

UX Design Brief: Doggie Dayz Website

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UX Brief:

This user experience design project is a website for Doggie Dayz, a doggie daycare company which includes 3 main services: daycare, overnight boarding, and grooming. The website is made with customer use in mind. Primarily made for mobile apps, customers will be able to create a profile, add their dogs to it, and make reservations right from the app in an easy and user friendly way. The deliverables for this project include a UX design proposal, organization practices, drafts of page layouts, design roughs and drafts, page designs, and interactive website for mobile.

Best-At Statement:

Doggie Dayz is a family owned doggie daycare aiming to provide the highest quality experience for both dogs and their owners. Doggie Dayz provides daycare, overnight boarding, and grooming services, ensuring an excellent experience, keeping the needs of your pets in mind. The staff will treat you like family, assuring your pets are in good hands.

This Doggie Daycare webpage will be suited for mobile devices, aiming to provide a friendly experience, having a clean and simple navigation menu, providing easy access to prices, availability, and scheduling. The website will include an about page, providing details on the company, how it started, and how they are 100% focused on providing the best experience imaginable for you and your pet. There will also be a page that gets updated with new pictures of the dogs daily, providing a way for people to see how their pets are doing during the day.

Scenarios:

- Learn about the services (daycare, overnight boarding, and grooming) available from Doggie Dayz
- An easy way to find prices for the services you're after
- Information about leaving your dog with Doggie Dayz and what is need before hand
- Create reservations for all services

Features:

- Easily accessible information on all services (daycare, overnight boarding, and grooming) available from Doggie Dayz
- Prices are easy to find and compare
- A clean and easy way to find and create reservations, including making a profile for your dogs to make future reservations easier.

Matrix of Personas:

People	Type of Work	Needs	Boarding Experience	Owner Experience	Technology + Social Media Experience	Spending on Pet Services
Owner, Single	Part Time	Daycare Services	Never	First Time Owner	No/Limited Experience	Able to spend considerable amounts of money on services
Owner, with Partner	Full Time	Boarding Services	Once or Twice	Has/had a pet before, didn't use services	Technology Experience, No Social Media Experience	Makes careful spending decisions, has less to spend
Child of Owner(s)	Unemployed	Grooming Services	Somewhat frequently	Has/had a pet before, used services	On Minimal Social Media, Understands Technology	Limited budget, but willing to spend money
Parent of Owner(s)	Inconsistent Hours	Any Mix of the 2 Services	Very Frequently	Has/had multiple pets, didn't use services	Uses Social Media a Decent Amount, Understands Technology	No concerns about how much is needed to be spent
(Family) Friend	Student	All 3 Services	Everyday	Has/had multiple pets, didn't use services	Very Frequently Uses Social Media, Understands Technology	Can spend a decent amount of money, though money is tight at times

Personas:

Persona 1: Emma Stuart



Emma Stuart is a 25 year old woman who works at her job full time. She has a lab named Beans who is very energetic, but can be trusted to be home alone without getting into trouble. She feels bad for her dog, and wants to be able to allow him to be more active to match his amount of energy, ultimately looking for a doggie daycare service.

Persona 3: Gabbi McHugh



Gabbi McHugh is married to her partner Sierra, and they recently got a dog! Gabbi's work allows her to work from home a couple days a week, and Sierra works for long hours a couple of days a week, but there are still some days where neither will be home. Neither have ever had a dog before, and are worried about leaving their dog at a daycare, but ultimately believe it's their best choice. Gabbi would be the one bringing her as Sierra has to be up very early for work.

