

ZOE ELLEN POINTON

A Guide to Buying a Dog Online

An analysis of the online dog adverts in 2018



Theory

Three Issues



Puppy Farms



Breeding



Rescue Dogs

87% of puppy trade
calls we get are about
animals bought over
the internet.

RSPCA, 2019

37% of people admit to
doing no research
before purchase.

Dogs Trust, 2018

Research

Create an online resource that allows buyers to understand the issues, and make informed market choices.

Design Opportunity

Pet Advertising Advisory Group

Organization that gives people advice on advertising pets.

Focus on advising people what to expect, pet care and avoiding scammers.

<https://www.howtobuyapet.org.uk/how-to-buy-a-pet/dogs/>



CHECK BEFORE YOU BUY

✓ Please consider contacting your local animal rescue/rehoming centre

✓ Research before you buy or adopt a dog, and make sure that a dog is the right choice of pet for you

✓ Research the adoption costs before adopting a dog

✓ If buying a puppy, consider going to a Kennel Club Assured Breeder

✓ Utilise The Kennel Club Find a Puppy service

✓ Currently in England, Wales and Northern Ireland anyone breeding three or more litters of puppies a year must be licensed by the Local Authority

✓ Not only is having your dog microchipped now a legal requirement, it is one of the best ways to increase a lost dog's chance of getting back home should they go missing

✓ Consider insuring your puppy or dog in case of the need for expensive and potentially life-saving medical treatment

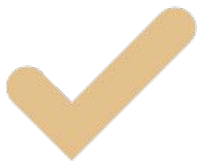
✓ Download the Puppy Contract

✓ When buying a puppy, you must insist on seeing the puppy interacting with its mother and littermates in the location where they were bred and reared

✓ If purchasing from a breeder, you should only buy the puppy directly from the place where he/she was born and raised

✓ Always ask for a copy of the puppy's medical records, including vaccination certificate and records of worming and flea treatment

