

Project 3

Design for Good



Presentation by **Mahelet Steinmetz**

Abstract

For this project, we chose a social cause or community that we were a part of or felt strongly about to better the community with a digital platform. I chose to focus on animal therapy because I find comfort in animals whether I'm at school, at home, or anywhere. I wanted to create a website that was similar to Petco where users could find shelters near them, but I added a feature where you could attend animal therapy sessions with others who are also looking for comfort. A bonus was that the project would allow animals to have more opportunities to be adopted as well.

Step 1

The first thing I did was review the pet finders website to see how they navigated their interface. I was first drawn to the bubbly almost fun look they had because of the smooth and curved edges they used for their graphics along with their purple and white color palette. They also used fun and light language which I also wanted to incorporate. Overall I wanted to create a fun and inviting feeling because I didn't want my website looking to medical but instead more warm and friendly.

The screenshot shows the Petfinder mobile website. At the top, there's a header with three small dog photos and the text "Find Your Best Match". Below it, a message says "It only takes 60 seconds!" and a "GET STARTED" button. A red circle highlights the search results section. Under "BREED", a dropdown menu is set to "Any". Under "AGE", another dropdown menu is also set to "Any". The search results show four dogs: Meeko (Weimaraner & Am. Staff. mix, young), Precious (Shepherd & Spaniel mix, puppy), Clyde (Boxer Mix, puppy), and Isabel (Australian Cattle Dog mix, puppy). Each result includes a photo, name, breed, age, location ("3 miles away"), and a purple heart icon. A red arrow points from the "Find Your Best Match" text in the header down to the search results. A red box highlights the rounded rectangle containing the financing advertisement for AMC and Namco Pools.

Rounded rectangles bring tone/theme together (more of a laid back theme rather than serious)

This screenshot shows the top portion of the Petfinder mobile website. It features a large, stylized "petfinder" logo with a blue outline and a red arrow pointing upwards towards it. Below the logo is a purple bar with the text "ABOUT PET ADOPTION". The background shows a blurred image of a dog's face. Red text annotations highlight the logo and the purple bar.

cursive, rounded letters adds to the tone.

This screenshot shows the desktop version of the Petfinder website. At the top, there's a navigation bar with the "petfinder" logo (circled in red), "BREEDS", "RESOURCES", and user options "Sign Up" and "Log In". Below the navigation is a banner with a dog and cat image and the text "Find your new best friend". A red circle highlights this text. A red arrow points from the "Find your new best friend" text down to a row of category icons. These icons include "Dogs" (dog silhouette), "Cats" (cat silhouette), "Other Animals" (paw print), and "Shelters & Rescues" (shelter building). A red box highlights the "Shelters & Rescues" icon. Red text annotations provide feedback on various design elements.

cursive, rounded letters adds to the tone.

Fun exciting language, gives off a friendly tone.

Rounded rectangles bring tone/theme together (more of a laid back theme rather than serious)

Fun cartoon like pictures

Step 2

For step two I researched how to create a professional project proposal presentation. I kept the visuals more muted to make it look more realistic and business-like. I began with a table of contents that outlined everything I was going to present. I provided the problem, my solution, the requirements for the project the budget, and the overall conclusion for why it's important. I struggled to decide whether or not I wanted my presentation to connect with my fun-themed website but in the end, I decided that It made more sense for me to make a more business-like presentation so that I could practice like it was for a job.

<https://slidemodel.com/templates/project-proposal-powerpoint-template/>



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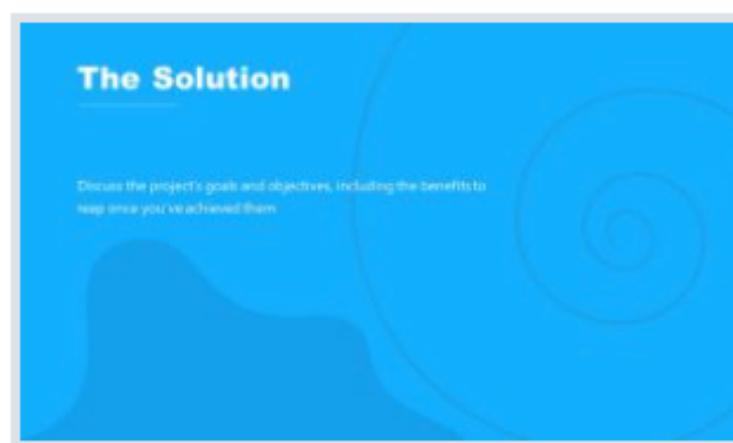
The Problem

Identify and describe the need(s) the project aims to satisfy, how long they've been in existence, their impact, if they've been addressed before (and the outcome, if yes), and other relevant information.

