

# Scouse Daxie

## Wireframes

### Introduction

The site must be responsive across all devices.

Common device sizes are:

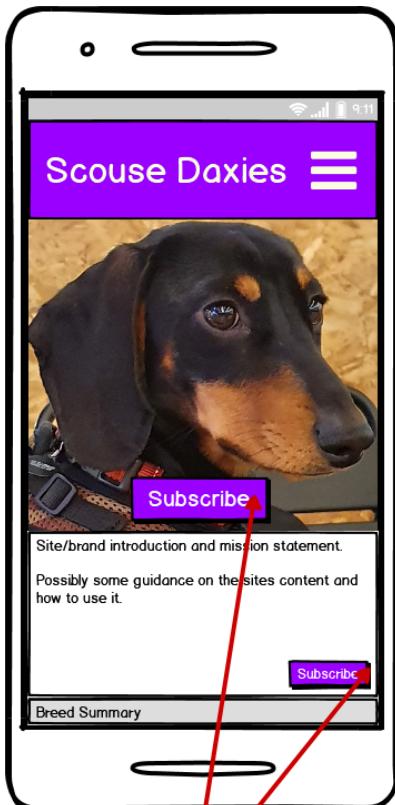
- Mobile Phones (xs-sm Bootstrap sizing)
- Tablets (md-lg Bootstrap sizing)
- Desktops (xl+ Bootstrap sizing)

Wireframes were created on the 6<sup>th</sup> May 2020 during the UX Design planning phase of the project. The wireframes were designed in Balsamiq Wireframes 4 in order to provide a brief for the project and minimise mission creep.

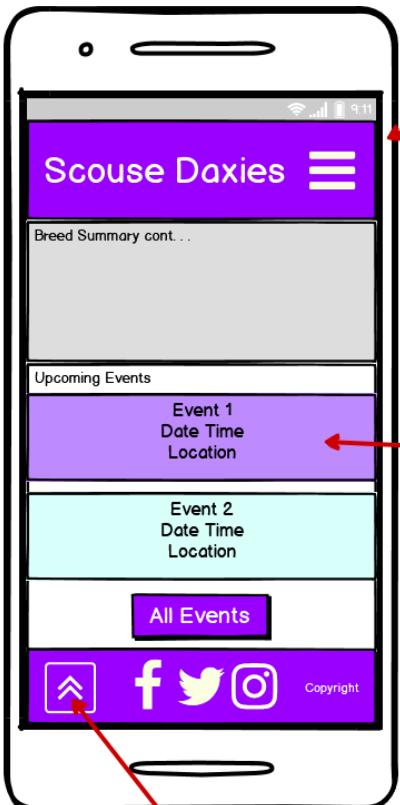
Whilst best efforts were made to adhere to the plans outlined in the Wireframes, some deviation was required. The document below will provide a summary of this deviation and justification for doing so where it has occurred.

## Home Page

Mobile



Register to subscribe to the sites newsletter. It opens a MODAL to submit information.

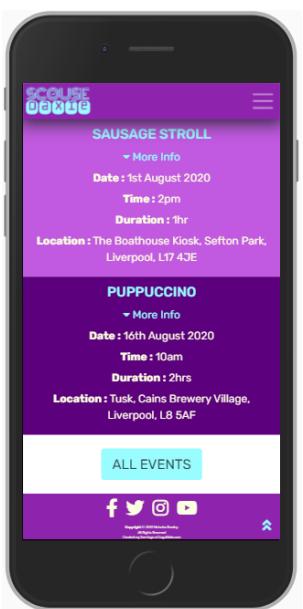
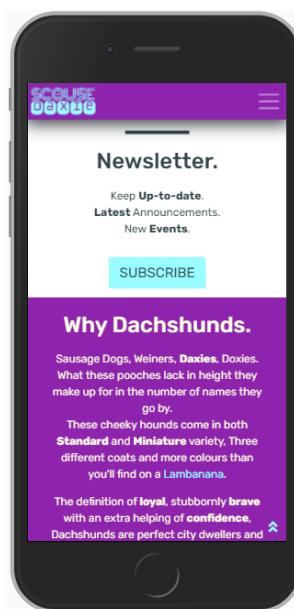
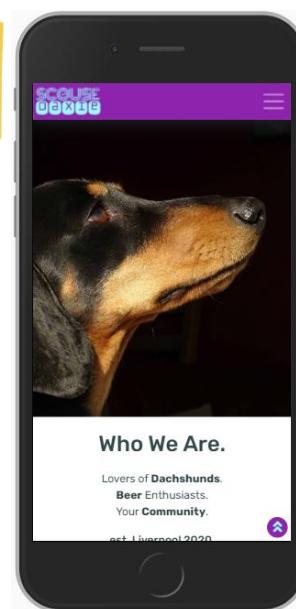


Header bar is fixed to the top of the page

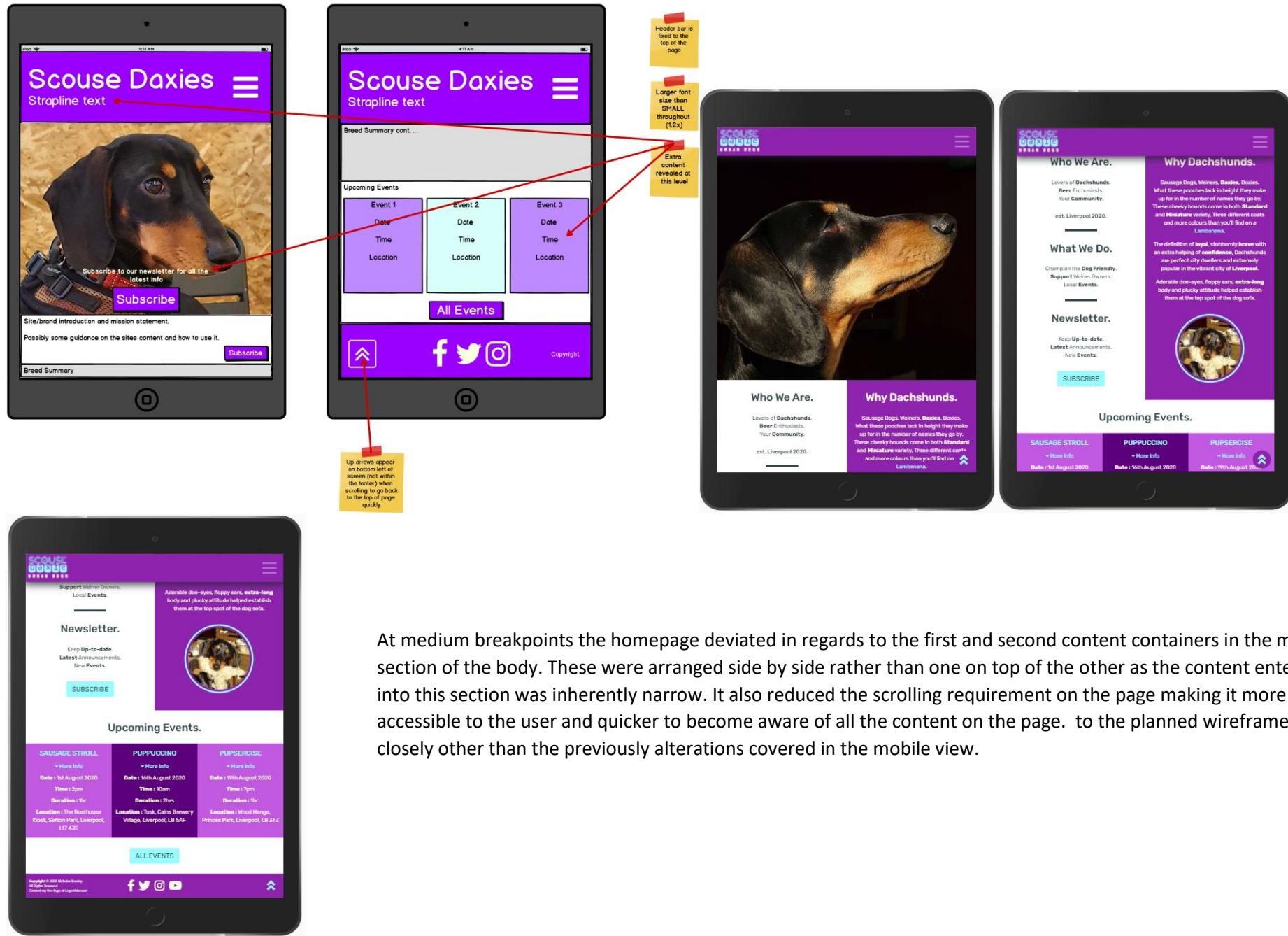
Events are linked to specific pages of the Facebook event where users can register attendance

