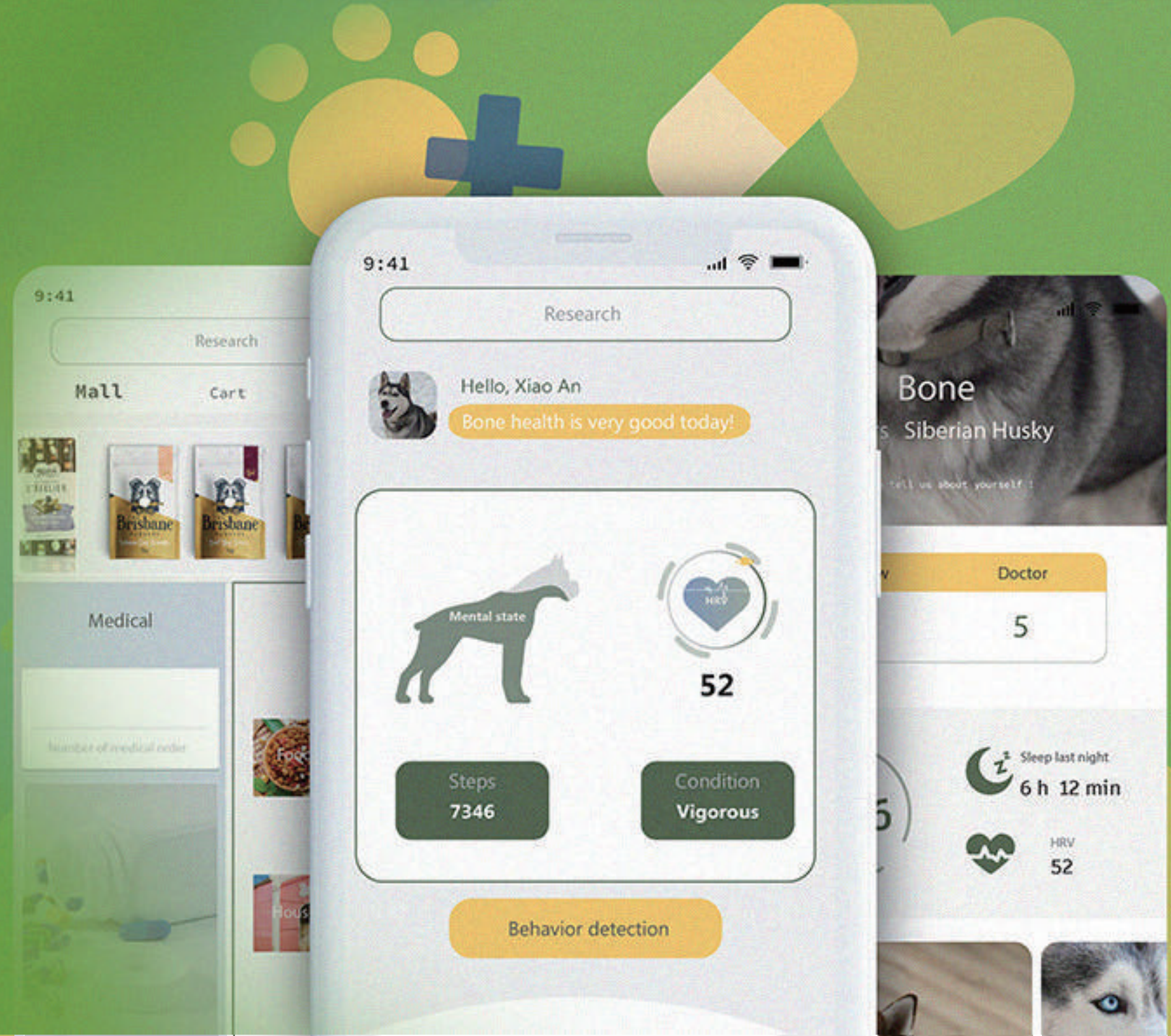


PET PSYCHOLOGICAL MEDICAL SERVICE APP

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.



Dr Gabrielle Carter

"Sometimes after experiencing trauma, they will be very anxious and depressed, and they cannot adjust themselves."



HRV

- There is a link between dog behavior problems and HRV.
- 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 issues.
- 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