* STATE THE MAIN PURPOSE IN BOLD

Problem / Needs

PROBLEM	LENGTH OF TIME IN EXISTENCE	IMPACT	ADDRESSED BEFORE?	OUTCOME	ADDITIONAL INFORMATION
Sample Text	Sample Text	Sample Text	Yes/No	Sample Text	Sample Text
Sample Text	Sample Text	Sample Text	Yes/No	Sample Text	Sample Text
Sample Text	Sample Text	Sample Text	Yes/No	Sample Text	Sample Text



Goals and Benefits

Goals

Heading Placeholder	This is a sample text. Insert your desired text. This is a sample text.
Heading Placeholder	This is a sample text. Insert your desired text. This is a sample text.
Heading Placeholder	This is a sample text. Insert your desired text. This is a sample text.

Benefits

Heading Placeholder	This is a sample text. Insert your desired text. This is a sample text.
Heading Placeholder	This is a sample text. Insert your desired text. This is a sample text.
Heading Placeholder	This is a sample text. Insert your desired text. This is a sample text.

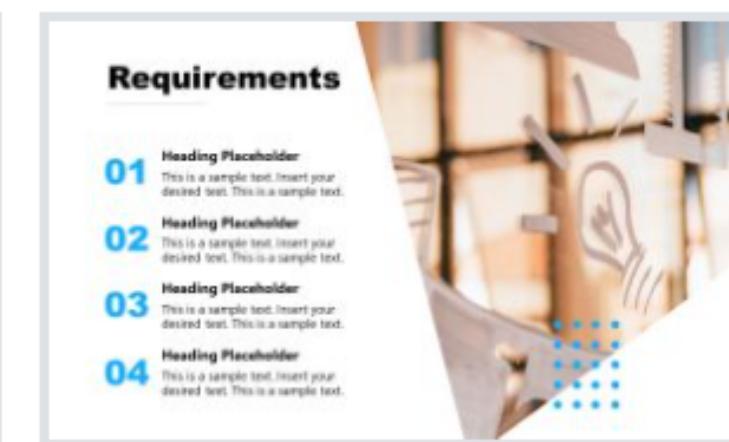
Project Deliverables

Deliverable Name	Description	Due Date	Criteria for Acceptance
Sample Text	This is a sample text. Insert your desired text.	Sample Text	Sample Text
Sample Text	This is a sample text. Insert your desired text.	Sample Text	Sample Text
Sample Text	This is a sample text. Insert your desired text.	Sample Text	Sample Text



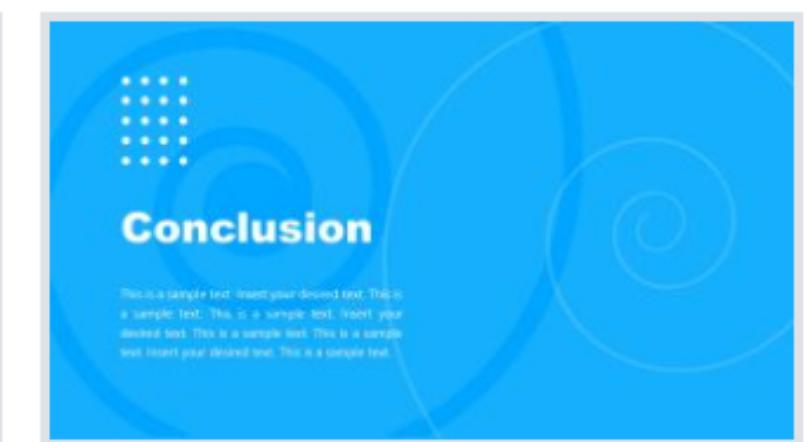
Project Budget

Project Activities	Budget USD	Percentage
Project Activity 1	1000	6.67%
Project Activity 2	2000	13.33%
Project Activity 3	3000	20%
Project Activity 4	4000	26.67%
Project Activity 5	5000	33.33%
Total	15000	



