

User Research

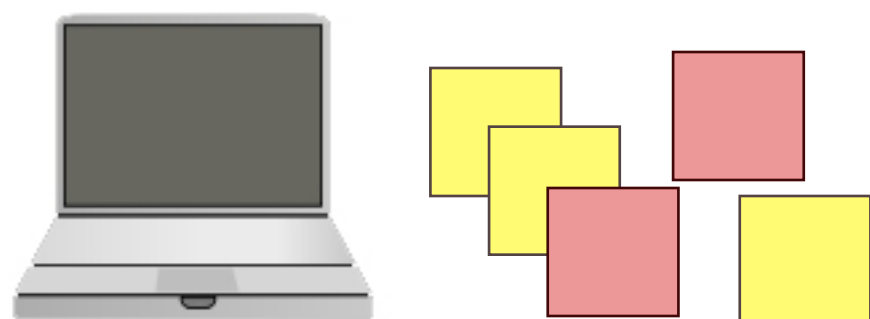
Intelligent Service For Families

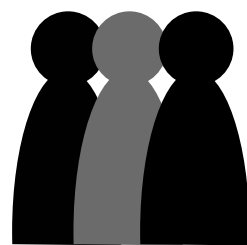
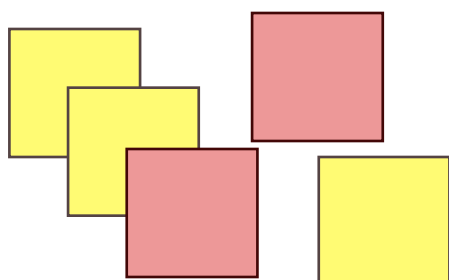


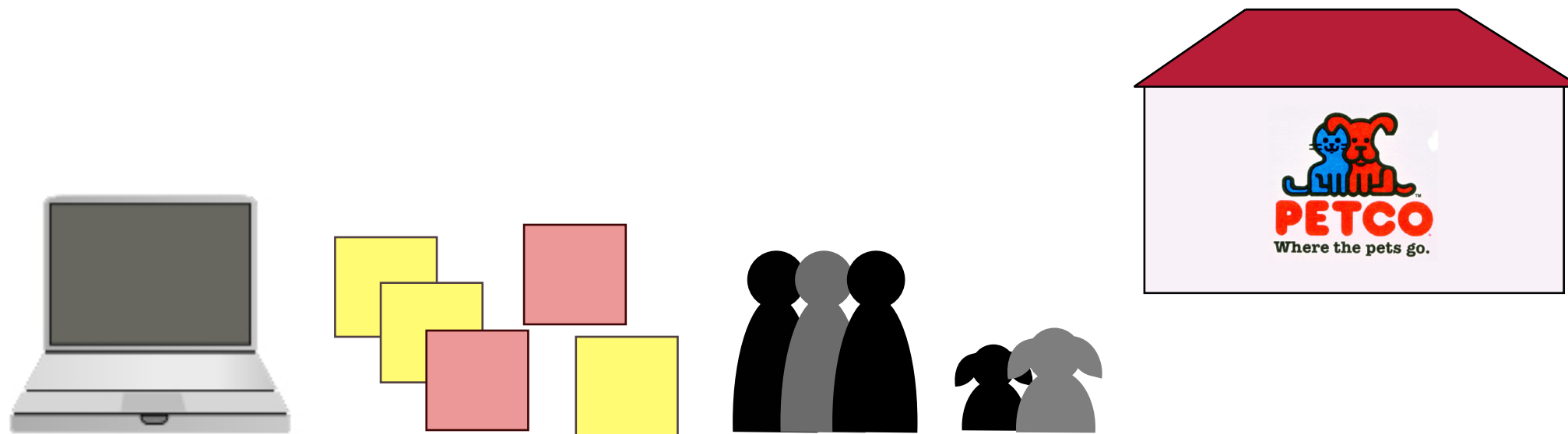
Can a **Dog** be part of a **Family**?

