

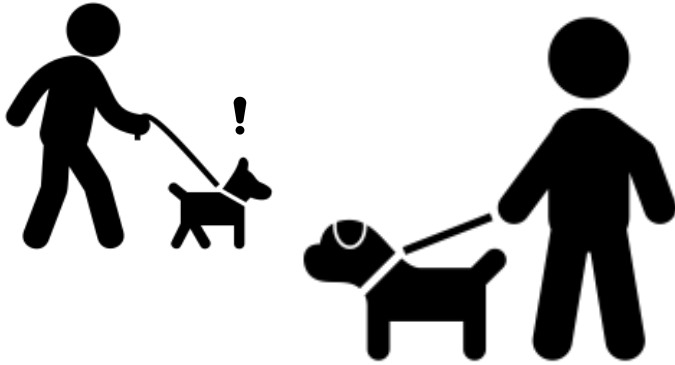
# Pawsitive

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

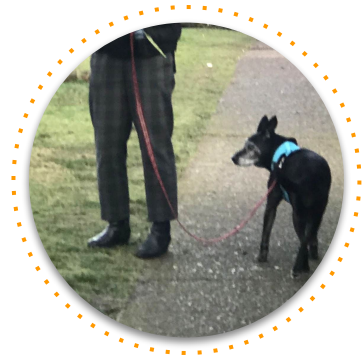
## Methods



**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



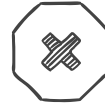
**Task 6:** Identifying compatible dogs as a permanent companion for current dog

