

# BARK PLACE CREATIVE BRIEF

A more personal approach to dog care when you can't be there.

User Experience Design - Emily Ward

## Project Overview

Create a brand and a website to promote a doggy daycare with a neighborhood feel.

## About the Business

The business is a dog daycare facility that would be very similar to an in-home childcare business. This gives it a more personal feel. It's smaller, so staff can be more involved with the care of the animals. It would be in the home, which allows the dogs to have more outdoor activity time, which dogs don't always get in a larger dog care facility. Since the vision is to have each daycare located within a neighborhood, it's also more familiar feeling for the animals and gives them a sense of comfort.

## Business Goals

The goal is to build the business with a small, local feel, where the dogs can get a little bit more attention and special care than with a dog walker who might just be in and out, for a reasonable price. The business owners want to be conveniently located to provide easily accessible dog care to clientele in the area. Bark Place wants to provide superior service through increased human contact, communication, and outdoor play space. Bark Place also plan to provide basic grooming services, meet the needs of animals who need medications or treatments, and any other special requests by the client. A secondary business goal is to expand by franchising down the road. Bark Place would want to generate at least 50 new leads each month, as a low percentage of those leads will actually register and start using the daycare service. A goal of 100 locations start in the first year, with a maximum of 10 dogs per location daily has been set. To ensure that openings stay booked, Bark Place would like each location to sign up 5 new clients per month.

## Success Metrics

Does it look good? Looks matter, and Bark Place wants to stand out in the marketplace. This is one thing that denotes success to the stakeholder. Also, how easy is it to use? That also will determine how successful this project is for her. Tracking data to show who is visiting the site, how long visitors are staying, where are visitors dropping off of the site, are visitors filling out a form, etc. will help to determine if the good looks and the easy-to-use factor have been successful. The quality of the leads will be more important than quantity since Bark Place can only take a fixed number of dogs in. Some additional quantitative measurements of success: inquiry forms submitted, phone and e-mail inquiries submitted to the business, social media shares, and how many unique vs. repeat users are visiting the site.

## Customer (User) Profile

The demographic that Bark Place would be targeting most heavily would be female, age 25-55, who work full-time, travel, or lead busy lives and want to make sure their furry friend is taken care of during the day. Probably looking for or potential clients who are homeowners with families, most likely with some expendable income. Potential clients likely already shop in higher-end boutique for dog accessories and other items and spend a little bit more on their pets.

A secondary client base/customer profile would be people interested in franchising a business. These people would likely be female also, stay-at-home moms or others who work part-time and are interested in supplementing their income. They would likely have a home or some type of property with a yard.

## Context within Larger Marketing Plan

- » Larger marketing plan consists of the following:
- » Logos/signs in yards and windows of franchises
- » Search listings
- » Social media, with a focus on Facebook ads as a start – with a possibility of adding Twitter, Pinterest, etc.
- » All ads would drive traffic back to the website
- » Website would need to have space available for special offers, seasonal promotions or hours, and other rotating content

## Differentiation

- » More personal
- » Dogs in a home environment, close to home
- » More out door space than bigger daycares
- » Smaller play groups of dogs, with more activities
- » More one-on-one attention
- » Accredited daycare providers no matter which franchise you go to

## **Branding Concepts/Existing Materials**

Brand is upscale, with a modern vibe- yet cozy and comfortable. I think of dark woods with light, playful colors. Gave the example of Marvel Bar, which is a very updated 60's mod feel. Stakeholder wants the brand to feel cool, hip and fresh, but not stuffy and expensive. Nothing cartoon-y, wants people to know that their pet is serious to Bark Place.

## **Desirable Features/Functions**

- » Clean, user-friendly design not overwhelmed by content
- » Responsive design ready for mobile, tablet, etc. use
- » Informative pages that share information about a wide variety of subjects: care, hours, scheduling, franchising
- » Forms that allow people to contact the business
- » Blog capabilities
- » Log in-clients each have their own log in to pay bills, track medications, get updates about their pets, leave comments, etc.
- » Scheduling tool to make reservations for their pets online
- » Image gallery for images of pets to share, possible video sharing capabilities

## **Additional Information**

No extended marketing team will be helping with this project, so final product needs to be in a content management system easy enough for Bark Place employees to update content and make changes on their own. Launch would happen in phases, with need-to-have content first, then nice-to-have content being rolled out at a later date. Delivery of mocks would happen within the first month, and final rollout of phase one would happen within 3-4 month of the beginning of development.

# BARK PLACE COMPETITIVE ANALYSIS

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## Metro Dogs Daycare & Boarding

[www.metrodogsmn.com](http://www.metrodogsmn.com)

### Advantages

Metro Dogs features four doggie playrooms, so that the dogs can play with others of their own size and temperament. They also have convenient drop-off and pick-up times for customers who have busy schedules. Webcams and a phone app allow you to keep tabs on your furry friend while you're out and about. Trained staff can help with bath time, nail trimming, potty training for puppies, senior dog and maternity care, and other services.

### Disadvantages

Metro Dogs is large, and even though they limit their client numbers it's still larger and more corporate feeling than Bark Place. Offering so many services also needs to be reflected in the pricing structure, so it's not as accessible for clients working with lower budgets. They are also only located in Minneapolis, St. Louis Park, and Golden Valley so if you live in another suburb further south of the river, it's not conveniently located enough to drive to frequently. They offer a lot of services for clients, but many of them require an extra fee, in addition to the regular daily/weekly/monthly charge.

## Wagging Tails Pet Resort

[www.waggingtailspetresort.com](http://www.waggingtailspetresort.com)

### Advantages

Offers daycare, boarding, grooming and other services. Large space for dogs to play and interact with each other. Webcams, photos and blog posts help clients keep up with their pets during the length of their stay. Lots of staff are able to give pets attention and keep them active all day.

### Disadvantages

The space is large and feels a little impersonal. Dogs are able to play and interact, but there doesn't seem to be a lot of cozy space for relaxation or nap time. Since it's a larger daycare, there are a lot of dogs per employee. Also, location could be an issue. It seems like there is only one, in Eagan, so if you live anywhere else in the metro area, it's not very conveniently located. Pricing is pretty straight forward, however a lot of the services that are extra, which can add up quickly. Also, the website is a little confusing as far as layout. Social media links seem to be in odd places, some pages are content heavy and hard to read.

## Camp Bow Wow

[www.campbowwow.com](http://www.campbowwow.com)

### Advantages

Camp Bow Wow has multiple locations for convenience, large indoor and outdoor play areas, doggie swimming pools and they also administer medications for no additional fee. They feature webcams so you can see what your pup is up to during the day, and they offer special resting "cabins" for your doggie to take a rest in. They also offer limited in-home care for pets, including cats, birds, fish and other animals. They also offer behavior classes, franchise opportunities, and charitable giving. They also have a social media presence for those who want to connect via Facebook.

### Disadvantages

The website is a little bit busy. There's a lot of information, and it's a little bit overwhelming. The location search tool isn't the most intuitive that I've seen, and the forms feel a little bit outdated. There are pages that feel very text-heavy and in need of some great images for visual people. Also, they seem to have a lot of rules around feeding schedules, which the client has to attend to before dropping off their pets. It shows a great amount of outdoor space on the website, but nothing of the indoor spaces, so clients can't really get an idea of what those look like. Hours vary by location, so you have to contact each individual Camp Bow Wow for specifics.

## Four Paws Pet Resort

[www.fourpawsinc.com](http://www.fourpawsinc.com)

### *Advantages*

Four Paws seems to have the most outdoor space for dogs. This is a big plus in the summer. Also, they have been in business for over ten years, so they have a good reputation. They have package pricing, with additional services available. Four Paws also offers extended hours if they're required.

### *Disadvantages*

The website seems basic, with no way to keep tabs on your pet via webcam, apps or blogs as with other businesses. The list of service "extras" is pretty lengthy, and includes some services which seem like they're free of charge with other daycare providers. Extended hours also seem to be at an additional cost, which adds up pretty quickly on top of this daycare being priced the highest to begin with. Again, there seems to be only one location available, so it's not convenient for a wide range of clients. Hours of operation start at 8am - 6pm, so if you start work early, there could be an issue with dropping off a pet in the morning.

## **Competitive Analysis Summary: Areas of Opportunity**

I think that there's a large opportunity for this business to succeed a few areas, and really set itself apart from the competition. One of those areas is location. This is a huge factor for new clients and one of the top search parameters that I've uncovered. If you don't have a location convenient to many people in multiple areas, clients that might have otherwise used Bark Place for their dog care services will likely find another alternative, regardless of services offered and pricing. The fact that Bark Place is open to franchising and getting the business out there in places where customers need dog daycare is a major benefit. I think that the variety of location will also be a benefit. Since franchises will be smaller, more intimate and have an at-home feel, there's a really possibility to have more than one per city without negative competition between the two locations.

Another factor is the website. I think that Bark Place can differentiate itself from competitors by having a really beautiful, functional site. By having professional images, clear, concise information, and interactive elements such as online scheduling, medication, diet and activity tracking, a chat or messenger component and live video Bark Place can really connect with potential and current clients and give them a great experience without a lot of hassle. Having a flexible price list would also attract potential customers with a variety of budget needs. Giving a really basic package price for just the necessities and then allowing for various optional extras helps give clients the ability to create a really custom experience for their pet based on their individual needs. No one is paying for services they don't need that way. Having a personal page with log in for each client will also keep details private.

