

Horse Keeper

Designing a modern equine management platform for horse owners, trainers, and barns.

Transforming the complexity of horse care into a simple, connected experience.

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About Me

I'm a Senior UX Product Designer who specializes in turning complex systems into simple, intuitive digital experiences.

Outside of design, I run a small ranch where I train wild Mustangs. Managing horses revealed how fragmented horse care management still is—often relying on whiteboards, notebooks, and memory.

Horse Keeper was born from that experience:

a product concept designed to simplify horse care and modernize how owners and barns manage their horses.



Training wild Mustangs at my ranch

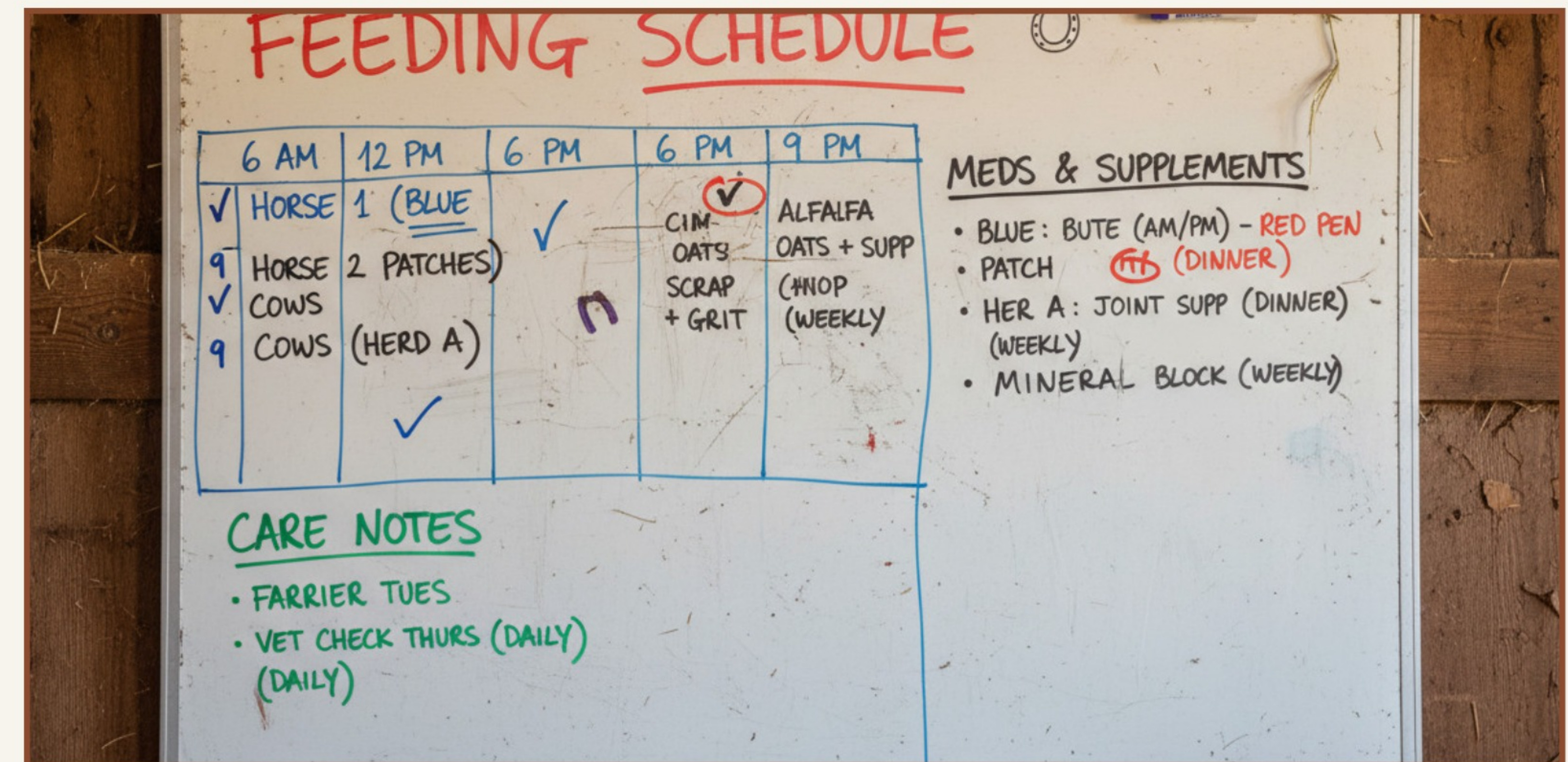
The Moment I Saw the Problem

While managing horses at my ranch, I noticed how fragmented horse care information really is.

Daily care required tracking information across multiple places:

- feed charts on barn walls
- vet records stored in folders or trucks
- training notes on phones
- medication reminders written on whiteboards

Even for experienced horse owners, critical information was often scattered or difficult to access when needed.



That moment sparked a simple question:

What if all horse care information lived in one place?

This question became the foundation for Horse Keeper.

The Reality of Horse Care

Managing horses involves a complex set of responsibilities:

- Feeding schedules
- Medical records
- Farrier and veterinary visits
- Training progress
- Inventory management
- Barn logistics
