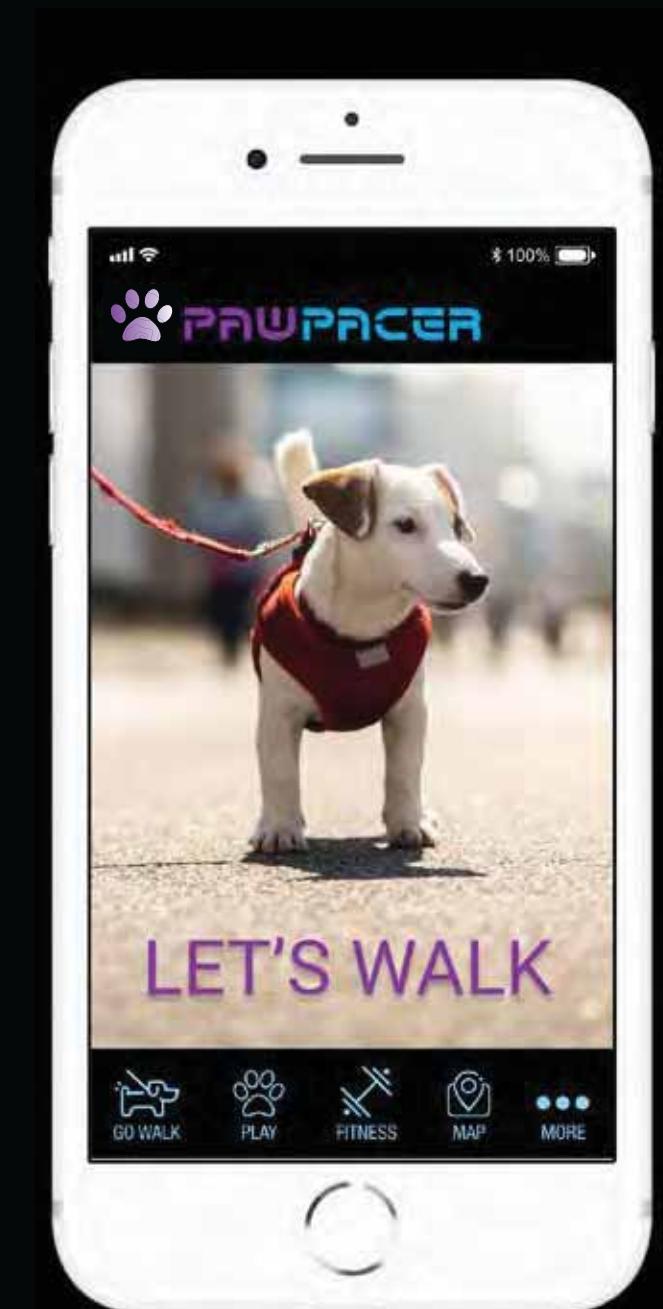
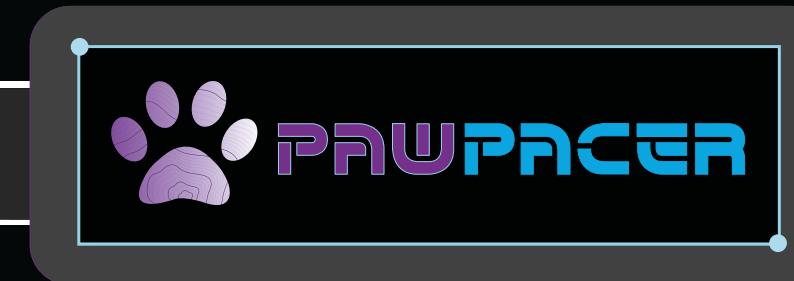
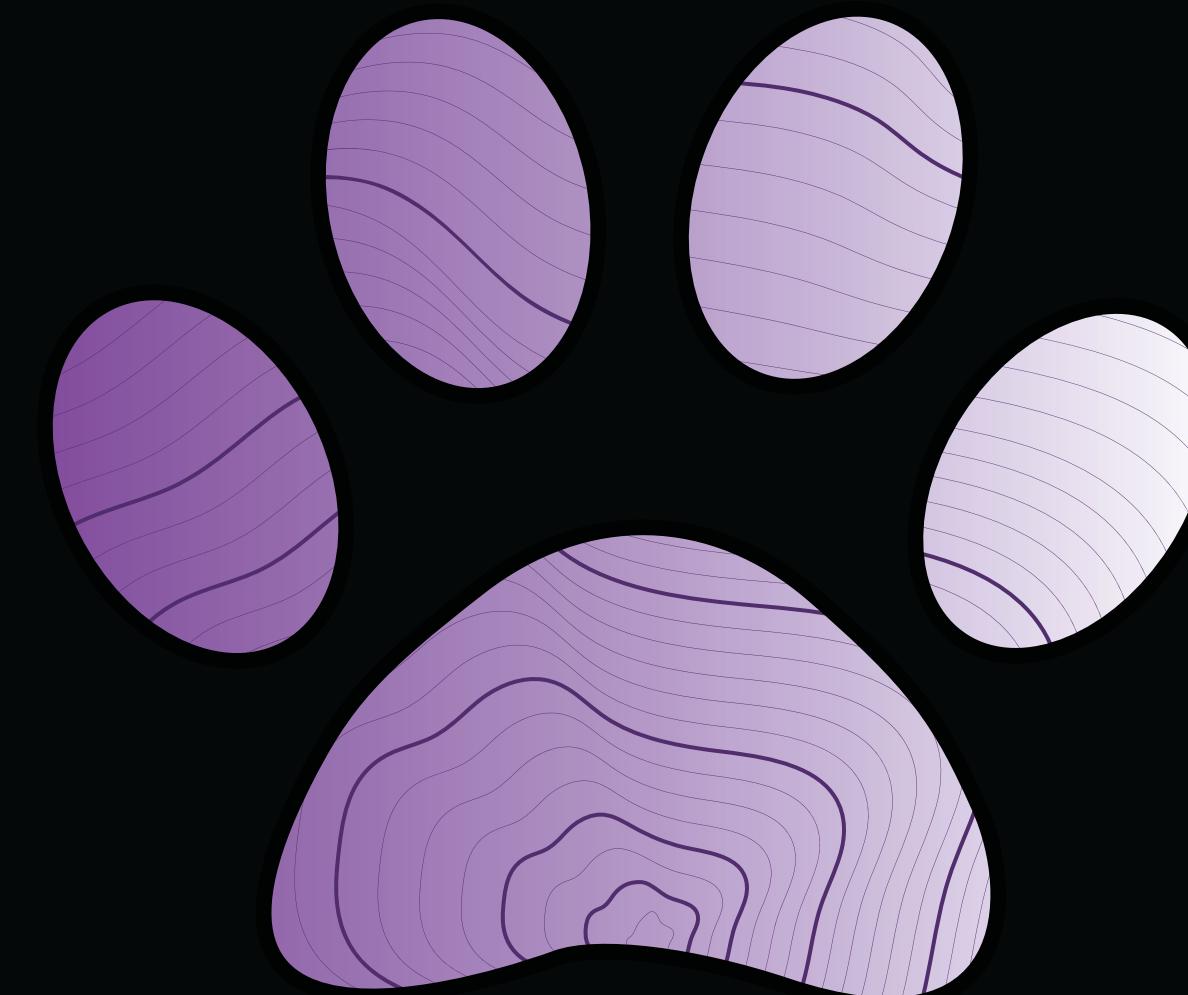


Capstone Proposal

Pamela Hart

Fall 2021

9.6.21



HOOK

BE A DOG WALKER



Be a dog walker! Dogs and owners walk, play and socialize to achieve a good balance of physical and mental health for long, zen-paw lives.

