

# Process Book - Project 2 Cause Social Networking Site

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**art 341**

# Process Book - Project 2 Cause Social Networking Site

## section 1

competitive research

# Cause Social Networking Site

## Concept write up

The concept for this social networking site comes from my own interest in dog showing and seeing that there is a lack of networking sites for this population. I only found one site that had a section specifically for dog showers or “handlers” and from my own knowledge I know that there is a large population involved in this sport (for lack of a better word) and that a social networking site that allowed for communication would be a great tool.

More research I have done shows that many handlers and breeders have their own private websites to promote their business and their dogs and I think allowing to have all of these resources within a single network would make communication much easier and open up more opportunities for these people to work together as well as just stay in contact.

Another aspect of dog showing that can be very strenuous to figure out is scheduling shows for the year, because of this I think having a calendar feature within the site where members can update information about show dates and times would be very helpful - there could also be potential for some of the organizations that put on dog shows could also join and link their calendars as well so that everything can be found in one place.

This would also be a great place for people looking to find dogs or find out about dog showing could contact members in their area to get more information about their interests.

Overall there are many features I would want to incorporate into this site to make it a one stop community for everything dog - with a specific emphasis on those involved in the dog showing world, so it will need to be very organized and navigation will need to be easy to understand and effective.

# Research Existing Social Networks

## Concept write up

My research of existing social networks geared towards dogs were specifically meant to be for the dogs themselves (such as having a mydogspace page for your dog) or were meant for those who love dogs to post pictures and blogs about their dogs.

The one dog show centered site I found is the one above and it was not something I would personally look into just because it is not well done. It does give options for finding out about events and such but it is not done in a very effective way. They also state that they are mostly interested in maintaining the existence of purebred dogs which is also something that wouldn't appeal to a lot of people.

The last site I found, Infodog, is more news oriented site where showers can post stories and resources for other dog owners - but there isn't any kind of calendar feature and it just doesn't feel complete. The fact that there are only 588 members is also kind of concerning...



## Competitive Research - 1.3

# Research Design Directions

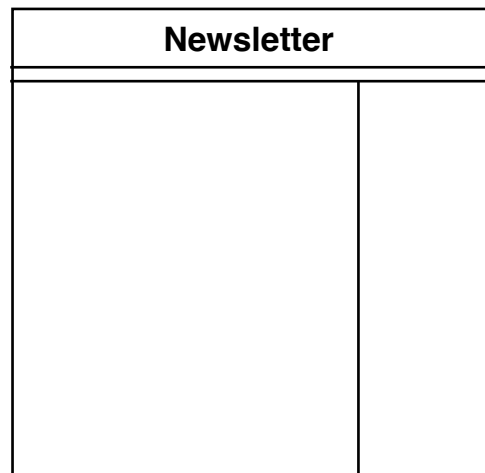
## 3 Concepts

The first option for this site would be to send out newsletter weekly/monthly that I would update myself with a calendar, news, and features. For this I would need to set up a way for organizations to contact me with show dates and times and when entry fees are due and so on. This format would be one that would require me to put information together once I received it from other sources which would not be overly difficult.

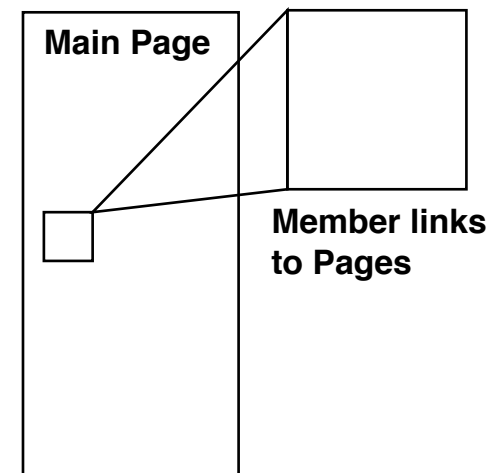
The second option would be to have a main site where members could be listed and then have a link to a pre-existing page they already have - such as facebook or their own private site. This would allow for a more simplistic site where I could keep a calendar updated in the same way as option one, and also include news and info.

