

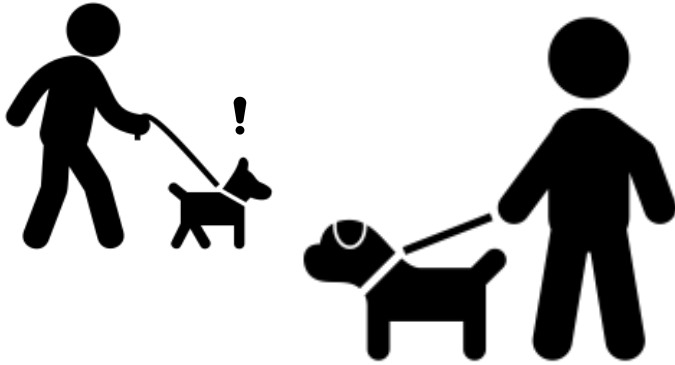
Pawsitive

Encouraging safe and positive social interactions for dogs

Aeron Langford, Grace Zhu, Megan Vo, ZK Lin

Pawsitive / Overall Problem

Overall Problem



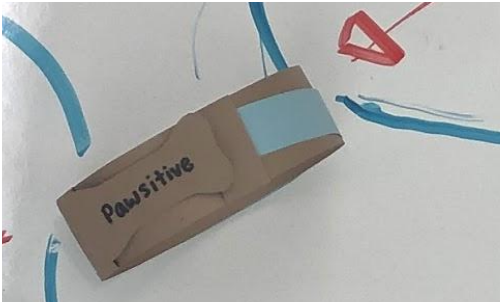
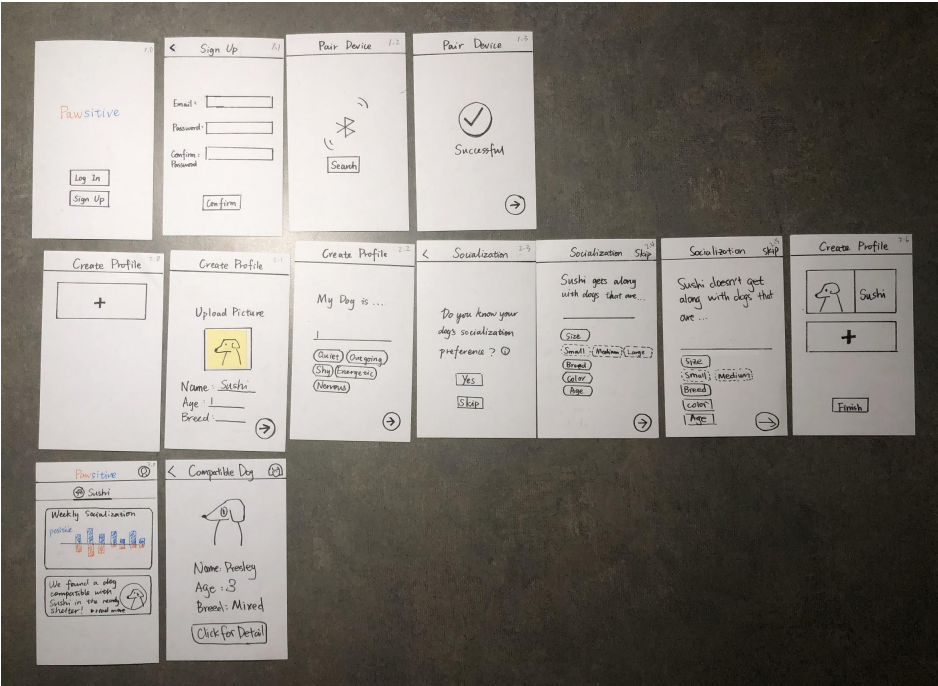
PROBLEM

Socialization is critical for dog happiness, but difficult

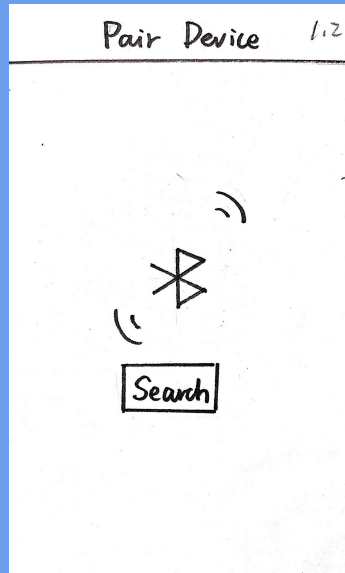
DESIGN SPACE

Neighborhood dog and owner community

Initial Paper Prototype




Task 1: Identifying dog friends and decreasing negative owner interactions



Task 1: Identifying dog friends and decreasing negative owner interactions

Create Profile ^{2.1}

Upload Picture



Name: Sushi
Age: 1
Breed: _____

➔

Create Profile ^{2.2}

My Dog is

Quiet Outgoing
 Shy Energetic
 Nervous

➔

< Socialization ^{2.3}

Do you know your dog's socialization preference? ⓘ

Yes
 Skip

Socialization ^{2.4} Skip

Sushi gets along with dogs that are...

