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Application Name: Bark in The Park**Application Concept:**

Bark in The Park is an application for a smartphone to help connect dog owners at dog parks.

Bark in The Park is a social media platform designed around creating a profile for the users dog.

User Description:

Our ideal user is anyone that is associated with a dog that frequents dog parks.

User Tasks:

Users will be able to create a profile for their dogs.

Users will be able to quickly share profiles between multiple users.

Users will be able to check the ratings of dogs parks located near their GPS locations.

Users will be able to see which dogs are checked in to the local dog parks.

Users will be able to make friends with other users.

Platform: Smartphone, Web-Based**User Goal:**

The user wants to be able to form a meaningful connection with other people who own dogs and frequent dog parks.

Evaluation heuristics:

Is Bark in the Parks interface both flexible and efficient?

(Flexibility and efficiency of use)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Difficult to use

Easy to use

Does Bark in The Parks User Interface follow many standards that are in place today?

(Consistency and standards)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Follows Many Common Standards

None

Does Bark in the Park have a simplistic design that is easy to follow?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Very Simple

Very Complex

(Aesthetic and minimalist design)

Does Bark in the Parks UI provide feedback to the user about different error messages they encounter?

(Help users recognize, diagnose, and recover from errors)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Very Little Feed back

Lots of Feedback

Does Bark in the Park make it easy to find both help and documentation about our UI?

(Help and documentation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Very Easy to Find

Impossible

Does Bark in the Park make it easy to for the user to navigate out of an error back to a known place within the app?

(Help and documentation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Very Easy

Very Complicated

User Personas:



John Anderson

John has two dogs; One is a golden retriever, and the other is a yellow lab. John just recently moved from Dallas, Texas to Atlanta, GA, due to a new job opportunity, and wants to socialize and take his dogs out after getting home from work. John wishes to use the application Bark in the Parks to find nearby dog parks that are busy by the time he gets off work, so he can socialize and take his dogs out.



Sally Smith

Sally is an avid dog lover. She loves creating a profile for her dogs. Her obsession about her dogs includes taking pictures of them and uploading them to her profile, sharing pictures of her dog to her friends and searching through others profiles to view their dogs.

**Josh Turner**

Josh turner is a part time dog sitter / walker who is creating a profile to help his part time business. Josh will put within his profile description what his part time job is so whenever he is at the dog park he will be able to advertise himself by sharing his profile with others.

**Samantha Jones**

Samantha has an aggressive dog and she is constantly looking for a place to allow her dog to run around because she lives in an apartment. Samantha searches through the app to find dog parks that are not busy because her dog does not interact well with others.

**William Applegate**

Will is a traveling salesman for a pharmaceutical company. Will set up an account so he is able to find and rate dog parks in all the different towns he frequents.

**Brian Heyward**

Brian is a teenager and his parents get home from work late in the evening, so he is responsible for taking his dogs out. Brian uses the app to find dog parks that have users that are close to his age.

**Agnus Aberdeen**

Agnus is a retired veterinarian and is looking for something to keep her occupied during the day. Agnus has two dogs a Sheltie and a Collie. Agnus is looking for some local dog parks that are large enough for her dogs to go for a proper run.

Conceptual Model:

Object Type	Attributes	Operations
Owner Profile	Name Username Picture Description Status Birth Date Phone Number (optional) Dog(s)	View Add Delete Message Edit
Dog Profile	Name Username Picture Description Breed Age Owner(s)	View Add Delete Edit
Map	Current Location Dog Parks Dog friendly restaurants	View Select

Dog Park	Name Location Rating	User Check-in User Check-out Rate
Barks (messages)	Subject Text	Send Receive Read

User Scenarios:

Josh Turner:

Josh is a local part time dog walker and has recently heard of the app Bark in the Park. Josh downloads the app and is prompted with the home screen but for him seeing how this is his first time logging in he is prompted with the Create a Profile screen. Josh fills out the various details pertaining to him. Once Josh finishes creating his profile he moves on to his dog Beau's profile. After Josh creates Beau's profile he updates his status to "Hello everyone my name is Josh Turner im new in town and I am a part time dog walker / sitter if anyone is interested in my services shoot me a message within the app and we can set something up". Josh successfully created a profile and updated his status to reflect the fact that he is a part time dog walker / sitter.