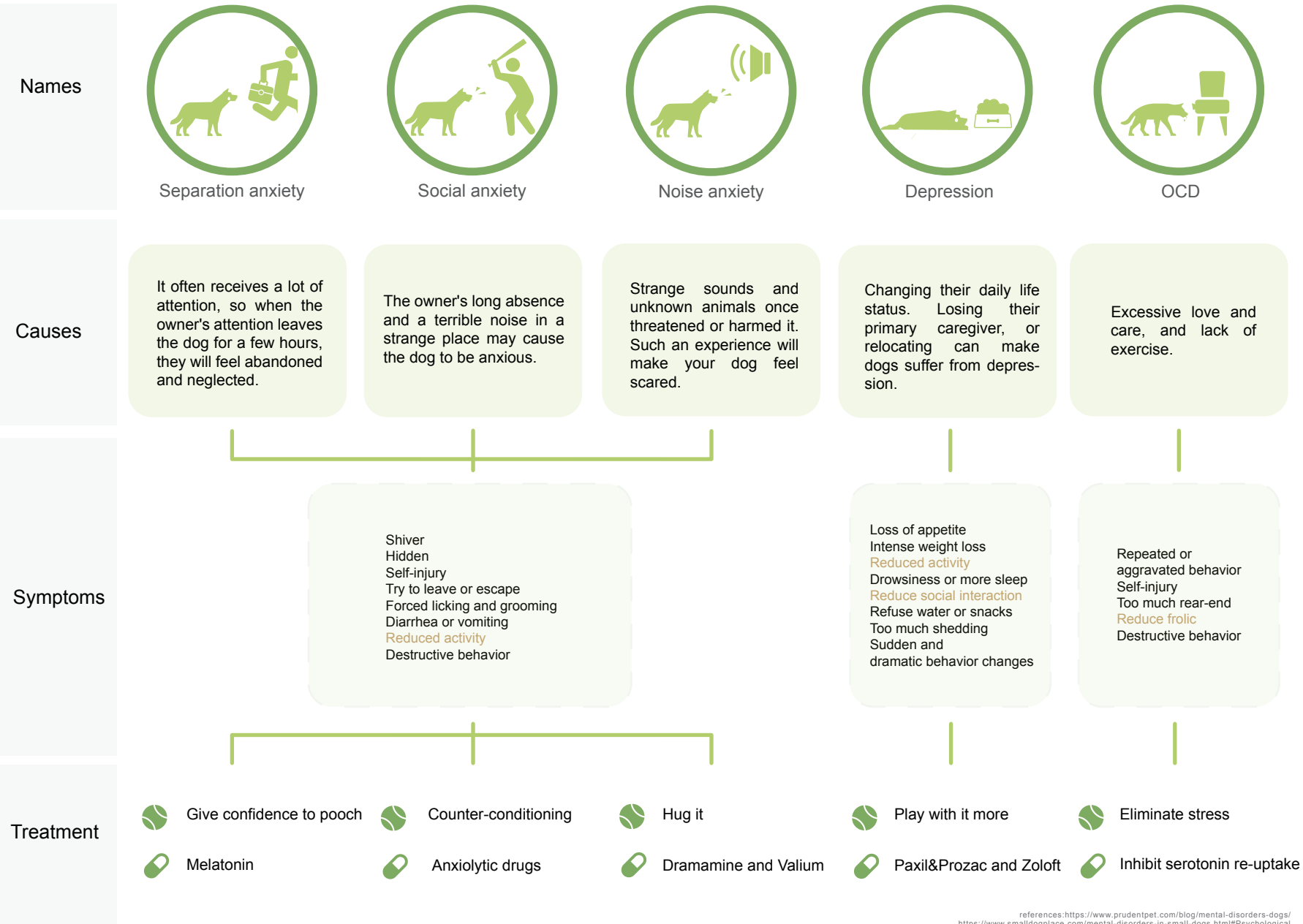
- Characterizes the dog's habituation in multiple trials for field trials.
- Behaviors with high repeatability can be identified and tested by Dixiepa.
- Anti-anxiety dicepa increases exercise capacity and changes the noise stimulus response.
- The potential measure of personality anxiety was determined 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 behavior.

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



references:<https://www.prudentpet.com/blog/mental-disorders-dogs/>
<https://www.smalldogplace.com/mental-disorders-in-small-dogs.html#Psychological>

