MATCHING BUDDIES

PET ADOPTION KIOSK DESIGN

TARGET AUDIENCE

Our target audience would be people that would like to adopt a pet, or make a donation, become a foster pet parent and people who lost or found a pet.

RESARCH PLAN

Question plans
Ask the shelter workers about adoption process
Ask peoples that are planning to adopt a pet about their expectations
Ask peopled who already adopted a pet about their experience
Ask people who don't have any pets why they don't want to adopt one

Who are the Users
The users of this kiosk are gonna be mostly people from 18 years old and above, people who like animals, people who already adopted some pets, people who would like to adopt a pet, families with children

Project Summary
Creating a kiosk that is going to encourage and increase the number of people who are adopting animals.

W and H

WHO
People that like animals and want to adopt a new pet.

WHAT
People can do the personality assesment which can show them the variety of pets that suits their own personalities based on the answers.

WHEN
Users can adopt a pet via kiosk at any time,

WHERE
These kiosks can be found at malls, bus stations, pet shelters, pet stores, etc.

WHY
This kiosk will help the user to find a perfect pet for them.

HOW
Users can adopt a pet right away or can scedule the meeting with a pet first and then adopt it.

INTERVIEW QUESTIONS

For Shelter Workers

1. What are frequently asked questions that potential adopters ask?
2. What is the adoption process like? Before the pandemic vs. now? (what kind of documents is needed)
3. How long is the process of adoption?
4. How do you help potential adopters match with a pet?
5. Are there more/fewer adopters now that the adoption process is by appointment only?
6. Any issues with the current situation
7. Is there a fee for the adoption?
8. Do some people give up from the adoption? If yes, do you know why?
9. Do you think kiosks could be helpful at pet shelters? (once corona is over)

For people that are planning to adopt and/or who adopted

1. How many pets do you have?
2. Are you familiar with the adoption process?
3. Anything confusing you find about the process?
4. Was there any information you didn't know before adopting?
5. What was the process like?
6. Was it easy/hard to adopt? Why?
7. Why did you decide to have a pet?
8. What kind of pet did you adopt?
9. How did you prepare for the process of adoption?
10. Do you think this process could be simplified? How?
11. How did you decide which pet is right for you?

For Shelter Workers

1. What are frequently asked questions that potential adopters ask?
2. What is the adoption process like? Before the pandemic vs. now? (what kind of documents is needed)
3. How long is the process of adoption?
4. How do you help potential adopters match with a pet?
5. Are there more/fewer adopters now that the adoption process is by appointment only?
6. Any issues with the current situation
7. Is there a fee for the adoption?
8. Do some people give up from the adoption? If yes, do you know why?
9. Do you think kiosks could be helpful at pet shelters? (once corona is over)

For people that are planning to adopt and/or who adopted

1. How many pets do you have?
2. Are you familiar with the adoption process?
3. Anything confusing you find about the process?
4. Was there any information you didn't know before adopting?
5. What was the process like?
6. Was it easy/hard to adopt? Why?
7. Why did you decide to have a pet?
8. What kind of pet did you adopt?
9. How did you prepare for the process of adoption?
10. Do you think this process could be simplified? How?
11. How did you decide which pet is right for you?

CURRENTLY AT PET SHELTERS

Before Covid 19

- Simple application at the shelters that people fill out about their background
- Show the pets and info about them
- Pay fees
- Have a pet

During Covid 19

- The number of people who adopt pets reduced
- They are not open to public currently
- They send info about pets to potential adopters
- You cannot see the pet in person but you pick up a pet for a trial week except for pets that are under 6 months
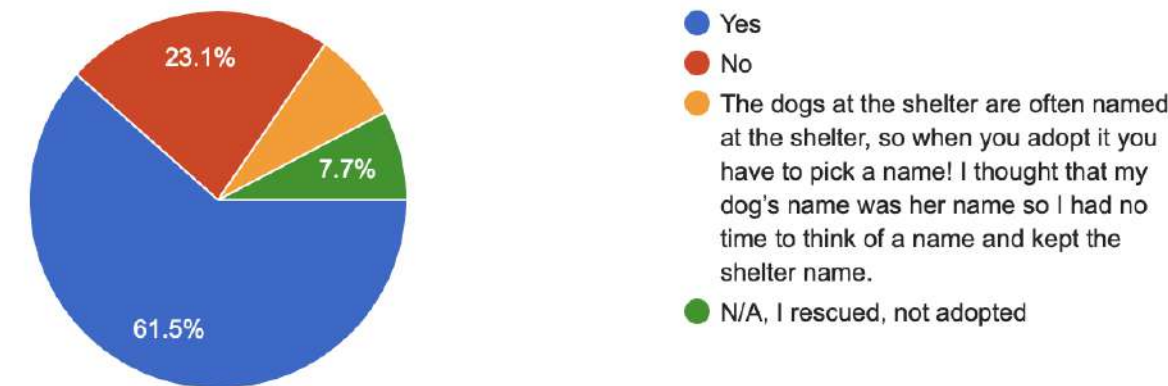- People can see pictures of pets and some info about them online on their website

Since it was difficult to do an interview in person due to a pandemic issues, I decided to make a survay where people can easily answer questions about their experience with adoption process.

