



BC SPCA

# PAWSITIVE EMINENCE

ASLAN LAW ♦ SAMMI LEUNG ♦ KAY LIN ♦ JESSICA KUK ♦ MARY NGO



PRELUDE

**SPCA VALUES**

*OPENNESS*

*HONESTY*

*TRANSPARENCY*

*INTEGRITY*

*RESPECT*

*COMPASSION*

The BC SPCA is the only animal welfare organization in BC with the power to investigate complaints of animal cruelty, and their love is what motivates them to save animals' lives. Their goal is to improve the level of service and care to all animals, through raising awareness and increasing adoptions.



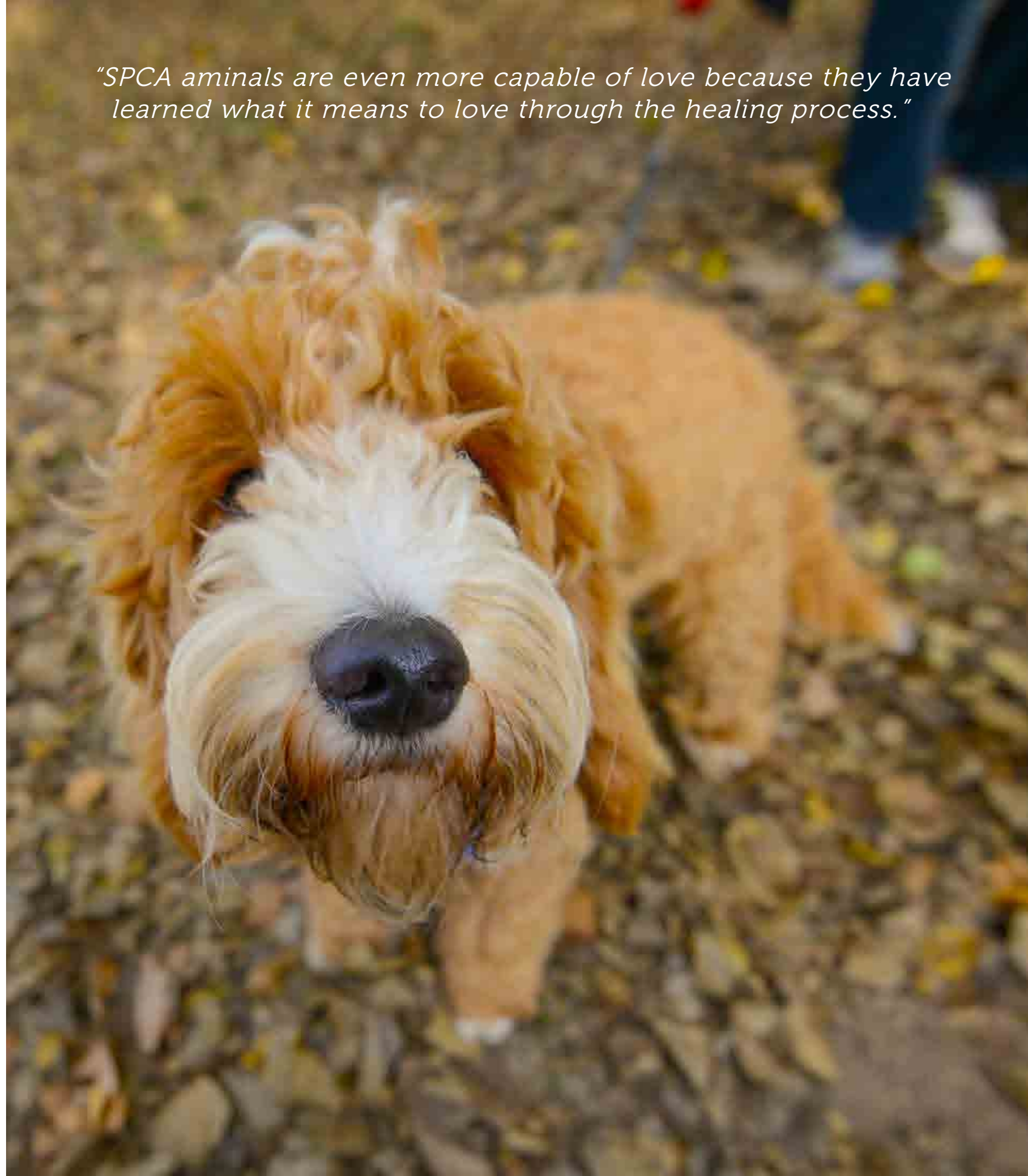
## SPCA ≠ PET STORES

There is an assumption that dogs at the SPCA have suffered from issues of abandonment or cruelty which makes them unsuitable as pets, while puppies at the pet store are blank canvases with prior issues. However, because pet shop owners try to keep animal care expenses down, puppies rarely get the attention they need to become well-adjusted, meaning that there is a high chance that puppies will be returned or given up at shelters.

# WRONGED ASSUMPTIONS

What people don't realize is that dogs at the SPCA are not unsuitable for adoption because while they do come with a backstory, the SPCA plays an active role as the first step of healing for these dogs. When highly traumatized dogs are first brought to the SPCA, they are actually placed into foster homes under the care of trained professionals. By the time that the dogs are given back to the SPCA, they have already begun the recovery process and are actually ready to be adopted.

*"SPCA animals are even more capable of love because they have learned what it means to love through the healing process."*



