














The
Pet Matchmaking
Service

A Case Study



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The Pet Matchmaking Service

This project focuses on creating a new and unique interactive design. From conception to user/market research to sketches to final design, this project encompasses the entire design process.

<http://www.jazzyquick.com/portfolio/final2/index.html>



The Pet Matchmaking Service

Mission/Proposal Abstract

The Pet Matchmaking Service is a responsive desktop and mobile-accessible service in which any pet lover can go and find the perfect pet for them. After a free (and optional) lifestyle and personality matching quiz, the user will be able to see adoptable or fosterable dogs in their area.

Any pet lover or person searching for a new addition to their furfamily will be able to find the perfect canine companion for them.

You will be able to take the quiz to be matched with a dog breed, skip over it and go straight to filtering for the type you want, and get alerts for a certain type if there aren't any available.

I am committing to this project due to my love of dogs. I am a current dogmom, foster home, volunteer dog event coordinator, and overall lover of all things canine.



Inspiration

People

- My dogs
- Jeff Nix - Boxer Rescue
- Katelyn - Dogs & Other Unsolicited Advice
- Dog Rescue of America

Problems

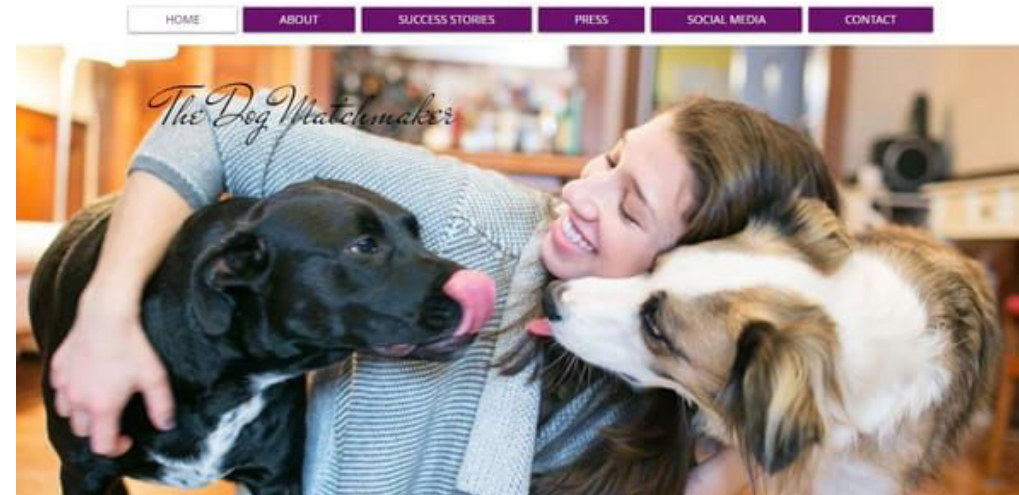
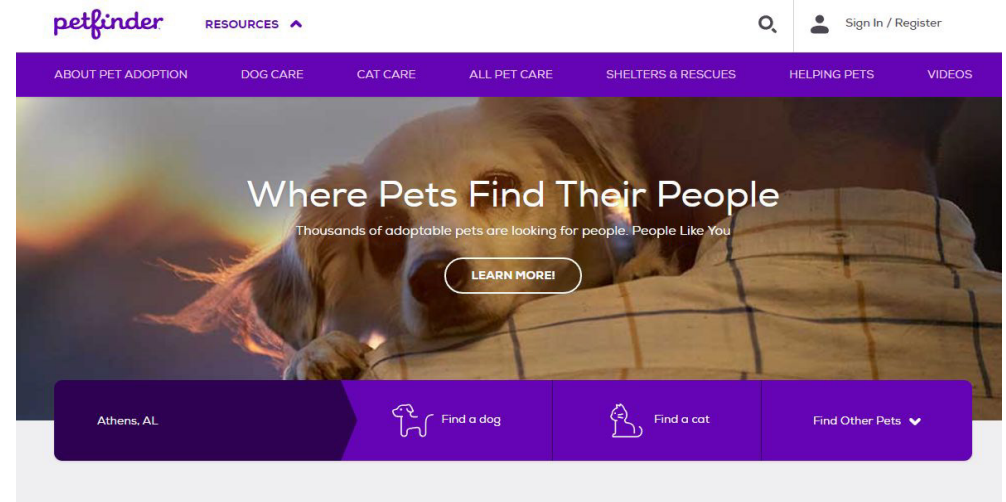
People will adopt dogs and not realize that breed may not be suitable for their living situation or lifestyle.

Additionally, the process to adopt a dog can involve multiple steps and multiple sites. There needs to be one destination that can handle the process from beginning to end.

Solution

The Pet Matchmaking Service.

This service matches people with available, local canines based on their lifestyle. Rather than go through multiple services to adopt a dog, this all-in-one service has everything a potential dog dad or dog mom could need!





Rationale

How is this unique?

- Mixes an old adoption process with a fun and unique matchmaking service
- Creates an all-in-one service not currently used

How does it help me?

- I have to work on something I will love and want to finish.
- I have a lifelong passion for dogs, and can really commit to this idea.
- I can learn how to create quizzes and add functionality



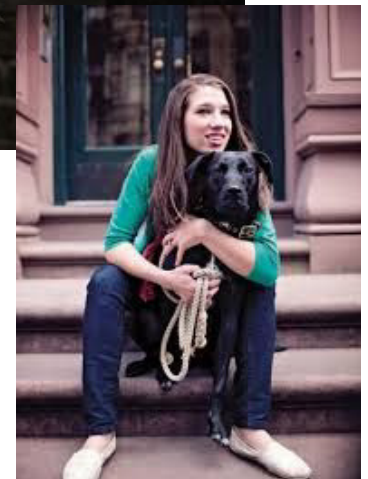


Unique Positioning

This matchmaking and adoption service is for dog lovers and enthusiasts.

Finding the perfect canine companion can be cumbersome - the Pet Matchmaking Service, a technology and pet product, will eliminate multiple steps and create a smoother transition.

The key benefit is simplicity, which is what this service provides that Petfinder or The Dog Matchmaker do not: a one-stop-shop for your next furever family member.





Consult/Expert Persona

Expert 1: Katie King

- Woman who owns a dog rescue
- Has experience searching for and adopting dogs
- Has experience with fosters & applications
- Shannon is a dog matchmaking professional. She helps to pair people looking to adopt dogs with the right dog for their family.



Expert 2: Shannon Miles-Smith

- Dog Owner
- Woman searching for a new dog
- End-user
- Experience adopting a dog
- Lindsay has a lot of experience adopting dogs. She has adopted six dogs on death row, helping to rehabilitate them or just give them a loving home at the end of their lives.






Expert 3: Michelle Nowack Lucas

- Dog matchmaker
- Samantha is a professional dog matchmaker. She works with couples looking for adoptable dogs to find them the perfect canine companion.





Competitive Analysis

	Adoptable & Fosterable	Matchmaking Quiz	In-App Adoption Application	Alerts for Desired Pet
Petfinder 	Y	N	N	Y
The Dog Matchmaker 	N	Y	N	N
Match.com 	N	Y	N	N
AdoptAPet.com 	Y	N	N	Y



Target Audience

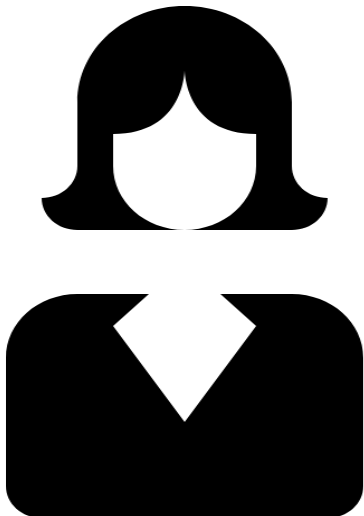
- Target Audience
- Millennials - highest group of dog adopters in 2018
- Both men and women
- Has disposable income
- Dog lovers
- Those who prefer apps to people
- People who like swiping



Target Audience Research

Overall, users were very positive about the proposal. Users liked how it would match you to a dog breed, and how it would encourage people to adopt a dog they might not have previously considered.

The results were favorable, with recommendations on how to improve, select who gets to take part in the app, and how to correctly identify personalities of dogs in shelters.

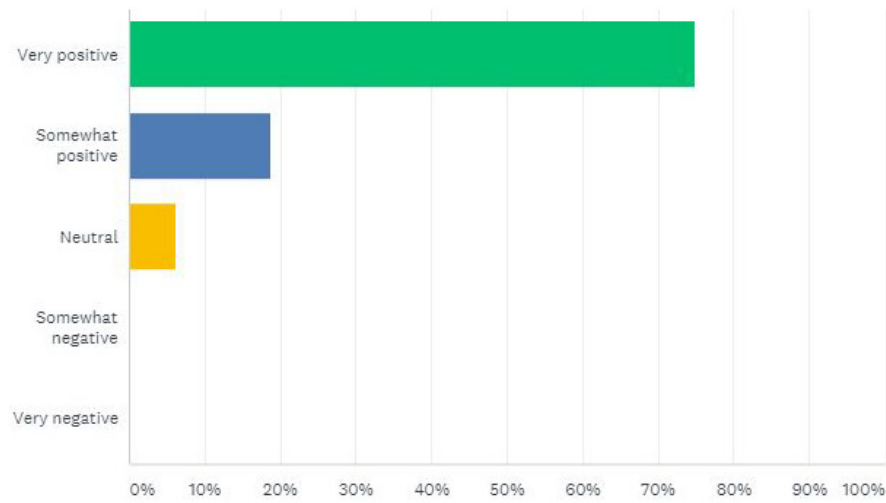




Audience Research Results

What is your first reaction to The Pet Matchmaking Service?

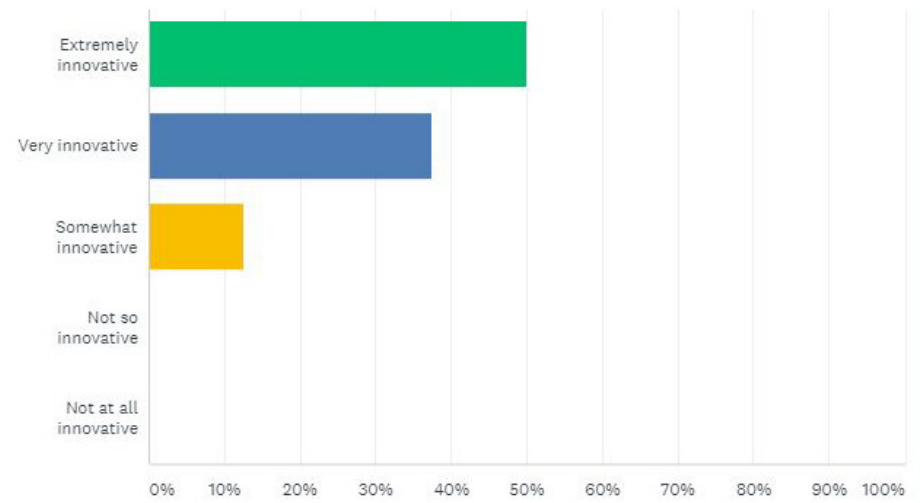
Answered: 32 Skipped: 0



Product Testing Survey

How innovative is The Pet Matchmaking Service?

Answered: 32 Skipped: 0

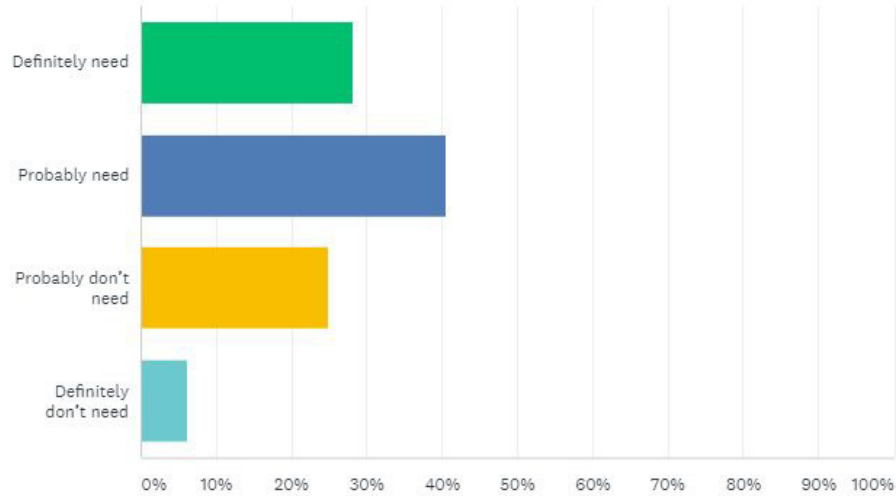


Product Testing Survey



Thinking about The Pet Matchmaking Service, is it something you need...

