



Rocky



Nala



Aspen



Simba

The background of the slide is a collage of four pet photographs. The top-left photo shows a black and white dog, possibly a Bernese Mountain Dog, looking directly at the camera. The top-right photo shows two orange cats lying on a white surface. The bottom-left photo shows a white dog lying on a wooden deck. The bottom-right photo shows an orange cat lying on a wooden floor.

PetProject

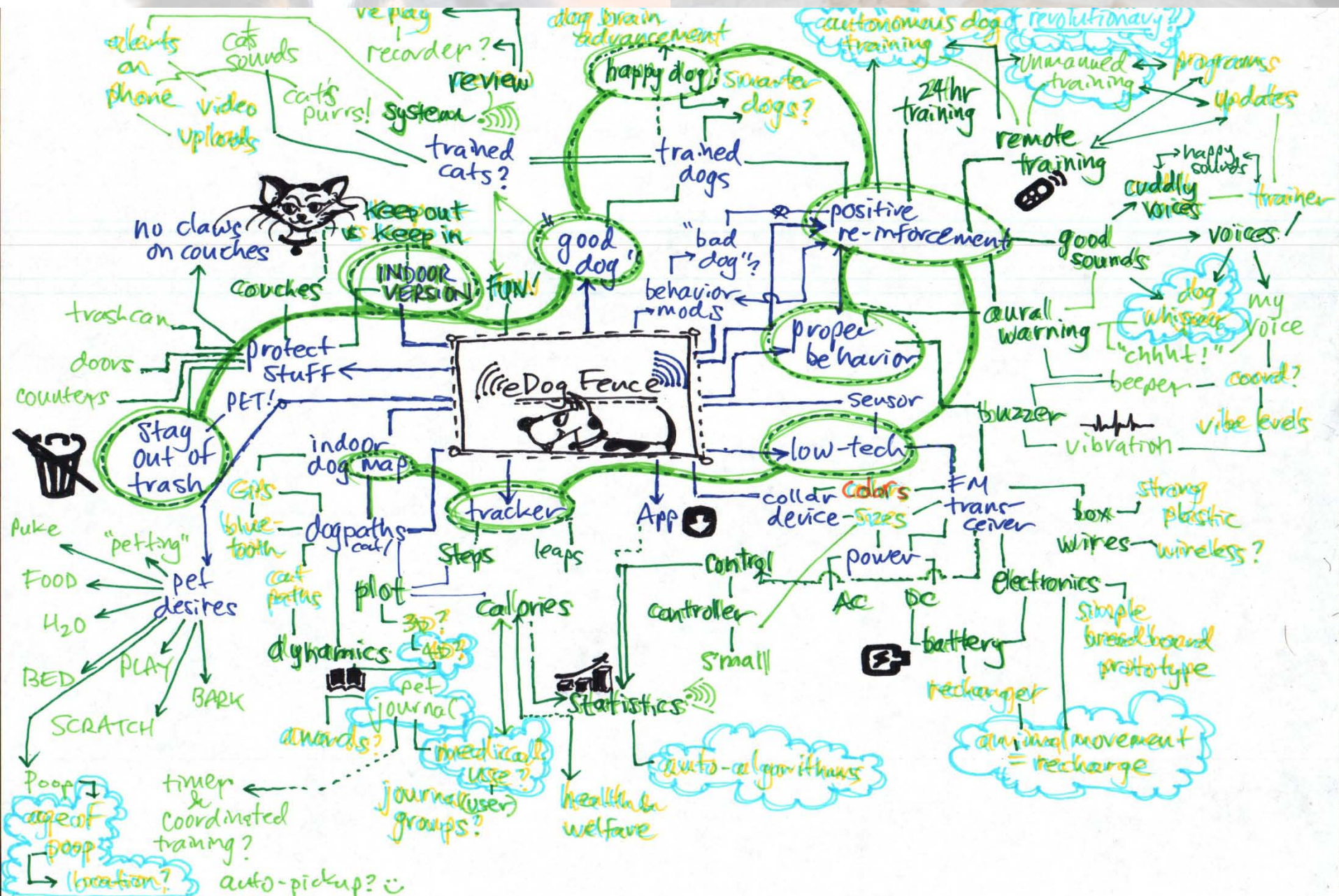
PetProject seeks to gain insights into indoor pets and their nocturnal activities
– good behavior and bad –
(but mostly bad)...

Insights might give way to correction technologies and even positive reinforcement opportunities while pet owners get some “shut-eye”.

Inspiration



Mind Map



PetProject Matrix

Dog Watch

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Dog Whisperer

PetSafe

High Tech

Low Tech

?

