

DOG FIVES HIKING

During the workshop, we gained greater insight into the operations of DogFives through additional means: stories by the participants, payment methods, and contract details as the participants became more comfortable with us. This information was incorporated with the results of our workshop activities when analyzing.

activity one PHOTO COLLAGE

Use a combination of images and words to tell a story about your current experience with clients. You may choose to use as many or as few images and words as you would like.

GOAL: Learn more about existing client interactions to see how we can enhance the number of occurrences again in the app.

takeaway

- Clients lead busy lives and give less attention to dogs
- Dogs become unfamiliar with socializing
- DogFives facilitates a safe off-leash social environment and trains dogs

opportunity

This advantage of helping the dogs gain social skills can be emphasized through the app where it could have profiles for all dogs. Any photos taken can have tags leading to the respective dog's profile.

takeaway

- Images on the right depict pleasant interactions with others
- Importance of client engagement and collaboration
- Positive relationship with client results in a happier dog

opportunity

Strengthening the relationship to increase the client's involvement through interactive app features.

activity two SCENARIO ANALYSES

Read the following situations and write how you would respond to each situation. Discuss with the other person and see how the approaches differ.

GOAL: To learn how DogFives would handle different situations that could arise to determine how the app could handle these procedures.

takeaway

- Participants used similar approaches
- Clear, consistent, but informal procedures for negative client encounterings
- Credit or refunds are given when appropriate

opportunity

Figure out ways of risk mitigation with the app and how the app can make these unpleasant interactions more smooth with formal procedures in place.

takeaway

- Participants would take and post video of dog's achievements on social media
- DogFives' interest in exploring means beyond photography for documentation

opportunity

Integrate live streaming capabilities or video snippets of their dog so that clients can join in on the experience and see their dog's accomplishments.

activity three COGNITIVE MAPPING

Use the shapes to your interpretation and the labels/sticky notes to map out your ideal client experience. Write down your ideas on the shapes and/or labels and use the arrows to connect your thoughts/processes.

GOAL: Learn more about ideal client interactions to determine necessary features of the app for a stronger client-organization relationship.

takeaway

- Importance of time management and communication by clients
- Desire responsible clients who follow contract obligations
- Desire courteous clients who give reasonable notice

opportunity

Improving the communication between DogFives and its clients to ensure compliance with all contract measures. This can be in the form of a notification system for constant updates to remind clients of upcoming hikes or payments to be made.

takeaway

- Urgent (contract) vs. less urgent (implied contract) traits
- Assumes mutual trust

opportunity

Enhancing the shared responsibilities between both parties that are implied in the relationship. A profile of the dog can be created where DogFives can communicate any concerns noticed on the hike and clients can update the profile of rising concerns with their dog's health.

takeaway

- Substantial trust determines the success of the relationship
- Build trust up-front through meetings before any hike
- Trust between DogFives and the client, then DogFives and the dogs

opportunity

Increasing the transparent communication between clients and DogFives. This could include having anonymous client testimonials to accompany the dog pictures and a feedback system all incorporated in the app.