



Jodie De Greef & Niel Duquesne

2MMP-proDUCE-13 • NMDAD I • 2016-17

# Doelpubliek

- ▶ Demografisch
  - ▶ Man & vrouw
  - ▶ Voor 16 jaar en ouder
- ▶ Psychografisch
  - ▶ Sportief
  - ▶ Dierenliefhebber
  - ▶ Wandelt of loopt graag
  - ▶ Natuurliefhebber
- ▶ Technografisch
  - ▶ Woonplaats in Gent
  - ▶ Elk moment van de dag of nacht
  - ▶ Standaard kennis

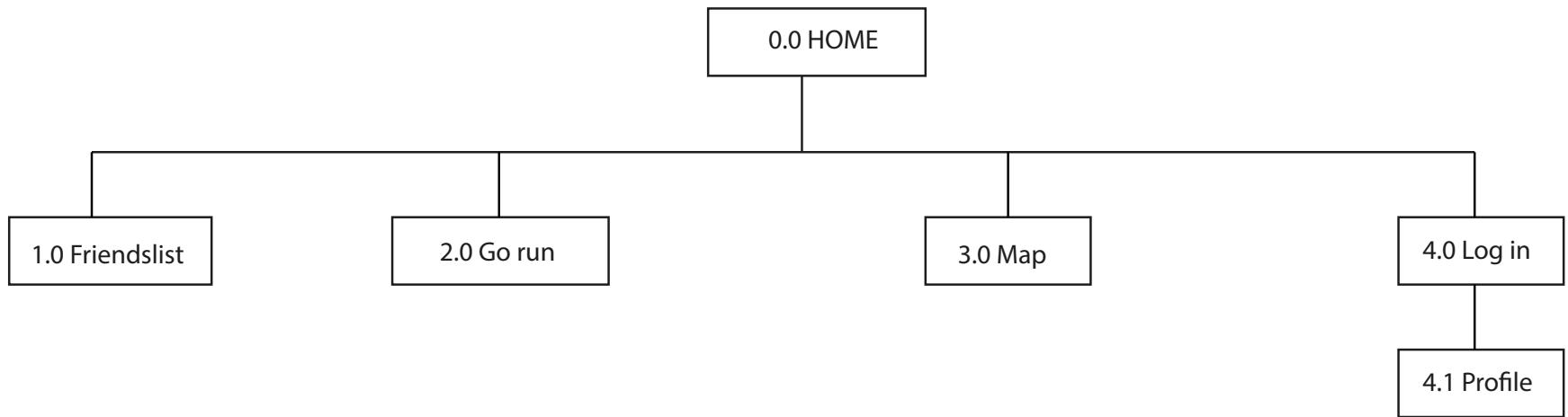
# Functie

- ▶ Met je hond gaan wandelen of lopen aan de hand van een handige mobiele applicatie.
- ▶ Op zoek gaan naar:
  - ▶ Hondentoiletten
  - ▶ Losloopweides
  - ▶ Parken
- ▶ Je kan je registreren en aanmelden en de gegevens van jouw hond aanpassen.
- ▶ Handige kaart
  - ▶ Losloopweides
  - ▶ Parken
  - ▶ Hondentoiletten
  - ▶ Extra: ook anti-poeptegels en hondenzwemzones

# Datasets

- ▶ Hondenvoorzieningen
  - ▶ <https://data.stad.gent/datasets/hondenvoorzieningen>
- ▶ Parken
  - ▶ <https://data.stad.gent/datasets/parken>
- ▶ Infrastructuur
  - ▶ <https://data.stad.gent/datasets/straten-geogra sch-bestand>

