Project Plan 🐾 Final Draft

Prepared for:

Animal House
dog and cat boarding

Prepared by:

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User Experience Consultant and
Web Designer

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Executive Summary

Animal House Dog and Cat Boarding is located in Medicine Hat, Alberta. This boarding kennel offers short and long term stays for dogs and cats as well as dog daycare. Their website **www.animalhousedogandcatboarding.com** is in need of a redesign to increase usability and make the site more comprehensible and inviting. This will be achieved by improving:

- the navigation
- colour contrast
- readability
- content

An online booking form will be implemented to save the users time by eliminating 4 steps in the current booking process.

Target Audiences

The primary audience is adult pet owners who live in Medicine Hat that need short or long term boarding kennel services for their dog or cat primarily because of travel but it can also be because of illness or an emergency situation. The secondary audience is dog owners who live or work in Medicine Hat who require dog daycare.

The Competition

There are 3 other cat and dog boarding services in Medicine Hat. The closest competitor is Pet Park which offers similar rates and services. What sets them apart from Animal House are their reviews.

Customer reviews

Pet Park has one Google review which is positive and scores 4.8 out of 5 stars and 21 reviews on Facebook.

Animal house has a poor one-star Yellow Page review and no Facebook rating because they have a Facebook group instead of a business page.

Team members:

Karen and Garry Lewis - Owners of Animal House Dog and Cat Boarding

Tania Frechette - Project lead, User Experience Consultant and web designer

Judith Pattison - Consultant and writer

Amy Allen - Photographer

Jai Gurpersaud – Programmer for the forms

Product introduction

Company overview
Animal House Dog and Cat Boarding is located in Medicine Hat, Alberta, Canada. This boarding kennel offers short and long term stays in an insulated indoor kennel for dogs and cats of all sizes. There is a separate cat area and they also offer dog daycare and doggy camp.

www.animalhousedogandcatboarding.com is in need of a redesign to make it user friendly, comprehensible and inviting for pet owners. This will be accomplished by improving the navigation, content and aesthetics.

Closest direct competitor
Pet Park (www.petpark.ca) 11 km away.

Size and scope of the project

The site currently has 8 pages. The number of pages will remain the same but some pages will be removed or amalgamated and new pages such as About Us, Contact Us and Testimonials will be added. Aside from the change in navigation, the information architecture and aesthetics also need improvement. The content will be rewritten to be more comprehensible in order to make the process of choosing a kennel more efficient.

Phase 1 - Analyze

- Evaluate current site including usability on different devices and platforms

- Learn about the users and conduct task analysis

- Conduct market and competitive research

- Determine what is required to improve navigation, readability and accessibility

Phase 2 – Content and Design

- Determine site requirements

- Decide on the content and name of new pages

- Write content

- Get testimonials from current and previous customers

- Photoshoot for Animal House

- Determine navigation

- Begin drafting website using wireframes/prototypes

- Get feedback on the website drafts

- Build the site in HTML and CSS

Phase 3 – Test and Refine

- Test for usability

- Last round of feedback

- Launch the site December 1st, 2016

Target Audiences

Primary audience

Adult pet owners who live in Medicine Hat, Alberta, Canada that need short or long term boarding kennel services for their dog or cat primarily because of travel but it can also be because of illness or an emergency situation.

Secondary audience

Adult pet owners who live or work in Medicine Hat, Alberta, Canada who require dog daycare or puppy camp for their pet while they are at work.

Research goals and limitations

- Review the goals and objectives for the site with the owners of the Animal House to make sure everything is in project plan and schedule appropriately.
- Research direct and indirect competitors by reviewing their websites, online reviews and testimonials.
- Conduct a market research regarding online ranking, rates, services offered and user experience.
- Limitations include lack of site analytics such as Google Analytics.

Product Objectives

The main goal is to improve the users experience and information of the site in order to convert the pet owners into clients. This will be achieved by improving the navigation and aesthetics, and by creating informative and comprehensible content and by implementing an online booking form. The online form will save the users time by eliminating 4 steps in the current booking process. The site will be tested thoroughly and launched on December 1st, 2016 as agreed upon by all members of the team.

