

CONCEPT



UNXPECTICA

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CONCEPT DESCRIPTION

OUR IDEA IS TO DEVELOP AN ONLINE PET RECOMMENDATOR WHICH WILL PREDICT THE RIGHT ANIMAL FOR A PERSON BASED ON THEIR LIFESTYLE.



GOALS

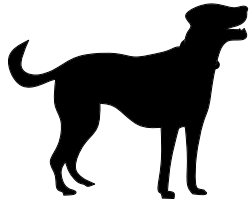
WITH THIS PRODUCT, WE AIM TO HELP PEOPLE CHOOSE THE RIGHT ANIMAL FOR THEM. FOR THIS REASON, THE USERS WILL HAVE TO ANSWER SOME QUESTIONS WHICH WILL AIM TO DETERMINE WHAT THE LIFESTYLE AND PREFERENCES OF THE PERSON ARE. AS A RESULT, A SUITABLE ANIMAL WILL BE PREDICTED.

FURTHERMORE, WE WILL IMPLEMENT A HIGH-PRECISION ALGORITHM THAT WILL BE ABLE TO MAKE A CORRECTION AS A POSSIBLE SUGGESTION.

TARGET GROUP

OUR TARGET GROUP CONSISTS OF PEOPLE AGED 18-24 WHO ARE STUDYING OR HAVE JUST STARTED WORKING AND ARE NOT QUITE EXPERIENCED WHEN IT COMES TO TAKING DECISIONS. THAT IS WHY, THE PET RECOMMENDATOR WILL MAKE THEIR CHOICE EASIER.

CONTEXT DESCRIPTION



BY DEVELOPING AN ONLINE PET RECOMMENDATOR, WE AIM TO SOLVE A NUMBER OF PROBLEMS OR DIFFICULTIES THAT PEOPLE HAVE WHEN THEY WANT TO GET A PET.

TO START WITH, MOST PEOPLE NOWADAYS ARE NOT AWARE HOW THEY SHOULD MAKE THEIR PROPER CHOICE OF A PET. ALSO, SOME OF THEM EXPERIENCE DIFFICULTIES WHEN TAKING CARE FOR THE ANIMAL. THIS IS WHY, WE WANT TO ADD VALUE WITH OUR PROJECT BY REDUCING PEOPLE'S INSECURITIES SO THAT THEY CAN BE SURE THAT THEY ARE MAKING THE CORRECT CHOICE AND ARE ALSO INFORMED HOW TO TREAT THE ANIMAL THAT THEY HAVE IN A PROPER WAY.

ONLINE RESEARCH

SECONDARY RESEARCH

WHEN OUR GROUP PICKED THE "DIGITAL SUBSTITUTION" CASE, WE DISCOVERED FIRSTLY, THAT THERE MIGHT BE A NEED FOR AN ONLINE TUTOR WITH VIDEO LESSONS AND AN ONLINE PET RECOMMENDATION. HOWEVER, SINCE THERE ARE ALREADY EDUCATIONAL WEBSITES SUCH AS KHAN ACADEMY AND UCHA SE, WE DECIDED THAT A PET RECOMMENDATOR MIGHT BE A GOOD SOLUTION.

ALSO, WE DISCOVERED THAT SOME PEOPLE DON'T TREAT THEIR PETS CORRECTLY OR THAT THEY DON'T PAY ENOUGH ATTENTION TO THEIR NEEDS. BY FAR, THE MOST SHOCKING FACT IS THAT ACCORDING TO THE **EUROPEAN UNION ABOUT 100 MILLION ANIMALS ARE IN SHELTERS IN EUROPE** ([HTTPS://WWW.ESDAW-EU.EU/THE-STRAY-DOGS-IN-EUROPE.HTML](https://www.esdaw-eu.eu/the-stray-dogs-in-europe.html)).

FURTHERMORE, ACCORDING TO "FOUR PAWS", THE MOST COMMON REASON WHY PEOPLE LEAVE THEIR PET IN SHELTER IS THE TIME FACTOR. IN OTHER WORDS, SOON AFTER GETTING THEIR PET, THEY REALIZE THAT THEY DON'T HAVE THE PHYSICAL CHANCE TO PAY ENOUGH ATTENTION TO THE ANIMAL.

THE SOCOND MOST COMMON REASON FOR LEAVING YOUR PET IS THAT PEOPLE LACK EXPERIENCE AND KNOWLEDGE ABOUT THE NEEDS OF THEIR PET.

THE THIRD REASON IS THE FACT THAT ANIMAL'S HEALTH AND AGE. SOMETIMES PETS ALSO GET SICK WHICH CAN LEAD TO ADDITIONAL VETERINARIAN COSTS AND PEOPLE PREFER NOT TO DEAL WITH THIS.

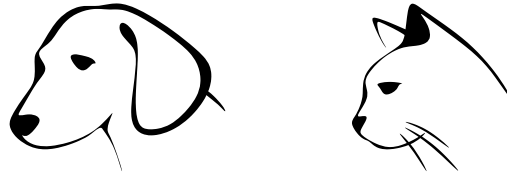
THIS IS WHY WE DID SOME FURTHER RESEARCH TO FIND OUT HOW PEOPLE WOULD PERCEIVE THE IDEA OF AN ONLINE PET RECOMMENDATION.

FOR THIS PURPOSE, WE MADE A SURVEY (LOOK AT SECTION "MAIN FINDINGS") THANKS TO WHICH WE FOUND OUT THAT AN IDEA FOR AN ONLINE PET RECOMMENDATION WOULD BE MORE THAN WELCOME TO BE DEVELOPED BECAUSE:

- PEOPLE WILL GET THE NECESSARY DIRECTION TO CHOOSE THE RIGHT ANIMAL FOR THEIR LIFESTYLE. THEREFORE, THEY WILL MAKE AN EDUCATED CHOICE.
- THEY WILL KNOW HOW TO TREAT THE ANIMAL IN THE BEST POSSIBLE WAY.
- PEOPLE WILL NOT SPEND MONEY ON THE WRONG PET.
- THE NUMBER OF ANIMALS IN SHELTERS WILL BE REDUCED AS A RESULT OF THE ABOVE 3 BENEFITS.

