

walk  
SPOT



## Problem Statement

**In a survey of 4,000 dog owners, only 56% of dog owners walk their dog at least once a day, while 33% rarely takes their dog for a walk.\***

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\* Survey conducted by Pet360 for National Walk Your Dog Week, September 25, 2014

# Jessica Chavez 29 years old/Business Analyst



**Marital Status** Single

**Education** MA in Business

**Hobbies** Yoga, crossfit

**Hometown** San Francisco

Jessica is a business analyst at high profiled tech firm. Working long hours is a ritual for her, and she usually takes work home on the weekends. Recently, she adopted a new golden retriever, Buster, who is barely 1 year old. Buster gives her enjoyment and something to look forward to when she returns home from a long stressful work day.

***"I feel I don't have enough hours  
in the day to take care of my  
personal obligations."***

However she is finding it difficult to manage a work life balance. With an erratic schedule, Jessica barely has time to attend her yoga class after work and make time to walk Buster around the block. Walking Buster can be a handful, since Buster loves to pull on his leash and lunges at passersby. This becomes stressful for Jessica who just can't seem to catch a break after work.

Feeling guilty, she realizes that she doesn't spend enough time to care for Buster's needs. She doesn't feel comfortable asking her neighbor or a family member to come over to help walk Buster. Her guilt increases that she can only walk her dog on weekends.

## USER STORY

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It's 2:55pm at the office, and Jessica is finishing up work.



Jessica wants to attend her yoga class at 5:00pm.



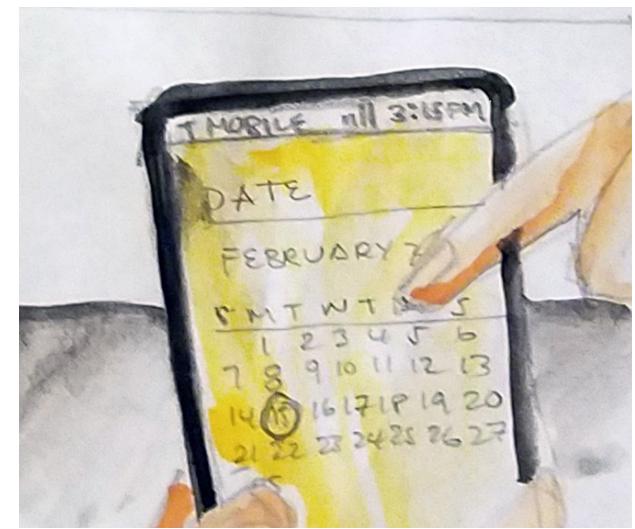
However, Jessica feels obligated to walk her dog, Rover, at that time.



It's 3:05pm, and Jessica logs into the Walk Spot Walk app.



She schedules a walk for Rover in order to make her yoga class on time.



She schedules Rover to be picked up for his walk today at 4:30pm.

## USER STORY

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Jessica is now relieved that she can make her yoga class on time and Rover will have his walk.



