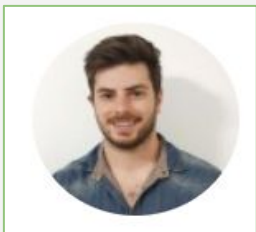
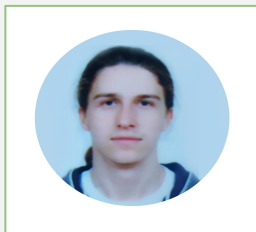




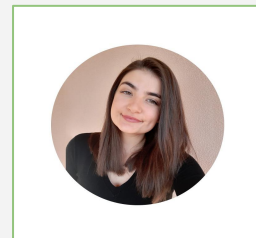
Life of Lola



Omer Shvarz - BGU



Marko Rozman - UP



Karolina Trajkovska - UP



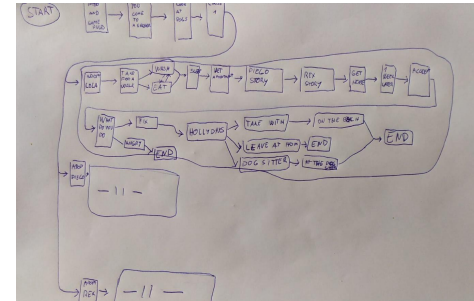
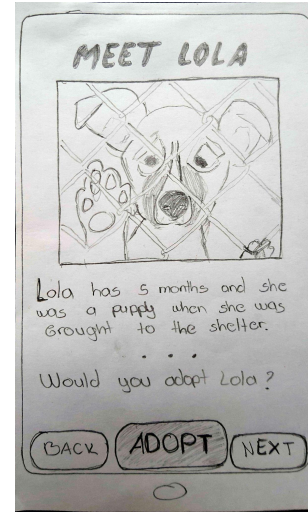
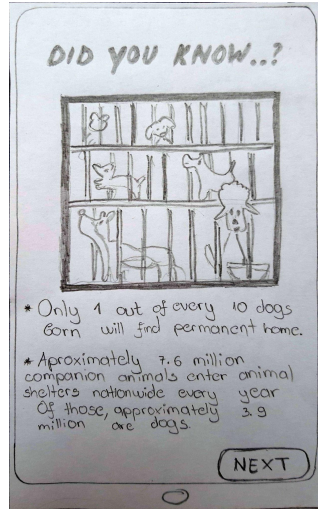
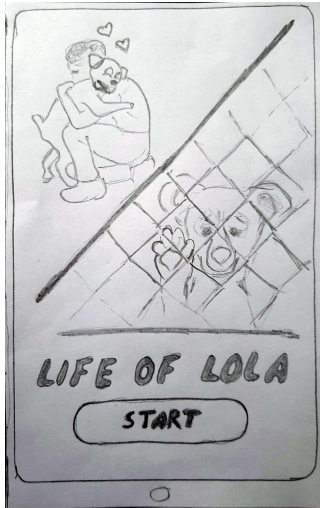
Value proposition

Life of Lola: "Encouraging dogs adoption and understanding the responsibility that come with it"

