



# **BARKING LOUD**

**Fighting against  
pets abandonment  
in France**



**Master's Thesis to gain the academic degree "Master of arts" (M.A.)**

In the department of Design at the Berlin School of Design and Communication

SRH Berlin University of Applied Sciences

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Merci.



*My first rat and me, 2010*

# EDITORIAL

*Ever since I was a child, I always had an attraction for animals. Like a unique and indescribable connection I felt with them.*

Growing up in the countryside probably reinforced this passion. Despite my mother's aversion to domestic animals, I still managed to find playmates in the family home garden: insects, cats, and the neighbors' dogs.

One day, after bringing up the subject of adoption for the umpteenth time at lunch, my parents broke down when confronted with my sister's unstoppable persuasion technique: «I agree with a rodent.» Those words would be the beginning of my love for pet rats, which has never really left me since.

I developed my relationship and understanding of animals further and found unfailing support in good times and bad. I realized that animals are knowledgeable beings who can make life better no

matter how big or small they are. Furthermore, unlike humans, there is no such thing as a wrong animal, only a different language worth understanding if you take out some time.

Unfortunately, today, in a society driven by profit and production, more and more people prefer to consider other living beings stupid and unnecessary for their survival. We destroy their environment, making species extinct, yet we can still complain about their lack of accommodation.

Even in our homes. Too many people still lack the foresight to buy pets, only to abandon them the following summer.

This is why the subject of pets quickly became a topic of interest to me while I was choosing for my thesis topic. It is time to reach out to them as they did in my tender years and find a way to help them with the knowledge I have accumulated for over six years now.

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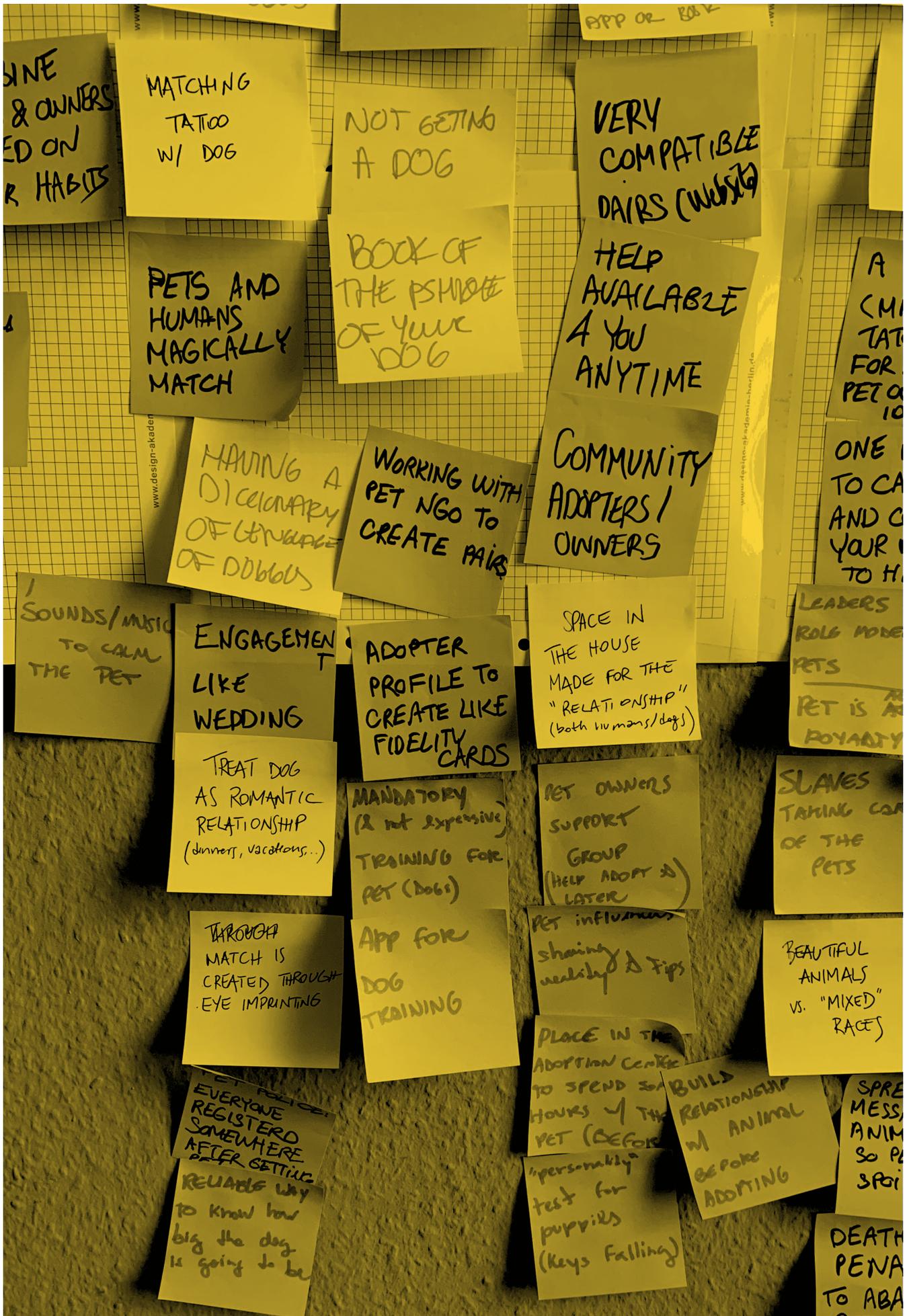
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SINE & OWNERS  
ED ON  
R HABITS

MATCHING  
TATTOO  
W/ DOG

NOT GETTING  
A DOG

BPP OR BOK  
VERY  
COMPATIBLE  
PAIRS (website)

PETS AND  
HUMANS  
MAGICALLY  
MATCH

BOOK OF  
THE PSYCHE  
OF YOUR  
DOG

HELP  
AVAILABLE  
4 YOU  
ANYTIME

A  
(M)  
TAT  
FOR  
PET OR  
10

MAVING A  
DICTIONARY  
OF LANGUAGE  
OF DOBBS

WORKING WITH  
PET NGO TO  
CREATE PAIRS

COMMUNITY  
ADOPTERS /  
OWNERS

ONE  
TO CA  
AND C  
YOUR  
TO H

1  
SOUNDS/MUSIC  
TO CALM  
THE PET

ENGAGEMENT  
LIKE  
WEDDING

ADOPTER  
PROFILE TO  
CREATE LIKE  
FIDELITY  
CARDS

SPACE IN  
THE HOUSE  
MADE FOR THE  
"RELATIONSHIP"  
(both humans/dogs)

LEADERS  
ROLE MORE  
PETS  
PET IS AS  
ROYALTY

TREAT DOG  
AS ROMANTIC  
RELATIONSHIP  
(dinners, vacations...)

MANDATORY  
(2 not expensive)  
TRAINING FOR  
PET (dogs)

PET OWNERS  
SUPPORT  
GROUP  
(HELP ADOPT 2)  
LATER

SLAVES  
TAKING CARE  
OF THE  
PETS

THROUGH  
MATCH IS  
CREATED THROUGH  
EYE IMPRINTING

APP FOR  
DOG  
TRAINING

PET INFLUENCERS  
sharing  
wedding & tips

BEAUTIFUL  
ANIMALS  
VS. "MIXED"  
RACES

EVERYONE  
REGISTERED  
SOMEWHERE  
AFTER GETTING  
RELIABLE WAY  
to know how  
big the dog  
is going to be

PLACE IN THE  
ADOPTION CENTRE  
TO SPEND 30  
HOURS w/ THE  
PET (BEFORE  
"personality"  
test for  
puppies  
(keys falling)

BUILDS  
RELATIONSHIP  
w/ ANIMAL  
BEFORE  
ADOPTING

SPRE  
MESS  
ANIM  
SO PE  
SPOR

DEATH  
PENALTY  
TO ABA

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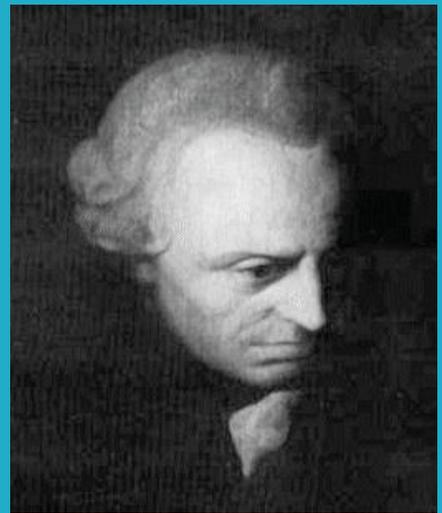
*«Until he extends the circle of his compassion to all living beings, man will not find peace.»* - Albert Schweitzer

**«I use animals to teach men.»** - Jean de La Fontaine

*«All animals know what is necessary for them, except man.»* - Pline l'Ancien



*«A dog, a cat, is a heart with hair around it.»* - Brigitte Bardot

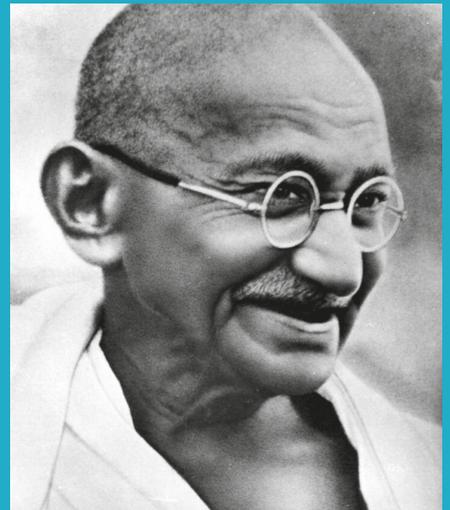


**« A violent and at the same time cruel treatment of animals is intimately opposed to man's duty to himself. »** - Emmanuel Kant

«Man is not the only animal that thinks, but he is the only one who thinks that he is not an animal.» - Pascal Picq

«Love for all living creatures is the noblest attribute of man.» - Charles Darwin

*«A man cruel to animals cannot be a good man.»*  
- Gandhi



«One does not have two hearts, one for animals and one for humans. One either has a heart, or one does not.» - Alphonse de Lamartine

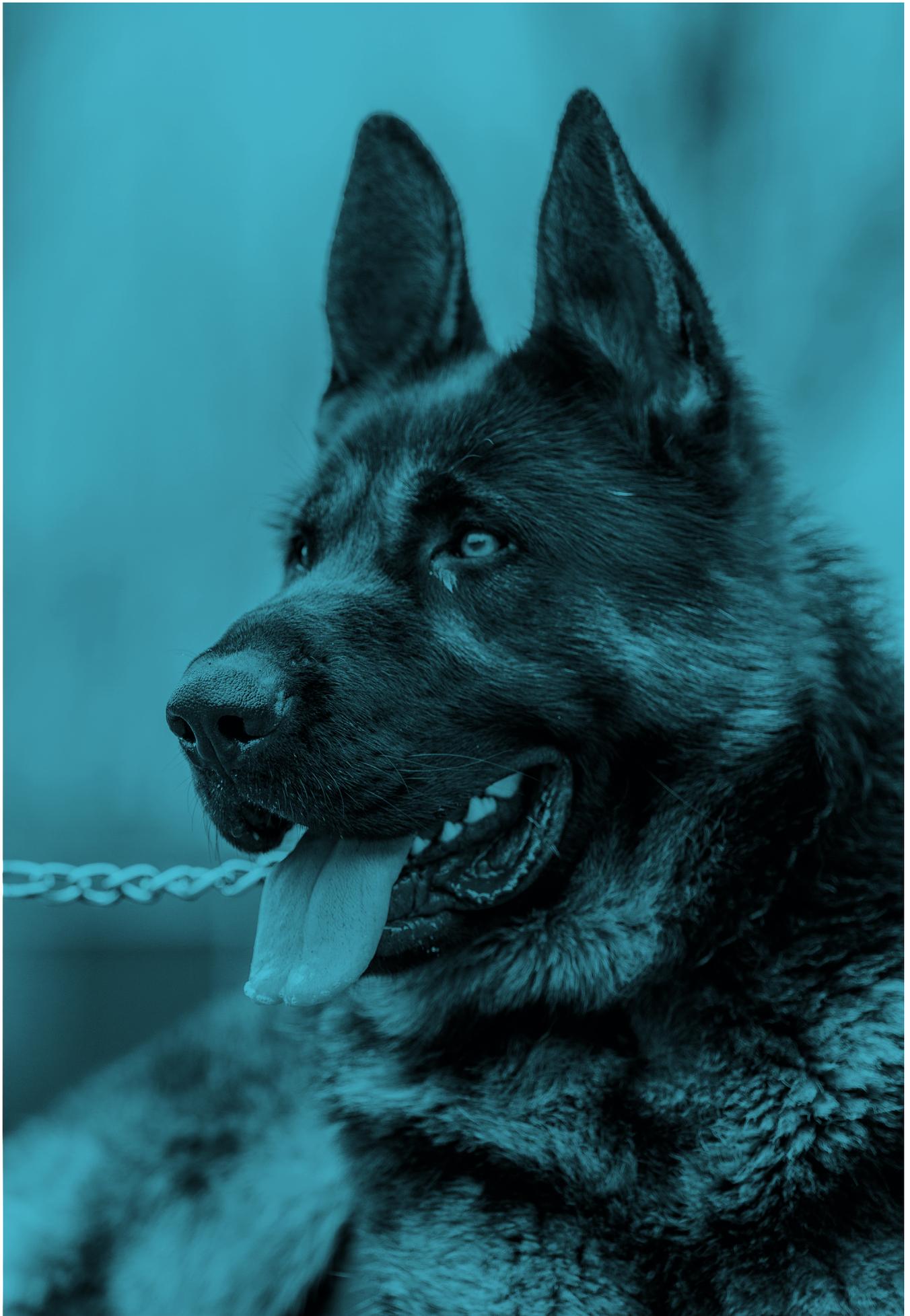
*«Hell does not exist for animals; they are already there.»* -  
Victor Hugo

# INTRODUCTION

Let's dive into the topic of this thesis and define the problem we would be exploring throughout this thesis book.







# THE STORY OF MARVIN

*«The tiles have never seemed so cold to me.»*

*My name is Marvin. I am a German Shepherd born in a kennel in Ariège.*

My owners came to get me when I was four months old, just weaned. After a short meeting with them, I left my many brothers and sisters behind, letting these two strangers take me away from everything familiar. However, it is okay. They told me that I would be happy and that they are my family now.

The initial days at this new home were quite challenging. Some of my habits did not seem to please my new owners, and there were a few episodes of arguing because of my nonsense. However, the efforts and progress I made soon let them forget, and everything is more harmonious now.

Madam is sweet. She always looks at me tenderly and gives me leftovers when I lie down in the kitchen to keep her company. Once the meal is in the oven, she sits next to me and caresses me. I love these moments. Sometimes she lights a cigarette. I hate the smell, but she seems to like it. So I am happy.

Monsieur is colder. Nevertheless, he likes to run. Moreover, I like to run too, especially in the forest when the weather is good, and I can feed on the little rodents that swarm in

the ditches. We often go round the lake and the little farm where I never fail to say hello to the Border Collie who lives there. When the ride is over, Mister always takes the time to pat me on the head and congratulate me for my efforts.

Things have changed at home: Madame no longer smokes, and Monsieur is now the cook. Unlike her, my presence in the kitchen is not appreciated. I am quickly chased away when I venture in. When I beg my mistress for a hug, she pushes me away and scolds me. She seems confused. And then, no more running now. I lie down in the living room and wait for the time to pass. The tiles have never seemed so cold to me.

For months now, my masters' minds have been elsewhere. I try to get their attention, but my attempts only make them more aggressive and moody. What can I do to make things go back to the way they were?

Yesterday, after being away for several days, Mrs and Mr came back with a strange thing in their arms. It is not a dog, but it howls and sleeps all day long. However, Mrs. and Mr. give it much time, so much so that they do not sleep anymore. I also tried to howl in the middle of the night, but all I got was a kick with my master's slipper. This saddens me greatly.

Today the gentleman seems to be in a better mood. He wants to take me for a walk. Before leaving, Madam even took the time to caress me with a melancholic look on her face. I get into the boot of the car, and we set off for new adventures.

However, this time we did not go to the lake. Nor to the little farm. This time the journey seems endless. Trees. A forest. The road. The man does not say a word. After what seems like an eternity, we stop, and the trunk opens. It is dark. They put the leash on me. Why the leash? No need, I will behave, I promise! Nevertheless, my yelps are in vain. Where are we? I do not recognize this place. The smells, the noises, everything seems «unknown» to me, and I start to panic. Mister pulls on the leash, scolds me, then strokes me, tells me it will be okay, that I will be happy. Then he turns and walks away. I try to follow him, but my leash is tied to a tree. I am trapped. Despite my frantic barking, he gets into the car and disappears, leaving me alone. Furthermore, I watch as the car that once took me away from my family disappears into the evening darkness.

*I am thirsty. I am hungry. I am scared. I am lonely and desperate. And the people who mattered the most to me are gone forever.*

# PROBLEM STATEMENT

*It's time to define the problem that will be studied all along this thesis.*

*From the first signs of humanity's settlement to the present day, pets have always played an essential role alongside human beings.*

Initially raised for their meat and then used for practical purposes for transportation or safety reasons, pets have today in our modern society become life companions cherished by their masters, bringing them joy and comfort.

However, despite the love and fidelity that animals may have for humans, they are still considered inferior beings and are treated accordingly. The figures speak for themselves: every year in France, more than 100,000 pets are abandoned by their owners. This cowardice act is even more accentuated during the summer period and the start of the holiday vacations. Some animal welfare organizations have also recorded a significant increase in abandonment in recent years. The SPA, Animal's Protection Society, took in three times more animals in 2018

than in the previous year. These abandonments are caused by the ease of adopting a pet and the futile reasons that push people to welcome a new companion into their home: pleasing children, or adopting an animal for its look without thinking about the consequences for example.

The government has implemented some measures to deal with this problem: substantial fines of two years of jail and 30 000€ bill, daily flights from public organizations to protect animal welfare, but that does not prevent harm from being caused. France won the title of « European champion for the abandonment of pets» in 2020.

Therefore, it is urgent to find solutions by acting at the early stage of the problem to get people to think more before enlarging their families by making adoption less impulsive. Strategic Design can bring an unprecedented perspective on this research topic and offer innovative and creative solutions to this issue.

**How might we raise awareness among France's adoption process to reinforce pets' security?**



Video Fondation 30 Millions d'amis, «*We are the Champions*», 2019

# QUESTION

*How might we raise awareness among France's adoption process to reinforce pet security?*

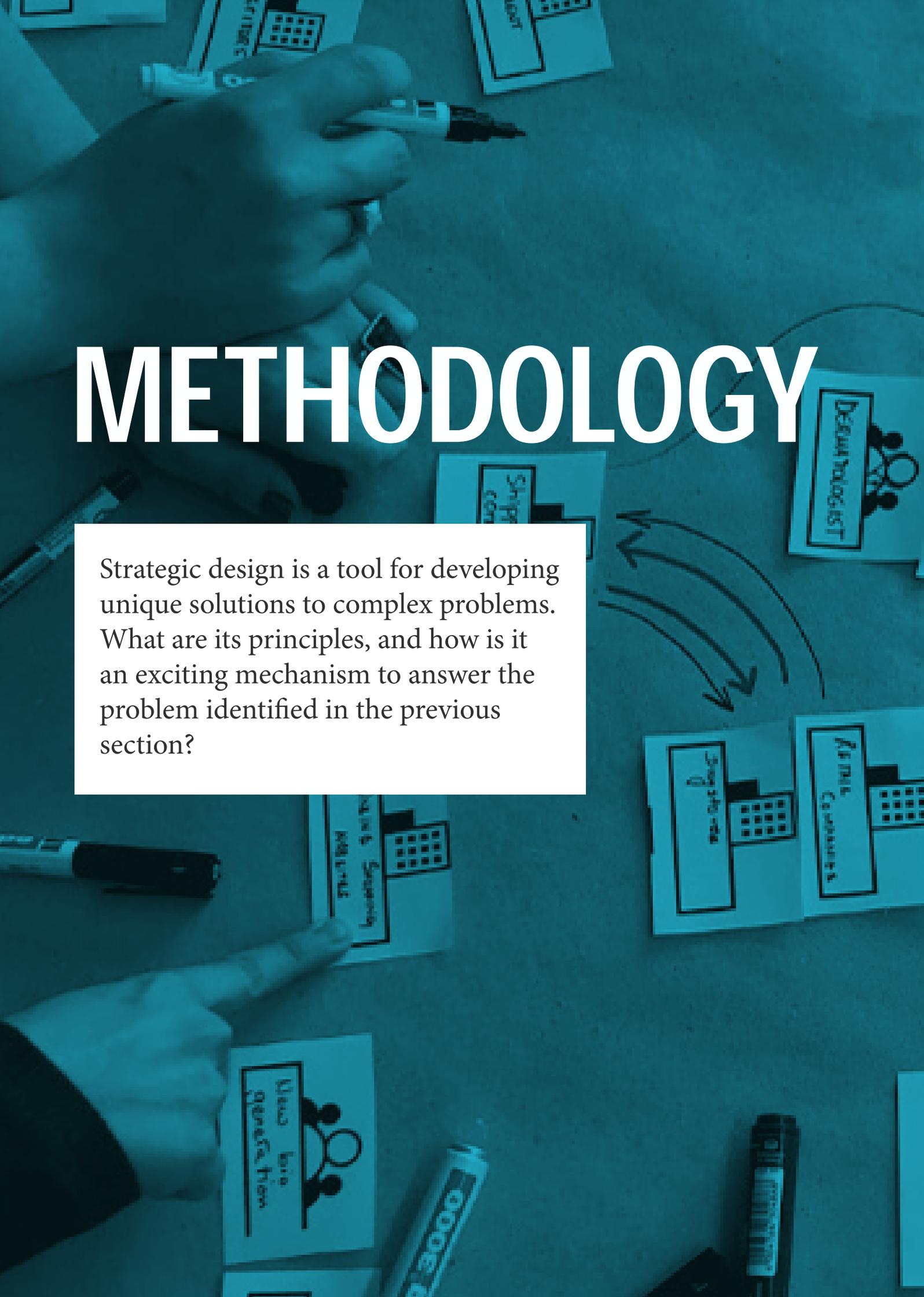
Faced with the ever-increasing number of abandonments in France, how can we empower people about the adoption process to increase pets' safety and guarantee a peaceful future in a suitable family? How can we help people take responsibility for themselves and realize the decision to adopt a pet in terms of responsibilities?

# HYPOTHESIS

*A more supervised and educational adoption process would reduce the number of pet owners abandoning or abusing their pets in France.*

# METHODOLOGY

Strategic design is a tool for developing unique solutions to complex problems. What are its principles, and how is it an exciting mechanism to answer the problem identified in the previous section?



AUTÉ

C-LEVEL

Pharmacia, Obvion

Marketing / Personal  
Publicity / Apps

Orban - Bio  
Generation

SOCIAL  
MEDIA

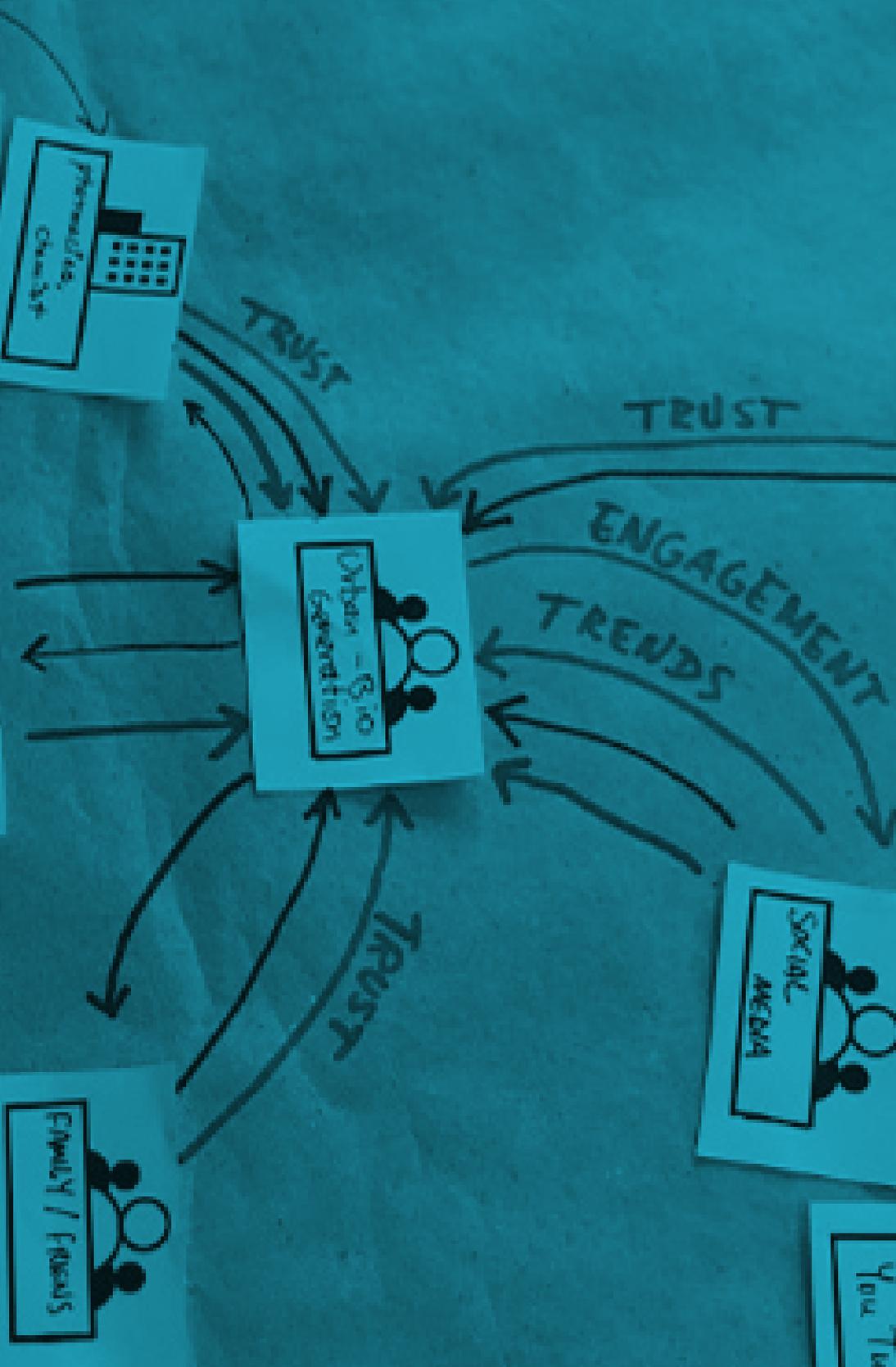
Instagram  
Social media  
influencers

You Tub

Si

Equality / Fairness

...



# WHAT IS STRATEGIC DESIGN ?

*Definition and application of the Strategic Design and Design Thinking.*

*For as long as I can remember, the first time I heard about Strategic Design, it resonated in me like a creative discipline with a strategic focus. However, it was harder to picture a clear idea of its definition.*

Even after I applied to this Master's Program, I still did not have more apparent intentions than to be surprised and discover something unique and different from other study programs. Furthermore, my expectations were fulfilled. I discovered something definite and new that opened many possibilities in my career and a whole new vision of my impact as a designer.

In other words, I would define strategic design as a discipline that builds on some of the principles of traditional design to solve more complex problems. Designers use the strategic design thinking process to augment the chances of success and create a solid and viable strategic design project. It allows them to understand the users'

more or less special needs thanks to in-depth research and ensures the attractiveness and originality of the product or service you create. Its methodology guarantees rapid progress and significant time savings thanks to its numerous strategic design tools. The strategic design thinking mindset is based on three pillars:

- People: the strategic design teams should be diverse, collaborative, interdisciplinary, and with flat hierarchies.
- Place: The working place should be flexible, creative, and in motion.
- Process: The process of design thinking is human-centered, divergent and convergent, interactive and discursive. Concerning your project, it should be desirable, viable, and feasible.

In a few words, strategic design thinking is a human-centered approach to innovation based on the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.



# THE STRATEGIC DESIGN THINKING PROCESS

*The process of design thinking is composed of a succession of phases, alternatively divergent and convergent, with milestones validating the progress of the project—first, the step of inspiration to learn how to understand people. Then, the step of ideation, making sense of everything heard, generating many ideas, identifying design opportunities, and testing and refining solutions. Finally, the step of implementation is to bring a solution to life. It is all about figuring out how to get your ideas into the market and maximize their impact in the world.*

*We can decompose these three significant steps into six smaller as the following ones: Research, Analysis, Ideation, Prototype, Test, Implementation;*

## 1. Research

The research phase is the first big step of the design thinking process. This phase aims to collect as much information as possible by different methods to create as many findings as possible for the next step. In the «define stage,» the designer accumulates the information they created and gathered during the empathize stage. They analyze their observations and synthesize them to define the core problems they have identified so far. During this process, the problem should always be defined in a human-centered manner. This phase is all about understanding the actual topic by becoming an expert in the thesis field, developing empathy for the users, discovering some relevant problems, identifying their needs, and gaining new insight to find out about surprising user perspectives and user stories. This allows one to get a standard overview and decide how to approach the challenge for instant expertise.



*Mind Mapping*

## 2. Synthesis

Analyzing is the second phase of the design thinking process. After the research phase, it is the moment to look at all the data and translate it into findings and insights. To do so, it is needed to share the findings, identify the different needs and insights, infer meaning, formulate game changers, and frame the findings to show the essential elements. It is a crucial part of the process because it is the moment to start working with all the data accumulated previously by staying focused and not losing ourselves to a considerable amount of information.

### 3. Ideation

After analyzing data and getting findings, it is time to get some creative inspiration. It is the moment to find many diverse, crazy, and innovative ideas to answer users' needs. The solid background of knowledge from the first two stages allows the designer to start thinking out of the box, look for alternative ways to view the problem, and identify innovative solutions to the problem statement. They need to come up with many ideas after prioritizing one efficient problem to find a solution. This is where the project finds its roots.

### 4. Prototype

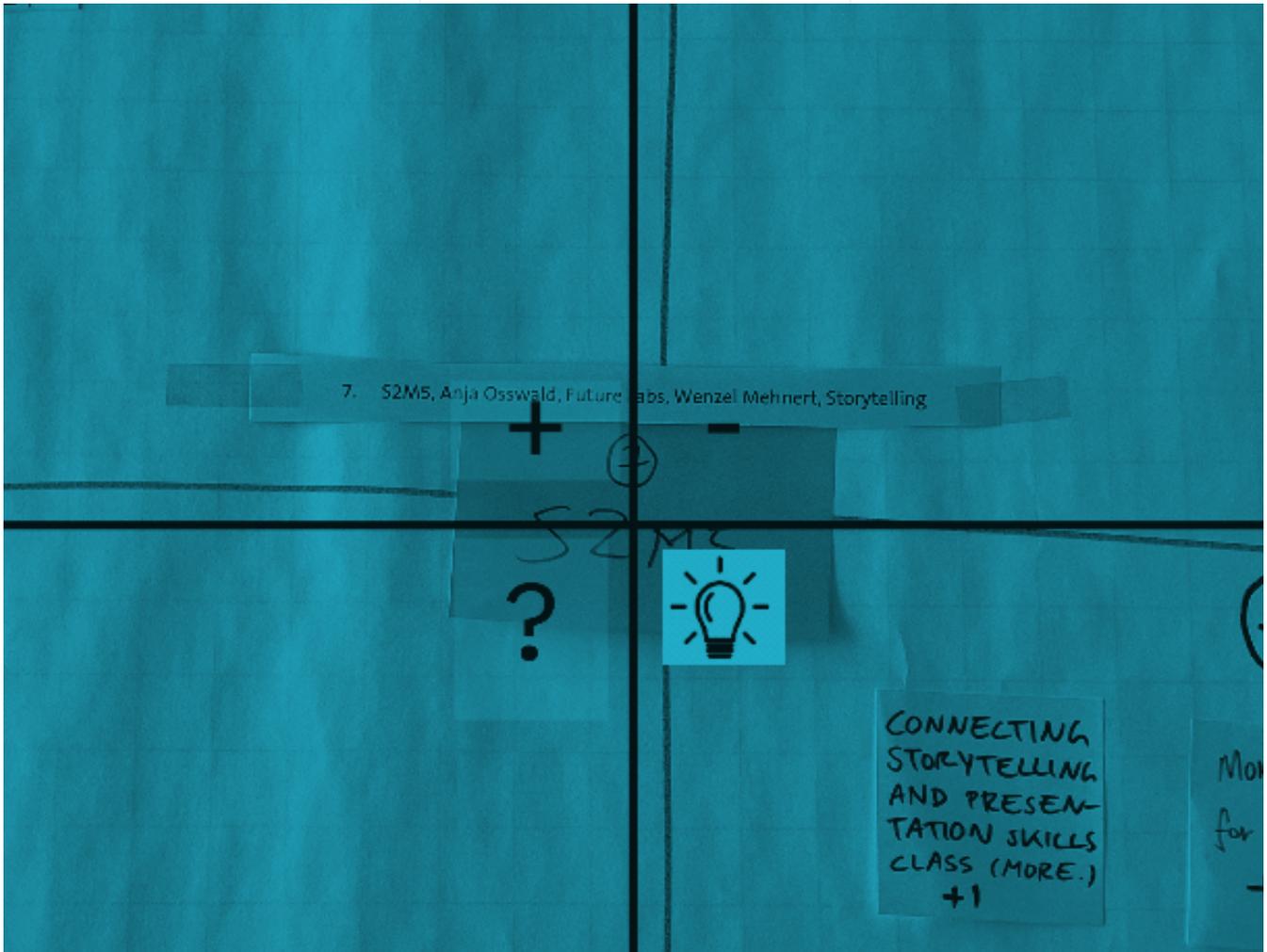
Once the idea is picked, it is time to find a way to make it concrete with a prototype. It is an experimental phase aiming to develop the concept chosen and understand what is just enough to prototype to investigate the problem solutions generated in the previous stages. It consists of transforming the idea into a tangible and realistic experience before even knowing all the details of what to create to help to understand the needs of the concept quickly. It is a communicative way between the design team and users. It is possible to identify any barriers, flaws, and critical features of the concept by making it real.