MAIN FINDINGS

SURVEY



THE SURVEY THAT WE MADE AS PART OF OUR PRIMARY RESEARCH HELPED US OBTAIN CRUCIAL INFORMATION SUCH AS WHAT OUR TARGET AUDIENCE IS, WHAT THEIR NEEDS AND PAIN POINTS ARE WHEN IT COMES TO HAVING A PET, AND WHETHER THEY WOULD ACCEPT THE IDEA OF HAVING AN ONLINE PET RECOMMENDATION.

SURVEY ANALYSIS

IN BRIEF, THE TARGET AUDIENCE IS PEOPLE AGED 18-24 WHO DON'T HAVE MUCH EXPERIENCE IN DECISION-MAKING. THEREFORE, THEY WOULD LOVE TO HAVE AN ONLINE PET RECOMMENDATION SINCE IT WILL SPARE TIME AND EFFORT. ALSO, MOST PEOPLE ARE UNSURE WHAT PET WILL SUIT THEM AND THEY NEED TO MAKE SOME RESEARCH. ONE OF THE MAIN CONCERNS OF HAVING A PET IS TAKING CARE OF IT. LASTLY, THE MAJORITY OF THE PEOPLE WHO FILLED THE SURVEY LIKE THE IDEA OF AN ONLINE PET RECOMMENDATOR MAINLY BECAUSE IT SAVES TIME AND EFFORT

LINK TO OUR [SURVEY](#) AND TO OUR [SURVEY ANALYSIS](#)

INTERVIEWS

LOOK AT PAGE 27 AND 28

AFTER WE OBTAINED USEFUL INFORMATION FROM OUR SURVEY, WE PROCEEDED WITH THE MORE DETAILED PART - MAKING INTERVIEWS. WE SCHEDULED 2 INTERVIEW SESSIONS WITH 2 SPECIALISTS - A VET AND AN OWNER OF A PET SHOP. THIS HELPED US EXAMINE THE PROBLEM FROM A DIFFERENT ANGLE (NOT ONLY FROM THE POINT OF VIEW OF A PERSON WHO WANTS TO HAVE A PET).

FIRSTLY, WE MADE AN INTERVIEW PREPARATION BY SETTING THE PURPOSES OF THE INTERVIEWS AND WHAT OUTCOMES WE WOULD LIKE TO SEE AFTER THE SESSIONS.

AFTER THAT, WE PROCEEDED WITH THE INTERVIEW WHERE WE ASKED THE INTERVIEWEES SPECIFIC QUESTIONS WHICH AIM TO FACILITATE US IN THE DEVELOPMENT OF THE PET RECOMMENDATOR.

PET SHOP OWNER (INTERVIEW QUESTIONS):

- WHAT TYPES OF PETS DO YOU SELL IN YOUR PET SHOP?
- HAVE YOU OFTEN HAD CLIENTS ASK YOU WHAT TYPE OF PET IS RIGHT FOR THEM?
- CAN YOU GIVE ME THE MOST REOCCURRING REASONS BEHIND PEOPLE'S CHOICES OF GETTING A PET?
- ARE PEOPLE FAMILIAR WITH THE PET'S NEEDS AND REQUIREMENTS WHEN THEY DECIDE TO BUY ONE?
- WHAT QUESTIONS HAVE CUSTOMERS ASKED YOU WHEN TRYING TO CHOOSE A PET?
- WHAT QUESTIONS DID YOU ASK THEM WHEN YOU WERE TRYING TO FIGURE OUT WHAT ANIMAL WAS BEST FOR THEM?

VET (INTERVIEW QUESTIONS):

- DO YOU THINK THAT HAVING SOME SORT OF PET RECOMMENDATION WEBSITE OR APPLICATION WOULD BE BENEFICIAL TO PEOPLE?
- IS THERE A LOT OF DIFFERENCES BETWEEN DIFFERENT BREEDS OF DOGS FOR INSTANCE?
- IS THERE ANY SORT OF MAIN POINTS THAT YOU WOULD LOOK AT FOR SPECIFIC BREEDS?
- CAN THE LIVING SPACE OF YOUR APARTMENT OR HOUSE BE GOOD FOR SOME ANIMALS AND NOT FOR OTHERS?

A PERSON WHO WANTS A PET (INTERVIEW QUESTIONS):

1. WHAT IS YOUR NAME AND WHERE ARE YOU FROM?
2. WHAT IS YOUR CURRENT OCCUPATION?
3. WHY DO YOU WANT TO HAVE A PET?
4. HOW DO YOU PLAN TO CHOOSE YOUR PET? / HOW DID YOU DECIDE TO CHOOSE YOUR PET?
5. WHAT TYPE OF PET DO YOU WANT TO HAVE?
6. DO YOU HAVE ANY WORRIES WHEN IT COMES TO GETTING A PET?
7. DO YOU HAVE A BUSY DAILY LIFE?
8. WHAT DO YOU THINK WILL CHANGE IN YOUR LIFE WHEN YOU GET YOUR PET?

A PERSON WHO ALREADY HAS A PET (INTERVIEW QUESTIONS):

1. WHAT IS YOUR NAME AND WHERE ARE YOU FROM?
2. WHAT IS YOUR CURRENT OCCUPATION?
3. WHY DID YOU CHOOSE TO HAVE A PET?
4. HOW DID YOU DECIDE TO HAVE THIS TYPE OF PET?
5. WHAT DIFFICULTIES DO YOU HAVE WHEN TAKING CARE OF YOUR PET?
6. DO YOU HAVE A BUSY DAILY LIFE?
7. WHAT TYPE OF FOOD DOES YOUR PET EAT?
8. ARE THERE ANY SPECIAL WAYS YOUR PET SHOULD BE TAKEN CARE OF? WHAT ARE THEY?

