

Process Book - Project 2 Cause Social Networking Site

brittany Hampton

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

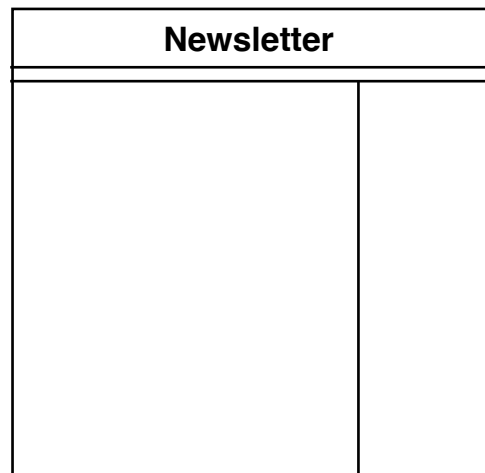
3 Concepts

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.

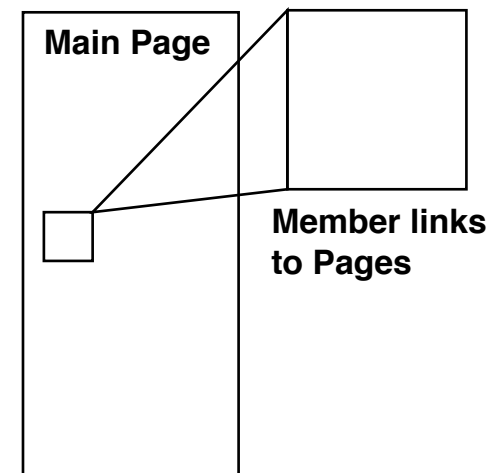
The second option would be to have a main site where members could be listed and then have a link to a pre-existing page they already have - such as facebook or their own private site. This would allow for a more simplistic site where I could keep a calendar updated in the same way as option one, and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

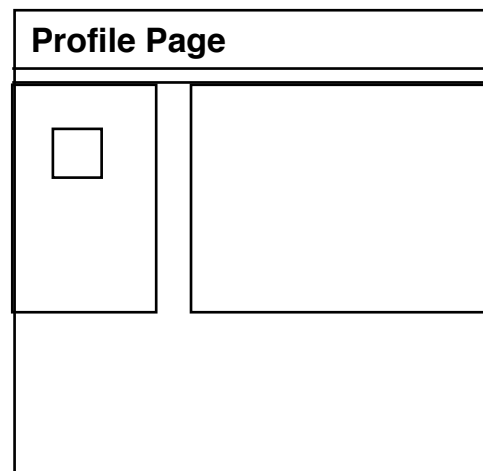
OPTION 1 - Newsletter Format



OPTION 2 - Main Site with Links



OPTION 3 - Social Network



Research Interaction Goals

3 Goals

Speed

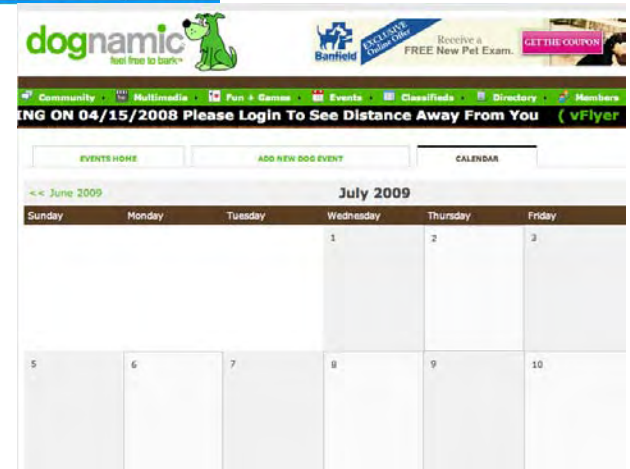
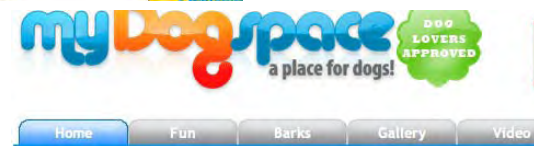
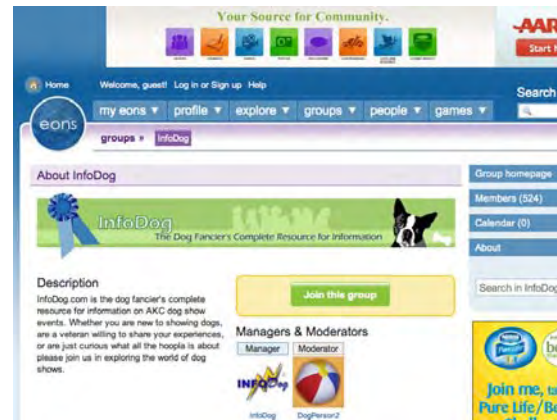
One of the most important goals for this social network will be speed. People want information available as fast as possible so for the information to spread it will need to be fast. Another reason for speed to be important is that waiting for pages to load is a major turnoff for users because in such 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

