

# Client Business Summary

Business Name: Dog Connections

The purpose of the website is to show what it takes to own a dog and the difference between a Trainer vs behaviorist vs vet behaviorist.

The client has provided informational website links that can be used to give information.




Features:

- The dog-tooltip infographic that I showed you to be an interactive element for showing the senses and physical attributes of a dog.
- A searchable directory by zip code and 25 mile radius of the zip code of Michigan Certified Applied Animal Behaviorist.
- A story area for interest, inspiration, and engagement

Website success:

- Help find a behaviorist.
- Educate about dogs.

# User Persona Worksheet

<p><b>New dog owners</b></p> <p>Alexia Robbins Female Age: 22 years College Student</p> 	<p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Has had dogs growing up.</li><li>• Lives in an apartment.</li></ul>
<p><b>Pain Point</b></p> <ul style="list-style-type: none"><li>• Slow websites.</li><li>• Hard to find content.</li><li>• Not Mobile Friendly.</li></ul>	<p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Wants a good deal.</li><li>• Very busy, can't spend lots of time researching.</li></ul>
<p><b>Dog Owner Friends and Family</b></p> <p>Rick Lester Male Age: 32 years</p> 	<p><b>Behavior</b></p> <ul style="list-style-type: none"><li>• Support person to the dog owner.</li><li>• Cares very much about family.</li></ul>
<p><b>Pain Point</b></p> <ul style="list-style-type: none"><li>• Slow websites.</li><li>• Hard to find content.</li></ul>	<p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Easy to find information.</li></ul>
<p><b>Experienced dog owners</b></p> <p>Ariana Ballard Female Age: 40 years</p> 	<p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Has strict rules on dog behavior.</li><li>• Has had dogs their entire life.</li></ul>
<p><b>Pain Point</b></p> <ul style="list-style-type: none"><li>• Difficult to find content.</li></ul>	<p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Can spend lots of time researching.</li></ul>

## User Analysis Summary

The website users:

- New dog owners.
- Dog owner friends and family.
- Experienced dog owners.

Website design based on the user analysis:

- Mobile friendly website.
- Easy to find information.
- Need a fast site.

Directory design:

- Specific information set to the side for quick reference.
- Set filters to reduce results.

# Dog Connections Website Features & Strategic Elements

## Features

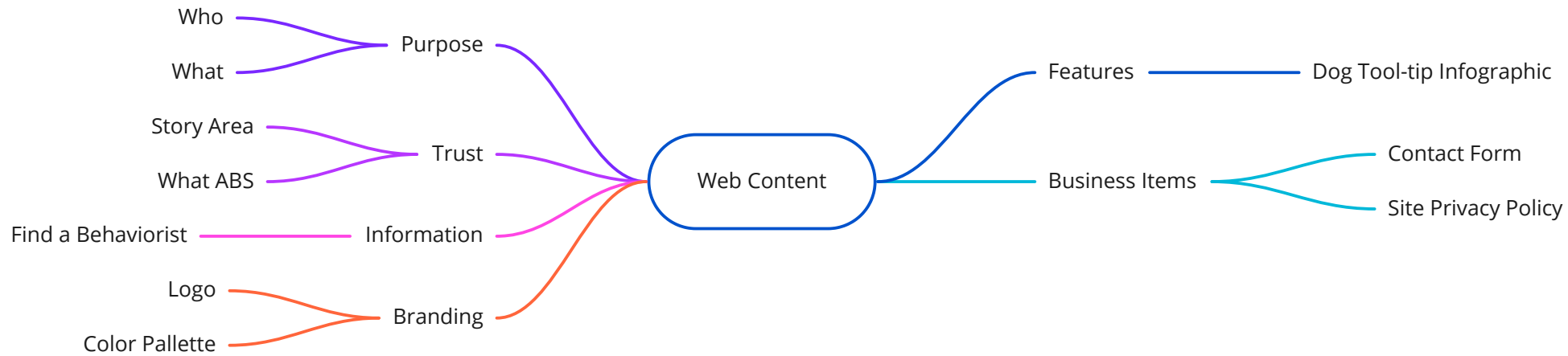
- Dog-tool tip infographic.
- Contact page?.

## Content Elements

- Testimonial / Story Area.
- About Dogs.
- Find a behaviorist.

