

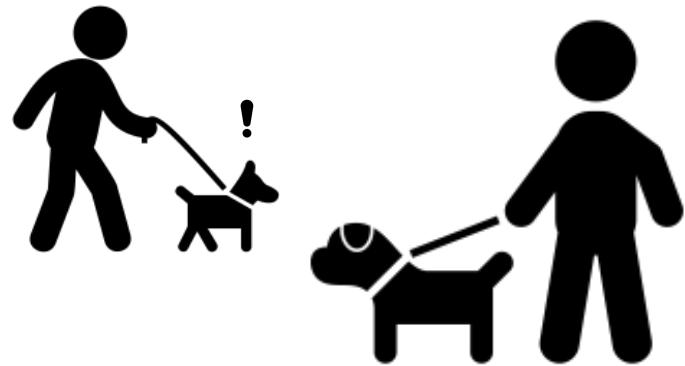
Pawsitive

Encouraging safe and positive social interactions for dogs

Aeron Langford, Grace Zhu, Megan Vo, ZK Lin

Pawsitive / Overall Problem

Overall Problem



PROBLEM

Unfamiliar social interactions can cause anxiety and nervousness

DESIGN SPACE

Neighborhood dog and owner community

Pawsitive / Overall Problem

Socialization



DEFINITION

The process of preparing a dog or cat to enjoy interactions and be comfortable with other animals, people, places and activities

