# Pup Spat

Pup care, training, and community

Maya Simmons | Angela Zhang | Sam Revier GRDS 387-02 | Fall 2020

# The Team



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# The Problem

#### **The Problem**

User research
Market research
Target audience
Strategy
Brand promise
Business model
Branding style
Scope
Surface design

- Dog owners have to use many different resources to care for and train their dog(s)
- There is no all-in-one solution.
- Our solution is to create an all-in-one app for everything dog-care related, with a variety of fun, useful, and engaging features.

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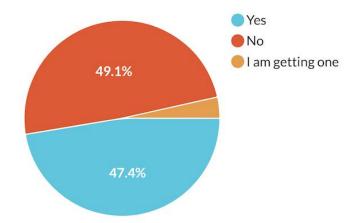
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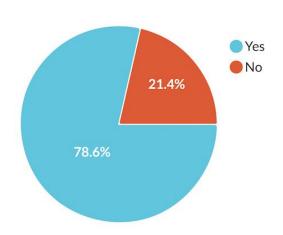
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#### Do you have a dog right now?

57 responses



# Would you consider getting a dog? 28 responses



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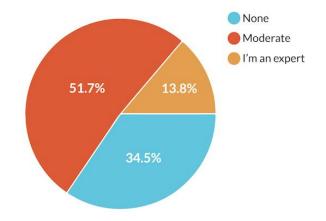
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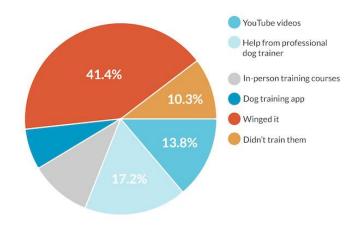
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How much experience do you have with training dogs? 29 responses



How will/did you train your dog? 29 responses



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#### What struggles (if any) do you face as a dog owner?

Pretty smooth sailing tbh Consistent training Sitting My puppy bites a lot The dog being stubborn Vet bills Dog getting too excited and not listening Making them respect cats The dogs tend to get over excited and have problems calming down, constantly jumping around

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#### Why or why wouldn't you get a dog?

Yes because dogs are cool, a bit no because I have cats. I want a golden retriever though

They're cute and sometimes it gets a bit lonesome on your own, would be nice to have a pet to take care of.

**Protection and Company** 

Cute

Dogs (also called doggos) are an extroverted animal with relatively long lifespans to other pets and great companions. A lot of owners get an excuse to exercise by walking them and tons of serotonin by having a friend in their dogs. Also, a perk of getting such a common pet is that there are already tons of resources online and through friends about what to get, how to take care of them, and where to start looking for supplies to make your home their home, too.

I'm a cat person

Dogs are adorable and cute and there are health benefits to actually get one!

During the global crisis of covid-19 there as been a boom in pet adoption.

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"There's been a realization that this is going to go on for a while", "People will not be getting on planes to travel, They're going to plan staycations or driving vacations that are more amenable to pets. So they'll adopt now."

- Madeline Bernstein, President of the Society for the Prevention of Cruelty to Animals Los Angeles The Problem User research

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With the surge of pet adoptions across the United States, there are many new dog owners that are likely looking for guidance on how to raise a puppy or an untrained shelter dog while also learning to balance working from home.

"There were more people adopting puppies, and so there were more people doing house-training"

 Pam Runquist, Executive Director of the Humane Society Veterinary Medical Association: The Problem

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# The total U.S. Pet Industry Expenditures, 2010-2019 (\$ = Billion)

Year	Expenditure
2010	\$48.35
2011	50.96
2012	53.33
2013	55.72
2014	58.04
2015	60.28
2016	66.75
2017	69.51
2018	72.56
2019	75.38 (2)

#### ASPCA:

78 million dogs are owned in the United States

Approximately 44% of all households in the United States have a dog

#### **Grand Review Research:**

The global pet industry is expected to reach up to \$202.6 billion by 2025

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#### **STRENGTHS**

- Because the courses are video based they teach by example and some dog owners may learn better this way
- Their Pupford app is super easy to navigate and their website also has a clean design

#### **WEAKNESSES**

- There is no way to log how well your dog did for each training session
- Courses are heavily video based so training sessions could take longer
- Because of the set calender for each course there is no way to customize a training schedule



#### **STRENGTHS**

- Training courses are personalized and you can rate your dog's performance for each training session
- Offers a social component to connect dog owners by posting challenges and commenting
- One on one connection with personal trainers
- · Has a pet newsfeed

