Week 5 - Design Challenge Briefs

## Brief #1: Pet Care App

62% of Australian households owns a pet, but not everyone has adequate knowledge to give their pets the best health and care they need. It is estimated 40% of dogs and 30% of cats are overweight in Australia, so there is increasing need for pet owners to educate themselves on correct diet and exercise routines. In addition, many people struggle to find their pet the right veterinary care and other services (such as grooming, and dog walkers) within their areas. Design a mobile app which helps to solve these problems.

## Brief #2: Grow it and Cook it App

Australia’s high rate of urbanisation means that most people experience a significant disconnect between their food production and consumption. Over the decades, suburban gardens have declined and Australians reportedly have a lacking understanding and appreciation of how their food is grown. But luckily statistics indicate this trend is changing, with just over half (52%) of all Australian households now growing some of their own food and a further 13% are intended to start. Thus, with this growing trend in mind, a large number of Australians need education on growing their own food (based on location and weather conditions), as well as recipe / cooking ideas to make good use of their newly harvested crop. Design a mobile app which helps to solve this these problems.

## Brief #3: Exercise Assistance App

Obesity is a major risk factor for cardiovascular disease, type 2 diabetes, and some cancers, and unfortunately Australian statistics for 2017-18 show 1 in 4 (25%) children and adolescents, and 2 in 3 (67%) adults were obese or overweight. Furthermore, in any one year, around 1 million Australian adults are estimated to suffer from depression. Luckily for both these audiences, the mere act of exercising for 30 minutes every day can greatly improve and even reverse their condition. Design a mobile app which helps to solve these problems.