

GRIEVING TOTO

a mobile app proposal

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APP OVERVIEW

In the United States half of the population owns at least one pet, about 60 million of those households own at least one dog. That means that at least 60 million US citizens will experience the loss of their dog.

Dogs are not just pets, they are family. In fact 95 percent of pet owners consider their pets as family members. No matter if it's 5 years or 15 years, a dog becomes a part of each member's life. That is why it is hard to mourn the loss of a dog. They are a best friend who agrees with everything its owner says. Grieving the loss of a four-legged family member can be difficult and no one talks about how to accept the loss.

Grieving Toto will help owners to grieve the loss of their four-legged family member, and help them to open their hearts and homes to another dog.

OBJECTIVE GOALS

Grieving Toto helps dog owners grieve the loss of their four-legged family members. It is natural to grieve the loss of a human family member but it is never addressed how to grieve when a dog member has passed on. This app will provide users with:

- Stages of grieving
- There are seven stages of grieving the loss of a dog
- How to cope with a loss
- Different ways to help and remember a deceased dog
- How to tell a child
- Connect and share stories with others
- Create a login to upload a photo and leave a story
- Accepting a new dog
- How to train your new dog
- How to introduce your new dog

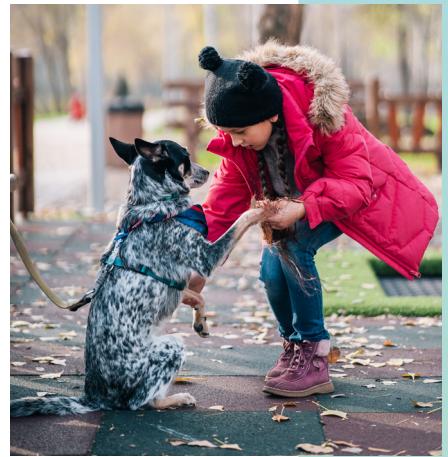
Even though Grieving Toto's main purpose is to help dog owners grieve their loss, the goal objects are subject to change as the process of development continues. More topics can be added as users' needs become evident.

TARGET AUDIENCE

The primary audience for Grieving Toto is for all genders and those who are 15 years old and above. With more research, Grieving Toto will be able to directly target the different generations accordingly. However, the app will be used by those who lost a dog in the past, present, and future. This app will have an age rating of 4+ which is considered to contain no objectionable material.



Owner and dog



Child and dog

HOSTING

Grieving Toto will first be launched onto iOS and then Android and Google will follow suit. In the app stores, it will be located under the subtopic Lifestyle. There will not be a website launch unless there is a need for one.

To download the app, it is required to have iOS 11.0 or later. Compatible with iPhone, iPad, and iPod touch.

INTEGRATION & TECHNICALITIES

- The Grieving Toto will include the following:
- Push notifications that will alert users when another user comments on their story and or image that he or she published.
- Dropdown menu for navigation throughout the interface.
- Buttons that will link into different areas of the app.

BUDGET

Grieving Toto is a free app. Money to help maintain the app will come from donations from users who noticed how Grieving Toto has helped them. Another form of income to maintain the app is through sponsors which are directly connected with animals.



Apple iOS 11

TIMELINE

To complete the Grieving Toto App will take approximately 8 weeks from beginning to end. The following is the approximate time it will take to complete each task.

Research 1-2 week

The research will take one to two weeks. It is important to understand how a typical user thinks and what their needs are for Grieving Toto. The following research is to be conducted:

- Interview dog owners to get a better understanding of who the user is.
- Create personas from the interviews to help understand how a user thinks and what they are looking for.
- Develop an empathy map from the information gathered.
- Locate and compare the following apps: dog training, grieving, and related topics
- Establish a color palette, typography, and logo.

Information Architecture and Wireframe 1 week

Once the main research is complete, information architecture can be developed. This will provide a rough layout of where information lives under each topic within the app. After the information architecture is completed, thirty to forty wireframes will be created following the information architecture that has been built.

TIMELINE

Low-Fidelity Prototype 1 week

A paper prototype is to be created using the wireframes as a reference. Again, thirty to forty screens are to be made using paper and colored pens/markers to indicate the different areas such as:

- Text/information
- Menu buttons
- Images
- Fillable text areas

This paper prototype should not hold a lot of detail but enough to understand what the layout should look like. It should be noted that at this point items can be moved, added, or taken away from the app.

Design Mock-up 1 week

Once a paper prototype is completed and any necessary changes are made, thirty to forty design mock-ups can be created. These designs should be modern, and user-friendly. It is important to stay within the color scheme that was created to show consistency.

If necessary multiple styles of mock-ups can be made to pinpoint which style will receive the best responses.

High-Fidelity Prototype 1-2 weeks

After a set style has been created, those thirty to forty screens will be used to create a functional prototype. The functional prototype of Grieving Toto will allow a user to navigate through the app smoothly. Users will be able to see any transitions, loading screens, and much more in real-time.

TIMELINE

User Testing At the end of each prototype

User testing will be conducted at the end of each week to highlight any issues that might have arisen. Each test will have one or two tasks for the user to complete. The final user testing will be conducted with the high-fidelity functional prototype with at least two users, in order to catch any final issues before its launch.

Final App

Once the user testing is completed, and necessary changes are made, Grieving Toto can get ready to launch.

WHY GRIEVING TOTO?

Grieving Toto was inspired by three different dogs in my life. Marshmallow a Maltese, my family's first dog who is now 15 years old, Beau a now 9-year-old Dutch Shepherd Mix who became my dog when I married my husband, and Jo-Jo a 4-month-old Labrador Terrier Mix who we rescued when she was 8 weeks old. Owning two senior dogs is difficult. Marshmallow and Beau helped a lot of people along the way in their life.

I never lost a dog member before, and most recently have been preparing to lose Beau since he became sick about 6 months ago. It's a difficult process to go through and no one seems to understand how to navigate through the loss of a four-legged best friend.

I hope that Grieving Toto will not only help those who lost or will lose a dog but remind them that it is okay. It is only natural to grieve and there is a community that will support you as you journey through your grieving process.



Marshmallow, 15 year old Maltese



Beau, 9 year old Dutch Shepherd Mix



Jo-Jo, 4 month old Labrador Terrier Mix

PROJECT APPROVED

DATA APPROVED