Size
 Small Medium Large
 Breed
 Color
 Age

➔

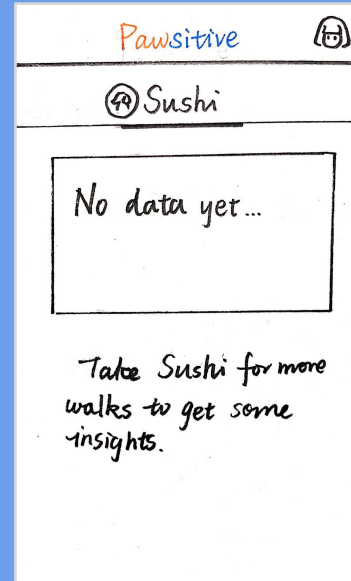
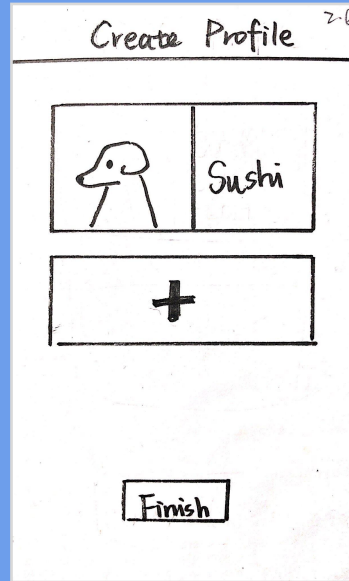
Socialization ^{2.5} SKIP

Sushi doesn't get along with dogs that are ...

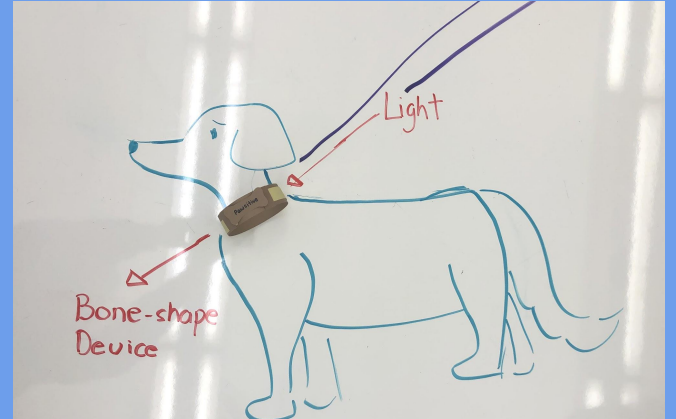
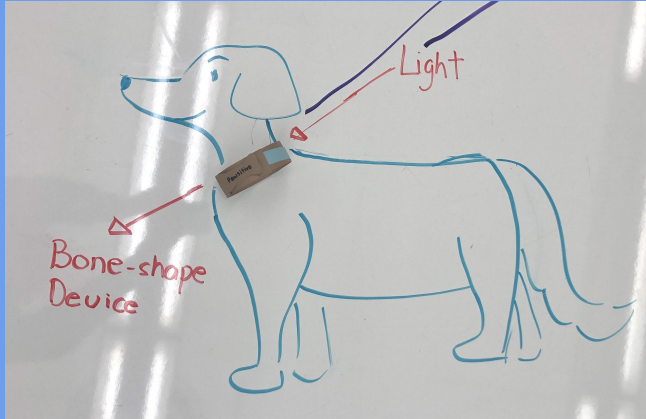
Size
 Small Medium
 Breed
 Color
 Age

➔

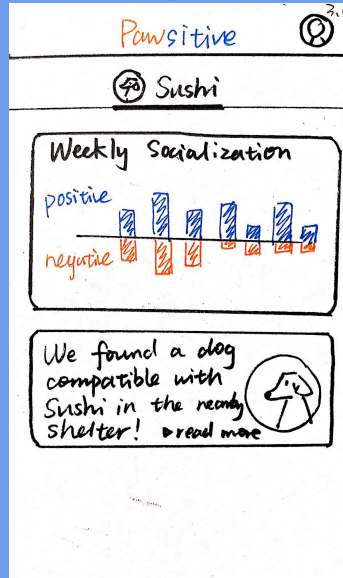
Task 1: Identifying dog friends and decreasing negative owner interactions





Task 1: Identifying dog friends and decreasing negative owner interactions



Task 2: Identify compatible dogs as a permanent companion for current dog



< Compatible Dog 



Name: Presley
Age: 3
Breed: Mixed

[Click for Detail](#)

