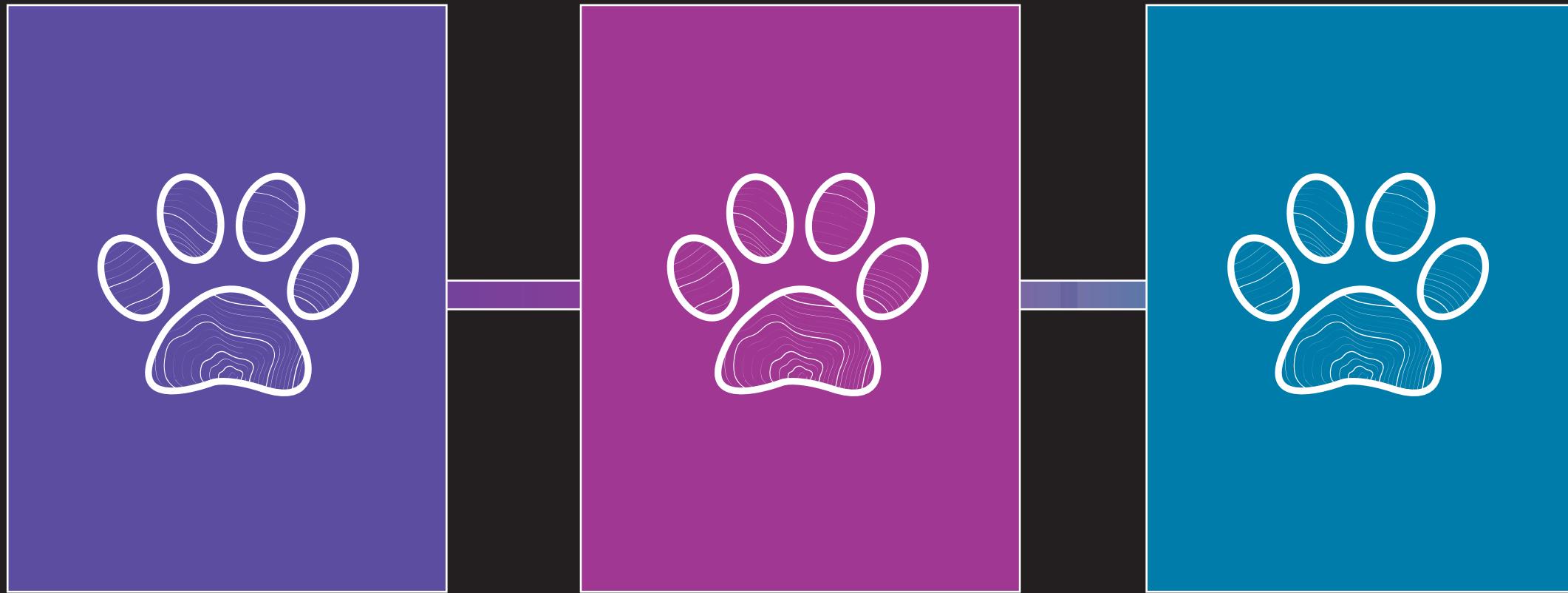




## PawPacer

A wellness app to help dogs and owners balance physical, mental & social health

Pamela Hart | Capstone | Fall 2021

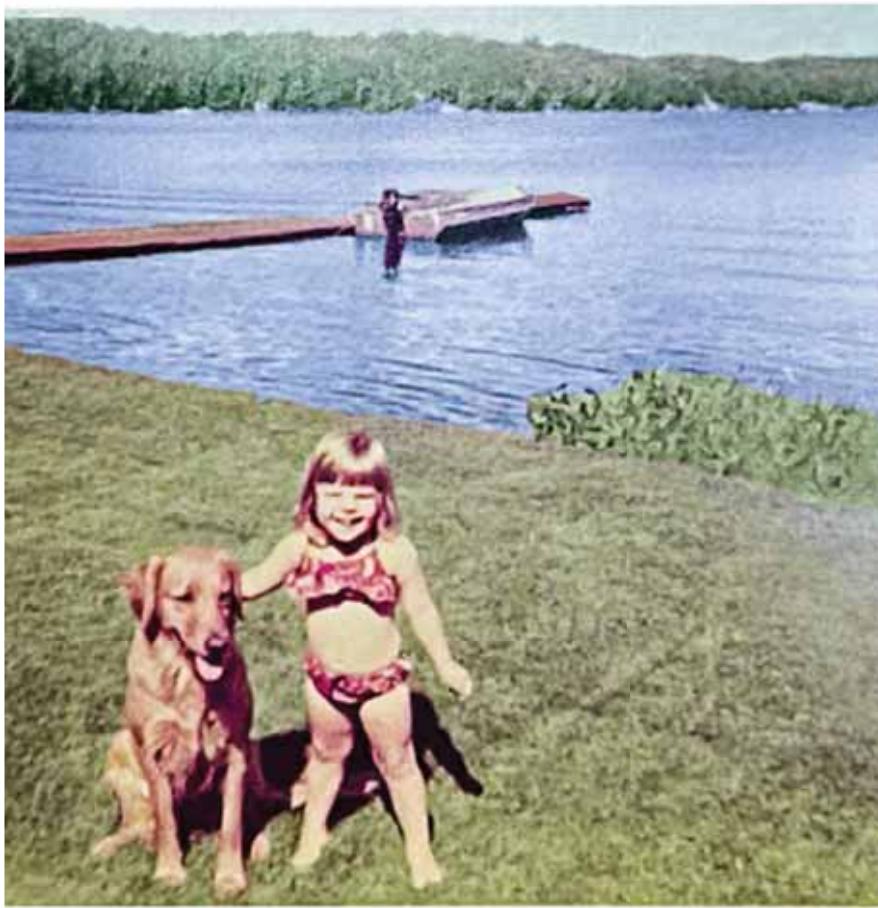


IMPRINTING

BALANCE

GOALS

# IMPRINTING





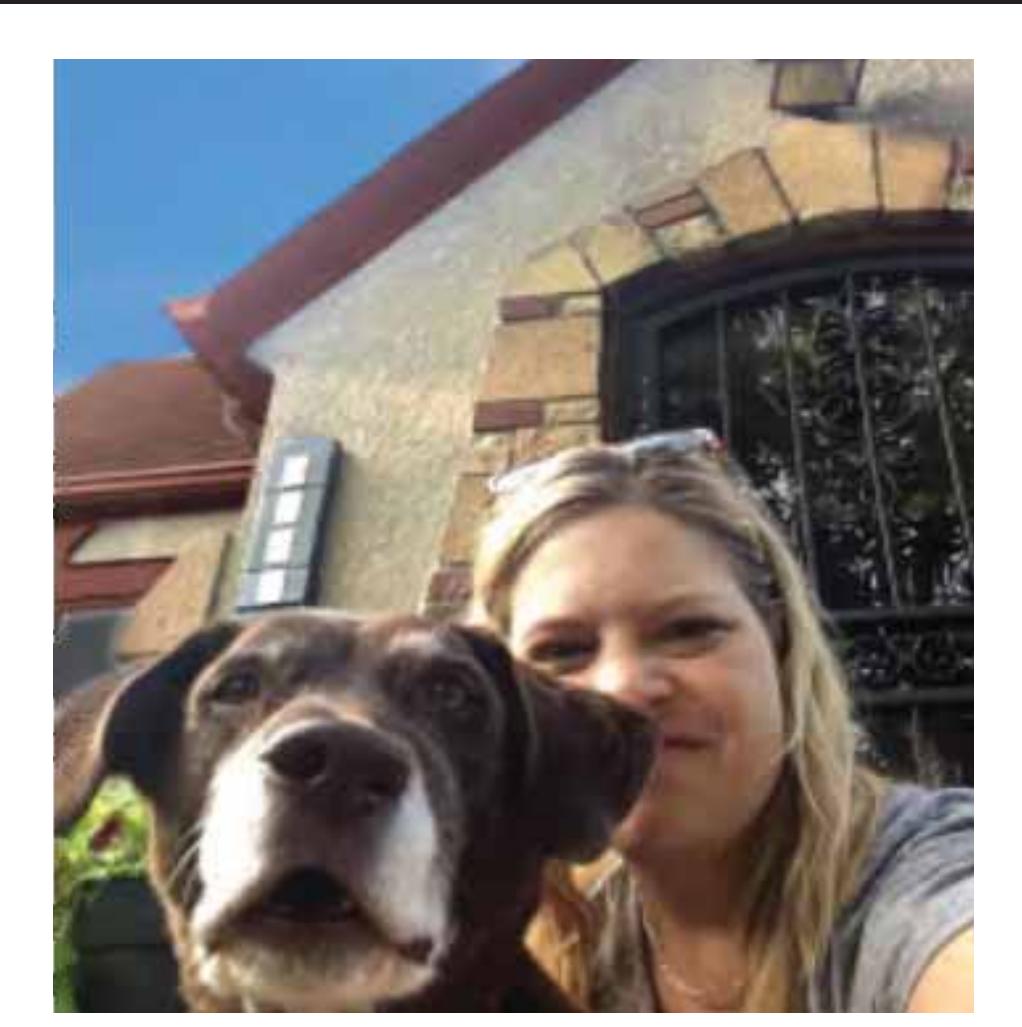
“ Dogs learn a lot in the first 6 months about how to relate to other dogs, their owners, family members and others they meet later on. Without social activity, the mental state of the dog is severely compromised. Exercise has a direct connection on a dog’s mental health status. ”

