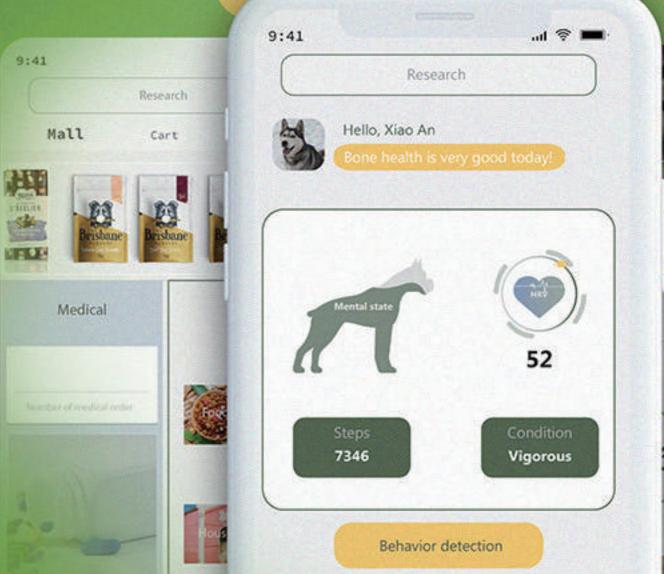
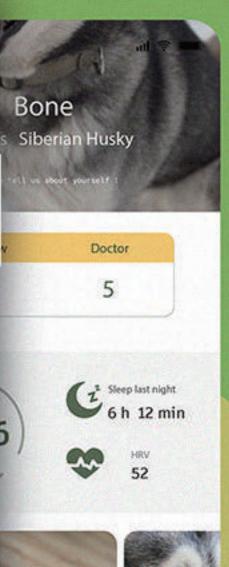
# PET PSYCHOLOGICAL MEDICAL SERVICE APP

## Brief

With regard to solving the problem of pet mental illness in China, the functions include online appointment, consultation, treatment, and drug purchase. It can also be used for online shopping of pet daily necessities and socializing for pet owners.





## Inspiration

I have raised a lively golden retriever, but because my parents go to work and I have to go to school ,so we have little time to accompany him. Gradually I found that he sometimes lost, often sitting in a daze in front of the window and destroying things, so I was worried about whether he had a mental defect. Based on online information, I found that pets also have mental illnesses, but they are not taken seriously in China, and the treatment is not popular, so I want to study an app that helps these dog owners.









## Research

#### Gabrielle Carter



#### HRV

- There is a link between dog behavior problems and
- It is designed to test whether HRV is related to a series of anxiety-related behavioral problems.
- Recruit pet dogs affected or unaffected by behavioral
- Compared with non-diseased dogs, the HRV measurements of the distressed dogs were reduced.
- The impact of behavioral problems on HRV cannot be explained by reactivity or cortisol.

### Valium

- Characterizes the dog's habituation in multiple trials for
- Behaviors with high repeatability can be identified and tested by Dixiepa.
- Anti-anxiety dicepa increases exercise capacity and changes the noise stimulus response.
- The potential measure of personality anxiety was determined and verified with Dixiepa.
- \* Veterinary behavioral counselling is currently provided in Victoria for all types of animals. Teaching at the School of Veterinary Medicine, University of Melbourne.

Provide veterinarians and veterinary nurses with educational seminars on veterinary hehavior

Association with Lot Smith Animal Hospital. AWSA and product advisory board member

Expertise: American College of Veterinary Behaviour Diploma.

references:https://www.linkedin.com/in/gabrielle-carter-4bb9a328/?originalSubdomain=au

## Case Study

#### Names



Separation anxiety



Social anxiety



Noise anxiety



Depression



#### Causes

It often receives a lot of attention, so when the owner's attention leaves the dog for a few hours, they will feel abandoned and neglected.

The owner's long absence and a terrible noise in a strange place may cause the dog to be anxious.

Strange sounds and unknown animals once threatened or harmed it. Such an experience will make your dog feel scared.

Changing their daily life status. Losing their primary caregiver, or relocating can make dogs suffer from depression.

Excessive love and care, and lack of exercise.

