



Sarah Kasiske

Project Plan

For

Fur Me

Prepared By:
Sarah Kasiske

Project Summary

Fur Me is a website for people seeking a dog. The intent of this website is to lessen the number of dogs either given up or placed in an inappropriate home.

With this website users will be able to research dog breeds, learn if they can care for a dog, learn about adoption or buying a dog and prepare for when their dog will arrive.

Project Overview

The goal of Fur Me is to reduce the number of dogs returned and ensure dogs are placed in appropriate homes by assisting users in making an informed decision when choosing a dog breed.

Many dogs are living in homes where they do not receive the care they need. This is not necessarily because their owners do not care, but because they do not understand what type of care their dog requires. For example, someone might not understand why their pet is destructive when they are away. Rather than assuming their dog is bad they should be questioning what might have caused them to be destructive in the first place. Destructiveness often occurs in dog breeds that require stimulation and exercise. If they do not receive enough exercise and do not have brain stimulating toys, they can become bored when left alone and become destructive. In addition to this some dogs are returned because their owners were either not prepared to take care of a dog or did not choose a breed that suits their home and lifestyle.

While there is a vast amount of information online it is challenging to find everything you need to know on one website. Additionally, many of these sites do not provide enough information about what caring for a dog means. This process can be frustrating and time consuming for someone looking for a dog. Because of this it is likely many people do not conduct enough research to know if they can care for a dog or find out if a dog breed will fit their lifestyle.

Fur Me will allow users to find all of the information they need about dog breeds and caring for a dog in one location. With this website users will be able to make an informed decision about what dog breed would be most suitable for their home and lifestyle without scouring multiple websites for information. Users should leave Fur Me feeling as though they are able to make an informed decision about owning a dog.

Objectives

Objectives for this project include:

- Create a website that makes it easy to find all of the information needed to select a dog in one place.
- Help users find a dog breed that is suitable for their home and lifestyle.
- Provide information that is trustworthy and thorough.
- Allow users to discover if they can provide a suitable home for a dog.

Target Audience

The primary audience for Fur Me is young adults who are in the process of choosing their first dog. Other audiences include anyone looking to select a dog, people interested in learning more about dog breeds, adopting dogs or purchasing a dog and people considering if they would be able to adopt or purchase a dog.

Review of Existing Products

There are many websites sharing information about different dog breeds. The American Kennel Club, dogtime.com, Dog Breed Info Center, vetSTREET, IAMS are just a few. These websites provide varying information about different dog breeds. The AKC provides trustworthy information and will test how well you match to a dog. The information they provide, while trustworthy is rather brief. Websites like dogtime.com and vetSTREET give useful information and provide ratings of different dog breeds based on different characteristics. However, ratings and information does not always match with each other, making me question how trustworthy their information is. None of these websites succeed in giving all of the information a user would need to select a dog breed. Missing from these websites is comprehensive information for potential dog owners to select an appropriate dog breed.

Stakeholders

The Stakeholders for this project are:

- Users
- Animal Shelters
- Veterinarians
- Product Owner/Sponsors
- Animal Shelter Volunteers
- Dog Breed Associations

Roles and Responsibilities

Name	Role
Sarah Kasiske	Project Manager
Sarah Kasiske	UX Researcher
Sarah Kasiske	UX Designer
Sarah Kasiske	UI Designer
Sarah Kasiske	Developer
Sarah Kasiske	Database Architect
Sarah Kasiske	Database Programmer
Sarah Kasiske	Data Populator
Sarah Kasiske	Product Owner

Approach

This project will follow a user-centered design process. This will allow us to involve users in every phase of the process. We will involve users through observation, contextual inquiry, interviews and usability testing. By working closely with the users we will be able to create a product that will more closely match the user's needs. This process will include:

Phase 1: Research

- In the research phase of the project we will go into the field and conduct observations and interviews. The goal of this phase is to learn more about the users and what they need from the website. This information will be used in phase 2 when to assist in deciding how the website will work. Potential partners will also be reached out to for support and technical information.