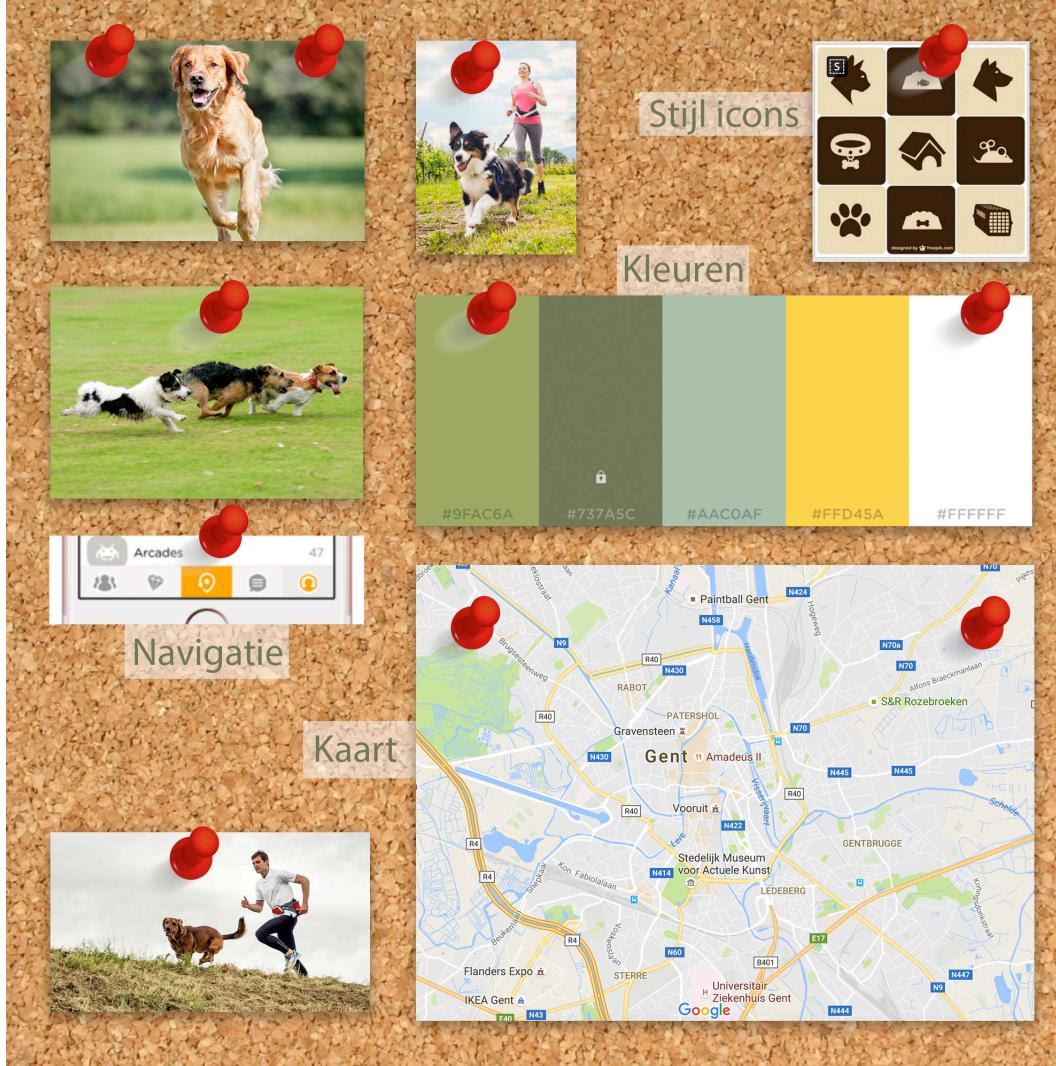
# Sitemap



# Ideaboard



# Moodboard



# Style Tile



NMDAD 1 - Data-driven Progressive Responsive Web Application

Style Tile

Possible Colors



Menu



Standaard

Button

Hover

Button

DogRun

## This is an Example of a Header

Font: X360 by Redge #9FAC6A

### This is an Example of a Sub Head

Font: Caviar Dreams #000000

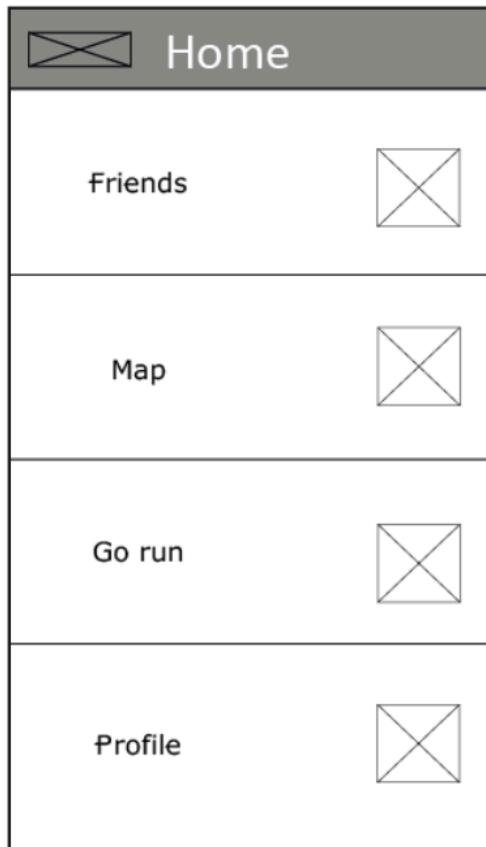
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Avenir Book #000000

# Wireframes

## Mobile

0.0 Home



2.0 Friendslist

Friendslist		
	jouw naam	6895 p
	vriend naam	9764 p
	vriend naam	8654 p
