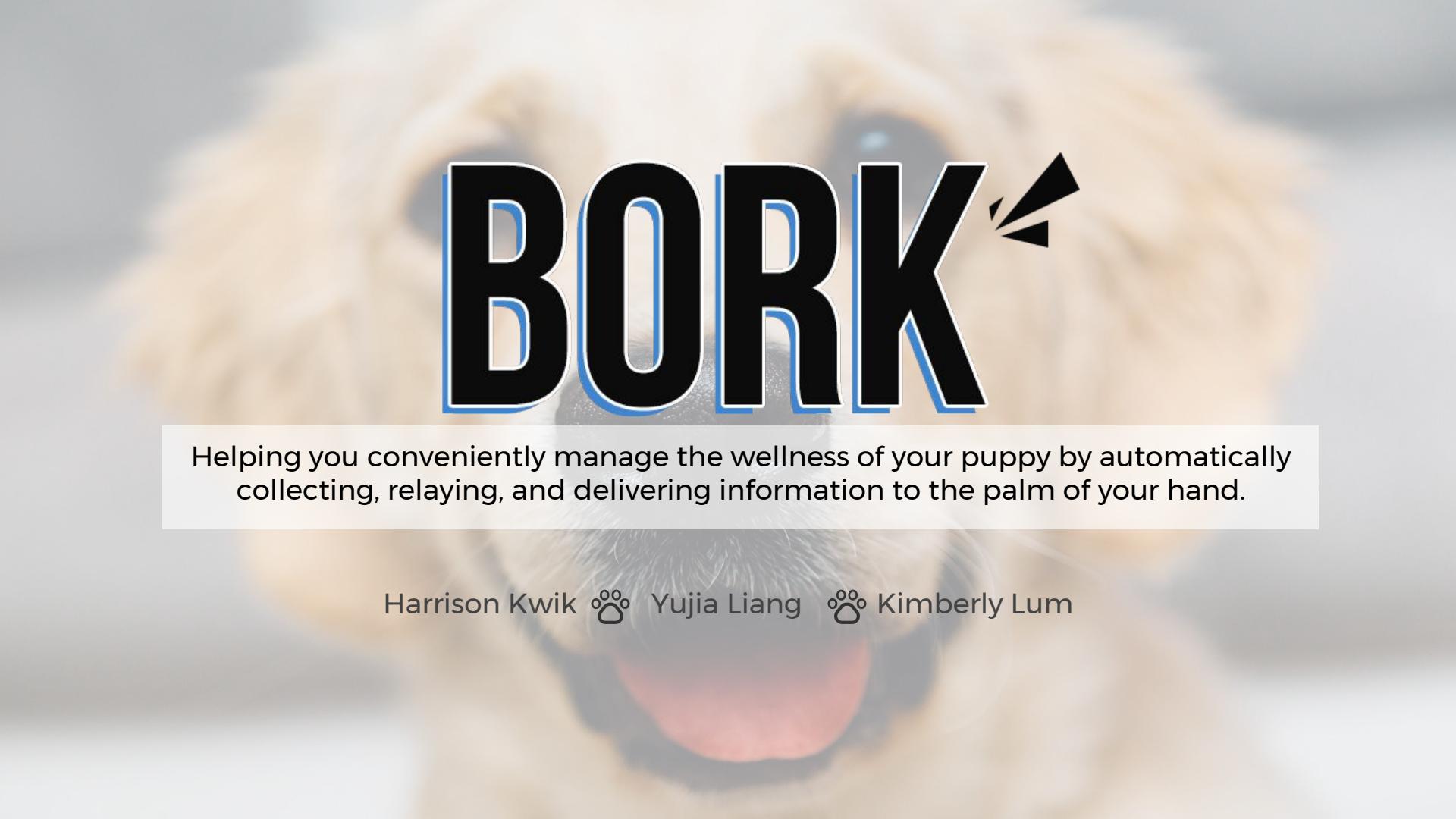


BORK



Helping you conveniently manage the wellness of your puppy by automatically collecting, relaying, and delivering information to the palm of your hand.