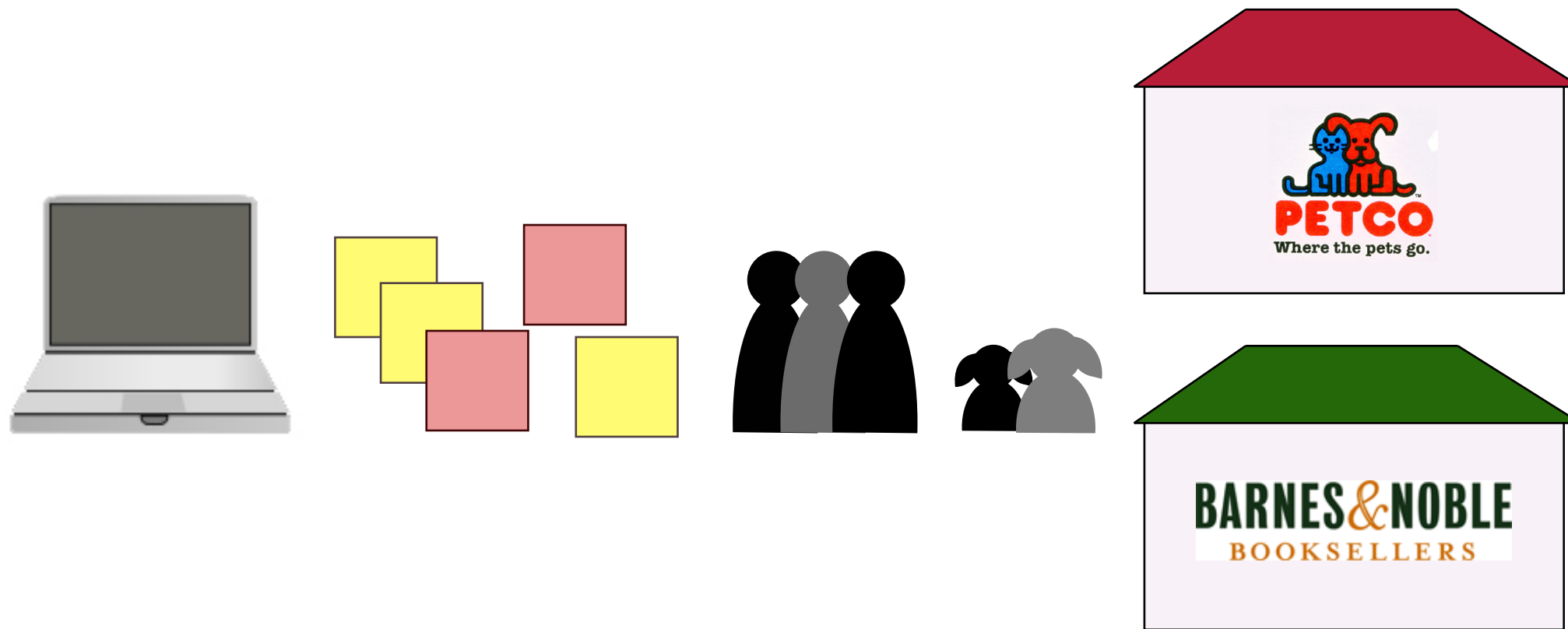
What we did

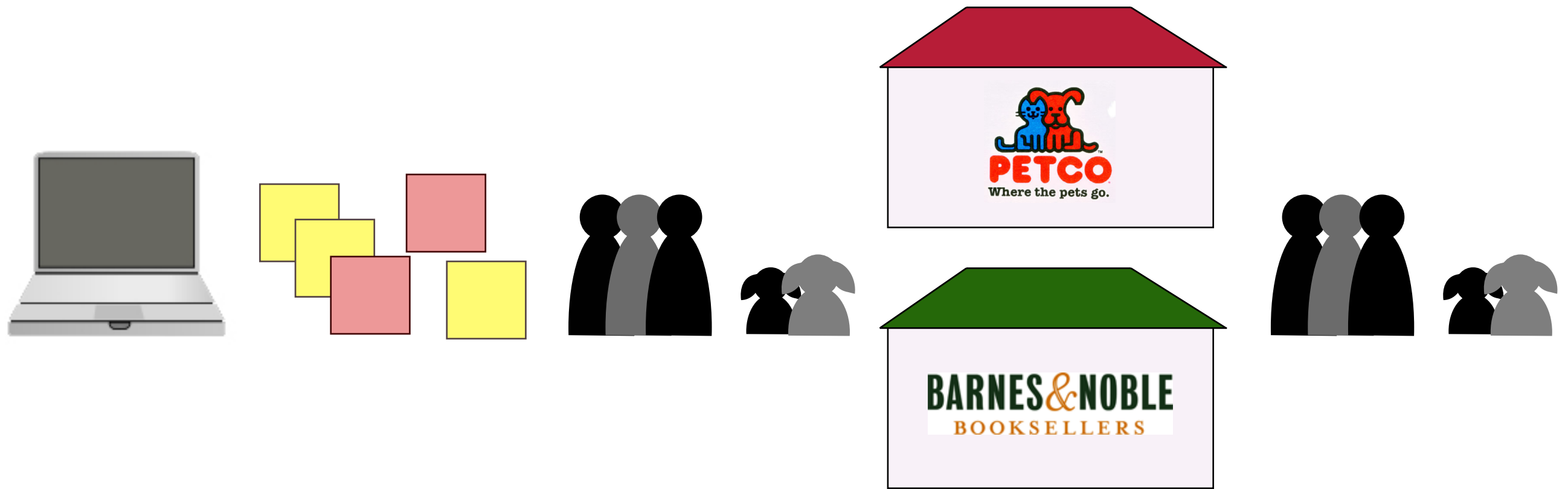












