

Scouse Daxie

Wireframes

Introduction

The site must be responsive across all devices.

Common device sizes are:

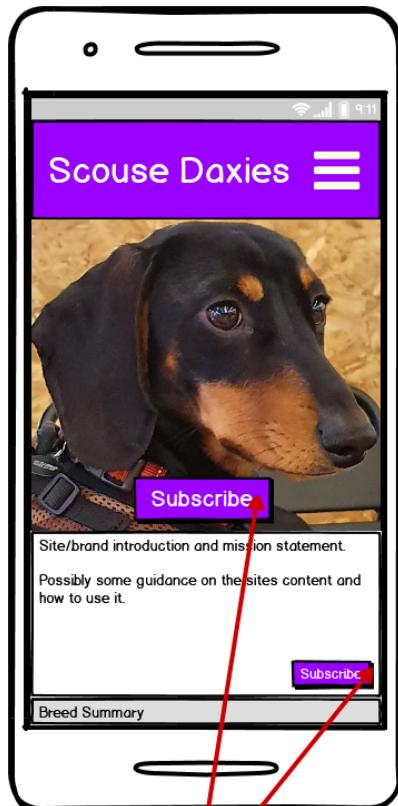
- Mobile Phones (xs-sm Bootstrap sizing)
- Tablets (md-lg Bootstrap sizing)
- Desktops (xl+ Bootstrap sizing)

Wireframes were created on the 6th 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.

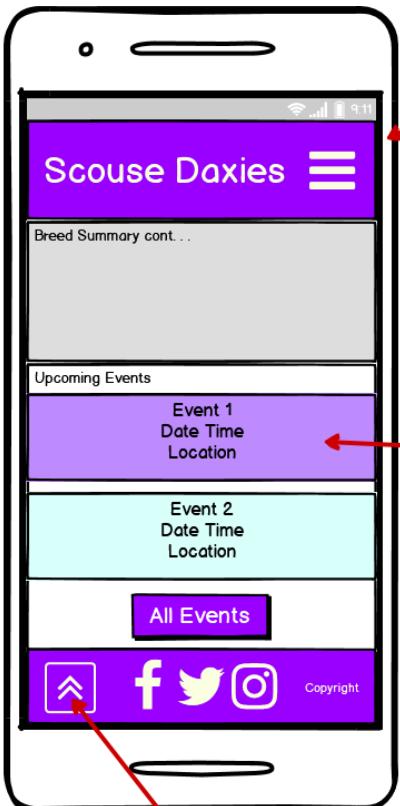
Whilst best efforts were made to adhere to the plans outlined in the Wireframes, some deviation was required. The document below will provide a summary of this deviation and justification for doing so where it has occurred.

Home Page

Mobile



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

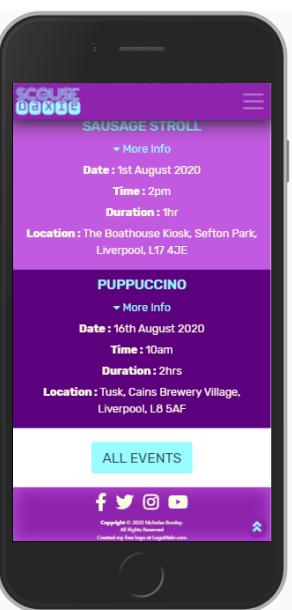
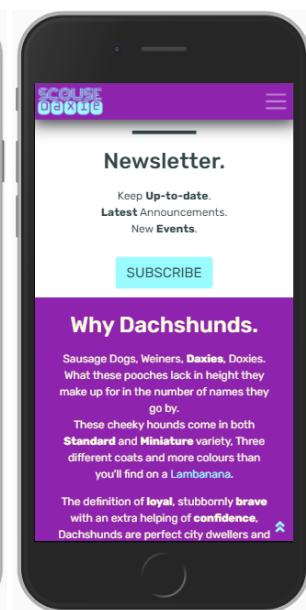


Header bar is fixed to the top of the page

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



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

The screenshots illustrate the website's design at medium breakpoints, showing how the layout changes from a single column on mobile to a more complex multi-column layout on tablets.

Annotations for the top four tablets:

- Header bar is fixed to the top of the page.**
- Longer font size than SMALL throughout (1.2x).**
- Extra content revealed at this level.**
- Up arrows appear on bottom left of screen (not within the footer) when scrolling up to scroll back to the top of page quickly.**

Annotation for the bottom tablet:

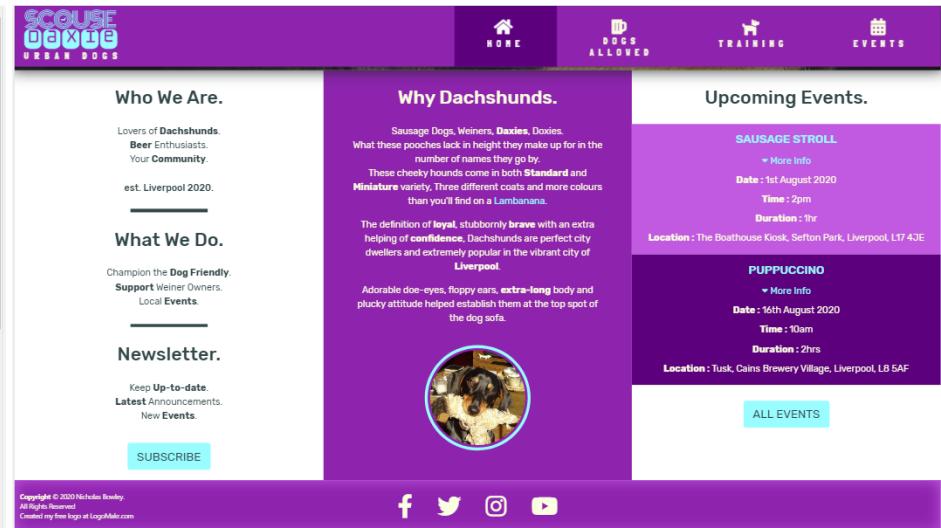
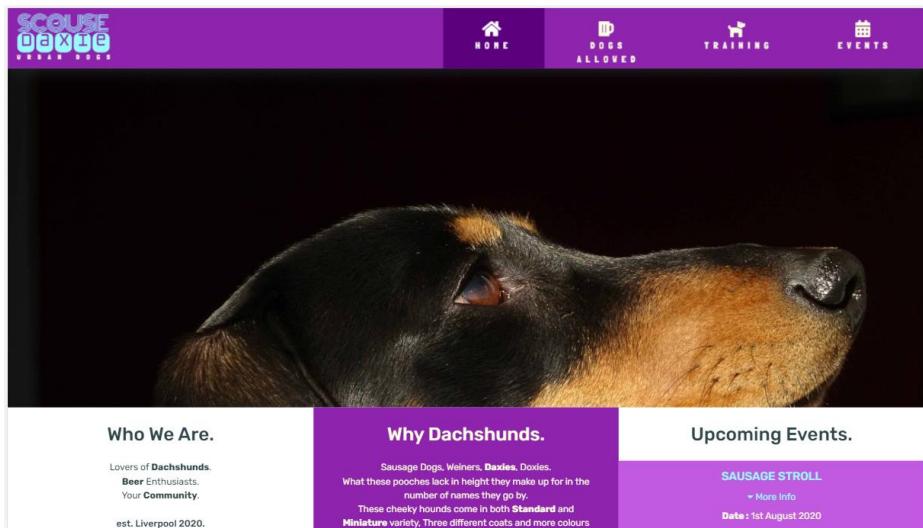
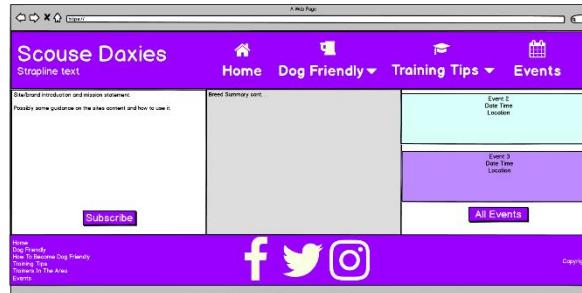
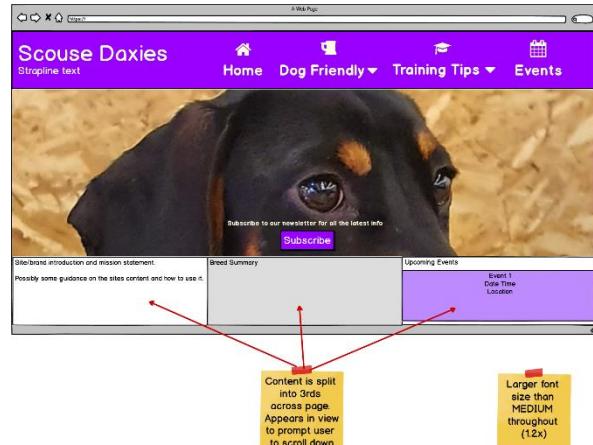
- Upcoming Events.**