And finally, I think Bark Place could really connect with potential users and make their lives easier by offering a mobile app to supplement the business site. Not a lot of competitors seem to be offering text updates, mobile alerts, video feed, calendar reminders and other easy-to-access information via mobile applications yet. I think it's something extra that could really set Bark Place up as a high end daycare facility for the modern dog-lover.

# BARK PLACE USER INTERVIEWS

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## Interview with DauNae Schilling

DauNae is a 30-something year old Account Manager for GoKart. She lives and works in downtown Minneapolis, where she shares her completely matching and orderly apartment with her fur kid, Ike. Ike is an adorable little Terrier mix who is black and tan with a gray mustache. A-dor-a-ble. DauNae is an excellent conversationalist, loves to run-but only in the summer, and above all enjoys new experiences and trying new things. You can always count on her to know which new restaurants are opening. She's also in the process of moving back to the suburbs with Ike. Ike is definitely more excited about the yard.

*What type of pet do you have?* She has the most adorable, fuzzy-face little dog, Ike. He's a Terrier mix.

*How many years have you had this pet?* She has had him for about 11 months. They're still in the honeymoon phase.

*Do you ever use a doggie daycare or boarding service for your pet?* Yes.

*How often do you use one?* DauNae used to bring Ike in to daycare at least once a week, however recently it's been more like once a month. She ended up getting a dog walker, and because Ike is getting a little more acclimated to her house and routine, she felt like she didn't need to bring him in as much anymore. It gets expensive. It's also not as convenient since she's been spending time in the suburbs, so she's thinking she will look for something closer to home.

*How did you decide to take your pet to a pet care facility?* After D adopted Ike, he had some separation anxiety. She wanted to take him somewhere where he could get a little extra socialization and interaction with other animal friends during the day while she was at work. So, she looked into some doggie daycares that were close by her home and near her office location. She found the services online, after searching for dog daycares in her area.

*How did you go about finding the service?* She did an internet search on Google. After she searched for businesses generally, she started narrowing them down by price, customer reviews, services provided, etc. They were all pretty comparable, but she ended up narrowing them down to a few based on the times that they were open (where she could drop Ike off and pick him up) that worked best with her lifestyle and schedule.

*What was most important to you during your search?* As she stated above, she pretty much only had an idea of what she needed for the basics, like drop off/pick up times, price, etc. when she started looking into daycares. DauNae said she developed her list of wants and needs kind of in tandem with her search. As she found things she thought would be great, she added them to her list of wants for the next place. She wasn't familiar with daycare services, so she basically learned what she wanted as she read about each business. Most are very similar. She said it was like looking for a salon, you want to make sure you're getting all the basics for a fair price. All the little extras give it the personality.

*What features were you looking for?* Initially she wanted to be able to pick Ike up later in the evening without being charged a penalty fee for the extra time. That was one of the main things. Her work schedule determines her hours and D sometimes has to work later if there's a project that needs to be done.

*After searching for businesses, what did you do then?* When she found a location she liked, DauNae filled out an inquiry form on the website to get some more information and schedule a visit. A daycare employee contacted her right away with specific details, and then she brought Ike in to see the place and fill out some additional forms. Online, she thinks she had to register some more details about Ike and herself, sign a service agreement, give approval for the providers to view Ike's vet records and speak with Ike's vet about his medical history to ensure the safety of all the dogs.

*What was the experience like after you signed up?* There was a trial day where DauNae brought Ike in to see how he did with the staff, the other dogs his size, and the whole experience. She wanted to make sure Ike would like it there. The staff then gave D feedback about his progress, and based on that she could decide to keep Ike there the rest of the day, or she could get a partial refund if it wasn't working out well. Everything was great, so she just kept taking him. She then bought a monthly package so she could just bring Ike in whenever she wanted.

***How would you book an appointment?*** On the site there's a button for new customers or existing customers. If you'd been there before, D could just click that button and book Ike's next appointment online. She thought it would be nice to have his own page or profile where she could have his information, or so that she could keep track of days left on her package instead of having to ask them each time.

***What's the place like?*** DauNae says that sometimes the facility is not as nice as you would want it to be. There's a small lobby, a front desk and a bookcase with treats for sale in the front, and a little waiting area. The staff was really friendly each time she visited. When you check your pet in, you drop off food with their name on it, and then they take your furry guy in back and you don't really ever see where they end up. You don't see the play rooms in person, but you can see them on the webcams. D thought it was interesting that she wasn't offered a tour of the facility.

***What are the playrooms like?*** They're really just a cement/concrete floor with playgrounds for dogs with places to run and jump. There's a person in each room to keep watch and give some love, but mostly they play together. They are broken up by size. There's a small outdoor area where the dogs take turns going to use. They also have quiet nap time in a separate room, with little kenneled off areas with beds and some toys.

***How do you feel about the space?*** It's adequate. DauNae would like her dog to be outside playing more, but they're having fun and learning to play with other dogs. She would ideally like him to be in a place that felt like home, with his own bed and his own toys and someone home with him, where he felt comfortable. That's why she ultimately got a dog walker as well, so he could go outside and get attention in a place that was more familiar to him. She wanted him to be outside more and explore. She also wanted him close to home so that she could see him when she got done with work.

***Is it important for you to check on your pet during the experience?*** Yes. When Ike was new he really had separation issues, so she got a lot of texts with updates telling her how he was doing. She also could view the webcams. She mostly called them to ask questions or check on Ike. She also feels like it's important to treat all the dogs the same, even if they don't come each day. Personal treatment seemed to be easier for dogs who came every day.

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## Interview with Sara Stremikis

Sara is an animal lover who volunteers her time at a local animal adoption agency taking picture perfect profile photography of furry friends awaiting their forever homes. When she's not doing that, she enjoys cooking gluten, dairy and meat-free entrees inspired by Giada and the cooking channel at home with her husband, Brett. They have three pets: Clyde, who we will hear more about... and two cats, Ricardo and Sir Gentleman Ryland. Sara is an e-mail marketing wizard for Lifetouch Portrait Studios, working her magic on sending promotions, collecting valuable data, and helping those less fortunate with their coding knowledge. Sara is also ageless, as I work with her every day and feel that it's inappropriate to ask her. But I'm fairly confident that she's in her late 20's.

*What type of pet do you have?* Sara has a Great Dane named Clyde.

*How many years have you had this pet?* Three years, she adopted him from the humane society.

*Do you ever use a doggie daycare or boarding service for your pet?* Yes.

*How often do you use one?* Only when they are planning to go on vacation.

*How did you decide to take your pet to a pet care facility?* Good recommendations from others. Sara has thought about taking Clyde to doggie daycare during the week when she's at work and can't get home to let him out, but it's expensive. And she worries about the quality of the care. If she could find a place that is really reasonable and convenient, she would love to have that as an option.

*How did you go about finding the service?* When researching a new daycare or boarding service for Clyde, she would start by asking for recommendations from people she knows. Then she would turn to the internet and browse online for dog care near her house. She would start by searching Google for results matching "Doggie Daycare, Burnsville MN". Location is the main sorting factor when she's going through pages of results, and she'd look up matches based on distance using Google Maps to pin-point their location. Or she would just start at the top and work her way down the list until she finds some options she's interested in.

*What was most important to you during your search?* Good reviews are important, she wouldn't go with a service that doesn't sit well with other clients. She also is looking for good hours, which Sara defines as flexible and open for a good portion of the day for convenience. Clyde has urinary tract problems so he would need someone who knows how to care for a guy with special diet needs. A clean environment is also important.

*What features were you looking for?* Sara looks for a place that has really knowledgeable staff, and really likes to complete transactions of all types online. She mentioned looking for availability and wanted something online where she could pick her dates, and pull up a list of what services were available for that time period. This would probably be some sort of a daily, weekly or monthly calendar, in her mind. She also would want to check on Clyde remotely so she knew he was going okay. Online pricing, large outdoor play areas and if he's kenneled enough room for him to be comfortable is preferable. Sara would really like to find a place where he wouldn't have to be kenneled at night at all, since he's not at home.

*What is your preferred method of pricing?* Pricing is preferred when it's a la carte. Sara wants details such as daily/weekly pricing, whether or not there's different weekday vs. weekend rates, how much extra services cost, and interestingly she wanted to know if there would be extra incentives like stay for three days... get a free grooming, etc. She also wanted to see how all pieces add up for a total stay price. An online price calculator or shopping cart would be nice for an estimate.

*How far in advance do you know you will need the services?* A month in advance for reservations would be the maximum notice she would feel comfortable giving. For daycare services, she would be more willing to sign up if a dog care center had deals such as buy 5 days, get one free. She would be more likely to take Clyde in just on a busy weekday if she felt like it was less expensive.

*How would you expect to go about booking an appointment?* Sara would love it if there were some type of online scheduler. She hates calling people. So, some sort of online check-in with printable confirmation would be great. If she had questions after booking regarding her stay, she would call the business. On the reservation form, she'd like space to ask about additional information or some type of form where she could give information about Clyde's special needs. If she had a choice between a facility she had to call vs. one she could book online, she would rule out a location in favor of scheduling through the website.

***What would rule a business out for you?*** If Sara hears bad reviews of a business from other pet parents, or if an animal was hurt there, she would not take Clyde there. If the company website seems out-of-date or doesn't function properly – or looks like it hasn't been updated recently, she would leave the page and move on to the next one. She feels like the business loses credibility if their site isn't professional. If there isn't a place to view Clyde during his stay, she would reconsider taking him there. She would want to be able to see what's going on and be reassured that they don't have anything to hide. She would also check BBB to see if a business has registered with them and what kinds of feedback they're getting.

