

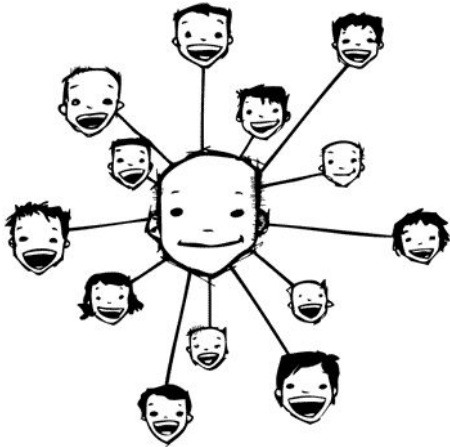
PETFLIX & CHILL



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THE PROBLEM

When new University graduates move to a new city to start their jobs, they are often faced with the anxiety of meeting new people and making meaningful connections



However, typical social zones like bars or large events do not provide good catalysts for lasting relationships

HIGH LEVEL SOLUTION

Based on our needfinding results that dogs can induce positive interactions with strangers...



we designed a dog-sharing platform to help recent graduates who have moved to new cities make new friendships by bonding over dogs

OUTLINE



Design Evolution: From Sketches to High Fidelity
Prototype

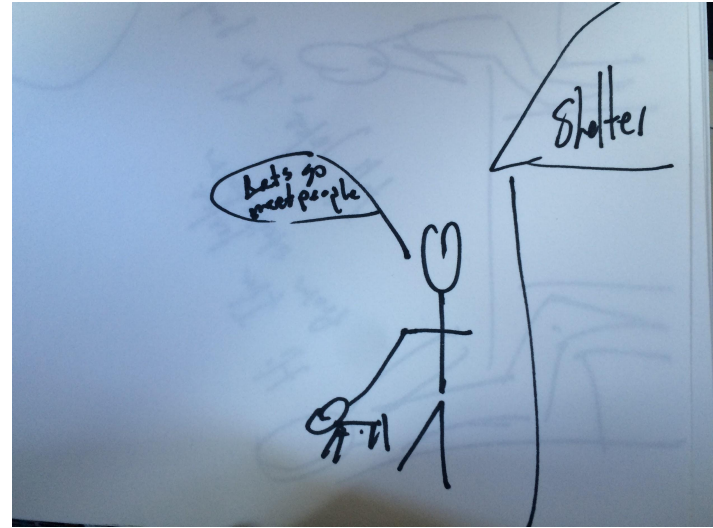
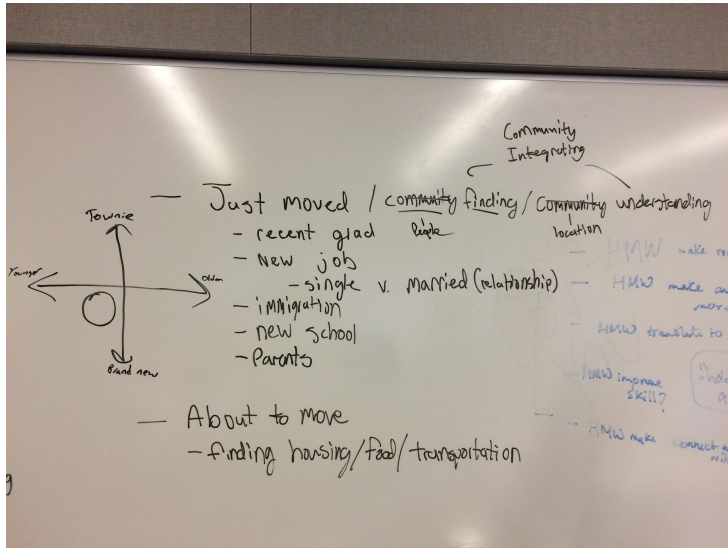
Current UI Description & Demo

Ideas for Future Enhancements



DESIGN EVOLUTION

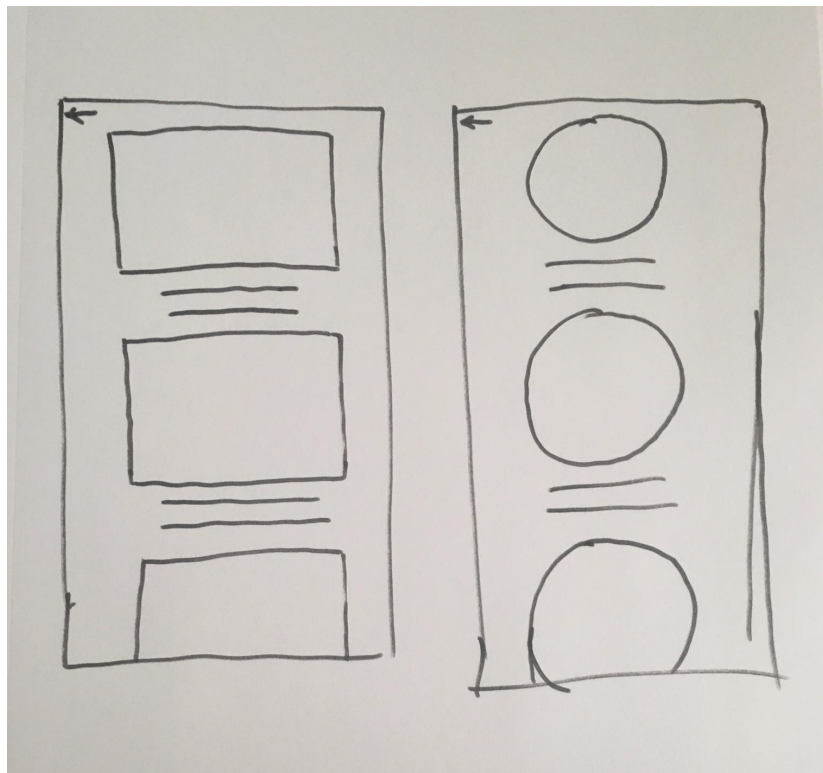
Like most we started with incredibly simple sketches to help us understand and visualize what we were actually trying to accomplish



We filled many white boards ideating and many pages sketching. From here petflix emerged.