PH

PAMELA HART

DESCRIPTION





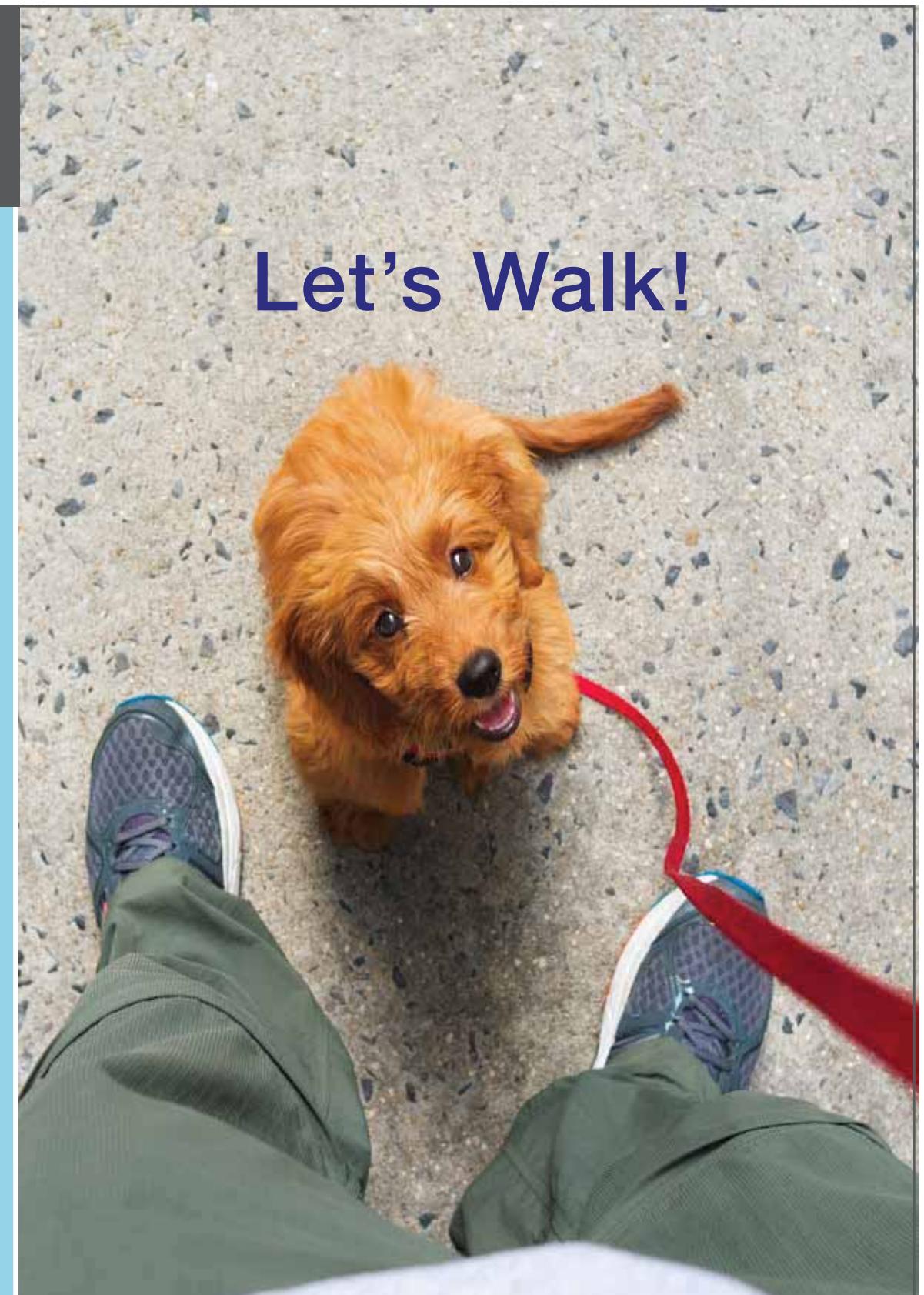
Your dog needs a walk! You need a walk! Long winter months, a busy schedule and going weeks without seeing some of your dog walking friends can make it hard to stay motivate to exercise, stay focused and be social enriched.

Do you only have 20 minutes to stroll? Are you in a new neighborhood hoping to get a quick walk around? Maybe you want to organize a walk and meet a dog buddy at a dog friendly tap room. And if you utilize your dog walk to stay in shape, but dont really know what your dog's best fitness shape is, Paw Pacer can help. Route with GPS, track your walks and align with play time to make sure your dog is physically and mentally healthy every day.

Paw Pacer is the perfect app companion to provide walking routes by location while tracking steps, providing fitness challenges and social connections. Dogs and owners stay happy, motivated and socially engaged on a daily basis.

KEY FEATURES:

- Zen Dashboard tracks the physical, mental, playful & social health of dogs and owner
- Use GPS to save and share your favorite routes by destination, paw steps or time
- Bark alerts make sure your dog gets ready to walk or play per day
- Complete fitness challenges solo or compete against other dogs
- Find dog friendly destinations in any city
- Meet new dog pals in the neighborhood
- Share with friends on social your fitness achievements, photos of great destinations to go walk or set up walk dates



PROBLEMS & SOLUTIONS

THE PROBLEM

Whether you are a single professional who loves to travel with their trusted four-legged companion, a busy family who loses track of walking the dog or an avid fitness-focused owner looking for new challenges to share with their best barking friend, chances are you lack organization, motivation and socialization to help keep you and your dog physically and mentally fit.

What if there was a way owners could stay motivated to be healthy, fit, playful and social? You wouldn't feel guilty that your dog wasn't getting all the proper exercise to maintain their ideal weight, distract from poor behavior and create a rich emotional bond that lasts a lifetime. How do you know just the right amount of walks and attention to give per day? What if a family could share the duties of their dog's health and fitness while improving their own?

THE SOLUTION

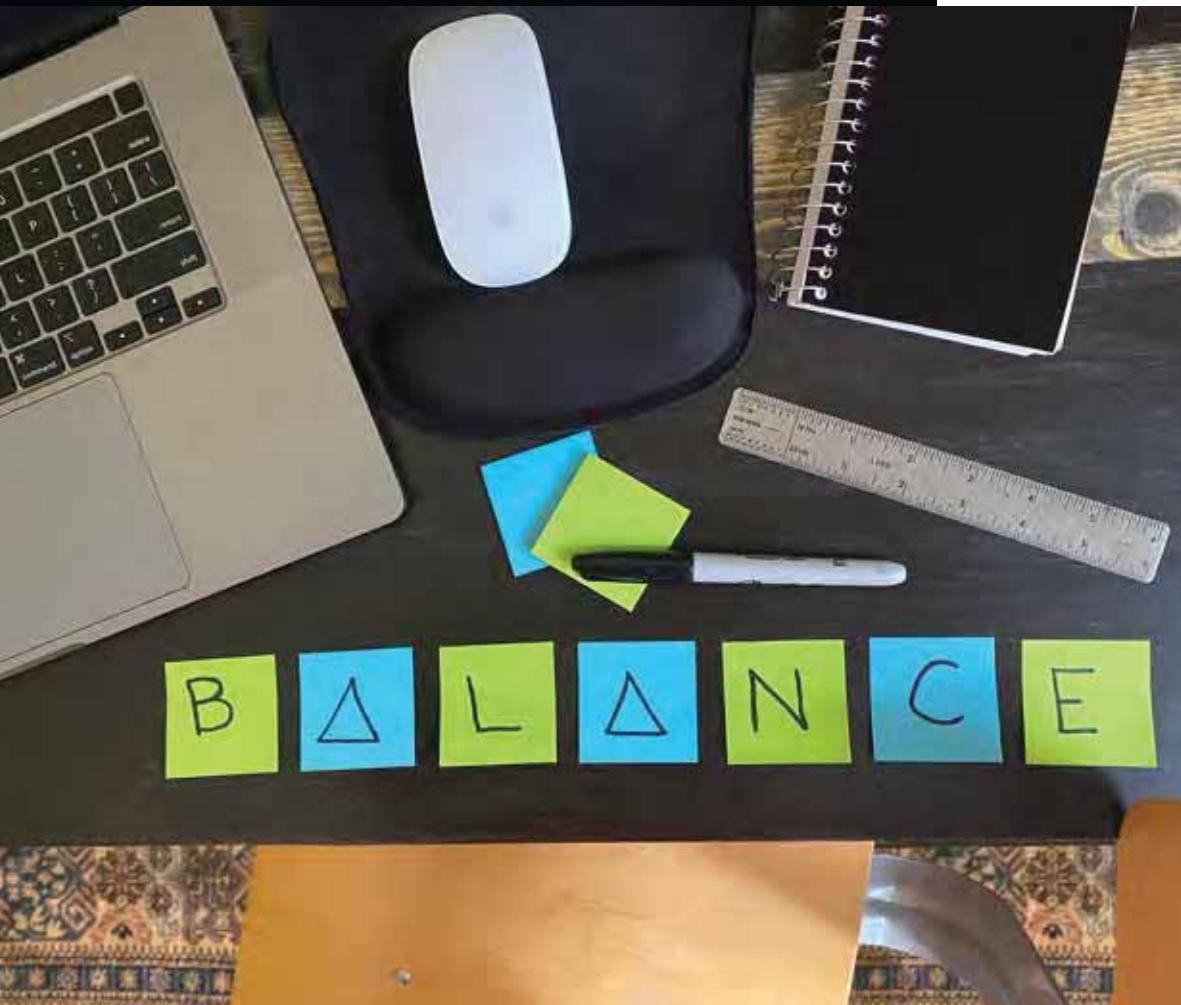
Paw Pacer inspires dogs & owners to experience a balanced lifestyle promoting good physical and mental health, active daily routines, recharging playtimes & social paw connecting. The app helps dogs and owners pace and track their physical and mental fitness in order to maintain a balanced lifestyle. Find walking routes by time, area or fitness need in their area and calculate steps for their dog and themselves to stay fit and healthy. A zen dashboard allows single or multiple owners achieve "zen" with their dog and themselves. Feel fit, focused & socially engaged. Reminders throughout the day alert owners when its time to walk, play or connect. A wag map helps navigate to local vendors, dog parks and dog necessities featured on Paw Pacer map. You can also find other dogs to walk or play with, share on social with friends and compete in fitness challenges. The app also features a convenient dog pedometer help calculate your dog's average pace to optimize their best health.

