

A black and white dog, possibly a pit bull mix, is lying on its back in a lush green grassy field. The dog's mouth is open, and its tongue is hanging out. A person's legs, wearing dark shorts and sandals, are visible above the dog, suggesting the person is sitting or kneeling on the grass. The scene is brightly lit, likely during the day.

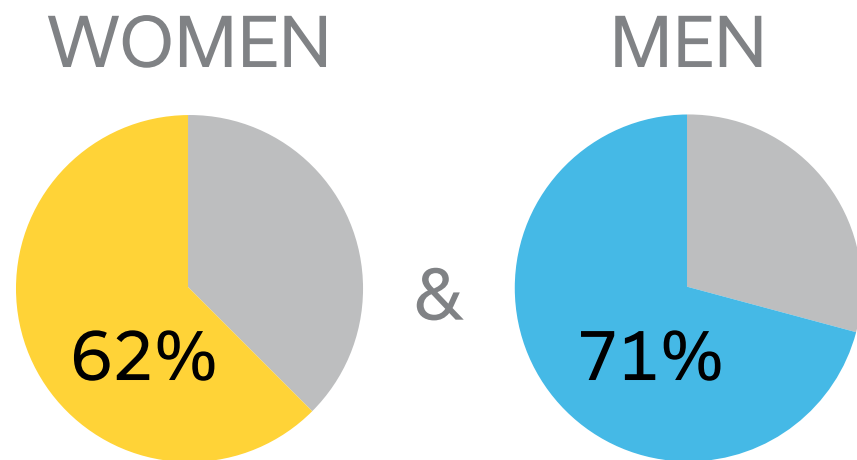
**HOUND** 🐾



# MISSION STATEMENT

Hound<sup>®</sup> focuses on giving dog owners the confidence to leave their dogs in the hands of caretakers with live updates and a schedule. The goal is to give the owner the feeling of ease while their dog goes on adventures with the chosen caretaker.

# PROBLEM



who were born between the 1980 and 2000 are more likely to own dogs over having children

59% of these people are single

**1** out of 5 dogs are placed in crates while the owner is away from home.

Working a full-time job, going to college, or both while owning a dog can cause strain into the household. Research shows that leaving a pet alone can cause stress and anxiety on the pet. This leads to destruction and bad behavior habits. This is where pet daycares become an important factor to single pet owners. They are a place where pets can be watched, walked and feed while the owner is working or running errands. However, pets are considered the new child for the younger generation and pet owners are more likely to treat their dogs more like children. Leaving a pet that is considered a child alone with a stranger can be scary and not knowing the progress and behavior of the pet doesn't help either.

# SOLUTION

Create an IOT and application to help pet owners keep tabs on their pets while they are taking care of business. Getting updates on how the pet's health, behavior, and what they learn that day will help reduce the stress of worrying about their furry baby.

## COMPONENTS

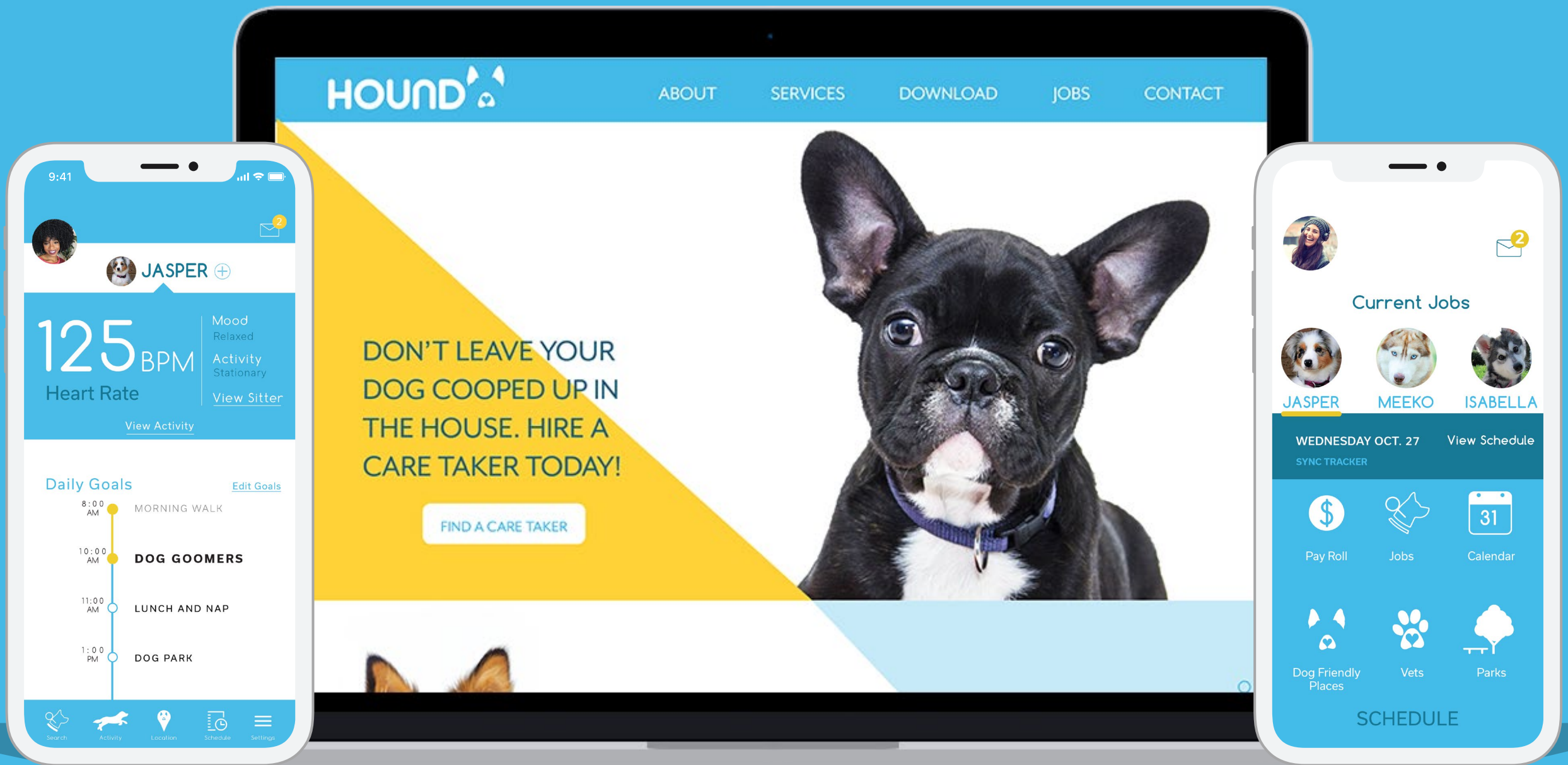
Smart Dog Collar Tracker & App that keeps owners notify



# REPUTATION

Hound focuses on connecting dogs and owners with sitters to help owners keep track with everything their dog is up to and receive live feedback from sitters.

The dog trackers and app keeps live updates on daily activities, mood changes, and current location. Hound's main focus is to keep dog owners who leave their dogs alone for certain times of the day feel at ease when leaving them with a sitter. Hound users can connect via the app on multiple devices so the owner is never out of the loop. Keeping dogs safe is our number one priority.



CLICK ON A DEVICE FOR PROTOTYPE





**MARKETING**



**PRINT ADS**



# Change That Dream Into a Reality



Hire a sitter today!

**HOUND**



CONNECTING TO  
YOUR DOG'S FAVORITE  
THINGS MEANS THE  
WORLD TO THEM!



Hire a sitter today!

**HOUND**



# WE'RE IN THIS



# TOGETHER

Trust is the #1 priority when  
it comes to finding a local sitter

Hire a sitter today!

**HOUND**





**CARETAKER GEAR**





Jackie Ho  
Hound Sitter



Jackie Ho  
Hound Sitter



HOUND

Jackie Ho  
Hound Sitter



HOUND

Jackie Ho  
Hound Sitter

HOUND



HOUND

Jackie Ho  
Hound Sitter



Jackie Ho  
Hound Sitter





HOUND  
CAKE



**HOUND**  
CARE



**Jackie Ho**  
Sitter ID: 12934

510.967.3845  
hound.com





**RESEARCH**



**COMPETITORS**

THE WONDER STORE

# Live Dapper.

SHOP NOW →

Dog activity tracker that tracks daily progress with recommended activity targets based on size, breed, and age. Map walks, set care reminders, add caretakers, and connect with dog lovers.

## PROS

Tracks health and activity, recommends activities based on the dog, set reminders, and schedule settings

## CONS

Bulky shaped collar, only for health tracking, no GPS





# Be pawsome together



Dog activity tracker that monitors time spent walking, running, playing and resting. Sets goals, tracks progress and calculates calories.

## PROS

the stylish and simple tracker can attach to any collar, waterproof

## CONS

velcro strap on the tracker (prone to being lost), have to press a button on the tracker to get data on the app, is not compatible with other devices, no GPS

# We're The Dog People

The nation's largest network of 5-star pet sitters and dog walkers.

For When You're Away

Dog Boarding

House Sitting

Drop-In Visits

For When You're At Work

Doggy Day Care

Dog Walking

Dog Boarding near

For these days

Drop off



Pick up

Rover is a dog sitting services that connect owner to the sitter. The sitters can keep the owners up-to-date with the dog's activity through app updates.

## PROS

Tracks activity, keeps owner and sitter connected, owner can stay posted on their dog

## CONS

None

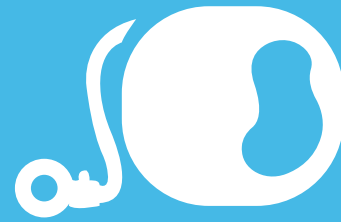
# TARGET AUDIENCE



Middle to  
upper class  
demographic



Single or couples  
who leave their  
dogs unattended  
in a kennel for a  
certain amount  
of hours a day



Who usually uses  
dog daycares  
or hire sitters to  
watch their dog



20-40+ age that  
are replacing  
children with  
owning dogs



# WORD LIST

PET

BEST FRIEND

**ENERGETIC**

COMPANION

FURRY

FAMILY

LOYALTY

WAG

TRUST

**LOVE**

ACTIVE

PUP

**HOUND**

POOCHIE

**PAW**



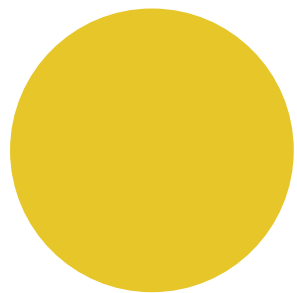
# STYLE GUIDE

HOUND 



# COLOR SCHEME

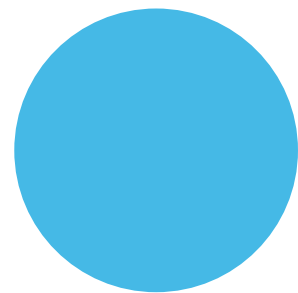
*To maintain brand consistency, please use the following color scheme without implementing additional colors*



CMYK: 6 14 93 5

RGB: 229 198 41

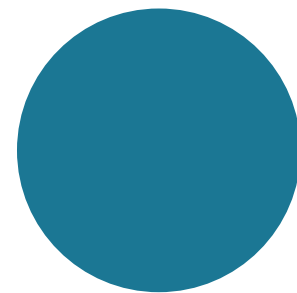
HEX: #e5c629



CMYK: 62 6 1 0

RGB: 70 186 231

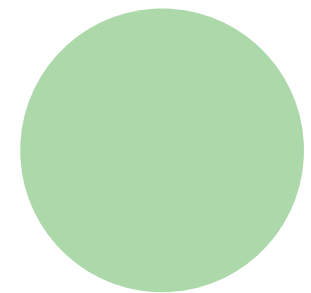
HEX: #46bae7



CMYK: 86 43 93 5

RGB: 27 119 148

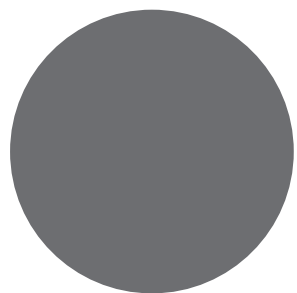
HEX: #167794



CMYK: 34 0 42 0

RGB: 171 216 170

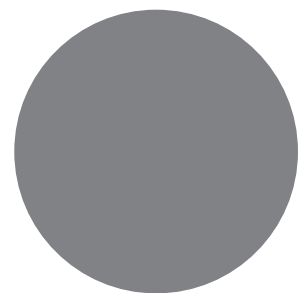
HEX: #abd8aa



CMYK: 0 0 0 70

RGB: 109 1110 113

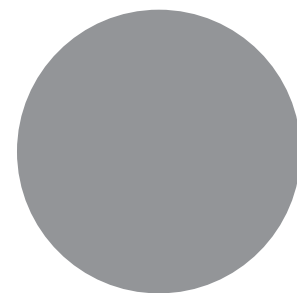
HEX: #6d6e71



CMYK: 0 0 0 60

RGB: 128 130 133

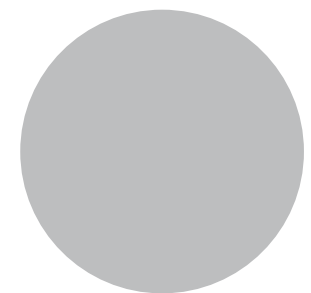
HEX: #808285



CMYK: 0 0 0 50

RGB: 147 149 152

HEX: #939598



CMYK: 26 20 19 0

RGB: 188 190 192

HEX: #bcbec0

# TYPOGRAPHY

*Please follow these typographical guidelines to maintain brand consistency*

**For Headers:** Please only use the following font: Comfortaa, bold

## Header

Comfortaa Bold  
35 pt

**For Logo:** Please only use the following font: Arista, Regular

## Logo

Arista Regular  
35 pt

**For Long Bodies of Text and Subheaders:** Please only use the following font: Usual, Light and Regular

This is body text. This is how all the general information will look. Body text contains the information and description of the page you are reading. This sample text is to show how it would look in this type of weight and size of the font.

Light 15 pt

This is subheader text. This is how all the subheaders for the page will look.

Subheader contains the additional headline that goes with the main headers. This sample text is to show how it would look in this type of weight and size of the font.

Regular 15 pt

# LOGO IMPLEMENTATIONS

Main Logo



Main Logo With White Text



One Color



One Color Inverted



Black On White

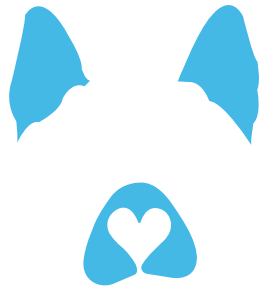


White On Black

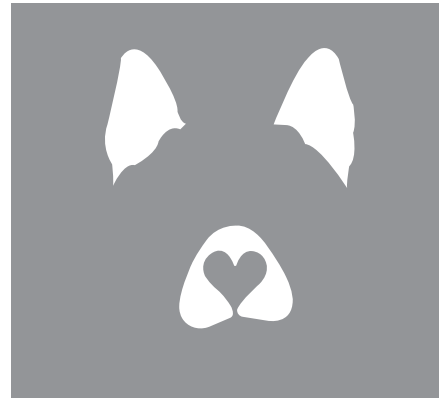


# MARK IMPLEMENTATIONS

Main Mark



Main Mark With White



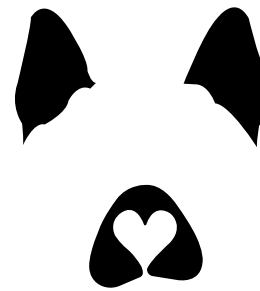
One Color



One Color Inverted



Black On White



White On Black



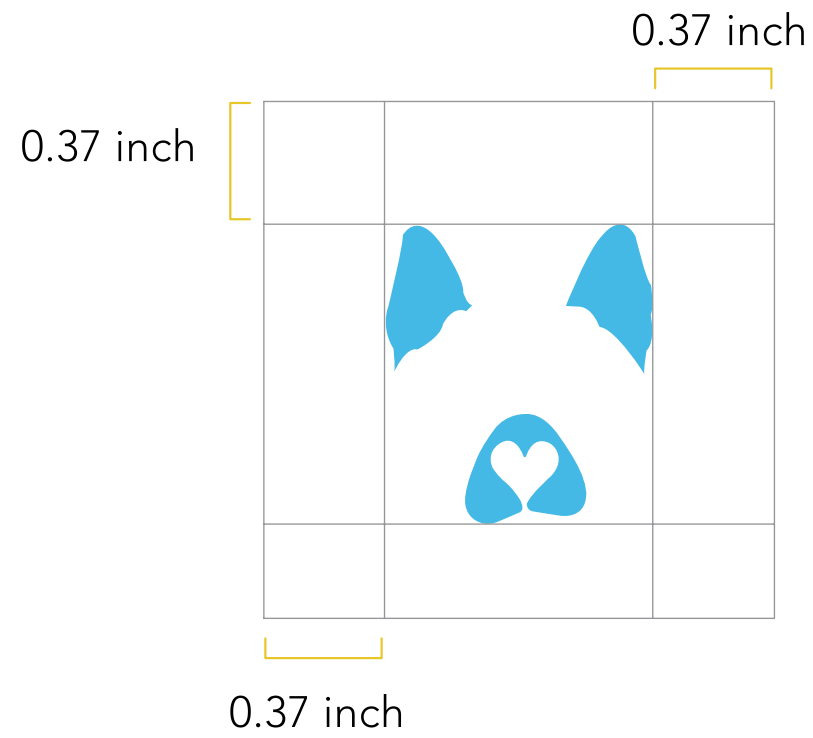


# CLEAR SPACE



## CLEAR SPACE

The minimum distance from the edge of the logo to any other graphic element is 0.37 inches



# LOGO MISUSE

*Please follow these guidelines to maintain brand consistency*

~~POOCH 🐾~~

Do not alter logo or wording of the logo

~~HOUND 🐾~~

Do not alter any colors of the logo

~~HOUND 🐾~~

Do not disort any part of the logo

~~HOUND 🐾~~

Do not reduce size of logo to the point of being unlegible  
minimum height one inch

~~HOUND 🐾~~

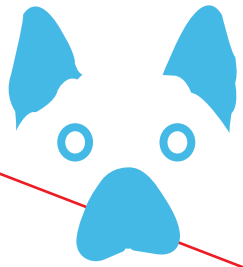
Do not change font of logo

~~HOUND 🐾~~

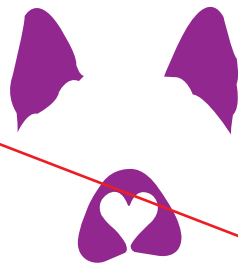
Do not place logo in front of photo or solid background in a way that makes the logo difficult to see or read

# LOGO MISUSE

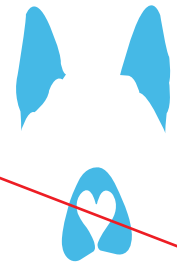
*Please follow these guidelines to maintain brand consistency*



Do not alter mark



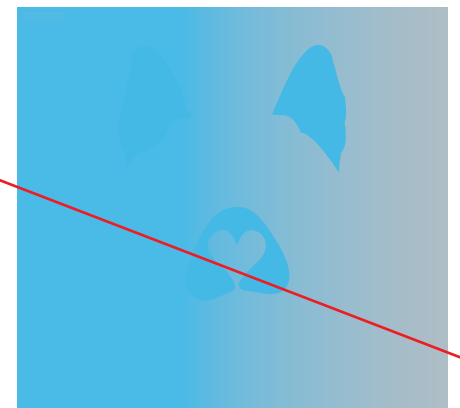
Do not alter any colors of the mark



Do not distort any part of the mark



Do not reduce size of mark to the point of being unlegible  
minimum height one inch



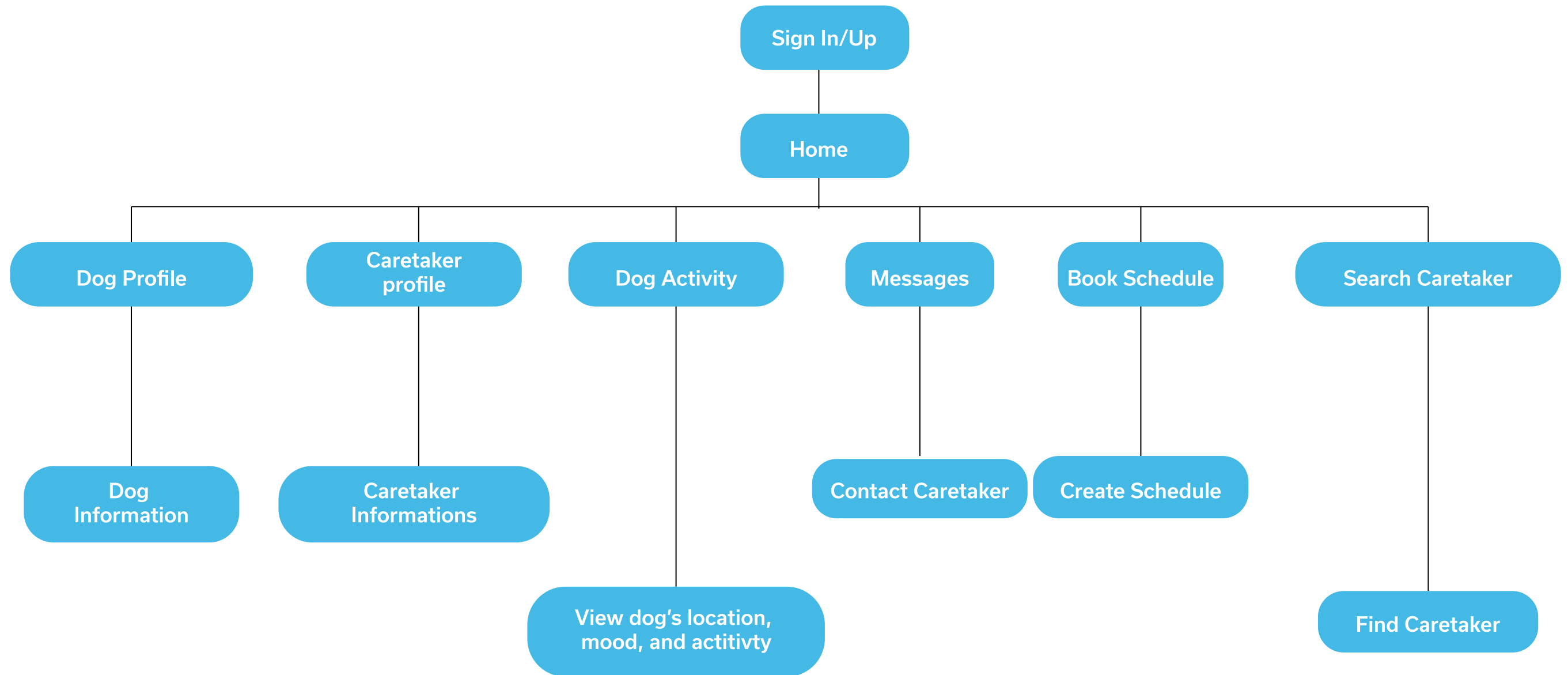
Do not place mark in front of photo or solid background in a way that makes the mark difficult to see or read



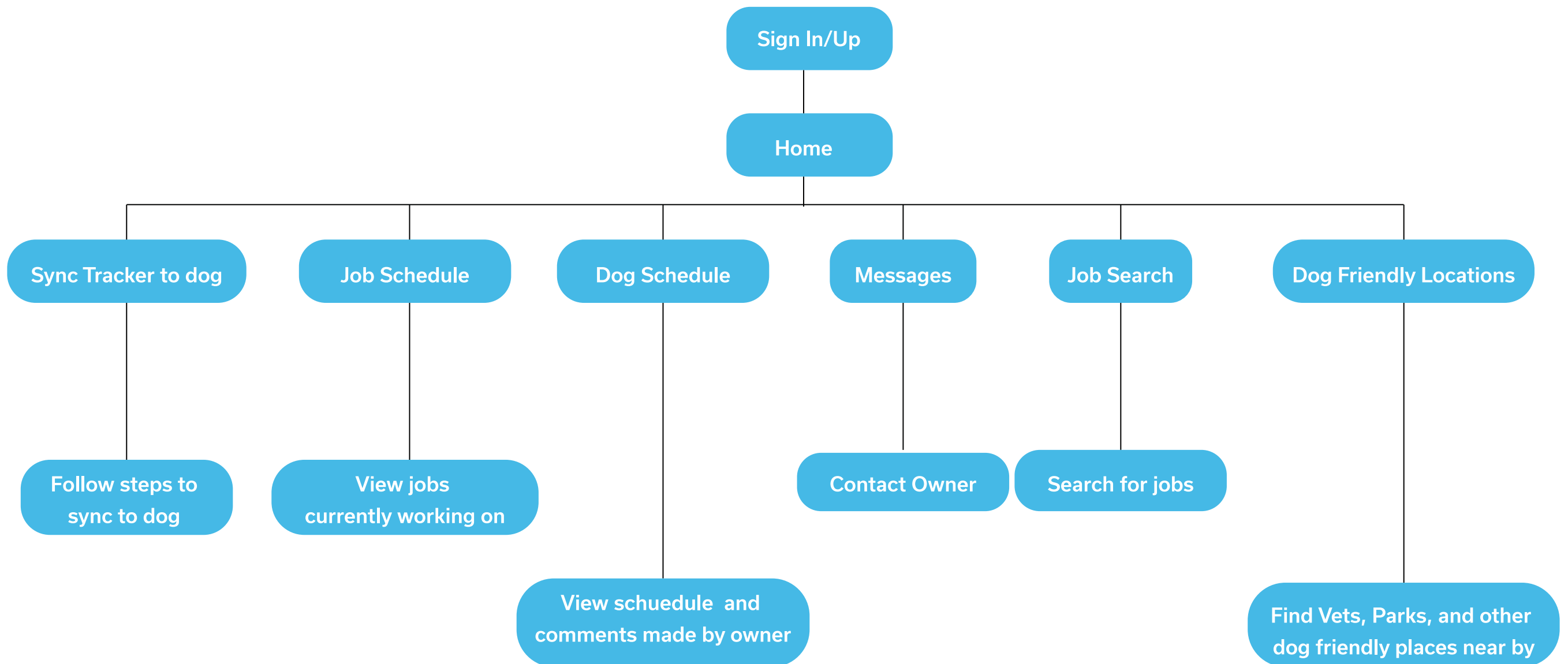


# SITE GUIDE

# OWNER SITE GUIDE



# CARETAKER SITE GUIDE





# FEATURES



# OWNER APP



- Check dog activity, mood changes, and heart rate

- Set schedule for the dog

- Communicate with caretaker about updates with the dog

- Find local caretakes to watch dog

- GPS location to locate dog

# CARETAKER APP



-Send updates to owners about dog's activities

-Search jobs in area

-Check view and update schedule

-Sync dog collar tracker to dog



**COLLAR TRACKER**

# HOW IT WORKS

By collecting data from the smart tracker, an AI (artificial intelligence) collects data from the accelerometer, gyroscope, and magnetometer to determine the dog's mood. This data consists of the change in heart rate, rapid or no movement, shaking, too much or no sleep, eating habits, and changes in activities. When dogs' emotions shift, they show it through movement and habit. This form of detection can help an owner know how their pet is feeling when under new care.