# ADOPTION OVER PURCHASE

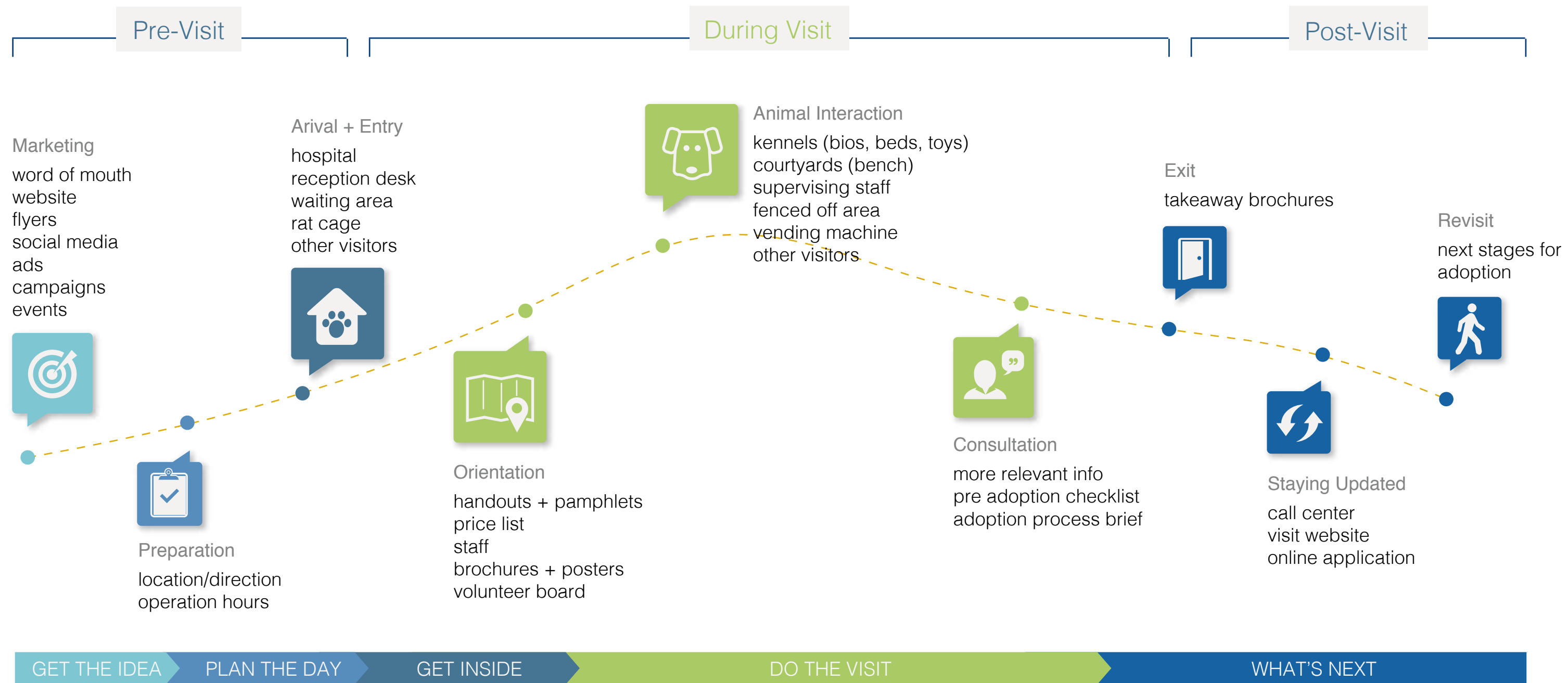
## NATIONAL SPCA SHELTER STATISTICS

ADMITTED	ADOPTED	RETURN TO OWNER	TRANSFERRED TO OTHER ORG	EUTHANIZED	DIED IN SHELTER
42,834	22,239	12,104	1,720	6,253	175
--	52%	28%	4%	14%	0.4%

# JOURNEY FRAMEWORK

Where is SPCA supporting the needs and actions of visitors?

TOUCH POINTS



TOUCH POINTS



**Arrival + Entry**  
 hospital  
 reception desk  
 waiting area  
 rat cage  
 other visitors



**Orientation**  
 handouts + pamphlets  
 price list  
 staff  
 brochures + posters  
 volunteer board



**Animal Interaction**  
 kennels (bios, beds, toys)  
 courtyards (bench)  
 supervising staff  
 fenced off area  
 vending machine  
 other visitors

ARRIVE & ENTRY

ORIENTATION

ANIMAL INTERACTION

ADOPTER

- Taking in surroundings
- Look For Animals
- Play with rat
- Waiting for staff
- When and where do I see the animals?
- Is this where I'm supposed to be?

- Reading brochures/pamphlets
- Understanding SPCA + its values
- Ask questions

- What is the process like?
- How much does it cost?
- Am I actually interested in adoption?

- Interact, feed, observe, play with animals
- Take photos/ record videos
- Read animal bios
- Talk to staff, engage with animals

- Am I allowed to go in kennels?
- Are the animals healthy?
- What is the background?
- Will this animal fit in with my family?

SPCA

- Identify arriver
- Greet them
- How can I help this person?
- Have they been here before?

- Provide explanations + answer questions
- Hand out relevant information
- Provide directions
- Judge

- Are they interested?
- Are we providing enough information?
- Are they finding the info useful?

- Make sure people are following rules (no more mistreatments, only play if you're to adopt)
- Assist

- Are they interested?
- Are the dogs feeling comfortable with the interactions?
- Do people know proper handling?

DOG

- Stay active
- Approach visitors (other dogs)
- Look cute

- Do I get to go home today?
- Do people know I'm well, healthy and perfectly capable?
- Can I play?