These were some of the questions and their answers.

4. Was there any information you didn't know before adopting?

13 responses

- Yes
- No
- The dogs at the shelter are often named at the shelter, so when you adopt it you have to pick a name! I thought that my dog's name was her name so I had no time to think of a name and kept the shelter name.
- N/A, I rescued, not adopted

61.5% / 23.1% / 7.7%

8. What kind of pet did you adopt?

15 responses

- Dog
- Cat
- Both

80% / 13.3%

10. Do you think this process could be simplified? How?

13 responses

No

More staff at shelter

AAC does an AMAZING job. Unfortunately APA was not helpful and I really had a bad experience there. They had little/no information about an animal, and basically wanted to choose one for you, not let You pick. I LOVED that aac had easy info accessible about ALL interactions etc. might be nice to have this digital so it's updated on real time (and saves paper) so it's not hanging on the kennel door but a QR code to scan or something that brings up the info

It was hard to research on some sites.

Yes, you could simply speak with a person and be given an application from there. I would have zero anxiety going forward with such a major decision if a human addressed my questions and concerns then took my information and adoption fee.

Yes, there could be more information about the pets like their personality and videos to help you choose the right pet for you.

A wait list for who is interested in a dog. My top dogs kept being adopted hours after leaving the shelter!
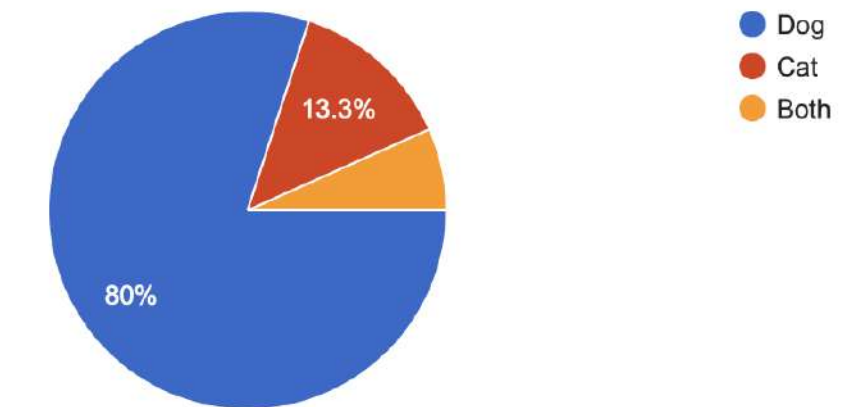
I thought it was pretty easy.

Yes, by updated information on websites providing information about the dogs

Yes. They could tell you helpful hints about adopting an animal

I don't know, as I rescued, did not adopted.

11. How did you decide which pet is right for you?

13 responses

Meet and greet

You just know

It felt right. Good age, demeanor, and size.

Working with rescue n finding connections with dog

What they need and what my current pets need makes it possible or not

I liked my dog because of his friendly and loving personality.

I had a list and she was the next in line that wasn't adopted yet.

She picked us

I lust had a feeling of connectedness

A lot of visiting shelters until we found a match when visiting with dogs

My husband cried over our dog 😊

Cute

She needed a home & I wanted a dog!

HOPES & FEARS

HOPES

To create an engaging design of a kiosk

That users will have fun while doing personality assesment

That a lot of pets can be adopted this way

To create an easy flow

That customers will be satisfied

To create a new and intertesting experience

FEARS

That people can get borred

That users do not get attracted

Still are not sure about adopting a pet

People will rather buy a pet

Unsatisfied users

Users can manipulate the test and get wrong results

EMPHATY MAP

Ana Gonzales

She already visited 2 adoption places but didn' find what she was looking for.

She is a mother of 2 kids and already have a dog and a cat.

She is looking for a smaller and younger dog that is going to get well with her kids and her other dog and a cat.

She is trying to do a research on the internet about available dogs, however the website is not always updated.

SAYS

- She is looking to adopt a dog that gets well with other pets and also with kids
- She is looking for a younger dog
- She would like to adopt a dog as soon as possible

THINKS

- Is the new pet going to get well with my other pets
- What kind of documents do I need to prepare
- Is my kid going to like the new pet
- How to choose just one dog
- There's a lot of animals in the shelter
- People adopt mostly one pet

DOES

- Internet research
- Ask people at the shelters about certain animals' personalities

FEELS

- Excited
- Worried
- Sad seeing animals that are not adopted
- Emotional

WHERE ARE OUR USERS NOW WITH

KNOWING

- The users don't know how to prepare for the adoption process

- They don't know about fees

- What does our user need to know?

- The user needs to learn and know about fees, about pets they want to adopt, preparation.

