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?

DISCOVER/EMPHASIZE

We Explored The Brief Through Brainstorming

Pet Owners

Are Our Target Group.

We Created Interview Questions:

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 diffculties 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

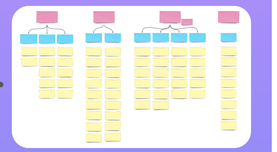
1. Do you use any technology (app, devices) connected to your pet? If yes, how and when do you use it? If not, would you like to have one?
2. Do you have any ideas on what technology would make having a pet easier?

We Did 7 Interviews:

OUR TAKEAWAYS:
Brainstorming and interviews were really useful for us to be able to get our ideas out and to get to know our target group better, since people usually find it easier to talk than to write their opinions down in a questionnaire.

DEFINE/ANALIZE

WE DEFINED THE PROBLEM:
Pet owners (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.



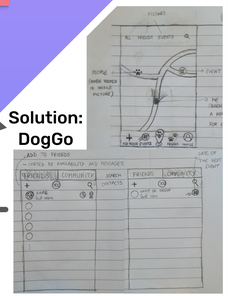
We Used The Affinity Diagram

OUR TAKEAWAYS:
The Affinity Diagram helped us organize and focus our ideas, so we know what is really important for all our participants based on what they said during the interviews.

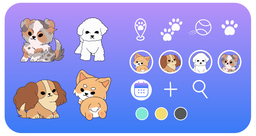
DEVELOP/IDEATE

We Brainstormed And Did Some Sketches

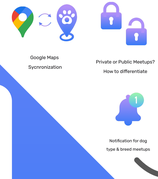
Solution: DogGo



Drawings & Icons



User Evaluation & Feedback:



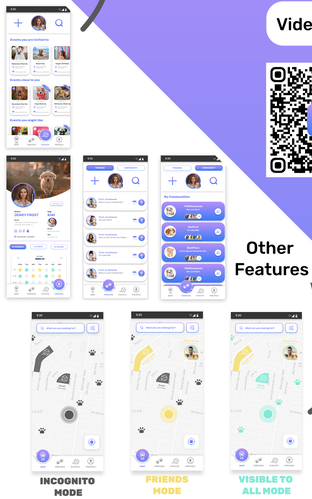
OUR TAKEAWAYS:
By first brainstorming and drawing some rough sketches, we could easily show people during our user evaluation what each screen should do and get immediate feedback without first developing a hi-fi prototype.

DELIVER/PROTOTYPE

Storyboard & Video

Video: Link

Other Features



Our Main Feature Is The Map, Where You Can Change Between 3 Statuses

We Used Figma To Prototype

OUR TAKEAWAYS:
Figma was really easy to use for prototyping our app, and we would use it again in the future. We brainstormed and iterated the design multiple times, while keeping in mind the feedback that we got from the user evaluation.

DogGo

Figma: Link