# WHY IS THIS IMPORTANT

If detecting emotion shifts in dogs are caught sooner, owners can be at ease on planning their next actions. Dogs are emotional creatures who consistently communicate with their owners through habit or actions. This form of tracking can help owners understand their dogs and to see how they are being treated under new care while away.



**PERSONAS - OWNERS**



**Brenda** 24

**Occupation** Banker

Berkeley, CA

Brenda works at a popular bank and is gone the majority of the day. She is usually always tired when she gets home. Also, she has a daughter to take care of. Her dog, Tyson, is a very energetic boxer breed who needs daily activity. Brenda appreciates Hound because she is able to schedule a caretaker to take Tyson on walks and keep him busy during the day.



**Josh** 29

**Occupation** Photographer

San Jose, CA

Josh is a traveling photographer and goes on long trips occasionally each every other month. Lucy, his Maltese mix, cannot travel with him to certain locations. Josh uses Hound's services for overnight boarding and care. It gives Josh an ease of mind knowing his dog is being taken care of by a caretaker he can trust.



**Chris** 30

**Occupation** Construction

Brentwood, CA

Chris is a construction worker who never has the time or energy to walk his dog. He works day shifts at the warehouse and has to leave his husky, Anubis, alone all day. Anubis has separation anxiety and cannot be left alone in the house. Chris relies on Hound to find a caretaker who will take care of Anubis all day and keep him entertained.



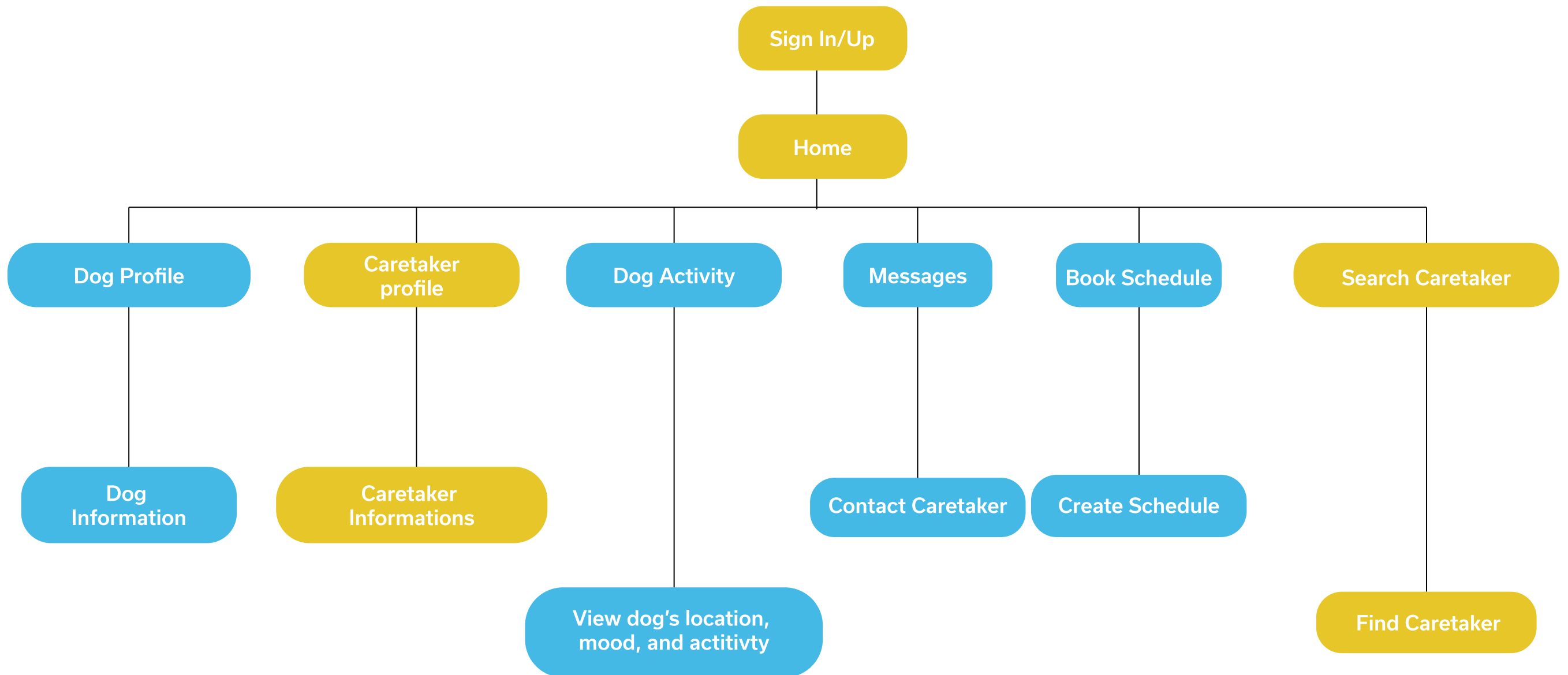


# USER FLOWS - OWNERS



# Brenda

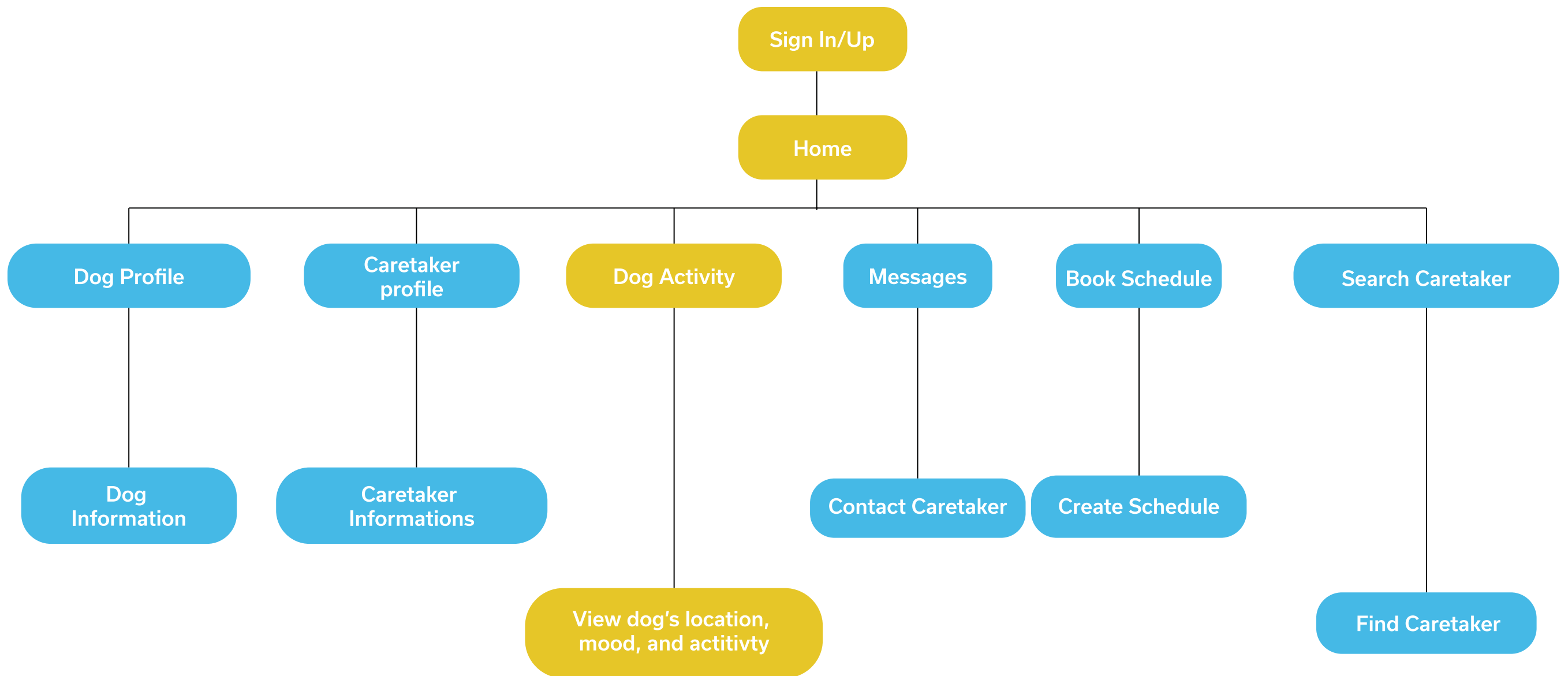
*Need to request a caretaker to walk her dog*





# Josh

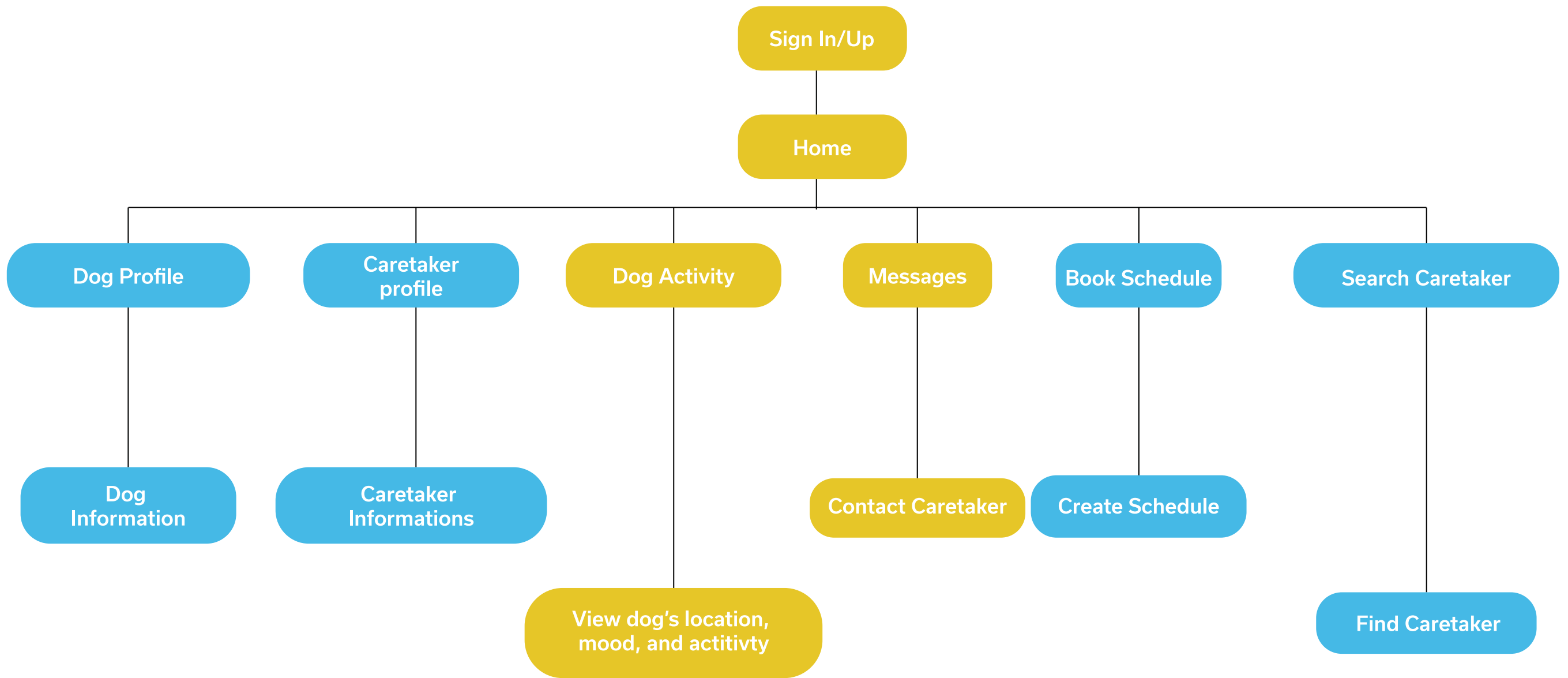
*Need to check activities of the dog and location*





# Chris

*Need to contact caretaker about overnight stay for his dog and list the dog activities*





**PERSONAS - CARETAKER**



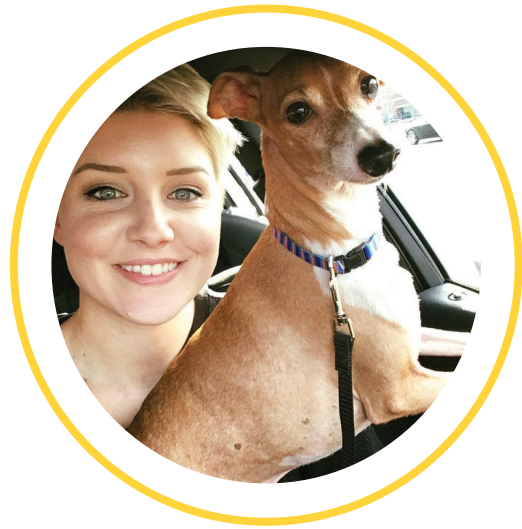


**Dianna** 23

**Occupation** Student

Berkeley, CA

Dianna is a college student and needs extra funds. She loves dogs, however, dogs are not allowed in her dorm rooms. Dianna signed up with Hound to get extra money for school and fill that void of lack of dogs in the dorm. Dianna says this is a bonus since dogs are known to reduce stress, especially during midterms and finals.



**Jessica** 25

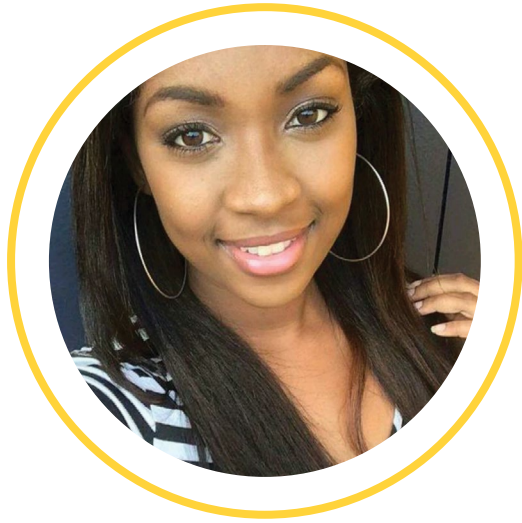
**Occupation** Barista

San Jose, CA

Jessica is a barista but it is not enough to help support her family. Hound helps her gain extra cash and create her own schedule. Jessica believes Hound will help her gain experience in pet care as well since she is training to become a certified trainer.

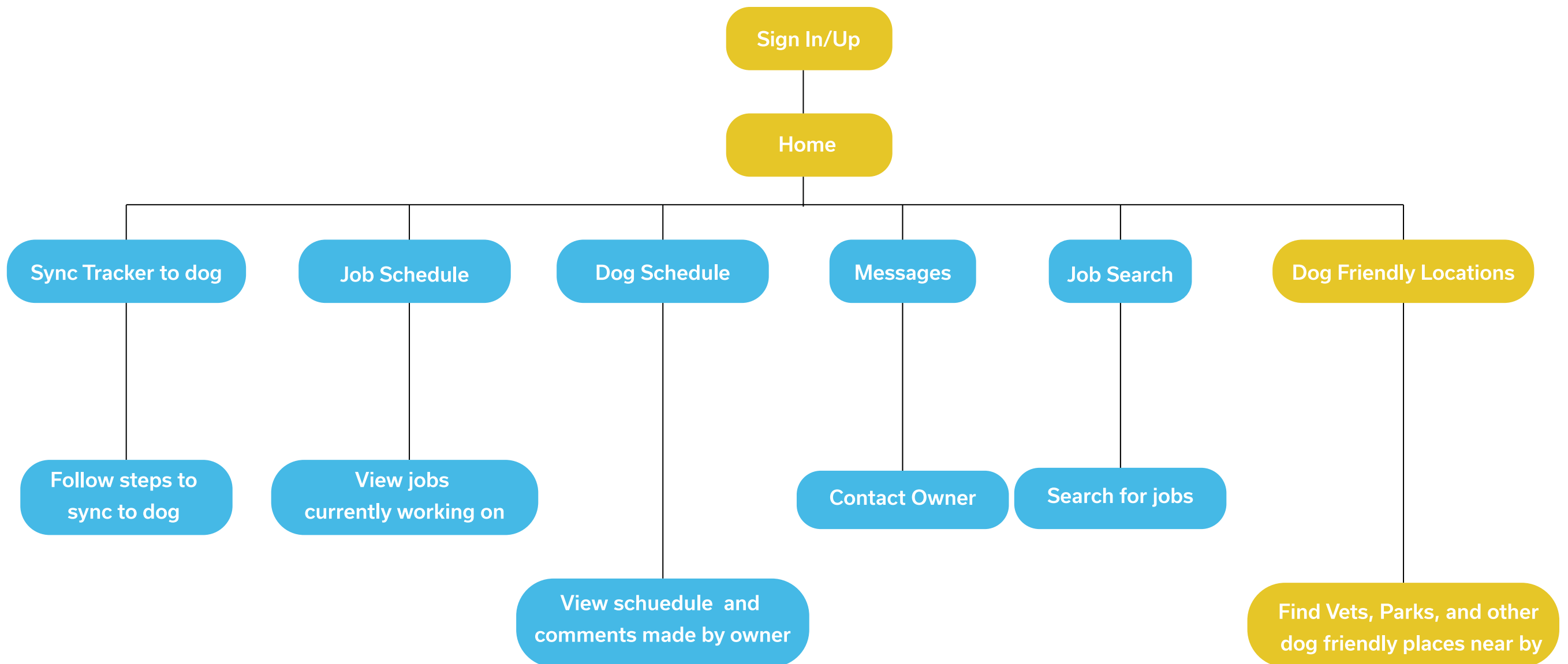


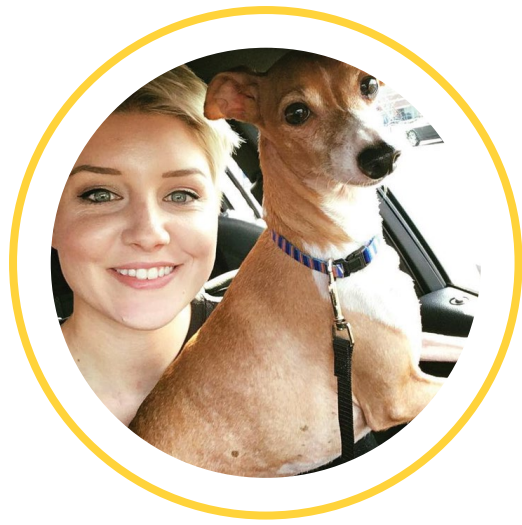
# USER FLOWS - CARETAKER



# Dianna

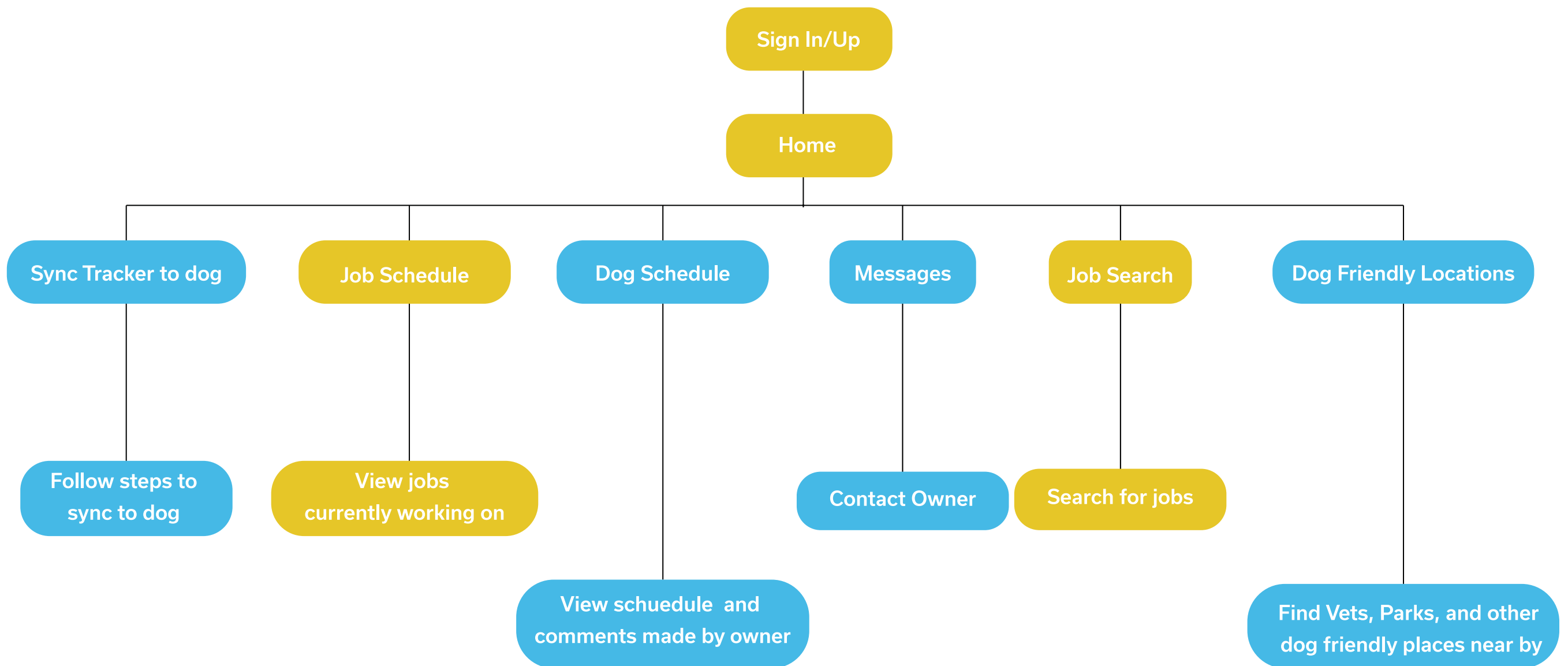
*Wants to find dog friendly restaurants and a park*





# Jessica

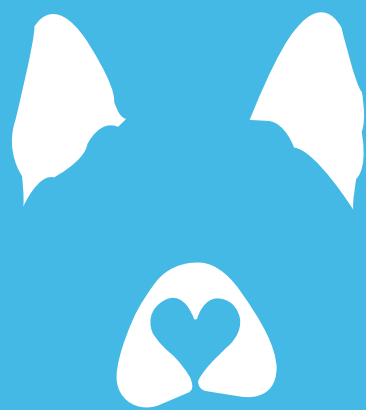
*Wants to find quick jobs in her area and view current jobs*