Testing Process



Heuristic Evaluations

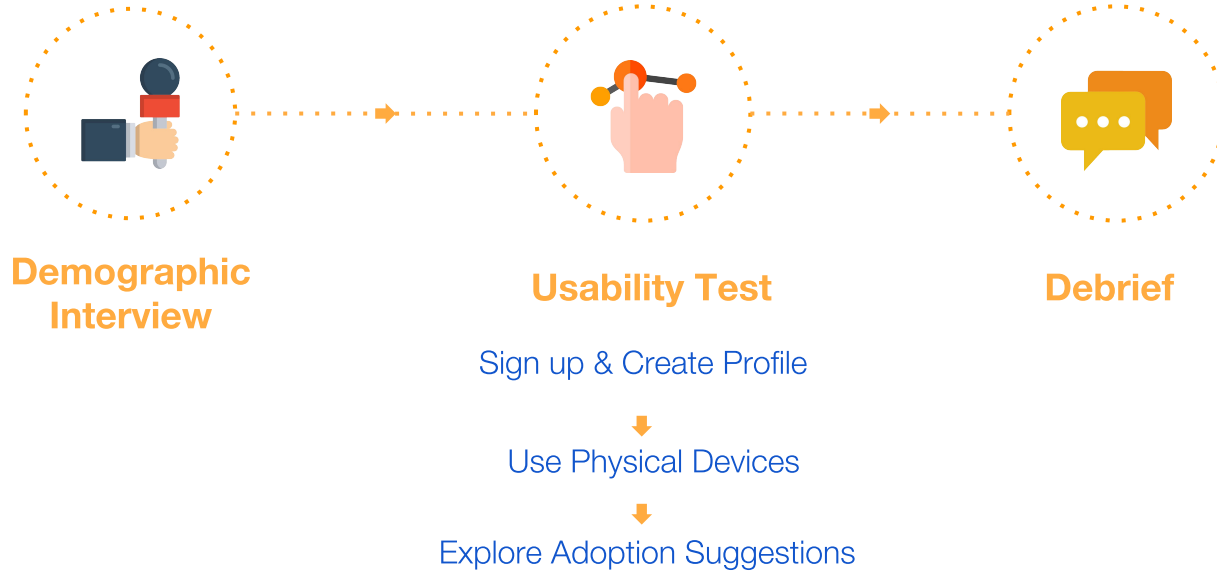


Usability Tests



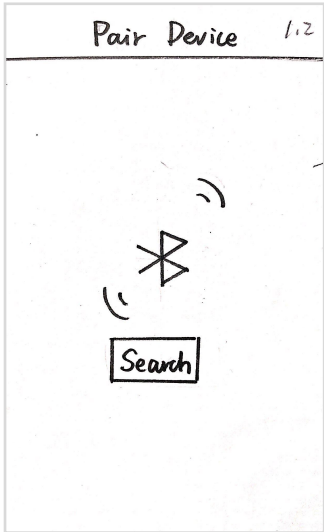
TA Critiques

Usability Test

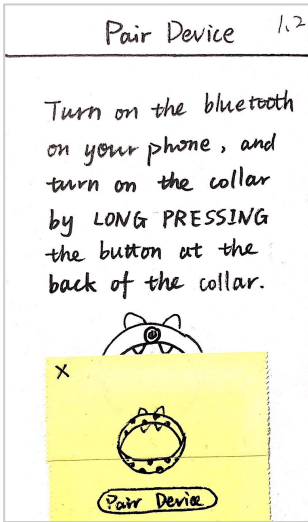


Testing Results: Provide Help and Documentation

Problem
Lack of instruction



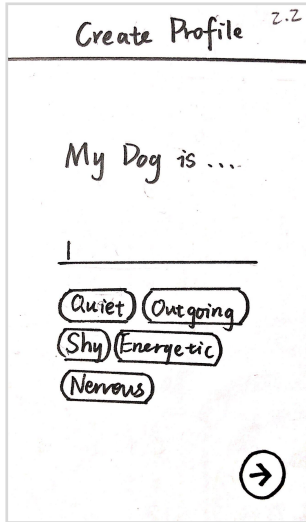
Solution
Clarify instructions for bluetooth pairing



Testing Results: Introduce scenarios to get better data

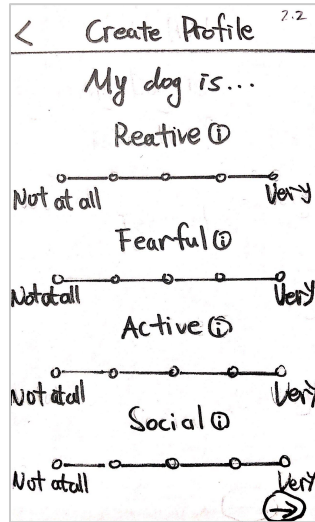
Problem

Lack of organization and risk of subjective input



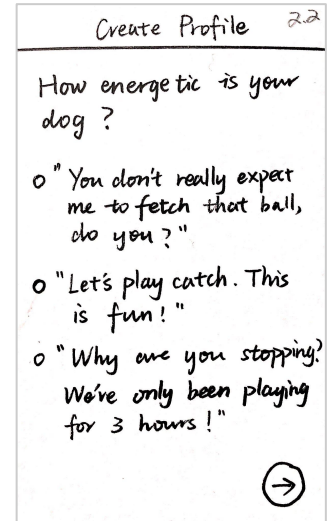
Problem

Lack of clarity with ranking dog qualities



Solution

Contextualize personalities with scenarios



Testing Results: Refine content structures

Problem
Ambiguous Content Structure

The mockup shows a post from 'Pawsitive' by user 'Sushi'. It features a bar chart titled 'Weekly Socialization' with 'positive' (blue) and 'negative' (red) bars. Below the chart is a text box: 'We found a dog compatible with Sushi in the nearby shelter!' with a dog icon and a 'read more' link.

