Group 3.1′ s Stage 5 Presentation

Barkipedia

1.

INTRODUCTION

Introducing Barkipedia – the only application a dog lover will need

The Agenda

- High level explanation of the design
- Problems we aimed to solve
- The end-users and stakeholders
- The research conducted and their results
- Our design decisions and the logic behind them
- Heuristics report findings
- Design changes made in response to them
- What we would do in future iterations of our User Interface.

The Introduction

- Barkipedia is the only application any and every dog user will ever need.
- An all inclusive one stop shop for gathering information on all things dog related
- Tackles the issues of doing research when it comes to our furry companions
- Forged a path that converges all the different paths taken to do research into one.

2.
Idea and Stakeholders

What problem are we trying to solve? Who is this app meant for?

Design Problem

Overwhelming

With the large myriad of informational resources that exists online, whether in the form of articles or videos, it can be difficult to sort through all them and find exactly what you need

Inefficient

During times of concern and anxiety over our furry friend's health and wellness, it's imperative that we are able to access information quickly and efficiently.

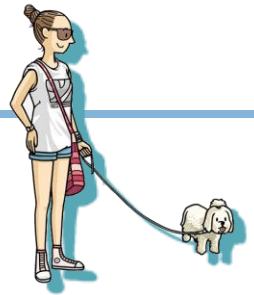
Unreliable

There's always a feeling of uncertainty that entails taking the advice of an online user – especially when there's no way to confirm their level of expertise or credibility.

End-Users and Stakeholders

Dog Enthusiasts

People who don't own a dog but just like dogs and have little to no wisdom on dog-related topics.



New Dog Owners

People who have newly acquired their own dog and are in need of information on the financial and material necessities of owning a dog.

Long Time Owners

Veteran dog owners with extensive knowledge and experience on owning dogs.

3.

User Research Findings & Design Decisions

What we found after conducting user research and what we did with these findings.

User Research Methods

Extreme User Interviews

- Dog owners typically conduct research online and hold responses from long time dog owners of the same breed in higher regard than other people
- Most common research topics had to do with dog behavior based on breed
- Reviews and ratings are important factors when considering which businesses to take their dogs to
- Connections to other dog owners did not seem to be as important to younger dog owners as it was with older dog owners.

Secondary Research

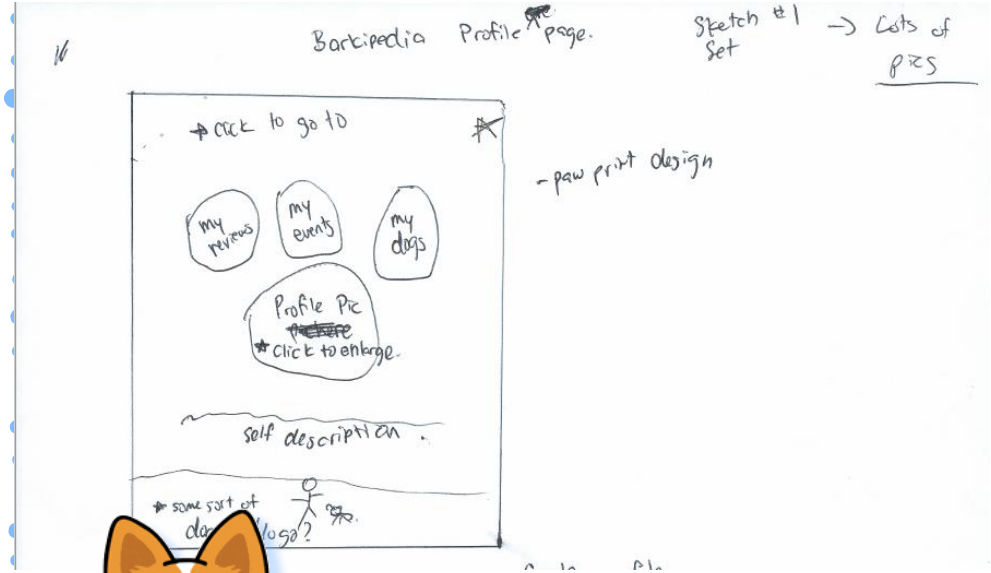
- Looked at Facebook, Eventbrite, Google Reviews, Yelp, Reddit and Stack Overflow
- The general layout of events should include things like a picture of the event, the event details, and a way to show your status regarding your interest in the event
- For reviews, a simple rating system and comment section worked the best and easiest to read.
- With forums, we decided that our design should heavily resemble a simpler version of Reddit

