

Barklantis Dog Daycare and Boarding App

UX Brief:

This user experience design project is for a mobile phone app called Barklantis. This app will be used to make dog daycare and short and long-term dog boarding reservations. The deliverables will include a design proposal, static designs, and an interactive prototype demonstrating the user experience.

Best-at Statement:

This site is the best place for people looking for a dog daycare or boarding experience that has options, including individualized care, but is quick enough for an emergency.

Scenarios:

- ~ Account creation for a faster booking experience
- ~ Booking for dog daycare that is simple or customizable
- ~ Booking for dog boarding that is simple or customizable

Features:

- ~ Account creation so repeat booking is easy for person and dog
- ~ Booking for dog daycare that is simple for emergencies or busy people
- ~ Booking for dog daycare that is customizable for dogs that need individualized care
- ~ Booking for dog boarding that is simple for emergencies or busy people
- ~ Booking for dog boarding that is customizable for dogs that need individualized care

Matrix of Personas:

People	Length of Stay	Care Needs of Dog(s)	Schedule/ Time Allotment
Young Woman	Vacation/ Extended Stay	Dog has many medications	Wants to customize the stay
Young Man	Overnight	Dog needs its own space	Needs it booked yesterday
Elderly Woman	Emergency/ Last Minute Need for Dog Daycare	Dog needs special meal prep	Uses site often, would like a quick booking option
Elderly Man	Daycare 9-5 once	Dog has separation anxiety	Wants something quick but thorough
Young Couple	Daycare 9-5 weekly	Dogs can't be separated	Wants to read everything about the business

Matrix of Personas (continued):

People	Length of Stay	Care Needs of Dog(s)	Schedule/ Time Allotment
Elderly Couple	Day and a Half	Loves to play with others	Would like to speak with a customer service rep
Family (with older children)	Week	Needs their bed to sleep on	Wants a quick way to input info about dog
Family (with young children)	Half Day	Needs extra bathroom breaks	Wants sign up to be quick
Boy (helping parents with booking)	Month	Needs extra exercise	Lots of time
Girl (helping parents with booking)	Emergency Need for Overnight Stay	Puppy needs extra social time	Wants to know about other dogs in facility

User Stories:



Dakota Reed

Dakota is 30, a traveler, and loves his dog. He wants to be able to take his buddy everywhere but knows sometimes he needs a place to keep him while he's away. He needs a place that he trusts with a quick painless registration and booking page.



Lana Frye

Lana is an interior decorator who pampers her pup. She wants to be able to customize her dog's experience. He has dietary needs and is an introvert.



Richard Phelps

Richard is 70, retired, and loves his dog. He's going to visit his daughter for a week and needs to board his dog. He isn't great with technology so he needs an easy to use site.

User Stories (continued):



Troy Snyder

Troy is booking a stay for the family dog. He is good with technology but doesn't like text heavy sites. He wants something that can be explained in as few words as possible.