Medical Facilities

Domestic



No professional pet psychology department



No professional pet psychologist



The owner doesn't care

Foreign

Become a professional veterinary behaviorist must undergo a lot of assessment



Professional Veterinary Behaviorist



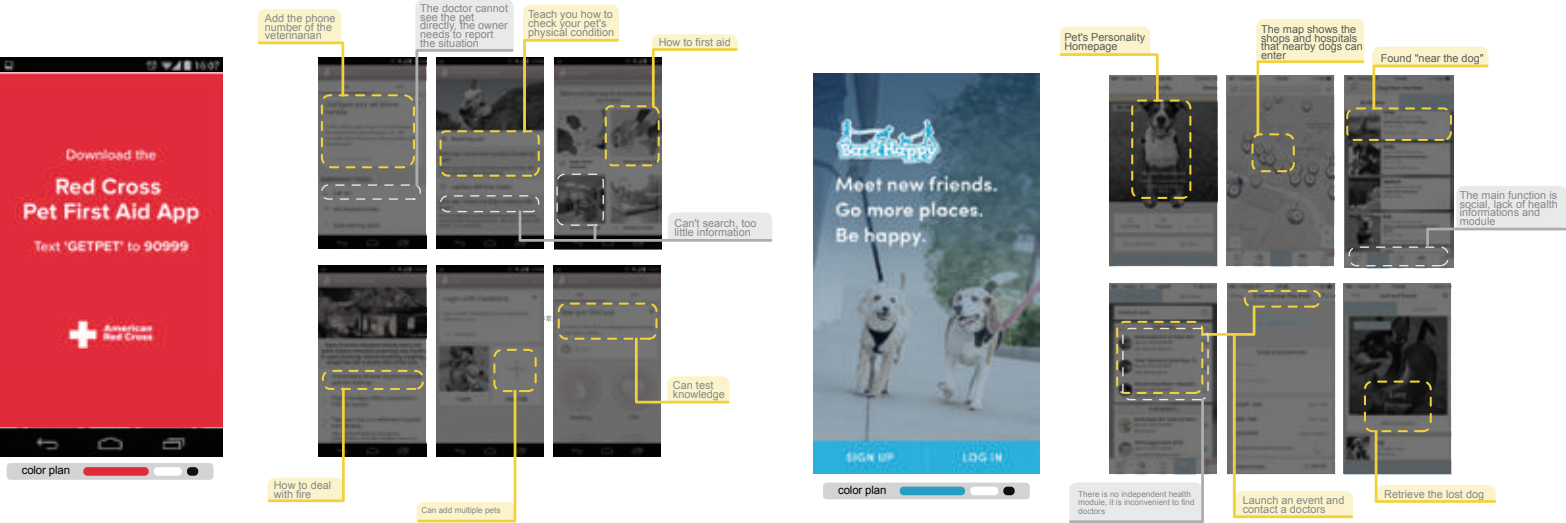
Department of Animal Psychology



Pet owners give more attention

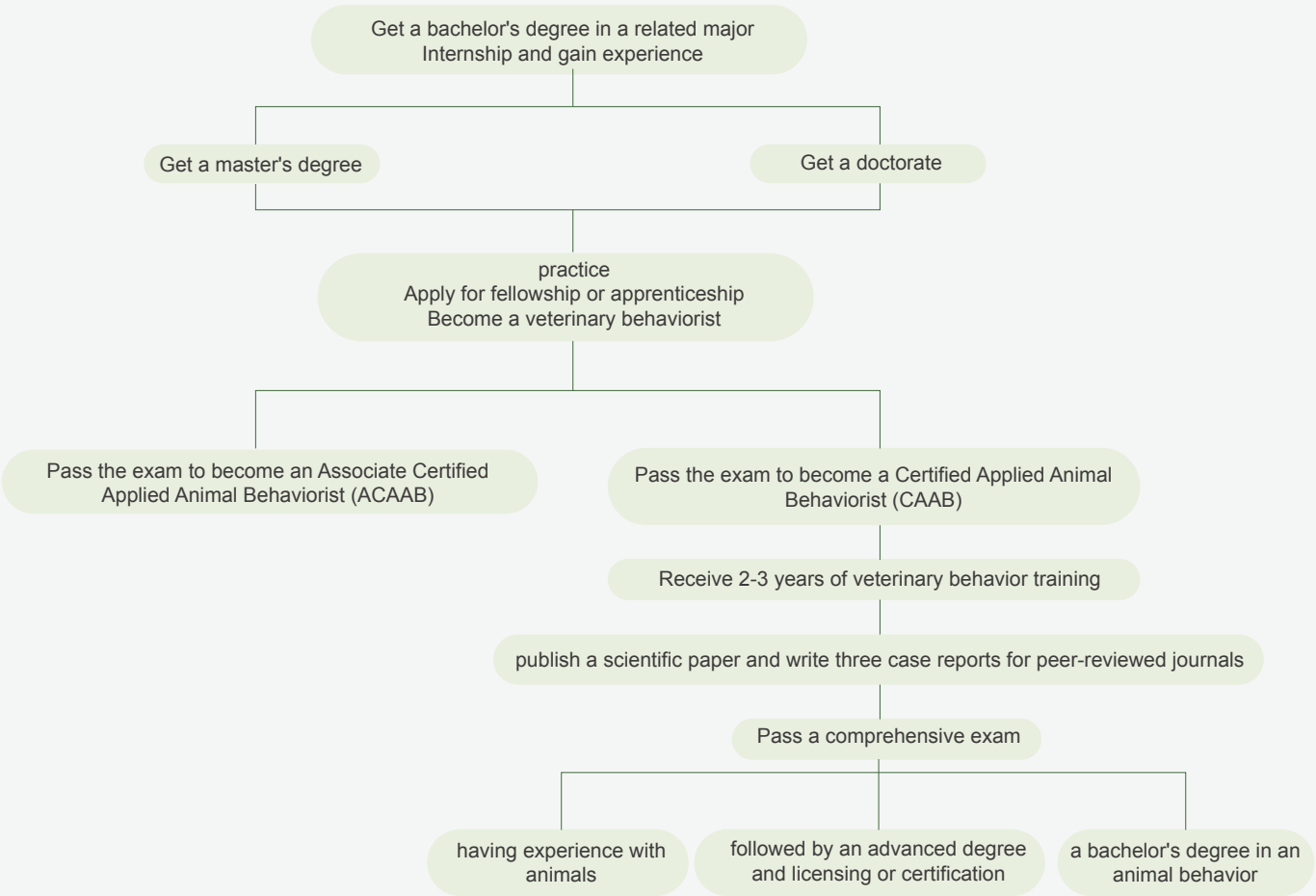


Comparative Analysis



references: <https://play.google.com/>

How to become a pet psychologist



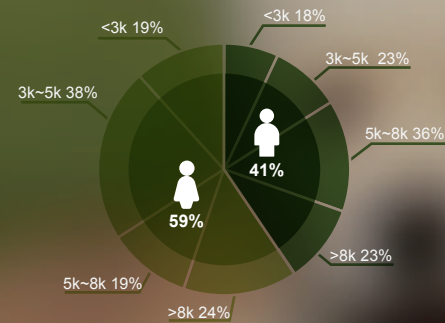
references: https://study.com/articles/Become_a_Pet_Psychologist_Education_and_Career_Roadmap.html

