

# Capstone project

The Fit Family

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## Outline

- I want to build an app that allows a user to locate and access a doggy day care near their favorite gym.
- My audience is probably in their 30's, professional, concerned about the fitness of their bodies and their dogs, willing to spend money on their dogs
- P1 is landing – a logo and identifying statements
- P2 is a map of the metropolitan area with zoom capabilities and smaller, more detailed, linked maps
- P3 is the smaller map you land on that has pins for commercial gyms and civic centers that boast fitness rooms – click on a gym to go to page 4
- P4 is a map of that gym with any doggy daycare options in a 5 mile radius. Each pin links to that facility's website.
- Problem being solved is behavior problems leaving dogs alone, guilt on the owner's part for having left them, the number of gyms with declining memberships because people don't want to leave their pets home alone just to work out.
- Landing page image is a dog socializing or exercising
- Font will be Roboto Slab for the app name and just Roboto for the context
- Colors will be primary to speak to the family orientation
- Logo will be a dog on a treadmill
- Navigation curser will be a dog bone

### Research

- Googling “Doggy Day Care near gym’s near me” resulted on Doggy Day Cares near my with no gym references.
- Google maps did the same thing. I could find gyms. I could find doggy day care – but nothing in relationship to each other.
- Mapquest needs the exact addresses I am going to in order to plan a route.

### Likes

- Addresses and websites for facilities were available and easy to reach, usually with maps and directions.

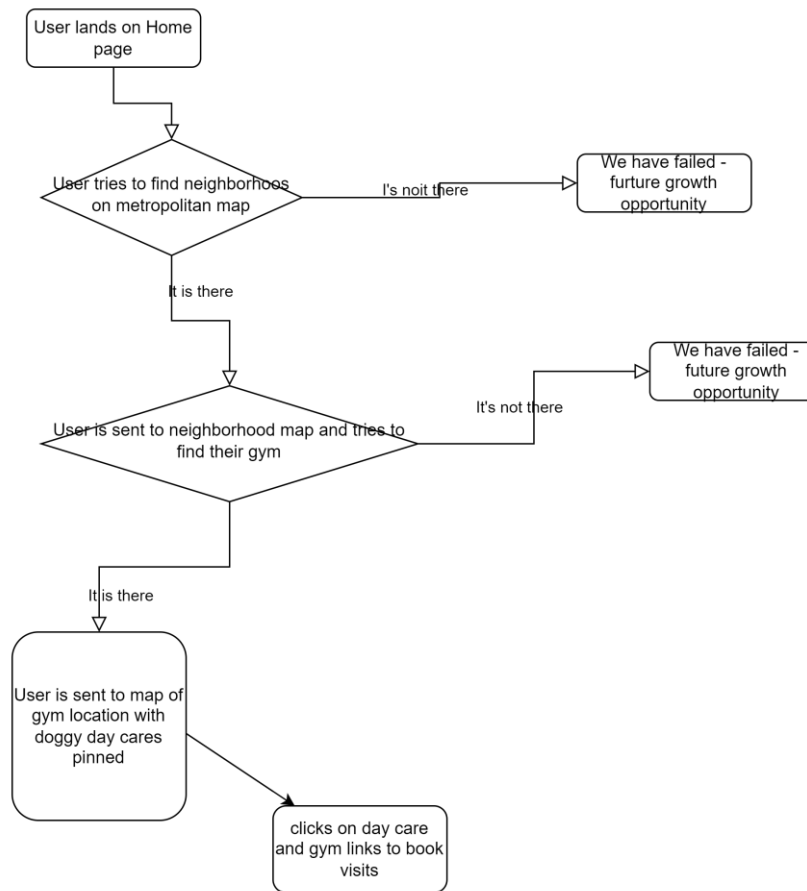
### Dislikes

- Needed to toggle back and forth to figure out where things were in relation to each other and myself.

### Unique Quality

This app solves the problem of relationships. Go to my neighborhood, click on my favorite gym, find a good doggy day care, book them.

# The Fit Family User Flow Chart



LOGO

Topic 1 Topic 2 Topic 3 Topic 4

Search



Section 1

Section 2

Section 3

Section 4

Section 1

Section 2

Section 3

Section 4

Section 5

Section 6

Section 7

Section 8

Section 9

Section 10

Section 11

Section 12

Section 13

Section 14

Section 15

Logo

Photo of dogs playing

contact information

Feature 1

Feature 2

Feature 3

Feature 4

Feature 5

Feature 6

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External Links

Map of Metropolitan St. Louis

Instructions for user to tap area needed

Map of neighborhood chosen with pins for each commercial gym or civic center with work out rooms

Instructions for user to click on desired work out facility

map of area around facility wiith doggy day cares pinned



pictures of dogs in my family

# SWOT Analysis

## S

### **Strengths**

1. Relieves stress of finding a doggy day care that is a usable distance from the gym.
2. Ease of use.
3. Flexibility of which neighborhood, gym, day care user desires

## W

### **Weakness**

1. There might not be a good doggy day care nearby
2. Dog owners might not pay for the service for gym time
3. Doggy day care usually requires the dog be registered with them and have gone through their vetting process

# O

## Opportunities

1. Can be expanded to include child care options - hence the name
2. Can be expanded into other areas
3. Can become a brick-and-mortar business model

# T

## Threats

1. Assumes all facilities are ethical and responsible businesses
2. Others could copy into physical concept before I get that far
3. Facilities could close without removing their web information