A list of specific goals can be found on the next page.

Team members and their roles

Karen and Garry Lewis
Owners of Animal House
Dog and Cat Boarding

Will provide objectives,
key information about their
business and services and
feedback.

Tania Frechette
Project lead and
web designer

Will manage the project and
build the website.

Judith Pattison
Consultant and
writer

Will help with user and market
research and write the content
for the site.

Amy Allen
Photographer

Will take new photographs of
the animal kennel.

Jai Gurpersaud
Programmer

Will create in the online
booking form

Goals

1. Eliminate at least 4 steps a user needs to go through to book by implementing an online booking form agree upon by the owners. This will save the user time because they won't need to download, print and complete the form by hand and then either scan and fax or email the form or give it in person. The steps will be measured through usability testing.

2. Improve the readability by changing the font, the contrast and hiring a professional writer as agreed upon by the owner. To be tested by usability testing and implemented for the launch of the website, December 1st, 2016.

3. Improving the navigation so that the user can quickly and intuitively navigate the site. Measured by usability testing and agreed upon by the team members.

4. Encourage the user to book a service online by listing key benefits of the services, thus increasing sales by 10% over the next 3 months. Measured by the accountant and agreed upon by the team members.

5. Reduce admin costs by 20% within the next year by implementing online booking. Measured by the accountant and agreed upon by the team members.

Personas

Picture and name	Details	Goal
 Mark with his dog Jack	• 35 years old • Single • Has 1 dog • Has an MBA Mark is a financial consultant and needs to travel for work. He is also the proud owner of Jack (dog).	Mark wants to find a boarding house for his dog while he is away on a one-week business trip. "I want Jack to have be well taken care of and have fun while I am away."
 Judith and Gord Anderson	• In their 60's • Retired • Have 2 cats Judith and Gord like to go somewhere warm during the winter.	This year the Anderson's are going on a cruise and can't bring their cats. They are looking for a good boarding house for them. "We want peace of mind while we are away."
 Anne Richardson and her dog Sprocket	• 42 years old • Divorced • Has 1 dog • Has a Bachelor of Science in Nursing Anne is a nurse and works various shifts and is sometimes on-call.	Anne loves her dog but doesn't always have time to him for a walk and is sometimes home late for his dinner. "I like knowing that my dog is well fed and gets lots of exercise while I am at work."

Scenarios

1. ## Mark

   Mark is a financial consultant in Medicine Hat, Alberta. He sometimes needs to travel for work. He is single and lives alone. He doesn't want to inconvenience his family or friends to take care of his dog, Jack. Mark is searching for a boarding kennel for Jack for when he will be away on a one-week business trip. Mark conducted an online search for a dog boarding kennel from his laptop at work and found www.animalhousedogandcatboarding.com.

   Workflow: Mark read the information on the home page then went to Dog Profile page, which is a pdf form. He went back to the home page for more information and to the rates page and then the requirements page. From reading the requirements page he assumes that if he chooses this kennel he needs to print and complete the profile form for Jack. There is no indication on what to do once the profile is filled. Should it be scanned and emailed, faxed or given in person? To get more information Mark would need to call or email the boarding house.

2. ## Mr. and Mrs. Anderson

   Mr. and Mrs. Anderson are retired and like to get away from the cold Alberta winters. They have 2 cats and can't always travel with them. They love their cats and want peace of mind knowing that they will be well taken care of during their vacation. They are planning to go on a cruise in January and have a few months to research different boarding kennels to make a good decision. They are looking for a boarding kennel that is well organized, clean, has good caring staff and is affordable. They are using a computer to do their search.