**WIREFRAMES**



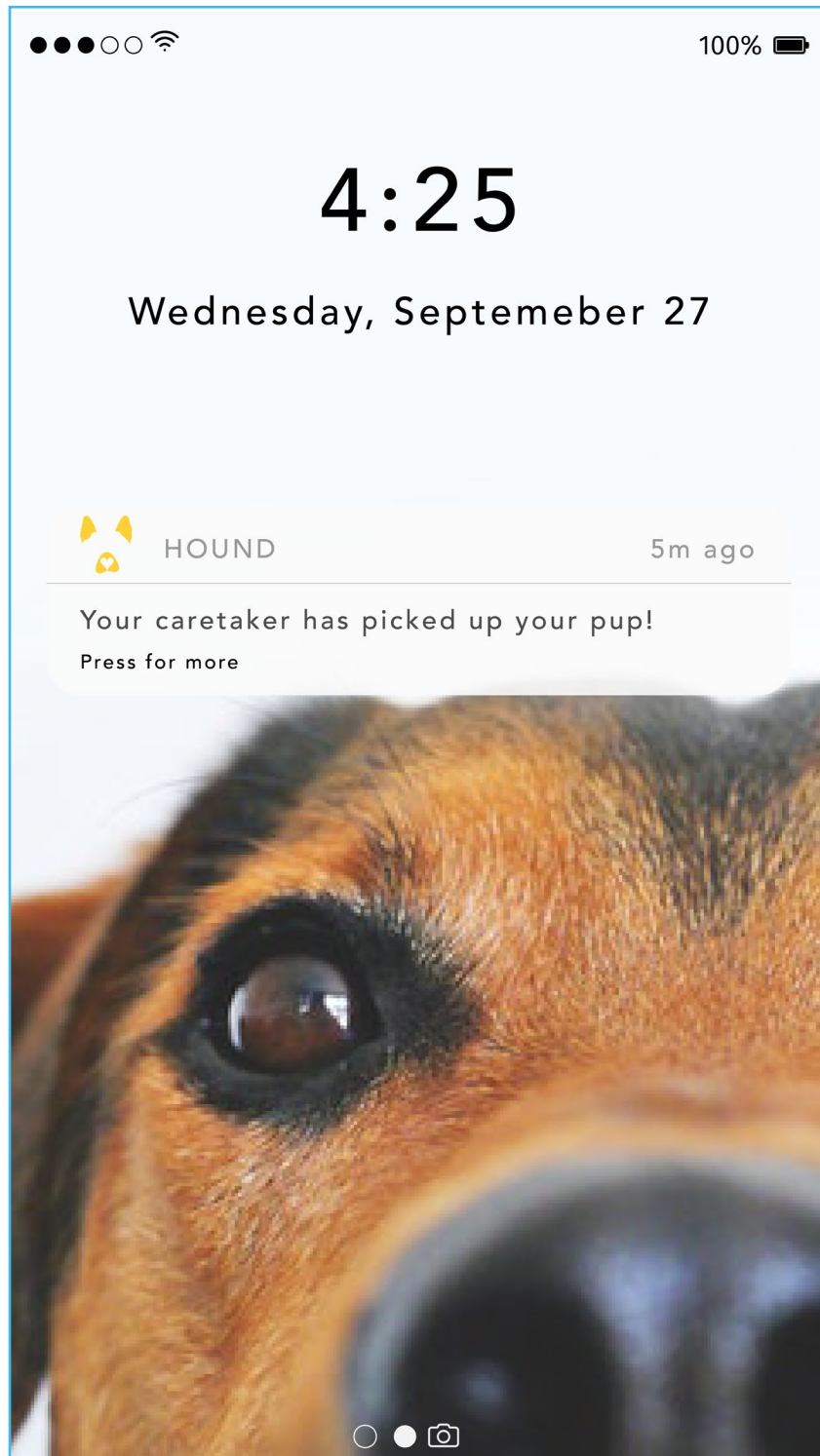
**OWNER VERSION**



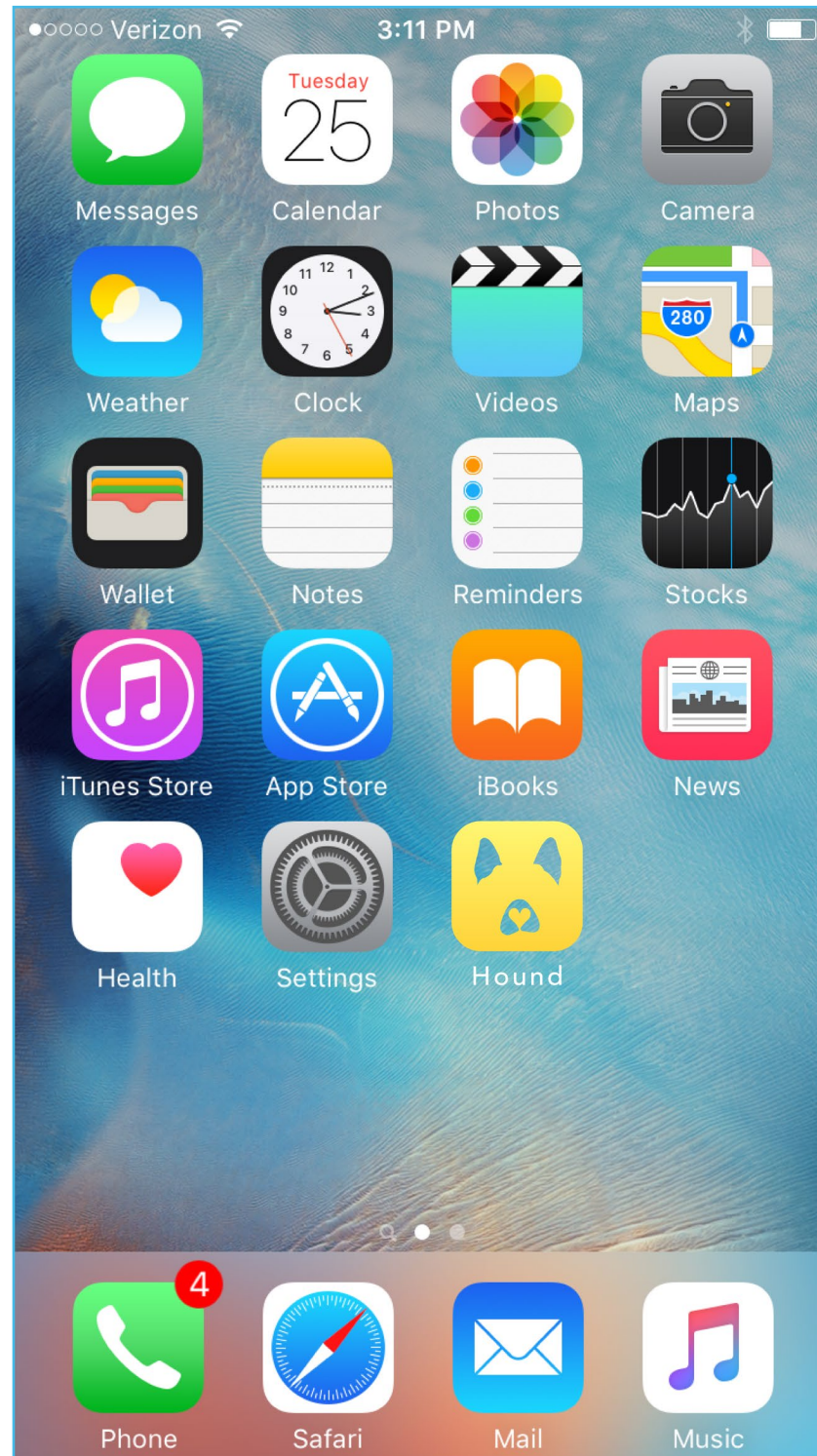
**LOW FIDELITY**

# OWNER

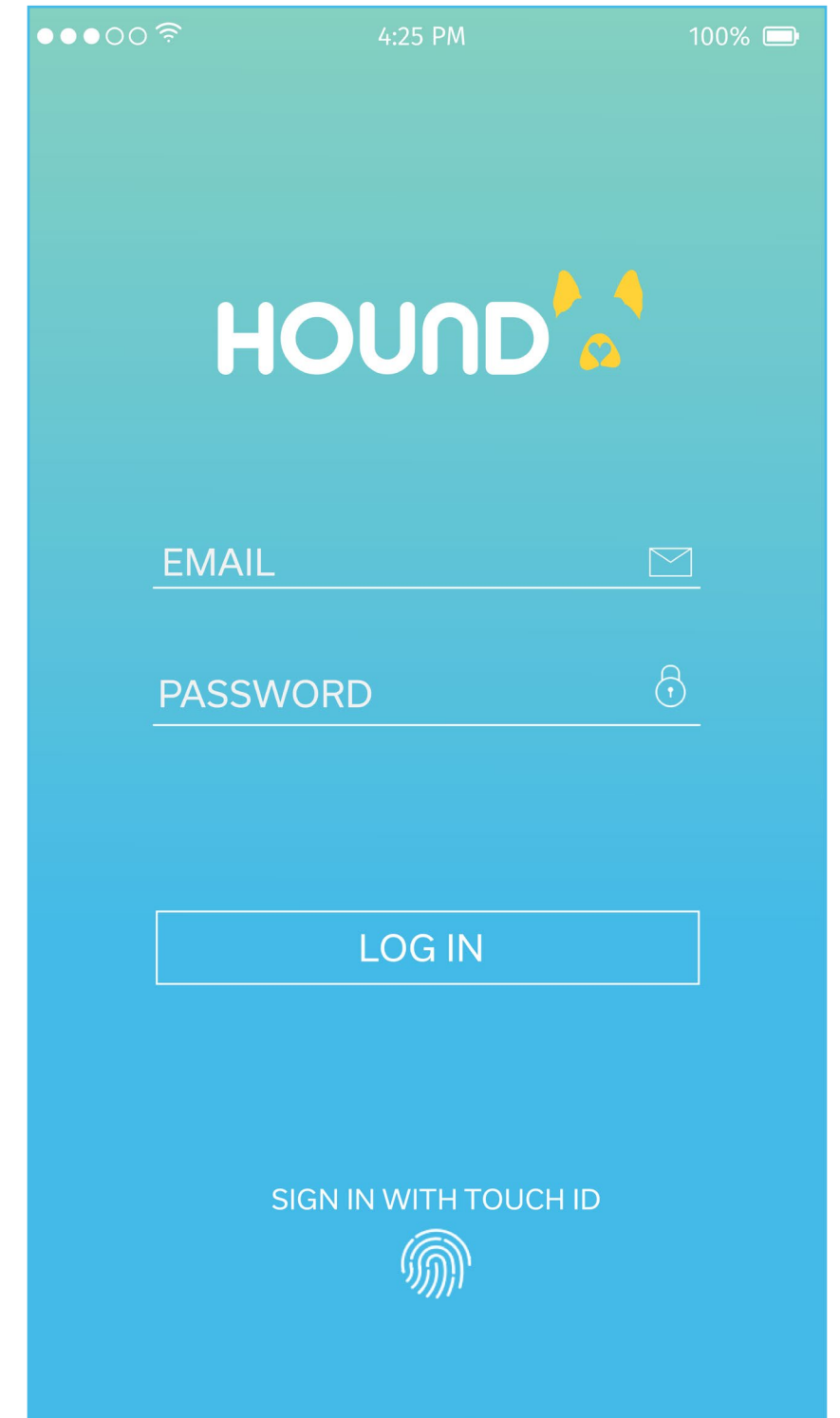
Lock Screen



iPhone Home

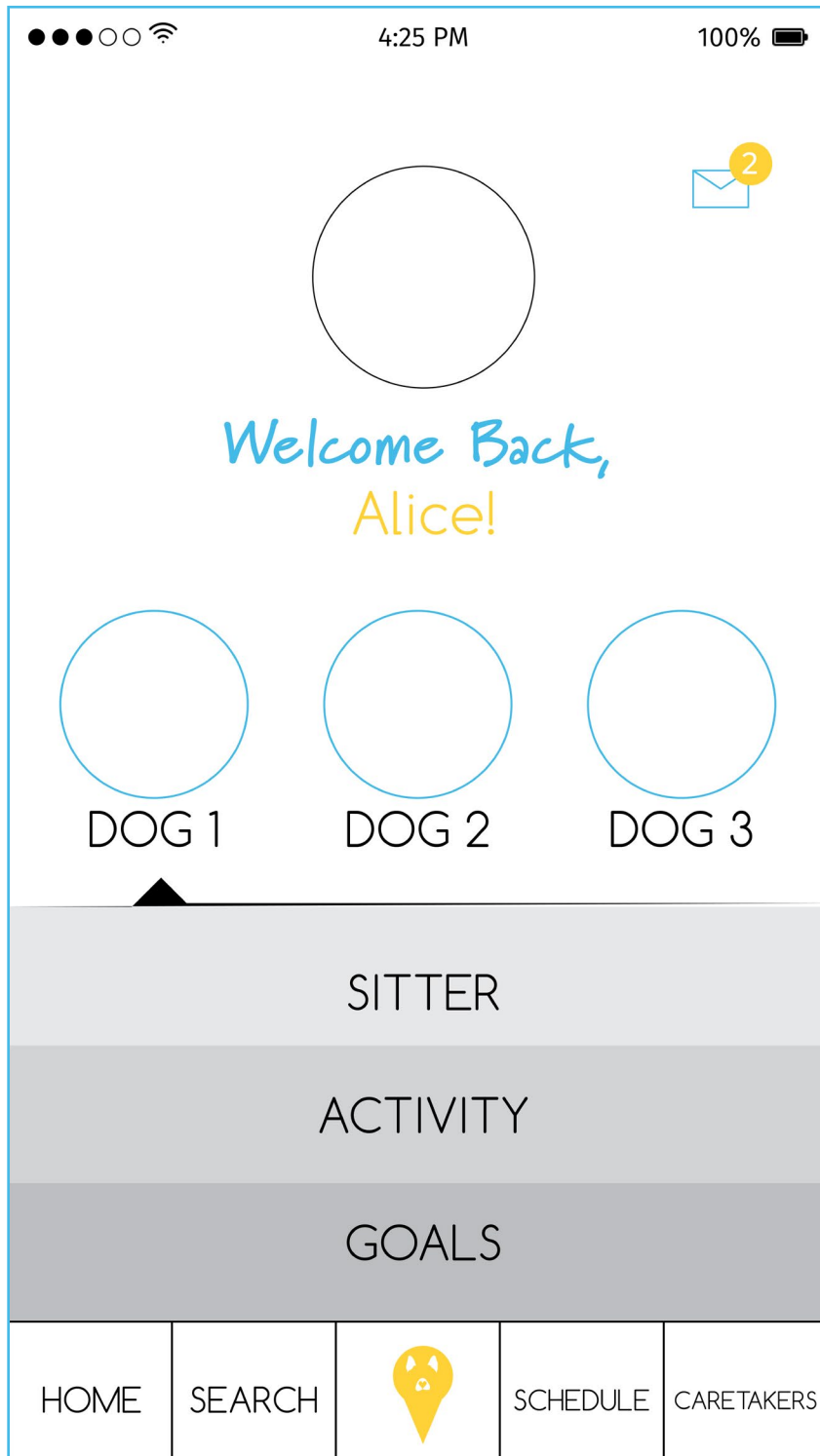


Sign In

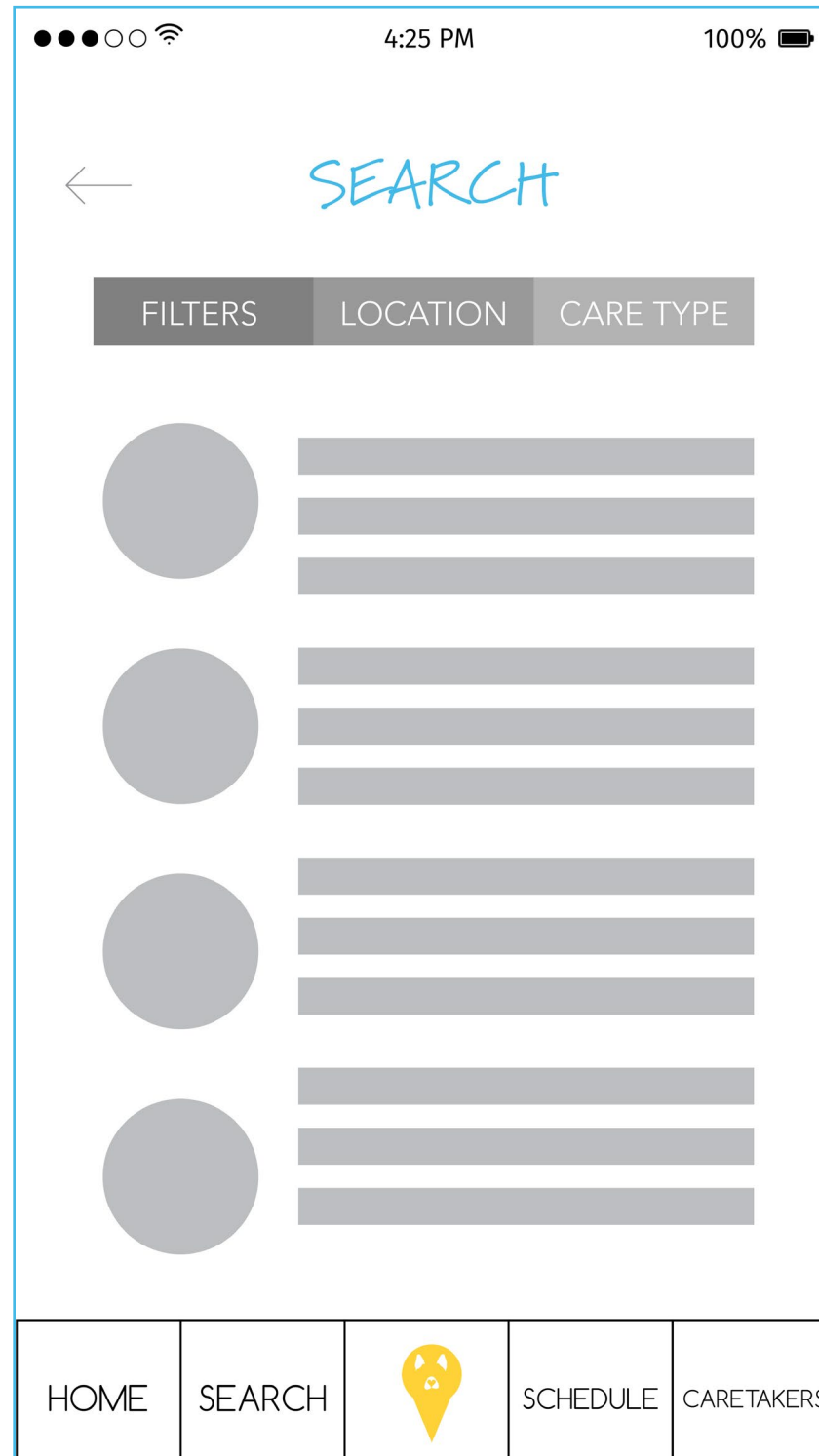


# OWNER

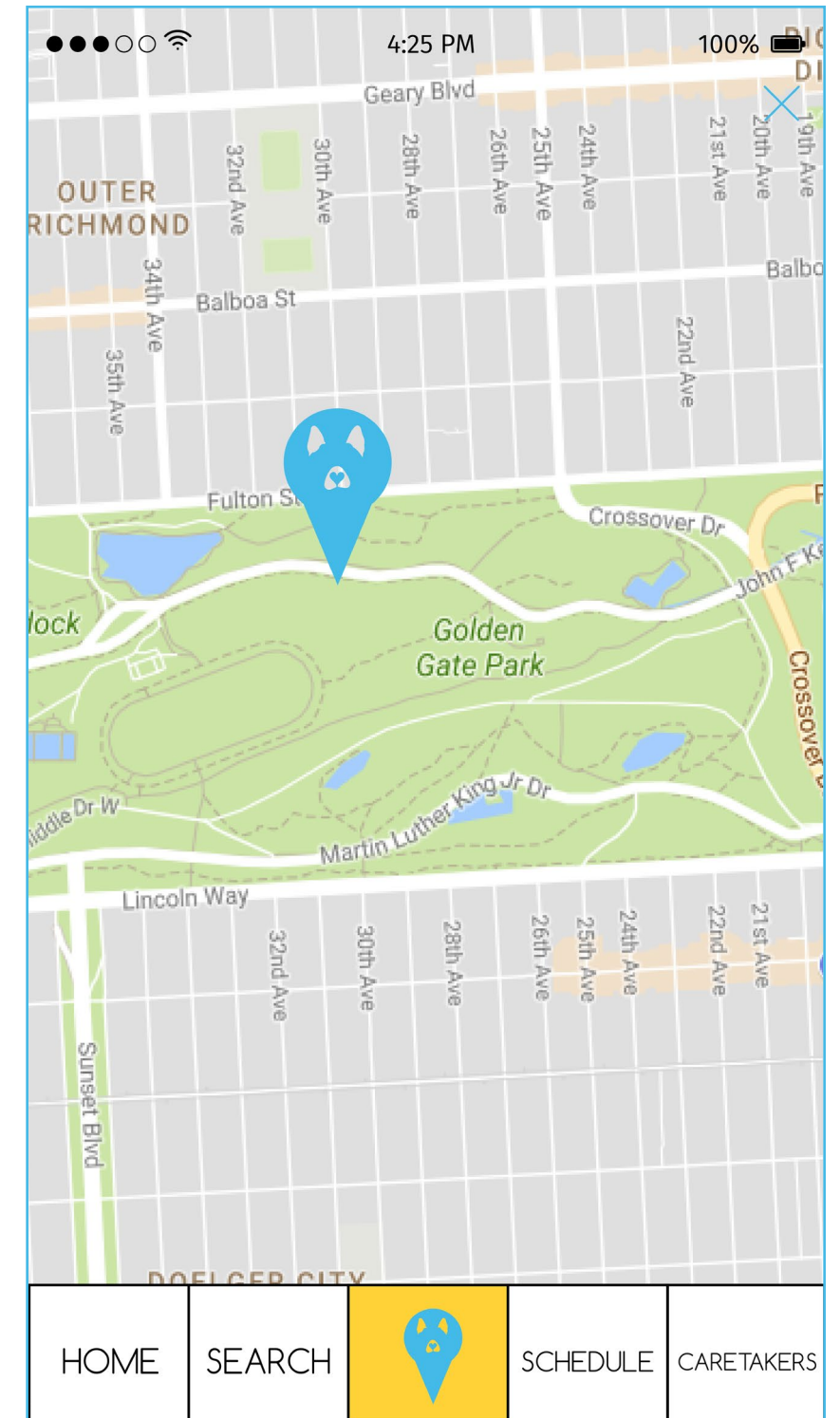
## Home



## Search



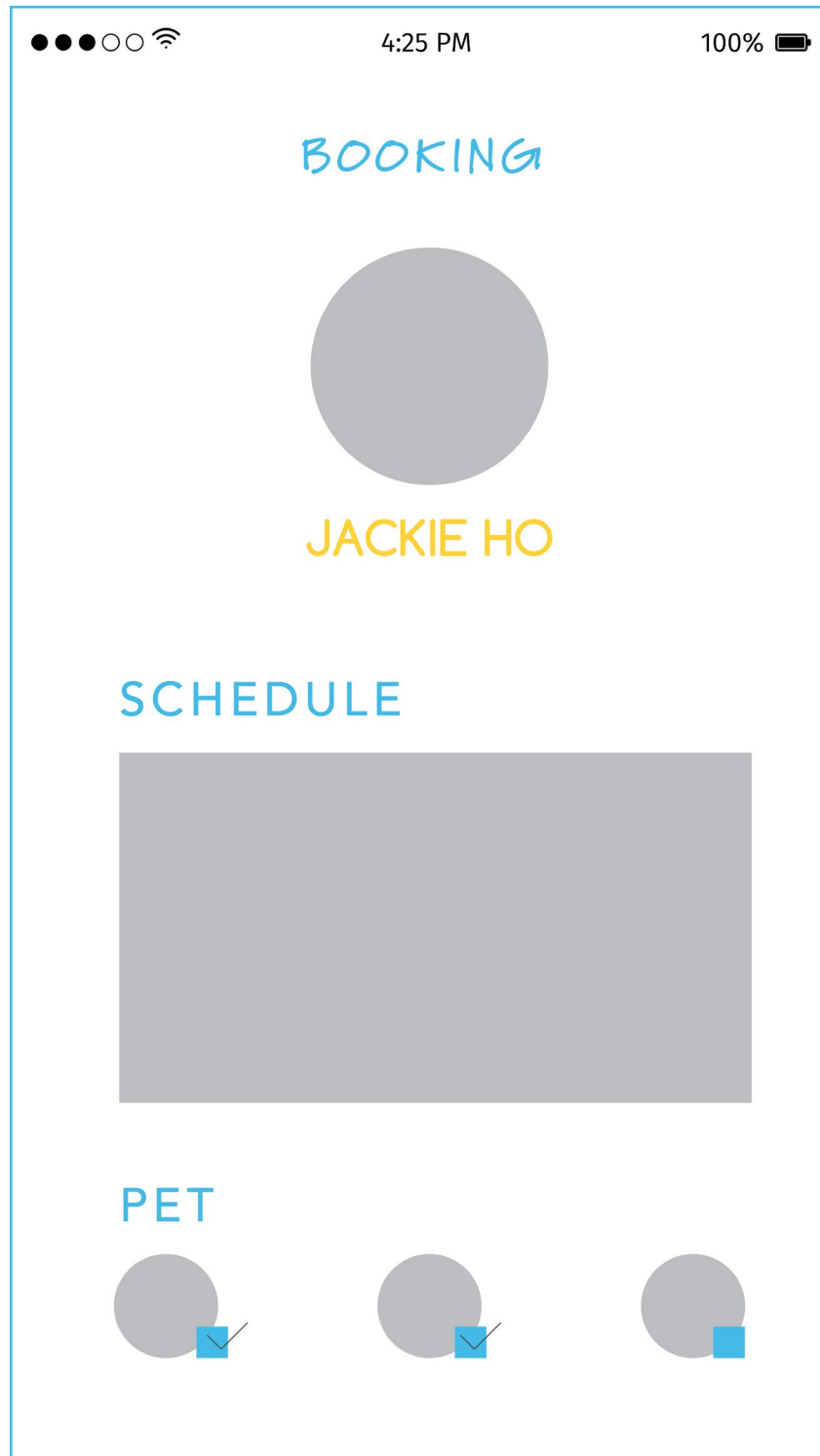
## Dog Location



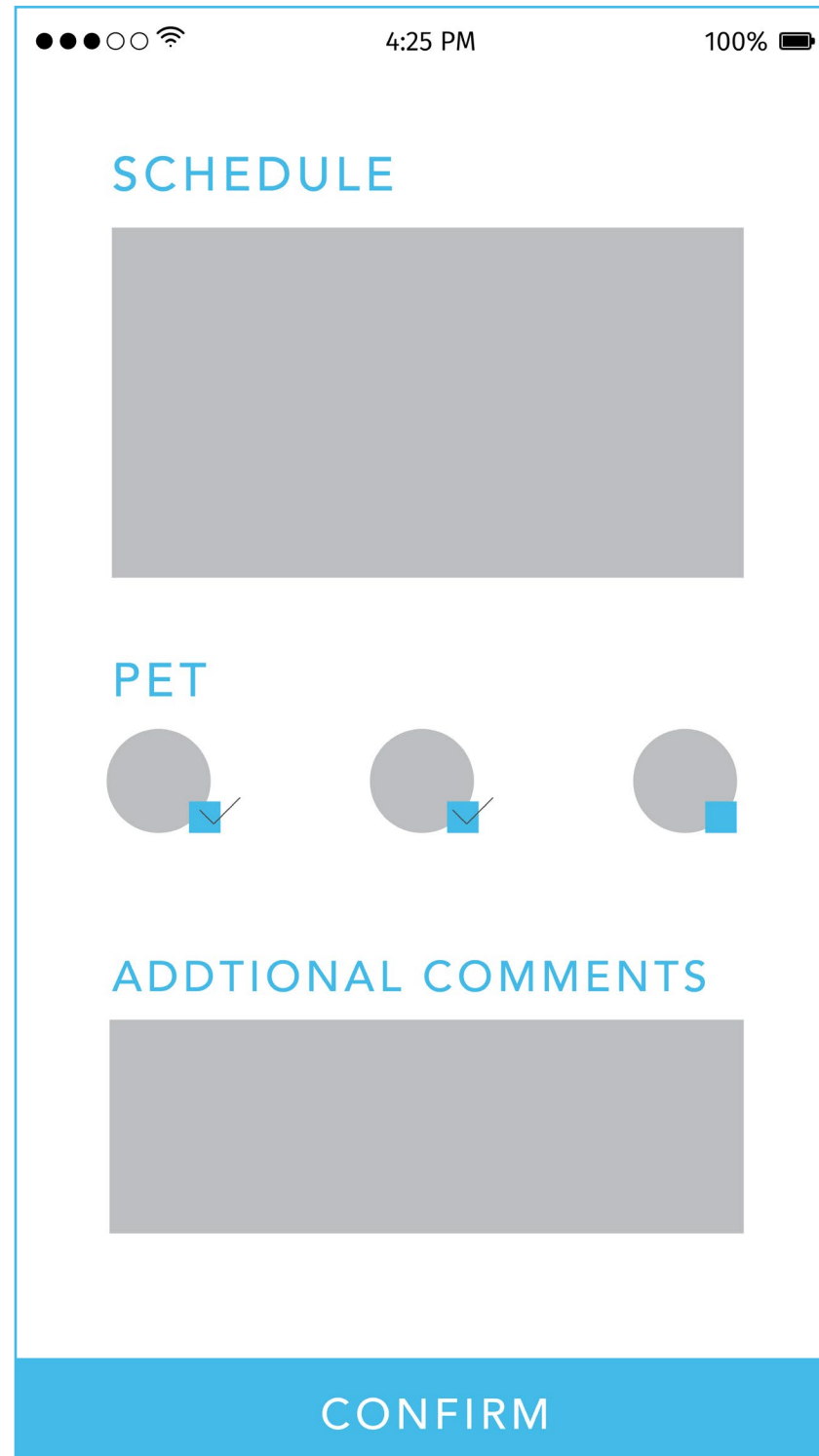


# OWNER

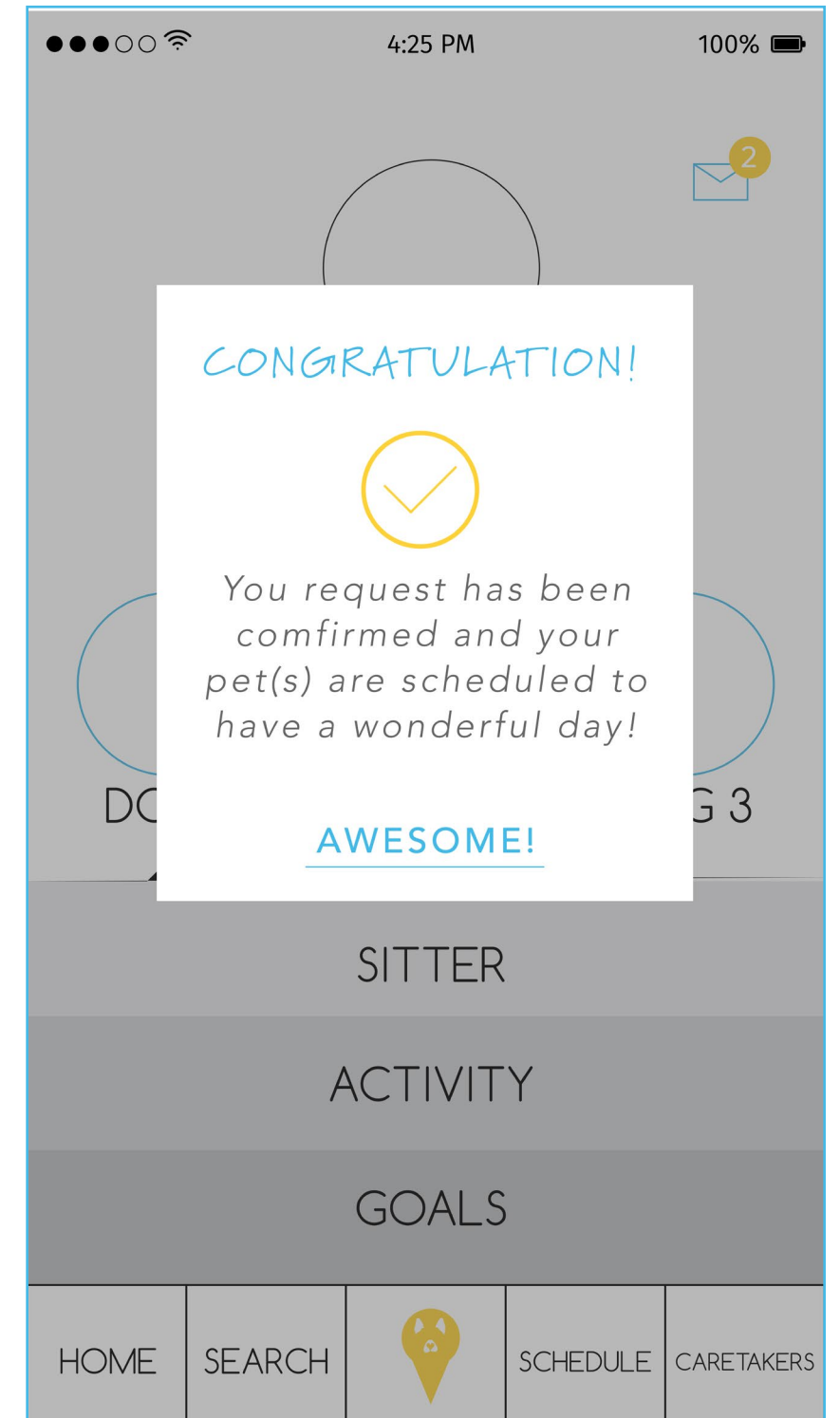
## Booking Pt.1



## Booking Pt.2

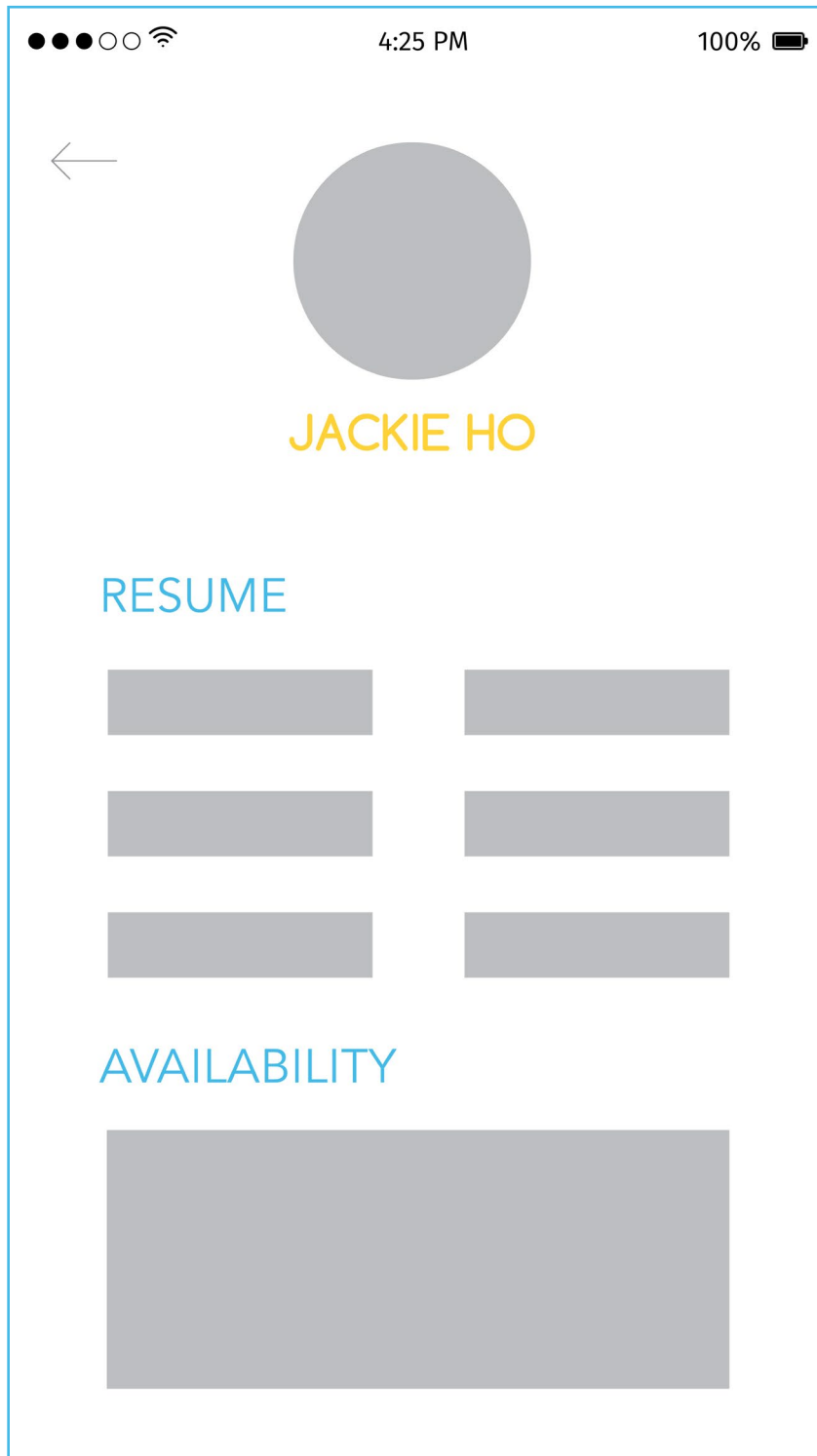


## Booking Confirm

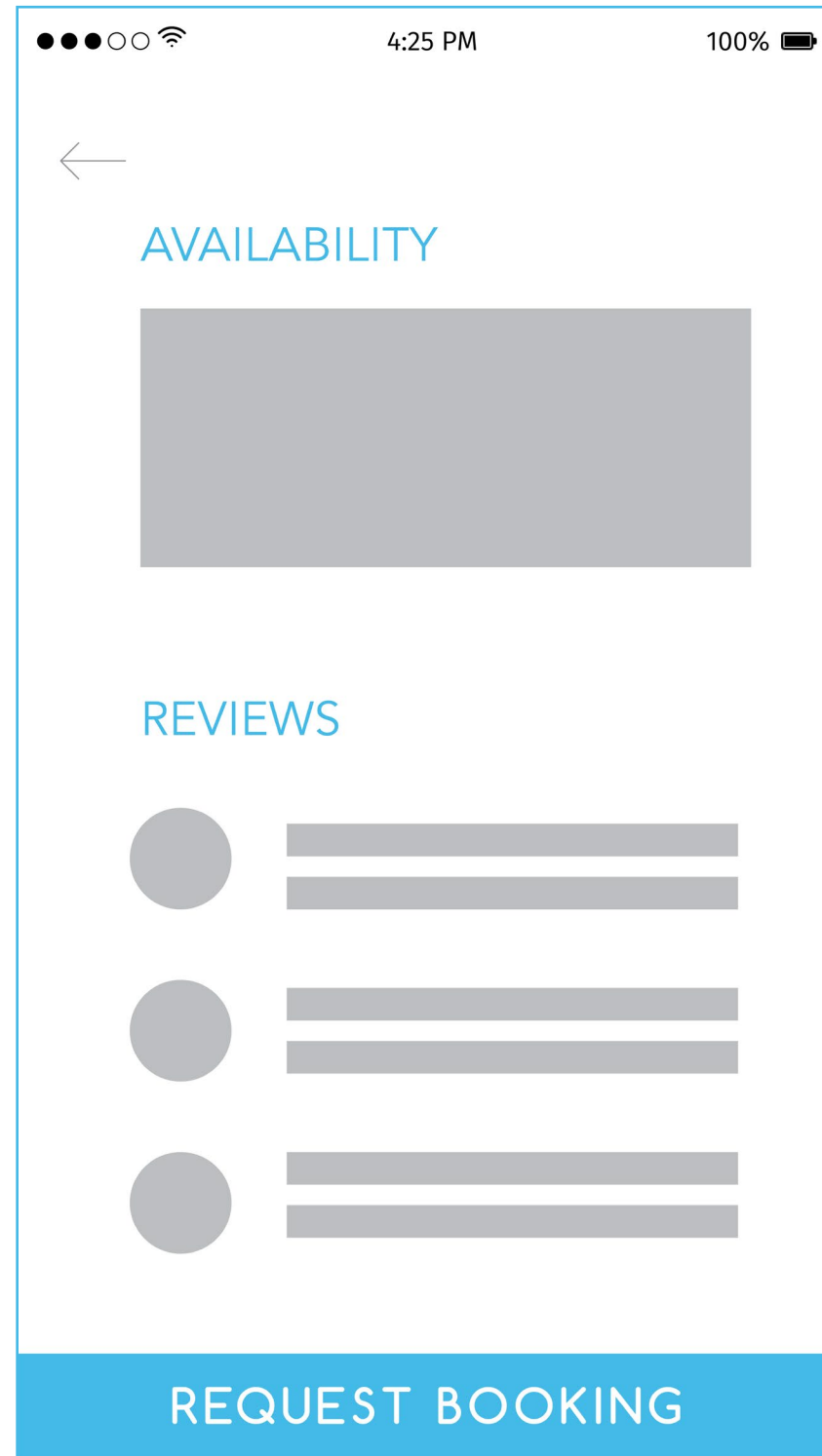


