

NEEDFINDING

Jeffery Hsieh
Yung-Wen Huang
Isabelle Lin

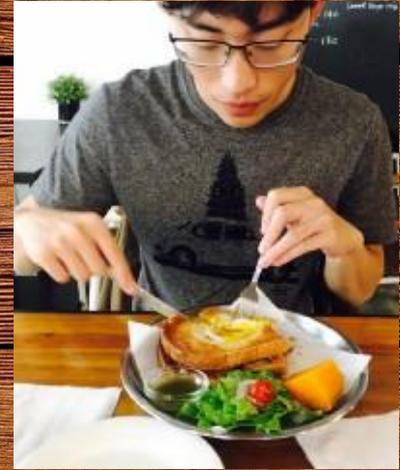
TEAM #6 MEMBERS



ISABELLE LIN



YUNG-WEN (SOPHIA)
HUANG



JEFFERY HsIEH



DOMAIN OF INTERESTS: SOCIAL GOOD

- Help stray animals
- Instances when pet owners need to be away and cannot take care of their pet for a long time

OUR PROJECT IDEA:

A PET MATCHING PLATFORM

NEED FINDING METHODOLOGY

WHO? -4 INTERVIEWEES

- > 2 CURRENT PET OWNERS
- > 1 USED TO BE A PET OWNER
- > 1 HAS NEVER OWNED A PET,
BUT DREAMS TO

#1: WEI YEN

- > **Why:** has more than 6 years of experiences in keeping a pet
- > **Where:** his cafe
- > **When:** Fri afternoon
- > **Pet:** Dog !
- > **Job:** Barista

