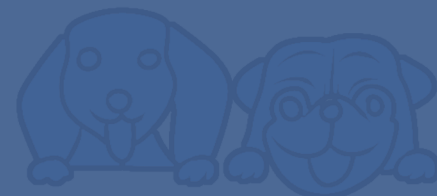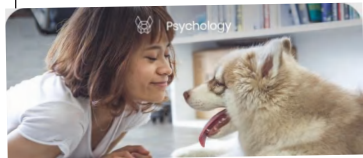# Project 04

Conscious comsumption

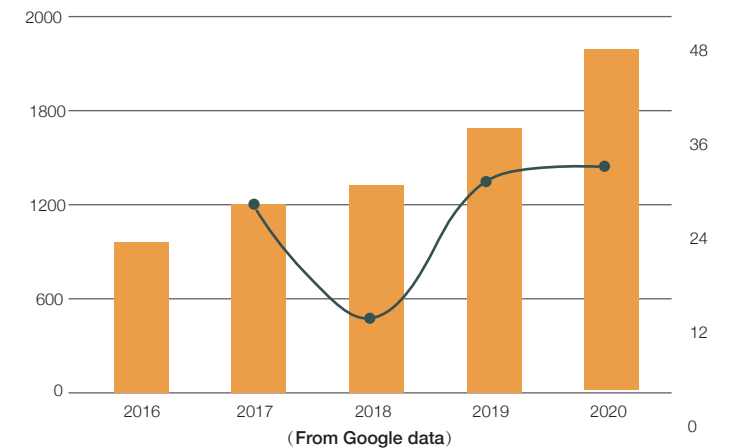# Brainstorming

Background

'I thought I was prepared'

Psychology:Young people who live alone need companionship

Many people are unable to go outside because of COVID-19, so they are choosing to get a dog to accompany them through the lockdown.
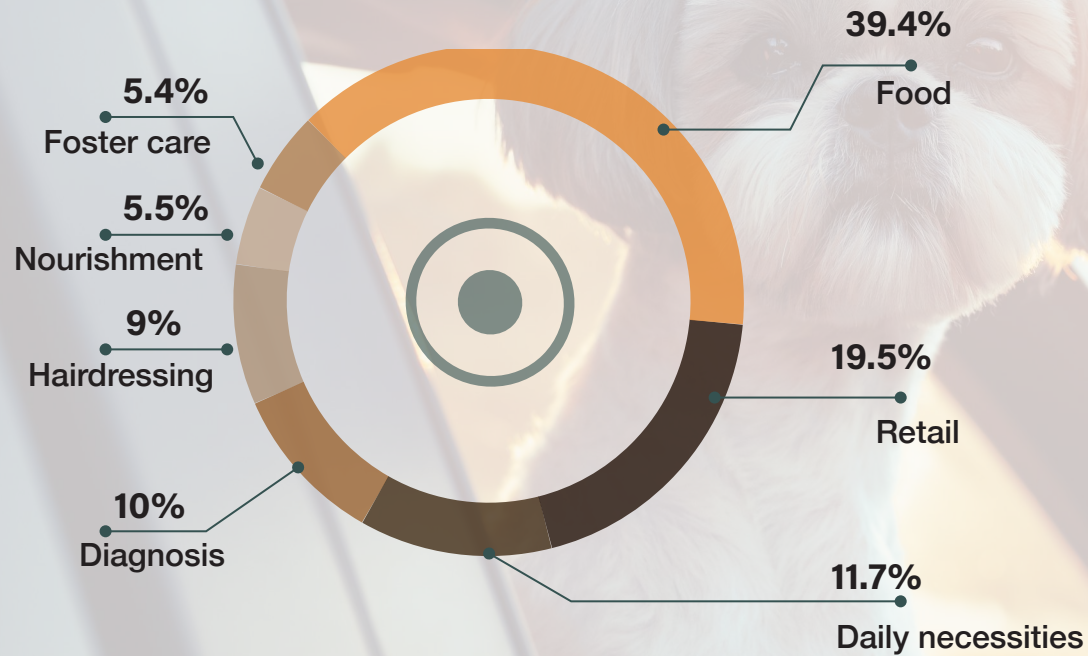
Statistics and growth of China's pet industry market size from 2016 to 2020
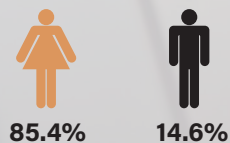

（From Google data）

- According to Google data, there is one kind of consumption that people spend on keeping pets. And more and more people keep pets.the market size of China's pet industry grew rapidly from 2016 to 2020.

Secondary research

Pet consumption market

- 5.4% Foster care
- 5.5% Nourishment
- 9% Hairdressing
- 10% Diagnosis
- 39.4% Food
- 19.5% Retail
- 11.7% Daily necessities

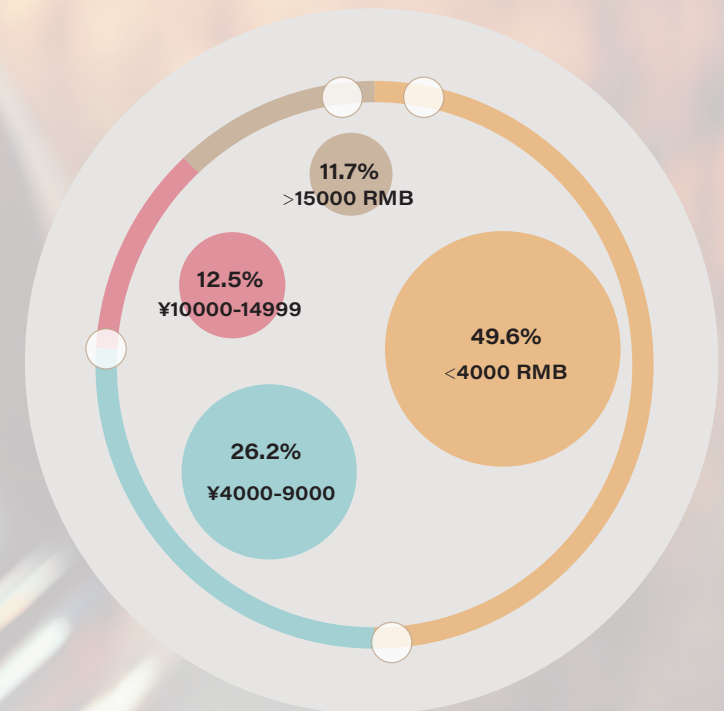70% pet owners in China are mainly born in the 1990s.

85.4% 14.6%

Female pet owners account for 88.40%, much higher than male pet owners.