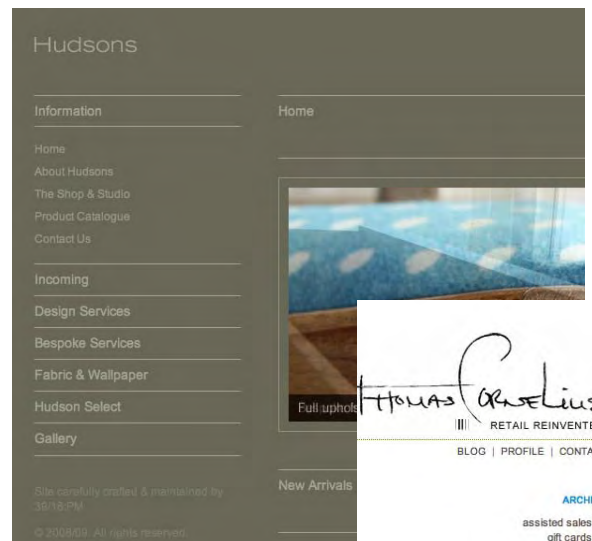
Because there are so many features I want to include, it is important that the network not be cluttered or busy and have a more simple/modern appearance. This will also make navigation easier and allow for ease of use and quick access to information. I also want a more “modern” feel because many of the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

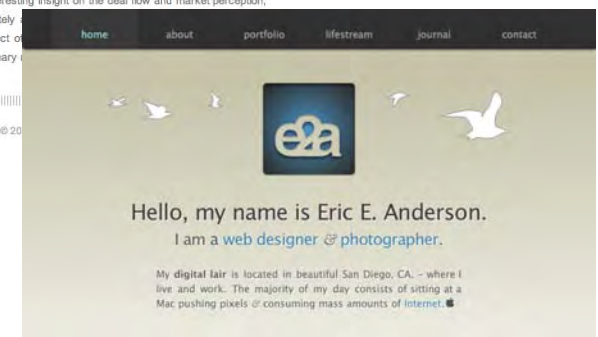


Long live the consumer!
monday, april 27, 2009



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 a recessionary t

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Process Book - Project 2 Cause Social Networking Site

