

What's up with millennial dog ownership?

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Hello!

My name is Gavin Pham.

Masters of Arts in Design and Innovation



What's up with millennial dog ownership?

**6 Weeks
10 Interviews**

This is not a pitch of an idea.

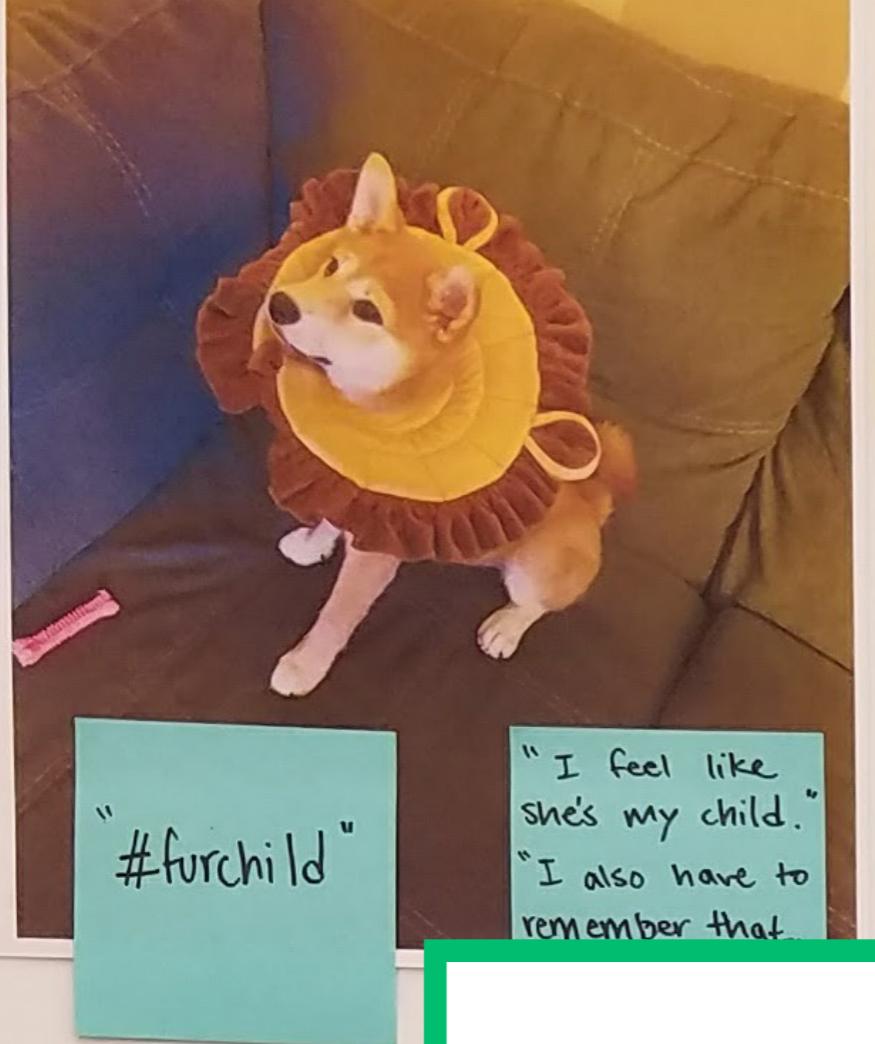
This is a pitch to help you make ideas.