Statistics on the number of cats and dogs in China in 2020

(Unit: million)

- Cats 44.12
- Dogs 55.03

50

0
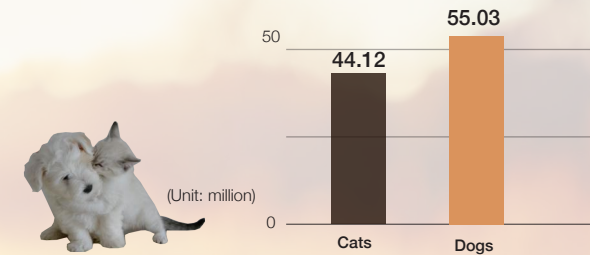
Income distribution of pet owners

- 11.7% >15000 RMB
- 12.5% ¥10000-14999
- 49.6% <4000 RMB
- 26.2% ¥4000-9000

Current situation

Pets living alone at home

According to the PDSA, pets at home more than that is associated with a high risk of depression.

Pets who stay home alone can wreak havoc on the home environment.

Bite items such as earphone cables.

You have to spend more on water and electricity.

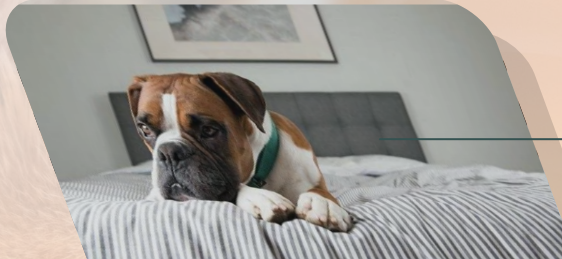## • No time

With the lockdown lifted, people returned to their normal lives and began working offline. They find that they no longer have much time to watch their pets, they can only stay at home by themselves and wait for their owners to come back from work.

When your 'pandemic puppy' doesn't work out

By Ashitha Nagesh

Questionnaire

Why do people want to keep a pet?

My friends and neighbors all have pets, so I should get one, too

Herd mentality

Accompany

Relieve the pression

Spend time

Increase the happiness

New Recording
5.m4a
382 KB
?

New Recording
8.m4a
947 KB
?

They said....

My friends and neighbors all have pets, so I should get one, too

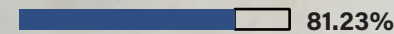I've thought about sending my pet to pet school, but it's expensive

I sent my dog to be fostered nearby and he caught a bug and got sick.

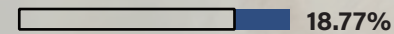## Whether or not you can find time for your pet?

■■■■■■■■□□ 88.77%

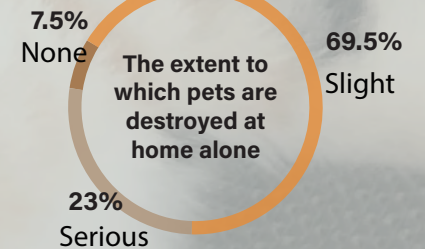Just play with your pet when you get home from work.

How to raise pets daily?

81.23%
Take care of by yourself

18.77%
Parents take care of when they go to work

7.5%
None

69.5%
Slight

The extent to which pets are destroyed at home alone

23%
Serious

Emotional state

82.5%

Single

🐾 Discuss

Me

Phil
Male 32
Product Manager
Office work

Sophie
Female 27
Designer
Office work/Remote work

Cheng
Male 35
Programmer
Office work/Remote work

Xuan
Female 37
Blogger
Remote work
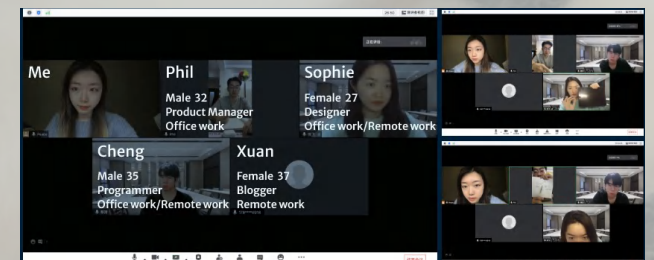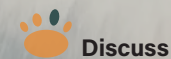
Interview

People who own dogs and cats were interviewed about the costs and problems they encountered in the process of keeping pets.

Kong(Single)

Occupation: Designer
Age: 26
Commuting time: About 40min
Salary: 5000rmb/month

Pain points

- There's nobody to take care of the dog while I'm away

When I was on a business trip, I boarded my dog at a pet shop and my dog contracted parvovirus. It took nearly four months of my salary to cure it.
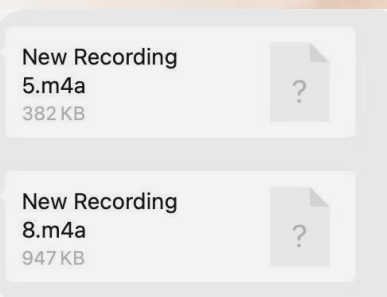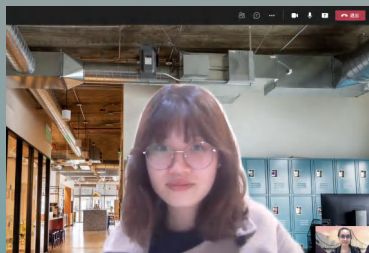
Yang(Single)

Occupation: Marketing
Age: 28
Commuting time: About 45min
Salary: 4000rmb/month

Pain points

- There's nobody to take care of the dog while I'm away

My cat chewed off three of my earphones in a week. It was so destructive!

Video interview

New Recording 5.m4a
382 KB

New Recording 8.m4a
947 KB

Purpose

The project aims to address young people living alone who buy pets and are quarantined at home for 25 to 30 years during the outbreak. I have to leave my pet at home alone because of work. Their pets living alone for long periods of time can damage their physical and mental health, damage the home environment, and increase pet owners' burdens, such as the cost of medical care and new furniture. The hope is to help these pets grow healthily while protecting the earth's resources.

How might we ？

The average price of a pet dog in the CHINA has reportedly doubled this year to 16,418 RMB.

Users group: 25-30 young people living alone.

Goals: Help target people to solve the problem that they have to work and leave their pets at home alone. Helps these pets grow healthily while maintaining the planet's resources.

Problems：

🐱 Pets alone at home will damage the home environment to a certain extent.

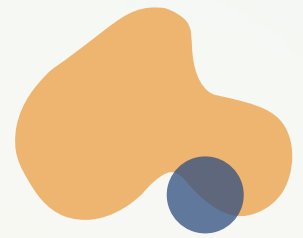📋 Pets left alone for long periods of time may become inactive.Home alone for more than four hours a day could lead to depression, research suggests.

👤 People need to buy new furniture and take their pets to the vet. It increases the expense of pet owners

PACT Research

PEOPLE

Physical:
Young people between the ages of 25 and 30 who have a pet

Cognitive Abilities:
Help your pets at home alone find a good environment where they can receive professional care and make friends while their owners are at work.

Requirements:
Give pets a good environment to grow up while their owners are at work.

Reduce the physical discomfort and damage to the home environment caused by pets being alone at home.

ACTIVITIES

Frequency:
Real-time remind

Goals:
Help target people to solve the problem that they have to work and leave their pets at home alone. Helps these pets grow healthily while maintaining the planet's resources.