Brian and Melissa Allen

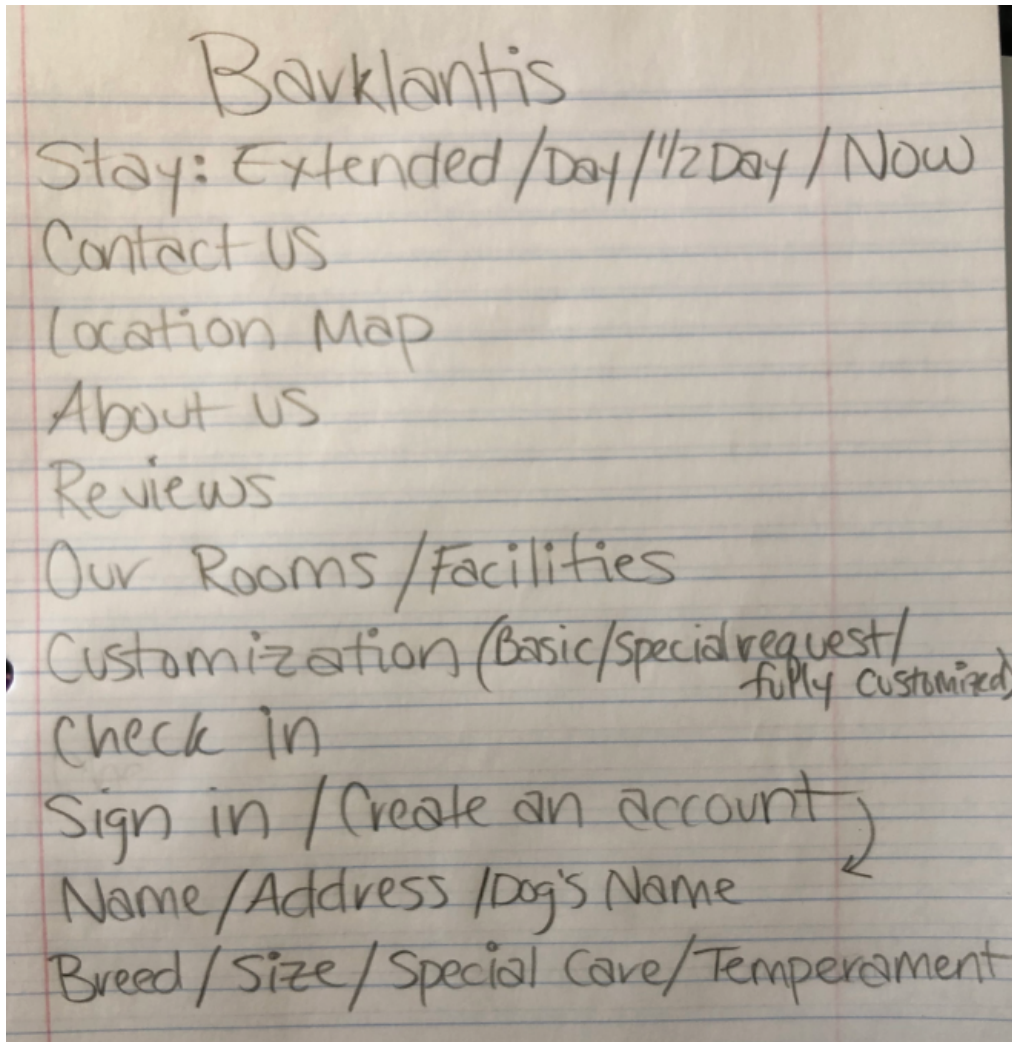
Brian and Melissa are rich and love to pamper their dog. When they go on vacation they want to make sure their dog is going to be comfortable and well cared for. They need to know a lot about the business and be able to customize their dog's stay.



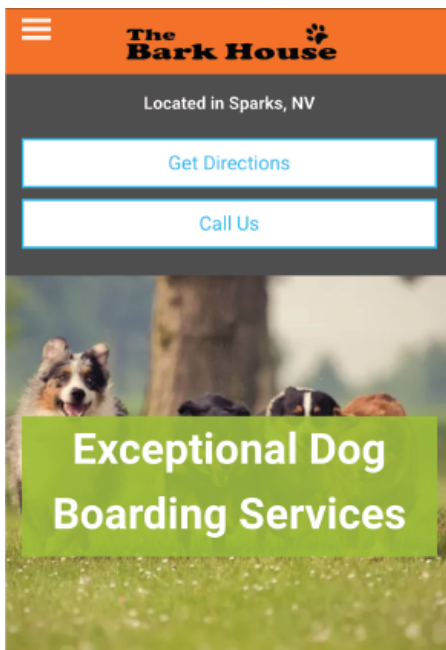
The Parker Family

The Parkers are excited to go on a family vacation but want their dog to be comfortable. He is old and needs medication so they need a business dedicated to making their dogs comfortable and properly taken care of.

