

SECTION 1 - TEAM ROLES

Group assignment workloads were distributed evenly amongst each member of our group. Each person was responsible for the completion of 50% of all written work and 50% of interactive designs. The final outcome of the concept document is achieved through our ability to work efficiently together, while helping each member overcome their weaknesses to create an overall fluent and consistent outcome.

Members:

- Minh Thai Nguyen (S3607281)
- Gabriel Ruiz Galon (S3589096)

List of tasks:

- Written concept document (section 1-3)
- Brainstorming general app direction and purpose
- Sketches
- Wireframes
- Flowchart
- Mood board

Delegated roles:

Gabriel Ruiz Galon: Head designer, in charge of constructing the overall design and compositions of Pawpal.

- Brainstorming general app direction and purpose
- Presenting personas and scenarios for Section 1
- Completion of sketches
- Completion of 50% of Section 2 (app concept and features)
- Completion of 50% of Wireframes (generating overall layout of the app and GPS tracking feature)
- Completion of 50% of flowchart
- Completion of Mood board
- Completion of 50% of Overall Presentation

Minh Thai Nguyen: Content manager, In charge of generating overall objectives, functionalities and components of Pawpal.

- Brainstorming general app direction and purpose
- Explaining Targeted users and user experience for Section 1
- Brainstorming ideas for sketches
- Generating ideas for features and concept
- Completion of 50% of Section 2 (app concept and features)
- Completion of 50% of wireframes (creating informational content and clicker feature)
- Completion of 50% of flowchart
- Completion of 50% of Overall Presentation

SECTION 2 - APP CONCEPT AND FEATURES

This written document will depict and analyse the future creative choices that have been chosen and incorporated to create the interface designs for Pawpal. The intention of this assignment is to design and create a prototype for a mobile application along with a strong visual composition that will appeal and engage effectively with the users. The purpose of this app is to establish a convenient way for dog enthusiasts to educate themselves on how to properly care for dogs, locate dog-friendly facilities, as well as offering a useful interactive training tool.

The aesthetics selected for our typography were chosen to complement the minimalist flow of the user-interface design. Pragati Narrow was chosen as the main type-face for the app to portray the modern characters of simplistic web fonts. The font's horizontal and vertical cuts help emphasize the stylistic straight lines of the design to give a current and orderly composition. The formal effect this type-face exploits in similarity with the user-interface creates a visual appeal that draws the audience's attention towards the focal functions and features of the app. Furthermore, the neat and legible appearance of this type-face works closely with our app's educational content to make it easy for users to process information. Quicksand was chosen as the second type-face for its great contrast against straight lines and neat compositions. The rounded terminals appearance of Quicksand gives the app a sophisticated and friendly-vibe that gives users confidence when using the app. Its use of geometric shapes enhances the animal friendly theme of the app by displaying natural curves which helps convey an organic look, alternatively to straight edges that seems very man made and structural. Incorporating both typefaces allows for a balance between a modern user-interface design and welcoming, animal friendly theme.

In respect to the principles of design, we have combined numerous fundamental techniques in assisting the design elements. First, hues and text sizing have been incorporated to emphasize the effects of supporting visuals. This is evident through the use of white text against the vibrant colour pallets to express a light and warm feel. Furthermore, the incorporation of white space in-between clickable interface panels allows for a concise interpretation of information as well as a neat visual rhythm. Typefaces used for sub-headers or headers are scaled larger in comparison to informative texts to help create proportion and guidance for audience. A cool, neutral blue works harmoniously with the vibrant colours to give balance to the warmth, and in turn helps display a natural and cheerful tone. Selective icons are used for each function of the app to create an overall variety and distinctive look to each section within the user-interface. Repetition of structural patterns (layout) such as the use of straight lines works to create a unity within the design, making all three features of the app part of a whole design. Symmetrical balance and scaling of the overall positioning of each element such as typography, icons, space and hues successfully support one another in creating a balanced interface design.

The creative choices for this assignment have been constructed using various design elements to create an overall composition for the app. Hue has been incorporated as the main design element as it is used to convey the theme of the application. A high value orange was selected as one of the hues for the app. The warm temperature of the colour expresses helps present a welcoming and natural visual element that gives a hint of nature, matching the dog friendly theme of the app. Accompanying the warm vibrant orange, a cool neutral blue was set to give a balance to the light and playful colour, creating a nice contrasting look for the design. Moreover, a white colour theme for the texts was used to create a simplistic and legible appearance against both the cool and vibrant colours of the background. The organic form of the header type-face (Quicksand) helps balance out and gives contrast to the simplistic and neat layout, while directional lines used within informational text enhance legibility when reading and interpreting instructions. Horizontal and vertical straight lines are also evident in the panels of the layout to create a neat and structural composition that curved lines lacks. Drop shadows were also used to create contrastive forms below selected panels to create a solid 3 dimensional look to the app. Furthermore, we also incorporated the use of white space to define clickable panels and separate the colour scheme to create a neat and modernised layout. The combined uses of the different design elements help fulfil an overall balanced, simplistic and sophisticated appearance for Pawpal.

