Stable Hand Design Document

"A stable hand for stable hands"

Created by Kelly Colht for WATS-3010 Fall 2017

Site Objective

Stable Hand is a mobile and web application that allows stable workers to carry out routine barn tasks in a more organized fashion. It integrates with barn management software from other providers. Integration allows barn managers to send notifications and updates to Stable Hand users.

Design Concept

Site should be clean, simple, and equestrian-inspired. This site will serve to promote Stable Hand and link to the corresponding web applicaiton for the mobile app. There should be a prominently displayed login button to conduct existing users off site to the Stable Hand web application. Users should be able to distinguish promotional/support site from application site, and know they are connected but distinct.

Site Ambition

Site should convey that the creators have an understanding of the world occupied by current and potential users. Convince users by giving them an experience on the promotional site they can infer will be similar to how they experience using the product. Show visitor a world with and without Stable Hand and help them help themselves to decide which one to live in (the SH one).

Sites Referenced for Inspiration

[Demo Site for horse biz](#)

- demo site for a bootstrap site template
- makes a good effort to represent content for demo purposes
- I like that all site pages are inventoried when you hover over "Pages" in main nav bar

[iStable](#)

- explainer video and customer feedback featured on launch page
- think the dropdown menus in nav bar should use more contrasting colors

[Stable Secretary](#)

- well organized and informative launch page
- lots of screenshots
- main nav bar is spare but bottom nav contains many additional links

[Horse Notes](#)

- Not crazy about having to hover over icons in feature carousel to learn more about them
- Some of the text is hard to read due to size and color
- limited amount of product information available
- feels like the intention of site is to shuttle users to app stores (where some additional product information

not on site is availble)
- there are some deadends in the form of "Coming soon!" pages I think are discouraging to users

User personas

- owners/managers of small, medium, and large sized commercial stables (3)
- stable hands conducting product research for employers
- hobby barn owners

User objectives and tasks

- find information to support purchase decisionmaking
- get help using product from documentation or interaction with tech support
- find out about upcoming releases
- offer feedback and suggestions
- learn how customers like them are using the product
- get materials to assist in convincing business decision makers to purchase product
- learn how this product integrates with barn information mangement software suites