



# Google Design Challenge

Kathy Wu 🤝 June 1st, 2016

## TASK

“ Millions of animals are currently in shelters and foster homes awaiting adoption. Design an experience that will help connect people looking for a new pet with the right companion for them. Help an adopter find a pet which matches their lifestyle, considering factors including breed, gender, age, temperament, and health status. Provide a high-level flow and supporting wire frames.



## Finding the right fit is challenging.

Last month, my friend Anna adopted a sweet rescue named Peaches.

Anna's in her early twenties. She'd never adopted a dog before.

Anna found Peaches  
online through a tool like  
**PetFinder.**

She saw a few photos,  
and read through some  
descriptions.

Did you recently adopt a pet from a Petfinder shelter? Get started with an exclusive reward kit from Purina and PetSmart > X

## 248 ADOPTABLE DOGS WITHIN 25 MILES OF BOSTON, MA



**CHER (AND SONNY)**

Brittany Spaniel Mix  
Young • Female • Small  
[New England Brittany Rescue Inc.](#)  
Cummington MA



**SONNY (AND CHER)**

Brittany Spaniel Mix  
Young • Male • Small  
[New England Brittany Rescue Inc.](#)  
Cummington MA



**MR. PEABODY**

Pit Bull Terrier  
Young • Male • Large  
[Humane Animal Rescue Project](#)  
Boston MA



**MIGHTY**

## FIND PET-ADOPTION GROUPS

or

[Lists by State](#)



## SEARCH OUR ARTICLES

**At the shelter**, she met  
Peaches and liked her.

After that short  
encounter, she agreed to  
take her home.



One week later,  
she noticed that  
**Peaches was aggressive**  
with other dogs.

She was anxious about  
this—especially as a first  
time owner.

dog is aggressive

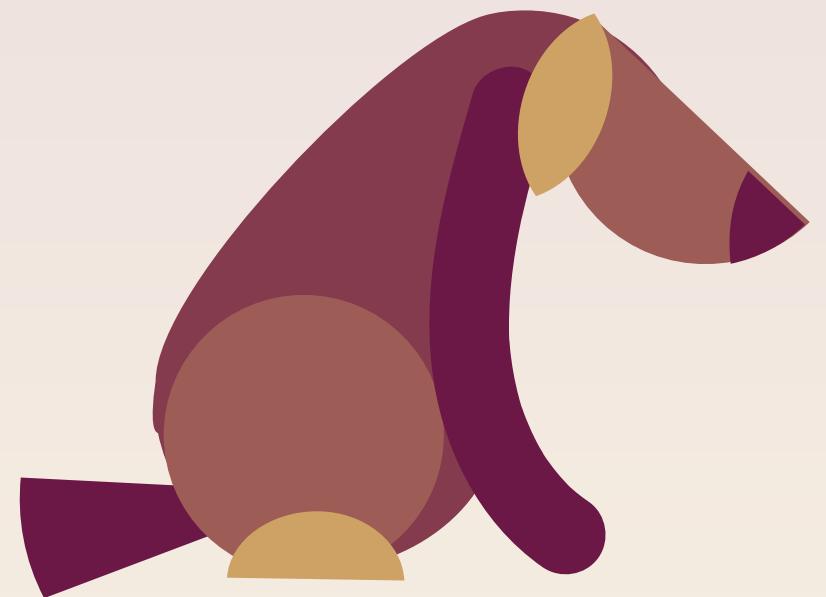


**my dog is aggressive towards strangers**

**my dog is aggressive towards me**

**dog is aggressive after neutering**

**dog is aggressive towards me**



## An experienced owner might have been fine.

This was Anna's first dog and she didn't know what to do.  
Peaches went back to the shelter just one month later.

## Cher (and Sonny)

Dog • Brittany Spaniel Mix • Young • Female • Small  
New England Brittany Rescue Inc. Cummington, MA



Print

# How would she have known it was a poor fit?

Sometimes a blurry photo a line of text  
is all you have to work off of.

What<sup>1</sup> pet owners have:

location

~~home information~~ neighborhood

family (kids, single)

diet

fitness

gender, age, race

medical

pet history

introvert/extrovert

other animals

when  
rural

urban

rural

residential  
Suburban

temperament

care level

hypoallergenic

size

training level

bloodline

owner history

behavioral tendencies

personality

Diet

personality

**What does it mean to be a “good fit”?**  
**What do people consider?**

Questions I have:

What are the top things someone looks for in a pet? (sliding scale)

How far is someone willing to go?

What's the biggest deterrent to adoption?

boston pet shelter - Google x Animal Adoption Survey! x New Tab x Kathy

https://docs.google.com/forms/u/0/d/1lgMZhGkm-H1DW8nRTi1NF5TVjcVJQjdo3FhLD0DrSzA/edit#responses f? :

Animal Adoption Survey! ⚡

QUESTIONS RESPONSES 18

Roughly how long was the process for you to adopt— from your decision to bringing the animal home?

I sent out a survey to my Facebook network to learn:  
(18 responses)

“ What were the most important things you considered when adopting?

How far are you willing to go to adopt?

How long was the process for you?

Golden Doodle

A sweet, shy, 3 year old, 15lb black terrier mix. She prances like a dainty dog, but has the cost of a rugged cairn terrier.

Refer to answer above

Candy is a beagle/spaniel mix, currently 18 but when we adopted her she was 2.

My dog is a seven year old, half chow, half golden retriever mix. He's basically a crazy, small golden retriever with a big fluffy tail.

