



Colophon Report





A special thank you to Paul McCormack, Dr Kyle Boyd & Daniel Philpott for their continuous support, understanding and guidance throughout my time at IxD Belfast.

I would also like to say thank you to all my family and friends for their support and encouragement over the last four years.









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# 01 Introduction



# Say hello to Spot!

I come from a family of dog lovers and when we brought home two Labrador puppies in May 2021 I started to look for dog friendly places I could take them that would be both safe and fun. It was through this process of time consuming research that the idea for Spot was born.

Spot is a mobile application, specifically for dog owners in Northern Ireland, where they can find dog friendly places to eat, drink, stay, play and walk as well as dog friendly events. Spot will give users the ability to have all of this information at their fingertips, no matter where they are in Northern Ireland. Additionally, the user will be able to find information quickly which will be up to date and accurate, exactly what is needed when you are out and about, at home planning your next trip or just want to find what is close to where you live.





Spot will be available to both iOS and Android users and will reach a large number of users by being downloadable from both the App and Google Play Stores. A promotional website is also available which has been created to encourage users to download and use the app when looking for somewhere to visit with their dog.

Spot is a product I am very passionate about as I know it can make a huge difference to dog owners and their dogs by providing the best information in a few taps. We do not have a product like this in Northern Ireland and the need for this mobile app was confirmed through my initial user research. With the ability for users to leave reviews and to share dog friendly places with their friends and family, I hope to create a positive dog loving community with an application that caters exactly for the needs of dog owners and their furry friends.

## Initial User Research Results

175 responses

75

75% stated that it's difficult to find accurate information for dog friendly places in Northern Ireland

57

57% would like to see a variety of dog friendly locations in Northern Ireland shown on the app

96

96% would like to see this kind of app and would use it on a regular basis



Magherafelt, BT45 7RB  
47.0 miles • 55 min drive  
Due to demand, the Spring Dog Show is back for a second year, with even more competitive categories and prizes up for grabs for your four legged friend.

I'm interested

9:41

Hello Nathan  
Walks near Hillsborough



Hillsborough Forest Park  
Royal Hillsborough, BT26 6AL • 1.9 mi  
50+ reviews

Because you liked The Stillhouse



The Hillside  
Royal Hillsborough, BT26 6AE • 1.9 mi  
40+ reviews

Explore

Search

Collections

Settings

Sign Up

Name



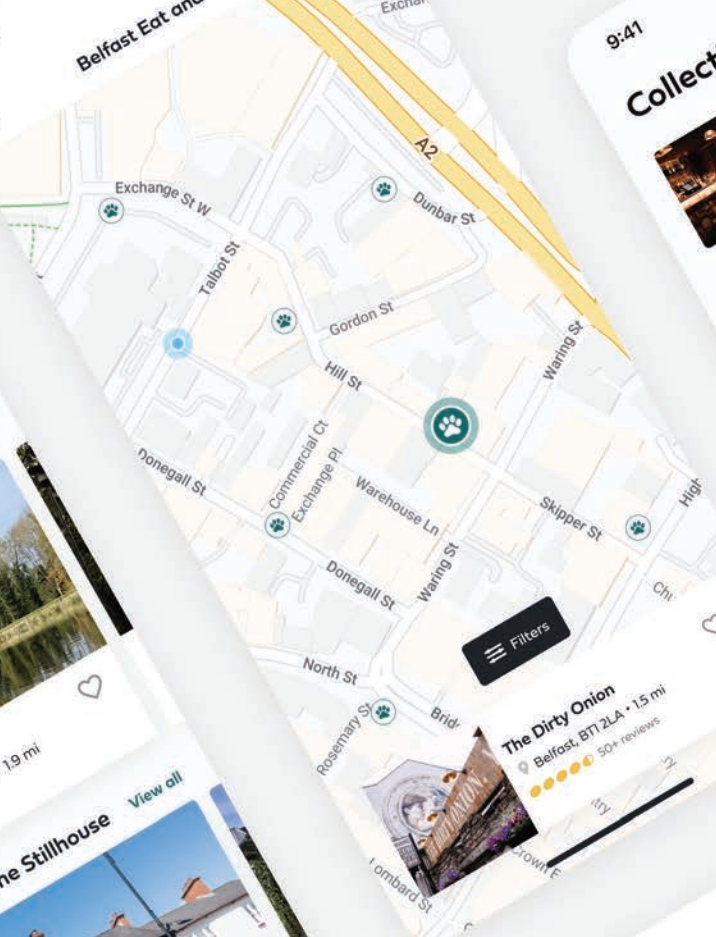
Nathan Holmes

Email Address

nathanholmes@gmail.com

9:41

Belfast Eat and



The Dirty Onion  
Belfast, BT1 2LA • 1.5 mi  
50+ reviews

9:41

Collections



Belfast

The Jailhouse & 12 others



Hillsborough

Broadwater Car



Portlough

Inn o



The Old House

100+ reviews

9:41

Search

Where are you going?

