

DOG DOCTORS

EXPLORATORY RESEARCH

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What is Dog Doctors?

Dog Doctors is an **outreach program** started by Dr. Carmichael with the University of Georgia College of Veterinary Medicine to spark interest among elementary and middle schoolers in **pursuing a career in the veterinary field.**

As part of Dr. Carmichael's initiative to

1) expand outreach to underserved communities in Georgia

and

2) develop a program where content can be replicated by Vet Med students,

we will be carrying out different phases of **market demographic, virtual technology,** and **outreach** research to better understand our audience.



Interactive Programs



“This is How We Role” - Purdue University

An online resourced aimed at inspiring the next generation of veterinarians through interactive games and online picture books.

pros:

Very engaging and targets the younger demographics. It features fun, interactive games and picture books.

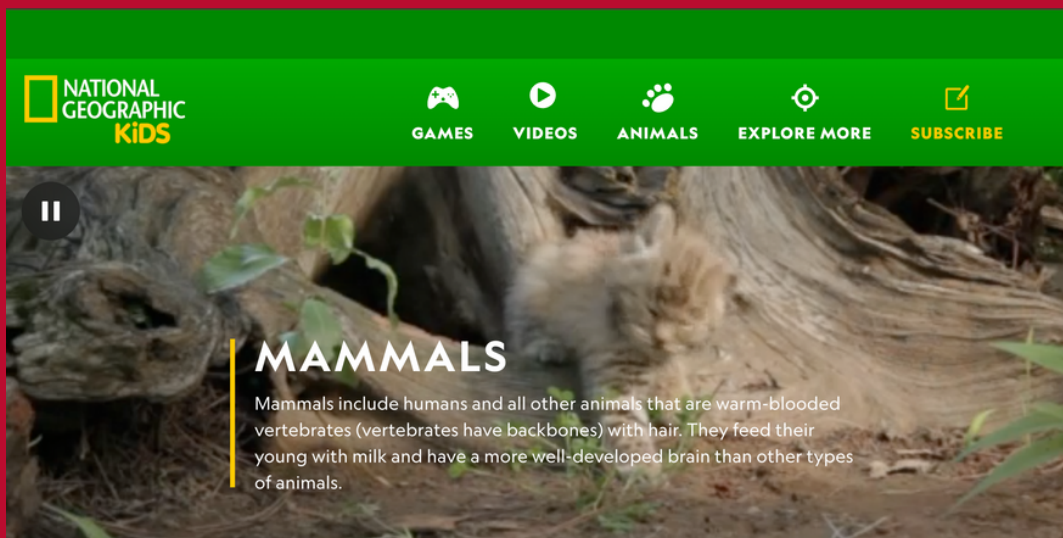
cons:

The site could be more detailed and include more video content. We could definitely add more resources and make ours more interactive. The layout could also be cleaner aesthetic-wise.

We could borrow from their **interactive map** and develop our own to display the counties and other areas in Georgia served



Interactive Programs



“National Geographic Kids”

This is an interactive educational resource on mostly animals.

pros:

Free access. It is very aesthetically pleasing, with smooth transitions and animations.

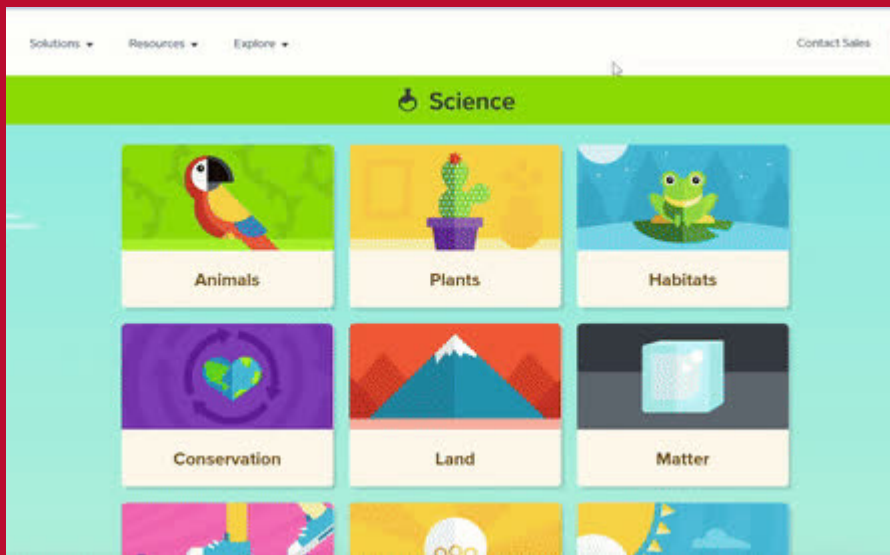
cons:

It could have more understandable comparisons and language for a younger audience.

The broad range of topics and the **advanced language** used to address readers could be used as a starting point for catering content for the **middle school audience** we are also trying to reach.



Interactive Programs



“BrainPOP Jr.”

An educational resource of all subjects for schools and families alike. They have entertaining animated videos featuring an iconic robot, and they have videos for kids of different ages.

pros:

Nice, clean layout. Everything is easy to read. The cartoon style is appealing to children. There are interactive games and assessments students can take to apply their learning. The site also features resources for teachers, such as lesson plans. Usability is simple and accessible for a younger audience.

cons:

Offering features through different payment plans introduce a barrier of inaccessibility, especially due to our aim of reaching out to more underserved communities. In other words, those that use the free version won't be able to have access to all of the potential features.

Utilizing their **archive layout** for a resource library would allow us to incorporate different media formats that we are considering, such as PDFs and pre-recorded YouTube videos.



Common Themes:



Many websites featured **interactive programs** to expand on the lessons. Effective layouts were clean and simple

All of the content centered around a **representative character(s)**, whether it be Tim & Moby (BrainPOP) or the Green brothers (Crash Course)

Youtube educational content seems to be mostly made for an older audience (>12)

OUR TAKEAWAYS

- *INCORPORATE BRIGHT COLORS, ANIMATION, AND RECOGNIZABLE CHARACTERS*
- *HAVE A WEBSITE ADAPTED TO HOST MULTIPLE MEDIA FORMATS*
- *DEVELOP SOME FORM OF AN INTERACTIVE PROGRAM TO ACCOMPANY DR. CARMICHAEL'S CONTENT LESSONS*