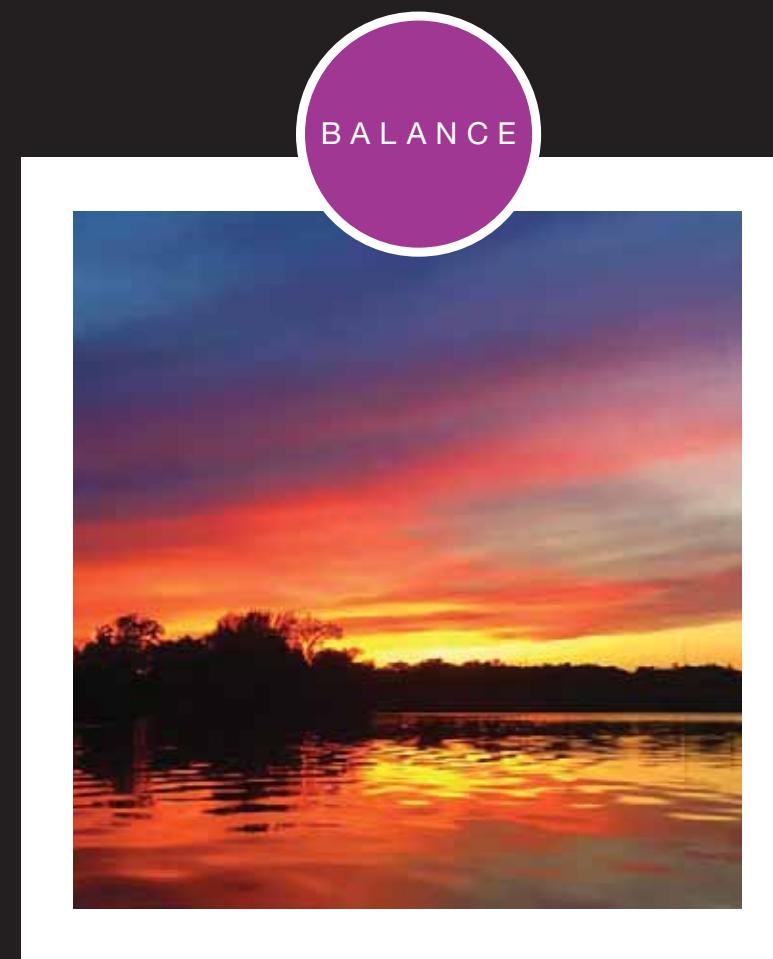
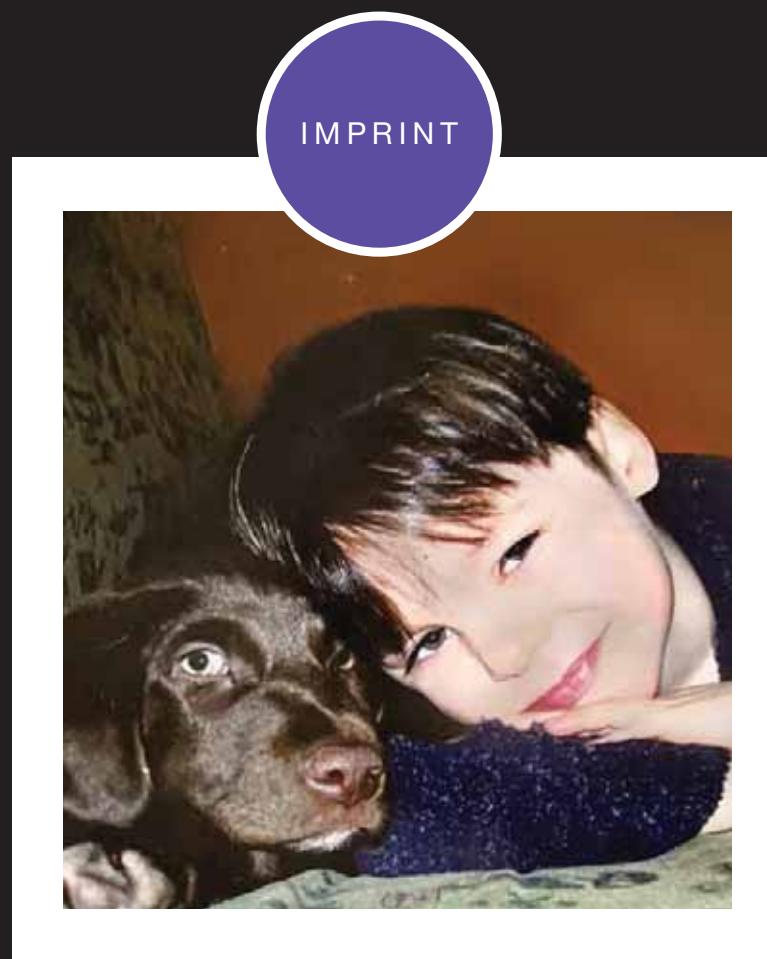
- Dr. Liz Hartlett,  
Long Lake Veterinary Clinic





ADULTHOOD



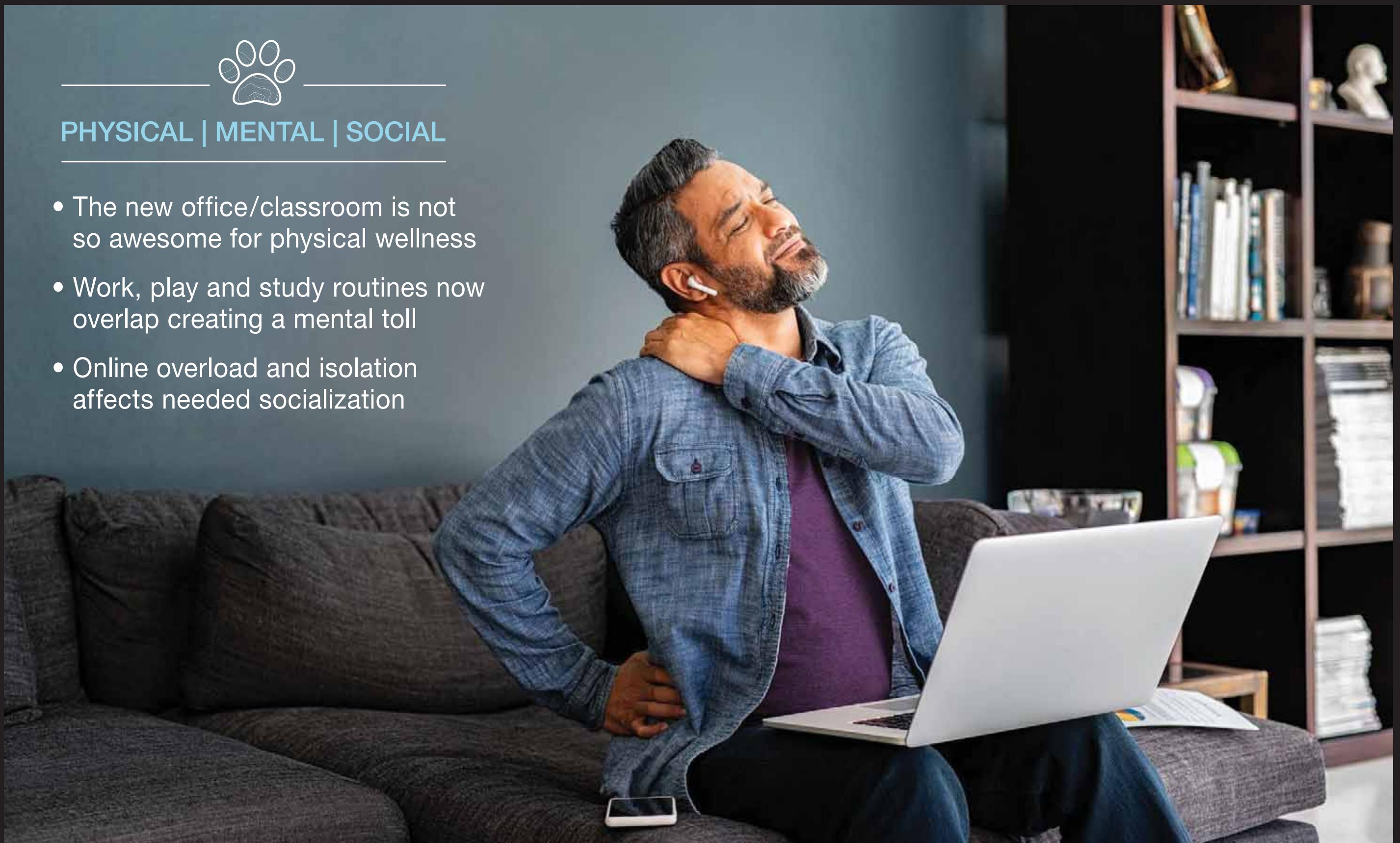


- Imprinting kept me a dog owner into motherhood. I've chosen to keep dogs in the family. My son is a 4th generation dog owner.
- Use passion, love, guilt and empathy. As an avid kayaker, utilize my mental balance on tranquil water, surrounded by amazing colors and the vigor of physical activity.
- Expand my design practice connecting my passions, utilizing my industry experience, learning new programs to creatively solve user problems.