Cooperation:
Keep abreast of your pet's health status

Pet encyclopedia

Learn about the pet care process

CONTEXT

Environmental:
Smartphone

At home

In public places

Social Environments:
Share pet status in real time

Talk to friends about pet ownership

TECHNOLOGIES

Input:
Interact screen
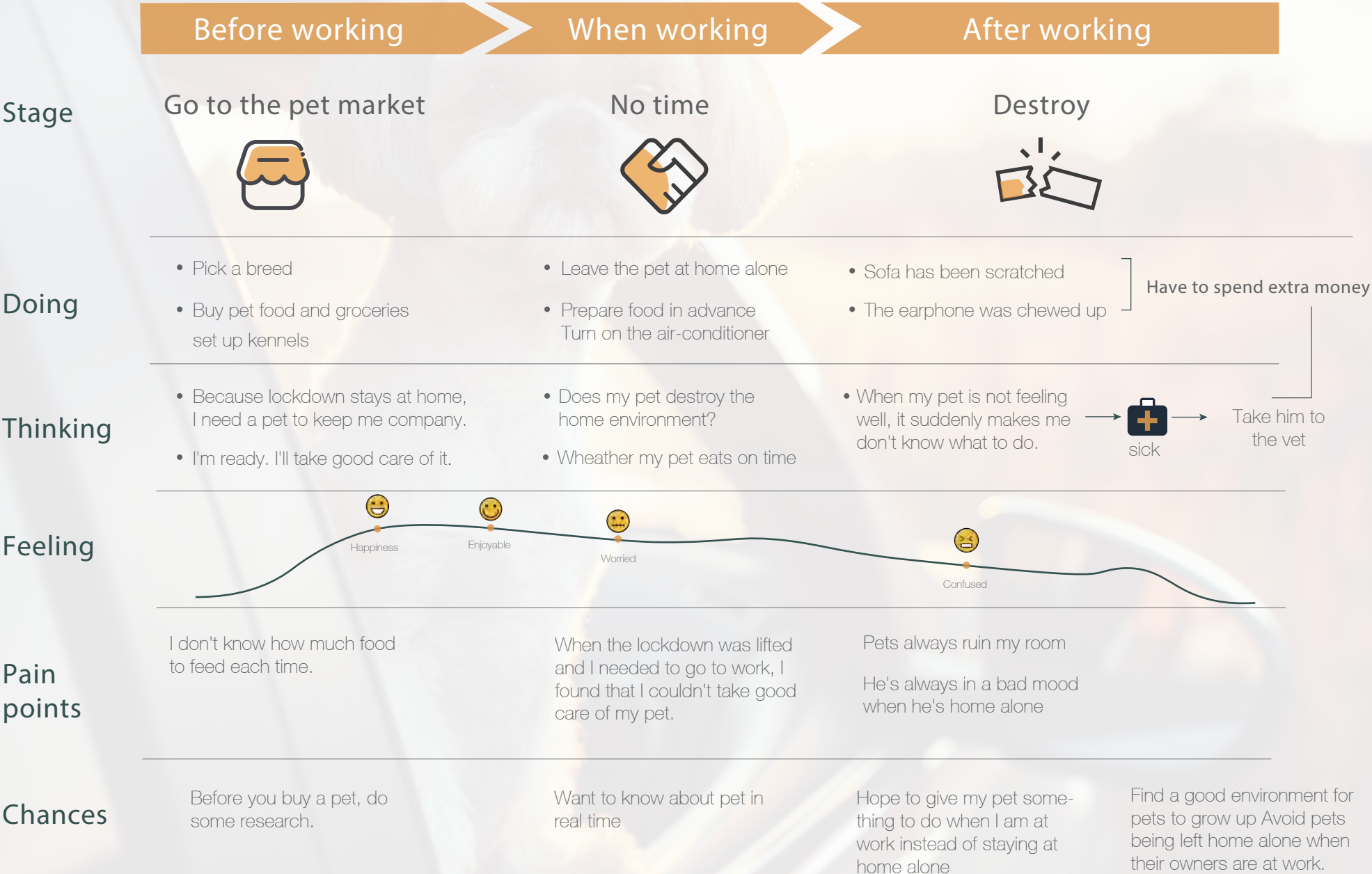
Output:
Pet knowledge
A good environment for pets to grow

Communications:
Visual, Notification, Experience

Medium:
Mobile app

P | A
C | T

Journey map

	Before working	When working	After working
Stage	Go to the pet market	No time	Destroy
Doing	• Pick a breed • Buy pet food and groceries set up kennels	• Leave the pet at home alone • Prepare food in advance Turn on the air-conditioner	• Sofa has been scratched • The earphone was chewed up **Have to spend extra money**
Thinking	• Because lockdown stays at home, I need a pet to keep me company. • I'm ready. I'll take good care of it.	• Does my pet destroy the home environment? • Wheather my pet eats on time	• When my pet is not feeling well, it suddenly makes me don't know what to do. → sick → Take him to the vet
Feeling	😃 Happiness 🙂 Enjoyable	😐 Worried	😖 Confused
Pain points	I don't know how much food to feed each time.	When the lockdown was lifted and I needed to go to work, I found that I couldn't take good care of my pet.	Pets always ruin my room He's always in a bad mood when he's home alone
Chances	Before you buy a pet, do some research.	Want to know about pet in real time	Hope to give my pet something to do when I am at work instead of staying at home alone	Find a good environment for pets to grow up Avoid pets being left home alone when their owners are at work.

Persona

I don't have time to take care of my cat at work, and he doesn't like to eat much when he's alone at home. I also like to bite my earphones, and I have to incur some extra expenses.

Personality

Independence

lonely

Frustration

I get very worried when I come home from work and find the cat hasn't eaten

It is not suitable for pets to grow up at home alone

The service at the pet boarding shop is bad and the cats are infected with bacteria

Goal

Want to give my pet a good environment so that it can stay happy while I am at work.

There is a suitable platform for pets to have partners to play with.

Wish someone would help me take care of my cat

Motivations

What can I ask my cat to do to keep him from being home alone

Age: | 26

Occupation: | Officer

Location: | China

How to care pets when they are home alone...

1.

Go to pet school

Pet foster care

Expensive

2.

Let pets go to work

找到约 1,640,000,000 条结果 （用时 0.31 秒）
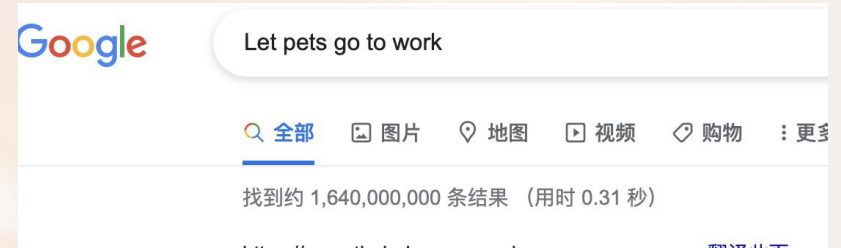
They will provide three meals for their pets and give them professional care.

