Dog Owners

Knowledge unleashed
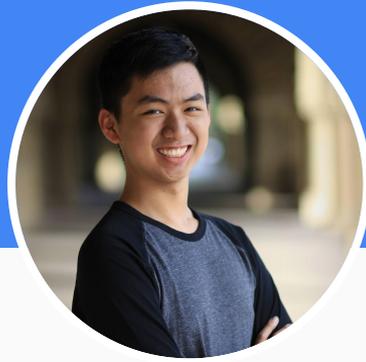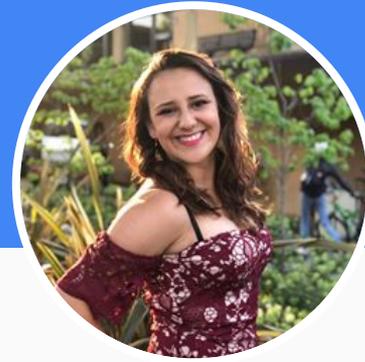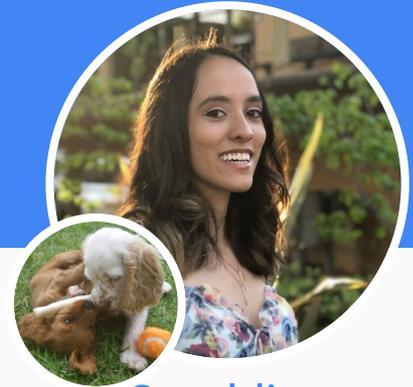
The Team

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Problem Domain: Educational resources for dog owners

Preliminary POV

We met **Mateo**, a 12 year-old boy and **first time dog owner** of Chili. We were amazed to realize that **Mateo enjoyed saving up money** to pay for Chili's expenses, but **disliked doing simple chores** such as feeding her because it didn't feel "rewarding". It would be game changing to **make mundane chores feel rewarding**.

Additional Needfinding

The interviewees

Julian, 22

Previously owned a dog for 8 years.

Ian, 9

Had a dog which they had to rehome.

Katie, 21

Ella & Anka

Veteran dog owner and advocate of adoption!

Christelle

Sahara & Nile

Dog owner of two. Is finally old enough to train her dogs!

Julian

"I **got lucky** with her, she was a pretty lazy dog, so, **low maintenance**"

- Julian

"When you are **socializing**, hanging out with them, it **doesn't feel like a chore**."

- Julian

Ian & Lili

"Who's cleaning it? **Me!** Who's giving him a shower? **Me!** Who's cutting his nails? **Me**! Who's doing it all? **Me me me**!"

- Lili

Ian & Lili

"If you believe that a dog is good with food and water, then you're wrong. **It needs so much more. You have to have responsibilities**. If you don't have experience, get someone who does."
- Lili