Up arrows appear on bottom left of screen (not within the footer) when scrolling to go back to the top of page quickly

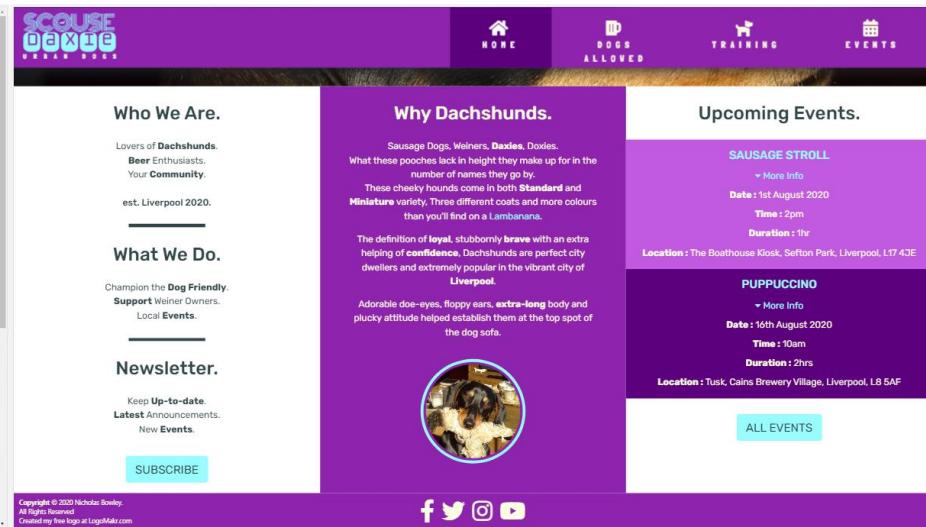
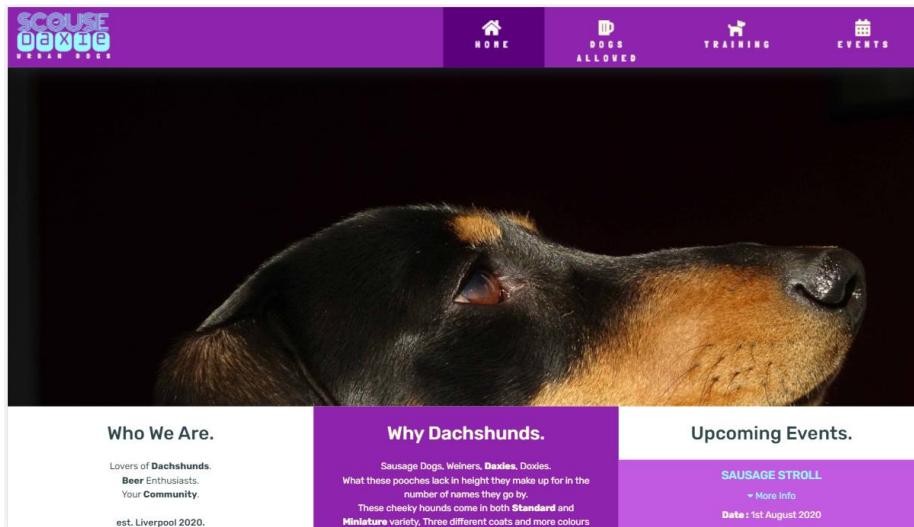
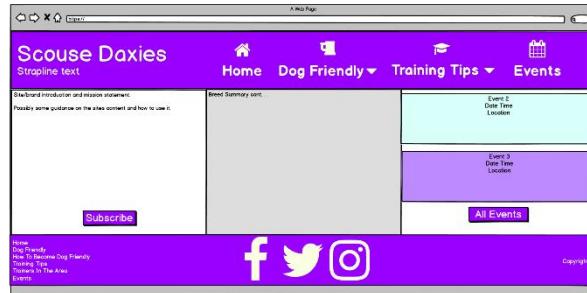
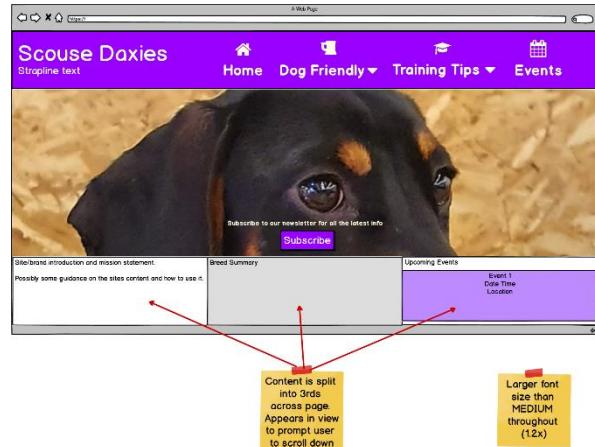
The home page at mobile view conformed to the planned wireframe with some variation. The major change was the inclusion of a “back-to-top” button which is always visible at a fixed position on the screen, rather than only present in the footer bar, and that is located in the bottom right of the viewport as this is the conventional location for such an object. The subscribe button was moved out of the hero image as it was deemed to be out of place. A newsletter section was added to the first container to compensate for this and the button made larger. The secondary blue colour was used much less than originally planned in favour of the primary dark colour, which added better balance to the site.



