

aishwarya likhite

SCAN BODDY



2312085

BRIEF



SCANBUDDY: Improving Stray Dog Welfare in India through Community Care and QR Codes

This project focuses on a challenge close to my heart: the welfare of stray dogs in India. Despite ongoing efforts, we still need better ways to involve communities in caring for these animals. The sheer number of these animals on the streets is staggering, and the issues they face – from malnutrition to disease – are heartbreaking. But I'm also inspired by the countless individuals and organisations who work tirelessly to help these dogs. That's where my idea comes in – a mobile app using QR codes to create accessible dog profiles with vital information like health records and feeding schedules. This area of research is significant because it combines the use of technology, community involvement, and animal welfare, offering a different approach to an ongoing social issue. By creating a system that's both user-friendly and scalable, this project aims to make a meaningful impact on the lives of stray dogs in India, while inculcating a culture of care and responsibility within the community.

The main audience is anyone and everyone who loves dogs, which specifically includes animal welfare groups, community members, and tech developers interested in social good. This project builds on my passion for user-centred design and community-driven solutions, exploring how technology can address real-world problems practically.

The key question I'm investigating is:

How can mobile technology improve the health and security of stray dogs in India by providing communities with accessible tools for care and monitoring?

This project examines how QR codes integrated into a mobile platform can provide vital information and encourage collective responsibility. The focus may evolve, but it will remain grounded in enhancing dogs' lives through innovative, community-driven approaches. The primary aim is to create a user-friendly platform that makes it easy for people to access and share essential information about stray dogs. In the field of UX/UI design, I believe technology should be intuitive, inclusive, and capable of driving social change. This project tests whether a well-designed, community-focused app can significantly improve a stray dog's life.

To explore how mobile technology can enhance stray dog welfare, this project will combine qualitative and quantitative research methods. The objectives are to identify user needs, assess technological feasibility, and design an intuitive, community-focused app. I'll be interviewing users, surveying community members and animal welfare organisations, and analysing existing technologies. I'll also dive into relevant design trends, UX/UI design principles, and case studies of similar initiatives. It's a comprehensive approach to make sure I am developing something truly effective and impactful. At its core, this project is about finding innovative, community-driven ways to make life better for stray dogs. It's exciting to think about how something as simple as a QR code could be part of a larger solution to help our furry friends. And it's not just about the dogs - it's about bringing people together and fostering a sense of responsibility for the animals in their community.

I'm also considering the broader implications of this technology. Could it be used to track vaccination campaigns? Might it help reunite lost pets with their owners? Could it be a valuable tool for animal population management? These are just some of the questions that keep me excited about the project's potential.

SCANBUDDY will not only improve the lives of stray dogs but also change how people perceive and interact with these animals. By making it easier for individuals to engage in animal welfare, we might just create a ripple effect of compassion and care that extends far beyond the initial scope of the project.

RESEARCH AND ANALYSIS



Background



In the busy streets of India, stray dogs are a familiar sight. They're not just animals—they're part of the community. People know them, feed them scraps, and sometimes even give them a name. But despite the everyday acts of kindness, these dogs still have a tough life. They sleep on the streets, scavenge for food, and face the dangers of traffic and disease.



Personal Experience



Take Brownie, for example. He's a friendly stray that everyone in the neighborhood knows. He's always wagging his tail, hoping for a treat or a pat on the head. But he's also underweight, and you can see he's struggling with an old injury. A few people have tried to help, but there's only so much they can do on their own. Brownie's story is just one of many.

The problem is, a lot of people want to help these dogs, but it's hard to know where to start. Sure, feeding a dog once in a while is great, but what about tomorrow? What if the dog is sick or needs a vaccine? There's no easy way to keep track, and that's where the idea for a more organized approach came in.

Current Scenario

Growing stray dog problem is evidence that the sterilisation programme has failed

The only long-term solution is to implement strict pet ownership laws, prohibit people from carelessly feeding dogs everywhere, and set up facilities to house dogs.



India has a brutal plan to deal with its stray dogs problem

A growing stray dog problem in India's southern states of Kerala and Tamil Nadu has inspired extreme measures - and tragic results. Ashi and Lakshman Kuchi report.



AnuMeena Care Foundation
1,906 followers



At present, there are over 10 million stray dogs in the country, By this year, the number is expected to shoot 30 million. India's population is 35 million.

people who lack exposure to animals tend to be scared of stray dogs. To overcome this fear, parents must educate themselves and their children about treating animals with kindness.

Filling The Market Gap - Combining Technology With Care And Love

What if we had a way to connect everyone who cares about these dogs? Imagine a platform where you could check on Brownie's health, see if he's been fed today, or find out if he needs a vet. It would turn all those good intentions into real, coordinated action.

This idea isn't just about using technology; it's about making sure that every stray dog, like Brownie, gets the care they deserve. It's about bringing people together to create a safer, healthier environment for these dogs and making our streets kinder for everyone.

The hope is that one day, every stray dog in India will have someone looking out for them, and the streets will be a little safer and a lot more compassionate—for both dogs and people.



Why Is This Needed?



High Stray Dog Population:

India has one of the highest stray dog populations globally, leading to challenges in care, safety, and disease control, particularly rabie



Lack of Organized Care

Many people and NGOs work to help stray, but efforts are often uncoordinated.



Community Involvement

There is a strong desire among individuals to care for stray dogs, but accessible tools and resources are needed to enable effective community participation.



Technological Solutions

Integrating technology into urban planning can offer data-driven solutions for managing stray dog populations in modern cities.

Why QR Codes And Not Gps / Chip Tracker?

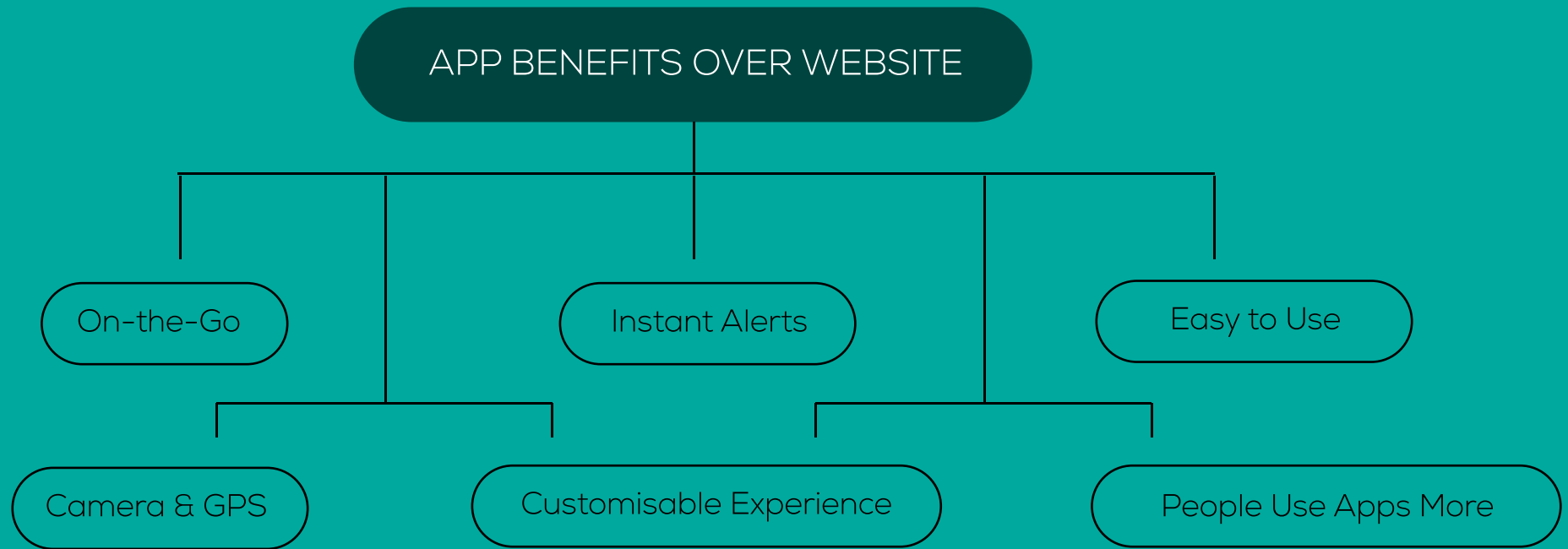
QR codes offer a highly practical, affordable, and scalable solution for managing and protecting stray dogs in India. Unlike GPS trackers or microchips, which require significant investment in both devices and infrastructure, QR codes can be implemented at a fraction of the cost, making them accessible for widespread use across diverse regions. This affordability is crucial in a country like India, where the stray dog population is large, and resources for animal welfare can be limited.



They provide a perfect balance of cost-effectiveness, ease of use, low maintenance, and scalability, making them the most practical option in a country with diverse needs and limited resources. By leveraging this technology, India can take significant strides in improving the welfare of its stray dog population.

Why App

This idea is app-first because it fits perfectly with how people use their phones—making dog care easy, convenient, and fun, right in the palm of their hand.



User Testing - Interview Questions

How Often Do You Encounter Stray Dogs In Your Daily Life?

Have You Ever Tried To Help Or Care For Stray Dogs? How?

Have You Ever Faced Challenges In Tracking Whether A Stray Dog Has Been Vaccinated Or Fed?

How Would You Feel About Using An App That Tracks The Health And Care Of Stray Dogs?

Have You Ever Tried To Help Or Care For Stray Dogs? How?

Have You Ever Tried To Help Or Care For Stray Dogs? How?

User Testing - Interview Summary 1



Aryan Likhite , 26 Yrs

Aryan, often encounters stray dogs in his neighborhood. He has a soft spot for them and tries to help whenever possible, but faces several challenges.

Challenges:

He mentions that identifying whether a stray dog is already fed, vaccinated, or in need of medical attention is a major challenge. He has tried to help but often feels unsure if he is repeating efforts or missing critical health issues. Aryan also worries about the safety of stray dogs, especially near busy roads, and wishes there was a way to monitor their well-being more effectively.

He is aware of local community groups that share information about stray dogs, but finds them unorganized and difficult to use consistently. He has not found any app that provides a comprehensive solution to track and manage stray dog care.

User Testing - Interview Summary 2



Kiran Pagar , 30 Yrs

Kiran, a 30-year-old resident in Bangalore, frequently encounters stray dogs. She feels a strong sense of responsibility towards them and tries to help whenever possible, but she faces several challenges.

Challeneges:

She finds it challenging to provide consistent care for stray dogs due to a lack of reliable information. She struggles with knowing if a dog has already been fed, vaccinated, or requires medical attention. Additionally, Kiran feels overwhelmed by the sheer number of stray dogs in her area and wishes there was a more efficient way to manage their care. The lack of coordination among community members also makes it difficult to ensure that the dogs receive the attention they need without duplication of efforts.

User Testing – Interview Take Aways

1. Need for Reliable and Up-to-Date Information
2. Safety Concerns for Stray Dogs
3. Challenges with Managing Multiple Stray Dogs
4. Desire for Community Coordination
5. Emotional Connection and Motivation



User Testing - Survey

Do you currently interact with stray dogs?

- Yes
- No

How do you interact with them?

- Feeding
- Providing medical care
- Volunteering at shelters
- Adoption
- Reporting stray dogs to authorities

What information would be most helpful to you when caring for stray dogs?

- Health records and vaccination status
- Feeding schedules and nutritional needs
- Medical history and current treatments
- Behavior and temperament
- Adoption availability and process

How likely are you to use an app to coordinate the care of stray dogs?

- Very likely
- Likely
- Neutral
- Unlikely

Which of the following features would you find useful in an app for stray dog care?

- Dog profile management
- Health and wellness tracking
- Feeding and care coordination
- Community challenges and rewards
- Adoption platform with virtual interaction
- Safety zone mapping and alerts

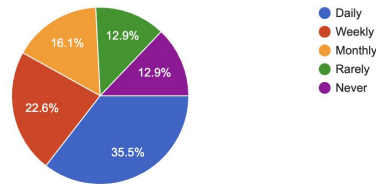
What challenges do you face when caring for stray dogs?

- Lack of information about health and vaccination
- Difficulty in coordinating care with others
- Limited resources for feeding and medical care
- Safety concerns for the dogs and community
- Finding and adopting stray dogs
- Other...

User Testing - Responses

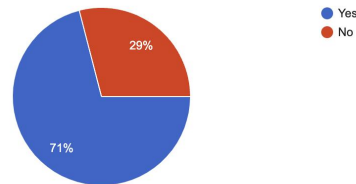
If yes, how frequently do you interact with stray dogs?

31 responses



Do you currently interact with stray dogs?

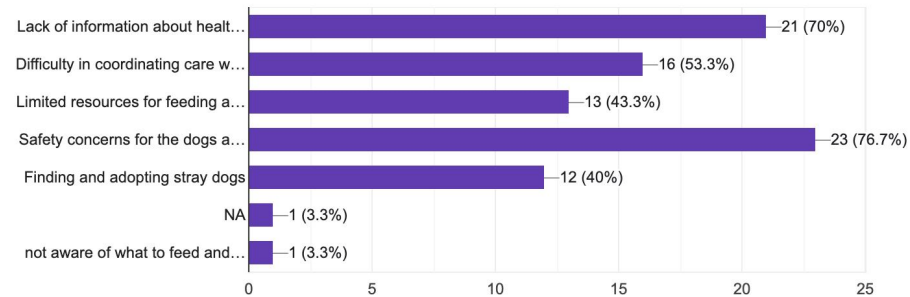
31 responses



What challenges do you face when caring for stray dogs?

30 responses

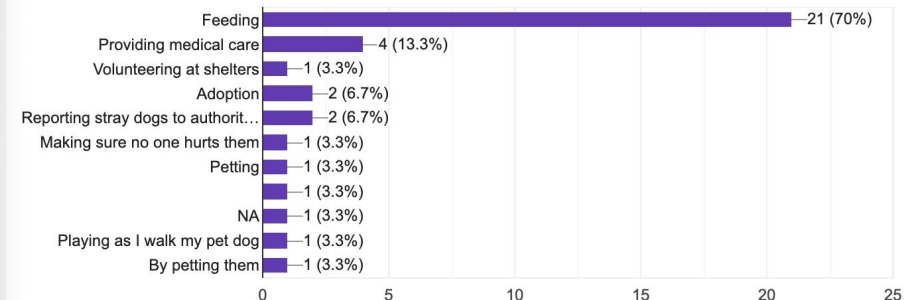
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How do you interact with them?

30 responses

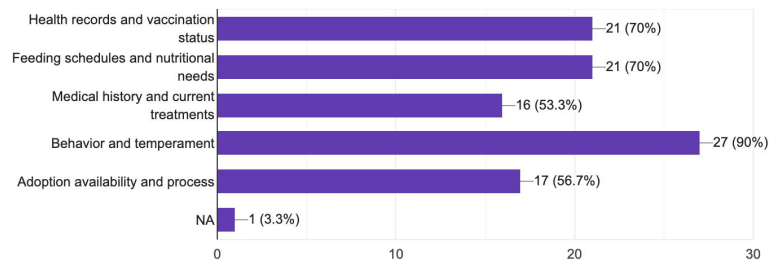
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What information would be most helpful to you when caring for stray dogs?

30 responses

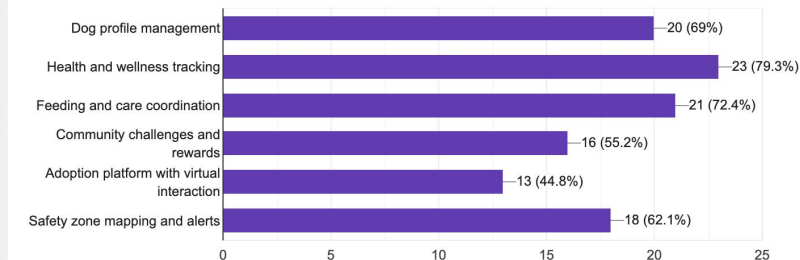
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Which of the following features would you find useful in an app for stray dog care?

