

User Research

Intelligent Service For Families



Can a Dog be part of a Family?

What we did

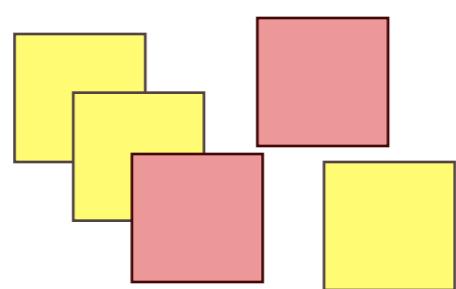
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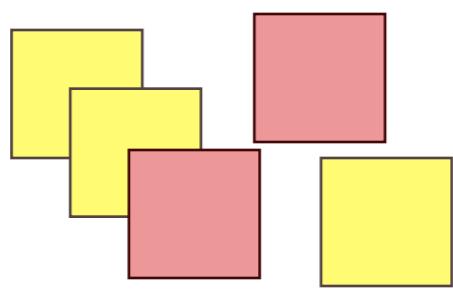
Marina Virnik, Kunjel Chawda, Brad Hunt | Spring 2008

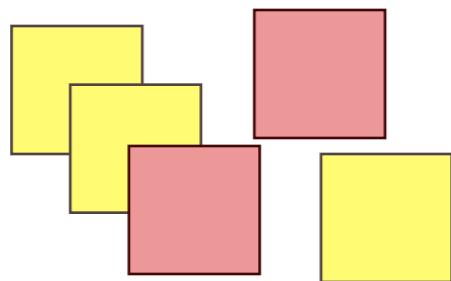


