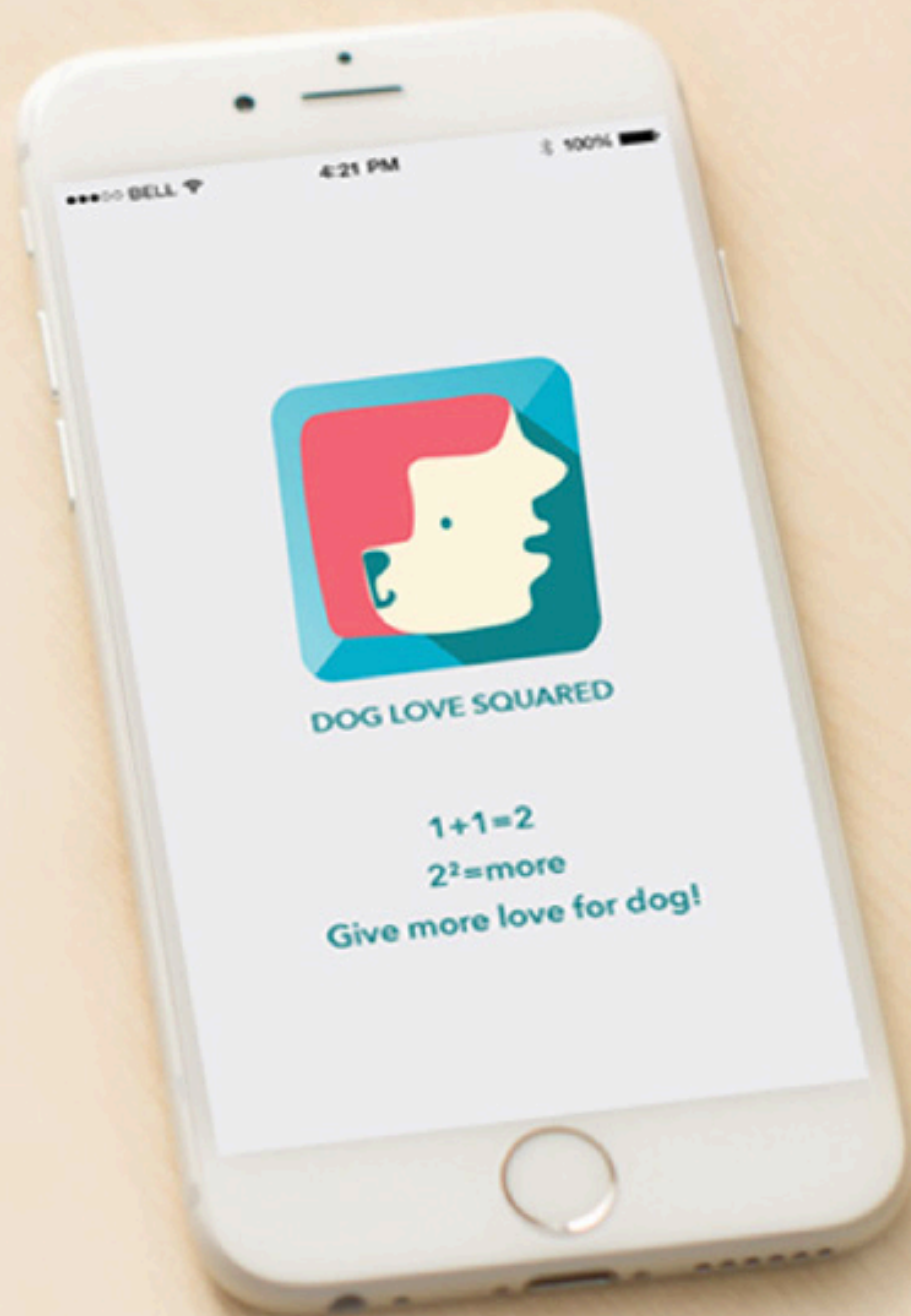


Doglove<sup>2</sup>

Find a Dog Sitter in your  
Neighborhood !





DOGLOVE  
SQUARED

CONCEPT

**DOGLOVE SQUARED** is a Service Application that lets people enjoy dogs on a part-time basis.

A Social Network application help you find a sitter in your neighbourhood. To give your dogs more Love, Walk or just find a Playdate for them.

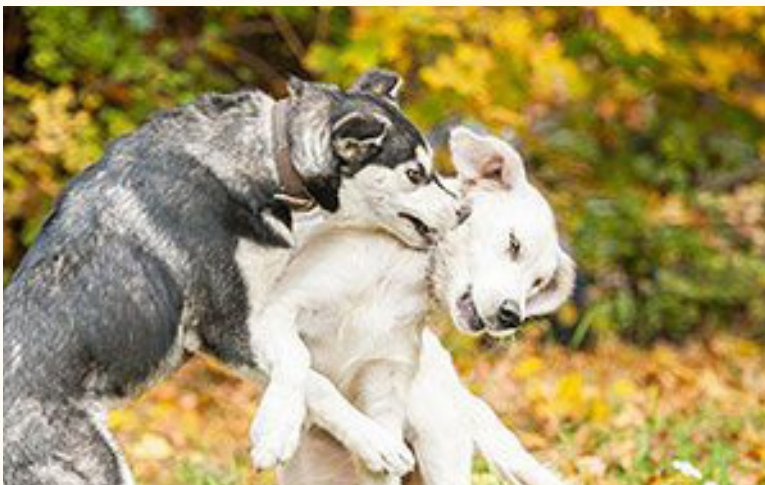
Have you thought about their feelings when you left them alone for more than 8 hours everyday?





You may think about dog kennel...  
but they may have other problems...

- health condition
- bully/fight
- taken good care?





DOGLOVE  
SQUARED

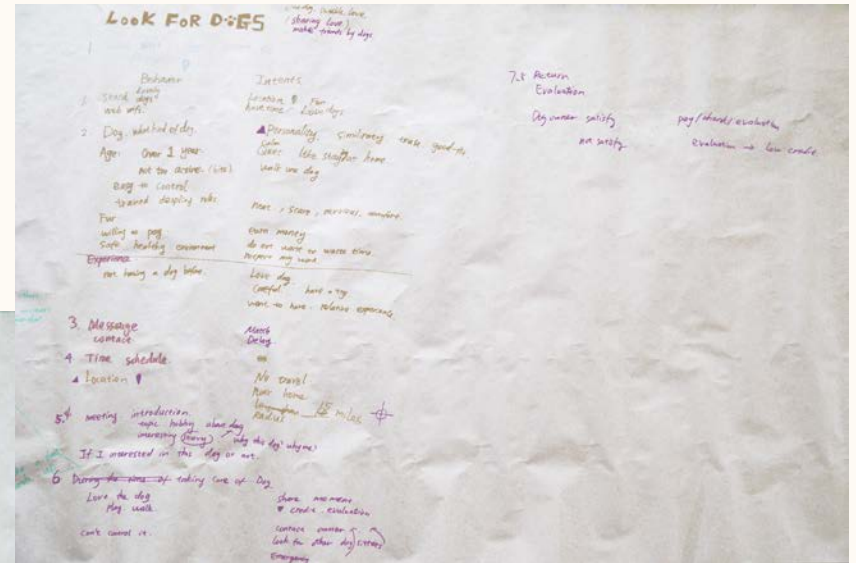
## Key Feature

- Find owners near me
- Find sitters near me
- Share my pet
- Borrow a pet
- Review and rate pets and walkers
- Share my experience on social media



DOGLOVE  
SQUARED

Brainstorm



Looking for Dog sitters.

▲ process

- ▼ Web / search / ask friends for help.
- ▼ person online help.
- ↓
- ▼ message
- ↓
- ▼ meeting ⇒ location: Dog sitters's house.
- ↓
- ▼ ~~making the time~~ make a deal. on line.  
★ Hook-up start.
- ▼ During the time for take care  
★ Design a reminder to remind Dog sitters post dog's moment everyday
- ▼ Return the Dog. (spin more credits)
- ↓
- ▼ evaluation.

▲ Intents

- worry about my dog. need find a reliable person. willing to pay.
- photo is important / sunny guys first experiences first.
- schedule match. nearby me. have enough time to walk dog.
- location wish in ~~to the~~ his/her house. need more pics. about their life photos.
- offer all the foods. wish get best care.
- I ~~but~~ hope to know my dog's moment everyday.
- Hope happy ending.
- Gain more credit for my Dog. I would be a friend with the people who take care of my dog.

One moment share for two pupes.

- Dog sitters.
- Dog owners.
- look forward





DOGLOVE  
SQUARED

Brainstorm

**Problem challenge**

**Why:**

- Have no time. not have enough time too tired.
- Care about dogs. feel guilty.
- goes out for holiday with family love to get on vacation.
- family love to get but it's always expensive housing.

**Inspiration:**

**Pets sharing Dogs.**

- Love:** Family, cute, reliable, Fuzzy, take care, boredom x personality, ca.
- Happy:** in company, talking, walking, playdate, Lifestyle, enrich, substitute, routine.
- Fun:** communication x Alone, social, partner, freedom, youth, adorable, budget, connection.

**How:**

- tell a friend/family for help.
- Animal shelter/hotel/park
- search online.
- Location time, environment, cost, \$.
- trust.

**Solution:**

- A social network service app. enjoy dogs on a part-time basis.
- peer-to-peer way. Same area.
- care and look after. have a playdate with a local dog.

**Pros:**

- Quick search connect.
- Trust. rating, feedback, connect to fb.
- Moment (dog moment) Experience.
- In-time moment message for us dog.

