



Puppy Land

Love, dogs and more

Group 4

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Background

There are Three million pets passed away every year, with an average of nearly 10,000 pets leaving the world every day.

With the rapidly development of pets industry, there are many services supported in the market, such as commemorate, online video sharing, dog competition and more.



Brainstorm

We would like to help pet owners interact with the pet while model their dead pets for accompanying the owner.

Shopping
visual the
fitting in the
smart glass

Shopping: take a
picture of a piece of
clothing and
compare the price
of it in various e-
commerce
platforms.

Digital:
AR Drawing-
creative work

Physical &
Digital:
AR teamwork-
cooperate

Physical task:
Virtual meeting
(Notes taking and
sharing,
recording, real-
time sharing)

Digital Task:
Shooting game in
real life (mixture
of physical and
digital)

Shopping: predict
when you get tired
walking around and
recommend/lead
you to a nearby
massage center

While driving
show the
direction and
notices in the
glass

Digital:
AR interactive
TV live

Physical & Digital:
AR Pets-remodel
dead pets and
interactive with
them

Physical task:
finding dory - kids
game, projection
of other kids, and
person who found
the treasure win

Digital:
Remote
game



Interview

Dog Owner

memory
their dead
pets lonely

company oversea owner
with their life and
exercise, improve their
lifestyle and health

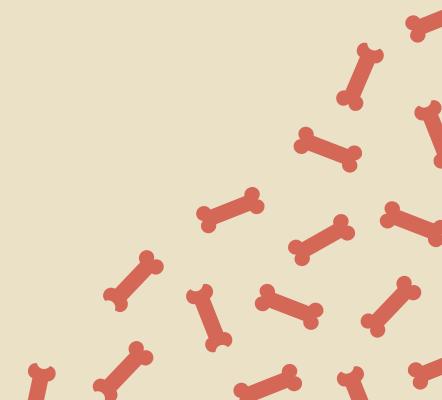
wake me
up in the
bed

Doggy's exercise
amount (walking the
dog/worry about
whether the dog get
enough amount of
exercise)

Synchronization
between the
virtual duplication
of the pet and the
actual pet

Reminding my
mom to walk the
dog (when i
realize the dog
hasnt get enough
exercise yet)

Study with my
pet (Accompany
while I am in a
study room
alone)



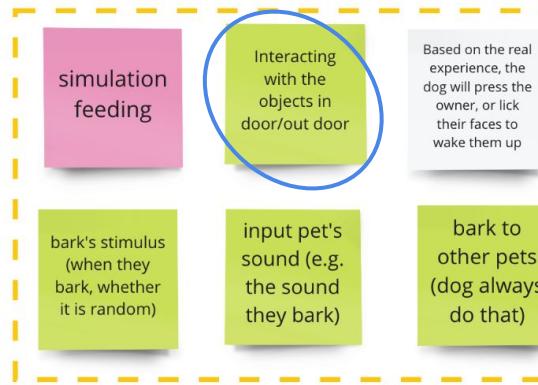
Affinity Map

● HMW improve user experience of VR pets interactive functions ?

Physical Authenticity



Interactive Authenticity



Accompany



Entertainment



User Need Analysis

Authenticity

Accompany

Entertainment

- Hard to find the same breed dogs with similar personality and habits
- Median longevity ranges from 10 to 13 years
- New dogs can not inherit the precious memories

extraordinary

Current Solutions

- Change to other pets, maybe a turtle
 - Turtles cannot sit, catch a ball, or give you its hand



- Clone your dog
 - It is expensive, owner have to wait for months, and technically a new dog, lost all the precious memories with you, and it will dies again eventually

\$50,000

The firm charges \$50,000 (£38,000) to clone a dog, \$30,000 for a cat, and \$85,000 for a horse. That cost is obviously out of the range of most of us, but a number of famous people have revealed in recent years that they have had their dogs cloned, or were planning to do so. 3 Apr 2022

<https://www.bbc.com/news/business-60924936> ::

Pet cloning is getting more popular despite the cost - BBC News



PuppyLand !

PuppyLand is the future!

- It provides an identical digital dog with the same memory, habits, and patterns of the original dog
- The digital dog has unlimited life time
- You can choose the feature of the dog at any point of its life, when its a puppy, grown-up, or elderly
- Detect the environment and adjust accordingly, gets muddy in rainy days
- It is faster than a clone, only takes a few hours to generate your new dog
- There are no moral issues and affordable than clone, it can become a popularised product

Persona



Lucy



23



Singapore



Student

- “It always hurts to lose a pet you love...”
- “In this changing world, I still want something unchanged, like my pet...”

About

Lucy is a master student in National University of Singapore. She had a dog. Its name is Tony. In her senior year of undergraduate, Tony passed away because of cancel. For her, Tony was like a family member. Covid policies like social distancing made it difficult for her to play with friends. And she had a hard time researching her thesis. She said Tony was her only comfort during these days.

Goals & Needs

- Have her own customized pet with the exactly same appearance.
- Have her own customized pet with the exactly same habit and hobbies.
- Enable for immersion into the scene to havve a feeling that her pet is really accompanying her.

Frustrations

- She is heart broken for losing him.
- She has a hard time getting up in the morning without him waking her up. She hate being waken up by alarm clock.
- It reminds her of him whenever she sees other dogs.
- She miss him coming and nuzzling her leg.
- She needs some exercise while studying and she enjoys running with her dog even at home.

