



# PAW PALS

**"How might we connect college students who don't want to commit with pets that need attention?"**

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## Our First Statment:

"How might we change the relationship between pets and pet owners to facilitate healthy life-long relationships?"



## INTERVIEWS

We went through an extensive process of interviewing our peers and an expert veterinarian. We came to find that there were lots of reasons people gave up their pets, and many were unexpected or out of their control. People expressed a hesitancy to adopt an animal until they were completely sure that they could commit.

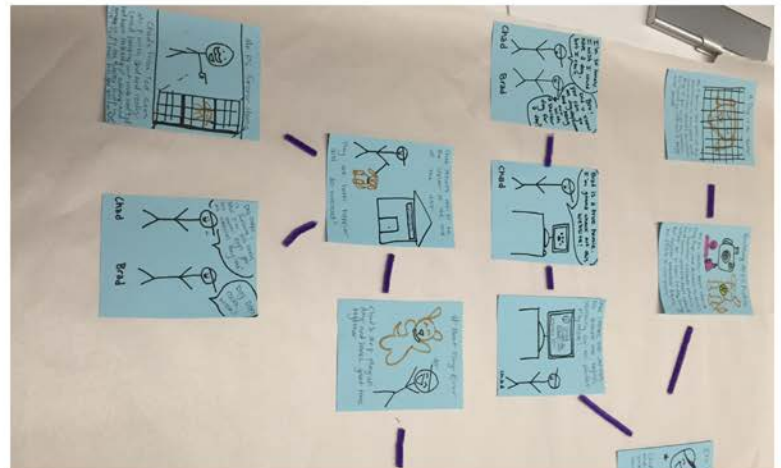
## BRAINSTORMING



## RESEARCH

We conducted research by observing sites like Facebook and Craigslist. We found a number of people, many of them college-aged, who gave reasons like moving, financial burden, housing issues, and relationship issues. We came to the conclusion through this research that if people had an alternative that allowed people to interact with animals without having to commit to adoption, the number of people and animals who are faced with these issues will decrease.

## PROTOTYPING





# RESOURCE ASSESMENT

## Design Team (Us)

Branding, mockups and storyboard, merchandise, imaging and graphics

## Implementation Team

Online accounts, user support, distribution, manufacture, assist shelters

## Outside Vendors

Develop and host training modules, coding



# GROWTH FRAMEWORK

## New Offerings to New Users

Coupon for first 'rental'

## New Offerings to Existing Users

Cats?

Trusted users can keep dog overnight

## Existing Offerings to New Users

Advertising campaign

## Existing Offerings to Existing Users

Membership levels, discount incentives at each level

More ratings gain more perks as a trusted user





Light Purple  
CMYK: C:12 M:12 Y:0 K:0  
RGB: R:220 G:216 B:236



Medium Purple  
CMYK: C:29 M:31 Y:0 K:0  
RGB: R:178 G:170 B:112



Dark Purple  
CMYK: C:73 M:78 Y:0 K:0  
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**SIGNATURE LOGO TEXT: MULTICOLORE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