Dog Whistle

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Content Definitions

- Tracking Rocky (highly active)
- Pet Fence (keep Aspen “in”)
- Training your pet (train Simba and Nala?)
- Nocturnal Pet activity (when no one’s up but them)
- Off-limits (e-method to keep all “good”?)
- Indoor method to keep dogs (and cats) “good”, yet also train them while we sleep? = awesome

Data

- **STEP 1**
 - Video – Outdoor IR Camera Indoors
 - Indoor pet-map? Correlations? Patterns? – GPS tracker, if possible (granularity indoors?)
- **STEP 2 (next steps, after this class)**
 - FM transceiver, collar device, or
 - Mag-pickup sensor and collar (short range)

Flow Sketch

Observe,
Record Pets

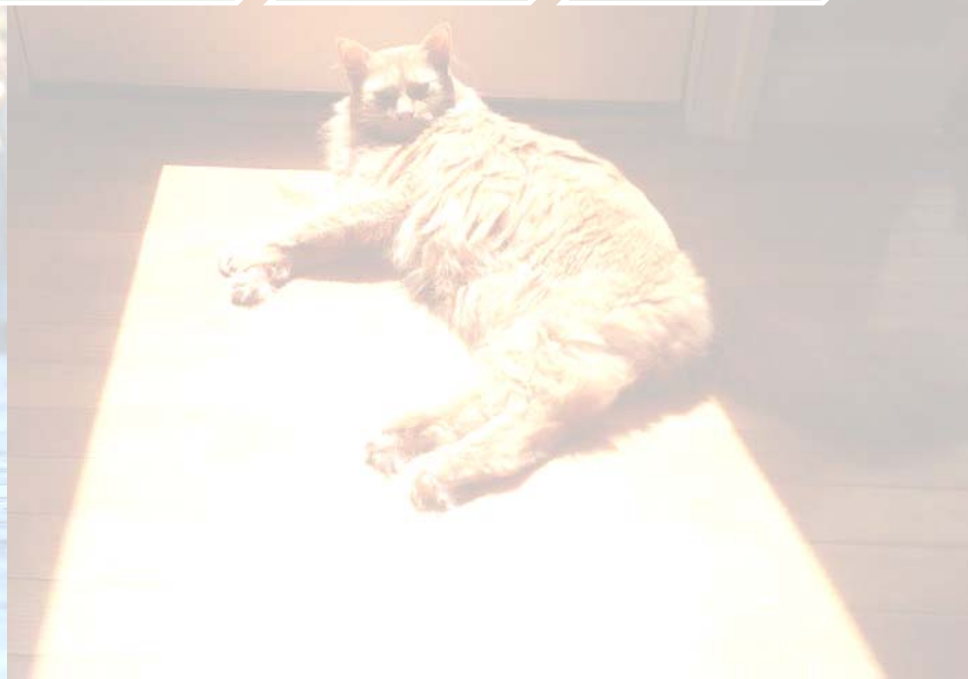
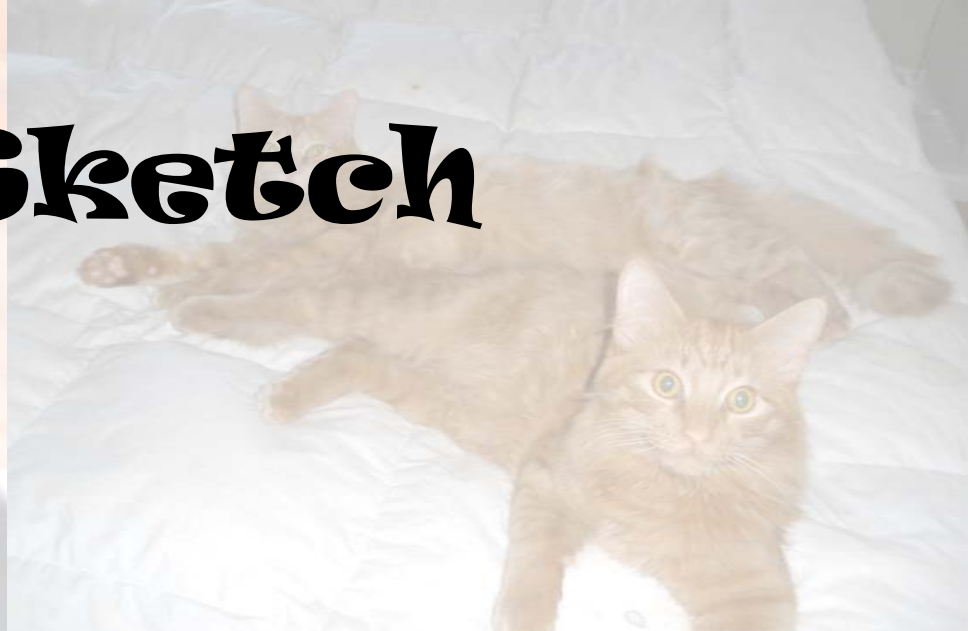
Analyze
Data, Find
Culprits

Track & Map

Build
Device

Test
Device

Repeat



Mockups





Blog



Movie / Data