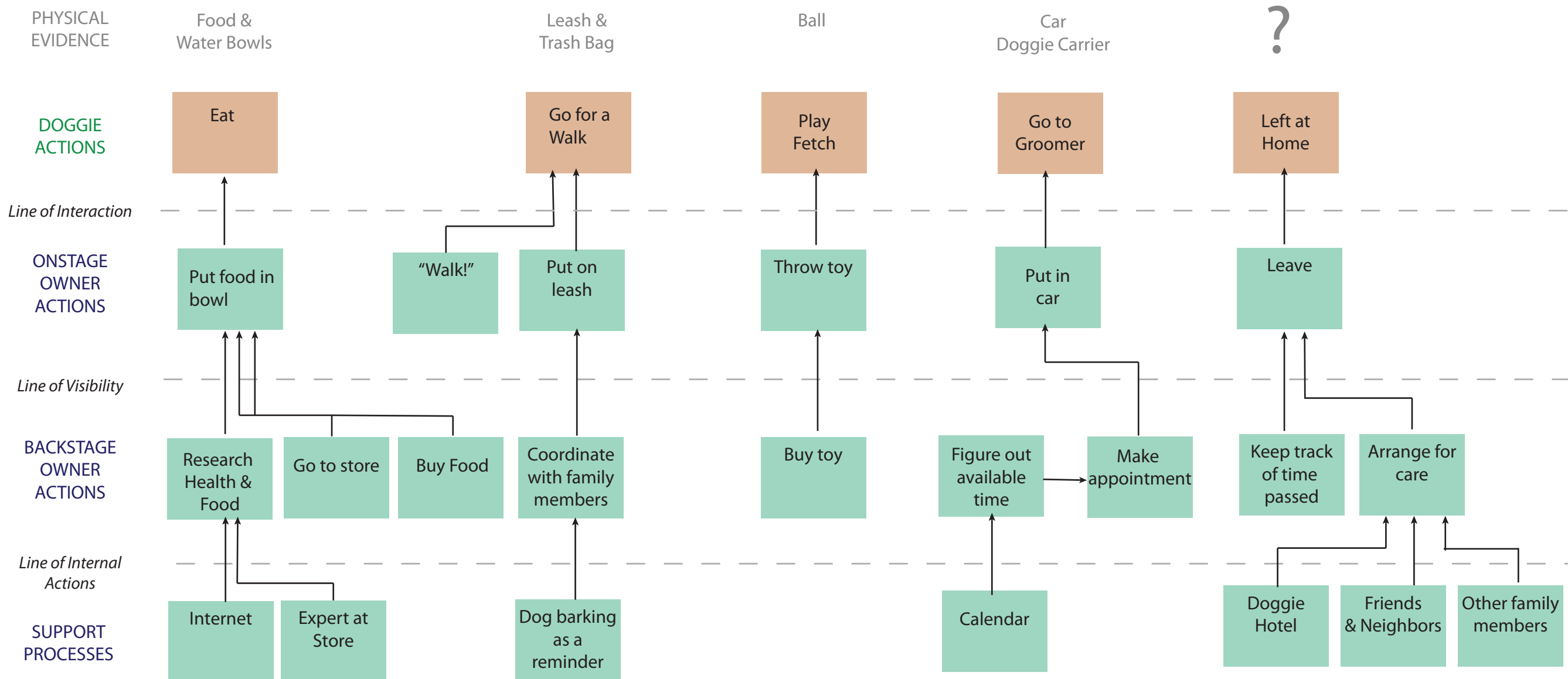
What we learned



Yes! A dog is a family member.