## Brand Elements

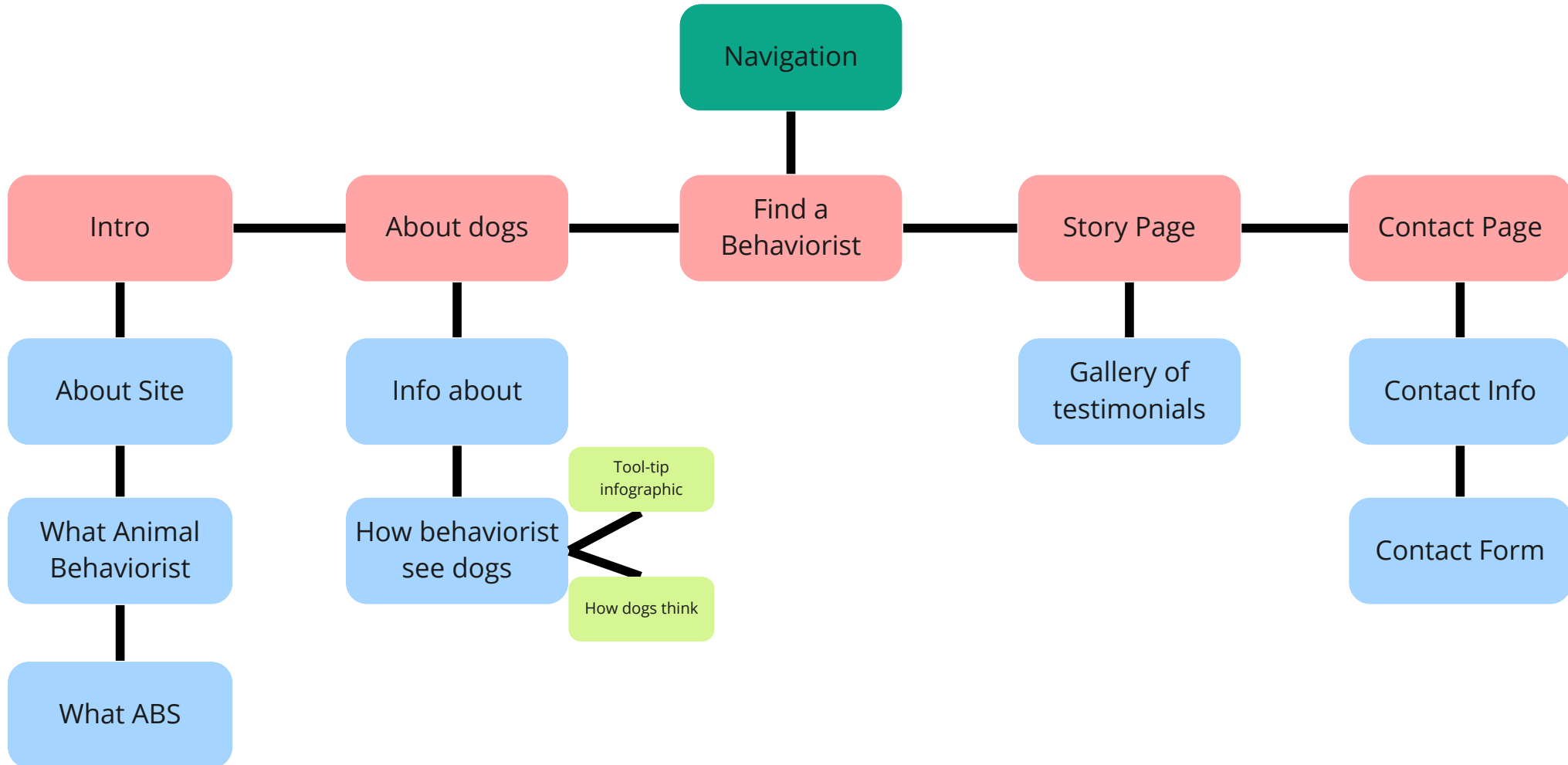
- Supportive & Friendly.