Amongst the many features that the app provides, the first feature offers the user the ability to play a clicker sound in order to conduct a simple and effective method of training based on a positive reinforcement reward system. When pressed, the feature activates and emits a double 'click' sound. The double click is used to reward a good behaviour and will improve the dog's willingness to want to please you and gain his prize. Sounding the click while the good behaviour is occurring puts no doubt in the dog's mind about what he is being rewarded for. The beauty of this feature is that it can be used during any action of the dog and becomes an effective way to help encourage the behaviour. Verbal encouragement like "good boy!" is not going to be as effective because often times dogs will not be able to understand what they did to gain the reward, thus making the training process much longer. This 'Clicker' learning feature leverages the dog's natural desire to learn and being rewarded without having to use any force or punishment. If your dog does not deliver the correct behaviour that you're trying to teach, he will not get a click reward and in turn will be more likely to exhibit the behaviour next time to gain recognition. Including this feature within the app will allow users to conveniently train their dogs when desired at a touch of a button without having to carry a dog clicker tool around wherever they go.

Within the second feature of the application, Pawpal provides an educational page which includes easy learning tutorials on how to keep your dog well trained and hygienic. The page contains two options that allows users to browse through either dog 'training' or dog 'hygiene'. Each tab provides step by step teaching guides, accompanied by pictures to allow for a simplistic learning process. Users can simply go through the step by step instructions using an up and down scrolling design. The choices given range from Oral hygiene, brushing and extend into toilet training and fetch training and so on. Giving a variety of tutorials helps user have an all-around understanding of how to keep their pet healthy while also giving them the option to read up on a specific area they need to improve on. This feature plays a very important role as dogs require both mental and physical attention when it comes to their well-being. By providing accurate and proper information on how to train your dog, owners are able to increase their dog's mental stimulation to keep them happy as well as encourage them to have a better sleeping pattern. Furthermore, having knowledge on proper hygiene maintenance is as equally important as training because it decreases their possibility of developing dental diseases

SECTION 2 - APP CONCEPT AND FEATURES

and skin diseases as a result of lack of oral cleaning and fur brushing. Having proper knowledge on how to keep your pet healthy will make raising them much more manageable and will make your household a much more pleasant place to be.

The final feature that Pawpal offers is an Explore option that allows users to locate near-by dog parks and vets. The page uses GPS services to track your current location in order to display where you are on the map, using a simplistic icon for easy recognition. It also helps pin-point the location of local vets and dog parks (each with a unique icon) with distinctive colours to help users differentiate between what they are searching for. When selecting a specific location, users can simply tap on the icon of the local vet or dog park to discover more information on the location. Information provided for vets will include a simple rating and the number of ratings given to assist them in selecting which vet better suits their needs. Whereas, for dog parks there will be a brief description on recreational facilities available such as doggie litter bags, drink taps, benches, fencing, agility courses and whether or not dogs are allowed to be off leash. This will allow dog owners to have a better idea of what each dog park will provide and help them to be better prepared for the trip.

Amongst the many apps that are marketed towards dog lovers, most lack the ability to educate owners on how to properly care for dogs. One example to an app that provides a clicker feature is 'Dog Clicker'. Although providing a useful interactive feature, the app lacks additional information on how to actually use the device provided. This creates a barrier for learning and will require external research, thus contradicting the overall objective of the app to 'train dogs'. Unlike many other generic applications, Pawpal combines the clicker feature with educational guides on how to effectively keep dogs mentally and physically healthy. Educational information provided was chosen and combined from a number of credible sources to allow for concise and accurate summaries of specific training and caring methods. To stand out from other instructional applications, our app is also designed for both cognitive and visual learners through the use of instructional images to help users visualize and better process information. Pawpal also look into the geographical aspects that are vital to many dog handlers. Using the GPS tracking feature, the app assists in selecting the most suitable vet and dog parks for all users. During emergency situations or when travelling, this feature can be extremely useful when making a quick trip to the vet or selecting a dog park for a day out. Most GPS tracking maps are cluttered with unnecessary information and can often create confusion for its users. Pawpal simplifies the map by only having dog specific locations to help users better identify their desired destination. Overall, having access to dog friendly features all in one place creates a unique user-interface that improves convenience and usability for all dog lovers.

Refining:

Removal of 'Clicker' page

Following consultations and further brainstorming we decided to add a few minor changes to the future direction of Pawpal in order to expand on training content. Initially, the 'Clicker' page was added to provide a unique training feature that will allow users to improve their dog training experience. Although it is a very effective training method, we found flaws within making it one of the main features of the app. Through thorough research we discovered that there were many other techniques that could be potentially incorporated to achieve the same outcome when training dogs. Like humans dog will require variety in training to help them stay interested and keep their mind stimulated. Furthermore, the removal of 'Clicker' page allowed us to expand on other methods to increase variety when training, while still being able to mention this particular training method for users who wished to use it. This change also allowed us to separate the 'Health' tab and separate 'Training' and 'Hygiene' into their own tab to help users better distinguish between the two options.

Adding an option to swipe

During the first stage of development, the educational contents provided within the 'Training' and 'Hygiene' tabs were viewed by scrolling through step by step instructions. We found that this method of viewing was inefficient as there was an extensive amount of information to go through in each page. This resulted in users having to constantly scroll when reading new information. In order to reduce clutter of information, we decided to limit content within each page to one or two steps, while including an additional option that allows the user to swipe to access more information. This additional option will help people better access information and keep track of the information they are reading (e.g. when users have already read parts of a tutorial and like to continue where they left off).