Answered: 32 Skipped: 0



In your own words, what are the things that you like most about The P...

Answered: 26 Skipped: 6

“It could open the doors to breeds you never thought of”

← PREV

1 of 26

NEXT →



What benefits (if any) do you see from this project? Can you identify a...

Answered: 23 Skipped: 9

Help me look for other breed types, learn more about other breeds, encourage me to adopt

1. Screening for what breeds or mixes would best fit the adopters lifestyle. 2. It would quite possibly decrease the number of returned furbabies to shelters and rescues. 3. It could ensure that adopters are serious about making a long term commitment to the furbaby

People can find the right dog Helps rescue dogs

1) More deserving dogs will get adopted 2) it will be easier for me to find a pet to adopt/foster 3) families will be able to find pets that are suited to their requirements cutting down on the number of dogs that will be returned

1. More accurately match potential adopter to pet 2. Increase awareness of shelter and adoptable pets 3. Increase shelter staff gaining info on their animals behavior

Finding the right match More doggos finding homes Less returned animals to the shelter for not being the right fit

Well every thing about a pet

What features would you expect from a project like this? Can you iden...

Answered: 19 Skipped: 13

Personality of the breed type you are matched with, health of breed, best place to find

1. Make sure adopters are committed to adding a lifelong family member. 2. Get info on the adopters lifestyle- activity level, work schedules, time available for the furbabies, etc. 3. Determining what breeds/mixes best for the adopters lifestyle and desires. 4. Matching animals from a wide number of shelters and rescues with prospective adopters, not just a single one. -Listed in order of importance-

1) Ability to filter based on specific desires and characteristics of dogs 2) Ability to filter based on distance 3) Access to a number of sites where adoptable dogs could be located

Behavior traits of the animal and detailed info from volunteers/staff. Accurate information

Lifestyle or activity level Allergy needs ie hypoallergenic or low shedding Medical needs - if they need daily medications

1. Lots of questions. 2. Pictures of real life adoptable pets. 3. Information given on how to adopt (tell people how they can look up their local shelters)

Same as #5 Needs awareness of the pet Pet personalities Pets activity level



Have you used any projects similar to this? Do you see any features th... ⋮

Answered: 22 Skipped: 10

No

No

No

Petfinder but this seems more tailored as there's no personality quiz aspect there

N/a

Never

No

I have not

No I haven't

No

Do you see any problems with this project? Can you identify at least o... ⋮

Answered: 19 Skipped: 13

Ask what breed someone normally chooses and why

It is not unusual for shelter to report animals personalities inaccurately as well as many animals are highly stressed when in shelters. This can be rectified by having someone trained to evaluate the animals go in and do their own evaluation on the animals and to take into account and be able to recognize the signs of the stress level of the animals.

I would only be concerned about ensuring that there was a good vetting process when it came to connecting people with dogs to make sure there weren't people using the platform for improper purposes

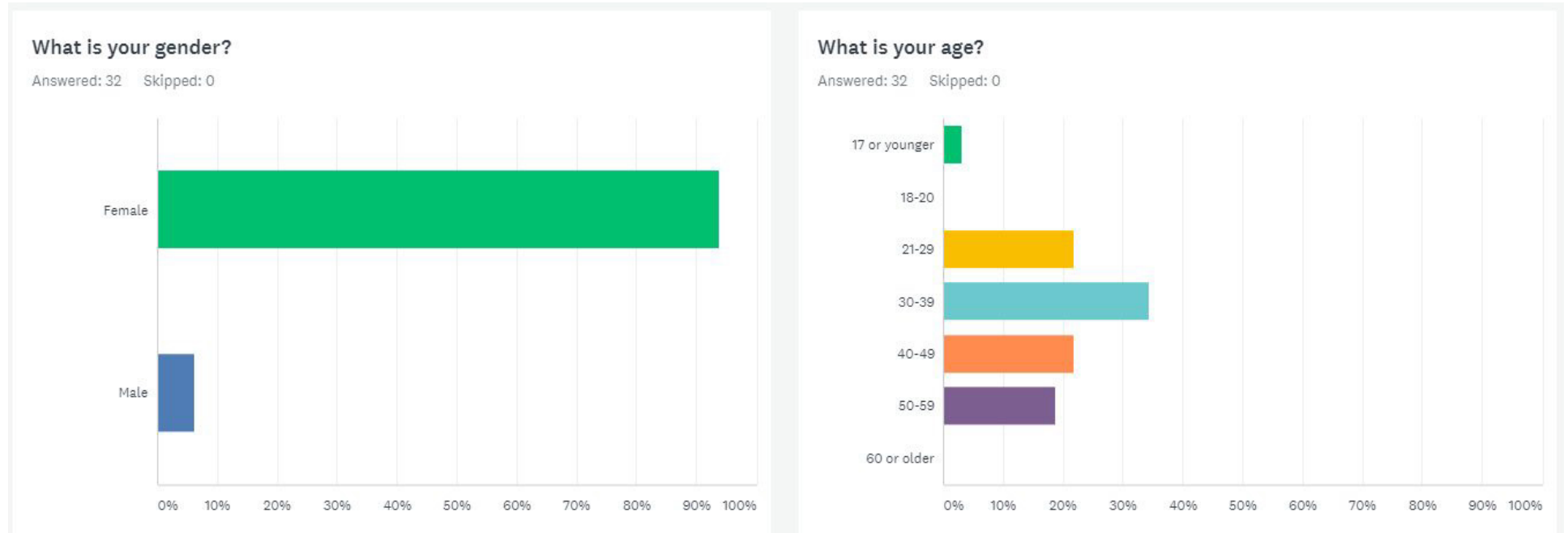
N/a

Every dog, pet is different. Not all pets act their breed. So if not done by real pets, just type it may not work.

No

No problems just make sure it isn't the only step before adopting

Add in a volunteer matching or needed donations!



Results from the audience research shows that this kind of service is not only necessary, but wanted.

More women than men were interested in being survey, and out of 32 people, the largest majority were in the 30-39 range. Many of the participants were eager to see this type of business come into fruition.

All 32 of the participants have adopted dogs, and some were in the process of currently adopting dogs. They agreed that the current process - search, go to a separate website, apply, do a home trial, hope it works out, finally adopt the dog - was long, cumbersome, and didn't meet their lifestyle needs.

The Pet Matchmaking Service does. With the all-in-one platform, and streamlined adoption and matching process, it's never been easier to be matched with your perfect canine companion.



Persona 1

Name: Kati McKean

Age: 27

Location: Phoenix, Arizona

Other demographic information: In a relationship, lives in an apartment, works from home

Comments: I love the idea of this project!!! The ability to match me with a dog that will fit my lifestyle and living situation is amazing. I also like the idea of being able to pick and file an adoption application right from within the app.

Feedback: Instead of swiping, I would suggest something more like OKCupid, where you can see multiple.

User Story / Task Flow: Kati

Kati has finally convinced her partner that they should get a dog. She's not exactly sure of which breed will work best in her apartment, though, and where to even begin looking at adoptable dogs.

Kati visits The Pet Matchmaking Service online via her mobile device, and sees that she has an option to take a pet matchmaking quiz. She takes the quiz, filling out information about her lifestyle and living arrangements. She is matched with a dog breed that's perfect for her!

Kati then uses the search function to find dogs of that breed in her location. She can see multiple different adoptable dogs in her area! Kati finds one that catches her eye, and submits an application and requests a meet & greet, right from within the page.





Persona 2

Name: Logan Johnson

Age: 29

Location: Huntsville, AL

Other demographic information: Single, Rents a home, works full-time and mother of 1

Comments: What I like most about this idea is how I could totally get an idea of what breed of dog would work best for me and my son before I even saw it in person.

Feedback: I would make some kind of Meet & Greet feature, like Rover has, so you can meet the potential dog before you put in an application.

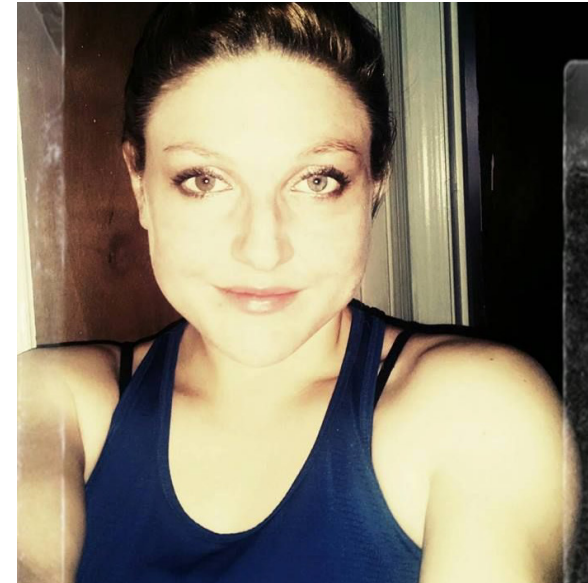
User Story / Task Flow: Logan

Logan has a four-year-old son that has been begging for a dog. He's been well-behaved at daycare, and she'd like to bring that addition to their family home.

Logan has a home with a large yard, so she's pretty sure she wants a larger dog. However, after taking the pet matchmaking quiz, she discovers a smaller dog would be better for her lifestyle and family.

From there, she searches for available dogs in her area.

Logan doesn't immediately see a dog that catches her eye, so she sets an alert for that type of breed. When a new one pops up, she'll receive a notification, and will be able to get more information later.





Persona 3

Name: Joe Alexander

Age: 38

Location: Fairbanks, Alaska

Other demographic information: Married, Lives in base housing, 3 children

Comments: We've been looking to adopt a second dog, but because of Army restraints, it's been hard to find the right one for us. We like how we can filter by lifestyle in this app.

Feedback: I hate downloading things. Make sure I can get on to the site on my tablet.

User Story / Task Flow: Joe

Joe has been searching for a second dog for months. He wants to make sure that it will follow Army constraints (breed restrictions, shots, etc.) He's been having a hard time finding one that matches all of the criteria at the local pound.

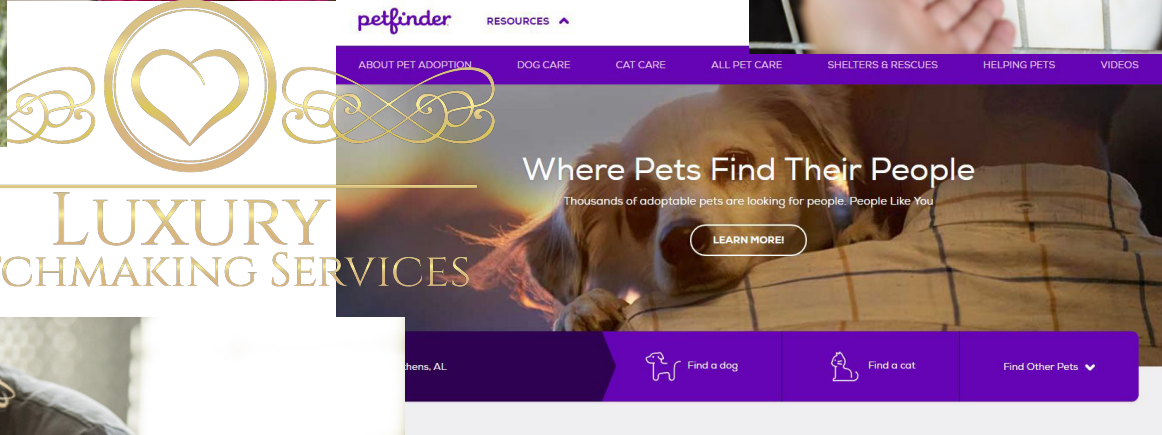
Joe visits The Pet Matchmaking Service on his tablet after dinner. He already has an idea of what kind of dog he wants, so he goes straight to the search function to filter by breed type.