#### WEAKNESSES

- When doing training courses you can skip ahead
- No online shopping option
- Can't connect any further with other dog owners

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#### **STRENGTHS**

- Users can work with a personal trainer in real time
- Chat feature and video chat with trainer
- Progress stats available
- · Health and nutrition section
- Personalized for your dogs specific problem areas

#### **WEAKNESSES**

- Not a lot of extra features
- Very expensive



#### **STRENGTHS**

- Teaches unorthodox tricks other apps dont offer
- Subscribers can chat with Sara in real-time to get their training questions answered
- The app offers pet challenges as a way to engage dog owners.
- Provides online shopping features

#### **WEAKNESSES**

- · Lacks extra features
- · More expensive

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# **Competition:**

- Lacks extraneous features
- Quite expensive
- Limited social aspect



# Pup Spot:

- Affordable
- Extra features
- Developed social aspect
- All-in-one: everything you need for your dog in one spot

# **Personas**

## Kind Karen



#### **BACKGROUND**

∖ge: **3** 

cation: Atlanta, GA

Marital Status: Marri

Occupation: School Princip

#### **OBJECTIVES & GOALS**

- · To raise a well behaved family dog
- To be super organized with a full planner and schedule
- Wants to train the puppy fast and efficiently
- Wants her kids to help out with training and taking care of the puppy

#### **FRUSTRATIONS & CONCERNS**

- Doesn't know how to manage her time while raising a puppy
- Concerned about how the puppy and cats will get along
- Does not want to raise the puppy all on her own, on top of work

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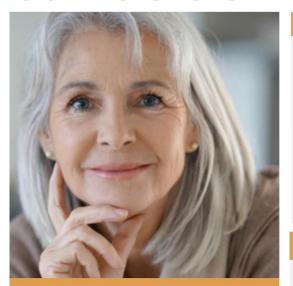
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# **Personas**

## **Gentle Greta**



#### **BACKGROUND**

Age:

68

Location

Toronta, CA

Marital Status

Widowed

Kids:

2

Occupation

**Retired Nurse** 

#### **OBJECTIVES & GOALS**

- Wants to start looking for the perfect dog match
- Wants to learn and become more knowledgeable on how to properly take care of dogs
- Wants to meet new people she can talk to who also own dogs
- Enjoy retirement and keep herself occupied with the company of a dog

#### FRUSTRATIONS & CONCERNS

- Worried that she won't be able to keep up with a younger and energetic dog
- Doesn't know anyone who can help her step by step
- Worried that she won't be able to get close with the dog

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# Personas

# **Busy Bobby**



#### **BACKGROUND**

Age:

25

Location

Boston, MA

Marital Status:

Lives with girlfrien

Kids:

None

Occupati

IT Technician

#### **OBJECTIVES & GOALS**

- Wants to be able to bond with his dog by training himself
- Wants to be able to create a training schedule that works around his work
- Wants to be able to connect with other dog owners in his area
- To be able to find all dog information in one place

#### **FRUSTRATIONS & CONCERNS**

- Does not have the time or money to visit a dog trainer
- Wants to be able to be present for training along with his girlfriend
- Has to go to multiple sources when looking for dog and training information

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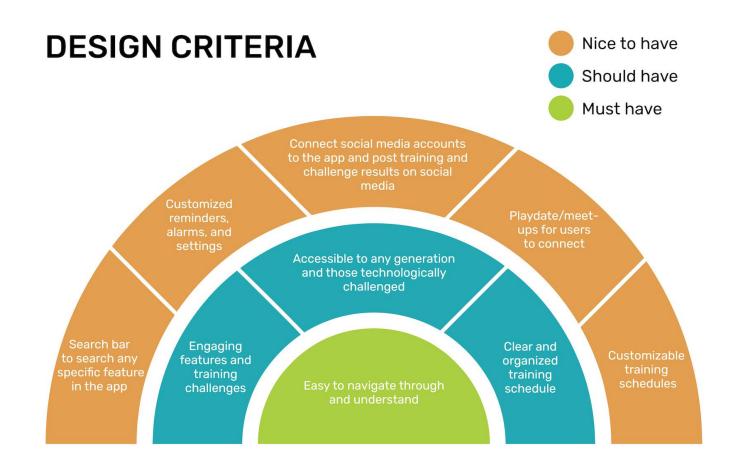
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#### What users want:

- An app that's easy to navigate
- An app that makes training their dog easier and organized
- To connect with professional trainers as well as other dog owners
- To find the best products for their dog(s)
- To share how cute their dog(s) is with others
- To bond with their dog(s)
- To improve their dog's life mentally and physically
- An app that has information on how to get started

### What the company wants:

- To provide users with quality dog training
- To keep users engaged in the app
- To create a positive brand experience
- To make some profit
- Donations from users to animal shelters and other charitable pet organizations

# **Brand Promise**

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A spot for the pup community to come together.