The last option would be to build an actual full fledged social network, where members would create profiles (under the category of either Handler, breeder, owner, or lover) and then have all of the options facilitated within the network. Features would include the calendar option, links to resources, and profile pages to allow for communication between members.

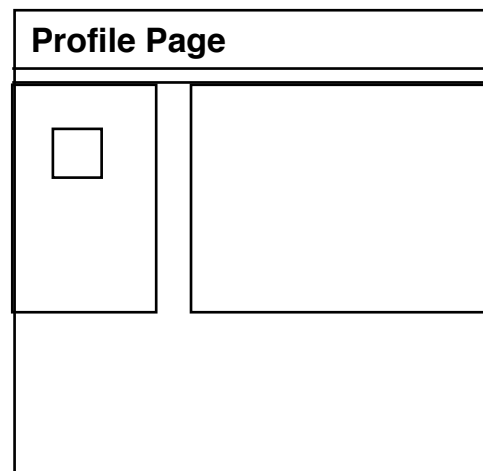
**OPTION 1 - Newsletter Format**



**OPTION 2 - Main Site with Links**



**OPTION 3 - Social Network**



# Research Interaction Goals

## 3 Goals

### Speed

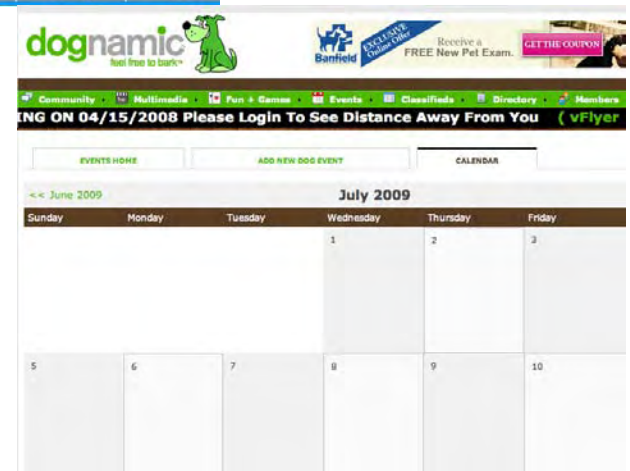
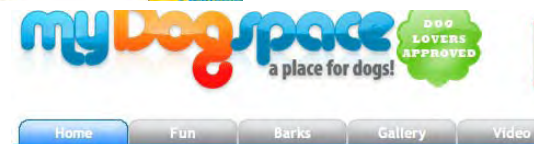
One of the most important goals for this social network will be speed. People want information available as fast as possible so for the information to spread it will need to be fast. Another reason for speed to be important is that waiting for pages to load is a major turnoff for users because in such a fast-paced society, we don't have the time to sit and wait when we could be doing other things.

### Functionality

Because there are so many features I want to incorporate into this network the navigation needs to be clear and easy to use. People need to be able to find what they are looking for quickly and without having to search through the site for the link they need. Organization will also play a role in this as to allowing people to intuitively find the section they need or the link (such as side panel navigation) and it need to be organized.

### Easily Updated

The goal of this network is that it need to be easy to update the information. With the calendar features I am wanting to incorporate dates and times can change minute to minute and there needs to be an easy way to update this information quickly. Users also need to be able to update their own links or pages easily to keep up with demands and expansions.