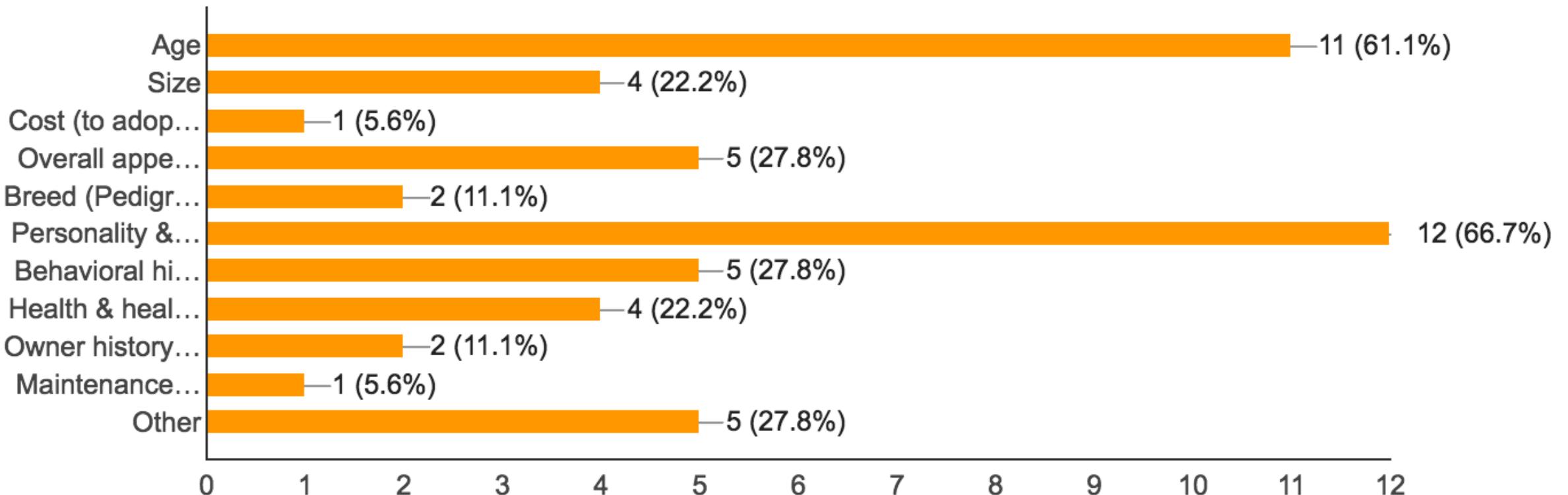
Less than a week  
Between 1 and 6 months  
Between 6 months and a year  
Over a year  
Other

Category	Percentage
Less than a week	16.7%
Between 1 and 6 months	27.8%
Between 6 months and a year	33.3%
Over a year	16.7%
Other	0%

Unsurprisingly,  
**personality** was huge.

**Age, behavioral history,**  
and **appearance** were  
also big factors.

### What were the top 3 biggest factors you considered when looking for the right pet?



Please briefly explain the specific reason behind those 3 things.

“ I knew I would be capable of managing any issues Tandy came with—I've had years of experience with kennelled dogs and behavioral training... [It was about] finding a dog that would integrate into my life well

Please briefly explain the specific reason behind those 3 things.

- “ Need a dog that suits my lifestyle and gets along with other pets
- “ Know the dog's behavior and personality—with ANY adoption is very important. You'll know exactly what you're getting into.

# GOALS

- 1 Give user a sense of compatibility with the dog before they meet. Make matches proactive.
- 2 Nothing replaces in-person. Connect adopters and shelters in a unified experience that builds trust.