OPENING

# EMINENCE CONVERGED

*JOURNEY OF HEALING*

*OPTIMISM*

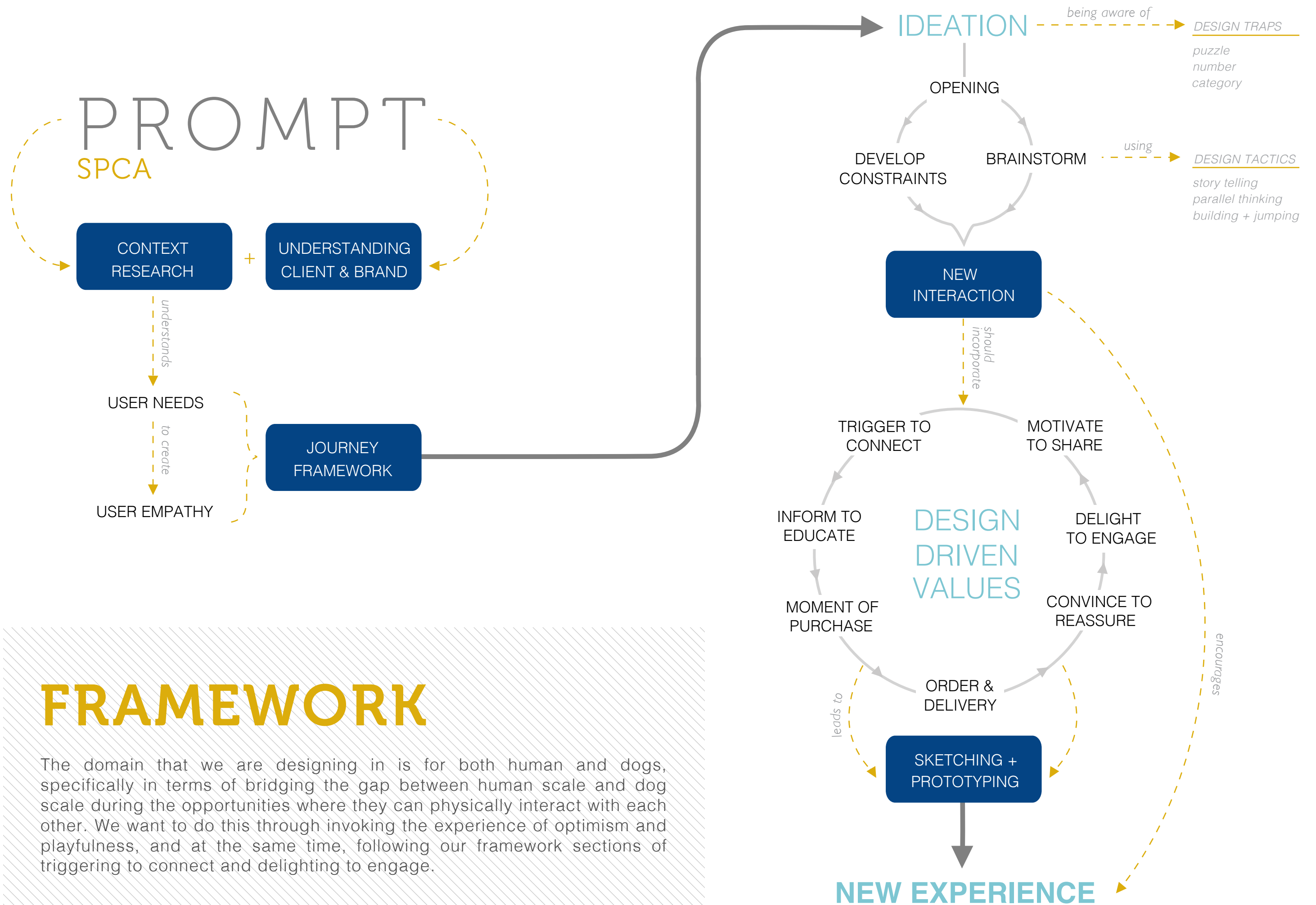
*HUMAN SCALE & DOG SCALE*





## "HE'S GOING HOME"

The SPCA tends to play on sadness and pity, such as broadcasting depressing Sarah McLachlan PSA's. But, when we were at SPCA, we heard an announcement that said "Bring Roger out, he is going home!". This sliver of optimism gave a positive aura to the environment, and we wondered why it couldn't be shown earlier in the adoption process.



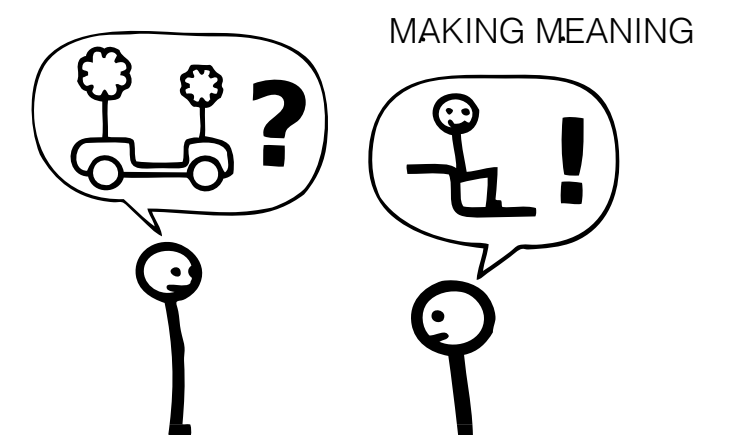
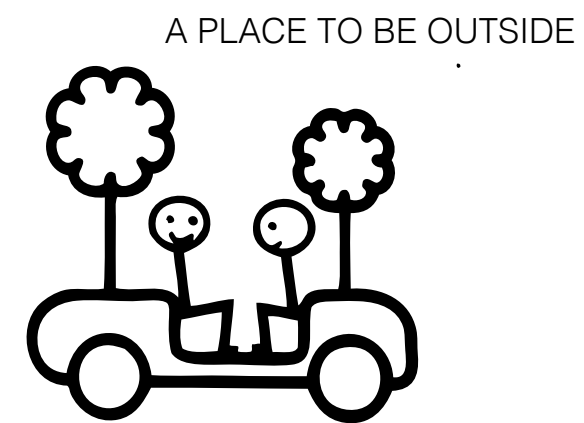
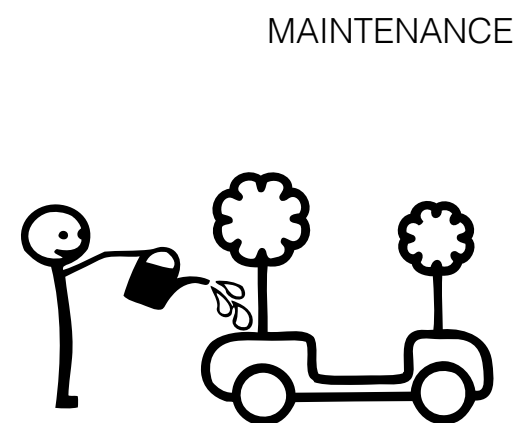
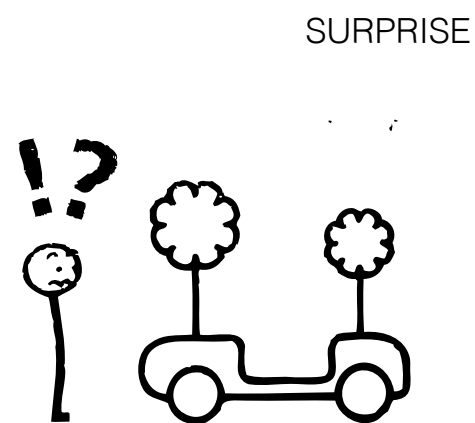
# FRAMEWORK

The domain that we are designing in is for both human and dogs, specifically in terms of bridging the gap between human scale and dog scale during the opportunities where they can physically interact with each other. We want to do this through invoking the experience of optimism and playfulness, and at the same time, following our framework sections of triggering to connect and delighting to engage.