Persona 2: Tim Dailey



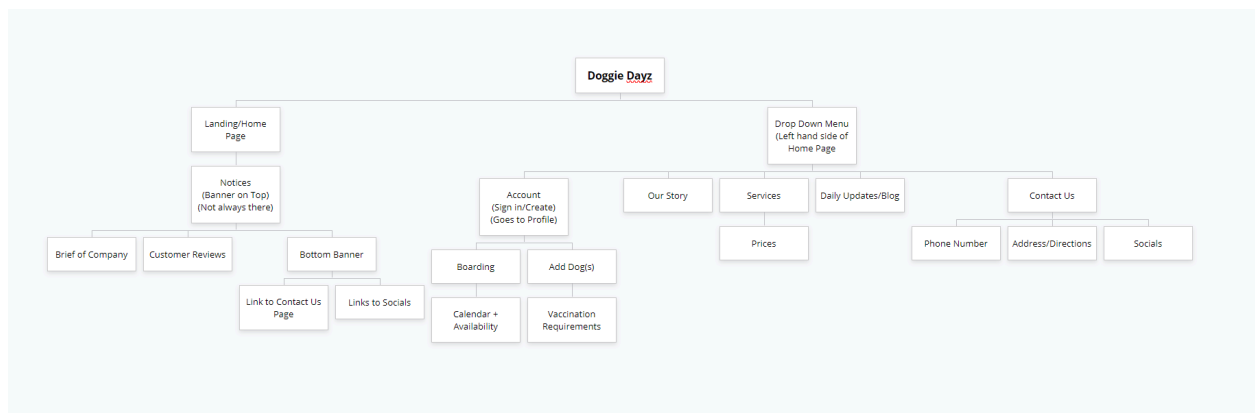
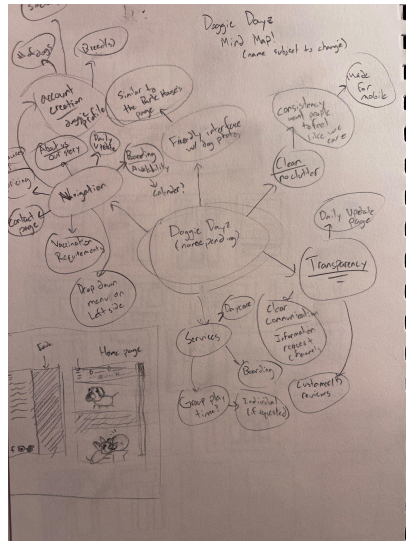
Tim Dailey is a junior in high school who helps take care of the new addition of the family, a puppy named Zoe! She loves to get up to trouble and cannot be trusted home alone, so Tim's parents have signed her up for doggie daycare! Although his parents pay for it, Tim is ultimately responsible for bringing her there before school, and scheduling what time he will be available to pick her up as he has various after school activities.

Persona 4: Morgan Bellsworth

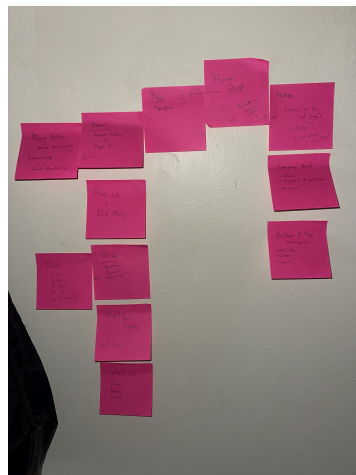


Morgan Bellsworth has 2 young kids with her partner Jeremy, as well as 2 dogs: a Pug named Reginald and a Husky named Astrid. They've had these dogs for years, and they've been put into daycare before. However, with the children being born, Morgan has been home a lot, not needing to bring the dogs back. She's decided she wants to work part time, leaving both her kids and dogs in daycare a couple of days a week.