29 responses

Copy



User Testing - Responses

What additional features or services would you like to see in an app for stray dog care?

11 responses

Connecting to other people who are interested to care for the stray dogs so when one cannot care for it, another person can help.

Funding and donations, emergency alerts (lost and found), multilingual support

Tracking the dog or checking if the dog has undergone any treatment recently

NA

Safe houses or shelters for them in bad weather. How to handle dogs when they suffer heat strokes.

Demographics and vaccinations with current vet

- the area in which the dog usually resides. - No. of stray dogs in each area.

Dog shelter scan

Finding someone else who can come and collect the dog to give free medicines when i just msg

Do you have any concerns or considerations regarding the use of such an app?

9 responses

No one should use that for pets and kidnap them to earn money.

Nope

I think the app will be very useful in countries where we can see many stray dogs, stranded and alone. There are people and organizations willing to help but sometimes it's hard to track so I think this app will be useful to do so!

Privacy and security, community building

No

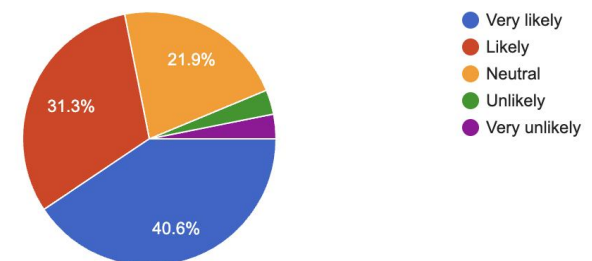
NA

No concerns just regular updates

None

How likely are you to use an app to coordinate the care of stray dogs?

32 responses



User Testing - Survey Keytakeaways

1. High Interaction with Stray Dogs
2. Lack of Reliable Information
3. Safety Concerns
4. Desire for Better Coordination from the people taking care of the dog
5. Want an app that is straightforward, user-friendly, and not burdensome to maintain
6. Strong emotional connection to stray dogs among respondents
7. Most respondents are comfortable using technology, some expressed concerns about the potential complexity of the app
8. Respondents showed interest in potential features like health tracking, feeding reminders, and safety alerts.

User Persona 1

Rahul Satardekar



AGE 35
EDUCATION Masters in Com Sci
STATUS Committed
OCCUPATION Software Developer
LOCATION Mumbai

Personality

Emphatetic tech-saavy
organised
driven by purpose
Pet friendly

Bio

Rahul is a 28-year-old software developer living in a bustling suburb of Mumbai. He works long hours at a tech company but is passionate about animal welfare, particularly when it comes to stray dogs. Having grown up in a neighborhood where stray dogs are common, Rahul has always felt a connection to these animals and tries to do his part to help them. He often feeds the strays in his area and has even rescued a few dogs that were injured or in poor health.

Motivations:

- Care for Stray Dogs: Rahul is driven by a strong sense of responsibility to improve the lives of stray dogs in his neighborhood.
- Tech-Savvy Solutions: As a software developer, Rahul is always looking for innovative ways to leverage technology for social good.
- Community Involvement: Rahul enjoys being part of a community that shares his values, and he believes in collective efforts to bring about change.

Challenges

- ♥ **Lack of Organization:** Rahul finds it difficult to keep track of which dogs have been fed, vaccinated, or need medical attention. He wishes there was a more organized way to manage this information.
- ♥ **Time Constraints:** Due to his demanding job, Rahul struggles to find the time to consistently care for the stray dogs and coordinate with others in his community.
- ♥ **Safety Concerns:** Rahul worries about the safety of stray dogs, especially in areas with heavy traffic. He wants a way to protect them from potential dangers.

Goals

- ♥ Efficient Dog Care
- ♥ Community Collaboration
- ♥ Safety Enhancements

Quote:

"Stray dogs need our help, and with the right tools, we can make a real difference in their lives without feeling overwhelmed."

User Persona 1

Pushpa Sharma



AGE 30
EDUCATION M.Ed
STATUS Single
OCCUPATION School Teacher
LOCATION Mumbai

Personality

Emphatetic tech-saavy
organised
driven by purpose
Pet friendly

Bio

Pushpa Sharma is a 34-year-old school teacher living in Jaipur. She balances her professional life with her responsibilities as a mother of two young children. Pushpa has always had a soft spot for animals, especially stray dogs, which are common in her neighborhood. Despite her busy schedule, she makes time to care for the local strays by feeding them and ensuring they're safe, often involving her children in these activities to teach them compassion.

Motivations:

- **Teaching Compassion:** Pushpa believes in instilling values of empathy and kindness in her children by involving them in caring for stray dogs.
- **Making a Difference:** She is motivated by the desire to make a tangible impact in her community, ensuring that stray dogs are cared for and safe.
- **Community Bonding:** Pushpa values the sense of community that comes from working together with her neighbors to care for stray animals.

Challenges

- ♥ **Time Constraints:** As a full-time teacher and mother, Pushpa has limited time to dedicate to stray dog care and often feels overwhelmed by the responsibility.
- ♥ **Inconsistent Information:** Pushpa finds it difficult to keep track of which dogs have been fed or need medical attention, especially when coordinating with others.
- ♥ **Safety Concerns:** She is particularly concerned about the safety of stray dogs near schools and busy streets, fearing for their well-being.

Goals

- ♥ Organized Dog Care
- ♥ Involvement of Family
- ♥ Community Collaboration

Quote:

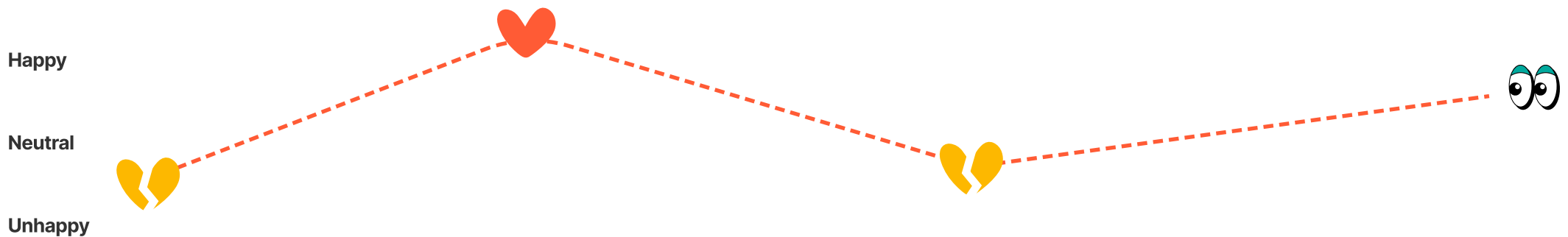
"Caring for stray dogs isn't just about feeding them; it's about teaching the next generation compassion and responsibility."

EMPATHY MAP



User Journey - Before

Awareness & Observation:	Initial Actions:	Challenges:	Seeking Solutions:
<p>Notices increasing stray dogs in her neighborhood, especially near schools and busy roads.</p> <p>Feels a strong sense of responsibility to help but is unsure how to manage effectively.</p>	<p>Begins feeding strays regularly, involving her children.</p> <p>Struggles with tracking which dogs have been fed and need medical care.</p>	<p>Overwhelmed by the time and effort required to care for multiple strays.</p> <p>Difficulty coordinating with neighbors; efforts are scattered and inefficient.</p> <p>Constant worry about the dogs' safety near traffic.</p>	<p>Desires a more organized approach to managing stray dog care.</p> <p>Considers various tools but finds them inadequate.</p> <p>Discusses the need for better coordination with neighbors.</p>



User Journey - After

Onboarding & Setup:

Pushpa downloads the app, easily setting up her profile and adding local stray dogs she cares for.

Customizes notifications to receive reminders about feeding, vaccinations, and safety alerts.

Organized Care:

Uses the app to track feeding schedules, vaccinations, and health updates for each dog.

Coordinates with neighbors through the app, ensuring all dogs are cared for without overlap.

Improved Safety:

Receives real-time alerts when stray dogs are near busy roads or in dangerous areas.

Utilizes the app's sound frequency feature to guide dogs away from traffic.

Community Engagement:

Participates in community challenges, like organizing group feeding or dog-friendly events.

Shares updates and photos, fostering a stronger community bond around stray dog care.

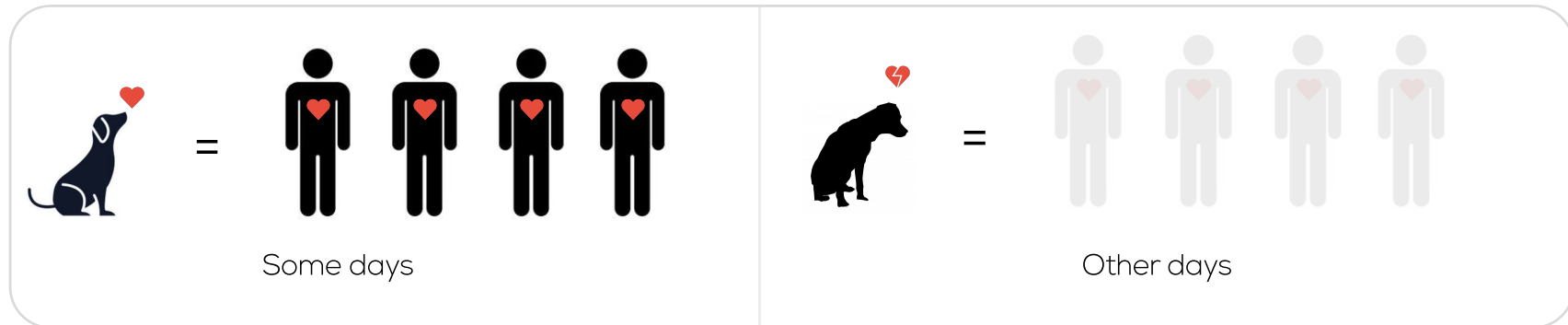
Happy

Neutral

Unhappy

PROBLEMS GATHERED FROM THE TESTING

Current scenario



Lack of information:

Caregivers and community members often lack essential information about stray dogs' health, vaccination status, and feeding schedules.



Uncoordinated care and schedules:

There is no medical knowledge and food logs for the carers to know if the dog is suffering from some allergies etc. which leads to inconsistent caring.



Lack of Community engagement:

Sometimes there are people who want to help but are unsure of what to feed and how to care and when to care. Then there are who are indifferent because there is no education and awareness.



Safety:

There are times when the strays are lost due to a number of reasons - fear, fights, municipality picking and leaving them elsewhere.

Possible Solutions - Possible App Features

Creating an app, which helps to track down and coordinate the logs and history of the streeties everyday by scanning QR code.

Dog Profiles

Detailed profiles with health records, feeding schedules, and vaccination status.

Challenges

Participate in challenges and events to engage with the community.

Feeding Tracker

Detailed profiles with health records, feeding schedules, and vaccination status.

Health Alerts

Notifications for vaccinations, treatments, and medical check-ups.

Qr code collar

System for managing ID collars and tags.

Donations & Volunteering

Options to donate or volunteer to support stray dogs.

SOS

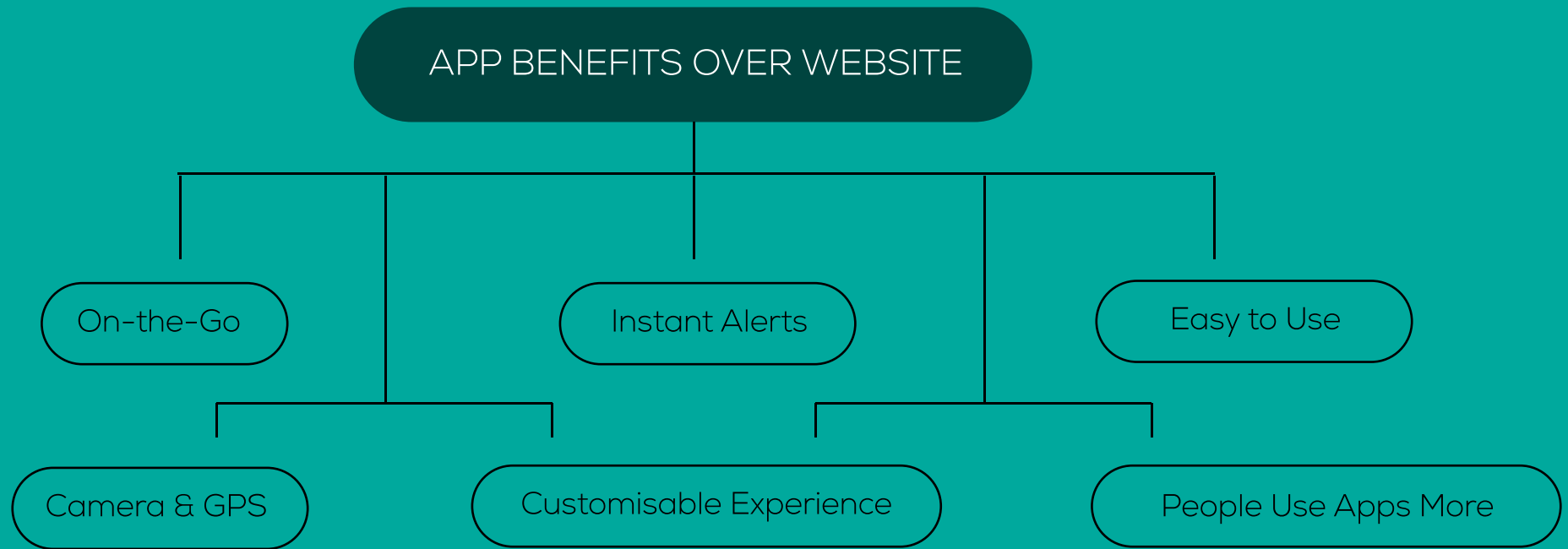
Quick reporting of injured or sick dogs to volunteers and NGOs and the people in the community and following the dog

Community engagement

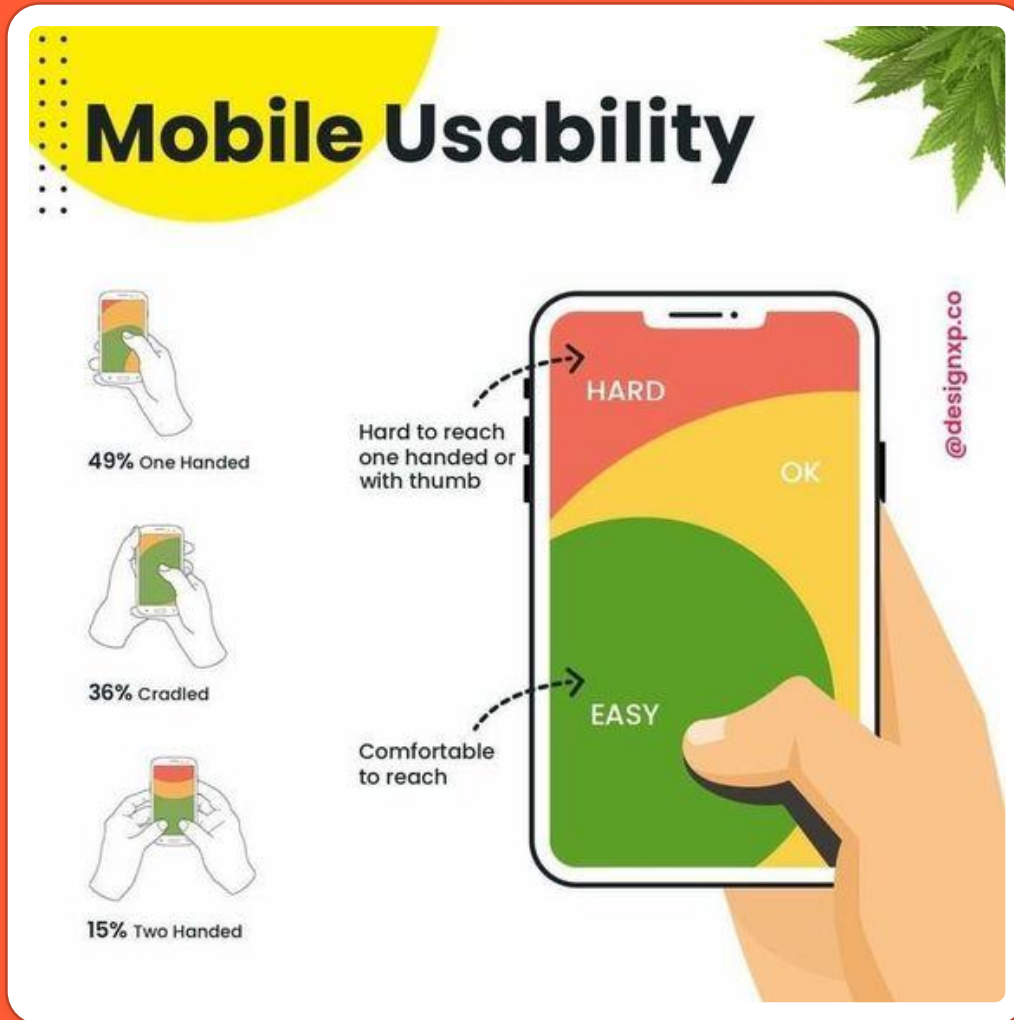
Participate and engage with the community.

