

A man in a dark hoodie and pants is jogging on a grassy hillside. A brown dog is running alongside him on a black leash. The background shows a clear blue sky and a field of tall grass.

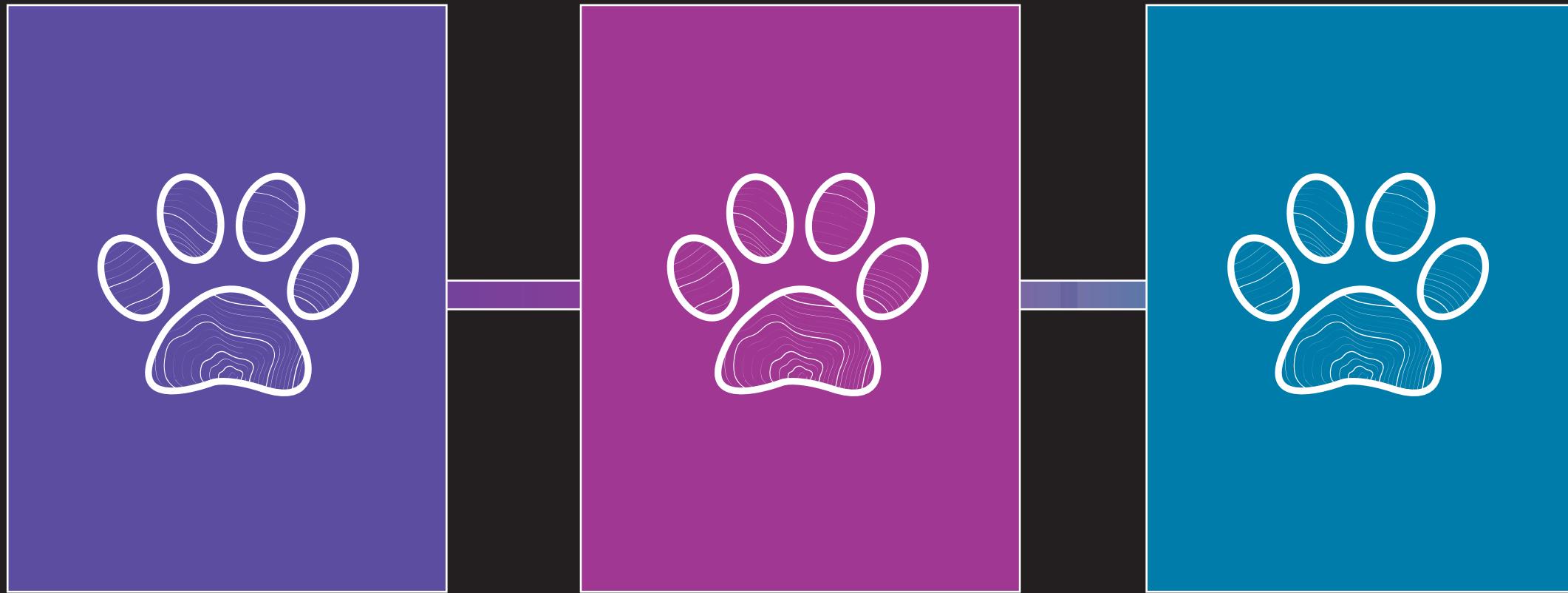
Happy Dog.  Happy Life.



PawPacer

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

Pamela Hart | Capstone | Fall 2021

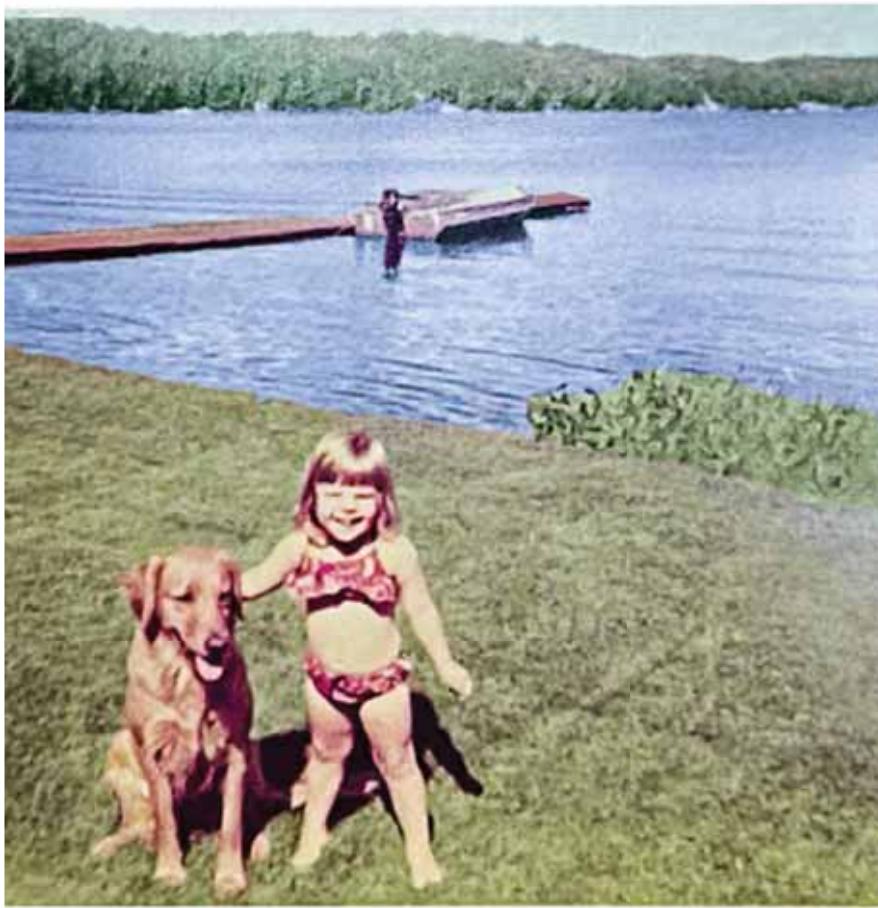


IMPRINTING

BALANCE

GOALS

IMPRINTING





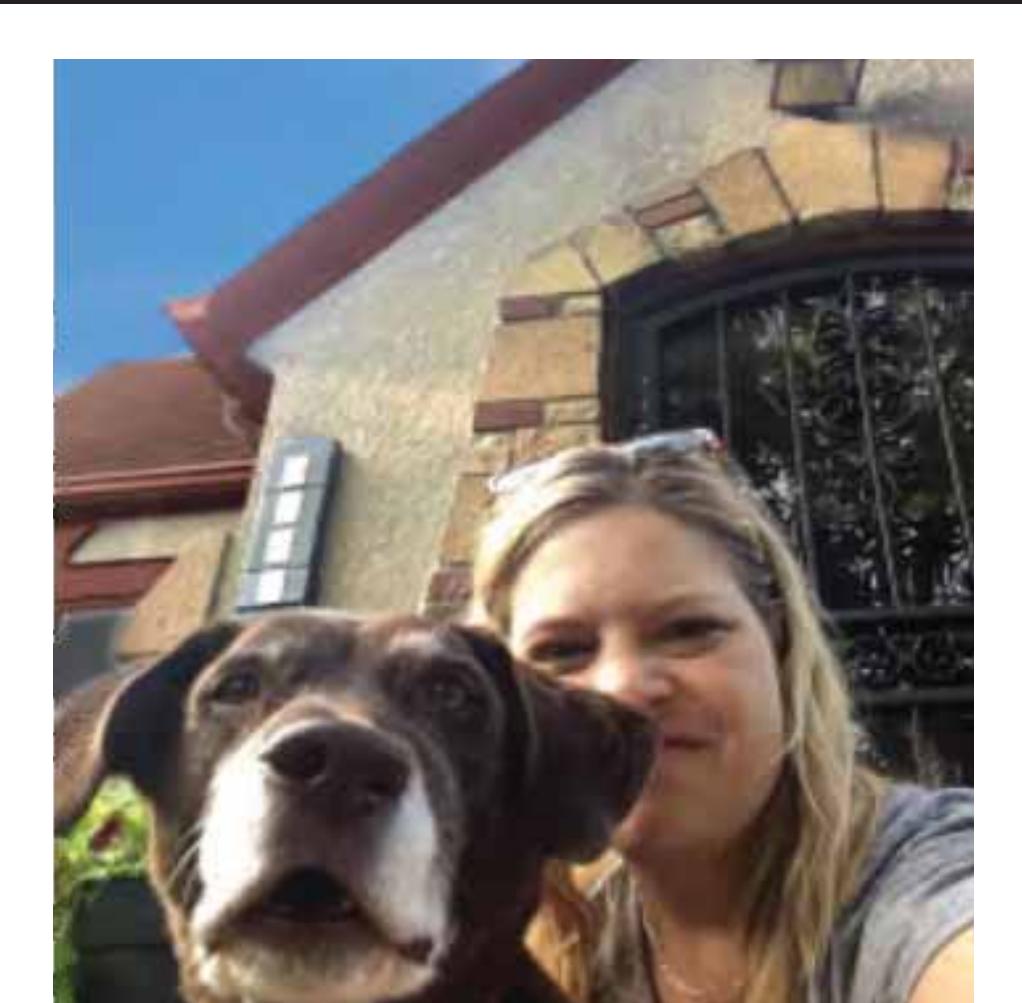
“ Dogs learn a lot in the first 6 months about how to relate to other dogs, their owners, family members and others they meet later on. Without social activity, the mental state of the dog is severely compromised. Exercise has a direct connection on a dog’s mental health status. ”

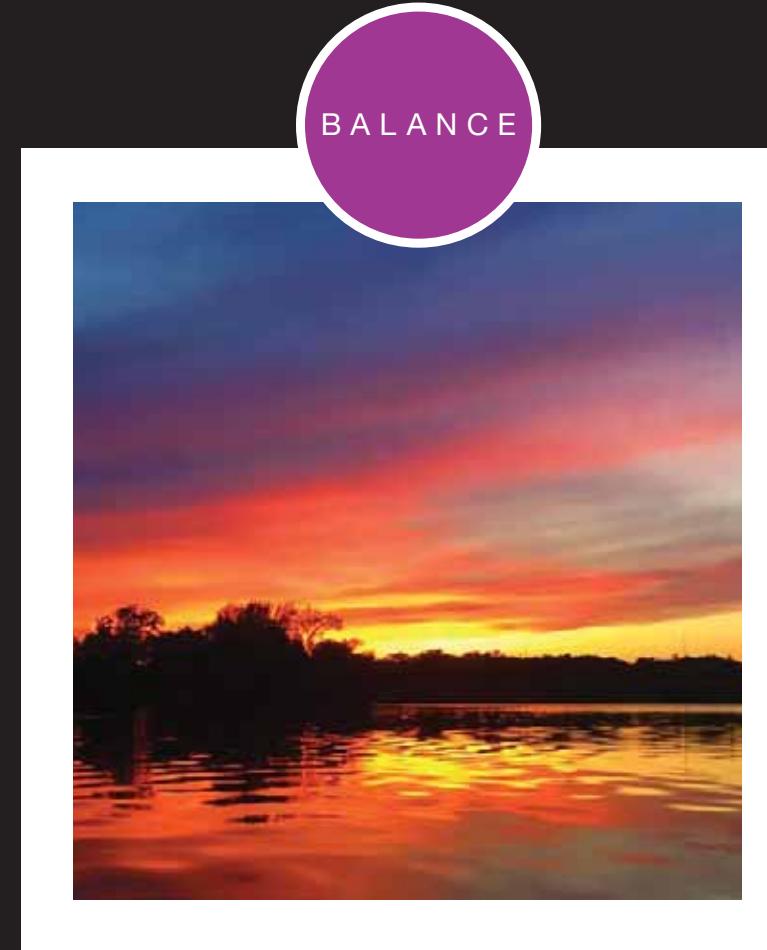
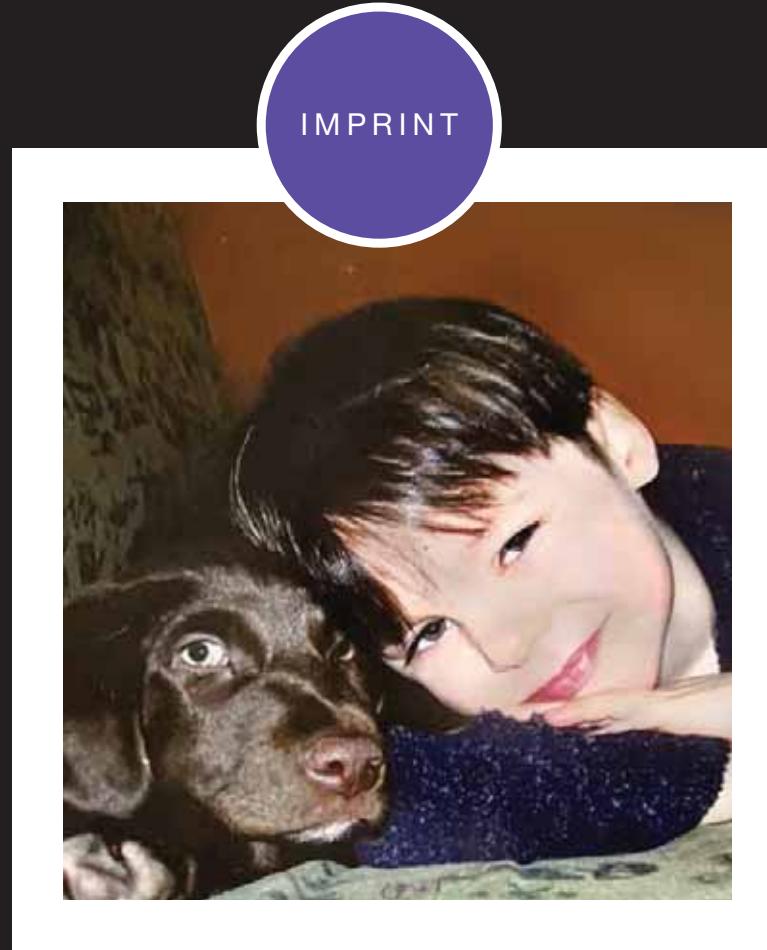
- Dr. Liz Hartlett,
Long Lake Veterinary Clinic