# Research Mood Board

## Simplicity and Design Oriented

### Simple/ Modern

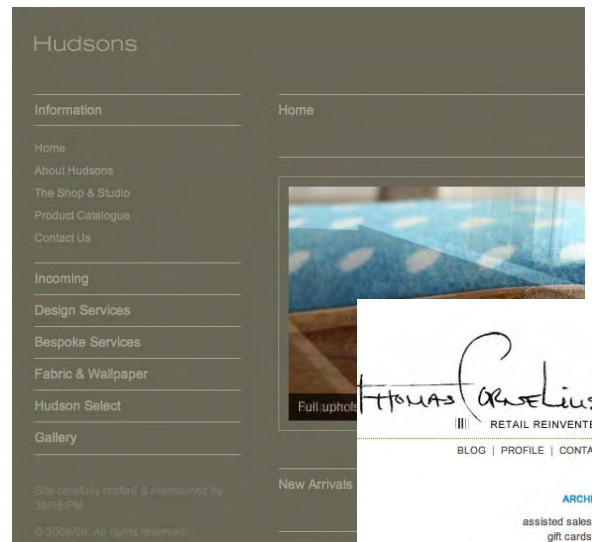
Because there are so many features I want to include, it is important that the network not be cluttered or busy and have a more simple/modern appearance. This will also make navigation easier and allow for ease of use and quick access to information. I also want a more “modern” feel because many of the sites I researched are way too busy and do not come across as being designed or looking professional.

### Design Influenced

Again I want to address the fact that other networks I looked at were not influenced at all - members could make their page look like whatever they wanted, which was horrible, and there was no flow to the site. I want there to be a definite “template” of such that all the members will have for their profile that will be professional and visually appealing. They will be able to personalize some aspects but the overall design will remain static.

### Professional

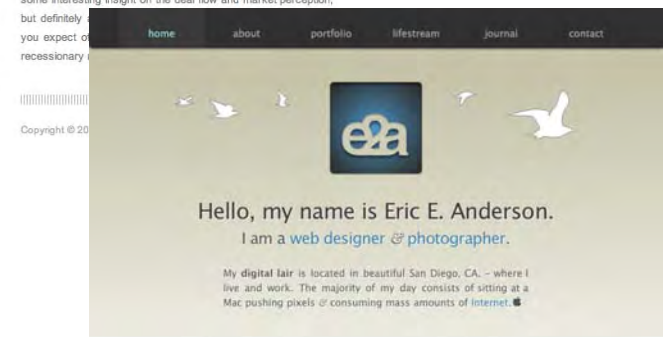
The last goal I have is that I want the site to be professional, I am allowing for people not involved in “dog businesses” to be a part of the site but again they will not be able to have ridiculous animations or clutter allowed on their pages. I want to create this atmosphere to get away from some of the stereotypes that dog people all upload goofy pictures of their dogs and are basically obsessed. This will not be one of those sites.



Long live the consumer!  
monday, april 27, 2009



About two weeks ago I joined a group of Entrepreneurs and Venture Capitalists at their monthly breakfast meeting. I expected some interesting insight on the deal flow and market perception, but definitely not what you expect of recessionary times.



