

Research Proposal



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Agenda

- Key Goals
- Background of Dogo app
- SWOT
- The Task
- Intended outcomes & Challenges
- Recommendations
- Evidence of increased user interaction



Key Goals

- Drive engagement and keep people in the app for longer
- Stimulate first success – celebrate getting activated
- Help user start and complete learning – help them solve their problems and keep them around for the long haul

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Background of Dogo

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01

The inspiration for Dogo is Udra, whom Rasa and Tadas took from a shelter. She, like most puppies, was active and needed training.

02

Rasa, a veterinary doctor, and Tadas, software developer, saw an opportunity for an app that would help track your training progress and make dog training as fun as a game.

03

In 2019, Eliza, with a business background and experience in working at a few VC-backed companies, joined the team.

| S (Strengths) | W (Weaknesses) | O (Opportunities) | T (Threats) |
|---|--|--|--|
| <ul style="list-style-type: none"> • The app has a large plethora of comprehensible tutorials on how to train dogs. • Weekly challenges set on the app increase interaction and engagement from users. Also build a sense of community as users can see other dog owners posts. | <ul style="list-style-type: none"> • There is a large focus on training dogs that are of younger ages this excludes training that is appropriate for all the dogs. • The app displays a lot of information which could easily make new users become disengaged, as information hasn't been streamlined | <ul style="list-style-type: none"> • There is an opportunity to build a larger community for various types of pet owners alike. • To connect new dog owners to community of people who are experiencing what they are experiencing. • To ease the early stages of dog training, so its no longer seen as a burden | <ul style="list-style-type: none"> • There is a threat of losing consistent engagement if the app comes across as rigid and doesn't allow implementation of trainings to complete from the dog owner • Other competitors producing features in their app that are far more engaging • other competitors catering for a vast range of pet owners |

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The Task



- Gamify the experience for the user
- Celebrate big and small milestones made in the app by the user
- Increase use of the app
- Help users solve their pet problems and challenges

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Intended Outcomes & Challenges

Intended Outcomes

- Increase how many times users reach for the app in raising and taking care of their dogs. By providing large access of information all things dog related.
- Automatic celebration responses when large and small mile stones are reached in the app. (confetti animation, digital prizes, discounts)
- The personalisation of the type of dog training and behaviour development information they'll have access to.

Challenges

- Over providing information could intern overwhelm users. This giving the opposite of what we intended.
- Allowing personalisation of the app and dog training without losing the true essence of Dogo
- Identifying needs that haven't been stated by the user.