Solution

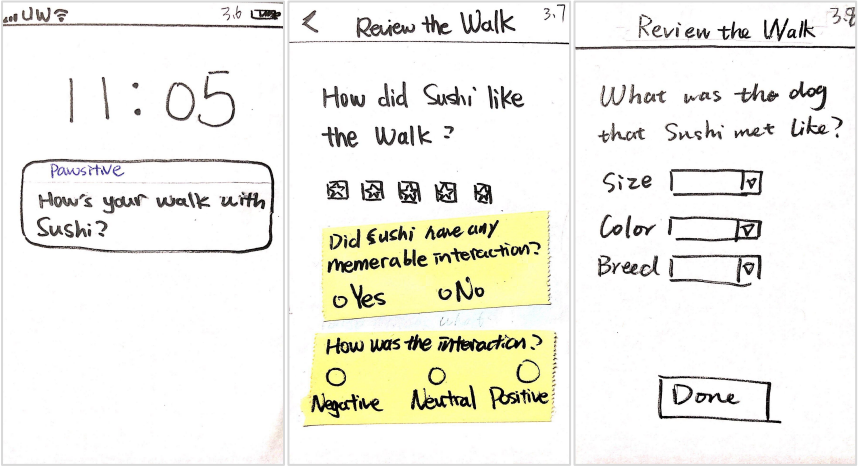
The refined mockup shows the same post with a clearer layout. The bar chart is titled 'Weekly Socialization' with dates '02/18 - 02/25'. Below it is a section 'Compatible Dogs' with a list: 'Sushi really likes dogs that are: • Small sized • Young • Highly active • Less aggressive'. At the bottom is a call to action: 'Want to adopt another dog to be with Sushi?' with a 'View Results' button and location 'Seattle 98106 Edit'.

Testing Results: Request feedback after a walk

Problem
Believability of interaction with dogs without Pawsitive device

N/A

Solution
Request feedback after walk

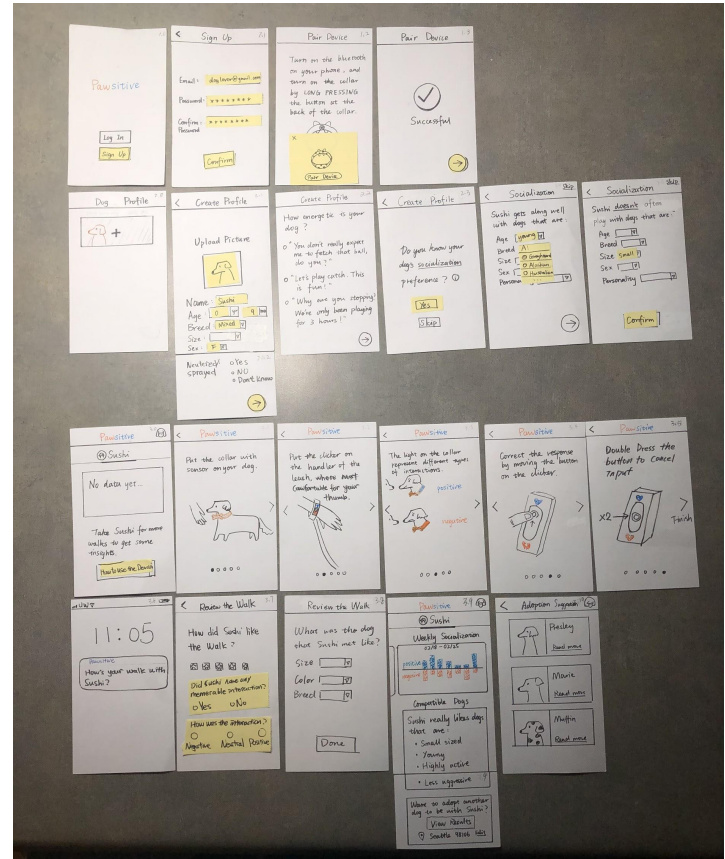
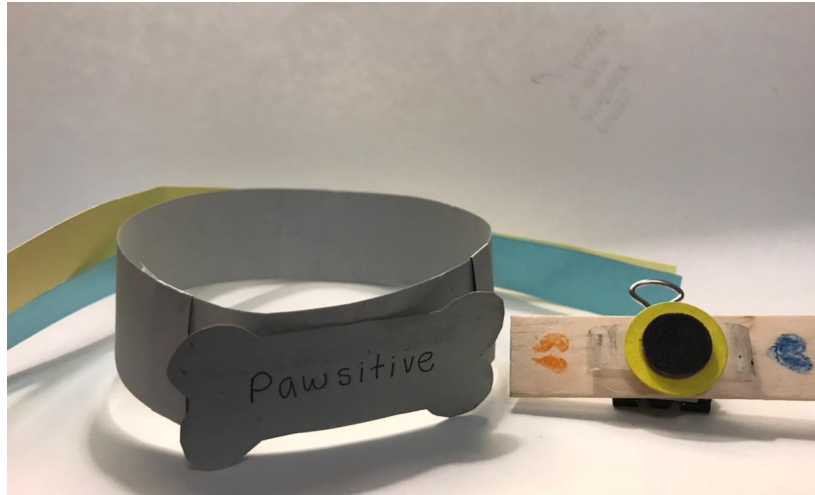


The solution is presented as three hand-drawn wireframes of a mobile application interface:

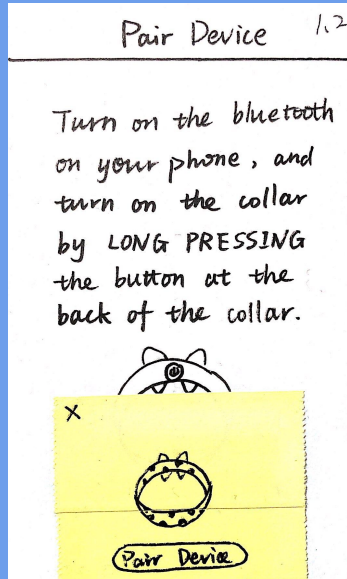
- Wireframe 1:** Shows a status bar at the top with 'UW', signal strength, and battery. The main content area displays the time '11:05'. Below the time is a rounded rectangular box containing the text 'Pawsitive' and 'How's your walk with Sushi?'.
- Wireframe 2:** Titled 'Review the Walk', it features a question 'How did Sushi like the Walk?' followed by five star icons. Below this is a yellow sticky note asking 'Did Sushi have any memorable interaction?' with radio buttons for 'Yes' and 'No'. A second yellow sticky note asks 'How was the interaction?' with radio buttons for 'Negative', 'Neutral', and 'Positive'.
- Wireframe 3:** Also titled 'Review the Walk', it asks 'What was the dog that Sushi met like?' and includes three dropdown menus for 'Size', 'Color', and 'Breed'. A 'Done' button is located at the bottom right.

