Research Findings

Team Breadcrumb

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PET OWNERS ARE RESPONSIBLE FOR CLEANING UP AFTER PETS

City Ordinance 633.07-d

Violators fined up to $350 and/or imprisonment.

PGH

DPW

Dog Parks

Research

- Competitive analysis of mobile apps for dog owners
- Competitive analysis of dog parks
- 2 contextual inquiries

Key Issues & Opportunities

- Owners not aware of their responsibilities
- Parenting style differences
- Socialization troubles
- Lack of community among owners

Key Risks & Challenges

- Needfinding and user testing will be difficult
- Strong social mores exist even if technological ones don't
- Filming will be difficult

Urban Gardens

CAUTION
TOMATOES

Research

- Competitive analysis of mobile apps for gardeners

- 3 contextual inquiries

- 4 survey responses

Key Issues & Opportunities

- Lack of resources (water and funding)
- Growers may not take responsibility for the garden as a whole
- Lack of communication / planning system
- Many are novices that need

Key Risks & Challenges

- Many social and technological constraints

- Design space already well-explored

Botanic Gardens

Research

- Competitive analysis
  - Museum mobile apps
  - Walking tours and interactive maps
- 4 contextual inquiries
- 3 survey responses

"Art is incorporated as part of the exhibits. The rooms change seasonally, so it's never the same. It's quiet, peaceful and a child-friendly space. I just love

Key Issues & Opportunities

- Strong stories
- Strong educational component
- Open-ended system that is forward thinking
- Few constraints

Key Risks & Challenges

- No well-defined problems (yet!)
- No present community to accommodate
- Access

Research
Plan

Further Interviews & Competitive Analysis

- Compare desire to go to botanical gardens versus museums, zoos, theme parks, libraries, and public spaces

- Interview botanic garden employees, volunteers, and visitors

Extreme Users

- People who aren't there by choice (boyfriends, children)
- People who cannot get around easily (elderly, handicapped, injured)
- People who are extremely frequent visitors
- Botanists and other experts