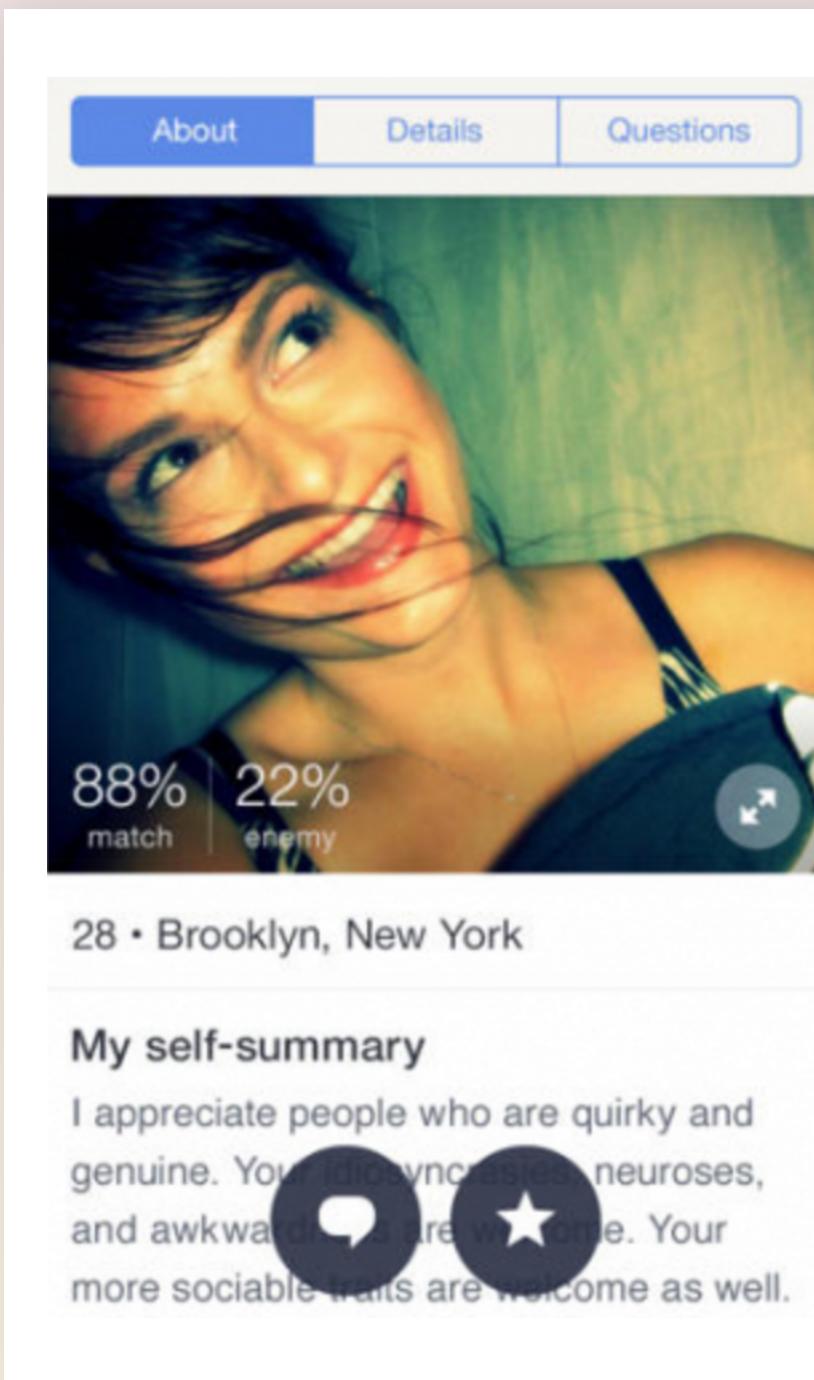
# PROCESS

## Analogies

I considered related experiences in relationship-forming.

How do these popular services help users find the right fit and build trust?

### % Match on OKCupid



### Conversations in Airbnb

A screenshot of an Airbnb messaging interface. It shows two messages between a user and a host named Dawn. The first message from Dawn says: "Hello Kathy," followed by a response: "Thanks for your interest. We would love to host you and your family. Unfortunately we are not totally ready these three days. due to Spring cleaning, we should have blocked them. Hope that we can host you next time!" Below this is the timestamp "Mar 24, 2016". A horizontal line separates this from the second message. The second message is from a user named Kathy, which says: "Hallo," followed by a response: "I'm interested in booking your beautiful home. I'll be in the area with my family :) I've never been to Cape Cod before and I would love to hear about your place and the surrounding attractions." Below this is the timestamp "Mar 24, 2016". The interface includes profile pictures for both users and a small flag icon.

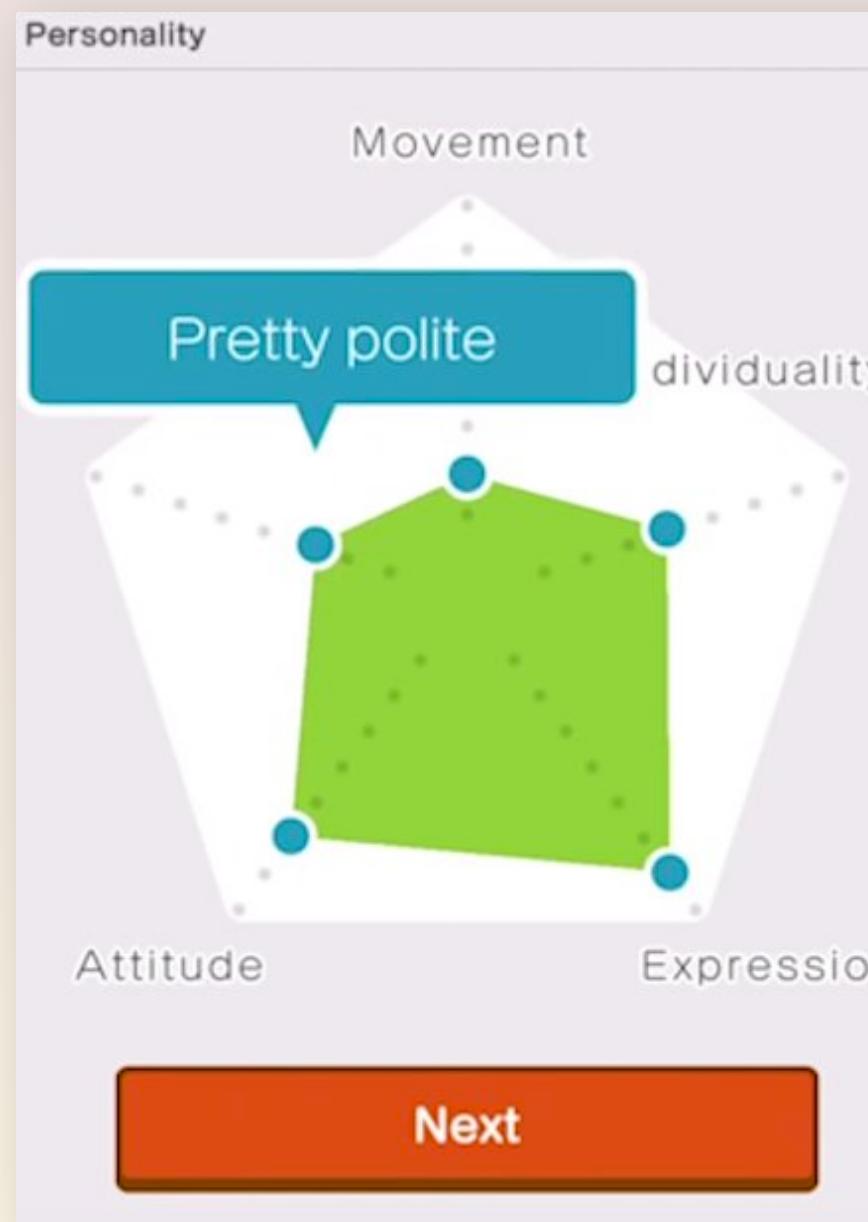
# PROCESS

## Representing Personality

I referenced visuals from video games and online dating—

Personality maps, profiles, compatibility ratings, word tags, and badges.