Design and Justification

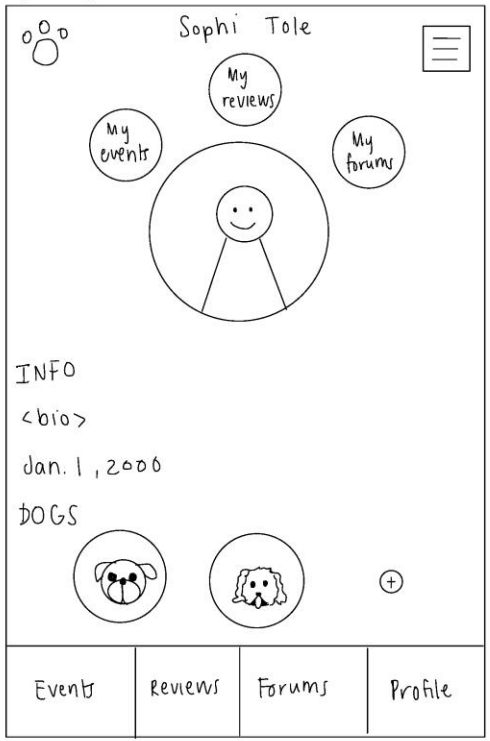
Major Design Decisions

- 4 central pages, 1 for each of our 4 key features: personalized profiles for the user and their dog(s), viewing events, viewing and leaving reviews, and a question and answer forum
- The whole point of Barkipedia is to be able to gather any dog related information in one centralized application
- Should-haves: personal feeds for each user, RSVP ability for events, ability to create events, and a separate profile page for a user's dog