   Workflow: While conducting a Google search for a cat boarding kennel in Medicine Hat, Alberta they found www.animalhousedogandcatboarding.com as the first link. They read the information on the home page, then went to the "cat" page. Some of the information on the page is confusing such as the reference to some improvement in the cat area "this year". The Anderson's don't know how current the website information is, therefore, do not know if the upgrades to the cat space have been completed. When they go to the rates page they are disappointed to see there are no rates for cats. This means that if they want more information they either need to call or email Animal House Dog and Cat Boarding. They look at the image gallery and only see one photo of a cat on a piano which leads them to wonder if the photo was taken at the boarding house. They are also not sure if any of the photos of the boarding house are of the cat area if so there are dogs in the same area which isn't ideal for them. There is also no information about the staff on the site. They aren't really impressed with the information presented and at this point would feel uneasy about leaving their cats at Animal House boarding since they don't know anything about the staff or the accommodations. Discouraged, they go back to Google and continue their search.
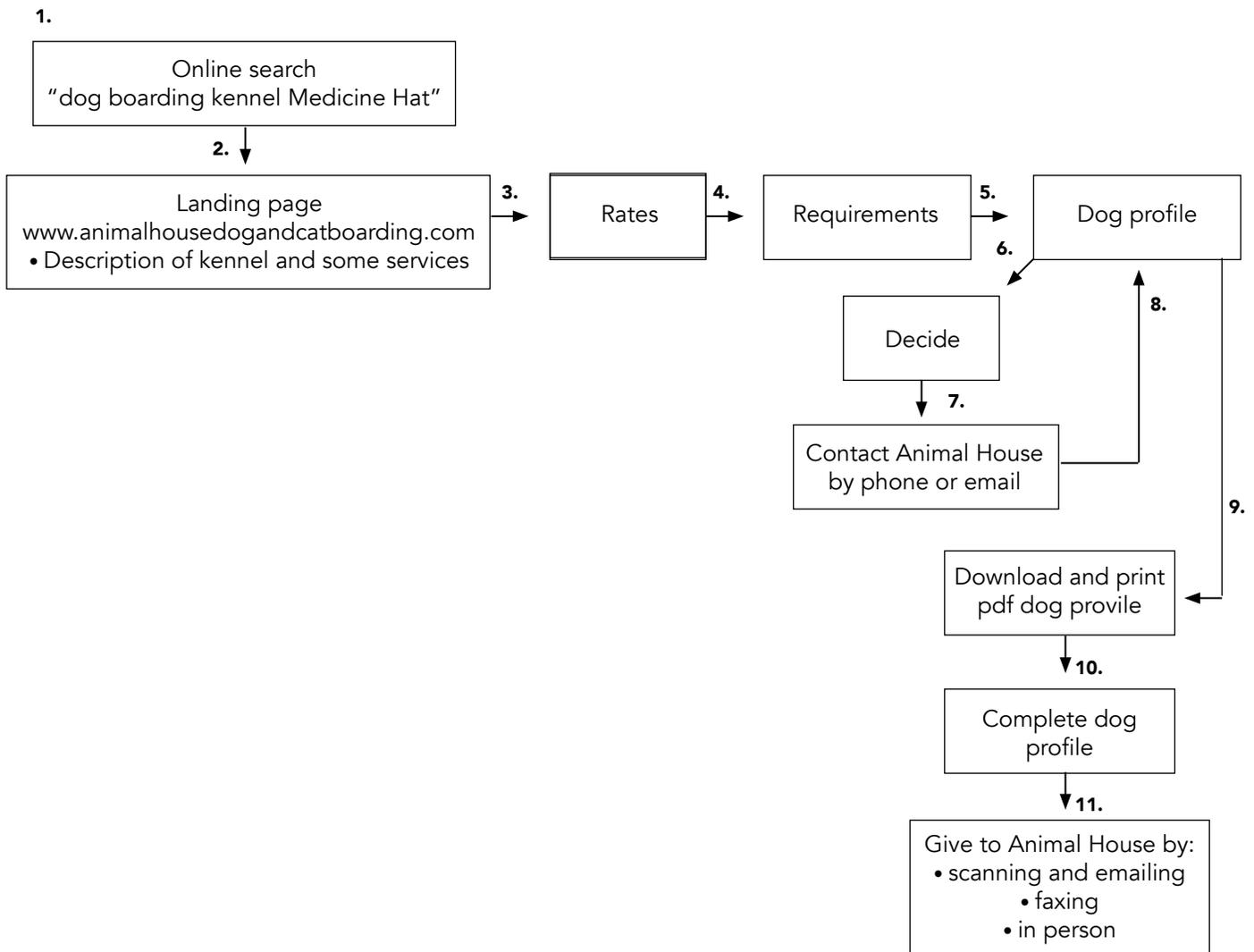
3. ## Anne

