



Rocky



Hala

Simba

PetProject

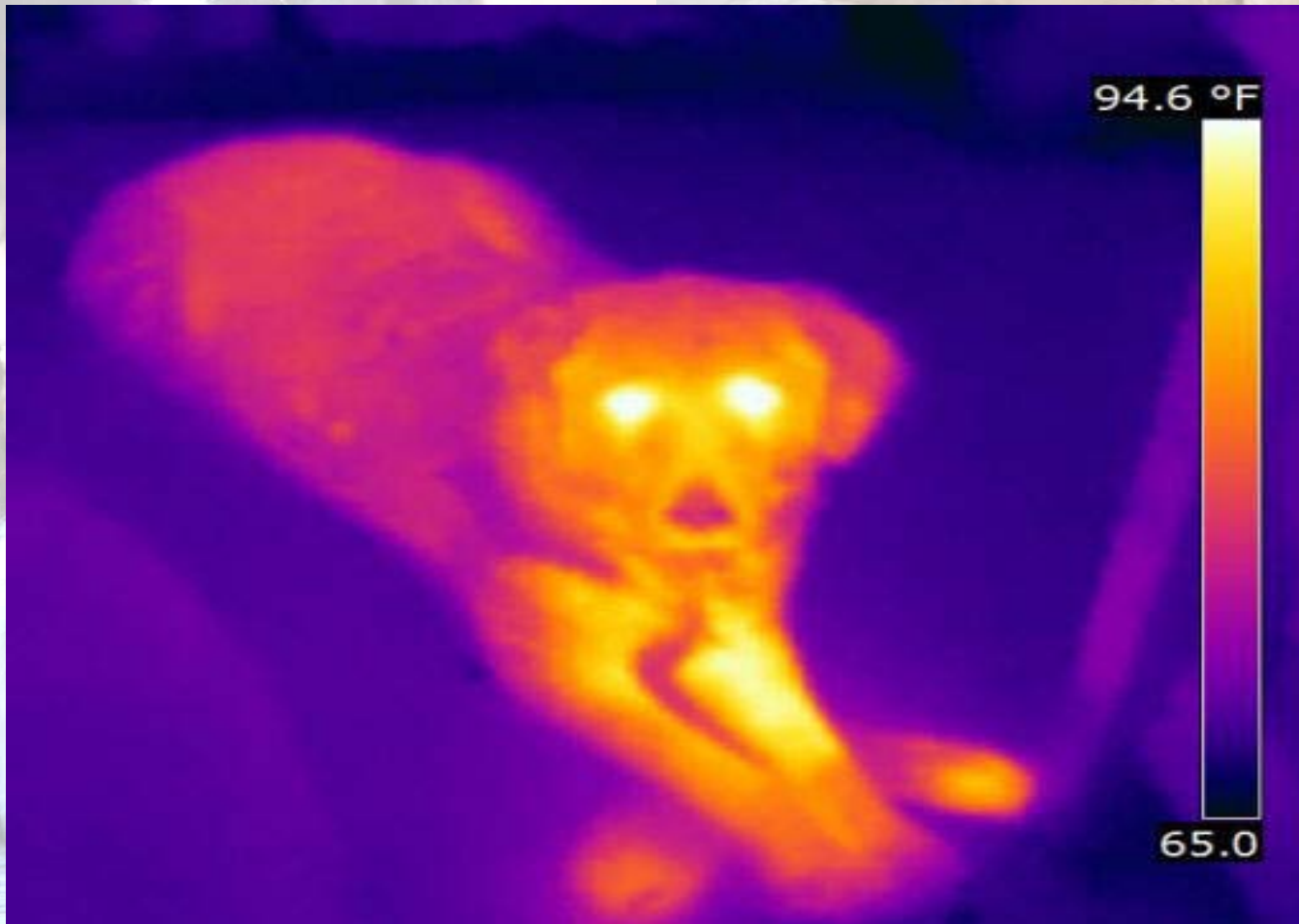


Aspen

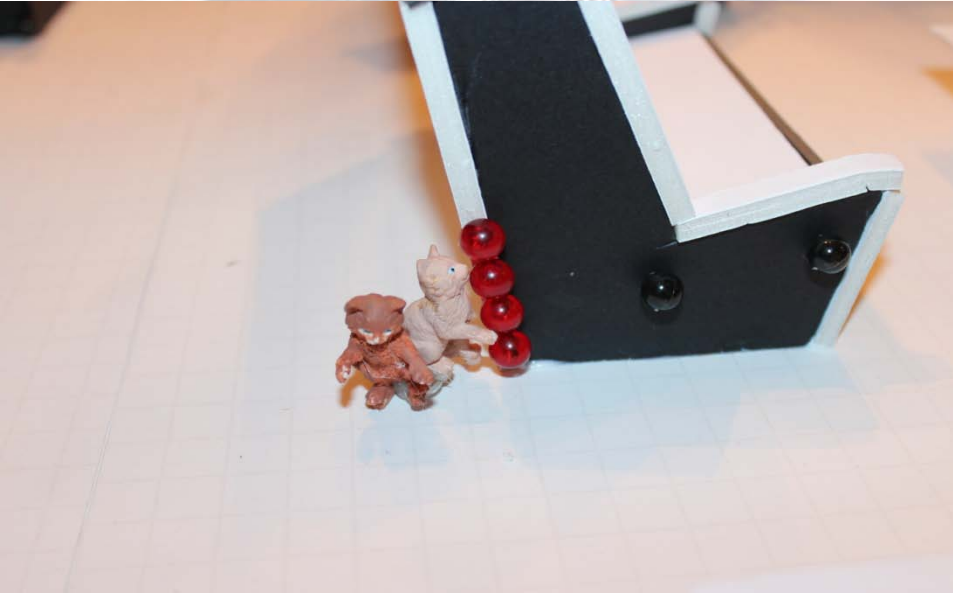


Simba

Caught You



Pets = Love & ...





PetProject

Record indoor pets to gain insights
into good and bad pet behavior –
(but mostly bad) ...

