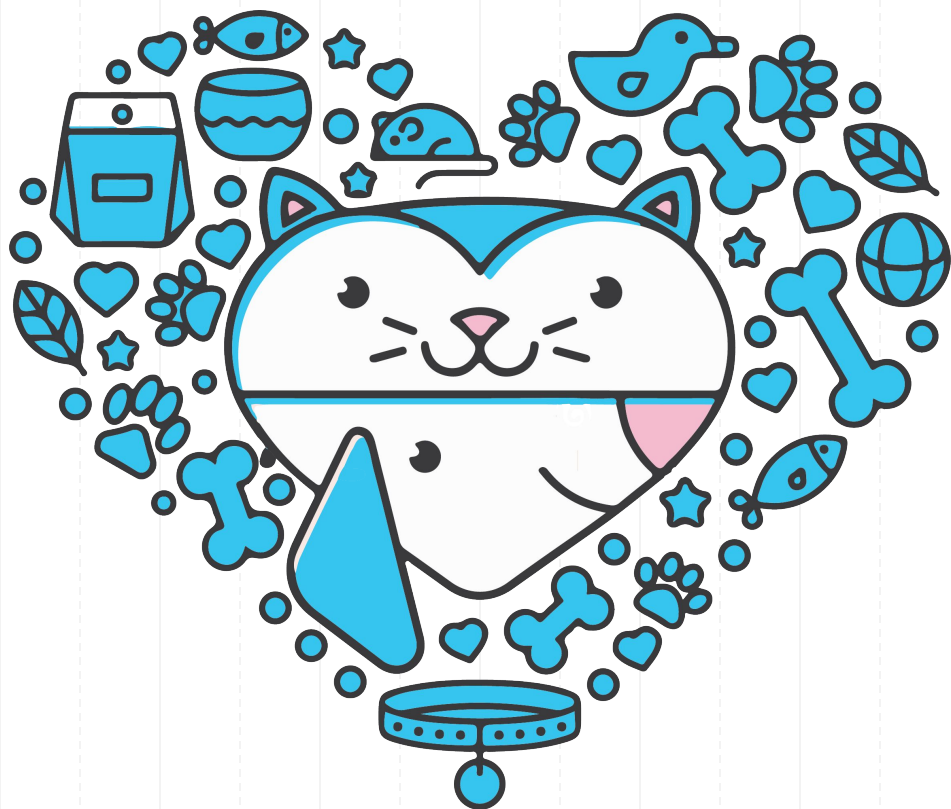




**Fidus**  
Marissa Pore





# Research

Understand Vision and Users

1

# MAN'S BEST FRIEND



## TOP BENEFITS OF PET OWNERSHIP



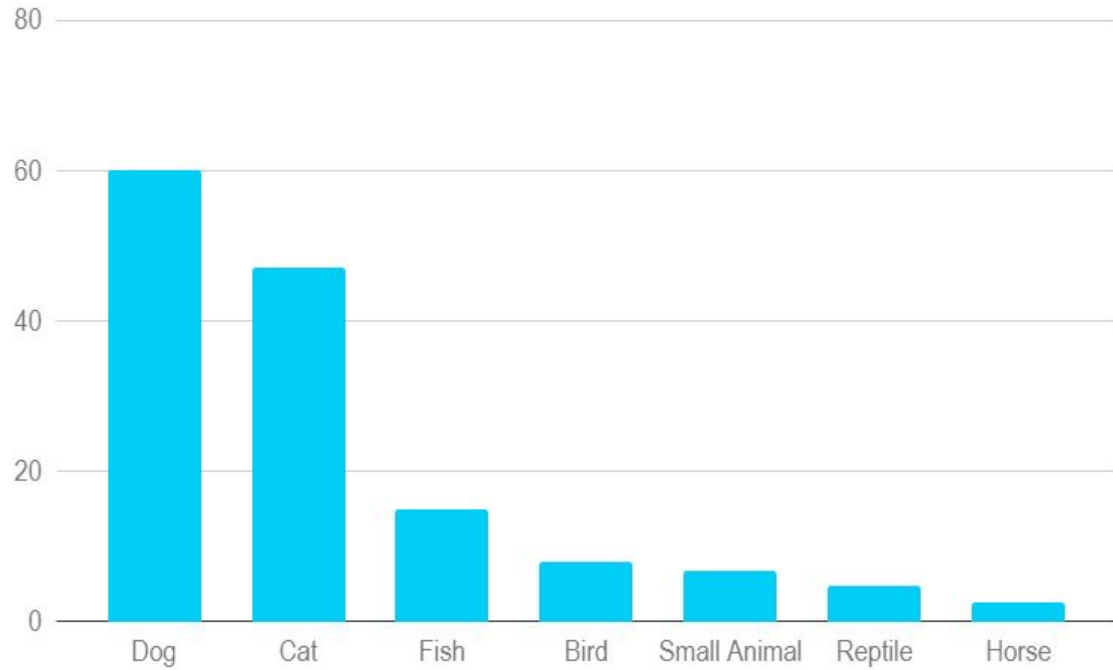
**90%** Makes me happy.