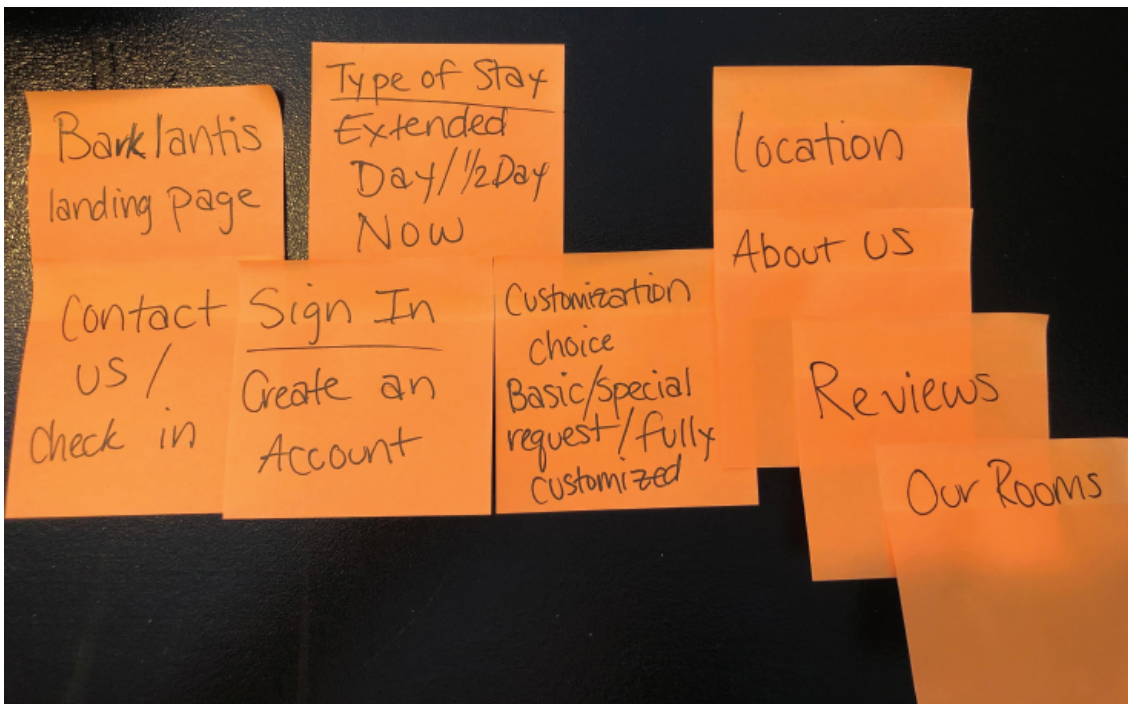
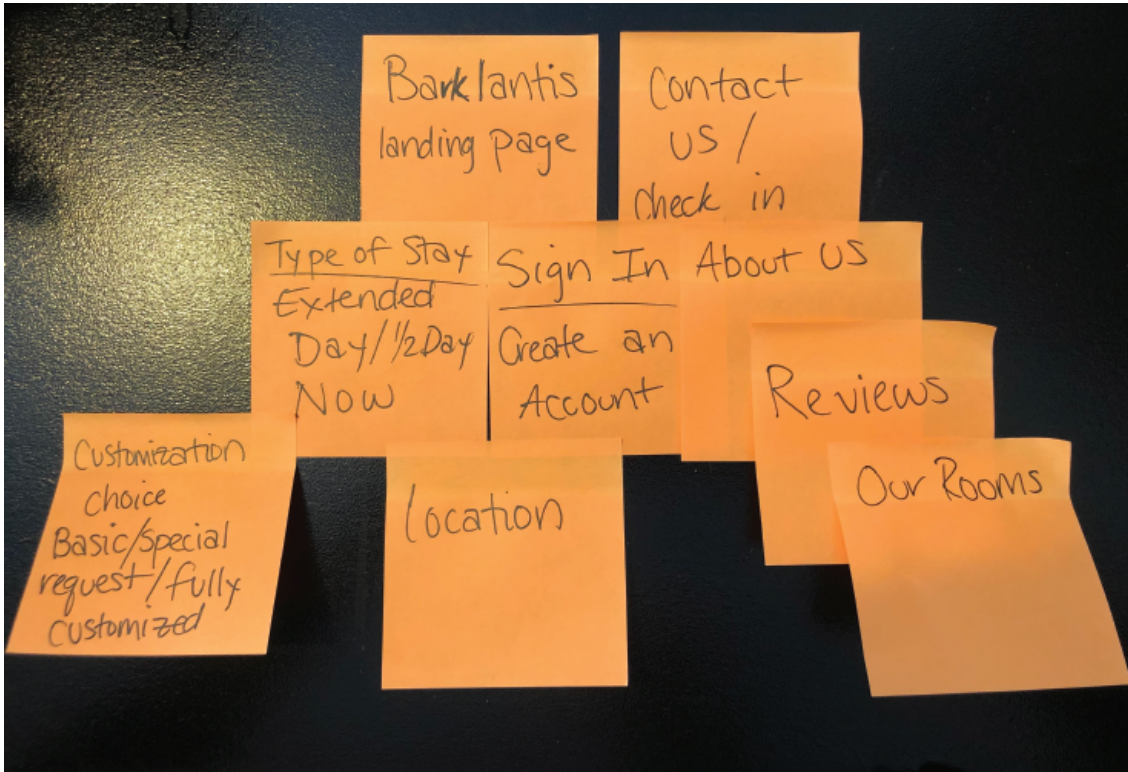
Mind Map Low Fidelity:



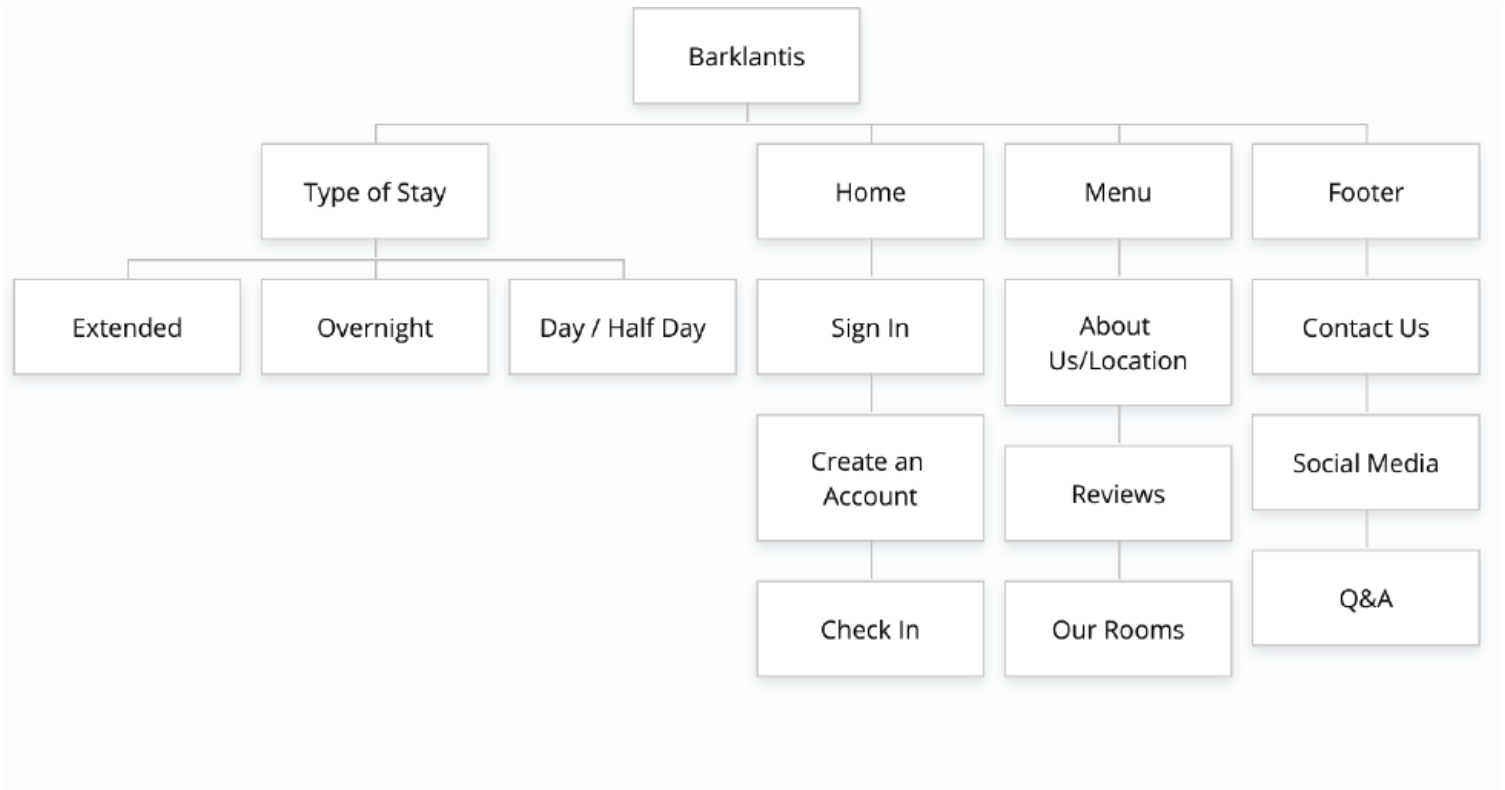
Like-Apps UX Research:



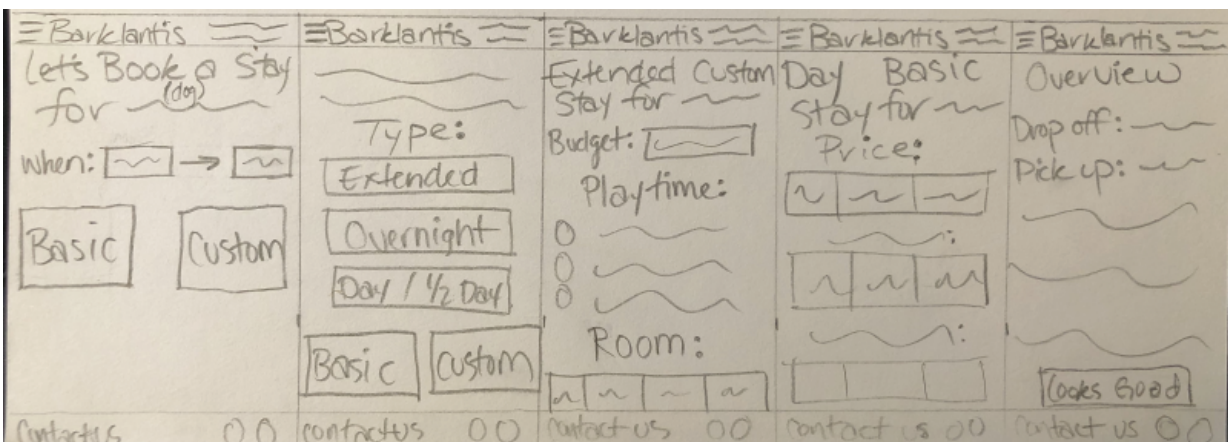
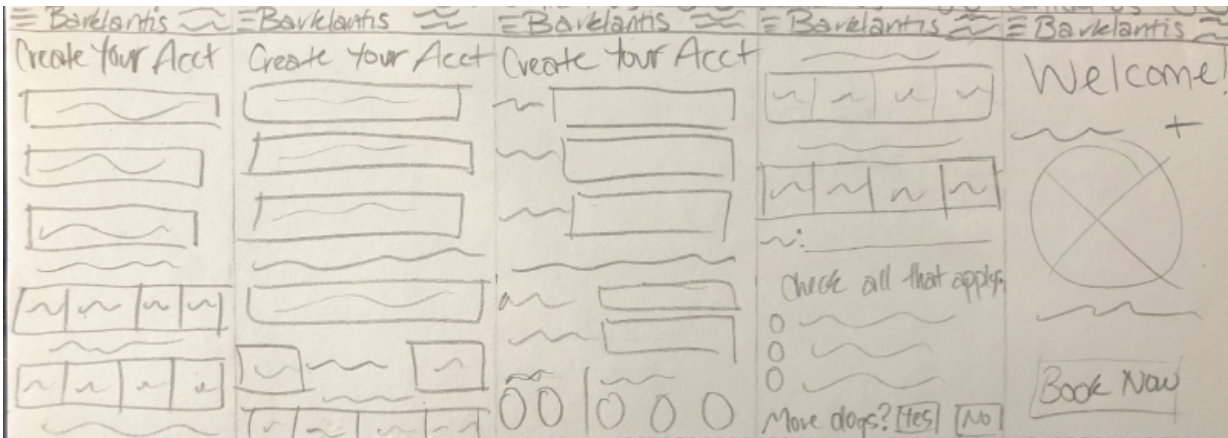
Card Sorting Low Fidelity:



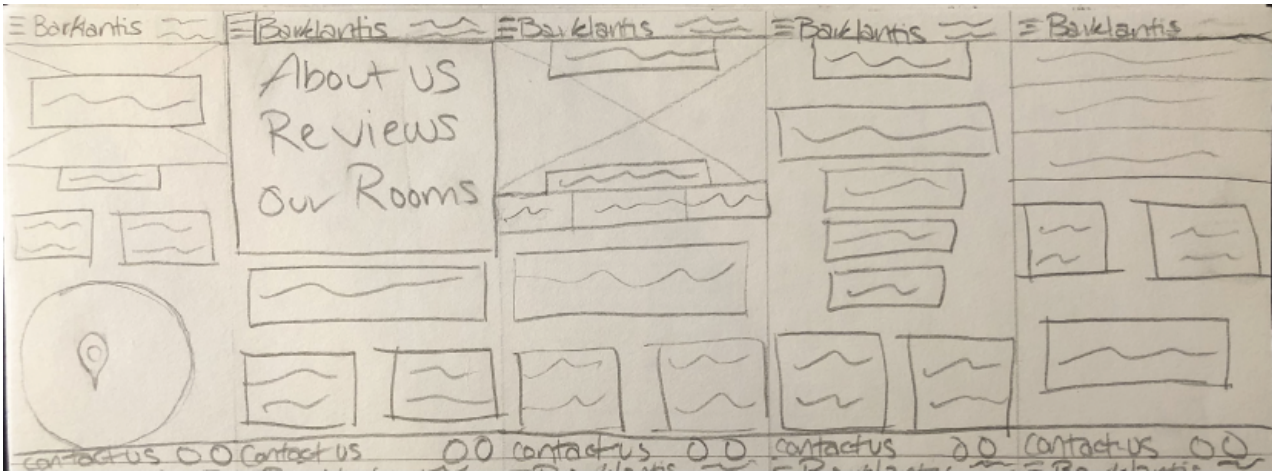
Site Architecture Flow Chart:



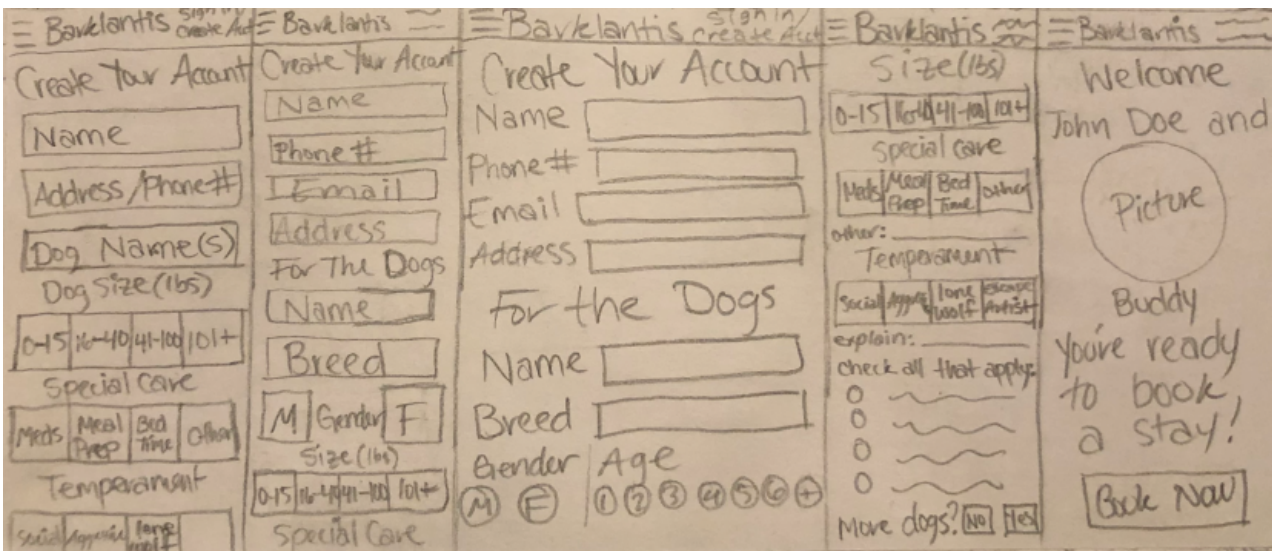
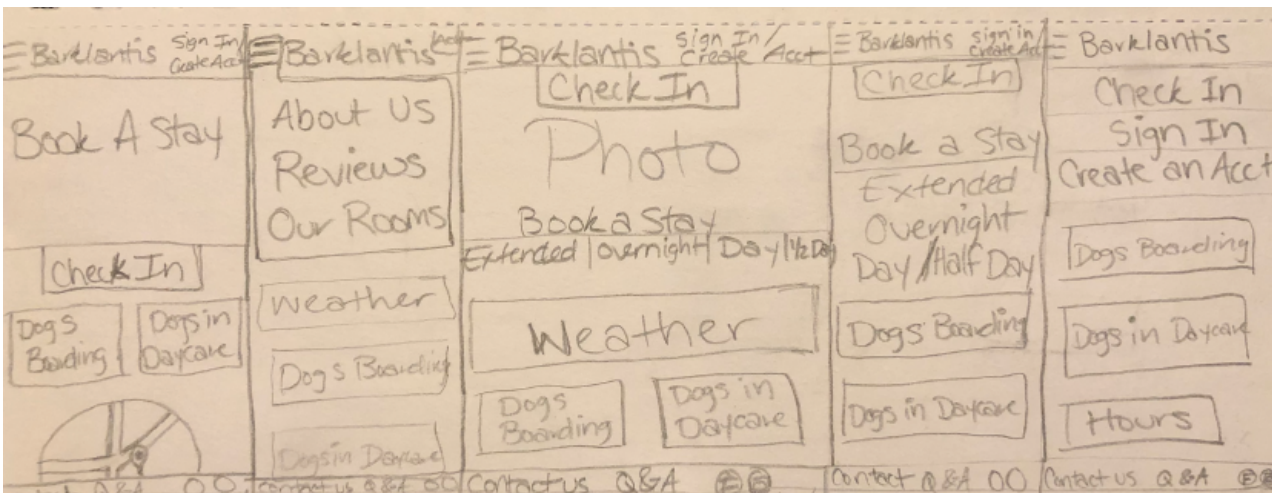
Wire Frame Sketches:



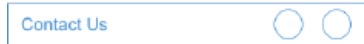
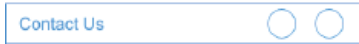
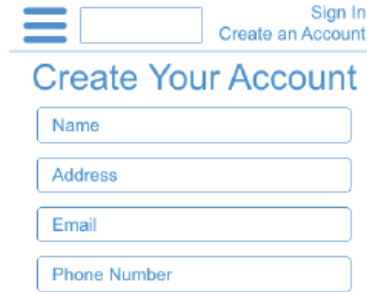
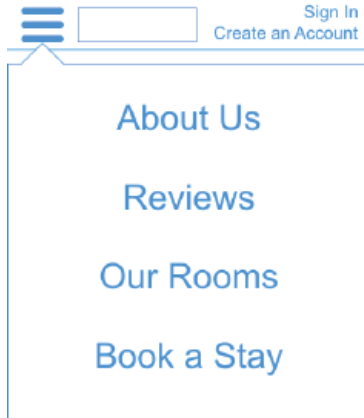
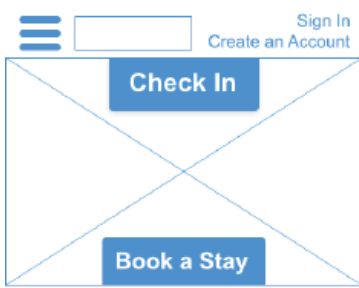
Wire Frame Sketches (continued):



Rapid Prototyping Sketches:



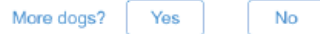
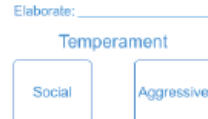
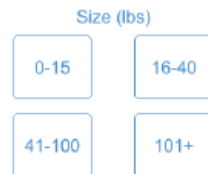
Prototypes Wire Frames:



You're ready to book a stay!

Book Now!

Submit



Submit



Prototypes Wire Frames (continued):

☰ [Sign In](#)
[Create an Account](#)

← **Basic Booking**

Price

Room

Food

Treats

Want a customized stay for your pup?

Contact Us

☰ [Sign In](#)
[Create an Account](#)

← **Custom Booking**

Budget \$

Room

Food Options

Treat Options

What does your dog enjoy doing?

Special Requests

Contact Us

☰ [Sign In](#)
[Create an Account](#)

← **Overview**

Drop-Off:

Pick-Up:

Cost:

Food:

Requests:

Contact Us

Visual Design Proposal Color Pallet and Type Ramp:



Heading 1:

40 pt. Arial Regular #1CBDC2

Heading 2:

30 pt. Arial Bold #FFFFFF

Heading 3:

25 pt. Arial Regular #1CBDC2

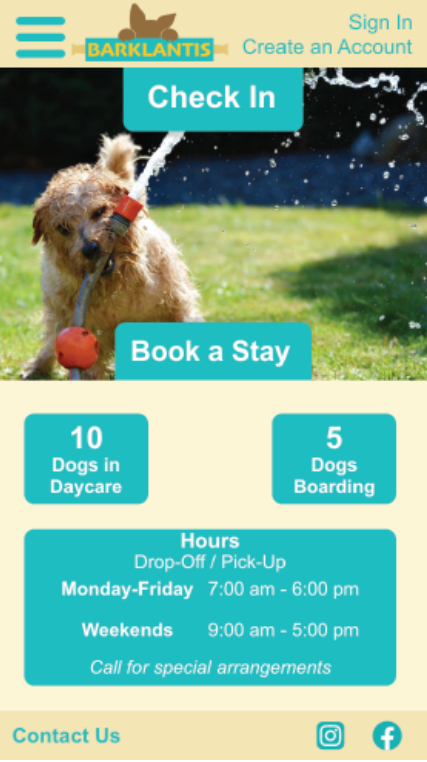
Paragraph:

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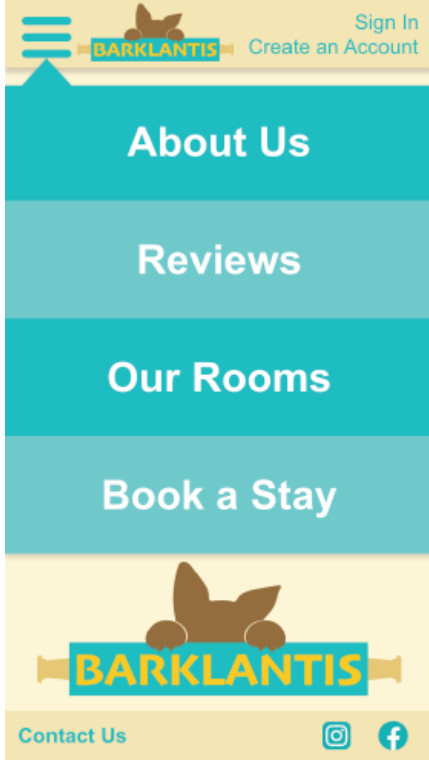
Menu:

20 pt. Arial Bold #1CBDC2

Prototype Hi Fidelity:
Landing Screen



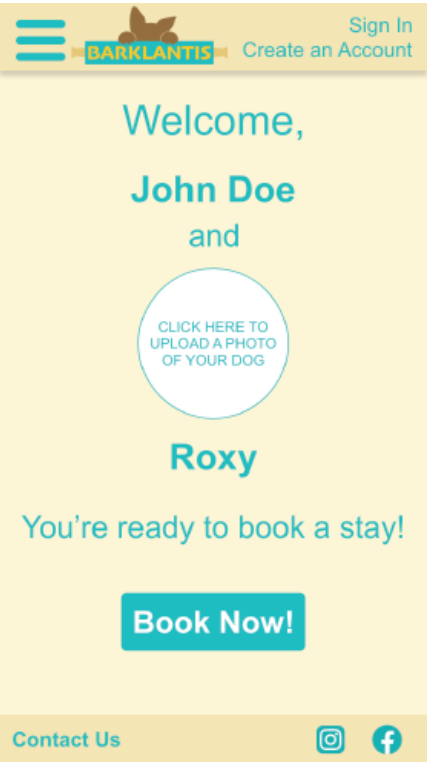
Menu Screen



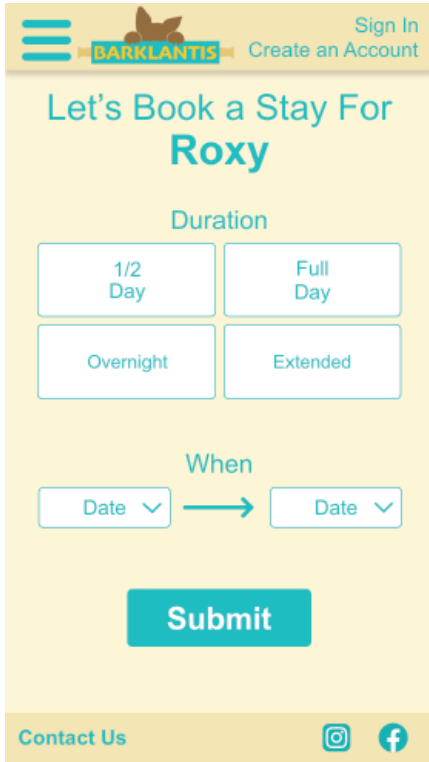
Account Creation



Account Welcome



Start Booking



Prototype Hi Fidelity (continued):

Basic Booking

 Sign In
Create an Account

← Basic Booking

Price

\$50 \$75

\$100 \$100+

Room

Sea Dog Standard Island Pup Premier Coral Reef Suite

Food

Provided by Us Provided by You

Treats

Provided by Us Provided by You


Want a customized stay for your pup?

Custom

Submit

Contact Us  

Custom Booking

 Sign In
Create an Account

← Custom Booking

Budget \$

Room

Sea Dog Standard Island Pup Premier Coral Reef Suite

Food Options

Purina Pedigree

Taste of the Wild Providing Own Food

Treat Options



Milk Bone Purina

Blue Buffalo Providing Own Treats


What does your dog enjoy doing?

Special Requests

Submit

Contact Us  

Overview

 Sign In
Create an Account

← Overview

Drop-Off 00:00

Pick-Up 00:00

Cost \$0.00

Food Food/Treats

Requests

Submit

Contact Us 