From Rough Sketches to Lo-Fi Prototype



Profile/Home Page



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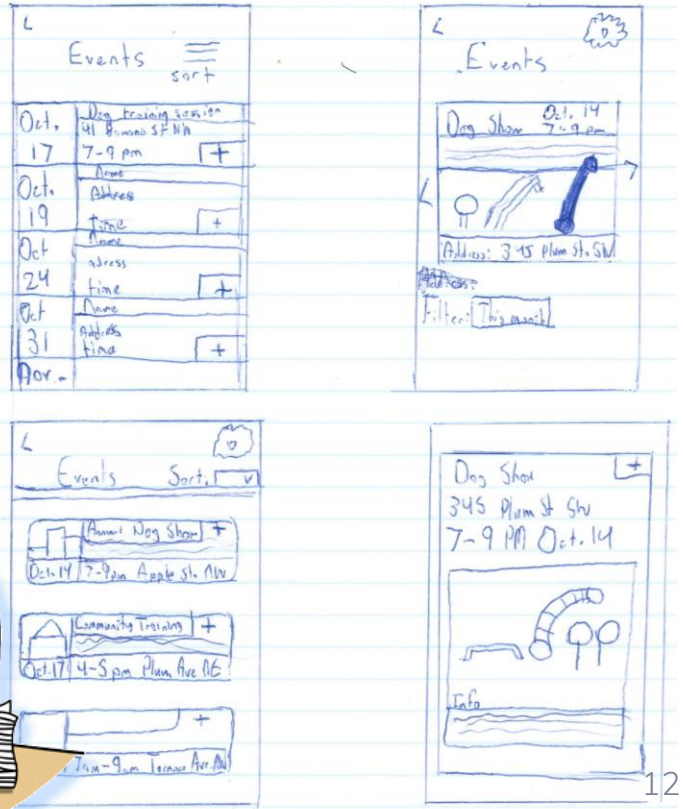
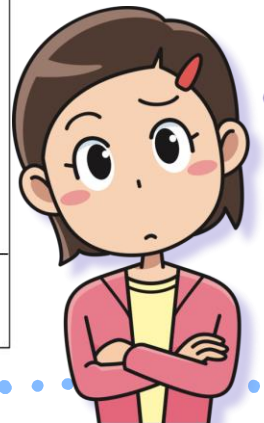
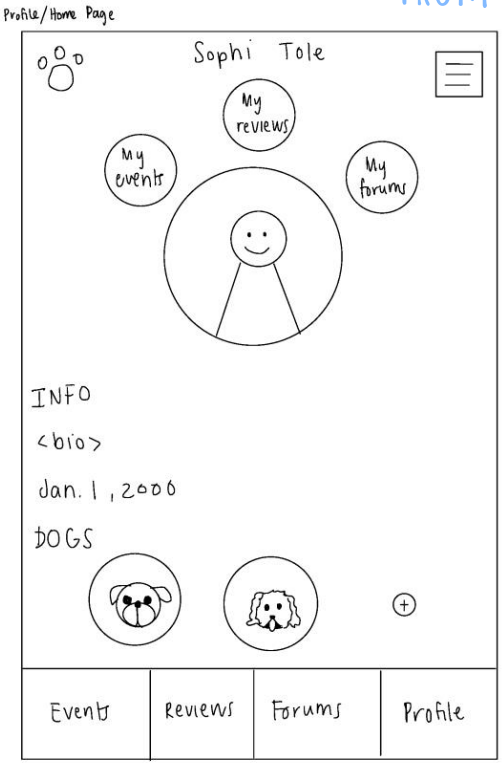
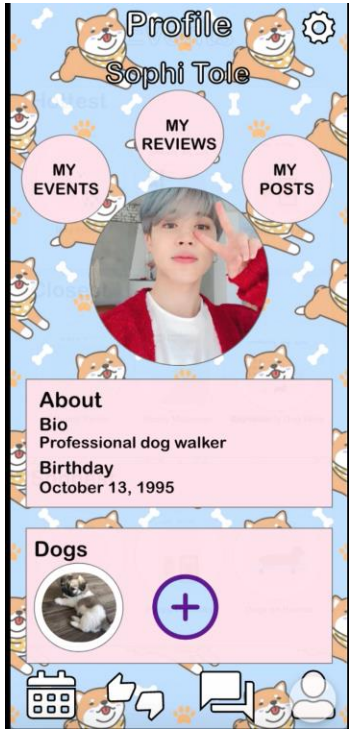


My Events - changed second event to going



From Lo-Fi to Hi-Fi





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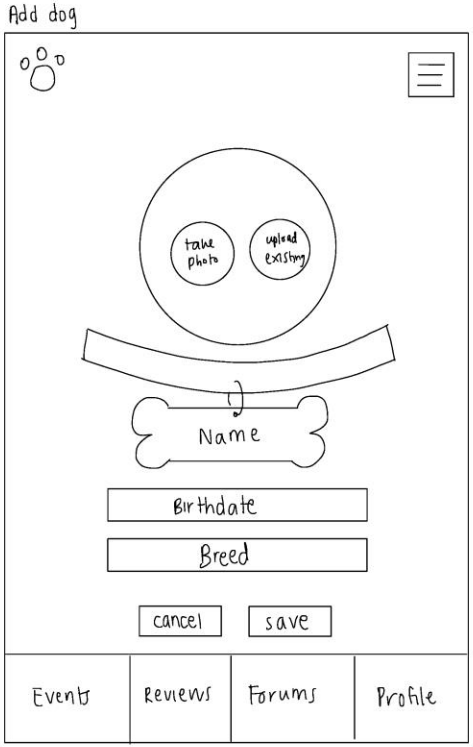


