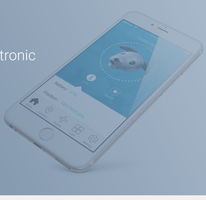
PupS

Convenient control of your electronic four-legged friend

The concept of a mobile application for the robot-puppy «Sony Aibo». The application can also be used as an alternative solution to other models of electronic puppies



Overview

Tasks
Mobile app
Electronic dog management

My role
User needs analysis
Creation of person/consumer profile
Flow and concepts development
UI design

Tools
Pen & paper
Sketch
Photoshop
Illustrator

Platform
Mobile / iOS

User Interviews

For several days, I conducted oral surveys of students of the SWPS University. During this time, I collected a lot of data and brought out some patterns that helped make my application better.

Pains
Go for a walk with a dog
Great responsibility
Training a dog that takes a lot of time
Medical visits to the vet

Gains
Precise puppy control
Change in appearance
Using an electronic puppy not only as a puppy

Persona

Katrina Malinowska

22 years old
Student

«I always wanted an electronic puppy, because there is not enough time for the real dog.»

Bio
Katrina is a young student who lives in a big city. She doesn't have much free time. Recently, she thought about buying a puppy, but is afraid of great responsibility. Therefore, she decided to choose an electronic puppy, which can be controlled from the phone.

Goals
Katrina appreciates convenience, functionality and simplicity, so she wants to control the puppy through the phone. Since she does not like a lot of time to deal with the instructions, she prefers to install simple applications to her phone.

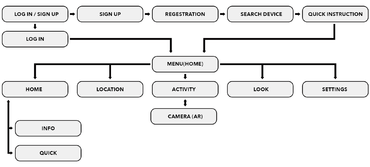
Devices she uses
iPhone 8, iPad Air 2, Apple Watch.

Apps she uses
Spotify, Instagram, Facebook, Revolut, Spark.

Brands she chooses
Apple, Starbucks, Ochnik, Tommy Hilfiger, Misfit, Pandora.

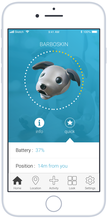
Sketches

User Flow



UI Design

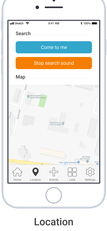
Blue was chosen as the main color, and orange was used as an additional color. For the convenience of the user, frequently used functions can be displayed on the "home" screen. The application allows you to use your favorite music service to listen to music through an electronic puppy.



Home (info)

Home (quick)

Home (quick)



Location

Activity (AR)

Look

Thanks for watching