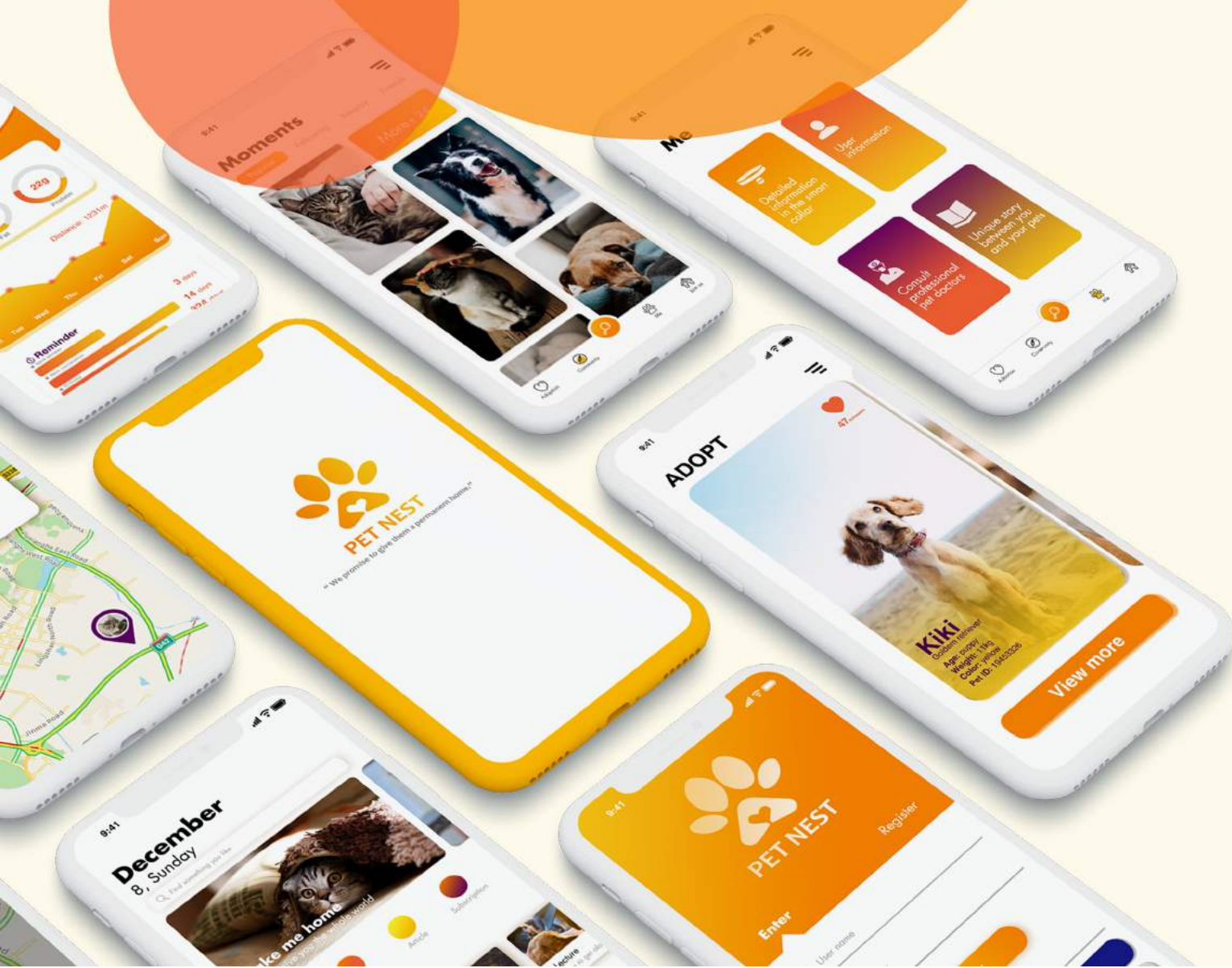


01 Pet Nest

Time: 2019.9-12

This is a service design in order to improve the problem of stray animals. It contains three parts: an App, the smart collar for pets and offline volunteer team.



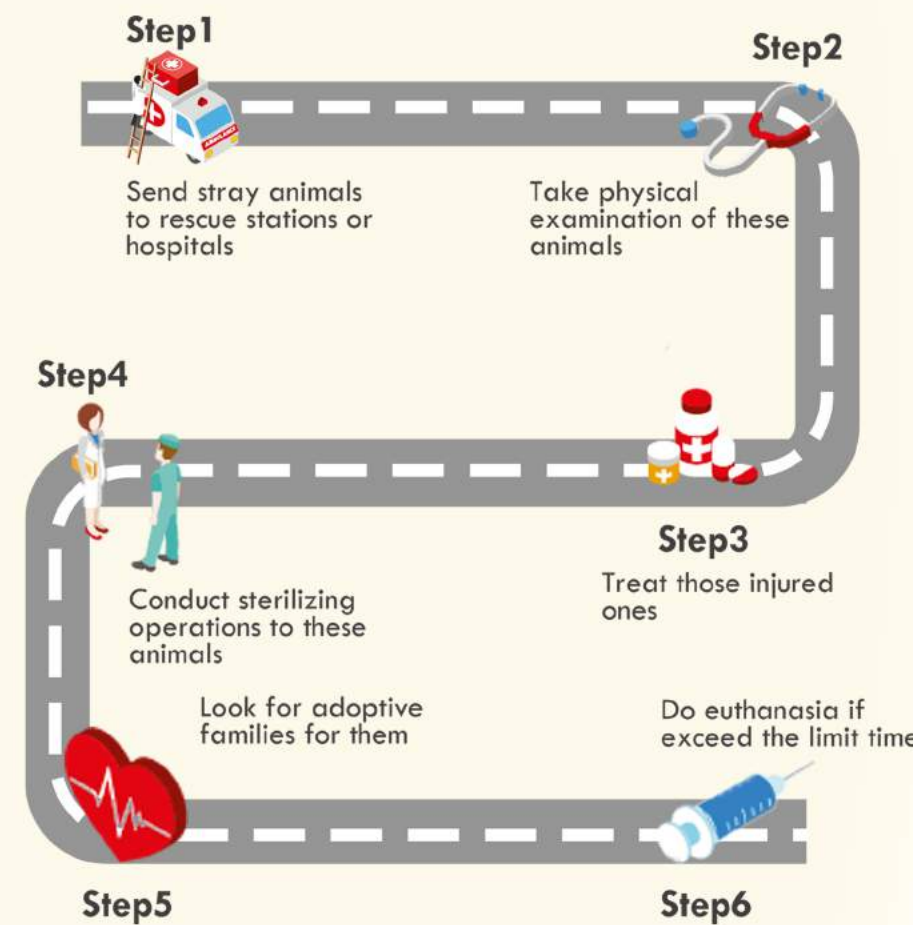
Background

The increasing number of urban stray animals has become a social problem. Sick and injured stray animals can not get rescue in time, meanwhile, their existence has brought some dangers to the society.

