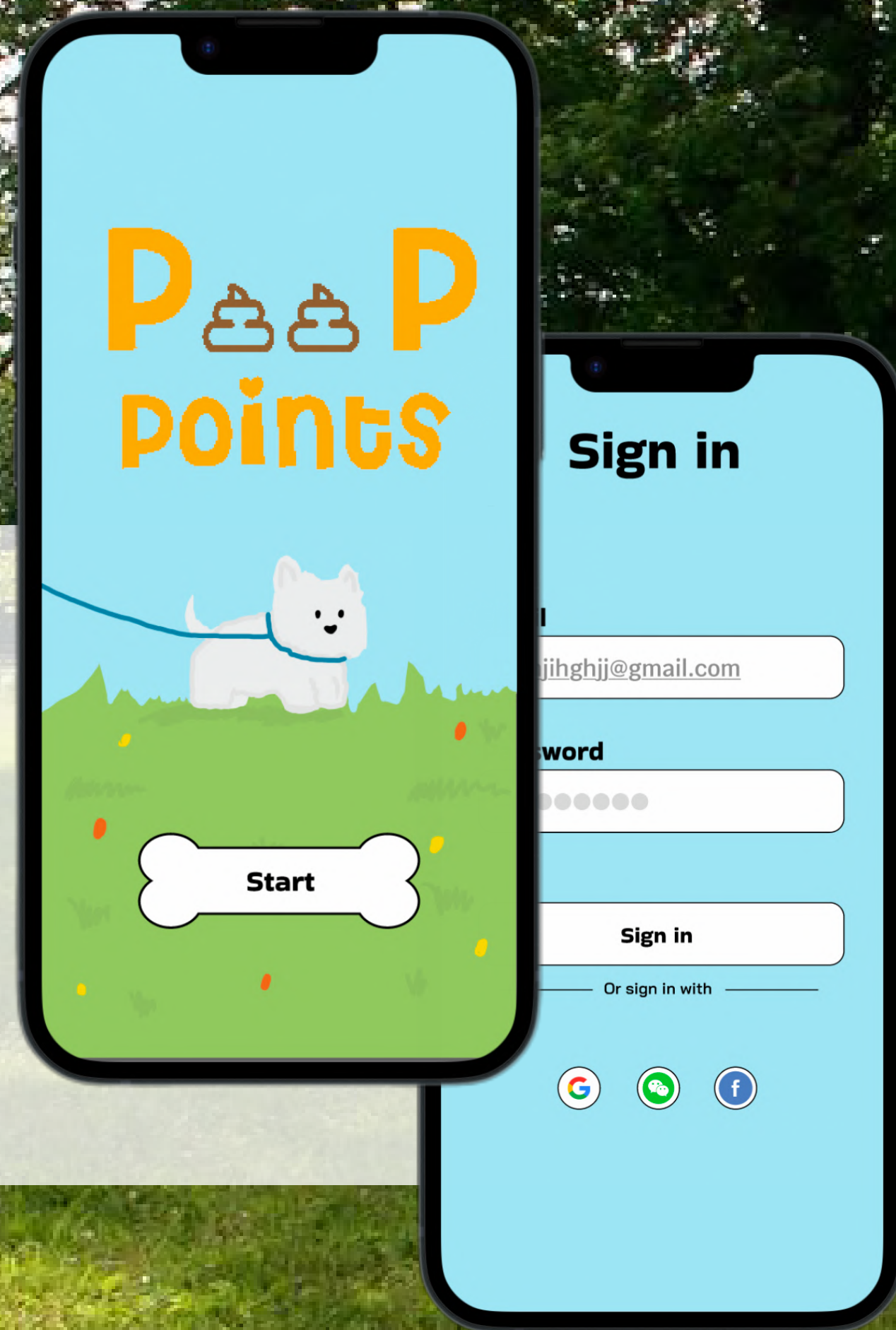


Poop Points



Poop points is a project aimed at improving urban pet management. It focuses on encouraging pet owners to clean up their dog poop, providing convenient pet poop cleaning facilities, and enhancing the education of pet owners and communication among them.

By addressing two key pain points, the insufficiency of dog feces treatment facilities leads to the accumulation of pet feces everywhere, affecting hygiene. In addition, there is a lack of an effective pet owner education or supervision system, such as not understanding the hazards of feces and not cleaning up feces and other uncivilized behaviors.

■ BACKGROUND

Some dog feces that can be seen everywhere

One time on my way home, I stepped on a dog's feces, which made me feel uncomfortable. It led me to think: Why does such a problem exist? After observing, I found dog feces everywhere and some public facilities for dog feces. However, such facilities still have deficiencies, and pet owners lack awareness of the harm of dog feces.



Some news about dog feces



Recently, there have been some news reports indicating that dog poop poses a threat to both humans and the environment, and some new regulations regarding dog ownership have emerged.

Some data about dog feces

dog feces

In the United States, pet dogs produce 21.2 billion pounds of feces every year. (outsideonline.com)



21.2 billion pounds

23 million



The biggest problem with feces lies in the number of bacteria. There are approximately 23 million escherichia coli in one gram of dog feces, which is twice the number of human feces. (smea.uw.edu)

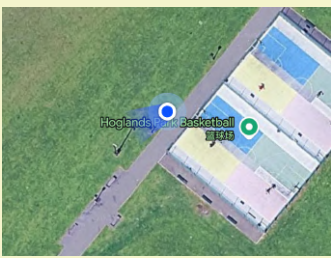
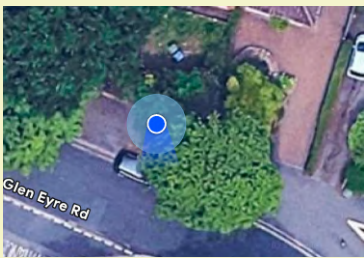
Statistics show that about 60% of dog owners clean up their pets' feces. (smea.uw.edu)



60%

Field observation

It is easier to find dog feces in the park, especially on sunny weekends. It is rare to see signs for cleaning up dog feces or special trash cans for dog feces.