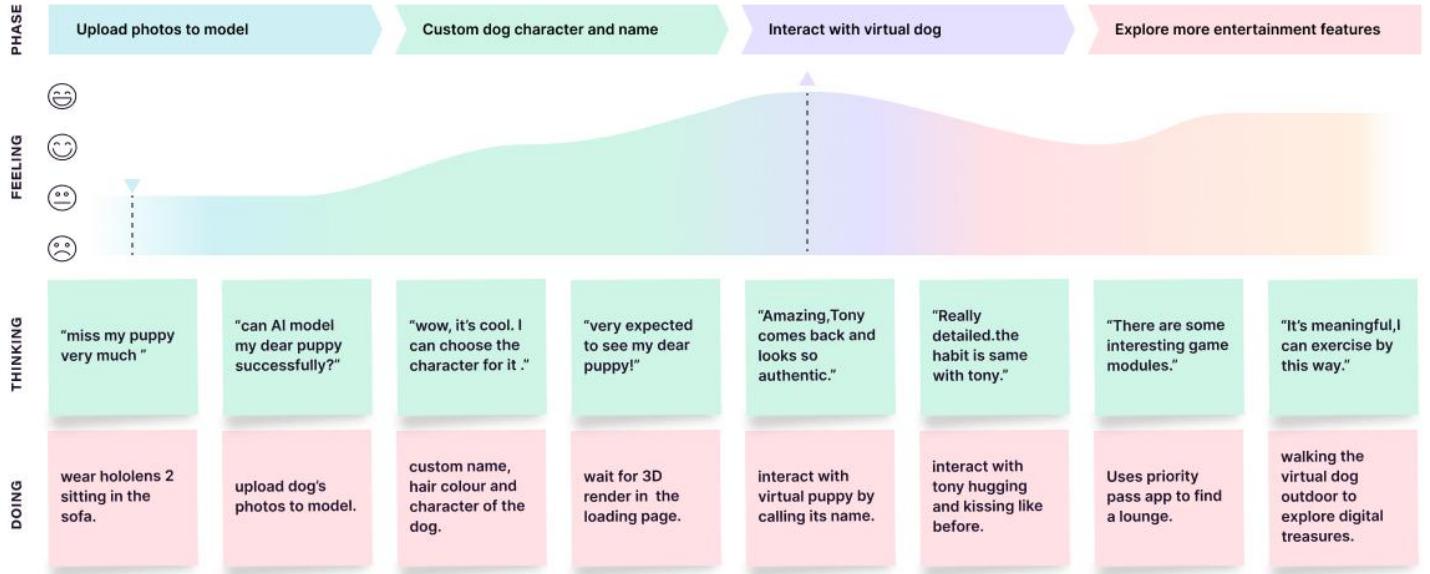
Motivations

- Letting the pet owners have the exactly same pet after the pet's short life span comparing to human.
- Letting the pet owners view the same habit and hobbies with her new digital twin pet. So her life won't change dramatically.
- Let people learn to accept the truth of death and cherish life even more.

JOURNEY MAP

Persona Lucy

Scenario Through hololens 2 glasses, interact with the virtual tony dog who has passed away in the real world.



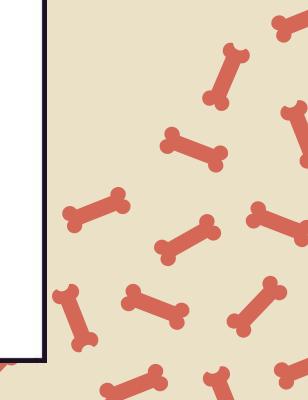
Key Takeaways

High Point

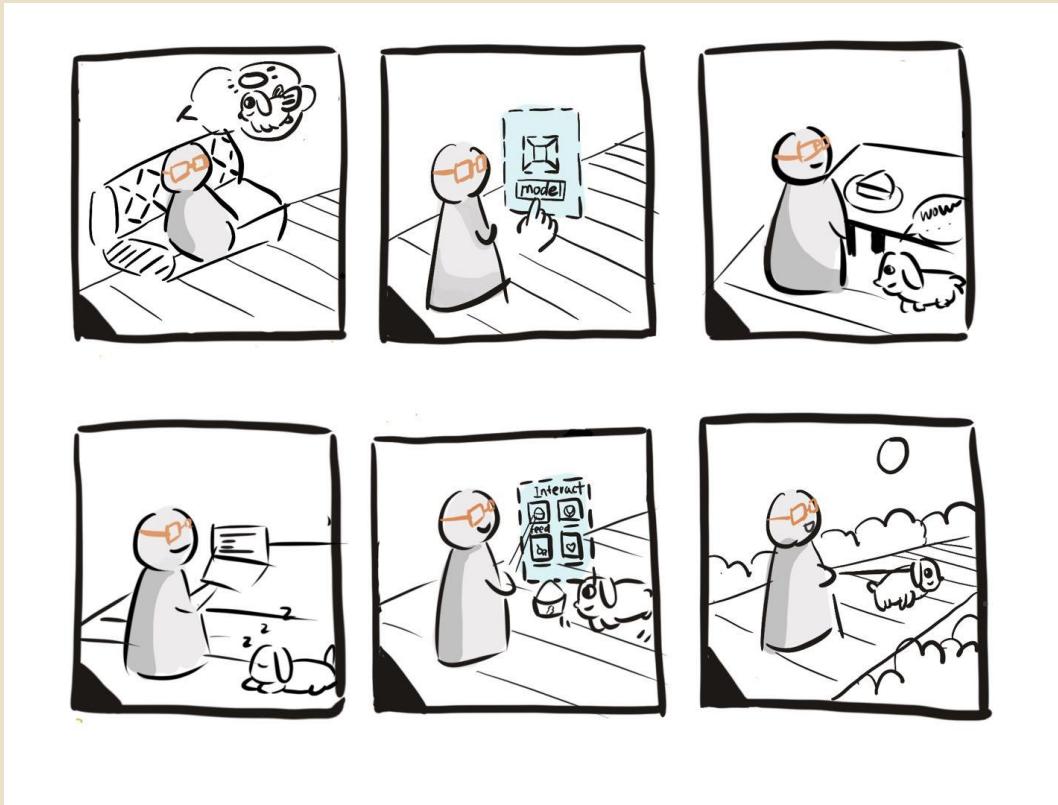
Surprised to see that the modeling and interaction of the virtual dog is very real.

Low Point

Misses her dog so much, especially stay at home lonely, recalls memories of interacting with it.