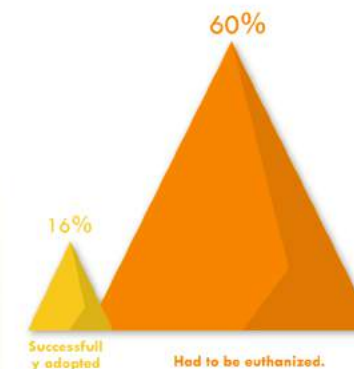


Research

International practice of stray animals rescue



Outcome of rescue



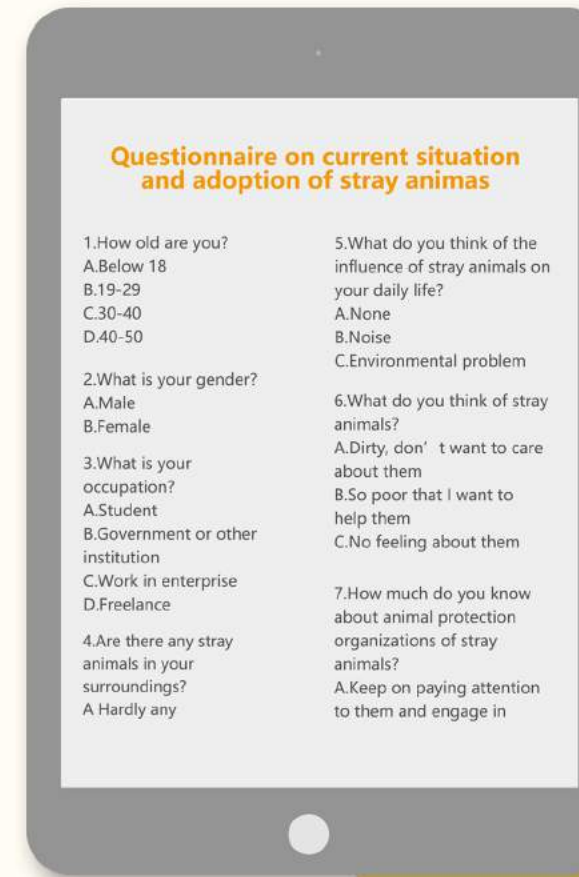
Because of the cumbersome adoption process and the low credit of many animal rescue platforms, many people finally give up the idea of adopting pets.

Cause of stray animals

25% animals become stray animals because they lose their ways.



Questionnaire



Personas

Nina
21
Shanghai
Single

Familiarity

Adoption process:

Stray animals:

Raise animals:

Phone usage:

Quotes

"When I saw the injured stray animals on the street, I really wanted to help them, but I was afraid of being bitten by them. Moreover last time when I looked for rescue calls on the Internet, they were all fake numbers or no one answered."

Expectation

- Send professional staff to catch those injured stray animals.
- Feed back the result of rescue.
- Contact with reliable rescue.

User experience goal

Professional Responsible Convenient Reliable

Steve
24
Nanjing
Single

Familiarity

Adoption process:

Stray animals:

Raise animals:

Phone usage:

Quotes

"My work is so busy that I don't have time to keep pets. However, I really love animals and I often volunteer in rescue agencies. If I could adopt a pet, it would bring great happiness to my life."

Expectation

- Contribute to the rescue of stray animals.
- Relieve the loneliness of living alone.

User experience goal

Faithful Delightful Closely Faithful

Alice
56
Nanjing
Married

Familiarity

Adoption process:

Stray animals:

Raise animals:

Phone usage:

Quotes

"I retired last year. Always resting at home makes me feel empty and lonely. I hope I can have a lovely dog to accompany me and make my life busy again."

Expectation

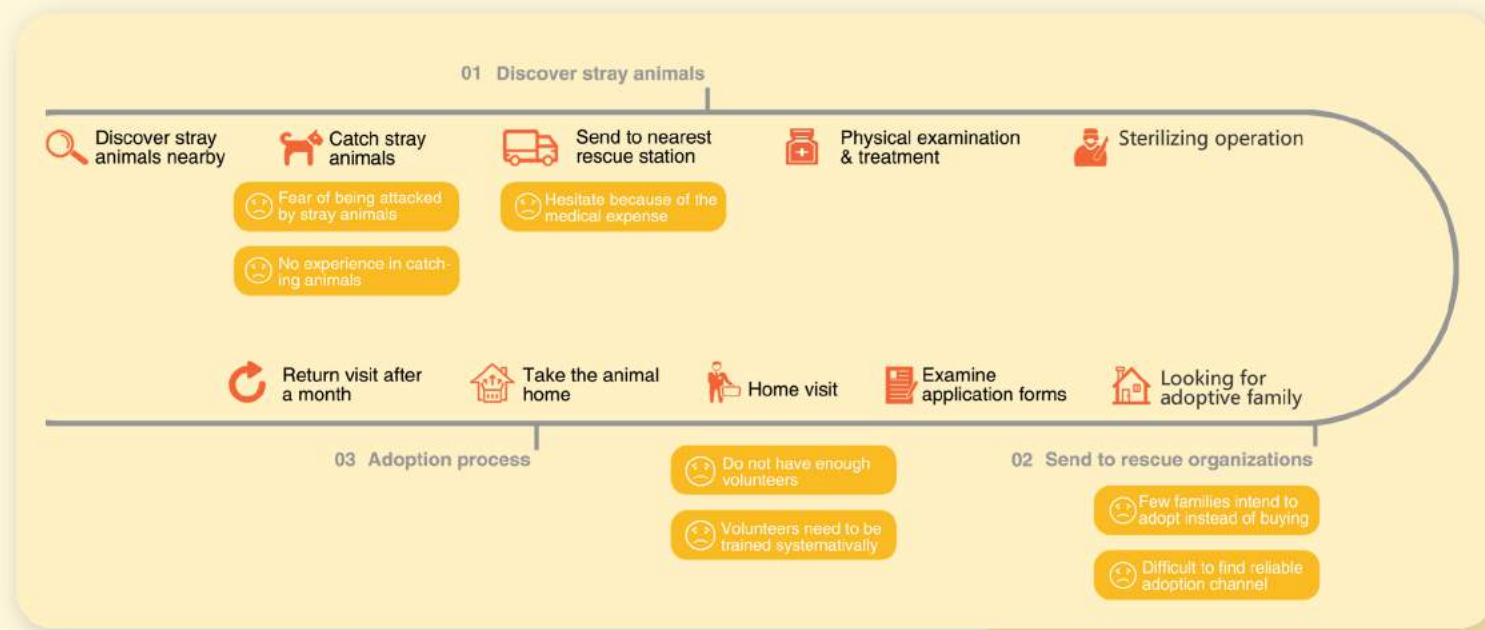
- Provide professional adoption training and guidance.
- Provide an efficient adoption process.
- Publish information about those animals to be adopted.
- Endure personal privacy is not leaked.