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Gamification design process



Motivations of Pet owners

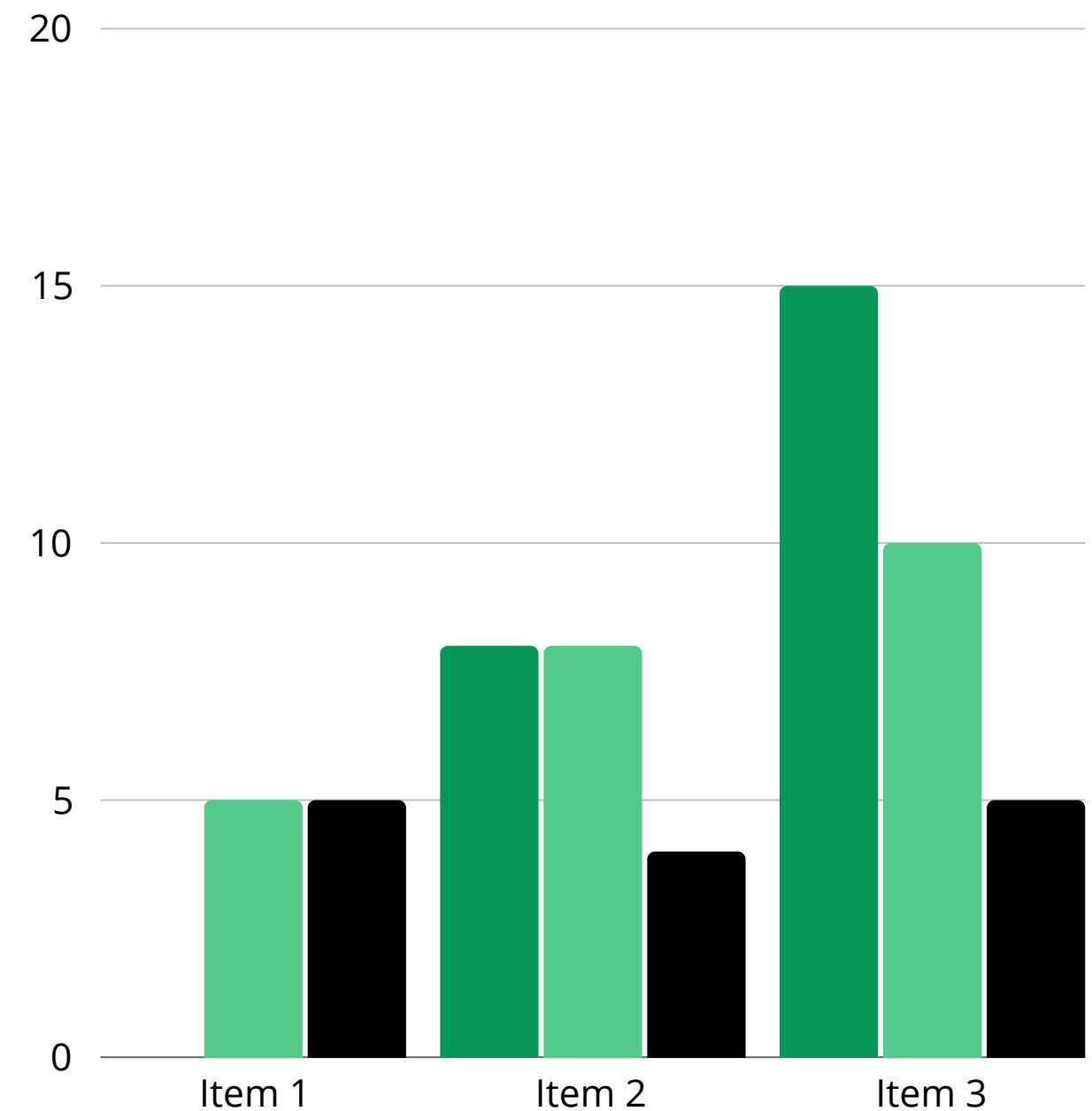
To relate and build a companionship

For protection purposes, herding or hunting

For health and assistance reason

Evidence of increased user interaction

- Personalised push notifications
- Diversified Messaging (Location based)
- Milestone tracker



Recommendations

Weekly analysis of engagement with the app

Show users how they improved over the week, praise them for increased engagement through animated images or notifications once entering the app.

Leader board

Build competition and up engagement, as humans we are competitive, we like a challenge and so do dogs