DOING

- Ask people at the stuff some important info, or ask their friends, or search this info on the internet

- What does our user need to do?
- To know what to expect in the process
- To prepare their home for the pet
- To ask questions.

FEELING

- The user is most likely feeling excited and confused or stressed.

- What does our user need to feel?

- Comfortable, happy, excited.

OUTCOME

- What is the desired behavior or outcome you want your user to have?

- To motivate our users to adopt a pet and to find the right pet that suits the user's personality.

DESIGN CHALLENGE

How Might We

- Make the simple application
- Attract people
- Encourage people to adopt pets
- Provide people with enough information without making them feel overwhelmed
- Match people with our pets
- Encourage people to come again
- Make people to like us
- Make people to recommend us to their friends, families
- Make this experience fun, memorable, and easy
- Show people that every animal is unique, and has its own personality
- Show people that all animals deserves love and care
- Make people to be confident about the adoption process
- Make them prepared for the adoption process
- Make simple questionnaires
- Make them choose the right pet for them
- Let people know that they did a good thing
- Thanks people for adopting and saving a pet

HOW MIGHT WE

How can we solve these problems

Make the simple application

Attract people Make people to like us

Encourage people to adopt pets

Provide people with enough information without making them feel overwhelmed

Match people with our pets

Encourage people to come again

Make this experience fun, memorable, and easy

Make people to recommend us to their friends, and families

DESIGN SOLUTIONS

- Form short questions
- Install kiosk on different places like pet shelters, pet stores, parks, maybe even bus stations
- Have some cute dogs/cats pictures with persuasive messages about adoption
- Well organized questions, nice and organized layout
- Ask people some personality kind of questions for easier connection with a certain animals
- Make funny and interesting messages
- Have an interesting kiosk design
- Provide enough info about certain animals, put pictures, videos if they want to see it
- Make a quiz with some questions and then offer few matching animals from which people can choose the one they like
- Put a thank you note when they finish the application
- Let them know that there is a fee when adopting
- Let them know approximately the monthly cost of the animal they are planning to adopt
- Give them a gift card, or a coupon for the certain pet store when they fill out the application
- Make funny pictures with their new pet

TRADEMARK

 I wanted to create something that represent the connection between people and pets. My final outcome was to simply combine a hand and a paw.