Content from the bottom tablet's 'Upcoming Events' section:

Event	Date	Time	Location
SAUSAGE STROLL	1st August 2020	2pm	The Boothouse Kook, Sefton Park, Liverpool, L17 4CE
PUPPUCCINO	10th August 2020	10am	Tusk, Cairn Brewery Village, Liverpool, L8 5AF
PUPSERCISE	19th August 2020	7pm	Wood Henge, Princes Park, Liverpool, L8 3TZ

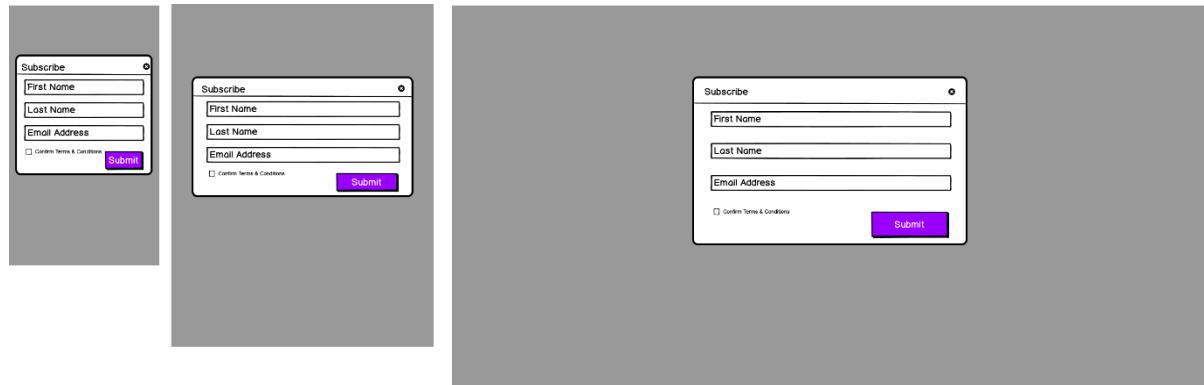
At medium breakpoints the homepage deviated in regards to the first and second content containers in the main section of the body. These were arranged side by side rather than one on top of the other as the content entered into this section was inherently narrow. It also reduced the scrolling requirement on the page making it more accessible to the user and quicker to become aware of all the content on the page. to the planned wireframe closely other than the previously alterations covered in the mobile view.

Desktop

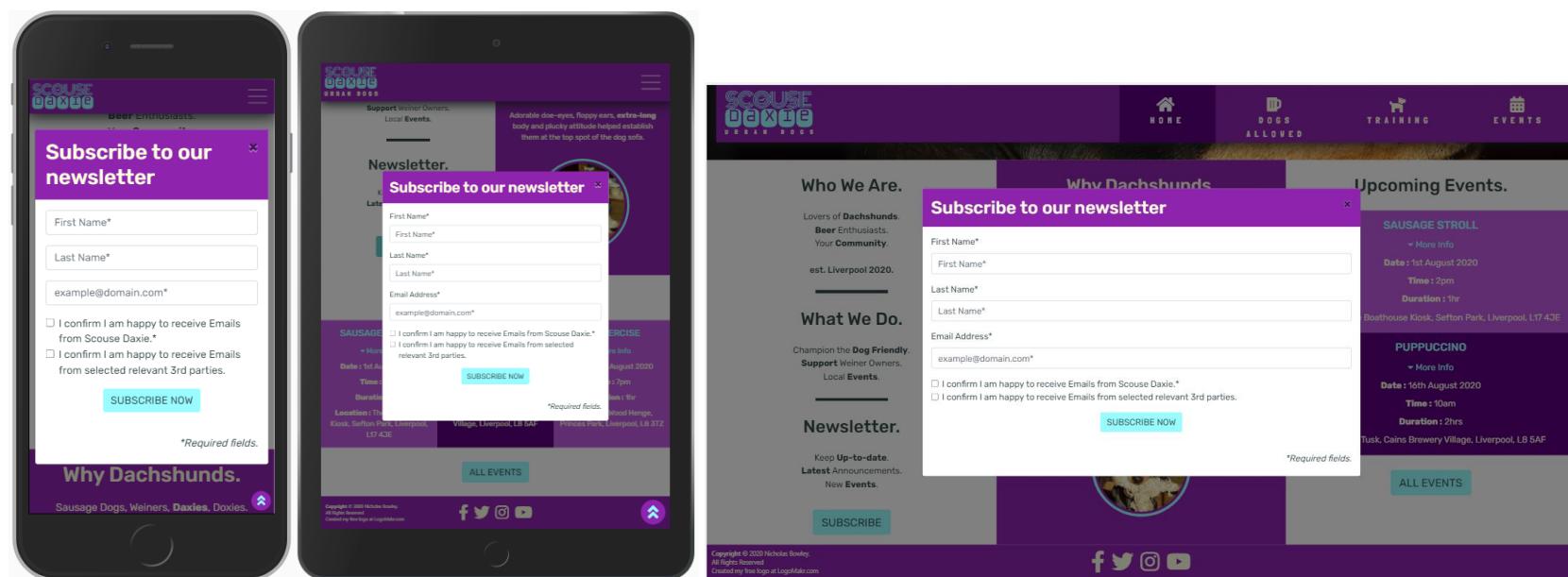


At the extra-large breakpoint the wireframe plan was almost comprehensively adhered to barring some minor design changes. The major variation is the reduction in size of the header and footer to better conform to standards and provide greater real estate for the main content of the page. This is the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

