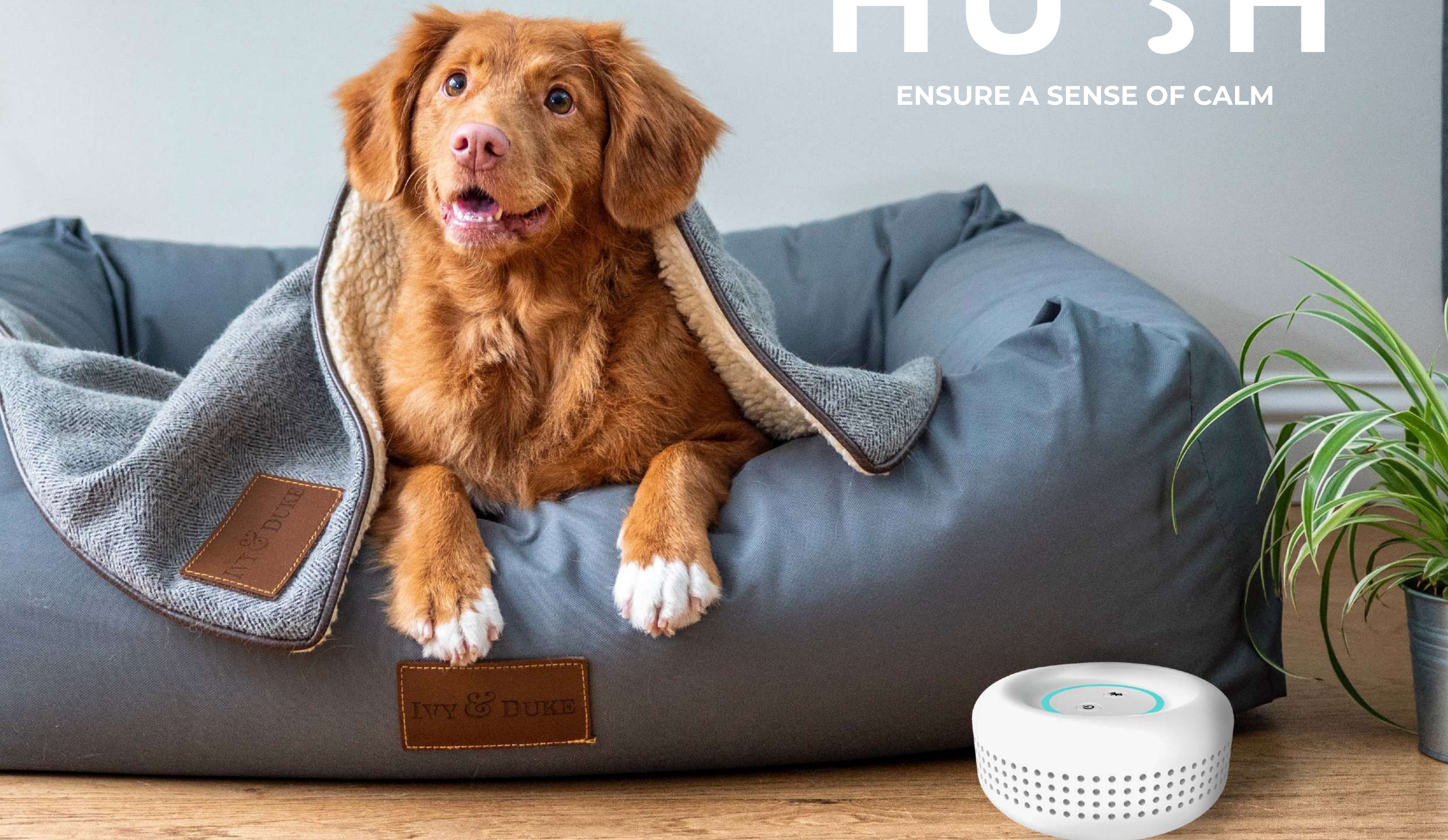


HUSH

ENSURE A SENSE OF CALM

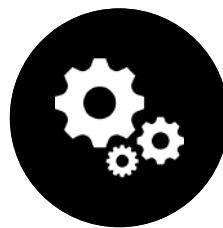


PROCESS BOOK CONTENTS



PRODUCT STORY

Explaining the key features of Hush.



MY PROCESS

Discussing the design approach taken.



RESEARCH

Outlining key insights uncovered.



IDEATION

Demonstrating development of ideas.



PROTOTYPE

Presenting an accurate product representation.



TESTING

Highlighting concept validation.

This process book presents the design process undertaken throughout the year academic year 2019/2020 in the development of the Hush device.

THE PROBLEM

Dog owners try to implement measures to calm their dog when they become distressed. Due to unmet needs in the pet product industry, dog owners are expressing increasing concerns.



EMOTIONAL CONCERNS

As dog owners are not always at home, there are concerns around the distress imposed on dogs while owners are away.

ENVIRONMENTAL CONCERNS

Dog owners in residential areas are concerned about the impact their dog's distress may cause within their neighbourhood.

TIME CONSTRAINTS

Providing reassurance is not always possible for dog owners due to family constraints and work pressure.

HOW DOES IT WORK?

Connect and setup via the Hush app. Record messages for your dog to hear, play music your canine enjoys or talk directly to your pet. Your dog is provided with reassurance when they become distressed, even when you are out of the house. CONNECT, RECORD, PLAY, TALK.



DETECTION



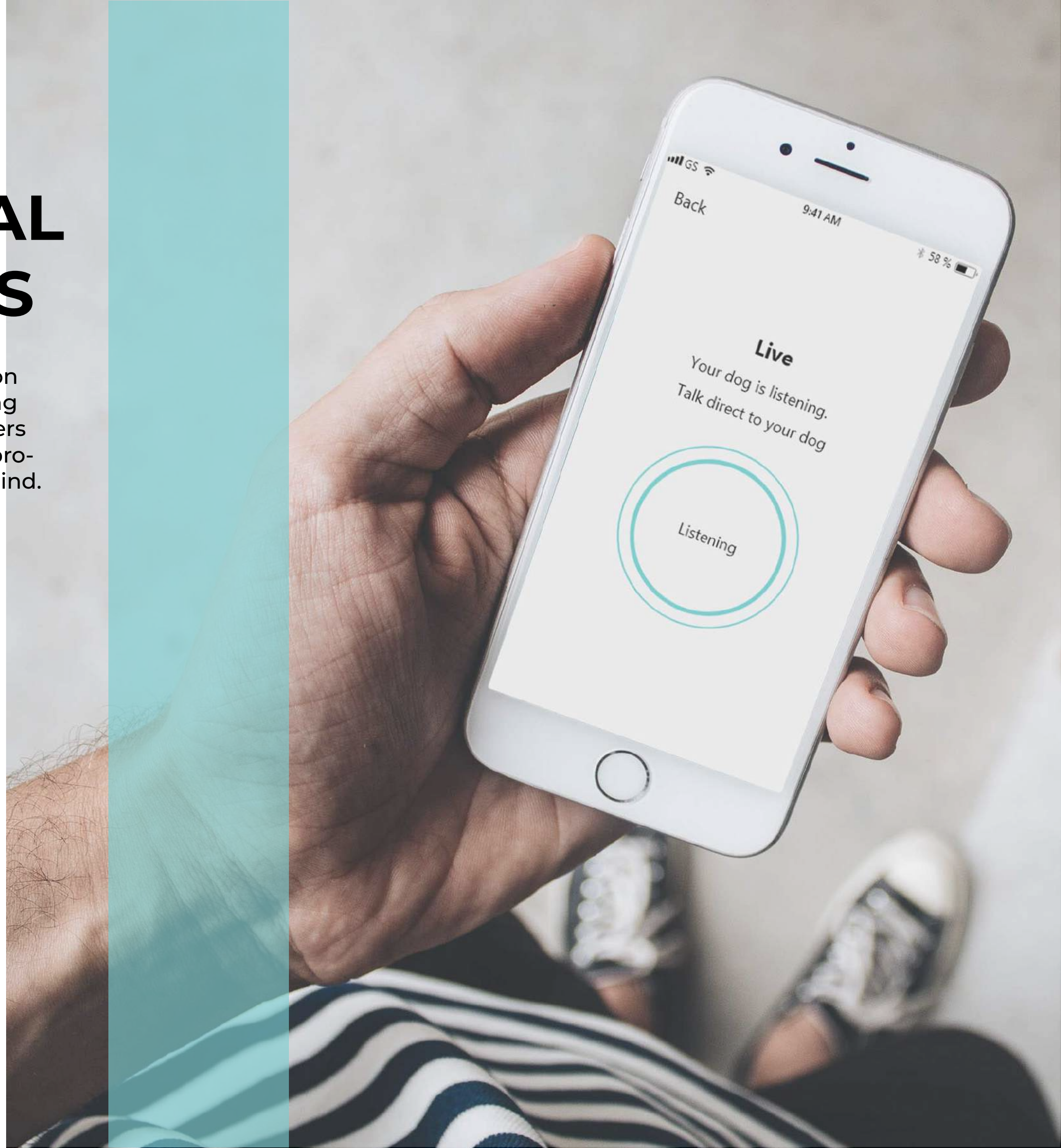
REASSURANCE



CONTROL

EMOTIONAL CONCERNS

Through notification updates on distressing sounds and enabling communication between owners and their beloved dogs, Hush provides it's users with peace of mind.