## Tablet

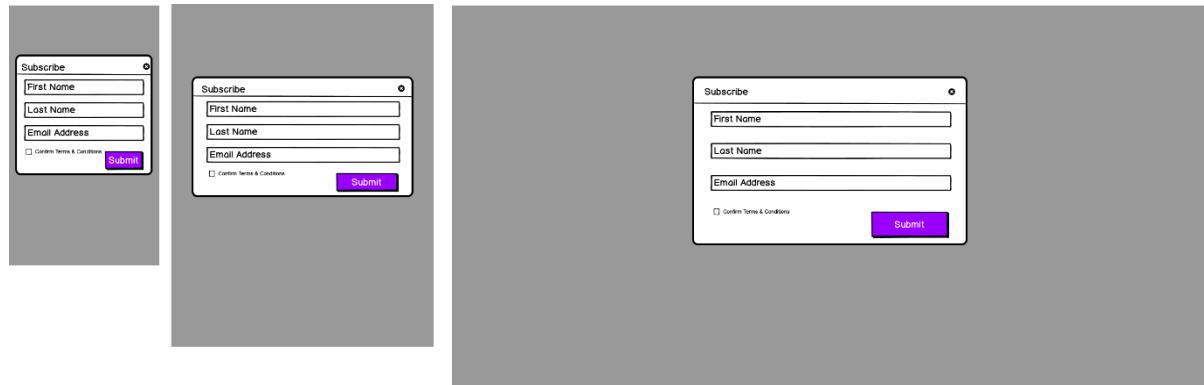


## Desktop

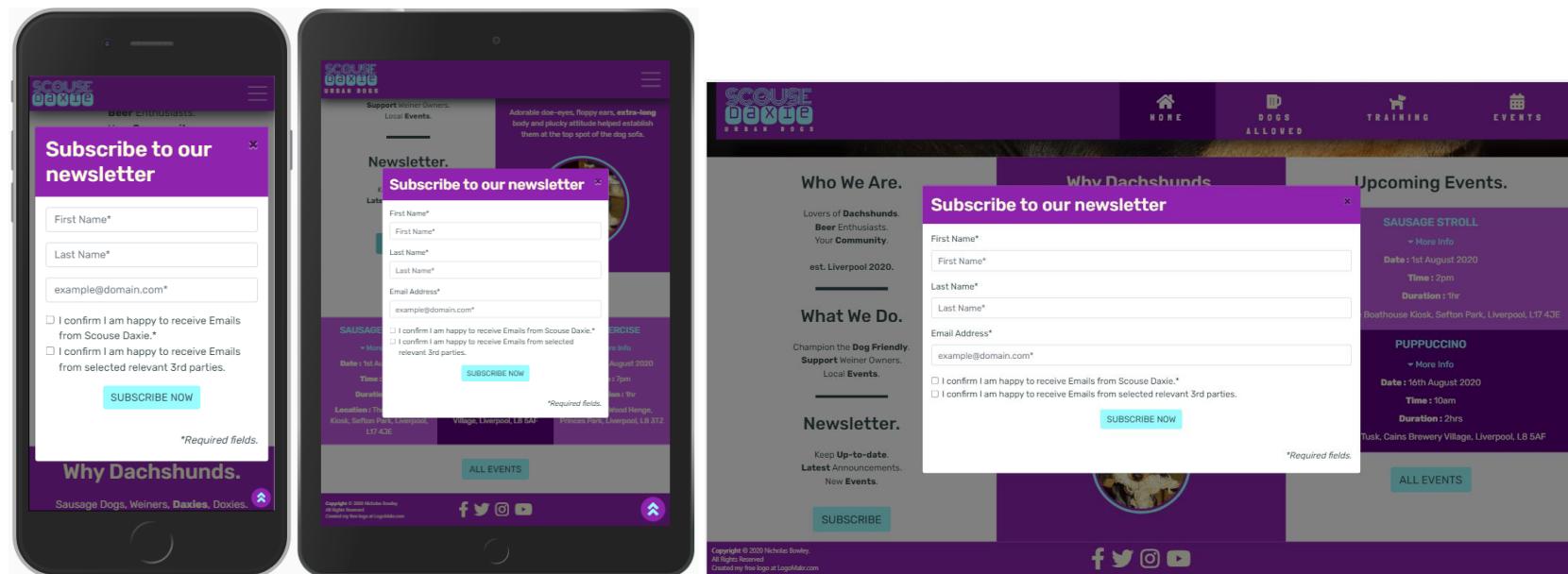


At the extra-large breakpoint the wireframe plan was almost comprehensively adhered to barring some minor design changes. The major variation is the reduction in size of the header and footer to better conform to standards and provide greater real estate for the main content of the page. This is the case throughout the site.

## Subscribe Modal on all 3 device sizes

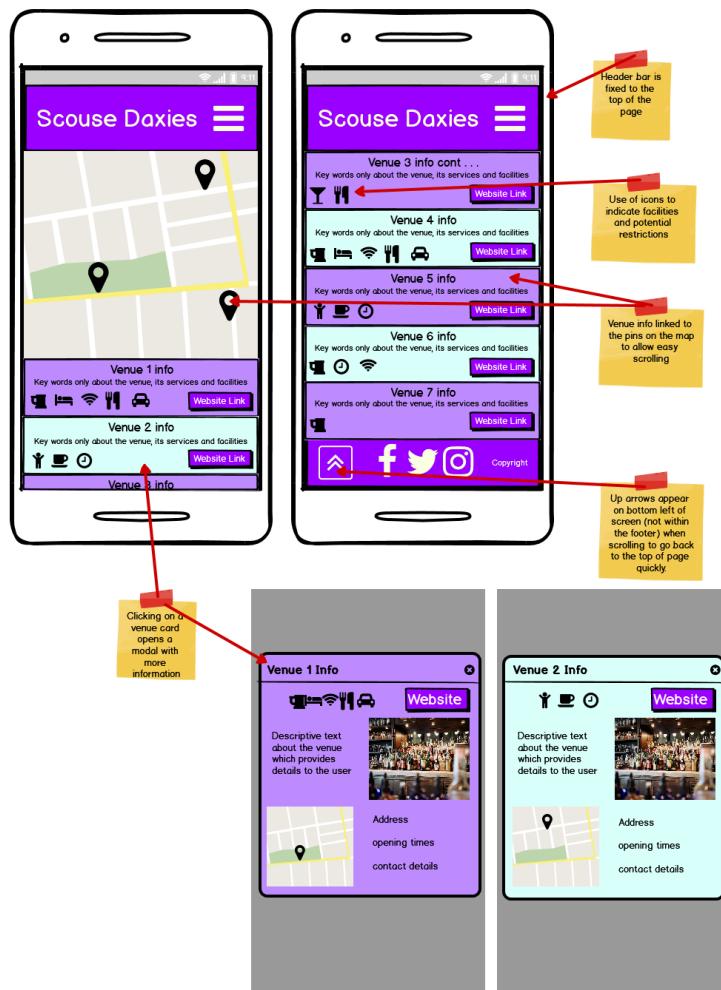


The modal structure deviations include the use of labels at medium and above breakpoints and the inclusion of an extra checkbox. A footnote regarding required fields was also included. Other than this the structure remains the same, with minor styling adjustments.