## PHYSICAL | MENTAL | SOCIAL

- The new office/classroom is not so awesome for physical wellness
- Work, play and study routines now overlap creating a mental toll
- Online overload and isolation affects needed socialization



SOURCES: The Wellbeing Report<sup>1</sup>, Owning a Dog is Good for You<sup>3</sup>



---

## PHYSICAL | MENTAL | SOCIAL

---

- Over 35% of dogs in the U.S. suffer from obesity due to overfeeding and lack of exercise
- After 4 hours alone at home dogs suffer from depression, loneliness and frustration
- Without regular socialization, dogs exhibit destructive, behavioural issues



SOURCES: The Wellbeing Report<sup>1</sup>, 20 Signs Your Dog is Happy<sup>4</sup>

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**90%**

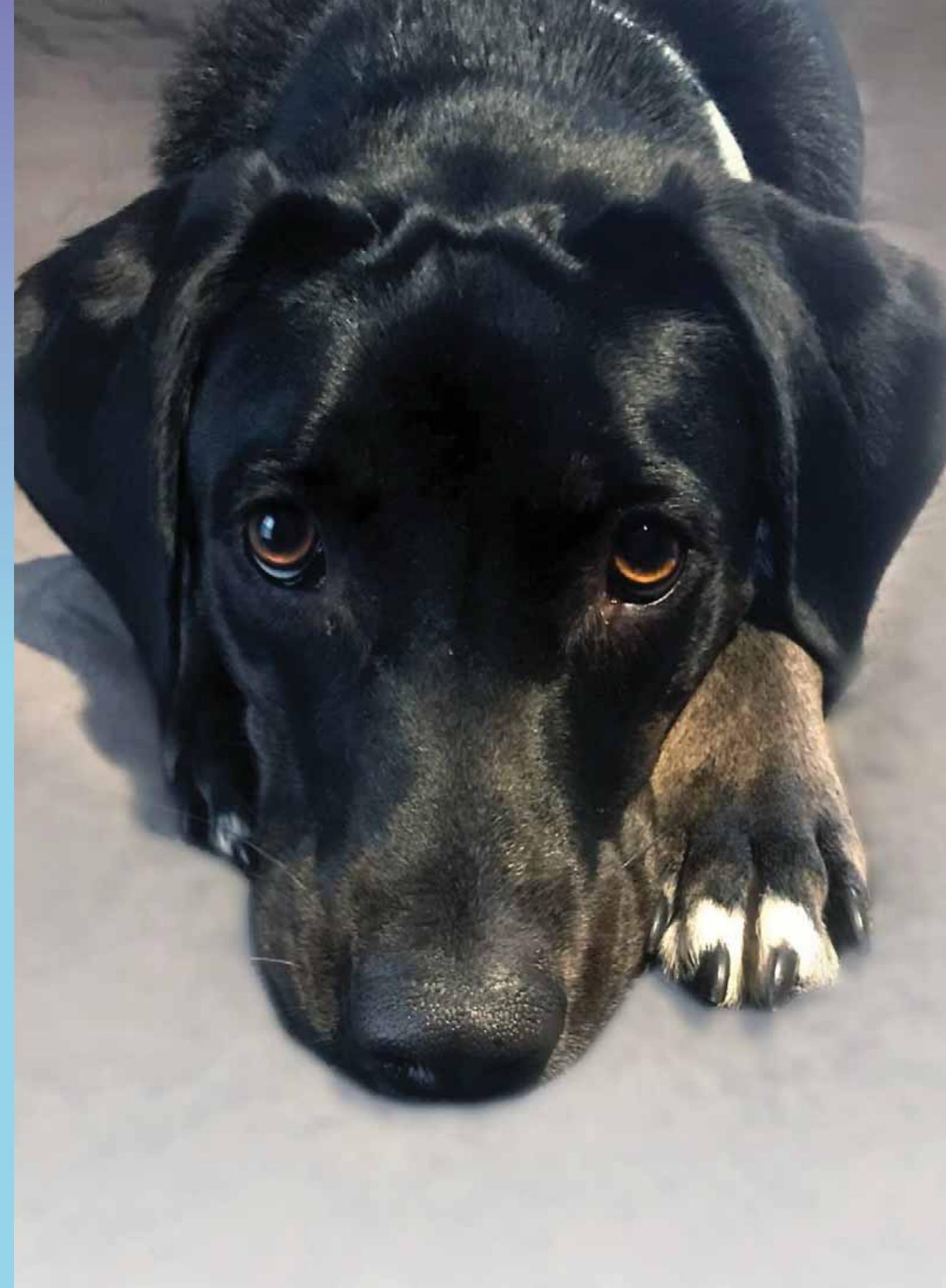
Owners **feel guilty** when they  
do not walk their dog

**YET**  
→

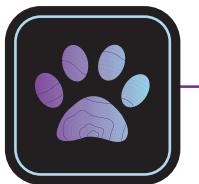
**35%**

---

Owners **do not walk**  
their dogs



SOURCES: PawPacer Owners Survey, Your Dog's Exercise Needs<sup>5</sup>



## THE PROBLEM

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### Dogs & Owners Lack a Balanced Lifestyle

There are over 1.9 million households with dogs in the world. Not all of these dogs and owners are living well. The COVID-19 pandemic of 2020 changed the world and exposed the social isolation, anxiety, stress and poor physical health that affected many owners and in turn, their dogs.

Data and science has shown that dogs and owners need regular physical, mental and social activity to lead a balanced, healthy life. Research revealed owners are spending more hours online, less time socializing and are overwhelmed managing new routines that blend together in ambiguity. Poor physical, mental and social health of owners affects their dogs in the same way.

### KEY FINDINGS:

- Owners feel guilty when their dog is unhappy and spend over 1 billion a year on their dogs
- Dogs suffer from depression easily after 4 hours of isolation
- Multiple apps needed to do everything this app can do
- Obesity is the most common preventable disease in dogs
- Dogs and owners suffer from the same ailments of anxiety, stress & isolation
- Unhappy dogs exhibit destructive & unwanted behavioral problems



## THE SOLUTION

### Create a Wellness App

Combine key features into a single, useful wellness app to help owners balance their dog's physical, mental & social health. The PawPacer mobile app helps organize, track and motivate owners to lead balanced lifestyles by walking, playing and socializing their way to good health with their dog.



#### KEY FEATURES:

- Track walk and play times to create balanced routines
- Find, save and share routes where you walk using GPS Map
- Monitor and achieve fitness goals based on dog size or breed
- Customized dog alerts to inspire walking, playing and socializing
- Align dog and owner synergy needs into a balanced lifestyle



# BALANCE



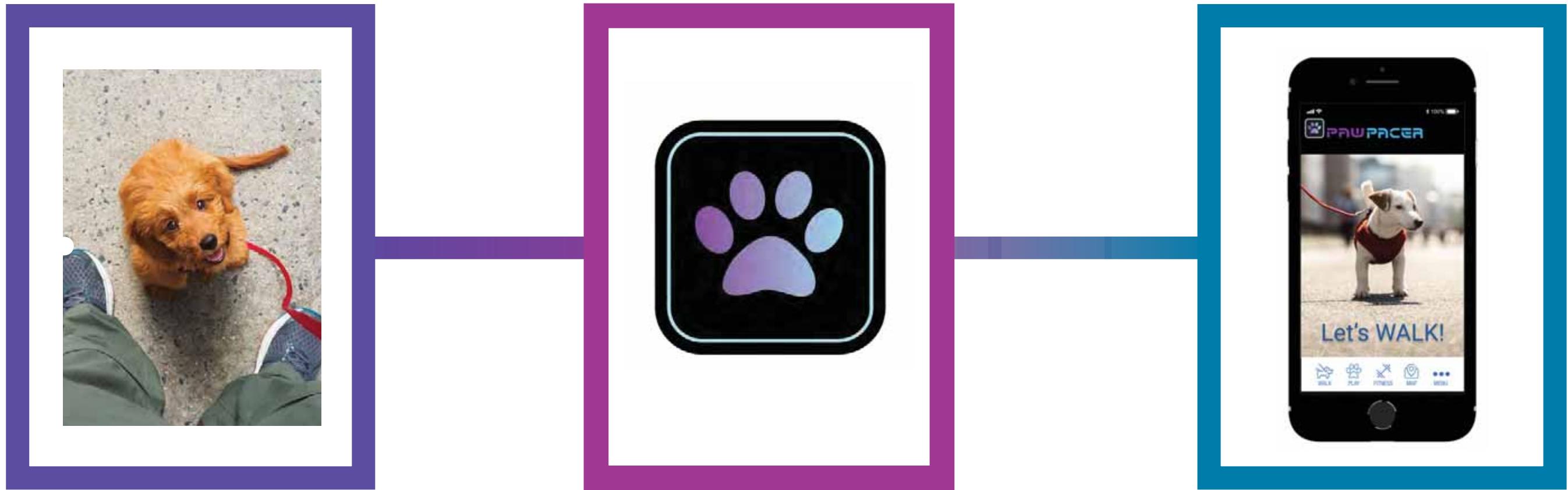


**“**Dogs encourage their owners to get out in nature, maintain a sense of routine and stay in touch with their neighbors. All the things that benefit our mental health in normal times are just more important during Covid. **”**

- *The Wall Street Journal*,  
University of Pennsylvania post doctoral study  
January 2021

## DELIVERABLES





## USER NEEDS

- Dogs and owners feel physically, mentally and socially balanced
- Combine multiple features into single, convenient and fun app
- Track routes and organize routines to align dog and owner needs to enable growth
- If the dog is happy, the owner is happy = happy life

## BRAND STRATEGY

- Create a brand that is scaleable with the intent of further buildout
- Build all components to work within digital, social, web and print
- Define what fitness, play and balance looks like for users
- Focus on science of healthy synergy between physical, mental and social fitness

## PROJECT GOALS

- Make sure my dog is happy and I feel physically better
- Create a brand and tell its story
- Help balance wellness for dogs and owners
- Solve user problems utilizing new methods and programs
- Complete a final project with a user-centered design focus