	vriend naam	7456 p
	jouw naam	6895 p
	vriend naam	5235 p
	vriend naam	4663 p
	vriend naam	2369 p

3.0 Map



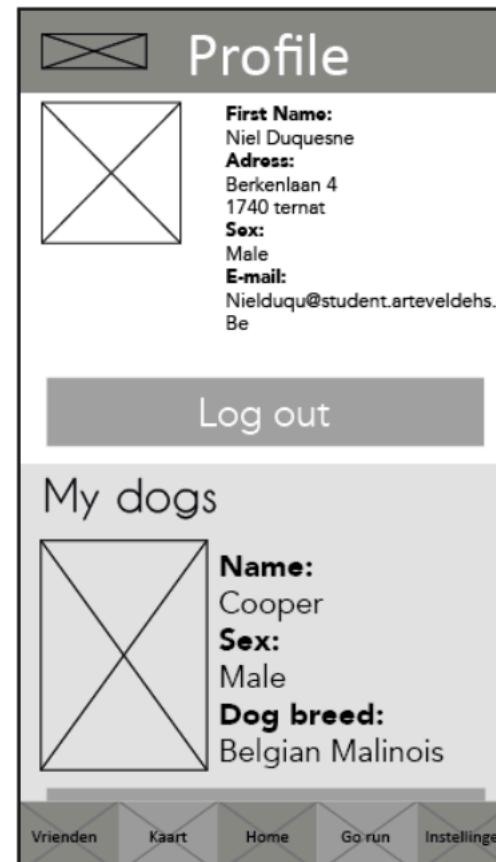
# Wireframes

## Mobile

4.0 Go run



5.0 Profile



# Wireframes

## Desktop

0.0 Home

The wireframe shows a header with a logo and five placeholder buttons labeled 'LINK'. Below is a section titled 'Home' containing a 2x2 grid of dog icons. To the right is a 'Topscorers' table:

	Jij	6895 p
	Jodie De Greef	9764 p
	Sharon Huwel	8654 p
	Lander Denys	7456 p

At the bottom is a footer with the text "Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved."

