

# Project Title: DogPro

By James Burke

Name: Caring Sarah

Background:

- Grew up in a rural area
- Always been an animal lover, but dogs are her favorite
- Works as a Freelance Writer
- Single
- Volunteers at a local animal shelter

Demographics:

- Female, 32 years old
- Single income of \$45,000
- Lives in a small apartment in the city with two rescue dogs, Thor and Odin

Identifiers:

- Creative personality
- Likes to be involved
- Like to be in nature and go hiking with her dogs
- Loves to read about dogs, their behavior, and training
- Caring, kind, compassionate, very responsible, and organized

Goals:

- Help find recuse dogs their forever home
- Use her writing skills to help raise awareness of pet adoption
- Start her own rescue organization

Challenges:

- Balancing her career with her passion for volunteering
- Becoming emotionally drained from witnessing the mistreatment of animals after volunteering



Name: Trainer David

Background:

- Grew up in a suburban area with dogs
- Has always loved dogs and has been training them since he was a kid
- Works as a Dog Trainer
- In a relationship

Demographics:

- Male, 27 years old
- Single income of \$32,000, dual income with girlfriend \$75,000
- Lives in a house with his girlfriend in the suburbs with his dog Luna

Identifiers:

- Outgoing personality
- He enjoys going on long walks with his dog
- He enjoys playing fetch with his dog and teaching her new tricks
- Likes to attend dog shows and competitions to learn from other trainers
- He is patient, disciplined, and has a deep understanding of dog behavior

Goals:

- Help owners live happy lives with their dogs
- To keep growing his business and knowledge
- To publish a dog training book

Challenges:

- Dealing with difficult or lazy dog owners
- Dealing with aggressive dogs and trying to help manage their behavior
- He struggles with marketing for his business and getting his name out to the community



Name: Family Jennifer

Background:

- Grew up in a small town with a variety of pets
- Stay-at-home mom
- Married with two children, 6 and 3
- Bachelor's Degree in Communication

Demographics:

- Female, 35 years old
- Single family income of \$77,000
- Lives in a house in the suburbs with husband, children, and dog

Identifiers:

- Enjoys spending time with her family
- She enjoys baking, reading, and gardening
- She enjoys taking the family to the park with the dog
- She is warm and nurturing
- She is organized, efficient, and dedicated to her household running smoothly