Kennel Club



Assured Breeder Scheme

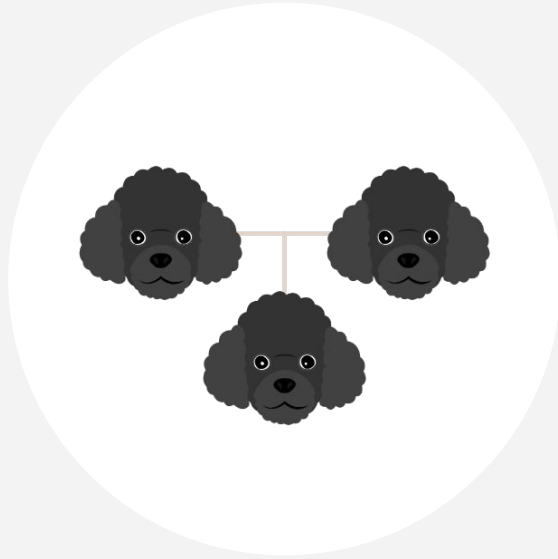


4 Litters Per Mother



Selective Breeding

Selective Breeding

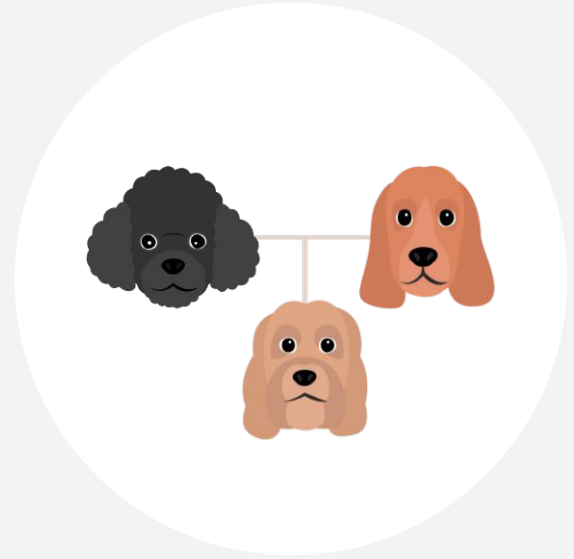


Pedigree Selective Breeding

=



Genetic Issues



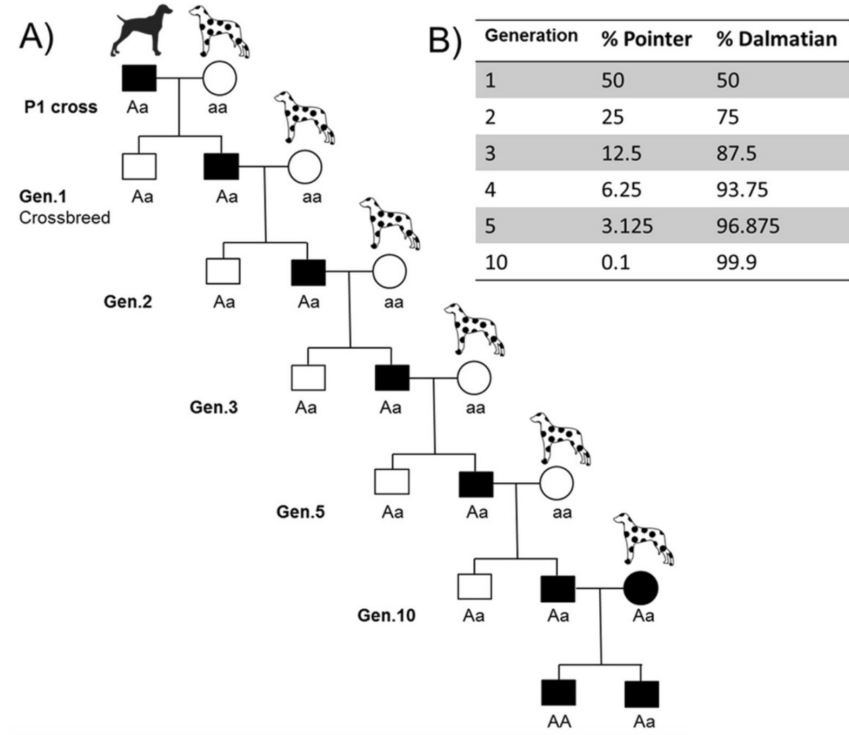
Cross Breeds

Combating Inherited Diseases

Study was done to find ways to reduce the risk of inherited diseases in Pedigree dogs.

Back-breeding

<https://cgejournal.biomedcentral.com/track/pdf/10.1186/s40575-015-0014-9>



Detrimental Breeding



Un-natural Colours

+



Flat Noses

=



Genetic Conditions

New Legislation

In October 2018 it became a requirement by law for all animals sale adverts to include the following:



Breeder Licence



Issuing Authority



Pictures



Age of Animal



Country of Origin



Country of Sale

Most breeds, or types of dog, have an unofficial UK Kennel Club that has a database of assured breeders.