ADULTHOOD



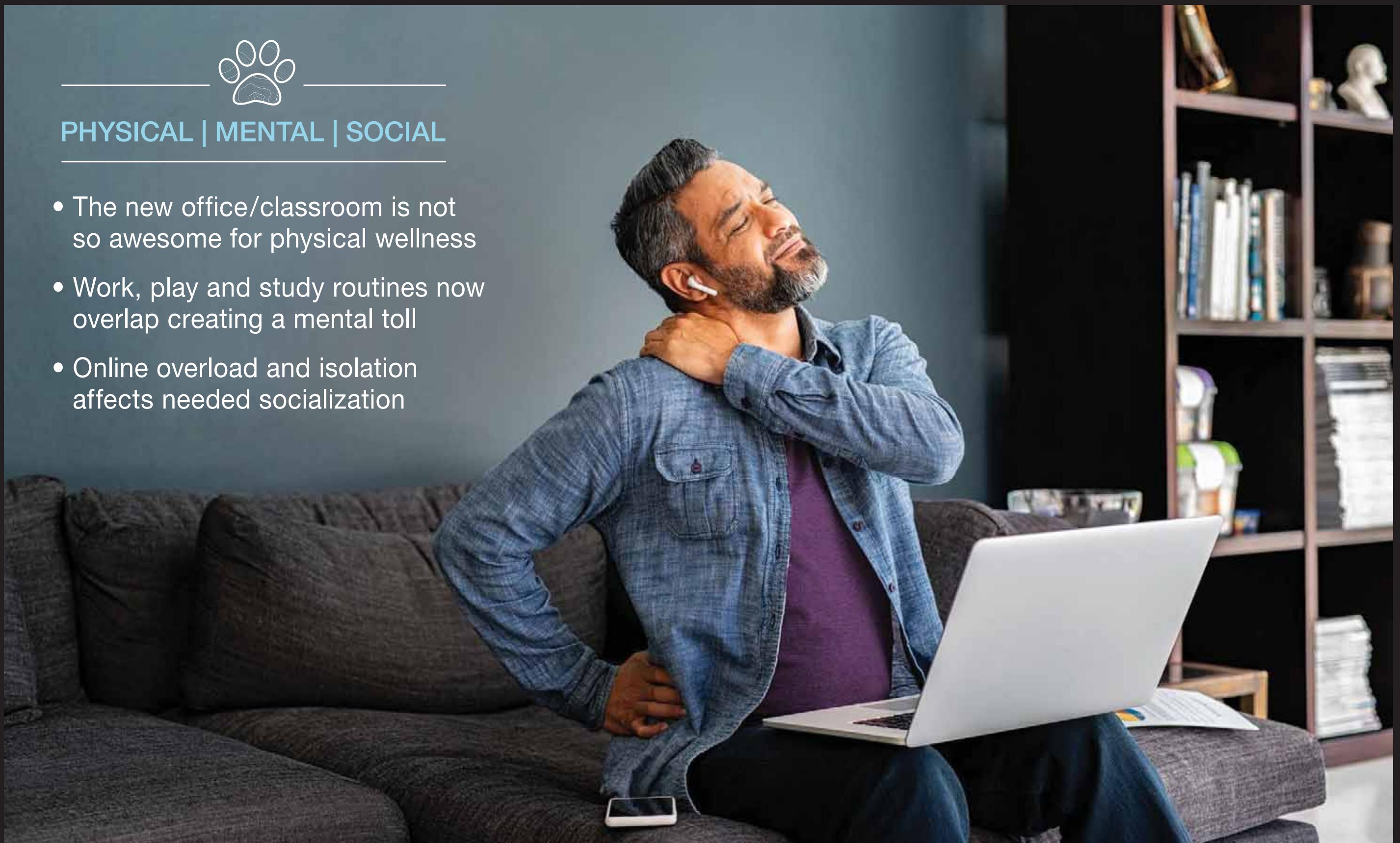


- Imprinting kept me a dog owner into motherhood. I've chosen to keep dogs in the family. My son is a 4th generation dog owner.
- Use passion, love, guilt and empathy. As an avid kayaker, utilize my mental balance on tranquil water, surrounded by amazing colors and the vigor of physical activity.
- Expand my design practice connecting my passions, utilizing my industry experience, and 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 Report¹, Owning a Dog is Good for You³



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 Report¹, 20 Signs Your Dog is Happy⁴



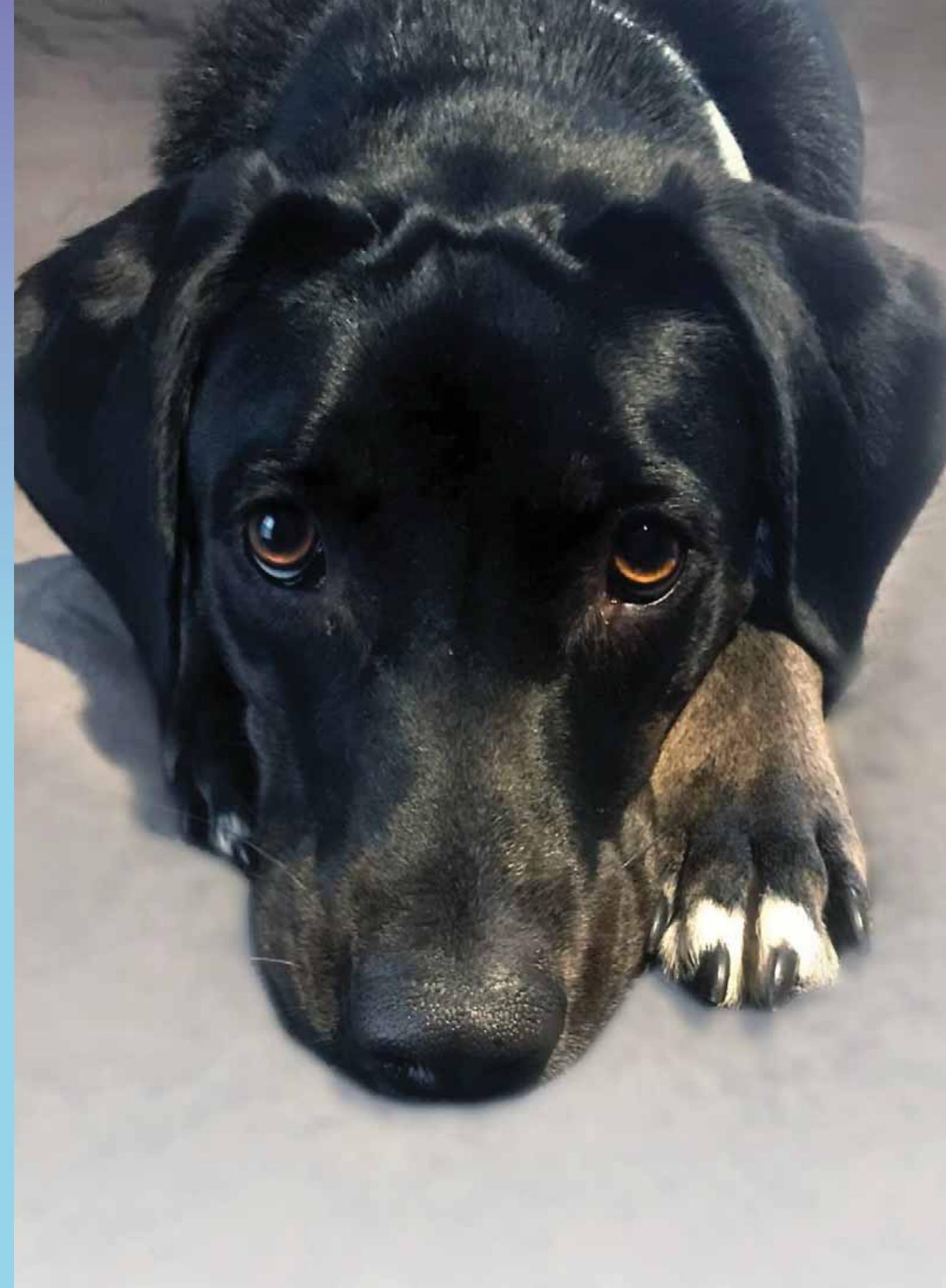
90%

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

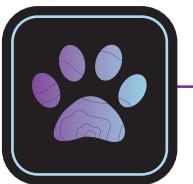
YET
→

35%

Owners **do not walk**
their dogs



SOURCES: PawPacer Owners Survey, Your Dog's Exercise Needs⁵



THE PROBLEM

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

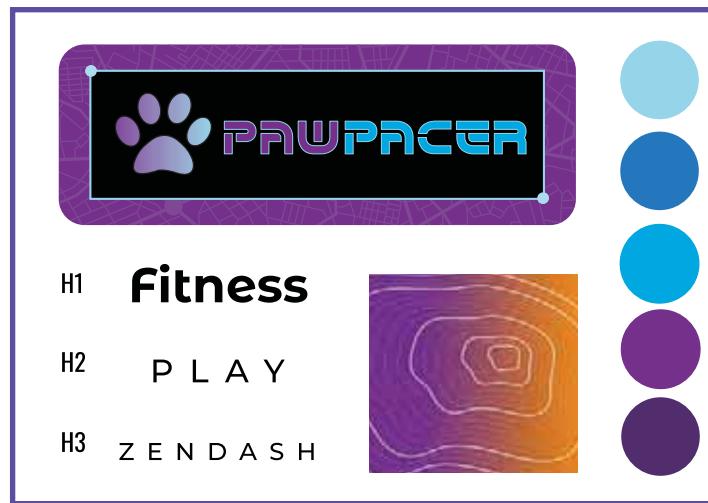


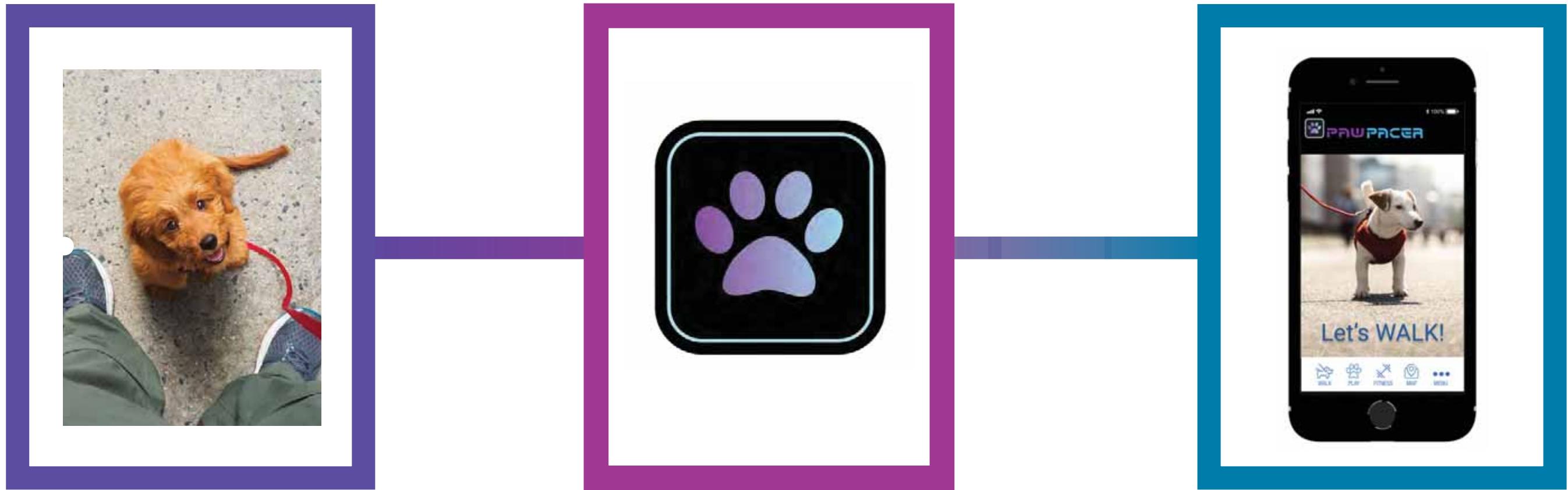


“Dogs encourage their owners to get out in nature, maintain a sense of routine and stay in touch with their neighbors. All the things that benefit our mental health in normal times are just more important during Covid. **”**