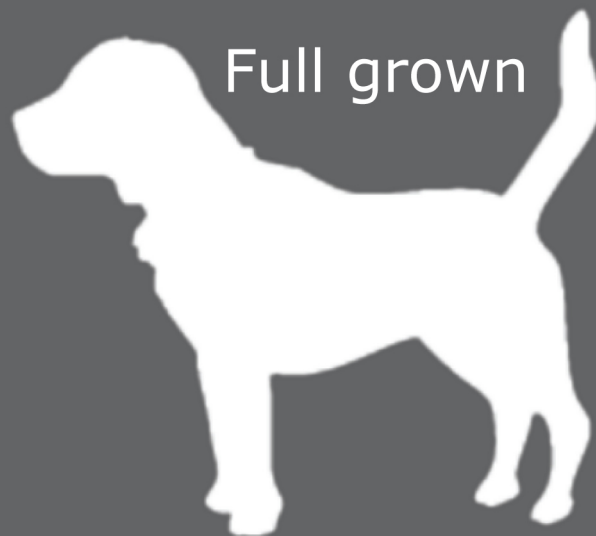
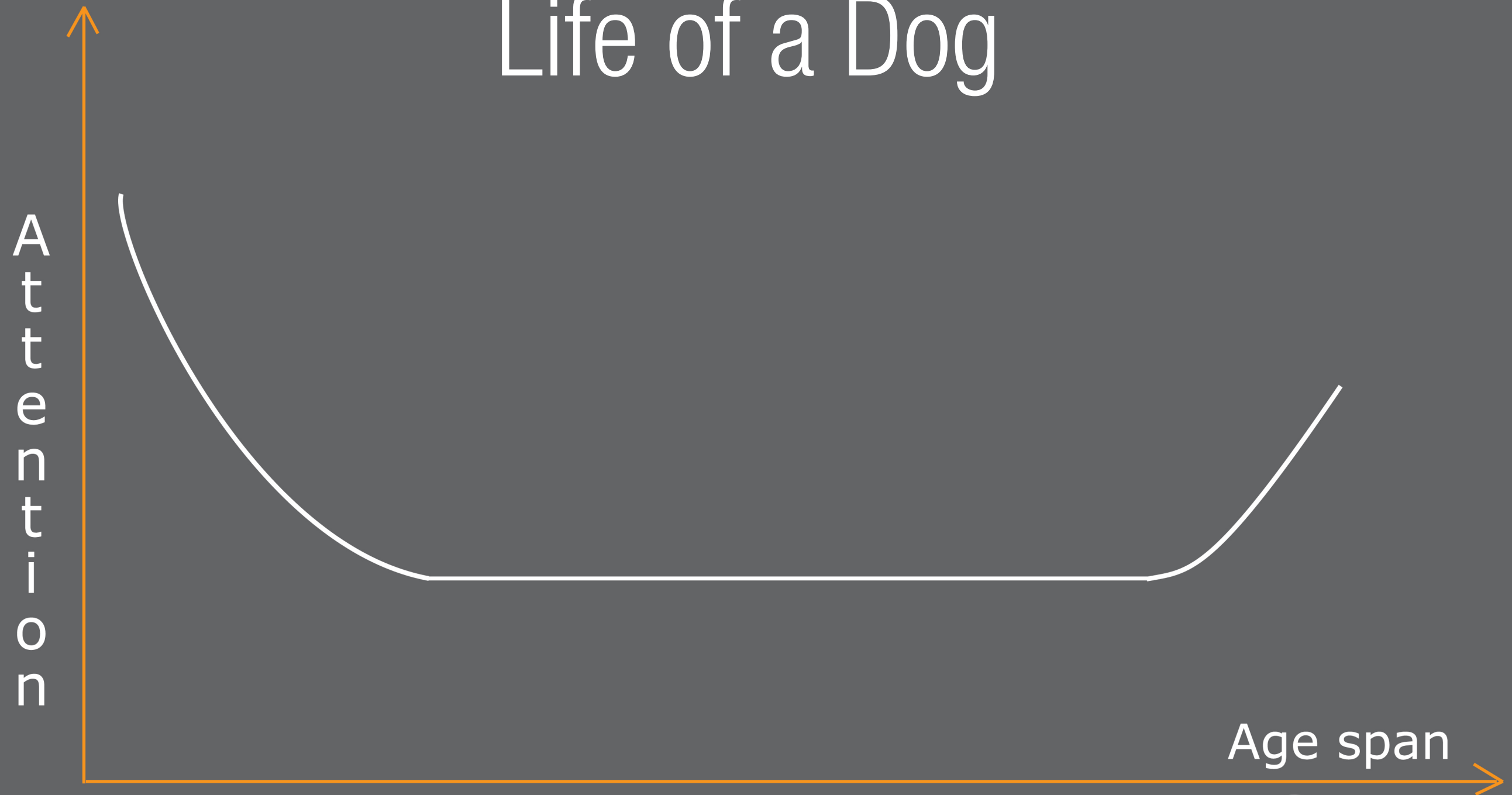
Functional Needs