# CAR PARK PROJECT

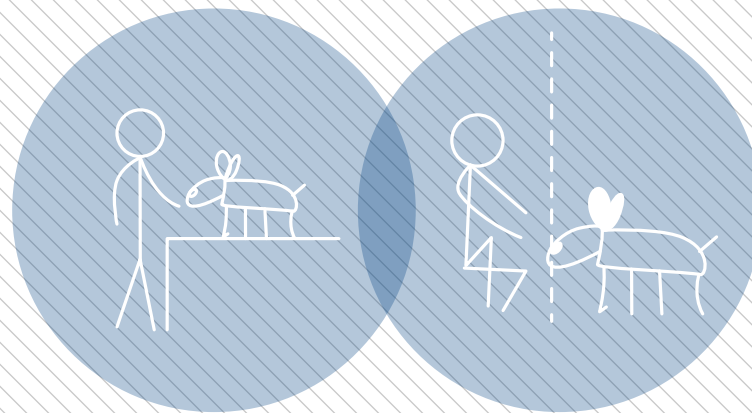
by Jan-Geert Munneke

A precedent that we looked at is the Car Park project which makes use of old cars transformed into mobile parks in order to brighten up the residents' views of the neighbourhood. The project uses the element of surprise to break patterns and create layers in a viewer's experience. Their first surprise confronts people with a strange combination of everyday objects, in this case, a garden inside a car. Their second surprise is then the subtle realization that this garden is actually a social hub with seats and that affords conversation.



CONCEPT

# LAYERED SURPRISES



We took this concept of layered surprise and designed a two part experience to show that the dogs have undergone a healing process and are ready to go home. The first layer is a design that brings dogs to a human scale and highlights outside play, while the second layer is a design that brings humans to a dog scale and features the home.



# PLAY

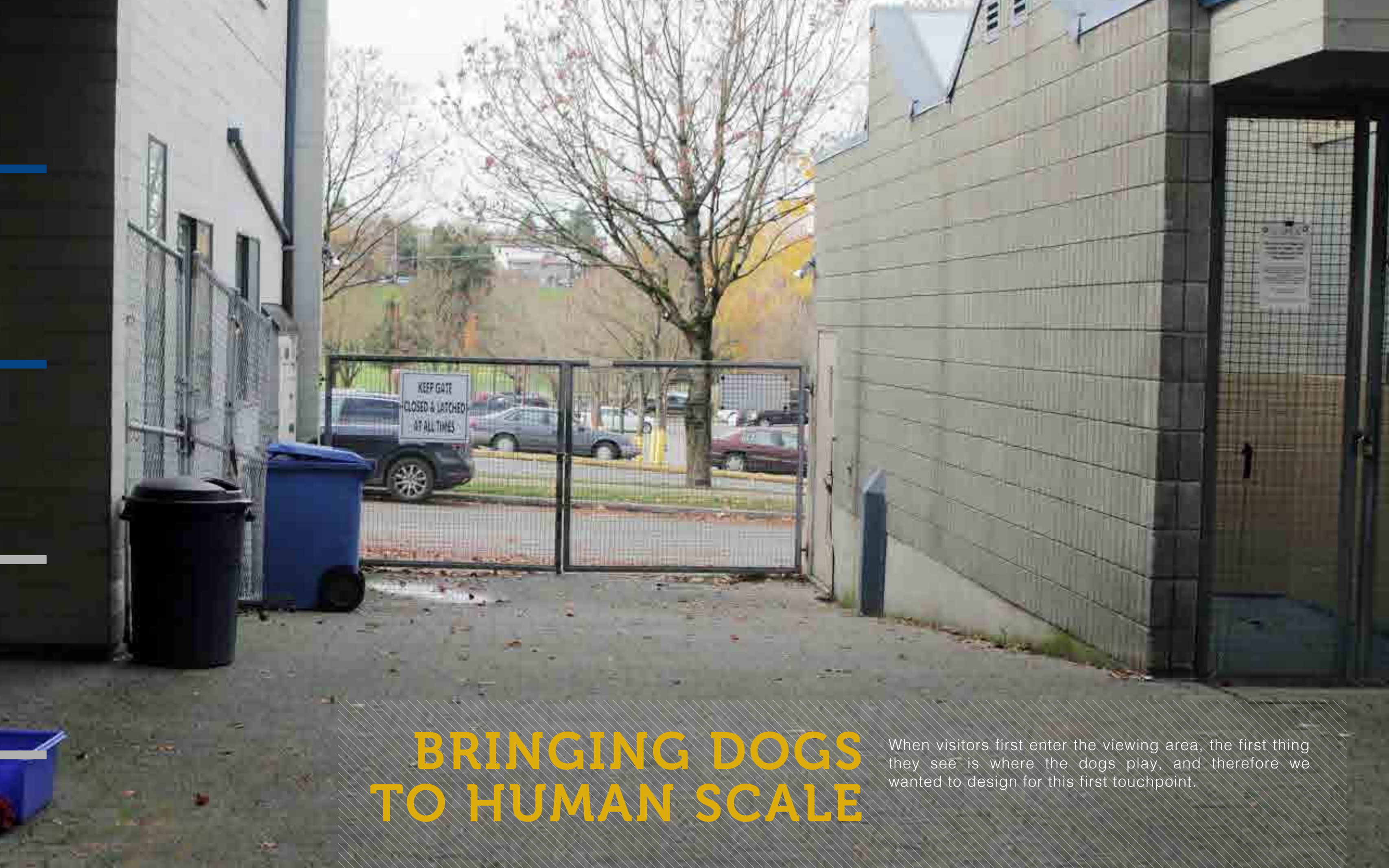
A part of the healing process that is within the SPCA is having a special teacher dog play with the dogs that came from foster homes. This is a natural way to teach them how to socialize and help them get over their fears for interaction, because research shows that dogs learn faster by watching other dogs rather than humans imposing certain behaviours. This aspect of playing is also important because a playful dog is more resilient and adaptable.



# INSPIRATION

D-Tunnel: Architecture for Dogs





# BRINGING DOGS TO HUMAN SCALE

When visitors first enter the viewing area, the first thing they see is where the dogs play, and therefore we wanted to design for this first touchpoint.



