

encycloPETia

Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana
Macedo

4/30/2021

What is encycloPETia?

- encycloPETia is an app to make it easier for pet owners to train and care for their pets.
- It's basically a guide for new or experienced pet owners to learn more about pet care, training, and health.
- It allows for an easy method of finding pet sitters and other pet-care services.

TEAM FORMATION

Team Manager: Juliana Macedo

Job: Managing the team, setting meetings, ensuring progress meets standard goals and deadlines.

Team Programmer: Christopher Barreto

Job: Programmer, works on ensuring backend code for EncycloPetia works as needed, ensures that various prototypes work as needed.

Team Designer: Ellery Hunt

Job: Art management, design choices, and arranging the HUD elements to follow a better flow for ease of use.

Quality Assurance: Cody Cornely

Job: Ensuring that provided material meets quality standards, and assisting in the creation of said subjects if they do not meet the needed level of quality.

MARKET MATRIX

- Rivals: PetCoach, 11 Pets
- Features of our Rival Apps lean towards training single pets and providing resources to users.
- Mandatory Features with near 100% rates are Help functions, Information Functions, and Training Information
- Market Gaps: Pet sitters, Photo sharing, Alarm/Calander, User Collaboration, Location services, Species Variety
- Many users with exotic pets lack the same resources that users of conventional pets will have, EncycloPetia fixes this.

	Pet care	Pet profiles	Information	Resources	Search bar	Messaging tools	User collaboration	Training instructions	Location services	Species	Breed	Disability services	Supplies	Pet sitters	Photo sharing	Pet records	Calendar	Alarm	Training tools	Help
GuineaPigTricks.com	0	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	
GoodPup	1	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	1	
Pupford	1	0	1	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	
Dogo Dog Training and Clicker	1	1	1	0	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1	
Puppr	0	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	
Pocket Puppy School	0	1	1	1	1	1	1	1	0	0	1	0	1	0	1	1	0	1	1	
Pet MD	1	0	1	1	1	0	0	1	0	1	1	0	0	0	0	0	0	0	1	
PetCoach	1	1	1	1	1	0	0	1	0	1	1	1	0	0	0	1	1	0	1	
The Dog People	1	0	1	1	1	0	1	1	0	0	1	0	0	0	1	0	0	0	1	
Baxter and Bella	1	0	1	1	0	1	0	1	0	0	0	0	1	0	0	0	0	1	1	
PetPlace	1	0	1	1	1	0	0	1	0	1	1	0	0	0	0	0	0	0	1	
11 Pets	1	1	1	1	1	1	1	0	1	1	1	0	1	0	0	1	1	1	1	
Total	9	6	12	10	6	3	4	11	1	4	8	1	5	0	3	5	3	1	6	12
Percentage	75%	50%	100%	83.33%	50%	25%	33%	91.66%	8.33%	33.33%	66.66%	8.33%	41.66%	0%	25%	41.66%	25%	8.33%	50%	100%

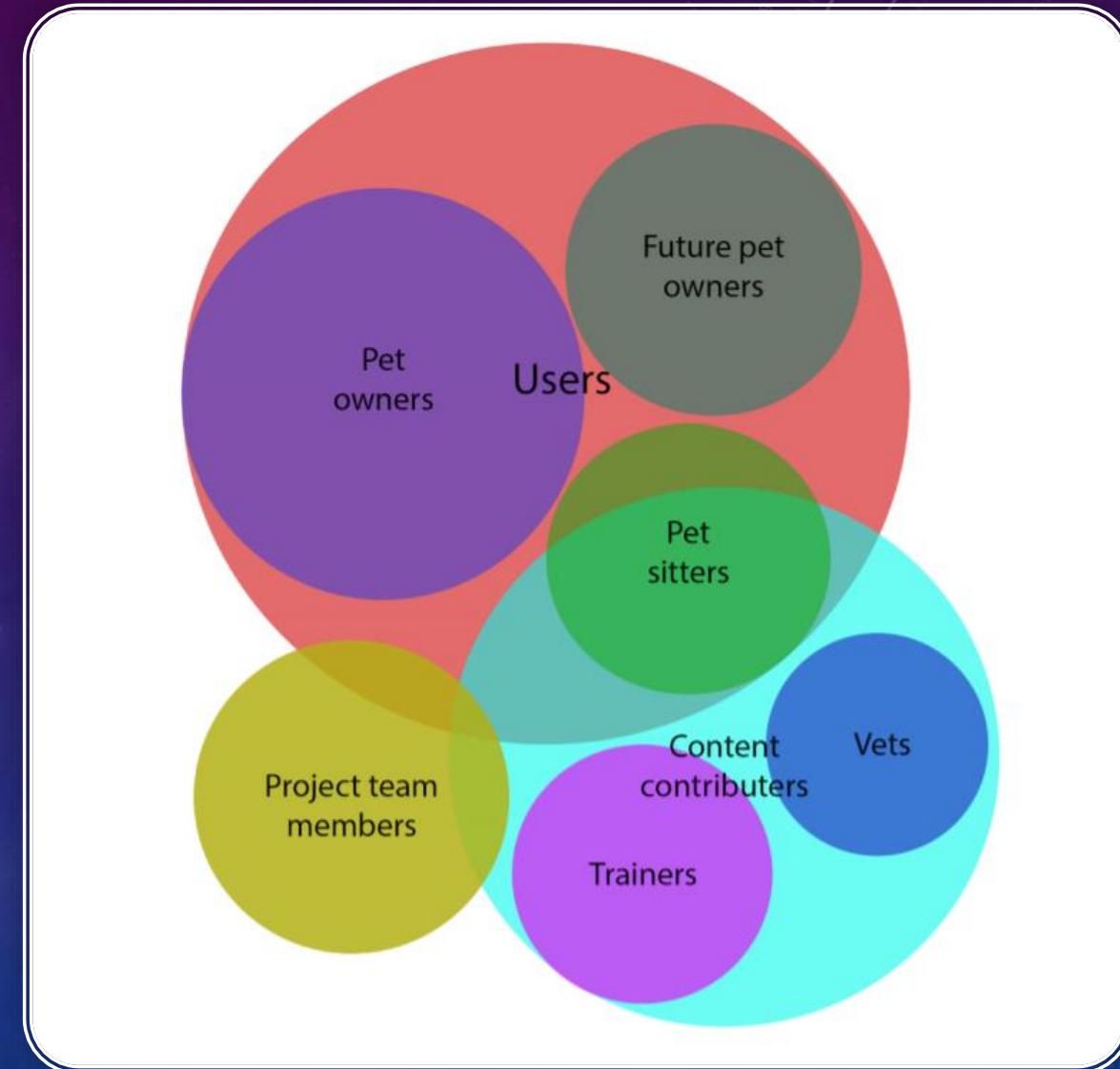
USERS AND STAKEHOLDERS

Users:

- Pet owners, Pet sitters, Pet trainers, People interested in new pets
- This app provides an easy source of information and communication between users, allowing for easier pet training and information spread.

Stakeholders:

- Users, Content creators, Project team members, Pet supply providers, Pet trainers
- Used as a method of gathering profit for small businesses and a source of customers for pet trainers or supply providers.



INTERVIEW & SURVEY QUESTIONS

- Pet owners are interested in learning about behavior, breed specifications, diet, and health
- Convenient tools may include training tips and tools, Q&A/public discussions, and food and exercise guides
- Common challenges are health care, finances, sufficient exercise or entertainment, and routines
- Pet owners would like to keep track of vet visits, schedules, grooming, and diet
- Interaction with other pet owners may include play dates, experiential tips, chats and photo sharing
- Training a new pet is difficult: **40% strongly agree**
- Keeping up with my pet's medical, social, and emotional needs is difficult: **27.5% agree**
- Getting a new pet and bringing it into your home can be exciting but also overwhelming or stressful: **47.5% agree**
- Having a tool that helps with training a new pet and gives advice on caring for your pet could help relieve some of the stresses of having a new pet: **45% agree**
- Having a community of people who are also pet owners who could offer some support could help relieve some of the stresses of having a new pet: **47.5% agree**

Design Shift

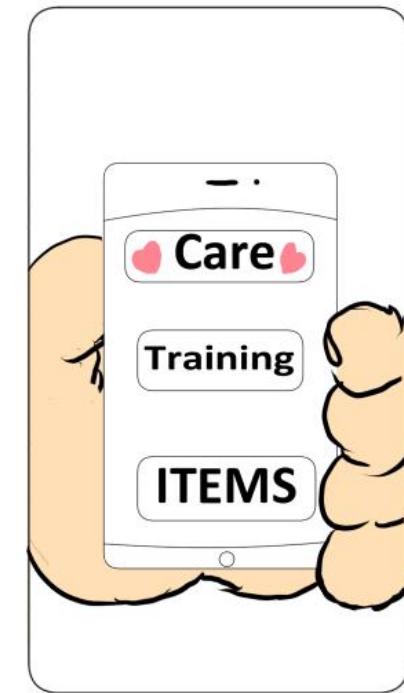
Learn Pet



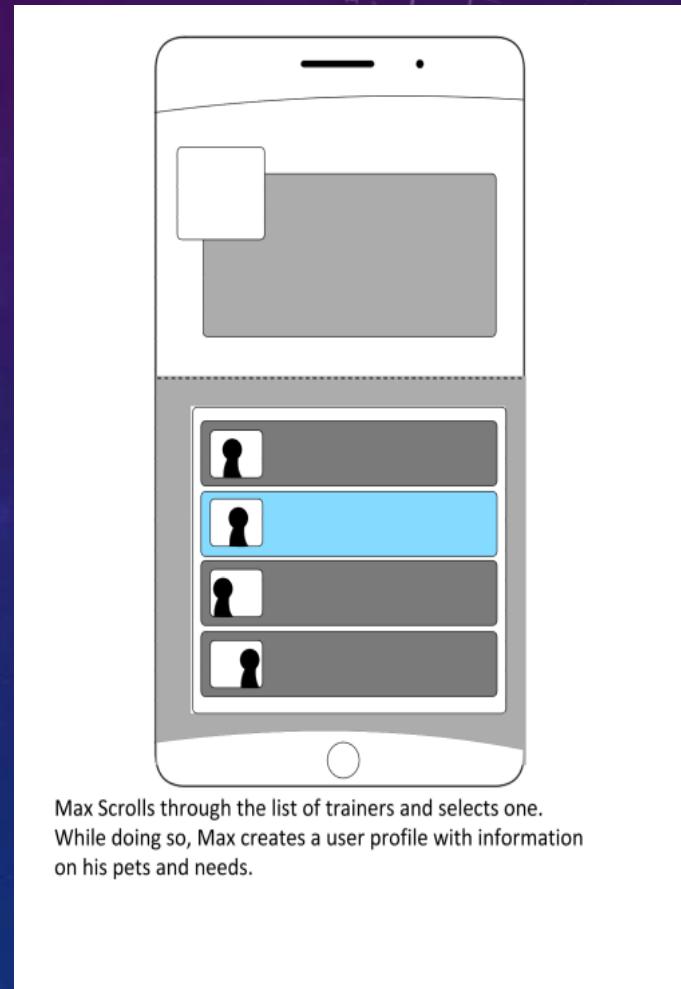
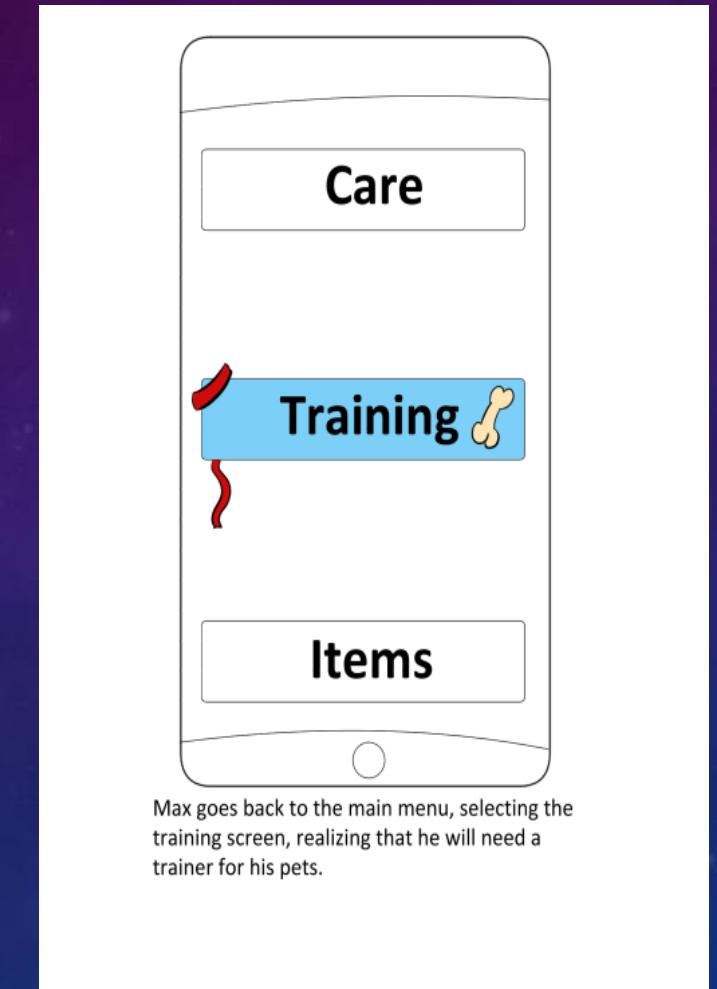
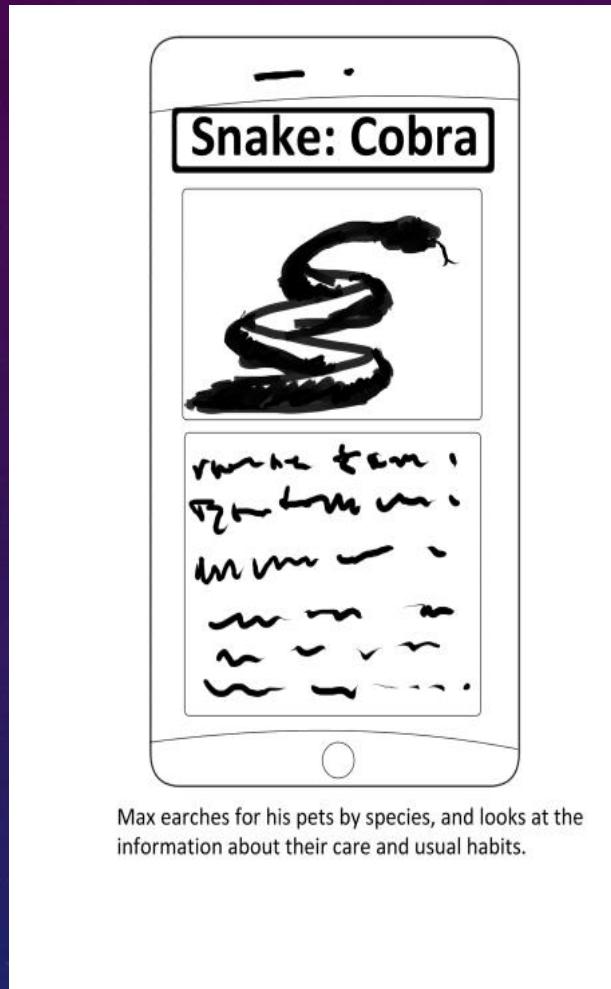
encycloPETia

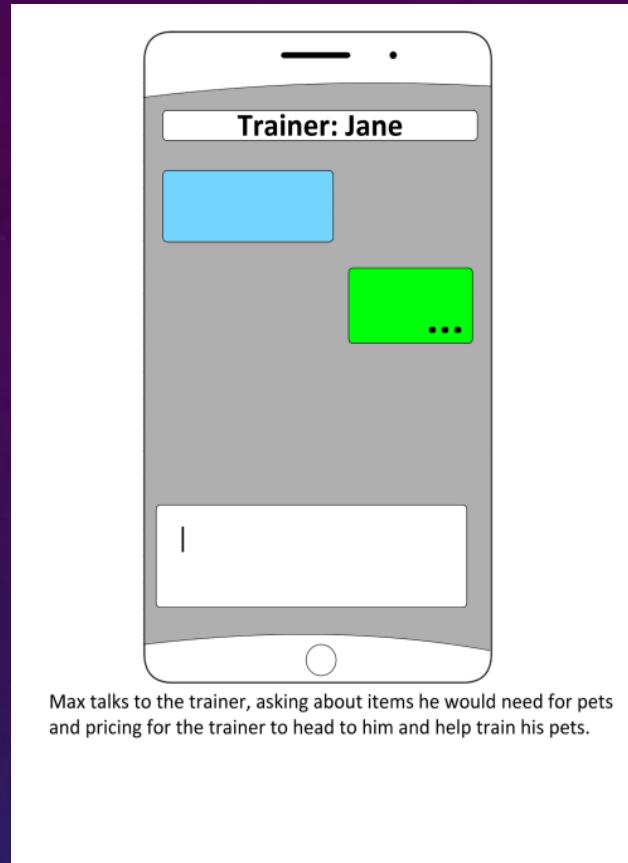
So, why use
encycloPETia?

Well, Imagine....

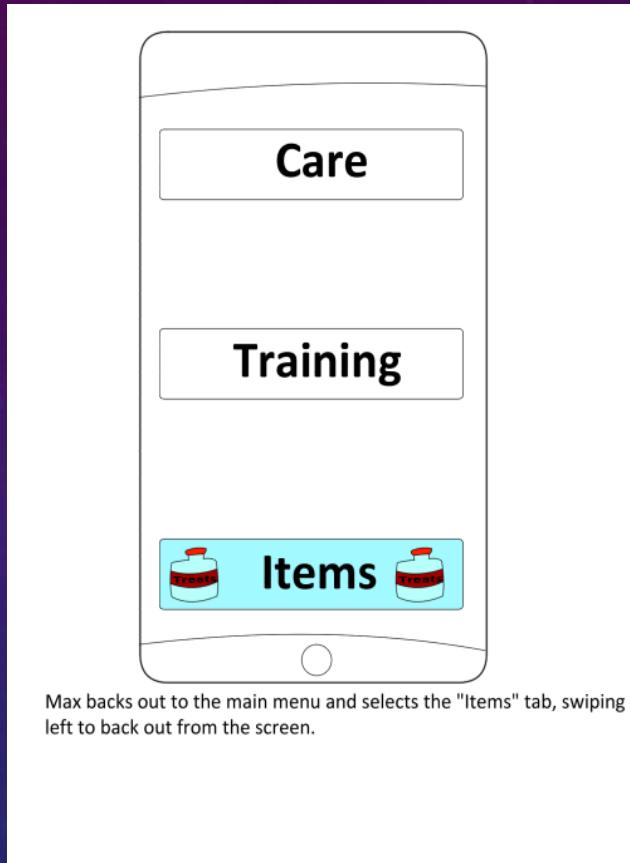


Max downloads the app to start looking up information about how to care for his new pets, allowing him to look the needs and information on his pets by their species.