# Process Book - Project 2 Cause Social Networking Site

## section 2

design process

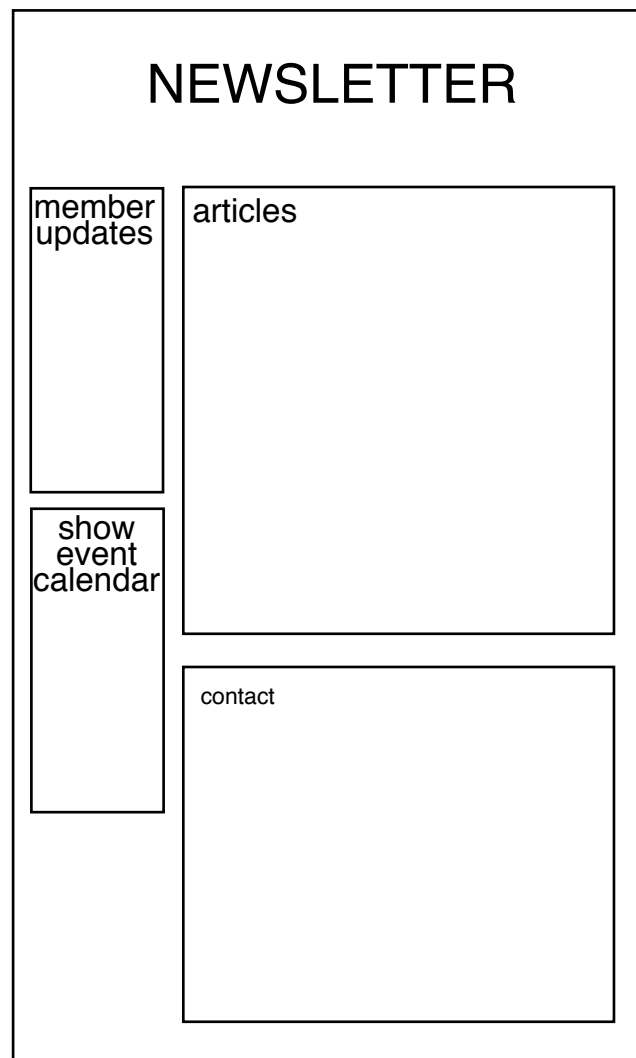
# Wireframes

## 3 Concepts

### Concept 1 - Newsletter Style

For the newsletter option, I would include 5 major sections: articles, show results, show event calendar, member updates, and contact. The articles page would include articles dealing with dog shows, dogs in general, and stories. The Show results page would be postings submitted by members from shows within the US. The show event calendar would be both shows as well as dog "events" taking place for the month and also include information about when entry fees are due and so on. The member update page would be updates submitted by members to talk about any litters they may have had, if they are in need of a dog or handler or personal stories as well. The contact page would have not only how to contact me but also the contact information for breeders and handlers (submitted by members) as well as contact information for the major dog organizations.

