



animal humanization

SYNTHESIS

Nowadays people has taken the fact that pets are “part of the family” so seriously that they actually started to change the way they treat them.



These activities range from watching TV with them to taking them to hotels and spas so they can “relax from their hard life”.

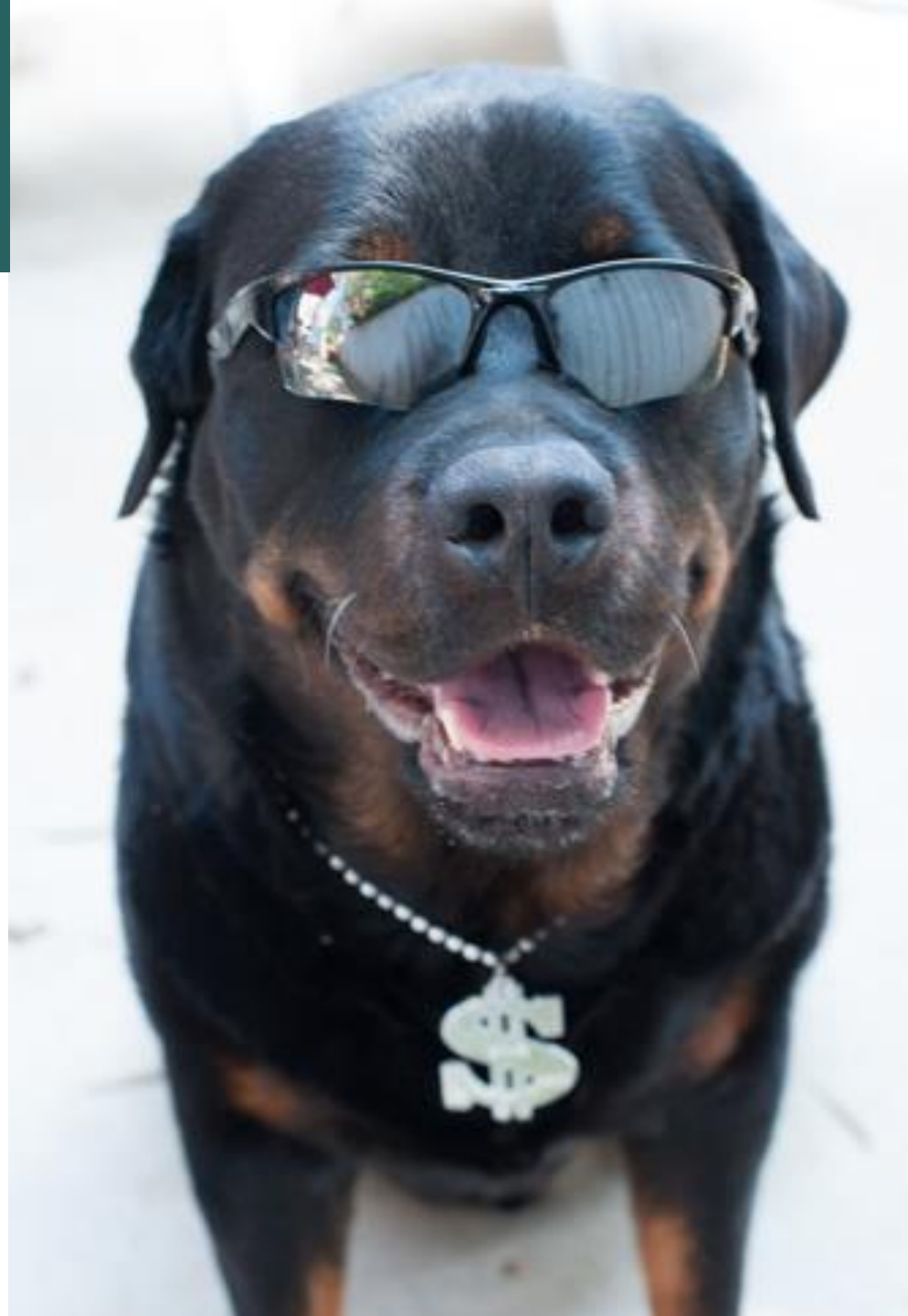
We call this trend...