***What is on your need-to-have list?*** She wants knowledgeable staff and she wants to read staff bios so she knows who is caring for Clyde and how they're qualified. Staff members that have experience with special needs animals are also important to Sara. Clean environment. Friendly people. No reports of animal issues – a policy for aggressive dogs to be kept separate from the more timid animals is something she'd look for. Overall, she wants just a more personal feel, a small size daycare but still a range of furry friends for Clyde. Not dozens and dozens of animals. Human interaction and attention on a one on one basis with Clyde is great.

***What's a nice-to-have?*** Chat functionality – Sara was talking about messaging with front desk staff on occasion to check up on Clyde if she wanted to as a way of keeping in touch. She also would like photos delivered to her via e-mail so she gets updates throughout the day.

***Is it important for you to check on your pet during the experience?*** Yes. Absolutely. Via chat, webcam, e-mail, text.

***How important to you is your web/mobile experience?*** Very! 9 out of 10. She would download a mobile app for the business if available. The app could provide a photo gallery of the day, she could log into her account and see what she owes or pay a bill online. She could check out Clyde's pet profile on there to update any information or check records. She'd love webcam streaming to her phone.

***How important is the business environment for you and what type of setting do you prefer?*** It's pretty important that it's clean but not sterile. Sara doesn't want it to feel like the vet, but more like camp or someone's home. A dog care facility needs to be comfortable and friendly. It would make her feel better about leaving Clyde there, and her Clyde would feel more comfortable being there than if it was a large, scary place.



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## Interview with Stephanie Ward

Stephanie is a \*25 year old Interactive Project Manager working at Idea Park in Minneapolis, MN. She lives with her husband Jay and their dog, Paddington in St. Paul. She is a super social person who loves to run, aspires to become a certified fitness professional some day, and constantly strives to make her life meaningful through helping others. She is my sister-in-law, is very Italian, and cannot cook a lasagne.

*\*at the request of my interviewee, all ages may be wishful thinking and not fact.*

**What type of pet do you have?** Stephanie has one dog, who is an adorable shepherd mix named Paddington.

**How many years have you had this pet?** They have had Paddington for six years, they adopted him when he was a baby.

**Do you ever use a doggie daycare or boarding service for your pet?** Yes, she has previously used a dog boarding service.

**How often do you use one?** She has used a boarding service twice so far.

**How did you decide to take your pet to a pet care facility?** They needed to board him due to the fact that they would be going out of town. She used referrals and Google to decide based on location.

**How did you go about finding the service?** As she said above, she did most of her research for dog boarding facilities online. She first did a search for local businesses in her immediate area, and then read the online reviews for each to narrow down her search. She then asked around to see if friends, coworkers or family had used or heard of the business, and if they had she wanted to know about their experiences. She mainly focused on her friends and family with dogs, specifically.

**What was most important to you during your search?** The biggest thing for Steph was seeing what others had to say about the business and whether or not she found them to be trustworthy. She really wanted it to be clean, and cleanliness of the facilities was a major priority for her to leave Paddington there. She also said that she was curious about facilities with a lot of special amenities, like flat screens and such.

**What features were you looking for?** She had no set expectations of features at the start of her search, but rather started to compare available features once she learned what businesses had to offer. Steph really wanted a nice location with lots of space for running and playing. Indoor and outdoor space was essential. She also wanted a good number of other dogs for Paddington to play with, but not so many that she felt like it would be crowded and he wouldn't get enough human attention. She was basically looking for standard services, but liked some of the add-ons that she found and would pay for Paddington to have some of those as well.

**What is your preferred method of pricing?** Stephanie said that she preferred a base price for standard service and then an a la carte menu for extra services. She liked the idea of being able to customize your pet's experience based on need, budget and length of stay. She said that she would likely spend more on extras such as grooming if he was staying for a longer period of time, and less if he'd only be away from home for a short time.

**How far in advance do you know you will need the services?** A month before the services are needed would be the optimal time to book. Any more notice required, and she felt like she wouldn't know what her plans were for certain.

**How would you expect to go about booking an appointment?** Online booking preferred, but Steph said that she has called for appointment. Not being able to book via the website would not detour her from using a business she otherwise liked, but she would find it inconvenient. When she did book online, she felt like the booking went smoothly, and was very complete and informational. The form asked for lots of additional information such as vet history and special needs, and gave good instructions for drop-off, etc. Booking over the phone was less formal and less structured for her. It made her nervous as to how professional the business was and she was more hesitant when taking Paddington to this facility.

***What would rule a business out for you?*** If a place isn't clean and sanitary, she wouldn't bring her dog. This is one of the reasons she likes to search online. She likes to look at photos of the facility to make sure that it's nice before she invests too much time and energy researching. Price is another factor. She would call a business to get pricing information if it wasn't on the website, but she would rule a facility out if the price wasn't competitive, even if it had features that she wanted.

***What is on your need-to-have list?*** Steph wants Paddington to have his own personal space, in an adequate size. It needs to be a clean environment, preferably with his own bed and some of the comforts of home. She wants a good number of dogs so he has some friends to play with during his stay. Indoor and outdoor space is required. She also expects him to be fed and watered on his regular schedule (once in the morning and once at night). Medication also needs to be administered if it would be required.

***What's a nice-to-have?*** Steph mentioned that she would really want a camera active or some other way to check on Paddington while she's on her trip so that she has peace of mind that he's okay.

***Is it important for you to check on your pet during the experience?*** As she mentioned above, this is important to her. A webcam is nice, or an app where she could just check on him any time from anywhere. She seemed to really like the idea of checking in on him from her phone. She also wouldn't mind being texted updates, pictures or other information about him while she's gone. She liked the idea of a user login where she could go to communicate with caretakers and receive feedback about any concerns and get progress updates. She also said that she would definitely check out Facebook or Twitter for recommendations, reviews, feedback or comments on a particular business if that were available to her.

***How important to you is your web/mobile experience?*** 9.5 out of 10. She would not pick a business with a bad online presence because she wouldn't trust that the actual business space is in any better shape. Looks and great photos of the space are very important!

***How important is the business environment for you and what type of setting do you prefer?*** She said that she tends to thinking about going with facilities that are more business-oriented than in-home, but doesn't like the corporate warehouse type building either. She needs something professional that still has that cozy, familiar family feel to it. If she found a business that had a really good reputation that felt like "home", she wouldn't be opposed to it, but she would need to know that it was well recommended.

# BARK PLACE BEHAVIORAL VARIABLES

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BARK PLACE BEHAVIORAL CHART							
RECOMMENDATIONS	SW	SS	DS			NO RECOMMENDATIONS	
SEARCHED ONLINE	SW	SS	DS			SEARCHED OTHER	
READ REVIEWS	SW	SS	DS			REVIEWS NOT IMPORTANT	
LOCATION IS IMPORTANT	SS			SW		DS	LOCATION NOT A PRIORITY
ALL-INCLUSIVE PRICE			DS		SW	SS	A LA CARTE PRICING
EXTRA SERVICES	DS	SW				SS	NO SERVICES AVAILABLE
FLEXIBLE HOURS	DS	SW		SS			SET DROP/PICK UP HOURS
BOOK ONLINE	SS		SW	DS			BOOK VIA PHONE
OUTDOOR SPACE	DS	SS	SW				INDOOR ONLY
KENNEL				SW	SS	DS	PERSONAL DOG BEDS
GROOMING SERVICES		SS	DS	SW			NO GROOMING OFFERED
KNOWLEDGEABLE STAFF	SS	SW		DS			MORE STAFF AVAILABLE
PERSONAL ATTENTION	DS	SS			SW		GROUP ACTIVITIES
LARGE BUSINESS		SW			SS	DS	AT-HOME FEEL
USE OFTEN	DS				SS	SW	USE OCCASIONALLY
CHECK IN ON PET	SS	SW		DS			END-OF-DAY REPORT
FAMILIAR CARETAKER	DS	SS		SW			GREATER AVAILABILITY

# BARK PLACE PERSONAS

A more personal approach to dog care when you can't be there.

User Experience Design - Emily Ward



## Primary Persona: Sadie Mason

Sadie is an Account Manager for an up-and-coming digital marketing firm in Minneapolis, MN. She loves living and working in the city, and enjoys exploring all that her area has to offer. She lives in South Minneapolis, and loves the atmosphere around her little bungalow. It's an eclectic mix of new restaurants, wine bars and great home character. As a single girl in the city, she decided to adopt her furry friend, Oliver, about a year ago. He's an Australian cattle dog, and he's absolutely adorable. He's on the small side, so her little house is the perfect size for the two of them. She takes him to the small dog park in the neighborhood after work on most days (her yard is really on the small side) so that he can play with his friends, but Sadie wishes that Oliver had some more space to run and be active. Especially while she's at work – her job is sort of unpredictable and she never knows when she's going to have to work late. Those nights are always long for Oliver. He needs to get out and go!

Once day at work, she was talking to a coworker about Oliver. She covered the usual bases – how cute his is, how he's so smart that he can open his food cupboard all by himself, etc. And then she mentioned how hard it is for her to leave him home alone all day while she's busy at work. Betsy, a developer, mentioned that she takes her dog Marley to a doggie daycare. Betsy said that she has been taking Marley there for several weeks now and that he loves it. He plays outside with several other dogs, naps, and especially looks forward to treat time. Sadie is really excited about this idea for Oliver, and asks for the website so she can do some research.