Storyboard



Lucy & Tony - Happy Moments



Lick Lucy to wake her up



Accompany Lucy when she is studying and working



Hate showering



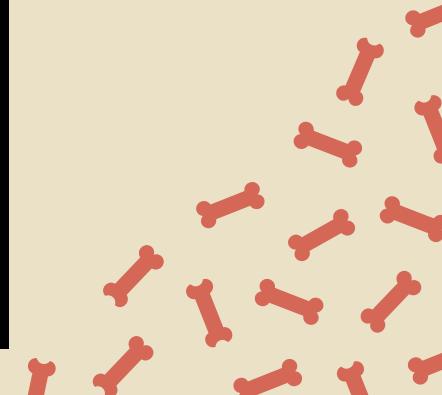
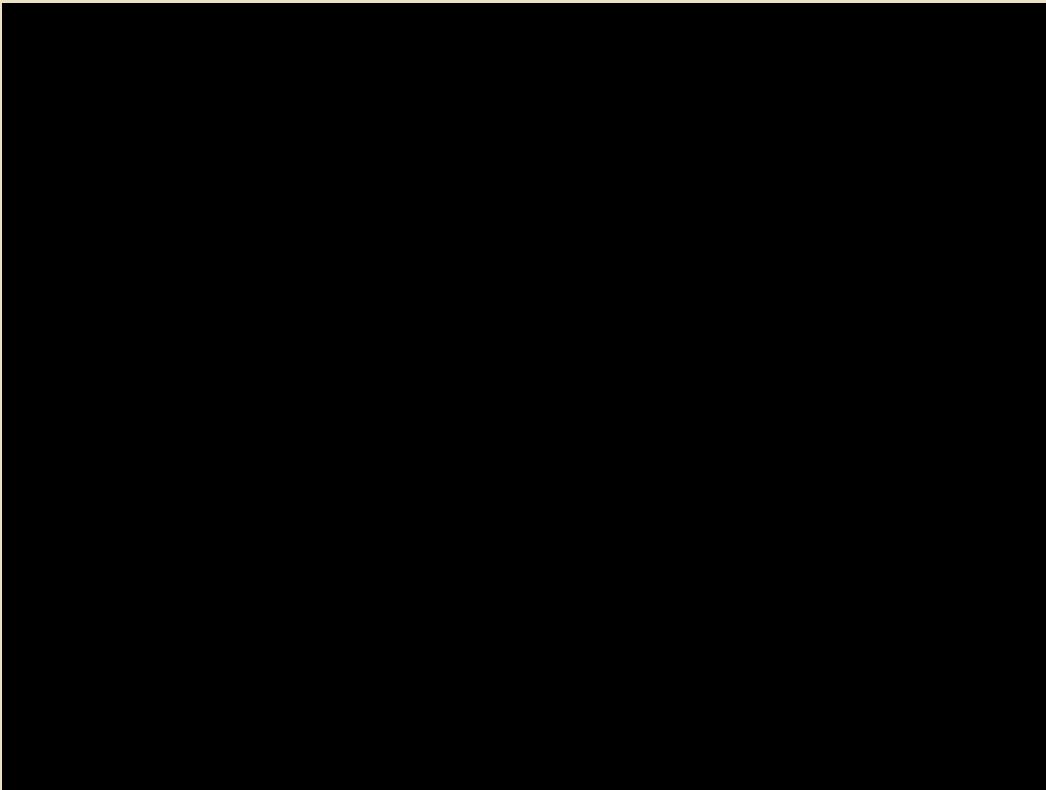
Run with Lucy and hit the glass