### 5. Test

During the last two phases, a solution emerged, and a prototype was built. Now, it's time to enable the stakeholders to experience the concept prototype to get feedback and bring the idea to the next level to get the best user-centered experience. To do so, the design team organizes a testing session by building a structured question guide and creating a comfortable experience to encourage honesty and discussion to avoid bias. It is crucial to choose a different profile of tester to get an extensive overview of constructive critics. This is a crucial phase because after spending a long time on an idea, it is game-changing to collect objective feedback and a new direction for the project to create the best-finalized product.



*Roleplay Testing*



Feedback Grid

## 6. Implement

The implementation phase is when designers pass their projects to those who will be supplying the final product. They finalize the production specifications and give the shape of reality to their design. It is also a testing phase where it is possible to check functionality and the design appearance. The aim is to check if the project is still feasible, viable, desirable, and upright. It is an iterative process that must be tested, measured, and reflected. The help of engineers and other specialists can be asked. This phase is essential because it is saving money and guaranteeing that the project will last in time. It is the last chance to create the perfect experience people are looking for.

*It is important to be aware that this process is constantly in motion. It is possible to repeat some or all the process steps after the prototype's feedback to have an on-point solution. The aim is to create the most viable project, and that is why those steps are not firmly independent but interacting with each other.*



# WHY USING STRATEGIC DESIGN ?

*What is the purpose of Strategic Design in this project ?*

*Strategic design thinking is a human-centered approach to innovation based on the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.*

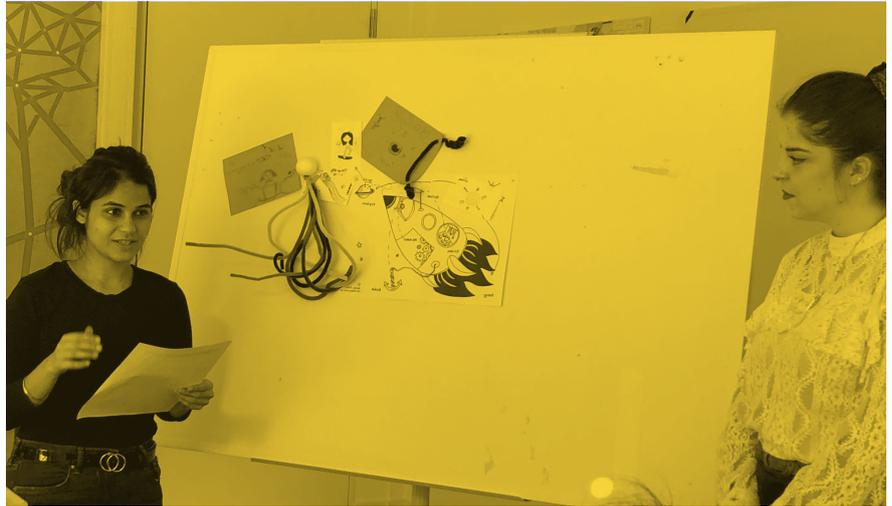
The power of strategic design is that it could be applied to many different topics as long as they are complex and solve one specific problem. It allows the designers to think out of the box and always keep track of what they are doing with a good structure and project, from early research to final implementation. This creative freedom allied with the security of a project that would last in time is two main reasons I picked this topic as a Master thesis case study.

Also, the situation of pets in France is a complex topic that involves many different entities with

even more complex interactions. The strategic design process that requires experimental phases of research and analysis is a way to understand them better and highlight some issues that can be resolved through the ideation step.

Eventually, with its focus on people, Strategic Design guarantees a final project that will fill the needs of its targets brought to light and deeply synthesized during the process. This comprehension and learning prevent the project from failure and to be not received by its public as it should be.

In other words, strategic design is an efficient methodology that would bring many solutions to this societal issue abandoned in France. Those solutions would directly reflect the user's needs and fit the main criteria of viability, desirability, and feasibility to increase the final proposition's lifetime in a stimulating environment always in motion.



*Team presentation*



*Interview*

# THEORY



Animals are intelligent beings full of surprises, capable of feeling a range of emotions similar to humans. From a research perspective, they have never been more highly regarded as individual and cultured personalities. However, discoveries in ethology have had relatively little impact on their perception by French society. Indeed, progress has been made since one could still beat one's horse in public with impunity as in the 19th century. However, the path towards a world more respectful of our animal friends still seems far away, and many efforts still need to be made, notably in terms of their legal status in France. It is more than urgent to follow our European neighbors' example to eliminate the scourge of abandonment and mistreatment. Here is an overview of what it means to be an animal in 21st century France.



# ANIMAL, SENSITIVE BEING

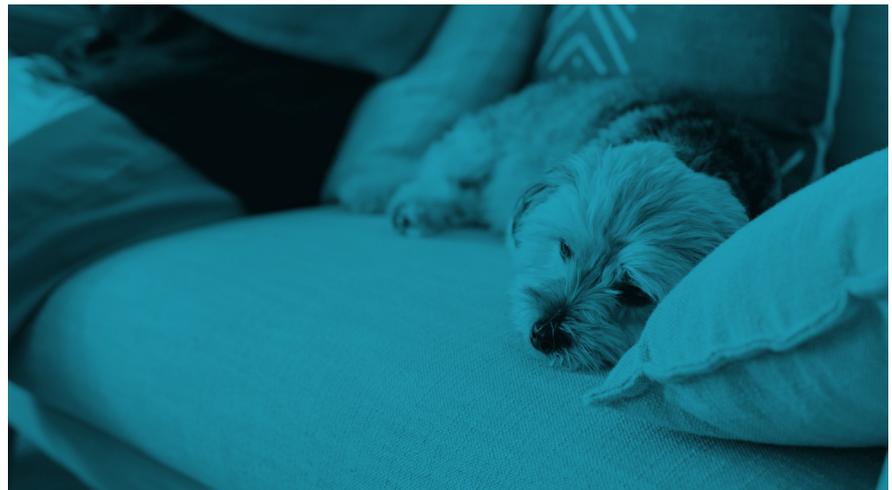
*Developments in scientific equipment now allow for a much more advanced study of animals, their behavior, and their feelings. These technologies make it possible to observe them in a less invasive way, observe them in their natural habitat without modifying it, trace their cerebral activity, evaluate stress and memory, and even geo-locate insects! Ethologists have never made as many discoveries about our furry neighbors as they have in recent years. Moreover, given the situation on our planet, where species are disappearing daily and where entire ecosystems are being destroyed to benefit human production and consumption, it is more than urgent to learn to understand animals better. Because according to recent discoveries in terms of etiology, they are much closer to our species than we would like to believe for our good conscience. Here is an overview of the latest developments made by our ethologist friends.*

## 1. Emotions

*Nowadays, more than 90% of pet owners are aware of certain emotions that their pets might feel. However, what types of emotions do they feel specifically?*

There are two types of emotions in humans; primary emotions and secondary emotions. There are six primary emotions: joy, surprise, anger, fear, disgust, and sadness. These emotions are the most easily perceived in animals, according to our personal experience. A happy dog running around in the park, an angry cat trying to scratch us, or a guinea pig that withers away when its master disappears for too long, consumed by grief. Most of these feelings are already experienced by humans through these examples after contacting our animal friends.

Secondary emotions are combinations of primary emotions: jealousy (anger and sadness), grief (sadness and fear), injustice (disgust and anger), gratitude (joy and surprise), attachment (joy and fear), guilt (disgust and fear), or moral disgust and empathy. Although



*Sad dog*

*«Many species have also proven that dreaming is not just a human attribute.»*

more challenging to identify, they have all been found in scientific studies in animals. A dog that cannot bear to share its owner, an orca that travels more than 1600km with its dead baby and cannot bring itself to abandon it, parrots that ask for more food when they see that their mate has been served better than them, a chimpanzee that hugs its savior to thank him, monogamous birds that bond for life...

Nevertheless, their emotional capacity does not stop at feeling primary and secondary emotions. Many species have also proven that dreaming is not just a human attribute. Thanks to new tools for

studying their behavior, it is now clear that animals do dream, but about what. In 2001, a student experiment was conducted at the Massachusetts Institute of Technology by neuroscientist Matt Wilson, who implanted electrodes in the brains of rats. He observed their cerebral activity while exploring a maze and then during the sleep that followed this exploration. The result: the same neural networks that were activated during exploration were also reactivated during the night. Like us, they also remember the events of their day. Moreover, rats are not a unique species with this ability: cats, chickens, or even drosophila flies; there are many species, sometimes very different from ours, that can access this REM sleep.

Animals are not immune to psychological disorders either. Like us, the trials of life can lead them down slippery slopes and push them to develop diseases similar to ours. There are even veterinarians who specialize in this type of pathology: affective and behavioral disorders, neurodegenerative diseases, mental and emotional deficits, neurotic and anxiety disorders... which can be treated in the same way as in humans, with drug or behavioral therapies.

## 2. Intelligence

*Talking about animal intelligence has long been taboo.*

Moreover, it has been difficult for humanity to get away from anthropomorphic tendencies when it comes to learning to perceive such intelligence in animals, even though the numerous experiments carried out up to now have led to our current discoveries. Thomas Nagel, an American philosopher, said, «If I try to imagine what it is like to be a bat, I am limited to the resources of my mind. Moreover, rein lies the key to understanding the intellectual



*Animals have multiple forms of intelligence*

*«Although animals do not express themselves in the same way as we do, they have a complex language.»*



Fig. 18. — Chimpanzé désappointé et de mauvaise humeur.  
D'après nature, par M. Wood.

capacities of wildlife: it is essential to put ourselves in their shoes and learn to think like them.

To evaluate animal intelligence, scientists use six criteria: memory, planning, tools, meta-cognition (awareness of who we are), abstraction, and arithmetic. Through different experiments, they were able to prove that they have an excellent memory, that they can develop strategies that will benefit them in the future, that they can use tools and even find a double capacity in them, that they are aware of their knowledge and can evaluate the reliability of their answer, that they can use abstract concepts such as color, shape or material and even perform addition and subtraction. These experiments have been carried out on closely related species and on flies, chicks, and pigeons, which have demonstrated some of the abilities mentioned above.

Although animals do not express themselves in the same way as we do, they have a complex language that can knock us off our pedestal. They have a vocabulary with a diverse repertoire, voluntary vocalizations that they are fully aware of and that adapt to their learning and their environment, a syntax with ordered words, semantics with targeted calls according to needs (danger from the ground or the sky), and very interactive art of conversation. For example, female macaques will not address children in the same way as adults. Moreover, it has been observed in different species that adults seem to speak a more developed language and respect the interlocutor than younger ones.

### 3. Culture

*An animal innovates, adopts a new behavior, and passes it on to its community members: this is how a tradition is born. Culture is, therefore, not only specific to humans because animals have once again proved that nature is well made and that groups of the same species can develop very different behaviors.*

To be considered cultural, a behavior must meet three conditions: it must not be present in all groups of the same species. It must be durable (observable in a group for several years), and it must spread socially within the group. Furthermore, these behaviors are numerous! Creation of games, food cultures based on geographical areas, specific hygiene rules... They also have a system of moral behavior. They can resolve to reproduce tasks that their sex does not perform in dramatic situations where the opposite sex finds itself difficult. Another surprising fact: macaques in Bali have even created a currency system. Their aim: to rob tourists and then come and haggle with the temple guides to get food in exchange for their petty theft.

Animals have an attraction for aesthetics: they like what is beautiful. Their tastes are not always motivated by seduction or reproduction, i.e.,



*Dolphins have sexual relationships for the pleasure and not only reproducing*

the survival of the species. They also seek 'free' pleasure in line with their sense of beauty. Researchers can now show that some birds and mammals prefer specific colors, shapes, or song patterns. They have also shown that pigeons can tell a Monnet painting from a Picasso painting or that ponies prefer to rest to country music. Furthermore, there goes the idea that females choose the most useful and not the most aesthetic partner: because according to Thierry Lodé, a specialist in animal sexuality at the Human-Animal Ethology Laboratory at the University of Renne, usefulness often takes a back seat to taste!

Another major arc in the culture of the animal world is sexuality. Here too, animals demonstrate habits and skills that make us blush! To begin with, evolution has not favored heterosexuality and certainly not for the sole purpose of reproduction. On the contrary, all forms of love have always been present in nature (homosexual behavior has been observed in over 430 species). Sexuality has no other purpose than to facilitate diversity. Animals, therefore, have practiced as varied as we do and not only based on reproduction, but also pleasure and conflict resolution, hetero, bi, or homosexual, not only between individuals of the same species but also between individuals of different species.

*« Animals have an attraction for aesthetics: they like what is beautiful..»*

## 4. Personality

*Just like humans, animals also have their character traits and personality, independent of their species.*

Researchers are now trying to understand how this personality is formed. According to two leading ecologists in the field, Denis Réale (Université du Québec Montréal) and Niels Dingemans (Ludwig Maximilian University in Munich), each animal personality can be distinguished according to five main traits: hyperactivity/placidity, curiosity/indifference, caution/audacity, aggressiveness/docility, and sociability/associability. According to the combined influence of genetic inheritance, environmental expression, and chance, these traits vary from one individual to another.

Personality accounts for more than 40% of the differences between two animals; all behaviors have been taken together. The presence of multiple ways of being did not seem to coincide with the theory of evolution until it was understood that these differences in behavior had an adaptive advantage. It would even help ecosystems:

*«Personality accounts for more than 40% of the differences between two animals.»*

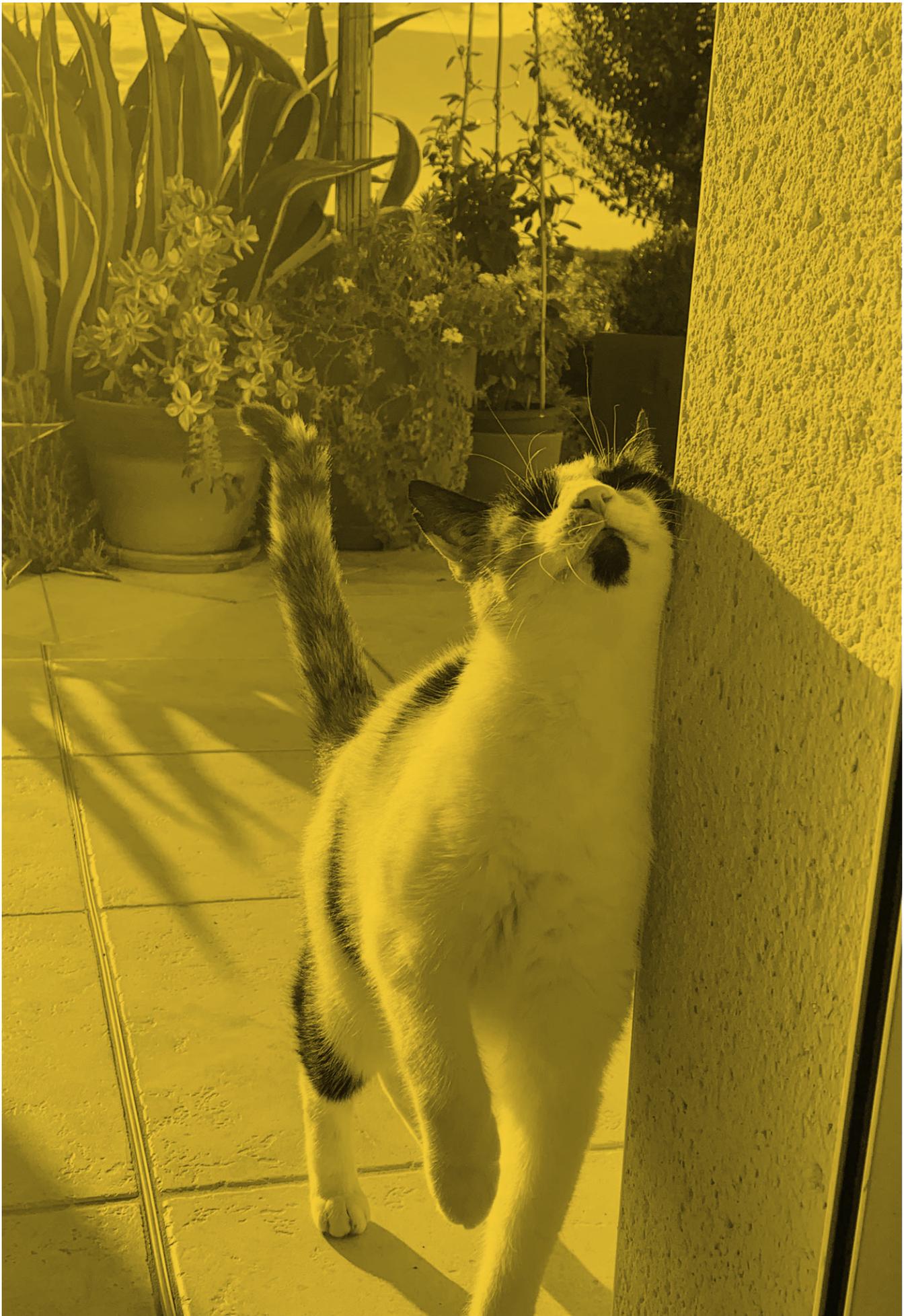


*Laughing horse*

in Europe, where Asian hornets (an invasive species imported accidentally) are destroying millions of hives and bees, selecting less docile bees and encouraging their development would make it possible to better combat evil. More reckless, they do not hesitate to travel and, therefore, spread more in places more hostile to their propagation, such as cities or colder climates.

Animals could also laugh. This ability is thought to have originated from an ancestor 10 to 16 million years old or more. When playing, tickling each other, monkeys reproduce what scientists call «open-mouthed mimics» considered laughter. An experiment was carried out on human children and young chimpanzees. Although the laughter is noticeably different at first sight (vocal sound for humans and irregular breathing for monkeys), these two types of laughter have many similarities and variations depending on the situation. This laughter is perceptible in situations similar to humans, although research has not yet gone far enough to consider them identical. Several studies have also shown that many species much further away from us could laugh, such as rats, seals, dogs, certain birds, otters...

*Animals are therefore much closer to us than many of us persist in believing. However, to accept these facts is also to consider reviewing their situation and the relationship between humans and the other species with which we cohabit. There is still a long way to go before we understand animals and give them the place and respect they deserve in our lives. To do this, we must learn to listen more carefully, understand what they have to say, and discover the richness of what they have to tell us. This starting point made me interested in this subject in the first place. It motivated me to highlight these similarities to develop our empathy towards animals, which might also make you aware while reading this animal-centric magazine.*



# THE SITUATION OF PETS IN FRANCE

*Which place do pets occupy in France households and what did change the past century?*

*Although the domestication of animals dates back to the first signs of sedentarisation at the beginning of the Neolithic period, the status of the domestic animal in the home has changed considerably since then, particularly over the last 30 years. Traditionally used to provide for our needs, as food or as a workforce, the tenement boom and the consumer society have given them a completely different status.*

## PETS OR DOMESTIC ANIMAL?

Pets no longer occupy the same place as humans. Expectations are less and less based on the services rendered by the animal and more and more on their companionship. Moreover, the social changes of the last few years have had a significant impact on the status of pets in French families and on adoption behavior. According to an Ipsos survey (commissioned by the 30 million friends foundation in 2005), more than one in two French people own a pet, and 90% consider them an integral part of the family. This represents more than 65 million «friends» in more than half of all households. These figures place France in second place worldwide for pet ownership, behind the United States, with 230 million pets for 263 million inhabitants.

The age of pet owners, which was between 35 and 65 in 1988, has also reduced as marriage rates have declined rapidly. Today, adoption is standardized, and those decisions are made by people of all ages, both younger and older. There is also a generational effect: people who grew up with a pet as a child, are more likely to adopt as an adult.

## DOGS IN DECLINE

Since 1988, there have been significant differences in the type of pet adopted by French households. Previously, dogs were popular because they were animals with real added value in terms of the services they provided to their owners: guardians or hunters; they quickly found their place in families whose adoption was motivated by the services they provided rather than the company they could give. Today, with the decline in the hunting population and the rural exodus pushing more and more people to live in flats closer to the big cities, dog ownership has dropped since 1988. However, this notorious decline is to the benefit of a completely different species: cats. Their adoption has increased dramatically over the last thirty years because the French population has been adopting fewer dogs. Moreover, cats are pretty popular in households these days as they are considered intelligent and require little investment in training. Their cost, which is more attractive than that of dogs, is another factor, even though French people's spending on pets is resistant to economic crises.

## HUMAN BEHAVIORS TOWARD ANIMALS

When it comes to pets, there are three types of attitude:

- Opponents of the animal cause who only see inconveniences; noise, dejection, odors, or even dangers, bites, allergies; in owning an animal and sometimes despise the animal.
- Utilitarians who only see the advantages that the animal brings to man and society, guard animals
- Protectionists who campaign to impose stricter regulations on the conditions for keeping, breeding, exploiting, transporting and trading these animals, in order to guarantee their relative «well-being.»

# ANIMALS IN THE FRENCH LAW

*Existing or future law that regulate animal's situation in France.*

## EXISTING LAWS

*Strictly speaking, there are no rights for pets. Numerous texts concerning animals in France are scattered throughout the Penal Code, the Rural Code, the Civil Code, the Public Health Code, the general Code for Local Authorities, and the Highway Code.*

The first law relating to animals in the history of the Civil Code dates from 1804 with the Napoleonic Code. This law makes the animal an object, a thing at the disposal of the master. The animal is a «movable property by nature,» which can become «immovable by destination,» which is the very negation of life. As property, it can be bequeathed, sold, abandoned, or slaughtered. This Code dates from 1804, two centuries ago. The Civil Code has not been modified for over 200 years.

The first animal protection law proper is the Grammont law, passed in 1850: «Those who publicly and abusively mistreat domestic animals will be punished with a fine of five to

fifteen francs, and may be imprisoned for one to five days. Despite a step forward in animal safety, this law is content to incriminate only public mistreatment and therefore protects the sensibilities of spectators more than the integrity of the animals.

The subsequent animal protection law was passed more than 100 years after the Grammont Act. It was to appear in 1976 in the Code Rural: «Every animal being a sentient being must be placed by its owner in conditions compatible with the biological requirements of its species.» This article recognizes the sentience of the animal - which has an owner - and foresees the consequences that this statement implies for the way animals are treated. Nevertheless, it is regrettable that its scope is not general since it only concerns the Rural Code. Animals are still considered as property, movable or immovable by destination, in the Civil Code.

At the international level, in 1978, the International League of Animal Rights adopted the Universal Declaration of Animal Rights at UNESCO headquarters in Paris, proclaiming that «all animals are born equal to life and have the same right to exist.» With Convention ETS 123, drawn up by the Council of Europe in 1985, the

member states affirmed their moral duty to respect all animals in their use for scientific purposes. They committed themselves to reduce the number of experiments and animals used in research, encouraging the development of alternative methods, and using the animal model only when no other relevant methods are available to meet the purpose of a study. In general, this regulation is based on the 3Rs rule, which consists of replacing animals as much as possible, reducing their number in studies, and improving their conditions of use.

The most recent law on animal safety is the 2015 law «on the modernization and simplification of law and procedures,» which considers animals in the Civil Code to be «living beings with sentience» rather than «movable property» or «immovable property by destination.»

*Today, according to the Environmental Code, wild animals, having no owner by nature, are considered res nullius, «things without a master,» and do not fall within the scope of the various animal protection laws. As they are not considered sentient beings, the law presumes that these wild animals are not abused and do not protect them from malicious acts and cruelty.*

## THE LAWS IN PROGRESS

*Since January 2021, new laws for the protection of animals are currently being studied in the National Assembly.*

First of all, concerning the fight against abandonment and mistreatment: To prevent pet abandonment (dogs, cats, fish, rodents, birds...) and to limit impulse purchases, a «certificate of commitment and knowledge» when acquiring a pet for the first time is created. Also, to combat abandonment, the text proposes to generalize the sterilization of stray cats by municipalities. Regulations concerning the structure and conditions of sale will also be put in place:

- The online sale of pets will be reserved for specialized websites.
- The sale of dogs and cats in pet

shops will be banned from 2024.

- The sale of pets to minors over 16 years of age will be forbidden without their parents' consent.

- Each municipality or inter-municipality will have to have a pound or a shelter. By amendment, the time limit for keeping animals in the pound has been extended from 8 to 15 days to give owners more time to find their lost animal and limit euthanasia as a result.

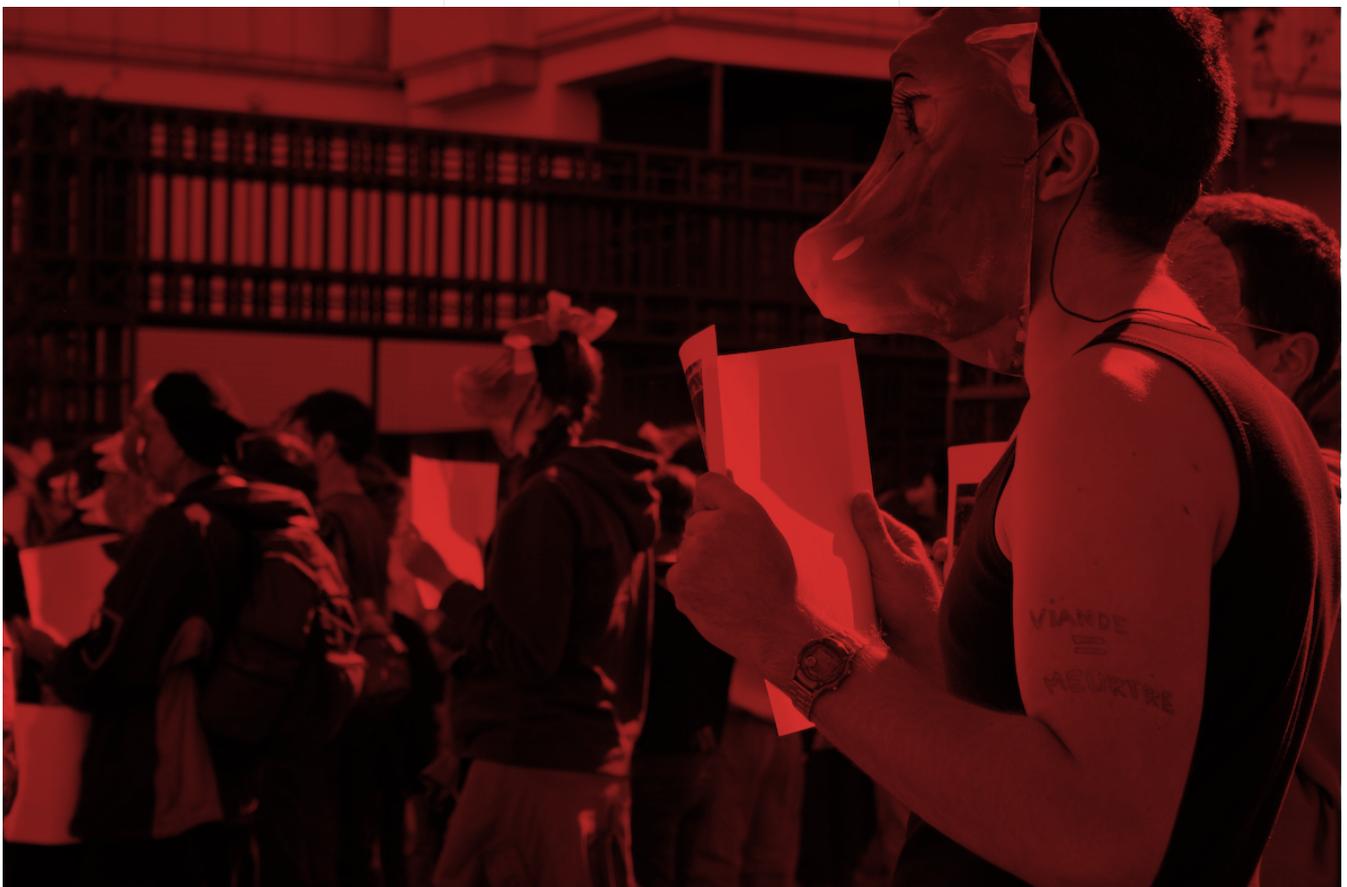
- An amendment creates a new legal tool, the animal protection mandate, which will make it possible to anticipate the future of a pet in the event of the owner's death or incapacity by entrusting its protection to one or more trusted persons owner's choice.

- Penalties for animal abuse will be increased: The text toughens the penalties, which are increased to 3 years and a fine of 30,000 euros and, in the event of the animal's death, to 5 years in prison and a fine of 75,000 euros. In addition, an amendment makes it an offense to deliberately kill a domestic animal, which was

previously a minor offense. Courts will in the future be able to impose an «awareness-raising course on preventing and combating animal abuse» as an alternative or additional penalty to a prison sentence. Decisions to confiscate or prohibit the keeping of an animal will be entered in the wanted person's file (FPR).

- New provisions have been introduced to punish zoophilia and zoo pornography involving domesticated, tamed, or captive animals.

- The acquisition, possession, and reproduction of wild animals for exhibition in traveling circuses and dolphinariums will be progressively prohibited. Shows with wild animals will also be prohibited in discos or at private parties, and on television. In addition, the practice of bear and wolf shows and the breeding of mink for their fur will be stopped within two years. As soon as the law was published, an amendment extended this latter ban to wild species bred exclusively for their fur.



*Vegan demonstration, France*

# OTHER EVOLUTIONS IN THE FIELD OF ANIMAL RIGHTS

## DECLARATION DES DROITS DE L'ANIMAL

CONSIDÉRANT que la reconnaissance par l'après la main de droit à l'existence des autres espèces constitue le fondement de la coexistence des espèces dans la biosphère universelle. Considérant que le respect des animaux par l'homme favorise le respect des hommes entre eux, et par-là, répond aux obligations de la dignité humaine.

### IL EST PROCLAMÉ CE QUI SUIT :

1. Tout animal, sauvage ou domestique, doit être considéré comme un être vivant, sensible, méritant le respect.
2. Les animaux dits domestiques sont ceux qui vivent et se reproduisent par tradition auprès de l'homme, et l'accoutumés de ce genre de vie.
3. Les animaux dits sauvages sont ceux qui vivent en liberté dans la nature, selon les lois de l'équilibre naturel.
4. Parce que l'homme constitue une espèce animale privilégiée aux autres, il a le devoir de mener une investigation, sa connaissance, sa réflexion et se dévouer au service de toutes les autres espèces, et de leur reconnaître le droit de vivre.
5. L'éducation de l'enfant, dès son plus jeune âge, doit le conduire à observer, comprendre, respecter les animaux et les aimer.
6. L'homme ne doit jamais acquiescer, ni posséder un animal à son profit, mais dans des conditions satisfaisantes d'hygiène, d'alimentation et d'exercice.
7. Tout animal de travail a droit à une limitation raisonnable de la durée de travail, à une alimentation réparatrice et un repos.
8. Toute souffrance inutile, toute mise à mort sans nécessité, tout abandon d'un animal sont la dépendance de l'homme continuant des actes moralement déplorables que doivent être strictement punis.
9. Le respect de la nature interdit à l'homme de détruire la faune sauvage.
10. Le droit de chasser, de pêcher ou de profiter des animaux sauvages ne peut être accordé que s'il ne préjudice pas à l'équilibre dans l'effectif des espèces.
11. Seuls peuvent être élevés et élevés ceux qui sont justifiés par leur connaissance des lois de l'équilibre naturel.
12. Un animal ne peut être considéré comme mineur que si une surpopulation trop importante de sa population provoque l'accroissement du déséquilibre de la nature.

L'animal est sensible et méritant à considérer l'homme à connaître des choses envers la nature et les animaux. Considérant que le respect des animaux par l'homme favorise le respect des hommes entre eux, et par-là, répond aux obligations de la dignité humaine.

Les animaux dits à la consommation de l'homme ont droit à des conditions d'élevage qui soient compatibles avec celles de leur espèce.

Tous traitements contre nature sont inacceptables.

Toutes dispositions doivent être prises pour que le transport, le portage et l'abandon des animaux, soient effectués sans brutalité ni souffrance.

La recherche expérimentale en vue de connaître une grave maladie ou de protéger le bien-être de l'animal. Elle ne doit pas se prêter à des abus, mais faire l'objet d'une réglementation internationale et nationale rigoureusement contrôlée et effectivement appliquée.

Les animaux libres et sauvages ne peuvent être ni en captivité sans nécessité probable. Lorsqu'ils tombent sous la dépendance de l'homme, un malin et un rythme de vie aussi proches que possible de leur vie naturelle doivent leur être assurés.

La capture, le commerce, la détention et la présentation des animaux libres et sauvages doivent faire l'objet d'une réglementation et d'une surveillance rigoureuses.

Les sports, spectacles et divertissements entraînant la souffrance ou la mort d'animaux libres et sauvages doivent être supprimés.

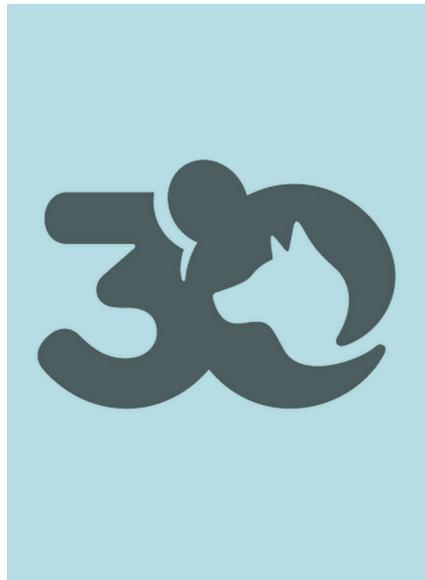
La mise en liberté, la distribution et l'abandon des animaux vivants à des fins publicitaires sont des formes d'exploitation inutile et souvent cruelles.