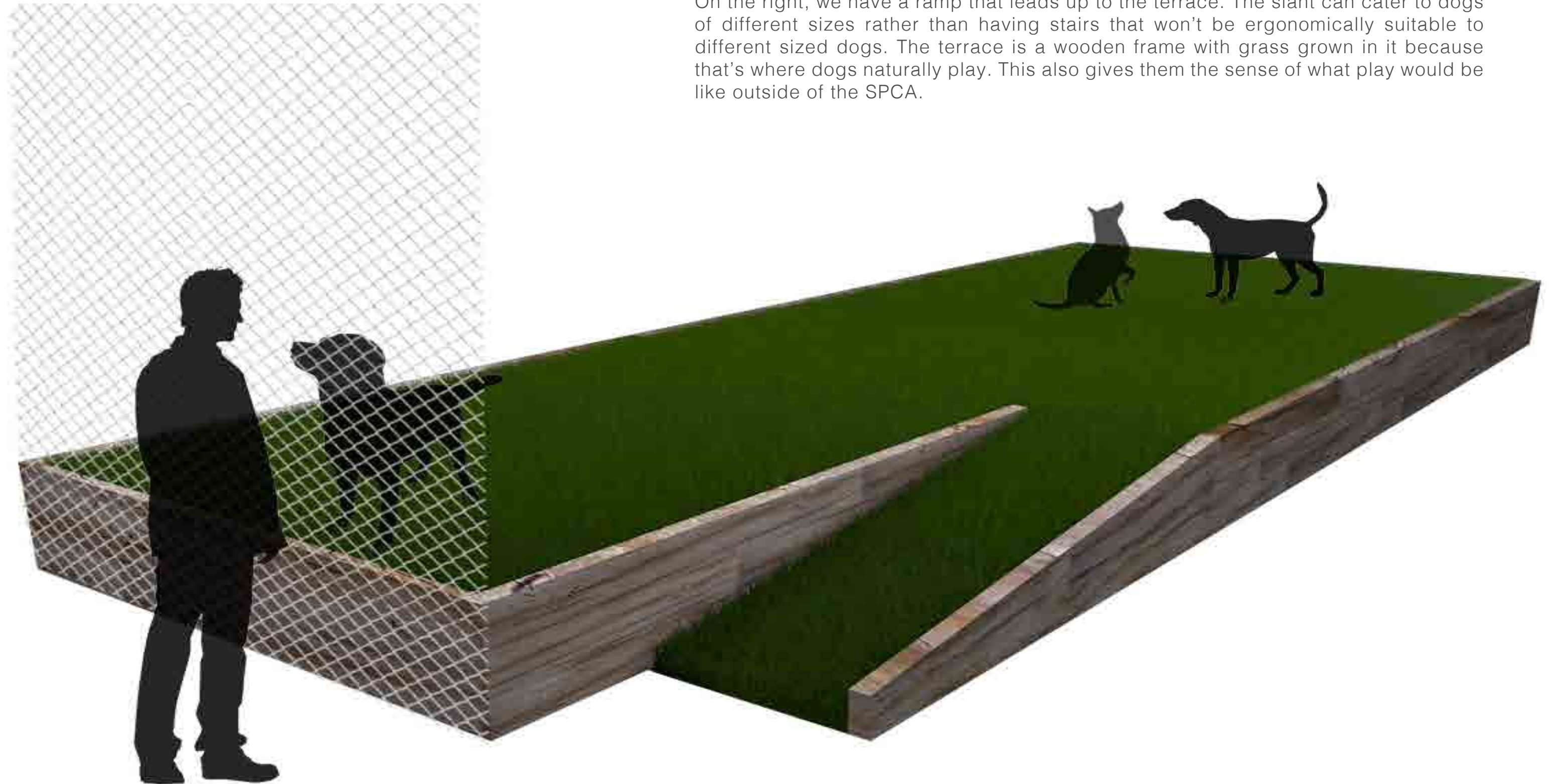
## BRINGING DOGS TO HUMAN SCALE

We designed a terrace that is slightly above knee-level so that when a dog is on it, it brings the dog to the human level. By allowing them to be at the human level, it makes them no longer inferior to people. The dignity that was taken away from them when they were abandoned at the SPCA is now given back to them through equalizing and strengthening the relationship between people and dogs. This first layer of design highlights the part of the healing process where dog teaches dog through play. And this experience of watching the dogs happily play with each other brings a sense of optimism in a transparent way, which is consistent with SPCA's values.



# GREEN TERRACE

On the right, we have a ramp that leads up to the terrace. The slant can cater to dogs of different sizes rather than having stairs that won't be ergonomically suitable to different sized dogs. The terrace is a wooden frame with grass grown in it because that's where dogs naturally play. This also gives them the sense of what play would be like outside of the SPCA.





# BRINGING HUMANS TO DOG SCALE

After visitors watch the dogs play, we noticed that they would walk around the rest of the viewing area and go up to individual kennels. When people interact with dogs, they would crouch down in order to get closer to the dogs, and we saw this as an opportunity for the second touchpoint. This is a natural form of how people can be brought down to the dogs' scale, yet because it is a common action that we often overlook, we wanted to enhance this experience with a visual surprise that is waiting to be discovered.