- *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

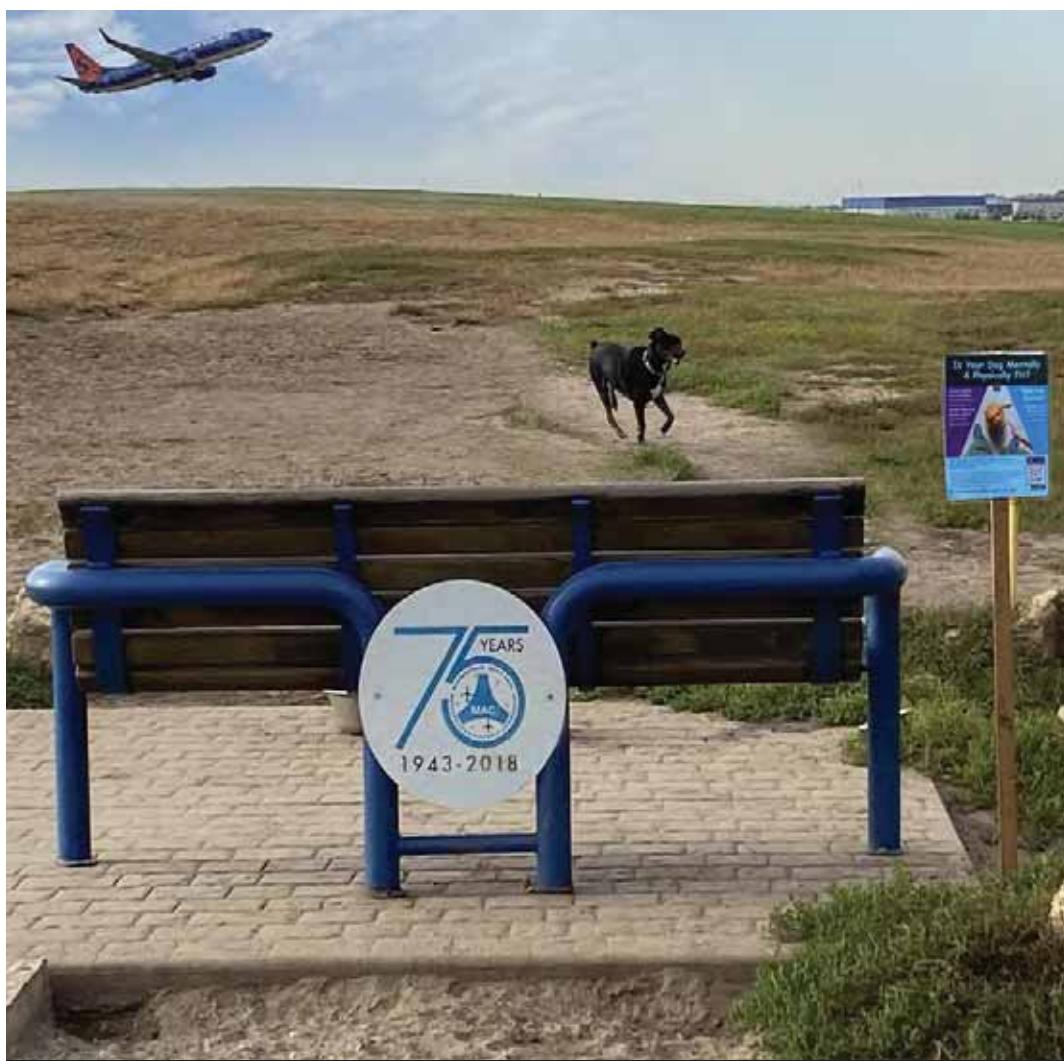
1. Brand Story
2. Research & Discovery
3. Design Review
4. Atomic Building
5. UX Patterns
6. Wireframing & Testing
7. Coding
8. Scaleable Systems
9. Love, Guilt & Empathy
10. Balanced Synergy





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

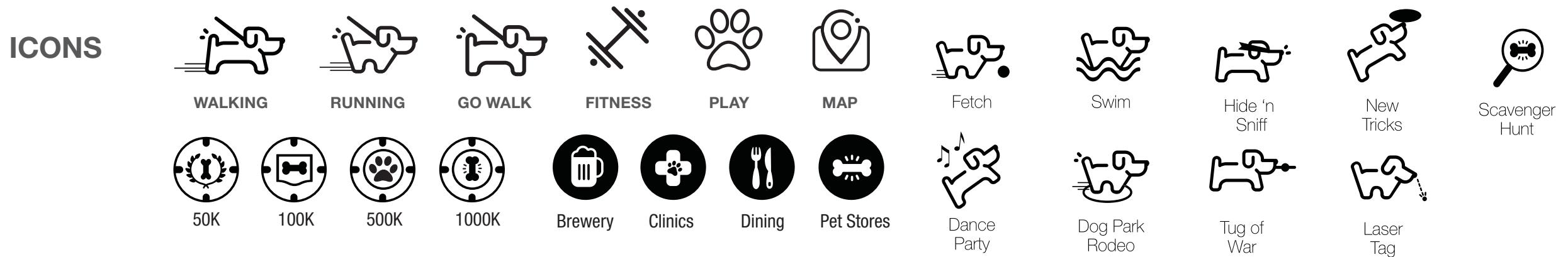
COLOR PALETTE



BRANDING

LOGO										
FONTS	H1 Fitness	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
P5JS GENERATES PATTERNS	PATTERNS									
		MAP	TREES	WAVES	WAVES - BLUE	WAVES - PURPLE	WAVES - BLACK			

UX DESIGN



UX STYLE

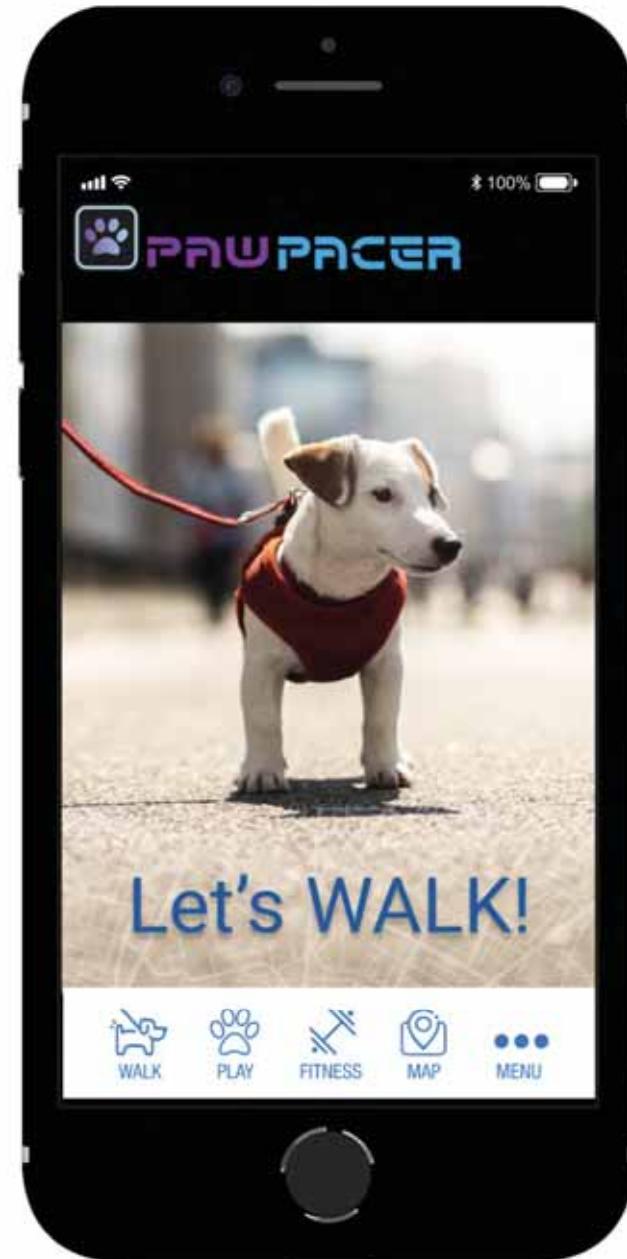


BUTTONS

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		Active		Active		Active	
Hover		Hover		Hover		Hover	
Selected		Selected		Selected		Selected	

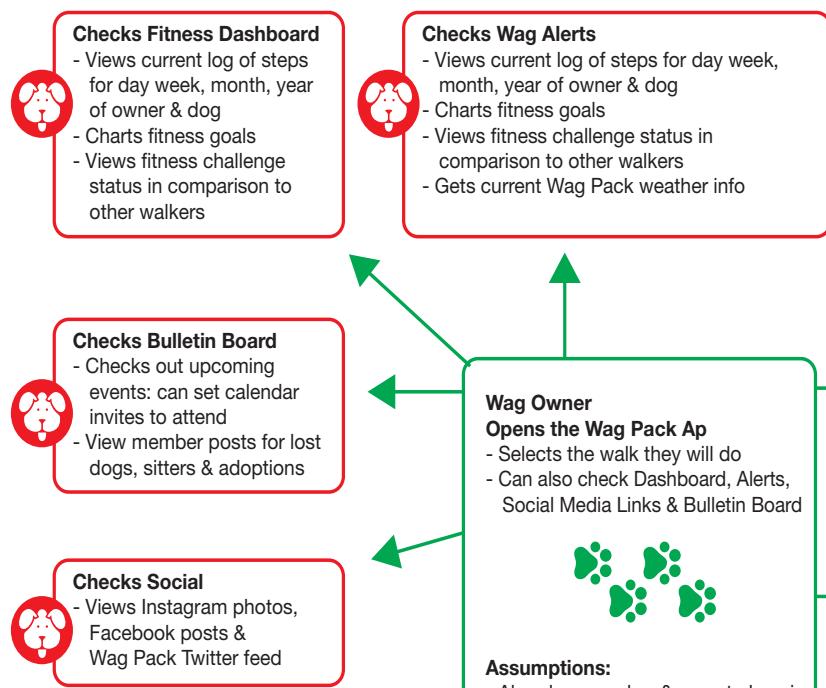
[View UX Style & Brand Guide](#)

FEATURES

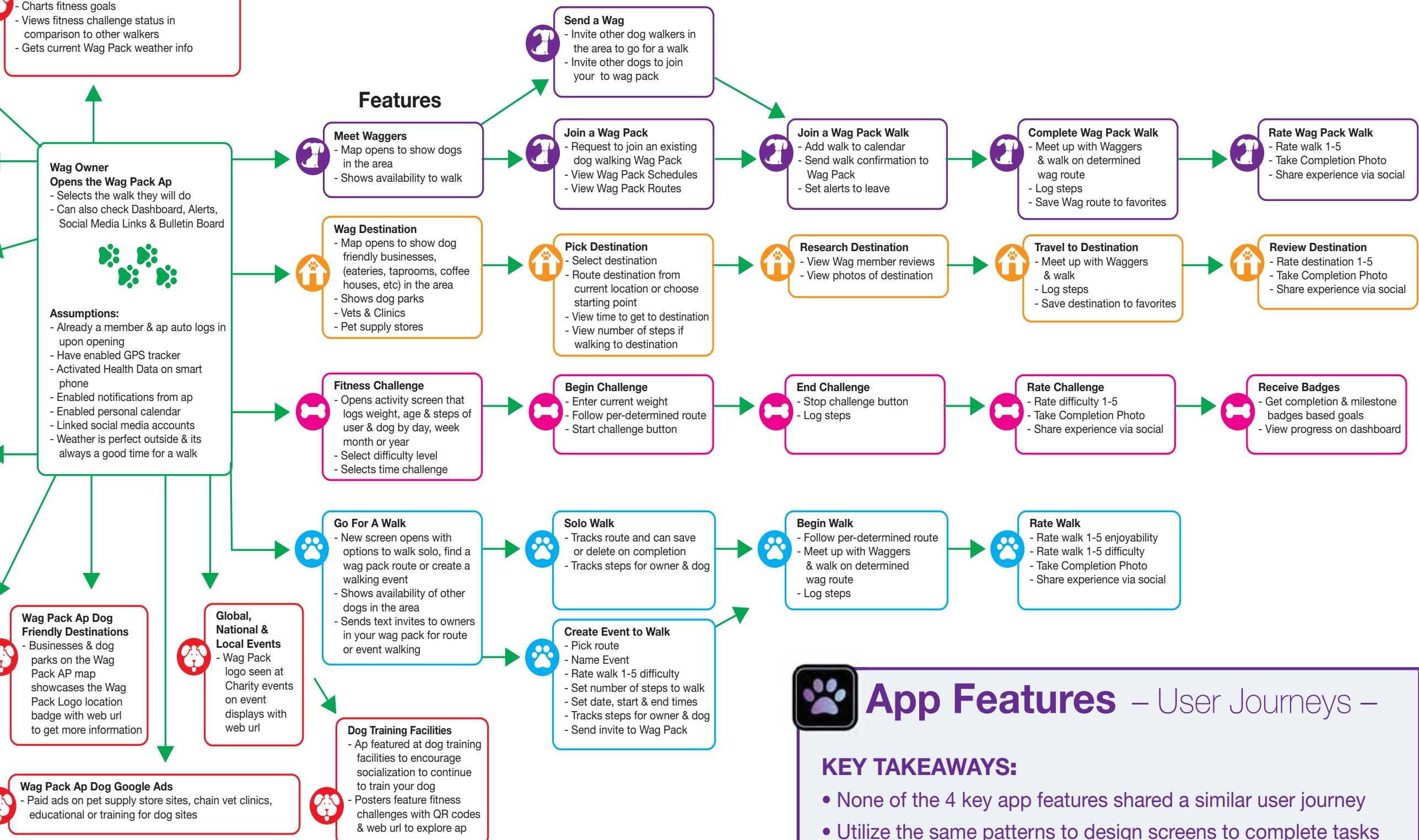


[View Figma Prototype](#)