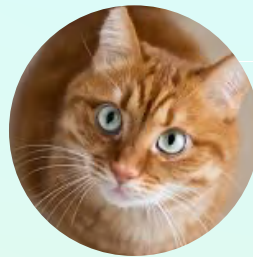


Common animal manure treatment



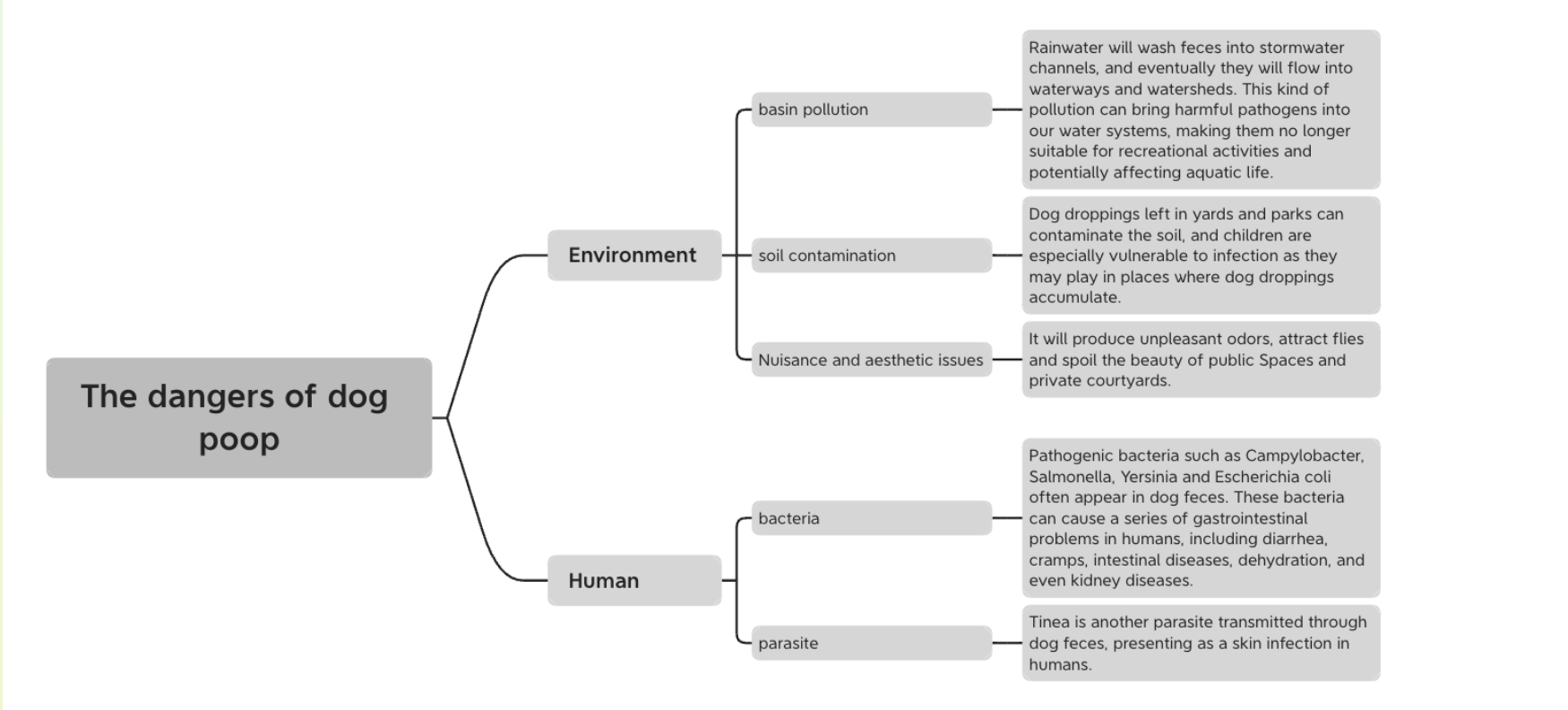
It mainly relies on the dual coordination of "public awareness and urban facilities"

Cat feces contain Toxoplasma gondii and pose a high risk of water pollution. Difficult to clean manually.



It is used for fertilizing farmland after processing

The hazards of dog feces



Laws on dog feces in different countries

England

Not cleaning up dog feces may result in a fine of £80 (or even more). Each city provides an easy-to-fill online form for reporting any dog defecation incidents.

United States

it'll cost you \$250. Do that in Austin, Texas and it might cost you up to \$500. In Washington, D.C., fines can be as high as \$2,000!

China

Those who do not clean up dog feces will face a fine of 50 to 200 yuan.

France

From mid-May, dog owners who do not clean up their dog poop will face a fine of 135 euros.

QUESTIONNAIRE

A questionnaire survey on dog feces management and community health. A total of **24 people** participated in the survey, aged between **18 and 30**.

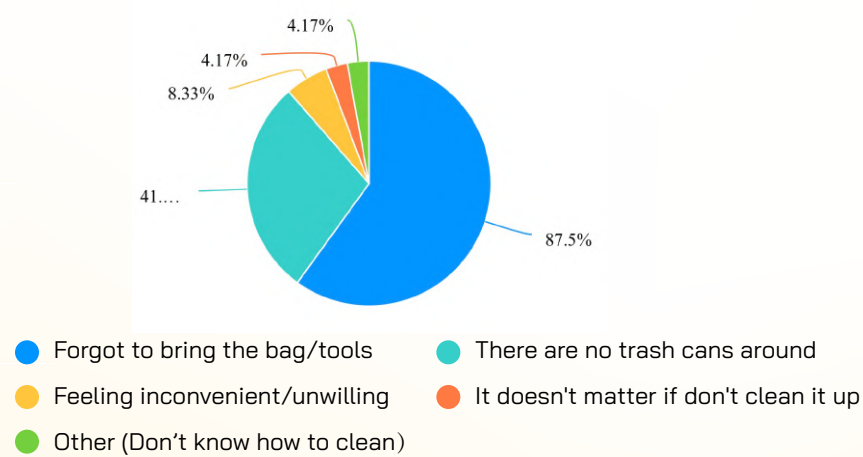
Basic information

- Dog Owners: 100%
- Age Group: 18-30 years old

Public environment

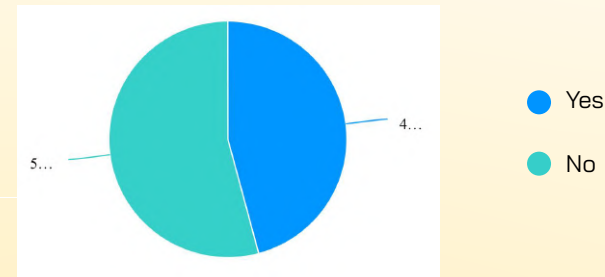
Do you think the community has sufficient facilities?

Main reasons for not cleaning up

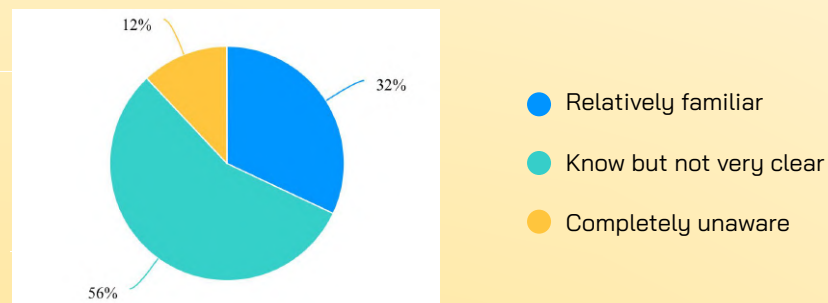


Awareness

Do you know dog toilets exist?