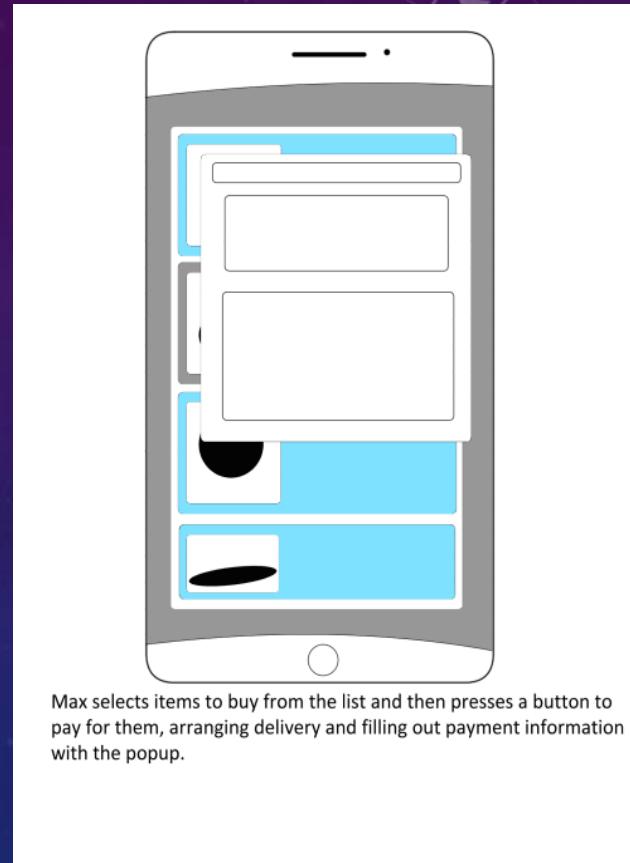




Max talks to the trainer, asking about items he would need for pets and pricing for the trainer to head to him and help train his pets.



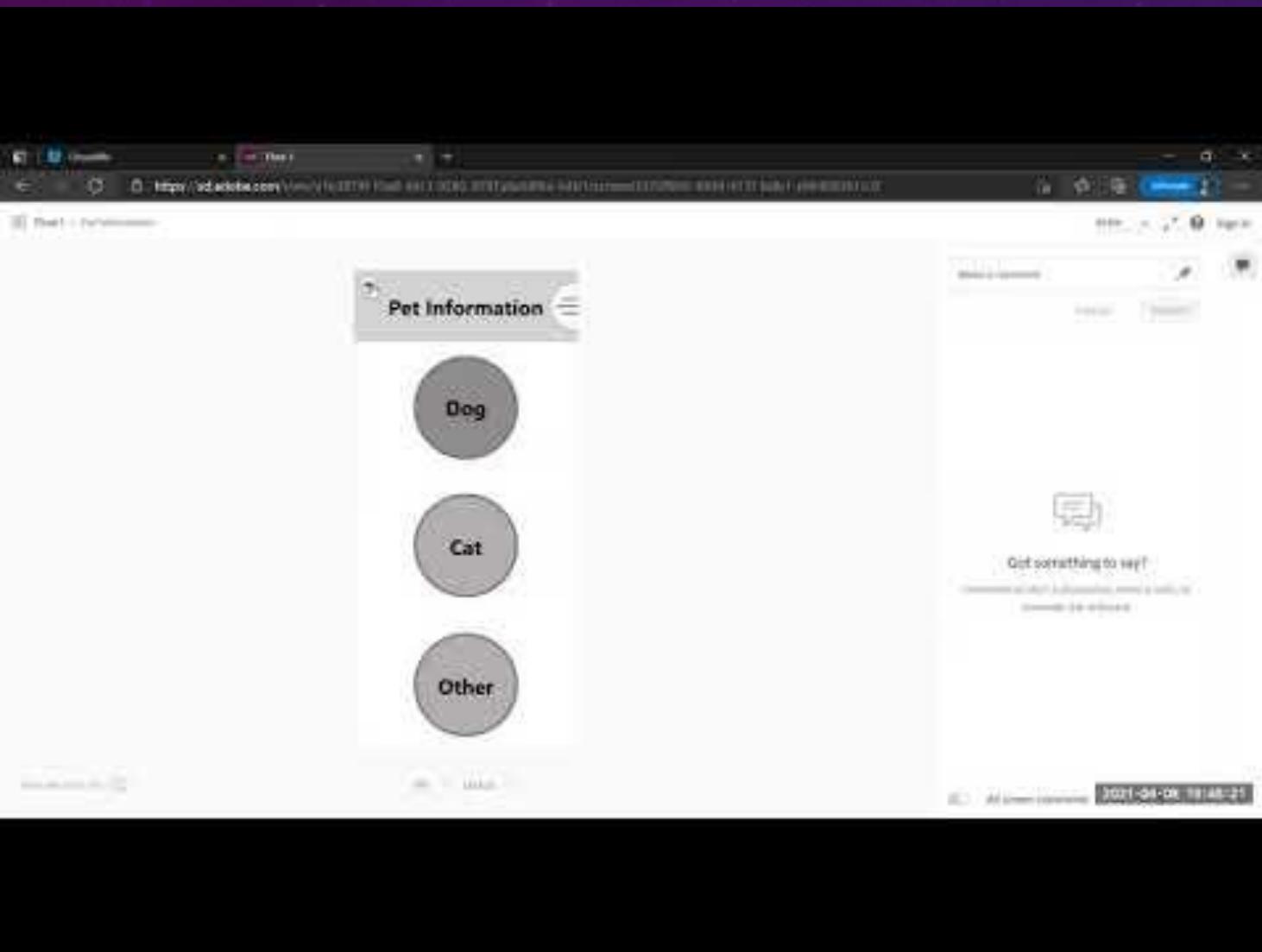
Max backs out to the main menu and selects the "Items" tab, swiping left to back out from the screen.



Max selects items to buy from the list and then presses a button to pay for them, arranging delivery and filling out payment information with the popup.

Lucky for Max, he had
encycloPETia!

THINK ALOUD PROTOCOL



TASK ANALYSIS

Goal: User wants to be able to view pets medical history

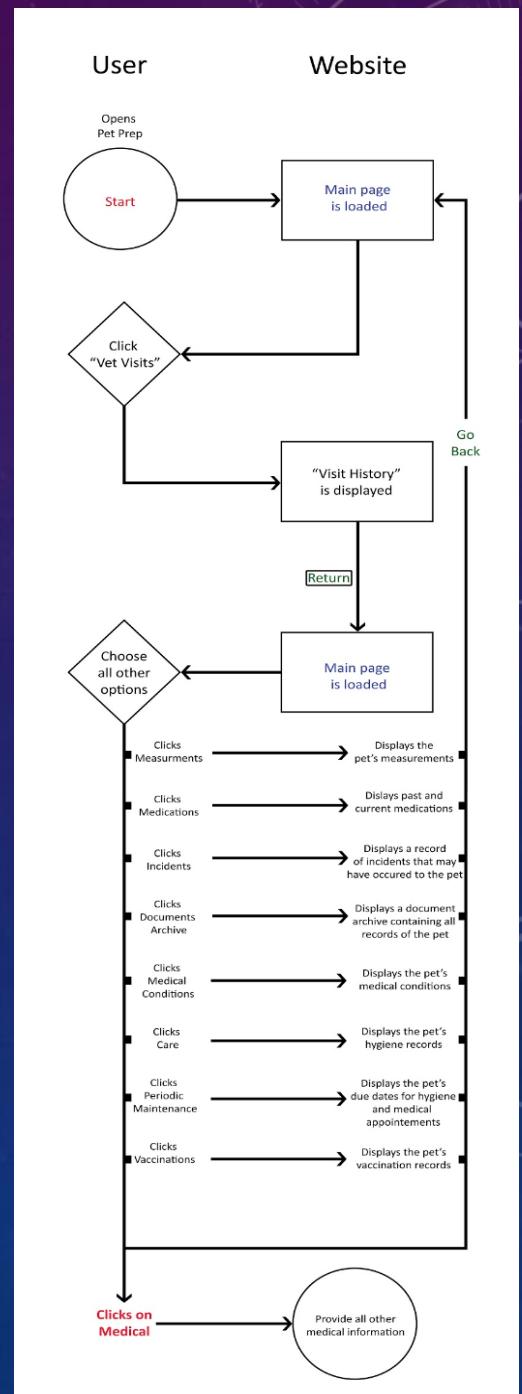
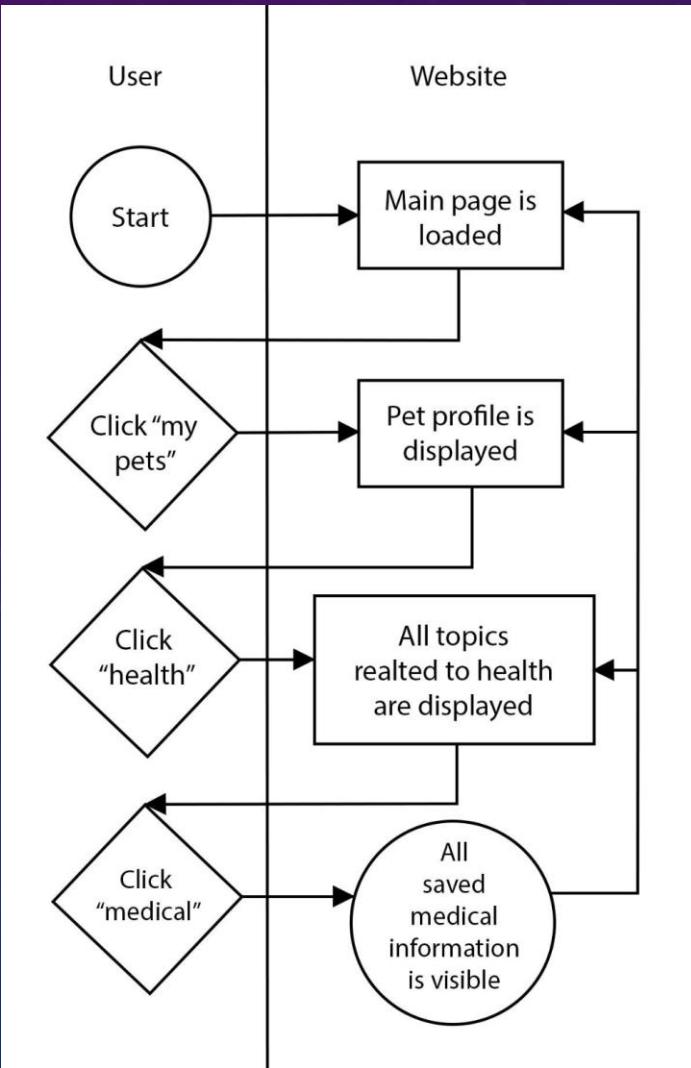
Protocol: "Find where your pets medical information would be"

1. Open App- Press Button
 - a. Open My Pets (0:11)
 - b. Click Vet Visits (0:19)
 - c. Click Measurements (0:28)
 - d. Click Medications (0:38)
 - e. Click Incidents (0:46)
 - f. Click Documents Archive (0:53)
 - g. Click Medical Conditions (1:06)
 - h. Click Care (1:19)
 - i. Click Periodic Maintenance (1:37)
 - j. Click Vaccinations (1:50)
 - k. Click on Medical (2:05)
 - l. Sees all other medical information (2:!0)

Error Count: 5

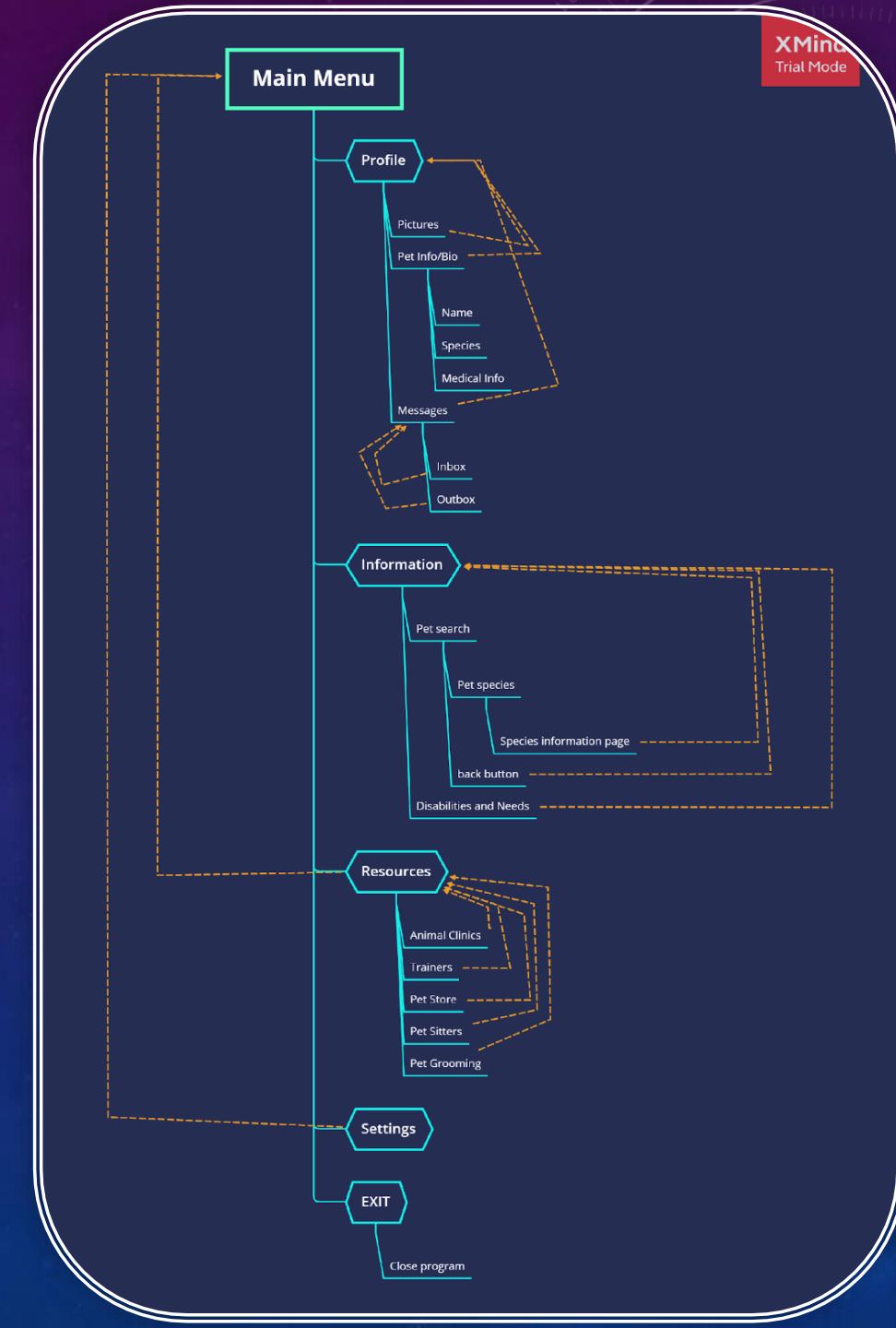
Total Task Duration: 2:10

INTERACTION ANALYSIS



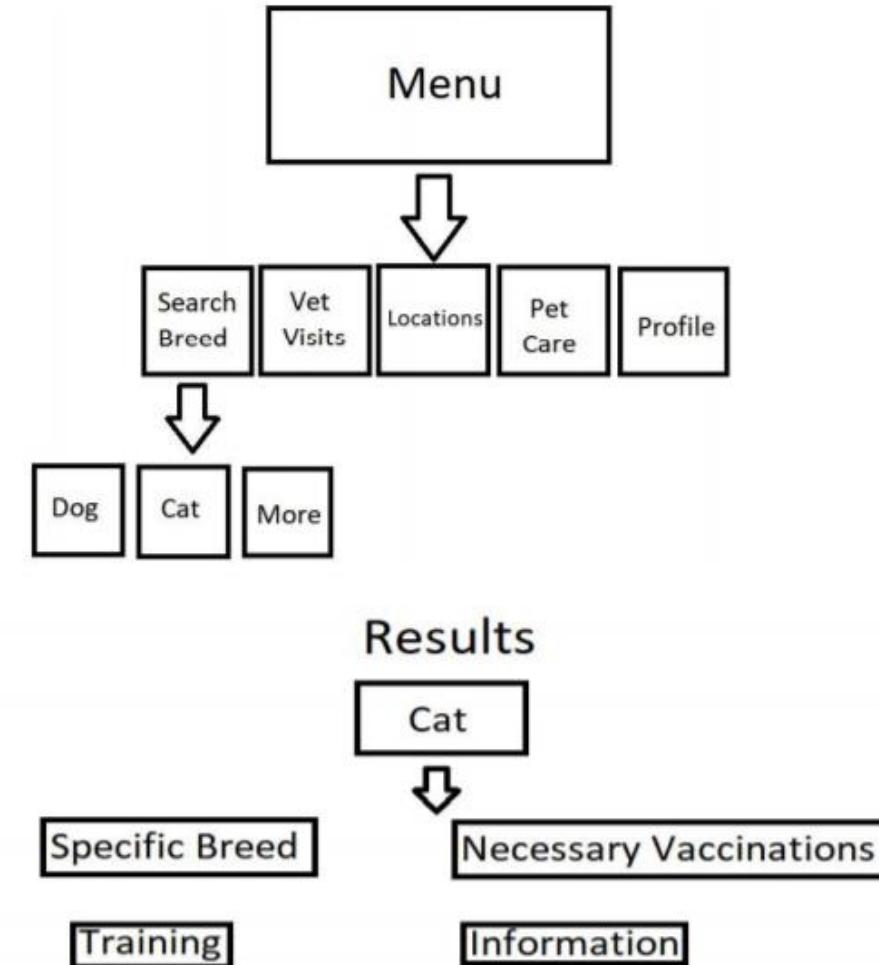
INFORMATION ARCHITECTURE

- Pet Profile
 - Pet Records
 - Pet species
 - Dog
 - Cat
 - Rodent
 - Fish
 - Reptile
 - Name
 - Medical
 - Pet Pals
 - find pet
- Pet
 - Main Menu
 - Settings
 - login/signup
 - Search
 - Disabilities/ special needs
 - Types of disabilities
 - instructions/ resources
 - Resources
 - nearby locations
 - Animal clinics
 - Trainers
 - Pet Stores
 - Pet Sitters
 - Groomer