User experience goal

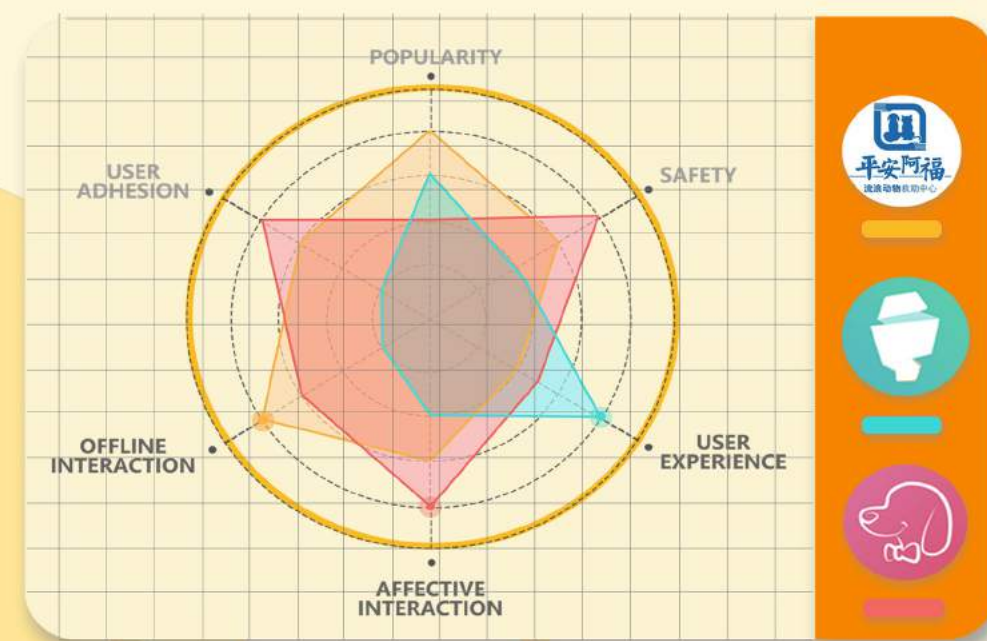
Healthy Efficient Patient Reliable

- Many people have bad impression on rescue stations, which they consider is not reliable and efficient.
- Young people between 20-35 show their special interests in adopting stray animals.
- Most of people believe they need guidance & help when raising pets.

User journey



Competing products

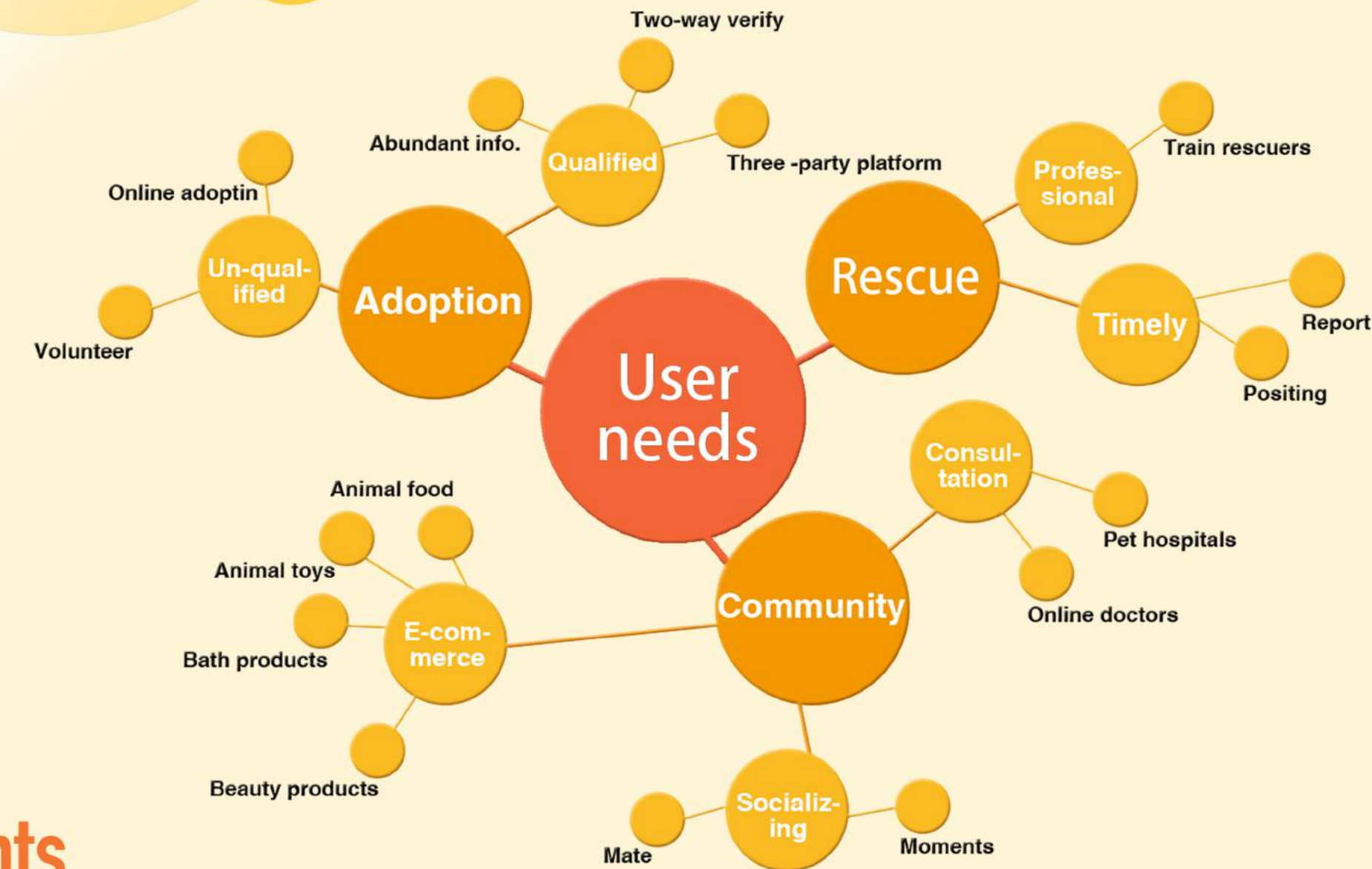


Case study

WWF Together is a mobile app developed by WWF. It encourages users to interact closely with 15 kinds of endangered species in order to avoke people's attention on animal protection. It is a successful APP in the form of public welfare organizations + online platforms, which won the WWDC Design Award in2013.