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

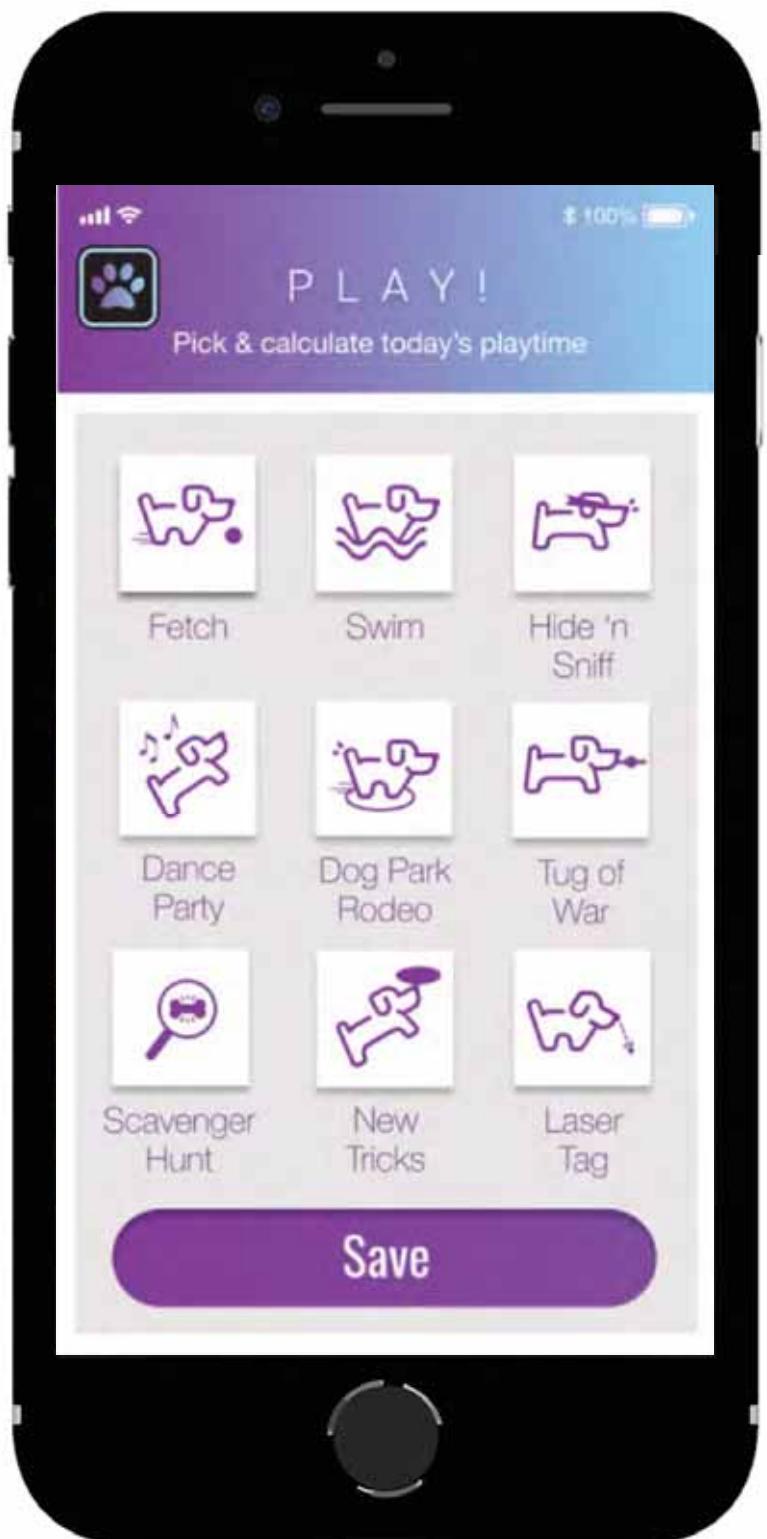
– User Flow –

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

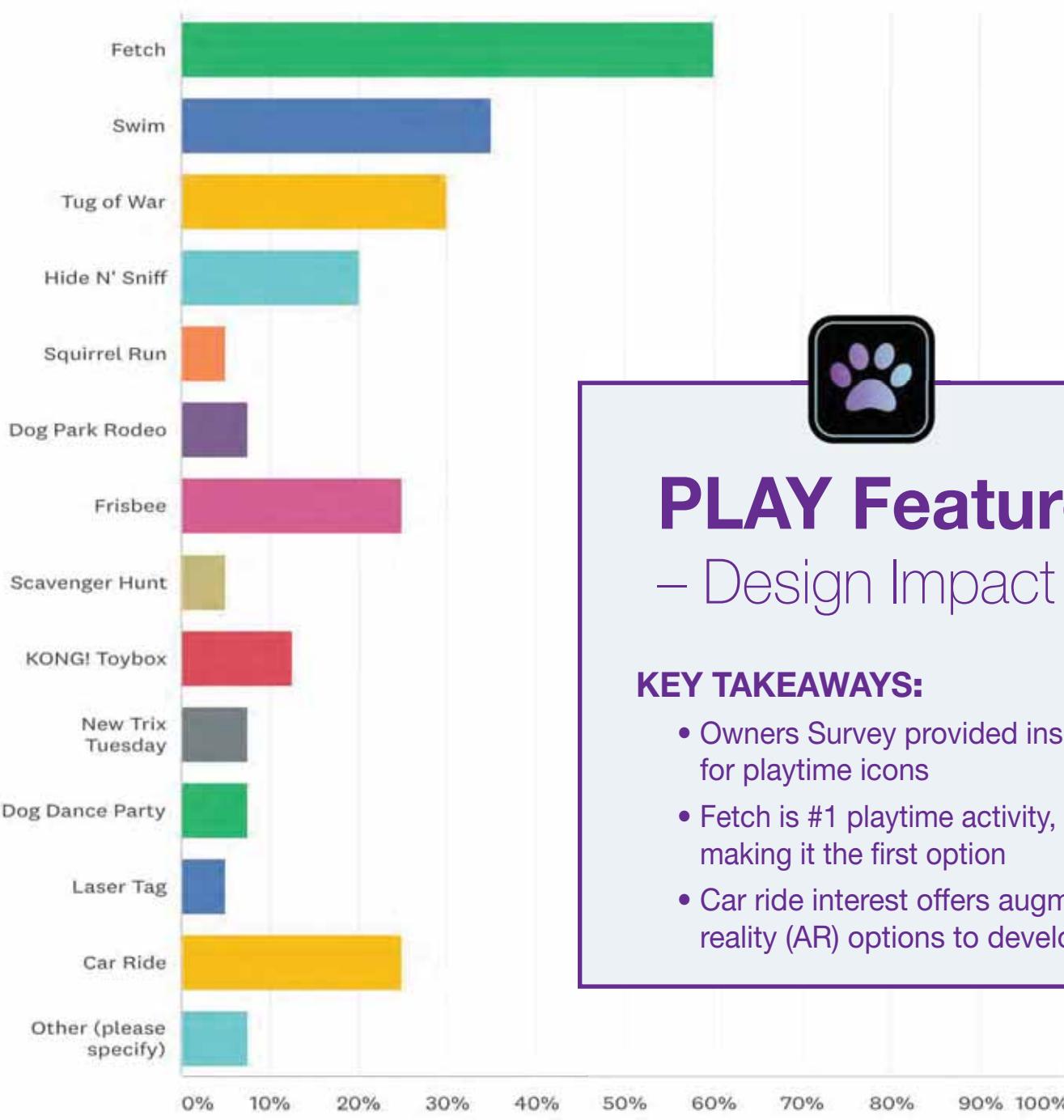


RESEARCH



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

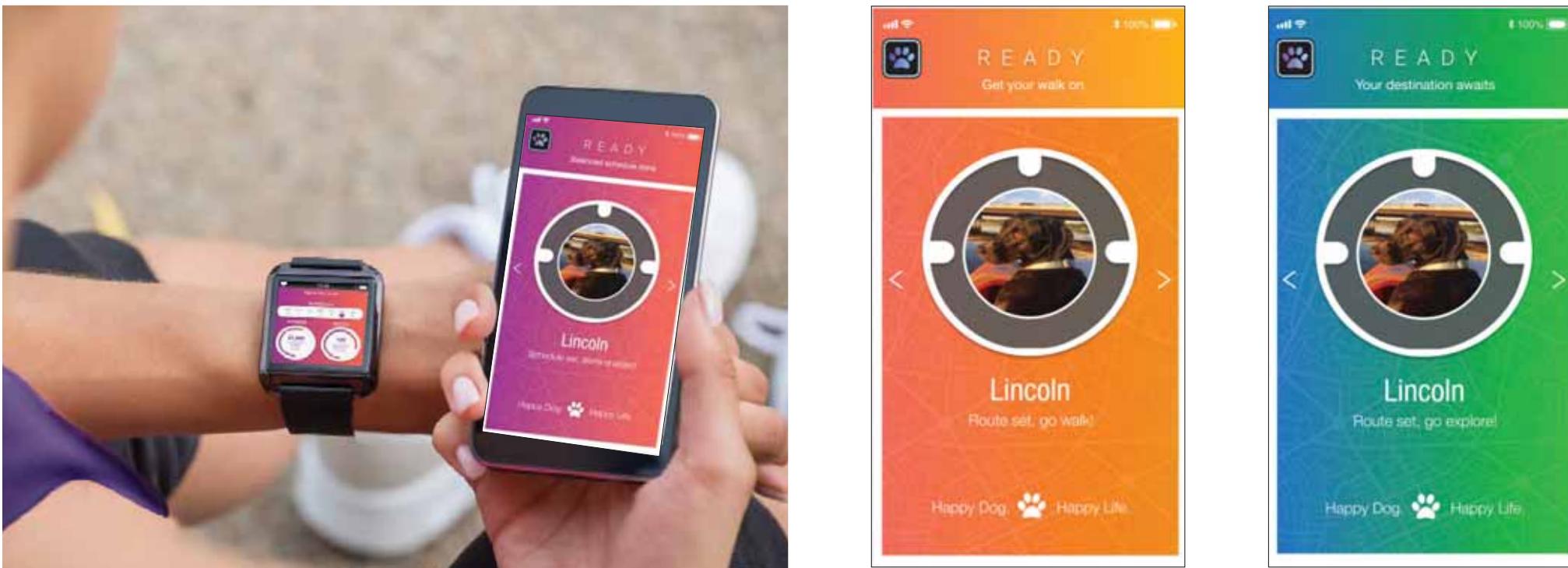
Has a problem knee, exercise is limited to intervals of 20 minutes each day and surgery recommended

OWNER PROFILES

Solo Walker	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.
Social Walker	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.
Family Walker	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.
Fitness Walker	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.

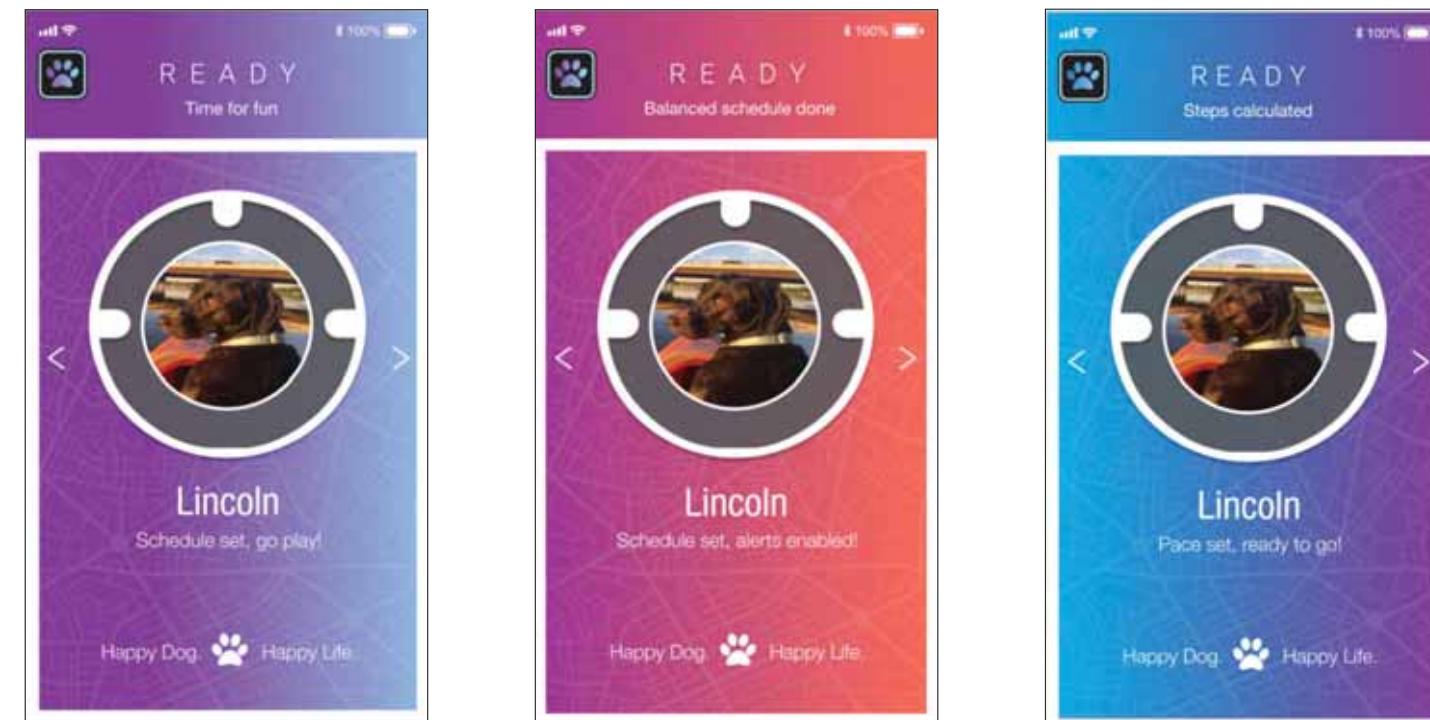


SCALABLE PATTERNS



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

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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