Pet Theme Cafe

Ideas
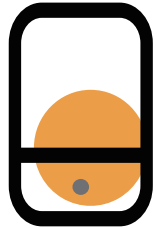
 - - - Create a pet recruitment app

Problem:

- Young people living alone who have returned to work offline after the outbreak do not have time to care for their pets.

- Pets left alone at home can be harmful to physical and mental health and damage the home environment. As a result, pet owners have to carry out extra consumption

User group:

A young person aged 25-30 who lives alone and has a pet

Insights
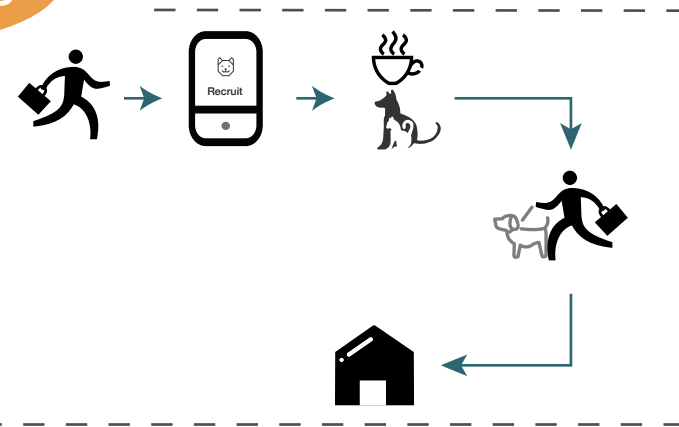
In view of my research, I want to design an app to help pets find jobs. When their owners go to work, they will also send their pets to "work" in the cafe. Reduce the damage to the living environment caused by pets being at home alone.

Meanwhile, pets can get professional care and make friends. Avoid the harm to your physical and mental health caused by being alone for a long time

When their owners get off work, they come to the cafe to pick up the dog or cat and take them home.

Wireframes

In view of my design idea, I drew the APP Wireframe.

Primary flow chart

Open app → Logged in? → Splash page → Have an account?

Have an account? — No → Register

Have an account? — Yes → Login

Logged in? — Yes → Homepage

Choose an image

Homepage →
- Position
  - Recommend position
  - Search → Check the merchants
    - Environment
    - Score
    - Chat → Chat → Booking
    - location
    - Score
- Health indicator
  - heart rate
    - max
    - min
  - scratching
  - licking
- My pet → profile
  - type
  - age
  - gender
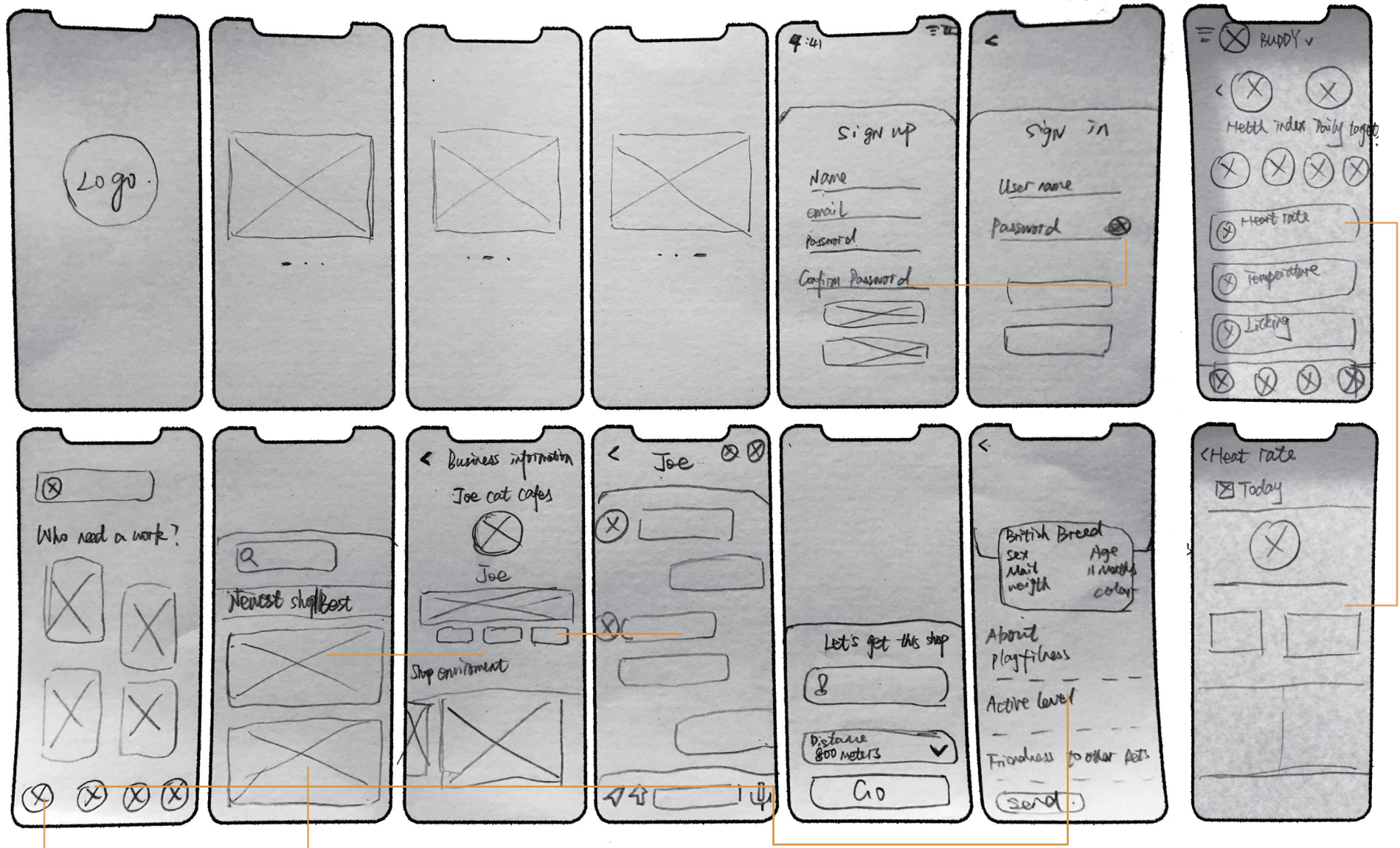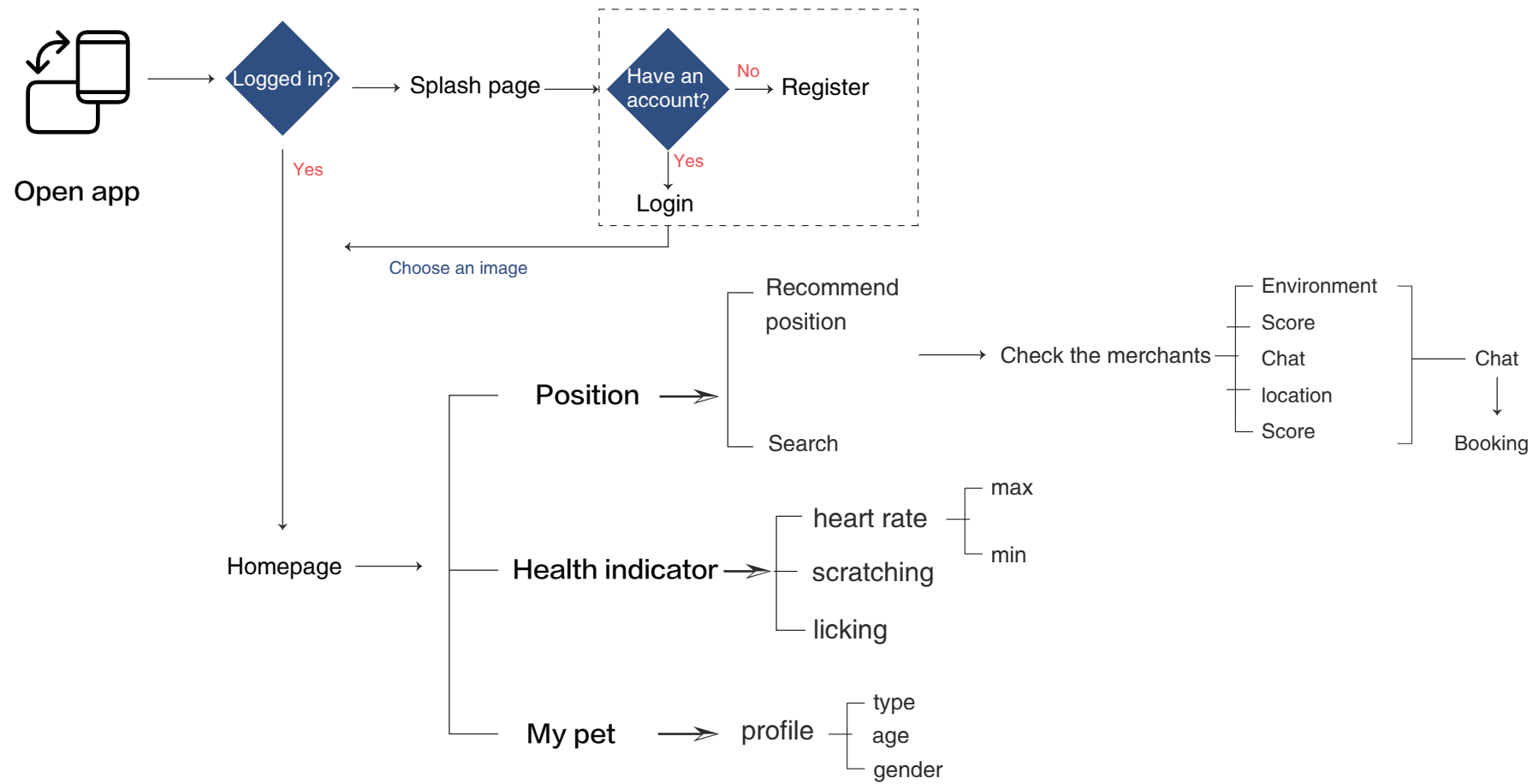
Primary test