Additional features to come include a Play feature to help train and have fun with your dog, a subscription based biodegradable wag box delivered to your door each month. And future exploration into scavenger hunting game play, pet taxi's and even pet vending machines filled with good for the dog, good for the planet snacks.

KEYWORDS

Dog fitness, dog care, dog ownership, good mental health, balanced lifestyle, dog zen

#BeADogWalker, #Dogzen, #MentalFitness, #HappyDog, HappyLife



Scientific Articles & Studies:

Time Magazine:

More Evidence That Owning a Dog Is Really Good for You

<https://time.com/collection/guide-to-happiness/4870796/dog-owners-benefits/>

American Kennel Club:

Want to Get Happy? Walk the Dog

<https://www.akc.org/expert-advice/lifestyle/want-to-get-happy-walk-the-dog/>

CNN Health:

The benefits of owning a dog -- and the surprising science behind it

<https://www.cnn.com/2021/08/26/health/national-dog-day-2021-benefits-of-dogs-wellness/index.html>

Best Life:

These Are the Biggest Things Pet Owners Constantly Worry About

<https://bestlifeonline.com/pet-owner-worries/>

PetMD:

Obesity in Dogs: Symptoms, Causes and What to Do About It

https://www.petmd.com/dog/conditions/digestive/c_multi_Obesity

People's Dispensary for Sick Animals report:

One in four dogs suffer from 'dog depression'

<https://www.goodhousekeeping.com/uk/news/a558927/dogs-suffer-depression-pdsa-study/>

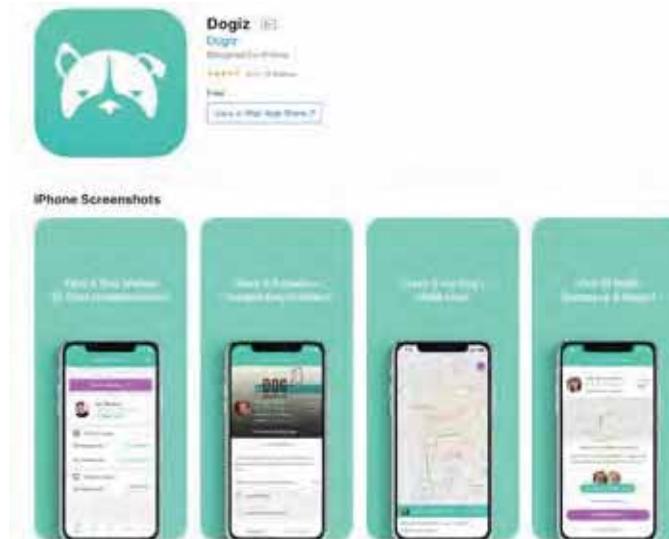
Apps Research

SIMILAR APPS

SOCIAL DOG DESTINATIONS



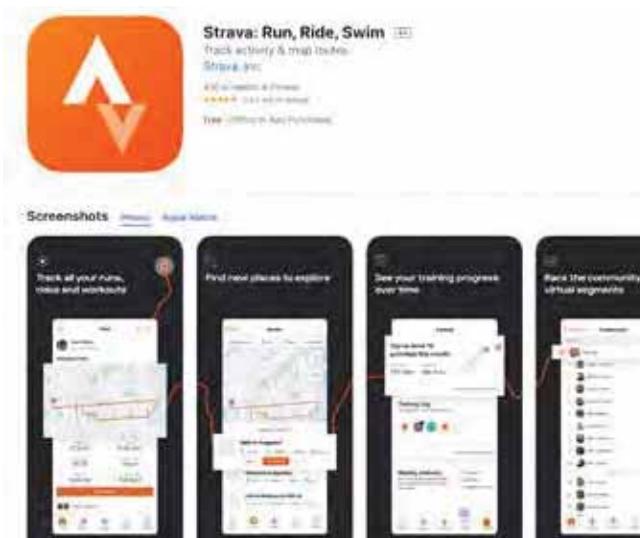
DOG ROUTING



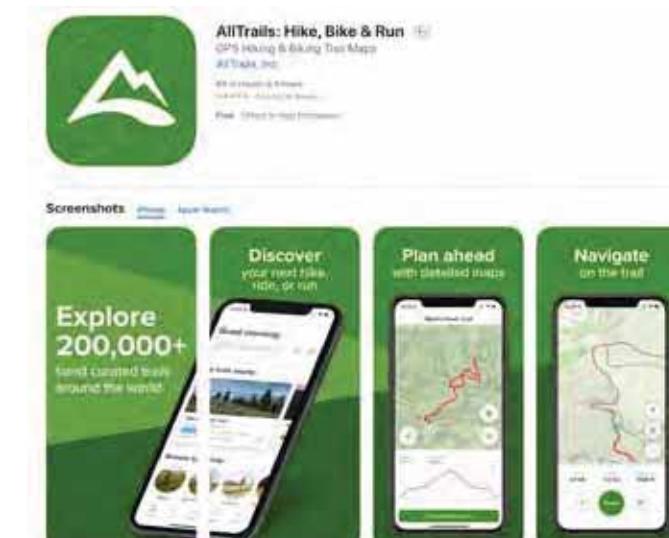
DOG HEALTH



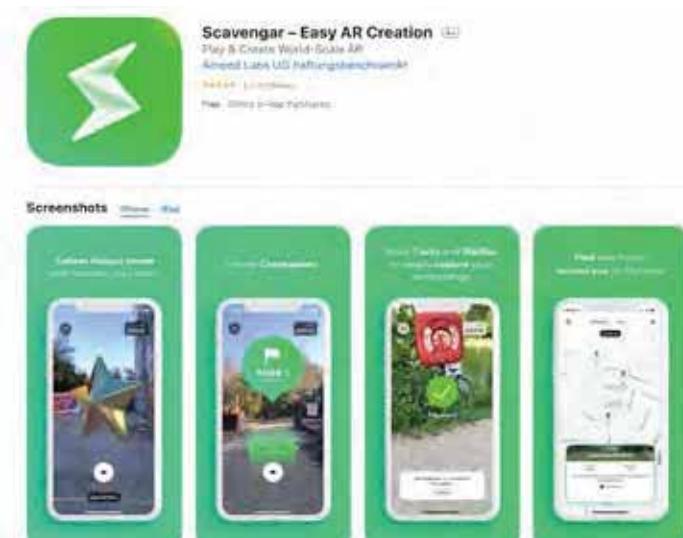
FITNESS



TRAILS



PLAY



ASSETS



“

Dog walkers were on average more physically active and spent less time sitting on the coldest, wettest and darkest days than non-dog owners were on long, sunny and warm summer days. ”



- Journal of Epidemiology and Community Health



KEY FOCUS : walking | fitness | play

“

Dog walkers were on average more physically active and spent less time sitting on the coldest, wettest and darkest days than non-dog owners were on long, sunny and warm summer days. ”

- Journal of Epidemiology
and Community Health

Ways to Motivate Dog Walking

- Use sounds on the app to alert the dog
- Screen alerts on iWatch & iPhone to alert owners
- Use of results set by physical & mental health goals
- Showing scientific proof of dog walking makes you happy
- Research w/ dog owners to determine happiness
- Game play to make it exciting, create competition
- Create Zen Dashboard for tracking dog/owner for simple gratification
- Use of dogs themselves as a social creature needing walk & play time
- Socialization detours bad dog behaviors