1.0 Friendslist

The wireframe shows a header with a logo and five placeholder buttons labeled 'LINK'. Below is a section titled 'Kaart' (Map) showing a map of Gent, Belgium with various landmarks labeled: Gravensteen, Kraanlei, Primark, Sint-Jacobskerk, Korenmarkt Gent, Amadeus II, Het Belfort van Gent, Sint-Baafskathedraal, Oude Markt, Steendam, Kersdijk, Reep, and Onze-Lieve-Vrouwkerk. A green location pin is placed on the map.

At the bottom is a footer with the text "Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved."

# Wireframes

## Desktop

3.0 Go run

Street:	Street:	Street:
Azaaleastreet	Dracenastraat	Europalaan
City:	City:	City:
Gent	Gent	Gent
Sort:	Sort:	Sort:
Losloopweide	Losloopweide	Losloopweide
House number:	House number:	House number:
36	18	134
Description:	Description:	Description:
T.h.v Azaaleastreet 36/Azaaleapark tegengeover hondentoilet, Opperlaakse tegengeover hondentoilet. 180m2.	T.h.v Dracenastraat 18/Hekkenstraat oppervlakte 1290 m2.	T.h.v Europalaan 134 (aan hondenzwemplaats). Oppervlakte 1950 m2.

Street:	Street:	Street:
Evarist De Bacqstraat	Wittekaproenplein	Jan Samijnstraat
City:	City:	City:
Gent	Gent	Gent
Sort:	Sort:	Sort:
Losloopweide	Losloopweide	Losloopweide
House number:	House number:	House number:
9	3	1
Description:	Description:	Description:
T.h.v Evarist de	T.h.v Wittekaproenplein	T.h.v Jan Samijnstraat

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2.0 Map

### Friends list

	Jij	6895 p
	Jodie De Greet	9764 p
	Sharon Huwel	8654 p
	Lander Denys	7456 p
	Niel Duquesne	6895 p
	Jelis Pappaert	5235 p
	Hannelore De Groot	4663 p

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# Wireframes

## Desktop

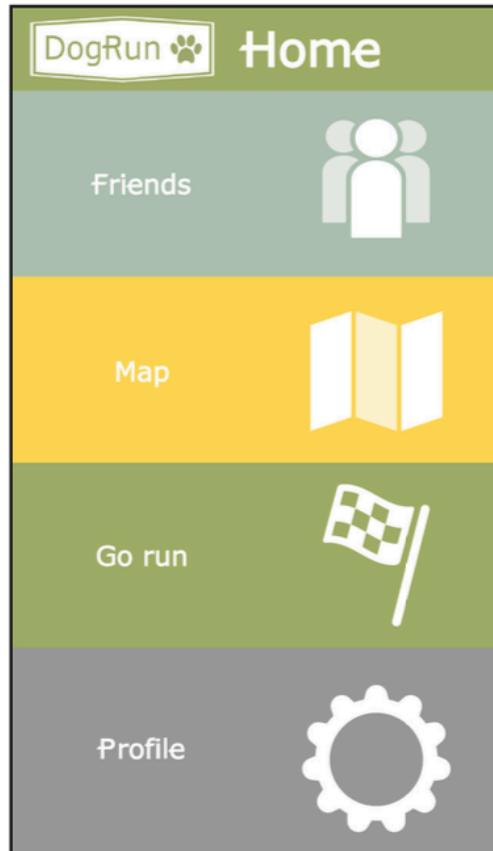
4.0 Profile

The wireframe illustrates a desktop application interface for a 'Profile' section. At the top, there is a header bar with a close button and five small 'LINK' icons. Below the header, the word 'Profiel' is displayed next to a placeholder image of a dog's head. To the right of the image, there are input fields for 'First name', 'Name', 'Address', 'Sex', and 'E-mail', followed by two buttons: 'Login' and 'Register'. In the center, under the heading 'My dogs', there is another placeholder dog image. To its right, detailed information is provided for a dog named 'Cooper': 'Name: Cooper', 'Sex: Male', and 'Dog breed: Belgian Malinois'. A 'Register' button is located at the bottom of this section. On the right side of the page, a sidebar displays 'Number of run km' with breakdowns for 'Total: 18678 km', 'This Year: 679 km', 'This month: 58 km', 'This week: 13 km', and 'Today:'. At the very bottom of the page, a copyright notice reads 'Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved.'