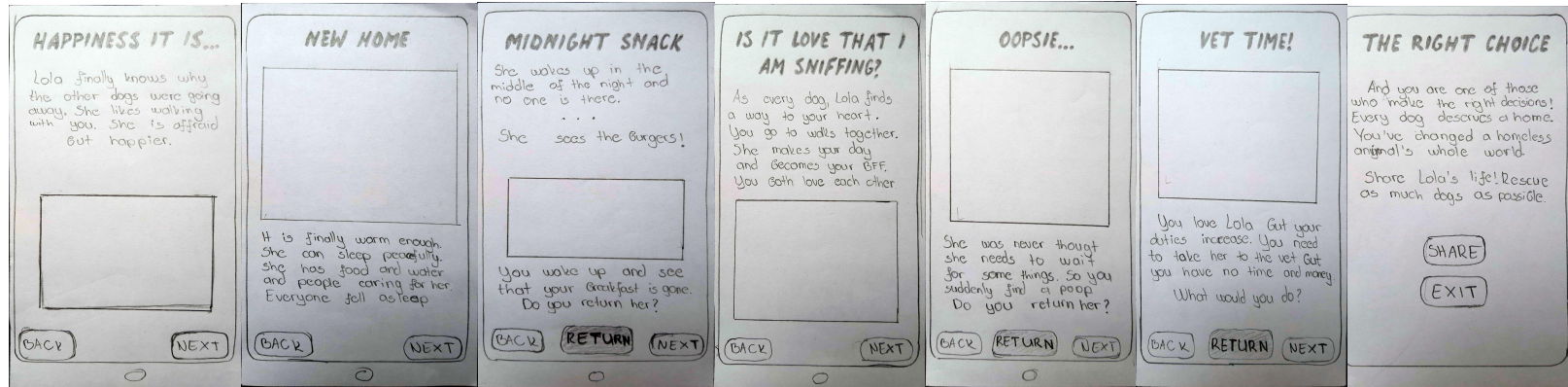
Problem/Solution overview

A lot of people don't know how many dogs are living in shelters a major part of their life, and also not truly understand the meaning of adopting a dog and the responsibility that come with it. Here we show a piece of the life of dogs in shelters and simultaneously the responsible of adopting a dog in to a family. hopefully it will helps people to take a decision to adopt a dog while understanding the meaning of this action and the happiness that come with it.

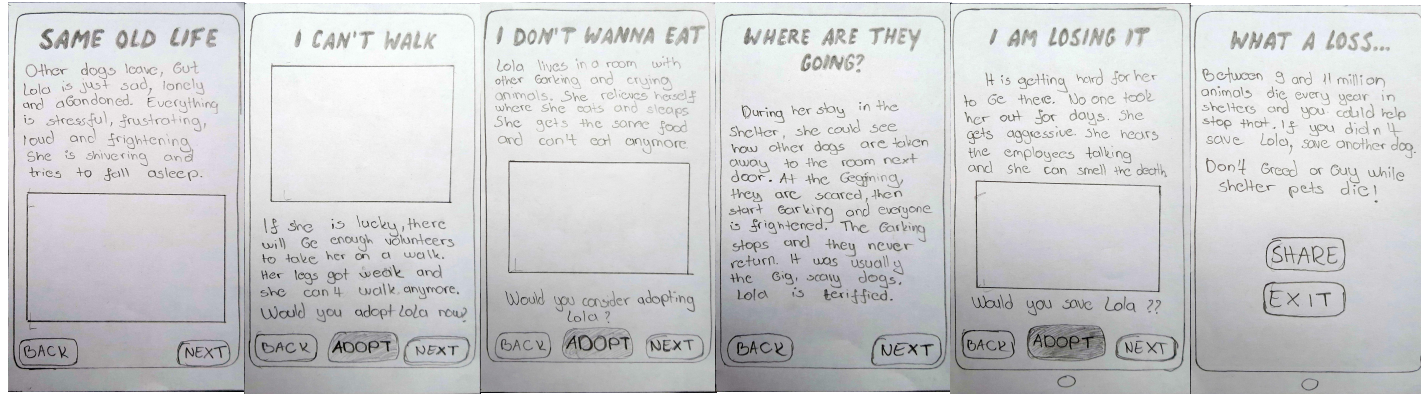
Sketch of story outline and introduction screens