**71%** Helps reduce my stress.

**65%** Makes my family happy.

[Houzz Study](#)

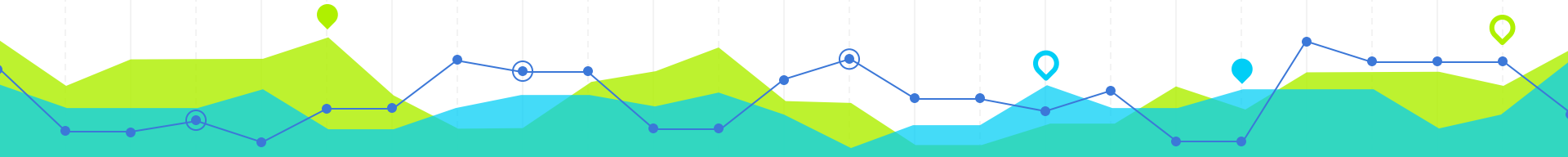
# Number of US Households That Own a Pet (millions)



“

*More people are living alone, living without kids, having fewer kids, having kids later, living longer — there's a larger demographic of Americans attached to pets*

Hal Herzog, Professor of Psychology



# PART OF THE FAMILY

## DOGS COMMAND MORE DOLLARS

People are more likely to spend on pet-related items for their dogs than their cats.



**22%** spent over \$1000 on dogs in the last two years vs. **14%** of cat owners!

Meanwhile, **27%** of cat owners spent less than \$100 vs. just **15%** of dog owners.

[Houzz Study](#)



In 2017,

# \$69.51 BILLION

was spent on our pets in the US

Food	\$29.07 billion
Supplies/OTC Medicine	\$15.11 billion
Vet Care	\$17.07 billion
Live animal purchases	\$2.1 billion
Pet Services: grooming & boarding	\$6.16 billion

APPA





North America's pet health insurance sector posted record growth in 2015 with

**\$774 million**

in combined gross written premiums, representing a

**17.2% increase**

over 2014





# 1 OUT OF 4

animals could be saved if just *one* pet first aid technique was applied

[American Animal Hospital Association](#)



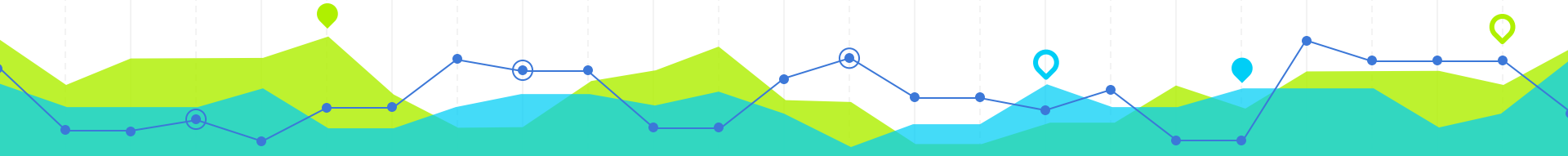
# THE PROBLEM

Pet owners often don't know general first aid techniques when their pet is having an emergency