Pawsitive / Final Paper Prototype

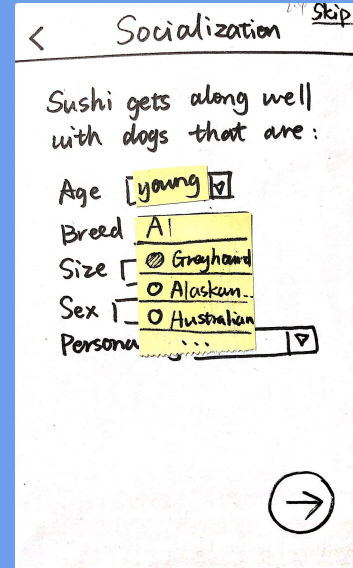
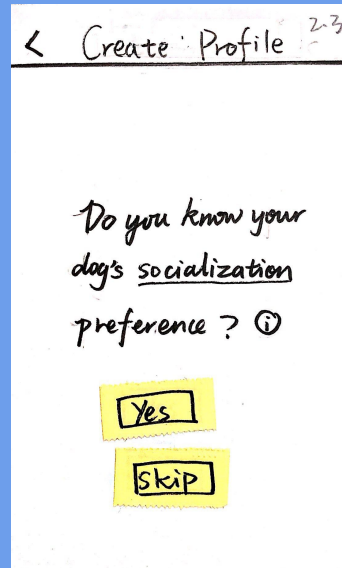
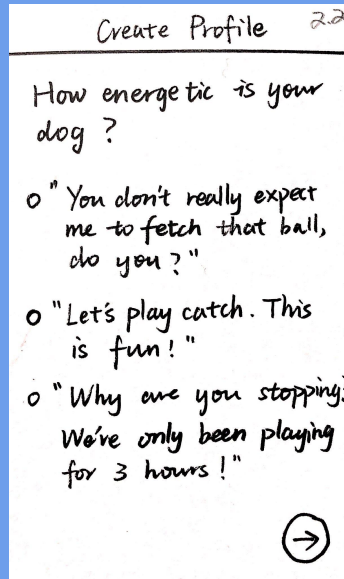
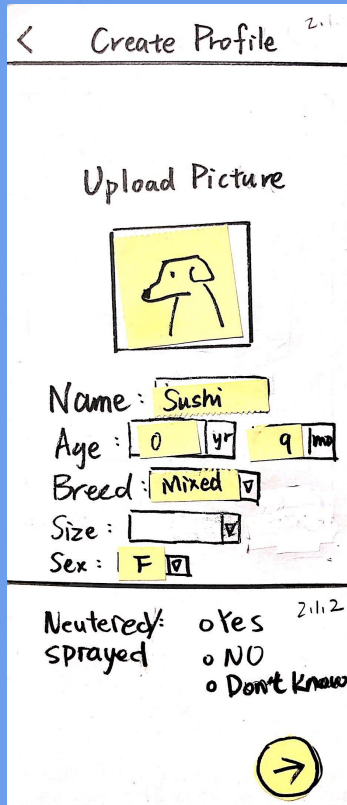
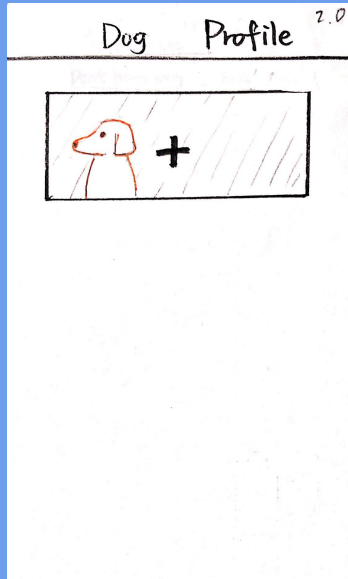
Final Paper Prototype




Task 1: Identifying dog friends and decreasing negative owner interactions



Task 1: Identifying dog friends and decreasing negative owner interactions



Task 1: Identifying dog friends and decreasing negative owner interactions

Pawsitive 3.0 

Sushi

No data yet...

Take Sushi for more walks to get some insights.

View Tutorial

Pawsitive 3.1

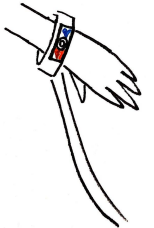
Put the collar with sensor on your dog.



Progress: 4/5 dots

Pawsitive 3.2

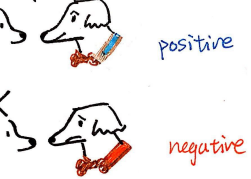
Put the clicker on the handler of the leash.



Progress: 4/5 dots

Pawsitive 3.3

The light on the collar represent different types of interactions.