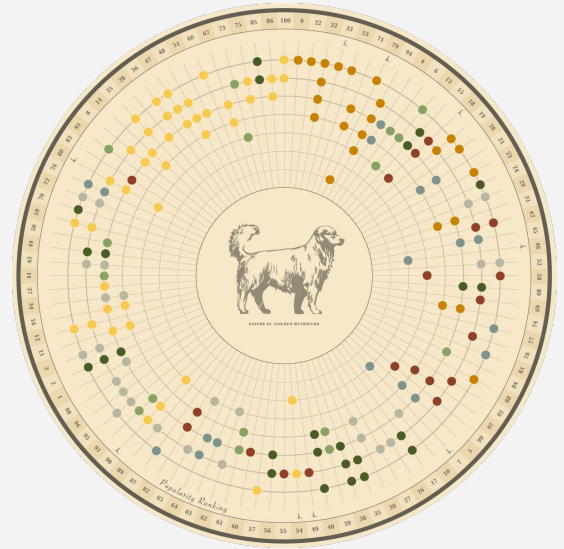
Focus Group



Questionnaire

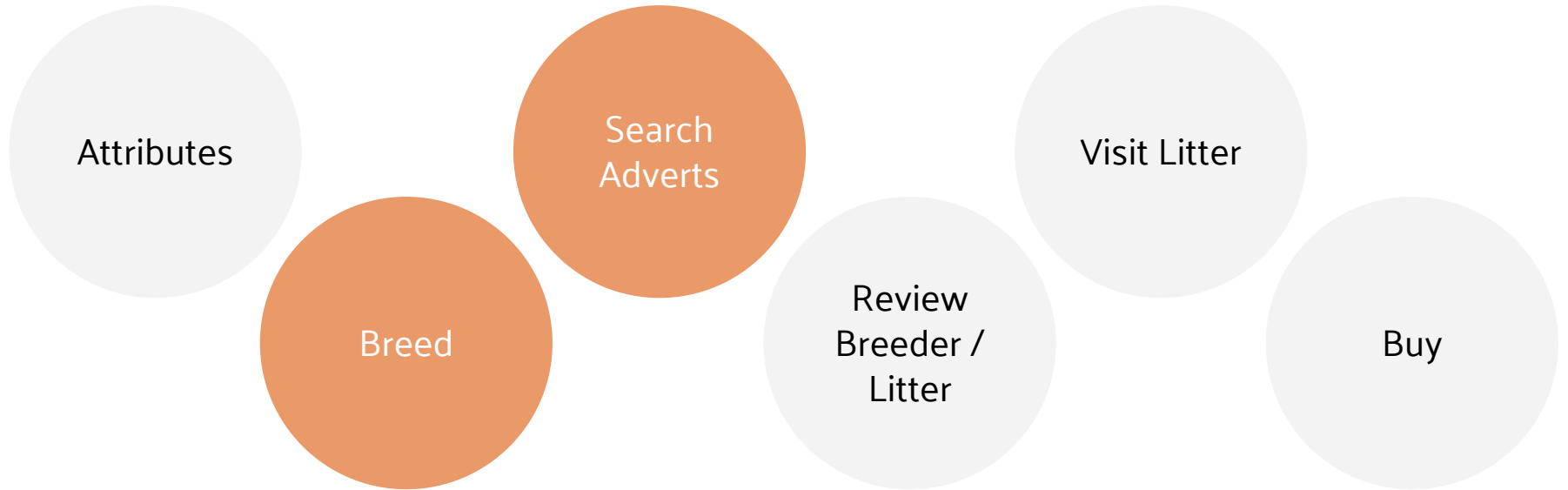


Process Map



Data Visualization

Focus Group: Process Map

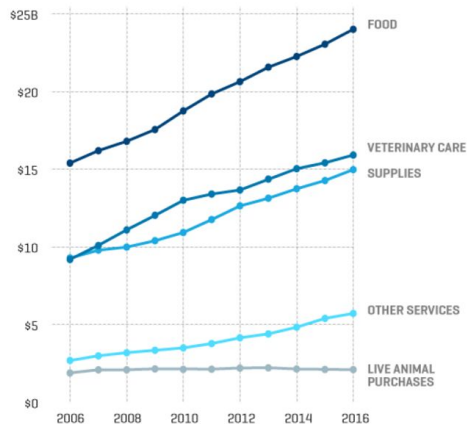


All participants were asked to write down all the steps and research they went through when they brought their dog. Together we mapped out the process on the wall. This is an overview of the process.

Focus Group: Data Visualization

PET INDUSTRY MARKET SIZE

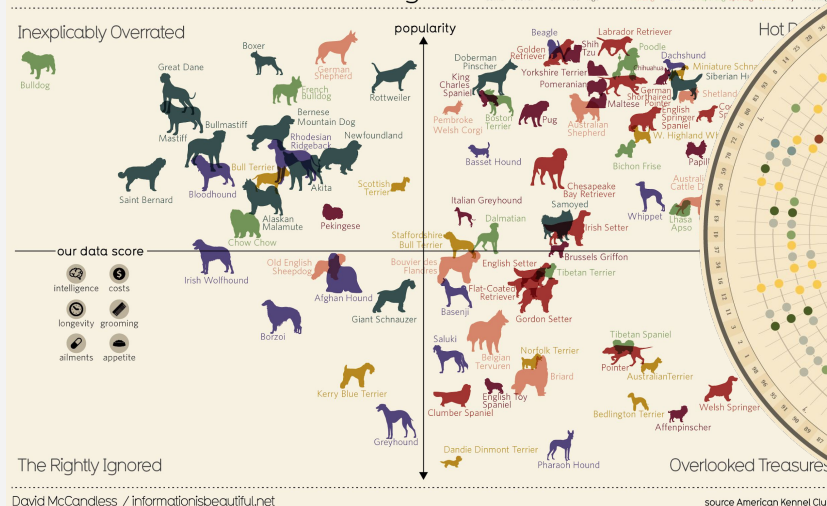
"Other Services" includes expenses such as grooming, boarding, training, pet sitting and pet exercise. Figures for 2016 are estimates.