Show what dog activities and festivals are happening in the users area

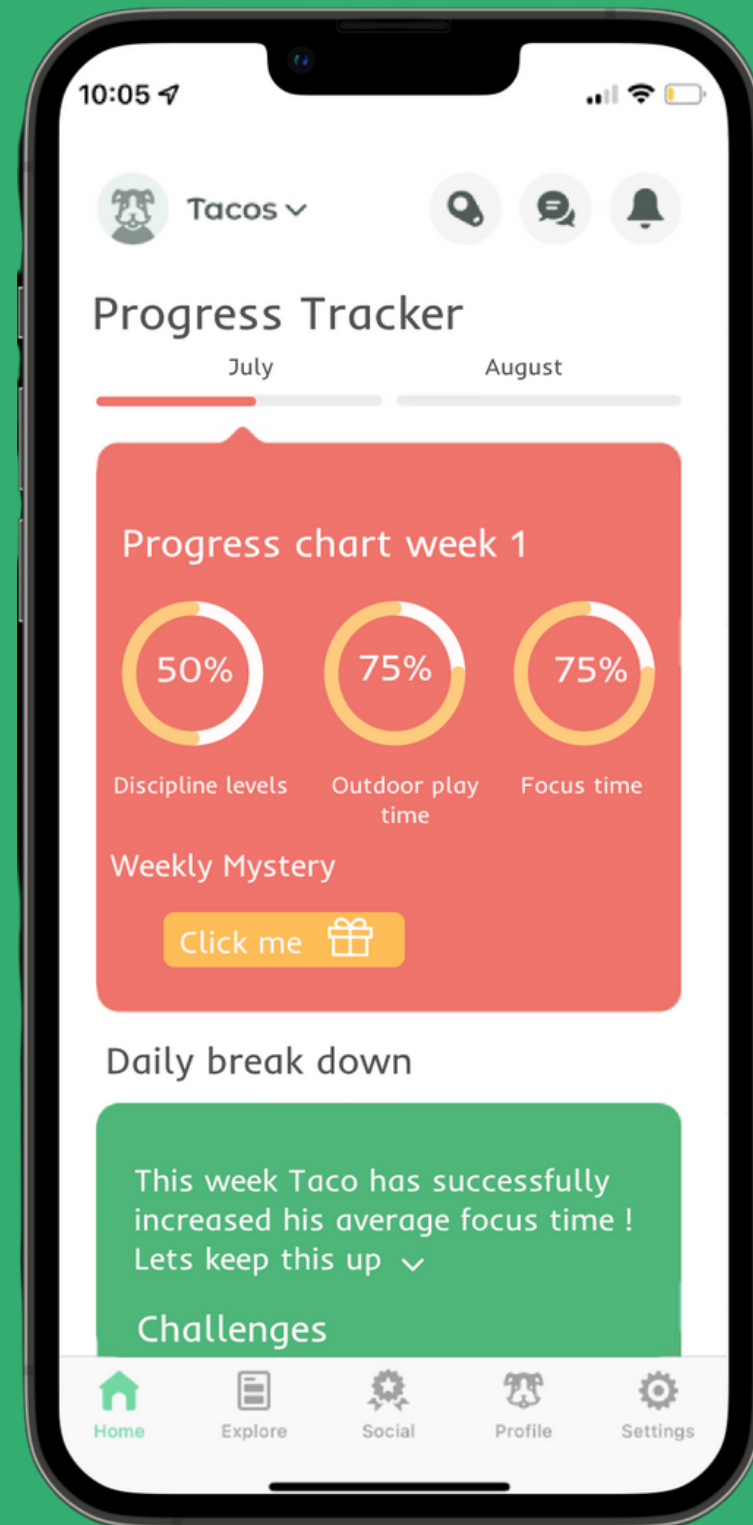
Present opportunities for a community of dog owners to interact

Device linking

The value of the app increases when there are features that allow the user to connect the app to other existing devices that allow them to track their dogs health and overall location

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Progress Tracker



Problem : Lack of daily engagement

In order to gamify the dogo app experience we must take elements from the game world and allow users to see their achievements and progression as they've navigated through the app.

