

Business Case: Dognition (<https://www.dognition.com>)

Dognition teaches you how to build a deeper connection with your dog by giving you an unprecedented perspective on your dog's personality and capabilities.

As a customer, you purchase the opportunity to follow detailed instructions and how-to videos about how to play 20 fun and interactive games with your dog that were created by scientists, trainers, and behavioral specialists. These 20 games comprise the Dognition Assessment. When you finish the assessment, you receive a 10-15 page report about your dog's unique personality dimension.

The Profile Report gives you individualized insight into the cognitive strategies your dog uses to interact with the world, and in-depth breakdowns of how your dog performed in each game compared to other dogs. You are also told your dog's Personality Profile, which is one of nine profiles or "dimensions" with titles like "Socialite," "Einstein," or "Maverick."

One of Dognition's primary goals is to be able to collect as much data as possible from as many different kinds of dogs as possible. Thus, they have tasked us with helping them figure out what business changes they could implement to increase the number of tests users complete on their website.