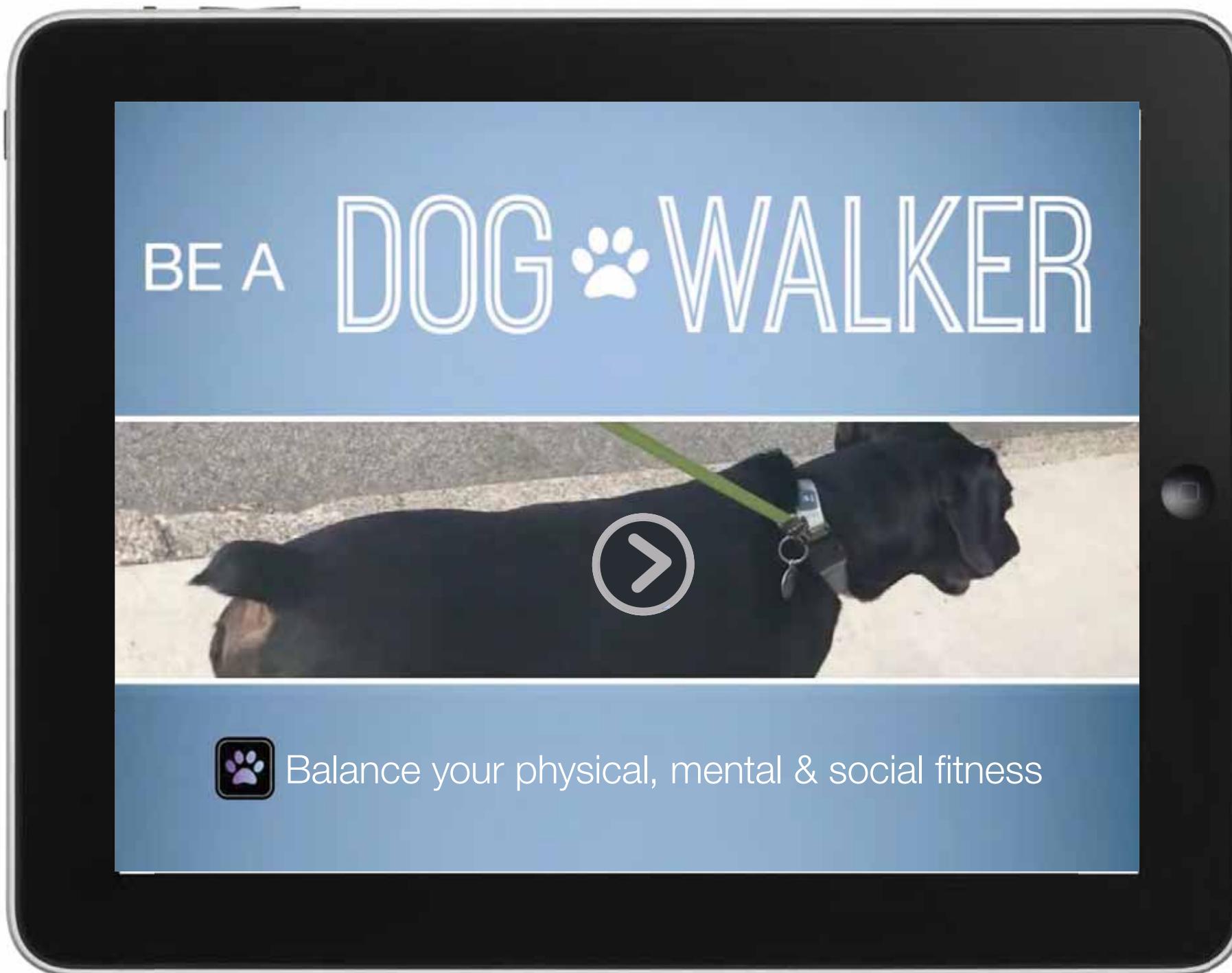
WAVES TRAILS CITY

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

Github: [Capstone Fall 2021 PawPacer](#)

web: 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:

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,
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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.

Capstone Road Map



User Testing Results

Walk Feature

Task 3 Test Results

After you've reached your end destination, there are 3 options for you to choose from. Can you identify them? Can you proceed to accomplish each of the 3 options?

User 1 Julie - Remote	User 2 Molly- In person	User 3 Chieko-Remote	User 4 Joe-Remote	User 5 Eric-Remote
Yes: POST EVENT ON SOCIAL, RATE DESTINATION, RATE WALK. Can you proceed to accomplish each of the 3 options? YES, easily.	I would rate the destination, the walk and share it all	Rate the destination, Rate the Walk, or share it on social media. But I would not rate and share, but looks easy walk through	It seems very intuitive to post/view rewards/rate how the event went.	Yes, post on social; rate destination; rate walk.

Task 4 Test Results

Would you take this route again and would you like to keep track of your dog's and your fitness?

User 1 Julie - Remote	User 2 Molly- In person	User 3 Chieko-Remote	User 4 Joe-Remote	User 5 Eric-Remote
YES, It's fun to see (or encouraging) how far you have gone and the experience you have. I would totally rate the experience first based on the area we walked, dog friendly, watering areas, environment.	I would save the route and the fitness	I like that the app would store my likes/dislikes of walks I went on by me rating them...keeping it on file. My favorite part of the app is seeing the steps/fitness.	If it was enjoyable it would be cool to make it a regular thing. I have not used a fitness app before but I'm sure if I did it would be very convenient.	Yes, I like a sure thing!

User Test Summary for Go Walk Feature

The user testing preformed this week **re-tested the process** of the key feature to create a walk, invite some friends to join at a local neighborhood bakery and walk to a brewery where they celebrated with a beer and posted to Instagram.

The goal for the **digital prototype** is to test ease of navigation, promotion of logical actions in order for a user to set up a walk with a calendar event sent to friends. Users needed to choose destinations with an interactive filtering map. The goal was to learn about user preferences for their interactions w/ calendars, maps, socialization, fitness goals and comfort levels while performing tasks to accomplish this walk.

The Wag Owner opens the Wag Pack App to the home page with the intention of creating a walk and inviting some fellow Wag Pack members to join. An updated home page with **a new icon called "features"**, was listed first and make its icon a star in encourage it to be the first one picked as a primary spring board for the user to create an walk. The **results were mixed** with a 3-2 split. Again users had to be guide to the feature selection based on their familiarity with other apps. Some were dashboard lovers, who expect to click a dashboard and all of the relevant app options would come up and they would start there. Some wanted to pick their friends and their route before they picked a date for an event.

Further testing has revealed the need to simplify the home screen further. Everything may be a walk rather than a feature. Additional needed features could be stored in the mini menu bar in the top left navigation corner. This action will eliminate the next screen and jump quicker into testing for creating an event using the event map, calendar and router.

It was determined what was important to testers. Ease to interact with contacts, the value of a rating system, importance of fitness goals and social activity tendencies were all valuable to end users. The calendar interaction cues from the classic email calendar and scrolling time setter is the most expected and wanted interaction in the user journey. This **creates the familiarity the user likes in order to navigate quickly through a task orientated journey.**

Additionally, since this is a walk and route activity app, **the map is a key feature that the majority of the testers want to use as their main tool** within the app to jump start their walks, create events, check fitness cues for steps and to find fellow walkers. Additionally the **social features that were most important were related more to interaction with the users ability to contact friends** to invite them to walk more than it was to post their activities on social media, yet they still wanted the option to post on social. Lastly, the **rating system should be less generic**, offer more substance such as user reviews, route photos, a second rating system specific for the dog and the system should be clickable icons so its fast and easy.

The digital prototyping provided both challenges and successes. Finding a compatible testing system was varied by user capabilities. Additionally, it would be easier to have more than one person performing the testing. **A person to facilitate and one to take notes while the test is being conducted would be ideal.** Use of a recorder to take notes while administering the tests was helpful. After the first two testers, it was obvious **the slides at the beginning needed adjustment in order for the user journey to flow better.** It did make a big difference and allowed for faster more efficient testing. It has been validated that **further adjustments on the homepage** to the four interactive icons can create a better user experience that is easier to understand and navigate. This process will help **streamline the other user journeys** and help provide consistency to the other user journeys down the road that directly enact and cross over. Further testing to streamline the create a walk event process will be explored. Less screens if possible to accomplish the same tasks will be a goal for the next rounds of design.

*KEY TAKE-AWAY

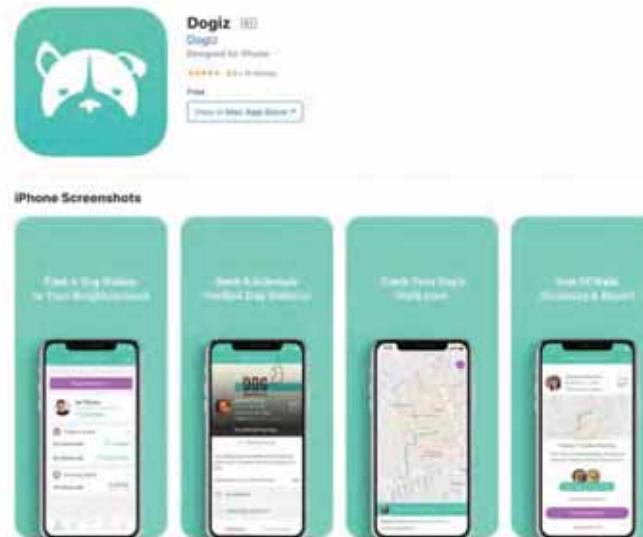
Further testing has revealed the need to simplify the home screen further. It has been validated that further adjustments to the four key feature icons will streamline the user experience and make it easier to understand and navigate.