#### **Symptoms**

Shiver Hidden Self-injury Try to leave or escape Forced licking and grooming Diarrhea or vomiting Reduced activity

Destructive behavior

#### Loss of appetite Intense weight loss Reduced activity

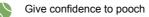
Drowsiness or more sleep Reduce social interaction

Refuse water or snacks Too much shedding Sudden and dramatic behavior changes

Repeated or aggravated behavior Self-injury Too much rear-end Reduce frolic

Destructive behavior

#### Treatment





Counter-conditioning

Anxiolytic drugs



Dramamine and Valium



Play with it more



Eliminate stress



Paxil&Prozac and Zoloft



Inhibit serotonin re-uptake

## **Medical Facilities**

#### Domestic



No professional pet psychology department



No professional pet psychologist



The owner doesn't care

#### Foreign

undergo a lot of assessment



Professional Veterinary Behaviorist



Department of Animal Psychology

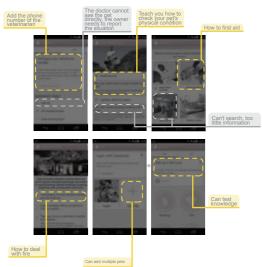


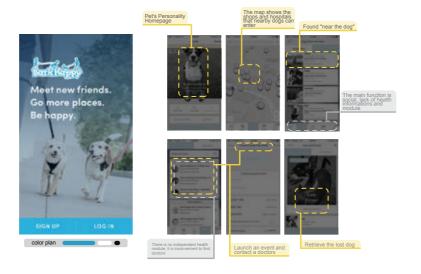
Pet owners give more attention



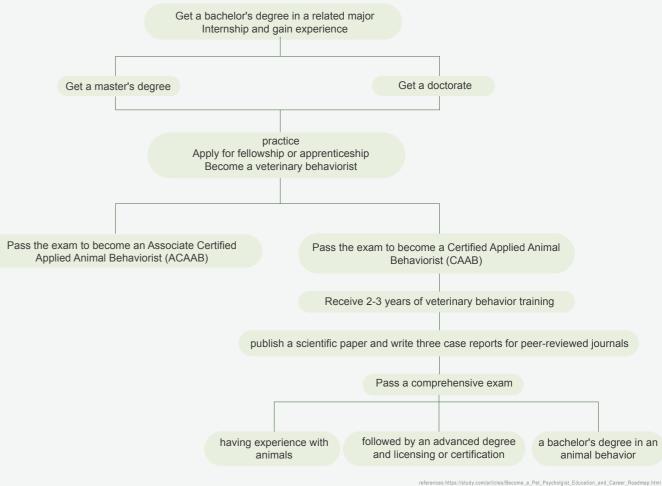
## **Comparative Analysis**







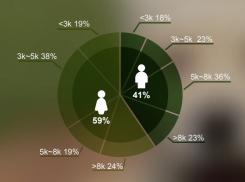
How to become a pet psychologist



The domestic pet medical environment is immature, and most people have difficulty in solving the psychological problems of pets.

## Questionnaire

#### 1.Gender & Salary



#### 2.Did you know that the dog has a mental illness?



#### 3.Are you willing to treat a dog's mental illness?



#### 4. What features do you want this app to have?



## Insights

- Most dog owners know that their dog has a mental illness.
- Most dog owners want to treat their dog 's mental illness
- They hope to learn about canine mental illness
- They want to be able to contact the doctor and have a
- forum to communicate with others



## Persona



#### Xiao An

25 years old Accountant She is busy at work and sometimes needs to work overtime Monthly salary: around 5000 RMB

"Bone always destroy my sofa!"  $\uparrow$  ( $^{\prime}$  -  $^{\prime}$ )  $\leftarrow$ 



#### Bone

One and a half years old | Male dog Always excited

"Woof Woof!" `(\*°∇°\*)'

#### Symptoms

The bones are always at home alone, unaccompanied.

He often destroys things at home, and often looks out of the window motionless.

#### Her thoughts

Bones has been taken to the doctor and diagnosed with canine obsessive-compulsive disorder. He does not need to take medicine, but needs behavioral therapy. She wants to help him, but She doesn't know how to do it.

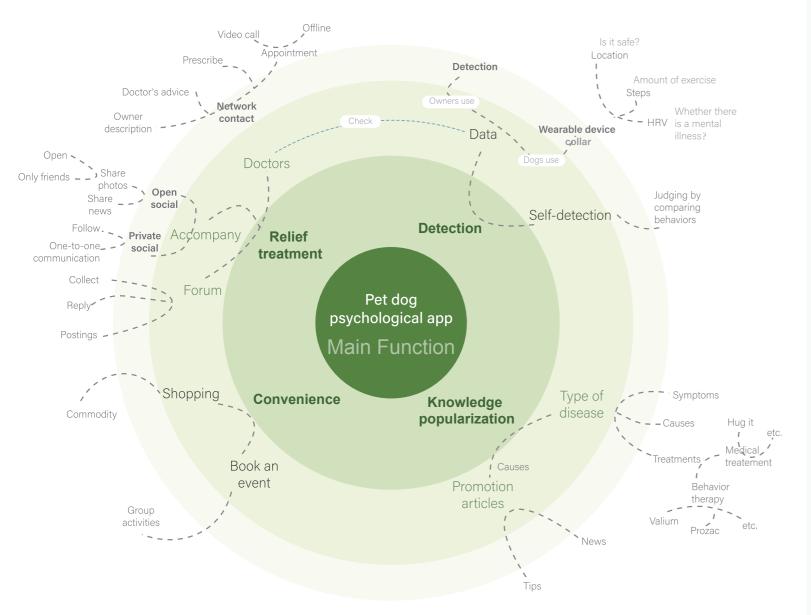
Summary: "I hope someone can teach me how to treat him at home."