## Tasks / Easy



### **TASK 1**

Finding neighborhood dog friends



### **TASK 2**

Avoiding improper/provoking interactions with other dogs



## Tasks / Medium



### **TASK 3**

Exposing dog to large crowds



### **TASK 4**

Avoiding unfriendly interactions with other dog owners

## Tasks / Hard



### **TASK 5**

Reducing territorial behaviors



### **TASK 6**

Identifying compatible dogs as a permanent companion for current dog

Pawsitive / Design

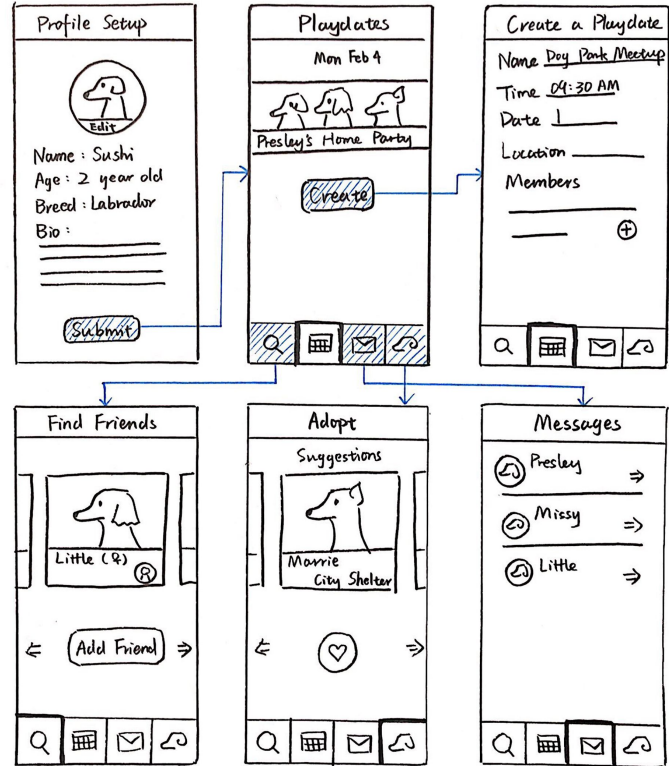
