



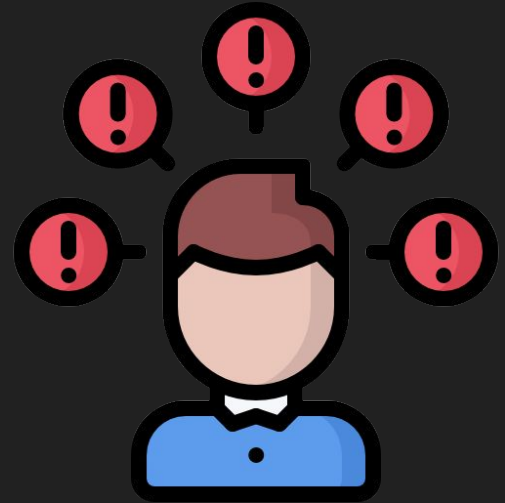
FindMyPet

Presented By:

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Problem

- 68% of U.S households own a pet
- American households own around 42.7 million pet cats
- There are around 77 million pet dogs in U.S



Problem

**135
MILLION**

Dogs and Cats in the
United States

1/3

of ALL dogs and cats in the
United States go

MISSING

MORE THAN

80%

of missing pets are

**NEVER
FOUND**

What do people do when their pet is lost



Research

Methods: Interviews

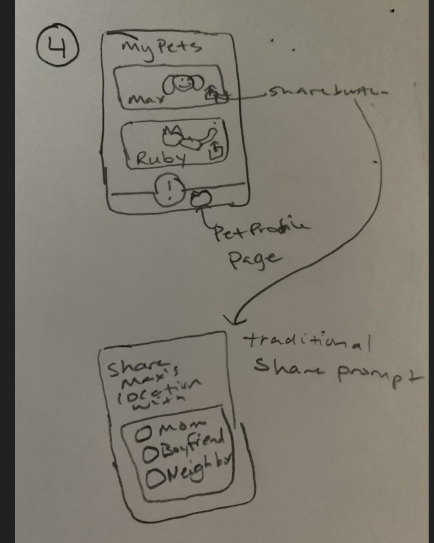
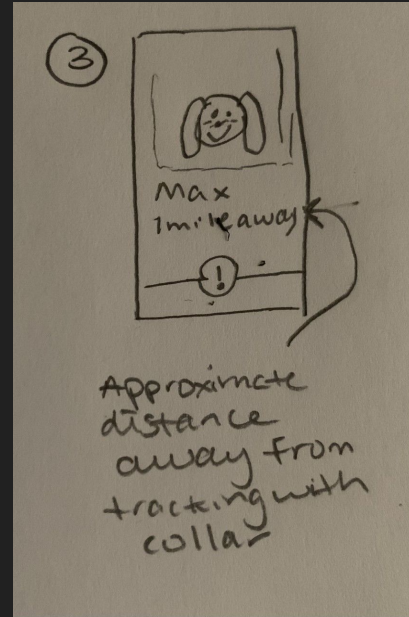
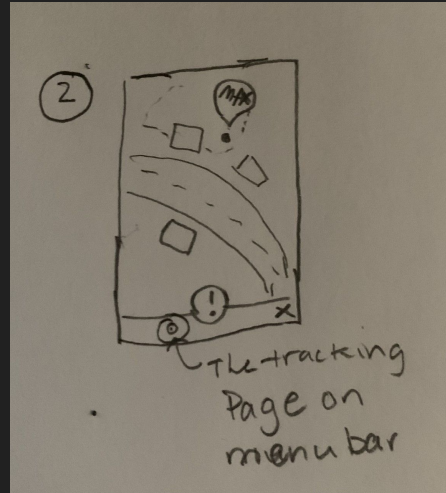
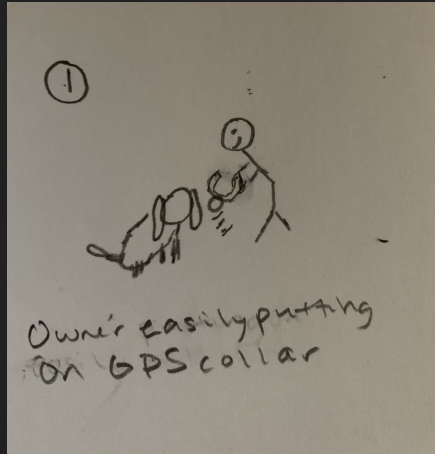
Participants: Animal shelter employee, pet owner who lost a pet, bystander who found a pet

Key Findings: All participants strongly agreed that our design addresses a need and would or would have been useful for their situation.

