

Kibble

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Problems



In 2012, over half of dogs in US were
overweight or obese

Association for Pet Obesity Prevention

Over 10 million pets are lost per year
and only a tenth of them are found

National Council of Pet Population Study and Policy and National Humane Society

Kibble can keep **better** track of pet's food intake
and **locate** pets when they are lost



Contextual Inquiry

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- Some owners feed their pet whenever they see an empty bowl
- Families often have trouble knowing when to feed their pet or not
- Most families don't know when their pet needs a vaccine
- Most owners have felt unprepared when dealing with their pet's medical emergencies
- Owners want to train their pets new commands but don't know how
- Finding lost pets can be very time consuming and stressful

Initial Tasks

1: **Tracking Pet Statuses** - Easy Task

2: **Synchronizing Feeding of Pet Between Family Members** - Easy Task

3: **General Pet Care Education** - Moderate Task

4: **Responding to a Pet's Medical Emergency** - Moderate Task

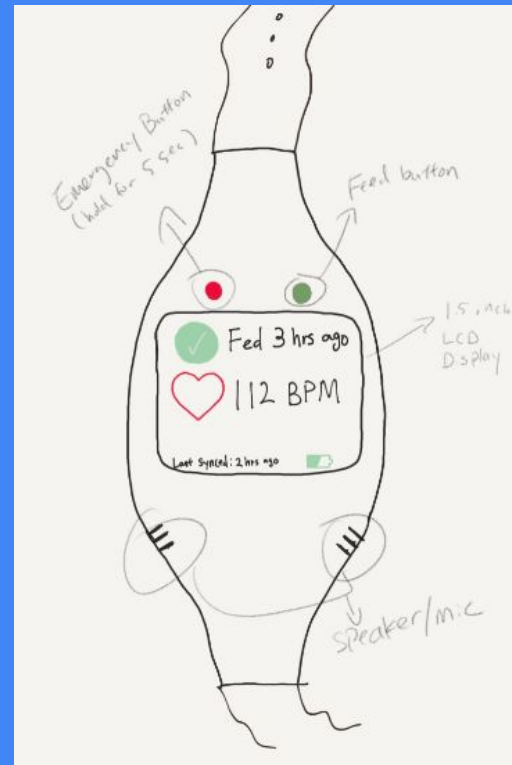
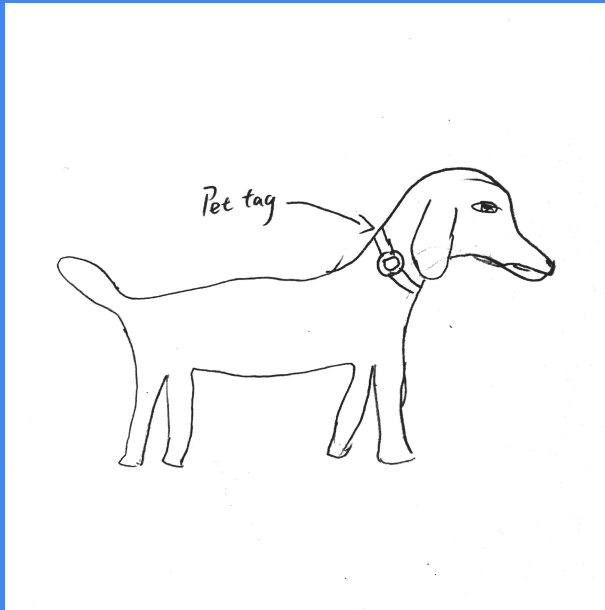
5: **Teaching Pet New Tricks** - Hard Task