ANIMAL
HUMANIZATION



SITUATION

People dedicate a great part of their lives and money to take care of their pets.



canva

1. ANALYZE

Basic Needs

Which deep consumer needs & desires does this trend address?

Need for company

Someone to depend on you

Unconditional friendship

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above?
Where and how does this trend satisfy them?

Consumers expect more pet-friendly places and better ways to take care of their animals.

Drivers of Change

Why is this trend emerging now? What's changing?

Shifts: Long-term, widespread macro changes

Triggers: Recent, short-term changes or technologies

Wolves were domesticated and dogs have helped humans for thousands of years

Many people aren't having children or are postponing it, so they replace them with animals

People consider animals as part of their family

Inspiration

How are other businesses applying this trend?

Other businesses are applying this trend by creating more pet-friendly spaces and more products and services to improve animal care.

Examples: pet hotels, pet day care, Pet-friendly restaurants, fund-raising events to help animals.

2. APPLY

Innovation Potential

How and where could you apply this trend to your business?

Options:

- An app to watch your pet while you aren't home.
- An app to meet people with pets like yours, and socialize with them.
- A park just for dogs, where your dog can socialize.

Selected: -An app to remind you of vaccinations, vet visits, etc.

YOUR INNOVATION(S!)

It's an easy way to take better care of the needs of your pet.

Who

Which (new) customer groups could you apply this trend to? What would you have to change?

Families who have pets and have busy lives. We could help them by reminding them of their pet's needs and by making it easier for them to take care of their pets.