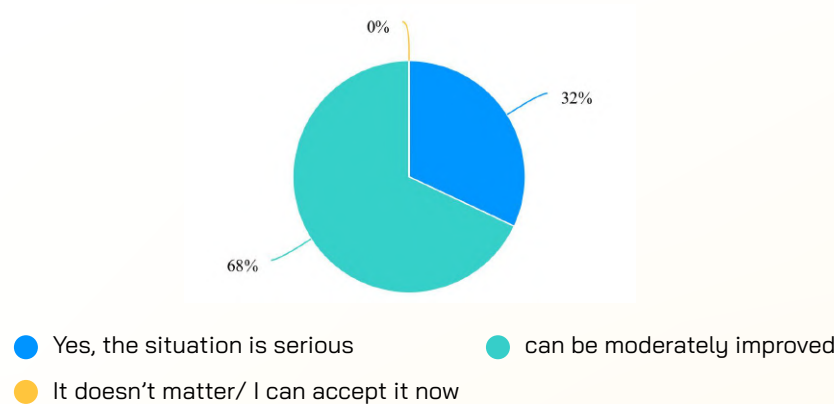


Do you know the possible harm that dog feces may cause?

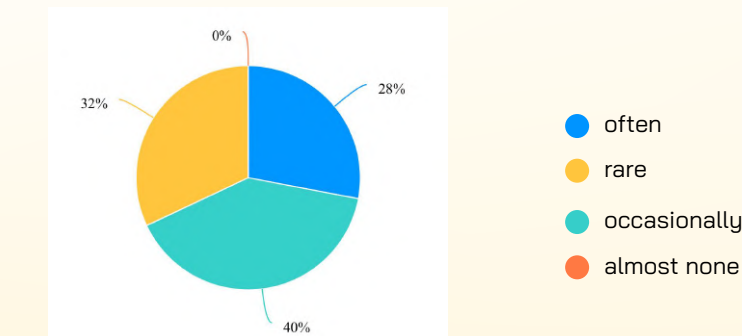


Conclusion

Help pet owners better discover pet trash cans and encourage them to pick up pet feces, enhancing their awareness of the hazards of dog feces



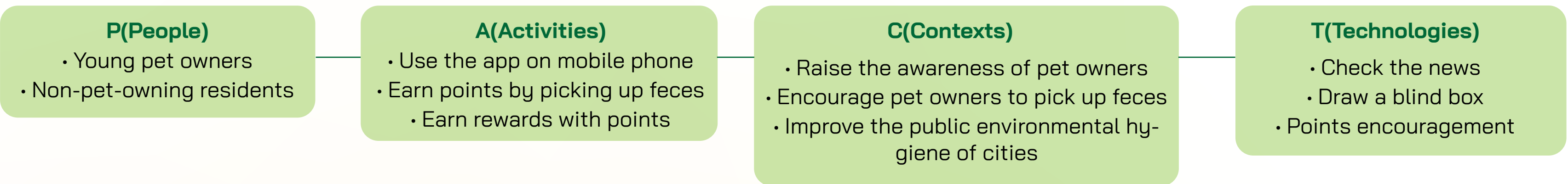
Do you often see dog feces in public spaces?



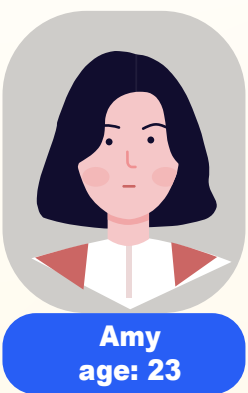
Suggestions from respondents

- Provide more pet waste disposal tools
- Improve your personal quality
- Tools for cleaning up dog feces can be placed in parks
- Map of dog feces trash cans
- Enhance the sense of responsibility of dog owners

PACT



USER PORTRAIT



Essential information

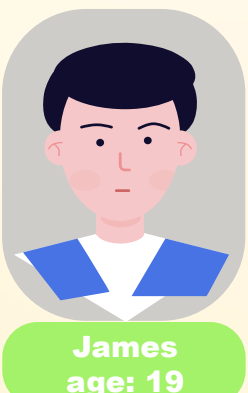
Role: Office workers who keep dogs
Residence: Urban community

Characteristic

Take the dog for a walk before or after work at a fixed time

Demand

- Find the location of the trash can
- Civilized publicity



Essential information

Role: Students who do not keep dogs
Residence: Urban community

Characteristic

The perception is significantly influenced by uncivilized pet-keeping behaviors

Demand

- A cleaner community environment
- Stricter pet-keeping management and penalties



Essential information

Role: Freelance dog owner
Residence: Community near the park

Characteristic

Have the habit of using the toilet, but it is affected by the convenience of the facilities

Demand

- Points or reward incentives
- Trash can navigation

DESIGN CONCEPT

Option One

About the machine-Poop points

It can provide tools for cleaning up dog feces. After the dog owner throws in the filled poop bag, the machine will confirm through the sensor device and then distribute points or small prizes (such as dog food discount coupons, small toys).

About the app design

It includes viewing some news about dog ownership, educating users on how to raise dogs correctly, some pet-related activities, pet stores, map navigation, and a poop points system (blind box).