Katie

"I definitely will have a dog once I graduate college and I will **treat the process the same way I'd treat having a child** [in regards to planning/saving for one]"
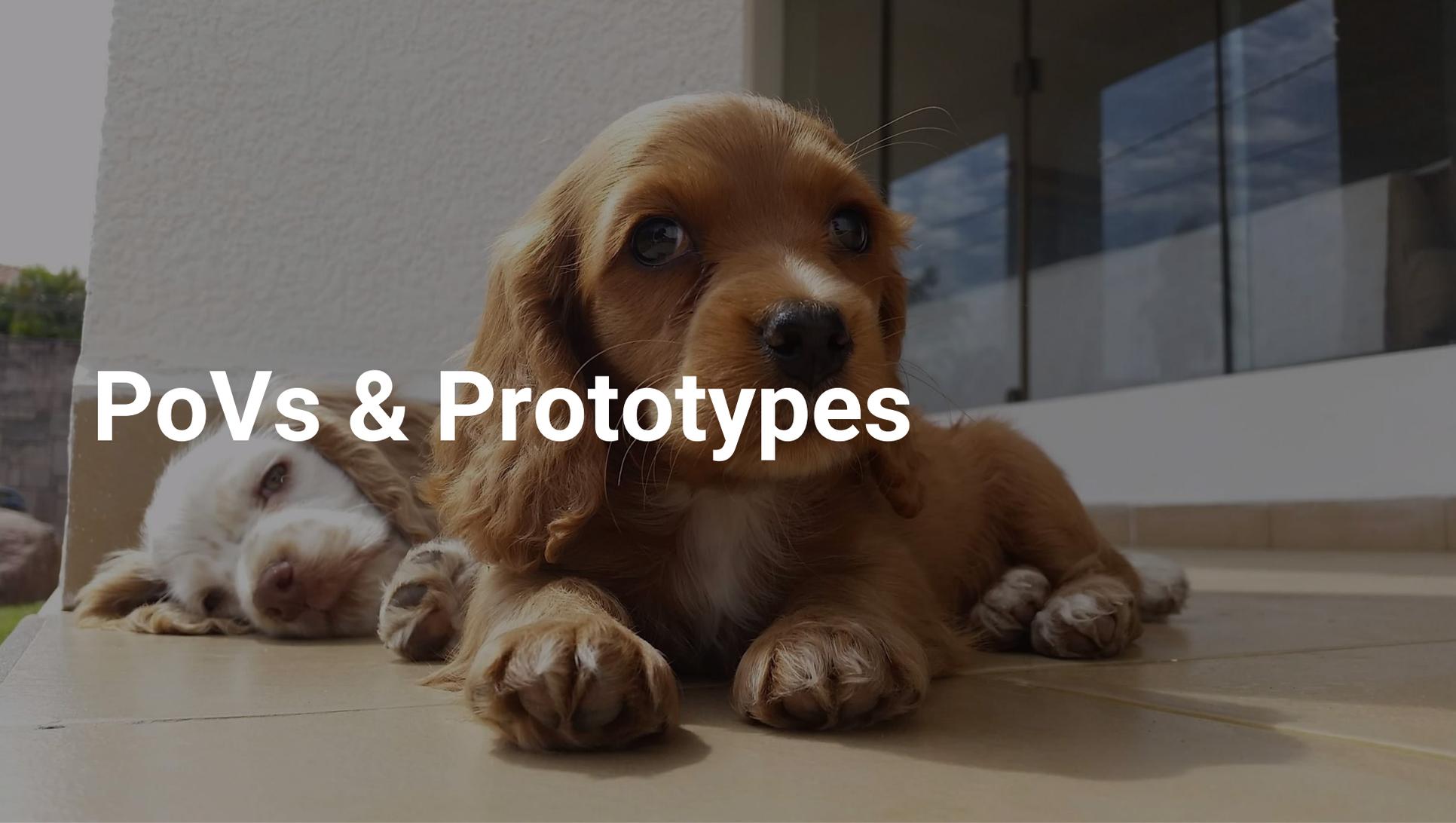
- Katie

Christelle

"My sister does most of the training because I don't have time. **I wish I could contribute more** to training them. This is quite unfortunate."

- Christelle

PoVs & Prototypes

We met **Lili**, Ian's mom and **primary caretaker of Spot**.

We were amazed to realize how she was the **the only person in the household** to clean up after Spot.

It would be game changing if we could evenly **distribute the cleaning tasks around the home**.

How might we **encourage all members** of the family **to help** take care of the dog?