   Anne is divorced and lives with her dog Sprocket in Medicine Hat, Alberta. She is a nurse and works various shifts and is sometimes on-call. She doesn't always have the time to take Sprocket for a long walk and his meal times are not consistent. She wants to find a place for him get exercise and good meals while she is at work. She usually uses her phone to access the Internet because it's quicker and more convenient for her.

   Workflow: When searching for dog daycare www.animalhousedogandcatboarding.com came up as the first link. The site was really hard to read because of the black text on a dark orange background, and the script font. The site isn't responsive which made the header get in the way of the content. Because the site was barely legible she decided to view the rates and then continue her search.

Task Analysis

Task: Dog owner is trying to find a boarding kennel for his dog for a week while he is away on a business trip.

Task is being completed by doing an online search and going to www.animalhousedogandcatboarding.com and reading the content on the home page, reviewing the rates, hours or operation and requirements. Downloading, printing and completing the dog profile form. It is not indicated when the profile is needed. If before the stay, the form could be scanned and emailed or faxed. He could also call or email for more information. The contact info is listed in the header of each page.
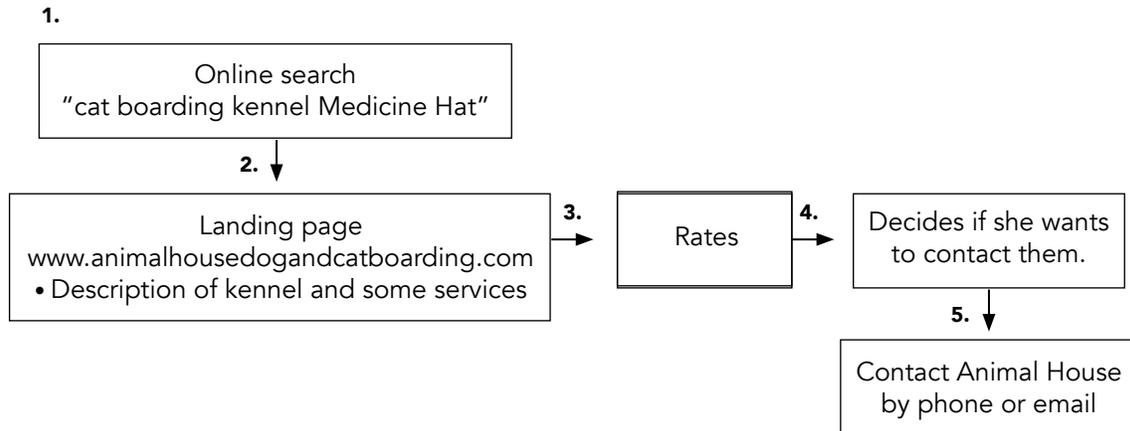
1.

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│        Online search             │
│  "dog boarding kennel Medicine Hat" │
└──────────────────────────────────┘
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2. ↓

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│ www.animalhousedogandcatboarding.com │        └──────────┘        └──────────────┘        └──────────────┘
│ • Description of kennel and some     │                                               6. ↙        8. ↑    9.
│   services                           │                                     ┌──────────┐
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                                                              │  by phone or email        │
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                                                              │  Give to Animal House by: │
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                                                              │  • faxing                 │
                                                              │  • in person              │
                                                              └──────────────────────────┘
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Note: Steps 8-11 will be eliminated by implementing an online booking form.

Task Analysis

Task: Cat owner in Medicine Hat, Alberta is pricing out boarding kennels for her cat while she is away for a month.

Task is being completed by going to www.animalhousedogandcatboarding.com and then going to the rates, page. The rate page only lists prices for dogs so she will need to call or email the boarding kennel at the contact info listed in the header of the page if she wants more information.

1.