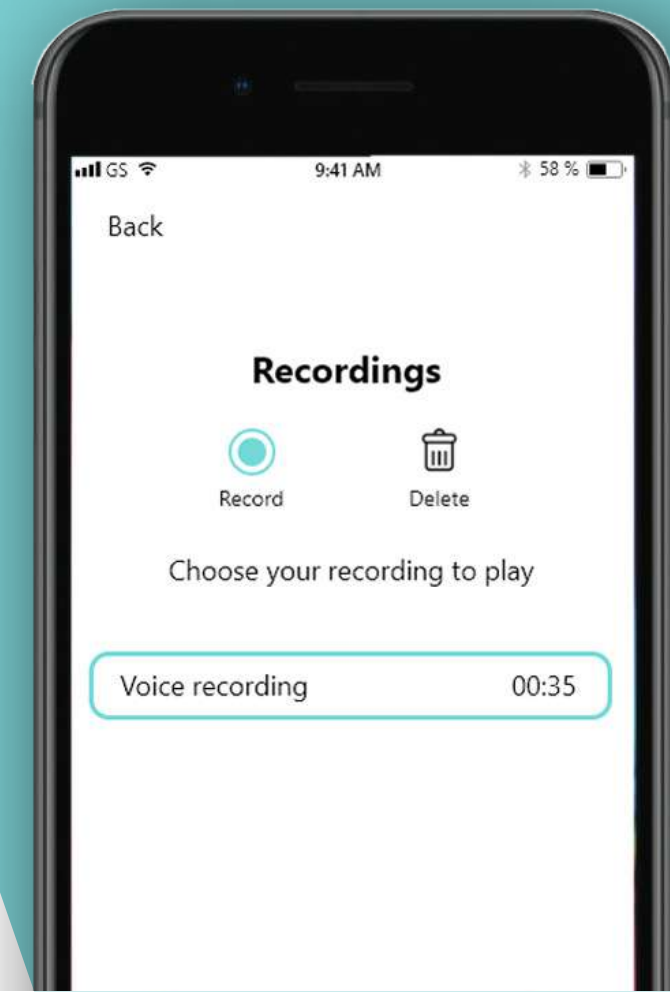
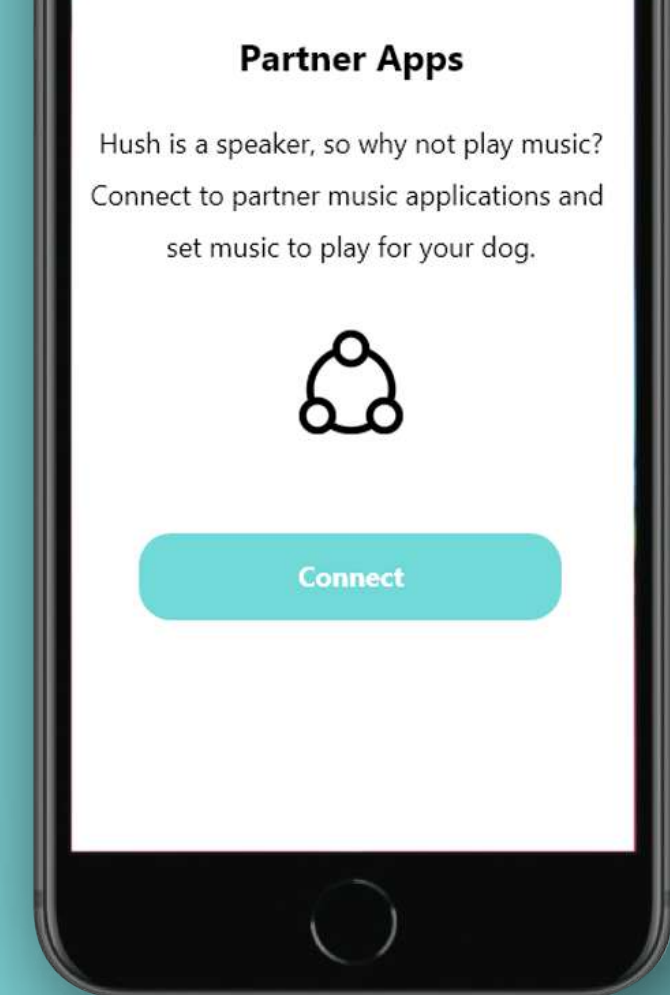


ENVIRONMENTAL CONCERN

Using sound activated smart speakers, Hush enables owners to provide reassurance to their dog and helps to prevent stressful situations from escalating.

TIME CONSTRAINTS

Through recorded messages, set activation points and the ability to choose when and what to be notified for, dog owners obtain the ability to provide the reassurance their dog needs even when they are not around.



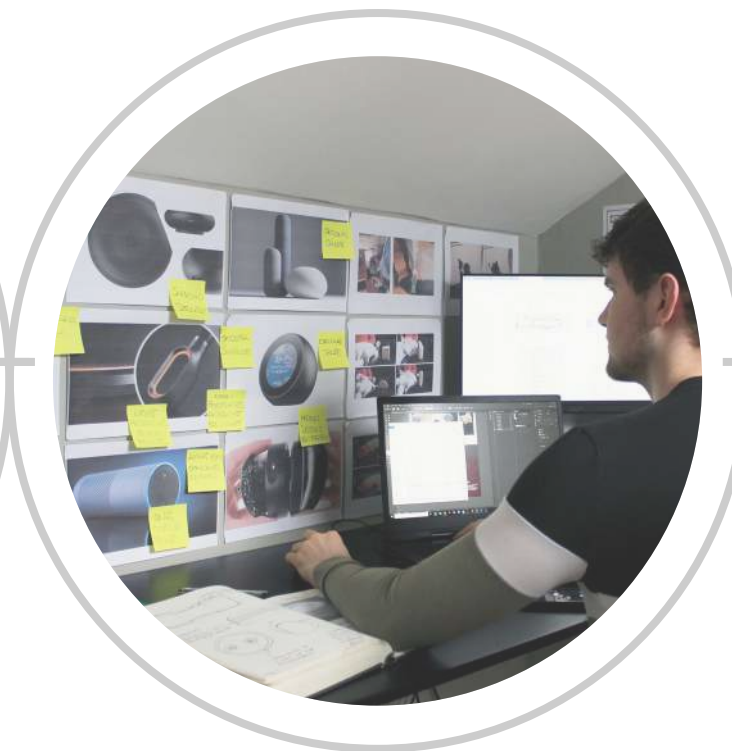
MY DESIGN PROCESS

DISCOVER

DEFINE

DEVELOP

DELIVER



My design ethos is user centred and process driven. Following the principles of the double diamond design framework, I create innovative solutions to vigorous problems.

