

Project Verendus

WRITTEN REPORT 2021

Done by: Alex Liu (1i1), Fu Bingshen (1P3), Pang Shi Yang (1P1), Pang Shi Yu (1i1)

ABSTRACT

Project Verendus aims to create a resource that would benefit dog lovers by recommending cafes and restaurants to eat with and bond with their pet. The resource mainly focuses on showing the location of the restaurants and cafes on a custom map and recommending a list of cafes and restaurants to the users. We hope that our resource will serve as a convenient tool of reference for dog owners to look for dog-friendly cafes and restaurants.

Introduction

1.1 Rationale

Our research from our needs analysis from dog owners show that 53% of dog owners that participated in the survey find existing websites inconvenient in showing the real time location of the locations of the restaurants, with 64.5% of dog owners finding them unupdated. Other existing lists on the internet are also not updated often and lack a quick overview of where they are located, so owners will usually have to search the addresses one by one. So, we compiled a map placed in a website for dog owners to refer to for directions to their desired cafe. Our website would allow dog owners to easily find suitable restaurants near their locations, for them to dine in with their dogs.

1.2 Objective

To allow dog owners to easily find dog friendly cafes and restaurants **nearby** where they can bring their dogs to dine at.

1.3 Target audience

Our main target audience is dog owners in Singapore.

1.4 Resources

The resources for this project include an integrated online platform that will serve as the hub for all our other resources:

- Website which has an interactive Map with all the cafes pinned, and updated regularly with the latest information on cafes and restaurants
- Instagram account to engage users

2. Review

Our review of the other existing websites is that they don't provide real time maps to show users where the restaurants actually are, and how close they are to the restaurants. This may lead to misconceptions and the users are left dissatisfied as the restaurants they have decided on visiting does not meet their needs, such as whether there is outdoor or indoor seating, the type of food serves ad infinitum.

Attached is a screenshot of the website, Woof wagers. It does not provide the real time location of the location of the restaurant, which is added through a use of maps to show users the distance of the restaurants from their location.

Dog Cafes & Restaurant in Singapore (2021)

Home > Activities Results



Activities Filters

Dog Cafés

All Location

More Filters

3. Methodology

3.1 Needs analysis

We conducted research on what the problems of the existing websites

This was our results

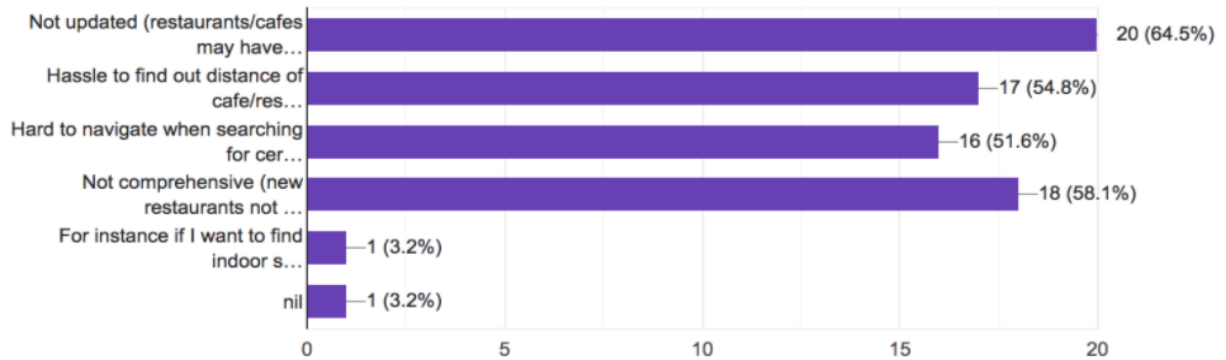
Therefore, we put up a question asking if additional features like an interactive map and list of restaurants to choose from would be useful.

18 people responded with 5/5 it would be useful, and for the 20 of the lower ratings, it was mostly because their response was that it was not useful to them as they did not own a dog.

What is one weakness of current online tools and resources?