Owner Personas

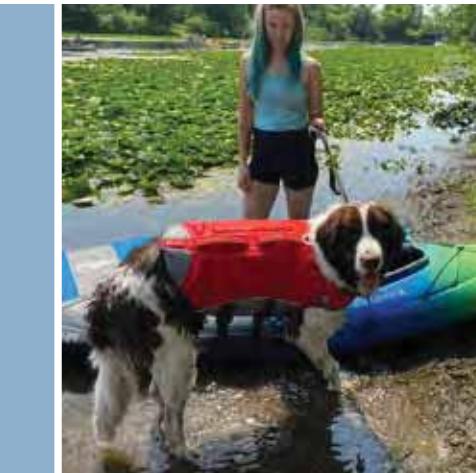
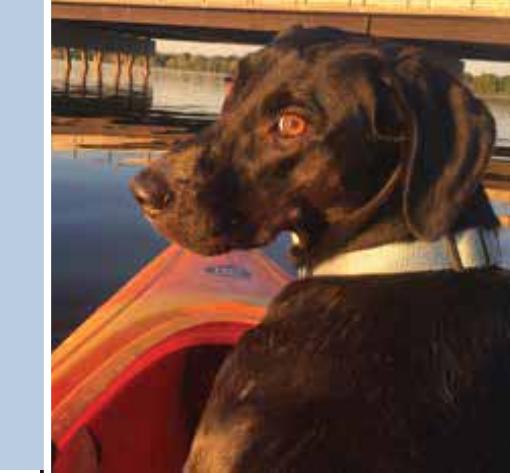
Solo Walker	Busy working professional with a neglected dog who needs 60 min of exercise per day. I need to stretch and leave my desk and get some exercise in. Likes to just walk out the door and go as a “solo” walker. Looks up saved routes and chooses by time or fitness needs. Health conscience and wants to work on a more balanced lifestyle. Conscience of food intake and dietary restrictions. Needs motivation and reminders to walk the dog.
Traveling Social Walker	Travels to new places, searches for dog-friendly parks, restaurants or trails recommended. Wants to meet other dogs in the area for impromptu or scheduled walks. Likes to use a map to navigate and cares about distance traveled. Likes to make new friends and share dog walking experience on social channels. Likes the real-time list of available members available to walk or play.
Family Walker	Typical family of 3 + household taking turns ensuring the dog is walked. The goal is always dog focused with a responsibility to meet daily dog walking obligations to keep the dog happy and healthy. Owners like to know what day each is assigned to walk the dog. Time allotments are important. Need motivation and reminders to walk the dog. Each owner has their own dashboard while the dog is the member to the app. Likes the real-time list of available members available to walk or play. Very dog lover active and seeks ways to help dog rescue efforts.
Fitness Walker	Very active and fitness orientated. Prefers a healthy routine and likes to be challenged. Likes to achieve rewards for accomplishments for both themselves and their dog. Highly competitive and likes to complete goals. Has a value vs reward mentality to stay motivated and engages. Is also climate conscience and likes the opportunity to give back and save the planet each time. Enjoys new challenges and would be a subscription based user.



INSPIRATION

INSPIRE health | fitness | play | social

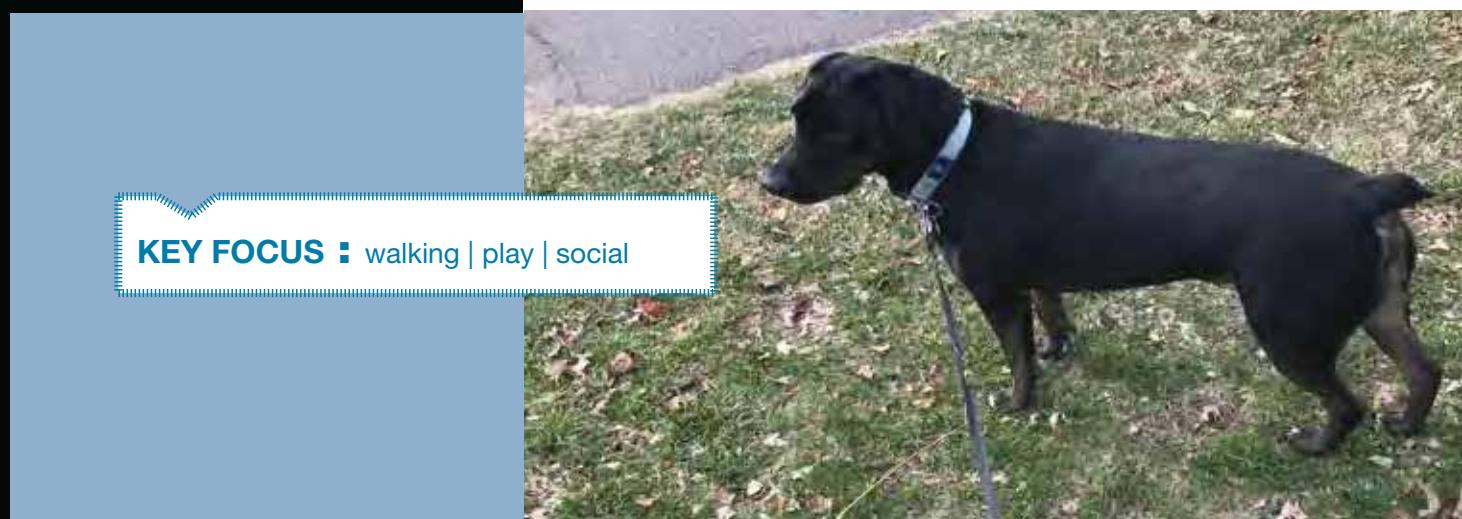
Be a Dog Walker to increase your happiness, fitness & engagement for a balanced lifestyle.



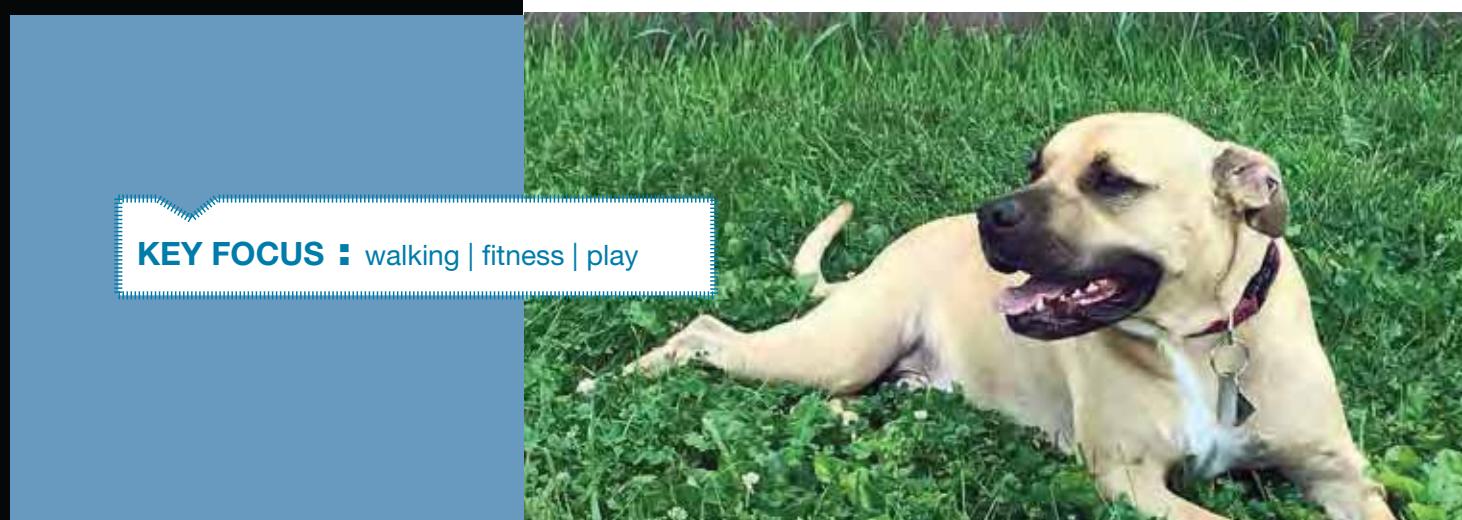
User Profiles



KEY FOCUS : walking | health | social



KEY FOCUS : walking | play | social



KEY FOCUS : walking | fitness | play

Lambeau

AGE: 12 years

BREED: Chocolate Lab German Pointer Mix

SIZE: Large (70-99 pounds)