The first thing Sadie does when she gets home is open up her computer. She brings up Google and types in "Doggie Daycare, Minneapolis MN". She gets a whole list of daycare and boarding facilities in her area. She decides to narrow them by location first. She chooses only those that are located within 10 miles of her home. Then she starts to think about what she wants in a daycare for Oliver. Sadie definitely wants him to have some outdoor space to explore and roam free in while she's at work. She also needs someone who is going to be flexible with drop off and pick up times, as she probably will need different hours depending on the day. Sadie also wants to feel like home for Oliver. She wants him to be comfortable, have some friends to play with, and have a lot of attention and love from whoever is watching him. Sadie also knows she can't pay a fortune for the care that she wants. She figures she could get the basic daycare package for Oliver most days, and then pay for some extras every now and then when he needs to be groomed or she has some extra money for a treat for him.

As Sadie searches, she's delighted to find a few facilities in her area. One is a large daycare located close to her work. It's in a converted warehouse, so there's a large indoor space with activities set up for each group of pups. It looks like the dogs play with other friends of their same size, and there is about one care-giver per group. She looks into the pricing, and it looks like there's a standard fee for the day, with optional grooming, personal attention time and extended drop-off and pickup times. All these extras are priced a la carte and can be added on to the standard price. Sadie can contact them online and schedule a meet and greet for Oliver, so she does. She received a phone call a few hours later confirming the appointment.

She also finds another doggie daycare that is only a few blocks from her home. She looks a little further and discovers that it's an in-home business, run by a woman that she's met before at neighborhood events. She discovers that Madeline, the owner, only takes a limited number of dogs during the week, and is home with them all day. She has a large fenced backyard set up with doggie activities for playtime, and each dog gets their own bed and toy box inside the house for relaxation time. Madeline used to work in a veterinary office, so she is trained to give any medicine that a dog might need, she offers once-a-week nail trims and bath time, and she is flexible with drop-off and pickup times since she watches the dogs in her home. Sadie is thrilled by this option and checks out the pricing information. The in-home daycare service offers a discount. For every four days you bring in your dog, you receive a day free. Madeline also offers package deals at a discount to encourage clients to come more frequently. Sadie decides that Oliver would love this place, so she fills out the online form, complete with vet history and additional comments, and schedules a visit to the business.

After visiting each doggie daycare facility, Sadie decides that Oliver would be more comfortable, and that it would be more convenient to take him to the in-home daycare down the street. She makes the necessary arrangements, purchases her monthly visits, and arranges for Oliver to start next week. Now Sadie doesn't feel as guilty if she gets stuck working late. Oliver even gets a walk outside most days! It was the perfect solution for her daily dog care needs.



### **Secondary Persona: Helena Carter**

Helena and her husband, Jason, live in South Minneapolis with their two dogs. Rascal and Chase are beagle brothers who love to be outside following their noses. Helena loves their home's fenced in property for this reason. The boys can explore the great outdoors without getting too carried away. They also experience separation anxiety when they have to be without Helena and Jason, which is not very often since Helena is fortunate enough to be home with them during the day. The Carters are planning a two week trip to Hawaii in a few months to celebrate their 10th wedding anniversary, and need to start thinking about making arrangements for Rascal and Chase.

They know they won't be able to leave them with friends, as it is harder to take two energetic dogs than one. They also don't want to leave them at a large boarding facility where it's likely no one will be there over night in case Rascal and Chase have issues being away from their family the first few nights. They'd also like the dogs to have some outdoor space to play in, and they need more attention than most dogs would to feel comfortable and relax. Helena is not sure there will be a facility to fit their needs, and is feeling pressure to get them settled before she and Jason book their trip.

One afternoon, she sits at the kitchen table with her laptop and cup of coffee while Rascal and Chase are resting in the living room. She opens up Google and searches for dog daycare or boarding facilities in her area. She finds a few different locations, and clicks on each website to view some additional details. She finds a lot of places that seem large and corporate. She likes that they have smaller indoor spaces, and that the dogs seem to be divided into smaller groups of pups their own size. She also likes that they have some extras, like extra walks or personal attention from staff. Helena's a little apprehensive about leaving them alone their overnight though, even if they have kennels and Rascal and Chase can rest together.

Helena keeps searching and finds another doggie daycare that is in a neighborhood near their home. It's an in-home business, run by a local woman who used to work in a veterinary office. The dog care building has a large fenced backyard set up with doggie activities for playtime, and each dog gets their own bed and toy box inside the house for relaxation time. The owner is trained to give any medicine that a dog might need, she offers once-a-week nail trims and bath time, and she also takes a limited amount of clients on for overnight boarding each week. Since the boarding is in the owners home, the dogs get free range of the house (unless kenneling is preferred or necessary) and will have someone on-site at all times. Helena looks for pricing information and finds that they even offer a bit of a discount for longer stays. For every four days you bring in your dog, you receive a day free.

This sounds perfect for Helena, Jason, Rascal and Chase's needs, so she filled out an online form with all of the dogs' information and requests a tour of the space. When she sees the large yard and the comfortable in-home atmosphere, Helena knows that Rascal and Chase will be comfortable at this business and decides to sign them up. She goes back to the website and books the dogs' reservation for two weeks next month, and notes that they have separation anxiety and other special instructions for the pair. She and Jason are all set to drop the pups off and enjoy their vacation.

# BARK PLACE SCENARIOS

A more personal approach to dog care when you can't be there.

*User Experience Design - Emily Ward*

*Sadie Mason is an Account Manager living and working in Minneapolis, Minnesota. She and her Australian cattle dog, Oliver, are looking for a daytime doggie daycare for those days during the week when she can't get home early enough to let him out, or where he would spend long periods of time alone.*

## *Scenario: Find Information About Bark Place*

Sadie gets a recommendation from a friend at work to try a doggie daycare for Oliver. She opens up Google and types in "Doggie Daycare, South Minneapolis MN". While searching online for the daycare that her coworker uses, Sadie comes across another business right in her neighborhood. She decides to take a closer look at Bark Place.

She clicks on the link to their website and lands on their homepage. From there, she learns that it's an in-home business, run by a woman that she sees walking dogs around the neighborhood. She also finds that she takes a limited number of dogs during the day. Sadie reads about a large fenced in yard, activity time, and nice comfy beds for the pups. She decides that she wants to see more.

## *Scenario: View Image Galleries*

Sadie wants to check out the Bark Place facility in a little more detail. It's really important to her that it's clean and sanitary, and she wants it to feel like a home away from home if she takes Oliver there. Sadie also wants a lot of outdoor space for Oliver to run and play, and a comfortable place for him to rest if he gets tired. She doesn't kennel him often, so it would be great if Oliver could be out and resting in his own bed when he wants to.

Sadie clicks on the link on the homepage to View Galleries. She scrolls through images of the big fenced-in yard, of the dogs playing, of the activities area, and also of the indoor space. There are also images of the owner playing with the pups, giving treats and attention to them. All the dogs seem so happy, and the place seems really cozy and clean. Sadie really feels like she got a little insight by reading the captions and descriptions.

## *Scenario: Contact the Owner*

After her research, Sadie decides that she likes what she sees online. She wants to schedule a time to meet with the owner of Bark Place and tour the facility, so she clicks on the Contact Us link. She fills out a form with her name, some basic information about herself, and some additional information about Oliver. Sadie also adds her contact information and requests an email confirmation with the date and time of the appointment.

## *Scenario: Find Bark Place Hours*

Sadie knows that she needs to find a place to leave Oliver during the day that has flexible hours of operation. She works in an agency environment, so sometimes her schedule can be unpredictable. She's looking for a daycare service that has later drop off times and later pick up times for those days when she can't get out of work or has to stay late for a client meeting.

She clicks on the Hours link and checks out her options. Sadie is pleased to see that Bark Place offers flexible scheduling due to the fact that it's in-home. She can customize a schedule week by week based on her needs, as long as she lets the owner know at the time of booking. On the rare occasion that Sadie can't get out of work without prior notice, she find that Bark Place allows up to three late pick ups per month with no additional charge. After that, there is very minimal fee.

## *Scenario: Find Pricing Information*

Sadie also needs to do some research on the pricing. As a single gal, she doesn't have a ton of expendable income, so she needs a daycare for Oliver that is affordable. Sadie finds that Bark Place offers a per-day rate, as well as packages designed to give clients a little extra incentive to book more frequently. Bark Place offers one free day for every four that you purchase. If a client is booking more than one week at a time, there are additional discounts. Bark Place also offers a la carte pricing for extras, which Sadie finds convenient. Oliver doesn't need grooming or nail trimming each time he's there, however the service is great once a week or once a month. She finds the rates to be really reasonable. Sadie also discovers that she can purchase food, toys or other treats through Bark Place as needed for Oliver while he's there. All she has to do is log in to her account and place the order online.

### *Scenario: Create an Account*

She's sold. Now Sadie just needs to sign up her and Oliver up for a Bark Place account. She navigates back to the homepage, finds the Register Now button, and clicks. She fills out the online form with her name and email address, and then chooses a password. Once she logs in, she's taken to her account homepage. Here she is able to give her address, phone number, and other personal details. She also fills out information about Oliver – his vet records, medication needs, food preferences, and any other details that the daycare might need to know. Then Sadie can customize her account. Does she want to receive updates on Oliver's stay via email? Facebook? Text message? Sadie also chooses to receive her bill online, and enters her card information so that she can pay it when she receives the statements. She also downloads an app to her phone and logs in. She should now be able to check her statements, receive status updates for Bark Place, update any personal information and manage Oliver's schedule from her mobile device or phone.