Recently Added



The Salty Dog Hotel & Restaurant

Bongor, BT20 4QX

40+ reviews

Trending right now

9:41

Killyhevlin Lakeside Lodges







## 02 Target Market

# Who is Spot for?

The main target user group for Spot will be dog owners within Northern Ireland. It will primarily be aimed at users aged 16+ as my user personas identified that this application will be useful for any age group who owns a dog and is responsible for taking their dog out for walks through to going on a staycation.

I have also identified two other user groups who would benefit from using Spot, tourists who wish to bring their dog(s) on holiday to Northern Ireland and dog friendly businesses, such as restaurants, bars and hotels who wish to highlight their dog friendly status, encouraging more visitors.





## Samantha

Age: 25  
Education: BA (Hons) Journalism  
Occupation: Freelance Journalist  
Location: Hillsborough, NI  
Pets: 2 dogs, Border Collie and a Labrador, both male,

### Devices

- iPhone 12 Pro
- iPad Pro 12"9"
- Apple Watch Series 7

### Motivations

Samantha is keen to explore Northern Ireland with her dogs and wants to see where she can visit and stay, that is dog friendly. She also wants to see where local dog friendly events are taking place so she can meet other dog owners.

### Personality

Samantha is outgoing, loves dogs and has two of her own, Buster and Hunter. She loves getting out and about, exploring different places and always tries to take her dogs with her. Samantha is also athletic and takes part in canicross events whenever she can.

### Frustrations

Samantha's main frustration is that she has to search several sites when trying to find dog friendly places, in a particular location, which is very time consuming. She also would like places like cafes and restaurants to state what dog friendly actually means.

### UX Needs

- Variety of places listed
- Easy to use
- Informative and accurate
- Good use of colours



## Paul

Age: 52  
Education: BEng (Hons) Engineering  
Occupation: Bus Driver  
Location: Oxford, UK  
Pets: 1 dog, Labrador, male, 3 years old

### Devices

- iPhone 11 Pro
- iPad Pro 12"9"
- Fitbit Versa 3

### Motivations

Paul wants to find walking trails and accommodation which are suitable for dogs. He would also like to find out what restaurants and pubs are dog friendly across Northern Ireland as he travels there regularly with his wife and dog, Benji.

### Goals

Paul's main goals are finding dog friendly places in Northern Ireland, so Jenny and him can take advantage of their extra holiday time with their dog.

### Personality

Paul is married with twins who are heading off to university, leaving him and his wife, Jenny, more time to holiday in Northern Ireland with their dog, Benji. He's keen to find dog friendly locations to explore.

### Frustrations

Paul has tried looking for dog friendly places using Facebook, however he doesn't have much luck finding the places he wants.

### UX Needs

- User friendly
- Easy to understand
- Photos and up to date information
- Location based recommendations





## 03 Business Model



9:41

Hillsborough, NI

Hello Rachel

View all

Walks near Hillsborough



Hillsborough Forest Park

Royal Hillsborough, BT26 6AL • 1.9 mi  
50+ reviews

Because you liked The Stillhouse

View all



The Hillside

Royal Hillsborough, BT26 6AE • 1.9 mi  
40+ reviews

Search

Collections

Settings

# What's the business model?

## Users

Spot will be available to all users free of charge. The app will have no advertisements or pop ups distracting the user from the content, creating a more enjoyable user experience. There will be no hidden, in app purchases for users either, so all of the content will be accessible to all users for free at any time.

## Businesses

In respect of businesses who wish to be included on the application I will be operating a Freemium business model. They will initially get free placement on the application and once Spot is established, they can take advantage of a small monthly payment plan which will give them better placement on the application e.g. show in trending more often, be first on the list of options etc. The plan will vary between £6p/m to £10p/m depending on the length of subscription, for example, the longer the subscription, the cheaper the monthly charge would be. Revenue driven from this will be re-invested into the continual improvement of design, development and operation of the application.