DESIGN EVOLUTION - SKETCHES

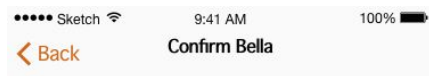
We knew we needed a way for the user to navigate through all the dogs available and pick one out. We experimented with side to side swiping but in the end we chose vertical scrolling in a listview.



DESIGN EVOLUTION - LOW FIDELITY



DESIGN EVOLUTION - MEDIUM FIDELITY



John



Bella

Hi, I am John, your dog-walk verifier. I will bring Bella to your place at Thursday 5pm and assist you for your first walk with Bella. Please call (123)-456-789 if you have any questions.

OK

Cancel



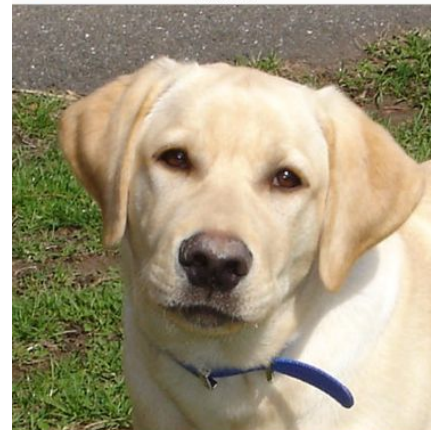
Bella
The Labrador

"I CAN STAND ON BOTH MY HIND LEGS!"



Max
The Golden Retriever

"I JUST LOVE PEOPLE"



About Bella

Breed: Labrador

Age: 4

Temperament: mild

Bio: Bella comes from a dog loving family with two young kids. Bella is always excited for a friend to hang out with.

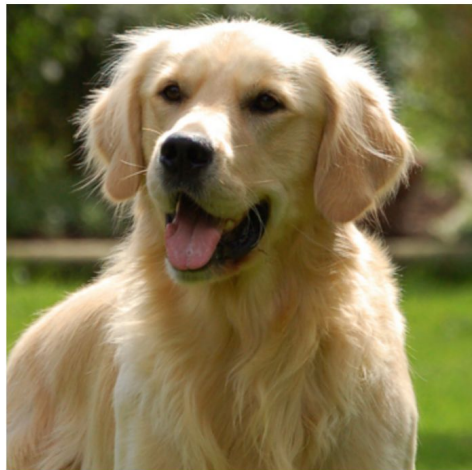
Rating: ★★★★★

Chill

DESIGN EVOLUTION - HIGH FIDELITY

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Max - Detail



About Max

Breed: Golden Retriever

Age: 3

Temperament: Energetic

Bio: Max loves people

Rating: ★★★★★

Class: **D** [What's this?](#)

Proximity: 0.5 miles



Max asks "please"...

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Max - Schedule

What is a walker verifier?

A walker verifier is a person certified by **Petflix & Chill** who will ensure that you are able to walk a dog of this class.

Why do I need a verifier to walk this dog?

Max belongs to class **D** and you currently have not been verified for dogs of any class. You need to have a verifier to ensure that you do well with dogs of Max's class.

You need a verifier if:

- You have not walked a dog of at least this class before.
- You are a new user and have not yet completed your first walk.

You will be exempt from walking with a verifier if you:

- Have walked a dog of this class before.

OK

At

Thursday 5:00pm ▾

1.7 miles



Bella

The Labrador

I can stand on both my hind legs!

0.5 miles



Max

The Golden Retriever

CURRENT UI - REPRESENTATIVE TASKS

Simple (common or introductory):

Prospective walkers browse nearby dogs.

Medium:

Prospective walkers view dogs' profiles to see reviews, special requests from the owner, and the dog's class information.

Complex (infrequent or for power customers):

Prospective walkers can confirm a time and place to facilitate doggy handoff.

CURRENT UI DEMO



IDEAS FOR FUTURE ENHANCEMENTS

MONETIZATION \$\$\$

Add monetary reward for additional task completion

- ☐ Feed Dog \$2
- ☒ Take to Vet \$15
- ☐ Give a Bath \$6



Targeted product advertising
based on given dog information

SOCIAL NETWORKING

Connect nearby users for increased socialization component



Create forums to discuss dog walking routes, connect & more

MORE!

GPS tracking of walk progress



Crowdsourced journaling of pet's
fitness progress

SUMMARY



Petflix & Chill is a dog-sharing app designed to help community newcomers integrate themselves into the existing community

Currently the project has a working backend and the UI is complete for the prospective walkers

Moving forward we are focusing on completing the experience for the dog owners and adding new features

THANK YOU!