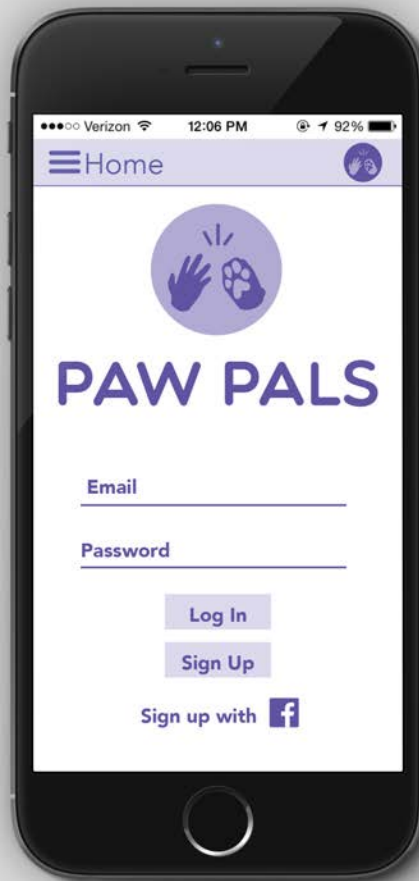
Body Copy: Avenir Book & Black

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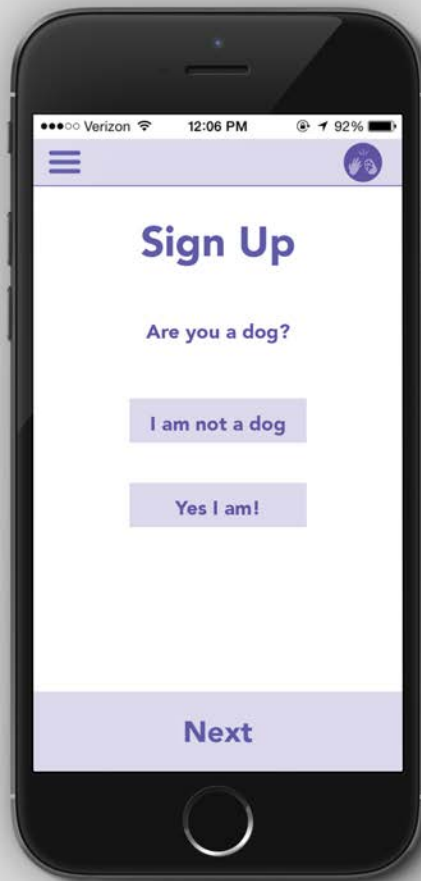
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Verizon 12:06 PM 92%



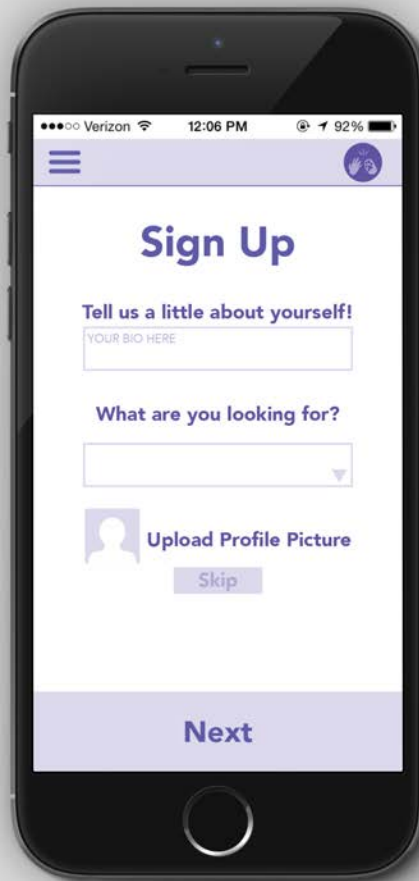
## Sign Up

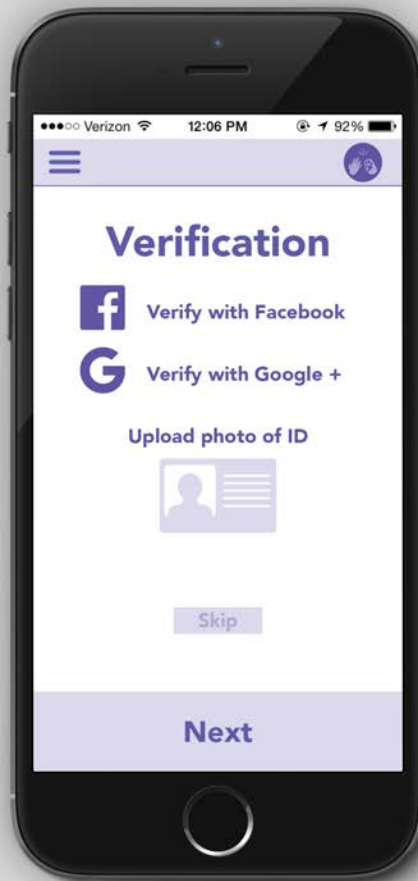
Are you a dog?