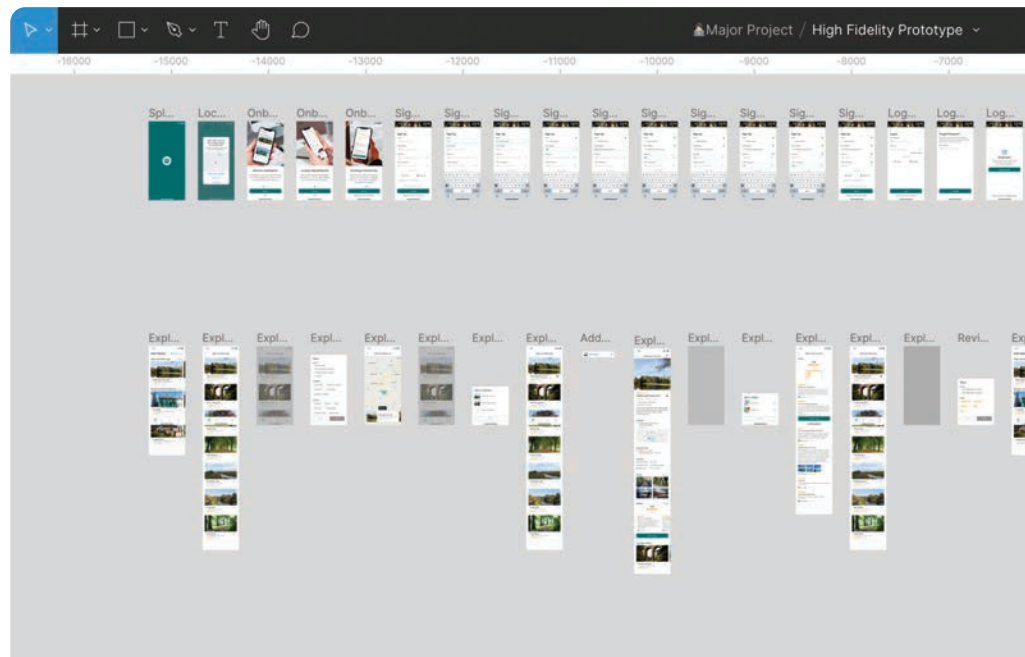


## 04 Strengths & Weaknesses

# The Strengths

I consider one of my main strengths to be in User Experience and User Interface Design. While completing my placement year, I had the opportunity to work on numerous projects with a range of clients to produce high quality and user friendly designs. Throughout this experience I was able to improve and build upon my design knowledge and become more efficient with digital design tools, which has helped me to produce a high quality, user friendly and innovative app.

The research I undertook to identify the needs of potential users was another strength when completing this project. I completed an initial survey to identify if such an application would be needed and used and received 175 replies showing that 96% would use such an application. I then completed further user research using a card sorting exercise. This helped identify what was important to potential users of the application along with an in-depth survey to understand more about how dog owners currently find dog friendly places and what their frustrations are with this process. Conducting such in-depth user research validated my idea for Spot, confirming that it is an application that is not only needed but also would be used.