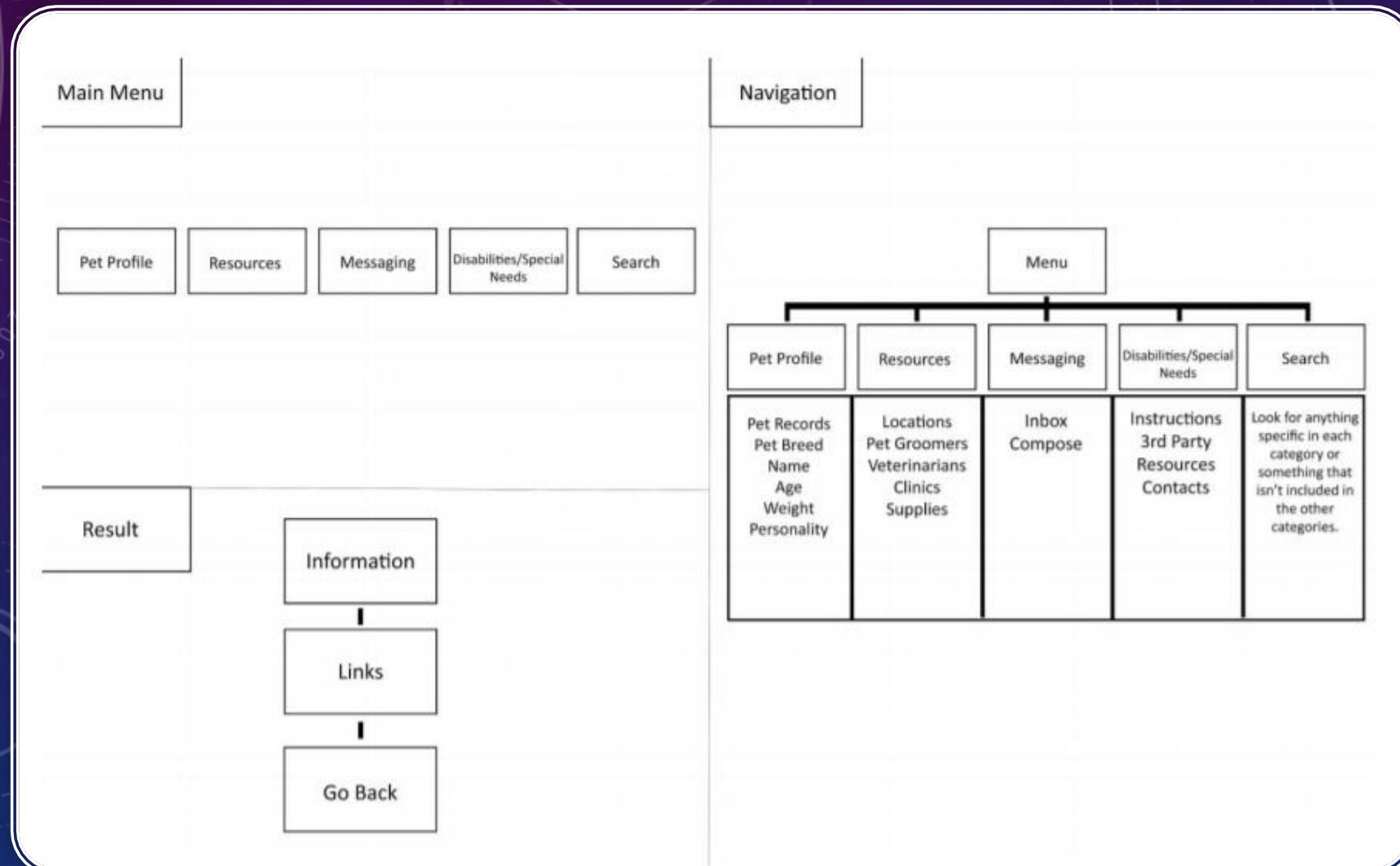


SEARCH & SORT

4. SEARCH, SORT, AND RETRIEVAL RESULTS



NAVIGATION

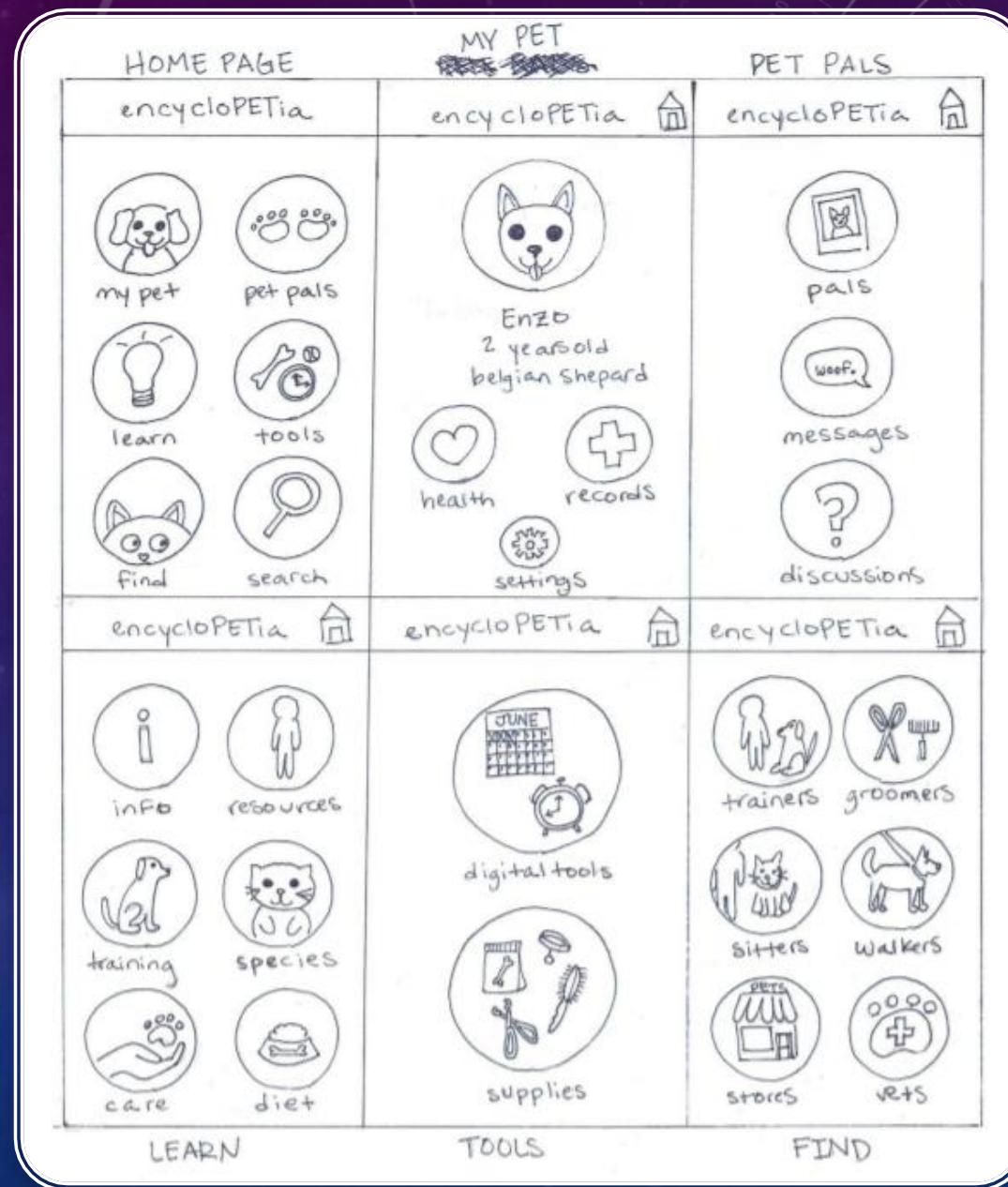


TECHNOLOGY TARGET

- Hardware Requirements:
 - Standard Mac or Android mobile devices
 - 300 MB of storage space
 - Minimum intel or android processor, 2.0GB RAM
- OS Requirements:
 - IOS 12 or later for Iphone and Ipad, and 10.0 and above for android devices.
- Network Requirements:
 - 15.0 Mbps is required, this is a bit below average but sustainable for both weak and stronger networks.



PROTOTYPE: LOW FIDELITY PAPER



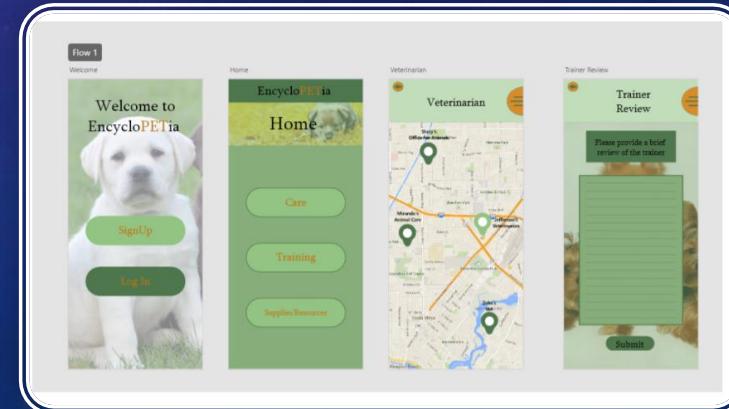
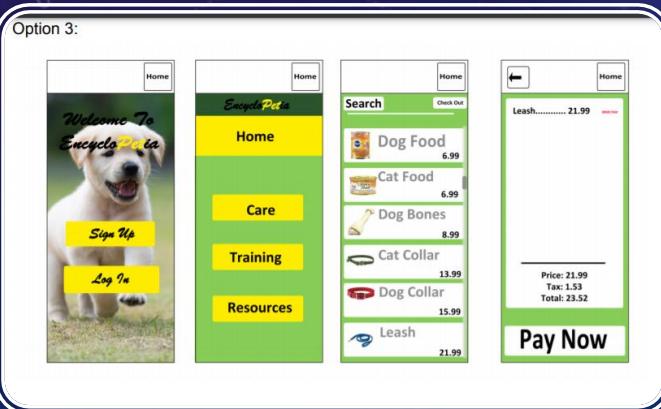
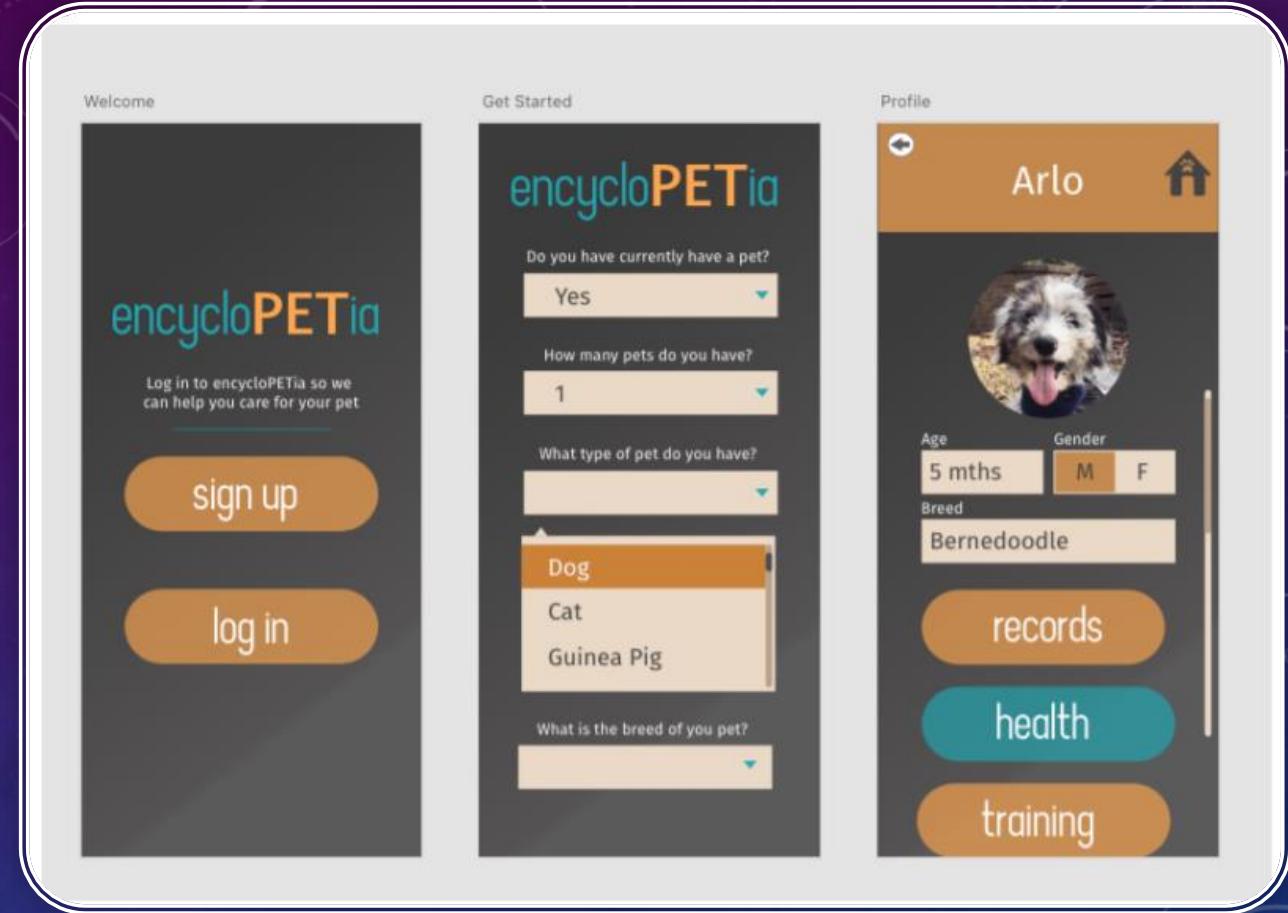
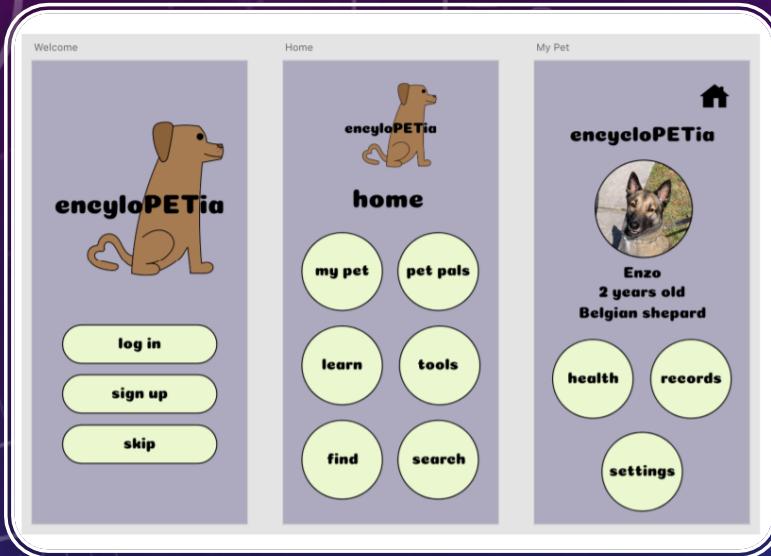
PROTOTYPE: MID FIDELITY

Flow 1

The diagram illustrates a user flow titled "Flow 1" through several screens:

- Welcome:** Shows a "Welcome to EncycloPETia" message, a "SignUp" button, and a "Log In" button.
- Sign-Up:** A form with fields for "Username" (DogsArePups123), "Password" (password123), and "Email Address" (DogsAreCute4@gmail.com). It includes a "Submit" button.
- Home:** The EncycloPETia home screen with navigation links for "Care", "Training", and "Supplies/Resources".
- Care:** A menu with options: "Breed", "Grooming", "Medical", "Pet Groups", and "Pet Profile".
- Pet Information:** A menu with options: "Pet Information", "Dog", "Cat", and "Other".
- Dog:** A list of dog breeds: Husky, Poodle, Beagle, Boston Terrier, and Dachshund.
- Poodle:** A detailed view of the Poodle breed.
- Training:** A menu with options: "Training Videos", "Trainers", "Tools", "Clicker", and "Messaging".
- Trainers:** A menu with options: "Professionals" (listing highly regarded trainers) and "Local Trainers" (listing nearby basic to advanced trainers).
- Local Trainers:** A list of local trainers: Zeke, Jake, Jess, and Amanda, each with a profile icon and a "Skills" section.
- Trainer:** A detailed view of Trainer Amanda.
- Trainer Review:** A form asking for a "Please provide a brief review of the trainer" and a "Submit" button.
- Supplies/Resource...**: A menu with options: "Nutrition", "Locations", "Toys and Accessories", "Help", and "Troubleshooting".
- Locations:** A menu with options: "Find Stores", "Veterinarian", and "Groomer".
- Veterinarian:** A map showing locations of Jefferson's Veterinarian and another veterinarian office, with a "Contact Information" section below.
- Jefferson's Veterinarian:** A detailed view of Jefferson's Veterinarian with a "Veterinarian Review" form.
- Veterinarian Review:** A form asking for a "Please provide a brief review of the vet" and a "Submit" button.