From Lo-Fi to Hi-Fi

My Events - changed second event to going

MY EVENTS

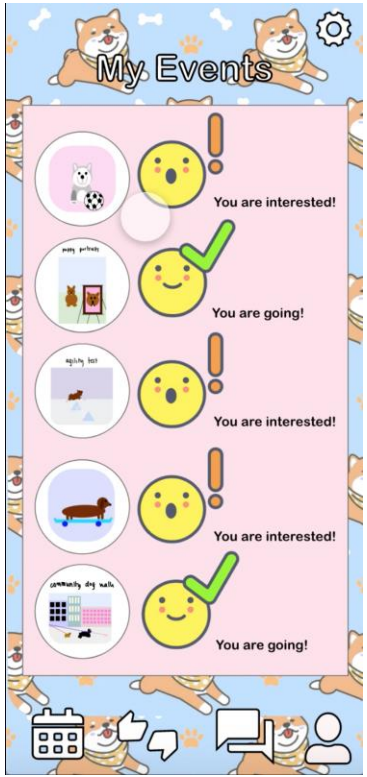
Sort: upcoming

29 OCT — Adopt a pet in the park — Sat 3:00 PM — 85 St. NW — You and 43 others going — <event image>

3 NOV — Puppy Portraits — Fri 12:00PM - 6:30PM — 344 Varsity Dr. NW — You and 30 others going — <event image>

27 NOV — Calgary Dog-A-Thon — Sun 4:00PM — 200 Barclay Parade SW — You and 103 others going — <event image>

Events | Reviews | Forums | Profile



From Rough Sketches to Lo-Fi Prototype

4.

Heuristic Evaluation & Design Changes

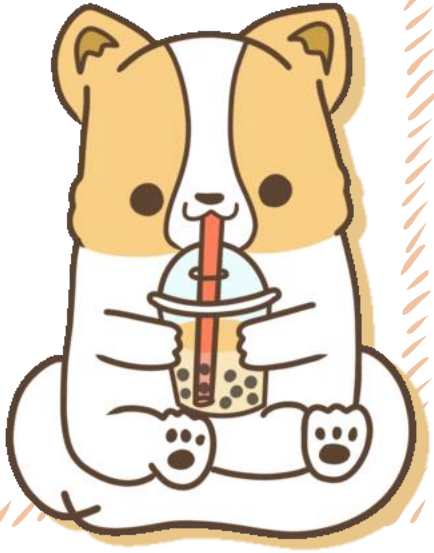
What we discovered from our heuristic evaluations

Heuristic Evaluation and Findings

Most important issues to be addressed:

- Issues with legibility of our text due to formatting
- Redundant buttons on some pages
- Not being able to delete or edit dogs
- Only being able to edit the profile page from the settings tab instead of on the profile page directly
- Not having the bottom icons become highlighted when you are on the specific section of the application

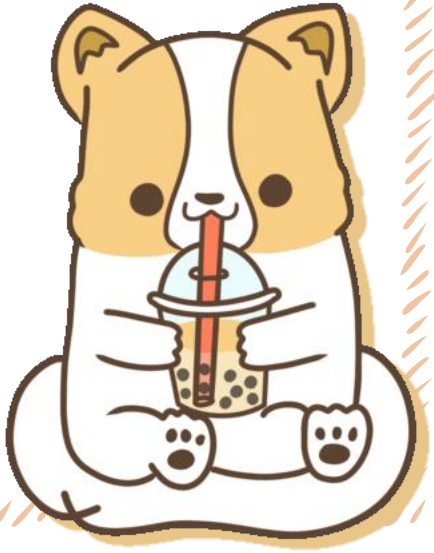
There were also other suggestions that we decided not to implement...



Design Changes

Design changes we decided to implement:

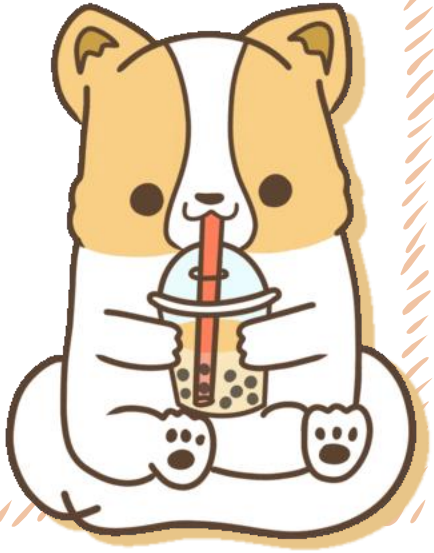
- Formatting changes all throughout the UI to increase legibility by blocking off sections and changing fonts
- Removing redundant buttons by inspecting each page carefully ourselves once more
- Adding the necessary pages to delete and edit dogs
- Moving the edit profile prompt from settings to the profile page
- Implementing the highlighting of icons based on which section of the application you are on