section 2

design process

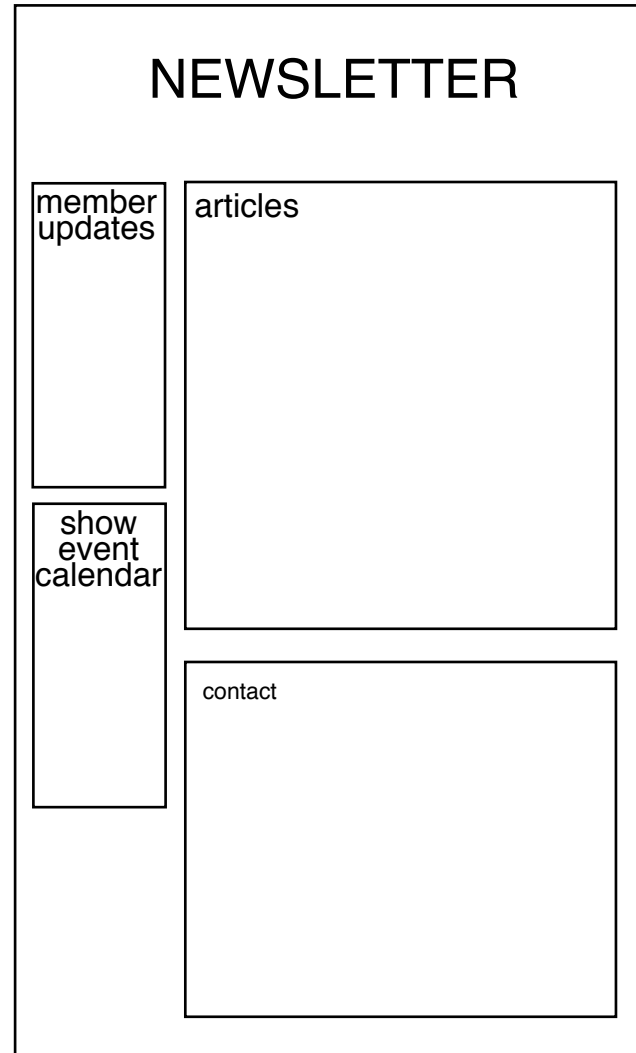
Wireframes

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



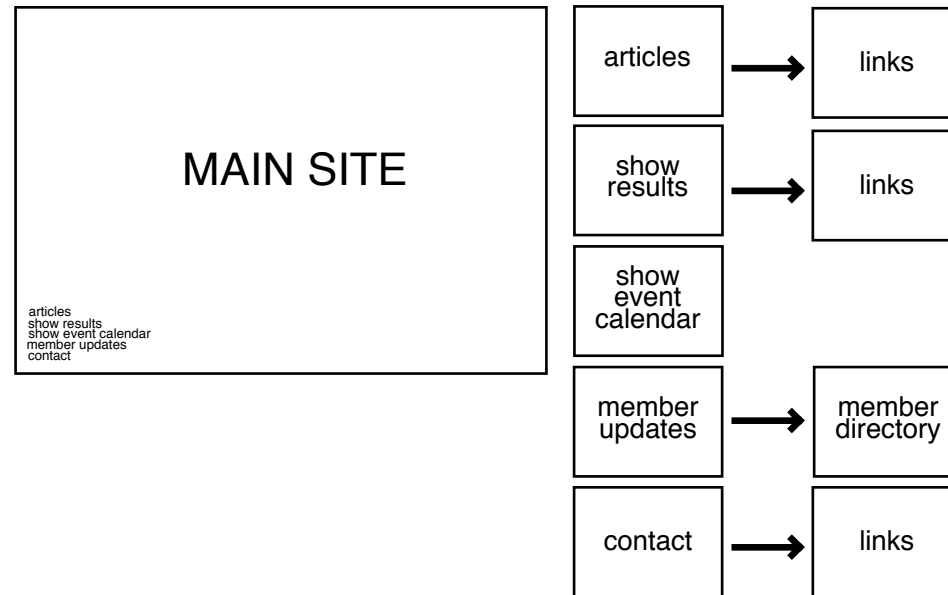
Wireframes

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 - American Kennel Club
- www.ukcdogs.com - United Kennel Club
- www.hsus.org - The Humane Society of the United States
- www.aspc.com - The American Society for the Prevention of Cruelty to Animals

Wireframes

3 Concepts

Concept 3 - Networking Site

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

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

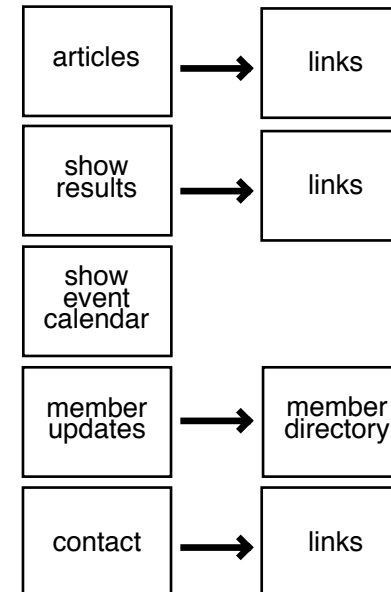
articles
show results
show event calendar
member updates
contact