Roughs
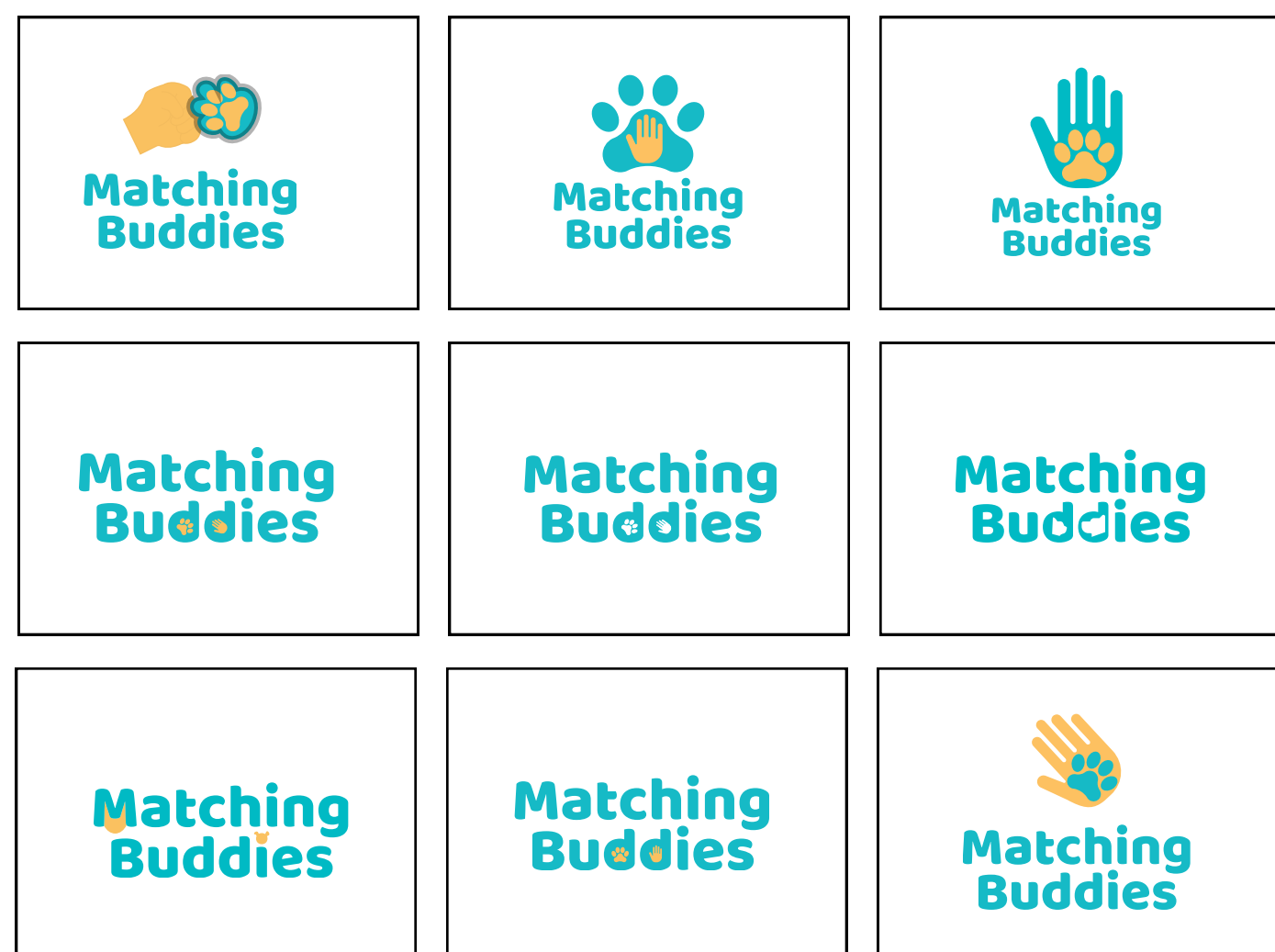
Final Trademark

Combination of capital letter A and olive branch and using some golden color to represent the elegance and ancient Greek culture.

IDENTITY FOR LOGO

Colors

#16BAC6   #FDC161

Type

Baloo Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
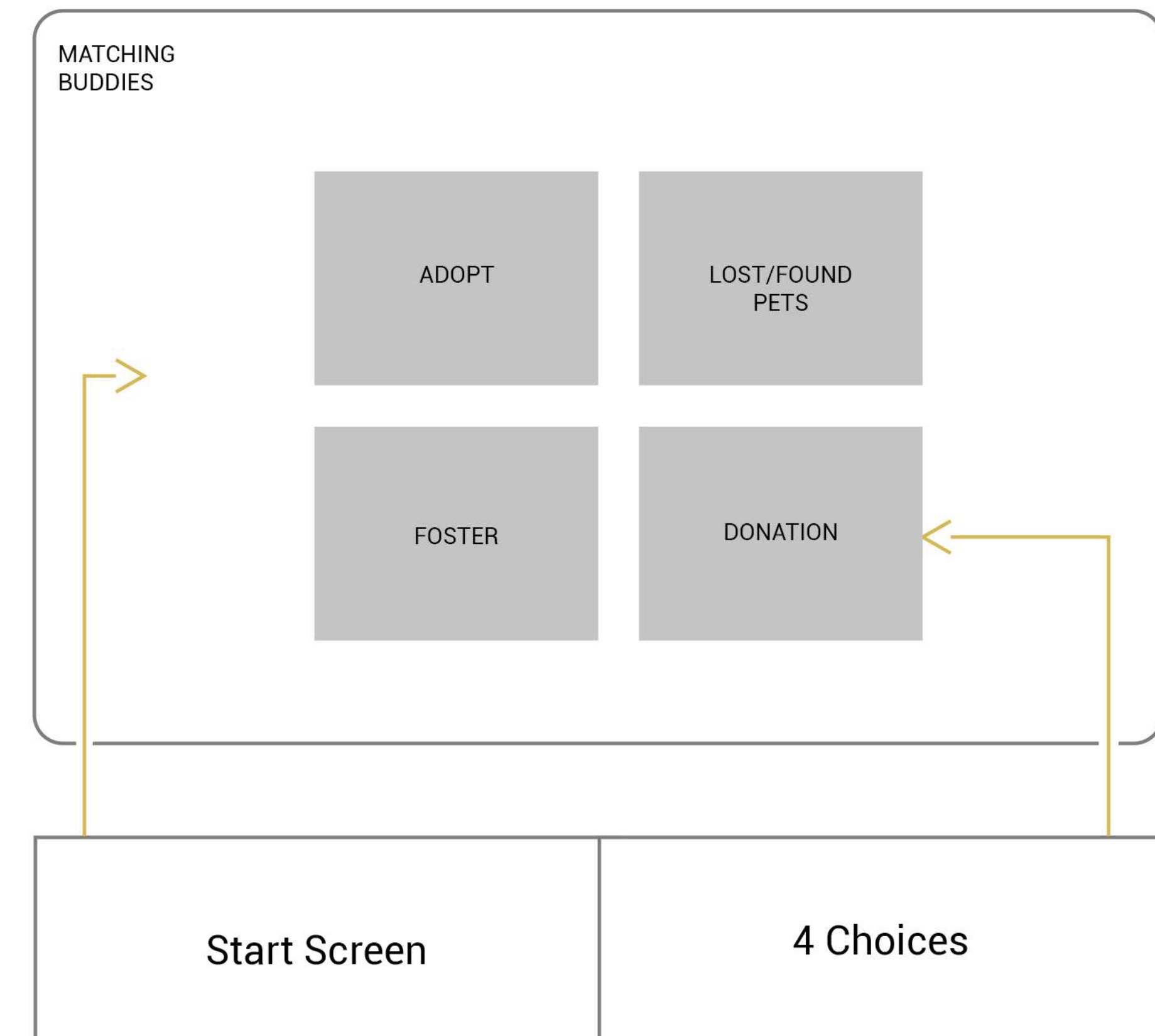
IDENTITY FOR KIOSK