Option Two

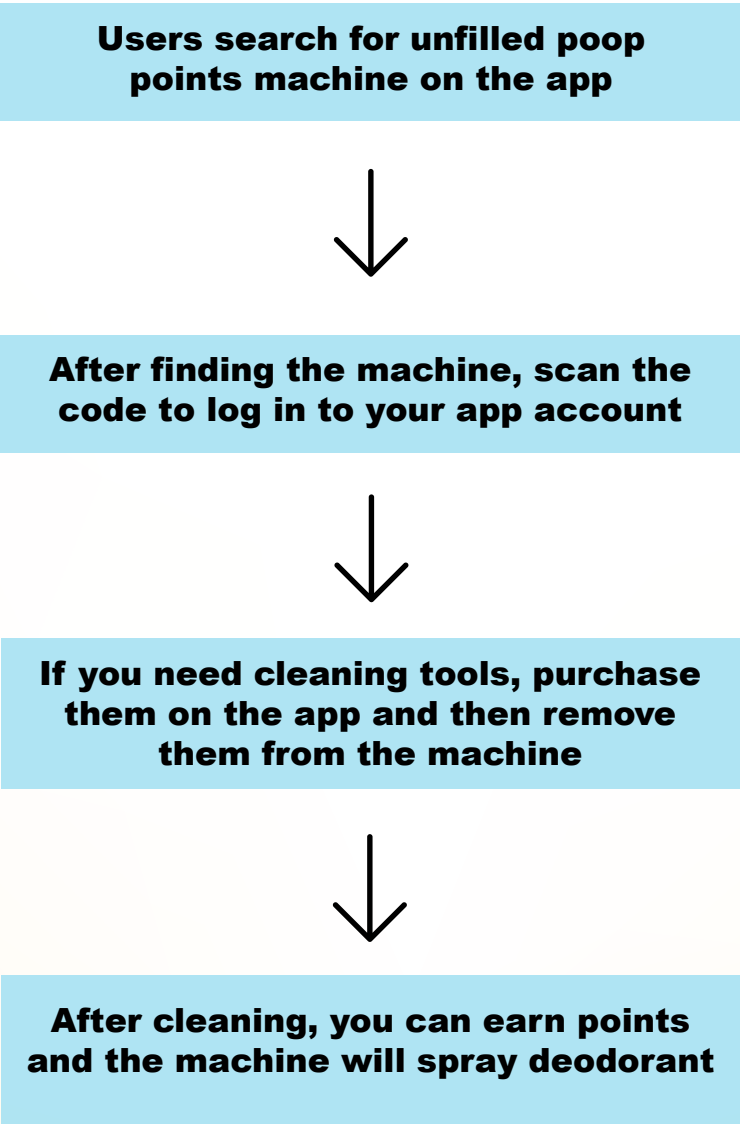
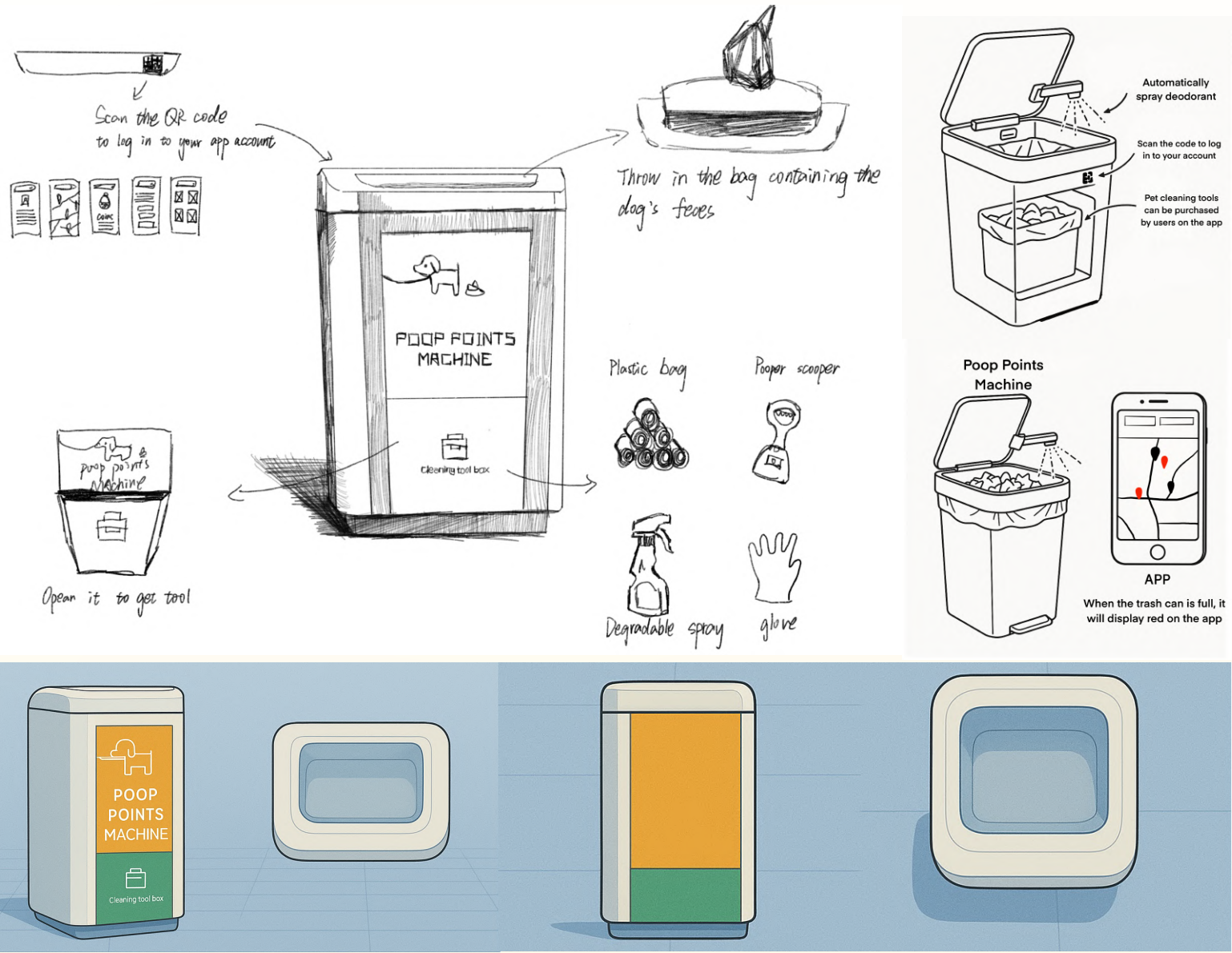
About the Poop map game



I finally chose Plan One because it has more functions and is more practical. Besides, I incorporated the photo-taking check-in and ranking functions from Plan Two into Plan One