9. IS THERE SOMEBODY ELSE WHO CAN TAKE CARE OF YOUR PET IN CASE YOU ARE NOT AT HOME FOR A LONGER PERIOD OF TIME?

10. WHAT HAS CHANGED IN YOUR LIFE SINCE YOU GOT YOUR PET?

INTERVIEW FINDINGS:

PET SHOP OWNER

- THE SHOP OFFERS A HUGE VARIETY OF ANIMALS (NOT ONLY CATS, DOGS ETC)
- 40% OF PEOPLE ASK FOR A RECOMMENDATION BEFORE TAKING A PET
- QUITE FREQUENTLY, PEOPLE ARE NOT FAMILIAR WITH THE CARE THAT SHOULD BE TAKEN FOR THEIR PET
- WHEN GETTING A PET, PEOPLE ARE INTERESTED MAINLY IN THE PRICE, WHETHER THE ANIMAL IS SUITABLE FOR LIVING IN AN APARTMENT. ALSO, IF IT SHEDS A LOT OF HAIR AND IF IT REQUIRES A LOT OF CARE.
- WHEN TRYING TO FIND OUT WHAT IS THE BEST PET FOR THE CLIENT, THE OWNER ASKED THEM:

IF THEY HAVE TIME TO WALK IT?

WILL THEY TAKE CARE OF THE PET IN AN APARTMENT OR A HOUSE?

WILL THE NOISE FROM THE ANIMAL PRODUCES BOTHER THEM?

REASONS FOR BUYING A PET

- AS A GIFT TO THEIR GIRLFRIEND
- FOR A SPECIAL OCCASION (SUCH AS CHRISTMAS)
- PEOPLE LIKE THE PET OF THEIR FRIEND AND THEY DECIDE TO GET ONE

VET

- AN ONLINE PET RECOMMENDATOR WILL BE USEFUL BECAUSE IT WILL SAVE TIME AND PEOPLE CAN GET A RECOMMENDATION FROM THE COMFORT OF THEIR HOME.
- THERE IS A DIFFERENCE BETWEEN THE DIFFERENT BREEDS OF AN ANIMAL IN TERMS OF BEHAVIOUR AND NEEDS. ONE SHOULD CHHOSE A BREED OF AN ANIMAL THAT IS SUITABLE FOR THEIR NEEDS.
- IF THE DOG BREED IS A WORKING ONE, THEY ARE SUITABLE FOR A FAMILY PET, BUT NEED MORE INSTRUCTION
- THE LABRADORE IS A CALM DOG BREED
- IT SHOULD BE KEPT IN MIND THAT SOME PEOPLE ARE ALLERGIC TO DOG HAIR
- IF YOU LVE IN AN APARTMENT, YOU SHOULD CHOOSE A SMALLER BREED OF AN ANIMAL

A PERSON WHO WANTS A PET

- LYUBOMIR BELIEVES THAT HAVING A PET WILL BE MORE FUN AND IT WILL BRING HIM MORE JOY. HE WANTS TO HAVE A DOG, BUT DOESN'T KNOW WHAT BREED WILL BE SUITABLE FOR HIM.
- IN HIS OPINION, HE IS A LITTLE WORRIED THAT THE PET WILL NEED SOME TIME TO ADAPT WITH HIM. ALSO, IT WILL BE VERY SAD FOR HIM WHEN THE PET DIES BECAUSE LYUBOMIR WILL BE CONNECTED STRONGLY WITH THE PET.

- HE CURRENTLY HAS A HECTIC DAILY ROUTINE BECAUSE HE IS PREPARING FOR EXAMS IN HIS LAST YEAR AT HIGH SCHOOL. THAT IS WHY HE IS NOT SURE WHETHER HE WILL MANAGE TO PAY ENOUGH ATTENTION TO ANY TYPE OF PET AND WANTS TO MAKE SOME RESEARCH. THEREFORE, LYUBOMIR WANTS TO MAKE AN EDUCATED CHOICE.
- GENERALLY, HE WILL FEEL HAPPY BECAUSE THERE WILL BE AN ANIMAL AS HIS COMPANION. ALSO, HE MENTIONS THAT HIS DAILY LIFE WILL CHANGE A BIT BECAUSE HE WILL NEED TO TAKE CARE OF THE ANIMAL.

A PERSON WHO ALREADY HAS A PET (FIRST INTERVIEW)

- STUDENT IN A RELATIONSHIP
- PET IS LEFT IN OTHER COUNTRY
- WHOLE FAMILY LOVE ANIMALS
- THE PET IS SMALL AND IS SUITABLE FOR A SMALL LIVING SPACE
- THE FAMILY PREFERS DOGS INSTEAD OF CATS
- IT TAKES TIME TO TAKE CARE OF A PET
- GOOD COMPANY WHEN SHE IS ALONE AT HOME
- BUSY DAILY LIFE BECAUSE SHE IS A STUDENT
- THE FAMILY TAKES CARE OF THE DOG WHEN SHE IS NOT AT HER HOME
- FUNNIER WHEN HAVING A PET

A PERSON WHO ALREADY HAS A PET (SECOND INTERVIEW)

- INTERESTED IN A NEW PET, ALREADY HAS PETS.
- WOULD USE OUR RECOMMENDATOR IF AVAILABLE.
- THE SIZE OF THE PET IS IMPORTANT.
- UNSURE OF WHERE TO LOOK FOR INFORMATION ABOUT ANIMALS.

STORYBOARDS

BASED ON THE PERSONAS, WE MADE 2 STORYBOARDS THAT REPRESENT THE POTENTIAL STEPS THAT THE USER CAN TAKE IN ORDER TO FIND THE RIGHT ANIMAL BREED FOR THEIR NEEDS.