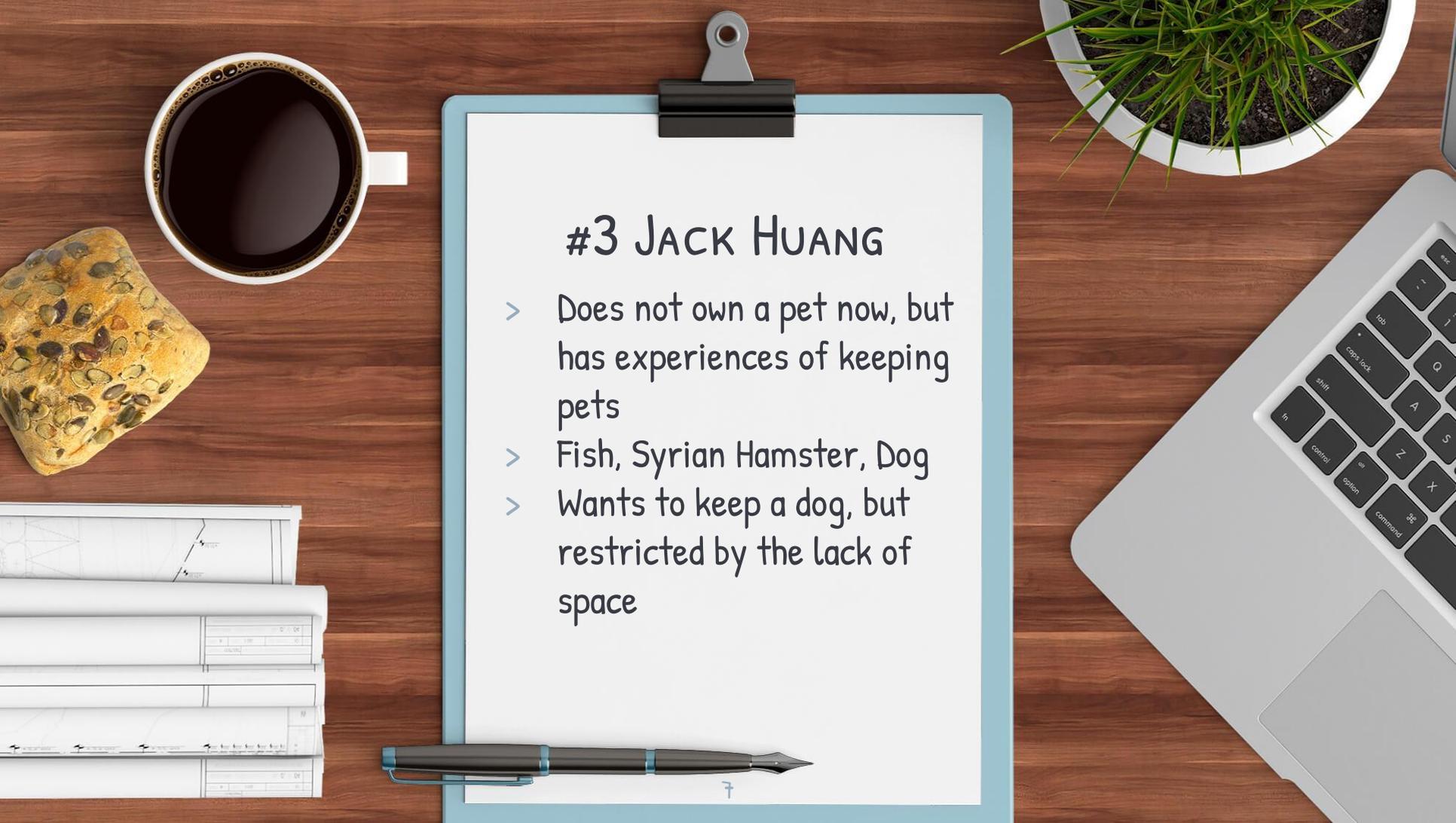




#2: FELICIA CHEN

- > **Why:** was away for work and unable to take care of the pet for a long time
- > **Where:** online
- > **When:** Sat afternoon
- > **Pet:** Cat !





#3 JACK HUANG

- > Does not own a pet now, but has experiences of keeping pets
- > Fish, Syrian Hamster, Dog
- > Wants to keep a dog, but restricted by the lack of space



#4 LUCINE

- > **Why:** Never owned pets
- > Had experiences taking care of pets for a year while living with host families
 - Pets: dogs & cats
- > Recruited through Instagram Story poll
- > **Where:** Interviewed at Starbucks



QUESTIONS WE ASK

1. Have you ever encountered the situation that you need to leave your pets alone? What did/would you do?
2. Does your pet have any special habits?
3. Have you ever sent your pet to a pet hotel?
4. What are the responsibilities of keeping a pet?



INTERVIEW RESULTS

Quotes & Things Surprise us

QUOTES & THINGS SURPRISE US

“Having a pet is more than
a short-term experience,
but a lifelong commitment.”

- Wei Yen



QUOTES & THINGS SURPRISE US

“I found out that establishing a deep connection with a pet is really a nice thing. I now see my cat as my kid rather than just a pet.”