NEEDS: 60 minutes per day

Recovering from surgery - 1/2 the daily recommended exercise per day for 6 weeks

Lincoln

AGE: 12 years

BREED: Chocolate Lab German Pointer Mix

SIZE: Large (70-99 pounds)

NEEDS: 130 minutes per day

Recovering from surgery - 1/2 the daily recommended exercise per day for 6 weeks

Levi

AGE: 7 years

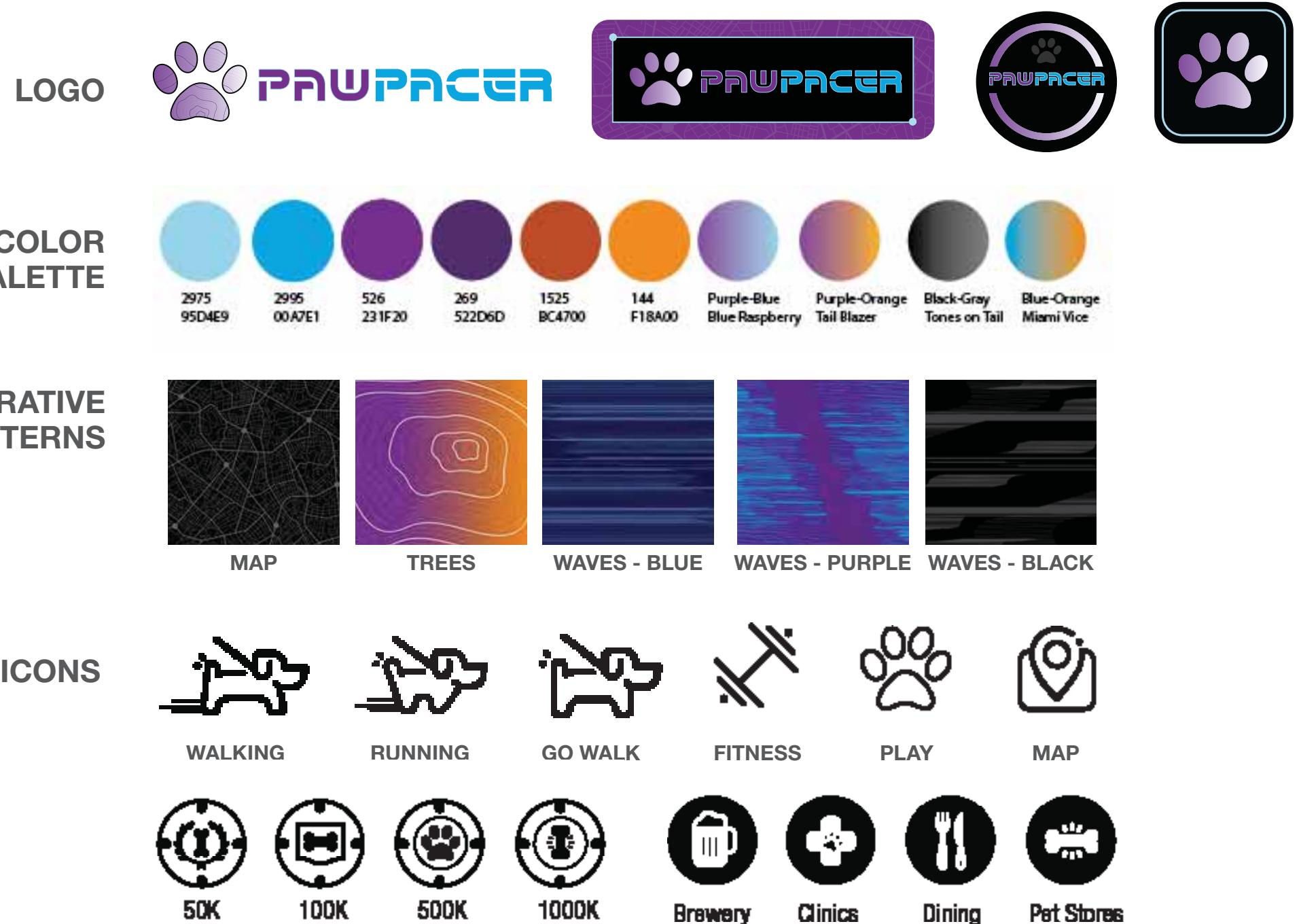
BREED: Pit Bull Mix

SIZE: X-Large (100-120 pounds)

NEEDS: 45 minutes per day

Has a bum ankle surgery - recommended exercise is limited to intervals of 20 minutes each day

Branding



App Store Marketing



PawPacer

Track your dog's daily steps & monitor their fitness and yours

GET



5.0 *****

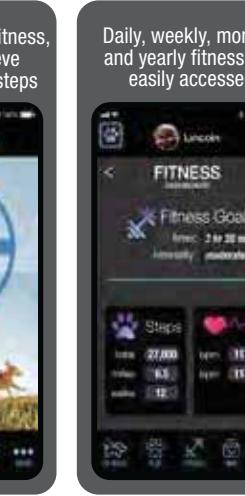
100 Ratings

#90

Travel

4+

Age



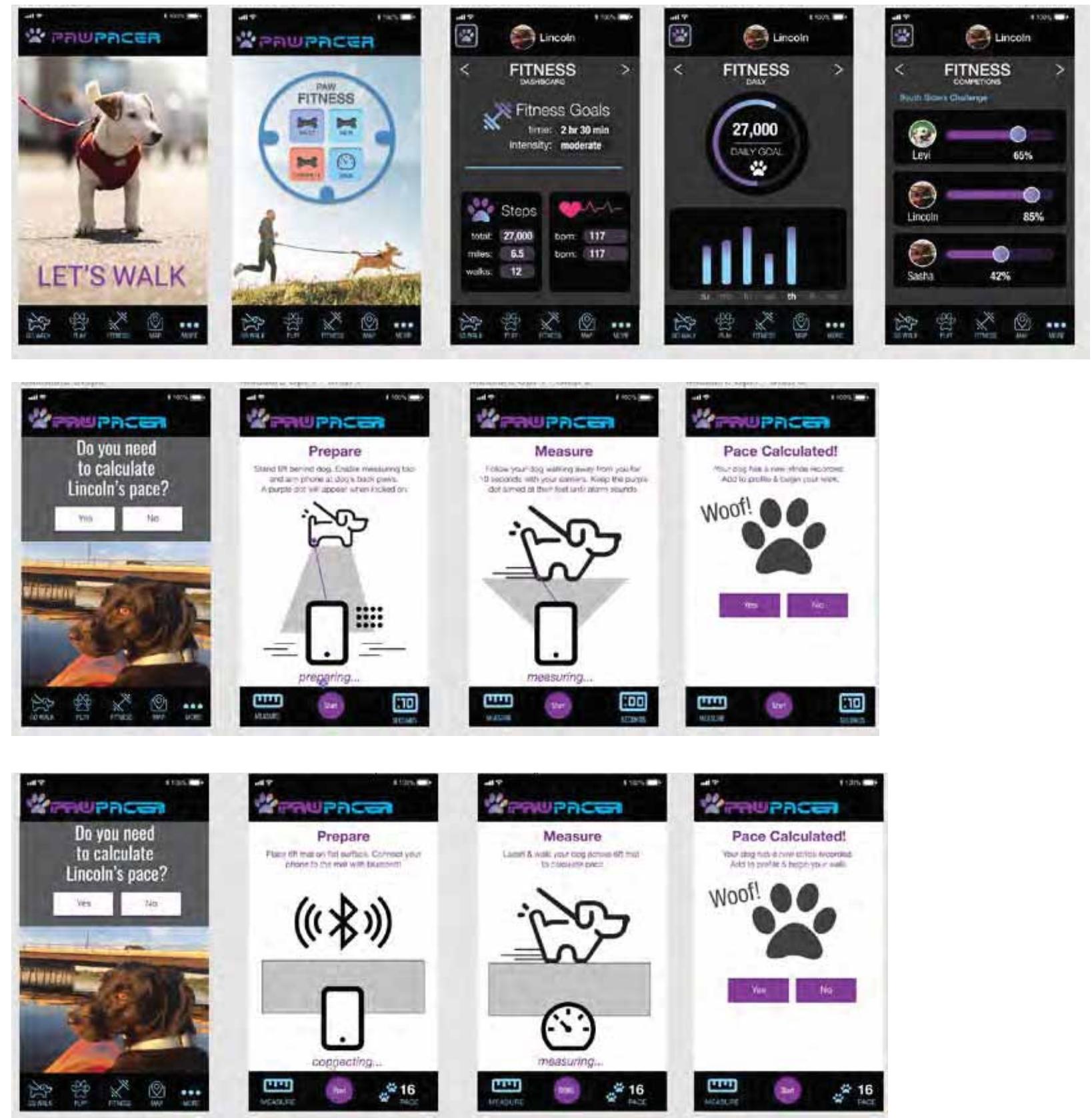
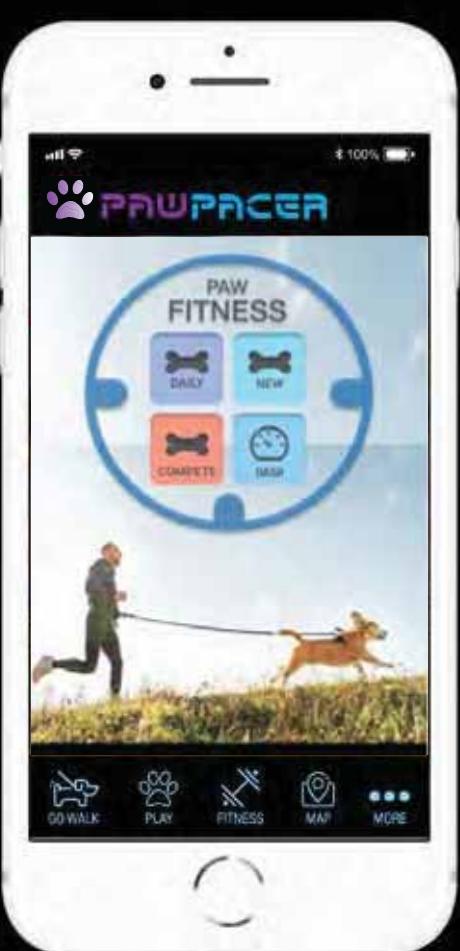
PawPacer is the perfect companion to provide walking routes by location while tracking steps, providing fitness challenges to keep dogs and owners happy, physically and mentally healthy, motivated and socially engaged on a daily basis.