- Emergency contacts

Yet many barns still rely on:

whiteboards

notebooks

spreadsheets

memory

This creates fragmented information and preventable mistakes.



Opportunity

Horse care is data-heavy and time-sensitive.

Missing or disorganized information can lead to:



**missed
medications**

health risks

**scheduling
conflicts**

lost records

**inefficient barn
operations**

Opportunity

Create a centralized digital platform that allows horse owners and barns to manage care more efficiently.

Users

Horse Keeper supports multiple roles within the equine ecosystem.

Horse Owner

Tracks horse health, training progress, and expenses.



Barn Manager

Coordinates feeding schedules, turnout, and daily barn operations.



Trainer

Logs training sessions and monitors performance.



Veterinarian / Farrier

Needs quick access to horse health history and treatment records.



Research

To better understand this problem space, I explored current barn workflows through:

- conversations with horse owners
- observation of barn management practices
- personal experience managing horses
- analysis of existing equine management apps

Key Insight

Horse care information is rarely centralized.

Critical information is often scattered across multiple sources.



Pain Points

Current horse care workflows often involve:

—
fragmented records

—
incomplete medical history

—
communication gaps between
caregivers

—
difficulty managing multiple horses

—
lack of visibility into training or health trends

Example insight:

"I have vet records in my truck, feed notes on a whiteboard, and training notes on my phone."