SOURCE: AMERICAN PET PRODUCT ASSOCIATION

GRACE DONNELLY

Best in Show: The Ultimate Data Dog



Simple visualizations were
received better

Visualizations with more variables needed to be explained and
participants were not as keen to discuss the findings

Data

Initial Fields

Website

Title

Advertiser ID

Date

Address

Species

Price

(Picture and
Description)

New Fields

Breed

Colour

Flat Nose

Rescue

Pedigree

Site Structure



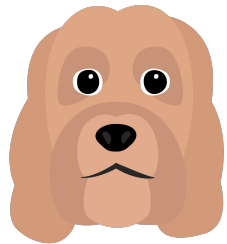
French Bulldog: Fashion
Breeding



Chihuahua: Puppy Farming



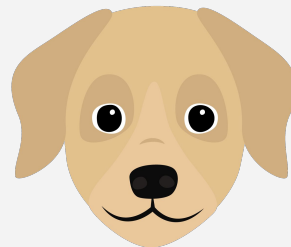
Pug: Genetic Disorders



Cockapoo: Designer Dogs

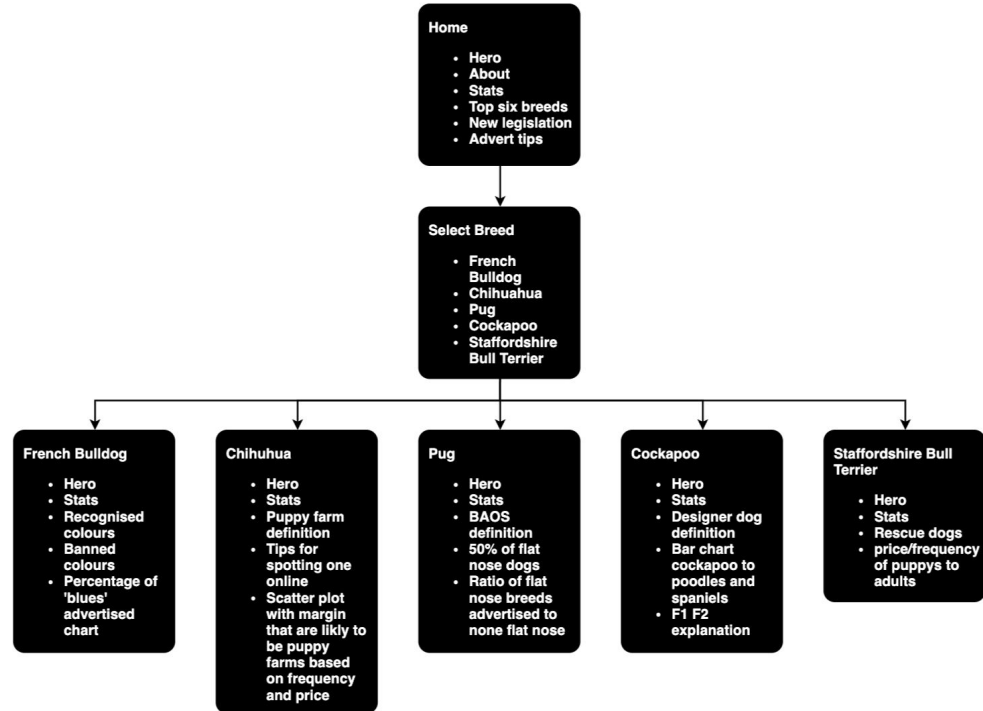


Staffy: Rescue Dogs

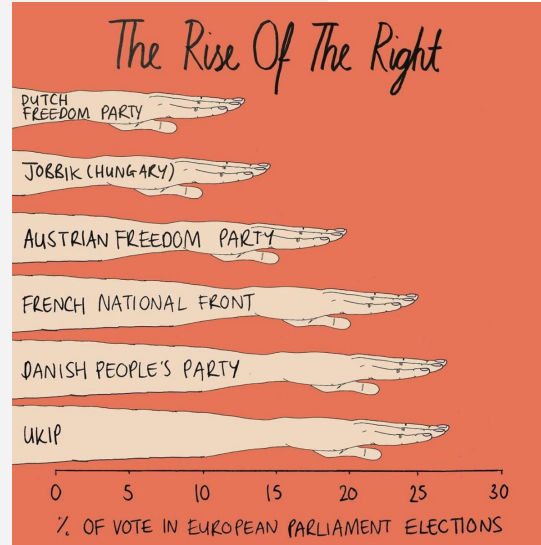
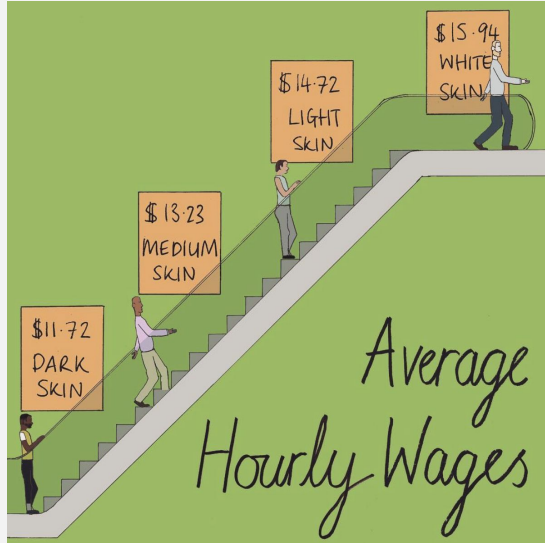


Labrador: Pedigree

Site Map



Mona Chalabi



Novel and informative data illustrations.

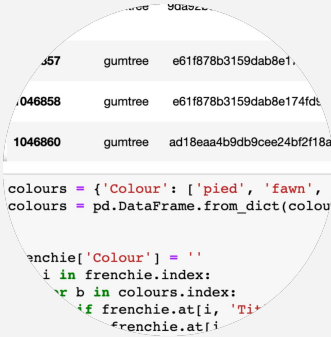