Machine design

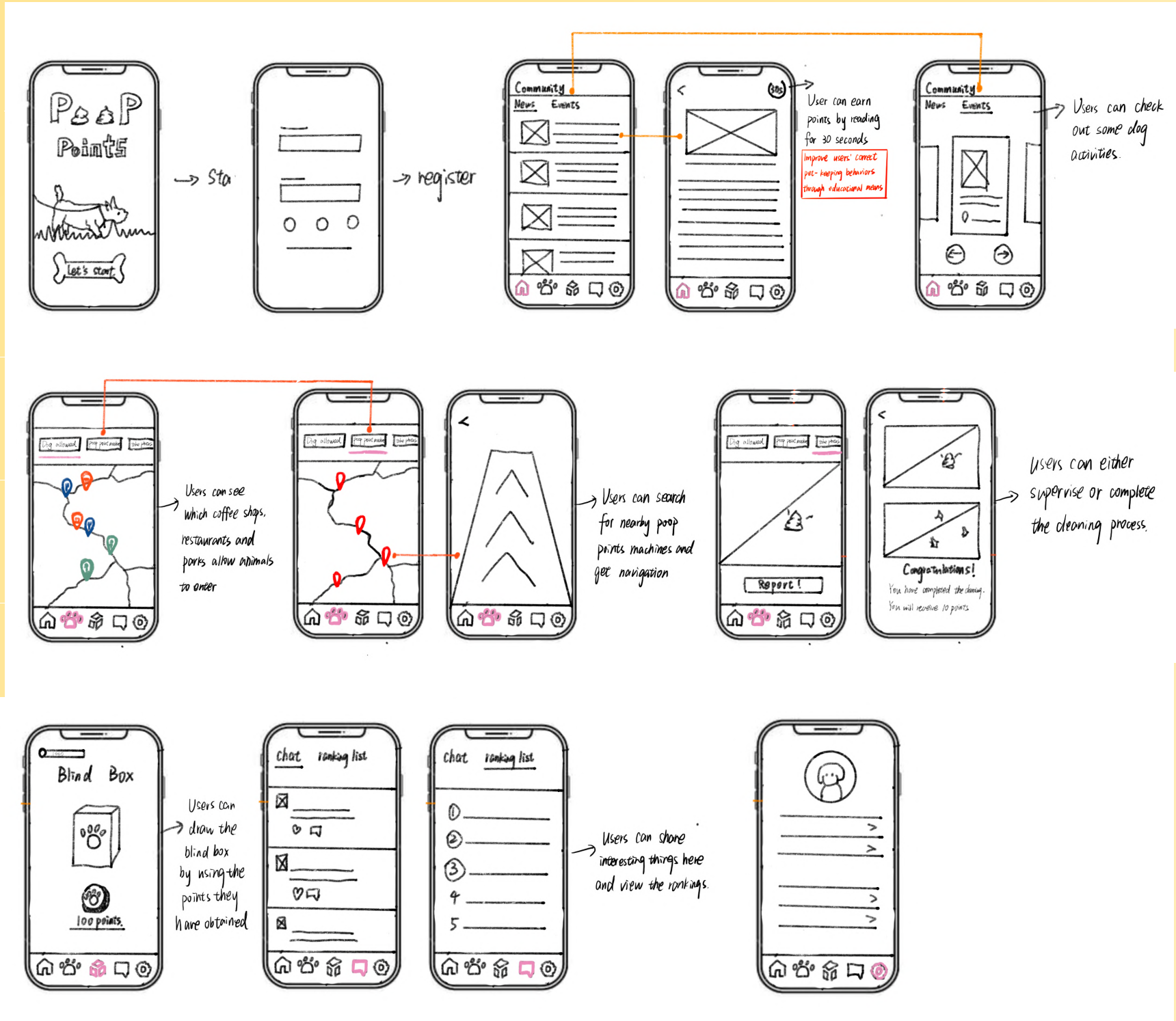
Sketch



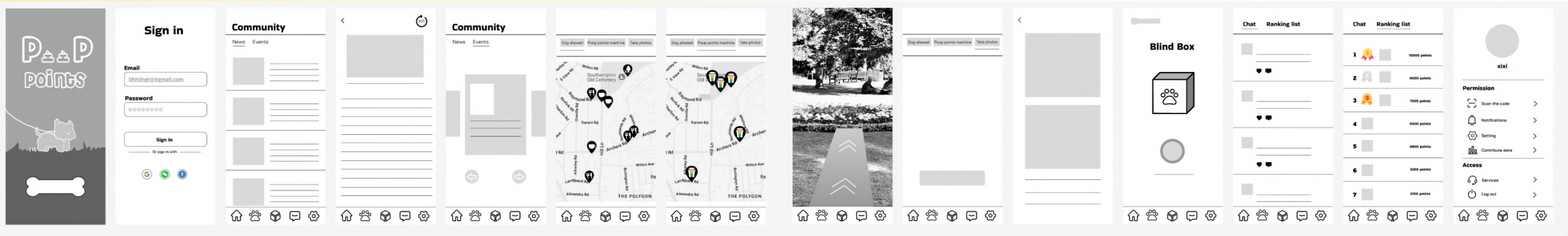
Zine



APP design



Low fidelity



APP structure flow

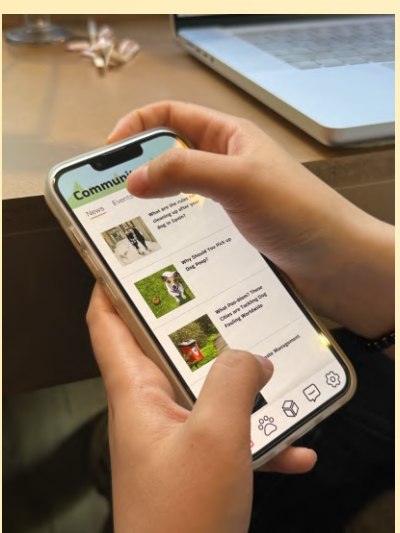


Objectives

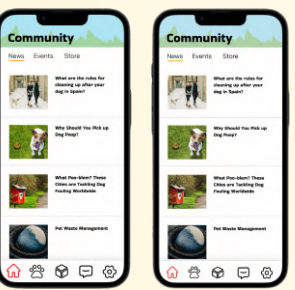
The purpose of the app is to help pet owners better find trash cans and encourage them to clean up through a reward mechanism.

More importantly, it can educate and guide pet owners to understand relevant dog-keeping knowledge. Pet owners can also communicate through the app, promoting mutual supervision among residents.

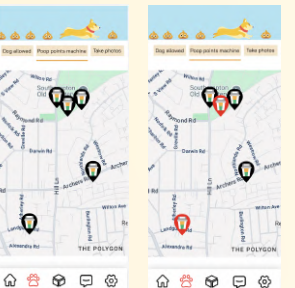
Usability test



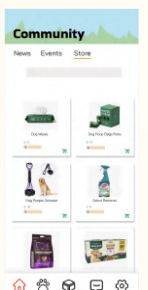
Some adjustments were made after the test



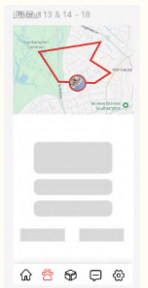
The icon in the navigation bar has been made smaller



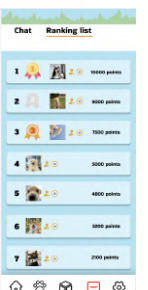
If it shows red, it indicates that the trash can is full