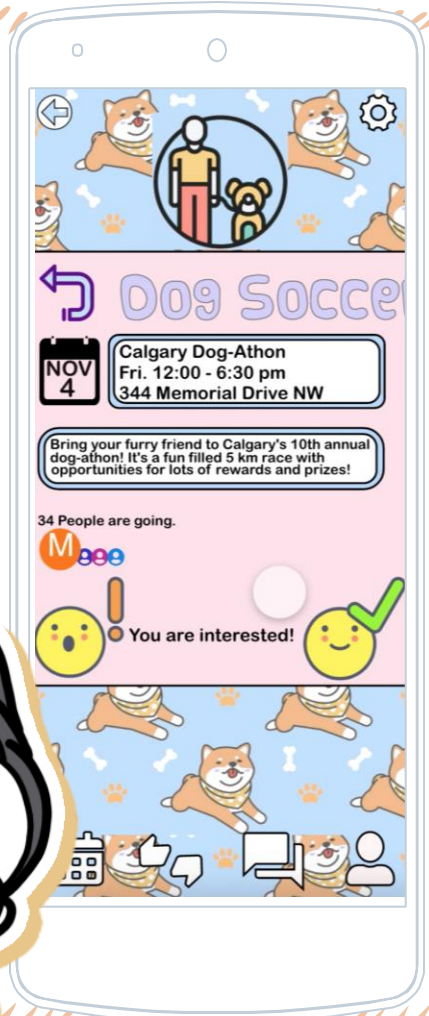
Design Changes

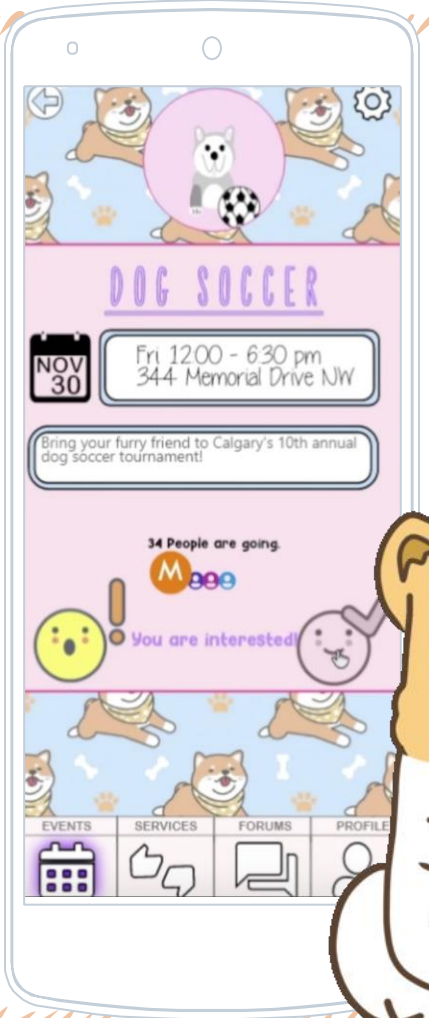
Additional design changes we decided to include:

- Add titles to the EVENTS / SERVICES / FORUMS / PROFILE PAGE icons
- Change all event pages to have event icon be the event photo
- Distinguish interested icon from the going icon on the events page
- Settings: combine email, location, and phone number in one page
- Settings: combine notifications
- My Events: add title to each listed event