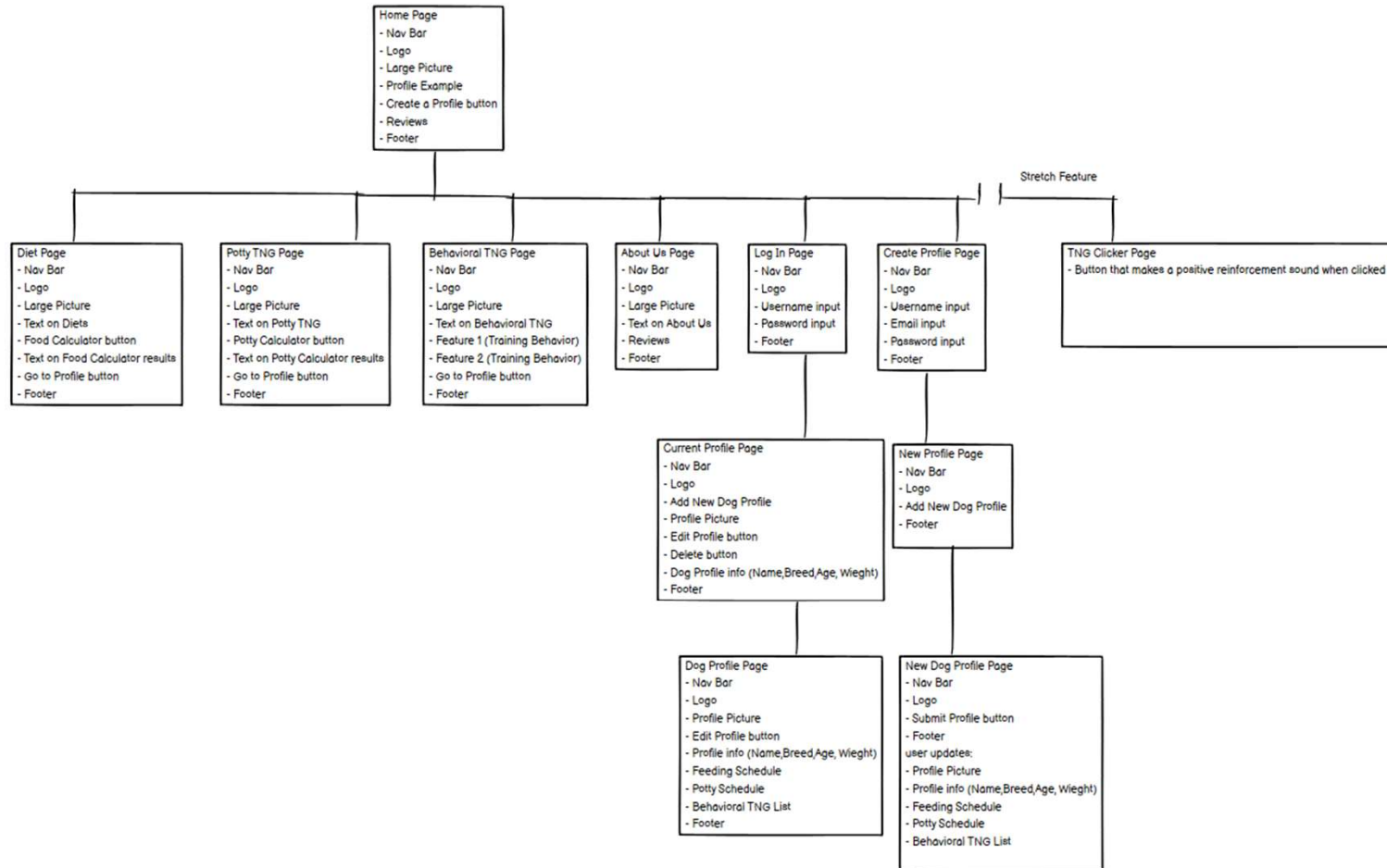
Goals:

- To keep her family safe and health
- To install a sense of responsibility in her children with the household chores and dog care
- To teach her kids about proper pet care and respect for animals