Feedback 1:

It is not clear which button should be clicked to view the merchant details. The page information is not very clear.

Feedback 2:

The process of each interface of APP should be more logical, and the placement of icon should be reconsidered to avoid repetition.

Updated flow chart

Open app

Logged in?

Yes

Splash page

Have an account?

No → Register

Yes

Login

Choose an image

Choose

Homepage

Menu
- nearest
- best rating
  - name
  - score
  - distance

Recommend ——— Bussiness information

Search

- Chat
- location
- Booking
- Environment

Health indicator
- heart rate
- scratching
- licking

Community
- share
- like

My pet → profile
- type
- age
- gender
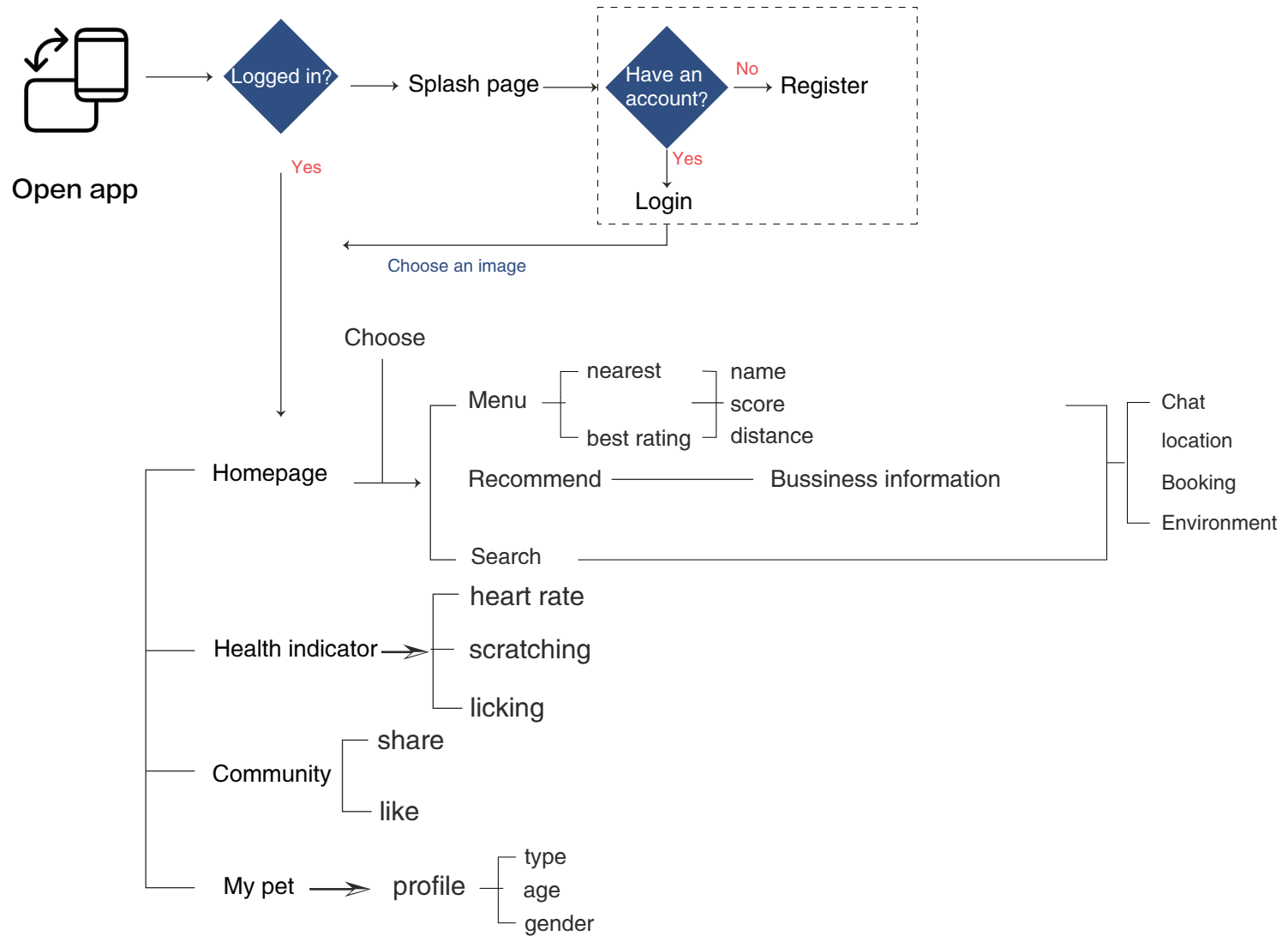
Low-fi interface
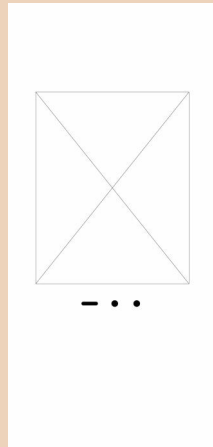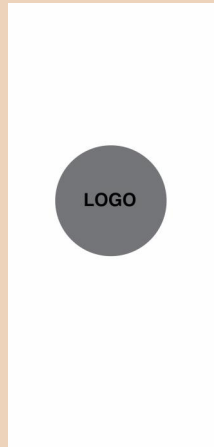