Design Changes





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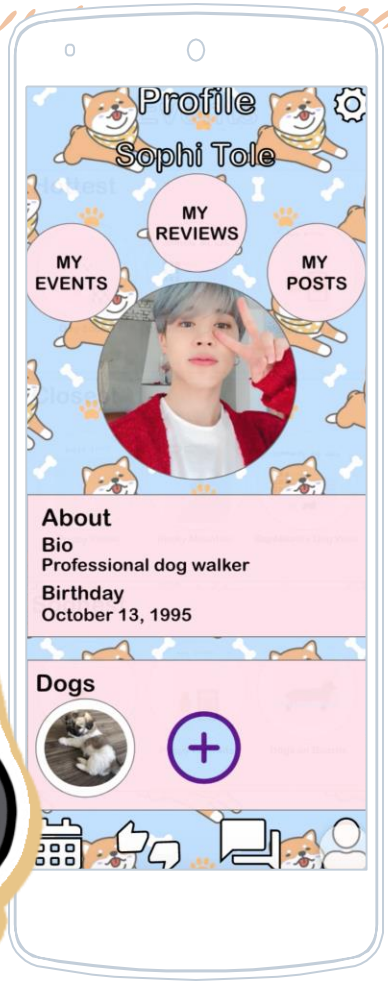

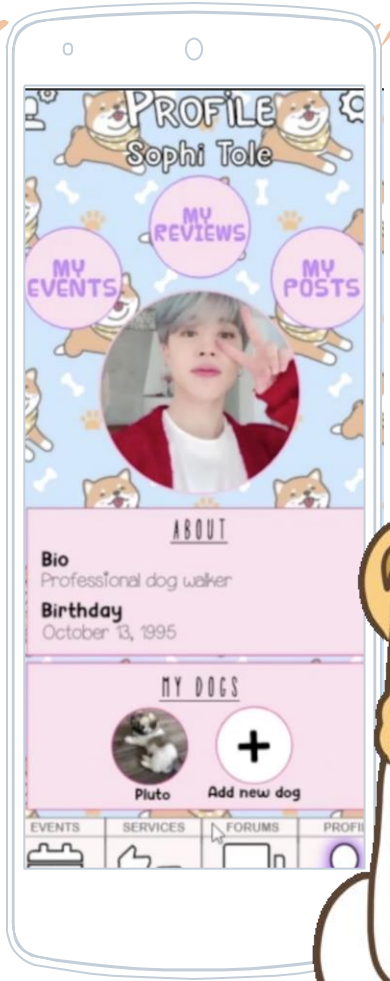

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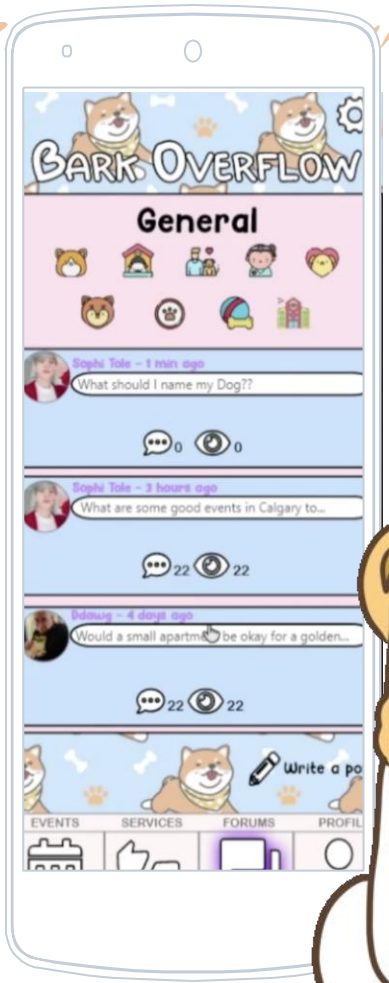