Target

Mostly: DINKYs

Childless couples who decide to postpone parenthood indefinitely

Single people: mostly young people

Families: consider their pet as another child

OPPORTUNITY

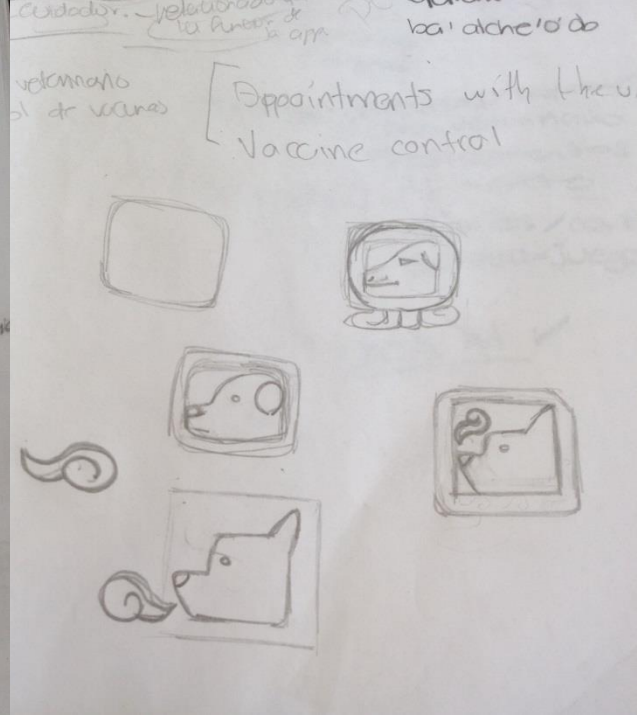
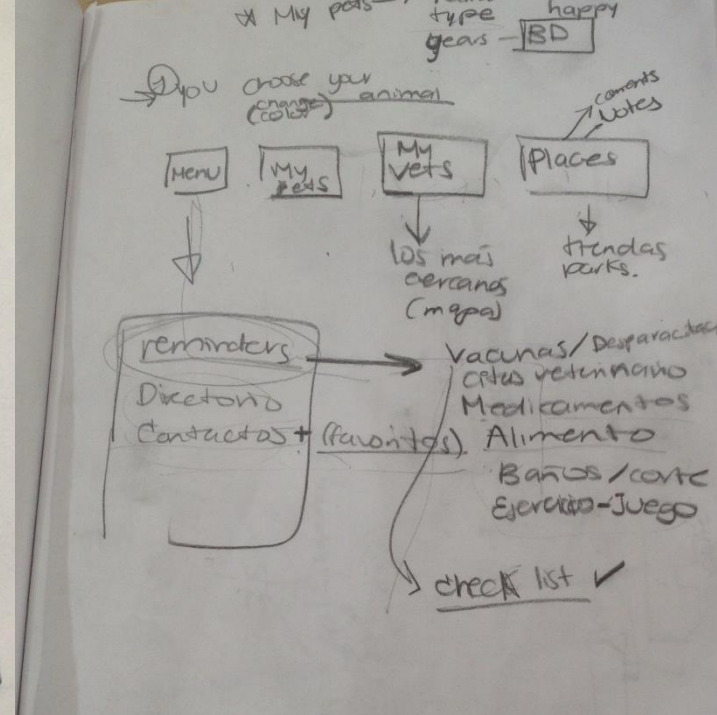
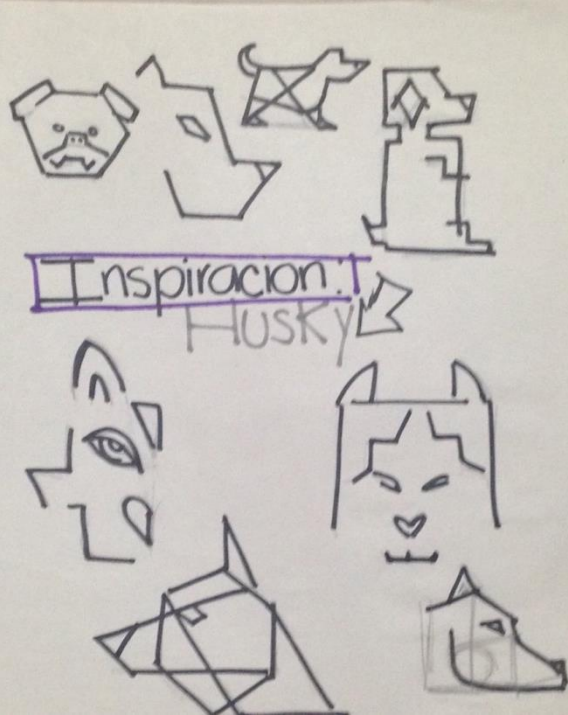
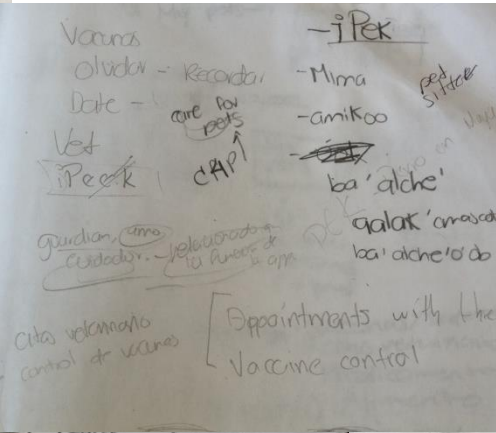
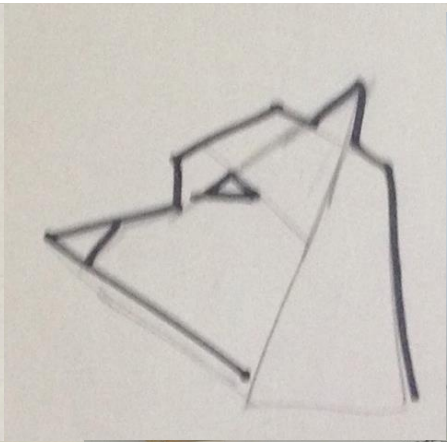
How can we improve
animal care?

answer

Bring them something
useful and easy to use
for them to take care of
their animals



SKETCHES



Bark !