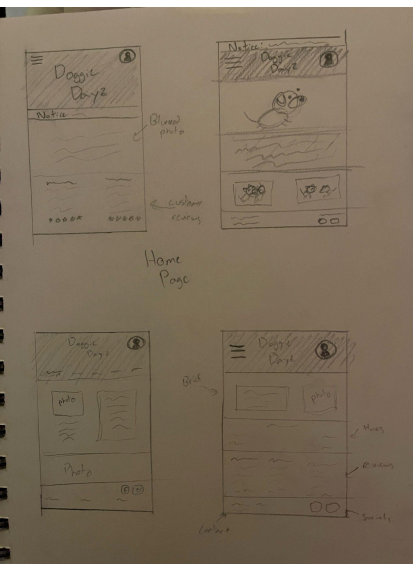
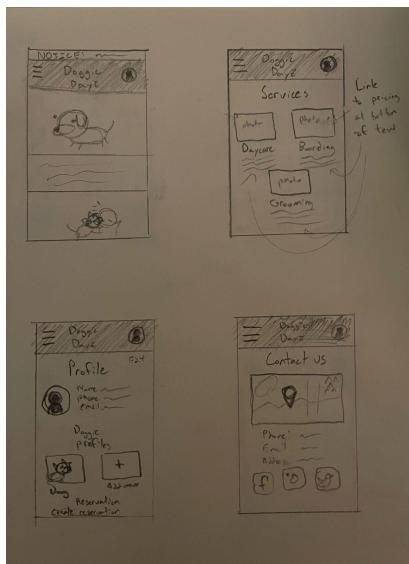
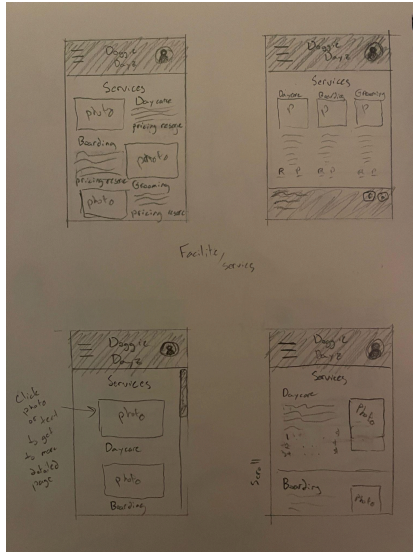
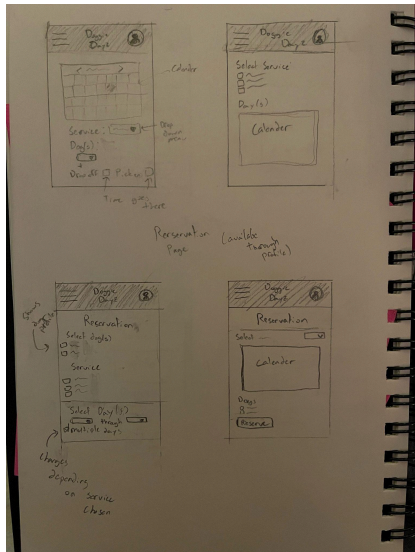
Mind Maps + Organization of Features:



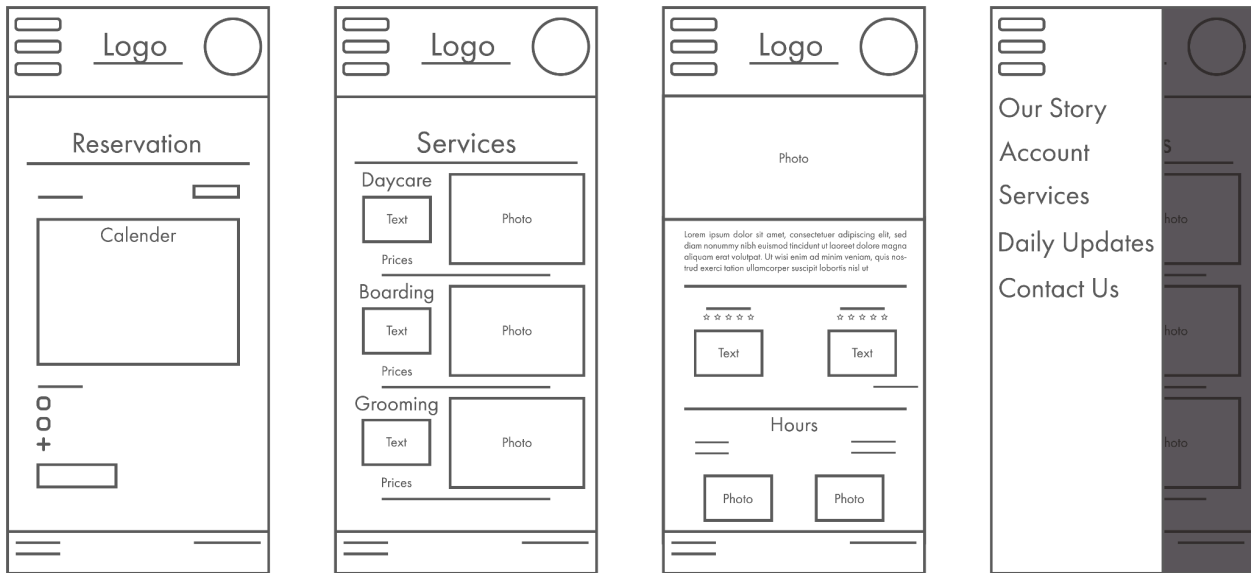
Card Sorting:



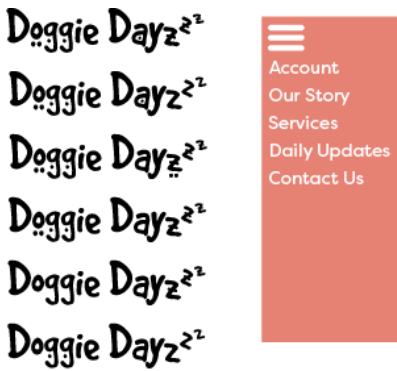
Low Fidelity Sketches:



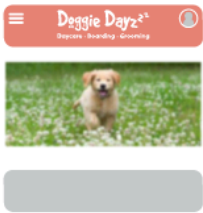
Page Wireframes:



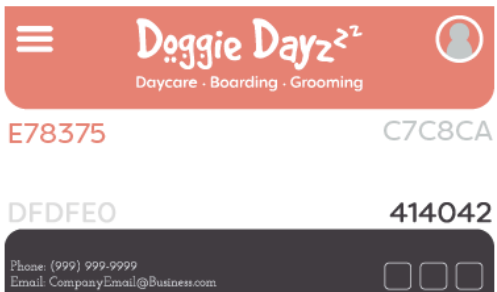
Visual Design Drafts:

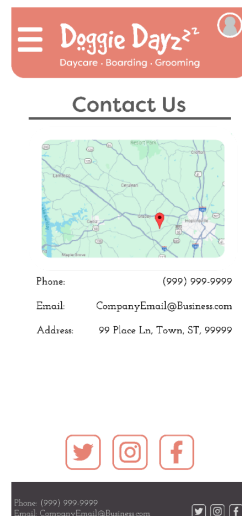


Good Dog Cool
Filson Soft
Joesfin Slab Semibold
Josefin Slab Regular

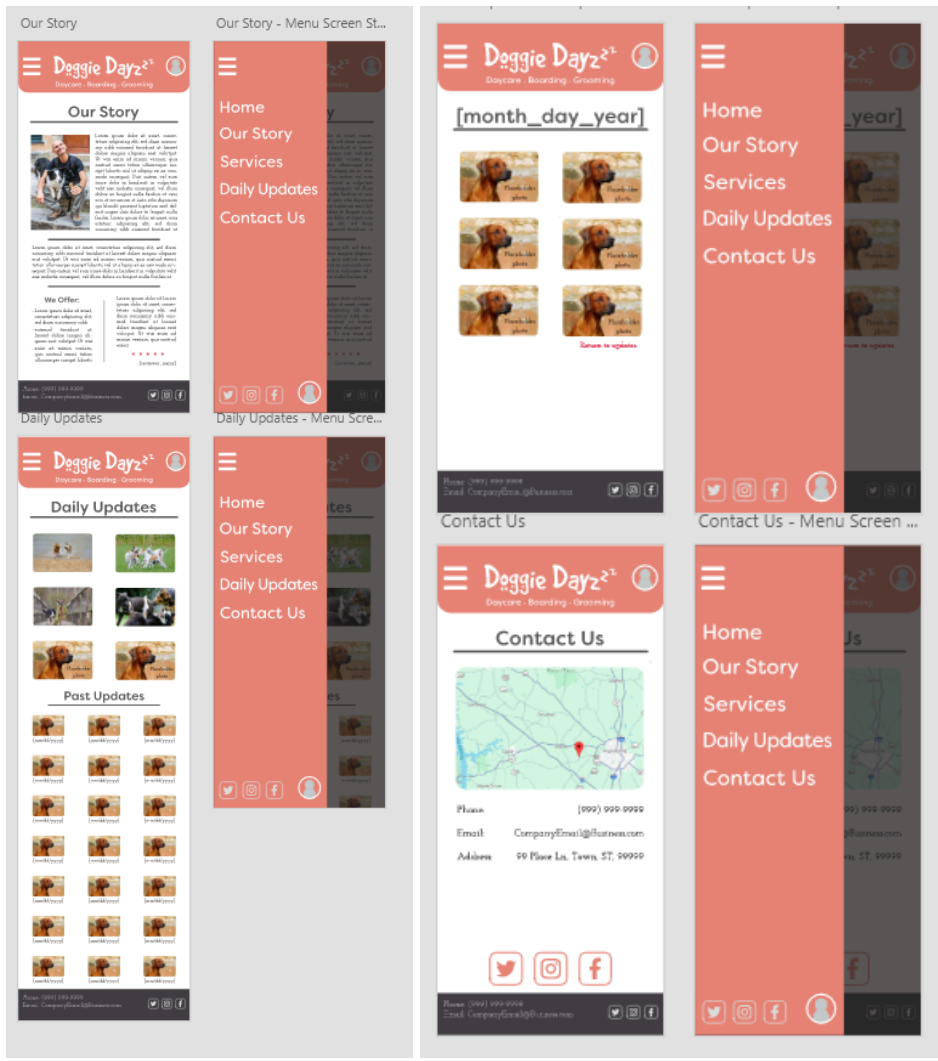


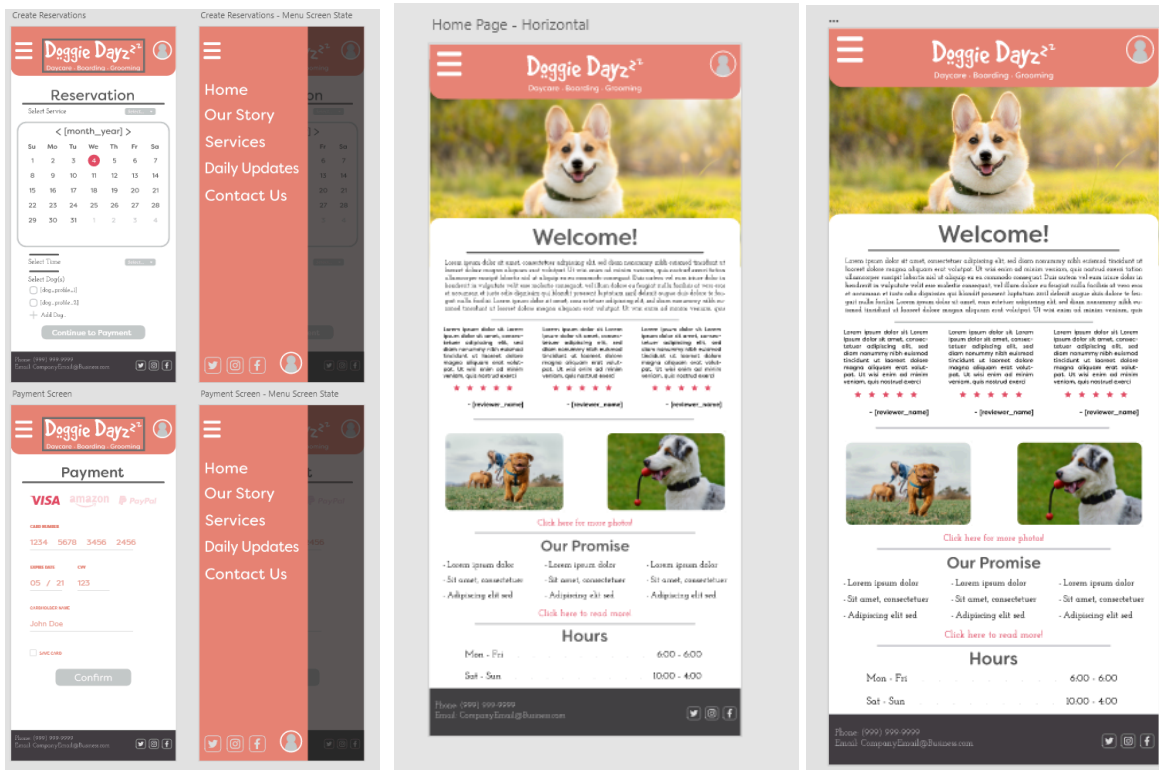