Reconnaissant le droit de vivre aux autres espèces, l'homme doit également leur reconnaître le droit à un environnement conforme à leur nature. La pollution et les dégradations occasionnées des milieux naturels sont des formes de génocide qui menacent l'existence de l'homme et les animaux.

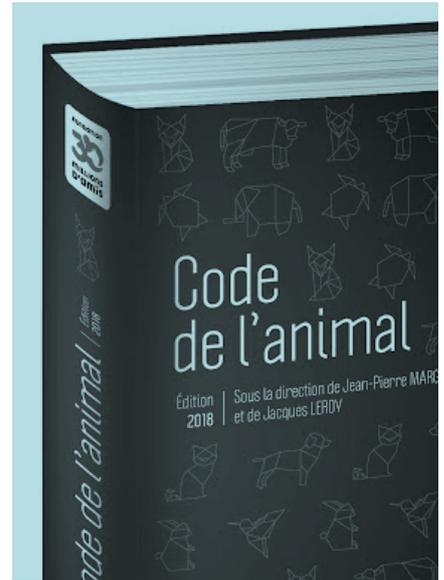
Les pouvoirs publics et doivent, en tous pays, de promouvoir et de faire appliquer rigoureusement les textes législatifs protégeant les animaux et leur environnement. Les pouvoirs publics doivent favoriser l'action des associations agréées en faveur de cette protection.



Since 2016, the University of Limoges has offered a university diploma (DU) in animal law.



The Foundation 30 million d'amis is currently campaigning to recognize the legal personality of animals to better defend and protect them by granting them fundamental rights, such as those granted to «persons.»



In March 2018, Editions LexisNexis exclusively published the first Code de l'animal. It is more than 1000 pages written by a team of specialists in animal law and the Fondation 30 million d'amis, bringing together all the legislation in force concerning animals.



# ABANDONMENT & ABUSE: THE PEOPLE INVOLVED

*Who abandon and abuse their pet and what are the consequences of those acts ?*

*One in four dogs acquired in France is sooner or later abandoned. In 2019, it was even voted European champion of abandonment by the 30 million d'amis foundation in a hard-hitting advert with 100,000 or so animals left behind each year.*

## WHY DO PEOPLE ABBANDON THEIR PETS?

If pets are an object of attachment, they are still objects that are too quickly abandoned or, worse, mistreated. Bringing a pet into a home is rarely the result of a conscious choice.

Firstly, because more than half of all cats and dogs come to their owners as gifts. Secondly, because, when the animal was purchased, the decision was most often made suddenly based on a «crush,» the insistence of children or the effect of a fashion or advertisement (according to the Société Centrale Canine, an advertising campaign featuring a breed dramatically increases the demand for puppies of the breed in question).

In 2008, the Foundation 30 million d'Amis, in partnership with the BVA polling institute, conducted the first

study ever carried out in France on the abandonment of animals. 93% of abandoned dogs are significant, proving that some owners do not anticipate the dog's physical development. 42% of abandoned dogs have been mistreated.

Some animals that are also regularly abandoned are New Pets (NACs): these are exotic animals that sometimes have a hard time adapting and therefore push owners to abandon them. This problem is all the more critical as their marooning (animals of domestic origin acclimatizing to the wild again) can strongly impact the ecosystems where they are released.

As regards the Spatio-temporal framework of the act of abandonment, it could be described as somewhat seasonal. Summer is the period during which there are the most incidents of abuse and abandonment. Moreover, more than a third of abandonments took place in rural municipalities.

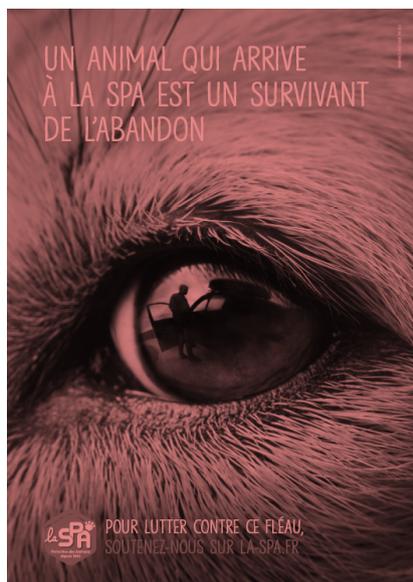
## WHO ABANDONS ?

Despite the difficulty of qualifying the act of abandonment or mistreatment, the National Observatory of Delinquency and Penal Responses (ONDRP) has carried out a study on people implicated for mistreatment and abandonment of a domestic animal. This study mentioned that the number of people implicated has visibly increased between 2016 and 2018 by more than 29%. According to the data provided by the Ministry of Justice, 858 people were convicted for acts of cruelty to a pet between 2007 and 2017. The number of convictions increased by 57% over the period.

A typical profile of an animal abuser has also been defined: men are more likely to be responsible than their female counterparts, while the age of these people is mostly between 26 and 35 years. The professional situation also plays a role for the unemployed.

Associations and shelters are starting to respond to this flow of animals abandoned by the French population. Between 2016 and 2018, the 62 shelters of the SPA took in 26375 abandoned animals. Considering the transfer of animals to shelters over the same period, this figure rises to 4,715 (Transferring an animal to a shelter is not criminally punishable, unlike abandonment (concern for the animal's welfare). Although 270 shelters are members of the national confederation for the defense of animals, there is no official figure on the number of shelters in France.

The SPA's legal department is also heavily involved in the fight against mistreatment and cruelty. Indeed, over the period studied, the SPA conducted 25,532 investigations into mistreatment and filed 1,029 complaints. In certain situations, the SPA can adopt an educational approach with the owners or agree to return the animal to the shelter without taking legal action to ensure its well-being.



SPA advertising against abandonment

«A typical profile of an animal abuser has also been defined: men are more likely to be responsible, while the age of these people is mostly between 26 and 35 years.»

## THE POUND

Following the law, any animal found on the public highway must be taken to the nearest animal pound. This establishment is under the responsibility of the Departmental Veterinary Services Directorate (Ministry of Agriculture). The pound takes in dogs and cats found in a state of vagrancy that has been abandoned on the public highway or lost by their owners.

At the end of the eight working day period, if its owner has not claimed the animal, it is considered abandoned and becomes the property of the pound manager, who may dispose of it under the conditions defined below. After receiving a veterinarian's opinion, the manager gives the animals free of charge to foundations or animal protection associations with a shelter, which alone are entitled to offer the animals for adoption to a new owner. This donation may only be made if the beneficiary undertakes to comply with the requirements relating to the veterinary supervision of the animal, the terms and conditions and duration of which are laid down by order of the Minister for Agriculture. After the expiry of the period of custody, if the veterinarian finds it necessary and as a last resort, they will euthanize the animal. However, given the large number of abandoned animals already taken in by associations and the lack of space, many of the animals taken in by the pound end up being euthanized even if they are in good health.

The SPA is the second-largest animal pound manager in France. It manages 28 of them, including one in French Guiana, and takes nearly 15,000 stray animals. If they have not been taken back by their owners within the legal time limit of 8 working days, the SPA shelters take charge of them to find them a family. The SPA shelters also take in animals from pounds not managed by the association throughout the country, following the legal deadline for custody.



# ANIMAL TRAFFICKING

*How does animal trafficking work and how French Government face this illegal market ?*

*Approximately 100,000 pets enter France illegally each year. This makes animal trafficking the 3rd most extensive international trafficking, just behind weapons and drugs.*

France now has more than 20 million dogs and cats: this represents a market worth several million euros in annual turnover. As French breeders cannot meet the demand independently, pet shops have multiplied, encouraging and provoking impulse buying by pet buyers. Pet shops import their pets from abroad, mainly from Eastern European countries where they are bought at a better price. Most often raised in battery cages, with almost no health control, puppies and kittens are torn from their mothers, who have become veritable «breeding machines.» Piled into crates, they are transported for several days in trucks.

Suffering from thirst and hunger, many of them fall ill, die, or arrive in a deplorable state. Four out of ten puppies will die before arriving at the pet store. Veterinarians act as guarantors and launder this extremely lucrative trade. At 7 to 8 weeks of age, these animals have not been weaned and are prey to various diseases. Also, because they have not been socialized from birth, they can develop severe behavior.

French regulations prohibit the import of kittens and puppies of Hungarian, Czech or Polish origin. However, Belgian legislation, which is much less restrictive, authorizes the entry of these animals from the age of 7 weeks. Vaccinated and provided with a Belgian health record upon arrival, the animals become EU nationals and quickly enter France.

The International Union for Conservation of Nature reports that 30,000 primates, 500,000 parrots, 400 to 500 million aquarium fish, 1,000 to 2,000 tons of corals, and an unknown number of reptiles and mammals are illegally crossing international borders the new pet market. According to the US Fish and Wildlife Service, 50% to 90% of exotic animals die between capture and distribution depending on species and market value. Only 2% to 16% of survivors reach the age of 2 years.

In France, the government has put in place practices to limit animal trafficking on its territory.

To this end, regular controls are organized in pet shops, and customs controls at borders are also reinforced. The SPA's Anti-Trafficking Unit is also a significant player in the fight against this type of trafficking. Based in Vichy, it has many inspectors who carry out severe investigations in order to uncover mafia-like circuits and animal trafficking of all kinds.

# ANIMALS WITH OUR EUROPEAN NEIGHBORS

*What is the purpose of Strategic Design  
in this project ?*

Belgium is probably the most advanced country on animal rights: in Wallonia, there is a minister dedicated to animal rights. Moreover, it is necessary to have an animal permit to adopt an animal: all Walloons have this essential permit without taking any steps. However, in the event of an offense, this permit can be withdrawn. In addition, pet owners are now obliged to identify and register their dogs and cats. This registration costs a few euros, which will be paid into a fund to protect animals against abandonment and mistreatment. In addition, from 2020 onwards, Belgian pets will be linked to the national registration number of their owners to reduce

abandonment and reunite owners and pets more quickly in the event of a runaway.

In Switzerland, the dog permit was voted in 2008 by our Swiss neighbors and is now compulsory for all Swiss people who wish to adopt a dog or own a dog acquired after September 2008. The animal owner must complete a training course of at least 4 hours with a dog trainer. Some cantons even increase the number of hours depending on the category of the dog.

In Belgium and Luxembourg, there is a law on animal dignity: the dignity of animals must be respected.

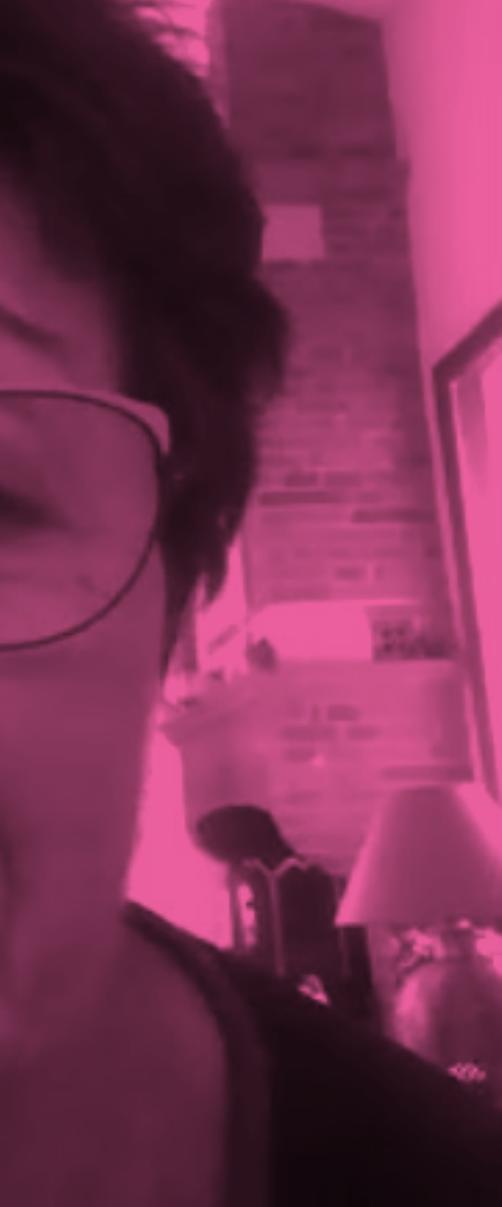


*Céline Tellier, Ministre de l'Environnement et du Bien-être Animal en Wallonie, Belgique*

# RESEARCH



The research phase aims to define the user's real problems and hidden needs. It is necessary to explore different quantitative and qualitative research tools to gather expertise and experience on different subjects.



# RESEARCH PLAN

*I decided to separate my research into three main phases with different objectives.*

## 1. Introductory Audit

First, an audit on the subject of animals in general. The objective is to start my research by learning more about the animals and their owners to identify behaviors and issues that I can study in more depth in the second phase. It is also essential to empathize as much as possible with the subjects being studied, in this case, the animals, to understand their needs in this situation. To do this, tools used are documentary research, literary reviews, creating an Instagram account to gather insights from pet owners, and speculative design to get people to react and discuss the subject.

## 2. Quantitative Research

The second phase is an additional exploration phase to collect quantitative data for a given population. The idea is to use these figures to discover new behaviors or confirm specific points identified in the first research phase through a survey addressed to the French population. These results can be further explored and evaluated (or not) in the third and final phase of the research.

## 3. Qualitative Research

After identifying more «pain points» in the second phase of the research, it is now studying this information and obtaining more qualitative data in the final phase. The aim is to learn more about pet owners and their relationships, prospective adopters, and their reasons for adopting animal husbandry, veterinarians, and their experiences. The tools used were expert interviews to gain expert knowledge and interviews with users, both «classic» and «extreme» (who have many animals or none at all), to make unique discoveries that would take my project to the next level. In the second part, the cultural probes are required to get deeper into the heads of the pet owners and learn more about their relationships and the status of their relationship. These tools also help to put faces to the quantitative data from the previous phase.

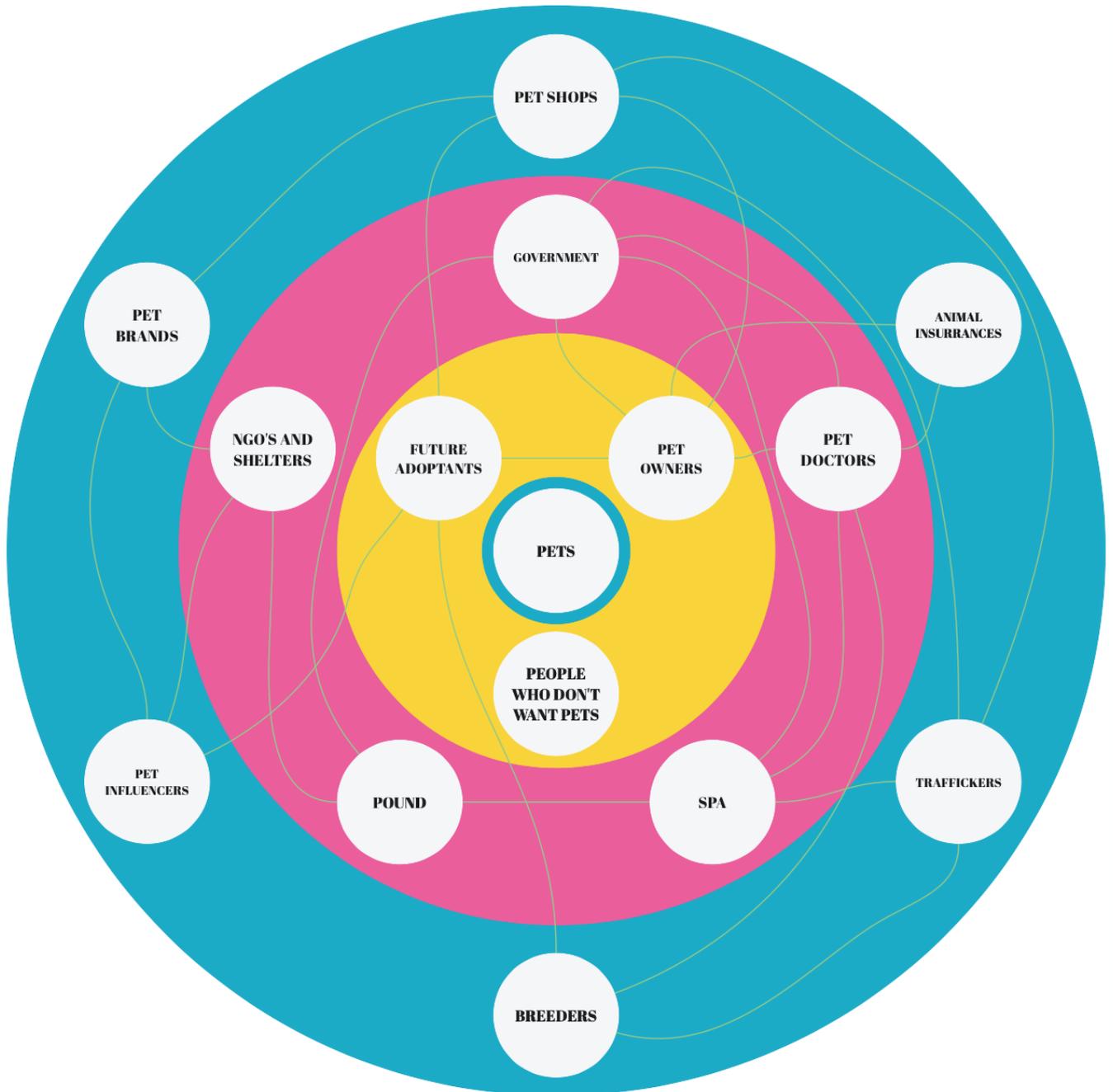


A visitor at my working space home, Berlin

	Phase 1: Audit			Phase 2		Phase 3: Qualitative datas					
Objectives	En apprendre plus sur les animaux	En apprendre plus sur les contraintes relatives animaux	Obtenir plus d'informations sur la perception des animaux chez les gens	Obtenir des données quantitatives	Obtenir plus d'information de la part des propriétaires d'animaux et sur le métier	Obtenir plus d'information sur l'élevage d'une race d'animaux	Obtenir plus d'information de la part des propriétaires d'animaux extrêmes et de ceux qui n'en veulent pas	En apprendre plus sur les futurs adoptants	Obtenir plus d'information de la part des propriétaires d'animaux	Obtenir plus d'information de la part des propriétaires d'animaux	
Input	Connaissances globales plus ou moins spécifiques et complexes sur les animaux	Contraintes relatives animaux	Choquer les gens et les boucculer un peu afin d'obtenir des insights intéressants	Tester les gens sur leur connaissances sur les animaux et savoir si ils sont propriétaires ou non.	Connaître un peu mieux le métier de vétérinaire, la ou ils sentent des problèmes quand aux propriétaires d'animaux et leur relation avec eux et les	En savoir plus sur les gènes/ transmission, métier d'éleveur	Savoir ce qui se passe dans la tête des gens qui adorent les animaux et ce qui n'en veulent pas	Mettre en lumière ce qui est acquis ou pas chez les adoptant concernant le processus d'adoption	Avoir des histoires précises sur les gens qui ont des animaux	Contrôler les conditions de logement et découvrir des choses qui rapportent aux animaux, et la relation entre propriétaires et animaux	
Participant	/	Propriétaires d'animaux	S'adresse à tout le monde	S'adresse à tout le monde	Vétérinaires	Eleveur	Gens ayant beaucoup d'animaux	Gens n'ayant pas du tout d'animaux	Futurs Adoptants	Propriétaires d'animaux	Associations
Actions	Desk research (livres, magazines, podcast, vidéos/films, articles universitaires...) + Mind map	Social networks (Instagram account "our pets are jerks")	Speculative design	Survey			Extreme user Interviews	Users Interview	Cultural probes	Expert Interview	
Découvertes	Des insights et des ah-ah moments de choses à rechercher un peu plus profondément ou qui "coince"	Les comportements des animaux	Mettre en lumière des débats intéressants et des relations suprenantes	Données précises sur des faits spécifiques	Le quotidien des véto, leurs angoisses, la relation des gens avec leurs animaux et le profil type des gens qui viennent visiter leur animaux (et leur âge)	En savoir plus sur les lignées, la transmission, la vie d'un éleveur....	More surprising insights about animals	En savoir plus sur la perception du processus d'adoption et les connaissances chez les futurs adoptants.	Surprising insight or note about owning an animal and detailed story about it	Comment une asso réussit à survivre, à prendre soin de ses animaux....	

Research Plan, Miro

# STAKEHOLDER MAP



## PETS

They are the stars of this thesis and the central theme. The aim is to better understand their needs and feelings to explain the vast number of abandonments each year. The aim is to find a solution that will take these factors into account to guarantee a happy life in a loving family. Therefore, it is vital to empathize with these stakeholders during the research process to gather as many insights as possible.

## PET OWNERS

Each animal and each owner has a unique story to share. They are the central 'users' of the subject matter. Therefore, it is vital to obtain their testimonies to better understand what guided their choice, how the adoption process worked for them, and what may have led some of them to give up their pet. Their experience is more than necessary to assimilate the dysfunctions of the process and find a way to understand them better.

## FUTURE ADOPTANTS

These are the direct users of the adoption process. The problem of abandonment is probably linked to the poor functioning of this process, so it is essential to know the motivations of people wishing to adopt a new pet shortly to explore its limits. In order to do this, it is necessary to learn more about the motivations of these people, their knowledge on the subject of animals, and the construction of their adoption project to identify a problem at this level possibly.

## ASSOCIATIONS AND SHELTERS

The SPA is not the only association fighting for animal protection. There are many others with very different aims, all dedicated to the exact cause: respect for the dignity and life of animals. Each association has its functioning, its balance, and its focus. Some of them also act as shelters; others do not. The best-known associations in France are the Fondation 30 million d'amis, the Fondation Brigitte Bardot, and the association L-214 (named after the 1976 animal protection law). Shelters are associations that focus solely on the reception and care of abused and abandoned animals or endangered species. They are structures that can bring many resources to this project in terms of education, human resources, or potential animals to be saved, depending on the evolution of the project.

## VETERINARIANS

They work daily with animals and have built up a relationship of trust with their patients. They see many animal owners and different situations every day, which pushes them to give their best and grow from their experiences. In addition, it is a complex and emotionally draining job. Animal care is not usually reimbursed, and this may be a reason for people to abandon their pets. Therefore, the voice of veterinarians and their assistants can bring an exciting perspective and expert knowledge to this project.

## PEOPLE WHO DON'T WANT PETS

It is not always necessary to contact only people directly involved with our topic to get exciting insights. Understanding why people do not adopt a pet can also help explain why people adopt only to give up their pet soon after.

## SPA

The Société Protectrice des Animaux (SPA) is the first animal protection association in France. Created in 1845, it was recognized as a public utility in 1860. Present throughout the country, its shelters take in more than 40,000 animals each year. It is involved in numerous battles such as the fight against abandonment and mistreatment, the collection of injured and abandoned animals, raising public awareness of animal protection, and working with public authorities to advance the cause. It can bring many resources, both physical and moral, to this memory project.

## PET BRANDS

Working with pet brands can be an exciting opportunity for the future. They can also provide a wealth of knowledge about their consumers' behavior. Many of them already work with animal welfare organizations and shelters. In addition, they have expertise in the needs of animals that will be necessary for the evolution of the project.

## PET SHOPS

Pet shops are a real scourge for the health of the animals sold there, but the people working there are supposedly experts in their field. Furthermore, not all pet shops sell animals, and some even partner with associations and shelters to help finance their business. These possible trade associations and the knowledge of their employees can be exciting resources for the continuation of the project, depending on its direction.

## GOVERNMENT

The french government's place in this stakeholder map is central because it creates the laws that will later protect animals. It also has animal welfare organizations such as the SPA, which have a significant job in the adoption process and the safety of stray animals abandoned by their owners.

## POUND

The theory section explains that the animal pound is a structure where abandoned or stray animals collected on the public highway are locked up for a limited period. These are people in daily contact with abandoned animals, and whose experience and knowledge of the subject can be an asset to the project.

## BREEDERS

Just like veterinarians, animal breeders can bring their expertise to this project: what distinguishes a good breeder from a bad one? How to choose a breeder and why avoid pet shops? They live in close relationships with the animals, seeing them grow up and ensuring they are well educated. They know how to organize a safer adoption process and how to avoid adoptions for the wrong reasons. Moreover, they have a real passion for animals, many of them do not live from this practice, and this sincerity and ardor can bring a significant value to their testimony for this project.

## TRAFFICKERS

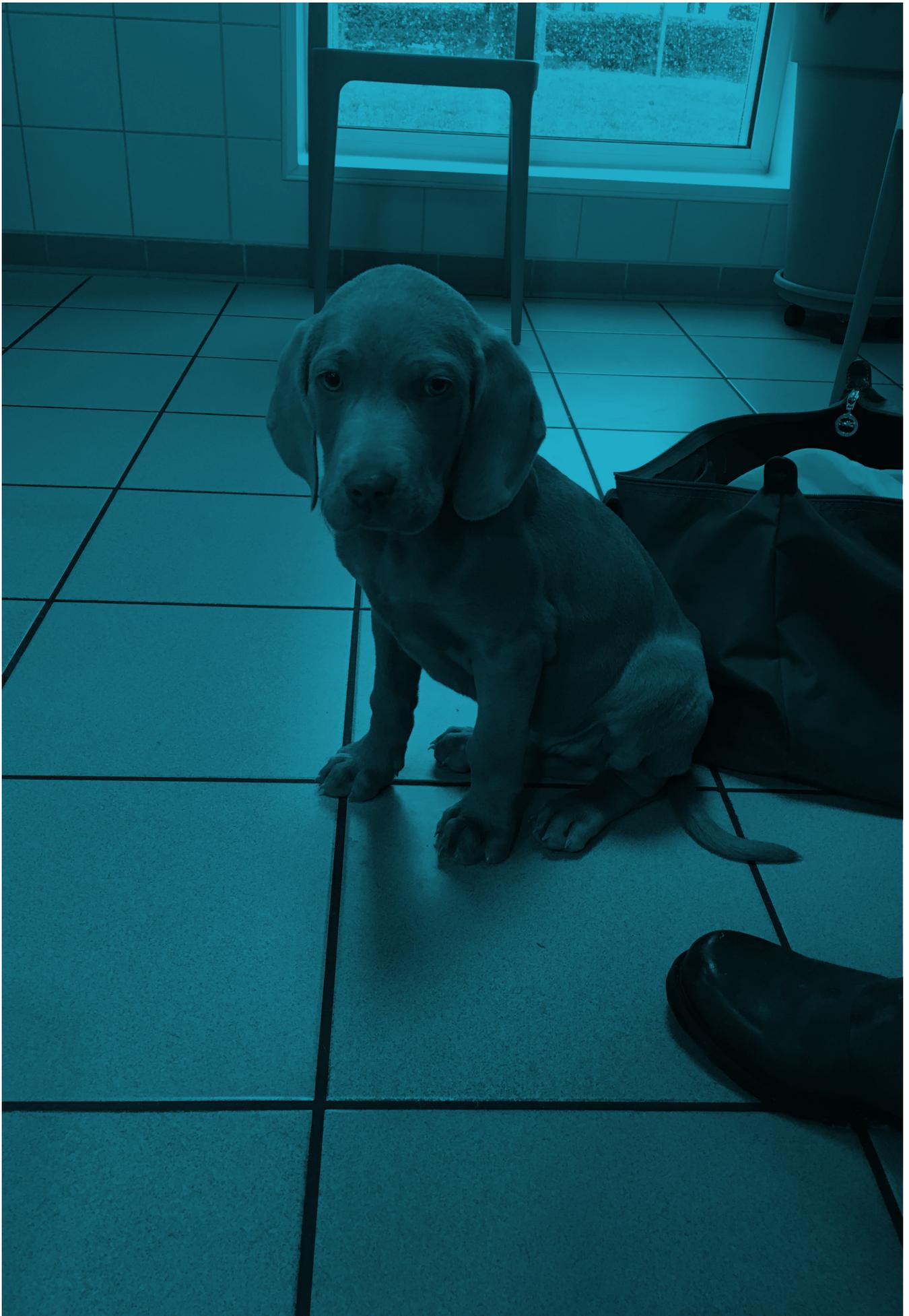
Animal traffickers are actors in the system who negatively influence the adoption process because they supply pet shops and breeders and sell their animals through classified ads. The animals supplied by these organizations are sick, suffering, feral, and uneducated animals that are likely to develop harmful or aggressive behaviors in the future and thus cause some owners to abandon them. A way must be found to prevent traffickers from interfering with the operation of the future project and make people wary of them as they have a substantial impact on abandonment decisions.

## ANIMAL INSURANCES

There are different types of insurance to meet the care needs of pets. Veterinary care is, as explained above, not reimbursed. Therefore, it is necessary to subscribe to one of the different packages that these structures offer to save money if one has to go regularly to a specialist. All animals are represented: the price varies according to the species, the liability, and the environment. These insurance companies probably have enjoyable expertise to study in this phase of the project.

## PET-INFLUENCERS AND THEIR AGENCIES

When a person is famous, they often use an agent to take care of their professional obligations and image. For animals, it is the same thing. With the boom of social networks, more and more furballs have become famous and pay for the services of this kind of agency to manage their image. Therefore, these are exciting structures to contact for the future communication of the project if the need for a pet-influencer is felt depending on its outcome.



*One of Marie's patient (Expert interview)*

# ONLINE SURVEY



*Introduction of the Survey, Google Form*

## 1. The Survey

In order to collect more quantitative data on behaviors concerning the adoption of animals and their relationship with the French, I carried out a survey in several parts aimed solely at this population. In order to reach as many people as possible, I adapted the survey scenario to the participants' responses throughout.

I was, therefore, able to identify four different profiles and ask them appropriate questions:

- Current pet owners
- Former pet owners
- People who have never had pets but wish to adopt
- People who have never had pets but do not wish to adopt

Seventy-one people responded to this survey in total, which allowed me to collect a valuable amount of data.

«Seventy people responded to this survey in total.»

## 2. The Process

To construct my survey, I first chose two central research questions to provide a framework and to generate potential hypotheses on the subject: How conscious are people concerning the adoption of animals in general and how «engaged» they could be in that cause?

What is the relation of people with animals in general? What do they know, think, feel, and are sensitive to concerning this topic? Having made some assumptions, I created research objectives through broader questions (Why and how do people adopt? How many people own a pet and how many do not?) to create the different parts of my survey. Finally, I arranged these parts to create a scenario and developed all my questions by choosing different types of structures not bland (yes/no questions, text, multiple choices....).

Once the organization of my survey was finished, I created it on Google Form and shared it via my social networks (Facebook, Linked In, Instagram), Slack, or by email and SMS around me. The survey remained online for a week.

«I allow participants to make a final remark to allow them to express themselves more personally on the topic.»



Parmi ces capacités que l'on accorde généralement à l'humain, lesquelles pensez-vous possiblement présentes chez les animaux ? \*

- Les émotions primaires (joie, surprise, colère, peur, tristesse, dégoût)
- Les émotions secondaires (attachement, gratitude, injustice, jalousie, deuil, culpabilité)
- Le rêve
- Les maladies psychiatriques
- Une forme d'intelligence poussée (mémoriser, planifier, utiliser des outils, utiliser des concept abstraits, arithmétique, conscience de ses connaissances...)
- Une communication complexe (vocabulaire, syntaxe, sémantique, conscience...)
- Une culture (tradition, goût pour l'esthétique, sexualité...)
- Une personnalité (tempérament, caractère)
- Le rire
- Autre : \_\_\_\_\_

One of the question in the survey, Google Form

### 3. The topics covered

The main parts of my survey concern the relationship between humans and animals, the adoption process, and having an animal in your daily life.

In the first part, the themes are the different abilities that animals and humans share, and then some statements about animals' rights and individuality. I also ask them to share an important story about their experience with an animal. This part aims to identify the French stereotypes and see how far they perceive animals.

In the second part, the questions dealt with the place of adoption, the type of animal adopted or wishing to be adopted, the reasons, the preparation work before the adoption, the budget they give to their animal, sterilization, the influence of the media in the adoption... but I also asked them if they thought that the process should be more supervised.

Here, it is a question of identifying recurring habits and behaviors in the adoption process.

In the last part, I asked the participants about their daily life with animals or the image they had of them: the place of the animal in the family, the positive points in owning an animal, the time to give to an animal every day, and animals in French law. The idea is to learn more about pet ownership, its daily needs, and the idea that people who have never had one have of it.

To conclude the survey, I allow participants to make a final remark to allow them to express themselves more personally on the subject.

### 3.

## Survey Results

Thanks to the very interactive structure of this survey, I obtained a significant amount of information for very different profiles. In order to have a clearer vision of my results, I used a spreadsheet to sort all the data collected and start looking for exciting insights for the next part of my project and research phase.

- Regarding the first part of the survey, the results show that people are aware that animals have emotions and personalities; however, they do not attribute to their laughter, culture, or complex communication. They are also in favor of giving them more rights but are not ready to consider them equals.

- The second part shows that the pet shop is still a suitable place to adopt for people who have never owned animals. They prefer their friends and family, classified ads, breeders, and the SPA for current and former owners. The results also show that very few people considered the education and character of their future pet before adoption, focusing mainly on cost and primary needs. Many people seem to have adopted a whim, and most participants believe that the media influences the desire to adopt.

- The third and final part is extremely valuable in terms of insights. Regarding the responsibilities of adopting a pet, curiously, people who never had a pet and do not want one are the most aware of this. People who want to adopt, on the other hand, have a more idyllic view of what adoption entails, particularly the budget. The average budget for owners is between 100€ and 200€, but prospective adopters have never adopted the budget on average 40€.

- Another interesting point is people's opinion on neutering: for all profiles, the results are highly mixed. What seems to be an automatism for the experts (veterinarians, associations...) is not anchored in the collective imagination, which is a potential threat for the project because it is vital to limit marriage, intensified by the speed at which animals can reproduce.

- The place of an animal in the family is much more pronounced: for 95% of respondents, the animal is considered as a member of the family. Another very consistent opinion is that of the supervision of adoption. Except for a few respondents, most of them think it is urgent to supervise the adoption process more closely to prevent anyone from adopting quickly. Some even proposed ideas to solve the problem: investigate future owners, register offenses, meet specific criteria, introduce a license, etc.