The function of purchasing pet supplies with points has been added



User can check the dog walking time and distance



The functions of adding friends and giving points have been added

DESIGN OUTCOME

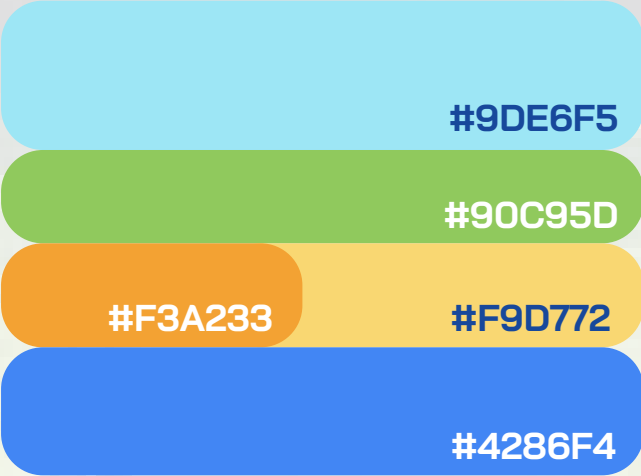
ICON design



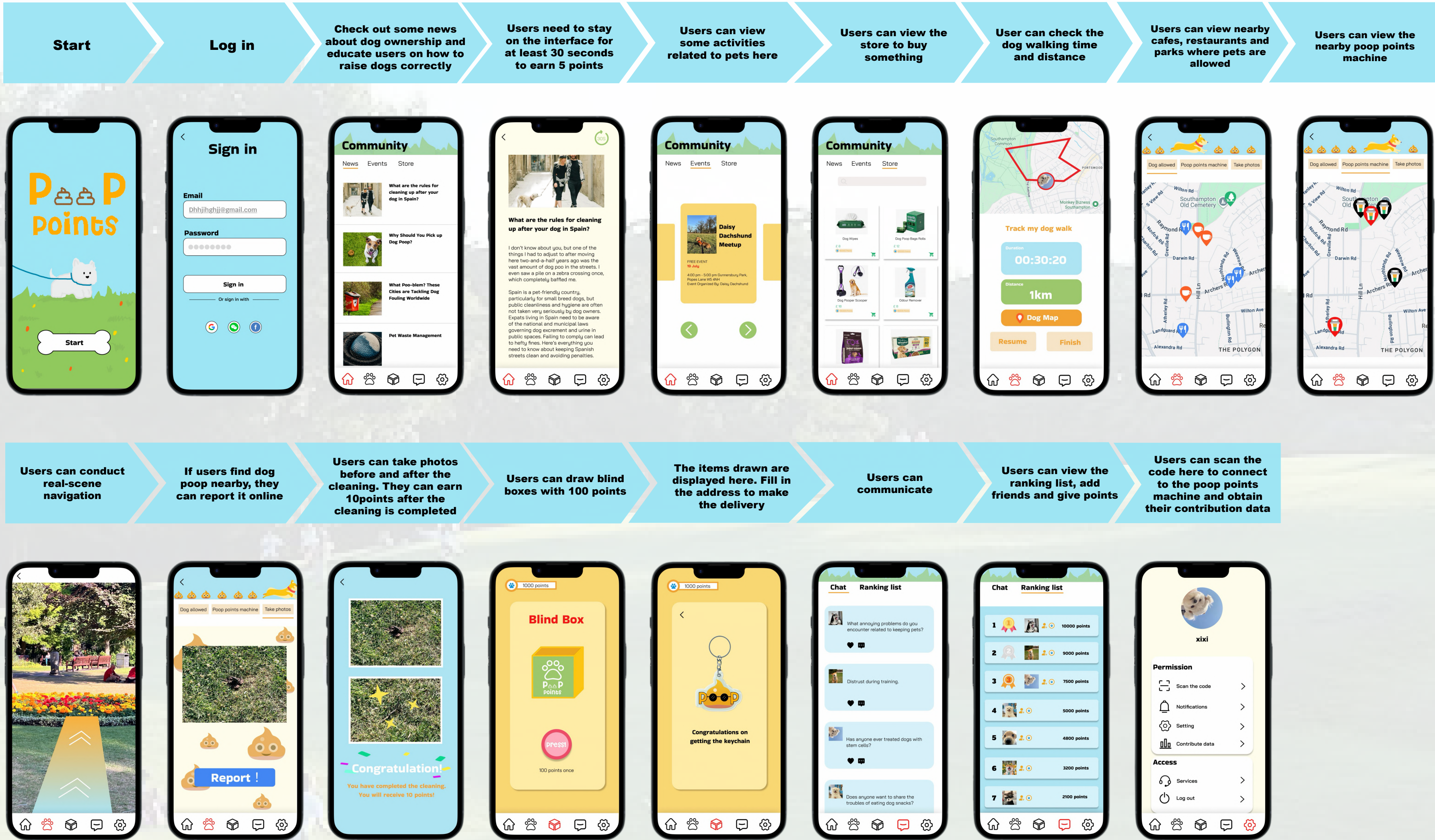
Character design



Logo design