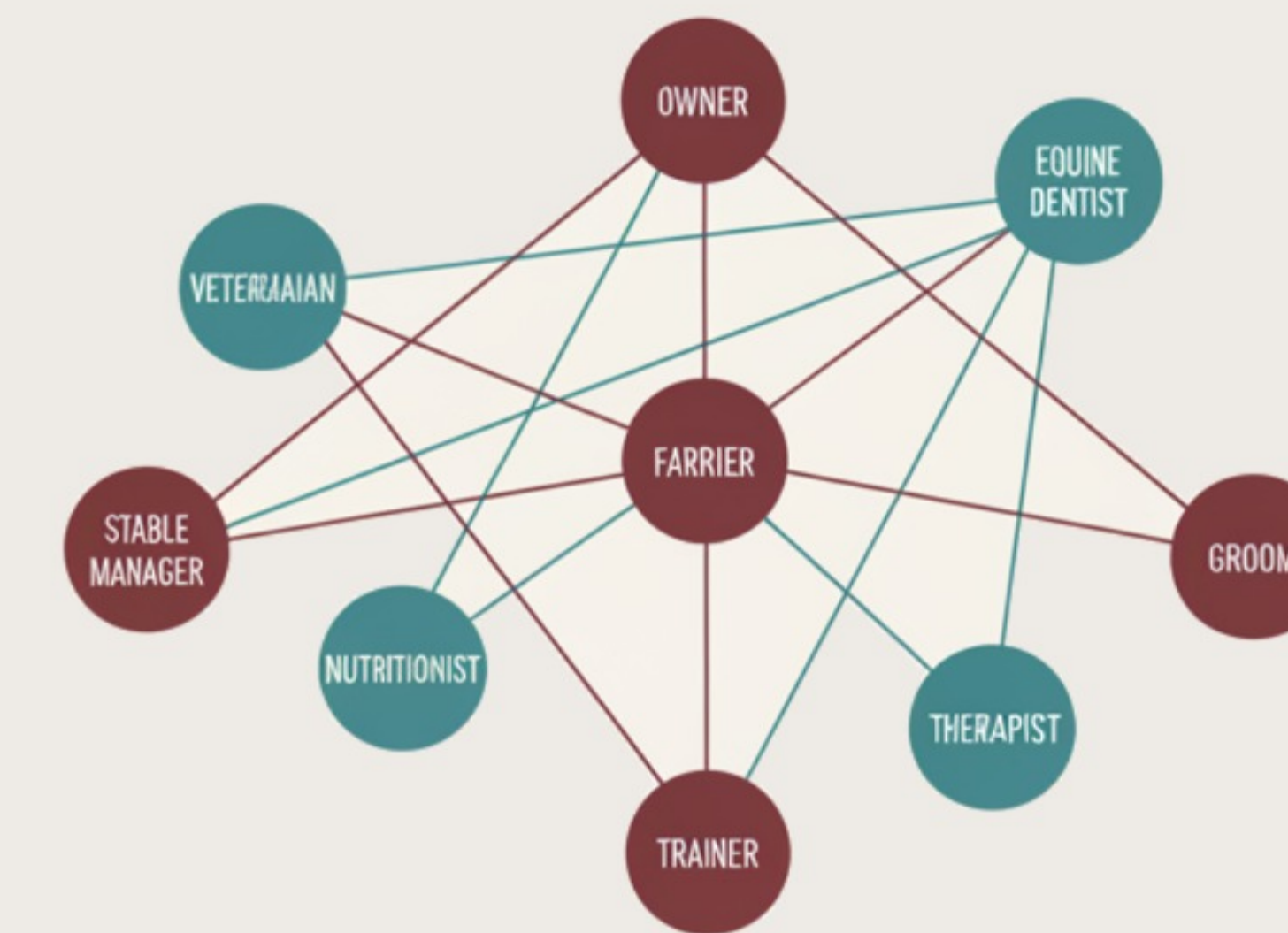
Understanding the Horse Care Ecosystem

Horse care is not a single workflow.

It is a connected ecosystem involving multiple people and responsibilities.

Key participants include:

- horse owners
- trainers
- barn managers
- veterinarians
- farriers
- barn staff



Horse Keeper was designed to serve as a central hub connecting these roles and responsibilities.

Communication between these roles is often informal and inconsistent.

Product Vision

Horse Keeper is a mobile-first equine management platform designed to help horse owners and barns:

- organize horse health records

- track feeding schedules and supplements

- manage barn schedules

- log training and performance

- coordinate care across multiple people

The goal is to make horse care organized, accessible, and collaborative.

Core Features

Horse Keeper centers around several key modules:



Horse Profiles



Care Scheduling



Medical Records



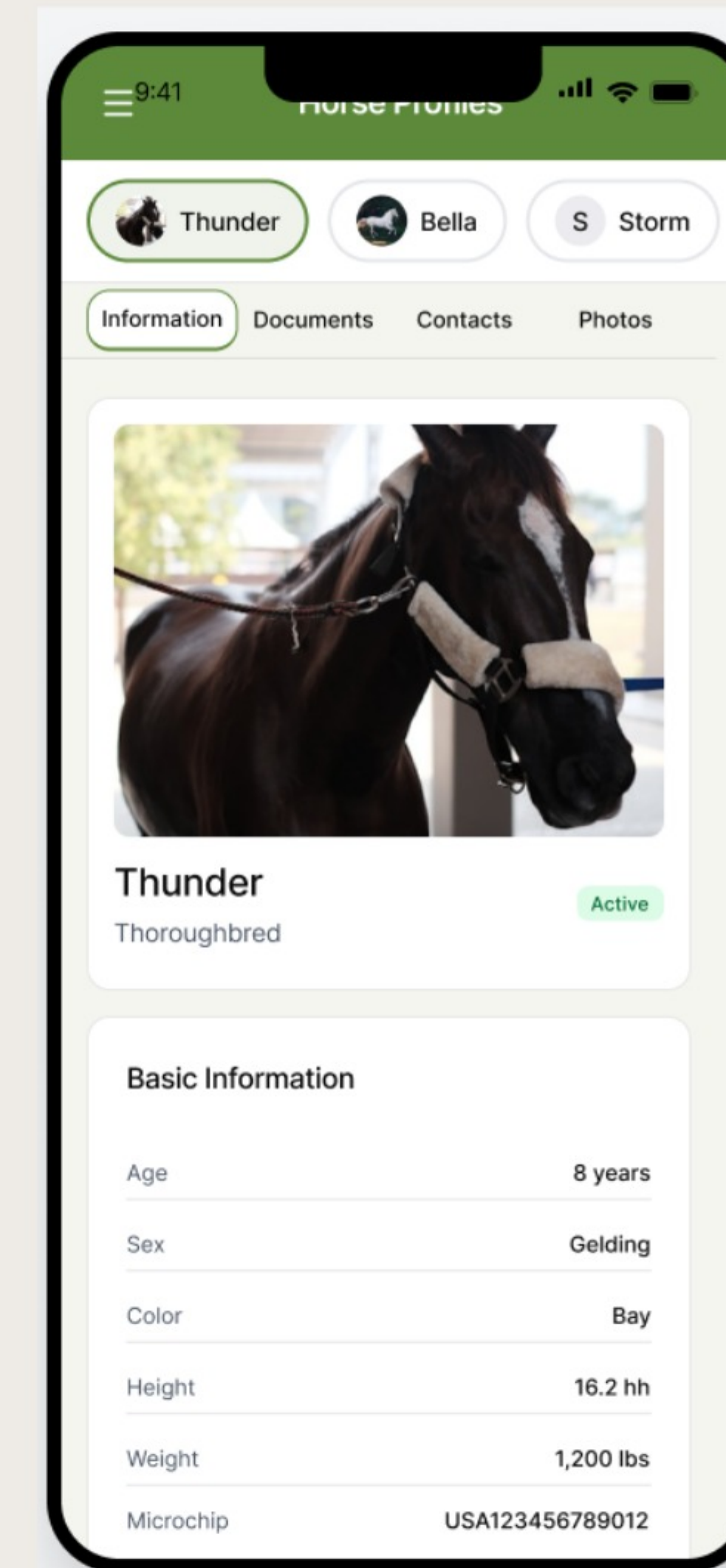
Training Logs



Feeding & Supplements



Barn Inventory



Together, these features create a centralized system for managing daily horse care.

Information Architecture

Primary navigation includes:

To simplify navigation, the experience is organized around the horse.