- Felicia



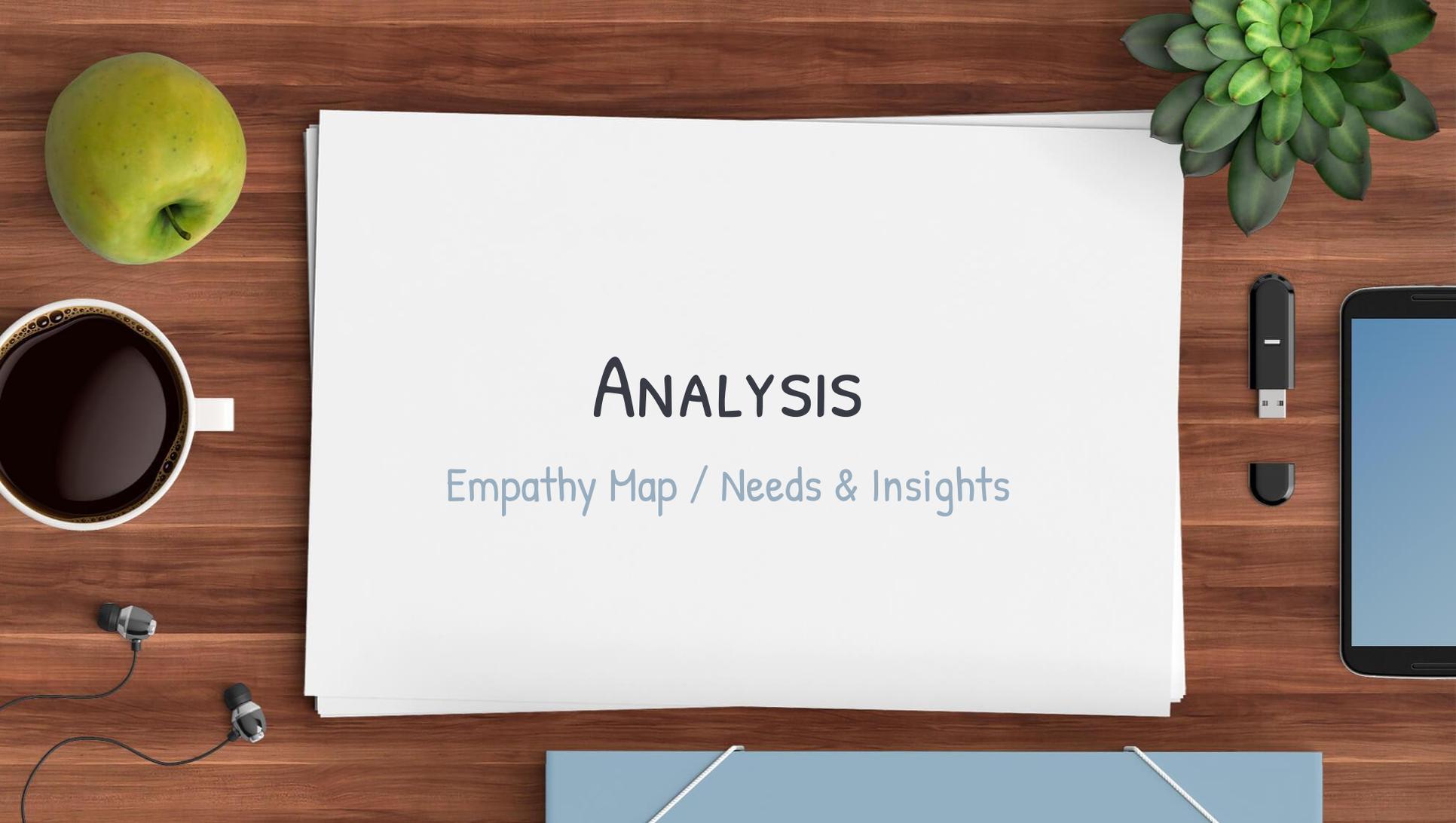
QUOTES & THINGS SURPRISE US

“When you keep a pet, you need to observe if their behaviors are different from the usual. This requires a high degree of care and love.”

- Jack

“Keeping a cat takes more time and patience since they are more emotional.”

- Felicia



ANALYSIS

Empathy Map / Needs & Insights

EMPATHY MAP

will be able to keep them **Alive**

cats are more scared of strangers

having a pet is more than a short term experience, but a lifelong commitment

pure breed matters

uphold the responsibilities when taking care of others' pets

pets' actions / conditions need to be closely observed.

family member wants a dog, not himself

relationship b/w pet - owner & host family

worried that ppl w/out dog/cat owning experience not knowing how to take care

worried that the host will feed the wrong food.