Phase 2: Design

- During the design phase we will create wireframes in Sketch.

Phase 3: Build

- In this phase we will complete the development of the website. If possible, some of the development will take place before this phase. When the website is completed we will conduct usability testing with our target users. After conducting usability tests we will make any necessary adjustments before releasing the website.

Project Scope

Different activities during each project phase. These activities will result in the deliverables that will be released at the end of the specified phase.

Phase 1: Research

Activities

- Competitive Analysis: Potential competitors will be evaluated to better understand what features the website should include. Competitive analysis will also help to find ways to differentiate the website.
- Observation: Pet adoption events will be observed to gain an understanding of the current pet adoption system.
- User Interviews: Potential users will be interviewed about their experience buying/adopting a pet.

Deliverables

- Documentation of research: Documentation of research and findings will be provided.

Phase 2: Design

Activities

- Create Wireframes : Sketched and digital Wireframes will be created. These will be provided to show the layout and interactions within each page of the website.
- Design: High fidelity designs will be created for the website.

Deliverables

- Wireframes: Wireframes will be provided to assist in understanding the layout and interactions within the website different pages.
- Designs: High fidelity designs will be provided.

Phase 3: Build

Activities

- Develop Website: The website will be developed in this phase. Parts of the website may be developed in an earlier phase if possible.
- Test Website: After the website is developed usability testing will be conducted with target users. Changes to Fur Me will be made as needed, after the website is tested.

Deliverables

- Working Website: A working website will be provided.

Versioning

Version 1

- Information on 50 most popular dog breeds
- Information about being ready to care for a dog
- Information about how to find a dog
- Information about preparing for a dog

The functionalities listed below are out of the scope of version one of Fur Me:

- Information on all AKC dog breeds
- Search feature for dog breeds page
- Matching system to help users discover which breeds might match their lifestyle
- Quiz to help users understand if they are ready for a dog
- The ability to save favorite dog breeds and share them or download them as a pdf

The functionalities listed below will be added to the website at a later date:

Version 2

- Search feature for dog breeds page
- Information on all AKC dog breeds
- The ability to save favorite dog breeds and share them or download them as a pdf

Version 3

- Matching system to help users discover which breeds might match their lifestyle
- Quiz to help users understand if they are ready for a dog

Project Terms

The following articles state the project terms associated with the completion of this website.

Risk Mitigation Strategies

- Website Does Not Meet User Needs: By involving users in every aspect of the project process we will reduce the risk that the website will not be effective or will not meet the target users needs.
- Website is not completed on Time: Throughout each phase we will continuously track schedules and deliverables. Any issues that arise will be addressed immediately.
- Images can not be found: If assets such as images can not be found they will be substituted. Images can be substituted by iconography or different graphics we create or if appropriate images can be left out of the website until a later version.
- Code cannot be produced to create a functioning database: In the case that the code can not be completed outside help will be sought and the project timeline will be extended.

Additional Costs

Additional costs associated with this project may include:

- Web Hosting
- Software
- Participant Honorariums
- Travel
- Stock Photography

Timeline

2	Sep 12 - 18	Secondary Research Online
3	Sep 19 - 25	Secondary Research Online
4	Sep 26 - Oct 2	Interviews, Observation
5	Sep 19 - 23	Observation
6	Sep 26 - 30	Observation