Colors

#16BAC6

#AADFE5

#D16D79

#FDC161

Type

Baloo Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

LOW FIDELITY PROTOTYPE
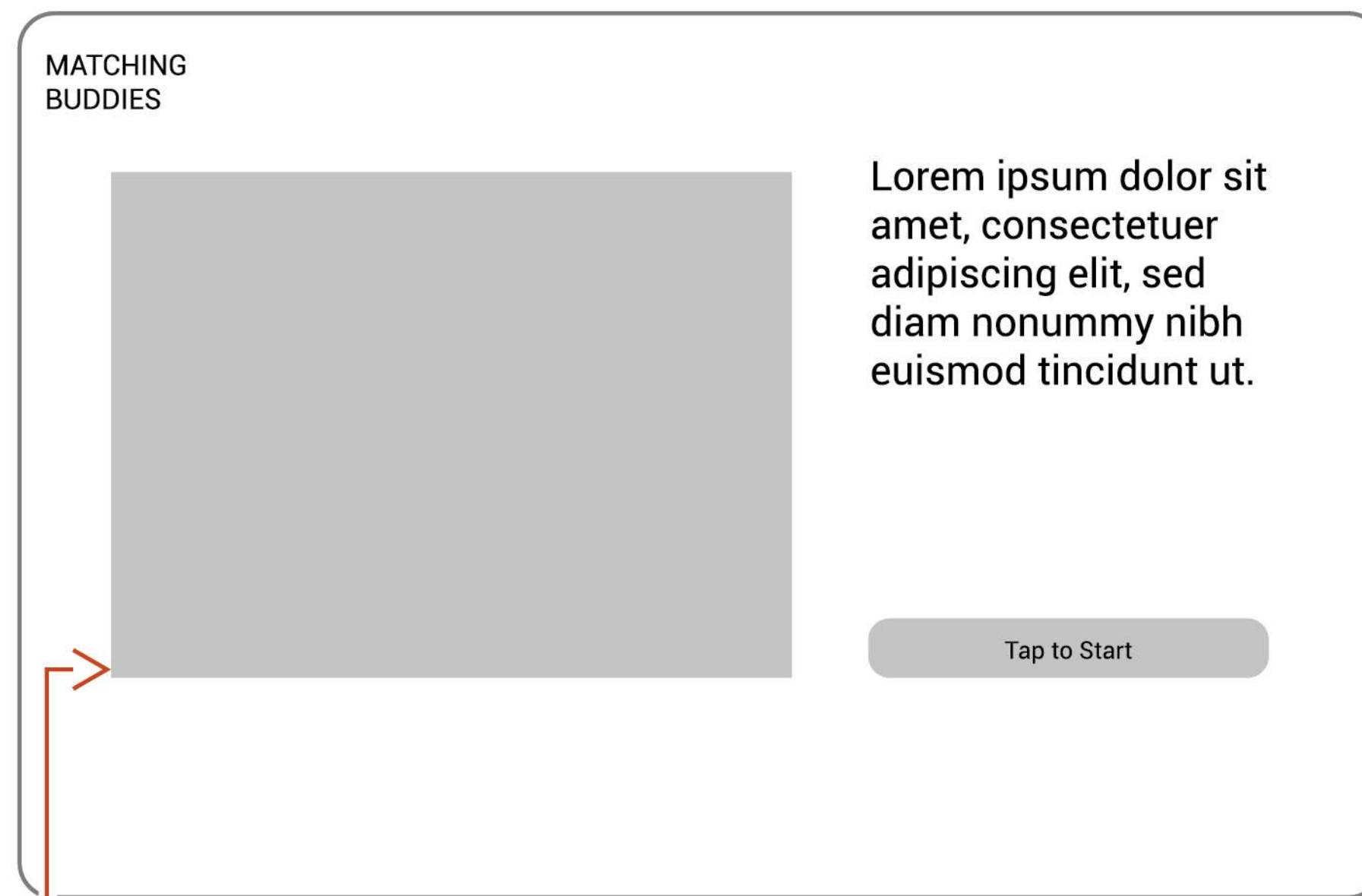
Possible solutions for kiosk