Dashboard

Horses

Health

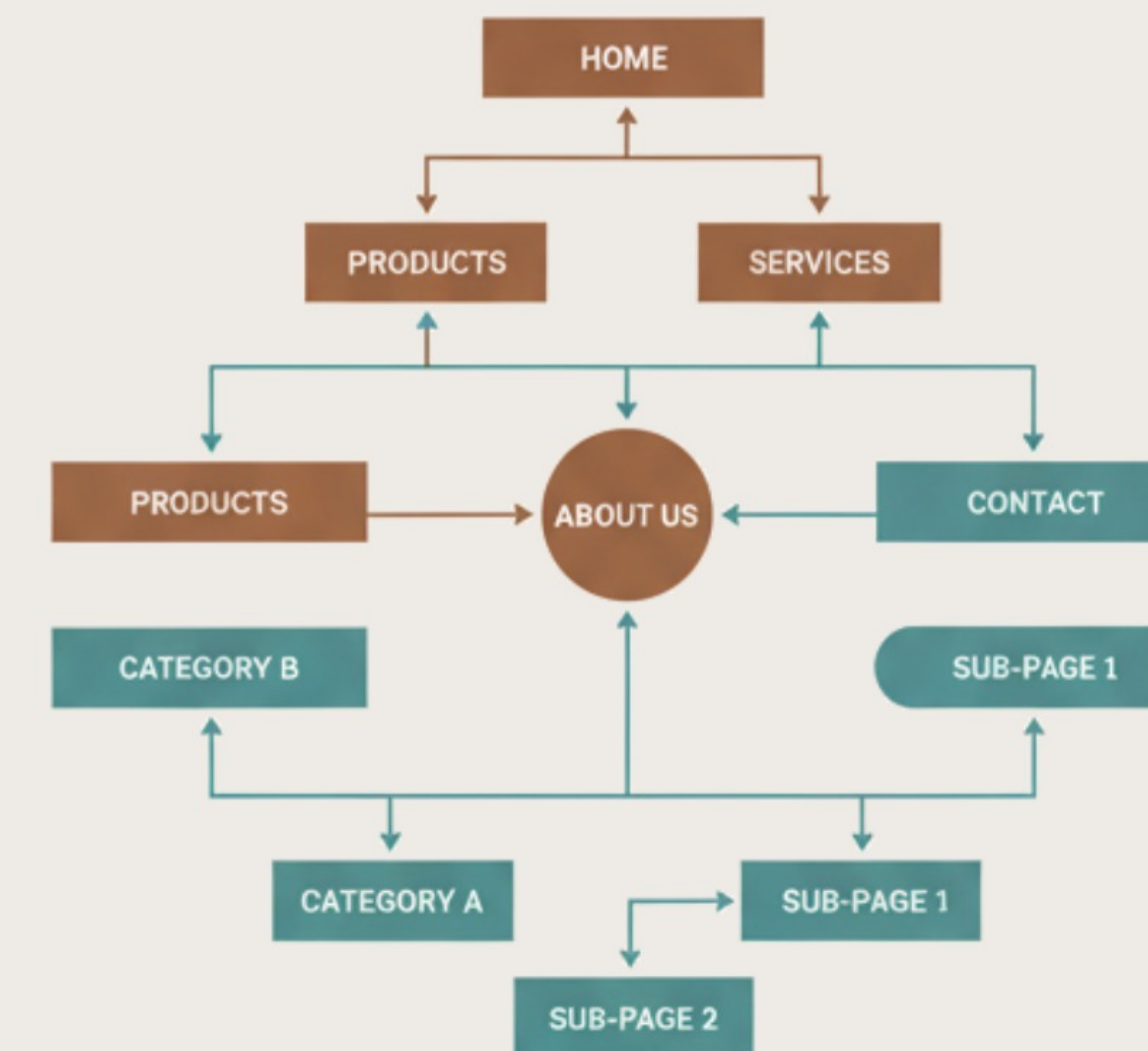
Feeding

Training

Inventory

Schedule

This structure allows users to quickly find and update critical information.