DESK RESEARCH

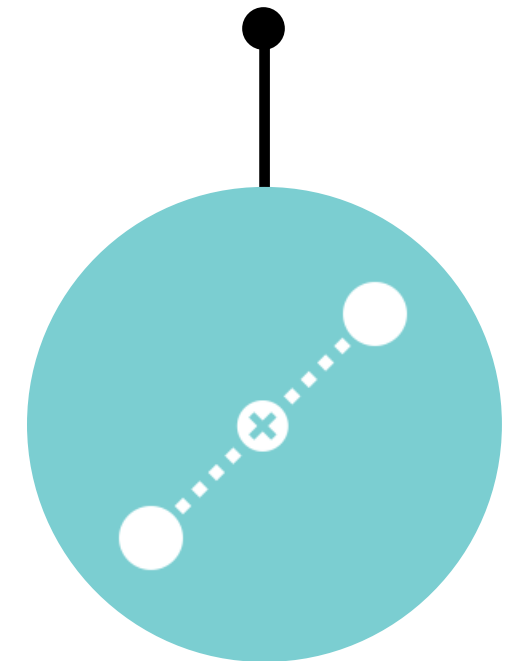
61% of Irish homes own a pet, with dogs being most popular. There is an estimated 450,000 dogs in Ireland. (Danziger,2018)



91% of dog owners now recognize their dog as a member of the family. (Kestenbaum,2018)



63% of millennials find their needs are not being met in the pet product industry. (Team,n.d)



Pet owners are spending more in order to recieve higher quality pet products. (Pets,2019)



Rapid growth is expected in the pet product industry over the coming years due to millennials.* (Team,n.d)



*Millennials are the largest share holders in the pet product industry accounting for 31% of all pet owners with 43 million pet owners in the 18 to 34 year old age category.



“

The dog would need to be in extreme distress before I would even think of getting something like that (noise cancelling kennel).

- E. O’Hora Interview No.3

RESEARCH STUDY

10

interviews

25

hours
transcribing

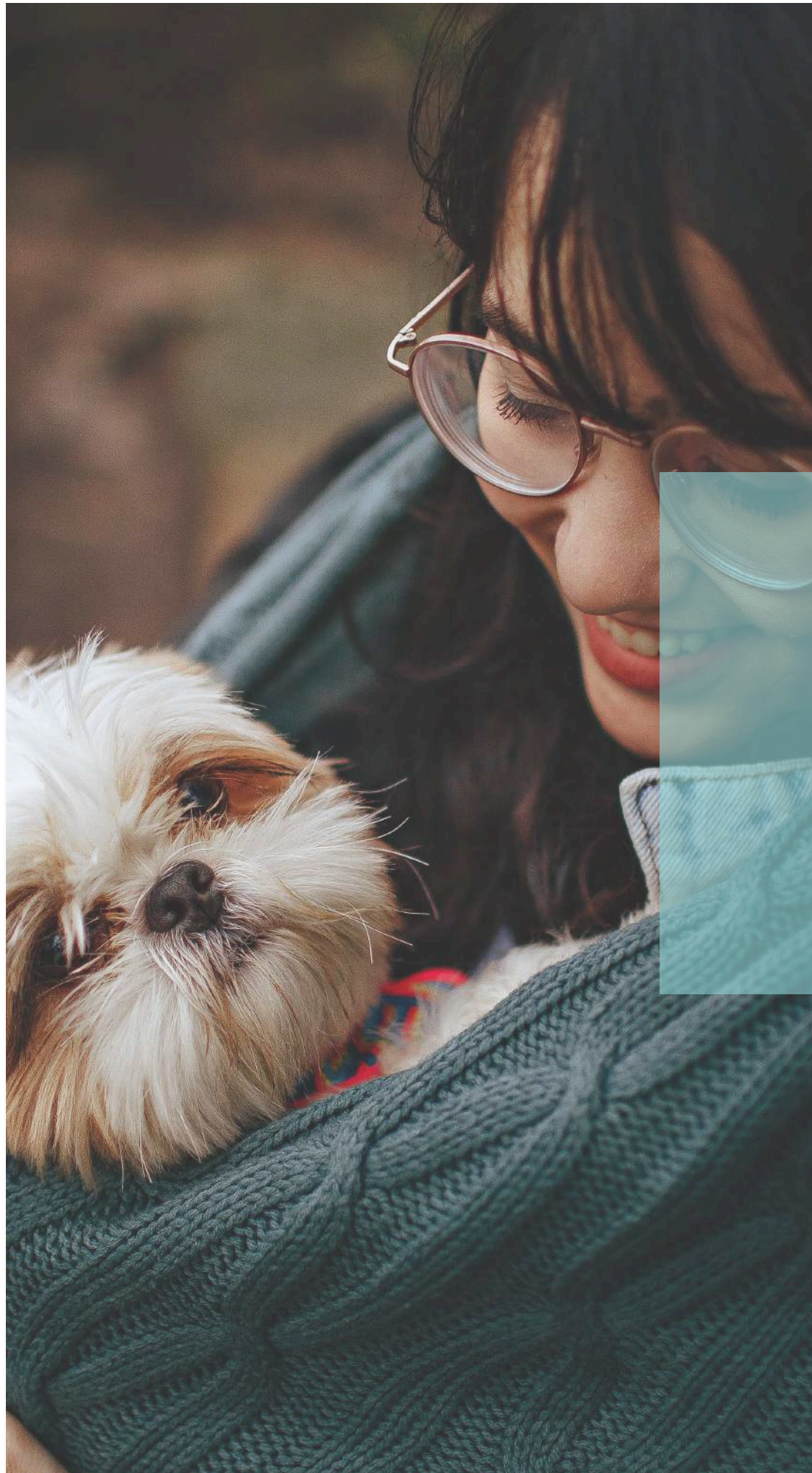
16

hours
refining data

USER INVESTIGATION

Through Contextual Interviews and Think Out Loud Sessions, I gained insight and understanding into the concerns dog owners have around the impact of loud noises and the affect dogs in distress can have on households.

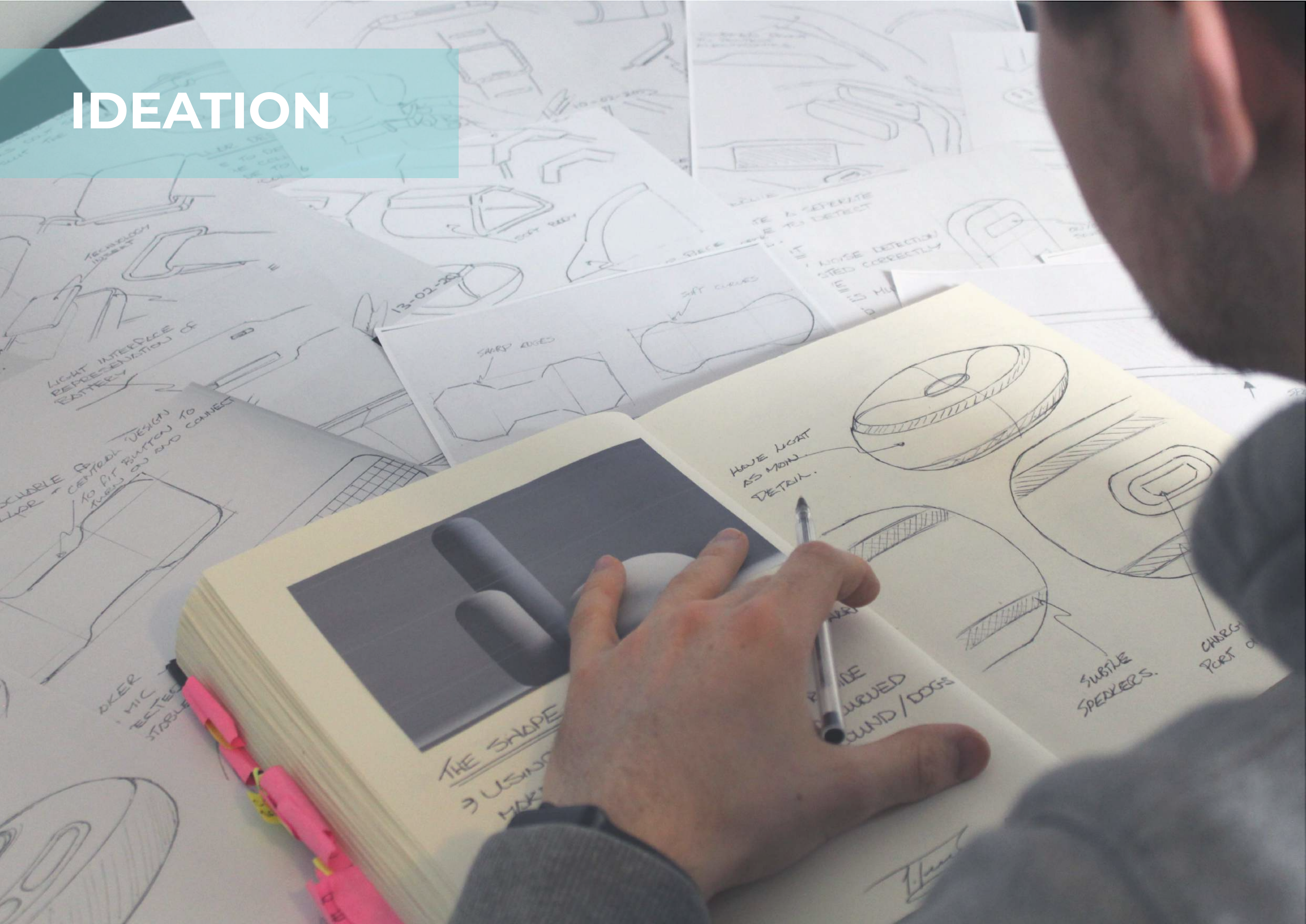
From my investigation, I found that dog owners express great concern for their dogs’ wellbeing leading up to loud noise events. However, they are not interested in current market products as they label them to be “impractical and extreme”.