Why App

This idea is app-first because it fits perfectly with how people use their phones—making dog care easy, convenient, and fun, right in the palm of their hand.



Mobile Accessibility

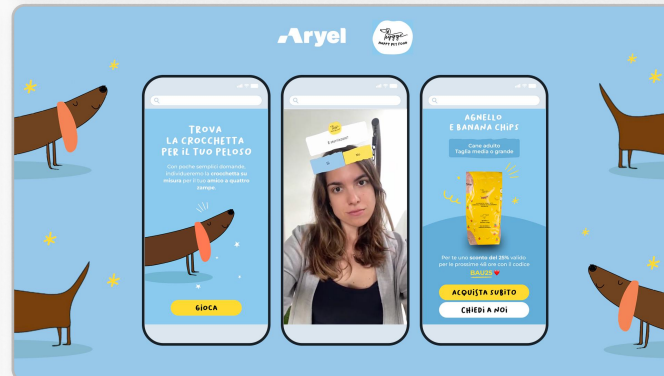
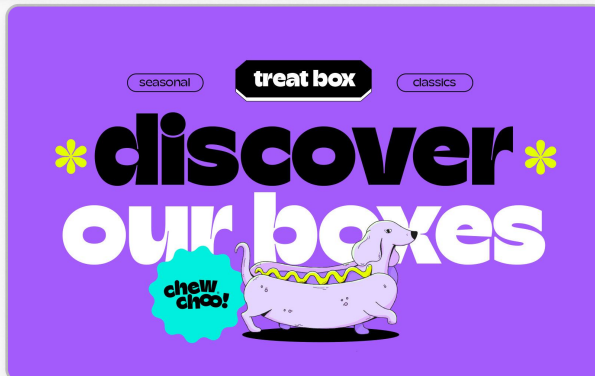
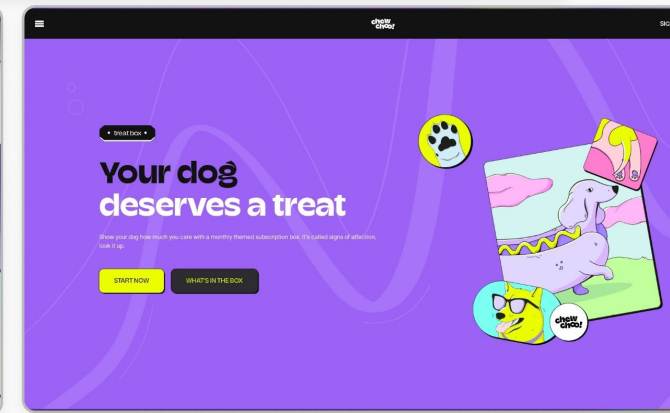
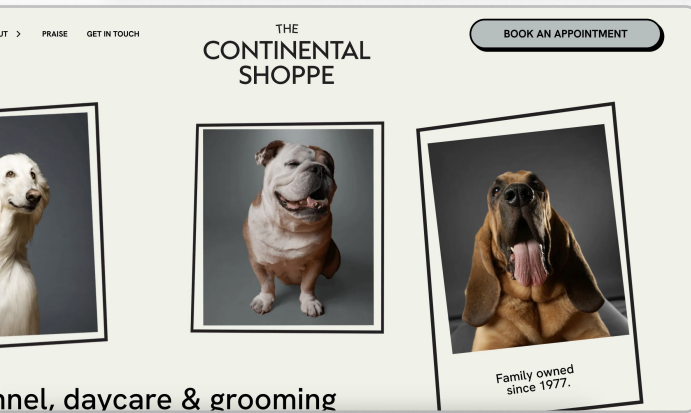
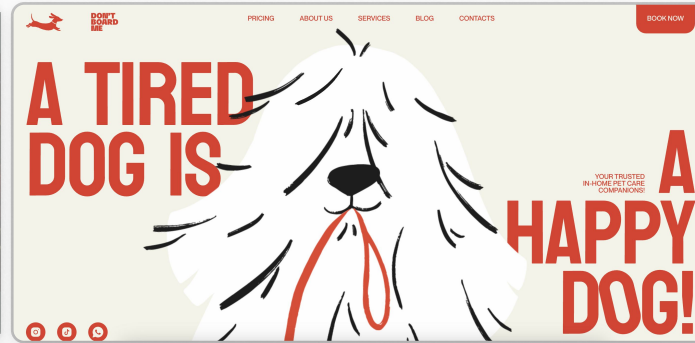


Designing mobile apps with accessibility in mind was ensuring that buttons are large enough, to be easily tapped without error. Additionally, placing key controls and actions within the "thumb zone"—the area comfortably reached by the thumb when holding the phone—enhances usability. This approach ensures users can navigate the app effortlessly with one hand, making the experience more intuitive and accessible for everyone.

EXPERIMENTATION & ENGAGING WITH PRACTICE



INSPIRATIONS



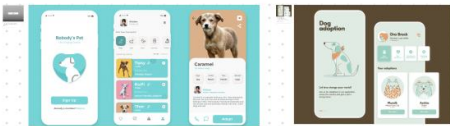
After browsing through a lot of different dog websites and apps I realised that these websites lack fun and interactivity. Some of the websites have illustrations and animations but none of them are engaging enough especially when it comes to the apps because of the restrictive area.

INSPIRATIONS

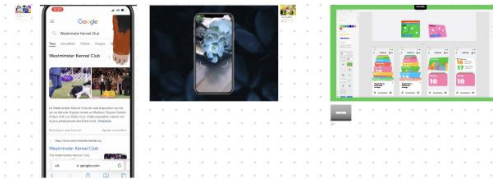
LOOK AND FEEL OF APP



FEATURES FOR WIREFRAME



Interactions



ACCESSIBILITY AND USABILITY



Did thorough research for inspiration for all the aspects. Looked across what the current market is doing and realised instantly there is a huge scope of making the app gamified so people hook on to the app



TARGET AUDIENCE:

- ❤️ Anyone and everyone who loves dogs
- ❤️ Animal volunteers - NGOs and other welfare
- ❤️ Local residents , pet owners
- ❤️ Municipalities
- ❤️ Potential adopters
- ❤️ schools / colleges

Expanding The Scope - Educational Collaboration



By pushing the app for school collaborations, the app not only addresses stray dog care but also nurtures a new generation of responsible and empathetic individuals, ultimately growing the community's commitment to animal welfare.

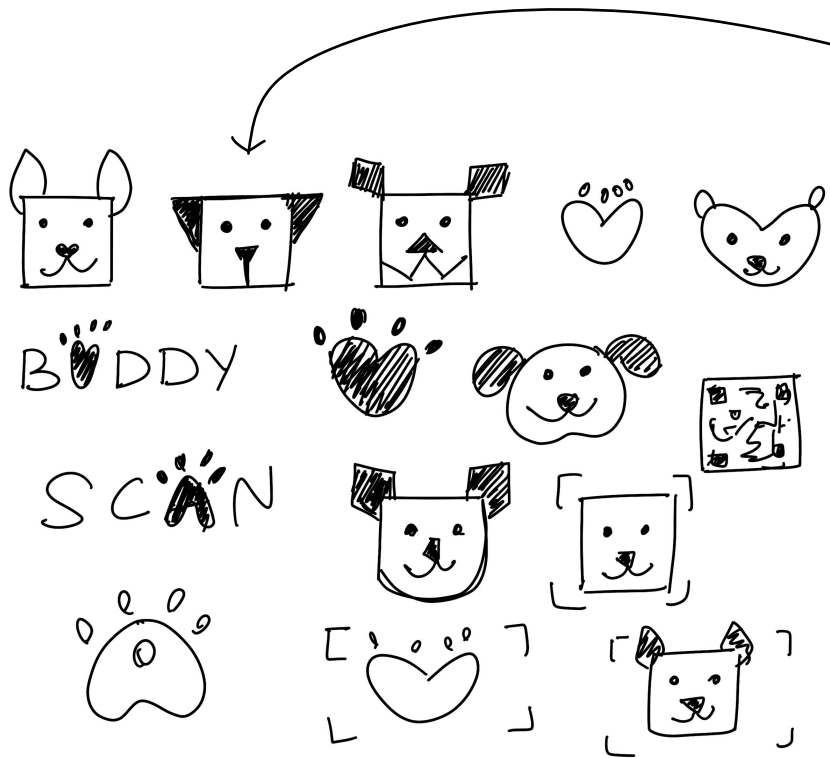
In addition to improving stray dog care, the app aims to foster a sense of responsibility and compassion among younger generations. By collaborating with schools, the app integrates educational components that teach children about caring for animals.



USER JOURNEY



Branding - Logo Explorations



Initial Sketching Ideas



inspiration



Tried this geometrical shapes for the logo, to make it look like a scanner. But , had to drop it cause the logo couldn't match the inner aesthetics. I wanted the illustrations to be fun and lively the logo being geometrical didn't flow well with the illustrations.



The name was bark or scan buddy - went ahead with scan buddy as that was the main element of the app and wanted it to be the highlight

Branding - Logo Explorations



Tried various options with different typographical styles and names

Brand Kit - Design Systems



Logo - Type

Headline Type

MONTEL

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP RR SS TT UU VV WW XX YY ZZ
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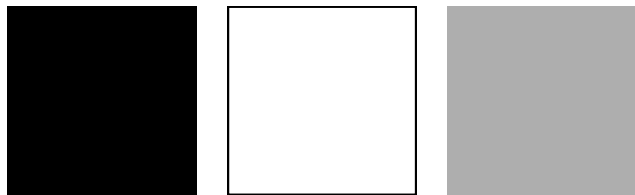
Body type

NEXA

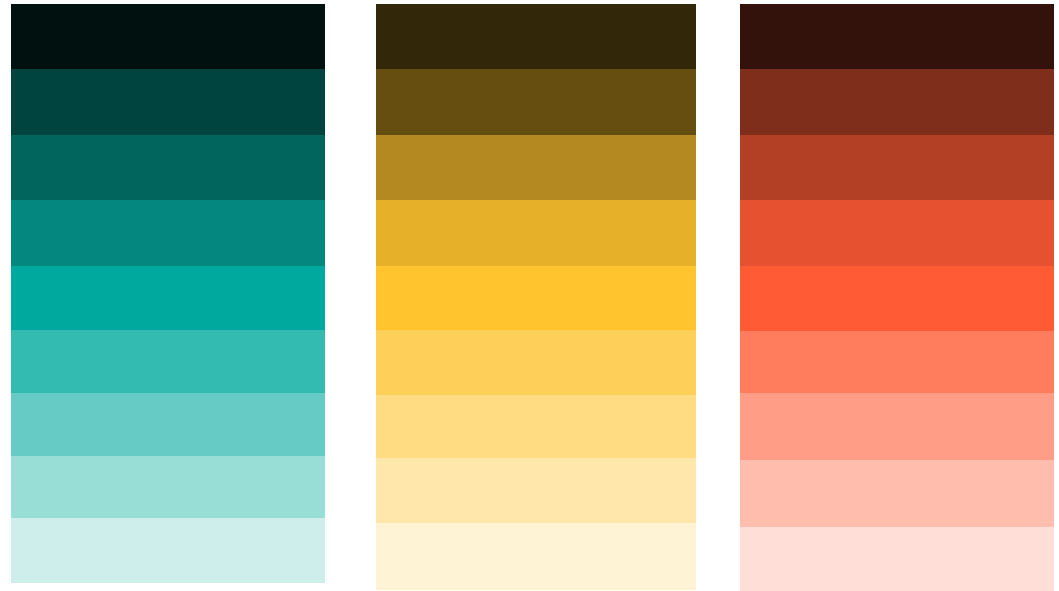
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Rr Ss Tt Uu
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Primary