**not easy. cost time, money, need to fix.**

**Build Trust, share moment.**

**Dogs never be Alone. Owners not guilty any more.**

**Pet Sharing**

Dog 🐾

- affectionate
- Adorable.
- Cute.
- Playdate Fun.
- Freedom.
- Youth.
- Lifestyle.
- Personalizing.
- Choice.
- replace for normal contact.
- individualistic Society.
- from pining.
- Family.
- Love.
- Happy.
- Fun.
- talking.
- Walking.
- Spare time.
- way of connection.
- Reliable.
- dependable.
- Fuzzy.
- take care.
- Substitute.
- fight boredom.
- compromise.
- Routine.
- company.
- children = instance.
- Communication.
- Social.
- Real world.
- Partner.
- Alone.

Treat your dog like family.  
Spread the love  
care your dog as much as you do

App: Dogvalay.com, Rover.com (Tell a friend).

Search Book Relax. Borrowing Doggy (UK, Ireland)

Guarantee your home. (Sitter's home)  
Where (local. Size)  
When. (Pick up. drop off).  
Day Budget (\$10-\$100)  
Reviews rating.

1. Animal Resort & Spa. 31415.
2. Pet Smart. Pet Hotel
3. (Animal House)
4. At Home Pet Sitters

Recently B Dog sitters near you.  
Host.  
Borrower

interview:  
feed  
park  
dog's view.  
diff  
experience.



**DOGLOVE  
SQUARED**

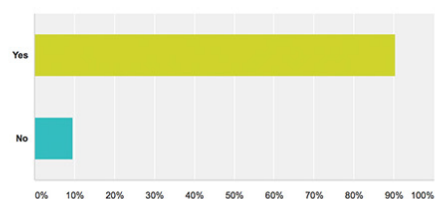
## User Research

### Dog Care

Q1

#### Do you often have to leave your dog alone?

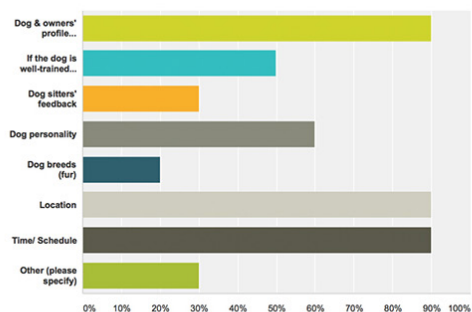
Answered: 31 Skipped: 4



Answer Choices	Responses	Count
Yes	90.32%	28
No	9.68%	3
Total		31

#### If there is an app about dog and dog sitter, what kind of information are you looking for?

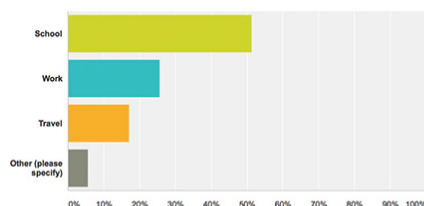
Answered: 10 Skipped: 0



Q2

#### What is the reason for leaving your dog alone?

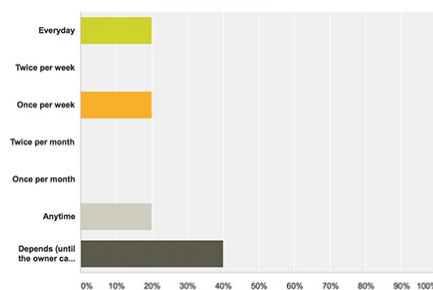
Answered: 35 Skipped: 0



Answer Choices	Responses	Count
School	51.43%	18
Work	25.71%	9
Travel	17.14%	6
Other (please specify)	5.71%	2
Total		35

#### How often would you like to be contacted by the dog owner?

Answered: 10 Skipped: 0



Answer Choices	Responses	Count
Everyday	20.00%	2
Twice per week	0.00%	0

### Dog Sharing

- Would you find a friend who would take care of your dog or search for dog sitter when you are traveling?
  - Find a friend or someone I knew
  - Find a dog sitter
- If you can't find friends to take care of your dog, what would you do?
  - I would like to find a dog sitter with pay
  - I would like take it to the dog kennel
  - others
- If there is an app about dog and dog sitter, do you mind to search the dog sitter around you? What kind of information do you think is most important?
  - Dog sitter profile
  - Dog sitter's Location
  - Dog sitter's time/ schedule
  - Dog sitter's feedback
  - others
- If you choose a dog sitter, how much you would like to pay for per hour/ per day?
  - 5-10/hour
  - 10-15/hour
  - 30-50/day
  - up 50/day
- How often would you like to be contact to dog sitter? Or How often would you like to be contacted by dog sitter?
  - everyday
  - twice a week
  - once a week
- What kind of way do you prefer to contact or to be contacted?
  - An application for chat
  - text through the phone message
  - image through the phone message
  - E-mail
  - Phone call
- Where do you prefer to meet up with dog sitter?
  - Park
  - Dog sitter's house(make sure their life style you could accept)
  - Your house
- Where are you want your dog be took care?
  - Your house
  - Dog sitter's house
- Age group?
  - Under 18
  - 18-25
  - 26-30
  - 31-35
  - 36-45
  - 46-60
  - over60





DOGLOVE  
SQUARED

## User Research Analysis

- State the purpose
- How do they find sitters usually?
- How to build trust for owners/sitters?
- Ideally, how long would dogs be left alone?
- What would they do if they can't find sitter?



4. Name: Tank & Teddy

The lady is walking her friend's dog and her own dog together. They get along really well~~Owner and sitter at the same time

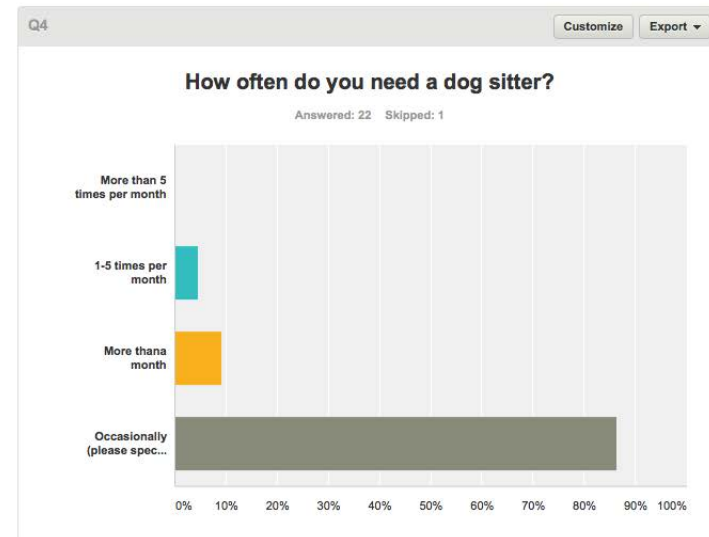
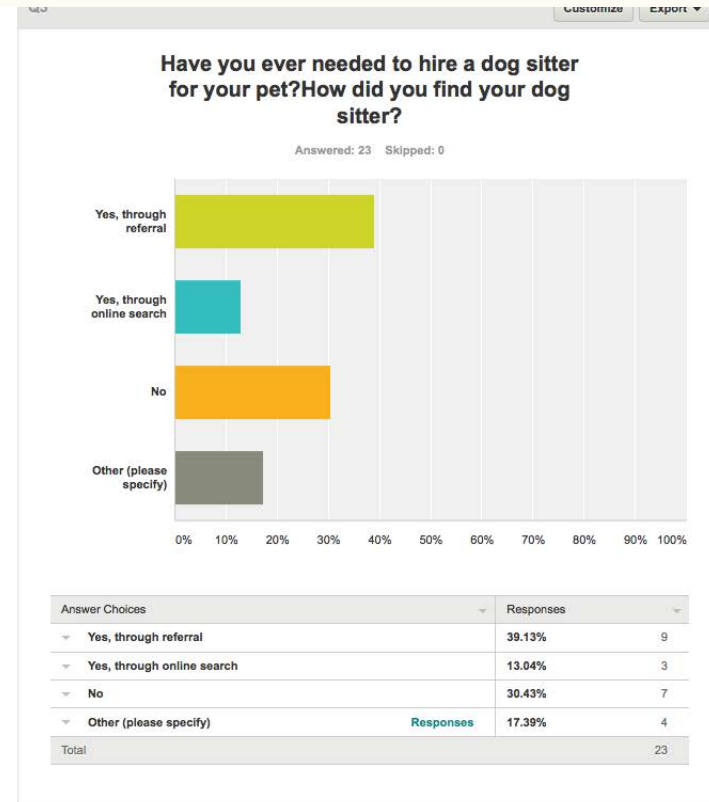
Previous experience: Her friend and her usually take care of each other's dog. She extremely needs to find a dog sitter when she is on vacation.

Bad experience: dog boarding for one night. Her dog doesn't like her. She spent nearly \$35 for boarding overnight. Her dog went to the opposite way of the sitter when she picked her up. Never go to the sitter again.

Security- what's the dog sitter's place? How clean is his house? Does he have kids? Her dog doesn't like kids. Kids make him nervous. He doesn't like noise.

Credential -Training. She takes care of the dog sitters' experience. Does he have dogs before? How many years of experience does he have? Do they have training before? She needs a sitter who can steer her dog easily.

Reference: [Rover.com](#), [Scampers Daycamp for Dogs](#)





DOGLOVE  
SQUARED

## Second round User Research

Showing 4 responses

I will check online if I need a sitter. I would like to meet them first. The more experiences they have, the more trustworthy they are. I prefer to let the sitter come to my house to watch my dog. There is no difference of picking up the free sitter or paying sitter as long as they treat my dog well.