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Online search
"cat boarding kennel Medicine Hat"
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2. ↓

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Landing page
www.animalhousedogandcatboarding.com
• Description of kennel and some services
```

3. →

```
Rates
```

4. →

```
Decides if she wants
to contact them.
```

5. ↓

```
Contact Animal House
by phone or email
```

Site requirements

Business Requirements

- Convert more of their website visitors into clients by improving the readability, usability and navigation and a new online booking form.

User requirements

- The interface must be easy to navigate and have good contrast.

- The information must be easy to read and understand.

- Goals and tasks should be easy to accomplish.

Functional Requirements

- The interface must be simple to understand and navigate by use of buttons, headings, and help/error messages on the online booking form.

- An online booking form should be implemented to reduce user and administration time, and to save paper.

Quality-of-Service Requirements

- The information on the site must be updated as needed.

Implementation Requirements

- An online booking form must be implemented.

Content inventory

ID	Page	Content	Notes	Format	Status	Owner
1	Home	Home page lander	Currently 7 photos. Reduce to 3 or 4.	text & images	see below	see below
	Logo and dog and cat gifs	logo and 2 animated gifs	Gifs will be deleted and a new logo will be created.	images	create logo delete gifs	Tania
	Description	Short description of Animal House Dog and Cat Boarding and an example of a daily schedule.	Reformat and rewrite for better clarity.	text & image	to rewrite	Judith
	Accommoda-tions	Short description of the bunkhouse (kennel).	Needs to be rewritten.	text & image	to rewrite	Judith
	Location	Written directions and an image of a map.	Map will be changed to a google map. Move to footer.	text & image	to rewrite	Judith
	Hours of operation	Hours of operation are listed with a mention to call before drop-off or pick-up.	Move to footer.	text & image	to rewrite	Judith
	Other services	A paragraph for dog daycare and another paragraph for administering medication.	Add to description.	text & image	to rewrite	Judith
	Outdoors	Short description of the outdoors.	To be included with the description of above.	text & image	to rewrite	Judith
	Facebook Icon	Broken link when using computer but works on mobile phone.	Ad link	icon	ad link	Tania
	Contact information	The header has the phone, fax, email and hours.	Move to footer.	text	to rewrite	Judith