## User journey map

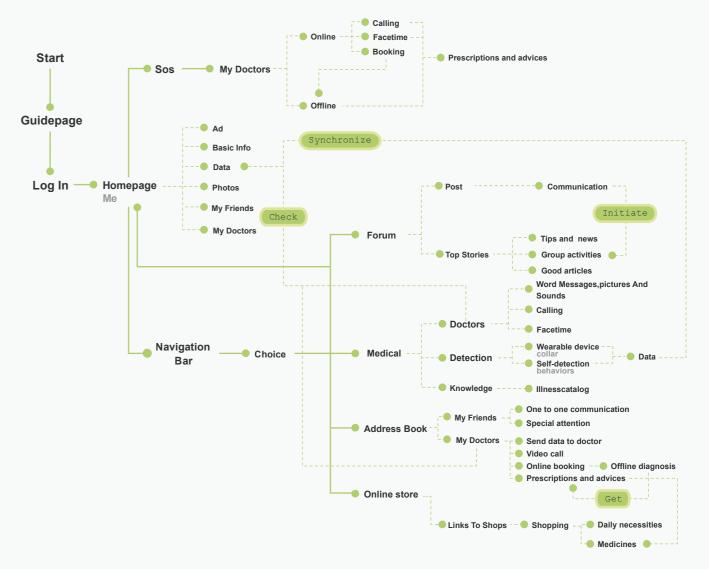


## Final Design

By summarizing the characteristics of other products on the market and the data of user demand survey, a personalized psychological treatment APP for pet dogs was finally designed.



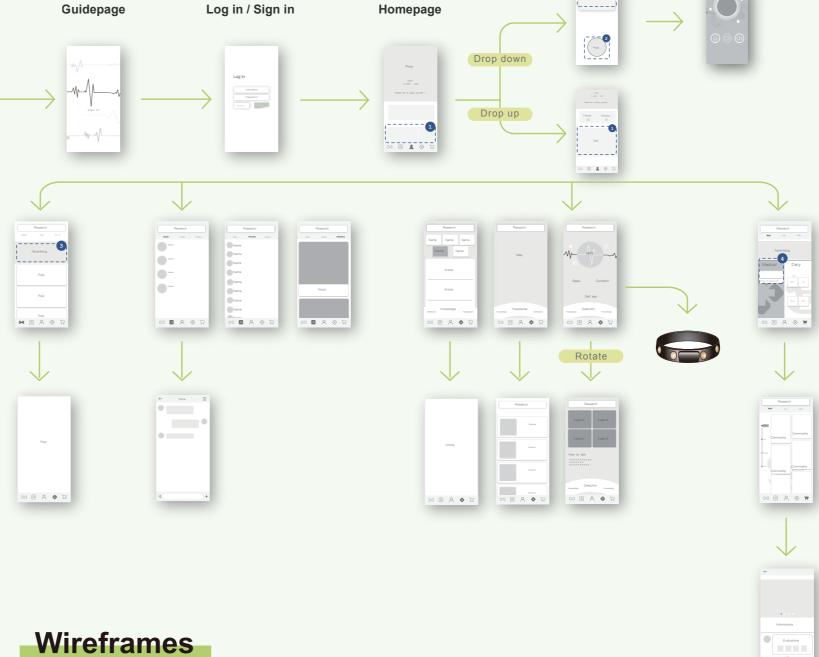
## **Information Structure**



#### **Function introduction**

Start

- Scroll down to see the full home page, which shows basic information about the dog and some photos. The boxed part is the push of some malls and articles.
- SOS, contact your doctor directly.
- 3 Forum, the headline part can be used for advertising, article recommendation, activity introduction and so on.
- 4 Enter the number of the doctor's order.