OUR FOCUS

Between dogs and unfamiliar owners and dogs

Methods



Semi-structured
Interviews



Personal Inventory



Contextual Inquiry

Participants



Certified Dog Trainer
Owns 4 dogs



UW CS Grad Student
Owns 1 dog



UW Professor
Owns 2 dogs

Results



Disinterested in food & health tracking devices



Understands dog needs well



Uses dog services only when necessary



Concerned about socialization

Tasks



Task 1: Finding neighborhood dog friends



Task 2: Avoiding provoking interactions with other dogs



Task 3: Exposing dog to large crowds



Task 4: Avoiding unfriendly interactions with other dog owners



Task 5: Reducing territorial behaviors



Task 6: Identifying compatible dogs as a permanent companion for current dog

Pawsitive / Design

Tasks / Easy



TASK 1

Finding neighborhood dog friends



TASK 2

Avoiding improper/provoking interactions with other dogs

Pawsitive / Design

Tasks / Medium



TASK 3

Exposing dog to large crowds



TASK 4

Avoiding unfriendly
interactions with other dog owners

Pawsitive / Design

Tasks / Hard



TASK 5

Reducing territorial behaviors



TASK 6

Identifying compatible dogs as a permanent companion for current dog

Pawsitive / Design

Design Ideas

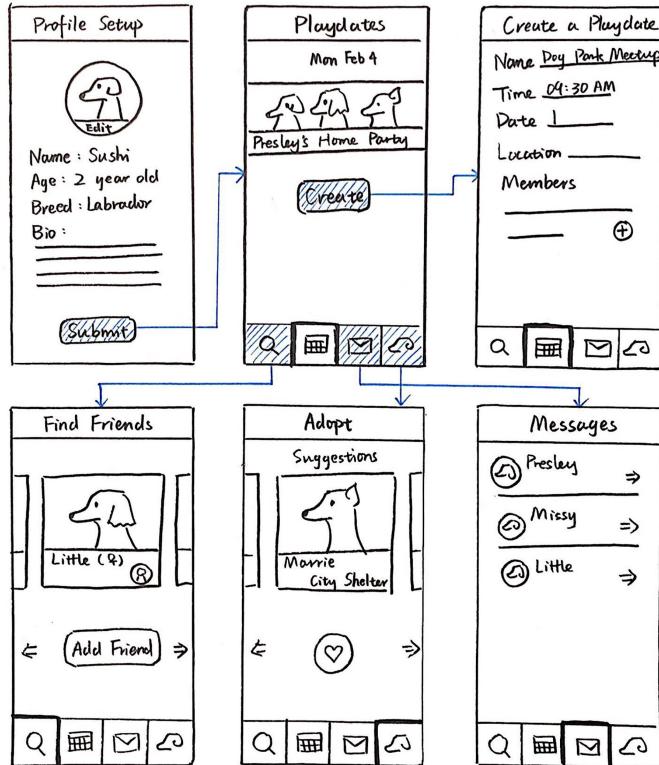
DESIGN 1: Mobile Playdate App

DESIGN 2: Pop-up Scheduler Website