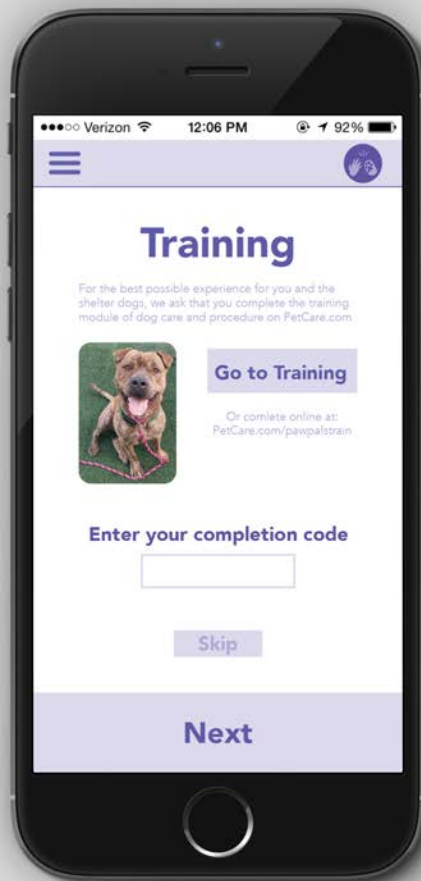
I am not a dog

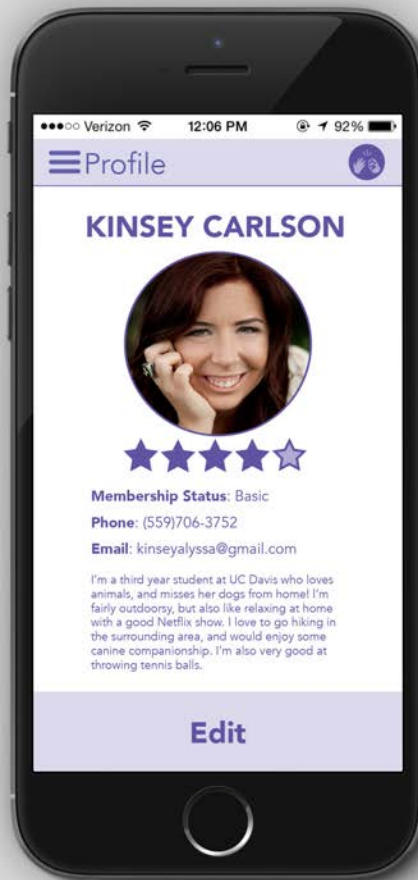
Yes I am!

Next









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Profile



KINSEY CARLSON



Membership Status: Basic

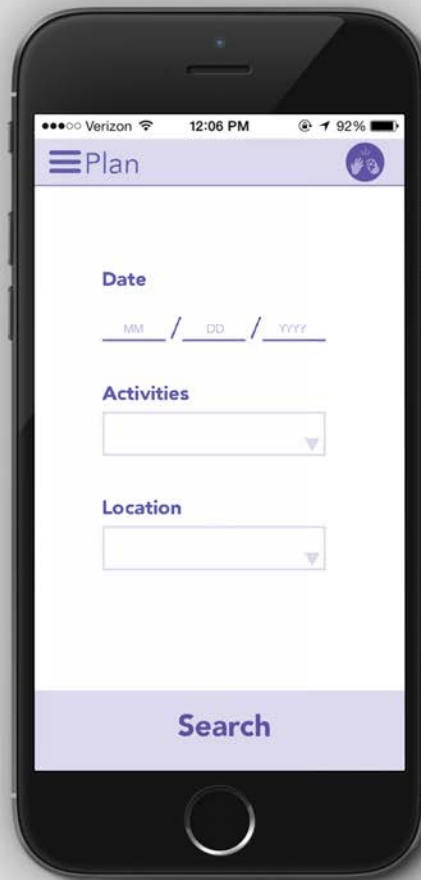
Phone: (559)706-3752

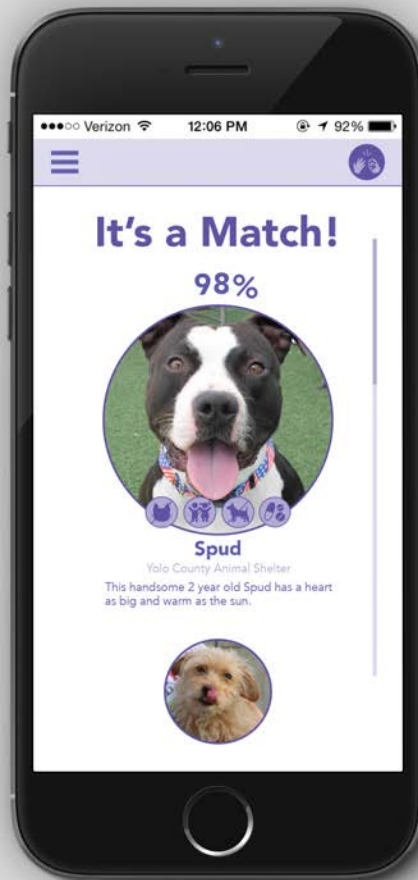
Email: kinseyalyssa@gmail.com

I'm a third year student at UC Davis who loves animals, and misses her dogs from home! I'm fairly outdoorsy, but also like relaxing at home with a good Netflix show. I love to go hiking in the surrounding area, and would enjoy some canine companionship. I'm also very good at throwing tennis balls.