Question

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

Questionnaire

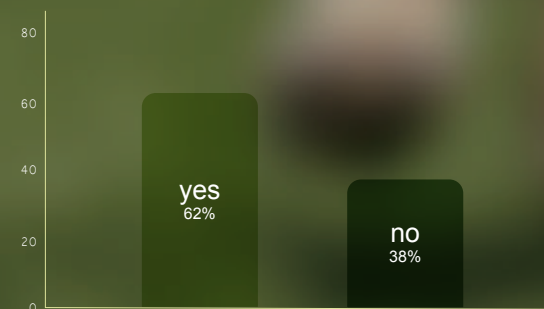
1. Gender & Salary



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



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



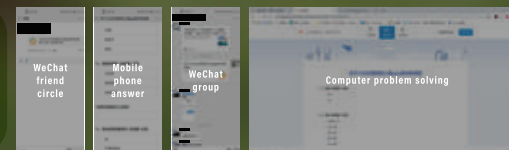
4. What features do you want this app to have?



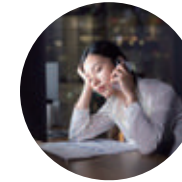
Insights

- 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

Data Sources



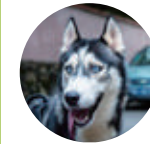
Persona



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!"
(-)



Bone

One and a half years old
Male dog
Always excited

"Woof Woof!"
(* o ∇ o *)

Symptoms

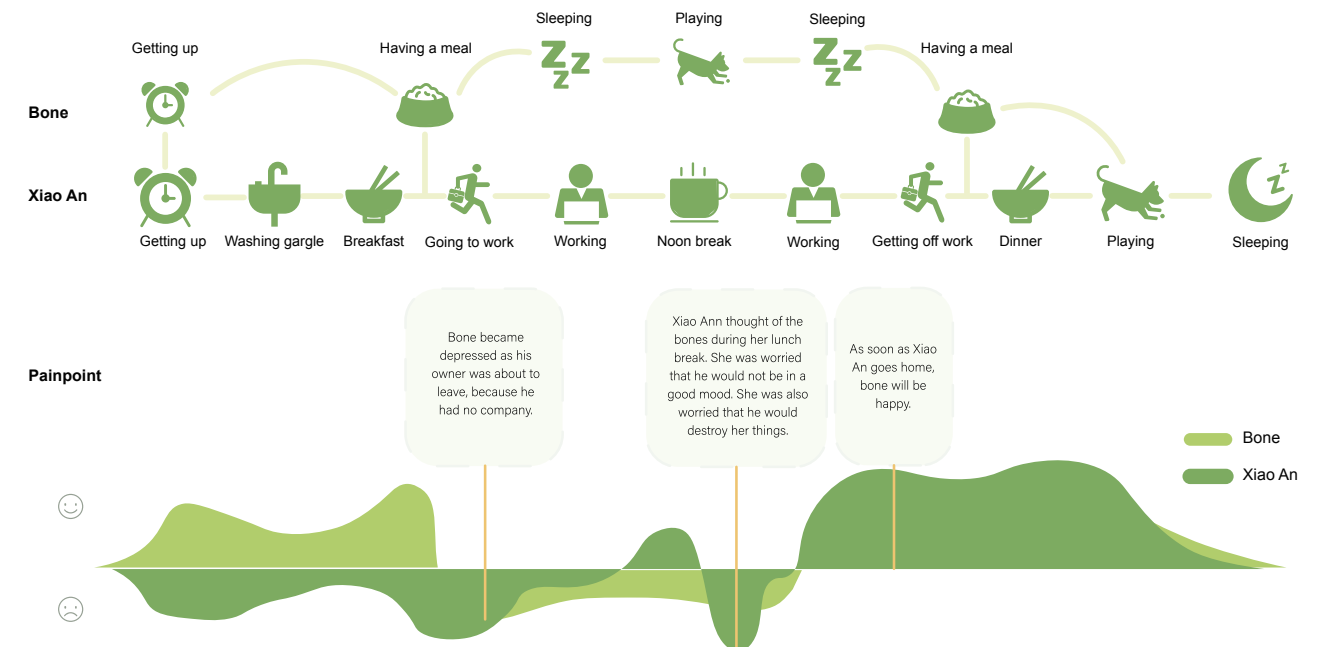
The bones are always at home alone, unaccompanied.
He often destroys things at home, and often looks out of the window motionless.

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.