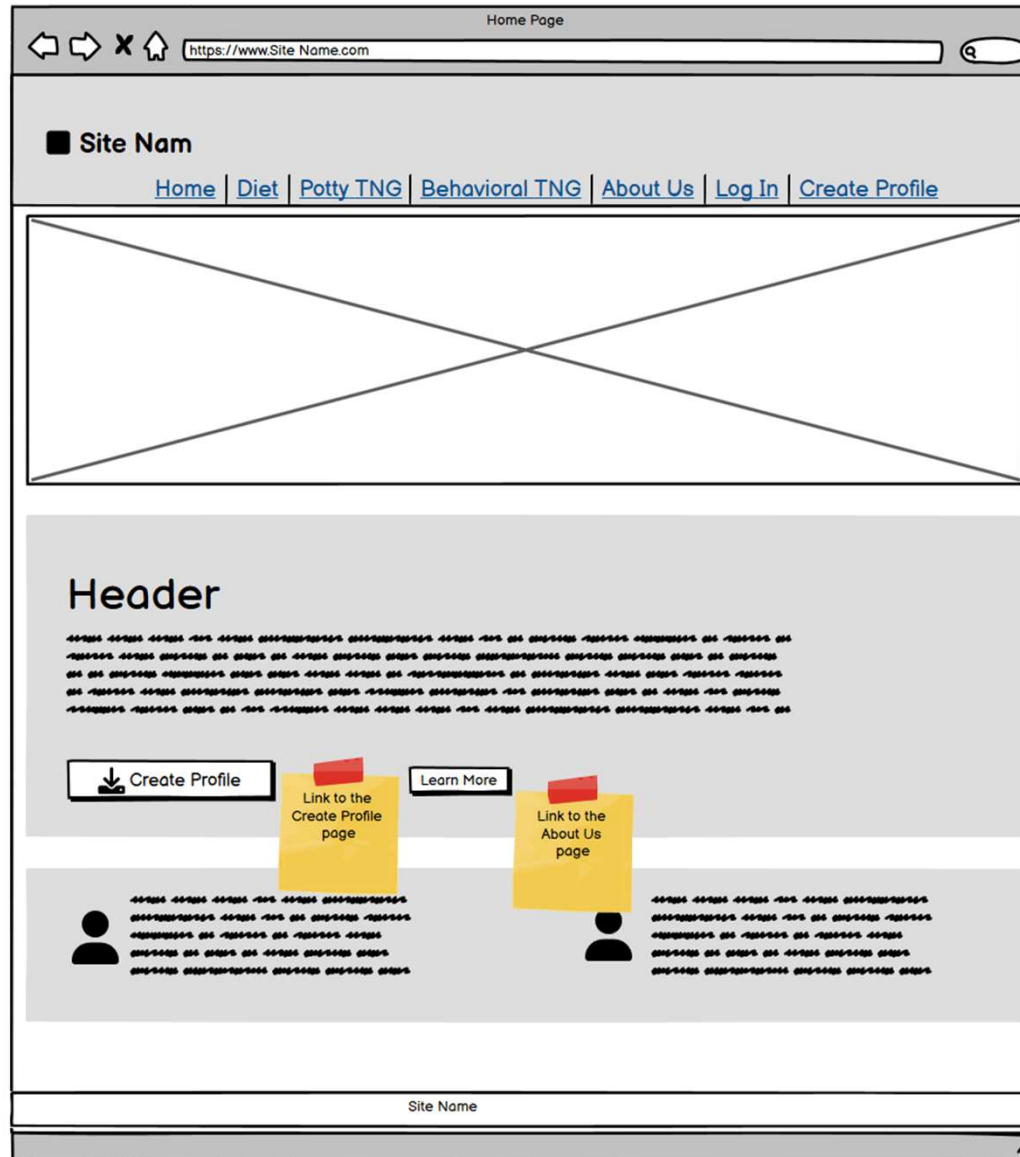
Challenges:

- Juggling two kids schedules with childcare and activities
- Juggling household chores
- Juggling the dogs needs





Home



Diet

Site Name

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...

Food Calculator

Enter Dog's weight

Submit

Enter Dog's weight  
in .lbs and click the  
submit button to  
have your results  
populate

Site Name





Potty

Potty TNG Page

https://www.Site Name.com

Site Nam

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Potty Calculator

Enter Dog's age

Submit

Enter Dog's age in months and click the submit button to have your results populate

Site Name

## Potty Results

https://www.Site Name.com

Potty TNG Page

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...

Potty Calculator

Enter Dog's age

Submit

Results of Potty Calculations

...

Site Name

## Behavioral

Behavioral TNG Page

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Select training level difficulty

Drop Down Box

Submit

Drop Down options:

Beginner

Intermediate

Advanced

Site Name

## Behavioral Results

Behavioral TNG Page

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Select training level difficulty