7/3/2016 9:43 PM [View respondent's answers](#)

I would go to sitters for help if they r close, and I want them to watch my dog at my home. I don't mind if they watch my dog together with other dogs. She needs more social and she's friendly

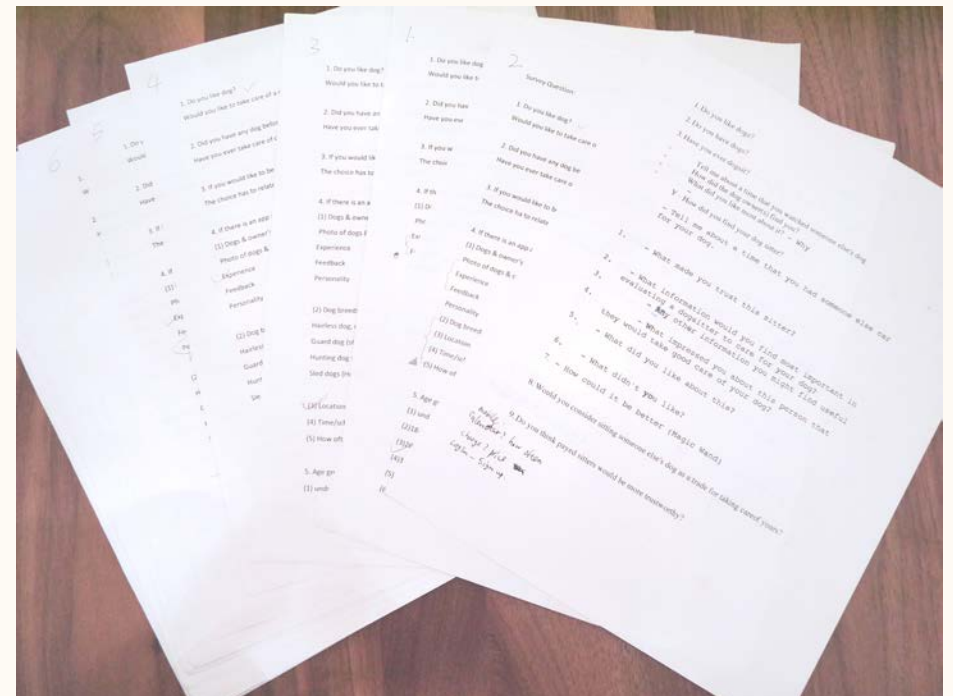
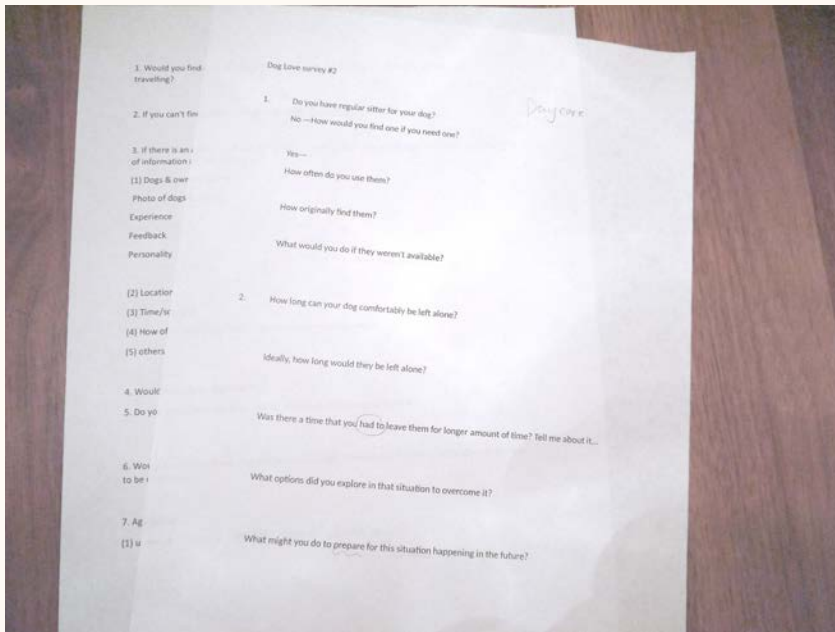
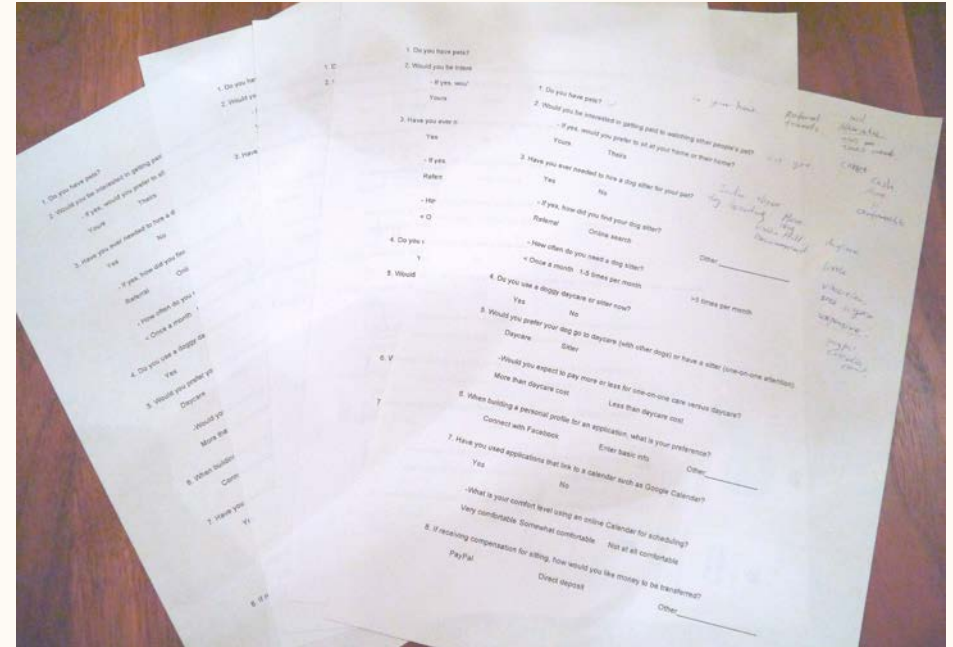
6/29/2016 9:28 PM [View respondent's answers](#)

I will go to sitters for help every week, more time and love for my dog

6/29/2016 9:24 PM [View respondent's answers](#)

I will ask my coworker to see if they want to do me a favor. (but mostly I don't believe they walk my dog as I expect) Or I can spend around \$15 per day to find a sitter.

6/29/2016 9:10 PM [View respondent's answers](#)

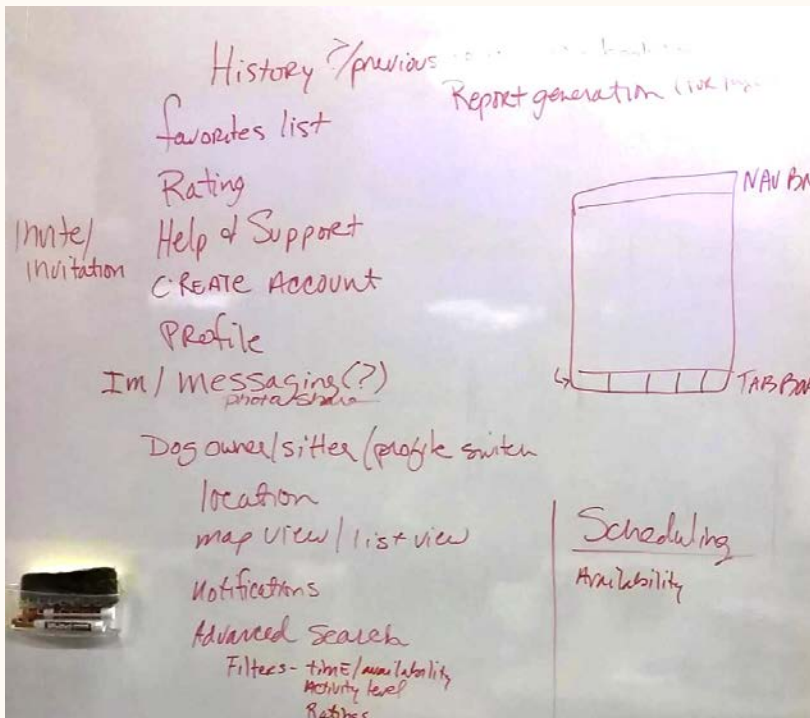




DOGLOVE  
SQUARED

## User Research Analysis

- Safety, health matters
- Need to meet, have conversation
- do have requirement, regular/occasional
- taken into consideration: dog size, rating
- recommendation, reviews help build trust



**DOG CARE SURVEY ANALYSIS**

*mental trust system. allergy? general pad*

**QUESTION #5:**  
Are you worried about your dog's safety when left alone? Why?  
She's very social and likes to be around people I don't want her to feel sad about being alone.  
*include more communication*  
\*Owners feel bad about leaving dogs alone because of their emotional distress  
My dog is old and she slips around on my floor a lot. Also I'm just generally an anxious worry wart.  
Because he isn't capable of taking care of him self.  
She gets into things, she could eat something she shouldn't.  
\*They worry about their safety and that something may happen while they are not there. *inhabit contact Massage*  
Locked in one room with food and water and safe from anything that could harm him.  
\*Dog is constrained to minimal space in order to insure peace of mind of owner.  
They are lazy dogs and have each other for company until we get home.  
He is safely kenneled.  
\*Again, a worry for the dog's mental sanity, and emotional distress.  
She's well behaved and roommates are always coming in and out of our house. She gets all sort of attention, all day long.  
\*A priority for owners is for their dogs to be paid attention to, to be loved and well cared for consistently. *peer-peer way really want to take care*