Apps Research

SOCIAL DOG DESTINATIONS



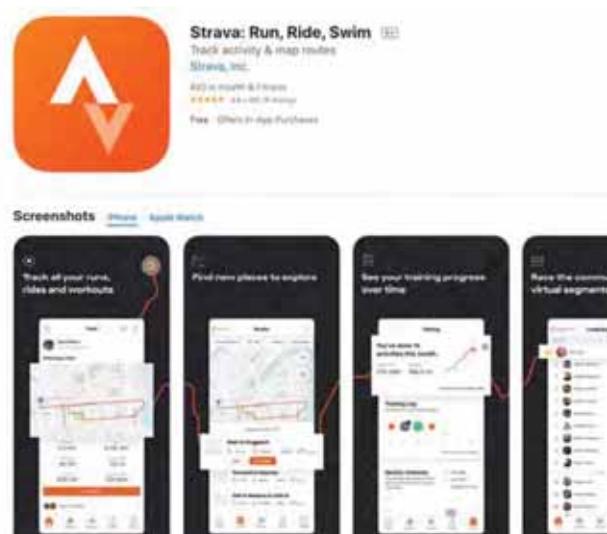
DOG ROUTING



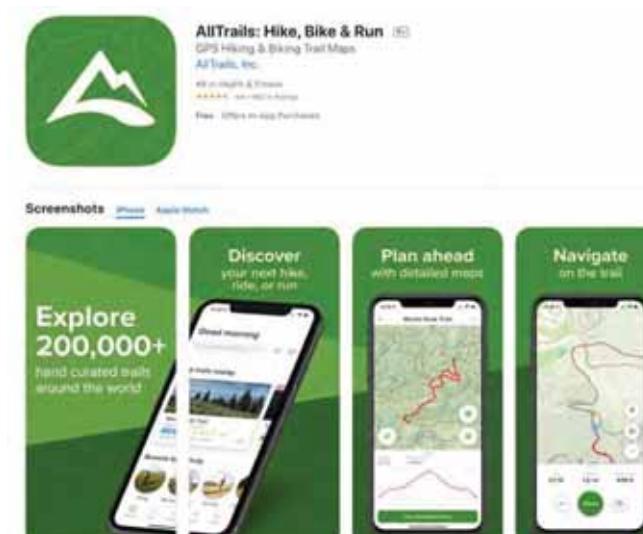
DOG HEALTH



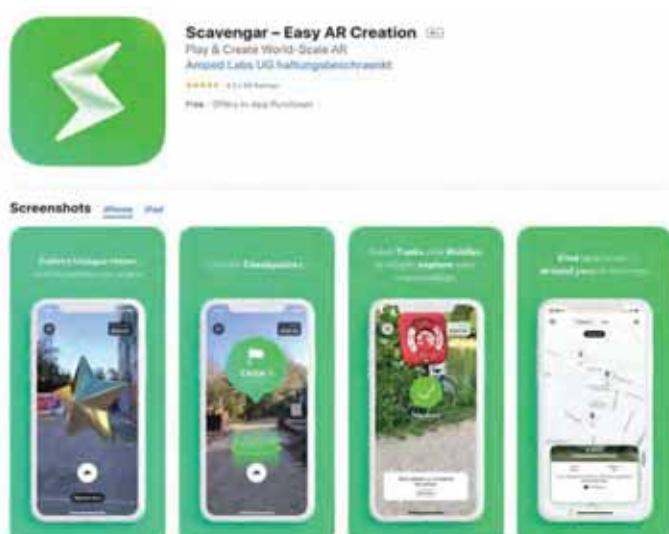
FITNESS



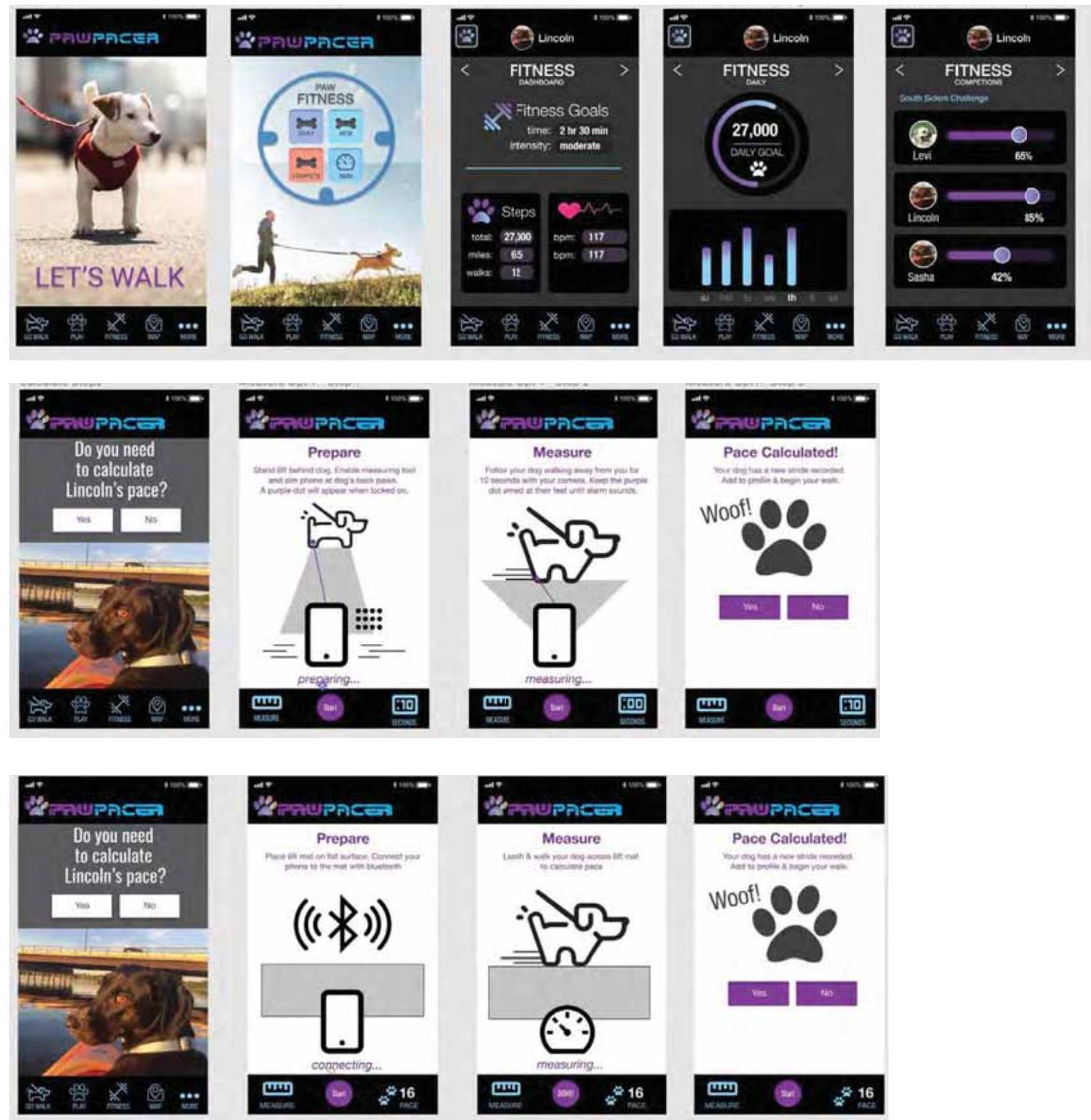
TRAILS



PLAY



Fitness Feature Dog Pedometer Test 1



External Connections

SUBJECT MATTER EXPERTS

OUTSIDE AUDIENCES

Dr. Liz Hartnett, vet specialist in dog health & nutrition

Dr. Hartnett owns and operates the Long Lake Veterinary Clinic in Long Lake, Minnesota.

She received her Doctorate of Medicine (DVM) from Saint Matthew's University on Grand Cayman Island. She completed her clinical year of veterinary school at the University of Minnesota Special interests in Chinese medicine, acupuncture, alternative medicine and nutrition. Dog expert & owner interpreter.

longlakeveterinaryclinic.com

Calee Cecconi, educator & artist

Full-time art and design practice and graphic design educator at Minnesota State -Mankato and MCAD. Designer, multimedia artist, educator and art and passionate about design for good and social justice. Wicked problem instigator.

chimesdesign.com

Matthew Luken, educator & director of UX design

UXDesign Director, Vice President - Digital Accessibility for U.S. Bank, educator and mentor at MCAD & U of MN- Twin Cities respectively. A fervent User Experience and Service designer, digital strategist and critical thinker working for the inclusion of all users.
Master problem solver of many wicked things. His review summed up 2 things.
Tell the story & nothing goes on the page unless it has purpose. = bullet proof.
TYML.

matthewluken.com

Second Hand Hounds:

Jeanne Minnick

Over 10 years of experience with dog rescue and fostering dogs of all sizes, breeds and health. Provides the unique viewpoint of the value of good physical & mental health for dogs. Opportunity to gain insight on needs for dogs coming into and going out of rescue to new homes. How to guide for helping dogs at all entry levels gain a good balance of physical and mental fitness.

www.secondhandhounds.org

National Dog Day:

www.nationaldogday.com

National Dog Day celebrates all dogs, mixed breed and pure. Our mission is to help galvanize the public to recognize the number of dogs that need to be rescued each year and acknowledges family dogs and dogs that work selflessly each day to save lives, keep us safe and bring comfort. Opportunity to create a campaign around this date to highlight the "Be a Dog Walker" video 2.0

www.nationaldogday.com

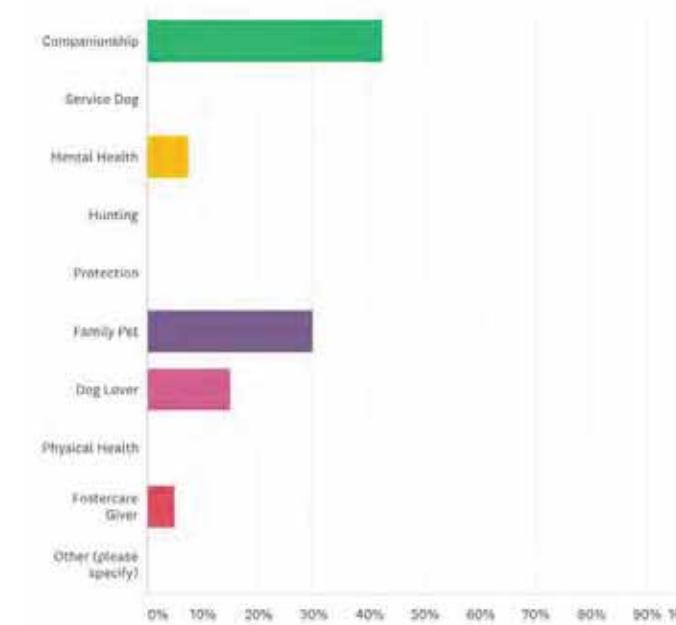
Owner Survey 1

Q & A Results

SURVEY TEST QUESTIONS ANSWERED

Q 1 Results

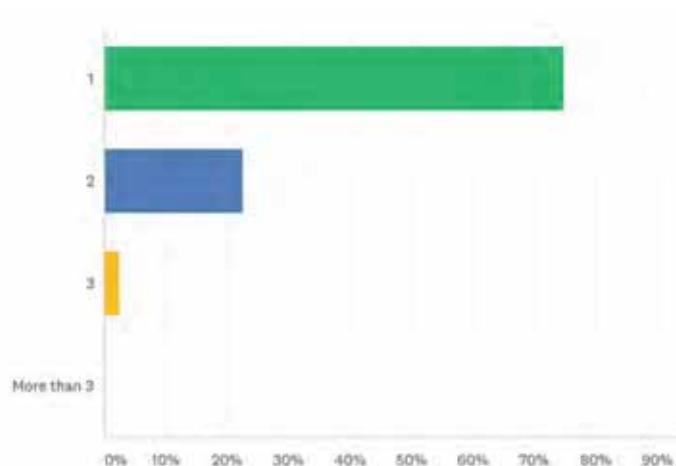
Why did you get a dog?



ANSWER CHOICES	RESPONSES
Companionship	42.50%
Service Dog	0.00%
Mental Health	7.50%
Hunting	0.00%
Protection	0.00%
Family Pet	20.00%
Dog Lover	15.00%
Physical Health	0.00%
Fostercare Giver	5.00%
Other (please specify)	0.00%
TOTAL	40

Q 2 Results

How many dogs do you own?



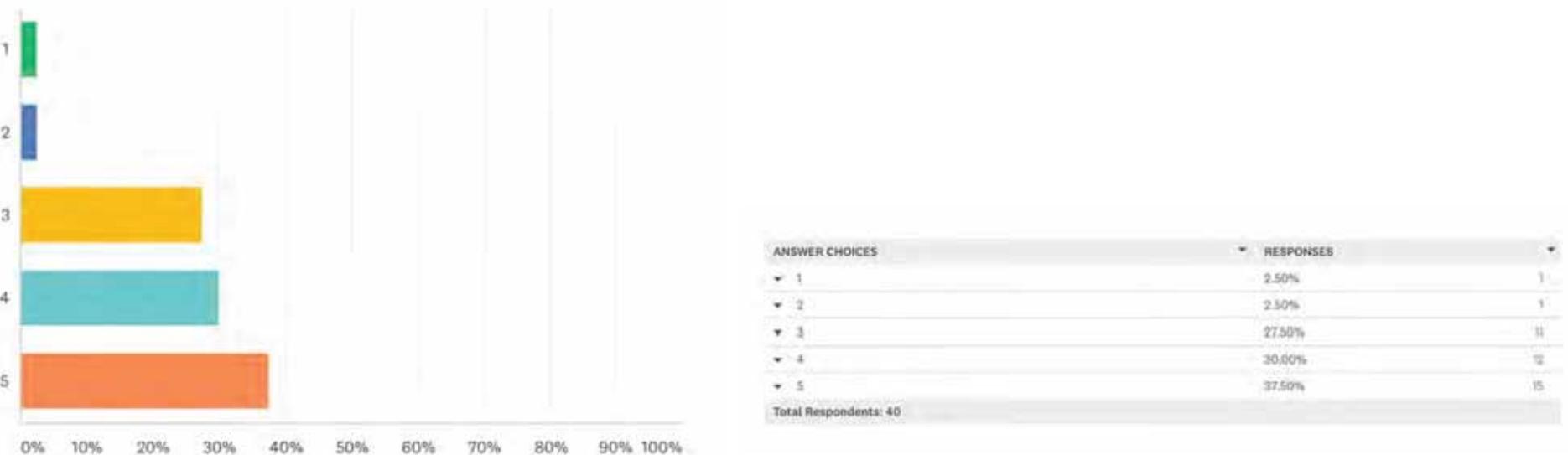
ANSWER CHOICES	RESPONSES
1	30
2	9
3	1
More than 3	0
TOTAL	40

Owner Survey 1

Q & A Results

Q 3 Results

On a scale of 1-5, 5 being the best, how happy does walking your dog make you?



Q 4 Results

What activities would you like to play with your dog?