- The last results of this section concern the legal situation of animals in France. Most participants think that the penalty is much lower than what it is now, evaluating it at less than €10,000 (compared to €30,000 and 6 months in prison). Echoing this, regarding future laws currently being voted on in the National Assembly, the most important for them is the increase in the penalty for abandonment and the ban on animals in circuses.



# FURRY STORIES

*During my interviews and investigations, I found an exciting number of testimonies and anecdotes concerning animals that I would like to share in this section to keep a record of these unique stories.*

«My Golden Retriever use to collect the mail directly from the postman's hands without me asking him to bring it back to me.»

«My cat never ceases to amaze me with his very social nature and exceptional intelligence. He loves to receive guests, especially if there are children among them, he knows very well where his kibbles are, he opens doors, he reacts to the intercom bell...»

«My dog's protective instinct is incredible. One day I had a meltdown at home, and he brought me to my senses by licking my face and barking loudly enough to warn me that something was wrong.»

«A child fell into a pool. The dog barked unusually, and I felt the urgency: I moved towards him and saw that he was jumping around between me and the pool to warn me of the danger.»

«My well-trained dog, who was not allowed to go upstairs in our house, rushed to my bedside one night because she heard me being sick and crying and woke up my parents.»

«I lost one of my cats last year to a coyote. My other cat is mourning in the same spot where the attack happened in the backyard.»

«My cat smelled the treatment of an illness. He changed his behavior throughout the treatment.»

«My cat woke me up in the middle of the night by repeatedly touching my eyelid to warn me of a fire in my building. Thanks to him, we were able to evacuate the place safely.»

«I recently broke up with my partner. My cat followed me everywhere to comfort me and stay with me all the time when I was crying.»

«The first time I rode a horse, I was scared and stressed. The horse sensed this and behaved reassuringly with me. Thanks to him, I gained confidence and had a blast.»

«Lola is a bargain hunter (like me). For years, she has been finding her favourite toys in the «bins» or rather in the boxes left on the pavements of Berlin with the inscription «Zu verschenken». The first time surprised me... I was walking down the street with a friend, chatting actively. A lady, looking amused, makes a remark about my dog-child and her little stuffed animal... I turned around and saw Lola with a little baby toy in her mouth. Very embarrassed, I thought she had taken it in a pram, I turn back and there, bingo, I find the box of toys to give. A guy sitting on the terrace of the Spätti next door laughed and told me that 10 minutes earlier my dog had delicately rummaged in the box before extracting the coveted stuffed animal, all under my nose, without me noticing it.»

«Since my grandchildren left the family nest, my daughter, who is not a great animal lover, has started to spoil the cat in the house and give it more attention than she ever did before.»

«On a walk with my parents, a kitten followed us for several miles and would not let go.»

«My neighbor has Doberman who was not at all mean. She used to go away for the weekend or on holiday and leave him outside in a small garden. Despite this 'abandonment,' he would celebrate her. When she came back, however, when she heard the laundry outside, he would only slaughter her clothes, but never her daughters'.»



# EXPERT INTERVIEWS

*To get some expertise from specialists for my dissertation project, I conducted several interviews with different experts working with them daily. They gave me a deeper understanding of the topic from multiple points of view, necessary to gather more qualitative information about pets in general.*

## JEMMA, 31 YEARS BREEDER

*Jemma is a breeder of domestic rats located in the Landes near Mont-de-Marsan. She presents her job and her know-how and confides in us about her relationship with animals by tackling current issues.*

### **Can you please introduce yourself?**

My name is Jemma; I am a 31-year-old cisgender woman! I was a pet shop saleswoman by trade, but after working in this field for a few years, I experienced an economic redundancy at the end of 2014. Since then, I have tried to reorientate myself with difficulty, but after discovering that I am disabled, I have concentrated above all on myself to adapt my life as much as possible to my worries, so I no longer have a paid job!

### **Why did you choose to practice this profession? Is it a full-time or part-time occupation?**

In my case, it is not at all a job in the «salaried» sense of the term. I do not make any money from it; I am happy when I do not lose too much. In order to earn a little money, I would have to cut down a lot on the life of my animals and have a hundred breeding rats, and I am not even sure that I could earn part-time. As I do not have a salaried job, I can spend between 1 and 5 hours

a day on them, every day, including weekends. I opened the raterie after many years of looking after my rats; it had become my biggest passion. I wanted to be an active part of this and help improve families and offer a profound and ethical alternative to pet shops.

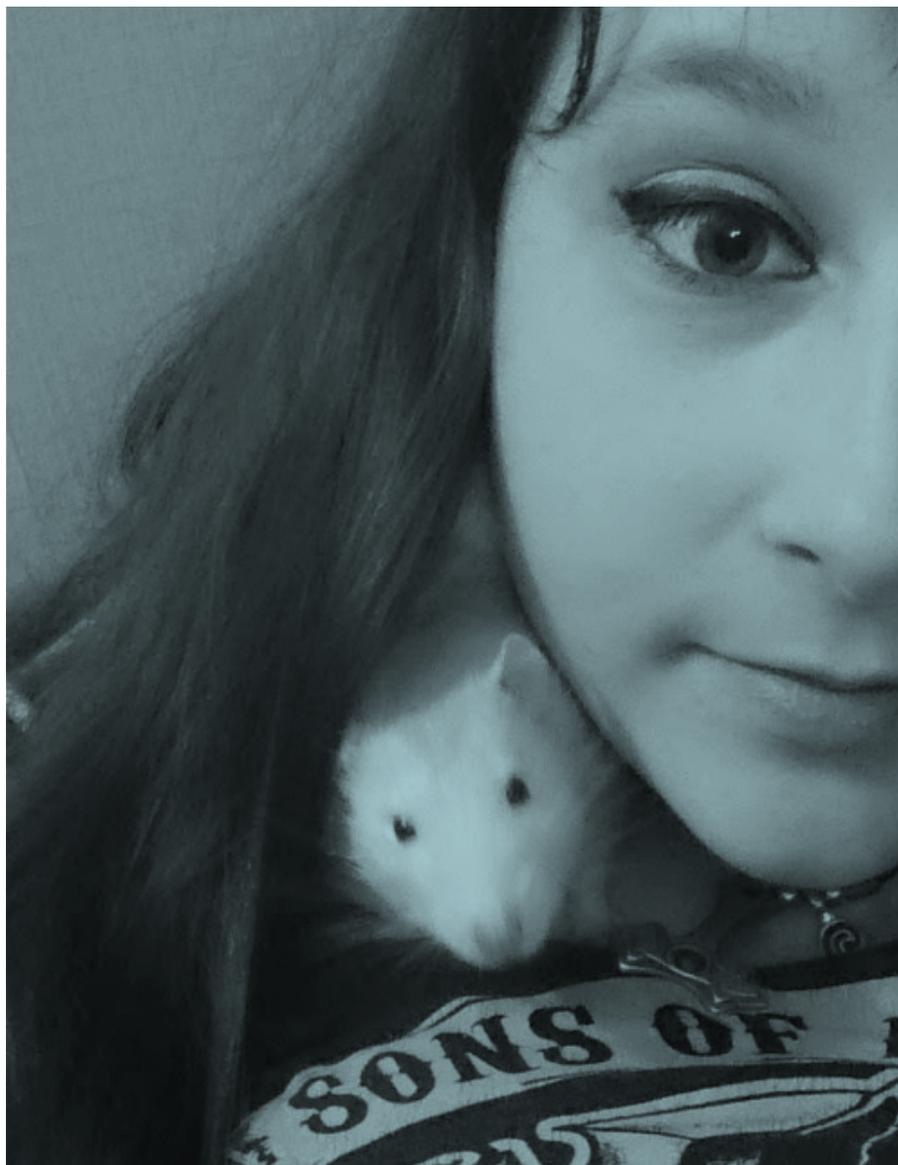
### **What are the qualities needed to be a breeder?**

You need a lot of patience, composure, resilience, a love of learning and thinking, continuously doing it, and never thinking you know everything. You also have to

be organized and realistic, especially about improvised holidays, it might not be possible anymore. You have to look at the long term as well, tell yourself that it is not easy.

### **How does the state regulate the profession? Do you receive financial support?**

There is a big legal gap regarding rats; there is nothing for us who do not do this for profit. The legislation is designed for the big, lucrative breeders who sell to pet shops and do not have the same living and breeding conditions. On the other hand, it also has significant disadvantages: anyone who has a couple of rats and breeds them in cardboard boxes can call themselves a rat farm. So in the community, there is plenty to eat and drink, we have only one breeder's label that tries keep a square framework.



Jemma and one of her rat

**What are the specificities of animals raised in farms like yours, and what guarantees justify the prices set?**

It should be noted that rat breeding is an alien activity for breeders. The rat farms are already family farms: the animals are first and foremost part of the family; whether they are bred or not is only a bonus. Each animal is only bred twice in its life and is then kept until it dies. Therefore, our rats are raised as a family and receive the same care as if they were only our pets in terms of maintenance, care, and affection. However, what differs the most from other breeding areas is the placement and follow-up: we choose to whom we place our pups, and we keep in touch for the entire life of the animal we have placed. We ask for regular news and be informed of the death of adopted rats, the cause of death, the character of the rat with humans and other rats, and all its health concerns throughout its life. This information is critical to us. We are looking to work on the character of our families, their health. We also spend much time looking after the pups, from their first day, providing the mother with food and appropriate care, then handling the pups to get them used to humans, educating them, stimulating them, making them discover as many things as possible. It takes a lot of time.

**What is your relationship with animals in general?**

I have a significant relationship with animals. I love learning about them, watching them in the wild... I think there is a distinction between humans and animals. Only, for me, the distinction does not necessarily mean scale. Being different does not mean «being superior» or «inferior.» So I think that we «see» animals through our «human» prism, that we measure their intelligence with what we consider intelligent, and the same goes for their emotions. We are far from understanding everything about them. I even think that they have abilities that we do not have and cannot understand.

**«The ideal, I think, is that we find a balance between our needs and those of our animals so that everyone can benefit.»**

**In your opinion, should a pet be treated like a human ?**

Not really. Because they are different, and anthropomorphism is, in my opinion, an aberration. I think we should educate them in a way that is adapted to their species and not to us. Being different does not mean that one should be treated as inferior. I often deplore that we expect a dog or a cat, for example, to understand our needs naturally. The ideal, I think, is that we find a balance between our needs and those of our animals so that everyone can benefit.

**How would you define the concept of «domestication»?**

Domestication can be seen in two senses: you can domesticate a wild animal, for example, such as a fox that you have saved because it was an orphan. There is also «historical» domestication, for example of farm animals, or dogs/cats, or even rats, which are animals that have been selected for thousands of years because they were helpful to us, and which therefore would not be able to survive without humans. In both cases, as the Little Prince would say, «you become responsible for what you tame», I think it is a two-way concept: we have domesticated an animal for its usefulness, and in exchange, we owe it to be treated well, following the needs of its species.

**Do you own any pets apart from those you breed for sale? How is cohabitation going?**

Yes, I also have cats, a rabbit, a leopard gecko, and a fish. They do not come into contact with my rats at all, the cat being potentially dangerous to the rat, and the rats being potentially dangerous to the rabbit, gecko, and fish.

**How does the adoption process work in your kennel?**

People contact me when looking for rats to adopt. We interact a bit. Then I send them a complete questionnaire, which allows me not to forget any question and not to search everywhere when I need information: everything is centralized. I ask about the future living conditions of the animal that is going to be adopted, whether the person is already informed about the animal's needs, whether he or she has thought about what to do in case of an emergency, about veterinary costs, whether he or she has any solutions, etc. I remind them that adoption is an essential step in the process of becoming a pet owner and that adopting from me means a lifetime of care for the rat. Once I have received the answers, I discuss them with the person if there are any points to be clarified, and if I do not see any blocking points, the person can adopt from me.

**Do you think that anyone should adopt an animal, or should there be a fundamental framework before you can adopt?**

This is a delicate issue. I sincerely think that there should be a solid framework. I am appalled at the vast majority of people who take in an animal without having informed themselves for a single second about its needs. The number of goldfish dying in their jars is proof of this, as well as the number of cats that are not sterilized and fed with cheap food. Dogs who only see their family's garden are also a good example. In an ideal world, I would like everyone who adopts an animal to be trained on the needs of that animal. However, in this world, everything is about business and money. If compulsory training to own an animal does exist, it would likely be paid for. Thus it would

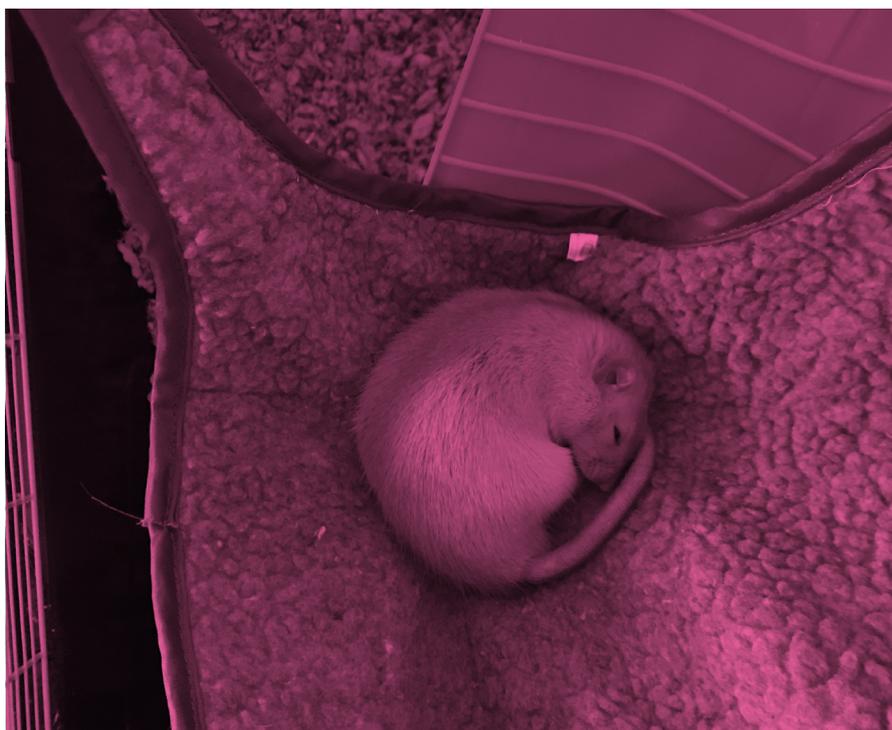
deprive many serious people of having an animal. Those who could afford it would be able to take advantage of this system, which would be deeply unfair.

**What do you think about the conditions of animals «raised» in pet shops?**

I think it should not exist, and it is a business in which animals are treated as commodities: they are numbers that have to make money, not living beings. I think people should know that: the whole pet shop system is rotten, they battery breeding animals, they are there to produce and make money for the circuit, there are no real-time or means to take care of them properly. It is the whole system that needs to be fought and reviewed.

**Have you heard about the new laws discussed in the National Assembly since January 2021?**

Yes, I have heard about this, and it reveals a profound misunderstanding of the reality of things. Firstly, the laws that are already in place are not respected; there is no point in creating new ones without providing the means to enforce the existing ones. Secondly, banning the sale of animals via private individuals on the Internet, there is a lot to be said. If I let my cynical side speak, I would say that the government does not care about animal welfare, but private individuals are not taxed and therefore do not earn anything for the state is probably a problem for them. Small breeders of rats, canaries, reptiles, or rabbits earn little or no money, they keep their animals correctly, they are the ones who raise awareness among adopters, they are not the problem, but this type of law would be a condemnation for them. These laws are often designed for dogs/cats, and the legislator has no idea that there are small breeders who are passionate about mice or hamsters. In short, total ignorance of the reality of the field and animal welfare is not so respected. There are some twisted individuals, but this type of law also prevents people who love a species from surviving. For



*Quetzal, one of the rats born at Jemma's kennel*

the sterilization and identification of stray cats and all that, on paper, it is excellent, but it is always the same: without the means to apply it, there is no point in voting for it. Pounds that make do with the means at hand are not a sustainable solution. For circuses and dolphinariums, I am very much in favor of a ban on the keeping and breeding of animals, hoping that everything is provided for them and not just to look good. In short, I have very mixed feelings about these laws, which for me are a bit of window dressing and not realistic or appropriate.

**What is the most important story that happened to you in your job?**

I have met people who have adopted rats on trips abroad totally unexpectedly, and it was pretty funny. I also get many crazy requests, people who think I am a shelter or a vet. I once had a person in my town who wanted to meet me for advice. The person had brought his rats in a wooden box to «show them to me» and then claimed to have forgotten something in his car. It took me a long time to realize that she had left the rats with us and gone back home. Breeders often share their anecdotes; people's imaginations are limitless.

**Any advice for future adopters?**

Get information before adopting any animal. The Internet is a great tool; you can find informative sites on absolutely everything, forums, and not the Facebook groups, which are shallow in terms of information. Cross-reference your sources, exchange with enthusiasts, but adopting an animal should take months of reading before you start!

**Anything else you would like to add about animal adoption?**

Adopting an animal, for me, is adding a member to your family and treating it as such. When a child has a health problem, you take him to the doctor. When a brother or sister does not have the character you dreamed of and acts according to his or her needs, you accept it and adapt. When there is a problem, a difficulty, a hassle, we adapt. We should do the same for animals. Think about the long term, about all the problems that could happen, what to do, how to find solutions in case of a hard blow! Sometimes we make mistakes, it happens, sometimes we have to make choices, sometimes the best thing for everyone is not to adopt. It is not always easy, but the more you prepare for it, the better it is!

«I think there is a real job to be done in raising people's awareness regarding their needs and the one of the animal they want to adopt.»

## **CLOTILDE, 32 YEARS SHELTER**

*Clotilde is the secretary of a shelter association called «1 toit pour toi» in Rodez, Aveyron. The association takes in abandoned animals and places them in foster homes before finding them a family for life.*

### **Can you please introduce yourself?**

My name is Clotilde, I am 32 years old, and I live in Rodez in Aveyron. Previously a host family between 2015 and 2016, I have held a secretary position at the association since the end of 2018.

### **What is your relationship with animals in general?**

I think they are as sensitive as a human being or more so. They manage to perceive things that we do not; they manage to transmit emotions that a human cannot transmit to us. With a human, you can lie; you can hide things. With an animal, you cannot. What is very interesting about working in an association or doing animal protection is that when you take in an animal as a foster family, these are often animals that have suffered in their lives, from abuse, from neglect. To help them, you have to question yourself in order to help them. Because it reflects things to you, and you must not be defensive to help it. You have to be fair and authentic, or it will not work. You have to know how to listen to the

signs they show you, how to listen to their body language, their way of doing and living. They speak in their way, and I think they have an exciting language to teach us. Every animal I take in teaches me something about myself, and I always come out of new experiences with more knowledge.

### **In your opinion, should a pet be treated like a human?**

Depends on what kind of relationship you want with your pet. Everyone does what they want to do, and no owner/pet relationship is better than another. We all live things in our way with the character and emotions we can bring and have in us. No judgment should be made.

### **What is the name of your association, and what is its aim?**

The association is called «1 toit pour toi». Its aim is to rehome animals that have been abandoned for various reasons. We place them in a foster home; we give them a veterinary and medical check-up, chip them, vaccinate them, sterilize them, and put them in observation in the foster home for a few days/weeks. Then we offer them for adoption. My job here is secretary, I hold a phone line, people call me for information, answer their questions, and I take care of foster families, adoptions and transfers.

### **How many volunteers are host families on average?**

At the moment, we have about thirty host families: among these families, some people have been doing this for several years and others who do it more occasionally.

### **How many survivors are placed in permanent families each year?**

In 2020, we achieved between 395 and 405 adoptions over the year.

At the moment, the association has about thirty animals.

### **How does the association survive?**

The association exists mainly thanks to donations. We have no subsidies, all the money that comes in to look after our animals is earned «by the sweat of our brows». During the three months of summer, every weekend, we organize events such as garage sales, flea markets, book fairs, toy fairs, etc. We try to organize a quine and several events at the festival hall in Rodez every year. With the COVID, this last year was financially complicated, and we had to compensate for this lack of income by various events by fundraising... We set up food collections on Internet, and we have volunteers who are very invested. Some of them canvass big companies for kibble, veterinary care. Last week, we received two and a half tons of cat and rodent litter from the company Demavic. This helps us a lot. We also approached Zoomalia. We made a partnership with them so that they send us starter kits: for each adoption we make, we give a starter kit which includes a small packet of kibble, a toy, and a voucher which earns the association 10€ when it is used.

### **What are their most extensive needs apart from income?**

Host family volunteers. Finding them is quite complicated, because it is a gift of self. We are pretty good at communication: we have Facebook, Instagram, Twitter, a website, we are on Seconde-Chance, le Fond Saint-Bernard, le Bon coin... We are pretty followed on the various networks, so it is not bad. We «never» have enough visibility, but if I had to choose something, it would be the number of host families.



*Volunteers gathering donations for the association*

### **How does the adoption process work in the final families?**

If people want to know more about an animal, they call, by the intonation of the voice and the speech, we already have a majority of our answers. We will ask targeted questions about the animal, and if it corresponds, we will push the questions a little further to check that the family is aware of the animal's needs. The aim is to find each family its ideal animal and vice versa. So if at the end of the telephone interview the discussion is good, we let a day or two pass, and we call back to ask the same questions again. At that point, if the discussion is good, we put the foster family in touch with the potential adopter who will come to meet the animal, and if things go well, we will switch to a pre-adoption contract. During the whole pre-adoption process, we will follow the dog very closely. We will call the adopter often, ask for photos. We do pre-visits, but we attach little importance to the housing at the association. We'd much rather have the animal in a flat with regular daily outings and expenses, with long walks, than have the dog in the garden. The main point is the adopter-animal relationship rather than the habitat. We also check the vets; when people have other animals, we often do it. If there are children, we ask people to come with their children to see how the children behave. We are

not an association that will ask for files, payslips. We will check that the animal is being looked after, but it is not a question of finances, and that does not mean that the dog will be necessarily unhappy.

### **What are the main reasons for adopting in general? What are the bad ones?**

For good reasons, we often find people who have just lost an animal and who miss it, people who go hiking a lot and who like to be accompanied by a small dog, people who are alone and who need an animal, a companion, something very fusional with an animal. We have the fashion effect for the wrong reasons because it fills the void and occupies the children to take an animal without necessarily thinking about it because everyone has a dog or a cat.

### **What are the most considerable constraints on owning animals?**

When you adopt an animal, you have to ask yourself the right questions, know what you are going to give them and what you expect from them. People should stop looking at the aesthetics and focus much more on the needs. When you adopt a dog, there are two things: the needs of the breed and the species' needs. That is the mistake not to make; you must be aware of what you can take in and what you cannot. There is an awakening to be made at this level,

and that is why when I do the filter, I find out about the characteristics of the dog I am following. Because there are the characteristics and then there is the educational side, for example, the agreements with cats and dogs, sitting, pulling on the leash, related to education and not genetic.

### **What advice would you give to future adopters?**

I think there is a real job to be done in raising people's awareness regarding their needs and the one of the animal they want to adopt. The mistake of many associations is not to focus enough on the dog's needs at the primitive level, at the level of the breed. In many associations, they ask for payslips, a garden, a brothel... but this is not the main thing. The most important thing for a dog is its owner. Nevertheless, every owner, every person is adapted to a dog. My aim at «I toit pour toi» is to make people aware that just because you love animals and want to adopt a dog does not mean you can adopt any dog. If anything, it would be to raise awareness about this problem. We do not get much feedback because we are very sensitive to this, and I make a point of honor of this criterion. It is my fight.

### **A memorable animal-related anecdote?**

Recently we got an Australian shepherd called Shaman. He is not a dog with significant, big liability. He came into the association. He was pretty well treated. However, the family took him in because they thought he looked lovely in the photo. They were good people who know how to look after a dog but not an Australian shepherd. Moreover, they ended up with this animal that was not at all suited to their needs. This dog took dominance over the family, growling, biting, and frightening the owners. They had the reflex to call us, so we were able to take charge of this dog, we were able to work and rehabilitate him. Nevertheless, that is the example that we meet every day, and which for me is striking, and that is when I understand the work that needs to be done to make people aware.



Christmas event organized by the association to get new volunteers

# EXPERT INTERVIEWS

*Resume of the two others expert interviews ran during the research phase.*



## **MARIE, 24 YEARS**

*Specialised Veterinary Assistant*

### **Main learnings**

- It takes three years to become a Veterinary Specialist Assistant. The work is hard, the pay is relatively low, and there is little recognition.
- The clients of his clinic are mostly good owners because they care enough about their animals to pay for veterinary care. There is no typical client. They are all very different.
- The fees are set by the vet and are usually a hindrance to pet owners.
- Abandonments are often related to the choice of breed and the problem of complementarity, but also size and lack of knowledge. A poor choice of breed leads to poor behavior in the animal.
- Veterinarians sometimes provide first aid to animals in the pound, which then takes over before returning them to their owners or putting them up for adoption.
- To identify animals, there are two options: tattooing, which is painful and unreliable, and microchipping, which is 100% reliable, painless, invisible, and can only be read by

the reader. All identities (tattoo and chip) are registered on the I-CAD (carnivores), SIRE (hair), VETONAC (NAC), and I-FAP (wild animals) websites. It costs between 50 and 100€ to identify an animal.

- To help veterinarians, a more advanced technical platform, new technologies, and therefore «better quality» care, and possible reductions in the cost of procedures or products are needed.
- To help owners, there should be better health care for animals with regular care and high-quality food, all for all. This would probably prevent some abandonment and allow better management of the animal's overall quality of life.

### **Quotes**

«We are Shivas with our many hands.»

«Me first, big dog lover, I live in a flat for now, so I am holding back and waiting for the right time to commit to taking care of and giving the best life to my future dog(s)!»

«If for some reason the animal is mean, it is man's fault.»



## CHNOUILLETTE, 32 YEARS

### *Veterinarian*

#### **Main learnings**

- It takes seven years of study to obtain a doctorate in veterinary medicine. After these studies, practicing veterinary medicine is the foremost option (in private practice or as a salaried employee), but many careers are possible in public and private sectors
- There is no competition between the vets, but mainly cooperation.
- People do not realize the cost of care, especially when it is their first pet. In particular, care can occur very early in the animal's life, not just at the end. There are also some mismatches between the animals chosen and the owners' lifestyles.
- The numerous suicides among veterinarians are a well-known trend! Almost everyone knows a veterinarian who has taken his or her own life. The reasons for this are difficult working conditions, long days and nights, solid emotional situations, fewer and fewer veterinarians, or access to certain drugs that are lethal to humans in high doses.
- The stress experienced by animals causes them pain, as they do not understand why they are suffering and do not always know how to manage it.
- Psychiatric illnesses do exist in animals, and some vets specialize in these disorders.
- The current trend in veterinary care is towards so-called alternative medicine because people have less

and less confidence in allopathy. From an allopathic point of view, more and more miracles are being performed in surgery and oncology.

- Regarding veterinary insurance, it is interesting for people who do not know how to save because it is best to just put money aside without touching it.

- There is no state support for vets.

- Regarding adoption, there should be a regulation, a mini-training, even if only for two hours, possibly followed by a test, with advice based on the basics and a commitment to apply them: what do they eat, at what age to adopt, the fact that they have to go out, what are the minimum care requirements, information on veterinary costs...

- Advice for future adopters: find out as much as possible before adopting, multiply and cross-reference sources of information to have as many views as possible on the different subjects. Furthermore, do not hesitate to ask for help quickly before a situation of any kind gets out of hand.

#### **Quotes**

«A «sporty» dog adopted by an elderly person, even though it is a very dynamic breed, can be perfectly «flat» and require minimal exercise, not pulling on a leash.»

«Regarding the new laws for animal protection, it would be good to look at the subject of hunting.»

# USER INTERVIEWS

User interviews, like expert interviews, are a valuable source of qualitative information and can also bring to light inputs that did not emerge in the survey. Empathizing with the interviewees helps put faces to the data collected in advance and discover unique stories.

The primary purpose of the user interviews is firstly to learn more about adoption reflexes by interviewing people who want to adopt soon. The second objective is to gather original insights from «extreme» users, i.e., people who have many pets and those who have none at all.



## AMANDINE, 23 YEARS

*Make-up Artist Student*

### Main learnings

- She loves animals because they express their needs without artifice
- In her view, not everyone should be allowed to have a pet.
- She believes that there is a distinction between humans and animals. They only express their primary needs, but this does not mean that she considers their lives to be less critical, as they are essential to our survival and the planet. It cannot be treated like a human because human life aspects can be too complex.
- She thinks that we should be lenient and not expect them to have human reactions and respect their nature with the things they can do and the things that are not innate to them
- She defines domestication as the act of training/oppressing certain aspects of the primary needs of animals, making them dependent on humans.
- «Having a pet is a commitment, yes, and I do think that you need to educate your pet to create a framework that allows for the proper functioning and understanding that will allow everyone to evolve into a holy home.»
- If she could contact animals without owning them, she would

find it pleasant because she loves animals.

- She wants to adopt because she hates loneliness, and she knows that some animals can love us sincerely without lying. She finds that they bring a lot of life and love into a home. She has always loved animals because they are funny, have feel-good vibes, and inspire her.
- She wants to adopt a Main Coon, but she is a little held back by the price even though she has a real crush on this breed.
- She would first like to do much research on forums, the Internet and seek advice from a vet before adopting. She wants to have ample space to take her in and an ideal financial situation.
- She is just waiting for something to click for her future pet and herself. She does not have any requirements and thinks that a well-trained animal that receives love will necessarily be a «good animal.»
- She is quite aware of her pet's needs and has mature thinking but seems less alert about the breed and its attributes.
- She wants to spend €1000 a year on her pet.

### Quotes

- «No matter what the situation, they need love and home no matter where they come from.»
- «You have to be responsible.»



## LAURA ET THOMAS, 26 & 29 ANS

### *Student & Engineer*

#### **Main learnings**

- They both enjoy animals without being gaga about them and have had many animals in the past.
- They are amazed by their cat's behavior: they feel they are learning more about their cat's behavior every day.
- According to them, animals are different from humans in their functioning.
- For Laura, domestication means making life possible with a human, which is not always possible. For Thomas, it means adopting an animal's daily life to the human environment.
- They want to adopt a dog to have

an extra member of the household to share new things with and give love to.

- They want to adopt from a breeder.
- They are aware of the commitments and the cost of an animal. They have taken the time to organize their adoption in advance.

#### **Quotes**

«For us, having an animal is like having a child, even if unfortunately they do not live as long. Whether it is the commitment, the education, the constraints. For us, a pet is a member of the family.»

«We would like to be able to understand our pet 100%, but unless we speak cat, it seems impossible.»



## CHARLOTTE, 23 YEARS

### *Communication Student*

#### **Main learnings**

- She defines domestication as the taming of animals, so that man can have a specific «hold» to educate and pamper them...
- According to her, animals cannot be treated like humans because they have different needs, except for the love to give.
- She does not differentiate between rights, respect, and basic emotions such as attachment, hunger, joy, sadness.
- She wants to adopt an animal from the SPA to «save» it and feel less lonely because she feels too many abandoned animals.
- She has no expectations of the animal she wants to adopt. She

wants to choose it according to its needs and what she can offer it.

- She is aware of most of the needs of the animals, what it takes to adopt, and that the financial cost depends on the animal.
- If she could have contact with animals without owning them, it would be welcome but not with such limited hours as the SPA, for example (9 AM-5 PM)

#### **Quotes**

«Learning to look after an animal has helped me to be more independent and to manage my emotions.»

«For me, you do not own an animal. You love it, you tame it, but it does not belong to you like a house or an object would belong to you.»

«You have to be aware that the animal can be sick for life.»

# EXTREME USER INTERVIEWS



## DANIELLE, 76 YEARS

*Retired, Many Animals*

### Main learnings

- She did not have any animals during her childhood. She was 19 years old when she adopted her first cat.
- According to her, animals are more honest than humans and have an incredible ability to sense things.
- She considers her animals to be people in their own right.
- She finds that animals have solid characters: her cat behaves like a princess while her cat is a real sweetheart.
- To date, she has two cats, a dog, eleven hens (pet hens), and about twenty fish, not to mention all the wild animals she cares for and feeds in her garden (squirrels, hedgehogs, birds...).
- She does not feel the need for any particular aid but thinks it would be good to cover some veterinary costs for those in need.
- She has been caring for a sick dog for 15 years. «You have to love animals to accept to live like this.
- The moments of happiness that she prefers to share with animals are the tactile moments (cuddling, caring...).
- She adapts to her animals and not the other way round: her dog decides on her walks, she puts herself in uncomfortable positions when she has her cat on her lap so that they feel good.
- She would like to see more rights

for animals and be treated more like humans.

- To adopt, she usually turns to the classifieds and closes to poultry for her chickens. Her dog, a York, is from a kennel.
- Having so many animals means many constraints: she has to stay at home. It is a full-time job and a life choice.
- One of his cats, Berlioz, belonged to the neighbors. He was not well in his old home, and he found something in their home that he did not have in his old home. Now he lives in their house.
- Every morning she gives grated cheese to her chickens. She even gives them foot baths from time to time.
- Some associations take care of specific interventions at desirable prices (like the free cat in Toulouse).
- Her advice to future adopters: think a lot before adopting. It involves many sacrifices. It is expensive. You cannot always do what you want once they are home.

### Quotes

- «I have always loved animals. Even as an adult, I bend down to pick up snails and move them so they do not get crushed.»
- «The animal by itself will never hurt you. It will never trick you. It is evil by need.»
- «These are not Christmas presents to be dumped on them at Easter.»
- «I am available for them at any time of the day or night.»