Harrison Kwik  Yujia Liang  Kimberly Lum



The Problem

Puppies require a lot of time and effort!

Frank gets a new puppy, Oliver



A black and tan dachshund stands on a wooden ramp in a park. The dog is looking directly at the camera with a slightly tilted head. It wears a red and white patterned collar. The background shows a sandy area with some playground equipment and trees in the distance.

Design Research

Contextual Inquiry: Homes (3 to 6 months old)

- 🐾 Try to follow a set routine
- 🐾 Track diet, potty, and symptoms of illness
- 🐾 Consider progress and changes over time
- 🐾 Pay a lot of attention to detail
- 🐾 Preparation requires a lot of research



Interviews: Magnuson Park (10 to 24 months old)

- 🐾 Rely on their memory to track information
- 🐾 Schedule vet appointments easily
- 🐾 Only socialize at the dog park
- 🐾 Frustrated by conflicting information
- 🐾 Track diet and symptoms of illness



Our Tasks

Existing tasks:

1. Recording diets
2. Managing potty training
3. Tracking illness and wellness

New tasks:

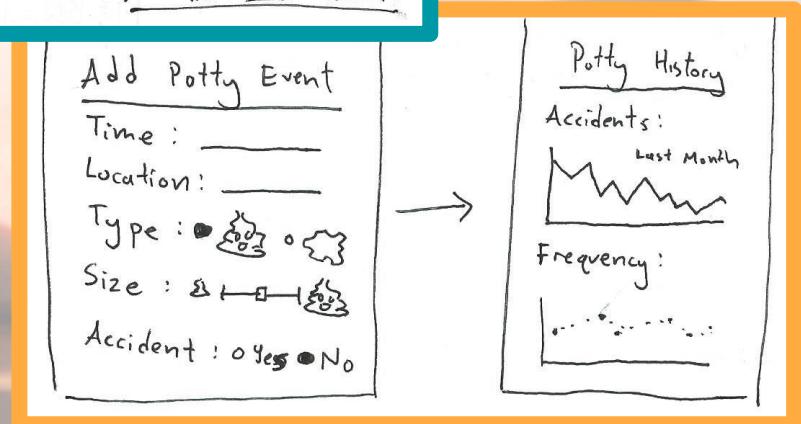
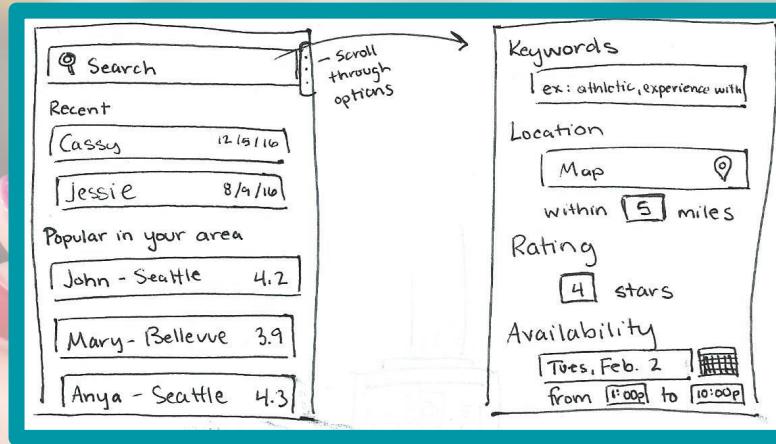
1. Sharing routines
2. Finding sitters and walkers
3. Getting tips and advice