“

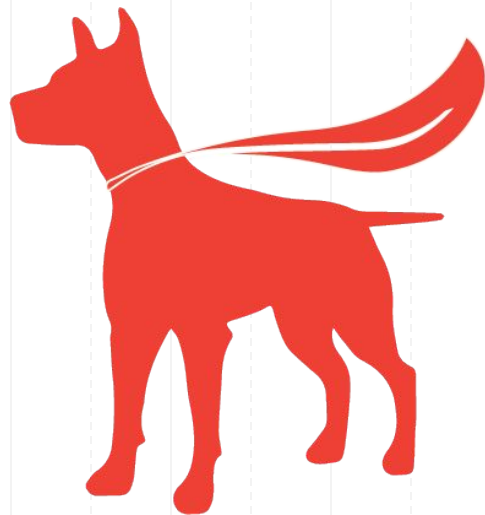
*The correct diagnosis came up first only*  
**34 percent** *of the time*

Harvard Medical School Researchers



# THE SOLUTION: FIDUS

A conversational  
pet symptom checker



## fidus Achates

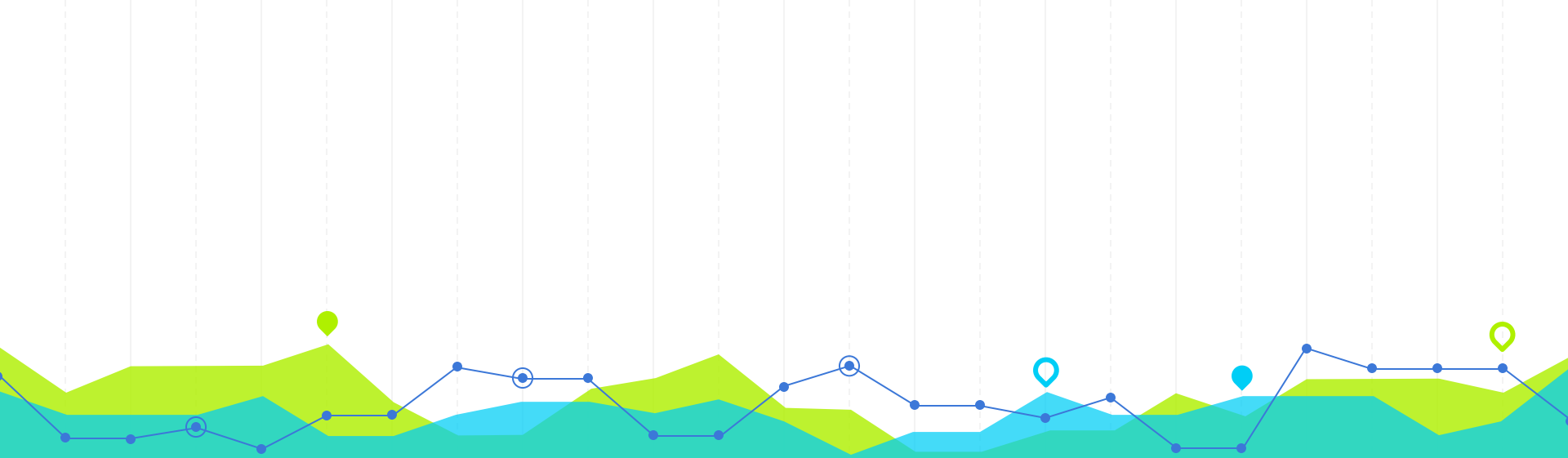
/ˈfaɪdəs əˈkeɪtɪz/

noun

1. a faithful friend or companion

### Word Origin

Latin, literally: faithful Achates, the name of the faithful companion of Aeneas in Virgil's *Aeneid*