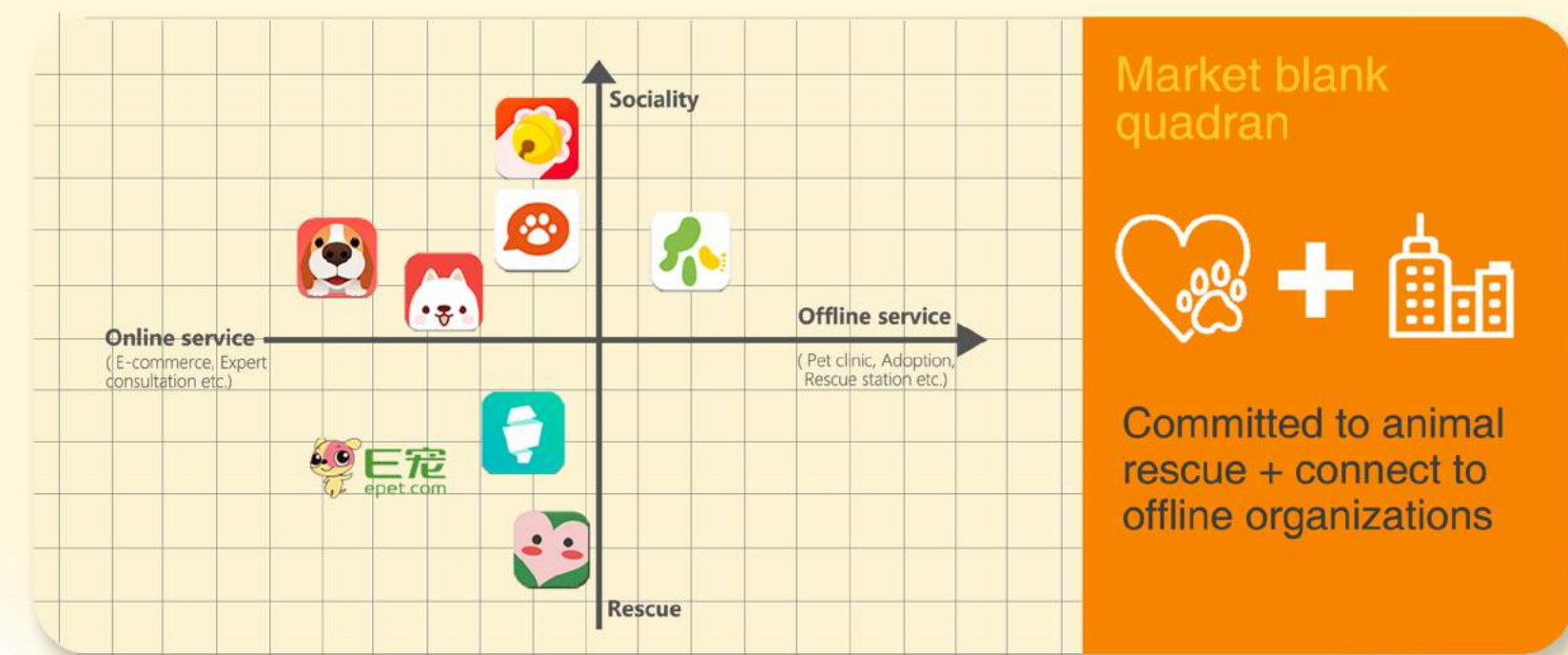
- Tell people about what WWF do for these animals
- Let users to have a group photo with 3D animal origami
- Tell interesting stories about 15 endangered species
- Appeal people to share and donate.

Mindmap



Competing analysis

Quadrant chart analysis



Insights

- Provide efficient and reliable adoption channels
- Satisfy emotional needs of animal lovers
- Connect to offline organizations
- Timely detect the sick or injured stray animals and provide professional rescue
- Protect animals from secondary injury

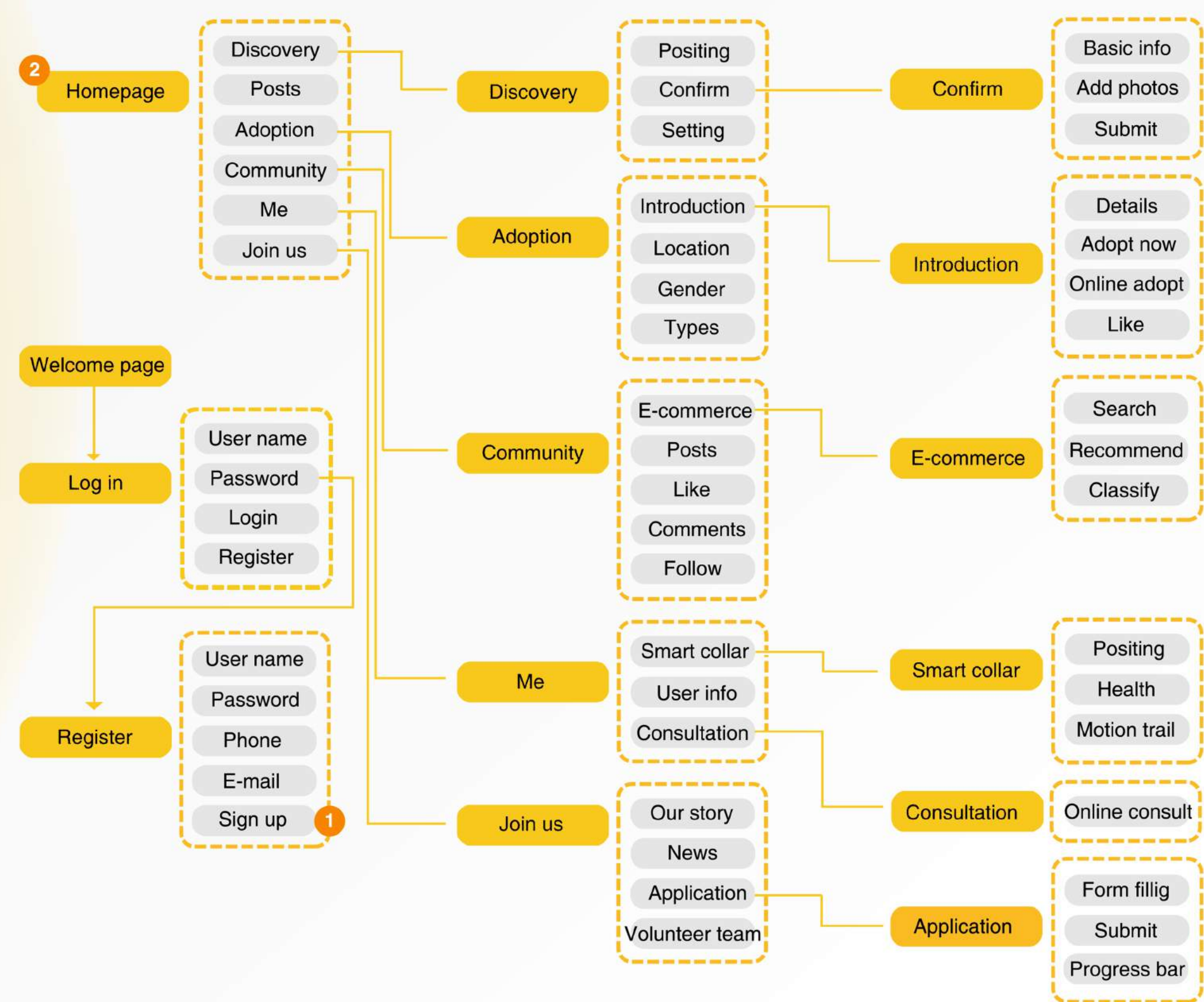
Concepts

It contains three parts: an app, the smart collar and the offline volunteer team. The app provides channels for information report and efficient adoption of stray animals. The smart collar can realize real-time monitoring of pet location and physical conditions. And the volunteer team take charge of catching animals and home visit.