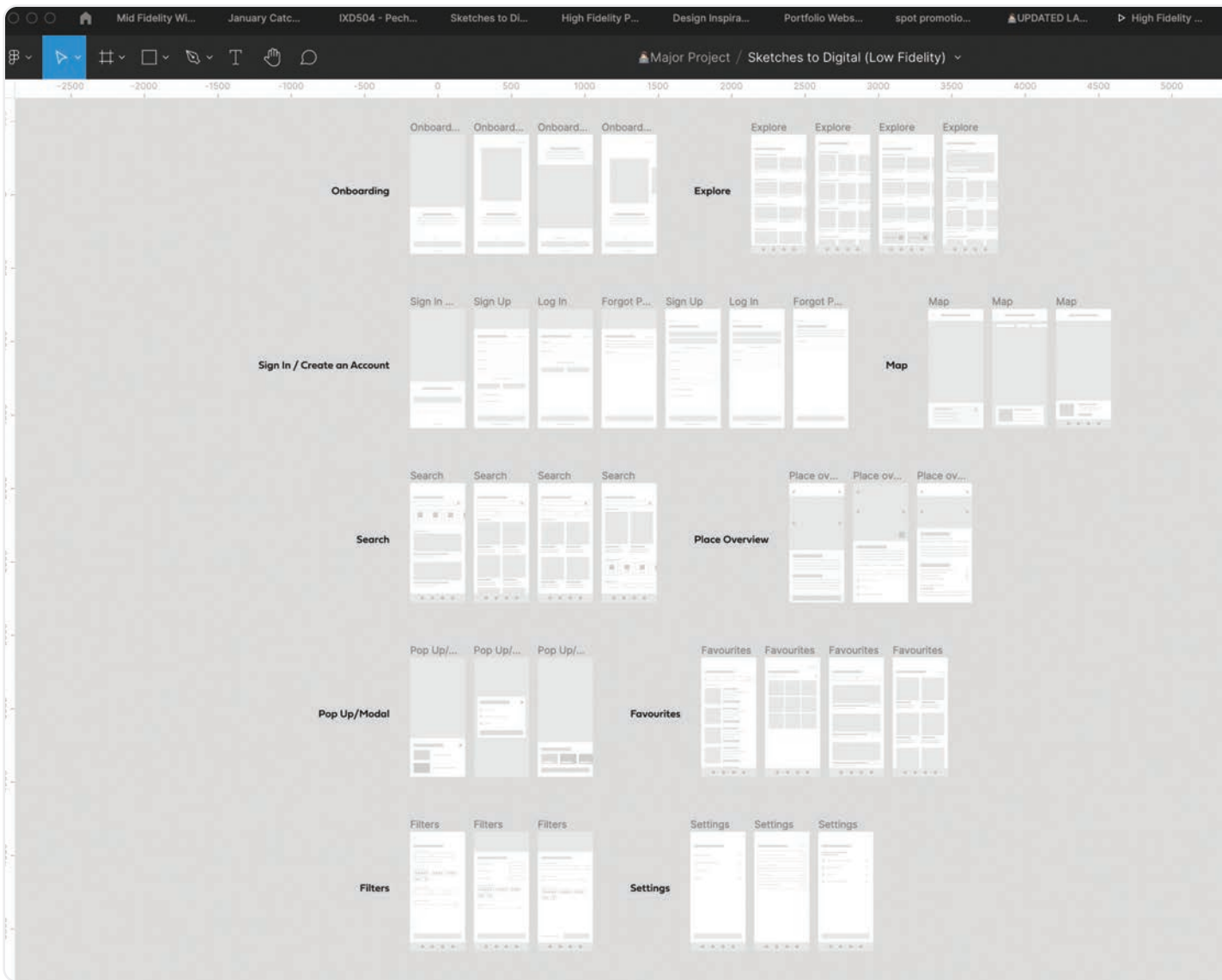
## Major Project Research (Responses)

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Timestamp						
A	B	C	D	E	F	G
10/11/2021 19:54:23	Yes	4	Recommendations from social media	Dog Lovers NI on fb.	Lack of variety.	Yes
10/11/2021 20:23:04	Yes	1	map	google	dog poo	No
10/11/2021 20:30:55	Yes	10	Recommendations from family & friends	None	Access times and costs of places to go	Yes
10/11/2021 20:39:14	Yes	5	Recommendations from family & friends	None	None	No
10/11/2021 20:52:33	Yes	8	Websites, Recommendations from family & friends, Dog training group	Facebook groups	Sourcing and opening hours	Yes
10/11/2021 21:18:34	Yes	4	Magazines, Recommendations from family & friends	Do not use	Finding them!	Yes
10/11/2021 21:22:51	Yes	5	Websites, Leaflets / Flyers, Recommendations from family & friends, Recommendations from social media	walkni.com, ViewRanger app, nationaltrust.org.uk	That the website/information doesn't mention dogs or specify where exactly dogs are allowed or not.	Yes
10/11/2021 21:29:47	Yes	5	Recommendations from social media	Facebook Groups	Transport	Yes
10/11/2021 21:58:58	Yes	9	Websites, Recommendations from family & friends, Recommendations from social media	Facebook, Instagram, Next Door	No single source of information and often not up to date	Yes
10/11/2021 23:07:15	Yes	7	Recommendations from family & friends	N/A	Proximity to home	No
10/11/2021 23:45:31	Yes	7	Recommendations from family & friends	Google	Not giving the length of the walk. Some walks are too short	Yes
10/12/2021 1:06:35	Yes	7	Recommendations from family & friends, Recommendations from social media	Facebook	Number of dogs they seem to allow (hotels eg) whereas if you have well behaved animals that, for example, aren't allowed on furniture at home or allowed to run mad in the house they would be less trouble than some single less biddable pets	Yes
10/12/2021 7:09:52	Yes	4	Websites, Recommendations from social media	Facebook, booking.com	You search for dog friendly accommodation but non-dog friendly comes up. You mostly have to ring as there is no option to add a dog online	Yes
10/12/2021 7:58:54	Yes	5	Websites, Recommendations from family & friends, Recommendations from social media	Google	None	Yes
10/12/2021 8:04:10	Yes	10	Recommendations from family & friends	None	Not a lot of them	Yes
10/12/2021 8:07:20	Yes	7	Websites, Recommendations from family & friends	Facebook, Google searches	Lack of availability in my area, places available are often busy or fully booked	Yes
10/12/2021 8:45:54	Yes	4	Websites, Recommendations from family & friends	Google	How busy they are for more timid dogs to feel comfortable	Yes
10/12/2021 11:17:32	Yes	4	Websites, Recommendations from family & friends, Recommendations from social media	Facebook, nextdoor, Instagram	Finding accommodation that doesn't charge a fortune to have 2 dogs and family stay.	Yes
10/12/2021 11:36:54	Yes	3	Websites, Recommendations from family & friends	Not sure, I usually check on premises websites directly. I have used booking.com and Airbnb too	None	Yes
10/12/2021 12:04:14	Yes	7	Recommendations from social media	Instagram and Facebook	Knowing how big they are inside as one of our dogs is quite big so we need a large enough place to be suitable	Yes
10/12/2021 12:05:13	Yes	7	Websites, Recommendations from family & friends, Recommendations from social media	Instagram	Not knowing the opening times	Yes