# OWNER

## Caretaker Profile Pt.1



## Caretaker Profile Pt.2



## Dog Profile



# MISSION

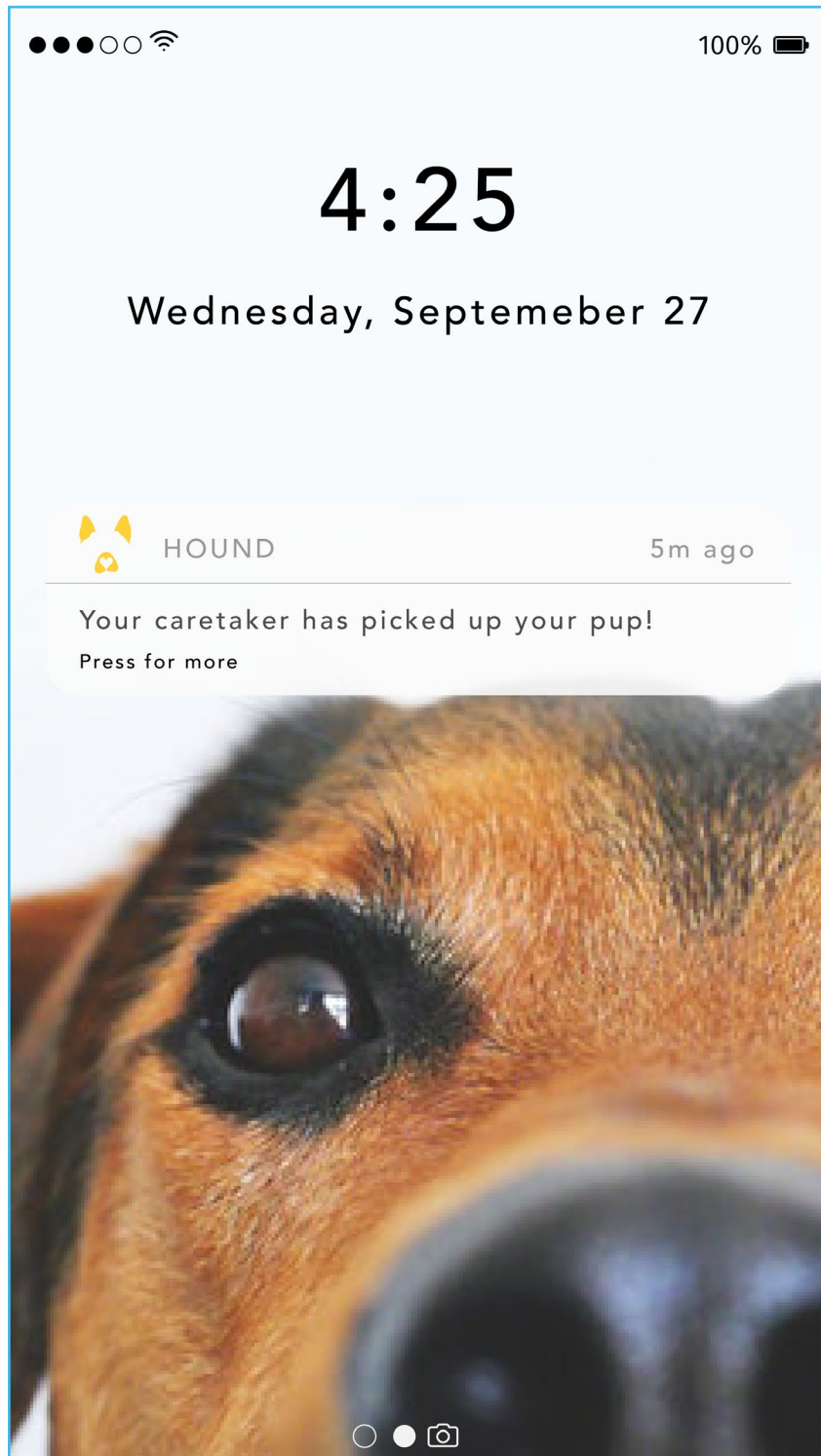
The main focus on the owner interface is to get to the dog's information as quickly as possible. The idea was to be able to jump to dog's activity or look for a sitter without going through multiple screens. The dog's care is the top priority. Based on these low fidelity wireframes, getting feedback on the overall look and function was tested by potential users.



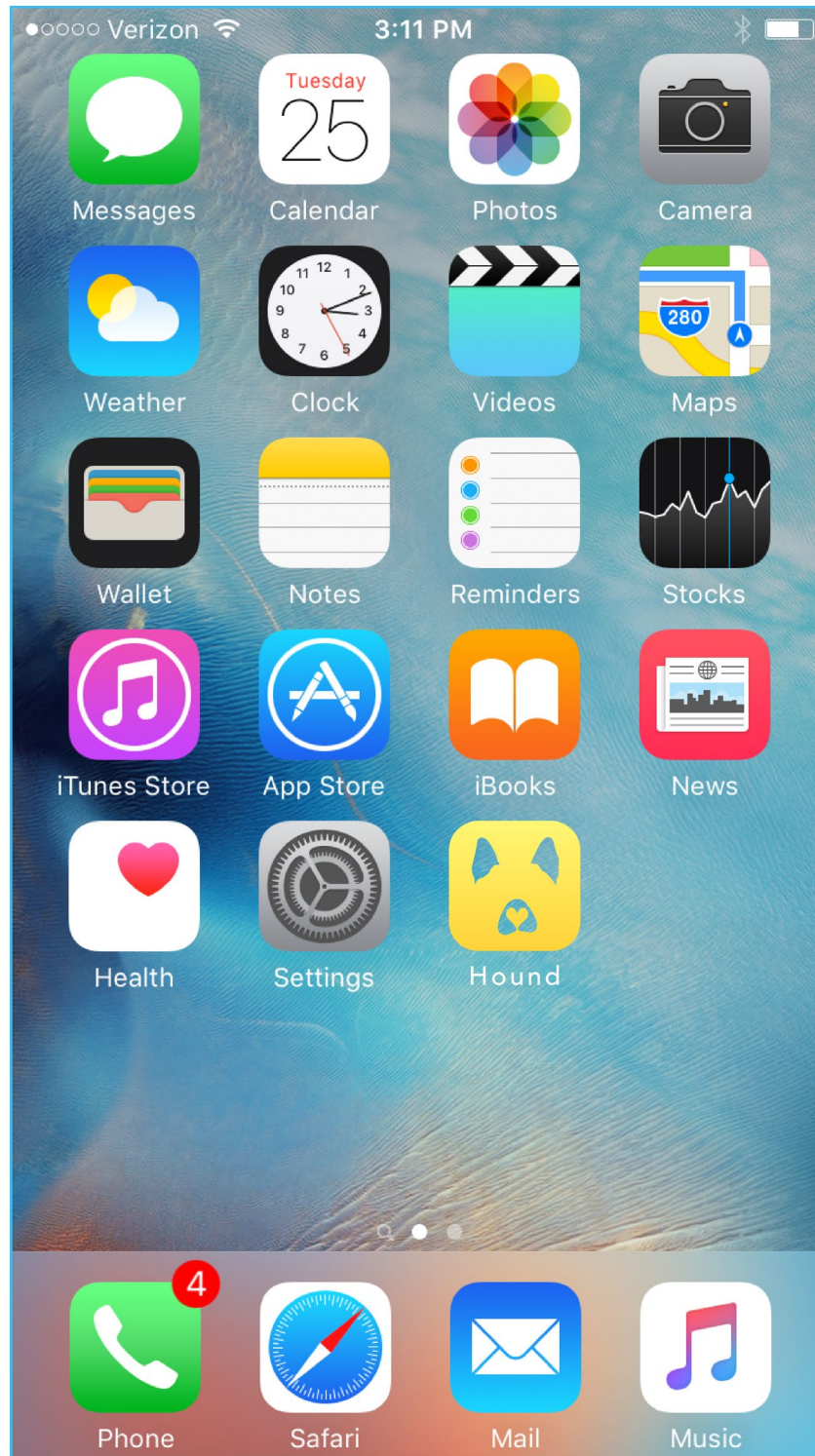
**MEDIUM FIDELITY**

# OWNER

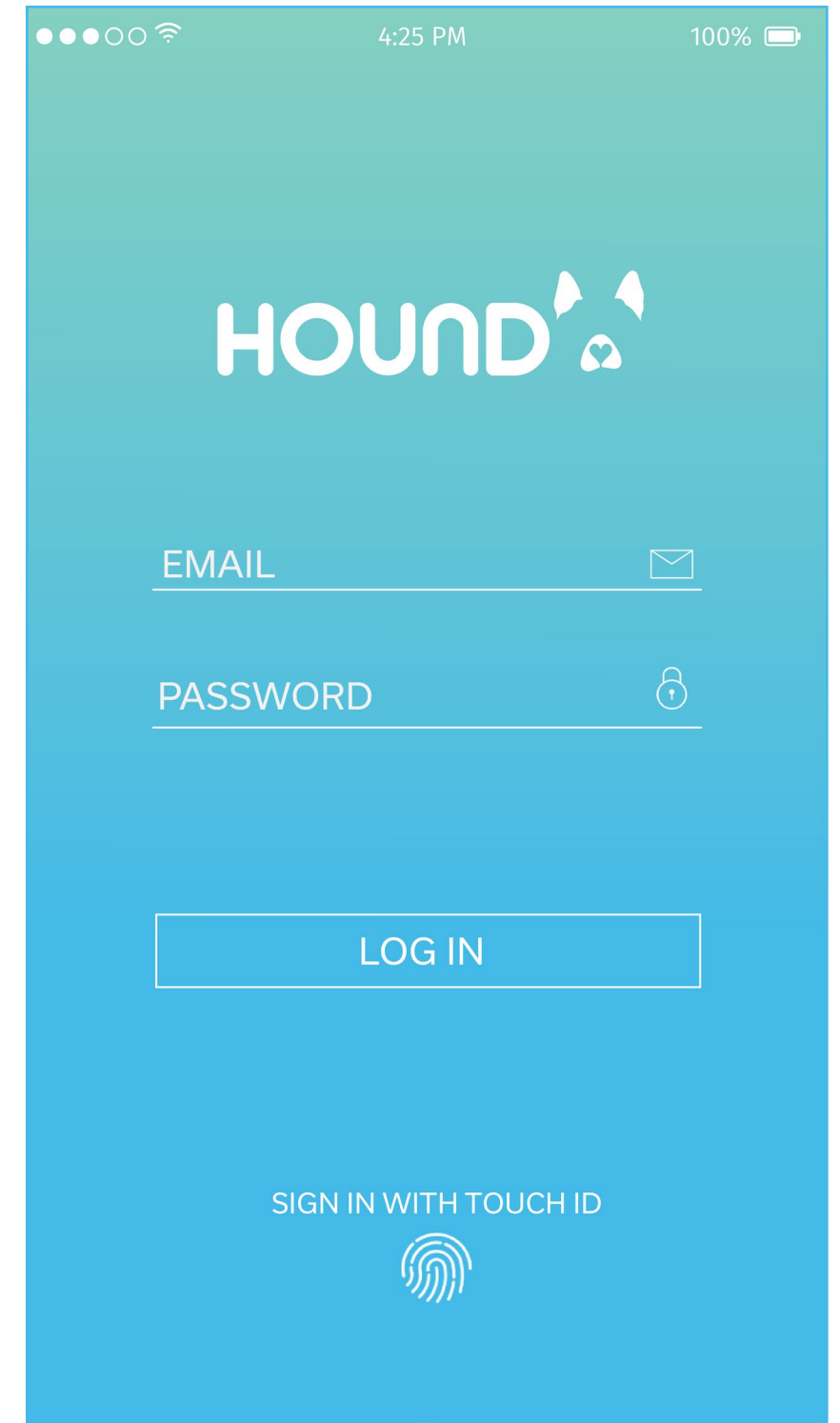
Lock Screen



iPhone Home



Sign In









# OWNER

## Home

4:25 PM 100%

Welcome Back, Alice!  