### Main Page



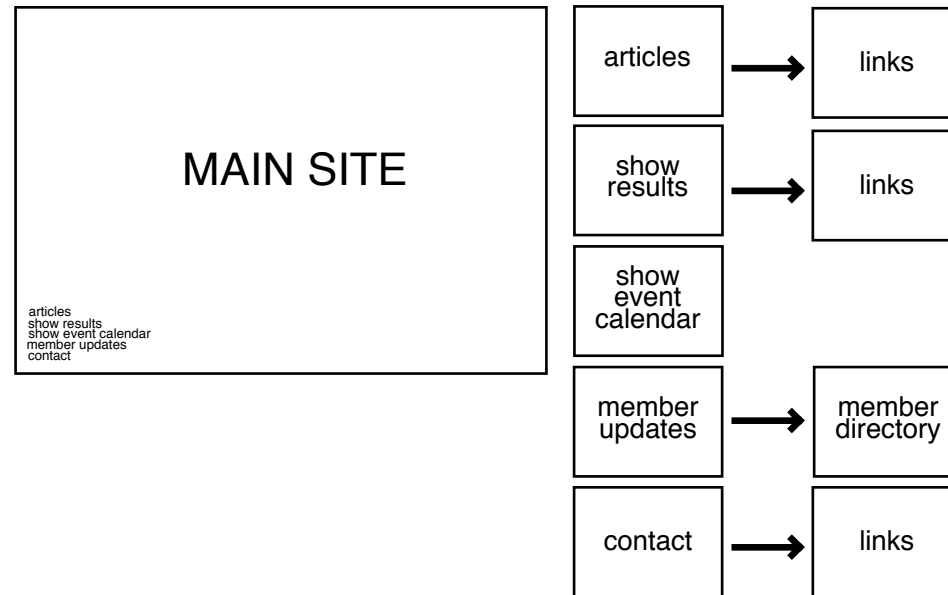
# Wireframes

## 3 Concepts

### Concept 2 - Website

For the website option I would create a page with the same categories as presented in the newsletter form. Again the articles page would contain news and articles - I am thinking I would only include snippets of stories and then have links to read the full stories. The show results and show events calendar pages would be the same as previously described, but on the calendar page I would include a "comment box" where users could submit shows and events they would like to have posted on the calendar that I would have to approve first. On the member updates option on the main page I want it to be a pull down menu where you could also select "member directory" where a list of members would be presented and have links to their own sites such as facebook or personal sites - there would also be a link to the directory from the member updates page. Also I want there to be a link to a "links" page from most of the other pages that will contain links to major organizations and resources as well as for shopping and training. The contact page will have my contact information as well as some numbers for major organizations.

### Main Page



### Organizations to Include

- [www.akc.org](http://www.akc.org) - American Kennel Club
- [www.ukcdogs.com](http://www.ukcdogs.com) - United Kennel Club
- [www.hsus.org](http://www.hsus.org) - The Humane Society of the United States
- [www.aspc.com](http://www.aspc.com) - The American Society for the Prevention of Cruelty to Animals

## Wireframes

### 3 Concepts

#### Concept 3 - Networking Site

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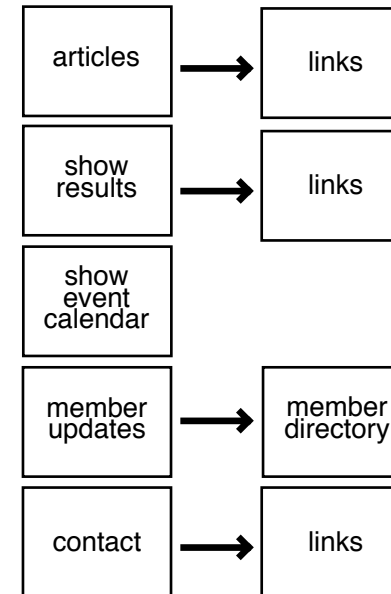
#### Main Page

**MAIN SITE**  
username   
password   
BECOME A MEMBER

WHAT ARE YOU  breeder  handler  owner  resource provider  
NAME  
DOG BREED  
DOG'S NAME  
WHAT DO YOU AND YOUR DOG DO  
  
WHAT ARE YOU AND YOUR DOG INTERESTED IN  
 showing  training  breeding  making friends  agility  events  other  
BEGIN MAKING YOUR PROFILE

name   
dog's name   
my pictures  
my blog  
my links  
my videos  
friends  
messages  
updates

articles  
show results  
show event calendar  
member updates  
contact



## Design Comps

### 2 Concepts

#### Comp 1 - website

For the website option, I wanted to keep the overall design very clean and simple - and also try to put more of an emphasis on design that was lacking in the pre-existing sites. I went with a sketch style of a dog rather than a photo because it gives a more sophisticated appearance. My idea also behind this concept is to have a different dog breed done in the same style everytime someone navigates to the site - this would give a very advanced take on a simple website design. The navigation is very straightforward to allow for the fastest access to information by the user.