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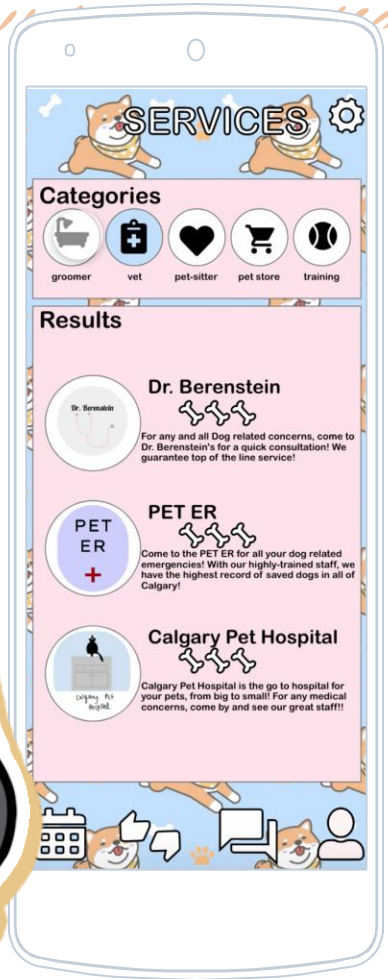
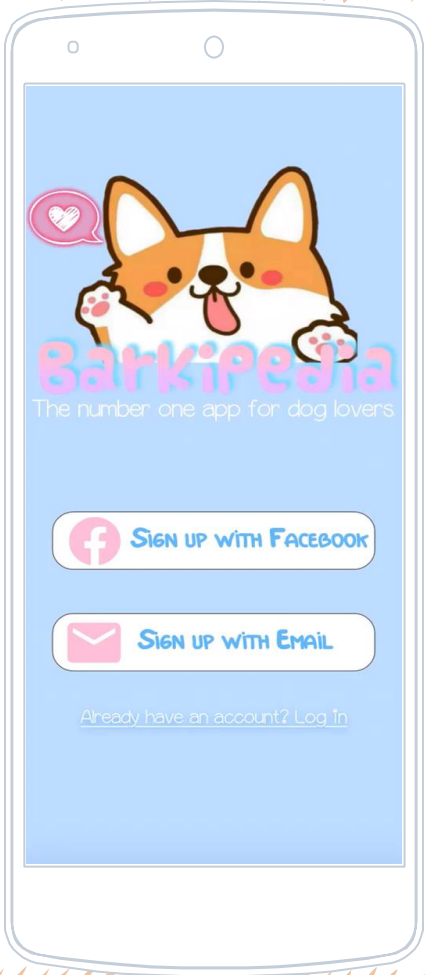
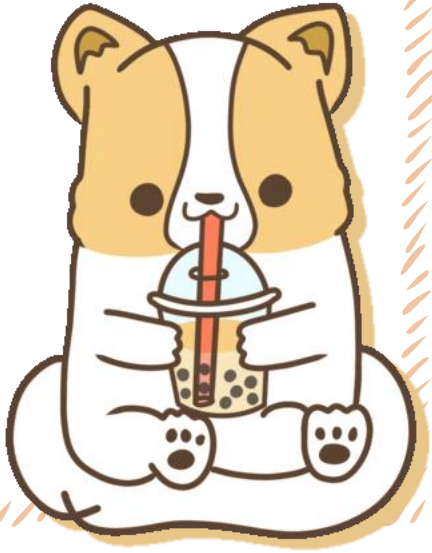


Final Prototype





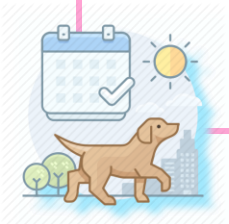
5.

Next Iteration Plans & Conclusion

Recommendations for next Iteration of design and the final conclusion to wrap it all up

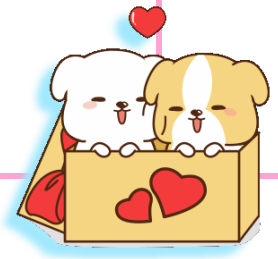
Recommendations for Next Iteration of Design

View All Events



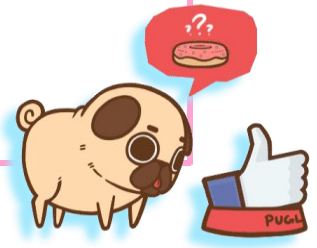
Create new event and invite others to events