# PROCESS

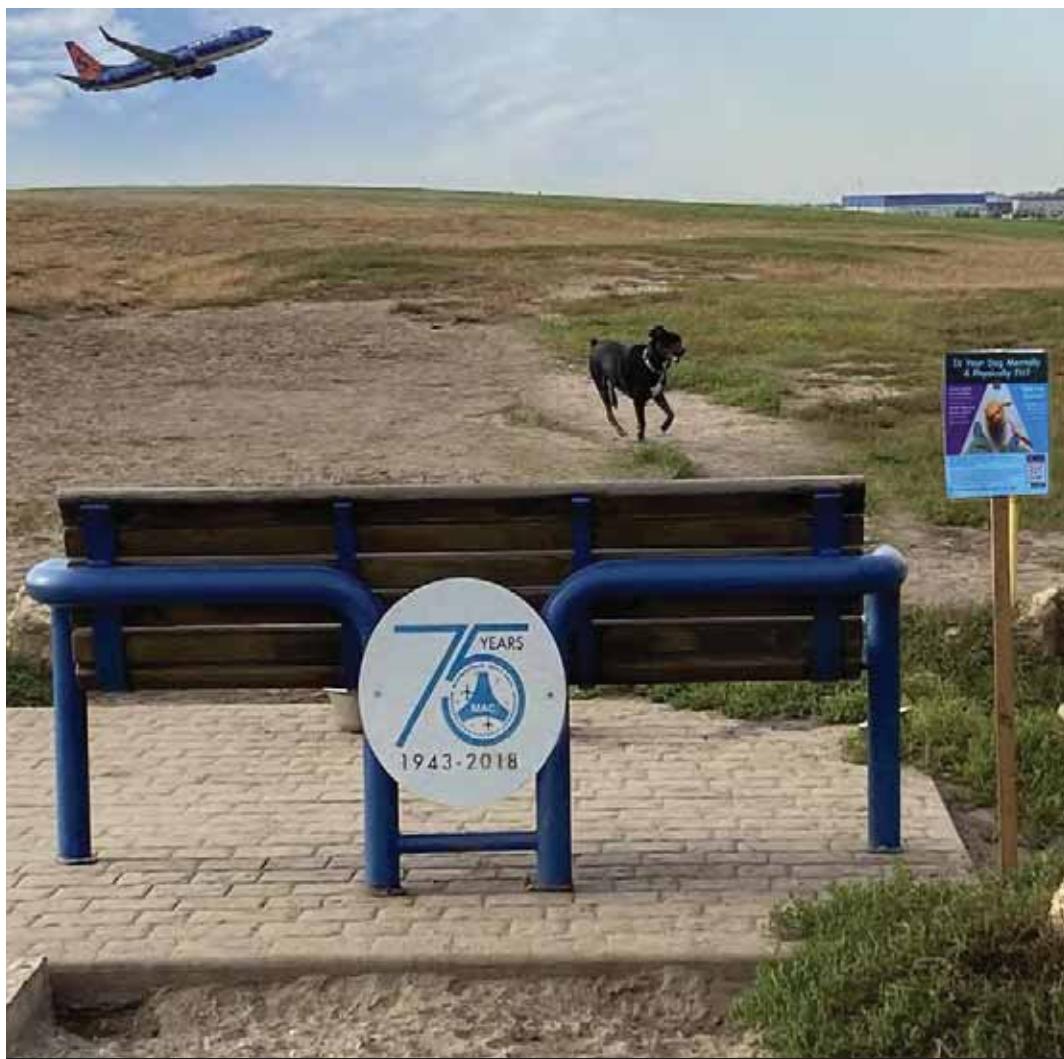
1. Brand Story
2. Research & Discovery
3. Design Review
4. Atomic Building
5. UX Patterns
6. Wireframing & Testing
7. Coding
8. Scaleable Systems
9. Love, Guilt & Empathy
10. Balanced Synergy





I like to watch her run off leash, when she's having fun, I'm having fun! ”

- Anonymous, Dog Owner



80%

Owners worry their dog is not happy

- PawPacer Owner Survey

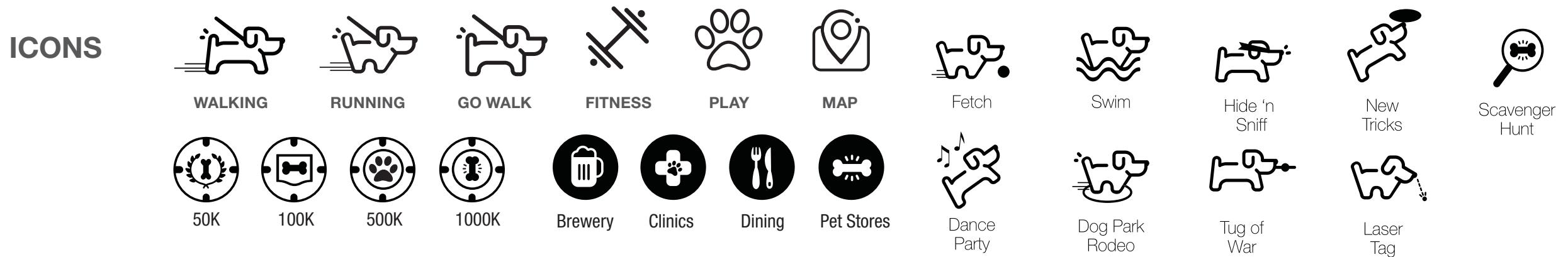
## COLOR PALETTE



# BRANDING

LOGO										
FONTS	H1 <b>Fitness</b>	Montserrat Alternates	H4 Lincoln Helvetica Neue Bold							
	H2 P L A Y	Helvetica Neue Medium	Body Physical, mental & social fitness Helvetica Neue LT Std							
	H3 Z E N D A S H	Helvetica Neue Medium	H1 Unique Callout BE A DOG WALKER Ostrich Sans Inline							
COLOR PALETTE										
	PMS 2975	660	2995	526	269	1525	144	1235	361	7416
	HEX 95D4E9	2576BC	00A7E1	73308A	522D6D	BC4700	F18A00	FCB515	38B44A	F26857
PATTERNS										
	MAP	TREES	WAVES	WAVES - BLUE	WAVES - PURPLE	WAVES - BLACK				
	P5JS GENERATES PATTERNS									