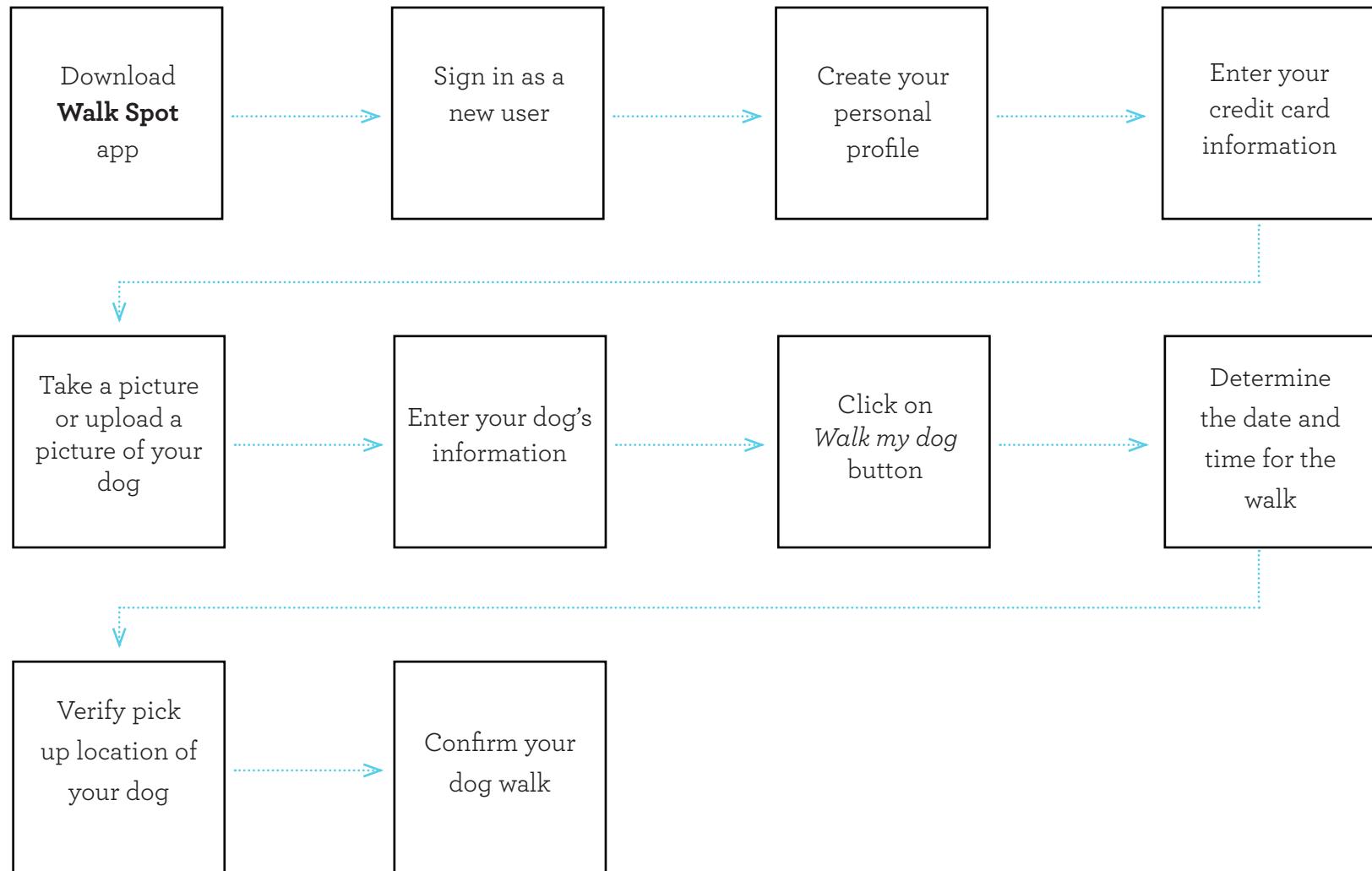
She makes it on time for a 5pm yoga class, while Rover gets to have his walk around the neighborhood.



Both Jessica and Rover are both happy campers when they come back from their activities.