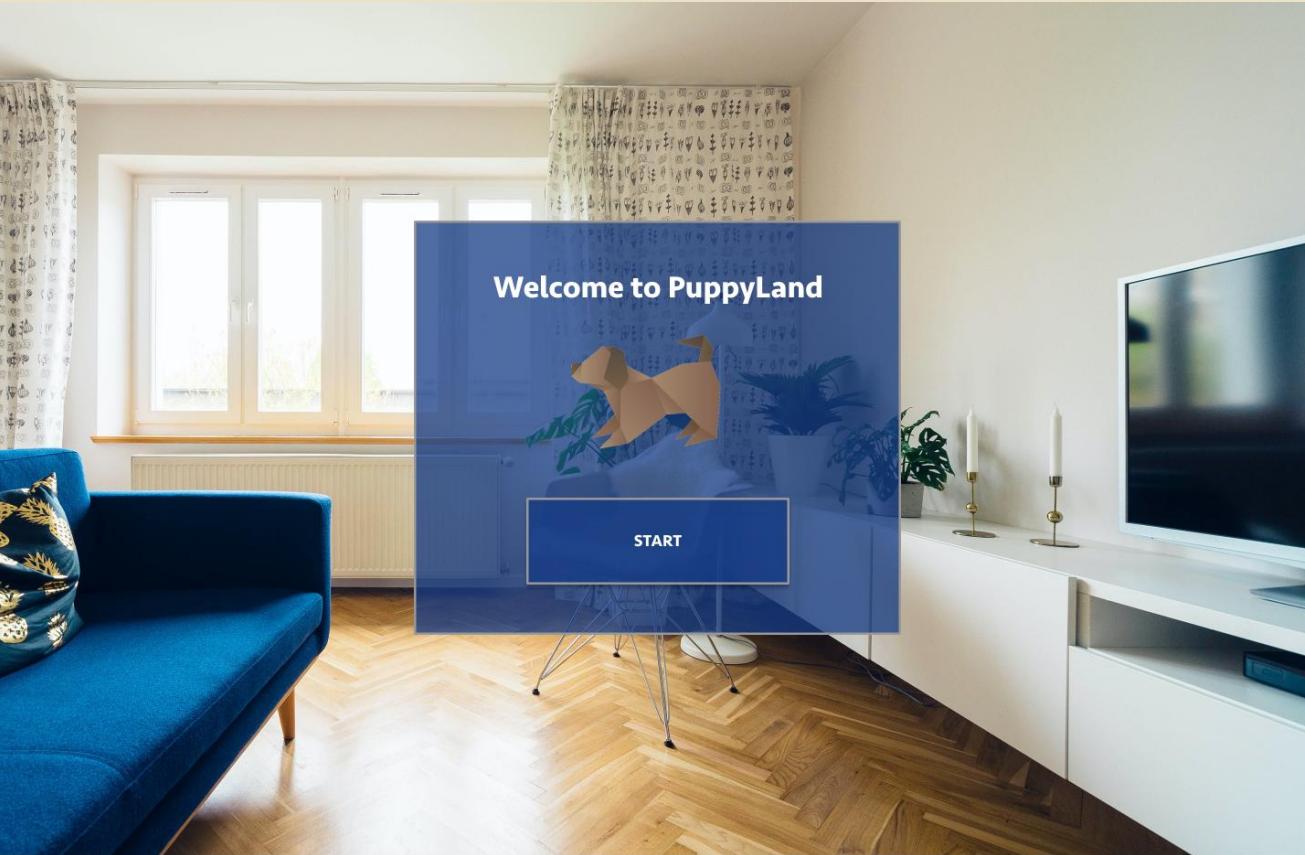
Love playing with the toy bear



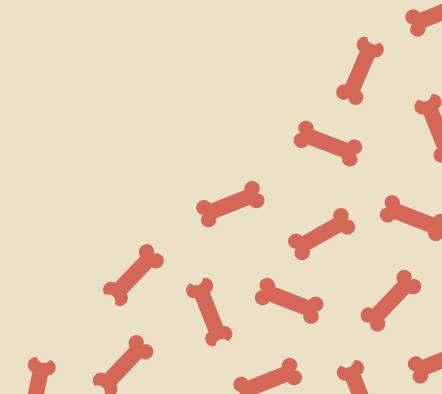
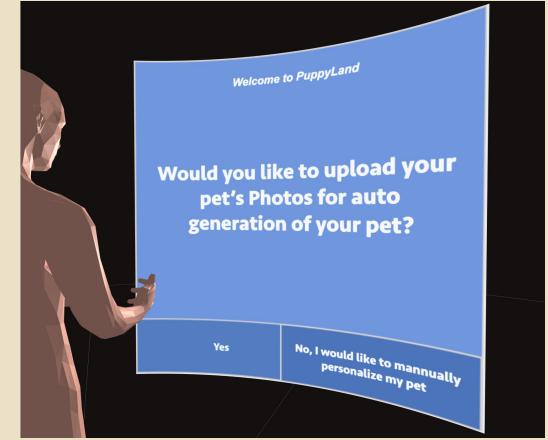
Video Demo



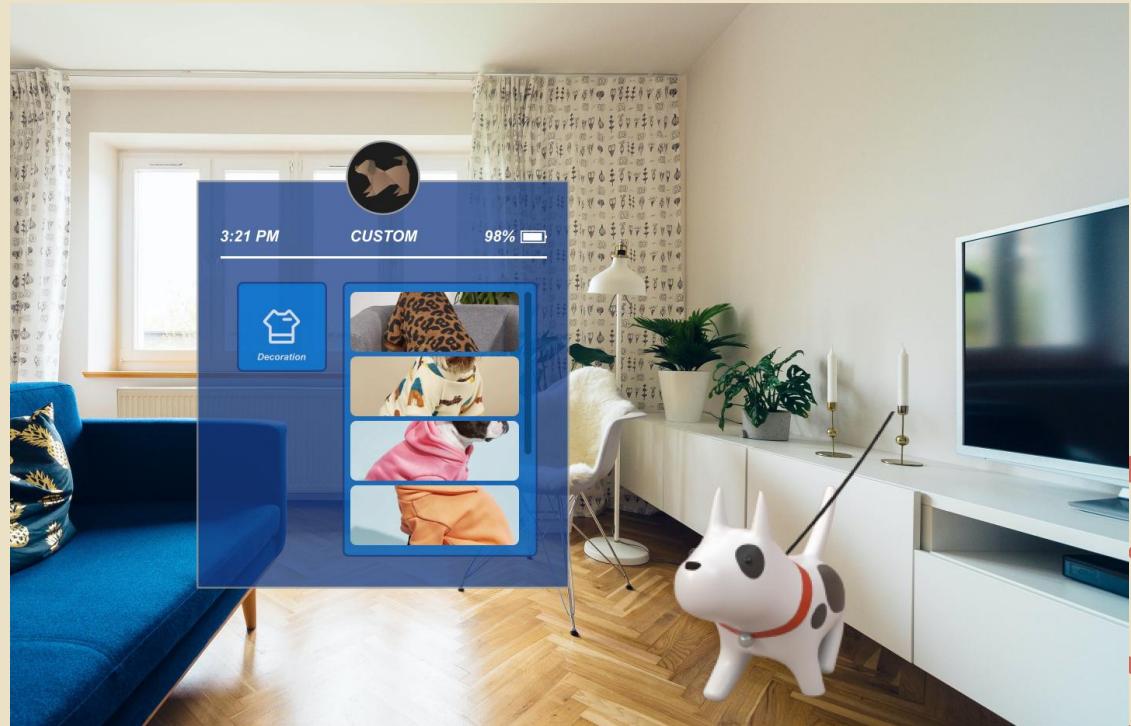
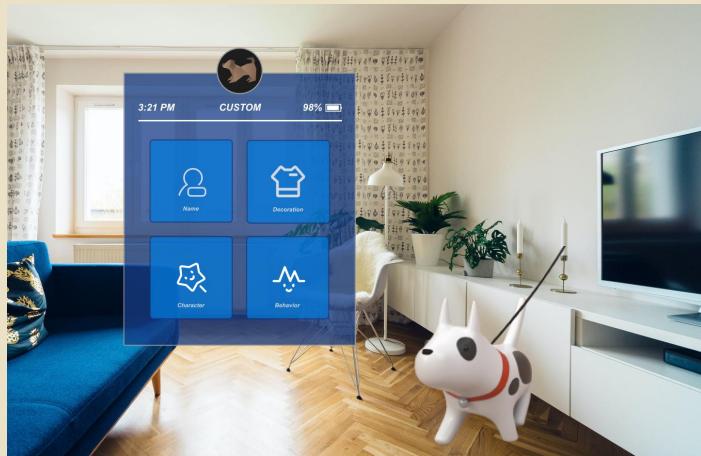
Welcome to PuppyLand