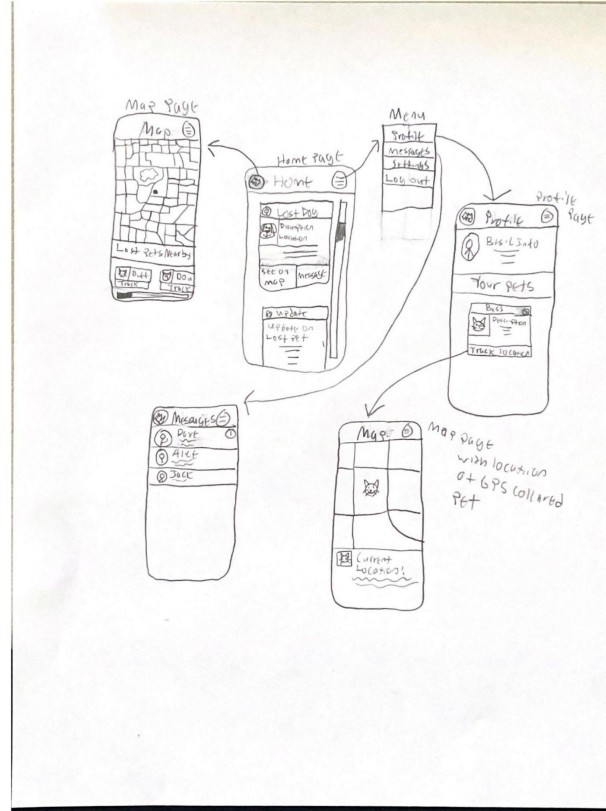
Tasks

1. Losing a pet: Easy - Existing Task
2. Searching for a lost pet: Hard - Existing Task
3. Trying to find the owner of a found lost pet: Hard - Existing Task
4. Finding and contacting the owner of a pet found through the app: Medium - Enabled by our design.
5. Track pet with GPS collar: Easy - Enabled by our design.
6. Post lost pet on app: Easy - Enabled by our design.

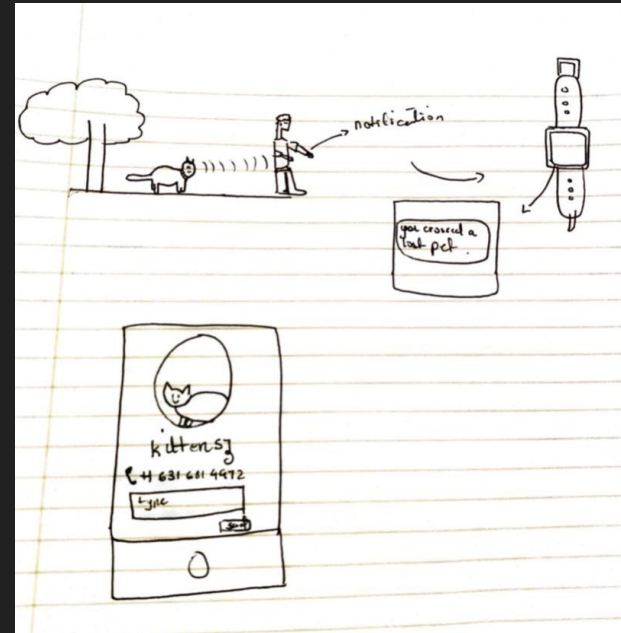
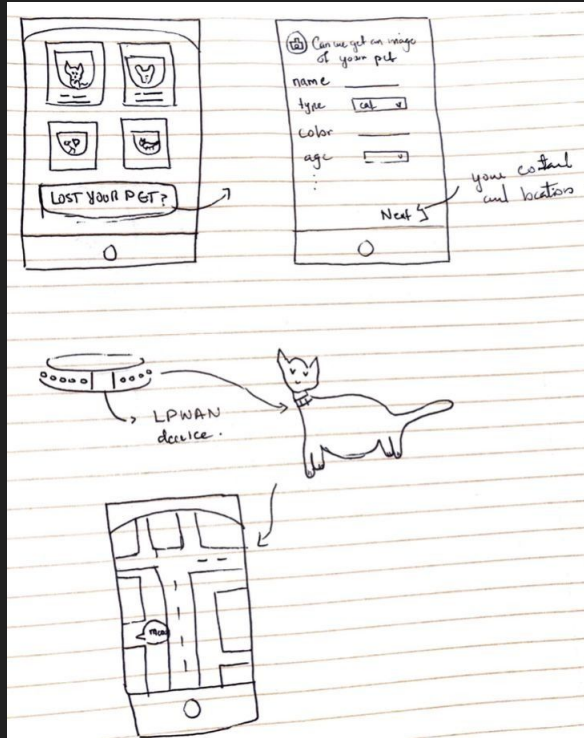
Sketches



Sketches



Sketches



Storyboards

Task: posting lost pet on app



Kate said furr helped and furr! anywhere.



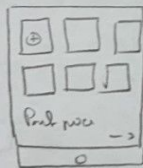
Contacting neighbours to see if they have seen Furr.



Kate opens the FindingPet App.



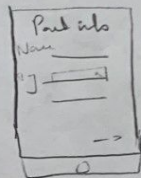
Kate chooses the Lost Pet option on the homepage.



App asks Kate to post pics of Furr.



Kate browses through her images to find pictures of Furr.



Kate posts info of Furr and her contact info.



Furr's info is on the app, now she waits for the Furr to contact her.

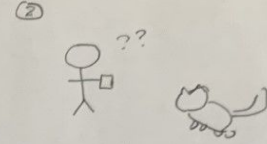
Storyboards

Task: Finding pet owner on app

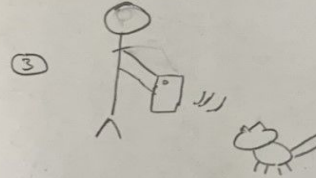
Task 2: Finding pet owner on app



Bystander is driving and sees a cat alone by the road



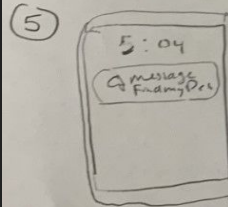
The bystander stands at the side of the road and looks through app to see if owner reported the pet to be lost.



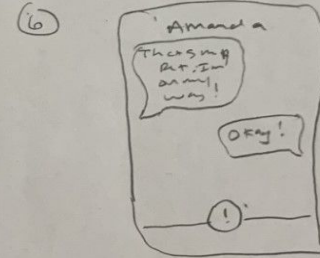
The person didn't see that cat on the app so they take a picture of the cat to post on the "lost" page.



Post 'lost Pet' on app



The owner sees the post and messages the person.



The owner lets the person know that they are on their way.



The owner has retrieved their pet.