**QUESTION #8:**  
Why do you find it difficult to trust people with your dog?  
*opportunities*  
No one's going to love and care for your pets as much as you do, but I'm more apt to trust a boarding place since they need to uphold a reputation as a business and you can get references for them.  
\*References are important to people, as well as the access to untampered information and reviews.  
They are your baby. So you just want the best for them, which why it is hard to trust just anyone with them.  
If they don't feel threatened, I don't either. They know people and can feel negative energy before I can.  
\*Trust the dog's judgement, if they feel safe, they feel they can trust the person. It would be relevant to be able to meet before accepting. *home safety*  
My dog has no special needs just food, water, outside time, and love.  
\*Owners prioritize love as a core need for their dog's well being.  
I choose people that have met my dog before and that I trust.  
I know the person very well so I know I can definitely trust my dog with them. *profile*  
\*People like to have an established network of people they trust and know get along well with their dog.  
Often the dog comes home mistreated with cuts or infections from dog businesses  
\*Coexistence with other numerous dogs does not usually provide the care and personalized attention the dog owner's want for their dogs. It can also be more of a safety hazard. *Animal*

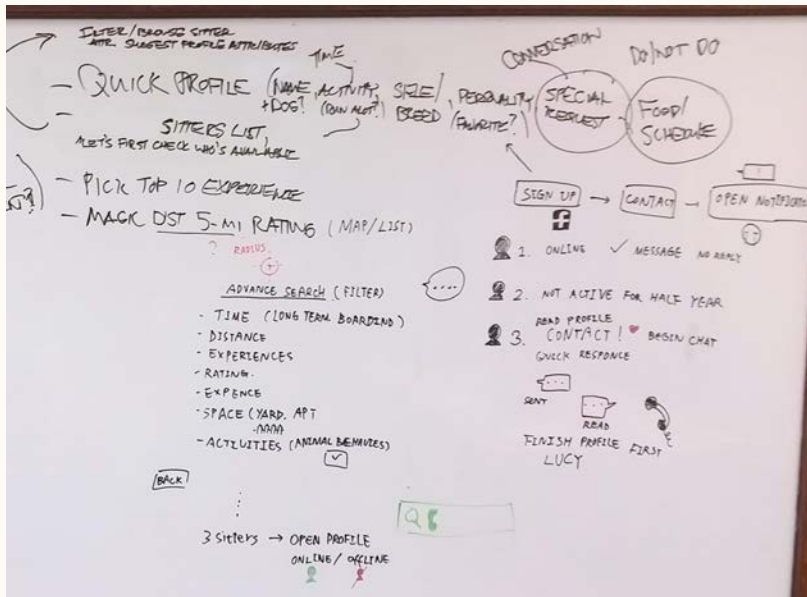




DOGLOVE  
SQUARED

## Persona

- Introduce the app
- what is the goal? Occasionally user
- Search, Log in
- Start conversation, meet?
- Take care dogs
- Rating, review, feedback



### User Overview:

Vivian Elizabeth  
35  
Occasionally  
New job as IT Consultant in Vancouver BC  
Active on Instagram, wordpress, twitter  
Philosophy, theology, symphony, gym

### Experience Goal

Meet more friends, explore  
Find a dog sitter when she on business trip

### End Goal

Don't let Nola feel lonely  
Finding a playdate for Nola, maybe make some dog  
sitter friends

### Scenario:

One day, her boss Frank calls her on the phone and says that there's a last minute two-week project in Amsterdam and they need someone as soon as possible. She's excited to work in Amsterdam but she need to find someone to take care of Nola, the Mini Australian Shepherd. She showed her concern to her boss. Frank told her that he had good luck with Dog Love2 before. So Vivian wanted to download to have a try.

She downloads the app and accesses her location to screen the search. She finds a way to set the dates she's looking for and select the type of care she needs. After comparing with a few dog sitters, she thought a lady called Lucy maybe a good sitter for Nola. Lucy has good rating and she is holding a mini Australian Shepherd with a beaming smile on her profile. She message her and after login. And soon she receives Lucy's response.

They schedule a meeting after work at a park nearby so they and the dogs can meet. At the park, Vivian is relieved to find that Lucy is as normal as she sounded on the phone, and that Nola reacts positively to both her and Lucy's dog Joe. Lucy invites Vivian over to check out the house and yard. She walks Vivian through her usual routine; Nola would stay her in her crate at night and only be in the yard with Joe while under supervision. As Lucy works at home, Nola will get lots of attention. Both are happy with the arrangement.

On Wednesday morning, Vivian drops Nola off and is sad to go, but happy to know she'll be well taken care of. When she return after two weeks, Joe and Nola are BFF's and Lucy says, "We'll take Nola anytime. She was great!" Vivian is given a message to rate Lucy and of course, gives her a glowing recommendation.





DOGLOVE  
SQUARED

## Persona2

- Introduce the app
- Goal? Social
- Search, Log in
- Start conversation
- Take care dogs
- Rating, feedback



### User Overview:

Emma Smith  
27  
Every week user  
Marketing Manager  
Active on Facebook, Twitter, Instagram, Meetup  
Libra  
Like Animal, Photography, Travel

### Experience Goal

Explore, Find a playdate for Pluto  
Feel personal

### End Goal

Enjoy her personal spare time as well as taking care of Pluto  
Don't let Pluto feel lonely  
Finding a playdate for Pluto, maybe make some dog sitter friends

### Scenario:

On Thursday night, Emma got a message that her friends asked her to a one-day and half concert and party. She is really interested in the event. But one of her friend is allergic to dogs and it's not convenient to taking care of Pluto on the way. So she texted her coworkers and neighbor but unfortunately they are all busy on the weekend. She really doesn't want to leave Pluto in the animal care. She saw a Dog Love Squared App ad on website and she downloaded it. There is a guy named Salmon she thought is a perfect match for the dog sitter on weekend. And he is quite near the place she lived in. She texted him on the app and ask him if he have time on Friday night to introduce Pluto to him. Salmon replied quickly and they have a happy talk in Starbuck. Salmon go to Emma's home on Saturday morning and take Pluto to the park running and playing. They also spend a good day on Sunday. After Emma came back, Pluto looks very happy and she thanks Salmon very much and gave him a souvenir she bought from the concert. Emma is content about the dog-sharing app and she wrote a feedback and rating for Salmon's good work. She would like to recommend her friend to download the app and have a try.



DOGLOVE  
SQUARED

## Use Cases

### Vivian Elizabeth IT Consultant

Vivian got the call from her boss. She planned to go on business in four days. She needed to find a sitter for Nola ASAP. She got the recommendation of Dog Love Squared APP from her boss.

She downloaded the App and read the introduction. She accessed her location by using it. And then she browsed dog sitters nearby.

She clicked on the advance research to screen the sitters. A lady called Lucy caused her attention. Vivian like her beaming smile and she found Lucy has a mini Australian Shepherd as well.

Vivian drops Nola off and is sad to go, but happy to know she'll be well taken care of. When she return after two weeks, Joe and Nola are BFF's Vivian is given a message to rate Lucy and of course, gives her a glowing recommendation.

Linked her account with Facebook, she messaged Lucy quickly. They schedule a meeting after work at a park nearby so they and the dogs can meet. Their conversation goes very well. Nola reacted positively to both Lucy and her dog Joe.



DOGLOVE  
SQUARED

## Use Cases

### Jorge Martinez Psychological College Student

Jorge wanted somebody to take care of his dog after reading an article of animal emotional stress. His dog Ludde always be lonely at home and feel depressed. He searched online and noticed his friend shared an APP called DogLove Squared on Facebook.

He is curious about the App and he wants to download one to have a try. After accessed his location, he browsed dog sitters nearby.

He searched around his neighborhood and found out there is an old lady name Janet. She has good reputation for taking care of dogs. Jorge left her a message and went to school.

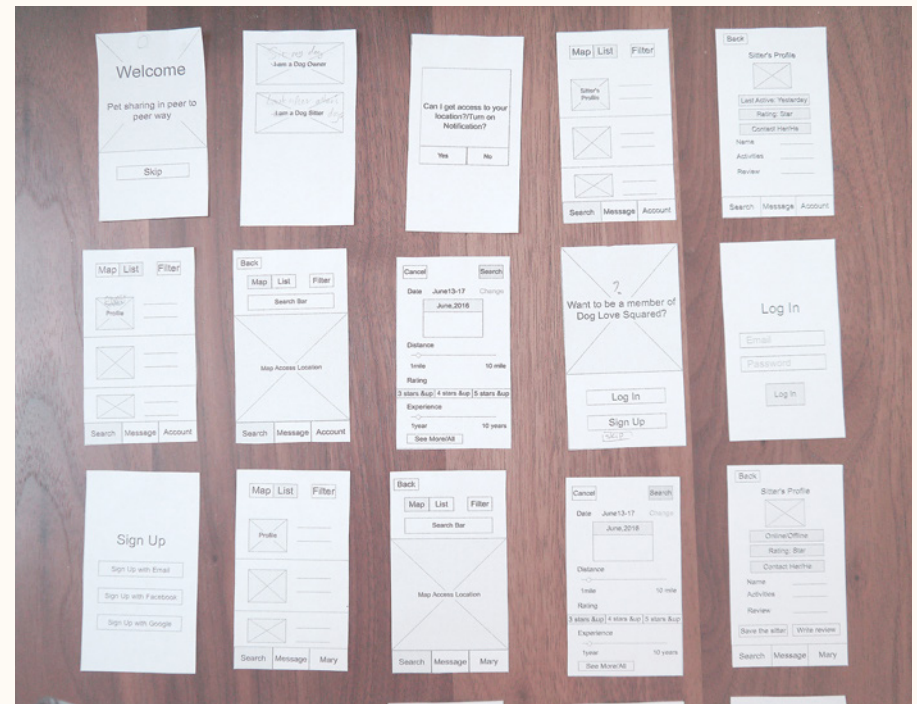
On Thursday morning, Jorge took Ludde on the car and stopped at Janet's house by 9:30 in the morning. After finishing the whole day class at 7, Jorge drove to Janet's house to pick up Ludde. Ludde is very happy to see Jorge and he wag its tail to Janet. Ludde paid Janet and thanks her for taking good care of Ludde.