# Screendesigns

## Mobile

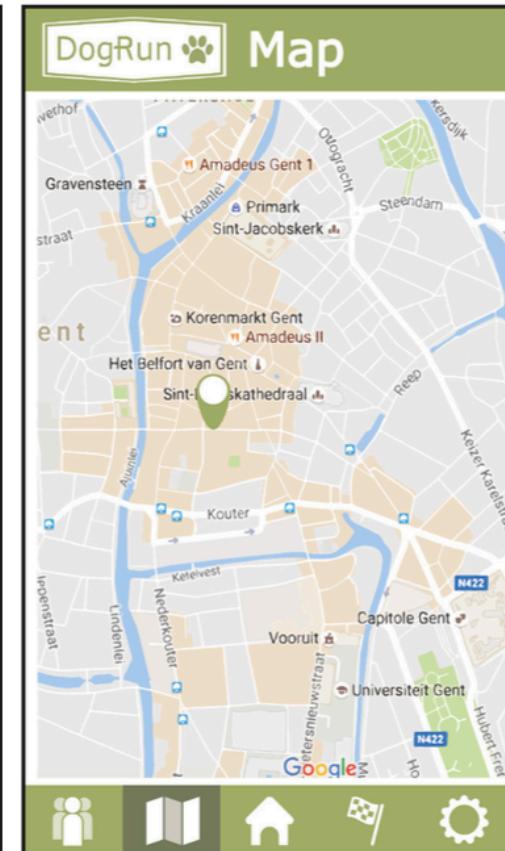
0.0 Home



1.0 Friendslist

DogRun Friendslist		
	Your score	6895 points
	Jodie De Greef	9764 points
	Sharon Huwel	8654 points
	Lander Denys	7456 points
	Niel Duquesne	6895 points
	Jelis Pappaert	5235 points
	Hannelore De Groot	4663 points
	Joyce De Vos	2369 points