HIGH FIDELITY



Blind box toy



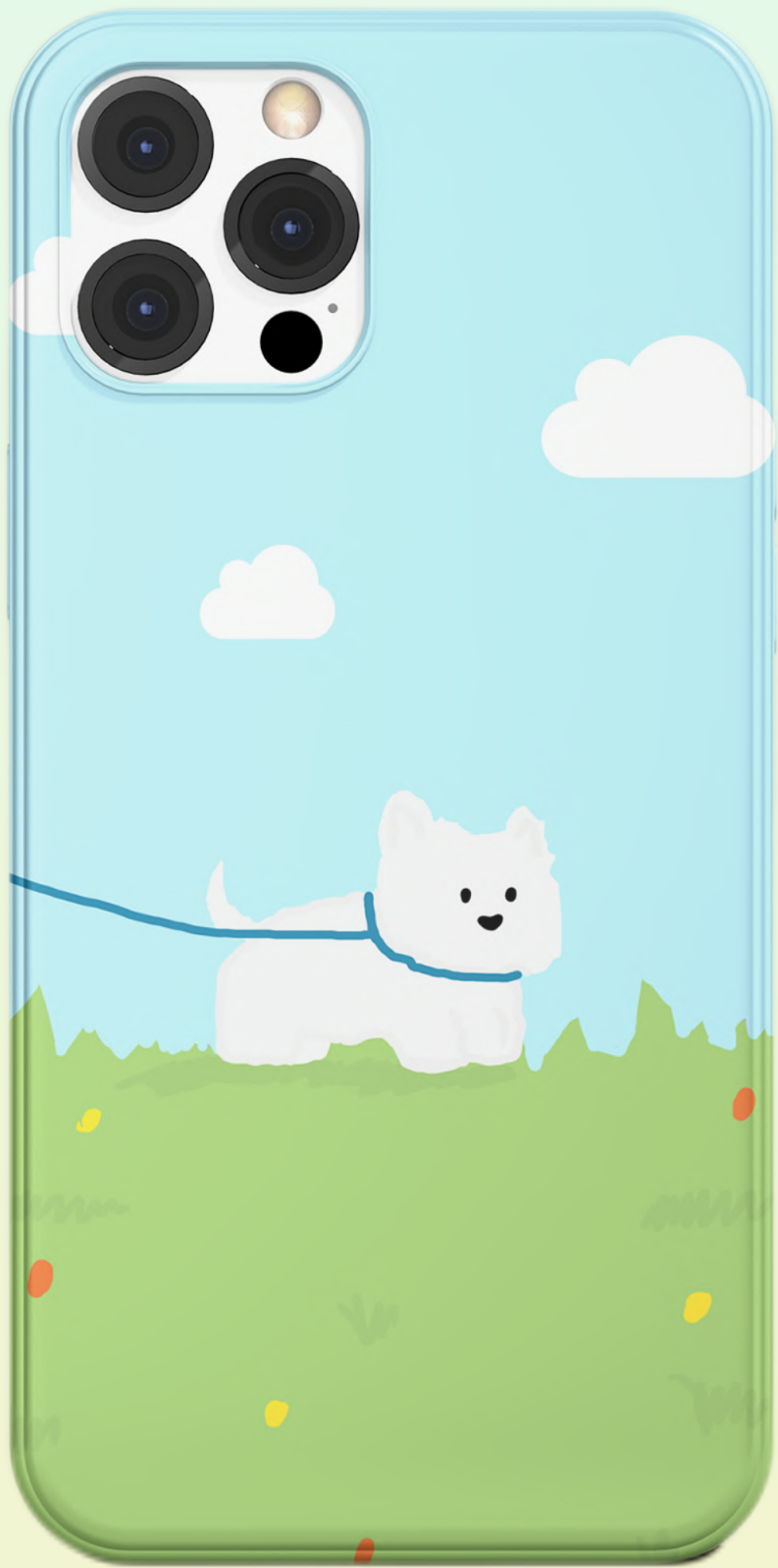
Keychain



Frisbee



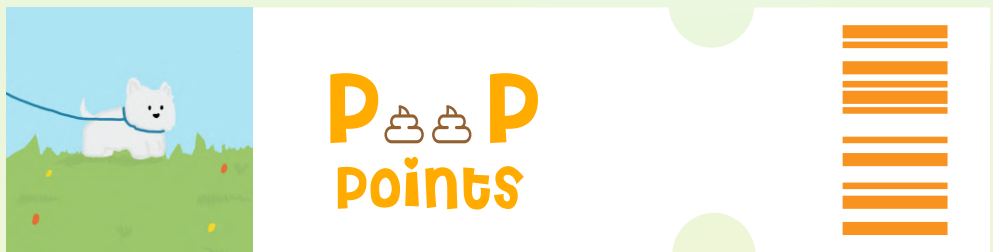
Cup



Mobile phone shell



Pet backpack



Dog food discount



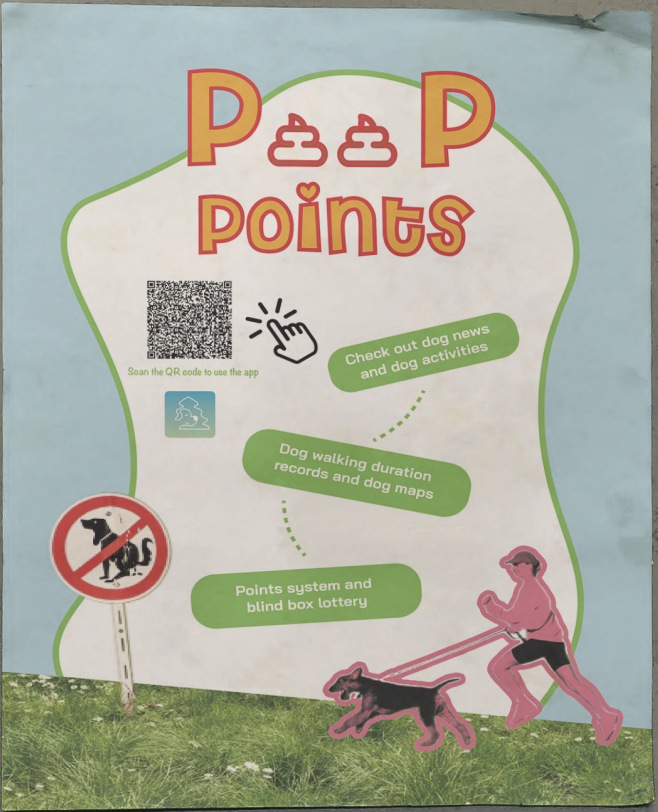
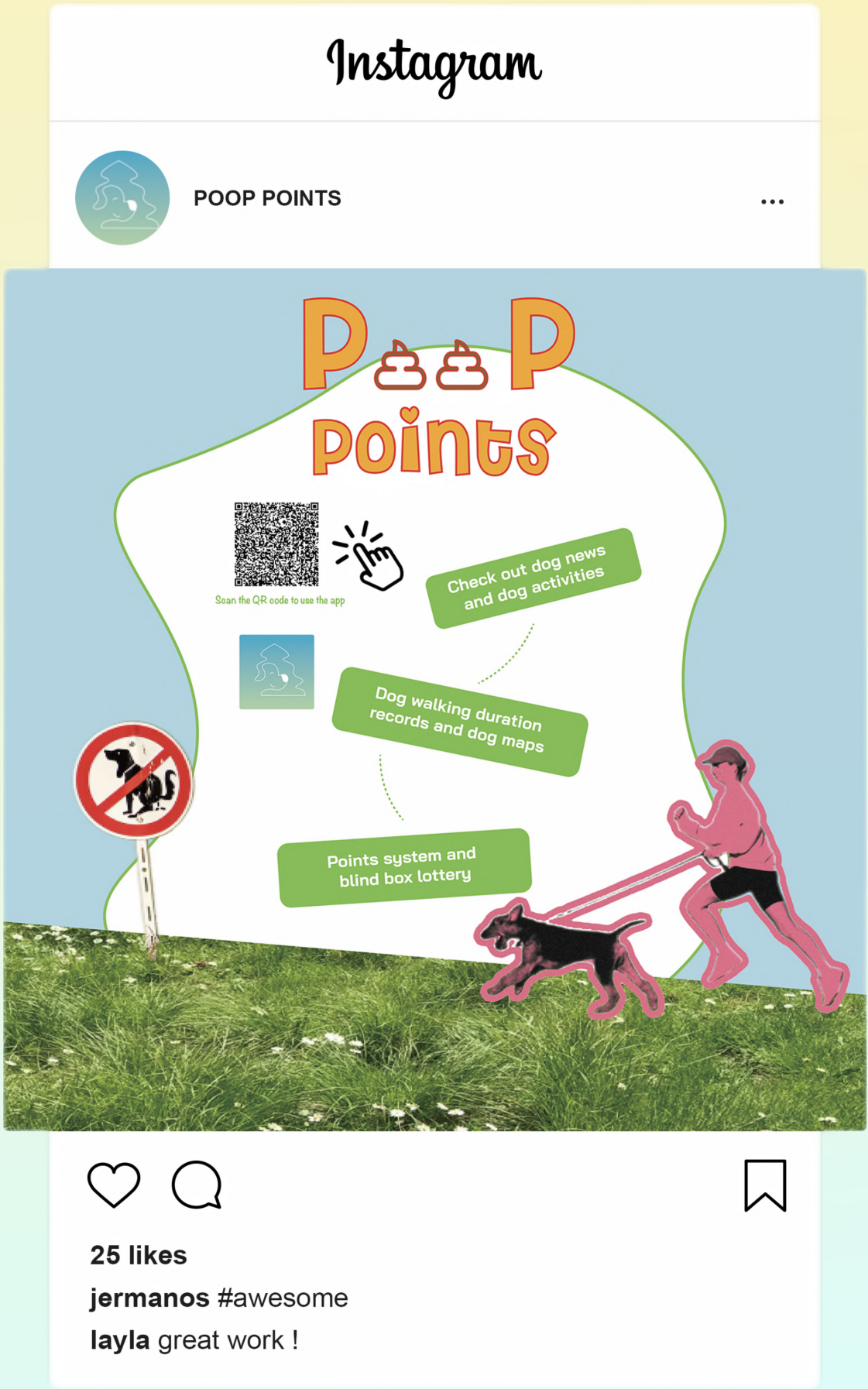
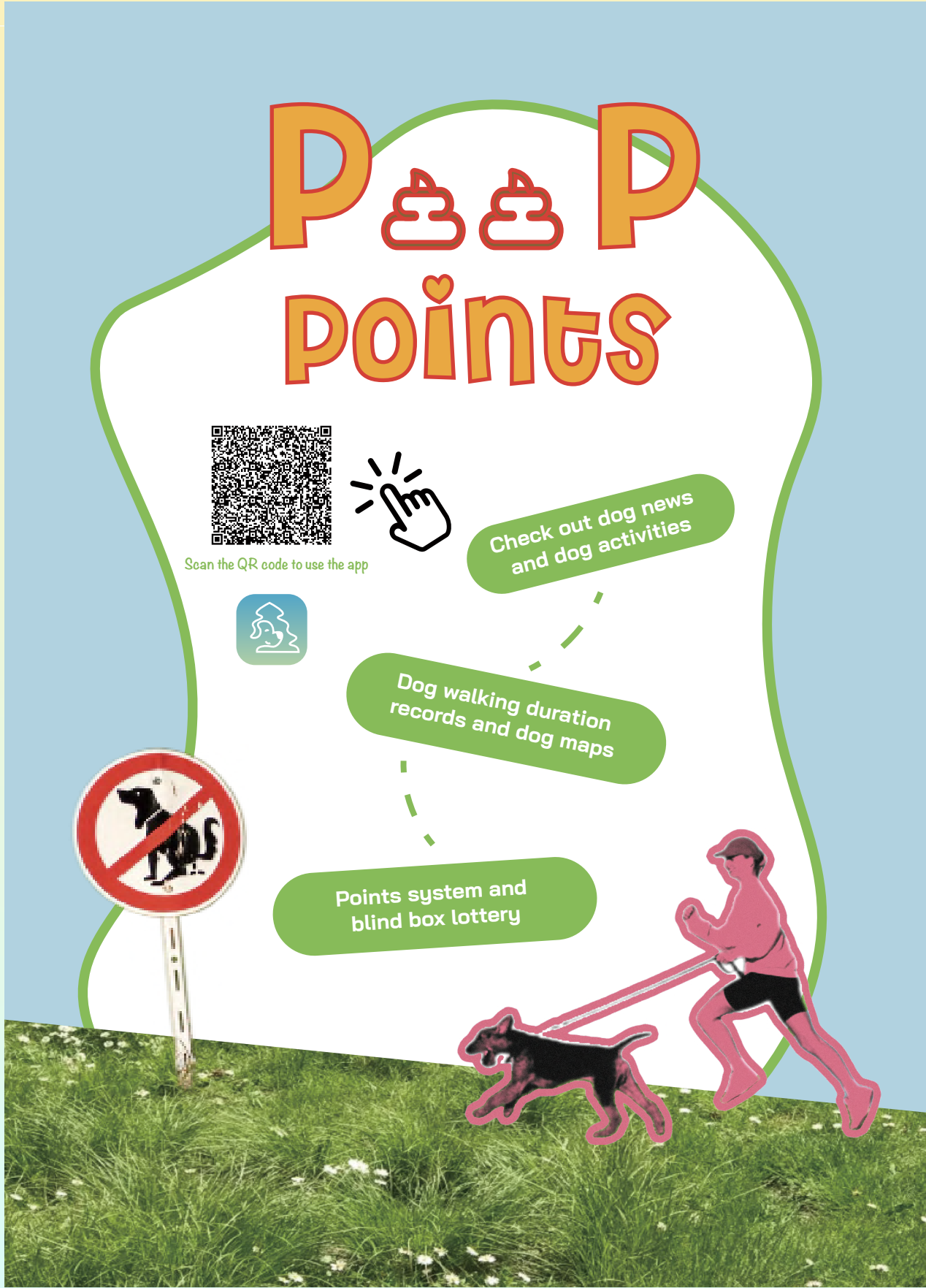
Bag