Our Designs

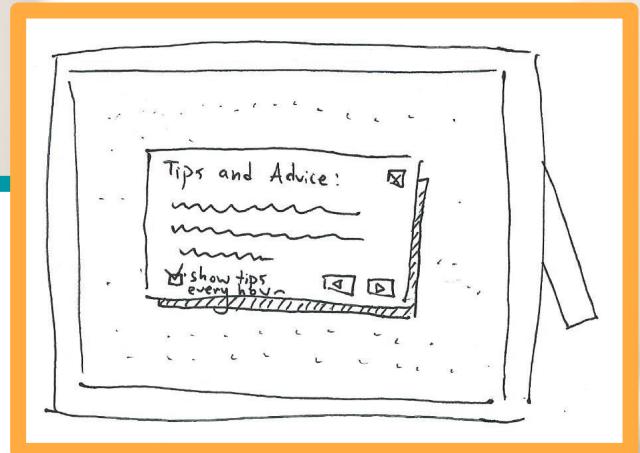
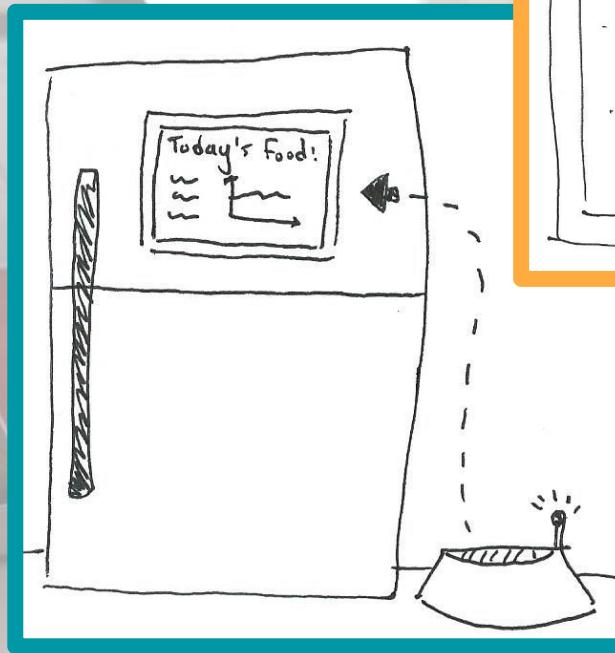
Design 1: Phone Application

- 🐾 Services directory
- 🐾 Food tracking
- 🐾 Potty tracking
- 🐾 Health tracking



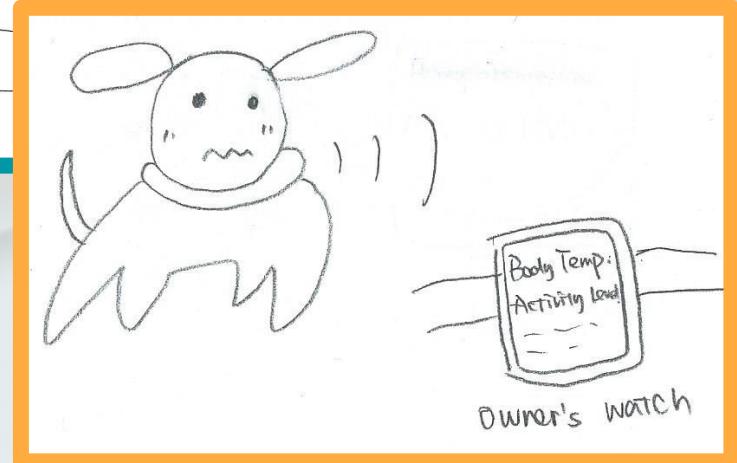
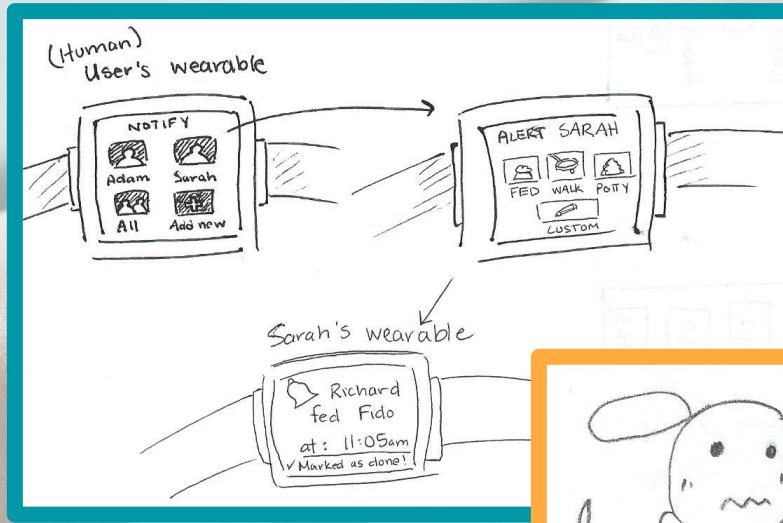
Design 2: Mobile Display with Trackers