pet hotels would lock their dogs in cages

would be willing to take care of other dogs if he's currently having one

more events needed to let the public adopt strays

Cats need time to adjust to a new environment

SAY

THINK

more spaces at home, ^{needed} to let the dogs run around

worried their own dog would bite other dogs (when not away)

worried the furniture would be destroyed

Cats are more ~~emo~~ emotional than dogs

people care more about their own belongings than others do

make sure they're happy

watch out for opening windows (would escape)

DO

FEEL

leashed securely

the dog is antisocial w/ other dogs ↳ keep distance

humans' Best Friend

realized its possible to establish deep relationship w/ a cat after having it for a while

accompanied

can't be mean to the cats, or they'd be distanced from us

change tank water, pump air (fish)

hit the dog lightly as punishment

time-consuming tasks

cute

more than a pet, but a family member

welcomed home

don't trust others (strangers / i*thurs)

routine bath & walks & food

has a camera for safety reasons when away

protect the eggs from their mother (fish)

family members allergic to animals

nervous if the cats sick for first timers

loyal

cuddling buddy

prefer (a) family members to take care of their pets when away

SAY

- ❑ will be able to keep them alive
- ❑ cats are more scared of strangers
- ❑ pure breed matters
- ❑ having a pet is more than a short-term experience, but a lifelong commitment.
- ❑ more events needed to let the public adopt strays

SAY

- ❑ uphold the responsibilities when taking care of others pets
- ❑ cats need time to adjust to a new environment
- ❑ pets' actions/conditions need to be closely observed
- ❑ family member wants a dog, not himself

DO

- ❑ make sure they're happy
- ❑ can't be mean to the cats, or they'd be distanced from you
- ❑ routine bath, walks and food
- ❑ change tank water and pump air
- ❑ has a camera for safety reasons when away
- ❑ instinct is to not let others take care of his (Wei's) dog, before he came up with reasons

DO

- watch out for opening windows
- hit the dog lightly as punishment
- protect the eggs from their mother
- leashed securely
- keep the dog from other dogs if the dog is antisocial or mean
- family member is allergic to animals
- smiles when talking about their pets