SCREEN FIRST PAGE

MATCHING
BUDDIES

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Tap to Start

Picture of a dog or a cat	Some interesting message from a pet

4 CATEGORIES

MATCHING
BUDDIES

ADOPT	LOST/FOUND PETS
FOSTER	DONATION
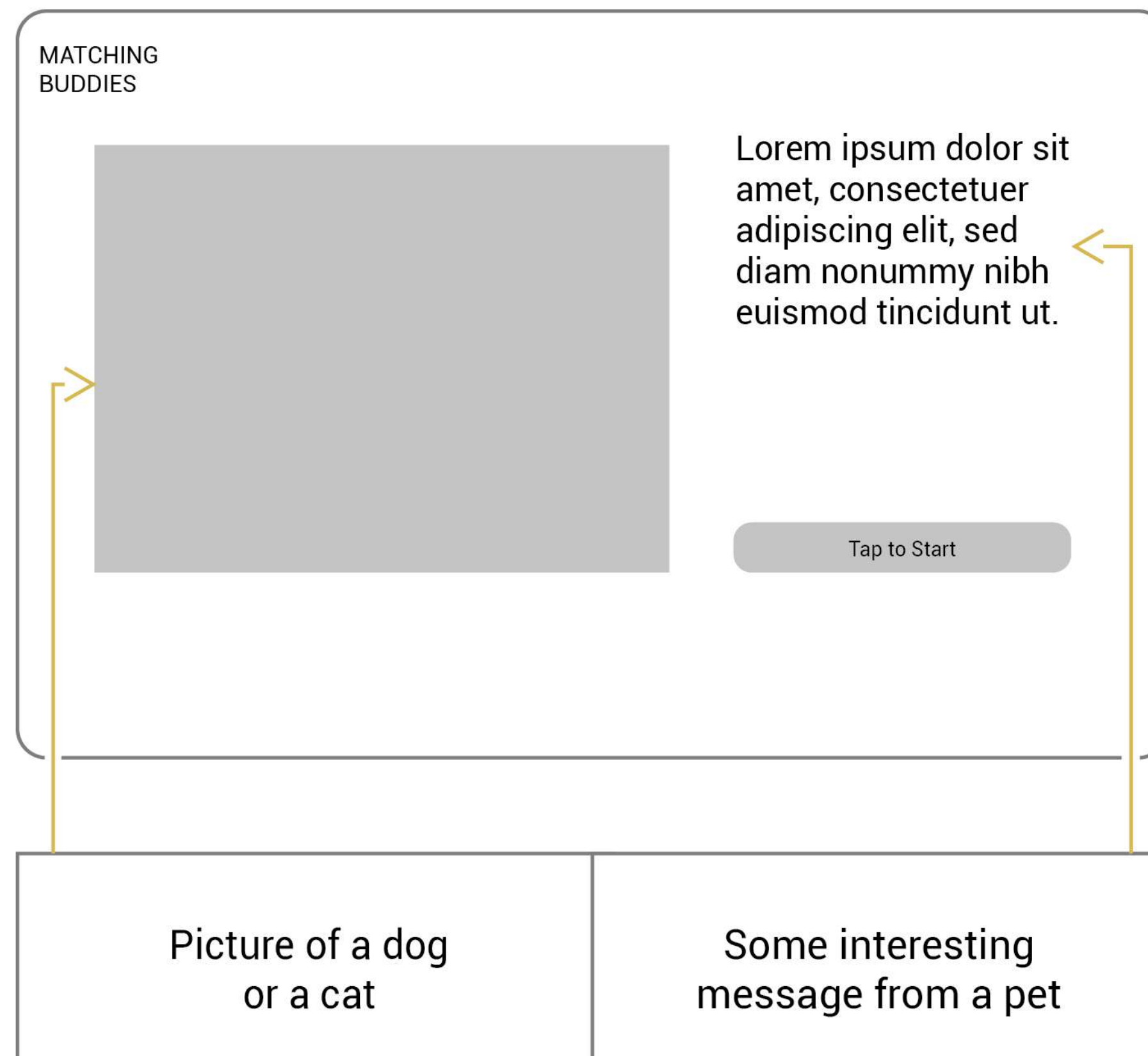
Start Screen	4 Choices