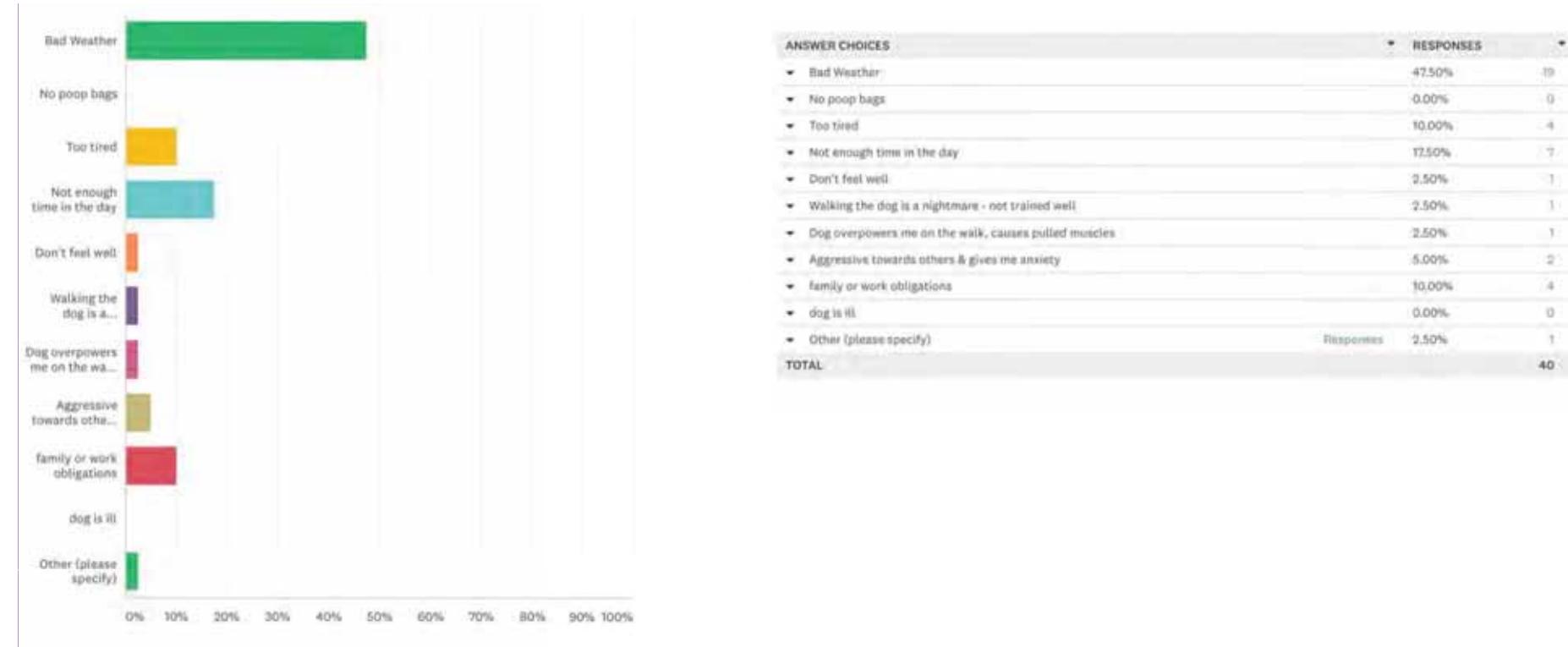


Owner Survey 1

Q & A Results

Q 5 Results

What prevents you from walking your dog each day for the right amount of time needed to be physically & mentally fit?



Q 6 Results

Do you feel guilty when you don't walk your dog?

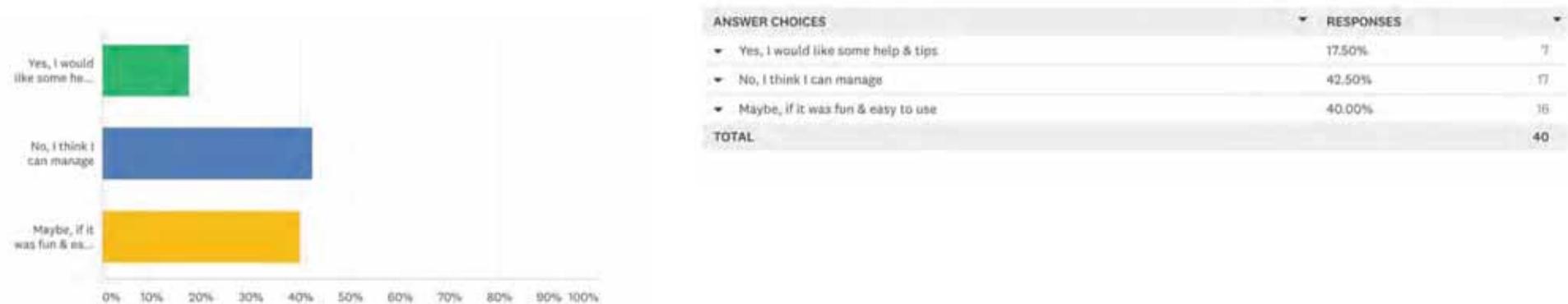


Owner Survey 1

Q & A Results

Q 7 Results

Would you like alerts & tips to walk, play and socialize your dog in order to achieve their best physical & mental health?



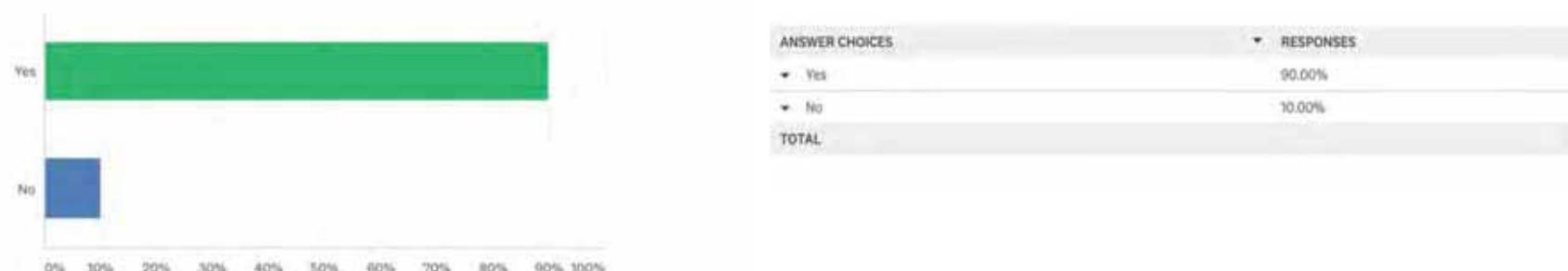
Q 8 Results

Would you like to know what your dog is saying to you?



Q 9 Results

Do you worry about if your dog is happy?

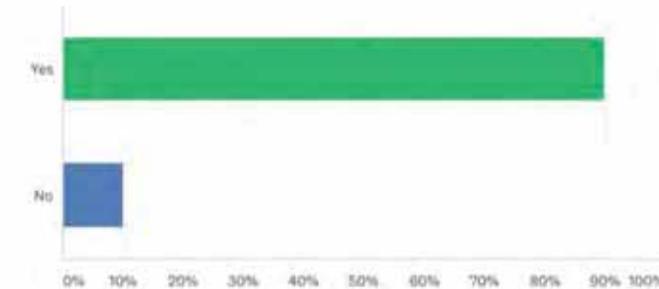


Owner Survey 1

Q & A Results

Q 9 Results

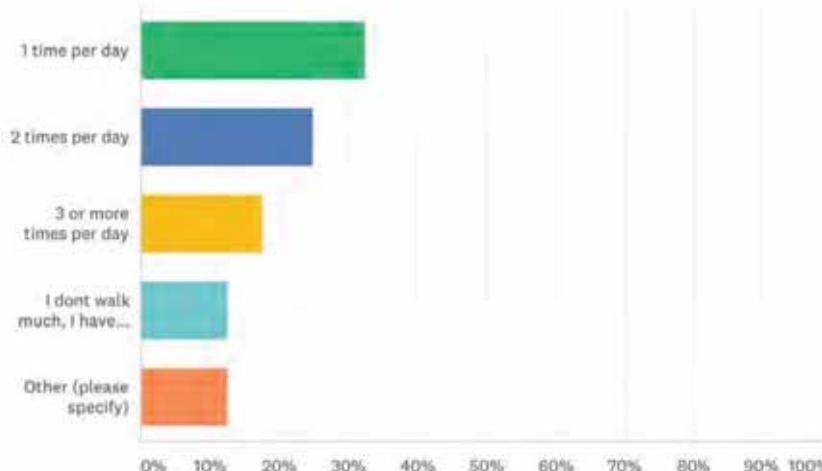
Do you worry about if your dog is happy?



ANSWER CHOICES	RESPONSES
Yes	90.00%
No	10.00%
TOTAL	40

Q 10 Results

How often do you walk your dog?



ANSWER CHOICES	RESPONSES
1 time per day	32.50%
2 times per day	25.00%
3 or more times per day	17.50%
I dont walk much, I have a big yard they run around in	12.50%
Other (please specify)	12.50%
TOTAL	40

Subject Matter Expert Interview 1

Veterinarian, Dr. Liz Hartlett,
Long Lake Veterinary Clinic
Phone Interview

Q1. What can diet, exercise & socialization do for a dog's longevity?

Diet is definitely a big topic and what you feed your dog can affect their weight, mood, mobility and how long they live. Also really important is their socialization. They 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 is in direct connection also with how their mental health status is doing. They go hand in hand. You cannot have one without the other.

Q2. How do you tell if dogs are mentally fit & happy?

There are physical signs that let owners know their dog is okay like a loose jaw & muzzle, soft eyes, relaxed body and of course a wagging tail. And when your dog is not happy you can see just the opposite. They will have a tense, stiff stance. Excessive panting can show stress or anxiety. Mouth is clenched, ears pulled back and a stiff tail can show aggression. Curled down with drooping eyes can convey sadness or feeling bad. Dogs can also express unhappiness with destructive behavior in their house by soiling indoors, aggressive behavior towards other dogs and people or destroying any item.

Q3. What do you see as current trends to help owners engage better with their dog's well-being?

Doggie daycares are becoming huge and I'm seeing they are now booked up fast. As we entered the pandemic, many new dog adoptions. As owners are transitioning back to work, dogs are having to cope w/ their new routines. There is limited social interactions w/ their owners, more time on their own. Many have never experienced this. I would definitely check w/ a doggie daycare about what they are seeing daily regarding dog happiness.

Q4. Do you think playtime could use gaming to engage dogs & owners to exercise and play regularly?

Yes, dogs' natural instincts are to please their owners and they work hard to do just that. Engaging their other senses like smell to find scents and play are great ways to keep them engaged with mental and physical exercise. They also naturally want to be working and doing. An activity that engages that natural instinct is good for the overall well-being for dogs and owners.

Subject Matter Expert Interview 2

Educator & Artist, Calee Cecconi
Design Concept Review
Email Interview

Q1. How do I make the app fun to motivate dog owners to use it?

Try to utilize the data. Focus on how much owners spend on their dogs and what they spend it on. A fantastic idea is to offer free digital gear since I'm a poor grad student. "People love free avatar gear for their apps..." how bout a free doggie avatars or doggie attire to personalize their profile, similar to how owners dress their actual dogs up. Use the map feature for collecting certain things on the map which gave folks points towards gear they could get for their dogs or maybe a collection of points owners earned could buy virtual things like their avatars. People like that stuff.

Destinations on the map could also be set up as places that got folks involved with volunteering and other events. Another way to get solve wicked problems.

Research: My research found a cool app that translates your dog's barks. I want to utilize this and have recorded several different barks that I will use as the alert noise when it's time to walk, play or socialize. The owner can set up the bark to be their dog upon start or add on later. This could be a unique feature that helps the app stand apart from others.

Take aways: Add gamification, subscriptions or competition. Doggie avatar gear could be a great addition for interaction and motivation to keep going for some owners. Use a survey to find out more. Use dog volunteering or dog fundraising events to tie in with the app.

Q2. What about how dark all the screens are for a would be fitness & mental health app? Should I change it and start again? I feel like it should be more fluid and zen like.

"Black for mental health is bad"—actually, I will counter that with it being good. Bright screens are really bad for our mental health, and I think that's why Apple's introduced Dark Mode. I use Headspace with the app on dark mode and it's still fun and cute and great for mental health. What if you designed a dark mode and a light mode and allowed folks to choose?

Research:

UX Design Collective: [Dark is Mentally Good](#)

Apple Developer: [Dark Mode Guidelines](#)

Take aways: Add gamification, subscriptions or competition. Doggie avatar gear could be a great addition for interaction and motivation to keep going for some owners. Use a survey to find out more. Dark mode is good for mental health, explore a light mode and dark mode. One can be for future iterations and explorations.

Q3. Am I really solving any problems here? Is this capstone viable?

Honestly, I think that getting people out for exercise and getting people interacting together solves some of the issues that the pandemic raised.

Many people who have dogs are not naturally social. I never saw owning a dog as a social thing (my dog was a jerk to other dogs and people), but I think your app gives this impression and it would encourage those who are not social or who are otherwise isolated to be more social. I could see owners who have anxiety using this app to do some fun gaming or volunteering and meeting people while they are at it.

Take aways: Physical, mental & social health balance is a wicked problem that needs solving. Worldwide issues of mental health, social isolation and death due to health issues before, during and after a pandemic.

Subject Matter Expert Interview 3

“ I'm a dog fosterer because I love dogs, but also love volunteering and volunteering while being with something you love makes it even more enjoyable.”

- Jeanne Minnick, Foster care dog mom

Foster Dog Rescuer, Second Hand Hounds, Jeanne Minnick
Caregiver Insights
Email & phone Interviews

Q1. What physical signs show you a dog is happy?

Wagging tail, licking, playing, relaxed, wanting to be near or on you.

Q2. How do you tell when dogs are unhappy?

Tense, shrinking away, hiding , low tucked tail

Q3. How do you determine how much exercise a dog gets when you first get them in?

When I first get a foster the rescue vet checks them out t intake and assesses physical health which includes weight. If overweight, I make sure they go on longer walks more often and take into consideration their size, age and breed to determine how much exercise they need.

Q4. Would it be helpful to have an app that keeps track of each foster dog's information to stay organized?

An app would be helpful as I find myself looking online or trying to find the paperwork from the rescue or vet.