## NICOLE, 82 YEARS

### *Retired, No Animals*

#### **Main learnings**

- She was born in 1939. She grew up on a farm with many animals, all of which had «useful» purposes: feeding, hunting pests, guarding a herd... The mores of the time made her sick of animals.
- In the 1940s, the vet was only for farm animals.
- During the war, times were hard. Useless animals were not kept. They were killed. She had the opportunity to kill kittens as a child.
- Despite this, she was «dying of happiness» for the little rabbits and chicks.
- She cannot say that she loved animals that much in her life, but it was strongly linked to her childhood and her perception of animals.
- «I am sure that animals have strong emotions. You cannot equalize them. They have their feelings, far from ours, even if you can find similarities. You cannot compare them with humans.
- When she moved to the Ariege with her family, she got birds but set them free because they were unhappy. She also had a dog she bought from a farmer, but they put it down because it was too aggressive and bit everyone. Their daughter, who had the room furthest from the standard rooms, fed cats there to keep them in the house.

- As she grew older, she became very attached to cats because of her daughter.
- One positive thing about owning animals, she said, is the love they give.
- She does not want pets because she lives in a small flat. Furthermore, she does not know what she would do with them as she has never adopted a pet independently. It was always a family member who brought them home in her youth.
- According to her, humans should not take an animal to capture boredom. They should take it to make it happy; otherwise, there is no point. Having an animal is a responsibility: you do not just let it loose in the wild anyhow.
- She is in favor of adoption as long as the animal and the owner are both happy. She provided that the «richness of feelings prevails.»
- You must respect your territory. An animal chooses its environment and the members of its house.
- Her daughter's cat mourning in the same place where her companion was killed by a coyote a year earlier.

#### **Quotes**

- «To domesticate is to make an animal happy.»
- «They are the ones who also domesticate people.»
- «I have always been an animal contrarian.»
- «An animal is not a service.»



«In this house, it's the dog that decide !», one of the numerous pet decorations at Danielle's place

# CULTURAL PROBES

*Cultural probes are cultural activities to interview participants more playfully and interactively and collect valuable inputs. They allow you to collect inspiring data about people's lives, values, and thinking in a 'holiday book' atmosphere. It is a valuable tool because the interviewees have more time to fill them in, making them more involved and more willing to give themselves up, thus obtaining emotionally rich testimonies. I decided to use this out! Il to interview pet owners exclusively and collect their experiences. Due to the pandemic and the distance from the people involved in my thesis, I carried out these activities through Miro, a collaborative online tool.*

## 1. Activities

*The cultural evidence consists of 6 main parts divided into several activities. For each of them, an example is given to guide the interviewees.*

**The identity card:** This part allows the participant to introduce himself/herself and his/her protégé. Like an identity card, it includes general information about the owner and the pet, as well as a photo.

**The adoption process:** This part consists of presenting the experience of the adoption process in the form of a user journey, adding details, reactions, and the emotional journey.

**The owner-animal relationship:** This part is divided into two main activities. Firstly, a visual representation of the relationship between the owner and his or her pet using images, drawings, quotes, etc., and then creating a vlog (video

blog) for one day to present the daily life of his or her little protégé.

**A pet in daily life:** In this part, the participant is asked to answer different activities about his pet's needs and daily life in general. They are asked about the amount of time given to their pet each day for different tasks, the positive points of owning a pet, the recurrent mischief of their pet, the surprises that have arisen after adoption, and some points where the owners would have appreciated more help in their journey as owners.

**Human and Animal:** Here, participants are asked to choose behaviors they have experienced with their pet and tell a memorable story about one of these chosen behaviors.

**Tips:** Finally, this section asks for three significant pieces of advice that participants can give to future adopters.

To conclude the activities, I also left a space to share their email address to thank them for their time by preparing a small surprise made by me.

## 2. Participants

«I have become the DIY queen.» - Clara



### A propos de toi

Prénom: Laëtitia  
Âge: 27 ans  
Situation professionnelle: Garde d'enfants  
Ville de résidence: Pau

### A propos de ton compagnon

Prénom: Couillette  
Espèce: Chat  
Sexe: Femelle  
Race (optionnel): Européen  
Âge actuel: 5 ans (en août)  
Âge à l'adoption: Bébé sevré

«She challenge my self-confidence.» - Virginie



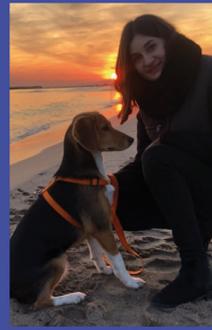
### A propos de toi

Prénom: Vincent  
Âge: 24  
Situation professionnelle: Doctorant  
Ville de résidence: Lille

### A propos de ton compagnon

Prénom: Jeanne  
Espèce: Chat  
Sexe: Femelle  
Race (optionnel):  
Âge actuel: 2 ans  
Âge à l'adoption: 7 mois

«Having an animal helps me to be more responsible.» - Jade



### A propos de toi

Prénom: Clara  
Âge: 23  
Situation professionnelle: Employée  
Ville de résidence: Albi (81)

### A propos de ton compagnon

Prénom: Maze  
Espèce: Chien  
Sexe: F  
Race (optionnel): Beagle  
Âge actuel: 2 ans et 2 mois  
Âge à l'adoption: 3 mois

«She helped me to overcome many things.» - Laetitia



### A propos de toi

Prénom: Virginie  
Âge: 46  
Situation professionnelle: Designer indépendante  
Ville de résidence: Lignerolles

### A propos de ton compagnon

Prénom: Lola  
Espèce: Chienne  
Sexe: F  
Race (optionnel): peut-être Beagle/Jack Russel  
Âge actuel: 9  
Âge à l'adoption: 3 mois



«She is the one that trained me.» - Vincent



### A propos de toi

Prénom: Jade  
Âge: 22 ans  
Situation professionnelle: employée CDI / étudiante  
Ville de résidence: Bordeaux

### A propos de ton compagnon

Prénom: Malo  
Espèce: Chat  
Sexe: Mâle  
Race (optionnel): européen  
Âge actuel: 5 ans  
Âge à l'adoption: 2 mois

1

**Chère Clara,**

Merci de participer à mon projet. Je suis actuellement en train de travailler sur la situation des animaux domestiques en France pour mon mémoire de Master.

Tu trouveras sur ce tableau Miro un ensemble d'activités funs à remplir à propos de ton expérience en tant que propriétaire d'animal de compagnie. Prends le temps qu'il te faut, j'espère que tu apprécieras cette expérience !

Si tu as la moindre question, tu peux me contacter par mail ([chloe.bretnacher@gmail.com](mailto:chloe.bretnacher@gmail.com)) ou par What's App ou Télégramme (+491721484026) pour une réponse plus rapide.

Enjoy :)

2

## Carte d'identité



Remplis ce petit formulaire pour te présenter et présenter tes animaux de compagnie et ajoute une photo de vous deux dans la case prévue à cet effet.

Photo de vous deux

### A propos de toi

Prénom:  
Âge:  
Situation professionnelle:  
Ville de résidence:

### A propos de ton compagnon

Prénom:  
Espèce:  
Sexe:  
Race (optionnel):  
Âge actuel:  
Âge à l'adoption:

#### Pour télécharger des fichiers depuis votre ordinateur:

1. Cliquer sur l'icône  dans la barre d'outils.
2. Sélectionner "mon appareil"/"my device"
3. Tu peux également glisser directement le fichier dans la fenêtre Miro depuis tes documents

# 3

## Le processus d'adoption



- Sélectionne les étapes qui ont fait partie de ton processus d'adoption et place les dans un ordre chronologique sur la frise chronologique. Tu peux ajouter des étapes supplémentaires qui ne sont pas dans la liste.
- Inscris les détails de chaque étape dans la frise chronologique.
- N'hésite pas à utiliser les emojis ou d'autres éléments décoratifs pour rendre ton processus un peu plus visuel !

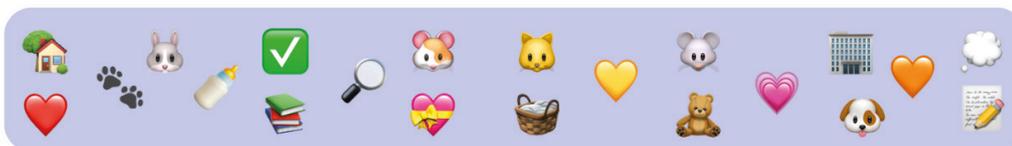
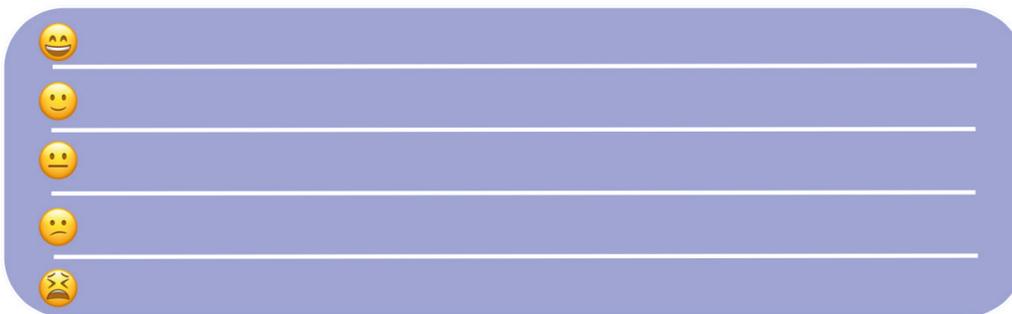
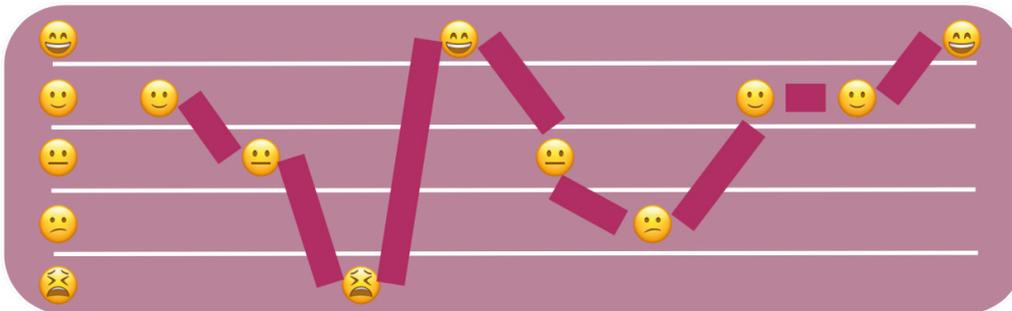


### EXEMPLE

Arrivée à la maison	Etape 2	Etape 2	Etape 3	Etape 4	Etape 5	Etape 6	Etape 7	Etape 8	Etape 9
 De mes rêves, arrivée en voiture à son adresse. On lui a fait faire le tour de la maison.  Il était vraiment adorable au début et il s'est couché pendant plusieurs jours sous le canapé du salon ! Mon expérience	Ecris ici !								
Mon expérience	Mon expérience	Mon expérience	Mon expérience	Mon expérience	Mon expérience	Mon expérience	Mon expérience	Mon expérience	Mon expérience

- Représente les émotions que tu as pu ressentir à chaque étape de ce processus par des emojis et relie-les pour créer ton parcours émotionnel.

### EXEMPLE

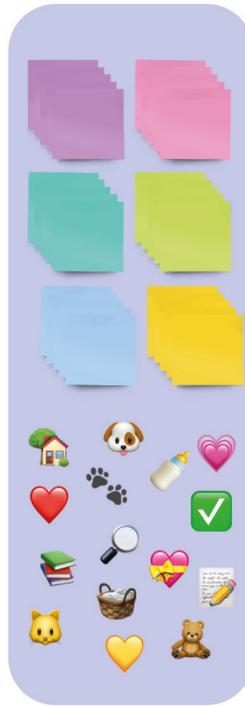


## Votre relation (partie 1)

Représente la relation que tu as avec ton animal de compagnie dans le cadre suivant: tu peux ajouter des photos, tu peux dessiner à l'aide du crayon de la boîte à outil, utiliser des post-its pour noter des phrases que tu penses inspirantes, des métaphores, et ajouter des emojis.



4



5

## Votre relation (partie 2)



Capture des moments que tu passes avec ton animal de compagnie pendant toute une journée (environ une dizaine de vidéos ou plus) et places dans la timeline dans leur ordre chronologique pour créer un court blog vidéo (VLOG) documentant ta relation avec ton petit compagnon. Tu peux ensuite lui donner un titre, soit en te basant sur un moment clé de cette journée, ou quelque chose de complètement différent, soit créatif !

**Titre:**


# Avoir un animal au quotidien



• Quelles sont les tâches quotidiennes pour t'occuper de ton animal (besoins physiologiques, hygiène, éducation, socialisation...) et combien de temps accordes-tu par jour à chacune d'entre elles ? Inscris le nom de ces tâches et coloris le temps nécessaire sur les horloges à l'aide du pinceau de la boîte à outil (cliquer sur Pinceau ou P et choisir l'option "dessin intelligent").

EXEMPLE

• Quels sont pour toi les trois choses les plus positives dans la possession d'un animal de compagnie et pourquoi ?

• Parmi ces "bêtises", choisis lesquelles sont les plus récurrentes chez ton animal de compagnie, et explique comment tu y fais face.

Faire leur besoins un peu partout	Vomissements	Objets ou meubles détruits	Fugues	Cadavres de proies	Grossesses accidentelles
Les odeurs	Les poils	Les allergies	Griffures, Morsures	Comportement agressif avec d'autres animaux domestiques	...

Comment j'y fais face

• Quelles sont les choses que tu n'avais pas planifié avant d'adopter ton compagnon et qui t'ont le plus surpris(e) par la suite ?

• Sélectionne les situations où tu estimes avoir le plus besoin d'aide dans ton périple de propriétaire d'animal de compagnie aujourd'hui ou où tu aurais aimé être davantage guidé par le passé, et explique pourquoi.

Les renseignements sur l'animal (espèce, race, âge, etc.)	Les renseignements sur l'endroit où adopter	La préparation de l'arrivée de ton futur animal	Les renseignements sur les tâches quotidiennes pour s'occuper de ton animal	L'éducation de ton animal	Le financement (renseignements sur les coûts, ou aides financières (santé par exemple))
Les renseignements sur les contraintes liées à l'espèce et la race	La garde de ton animal lors de tes déplacements	Une liste d'étapes clés à compléter pour ton adoption	...	...	...

SITUATION 1

Pourquoi ?

SITUATION 2

Pourquoi ?

SITUATION 3

Pourquoi ?



# 7

## L'humain et l'animal



- Parmi ces comportements que l'on attribue généralement à l'humain, entoure ceux que tu penses également présents chez ton animal de compagnie d'après ton expérience.
- Choisis un de ces comportements parmi ta première sélection et raconte une anecdote que tu as vécu et qui t'as particulièrement surpris(e)/marqué(e) à ce sujet.



Les émotions primaires (joie, surprise, colère, peur, tristesse, dégoût)



Les émotions secondaires (attachement, gratitude, jalousie, dévotion, culpabilité)



Le rire



Le rêve



Les maladies psychiatriques



Une communication complexe (vocabulaire, syntaxe, sémantique, conscience...)



Une forme d'intelligence poussée (mémoriser, planifier, utiliser des outils, utiliser des concepts abstraits, arithmétique, conscience de ses connaissances...)



Une personnalité (tempérament, caractère)



Une culture (tradition, goût pour l'esthétique, sexualité...)

### Mon anecdote



## Conseils

Ecris trois conseils que tu penses les plus importants à donner (basés sur ton expérience) à quelqu'un qui souhaite adopter pour la première fois, basés sur tes expériences et les choses que tu aurais aimé savoir avant d'adopter ton propre compagnon.



CONSEIL N°1



CONSEIL N°2



CONSEIL N°3

# 9

## Merci !

Merci d'avoir pris le temps de remplir ces activités ! J'aimerais t'envoyer un petit quelque chose pour te remercier si tu le souhaites. Pour cela, j'ai seulement besoin de ton adresse email (tu peux également m'envoyer un message par mail si tu ne souhaites pas inscrire le tien dans ce document).

e-mail

# 1. Learnings

- There is a long waiting list for dogs in shelters because people are very reactive, and many requests are for an animal. This creates stressful situations while waiting for the association to respond.
- Most of the participants adopted from the SPA or a shelter to save an animal without a family.
- Some took a long time deciding to adopt, have a suitable environment, and others adopted on a whim.
- When adopting, one participant confided that he had not chosen his cat but that it would be the opposite.
- Several of them were used to having animals as children.
- Animals are emotional sponges and absorb all the good and bad feelings of their owners and act accordingly.
- Having a pet is a daily learning experience for most of them. A reconnection with nature helps them to be more patient and caring. However, most of all, it is becoming a family.
- One of the participants tries to stay calm on bad days because she remembers that she chose this situation.
- Hunting dogs are very different from sheepdogs. One of the participants is even obliged to tie up her dog when they go for a walk because her hunting instinct makes her run away.
- The participants spend between 2 and 5 hours a day looking after their animals and cuddling them.
- One participant walks his cat daily.
- In general, their animals get into mischief when something goes wrong or a significant change in their environment and do much less when they have the attention they need.
- One of the participants had problems with her partner's ideas on how to raise their pet.
- Some participants felt that they needed educational support but also to deal with stress and excitement.
- Education from an early age helps to avoid complications later on.
- Post-adoption surprises include the cost of neutering and other veterinary fees, travel problems, the length of training, and finding a suitable home.
- Keeping pets on holiday can be a real problem, especially after a year of cohabiting and living together daily. Leaving can be unacceptable to the pets. One of the participants is even planning to move abroad, and it will be a real ordeal to bring her cat with her.
- Advice for adopters: think carefully, learn to socialize your pet, confront it with stressful situations when young to anticipate, and draw up a table of overall expenses and possible minor accidents before getting the animal. Have savings in case of major incidents. Realize that having a pet is above all for the well-being of another being before your own. Do not get a pet on a whim, be financially stable, have time to spare, learn about education, prepare for adoption and be aware of responsibilities. Find out about the origins and character traits of your future pet's family or the families that gave birth to it.

# SOCIAL NETWORKS

*Throughout my research phase, I used social networks to gather different insights and see what topics were being discussed for animal protection. In addition to following many pages on the subject (influencers, journalists, associations), I also decided to create my account on Instagram to denounce the overly aesthetic aspect of this network and educate people more about the reality of this everyday life with a pet.*

## OUR PETS ARE JERKS

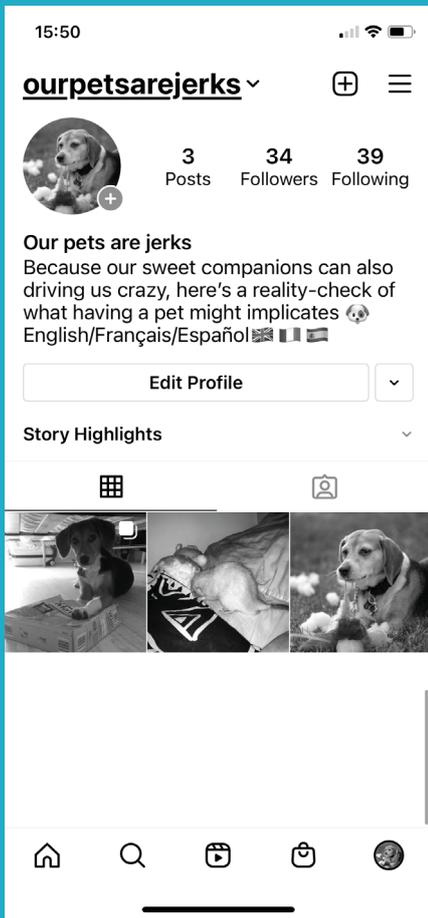
«Our pets are jerks» is the name of the account in May 2021 to denounce the «perfect» aesthetics of Instagram and those influencers. They only share positive content about their lives and their pets to the point of instilling an unreal and distorted image of reality to their followers. The objective of this page is to share photos of animals sent by its community that show a less illusory image of the daily life of pet owners: nonsense, vet notes, deaths, and other difficult moments. In addition to sharing photos, I also take the opportunity to share messages, information and educate people. The texts are all in French and English to reach more people and have more impact. At the moment, the page has three posts and 35 followers.

I instinctively created this page at the beginning of my research after exchanging it with one of my supervisors, even before I got more involved in my theoretical research. Nevertheless, I already had the feeling that some people might adopt animals because their favorite influencer posted adorable pictures of their dog or cat without really thinking about it. Many people buy products of all kinds for the same

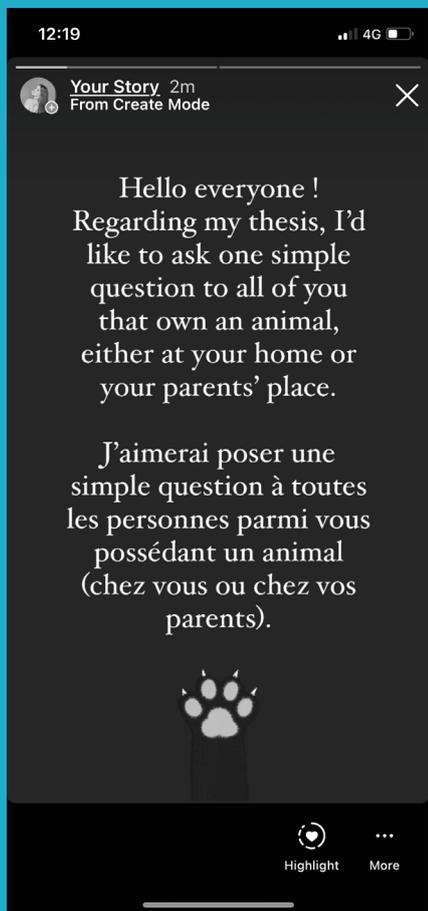
reasons, and I did not see why it would be any different for animals. It was during my interviews and investigation that I realized that this was true.

## SURVEY

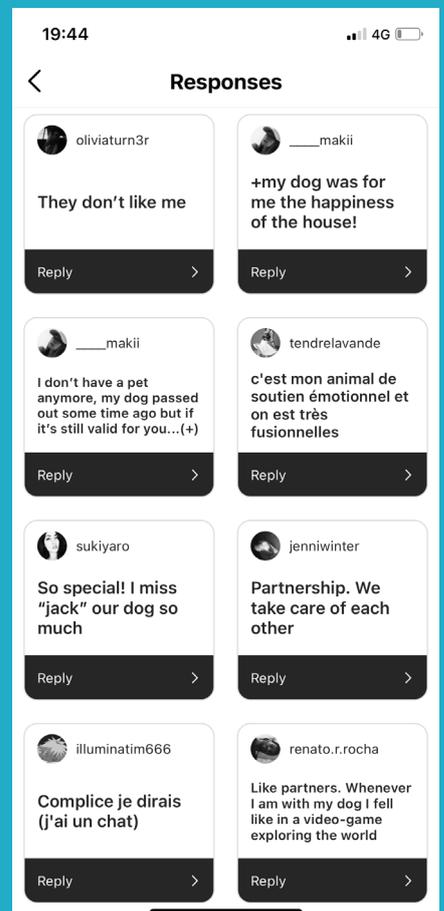
As my thesis subject is French, I focused most of my research on this population. However, I thought that it would be interesting to obtain testimonies from a more significant number of people. Having friends from all over the world, I used my personal Instagram account to ask my followers how to describe their relationship with their pets in French and English. I got many responses, but most were unanimous: for them, their pet is a family member in its own right. They consider it to be the sunshine or happiness of the house, their partner in crime, their accomplice, their confidant, and even a symbol of union in their family. Sometimes even an example to follow because they teach humans cannot teach like freedom and way of communicating.. Some even describe their relationship as a video game where they explore the world or confide in them about the possibility of falling back into childhood when they share moments with their pets.

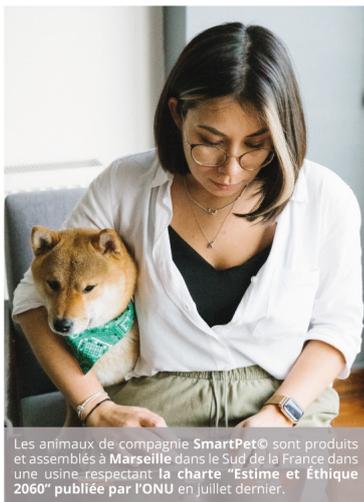


Instagram account «Our pets are jerks»



Survey made in Instagram story feature





Les animaux de compagnie SmartPet© sont produits et assemblés à Marseille dans le Sud de la France dans une usine respectant la charte "Estime et Éthique 2060" publiée par l'ONU en juillet dernier.

## PARIS VÈME

## Plus vrais que nature !

**SmartPet©.** C'est le projet d'**Elodie Boujon**, parisienne de 32 ans. Ses animaux de compagnie plus vrais que nature seront accessibles au public dès la semaine prochaine.

French Version

"L'être humain a toujours recherché la compagnie d'un animal fidèle. Cependant, au regard de nos exigences actuelles, il est de plus en plus difficile de trouver chaussure à son pied parmi les Bionimaux (rf: espèces non-humaines issues de la nature, et capable de se reproduire entre elles sans intervention humaine). Je me suis donc posée la question suivante: Comment créer le parfait compagnon qui saura répondre à nos besoins ? C'est ainsi que SmartPet© est né.", explique Elodie Boujon. Son projet ? Un animal de compagnie plus vrai que nature.

Ingénieure aéronautique de formation, elle a travaillé dans ce secteur pour de grandes entreprises comme Airbus et SpaceX pendant quelques années avant de se lancer dans ce projet complètement déluré.

Le premier-né de SmartPet©, c'est Kitsune, le CyberShiba: de ses 38 centimètres de haut et ses 7 kilogrammes de squelette en aluminium et de fourrure biologique, il a toutes les caractéristiques d'un véritable bionimal, les contraintes en moins. "Il n'a pas besoin d'être nourri, ce qui permet de se décharger de la sortie quotidienne pour qu'il fasse ses besoins. Mais attention ! Pour les personnes qui souhaiteraient une expérience plus réaliste, il est possible d'ajouter une application pour que ce dernier s'alimente de fausses croquettes et produise des excréments artificiels." Quant à ceux qui sont réticents au premier abord par crainte d'un comportement trop postiche, qu'ils soient rassurés: "Les nouvelles technologies dans le domaine de l'intelligence artificielle permettent des progrès fantastiques concernant la conscience numérique... Grâce à cette dernière, Kitsune a tout d'un vrai chien: il jappe, il aboie, il remue la queue lorsqu'il est heureux..."

Mais la véracité de ses émotions et sa ressemblance frappante avec les bionimaux ne sont pas les seuls points révolutionnaires chez SmartPet©. Elodie focalise également une grande partie de son attention sur la domestication de son prototype. "Il est difficilement imaginable qu'en 2053, on puisse encore être en contact avec des espèces qui ne nous obéissent pas au doigt et à l'œil. Avec mon produit, finis les problèmes

d'éducation, il ne résiste à aucune exigence venant de ses maîtres ! Kitsune a un comportement exem plaire: pas de morsure, d'objets détruits, d'aboiements intempestifs et de grognements... bref, le strict minimum que l'on peut exiger lorsque l'on adopte un animal de compagnie, biologique ou non !"

Un autre point central du Cyborg saura convaincre les dernières personnes réticentes au projet. En effet, Elodie n'omet aucun détail et a ajouté une fonction très avant-gardiste à son toutou. "Lors de mes recherches, un problème a été mis en avant à plusieurs reprises: celui du départ en vacances. Quoi de plus contraignant et éprouvant que de devoir trouver un gardien pour son animal lorsqu'on s'en va afin de s'en occuper en notre absence ? De plus, (erreur?) les Bionimaux, souvent mal élevés et trop dépendants de leurs émotions, se vengent souvent de cet abandon temporaire en détruisant la maison. Avec SmartPet©, vous pouvez dormir sur vos deux oreilles: en utilisant le mode "Vacances Tranquilles", il se comportera comme une perle et entretiendra votre chez-vous lors de vos départs: nettoyage des sols, poussière, arrosage des plantes... et si un intrus s'infiltrait chez vous, il sera bien reçu, soyez-en rassuré". Une fois de plus, son invention prouve qu'elle a décidément tout pour plaire !

Cernant le financement de son projet, Elodie est soutenue par le Ministère de l'Hygiène des Espaces Naturels qui voit en SmartPet© un projet précurseur et innovant. En échange d'un capital de départ plutôt conséquent pour se lancer, la jeune femme s'engage à reverser une partie de ses bénéfices au service des Contrôles des Organismes Non-humains (structure chargée de réguler la population des bionimaux sauvages afin de maintenir leur moyenne à 0.5 individus par hectare dans les campagnes et les villes françaises).

SmartPet© démarre donc sur les chapeaux de roue et devrait être accessible dans la plupart des grandes chaînes de supermarchés locales comme Carrefour, H&M ou encore Alibaba. ■

C.B.

## Un projet né d'une expérience difficile

Il y a cinq ans, alors qu'elle sortait d'une rupture compliquée, Elodie prit la décision d'adopter un animal de compagnie pour l'aider à traverser cette épreuve. Amoureuse des Huskys, elle acheta Pipou dans son supermarché local. "J'ai tout de suite craqué quand je l'ai vu dans le rayon adoption... Ca a été une question de secondes avant que je passe à la caisse et que je le ramène à la maison !" Mais malgré son enthousiasme sous-jacent, après plusieurs jours, la cohabitation a tourné au cauchemar. "Il me réclamait de la nourriture tous les jours et ne supportait pas la vie dans ma chambre de bonne du cinquième. Il a commencé à détruire mes meubles et à développer un comportement très agressif. Et je vous passe les détails sur les déjections..." C'est donc à contre-cœur qu'Elodie décida d'amener Pipou chez l'exterminateur après une semaine plus que éprouvante physiquement et mentalement. En partageant cette expérience avec son entourage, elle s'est rapidement rendue compte que beaucoup de gens avaient traversé une période difficile relative au bionimaux. C'est donc grâce à ce vécu que naissait SmartPet© cinq ans plus tard.



Kitsune le Shiba, premier-né de SmartPet©

C.B.



SmartPet© are produced and assembled in Marseille, France, in a factory that respects the "Esteem and Ethics 2060" charter published by the UN last July.

## PARIS, FRANCE

## More real than nature !

**SmartPet©.** This is Elodie Boujon's project. Her **pets**, more real than nature, will be available to the public **next week**.

"Human beings have always sought the company of a faithful animal. However, given our current expectations, finding a suitable pet among Bionimals (rf: non-human species originating from nature and reproducing between them without human intervention) is increasingly difficult. So I asked myself the following question: How could we possibly create the perfect companion that will meet our needs in terms of freedom and minimum time-consuming? This is how SmartPet© was born," explains Elodie Boujon. Her project? A pet more real than nature.

Trained as an aeronautical engineer, she worked in this sector for large companies such as Airbus and SpaceX for a few years before launching this unique project.

SmartPet© firstborn is Kitsune - the CyberShiba. Standing at 38 centimeters tall and weighing 7 kilograms, Kitsune comprises an aluminum skeleton and biological fur. He has all the characteristics of a true 'bionimal,' minus the constraints. "He does not need to be fed, which allows getting rid of the daily walk with him to do his business. But don't worry! For people who would like a more realistic experience, it is also possible to add an application so that he feeds himself fake kibble and produces artificial excrement." For those reluctant at first for fear of too much posh behavior, let them be reassured: "New technologies in the field of artificial intelligence have allowed fantastic progress regarding digital consciousness... Thanks to the latter, Kitsune has everything of a real dog: he yaps, he barks, he wags his tail when he is happy..."

But the veracity of his emotions and his striking resemblance to Bionimals are not the only revolutionary points about SmartPet©. During the development of her project, Elodie also focused much of her attention on the domestication of her prototype. "It is difficult to imagine that in 2053, we can still be in contact with species that do not obey us at all. With my product, there are no more problems with obedience

training; it does not resist any demands from its owners! Kitsune has exemplary behavior: no biting, no destroyed objects, no untimely barking, and growling... in short, the bare minimum that one can demand when adopting a pet, biological or not!"

Another central point of Cyborg will convince the last reluctant people to the project. Indeed, Elodie left no stone unturned and added a very avant-garde function to her pooch. "During my research, a problem was brought to the forefront several times: that of going on vacation. What could be more constraining and trying than having to find a guardian for your pet when you go away to take care of it in your absence? Moreover, the Bionimals, often ill-bred and too dependent on their emotions, often take revenge for this temporary abandonment by destroying the house. With SmartPet©, you can rest easy: by using the Quiet Vacation © mode, it will behave like a pearl and will take care of your home when you leave: cleaning the floors, dusting, watering the plants... and if an intruder infiltrates your home, he will be well received, rest assured !" Once again, her invention proves that it has everything to please!

Concerning the financing of her project, Elodie is supported by the Ministry of Hygiene of Natural Spaces, which sees in SmartPet© an innovative project. In exchange for a rather substantial amount of capital, the young woman has committed to donating part of her profits to the Non-Human Organisms Control Department (an organization in charge of regulating the population of wild Bionimals in order to maintain their average at 0.5 individuals per hectare in the French countryside and cities).

SmartPet© is, therefore, off to a great start and should be available in most major local supermarket chains such as Carrefour, H&M, or Alibaba. ■

C.B.

## A project born from a challenging experience

Five years ago, after a complicated breakup, Elodie decided to adopt a pet to help her get through this ordeal. In love with Huskies, she bought Pipou in her local supermarket. "I immediately fell in love with him when I saw him in the adoption department... It was a matter of seconds before I went to the checkout and took him home! "But despite the Husky's underlying enthusiasm, after several days, the cohabitation turned into a nightmare. "He demanded food from me every day and couldn't stand living in my fifth-floor maid's room. He started to destroy my furniture and to develop very aggressive behavior. And I'll skip the details about the droppings..." This led Elodie to bring Pipou to the exterminator after a week more than trying physically and mentally. By sharing this experience with those around her, she quickly realized that many people had gone through a difficult period related to bionimals. It is thanks to this experience that SmartPet© was born five years later.



Kitsune the Shiba, firstborn of SmartPet©

C.B.