# Strategic Elements

Business Who	Trust	What	Why	CTA
Statement About	Story Area	Dog Tool-tip Infographic	Supportive	Ask for information
Policies	What ABS	Find a Behaviorist	Friendly	15 min consult
			Educate	
			Frustrated	
			Curious	
			Specialized Training	

# Navigation Sitemap



# Design Brief

Project name: Website

Client/company name: Dog Connections

<p><b>About the client/company</b> Help find a behaviorist &amp; general dog info. <b>Overriding Emotion:</b> Supportive <b>Brand keywords:</b> Friendly / Skillful / Passionate</p>	<p><b>Project goals and objectives</b></p> <ul style="list-style-type: none"><li>● Inform &amp; help find.</li><li>● Tool-tip on dogs.</li></ul>
<p><b>Target market/audience</b></p> <ul style="list-style-type: none"><li>● New dog owners</li><li>● Dog owner friends and family</li><li>● Experienced dog owners</li></ul> <p><b>User:</b></p> <ul style="list-style-type: none"><li>● Find a Behaviorist.</li><li>● Info about dogs.</li></ul>	<p><b>Key project deliverables:</b></p> <ul style="list-style-type: none"><li>● Story page.</li><li>● Directory.</li></ul>
<p><b>Develop Trust</b></p> <ul style="list-style-type: none"><li>● Info about differences.</li><li>● Mix-in education about dogs.</li></ul>	<p><b>Creative direction</b></p> <ul style="list-style-type: none"><li>● Whole browser</li><li>● Simple</li><li>● Clear sections</li></ul>
<p><b>Marketing</b></p> <ul style="list-style-type: none"><li>● Story Submission.</li></ul>	<p><b>Success</b></p> <ul style="list-style-type: none"><li>● Directory.</li><li>● Statistics on senses of dogs.</li><li>● Trainer vs Behaviorist vs Vet Behaviorist.</li></ul>