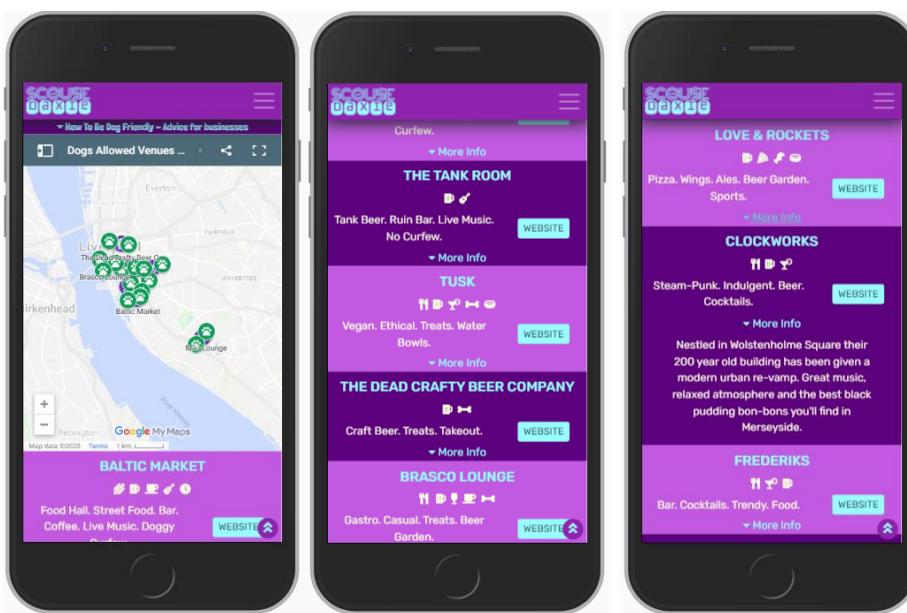


## Dogs Allowed Page

### Mobile

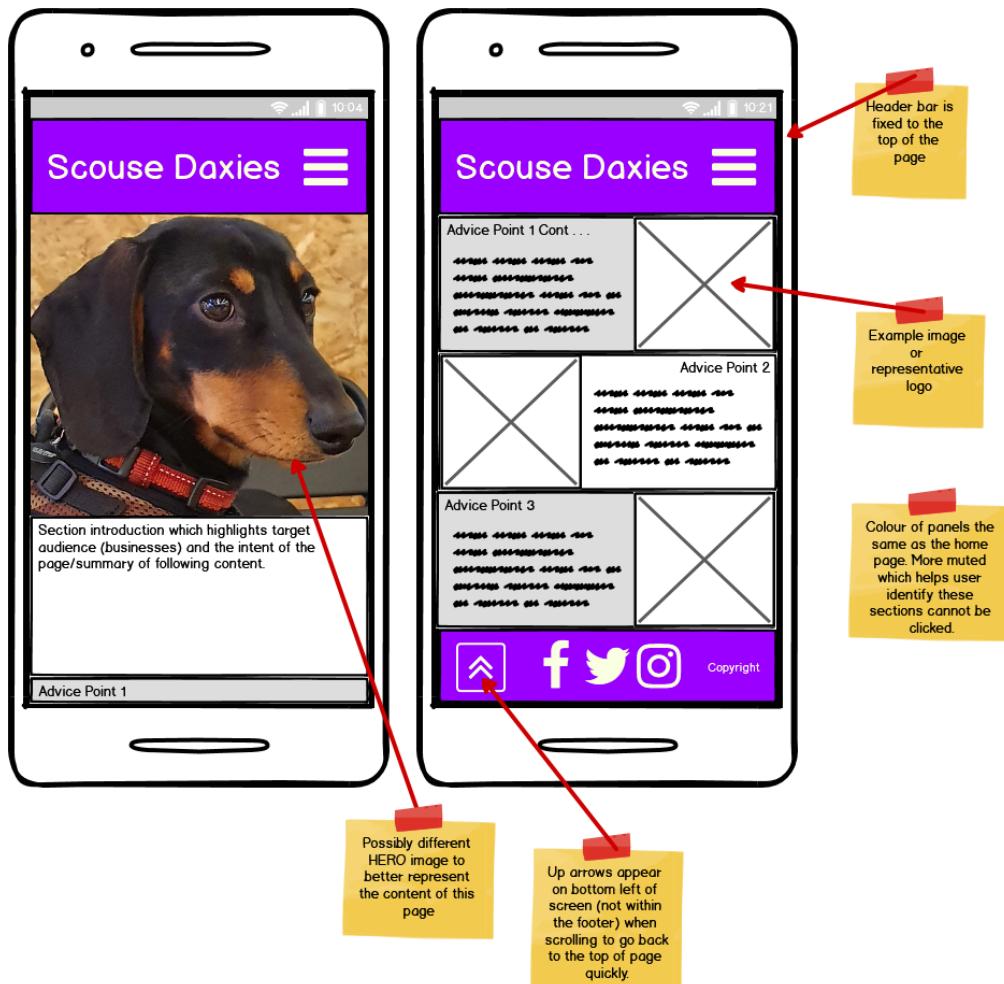


The map was given a greater proportion of the pages real estate whilst retaining the lead on to the top venue card as this was a more visually appealing finish. The venue cards were slightly taller than first planned but this provided a less cramped finish, with the icons coming first before the keywords text. The modal was substituted for a collapsible section as it provided a less intrusive, interruptive experience for the user.



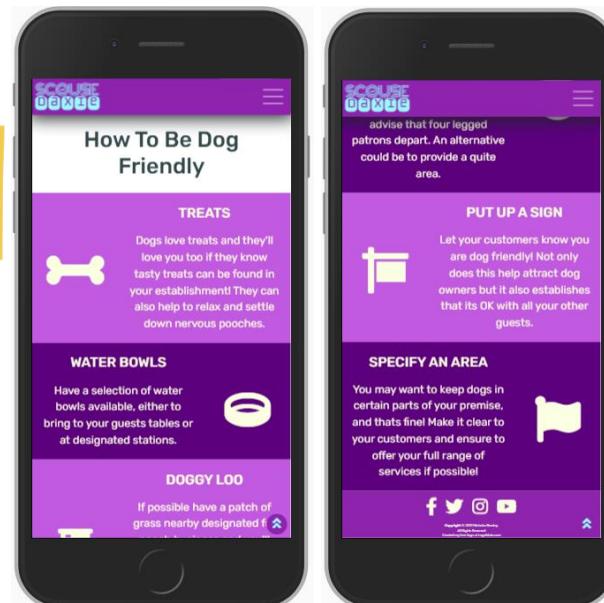
## How To Become Dog Friendly Page

### Mobile

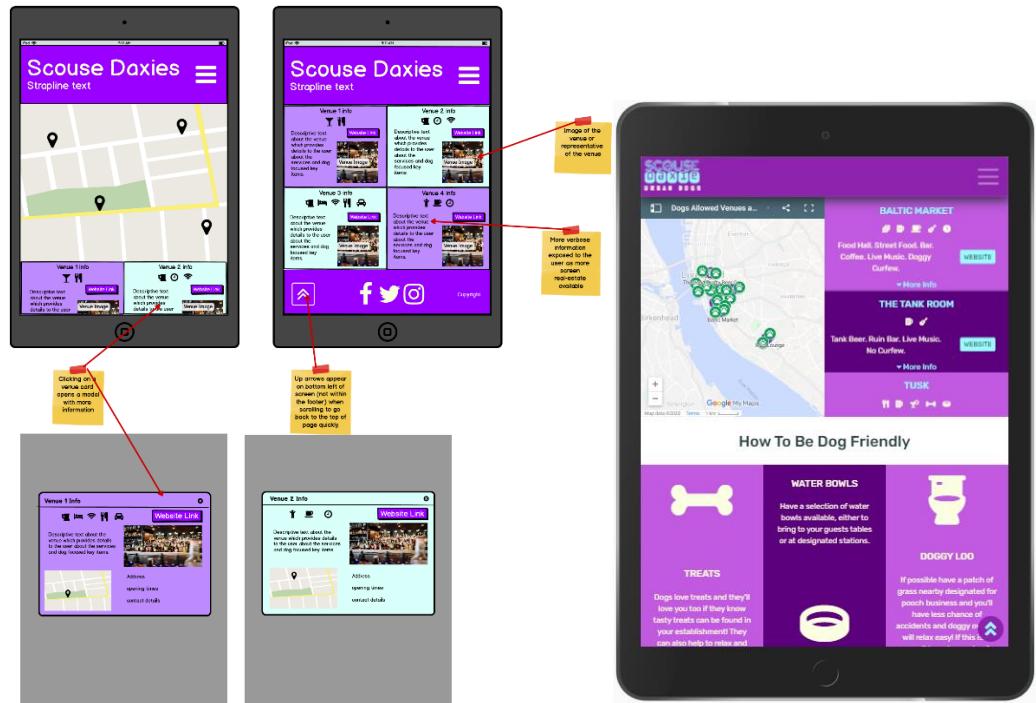


This sub-page was included below the venue card and map content of the dogs allowed page. As such a hero image was not used. However the card items were laid out in the intended format.

As the mobile view necessitated a long scroll length a shortcut link was added immediately below the main navigation bar to scroll directly to this part of the page to promote a positive user experience for 3<sup>rd</sup> Party Businesses.



