

PET OWNERS PROJECT

GROUP 2



Snowdrop

Maria, My, Alicia & Domi



DogGo

DESIGN BRIEF

A world of **introverts**, where people became more private and less open to socialising in the ways that were usual before the COVID pandemic.

QUESTION: What kind of design could support **introvert** or **extrovert** practices?

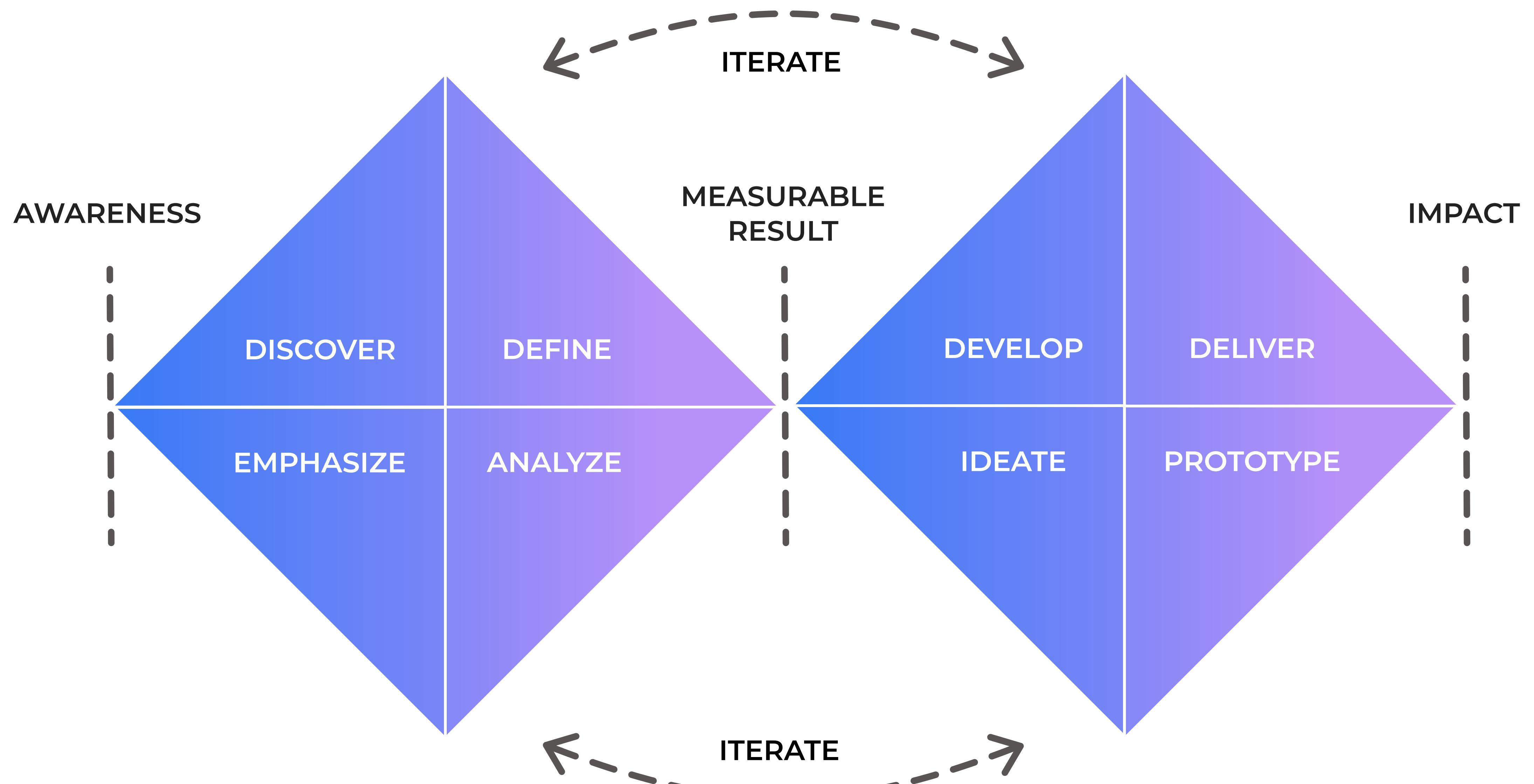
OUR INTERPRETATION: Introverts vs extroverts in an introverted world both need different types of support.

TARGET GROUP: Pet owners. -> Dog owners.

SOLUTION: DogGo

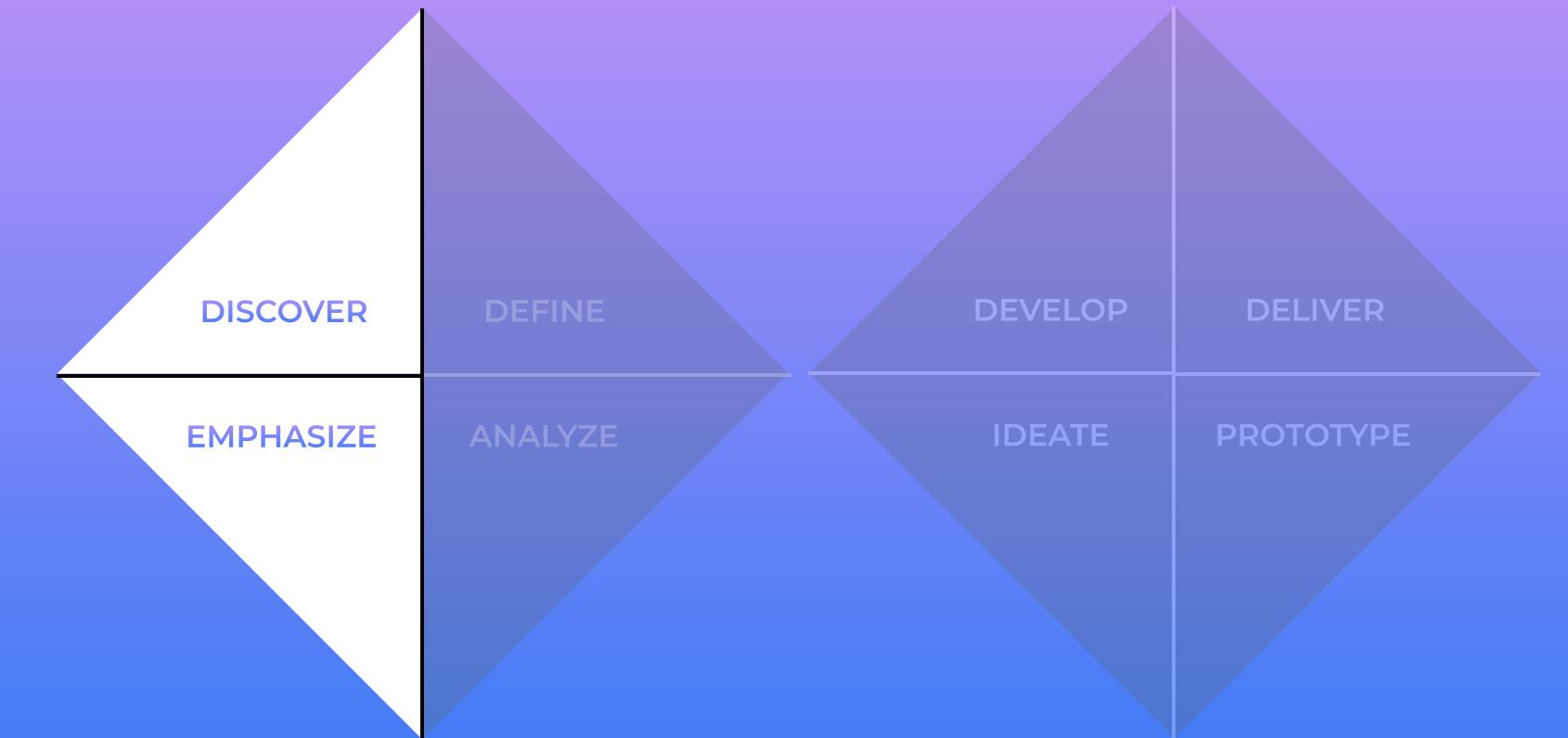


DOUBLE DIAMOND APPROACH



DOUBLE DIAMOND METHOD:

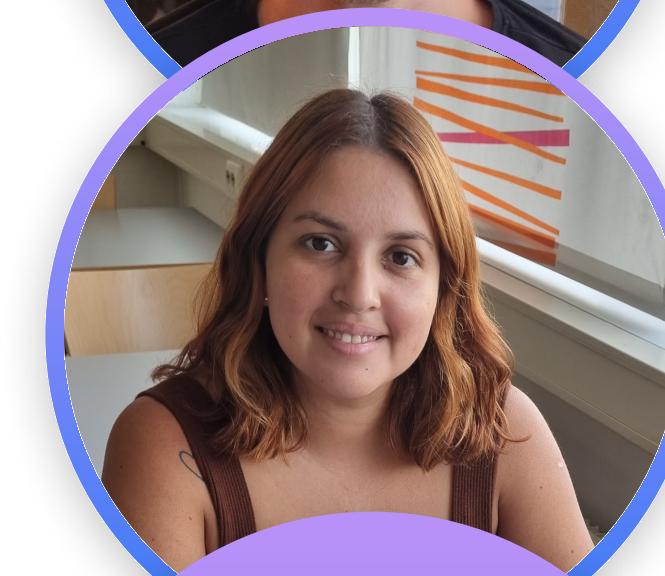
DISCOVER/EMPHASIZE: INTERVIEWS



We chose to conduct interviews, after weighing the pros and cons of 'the possible methods (questionnaires, focus groups, literature study etc.)

Interviewed 7 pet owners.

We wanted to find out their routine and possible needs.



5+

PET OWNERS

INTRO

1. Can you sign this form? (consent form print it!)
2. Can we record and photograph you?
3. How old are you?
4. What is your current position? (student, YouTuber, royalty...)
5. Which country are you from?
6. Do you live together with someone? (roomate, lover...)

PET

1. What kind of pet do you have?
2. What are the reasons you got a pet?
3. How long do you have it?
4. Do you know other pet owners in your neighbourhood?

FEELINGS

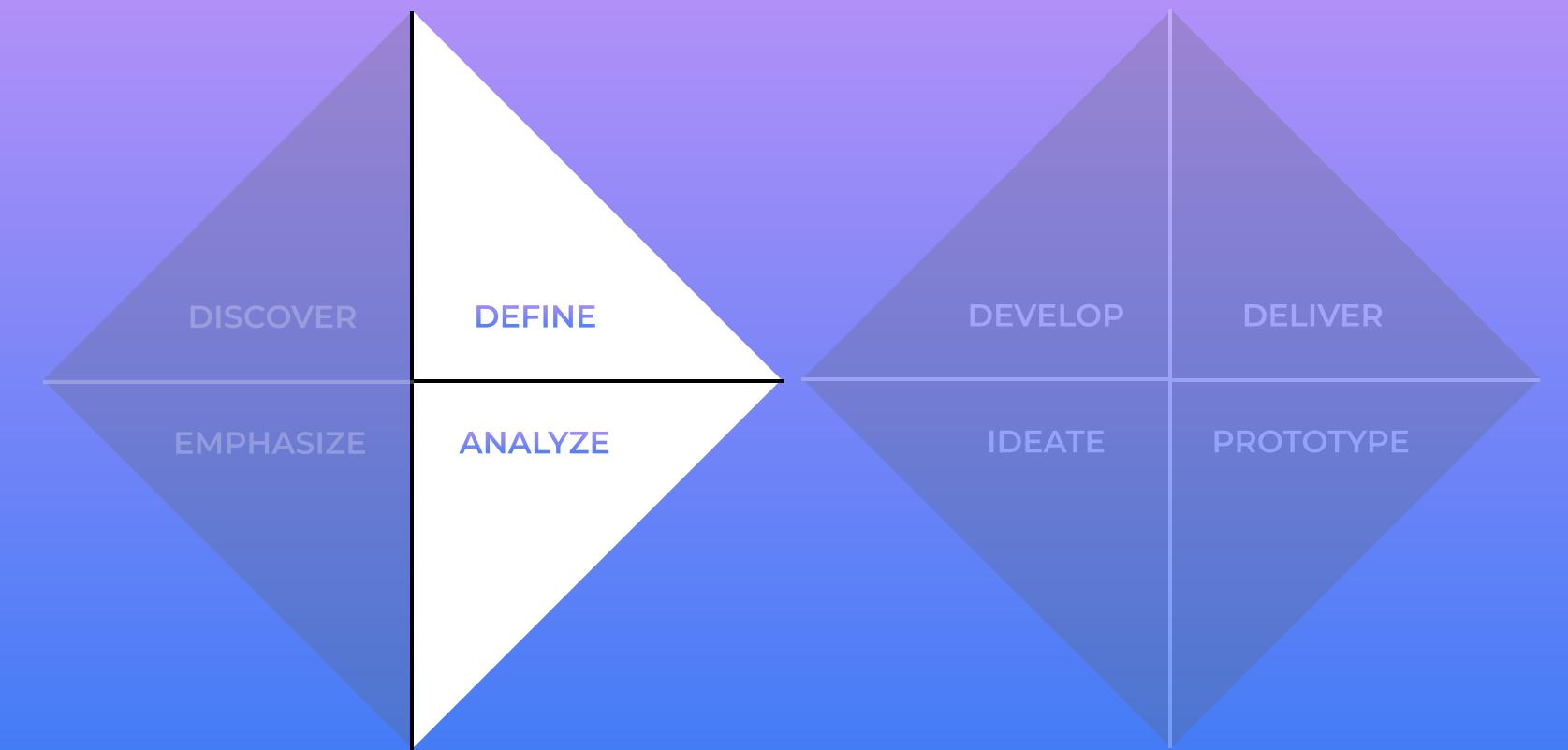
1. Do you like them (neighbour or pet)?
2. Did you meet someone thank to your pet?
3. Are you more introverted or extroverted (long answer and then rate 1 to 6)?
4. Whats the biggest problem of having a pet?
5. Have you encountered any difficulties regarding socializing because of your pet? (ex. you had to cancel an event...)
6. Whats the biggest blessing of having a pet?
7. How many times do you interact/go outside with your pet?
8. Do you think your pet needs to socialize with other pets? If yes, why and how? If not, why not?