Proposed solution : Progress Tracker

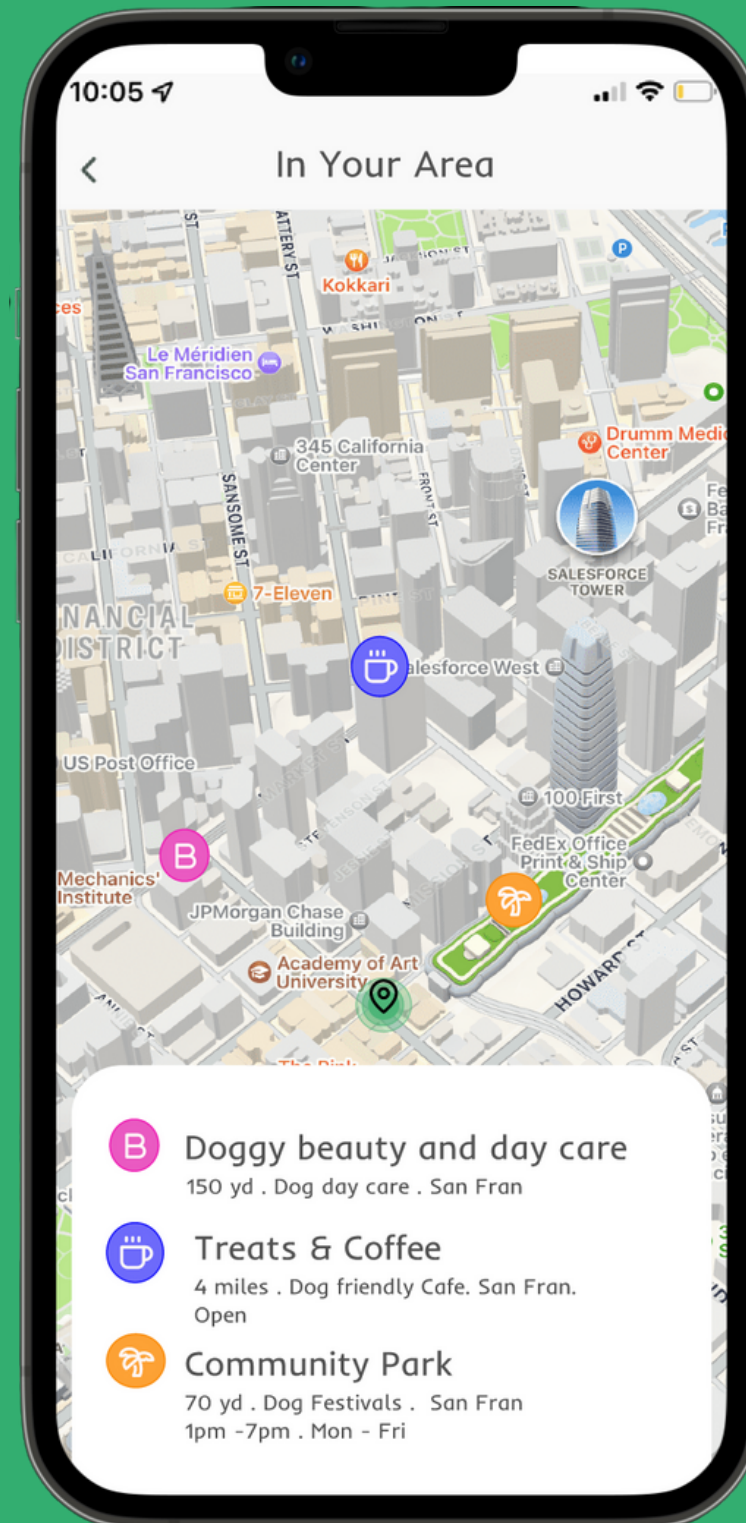
Weekly analysis of engagemanet with the app

Show users how they improved over the week, praise them for increased enagement through animated images or notifications onces entering the app.

Highlights current noticed challenges that the owner and the Dog are facing during training. This would help them know what resources are available to them in the app to improve in those weak areas.

Acknowledging problems and challenges and then producing solution in the app increases users need for the app as everything they need is provided in one application.