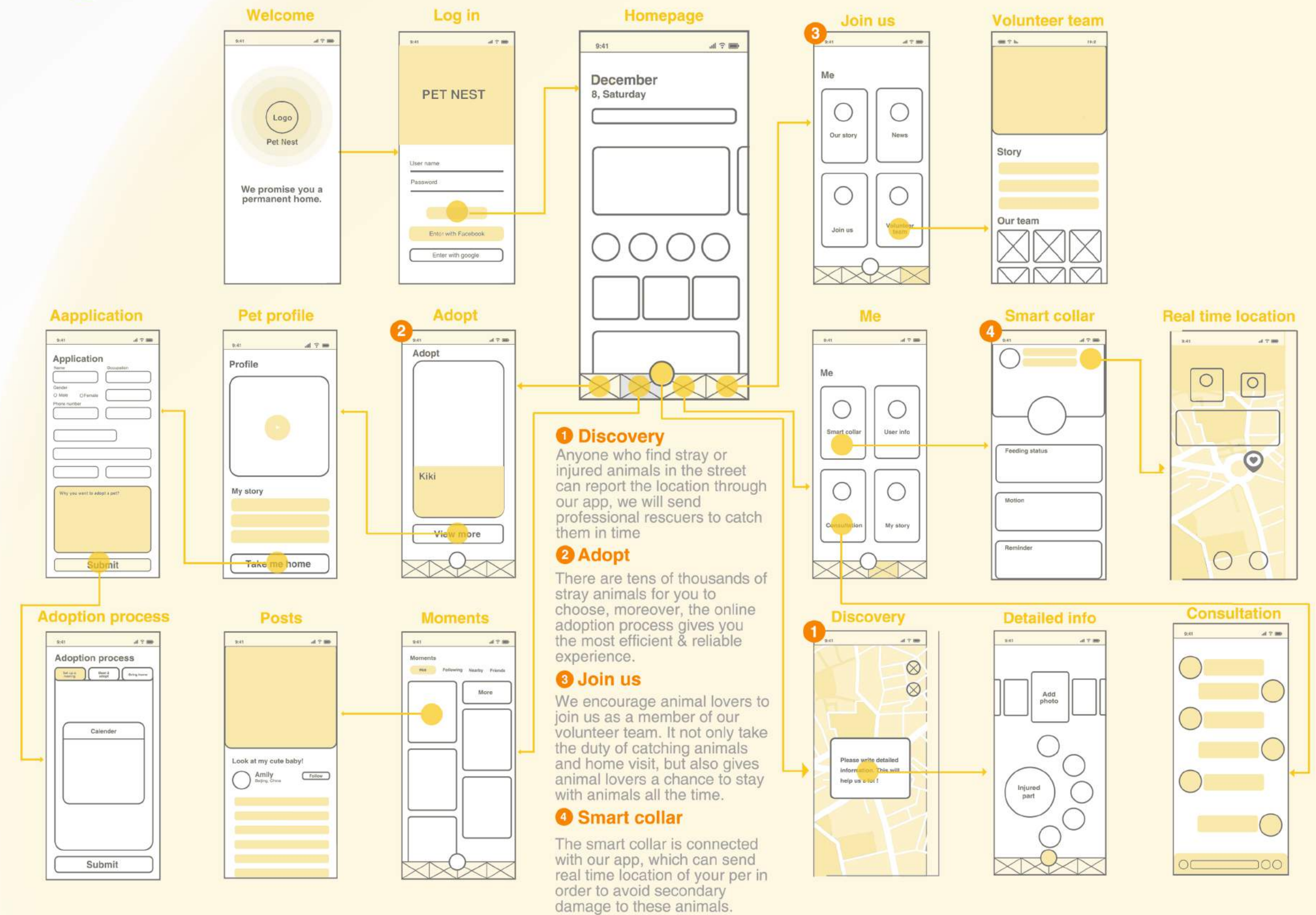
User flow



Structure



Wireframe

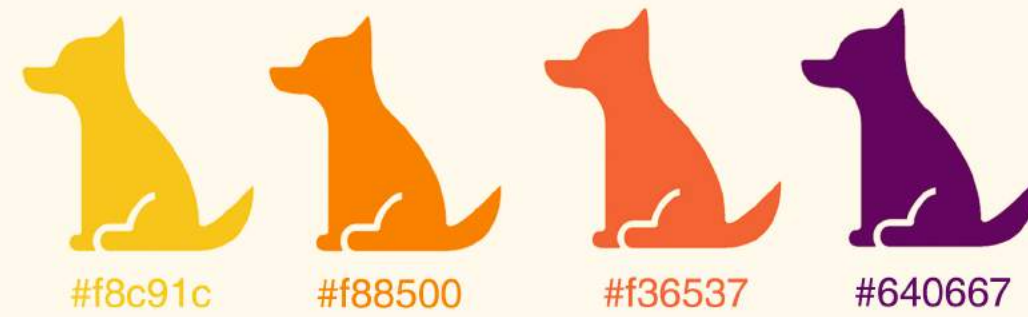


Design elements

Logo design



Color choosing



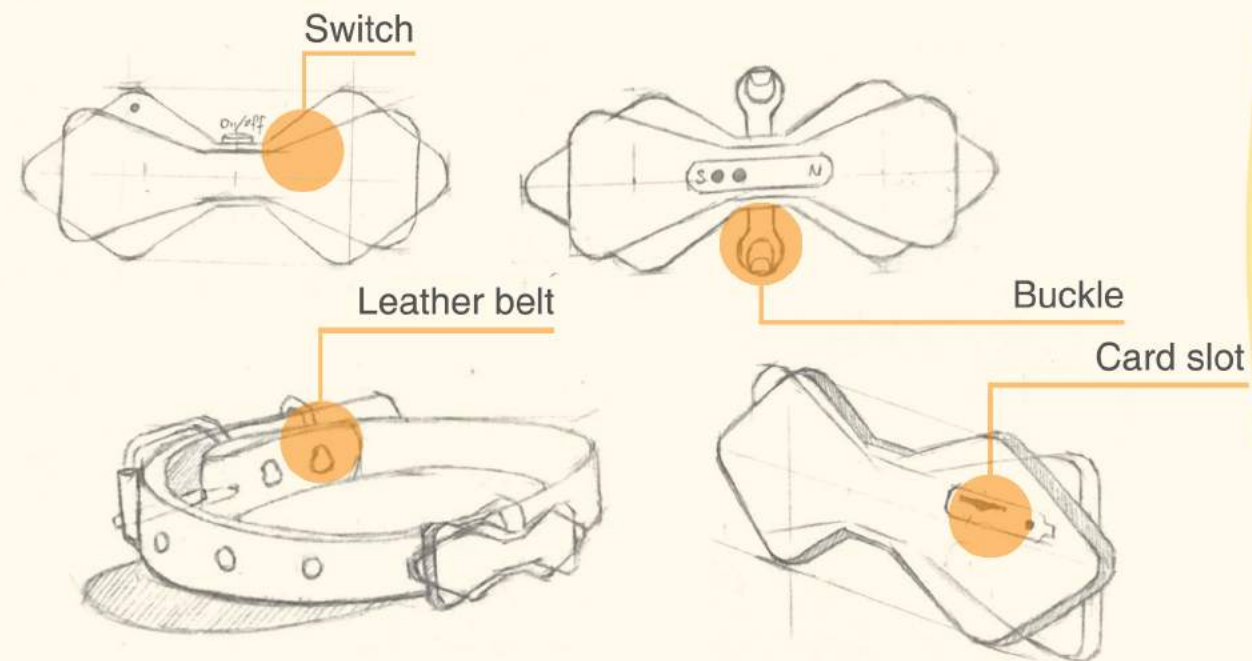
Font choosing

Futura LT Book Bold
Aa Bb Cc Dd Ee
 Futura LT Book Regular
 Aa Bb Cc Dd Ee

Icon design



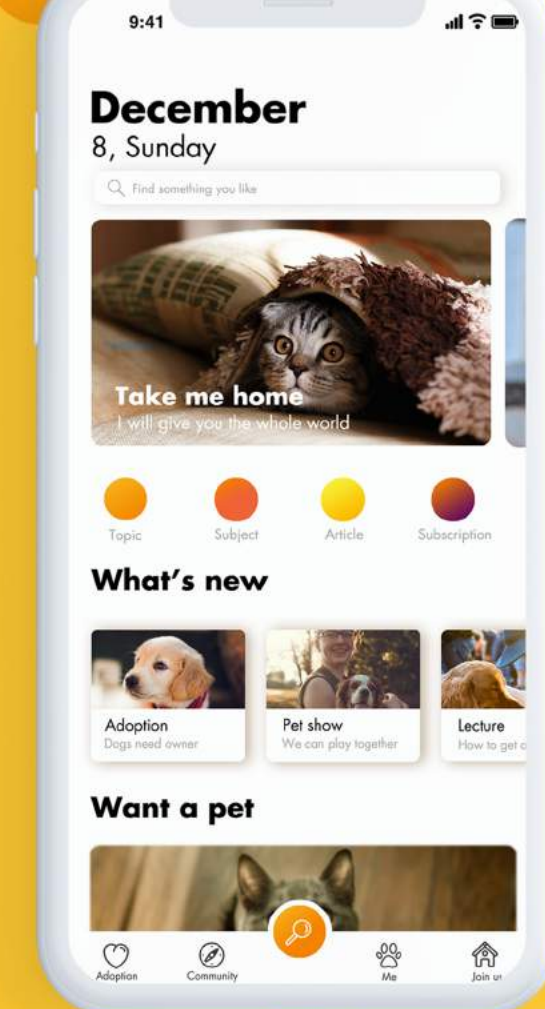