Getting your first pet



1. Feels alone at home



2. She is thinking about getting a pet



3. Wondering what breed of a dog would suit her needs



4. Finds out about the pet recommender from her friend



5. Answers the questions by the website



6. Gets the right breed of an animal

Taking a second dog for a company to the the first dog



1. He wants to take a pet that will be a good companion for his current one



2. He/She wants the second animal to be more active



3. He comes across the pet recommender website while Googling



4. Thinks about the price of the second pet



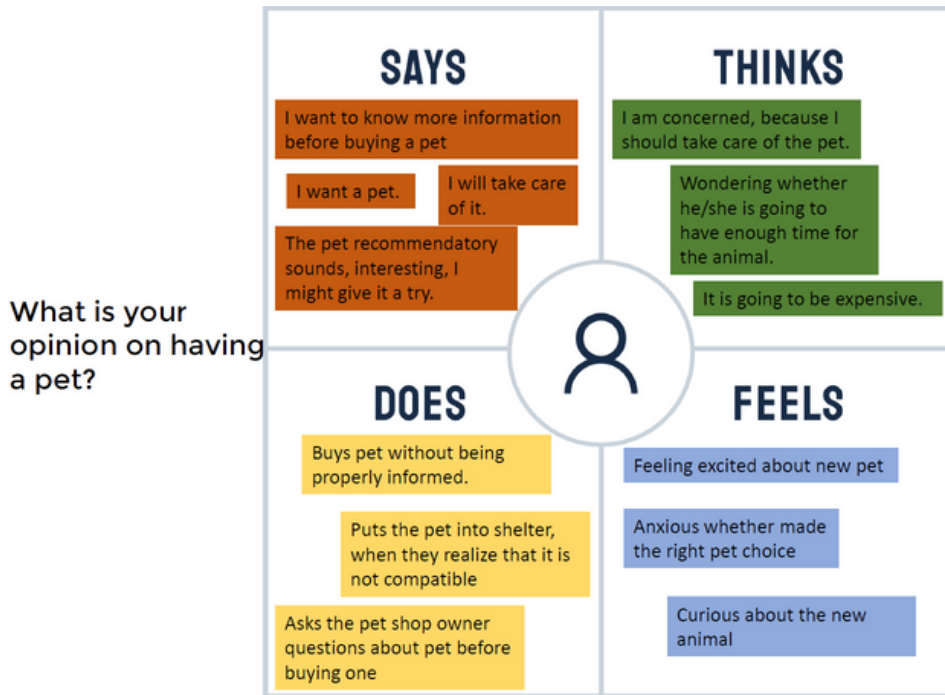
5. Answers the questions by the website



6. Gets the right breed of an animal

EMPATHY MAP

BASED ON BOTH OUR SURVEY AND THE INTERVIEWS WE CONDUCTED, WE MADE AN EMPATHY MAP SO AS TO VISUALIZE BETTER WHAT PEOPLE'S OPINION ON HAVING A PET IS AND HOW THEY PERCEIVE IT.



ANALYZING OUR POSSIBLE COMPETITORS

LOOK AT PAGE 28 AND 29

AFTER WE OBTAINED AN IDEA WHAT OUR SOLUTION SHOULD BE, WE DECIDED TO IDENTIFY AND LEARN MORE ABOUT OUR COMPETITORS SO THAT WE CAN KNOW WHERE WE CAN FOCUS MORE IN ORDER TO PRODUCE A BETTER PRODUCT. FOR THIS REASON, WE COMPARED DIFFERENT TYPES OF RECOMMENDATORS BY MAINLY LOOKING AT HOW THE RECOMMENDING PROCESS IS DONE.

PERSONAS

AFTER WE HAD CLEAR INFORMATION FROM OUR SURVEY, INTERVIEWS, AFFINITY MAP AND EMPATHY MAP, WE MADE 2 USER PERSONAS THAT REPRESENT THE 2 MAIN TYPES OF USERS THAT WE HAVE.



ABOUT

Ami is an international student at Tilburg University. She wants to take a pet at home, because she feels alone in her new living place. Ami is going for a walk everyday and she likes the nature.

AGE	19
OCCUPATION	Student
INCOME	Less than € 15.000
STATUS	Taken
LOCATION	Tilburg

NEEDS

- Pet that matches her time, space and budget constraints
- A friendly company during her free time

FRUSTRATIONS

- Travels often
- Spends most of the day at the university
- Not big living place

PERSONALITY



CURRENT FEELINGS

Focused Responsible Happy



ABOUT

Max is a student at Fontys who cares deeply about animals. Having already bought a pet dog, he is looking for a second one that will be friendly to his current pet and will also be a reliable companion. Besides being an avid soccer fan, Max enjoys spending time outside.

AGE	21
OCCUPATION	Student
INCOME	Less than € 13.000
STATUS	Single
LOCATION	Tilburg

NEEDS

- More Information on what pet to buy
- A pet that is compatible with him

FRUSTRATIONS

- Doesn't know what pet would be a good fit
- How much wil a second pet cost

PERSONALITY



CURRENT FEELINGS

Stressed Concerned Busy

AFFINITY MAP

LOOK AT PAGE 28

IN THE END, WE CAN CONCLUDE THAT THE IDEA OF A PET RECOMMENDATOR IS BENEFICIAL SINCE "IT WILL PREDICT THE RIGHT TYPE AND BREED OF AN ANIMAL FOR THE PERSON AND THUS WILL MAKE THE OWNERS AND THE PET TRULY HAPPY. ON THE OTHER HAND, IT WILL REDUCE ANIMALS IN THE SHELTERS, BECAUSE MANY PEOPLE WHEN THEY GET A PET, AFTER A WHILE, THEY REALIZE THAT IT IS NOT SUITABLE FOR THEIR NEEDS." THEREFORE, WE WILL PREVENT PEOPLE FROM MAKING A WRONG CHOICE AND NOT SPENDING MONEY ON THE RIGHT ANIMAL. FURTHERMORE, PEOPLE SHOULD GET A BREED THAT IS SUITABLE FOR THEIR LIFESTYLE SO THAT THEY WILL BE ABLE TO TAKE THE NECESSARY CARE FOR THE ANIMAL. EACH BREED IS SPECIFIC (FOR INSTANCE, SOME OF THEM REQUIRE MORE WALKING)

DESIGN CHALLENGE

WHEN WE HAD ENOUGH COLLECTED AND ANALYZED INFORMATION, WE MADE A DESIGN CHALLENGE. IT HELPED US FIND OUT THAT THE INFORMATION THAT WE HAVE IS ENOUGH TO CONTINUE WITH THE NEXT STEP - TO FORMULATE POV AND START THE IDEATION.