Two days later, Jorge got the notification of Janet's daughter Kate. They scheduled a time to meet at a park near Janet's home. Janet love Ludde very much and they had a happy conversation.



DOGLOVE  
SQUARED

## Wireframe

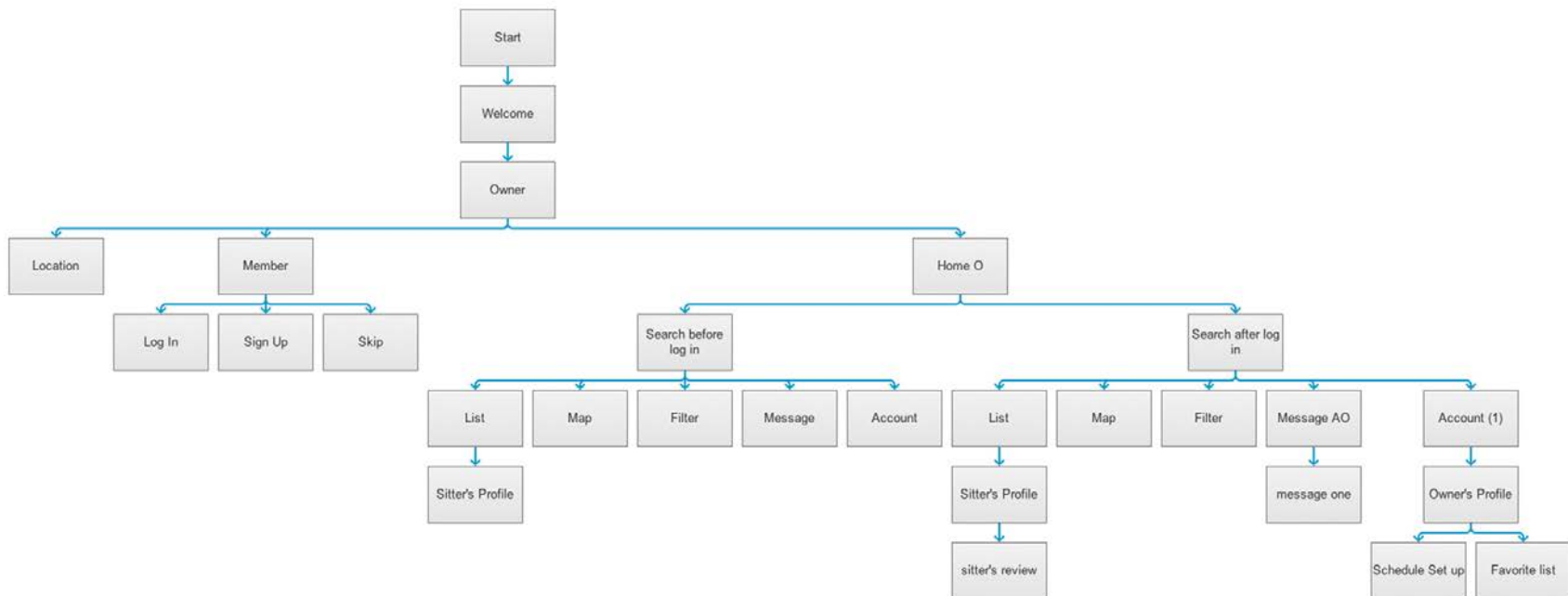
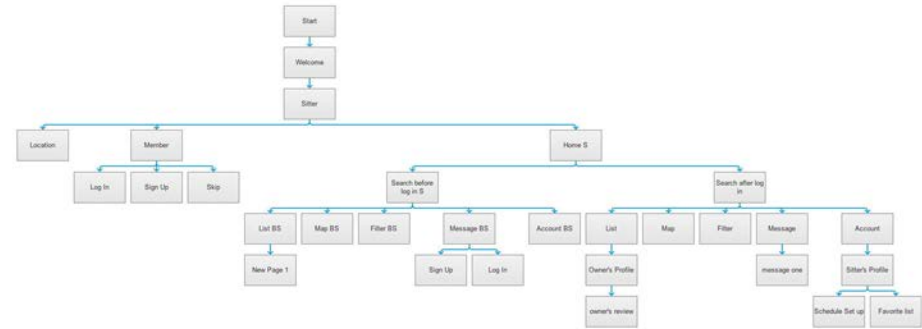