7	Oct 3 - 9	Analyze Research Findings
10	Oct 17 – 23	Brainstorm Project Ideas
11	Oct 24 – 30	Brainstorm Project Ideas
12	Jan 2 – 8	Competitive Analysis
13	Jan 9 - 15	Secondary research on dog breeds online and offline
14	Jan 16 - 22	Secondary research on building databases online
15	Jan 23 - 29	Plan design and development stages of project
16	Jan 30 - Feb 5	Begin building database of dog breeds with Excel, begin Sketching wireframes
17	Feb 6 - 12	Expand database of dog breeds, Continue Sketching wireframes
18	Feb 13 - 19	Expand database of dog breeds
19	Feb 20 - 26	Expand database of Dog Breeds, Digitize Wireframes
20	Feb 27 - Mar 5	Expand database of dog breeds, Complete Wireframes, Design Website
21	Mar 6 - 12	Complete website design, Begin Coding Fur Me Prototype
22	Mar 13 - 19	Complete Coded Prototype of Fur Me
23	Mar 20 - 26	Test Prototype, Begin Creating Project Pitch, Begin Coding Promotional Website for Fur Me
24	Mar 27 - Apr 2	Finish framework for Promotional Website, Begin Adding Content, Start Adding JavaScript to Fur Me
25	Apr 3 - 9	Continue Work on Promotional Website, Pitch and adding JavaScript to Fur Me
26	Apr 10 - 16	Begin creating Promotional Video, continue adding JavaScript to Fur Me
27	Apr 17 - 23	Complete Promotional Video, continue adding JavaScript to Fur Me
28	Apr 24 - 30	Complete Fur Me website, Pitch and Promotional Website

Deliverables

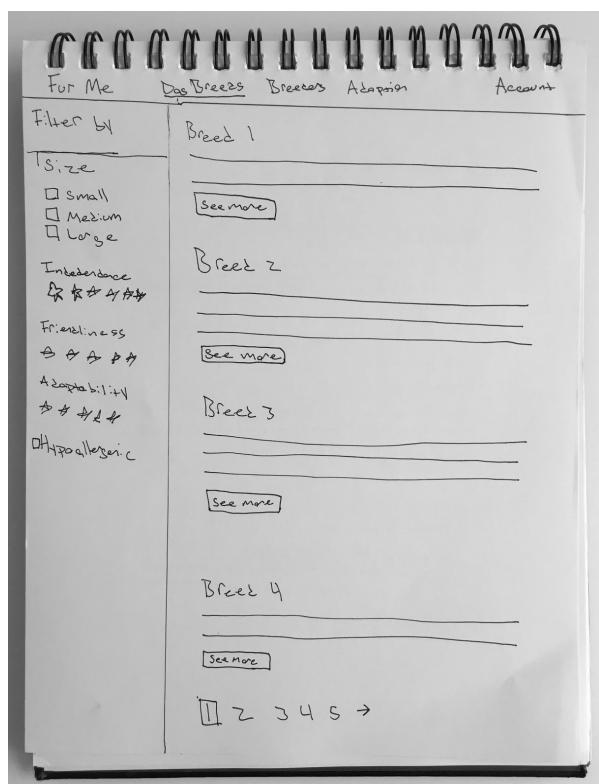
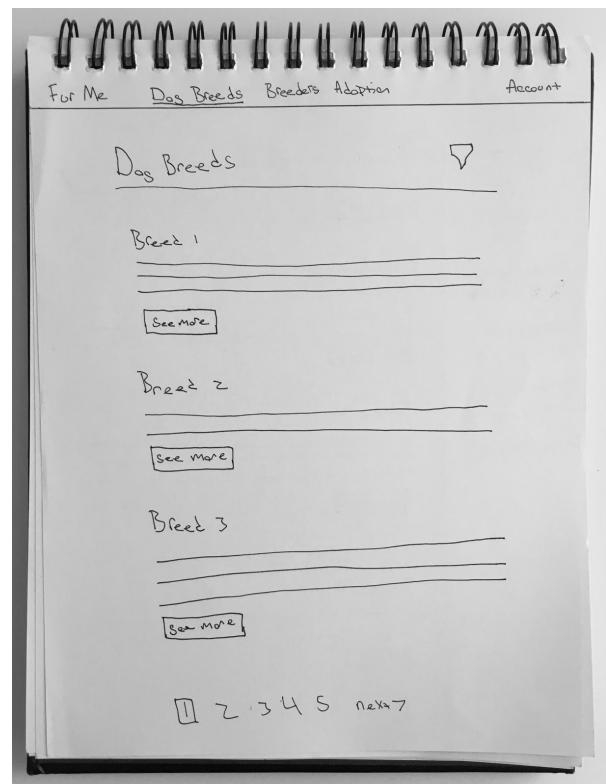
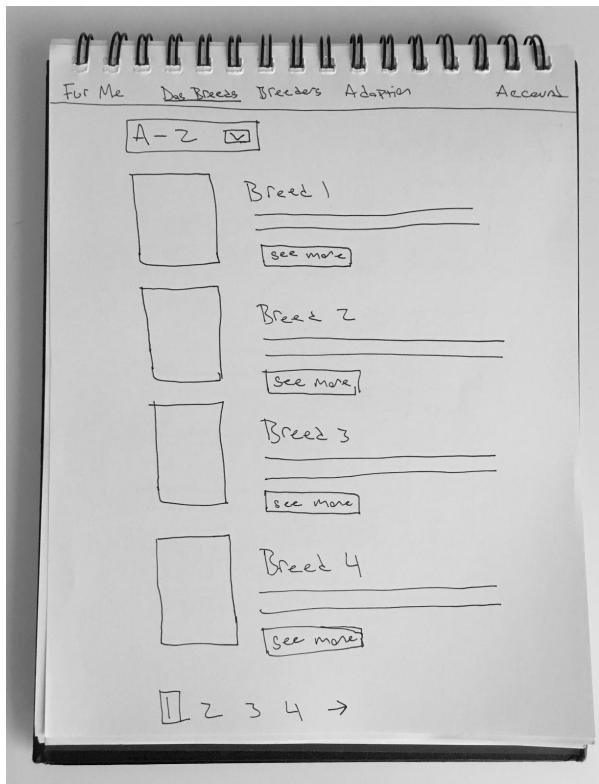
Observation