name
dog breed
dog's name
activities
contact

name
dog's name

my pictures
my blog
my links
my videos

friends
messages
updates



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



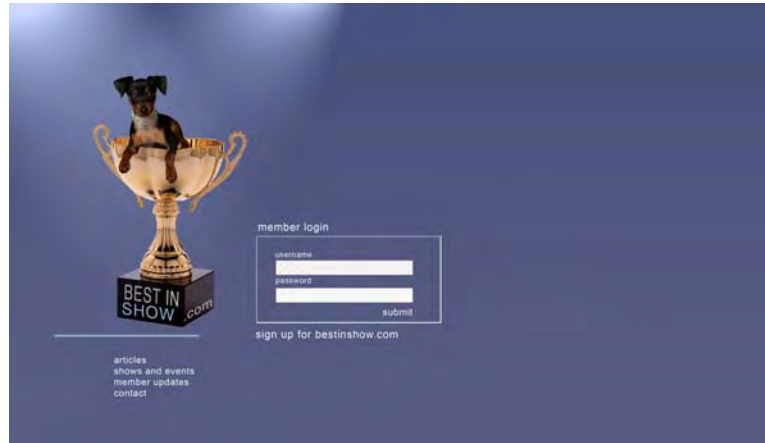
Design Comps

Alternate Design Concept

Comp 1 - website

I felt that my initial design direction for the website was not interesting enough and overall not well designed. This was a second direction I tried going in, but it still just feels incomplete.

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 right 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 for 'BEST IN SHOW .COM'. At the top, there are links for 'member login' and 'sign up'. The main header features the text 'BEST IN SHOW .COM' in a large, bold font. Below the header, there is a navigation menu with links for 'articles', 'shows and events', 'member updates', and 'contact'. The main content area is divided into two columns. The left column contains two article teasers. The first article is titled 'PLASTIC SURGERY - GOOD FOR DOGS' and discusses a pet plastic surgeon's views on face-lifts for dogs. The second article is titled 'TWO EXTRAORDINARY MEN' and discusses the passing of two long-time friends, Jerry Roszman and Roy Stenmark. The right column contains a 'Member Updates' section with three entries, each featuring a small profile picture and a brief update. The background of the page is a photograph of a dog show, showing a French Bulldog and a small dog on a red carpet.

member login sign up

BEST IN SHOW .COM

articles
shows and events
member updates
contact

PLASTIC SURGERY - GOOD FOR DOGS

"Plastic surgery is good for dogs!" according to a leading Brazilian pet plastic surgeon. A face-lift for a dog? [Seattle Post Intelligence] Not only can you get a face-lift for your dog, but you can even order up a mammary lift for her droopy tits after she's had her puppies... (Surely the SPCA would label this kind of pure cosmetic surgery an unnecessary and cruel procedure?)

<http://ra@b.weblogs.com/0107233/>

TWO EXTRAORDINARY MEN

Within almost a two day period of time we learnt of the passing of two long time friends Jerry Roszman and Roy Stenmark. Roy had been sick for a long period of time suffering from a debilitating illness. His wife and dear companion Betty- Anne was a constant source of encouragement to him. The mutual devotion of this couple to each other during this time period was remarkable in its strength and a definitive example of how strong bonds can be between people. These were not easy times for either of them but it was handled by both of them with a dignity and a calm one would have expected from them Our sympathies to all involved

<http://www.oognews.com/stander/2505/072405/stander072405.html>

Member Updates

New litter born July 20th, out of ch. Prince. Ready to go in September...

Professional handler with 15 years of handling - will be available this spring and summer...

h. Lady in Red was Best in Show in Oklahoma! Best cat 15 champions...