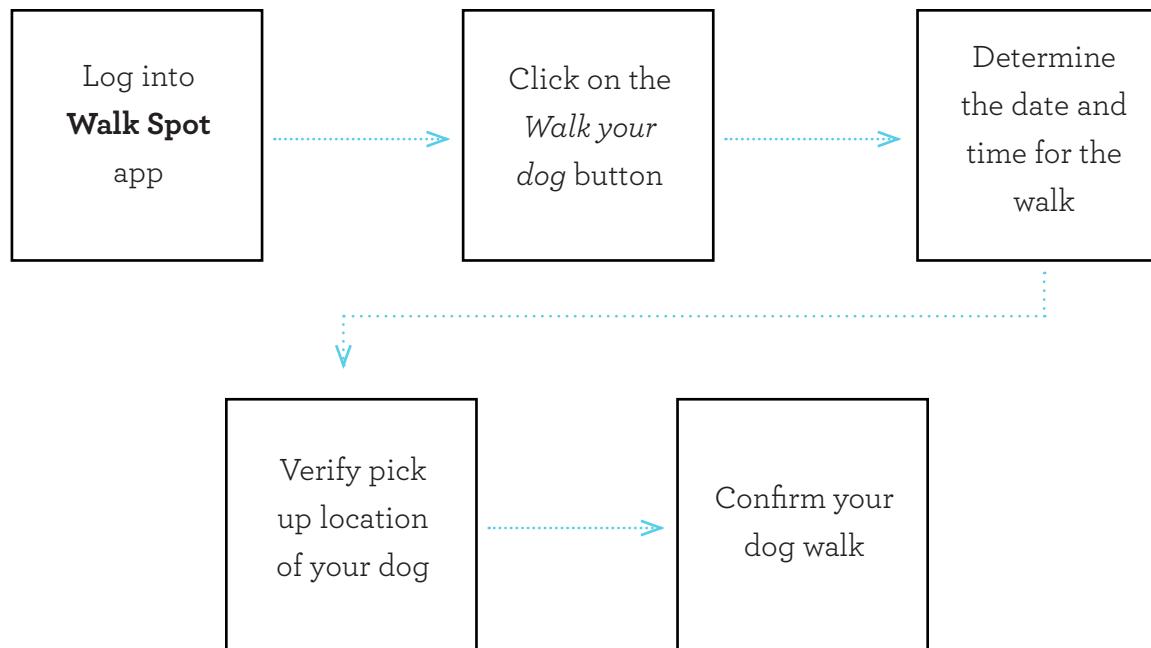
## USER FLOW New User

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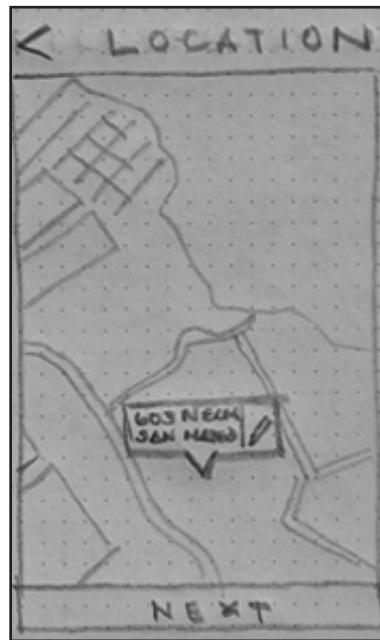
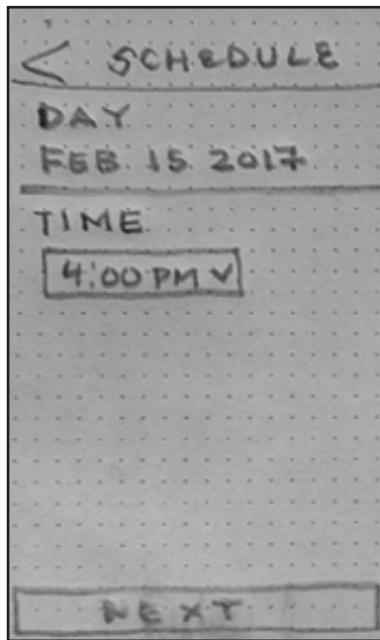
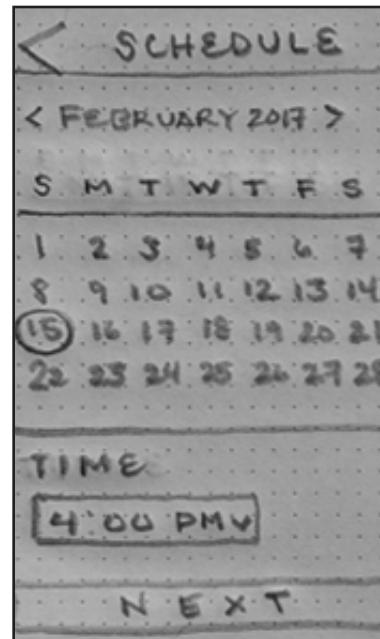
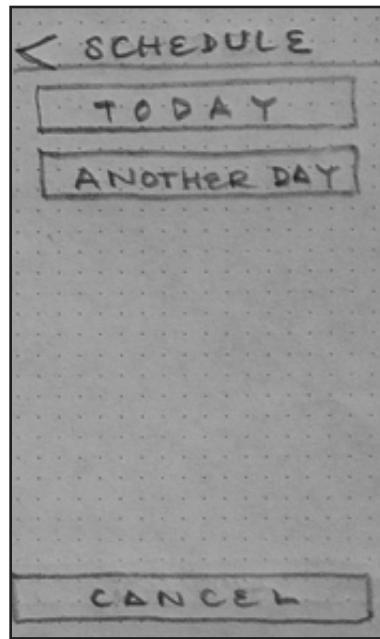
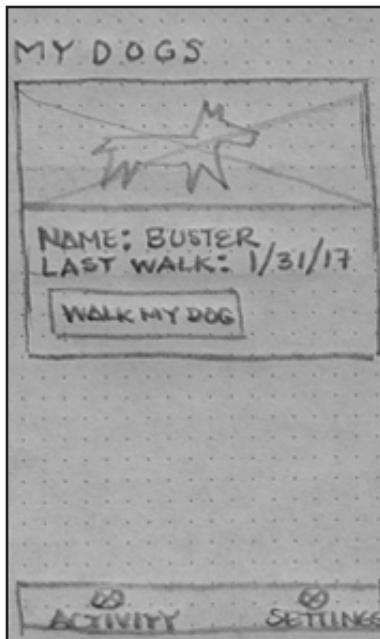
## USER FLOW Existing User