2	Require-ments	List of requirements for shots, food, rules and surcharges.	Reformat and rewrite for clarity.	text	to rewrite	Judith
3	Rates	Contains only dog rates	Incomplete This page will be changed to Services and Rates	text & images	see below	Judith
	Dog rates	Dog rates and distracting animated gifs	Delete animated gifs.	text	to rewrite	Judith
	Cat rates	NEW - To be added	Add	text	unwritten	Judith
4	Fun facts	List of 46 dog facts	Not needed. To delete.	text	delete	Tania
5	Cats	Long paragraph for requirements, informa-tion and cat accommodations.	Needs better formatting.	text	delete	Judith
6	Gallery	49 photos	Take new photos of pets and kennel.	text & images	to be acquired	Tania & Amy
7	Dog Profile	Intake form in pdf format	To be replaced by an online booking form.	online form	delete	Tania
8	Cat Profile	Intake form in pdf format	To be replaced by an online booking form.	online form	delete	Tania
9	About Us	NEW - To be added Short intro about animal house and staff bios	Obtain from staff and edited by Judith.	text	unwritten	Judith
	Testimonials	NEW - To be added as side bars 3-5 testimonials from clients	Obtain from clients.	html	to be acquired	clients
10	Contact Us	NEW - To be added	Edit existing information	text & image	to rewrite	Judith
11	Book online	NEW - To be added	Online booking form	online form	to create	Jai

Information architecture metaphors and design

Metaphor 1

Boarding kennel vs hotel

Searching for a dog or cat boarding kennel is like searching for a hotel room. You want to make sure the facilities, amenities, and rates are ideal. You might also consider the location and method of booking.
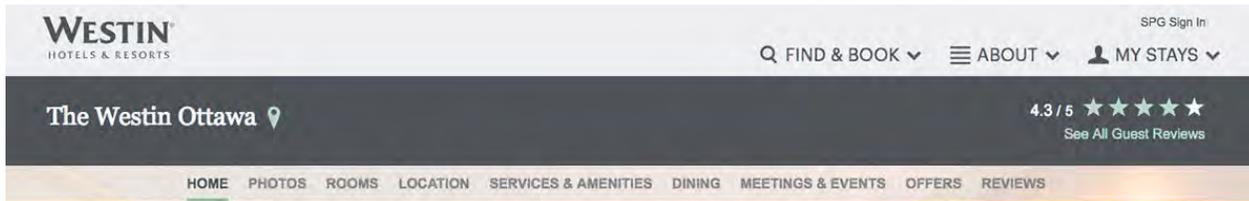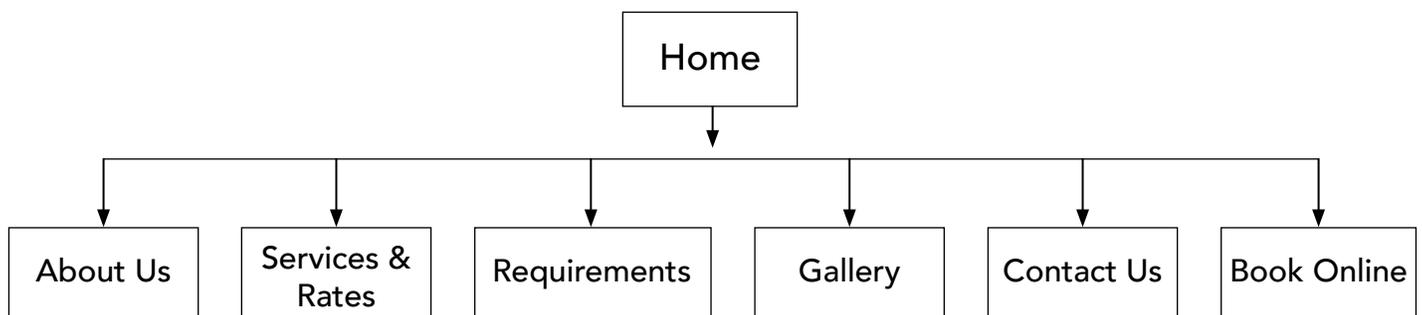

Metaphor 2

Dog day camp vs children day camp

Searching for a dog day camp is like searching for a day camp for your children. You want to make sure that:
* the staff is experienced
* the rates are reasonable
* the services are good
* the location is not too far from home
* the registration process is simple

IA design for www.animalhousedogandcatboarding.com

Wire-frame/prototype drawings

Computer 1024x1200

Home

Services & Rates

Contact Us

Book Online

Wire-frame/prototype drawings

iPhone 1024x1200

Logo

Book Online

Home

Image

motto

Welcome

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Testimonial

image

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contact info

Logo

Book Online

Services and Rates

Image

Dog and cat boarding

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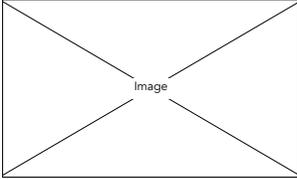