# INSPIRATION

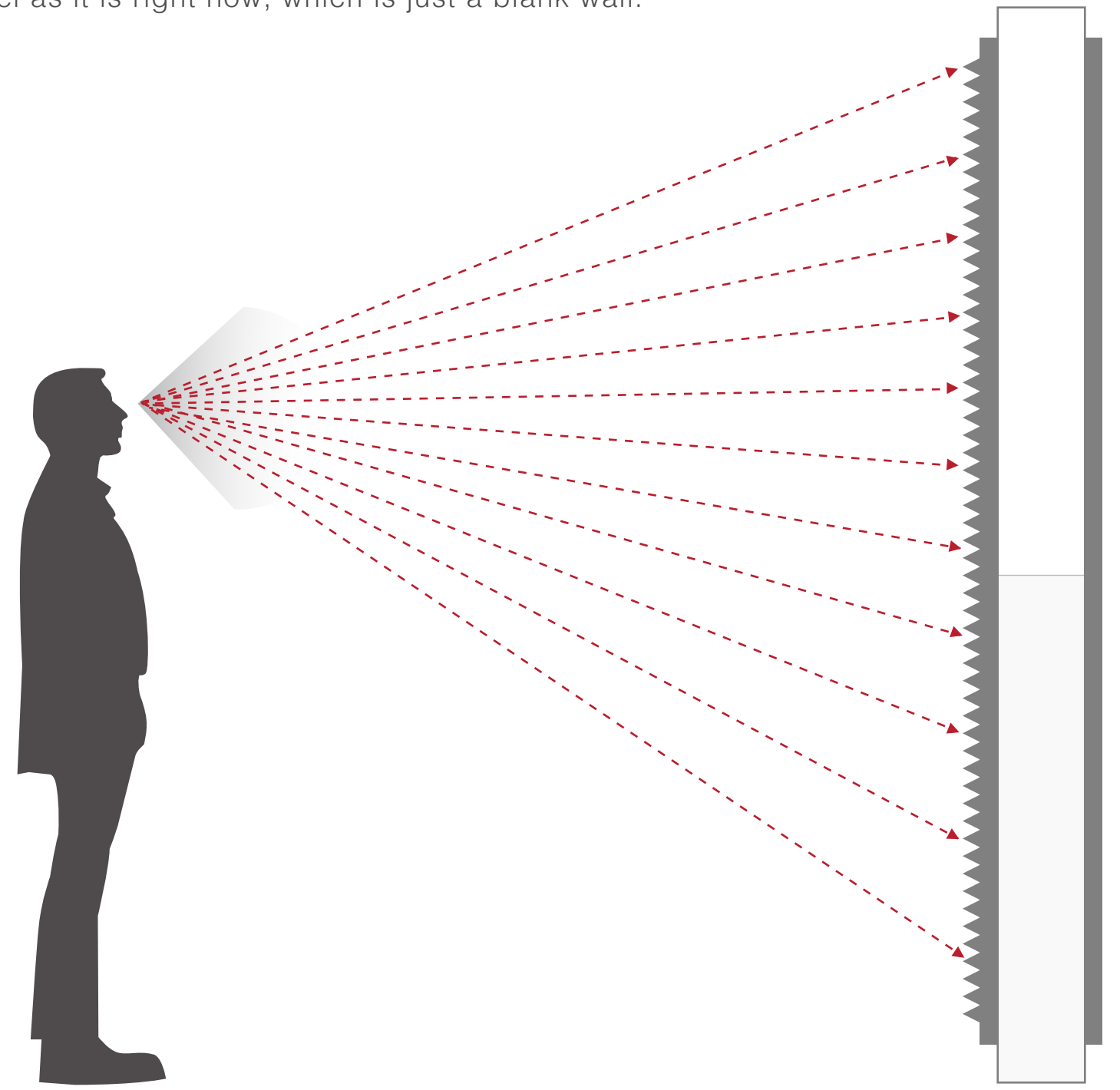
ANAR Ad

Our inspiration for this second form came from a bus stop ad that waCXnted to provide a safe way for abused children to reach out for help. Using lenticular technology, the ad displays a different message for the child and adult at the same time.

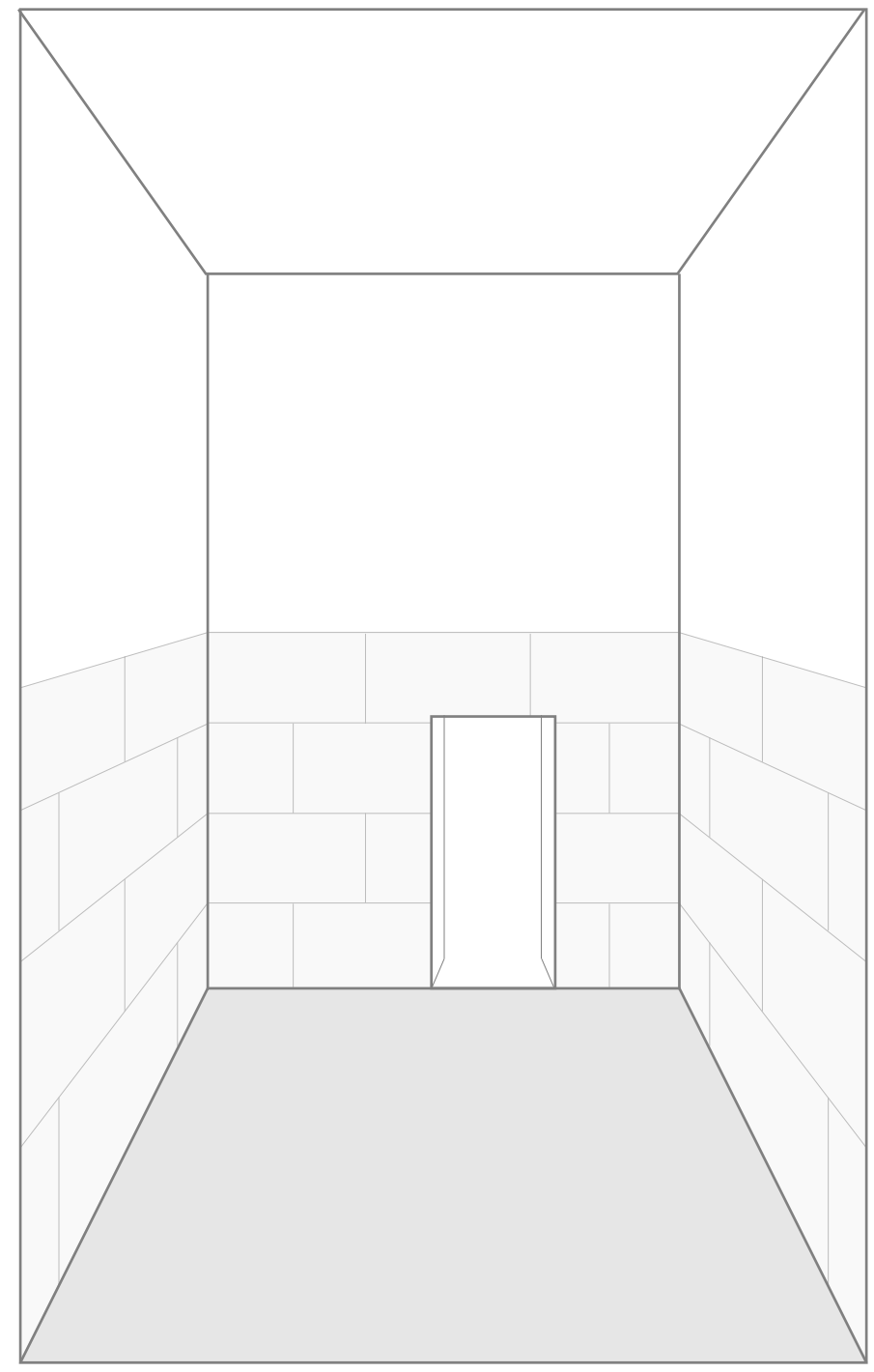
# VISUAL SURPRISE

Image seen at eye level

When a person first approaches the kennel, the image that they see is the kennel as it is right now, which is just a blank wall.