LOW FIDELITY PROTOTYPE

Possible solutions for kiosk

SCREEN FIRST PAGE

MATCHING
BUDDIES

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Tap to Start

You can make a big picture of a pet with a talking bubble

4 CATEGORIES

MATCHING
BUDDIES

ADOPT

LOST/FOUND PETS

FOSTER

DONATION
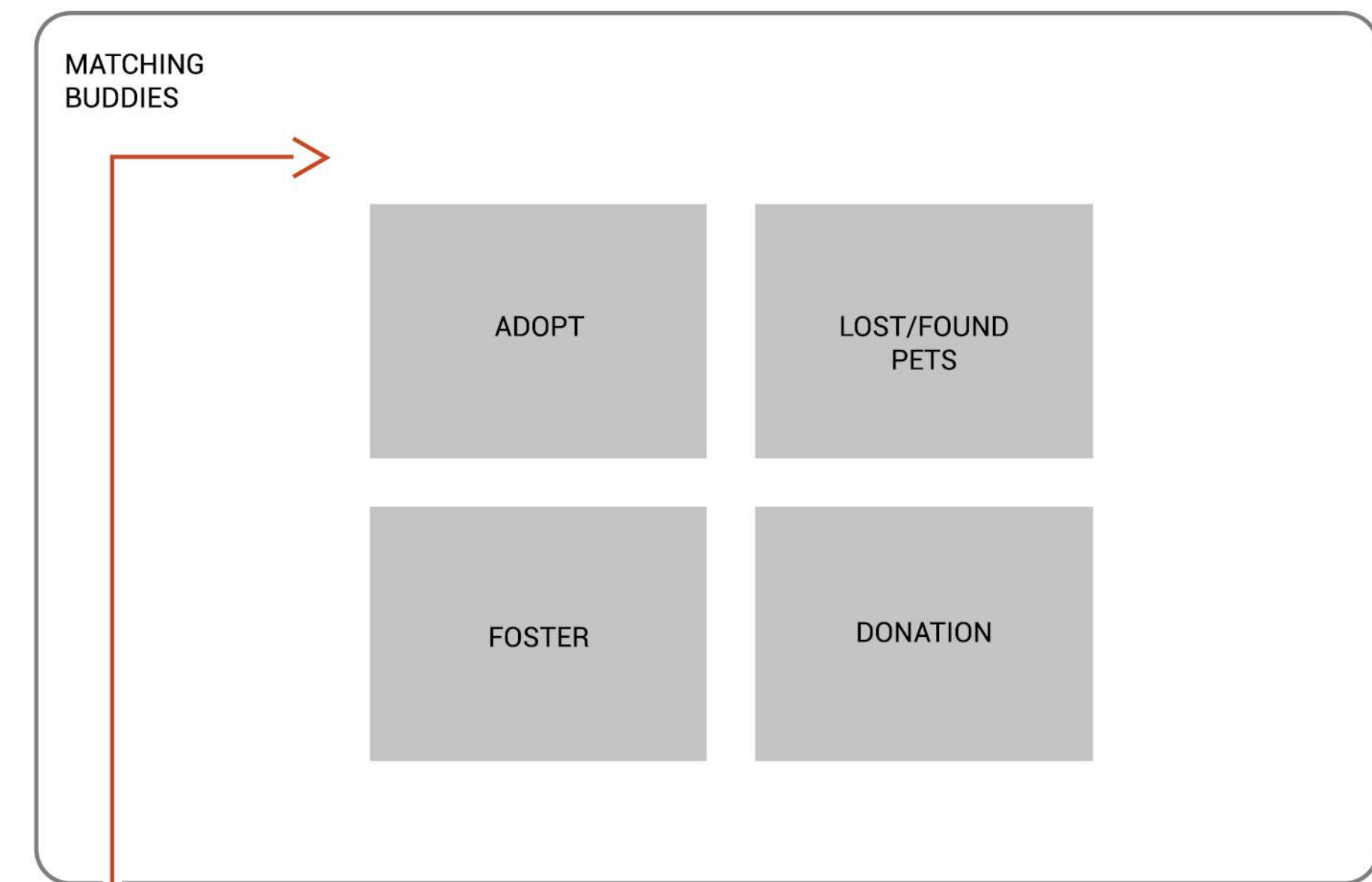
Need some introduction not just these four options

Possible solutions for kiosk

QUESTIONS

RESULTS

MATCHING BUDDIES

Let us find you a perfect pet

4/10 questions

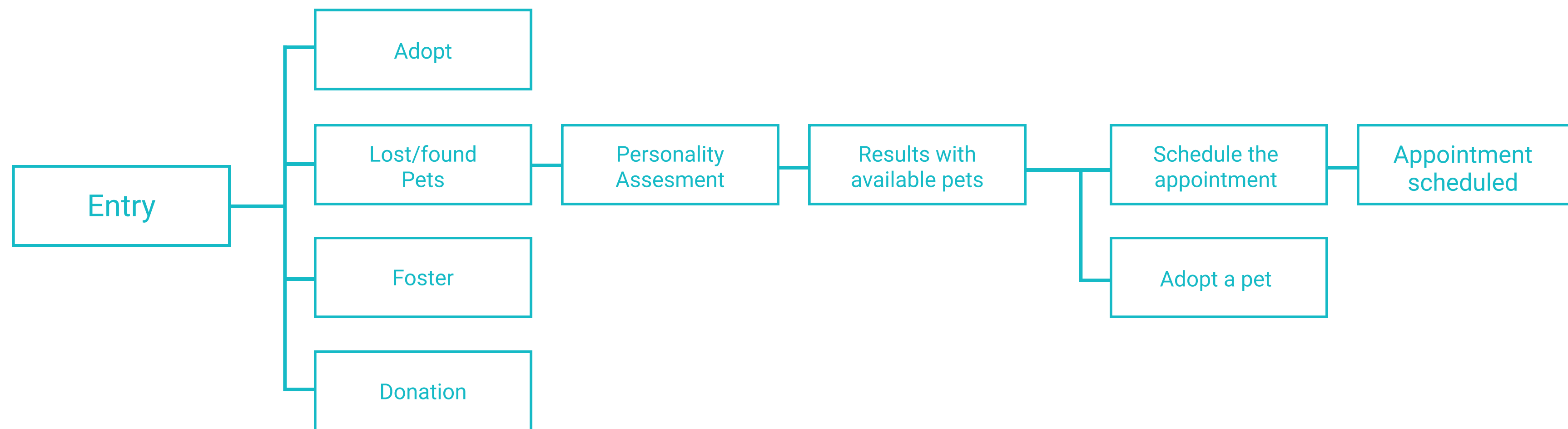Do you like being active all the time?