## H Tags

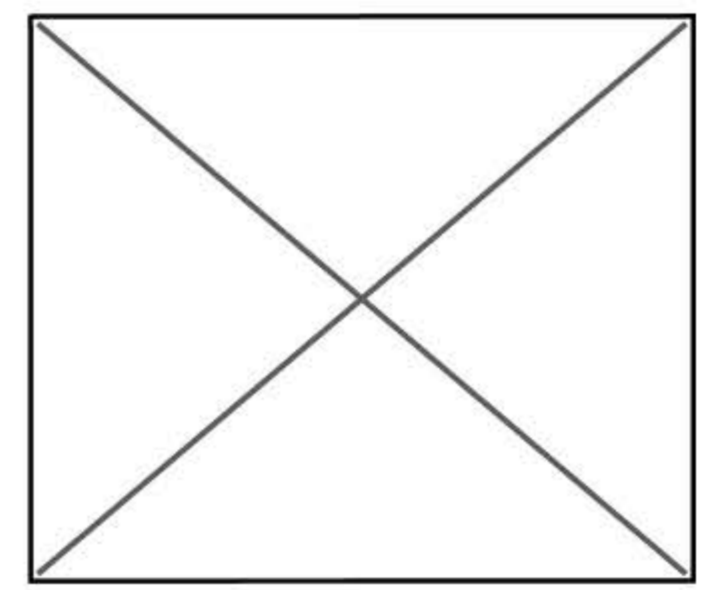
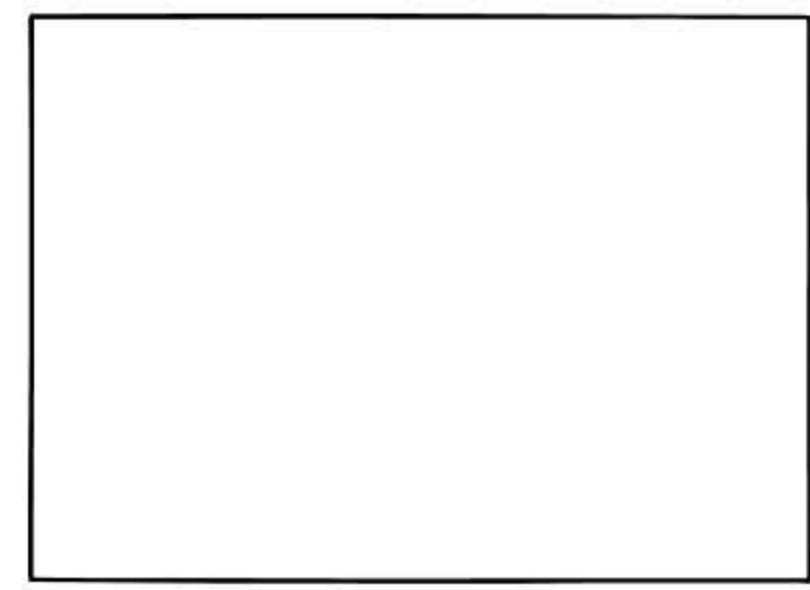
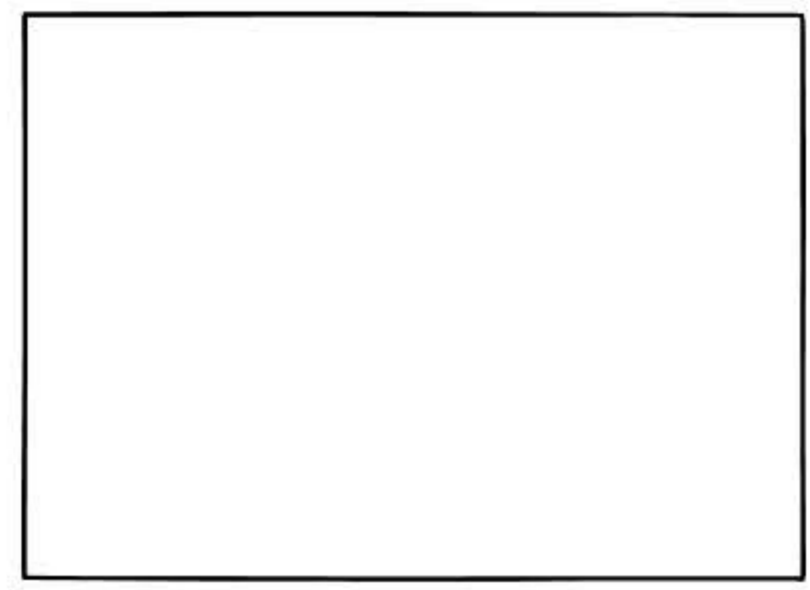
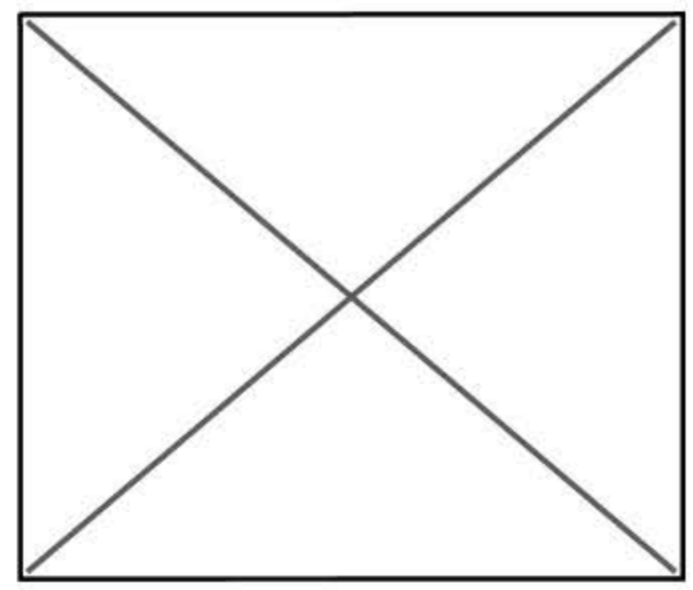
h1			Dog Connections
	h2		What We Do
	h2		What's the Difference
		h3	Trainer
		h3	Behaviorist
		h3	Vet Behaviorist
h1			Dog Connections About Dogs
	h2		All About Dogs
	h2		The Amazing Senses
h1			Dog Connections Find A Behaviorist
		h3	Search
h1			Dog Connections Tell Your Story
	h2		Submit Your Story
h1			Dog Connections Contact Us
	h2		Our Contact Information
	h2		Contact Us