Q5. Would you use an app to alert, find timed walking routes & track physical & mental fitness of your foster dogs?

I might but I think I would use it more to track the foster dog's information as suggested in number 4.

Q6. Do you think new owners would appreciate a checklist of their new dog's mental & physical status ?

I think new owners would appreciate something like this. Especially first time dog owners who might not know how much exercise their dog needs.

Q7. When and how often do you play with your dogs?

I usually play with my dogs mostly after work because we are all excited to see each other. I walk my 2 small dogs in the AM and larger foster dog who needs more exercise in the PM.

Q8. How do you socialize your dogs?

It's easy for me to socialize my dogs because there are always dogs coming and going at my house. I also socialize them on walks, playdates and the dog park.

Q9. How many dogs do you foster usually at one time?

I usually foster one at a time since I own multiple dogs myself but I have had crossover between one coming and one leaving on occasion.

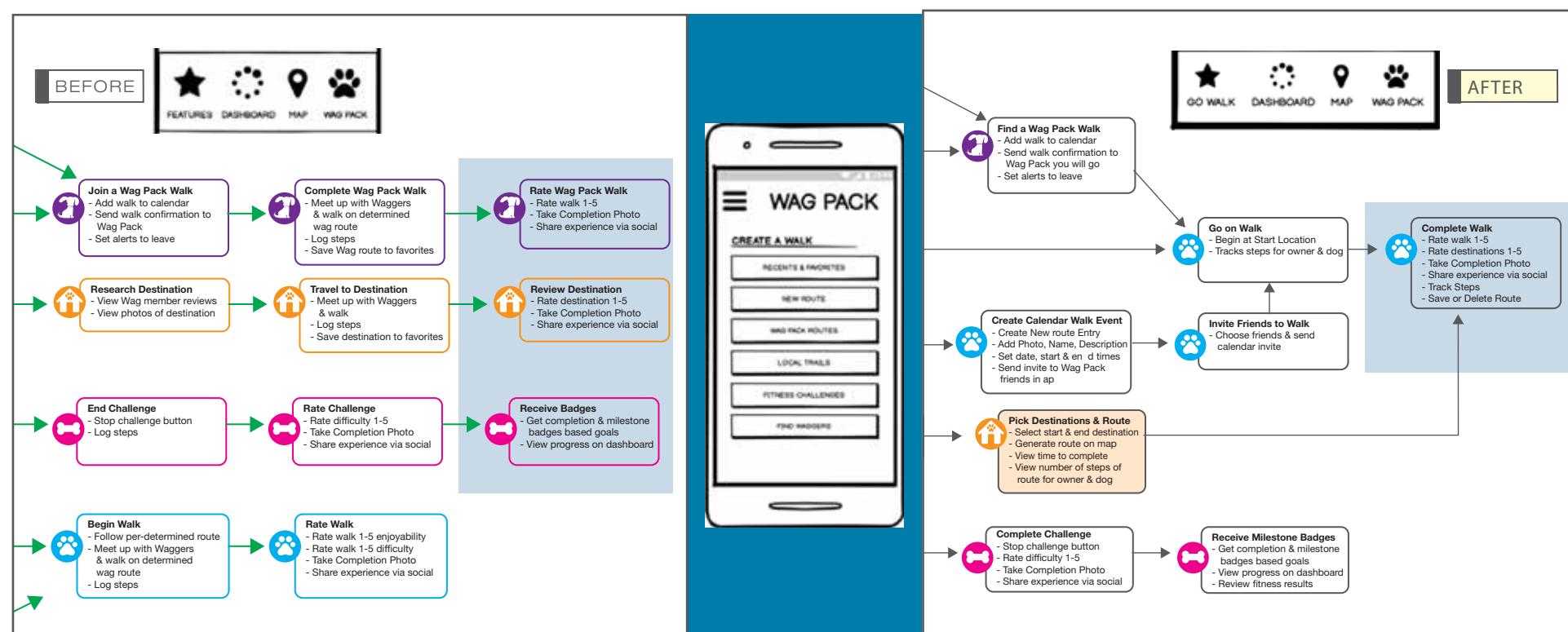
Q10. Why are you a foster care provider?

I'm a dog fosterer because I love dogs, but also love volunteering and volunteering while being with something you love makes it even more enjoyable. I also like helping a dog find its forever home and making sure they go to the best fit home possible for them based on their needs.

Key Feature Design Refinements Phase 1

USER JOURNEY - COMPARISON

The ability to streamline the key feature of “Go Walk” created unity with the Map and Meet Waggers features. All used the map to navigate and walk solo or with others. The next step would be to align the last feature of the Fitness Dashboard with the Completion screen. With a few adjustments and using the “Go Walk” user journey as a guide the “Fitness Dashboard” could also utilize the Completion screen.



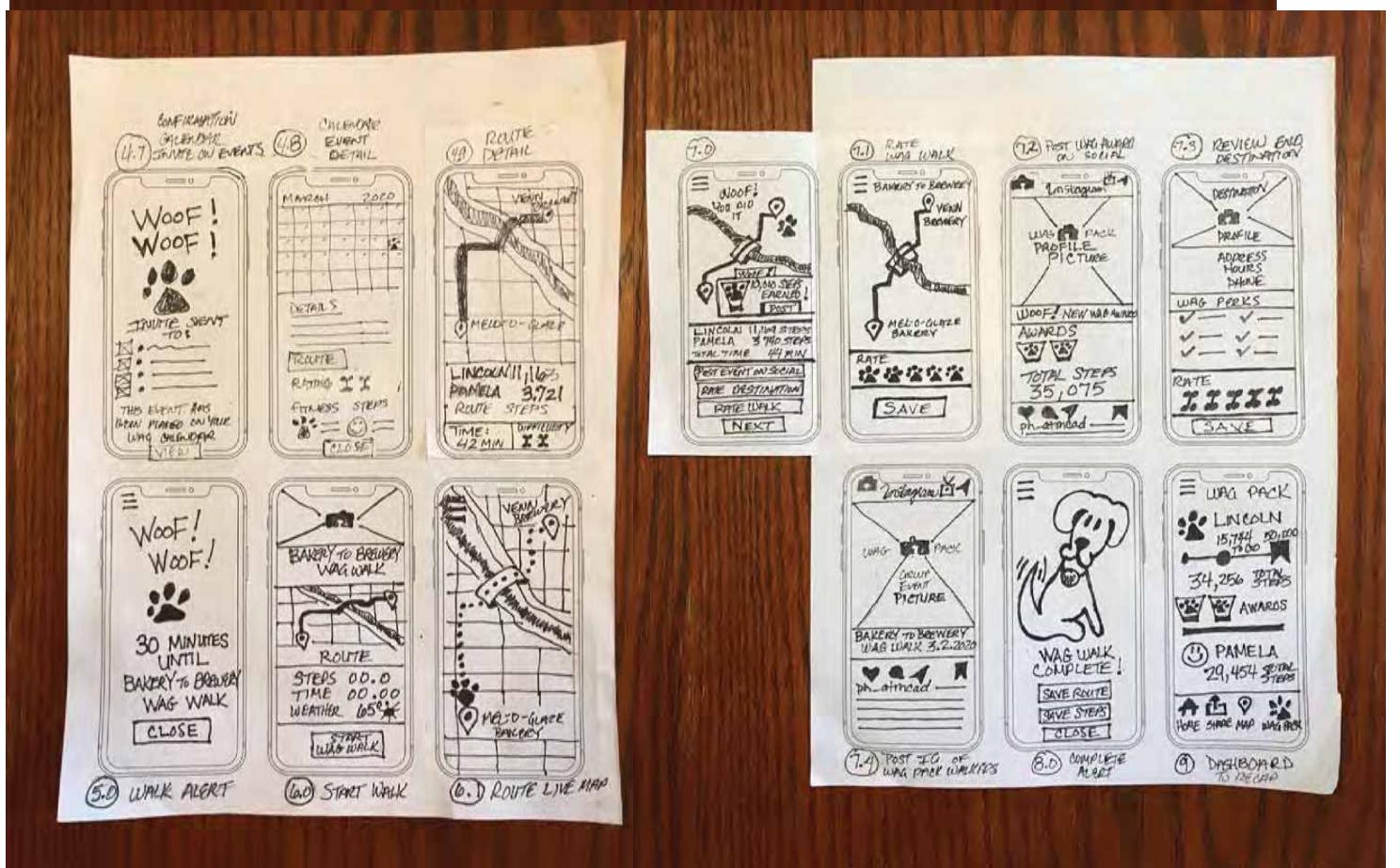
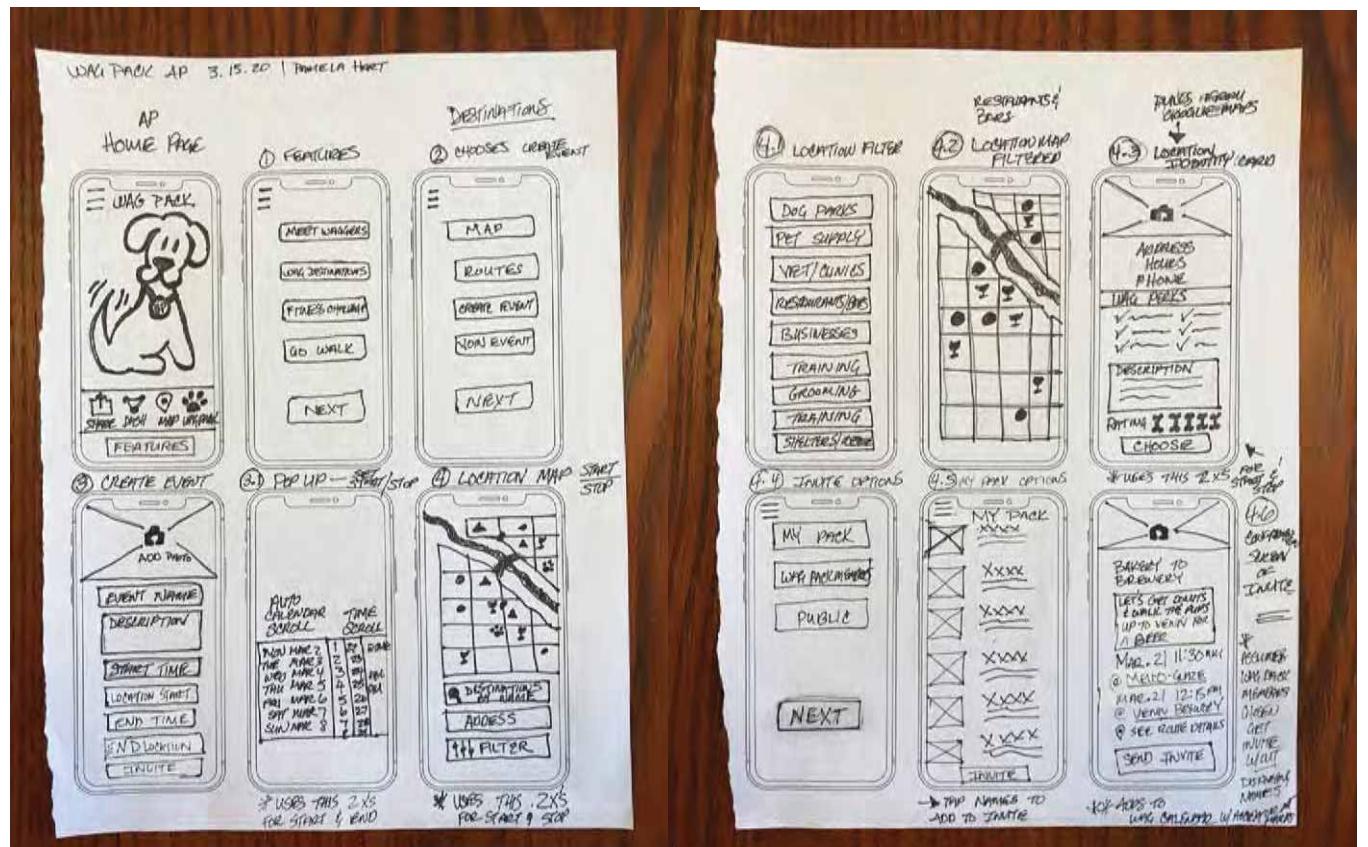
KEY TAKE-AWAYS

- The outcome for 3 of the key features could be streamlined to be the same “Complete Walk”
- Keep the task focused on the goal of the app-going for a walk to determine needs of user in a simple, easy and fun way

DESIGN EDITS

- Modified Key Features on App from “Features, Dashboard, Map & Wag Pack” to “Go Walk, Dashboard, Map & Wag Pack”
- Created New screen called “Create A Walk” eliminating 2 previous screens, streamlining filtering and simplifying the process

Initial Sketches for App



Owner's Survey

Is Your Dog Mentally & Physically Fit?

All dogs need the right combination of mental, physical & social health to live long, happy lives.

New app aims to help to create dog-owner-zen!

Take the Survey!

Your answers will help shape the owner & dog experience

This is a graduate case study of an app designed to help owners balance of mental & physical health together with their dog.

The 2-minute survey seeks the valuable input from dog owners! Your answers will create a positive experience to help organize, balance & track good physical & mental health to achieve dog-owner-zen. Keeping your dog fit, keeps you fit. It's time for a happy dog, happy life!

Thank You from the PawPacer Team for your help!

PAWPACER

SCAN ME