Doggy Service Blueprint



“I plan my day around
the dog.”

Life of a Dog



Territory Map



Social Needs



“I feel **proud** when I take him out for walks and people always say how nice he looks.”



“The most **rewarding** part [of owning a dog] are the interactions with my kids”



Dogs participate in **family activities**,
like Christmas, Thanksgiving, and birthdays.

Emotional Needs

Fun Time

- ☐ I like to take walks.
- ☐ My favorite place to walk is _____
- ☐ Sometimes I take walks with my friend _____
- ☐ My favorite toy(s) is/are _____
- ☐ I like to play catch with a ☐ ball ☐ Frisbee ☐ other _____
- ☐ I like playing with other dogs.
- ☐ I like to go to the "Bark Park" at _____

Attach a picture of your puppy playing with his favorite toy, on his leash ready for a walk, or romping with his friends.

Chow Time

I eat _____ dog food.

As a puppy, I'm supposed to eat _____ (amount) _____ times a day.

When I'm _____ (age), I can eat _____ (amount) of _____ (kind of food) _____ times a day.

My favorite treats are _____

☐ I am allowed these human treats: _____

☐ I am not allowed any human food.

☐ I am not allowed human food, but _____

_____ sneaks it to me anyway.

I once ate _____ (kind of food) from _____

I stole _____ when no one was paying attention.



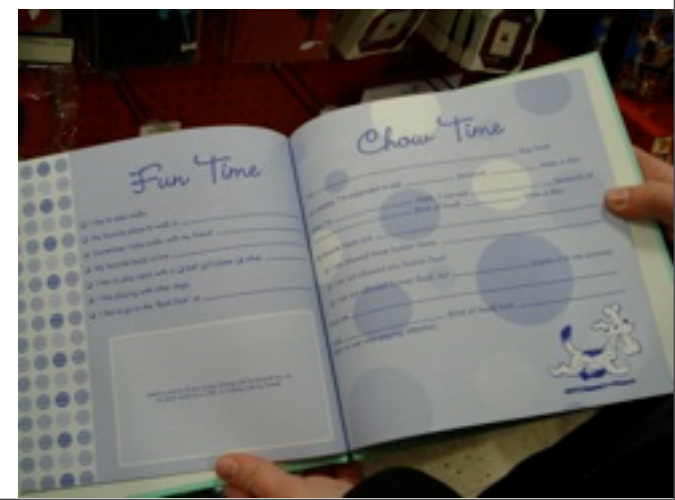


“He’s **just like me** – he’s calm and also inquisitive”



“The most rewarding part is knowing that he
loves you.”

Aesthetic Needs



Pet care activities are
an expression of love.