Samantha Jones:

Samantha Jones gets off work on Fridays and loves to take her dog to the dog park. Unfortunately, Samantha has a pit bull that can be aggressive around other dogs. Samantha wants to find a dog park that has less than five dogs checked in by the time she gets off work. Samantha decides to download the application Bark in the Park on her smartphone after her friend Sally had recently recommended it to her. Samantha downloads the application and creates a profile for her dog and herself. After getting home from work on a Friday, Samantha opens Bark in the Park on her smartphone and navigates to her home page. From her homepage, Samantha searches for various dog parks near Samantha's current location along with the amount of users checked in at each dog park. Sally finds a dog park that is two miles away, and currently has two dogs checked in. Sally views the dog park displayed on the map, and is redirected to the dog park's page. Sally sees good ratings about the dog park and decides to put her dog in her car and drive to the nearby dog park that she just discovered. After getting to the dog park, Samantha opens Bark in the Park app on her smartphone and navigates to the Dog Park page. Samantha checks into the Dog Park. Samantha really likes the scenery of the dog park that she has just been to for the first time, and after checking-out, she is given the option to rate the dog park. Samantha successfully used the application Bark

in the Park to discover an uncrowded dog park, check-in and check-out of the dog park, and to leave a rating/review of the dog park that she has just been to for the first time.

Sally Smith:

Sally has had the application Bark in the Park for a few months, and has been loving the app so far. Sally is obsessed with her dogs, and loves taking pictures of her dogs and uploading them to her profile. Sally uploads a few pictures of her dogs. After Sally uploads a few pictures of her dogs she then creates a profile for it. After Sally created her pet's profile she decided she would like to upload even more pictures of her dog. Sally's smartphone has given her application access to her photo library, so Sally searches through her phone's photo library until she finds the picture of her dog that she would like to add. After uploading a picture of her dog holding a tennis ball in it's mouth, Sally is given the option to add a caption to her recently uploaded picture, and decides to create the caption "Lucy loves tennis!", and successfully uploads the picture. After uploading her picture, Sally decided to share the picture so that her friends can see her recently uploaded picture of her dog holding a tennis ball.

John Anderson:

John has been using the application Bark in the Park for about a month. John downloaded the app with the main goal of finding dog parks that are busy by the time he gets off work, so that he can socialize and meet new people while taking his dogs out. John successfully used the app to find a dog park that is always crowded at 6pm everyday. While at the dog park, John had a great conversation with a person named Bill that he just met for the first time. John asked Bill if he had the app Bark in the Park, and after Bill told John that he did, John decided to add him as a friend so that they could connect with each other in the future. John opened up the application and signed in to his account. After signing in, John successfully sent Bill a friend request.

Prioritized User Tasks:

1. Create/edit a user profile
2. Create/edit a dog profile
3. View nearby dog parks
4. Check-in and check-out of dog parks
5. View ratings and reviews of dog parks
6. Add friends
7. Share uploaded photos with friends/Send messages to friends

Login Screen

Login:

Bark in the Park

Username

Forgot Username?

Password

Forgot Pass?

ENTER DogPark

(Sign in with Facebook)

Create Profile

Create User Profile screen

Create Profile clicked
from Login screen

Welcome to Bark in the Park

Lets get Started

First Name

Last Name

Email

User Name

(name that will be
displayed to others)

Password

Re-type
Password

Phone Number
(optional)

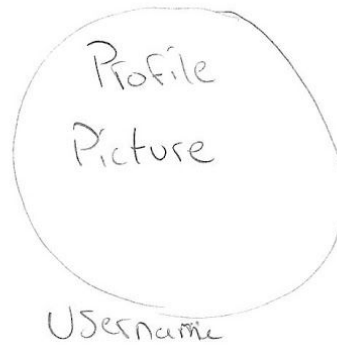
Upload Picture
(optional)

Description
(describe yourself)
(optional)

Create Profile

Home Screen

Enter Dog Park
Clicked



Dog Parks Near You

• Dog Park Name . . . # miles away (# users checked in)

• Dog Park Name . . . # miles away (# users checked in)

•

•

•

•

Navigation Bar

PETS



Friends



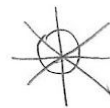
MAP



Profile



Settings



Pets TAB

Pets Clicked
Nav Bar

Pets

(+) ADD Pets

(Once a Pets Profile is created their portrait
will appear above Add Pets)

Create Pet Profile Screen

ADD Pets click

Name

Breed

Age

Male/ ☐
Female

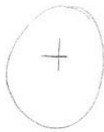
Temperament (1-10) 1 being Docile 10 Being Aggressive

Energy Level (1-10) 1 being lazy 10 being Jack Russell

Weight

Bio (describe your Pet)

Upload Picture




Friends Tab

Friends Clicked
Nav Bar

Find Friends

Find

Friends

 Josh_Jet

Send Message

 Peanut

 Agnus

 Callie

Friend Requests

 Christina-A



Find Is clicked
friends tab

(Pic) Username add friend

(Pic) Username add friend

(Pic) Username add friend

(Pic) username add friend.