Project Timeline

Q3	Q4	Q1 YYYY	Q2	Q3	Today
Add Parameter Here	Add Text Here	Phase 1	Phase 2	Phase 2	
Add Parameter Here	Add Text Here	Add Text Here	Add Text Here	Phase 4	Add Text Here
Add Parameter Here	Add Text Here	Add Text Here	Add Text Here	Add Text Here	
Add Parameter Here	Add Text Here	Add Text Here	Add Text Here	Add Text Here	
Add Parameter Here	Add Text Here	Add Text Here	Add Text Here	Add Text Here	



Goals and Benefits

Goals

01

create a safe community for those struggling with mental health

02

make mental health facilities more accessible to the general public

03

allow the opportunity for long lasting connections with people and the pets that people meet

Benefits

04

Help people struggling with mental health

05

Allows for more pets to be adopted at shelters

06

connects people and creates community

The Problem

This project aims to offer more support to those who may be mentally struggling in a way that is easy accessible. Furthermore, my project aims to create a community for those who are struggling so they can feel supported.

Mental health is a rising crisis in the U.S. and around the world and many people have a hard time accessing mental health counseling and facilities.

added goals and benefits to persuade audience

minimalist design

The Solution

I propose a website that connects you to local shelters or places where you can play with animals and receive pet therapy. Here you can get matched with your perfect pet by taking a quiz to determine which pet is best for you. From there you will get grouped with those who received the same results where you have the opportunity to meet people who may be similar to you.

outlined the main problem

Project Budget

Budget USD	
dog trainers	\$33,825 per year
data/research	\$2000
advertisements	%10 of budget

Total=35,825

rough budget

reiterating
requirements for
project to work

Conclusion



Overall this project aims to connect those struggling with mental health to facilities like pet therapy where you can create a community with animals and people alike. Furthermore, this project not only helps those struggling mentally but it also gives animals in shelters more human attentions and more chances for them to get adopted and find a forever home.



Project Requirements

- ★ Shelters willing to work with us
- ★ Advertisements
- ★ human resources (dog trainer)
- ★ Data on dogs personalities



summary of
highlights

Step 3

After creating my presentation I started to create screens to show my idea in action. I focused on showing the process of selecting a shelter, taking the quiz to match you with an animal, how to connect with the community, the adoption process, and how I could use my website to teach about the science behind animal therapy. If I were to redo this project I would add another slide to show the process of signing up for an animal therapy session. I included how you could connect with others and how you could find a shelter near you, but I didn't include a detailed page for how one could actually attend these sessions or sign up for them.

this is where I would do more work. I would continue this on a different page and add a calendar and a way to sign up for a meeting slot

home/search page

Pets Help

Benefits of Pet Therapy

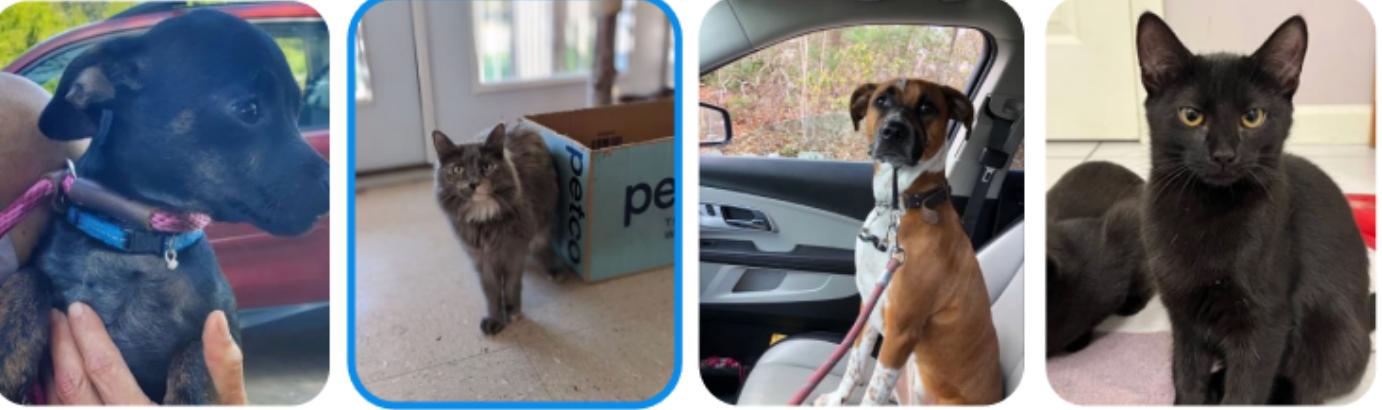
click here to learn the science behind pet therapy