Joe finds multiple dogs that are available for adoption that fit his criteria! He'll have to show them to his wife before he puts in an application, but now he has an idea of what types of dogs are available to him in his area.





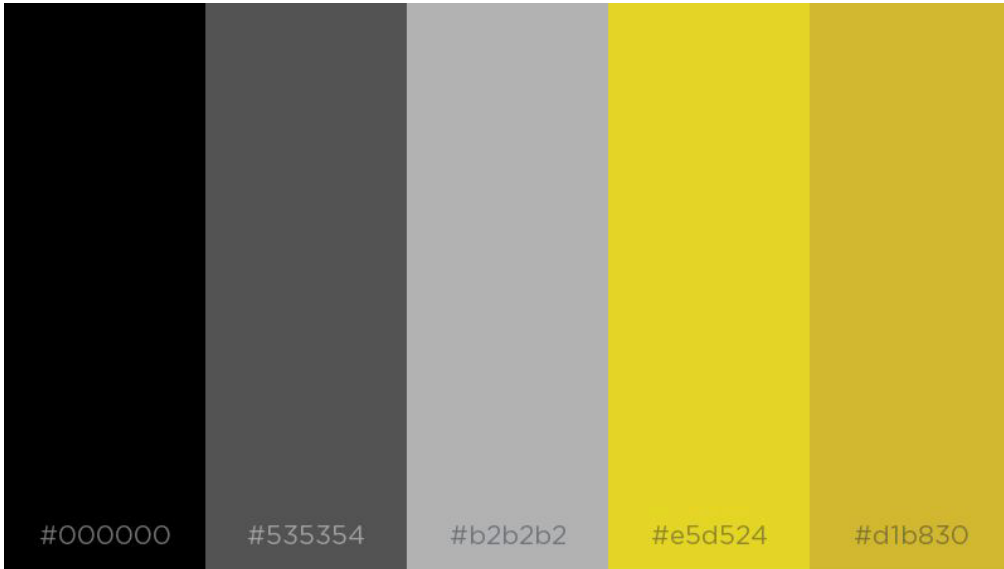
Moodboard



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Brand Guide



Typography

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The
Pet Matchmaking
Service



Whitespace

2px Whitespace from Top

The

Pet Matchmaking
Service

2px Space from Left

2px Space from Right

2px Whitespace from Bottom



Logo Development

(Clockwise From Top)

Initial design ideas & initial color ideas

First logo creation

Final black and final gold logo

The Pet
Matchmaking
Service

Canine
Companion
Finder

Once
Upon a
Wag
Finder

Doggie
Matching
Service

the pet
MATCHMAKING
service

Iteration 2

Iteration 1

Iteration 3

The
Pet Matchmaking
Service

The
Pet Matchmaking
Service



Original Scope

Ideally, my project will:

- Have a desktop and mobile-friendly interface
- Have a dog matching quiz that can match you with dog breeds based on your lifestyle
- Have an rss feed function to keep users up-to-date on potential adoptable breeds
- Have a sorting feature based on gender, age, and breed of dog
- A full feed of adoptable dogs in the area
- An all-in-one platform to find the dog, set up a meet & greet, and adopt the dog

Realistically, I can...

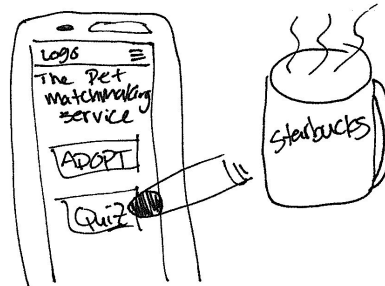
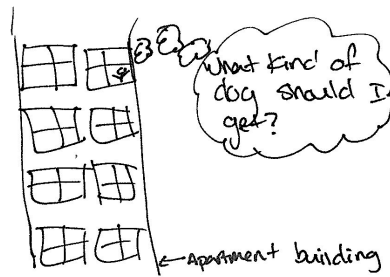
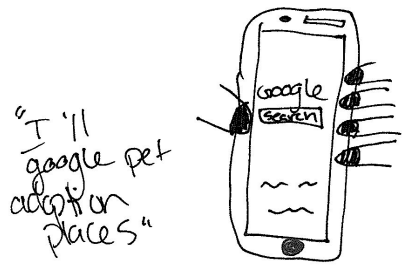
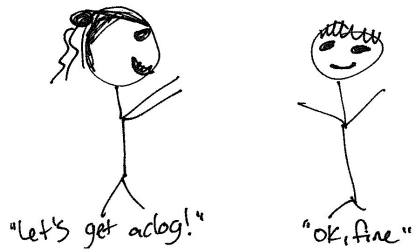
- Create the desktop and jQuery-mobile interfaces
- Create a quiz
- Create some solid-state dog listings with stock photos and general information
- Create a sample application form



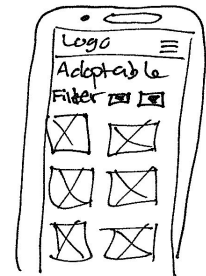
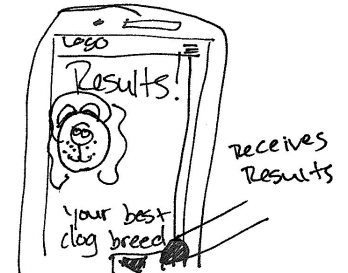
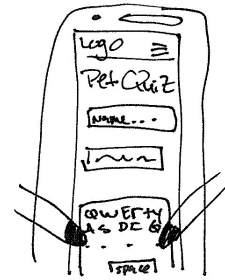


Proof of Concept: Storyboard

Storyboard



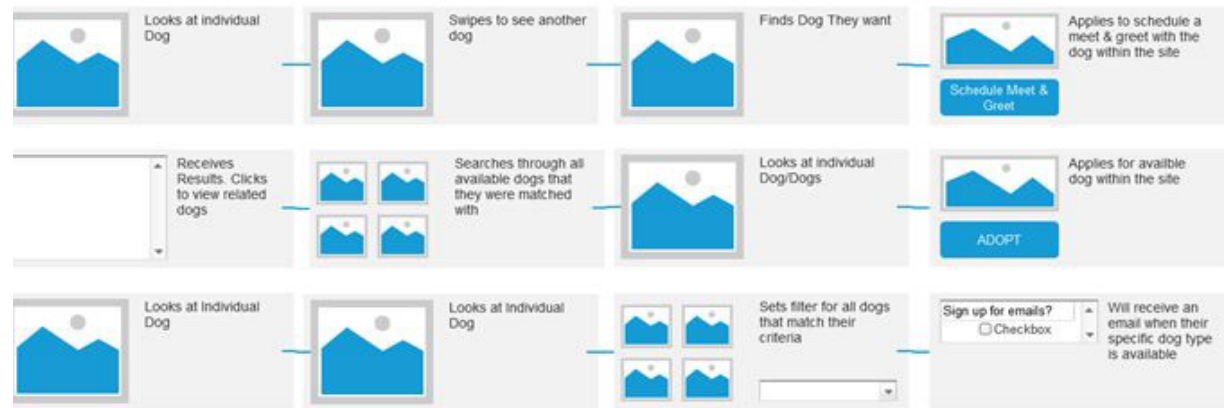
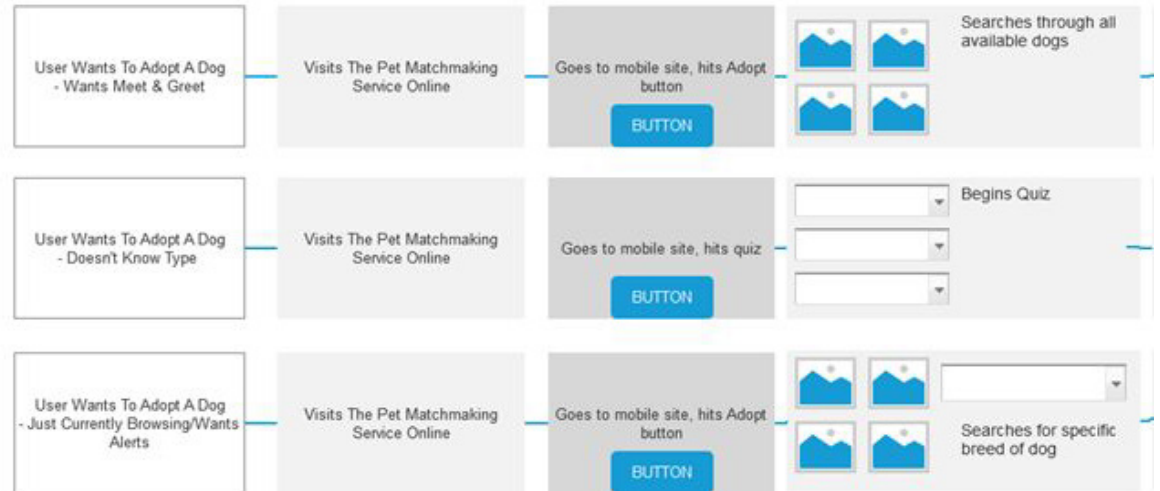
Storyboard





Proof of Concept: Card Sort

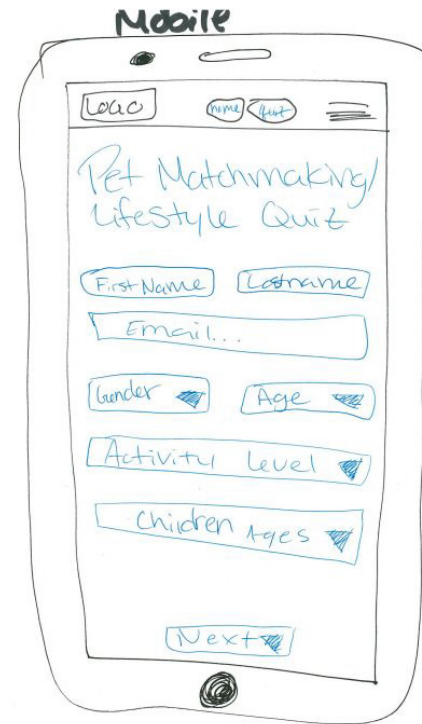
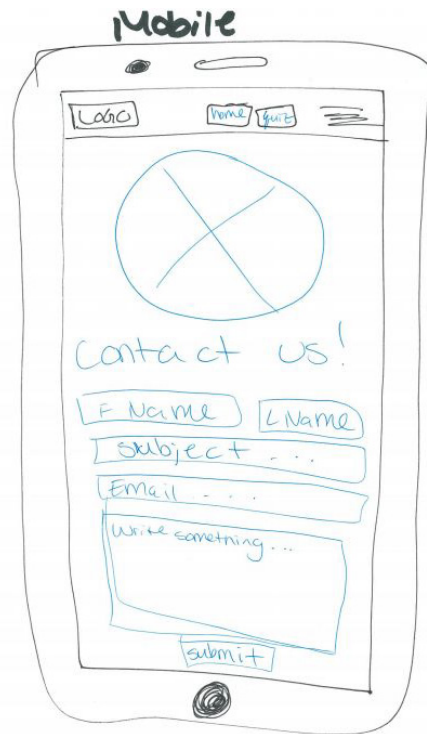
User Task Flow