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## EARLY SKETCHES

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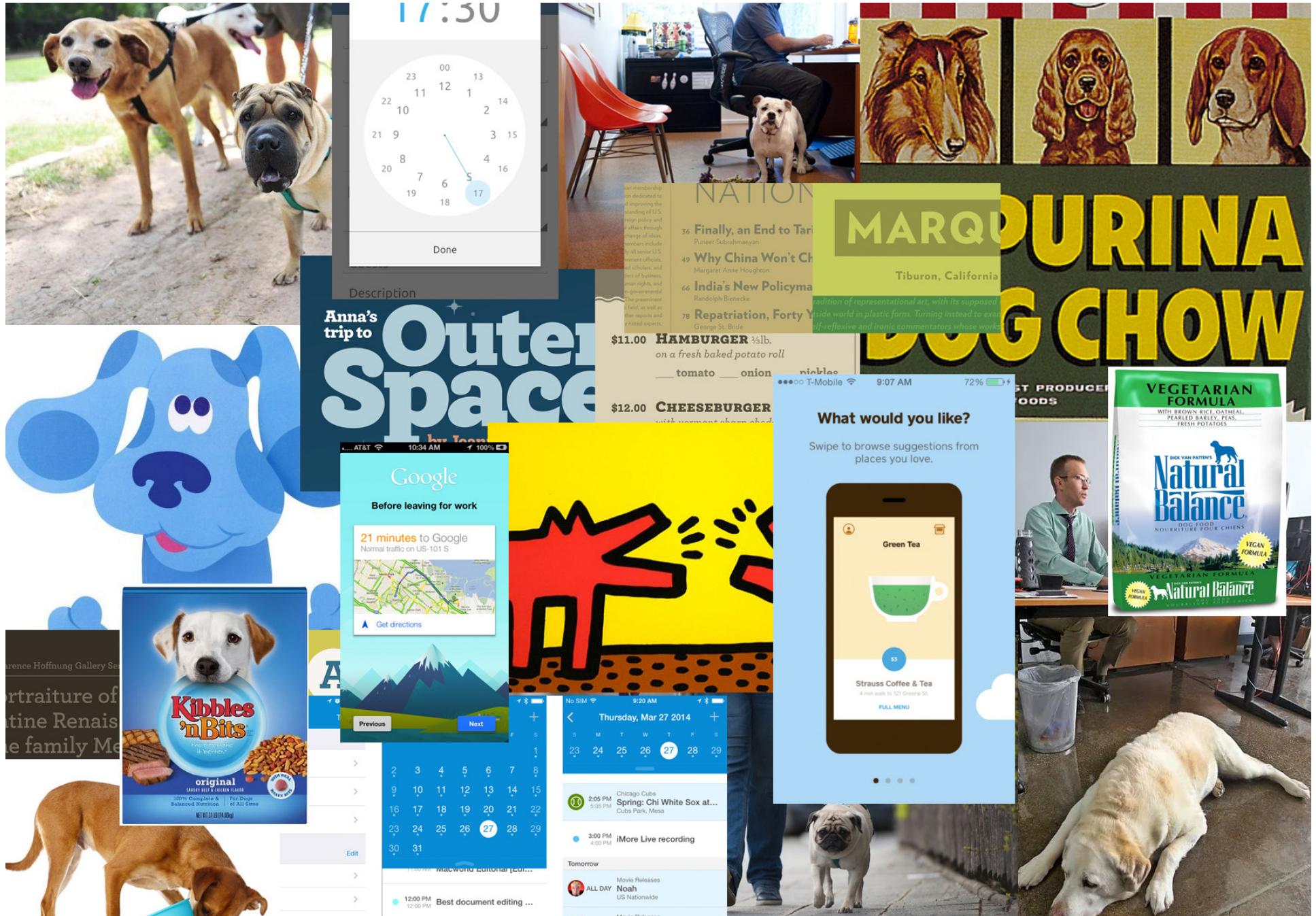


## WIREFRAMES

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## MOOD BOARD



## STYLE GUIDE

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### TYPOGRAPHY

# Titles

Archer Bold 36pt

## Subtitles

Archer Bold 24pt

### Button-Headers

Archer Bold 18pt

### Body txt

Archer Bold 16pt

### Small btn

Archer Bold 11pt

### COLORS



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#EB5D36



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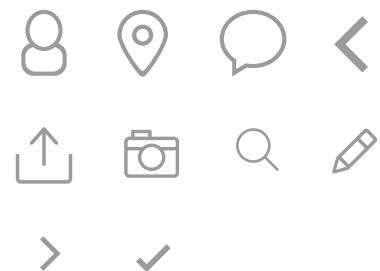