Enter city, state or zip 



Find your new best friend!
take our quiz and see which pet is best for you!

Click here to take our quiz!





Pets Help

Shelters Near You

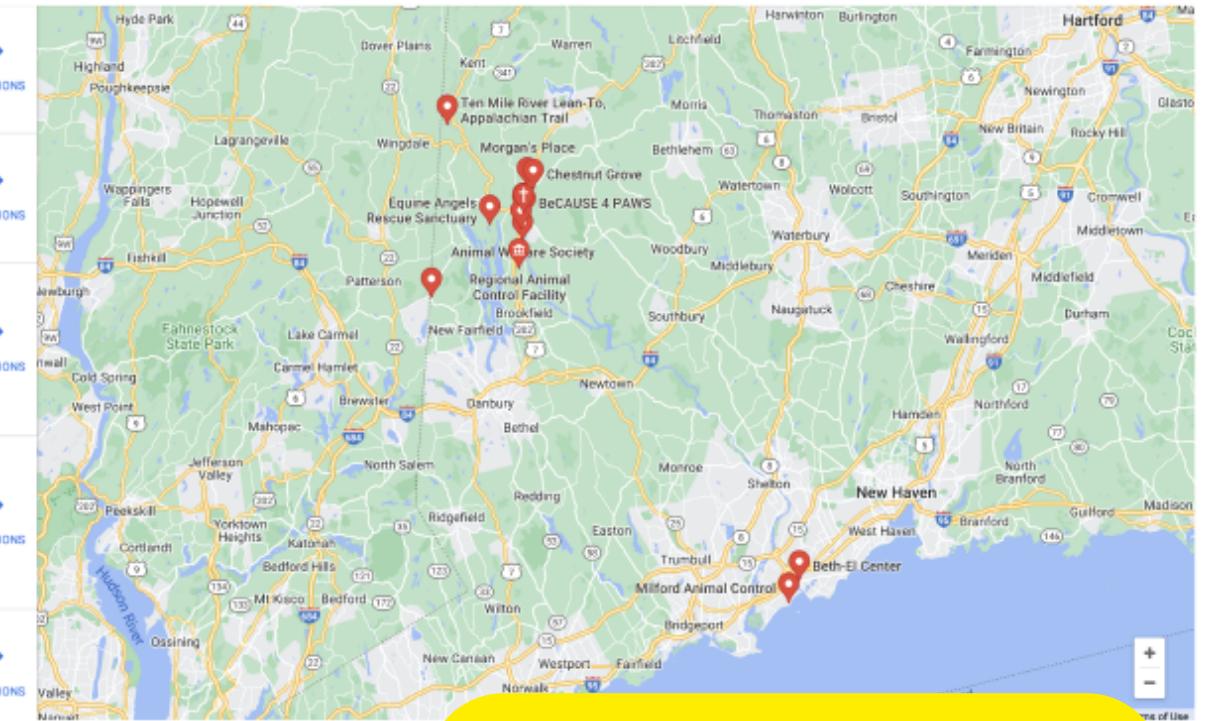
Animal Welfare Society
4.5 ★★★★+ (95) - Animal shelter
8 Dodd Rd
Closed - Opens 11AM Thu - (860) 35...

Morgan's Place
5.0 ★★★★+ (1) - Animal rescue s...
7 Van Car Rd
Closed - Opens 10:30AM Thu - (203)...