Design Phase: Drawings

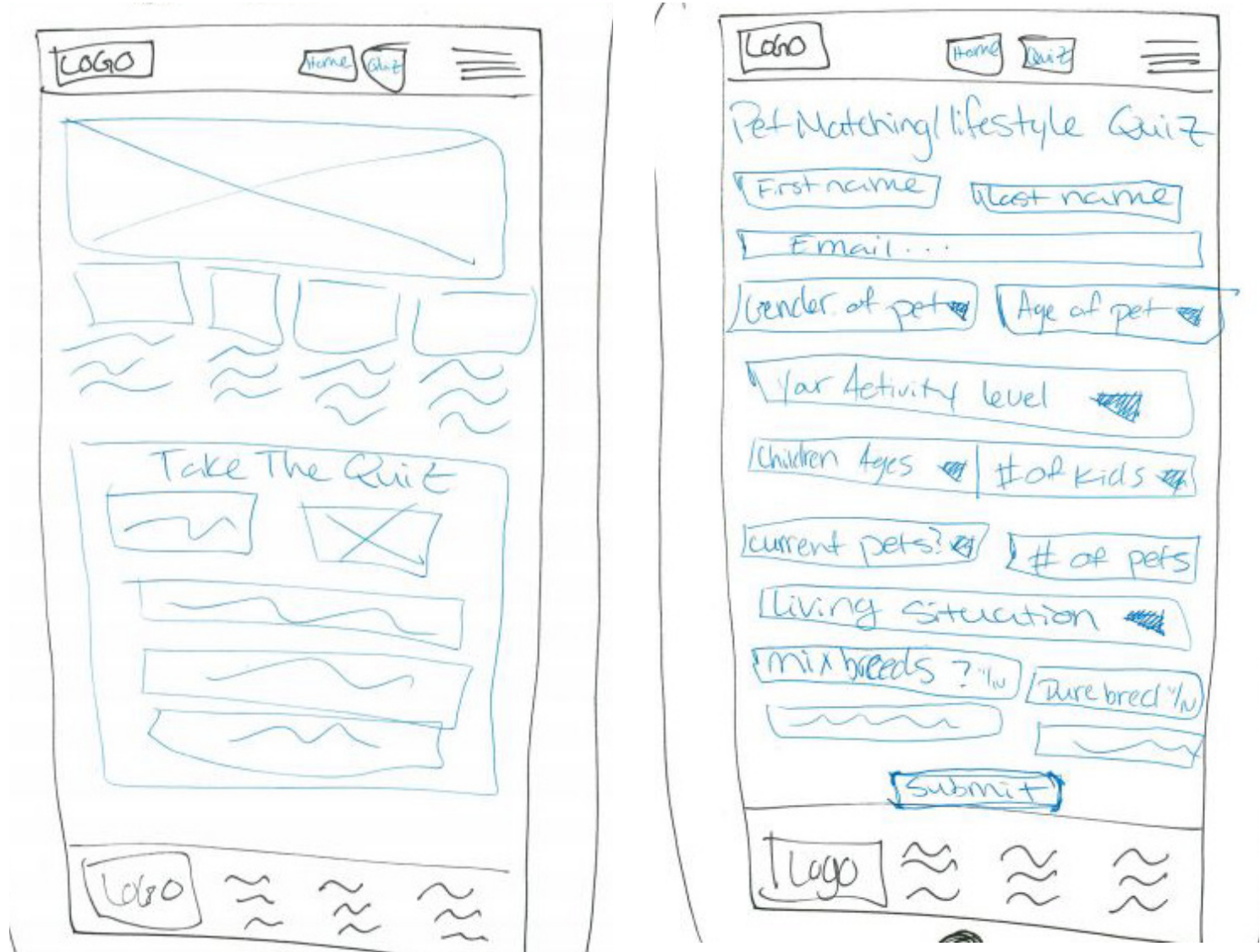
Mobile phone





Design Phase: Drawings

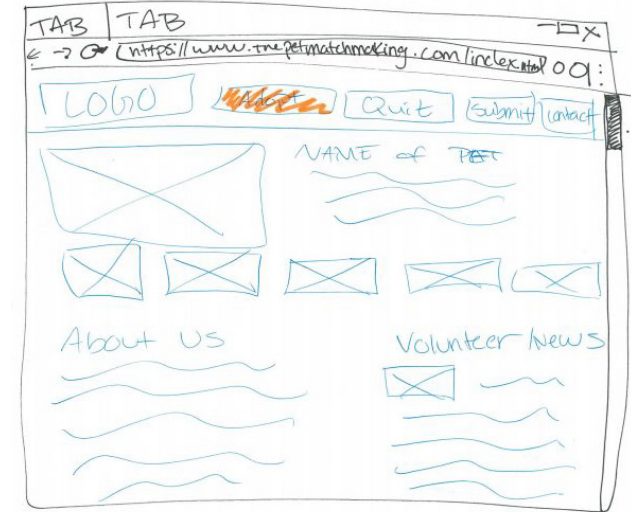
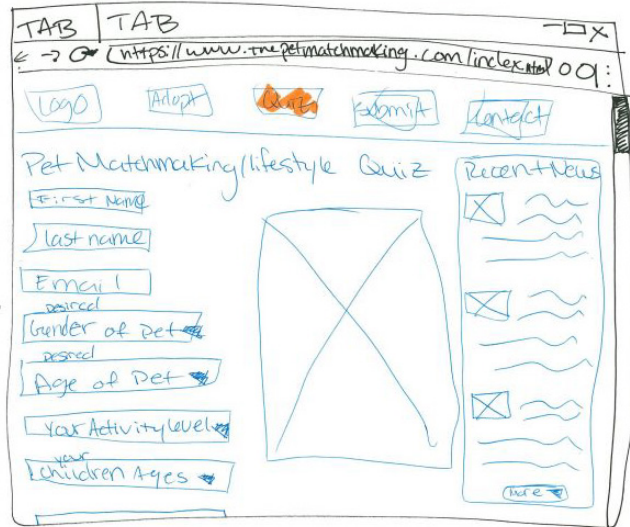
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Design Phase: Drawings

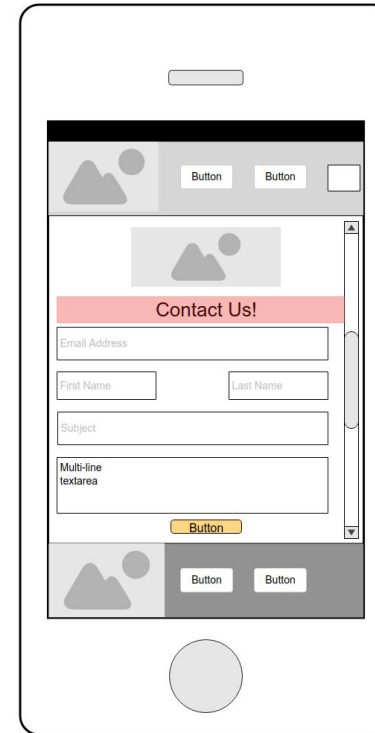
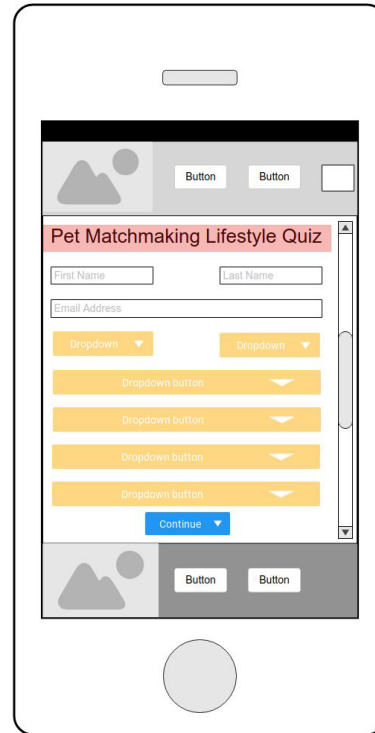
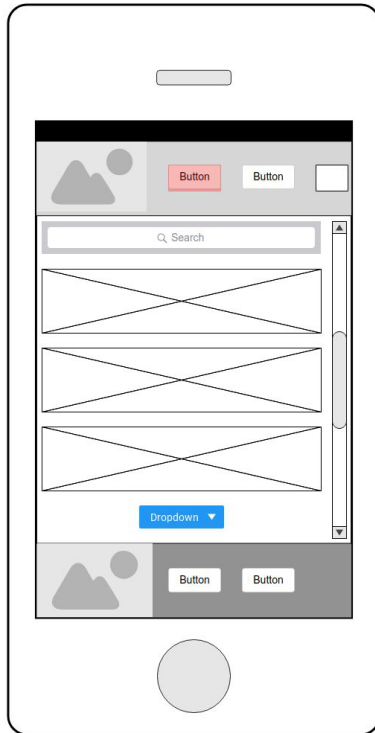
Desktop





High Fidelity Wireframes

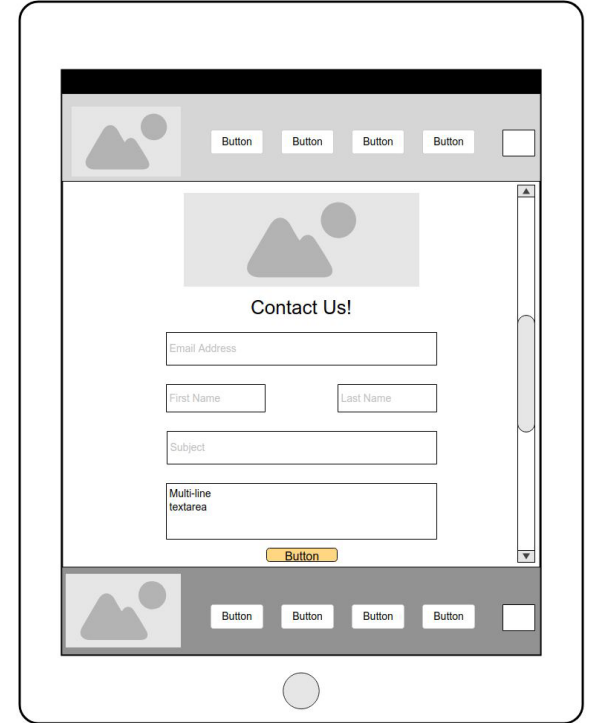
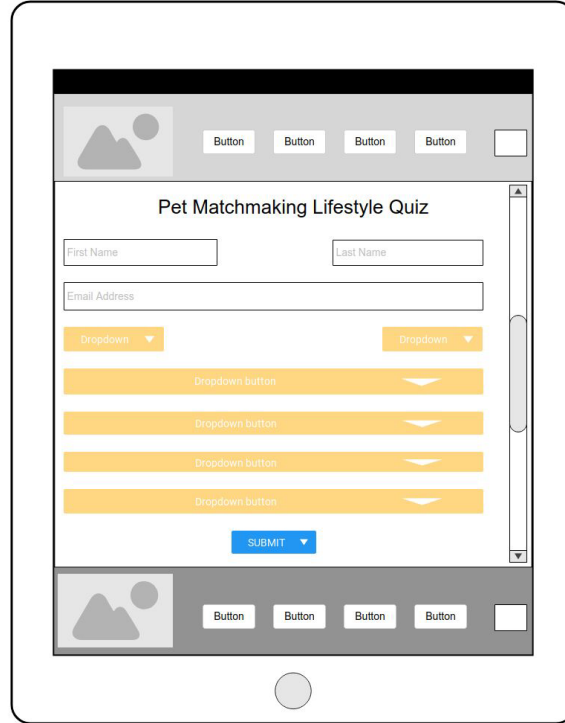
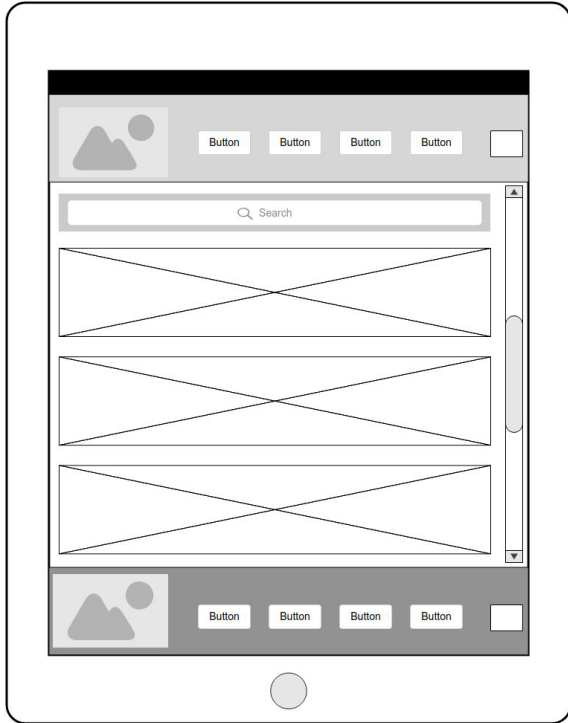
Mobile