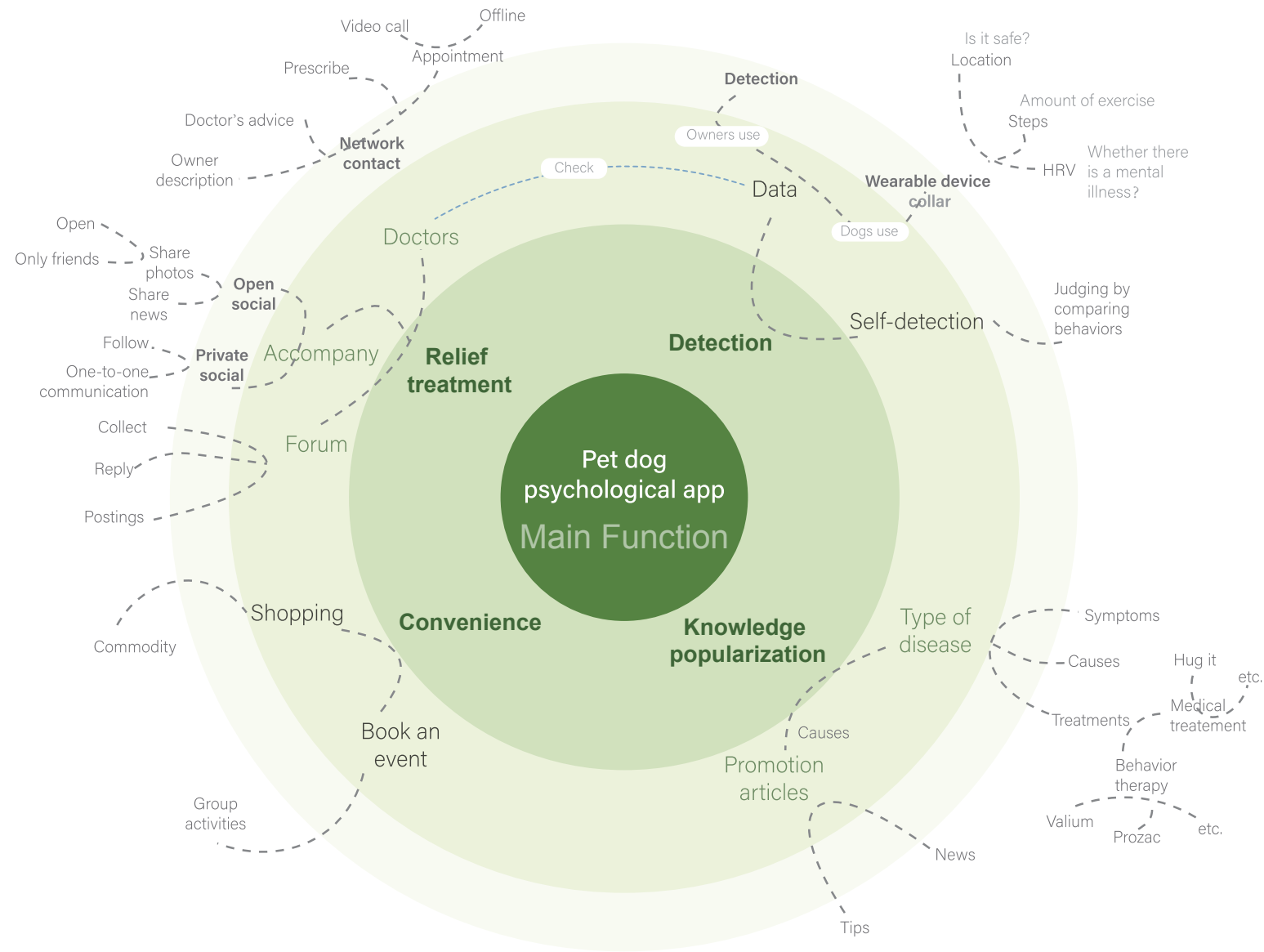
Summary: "I hope someone can teach me how to treat him at home."