MAP Tab

Map Clicked
Nav Bar

Search Map

Dog Park Name
Pic (# Dogs Checked In)

Dog Park Name
Pic (# Dogs Checked In)

Dog Park Name
Pic (# Dogs Checked In)

Dog Park Name
Pic (# Dogs Checked In)

Events

Icon on map
Clicked

Name of Dog Park

Rating

Dogs
checked
in

Picture of Dog
Park

Picture of
Dog Park

Picture of Dog
Park

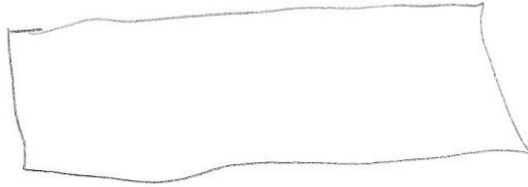


Comments

Profile Tab

Profile Button
Click Now Bar

Status



Send Message

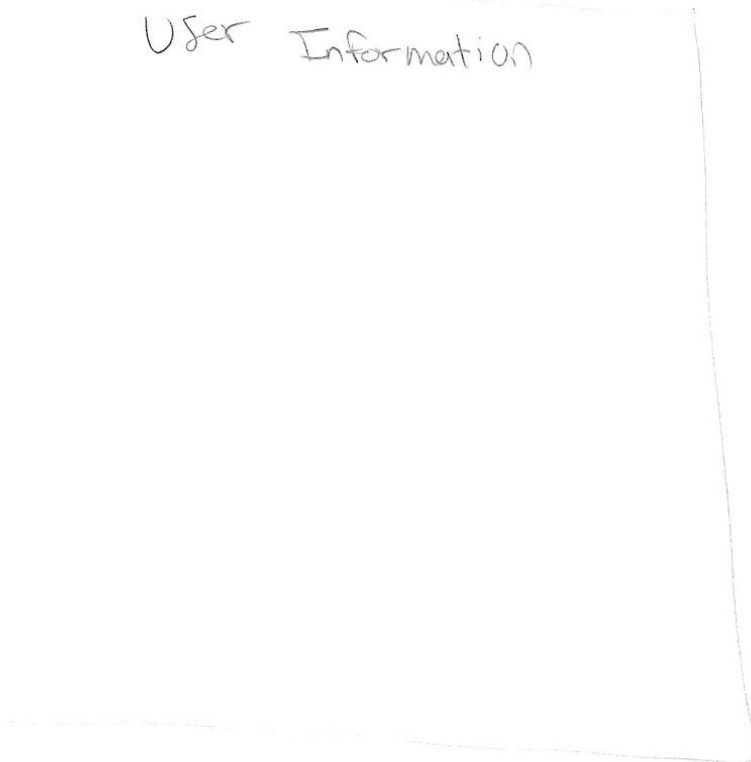
Favorite
Dog Park



Pets



User Information



Settings Tab

Settings Clicked
Nav Bar

Edit Personal Information

Auto Populate

First Name

Last Name

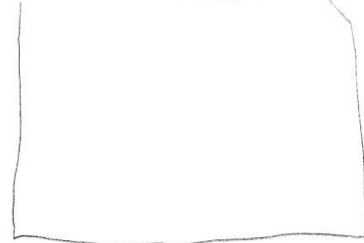
Email

Pass Reset

Phone #

Description

Current Profile Picture

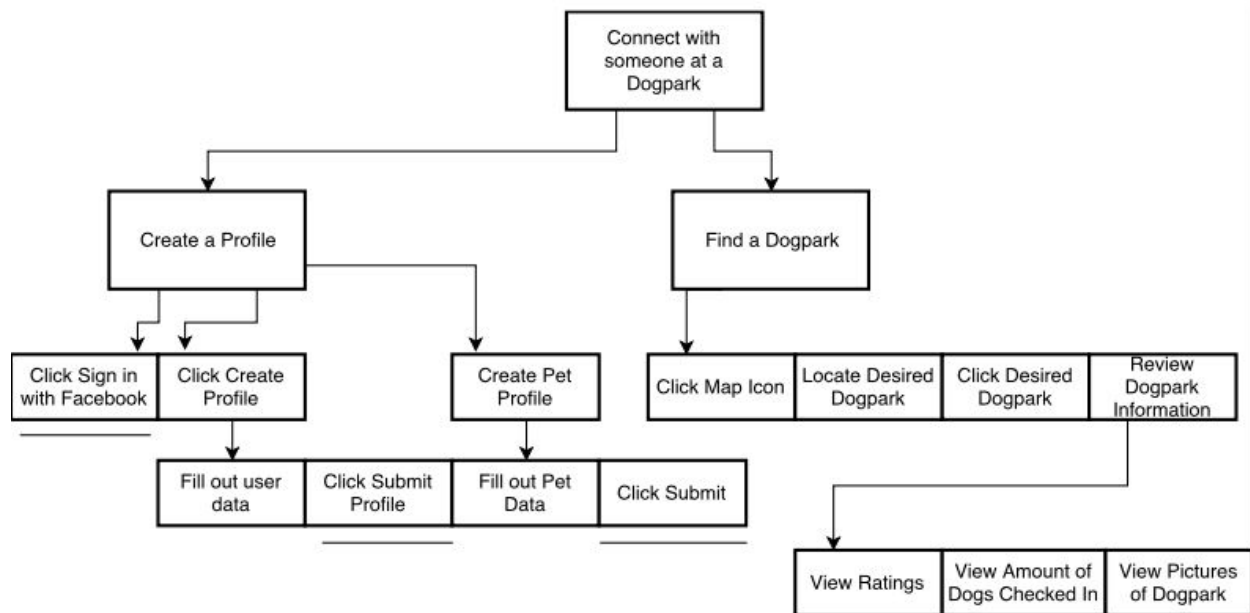


Change Profile Picture

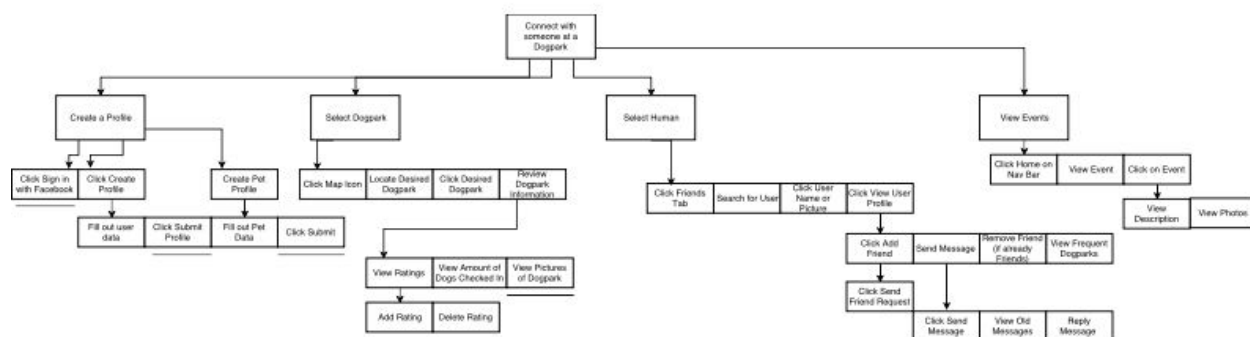
Security Settings

Profile visibility

Save Settings



This was the first iteration of our hierarchical task analysis it was from this task analysis that we discovered a few flaws in our design. We realized that creating a profile and finding a dog park weren't the only tasks the user could do with our app. In the next iteration of the HTA we include Selecting a human and viewing events.



UI Prototyping

The UI prototyping tool we used was Adobe XD CC we chose we really didn't have a reason for selecting this but if we could do it over again we would of chose something a little bit more beginner friendly. Also the free trial on Adobe is very short and we ran into many problems because of it.



Link to our Prototype

<https://xd.adobe.com/view/7c9354b2-876f-4002-8b75-59b6c4a27cd2/>

Bark in the Park

Username:

Password:

Enter Dogpark

sign in with facebook

Don't have an account?
create new profile

Login Screen Users have the option to create profile or login using their Facebook profile

Welcome to Bark in the Park

BACK

Lets get started

First Name:

Last Name:

Email:

Username:

Password:

Re-type Password:

Phone Number:

(optional)

Upload Picture (optional)

Description (describe yourself)


Submit Profile

Submit and Create Pet Profile

Create profile screen this screen is for when people do not want to use their Facebook profile to login.