PROTOTYPE: HIGH FIDELITY DESIGNS



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Final Project Report
Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

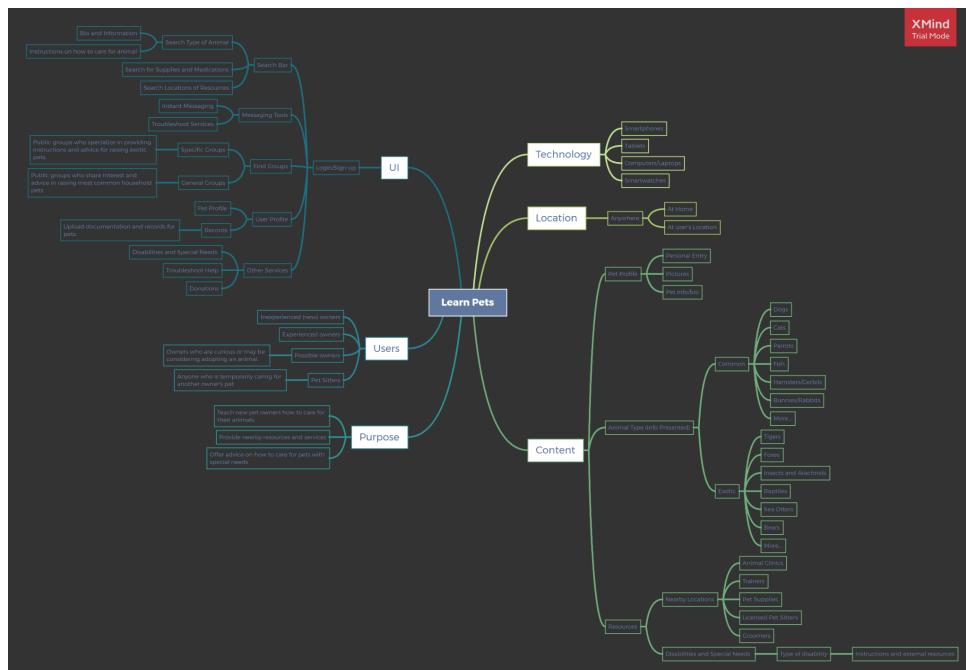
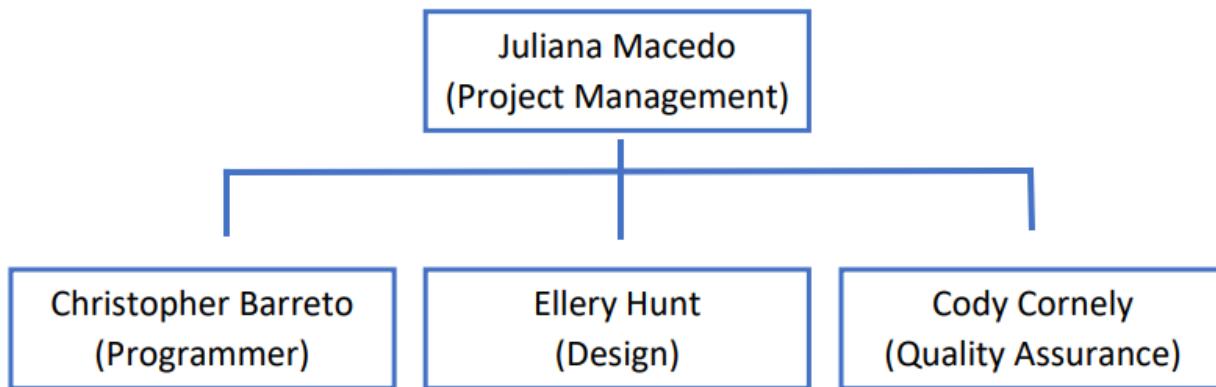
EncycloPETia

Local app for the training and management of household pets

Lab 1 & 2: Group Ideas and Team Formation

- **Christopher Barreto - Programmer**
- **Cody Cornely - Quality Assurance**
- **Ellery hunt - Design**
- **Juliana Macedo - Project Management**

Structure



Lab 3: Market Matrix

By Juliana Macedo, Cody Cornely, Ellery Hunt, and Christopher Barreto

1. Examples in the marketplace

Project: Pet Information App

1. GuineaPigTricks.com
2. GoodPup
3. Pupford
4. Doggo Dog Training and Clicker
5. Puppr
6. Pocket Puppy School
7. Pet MD
8. PetCoach
9. Pets Next Door
10. Baxter and Bella
11. PetPlace
12. 11 Pets

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2. Evaluation and Critic

1. GuineaPigTricks.com

<https://www.guineapigtricks.com/>

GuineaPigTricks.com is a website that helps guinea pig owners train their pet. The website informs the user what supplies they will need, what food guinea pigs like, gives recommendations to all of this and has links to buy it all. The main focus of the website is to help owners to train their guinea pigs. This means potty training, a variety of tricks, and answering common questions about guinea pig behavior and training.

Strengths	Weaknesses
<ul style="list-style-type: none">• Free• Lots of instructional videos• Has a link to a community facebook page• Lots of information on taking care of guinea pigs (food and equipment)• Very organized and easy to navigate	<ul style="list-style-type: none">• Low quality photos• Design is subpar, not very interesting• Some pages have almost too much information. Can be very overwhelming.• Not a lot of information on guinea pig care/health• No personalized account



Lab 3: Market Matrix

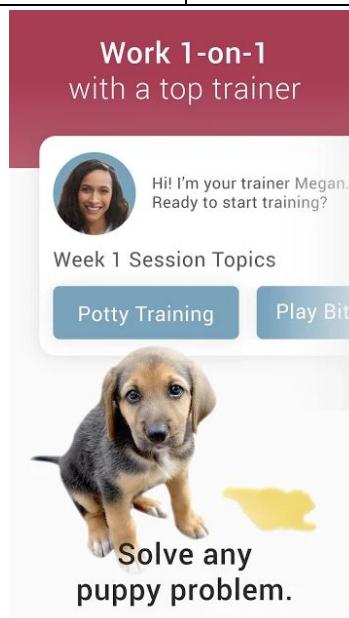
By Juliana Macedo, Cody Cornely, Ellery Hunt, and Christopher Barreto

2. GoodPup

https://play.google.com/store/apps/details?id=com.petcarenow.puppyapp&hl=en_US&gl=US

GoodPup is an application created with the intent to train new puppies. This application questions the user on the dog's history before planning a regimen to correct problems with the dog's growth. A dog trainer is recommended for a rather low price, and a schedule of what is planned is provided. This app seems to focus on things ranging from potty training to socialization for a dog.

Strengths	Weaknesses
<ul style="list-style-type: none">• Personalized training for your dog based on quiz• Sets a schedule over the course of up to 5 weeks for roughly 30\$• Easy to understand UI	<ul style="list-style-type: none">• Entire app is based around paying for a trainer• No information on how to take care of your dog is provided.• Only focuses on dogs



Lab 3: Market Matrix

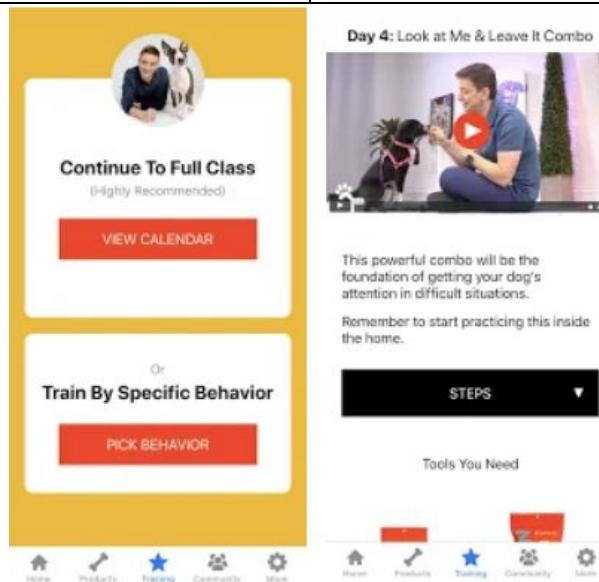
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3. Pupford

<https://pupford.com/>

Pupford is an application made for training dogs. This application provides the user with the needed information on how to train their pet and provides links to buy resources for your dog. This website is generalized for any dog, and provides an easy to read user interface with 4 select “paths” allowing for training specific needs for your dog.

Strengths	Weaknesses
<ul style="list-style-type: none">• Provides training advice• Provides training resources• Provides training supplies• Allows training for specific behaviors	<ul style="list-style-type: none">• No ability to select specific breeds• Resources and supplies are expensive• No link to actual trainers• Only focused on dogs.• Need to log into account



4. Dogo Dog Training and Clicker

<https://dogo.app/>

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Dogo Dog Training and Clicker is an application focused around training your dog. It provides a large amount of content for the user, as well as a method to post and share dog related photos. This app will help teach new dog owners how to train their dog, and how to care for them, providing helpful games, tips and tricks along the way.

Strengths	Weaknesses
<ul style="list-style-type: none">● No need to log in● Easy to use UI● Large amount of options● Photo sharing service● Dog profiles● Allows contact with dog trainers● Provides dog “Clicker” as part of the app	<ul style="list-style-type: none">● Popup adds● Content locked behind “Premium”● Doesn’t track user progress well● Application only made for dog breeds.



5. Puppr

<https://www.puppr.app/>

Puppr is an application created by trainers that is devoted to training new dogs and puppies. This application provides the user with all of the necessary

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information in preparing for and training a new adopted dog or puppy, and even provides some tools to assist with training such as the built in clicker feature. The application also teaches users how to practice certain tricks with their dogs and how to play with frisbees and to maintain their agility with obstacles and performances.

Strengths	Weaknesses
<ul style="list-style-type: none">• Account is not required• Built in clicker• Training app, professionals are not required• Many different lessons for both common and silly tricks	<ul style="list-style-type: none">• In-app purchases, certain features must be purchased• Application is made only for dog breeds• Does not provide any information in taking care of pet• Sign-in required to earn badges and in-app rewards



6. Pocket Puppy School

<https://www.pocketpuppyschool.com/>

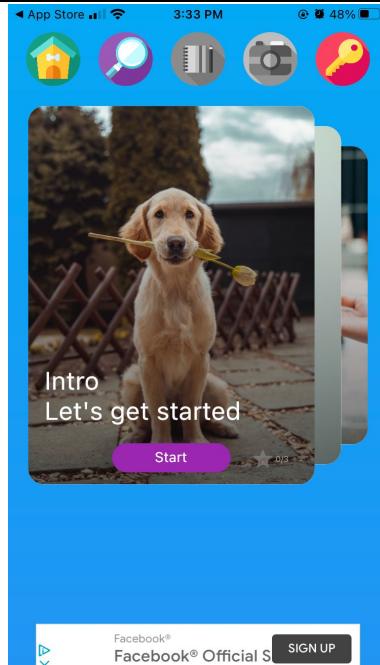
Pocket Puppy School is an application designed to help new puppy owners train their puppy. The app is focused on a positive training environment, providing users information about new puppies, common behaviors and habits for puppies, as well as words of encouragement for users who may feel overwhelmed. The app provides instructional videos and lessons in a day by day format, making it easy for users to follow along.

Strengths	Weaknesses
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<ul style="list-style-type: none">• User friendly, easy to navigate• Personalized Profile• Keeps puppies information (health, training progress, breed, age, vet info, ect)• Lots of instructional videos• Organized lessons day by day	<ul style="list-style-type: none">• Costs money to unlock a lot of features• All audio (including videos) sounds like a robot• Hard to read content (small font)• So many ads, very distracting• Uses a lot of Gifs
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7. Pet MD

<https://www.petmd.com/>

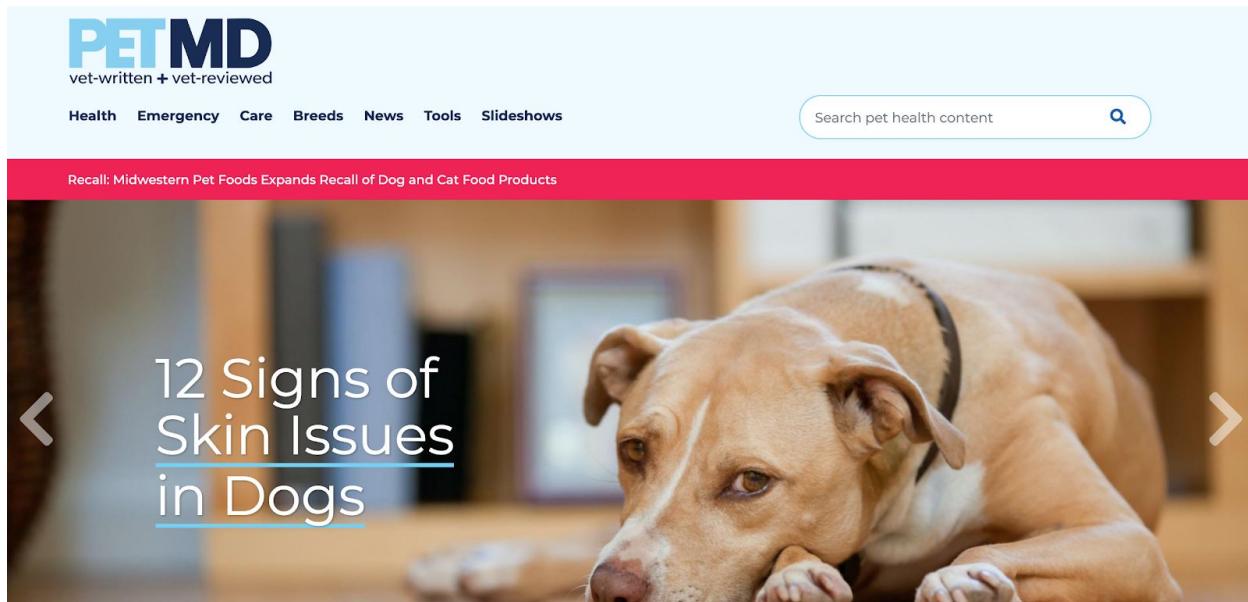
Pet MD is a website with a focus on various pet health topics. There is a wide range of health articles and tips that are written and reviewed by vets. This website would be ideal for pet parents with health questions or concerns who are seeking accurate and specific information.

Strengths	Weaknesses
<ul style="list-style-type: none">• Health checker tools and guides• Information for hundreds of different breeds• Large glossary of specific	<ul style="list-style-type: none">• No personalization/account creation• Poor topic organization• Very little focus on topics other

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diseases, terms, and medications • Relevant news • Answers for very specific questions	than health
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8. PetCoach

<https://www.petcoach.co/>

PetCoach is an application and website with specific information on pet health, nutrition, behavior, and care. Its main focus is on educating pet owners and giving them resources to the most accurate information on their pets. With an account, this app and website can curate a selection of content personalized for your pet needs.

Strengths	Weaknesses
<ul style="list-style-type: none">Feed page for personalized contentPet profile can store medical history, prescriptions, labwork, reminders, and appointments	<ul style="list-style-type: none">Can only use app when logged in with accountArticles on specific topics are not grouped wellStrong focus on dogs

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- | | |
|---|--|
| <ul style="list-style-type: none">• Search feed filtering• Vet consultations• Healthy pet weight tool | |
|---|--|

PetCoach

Ask a Vet My Feed Educational Center ▾

Search

Healthy Pet Weight Calculator
Try it now!  

amazon music

30 DAYS FREE

TRY NOW
Terms apply

Feed

Learn all about your pet with a personal selection of content, compiled just for you. Browse our articles, breed pages, health resources and more, all guided by common questions from owners like you and vetted by our experts.



All PetCoach Articles



ARTICLE [What Is It Like To Spend A Weekend With A Husky?](#)

Search among our almost 1 million answers

9. The Dog People

<https://www.rover.com/blog/>

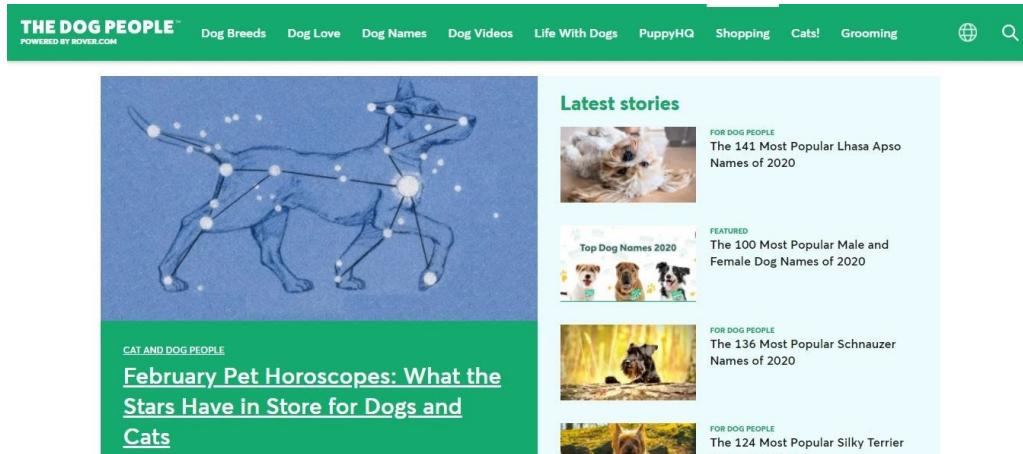
The Dog People is a website/blog that provides users information on their dogs and how to raise and train them, as well as stories to warm the hearts of readers. The website also provides advice for grooming and information for first time pet adoptions. The website is mainly an information website with most of the information presented as advice and tips for every aspect of the dog's life, they also feature a minor cats section.