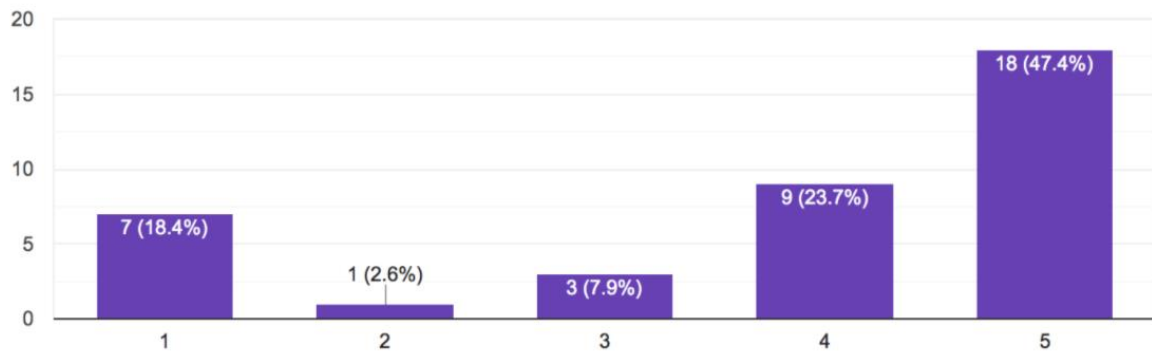


31 responses



opening/hours/contact numbers, to facilitate dog owners in their decision-making. Do you think that this will be useful to you?

38 responses



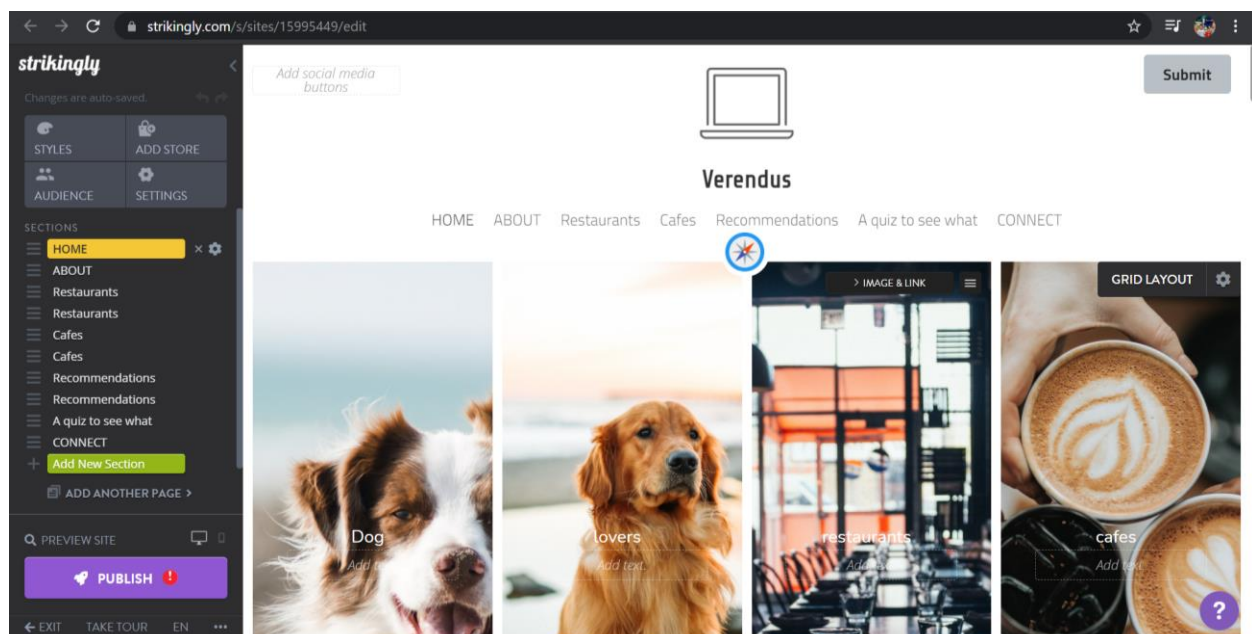
We wanted to create a website to aid and assist dog lovers in their search for good dog restaurants as most dog lovers are currently unsatisfied with dog-lover restaurant websites as seen in the pictures above. This is where we come in. We will build a website that can aid other people in actually finding the places that best fit them by telling them the good things about every restaurant and why they should go there. We even have a built-in map to help dog-lovers see precisely where all the restaurants are and help them decide the best possible place to visit in terms of location, instead of them finding a perfect restaurant on other dog websites, just to realise it is too far away, or does not meet their expectations - such as no outdoor dining, too expensive food ad infinitum.

3.2 Coming up with our resource:

Website:

At first, we made a website on Strikingly, but it did not work out as we could not add our geo-tagged map

Images of our failed website:



We then switched to Wordpress and redid our website on Wordpress.com.


