

## Interview Transcript: PupPal App User Research with P03

Interviewer: hi there thanks so much for joining me today um is the audio working okay for you

P03: yeah i can hear you fine

Interviewer: great great so um before we get started i just wanted to say i really appreciate you taking the time to chat with me today about this app idea we're exploring

P03: no problem happy to help out

Interviewer: so um is it okay if i record this interview and provide a transcript as part of my submission for the assignment i mentioned earlier

P03: yeah thats fine with me but i'd prefer to keep my video off if thats alright

Interviewer: absolutely no problem at all this is just audio anyway um so to start off could you tell me a little bit about yourself just so i can get to know you better

P03: sure um i'm a lawyer based in boston i work at a mid-sized firm doing mostly corporate law stuff um outside of work my main thing is dog shows i compete with my beagles and thats pretty much what takes up most of my free time

Interviewer: oh wow thats really interesting how did you get into dog shows

P03: it's kind of a funny story actually um my aunt was really into it when i was growing up and i always thought it was kind of weird honestly but then i got my first beagle daisy about 11 years ago and someone at the dog park said she had really good conformation and i should think about showing her and i was like why not and then i just got completely hooked it's super competitive but i love it

Interviewer: that sounds amazing so would you say you're pretty serious about it now

P03: oh yeah definitely like i travel all over the northeast for shows most weekends and i've actually bred a litter from my champion female so yeah i'm pretty deep into it at this point

Interviewer: great well um the app idea i mentioned is actually for dog owners so this is perfect let me tell you a bit about it so the app is called puppal and its basically an all-in-one dog parenting assistant

\*\* explained app idea didnt get the transcript

Interviewer: so thats the basic idea what are your initial thoughts on that

P03: hmm it sounds pretty interesting actually um as someone who's into dog shows with my beagles i think i'd mostly use the health tracking stuff that would be super helpful for keeping my dogs in top shape for competitions

P03: the nutrition part could be useful too my dogs need to look their best in the ring you know what i mean

P03: im not sure how much i'd need the basic training features since my dogs are already trained for showing but if it had some show-specific tips that might be cool

P03: the social networking thing i don't know i already know most people in the beagle show circuit around here

P03: would it have anything specifically for show dogs like maybe a way to track competition schedules or something that would make it more useful for someone like me

Interviewer: those are really good points and definitely something we could consider adding um lets dive a bit deeper into your experience with your dogs can you tell me more about them their breeds ages any special needs they might have

P03: yeah so i have three beagles um theres champion meadowridge's midnight melody who's 6 we just call her mellie um and then theres her son oscar who's 3 and hes just starting to place well in shows and then my senior girl daisy who's 11 now and shes retired from showing

Interviewer: wow three beagles thats amazing do any of them have any special health needs or anything

P03: theyre all pretty healthy thank goodness um daisy is getting older so she needs some joint supplements now and sometimes she gets a little stiff after walks but other than that theyre all doing well

Interviewer: and what does your daily routine with them look like

P03: oh boy um its pretty packed honestly so i usually get up around 5:30 and take them for a morning walk before work then i head to the office but i try to come home for lunch to let them out or i have a dog walker come if i cant make it um then in the evening its feeding time and usually some training sessions especially with oscar since hes still competing um

P03: oh and weekends are completely different because thats usually show time so were either at a competition or doing more intensive practice and grooming and stuff its a lot honestly sometimes i wonder how i manage it all with my job but you know you make time for what you love right

Interviewer: absolutely that sounds like a busy schedule what would you say is the biggest challenge you face as a dog parent

P03: hmm thats a good question probably balancing work with the competitive show circuit the travel can be brutal and keeping their coats and weight perfect for shows takes constant attention um

P03: oh actually i just remembered something else thats super annoying is when i'm at shows out of town and i forget something important like a specific brush or something and then i'm scrambling to find a pet store that carries the right stuff sorry i know thats random but it just popped into my head

Interviewer: no thats actually really helpful those are exactly the kinds of pain points were trying to address um so how do you currently track your dogs health like vet visits and vaccinations

P03: i keep a paper binder with all their vet records plus calendar reminders for vaccines it works but its definitely old-school um i should probably digitize it at some point but i just haven't gotten around to it

Interviewer: and what about feeding do you follow a specific plan

P03: food is serious business for us i follow a pretty strict diet plan from my breeder mentor specific protein ratios supplements for coat shine i order specialty food online and mix in fresh ingredients

Interviewer: thats interesting how do you decide what to feed them

P03: its based on what works best for beagles in show condition lots of trial and error over the years plus advice from more experienced handlers um my mentor has been showing for like 30 years so i pretty much just do what she tells me to do honestly

P03: its funny because different handlers have such different opinions on this stuff like i have a friend who shows golden retrievers and her feeding regimen is completely different from mine even though were both trying to achieve that show-ready look

Interviewer: thats fascinating what about training or behavior management do you find any parts of that difficult

P03: training isn't really difficult since we're so consistent but keeping all three at their competitive best simultaneously can be challenging um

P03: actually the hardest part is probably getting oscar to focus in the ring hes still young and gets distracted easily so were working on that a lot right now mel was a natural from day one but oscar takes after his dad who was always a bit of a goofball sorry is this too much detail

Interviewer: no not at all this is exactly what we want to hear um have you ever needed urgent pet care like a lost dog or sudden illness how did you handle it