An app for the dog community to connect with dog owners, get tips and tricks on how to train your dog, track your dog, buy dog products, and donate to shelters/charities.

#### Care, Training, and Community

- Quality training programs and trainers
- Bonding activities for you and your pup(s)
- Friendly and helpful Pup Spot Community

# **Business Model**

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#### **Key Partners**

- Investors
- Professional dog trainers
- Pet organizations/ newsfeeds
- Pet products companies
- GPS dog tracker company

#### Customers

- First time dog owners
- Dog owners looking to connect with professionals and other dog owners
- Dog owners looking for a digital all in one solution for pet care

#### Revenue

- Subscription service
- Revenue cut from purchases made through the app

# Moodboard

Fun, Friendly, and Helpful.

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# Pup Spot

Fun, Friendly, and Helpful.

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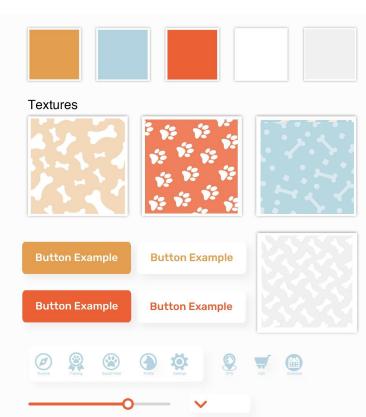
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#### Logotype:

- Floppy & friendly
- Inspired by puppy tails/ears

#### **Colors & Textures:**

- Red oranges: bright and exciting associated with physical energy.
   Playful, energetic, and engaging
- Blues & Greys: Calm colors to represent trust and community
- Patterns of bones, paw prints, and treats to express a fun & friendly space

# Scope

#### **Functions:**

- Changing location settings, profile photo, etc.
- Connecting with other users
- Contacting personal trainer for training
- Inviting users and setting up a puppy playdate
- Sharing their dog's progress and pics with other users
- Pet training challenges
- Learning about new pet products and finding answers to
- common pet problems
- Tracking their dog(s) with GPS chip
- Donating to animal shelters and other charitable pet organizations
- Setting up a training schedule and tracking progress
- Setting alarms and reminders for pet care
- Looking through available courses

#### **Features:**

- Log in/Create Account
- Dog questionnaire (dog breed, age, training experience, address, social media, etc.)
- GPS tracker map (option to order the tracker)
- Profile page with Instagram link, accomplishments, photos and videos
- Settings page (add co-owner, notifications, add dog, manage subscription)
- Social feed with challenge announcements and user stories and content upload
- User profiles with friends and playdate requests
- Inbox messages (trainer chatbox and messages from users)
- Training schedule, progress, optional and upcoming courses page
- Clicker sound
- Dog walking tracker and history
- Reminders and alarms
- Explore page with search bar (general dog information)
- Pet newsletter
- Pet product shopping page (search bar with filter and reviews)
- Donation page

# Scope

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#### **Communication & Connection**



Inbox page Friend chat & Trainer chat



Social feed page Content upload User profiles Playdate requests Social media link Social challenges

#### **Settings & Adjustments**



Profile page
Edit profile
Settings page
Subscription managements

#### Dog Training & Learning



Pet product store Article newsfeed Animal Shelters & charities Search bars



Schedule & reminders
Clicker sound
Dog walk tracker
GPS tracker map
Training courses
Training progress tracking
Dog trainer bios

# Log in Screen

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# **Profile Page**

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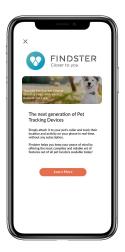
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# Social & Inbox Page

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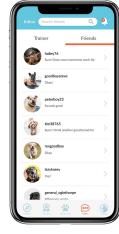












# **Training Page**

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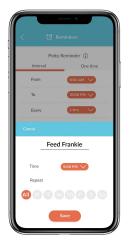
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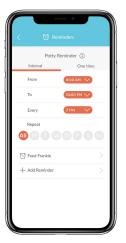
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# **Explore Page**

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# Puppy care just got way easier.