Verendus [Home](#) [Restaurants and Cafes](#) [Map!](#) [Contact](#)

Project verendus

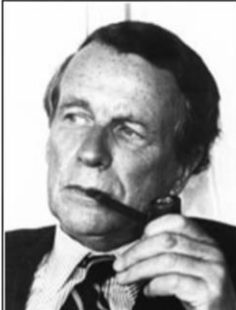
A website for dog lovers

Hope you enjoy using it!

[Learn more](#)

A photograph of a light-colored dog, possibly a Weimaraner, sitting in a grassy field with trees in the background. The image is partially obscured by a blue overlay on the left and right sides.

Restaurants and Cafes

A black and white portrait of David Ogilvy, looking slightly to the left with a thoughtful expression, resting his chin on his hand.

A well-run restaurant is like a winning baseball team. It makes the most of every crew member's talent and takes advantage of every split-second opportunity to speed up service.

— David Ogilvy —

AZ QUOTES

Restaurants and cafes that allow dogs to enter. Have fun bringing your dog and enjoying a meal with them there!





The Garden Slug Family Restaurant(Pet-Friendly Outdoors)

The Garden Slug Petite has separate with a 10-seater air-conditioned and 20-seater pets-friendly section. Plus point, pretty spacious for pets to roam around, so fur parents will have an additional option in the hood. Focusing on brunch dishes at this outlet, offerings include Soup (\$6.90), Starters (\$12.90 – \$13.90), Salad (\$13.90 – \$16.90), Pasta (\$13.90), Bagels (\$12.90 – \$16.90), Waffles and Gelato (from \$9.50).



W39 Bistro & Bakery

Savour their selection of wholesome meals, weekend brunch delights, artisanal coffee & not forgetting our signature handmade cakes! Pets are welcome too!

Service options: Dine-in · Takeaway



Sun Ray Café

They roast their own coffee and they roast in small batches, regularly. This is to meet the demand of the cafe and customers, without over-stocking leading to flavour loss. Tea is another of their passion. They are the national champion for tea brewing and tea pairing in 2017. They offer a variety of teas – white, green, black, pu'er and herbal.

Service options: Dine-in · Takeaway · Delivery

Above are a few of the many recommended dog friendly restaurants on our website!

Full website can be accessed under

<https://bestdogloversrestaurantsandcafes.wordpress.com/>

3.3 Troubles we faced

Firstly, we struggled in getting an idea as whatever we thought of, had already been done in some way before. However, we eventually thought of an idea to create an improved version of a dog website, as current dog websites don't have a built-in map to help people locate the restaurants.

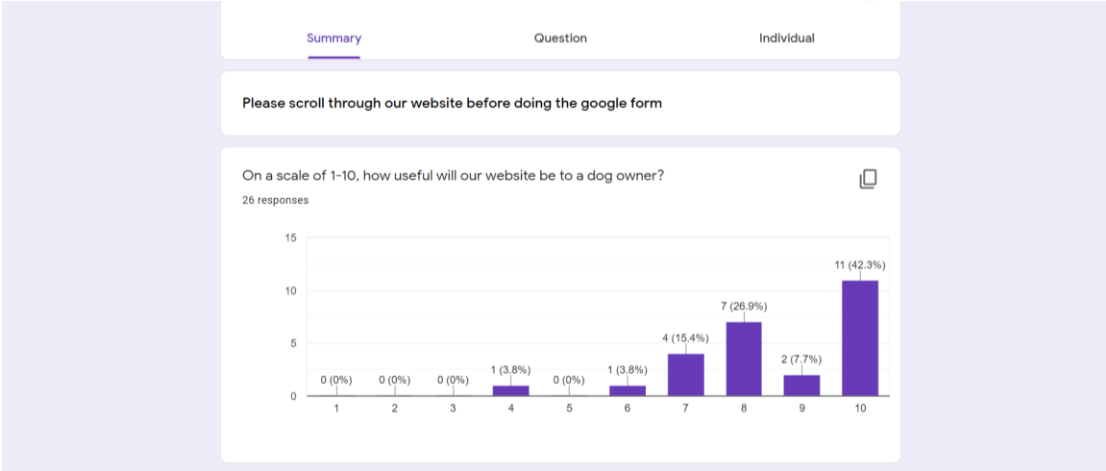
Secondly, when we were gathering suggestions for how to make a good dog-restaurant website, suggestions came fast, but some were just not achievable such as customer service, as we had a small team of 4 students, who also had to manage school and extracurricular activities. However, we did sieve out a few suggestions just like what we could write about each restaurant that will attract customers.