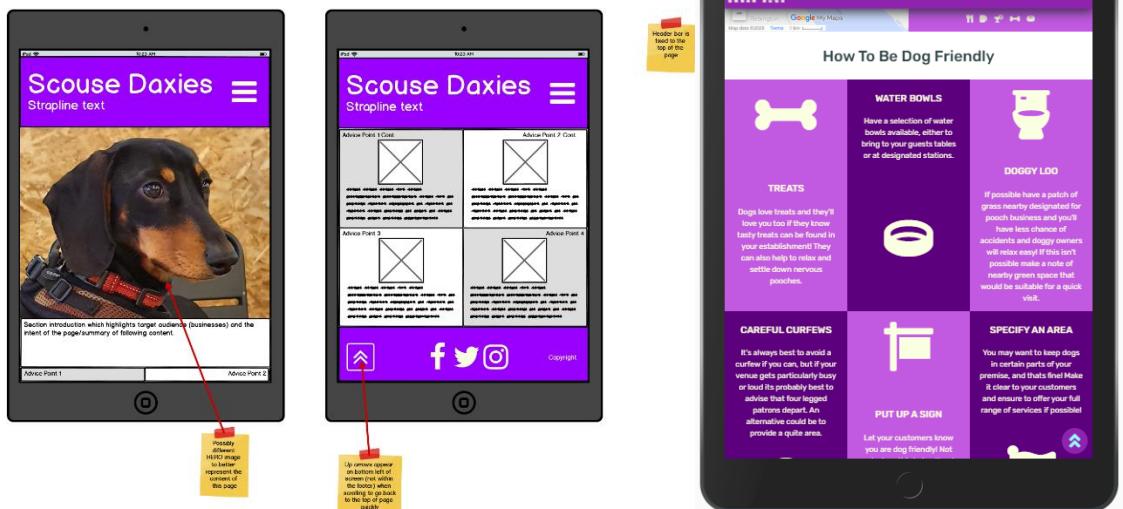
## Tablet



The medium breakpoint for the dogs allowed page deviated significantly from the planned wireframe. The map only occupies half the viewport width and the venue cards are arranged in an internally scrolling container next to the map. This mimics the desktop layout and was chosen at this breakpoint due to the scroll length that the page created when following the original design.

As the collapse function was chosen over the modal the use an image on the main card was removed. This makes this card list consistent across all devices.

Again the how to be dog friendly sub page is now at the bottom of the main dogs allowed page. The card items were arranged in 2 rows of 3 rather than 3 rows of 2 as this kept the page scroll length down and better distributed the content of each card, which was less than envisaged.



## Desktop

This section shows the desktop version of the Scouse Daxies website. It features a header with navigation links (Home, Dog Friendly, Training Tips, Events) and a strapline. Below the header is a map of Liverpool with several green location markers. A yellow callout points to a 'Venue 1 Info' card, which contains icons for Wi-Fi, a car, and a dog, along with descriptive text about the venue. Another yellow callout points to a 'Venue 2 Info' card with similar content. The footer includes social media links (Facebook, Twitter, Instagram) and a copyright notice.

**Annotations:**

- Content is split into 3rds across page. Appears in view to prompt user to scroll down.
- Clicking on a venue card opens a modal with more information.
- Header AND Footer bar are fixed to the top and bottom of the page respectively.
- The Venue Info cards take up 1/3rd width of the page and are the only scrolling items on the screen.
- The map takes up 2/3rds across and the entire remaining height of the window. It is in a fixed position on the page.
- Large font size than MEDIUM throughout (12x).

At desktop level the map and venue card layout was closely adhered to. As the medium breakpoint had proven that narrower columns were appropriate for the how to be dog friendly card items these were rearranged into a single row across the bottom of the page.

This desktop view shows a large, close-up image of a black dog's face as the hero image. Below it is a section introduction. At the bottom, there are three 'Advice Point' boxes labeled 1, 2, and 3, each containing a small icon and text.

**Annotations:**

- Possibly different HERO image to better represent the content of this page.
- Header bar is fixed to the top of the page.
- Larger font size than MEDIUM throughout (12x).

This desktop view shows a grid layout for 'Advice Points'. There are two rows of three columns each. Each column contains a small icon, a title like 'Advice Point 4', and a brief description.

**Annotations:**

- Header bar is fixed to the top of the page.
- Large font size than MEDIUM throughout (12x).

This desktop view shows a map of Liverpool with green location markers for dog-friendly venues. To the right is a section titled 'How To Be Dog Friendly' with five cards: 'TREATS' (bone icon), 'WATER BOWLS' (bowl icon), 'DOG LOO' (toilet icon), 'CAREFUL CURFEWS' (sign icon), and 'SPECIFY AN AREA' (flag icon). Each card has a brief description and a 'More Info' link.

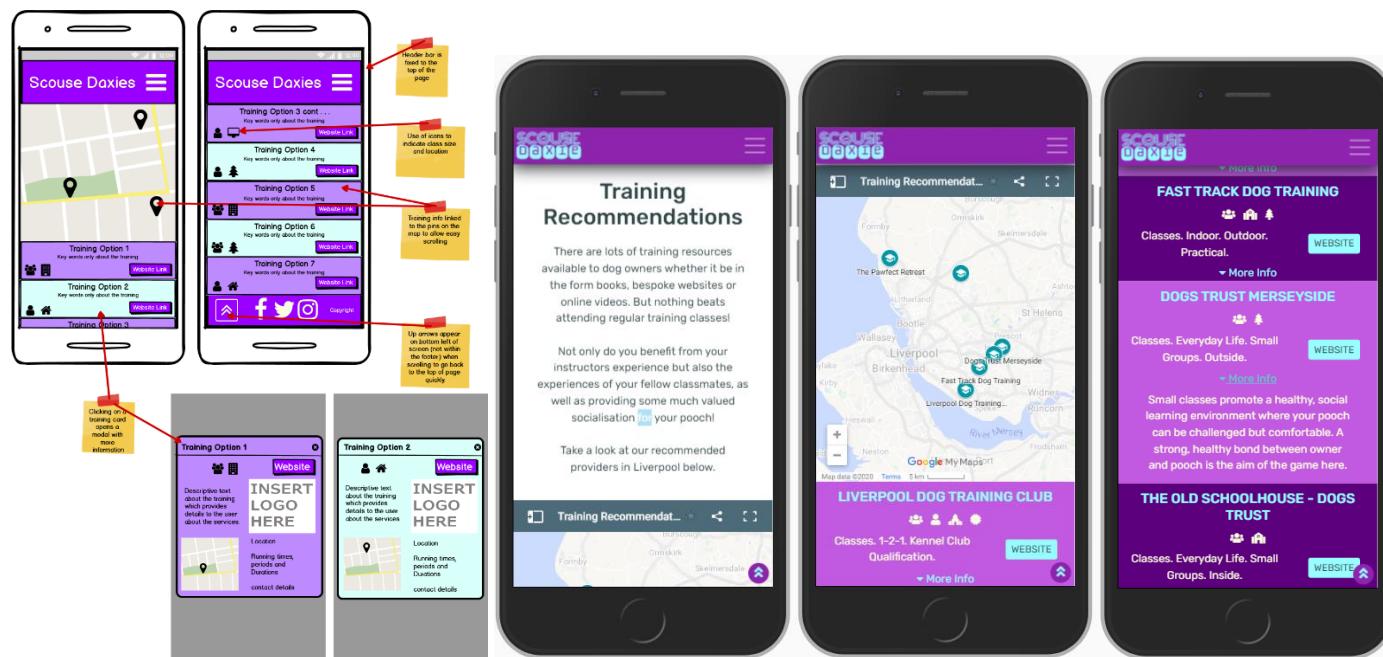
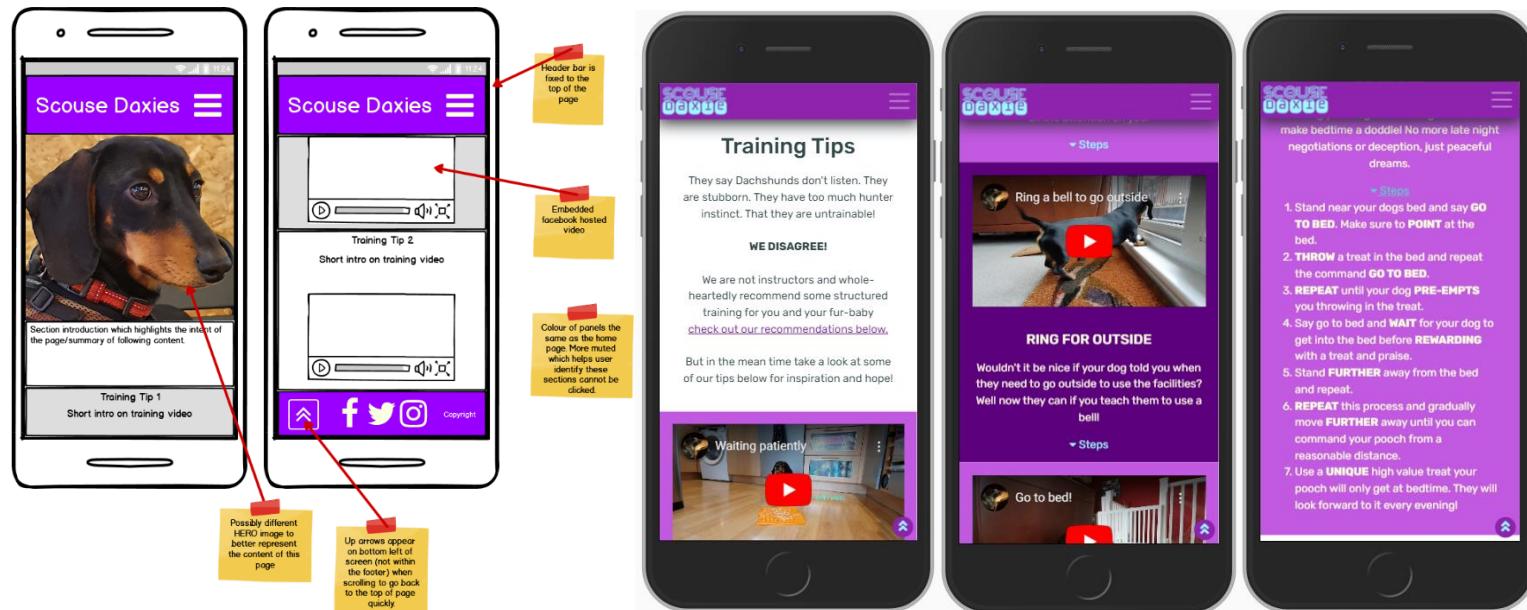
This desktop view shows a map of Liverpool with green location markers. To the right is a section titled 'How To Be Dog Friendly' with eight cards arranged in two rows of four. The cards are: 'TREATS' (bone icon), 'WATER BOWLS' (bowl icon), 'CAREFUL CURFEWS' (toilet icon), 'SPECIFY AN AREA' (flag icon), 'PUT UP A SIGN' (sign icon), and 'DOGGY LOO' (toilet icon). Each card has a brief description and a 'More Info' link.