# UX DESIGN



## UX STYLE

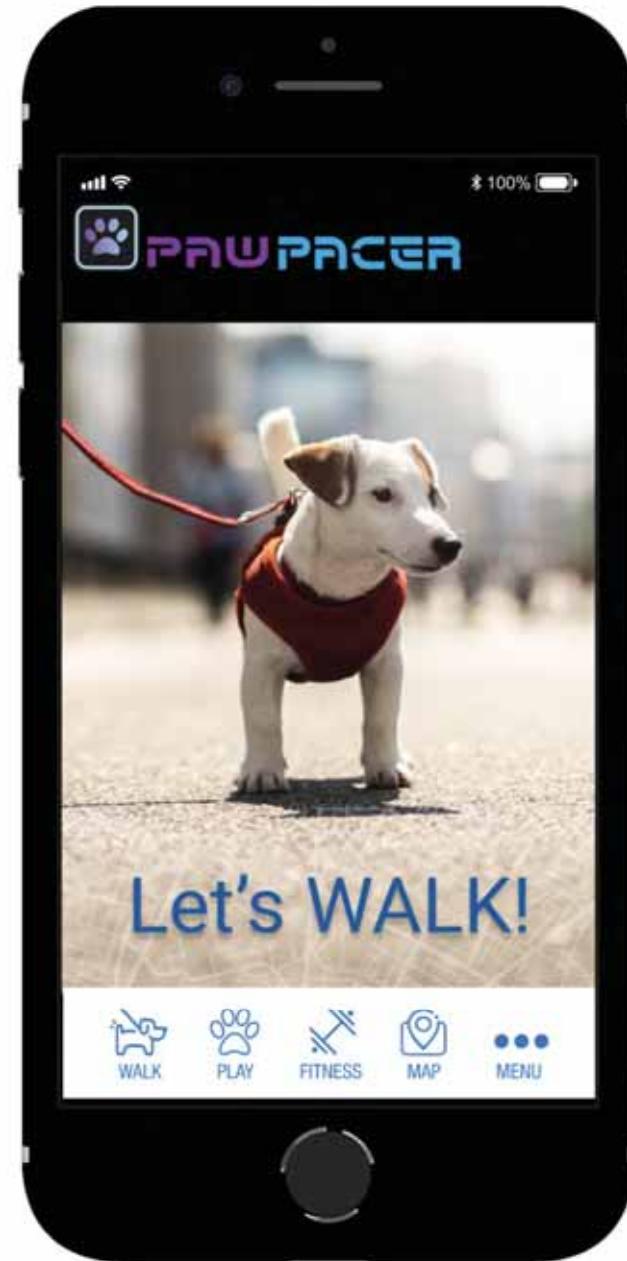


## BUTTONS

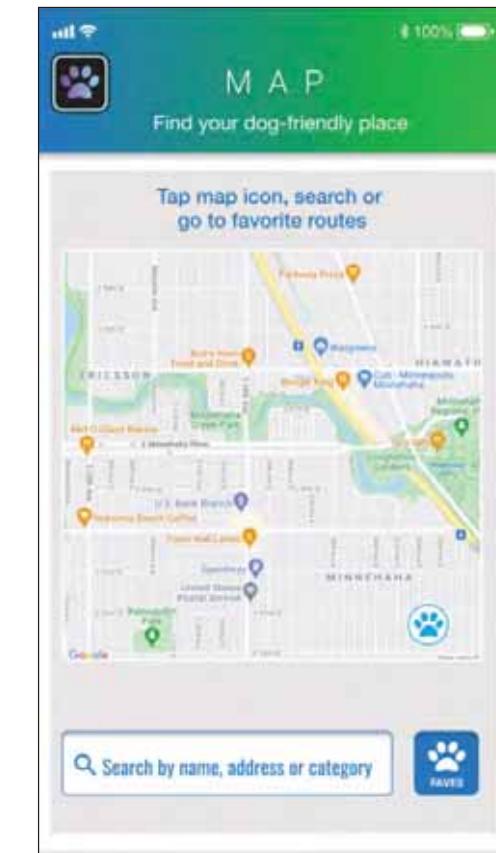
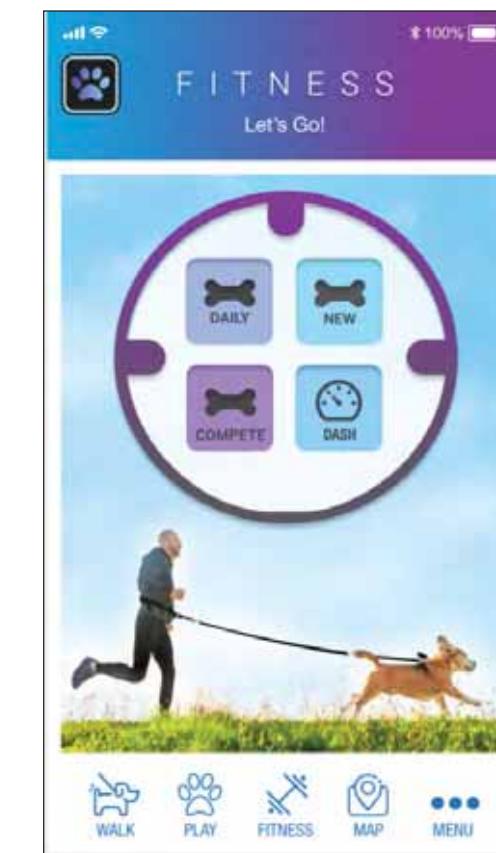
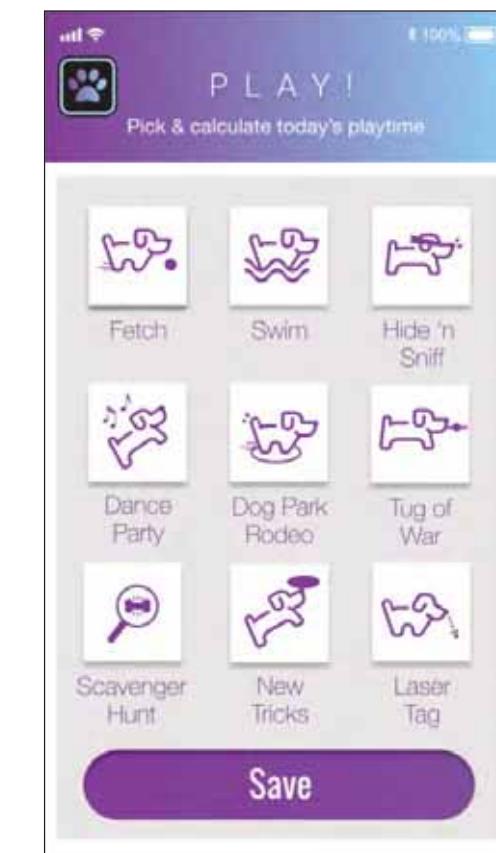
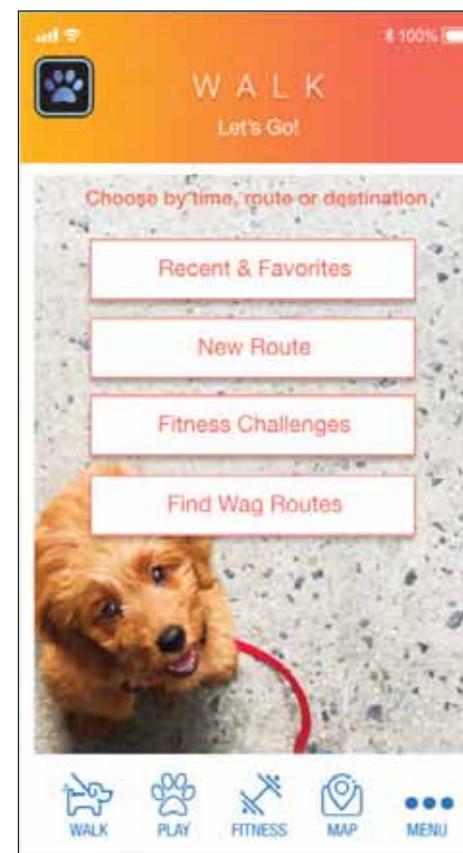
	Large Long Button 48 x 344 pixels	Large Long Button 48 x 344 pixels	Medium Button 48 x 120 pixels	Medium Square Button 54 pixels	Small Round Button 54 pixels
Active					
Hover					
Selected					

[View UX Style & Brand Guide](#)

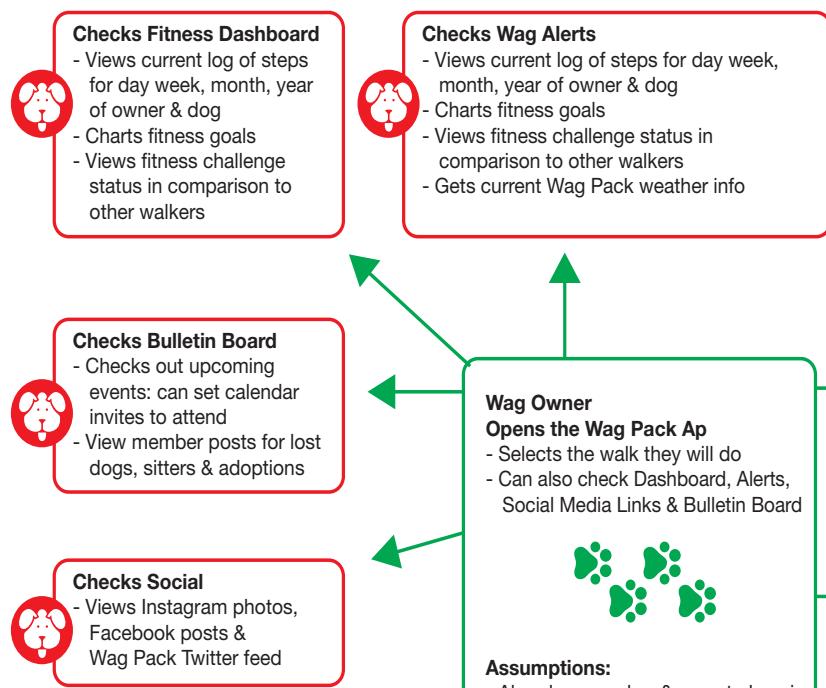
## FEATURES



[View Figma Prototype](#)



## WITHIN AP TOUCHPOINTS



## Features



## App Features – User Journeys –

### KEY TAKEAWAYS:

- None of the 4 key app features shared a similar user journey
- Utilize the same patterns to design screens to complete tasks
- Development for fitness feature should include mental wellness



# Walk Feature

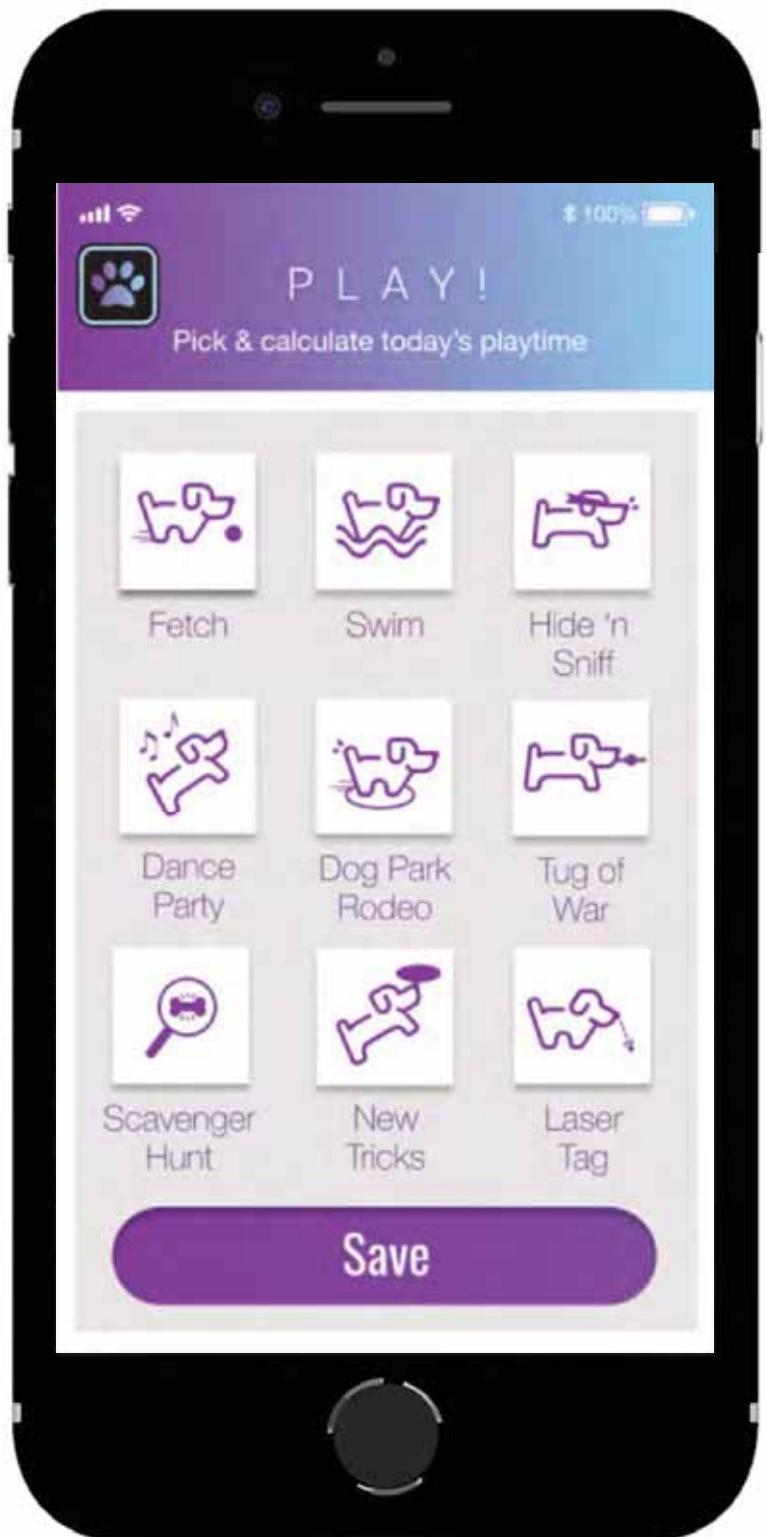
## – User Flow –

### KEY TAKEAWAYS:

- New Go Walk feature provided seamless navigation through the walk selection to the Invite screen & solved the problem of users getting lost right out of the gate
- Check boxes for filtering is familiar to users & easy to use
- Organizing by time and then by location with icons on the invite is easier to read
- The map route having the poor 'Start & Stop' identifiers affected 4 screens in the flow & was a must fix
- New 'Create a Walk' screen enables saved routes to auto fill invite saving time for users
- Error screens are ESSENTIAL tools to keep testing on track