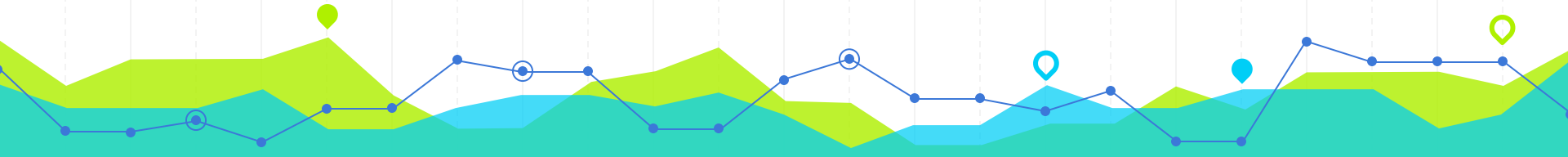
# Define

# 2

User, Business, and Technical Needs

# PRODUCT GOALS

- **Limit** the amount of information presented
- **Quickly** provide users with the help they need
- **Connect** pet owners with medical professionals *seamlessly*



**Who is using the app?**

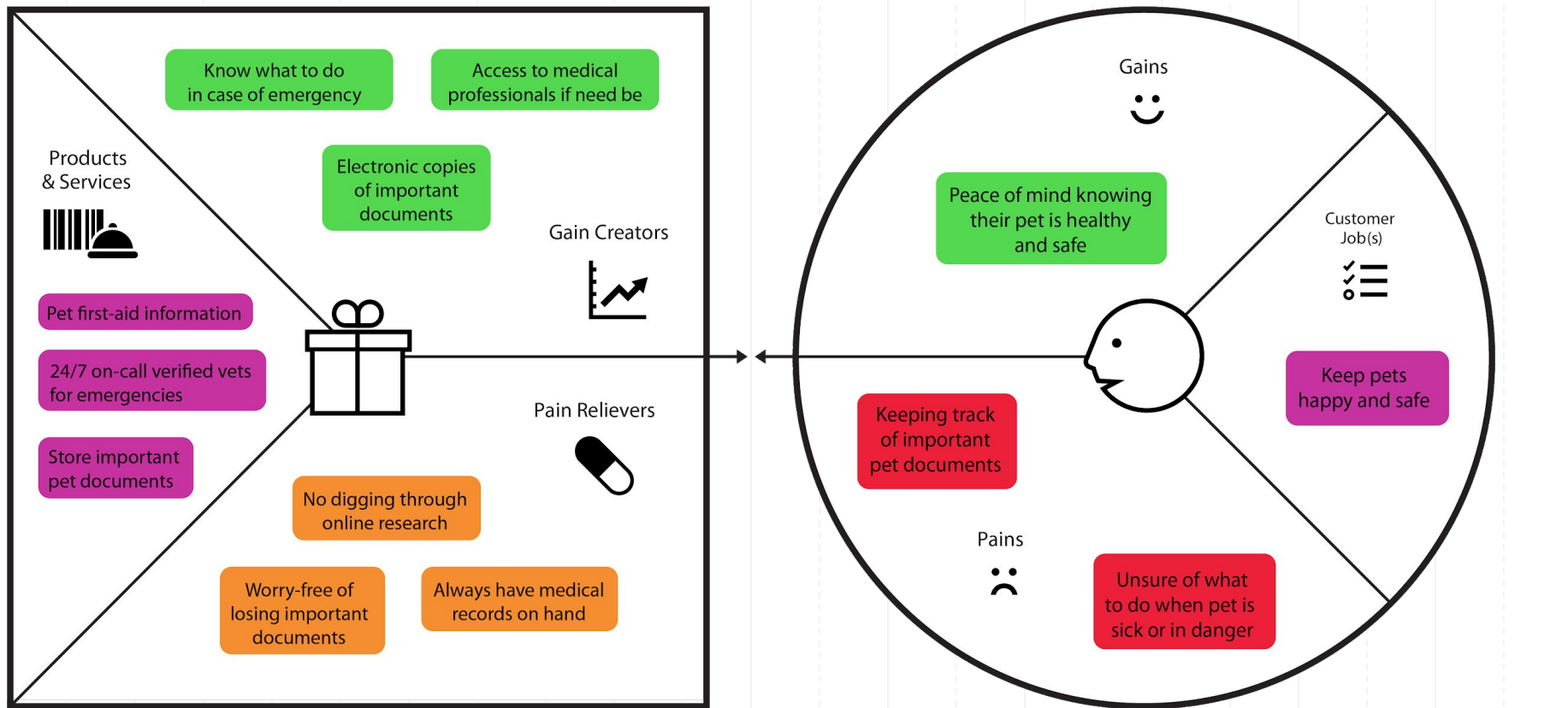
**Where will the app be used?**

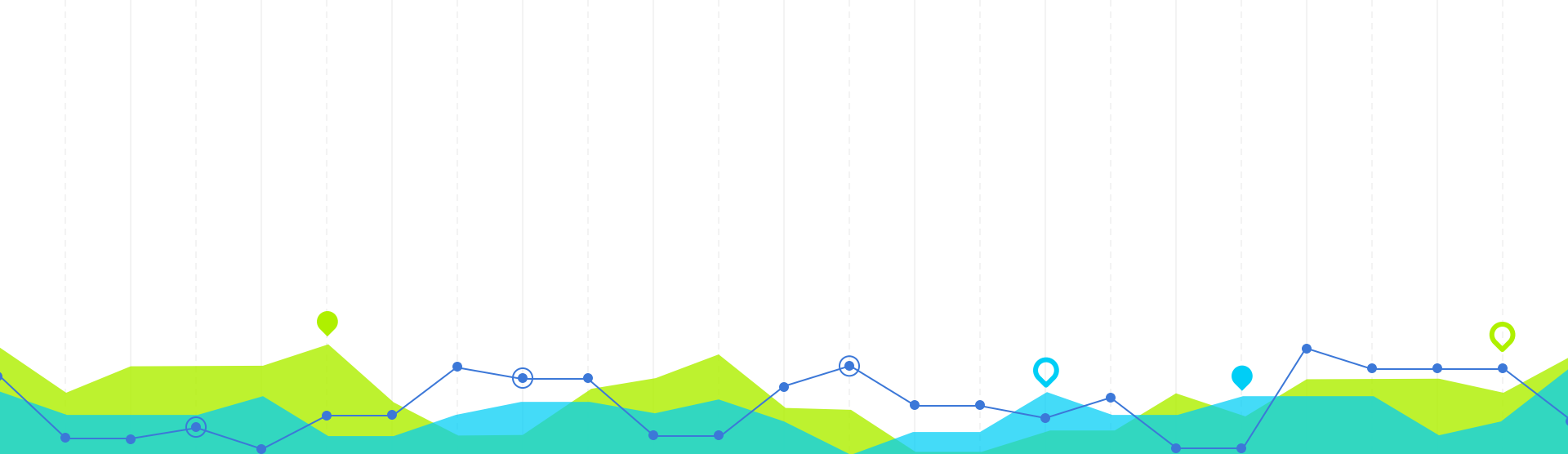
**What is the emotional state of the user?**

**What is the tone of CUI?**









# Sketch 3

Ideation phase

# INITIAL BRAINSTORMING

## Fidus Features

### Symptom Checker

- what kind of animal? → ask if it's the name of the pet registered through the account
- where is the symptom area? (behavioral?)
- ~~keywords of all types of injury, common~~
- accidents & injuries, common emergencies, poisoning & toxicity keywords
- can either offer a solution or recommend immediately seeking professional help
  - on-call vets through the app can be called based on location or map of emergency vet clinics can be displayed
- smart & intuitive by keeping track of previous symptomatic concerns of pet
- ~~voice use~~

Storyline

## Medical Records / Pet Info

- upload documents or take pictures of documents that automatically convert to a digital file
- birthday notifications for your pet's birthday
- optional feature to monitor your pet's weight?