Diversified Messaging



Problem : Lack of daily engagement with the app and no community

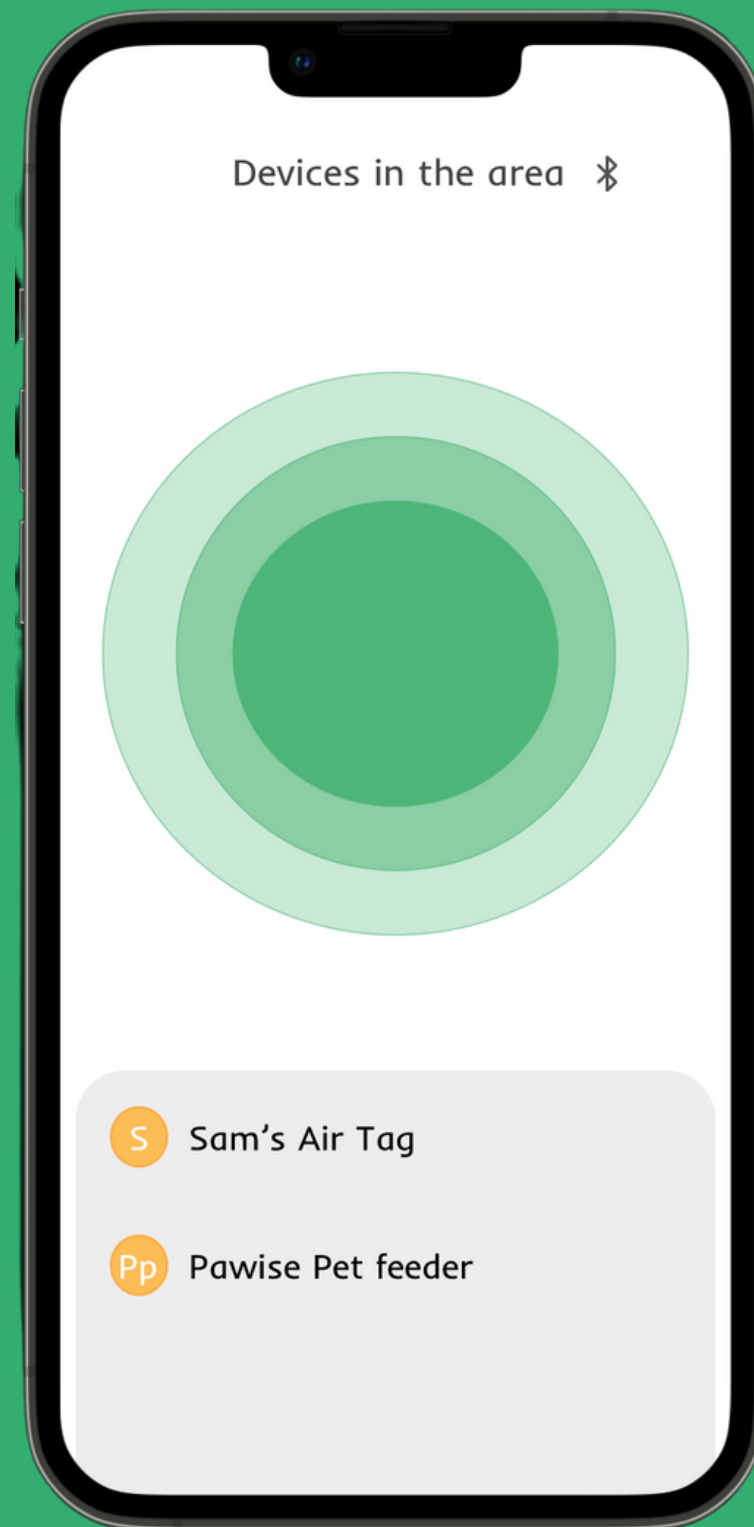
Proposed solution : Advertise events, buildings and establishments that cater to dog owners and lovers.

Show what dog activities and festivals are happening in the users area

Presenting opportunities for a community of dog owners to interact. By doing this dogo will build a community for dog owners online as well as offline.

Users will receive notifications of events and dog friendly buildings/ services within their area.

Device Linking



Problem : Lack of daily engagement with the app and no community

Proposed solution : Advertise events, buildings and establishments that cater to dog owners and lovers.