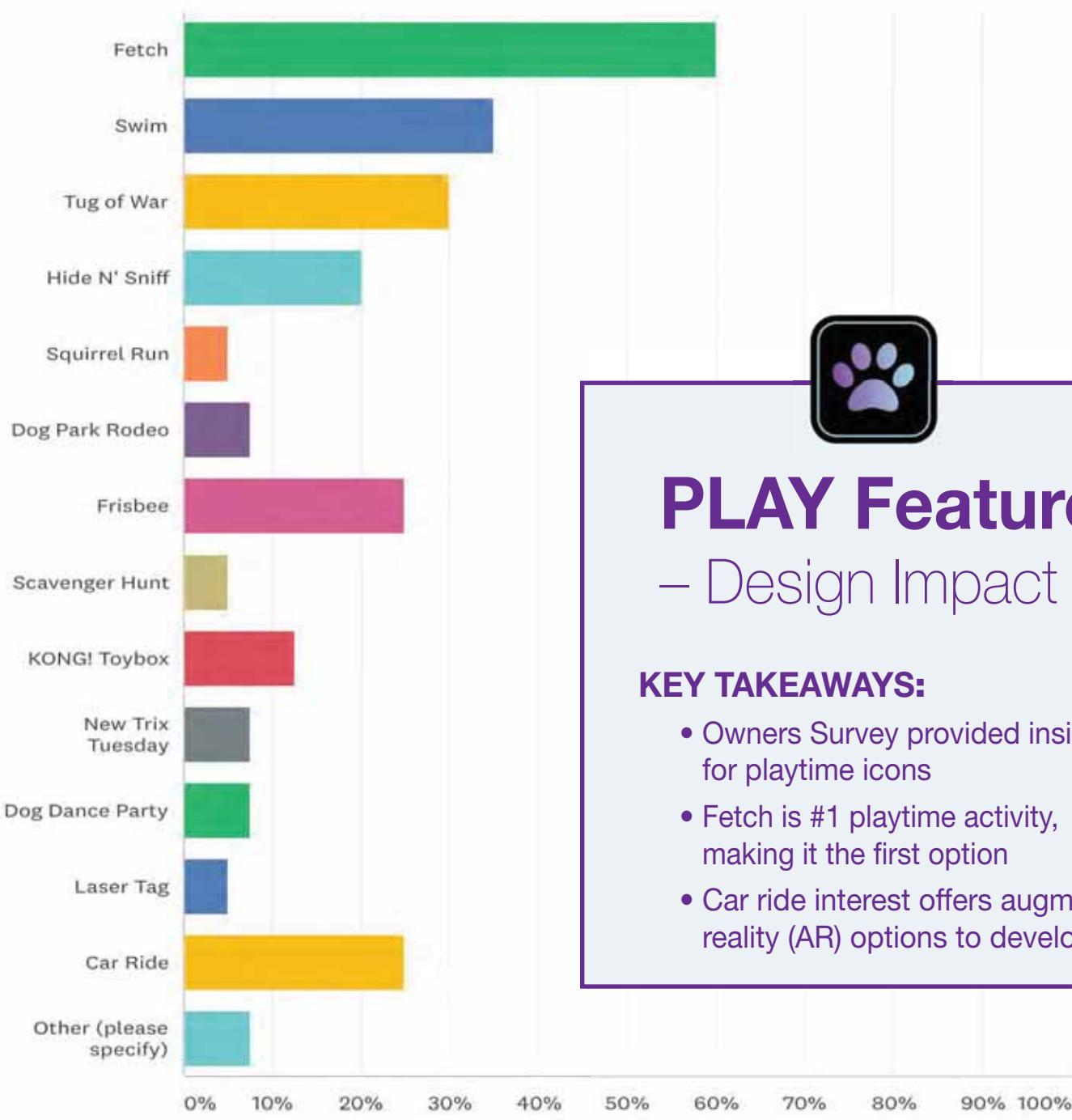


## RESEARCH



### Q 4 Results

What activities would you like to play with your dog?



### PLAY Feature

– Design Impact –

#### KEY TAKEAWAYS:

- Owners Survey provided insight for playtime icons
- Fetch is #1 playtime activity, making it the first option
- Car ride interest offers augmented reality (AR) options to develop

## USER PERSONAS



**Lambeau**

**KEY FOCUS :** walking | health | social

**AGE:** 12 years

**BREED:** Chocolate Lab German Pointer Mix

**SIZE:** Large (70-99 pounds)

**NEEDS:** 60 minutes per day

Recovering from surgery - 1/2 the daily recommended exercise for the next 6-10 weeks



**Lincoln**

**KEY FOCUS :** walking | play | fitness

**AGE:** 5 years

**BREED:** Black Lab German Pointer Mix

**SIZE:** Large (70-99 pounds)

**NEEDS:** 90 minutes per day

Active and energetic. Expects regular routines for exercise per day or exhibits behavior issues when left alone too long



**Levi**

**KEY FOCUS :** walking | play | health

**AGE:** 7 years

**BREED:** Pit Bull Mix

**SIZE:** X-Large (100-120 pounds)

**NEEDS:** 45 minutes per day

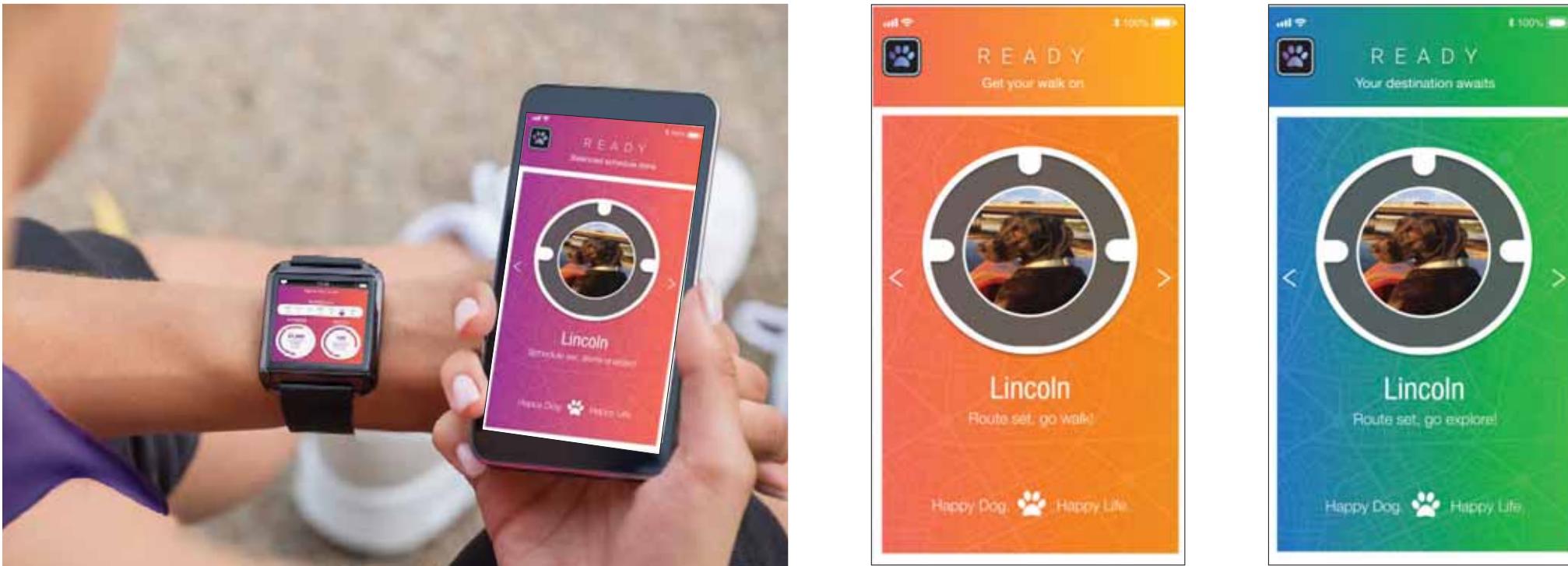
Has a problem knee, exercise is limited to intervals of 20 minutes each day and surgery recommended

## OWNER PROFILES

<b>Solo Walker</b>	Busy working professional with a neglected dog who needs 60 min of exercise per day. Needs to stretch and leave their desk and get some exercise daily. Likes to just walk out the door and go walk alone. Looks up saved routes and chooses by time or fitness needs. Health conscience and wants to work on a more balanced lifestyle. Conscience of food intake and dietary restrictions. Needs motivation and reminders to walk the dog.
<b>Social Walker</b>	Travels to new places, searches for dog-friendly parks, restaurants or trails recommended. Wants to meet other dogs in the area for impromptu or scheduled walks. Likes to use a map to navigate and cares about distance traveled. Likes to make new friends and share dog walking experience on social channels. Likes the real-time list of available members available to walk or play.
<b>Family Walker</b>	Typical family of 3 + household taking turns ensuring the dog is walked. The goal is always dog focused with a responsibility to meet daily dog walking obligations to keep the dog happy and healthy. Owners like to know what day each is assigned to walk the dog. Time allotments are important. Need motivation and reminders to walk the dog. Each owner has their own dashboard while the dog is the member to the app. Likes the real-time list of available members available to walk or play. Very dog lover active and seeks ways to help dog rescue efforts.
<b>Fitness Walker</b>	Very active and fitness orientated. Prefers a healthy routine and likes to be challenged. Likes to achieve rewards for accomplishments for both themselves and their dog. Highly competitive and likes to complete goals. Has a value vs reward mentality to stay motivated and engages. Is also climate conscience and likes the opportunity to give back and save the planet each time. Enjoys new challenges and would be a subscription based user.