TECHNOLOGY

1. Do you use any technology (app, devices) connected to your pet? If yes, how and when do you use it? If not, would you like to have one?
2. Do you have any ideas on what technology would make having a pet easier?

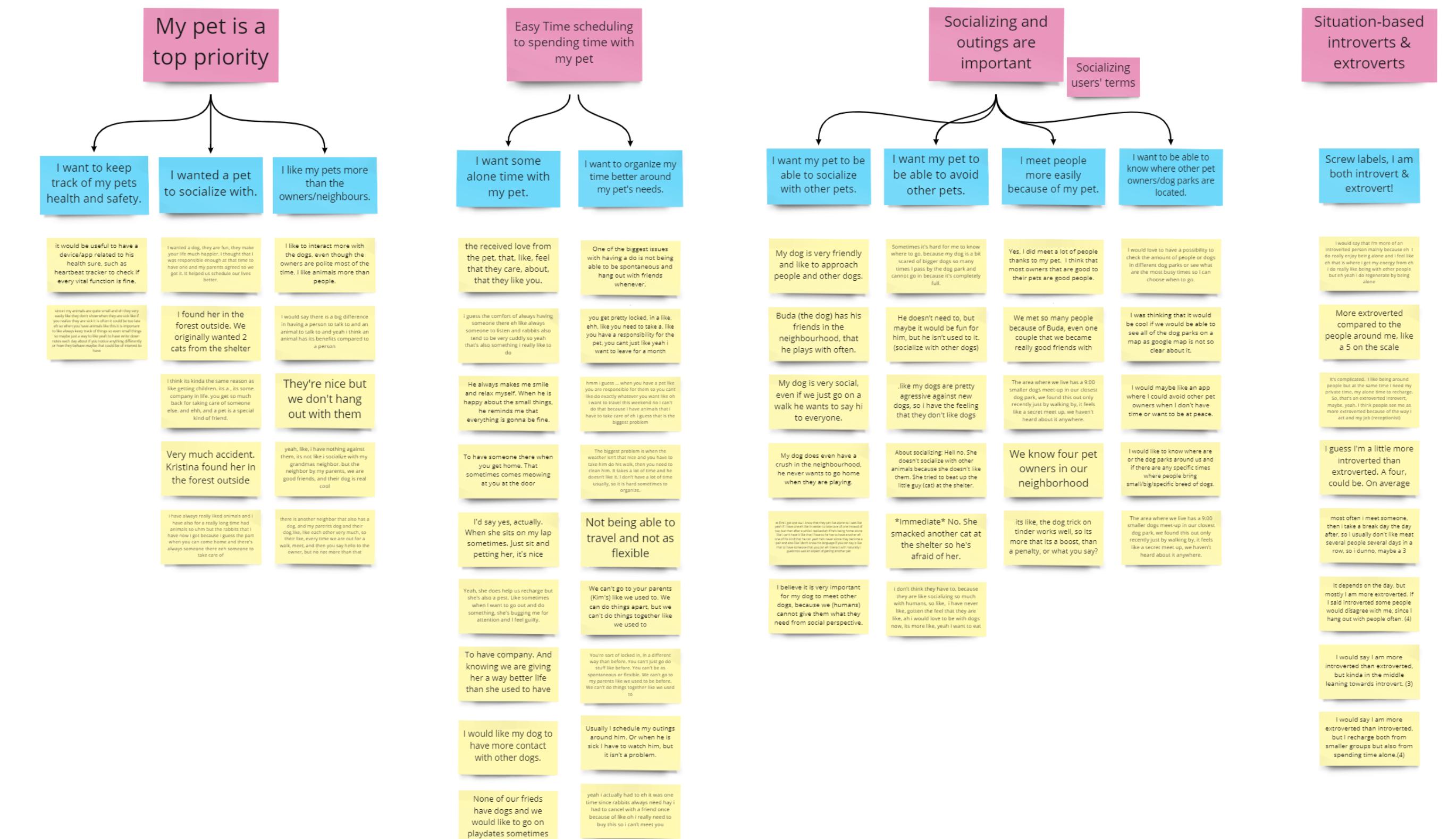
DOUBLE DIAMOND METHOD:

DEFINE/ANALYZE: AFFINITY DIAGRAM



DEFINE PROBLEM:

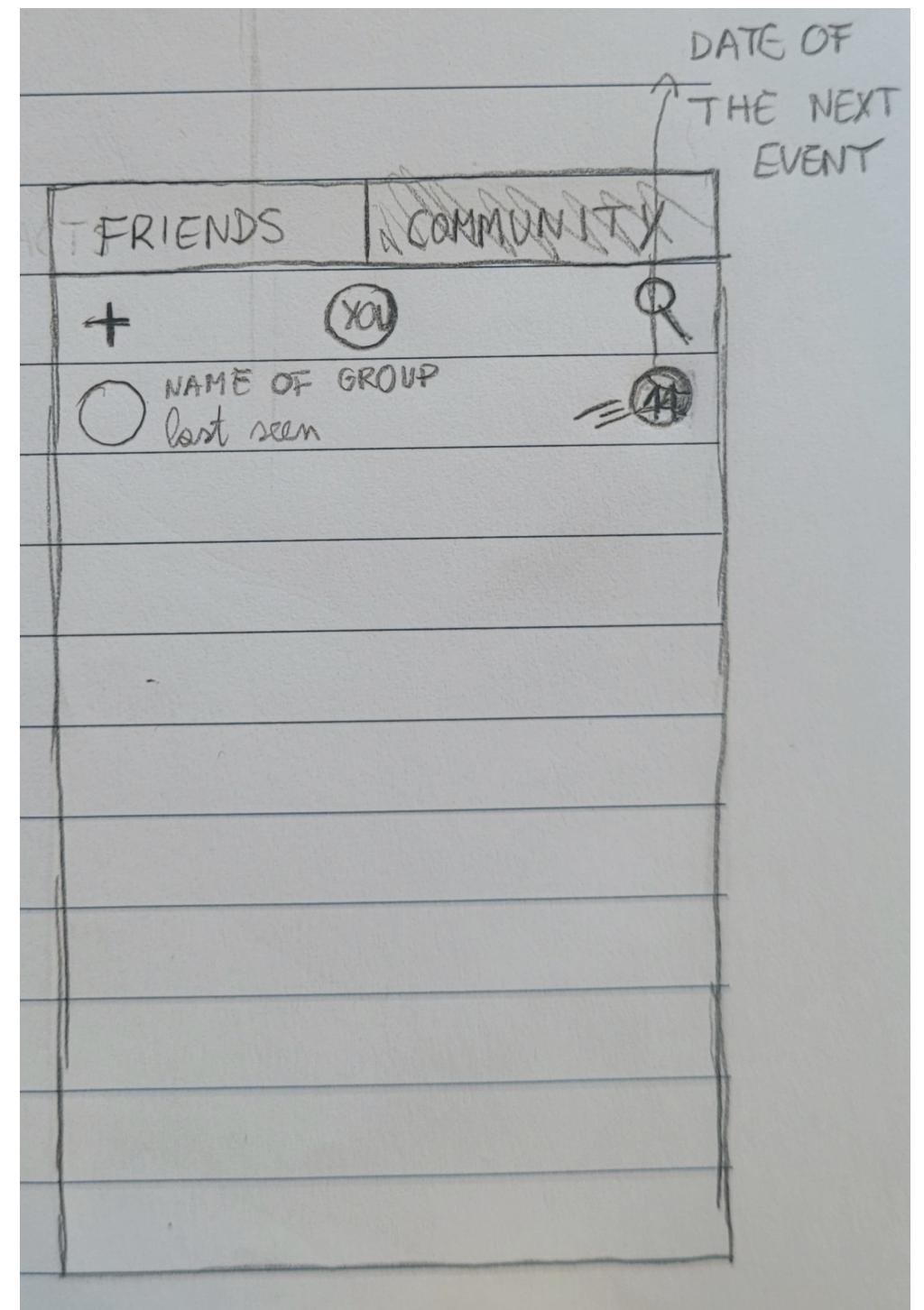
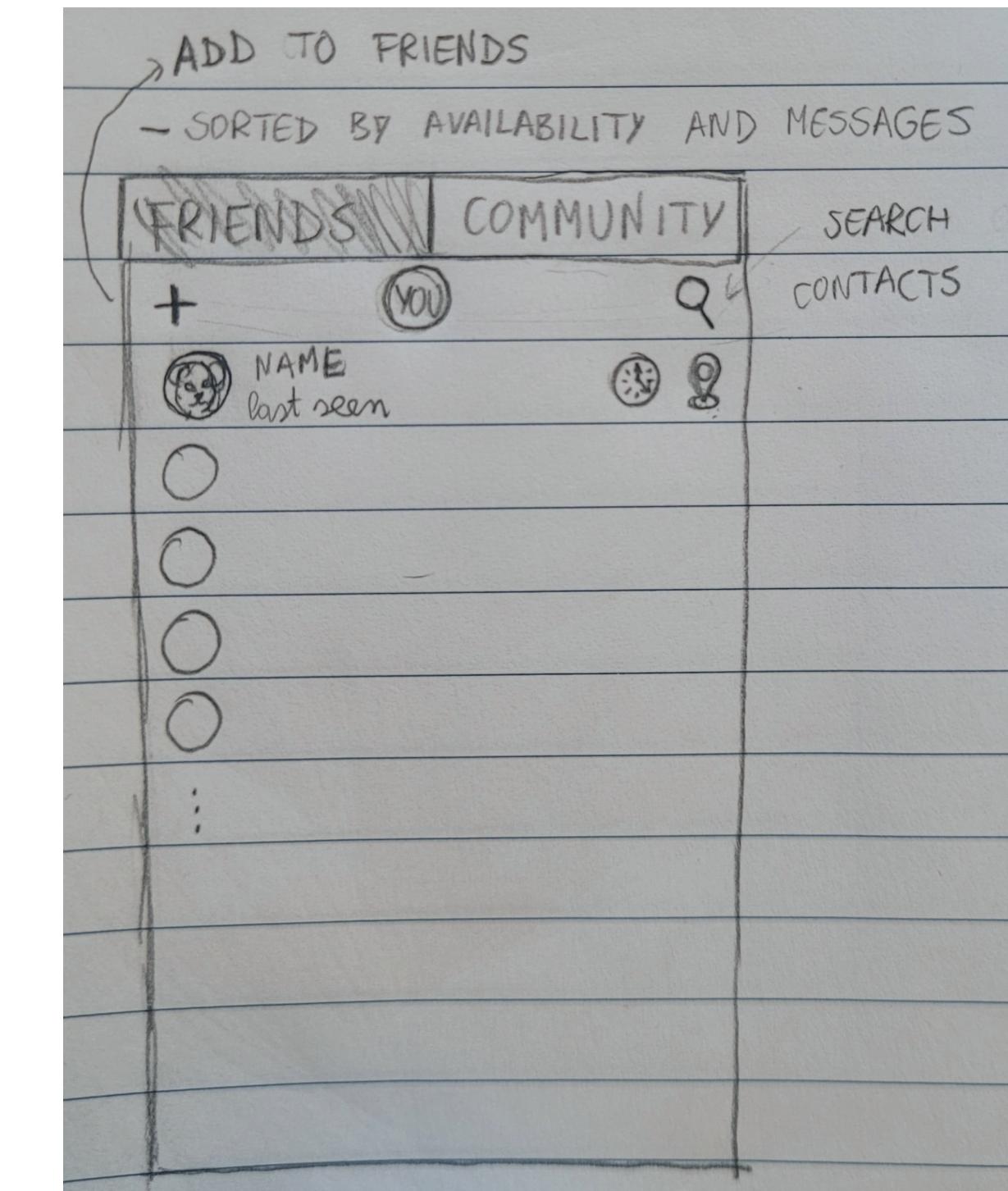
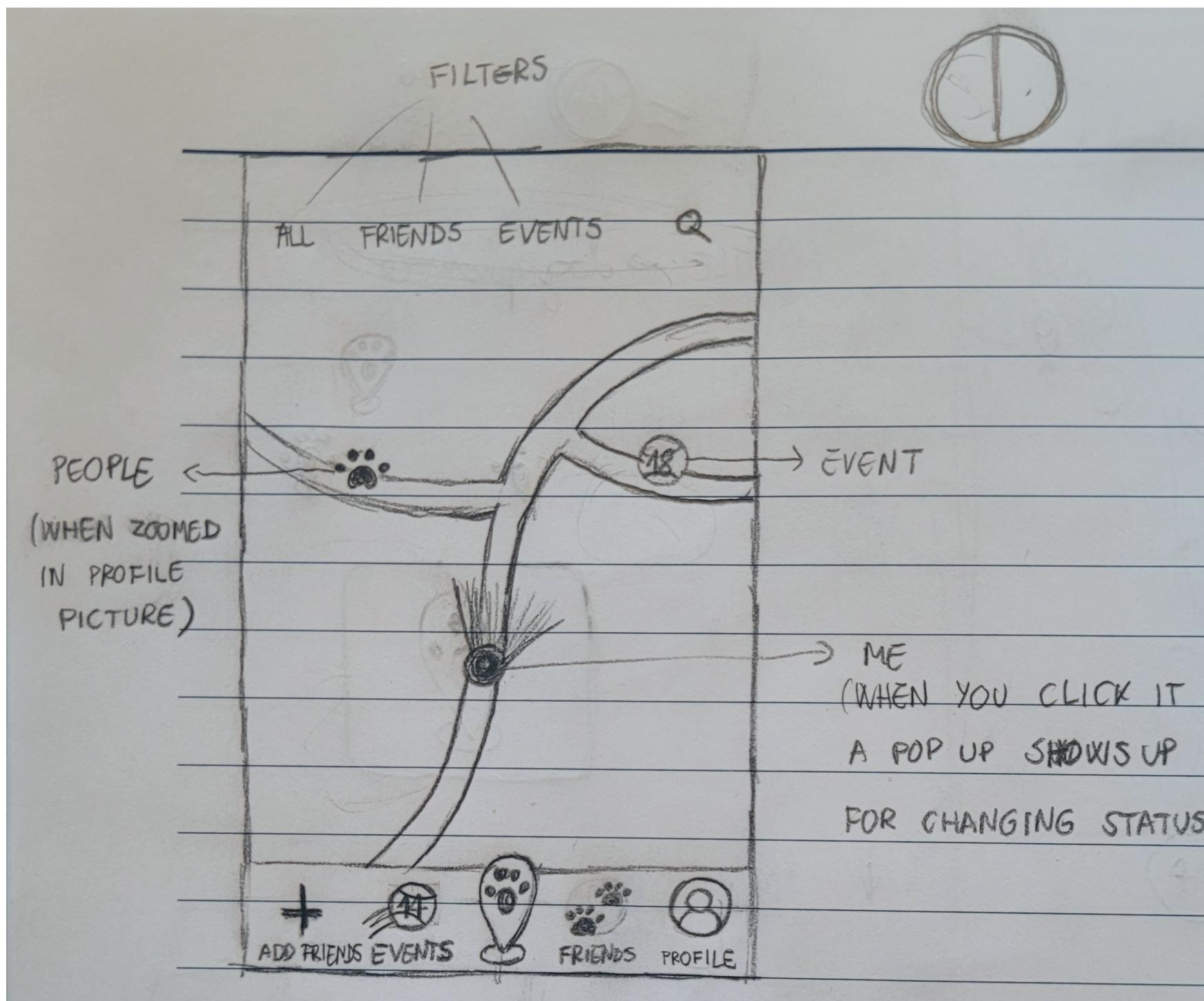
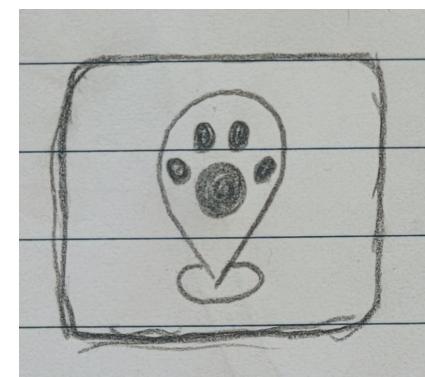
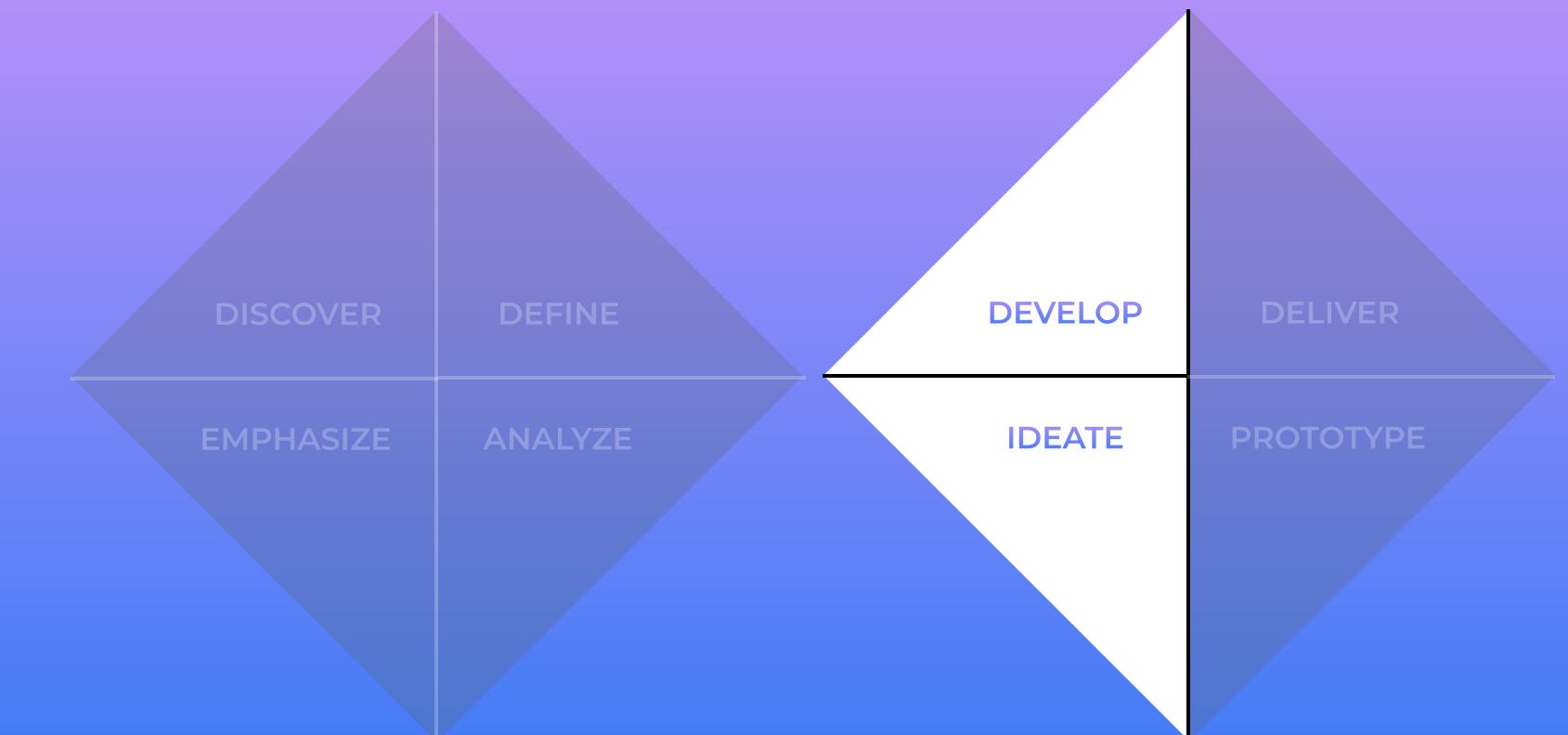
Pet owners (both introverts and extroverts) need a way to socialize and organize their outings with their pet because sometimes they want to or do not want to meet other pet owners.



DOUBLE DIAMOND METHOD:

DEVELOP/IDEATE:

BRAINSTORMING & SKETCHES



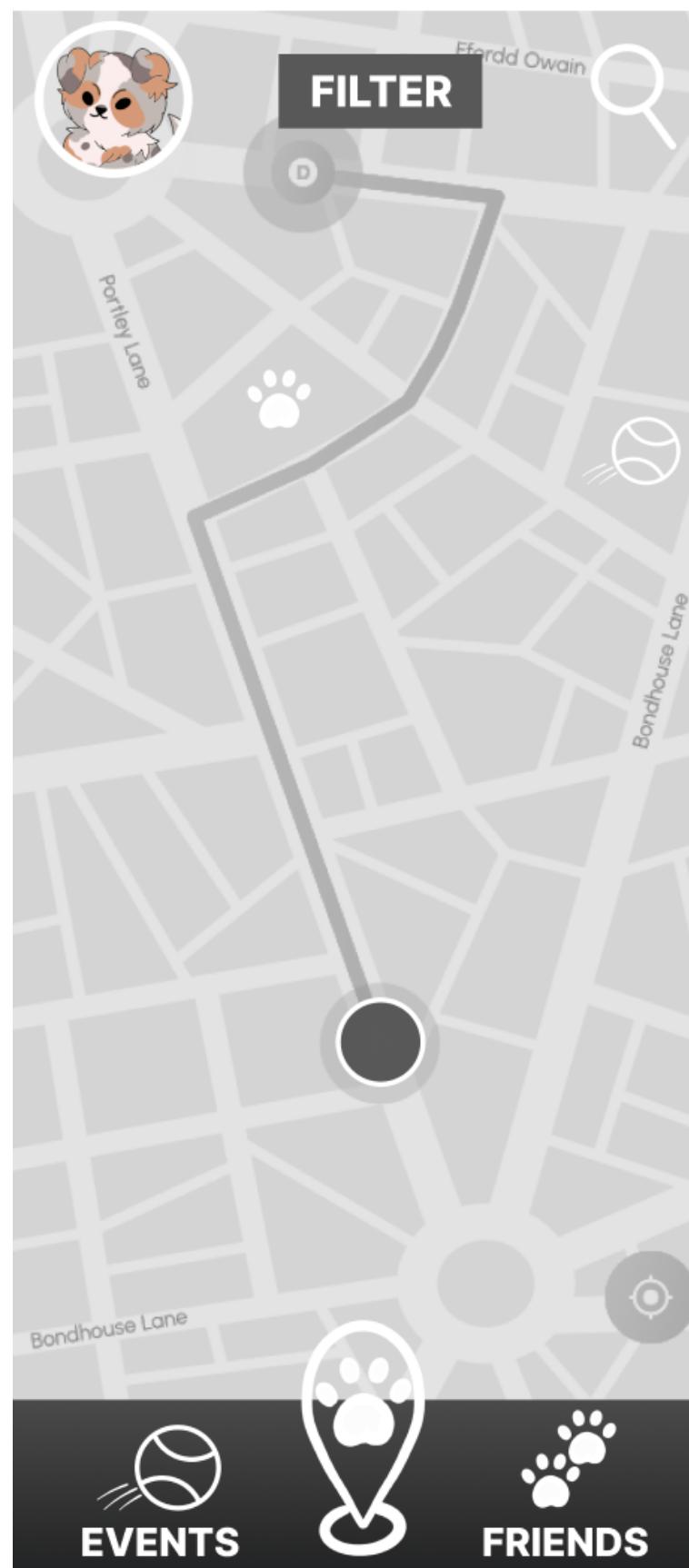
DEVELOP/IDEATE: DRAWINGS & ICONS



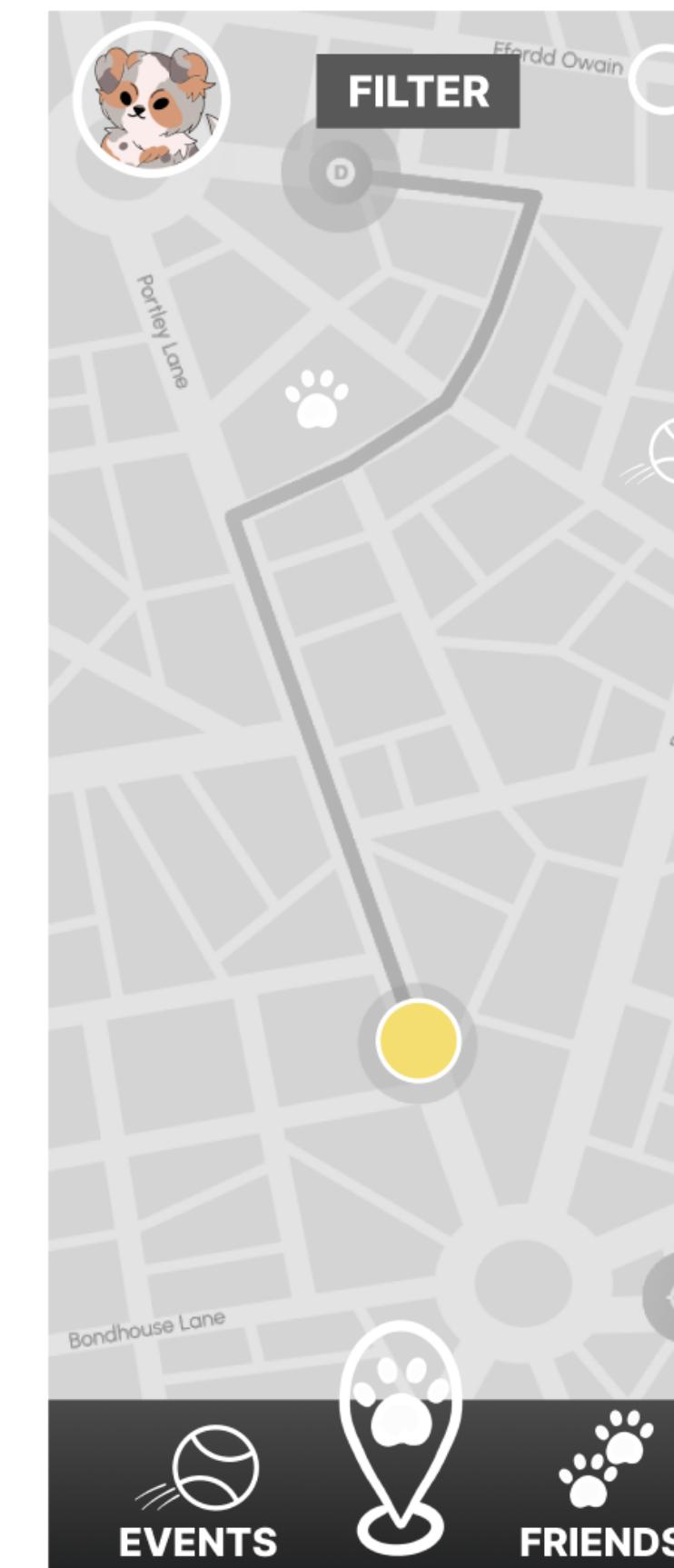
DOUBLE DIAMOND METHOD:

SCENARIOS

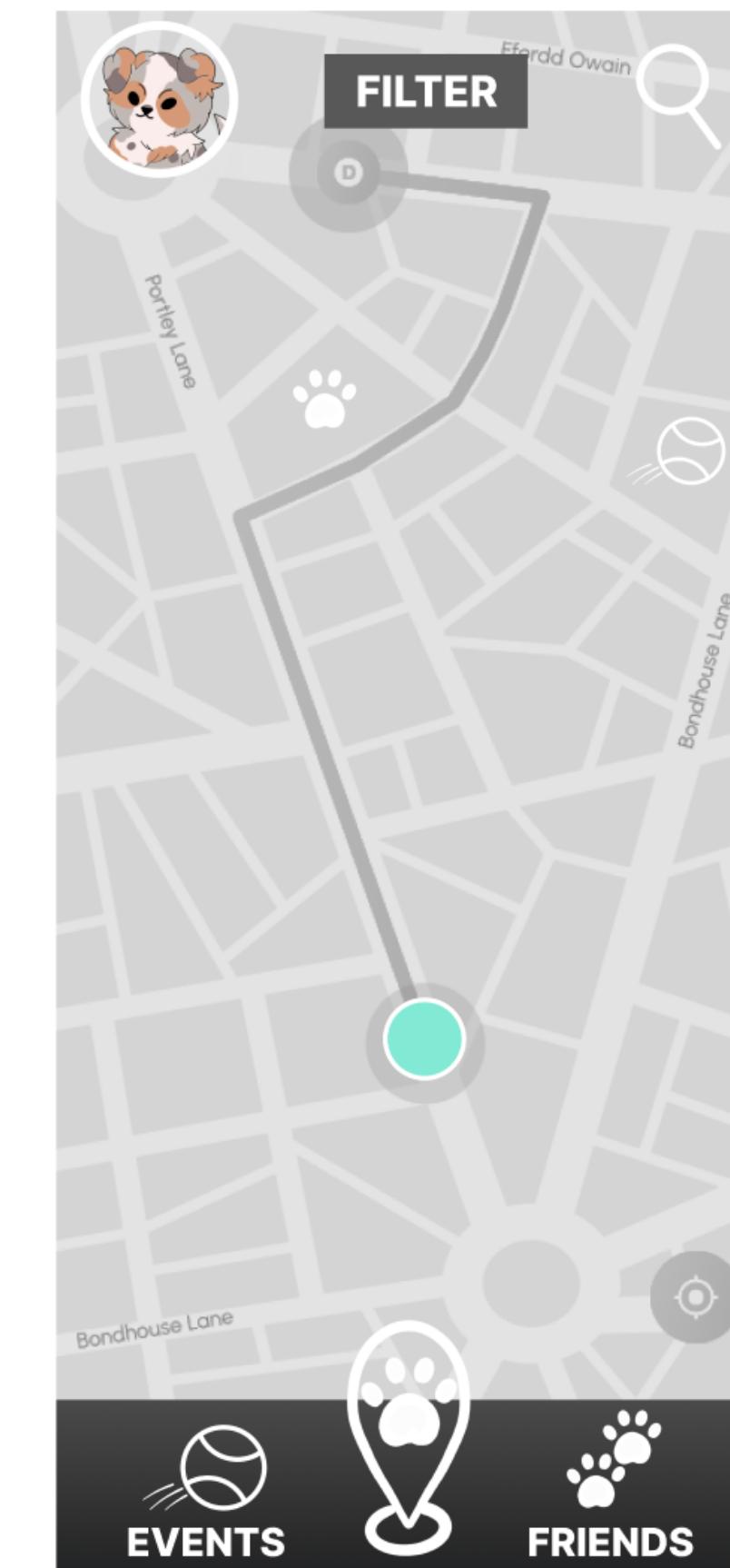
INCOGNITO MODE



FRIENDS MODE

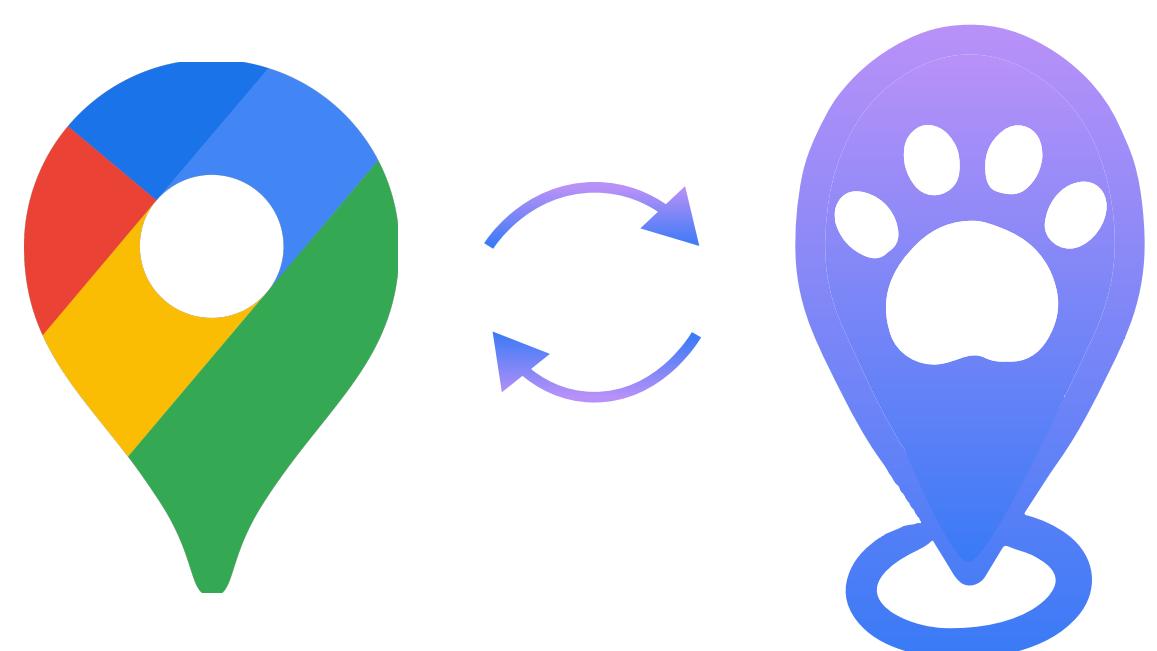
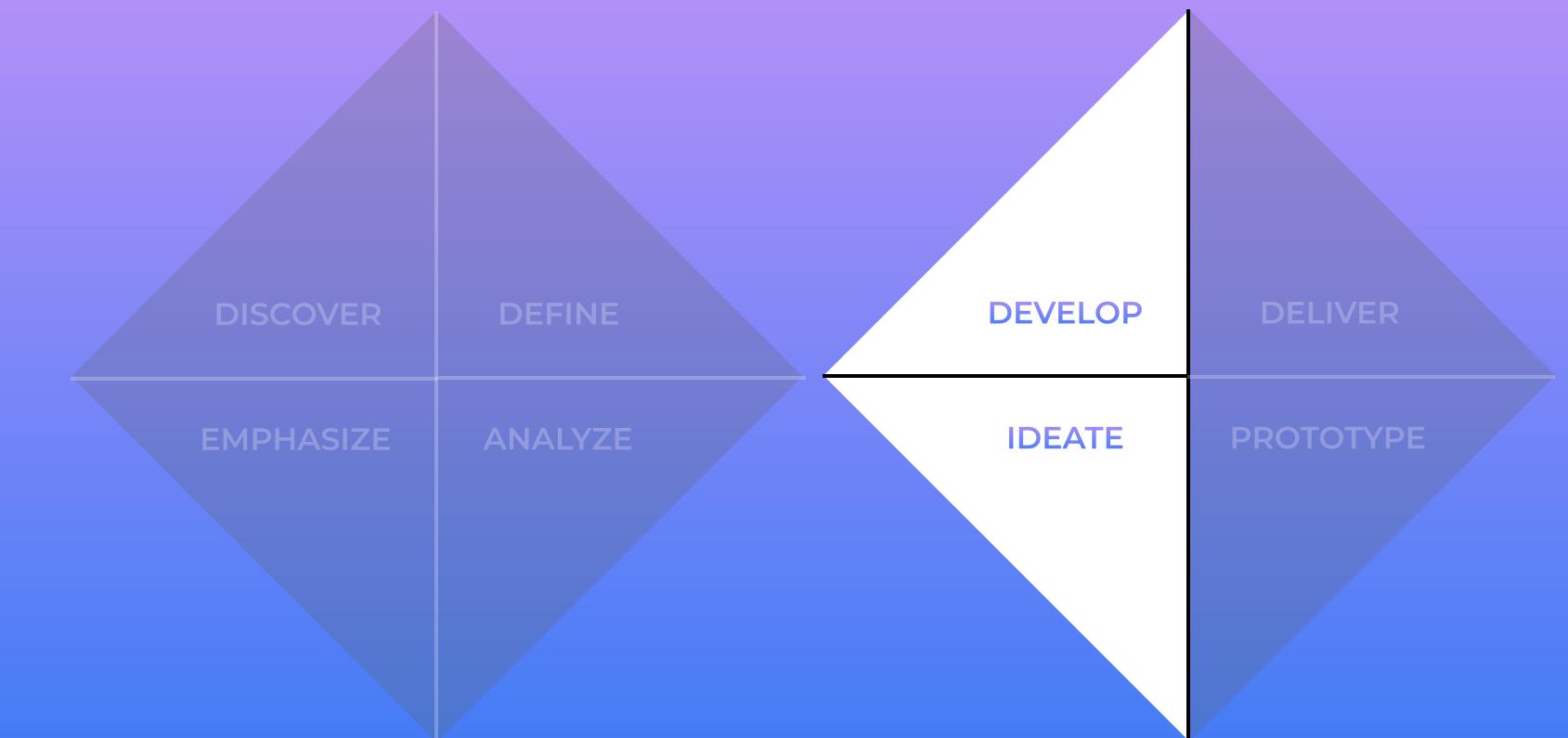