 **JASPER** 

**125** BPM  
Heart Rate

Mood  
Relaxed






Activity  
Stationary

[View Sitter](#)

[View Activity](#)

**Daily Goals** [Edit Goals](#)


- 8:00 AM ● MORNING WALK
- 10:00 AM ● DOG GOOMERS
- 11:00 AM ○ LUNCH AND NAP
- 1:00 PM ○ DOG PARK

 Search  Activity  Location  Schedule  Settings

## Search

4:25 PM 100%

Find A Care Taker [Cancel](#)

Berkeley, California 

Availability Dates




< October 2017 >

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Choose Mile Radius

5 35 150

Type of Care

-  Short Care
-  All Day Care
-  Over Night Stay

[Find Care Taker](#)

## Dog Location

4:25 PM 100%



[HOME](#) [SEARCH](#)  [SCHEDULE](#) [CARETAKERS](#)



# OWNER

## Booking Pt.1


4:25 PM 100%

← Jackie Ho

< October 2017 >

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Summary

 JASPER

October 26, 2017

All Day Care

Select Pick up Time: 8:00 AM

Select Drop Off Time: 3:00 AM

Continue

## Booking Pt.2

4:25 PM 100%

← Jasper Jackie Ho

October 26, 2017

All Day Care

Select Pick up Time: 8:00 AM

Select Drop Off Time: 3:00 AM

Schedule

- MORNING WALK AT 8:00 AM
- DOG GROOMERS AT 10:00 AM [SEE LOCATION](#)
- LUNCH AND NAP AT 11:00 AM
- DOG PARK AT 1:00 PM
- USE RESTROOM AT 2:30 PM
- TAKE HOME AT 3:00 PM

+ Add To Schedule

Additional Comments

Proceed To Payment


## Booking Confirm

4:25 PM 100%


Confirmed

✓

You have successfully booked

 Jasper

With

 Jackie Ho

For

October 26, 2017

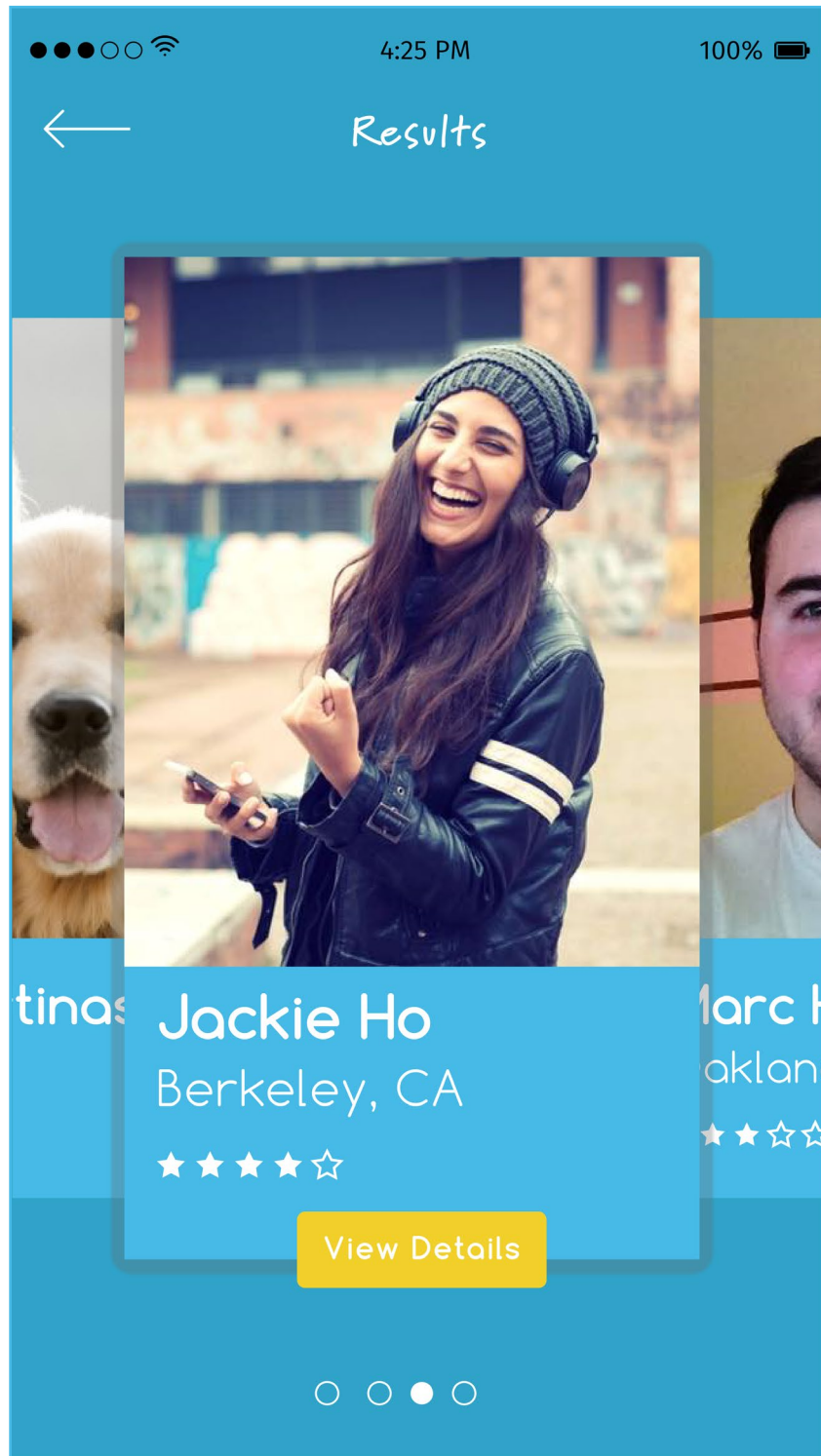
8:00 AM — 3:00 AM

All Day Care

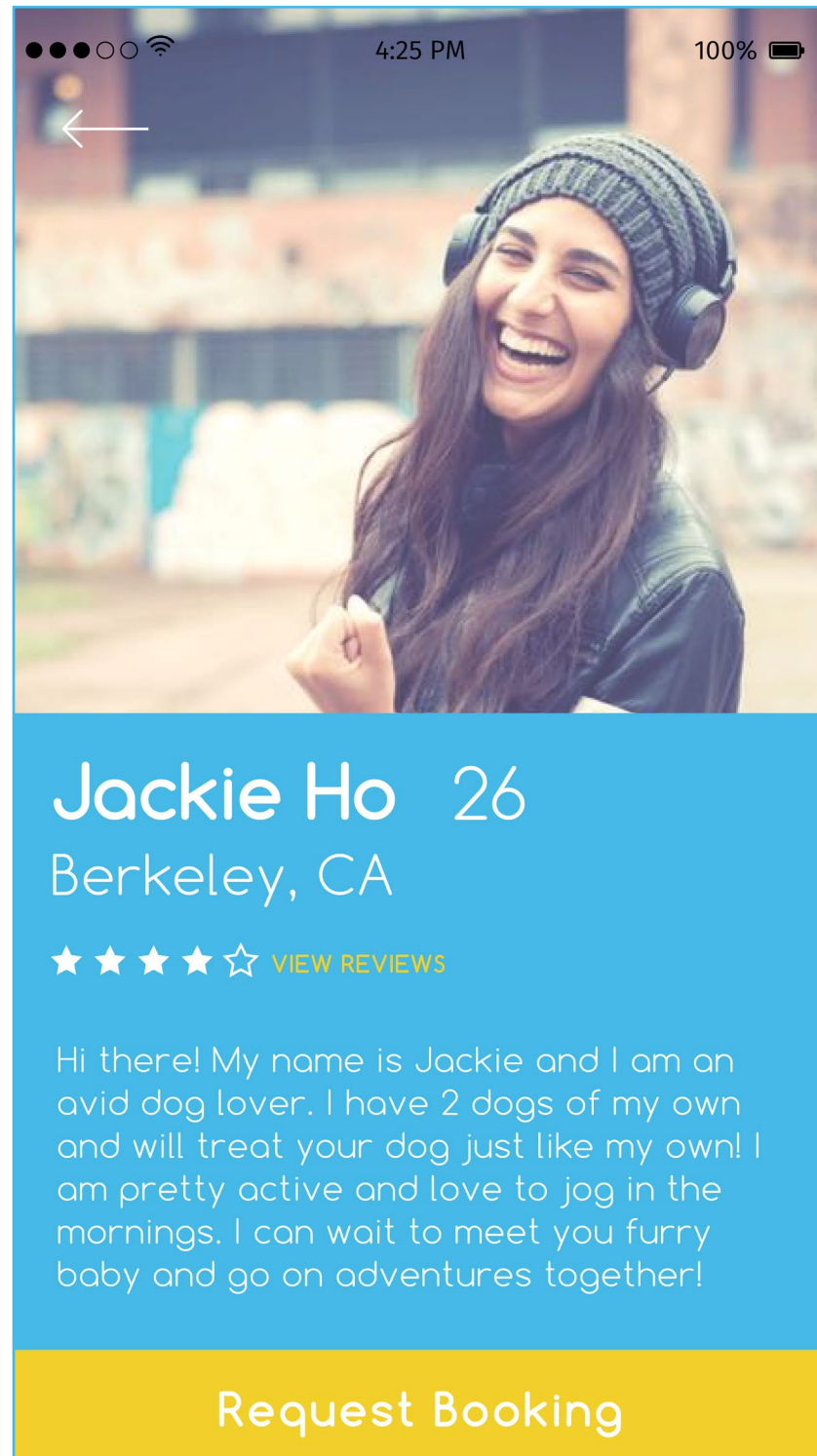
Great!

# OWNER

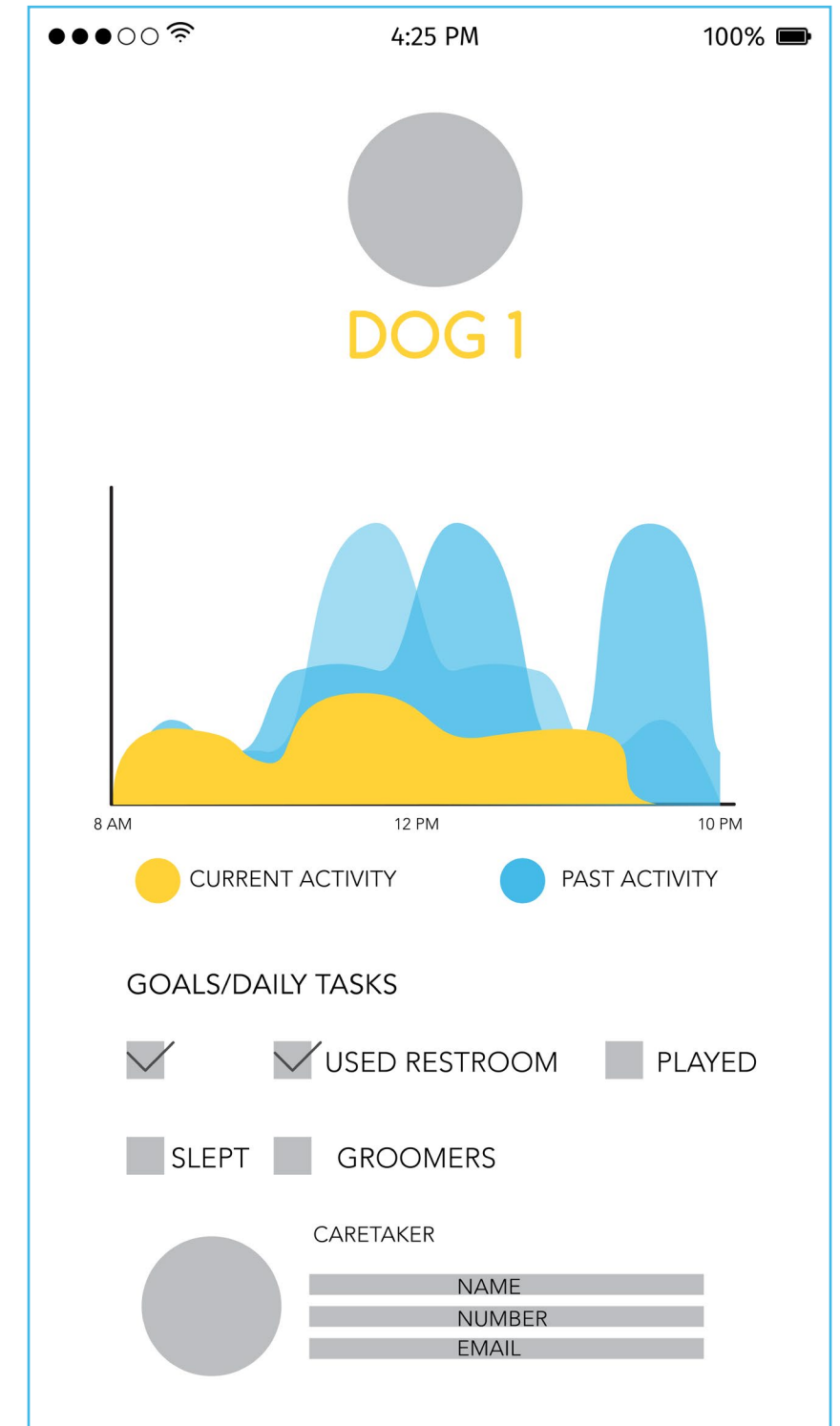
## Caretaker Profile Pt.1



## Caretaker Profile Pt.2



## Dog Profile



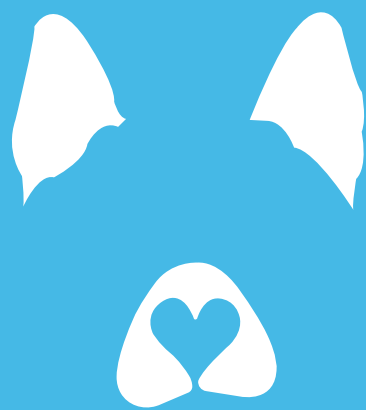
# FEEDBACK

After much deliberation and testing, the feedback was as follow:

-Since the dog's activity and care is the top priority, it was suggested to move the dog's activity to the home page so that is the first thing the owner will see. Heart rate, pet mood, and active status will be seen.

-Another suggestion is to have an overview of the dog's schedule and see what part of the schedule the sitter is on next.

-Searching for sitter should be set up by calendar and type of sitter care since sitter may not be available at the times you want. This can help filter out sitter and find one that is available.

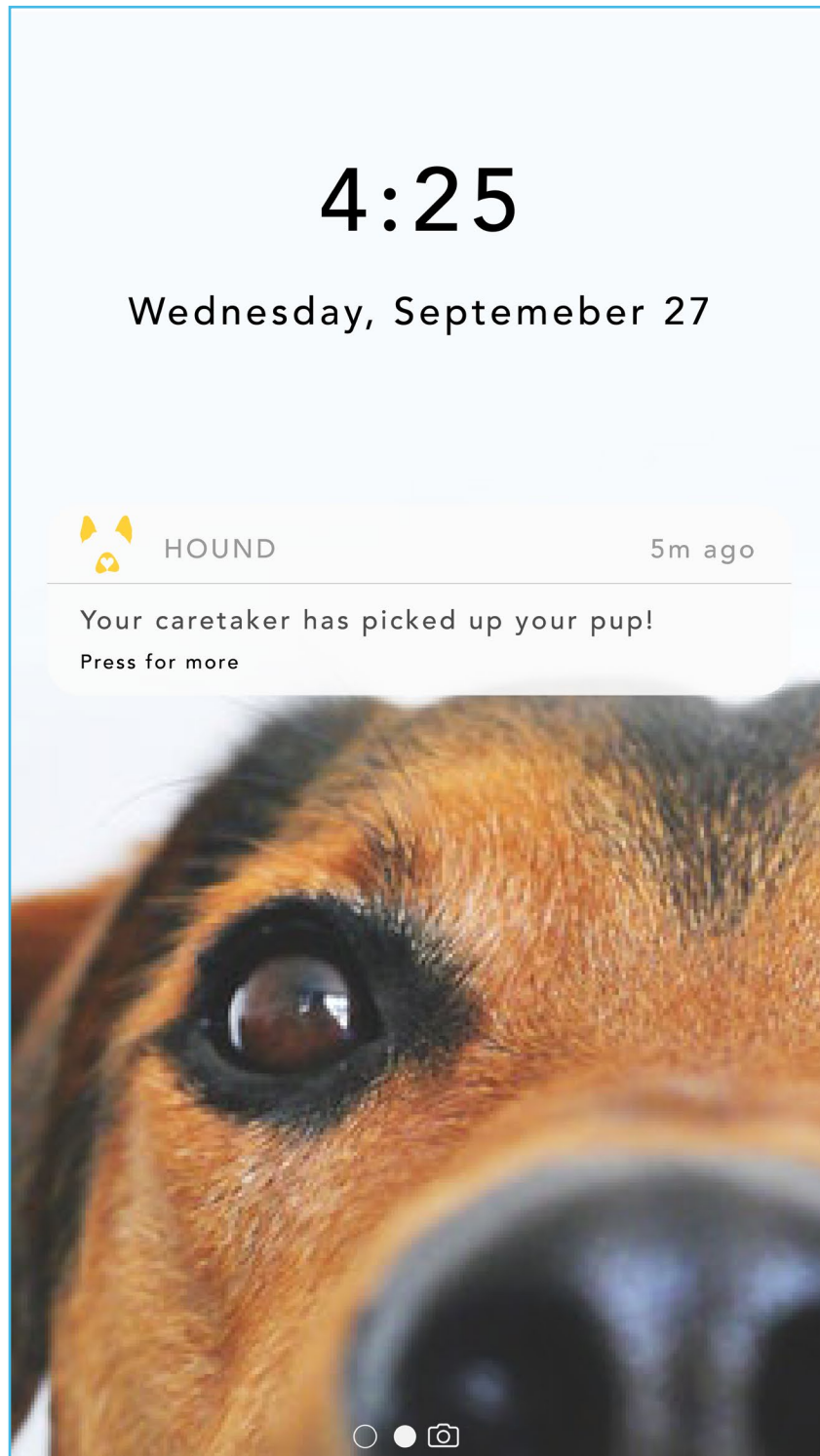


**HIGH FIDELITY**

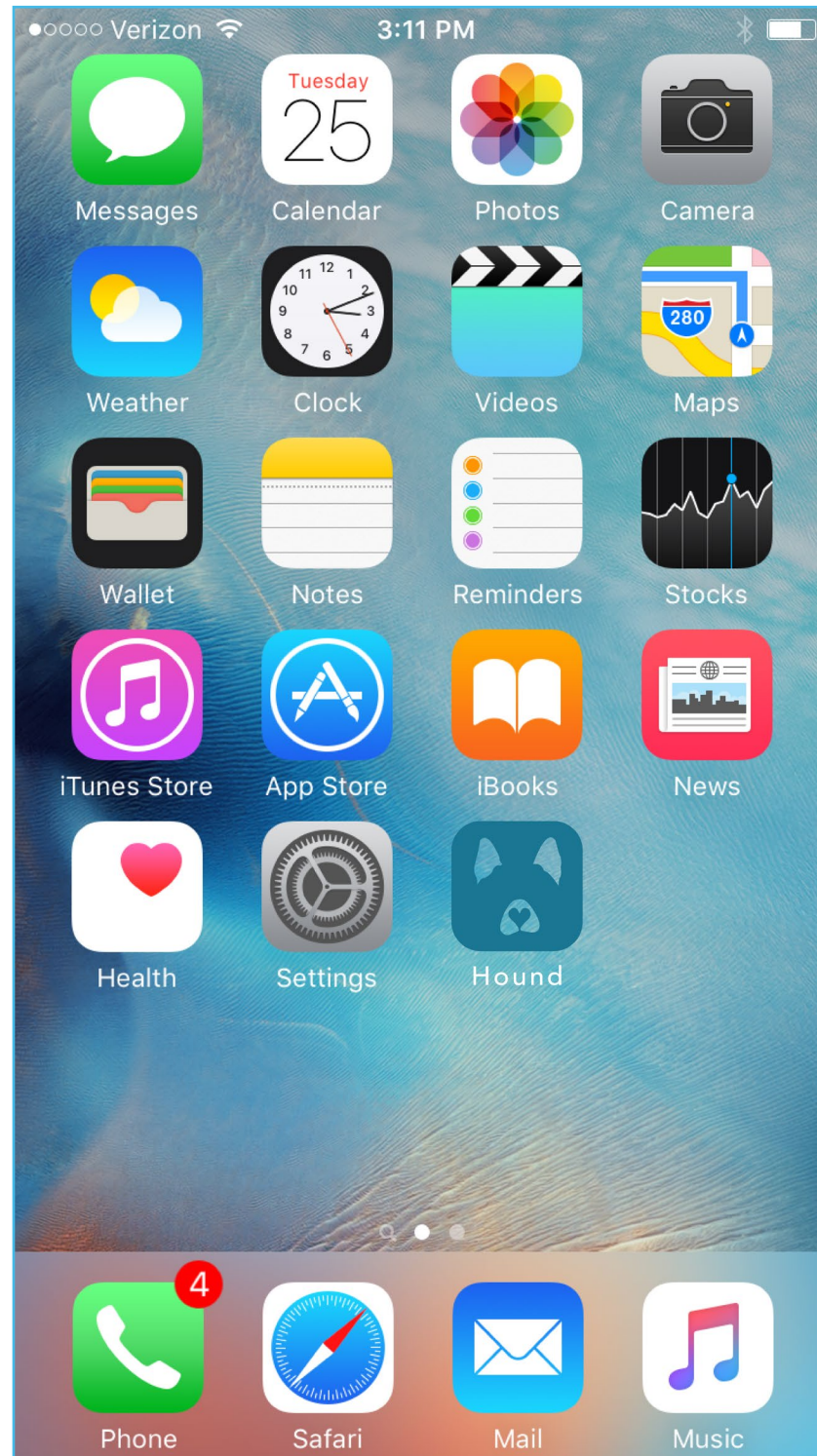


# OWNER

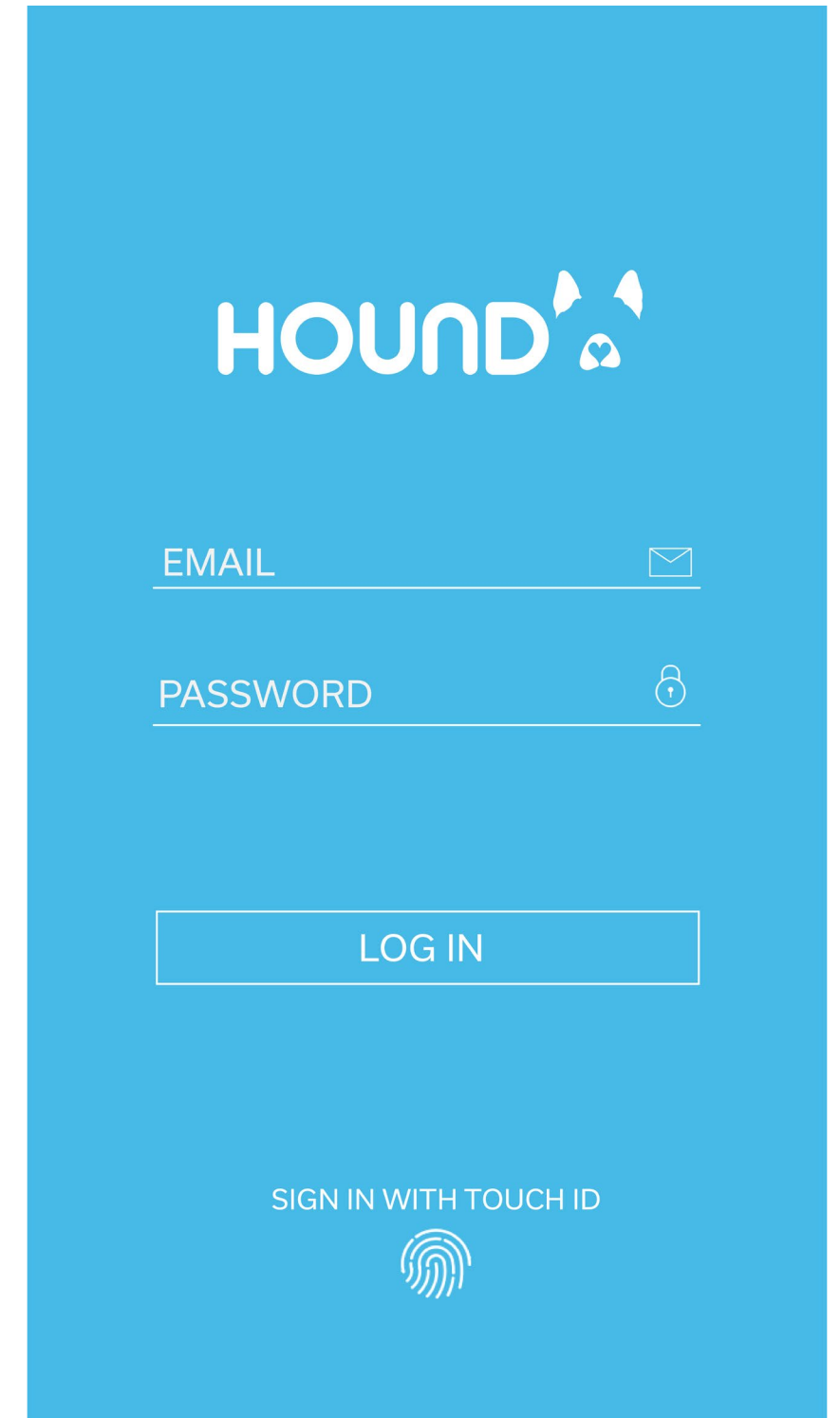
Lock Screen



iPhone Home







Sign In



# OWNER

## Home

**JASPER** 



# 125

**BPM**  
Heart Rate

Mood  
Relaxed

Activity  
Stationary

[View Sitter](#)

