Making Raleigh a more dog friendly city.
Raleigh is driven by local business, community oriented, and expanding rapidly. But... it still needs citizen involvement, collaborative community spaces, and venue option diversity.
the big dogs
BARK FOUNDERS

Shaunak Turaga
President + Founder

Clara MacDonell
Design Director

John Ritter
Director of Operations

the pack
ADVISORY BOARD

Lewis Sheets
Mentor
HQ Clinic

G Patel
Mentor
Eschelon Experiences

David Meeker
Advisor
Owner of Trophy

Michael Olander
Advisor
Owner of O2 Fitness

Betsy Saul
Advisor
Founder of PetFinder

Pete Phipps
Advisor
Founder of Arrow

Moss Withers
Mentor
NIA Real Estate Group

Joe Kwon
Marketing Director
Avett Brothers

+ Entrepreneurship Clinic
Aiah Varh
Cole Pennell
David Kincheloe
Ethan Carr
Malcolm Benitz
the research.

WHERE IS THE DATA?

01 SURVEY DATA
Data collected from over 200 Raleigh citizens.

48%
DOG OWNERS THAT GO TO THE DOG PARK OFTEN WILLING TO PURCHASE A BARK MEMBERSHIP

02 SOCIAL MEDIA

Bark, a Dog Park bar, is coming to Raleigh (somewhere)

Bark: Bar + Dog Bark
The City of Oaks boasts a mix of North Carolina’s most v...
thebardogpark.com
design touch points

BRANDING + INTERACTION + SPATIAL UX
WHAT IS BARK'S IDENTITY?

- **brand colors**
- **illustration**
- **primary font**
- **secondary font**
- **tone**

fun & playful
brand in use
the interaction.

WHAT IS THE USER EXPERIENCE?

check-in app

social media

website
the space.

WHAT WILL BARK LOOK LIKE?
the conclusion.

WHAT HAVE I GAINED?

+ appreciation for self-made Raleigh businesses
+ some awesome advisors, mentors, and partners
+ learning what it takes to start a new business
+ how to create a business plan & pitch an idea

I am excited to see this new venture grow
Bark.