User journey map

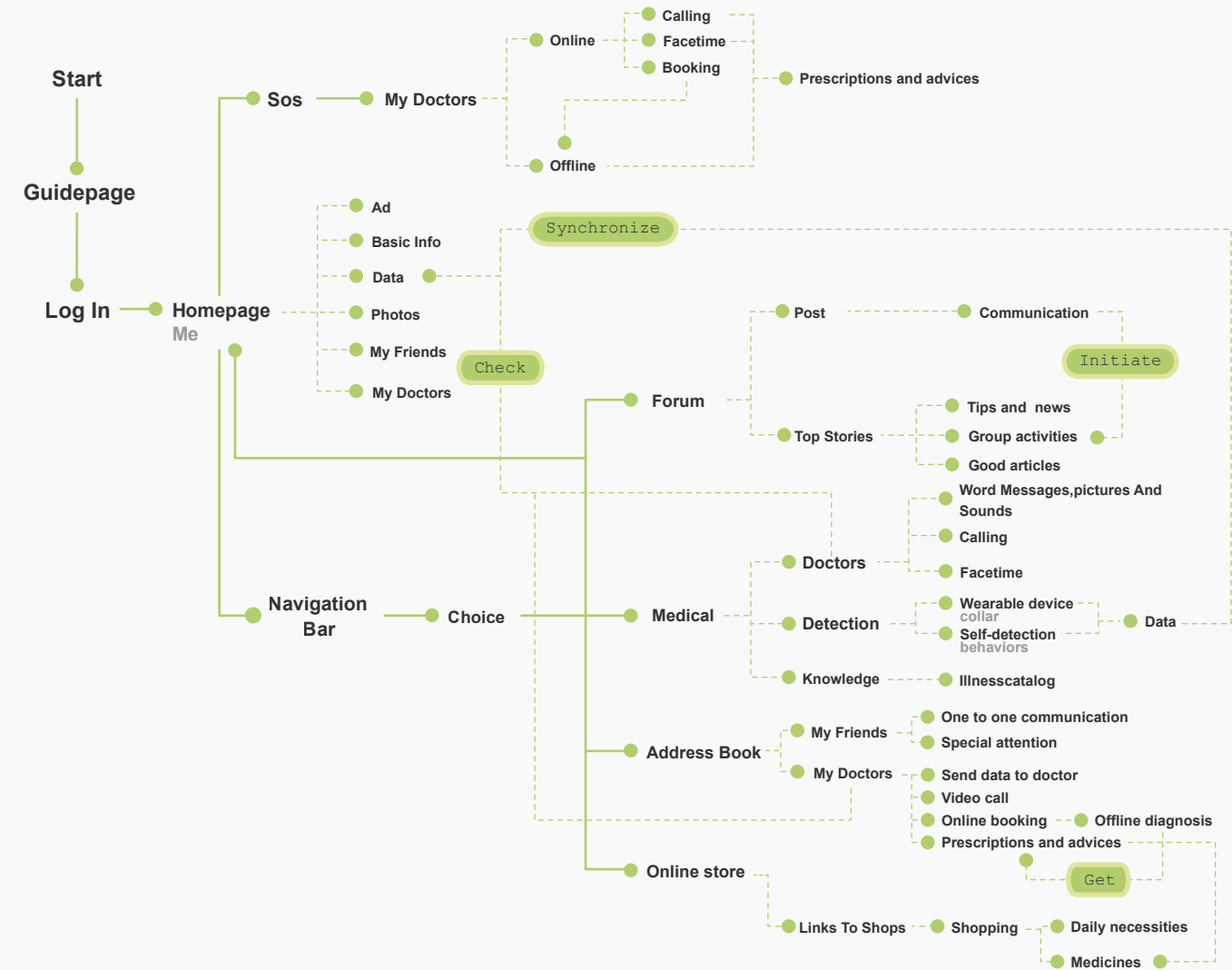


Final Design

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.

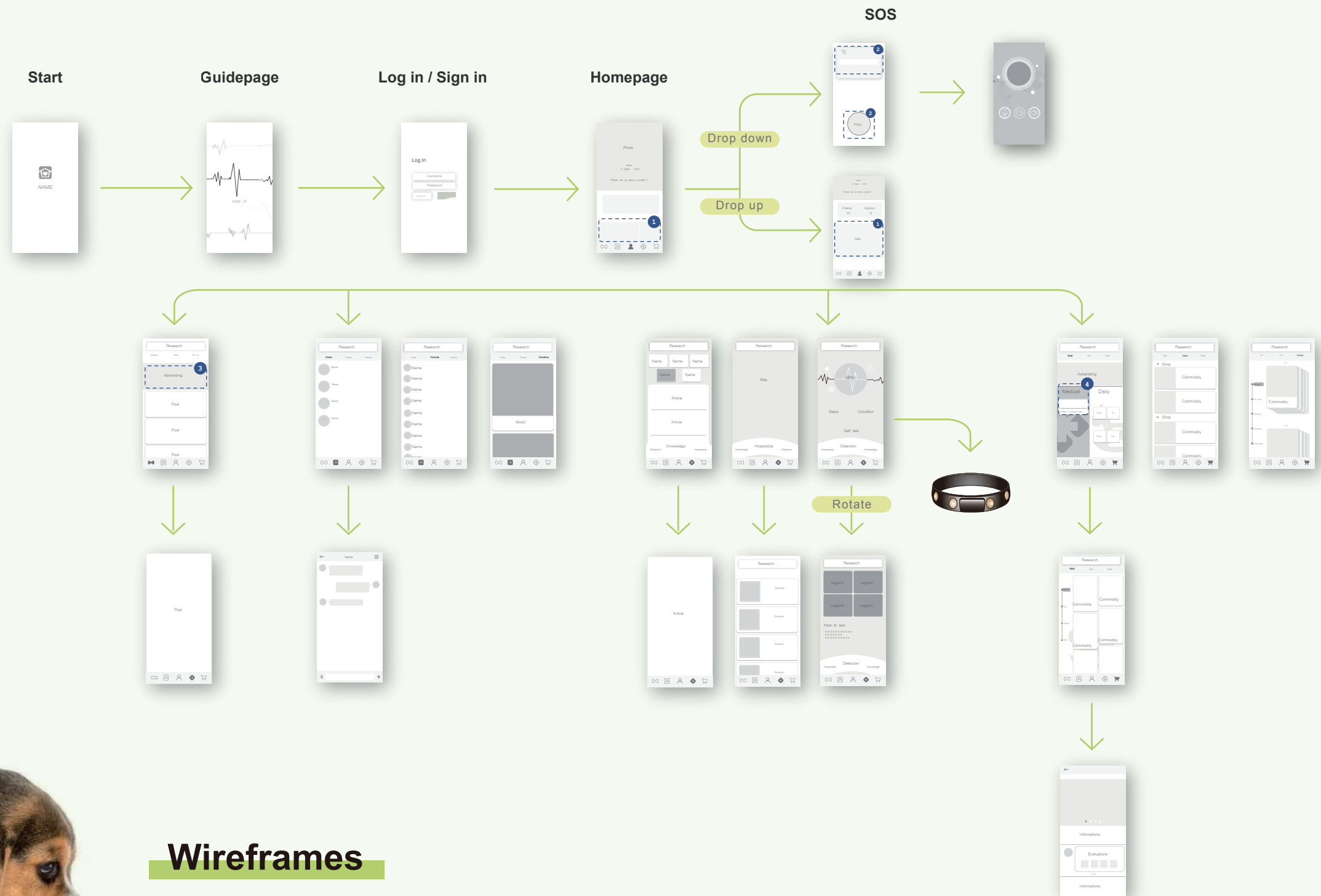


Information Structure



Function introduction

- 1 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.
- 2 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.