### Personality on Miitomo



### Tags on Hinge

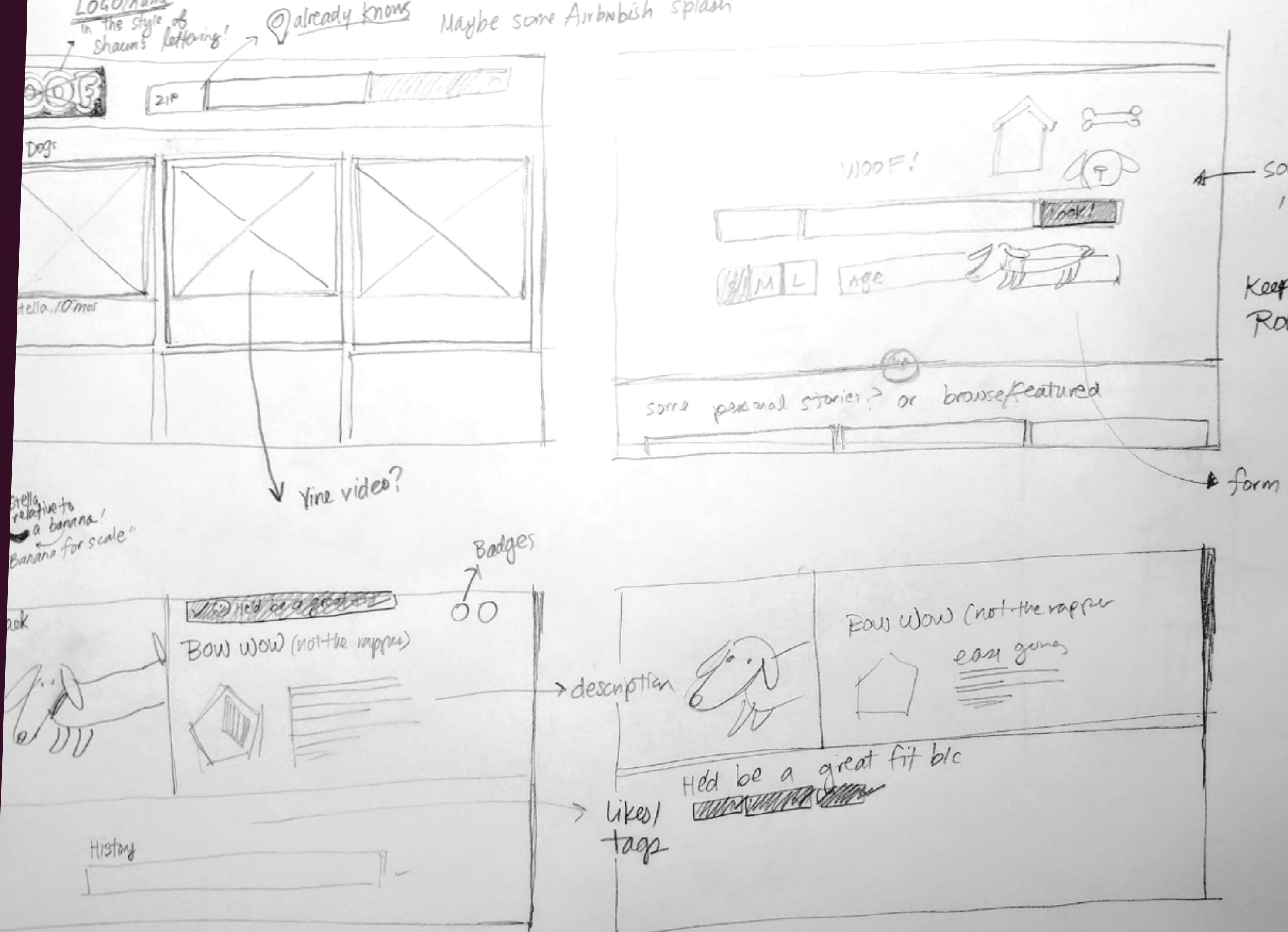
#### Tags (Select 3+)

- foodie wine lover beer snob
- world traveler early bird night owl
- card shark musician illusionist shutterbug
- theatre goer writer artist film fanatic
- history buff science nerd bookworm
- country clubber after partier dance machine
- leisure diver sports fan rec league all-star
- lawn game champion marathoner cyclist
- beach bum ski bum adrenaline junkie
- sailor outdoor adventurer zombie survivalist

# PROCESS

## User Flow

Sketches & initial wireframes.



# PROCESS

## User Flow

Sketches & initial wireframes.

Arboar...opy 10

Arboar...opy 14

Arboar...opy 19

Arboar...Copy 3

Arboar...Copy 4

Arboar...Copy 5

Arboar...Copy 6

Arboar...Copy 7

Arboar...opy 11

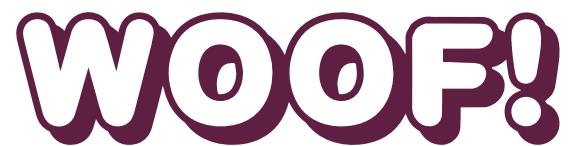
# PROCESS

## Branding

The tone of shelters tends towards rescuing these poor dogs.

I wanted the visuals to acknowledge the joy that comes with finding a longtime family member.

Logo



Palette



Body—Lato

**The quick brown fox jumps over the lazy dog.**

The quick brown fox jumps over the lazy dog.

Header—Roboto Slab

**The quick brown fox jumps over the lazy dog.**

Just for fun—Apple Emoji





# WOOF!

is a web experience for humans to adopt  
or rescue a dog.

It matches dogs and people based on  
personality and lifestyle.

Design Kit: Prototyping Dai × G chihuahua gif - Google Sea × Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoOf2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

WOOF! City Age Size Personality Search More Log In

Meet your new friend.  
Find dogs by personality.