SIDE VIEW OF BACK WALL

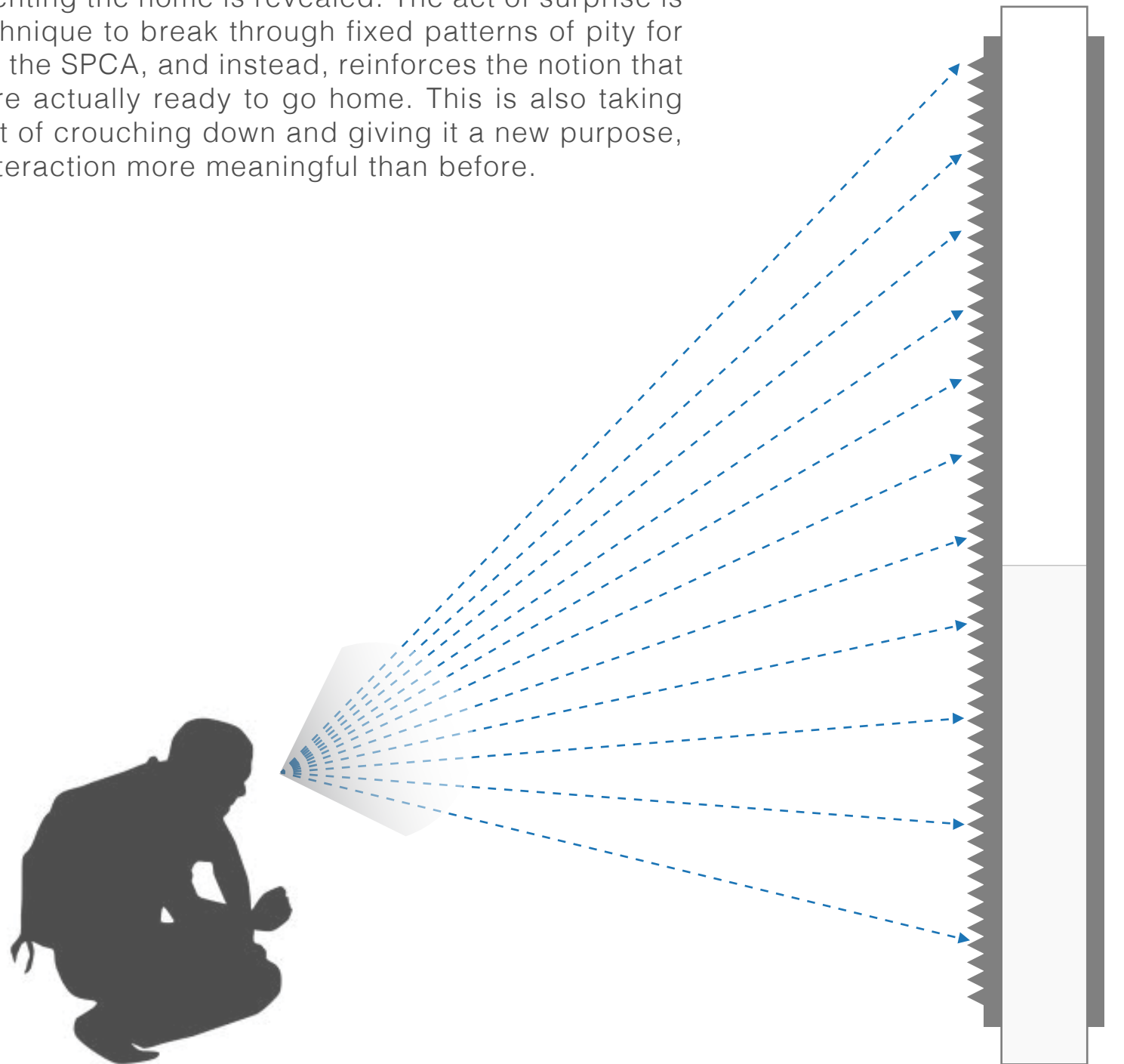


FRONT VIEW OF KENNEL

# VISUAL SURPRISE

## Image seen at crouching level

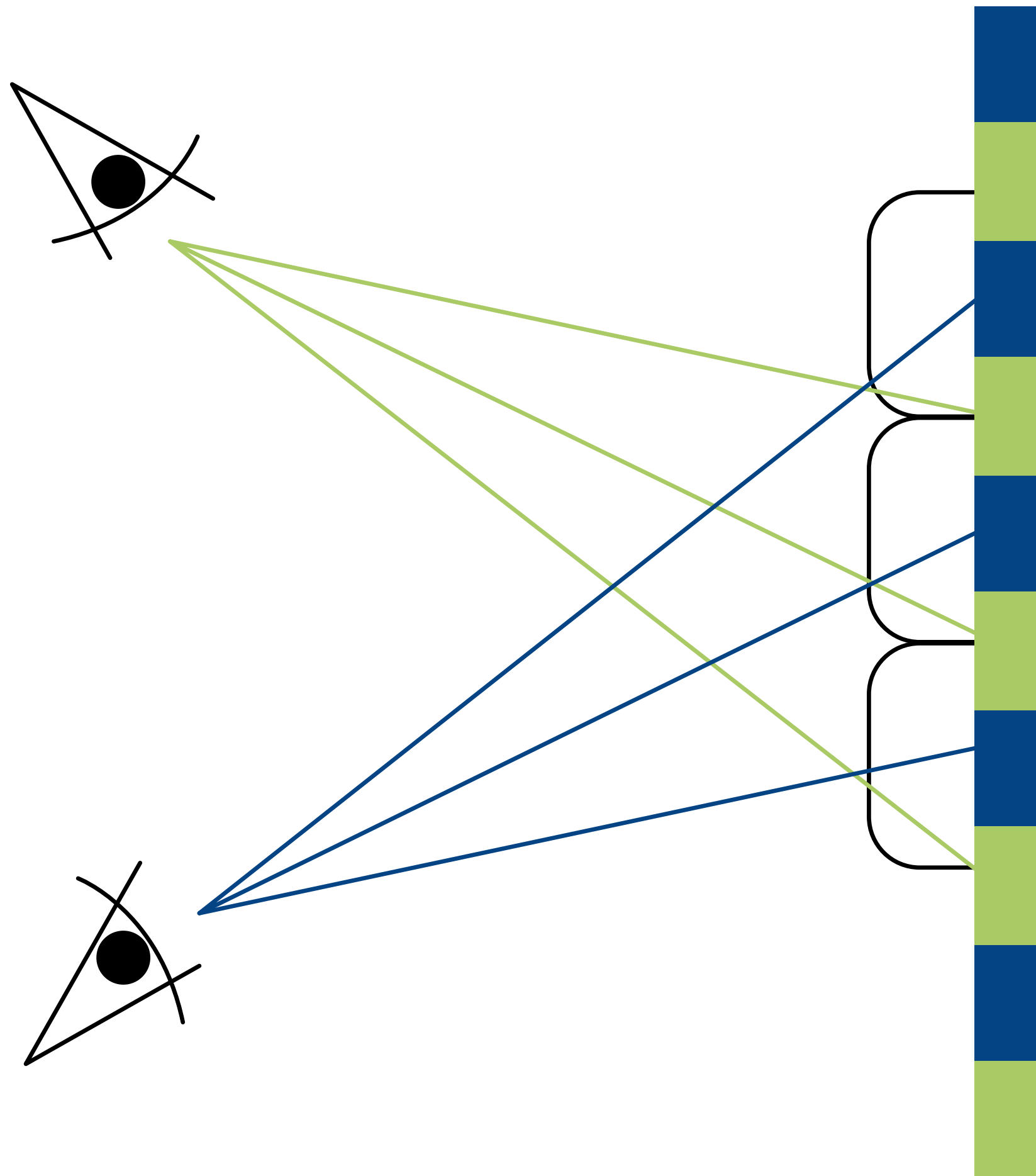
When people crouch down to interact with the dog, a secondary image representing the home is revealed. The act of surprise is used as a technique to break through fixed patterns of pity for the animals at the SPCA, and instead, reinforces the notion that these dogs are actually ready to go home. This is also taking the natural act of crouching down and giving it a new purpose, making the interaction more meaningful than before.