### *Scenario: Make a Reservation*

Now that she's signed up, Sadie wants to reserve time for Oliver next week. She opens up the online scheduling tool and checks for availability. It looks like Bark Place has openings on Tuesday and Thursday next week. Sadie selects the time that she will need to drop Oliver off each day, and then selects the times that she will be picking him up. Once she's finished, she submits her appointment form.

Sadie then receives an email confirmation that her appointment has been received – and that Oliver is scheduled to come in on Tuesday and Thursday next week. Would she like to add this to her calendar? Sadie certainly would. She selects her Google calendar and adds the appointment to her day. She also sets a reminder so that she is sure to get him there on time.

### *Scenario: Get an Update on Oliver's Stay*

While Oliver is at Bark Place on Tuesday, Sadie decides that she wants to check in and see how he's doing. She opens the app on her phone and goes to the View Play Time tab. This pulls up a page and Sadie selects the outdoor webcam link. She sets up her phone on her desk so that she can watch the dogs running around outside. It looks like they're having fun. Finally, she sees Oliver run by the webcam with a Frisbee. He's clearly enjoying himself and getting some fresh air and lots of exercise. Sadie is happy that Oliver seems to be making friends.

She checks in later, around the time that Bark Place calms down for nap time, and this time Sadie clicks the link for the indoor webcam. It looks like the dogs have all settle in for some rest after a long play date. Oliver appears to have found his bed in the corner and is busy chewing his Kong.

### *Scenario: Leave a Comment for Bark Place*

After the first week, Sadie is really please with Oliver's progress at daycare. He seems to be making friends, he is much less stressed and restless when she comes home from work, and Bark Place seems to be working out. She just has one concern, and that is Oliver's weight. The vet seems to think that he could stand to loose a little (he just has a lot of fur!), and he needs to go on a bit of a diet. Sadie decides that she needs to ask about special feeding instructions. She logs into her account and sends a message to Bark Place asking for additional information and pricing for special dietary requirements. She gets an alert on her phone when she has a response message.

### *Scenario: Follow Bark Place Blog*

Sadie is really excited about how much Bark Place is involved and how much the owner loves dogs. She has a blog with tips, articles and other information about dogs' health, nutrition, breed information, fun facts and other materials. There are a lot of people sharing great information, and Sadie wants to keep up with all the great finds. She decides to follow the blog. She logs in on her computer, opens the blog section of the site and clicks on the link to start following. Sadie also shares some of the stuff she finds there with her friends on social media.

### *Scenario: Pay the Bill Online*

At the end of the month, Sadie gets an email notification that she has an online statement ready for viewing from Bark Place. She logs into her account and clicks on the link to pay her bill online. She fills in the necessary information, chooses her card payment from the list of options and enters in the amount to pay. Then Sadie checks the box to receive a copy of her payment receipt via email. She hits submit. A few minutes later, she gets a notification that her payment is being processed and that there is a copy of the transaction in her email account. Sadie also notices that she can go back and view previous statements and payment records in her billing history section. She can also set up auto-pay if she chooses to do so.



*Scenario: Get Franchise Information*

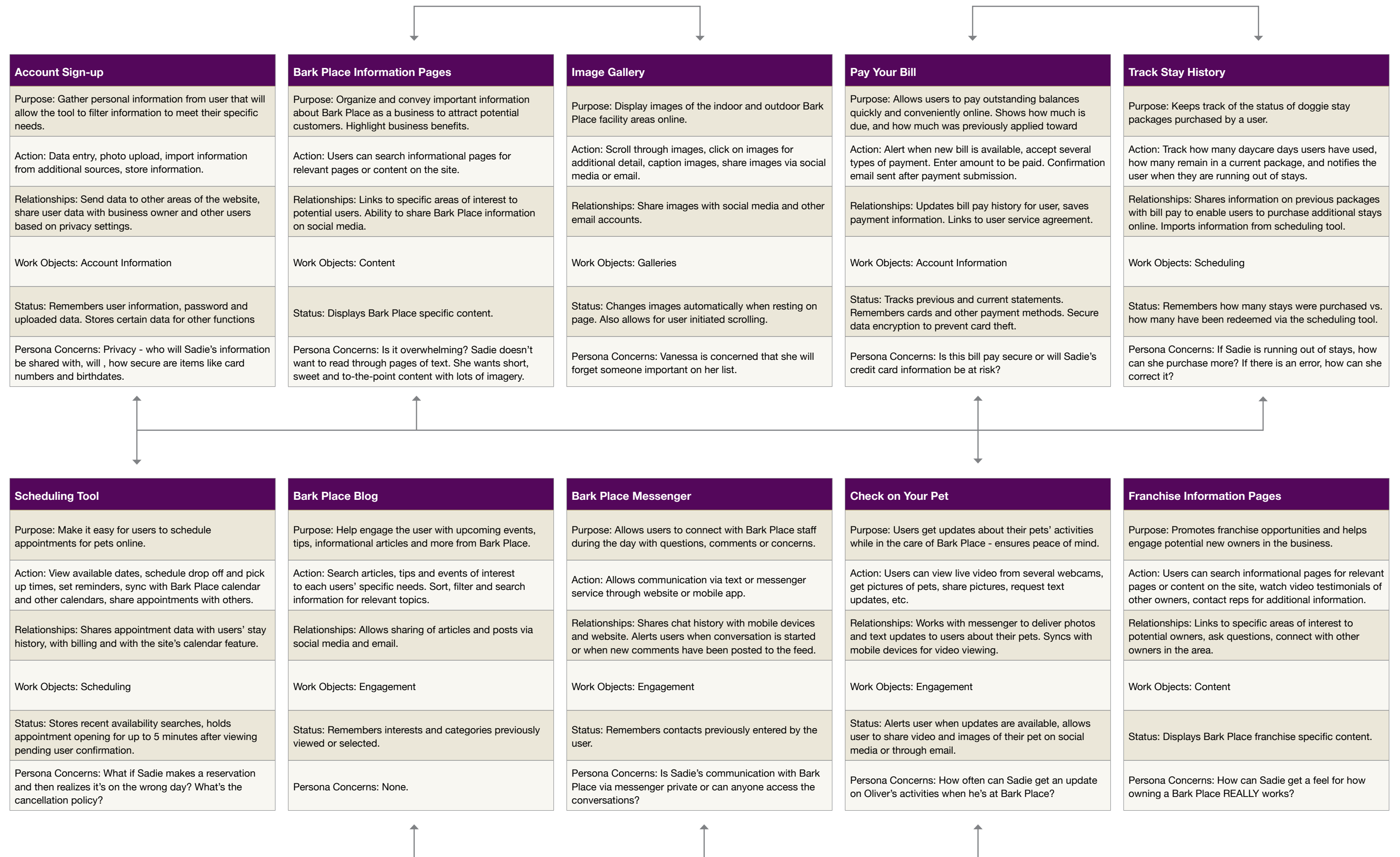
Because Bark Place has been such a great place for Oliver, Sadie is curious about the company and wants to learn more about setting up a franchise. She clicks on the link to that section of the site and reads some of the information about ownership. She also checks out some owner bios from other Bark Place owners in her area. Sadie discovers she can read testimonials, connect with other owners to hear about their experience, watch videos to learn more about how to start a business and share ideas, tips and concerns with the franchise owner community. Sadie also sees that franchise owners can share schedules and use company message boards to find alternative locations in the area or subs in case of emergency or to share clients.

Sadie files all that information away for a later date. Maybe someday she can own a Bark Place of her own and spend her days playing with adorable little pups!

# BARK PLACE USER ENVIRONMENT

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User Experience Design - Emily Ward



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### Hours & Location

Monday-Friday: 7am-6pm  
Saturday: 8am-5pm  
Sunday: By Appointment

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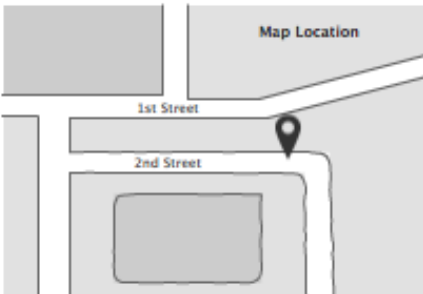
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Saturday: 8am-5pm  
Sunday: By Appointment

### Our Location

Map Location



1st Street  
2nd Street

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### Daycare at Bark Place

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### Daycare Pricing

Full Day (5+ hrs).....	25
5 Day Package (22/day).....	110
10 Day Package (20/day).....	200
20 Day Package (18/day).....	360
30 Day Package (15/day).....	450

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Service | Month | Year

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				2 Open	3 Open	
1 Open						
2 Open	2 Open					
2 Open	2 Open					

Alert

We're sorry, but the date that you selected is unavailable. Would you like to check availability at another location near you?

Yes No

Previous Month Make Reservation Next Month

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### Grooming at Bark Place

Bark Place offers a full line of grooming services for full-service dog grooming for all sizes, breeds, and coat types. Our professional groomers have years of experience making your furry friends look great. Bark Place is current on all the latest breed styles, and can also create a custom look for your precious pooch.

Whether your pet enjoys our lodging or daycare services- or you just want to drop him or her off for grooming, convenient appointments are available. We offer a selection of grooming and bathing services and, if your pet is staying with us, we can schedule an appointment that coincides with your pet's departure. After a stay that includes lots of fun and play, we'll send your furry friend home looking their best and smelling fresh! Keep your four-legged companion healthy and happy by investing in their care.