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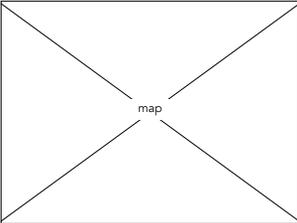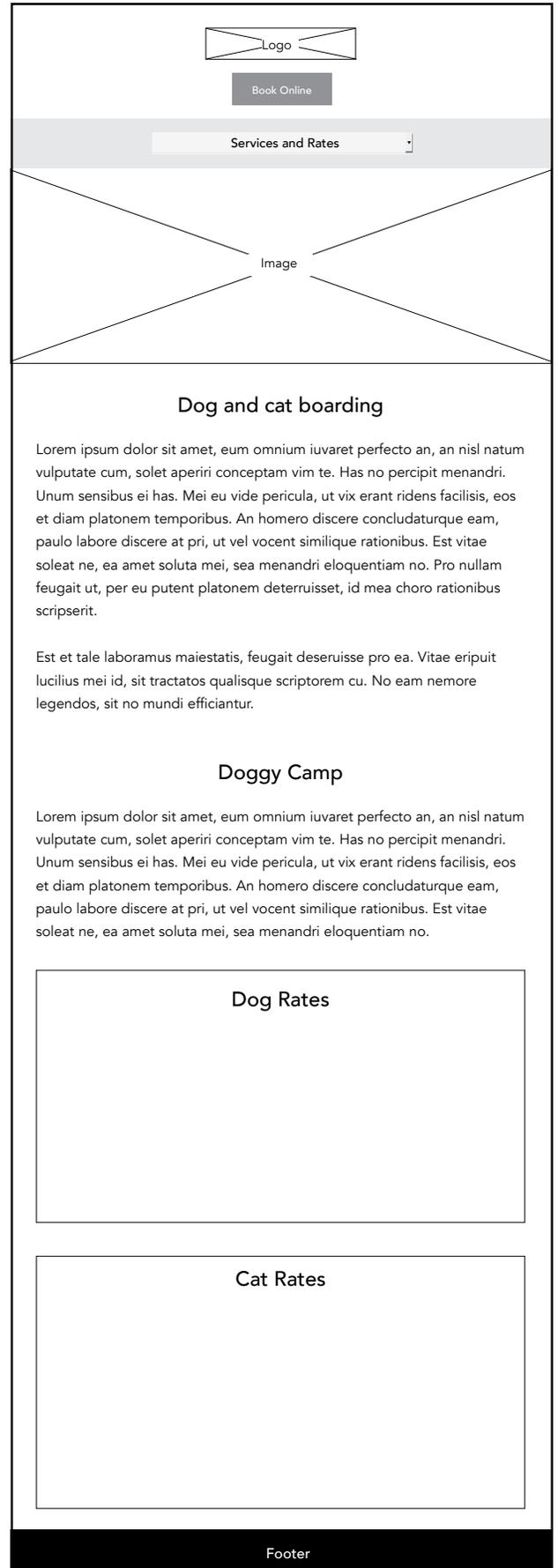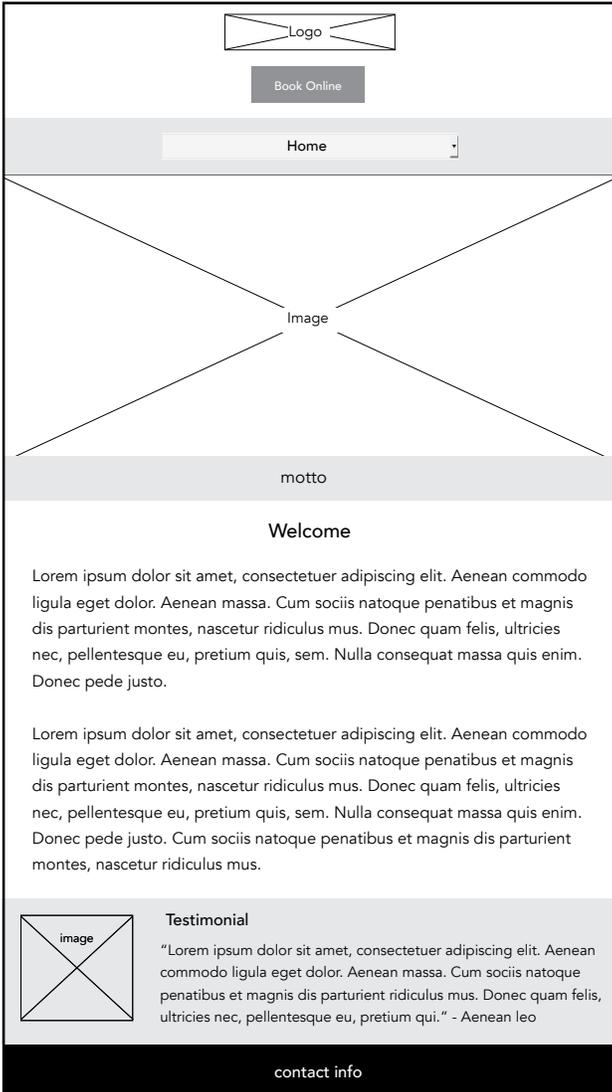
Doggy Camp

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Dog Rates

Cat Rates

Footer

Wire-frame/prototype drawings

Samsung Galaxy Tablet A 8.0, 1024x768

Left frame:

Logo — Book Online

Book Online ▾

Booking form

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Testimonials

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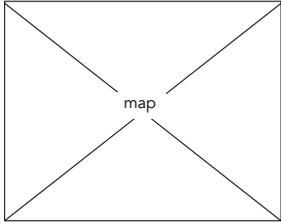- Donec quam

Contact info

Right frame:

Logo — Book Online

Contact Us ▾

Directions

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map

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Contact form

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Contact info

Test Scenarios

The goal of this scenario testing was to assess the overall usability of the www.animalhousedogandcatboarding.com website using paper wireframes. The website development team was curious to know whether the users could easily navigate the site and performs common tasks.

Methodology

Five users were invited to participate in a usability testing. All users are cat or dog owners. The testing session included questions about the users, and four tasks to perform. The users spoke out loud while performing the tasks. The user's comments and suggestions were observed and noted. Each test session lasted about 20 minutes.

Testing team

User #	Sex/Age	Job	Internet usage per day	Device most used	Kinds of sites most visited	Have you ever used a pet boarding service before
1	Male 41	Service writer	1	Mobile phone	News, social media, retail	Yes
2	Female 62	Retired	3	Laptop and tablet	News, weather, health, finance	No
3	Female 28	Receptionist	5	Computer	Social media, news	No
4	Male 38	Communications and online engagement professional	14	Computer & mobile phone	Social media, games, news	No
5	Female 44	Administrative Assistant	4	Computer	Retail, Sports, Dog health sites	No

List of tasks:

1. What are three tasks you think you should be able to complete on a site called Animal House Dog and Cat Boarding?

    User answers: a) rates, services, and availability
    b) availability, requirements, and rates
    c) services, rates, and testimonials
    d) services, about us, and requirements
    e) rates, facilities, and activities

2. Please locate the boarding rates for dogs and cats.

    User answers: all 5 users answered rates and services.

3. How would you make a reservation for your pet?