Yes

No

MATCHING BUDDIES

Your Results

98% matching

81% matching

74% matching

LUKE

LUKE

LUKE

male
Labrador Mix
2 years

male
Labrador Mix
2 years

male
Labrador Mix
2 years

About Luke

About Luke

About Luke

Questions for personality assesment	4 out of 10 questions

Results of the pets according to the personality test	More pets on next page

Kiosk & a user
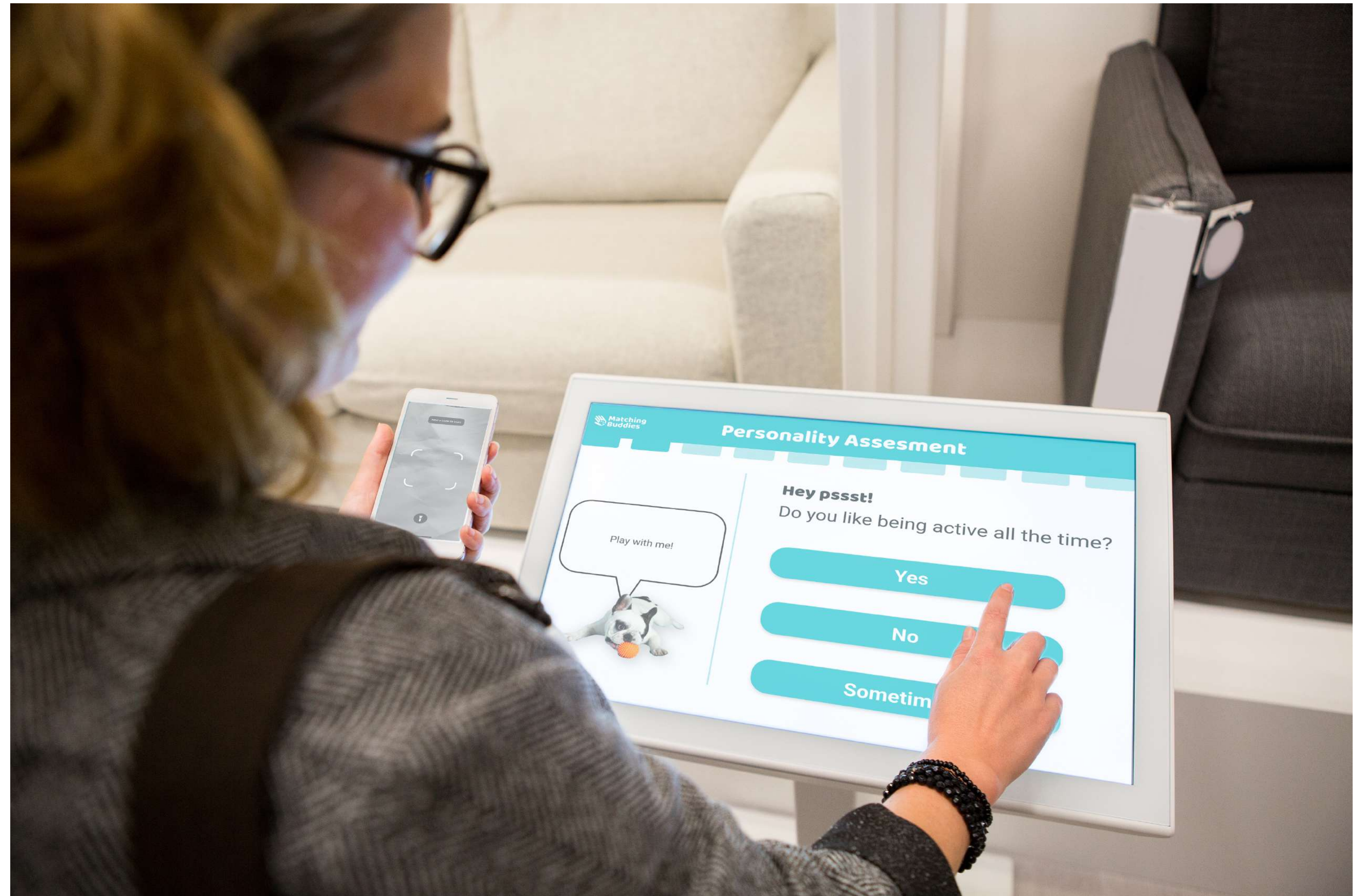
Kiosks

FINAL DESIGN

Kiosks