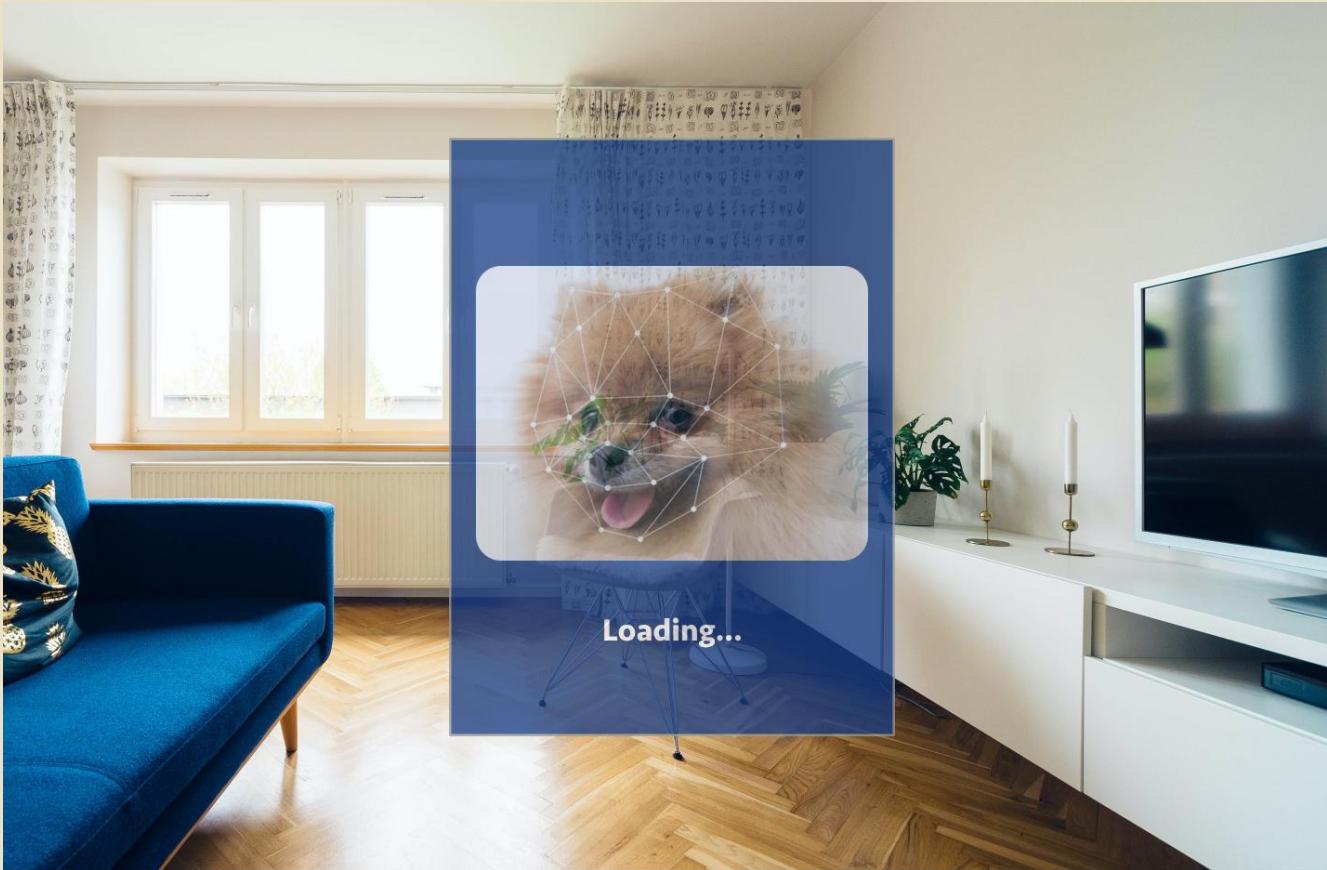
Welcome to PuppyLand



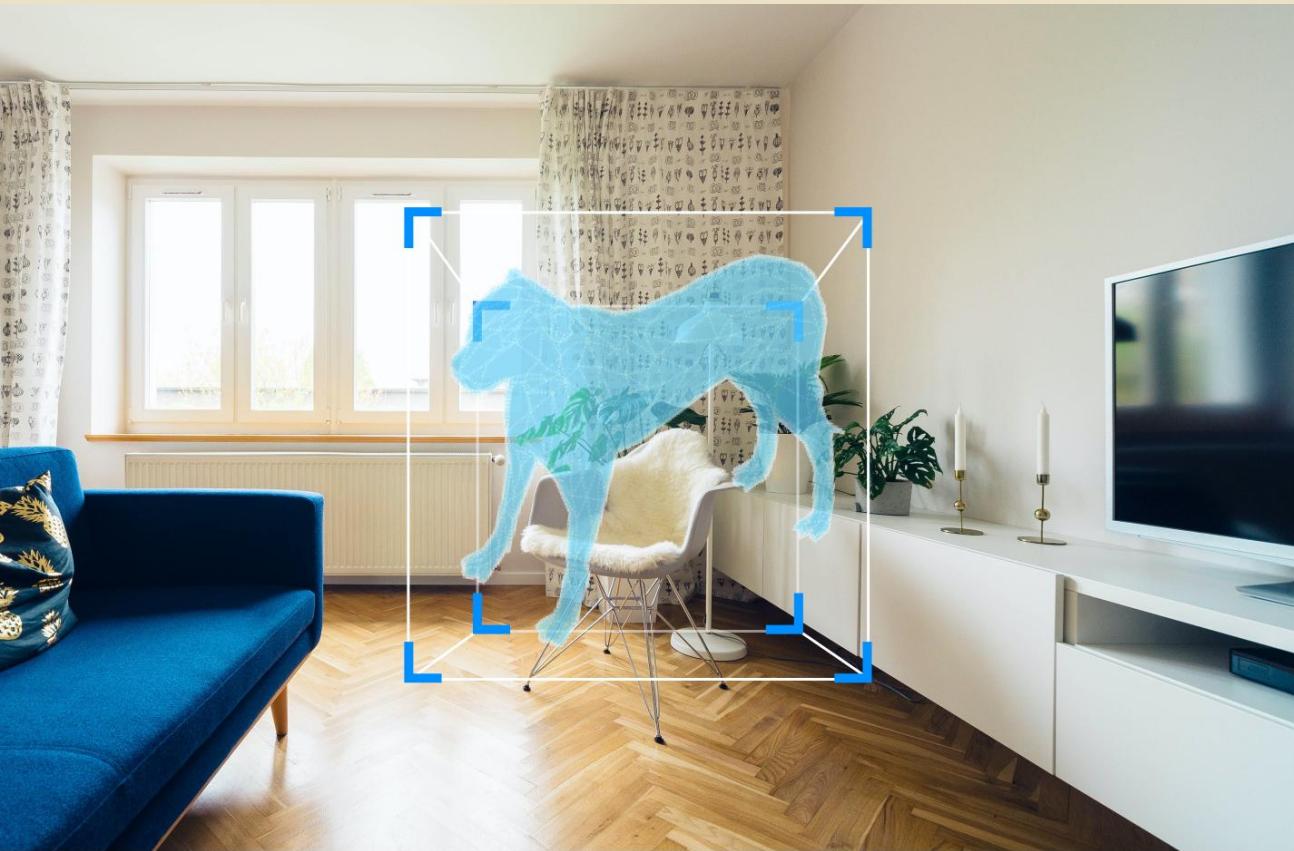
Meet your puppy - Customise



Uploading data



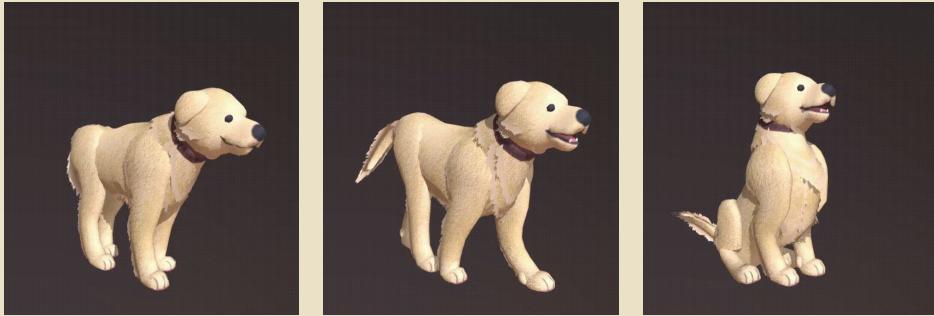
Model rendering



Meet your puppy - Interact



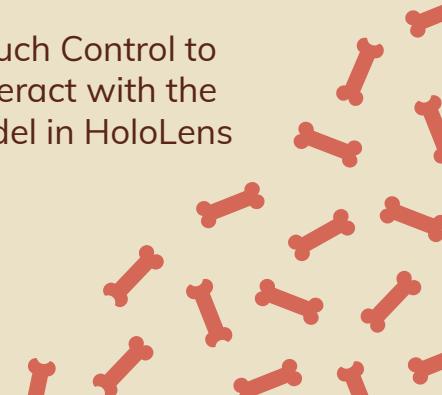
Implementation



The Dog model with 3 different animation implemented



Touch Control to interact with the model in HoloLens



Future work

- Eye gazing to trigger different functions of the system
- Collision of different components of the dog's body (box collision with the hand)
 - Touch the dog and trigger different motions
- Object detection (available in hololens)
 - Use scene analysis and trigger the scenario of behaviors under that circumstance
 - If detect books, laptops, and desk, the dog will come over and stay around the owner
 - If detect other dogs, bark towards smaller dogs and avoid larger dogs
- Object detection in virtual world - interaction with the virtual object
 - Play ball
 - Eating, etc