KEY FEATURES:

- Keeps track of how many steps you and your dog are taking on your walks
- Make sure your dog gets enough exercise per day with the easy access fitness dashboard
- Complete fitness challenges

- Find dog friendly destinations in any city
- Meet new dog pals in the neighborhood
- Share with friends on social your fitness achievements, photos of great destinations to go walk or set up walk dates!
- Save and share your favorite routes in the city, wooded trails or along the sandy beach by destination, number of steps or time to complete

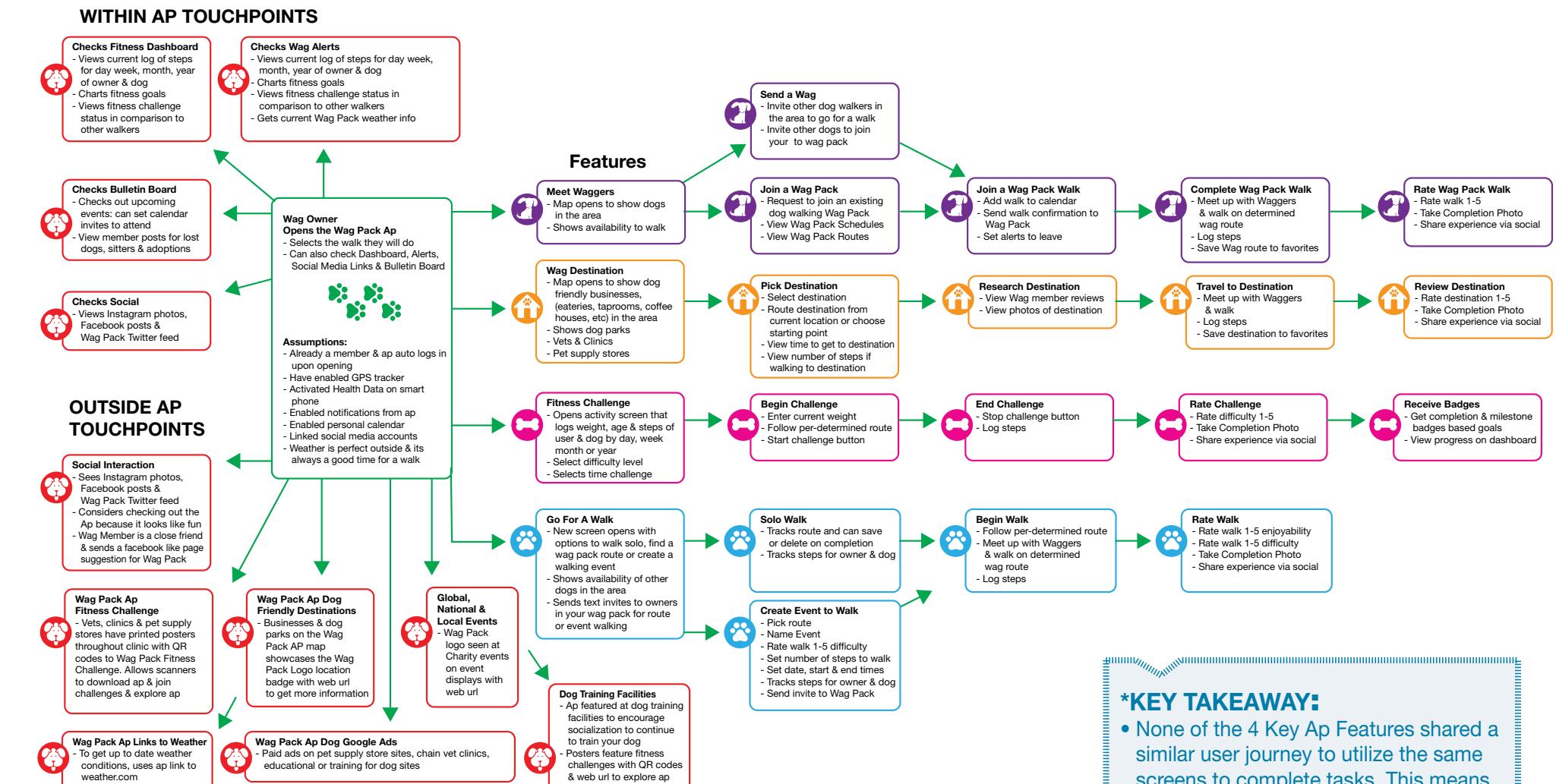
Fitness Feature Testing



Figma Prototype:
<https://www.figma.com/file/3ZMymzCSmg8fGKyci68uHG/Paw-Pacer-Case-Study-Landing-Page?node-id=220%3A581>

Journey Map

USER JOURNEY - TASK Identify key features of the ap. Pinpoint logical touch points that would influence the user and route each feature journey.



*KEY TAKEAWAY:

- None of the 4 Key Ap Features shared a similar user journey to utilize the same screens to complete tasks. This means a lot of development time and potential frustration by the user for having to navigate through so many screens.

Go Walk Feature Journey Flow



Low fidelity testing and user journey exploration done in Balsamiq & Marvel programs to test key features.

Marvel Mobile Prototype:
<https://marvelapp.com/prototype/22jabb96/screen/68584820>



User Testing

Task 3 Test Results

After you've reached your end destination, there are 3 options for you to choose from. Can you identify them? Can you proceed to accomplish each of the 3 options?

