



# Purrfect Pet

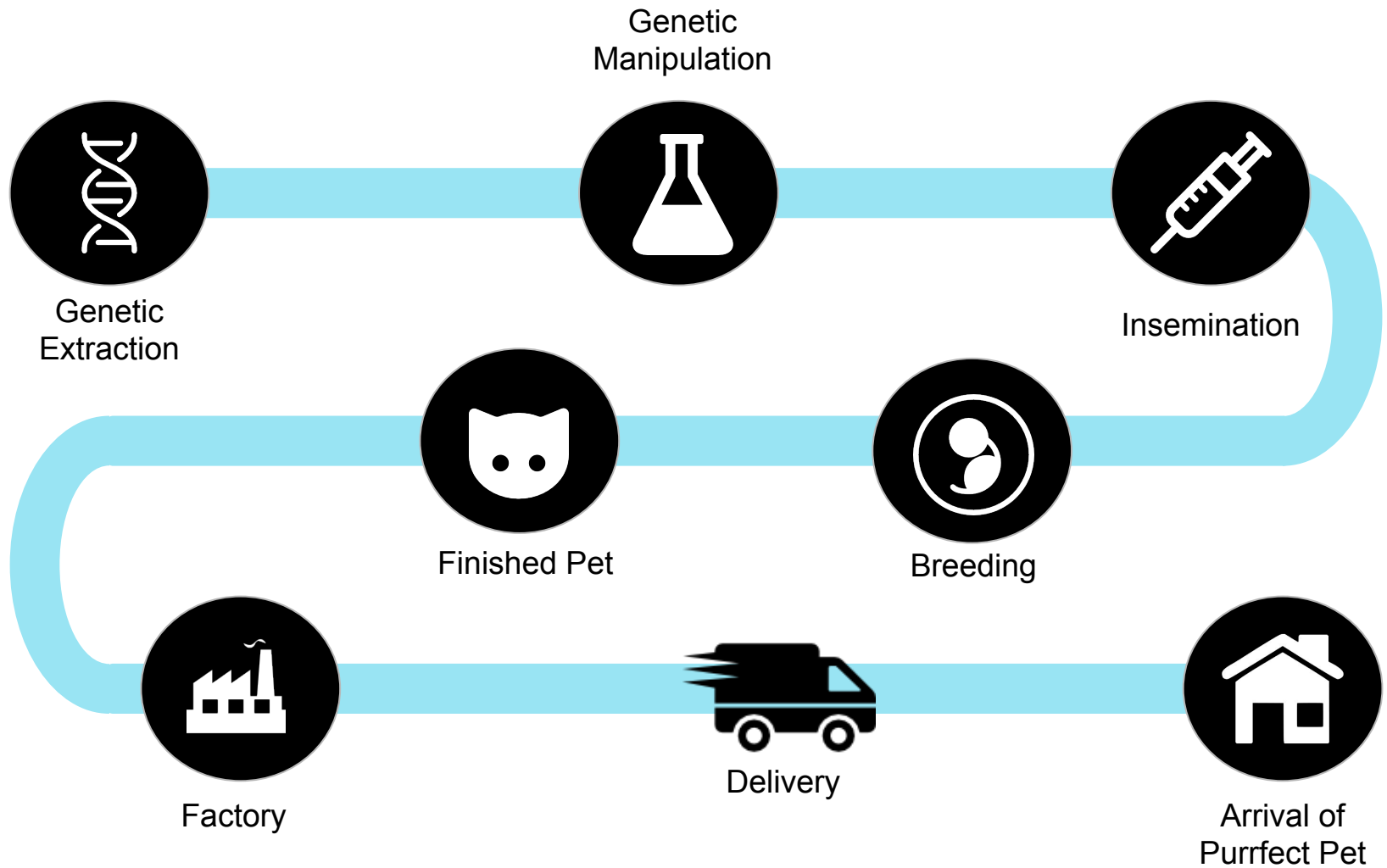
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**PRESENTS**

# Straight from the factory



# Home page



CHECKOUT

**Dogs** Cats Birds Bunnies Small Animals

Search



**FREE**  
SHIPPING  
ON EVERYTHING


**FAST**  
DELIVERY

**FULL**  
REFUND



**WE ♥ PETS**

NEW ARRIVALS



**Time Sale -50%**

**11H:10M:20S**

**1 + 1 Campaign**



**50%  
OFF**

Only 250£

Add to cart



**50%  
OFF**

Only 300£

Add to cart



**50%  
OFF**

Only 280£

Add to cart

**BUY 1 GET 1 FREE**



The image shows two Bernese Mountain Dog puppies sitting on either side of a large white plus sign, illustrating the "Buy 1 Get 1 Free" offer.