# The Weaknesses

After creating numerous layouts and screen designs for the app, I found it difficult to narrow them down and decide on the best layout to use. This resulted in a lot of time being spent trying to weigh up the pros and cons for each wireframe before choosing the final version.

If I had the opportunity to do this project again and had more time to work on it, I would dedicate more time to completing user interviews to get a more in depth understanding of what my target user group would like to see from this kind of app. Additionally, I would also allocate more time to user testing. Ideally, I would have liked to create a mid-fidelity prototype and test this with users to help get their initial thoughts on the flow and overall concept, however due to time pressures, this was unfortunately not feasible during either semester.



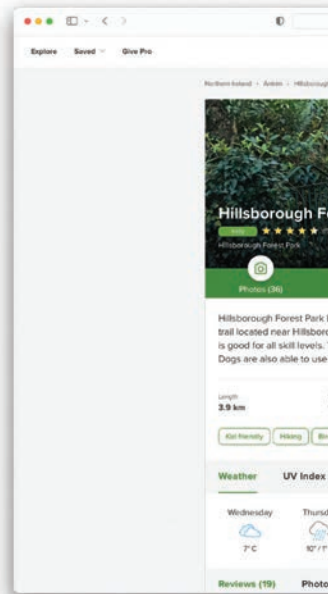


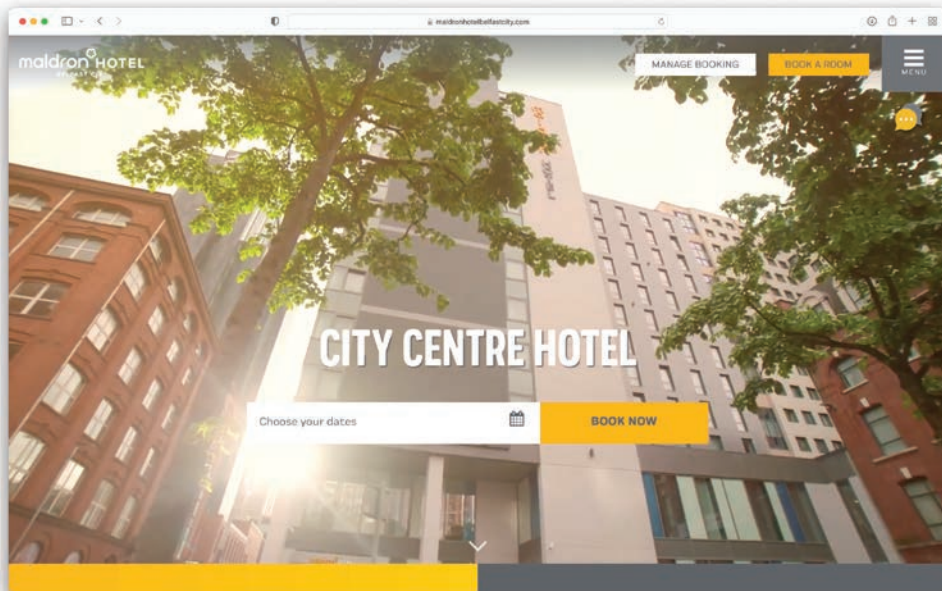
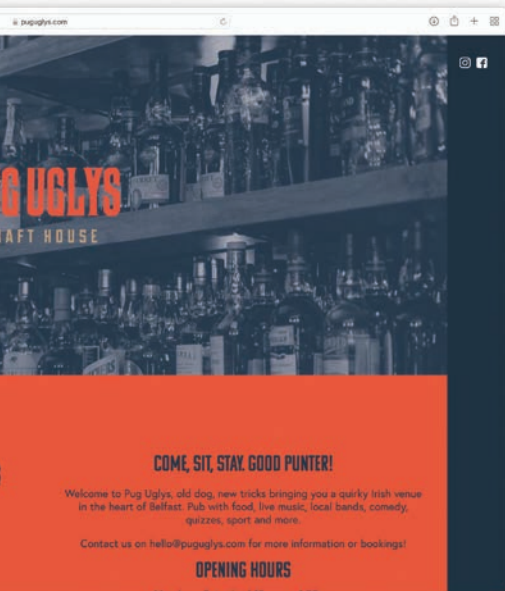
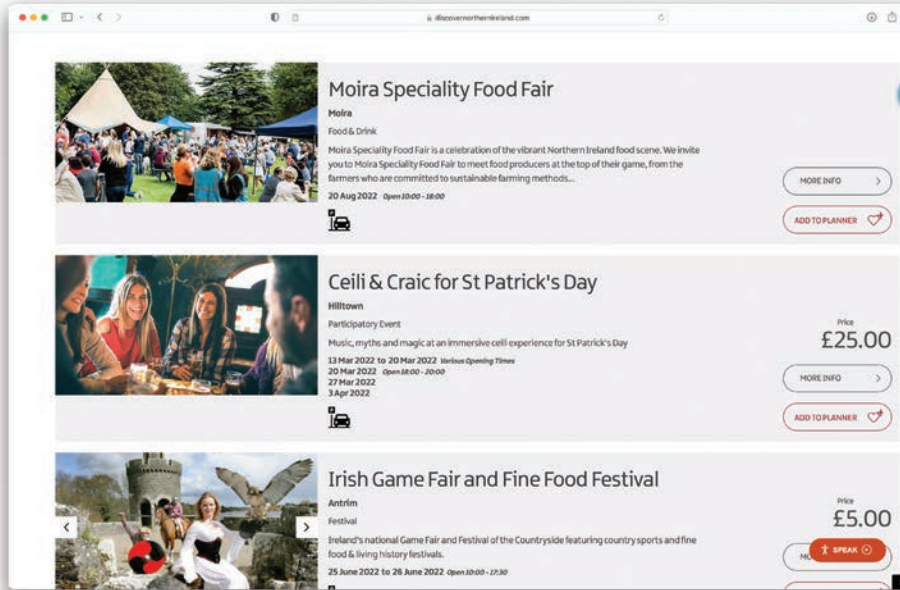
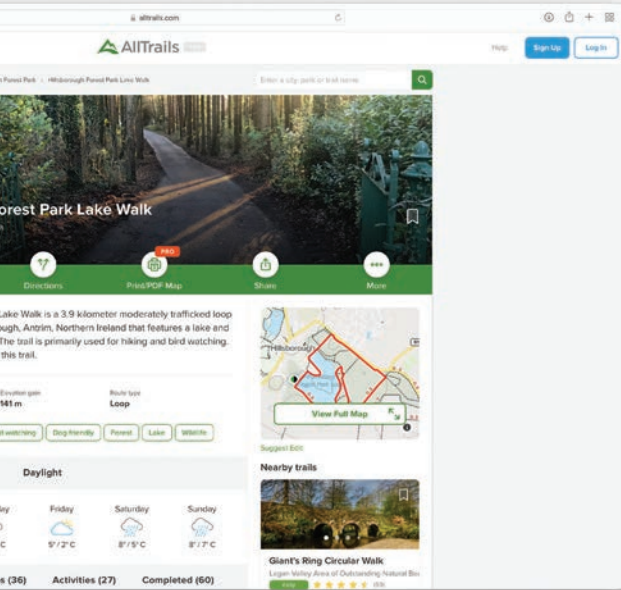


## 05 The Challenge

# Generating Content

The main challenge I came across when creating Spot was finding up to date and accurate information for content. Generally, what is found when searching is vague at best, whether that is a great place to walk or somewhere to eat or stay, there was never enough information a dog owner would need to help them make a decision about whether or not it was right for them. In the majority of cases, when creating the content, I had to resort to emails and phone calls to obtain exact and accurate information. This, of course, was time consuming but on a positive note it also confirmed, without a doubt, that having information at your fingertips which is up to date, accurate and informative is needed and Spot would be the answer to this problem.











## 06 Design Toolkit

# How was Spot designed?

Over the course of this project, I have used a number of applications to bring Spot to life. By using a range of tools, I believe it has enabled me to create an immersive prototype along with presenting research in an organised and presentable way.

The main tool I have used throughout this project has been Figma, and having used it in depth throughout my placement year, I felt it was the best application to create and design Spot. I have used Figma to create all of the design work, from branding and user research to initial rough wireframes and the high-fidelity prototype.