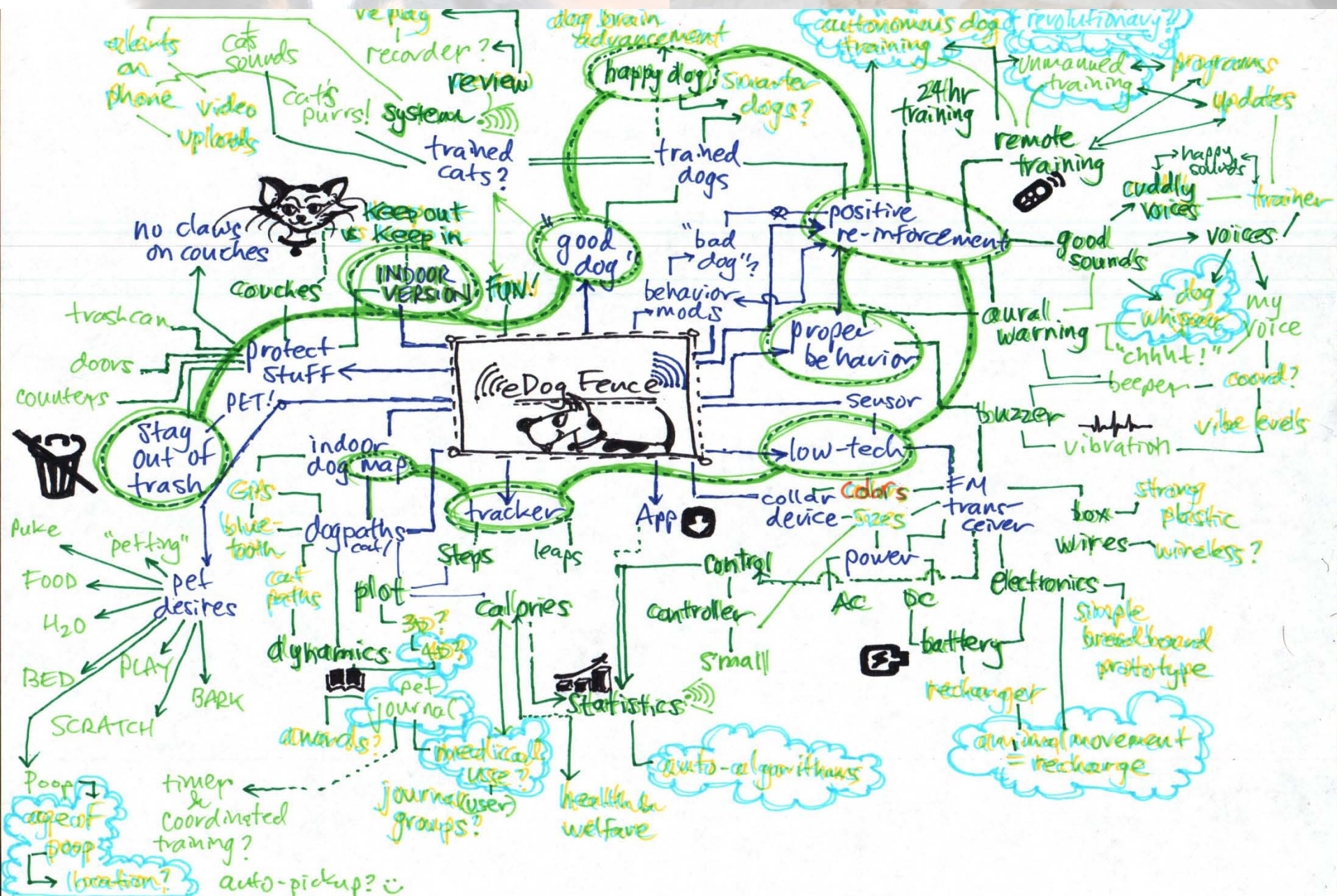


Insights = correction opportunities
(with or w/out tech, yet with tech =
autonomous positive reinforcement &