Subscribe Modal on all 3 device sizes

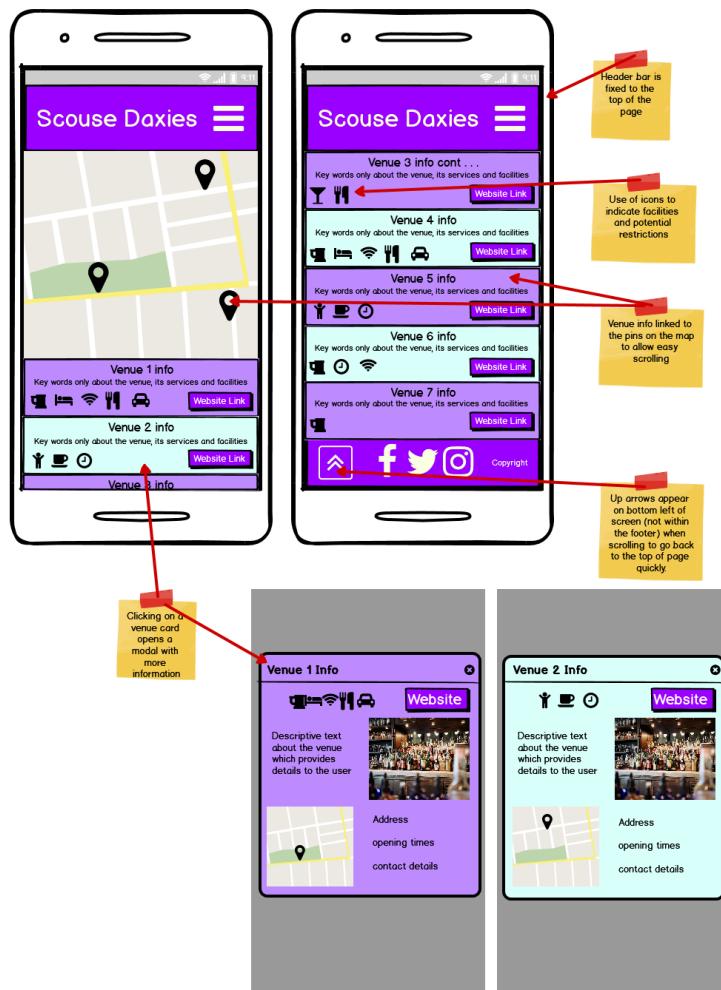


The modal structure deviations include the use of labels at medium and above breakpoints and the inclusion of an extra checkbox. A footnote regarding required fields was also included. Other than this the structure remains the same, with minor styling adjustments.

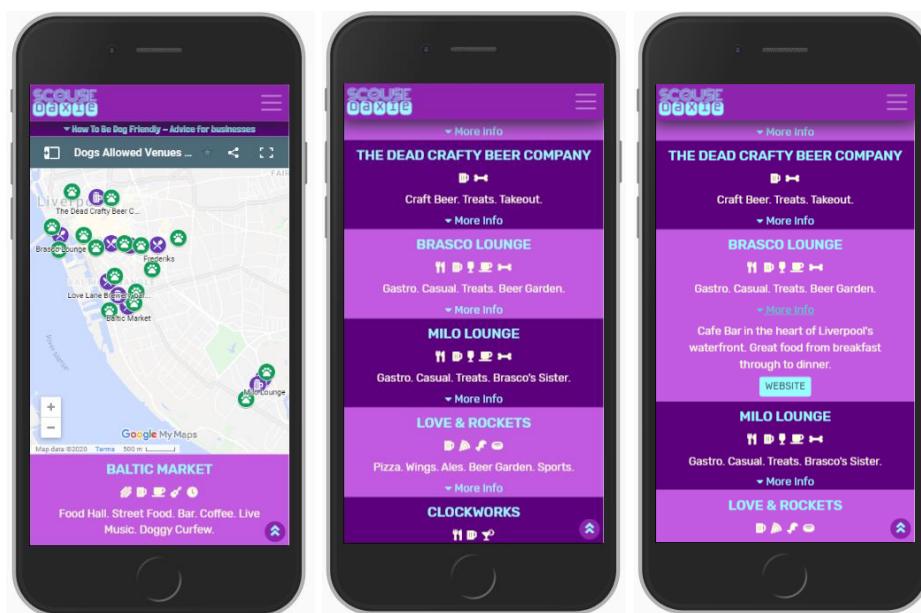


Dogs Allowed Page

Mobile

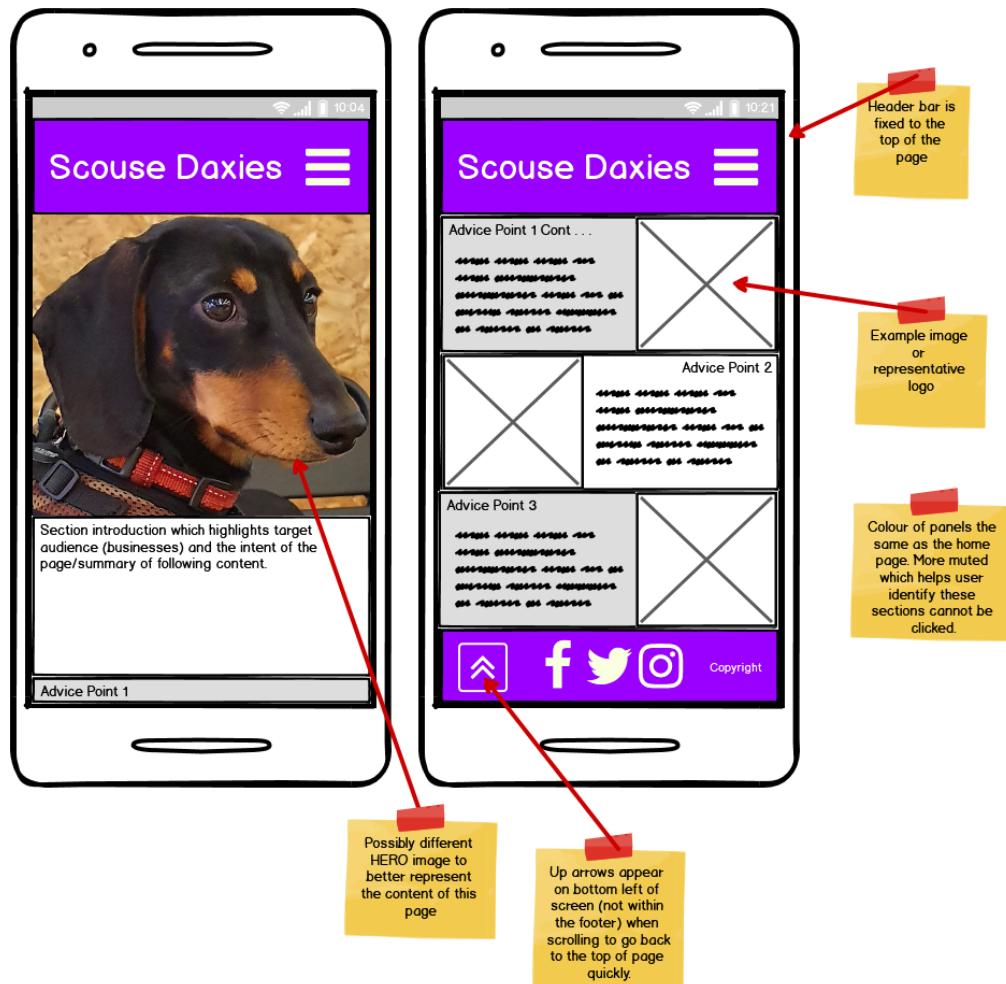


The map was given a greater proportion of the pages real estate whilst retaining the lead on to the top venue card as this was a more visually appealing finish. The venue cards were slightly taller than first planned but this provided a less cramped finish, with the icons coming first before the keywords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