Neutral



SEAN
Buddy

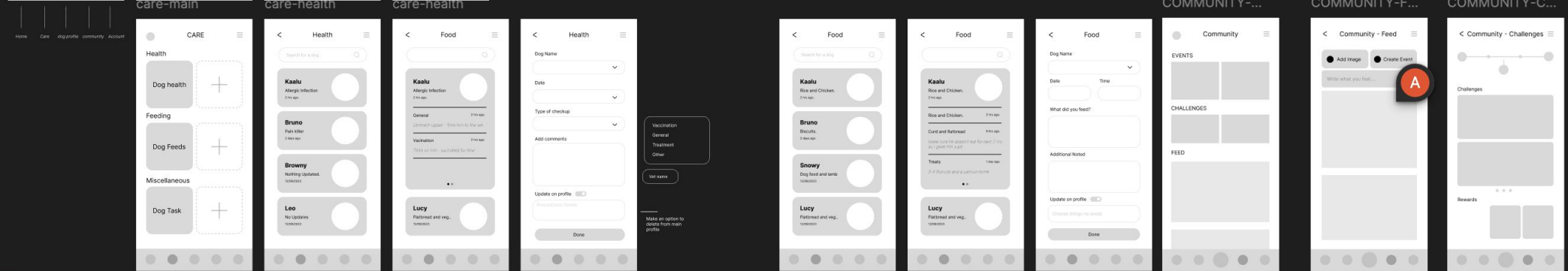
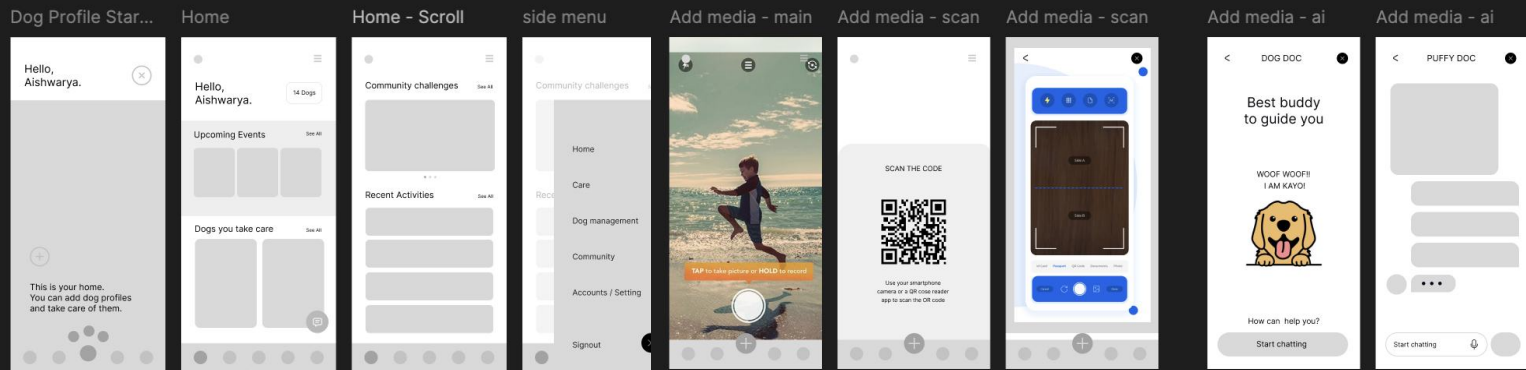
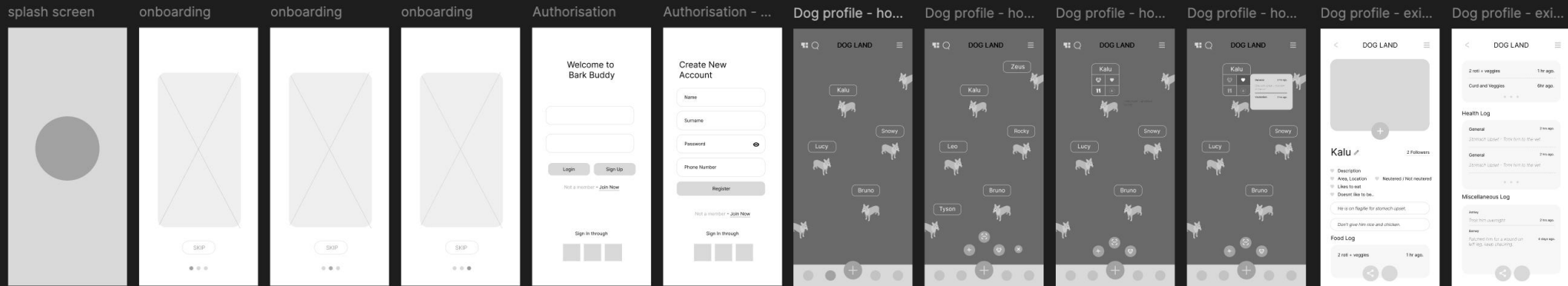
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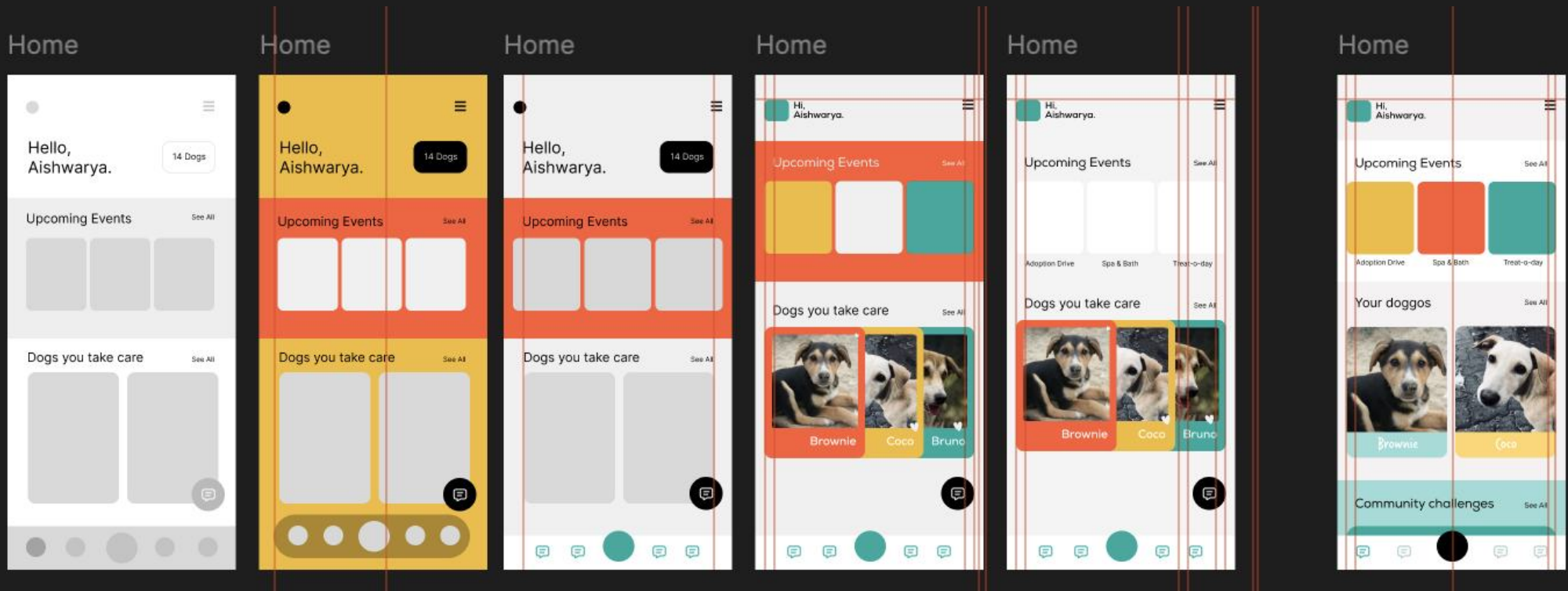
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Branding - Wireframes



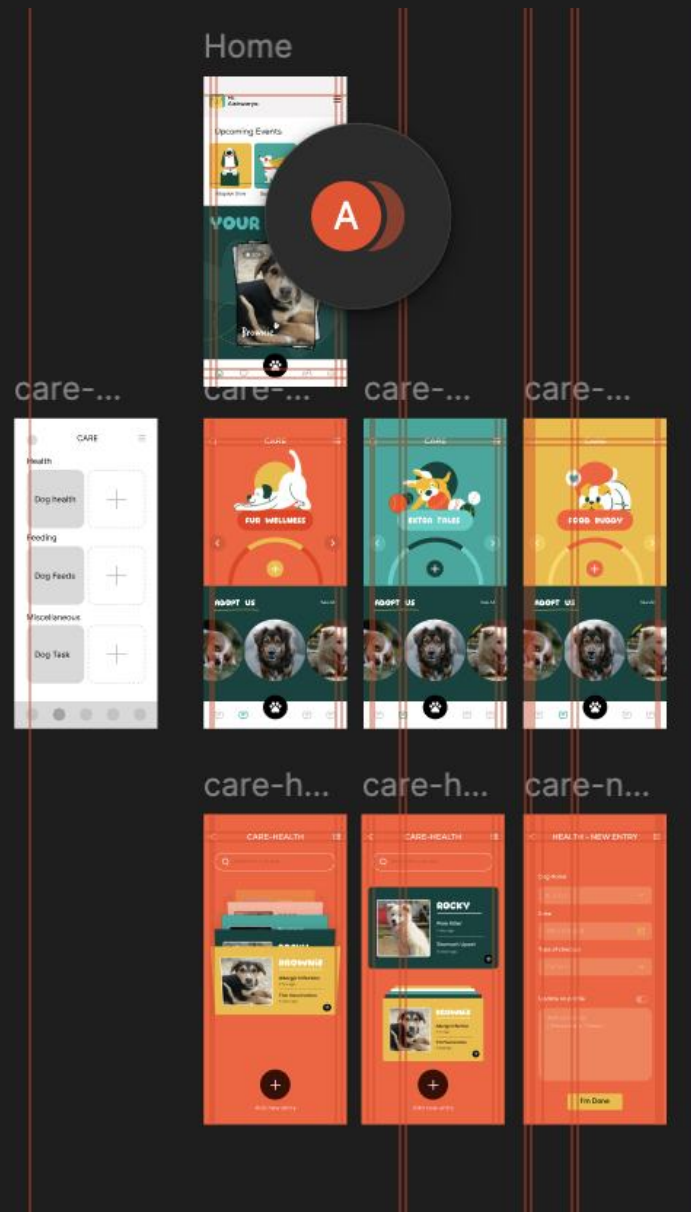
Digital Design



The first few slides took a while to get hold of the design language. A lot of trial and error with the screens with the process, even the buttons and the layout were a bit tricky at the start, but eventually I got the hold of the designs and it got easier and faster to do the rest of the slides.

Digital Design

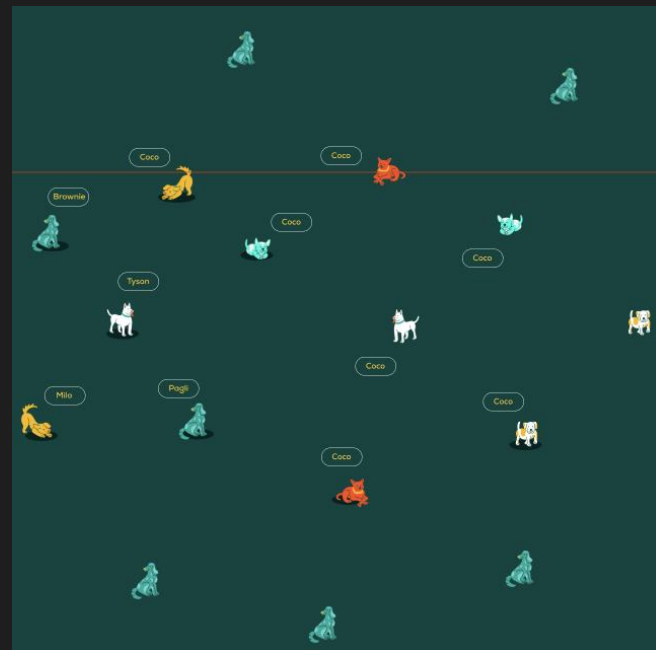
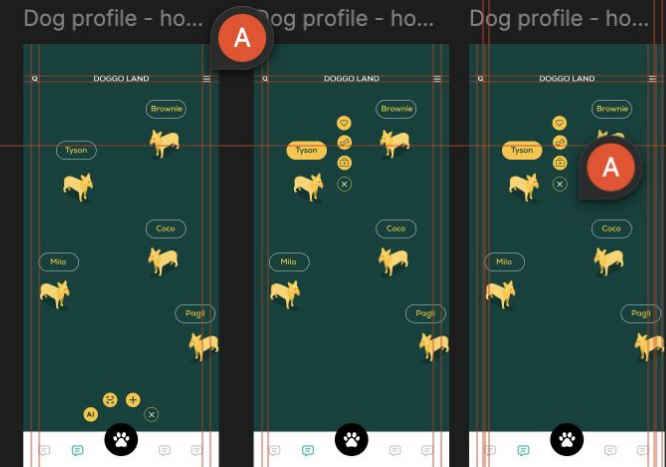
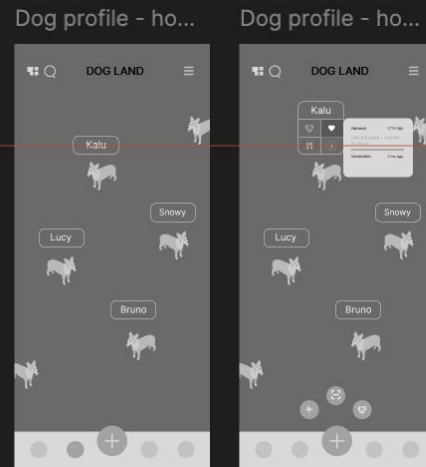
Started designing with the sections as I went through the process. Added dummy text and copy initially and commented on figma wherever I felt I had to re-look at the stuff.



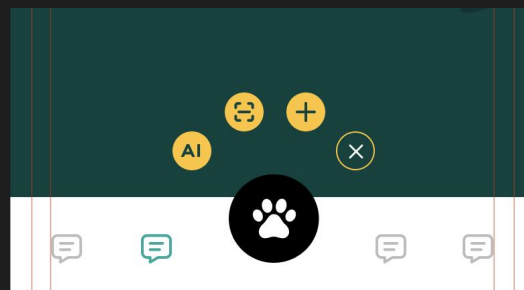
Created multiple renditions of certain pages just to choose which one worked best with the user experience.

Digital Design

Interactive map was one of the main features of the app. It made the experience gamified. The map needed a lot of illustrations and interaction like sound and movement for the audience to interact with.

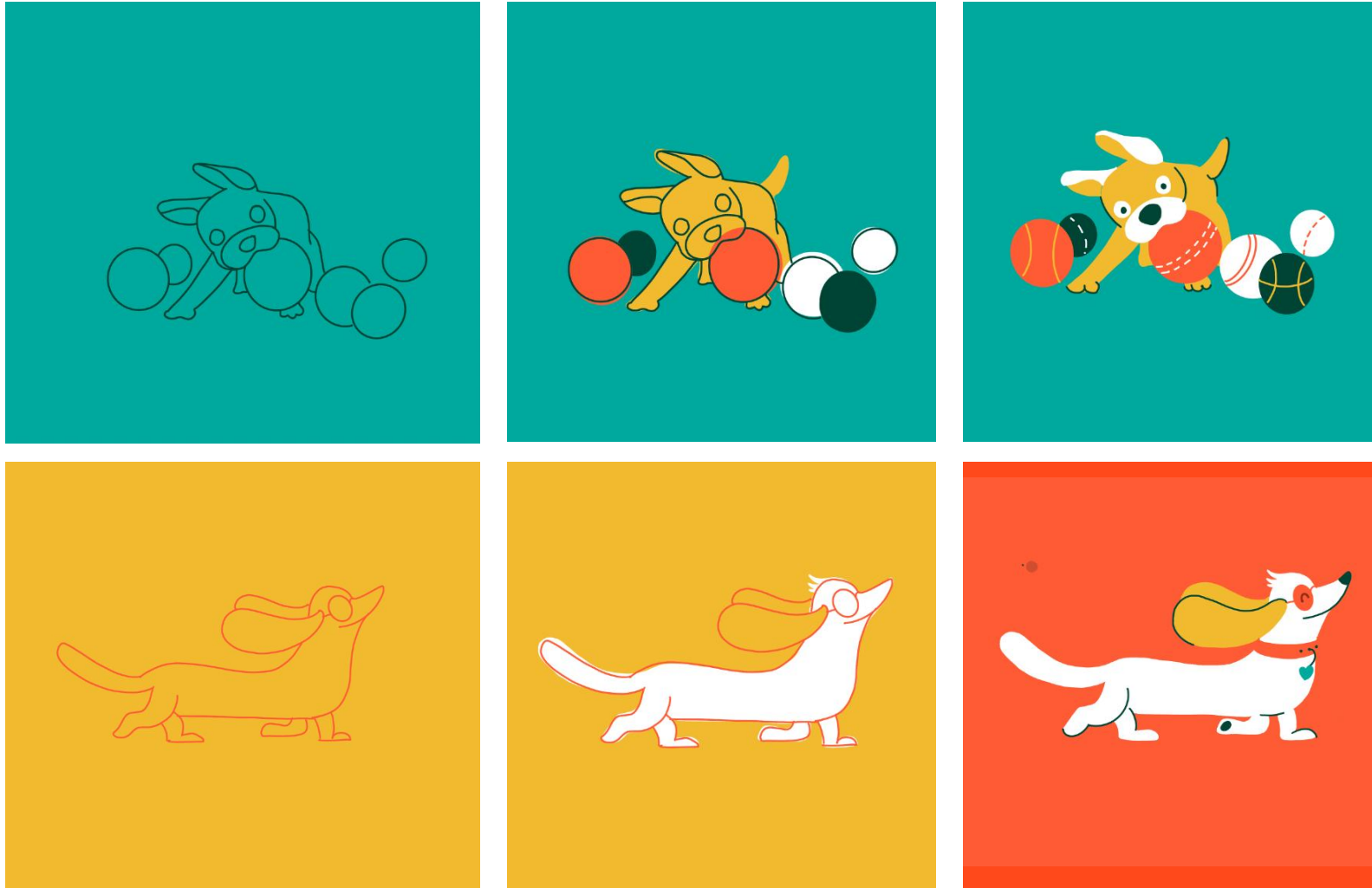


I wanted to make the dogs look more colourful so they stood out from the background illustrations. The map is like a personal town where you can see the dogs you take care of. The more dogs you follow the more dogs get added to the map.