Find Friends Find


Friends:




Josh_Jet

send message


Josh's Dogs:



Peanut




Agnus



Callie






Friend Requests



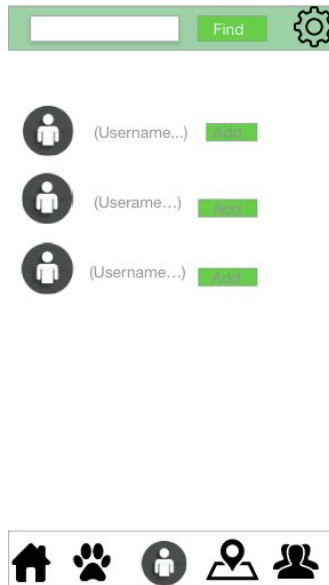
christina_A

Approve

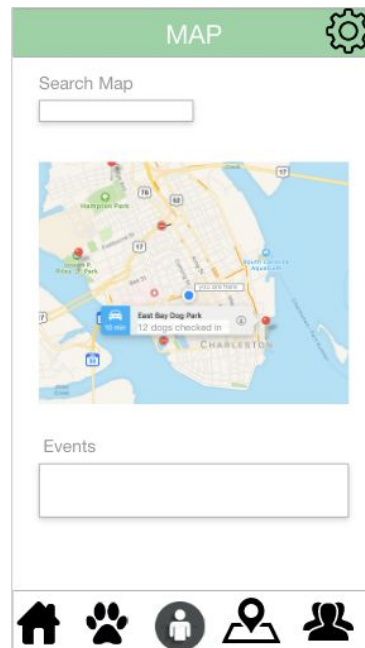
Decline

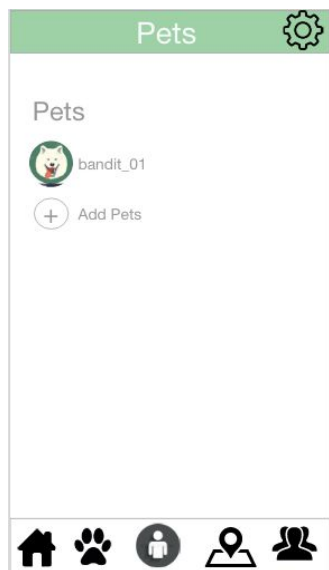
This is the Friends page where users are able to view their friends and their friends pets



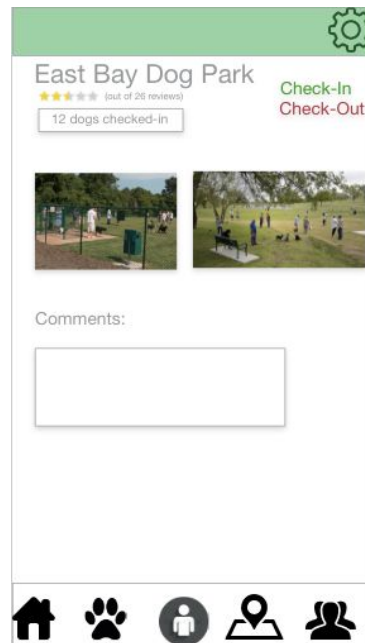
This is the Friends search page where users are able to search for their friends.



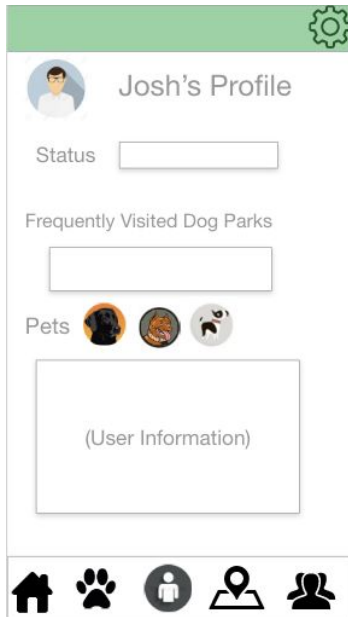
This is the Map Page where users are able to view dog parks near them on an interactive map that allows users to click on the portrait of the dog park to view various details about the dog parks.



This is the user's Pets page where the user is able to update and add pictures of the user's pets.






This is the View Dog Park page where the user can view how many dogs are checked into the dog park, the dog parks ratings and pictures of the selected dog park.








Josh's Profile

Status

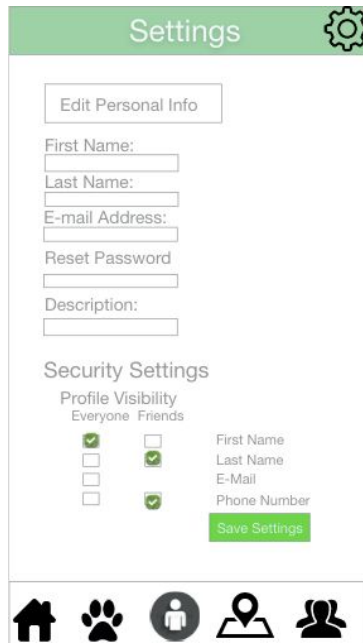
Frequently Visited Dog Parks

Pets   

(User Information)

This is the user's profile page where they will be able to update their status and allow other users to view their most frequented dog parks. Other users will also be able to view the user's pets.