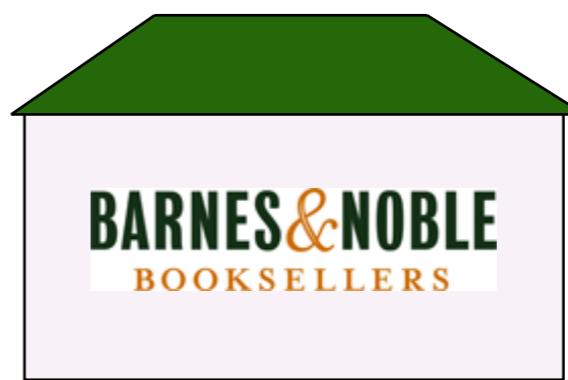
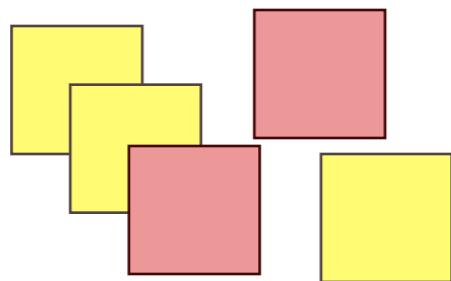
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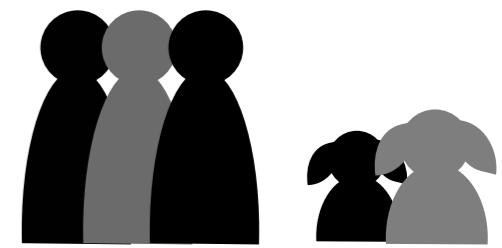
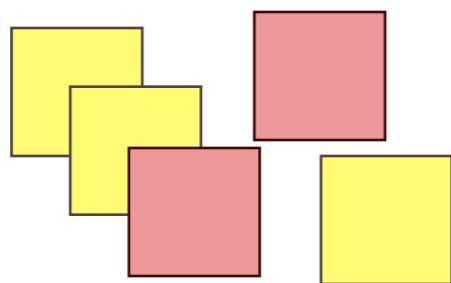
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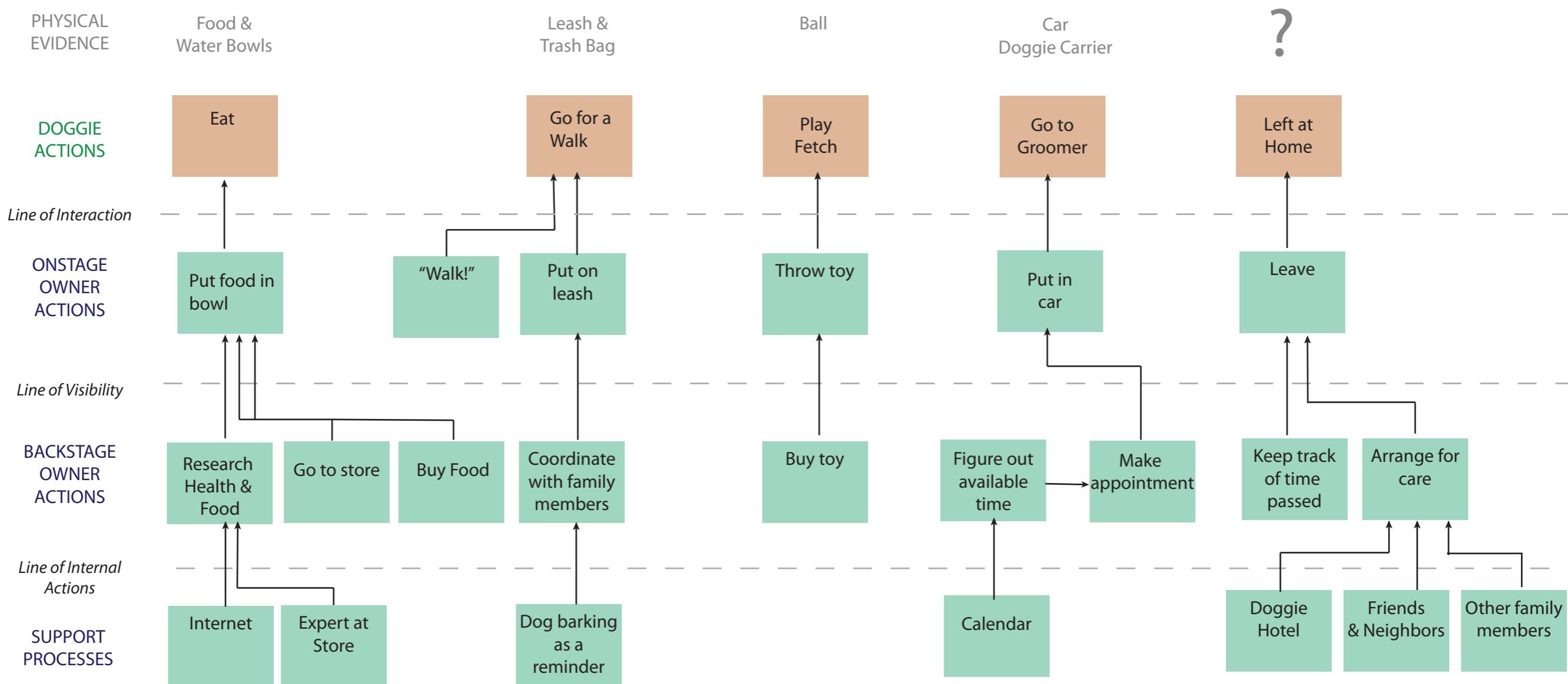
What we learned