Product sketch



Volunteer team



1

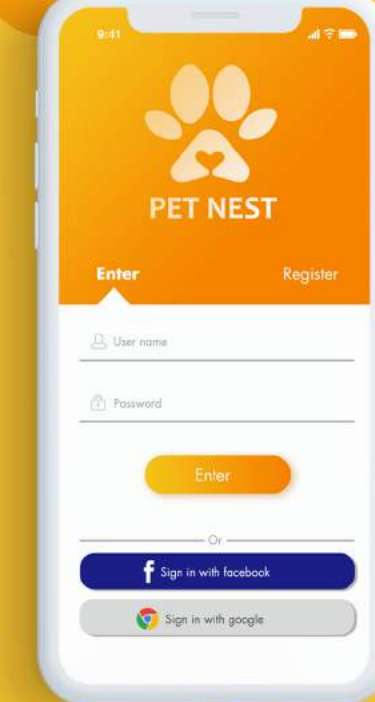


- 1 Homepage
- 3 Login page
- 5 Me page
- 2 Welcome page
- 4 Adopt page
- 6 Community page

2



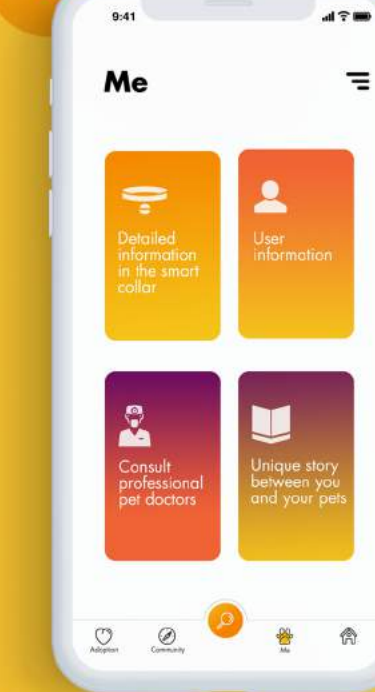
3



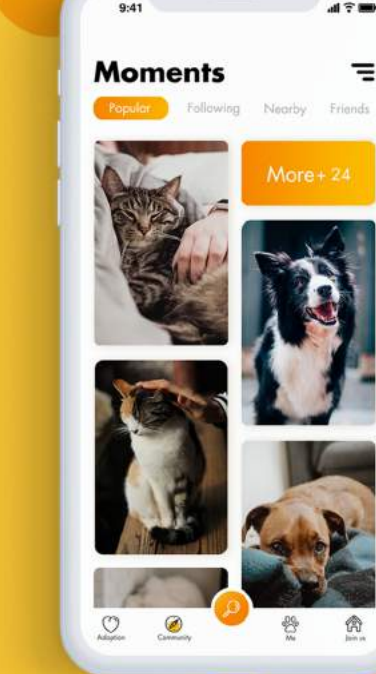
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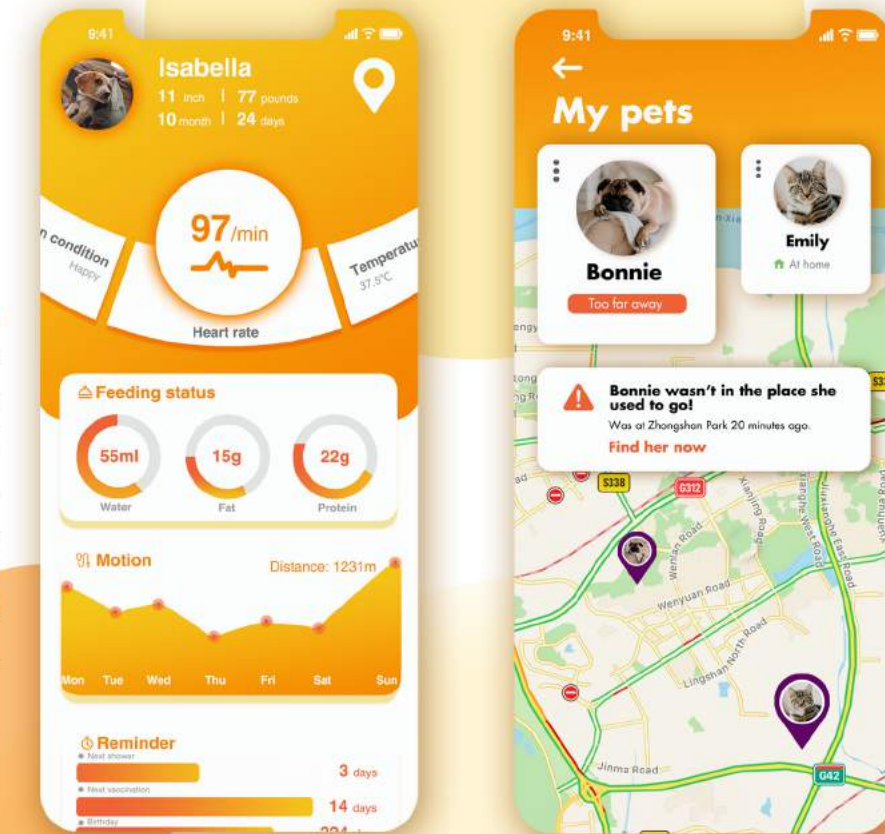