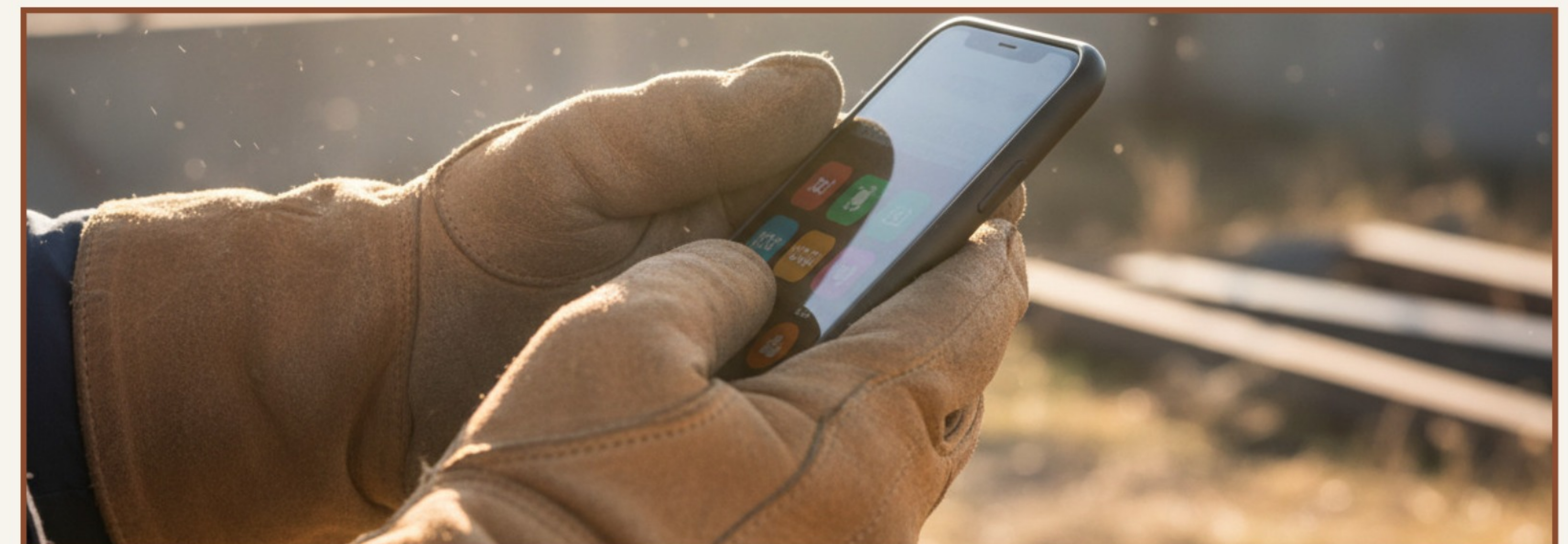
