

## **Interview Transcript: PupPal App User Research with P01**

Interviewer: Hello! Thank you for joining me today. How are you doing?

P01: I'm good, thanks for asking. How about yourself?

Interviewer: Doing well, thanks! Before we dive into the questions, I just wanted to check if it's alright with you that we record this session for our research records. We won't be using video, just audio, so you can keep your video off if that's more comfortable. Is that okay?

P01: yeah, that's totally fine

Interviewer: Absolutely, no problem at all. So, we're gathering insights from dog owners to develop a new app aimed at making dog parenting a bit easier. We're hoping to hear about your experiences to ensure our app really helps people like you. Let's start off easy—can you tell me a bit about your furry friend?

P01: sure, so i have this golden retriever puppy, just over a year old now, super energetic and, uh, no special needs but definitely keeps me on my toes, you know?

Interviewer: That sounds wonderful and definitely a handful. Moving into some specifics about your dog care routine, how often do you take your dog to the vet for checkups?

P01: we go every six months or so unless something comes up in between

Interviewer: Got it. And on a scale of one to five, how difficult do you find it to track your dog's vaccinations and medical records?

P01: it's about a three, i try to keep everything in a notebook but sometimes it's easy to lose track

Interviewer: Makes sense. How about feeding—how many times a day does your dog eat?

P01: twice a day, once in the morning and once in the evening

Interviewer: And how often do you find yourself buying new dog food?

P01: typically once a month, I try to stock up so I don't run out

Interviewer: What's the average amount you spend per month on dog-related expenses?

P01: it's usually between one hundred to two hundred dollars, depending on what's needed that month

Interviewer: That adds up. Shifting gears a bit, do you use any digital tools or apps currently to help with dog training?

P01: no, i haven't really found one that i like yet

Interviewer: Understood. How challenging would you say it is to train your dog on basic commands from one to five?

P01: a solid three, he gets the commands but sometimes doesn't want to follow them if he's too excited or distracted

Interviewer: Training definitely tests your patience. Let me introduce you to an app concept we are working on called PupPal. It's designed as the ultimate dog parenting assistant. We're tackling issues like tracking your pet's health, training progress, nutrition, and even their socialization needs. There's no single app currently that combines AI-powered recommendations with real-time health tracking and social networking specifically for dog owners. What do you think about this idea?

P01: that actually sounds really useful, especially the health tracking and training parts

Interviewer: Great to hear! Let's talk a bit about the daily challenges you face as a dog parent. Could you share more about your daily routine with your dog?

P01: yeah, morning walks are a must, then breakfast. I work during the day, so it's a bit of a rush, but we manage some playtime and training on weekends mostly.

Interviewer: It sounds like you have a full schedule. What would you say are the biggest challenges you face with your dog?

P01: finding time for everything, really, and keeping track of his health and training schedules

Interviewer: Definitely sounds challenging. How do you manage your dog's health right now, like vet visits, vaccinations, and medications?

P01: mostly just a calendar and the old notebook system, it's not perfect but it works sort of

Interviewer: I see. And how about urgent pet care, like if your dog gets lost or suddenly falls ill?

P01: that's tough, last time he ate something bad, we had to rush to the vet, really scary

Interviewer: That does sound intense. Let's wrap up with a few final questions. Do you engage with other dog owners for advice or socialization? And how?

P01: mostly at the park or online forums if i need advice

Interviewer: Last question, if you had a magic wand, what would you improve about dog parenting?

P01: more real-time health info would be amazing

Interviewer: Excellent feedback, thank you! Lastly, would you be open to testing an early version of our app when it's ready?

P01: yeah, that'd be interesting to try out

Interviewer: Wonderful, your insights today have been incredibly helpful. Thanks again for your time and for sharing your experiences with us.

P01: no problem, glad to help and curious to see what you guys come up with

Interviewer: We'll keep you updated. Have a great day!

P01: you too, bye

**Interview Notes:**

- p01, golden retriever, 1yr, high energy
- vet checks every 6m, more if issues
- health tracking score: 3/5, kinda messy w/ notes & calendar
- feeds 2/day
- monthly dog food run
- spends \$100-\$200 on dog, varies
- no apps for training, hasn't stuck w/ any
- training score: 3/5, energy & distractions a prob
- likes puppal concept, esp. health & training features
- routine: am walk, pm play, more training weekends
- big challenges: squeezing everything in, tracking health & training
- health managed w/ cal + notebook, not great
- scary urgent care once, ate something bad, vet rush
- no real use of apps, hasn't found a good one
- more automation? yes pls, like appt scheduling
- mostly meets dog owners at park, sometimes online advice
- magic wand? real-time health info

**Prioritized List of needs from application:**

- Health Tracking and Management
- Time Management Assistance
- Training Support
- Emergency Care and Information
- Nutritional Guidance
- Socialization Opportunities
- Usability and Accessibility of Digital Tools
- Real-Time Information