6



Protect pets security

Corresponding app pages



With the monitoring of the smart collar, you are able to see the fundamental information of your pets. Including heart rate, temperature, nutritional components of food and motion condition.

Everytime the smart phone monitors something unusual, you will be notified by an alert and updated with the information of the last location of your pet.

Smart collar



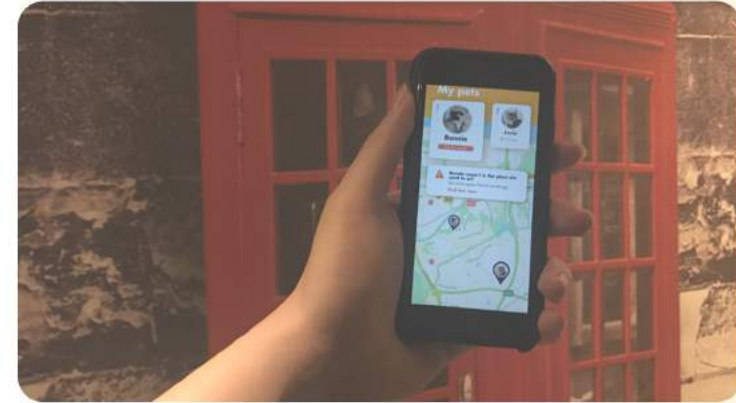
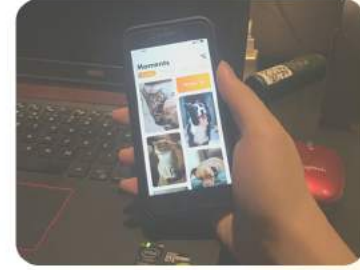
Evaluation

Usability testing

Hank

Senior student | 22
Location: home & street

Task: 1. Report the injured condition of a stray dog.
2. Adopt an animal
3. Apply to be a volunteer



Improvement

Considering that time is urgent when users notice stray animals, we optimize the rescue interfaces to make it more intelligible and concise.

Current research focus more on adopters, next we will do more research on volunteers.

Added 'Report' feature. When users find that stray pets are being abused, they can report it to local administrators with one click.

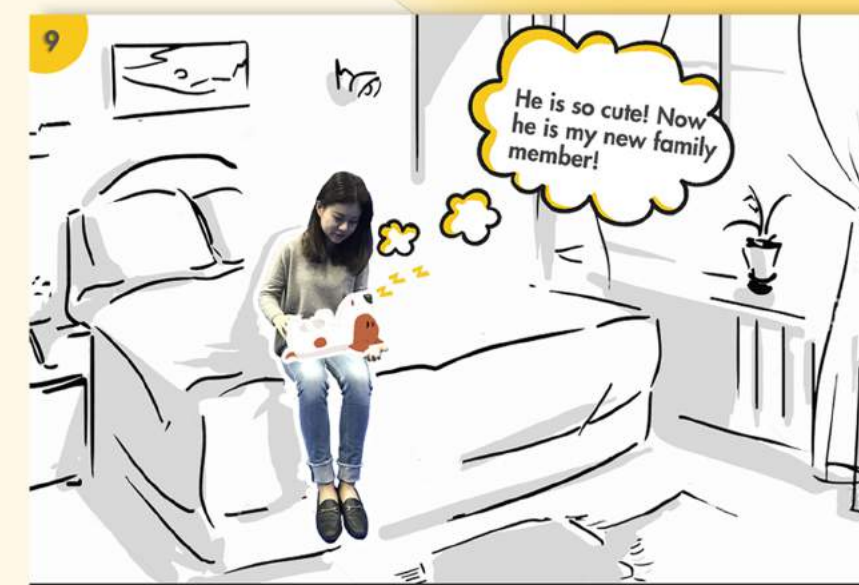
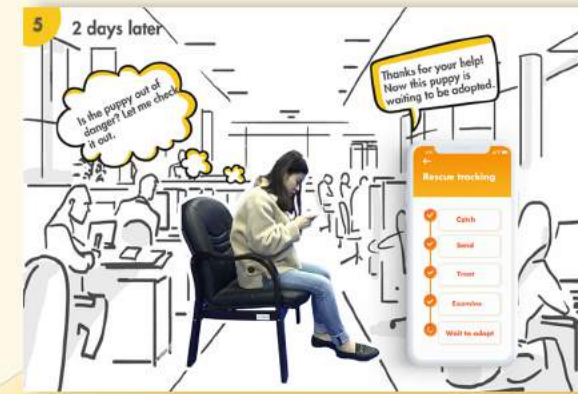
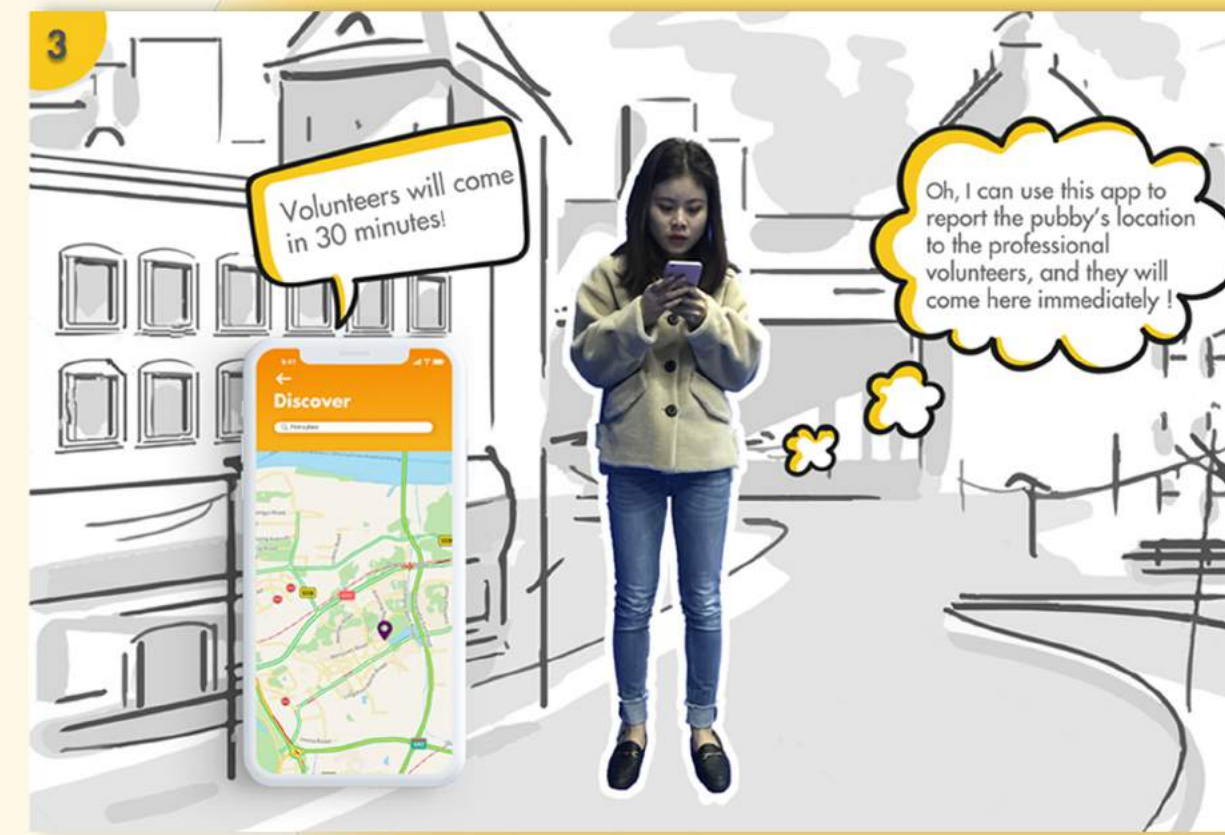
Storyboard