correction possibilities)

Inspiration

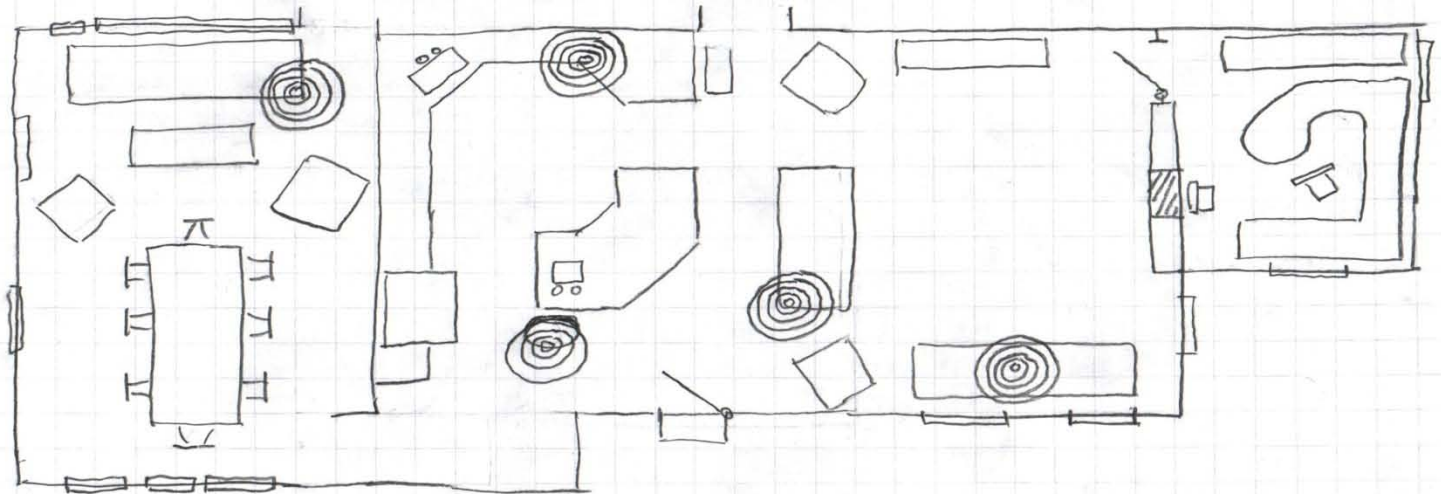
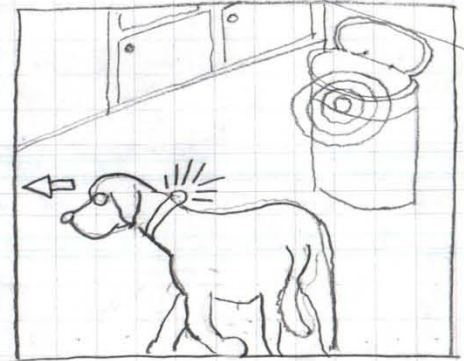
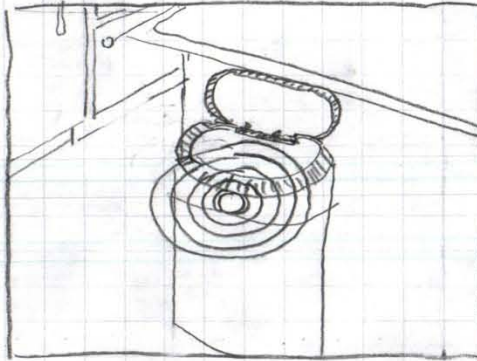