- Services directory
- Food tracking
- Routine sharing
- FAQ, tips, and advice



Design 3: Pair of Wearables

- 🐾 Food tracking
- 🐾 Potty tracking
- 🐾 Routine sharing
- 🐾 Health tracking



Final Design: Phone App with Tracker

Critique led us to combine two designs:

- 🐾 Phone app: accessible and common
- 🐾 Collar tracker: automated and easy

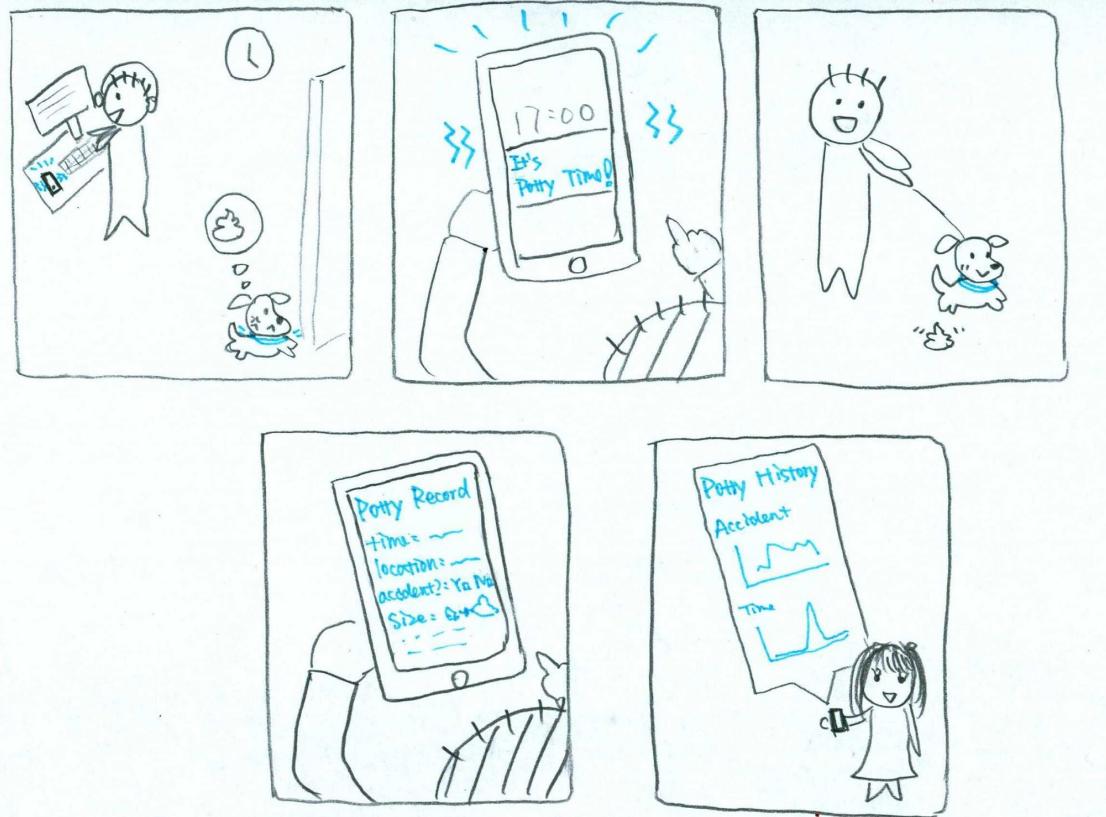
Simple and efficient recording, syncing
and analyzing



Storyboard 1: Symptom Tracking



Storyboard 2: Potty Tracking



Summary

- 🐾 Coordinate and work with team
- 🐾 Consider a wide breadth of ideas
- 🐾 Design together
- 🐾 Have a backup plan
- 🐾 Look back to past research



**Thank you!
Questions?**