VISIBLE TO ALL MODE



DOUBLE DIAMOND METHOD:

DEVELOP/IDEATE: FEEDBACK



Google Maps
Synchronization



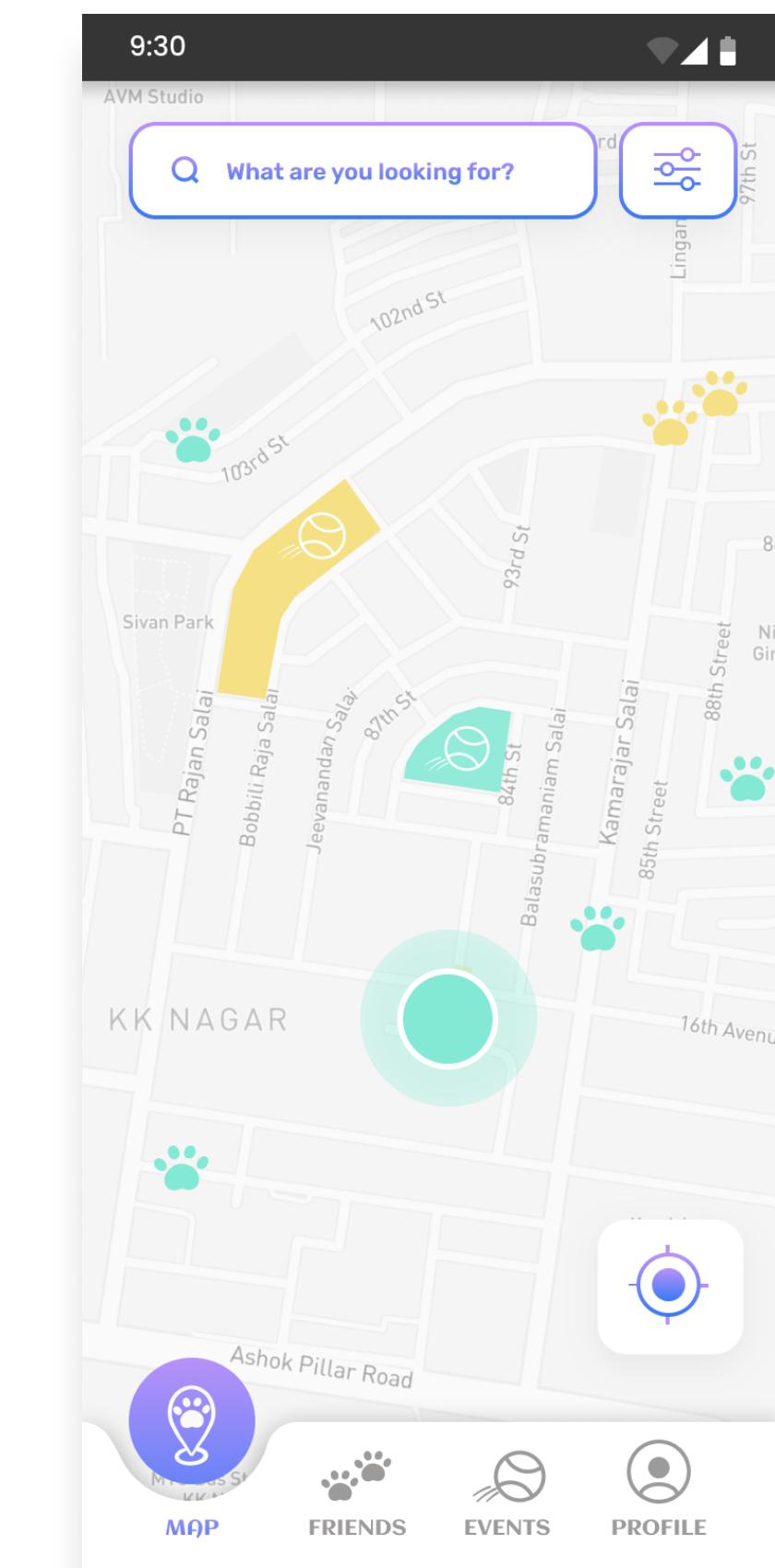
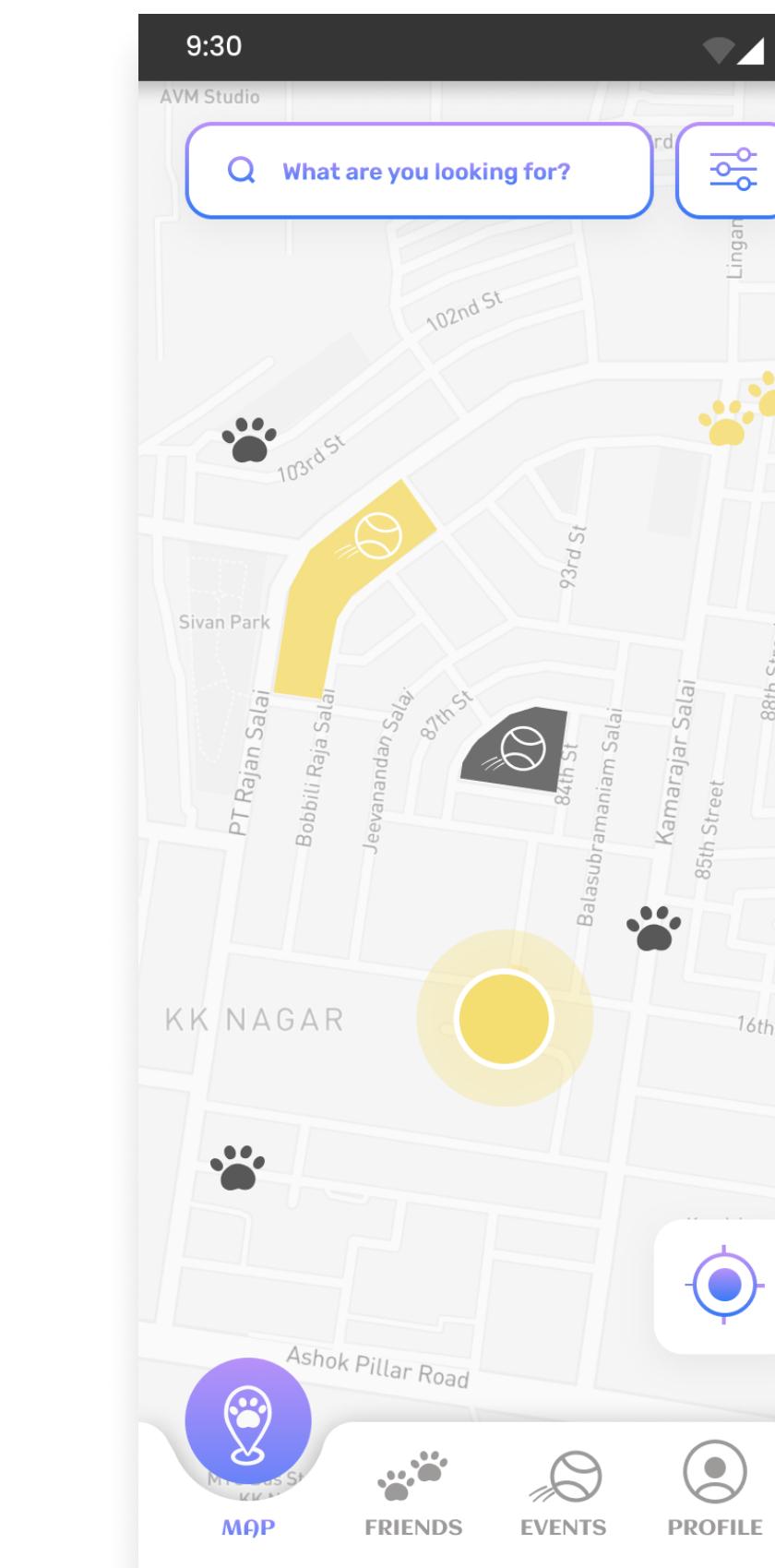