Strengths	Weaknesses
<ul style="list-style-type: none">• Guides for handling common dog breeds• General safety and training advice• Dog videos• Essentials for puppies	<ul style="list-style-type: none">• Limited dog breeds, only pure breeds• No locators for groomers, veterinarians, or adoptions• First refresh page will start a website related pop-up

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- | | |
|--|--|
| | <ul style="list-style-type: none">• Some of the information can be unnecessary or irrelevant |
|--|--|



10. Baxter and Bella

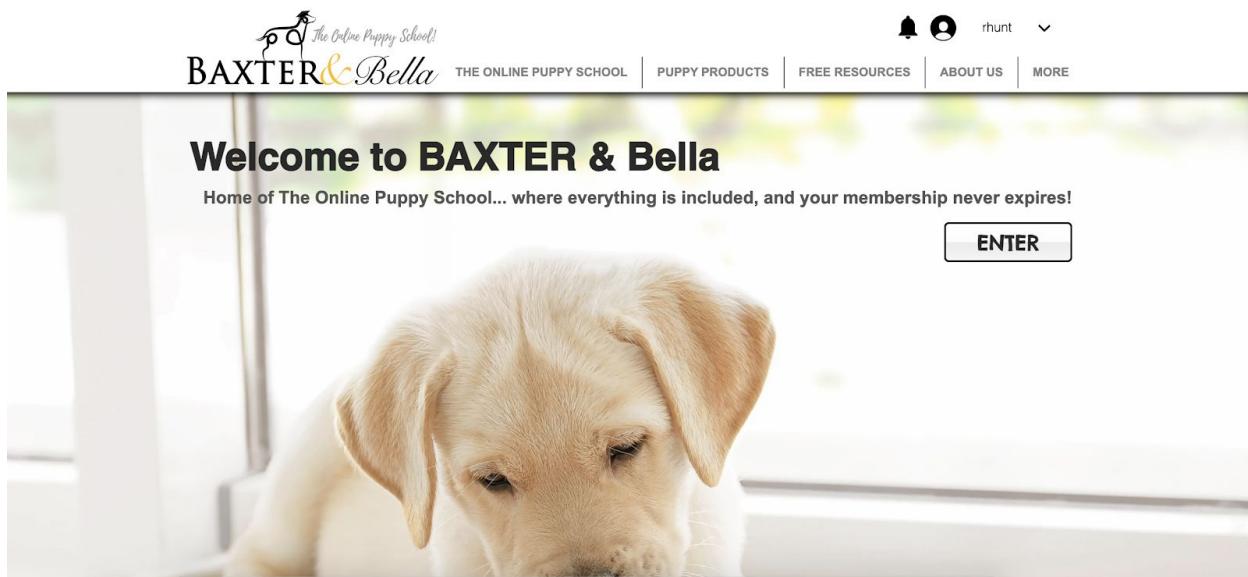
<https://www.baxterandbella.com/>

Baxter and Bella is a website designed to provide new dog owners with all the information they need to train and take care of their puppy. The website has lots of instructional videos and lessons as well as games and activities to help with training your puppy. All training information on the site has been made by very experienced professional dog trainers. The website also gives users the opportunity to talk to a training expert and ask them any questions you may have about your puppy.

Strengths	Weaknesses
<ul style="list-style-type: none">• Great videos• Lots of information (podcasts, videos, and lessons)• Printables• Information about pet products• Provides a lot of resources	<ul style="list-style-type: none">• Have to pay to be a member and get training information• Overwhelming amount of information• Not very user friendly• Unorganized• No place online to track puppy progress

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11. PetPlace

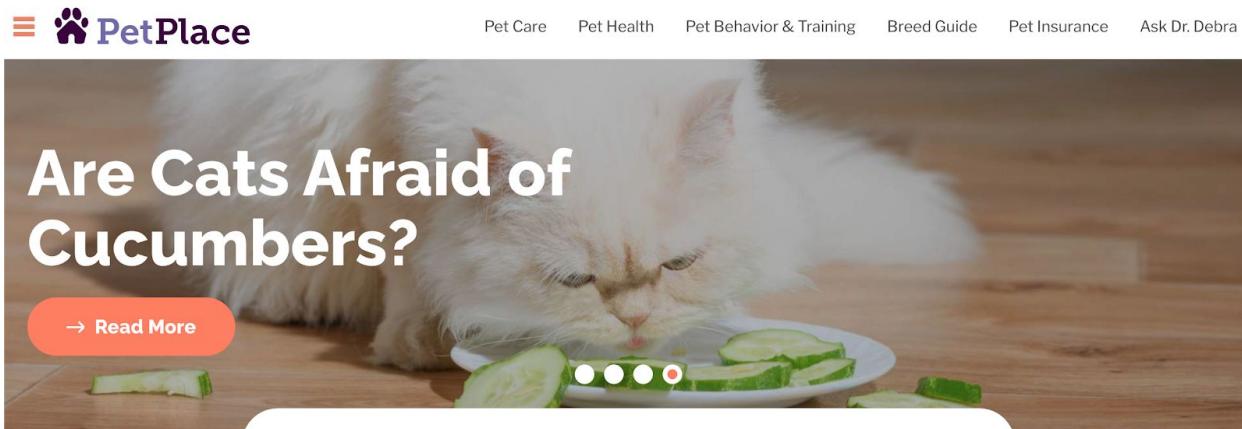
<https://www.petplace.com/>

PetPlace is a website created by pet professionals and pet parents with information about a wide variety of things you would need to know about your pet. It provides information about specific breeds, training, health, and pet insurance as well as some fun and interesting articles and information.

Strengths	Weaknesses
<ul style="list-style-type: none">• Vet-approved articles• Includes information about unusual pets• The ability to ask a pet professionals specific questions• Vet locator• Pet insurance guide• Well designed and attractive interface	<ul style="list-style-type: none">• Limited dog breed guide• Some articles are too specific• No user interaction

Lab 3: Market Matrix

By Juliana Macedo, Cody Cornely, Ellery Hunt, and Christopher Barreto



Search Our Vet-Approved Articles

Our comprehensive library of informative articles covers medical diagnosis, wellness tips, breed bios, and everything in between.

Search for Doctor

SEARCH

12. 11 Pets

<https://www.11pets.com/en>

11 Pets is an application that provides the user with a clear and easy to understand interface that provides each need, from a personal pet profile to electronic appointments to locating professionals such as groomers. It was made by professionals who understand the stress that new owners may encounter when first adopting a pet, this application was made to simplify and organize all of the tasks required in managing a pet.

Strengths	Weaknesses
<ul style="list-style-type: none">• Broad selection for type of user, whether they are groomers, animal organizations, or owners.• Does not require an account for use.• Well organized, services are clear and easy to find.• Locate professionals• Can schedule appointments for groomers.• Includes blog with frequent updates.	<ul style="list-style-type: none">• Limited species selection• Some features are locked until an account is made.• Does not provide pet supply store locations• Help feature takes the user to the blog with no clear direction

Lab 3: Market Matrix

By Juliana Macedo, Cody Cornely, Ellery Hunt, and Christopher Barreto



Families with pets Groomers Shelters Adopt Pet Care

Login Sign up



11pets
The most attentive pet-care platform

With different products for families with pets, shelters and pet professionals

Join the platform now



With more than 500K downloads



		Pet care	Pet profiles	Information	Resources	Search bar	Messaging tools	User collaboration	Training Info/tutorials	Location services	Species	Breed	Disability services	Supplies	Pet sitters	Photo sharing	Pet records	Calendar	Alarm	Training tools	Help
GuineaPigTricks.com		0	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1
GoodPup		1	1	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	1
Pupford		1	0	1	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	1	1
Dogo Dog Training and Clicker		1	1	1	0	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1	1
Puppr		0	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Pocket Puppy School		0	1	1	1	1	1	1	1	0	0	1	0	1	0	1	1	0	0	0	1
Pet MD		1	0	1	1	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1
PetCoach		1	1	1	1	1	0	0	1	0	1	1	1	0	0	0	1	1	0	0	1
The Dog People		1	0	1	1	1	0	1	1	0	0	1	0	0	0	1	0	0	0	0	1
Baxter and Bella		1	0	1	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1
PetPlace		1	0	1	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1
11 Pets		1	1	1	1	1	1	1	0	1	1	1	0	1	0	0	1	1	1	0	1
Total		9	6	12	10	6	3	4	11	1	4	8	1	5	0	3	5	3	1	6	12
Percentage		75%	50%	100%	83.33%	50%	25%	33%	91.66%	8.33%	33.33%	66.66%	8.33%	41.66%	0%	25%	41.66%	25%	8.33%	50%	100%

Lab 4: Users Defined

Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

Users and Stakeholders

● **Users**

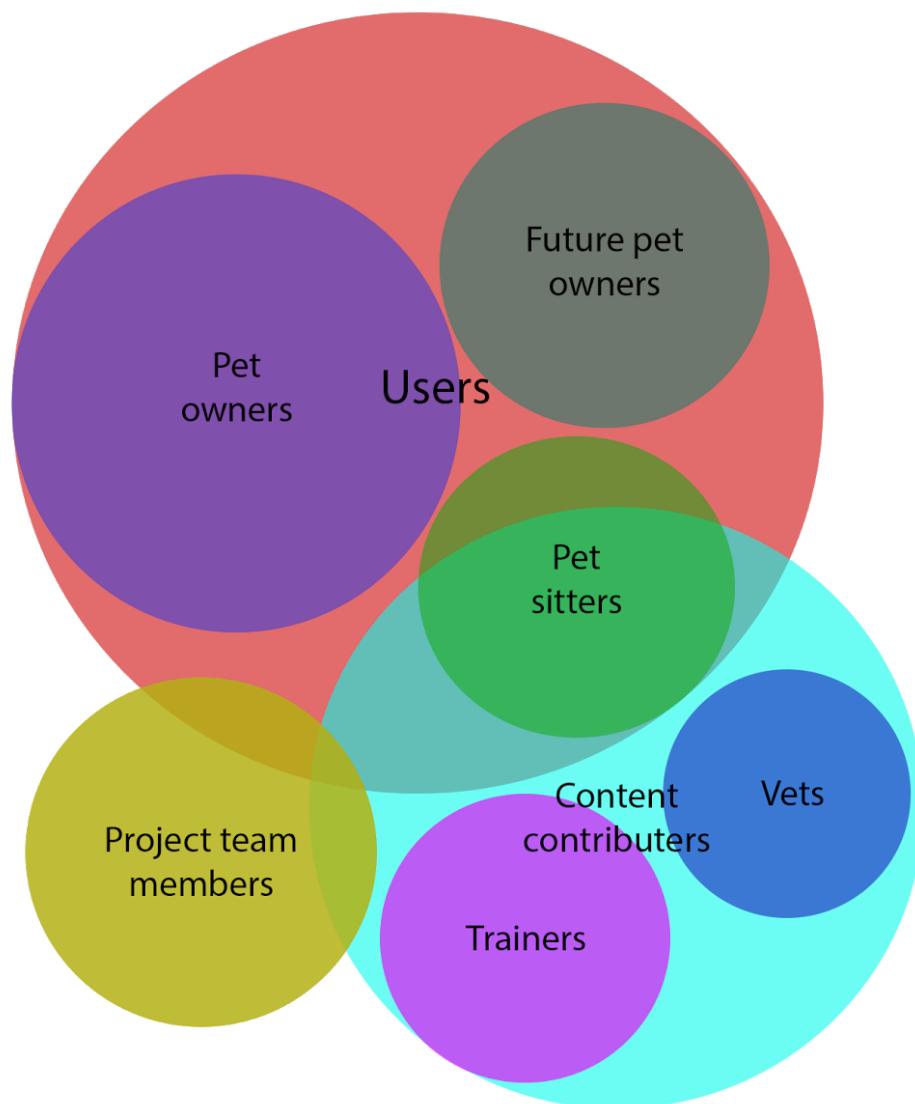
- Pet owners
 - Age range: 18+
 - Intermediate technology proficiency
 - Pet knowledge: low to high
 - Pet experience: low to high
- People interested in becoming pet owners
 - Age range: 18+
 - Intermediate technology proficiency
 - Pet knowledge: none to high
 - Pet experience: none to high
- Pet sitters
 - Age range: 18+
 - Pet knowledge: medium to high
 - Pet sitting experience: medium to high

● **Stakeholders**

Key Stakeholders	Supportive? (Yes/No)	Importance (H/M/L)	Goals, Motivation, and Interest	Role on the Project
Project team members	Yes	H	- Make the app successful	- Develop and design the app
Users	Yes	H	- Use the app - Interact within the app - Gain and spread helpful information	- Usage creates traffic and makes the app successful
Content contributors	Yes	H	- Provide users with their useful insight	- Resource for any useful information
Pet sitters	Yes	M	- Have the ability to connect with and work for users	- Provide users with reliable pet care options

Trainers	Yes	H	<ul style="list-style-type: none"> - Have the ability to connect with and work for users 	<ul style="list-style-type: none"> - Provide users with reliable pet training options - Contribute helpful tips
Veterinarians	Yes	H	<ul style="list-style-type: none"> - Help users with their pet health concerns 	<ul style="list-style-type: none"> - Contribute whatever tips and information they can

• **Venn Diagram**



Interview/Survey Questions and Results

- **Questions**

- (user survey questions)
 1. Training a new pet is difficult. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 2. Keeping up with my pets medical, social, and emotional needs is difficult. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 3. Getting a new pet and bringing it into your home can be exciting but also overwhelming or stressful. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 4. Having a tool that helps with training a new pet and gives advice on caring for your pet could help relieve some of the stresses of having a new pet. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 5. Having a community of people who are also pet owners who could offer some support could help relieve some of the stresses of having a new pet. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
- (user interview questions)
 1. Are there specific things you are interested in learning about the breed or species of your pet? If so, what are some of these things?
 2. What types of tools would you find convenient in an application made for pet owners?
 3. What are some challenges you face when it comes to taking care of your pet?
 4. When it comes to taking care of your pet and their health, what are some things you like or would like to keep track of?
 5. In what ways would you like to interact with other pet owners within an application for pet owners?
- (stakeholder survey questions)

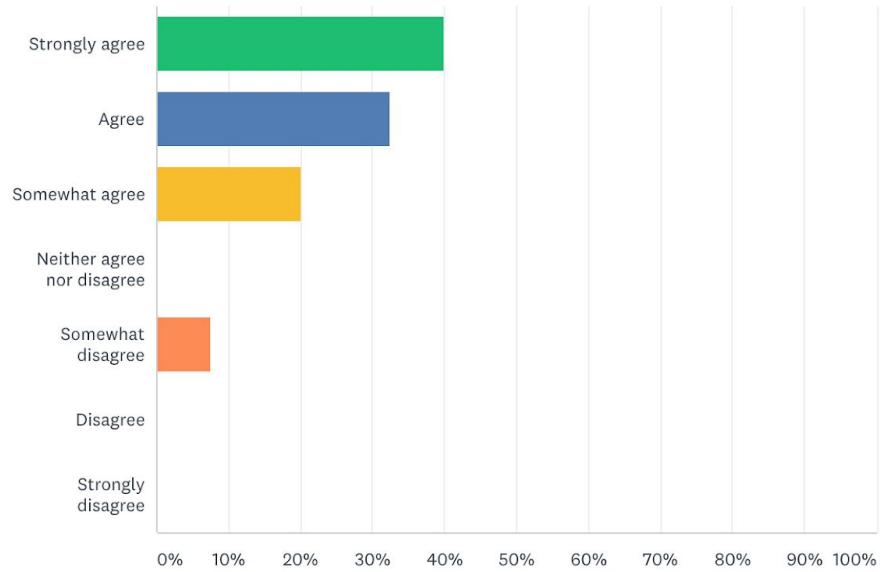
1. You have confidence in the team's ability to create an effective product. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 2. The project will be successful. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 3. The release of the application will benefit you in the long-run. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 4. You agree with the development process. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
 5. You would recommend others to invest in this application. (Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, strongly disagree)
- (stakeholder interview questions)
 1. What are the biggest challenges in your role?
 2. What information and knowledge do you have with your role? How much experience do you have with it?
 3. In what ways would you like to interact with other pet owners within an application for pet owners?
 4. In what areas of the app are you willing to invest in, and why?
 5. In what areas of the app are you disinterested in, and why?

- **Results**

- User survey question results

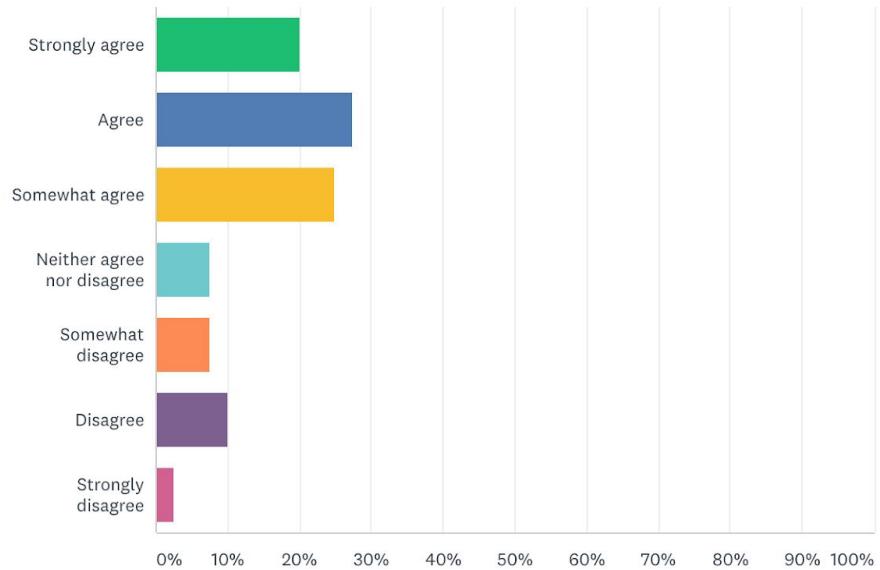
Training a new pet is difficult.