**Annotations:**

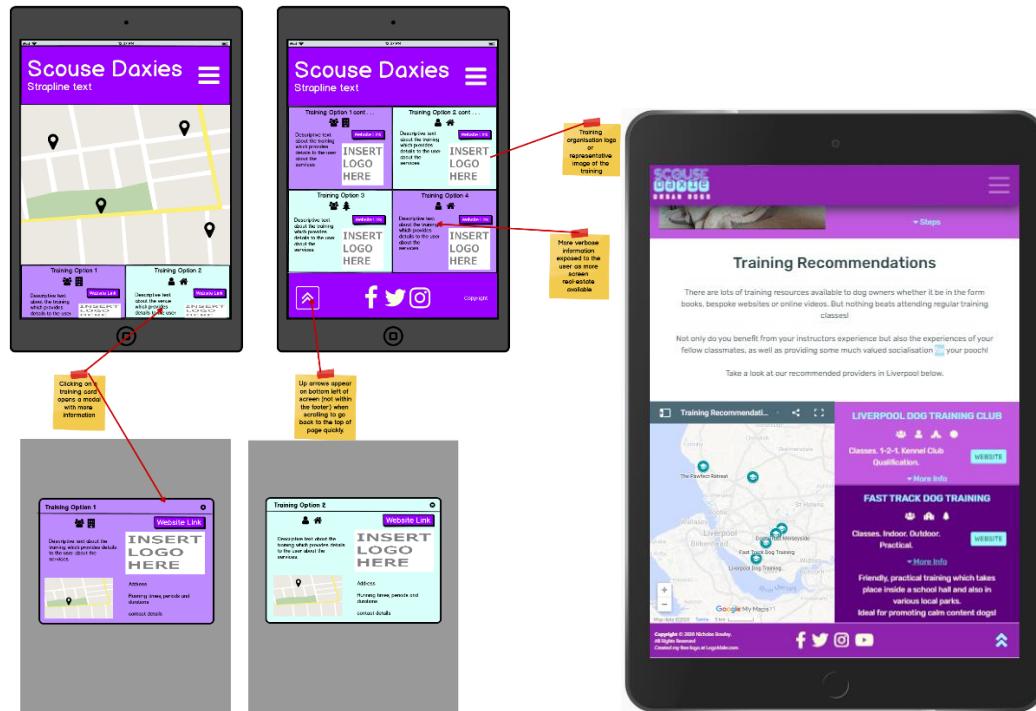
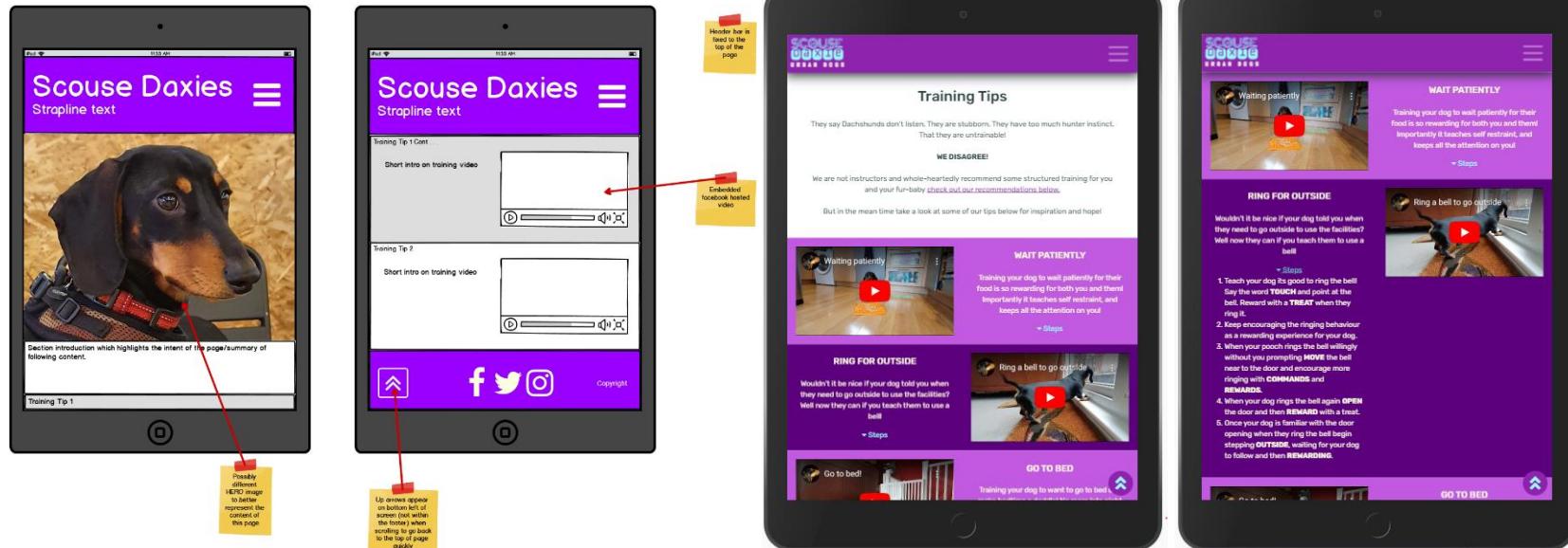
- Large font size than MEDIUM throughout (12x).