To keep all my notes, research and experimentation organised and in one place, I used Notion. Notion makes organisation easy and stress free, with the ability to set up tables, boards and more, to keep track of tasks and research.



My sketchbook allowed me to carry out paper based exploration before creating digital versions of wireframes and the user flow. It gave me the chance to get any initial ideas I had down on paper, which saved time when it came to moving sketches to Figma.

Other tools I have used throughout this project include;

- Optimal Workshop - to carry out a remote card sorting task with users
- Google Forms - to create any user surveys which were sent out to the target user group
- Maze - to carry out remote usability testing
- Adobe InDesign - to create the colophon report



<

Sign Up

Name

Nathan Holmes

Email Address

nathanholmes@gmail.com

Password

••••••••

Confirm Password

••••••••

Or sign up with

Google

Facebook

☐

Sign me up to promotional emails

By selecting Sign Up, you agree to Spot's Terms of Service and Privacy Policy.

Sign Up

Already have an account? Log In

Hillsborough Forest Park

Royal Hillsborough, BT26 6AL • 1.9 mi

50+ reviews

Dromore Town Park

Dromore, BT25 1ND • 5.4 mi

10+ reviews

Filters

Map

Explore

Search

Collections

Settings

9:41

<

Walks near Hillsborough

Magheragall

Lisburn

Mazetown

Lambeg

Keshbridge

Culcavy

Ravernet

Hillsborough

Filters

Hillsborough Forest Park

Royal Hillsborough, BT26 6AL • 1.9 mi

50+ reviews

Search

Where are you going?

Recently Added

View all

The Salty Dog Hotel & Bistro

Bangor, BT20 4QX

40+ reviews

Trending right now

Whiterocks Beach

Explore

Search

Collections

Settings

9:41

Hello Nathan

Hillsborough, NI

Walks near Hillsborough

View all

Hillsborough Forest Park

Royal Hillsborough, BT26 6AL • 1.9 mi

50+ reviews

Because you liked The Stillhouse

View all

9:41

<

Walks near Hillsborough

Hillsborough Forest Park

Royal Hillsborough, BT26 6AL • 1.9 mi

50+ reviews

Add to Collection

Hillsborough and Moira

View all photos

4.5

## Hillsborough Forest Park

Forest walk Play park Lake

Royal Hillsborough, BT26 6AL

1.9 miles • 4 min drive

Hillsborough Forest Park covers approximately 200 acres, complete with picnic areas, lakeside viewpoints as well as a newly installed children's play park.

Visit website

9:41

Killyhevlin Lakeside Lodges

View all photos

5.0

## Killyhevlin Lakeside Lodges

Self-catering Private patio Boat hire

Enniskillen, BT74 6RW

75.6 miles • 1 hr 20 min drive

The Killyhevlin Lodges is the perfect spot for you and your four legged friend to have a relaxing break. The lodges are designed to a high standard and stylish.

Book now

The Dirty Onion

View all photos

5.0

## The Dirty Onion

Beer garden Outdoor dining Live music

Belfast, BT1 2LA

16.1 miles • 25 min drive

The Dirty Onion is home to one of the largest beer gardens in the city. Dogs of all ages & sizes are welcome as long as they are looked after. A dog menu and water dishes are available.

Get in touch

9:41

Spring Dog Show

View all photos

50+ interested

## Spring Dog Show

Shopping Food & Drink Live music

Maaherafelt, BT45 7RB

5 30  
4 10  
3 8  
2 6  
1 2

Worth a visit - dogs love it!

Visited on Tuesday morning with my dog and safe to say we will definitely be back 🐾 My dog had a great time dandering through the forest and playing fetch. A local coffee hatch is also open which serves great hot drinks.

Sam Parr • 24 minutes ago

You & your dog are missing out!

If you haven't visited Tollymore Forest Park, you & your dog are missing out! It's a great place, there are loads of different walks to explore! Dogs are allowed off lead too which is great if they want to have a dander around - definitely worth the visit!