Settings

Edit Personal Info

First Name:

Last Name:

E-mail Address:

Reset Password

Description:






Security Settings

Profile Visibility

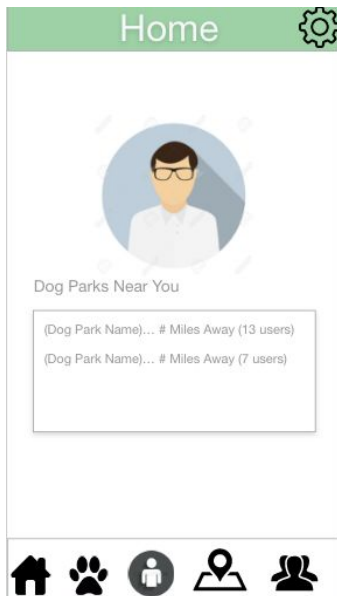
Everyone ☒ Friends ☐

First Name ☒ Last Name ☒ E-Mail ☐ Phone Number ☒


Save Settings

This is the user's settings page where the user can update setting and change their profile visibility.








Home



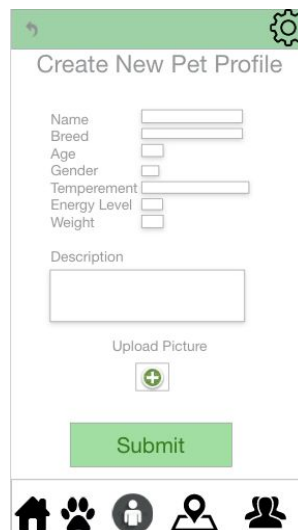
Dog Parks Near You

(Dog Park Name)... # Miles Away (13 users)

(Dog Park Name)... # Miles Away (7 users)

This is the user's Home Screen where the user is able to view event and dog parks near them.



Create New Pet Profile

Name

Breed

Age


Gender

Temperament






Energy Level

Weight

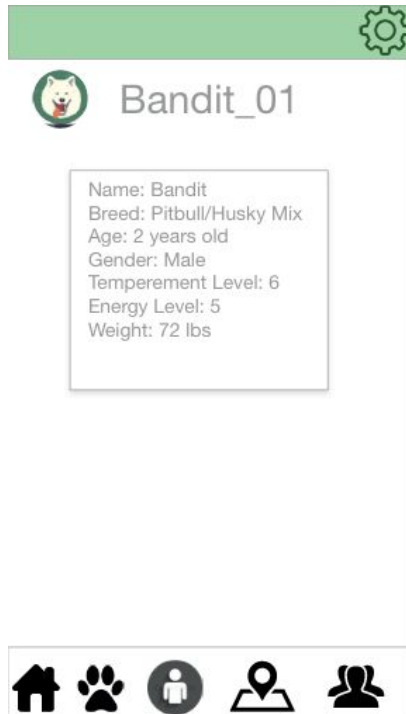
Description

Upload Picture 

Submit

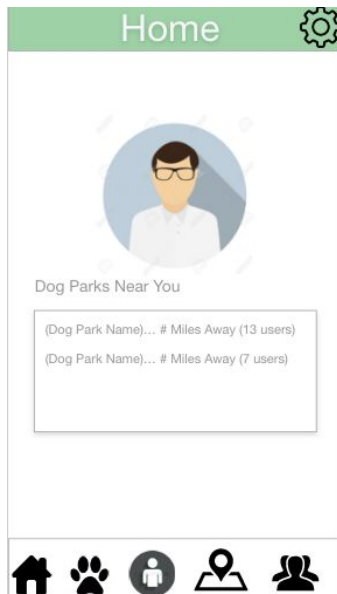
This is the Create New Pet Profile page where the user can create a new pet and upload a profile picture, description, name etc.