English Version

86-RESEARCH

# SPECULATIVE DESIGN

*Having favored rather conventional research tools for a strategic designer so far, I also wanted to choose a unique one. I have therefore selected Speculative Design, a design practice that involves exploring the implications of future developments on current issues. These futures can be probable futures and much more fantastical and provocative futures to denounce a present situation and shock its audience.*

I decided to write an article straight out of a newspaper in 2053, presenting the latest pet novelty: SmartPet. This robot dog represents the ideal of many people today who complain about the many constraints involved in adopting a pet. In this entirely unreal alternative

reality, flesh-and-blood animals disappear from the globe in favor of this larger-than-life dog that obeys its master with a finger and an eye and even cleans up when the latter is away. Here, humans are placed as victims of the animals, suffering unjustly from their bad behavior.

Social networks are a great tool to get people to speak out on a subject. So I created this article in English and French and shared it on some of my accounts to provoke reactions from readers and maybe get new insights.

Despite many views (more than 300 people on LinkedIn), I did not get much feedback on these articles, proof that the subject can be annoying and that users prefer to stay within the political correctness and not express themselves publicly.

# IMMERSIVE DOCUMENTARY

Not being able to go to France in person for my thesis, but wanting to obtain valuable information about an animal protection association such as the SPA, I found a program where a journalist, Alexandra Alévêque, infiltrates different places in order to live an immersive experience rich in emotion and discovery. One of these programs takes place at the SPA in Plaisir in the Paris suburbs. For 21 days, she works with the other shelter employees and questions them about the ins and outs of the job. Furthermore, she does not escape any of the tasks: cleaning the boxes, preparing meals, walking, secretarial work. She experiences the daily life of her colleagues day after day and learns more about their history and the trials they go through. She concludes the show by saying, «I know a little more about humans with this dive into the animals.

So here are the most important things I learned from this documentary:

- Each animal that arrives at the SPA is immediately sterilized and vaccinated by the shelter's vets.
- Upon adoption, the new owners pay for the care of their animal while it is at the shelter. The average cost of

adoption for dogs is €150.

- If an owner goes to the SPA to surrender their animal, they must pay a 120€ check. This is the only legal way to give up your pet.

- The SPA lives only on donations and subsidies.

- Forty thousand animals per year pass through the SPA. Their stay at the shelter is 42 days on average.

- Potential adopters can visit the SPA every weekend. On Sundays, a volunteer day is even organized: more than thirty volunteers walk the animals in the shelter.

- During the visit of potential adopters, one of the SPA employees plays the «matchmaker.» He aims to get to know the future adopters and suggest the animal that will suit them best. This is a vital role because if you miss a casting, you run the risk of being abandoned again.

- Most of the animals at the SPA come from the pound. After eight working days, it gives up some of the animals it has collected to the shelter. Animals that are not accepted by the SPA for various reasons are euthanized. The SPA's vets also euthanize animals with serious illnesses or highly aggressive behavior.





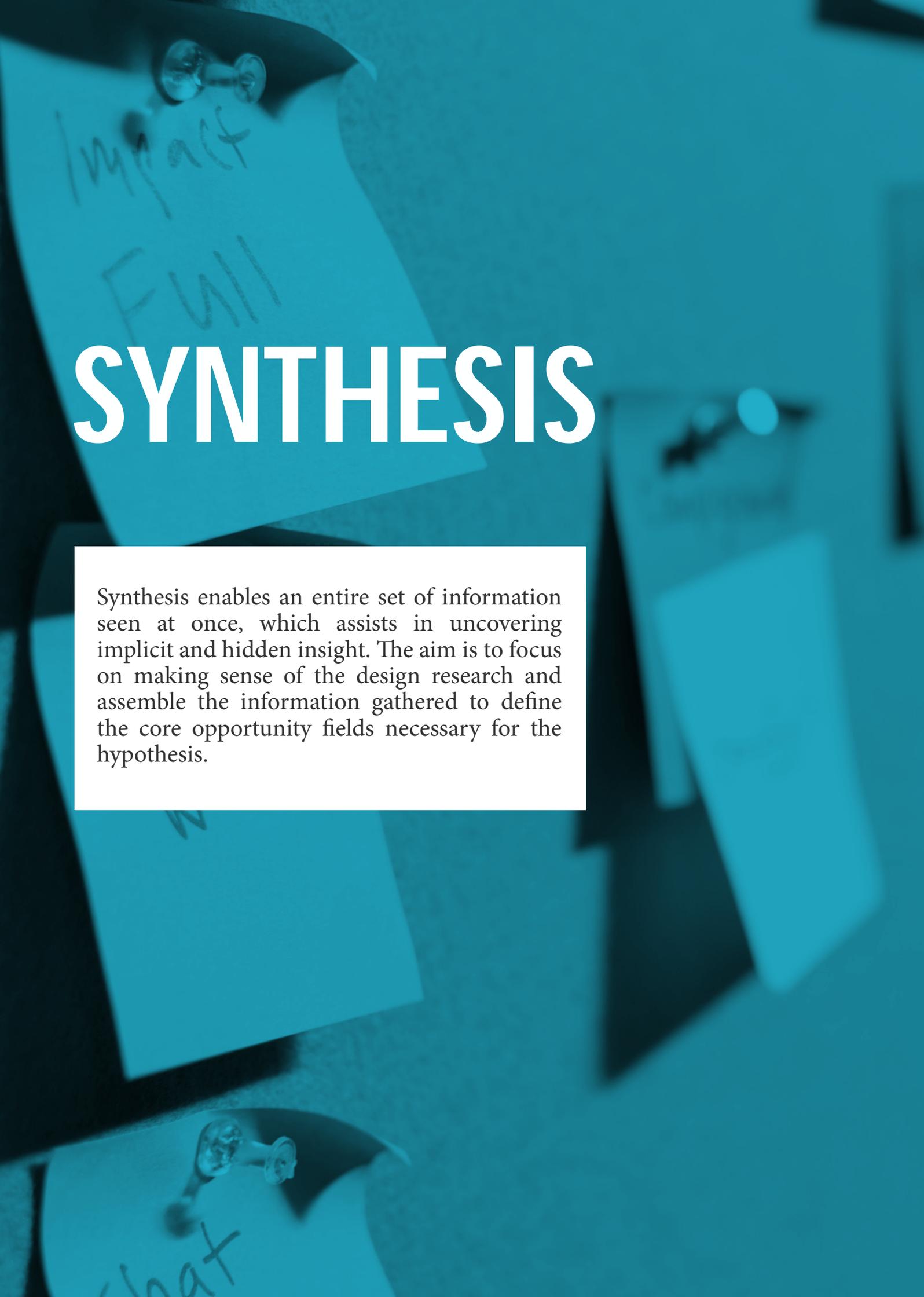
*The Veterinarian of the SPA is taking care of a cat with cat HIV.*



*Alexandra learning how to feed the animals of the shelter.*



*Two dog owners abandonning their dog at the welcome desk.*



# SYNTHESIS

Synthesis enables an entire set of information seen at once, which assists in uncovering implicit and hidden insight. The aim is to focus on making sense of the design research and assemble the information gathered to define the core opportunity fields necessary for the hypothesis.



# INSIGHT CLUSTERING

*It's now time to gather and evaluate all the insights of the research.*

*To begin to analyze all the research parts, it is essential to start by identifying solid insights.*

I narrowed down the research topics into smaller fragments for improved understanding.

There are 13 of them: adoption structures, animal identification, the French relationship with animals, the owner/animal relationship, responsibilities, animal behavior, education, matching, health, reasons for adoption, adoption framework, scams, and trafficking and jurisdiction. In order to make all information more precise and

informative, I listed vital findings and relevant quotes from the interview, desk research data, survey, social networks, and insightful cultural probes answers from participants.

I starred in the most critical insights that surprised me, made me curious, and falsified my earlier assumptions. Since my research materials cross multiple topics and fields, it is crucial to select potential themes by evaluating grouped learnings to identify opportunity fields. The criteria for selecting potential themes are based on the framed challenge elaborated at the beginning of my Master's thesis.

## Reasons for adoption

Advice for adopters: To think a lot beforehand. It implies a lot of sacrifices, that it is expensive. That they are there and that you can't always do what you want.

Above all, a human should not take an animal to capture boredom, it should be taken to make it happy, otherwise there is no point.

Marketing does have an influence on the adoption of animals.

Many people have adopted on a whim

Bad reasons for adopting: fashion, because it fills the void and keeps the children busy, getting an animal without necessarily thinking about it just for the children or because everyone has a dog or a cat

The reasons that lead to abandonment: love at first sight, haste, pressure from a relative, animal that doesn't fit in with its owner, size, animals that are too exotic

"People should stop seeing the aesthetics and focus much more on the needs."

Not very excited at first but happy afterwards (pressure from someone close?)

## Education

Have felt the need for educational support

Difference of opinion with spouse on education

What people don't realise: The cost of care, especially when it's their first. And the fact that this care can occur very early in the animal's life. There are also some mismatches between the animals chosen and the owners' lifestyles

Help: Managing moments of stress and excitement.

In need of help, she says she was able to find the above information on the internet

Surprised by the length of the learning process (a real day job)

Help: Education

Education from an early age helps to avoid complications later on.

## Matching

The mistake of many associations is not to focus enough on the needs of the dog at the primitive level, i.e. at the breed level

When adopting a dog, there are two things: the needs of the species and the breed.

Choosing the wrong pet can lead to behavioural problems

There are the characteristics and then there is the educational side, for example agreements with cats and dogs, sitting, pulling on a leash, it's education, it's not in the genes.

"I think there is real work to be done in awakening people in the sense that people really need to realise what they can and cannot welcome."

Abandonments related to the choice of breed and the problem of complementarity but also size and lack of knowledge.

Marieuse at the SPA: here to form the right dog/adopter couple. If you miss this casting, you run the risk of being abandoned again.

Forced to tie up her dog when they go for a walk because her hunting instinct leads her to run away, despite living in the countryside

Find out about the origins and character traits of the family or families that gave birth to him. A hunting dog is very different from a shore dog...

### Legende

Opportunity Field Social Networks Survey  
Desk Research Interview Cultural Probes

## Animals in politics

### Identification

Identification: tattoo (painful and unreliable) and microchip (100% reliable and painless but not very visible and only visible through the reader).

Identification: count between 50 and 100 euros.

Aspect of the most important new laws in general: The increase of the penalty and animals in circuses

Animals are not an independent branch of law, they are dispersed in several codes

In March 2018, Editions Lexis Nexis published the first exclusive Code de l'animal. More than 1,000 pages written by a team of animal law specialists and the Fondation 30 millions d'amis bring together all the legislation in force concerning animals.

Penalty: most think it is less than €10,000 and 6 months in prison

There has been a universal declaration of animal rights since 1977

To defend animals, they build a real communication strategy by focusing on achievable and concrete goals and especially a victory!

## Relationship Owner/Pet

Adapts to her animals and not the other way around (dog who decides to go for a walk, puts herself in uncomfortable positions when she has her cat on her lap so that they feel good...)

"You can't lie to animals. They see you as you really are."

Challenge her self-confidence

"They are the ones who also domesticate people".

"For me, you don't own an animal, you love it, you tame it, but it doesn't belong to you like a house or an object would belong to you."

Adoption = Becoming a family

You have to know how to listen to the signs they show you, how to listen to their body language, their way of doing things and living, they speak in their own way and I find that they have an interesting language to teach us and by working with them, you also learn a lot about yourself and you evolve.

"To domesticate is to make an animal happy"

Reconnecting with nature

Everyone does what they want to do and no master-animal relationship is better than another, we all live things in our own way with the character and emotions that we can bring and that we have in us.

Animal = family member (42/45)

They are truly amazing companions, just like a human friend, who are extremely grateful for those I have

## Supervision of adoption

There is a permit in Switzerland and Belgium that works differently; France is looking into the blue issue to apply it in France.

investigate future owners to find out if they are violent and how they behave with animals, what they may say about animals

The SPA has a unit that deals with jurisdiction (studies and prosecutions for abuse and abandonment)

The vast majority felt that there should be more control over the adoption process.

Adoption: I think there should indeed be regulation, maybe not a licence but at least a mini-training even if only for two hours, why not followed by a test, or a commitment to apply this advice.

## Responsibilities



## Animal behaviour



### Legende

Opportunity Field	Social Networks	Survey
Desk Research	Interview	Cultural Probes

# Health

If there was a mutual insurance for animals: Vet aid = a more advanced technical platform, fresh technologies and therefore "better quality" care, possible reductions in the cost of procedures or products. Owner's aid = better health care for the animals with regular care, high quality food, all for everyone.

There are associations that take care of certain interventions at very interesting prices (le chat libre in Toulouse)

Suicide among veterinarians: well known! Almost everyone knows a veterinarian who has taken his or her own life. Difficult working conditions, long days and nights, very strong emotional situations, fewer and fewer vets, so mass exhaustion and burn out.

# French & Animals

People want more rights for animals etc., but as soon as you get too close to them, they take a step backwards.

Adopters : There is no typical adopter profile. They are all different.

Yes, I think there is a distinction between humans and animals. Just as there is one between humans, or between animals. Only, for me, distinction does not necessarily mean scale. Being different does not mean being 'superior' or 'inferior'.

People are aware that animals have emotions and personality. However, they do not attribute to their laughter, culture or a complex form of communication

Most abandonments take place during the holidays. Other reasons: divorces, removals

In many of them, they were used to having animal children

Half of all abandoned animals have been abused before

# Adoption Structures

Most associations create profiles for their animals which they share on the internet and social networks.

Common in associations: trial period before final adoption.

Stress when validating the owner and waiting for the association's response

Place number one: surroundings. For the current owners: rather small ads and breeders, little SPA and even less association. For the former owners, SPA and in second place.

The animals available in this kind of structure are mostly vaccinated, chipped and sterilized and are available at a very affordable price.

At the SPA and in the associations, there is a post-adoption follow-up

Waiting list for dogs in shelter, people are very responsive

People who have never had animals and do not want them think that the pet shop is an acceptable place for animals as opposed to people who have animals.

People would be prepared not to adopt if there were facilities where they could have contact with the animals on a regular basis.

Most important need for association: volunteers.

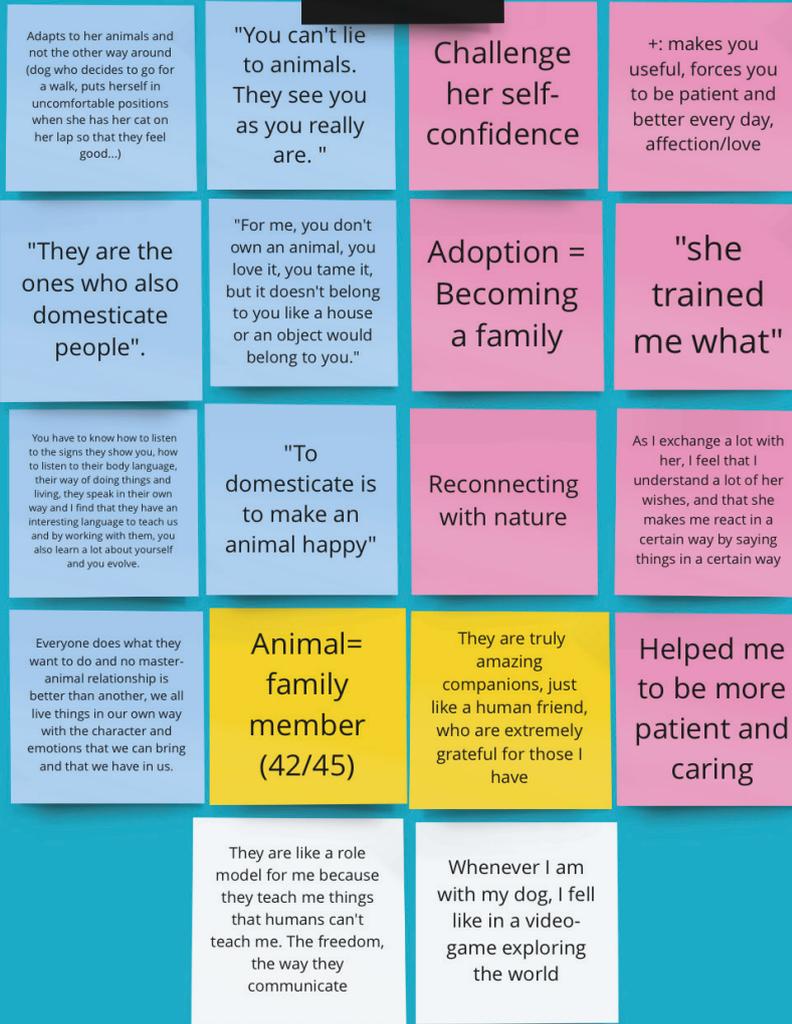
We are against the trade in animals, they are not objects!

People usually adopt around their homes.

We ask for regular updates on the death of adopted rats, as well as the cause of death, the character of the rat with humans and other rats, and any health concerns throughout its life. This information is very important to us.

We decide to turn to the SPA to save an animal without a family

## Relationship Owner/Pet



## Scams and Traffic



### Legende

Opportunity Field	Social Networks	Survey
Desk Research	Interview	Cultural Probes

# OPPORTUNITY FIELDS

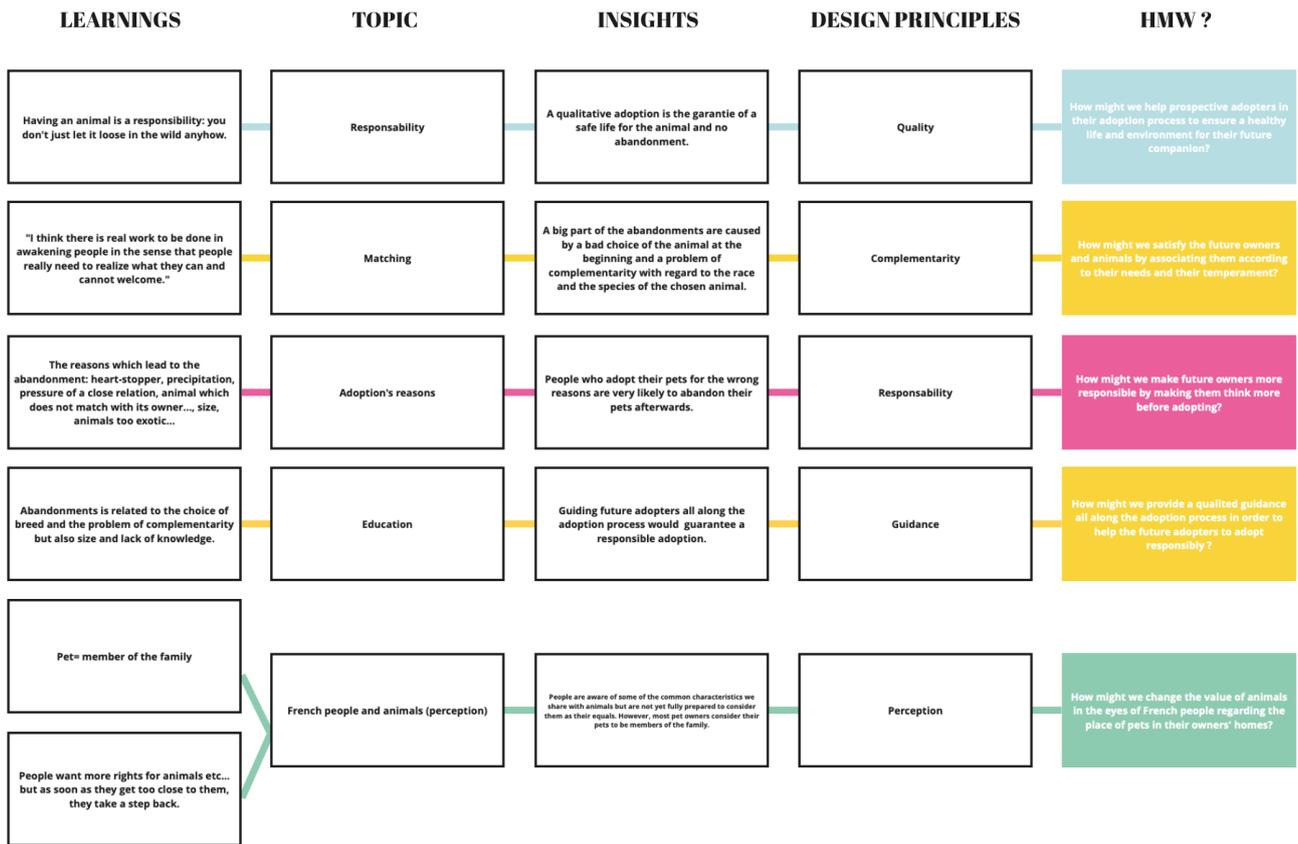
*Frame the result of the research to better understand the problem.*

*Once I clustered my insights and indented the most exciting findings.*

I came with a two-axis matrix to evaluate the ones that were the most related to my problem. One branch is concerning the adoption process, and the other one is the pet's security. I could then eliminate some of the 13 groups of insight I made to focus on only 7: the framework and reasons for adoption, adoption structures, responsibilities, animal behavior, education, and matching.

Because I could not work with all those different groups, I clustered the insights of those groups into four big topics that would be my final opportunity fields and the focus for the following phase: Responsibility, Education, Complementarity, and Perception. Those four fields would then be analyzed with strategic design frameworks to understand uncovered needs and patterns.

Nevertheless, in order to start working with frameworks, I need to create new relevant How-might-we questions from my main findings to get there. To do so, I selected some of the most critical learnings from the different opportunity fields, and I developed them into more substantial insights, design principles, and, finally, HMW questions. I came up with ten different ones, and I selected four, one per opportunity field, to illustrate them to better understand the problem that needs to be solved during the ideation phase.



*Learnings to How Might We Questions*

# 1.

## Compatibility

To illustrate my findings on compatibility, I decided to make a process map. During my research, I noticed that the compatibility between a master and his pet was the critical point of a lasting relationship. The compatibility factors between humans and pets are species, breed, personality, lifestyle, experience, and cost/budget.

If these criteria are complementary, they can positively influence the relationship between these two entities and create a climate of harmony defined by the fulfillment of the Master and the animal, mutual emotional support, and a loving relationship. If there is harmony, the adoption is booming, and the risk of abandonment is shallow.

On the contrary, if some of these criteria are not complementary between the owner and the animal, this will lead to a climate of tension, including stress, aggression between the two entities, and disappointment. This climate of tension will lead to failure, increasing the risk of abandonment and abuse.

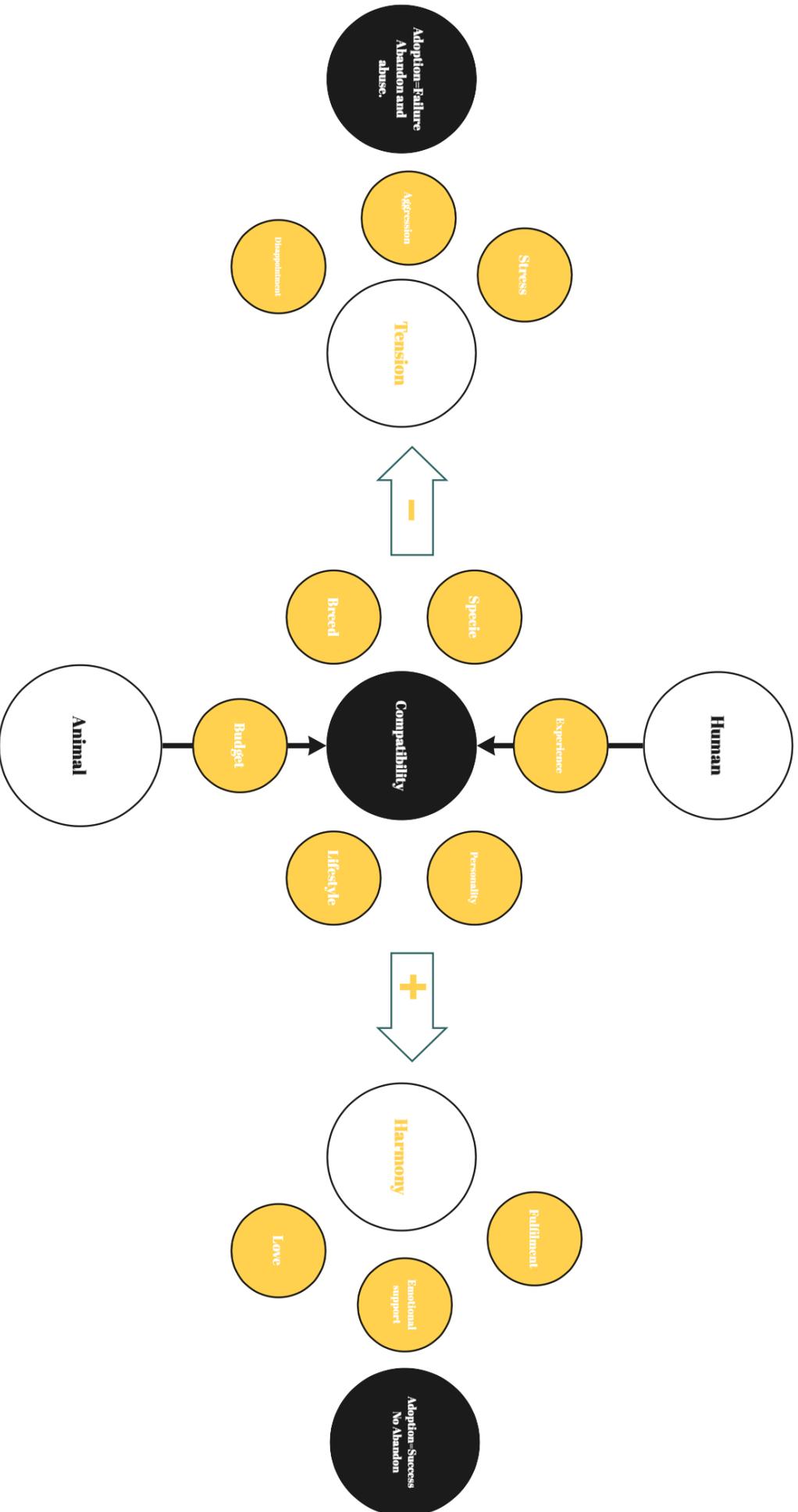
"I think there is real work to be done in awakening people in the sense that people really need to realize what they can and cannot welcome."

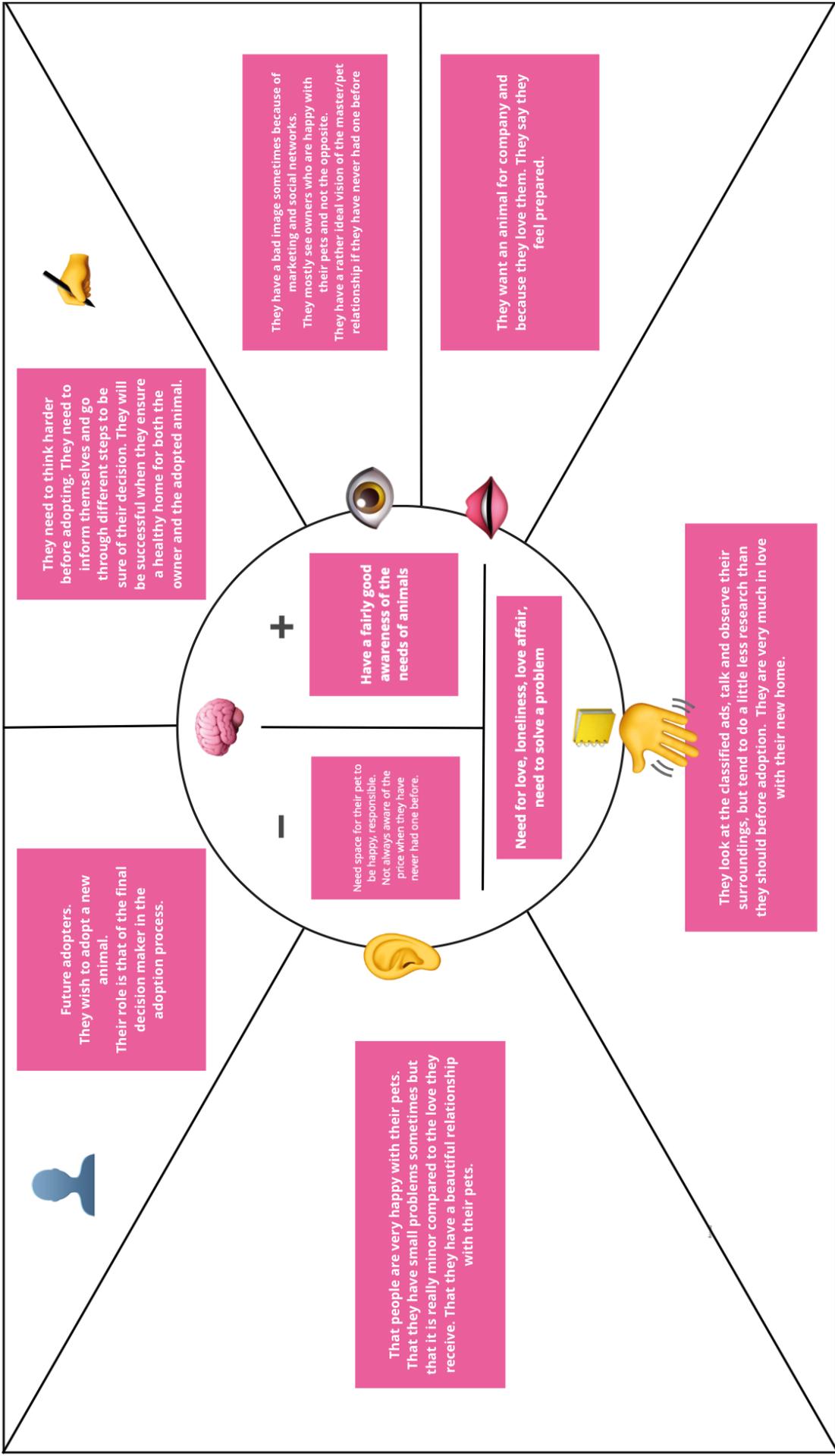
Matching

A big part of the abandonments are caused by a bad choice of the animal at the beginning and a problem of complementarity with regard to the race and the species of the chosen animal.

Complementarity

How might we satisfy the future owners and animals by associating them according to their needs and their temperament?





## 2. Responsibility

To illustrate the findings regarding owner responsibility, I made an empathy map.

The people studied are the future adopters. Their goal is to think more before adopting to be sure of their decision. Unfortunately, they are very much influenced by what they see on social networks and by marketing, which sometimes gives an overly idyllic vision of what it means to own an animal. They justify their choice by saying that they love animals and feel prepared, even though most of them admit that they did not research beforehand.

Before adopting, they look at the classified ads, discuss and observe their surroundings, and work based on love too often. Around them, they mostly hear other owners talk about how happy they are with their pets without necessarily addressing the more negative points of their adoption. However, most of them have a good awareness of the needs of the animals but much less of the costs and responsibilities involved.

Their choice to adopt is notably guided by a need for love, loneliness, or problem-solving.

Therefore, it is essential to emphasize the responsibilities of adoption and share a more realistic image of adoption in the media.

### 3. Education

For the topic of education, I made a user Journey map to see at which points, from the decision to adopt until the animal's death, some gaps can be remedied through strategic design.

There is a lack of information on the correct places to adopt, a lack of knowledge on the different species and breeds, a lack of preparation before the animal's arrival due to a lack of knowledge, a lack of help and resources to educate or communicate with the animal.

In order to overcome these different problems, we can consider making access to information easier with a reliable and accessible source concerning the places to adopt, the different characteristics of species and breeds, the needs, education, and communication with one's pet.





## The animal as a member of the family

**Reconnects family members**

**Is considered a full member of the family**

**Awareness of their emotions, their personality**

**Surprised every day by their reactions, language...**

**Forcing owners to question themselves and evolve**

## Animals are not similar to us

**Do not attribute to them all the attributes present in animals that are also present in humans (laughter, culture...)**

**Do not want to give more rights to animals as they feel it is not appropriate**

**Cannot speak = Cannot be understood = Cannot be considered human**

**Lack of knowledge about animals**

## 4. Perception

In order to better understand the different perspectives on pets that share the French population, I used the two-sides-of-the-coin framework.

On the one hand, most people consider their pet as a member of their family because it reconnects its members, surprises them every day, and forces its owner to question himself and evolve constantly. Moreover, they are aware of their emotions and personality.

However, even if the animal has a central place in its foster family, its owners are generally not yet ready to consider them as their own because they are not aware of all the abilities they have in common. They think that rights too similar to humans would not be appropriate, and they tend to think that animals are less intelligent than them because they do not speak the same language.

This kind of thinking can negatively affect adoption because to perceive the animal as «inferior» to the human is to run the risk of treating it accordingly and possibly abusing or abandoning it. We need to find a way to improve this perception by educating people more about what animals can show them that they are closer than they think.

# SYSTEM MAP

In order to better understand the different procedures, dependencies, reactions, and causes of the effect of my topic, I finally selected a more general HMW question to summarise the different possible fields of action and to highlight the findings made in the other four frameworks worked on for each opportunity field.