Welcome page
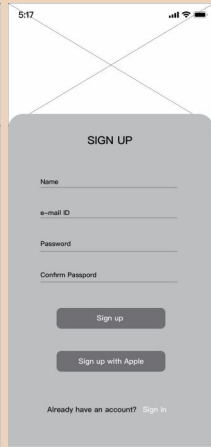
Login
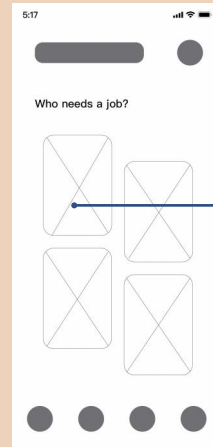
Homepage
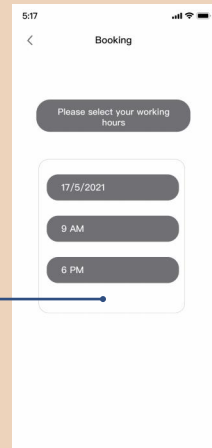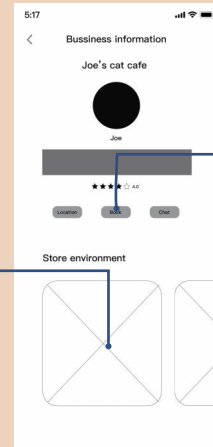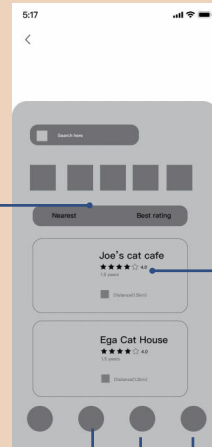
Booking
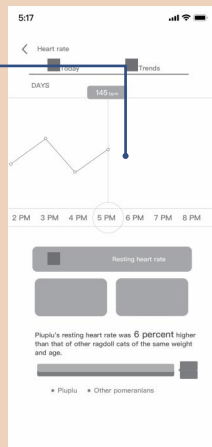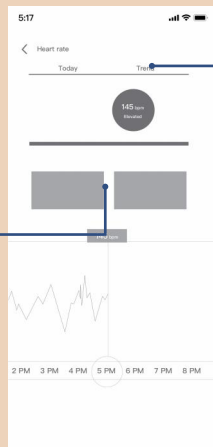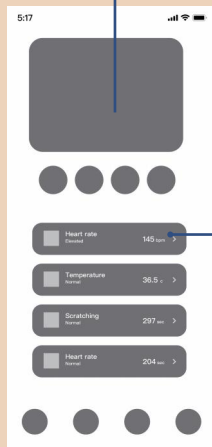
Health
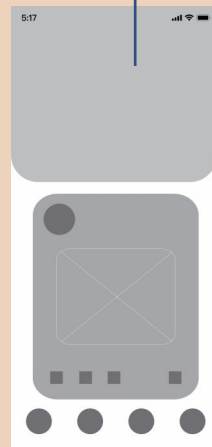
Community
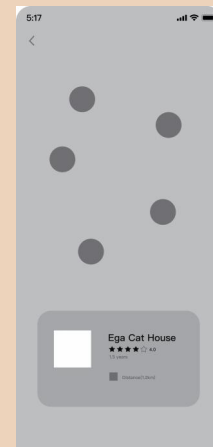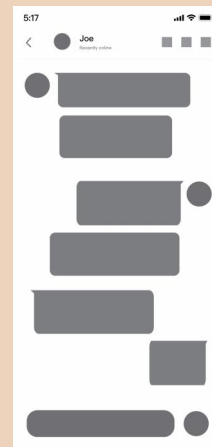
Navigation
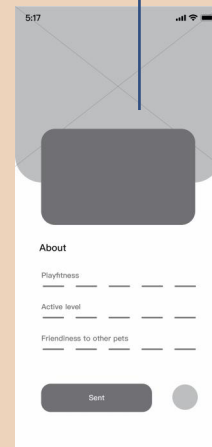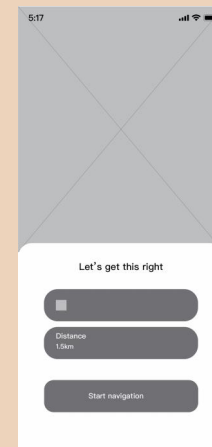
My pet
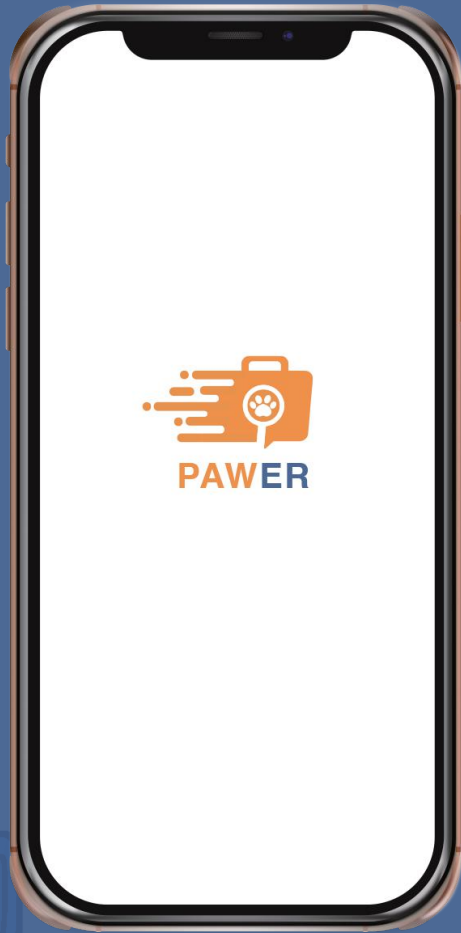
Pawer

Pawer is a pet recruitment app for young people aged between 25 and 30 who live alone and cannot take care of their pets because they are at work.

