Happy National Pet Week!

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Meet Coco

Female

Black lab

8 years old

Loves:
- rolling in grass
- hiking
- eating peanut butter
- cuddling with cats

Has been adopted by 3 families throughout her life
Coco’s Story

Born & taken to a shelter.

Adopted after 1 month, but too much energy gets Coco into trouble... returned.

Coco is in the shelter for 9 months.

Adopted, but doesn’t meet owners expectations... returned.

She remains in the shelter for 14 months.

Adopted!
The Problem

6.5 million animals enter U.S. shelters each year

3.2 million shelter animals are adopted

1 million households rehome adopted animals
The Problem

1 million households rehome adopted animals

How can we reduce rehoming rates?
Approach

We considered two possible solution spaces

**Pre Adoption**

- Match right pets to the right people
- Set expectations of new owners

**Post Adoption**

- Adjust expectations of new owners
- Help train inexperienced owners
- Normalize behavioral struggles
The Solution

Acclimatization

PetSetGo!

Behaviour Analysis

Curated Content
User Research

Generative Research

Research Questions

- What are the major pain points and stressors in the post-pet adoption lifecycle?
- Where in this lifecycle would a tech intervention have the highest value?

Methods

- Semi-structured qualitative interviews
- Survey
- Competitive Analysis

Insights

- The first 2 to 4 weeks in the new home is the most crucial to forming a strong bond with the pet.
- Narrowed the scope of our project to cater to dogs as behaviors of different species of pets cannot be generalized.
Emergent Themes

Acclimatization

Curated Content

Behaviour Analysis
User Research

Formative Research

Research Questions
- How is the app helping strengthen the human-pet bond?
- How do we maximize the human-pet engagement through the app?
- What keeps the user motivated to return to the app?

Methods
- Usability testing with RITE
- Cognitive task analysis interviews
- Diary study

Insights
- Reinforced the need for our app.
- Helped validate our hypothesis about the solution to the post-adoption problem.
Demo

PetSetGo!
Pet Set Go’s Value

Pet Set Go! offers:

- Weekly goals and recommended activities
- Organized information
- Ability to track my pet’s behavior over time
- A personal space for memories with my pet

This has helped me

- **Acclimatize** my pet into our home
- Get all the necessary **training** I need
- Understand and respect my pet’s **behavior**
- And create a **bond** with would last forever
Questions?

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QUESTIONS?
Appendix
Project Challenges

- Each dog has its own unique personality (and age) that makes tailoring the content for the recommendation engine challenging.
- Classification of the activities and creating the right categories (taxonomy) was a challenge as we want them to be intuitive for the users.
- Finding the right people to interview (rehomers).
- Building a repository of activities for pets to try and cater to a broad user base.
Future Enhancements

- Responsibly use data across users to establish baselines that help users understand their pets' behaviour.
- Incorporate NLP and more advanced ML techniques to parse in journal content and improve the recommendation process.
- Extend functionality to pre-adoption to help pet seekers meet the right pet (and set the right expectations).