DOGLOVE  
SQUARED

## Wireframe

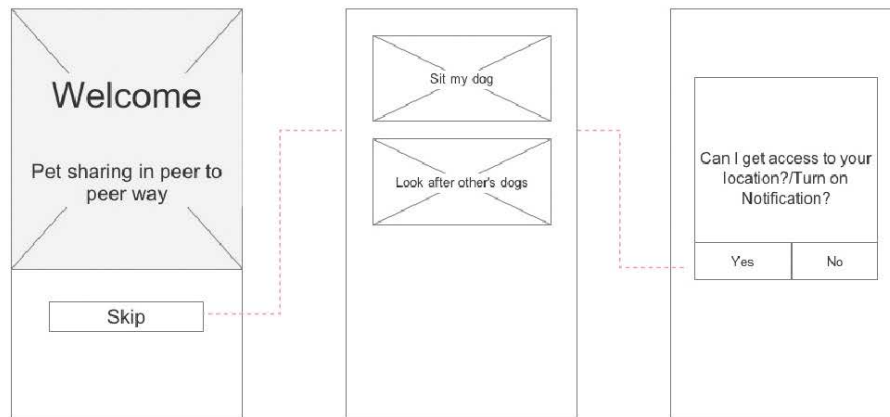




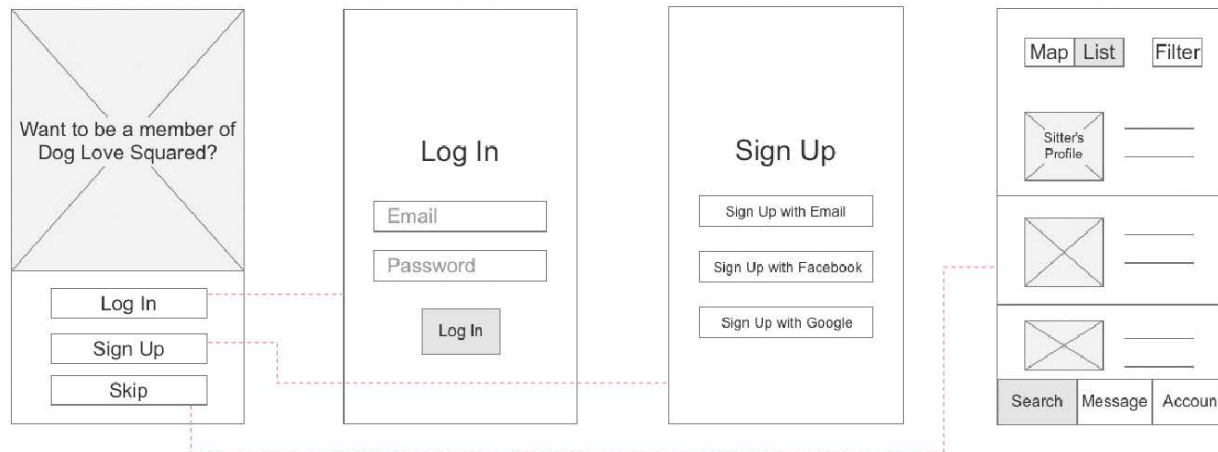
DOGLOVE  
SQUARED

## Wireframe

### First Run Experience



### Log In/ Sign up

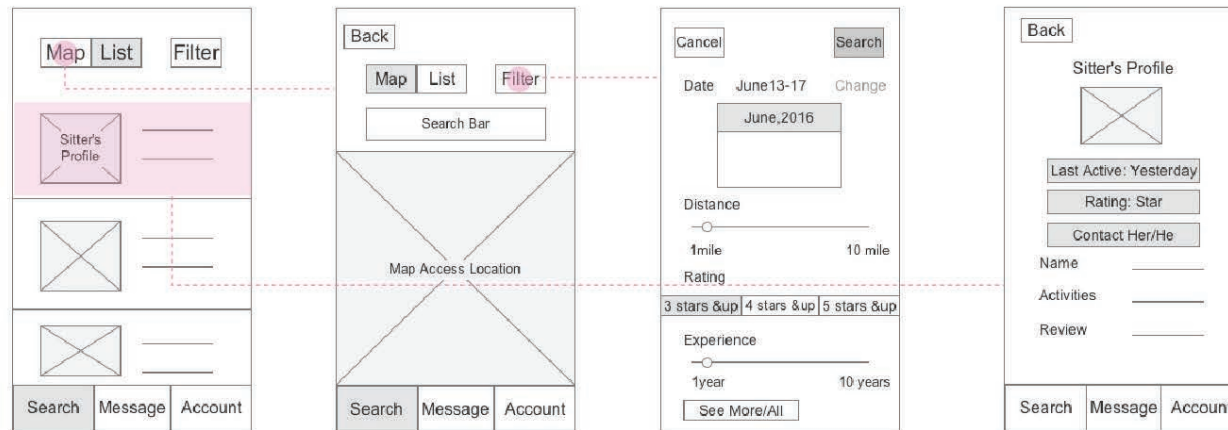




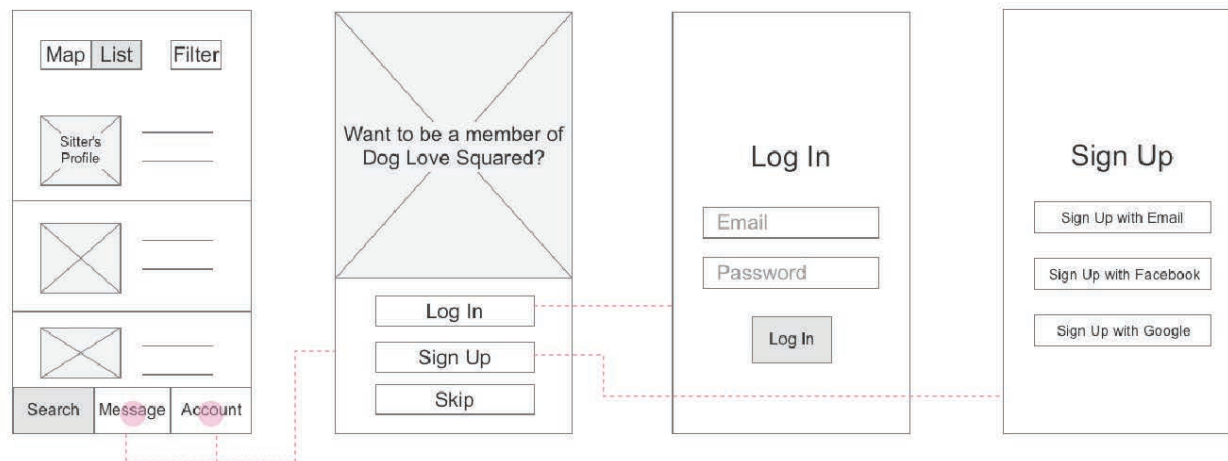
DOGLOVE  
SQUARED

## Wireframe

### Home page before Log in



### Log in/ Sign up Request

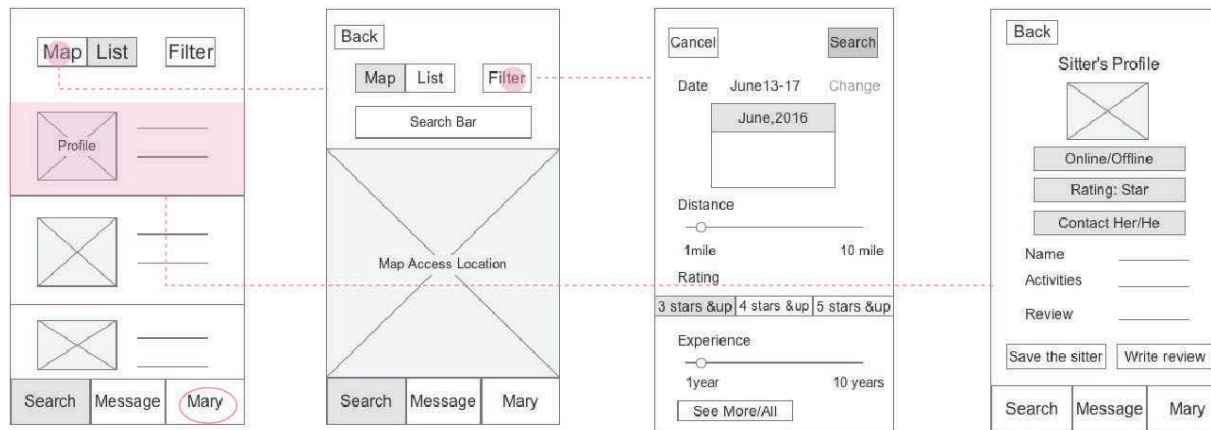




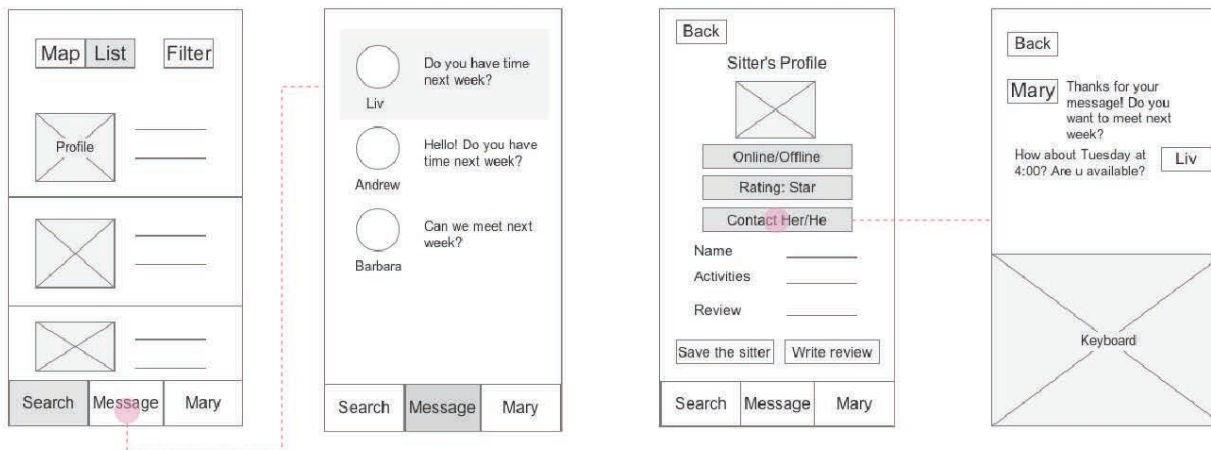
DOGLOVE  
SQUARED

## Wireframe

### Home page after Log in (Owner's side)



### Message the owner/sitter



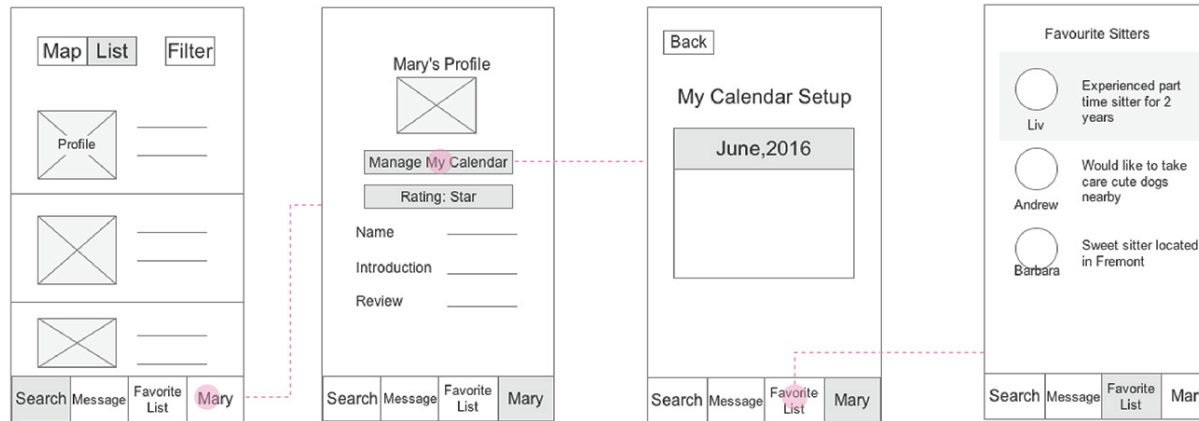




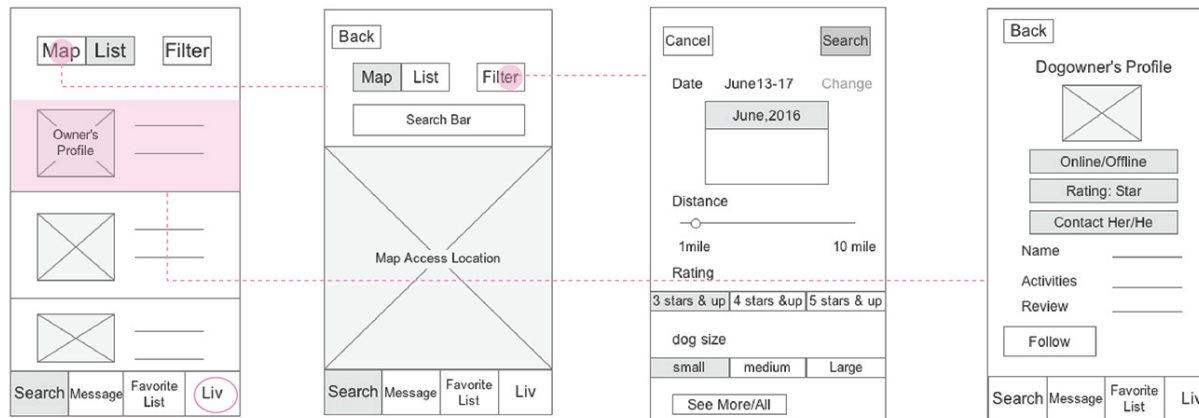
DOGLOVE  
SQUARED

## Wireframe

### Account and Favorite List



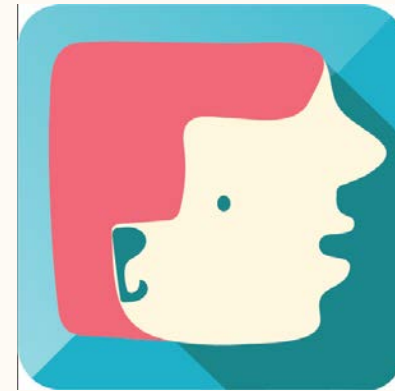
### Home page after Log in (Sitter's side)