SIDE VIEW OF  
BACK WALL



FRONT VIEW OF KENNEL

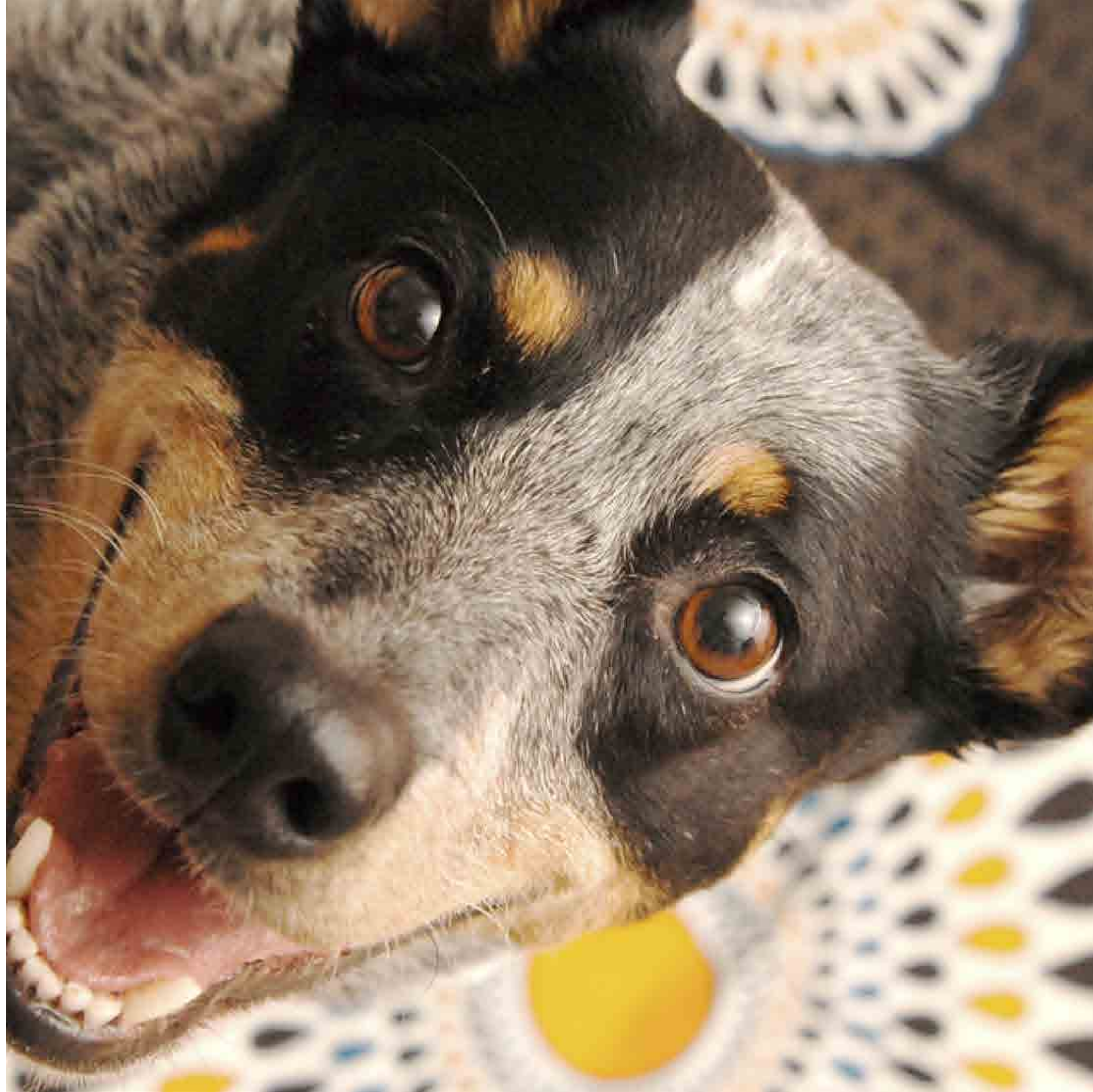


# LENTICULAR TECHNOLOGY

The way that this works is through lenticular technology, where two images are combined as alternating stripes, where when you look at it from one perspective, it gives you image A, and when you look at it from another perspective, it gives you image B.

# REALIZATION

When a person first looks into the kennels, they see just the grey walls of the SPCA, and people initially think that the dogs are in a sad place. However, once people bend down, the image that they see reveals the idea that the dog is already in a better place than they were before, and that the SPCA is only a temporary home for these dogs, that are ready to be picked up. The feeling that the image evokes is the realization that the dog isn't problematic and that it is capable of being part of a loving family.



# HOME

This is one of the images that people might discover as they're crouched down and looking up towards the back wall. Each dog has a slightly different "home" image because it shows their individuality and different personalities. This imagery of an inside wall of the home reinforces the notion of having a "safe place" where dogs can retreat to, and by seeing the dog in a "home" context, it shows that they are ready to be brought home. This goes back to how we can bring optimism into the visiting experience.





# COGNITIVE OVERHEAD

Because the SPCA is non-profit, the new experiences that we designed for the SPCA takes into the account that they don't have a lot of disposable funding, so it doesn't require a large amount of overhead costs to make it feasible. By introducing optimism into the visitor's experience and making the healing process more transparent, it reveals the fact that the dogs are actually ready to be brought home.





## PAWSITIVE FEELS

At first it looks like we're designing for dogs and the interaction opportunities there, but the underlying meaning behind the design is the way this interaction is presented to people in order to engage them in the ultimate goal of adoption. The first surprise acts as a hook into the start of an experience with a positive effect rather than just pity, and brings attention to how the dogs are in a process of transition, recovery, and healing. Then the second surprise acts as a subtle realization that the dogs are ready to be taken home. Both these designs emphasize on optimism and enhances the core values and experiences of the SPCA, playing on the interactions that are already existing there without replacing anything.