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#FFFFFF

### ICONOGRAPHY



## STYLE GUIDE

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### BUTTONS



44px

Today



125px

NEXT

44px

375px

### TABS



Full Breed

Half Breed



Full Breed

Half Breed

### TAB BAR



Message



Profile



Location

## STYLE GUIDE

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### FORM FIELDS

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**Address**

Address

**City**

City

**State**

XX



**Zip Code**

XXXXX

### SEARCH

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Dog's Breed



### PAGE CONTROLS

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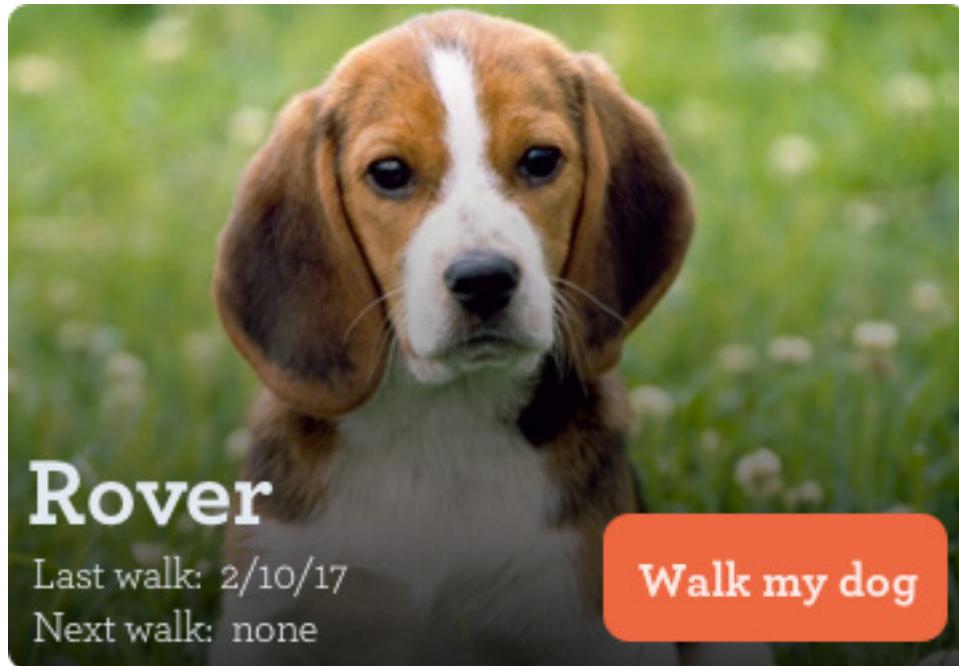


## STYLE GUIDE

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### CARDS

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### DROP DOWN MENU

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Alabama

Alaska

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

Florida

Georgia

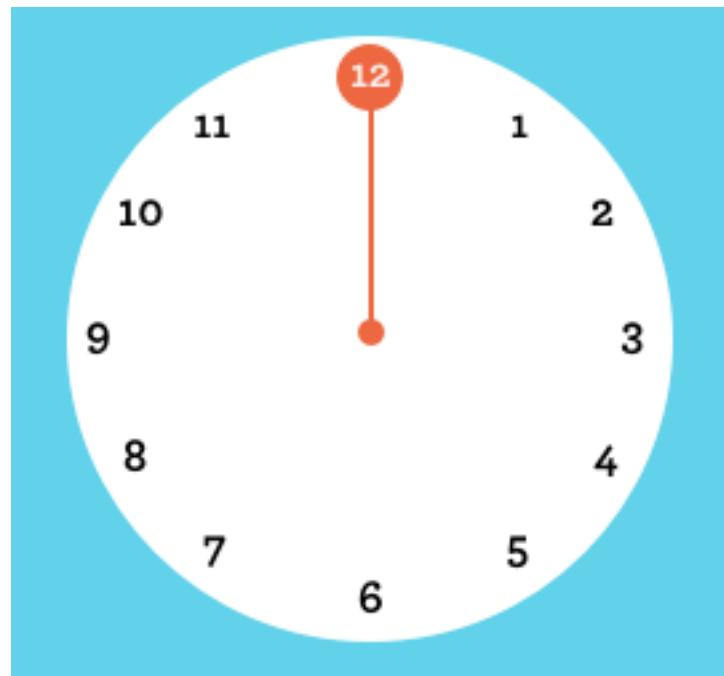
## STYLE GUIDE

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### CALENDAR

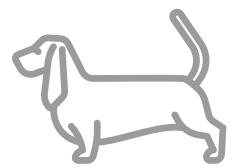
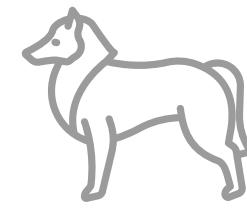
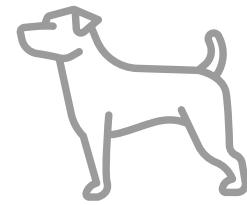
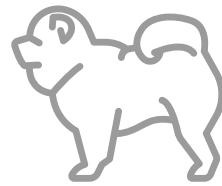
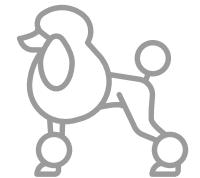
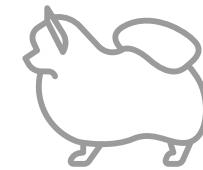
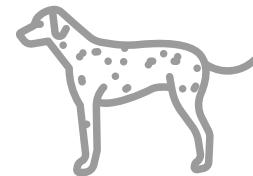
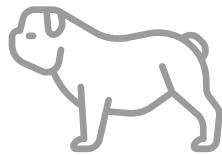
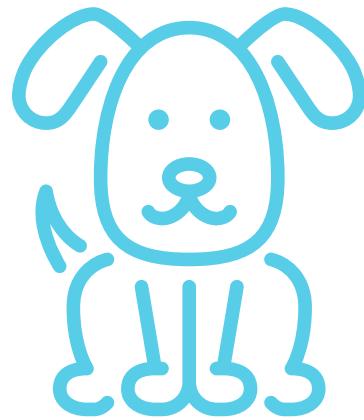