2.0 Map



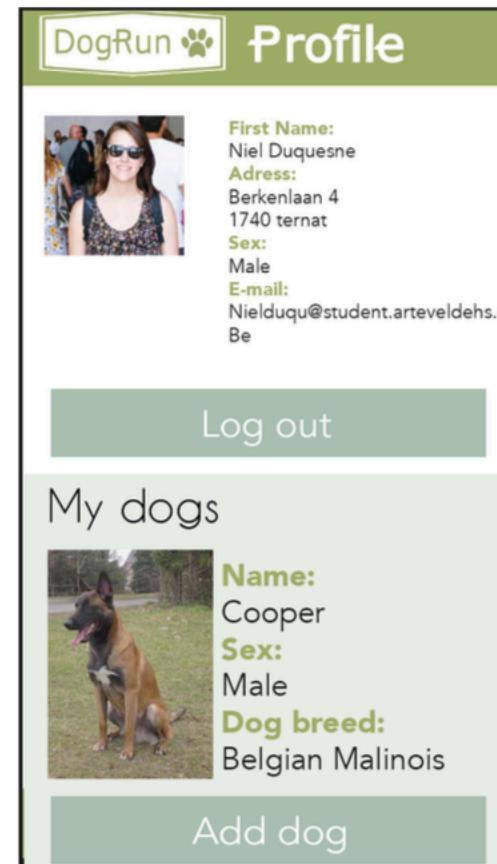
# Screendesigns

## Mobile

3.0 Go run



4.0 Profile



# Screendesigns

## Desktop

0.0 Home

The screenshot shows the DogRun application interface on a desktop. At the top is a green header bar with the 'DogRun' logo and several icons: a house, a person, a map, a flag, a gear, and a dropdown arrow. Below the header is a light gray sidebar on the left containing four large, rounded square buttons: a green one with a white house icon, a teal one with a white flag icon, a yellow one with a white map icon, and a dark green one with a white person icon. To the right of the sidebar is a white main area titled 'Home'. On the far left of this area is a small green 'Home' icon. To the right of the icon is a section titled 'Topscores' listing four users with their names and scores: Jij (6895 p), Jodie De Greef (9764 p), Sharon Huwel (8654 p), and Lander Denys (7456 p). At the bottom of the main area is a green footer bar with the text 'Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved.'

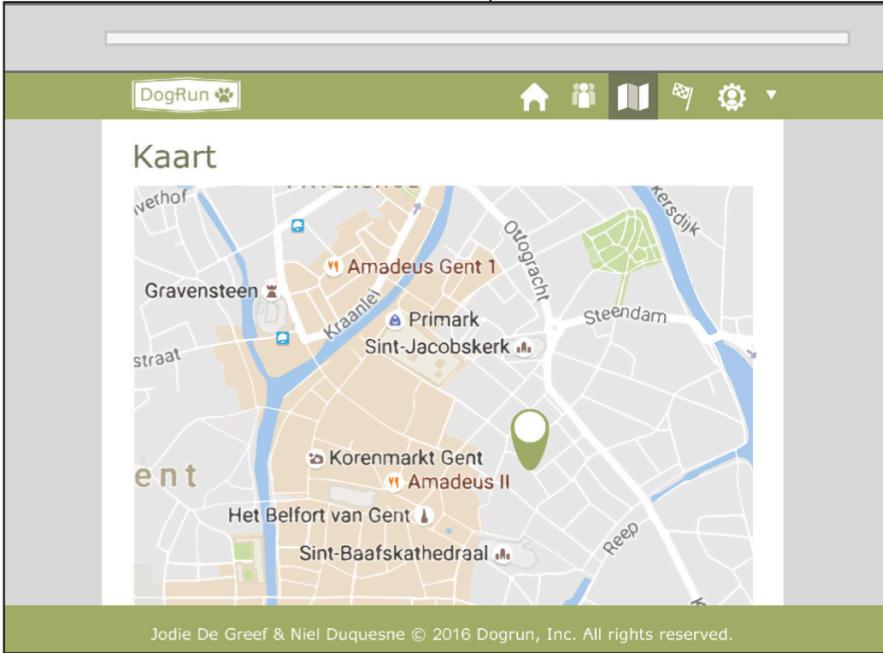
1.0 Friendslist

The screenshot shows the DogRun application interface on a desktop. The layout is similar to the 'Home' screen, with a green header bar at the top featuring the 'DogRun' logo and various icons. The main content area is titled 'Friends list' and displays a list of seven users with their profile pictures, names, and scores: Jij (6895 p), Jodie De Greef (9764 p), Sharon Huwel (8654 p), Lander Denys (7456 p), Niel Duquesne (6895 p), Jelis Pappaert (5235 p), and Hannelore De Groot (4663 p). The footer bar at the bottom contains the copyright notice 'Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved.'

# Screendesigns

## Desktop

2.0 Map



3.0 Go run

The screenshot shows a search results page for 'Go run'. The left sidebar lists 'Options' such as Freerun Zone, Dog Toilet, and Parks. The main content area is titled 'Freerun Zones' and displays three results. Each result includes a table with details like Street, City, Sort, House number, and Description. The first result is for Dracenastraat in Gent, Sort Losloopweide, House number 18, Description T.h.v Dracenastraat 18/Hakkeneistraat 18/Hakkeneistraat (tegenover hondentoilet). Oppervlakte (tegenover hondentoilet). oppvlakte 1290 m2. The second result is for Wittekapoenenplein in Gent, Sort Losloopweide, House number 3, Description T.h.v Wittekapoenenplein 3. The third result is for Jan Samijnstraat in Gent, Sort Losloopweide, House number 1, Description T.h.v Jan Samijnstraat 1. The interface includes a top navigation bar with icons for home, user, map, flag, settings, and a dropdown menu. At the bottom, a copyright notice reads: "Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved."