Yes! A dog is a family member.

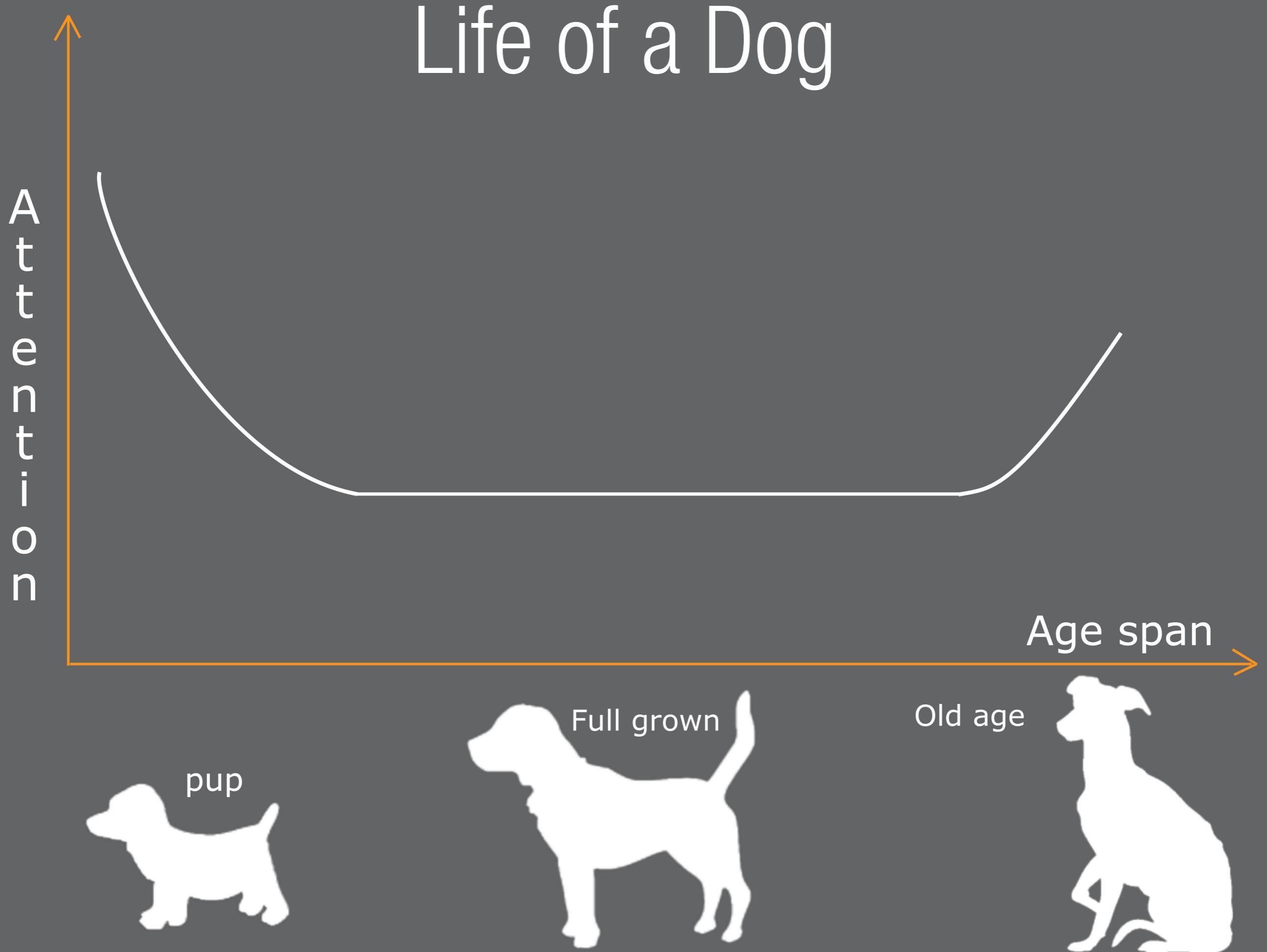
Functional Needs

Doggy Service Blueprint



“I plan my day around
the dog.”

Life of a Dog



Territory Map



Social Needs



“I feel **proud** when I take him out for walks
and people always say how nice he looks.”



“The most **rewarding** part [of owning a dog]
are the interactions with my kids”



Dogs participate in **family activities**,
like Christmas, Thanksgiving, and birthdays.

Emotional Needs

Fun Time

- I like to take walks.
- My favorite place to walk is _____.
- Sometimes I take walks with my friend _____.
- My favorite toy(s) is/are _____.
- I like to play catch with a ball Frisbee other _____.
- I like playing with other dogs.
- I like to go to the "Bark Park" at _____.

Attach a picture of your puppy playing with his favorite toy, on his leash ready for a walk, or romping with his friends.

Chow Time

- I eat _____ dog food.
- As a puppy, I'm supposed to eat _____ (amount) _____ times a day.
- When I'm _____ (age), I can eat _____ (kind of food) _____ (amount) of _____ times a day.
- My favorite treats are _____.
- I am allowed these human treats:
 - I am allowed any human food.
 - I am not allowed any human food.
 - I am not allowed human food, but _____ sneaks it to me anyway.
- I once ate _____ (kind of food) from _____ when no one was paying attention.



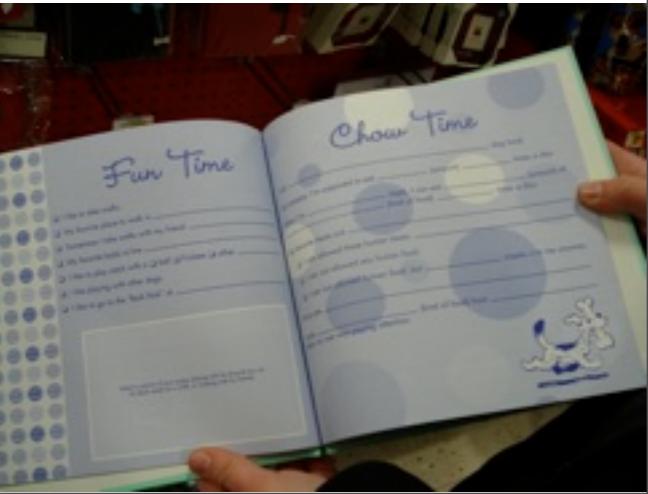


“He’s just like me – he’s calm and also
inquisitive”



“The most rewarding part is knowing that he
loves you.”

Aesthetic Needs



Pet care activities are
an expression of love.