FEATURED TODAY

Pups that can make like your minutes and rollover.

User enters search fields. Personality field is special.

The screenshot shows a web browser window with a yellow-themed interface for finding dogs. At the top, there are search filters: 'Boston, MA', 'Puppy', and 'Small'. To the right of these is a 'Personality' section featuring a yellow five-pointed star with points labeled 'Active', 'Excitable', 'Adventurous', 'Vocal', and 'Sociable'. Below this, a large text overlay reads 'Meet your new friend. Find dogs by personality!'. The background is yellow with stylized dog illustrations. A navigation bar at the bottom includes 'Search', 'More', and 'Log In'.

WOOF!

Boston, MA

Puppy

Small

Personality

Active

Sociable

Excitable

Vocal

Adventurous

Search

More

Log In

Meet your new friend. Find dogs by personality!

FEATURED TODAY

Pups that can make like your minutes and rollover.

The bottom section features three small images of dogs: a white and brown puppy looking at the camera, two reddish-brown dogs standing behind a fence, and a close-up of a pug's face.

Personality field takes dominant traits (bolded) into text field.

WOOF!

Boston, MA      Puppy      Small      Independent, Calmer

Search      More      Log In

Meet your new friend  
Find dogs by personality

Independent, Calmer

Active

Independent

Calmer

Vocal

Adventurous

FEATURED TODAY

Pups that can make like your minutes and rollover.

The screenshot shows a web browser window with a yellow-themed interface for a dog search site. At the top, there are search filters for location ('Boston, MA'), breed ('Puppy'), and size ('Small'). A callout box highlights a 'Personality' feature with a yellow pentagon chart showing traits: Active, Independent, Calmer, Vocal, and Adventurous. The text 'Meet your new friend' and 'Find dogs by personality' is displayed. Below this, a 'FEATURED TODAY' section shows three small dog photos. The overall design is playful and dog-oriented.

UI nags the user to make a profile so that it can judge compatibility.

M Design Kit: Prototyping Dai × G chihuahua gif - Google Sea × Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHZcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc... f? Log In

WOOF! Small, independent, calmer puppies near Boston.

## 24 friends found. What a great day!

Tip: [Create a profile](#) to get smarter matches.



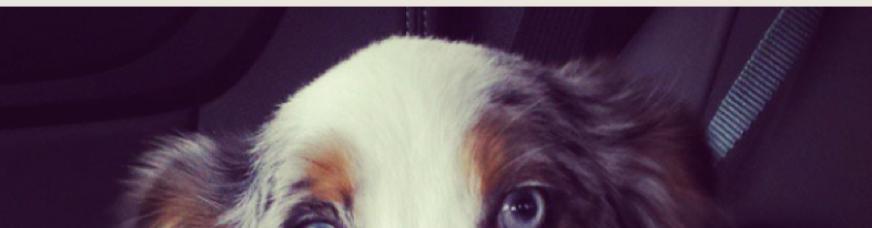
Bella, 6 Month Old Female  
30 miles away  
*Could win a staring contest.*



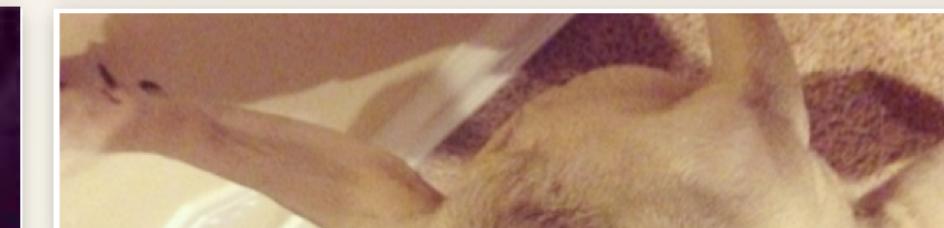
Annalia, 1 Year Old Female  
30 miles away  
*Biggest smiles for miles.*



Pickles, 1 Year Old Male  
30 miles away  
*He's a daydreamer with an attitude.*







UI keeps nagging...

M Design Kit: Prototyping Dai × G chihuahua gif - Google Sea × Kathy

Back Small, independent, calmer puppies near Boston. Log In

Pssst! Answer some quick questions to help us improve your matches. [\(No thanks\)](#)



**Pickles, 1 Year Old Male**

📍 30 miles from you at [Buddy Dog Humane Shelter](#)

*He's a daydreamer with an attitude.*

Firm handshake Tail wagger Loves fetch

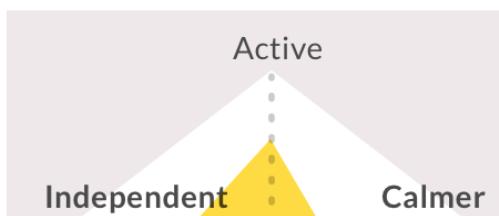
Wild about a frisbee Long walks on the beach

Likes kids

Hypoallergenic

Plays well with others

## Personality



Hi, my name is Pickles, and I am a Chihuahua/Jack Russel Terrier mix boy searching for my forever home. I am about 2 years old, and I weigh about 5 pounds. I will only gain another pound or two. I am trained to puppy pads and crate trained.

Scrolling past personality lets you see History, which survey respondents said was important.

The screenshot shows a web browser window with the URL [https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ\\_AUIBygB&biw=1376&bih=742#imgrc...](https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ_AUIBygB&biw=1376&bih=742#imgrc...). The page title is "chihuahua gif - Google Search". The main content is a dog profile for "Pickles, 1 Year Old Male". A sidebar on the left lists personality traits: "Vocal" (highlighted in yellow), "Adventurous", "Curious", "Smart", "Independent", and "Calmer". A message from the owner states: "children under 13 and no large dogs. I am used to having people around, so I would like as much attention as possible. Please come see me in Londonderry, New Hampshire." Below this is a section titled "History" with four categories: "Vaccinations", "Diagnoses", "Training", and "Past Owner". At the bottom, there is a section titled "Say hi to the Shelter:".