The essential app for dog owners everywhere.



#### Dog training \*

We have all the resources you need to make your training plan a success. With a slew of comprehensible training courses for various needs and access to our many professional animal trainers, we have all the tools you need for success.





#### Pet products 😭

With partnerships with several pet product retailers, our store has everything you would need to take care of your pup.

#### Community 48

We love bringing people together. On Pup Spot, you can post your favorite shots with your pup, connect with other dog owners, join challenges, and more.



Marketing Video



**Summary** 

- The pet care industry, especially dog care and training, is massive.
- There is no app that contains all of the tools needed to properly raise a puppy.
- We strove to create an app that encompassed all of the needs of dog owners.
- Through user testing and several iterations of prototypes, we created Pup Spot: the all-in-one spot for dog owners.
- On Pup Spot, a dog owners are able to buy pet care products, train their pup, connect with other dog owners, read informational pet care articles, and more.

# Q&A

#### **User Flow Chart**

Dog Training App

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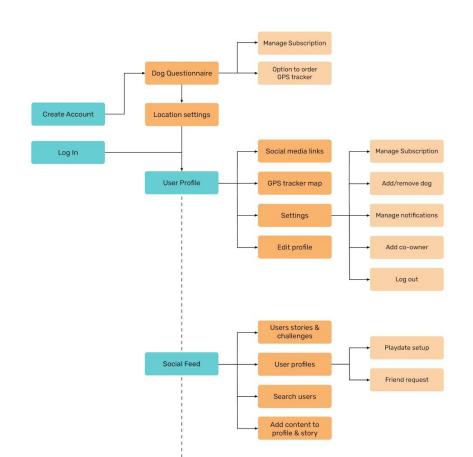
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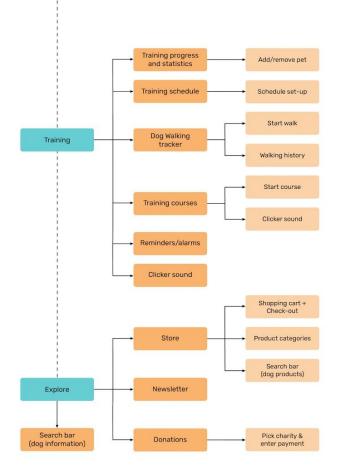
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# **Card sorting exercise**

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#### Sasha

ey Feature

Product Shopping Trainer Chat Newsfeed/letter Co-ownership Training Schedule Training Courses

# sic Feature

Login/Account Creation Profile & Customization Dog Questionnaire Pet Care Schedule GPS Tracking Reminders

# ineous Featur

Social Feed
Adding Friends
Dog Clicker
Playdate Setup
Donate to Charity/Shelters



#### Liz

Login/Account Creation GPS Tracking Co-ownership Pet Care Schedule Reminders

Dog Questionnaire Product Shopping Trainer Chat Training Schedule Training Courses Playdate Setup

Profile & Customization Social Feed Adding Friends Newsfeed/letter Donate to Charity/Shelters Dog Clicker



#### Hai

Login/Account Creation Social Feed Training Schedule Pet Care Schedule Reminders

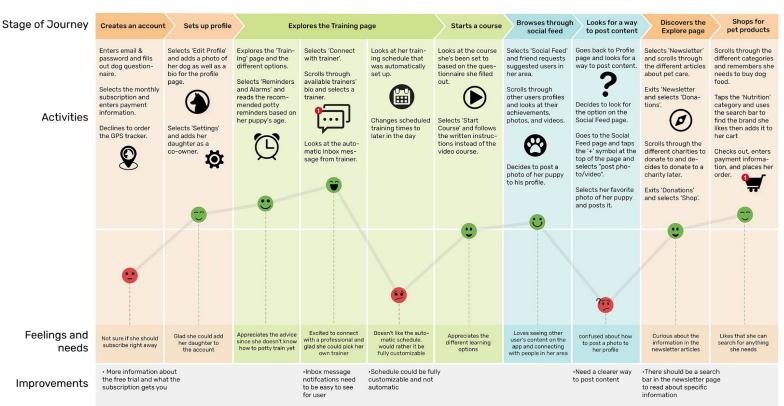
Adding Friends Product Shopping GPS Tracking Training Courses Playdate Setup Dog Clicker