Our grooming prices vary according to the dog's size and breed, coat condition and coat length, and amount of brushing and trimming desired. For an exact quote, the groomer will need to meet your dog. Our services can be purchased in a package designed to fit your needs, or a la carte for more specific requirements. Call Bark Place if you are not sure exactly what you need or want. We're happy to help!

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#### The Classic Package

Bark Place can help your furry friend put their best paw forward with great grooming. The Classic package includes a bath with a moisturizing shampoo, blow dry, brushing, ear cleaning and nail trimming.

**Price: \$30**

#### The Luxury Package

Bark Place believes that your pooch deserves only the very best. This package includes soothing oatmeal shampoo & deep coat conditioner, sled dog paw re-moisturizer, blow dry, brushing, ear cleaning, nail trimming with sled-dog paw re-moisturizer, tooth brushing, and scarf.

**Price: \$45**

#### A La Carte Pricing

Shampoo .....	\$10
Blow Dry .....	\$10
Nail Trimming .....	\$8
Tooth Brushing .....	\$8
Ear Cleaning .....	\$5

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### Main Blog Post Here

#### Bark Place Blog

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- Galleries

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### Small Barks Play Area

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5555 Puppies Parkway | Minneapolis MN 55407 | (555) 555.5555 | info@barkplace.com


HOME ABOUT US BOARDING DAYCARE GROOMING TRAINING MEDIA MY ACCOUNT

### Welcome, Sadie!


**Account Information**




**Watch Oliver!**




**My Images**




**Stay History**






**Buy My Bill**



**Message Center**



[EDIT PROFILE](#)

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### Bark Place News

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### My Notifications

December's statement is ready. [View Now >](#)

Oliver is playing outside. [Watch live >](#)

Oliver is due for a nail trim. [Book Now >](#)


### Recent Activity

[Check Availability](#)

[Follow Bark Place Blog](#)

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# BARK PLACE TEST SCENARIOS

A more personal approach to dog care when you can't be there.

*User Experience Design - Emily Ward*

## **Scenario 1:**

You've been working long hours and it's hard to get home in time to let your poor pup, Oliver, outside on time. You decide to explore doggie daycare options. Bark Place is recommended by Google, so you check it out. You really want a smaller, more comfortable environment locally where Oliver can feel at home.

*Does it meet your needs?*

## **Scenario 2:**

You've found some additional information about Bark Place, and you like what you see. You're anxious to get little Oliver in to play with some furry friends. You're ready to commit – all that's left is for you to sign up.

*How do you do that?*

## **Scenario 3:**

Some important things on your checklist are cost, convenience and cleanliness. You need to determine if Bark Place meets those requirements.

*Where do you look?*

## **Scenario 4:**

As we talked about before, you've got a pretty busy schedule at work next week. You're a little worried that the drop-off and pick-up times at Bark Place won't meet your needs.

*How can you check?*

## **Scenario 5:**

You know you're going to need more than a one day of doggie daycare this month alone, so you want to see what your options are and what kinds of packages are currently available.

*Find what you're looking for.*

## **Scenario 6:**

You have to work late next Wednesday, Thursday and Friday. You want to make sure that Bark Place has daycare openings available on those days for Oliver to stay and play.

*Where can you check?*

## **Scenario 7:**

You do a little re-arranging in your schedule and come up with some dates that work for you and for Oliver. You want to make sure that your husband knows which days you intend to bring Oliver to Bark Place.

*Send him a message.*

# BARK PLACE TEST SCENARIOS

A more personal approach to dog care when you can't be there.

*User Experience Design - Emily Ward*

## **Scenario 8:**

You're a bit of a planner, and since openings fill quickly – you decide to go ahead and check out availability for the next few months.

*Where do you look?*

## **Scenario 9:**

You're thinking about Oliver and wonder how he's doing. You want to check on him to make sure he's having a good time today at daycare.

*Where can you see him?*

## **Scenario 10:**

You want to meet the other dogs that are at Bark Place with Oliver.

*Find the photos.*

## **Scenario 11:**

You want to check out upcoming events and see if there's anything fun happening at Bark Place in the next few weeks. Oliver loves it there and you wouldn't want to miss out on anything.

*Find what's new.*

## **Scenario 12:**

You really enjoy reading the tips and articles that Bark Place finds and posts on their blog feed. You want to get updates when they post new information.

*How would you make that happen?*

## **Scenario 13:**

While signing up with Bark Place, you realize that you've accidentally missed some personal information and want to update your profile.

*Make the changes.*

## **Scenario 14:**

You downloaded the mobile app for Bark Place to your smart phone. You're at work and you receive a notification that you have a new message.

*View the new message.*

## **Scenario 15:**

You can't remember if you paid your bill for Oliver's visits last month.

*Check and see.*

# BARK PLACE TEST NOTES

A more personal approach to dog care when you can't be there.

User Experience Design - Emily Ward

## Homepage and Registration

While doing some Homepage testing, it became clear right away that there is probably too much content here. None of my users paid much attention to the blurbs and went right to either a) the image slider (James & Jake) or b) the About Us links (Geoff). James & Geoff didn't really know what to make of the Register Now button at the top. Geoff questioned how it was different from the Reservations button, and said that he really wouldn't register before taking a tour, so he wanted to know how to do that. James wanted to know how he could click the Already Registered area, or if you could enter your username and password and then click Register Now. It seemed the the fact that Register Now came after the Already Registered, he associated the two things as one piece. It wasn't immediately clear to him that you have to Register Now only if you're not already a member. Jake didn't have any issues with the Register Now button and found it when the scenario called for him to sign up. Jake did, however, wonder where you signed in if you're already a member. The text entry boxes and the Already Registered language didn't seem to be intuitive for him.

All of the users ultimately found their way to the Daycare tab to find more information. James skipped the About Us tab completely on the way there, as did Jake. Geoff went to the About Us page first and then clicked over to the Daycare page (the scenario led them to Daycare as opposed to other areas of the site). Geoff liked that he could see the hours right on the page, but wanted a map. He said that location would be one of the most important factors in ruling out or opting for a doggie daycare. So, he wanted to see that on the homepage.

## About Bark Place

Geoff, James and Jake all had very few challenges with the About Us page. Geoff mentioned that he would really like to see the location on the homepage, although it was helpful to see it on the About Us page as well. He also mentioned that he was expecting more pictures. James wanted to see a video here so that he could actually experience the Bark Place business sort of "live" and see what it would be like to take his pet there. Jake hunted for a place to schedule a business visit. All of my users expressed that they wouldn't sign up or schedule anything without a tour, unless it was a case of emergency, so they wondered how to sign up for a tour of the facility. James also indicated that he liked the Search option, and went back to see if it was on the homepage. It isn't. He wondered why.

## Bark Place Daycare

On the Daycare page, Geoff went right to the pricing. That is clearly easy to find and figure out. He was wondering what the difference is between the Reservations, Register Now and Check Availability buttons. Geoff wondered if clicking on any one of those would land him in the same place – some sort of scheduling tool. He also completely ignored the sample text under the image carousel. When asked if he would have read it if it was actual copy, he said he likely would not unless it was related to each of the images being displayed in the gallery.

Jake seemed to not really know what he was looking at, but guessed it was some sort of image gallery. He wondered how he would scroll through it if there were no buttons. Did it auto-rotate? He thought it would be helpful to scroll through at his own pace. Other than that, Jake didn't really seem to have any issues finding what he wanted on this page, which was to schedule a daycare day for his pet.

James wanted to see what hours he could drop off his pet on this page. He also did not read the text below the images. He also seemed to be confused by the different buttons. He just wanted one big button that would take him to a view of multiple months of calendars.

## Daycare Calendar

This page was a little bit of a train wreck. All the users had difficulty figuring out how to get there, where exactly they came from from in terms of the Daycare page? The About Us page? The Reservations button? What did they click on to view this page? They also weren't sure if it was all one calendar, or if there were different ones for each area (i.e. Boarding, Grooming, Daycare, etc.) Geoff wondered how he could set a reminder or sync it with his calendar at home or work. James wanted to know what would happen if you had more than one pet to schedule for. Could you schedule all at once or do you need to make two appointments. James also wondered if you had to sign up for an account before you schedule an appointment, or if anyone could. If anyone can schedule appointments, would you even have to sign up? James wanted to integrate this calendar with his Google calendar. Jake seemed to think that if you clicked on the "2 Open" drop-downs on each date, you'd get a pop-up asking for you to select an appointment and schedule that way. He also thought he'd get a confirmation of his appointment when he clicked Make Reservation and that might be where you could set reminders or share with other calendars such as Google calendar or Outlook.

## The Media Section

Geoff felt like the blog, video feed and image sections were all pretty easy to use and didn't have a lot of questions. However, he didn't really interact much with the blog content. He seemed to want more images and didn't really understand what content would be displayed on these pages. James liked the blog, but wondered how to share it or comment on articles. Which means that the Connect links in the bottom left corner of the page aren't intuitive enough. They thought that those links were for users to contact Bark Place, not to follow, share or comment on Bark Place pages. Jake didn't really seem to understand why a doggie daycare would have a blog and thought he would probably not use that function much if at all. He also didn't really understand the menu item Media. He was thinking he'd only be getting image or video or other visual elements.

On the video feed page, James thought there was too much to look at. He didn't really read or show any interest in the content in the sidebar, or in connection with the videos. He just liked the videos. He really liked that he could record the live webcam video and wondered if he could also share either video or image captures from the video on Facebook or via email. He also completely missed the link to follow Bark Place's blog. He was looking for it down at the bottom with the Connect links.