Observations took place in Orlando FL, at a Save A Life pet adoption event and at Paws 4 You in Palmetto Bay FL, at two different adoption events. I chose to observe a Save A Life pet adoption event because a friend was adopting her first dog and I believed it would be valuable to observe first hand the process of adopting a dog. I observed adoption events with Paws 4 You because I had contacts with volunteers who helped me to volunteer at their adoption events.



Sketches

These are some of the initial sketches created for Fur Me.



Wireframes

These are some of the initial wireframes created for Fur Me.

Fur Me Dog Breeds Adoption Breeders Account

Adopting a Dog

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similiq

Should you Adopt a Dog?

- Do you want a specific dog breed and are unwilling to have any other dog? Often times, shelters are unsure what breed a dog is. Shelters cannot do genetic testing on every dog. If they are not told what type of dog it is they make an assumption based on its traits. It can be difficult to know the breed when the dog is a puppy. Many people adopt Golden Lab mixed puppies but end up with something else. If you are concerned about what mix your dog should be consider buying from a breeder.
- Do you need a hypoallergenic dog? If you need a hypoallergenic dog be very careful in selecting a dog. While some mixes like a Golden Doodle can be hypoallergenic they also can not be hypoallergenic. Never choose a mix unless you would be happy with getting a purebred version of either breed. It is impossible to know what traits a mixed dog will inherit from their parents.

How to Find a Dog to Adopt

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Prepare for the Search

- At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint' obis occaecati cupiditate non provident, similiq

Questions to Ask Before Adopting

- At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint' obis occaecati cupiditate non provident, similiq
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Fur Me Dog Breeds Adoption Breeders Account

What is Fur Me

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Get Matched With a Breed

View Dog Breeds

Fur Me Dog Breeds Adoption Breeders Account

Home/A-Z Dog Breeds/Golden Retriever

Golden Retriever

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Characteristics

Type	Size	Rarity	Hypoallergenic
Sporting	Large	Not Rare	No

Friendlienss

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint' obis occaecati cupiditate non provident, similiq

With Stranges

With Children

With Dogs

With Other Pets

Fur Me Dog Breeds Adoption Breeders Account

A-Z Dog Breeds ▾

Dog Breed

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similiq

See More

Dog Breed

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See More

Dog Breed

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Dog Breed

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See More

Lifestyle

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint' obis occaecati cupiditate non provident, similiq