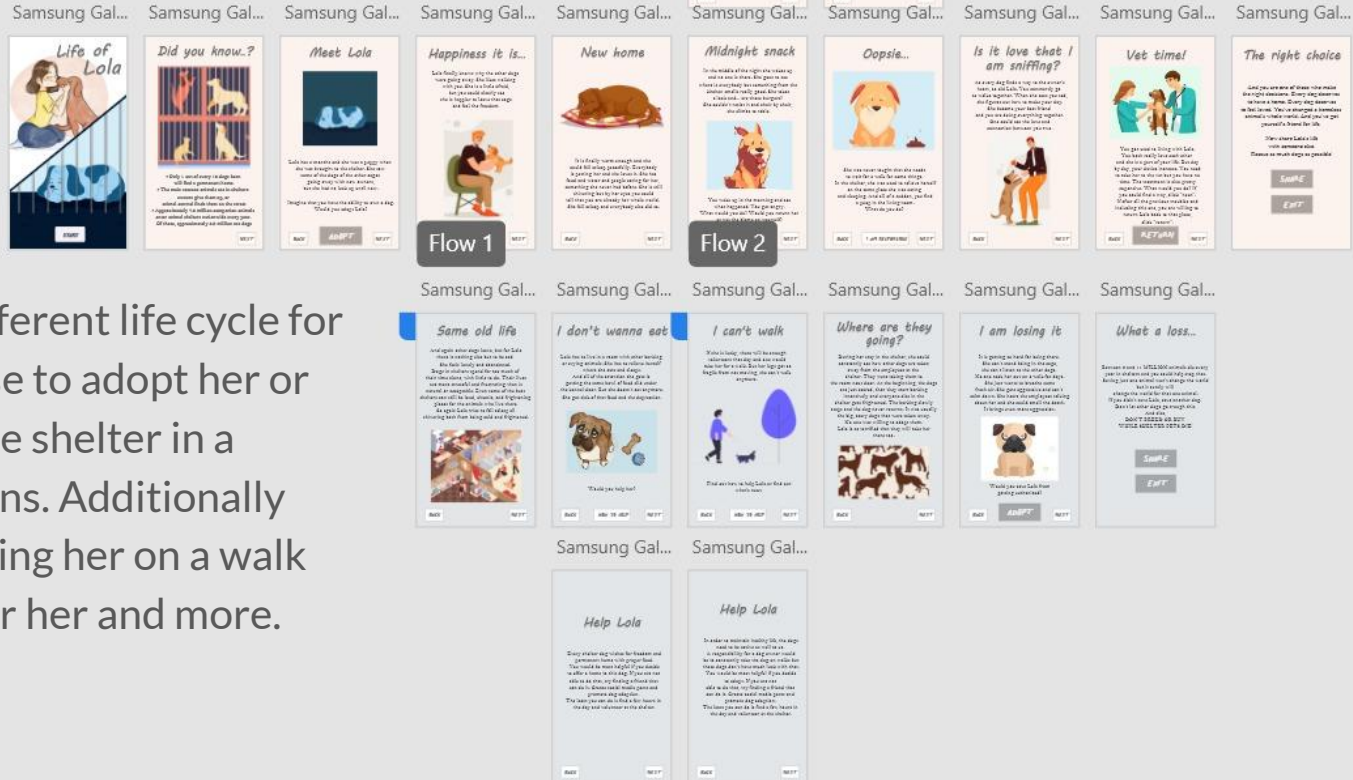
Sketches first story - The life of an adopted dog



Sketches second story - dog life in shelter

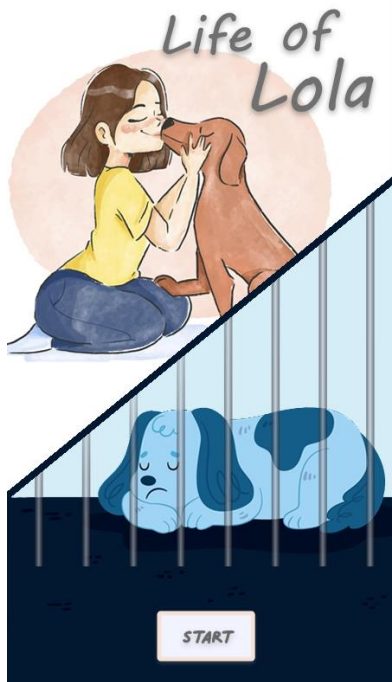


Storyline - Medium fi prototype



The story shows two different life cycle for Lola. The user can choose to adopt her or not and let her stay in the shelter in a couple of different screens. Additionally there are options for taking her on a walk and to the vet, clean after her and more.