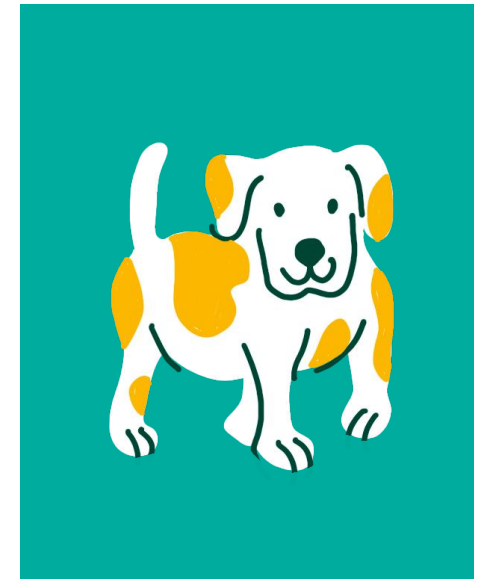
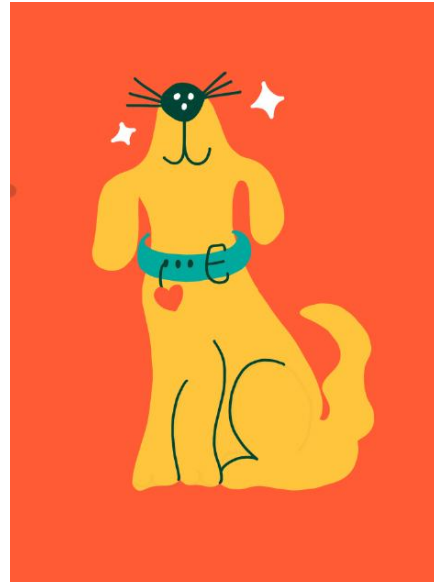
The navigation bar in dog care page gives you more options of talking to AI, Scanning the code, and adding new dog profile.

Making Illustrations - Process

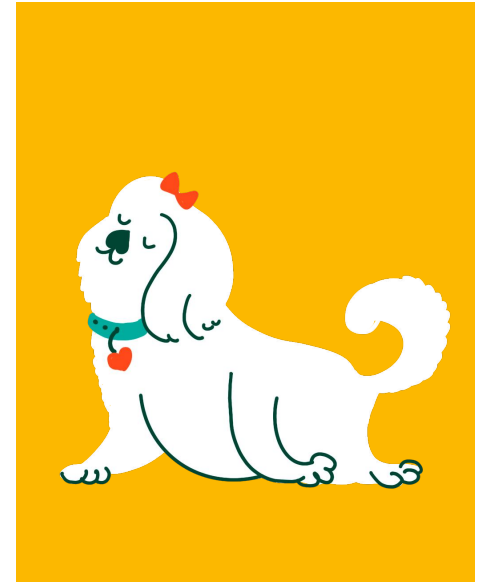
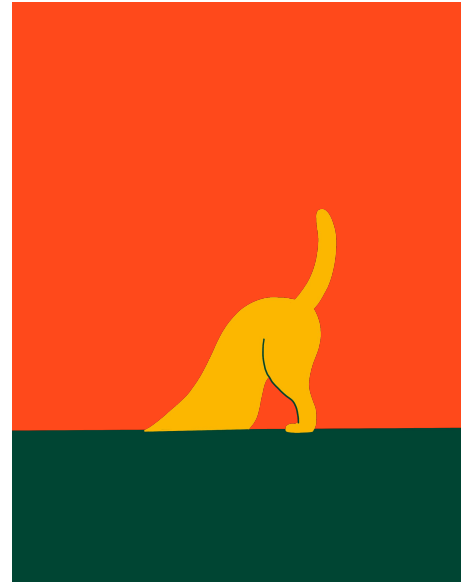


I started with line drawing on Procreate and then eventually filling the characters up with colors

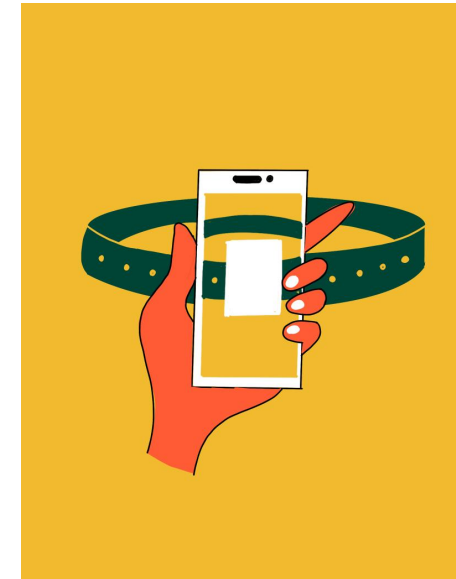
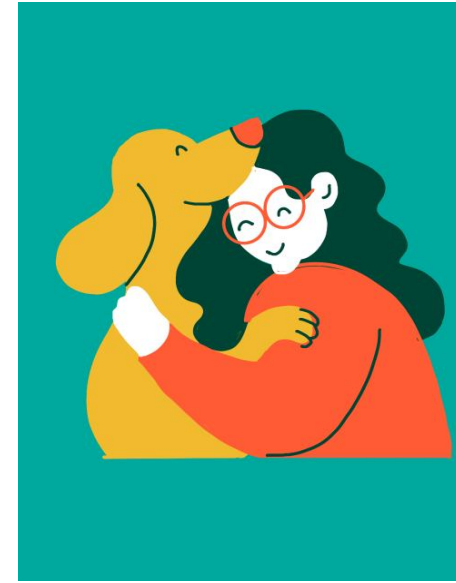
Making Illustrations - Dogs



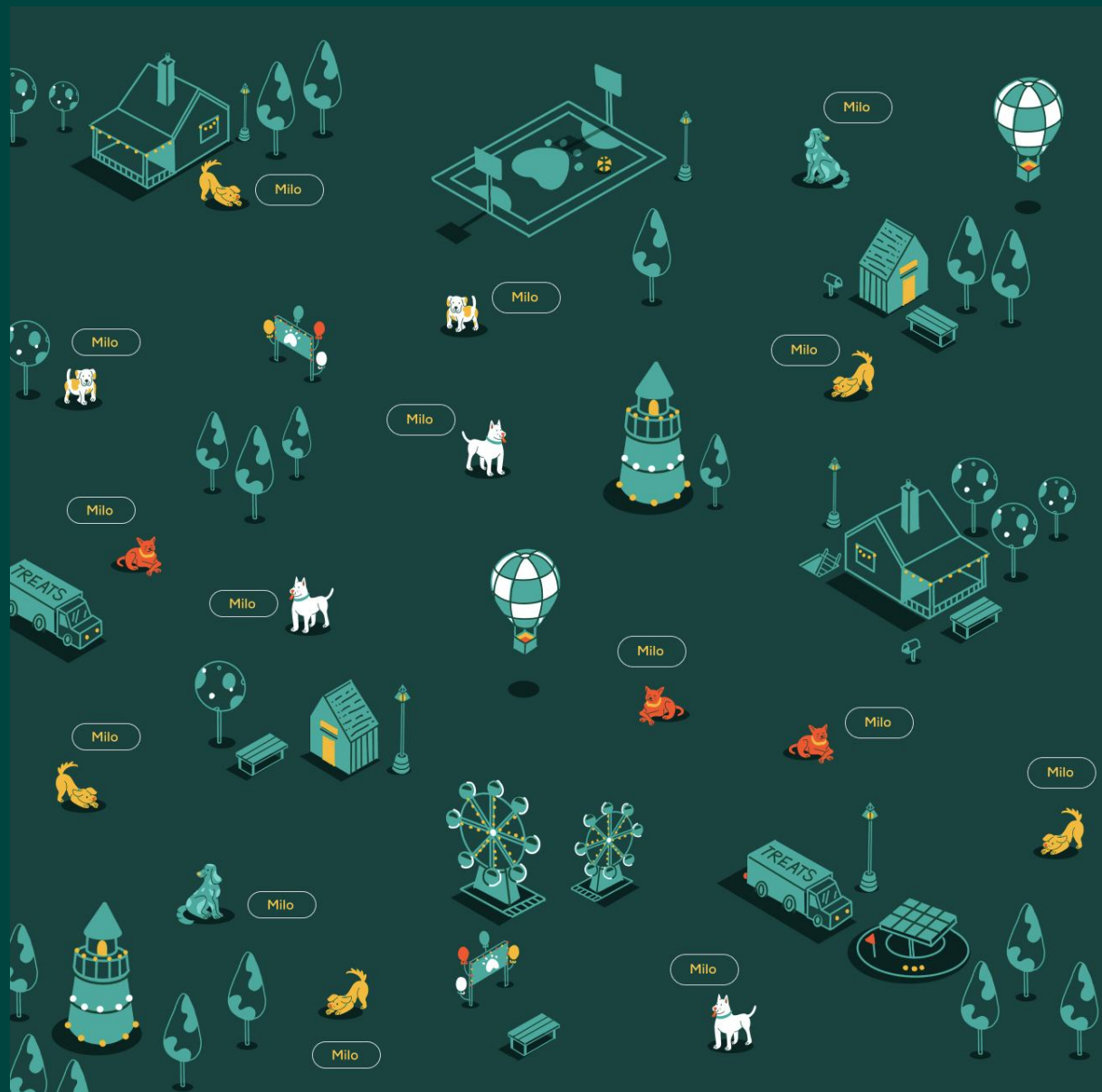
Making Illustrations - Dogs



Making Illustrations - Humans



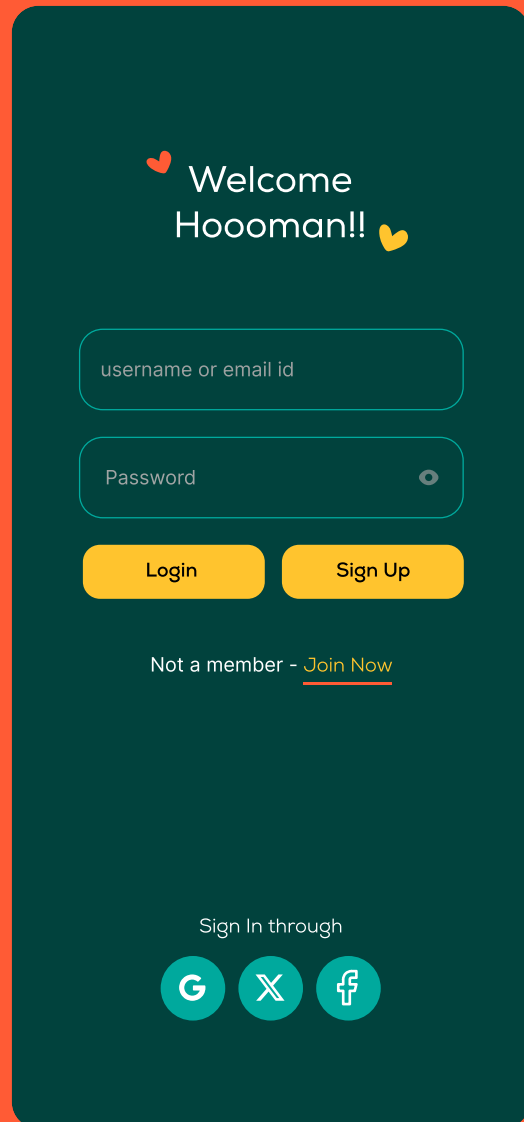
Making Illustrations – Map



Made each icons individually on procreate and combined the entire artwork to be one huge illustration of a town where you will find your dogs you take care.

I added this dark background and only made the dogs colourful so they would stand out of the rest of the illustration which is mainly tone on tone.

Privacy And Security



♥ **Protected Information:**

Requiring a login ensures that only authorized users can view and manage dog profiles, protecting sensitive data related to the care and health of the animals.

♥ **Accurate Records:**

It helps maintain accurate records of each stray dog's history, ensuring that updates are made by trusted individuals and reducing the risk of misinformation.

♥ **Verified Users:**

Sign-up and login processes verify that users are genuine, which fosters trust within the community. Users can interact with others knowing they are dealing with real, verified individuals who are committed to the well-being of stray dogs

♥ **Accountability:**

With a login system, users are accountable for their actions within the app. This discourages misuse and encourages responsible behavior, especially in collaborative efforts like feeding schedules or medical check-ups.

User Testing

After the first draft of wireframes and a couple of slides, I decided to user test the design with my fellow design mates. At this point no prototyping had been done.

Feedbacks.

1. Too many navigations could confuse the people
2. App to show that the logs are for how many time period.
3. some disagreed that navigation doesn't confuse.

Overall I knew that prototyping would solve most of the difficulties and doubts.

NAME OF STUDENT ↓
Aishwarya

In what way(s) is this work successful?
- Interactivity (easy to understand)
- Colour pallet-palette

Which aspect(s) of the work do you struggle to understand?
- Make sure people (especially new people) know how much log there is on food / health

How do the working method and medium support (or hinder) the subject matter?
- App done well for the theme of it (to help dogs)
- Maybe make it more understood that it's for India ONLY! (East Europe also have this issue)

In which areas is the work strongest?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

In which areas does the work struggle?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

NAME OF STUDENT ↓
Aishwarya

In what way(s) is this work successful?
→ Application is user-friendly.
→ Problem-solving.

Which aspect(s) of the work do you struggle to understand?
→ Too Much Navigations.
→ Some limitations as an Applications

How do the working method and medium support (or hinder) the subject matter?
→ Experimentation
→ Good visual knowledge.

In which areas is the work strongest?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

In which areas does the work struggle?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

NAME OF STUDENT ↓
Aishwarya

In what way(s) is this work successful?
great visuals & research easy to navigate even for a user with no knowledge about the subject.

Which aspect(s) of the work do you struggle to understand?
-

How do the working method and medium support (or hinder) the subject matter?
love the illustrations, colour palette, VD.
research supports the UI interactive & informative

In which areas is the work strongest?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

In which areas does the work struggle?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

NAME OF STUDENT ↓
Aishwarya

In what way(s) is this work successful?
→ Everything nice, even if there would be a new user, the interface is quite friendly to go through it.

Which aspect(s) of the work do you struggle to understand?
→ Everything is user-friendly

How do the working method and medium support (or hinder) the subject matter?
- Interactions are nice, showing illustrations makes the app more engaging & appealing to the users.
- Color palette is eye-catching.

In which areas is the work strongest?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

In which areas does the work struggle?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

NAME OF STUDENT ↓ ~~Aishwarya~~ Aishwarya

In what way(s) is this work successful?
I LOVE the concept and purpose behind the app! It's something that will help people take better care of dogs. It's very tailored to a specific audience and country which makes it very personalised.

Which aspect(s) of the work do you struggle to understand?
Everything works well. Easy to navigate and understand. Plus with the addition of the onboarding screen is gonna help even more!

How do the working method and medium support (or hinder) the subject matter?
The app works perfectly for the purpose as it's on the go and gives the ability to easily scan and track hobbies.