P03: we had a scare at a show in connecticut last year when mellie got into something that upset her stomach finding an emergency vet in an unfamiliar city at 11 pm was not fun let me tell you

Interviewer: oh no that sounds stressful how did you handle it

P03: lots of frantic googling and calling other handlers who were at the show eventually found an emergency clinic about 30 minutes away now i research vets before traveling to shows um its something i never thought about until it happened but now its part of my pre-show checklist

P03: i was so worried because she was supposed to show the next day but luckily it was just a mild upset and the vet gave her something that helped pretty quickly but yeah it was super stressful

Interviewer: i bet do you use any apps or digital tools to manage your dogs care

P03: i use a basic reminder app for medications and show registrations but nothing dog-specific i tried one but it was clearly made for casual pet owners not show people

P03: like it had all these reminders for basic training and stuff which is fine but not relevant for me and it didn't have any of the specialized stuff i need to track um this is why i still use spreadsheets for a lot of things which is kind of ridiculous in 2025 but it works

Interviewer: what features would you find most valuable in a dog care app

P03: i'd love something that could track show-specific health metrics and training progress maybe something that could store judges comments or track which judges prefer which dogs

P03: also something that could help with travel planning for shows would be amazing like mapping out routes with good places to stop for dog breaks or hotels that are actually dog-friendly not just say they are but then give you attitude when you show up with three beagles

Interviewer: those are great ideas are there any pet-related tasks you wish were easier

P03: i wish registration for shows was easier to manage its still surprisingly paper-based in some circuits which is crazy um

P03: oh also keeping track of all the different show requirements can be a pain like different organizations have different rules and entry deadlines and its easy to miss something if youre not super organized

Interviewer: absolutely how do you engage with other dog owners

P03: the show community is my main social circle for dog stuff we have a small beagle breeders group chat and im active on a couple forums i get most of my advice from my mentor who's been showing for 30 years

P03: its funny because i don't really relate to casual dog owners anymore like when i'm at the regular dog park and people are talking about basic stuff i'm like in a completely different world sometimes um not in a snobby way just different priorities i guess

Interviewer: would you be interested in an app that connects you with other dog parents or services

P03: i'd connect with other competitive handlers sure but not really interested in casual playdates my dogs need to socialize with other show dogs who understand ring etiquette

P03: actually that reminds me its so hard sometimes to find good training partners especially for younger dogs learning the ropes so maybe a feature to connect with other show folks specifically would be useful

Interviewer: thats a great point final question if you had a magic wand what one thing would you improve about dog parenting

P03: [laughs] a teleporter to get to shows without the 5-hour drives more seriously probably more acceptance of time off work for dog competitions people get it for kids sports but not always for dog shows

P03: my boss still gives me weird looks when i say i need friday off for a dog show i mean i get my work done but theres definitely not the same understanding as if i was like oh i need to go to my kids soccer game you know what i mean

Interviewer: i totally understand would you be open to testing an early version of our app in the future

P03: i'd definitely test your app if you developed some features specifically for competitive handlers that would be really cool actually

Interviewer: amazing thank you so much for all your insights today this has been incredibly helpful is there anything else you'd like to add that i didn't ask about

P03: um i dont think so you were pretty thorough actually oh wait actually one thing that might be useful is some kind of integration with the akc system or other registration systems if that would be possible that would be a game changer for people like me

Interviewer: thats a fantastic suggestion i'll definitely note that down well thank you again so much for your time today

P03: no problem at all this was actually kind of fun i hope the app works out sounds like it could be really useful

Interviewer: thanks again and have a great rest of your day

P03: you too bye

## **Interview Notes:**

- p03: lawyer in boston, into dog shows, beagles
- got into shows thru aunt, hooked after first beagle showed potential
- travels for shows, breeds champions
- app feedback: likes health tracking and nutrition for show dogs, basic training not needed, wants show-specific features like comp schedules
- three beagles: mellie (champ, 6yrs), oscar (3yrs, competing), daisy (11yrs, retired)
- daisy older, needs joint supps, gets stiff
- routine: early walks, work, lunch home/walker, evening training + feeding
- weekends = shows or intense grooming/training
- challenges: balancing work/shows, travel tough, coat/weight maintenance
- annoying: forgetting show essentials like brushes
- health tracking: paper binder + calendar for vet/vaccines, old-school
- feeding: strict diet, specific protein/supplements, follows breeder mentor's plan
- training: consistent but challenging to maintain peak condition, oscar easily distracted
- emergency care experience: incident at show, mellie stomach upset, found vet late at night
- uses basic reminder apps, tried dog app but wasn't suitable for show needs, relies on spreadsheets
- app features needed: track show health/training, store judge comments, travel planning for shows
- show registration still paper-based, needs digital solution
- socializes in show community, mentor advice crucial, doesn't connect with casual dog owners
- would use app for connecting with competitive handlers, needs good training partners for young dogs
- magic wand: easier travel to shows, more work acceptance for show commitments
- suggests integration with AKC for registrations

## **Prioritized List of needs from application:**

- Show-Specific Features
- Health and Nutrition Management
- Travel and Logistics Support
- Digital Record Keeping
- Training Assistance
- Community and Networking
- Efficiency and Time Management
- Professional Integration
- Work-Life Balance