PROBLEM STATEMENT

Dog owners are showing increasing concern for their dogs' wellbeing. These concerns are causing undue stress on families and neighbours as owners try to maintain a sense of calm within their household.

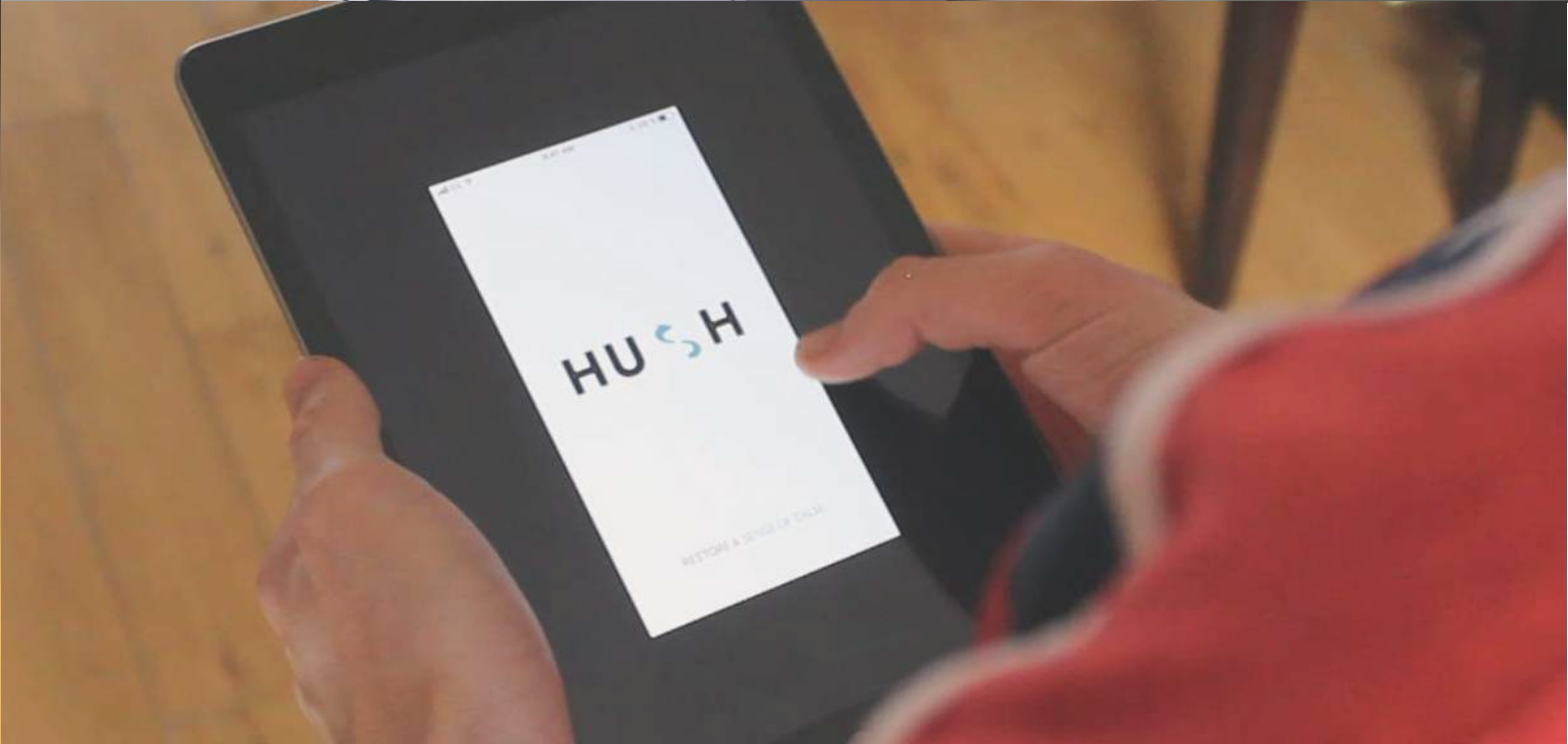
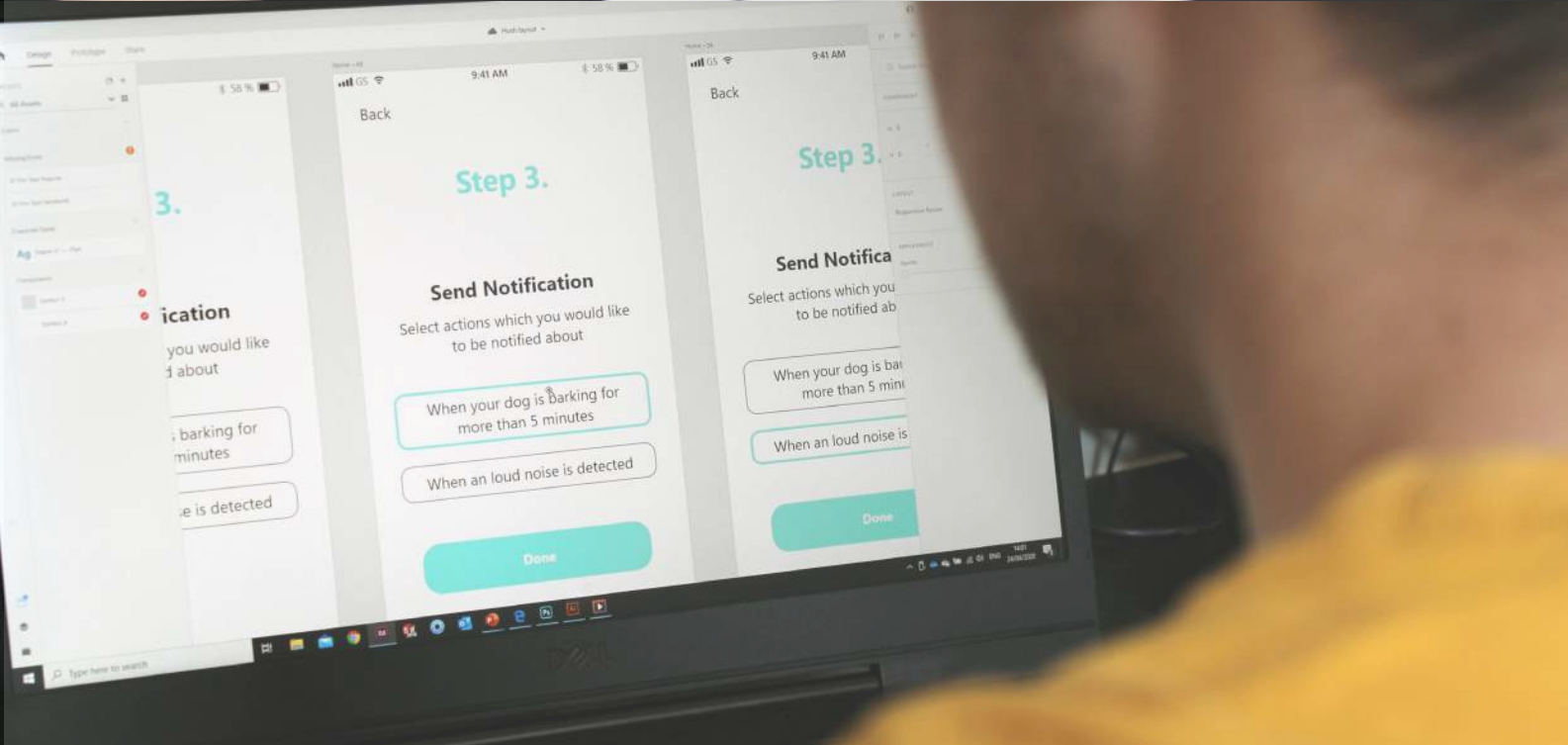
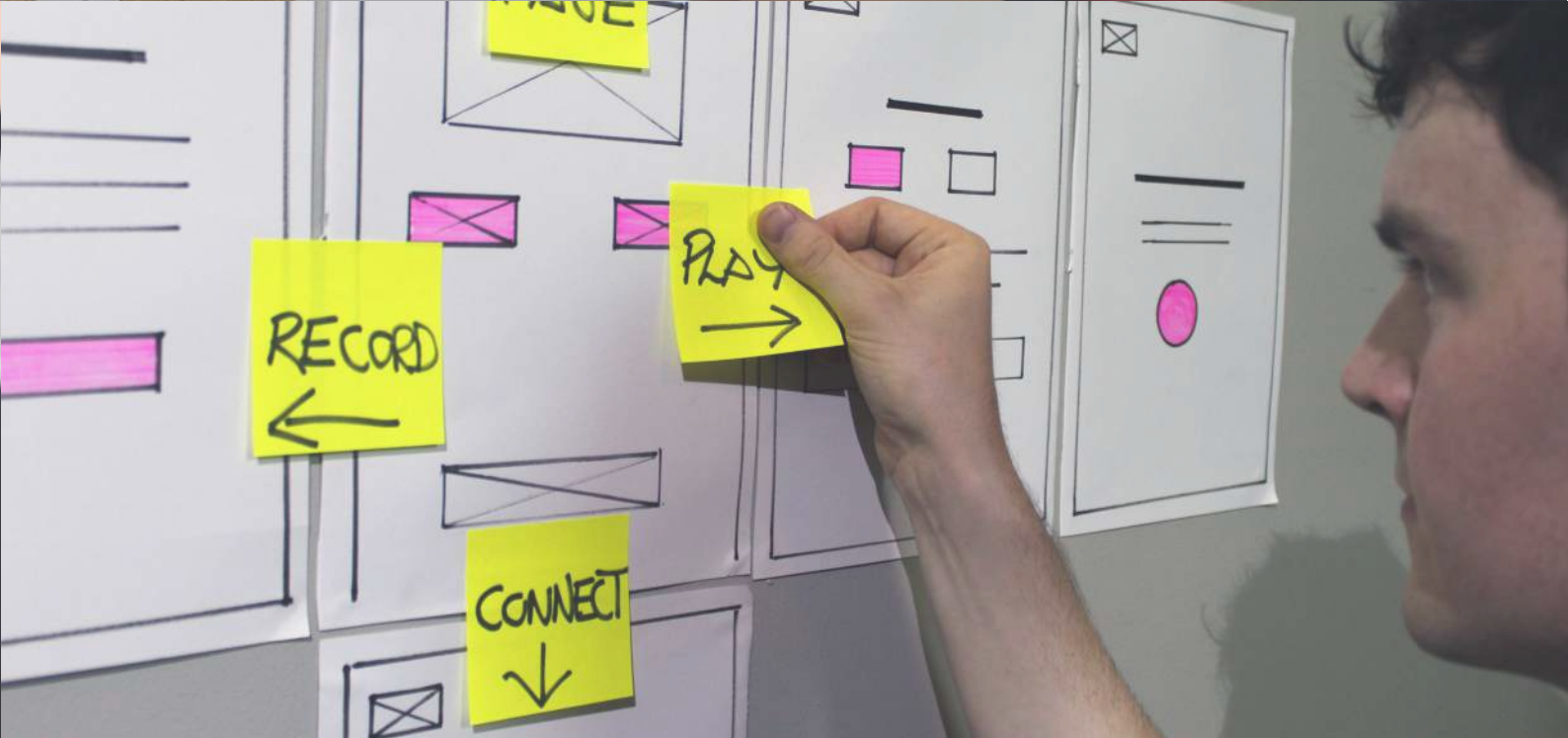
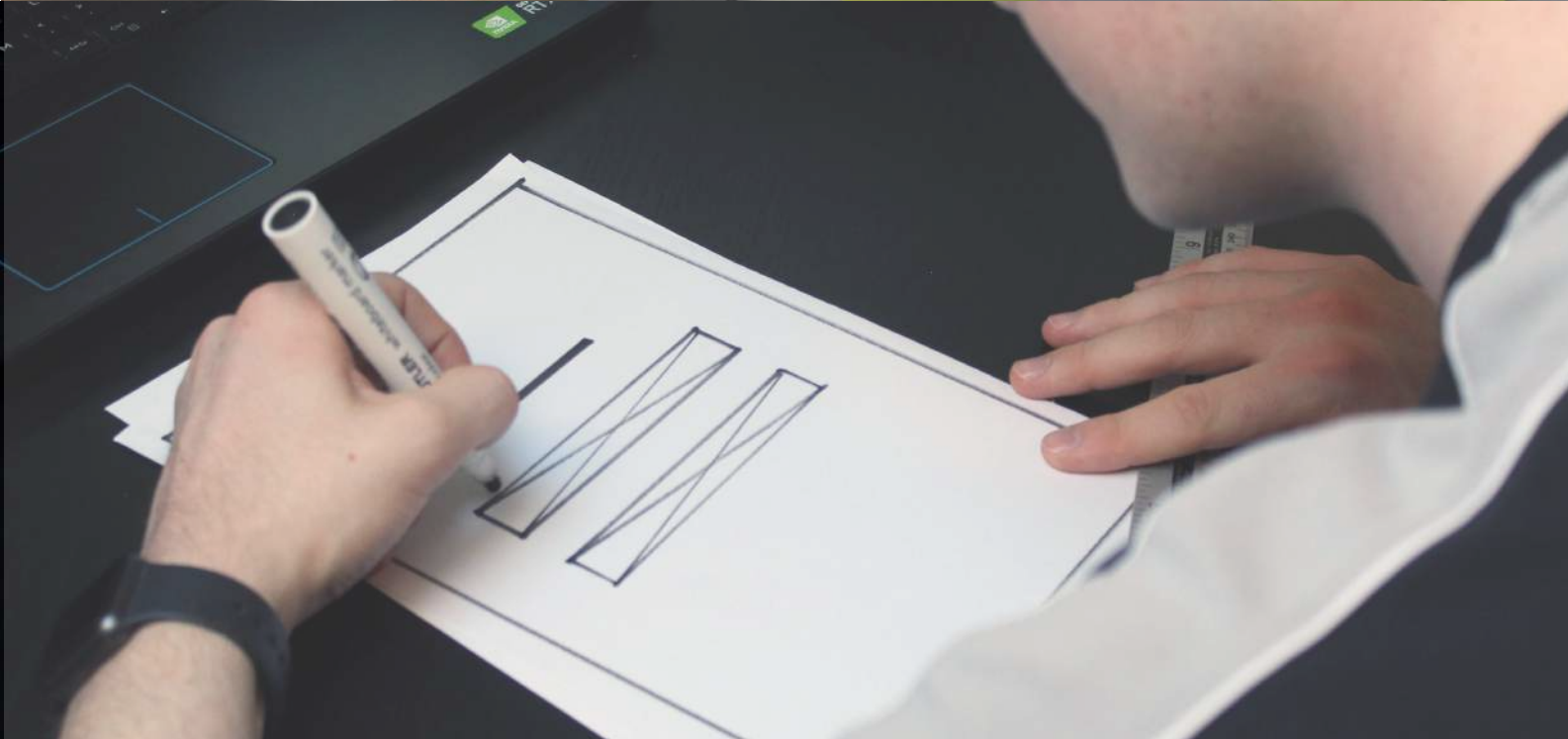
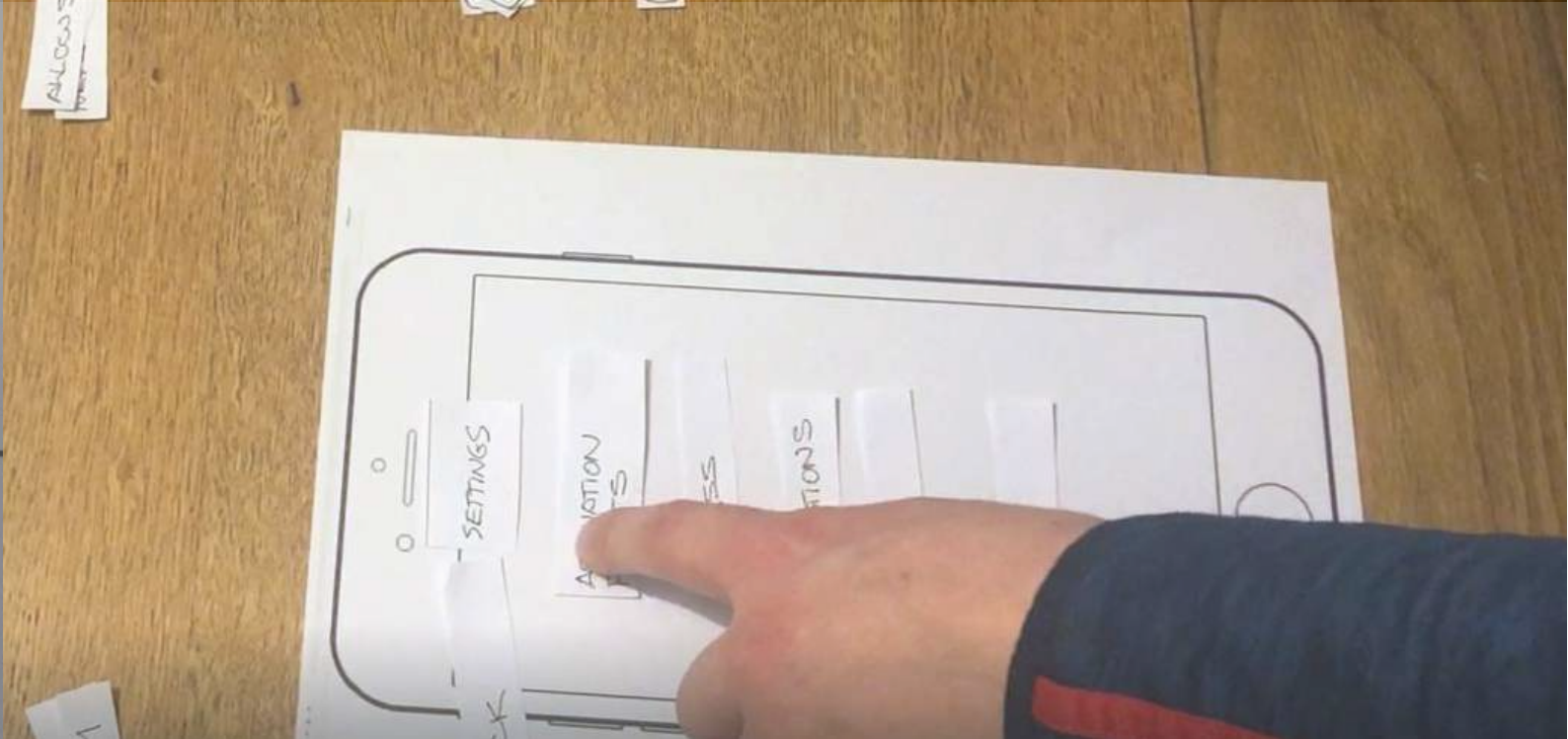
IDEATION