DESIGN 3: Collar & Leash Wearable

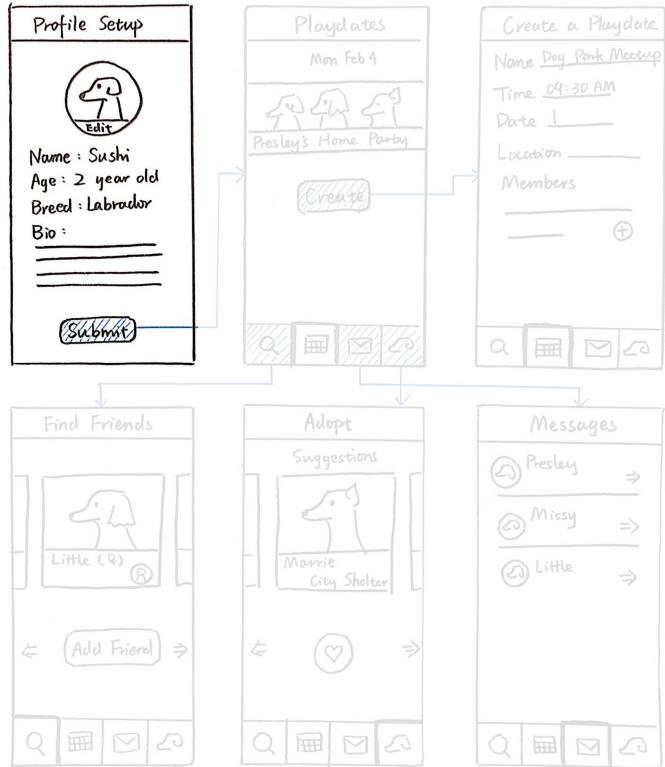
Pawsitive / Design

Mobile Playdate App



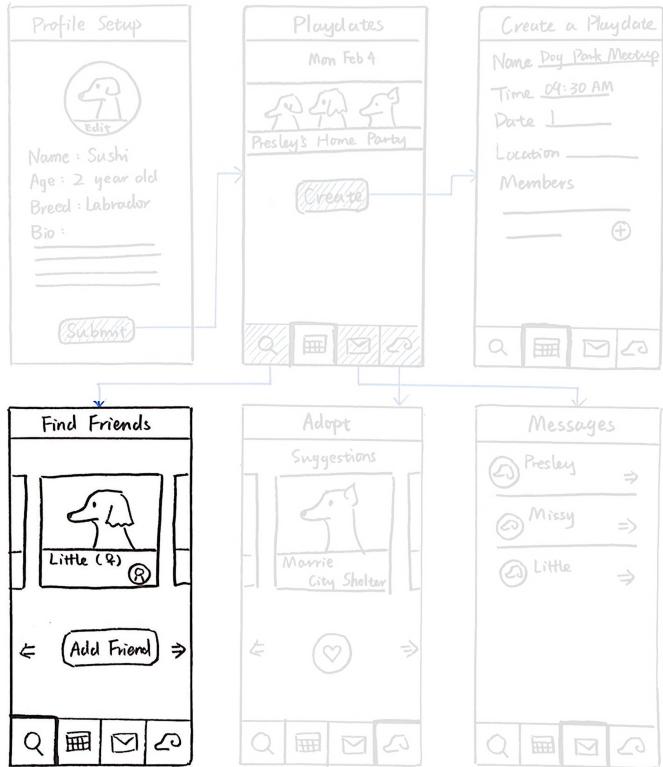
Pawsitive / Design

Mobile Playdate App



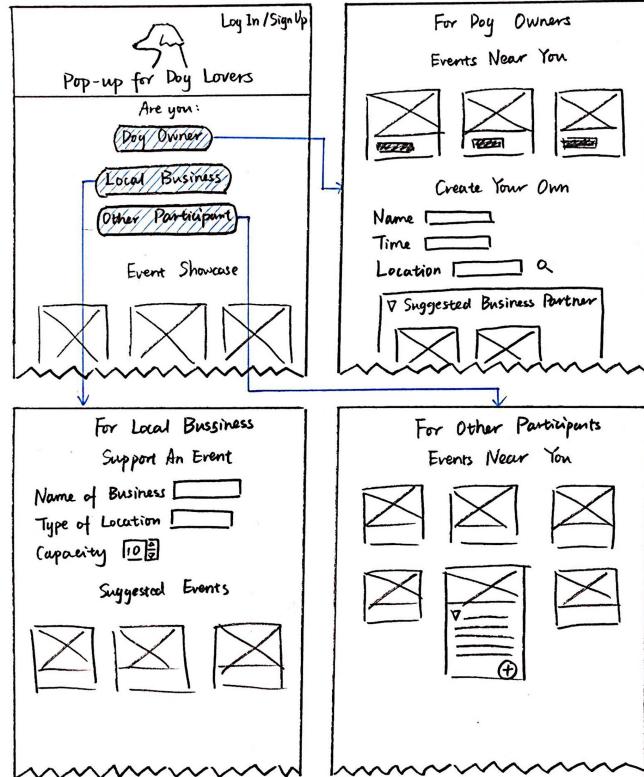
Pawsitive / Design

Mobile Playdate App



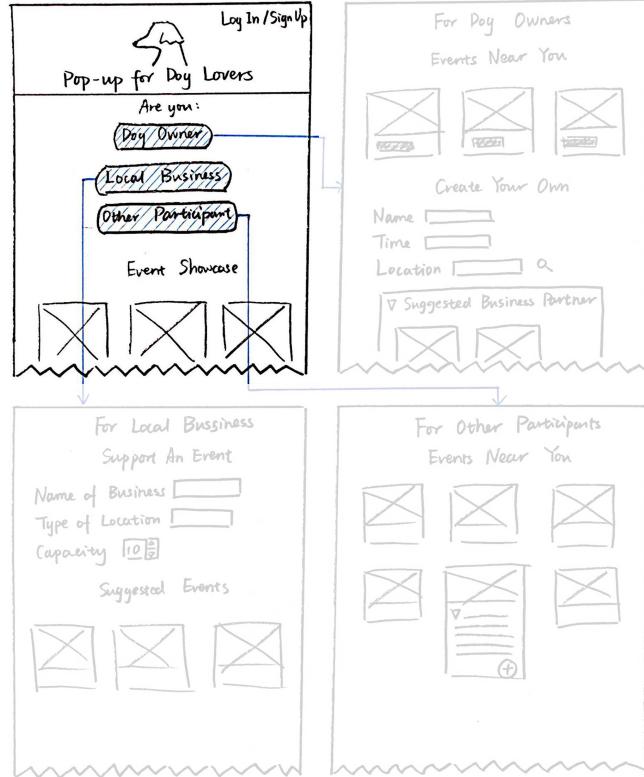
Pawsitive / Design

Pop-up Event Scheduler Website

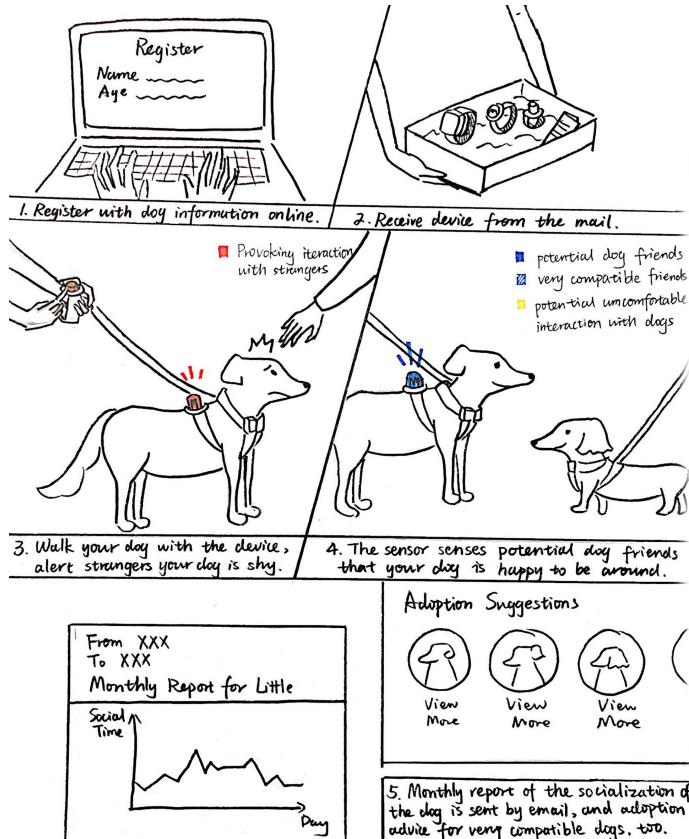


Pawsitive / Design

Pop-up Event Scheduler Website

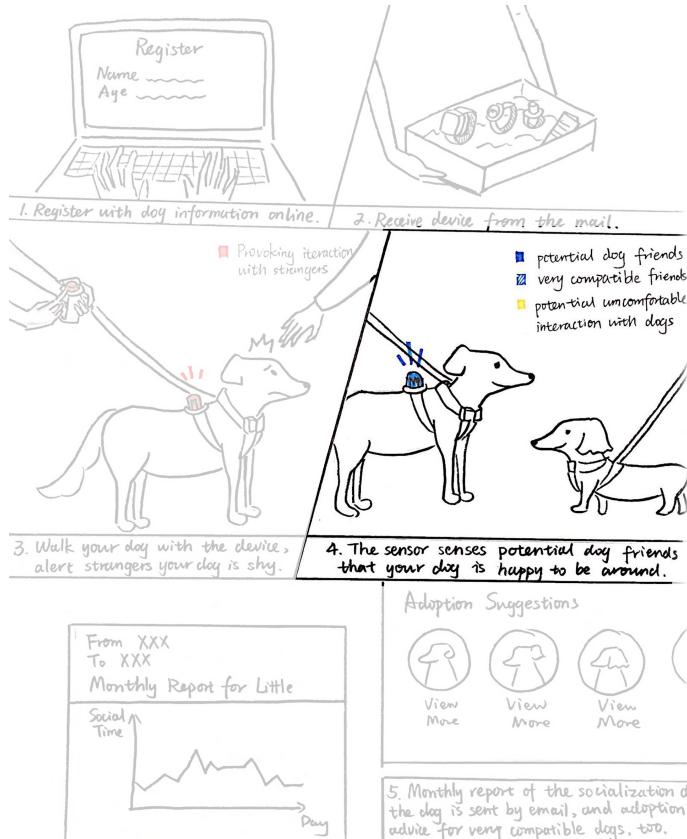


Collar & Leash Wearable



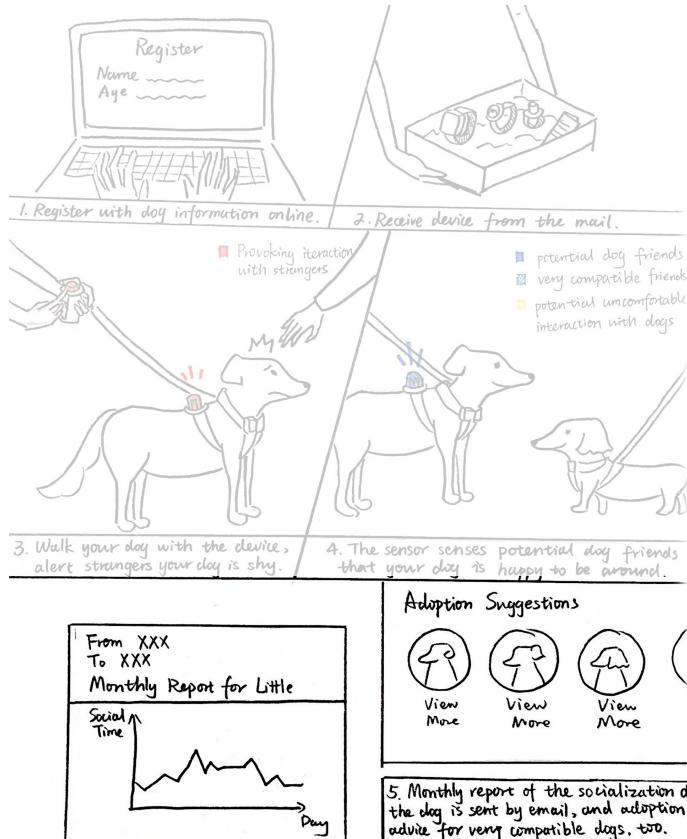
Pawsitive / Design

Collar & Leash Wearable



Pawsitive / Design

Collar & Leash Wearable