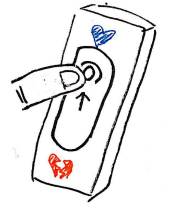
positive

negative

Progress: 4/5 dots

Pawsitive 3.4

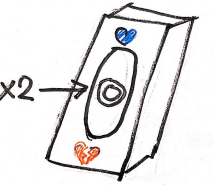
Correct the response by moving the button on the clicker.



Progress: 4/5 dots

Pawsitive 3.5

Double Dress the button to cancel input



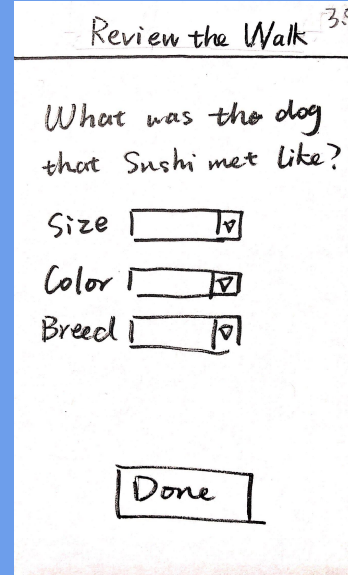
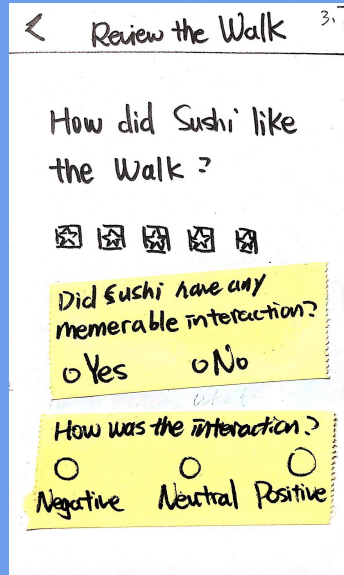
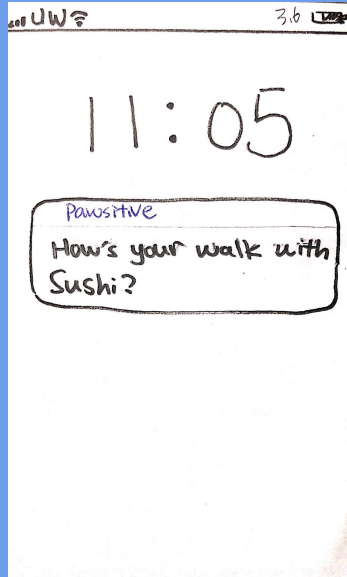
x2 → Finish

Progress: 5/5 dots

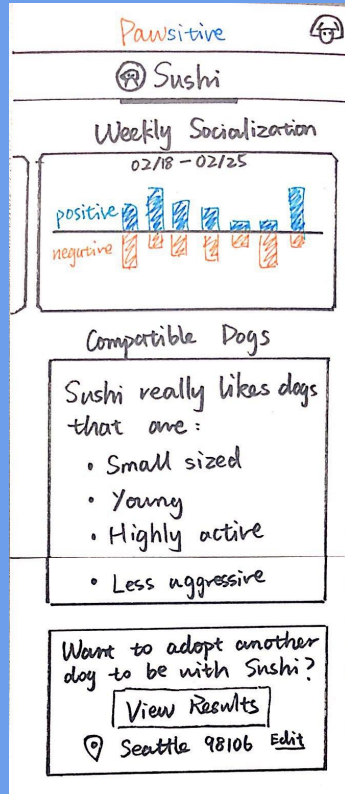
Task 1: Identifying dog friends and decreasing negative owner interactions



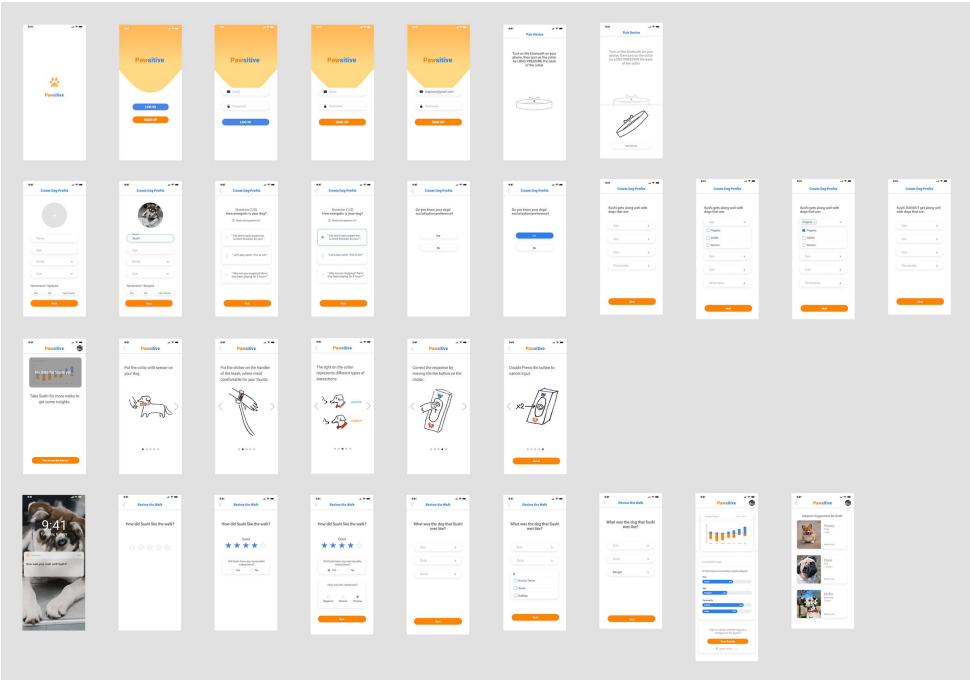
Task 1: Identifying dog friends and decreasing negative owner interactions