LINK TO OUR DESIGN CHALLENGE:

[HTTPS://GIT.FHICT.NL/I477928/PROJECT-PORTFOLIO-SEMIESTER-3/-/WIKIS/UPLOADS/6ACEF21AB3491CBB546FB5757733070C/DESIGN_CHALLENGE.PDF](https://git.fhict.nl/i477928/project-portfolio-semester-3/-/wikis/uploads/6ACEF21AB3491CBB546FB5757733070C/DESIGN_CHALLENGE.PDF)

POV & HMW



POV

User	Need	Insight
People who are interested in getting a pet	To choose their pet appropriately	In order to be able to take care of it properly and to avoid spending money on a pet that doesn't match their lifestyle

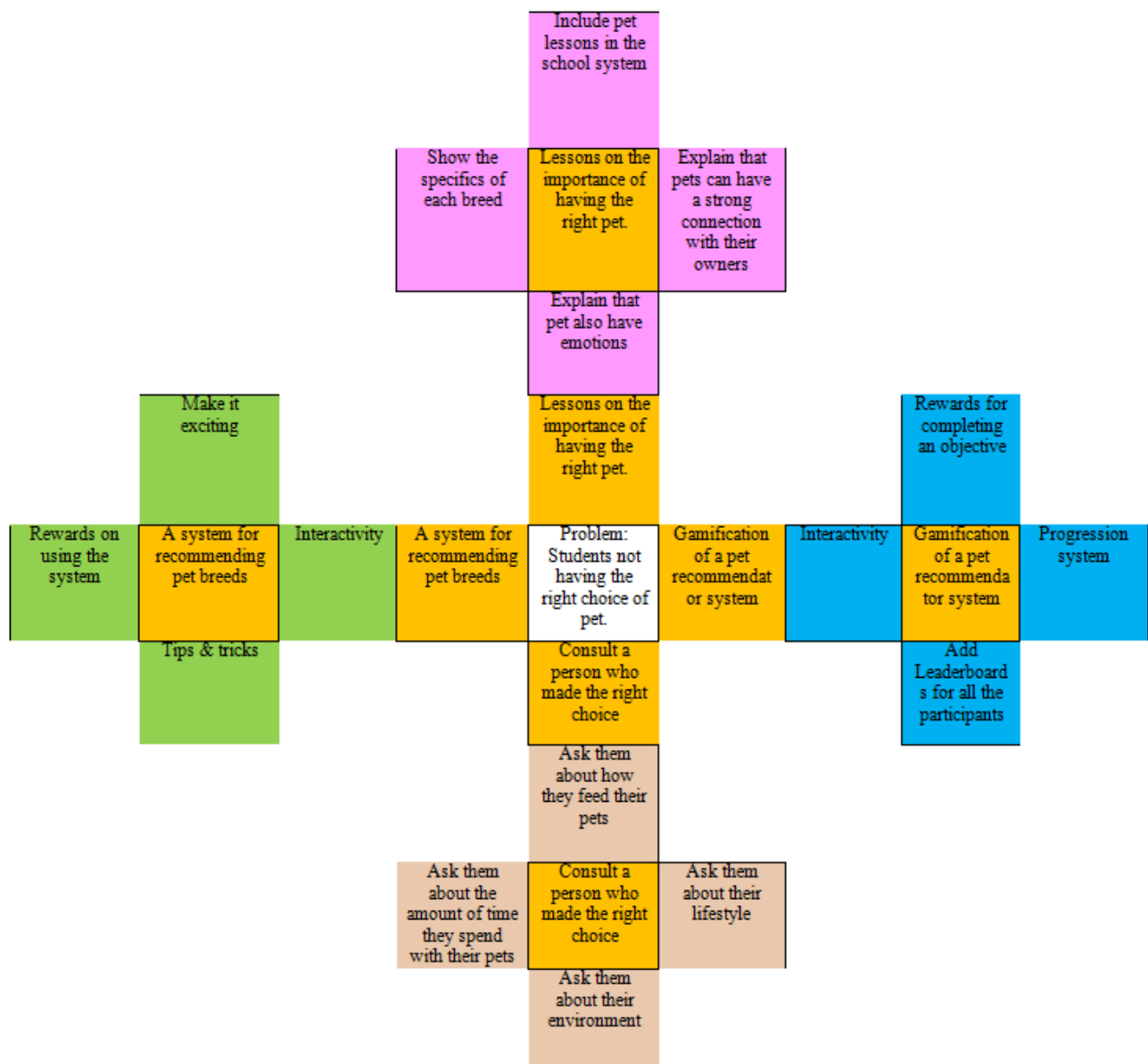
HMW

- HOW MIGHT WE MAKE IT EASIER FOR PEOPLE TO FIND THEIR IDEAL ANIMAL?
- HOW MIGHT WE MAKE PEOPLE TAKE CARE PROPERLY OF THE ANIMAL THAT THEY WANT?
- HOW MIGHT WE REDUCE THE NUMBER OF ANIMALS IN SHELTERS?
- HOW MIGHT WE MAKE USERS FEEL THEY HAVE CHOSEN THE CORRECT ANIMAL?
- HOW MIGHT WE PREVENT PEOPLE FROM SPENDING MONEY ON AN ANIMAL THAT DOESN'T MATCH THEIR LIFESTYLE?