Gamified Family Contribution

Assumption: **all family members** will partake in the **competition/ completion of tasks**
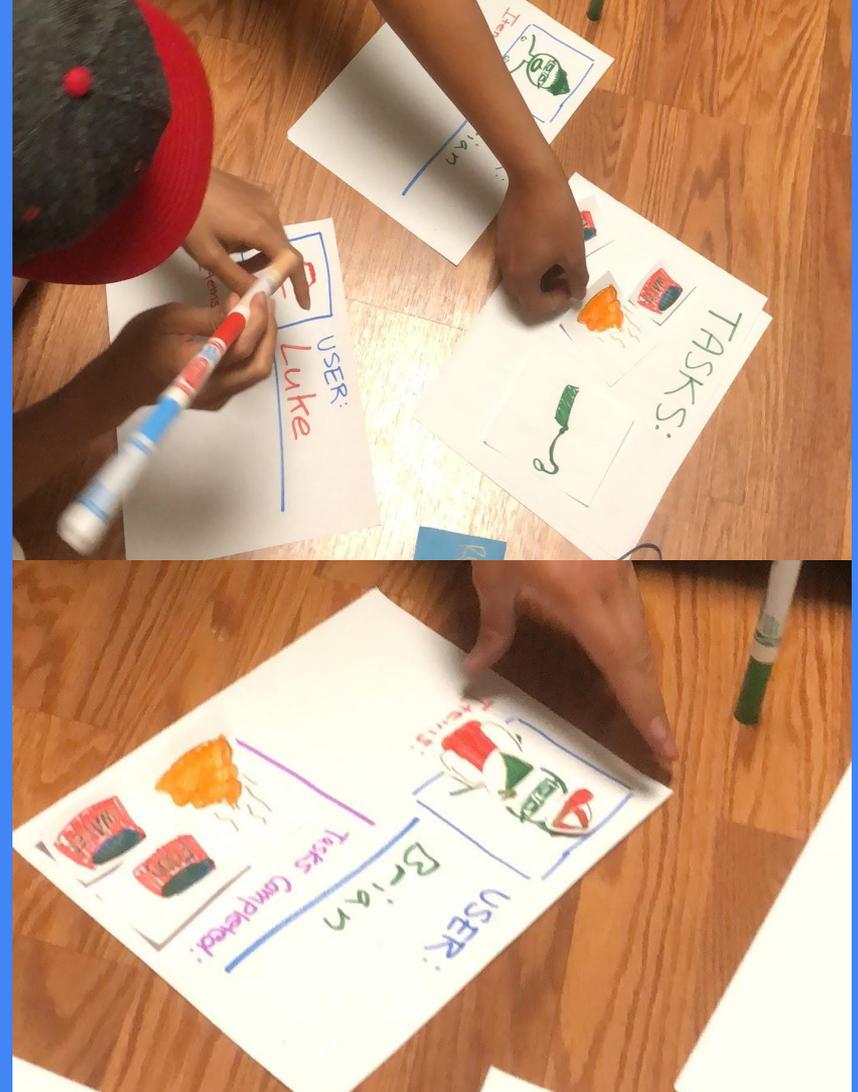
Gamified Family Contribution

+ Enjoyed competing with each other
+ Personalizing avatars made it feel "real"
+ Seeing tasks the other completed motivated him

- How to confirm tasks were completed
- Might get tired of using app

We met **Mateo**, a 12 year-old boy who is a **first-time dog owner** of Chile.

We were amazed that Mateo **enjoyed saving money** to pay for Chile's expenses but **disliked simple chores** such as feeding her.

It would be game changing if we could make **mundane chores feel rewarding** as well.

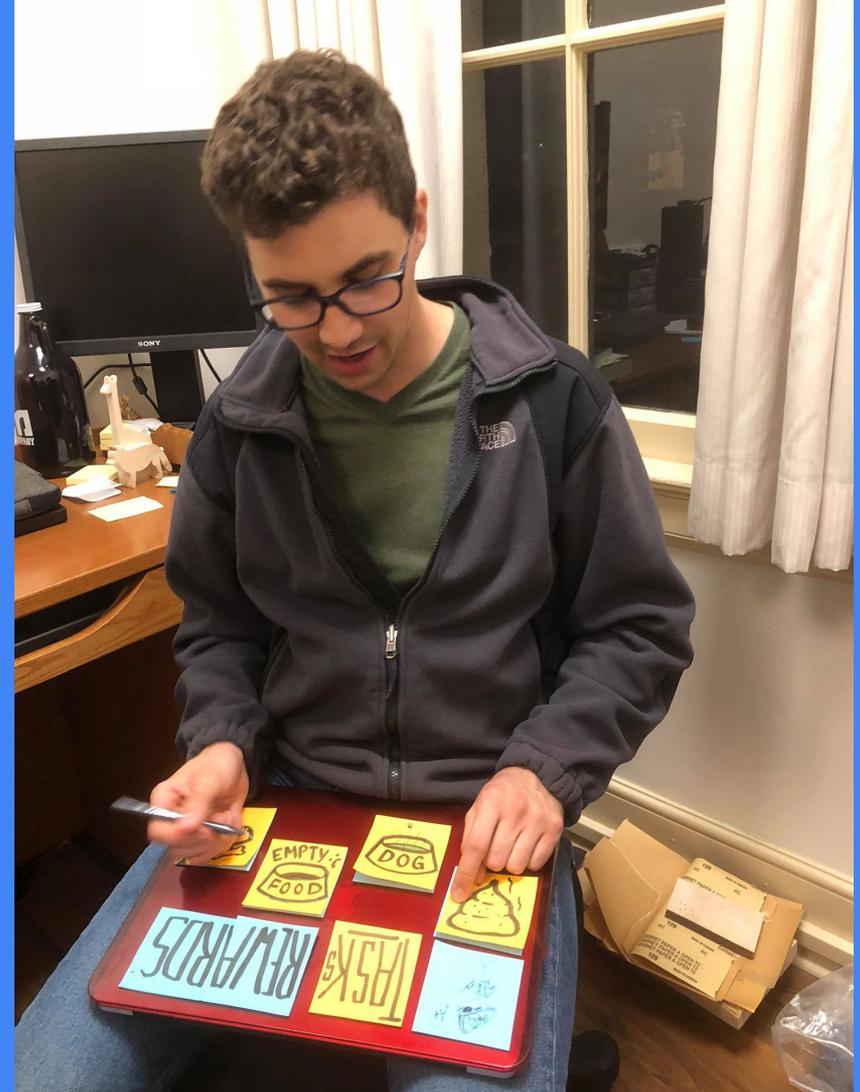How might we make **mundane chores feel** more **rewarding**?