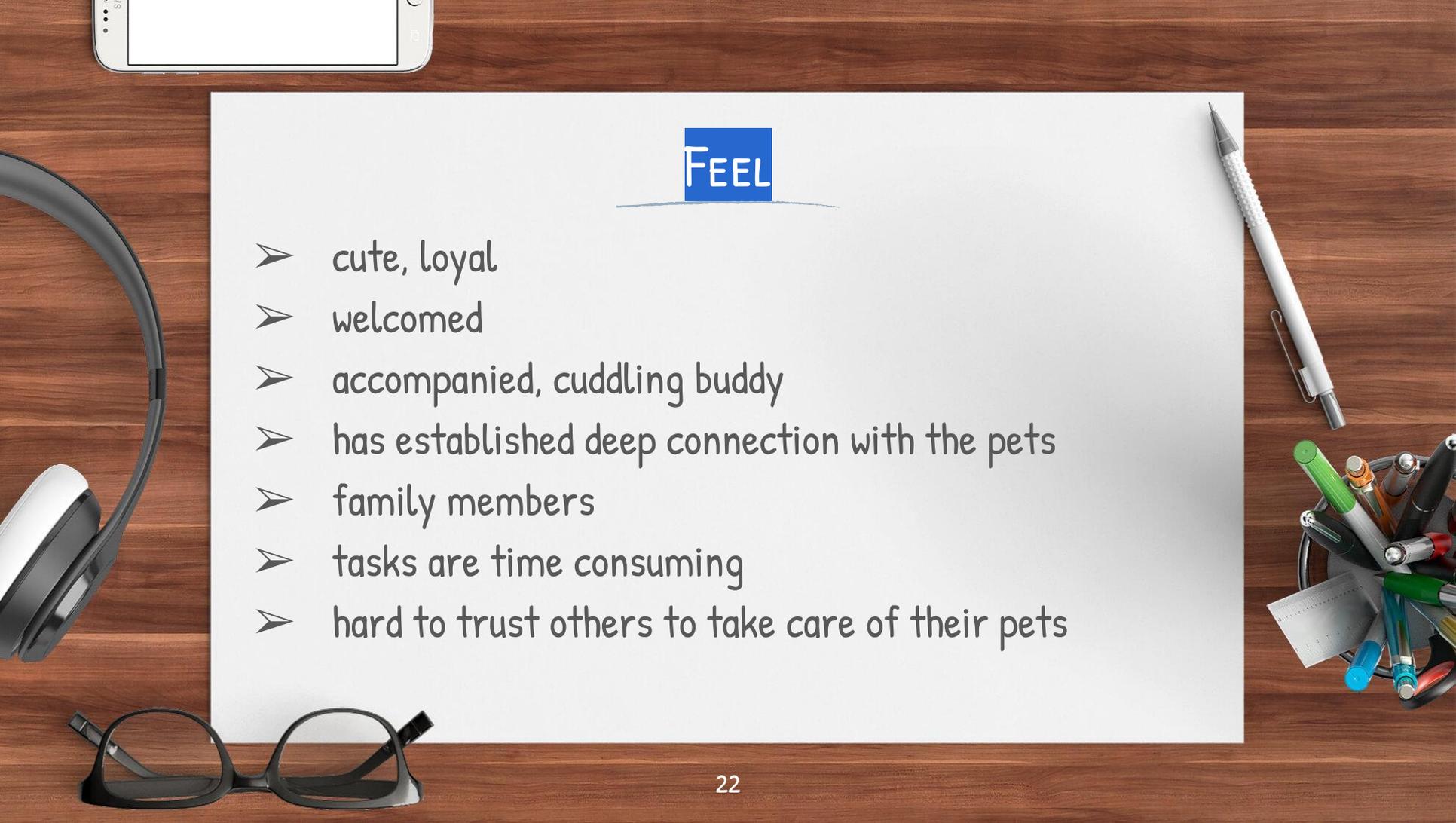


THINK

- process of sending pets to someone else's house is annoying
- The pet's relationship with owner is different from that with host
- worried that people without dog/cat owning experiences don't know how to take care of their pets
- more spaces at home. let the dogs run around

THINK

- worried that their own dog would bite other dogs
- worried that the host will feed the wrong food
- worried that the furniture would be destroyed
- worried that asking a family member/friend may cause them inconveniences
- people care more about their own belongings than others do



FEEL

- cute, loyal
- welcomed
- accompanied, cuddling buddy
- has established deep connection with the pets
- family members
- tasks are time consuming
- hard to trust others to take care of their pets

NEEDS & INSIGHTS

- Insights:
 - it is hard to establish **trust** towards strangers and people without pet-owning experiences
 - pets are family members and people want the best for their “**kids**”
- Needs:
 - app connect to social media (eg. Facebook) to show common friends
 - check for digital footprints
 - meet to gain trust

“people care more about their own belongings than others do”

“pets’ actions/
conditions need to
be closely observed”

NEEDS & INSIGHTS

- Insights:
 - can’t determine for certain how **capable** are the hosts
 - worried that the hosts do not know the appropriate ways to keep pets
- Needs:
 - shown the experiences of keeping pets
 - certificate for specific pet-keeping
 - know the specific needs of their pets
 - a checklist on both ends to make sure that the tasks are completed well

NEEDS & INSIGHTS

- Insights:
 - Worried about the **safety** & physical/mental **health** of their pets
- Needs:
 - photos showing the interior of the house and surrounding area
 - The host's location is reachable
 - Special cases to be addressed:
 - Elevator is required for dogs with a broken leg
 - pets might have anti-social tendency

“A spacious house and a dog-friendly environment are crucial.”

SUMMARY

“ ESTABLISH MUTUAL
TRUST AND TREAT PETS
AS FAMILY MEMBERS ”