Drop Down Box

Submit

Drop Down  
options:  
Beginner  
Intermediate  
Advanced

Results of training recommendation for that level

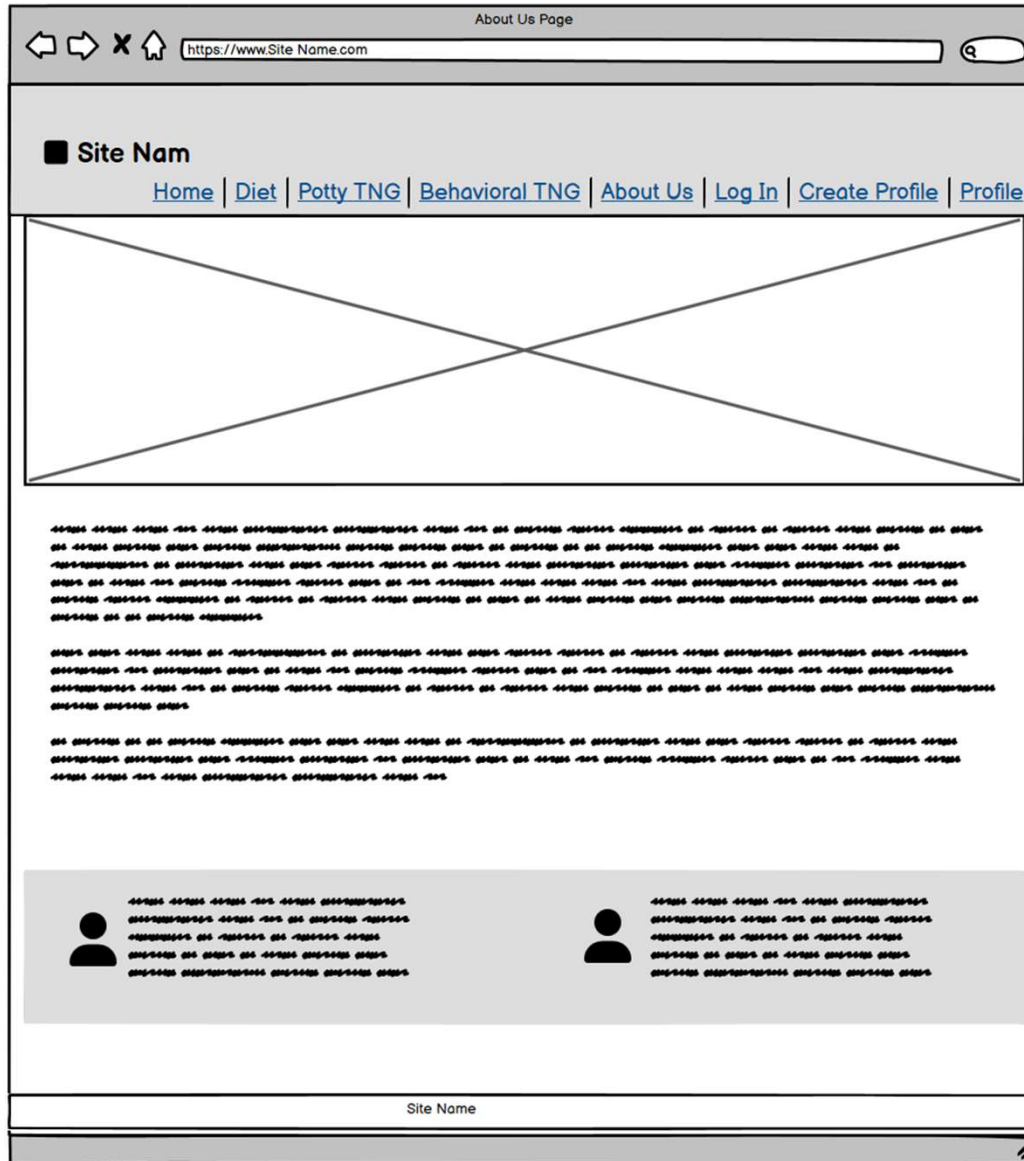
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Site Name