High Fidelity Wireframes

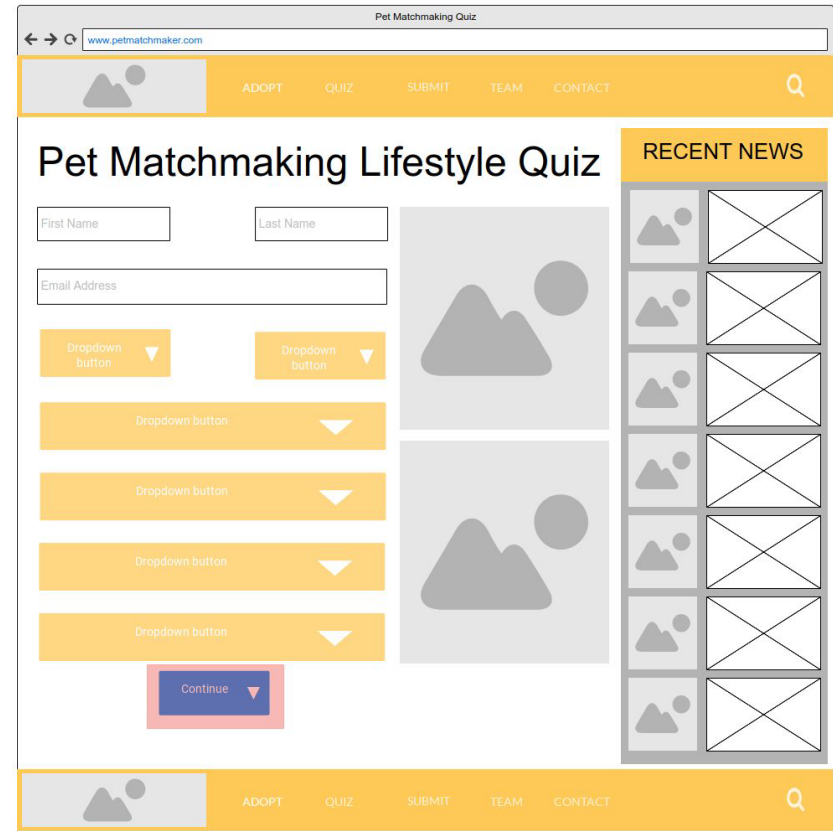
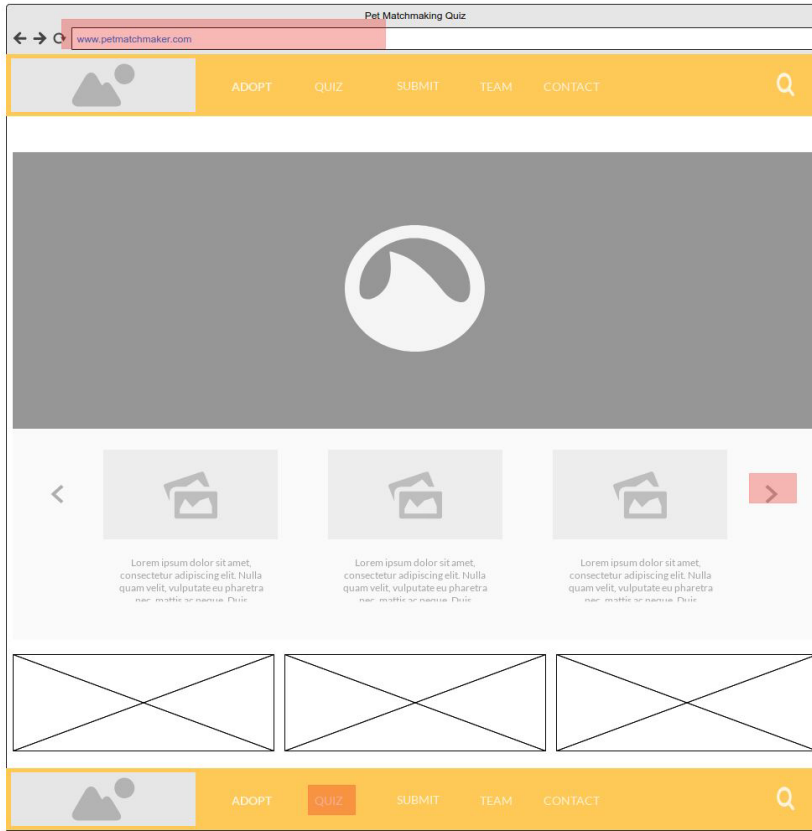
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High Fidelity Wireframes

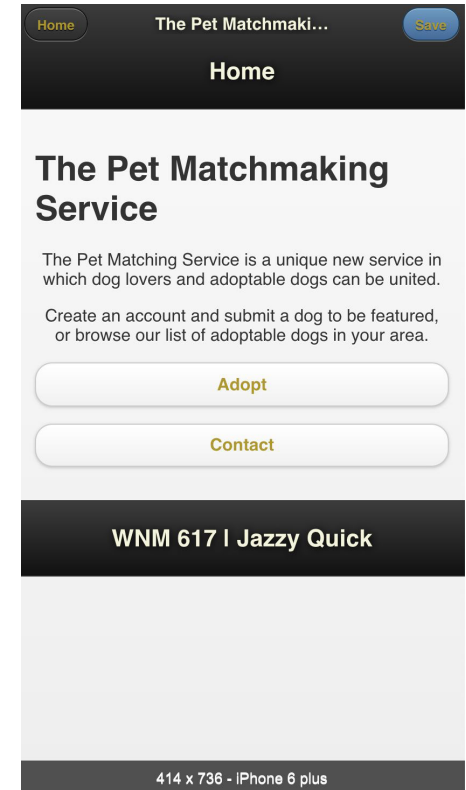
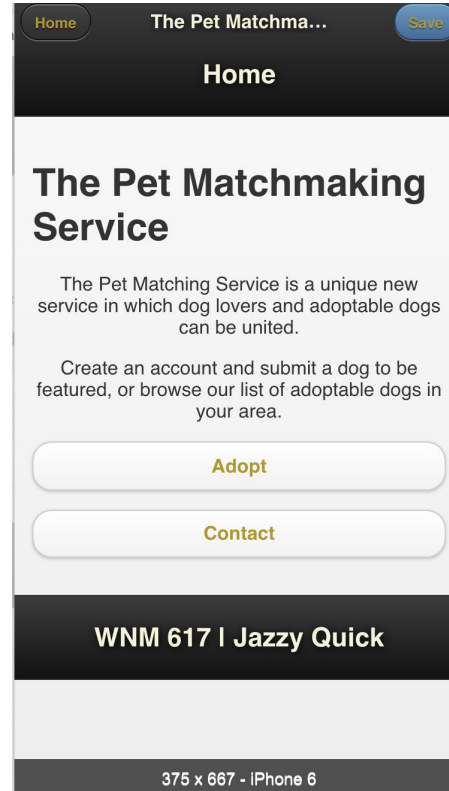
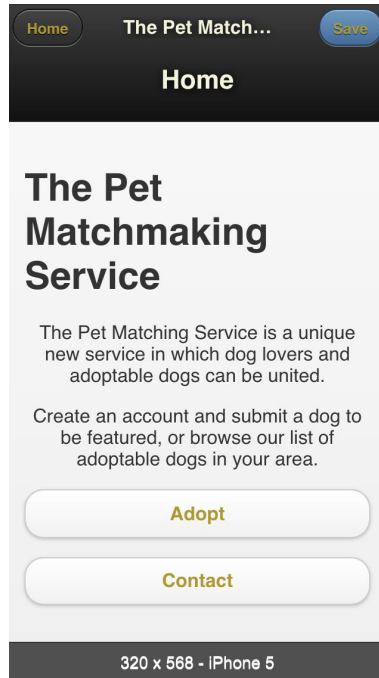
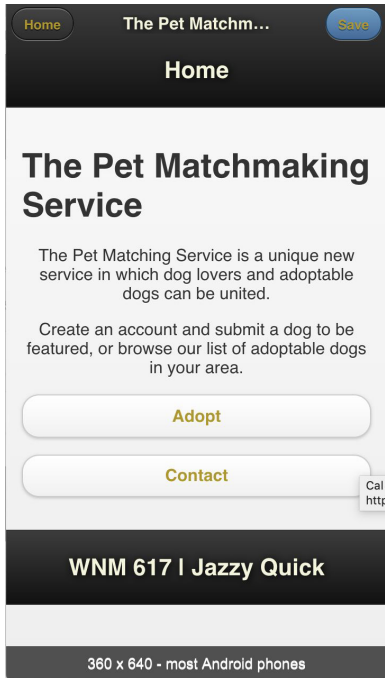
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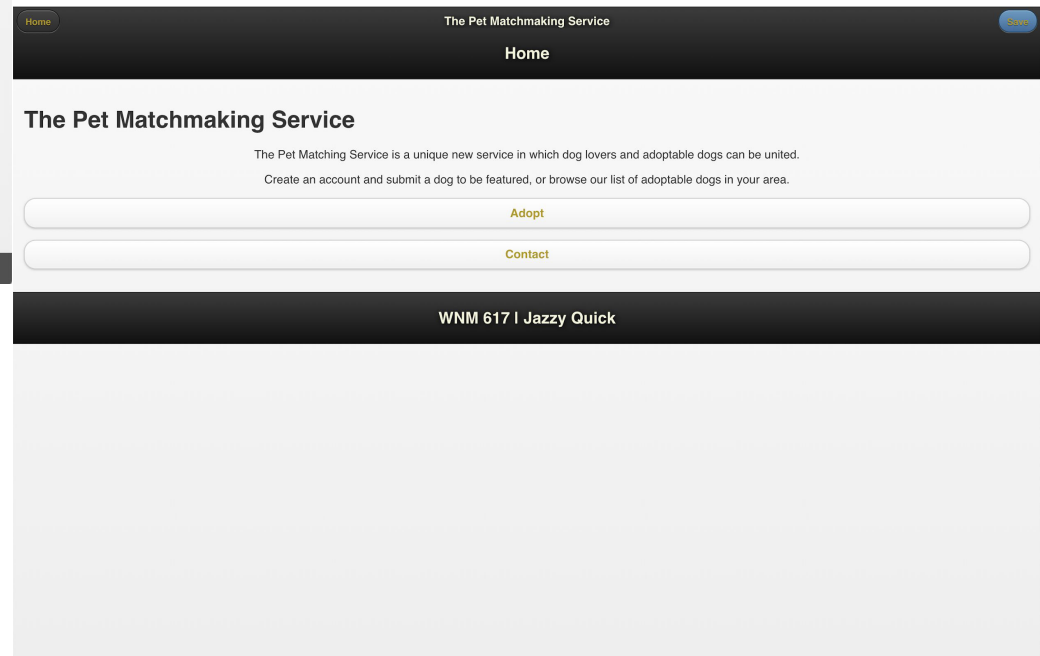
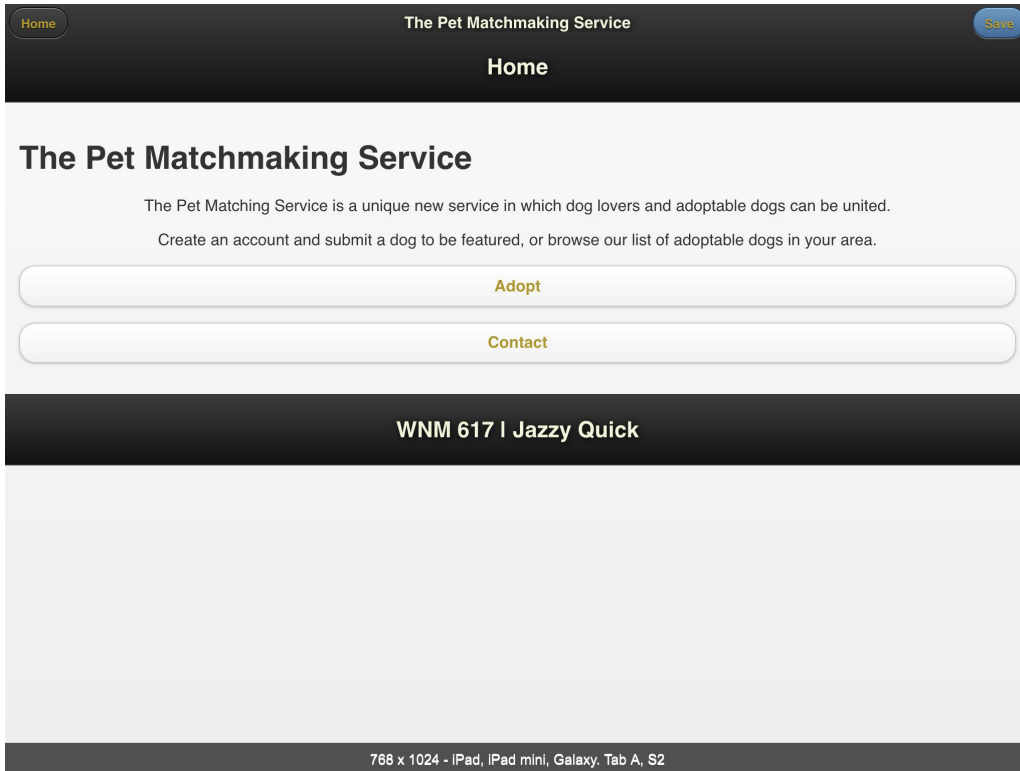