The End



Happiness is a warm puppy

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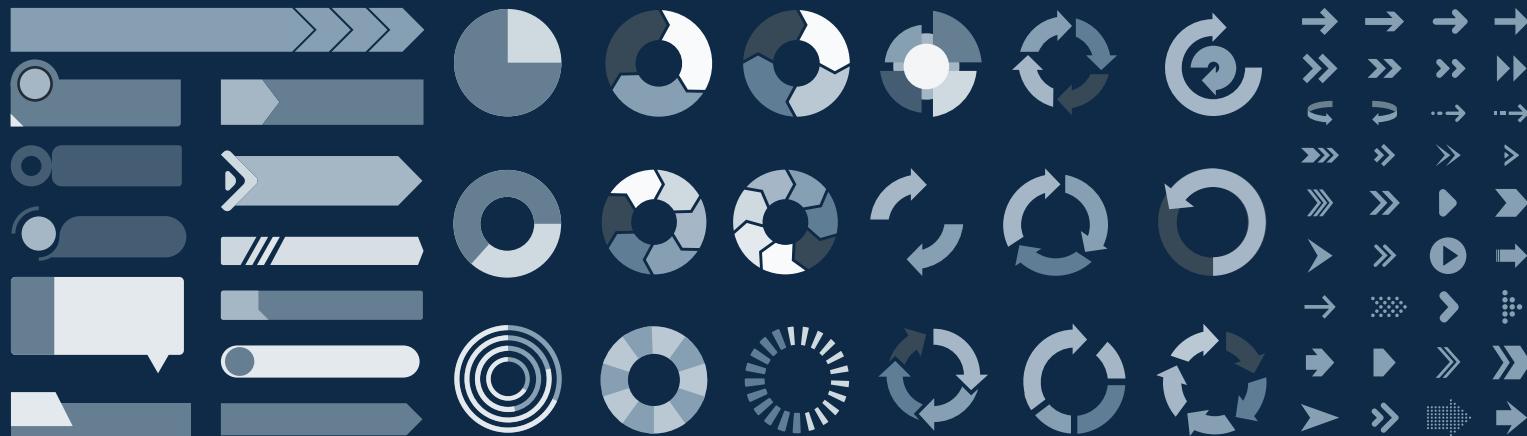
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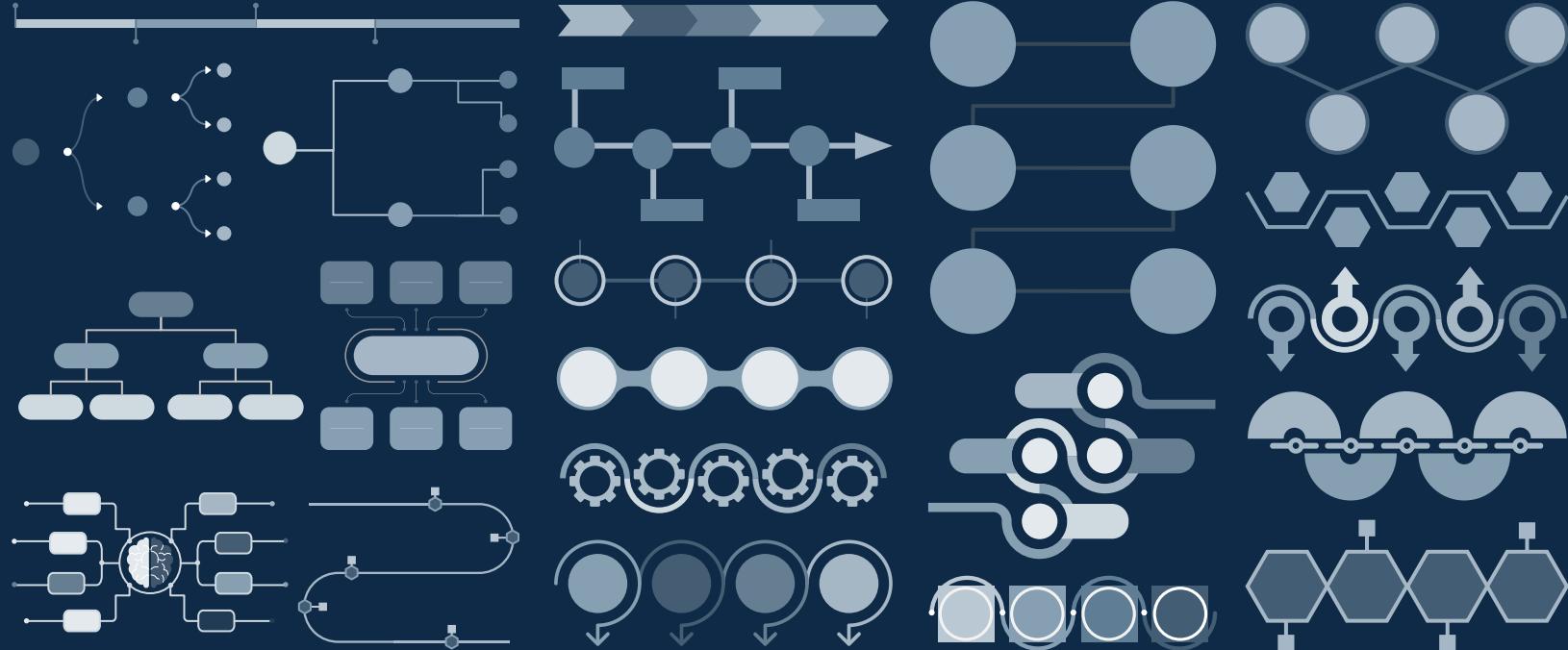
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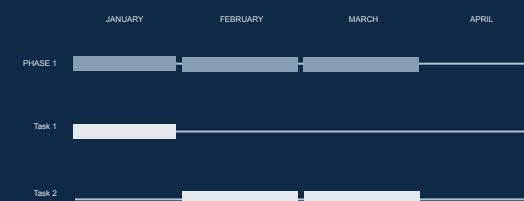
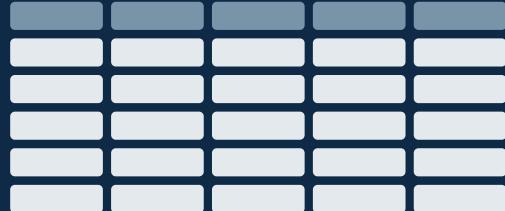
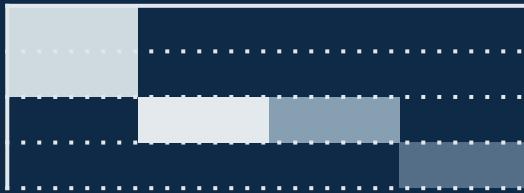
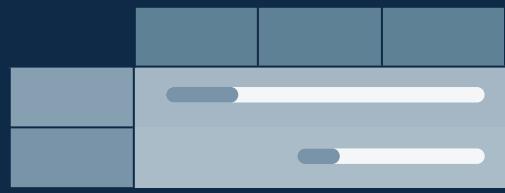