# USER TEST ONE

## • Test 1

me: You are the owner of a cat having an emergency & you want to ask Fidus to help you ~~diagnose~~ figure out what is wrong. (diabetes)  
user: Fidus, what is wrong with my cat  
Fidus: Don't worry....  
user: ~~They~~ <sup>My cat</sup> seems really mopey these days  
Fidus: You say..... any other sym/beh? Sorry, I didn't....  
user: ~~She~~ <sup>My cat</sup> sleeps a lot <sup>often</sup>  
Fidus: You say your cat is tired. Any other....?  
user: She seems thirsty a lot.  
Fidus: You say... ~~and~~ is thirsty. Any other...?  
user: No, that's all  
Fidus: On the Fidus app is a list....

# USER TEST TWO

## • Test 2: You are a dog owner w/ an emer...

user: Fidus, what do I do if my dog is bleeding?  
Fidus: You say your pet is bleeding. Where on your pet are they bleeding?  
user: Out of his nose  
Fidus: You say.... do you notice... ?  
user: He's whining a lot  
Fidus: You say.... do you notice....?  
user: No  
Fidus: You say... remain calm... steps to perform... 'my vet'.

# USER TEST THREE

## • Test 3: You are the owner of a pet that's been hit by a car & don't know what to do

user: Fidus, my dog was hit by a car  
Fidus: Sorry, I didn't..... stating sym/beh. (pet) is experiencing  
user: My dog is hurt  
Fidus: So it appears (pet) is hurt. Where..... they hurt?  
user: Every where, I don't know.





0005  
"Eating 'Coca-Cola' 1  
hour before bed. That  
wasn't right. I was  
drinking a 'Coca-Cola'  
before bed."

"Eating  
something in bed. I  
wasn't sure  
what it was. I was  
drinking a 'Coca-Cola'  
before bed."

Don't worry yet.  
I just want to  
know what's  
going on.

"(pet) is acting  
(normal?)"  
"(pet) is  
(normal?)"

"You say that  
(pet) is (normal?).  
Do you notice any  
other symptoms or  
abnormal behavior?"

"(pet) has/is  
(symptom)"  
"(pet) has/is  
(symptom)"

"You say that (pet)  
is (symptom). Do  
you notice any  
other symptoms  
or abnormal behavior?"

"On (pet) is  
(symptom)"  
"(pet) has/is  
(symptom)"

Question: Symptom  
Is (pet) acting  
(normal?)  
Is (pet) acting  
(normal?)  
Is (pet) acting  
(normal?)

"You say that (pet)  
is (symptom). Do you  
notice any other  
symptoms or  
abnormal behavior?"

"Is the feeding  
from a bowl or  
scratch?"

"You say that (pet)  
is (symptom). Do you  
notice any other  
symptoms or  
abnormal behavior?"

"On the table  
are some  
instructions on  
how to treat  
(symptom). If you  
have any questions,  
you can ask. Table  
call me if you need  
more information."

"On the table  
are some  
instructions on  
how to treat  
(symptom). If you  
have any questions,  
you can ask. Table  
call me if you need  
more information."

"(pet) is acting  
(normal?)"  
"(pet) is  
(normal?)"

"Does (pet) appear  
to have any broken  
or fractured bones?"  
"(pet) is (pet) bleeding?"

"Remember, it's  
important to know  
what's going on. I  
wasn't sure what  
it was. I was  
drinking a 'Coca-Cola'  
before bed."

"(pet) is acting  
(normal?)"  
"(pet) is  
(normal?)"

"You say that  
(pet) is (normal?).  
Do you notice any  
other symptoms or  
abnormal behavior?"