Wireframes

Branding

Logo



Color



R:238
G:235
B:231

Beach
and
clouds

R:208
G:175
B:107

Dog

R:84
G:103
B:79

Grass

R:43
G:78
B:143

Sky

Fonts

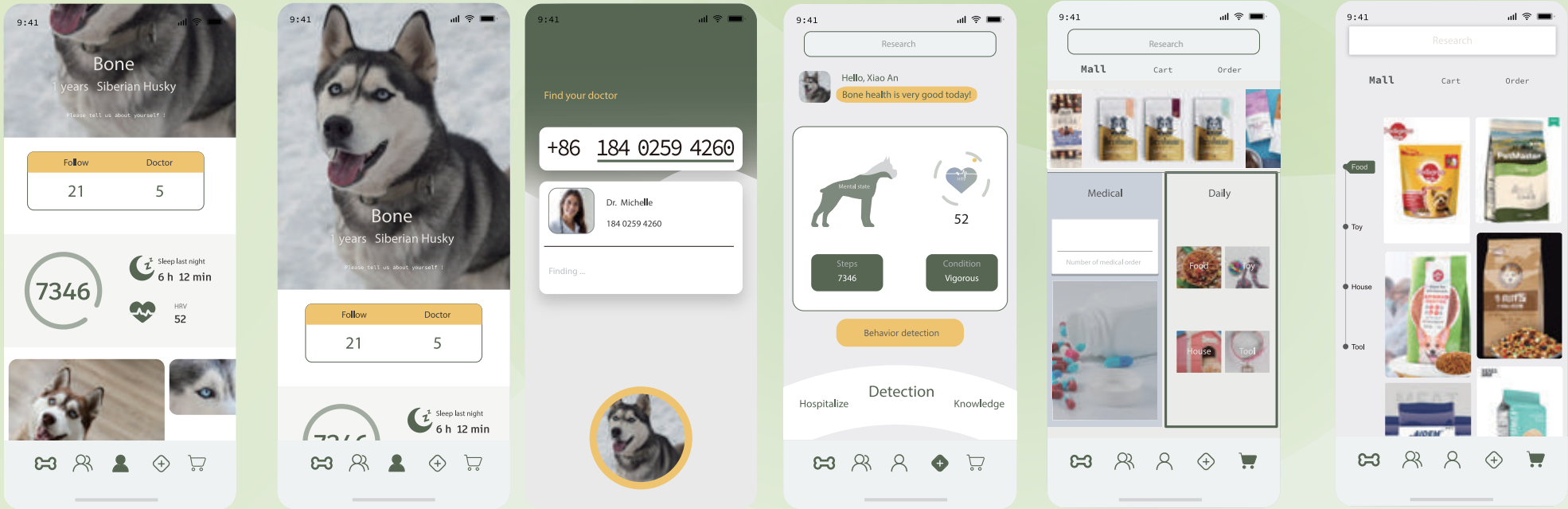
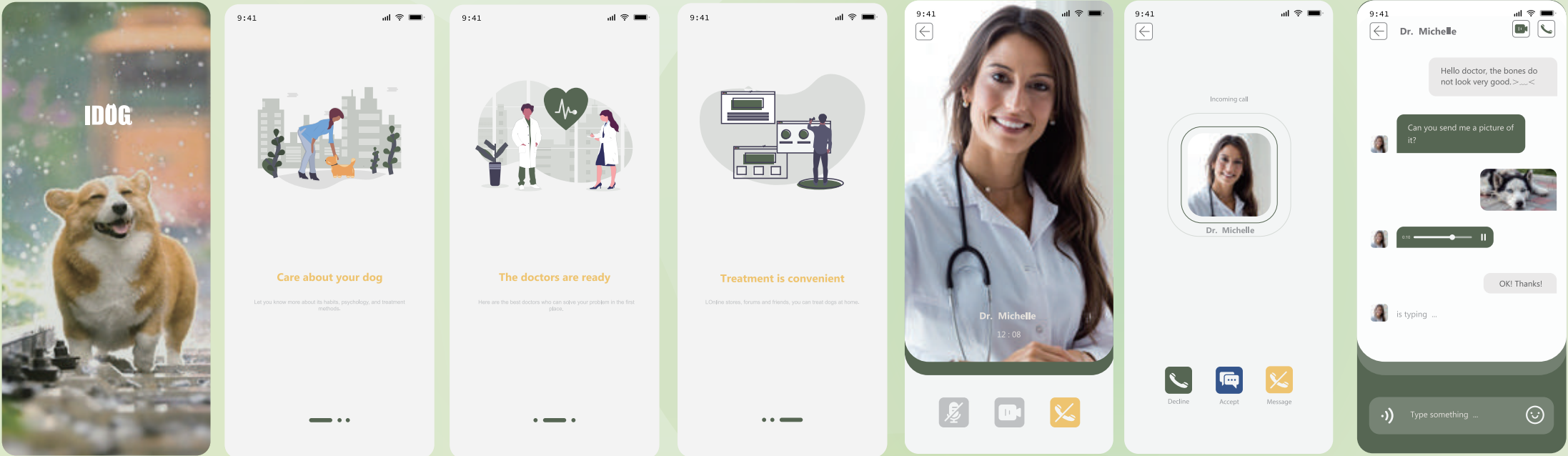
Myanmar Text 12 pt Bold