Lastly, we did not manage to find the right website maker. We chose Strikingly and all was smooth sailing until we realised this website did not work as we could not add our geo-tagged map, which was one of our main features of our website.

However, we found WordPress which was much easier to navigate and we transferred all our information over

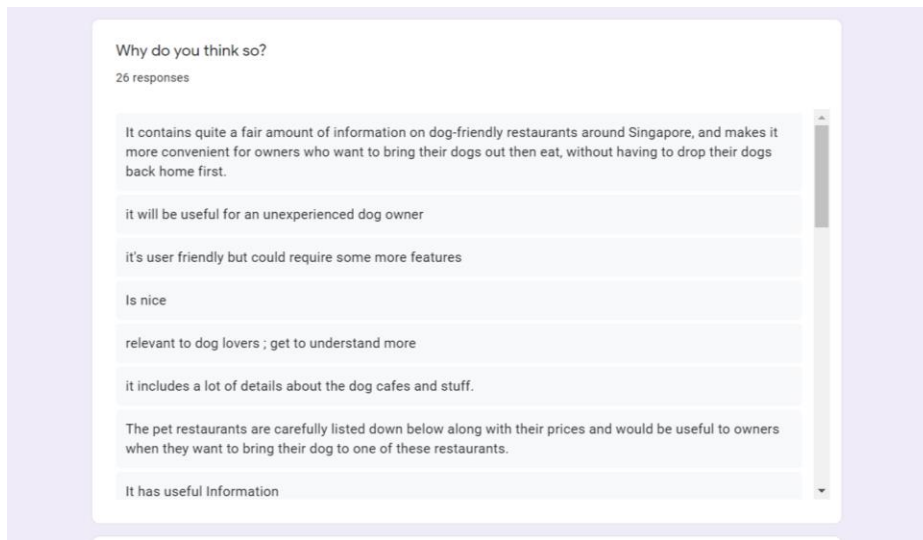
3.4 Pilot test

After launching our website, we put up google forms on feedback of our website. These are the results.



As shown by the graph, the majority of users for our website provided positive feedback on the functionality of our website.

When asked on why they think so, users state



There were people who say that the website was not detailed enough, so we added in more details to every restaurant, making sure every restaurant had more information on it.

4. Outcome & Discussion

Our project has accomplished our set of goals through the means of this website with a geotagged map to a convenient and easy tool dog owners to find restaurants that suit their needs, and we mostly got back positive feedback from the users of our website. Although we could not add in more features to help promote bonding between owner and dog, the primary aim of our project has been achieved and we are happy with the positive feedback of the website.

5. Conclusion

Project Verendus was a very fulfilling project as we got to help pet owners and their dogs bond together through recommendations of suitable

restaurants to eat at. At the same time, it was also a challenging one, as we had to have the technical skills to research, create and eventually publish the website for the public's use. We are glad that our website received positive feedback, and are eager to improve it with the latest and updated information of restaurants and cafes that welcome dogs. We also learnt how to have patience and be resilient and learn the true meaning of 自强不息. We did a website before our current one, but it was unsuccessful, but we did not give up, and decided to try again despite the tight time frame in order to meet the deadlines for final evaluation and finish this written report. Through our combined efforts, we have created a useful website for dog lovers.

6. References

Credits to [Project Concorda](#) (2019) for reference

Images used on website:

- 1)<https://www.pexels.com/photo/animal-labrador-animals-dogs-35638/>
- 2)<https://www.azquotes.com/picture-quotes/quote-a-well-run-restaurant-is-like-a-winning-baseball-team-it-makes-the-most-of-every-crew-david-ogilvy-53-48-86.jpg>
- 3)<https://tallypress.com/wp-content/uploads/2019/06/The-Garden-Slug.jpg>
- 4)<https://darrenbloggie.com/wp-content/uploads/2016/02/W39-cafe-8527.jpg>
- 5)<https://i2.wp.com/foodinsing.com/wp-content/uploads/2017/04/Sun-Ray-Cafe.jpg?fit=900%2C555&ssl=1>

References for website:

- 1)<https://thegardenslug.com/>

2)<https://w39bistro.com/>

3)<https://www.sunray.sg/>

Credit to Google form for the pilot testing