IDEATION PROCESS

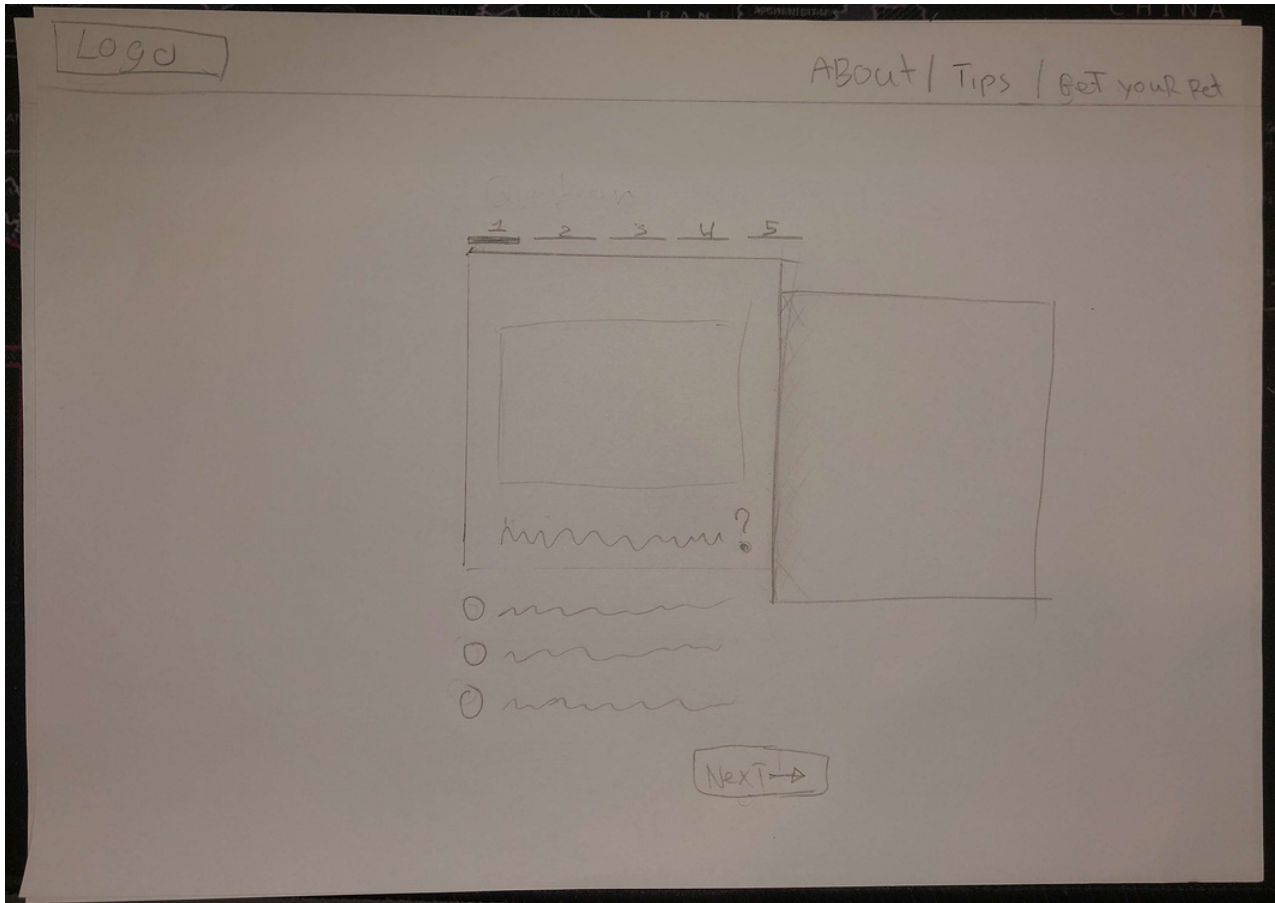


FOR THE IDEATION PROCESS, WE DECIDED TO USE THE LOTUS BLOSSOM METHOD. THIS IS BECAUSE IT GIVES US CLEAR IDEAS AS TO HOW WE CAN APPROACH THE PROBLEM THAT WE IDENTIFIED.



VISUAL CONCEPT

TO OBTAIN A BETTER PICTURE FOR OUR PRODUCT, WE MADE SKETCHES WHICH REPRESENT THE MAIN IDEA



WE ALSO MADE 2 VERSIONS OF THE LOGO THAT WE WILL HAVE FOR OUR WEBSITE. WE WILL PICK THE BETTER ONE BASED ON USER FEEDBACK THAT WE WILL GET DURING THE PROTOTYPING.

PETÍCA

Petica

VISUAL CONCEPT

WE ALSO MADE A LOW-FIDELITY PROTOTYPE WITH THE VERY BASIC THINGS THAT REPRESENT OUR IDEA

LINK TO THE LOW-FIDELITY PROTOTYPE:

[HTTPS://11E4ZR.AXSHARE.COM/#ID=U2VXJS&P=HOMEQ1](https://11E4ZR.AXSHARE.COM/#ID=U2VXJS&P=HOMEQ1)

PETICA

Pet Recommendation

The perfect choice of pet is waiting for you...

12345

Question 1

Question 1

Answers

Answers

Interesting Fact:

Next →

?

Tips & Tricks

Only a few steps to go..

12345

Question 2

Question 2

Answers

Answers

Answers

Answers

Interesting Fact:

20

Back ←

Next →

?

Tips & Tricks

VISUAL CONCEPT

Almost there..

1 2 3 4 5

Question 3

? Tips & Tricks

Question 3

Answers

Answers

Answers

Answers

← Back

Interesting Fact:

Next →

Making the right choice for you..

1 2 3 4 5

Question 4

? Tips & Tricks

Question 4

Answers

Answers

Answers

Answers

← Back

Interesting Fact:

Next →

VISUAL CONCEPT

Congrats on your new pet!



