Pawsitive

Encouraging safe and positive social interactions for dogs

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Overall Problem

PROBLEM

Socialization is critical for dog happiness, but difficult

DESIGN SPACE

Neighborhood dog and owner community
Pawsitive / Initial Prototype

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 ...
1. Quiet
2. Outgoing
3. Shy
4. Energetic
5. Nervous

Socialization 2.3
Do you know your dog's socialization preference? ☑

Socialization Skip 2.4
Sushi gets along with dogs that are...
1. Size
   - Small
   - Medium
   - Large
2. Breed
3. Color
4. Age

Socialization skip 2.5
Sushi doesn’t get along with dogs that are...
1. Size
   - Small
   - Medium
   - Large
2. Breed
3. Color
4. 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.
Testing Process

2. Heuristic Evaluations

4. Usability Tests

2. TA Critiques
Pawsitive / Testing Process and Results

Usability Test

Demographic Interview

Usability Test

Debrief

- Sign up & Create Profile
- Use Physical Devices
- Explore Adoption Suggestions
Testing Results: Provide Help and Documentation

Problem
Lack of instruction

Solution
Clarify instructions for bluetooth pairing

Turn on the bluetooth on your phone, and turn on the collar by LONG PRESSING the button at the back of the collar.
Testing Results: Introduce scenarios to get better data

Problem
Lack of organization and risk of subjective input

My Dog is...

1
Quiet, Outgoing
Shy, Energetic
Nervous

Problem
Lack of clarity with ranking dog qualities

Solution
Contextualize personalities with scenarios

Create Profile

My dog is...

React
Fearful
Not at all
Very

Active
Not at all
Very

Social
Not at all
Very

How energetic is your dog?

0 "You don't really expect me to fetch that ball, do you?"
0 "Let's play catch. This is fun!"
0 "Why are you stopping? We've only been playing for 3 hours!"
**Testing Results:** Refine content structures

**Problem**
Ambiguous Content Structure

**Solution**
**Pawsitive / Testing Process and Results**

**Testing Results:** Request feedback after a walk

**Problem**
Believability of interaction with dogs without Pawsitive device

**Solution**
Request feedback after walk

- **Timestamp:** 11:05
- **Feedback Question:** How's your walk with Sushi?
- **Options:**
  - Positive
  - Negative
  - Neutral

**Additional Notes:**
- **What was the dog that Sushi met like?**
  - **Color:** Gold
  - **Size:** Large
  - **Breed:** Golden Retriever

**Status:** Done
Final Paper Prototype
Task 1: Identifying dog friends and decreasing negative owner interactions
Task 1: Identifying dog friends and decreasing negative owner interactions

Create Profile

Name: Sushi
Age: 0 yrs
Breed: mixed
Size: M
Sex: F

Do you know your dog's socialization preference?

- Yes
- Skip

Socialization

Sushi gets along well with dogs that are:

- Age: young
- Breed: A1
- Size: Greyhound
- Sex: Australian

Neutered: Yes
Sprayed: No

Task 1: Identifying dog friends and decreasing negative owner interactions

@Sushi

No data yet...

Take Sushi for more walks to get some insights.

View Tutorial

Put the collar with sensor on your dog.

Put the clicker on the handler of the leash.

The light on the collar represent different types of interactions.

Correct the response by moving the button on the clicker.

Double press the button to cancel input

X2 Finish
Task 1: Identifying dog friends and decreasing negative owner interactions
Task 1: Identifying dog friends and decreasing negative owner interactions

11:05

How's your walk with Sushi?

How did Sushi like the walk?

Did Sushi have any memorable interaction?

- Yes
- No

How was the interaction?

- Negative
- Neutral
- Positive

What was the dog that Sushi met like?

- Size
- Color
- Breed

Done
Task 2: Identify compatible dogs as a permanent companion for current dog.
Pawsitive / Digital Mockup

Digital Mockup
Task 1: Identifying dog friends and decreasing negative owner interactions

Turn on the bluetooth on your phone, then turn on the collar by LONG PRESSING the back of the collar.
Task 1: Identifying dog friends and decreasing negative owner interactions
Task 1: Identifying dog friends and decreasing negative owner interactions

**Pawsitive**

Weekly Report:
No data for Sushi yet...

Take Sushi for more walks to get some insights.

Put the collar with sensor on your dog.

Put the clicker on the handler of the leash, where most comfortable for your thumb.

The light on the collar represents different types of interactions.

Correct the response by moving the button on the clicker.

Double Press the button to cancel input.
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Reflection

Fresh Perspective in Design

Content Information Structure

Preparation in Testing Process
FIGMA
GOOGLE, WIKIPEDIA, STACKOVERFLOW, GITHUB, REDBULL AND COFFEE FOR MAKING THIS POSSIBLE

Thank You
Any Questions?