Street:	Street:	Street:
City:	City:	City:
Sort:	Sort:	Sort:
House number:	House number:	House number:
Azaleastraat	Dracenastraat	Europalaan
Gent	Gent	Gent
Losloopweide	Losloopweide	Losloopweide
36	18	134
Description:	Description:	Description:
T.h.v Azaleastraat 36/Azaleapark (tegenover hondentoilet). Oppervlakte (tegenover hondentoilet). oppvlakte 1290 m2.	T.h.v Dracenastraat 18/Hakkeneistraat 18/Hakkeneistraat (tegenover hondentoilet). oppvlakte 1290 m2.	T.h.v Europalaan 134 (aan hondenzwemplaats), Oppervlakte 1950 m2.
Street:	Street:	Street:
City:	City:	City:
Sort:	Sort:	Sort:
House number:	House number:	House number:

# Screendesigns

## Desktop

4.0 Profile

The screenshot shows the DogRun 4.0 Profile page. At the top, there's a navigation bar with icons for Home, Profile, Map, Flag, Settings, and a dropdown menu. Below the bar, the word "Profile" is displayed in a large, bold font. To the left, there's a profile picture of a woman. To the right, there are input fields for First name, Name, Address, Sex, and E-mail, each preceded by a label. On the far right, there are "Login" and "Register" buttons. Below this section, there are two main content blocks. The left block is titled "My dogs" and features a photo of a Belgian Malinois dog named Cooper, who is male and a Belgian Malinois. There's also a "Register" button. The right block is titled "Number of run km" and provides statistics: Total 18678 km, This Year 679 km, This month 58 km, This week 13 km, and Today 13 km. At the bottom, a copyright notice reads "Jodie De Greef & Niel Duquesne © 2016 Dogrun, Inc. All rights reserved."