Storyline - Introduction and user decision



Did you know..?



- Only 1 out of every 10 dogs born will find a permanent home.
- The main reasons animals are in shelters: owners give them up, or animal control finds them on the street
- Approximately 7.6 million companion animals enter animal shelters nationwide every year. Of those, approximately 3.9 million are dogs

NEXT

Meet Lola



Lola has 5 months and she was a puppy when she was brought to the shelter. She saw some of the dogs of the other cages going away with new owners, but she had no luck up until now.

Imagine that you have the ability to own a dog. Would you adopt Lola?

BACK

ADOPT

NEXT

New home



It is finally warm enough and she could fall asleep peacefully. Everybody is petting her and she loves it. She has food and water and people caring for her, something she never had before. She is still shivering but by her eyes you could tell that you are already her whole world. She fell asleep and everybody else did so.

BACK

NEXT

Same old life

And again other dogs leave, but for Lola there is nothing else but to be sad. She feels lonely and abandoned. Dogs in shelters spend far too much of their time alone, with little to do. Their lives are more stressful and frustrating than is natural or acceptable. Even some of the best shelters can still be loud, chaotic, and frightening places for the animals who live there. So again Lola tries to fall asleep all shivering both from being cold and frightened.



BACK

NEXT

Storyline - The life of an adopted dog

Happiness it is...

Lola finally knows why the other dogs were going away. She likes walking with you. She is a little afraid, but you could clearly see she is happier to leave that cage and feel the freedom.



BACK

NEXT

New home



It is finally warm enough and she could fall asleep peacefully. Everybody is petting her and she loves it. She has food and water and people caring for her, something she never had before. She is still shivering but by her eyes you could tell that you are already her whole world. She fell asleep and everybody else did so.

BACK

NEXT

Midnight snack

In the middle of the night she wakes up and no one is there. She goes to see where is everybody but something from the kitchen smells really good. She takes a look and... are those burgers? She couldn't resist it and chair by chair, she climbs to table.



You wake up in the morning and see what happened. You get angry. What would you do? Would you return her or put the blame on yourself?

BACK

I AM RESPONSIBLE

NEXT

Correct!

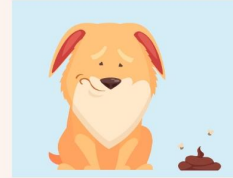
Shelter dogs need time to get used to the new environment just as any human being would need too. They can't be responsible for something if they weren't aware that they are causing a damage. They need time to make difference between what is okay and what is wrong and you need to be patient until they are aware of what they can be doing and what is forbidden.

Next time put your food on a place unavailable for the dog.

BACK

NEXT

Oopsie...



She was never taught that she needs to wait for a walk for some things. In the shelter, she was used to relieve herself on the same place she was eating and sleeping. And all of a sudden, you find a poop in the living room. What do you do?

BACK

I AM RESPONSIBLE

NEXT

Correct!

The dog can't be responsible for something that it was constantly doing at the shelter. Life like that is all it knows.

Being a good owner means taking the responsibility and cleaning after the dog. It requires time, as for everything else, for it to learn how to live in the new home.

Take the dog more frequently on a walk and it will get used to it.


BACK

NEXT

Storyline - The life of an adopted dog

Is it love that I am sniffing?

As every dog finds a way to the owner's heart, so did Lola. You constantly go to walks together. When she sees you sad, she figures out how to make your day. She became your best friend and you are doing everything together. One could see the love and connection between you two.



BACK NEXT

Vet time!