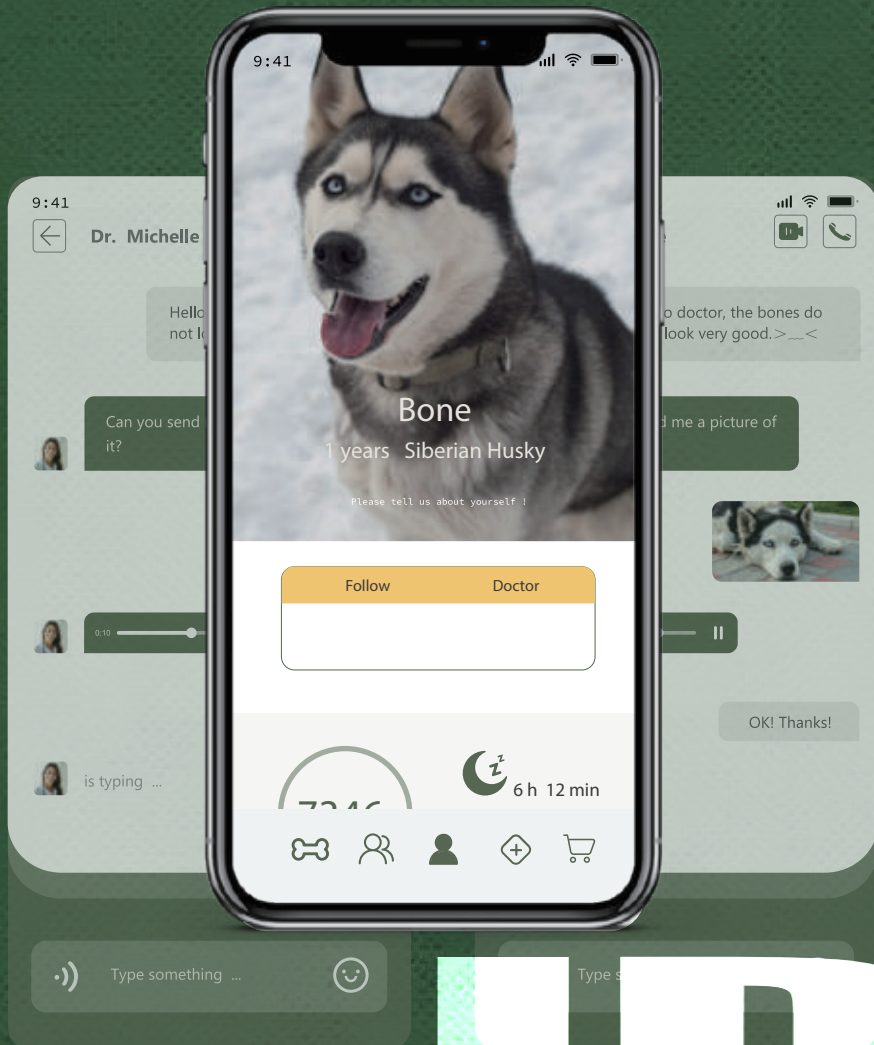
Myanmar Text 12 pt Regular

Source Code Variable 10 pt Medium/Regular

Arial 6 pt Regular

User interface



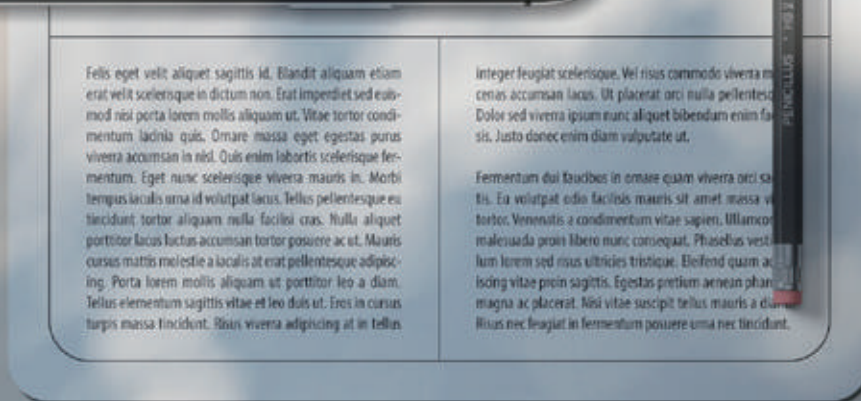


Love it, never give up

Love it, never give up



Love it, never give up



Rendering