## Design Ideas

**DESIGN 1:** Mobile Playdate App

**DESIGN 2:** Pop-up Scheduler Website

**DESIGN 3:** Collar & Leash Wearable

# Mobile Playdate App



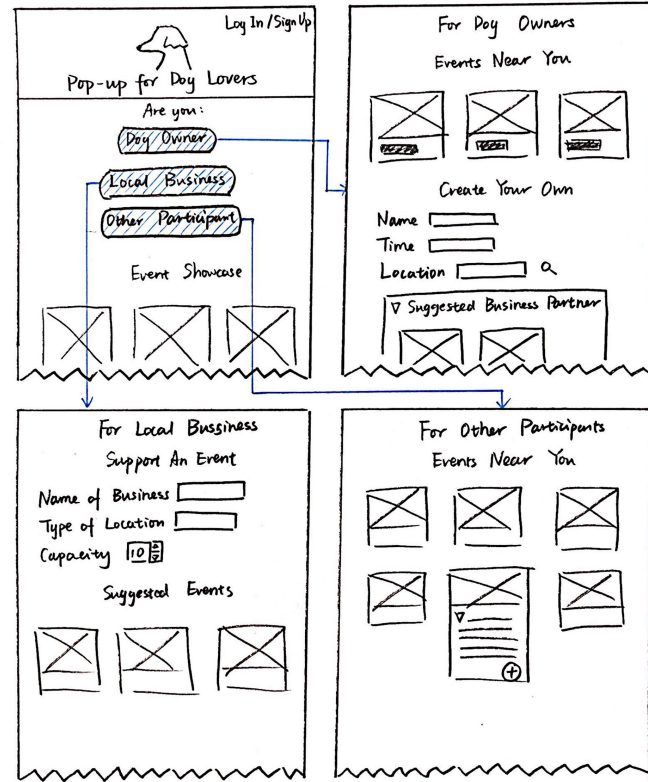
# Mobile Playdate App



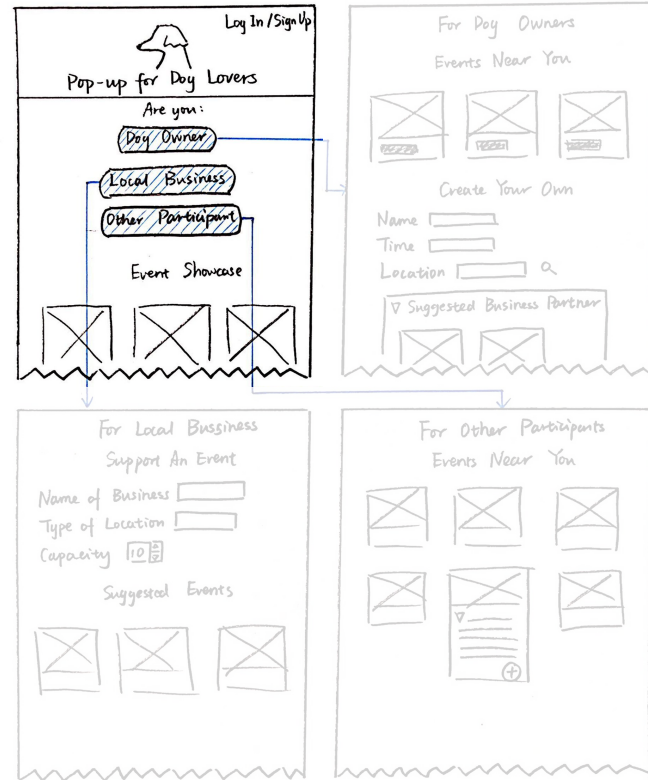
# Mobile Playdate App



# Pop-up Event Scheduler Website

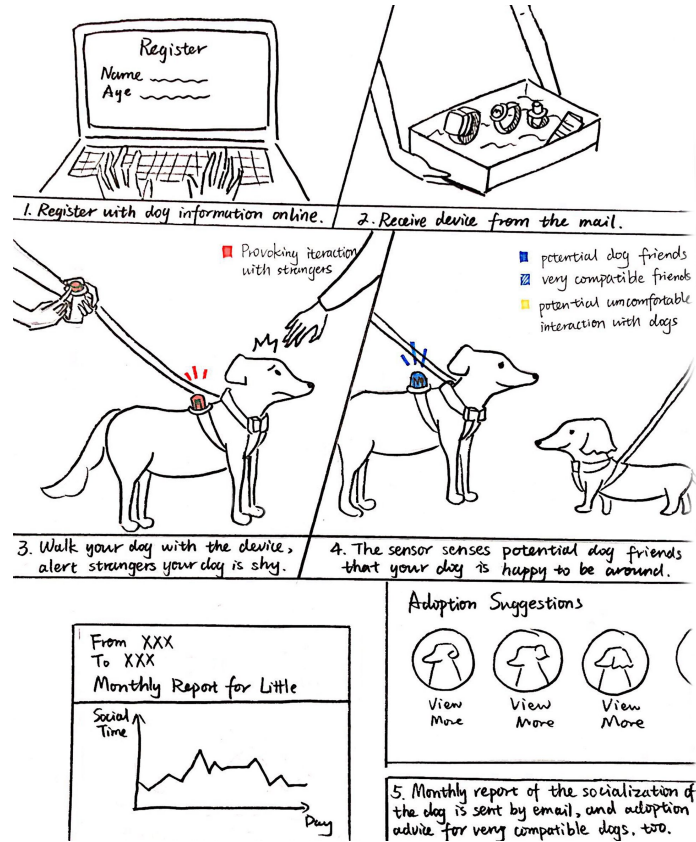


# Pop-up Event Scheduler Website

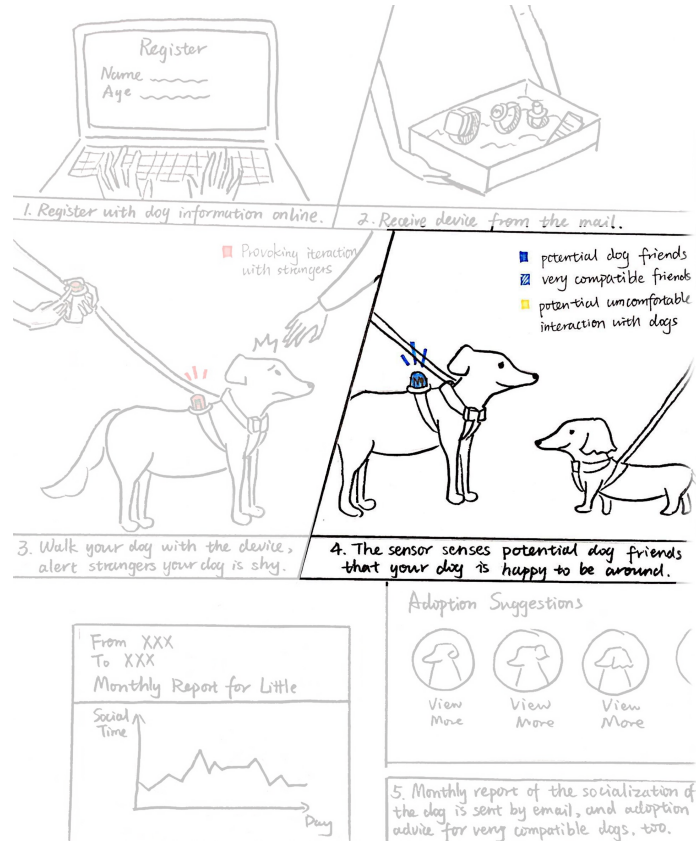




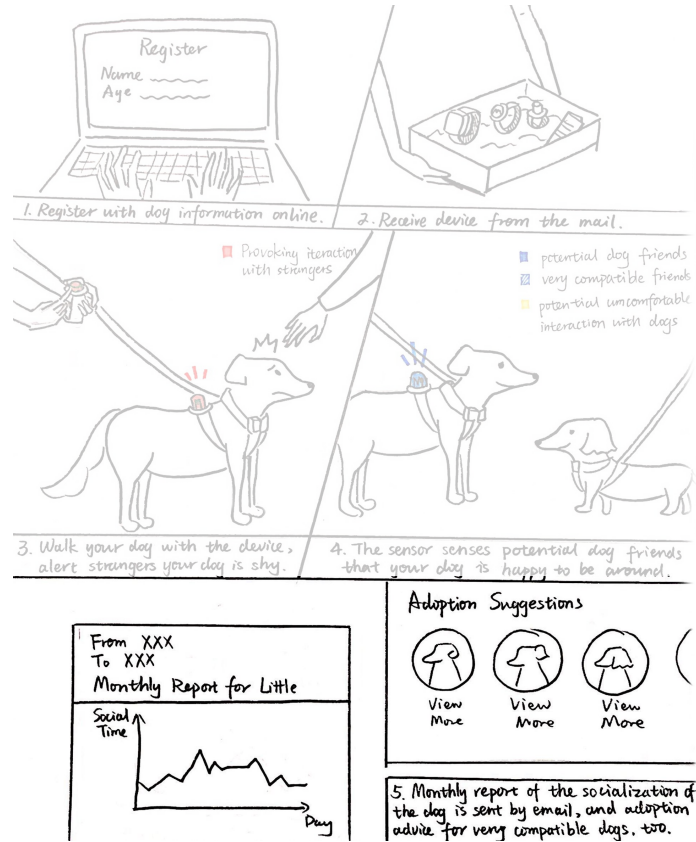