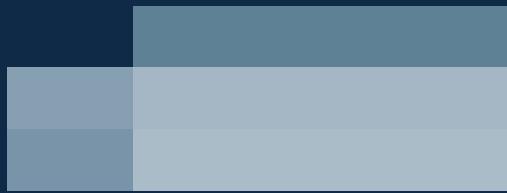
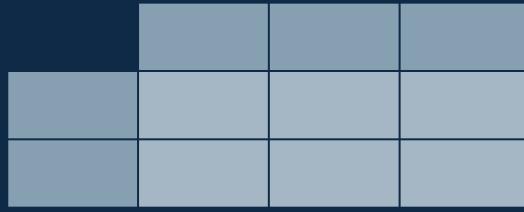
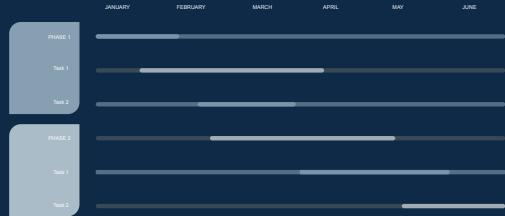
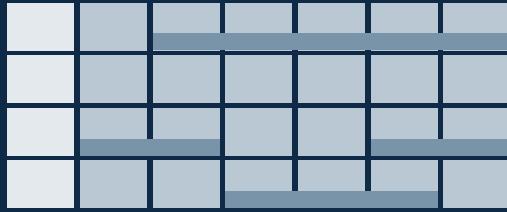
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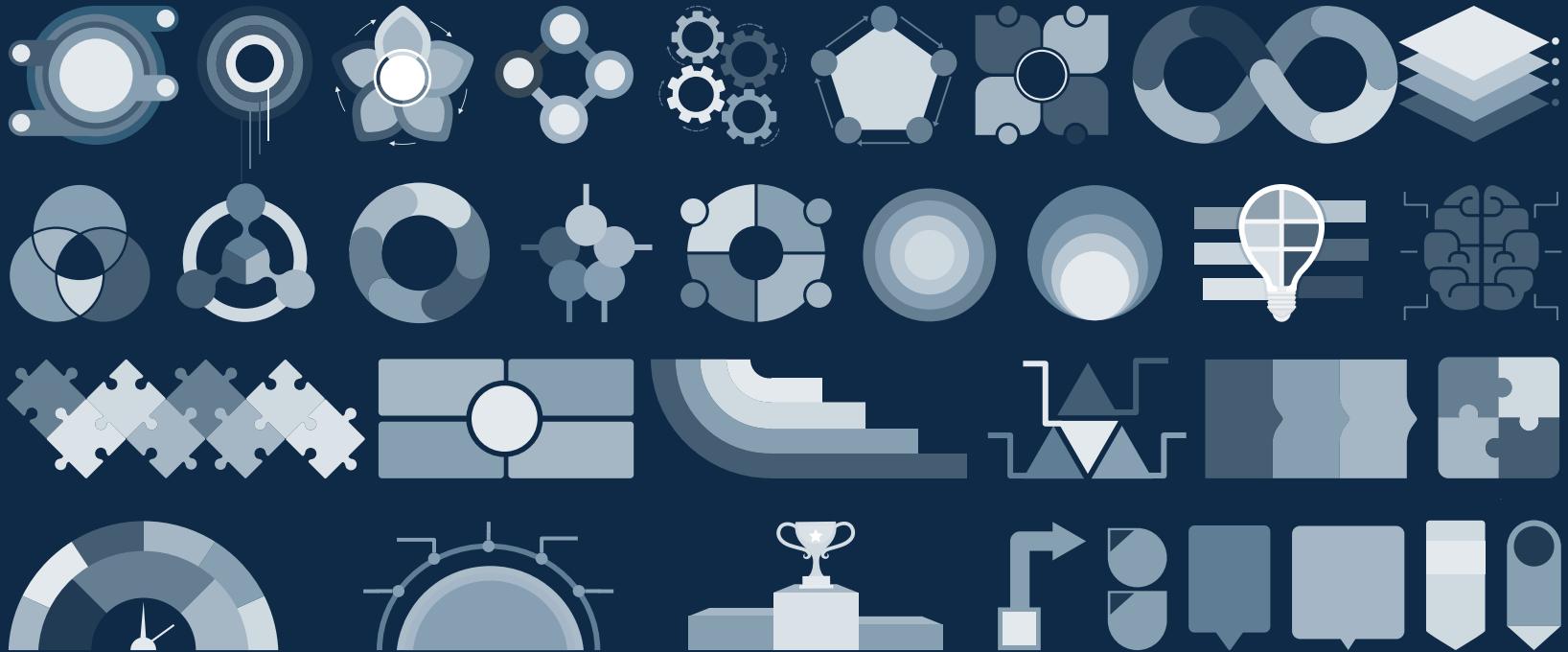
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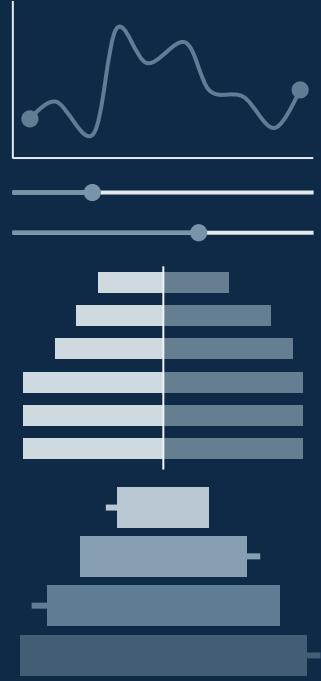
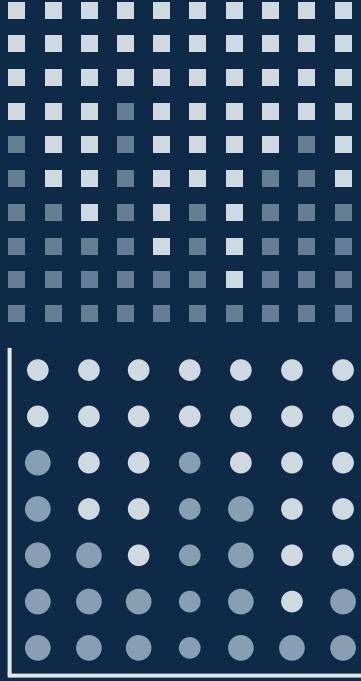