How to rescue and adopt an animal



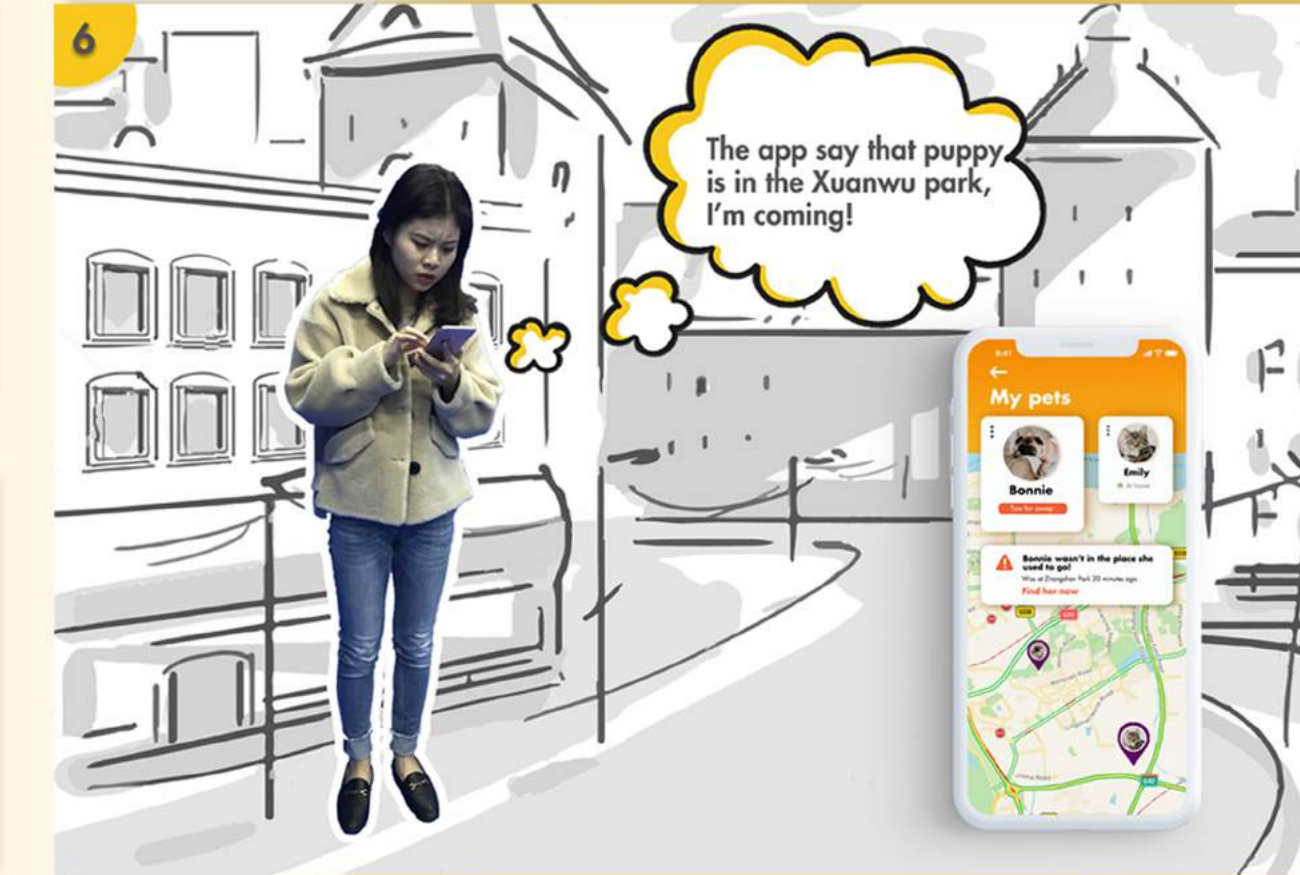
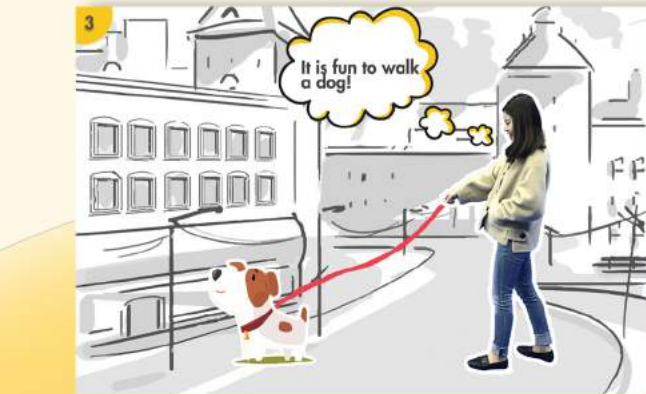
Nina

A 25-year-old office worker who loves animals and wants to adopt an animal.



Rescue

How to use the smart collar



Protect

Adopt