Design Kit: Prototyping Da x G chihuahua gif - Google Se x Kathy

Back Small, independent, calmer puppies near Boston. Pickles, 1 Year Old Male Log In

Pssst! Answer some quick questions to help us improve your matches. (No thanks)

Vocal Adventurous Curious Smart Independent Calmer

children under 13 and no large dogs. I am used to having people around, so I would like as much attention as possible. Please come see me in Londonderry, New Hampshire.

## History

- Vaccinations
- Diagnoses
- Training
- Past Owner

Say hi to the Shelter:

The user looks at some of the pet history... She responds to the nag and clicks, **Answers some quick questions**.



Design Kit: Prototyping Dai x G chihuahua gif - Google Sea x Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoOf2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

Back Small, independent, calmer puppies near Boston. Pickles, 1 Year Old Male Log In

Pssst! Answer some quick questions to help us improve your matches. (No thanks)

Vocal Adventurous

children under 13 and no large dogs. I am used to having people around, so I would like as much attention as possible. Please come see me in Londonderry, New Hampshire.

## History

### Vaccinations

Date	Vaccination name	Description
Jul 20, 2015	Vaccination name	Prevents against disease name
Jul 20, 2015	Vaccination name	Prevents against disease name
Jul 20, 2015	Vaccination name	Prevents against disease name

### Diagnoses

The **Create Profile** page is pre-populated with information from her initial search.

Design Kit: Prototyping Da x G chihuahua gif - Google Sea x Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc... f? f? Save

# WOOF!

## Create Profile

Kathy Wu  
Boston, MA  
kwmakes@gmail.com

Looking to adopt a small puppy within 50 miles of Boston. 

Tell shelters a bit more about you and what kind of dog you're looking for.

1. Tell us what you're looking for.

Looking in: Boston, MA (50 mile radius)  - +

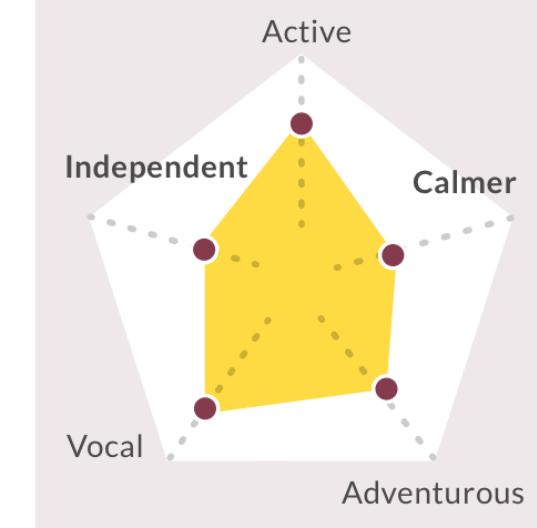
Age: Puppy, Adult, Older Dog

Size/Breed: Small, Medium, Large

I'd like a specific breed.

Sex: Male, Female

Personality: Active, Independent, Calmer, Vocal, Adventurous



She scrolls down to answer some quick questions about lifestyle and preferences.

M Design Kit: Prototyping Da × G chihuahua gif - Google Sea × Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc... f? ⚡

# WOOF!

## Create Profile

### Kathy Wu

Boston, MA  
kwmakes@gmail.com

Looking to adopt a small puppy within 50 miles of Boston. 

Tell shelters a bit more about you and what kind of dog you're looking for.

## 2. Tell us about your home.

I describe my home surroundings as closer to:

The image shows three stylized house icons side-by-side. The first icon, labeled 'Urban', depicts a dense cluster of buildings with dark purple roofs and yellow walls. The second icon, labeled 'Suburban', shows a single large house with a yellow roof and white walls, surrounded by a fence and trees. The third icon, labeled 'Rural', features a single house with a red roof and white walls, set against a backdrop of rolling hills and green trees under a blue sky with white clouds.

Urban      Suburban      Rural

We'll get along well if... (Pick all that apply)

Road travel no problem	Likes napping in the bed	Can go off the leash
Firm handshake	Knows no strangers	Not tuggy on walks
Wild about a frisbee	Long walks on the beach	Likes sitting shotgun
Loves fetch	Befriends the mailman	Morning face licker

In my home, I have... (Pick all that apply)

Design Kit: Prototyping Dai × G chihuahua gif - Google Search × Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

WOOF! Create Profile Save

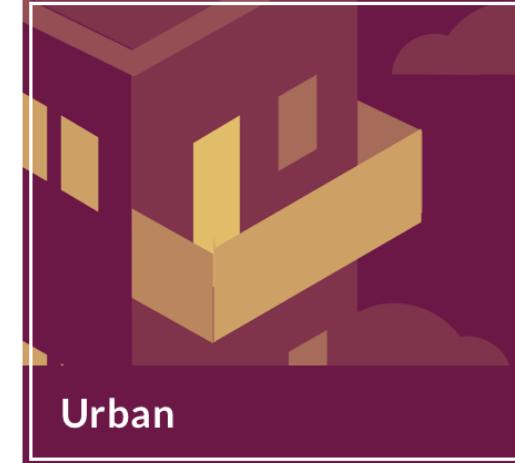
Kathy Wu  
Boston, MA  
kwmakes@gmail.com

Looking to adopt a small puppy within 50 miles of Boston. 

Tell shelters a bit more about you and what kind of dog you're looking for.