High Fidelity Digital Prototypes

Version 1: <http://jazzyquick.com/Final/final/index.html>

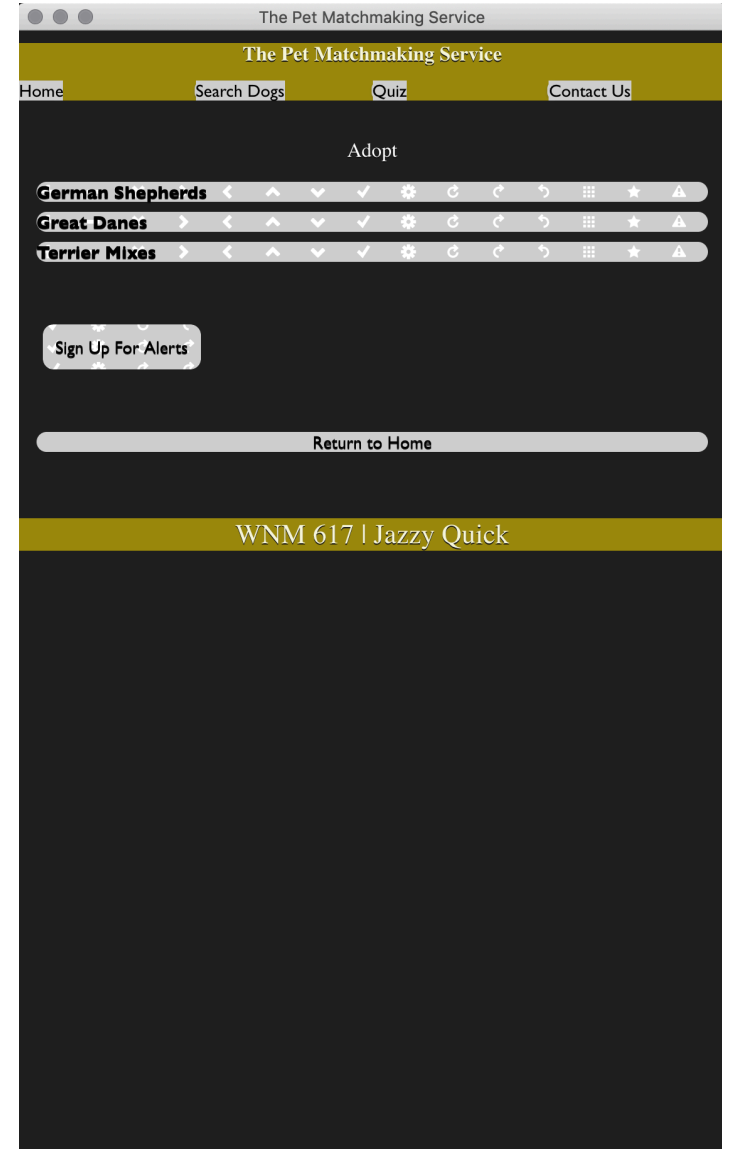
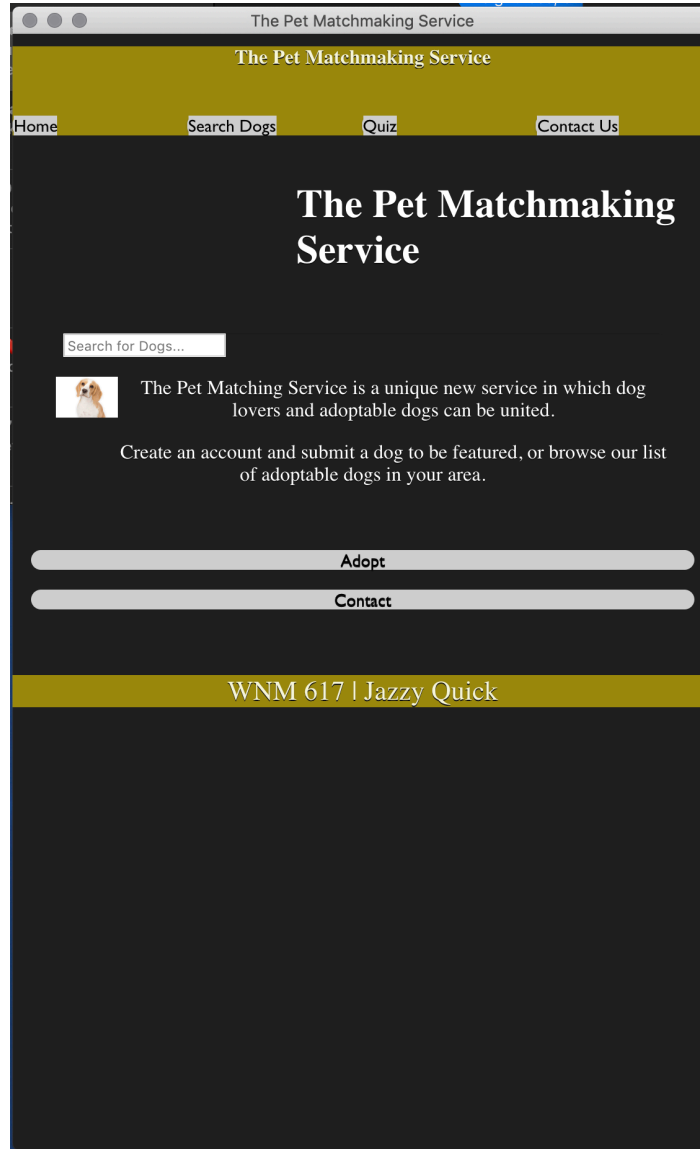


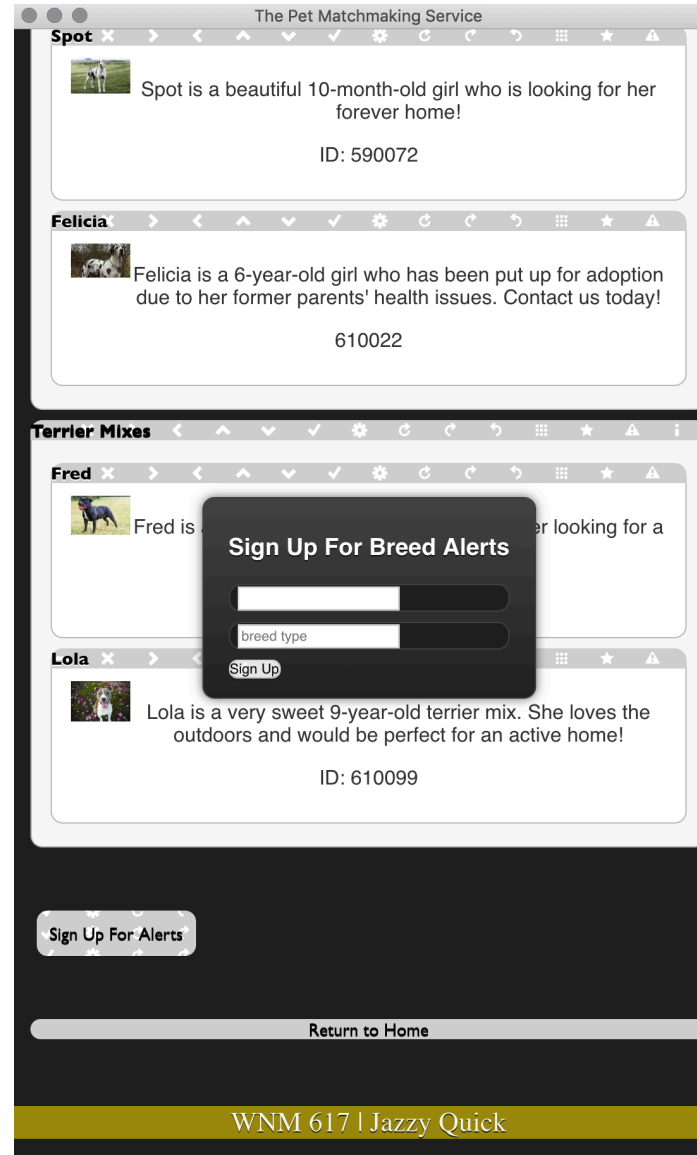
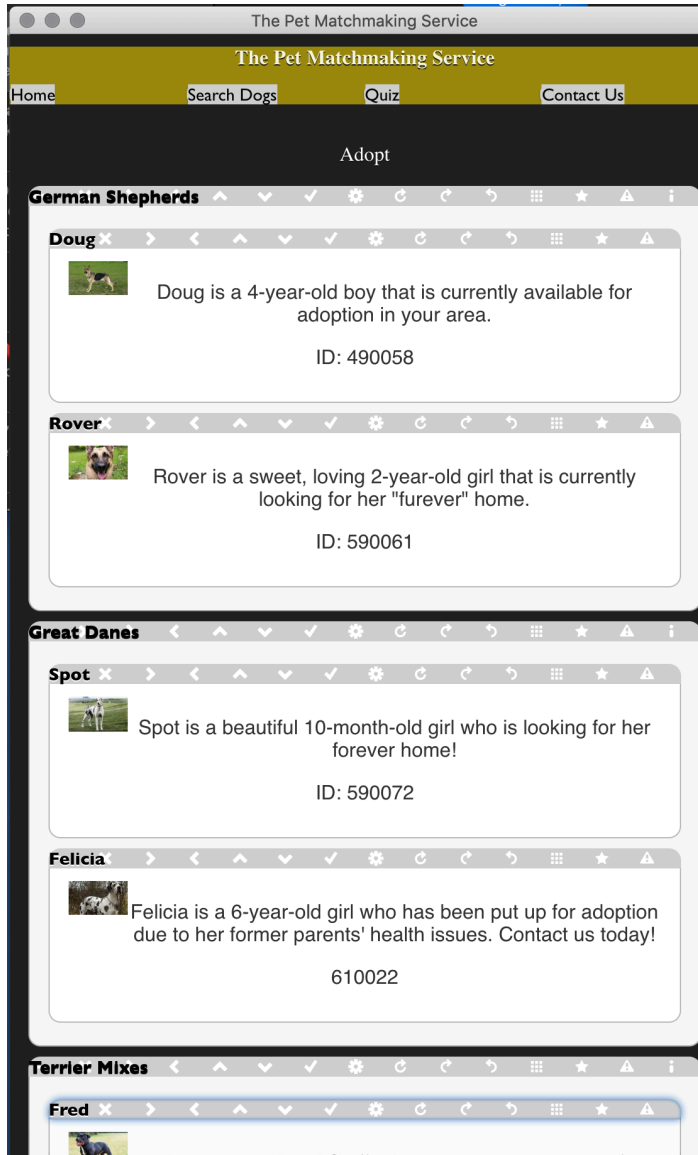