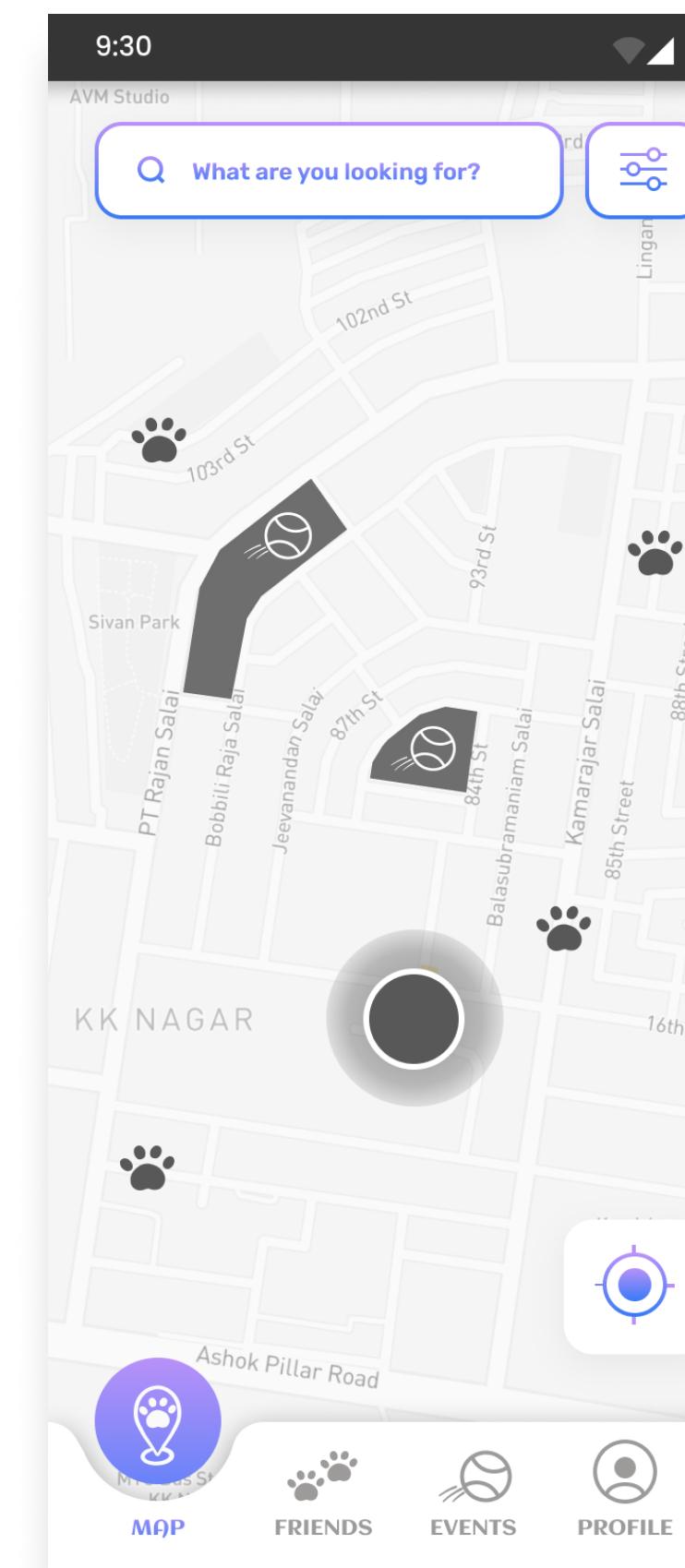
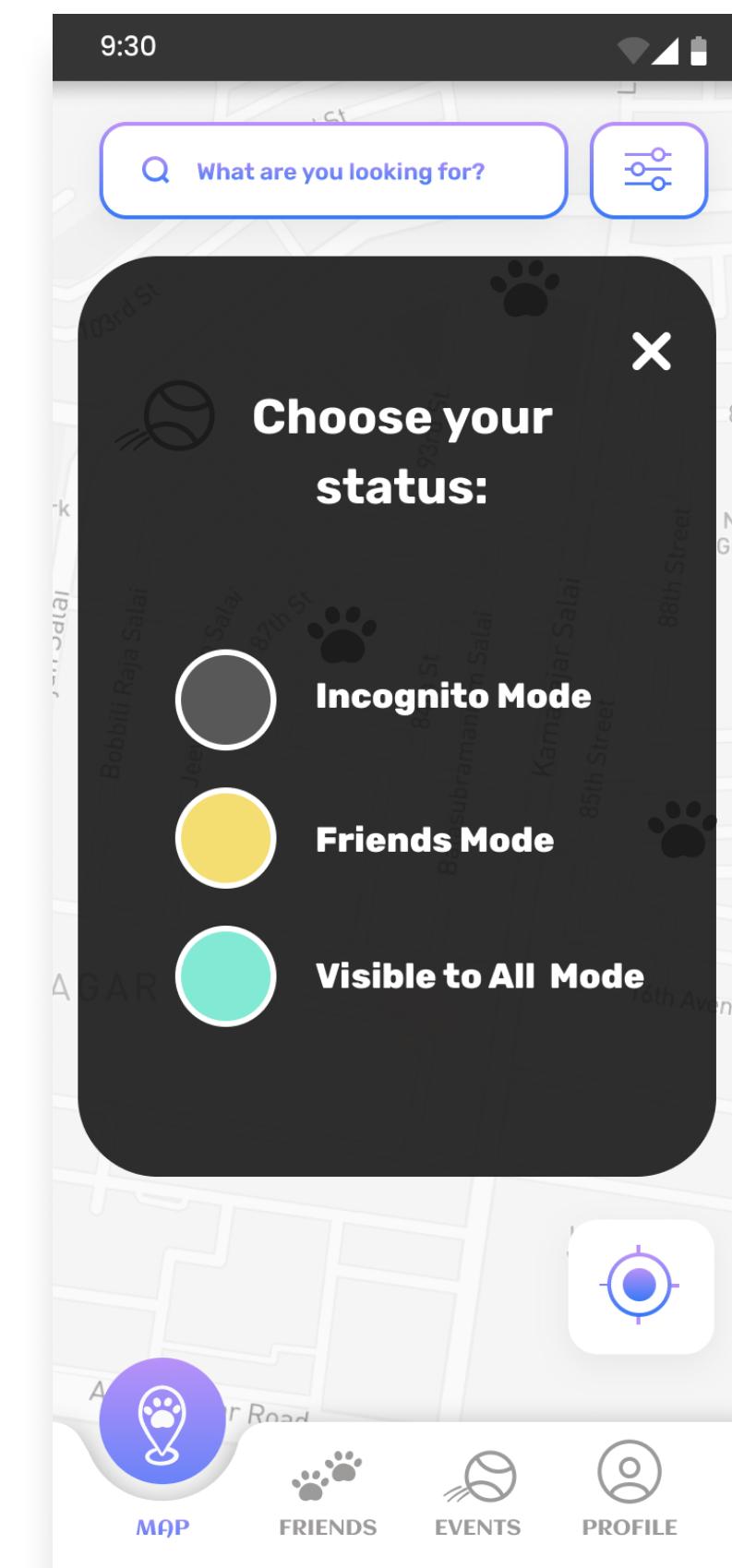
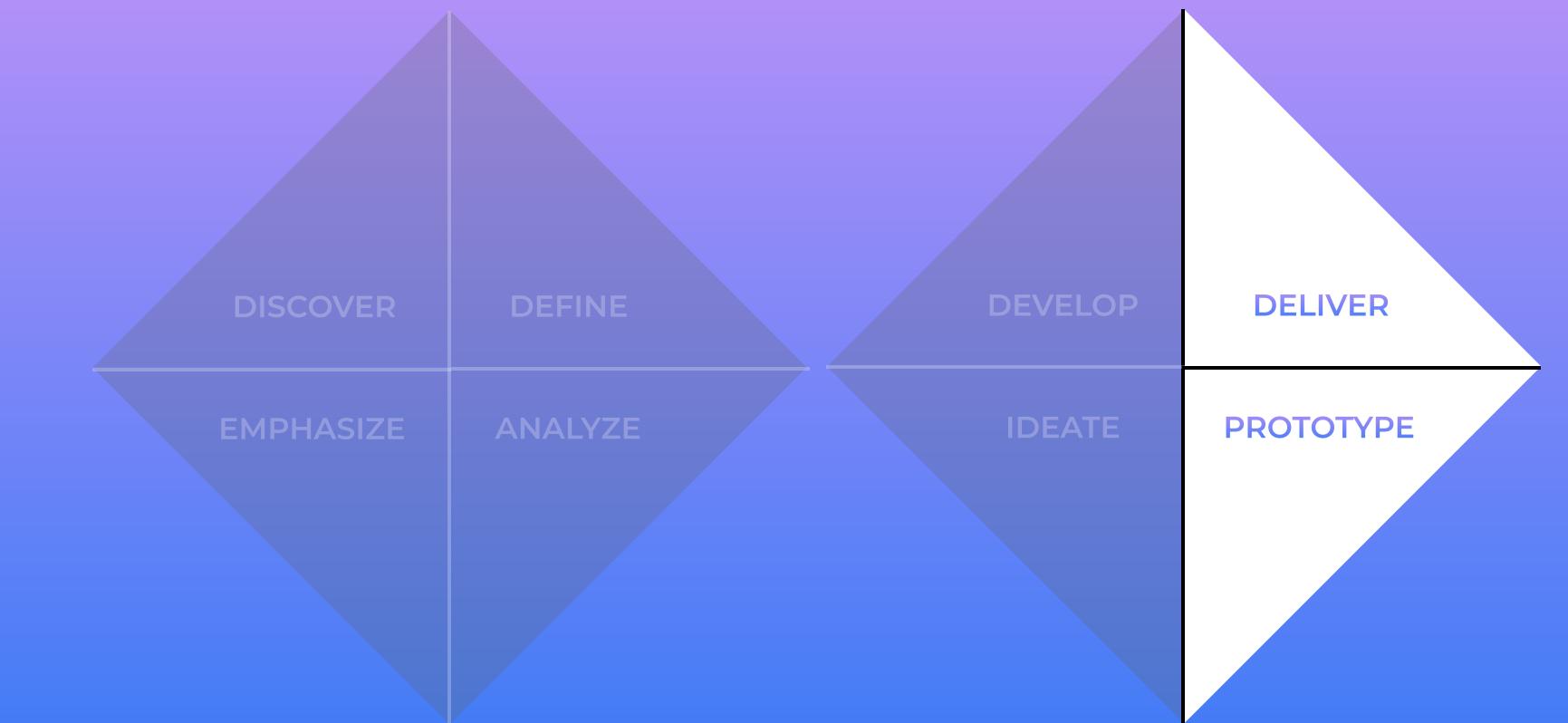
Private or Public Events?
How to differentiate?