"On (pet) is  
(symptom)"  
"(pet) has/is  
(symptom)"

"That's not what  
I said."  
"That's not right/  
incorrect."  
"Sorry, I realized  
that. (Repeat  
last question)."

E1

H

C

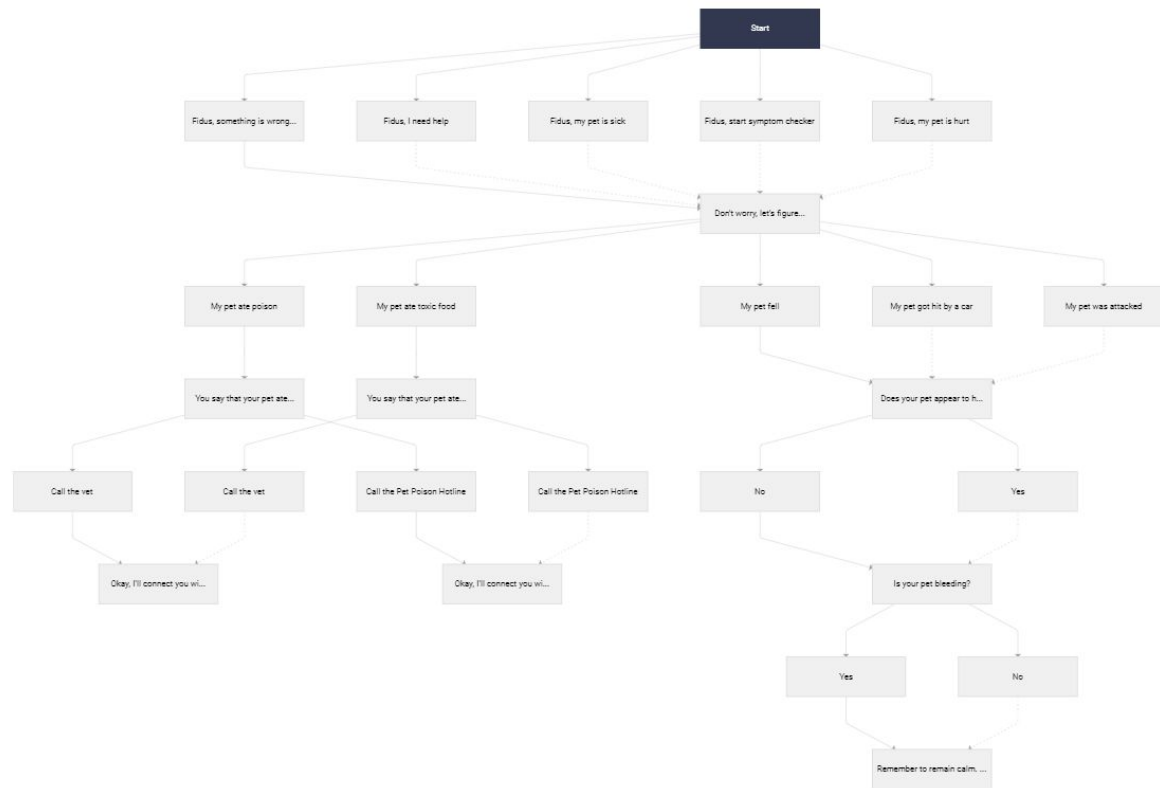
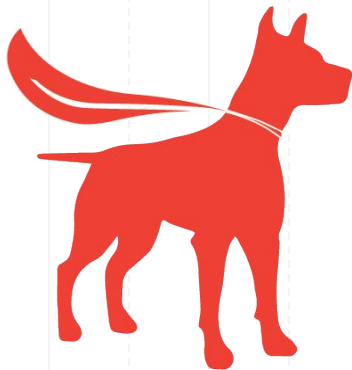
Enough time to  
provide a solution

Not enough info to  
provide a solution

E1

X

0005



# Moving Forward





# THANKS!

**Any questions?**