[View Activity](#)

### Daily Goals






[Edit Goals](#)

8:00 AM ● MORNING WALK

10:00 AM ● **DOG GOOMER**

11:00 AM ○ LUNCH AND NAP


1:00 PM ○ DOG PARK

 Search  Activity  Location  Schedule  Settings

## Search

### Find A Care Taker

[Cancel](#)



#### Availability Dates


< **October** 2017 >


S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


#### Choose Mile Radius

5 35 150

#### Type of Care


  
Short Care

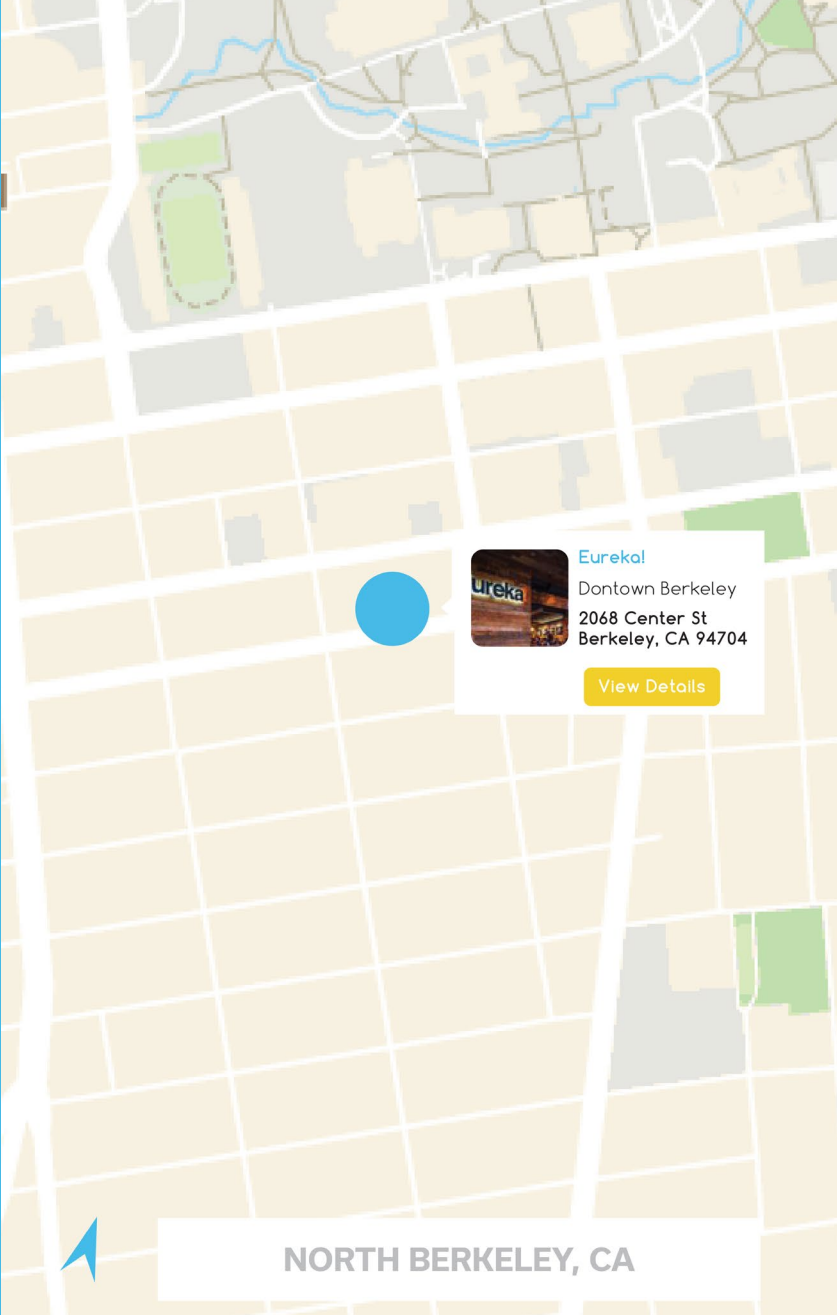
  
All Day Care


  
Over Night Stay

[Find Care Taker](#)

## Dog Location

 **Current Location**



**Eureka!**  
Downtown Berkeley  
2068 Center St  
Berkeley, CA 94704  
[View Details](#)


[NORTH BERKELEY, CA](#)



# OWNER

## Booking Pt.1


←


 Jackie Ho

< **October** 2017 >

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Summary

 **JASPER**

 **October 26, 2017**



Select Pick up Time    Select Drop Off Time


All Day Care    8:00 AM    3:00 AM

**Continue**

## Booking Pt.2

←

 Jasper     Jackie Ho

 **October 26, 2017**

Select Pick up Time    Select Drop Off Time

All Day Care    8:00 AM    3:00 AM

**Schedule**

- MORNING WALK AT 8:00 AM
- DOG GROOMERS AT 10:00 AM **SEE LOCATION**
- LUNCH AND NAP AT 11:00 AM
- DOG PARK AT 1:00 PM
- USE RESTROOM AT 2:30 PM
- TAKE HOME AT 3:00 PM


**+ Add To Schedule**

**Additional Comments**


**Proceed To Payment**

## Booking Confirm


**Confirmed**



You have successfully booked

 Jasper


With

 Jackie Ho

For

**October 26, 2017**

8:00 AM — 3:00 PM


 All Day Care

**Great!**

# OWNER

## Caretaker Profile Pt.1

← Results




**Jackie Ho**  
Berkeley, CA  
★★★★☆

[View Details](#)

○ ○ ● ○

## Caretaker Profile Pt.2



←



**Jackie Ho 26** AVAILABILITY ●  
Berkeley, CA  
★★★★☆ VIEW REVIEWS

Hi there! My name is Jackie and I am an avid dog lover. I have 2 dogs of my own and will treat your dog just like my own! I am pretty active and love to jog in the mornings. I can wait to meet you furry baby and go on adventures together!


Type of Care

 Short Care  All Day Care

[Request Booking](#)





## Dog Profile

🏠 EDIT PROFILE




**Jasper**  
Berkeley, CA  
★★★★★ VIEW REVIEWS

Loves:

 Running  Swimming  Fetch  Other Dogs

Owner

 **Alice Love**  
2535 Etna St, Berkeley, California  
925.675.0987

# FEEDBACK

After the second round of testing was more focus on visuals and visibility for those who have a difficult time viewing certain screens. The following feedback goes as follow:

- It was suggested to tone down the yellow due to its strong appearance. It became distracting.

- For the schedule overview on the home page, questions were raised if the yellow dots mean the task was complete or if the is the current task the sitter was on. To fix the issue, it was changed to gray out the tasks that were done and bolden the current task.

- It was suggested to tone down the gradient since the white was starting the blend into the light yellow/green color.

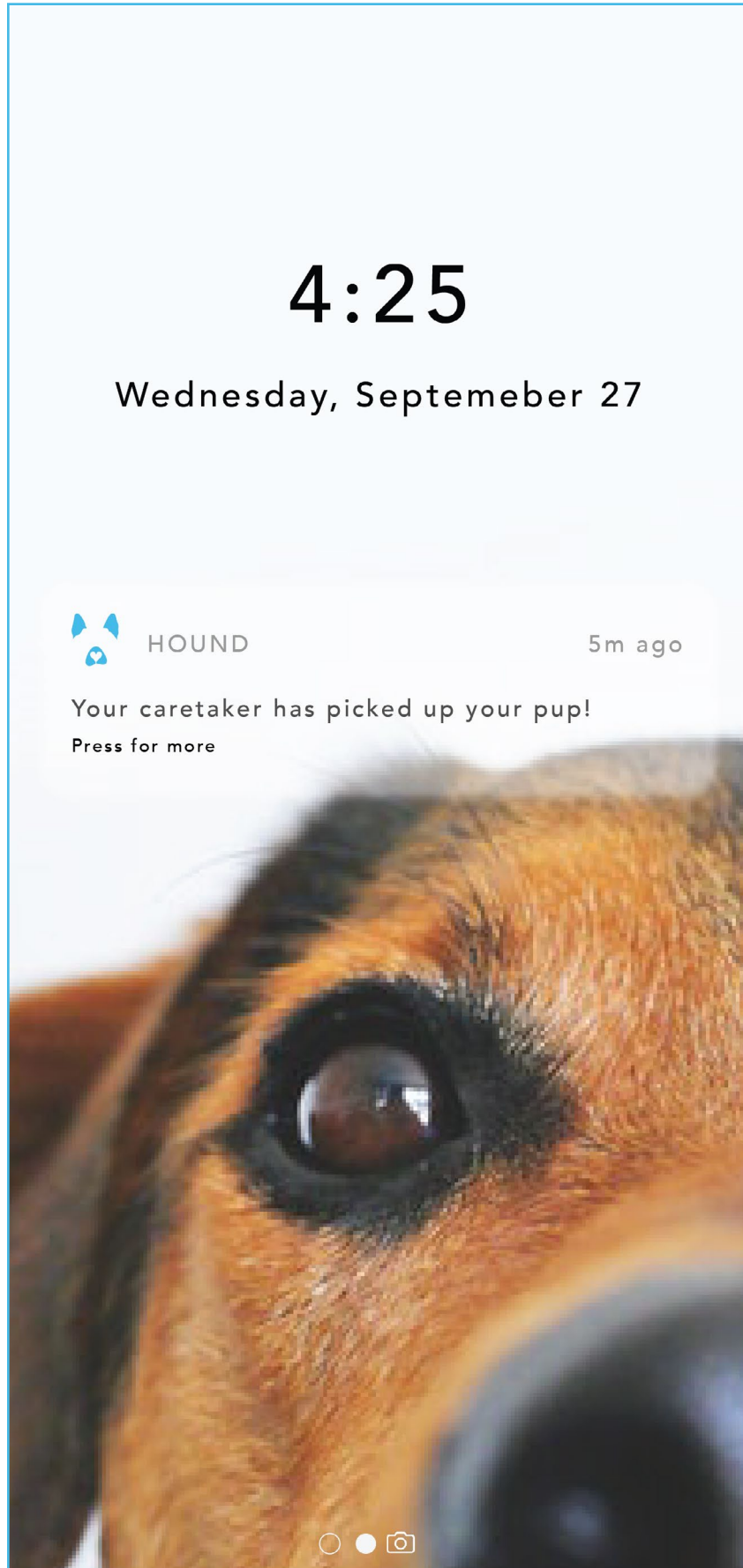


**FINAL**

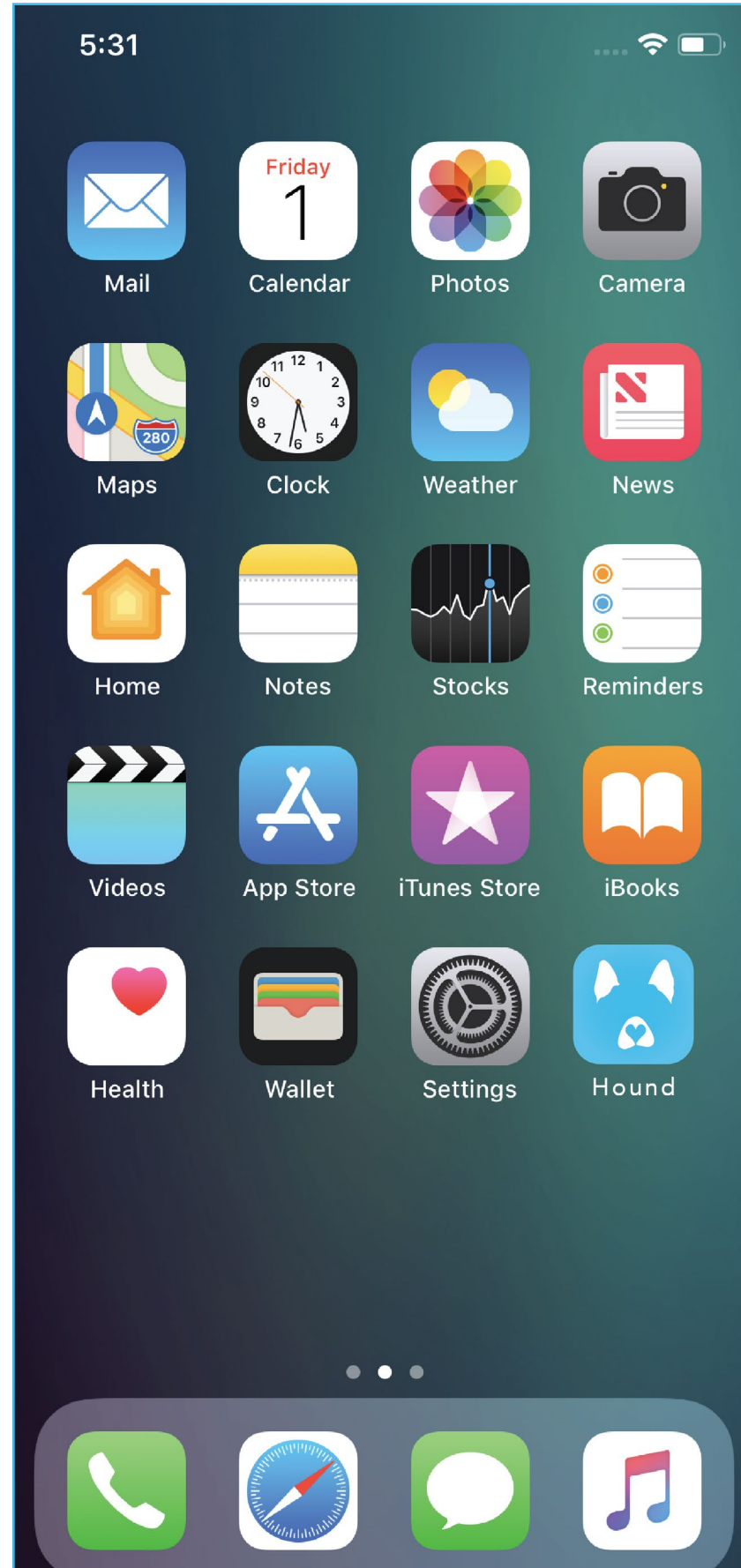


# OWNER

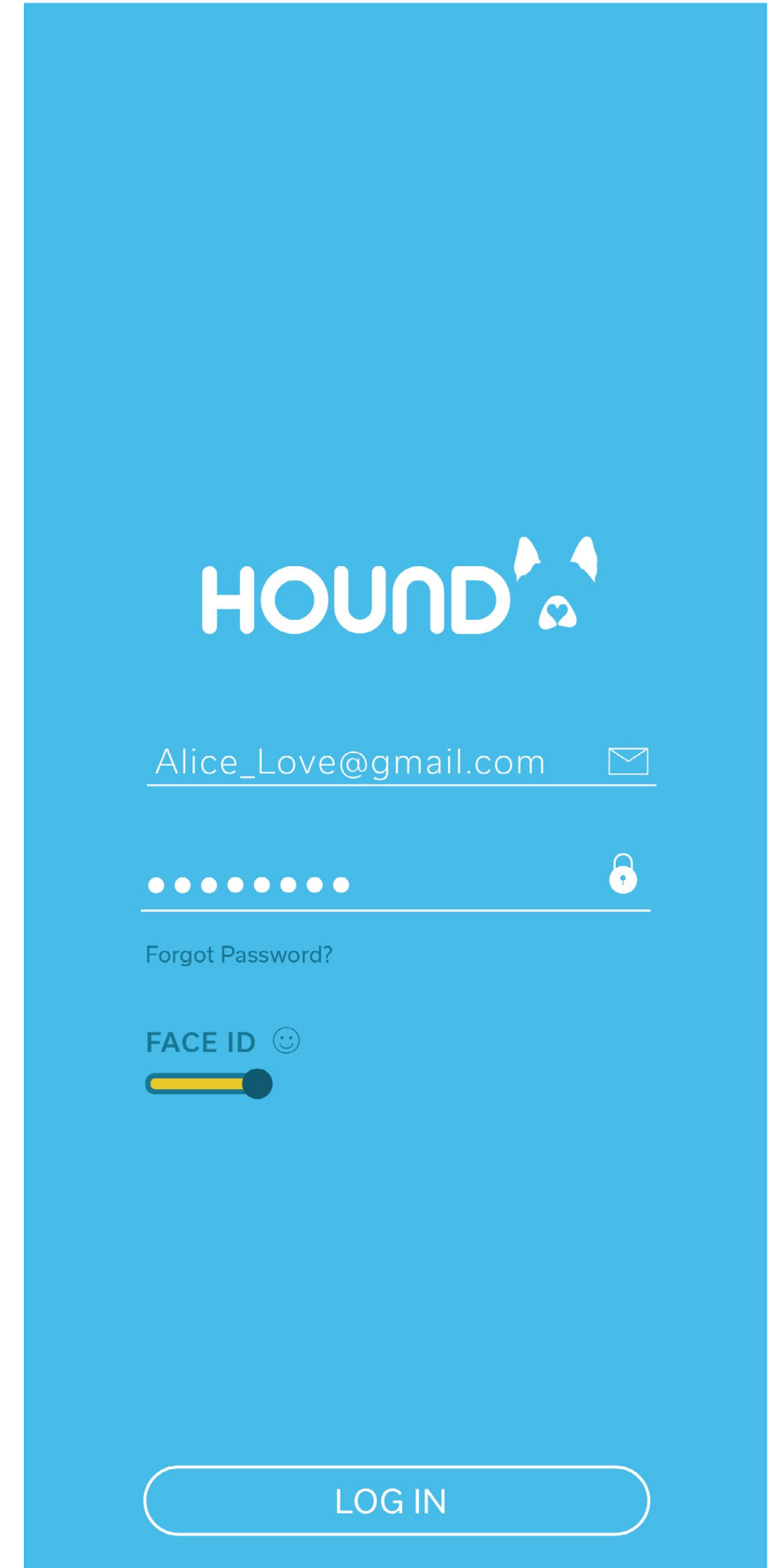
Lock Screen



iPhone Home







Sign In



# OWNER

## Home

**JASPER** 



# 125

**BPM**  
Heart Rate

Mood  
Relaxed

Activity  
Stationary

[View Sitter](#)

[View Activity](#)

### Daily Goals


[Edit Goals](#)

8:00 AM ● MORNING WALK




10:00 AM ● **DOG GOOMERS**


11:00 AM ○ LUNCH AND NAP

1:00 PM ○ DOG PARK




## Search

**JASPER** 



Cancel

### Find A Care Taker

Berkeley, California 

### Availability Dates


< **October** 2017 >


S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


### Choose Mile Radius

5 — 35 — 150


### Type of Care

 Short Care




 All Day Care


 Over Night Stay

FIND CARE TAKER

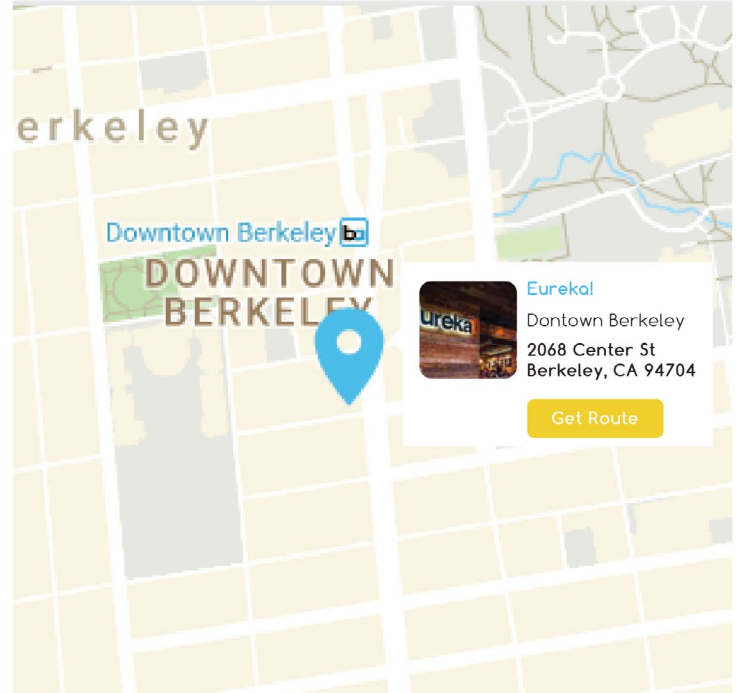


## Dog Location

**JASPER** 



### Last Location





**DOWNTOWN BERKELEY**

Eureka!  
Downtown Berkeley  
2068 Center St  
Berkeley, CA 94704

[Get Route](#)

### Sitter


**Jackie Ho**  
345.687.5768 [Send Message](#)





# OWNER


## Booking Pt.1


<  Jackie Ho

< **October** 2017 >

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Summary

 **JASPER**



 **October 26, 2017**


Select Pick up Time    Select Drop Off Time

**CONTINUE**

## Booking Pt.2

<  Jasper  Jackie Ho

 **October 26, 2017**

Select Pick up Time    Select Drop Off Time

**Schedule**

- MORNING WALK AT 8:00 AM
- DOG GROOMERS AT 10:00 AM [SEE LOCATION](#)
- LUNCH AND NAP AT 11:00 AM
- DOG PARK AT 1:00 PM
- USE RESTROOM AT 2:30 PM
- TAKE HOME AT 3:00 PM


[+ Add To Schedule](#)

**Additional Comments**


**PROCEED TO PAYMENT**

## Booking Confirm


**Confirmed**



You have successfully booked

 **Jasper**


With

 **Jackie Ho**

For

**October 26, 2017**

8:00 AM — 3:00 PM


 **All Day Care**

**GREAT!**

# OWNER

## Caretaker Profile Pt.1

Results



**Jackie Ho**  
Berkeley, CA  
★★★★☆

**View Details**

○ ○ ● ○

## Caretaker Profile Pt.2



**Jackie Ho 26** AVAILABILITY ●  
Berkeley, CA  
★★★★☆ VIEW REVIEWS


Hi there! My name is Jackie and I am an avid dog lover. I have 2 dogs of my own and will treat your dog just like my own! I am pretty active and love to jog in the mornings. I can wait to meet you furry baby and go on adventures together!

Type of Care

- Short Care
- All Day Care

REQUEST BOOKING

## Dog Profile



**Jasper**  
Berkeley, CA  
★★★★☆ VIEW REVIEWS

Loves:

- Running
- Swimming
- Fetch
- Other Dogs

Owner

**Alice Love**  
2535 Etna St, Berkeley, California  
925.675.0987

Emergency Contacts

**Diana Sherry**  
2519 Etna St, Berkeley, California  
925.543.1275

# FEEDBACK

After the third round of testing, the following changes were made:

-Users asked why was there a need for a tab for current location if the owner is trying to get the information as soon as possible. They prefer if the current location was on the home page instead of on it own page. The location was moved to the home page as a scroll or the user and tap the location icon on the home page and it will scroll them to the part of the home page with the location.