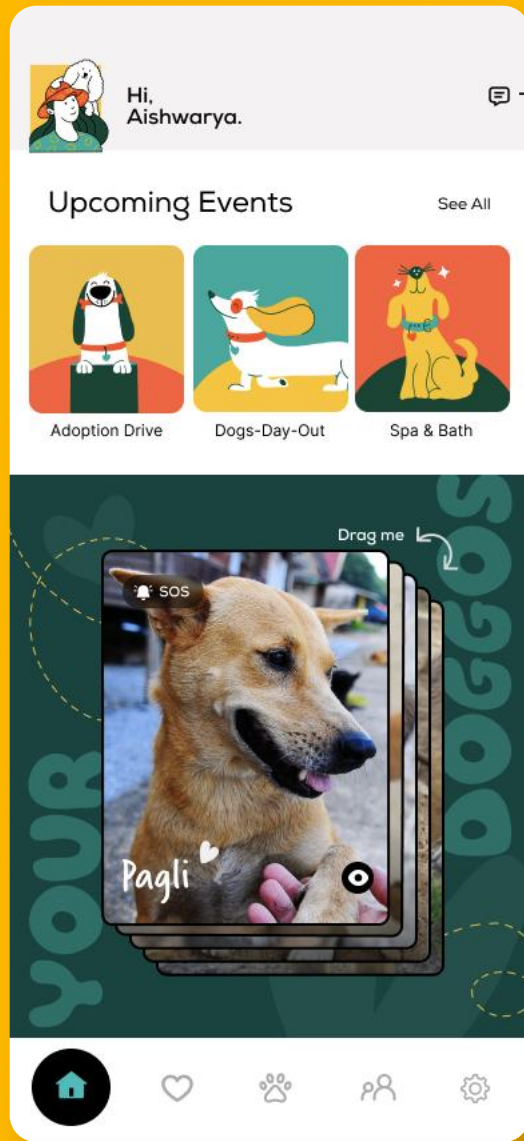
In which areas is the work strongest?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

In which areas does the work struggle?
 Research
 Analysis
 Subject knowledge
 Experimentation
 Technical competence
 Communication and presentation

OUTCOME



Digital Design - Home Page

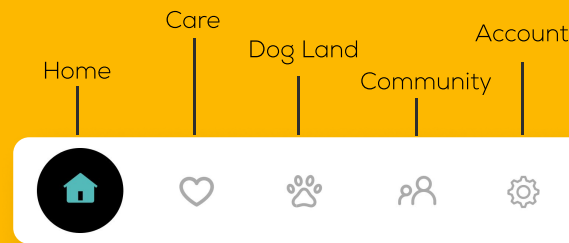


Messages from other pet carers

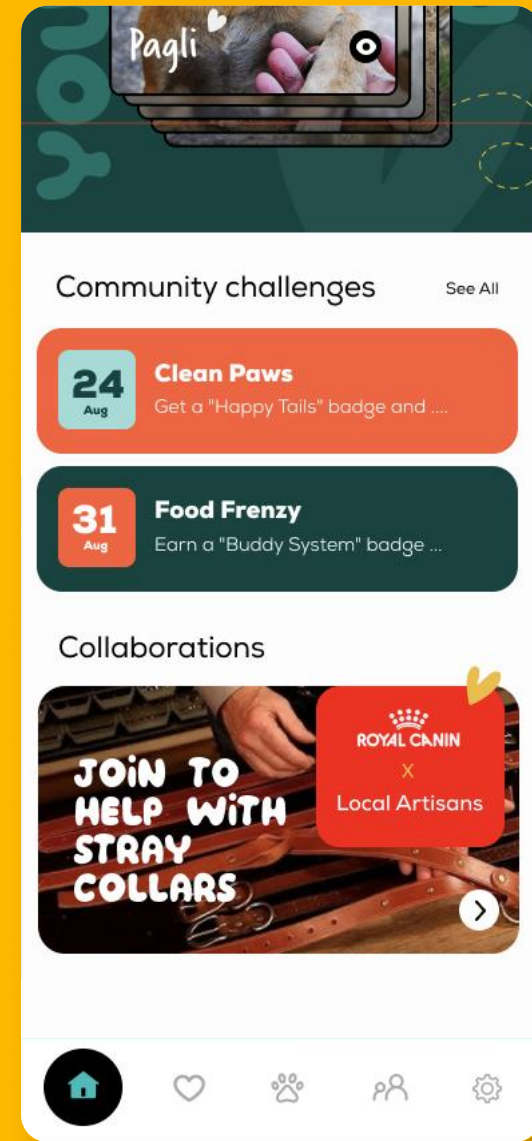
All upcoming events in your home tab

The dogs you follow you can drag and see the profiles on the home page.

scroll



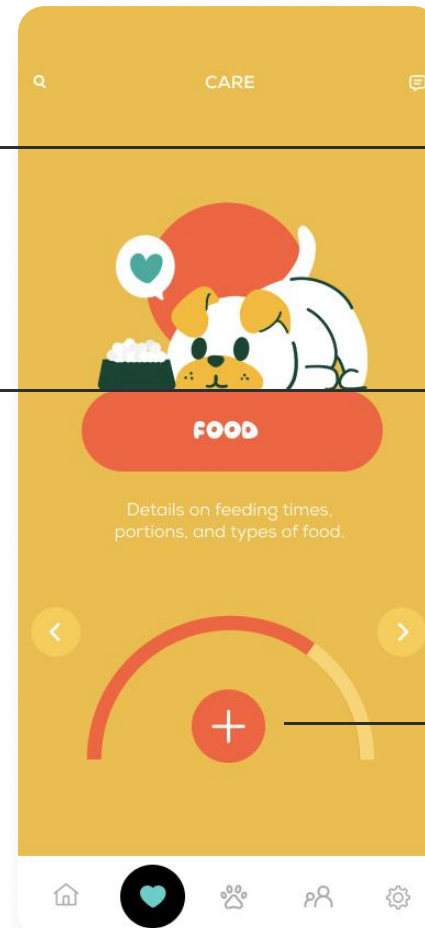
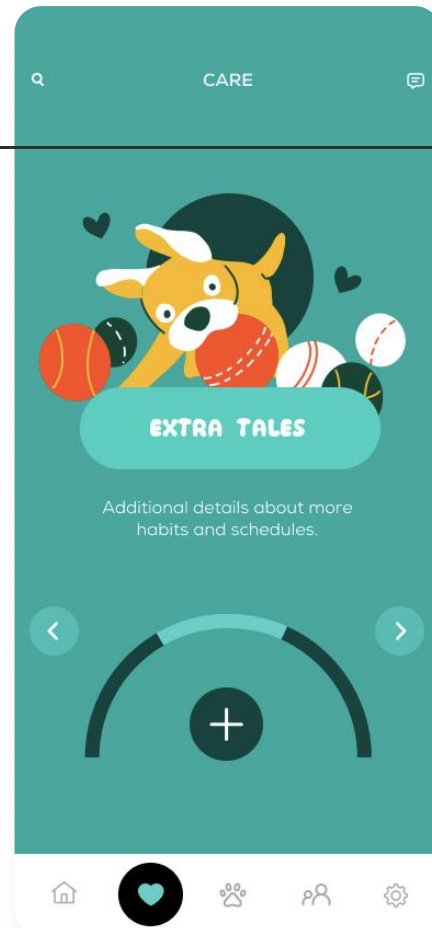
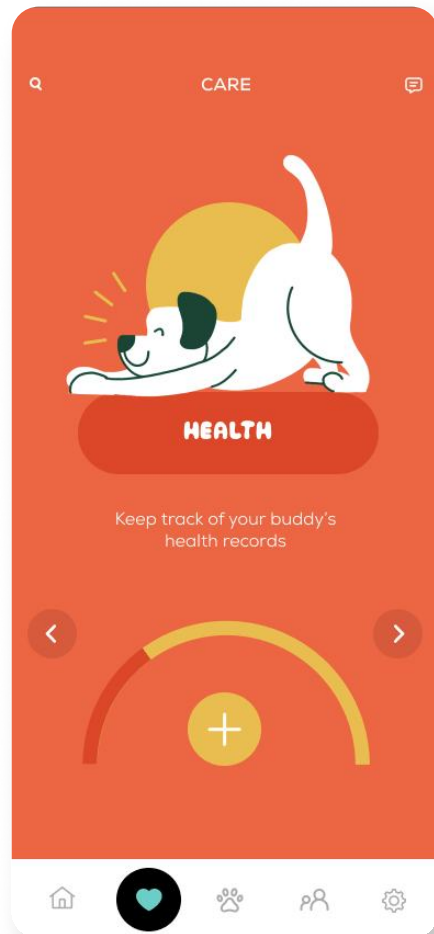
Nav Bar



All community events in your home tab

The collaborations with different brands every week to help with collars

Digital Design - Care Page



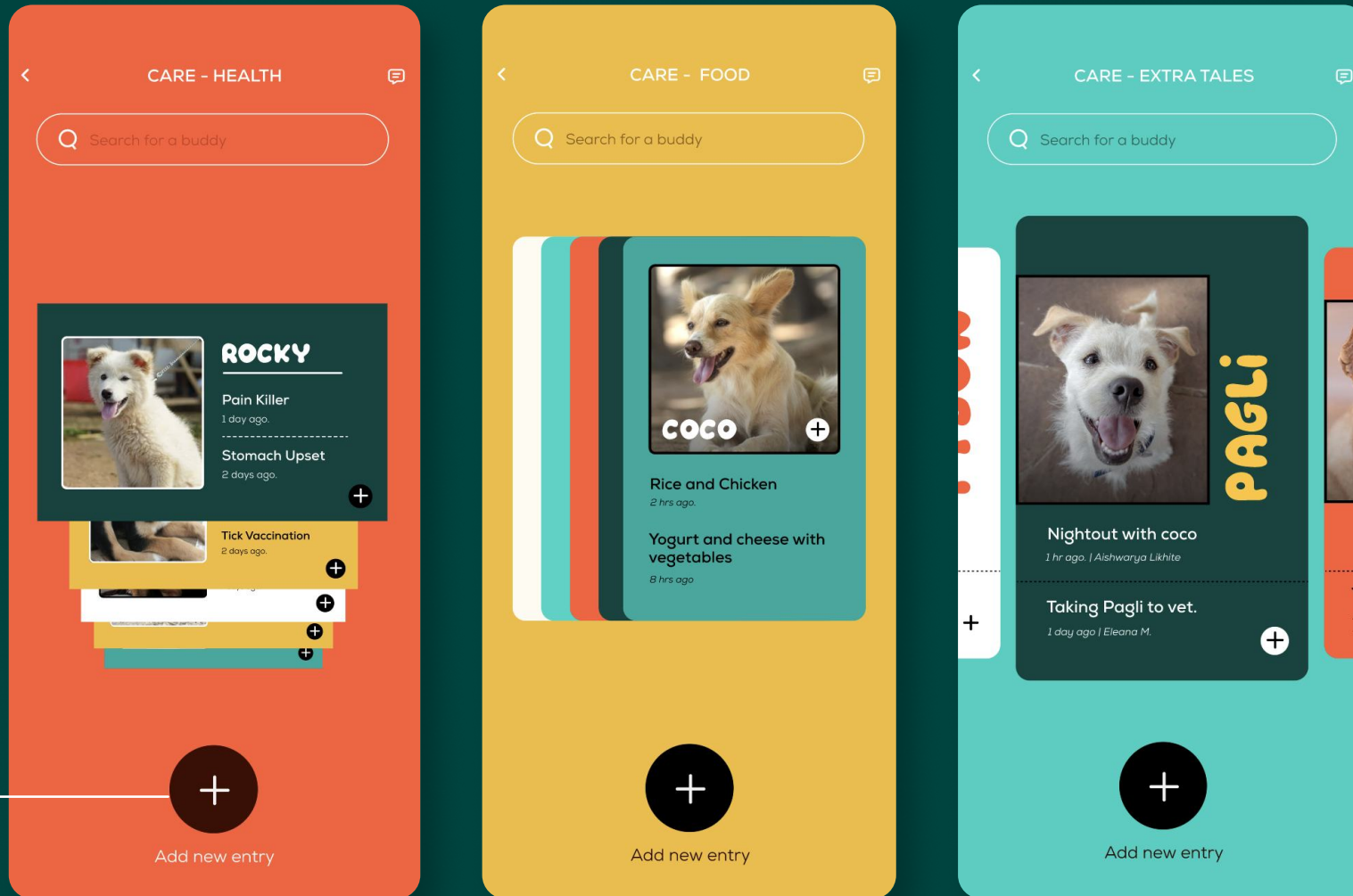
Add/ view your dogs vaccination / health details

Add / View your dogs extra activities

Add / View your dogs food activities

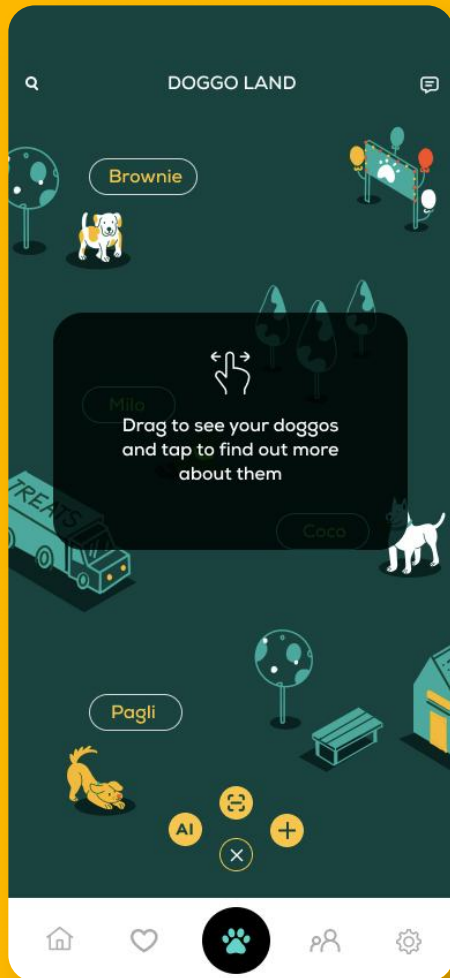
Dive in details to view each individual cards of doggos.