Write a review

9:41

## Collections

**Belfast**  
The Jailhouse & 12 others

**Hillsborough and Moira**  
Broadwater Canal & 4 others

**Portrush Staycation 2022**  
Inn on the Coast & 8 others

**Staycation Inspiration**  
The Rabbit Hotel & 13 others

**Nearby**  
Gowdy's of Down Royal & 7 others







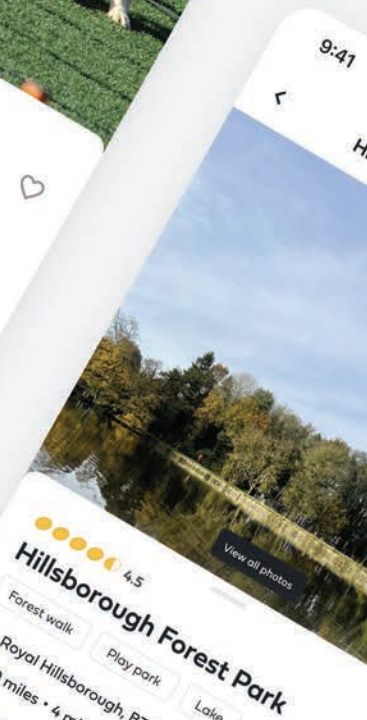
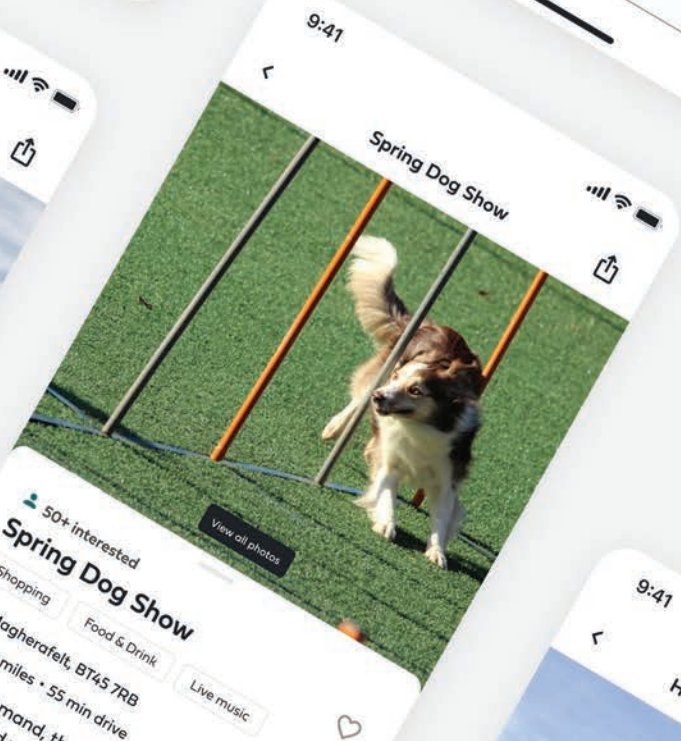
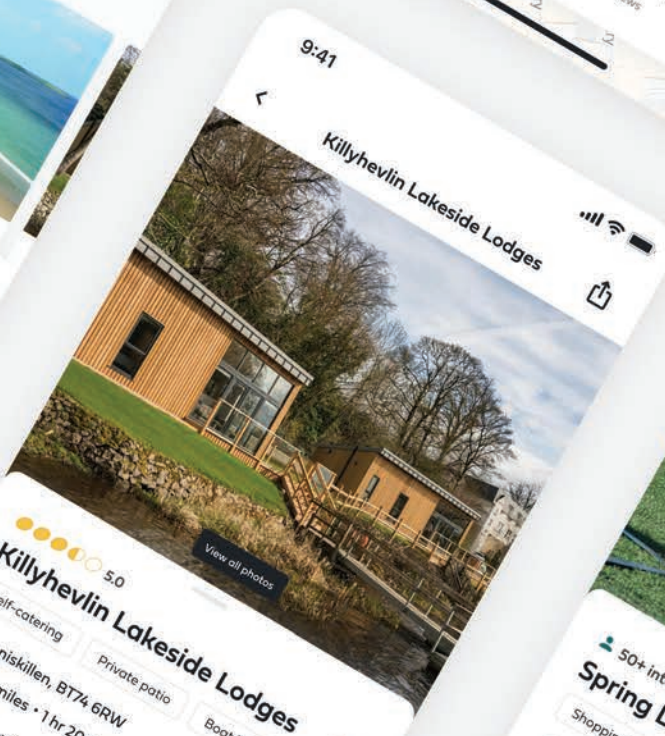
## 07 Conclusion

# My hope for Spot...

Overall I am very happy with Spot. It has been a long, interesting and sometimes frustrating project to work on but one I felt passionately about as a dog owner and I am very proud of how Spot looks and feels today.

This application is desperately needed within Northern Ireland and it would be great to find a developer to help bring Spot to life. I believe it would solve numerous problems for dog owners all over the country by providing them with the solution to find the best dog friendly places in our beautiful country, all within a few taps, no matter where they are in Northern Ireland.







Created & written by Hannah Haslem

May 2022