The six major leverage points of the topic and highlighted in my system map are:

- Making education information more accessible
- Creating more compatible pairs to improve the master-animal relationship
- Framing adoption more
- Transmitting better information through the media
- Pushing future owners to think more about their adoption
- Improving the image of animals in the eyes of the French to push them to make more efforts to communicate with them and judge them as equals

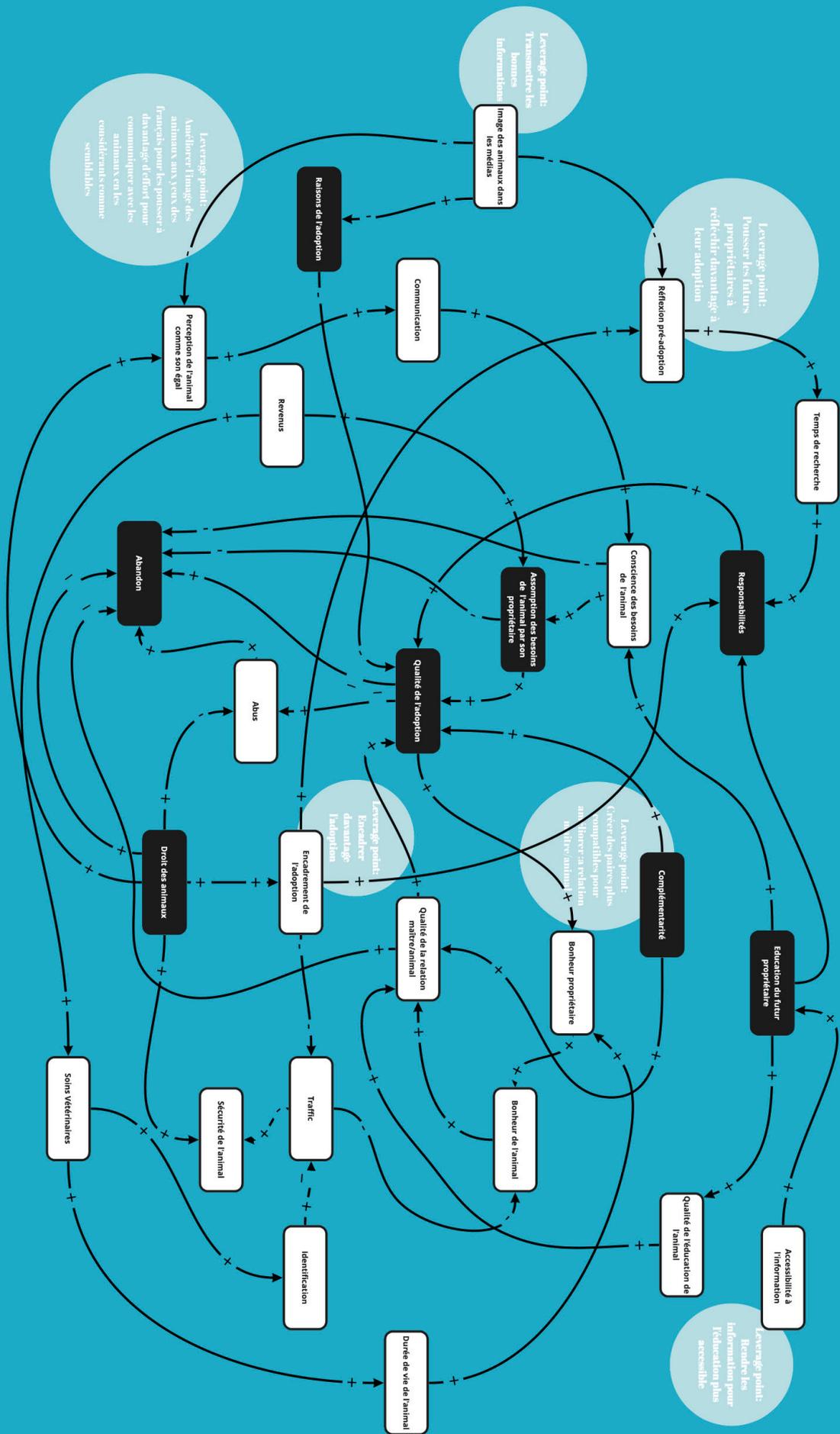
Having an animal is a responsibility: you don't just let it loose in the wild anyhow.

Responsibility

A qualitative adoption is the guarantee of a safe life for the animal and no abandonment.

Qualitative adoption

How might we help prospective adopters in their adoption process to ensure a healthy life and environment for their future companion?



# REFRAMING THE CHALLENGE

## FRAMING THE POTENTIAL

In order to better understand a complex problem such as abandonment and abuse, it is essential to understand what drives people to engage in this type of behavior. It has been highlighted in the research and analysis that individuals who abandon their animals do so because of a lack of responsibility and education, because they do not perceive the extent of the danger of their action and because a lack of compatibility has led to an untenable situation for

both parties. In order to dig deeper into the subject and find a way to alleviate this problem, it is necessary to define the ethical challenge to address in the ideation sessions. For this, in order to better empathize and identify the appropriate challenge, I made a Persona to understand my target group, which is quite significant as it concerns anyone who desires to adopt an animal in the future, and a Point of View to highlight this challenge according to the needs of my Persona.



*Aude, 30 ans, Graphic Designer*

## PERSONA

*Aude Giraud, 30, is a French freelance Graphic Designer based in Toulouse. She has just married her childhood sweetheart, Louis.*

She is a very sporty woman who enjoys running every morning before starting work and going for long walks in the Pyrenees at the weekend. She works from home and tends to be lonely as her husband spends his days at Airbus, an aeronautical engineer.

The couple does not want to have children, but Aude's situation is becoming increasingly difficult for her as she is a very sociable person who does not tolerate solitude. She is passionate about her job and would not change her freelance situation for anything in

the world because of the freedom it gives her, especially since the list of clients she has built up so far has been earned by the sweat of her brow. She cannot imagine letting them down now.

A few months ago, they started talking about adopting a pet to expand the family and allow Aude to have company on her runnings and workdays. They live in a vast flat with a large garden on the ground floor, which gives them enough space to adopt a dog. In addition, their income allows them both to support the project with peace of mind and to offer their future companion a warm welcome to their home with appropriate veterinary care.

Aude never had a pet before, but Louis used to have several cats as a child. Neither of them

has ever had a dog, but they are willing and motivated to get involved and learn everything needed in education, care, and communication. They also want to choose the most appropriate place to adopt and avoid scams and pet shops.

However, the couple seriously lacks information about their adoption options, and despite their desire to adopt a dog, they have no educational background or specific knowledge of the commitments involved. Moreover, access to this kind of knowledge is rather complicated with all that already exists on the web. These problems have a tangible impact on their motivation and cause delay in their final decision to start off with this new journey.

# POINT OF VIEW

## *We met...*

Aude, a graphic designer, who wants to adopt a dog with her husband Louis to enlarge their family. She never had a pet, but he already had several cats.

## *We discovered...*

Education, complementarity, responsibility and perception of pet owner are vital factors for qualitative adoption.

## *It's really about helping...*

To have access to guidance throughout the adoption process that will guarantee a happy cohabitation all along the life of their future dog.

# HMW QUESTION

As a reminder, the problematic studied in this thesis is the following: *How might we raise awareness among France's adoption process to reinforce pets security?*

After the research and analysis phase and the findings highlighted in the frameworks, we can reframe it into this challenge for the next ideation stage: *How might we provide qualified guidance all along the adoption process to help future adopters adopt responsibly?*

# IDEATION

The ideation phase stimulates creativity and allows people to share their opinions and ideas by developing solutions to the discovered insights from the research and synthesis phase. It is essential to be as creative as possible during this stage - to spark up new ideas and innovative solutions without setting boundaries. It is always easier to reduce the expected goals of a crazy idea rather than to try to expand an idea that is not extraordinary.



  
DOPCAT

  
DISNEY  
METHOD

*Small handwritten note, partially illegible*

  
2050  
TIME MACHINE

BOND/HEARD

  
DREAMER

  
REALIST

  
CRITIC

PAST

FUTURE





# IDEATION SESSIONS

*Finding ideas to answer the new challenge elaborated during synthesis phase.*

*For this project, I decided to organize two different ideation sessions to collect a wide range of ideas from different groups.*

In English, the first workshop took place in Berlin with several friends from the Strategic Design Master. The second workshop took place online, in French, with different people from very different backgrounds. Each workshop consisted of presenting my findings, a warm-up, four ideation activities,

and a feedback session to conclude and see what the participants retained. The central question explored through the activities is the challenge reformulated in the previous phase: How might we provide quality guidance all along the adoption process to help future adopters adopt responsibly?

# ENGLISH SESSION

*The first session took place in person in Berlin with a group of four strategic designers. In this workshop, I was the facilitator, but I also helped the other participants develop ideas. The aim is to get interesting ideas from people used to ideation sessions and have a good knowledge of the design thinking discipline. For this, I tried to select the tools that I have never used in the past in order to bring something new onboard.*

## 1. Hot Potato

*After a short introduction to pets and a warm-up to get the group going, we started with the first ideation tool of this session, the hot potato. For 10 minutes, participants exchanged an object to speak up and propose ideas to meet the challenge.*

### **Inspiring ideas:**

- Tinder for pet
- Class or workshop for animals
- Foster families
- More realistic Virtual Reality to learn with animals (like Nintendogs on Nintendo DS)
- Doing a test to get a pet that needs to be positive to be accepted
- Pets in every school to learn how to take care of it since their youngest age
- Prepare home like for babies but an animal before they come



Hot Potato

## 2. Copycat

*We then used the copycat tool, also known as 'learning from brands.' The brand chosen was Spotify. We spent 3 minutes coming up with adjectives and characteristics of the brand and then 7 minutes coming up with ideas based on how Spotify works.*

### **Inspiring ideas:**

- A podcast to learn how to take care of a pet
- One single touchpoint for everything you need regarding pets (adoption, consulting, therapy, care...)
- Combine pets and owners based on their habits
- Sounds and music to calm animals
- A platform gathering all multimedia content concerning pets (podcast, movies, books...) with number of hours to spend on this content (listening, watching, reading...) to be able to adopt

### 3.

## Disney Method

*The third step of the process is the Disney method. We took turns playing different characters: the realist, the dreamer, and the emotional one. Each round lasts 5 minutes and allows us to approach the challenge from different perspectives.*

### Inspiring ideas:

- Pet owners sharing their animals when they are on vacation to allow people to try and learn how to take care of them
- Adopting a pet that fits your personality
- Matching tattoo with animals
- Community adopters and owners to share experience
- A dictionary to understand pet language
- Space in the house adapted for animals (like furniture that is designed for both humans and pets)
- Treating your animal like a romantic relationship (wedding, valentine's day ...)
- Cheap mandatory training for pets owner and future pets owner
- App for dog training
- Pet influencers sharing weekly tips to take care of the pet
- Personality test for baby animals
- Place in the adoption center to spend hours with the pets without having to adopt them

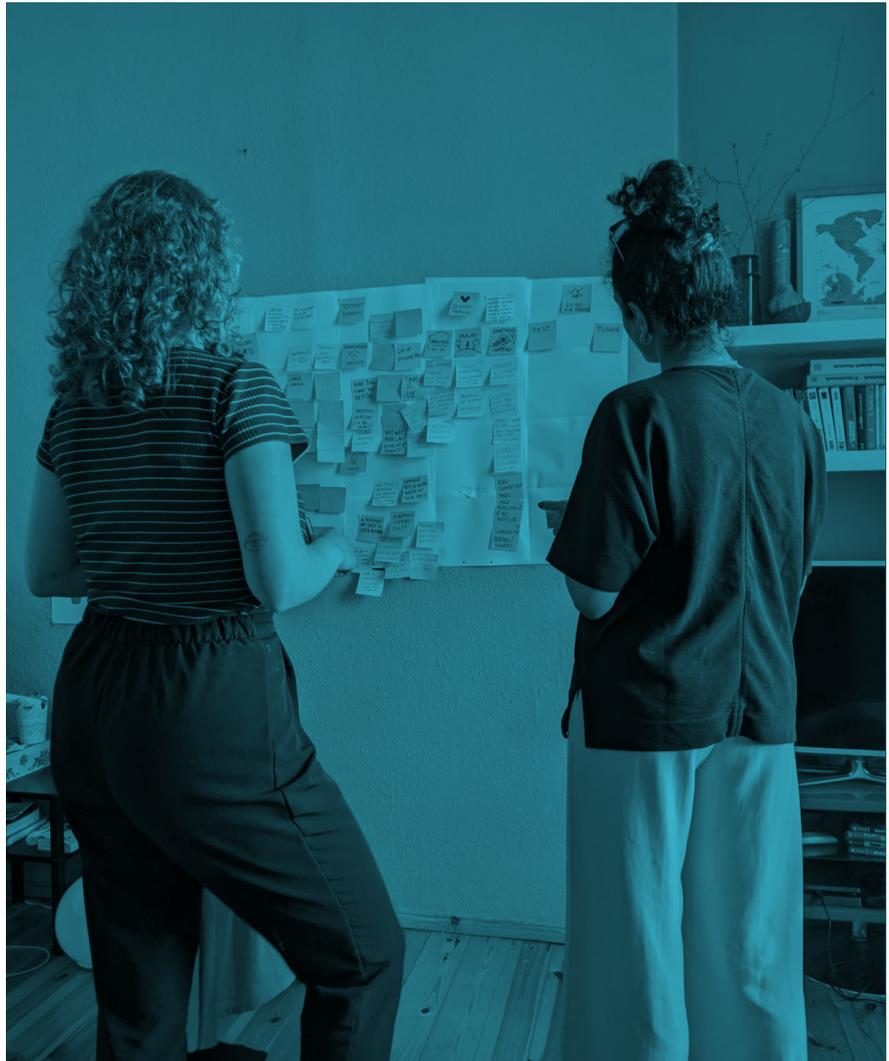
### 4.

## Time Machine

*The last tool of this session is the Time Machine. We selected two time periods, one in the past (ancient Egypt) and one in the future (2121). For ten minutes (five per period), we tried to answer the challenge using the resources, technologies, and social situations.*

### Inspiring ideas:

- Autonomous dog walking
- Dogs are the new children, no babies
- A mark, symbol to identify all pet owners
- Connected house reminding and helping you to take care of your pet
- Realistic pets robot to learn before getting a real one
- A device that speaks for the animal
- Hologram Virtual Trainer
- All companies, hotels, public transport have suitable pet spaces



Time Machine



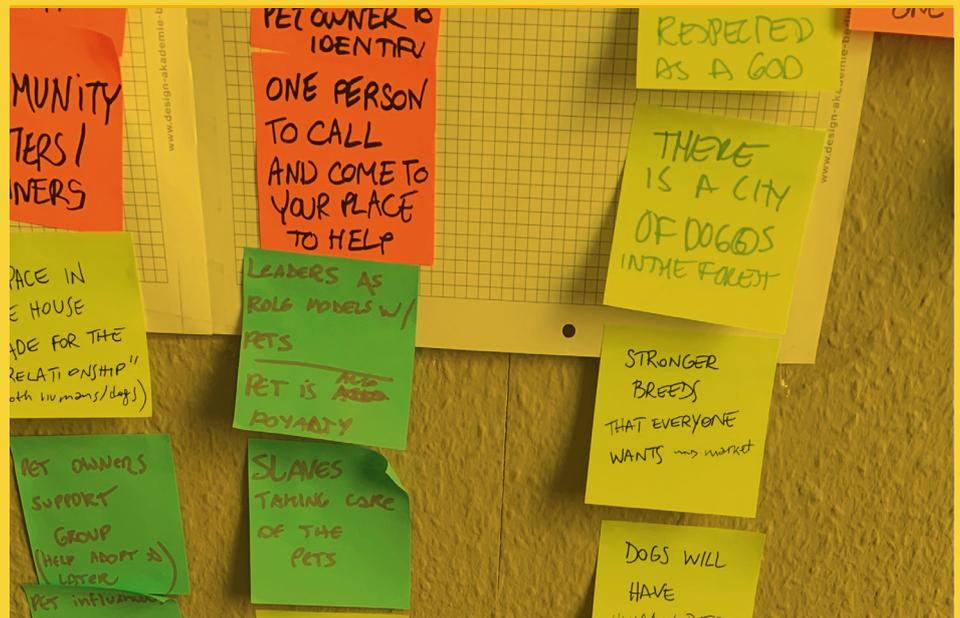
Hot Potato Tool

Copycat Tool





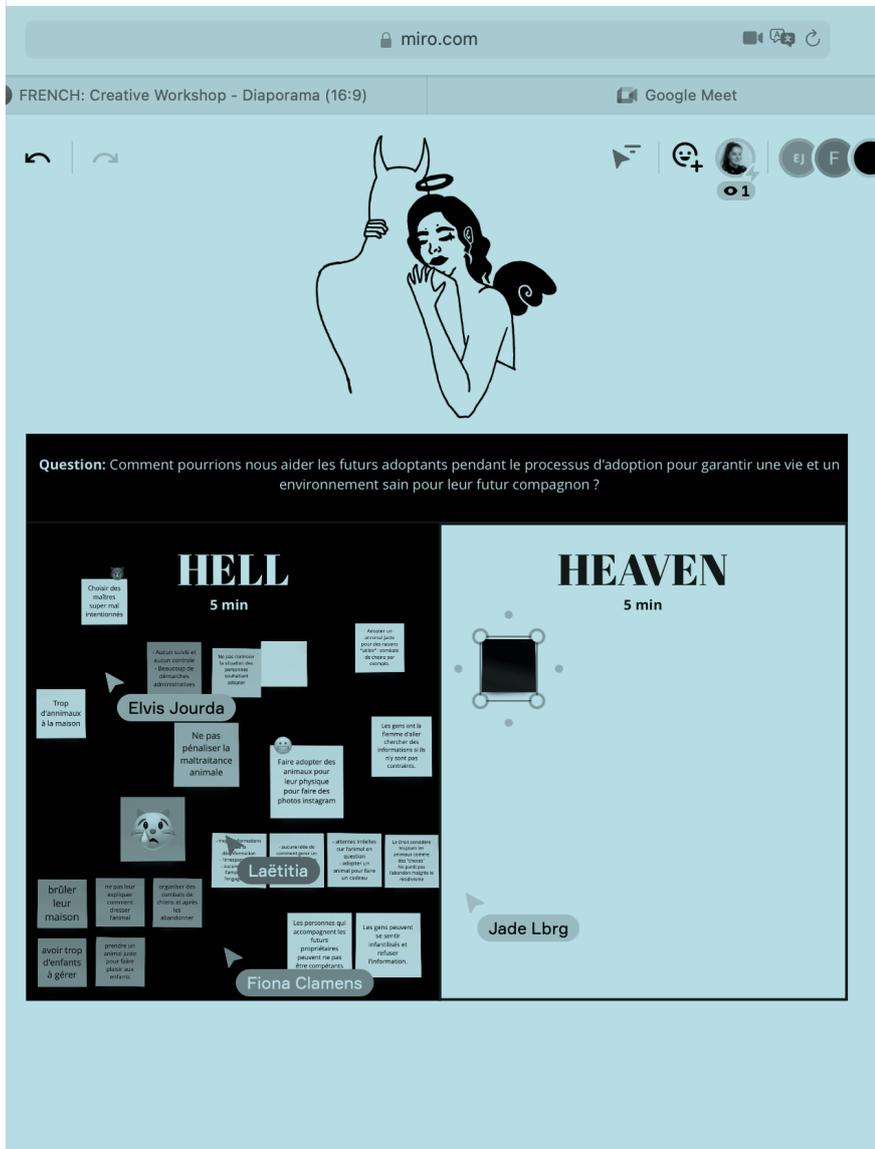
Disney Method Tool



Time Machine Tool

# FRENCH SESSION

The second ideation session took place online via Zoom with four French people from very different backgrounds: dentist, make-up artist, graphic designer, marketing student, and art director. During this workshop, I only acted as a facilitator, having already participated in a first session. This second workshop aims to get ideas directly from the people concerned by the subject, i.e., pet owners or future pet owners. Except for one person, none of the participants had ever heard of strategic design or design thinking before. Therefore, it was vital for me to introduce them gently to the discipline by using easy and very guided tools and by taking the time to familiarise them with the subject.



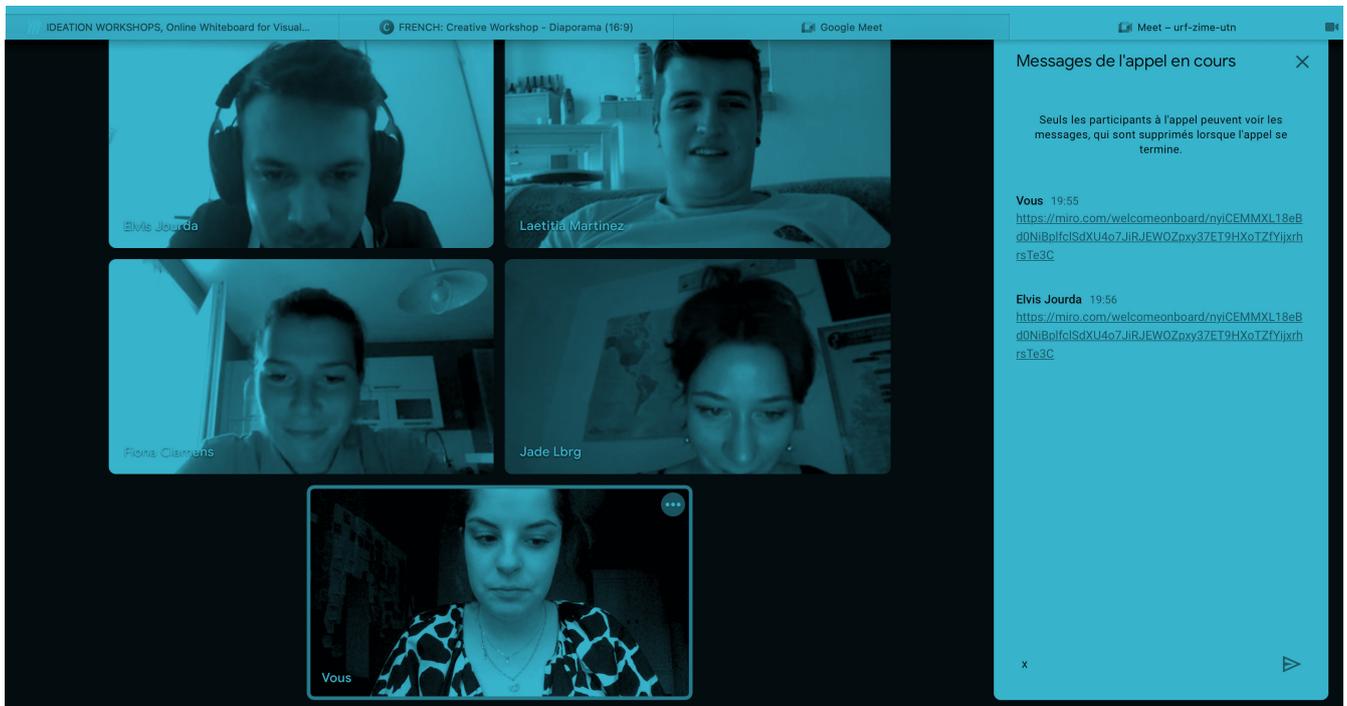
## 1. Heaven & Hell

After introducing the subject and a warm-up to awaken their creative spirit, we started the session with the Heaven and Hell tool. For the first five minutes, participants had to brainstorm why the project might not succeed, and then for the next five, brainstorm why the project would work based on the last inputs.

### Inspiring ideas:

- Having adoption support from trained staff
- Knowing the reasons for adoption of the future owner to avoid certain risks of abuse
- Make pre-adoption information mandatory
- Authorities that monitor the quality of life of animals throughout their lives

Hell & Heaven



Zoom Call

## 2. Copycat

We also used this tool in this session as the results vary significantly from brand to brand, and from experience, I have always liked the ideas that come from it. This time the participants chose Elon Musk. As with the previous workshop, we spent 3 minutes finding characteristics for him and 7 minutes finding ideas build on those characteristics.

### Inspiring ideas:

- Innovate on communication, influential personality who raises awareness on the issue of abandonment
- Create a translator to transcribe the animal's thoughts
- File the wrong people to ban them from adoption
- Innovate on adoption methods (Artificial Intelligence, for example)

## 3. Brainwriting

The third tool is brainwriting: To start, each participant has five minutes to come up with an idea. Once this first round is over, they then have to build on the other participants' ideas in 4 more rounds, changing every two minutes. This tool allows for more progressive ideas.

### Inspiring ideas:

- Establish an easily understandable, user-friendly, and accessible specification found in all adoption centers with a list of prerequisites to be validated by the future owners.
- Create a questionnaire to propose the animal adapted to the person's situation and vice versa, which can be filled in several times but which proposes another animal if it is abused and does not match the profile
- Impose adoption candidates to participate in a free and compulsory training course delivering a certificate of aptitude necessary to be authorized to adopt

## 4. Time Machine

To end this workshop on a high note, I also provided the Time Machine tool. The participants chose two new periods, one in the past (Middle Ages) and one in the future (3800), and tried to find original solutions to the challenge based on the possible way of life of these two eras.

### Inspiring ideas:

- Ask the sovereign (a person considered legitimate in his or her field) for permission to adopt
- Microchip animals to check their health
- The concept of an animal would no longer exist
- Verbal communication is possible with the animal
- Animals super compatible with their adopters



# FEEDBACK GRID

Positive feedback quadrant featuring a large black plus sign. It contains several sticky notes with positive comments: "Rigolo", "trop bien", "C'est super ludique !!!", "Plaisant", "Content de t'avoir vu !", "amusing", "Design est joli, les graphismes aussi", "intéactif", "Interface bonne pour l'UX", and "C'était trop chouette". There are also thumbs up and smiley face emojis.

Negative feedback quadrant featuring a large black minus sign. It contains a sticky note with the text "Elon Musk c'était difficile" and a sad face emoji.

Question mark quadrant featuring a large black question mark. It contains two sticky notes with questions: "Tu reviens quand sur Toulouse ?" and "Tu viens quand a pau ?". There is also a sticky note with "<3".

Idea quadrant featuring a large black lightbulb icon. It contains two sticky notes with suggestions: "Aborder plus la question du droit et des autorités (police) qui s'occupent de des cas de maltraitance" and "Mettre la 4G au lieu du Wifi Allemand". There is also a thumbs up emoji and a sticky note that says "Avoir un guide d'utilisation de Miro pour les gogoles comme moi".



*Collecting and associate some ideas*

## IDEA SHOPPING

Idea shopping helps to filter ideas that meet criteria and leads to move forward. To conclude these two ideation sessions, I scanned the ideas from both workshops and picked the one that best met the challenge into individual «shopping bags.» Once this group of unique ideas was gathered in my shopping bags, I gave them a name and selected two that I found particularly suitable for my topic to develop in the next step.

## IDEA NAPKIN

After selecting the two most exciting ideas, I created an idea napkin for each of them to develop their characteristics and highlight their strengths and better visualize them in the future. They gave me a better perspective, and I was able to select the one that seemed most relevant to my dissertation project, in this case, Petmatch.

**Idea:** Foster **Creator:** Chloé **Date:** 7/06/2021

**Hello, my name is...**  
**Give your idea a name.**  
 WelcomeHome

**Houston, we have a problem.**  
**What is the situation/the problem your idea solves?**  
 Abandon caused by a lack of education and trauma caused by abandon for animals. It also solve the problem of the lack of space in the shelters for animals. Desire of people that want to have a pet but know that they can't keep them for all his life for diverse reasons.

**Eureka!**  
**Describe your idea in a few sentences.**  
 WelcomeHome is an app that give the opportunity to people to be a foster family for abandon pets for a short period before they meet their new family. They first has to fill a form to be able or not to welcome a pet at their place, and they can then choose the animal between all the profiles created by the shelters that will fit them better. Once the pet is at their place, they need to provide food and other basic features, but the shelters will provide basic pet doctors care. The pet stay at their place until he/she is adopted, but they also can bring it back to the shelter if the cohabitation is really not working. Foster family can also decide to adopt the pet if they want regarding the process of each shelter.

**Feel it!**  
**Pick 3 adjectives how it feels like to use it.**  
 Educative, Convenient, Human and pet centered.

**Love**  
**Who will love your idea?**  
 People that desire to "test" having an animal home before adopting forever, people that want to take care of an animal for short term for different reasons, and shelters that want to provide a safer space than a cage for already traumatized animals and as well an education.

**And action!**  
**Sketch a storyboard, that explains your idea:**

First Idea Napkin: Welcome Home

**Idea:** PetMatch **Creator:** Chloé **Date:** 7/06/2021

**Hello, my name is...**  
**Give your idea a name.**  
 PetMatch

**Houston, we have a problem.**  
**What is the situation/the problem your idea solves?**  
 Abandon caused by a lack of compatibility between the future adoptant and the pet and also a lack of responsibility. It also help to centralise the adoption and give more visibility to shelters.

**Eureka!**  
**Describe your idea in a few sentences.**  
 PetMatch is an app that give the opportunity to user to find the suitable pet regarding both their needs and lifestyle. It elevate the status of the pet as the human's by giving them the same importance and attention to provide a good life for them and their owners. The app start by creating a profile and filling a form to do a first "cleaning" of the potential had owners, and then offer some profile of pets filled by the people working in the shelters that does match with the future owner's profile. Once they match, they are in contact with the shelter that would decide or not to go further in the adoption process.

**Feel it!**  
**Pick 3 adjectives how it feels like to use it.**  
 Convenient, Human-centered and pet-centered, Unique.

**Love**  
**Who will love your idea?**  
 Any responsible future owner that desire to adopt a pet that fits their personality, lifestyle and needs. Any pet that want the best owner. And the shelters that need more visibility.

**And action!**  
**Sketch a storyboard, that explains your idea:**

Second Idea Napkin: PetMatch

# BULLETPROOF IDEA

*Thanks to the two ideation workshops and the Idea Napkins, I end up with the idea that seems to meet the challenge uniquely perfectly. However, this idea probably has flaws and weaknesses. It is time to anticipate them through a BulletProofing workshop, which consists of four steps: the expression of these ideas through the elevator pitch, the six thinking hats, a sustainability check, and the theory of change. The objective of this workshop is to anticipate possible barriers to the development of the idea and find ways to make it integral, sustainable, and desirable.*

# SIX THINKING HATS



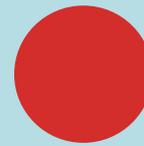
## 1. Positivity

People can find easily a pet that will fit their needs and their lifestyle. Incompatible pair is one of the triggers for abandon and having more compatible pairs with lead obviously to less abandonment. It would also give a good visibility for the shelters then want to welcome and save more animals but who doesn't have the space for that. It would be a healthy competition regarding small ads and potshots who can be very bad for the pets.



## 2. Sustainability

Regarding the next generations, this product would lead to less abandon and more responsible owners, and happier animals. It would not have any bad «effects» on the planet, regarding the biodiversity, maybe he will bye even better because abandon animals are marrons that can affect the biodiversity of some places, and less abandonment is less of this.



## 3. Emotions

People do need animals that fit them. People adopt dogs that are too bad for them because of their size, revenue, etc.... for exemple. With this idea, we can make compatible pairs and give some importance for the animal as well, its good for both the owner and his/her/their future pet. And its good for shelters because they can have more visibility. Compatibility is one of the biggest trigger for abandonment but nothing seems really done in this field for animals so far.



## 4. Data

After all my interviews and my research, one big opportunity field that came up is compatibility. People do adopt animals they are not ready for just because «they love them» and they think this is the solution for everything. But particularly after the expert interview with NGO and Vets, they highlight this problem of compatibility.



## 5. Downside

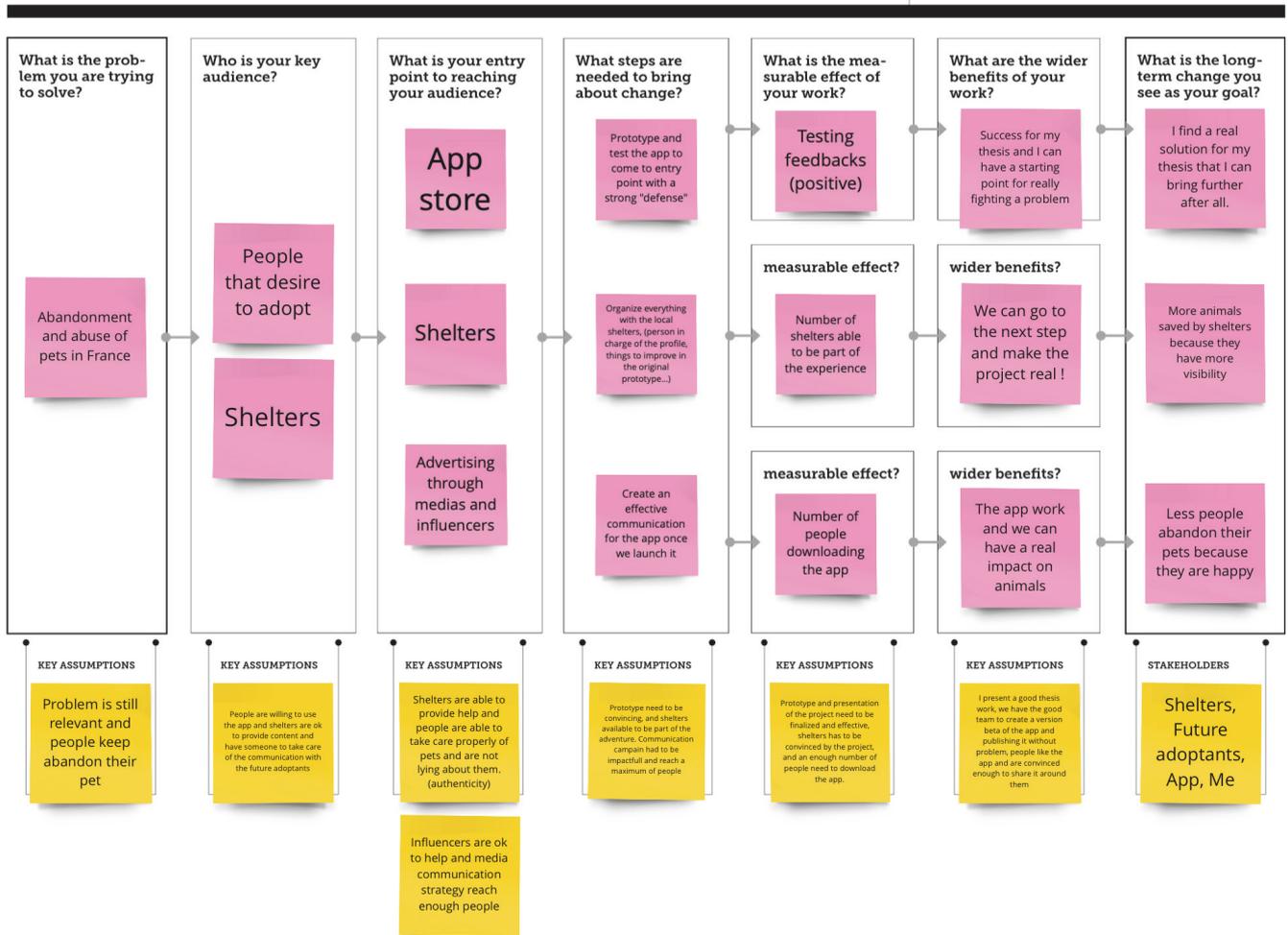
Worst case scenario: the test at the beginning is not strong enough to «get rid» of the potential bad owners. An other one: Shelters are not comfortable with this app and doesn't have the time to dedicate to it. No shelters involved=no app.