### TIME PICKER



## OTHER ELEMENTS

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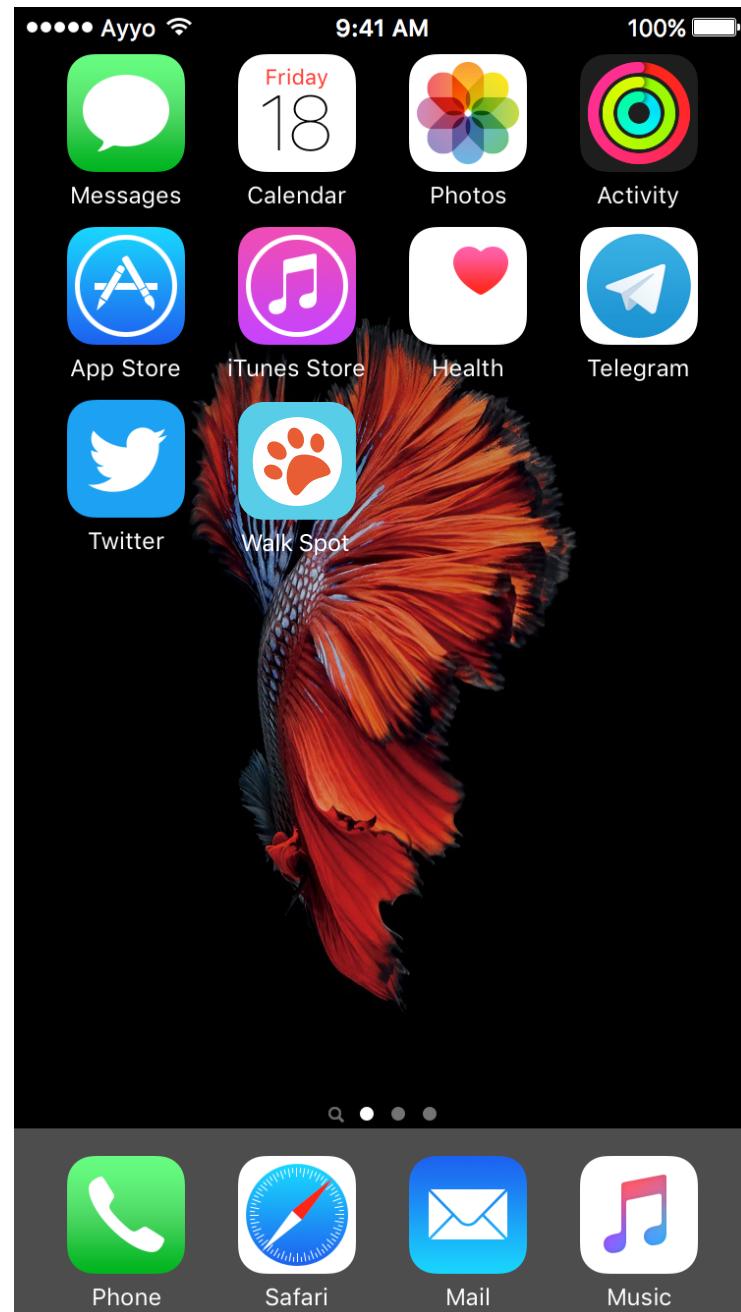
LOGO