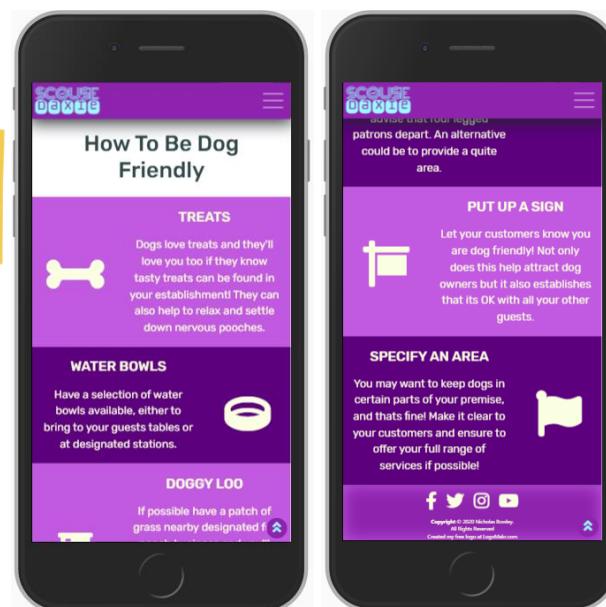
How To Become Dog Friendly Page

Mobile

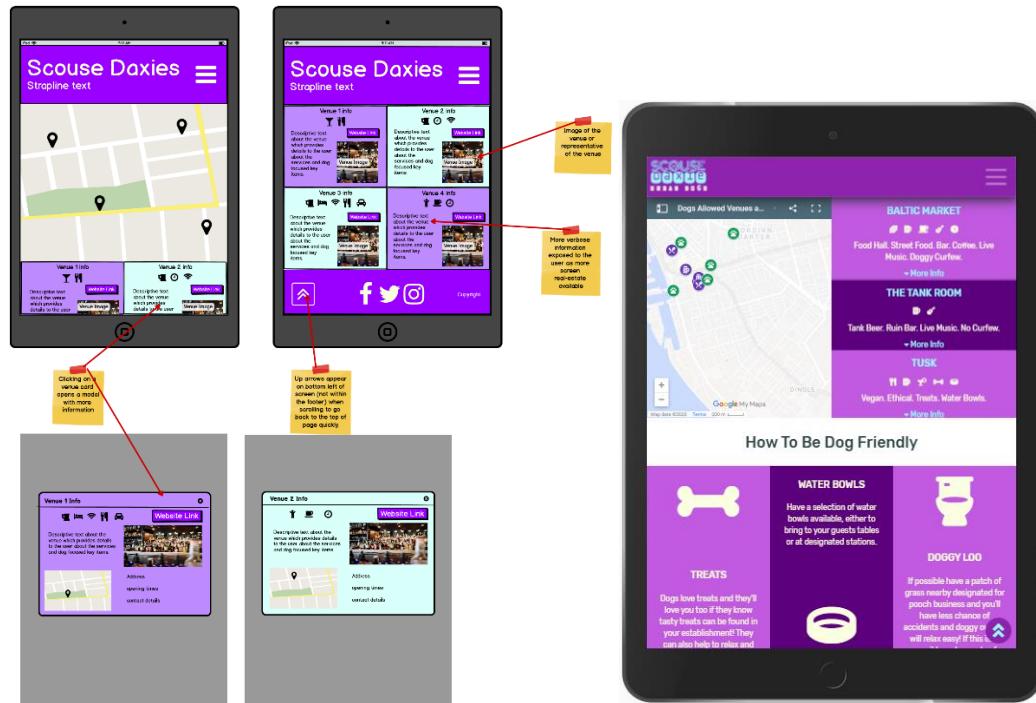


This sub-page was included below the venue card and map content of the dogs allowed page. As such a hero image was not used. However the card items were laid out in the intended format.

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 3rd Party Businesses.



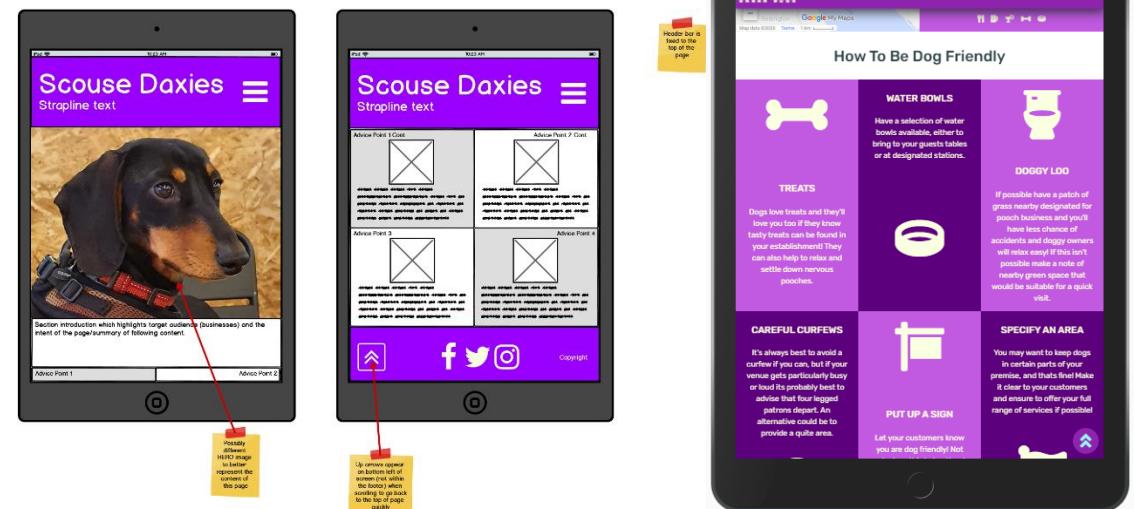
Tablet



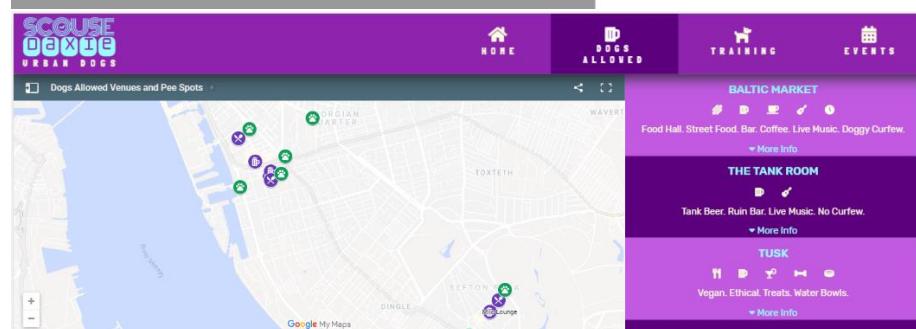
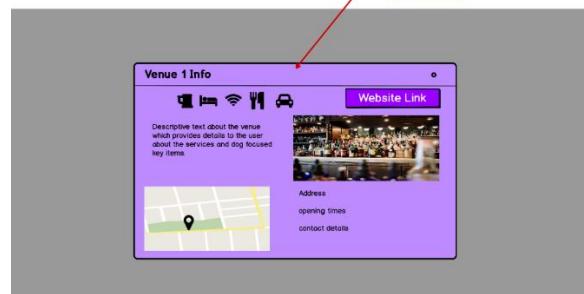
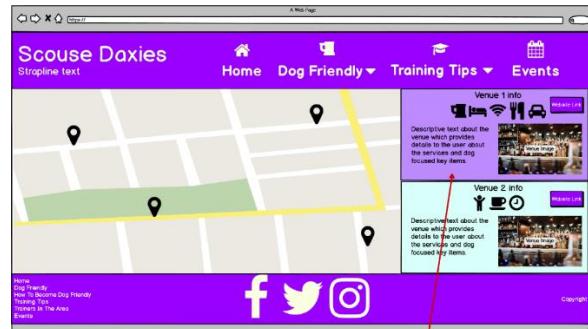
The medium breakpoint for the dogs allowed page deviated significantly from the planned wireframe. The map only occupies half the viewport width and the venue cards are arranged in an internally scrolling container next to the map. This mimics the desktop layout and was chosen at this breakpoint due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

