Pawsitive

Encouraging safe and positive social interactions for dogs

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Overall Problem

PROBLEM
Unfamiliar social interactions can cause anxiety and nervousness

DESIGN SPACE
Neighborhood dog and owner community
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
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
Design Ideas

**DESIGN 1:** Mobile Playdate App

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

**DESIGN 3:** Collar & Leash Wearable
Pawsitive / Design

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
After Many Times...

Blue LED light flashes intensely!

One Day

Wow! Seems like they're good friends now!

Yeah! We should go to the dog park together! Free this weekend?
Task 4 Avoiding unfriendly/awkward interactions with other dog owners
Pawsitive / Summary

What We Learned

🔧 Maintain personal connection with dog
鸩 Support the owner, not replace
鸩 Expose dog to more social stimuli
.setIntegrate smoothly into existing routine
Pawsitive / Questions

Thank You

Any Questions?