### What we do

MI Chapter

ABS

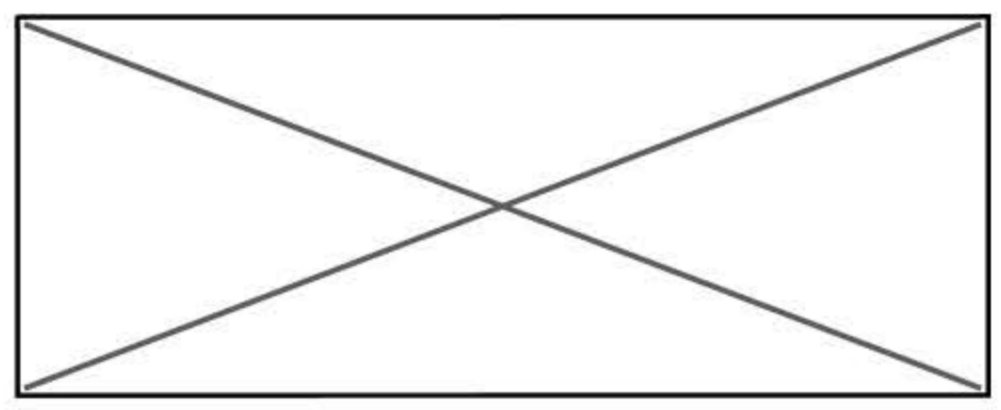
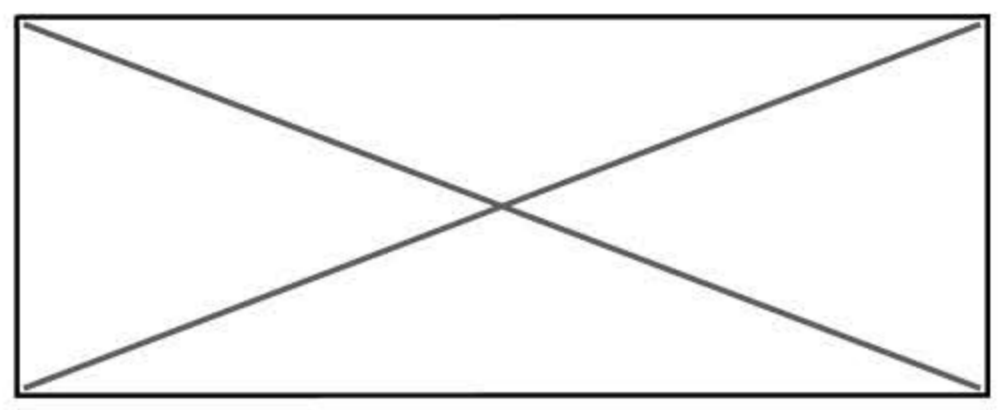
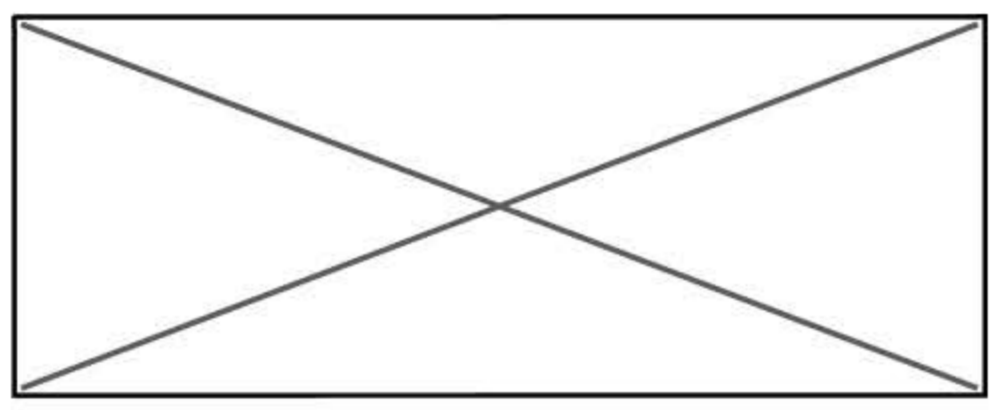


### Whats the difference

Trainer

Behaviorist

Vet Behaviorist



[Placeholder text for Trainer description]

[Placeholder text for Behaviorist description]