Analysis 2017

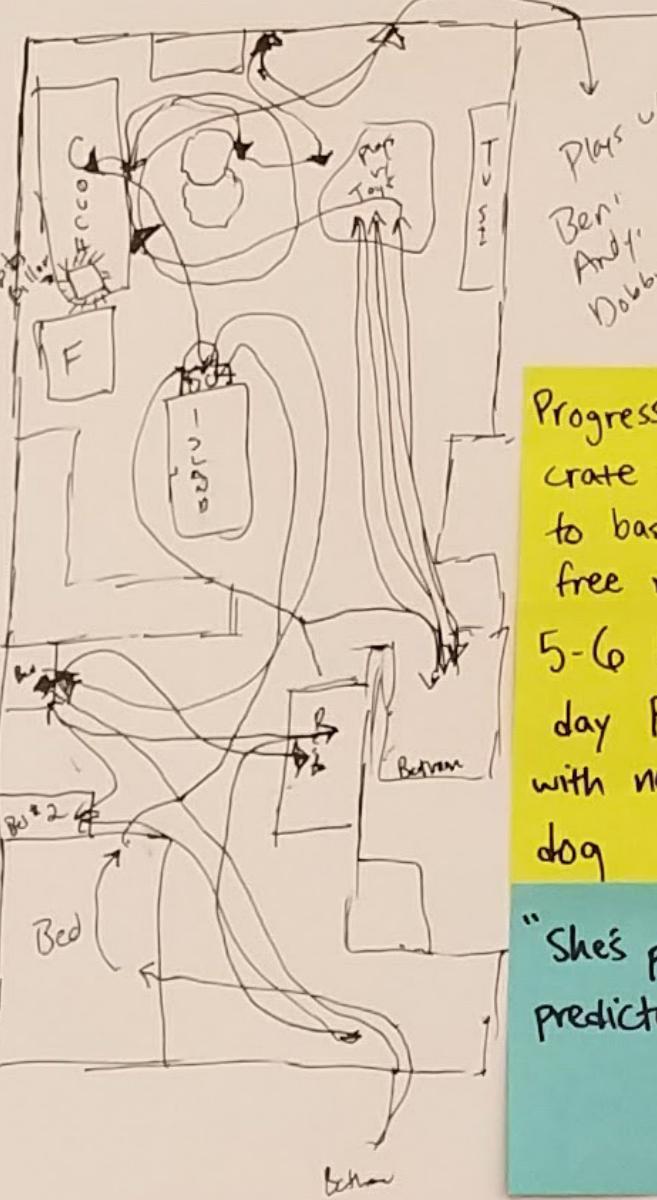
care-industry-report/

Millennials (born 1985 - 2010) are becoming employed and accessing disposable income.

Dogs are found in all economic levels, but high-income households account for 60% of total spending.



- Age 24
Babette!
Had 3 dogs growing up
- online
Ordered everything
- for toys
- TOYS are next-level now
- "I feel like she's my child."
"I also have to remember that"
- "We needed a practice round."
- "I'm sure the kids will take a precedence over her, out of necessity."
- "We basically fulfill maternal"
- "What the"



