

PET-CARE

Research themes



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A collaboration between:



INTRODUCTION

The faculty of Industrial Design Engineering at Delft University of Technology, is for the first time entering the animal world with the new “lab” on pet-care in collaboration with Mars Petcare and Mandalah Conscious Innovation consultancy. The first project is about new wet feeding experience aiming to surprise pet owners.

This booklet is a result of the first explorations of research themes, which are based on the outcomes of the first brainstorm session. These themes are not constraining, but are meant to be inspirational and guiding. Each theme could be the start of a new research/design project.

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1

TECHNO-ENRICHING



- > Playful Interaction
- > Remote Interaction
- > Free in control

A lot of owners wondered, how technology could help them to better understand their pet's feelings? But if the real users of these technologies are the owners, then what role do the animals play? We question whether the design of these new devices and technologies for domestic pets is for the benefit of the animal or for the amusement of the owner.

"we are concerned about the potential for negative impacts on animal welfare, since innovation appears to be driven largely by technology rather than the needs of the animals"

2// WILD PET



2

WILD PETS



- > *Pets as toy*
- > *Natural civilisation*
- > *Pets as extensions of self*

Studies have shown that long-term confinement is detrimental to the physical and psychological well-being of animals. Animals caged for extended periods can develop many different disorders

"Instead we may now keep pets to remind ourselves of our own animality and to stave off the boredom of an overly rational, sanitized, and orderly society.[...]"

3// SHARING



3

SHARING



- > *Benefits*
- > *Codependency*
- > *Be connected*

Study subjects said that sleeping with pets allows them to feel a sense of companionship, security and relaxation. Such reports cannot be ignored because quality sleep is defined by relaxation of both the physical and mental states.

“having pets in the household have an array of benefits. This include lowering blood pressure, cholesterol levels and feelings of loneliness. Aside from that, it can also increase opportunities for physical activity and socialization”

4// PET EMOTION



4

PET EMOTION



- > Empathy
- > Adaptation
- > Waggy tail

The French philosopher and scientist René Descartes, suggested that animals like dogs were simply some kind of machine.[...] This machine doesn't think, but it can be programmed to do certain things.[...]..He claimed that animals "eat without pleasure, cry without pain, act without knowing it: they desire nothing, fear nothing, know nothing."

"My dog wont eat, play or do anything except mounre the time I am gone. Sounds like she may have separation anxiety"

5// RENT A PET



5

RENT A PET



- > *Confident*
- > *Flexibility*
- > *Outstanding Service*

Many owners traveling with their dog want to find somebody nearby on short notice so they can go sightseeing for a few hours. This increased accessibility

"I always growing up with a dog and I miss it. It's keep you company, but because of my small apartment I cannot having one my own"



6

KNOWING YOUR PET



- > *Confident*
- > *Information*
- > *Different behaviours*

When a cat puts his or her head into a narrow and deep bowl in order to eat, the over stimulation that results from the constant touching of the whiskers with the sides of the bowl causes stress.

“Whisker Stress is a very common phenomena that affects cats, although unknown to many pet owners.”

7// HOMEMADE-DIET



7

HOMEMADE DIET



- > *Trust*
- > *Affordable*
- > *Complete in control*

Many people have lost trust in Pet Food Industry. On the other hand, they are interesting in making their own food. Moreover, creating your own Dog & Cat's food is cheaper than feeding a human grade quality canned food.

"Dog and Cats are never designed to eat an entirely dehydrated food" (Dr. Karen Becker)



8

TRAVELING



- > Fear
- > Safety
- > Comfort

With the increasingly mobile lifestyle, pet owners have to deal with taking their pets along on trips and vacations or leaving them behind. In either case, marketers are developing scores of new products and services, everything from doggy-daycare centers to dog-walking services to more and more hotels and motels allowing pets.

“ One woman will not leave her house for more than four hours at a time because she fears it would inconvenience her dog. Another woman is trying to find a way that she can use seat belts and air bags with her dog so he won't be injured in case of an automobile accident.”

9// LIKE PET, LIKE OWNER



9

LIKE PET, LIKE OWNER



- > *Similarities*
- > *Shared diseases*
- > *Ethical considerations*

Pet owners share their homes, their exercise habits and sometimes even their food with their four-legged companions. And increasingly, they are sharing the same diseases: Dogs and cats suffer from obesity, diabetes, heart disease, cancer and asthma, just like humans. This shared lifestyle is also associated with ethical dilemmas: the best for the pet's well-being of the best for the environment?

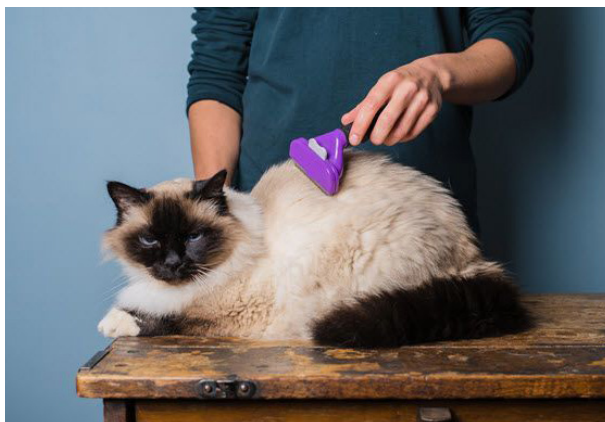
"It was devastating," Riordan said. "I never thought I would lose my dad and my dog to the same disease."

10// CARING



10

CARING



- > *Prevention*
- > *Responsibility*

Pets are a lifetime commitment. It is a responsibility that requires owners to go ahead and ensure that it is done properly. Having a pet does not mean that it is just about filling their food bowl. It is also providing them with exercise, training, grooming, food, veterinary care, and attention. A good care may prevent bigger problems afterwards.

" I haven't had a big problem with shedding because I groom regularly. I think it just promotes healthy fur. It saves a lot of time from cleaning fur from all over the house. It keeps the house clean so much so that people don't realize that we have a cat"

11// (DAILY) RITUALS



11

(DAILY) RITUALS



- > *Constancy*
- > *Quality time*
- > *Family rituals*

Like humans, pets are very dependent upon routines. Sticking to a schedule with a pet can help with behavior problems. Daily rituals are also beneficial to pets and owners because they can help create a meaningful relationship.

"Rituals build trust, enhance my cats' lives, and make them feel loved and wanted. It's hard to say who enjoys our little rituals more, me or the cats, but what matters most is that they bring us closer day by day."

12// OWNER'S EMOTIONS



12

OWNER'S EMOTIONS



- > Comfort
- > Social support
- > Good for mental health

Humans can emotionally benefit from a relationship with companion animals, a phenomenon known as the human-animal bond. Pets may act as therapists, social catalysts, and companions, as well as help to decrease feelings of loneliness and depression. Pets also provide a sense of comfort and a form of social support.

"...the cats don't care if she grows fat, thin, short, etc....I asked Mrs. X if cats brought about any changes in her life. She said definitely yes. Before having cats she felt extremely depressed, she says they give you a reason for living."



13

INDULGENCE



- > *Overindulgence*
- > *Human centric values*
- > *Pet-related products*

Pet owners' deep caring for their pets is evidenced by increased expenditures on pet-related products in recent years, including things such as toys, treats and beds. Pets receive many significant benefits to their health and welfare from being cared by people. However over-indulging pets in food treats can ultimately lead to diminished health and welfare.

“Christmas Day is often a feast for the people in the house as well as the pets, but when a dog or cat is given leftovers or offcuts from many people it can add up quite quickly”

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