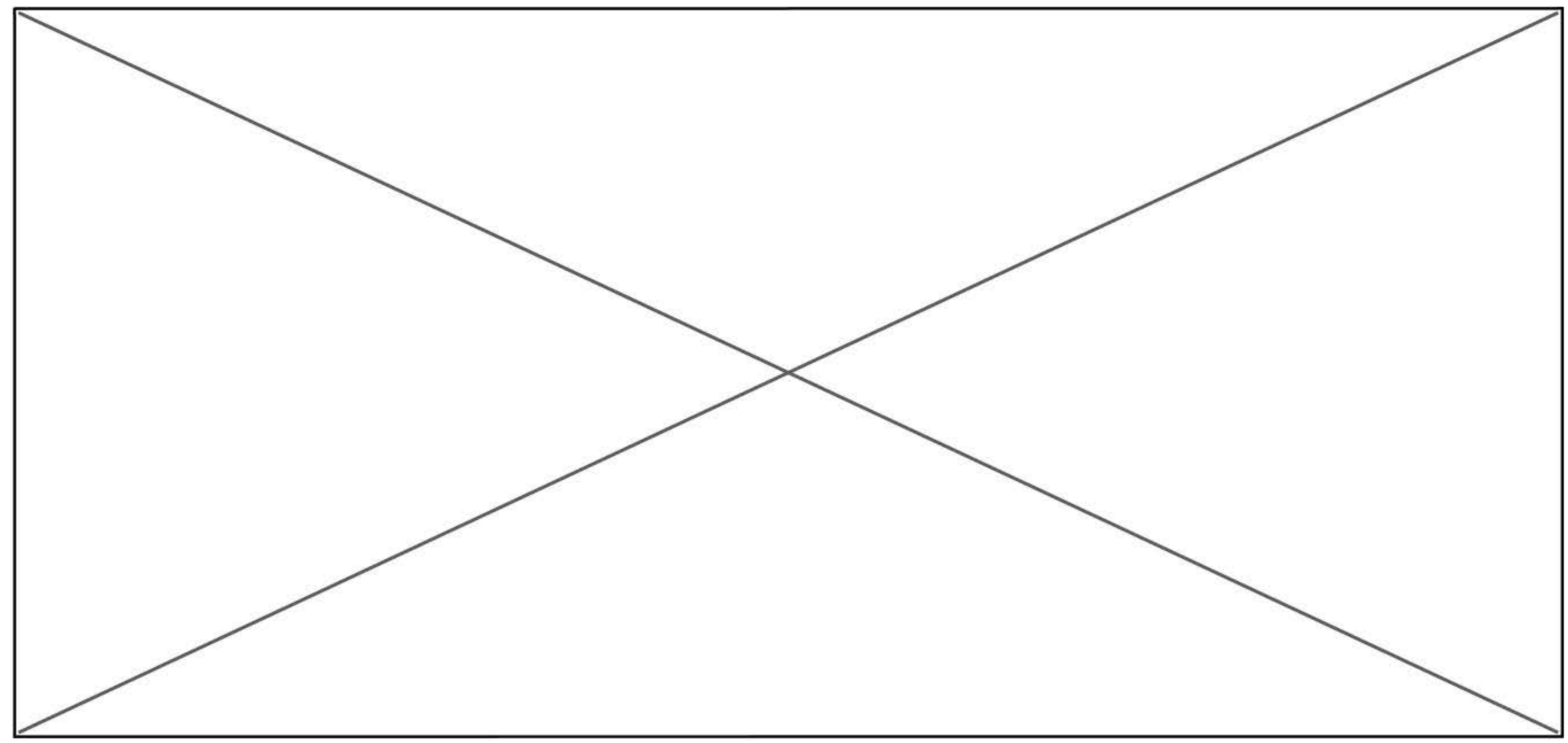
[Placeholder text for Vet Behaviorist description]



### General Info about dogs

[Placeholder text for the 'General Info about dogs' section, consisting of multiple lines of faint, illegible text.]