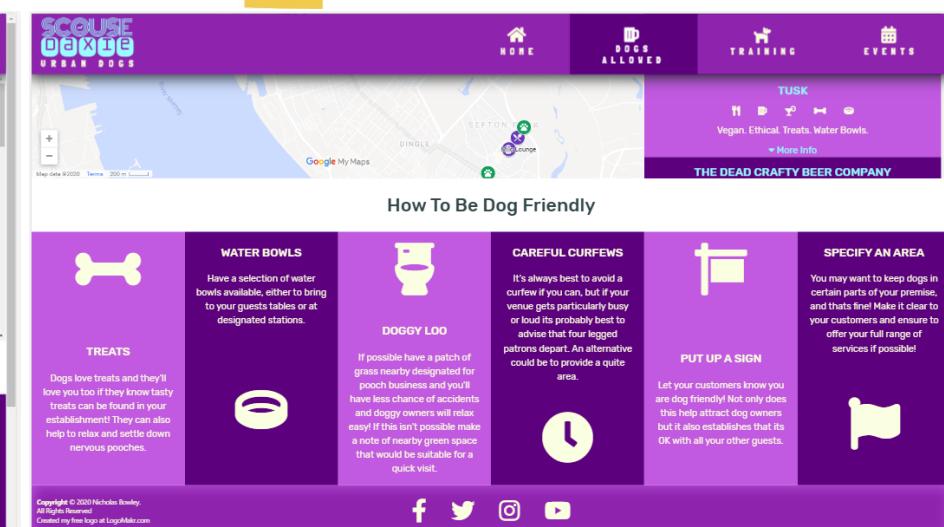
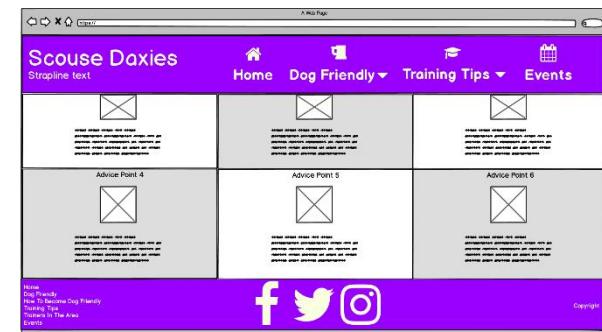
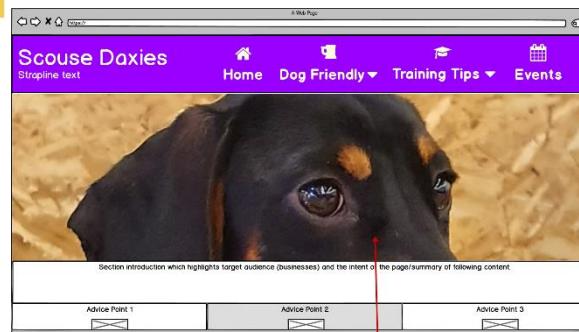
Again the how to be dog friendly sub page is now at the bottom of the main dogs allowed page. The card items were arranged in 2 rows of 3 rather than 3 rows of 2 as this kept the page scroll length down and better distributed the content of each card, which was less than envisaged.



Desktop

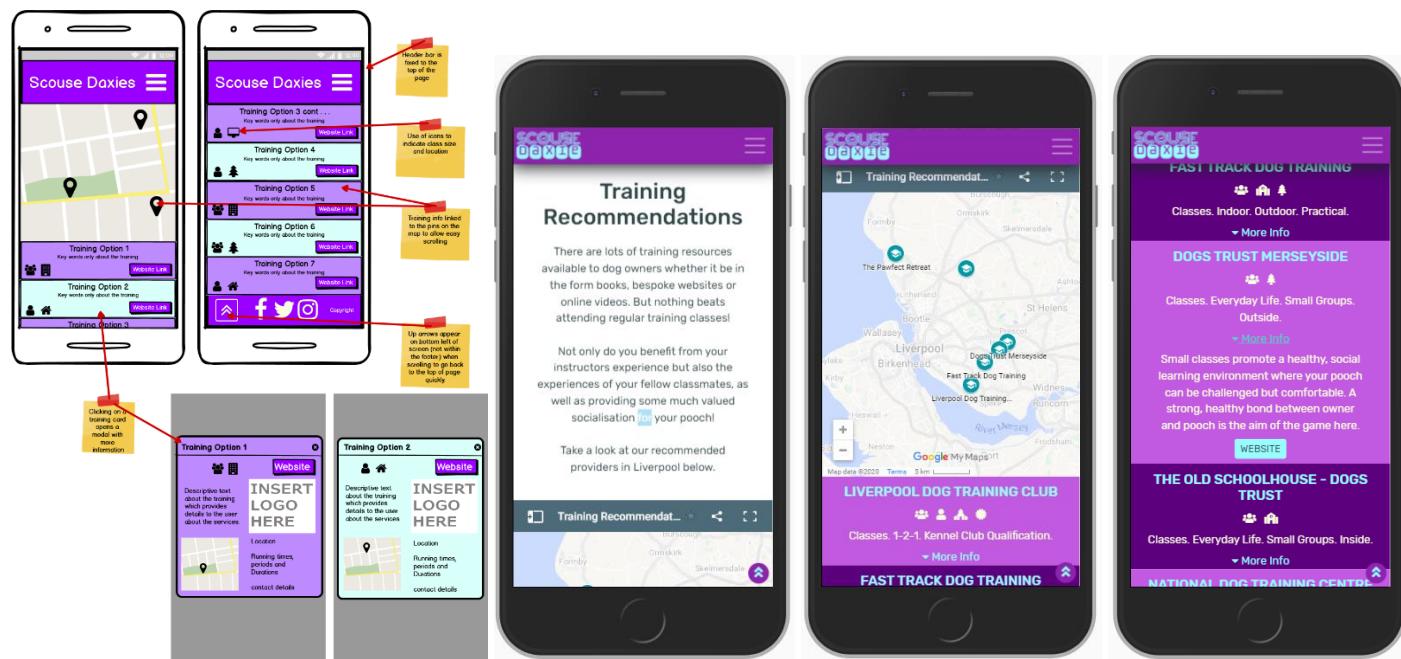
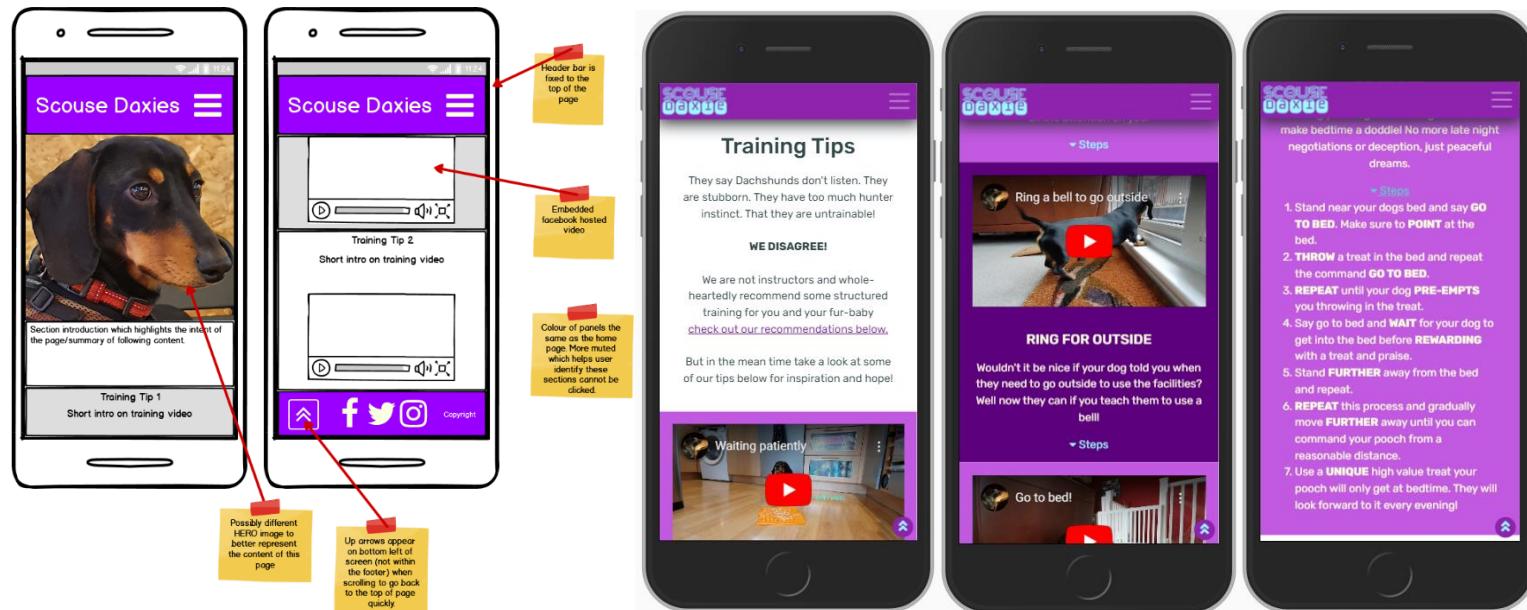