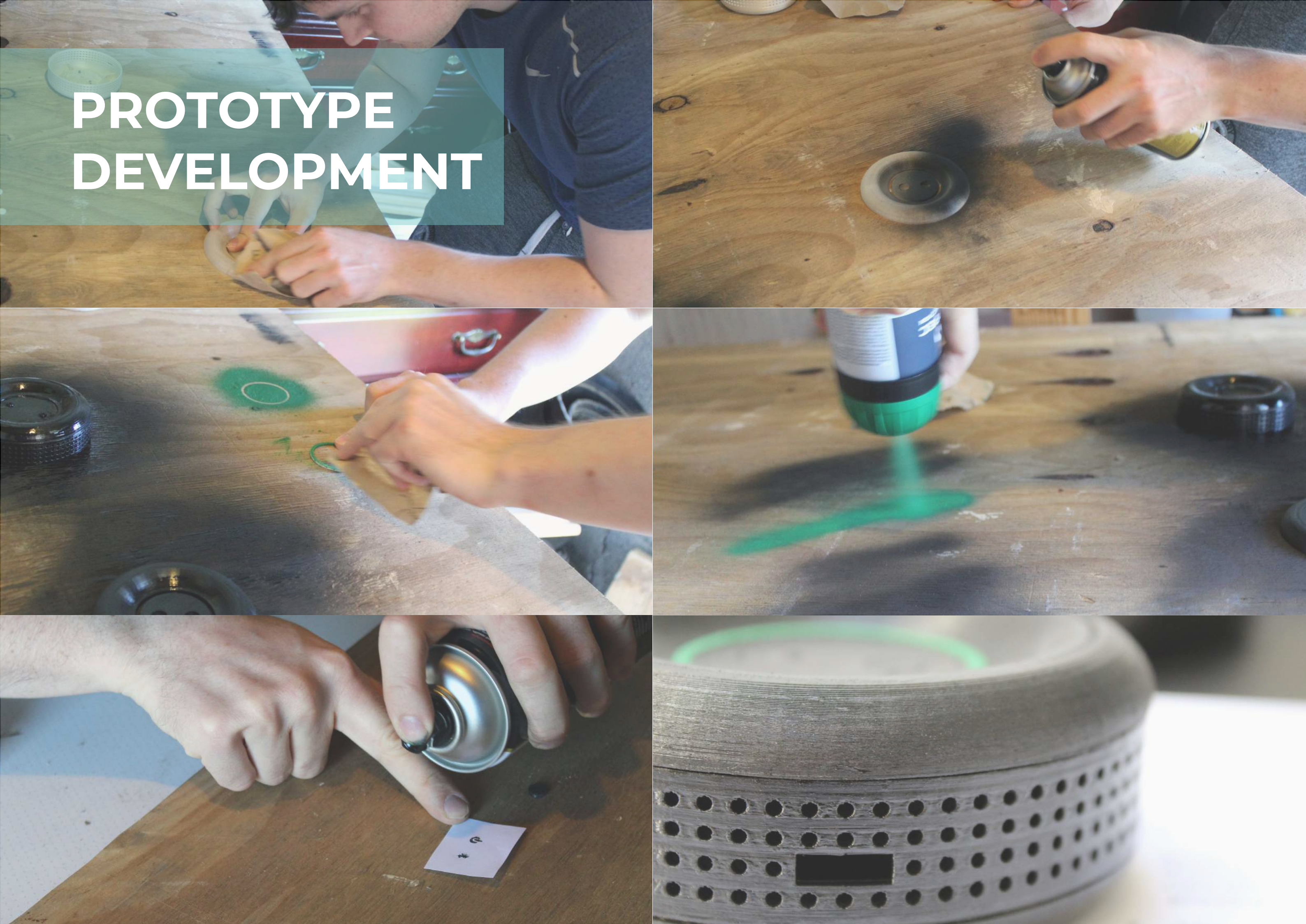
GEOMETRY DEVELOPMENT



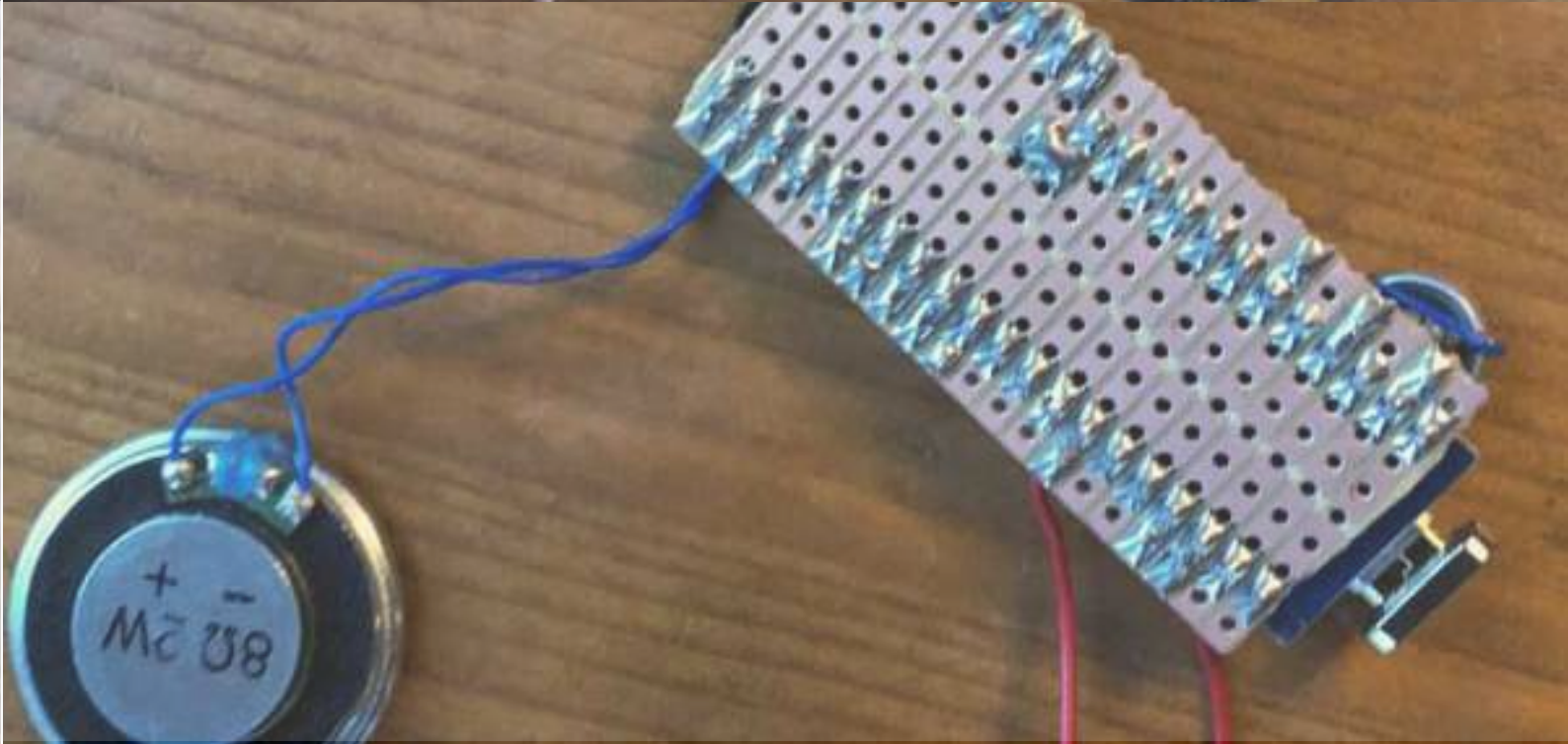