DOGLOVE  
SQUARED

## LOGO Exploration

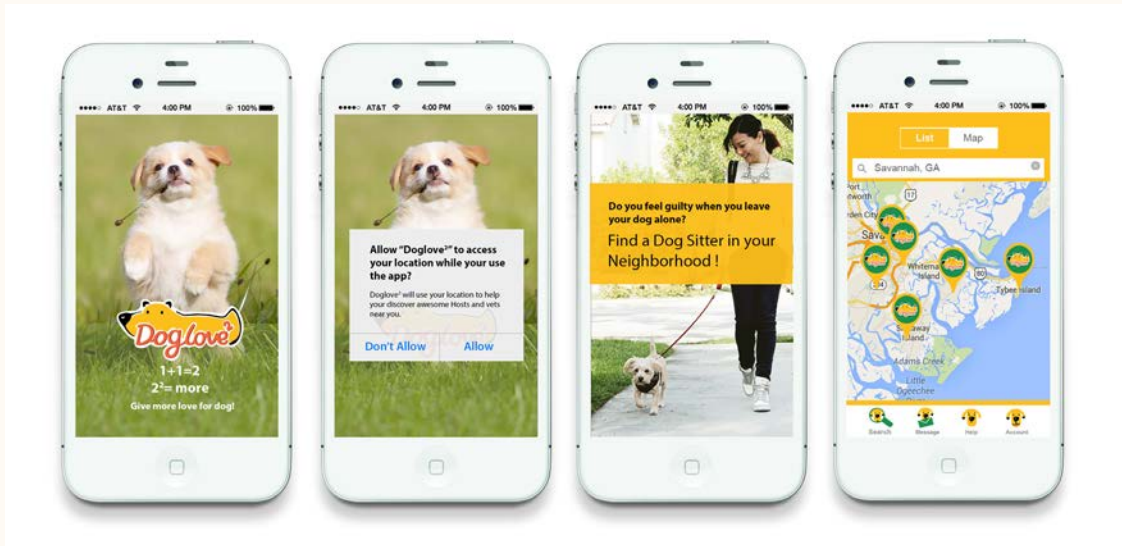


DOG LOVE SQUARED



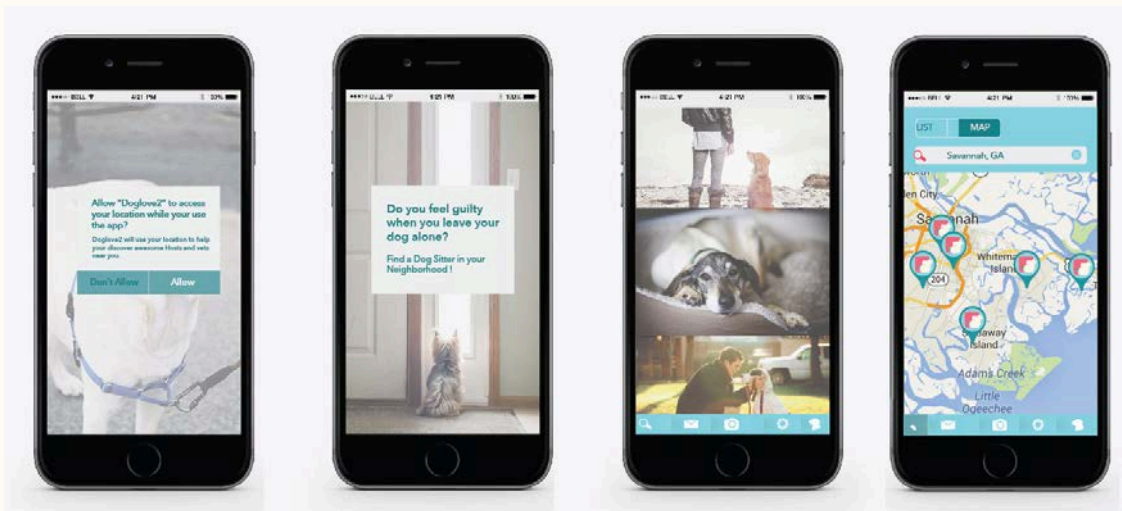
DOGLOVE  
SQUARED

Two old versions of my design



Problem:

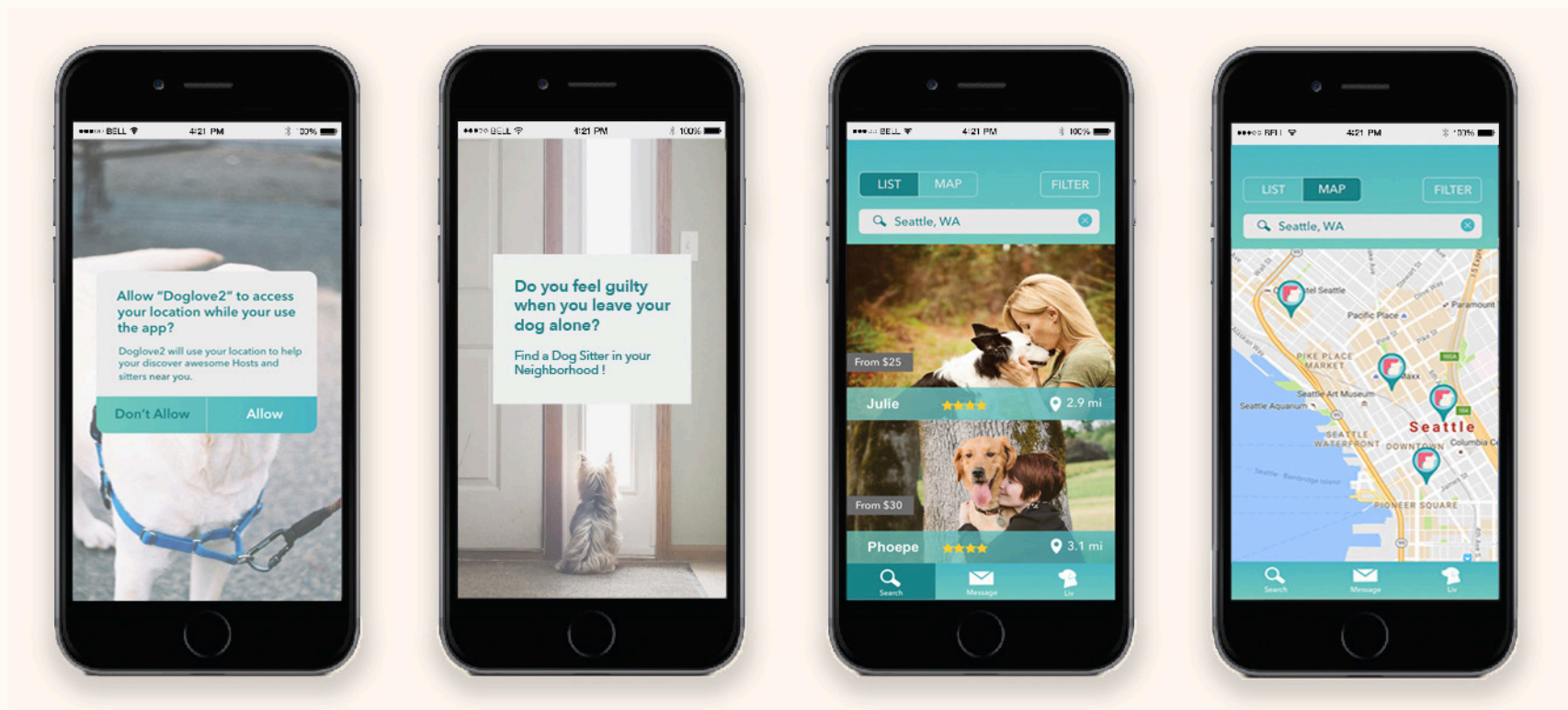
- Unrefined LOGO
- Navigation bar is not clean
- Not follow the IOS guideline
- no filter button
- too much features
- no owner/sitter option





DOGLOVE  
SQUARED

## Fixed UI



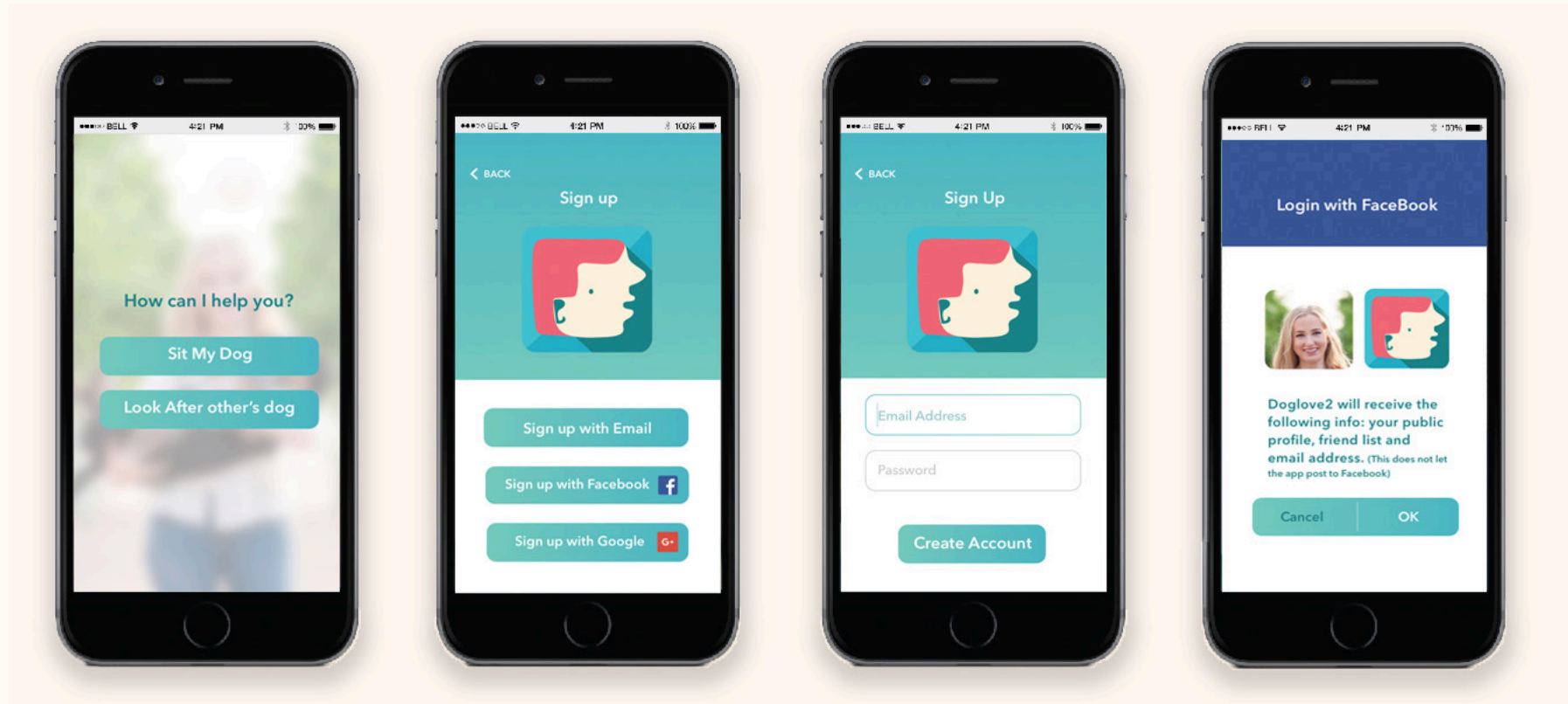
Clean Navigation bar and three straightforward main options for the user. Switch Map or List to have advance research.