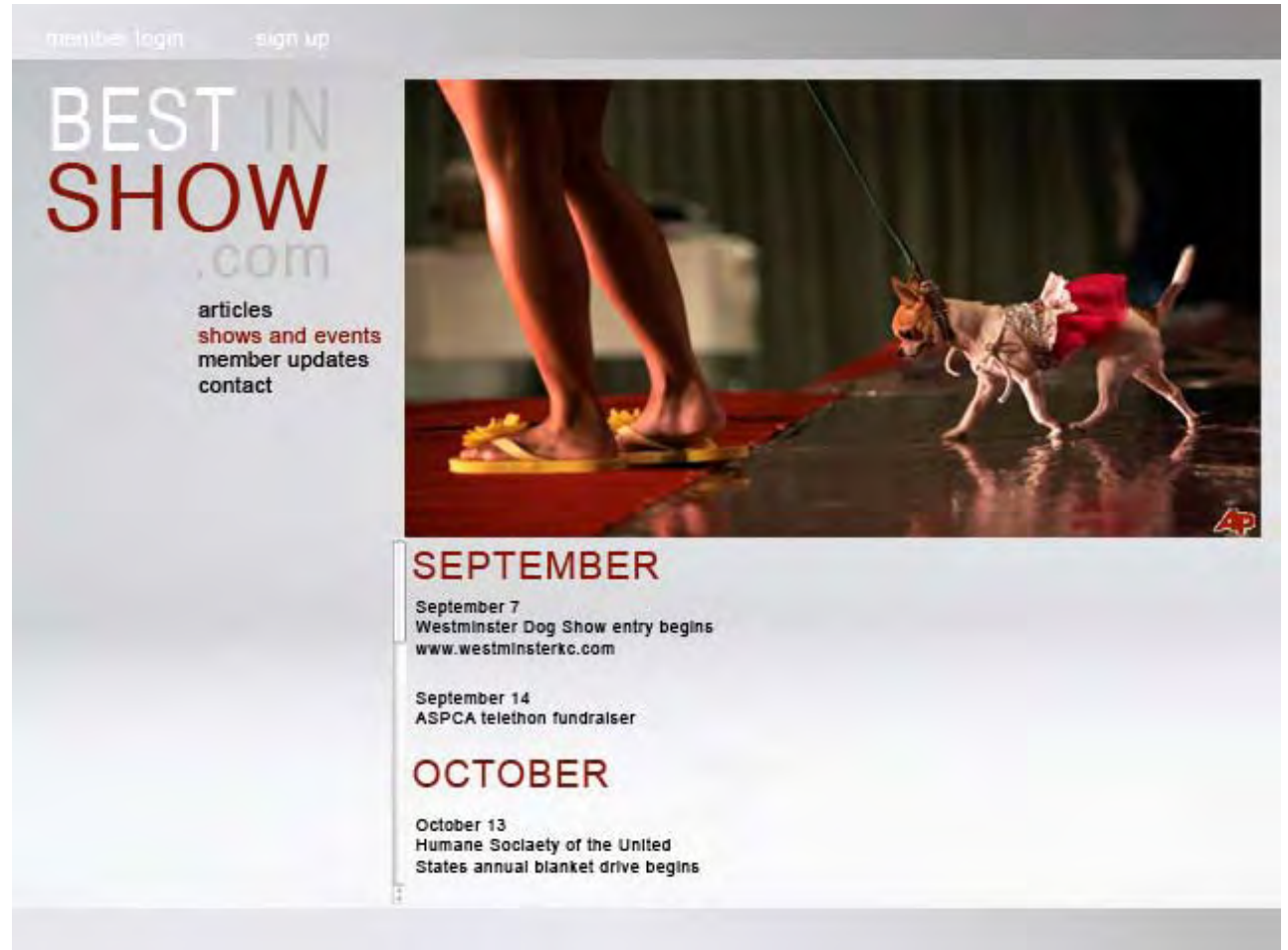
Final Design Choice

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 months are shown with events listed below them.

Calendar




The screenshot shows a website page with a navigation bar at the top containing "member login" and "sign up". The main header features the text "BEST IN SHOW .COM" in a large, bold font. Below the header is a vertical menu with the following items: "articles", "shows and events", "member updates", and "contact". The central image is a photograph of a person's legs in high-heeled sandals standing on a red carpet, with a small dog wearing a red dress walking on the carpet. Below the image, the calendar lists events for September and October. The September events are: "September 7 Westminster Dog Show entry begins www.westminsterkc.com" and "September 14 ASPCA telethon fundraiser". The October event is: "October 13 Humane Society of the United States annual blanket drive begins".