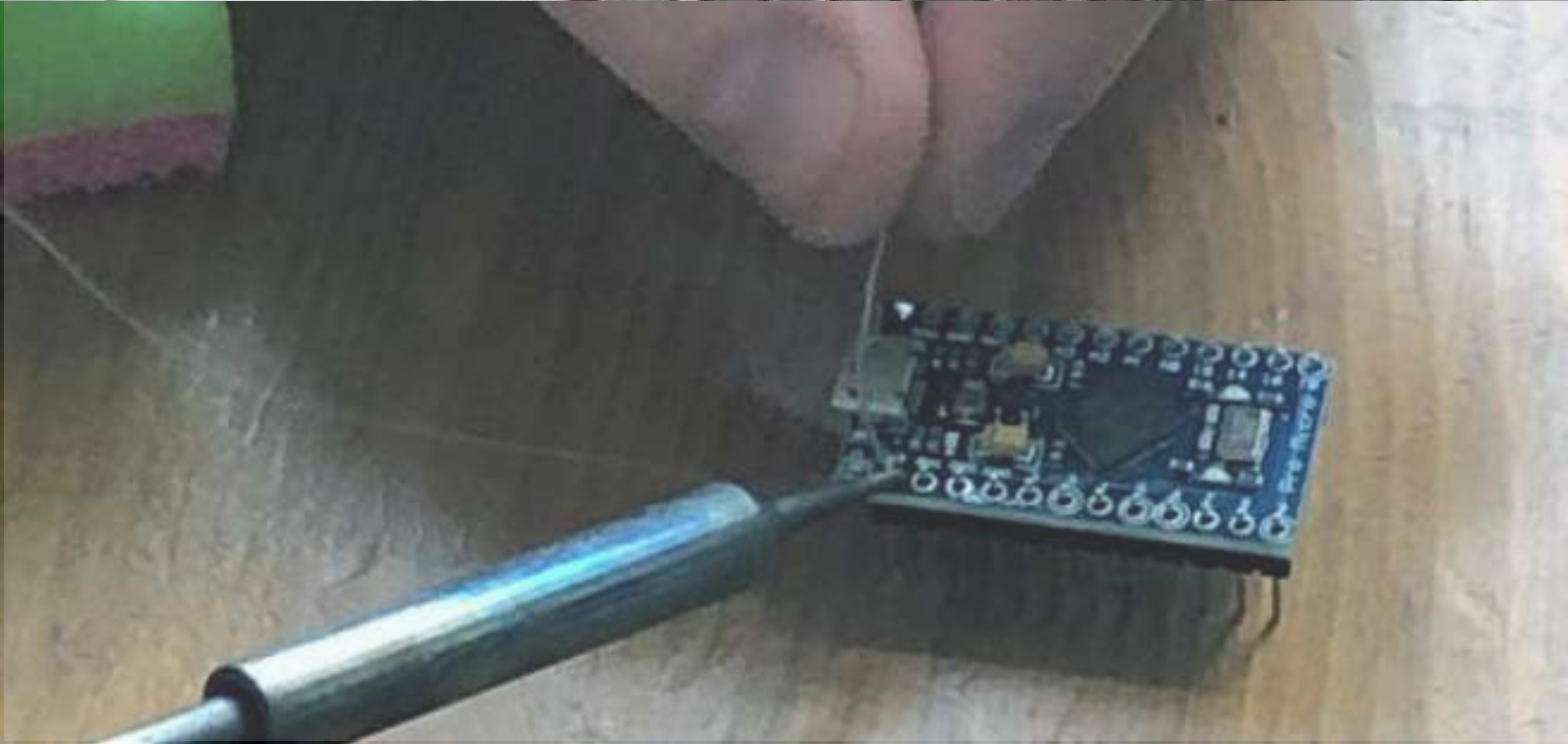
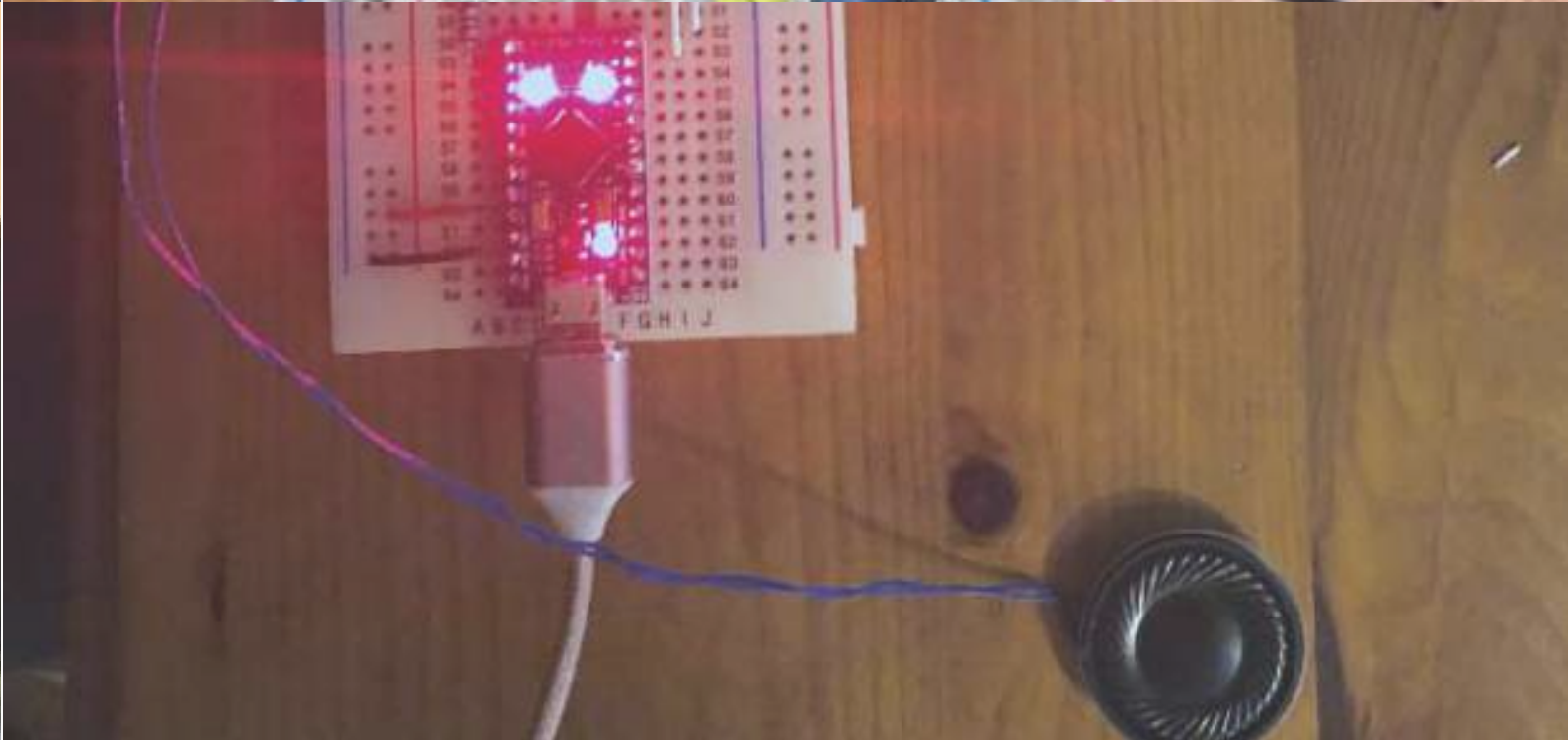
APP DEVELOPMENT