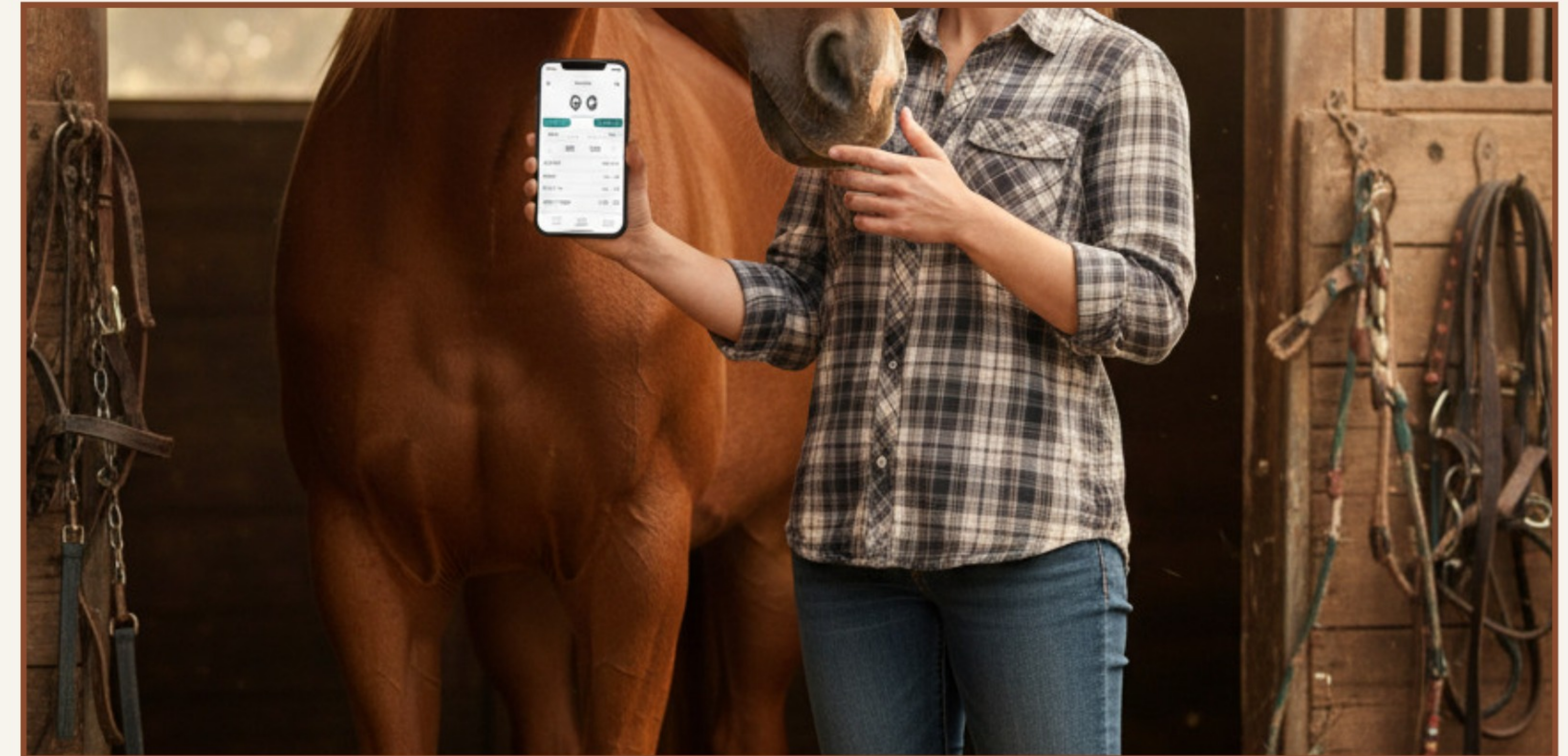
Mobile First