Answered: 40 Skipped: 0



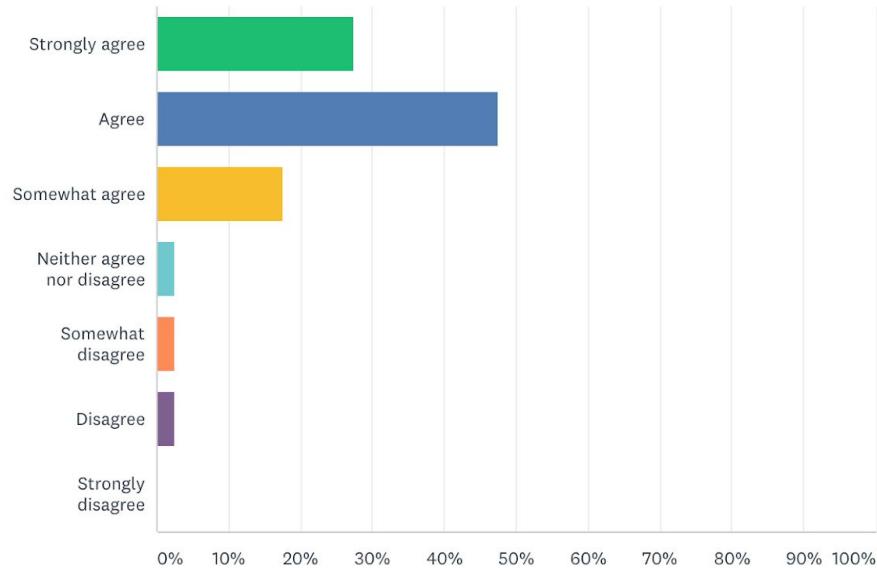
Keeping up with my pet's medical, social, and emotional needs is difficult.

Answered: 40 Skipped: 0



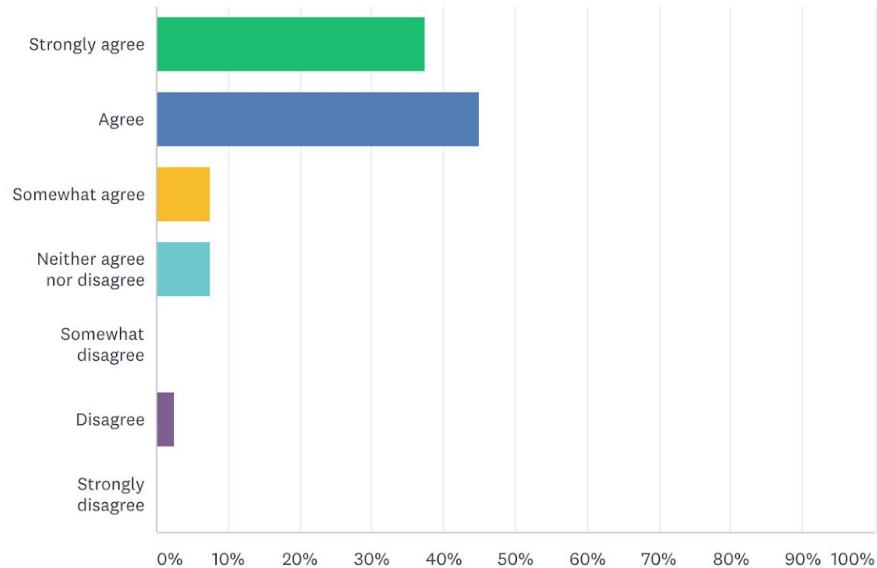
Getting a new pet and bringing it into your home can be exciting but also overwhelming or stressful.

Answered: 40 Skipped: 0



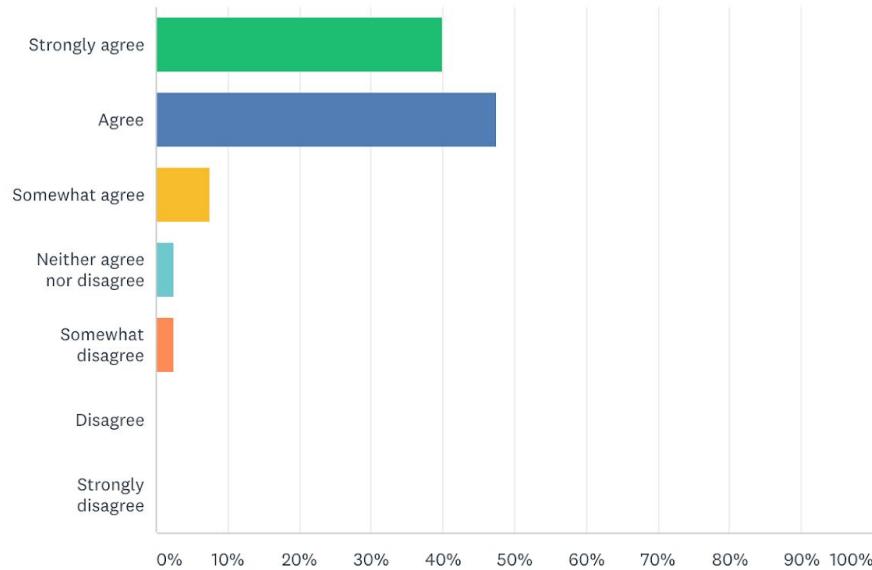
Having a tool that helps with training a new pet and gives advice on caring for your pet could help relieve some of the stresses of having a new pet.

Answered: 40 Skipped: 0



Having a community of people who are also pet owners who could offer some support could help relieve some of the stresses of having a new pet.

Answered: 40 Skipped: 0



- User interview question answers

1. Are there specific things you are interested in learning about the breed or species of your pet? If so, what are some of these things?
 - Typical behaviors
 - Breed temperament, common medical problems, breed traits
 - Why were dachshunds bred to be long?
 - Behavior, shedding , trainable
 - Life Span
 - Are my dogs heading dogs?
 - Maybe some habits that species might have.
 - Behaviors
 - Medical problems.
 - Behavioral traits that can be worked with
 - Common mistakes owners make
 - Temperament
 - N/a
 - (Cat) Colors they see and point of view
 - how much active time they need, or health related concerns that are breed specific and how to prevent them

- The history of the breed or species is something I would find interesting
 - I would be interested in learning if the breed of the pet is kid-friendly and also if they do well with older adults.
 - Best food for their diet
 - Intelligence, ❤️ nature
 - No
 - What is health issues they are more at risk for than other breeds
 - Before getting a specific breed people should have access to illnesses common in the breed for example if i got a golden retriever it would be nice to see common illnesses that could pop up overtime, things to look out for as they age, and things i can do to help prevent these illnesses. I would also be interested in learning the physical needs of the breed like how long per day should a certain working class breed be exercising, and some stimulating activities I can do with my pet in order to keep them mentally and physically healthy.
 - Medical conditions specific to the breed
 - Personality traits, possible common health issues
 - Do they shed and do they bark. Life expectancy
 - Healthy food, favorite activities/ toys
2. What types of tools would you find convenient in an application made for pet owners?
- Tips for training
 - Breed insight, pet owner FAQ's, vet bill history
 - Dog health tips
 - Basic care. How often to the bet, how much to feed and walk
 - Food Diet
 - FAQ where pet owners can ask and answer each other's questions about their pets and problems they may be facing.
 - q&a with experts
 - Public advice forums
 - Q&A
 - Reminders for grooming and walks
 - Discussions; Pet breed information
 - Videos, video calls with professionals, FAQs
 - list of local vets
 - Background checks, home checks
 - Food guide

- A list of local trainers
 - Q&A from vets perhaps
 - FAQ, training tips, etc
 - Something that says where to buy food or toys or supplies for the pets
 - A helpful tool would be a location feature that shows pets in your area or near it. This would help with locality and seeing where other pets go for care, grooming, or even to play.
 - Nutrition guide, guide on hours of exercise each day, area for you to log their weight and statistics I.e vet appointments, when they last had their jabs, medical info
 - Methods for training
 - training tips. doggo friends nearby
 - Common things to look out for, thing that might be dangerous for your pet but aren't known well
 - Food recommendations. Symptom checker. Training tips.
 - Training advice, diet plans for pets, a chat feature where you can talk to other pet owners and get advice
 - Exercise and nutrition calculators to help pet owners better meet their pets mental and physical needs, and a tips and tricks center to help inexperienced owners with things like training and grooming.
 - Links to common needed vendors groomers, boarders, trainers etc
 - Reminder for medical appointments and vaccines
 - Video camera, positive reinforcement tools
3. What are some challenges you face when it comes to taking care of your pet?
- Leave them alone
 - Training, don't know which food to get, proper exercise routines
 - He bites when you try to move him sometimes
 - Financial
 - Health care
 - No challenges, just making sure I'm giving her enough attention but also promoting independent play.
 - My dog is deaf, training her when she cannot hear commands
 - Picking up the poop
 - Keeping a routine.

- My pet has a lot of medical needs and the bills can stack up
 - Housebreaking
 - Finding ways for it to socialize.
 - Not understanding why they do the things they do
 - Wondering if i'm doing anything wrong
 - Money
 - Play time
 - Being strict and patient
 - Balancing life with taking care of pet
 - Keeping them entertained enough so they don't destroy my homework
 - not many
 - One of the biggest challenges I face when taking care of my pet is the fact that I work all day and I am unsure if they are getting enough exercise since they have to be home all day.
 - Not spoiling, being consistent
 - never gets tired
 - He has high energy
 - I have three cats and the biggest issue I face with them is food aggression.
 - Finding vets that are affordable and reliable
 - Cost of health issues
 - Expenses, increased care as they age
 - Someone to help when you are unavailable
4. When it comes to taking care of your pet and their health, what are some things you like or would like to keep track of?
- If I've fed them that day, when I need to take them to the vet, the last time I bathed them
 - How often do I need to visit the vet for check ups/shots/vaccines, what food I need, when to groom my pet
 - We keep track of his diet and avoid him jumping.
 - Vaccination. Weight. Age related expectations
 - Stress levels
 - Bathroom schedule, good schedule, training and what we focused on during each of the sessions.
 - Shots, flea, and heartworm meds
 - Vet visits.
 - When to give them their medicine, having like a reminder go off could be helpful. Right now I use my alarm but there's not a setting for every other day, this could be a good tool

because sometimes I forget if I gave him the medicine yesterday or if I have to give it to him today.

- Grooming
- Dental, ticks
- How consistently he performs certain behaviors
- health, shots
- How much food they eat
- Vaccinations
- Vet visits
- diet/weight
- I like to keep track of the types of food brands my dog eats and which one makes him feel better since he has digestion problems.
- Diet, weight, diary of when they've had their jabs
- Timely vaccinations and medication reminders
- Feeding. Playing time
- Sleep schedule
- Heartworm treatment
- Diet, what they can eat, normal behavior s for particular breed or pet, a list of nearby vets and clinics
- Their activity levels
- Shots
- A tool that gives simple diagnosis , vaccines, problem solving problem behaviors
- Shots, medicine, annual checkups

5. In what ways would you like to interact with other pet owners within an application for pet owners?

- play dates and asking for advice regarding my pet
- Meet up with other owners at dog parks, have “facebook” like groups for owners based on location or breed
- Dog health forums
- Play dates
- Group walking
- Listening or reading what other people do, and connecting with other pet owners.
- Similar to a reddit thread
- Just tips they might have.
- People to chat with them, like in forum setting like you find with reddit
- Questions and answers

- Chat!
- sharing advice/different methods
- Discussions about breeds
- Sharing health knowledge
- N/a
- Honestly just sharing pictures and stories would be cute
- advice, planning pet meet-ups
- Sharing pictures or videos of our pets!
- I'd like to be able to talk about different pet clinics other pet owners have gone to in order to compare and see which one my dog would be under better care in.
- Forums for pet owners with the same breeds, forums by location area to organise group walks and social activities
- Methods for training that work
- Set up doggo play dates
- Asking and answering questions
- Online posting board. People can give personal email or # if they chose
- Ask for advice on certain training, what to expect from certain pet/ breed, etc
- Forum Q&A where people can answer each others questions
- N/a
- Open forum, chatting
- Facebook

Users Goals, Tasks, and Activities

User	Goal	Task	Activity Required
Pet owners	Learn how to appropriately care for their pets.	Choose the type of pet they own, what breed it is, and what will be required to take care and manage them.	Utilize the easy-to-use search engine to find their pet breed.
Future pet owners	Understand what to expect from adopting a pet and to prepare the necessary resources to care for them.	Decide what pet they would like to own.	Use the search engine to browse the different animals that are available nearby for adoption.
Pet sitters	To be hired by pet owners to care for their pets.	Offer their services to pet owners through easy contact.	Create a profile and select the pet sitter feature to have themselves displayed online for availability.

Lab 5: User Tasks

Pet Prep Team Members: Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

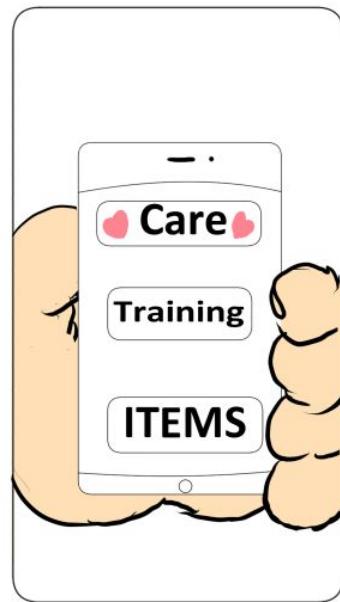
1) Use Case

a) Critical Goals

- i) Look for pet training on the app
- ii) Find and select a Trainer with the App
- iii) Buy Items for pets



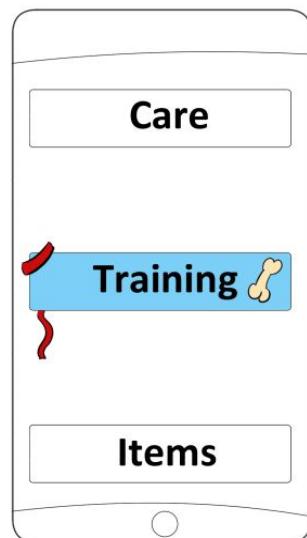
Max has many pets that he has recently brought home from a shelter. Sadly, he has found some more exotic pets that he honestly doesn't know how to care for.



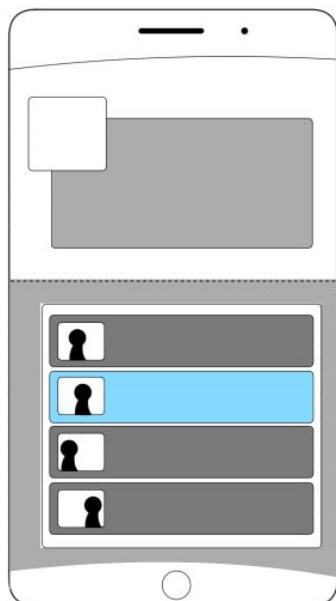
Max downloads the app to start looking up information about how to care for his new pets, allowing him to look the needs and information on his pets by their species.



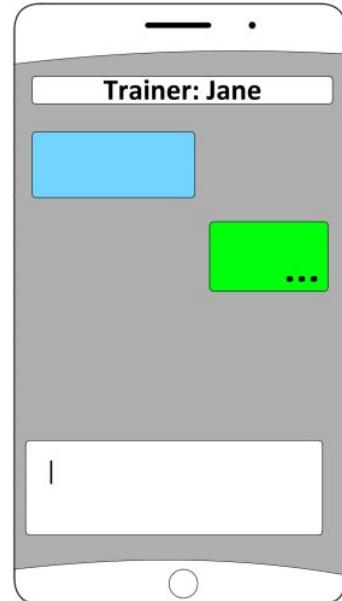
Max searches for his pets by species, and looks at the information about their care and usual habits.



Max goes back to the main menu, selecting the training screen, realizing that he will need a trainer for his pets.



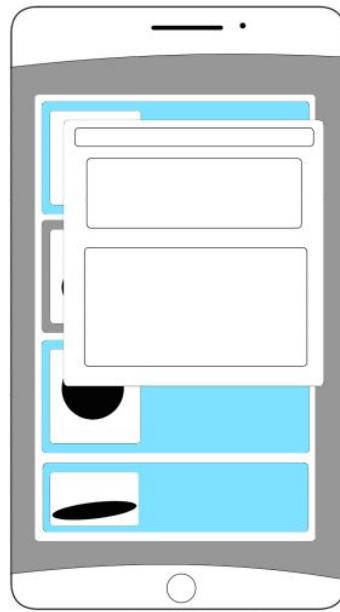
Max scrolls through the list of trainers and selects one. While doing so, Max creates a user profile with information on his pets and needs.



Max talks to the trainer, asking about items he would need for pets and pricing for the trainer to head to him and help train his pets.



Max backs out to the main menu and selects the "Items" tab, swiping left to back out from the screen.



Max selects items to buy from the list and then presses a button to pay for them, arranging delivery and filling out payment information with the popup.