Reward Incentives

Assumption: A **reward system** will **motivate** people to **do tasks** they hesitate to do otherwise

Reward Incentives

+ Gamification gives sense of accomplishment
+ Having more reminders is useful

- Might be something more appealing to younger people
- App may not provide enough long-term incentive

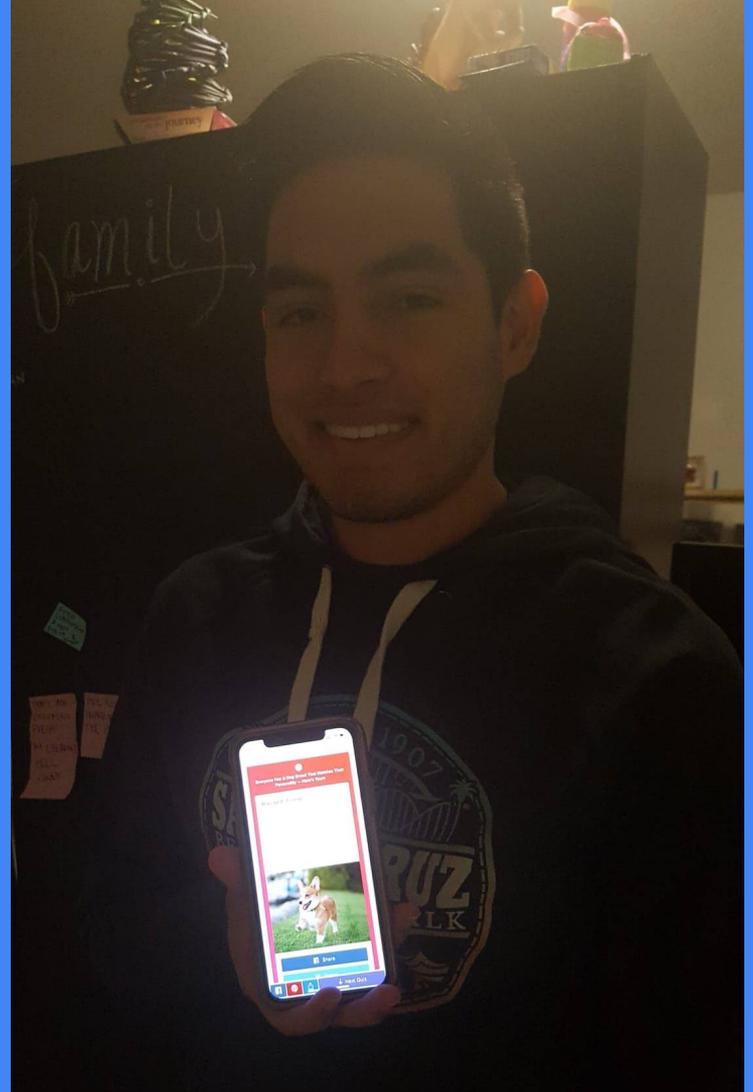We met **Katie**, a senior at Stanford who **owns 2 dogs**, Anka and Ella.