## About Us



## Create Profile

Create Profile Page

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### Create Profile

username

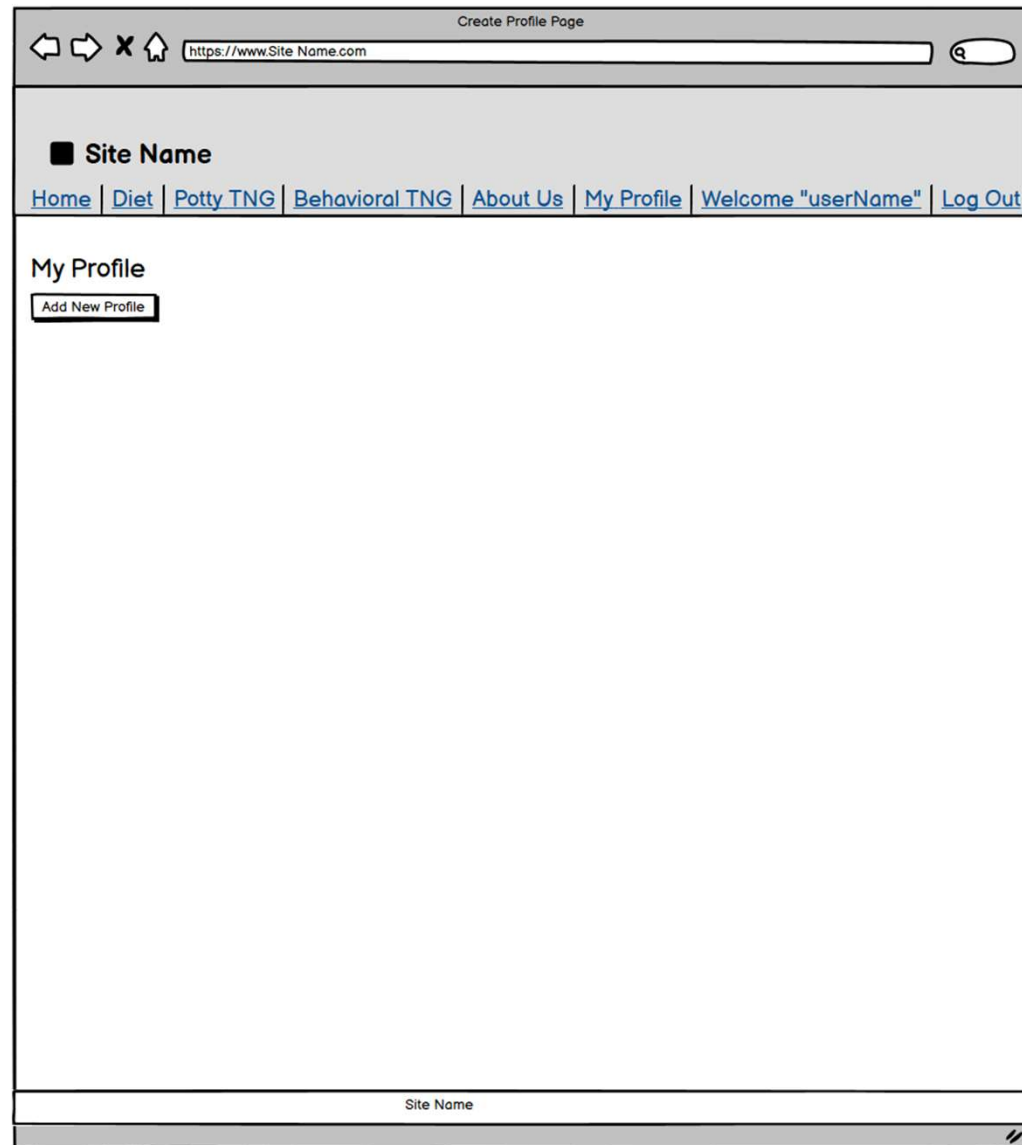
email

password

re-enter password

Site Name

## Successful Creation of Profile



Log In

Log In Page

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Log In

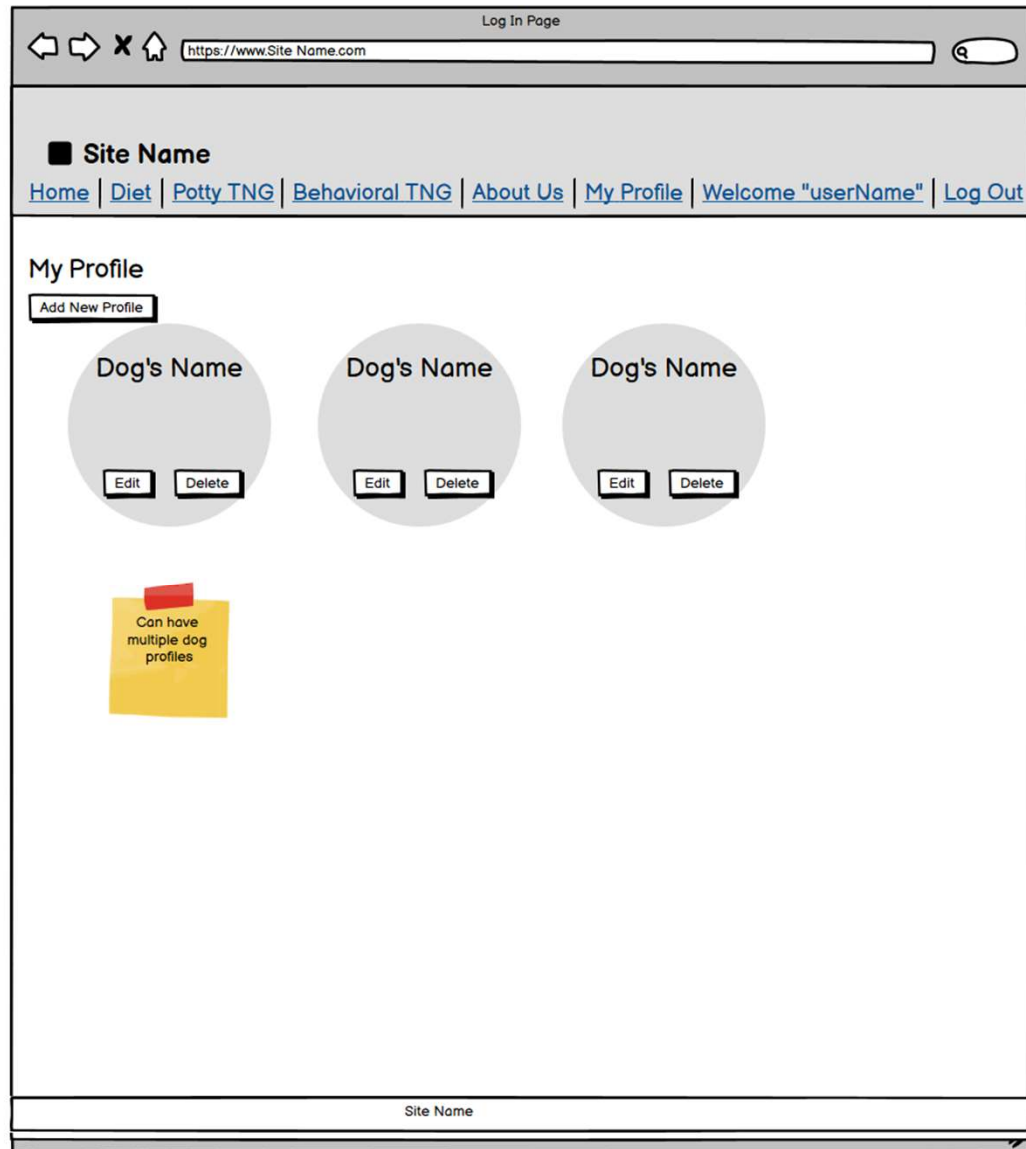
username

password

Site Name



## User Profile



## Dog Profile

Profile Page

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Edit Profile

Dog's image goes

Dog's Name

Dog's Breed

Dog's Age

Dog's Wieght

Feeding Schedule

7:00 AM

Breakfast

♥ 1 cup

☺

☐

☐

12:00 PM

Lunch

♥ 1 cup

☺

☺

☐

5:30 PM

Dinner

♥ 1 cup

☺

☺

☺

Potty Schedule

6:30 AM

Wake up

♥

☺

☐

☐

12:30 PM

After Lunch

♥

☺

☺

☐

6:00 PM

After Dinner

♥

☺

☺

☺

Behavioral TNG List

☒ Sit (completed)

☐ Come

☐ Stay (indeterminate)