...and our sets of editable icons

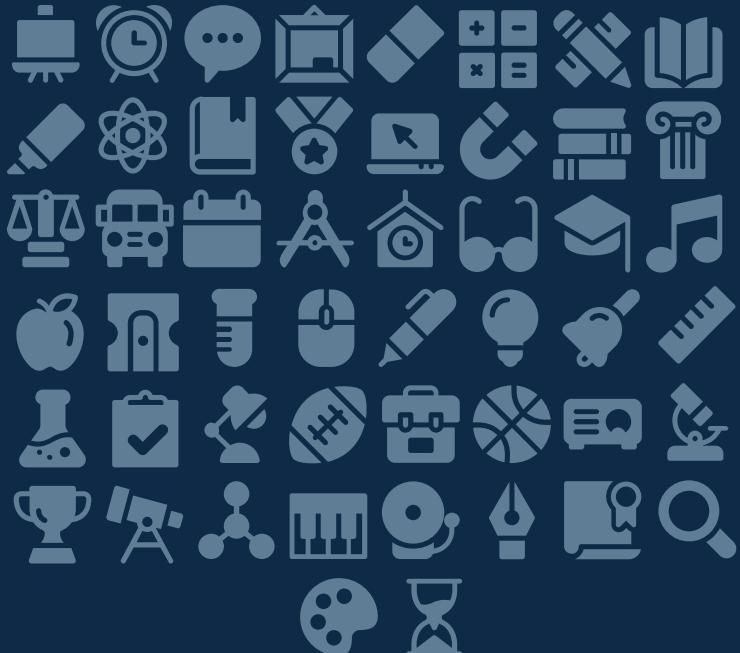
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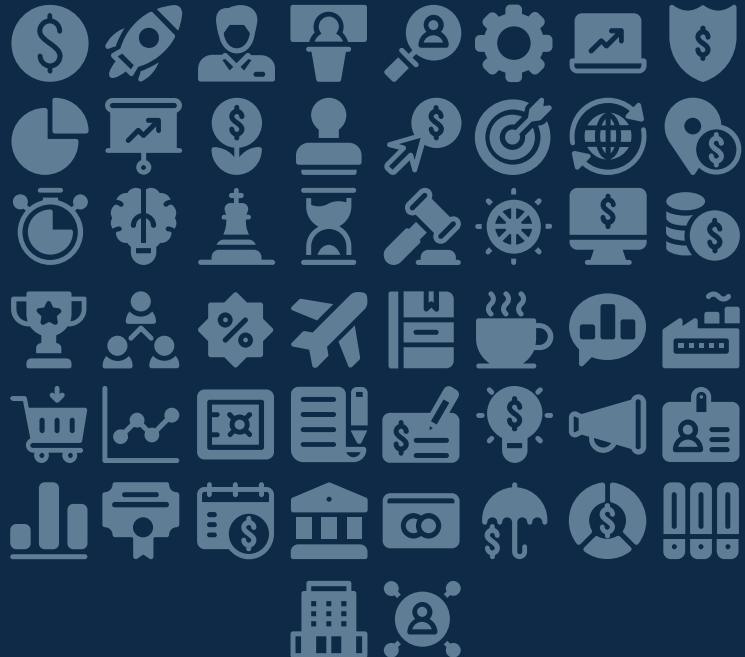
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