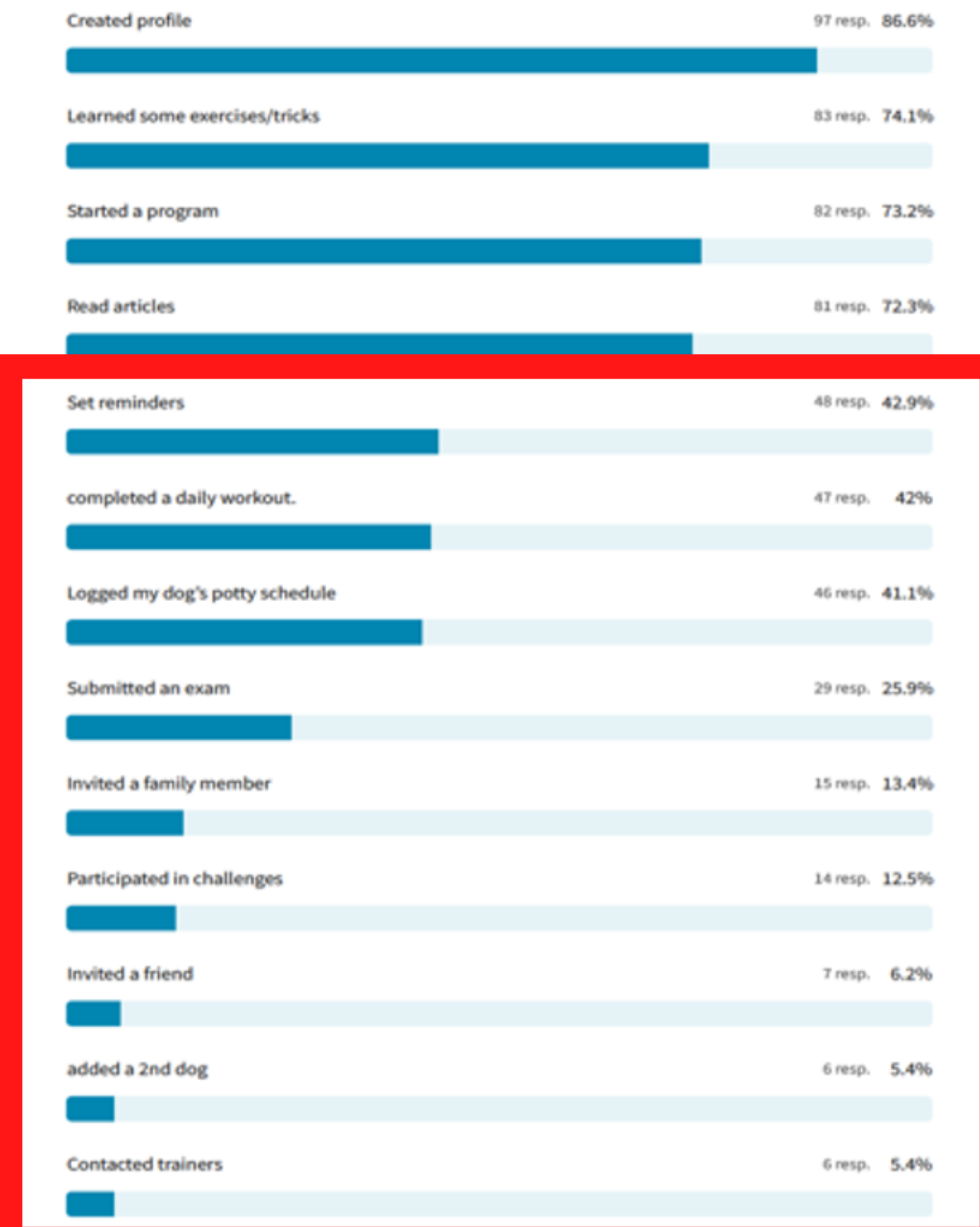
Device linking

The value of the app increases when there are features that allow the user to connect the app to other existing devices that allow them to track their dogs health and overall location.

This adds a new level of compatibility to the app in connection with what is currently developing in the world of technology. Showing that being a pet owner can be a little easier with the Dogo App.

Navigating around the app

Looking at what the user has been able to locate in the app, theres a large selection of features that haven't been used to their full potential. This could be a combination of not being able to locate the feature as well as not knowing how to use the feature once found.



The Dogo app already provides a onboarding tutorial at the beginning when users first log into the app however how would the user be able to go back if they've already skipped that section ?

Discover Features



Problem : users not accessing all the available features to their full potential. Some users skipping the on boarding tutorial meaning they don't know how to use the app and may struggle to locate certain features

Proposed solution : providing a Discover feature page that shows current features are in the app how to use them and where to find them. Upcoming features that users will have access to with the new updates of the dogger app & finally quick tutorials that follow the same format as the training videos.

Discover Features

This page allows users to go back rediscover features they weren't aware of or help touch up on their knowledge of how to best use each feature to its full potential