2) Think Aloud Protocol

- Assessed Product: 11Pets
- Think Aloud Protocol Video:
<https://youtu.be/DLkauwbORjg>

3) Task Analysis

Goal: User wants to be able to view pets medical history

Protocol: "Find where your pets medical information would be"

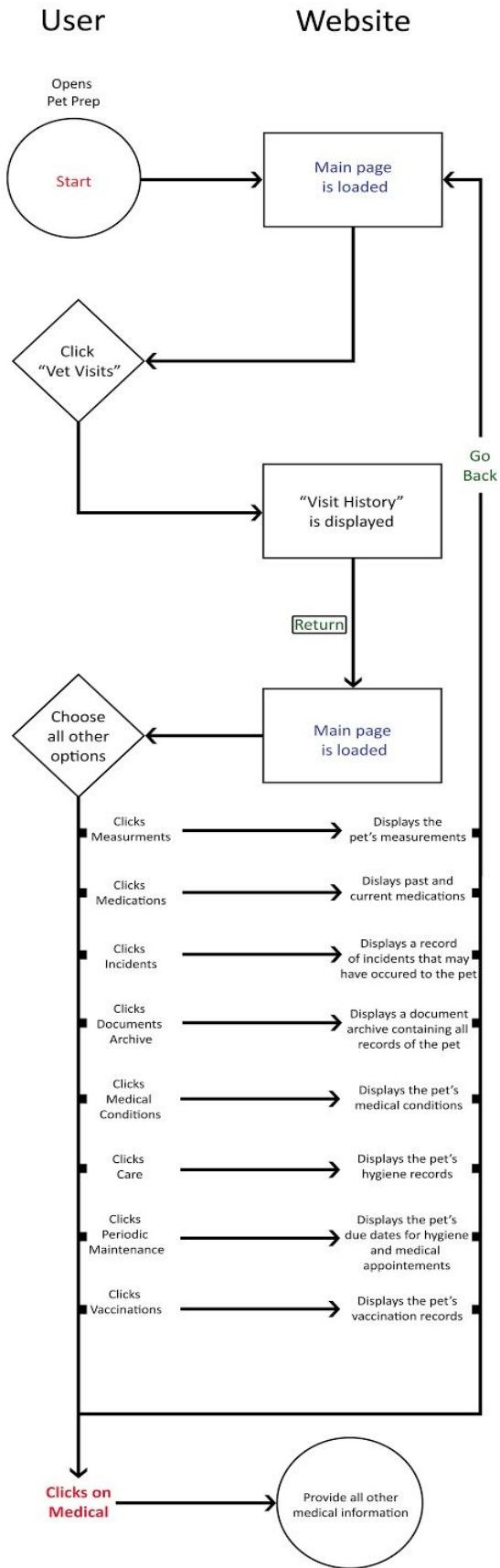
1. Open app- Press Icon
 - 1.1. Opens My Pets (0:11)
 - 1.2. Clicks Vet Visits (0:19)
 - 1.3. Clicks Measurements (0:28)
 - 1.4. Clicks Medications (0:38)
 - 1.5. Clicks Incidents (0:46)
 - 1.6. Clicks Documents Archive (0:53)
 - 1.7. Clicks Medical Conditions (1:06)
 - 1.8. Clicks Care(1:19)
 - 1.9. Clicks Periodic Maintenance (1:370)

- 1.10. Clicks Vaccinations (1:50)
- 1.11. Clicks Clicks on medical (2:05)
- 1.12. Sees all other medical information (2:10)

Error count: 5

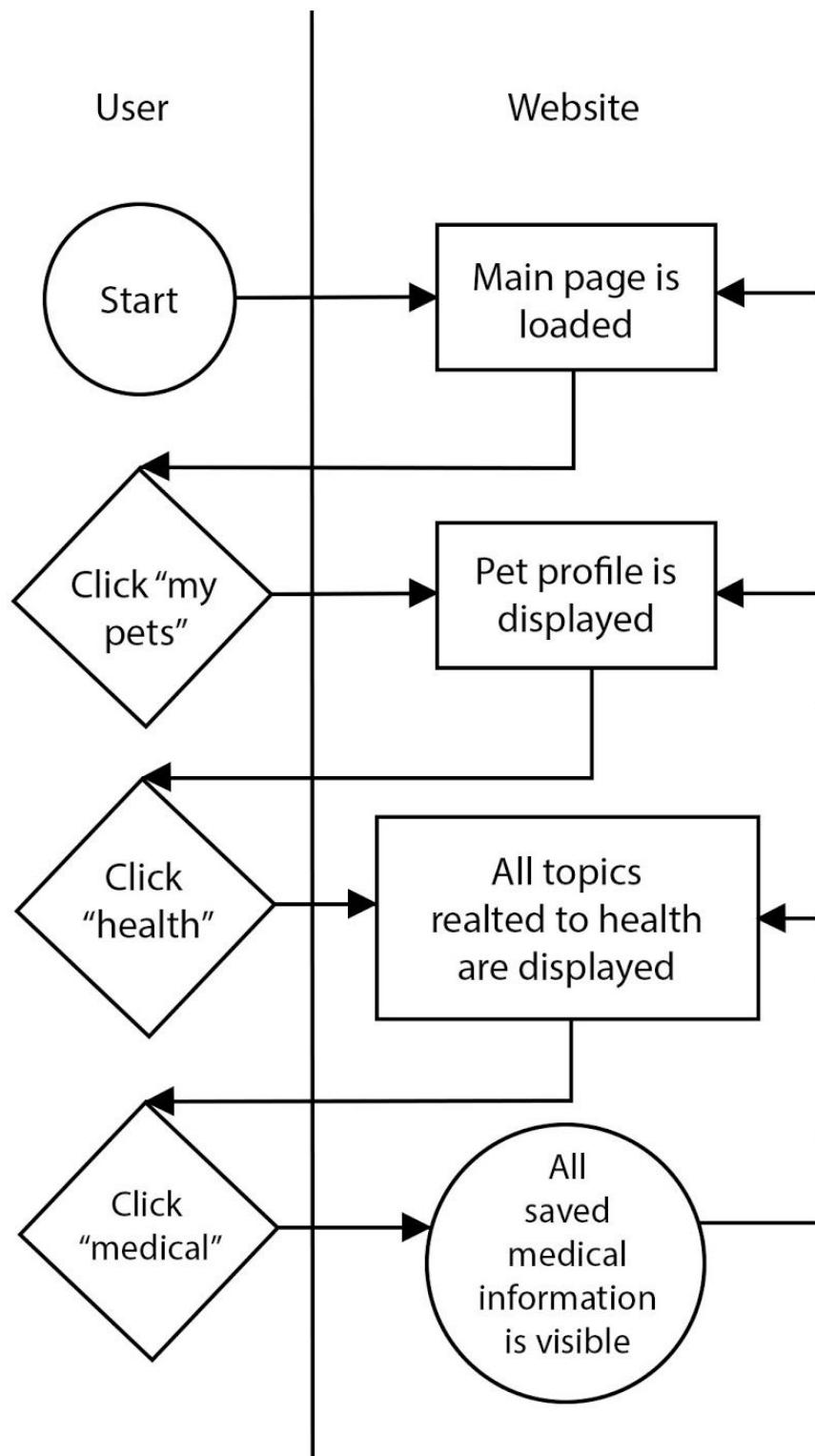
Total Task Duration = 2 minutes and 10 seconds

4) Interaction Analysis



5) Design Evaluation

The Think Aloud Protocol and Task Analysis does a great job of exemplifying how important it is to have a design that is efficient and easy to navigate for the average user. You don't realize just how long a simple task takes until it is broken down into each step and timed. It's really important that the layout of an app or website that holds a lot of information, has clear guidance through the design and does not overwhelm the user so that they have a pleasant experience. The app we used to demonstrate this is called 11Pets and it is a helpful tool for pet owners who want to keep track of various types of information about their pet. The goal of the user was to find their pet's medical information. It is clear from the user's interaction with the app that there is quite a lot of information presented to the user upfront and not much guidance from the app. It seems that the way that the specific content is displayed, the app would benefit from a reorganization of the categories so that reaching any given goal wouldn't require the user to first look through other information to find what they actually need. Implementation of a search bar would also be a helpful feature in this app. From this test we could gather that it would be beneficial for the organization of the categories of our app to be extremely well thought out, because we do plan on providing users with a lot of information. If the layout is not user friendly, the app will not be as convenient as it needs to be for our users.



Lab 6: Information Architecture, Navigation & Search

EncycloPETia: Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

1. DATA DICTIONARY

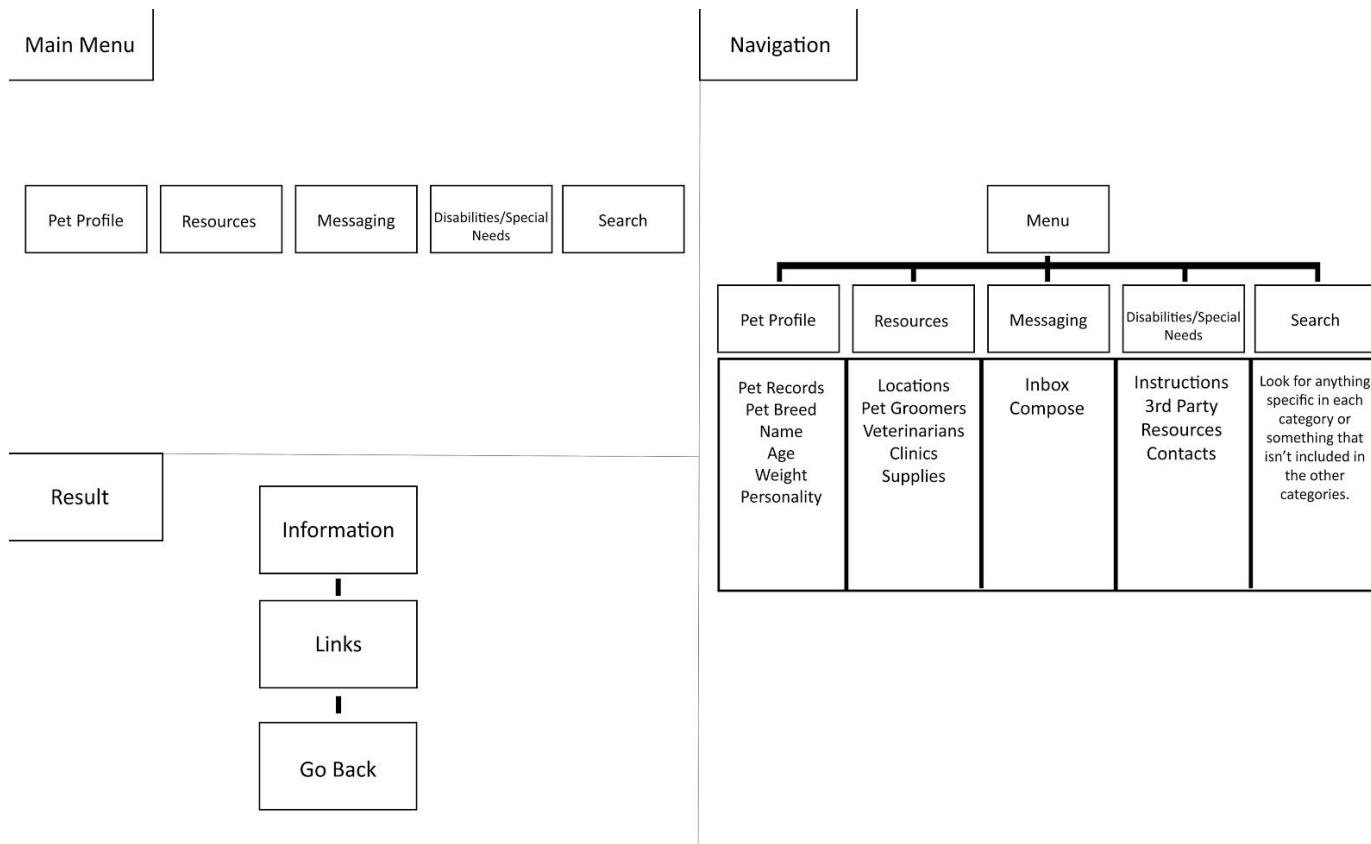
- Profile - users can create, view, or edit the profile they have for their pet
- Records - stores any pet medical or health records for reference at anytime
- Messages - users send and receive messages between other users of the app or specialists who contribute to app
- Q&A - open message board feed where users can interact and answer each others questions
- Information - general collection of different articles, resources, and miscellaneous information about different types of pets
- Care - information on grooming, feeding, and other basic care tips about specific pets
- Training - users can connect with professional pet trainers and see information on basic training tips and techniques
- Supplies - collection of the best and most useful pet supplies with links for users to purchase
- Resources - helpful connections to nearby vets, clinics, sitters, trainers, groomers, and pet stores
- Disability services - various guides on how to care for a pet with any given special needs and helpful resources
- Pet pals - connect with other users and groups
- Search - assists with navigation of any part of the app
- Tools - digital tools that may assist the user in pet training and scheduling

2. INFORMATION ARCHITECTURE (IA)

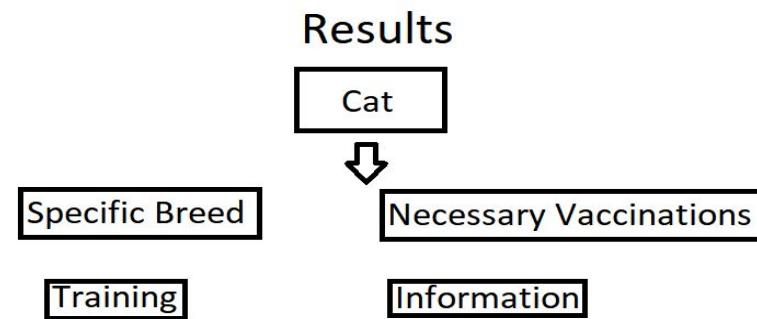
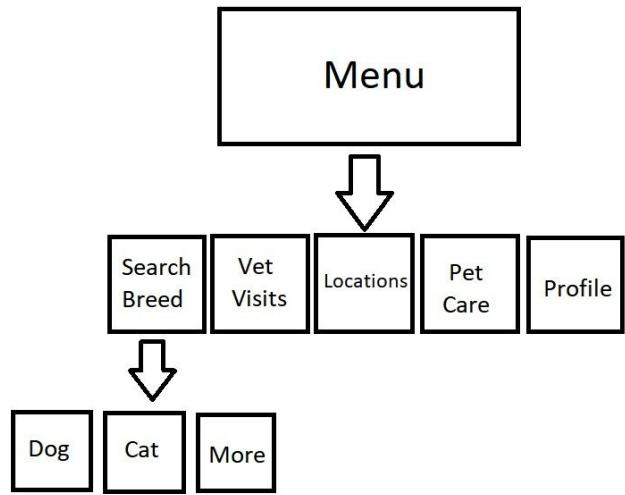
- Pet Profile
 - Pet Records
 - Pet species
 - Dog
 - Cat
 - Rodent
 - Fish
 - Reptile
 - Name
 - Medical information
 - Pet Pals

- find pet pals/groups
- Pet Training
- Messages
 - Inbox
 - compose
- Main Menu
 - Settings
- login/signup
- Search
- Disabilities/ special needs
 - Types of disabilities
 - instructions/ resources
- Resources
 - nearby locations
 - Animal clinics
 - Trainers
 - Pet Stores
 - Pet Sitters
 - Groomer

3. NAVIGATION



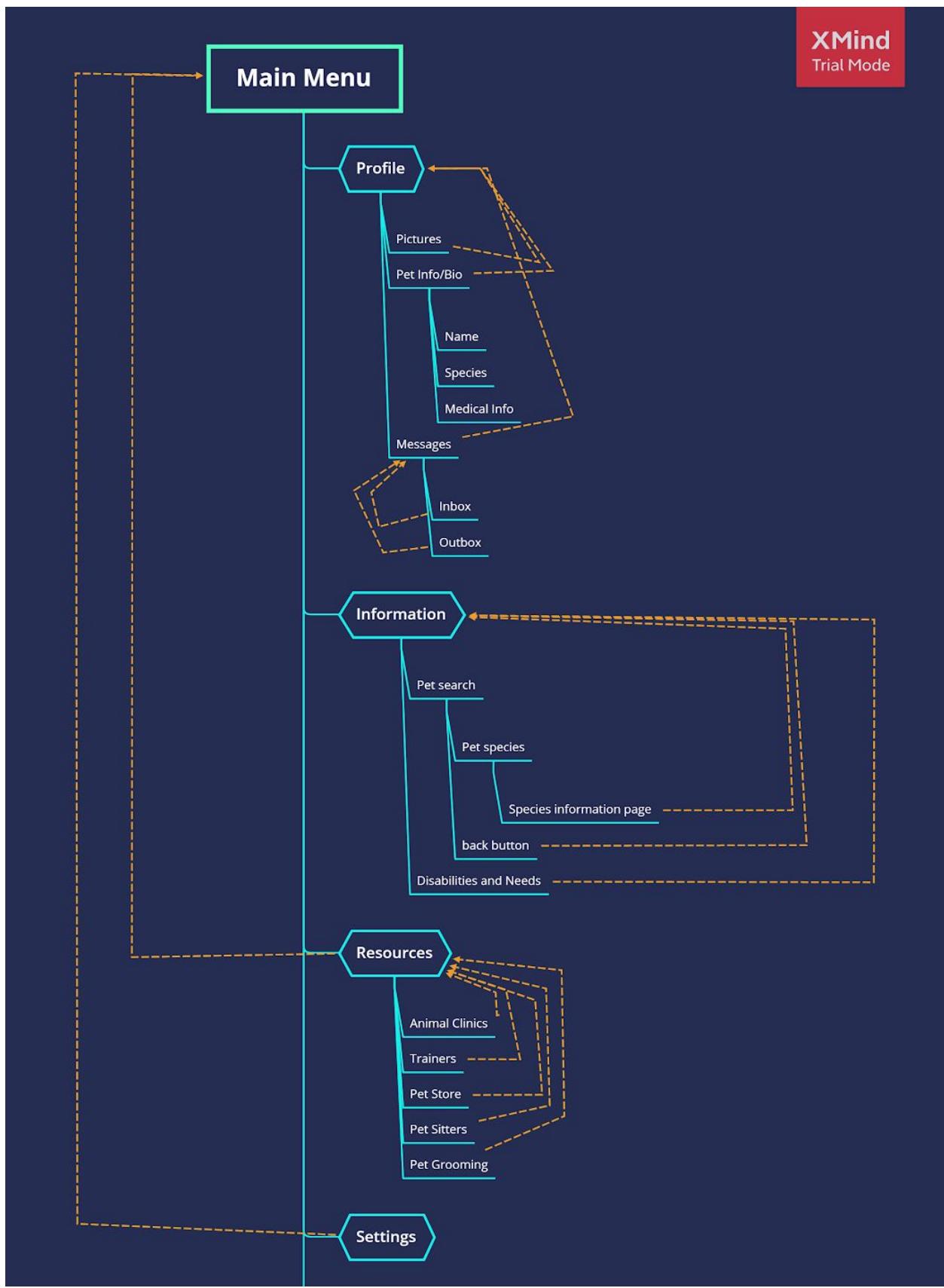
4. SEARCH, SORT, AND RETRIEVAL RESULTS



- Results - The results will provide the user with specific breeds, training, necessary vaccinations, and all other information regarding their pets.