Horse management happens in the barn, paddock, or arena, not at a desk.

Design considerations included:

- one-handed use
- large tap targets
- quick data entry
- minimal navigation steps
- visibility in bright outdoor environments

The goal was to make it easy to log information in real time while handling horses.



Example Workflow

Scenario:

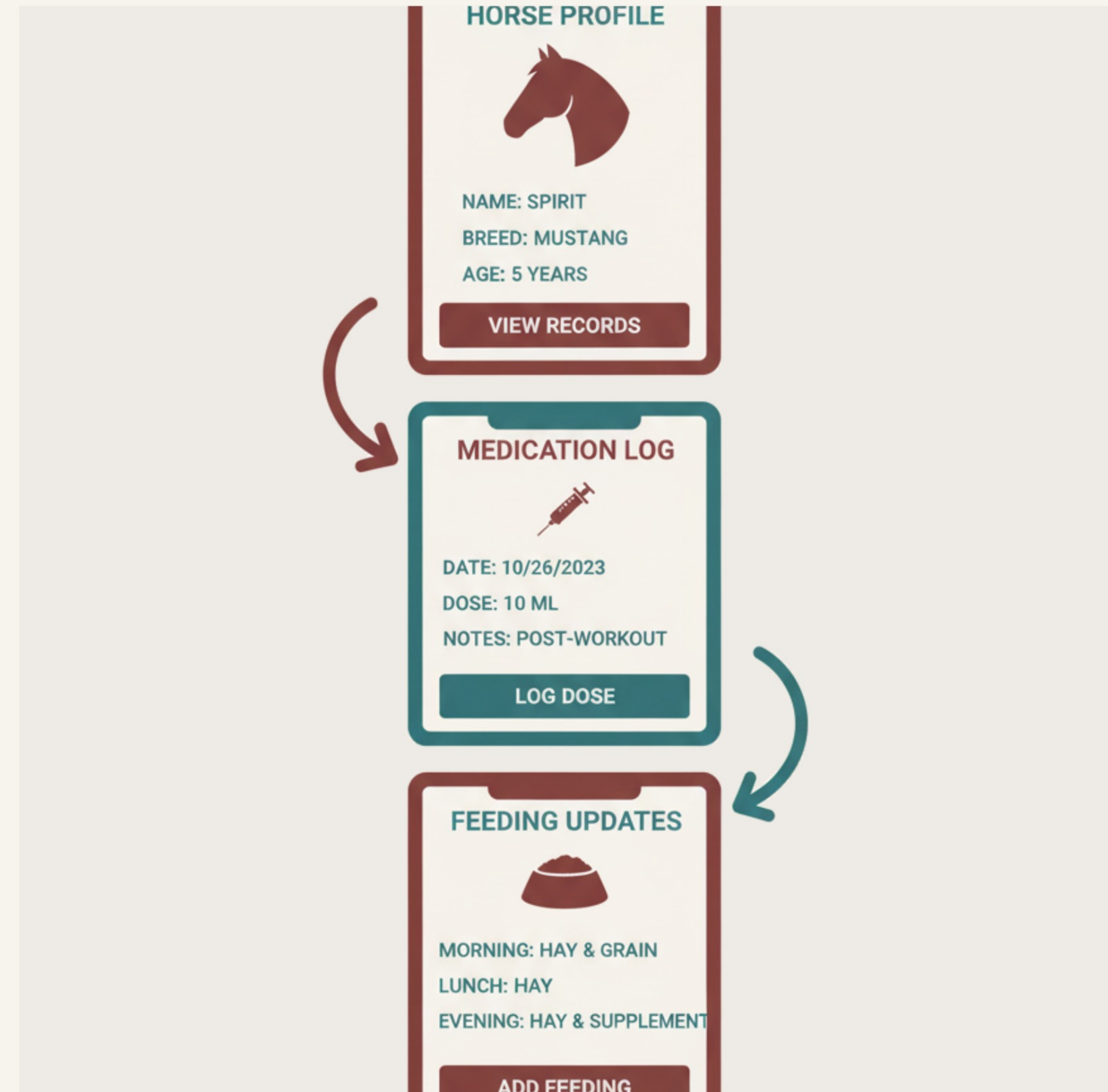
A barn manager needs to:

- administer medication
- update feeding notes
- log training progress

Horse Keeper allows them to complete the workflow quickly:

- 1 Open horse profile
- 2 Log medication
- 3 Update feeding schedule
- 4 Record training notes

All information becomes immediately accessible to the care team.



My Role

For this concept project I led the full product design process.

Problem Framing

- identified inefficiencies in horse care workflows
- defined the product opportunity

Research & Discovery

- evaluated barn workflows
- explored needs across owners, trainers, and barn managers

Product Design

- defined product vision and feature set
- designed information architecture
- created mobile-first workflows
- developed interface concepts

Strategic Thinking

- explored long-term product opportunities
- considered platform expansion possibilities

Expected Impact

Horse Keeper helps horse owners and barns:

- ✔ reduce care errors
- ✔ track horse health trends
- ✔ improve communication between caregivers
- ✔ simplify daily barn management
- ✔ maintain organized historical records



Business Opportunity

Horse Keeper could evolve into a full equine management platform through:



subscription-based barn management
tools



veterinary integrations



health analytics and alerts



training performance tracking



wearable sensor integration

Reflection



Designing Horse Keeper reinforced several key lessons:

- domain expertise can reveal overlooked product opportunities
- complex real-world systems require thoughtful information architecture
- mobile-first design is essential for real-world workflows

Future Roadmap

Potential future features include:

veterinary record integrations

Seamless data exchange with veterinary systems

automated health reminders

Smart notifications for medications and appointments

AI-assisted care insights

Predictive health analytics and recommendations

wearable sensor data integration

Real-time health monitoring from smart devices

multi-barn management tools

Enterprise-level coordination across facilities

Horse Keeper

Horse Keeper demonstrates how thoughtful product design can transform complex real-world systems into simple, usable experiences.

By combining domain expertise with UX strategy, Horse Keeper explores how digital tools could modernize the way horse owners and barns manage horse care.



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