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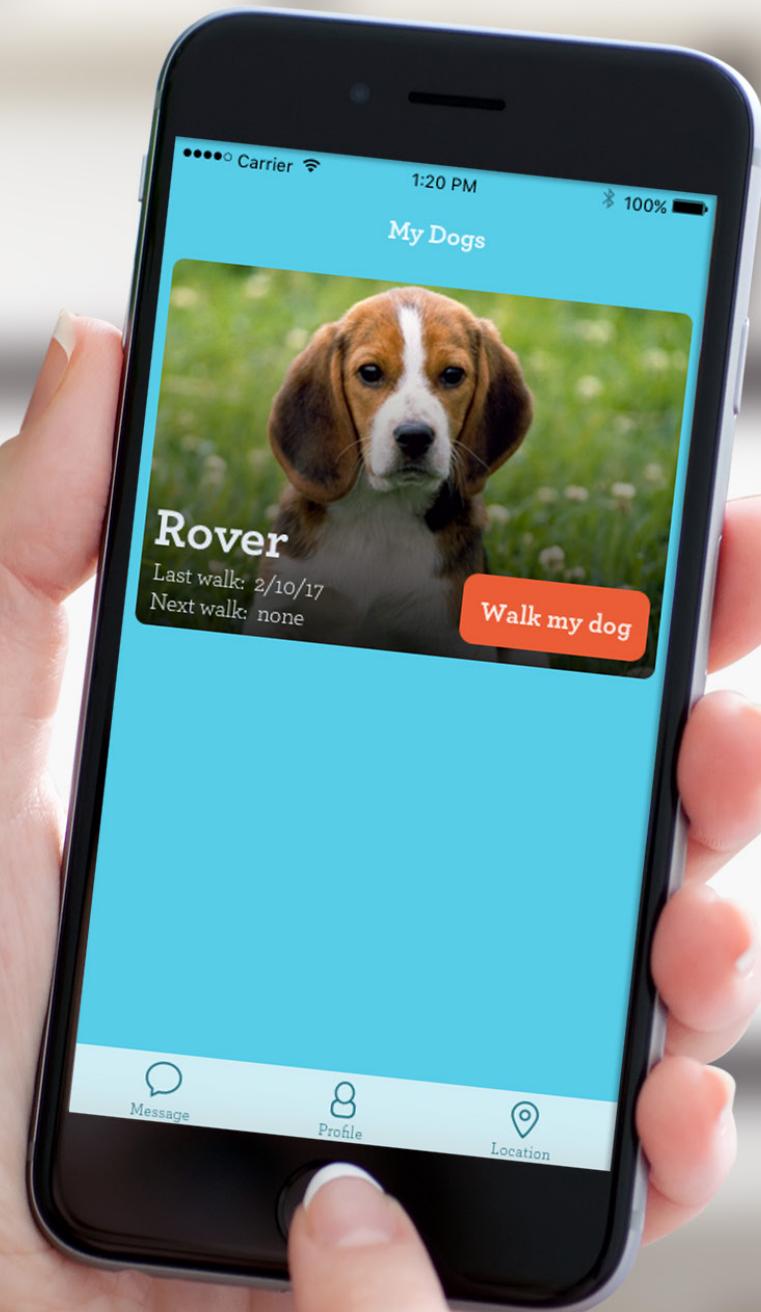
## APP ICON