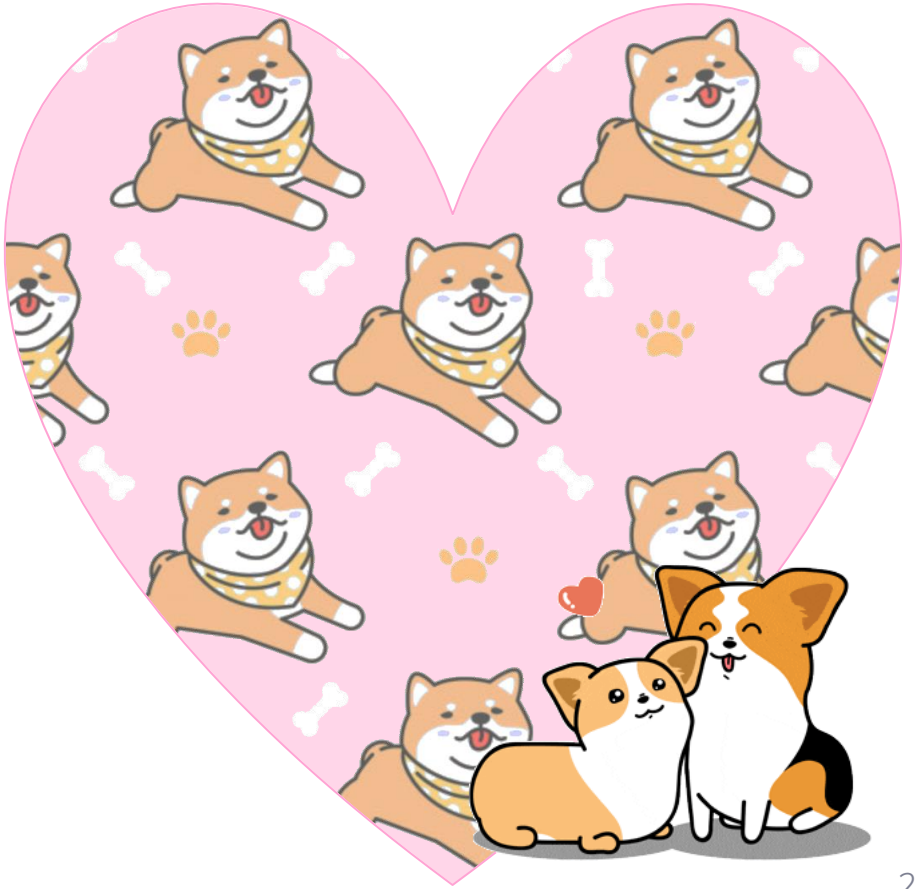
Messaging and Friend System



Reminders/alerts for events, appointments and recommended

"Recommended" Functionality





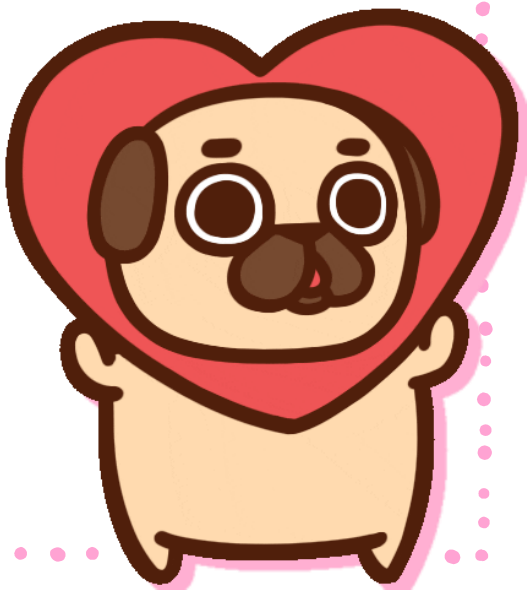
Conclusion

Find reliable answers to your research questions, keep up to date with the latest events, discover the hottest dog businesses near you, and proudly show off your pawsome pal all in one app!

THANKS!

Any questions?

Credits

Special thanks to all the people who made and released these awesome resources

- Presentation template by SlidesCarnival
- Cute graphics by Dribbble and Giphy