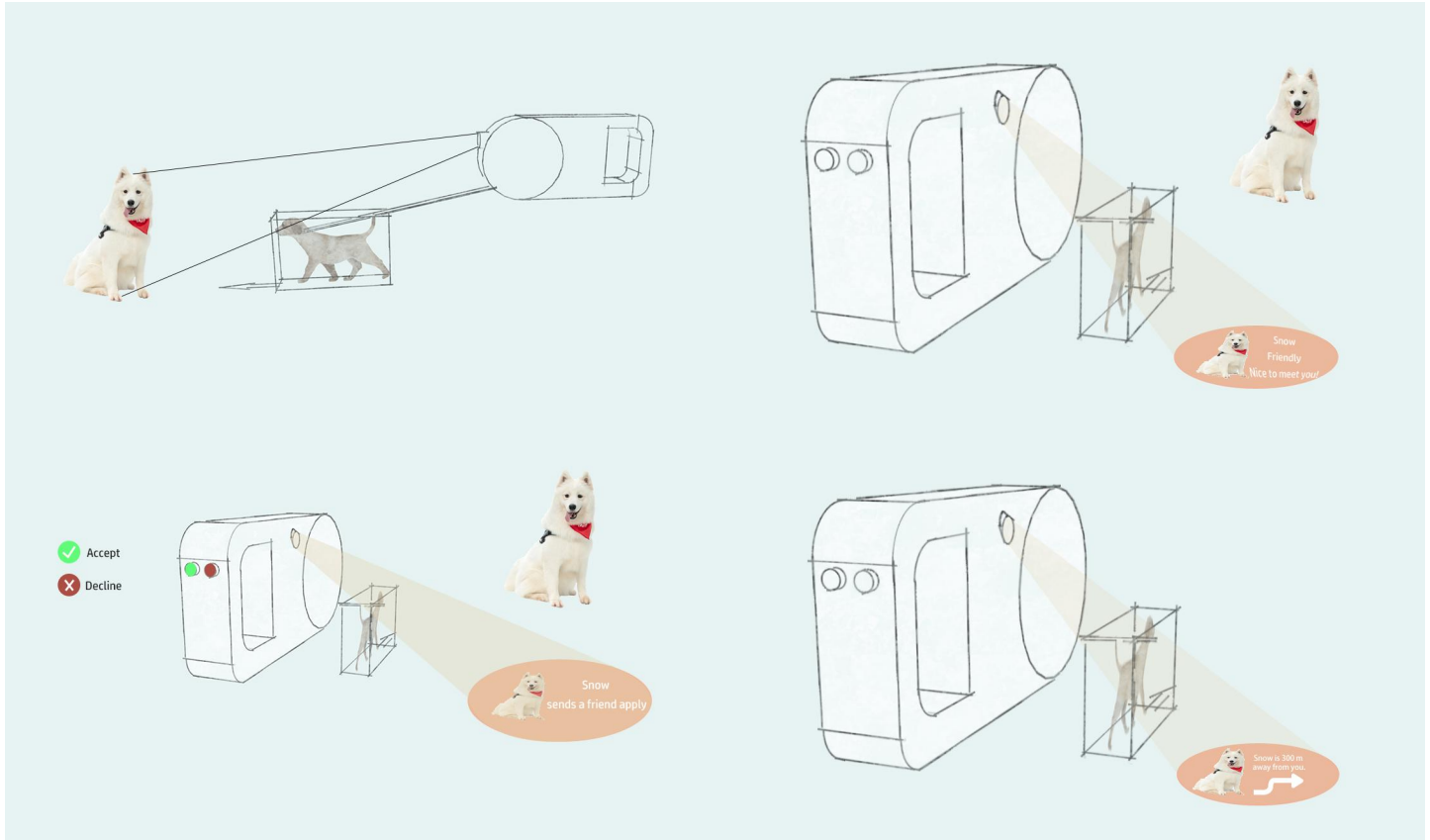


Ouah Sling: MEET NEW FRIENDS IN DOG PARKS

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Concept



Ouah Sling is a pet leash that promotes socialization between both pet owners and their pets. Its main function is to help pet owners to know the personality of other pets at the first time they meet and determine whether they are a threat to their own pets. In addition, the leash helps pet owners to make friends easily, and guides them to their friends in the pet park. The main functions are realized by a projector, a camera for scanning other pets, and two buttons on the sling.

Design Rational

Pros	CONS
Effective: The personality of the dogs can be recognized by the pet owners at the first time they meet.	Privacy: Pet owners' position information are required when they are in a pet park. Some owners may feel it uncomfortable and a invasion of privacy. Therefore, the relevant function should be optional for the pet owners.
Social Connection: The social connection between different pet owners and their pets can be strengthened because they will have less conflicts and more effective way to find each other.	Energy Charging: Both the camera and projector required electric power. Besides, the function of making friends and uploading pets' personality required internet connection.
Friendly Atmosphere: Conflicts are avoided when using the system, which creates a friendly atmosphere and encourages them to make friends with others.	

User Research Connection --- Uncontrolled environment

The uncontrolled environment is one of the main reasons why pet owners refuse to join a community according to our user research. Ouah Sling handle the problem by reducing the conflicts between pets and protecting the privacy of the pet owners.

1. Reducing Conflicts:

Pets have different personalities, such as timid, possessive, fierce and friendly. Therefore, when pets with incompatible personalities meet, conflict can easily arise. When pet owners use the leash, they are asked to upload their pet's photo and personality to help other pet owners understand their pets and judge whether to allow two pets to get close. in this way, pet owners will be reminded by the leash to try to avoid conflicts.

2. Privacy Protection

One of the respondents reported meeting wired people when he took part in community activity. Ouah Sling is a good choice to meet new people without exchanging pet owners' personal information, including real name, phone number, etc. Users can accept or decline a friend apply easily with the buttons and after they making friends with each other, they can gain their friends' location information **only when they are in the same dog park.**

User Evaluation



One protential user (a professional dog walker) was involved in the user evaluation of Wizard-of-Oz method. Printed cardboard with different dog personalities were randomly placed on the ground after the respondent met a new pet, and the respondent decided how to treat other people's pets based on the content displayed on the ground.

Result

By reading the text on the ground, respondent is able to react to pets encountered by avoiding or approaching them within a certain period of time. However, due to the limitations of the respondent's vision level, he may need to read closer to the cardboard. Besides, respondent fed back that this system needs to be integrated when he needs to walk more than one dog at a time, rather than using multiple systems at the same time.