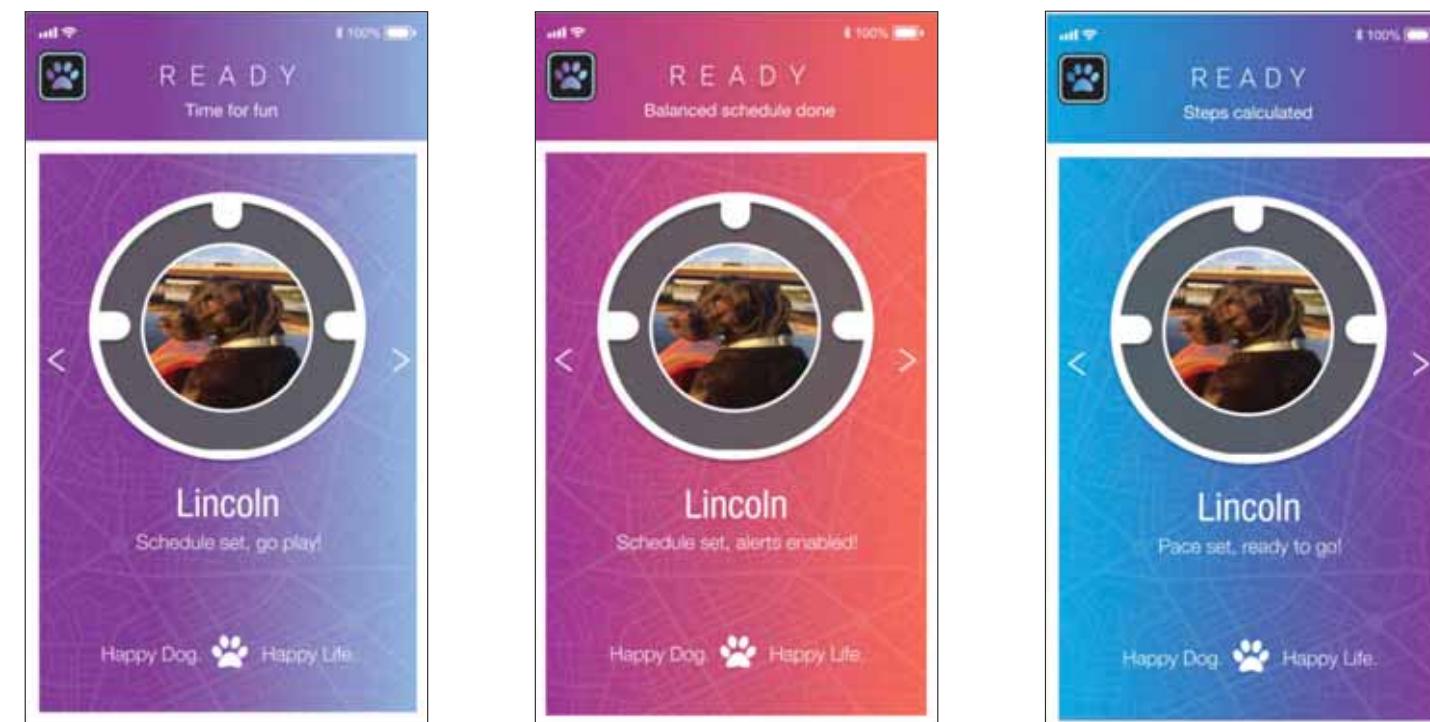


# SCALABLE PATTERNS



## Ready Screens

- Change color for each feature
- Uses same fonts, layout, messaging and navigation



# APP STORE MARKETING

**PawPacer**  
INSPIRING DOGS + OWNERS  
health | fitness | play | social

GET

5.0 \*\*\*\*\*  
100 Ratings

#90  
Travel

4+  
Age

PawPacer is the perfect mobile companion to inspire and organize the physical, mental and social health of dogs and owners. Walking routes track steps and can be saved by time to complete, favorites or by location. Compete in solo or group fitness challenges, make time to play and

## KEY FEATURES:

- Keeps track of how much time and how many steps you and your dog are taking on your walks
- Save walk routes or choose existing ones by time, favorites, destination or fitness level
- Complete fitness challenges and earn badges
- Find dog-friendly destinations in any city
- Play feature incorporates fun into your day
- Happiness check-ins to align good mental health for you and your dog
- Meet new dog pals in the neighborhood
- Zen dashboard ensures dog and owner are physically, mentally and socially engaged for optimal wellness

28

# PROTOTYPE WEBSITE



[View Figma Desktop Prototype](#)

PAWPACER

LET'S WALK!  
Balanced Fitness  
PHYSICAL | MENTAL | SOCIAL

Feel Good. Do Good.

1-Week Challenge

Join the mailing list

©2021 PawPacer

PAWPACER

Join the Wag Pack!

Pick a pattern & color theme with our Paw Pattern generator created by just clicking the mouse. The final pattern will be used to personalize your monthly subscription biodegradable box! Using creative code, the patterns highlight our brand themes of city streets, tree-filled trails or sandy beaches on our biodegradable boxes.

NEW GENERATED PAW PATTERN

Join the Wag Pack

Design Your Wag Pack Box

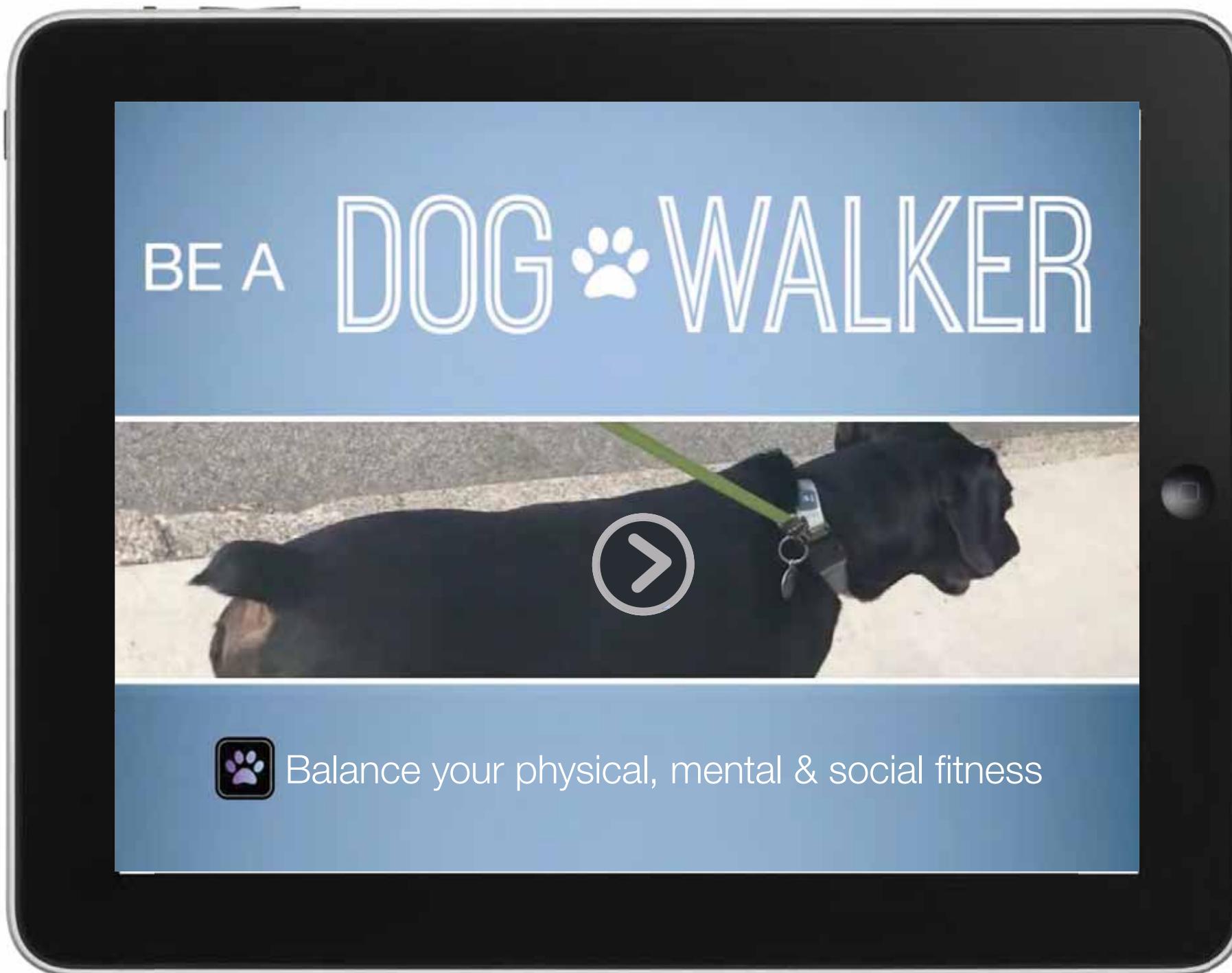
WAVES TRAILS CITY

# SUBSCRIPTION BOX WITH DESIGNS CREATED BY USERS

Create Designs in p5js



## PROMOTIONAL VIDEO



[View Video](#)