2. Tell us about your home.

I describe my home surroundings as closer to:

 Urban  Suburban  Rural

We'll get along well if... (Pick all that apply)

Road travel no problem  Likes napping in the bed  Can go off the leash   
**Firm handshake**  **Knows no strangers**  Not tuggy on walks   
**Wild about a frisbee**  **Long walks on the beach**  Likes sitting shotgun   
**Loves fetch**  **Befriends the mailman**  **Morning face licker** 

In my home, I have... (Pick all that apply)

Telling the system about her experience helps steer her away from dogs like Peaches.

Design Kit: Prototyping Dai chihuahua gif - Google Sea

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhoOf2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

Kathy

# WOOF!

## Create Profile

Save



Kathy Wu  
Boston, MA  
kwmakes@gmail.com

Looking to adopt a small puppy within 50 miles of Boston. 

Tell shelters a bit more about you and what kind of dog you're looking for.

Firm handshake      Knows no strangers      Not tuggy on walks  
Wild about a frisbee      Long walks on the beach      Likes sitting shotgun  
Loves fetch      Befriends the mailman      Morning face licker

In my home, I have... (Pick all that apply)

 Young kids     Allergies     Other animals     Other dogs  
 Lots of noise     Older kids

---

### 3. Tell us a bit about your experience.

I describe myself as...

First time dog owner    First time adopting    Experienced adopter

She clicks **Save** when she's finished.

Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

**WOOF!**

**Create Profile**

**Kathy Wu**

Boston, MA  
kwmakes@gmail.com

**Firm handshake** **Knows no strangers** **NOT tuggy on walks**

**Wild about a frisbee** **Long walks on the beach** **Likes sitting shotgun**

**Loves fetch** **Befriends the mailman** **Morning face licker**

In my home, I have... (Pick all that apply)

**Young kids** **Allergies** **Other animals** **Other dogs**

**Lots of noise** **Older kids**

**3. Tell us a bit about your experience.**

I describe myself as...

**First time dog owner** **First time adopting** **Experienced adopter**

She's back to **Search Results**. She can change her original query in the search bar at anytime. She clicks on **Pickles**.

M Design Kit: Prototyping Da x G chihuahua gif - Google Sea x Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoOf2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

Back Small, independent, calmer puppies near Boston.

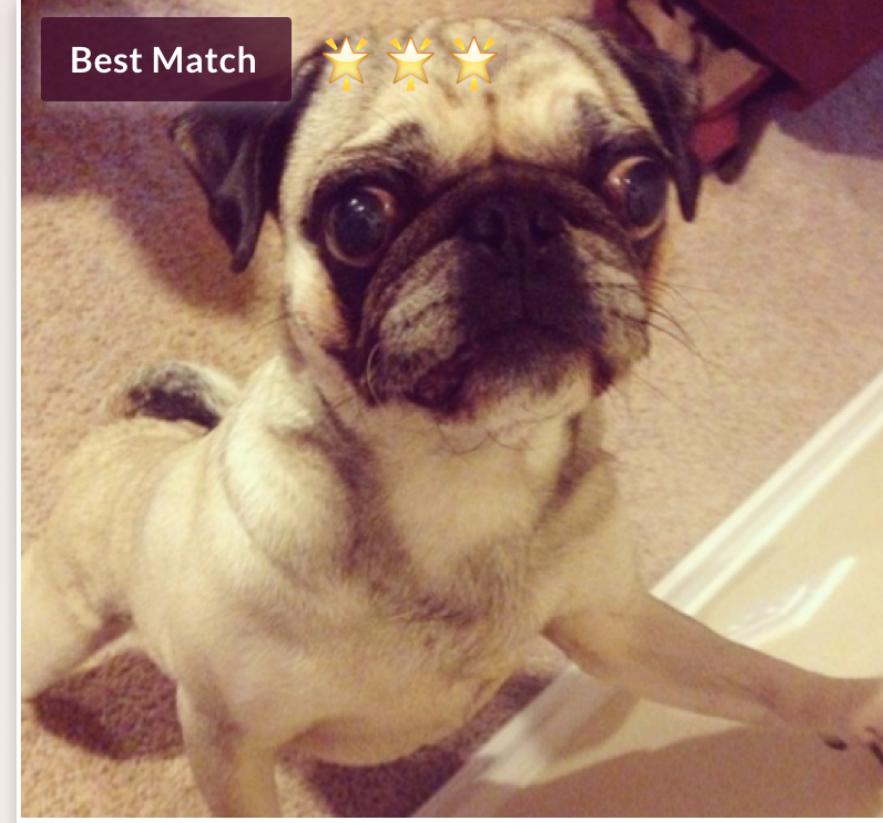
24 friends found. What a great day!

**Best Match** ★★★



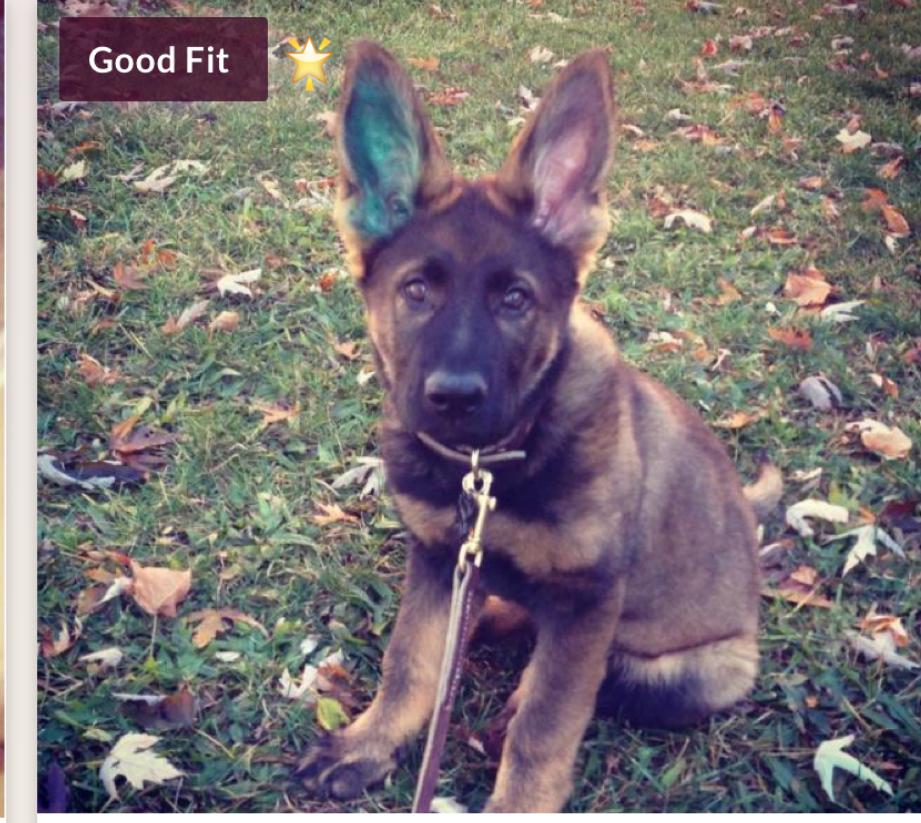
**Pickles, 1 Year Old Male**  
30 miles away  
*He's a daydreamer with an attitude.*