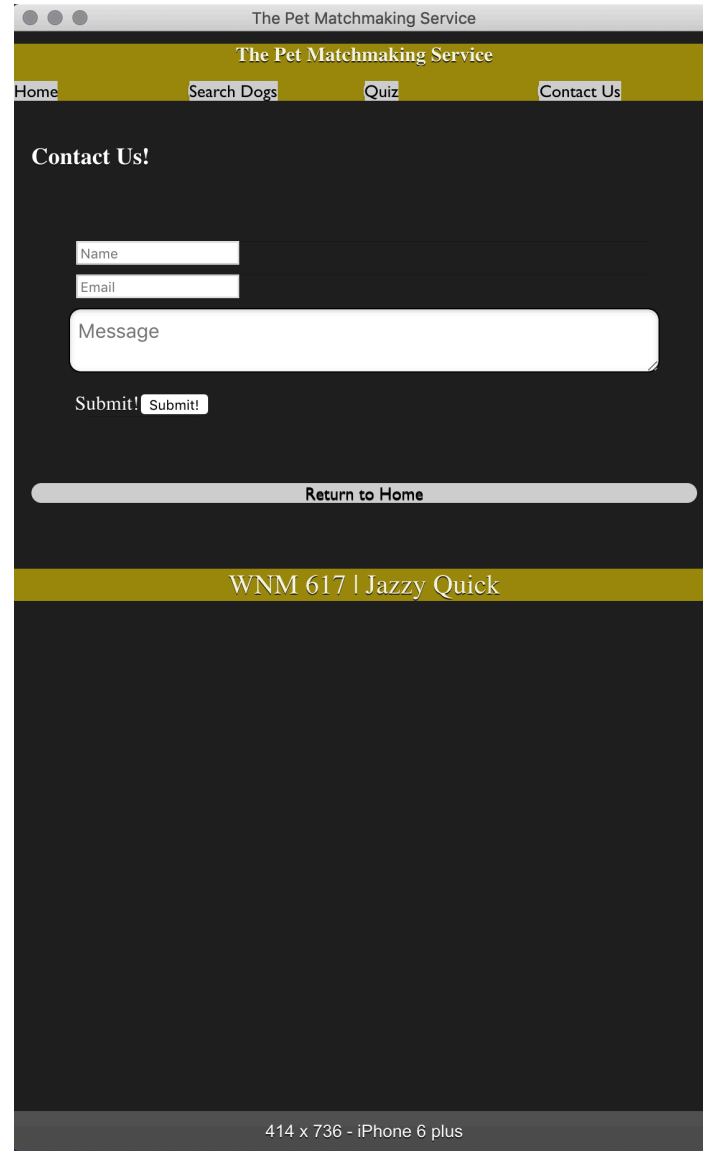
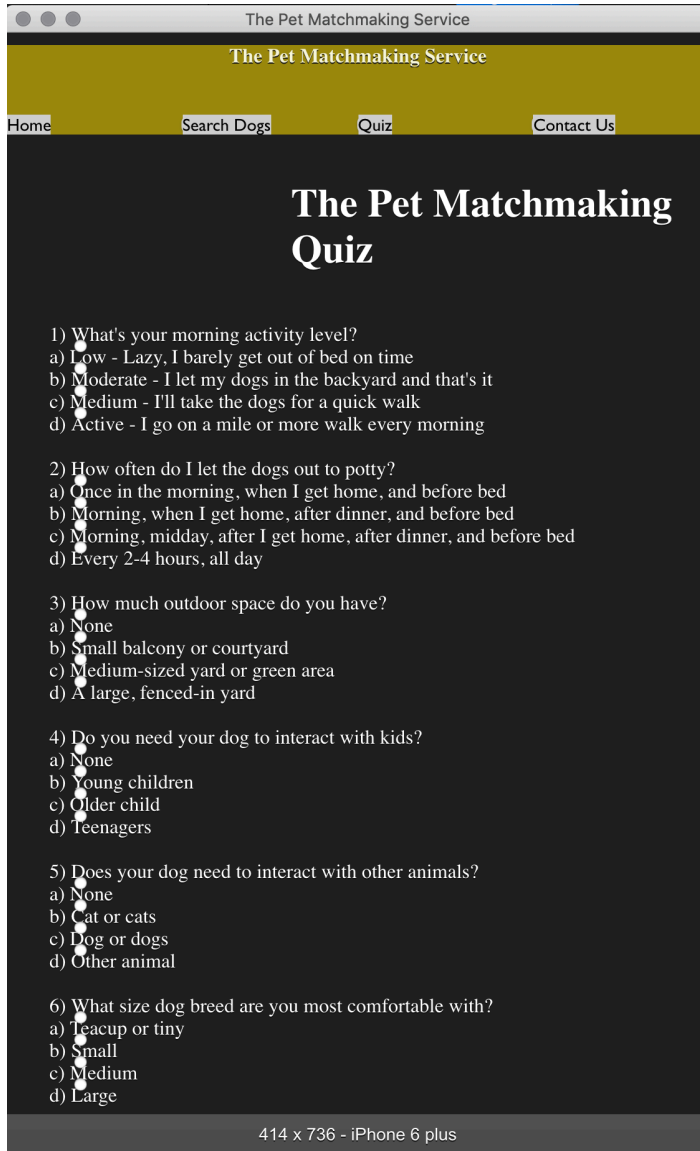


Live Demo

<http://jazzyquick.com/final/Final/index.html>









Technical Requirements

1. jQuery Mobile
2. JavaScript
3. HTML5
4. CSS
5. Bootstrap or other Quiz-creation Software
6. Flash
7. JSON or PHP (for database management)