DESIGN DETAILS...



with just a
touch,
you are
allowed to
enter

MENU

reminders

MY PETS

Places

MY VETS





MY reminders

+ add reminder

VIEW LIST

MAR

D	I	m	m	j	v	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



DIRECTORY



MY reminders



+ add reminder

for whom?

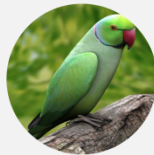




MY PETS



+ add pet



[edit]

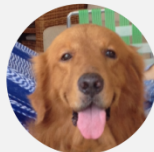
NOMBRE: SPIKE

edad: 4 años raza: AGAPORNIS

VACUNAS : POLIOMA

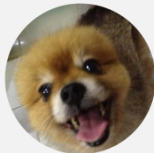
VIRUS OCCIDENTAL

PARASITOS



NOMBRE: BORIS

edad: 5 años



NOMBRE: JUNIOR

edad: 10 años



MY reminders



+ add reminder



BOB

Vaccines

Deworm

Vet Appointments

Medicines

Meals

Styling

Training and games

More



MY reminders



+ add reminder



BOB

VACCINES

Rabies



DA22P (distemper)



Bordatella (kennel cough)



Canine influenza



Lyme vaccine



Leptospirosis





MY VETS



+add vet

VIEW LIST



NOMBRE: Dra. ABRIL JIMÉNEZ SASTRE
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NOMBRE: Dra. PAULINA ALAMILLA GRANJEL
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DIRECCIÓN:
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SAN RAMON NORTE
MÉRIDA, YUCATÁN.



NOMBRE: Dra. ABRIL JIMÉNEZ SASTRE
99 93 56 62 38





MY VETS



+INFO



QUALIFICATION



COMMENTS

Diana Perez Uribe said:

she's a great vet,
she is so lovely with all kind of animals
really, I recommend you

add a comment

rate



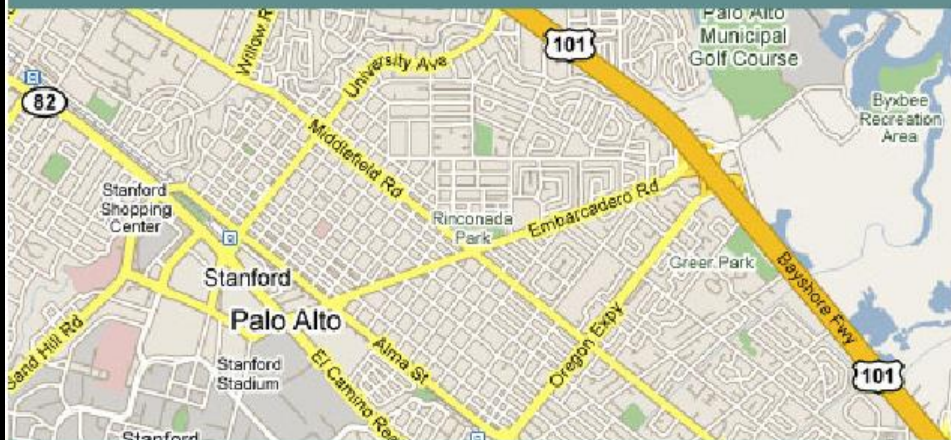
MY PLACES



+ ADD PLACE

SEARCH

Pet chalet
Mérida, Yucatán.



Calle 26 A por 43, Calle 26 calle 26A,
Montealban, 97145 Mérida, YUC

Jardín Canino
Mérida, Yucatán.



Planned Pethood
Mérida, Yucatán.



added value

It helps people with busy lives to organize their time they dedicate to their pet's needs.

It can help people improve the quality of life of their pets.



JUSTIFY according TO THE TREND



Our product
satisfies the needs
of both the pets
and the owners



Try our
new app
Bark !

BY:

Aimee Campos

Paulina Gomez

Carlos Poot

José magaña