Human-Centered Design

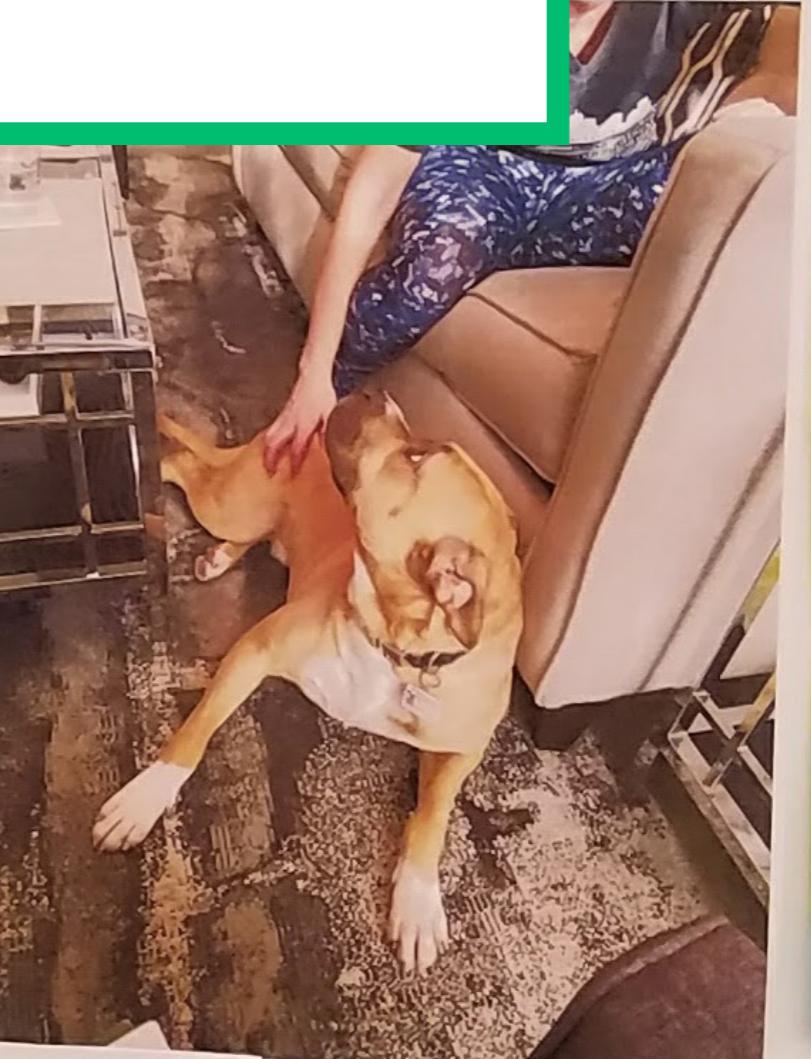