**CARETAKER**



**LOW FIDELITY**



# CARETAKER

## Sign In

4:25 PM 100%


**HOUND**  
CARE

EMAIL

PASSWORD

LOG IN

SIGN IN WITH TOUCH ID



## Home

4:25 PM 100%

Welcome Back, Jackie!

CURRENT JOBS

SYNC TRACKER

MESSAGES (2) JOBS JOBS NEAR ME

DOG FRIENDLY PLACES VETS NEAR ME PARKS NEAR ME

## Collar Sync

4:25 PM 100%

1 2 3

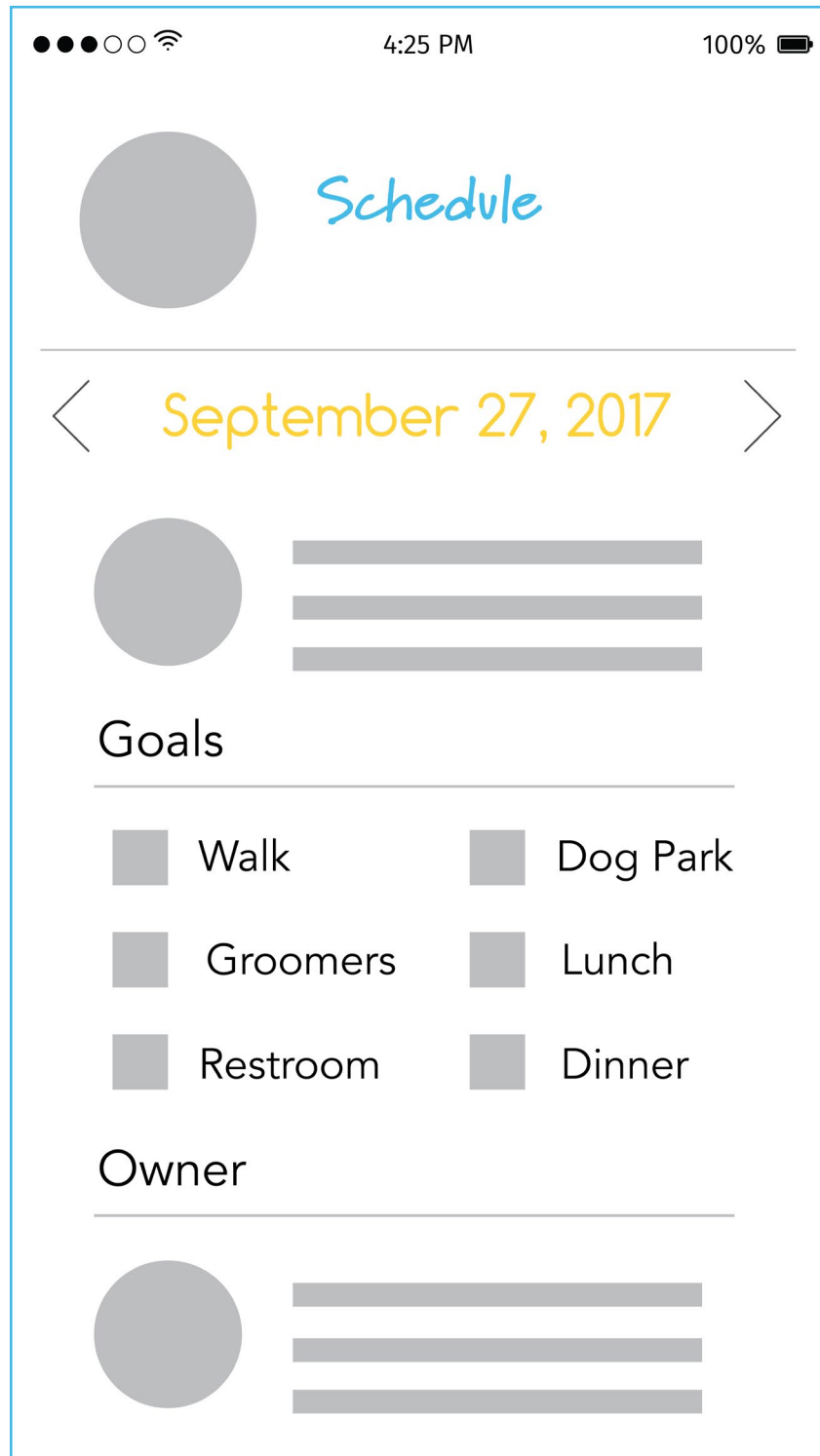
TYPE IN THE NUMBER CODE ON THE SIDE OF THE TRACKER INTO THE FIELD BELOW

DONE

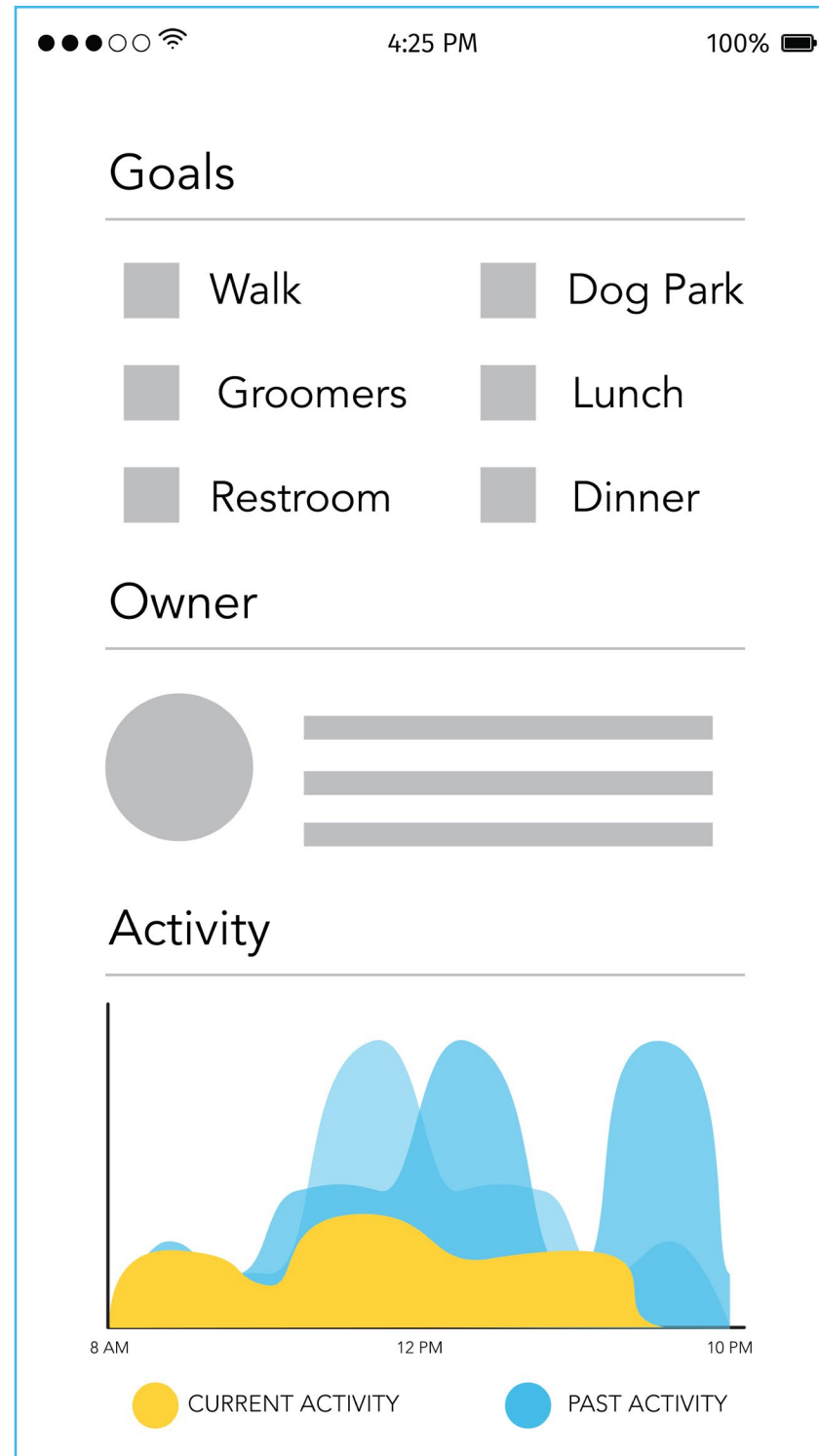


# CARETAKER

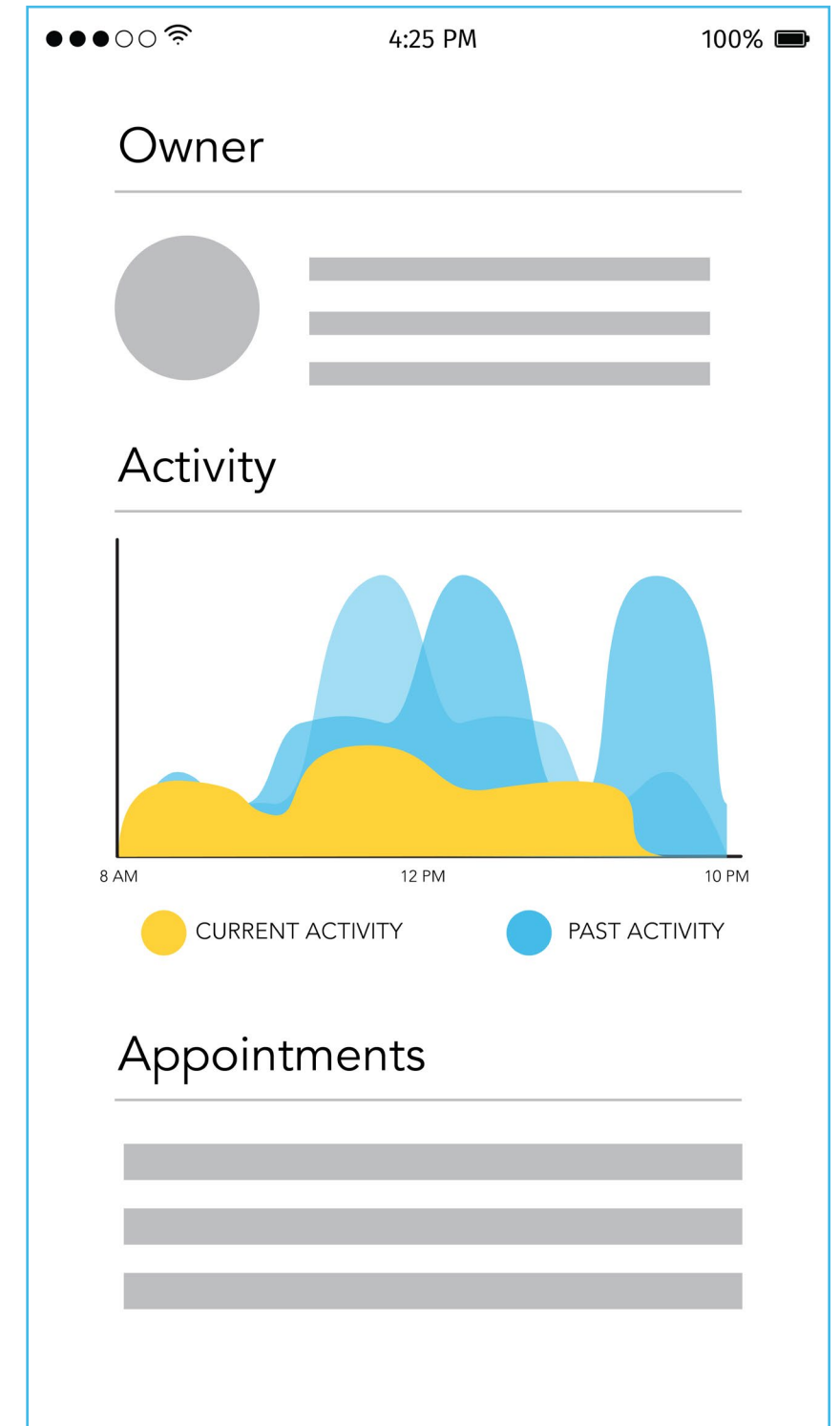
## Schedule Pt.1



## Schedule Pt.2



## Schedule Pt.3



# CARETAKER

## Schedule Pt.4



## Job Search Pt.1

Jobs

The 'Jobs' section displays a list of job opportunities. Each job is represented by a grey profile picture icon with a dark grey dot, followed by two horizontal grey bars representing text.

## Job Search Pt.2

NEED CARETAKER TO TAKE MY DOG OUT FOR THE DAY

DOGS

TASKS

ACCEPT JOB

This screen shows a job detail card with a profile picture icon and a horizontal grey bar. Below it, the text 'NEED CARETAKER TO TAKE MY DOG OUT FOR THE DAY' is displayed in yellow. Underneath are sections for 'DOGS' and 'TASKS', each with three horizontal grey bars. At the bottom, a yellow button contains the text 'ACCEPT JOB'.

# CARETAKER

## Payments

●●●○○ 4:25 PM 100%

○ PAYMENTS

FUNDS

Alice H.	\$25.00
Jason S.	\$35.00
Maria C.	\$15.00
Julie G.	\$45.00
Alice L.	\$25.00
TOTAL	\$145.00

CASH OUT

## Reviews

●●●○○ 4:25 PM 100%

Reviews

○

Jackie Ho

★★★★☆

○

○

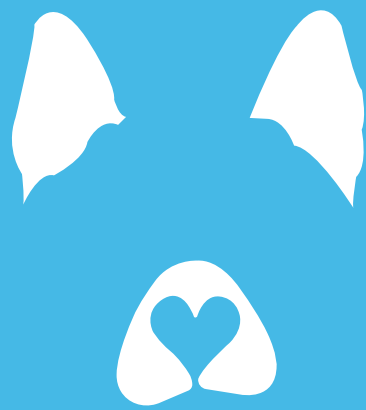
○

○

○

# MISSION

The focus of the caretaker interface is to get to the jobs and dog profiles as fast as possible. The purpose is to be efficient and quick to the information. There is a overview of the dogs and to sync the collar. Also the caretaker will have a detail overview of the schedule, owner's address and an emergency contact just incase the owner is unable to be contacted.




**MEDIUM FIDELITY**



# CARETAKER

## Sign In

4:25 PM 100%




EMAIL

PASSWORD

[FORGOT PASSWORD?](#)


[CREATE ACCOUNT](#)

SIGN IN WITH TOUCH ID




## Home

4:25 PM 100%



2

### Current Jobs



**JASPER**  
WEDNESDAY OCT. 27  
SYNC TRACKER

[View Schedule](#)

- Pay Roll
- Jobs
- Jobs Near Me
- Dog Friendly Places
- Vets
- Parks

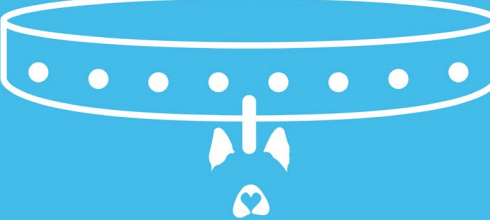
**SCHEDULE**

## Collar Sync

4:25 PM 100%

1 — 2 — 3

TYPE IN THE NUMBER CODE ON THE SIDE OF THE TRACKER INTO THE FIELD BELOW



**21573**

**NEXT**


# CARETAKER

## Schedule Pt.1

4:25 PM 100%

Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

 **JASPER**  
Loves: ● ● ● ● ●  
Dislikes: ● ● ● ● ●

8:00 AM ● MORNING WALK

10:00 AM ● DOG GOOMERS

11:00 AM ● LUNCH AND NAP

1:00 PM ○ DOG PARK

2:30 PM ○ USE RESTROOM

## Schedule Pt.2

4:25 PM 100%

Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30


AM ● DOG GOOMERS

11:00 AM ● LUNCH AND NAP

1:00 PM ○ DOG PARK

2:30 PM ○ USE RESTROOM

3:00 PM ○ TAKE HOME


 **Alice Love**  
2535 Etna St, Berkeley, California  
925.675.0987

## Schedule Pt.3

4:25 PM 100%

Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

 **Alice Love**  
2535 Etna St, Berkeley, California  
925.675.0987

**Goals**

~~MORNING WALK AT 8:00 AM~~

~~DOG GROOMERS AT 10:00 AM~~ [SEE LOCATION](#)

**LUNCH AND NAP AT 11:00 AM**

DOG PARK AT 1:00 PM

USE RESTROOM AT 2:30 PM

TAKE HOME AT 3:00 PM

# CARETAKER

Schedule Pt.4

4:25 PM 100%

## SCHEDULE

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

### Goals

MORNING WALK AT 8:00 AM

DOG GROOMERS AT 10:00 AM [SEE LOCATION](#)

**LUNCH AND NAP AT 11:00 AM**


DOG PARK AT 1:00 PM

USE RESTROOM AT 2:30 PM

TAKE HOME AT 3:00 PM

---

### Emergency Contacts

 **Diana Sherry**  
2519 Etna St, Berkeley, California  
925.543.1275

Job Search Pt.1

4:25 PM 100%

## Job Search

Cancel

Berkeley, California

### Avalibility Dates


< October 2017 >


S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


### Choose Mile Radius

5 35 150

### Type of Care

 Short Care

 All Day Care


 Over Night Stay

**Search**

Job Search Pt.2

←

NORTH BERKELEY

 Anita Montanez & Midus

**VIEW JOB**

3erk

ORNER

CENTRAL BERKELEY

NORTH BERKELEY, CA




# CARETAKER

## Payments

4:25 PM 100%

◀ Total Earnings  
**\$250.00**

Amount Pending **\$150.00** Auto Deposit **Oct. 5.2017**

 My Cards  History  Redeemable


### Recent Payments


<b>Alice H.</b> 09.25.17	<b>\$25.00</b>
<b>Jason S.</b> 09.23.17	<b>\$35.00</b>
<b>Maria C.</b> 09.19.17	<b>\$15.00</b>
<b>Julie G.</b> 09.18.17	<b>\$45.00</b>
<b>Alice L.</b> 09.18.17	<b>\$25.00</b>
<b>Mark H.</b> 09.15.17	<b>\$35.00</b>

## Reviews


4:25 PM 100%

◀ Reviews


 Jackie Ho  
★★★★☆

 Mark Eagan  
★★★★★

"She is exactly what i've been looking for. I strongly recommend Jackie to everyone who is looking for a person who will really take care of their dogs."

 Wilma Richmond  
★★★★☆

"The very best. I will recommend you to my colleagues. It really saves me time and effort. Jackie is exactly what I been looking for. We were treated like royalty."

 Sallie Sweet  
★★★★☆



# FEEDBACK

After first round of testing, the feedback goes as follow:

-Questions were asked about the circle on the current jobs section on the homepage.

There was confusion on if they were placeholders for the owners, dogs, or amount of jobs.

After explaining the purpose of the placeholder was for the dogs, it was suggested to put names of the dogs, date, and dog's picture to be clearer.

-Another question asked was why was there a place for the dog's activity if you are the one participating in the activities. The testers believe it was unnecessary to have it there for the caretaker.

-The testers like the idea of the search for jobs based on the owners that request the sitter's services. However, they wanted a calendar option like the owner app to look for future jobs to place in their schedule.

-For the payment section, testers asked if there will be a place to look up payment history, release funds, and a place to add cards or bank account information. To answer this question, three tabs were added.







**HIGH FIDELITY**

# CARETAKER

## Sign In

**HOUND**  
CARE


Jackie\_Ho\_12@gmail.com 

\*\*\*\*\* 



[FORGOT PASSWORD?](#)

**LOG IN**




[CREATE ACCOUNT](#)

SIGN IN WITH TOUCH ID 

## Home




 




Current Jobs

**JASPER** MEEKO ISABELLA


WEDNESDAY OCT. 27 [View Schedule](#)  
SYNC TRACKER

 Pay Roll  Jobs  Calendar

 Dog Friendly Places  Vets  Parks

**SCHEDULE**

## Collar Sync



TYPE IN THE NUMBER CODE ON THE SIDE OF THE TRACKER INTO THE FIELD BELOW



**21573**






**NEXT**

# CARETAKER

## Schedule Pt.1

🏠 Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

 **JASPER**  
Loves:  Running  Swimming  Fetch  Other Dogs

---

8:00 AM ● MORNING WALK

10:00 AM ● DOG GROOMERS

11:00 AM ● **LUNCH AND NAP**

1:00 PM ○ DOG PARK

2:30 PM ○ USE RESTROOM

## Schedule Pt.2

🏠 Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

AM ● DOG GROOMERS


11:00 AM ● **LUNCH AND NAP**

1:00 PM ○ DOG PARK

2:30 PM ○ USE RESTROOM

3:00 PM ○ TAKE HOME


---

 **Alice Love**  
2535 Etna St, Berkeley, California  
925.675.0987

## Schedule Pt.3

🏠 Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

 **Alice Love**  
2535 Etna St, Berkeley, California  
925.675.0987

---

**Goals**

MORNING WALK AT 8:00 AM

DOG GROOMERS AT 10:00 AM [SEE LOCATION](#)

**LUNCH AND NAP AT 11:00 AM**

DOG PARK AT 1:00 PM

USE RESTROOM AT 2:30 PM

TAKE HOME AT 3:00 PM

---

# CARETAKER

## Schedule Pt.4

### Schedule

SUN 24 MON 25 TUE 26 WED 27 THU 28 FRI 29 SAT 30

#### Goals

MORNING WALK AT 8:00 AM

DOG GROOMERS AT 10:00 AM SEE LOCATION

**LUNCH AND NAP AT 11:00 AM**


DOG PARK AT 1:00 PM

USE RESTROOM AT 2:30 PM

TAKE HOME AT 3:00 PM

---

#### Emergency Contacts

 **Diana Sherry**  
2519 Etna St, Berkeley, California  
925.543.1275

## Job Search Pt.1

### Job Search

Cancel

Berkeley, California

#### Availability Dates




< October 2017 >

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

#### Choose Mile Radius

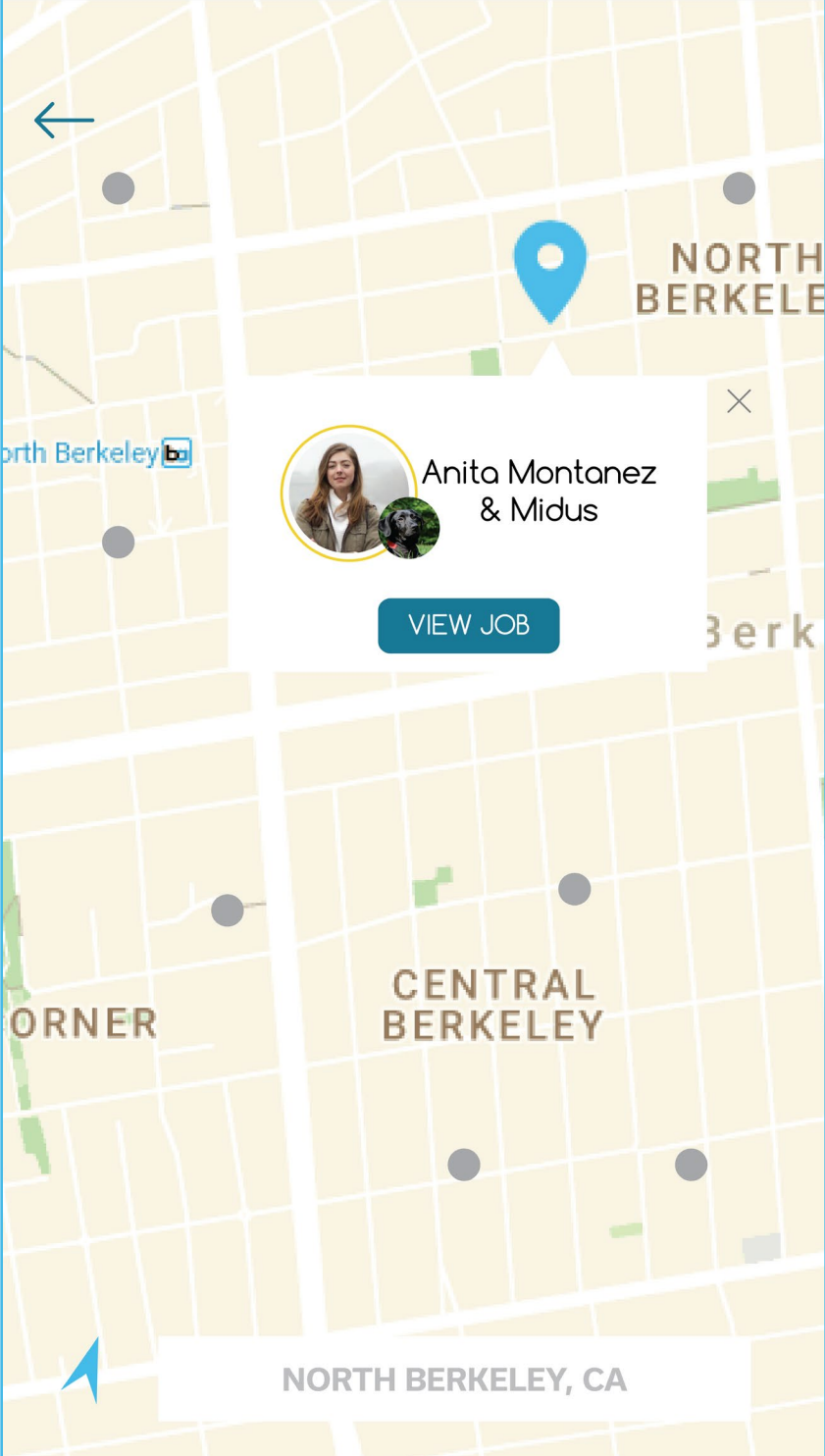
5 35 150

#### Type of Care

-  Short Care
-  All Day Care
-  Over Night Stay

**Search**

## Job Search Pt.2



**Job Listing:** Anita Montanez & Midus

[VIEW JOB](#)

NORTH BERKELEY, CA

# CARETAKER

## Payments



Total Earnings

**\$250.00**

Amount Pending

**\$150.00**

Auto Deposit

**Oct. 5.2017**



My Cards



History



Redeemable

### Recent Payments

**Alice H.** 09.25.17 **\$25.00**

**Jason S.** 09.23.17 **\$35.00**

**Maria C.** 09.19.17 **\$15.00**

**Julie G.** 09.18.17 **\$45.00**

**Alice L.** 09.18.17 **\$25.00**

**Mark H.** 09.15.17 **\$35.00**

## Reviews



### Reviews



Jackie Ho



Mark Eagan



"She is exactly what i've been looking for. I strongly recommend Jackie to everyone who is looking for a person who will really take care of their dogs."