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## FINAL PROTOTYPE

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## FINAL PROTOTYPE

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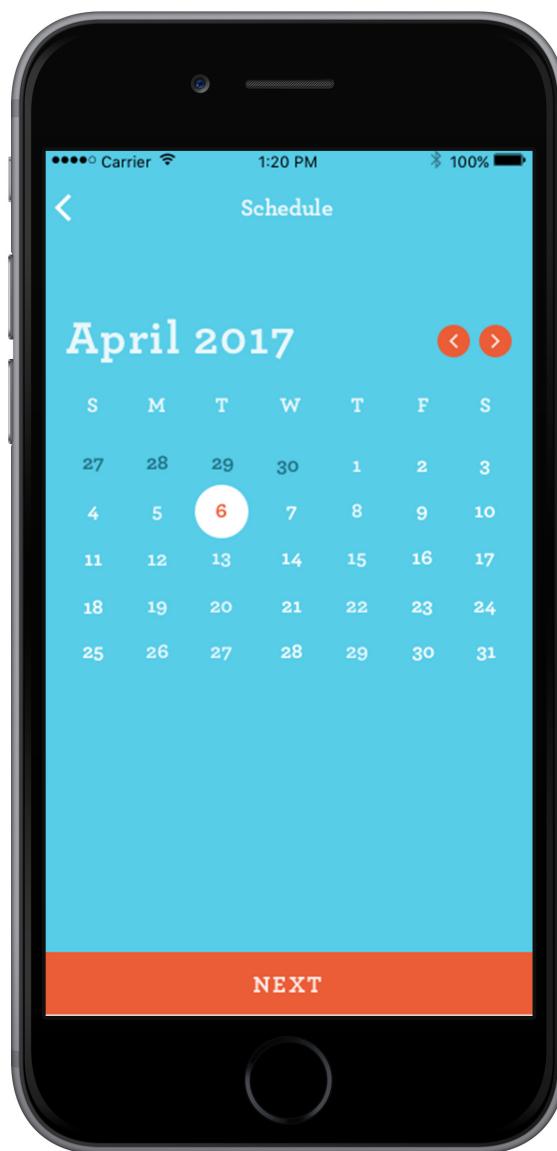
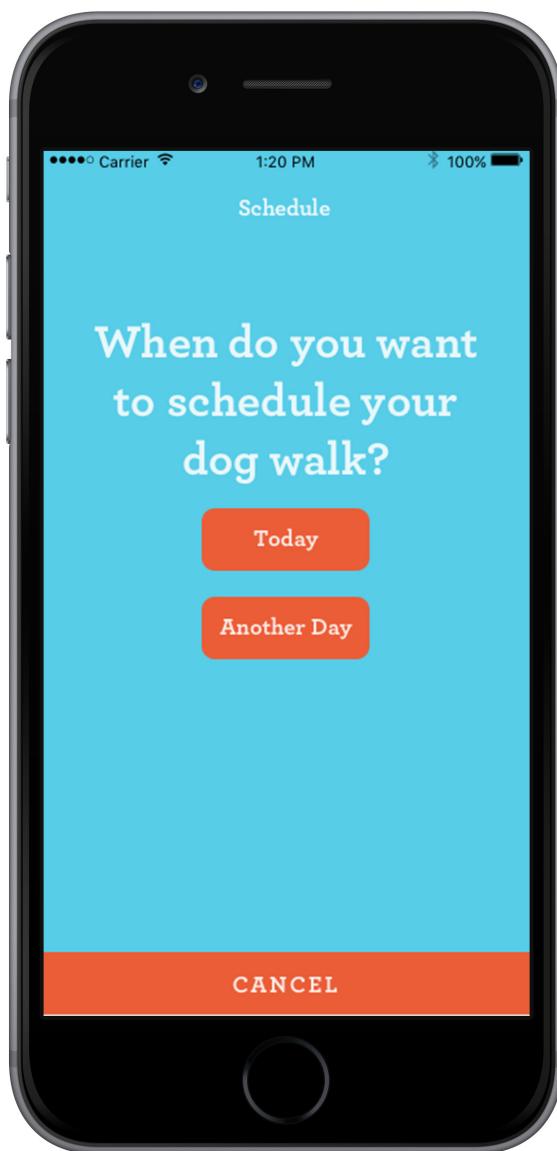
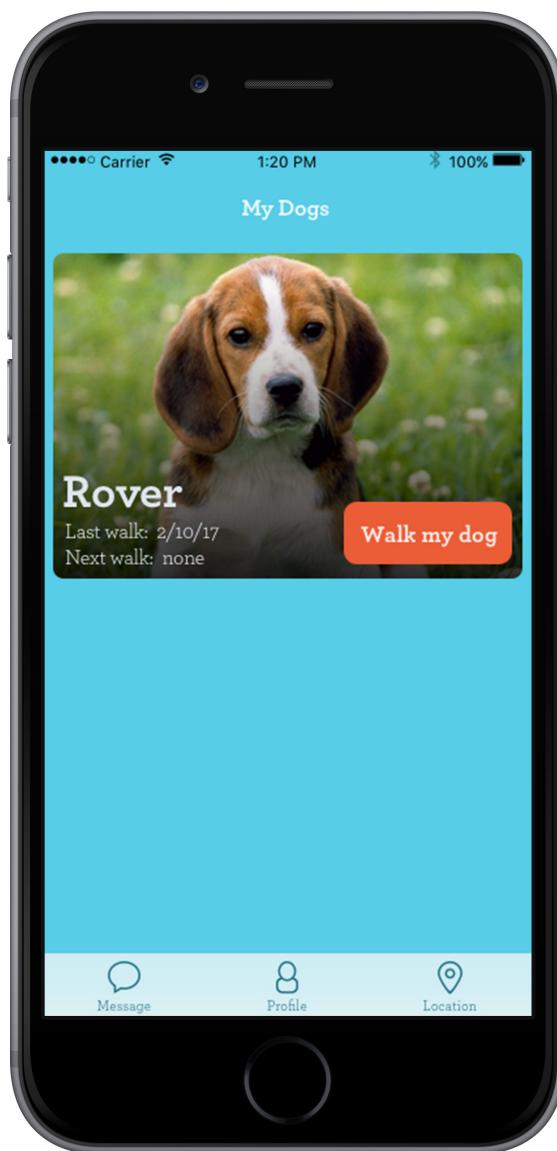
In the final prototype, my goal was to address the needs of my user from my user story. I wanted to make it easy for any user to book a dog walk from the **Walk Spot** application. This will give our user a peace-of-mind to focus on other activities that would have interfered from giving their dog a walk.

Based on user testing and feedback, I designed this high-fidelity prototype to create a dialogue with the user. I wanted this application to have a humanistic tone and personality where the user can relate and build a relationship with it. Just as we build relationships with our pets, Walk Spot can be the user's best friend to save time and make sure their dog is given their walk.

*You can view the full prototype [here](#).*

## FINAL PROTOTYPE

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## FINAL PROTOTYPE

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