#### Homepage





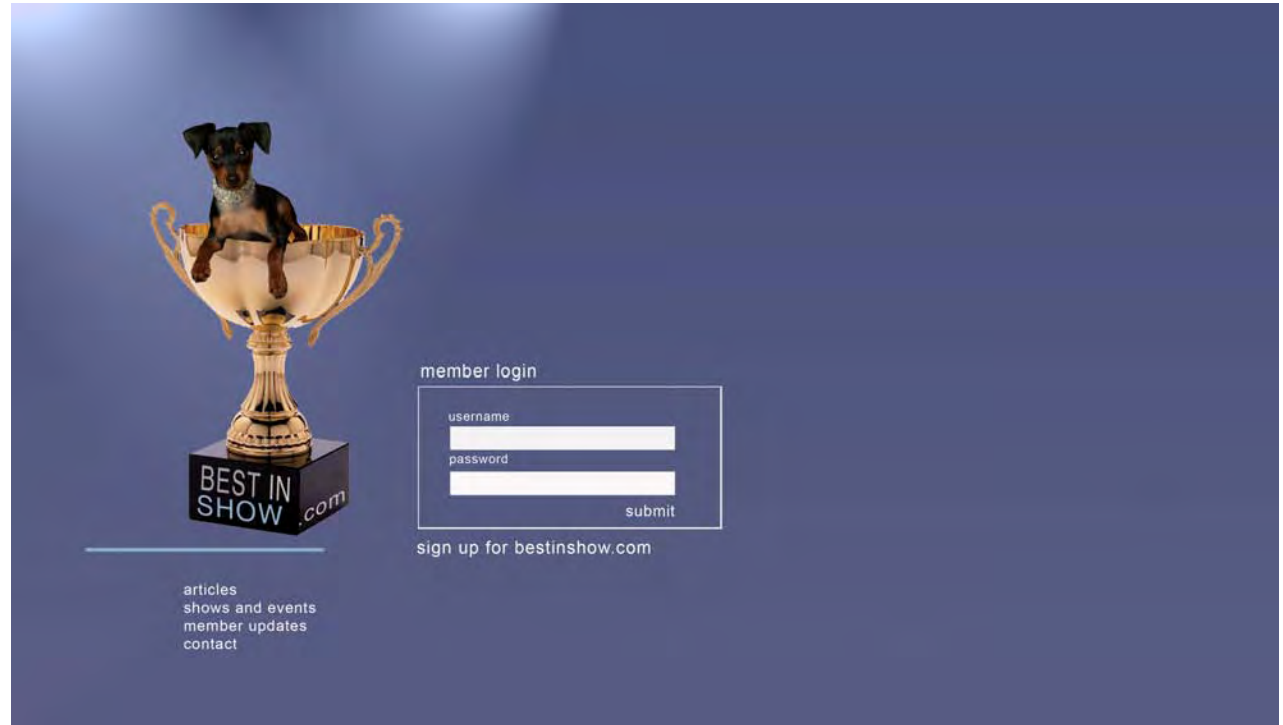
# Final Design Choice

## Website

### Website page 1 of 5

I chose the website concept for the final design, I wanted to keep the overall design very clean and simple - and also try to put more of an emphasis on design that was lacking in the pre-existing sites. I did go back and try to improve my original design by integrating photos to give a more “dog world” feel. The overall design I feel still needs to be tweaked to find something more iconic or distinct but this seems to be a better direction than the original design. The navigation is very straightforward to allow for the fastest access to information by the user.

### Homepage



# Final Design Choice

## Website

### Website page 2 of 5

The first option in the navigation is “articles”, again this page needs to be organized and clean to allow for quick information access. I also chose to only include small portions of articles that have their original links present so the reader can pick what specific articles they want to know more about. On the left hand side I have also included a “member updates” bar that allows the viewer to see the most recent updates made by members.

### Articles

The screenshot shows a website layout with a dark blue background. On the left, there is a navigation menu with links: "top stories", "show results", "shopping", "articles", "shows and events", "member updates", and "contact". The main content area features a large image of a bulldog sitting next to a gold trophy on a black base that says "BEST IN SHOW .com". To the right of this image is an article snippet titled "Two Extraordinary Lives" with a sub-header "Two Extraordinary Lives" and a paragraph of text. Below this is another article snippet titled "PLASTIC SURGERY - GOOD FOR DOGS?" with a sub-header "PLASTIC SURGERY - GOOD FOR DOGS?" and a paragraph of text. On the far right, there is a "member login sign up" section and a "Member Updates" section with three entries, each featuring a profile picture and a short bio.

# Final Design Choice

## Website

### Website page 3 of 5

The second option will be the “dog shows and events” page where members as well as organizations will be able to submit dates that would like included on the calendar to be approved by me and then added. The month will appear with highlighted dates and the events for that month will be listed on the left hand side. The user will be able to click on the highlighted dates to get further details on the event.