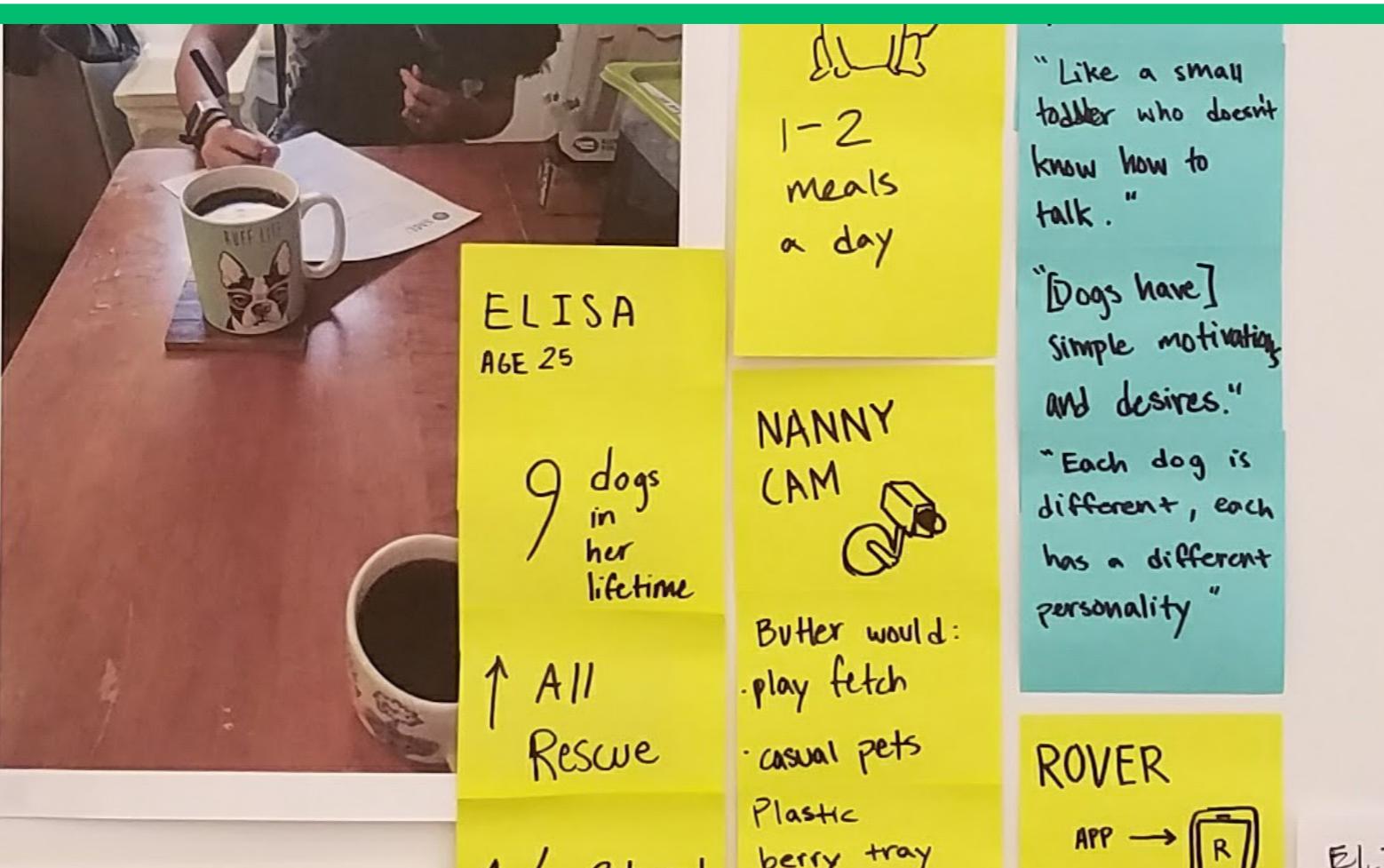
Complete Knowledge Center