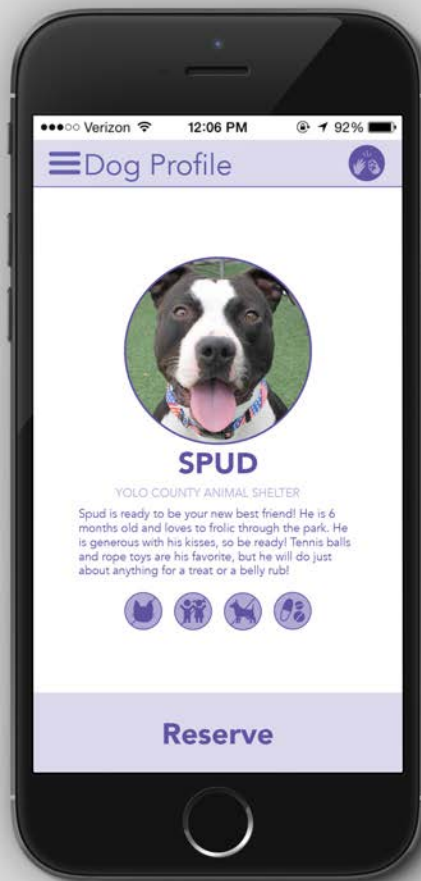
Edit











## Dog Profile



**SPUD**

YOLO COUNTY ANIMAL SHELTER

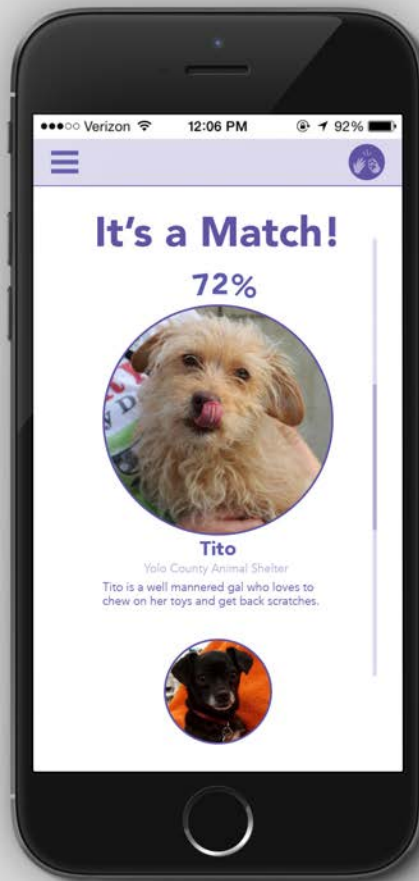
Spud is ready to be your new best friend! He is 6 months old and loves to frolic through the park. He is generous with his kisses, so be ready! Tennis balls and rope toys are his favorite, but he will do just about anything for a treat or a belly rub!