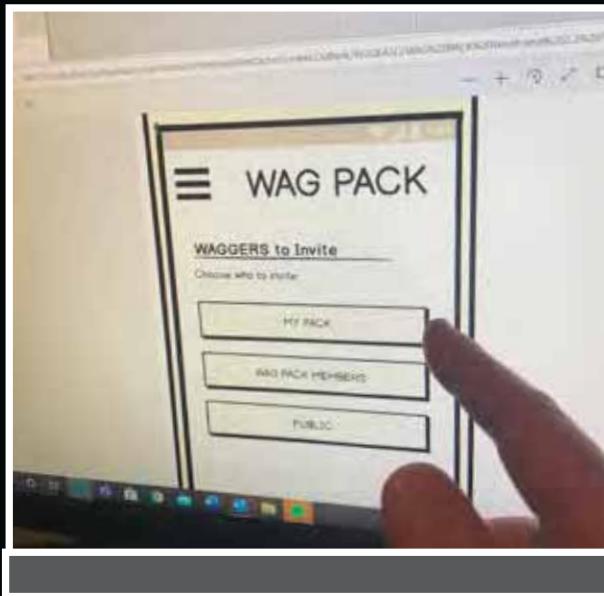
User 1 Julie - Remote	User 2 Molly- In person	User 3 Chieko-Remote	User 4 Joe-Remote	User 5 Eric-Remote
Yes: POST EVENT ON SOCIAL, RATE DESTINATION, RATE WALK. Can you proceed to accomplish each of the 3 options? YES, easily.	I would rate the destination, the walk and share it all	Rate the destination, Rate the Walk, or share it on social media. But I would not rate and share, but looks easy walk through	It seems very intuitive to post/view rewards/rate how the event went.	Yes, post on social; rate destination; rate walk.

Task 4 Test Results

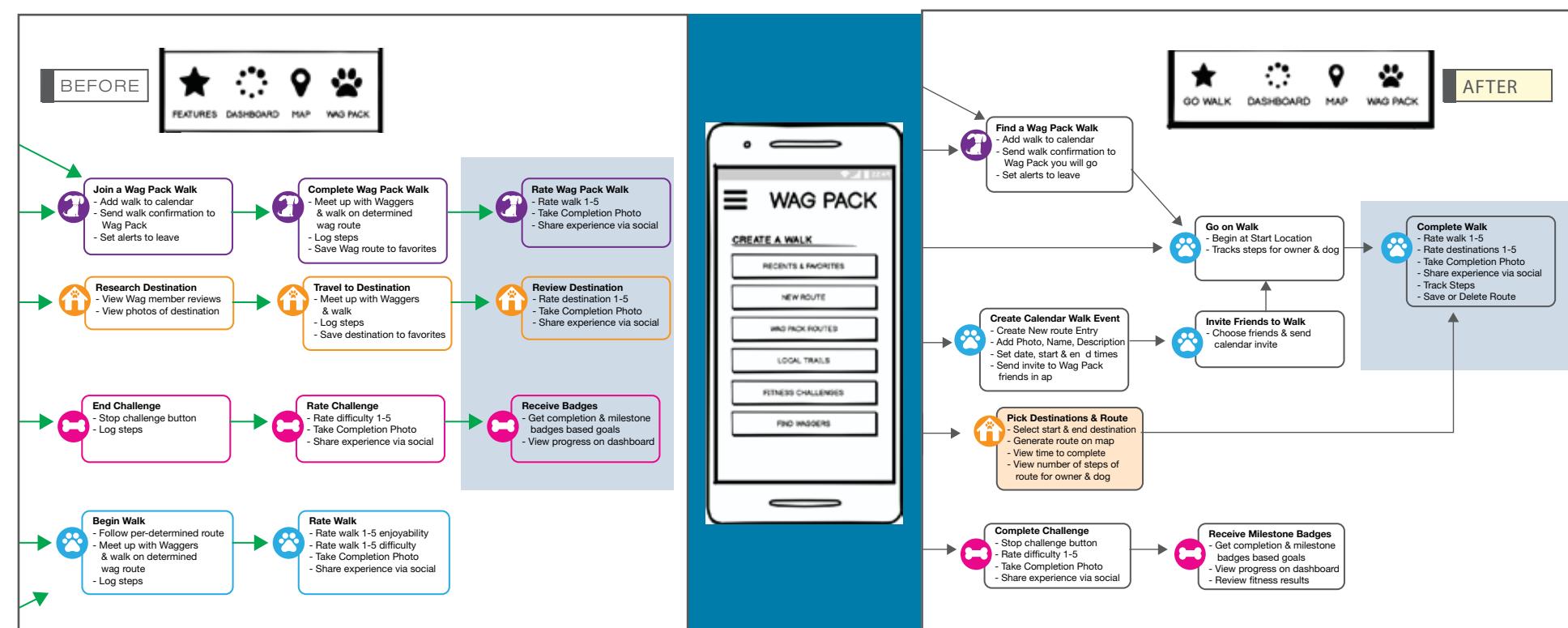
Would you take this route again and would you like to keep track of your dog's and your fitness?

User 1 Julie - Remote	User 2 Molly- In person	User 3 Chieko-Remote	User 4 Joe-Remote	User 5 Eric-Remote
YES, It's fun to see (or encouraging) how far you have gone and the experience you have. I would totally rate the experience first based on the area we walked, dog friendly, watering areas, environment.	I would save the route and the fitness	I like that the app would store my likes/dislikes of walks I went on by me rating them...keeping it on file. My favorite part of the app is seeing the steps/fitness.	If it was enjoyable it would be cool to make it a regular thing. I have not used a fitness app before but I'm sure if I did it would be very convenient.	Yes, I like a sure thing!

Key Feature Refinements



The ability to streamline the key feature of “Go Walk” created unity with the Map and Meet Waggers features. All used the map to navigate and walk solo or with others. The next step would be to align the last feature of the Fitness Dashboard with the Completion screen. With a few adjustments and using the “Go Walk” user journey as a guide the “Fitness Dashboard” could also utilize the Completion screen.



KEY TAKE-AWAYS

- The outcome for 3 of the key features could be streamlined to be the same “Complete Walk”
- Keep the task focused on the goal of the ap-going for a walk to determine needs of user in a simple, easy and fun way

DESIGN EDITS

- Modified Key Features on Ap from “Features, Dashboard, Map & Wag Pack” to “Go Walk, Dashboard, Map & Wag Pack”
- Created New screen called “Create A Walk” eliminating 2 previous screens, streamlining filtering and simplifying the process

User Testing Results for Go Walk Feature

The user testing preformed this week **re-tested the process** of the key feature to create a walk, invite some friends to join at a local neighborhood bakery and walk to a brewery where they celebrated with a beer and posted to Instagram.

The goal for the **digital prototype** is to test ease of navigation, promotion of logical actions in order for a user to set up a walk with a calendar event sent to friends. Users needed to choose destinations with an interactive filtering map. The goal was to learn about user preferences for their interactions w/ calendars, maps, socialization, fitness goals and comfort levels while performing tasks to accomplish this walk.

The Wag Owner opens the Wag Pack Ap to the home page with the intention of creating a walk and inviting some fellow Wag Pack members to join. An updated home page with **a new icon called "features"**, was listed first and make its icon a star in encourage it to be the first one picked as a primary spring board for the user to create an walk. The **results were mixed** with a 3-2 split. Again users had to be guide to the feature selection based on their familiarity with other apps. Some were dashboard lovers, who expect to click a dashboard and all of the relevant ap options would come up and they would start there. Some wanted to pick their friends and their route before they picked a date for an event.

Further testing has revealed the need to simplify the home screen further. Everything may be a walk rather than a feature. Additional needed features could be stored in the mini menu bar in the top left navigation corner. This action will eliminate the next screen and jump quicker into testing for creating an event using the event map, calendar and router.

It was determined what was important to testers. Ease to interact with contacts, the value of a rating system, importance of fitness goals and social activity tendencies were all valuable to end users. The calendar interaction cues from the classic email calendar and scrolling time setter is the most expected and wanted interaction in the user journey. This **creates the familiarity the user likes in order to navigate quickly through a task orientated journey.**

Additionally, since this is a walk and route activity ap, **the map is a key feature that the majority of the testers want to use as their main tool** within the ap to jump start their walks, create events, check fitness cues for steps and to find fellow walkers. Additionally the **social features that were most important were related more to interaction with the users ability to contact friends** to invite them to walk more than it was to post their activities on social media, yet they still wanted the option to post on social. Lastly, the **rating system should be less generic**, offer more substance such as user reviews, route photos, a second rating system specific for the dog and the system should be clickable icons so its fast and easy.

The digital prototyping provided both challenges and successes. Finding a compatible testing system was varied by user capabilities. Additionally, it would be easier to have more than one person performing the testing. **A person to facilitate and one to take notes while the test is being conducted would be ideal.** Use of a recorder to take notes while administering the tests was helpful. After the first two testers, it was obvious **the slides at the beginning needed adjustment in order for the user journey to flow better.** It did make a big difference and allowed for faster more efficient testing.