## Training Tips page

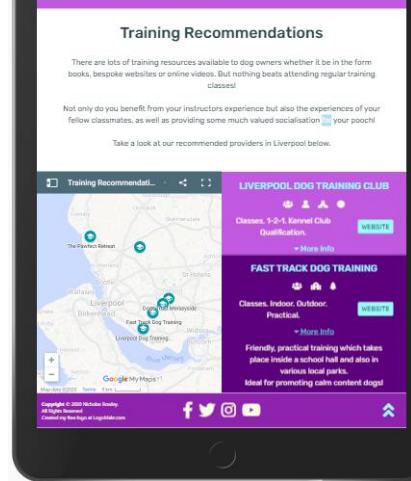
### Mobile



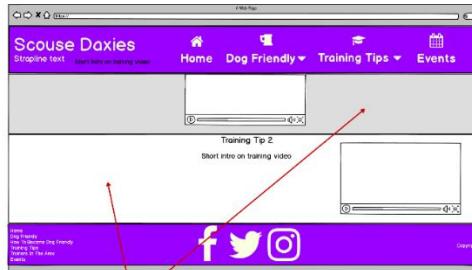
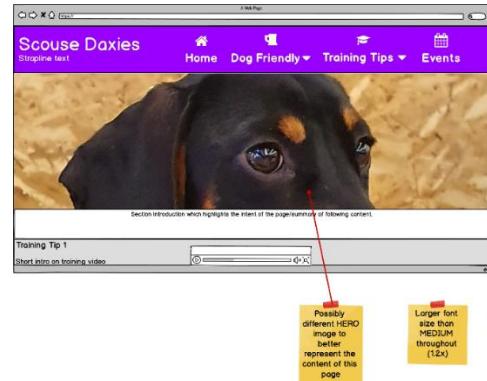
## Tablet



At medium breakpoint the only major deviation from the wireframe was the horizontal staggering of the videos and accompanying text and the omission of the hero image. The map and card item combo followed the same design decisions as the dog friendly page.



## Desktop



**Scouse Daxie WEBSITE DOGS**

**HOME DOGS ALLOWED TRAINING EVENTS**

## Training Tips

They say Dachshunds don't listen. They are stubborn. They have too much hunter instinct. That they are untrainable!

**WE DISAGREE!**

We are not instructors and whole-heartedly recommend some structured training for you and your fur-baby [check out our recommendations below](#).

But in the mean time take a look at some of our tips below for inspiration and hope!

**WAIT PATIENTLY**

Training your dog to wait patiently for their food is so rewarding for both you and them! It teaches self restraint, and keeps all the attention on you!

▼ Steps

1. Make your dog static A **SIT** or a **DOWN** work well.
2. Give a firm **WAIT** command with your palm out.
3. Attempt to place the food down. If your dog moves lift it out of reach.
4. Repeat until you can put the food on the floor without the dog moving.
5. Let go of the food and give the command **GO GET IT**.
6. Repeat this process often, making the pause longer each time.
7. If your dog moves before the **GO GET IT** command is given remove the food and start again.

**RING FOR OUTSIDE**

Wouldn't it be nice if your dog told you when they need to go outside to use the facilities? Well now they can if you teach them to use a bell!

▼ Steps

1. Teach your dog its good to ring the bell! Say the word **TOUCH** and point at the bell. Reward with a **TREAT** when they ring it.
2. Keep encouraging the ringing behaviour as a rewarding experience for your dog.
3. When your pooch rings the bell willingly without you prompting **MOVE** the bell near to the door and encourage more ringing with **COMMANDS** and **REWARDS**.
4. When your dog rings the bell again **OPEN** the door and then **REWARD** with a treat.
5. Once your dog is familiar with the door opening when they ring the bell begin stepping **OUTSIDE**, waiting for your dog to follow and then **REWARDING**!

**GO TO BED**

Training your dog to want to go to bed can make bedtime a doddle! No more late night negotiations or deception, just peaceful dreams.

▼ Steps

1. Stand near your dogs bed and say **GO TO BED**. Make sure to **POINT** at the bed.
2. **THROW** a treat in the bed and repeat the command **GO TO BED**.
3. **REPEAT** until your dog **PRE-EMPTS** you throwing in the treat.
4. Say go to bed and **WAIT** for your dog to get into the bed before **REWARDING** with a treat and praise.
5. Stand **FURTHER** away from the bed and repeat.
6. **REPEAT** this process and gradually move **FURTHER** away until you can command your pooch from a reasonable distance.
7. Use a **UNIQUE** high value treat your pooch will only get at bedtime. They will look forward to it every evening!

**Scouse Daxie WEBSITE DOGS**

**HOME DOGS ALLOWED TRAINING EVENTS**

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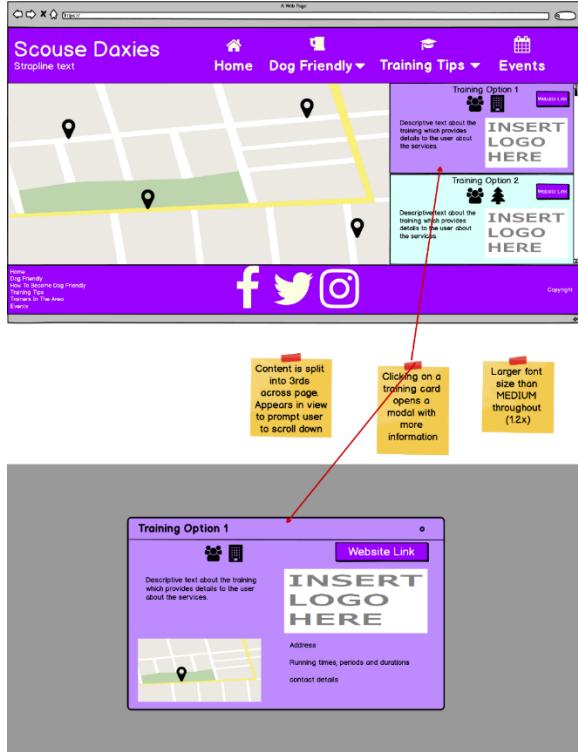
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The exclusion of the hero image persists and the video content was laid out across 3 columns on 1x row to provided minimal scrolling down the page, and accommodate the included training recommendations section.



Header AND Footer bar are fixed to the top and bottom of the page respectively

The training info cards take up 1/3rd width of the page and are the only scrolling items on the screen.