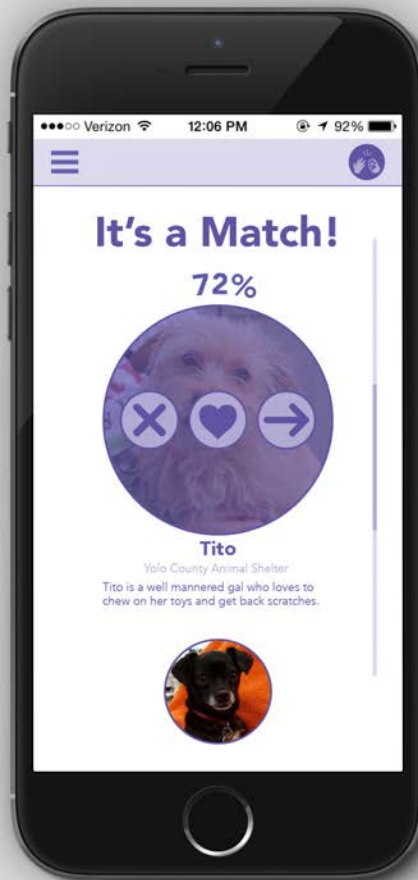


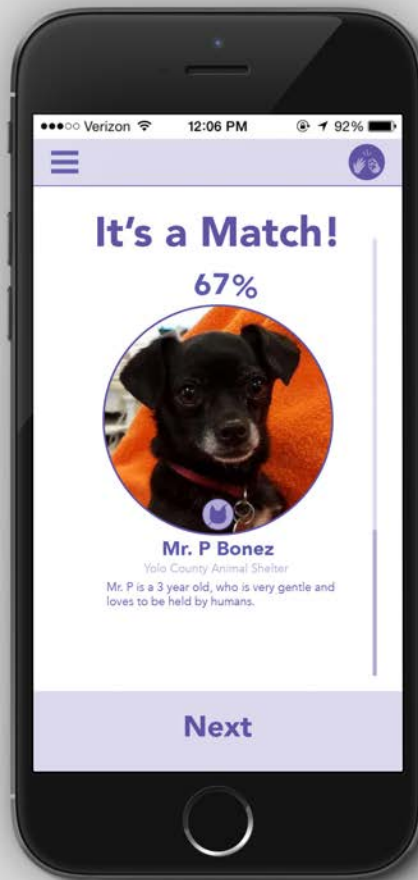
**Reserve**

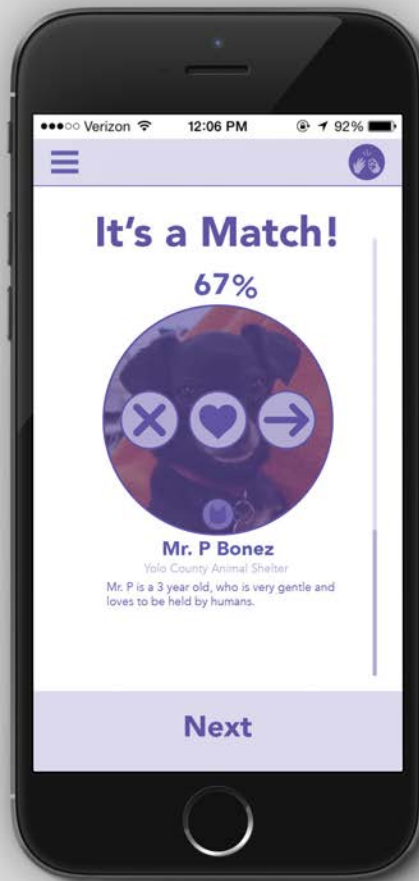


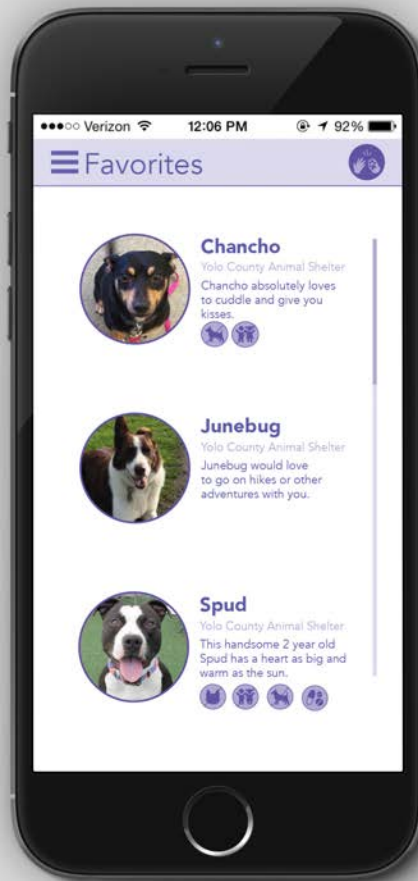




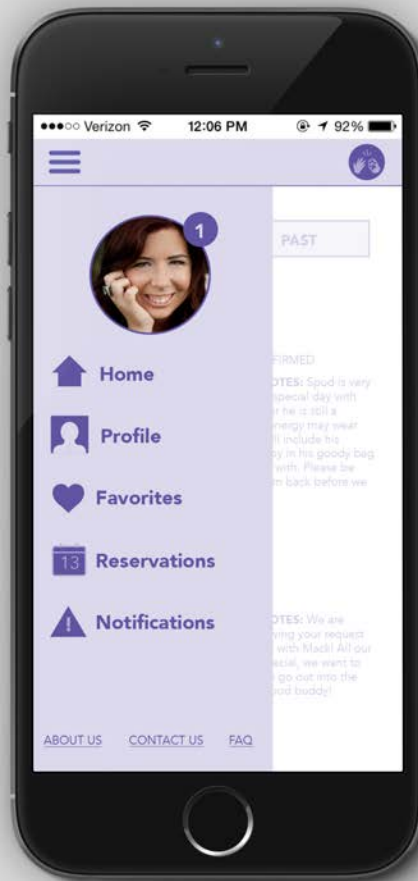


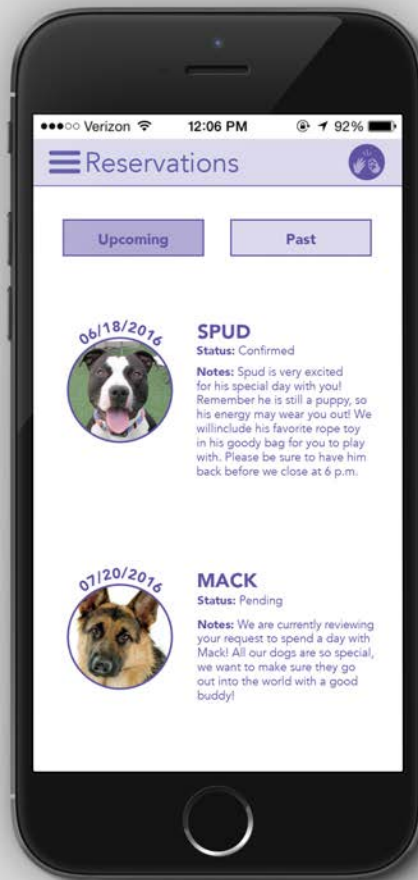












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## Reservations



Upcoming

Past

06/18/2016



### SPUD

Status: Confirmed

**Notes:** Spud is very excited for his special day with you! Remember he is still a puppy, so his energy may wear you out! We will