**Best Match** ★★★



**Savant, 1 Year Old Male**  
30 miles away  
*He's crazy about cookie dough.*

**Good Fit** ★



**Emilia, 6 Month Old Female**  
23 miles away  
*She likes trains.*







Pickles has a **Best Match** badge and a rating. His **Personality Map** shows how it overlaps with her preference.

User clicks **Ask about me**.

The screenshot shows a Google search results page for "chihuahua gif". The top navigation bar includes tabs for "Design Kit: Prototyping Da" and "chihuahua gif - Google Sea". The search bar contains the query "Small, independent, calmer puppies near Boston.". A yellow header bar displays the text "Small, independent, calmer puppies near Boston.". On the left, there's a photo of a small tan Chihuahua named "Pickles, 1 Year Old Male". To the right of the photo, a purple box says "Best Match" with three gold stars. Below the photo, a bio reads: "He's a daydreamer with an attitude." followed by a list of traits: "Firm handshake", "Tail wagger", "Loves fetch", "Wild about a frisbee", and "Long walks on the beach". To the right of the bio is a green box containing the text "95% match based on your home & experience" with an orange arrow pointing to it. An "Ask about me" button is also visible. At the bottom, a "Personality" section features a personality map with vertices for "Active", "Independent", and "Calmer", with the "Independent" vertex highlighted in yellow.

Best Match

Small, independent, calmer puppies near Boston.

Pickles, 1 Year Old Male

30 miles from you at [Buddy Dog Humane Shelter](#)

He's a daydreamer with an attitude.

Firm handshake Tail wagger Loves fetch

Wild about a frisbee Long walks on the beach

Ask about me

95% match based on your home & experience

Likes kids Hypoallergenic Plays well with others

## Personality

Active

Independent

Calmer

Hi, my name is Pickles, and I am a Chihuahua/Jack Russel Terrier mix boy searching for my forever home. I am about 2 years old, and I weigh about 5 pounds. I will only gain another pound or two. I am trained to puppy pads and crate trained.

At night, I like to cuddle with my people. I am full of spunk and

It scrolls down the form to the message.

Design Kit: Prototyping Dai × chihuahua gif - Google Sea × Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoOf2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

Back Small, independent, calmer puppies near Boston. Pickles, 1 Year Old Male

Training

Past Owner

Say hi to the Shelter:

Hi there! I'm interested in adopting Pickles.  
Can we set up a time next week to meet?

Message

User can see context in her **Conversations**.

M Design Kit: Prototyping Da x G chihuahua gif - Google Sea x Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoF2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

Back Search Conversations

Conversation about Pickles

Hi there! I'm interested in meeting Pickles.  
Can we set up a time next week to rendez-vous? Today 3:40PM



  
**Best Match** ★★★  
Pickles, 1 Year Old Male  
95% match  
based on your home & experience.

**Buddy Dog Humane Society Inc.**  
255 Commonwealth Avenue  
Boston, MA

*Dedicated to finding forever homes for dogs since 1988.*

River Rd  
Buddy-Dog Humane Society Inc.  
Landham Rd  
Alham Island Rd

Some sneaky help from **NLP** (a la Allo) assists with the connection. Voila!

Design Kit: Prototyping Dai x chihuahua gif - Google Search x Kathy

https://www.google.com/search?q=chihuahua+gif&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjhuoOf2oLNAhXFHB4KHVcaBZkQ\_AUIBygB&biw=1376&bih=742#imgrc...

Back Conversations

**Conversation about Pickles**

Suggested: **Monday 3:00PM** **Monday 4:15PM** **Tuesday 3:30PM** **Tuesday 3:30PM**

How about Monday at 3:00PM?

Enter to send

3:40PM  
Thanks for your inquiry, Kathy! We're so happy about your interest in Pickles. You can swing by Monday or Tuesday afternoons.

Today 3:40PM   
Hi there! I'm interested in meeting Pickles.  
Can we set up a time next week to rendez-vous?

Best Match Pickles, 1 Year Old Male  
95% match  
based on your home & experience.

Buddy Dog Humane Society Inc.  
255 Commonwealth Avenue  
Boston, MA

Dedicated to finding forever homes for dogs since 1988.

# NOTES

**Hooray!** Pickles was a great fit and now has a loving, compatible home.

Still, he is very forward-looking and begs further considerations.



## I would improve this by considering...

The mobile phone experience  
(assumed most users would start on desktop)

More possibilities for NLP like Allo to come into the conversation

More thoughtful naming

How would this branch out to other pets?



Thank you!

Kathy Wu 🤝 June 1st, 2016