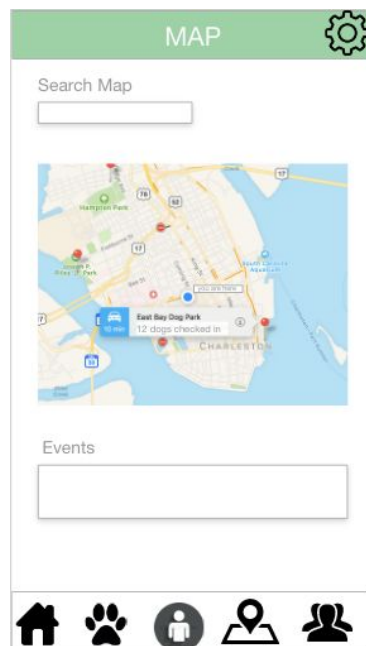
This is the user's Pet Profile page that displays various information about the selected pet.

User Task

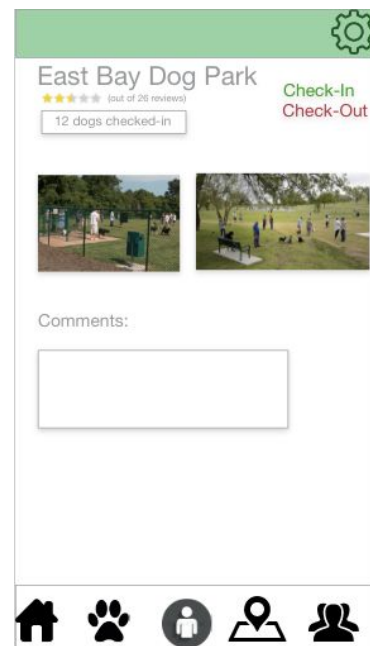
From the Home Screen, Find a dog park.



1. From Home the user will select the Map Icon on the bottom Navigation Bar.

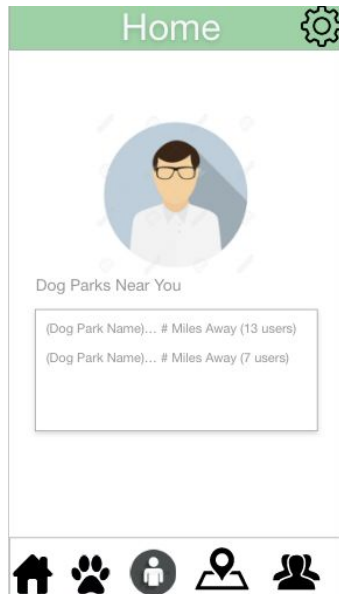


2. From the map screen the user will select the desired dog park.

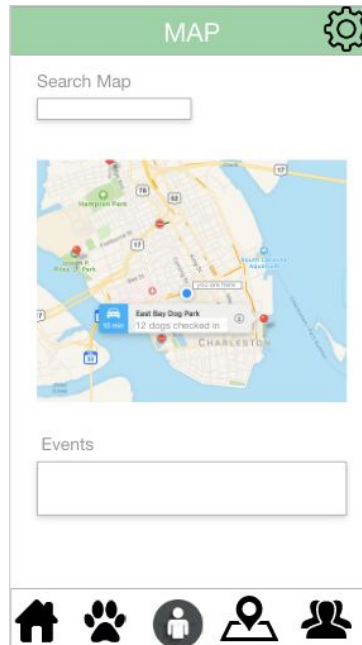


User Task

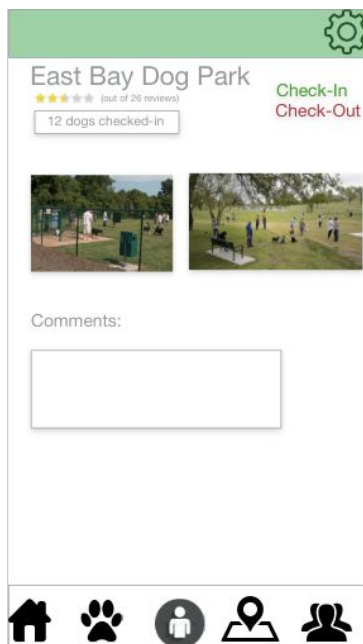
From the home screen, see which dogs are checked in to a dog park.



From the Home Screen the user will select the map icon on the Navigation Bar.



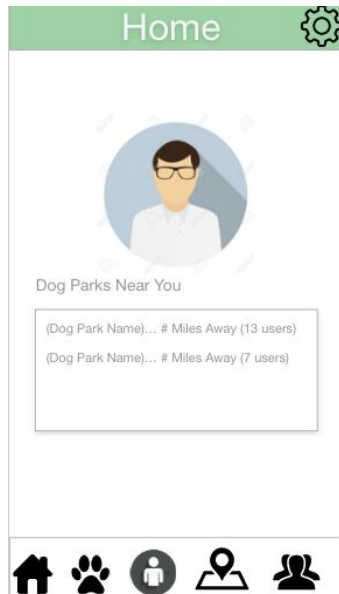
From the Map Screen the user will select their desired Dog Park.