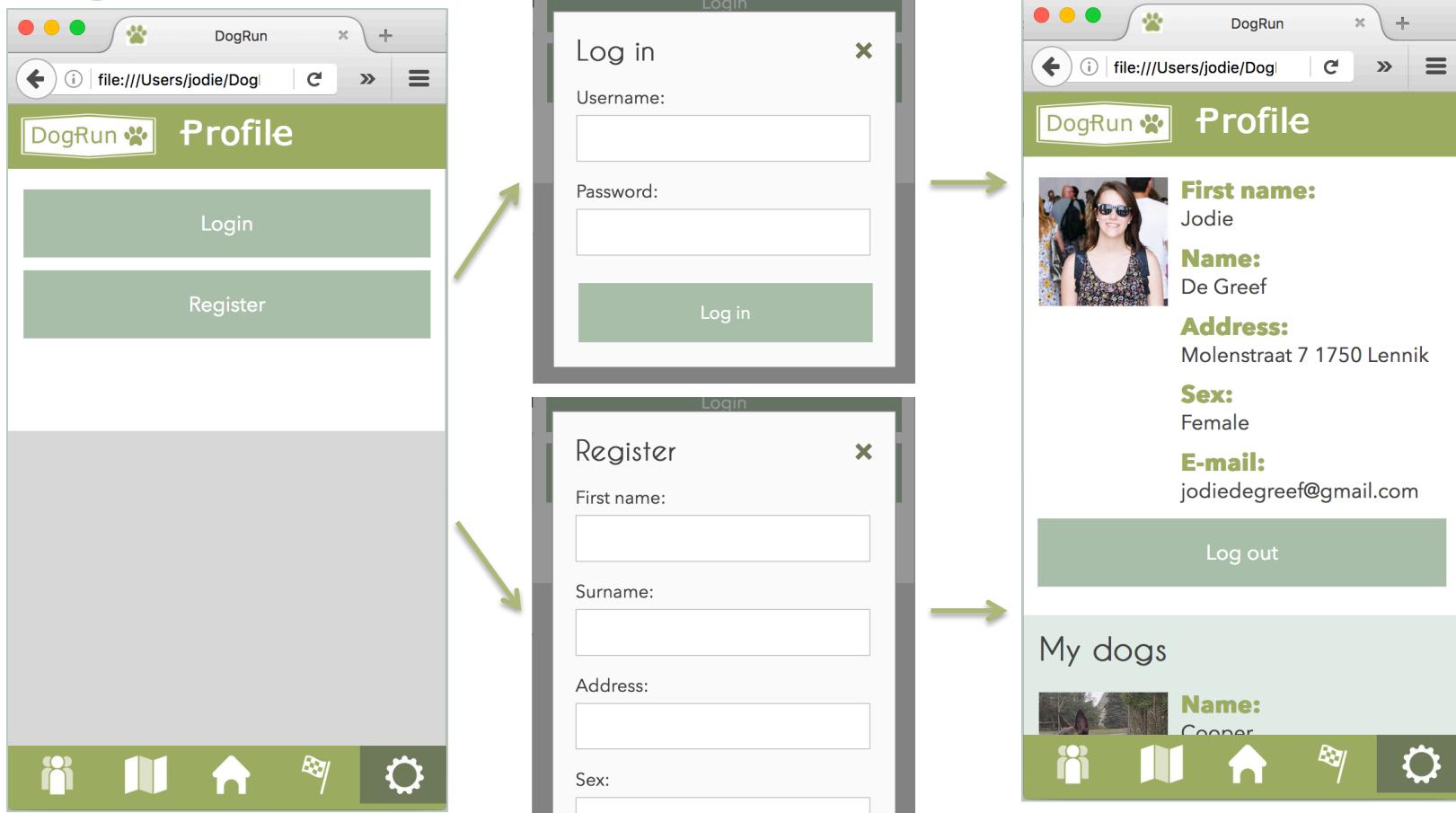
# Speciaal

## Hover effect



# Speciaal

## Login



# Screendesigns

## Go run

The image displays four sequential screenshots of a Mac OS X application window titled "DogRun". Each screenshot shows a green header bar with the "DogRun" logo and a paw icon. Below the header is a toolbar with five icons: a person, a map, a house, a checkered flag, and a gear.

**Screenshot 1:** The main content area is titled "Go run". It contains three buttons: "Freerun Zone", "Dog Toilet", and "Parks". Below these buttons is a yellow section titled "Choose your option!".

**Screenshot 2:** A green arrow points down from the "Go run" title to the "Freerun Zone" button. The "Freerun Zone" button is highlighted in yellow. The yellow "Choose your option!" section has been replaced by a yellow section titled "Freerun Zones". This section includes a "Street:" label with "Azaleastraat", a "City:" label with "Gent", and a "Sort:" label with "Losloopweide".

**Screenshot 3:** A green arrow points down from the "Go run" title to the "Dog Toilet" button. The "Dog Toilet" button is highlighted in yellow. The yellow "Choose your option!" section has been replaced by a yellow section titled "Dog toilets". This section includes a "Street:" label with "Aloïs Joosstraat", a "City:" label with "Gent", and a "Sort:" label with "Dog toilet".

**Screenshot 4:** A green arrow points down from the "Go run" title to the "Parks" button. The "Parks" button is highlighted in yellow. The yellow "Choose your option!" section has been replaced by a yellow section titled "Parks". This section includes a "Sector:" label with "Gent-Zuid", a "Name park:" label with "Muinkpark", and a "Playground:" label with "Yes".

Bedankt voor uw aandacht