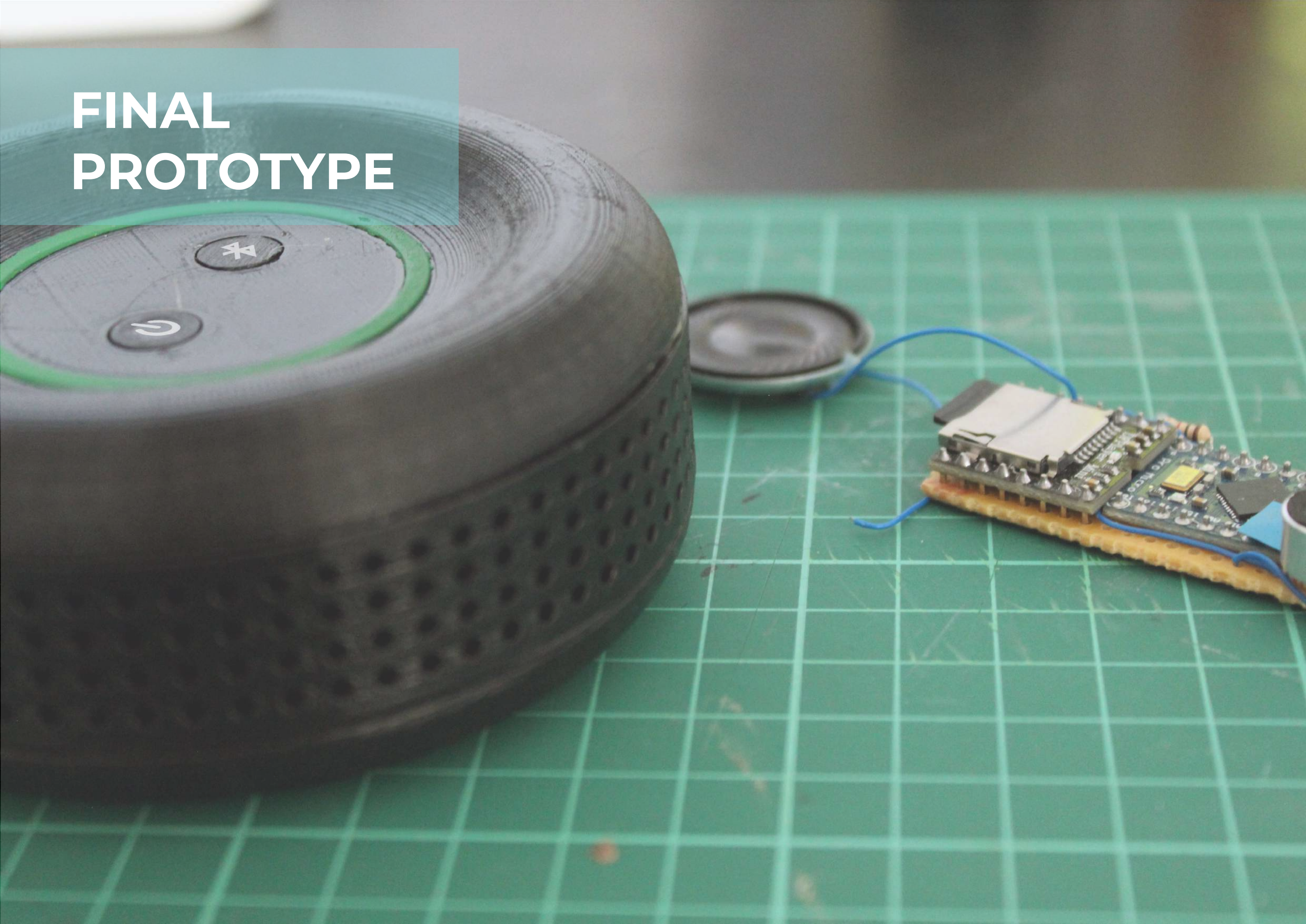
PROTOTYPE DEVELOPMENT



ELECTRONICS DEVELOPMENT



FINAL PROTOTYPE



CONCEPT TESTING

During the ideation phase of this project, I wanted to determine if it was possible for dogs to recognise voices through a speaker. To test this, I recorded two messages; the first from a stranger, the second from the dog's owner.

Recording One:

The dog did not move when recording was played.

Recording Two:

The dog ran in excitement when the recording was played.

This indication from the dog confirmed that dogs can recognise their owners' voice through recordings.





GEOMETRY TESTING

During the model making and design phase of this project, I strived to design a product that would compliment the geometry of a dog's bed. To do this, I tested a wide range of shapes and sizes on both flat and curved surfaces.

I discovered that dogs were intimidated by the larger shapes and frightened by designs that lost balance and rolled.

A decision was then made to create a design that would be small in stature and have the ability to maintain stability on multiple surfaces.



USER TESTING

Participants were asked to complete a task of setting up a Hush device. This task involved all elements of the application.

The aim of this test was to understand if users were able to complete the task and if they ran into any challenges when doing so.

45 participants tested the Hush application. Each participant answered a 5 question survey.



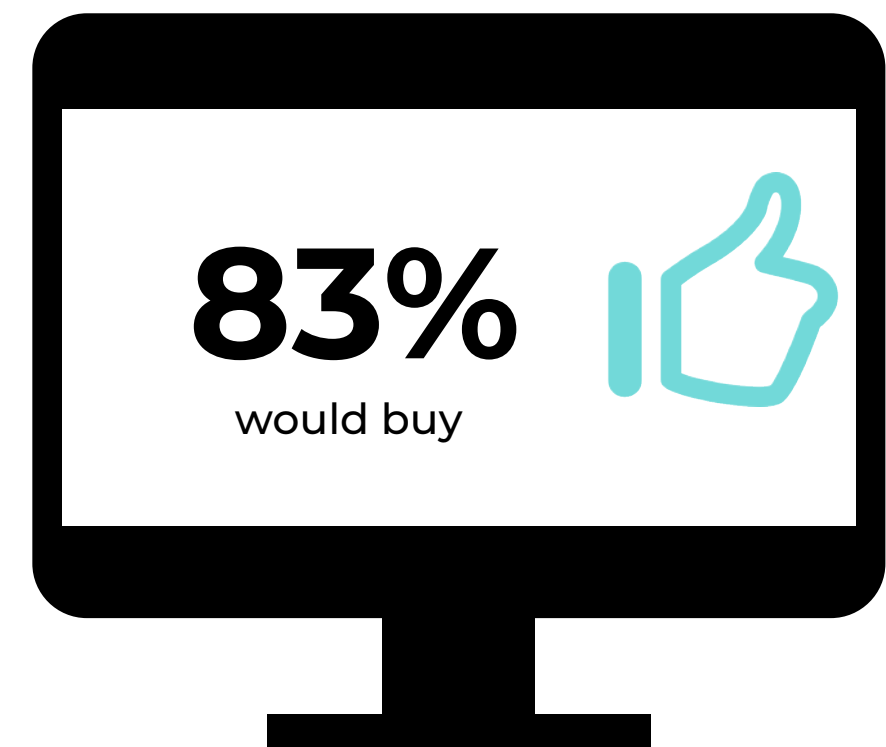
LAYOUT FEEDBACK

"It was very easy to navigate, anyone of any age could use it."



CONCEPT FEEDBACK

"My dog has seperation anxiety and yelps when left alone, this would give me some peace of mind."



HUSH

THANK YOU FOR YOUR TIME