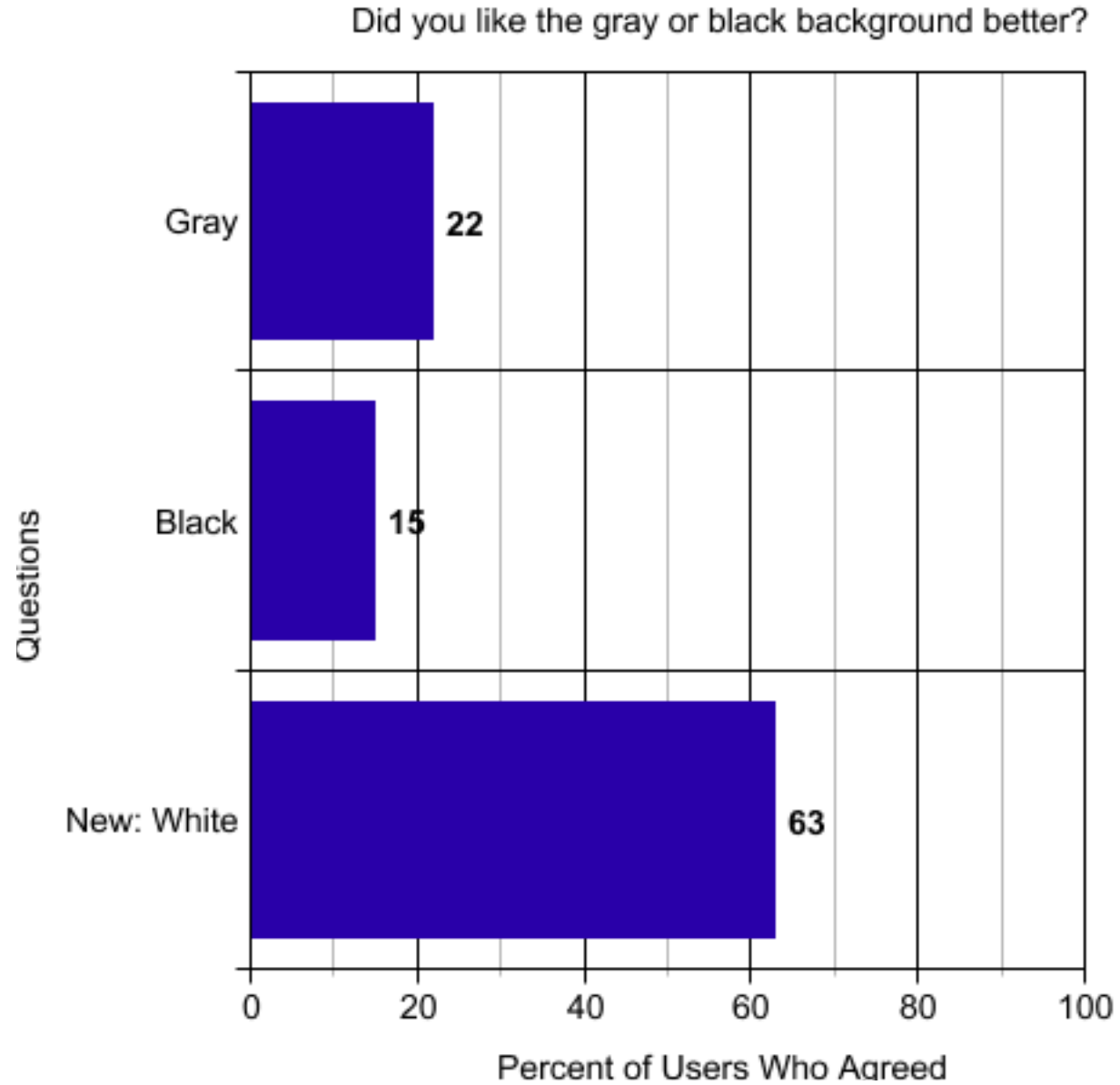
The Pet Matchmaking Service

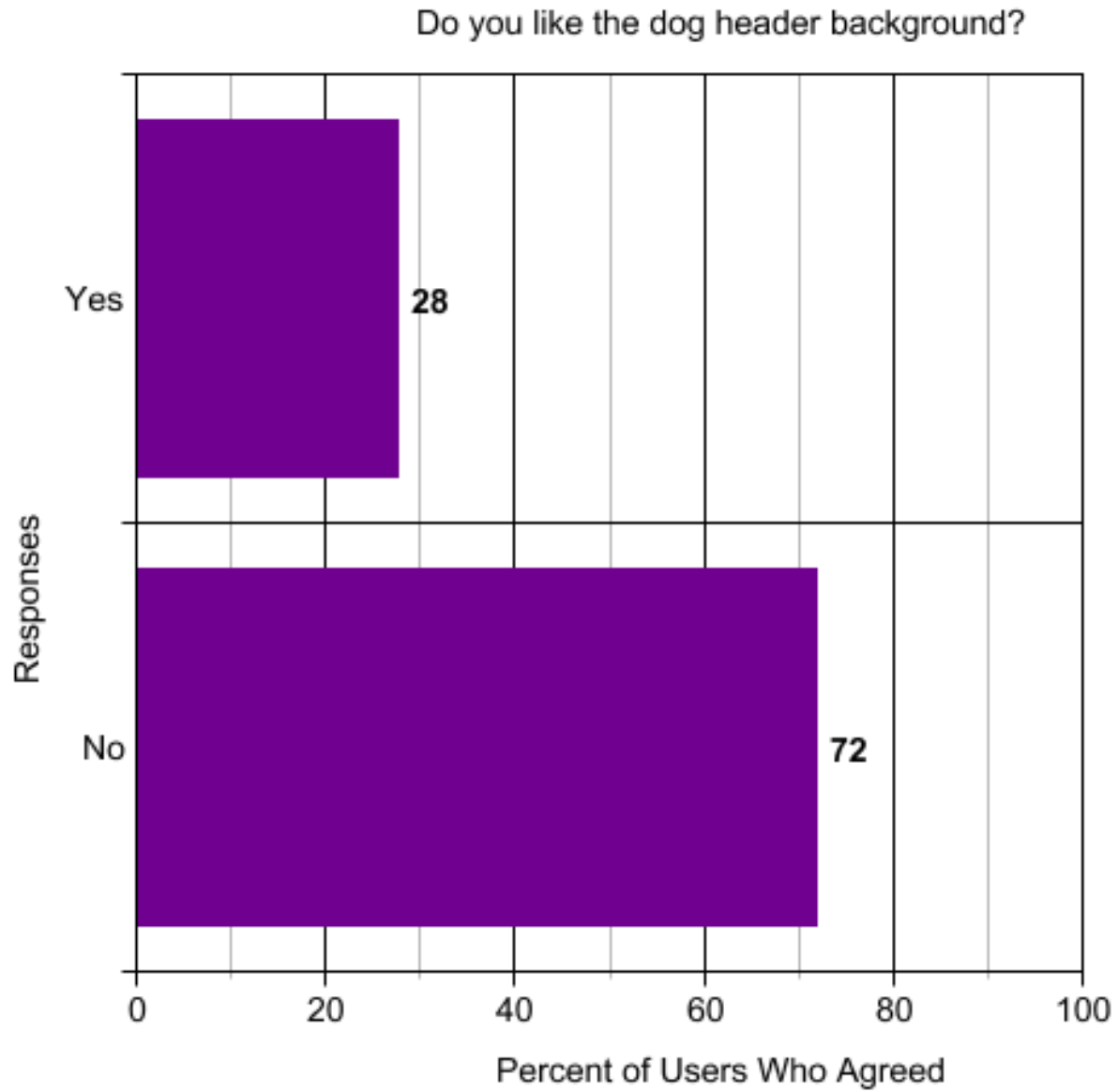
The Pet Matchmaking Service



User testing

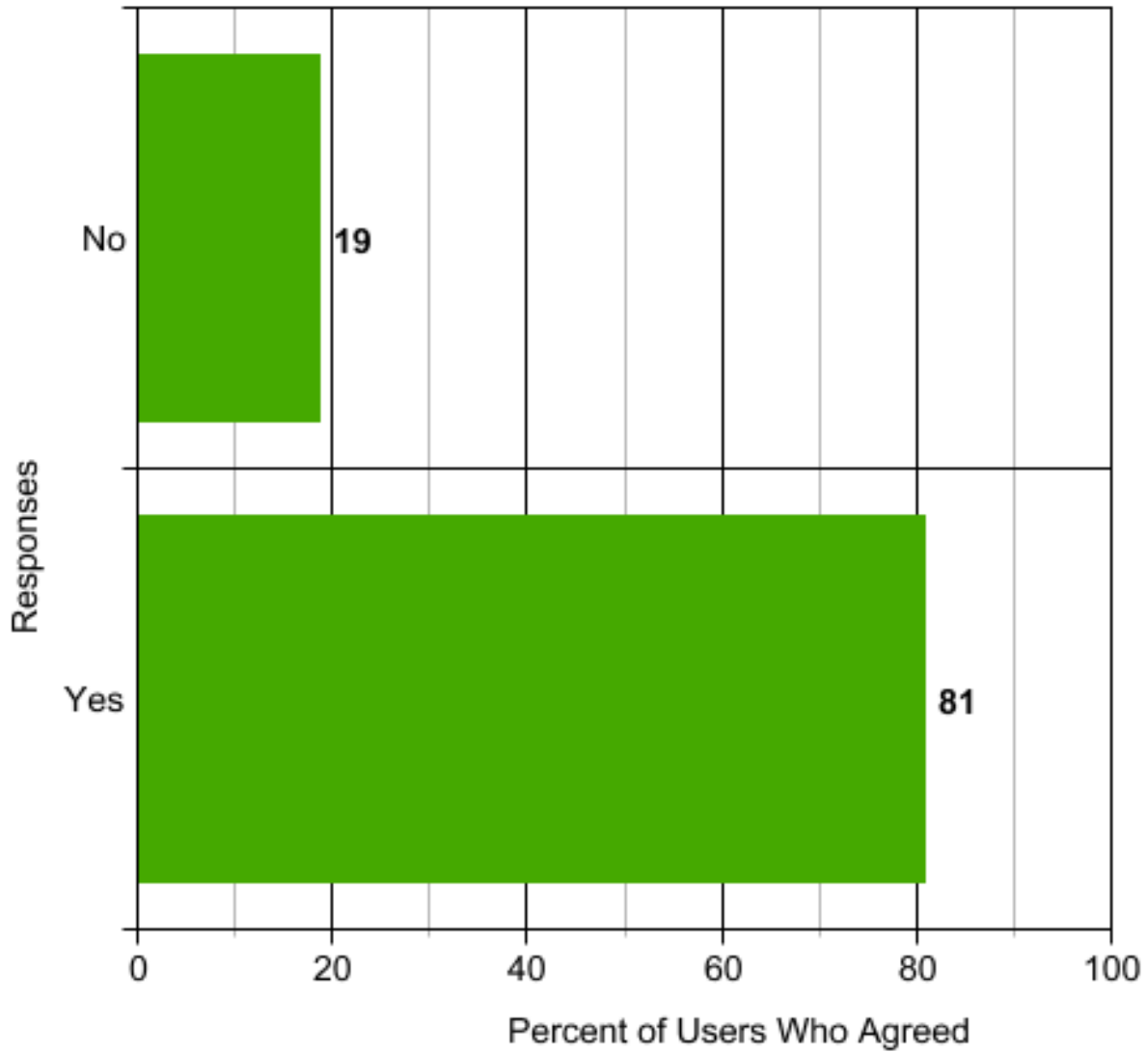
Testing results

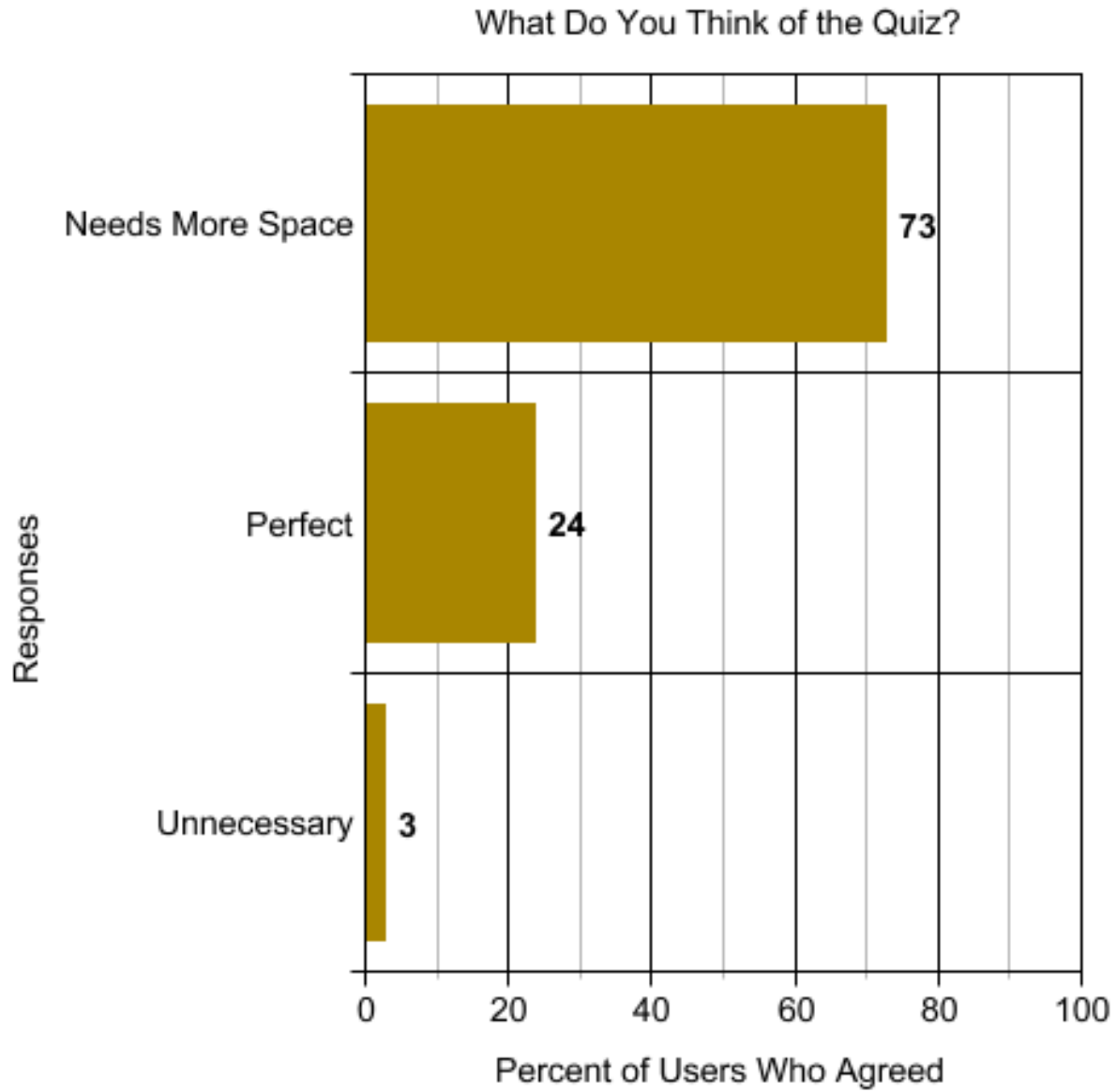






Do you like the pop-up to sign up for dog-specific alerts?







FINAL DESIGN

Mobile Features

Close menu		
Find A Dog		
Take The Quiz		
Contact Us		
Learn More		

	Login
	Username:
	<input type="text"/>
	Password:
	<input type="password"/>
	<input type="button" value="Cancel"/> <input type="button" value="Save"/>



FINAL DESIGN

<http://www.jazzyquick.com/portfolio/final2/index.html>


Tablet Version

The Pet Matchmaking Service

[Home](#) [Search Dogs](#) [Quiz](#) [Contact Us](#)

The Pet Matchmaking Service

Search for Dogs...



The Pet Matching Service is a unique new service in which dog lovers and adoptable dogs can be united.
Create an account and submit a dog to be featured, or browse our list of adoptable dogs in your area.

[Adopt](#)

[Contact](#)

WNM 617 | Jazzy Quick



Search & Adopt

German Shepherds

Doug



Doug is a 4-year-old boy that is currently available for adoption in your area.

ID: 490058

Rover



Rover is a sweet, loving 2-year-old girl that is currently looking for her "forever" home.

ID: 590061

Great Danes

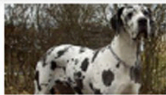
Spot



Spot is a beautiful 10-month-old girl who is looking for her forever home!

ID: 590072

Felicia



Felicia is a 6-year-old girl who has been put up for adoption due to her former parents' health issues. Contact us today!

610022

Terrier Mixes



The Pet Matchmaking Quiz

1) What's your morning activity level?

- a) Low - Lazy, I barely get out of bed on time
- b) Moderate - I let my dogs in the backyard and that's it
- c) Medium - I'll take the dogs for a quick walk
- d) Active - I go on a mile or more walk every morning

2) How often do I let the dogs out to potty?

- a) Once in the morning, when I get home, and before bed
- b) Morning, when I get home, after dinner, and before bed
- c) Morning, midday, after I get home, after dinner, and before bed
- d) Every 2-4 hours, all day

3) How much outdoor space do you have?

- a) None
- b) Small balcony or courtyard
- c) Medium-sized yard or green area
- d) A large, fenced-in yard

4) Do you need your dog to interact with kids?

- a) None
- b) Young children
- c) Older child
- d) Teenagers

5) Does your dog need to interact with other animals?

- a) None
- b) Cat or cats
- c) Dog or dogs
- d) Other animal

6) What size dog breed are you most comfortable with?



The Pet Matchmaking Service

Home

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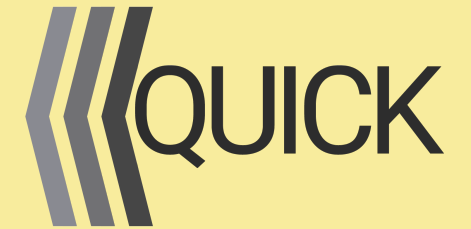
Contact Us!

Name

Email

Message

Submit!



The
Pet Matchmaking
Service

A Case Study

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