Energy

Adaptability

Independance

Grooming

Trainability

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint' obis occaecati cupiditate non provident, similiq

Intelligence

Noisiness

Prey Drive

Wanderlust

Health

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint' obis occaecati cupiditate non provident, similiq

Female Weight

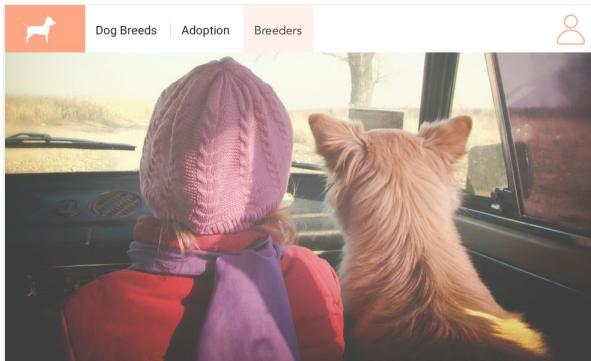
Male Weight

Coat Length

Lifespan

Designs

These are some of the initial designs created for Fur Me.



Buying a Dog from a Breeder

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt.

How to Find a Breeder

- At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt.
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Prepare for the Search

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A screenshot of the Fur Me website's 'Dog Adoption' section. It features a large image of a woman in a car with a dog, similar to the header image. The page includes a title 'Dog Adoption', a paragraph of placeholder text, and a link 'Should you Adopt a dog?'. The header has a 'Dog Breeds' tab highlighted in orange.

Dog Adoption

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt.

[Should you Adopt a dog?](#)

A screenshot of the Fur Me website's 'Golden Retriever' breed page. It features a large image of a woman in a car with a dog, similar to the header image. The page includes a title 'Golden Retriever', a paragraph of placeholder text, and a 'Home/A-Z Dog Breeds/Golden Retriever' link. The header has tabs for 'Dog Breeds', 'Adoption', and 'Breeders'.

Golden Retriever

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis

Characteristics

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint obis occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum obis

Type	Size	Rarity	Hypoallergenic
Sporting	Large	Not Rare	No

Friendlienss

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With Strangers	With Children	With Dogs	With Other Pets
★★★★★	★★★★★	★★★★★	★★★★★

Lifestyle

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint obis occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum obis

Energy	Adaptability	Independence	Grooming
★★★☆☆	★★★☆☆	★★★☆☆	★★★☆☆

Trainability

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint obis occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum obis

Intelligence	Noisiness	Prey Drive	Wanderlust
★★★★★	★★★☆☆	★★★★★	★★★★★

Health

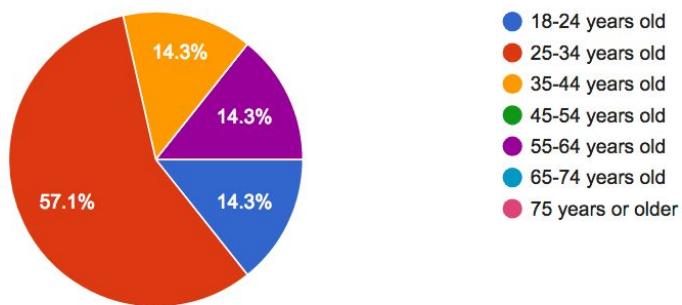
A screenshot of the Fur Me website's 'A-Z Dog Breeds' section. It features a large image of a woman in a car with a dog, similar to the header image. The page includes a title 'Get Matched With a Breed', a search bar, and three breed cards: 'Golden Retriever', 'Samoyed', and 'Husky'. Each card includes a photo, a brief description, and a 'See More' button. The header has tabs for 'Dog Breeds', 'Adoption', and 'Breeders'.

Usability Test Participant Demographics

These are the responses from the demographic survey given to participants before testing the usability of the Fur Me website.