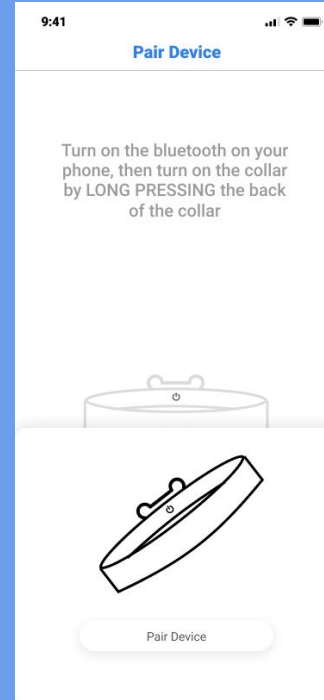
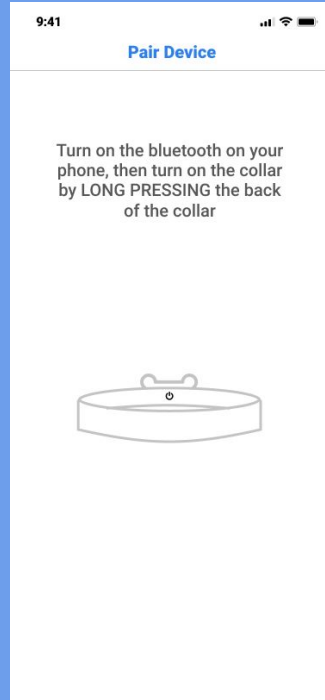
Task 2: Identify compatible dogs as a permanent companion for current dog



Digital Mockup




Task 1: Identifying dog friends and decreasing negative owner interactions



Task 1: Identifying dog friends and decreasing negative owner interactions

9:41 📶 🔋

Create Dog Profile



Name
Sushi

Age

Breed

Size

Neutered / Sprayed

Yes No I don't know

Next

9:41 📶 🔋

Create Dog Profile

Question (1/5)
How energetic is your dog?

📌 What's the question for?

"You don't really expect me to fetch that ball, do you?"

"Let's play catch. This is fun!"

"Why are you stopping? We've only been playing for 3 hours!"

Next

9:41 📶 🔋

Create Dog Profile

Do you know your dogs' socialization preference?

Yes

No

9:41 📶 🔋

Create Dog Profile

Sushi gets along well with dogs that are:

Puppies x

Puppies

Adults

Seniors

Sex

Size

Personality

Next

9:41 📶 🔋

Create Dog Profile

Sushi DOESN'T get along well with dogs that are:

Age

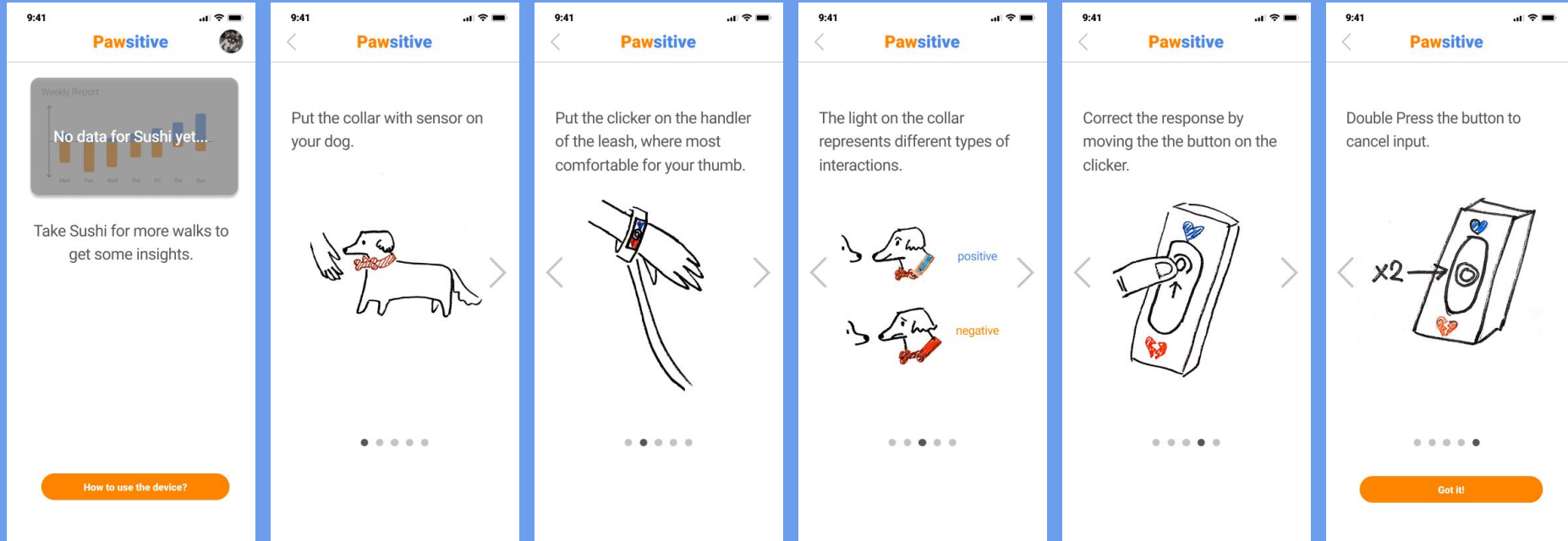
Sex

Size

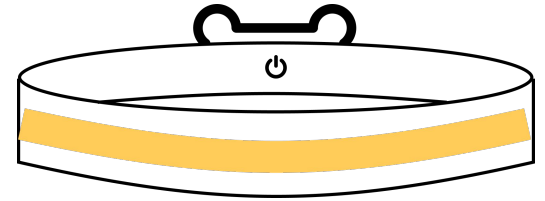
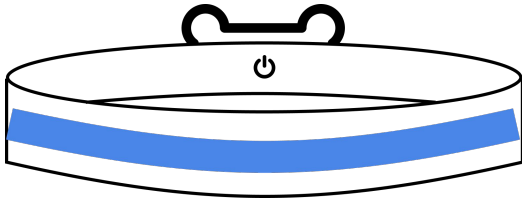
Personality

Next

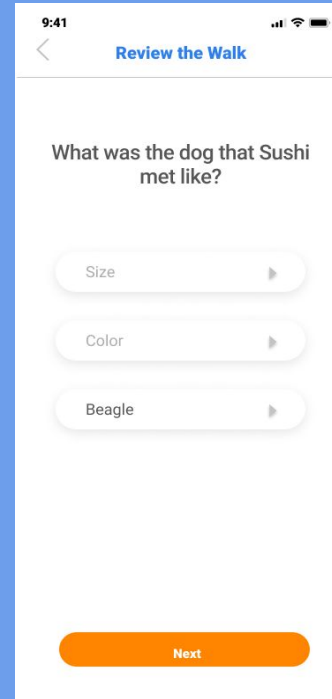
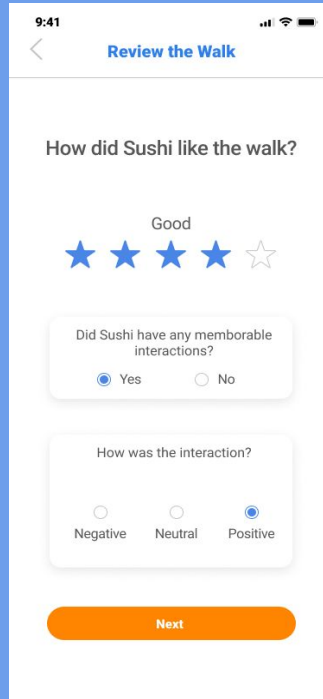
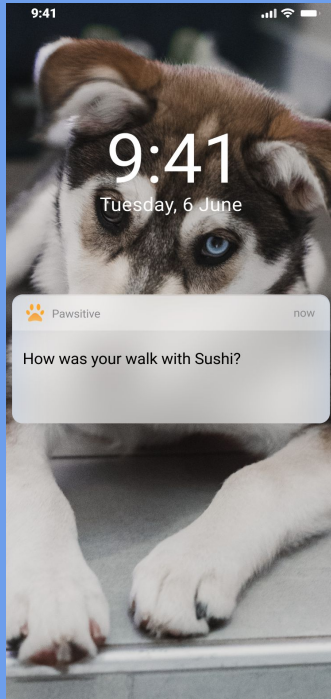
Task 1: Identifying dog friends and decreasing negative owner interactions



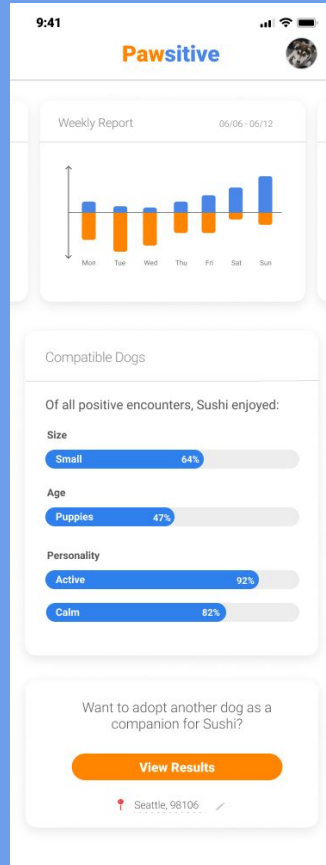
Task 1: Identifying dog friends and decreasing negative owner interactions



Task 1: Identifying dog friends and decreasing negative owner interactions





Task 2: Identify compatible dogs as a permanent companion for current dog




9:41 Pawsitive

Adoption Suggestions for Sushu

 Presley
Corgi
1 year
[Read more](#)

 Marie
Pug
1.5 years
[Read more](#)

 Muffin
Dalmatian
2 years
[Read more](#)

Pawsitive / Summary

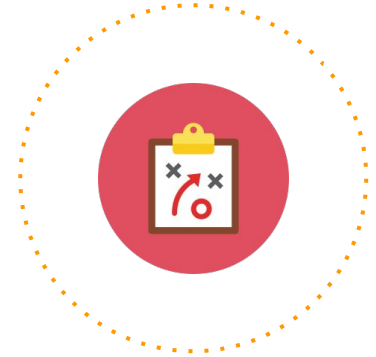
Reflection



**Fresh Perspective
in Design**



**Content Information
Structure**



**Preparation in
Testing Process**



ThankYou

Any Questions?