of those designs have inspired this journey.

But to take it to the next level, some research had to be done to see where current trends were at. This involved asking stakeholders some questions based on facts about dogs.

WEEK 5



WEEK 6

WEEK 7

WEEK 8

The study has been an interesting journey with a few surprises

UX/UI DESIGN INTERMEDIATE ONLINE (MAY 2020)