We were amazed how **passionate she was about adoption** and how much she emphasized the amount of **research needed to find the "right" dog**.

It would be game changing if we could help potential dog owners **find the dog that best fits their lifestyle**.

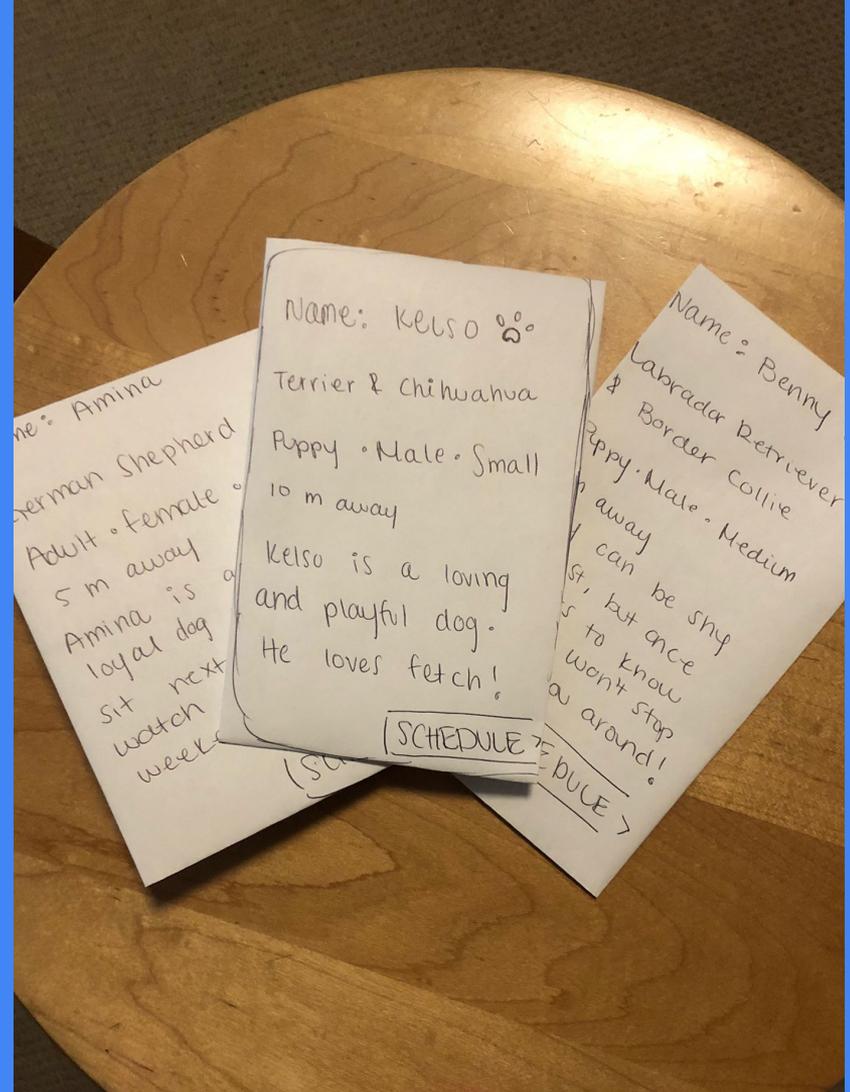How might we help people find the "right fit" from adoption centers?

Playdate Scheduler

Assumption: **removing the task** of searching for the right dog **facilitates the adoption process**

Playdate Scheduler

+ Scheduling is taken care of
+ Takes away fear of not visiting pound
+ Dog's profile helpful
+ Low commitment

- Wants more recommendations (3+)
- Uncomfortable about being the right "user"

Summary

- After more needfinding and prototype testing, we realized the importance of the "right" family dynamic.

- Ultimately, we decided that targeting dog-owning families was more realistic and exciting for us.

- From here, we will focus on what kinds of rewards and competitions will keep the user incentivized and how these assumptions will work in a family.