## Branding

#### Logo



#### Color





#### Fonts

Myanmar Text 12 pt Bold

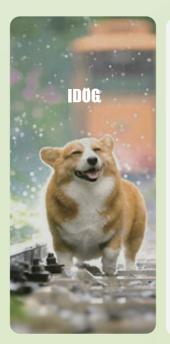
Myanmar Text 12 pt Regular

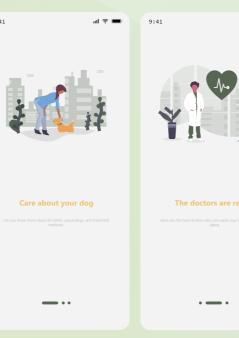
Source Code Variable 10 pt

Medium/Rehular

Arial 6 pt Regular

## **User interface**

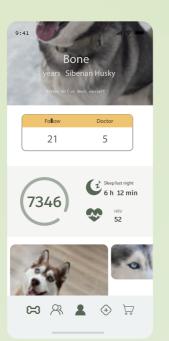


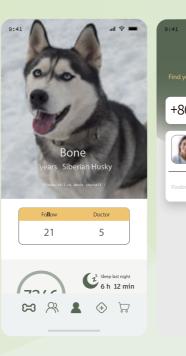


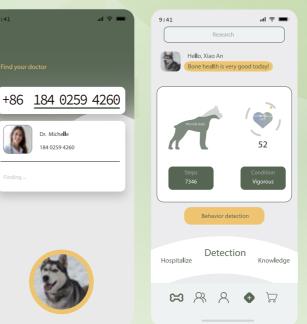


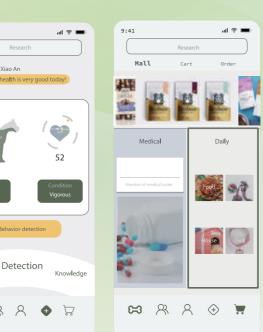




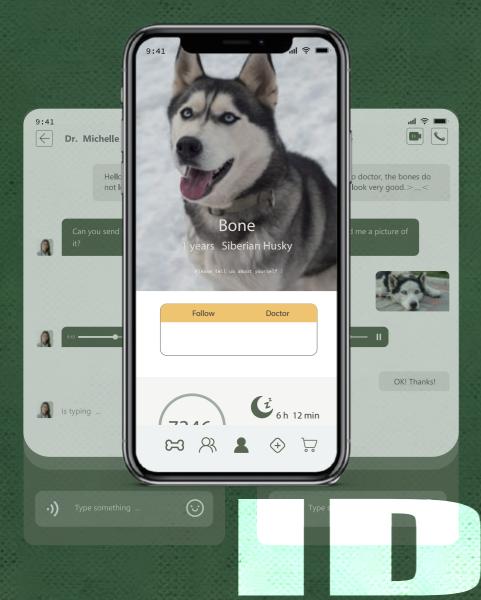












## Love it, never give up



Felis eget velit aliquet sagittis id. Blandit aliquam etiam

erat wellt scelersque in dictum non. Erat imperdiet sed euis-

mod nisi porta lorem mollis aliquam ut. Vitae tortor condi-

mentum ladnia quis. Omare massa eget egestas purus

viverra accumsan in nist. Quis enim lobortis scelerisque fermentum. Eget nurs celerisque viverra mauris in. Morbi tempus iavoils uma id volvingti facus. Tellus pellentesque esi tiacidunt tortor aliquam milla facilisi cras. Multi aliquet portitor facus fuctus accumsan tortor posuere ac et. Muuris cursus matris melestie a laculis at erat pellentesque adipocing. Porta forem mollis aliquam at portitior leo a diam. Tellus elementum sugittis vitae et leo diai ut. Ires in cursus turpos massa fincident. Risus viverra adipsicing at in tellus. Integer leuglat scelenique. Vel risus cantimodo viventa in cenas accumsan lacus. Ut placerat noti nulla pellentesa Dolor sed viverra igsum nunc aliquet bibendum enim fa sis. Justo donec enim diam vulputate ut.

Fermentum dui faudiois in omare quam viverra orci sa tis. Eu volutpat odio facilisis mauris sit amet messa vi tortoc. Venenitis a condimentum vitae sapieni. Illiamon malesiada proin libero nunc consequat. Phaselias vesti lum lurem sed nuss uttricies tristique. Elefend quam ac liscing vitae proin sagitis. Egestas protium annean phan magna ac placerat. Nisi vitae suscipit tellus mauris a diame lisus nec fesquat in fermentum posiuere uma nec tinordunt.

Rendering