At desktop level the map and venue card layout was closely adhered to. As the medium breakpoint had proven that narrower columns were appropriate for the how to be dog friendly card items these were rearranged into a single row across the bottom of the page.

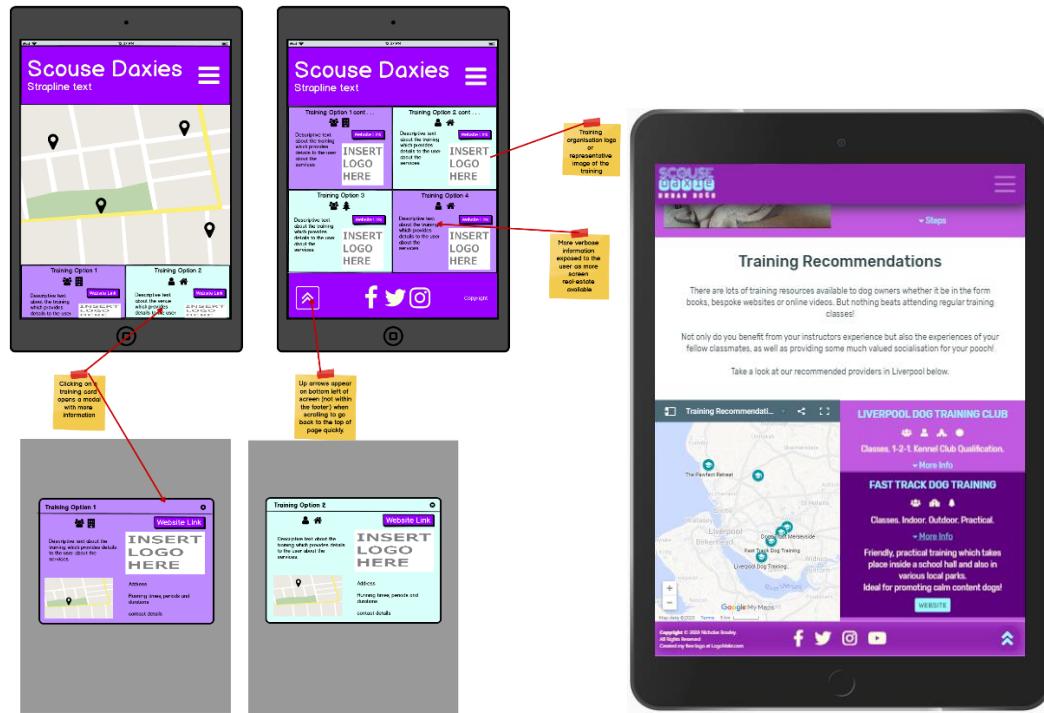
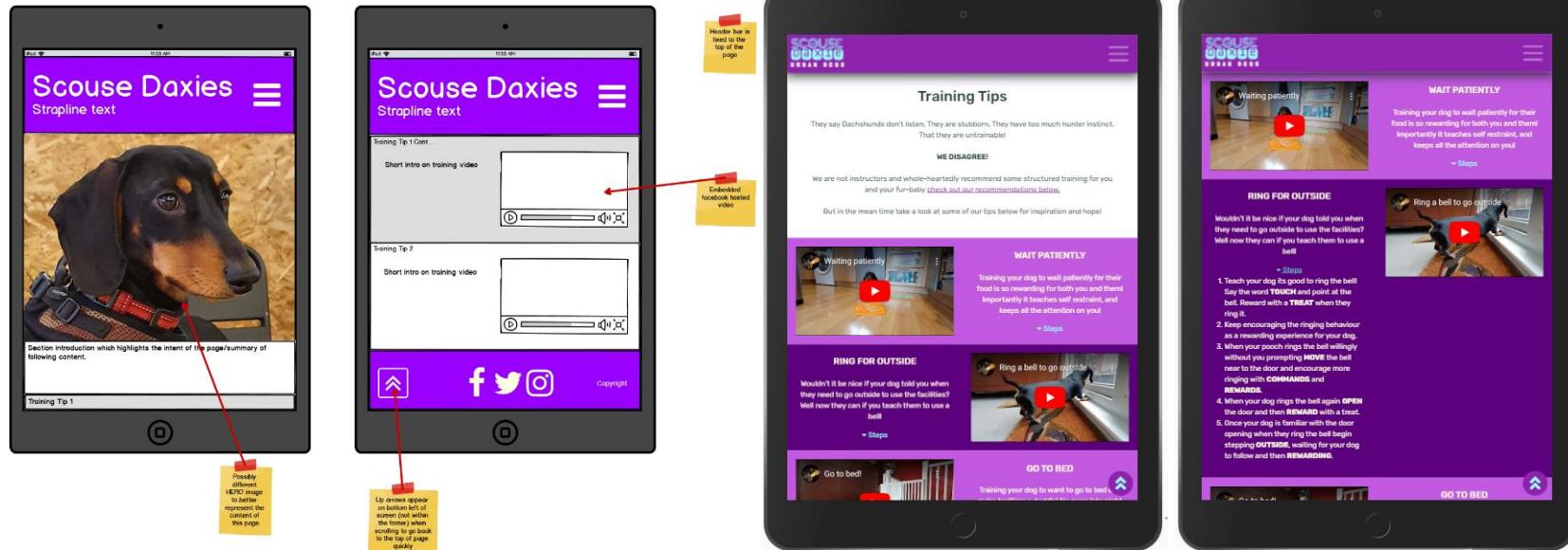