Geoff really didn't seem to care about anything on the page other than video. He was curious if he could stream the video from the webcam or from the website to his mobile phone. That was about it for this section. He mentioned that he might want to be able to send a portion of the video to someone else or save it for later, but that it was a nice-to-have not a need-to-have.

Jake wondered if there were only two cameras and how he could access all of the webcam video for the rest of the daycare. He wanted to see a list of available webcams and be able to click on them for access. He also wanted to be able to take a screen grab from the video and save somewhere for viewing later. He wanted to share the video or screen shots as well, but had trouble finding a place to do that.

As for the image gallery page, none of the users seemed particularly interested in seeing images of the other dogs. Geoff wanted to see more pictures of what the dogs are doing, what kinds of activities they have at Bark Place, what the play spaces look like, and what the rest or sleep space looks like, where they eat, etc. He said that those images would be much more valuable for him than information about other dogs attending with his pet. James basically said the same thing. He wanted to see really nice images of the business, of the owner interacting with the dogs, sort of a "best of Bark Place" gallery. Both also ignored text content on this page. Jake said that he was surprised that the image gallery was in this section, so he wasn't looking for it. He thought it would make more sense for it to be in the the About Us content, and that he would have looked for it there.

## My Account

James seemed confused about what the Account information box would contain. He didn't know if it would contain his information, Oliver's information, another dog if he had one, etc. He also wasn't sure if he should click on the Edit Profile button at the bottom or the Account Information link. He wondered why he couldn't edit his profile in the Account Information area. He also wasn't sure that Watch Oliver was the most clear headline for the video area. He wanted something more straight-forward like View Video. James also didn't feel like there needed to be a space for images here. He said that he'd just want them sent to him as a notification if it was his pet. He liked the Notification links in the sidebar, but wanted to know if he could get updates as a text. James also said that he would like a personal calendar in this area for his own use. So, maybe this is a natural spot to add the scheduling tool/calendar so that it's more intuitive to use and find, and it's not being linked to from several pages throughout the site.

Geoff thought that the Stay History label was confusing. He wasn't sure what would be in there. Once he was told that it was a record of visits and payment history, he said he would like to see it called simply Payment History or Statements then. And he'd expect to see it after the Pay My Bill area. He also wanted to know if he could set up auto-pay on the site. And whether or not he could export statements. Geoff also wondered if he could send a message to Bark Place with the Message Center, or if he can only receive messages through that area. He also liked the chat feature in the Recent Activity section, but said he really had to look for it and wanted a larger button or link to point him to that feature. James didn't really interact with the Recent Activity, so maybe it's not needed outside the Chat functionality. Both Geoff and James noted that they really liked the little alert icon that appeared when a new message or notification is available.

Jake felt that the Message Center was the same thing as the notifications section, so he thought they should be or were linked. The notifications would just tell you what is waiting for you in the Message area. He also was sort of indifferent about the News section and wanted his notifications to be more prominent. Jake also wanted a calendar in this section for his pet appointments so that he could keep track of them and stay organized.

## Potential Wireframe Fixes

*On the Homepage:* Move the My Account out of the nav and integrate it into a smaller subnav so that it's set apart from standard content that any user can access. Remove all references to scheduling from informational pages and add it only to the actual service pages. I would start with a larger button geared toward scheduling a visit to tour the facility on the general information pages, as that was requested by my users. I would find a place to put the button where it doesn't appear to be related to the image content. The current placement suggests that they're related when in fact they're not. Also, I would fine-tune some of the content toward the bottom. For example, add a map of the location to satisfy the need to know how close Bark Place is to a particular user right on the homepage, as well as make the hours of business more prominent. Based on feedback from my users about calling the phone number for additional information, I might also pull the contact information down out of the site header and give it its own page that would be linked to from the homepage and the About Us section so it's easy to access. I would also do a little bit of editing on the main nav – making it a little more intuitive and easy to follow.

*On the About Us page:* Not a ton of changes here. I think I could add some video to this page that would be rotated or updated by the owner. A video tour of the facility, video showing the dogs' experience while in the care of Bark Place, anything that helps promote the business in a positive way. I would also cut down on the amount of content users need to read and shift its location to make room for the location and hours widgets from the homepage. I would also feature a prominent link or button to get site visitors to schedule a tour of a Bark Place location on this page. After reading/viewing the informational content, they should be ready to sign up and see for themselves.

*On the Additional Service pages:* Users seemed to want to see how all of these pages function together, so I would definitely add wireframes for boarding, grooming and training in addition to the daycare section.

*On the Daycare page:* I would add images on this page (several images in a gallery, probably) so that potential clients can actually see what the daycare facility looks like and what their dogs would be doing all day with Bark Place. I would also list the hours on this page in a pretty visible place to aid users when they then think about scheduling an appointment. Pricing will stay on this page as well. On all service pages, I plan to add one button that clicks through to scheduling. Make it simple and easy for users to find and use.

*On the Media page:* This area of the site will need the most updating. I plan to get rid of the blog and make it more of an "Events" or "News" section to inform clients about fun, up-coming events or articles that need to be shared. Any additional content on this page would sort of go with that "newsletter" type feel, meaning it would be updated frequently and be relevant to the clients. Examples would be new video feeds, testimonials or reviews, etc. I also want to add commenting and sharing functionality to the News page posts so that users can really interact with it and get involved.

*On the Video Feed page:* This page becomes the Live Feed page to indicate that it's video from webcams that are happening right now, live. Also, I plan to get rid of most of the content on this page and just list the available camera options and show the video. The only functionality on this page will be related to the video – sharing, commenting, saving, etc.

*On the Image Gallery page:* I think I'd just get rid of this section and add smaller galleries to each section. That way the images are with related content and helping to convey information about the business while new clients are researching the business or the services.

*On the My Account page:* This page needs some work. I think I would try to move the scheduling tool here, as well as the Calendar page. That's the major change. There would be just one calendar now, and you could choose your service from a list and then fill out the related form and submit it for confirmation of your appointment.

## About My Sample Users

### *Geoff*

Geoff is a 34 year old accounting genius living and working in the Twin Cities area. He is the proud owner of two cats, whom he spoils rotten. His hobbies include reading, knitting, and cooking culinary masterpieces in his Crock Pot. He also enjoys reading and gardening.

### *James*

James is a 36 year old jack-of-all-trades also living and working in the Twin Cities. He loves mathematics, art, and scrubbing his kitchen floor by hand to ensure cleanliness. James has two Masters degrees – making him officially the smartest person I know.

### *Jake*

Jake is a 35 year old computer nerd who lives and works in the Twin Cities. He lacks organizational skills, but can do pretty much anything else that he sets his mind to. He enjoys video gaming, fixing up old trucks, and driving anything at any time to anywhere.



Welcome to Bark Place!

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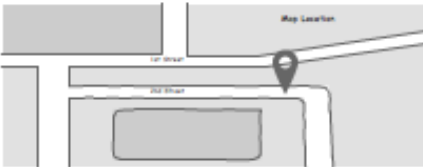
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### About Bark Place

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[read more >>](#)

### Our Location



[get directions >>](#)

### Our Hours

Monday-Friday: 7 am-6pm  
Saturday: 8am-5pm  
Sunday: By Appointment  
*Extended hours available upon request.  
Call Bark Place for details.*

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# About Us


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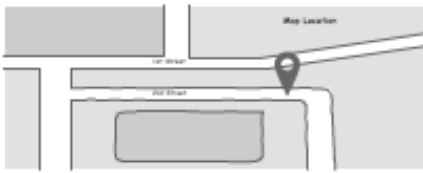
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### About Bark Place

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### Our Location






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### Our Hours

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# Boarding

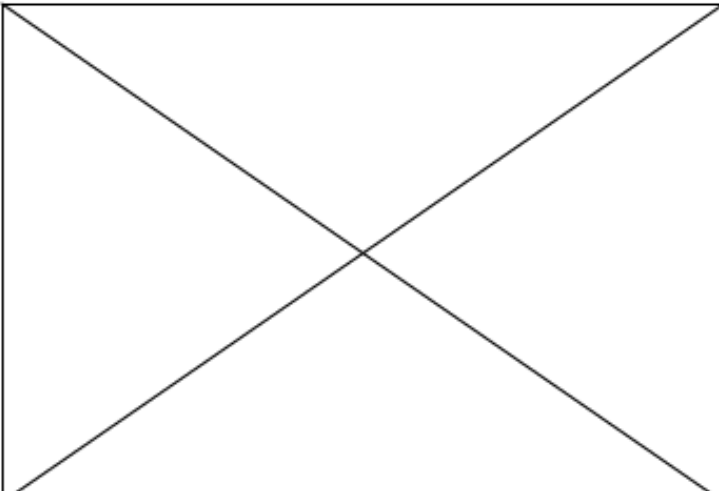
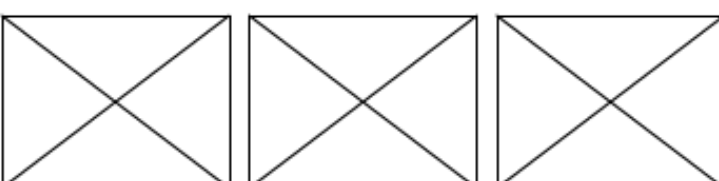
**Bark Place Boarding**

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### Boarding Hours

**WEEKDAYS:**  
Check-in: 7:00am - Noon or 2:00pm - 7:00pm  
Pick-up: 7:00am - 10:00am

**WEEKENDS:**  
Check-in: 9:00am - Noon or 2:00pm - 5:00pm  
Pick-up: 9:00am - Noon

### Boarding Rates

Boarding Package (per night)..... \$39

Includes:

- Fun-filled group daycare play in designated groups based on size, temperament and play style
- Medications or special dietary administration
- Kennel size of your choice

10% discount applied to a second dog stay.