# Browsing



**Dogs** Cats Birds Bunnies Small Animals

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Sort by: Price Popularity Latest

Type

- ☐ Companion
- ☐ Guard
- ☐ Hunting
- ☐ Primitive
- ☐ Postoral

Colour

- ☐ Brown
- ☐ White
- ☐ Grey
- ☐ Black
- ☐ Beige

Size

- ☐ Small
- ☐ Medium
- ☐ Large
- ☐ X-Large



Daschshund

500£  
more than 100 in stock



Chihuahua

~~500£~~ 250£  
only 2 left in stock



Dalmatian

890£  
more than 100 in stock



Golden Retriever

780£  
currently 90 in stock



# Specifications



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## **Daschshund**

The daschshund is a interesting species of small dogs that are very loyal to its owner, from back in the 1900s huntsmen have used these small dogs to track their prey. Dispite its small form this dog breed is known for its keen senses and agility. However nowadays they are mostly just popular with the ladies.

### **Traits**

- Kid Friendly
- Dog Friendly
- Easy to Train
- Easy to Groom
- Intelligent
- Agile

**500£**

Small ▼

With Tail ▼

With Fur ▼

Add to cart

Add to Wishlist



### **You might also like**



# User Test

## Test Steps:

1. Present paper prototype of online pet shop website to users.
2. Explain the purpose of the website.
3. Simulate home delivery of purchased pet with user manual.
  - a. User manual consists of general information of how to take care this pet and how to deal with it in various situations.
4. Interview users about overall experience.
  - a. What did you think of the design?
  - b. Would you use this service in your current state?
  - c. What do you think the design criticizes?
  - d. Anythings else you would like to add?

# User Test

## **Positive Feedback:**

- Easy to understand
- Realistic service: Possible to have in real-world

## **Negative Feedback:**

- Critique point is not clear



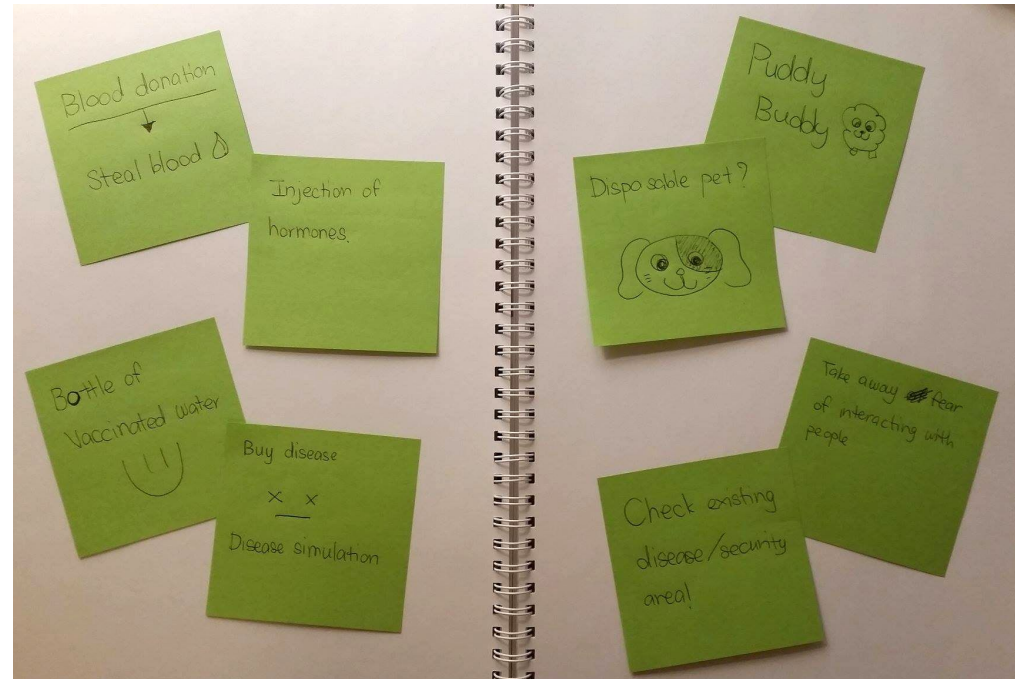
# Design Reflection

- Difficult to come up with a design that criticizes a value in the real-world.
  - Possible in Pandemia, but too fictional in real-world.
  - Weak critique point.
- Difficult to make critique point obvious in the design.
  - Consumerism
  - Animal being treated as possession
  - Animal farming/breeding for consumption
- Feedback from users is extremely helpful in making design choices.
  - Choosing critique point to be emphasized.
  - Highlighting design parts that make the whole design critical.

# Concept Map

## Pandemia

- Fear of disease infection.
- Lack of physical interaction.
- Absent of long-term relationship/companion.



*What-if there is a special pet that can solve these problem?*

*What-if there is a new way to raise a pet?*

## Real-world

- Mass production of animals to be consume by human.
- An act of disposing a pet in Pandemia VS in real-world.