



# **DOG DOCTORS**

## PROJECT PLAN

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# Project Overview

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## Client Background

Our client, Paige Carmichael, is employed at the University of Georgia College of Veterinary Medicine. She has developed an in-person outreach program aimed at elementary school students. The primary goal of this initiative is to spark interest among elementary school children in pursuing a career in the veterinary field, which currently faces a shortage in supply and is unable to meet the growing demand.

## Client Goals

- Generate podcasts for Dog Doctor and establish a sustainable plan for ongoing program implementation.
- Create videos for Dog Doctor's virtual program and develop a plan for continued use as the program progresses.
- Advertise the program on social media platforms and formulate a comprehensive social media plan.
- Establish a program website accessible to children for enhanced engagement

## Project Summary

The project involves adapting an existing outreach program for elementary school students. The current in-person format is to be transformed into a virtual delivery system, enabling us to extend our reach to areas of the state currently inaccessible. Our objective is to produce a podcast and informational videos tailored for elementary school children, shedding light on the daily tasks of veterinarians.

# Deliverables



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## **Dog Doctor Informational Videos**

Create informational videos for elementary school kids highlighting veterinarians daily tasks. This program should be interactive and able to be produced by veterinary students in a relatively small office space.

## **Dog Doctor Promotional Video**

Create and produce a Dog Doctors commercial-style promotional video that explains the mission and premise of the program to host on their website or send to educators and schools that might want to get involved.

## **Social Media Promotion**

Create a social media plan to promote the Dog Doctor virtual program

Create copy and content for social posts

Implement a social media posting plan that veterinary students can later reference after the semester

## **Website**

Build a website where elementary kids can access informational videos and podcasts

# Potential Challenges & Solutions

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## Course Video Production

### Challenge:

We must solve how Dog Doctors can have an interactive and engaging program while being virtual and accessible to multiple schools at the same time.

### Solution:

Creating a step by step tutorial to show them that is in person and can be accessed remotely

## Website Development

### Challenge

Implementing design elements, interactive features, and ensuring seamless navigation without proficient coding expertise.

### Solution:

Exploring user-friendly website builders and searching other similar programs to determine layout. We will use Wordpress

## Future Marketing

### Challenge

Develop social media posts and promotion that will be carried by the Vet Med program after we have left.

### Solution:

Develop a thorough social media plan, guide the team in Canva usage, provide reusable templates, and help create an ongoing vision board for inspiration.

# Semester Plan/Timeline

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## Group Meeting Times

Tuesday/Thursday - 3:55-5:10pm

Sunday - 5:00pm

## Checkpoint One - 1/30

Alpha + Exploratory Research + Project Plan + PR/FAQ

- Meet with John & our client to discuss expectations and deliverables for the semester
- Create a video and podcast structure plan
- Brainstorm a social media plan
- Brainstorm potential website layout
- Create presentation to showcase our client semester plan

## Checkpoint Two - 2/22

User Research + Beta + UX Map

- Begin filming for instructional videos
- Begin recording podcast sessions
- Begin drafting a website
- Submit a team Name & Desired Website URL due
- Create an engaging presentation

# Semester Plan/Timeline



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## Checkpoint Three - 3/21

**1.0 + Visual Design Guide & Poster + Website Beta + SLAM Promotion Material**

- Launch podcast series
- Launch video series
- Final Draft of Website
- Work on SLAM trailer
- Draft visual guide, posters, and other promotional material

## Checkpoint Four - 4/16

- Conduct a final test on website, podcasts, and informational videos
- Rehearse booth presentation
- Finalize trailer
- Finalize all deliverables and prepare to hand off to the client

**Booth Presentation Rehearsal- 4/16**

**Final Stage Presentation - 4/25**

**Trailers Due - 4/30**

**SLAM Debrief- 5/2**

**SLAM- 5/4**