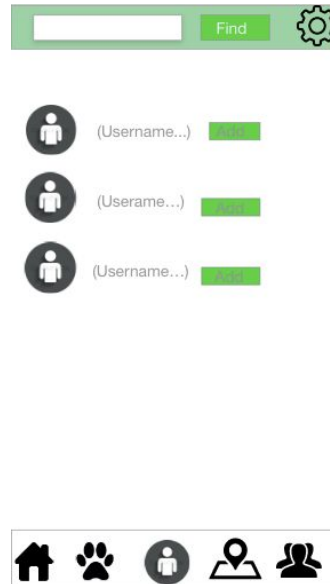
In the top left of the screen shows the number of dogs currently checked into the selected dog park.

User Task

Look up and add a friend from the homescreen



From the Home screen select the Friends icon in the Navbar at the bottom of the screen.



From the Friends screen type the desired user into the search bar at the top of the screen scroll through the top matches and locate the desired user, Then select the add button to the right of their name.

Keystroke-Level Analysis

Finding a dog park from the home screen

M: From the home screen, think of selecting the maps icon.

(1.10 seconds)

P: Hover finger over the maps icon.

(0.75 seconds)

K: Tap on the maps icon with your finger.

(0.20 seconds)

H: Home finger on the screen to scroll through map.

(1.00 seconds)

M: From the maps screen, think of clicking on a nearby dog park from the options displayed.

(3.50 seconds)

M: From the maps screen, think of clicking on events on events (if any events are displayed)

(1.00 seconds)

P: Hover finger over desired dog park.

(0.75 seconds)

K: Tap on desired dog park.
(0.20 seconds)

M = 1.10 + 3.50 + 1.00
 = 5.60 seconds

P = 0.75 + 0.75
 = 1.50 seconds

K = 0.40 seconds

H = 1.00 seconds

R = 5.60 + 1.50 + 0.40 + 1.00
 = 8.50 seconds

Looking-up a user to add as a friend from the home screen:

M: From home screen, think of selecting the friends icon on the navigation bar.
(1.10 seconds)

P: Hover finger over the friends icon.
(0.75 seconds)

K: Tap on friends icon.
(0.20 seconds)

M: From friends page, think of tapping on the search bar to search for a desired name.
(1.10 seconds)

P: Hove finger over search bar.
(0.75 seconds)

K: Tap on search bar.
(0.20 seconds)

H: Home fingers on keyboard after the keyboard has been displayed on the screen.
(0.5 seconds)

M: Think of desired person's name that you would like to type in.
(1.10 seconds)

K: Type in the desired person's name.
(5.00 seconds)

P: Hover finger over the "Find" button.
(0.75 seconds)

K: Tap on the "Find" button.

(0.20 seconds)

P: Hover finger over desired person's name.

(0.75 seconds)

K: Tap on the "Add Friend" button.

M = 1.10×4

= 4.40 seconds

P = $.75 \times 4$

= 3.00 seconds

K = $(0.20 \times 3) + 5.00$

= 5.60 seconds

H = 0.50 seconds

R = $4.40 + 3.00 + 5.60 + 0.50$

= 13.50 seconds

See which dogs are checked into a dog park from home screen

M: From home screen, think of clicking the maps icon to view nearby dog parks.

(1.10 seconds)

P: Hover finger over the maps icon.

(0.75 seconds)

K: Tap on the maps icon.

(0.20 seconds)

H: Move finger on the screen to scroll through map and view nearby dog parks.

(1.00 seconds)

P: Hover finger over desired dog park.

(0.75 seconds)

K: Tap on desired dog park.

(0.20 seconds)

M: Think of pressing the box that displays the current number of dogs that are checked into the selected dog park.

(1.10 seconds)

P: Hover finger over the box that displays the current number of dogs that are checked in.

(0.75 seconds)

K: Tap on box.

(0.2 seconds)

$$\begin{aligned} M &= 1.10 \times 2 \\ &= 2.20 \text{ seconds} \end{aligned}$$

$$\begin{aligned} P &= 0.75 \times 3 \\ &= 2.25 \text{ seconds} \end{aligned}$$

$$\begin{aligned} K &= 0.20 \times 3 \\ &= 0.60 \text{ seconds} \end{aligned}$$

$$H = 1.00 \text{ seconds}$$

$$\begin{aligned} \mathbf{R} &= 2.20 + 2.25 + 0.60 + 1.00 \\ &= 6.05 \text{ seconds} \end{aligned}$$