The hope is to help these pets grow up healthfully at the same time, reduce the pet owners because of the pets left alone at home caused by some unnecessary costs.

Design element

Colors

Because the target group of the project is young, I chose a bright color in the APP interface.

| #013853 | #19447B | #47647D | #DBA14C | #ECD1A8 | #E9443A |

Icons
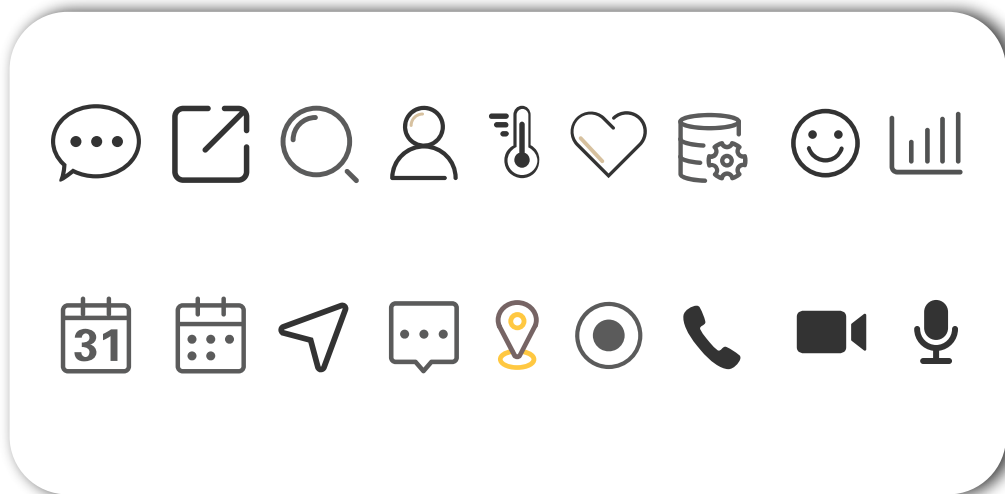
Font specification

ENGLISH FONT

PAWER

FONT： PINGFANG

medium/semibold

Illustrtion design
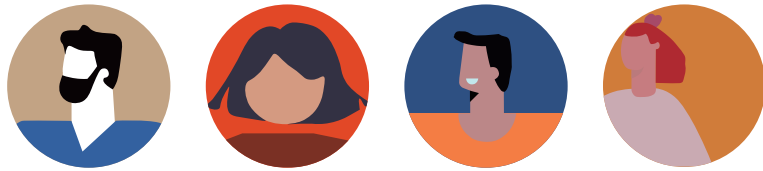
Logo design
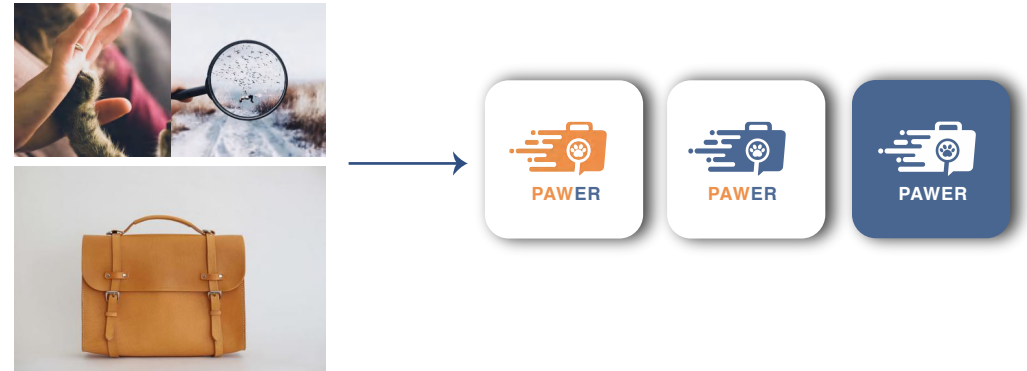
The inspiration for the logo is a combination of a briefcase, a magnifying glass and an animal's foot, hoping to express the type of app -- finding jobs for pets
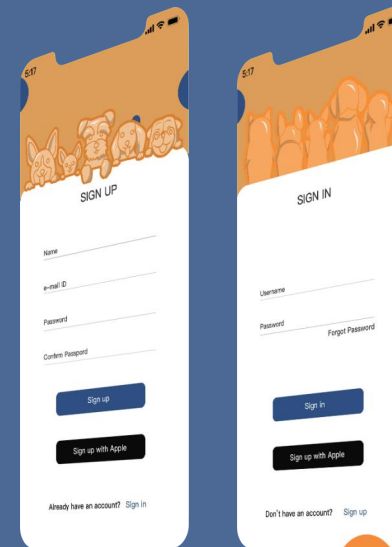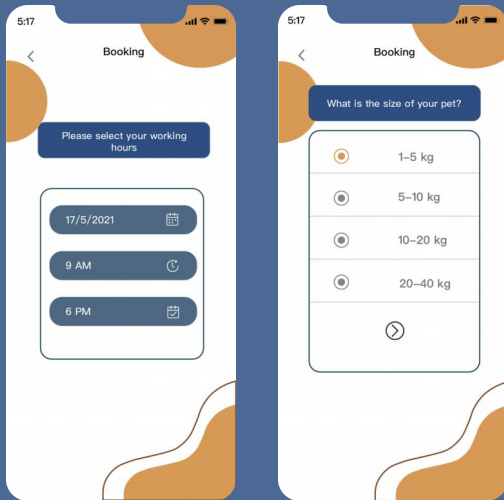
Sketch