LARGE Study
> 8,000 dog owners)
with tons of
statistics

Currently available from APPA:
Generational Report

Baby boomers
loved TV
Gen X, Y love
the Internet
The Internet
is changing
pet products
sales
• facebook
• instagram
• prof. review sites

APPA



- Cathy Age 32
- "DOG MOM"
- Had 1 dog in college comes home for lunch every day to let him out
- Shares responsibility with her boyfriend
- "It's a joint responsibility now!"
- "FUR BABY"
- Has practiced Marvel w/ children
- "He is my child. He is my furbaby."

How might we  ?

The Spectrum



Dogs Are Dogs

Dogs Are People



“Dogs are like people to me, ya’know?”

- Elisa, Walks for Rover



“My parents would have never hired a dog walker.”

- Brenna

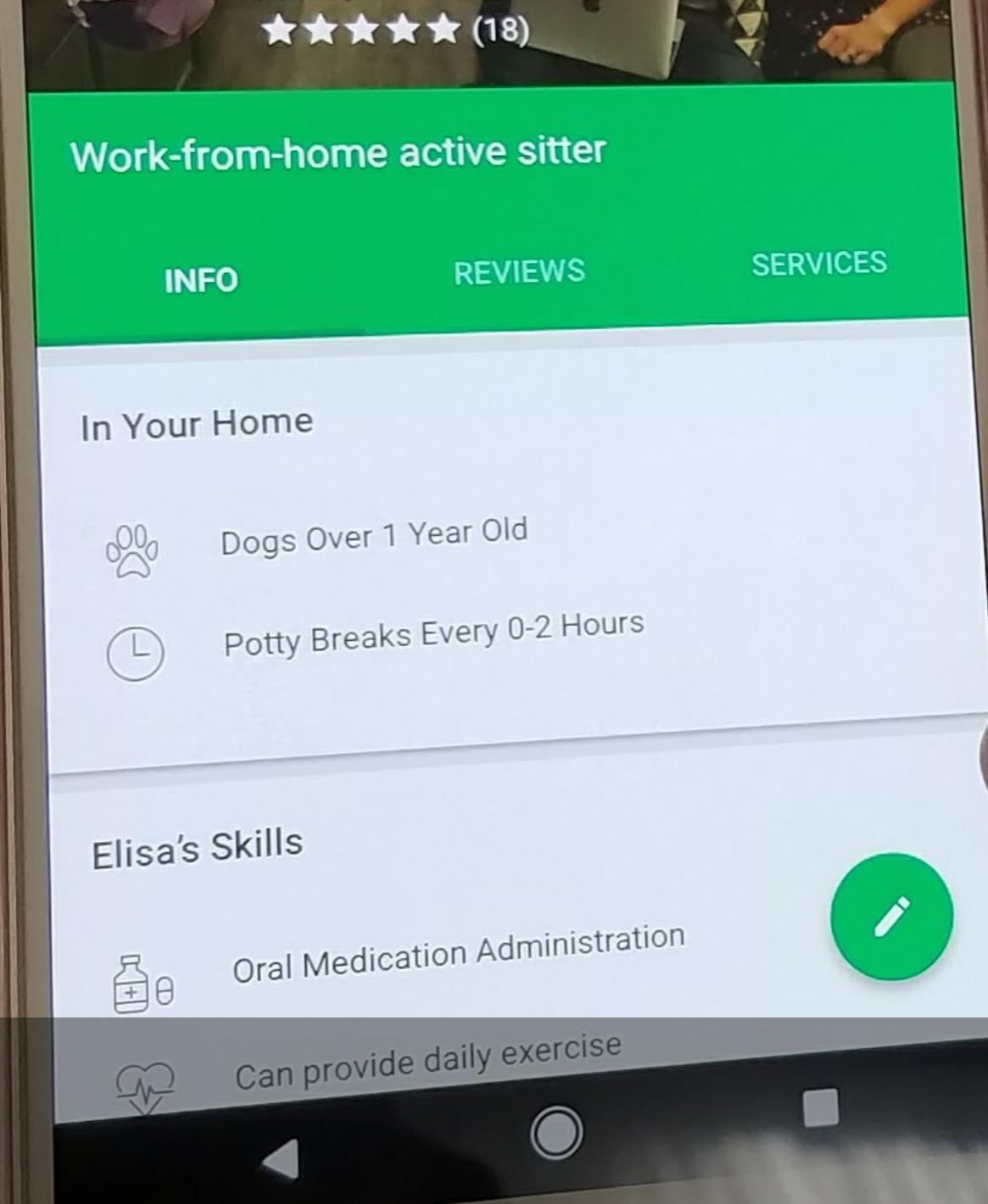
**How might we make dehumanizing
dog products more humanized?**



“Sometimes I feel guilty putting her in her crate.”

- Brenna

**How might we make dehumanizing
dog activities more humanized?**



“You want to do your due diligence when you have someone stay with your baby...”

Why not do the same with your dog?” - Cathy

The Timeline

— — — — — “Let’s Get a Dog!” —



✓ Thanksgiving



June 2017

*“We have talked about having kids.
That’s not for at least 5 years.”*

- Gillian

**How might we direct marketing to
members of “the timeline” who
don’t have kids yet?**



*“Having kids is a ways down the road.
Henry will be, like, 9.”*

- Sam

HAPPY BDAY
TO MY BEST
PAL & FAVORITE
HUMAN^{o.o}

*“These are people who don’t have kids yet.
They can afford it.”*

- Elisa

**How might we help dog owners
retain learned practices of
responsibility into parenthood?**



“Dog ownership makes you aware of your schedule. It’s a principle that carries over.” - David



*“We basically see her as our child.
We’ll need the practice to be parents.”*

- Brenna

The Shift

“Let’s Get a Dog!”

“Let’s Have a Baby!” 



“Your priorities change.”

- Jessica

**How might we retain customers
after “the shift”?**



“We thought about giving him up, but luckily we had a friend who could take care of Boss for the first few weeks of parenthood.”

- Vinnie



*“Rover is too time
consuming. I don’t have
time to meet up anymore...
What’s the point of Rover
if I can’t even use it?*

- Vinnie

**How might we better accommodate
both dogs and children?**



*“When Spencer was born,
Max was an issue...

Any time spent with Max
went to the kids instead.”*

- Jessica



“Was there neglect?

...

Yeah, a tiny bit. ”

- Jessica

**The way people think about
dog ownership is changing.**

**How might Rover
expand to meet these changes?**



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