You got used to living with Lola. You both really love each other and she is a part of your life. But day by day, your duties increase. You need to take her to the vet but you have no time. The treatment is also pretty expensive. What would you do? If you could find a way, click "next". If after all the previous troubles and including this one, you are willing to return Lola back to that place, click "return".

BACK RETURN NEXT

Return

The right choice

And you are one of those who make the right decisions. Every dog deserves to have a home. Every dog deserves to feel loved. You've changed a homeless animal's whole world. And you've got yourself a friend for life.


Now share Lola's life with someone else. Rescue as much dogs as possible!

SHARE

EXIT

Same old life

And again other dogs leave, but for Lola there is nothing else but to be sad. She feels lonely and abandoned. Dogs in shelters spend far too much of their time alone, with little to do. Their lives are more stressful and frustrating than is natural or acceptable. Even some of the best shelters can still be loud, chaotic, and frightening places for the animals who live there. So again Lola tries to fall asleep all shivering both from being cold and frightened.



BACK NEXT

Storyline - dog life in shelter

Same old life

And again other dogs leave, but for Lola there is nothing else but to be sad.

She feels lonely and abandoned.

Dogs in shelters spend far too much of their time alone, with little to do. Their lives are more stressful and frustrating than is natural or acceptable. Even some of the best shelters can still be loud, chaotic, and frightening places for the animals who live there.

So again Lola tries to fall asleep all shivering both from being cold and frightened.



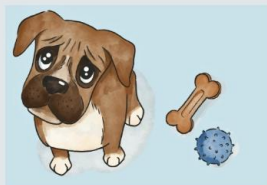
BACK

NEXT

I don't wanna eat

Lola has to live in a room with other barking or crying animals. She has to relieve herself where she eats and sleeps.

And all of the attention she gets is getting the same bowl of food slid under the kennel door. But she doesn't eat anymore. She got sick of that food and the depression.



Would you help her?

BACK

HOW TO HELP

NEXT

Where are they going?

During her stay in the shelter, she could constantly see how other dogs are taken away from the employees at the shelter. They were taking them to the room next door. At the beginning, the dogs are just scared, then they start barking intensively and everyone else in the shelter gets frightened. The barking slowly stops and the dog never returns. It was usually the big, scary dogs that were taken away.

No one was willing to adopt them. Lola is so terrified that they will take her there too.



BACK

NEXT

I can't walk

If she is lucky, there will be enough volunteers that day and one would take her for a walk. But her legs got so fragile from not moving, she can't walk anymore.



Find out how to help Lola or find out what's next.

BACK

HOW TO HELP

NEXT

Storyline - dog life in shelter

Help Lola

Every shelter dog wishes for freedom and permanent home with proper food. You would be most helpful if you decide to offer a home to this dog. If you are not able to do that, try finding a friend that can do it. Create social media posts and promote dog adoption. The least you can do is find a few hours in the day and volunteer at the shelter.

BACK

NEXT

Help Lola

In order to maintain healthy life, the dogs need to be active as well as us.

A responsibility for a dog owner would be to constantly take the dog on walks but these dogs don't have much luck with that. You would be most helpful if you decide to adopt. If you are not able to do that, try finding a friend that can do it. Create social media posts and promote dog adoption.

The least you can do is find a few hours in the day and volunteer at the shelter.

BACK

NEXT

I am losing it

It is getting so hard for being there. She can't stand being in the cage, she can't listen to the other dogs. No one took her out on a walk for days. She just wants to breathe some fresh air. She gets aggressive and can't calm down. She hears the employees talking about her and she could smell the death. It brings even more aggression.



Would you save Lola from getting euthanized?

BACK

ADOPT

NEXT

Adopt

New home



It is finally warm enough and she could fall asleep peacefully. Everybody is petting her and she loves it. She has food and water and people caring for her, something she never had before. She is still shivering but by her eyes you could tell that you are already her whole world. She fell asleep and everybody else did so.