Training Tips page

Mobile

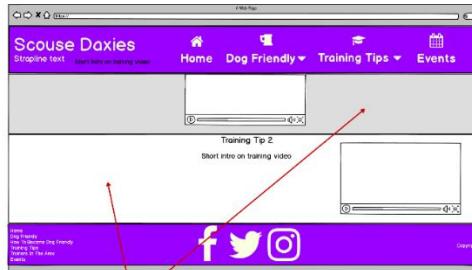
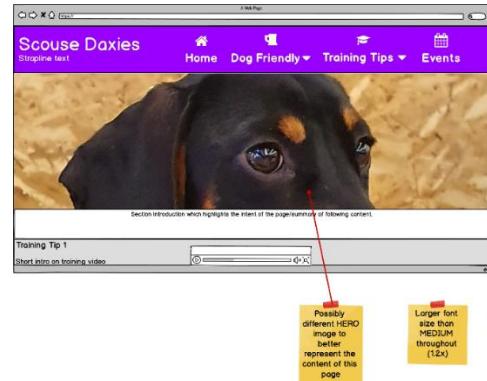


Tablet



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 and omitted planned logo images.

Desktop



This screenshot shows the 'Training Tips' page. At the top, there is a purple header with the 'SCOUSE DAXIE' logo and navigation links for Home, Dogs Allowed, Training, and Events. Below the header, a section titled 'Training Tips' contains a heading 'WE DISAGREE!' followed by a paragraph of text. Three video thumbnails are displayed below the text, each with a play button and a title: 'WAIT PATIENTLY', 'RING FOR OUTSIDE', and 'GO TO BED'. Each thumbnail has a 'Steps' link below it.

This screenshot shows the 'Training Tips' page with three distinct sections: 'WAIT PATIENTLY', 'RING FOR OUTSIDE', and 'GO TO BED'. Each section includes a small video thumbnail, a brief description, and a 'Steps' link. The 'GO TO BED' section contains a detailed list of steps for training a dog to go to bed.

- 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

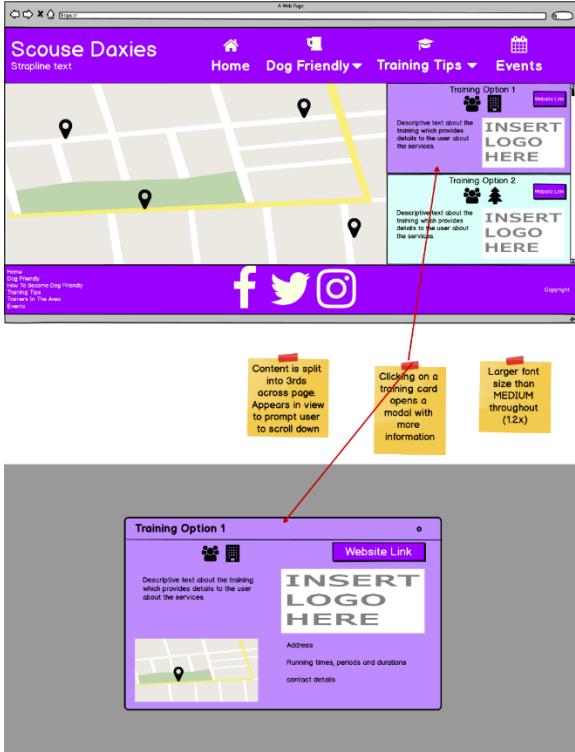
 1. Teach your dog its good to ring the bell! Say the word **TOUCH** and point at the bell. Reward with a **TREAT** when they ring it.
 2. Keep encouraging the ringing behaviour as a rewarding experience for your dog.
 3. When your pooch rings the bell willingly without you prompting **MOVE** the bell 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 doodle! 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!

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.



The website has a purple header with 'SCOUSE DAXIES URBAN DOGS' and navigation links for 'HOME', 'DOGS ALLOWED', 'TRAINING', and 'EVENTS'. The main content area is titled 'Training Recommendations'.

Training Recommendations:

There are lots of training resources available to dog owners whether it be in the form books, bespoke websites or online videos. But nothing beats attending regular training classes!

Not only do you benefit from your instructors experience but also the experiences of your fellow classmates, as well as providing some much valued socialisation for your pooch!

Take a look at our recommended providers in Liverpool below.

LIVERPOOL DOG TRAINING CLUB
Classes: 1-2-1, Kennel Club Qualification.
[More Info](#)

FAST TRACK DOG TRAINING
Classes: Indoor, Outdoor, Practical.
[More Info](#)

Friendly, practical training which takes place inside a school hall and also in various local parks. Ideal for promoting calm content dogs!
[WEBSITE](#)