Profile & Customization
Dog Questionnaire
Trainer Chat
Newsfeed/letter
Donate to Charity/Shelters
Co-ownership



#### Kind Karen's Journey Map

**Current State** 





# Busy Bobby's Journey Map

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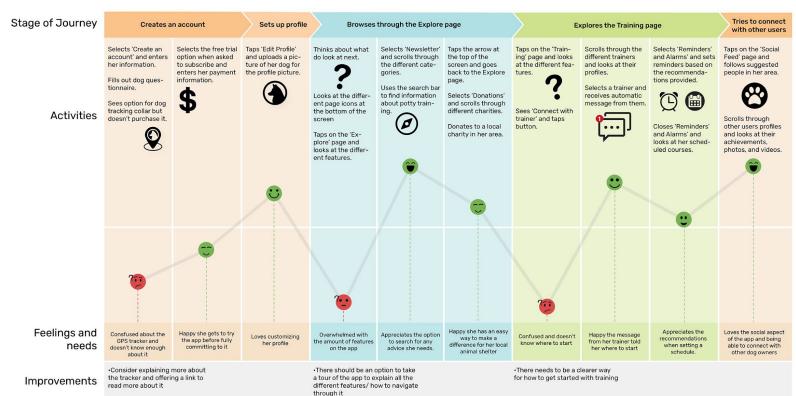
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Stage of Journey Tries to connect Discovers the Explores the Training page Creates an account Sets up profile Goes through social feed with trainer Explore page Fills out profile Sees the subscrip-Adds a profile pic to Sees co-owner Clicks the '+' at the Follows a couple Opens up the 'Train- Exits 'Training Selects 'Connect Opens up the information. tion option and Oskar's bio and option but cannot top of the screen users that are suging' page and looks courses' and taps with trainer'. 'Explore' page and Declines to subcribe links his puppy's use it due to not and posts a video of gested in his area. at the different feaon 'Reminders and looks at the differ-Adds his pet dog right away. instagram to the having the sub-Oskar playing. Alarms'. Closes out the tab ent features. Oskar to the app profile. scription. Searches for friends telling him that he using the dog questhat he knows has Browses through Sets a reminder to has to subscribe in tionnaire. Checks out GPS the app but can't different training feed Oskar later. order to connect tracker map and with a professional find them. courses and and Sees option for dog decides to purselects the rectrainer. Selects 'Newsletter Activities chase it. tracking collar but Sees at a notifcacomended course and uses the search decides to purchase tion that his video Thinks about subbar to read about for his puppy Oskar. it later. already got 2 likes. Opens his automatic scribing since he potty training a Completes the first schedule and really wants a propuppy. activity. changes it to work fessional to help with his work schedule. Likes the various Feelings and Is slightly annoyed that Thinks the GPS tracker Appreciates the profile Upset because he does Frustrated due to the Loves being able to A little annoved that he Loves the social Appreciates the training courses offered the app has asked him lack of contact not have access to the ustomize his schedule has to subscribe but is a good idea customization options aspect of the app for free and that they helpful information needs to purchase two things integration understands why co-owner option and reminders have a video option already ·Consider offering the option ·Consider allowing ·Allow users to see their friends that to order a GPS tracker after co-owner option are on the app in their contacts, or **Improvements** creating an accout without subscription invite them through the app



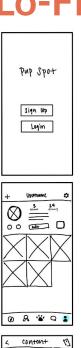
#### Gentle Greta's Journey Map

**Current State** 



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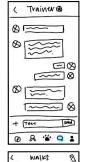






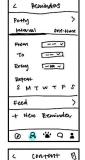


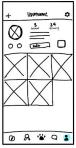
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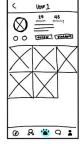




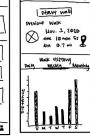














































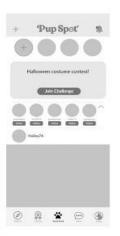








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Frankie

**New Puppy** 

Continue

5 Schedule

[1] Reminders

Deplore Courses

per World







Reminders

(5) Feed Frankle

+ Add Revision

Potty Reminder (i)

30:00 PM

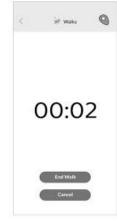




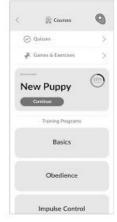






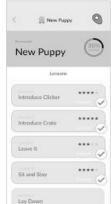
























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