### Calendar

The calendar interface is set against a dark blue background. On the left side, there is a photograph of a beagle dog sitting next to a large, ornate golden trophy. The trophy sits on a black rectangular base with the text "BEST IN SHOW .com" in white. Below the image is a thin white horizontal line. In the top right corner, there are two links: "member login" and "sign up", with "sign up" underlined. The calendar grid shows the days of the month from 1 to 30. The date 14 is highlighted in a light blue color. To the right of the calendar grid, the month "SEPTEMBER" is displayed in large white capital letters. Below the month name, two event listings are provided: "September 7 Westminster Dog Show entry begins www.westminsterkc.com" and "September 14 ASPCA telethon fundraiser". At the bottom left, there is a vertical list of menu items: "articles", "shows and events", "member updates", and "contact". At the bottom center, there are two white triangular navigation arrows pointing left and right.

# Final Design Choice

## Website

### Website page 4 of 5

The third page will be the member updates page which will operate similarly as twitter where the members can make short comments about updates regarding themselves, news, or their dogs. Also they will be able to link their own websites as well as other social networking sites to their comment areas so that anyone wanting more information can go to a more in depth site. There is also a search option to search for members as well as a filter if you are looking for a particular service such as a breeder or handler.

### Member Updates



Member Updates

member login  
sign up

New litter born July 28th, out of ch. Prince. Ready to go in September...  
name: shelly  
owns: pugs  
Website: www.shellypugs.com  
contact: shellypugs@gmail.com

Professional handler with 13 years of handling - will be available this spring and summer...  
name: andy  
handler  
contact: andyshow@aol.com

ch. Lady in Red won Best in Show in Oklahama! Beat out 15 champions...  
name: karen  
breeds: labs  
contact: crestlabs@gmail.com

who are you looking for  
breeder  
handler

search for members  
username or name  
SUBMIT

articles  
shows and events  
member updates  
contact

# Final Design Choice

## Website

### Website page 5 of 5

The last page will be the contact page where I will not only have my own contact information, but also provide contact information for a variety of organizations involved in dog showing or dog resources. Eventually I want to have several pages of contact information and allow for people to search for resources in their own state but for now I just have the biggest national organizations. The member updates bar is again included on this page to allow for the user to keep up with the most recent posts.

### Contacts



**RESOURCE CONTACT INFORMATION**

**Animal Poison Control Center:**  
(888) 426-4435

**American Kennel Club**  
8051 Arco Corporate Drive, Suite 100  
Raleigh, NC 27617-3390  
Telephone: 919.233.9767

**ASPCA**  
[www.aspc.org/fight-animal-cruelty](http://www.aspc.org/fight-animal-cruelty)  
[/lobby-for-animals/state-animal-cruelty-laws/](http://lobby-for-animals/state-animal-cruelty-laws/)

**Humane Society of the United States**  
If you have found a stray or injured animal, please call your local animal care and control agency. You can search for your local agency online at Pets 911. To report a case of animal cruelty, please contact your local law enforcement agency (search online here).

**Jack Onofrio Dog Shows**  
[www.onofrio.com/jodstwo/fyi/contact.html](http://www.onofrio.com/jodstwo/fyi/contact.html)

**United Kennel Club**  
Phone: 269-343-9020 Fax: 269-343-7037

**member login**  
**sign up**

**Member Updates**

 New litter born July 28th, out of ch. Prince. Ready to go in September.

 Professional handler with 13 years of handling. will be available this spring and summer.

 Oh, Lady in Red won Best in Show in Oklahoma! Beat out 15 champions.

articles  
shows and events  
member updates  
contact

to contribute articles or  
event information  
contact [hamptonb@pdx.edu](mailto:hamptonb@pdx.edu)