Removal of ratings for local vets

Finally, we have also chosen to remove the ability to view ratings for local vets. This decision was made to reduce the variance in data that could potentially result in ratings being wrong. The ratings system designed required regular updates being made to each vet location, and if unable to do so, this will result in outdated ratings. Outdated ratings may result in confusion for users and dissatisfaction when using the app. By removing the rating system we will also create a much more realistic work objective when commencing app coding. The reduction in workload will help each member of the group better focus on other components of Pawpal to produce higher quality designs and limit overloading of workload.

SECTION 3 - TARGET USERS

Dog owners are one of the many targeted users for the app; some existing owners lack the knowledge necessary to properly maintain a well-balanced life for their dogs. The app's objective is to guide owners or potential owners in learning how to properly train and maintain general hygiene for dogs to ensure that their pet can carry out a well-balanced life. The app also provides a clicker feature that allows users to put the knowledge attained from within the app into action by carrying out positive reinforcement training. This feature will help improve convenience for dog trainers by simply downloading the app on their phone instead of having to remember to carry their clicker when servicing a client. The final feature that the app includes is an explore option that locates near-by dog parks and vets, that can be used during emergencies and when owners are travelling to an unfamiliar area. Being able to locate dog parks will also aid dog walkers in locating the nearest park when delivering a service outside their local area.

Name: Lisa Tran

Ethnicity: Vietnamese

Description: Lisa has just turned 16 and has wanted a dog for years. She lives with her parents and has recently received her first pet Corgi as a birthday present. Lisa doesn't have a lot of experience in raising dogs and would like to find out more on how to become a good pet owner.

Needs: Lisa requires a trustworthy platform where she can access reliable information on health care for dogs without having to tediously search around on the internet.

Scenario: Lisa was really excited to raise her brand-new puppy but hadn't had enough knowledge on how to do so. Her parents had recently heard about a new app called 'Pawpals' and suggested that she give it a go. Through using the app, Lisa was able to learn more about Corgis and their exercise needs, all around friendliness and how to keep her pet healthy and clean. Using the hygiene function within the app Lisa learnt how to properly wash dogs and was given an organised weekly routine on oral care. Furthermore, she discovered that certain foods can be very harmful to dogs when consumed and made sure that these foods could not be accessed by her dog (for example, she made sure to remind her parents to not leave groceries on the floor) or included in its diet. Lisa slowly gathered information from within the app and educated herself on how to become a responsible dog owner. As a result, her pet Corgi is able to develop healthily and happily.

Personal goals:

- Lisa aims to have more pets in the future.
- Lisa hopes that her efforts will translate to a healthy life for her pet

User experience goals:

- Lisa wants an app that allows her to access all the necessary information on dog's health in one place
- She needs a platform that is easy to navigate and understand

Motivation:

- Lisa gets really excited when feeding her dog dental chew snacks because she knows it will keep her dog's teeth healthy
- She enjoys following a weekly walking regimen for her dog because it keeps them both fit and well exercised

Quotes:

- "A dog is the only thing on earth that loves you more than he loves himself." – Josh Billings
- "Happiness is a warm puppy." – Charles M. Schulz

Name: West Erickson

Ethnicity: Australian

Description: West is 25 years old and had adopted a pet husky from a dog shelter in recent months. He had also moved in with his fiancé Layla into a small two-bedroom apartment which he has to help pay rent every month. West lacks experience in training dogs and has received several noise complaints from his neighbours because of loud barking. He loves his dog very much but if he doesn't have a solution very soon he may be at risk of losing his dog or having to rent another apartment.

Needs: West requires an easy way on how to train his dog without having to pay an absurd amount for a trainer as he has other financial responsibilities.

Scenario: Layla have recently suggested that they start using an app called 'Pawpal' that had worked very well for her friends in the past. Through using the app, Layla and West were able to find out more about the methods behind training their pet husky and have started a daily training routine for him. Using the clicker training tool the app provides, West was able to quickly help his husky determine which of his behaviour is negative or positive. When his pet is able to follow the right command, West uses the clicker followed by positive reinforcement (giving treats) to assist him in remembering. Through repetition of this process West was able to reduce his husky's barking and avoid any future noise complaints.

Personal goals:

- West didn't want to be kicked out of his apartment
- West didn't want to lose his pet husky

User experience goals:

- West wants an app that allows him to properly understand how to train his pet
- West needs a platform that provides and assisting function to make pet training easier (clicker sound function)

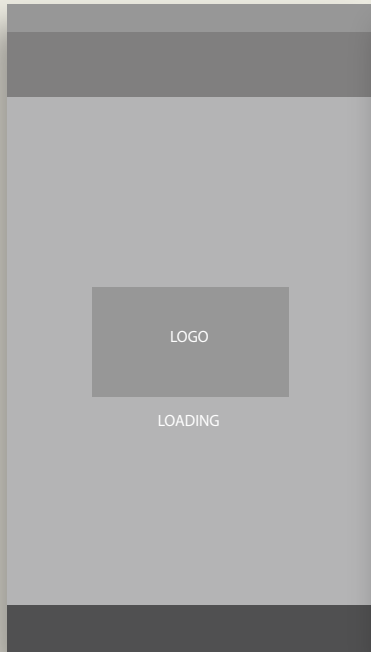
Motivation:

- West looks forward to a well-trained husky
- West looks forward to not being at risk of getting kicked out of his apartment
- West is happier when his dog is able to do tricks

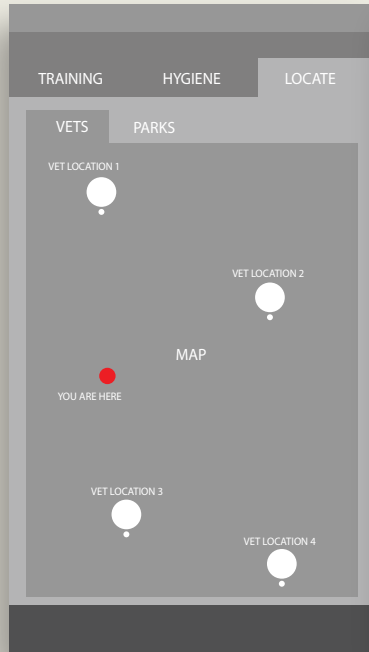
Quotes:

- "My Labrador retriever had a nervous breakdown. I kept throwing him a boomerang" – Nick Arnette
- "By and large, people who enjoy teaching animals to roll over will find themselves happier with a dog" – Barbara Holland

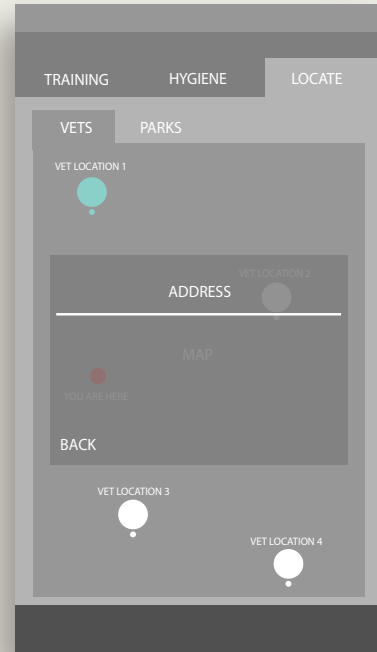
SECTION 4 - WIREFRAMES



LOADING PAGE



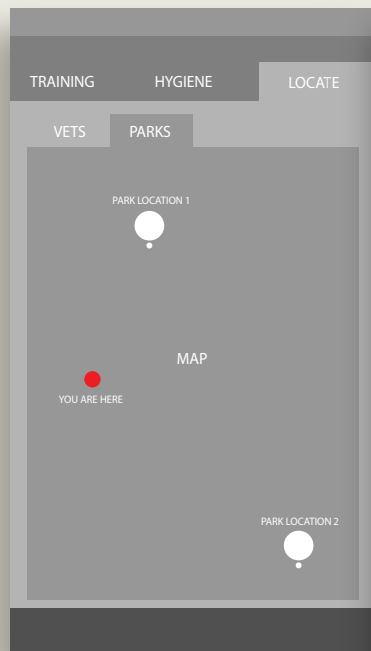
LOCATE PAGE - VETS TAB



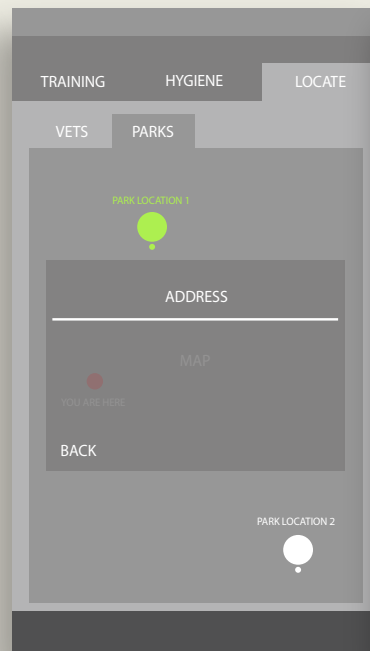
VET LOCATION SELECTED



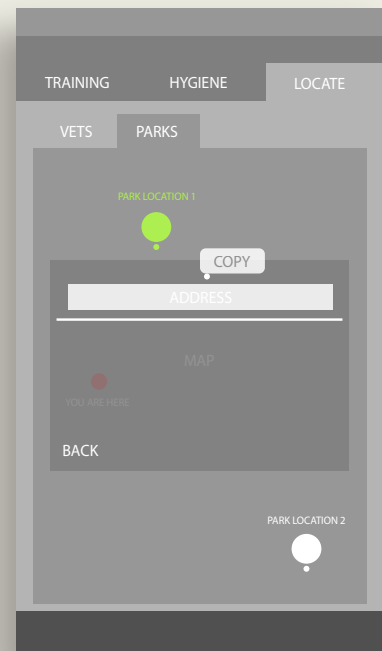