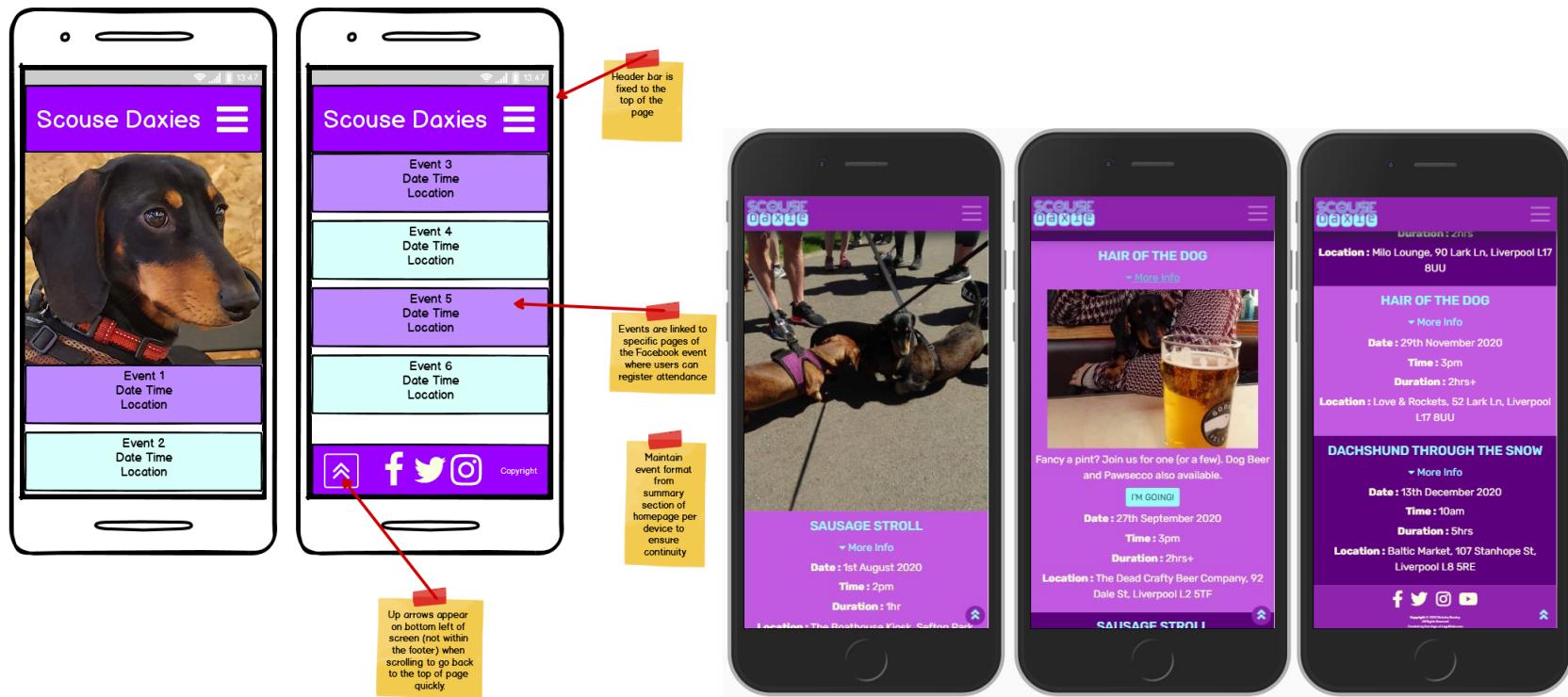
The map takes up 2/3rds across and the entire remaining height of the window. It is in a fixed position on the page.

The screenshot shows a 'Training Recommendations' page. At the top, there's a navigation bar with 'SCOUSE DAXIES URBAN DOGS' and links for HOME, DOGS ALLOWED, TRAINING, and EVENTS. Below the navigation is a section titled 'Training Recommendations' with a sub-section for 'LIVERPOOL DOG TRAINING CLUB'. This section includes a map of Liverpool and surrounding areas with several location markers, and a card for 'LIVERPOOL DOG TRAINING CLUB' which offers 'Classes, 1-2-1, Kennel Club Qualification' and a 'WEBSITE' link. Another card for 'FAST TRACK DOG TRAINING' is also visible. At the bottom of the page are social media icons for Facebook, Twitter, Instagram, and YouTube.

Introductory text is the main inclusion on this part of the page, but otherwise this part remains close to the original drawings.

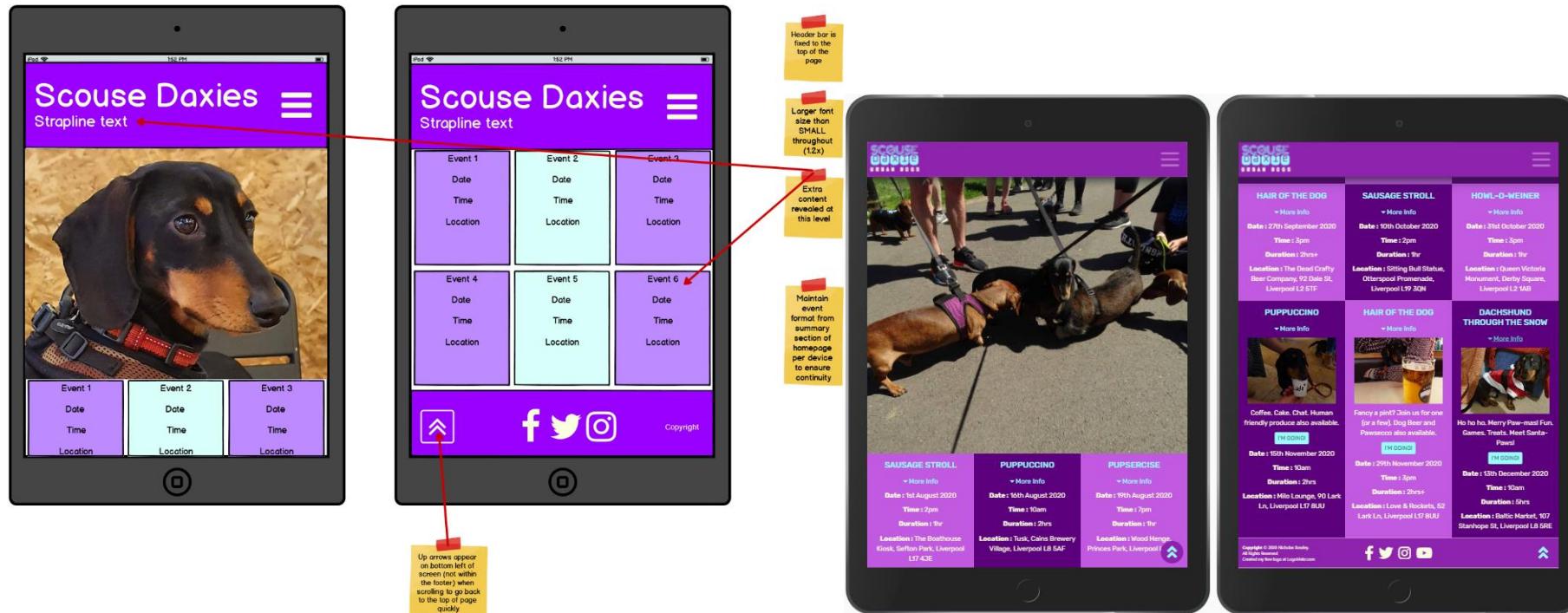
## Events Schedule

### Mobile



The events page conformed to the planned structure with the inclusion of collapsed sections providing extra information in each event

## Tablet



At medium breakpoints, the events page aligned with planned wireframes closely.

## Desktop

The left screenshot shows the live website with a large image of a dachshund's face at the top. Below it is a grid of six event cards, each with a purple header and white text. The right screenshot shows a wireframe version of the same page, where the events are displayed in a horizontal carousel format with navigation arrows on either side.

Larger font size than MEDIUM throughout (1.2x)

Header bar is fixed to the top of the page

In desktop the events will span 1/6 page and be organised in a Carousel via Bootstrap.

At large breakpoints, the events page aligned with planned wireframes closely.

The left screenshot shows the live website with a grid of event cards. Each card includes a thumbnail image, the event name, a 'More Info' link, and detailed information about the date, time, duration, and location. The right screenshot shows a wireframe version of the same page, where the event details are replaced by placeholder text.