# GOALS

## ACHIEVEMENTS

- Aligned physical, mental and social needs of dogs to create a wellness app for owners
- Balanced my design practice learning new UX programs and skills with my strategic branding experience
- Be a memorable storyteller across many platforms to inspire owners to have a happy dog and enjoy a happy lifestyle

## NEXT STEPS in 2.0

- Develop alerts with your dog's recorded barks for walk, play and social time
- Incorporate weather and music streams for walks
- Expand user profiles for foster care providers with transferable information for new dog owners
- Gamification for the Scavenger Hunt PLAY activity using augmented reality (AR)
- Incorporate safety protocols for walking





THANK YOU

— C O N N E C T —

Email: [pamelahartcreative@gmail.com](mailto:pamelahartcreative@gmail.com)

Github: [Capstone Fall 2021 PawPacer](#)

web: [pamelahartcreative.com](http://pamelahartcreative.com)

Research  
Results &  
Bibliography



## Citations

“

Owners reported improvements in feelings of ‘happiness’, ‘joy’, ‘fun’, ‘excitement’ and ‘activation’ from exercising with their dogs, especially walking. Also from watching their dog, mainly when the dog is happy in a situation and from teaching the dog, such as training exercises.”

- The Well-Being Relationship Between Owners and Dogs

### Bibliography Notes: Citations Link

1. “Welcome to the PDSA Animal Wellbeing Report 2021”,  
The People’s Dispensary of Sick Animals, accessed May 2021,  
<https://www.pdsa.org.uk/what-we-do/pdsa-animal-wellbeing-report/paw-report-2021>
2. “Pet Industry Market Size, Trends & Ownership Statistics”,  
American Pet Products, accessed March 24, 2021,  
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3. Time Magazine, “More Evidence That Owning a Dog Is Really Good for You”,  
By Julia Zorthian,  
<https://time.com/collection/guide-to-happiness/4870796/dog-owners-benefits/>
4. “20 Signs Your Dog is Happy”,  
PetMD.com, published August 2, 2018,  
<https://www.petmd.com/dog/slideshows/20-signs-your-dog-happy#slide-1>
5. “How Much Exercise Does My Dog Need?”, by Anna Burke, published January 15, 2019,  
AmericanKennelClub.com  
<https://www.akc.org/expert-advice/health/how-much-exercise-does-dog-need/>
6. “A framework for understanding how activities associated with dog ownership relate to human well-being”, by Ana Maria Barcelos, Niko Kargas, John Maltby, Sophie Hall & Daniel S. Mills , published July 9th, 2020 Scientific Reports- Nature  
<https://www.nature.com/articles/s41390-020-1007-2>

### Shorten Notes

- |                                 |  |
|---------------------------------|--|
| 1. Wellbeing Report 2021        | 4. 20 Signs Your Dog is Happy                          |
| 2. Pet Industry Statistics 2021 | 5. Your Dog’s Exercise Needs                           |
| 3. Owning a Dog is Good for You | 6. The Well-Being Relationship between Owners and Dogs |

### Bibliography Entries (in alphabetical order)

1. “20 Signs Your Dog is Happy”, published August 2, 2018,  
<https://www.petmd.com/dog/slideshows/20-signs-your-dog-happy#slide-1>
2. American Pet Products, “Pet Industry Market Size, Trends & Ownership Statistics”, accessed March 24, 2021,  
[https://www.americanpetproducts.org/press\\_industrytrends.asp](https://www.americanpetproducts.org/press_industrytrends.asp)
3. Burke, Anna, “How Much Exercise Does My Dog Need?”, published January 15, 2019,  
<https://www.akc.org/expert-advice/health/how-much-exercise-does-dog-need/>
4. Zorthian, Julia, “More Evidence That Owning a Dog Is Really Good for You”,  
<https://time.com/collection/guide-to-happiness/4870796/dog-owners-benefits/>
5. The People’s Dispensary of Sick Animals, “Welcome to the PDSA Animal Wellbeing Report 2021”, accessed May 2021,  
<https://www.pdsa.org.uk/what-we-do/pdsa-animal-wellbeing-report/paw-report-2021>
6. Wenden, E.J., Lester, L., Zubrick, S.R. et al. The relationship between dog ownership, dog play, family dog walking, and pre-schooler social-emotional development: findings from the PLAYCE observational study. Pediatr Res 89, 1013–1019 (2021).  
<https://doi.org/10.1038/s41390-020-1007-2>

# Project Research

## PawPacer Research Links

Happy Dog. Happy Life.

Updated: 11.28.21

### Benefits:

National Dog Day 2021: Benefits of having a dog

More Evidence That Owning a Dog Is Really Good for You

Dog Walking Makes You Happier

### Problems:

These Are the Biggest Things Pet Owners Constantly Worry About

Dog Owners Share Their Biggest Challenges - Survey Results Revealed

### Wicked Problem Resources

#### Category 1: Mental Health

The Health and Mood-Boosting Benefits of Pets

10 Ways Pets and Mental Health Go Together

Pets and mental health

Do Dogs Really Make Us Happier? - WSJ.

1 in 4 dogs suffer from 'dog depression'

Pets and mental health

20 Signs your Dog is Happy

PSDA 2021 Wellness Report

The Health and Mood-Boosting Benefits of Pets

Pet Therapy: Science Proves Owning a Pet Is Good for You

Meet Oliver, Forest Lake High School's Therapy Dog

Challenges - Survey Results Revealed

A Framework for Well-Being Benefits from Dog Ownership

#### Category 2: Physical Health

##### Diet:

Recognizing Obesity in Dogs and How You Can Help

The right balance of plant-based superfoods and high quality proteins will nourish your pets' whole body vitality

Feed your pets with confidence knowing that you are fueling their bodies with the proper nutrition needed to support optimal health and vitality

Adult Obesity Facts | Overweight & Obesity

How to Find Your Dog's Body Condition Score

Best Dog Foods 2021 | The Dog Food Advisor

The best food for dogs, according to experts and veterinarians

Healthy Homemade Dog Treats In 10 Minutes Or Less [NO-BAKE RECIPE]

Fitness Buddies: Exercising With Your Dog Slideshow

The Implications of COVID-19 for Mental Health and Substance Use

##### Exercise:

How Much Exercise Do Dogs Need?

Does My Dog Need Longer Walks?

What Are My Dog's Exercise Needs?

AKC FIT DOG

#### Category 3: Social Health

1 in 4 dogs suffer from 'dog depression'

What your dog says about you

BorrowMyDoggy - Local Dog Walking, Sitting & Holiday Care

#### Category 4: Destinations w/ Your Dog

dog-friendly road trip destinations

#### Category 5: Climate Impact of Dogs

The environmental footprint of your pet is bigger than you think

Op-Ed: Just how bad is your dog for the environment?

KARMA™ Dog food that protecting the earth & not an afterthought.

# Project Research Continued

## PawPacer Research Links

Happy Dog. Happy Life.

Updated: 11.28.21

### Research Areas

#### Organizations

Freedom Project - More to Dogs Trust

Secondhand Hounds

Dog Walking Volunteers – The Cinnamon Trust

Red Cross Mobile Apps and Voice-Enabled Skills/Actions

#### Industry Results

2021 Pet Industry Market Size, Trends & Ownership Statistics

Pet Insurance - The puppy premium

Dog ownership, the natural outdoor environment and health: a cross-sectional study

2021 State of the Pet Industry Presentation

Pet ownership in the US - statistics & facts

#### Inspirational Ideas

Clever:

Color Pop Bus Stop — Ashley Mary

Dog Reacts to dog recorded Bark on Facebook

Dogs Look Like Their Owners: Replications with Racially Homogenous Owner Portraits

Human-to-Dog Translator on the App Store

#### Holidays or Events:

National Dog Day | Celebrating Dogs

Secondhand Hounds - Bone Appetite 2021 Benefit

National Dog Day - Ways to Celebrate

### Tools

Color:

UX for Color from Mailchimp

#### Routes in Figma & Marvel:

#heatmaps resources from the Figma Community – Figma

#### Sound:

How to Add Audio/Sound to in Figma | Embed Audio in Prototype

#### Imagery:

Material Design

Apple Developer

Noun Project

Unsplash

iStock

Freepik

PHC - Pamela Hart Creative

#### Music:

Video: Original score & performance courtesy of Anthony DaSilva

#### App Research

STREAKS. The to-do list that helps you form good habits. For iOS.

Whistle GPS Pet Tracker and Activity Monitor for Pets | Whistle Store

Dog E Data - Adobe Creative Jam LIVE - UCF SVAD

BABELBARK Flash Dog Health Monitor, White

Strava: Run, Ride, Swim on the App Store

Scavify on the App Store

AllTrails: Hike, Bike & Run on the App Store

Brilliant | Learn to think

PitPat Dog Activity Monitor Review

Dog App | The Best Dog Apps for Pet Parents to Use

Whistler App for Dogs

Tractive App- GPS for Cats and Dogs

PupTox on the App Store

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