VETS - ADDRESS PAGE



LOCATE PAGE - PARKS TAB

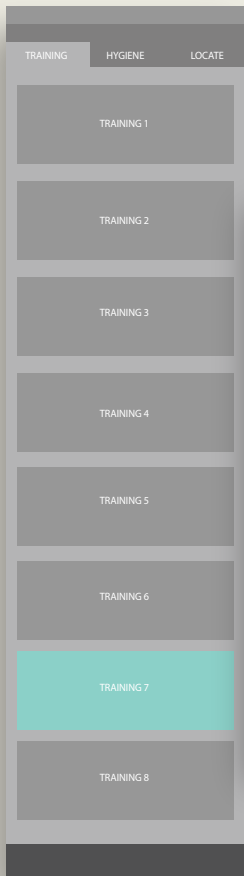


PARK LOCATION SELECTED

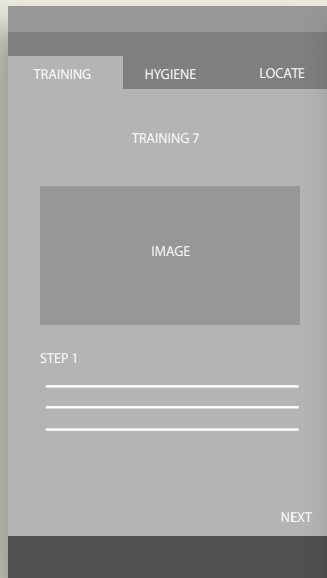


PARKS - ADDRESS PAGE

SECTION 4 - WIREFRAMES



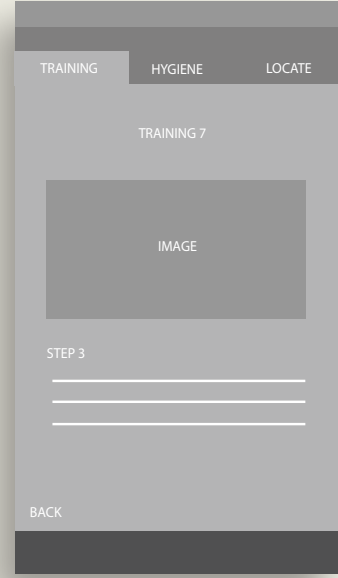
TRAINING PAGE



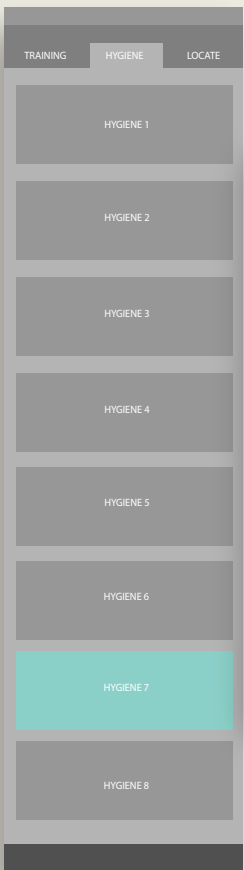
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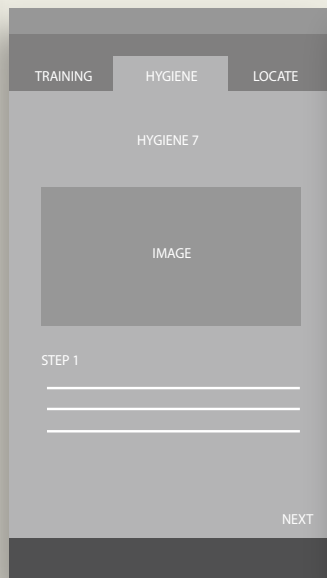
TRAINING PAGE SELECTED 2



TRAINING PAGE SELECTED 3



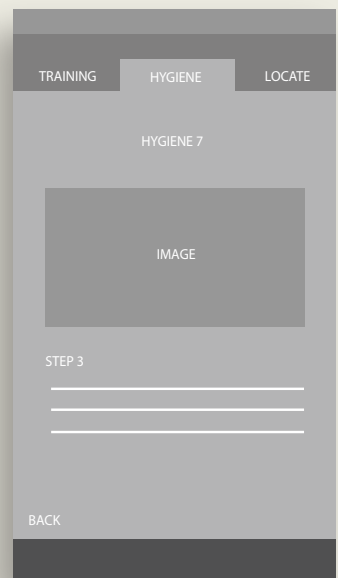
HYGIENE PAGE



HYGIENE PAGE SELECTED



HYGIENE PAGE SELECTED 2

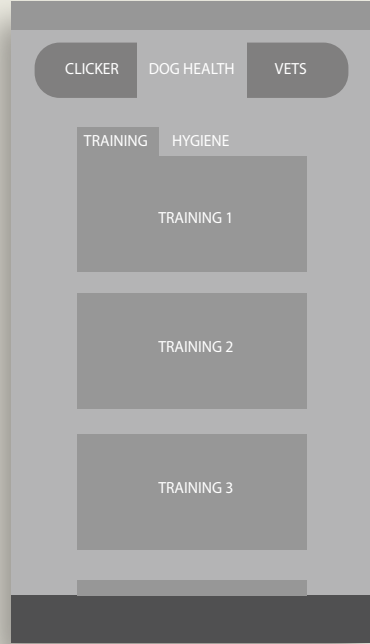
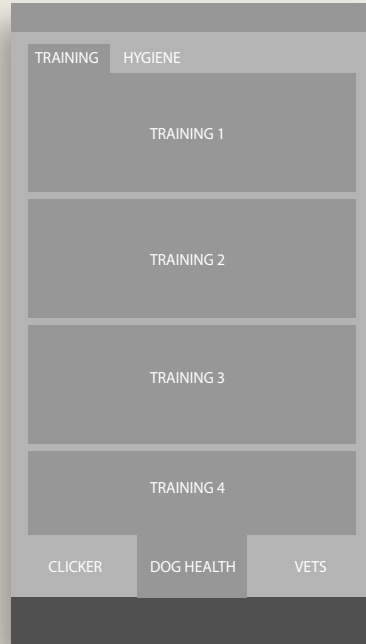
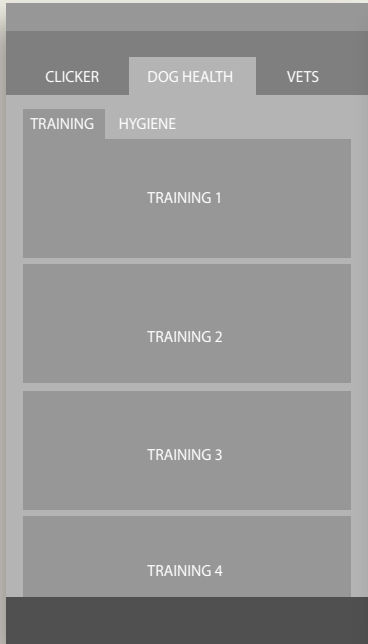