? Tips & Tricks



Pet Name

Skills

Life expectancy

Characteristics

FEEDBACK

DURING OUR BROAD RESEARCH, WE ALSO GATHERED FEEDBACK ABOUT OUR IDEA FOR AN ONLINE PET RECOMMENDATOR. A PERSON WHO FILLED OUR SURVEY POINTED, "YES, BECAUSE THAT WOULD PUT ME IN THE RIGHT DIRECTION OF WHICH BREED OF, FOR EXAMPLE, DOG FITS ME THE BEST AS A PERSON."

1	anonymous	Yes, because that would put me in the right direction of which breed of, for example, dog fits me the best as a person.
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FURTHERMORE, A PET SHOP OWNER WHOM WE INTERVIEWED EXPLAINED THAT OUR IDEA OF THE PET RECOMMENDATION WEBSITE IS GENUINELY A NOBLE ONE BECAUSE ON ONE HAND, IT WILL PREDICT THE RIGHT TYPE AND BREED OF AN ANIMAL FOR THE PERSON, IF DONE CORRECTLY AND THUS WILL MAKE THE OWNERS AND THE PET TRULY HAPPY. ON THE OTHER HAND, IT WILL REDUCE ANIMALS IN THE SHELTERS, BECAUSE MANY PEOPLE WHEN THEY GET A PET, AFTER A WHILE, THEY REALIZE THAT IT IS NOT SUITABLE FOR THEIR NEEDS.

WHEN WE PITCHED OUR CONCEPT TO LIVEWALL, THEY INFORMED US THAT OUR IDEA IS GOOD AND WILL ADD VALUE. THE SAME GOES FOR OUR RESEARCH WHICH IS WELL-CONDUCTED. THEY ALSO EXPLAINED THAT WHEN DEVELOPING OUR PRODUCT, WE SHOULD FOCUS ON THE THINGS THAT WILL MAKE US STAND OUT FROM THE OTHER COMPETITORS THAT WE HAVE. IN THIS WAY, WE CAN SHOW THE UNIQUENESS OF OUR PRODUCT.

CONCEPT BRIEFING

THE CONCEPT OF A PET RECOMMENDATOR WILL BE A GOOD DIGITAL SUBSTITUTION BECAUSE IT WILL FACILITATE PEOPLE WHO WANT TO GET A PET TO A GREAT EXTENT. IN THIS WAY, THEY CAN GET A RECOMMENDATION WITHOUT HAVING TO GO TO THE PHYSICAL PET SHOP. MOREOVER, IT WILL BE A DIRECT SOLUTION TO THE PROBLEMS OF PEOPLE CHOOSING THE WRONG PET AND PEOPLE MAKING UNEDUCATED CHOICES (DISCUSSED ABOVE). FURTHERMORE, PEOPLE WILL GET USEFUL TIPS ON HOW THEY SHOULD TREAT THEIR PET. AS A RESULT OF ALL OF THIS, PETS IN THE SHELTERS ARE ALSO LIKELY TO BE REDUCED SINCE PEOPLE WILL NOT LEAVE THEIR ANIMALS.

AFTER ANALYSING OUR POTENTIAL COMPETITORS, WE IDENTIFIED OUR STRONG SIDES THAT WE SHOULD FOCUS ON.

- OUR WEBSITE WILL BE UNIQUE IN THE SENSE THAT IT WILL BE HIGHLY INTERACTIVE IN THE 3D PERSPECTIVE, WHICH ALSO HAS THE EFFECT OF ATTRACTING PEOPLE.
- WE HAVE VARIOUS SPECIES OF PETS THAT WE CAN RECOMMEND YOU BASED ON YOUR ANSWERS (NOT ONLY LIMITED TO DOGS AND CATS).
- BESIDES THAT, WE ALSO HAVE SOME UNIQUE FACT, TIPS & TRICKS THAT ARE SUGGESTED TO OUR USERS
- WE WILL UTILIZE HIGH-INTERACTIVITY FEATURES SO THAT THE MAIN IDEA OF THE WEBSITE DOESN'T LOOK LIKE A RAW QUESTIONNAIRE.

PLANS FOR ITERATION

SO FAR, WE HAVE A CLEAR CONCEPT OF THE PRODUCT THAT WE WILL DEVELOP. THEREFORE, WE PLAN TO MAKE 2 ITERATIONS DURING THE BUILDING PROCCESS.

NOW, WE WILL START WITH PROTOTYPING THE WEBSITE SO THAT WE CAN HAVE A GOOD IDEA OF THE LAYOUTING AND THE THINGS THAT WILL BE INCLUDED. WE WILL MAKE LOW-FIDELITY AND A HIGH-FIDELITY PROTOTYPE WHICH WE WILL TEST WITH USERS AND BASED ON THE FEEDBACK, WE WILL MAKE THE NECESSARY ADJUSTMENTS. THEN, WE WILL START CODING THE ACTUAL WEBSITE AND WHEN WE ARE FINISHED WITH IT, WE WILL MAKE A FINAL PRODUCT TESTING TO VALIDATE THAT THE WORK WITH OUR WEBSITE IS SMOOTH AND EFFECTIVE.



CONCLUSION

AFTER WE MADE A BROAD RESEARCH TO FIND OUT WHAT NEEDS THERE ARE FOR A DIGITAL SUBSTITUTION, WE HAVE A GOOD AND CLEAR CONCEPT FOR THE PRODUCT THAT WE WILL CREATE - A WEBSITE THAT RECOMMENDS YOU A SUITABLE FOR YOU PET. TO GET TO THIS POINT, WE USED VARIOUS RESEARCH METHODS AND WE ALSO INTERVIEWED 2 EXPERTS. ALL OF THIS HELPED US FORMULATE OUR POINT OF VIEW (POV) AND WE ASKED OURSELVES SOME HOW MIGHT WE QUESTIONS WHICH HELPED US IDENTIFY OUR DIRECTION. THE PITCH IN FRONT OF LIVEWALL WAS ALSO REALLY HELPFUL SINCE THEY GAVE US SOME IMPORTANT GUIDES FOR OUR WORK. NOW, WE WILL CONTINUE WITH THE NEXT STEP WHICH IS TO CREATE A LOW-FIDELITY PROTOTYPE.