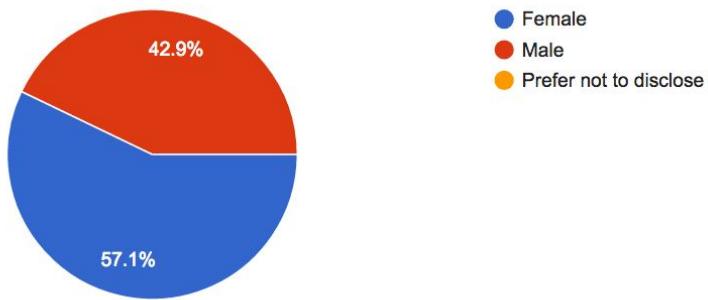
What is your age?

7 responses



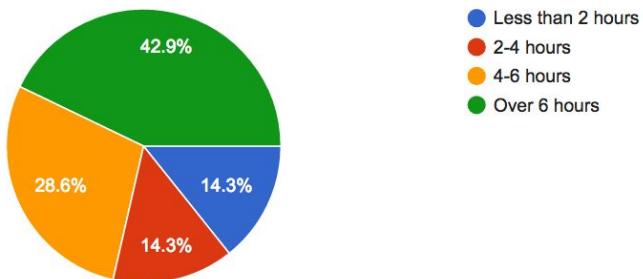
What is your gender?

7 responses



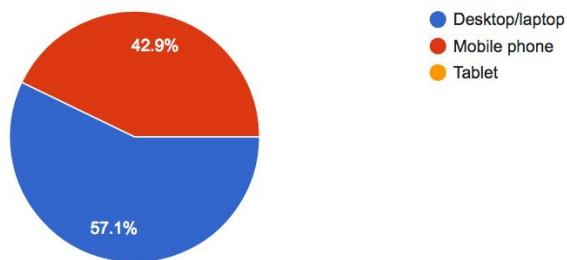
How much time on average do you spend online per day?

7 responses



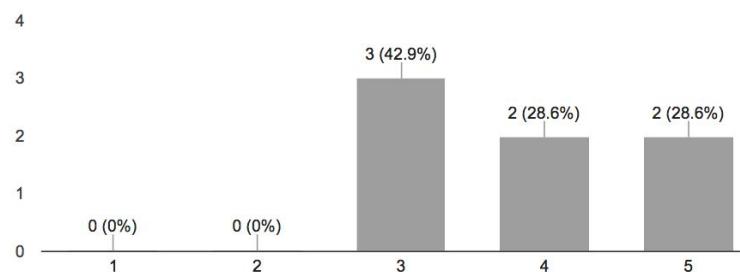
What device do you use most frequently to access the internet?

7 responses



You have a strong knowledge of dogs

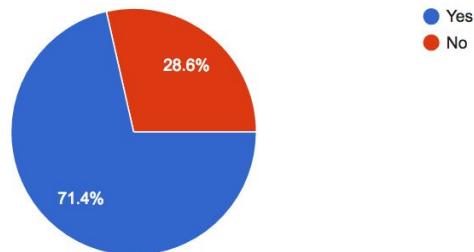
7 responses



1, Strongly Disagree - 5, Strongly Agree

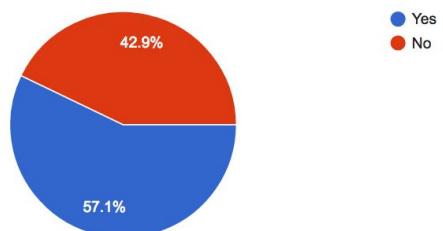
Do you own a dog?

7 responses



Would you be interested in adding a dog to your family?

7 responses

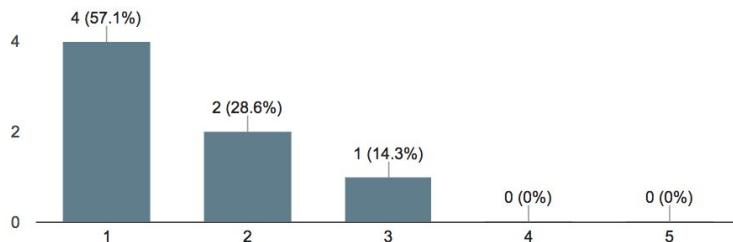


Usability Test Post Study Responses

These are some of the responses from the usability tests post study questions.