Selected Design and Tasks

DESIGN

Collar & Leash Wearable

TASKS

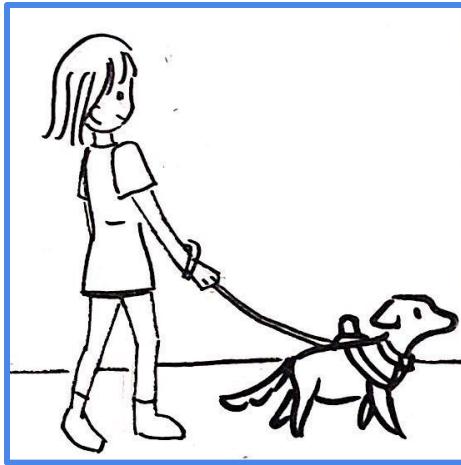
 Finding neighborhood dog friends

 Avoiding unfriendly/awkward interactions with other dog owners

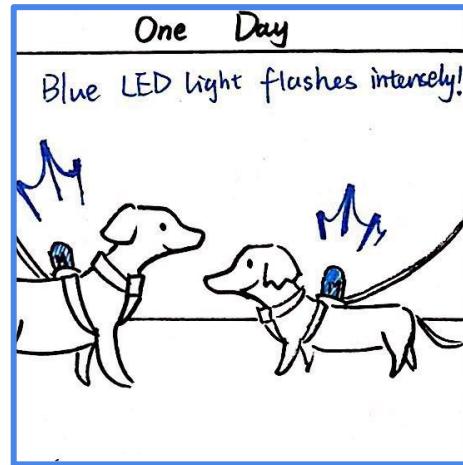
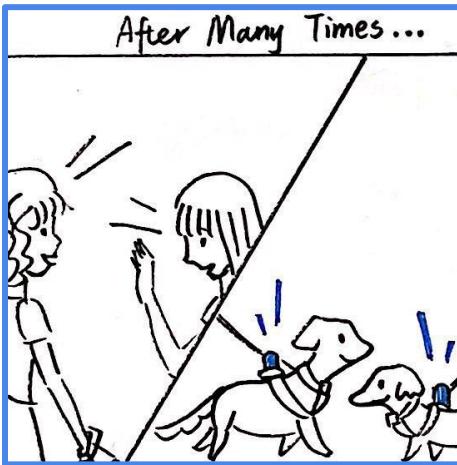


Pawsitive / Design

Task 1 Finding neighborhood dog friends



Pawsitive / Design



Task 4 Avoiding unfriendly/awkward interactions with other dog owners



What We Learned

-  Maintain personal connection with dog
-  Support the owner, not replace
-  Expose dog to more social stimuli
-  Integrate smoothly into existing routine

Paw^sitive / Questions



Thank You

Any Questions?