BACK

NEXT

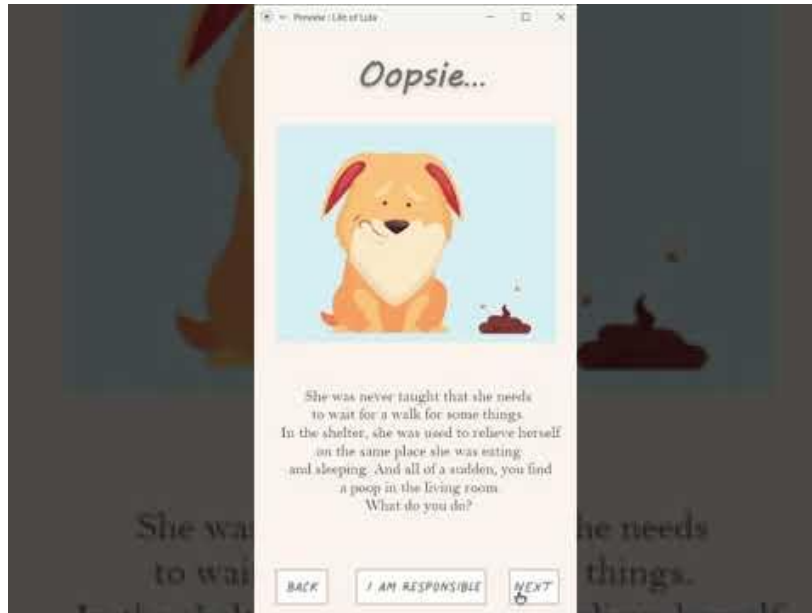
What a loss...

Between 9 and 11 MILLION animals die every year in shelters and you could help stop that. Saving just one animal won't change the world but it surely will change the world for that one animal. If you didn't save Lola, save another dog. Don't let other dogs go through this. And also, DON'T BREED OR BUY WHILE SHELTER PETS DIE!

SHARE

EXIT

Storyline - Video





Game testing - Procedure

We ask the participants to answer a questionnaire, One before running the App, and the second after running the App.

By viewing the participants answers we can see how the App helps the participants to change what they thought about the subject.

In addition after using the App we ask each participant three questions to understand the App can be improved.

Participant number	Age	Country
1	14	Slovenia
2	21	Slovenia
3	55	Slovenia

Game testing

Questionnaire

Questions

Pre questionnaire:

	Storngly agree	Agree	No opinion	Disagree	Strongly disagree
Do you consider your self capable of taking care of a dog?					
I would adopt a dog.					
Owning a dog is a lot of fun.					
Owning a dog is a lot of work.					

- What do you think about the App?
- What would you add to the App?
- Is there something in the App you would like to change or remove?



Data - Before using the App

Pre questionnaire:

	Storngly agree	Agree	No opinion	Disagree	Strongly disagree
Do you consider your self capable of taking care of a dog?		1		2	
I would adopt a dog.		1	1	1	
Owning a dog is a lot of fun.		2		1	
Owning a dog is a lot of work.		2	1		



Data - After using the App

	Storngly agree	Agree	No opinion	Disagree	Strongly disagree
Do you consider your self capable of taking care of a dog?			1	1	1
I would adopt a dog.		1	1	1	
Owning a dog is a lot of fun.	1	1		1	
Owning a dog is a lot of work.	2	1			



Data

- Polarizing
- Increased understanding that owning a dog requires responsibility
- Increased understanding that owning a dog provides endlessly happiness



Changes we made

- Adding more positive screens about the dogs adoption life cycle
- Adding more paths of decisions for the users to connect better to the story
- Redesign of the return button



Prototype overview - limitations/tradeoffs

- More screens for an option to show a longer story
- Adding more dogs to show the users more life cycles
- Show more of the existence negative parts in a dog life cycle (adopted dogs and dogs in shelter)
- Share button does not actually work



Questions?