BeCAUSE 4 PAWS
4.2 ★★★★+ (167) - Animal rescu...
10 Prospect Hill Rd
Closed - Opens 9AM Thu - (860) 799...
Good people finding forever homes for animals in need

Wells Valley Cat Rescue, Inc
4.4 ★★★★+ (18) - Animal rescue ...
PO Box 567
Closed - Opens 10AM Sat - (860) 42...
Charlie was racked from a kill shelter and had a weepy eye.

United Way of Western Con...
No reviews - Social services organiz...
24 Bank St
Closed - Opens 9AM Thu - (860) 354...



a play on the word Petco - added pink to make it friendly looking

Pets Help



Four others scored similar on this quiz.
Do you want to connect with them?

click yes to enter a
group chat to connect
with others

yes



no



this is where you have the option
to meet up with others that
scored similar results on the quiz

Find your new best friend!

Are you more of a dog or cat
person?

Dog

Cat

do you prefer energetic
animals or more calmer ones?

Energetic

Calm

what age is best?

Young

Adult

Senior

Next

Here are a few sample questions
for what the quiz would be like

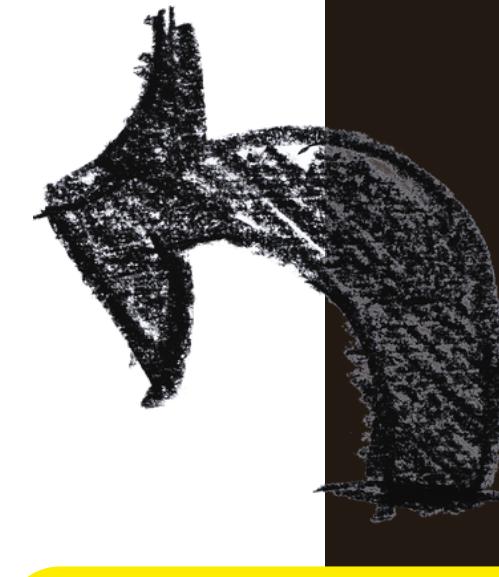
Pets Help

Start Inquiry

Contact info

Name
Email
Zip Code
phone number

Send



Pets Help

Shelters Near You

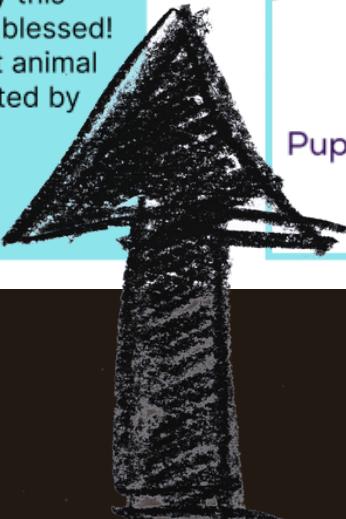
You matched with Hermie!

About Hermie

Available for adoption! Hermie is sweet & quickly to give kisses, He will be your shadow wanting your love & attention. He is all puppy, loves to run & play but will stop to cuddle if you ask. The family this precious furbaby selects as his own will be blessed! Wish is a 501(c)(3) non-profit animal organizations are deductible as permitted by



Hermie
Puppy • Labrador Retriever
3 miles away



Pets Help

Read What The National Library of Medicine Has to Say about Pet Therapy

National Library of Medicine
National Center for Biotechnology Information

Log in

PMC PubMed Central® Search PMC Full-Text Archive Search Advanced Search | User Guide

Journal List > Animals (Basel) > v.9(10): 2019 Oct > PMC6826684

animals MDPI

Animals (Basel), 2019 Oct; 9(10): 846.
Published online 2019 Oct 21. doi: 10.3390/an9100846

Paws for Thought: A Controlled Study Investigating the Benefits of Interacting with a House-Trained Dog on University Students Mood and Anxiety

Emily L. R. Thelwell

Author information Article notes Copyright and License information Disclaimer

Abstract Go to: Simple Summary

This study investigates whether interacting with a dog would have a positive effect on university students' mood and anxiety. Students were assigned to either watch videos of a dog or interact directly with a dog.



results page after taking quiz

I would like to develop this page further to show more articles