



YOUR CHALLENGE: “Redesign the pet adoption experience”

THE DESIGN BRIEF

Whether a dog person, a cat person, a bird person, or a lizard person, people have strong opinions about pets. Some develop affinities for particular breeds; others are vehemently opposed to breeding. Pets reveal something about their owners, who, some say, might even grow to *look like* their pets...

Adopting a pet is a commitment – a decision that has impact on one’s life for years to come. Yet, before bringing the pet home, it’s difficult to know its personality, how it will adjust to its new environment, what objects it will choose to make its own, and whether it will get along with other people and animals.

What prompts people to make this life change? The animal shelter brings together people from all different circumstances: a grieving widow seeking companionship, a middle schooler eager to demonstrate she can raise a kitten, a young couple who take the leap to adopt a dog together, and countless diverse others.

Because pet adoption is such a meaningful experience for many, it is a rich problem space and an optimal starting point for practicing the user-centered design process. Its personal scale ensures that you can rapidly prototype experiences, products, services, or all three. Its ubiquity ensures that you will have many opportunities to interview users. Its variety ensures that you will have the opportunity and challenge of considering multiple user perspectives.

THE DETAILS

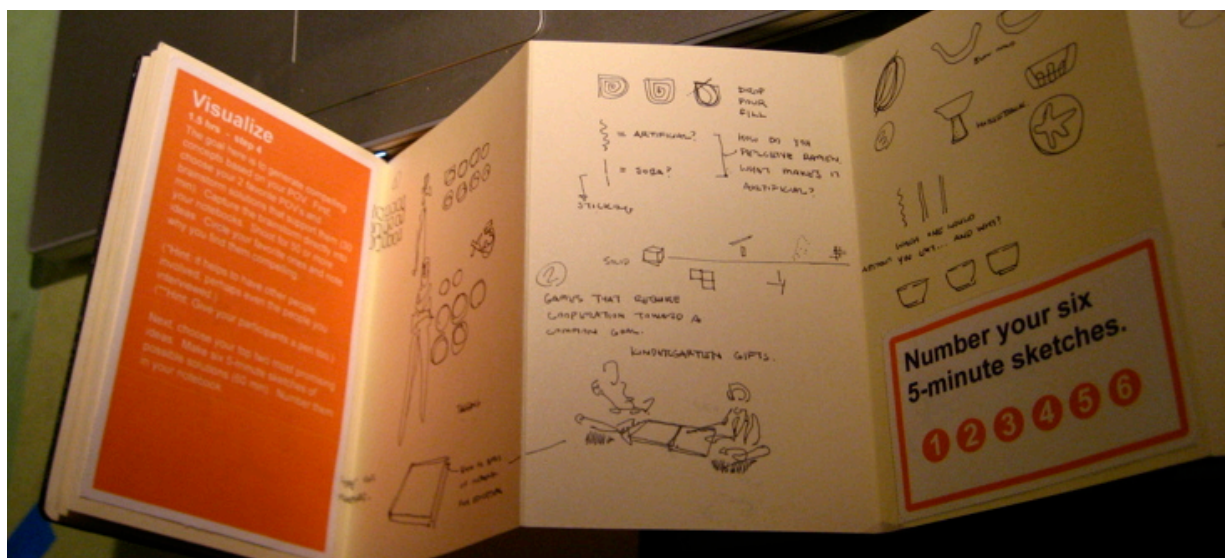
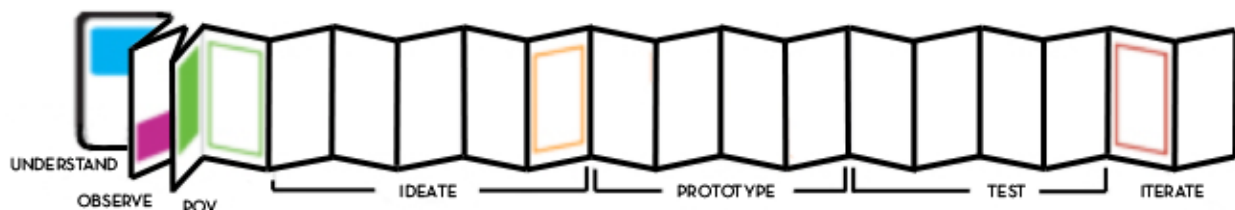
Start by understanding the pet adoption process. If you uncover a compelling need that's not directly related to pet adoption, pursue it! Your task is to uncover a meaningful need and show the insights you discovered that led you to your innovation. Your solution can be a product, a service, or an experience. The most important aspect of your solution is that it fills the need that you found, whether or not that need is directly related to pet adoption.

You'll receive an accordion-fold pocket notebook that you can use to document your design process. The phase stickers are there to guide you through the design cycle. Bookend each mode – empathize, define, ideate, prototype, and test – with the appropriate process stickers.

This is the only Bootcamp DP that you'll be working on by yourself. You may choose to visit locations together or even interview together, but you should do the rest of the project on your own.

EVALUATION

On Wednesday, October 3, you'll share your notebooks and prototypes in class and then turn in your notebooks to the teaching team. Grading will be based on your notebooks, focusing on your process and documentation (who you talked to, depth of need uncovered, the fit of the solution to the need, and the surprise and delight intrinsic to your solution). Keep the big milestones legible: needs, insights, point of view, concepts, reflection. You will also need to bring in your physical prototype(s). If you prototyped an experience, bring pictures of users interacting with your experience prototype.



SCHEDULE

DATE	CLASS PLAN	DUE
Wednesday 9.26.12	<ul style="list-style-type: none">+ Launch project+ Empathy 101+ Define 101+ Q+A	
Friday 9.28.12	No class – use this day to conduct empathy in the field	
Monday 10.1.12	<ul style="list-style-type: none">+ Prototyping 101+ Testing 101+ Introduction to d.school space+ Photos for photo wall	<ul style="list-style-type: none">+ Steps 1-2 (Empathize, Define)+ Come to class with a completed POV
Wednesday 10.3.12	<ul style="list-style-type: none">+ Share out prototypes & notebooks+ Debrief project	<ul style="list-style-type: none">+ Turn in entire notebook+ Bring prototypes if they are transportable or video/images if you prototyped an experience