20% discount applied to a second dog stay when kennel is shared.

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# Daycare

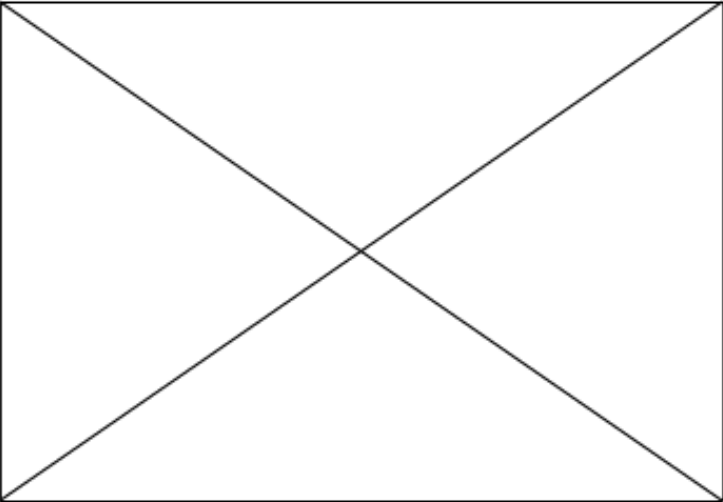
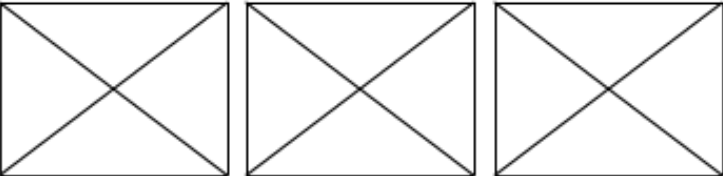
Bark Place Daycare

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### Daycare Hours

Monday - Friday: 7:00am - 7:00pm  
Saturday: 9:00am - 5:00pm  
Sunday: Appointments available upon request. Call for details.


### Daycare Rates

Full Day (5+ hrs).....	\$25
5 Day Package (22/day).....	\$110
10 Day Package (20/day).....	\$200
20 Day Package (18/day).....	\$360
30 Day Package (15/day).....	\$450

\*Packages valid for 6 months after purchase date.

10% discount applied to second dog for single visits and package purchases.

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# Grooming

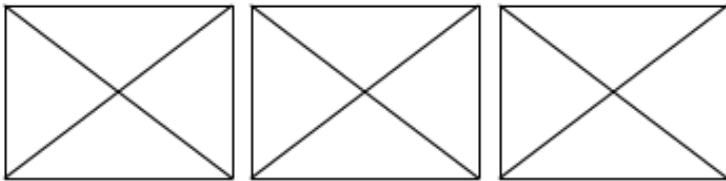
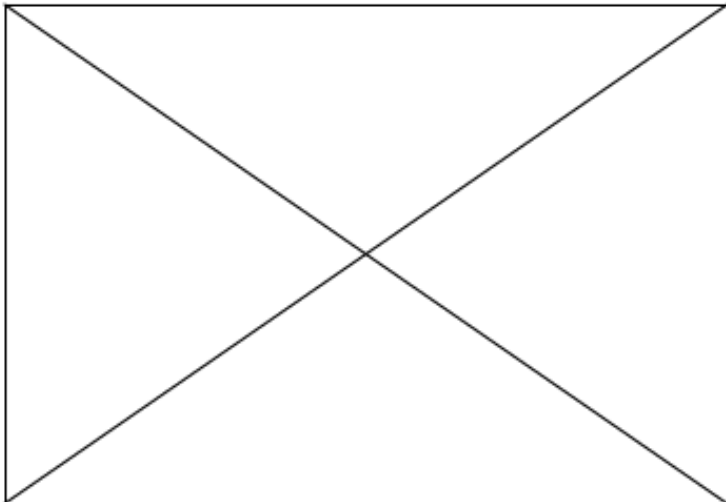
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### The Classic Package

The Classic package includes a bath with a moisturizing shampoo, blow dry, brushing, ear cleaning and nail trimming. Great grooming at a great price!

*Price: \$30*

### The Luxury Package


This package includes soothing oatmeal shampoo & deep coat conditioner, sled dog paw re-moisturizer, blow dry, brushing, ear cleaning, nail trimming with sled-dog paw re-moisturizer, tooth brushing, and scarf. Only the best for your pooch!

*Price: \$45*

### A La Carte Pricing

Shampoo.....	\$10
Blow Dry.....	\$10
Nail Trimming.....	\$8
Tooth Brushing.....	\$8
Ear Cleaning.....	\$5

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# Training

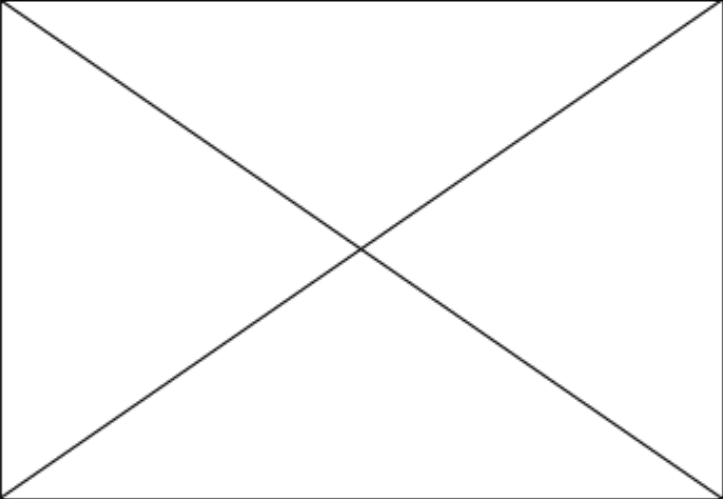

**Bark Place Training**

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### Mind Your Manners Training

Bark Place offers this special training package to customers at no extra charge. We believe that a well-behaved dog is extremely important to the whole family and offer this service to help your pooch get acclimated to the world around him or her. A good dog is a happy dog... and an even happier family!


### Training Benefits

Our professional trainer works to ensure that only positive reinforcement methodology is utilized to manage the play groups, and we address any individual training needs during the day:

- We help crate train and house train young puppies, starting at 8-9 weeks.
- Very young puppies, extremely timid and shy dogs are slowly acclimated into play; they begin by staying with humans up front until they're ready for action.
- We work with each dog individually in its play group to determine what motivates him/her.

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### Watch Your Pet

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[view video >>](#)

### Bark Place Reviews

Entrusting your furry family member to another's care is a big decision. And at Bark Place, we want you to feel comfortable leaving your pet with us. Check out what others are saying about Bark Place. Reviews and testimonials are a great way to learn about the Bark Place experience.

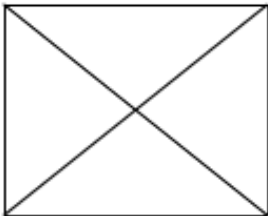
[read reviews >>](#)

### My Account

Log in to your account to get updates and schedule services.

[sign in now >>](#)

### This is What's Happening Soon

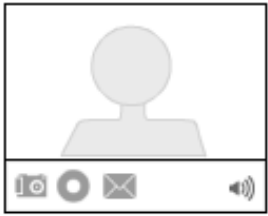


**Post Title and Date Here**  
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[Read More >](#)

12/12/2014 | 11:03 am  COMMENTS (4)  SHARE




### Meet Our Pet of the Month




**Post Title and Date Here**  
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[Read More >](#)

12/12/2014 | 11:03 am  COMMENTS (4)  SHARE

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# Live Feed

Watch Your Pet Live

← → 🏠  ↻


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- Play Area 1
- Play Area 2
- Activity Area**
- Resting Room
- Lunch Room

**Bark Place Activity Area Video**




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📅 12/12/2014 | 11:03 am

📶 📱 🌐

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# My Account

My Account

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**Welcome, Sadie!** [Not Sadie? Sign Out](#)

Account Profile

Pay My Bill

Statements

My Calendar

Messages !

Saved Media

**Payment History**

[September statement 9/1 - 9/30/13 >>](#)

[October statement 10/1 - 10/31/13 >>](#)

[November statement 11/1 - 11/30/13 >>](#)

[December statement is now available >>](#)

**Appointment History**

**Recent Activity**

**Reminders**

**Message Center**

**NEW message from Bark Place**  
Subject: Oliver got his 20 minute walk today...just look at that excited face!  
[view message >>](#)

**Your statement is ready**  
Your December statement is now available. Payment is due on or before 12/31/2013.  
[pay online >>](#)

**Appointments are filling fast!**  
Make sure you schedule your January visits before they're gone.  
[schedule now >>](#)

📶

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# Schedule

### Schedule Appointments

← → 🏠  ↻

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Month | ▾ | Year | ▾

◀ December 2013 ▶

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Month | ▾ | Year | ▾

◀ January 2014 ▶

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

#### Book Your Appointment

BOARDING  DAYCARE  GROOMING  TRAINING

Drop Off Time:  Pick Up Time:  Date Requested:

Number of Pets:  Additional Walk:  Select Food:

Client Name:

Phone Number:    Email Address:

Add to My Calendar  Set a Reminder

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