Early Mind Map



System Mock Up

Keith Gordon
12/8/14



FIVE STAR. *****

FIVE STAR. *****

FIVE STAR. *****

FIVE STAR. *****

PetProject Matrix

**Dog
Watch**

\$\$\$\$

**Dog
Whisperer**

PetSafe

High Tech

Low Tech

?

\$

**Dog
Whistle**

Content Definitions

- Indoor Sensors and Collar Device linked
- Pet Fence (yet to keep animals out)
- Training your pet (sense and respond – like a whistle when bad activity is occurring)
- All pet activity (even when no one is around)
- Off-limits (e-method to keep all “good”?)
- Indoor method to keep dogs (and cats) “good”, yet also train them (positive or negative response) = The holy grail of pet devices...

Data

- **STEP 1**

- Outdoor IR Video Camera – Used Indoors
 - Weak Data – need more time and cameras / angles
- GPS-“Tagg” tracker = does not work indoors.
- Reverted to primary research = manual incident tracking and scale model mapping, display

- **STEP 2 (next steps, build electronics, test)**

- FM transceiver, small collar device, or
- Short range collar sensor
 - Sense and correct
 - Sense and praise

Flow Sketch

Observe,
Record Pets

Analyze
Data, Find
Culprits

Track &
Map

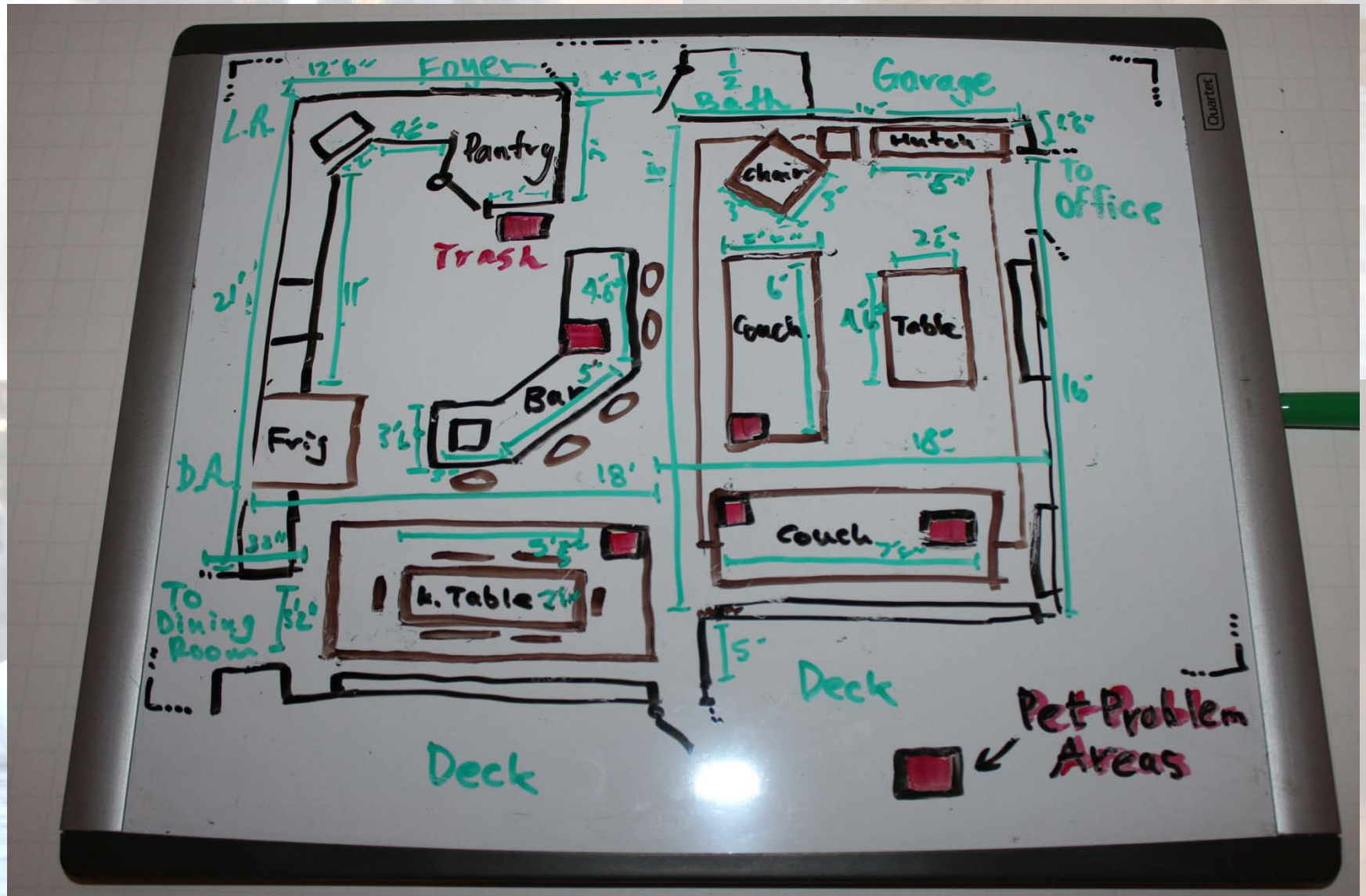
Repeat

Build
Device

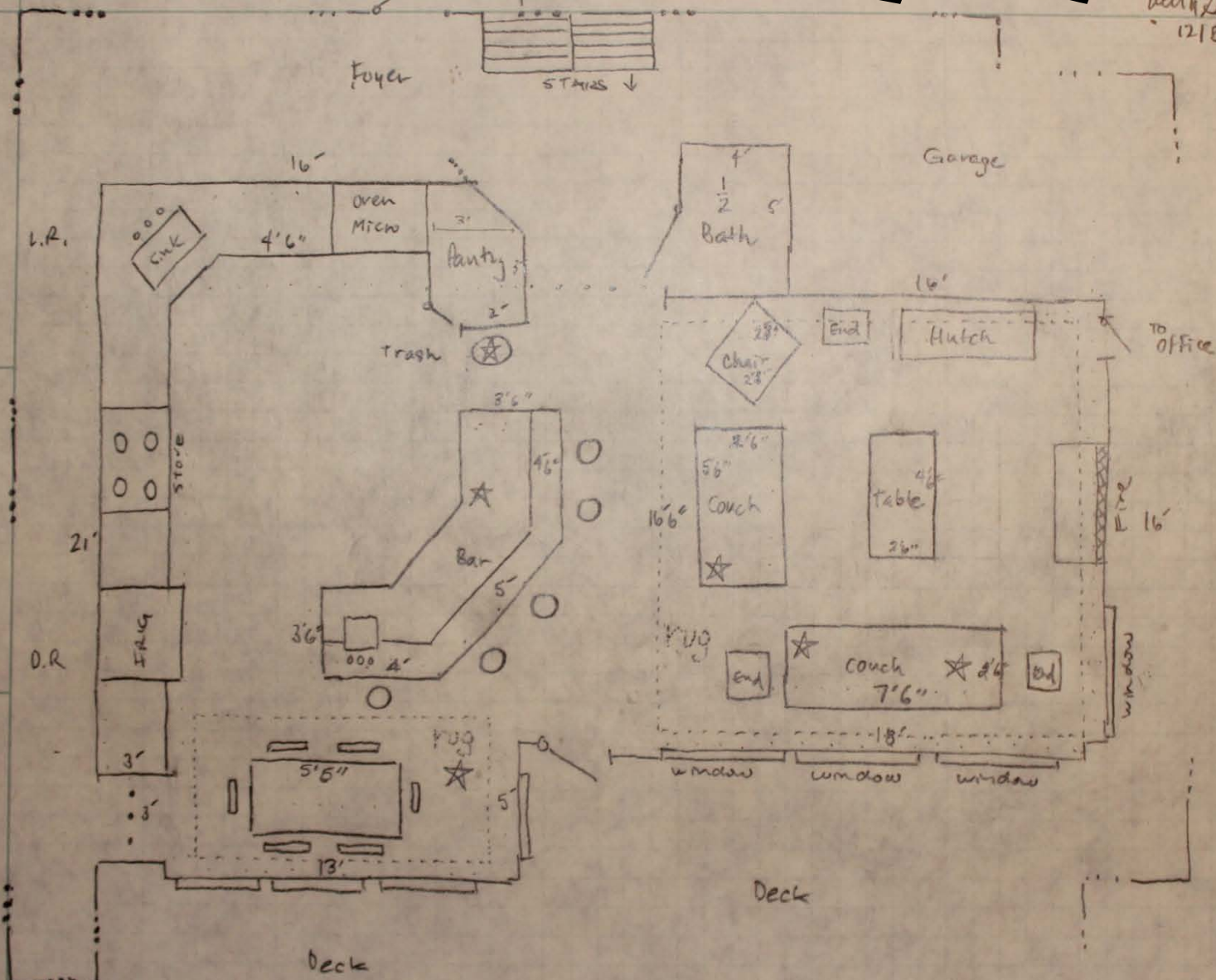
Test
Device

Repeat

2D - white Board

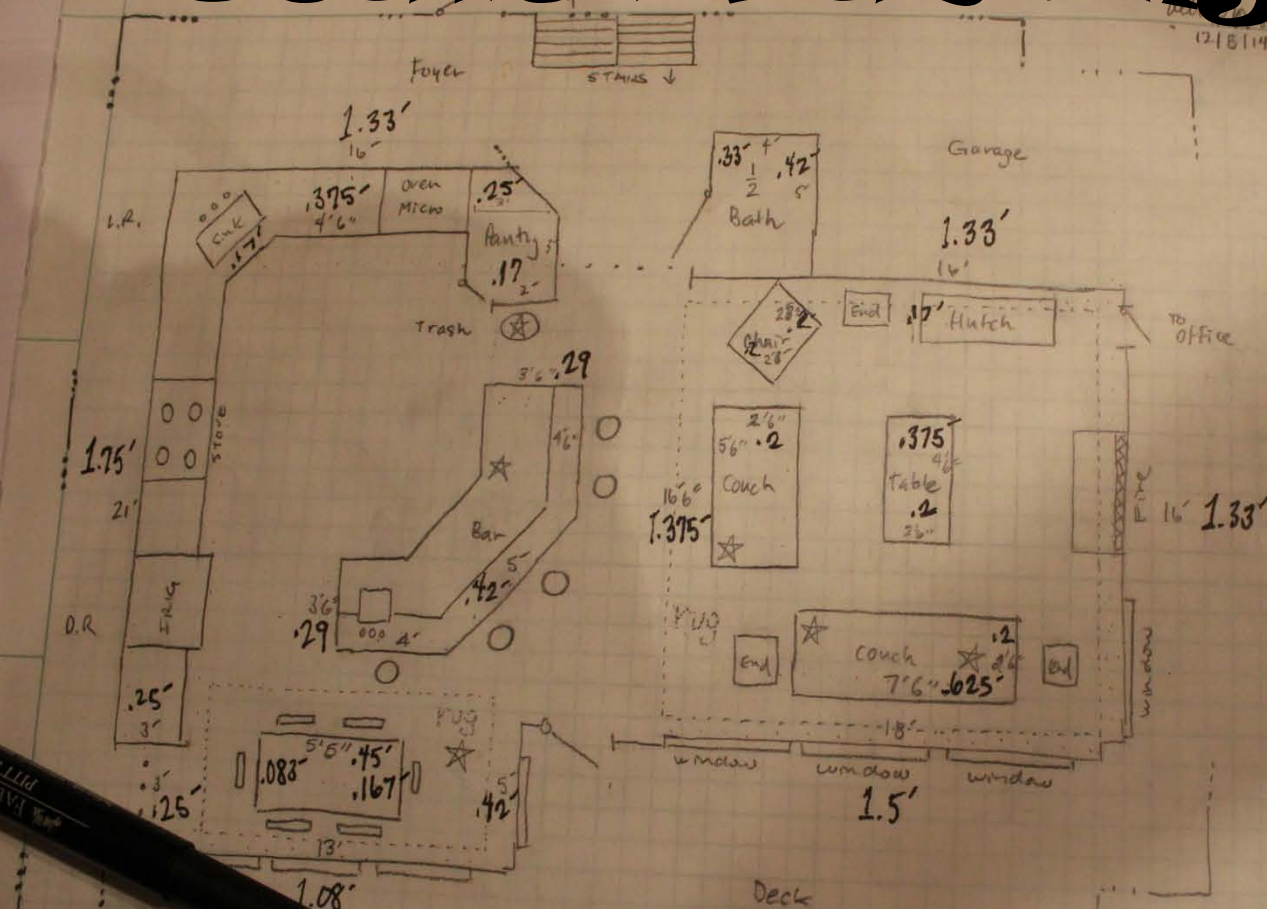


Disaster Zone Map



★ Pet Problem Areas

Scale Drawing 1:12



Scale Map 1:12

★ Pet Problem Areas



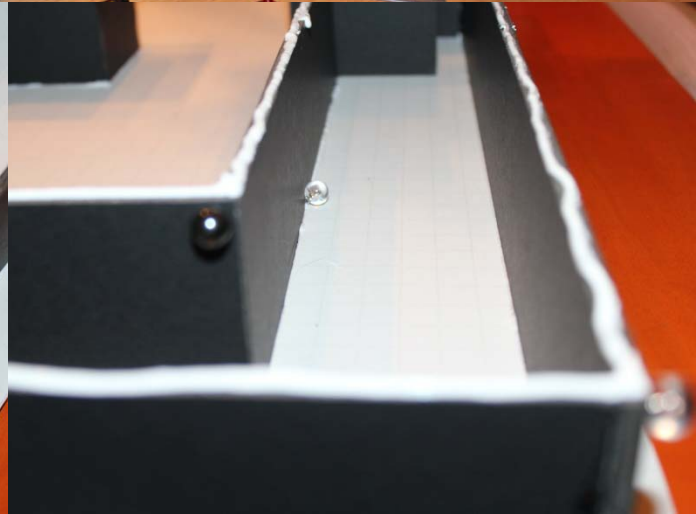
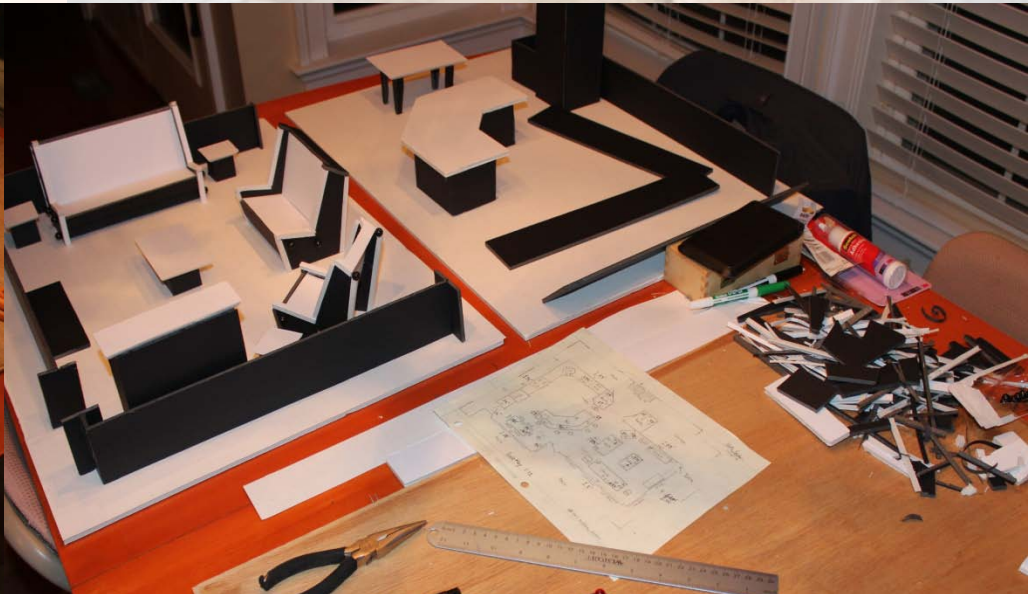
Mockups