# Collar & Leash Wearable



# Collar & Leash Wearable



# Collar & Leash Wearable



## Selected Design and Tasks

### DESIGN

Collar & Leash Wearable

### TASKS



Finding neighborhood dog friends

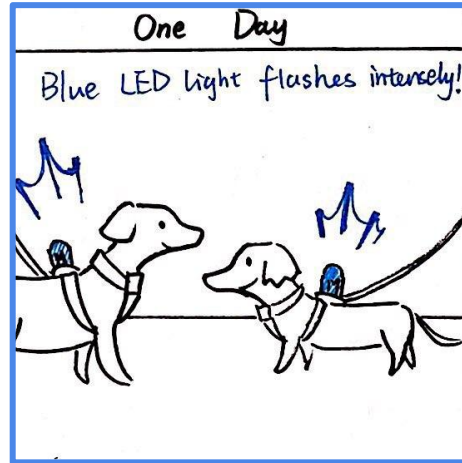
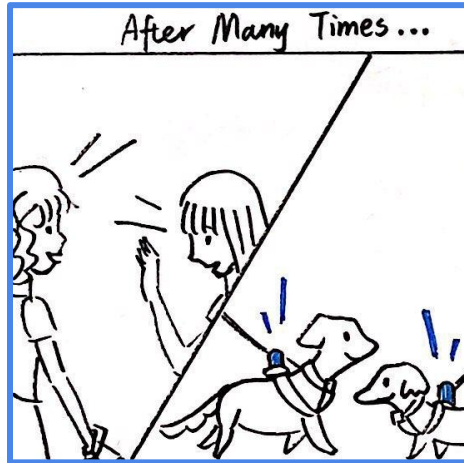


Avoiding unfriendly/awkward interactions with other dog owners

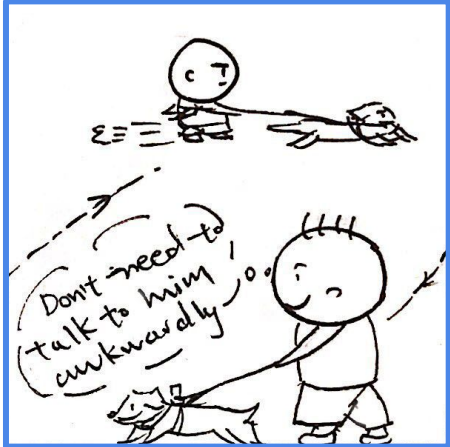


## Task 1 Finding neighborhood dog friends





# 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



Pawsitive / Questions



ThankYou

Any Questions?