Wilma Richmond



"The very best. I will recommend you to my colleagues. It really saves me time and effort. Jackie is exactly what I been looking for. We were treated like royalty."



Sallie Sweet





# FEEDBACK

After second round of testing, the feedback goes as followed:

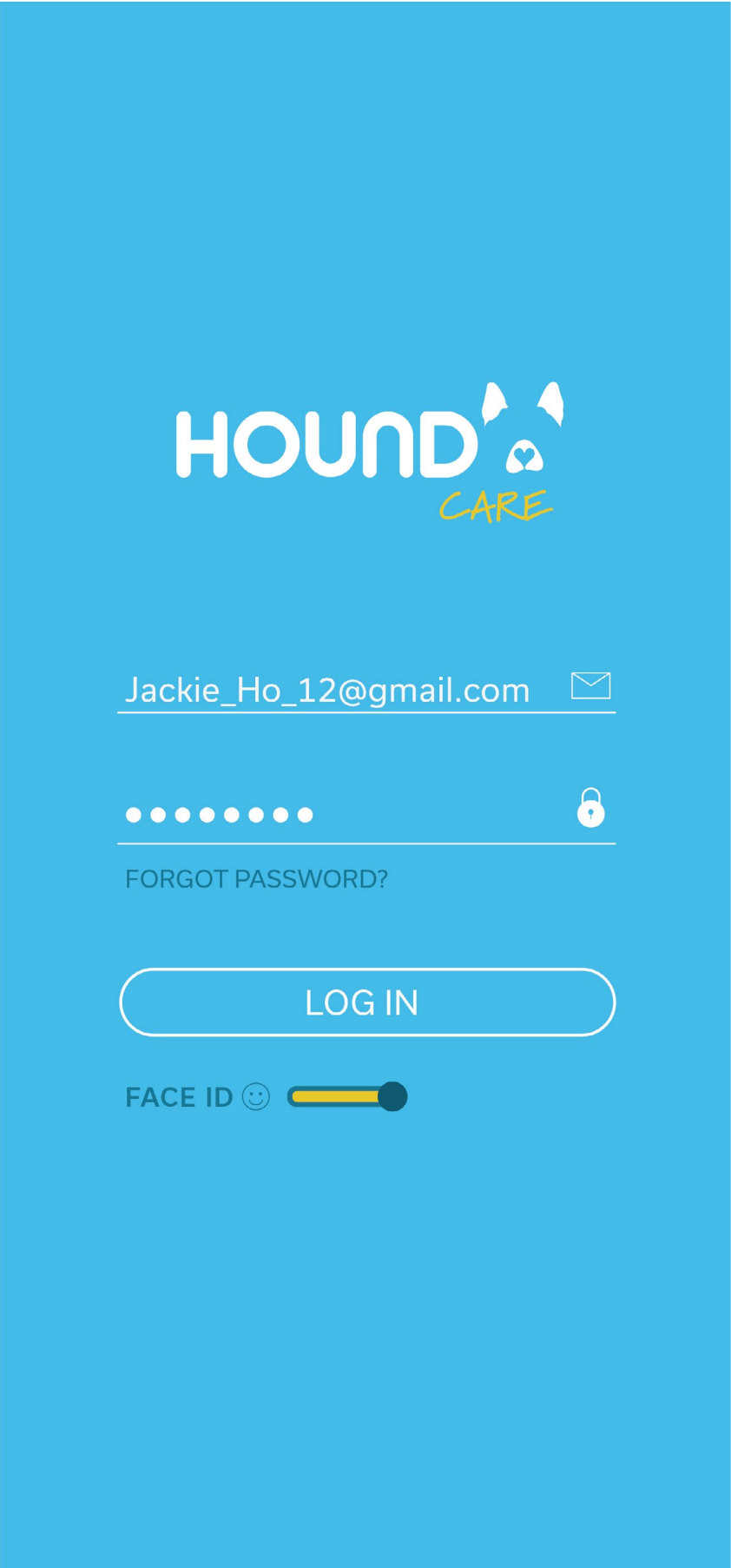
-User testers did not like the thin lines going across the goals/tasks of the dog. The was commented that the lines made it difficult to read and a little distracting. Making the text a thinner weight and lighter gray made it a lot more easier to read.



**FINAL**

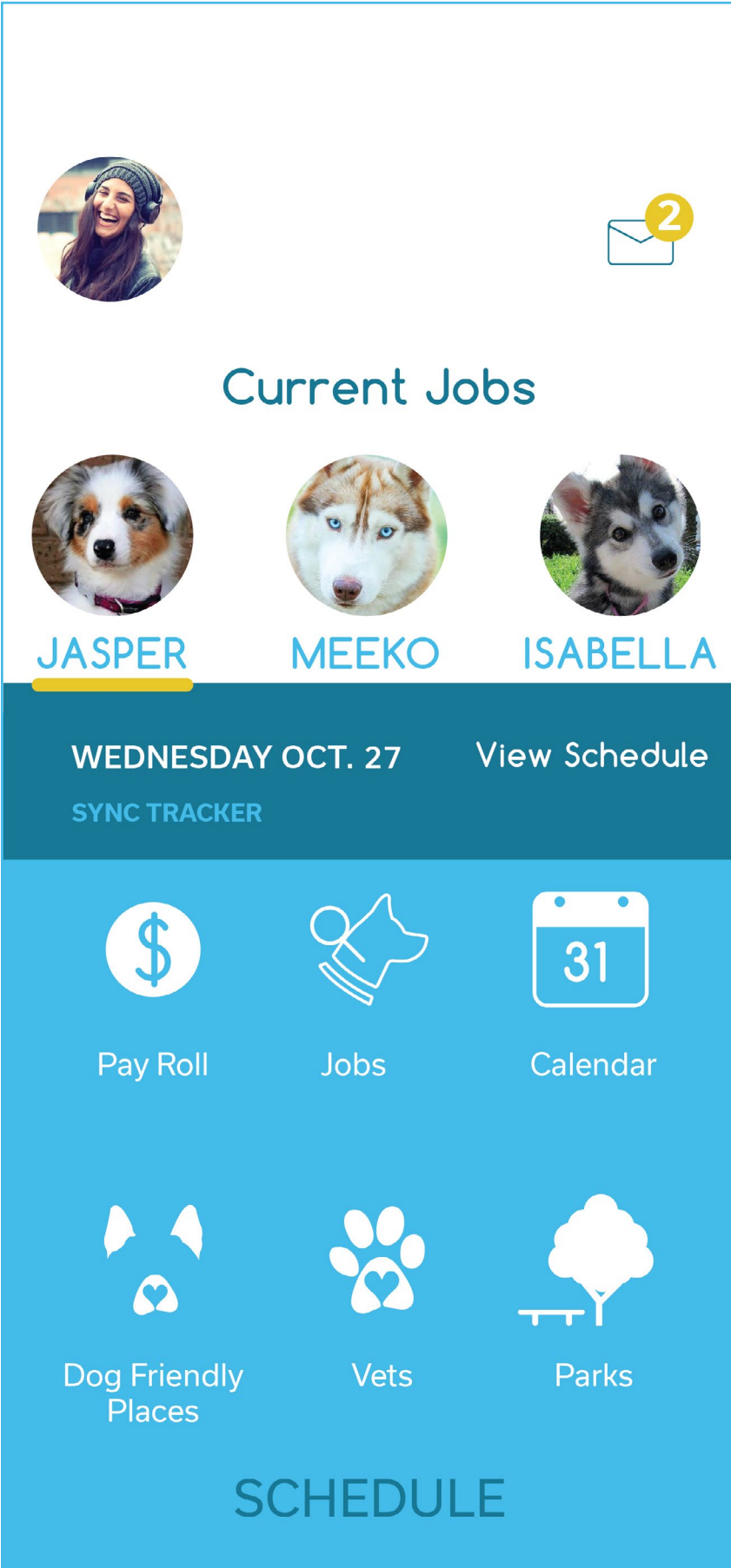
# CARETAKER

Sign In



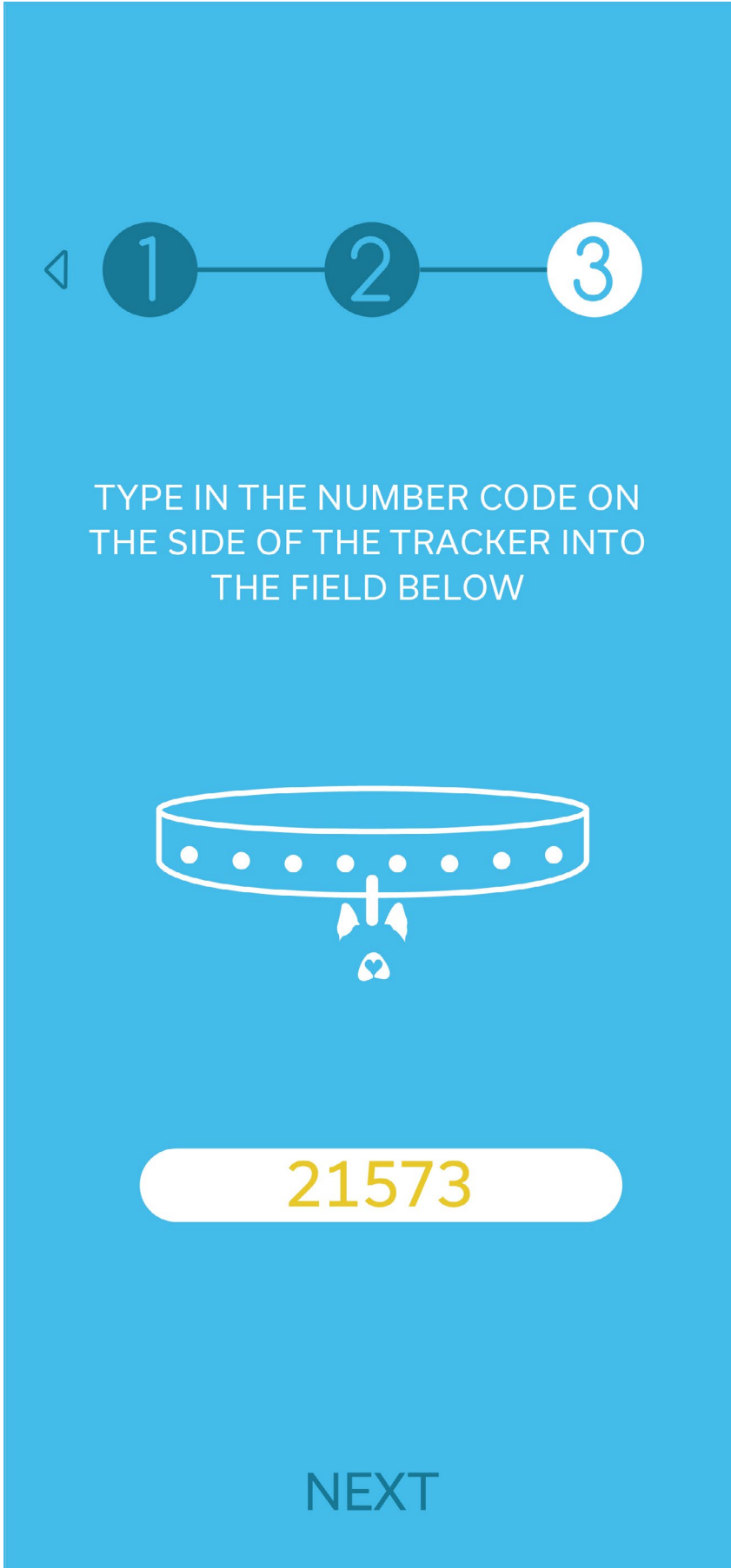
The sign-in screen features the HOUND CARE logo at the top. Below it, the email address Jackie\_Ho\_12@gmail.com is entered, followed by a password field with a lock icon. A FORGOT PASSWORD? link is present. A LOG IN button is centered, and a FACE ID toggle is at the bottom.

Home



The home dashboard shows a user profile with a notification badge (2), a 'Current Jobs' section with three dog photos (JASPER, MEEKO, ISABELLA), and a date bar for WEDNESDAY OCT. 27 with a 'View Schedule' link. Below is a 'SYNC TRACKER' bar and a grid of icons for Pay Roll, Jobs, Calendar, Dog Friendly Places, Vets, and Parks. A 'SCHEDULE' button is at the bottom.


Collar Sync



The Collar Sync screen shows a three-step progress indicator (1, 2, 3) and instructions: 'TYPE IN THE NUMBER CODE ON THE SIDE OF THE TRACKER INTO THE FIELD BELOW'. It features an illustration of a dog collar with a tracker and a text input field containing the number 21573. A 'NEXT' button is at the bottom.


# CARETAKER

## Schedule Pt.1







### Schedule

SUN 24 MON 25 TUE 26 **WED 27** THU 28 FRI 29 SAT 30



#### JASPER

Loves:  Running  Swimming  Fetch  Other Dogs

---

8:00 AM ● MORNING WALK

10:00 AM ● DOG GOOMERS


11:00 AM ● **LUNCH AND NAP**

1:00 PM ○ DOG PARK

2:30 PM ○ USE RESTROOM

3:00 PM ○ TAKE HOME

## Schedule Pt.2



### Schedule

SUN 24 MON 25 TUE 26 **WED 27** THU 28 FRI 29 SAT 30

8:00 AM ● MORNING WALK

10:00 AM ● DOG GOOMERS


11:00 AM ● **LUNCH AND NAP**

1:00 PM ○ DOG PARK

2:30 PM ○ USE RESTROOM

3:00 PM ○ TAKE HOME


---



#### Alice Love


2535 Etna St, Berkeley, California  
925.675.0987

## Schedule Pt.3



### Schedule

SUN 24 MON 25 TUE 26 **WED 27** THU 28 FRI 29 SAT 30



#### Alice Love

2535 Etna St, Berkeley California  
925.675.0987

---

### Goals

MORNING WALK AT 8:00 AM

DOG GROOMERS AT 10:00 AM [SEE LOCATION](#)

**LUNCH AND NAP AT 11:00 AM**


DOG PARK AT 1:00 PM

USE RESTROOM AT 2:30 PM

TAKE HOME AT 3:00 PM

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### Emergency Contacts



#### Diana Sherry

2519 Etna St, Berkeley California  
925.543.1275

# CARETAKER

## Job Search Pt.1

### Job Search Cancel

Berkeley, California

#### Availability Dates

< October 2017 >

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

#### Choose Mile Radius

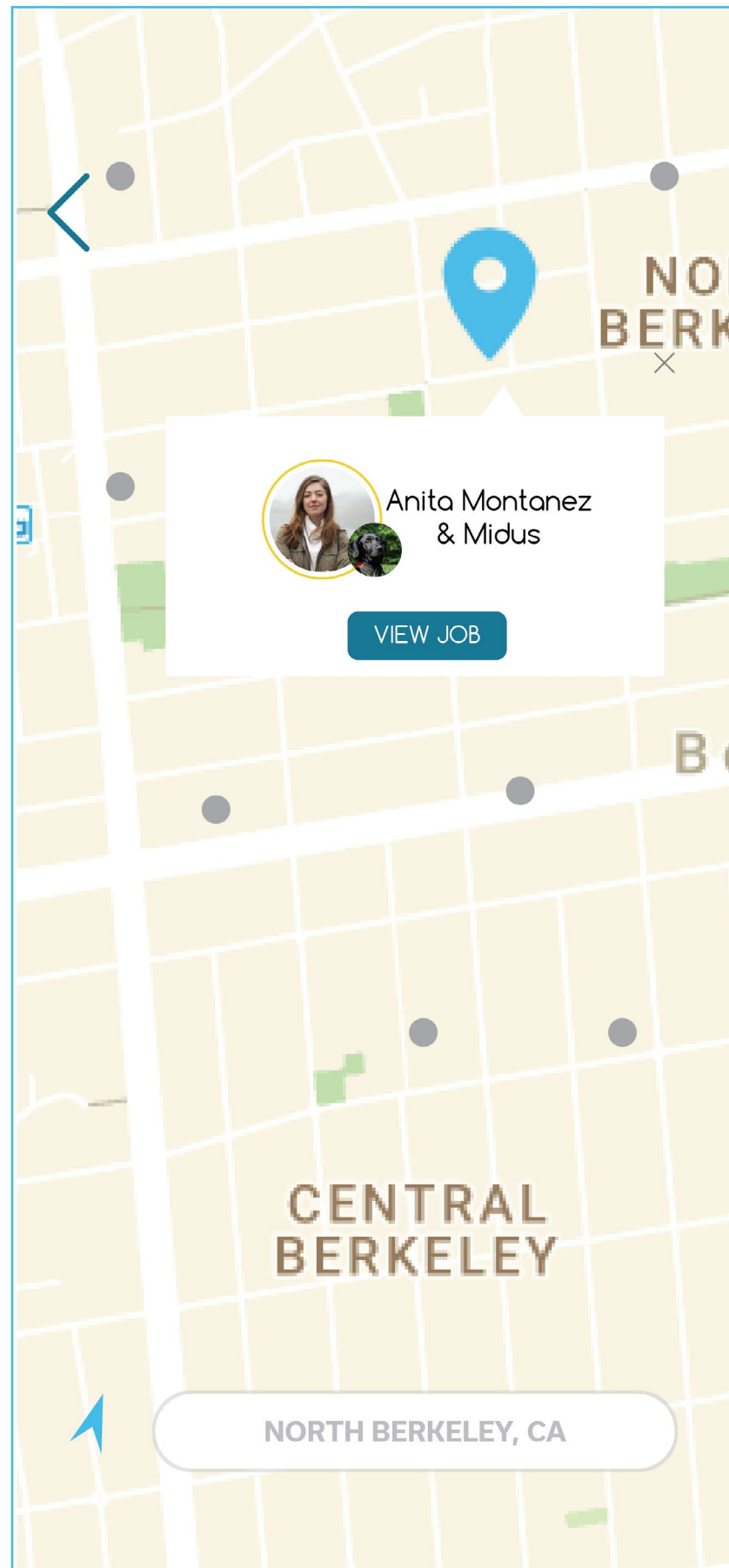
5 35 150

#### Type of Care



- Short Care
- All Day Care
- Over Night Stay

**SEARCH**

## Job Search Pt.2



## Job Search Pt.3



**Anita Montanez**


Walk and groomers appointment

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#### Schedule

12:30 PM	Walk in the Park
3:00 PM	Groomers
4:00 PM	Feed Dinner
4:30 PM	Bring Home

---



**Midus**

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September 30, 2017 at 12:30 PM - 4:30 PM

1713 Virginia St  
Berkeley, CA 94703

**ACCEPT JOB**



# CARETAKER

## Payments

◀ Total Earnings  
**\$250.00**

Amount Pending  
**\$150.00**

Auto Deposit  
**Oct. 5.2017**



My Cards



History



Redeemable

### Recent Payments

**Alice H.** 09.25.17 **\$25.00**

**Jason S.** 09.23.17 **\$35.00**

**Maria C.** 09.19.17 **\$15.00**

**Julie G.** 09.18.17 **\$45.00**

**Alice L.** 09.18.17 **\$25.00**

**Mark H.** 09.15.17 **\$35.00**

**Mark H.** 09.10.17 **\$35.00**

## Reviews



### Reviews



Jackie Ho



Mark Eagan



"She is exactly what i've been looking for. I strongly recommend Jackie to everyone who is looking for a person who will really take care of their dogs."



Wilma Richmond

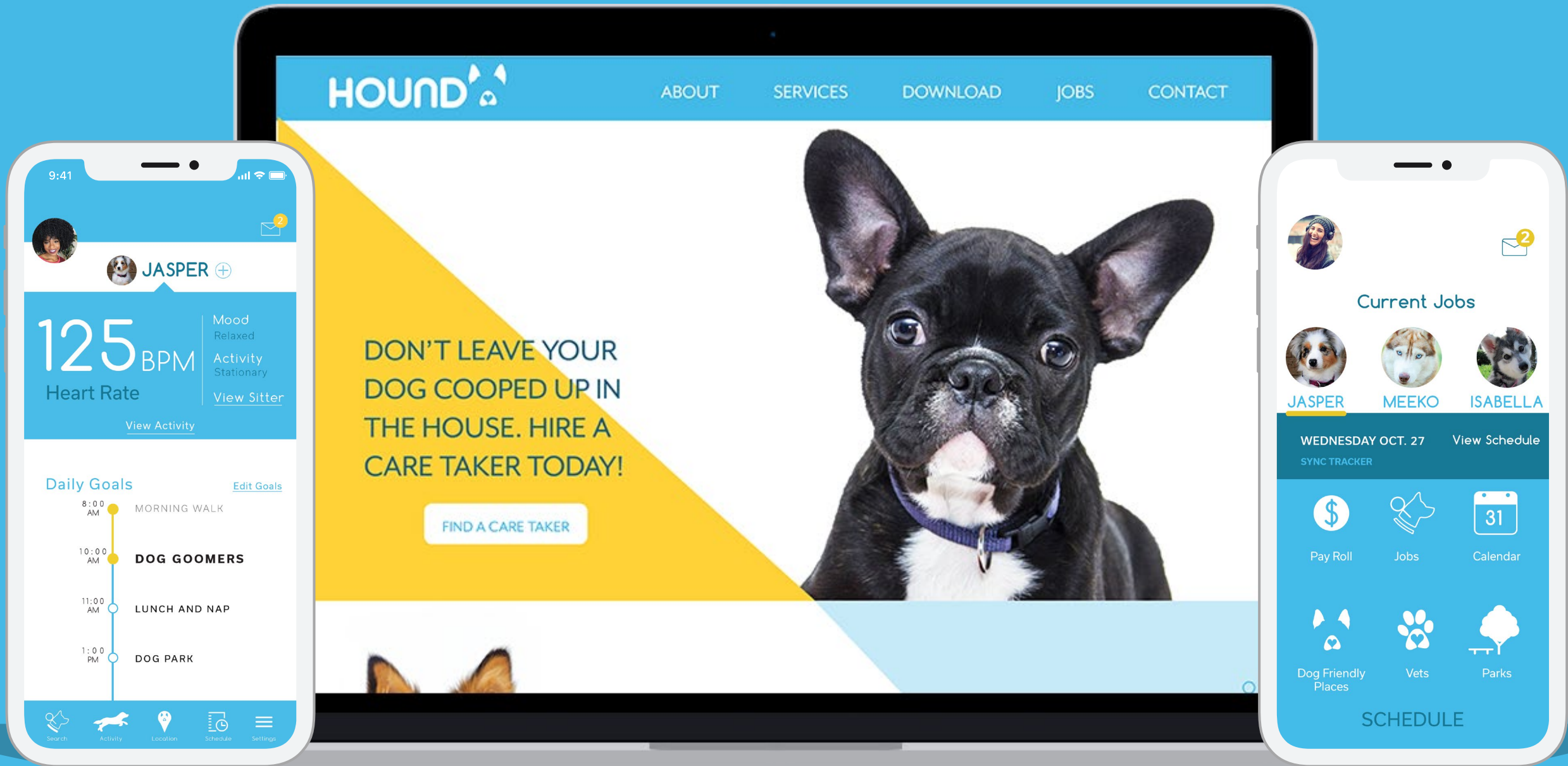


"The very best. I will recommend you to my colleagues. It really saves me time and effort. Jackie is exactly what I been looking for. We were treated like royalty."



Sallie Sweet





CLICK ON A DEVICE FOR PROTOTYPE

# REFERENCES

*maximintegrated.com*

*jagger-lewis.com*

*hillspet.com*

*technologyreview.com*

*cesarsway.com*

*arxiv.com*

*Detecting Human Emotions Using Smartphone  
Accelerometer Data  
By Andreas Faerovig Olsen (PDF)*





THANK YOU