HYGIENE PAGE SELECTED 3

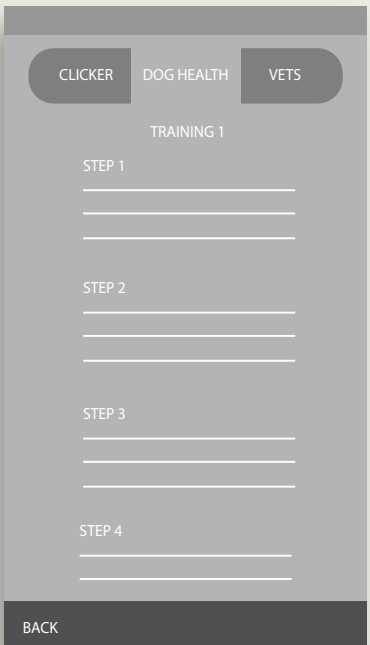
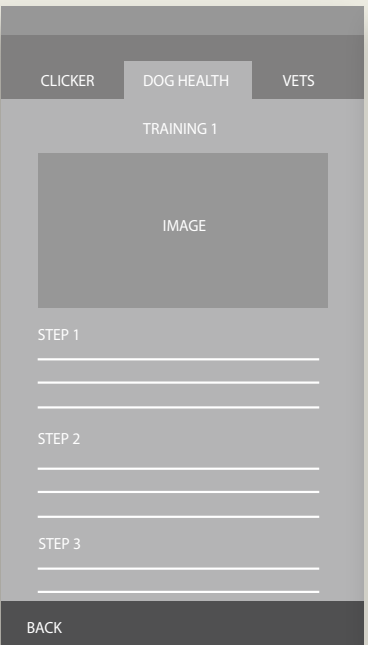
SECTION 5 - USER EXPERIENCE FLOWCHART