member login sign up

BEST IN SHOW .COM

- articles
- shows and events
- member updates
- contact



SEPTEMBER

September 7
Westminster Dog Show entry begins
www.westminsterkc.com

September 14
ASPCA telethon fundraiser

OCTOBER

October 13
Humane Society of the United States annual blanket drive begins

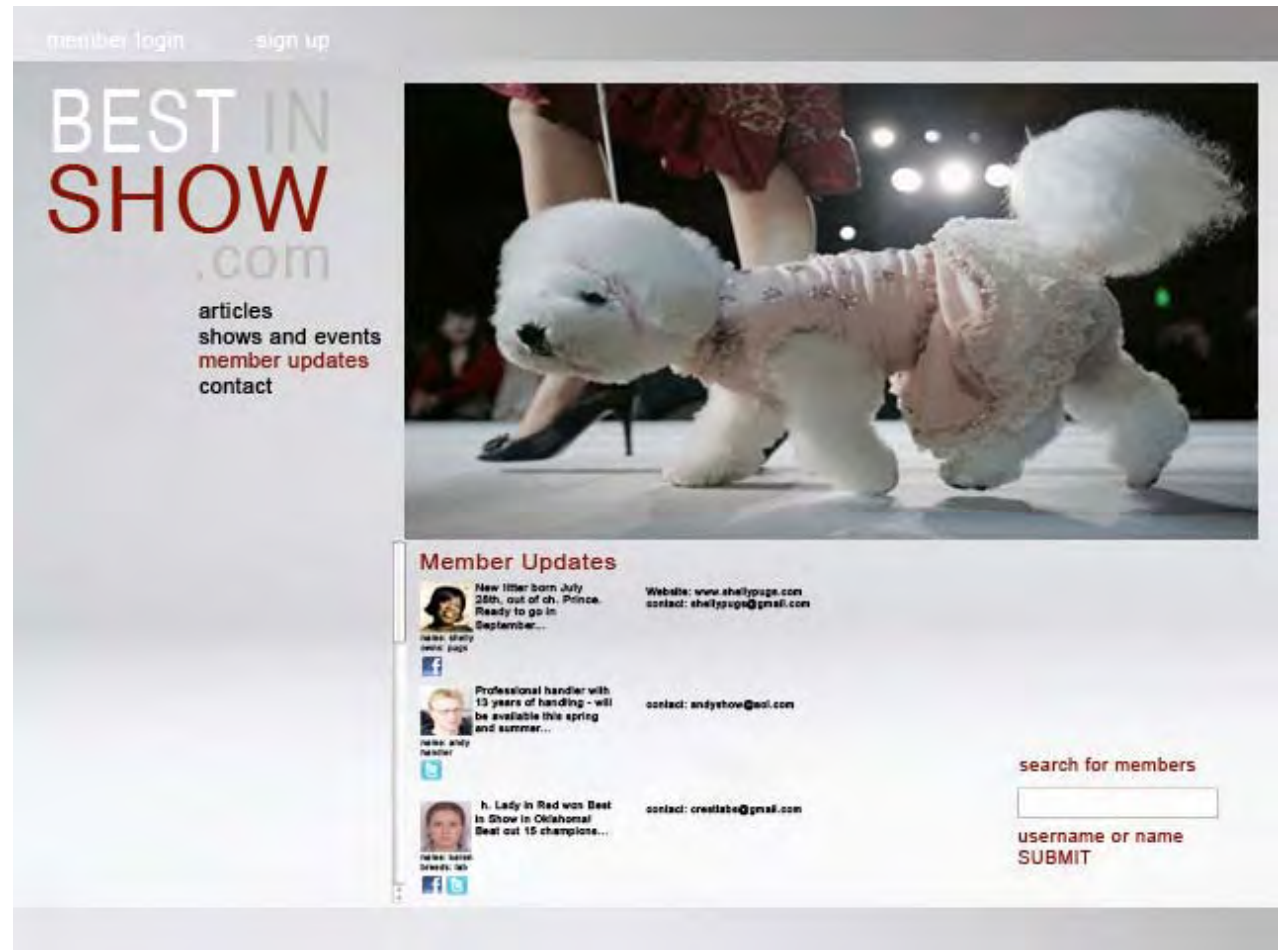
Final Design Choice

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



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

main | login | sign up

BEST IN SHOW .COM

articles
shows and events
member updates
contact

to contribute articles or event information
contact hamptonb@pdx.edu

RESOURCE CONTACT INFORMATION

Animal Poison Control Center:
(888) 426-4435

American Kennel Club
8951 Arco Corporate Drive, Suite 100
Raleigh, NC 27617-3390
Telephone: 919.233.9767

ASPCA
www.aspca.org/fight-animal-cruelty
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 O'neiro Dog Shows
www.oedtro.com/jackofneiro/contact.html

Member Updates

 New litter born July 20th, out of ch. Prince. Ready to go in September...

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

 h. Lady in Red was Best in Show in Oklahoma! Best out 10 champions...