



DOGFIVES HIKING

Through exploring the communication between the hikers and the clients, the design focus is to create a shared experience between both parties. By doing so, we hope to encourage more client involvement within the dog's life by informing the clients of their dog's experiences outside of the home.



DESIGN FOCUS

When observing the group, there was a strong connection between the hikers and the dogs, but a disconnect in communication between the clients and the dog's experiences at DogFives. Currently, the complexity of how much, how often, and how beneficial the experience remains arbitrarily based on photographs. Without being able to monitor the dog's physical behaviour within the open environment of other dogs, it can be difficult for the clients to see the benefits of DogFives and determine future developmental plans for their dogs.

DATA COLLECTION

Our primary method of research was through observations made as guests on a hike, and a written questionnaire that was sent to Martina and Teodora and filled out the previous day. The questionnaire included questions asking about company operations to get a preliminary briefing of what they do. In addition, we documented our findings through photographic and videographic evidence as well as written notes. We were able to obtain qualitative data about hiker-dog interactions and the company's objectives for company growth, and quantitative data about client operations.



DATA ANALYSIS

Based on owner availability and requests, group dynamics within the dogs vary per hike. More or less obedient dogs may change the group temperament. As a result, the hikers must adjust to the group accordingly. To ensure all dogs receive the desired amount of exercise while maintaining a safe environment, greater enforcement strategies or coordination techniques are applied based on the group of the day. Similarly, the dog's behaviours can change based on other dogs

potentially hindering their exercise experience. After the hike, once they are dropped back home, the clients are not aware of the specifics of the hike and cannot determine the best course of action to proceed with the dog's growth. Therefore, through more effective updates, we hope to create an experience in which the clients can also take a part in.