    User answers: 2 users answered services
                            3 users answered book online

4. Where would you go to find the location and what do you expect to see?

    User answers: a) Contact us and expects to see address, hours and map
                            b) Contact us and expects to see phone number, address, email address, map
                            c) Contact us and expects to see phone number, address, contact form
                            d) Contact us and expects to see address, map and phone number
                            e) Contact us and expects to see address, phone number and email address

Problems and Solutions:

Problem #1:   2 users expected to find availabililty on the site or some sort of calendar with the availabililty.

Solution: Since availabiliy isn't a problem at Animal House because of its size, text will be added to say that the pet owners will be contacted if there is no availability.

    If availability becomes a problem in the future then a calendar showing the openings can be added to the site.

Problem #2:   2 users didn't see the "book online" button because the wireframes were black and white and it blended in.

Solution: The "book online" button will be a different colour than the navigation bar and have rounded corners so that it stands out.

Problem #3:   While doing the user testing the topic of social media came up as they would have liked to see their Facebook page for photos and reviews. The Facebook link was broken when I started working on the site. I had my phone with me so I checked in case it had been fixed. To my surprise, the Facebook link works on mobile phones but not on computers.

Solution: Add a facebook icon in the footer of each page with a usuable link.

Revisions

Logo

Book Online

Home   About Us   Services & Rates   Requirements   Gallery   Contact Us

Add text that says they will be notified if there is no availability.

Booking form

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Lorem ipsum

Testimonial

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- Donec quam

"Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Cum sociis natoque penatibus et magnis dis parturient."
- Donec quam

"Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.."
- Donec quam

Contact info

f

Make the button a different colour than the navigation menu and add rounded corners so that it stands out.

Add a Facbook icon and link it to their Facebook page named Animal House#1.

Revisions applied

Gantt Chart

Please see the attached Gantt chart for deliverables, and timeline.