I found the website to be unnecessarily complex.

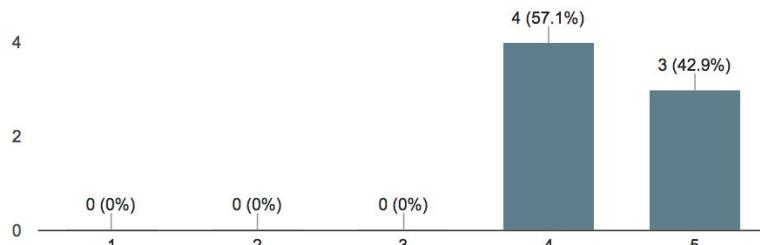
7 responses



1, Strongly Disagree - 5, Strongly Agree

I thought the website was easy to use.

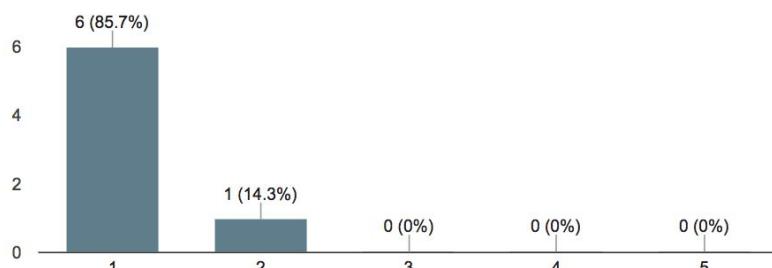
7 responses



1, Strongly Disagree - 5, Strongly Agree

I thought there was too much inconsistency in this website.

7 responses



1, Strongly Disagree - 5, Strongly Agree

What do you think the purpose of the website is?

7 responses

To learn more about dogs and find the right pet

To help families decide whether they are ready for the responsibility and life-long commitment to a dog. This minimizes families who adopt or buy dogs on a whim, only to have them end up at a shelter.

Help people learn about various dog breeds and make decisions about the best kind of dog for them (and/or their family)

To help people add a dog to their family and figure out if they are able to do so

Researching purposes on dog ownership.

To educate people about dog breeds and ownership

help people pick a dog

What did you like about using the website?

7 responses

I liked that there was information from the early thought of buying a dog up to what it would be like to actually own one

the pictures, but maybe they can be a bit smaller.

It was generally easy to use.

Very easy to navigate, lots of pictures and clear layout

The use of pictures and organization of the site's links made sense.

There were cute puppy pictures and it was easy to navigate and appealing to the eye.

Cute dog pictures, lots of information about different breeds

What did you dislike about using the website?

7 responses

I would really like a search bar to look for specific breeds

Lots of scrolling in the "Dog Breeds" page. Maybe a search bar up top would help.

I would have liked a search feature.

I think there should be some kind of filter options so people could input options of what they wanted in a dog like a certain size, or good with kids etc.

At times, it was difficult to navigate back and forth between pages. When using the back arrow, it would always take me back to the main Fur Me site and not the list of breeds, etc. Also, the site would benefit from having accessible filters. For example, when asked to find a breed good for a family with small children, you were required to go through the list one by one to find the friendliness with children and also when having to find information on the breed's weight.

Nothing

nothing

Who do you think would benefit from using this website?

7 responses

People interested in adopting pets, people with allergies

Families, heads of household

People interested in adopting a dog or who are just curious about dogs and dog breeds

People looking to become first time dog owners or getting a dog by themselves for the first time

People interested in having a dog a part of their family/lives.

Everyone

people thinking about getting a dog

View the Fur Me Website

<http://www.sarahkasiske.com/fur-me/>