Political data journalism.

www.instagram.com/monachalabi/

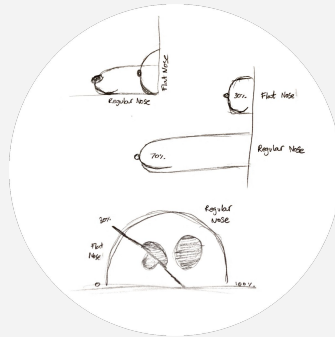
Visualization Process



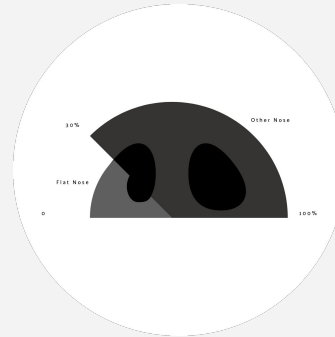
Research Breed



Explored the data
in Python



Sketched Ideas



Exported from
Python mockup in
Illustrator



Build in D3

Practice

<https://zoepointon.github.io/DI-dog-data/>

References

<https://www.rspca.org.uk/adviceandwelfare/pets/dogs/ppy/sales>

<https://www.dogstrust.org.uk/news-events/news/dogs-trust-and-animal-welfare-organisations-unite-to-protect-the-public-from-dodgy-pet-sellers>

<https://www.howtobuyapet.org.uk/>

<https://cgejournal.biomedcentral.com/track/pdf/10.1186/s40575-015-0014-9>

<https://www.thekennelclub.org.uk/registration/registering-your-pedigree-dog-litter/litter-registration-faqs/>

http://www.legislation.gov.uk/uksi/2018/486/pdfs/uksi_20180486_en.pdf

www.instagram.com/monachalabi/