### Dog Tool tip

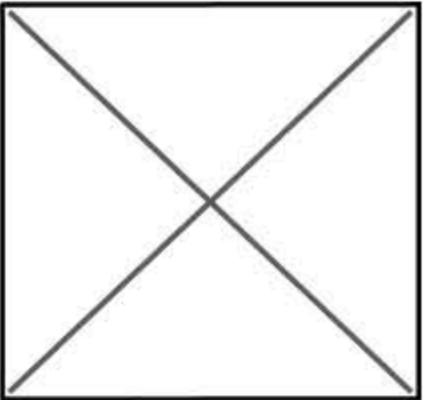




### Find a Behaviorist

Filter

Price Range  Zip Code  Distance



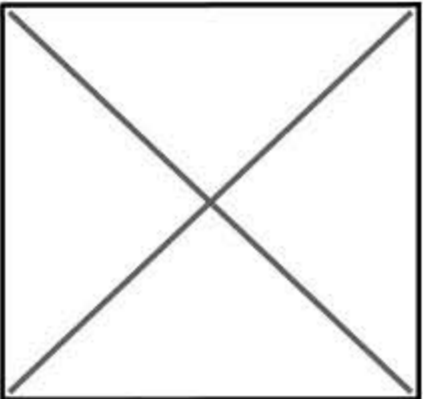
Company / Persons Name

Placeholder text for description

Price

Services

Location



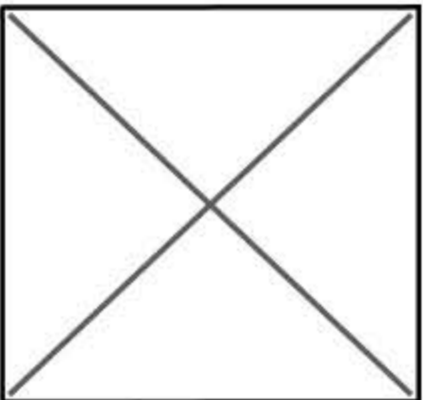
Company / Persons Name

Placeholder text for description

Price

Services

Location



Company / Persons Name

Placeholder text for description

Price

Services

Location



### Tell Your Story

Filter

Company / Person Name Service Used / Provided Price	Customer Name <p>Placeholder text for customer name</p>	Customer Images 
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Company / Person Name Service Used / Provided Price	Customer Name <p>Placeholder text for customer name</p>	Customer Images 
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Company / Person Name Service Used / Provided Price	Customer Name <p>Placeholder text for customer name</p>	Customer Images 
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Company / Person Name Service Used / Provided Price	Customer Name <p>Placeholder text for customer name</p>	Customer Images 
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### Contact Information

Placeholder text for contact information, consisting of several lines of illegible characters.

### Contact Us



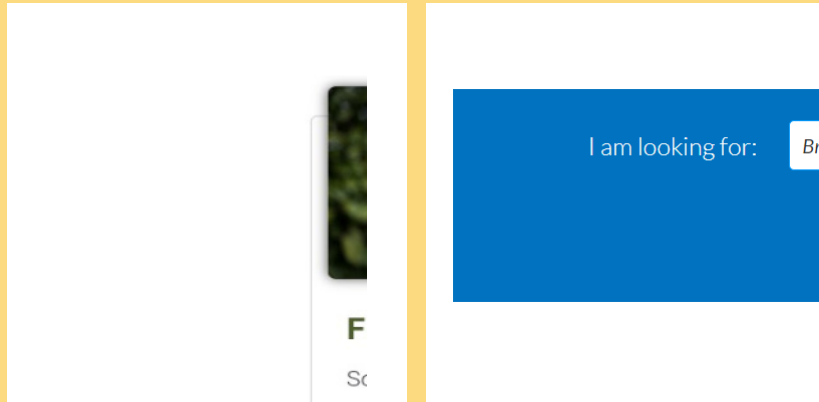


# Dog Connections Style Tile

## Possible Colors



## Element Styles



Supportive  
Skillful  
Strong

Friendly  
Neat

## Example Header Text

Font: Nunito Medium Color: Black Size: 30

## Example Sub-Header Text

Font: Nunito Light Color: Black Size: 20

## Example Text

Font: Nunito Medium Color: Black Size: 16

## Example Link Text

Font: Nunito Medium Color: #1ba4ce Size: 16

## Example Button

Font: Nunito Bold Color: White Size: 16



## Reflection Evaluation

Being the Designer:

It was okay being the designer but definitely isn't something that I prefer. But it was fun going through the full process of creating a website from start to finish.

Being the Client:

It was fun being the client. I used a company idea that I created a while ago. Helped increase the amount of content I had planned for my site.