Digital Design - Care Page

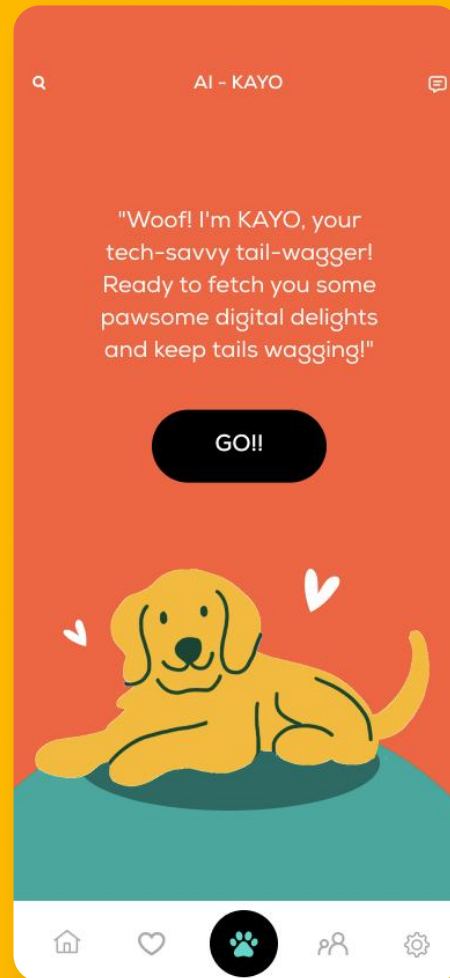


View individual cards for each dogs for their health / extra activities / food and add your logs

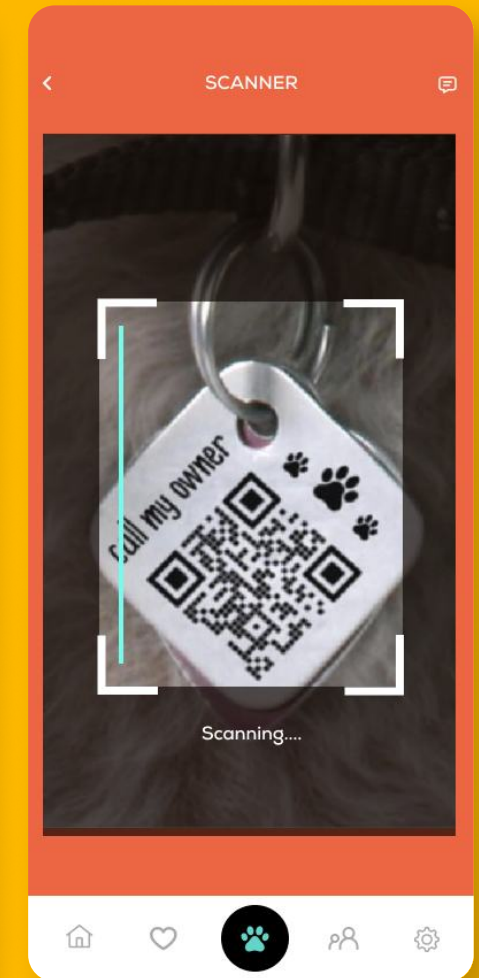
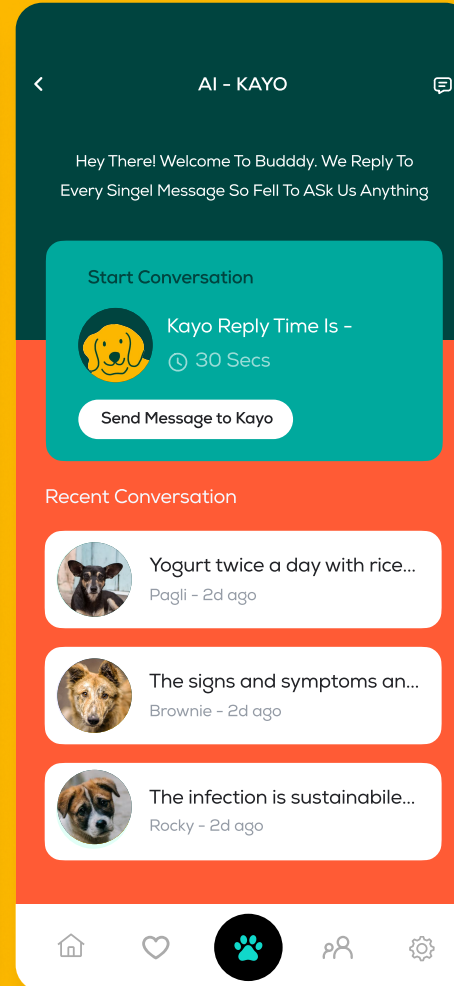
Digital Design - Dog Land Page



Manage and view your dogs using interactive maps

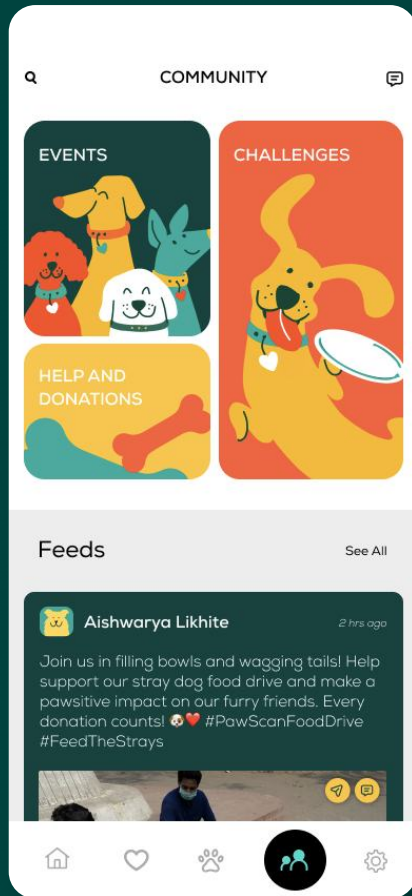


Talk to AI bot doggo to ask about your questions.

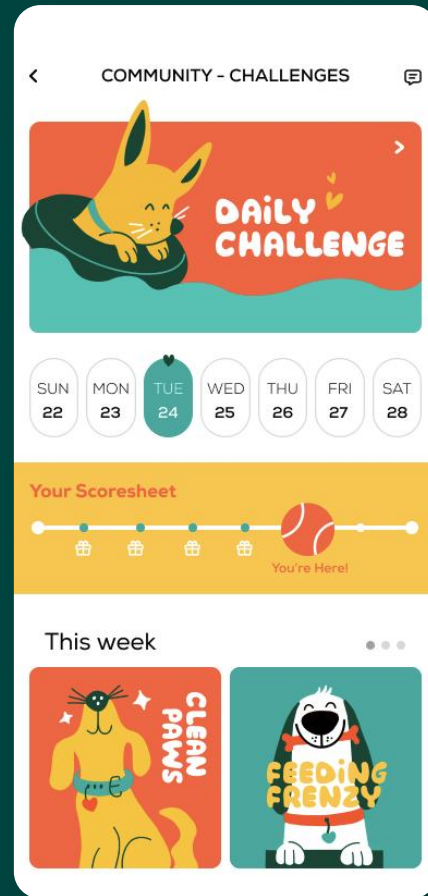


Scan the QR code on the collar of dogs to see their profile and know their history

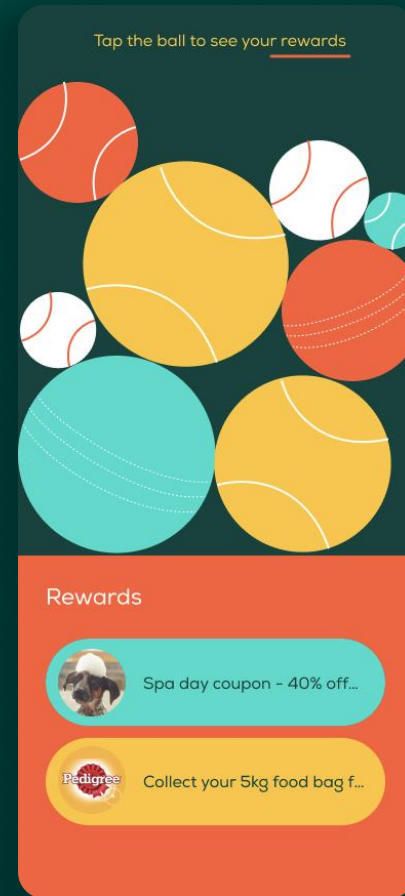
Digital Design - Community Page



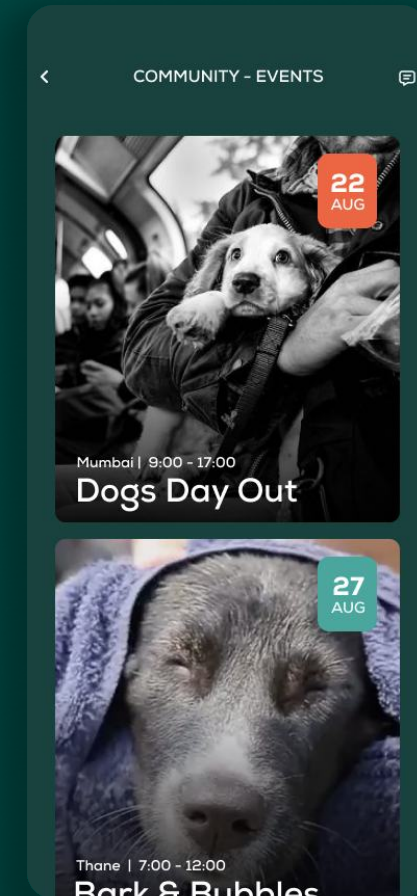
Access everything that is happening around in the community



Engage in challenges to win free goodies and discounts for the strays you care.



Earn rewards and tap to engage and interact with the design to see what you have won.



See the events around you to participate and volunteer.

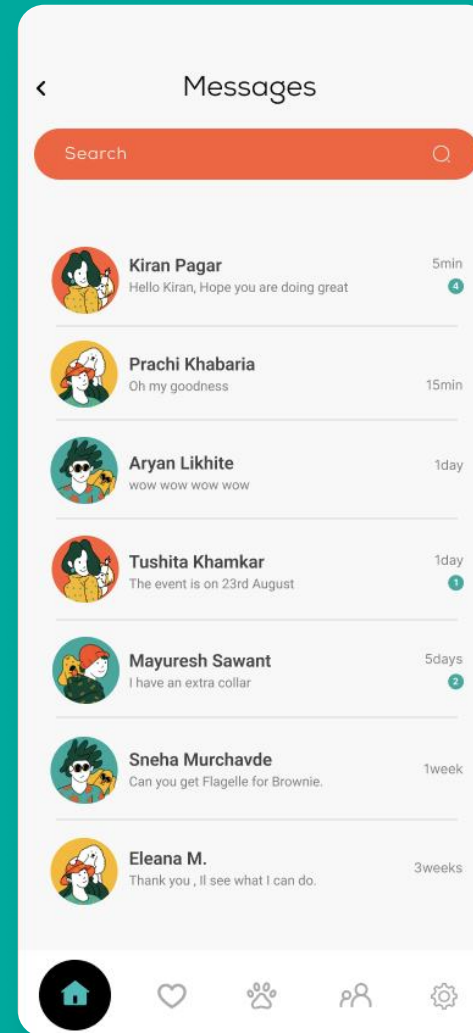
Digital Design - Account Page



Your profile pic

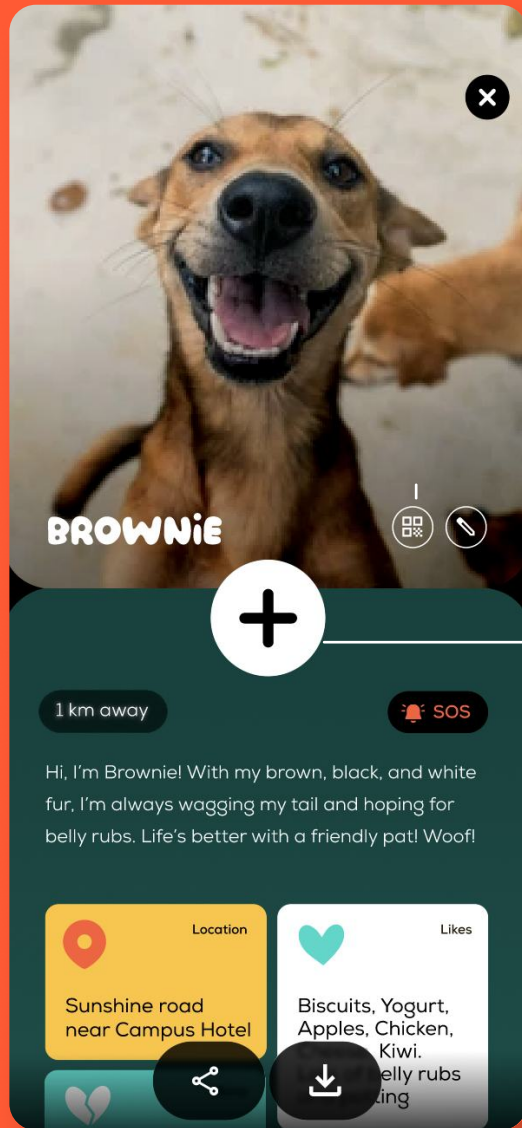
Your contact information

Additional settings for notifications and to take your profile out.



You can message people by going on the profile and clicking on message.

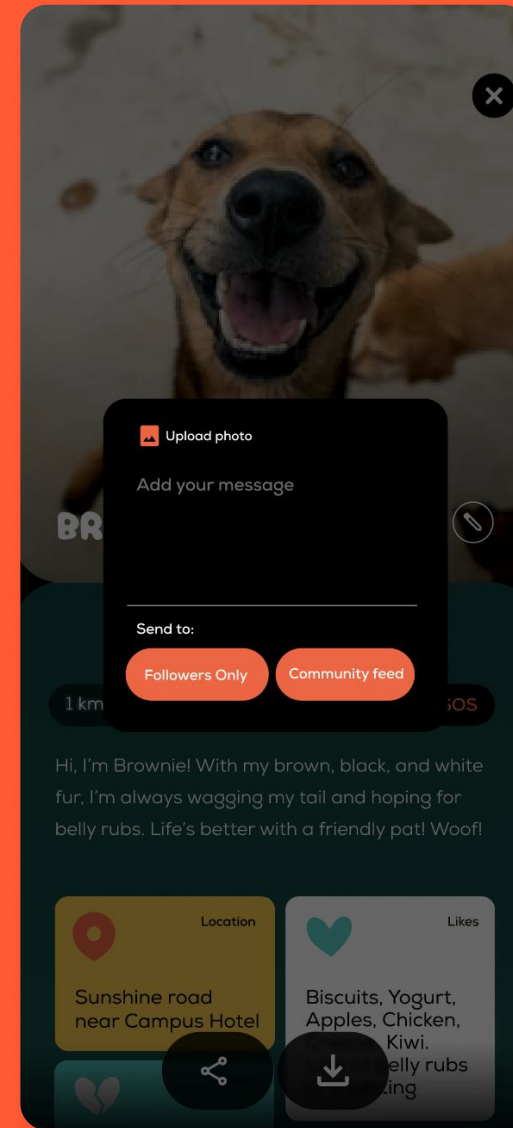
Digital Design - Dog Profile



The doggo picture for people to recognise .