s.



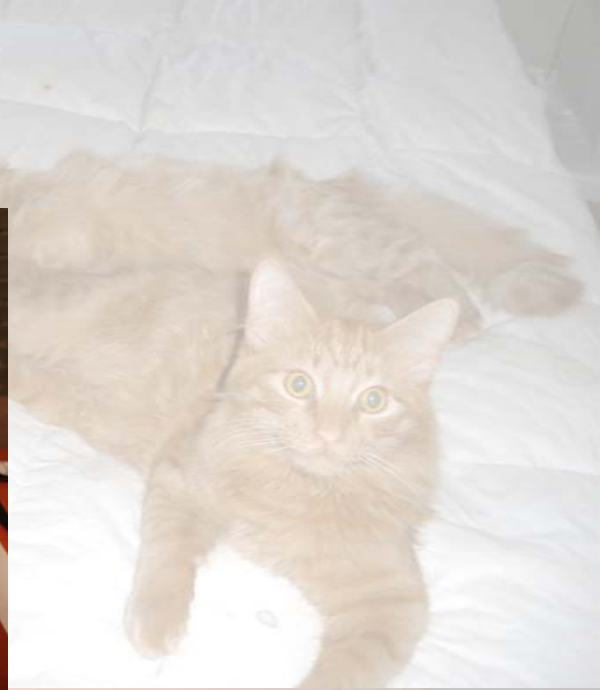
Scale Model + Scale Prototype



Attempts / Fails

1. Video - need more time to capture culprits in the act (2 months of data, only a few cheesy clips)
2. Electronic Prototype - time consuming with micro-electronics builds (need Arduino kit)
3. Scale Prototype - need more iterations

Final Map



Next Steps

**Make & Test
Electronics**