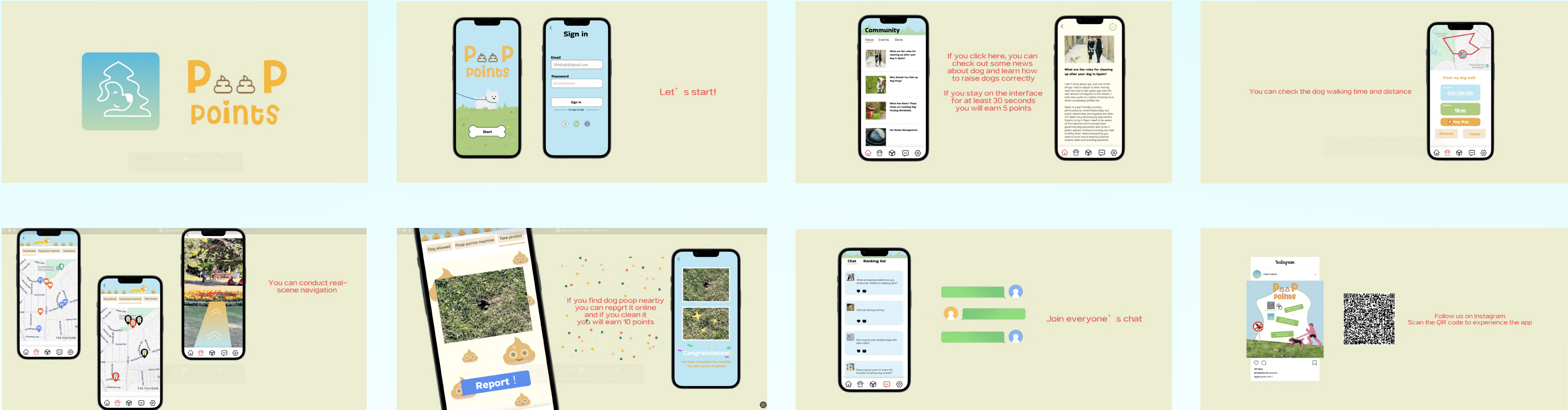
Pillow



Post design



Video design



https://youtu.be/pV6_IC1FmjY



<https://youtu.be/CVhOzi2BiEs>