6: **Finding Pet** - Hard Task

3 Design Sketches

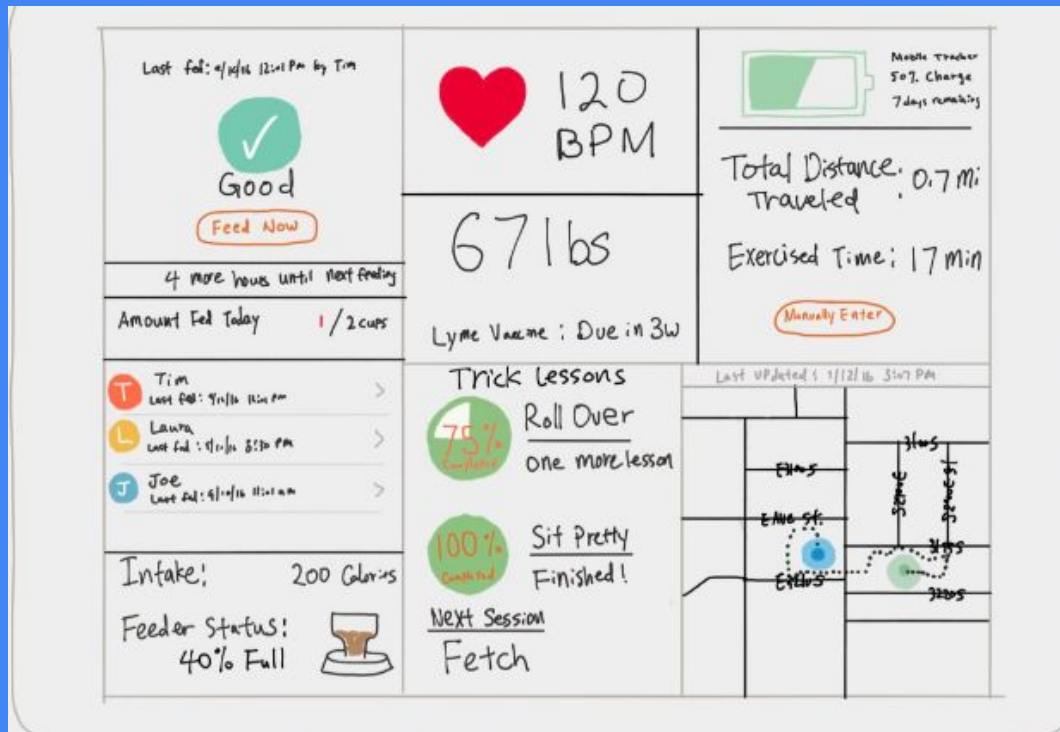
Design 1

A tag with built-in GPS, heart rate and gyroscope sensors



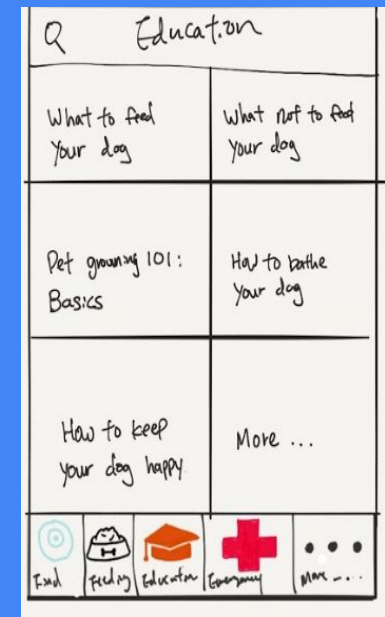
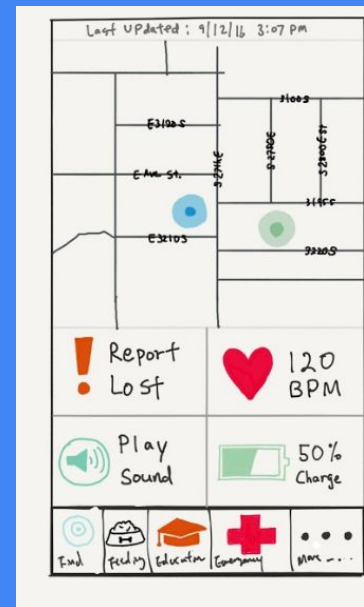
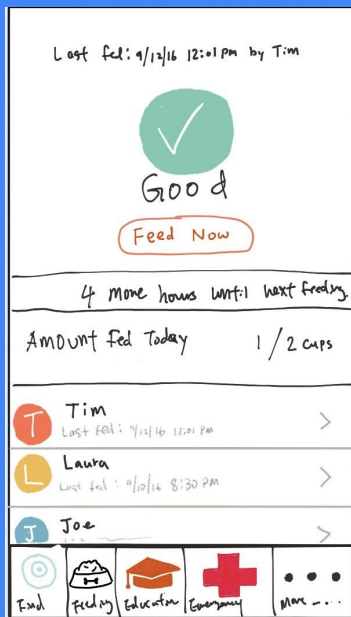
Design 2

An electronic device with a touch screen that can be mounted on wall and close to pet feeding stations



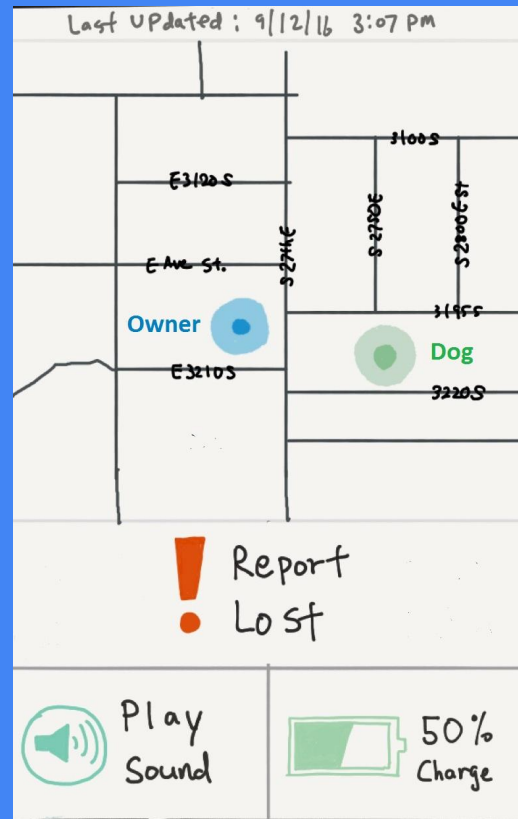
Design 3

A mobile app which helps pet owner find their pet, synchronize feeding and helps them learn about general pet care education and how to react to pet medical emergency.



Final Design

A mobile app in combination with a sensor tag to help users synchronize feeding and locate their lost pet



Summary

- Knowing users' issues is the key
- Team communication is crucial
- Be Agile for designs and sketches
- Ready to explore outside of initial ideas

Storyboard 1



Storyboard 2



Thank you!

Sources

<http://www.chicagotribune.com/lifestyles/sc-happy-dog-family-0223-20160223-story.html>

<http://sandiegodoghouse.com/about/>

<http://guardianpetsitters.com/some-tips-to-help-find-lost-pets/>