include his favorite rope toy in his goody bag for you to play with. Please be sure to have him back before we close at 6 p.m.

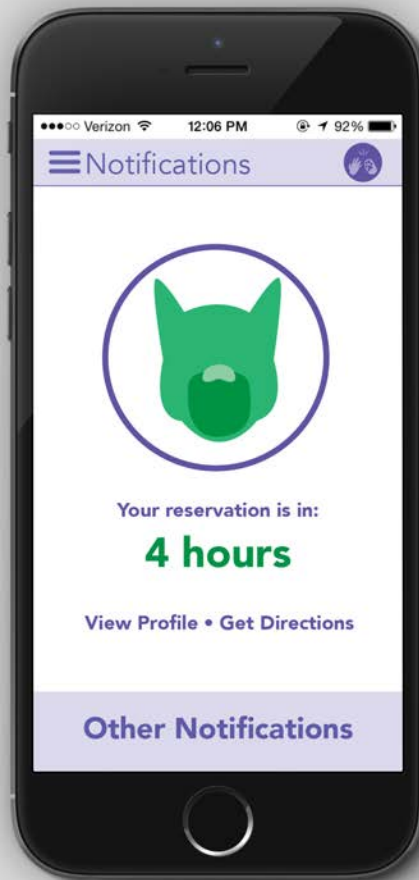
07/20/2016

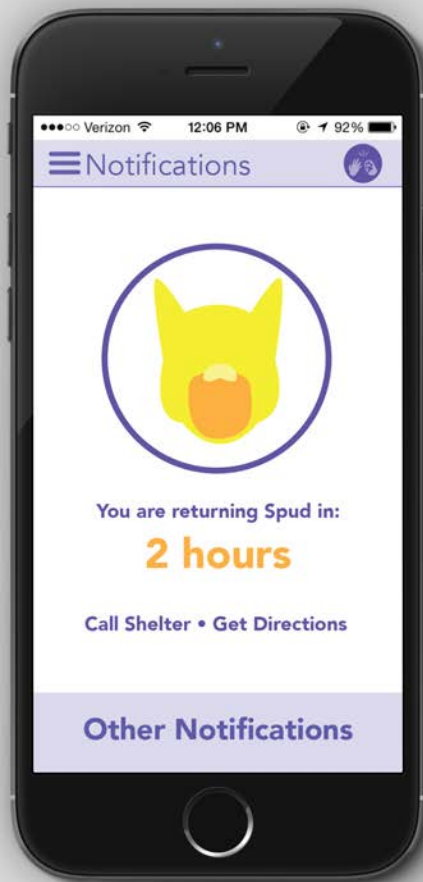


### MACK

Status: Pending

**Notes:** We are currently reviewing your request to spend a day with Mack! All our dogs are so special, we want to make sure they go out into the world with a good buddy!





☰ Notifications



You are returning Spud in:

**2 hours**

[Call Shelter](#) • [Get Directions](#)

Other Notifications