Notification for dog
type & breed events

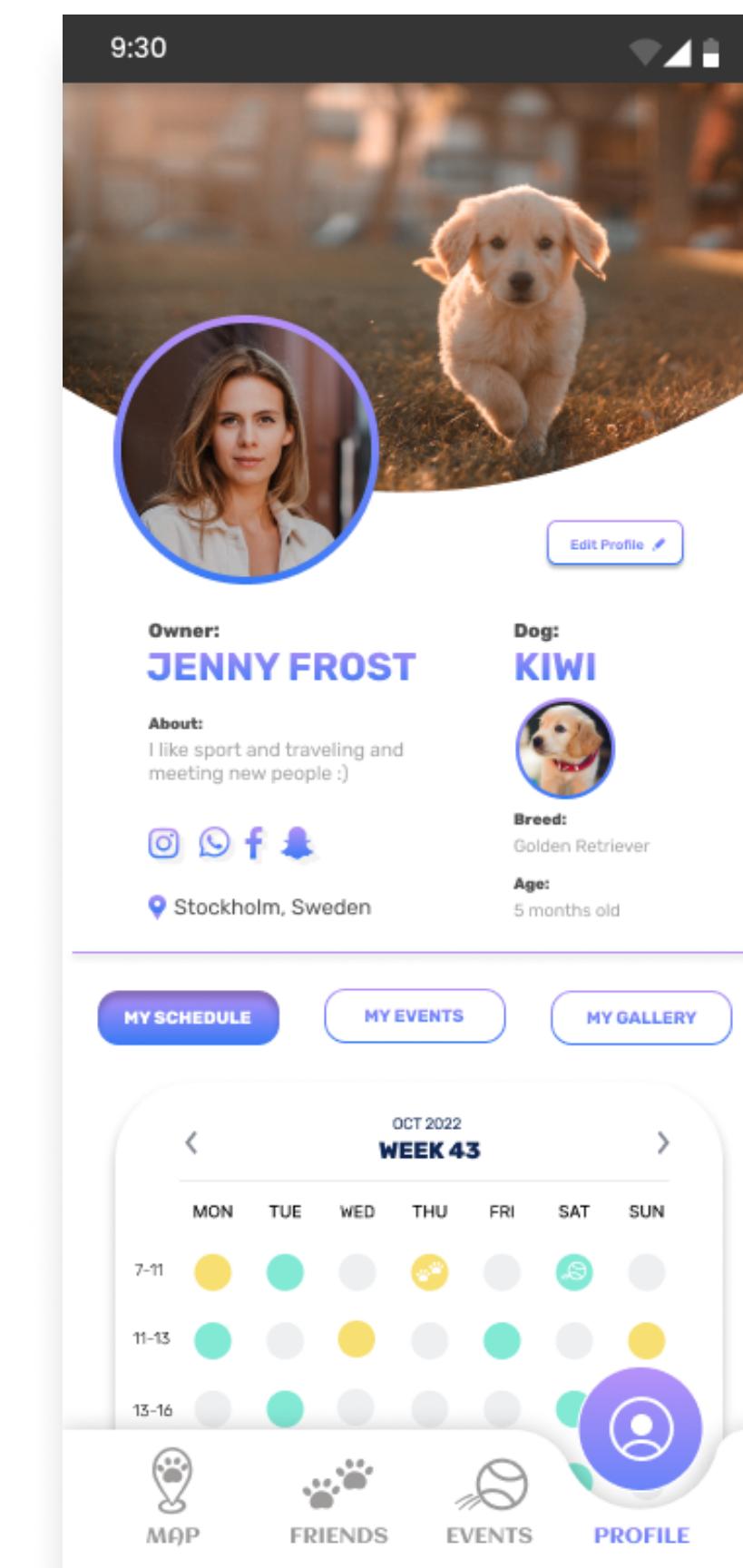
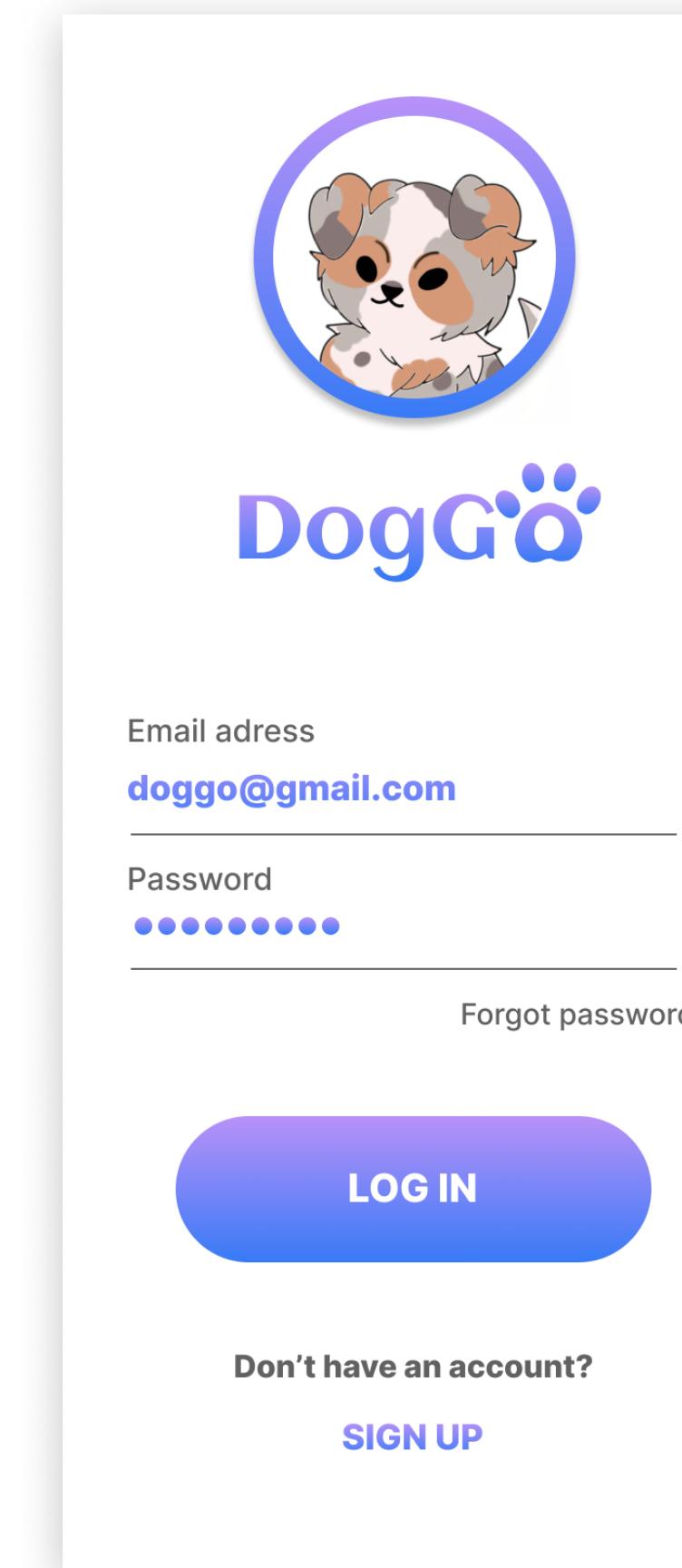
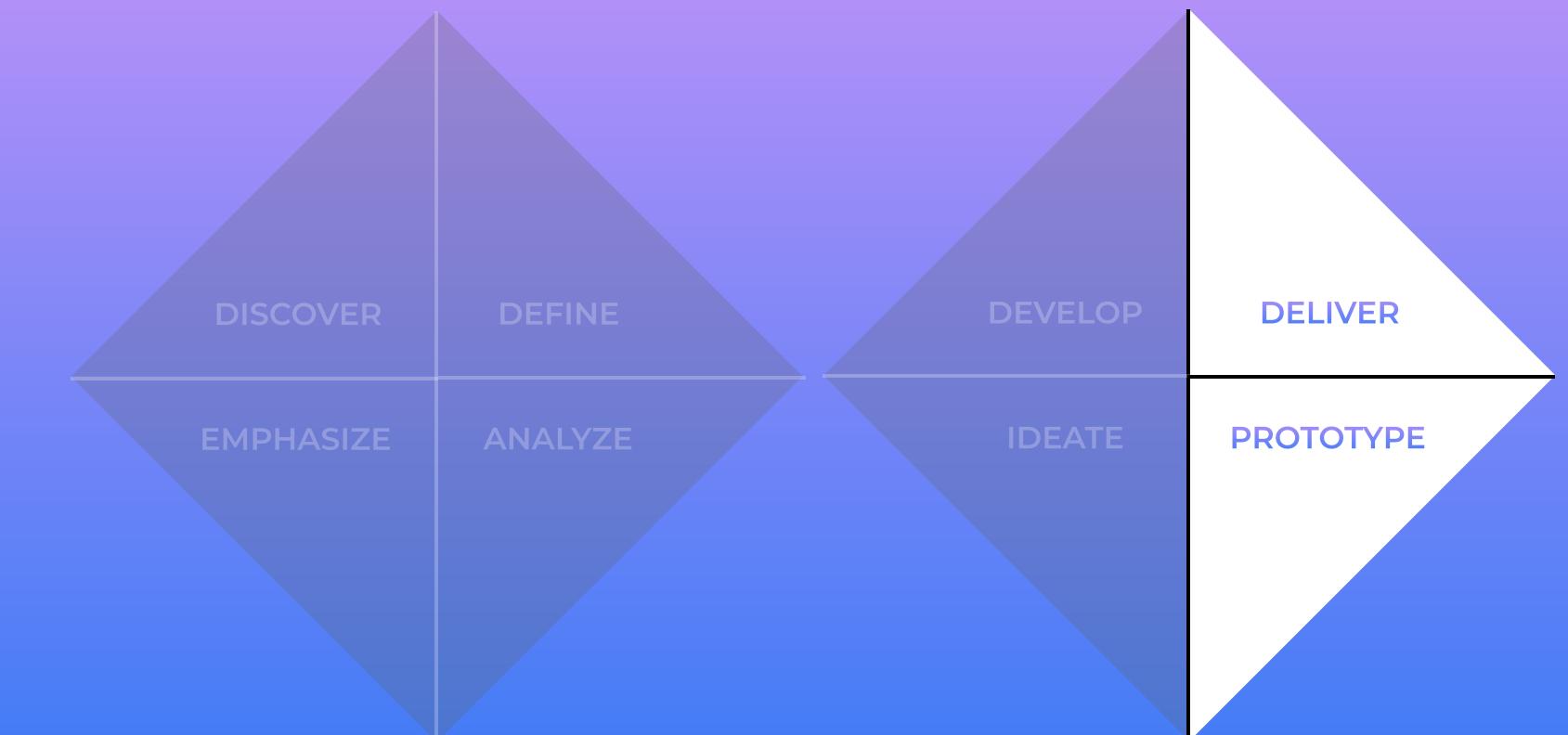
DOUBLE DIAMOND METHOD:

DELIVER/PROTOTYPE: FIGMA



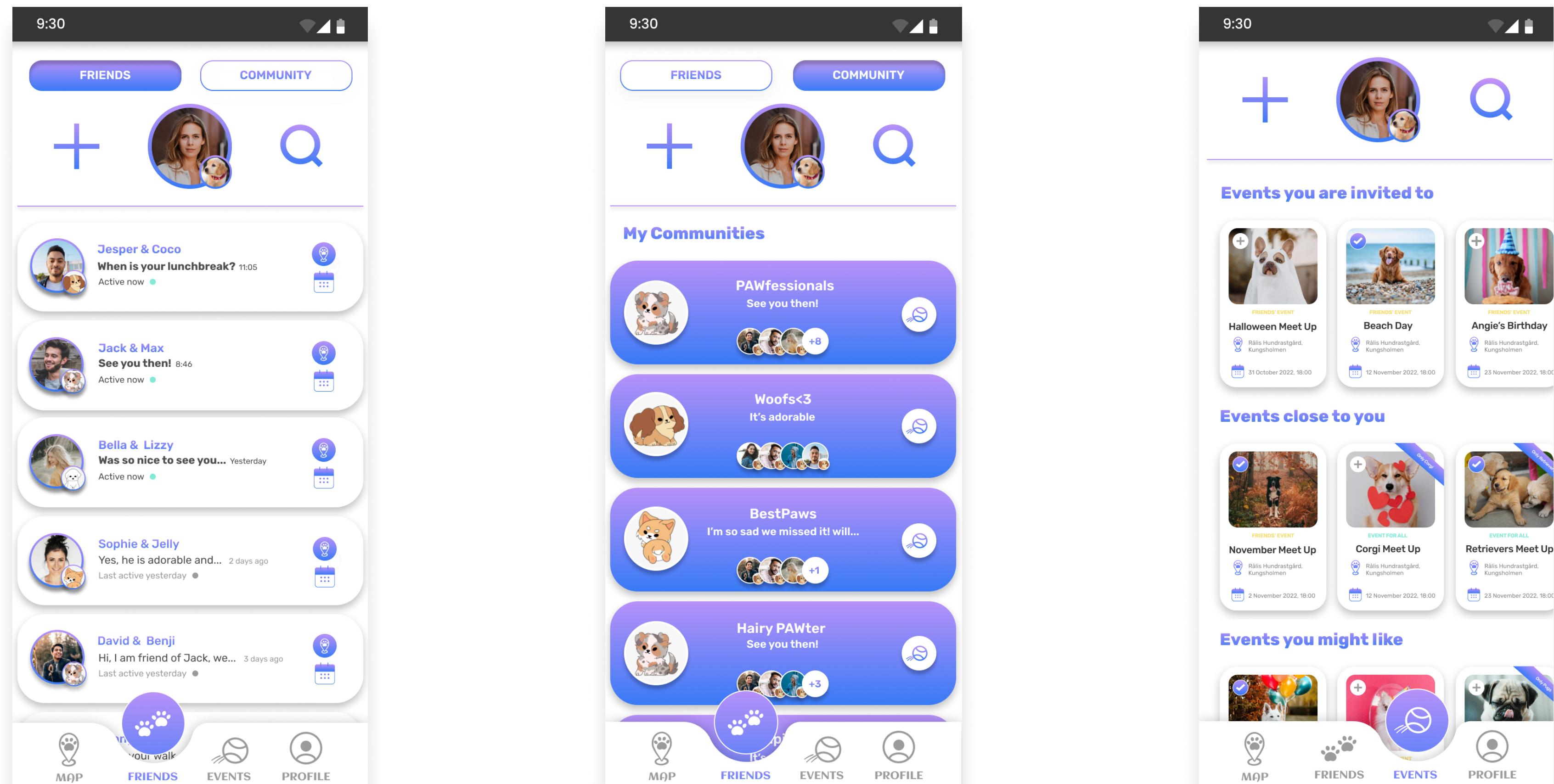
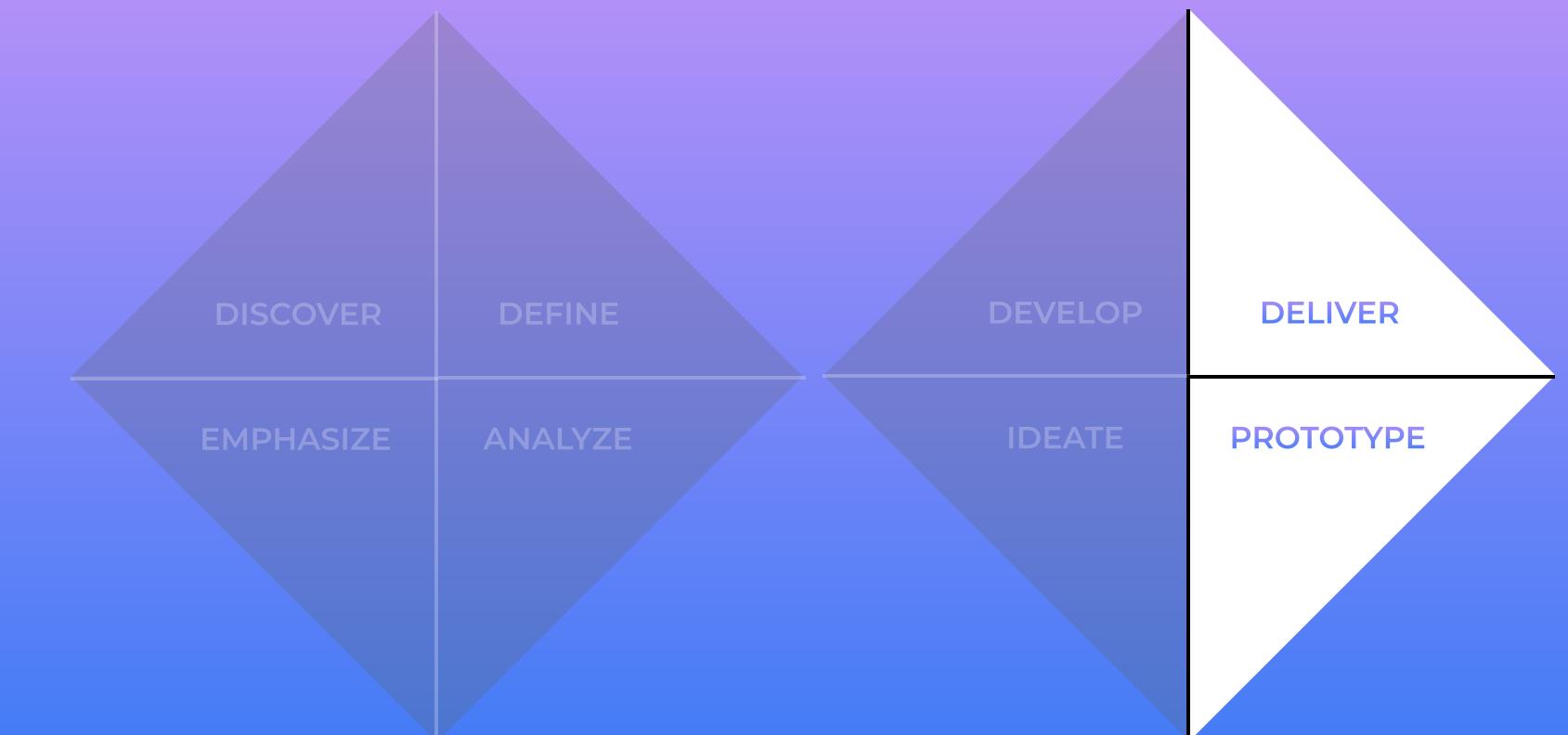
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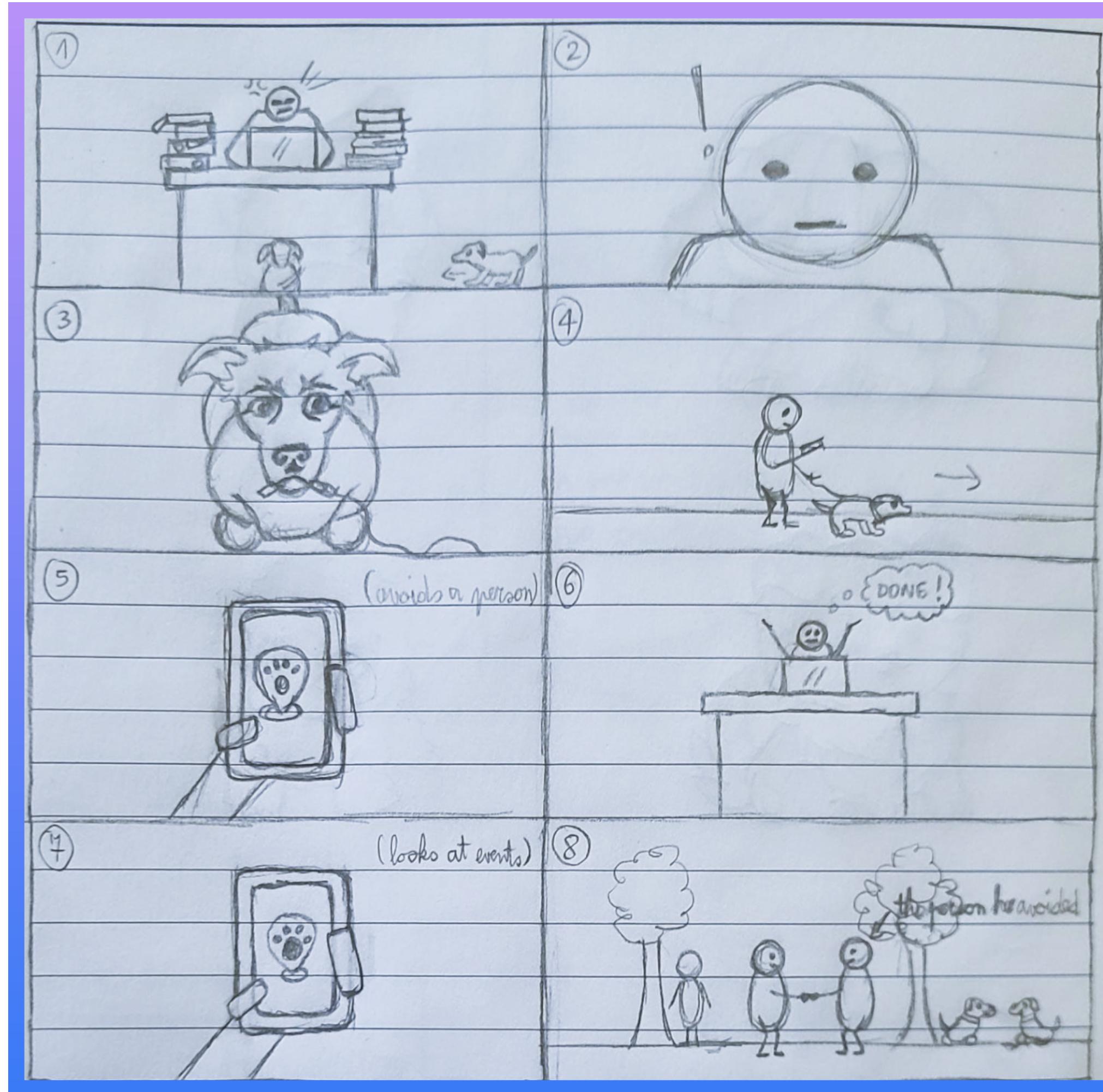


VALIDATE

DELIVER/PROTOTYPE: FRIENDS & EVENTS SCREEN



STORYBOARD



Script & Scenes

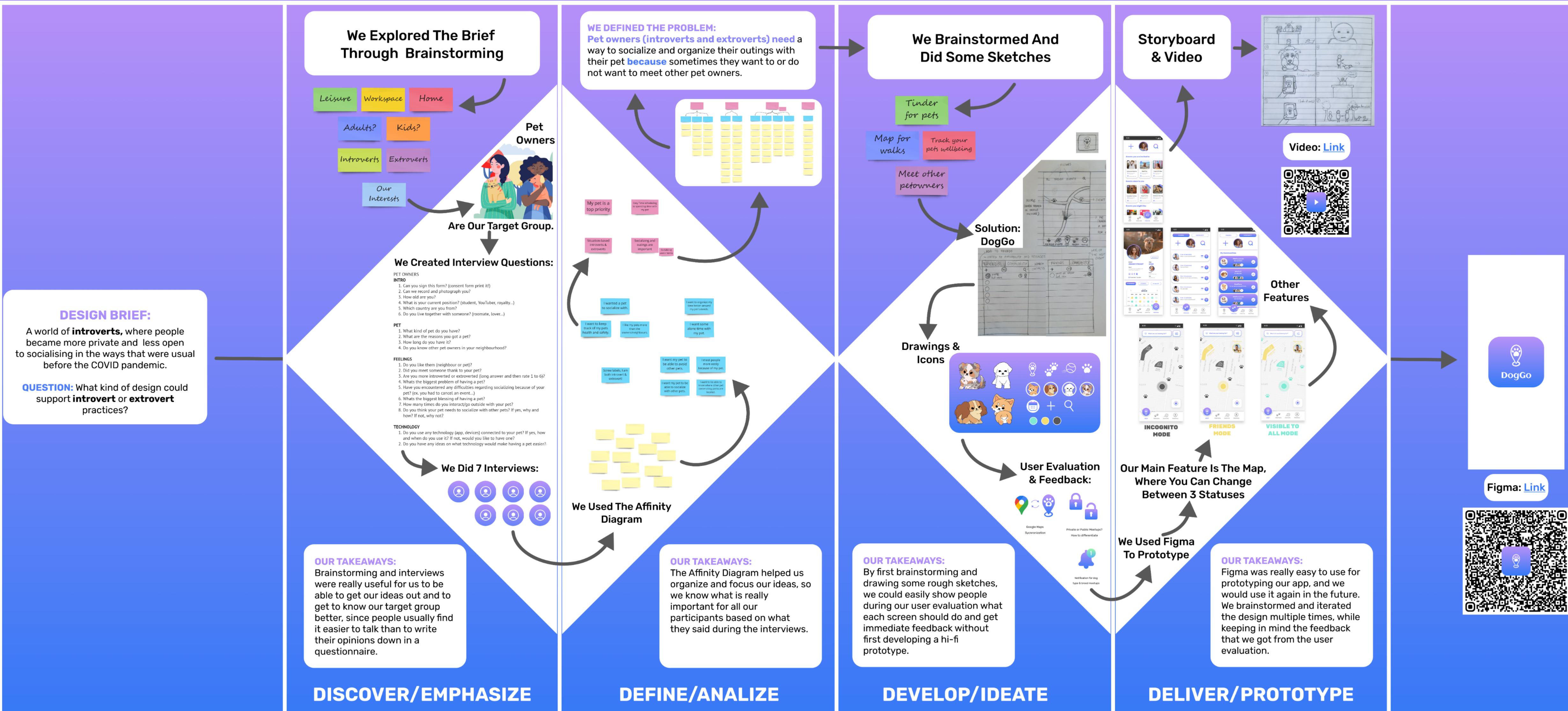
1. Domi's Place: Person at their desk doing work
2. Person has a treat. Dog comes to the person and looks up at them
3. Person and dog is outside. Shot of them outside. Person walks in and out of frame
4. While walking their dog, they take out their phone
5. Close of the phone in their hand. They are opening the app.
6. Cut. Animation of the app. Narrator asks what it's for. Explanation of the status and the app in general
7. Cut. Close up of their hand and phone. Hand clicks on third status. App changes color for status
8. Another person comes toward. Blinking in the app moves. The person is red. Alert when they're close.
9. Cut to other person with phone. Cut of her. She has her phone. Close up of phone. She sees the person and then they disappear. She has sad looking face.
10. Cut back to desk. Domi or whoever is happy. No papers on desk. Pan to the clock maybe? She is done with work!
11. We hear a sound. Ding or notification. Pop up of their event is coming up. Think of name of event
12. Cut. Scene of dog. Where she sees the person she avoided earlier.
13. Cut. Dog park. Meet the person and they seem happy. They're friends.
14. Scene of people happy and laughing. Dogs in the background.
15. End credits.

DogGo VIDEO

VIDEO: [LINK](#)



DogGo WORKBOOK



Thank You! 🐾