DOGLOVE  
SQUARED

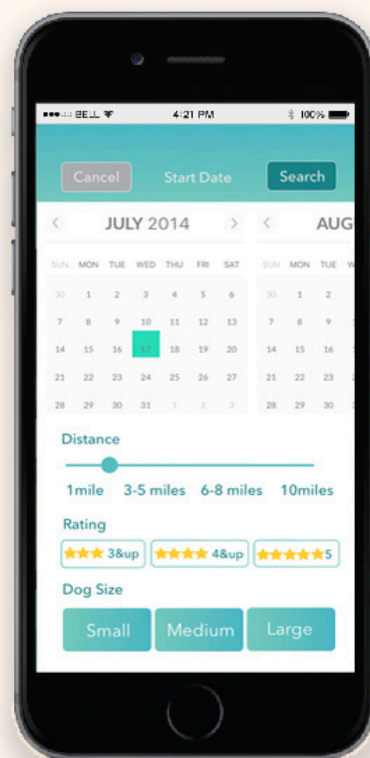
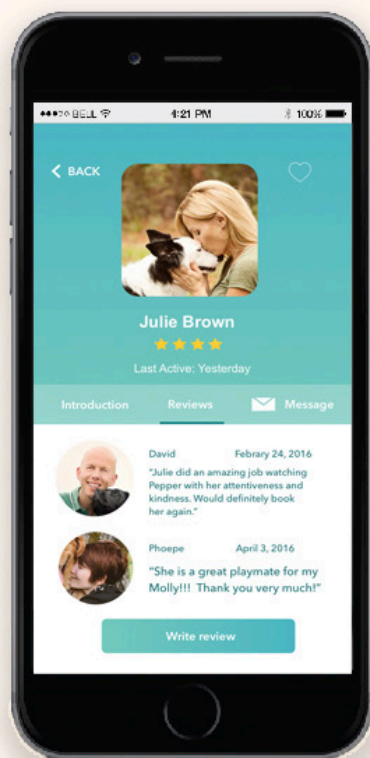
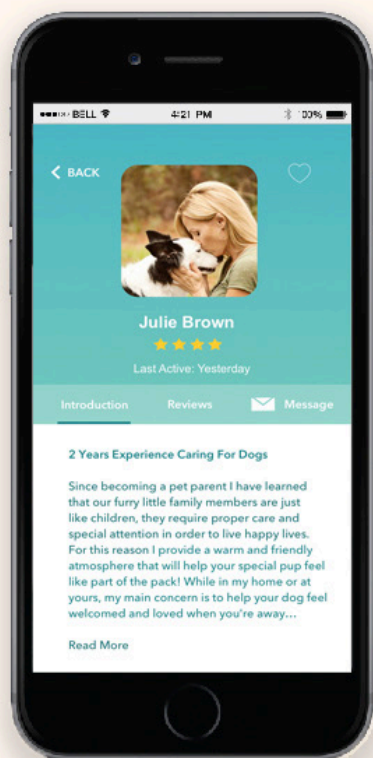
## Login Page



Users can choose their goal by clicking sit dog or look after other's dog in the first beginning. The Login/ Sign in Page will pop up to reminder users if they want to be a member of DogLove Squared. Easy access like connecting with Gmail or Facebook. Social Media connection helps if they want to share their experiences.



## Profile Page

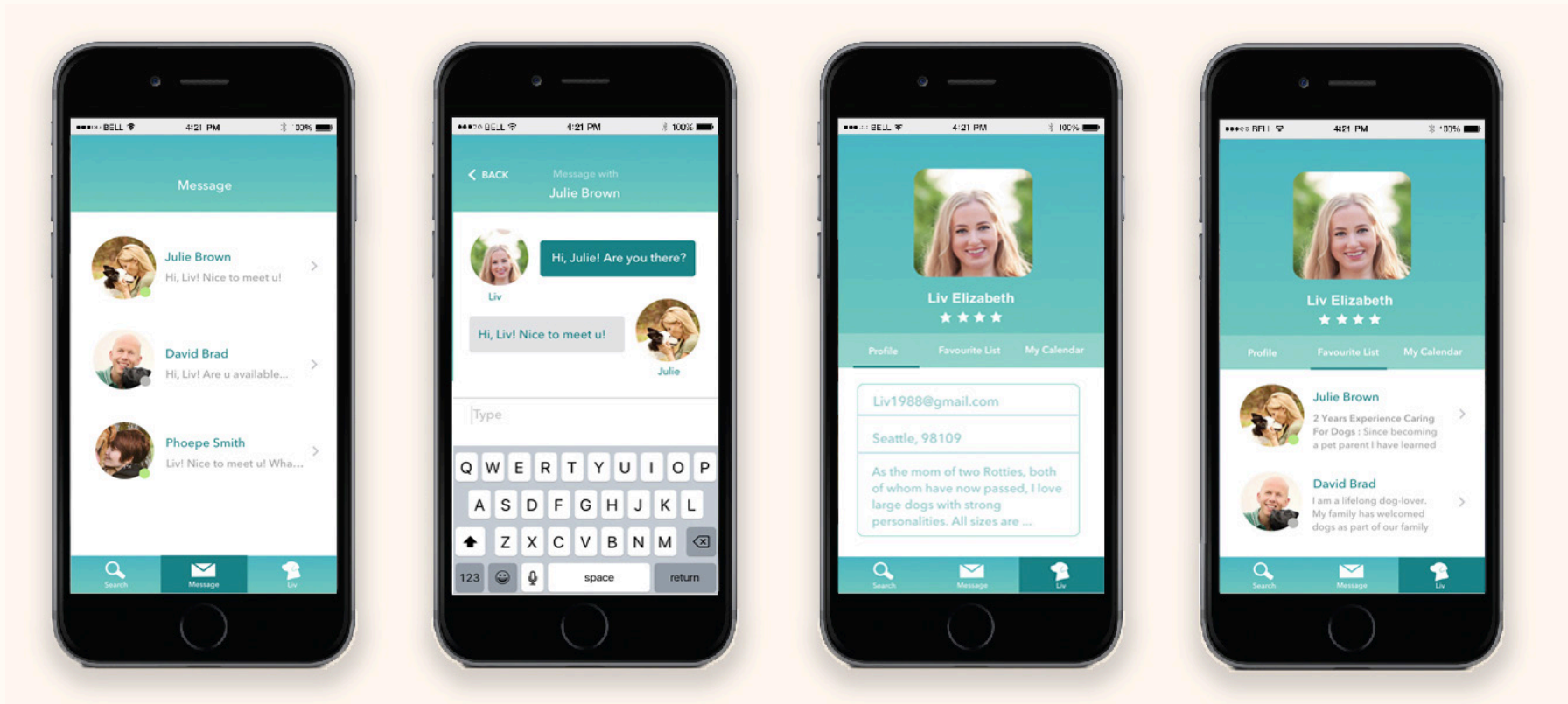


In the Sitters/ Owner's Profile page, users can find their self-introduction, ratings and review to know them better and built more trust. Users can do advance research by screening date, distance, rating and dog size.



DOGLOVE  
SQUARED

## Message Page



After login, user can find their message history and manage their conversation efficiently. In the Account page, users can finish their basic contact information and self-introduction. The Favorite sitter/owner list can help users find their profiles quickly.



DOGLOVE  
SQUARED

## Summary

DOG LOVE SQUARED is a social network and service application that lets people enjoy dogs on a part-time basis. Some people may feel guilty about leaving a dog at home while they're at work. While other family would love to get a dog but can't because of allergies, expenses, housing rules or travel schedules. DOG LOVE SQUARED removes some of these barriers to having a pet, and connects dogs with local people who want to spend time with them. DOG LOVE SQUARED also gives dogs more walks, social time and love, which is a good thing, regardless of who's doing the giving.

This app differentiates itself from other pet sharing finding apps by introducing features like advance research, message and pet social network. Users can also create custom "favorite list" that can later be used as potential sitters/owner for future.

All of these features and more, are tied together through interactions with sitter and owner. With innovative features like calendar picker, Dog Love Squared has the ability to let your dogs live a more safe, healthy, and happy life.