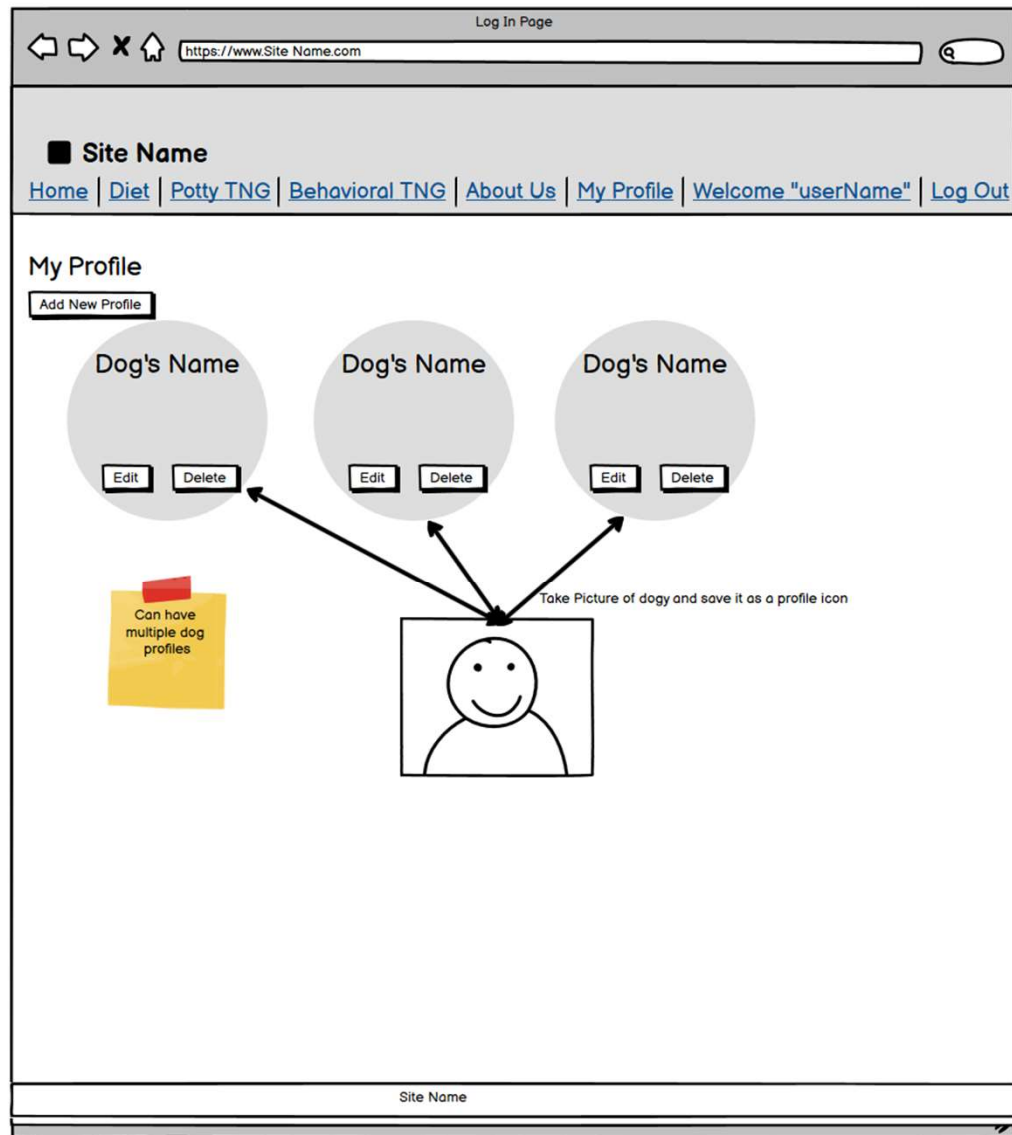
☐ Roll Over

☐ Fetch

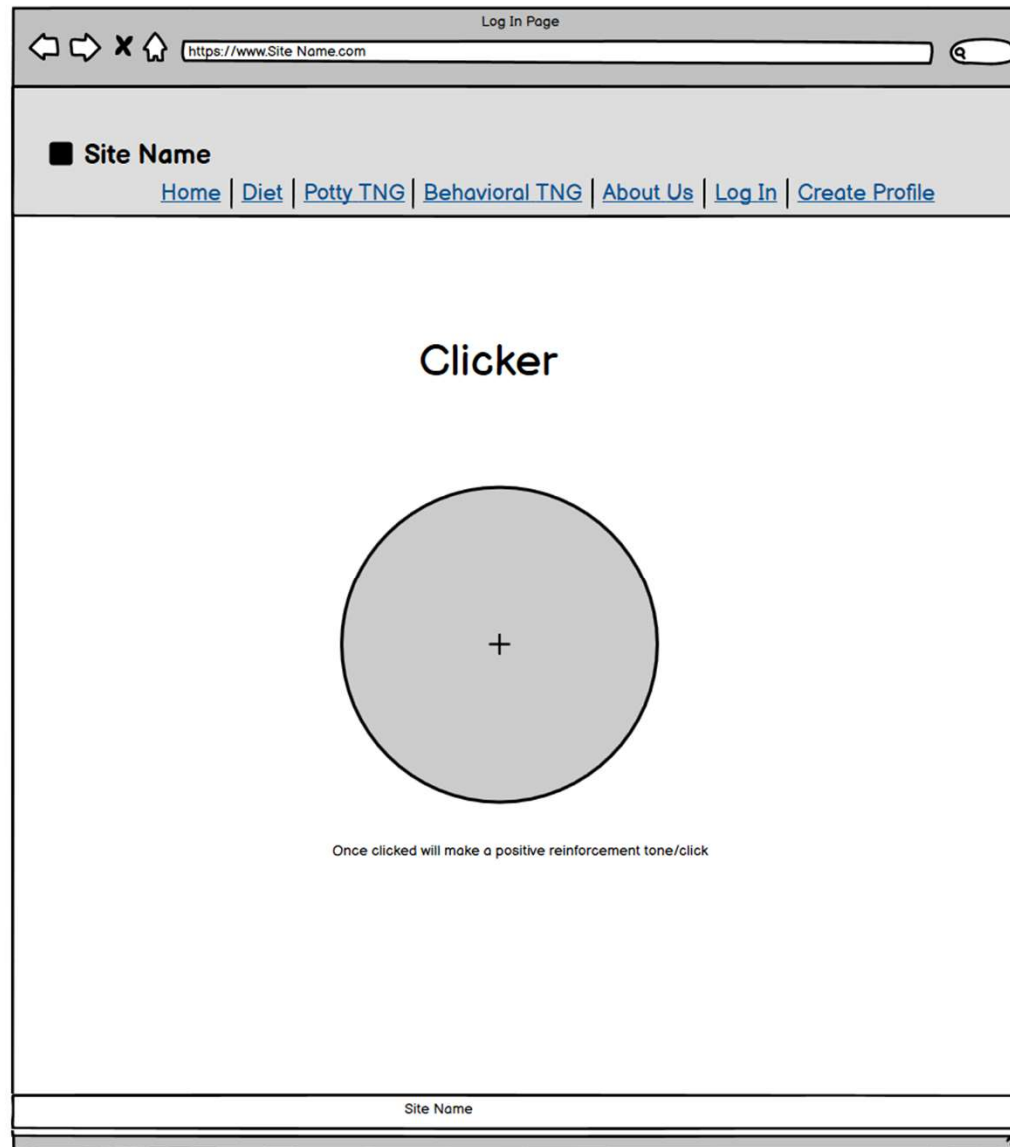
☐ Speak

Site Name

## Stretch Feature



## Stretch Feature



# Notes:

- Updated NavBar: Deleted the profile link because the user needs to log in; once logged in, will have access to the user profile and dog profile pages
- Updated Home page: added a button that links to the about us page
- Updated Behavioral TNG page: created a drop-down to select training level of difficulty, which will then return the training skills appropriate for the level of difficulty
- Updated user Profile page: allows the user to have multiple dog profiles
- Updated the storyboard: showing the user Profile page
- Stretch Features:
  - Additional Training Resources
  - Dog clicker Feature
  - Take a picture and upload it as a dog profile icon