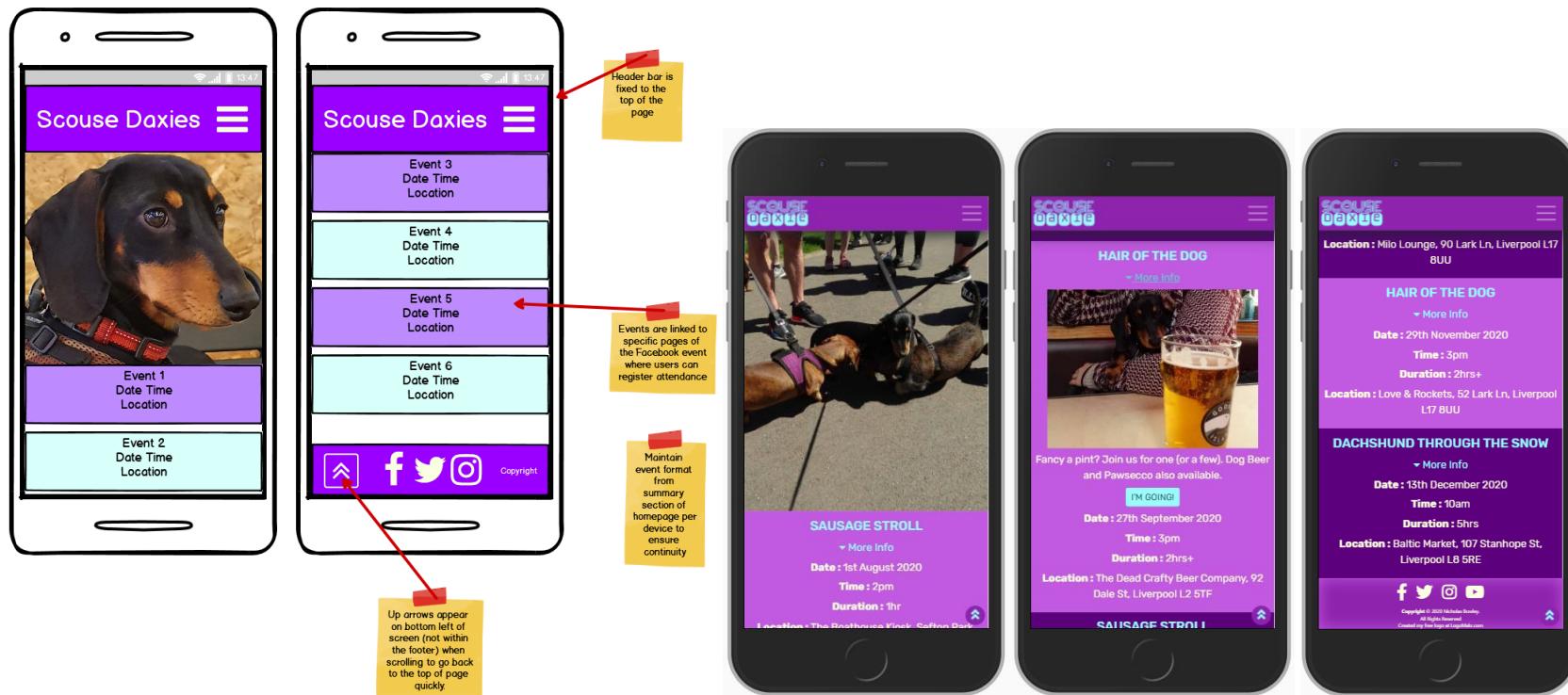
DOGS TRUST MERSEYSIDE

A map of Liverpool and surrounding areas with several training provider locations marked. A sidebar on the left provides contact details for each provider.

Introductory text is the main inclusion on this part of the page, but otherwise this part remains close to the original drawings. The cards omitted the used of a logo and embedded map, with links to the website and google maps location provided instead.

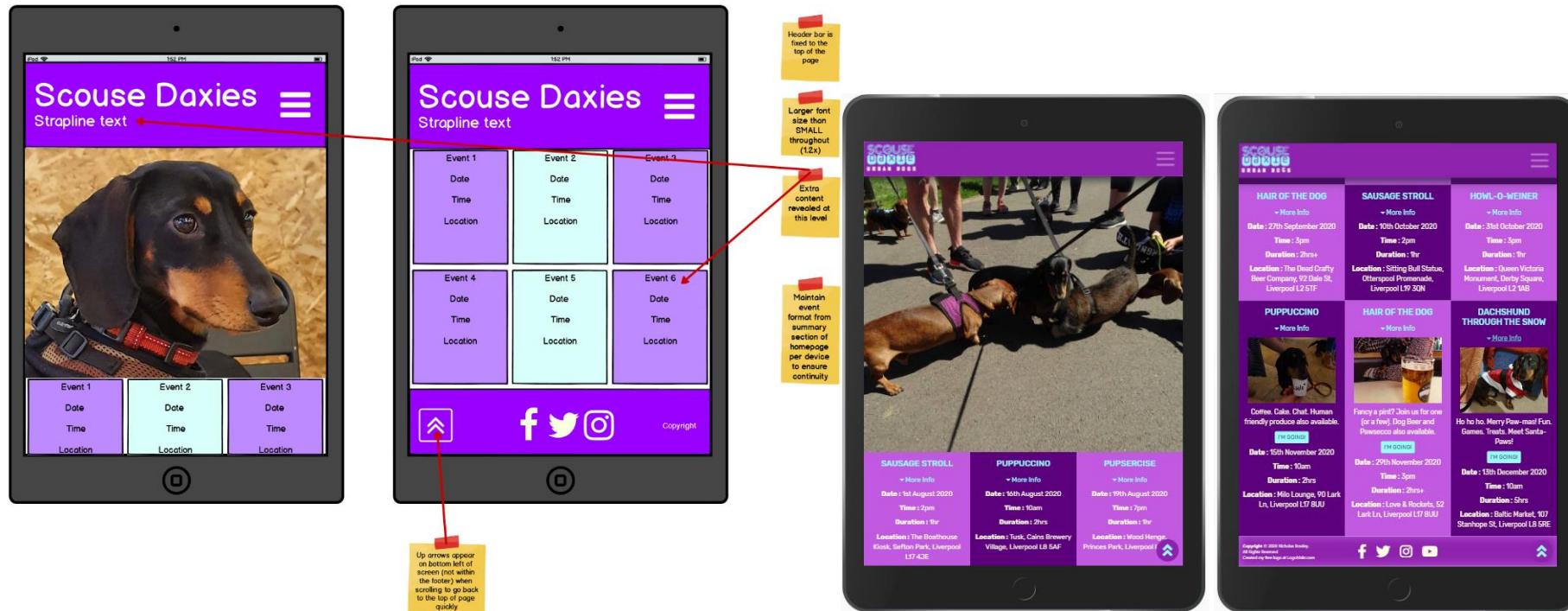
Events Schedule

Mobile



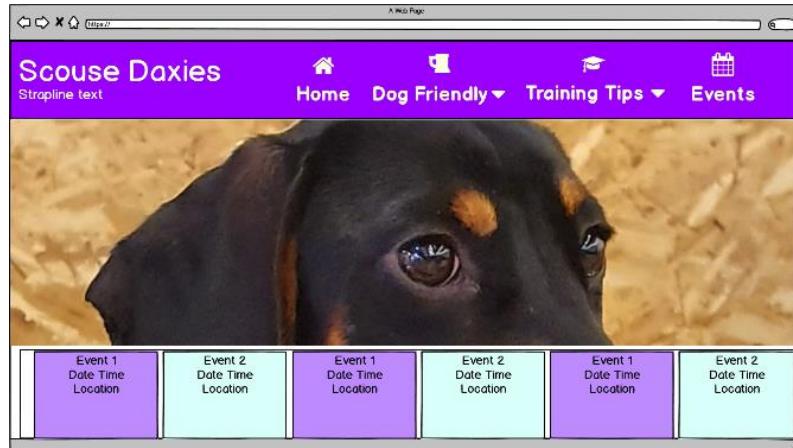
The events page conformed to the planned structure with the inclusion of collapsed sections providing extra information in each event

Tablet



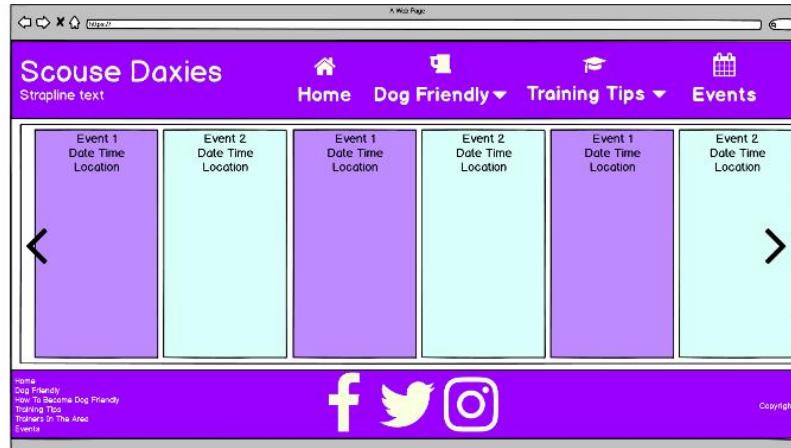
At medium breakpoints, the events page aligned with planned wireframes closely.

Desktop



Larger font
size than
MEDIUM
throughout
(1.2x)

Header bar is fixed to the top of the page



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