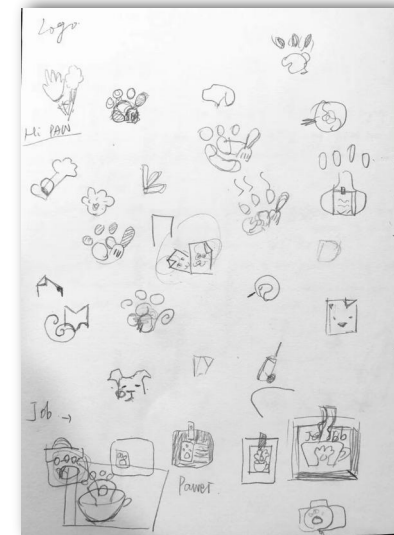
Main interface
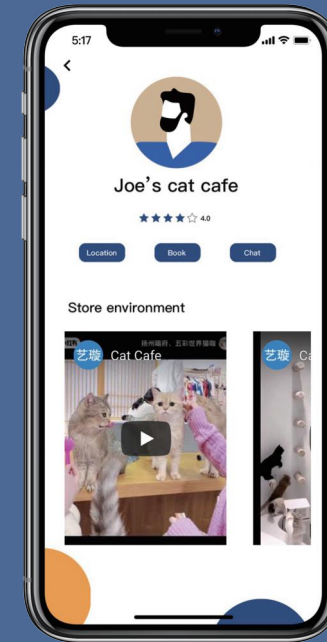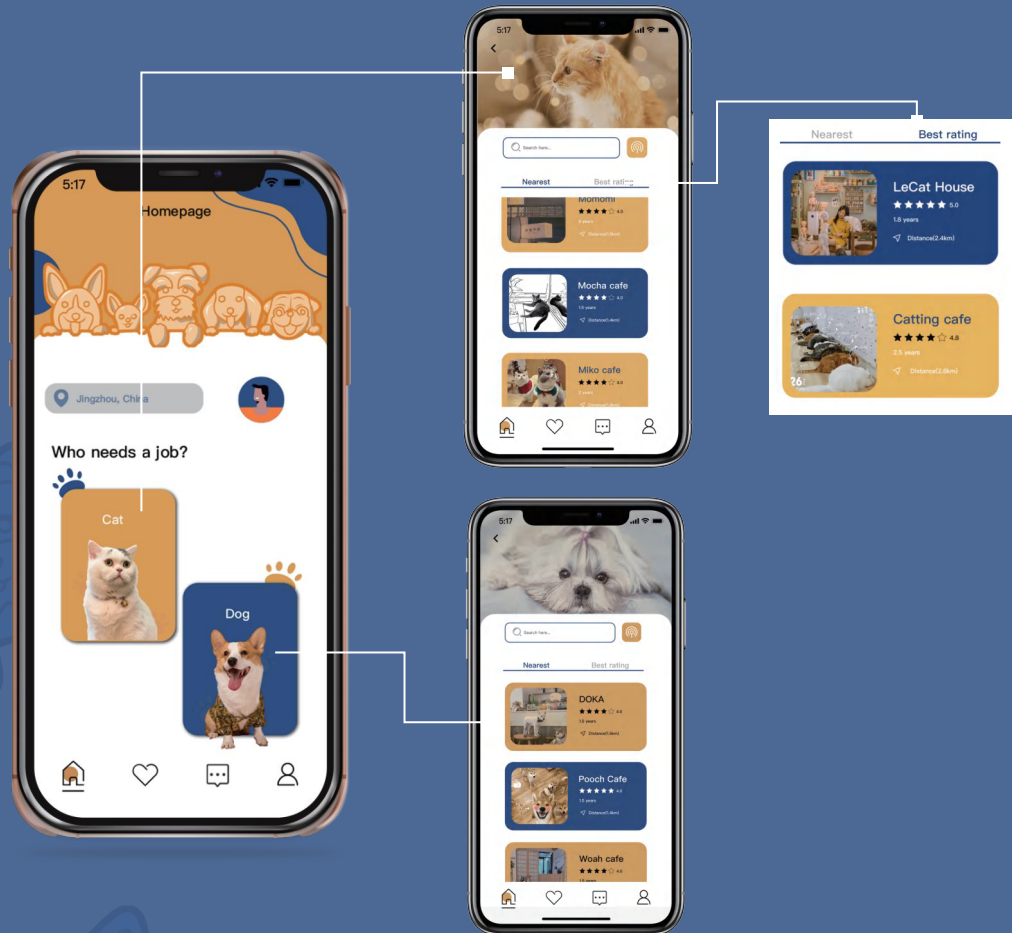
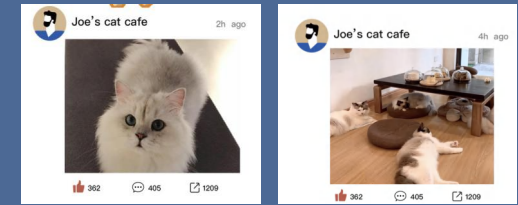Users can click to see details, learn about in-store facilities and choose a better environment for their pets
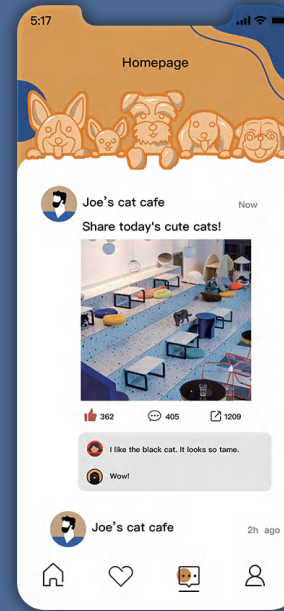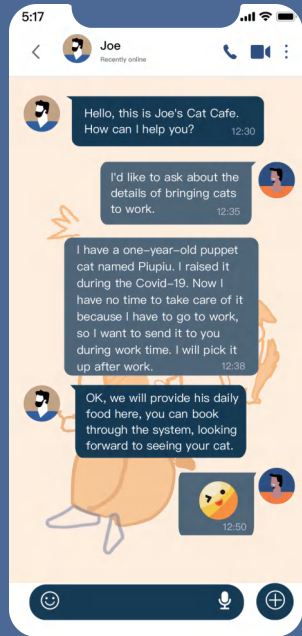
Sign in interface

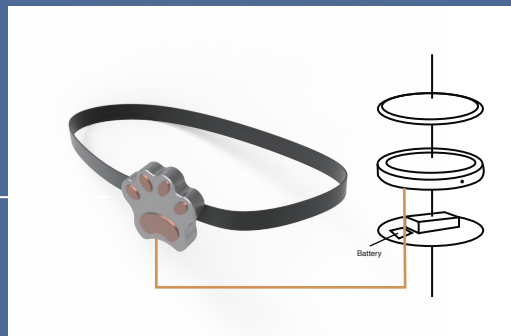When entering the homepage, users can choose the pet type, and relevant job recommendations will be presented accordingly
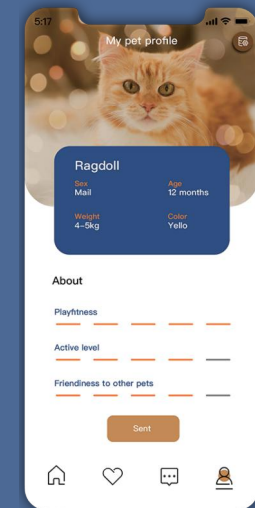
Booking interface

Users can view the shares of merchants through the community to know the latest developments of their pets

A pet detector is designed so that owners can better understand the current health status of their pets.

Health

Pet file

Interface display