SECTION 5 - SKETCHES



TRAINING PAGE

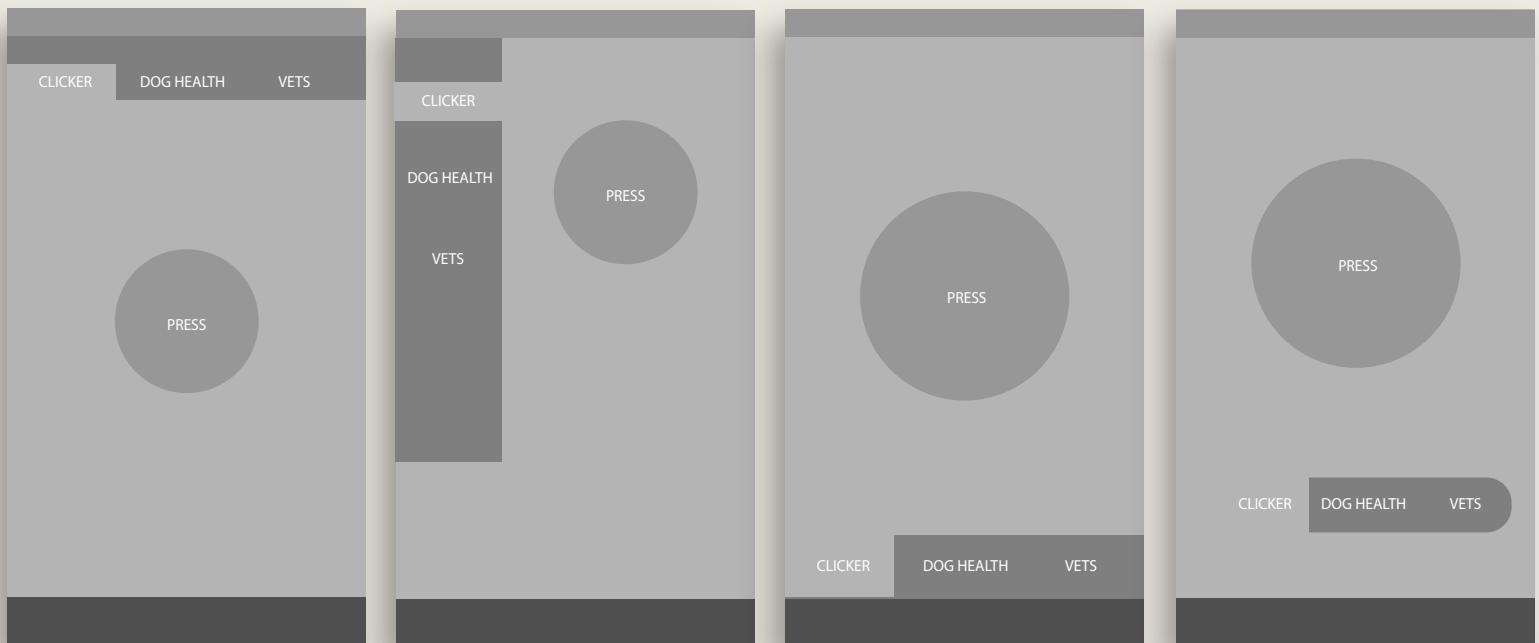


TRAINING STEPS PAGE

SECTION 5 - SKETCHES

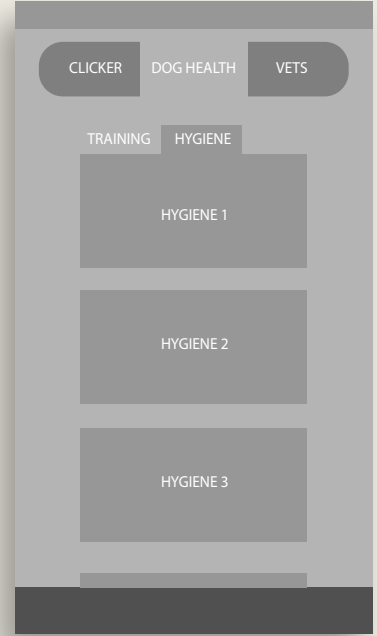
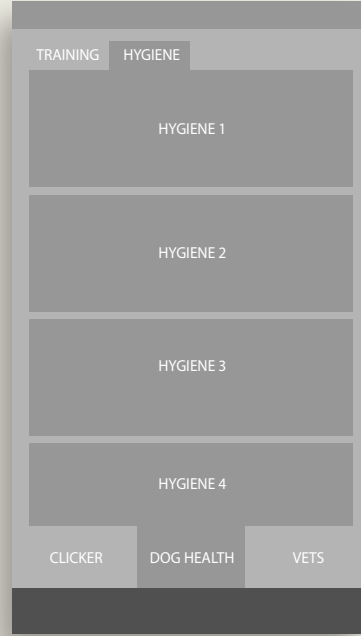
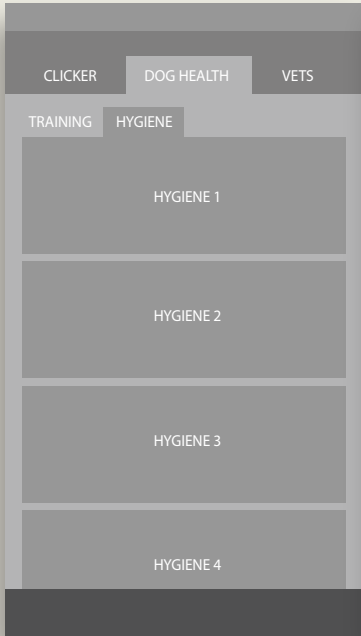


ADDRESS PAGE

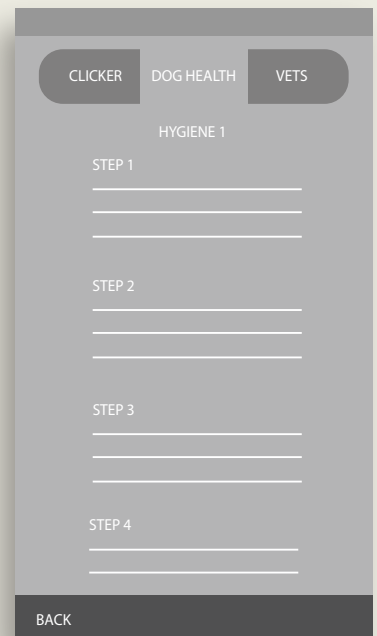
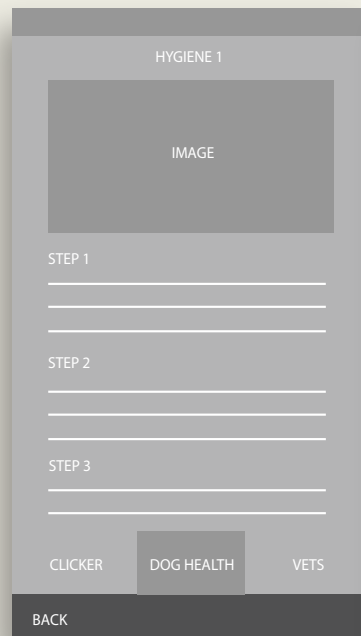
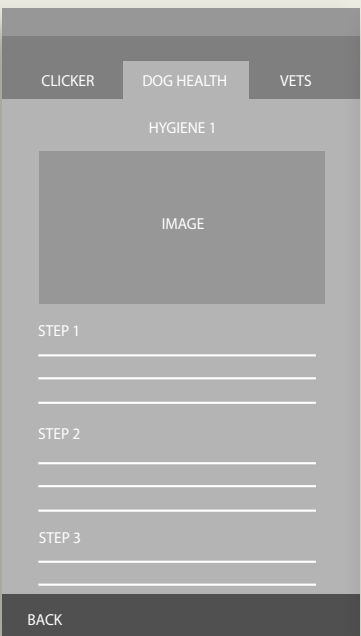