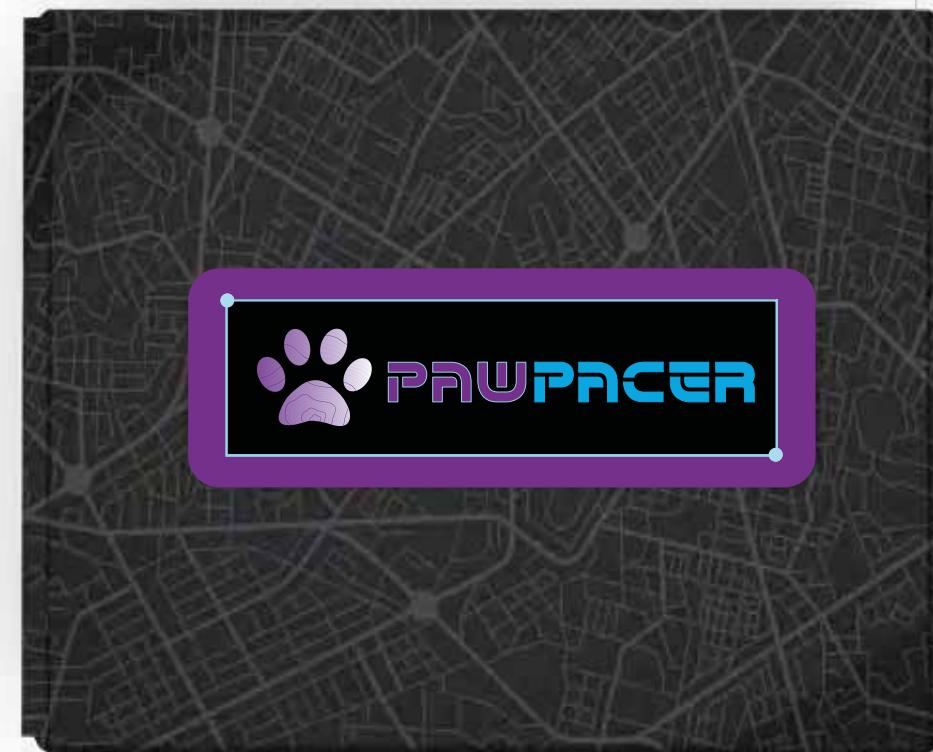
It has been validated that **further adjustments on the homepage** to the four interactive icons can create a better user experience that is easier to understand and navigate. This process will help **streamline the other user journeys** and help provide consistency to the other user journeys down the road that directly enact and cross over. Further testing to streamline the create a walk event process will be explored. Less screens if possible to accomplish the same tasks will be a goal for the next rounds of design.

*KEY TAKE-AWAY

Further testing has revealed the need to simplify the home screen further. It has been validated that further adjustments to the four key feature icons will streamline the user experience and make it easier to understand and navigate.

Subscription Feature & Marketing Products

Further expansion includes flushing out the fitness feature which will include a subscription based membership incorporating a monthly mailed Wag Box with earned fitness badges for number of steps walked by your dog, handy dog gear and healthy treats.



PawPacer
Feel Good.
Do Good.
Challenge



Featuring a Biodegradable Wag Box

What began as a mailed monthly subscription box has morphed into also tackling a wicked social problem.

Research focused on mental health, fitness and pet ownership highlighted how humans and dogs throughout the events of the last year, are struggling with similar issues that could be addressed.

I've created a **Feel Good, Do Good 1-Week Challenge.** I have sourced an environmentally friendly biodegradable subscription box that is good for the planet. To encourage people to try this walking challenge I've offered up a fun interactive way to design your own box. Part of the profits will go to an animal rescue. Additionally the box features a new collar, leash and healthy training treats to get the owner and pet started on their way. If owners liked feeling good and doing good, they could sign up for the monthly subscription with a 15% discount for the first 6-months and work towards using the PawPacer app to earn fitness badges and walking goals.



FIGMA Hi-Fidelity Web Page & Proto Type

To showcase the **Feel Good, Do Good 1-Week Challenge**, I designed the desktop landing page for the event and a link to an additional web page that featured designing the Wag Box.

Additional work will begin through capstone to build out this site and include where I have sourced an environmentally friendly biodegradable subscription box that is good for the planet. Embedding the “Be A Dog Walker” info video I created, revising the infographics to live on the new website, providing the marketing pitch and fitness challenges for members, etc at the url I purchased this summer. pawpacer.com

I envision the site bringing together all the pieces of the capstone project with all of the courses contributing in some way to this overall project.

Figma Prototype:

<https://www.figma.com/proto/3ZMymzCSmg8fGKyci68uHG/Paw-Pacer-Case-Study-Landing-Page?node-id=519%3A1173&scaling=min-zoom&page-id=3%3A3&starting-point-node-id=519%3A1173>

LET'S WALK!

Feel Good. Do Good.

1-Week Challenge

It's better mentally & physically by walking your dog for 20 minutes each morning and 20 minutes each evening. It just might you and your dog will have less stress, anxiety and depression while getting fit and increasing positive energy. You can also try to offer new challenges to your dog to keep them healthy and happy. If you're not sure what to do, check out our free guide below! Walking outdoors and climbing stairs makes fitness much easier to achieve. Get moving with these simple steps to success!

Exercise is one of the best ways for good health and longevity. Finding the motivation to exercise can be a major challenge. PawPacer wants to make it easier to achieve a healthy lifestyle for you and your dog. We've created a Wag Box that you can design to get you started. Your first box includes a new color, fresh and healthy dog training treats. With each order you make we will donate \$10 to our partner animal rescue non-profit, [Hope for Paws](#).

After a month, if you continue to walk in continue to feed, receive 10% off a monthly subscription. Receive a free wag box each month with your personalized design delivered to your door. No disappointments and can be customized or recycled in your location. Together we can save our canine friends, their physical owner, mentally refreshed and help care a pet in need. One paw at a time.

Join the Wag Pack!

BE A DOG WALKER

1.9 MILLION FAMILY DOG OWNERS ARE 50% HAPPIER AND 83% SOCIALE

The Science Behind Being a Dog Walker

Here are some of the most recent studies on exercise, mental health and the benefits of dog walking.

• Movement, including working out, walking, running, cycling and swimming stimulates chemicals in the brain—like dopamine, serotonin, and norepinephrine—that are associated with improved mood and decreased stress. When we break our heart rate, our body releases endorphins, resulting in a boost of energy and increased mood.

—US National Library of Medicine National Institutes of Health

• The COVID-19 pandemic and the resulting economic recession have negatively affected mental, physical health and created new barriers for people already suffering from mental illness and substance use disorders. During the pandemic, about 4 in 10 adults in the U.S. have reported symptoms of anxiety or depressive disorder. Many adults are reporting specific negative impacts on their mental health and well-being such as lower energy, poor physical fitness, and increased stress.

—The Henry J. Kaiser Family Foundation

• Regular exercise is must. It can help combat unwanted behaviors like chewing, gleiching, tail-chasing, excessive barking, digging and aggression. Many are trained to be active yet 50% of U.S. dogs are overweight or obese which leads to diabetes, heart disease, respiratory disease and other ailments.

—PetSmart Pets World

Join the mailing list

Stay in touch to learn more about our latest stories, products, events, tips, promotions & customer reviews along the way.

EMAIL SIGN UP

©2022 PawPacer

Join the Wag Pack!

Pick a pattern & color theme with our Paw Pattern generator online in just by clicking the mouse. The new pattern will be used to generate your customized monthly Wag Box subscription box.

Using creative tools to generate designs for packaging on biodegradable boxes, the pattern themes increase value, mass and fun patterns to engage our users daily.

NEW GENERATED PAW PATTERN

Design Your Wag Pack Box

Pick a pattern & color theme with our Paw Pattern generator online by clicking the mouse. The new pattern will be used to generate your customized monthly Wag Box subscription box.

Using creative tools to generate designs for packaging on biodegradable boxes, the pattern themes increase value, fun and mass patterns to engage your users daily & stay in touch with your trusted canine.

Join the mailing list

Stay in touch to learn more about our latest stories, products, events, tips, promotions & customer reviews along the way.

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Videos

Videos created for intro and as an infographic video to justify dog walking is good for you!

Videos on Vimeo:

PROMO
<https://vimeo.com/manage/videos/454016063>

INFORMATIVE
<https://vimeo.com/manage/videos/475496040>



Capstone Roadmap



Website

URL has been secured - simple website to be build using HTML, CSS & P%JS.

Domain:
pawpacer.com