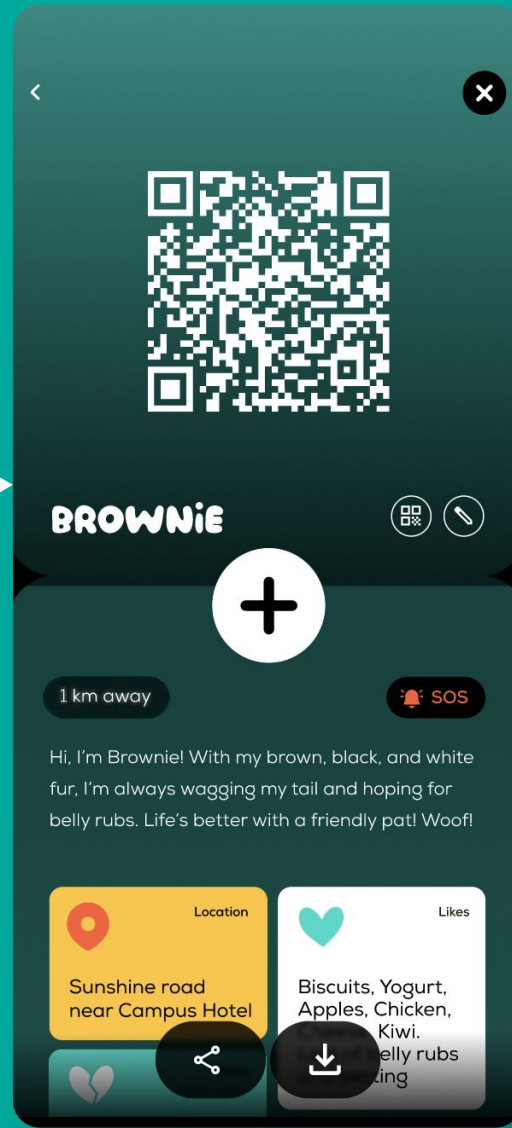
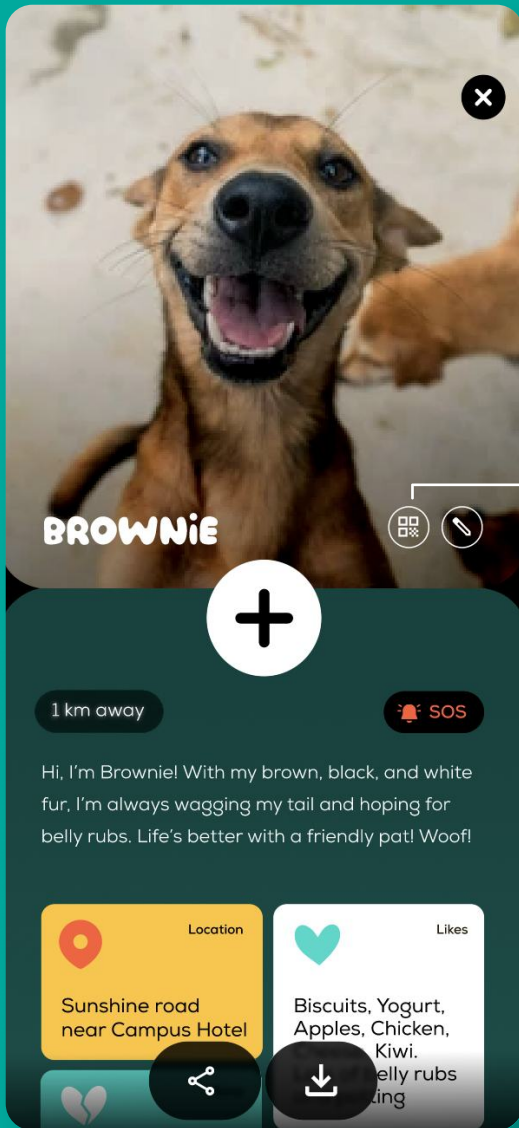
To follow the dog

The likes and dislikes of the doggo , his location and people who follow him.



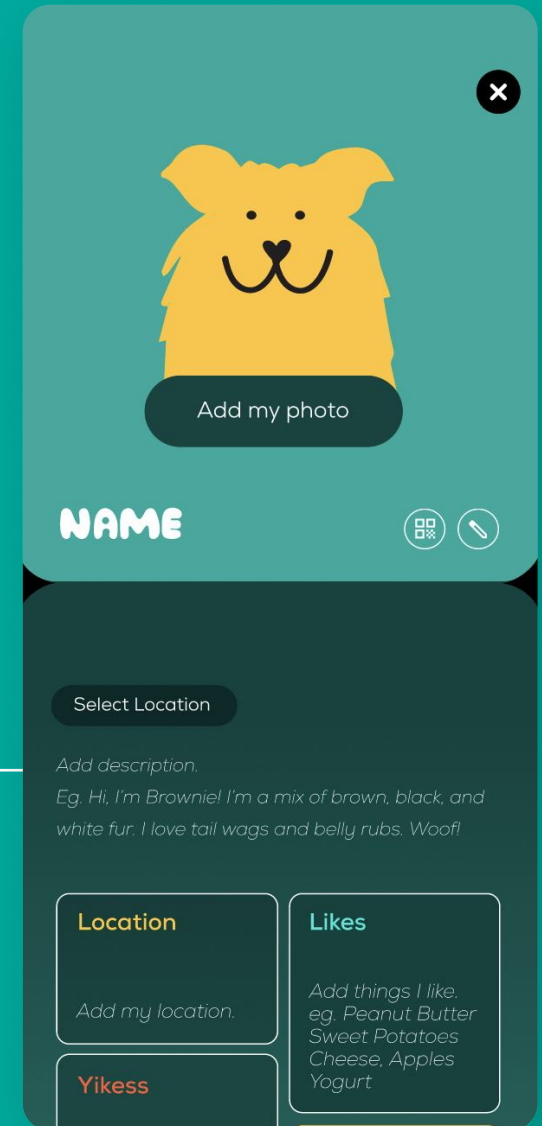
Emergency alerts for dogs which send a message to the followers or community

Digital Design - Dog Profile

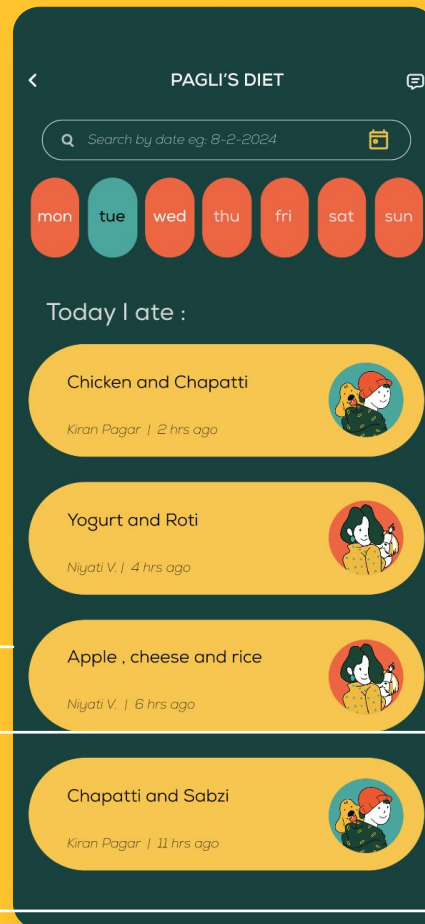
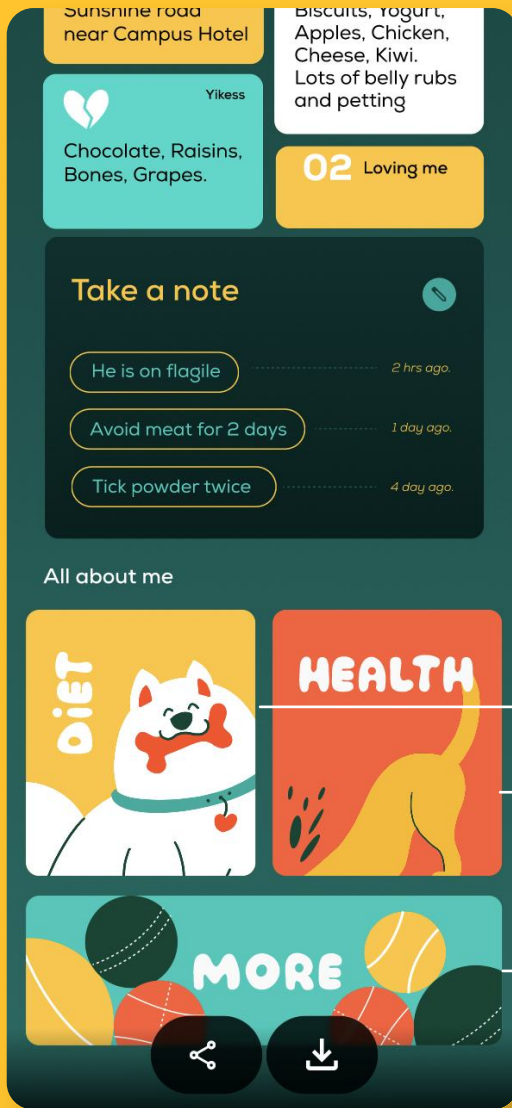


Or scanner for the individual doggo so people can scan and know the details.

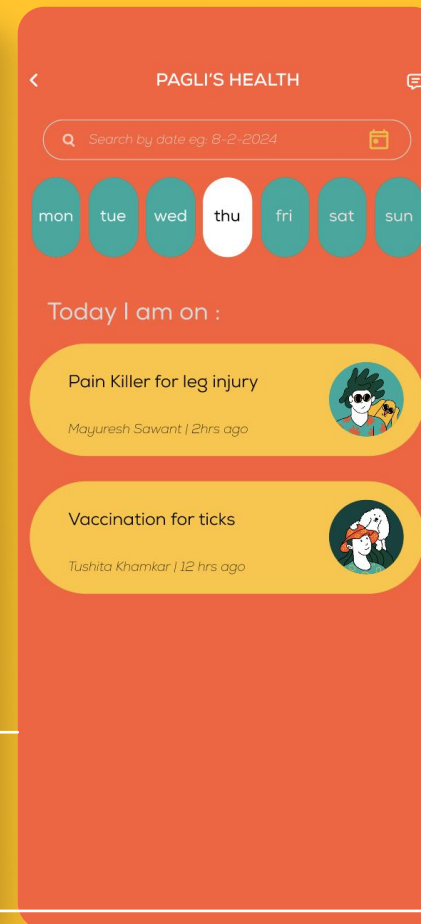
New dog profile



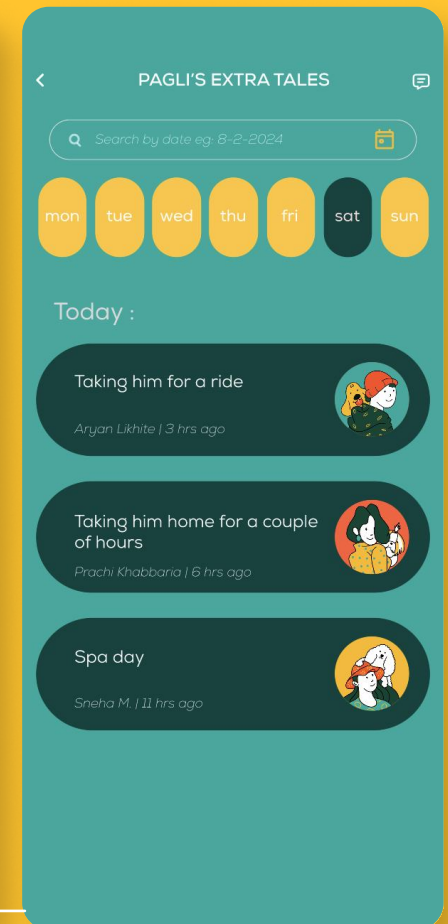
Digital Design - Dog Profile



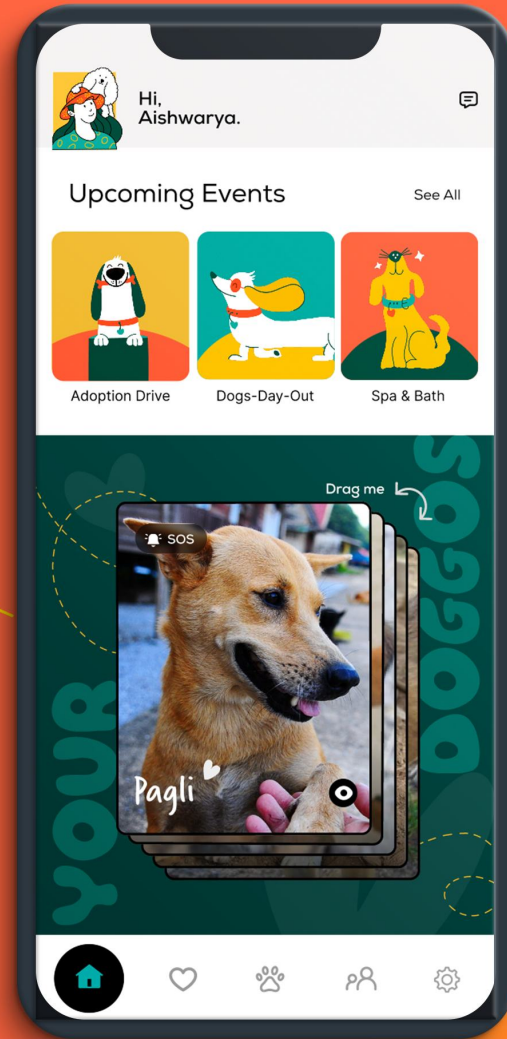
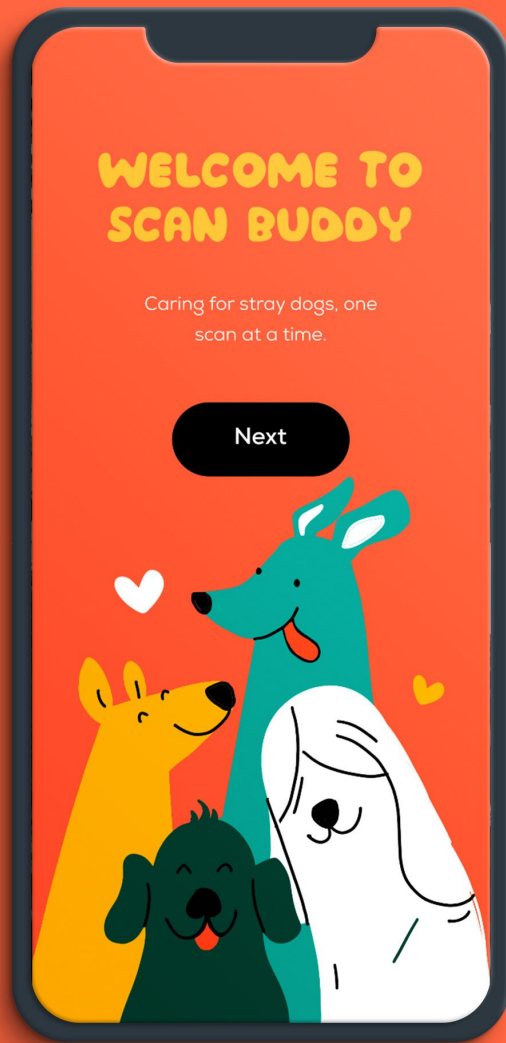
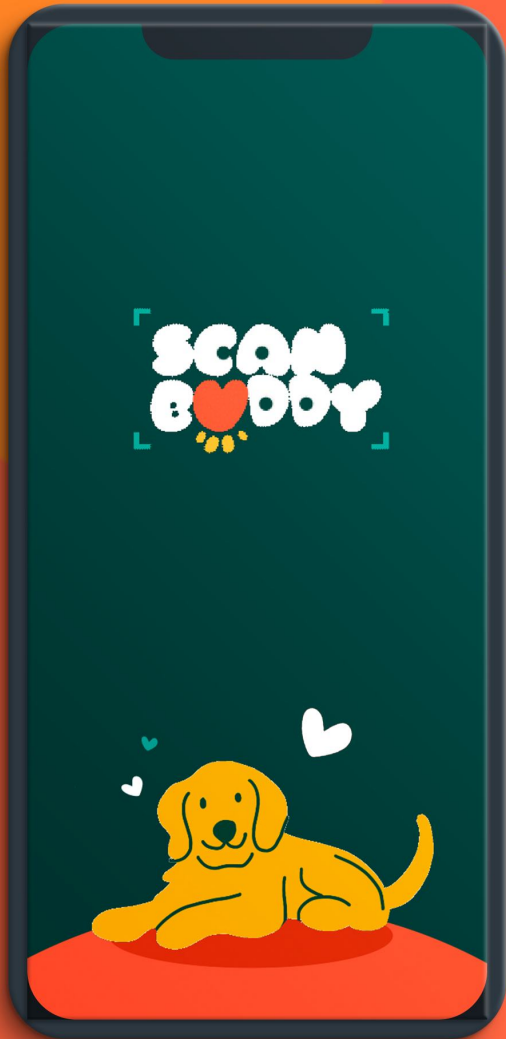
Look at the detailed report of what he is been fed and by whom and how long ago.



Detailed report of his vaccinations and health entries.



Detailed entries of extra activities of the dog



Dog Collar - Sketches



recycled
leather scraps

Eco friendly



dedicated space to print and
attach the QR code



increasing community
awareness by including artisans



Durable
Stylish
Branded
Comfortable
Waterproof