Results			
Employee Names	Order Accuracy	Customer Satisfaction	Overall Grade
Diaz, Jamal	95%	80%	A
Naranjo, Samuel	97%	69%	C
Green, Kenley	88%	90%	A-

5. SITE MAP



6. USER CENTERED DESIGN (UCD)

User feedback:

- Narrow down groups into fewer categories
- Create separation between social and educational aspects
- Keep higher priority categories in the main menu
- + Large quantity of specific information
- + Connections to various helpful resources

Lab 7: Technology Target

EncycloPETia - Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

1. Document the target technology platform of your users
 - a. Hardware requirements?
 - Standard Mac or Android mobile devices
 - 300 MB of storage space
 - Minimum intel or android processor, 2.0GB RAM
 - b. OS requirements?
 - IOS 12 or later for Iphone and Ipad, and 10.0 and above for android devices.
 - c. Software requirements?
 - 500 MB, 4GB RAM for devices
 - d. Network requirements? (Download speed)
 - 15.0 Mbps is required, this is a bit below average but sustainable for both weak and stronger networks.
 - e. Security requirements?
 - Signup of a new user account is required in order to store sensitive information and documents.
 - f. Economic/ payment requirements?
 - The app itself will be free
 - There may be optional in-app purchases

2. What constraints and opportunities can that digital product/delivery channel realize or cost?

Opportunities that our app can realize is the ability to give pet owners as well as future pet owners one place that they can rely on to get information on their pet and how to take care of them. There is also the opportunity for groomers, trainers, pet sitters, and people who do other pet-related jobs to seek out employment through a large network of users. However, with this app initially it may be difficult to get a large amount of knowledgeable contributors to share information or their services for users.

3. Can your market pay the price of that service?

Through the percentage we will receive from those users who will use our app to connect to and be hired by other users for pet-related jobs, it will eventually make up for the price of service fees. There will also be a portion of our app dedicated to pet supplies, accessories, and tools we recommend, available for purchase by users. With these two things combined the app can be free while still being able to sustain itself.

4. Can you cover your development and operational costs? (iTunes or Google Play? Steam? Amazon?)

This app will be available on Google Play for distribution. That means that there will be a 25\$ developers fee for using the Google-Play platform, as well as the fee for creating advertisements and other customer influencing media. Along with this, the store platform will want us to pay upwards to 30% of our total income, however this can be reduced to

Lab 7: Technology Target

EncycloPETia - Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

15% after a year of activity and subscription to the platform. Besides this, there is also the operations costs of running the servers, as well as costs for the creation of goods provided within the marketplace area of the app.

5. What design choices do you have as a result of the hardware constraints?

Since we are creating an app meant to work on mobile devices, we are constrained to a smaller screen so we have to make sure that every aspect of our app is organized in a way that makes it easier to have as little elements on each screen at a time as possible. For this reason, the grouping of the many parts of our app must be thoroughly thought out, button sizing is very important, and font sizing and color must work together really well.

6. What do these constraints/opportunities allow/prevent in the design?

The constraints of the design will force us to prioritize certain aspects of the app as well as prevent us from adding too many decorative elements to the screen. However, this gives us the opportunity to keep the design really clean, and because the screen will be small with few parts on each screen, it will be a lot easier for users to navigate and explore.

7. Set quantifiable goals and outcomes that can be measured as success or failure

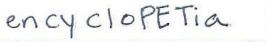
Quantifiable goals that can be set by our business is the amount of people who download our app in a certain amount of time as well as our gross revenue. We have a goal of 12,000 downloads in the first year. According to a study done by Business Of Apps, Non-Gaming Apps earned an estimated collective revenue of \$10.1 billion. Wag estimated annual revenue is currently \$704.1 Million per year and the App was founded in 2014. With this information we set our goal to generate a gross revenue of \$100,000 in the first year. Another goal that can be measured as a success is having at least a 4 star rating on the App store. If we complete one or more of these goals we would consider our first year a success.

Lab 8: UCD Prototyping and Design

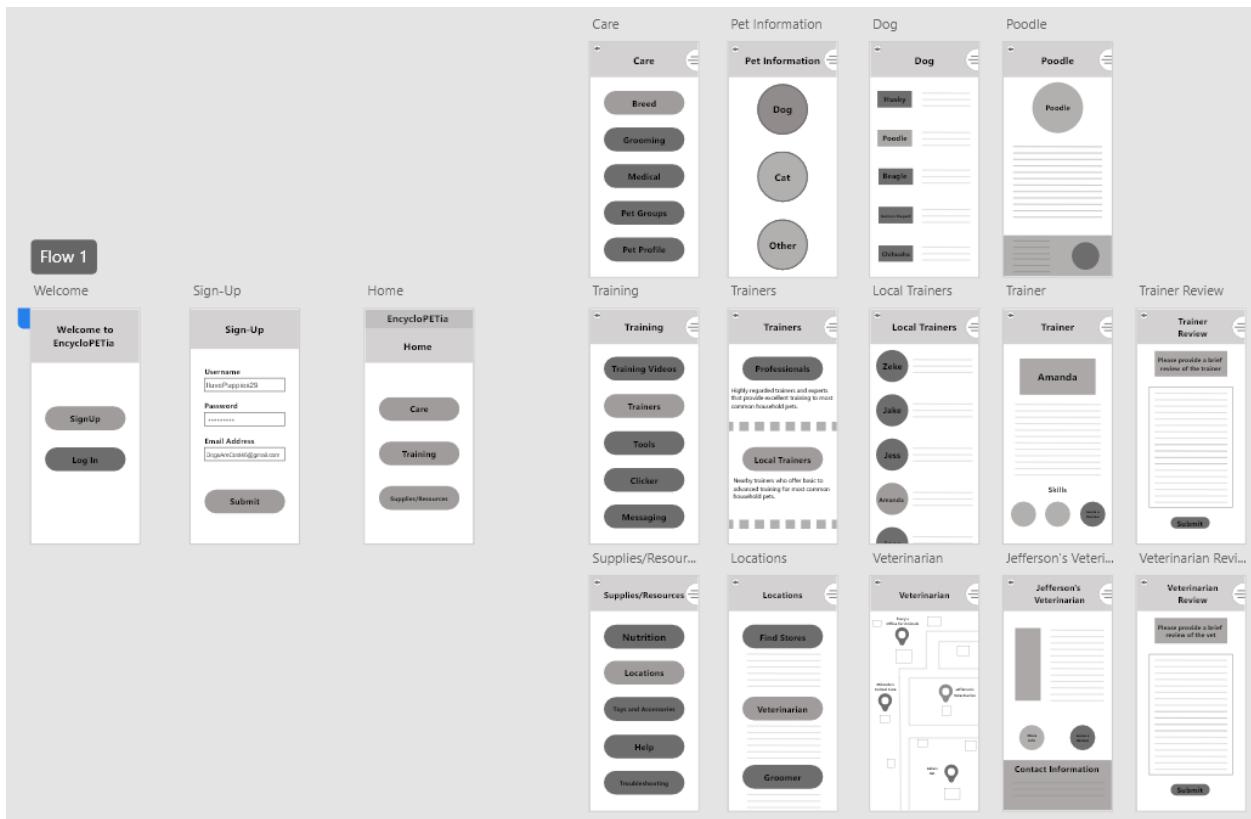
EncycloPETia

Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

1. Create a low fidelity paper prototype

HOME PAGE	MY PET	PET PALS
encycloPETia 	encycloPETia  MY PET Enzo 2 years old belgian shepard	encycloPETia 
 my pet  learn  find	 pet pals  tools  search	 pals  messages  discussions
encycloPETia 	encycloPETia 	encycloPETia 
 info  resources	 digital tools	 trainers  groomers
 training  species	 supplies	 sitters  walkers
 care  diet	LEARN	TOOLS
		FIND

2. Create a mid-range fidelity black and white wire frame digital prototype



Link: <https://xd.adobe.com/view/e1e2874f-f1ad-4bc1-9265-8787a6e58fba-b4b1/>

User Goal: Create an easy to navigate system that will provide the user with a clear understanding of what options to choose based on their needs.

3. Show the mid-range fidelity digital prototype to your end users and get feedback

Youtube Link: <https://youtu.be/Zv98PkGuC7A>

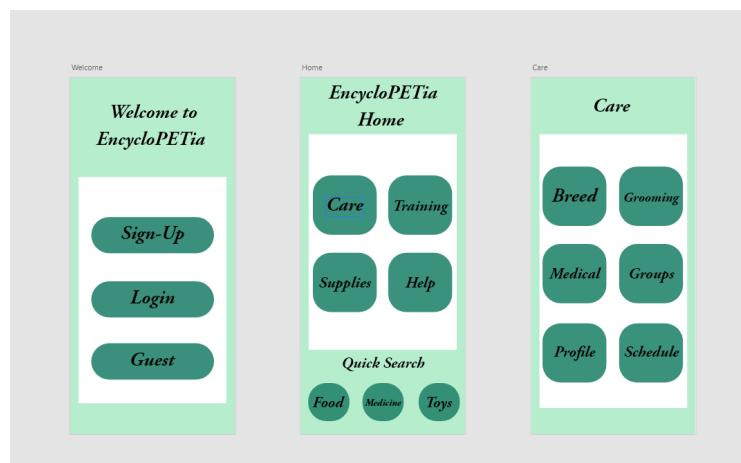
- After brief instruction on Think Aloud protocols and what was wanted for this review, the User easily located and used the “Sign up” button. 1:00
- User found the account creation screen easy to navigate and was able to submit without issue. 1:04
- User made a mistake with an unavailable button, but easily found the selectable button. 1:22

- User easily selected pet and species windows without issue. 1:27
- User was able to back out of the prototype and enter a previous screen without issue. 1:39
- User mentioned how navigation was good and intuitive. 1:40
- User returned to main screen. 1:41
- User navigated from Training to Trainers without a problem. 1:42
- User felt like they should be able to scroll down on the Local Trainer's screen when looking at local pet trainers- as was intended. 1:52
- User found the skill set capacity shown at the bottom of the pet-trainer information screen useful. 1:55
- User had no problems navigating back to the main hub, using the back button in the upper left once more. 1:58
- User navigated through the Resources button. 2:04
- User navigated to the Locations button. 2:08
- User liked the layout for the GPS locations, and the information profiles associated with the locations. 2:22
- User explored the screen and used the "home" button on the upper right for the first time. 2:25
- User mentioned that he wasn't able to find any "reviews" for the trainers, and that the information on the trainers skill page wasn't clear enough. 3:30

4. Improve your design

The Think aloud protocol (step above) mentions that there were only two errors and they were technical ones. However the user in the think aloud protocol made suggestions that would add to the user experience.

We need to add reviews for the trainers and add more information to the trainer page. The user mentioned in the think aloud protocol that the app was extremely easy to navigate and use.



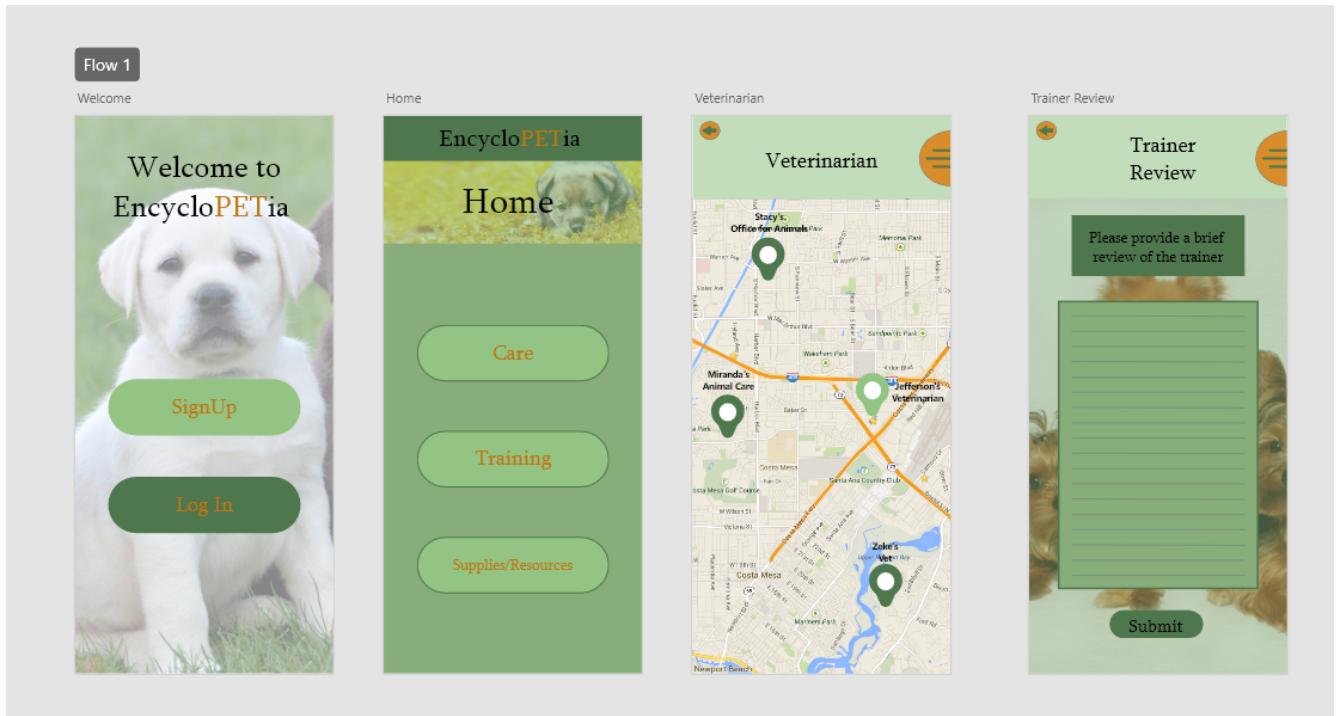
Lab 9: UCD Prototyping

Cody Cornley, Ellery Hunt, Christopher Barreto, Juliana Macedo

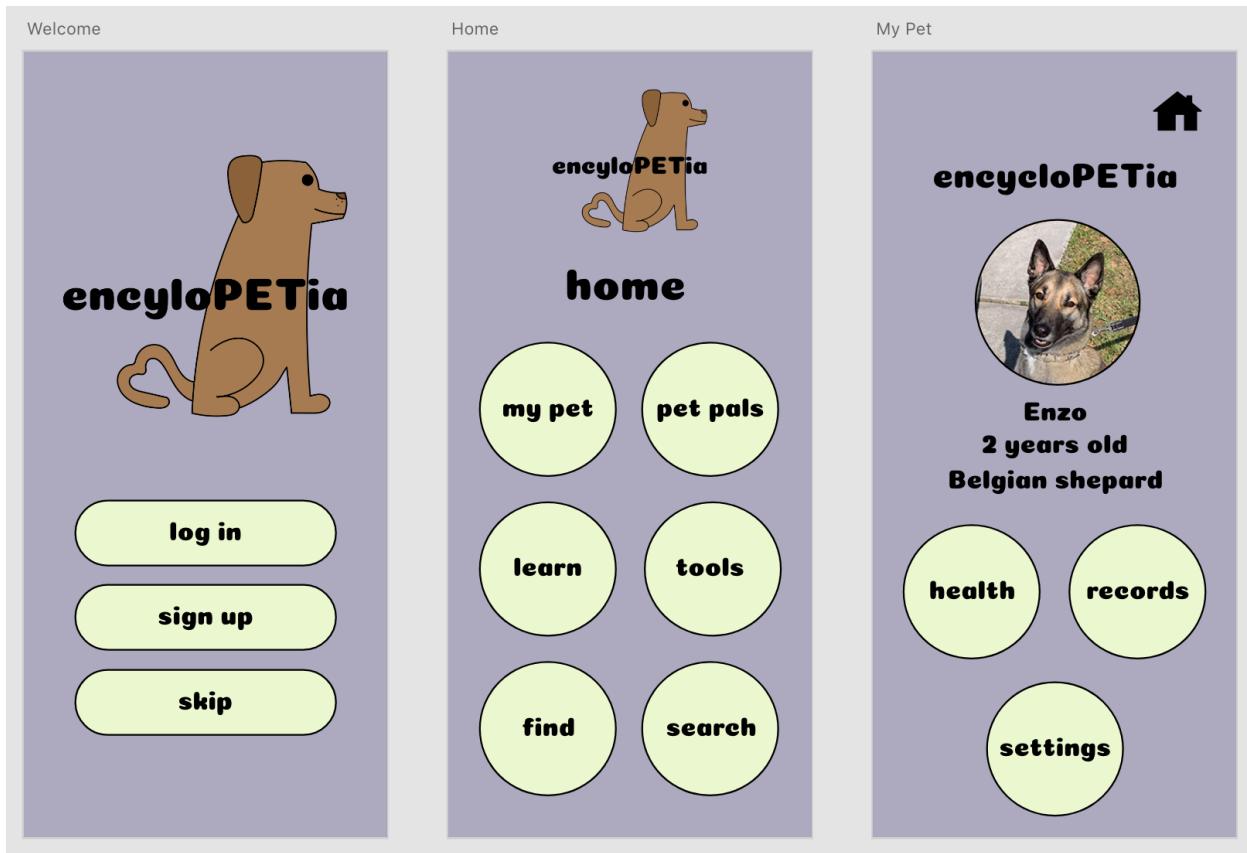
3 Designs and High Fidelity

High Fidelity Designs

Option 1:



Option 2:



Option 3:



Option 4:

The image displays three mobile application screens for "encycloPETia".

Welcome Screen: Shows the "encycloPETia" logo and a message: "Log in to encycloPETia so we can help you care for your pet". It features two large buttons: "sign up" (orange) and "log in" (orange).

Get Started Screen: A form to input pet information. It includes:

- "Do you have currently have a pet?" dropdown set to "Yes".
- "How many pets do you have?" dropdown set to "1".
- "What type of pet do you have?" dropdown set to "Dog". Other options include "Cat" and "Guinea Pig".
- "What is the breed of your pet?" dropdown.

Profile Screen: Displays a profile for a dog named "Arlo". It shows:

- Profile picture of Arlo.
- Age: 5 mths.
- Gender: M (selected).
- Breed: Bernedoodle.
- Three buttons: "records" (orange), "health" (teal), and "training" (orange).