CLICKER PAGE

SECTION 5 - SKETCHES



HYGIENE PAGE

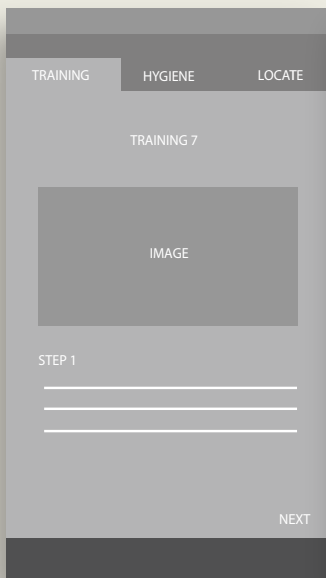


HYGIENE STEPS PAGE

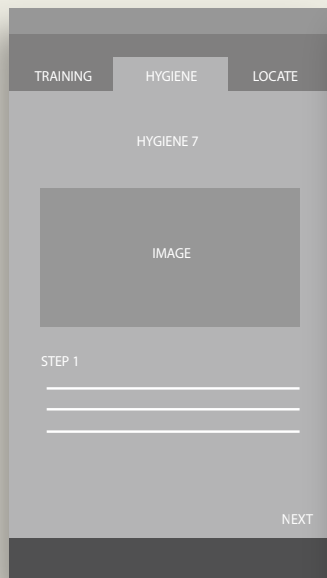
SECTION 5 - SKETCHES



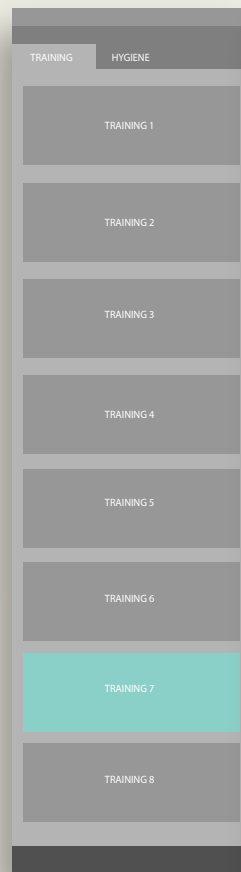
VETS PAGE



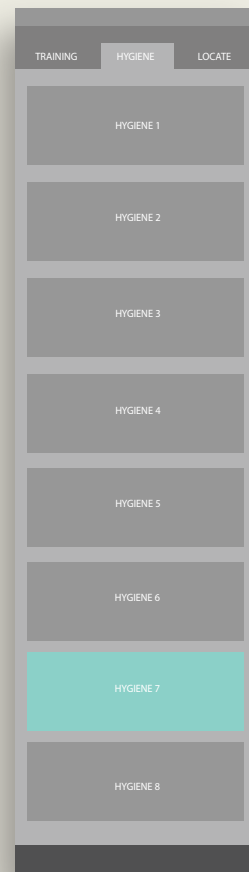
TRAINING PAGE SELECTED



HYGIENE PAGE SELECTED



TRAINING PAGE



HYGIENE PAGE

SECTION 6 - MOODBOARD

The moodboard is divided into several key sections:

- UI Screens:** Includes mobile app login and sign-up screens for 'bandio', a 'Welcome to Ridestore' screen, a 'Must Haves For this' article preview, a user profile for 'Adit Septian', a 'Easy Mobile banking' screen, a 'Behind the Scenes' website page, a social media profile for 'Malet Anderson', a 'Making pets better' article, a 'Login' screen, a 'Modern Territory' advertisement, and a flight booking interface for 'TETERBORO'.
- Typography:**
 - TITLE FONT:** 'bondoluo' (geometric font preview) and 'NEXA LIGHT AND BOLD' (two weights).
 - OPEN SANS:** LIGHT, REGULAR, SEMIBOLD, BOLD, EXTRABOLD.
 - LA VIDA AT ONE-THIRTY:** Large typographic treatment.
- Color Palettes:**
 - Colorful Swatches:** AQUA #80C080, CORAL #FF7F50, NAVY #000080, MOUNTAIN #808080, SCRUB #808080, SKY #7CDBD5, BRIGHT CORAL #F53240, GOLDEN #F9BE02, AQUAMARINE #02C8A7.
 - Neutral Swatches:** BLUEBERRY #6B7A8F, CLEAN #A7D2CB, RUST #B56357, APRICOT #F782F, BUTTER #F2D388, MINT #B4D8C0, CITRUS #F7C331, SALMON #C98474, SLATE #EAE3EA, APPLE CORE #DCC7AA, EGGPLANT #874C62, SEA FOAM #A7B3A5.
- Other Elements:** A 'Reformer' desk setup, a 'My 2016 POSTS - YOUR JOURNAL' page, a 'Five Fab Fonts' graphic, and a list of 'FREE SANS SERIF FONTS' including Gotham, BEBAS NEUE, BonvenoCF, LOVELO, and OSTRICH SANS.

No. 4

FIVE FAB FONTS

FREE SANS SERIF FONTS

Gotham

BEBAS NEUE

BonvenoCF

LOVELO

OSTRICH SANS