LINKS TO OUR WORK

SURVEY (FIRST VERSION)

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SURVEY (EXTENDED)

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SURVEY ANALYSIS

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INTERVIEW PLAN

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PET SHOP OWNER INTERVIEW

[HTTPS://GIT.FHICT.NL/1406462/UNXPECTICA/-/WIKIS/UPL
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_WITH_A_PET_SHOP_OWNER.PDF](https://git.fhict.nl/1406462/unxpectica/-/wikis/uploads/9689537198350EA2DDC796B8EAD1A624/INTERVIEW_WITH_A_PET_SHOP_OWNER.PDF)

LINKS TO OUR WORK

VET INTERVIEW

[HTTPS://GIT.FHICT.NL/I406462/UNXPECTICA/-/WIKIS/UPLOADS/690A82DEF5A566B0F05B479390A5CF76/VETERINARIAN_INTERVIEW.PDF](https://git.fhict.nl/I406462/UNXPECTICA/-/wikis/uploads/690A82DEF5A566B0F05B479390A5CF76/VETERINARIAN_INTERVIEW.PDF)

INTERVIEW WITH A PERSON WHO WANTS A PET

[HTTPS://YOUTU.BE/K0LBTJJLKKE](https://youtu.be/K0LBTJJLKKE)

INTERVIEW WITH A PERSON WHO ALREADY HAS A PET

[HTTPS://DRIVE.GOOGLE.COM/FILE/D/19B2HAG7A3SJIUYHDHBJB7MDK--WOLPMW/VIEW?USP=SHARING](https://drive.google.com/file/d/19B2HAG7A3SJIUYHDHBJB7MDK--WOLPMW/view?usp=sharing)

SECOND INTERVIEW WITH A PERSON WHO HAS A PET

[HTTPS://STICHTINGFONTYS-MY.SHAREPOINT.COM/:F:/G/PERSONAL/477928_STUDENT_FONTYS_NL/EIP3LKOBeyZNR_UVVDMHZCKBHPXKZKC1DACQ0X2XW6CTPG?E=GWRHKKH](https://stichtingfontys-my.sharepoint.com/:f:/g/personal/477928_student_fontys_nl/EIP3LKOBeyZNR_UVVDMHZCKBHPXKZKC1DACQ0X2XW6CTPG?e=GWRHKKH)

AFFINITY MAP

[HTTPS://GIT.FHICT.NL/I406462/UNXPECTICA/-/WIKIS/UPLOADS/6DFA1BA7D2E47833A9EDD91E61F7ECEF/AFFINITY_MAP.PDF](https://git.fhict.nl/I406462/UNXPECTICA/-/wikis/uploads/6DFA1BA7D2E47833A9EDD91E61F7ECEF/AFFINITY_MAP.PDF)

COMPETITOR ANALYSIS PART 1

[HTTPS://GIT.FHICT.NL/I406462/UNXPECTICA/-/WIKIS/UPLOADS/7C4797A8D39022851A60C73B71BC7C40/COMPETITIVEANALYSISPHONE.PDF](https://git.fhict.nl/I406462/UNXPECTICA/-/wikis/uploads/7C4797A8D39022851A60C73B71BC7C40/COMPETITIVEANALYSISPHONE.PDF)

LINKS TO OUR WORK

COMPETITOR ANALYSIS PART 2

[HTTPS://GIT.FHICT.NL/I406462/UNXPECTICA/-/WIKIS/UPLOADS/B19512AEBCAFB3AF530F5260B11D1555/COMPETITOR_ANALYSIS_PET_RECOMMENDATOR.PDF](https://git.fhict.nl/I406462/UNXPECTICA/-/wikis/uploads/B19512AEBCAFB3AF530F5260B11D1555/COMPETITOR_ANALYSIS_PET_RECOMMENDATOR.PDF)

COMPETITOR ANALYSIS PART 3

[HTTPS://GIT.FHICT.NL/I406462/UNXPECTICA/-/WIKIS/UPLOADS/99F6D30F6BE6A7D05808D491F240E8BD/LAPTOP_RECOMENDATOR_RESEARCH.PDF](https://git.fhict.nl/I406462/UNXPECTICA/-/wikis/uploads/99F6D30F6BE6A7D05808D491F240E8BD/LAPTOP_RECOMENDATOR_RESEARCH.PDF)

COMPETITOR ANALYSIS PART 4

[HTTPS://GIT.FHICT.NL/I406462/UNXPECTICA/-/WIKIS/UPLOADS/2CB69CCDCF434700893D42F7C4EC0686/CAR_COMPETITOR_ANALYSIS.PDF](https://git.fhict.nl/I406462/UNXPECTICA/-/wikis/uploads/2CB69CCDCF434700893D42F7C4EC0686/CAR_COMPETITOR_ANALYSIS.PDF)

DESIGN CHALLENGE

[HTTPS://GIT.FHICT.NL/I477928/PROJECT-PORTFOLIO-SEMESTER-3/-/WIKIS/UPLOADS/6ACEF21AB3491CBB546FB5757733070C/DESIGN_CHALLENGE.PDF](https://git.fhict.nl/I477928/PROJECT-PORTFOLIO-SEMESTER-3/-/wikis/uploads/6ACEF21AB3491CBB546FB5757733070C/DESIGN_CHALLENGE.PDF)

LOW-FIDELITY PROTOTYPE

[HTTPS://11E4ZR.AXSHARE.COM/#ID=U2VXJS&P=HOMEQ1](https://11E4ZR.AXSHARE.COM/#ID=U2VXJS&P=HOMEQ1)