DOG DOCTORS

UX MAP

SV Ryan, Bethany Palmer, Hannah Ebba,
Alex Caputo, Nick Selgrath

Personas

Linda Thompson

"Georgia Educator"

GOALS Sophie wants to have more fun in class by doing more **hands-on** and **interactive activities**

QUOTE "Using the Dog Doctors virtual program in my classroom has transformed the way we learn. It bridges the gap between textbook learning and real-world application, which makes learning come to life for my students."

DEMOGRAPHIC

FEMALE   52

📍 VALDOSTA,GA

ELEMENTARY TEACHER

BACKGROUND

Mrs. Linda Thompson has devoted herself to teaching fourth grade for the past 15 years. Her passion for teaching students about animals in the classroom brought her to know about the Dog Doctors program via her daughter, a UGA College of Veterinary Medicine student. Linda uses an interactive teaching approach and frequently invites outside speakers to speak to her class. Dog Doctors' person visits are made more difficult considering the distance from Athens to Valdosta. In an effort to provide her students valuable knowledge into animal care and veterinary medicine, Linda is now trying to include the Dog Doctors virtual program into her curriculum, eager to keep this interactive element.

SKILLS

Tech-Savvy

Passion

Adaptability

Resourcefulness

TECHNOLOGY

MOTIVATIONS

Inspiring Students

Engaging Lessons

Integrating Technology

Real World Experiences

Student Success

Teaching Critical Thinking

FRUSTRATIONS

Limited Resources and Funding

Engagement Challenges

Attention Spans of Students

Keeping up with Technology

Personas

Sophie Martin
"Elementary School Student"

GOALS

Sophie wants to have more fun in class by doing more hands-on and interactive activities

QUOTE

"Dog Doctors is so cool, way better than just watching slides or doing a worksheet"

DEMOGRAPHIC

FEMALE   10

DECATUR, GA

STUDENT

BACKGROUND

Sophie Martin is a 5th grader from Decatur, Georgia who loves her pet dog. She has trouble paying attention in class to PowerPoints and dislikes doing boring worksheets. At her elementary school, she is currently taking a STEM class that incorporates interactive activities and hands on learning that she really enjoys. The integration of the Dog Doctors virtual program would allow her to combine her love for animals with fun and interactive resources that supplement her education and foster an appreciation for veterinary medicine.

SKILLS

Tech-Savvy

Enthusiasm

Artistic Skills

Love for Animals

MOTIVATIONS

Interactive Learning

Animals

Hands on Activities

Animated Videos

FRUSTRATIONS

Staying engaged with Traditional Teaching Methods

Difficulty Staying Focused

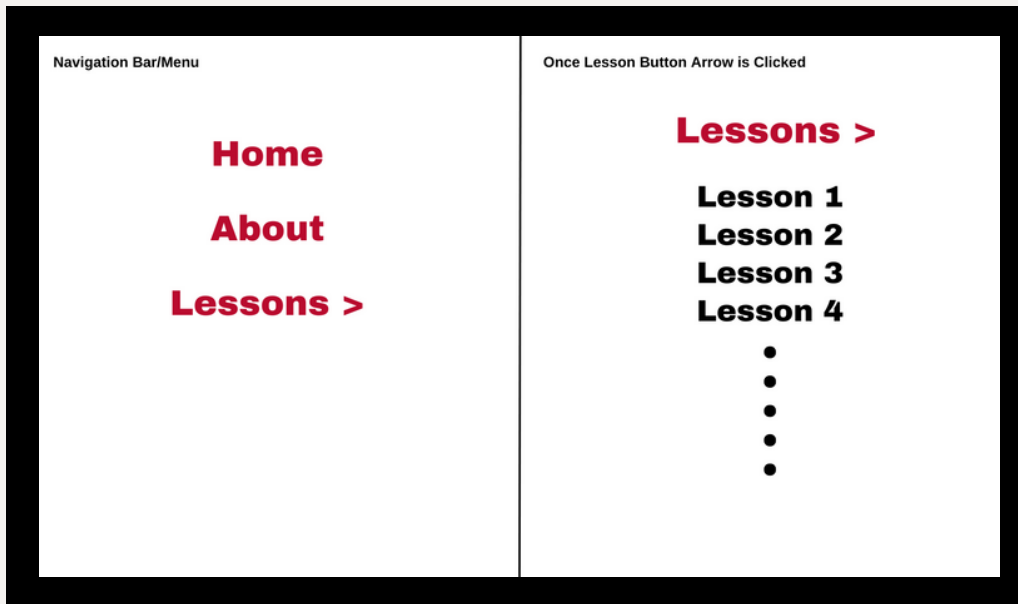No Variety in Learning Materials

Wireframe

Homepage

At the top, there's a **moving slider** showcasing pictures related to the program.

As you scroll down, you'll find a concise **description** about the program. Continuing the scroll, you'll come across a dedicated "Posts" area with regular updates about the program and **highlights events or developments** within the vet school at UGA.

Wireframe

Navigation Bar

Navigation Bar/Menu

Home

About

Lessons >

Once Lesson Button Arrow is Clicked

Lessons >

Lesson 1
Lesson 2
Lesson 3
Lesson 4

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Nav bar includes **links** to the homepage, an **about** page for essential information, and a **lessons** page for educational content.

Within the lessons page, users can explore additional lessons by clicking on **subcategories**.

About Us Page

About page on this website incorporates **pictures** that illustrate the program's essence.

This page will highlight the **background** of the program, what it is, and the **impact** it will have in veterinary practice.

Dog Doctors

About Us

Wireframe

Overall Lessons Page

Within this page all the lessons will be listed out with their thumbnail as the cover photo.

It will include the lesson number and title.

Individual Lesson Page

Within the individual lesson page... the video lesson, title of the video, and short description will all be included.

There will be a download button where teachers can download an interactive lesson plan to give to students.

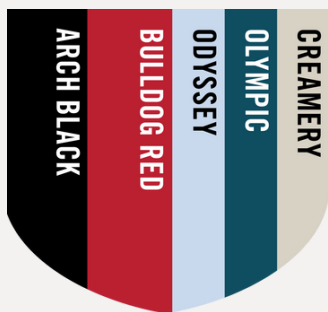# Final Thoughts

User Experience Design

Based on our findings from our User Research, we wanted our site's layout to be **simple** and **easy to navigate** to reflect the technological needs and abilities of our users.

Selectiveness of hosted content

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At this stage of our project, the site is created to host a **one-day** program. We plan on only displaying the materials needed for the **synchronous-remote** learning style Dr. Carmichael desires.

Website Theme

ARCH BLACK | BULLDOG RED | ODYSSEY | OLYMPIC | CREAMERY

DOG DOCTORS

Since DogDoctors is a **university-affiliated program**, we derived the visual theme of this website from the University of Georgia color palette.

Our meeting with Dr. Carmichael, along with our research on children's engagement, resulted in a strong emphasis of developing an **animated character** for the kids to identify with.