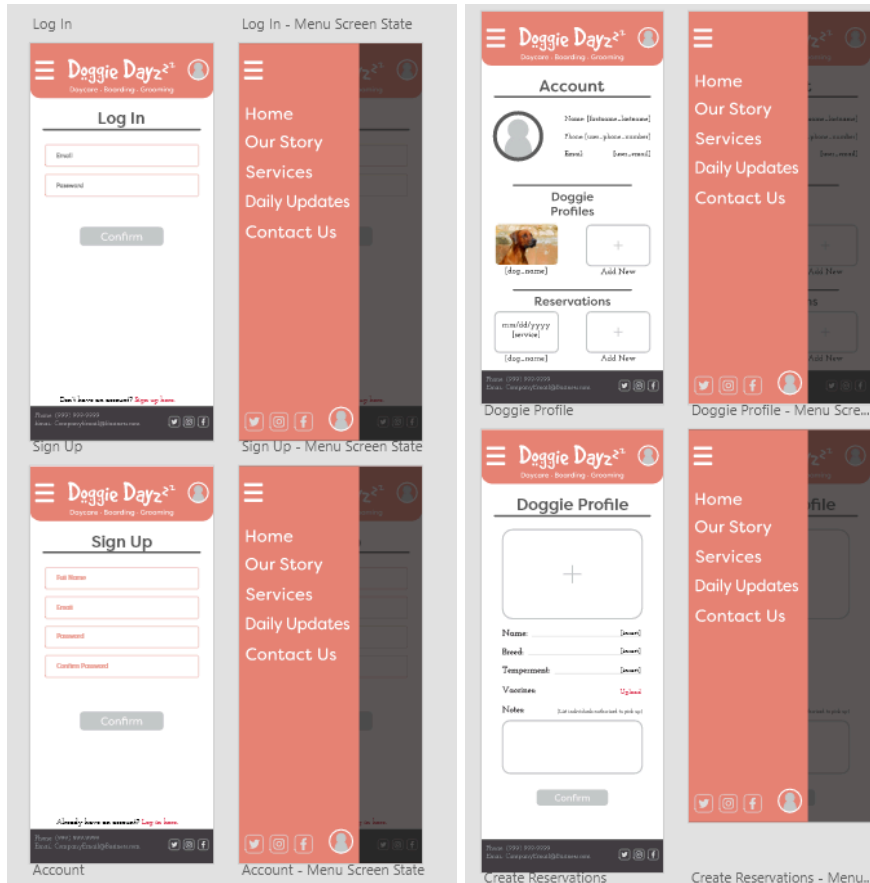
Doggie Dayz
Daycare · Boarding · Grooming





High Fidelity Prototypes:





Link to Prototype:

[Design Review Link](#)