## 6. Feasibility

This idea is feasible with the actual technologie. With a good team of UX/dev/etc... the app can be created for real and of the organisations and shelters are up to be part of this adventure, it would be just a matter of time to get all the profiles of their animals on the app. They would probably enjoy to have a easy form to feel instead of something they already use now for the future pet they will welcome.

# THEORY OF CHANGE



# SUSTAINABILITY CHECK

## 3 GOOD HEALTH AND WELL-BEING



*Healthy pets and humans living together.*

## 11 SUSTAINABLE CITIES AND COMMUNITIES



*Less abandonment and the issues that impact cities. Happy communities of pets and humans.*

## 8 DECENT WORK AND ECONOMIC GROWTH



*Fight for wrong economy such as Petshops or animal traffic.*

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



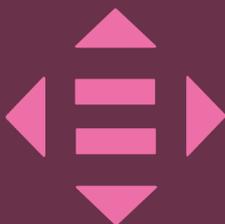
*Instead of giving birth to more pets, Spark save the one that are already abandoned.*

## 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



*Justice for the animals leading to better equality.*

## 10 REDUCED INEQUALITIES



*Reduce inequalities between human and animals by focusing as much on animal need as human needs.*

## 15 LIFE ON LAND



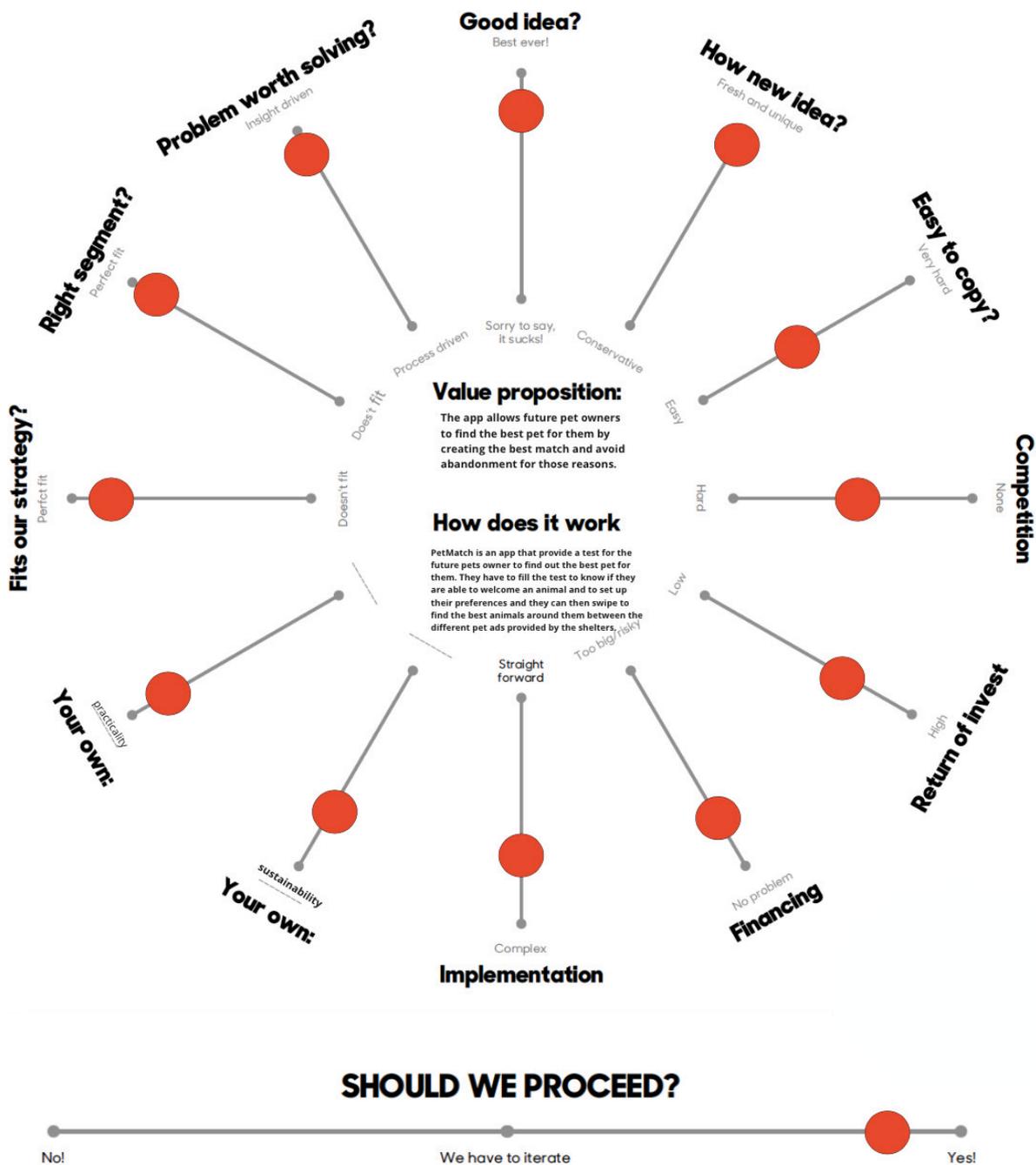
*Spark take care of the abandon animals by responsabilizing people.*

## 17 PARTNERSHIPS FOR THE GOALS



*Humans and Pets act like partners toward a better future.*

# DEATH STAR MATRICE





*Valentina, Master's Classmate, Ideation Session*

# PROTOTYPE & TEST

Prototypes are powerful tools to understand where improvements to the idea could be made and present a demo product with all its functions and qualities to an audience. Once a rough version of the initial idea is produced, it is time to test it with some experts and users to get some feedback and possibly iterate the project by going back to other phases.

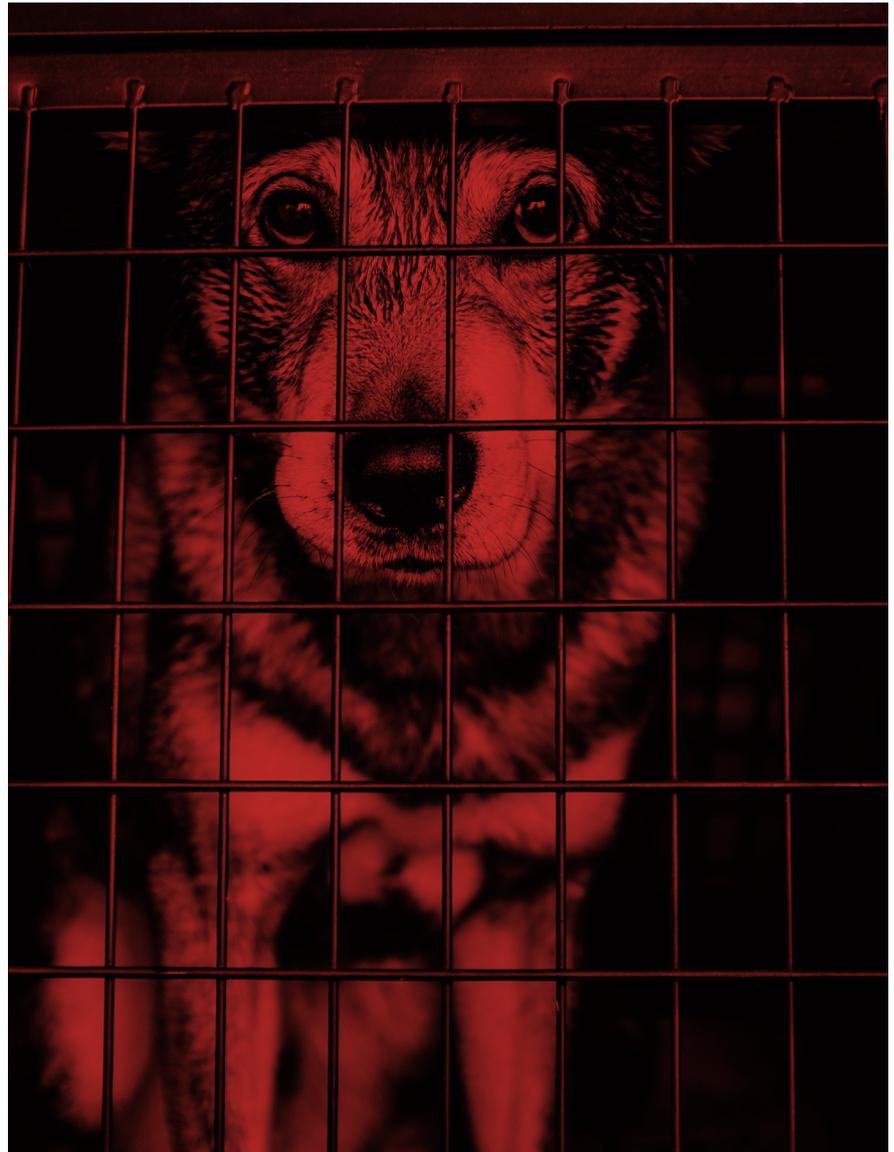




# CONCEPT SPARK

## 1. Added Value

Spark is a mobile application that ensures a safe and secure adoption process focused on the needs of abandoned and traumatized animals looking for a new family. It aims to match prospective adopters with animals from nearby shelters based on their compatibility using the codes of classic romantic dating sites.



*Shelters are already overloads and need more turnover*

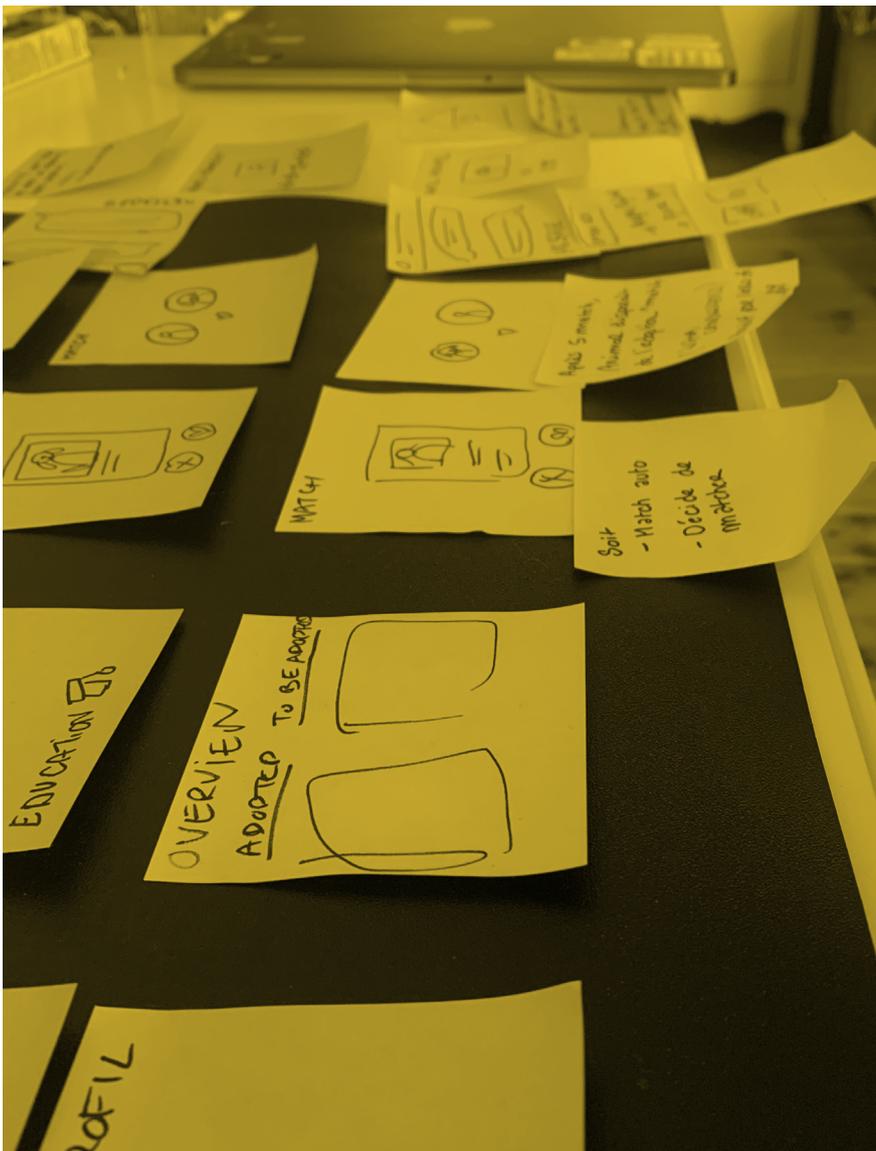
## 2. Public

- For responsible pet owners who want to adopt a pet that fits their lifestyle and needs in their neighborhood.
- For shelters who want to have more visibility to free up space and save more abandoned animals, save time to find the right owners for their animals, with a centralized organization and follow-up thanks to a single application.
- Last but not least, for the animals who deserve to find a loving family that fits them after a traumatic experience like abandonment or abuse.

### 3. Principle

Spark is a compatibility-based dating app that allows potential adopters and shelter animals to form compatible pairs to ensure a good match in the future. The application is divided into two interfaces adapted to the needs of each stakeholder: It is a first interface intended for future adopters, allowing them to meet the animal that will match them among those available in the shelters in their area.

A second interface for shelters and their animals is finding suitable owners for their animals by centralizing all profiles and communication in one application.



Wire Framing

### 4. Uniqueness

Spark is the first dating app to connect potential adopters and pets by considering both parties' needs. Unlike pet shops and classified ads, the needs of the animals are at the heart of its concerns: the aim here is to educate and raise awareness of the adoption process and the needs of different species and match them with animals that are an accurate match.

It also makes the process less stressful for prospective owners by controlling competition between families and giving them a tangible way to prove their motivation during the adoption process,

Using a rich database, the app creates intelligent pairs based on the breed, species, and personality of the animals and the lifestyle and motivation of the prospective adopters.

It is a time-saver for shelters, a facilitator and educator for prospective owners, and an empathizer for the animals.

# BRANDING

## NAME: SPARK

I chose Spark because it represents the essence of the connection one can feel with another person or animal when one is made for each other, that indescribable Spark. Concise and straightforward, it is easily memorable. The English language has been chosen to give the name the possibility to last in time and be exported internationally without translation.

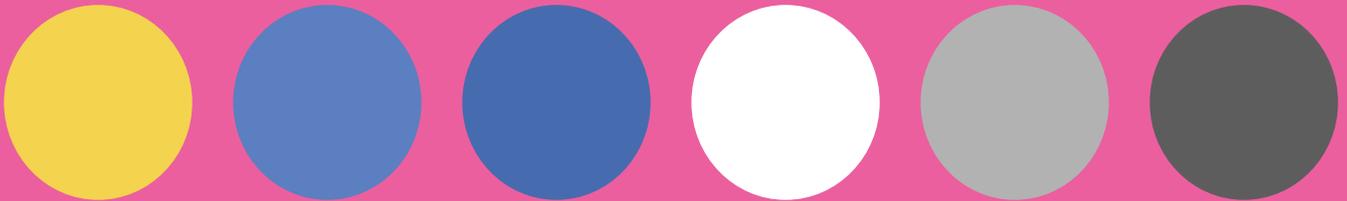
## PERSONALITY: HERO

*In terms of its brand personality, Spark positions itself as a hero. His central objective is to leave a legacy through mastery of his field.*

## LOGO & VARIATION:

spark spark spark

## COLOR PALETTE:



## TYPOGRAPHIES:

Chalet

abcdefghijklmnop  
opqrstuvwxyz

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Avenir

abcdefghijklmnop  
opqrstuvwxyz

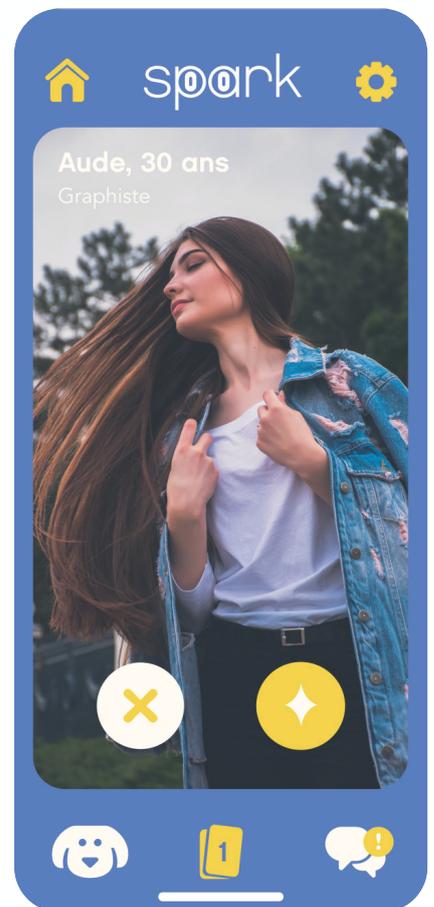
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ



App Adoptants

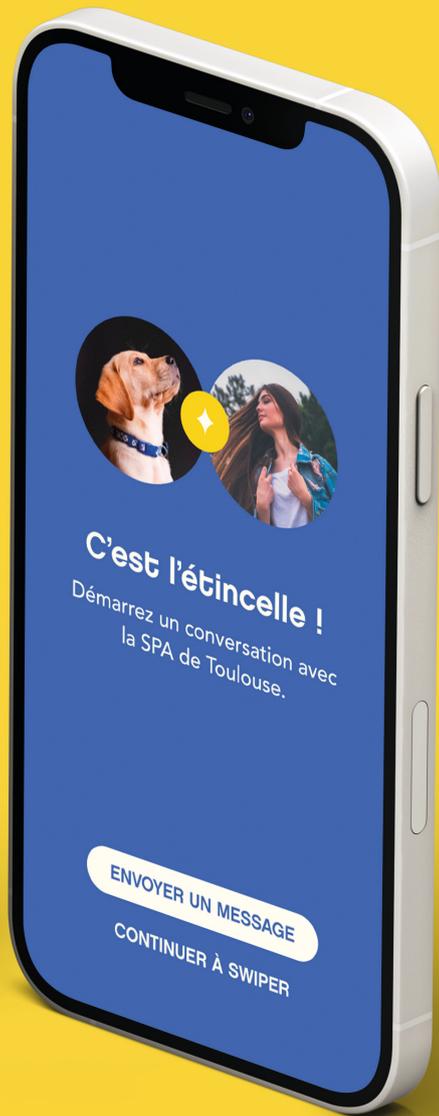


App Shelters





# BLUE PRINT



# FEATURES

## 1.

## Interface Adoptants

### INTRODUCTION

The first time you use the application, you come to an introductory part that explains the application's main features.

### TEST

After the introduction follows the testing phase. To begin, a short video explains its purpose, its duration, and why it is crucial to complete it seriously. The test consists of three parts: a part for personal information, apart from the adopter's lifestyle and environment, and a part on the adoption project. Once completed, the application calculates the results and indicates which types of animals the user may consider adopting based on their profile. As a person's situation evolves, it is possible and highly recommended to retake the test once a month to update the information.

### ACCOUNT

This section contains a photo, a summary of the person's information, and his or her rating, which a shelter may give in previous adoptions. Clicking on the top section provides a detailed profile of the person with several photos, the animals they are available to adopt, a brief description, and more information about their lifestyle and adoption plans

### MATCHES

The matches section is relatively typical of existing dating applications.

On each profile, you will find the animal's name, the shelter, its age, and the distance. Each person has five likes per day, and each pet can only match five times before disappearing from this section to avoid too much competition between adopters.

When you click on the profile picture, you will find a link to the shelter's website, more detailed information, more pictures, characteristics, a short presentation, a description of the breed and its attributes.

There are parameters and quick access to the help section in each section where you can find the answer to a recurring question or contact the chat available every day from 8 AM to midnight.

### CHALLENGES

This third section concerns the challenges. In this part, we find a user dashboard with his rank, which evolves according to the number of challenges realized, his note, and the number of challenges accomplished. Also shown are the current challenges, those completed in the past, and the available challenges that the person can start. When you click on a challenge, you will find the name, the difficulty, the initiator, and a description of the challenge.

### MESSAGES

The last section available is messages. Here you can find matches and conversations. In conversations, you can make audio and video calls and share photos and voice messages. If there is a good relationship, the shelter can also issue challenges to the future adopter. If they accept them, they will be added directly to their challenge section. Once the challenge has been completed, the shelter can decide whether or not to validate it. If they are successful, they will propose an appointment that will be added directly to the adopter's phone calendar.

son(s) de l'a

Texte....

SUIVANT

RETOUR



**Pour commencer**

Apprends-nous en un peu plus sur toi !

SUIVANT

RETOUR

QUESTIONS 3 SUR 5

**Mon quotidien et mon environnement**

Lieu de vie:

ville

Campagne

Espaces verts à proximité:

Jardin privé

Plages/Lacs

Montagne

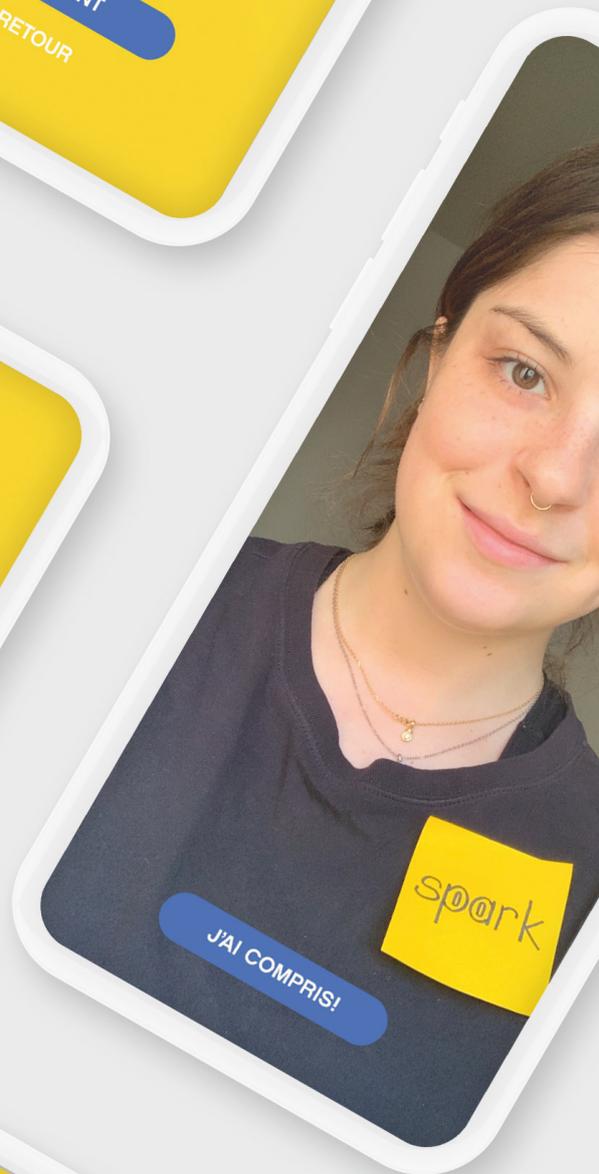
Parc

Forêt

Autre

SUIVANT

RETOUR



**Bien joué!**

Maintenant, parle-nous de ton quotidien et de ton environnement.

SUIVANT

RETOUR

6 MAX.

Calme  Patient  Impatient  
 Réfléchi  Sérieux  Anxieux  Jovial  
 Paresseux  Souple  Intransigeant  
 Réserve  Communicatif  Solitaire  
 Sociable  Stable  Lunatique  Froid  
 Dépendant  Autonome  Impulsif  
 Hypersensible  Réactif  Susceptible  
 Réveur  Indulgent  Terre à terre

SUIVANT

RETOUR

On y est presque

Pour finir, part...

ton pro...

QUESTIONS 1 SUR 2

### À propos de moi

Prénom:

Placeholder text

Âge:

Placeholder text

Genre:

Féminin  Masculin  Autre

SUIVANT

RETOUR

QUESTIONS 4 SUR 4

### Mon projet d'adoption

ance des

ces:

QUESTIONS 5 SUR 5

### Mon quotidien et mon environnement

Hobbies du Foyer: 6 MAX.

Sport  Art  Photographie  Fêtes  
 Activités extérieures  Jeux d'argent  
 Yoga  Activités sociales  Cuisine  
 Lecture  Bricolage  Méditation  
 Jardinage  Télévision  Jeux vidéos  
 Cinéma  Danse  Vidéo  Jeux de société



Labrador  
 OK chiens

Maurice et je suis  
 et juste rescapé  
 Je recherche une  
 aura m'aider à  
 et me donner  
 érite !

[Grid of 40 paw print icons]

nt et joueur, le  
 et le compagnon

?
spark
⚙️



**Aude, 30 ans**  
Graphiste Freelance

🐾🐾🐾🐾🐾

Chiens
Chats
NACs
SOS

**Personnalité**

Active
  Patiente
  Stable
  Sociable
  Suceptible

**Lifestyle**

Télé-Travail

Toulouse

Parcs, Lacs

2 Adultes

**Adoption**

3h

300€

Oui

Urgences






## Messages



**Maurice, 4 mois**

SPA de Toulouse vous a... • 22 Juin



**Kitty, 2 ans**

Bon courage dans votre... • 14 Mai



**Spark**

Je vous conseillerez plu... • 10 Mai



**Maurice**

SPA de Toulouse



22 JUIN, 15:06

Oui, on peut le sortir tous les jours, et on a également un grand jardin !

Ok très bien ! Juste une dernière chose...



**Proposition de challenge**

Discute avec une personne qui promène son chien dans la rue.

DÉCLINER

ACCEPTER



Challenge



Challenge



Démarrer



## 2.

# Interface Shelters

## INTRODUCTION

As with the first adopter interface, the shelter interface includes an introductory section that explains how the application works. At the end of the introduction, a short video explains the purpose of the application and how the shelter dashboard and the different profiles for its animals work.

## REGISTRATION SHELTER

After the video, the shelter is asked to register: only the name, the website, and the postal address are requested.

## DASHBOARD

The dashboard gathers all the animal profiles created by the shelter and allows them to create more. It is easily accessible from any section of the application through the «home» icon. This section allows you to centralize the shelters' data and switch easily from one account to another according to the notifications it receives.

## ADDING ANIMAL PROFILE

When the shelter decides to add an animal profile from the dashboard, it enters this section which includes six main parts: general information, personality, health, agreement, and media (photos and videos). Creating a pet profile usually takes no more than ten minutes.

## PERSONALIZED ANIMAL INTERFACE

When the shelter clicks on the profile of one of its animals from the dashboard, it accesses its personalized section. There are three sections available to future adopters in this personalized interface that work on the same principle: the matches section, the pet's Account, and its messages. The differences are the appearance of the challenges accomplished by the users of the match section and the possibility of launching challenges and proposing appointments during the conversations. To access the interface of another animal in the shelter, the user just has to go back to the dashboard by clicking on the «home» button and select a new one. A notification appears on the dashboard profiles and the home icon for each new match or new message.

## SOS

*Due to many traumas, accidents, or health problems developed since birth, some animals can be more challenging to deal with than those who have never been through these difficult times.*

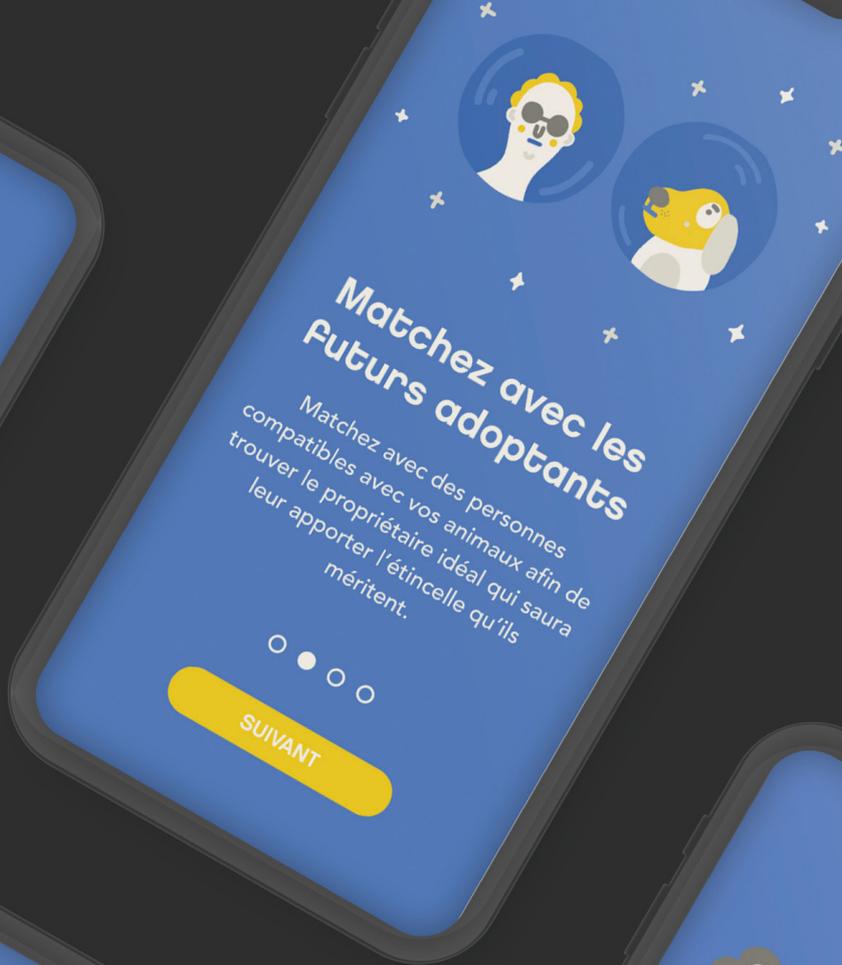
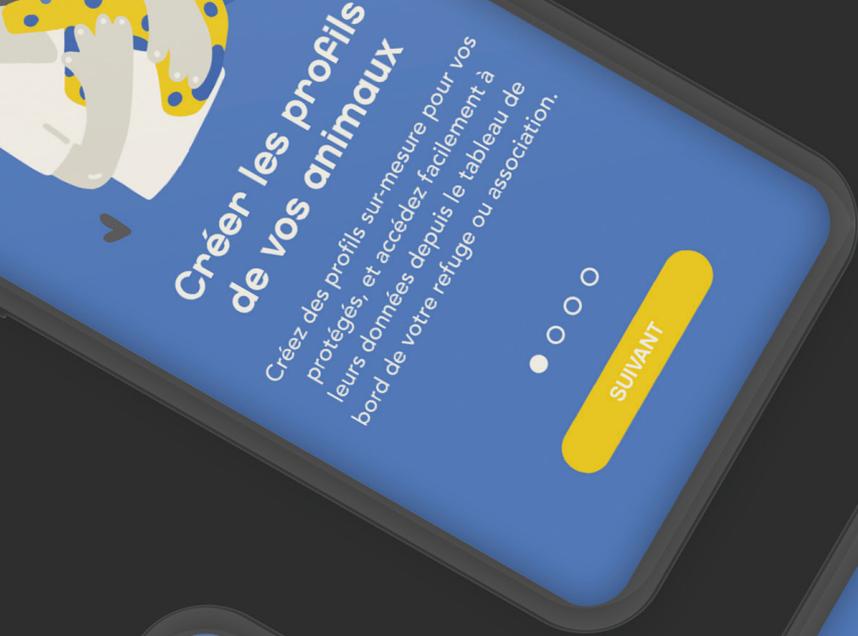
In order to give them the help and attention they deserve, Spark has developed the «SOS» category, which is automatically added to the animal if the shelter has indicated that the animal has experienced significant trauma or illness/accident that is having a significant impact on its daily life. Only prospective adopters who meet the proper criteria to care for the animal during the test will see this type of profile appear in their match. This «SOS» label can be found on their profile and that of the animals concerned.

? spark ⚙️

Bienvenue,  
SPA de Toulouse

Animaux à l'adoption





## Challengez les Futurs adoptants pour évaluer leur motivation

Lancez des challenges aux futurs adoptants afin d'évaluer leur détermination et créer un climat de confiance avant de les rencontrer.



C'EST PARTIS!



Félicitation!  
Le profil de votre futur prof...

### QUESTIONS 1 SUR 6 Informations générales

Nom:

Placeholder text

Âge:

Placeholder text

Sexe:

Mâle

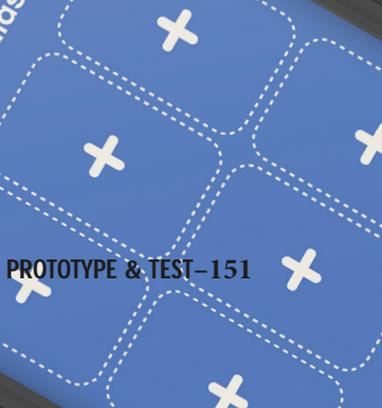
Femelle

SUIVANT

RETOUR

### QUESTIONS 6 SUR 6 Photos et Vidéos

Télécharger médias:



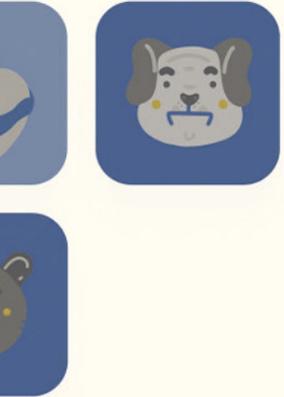
### QUESTIONS 3 SUR 6 Personnalité

Personnalité: 5 MAX.



oins basiques,

s: 5



ark



e, 28 ans



Tom, 25 c



ans

toujours... • 22 Juin



spark



SOS



Maurice, 4 mois

SPA de Toulouse

Actif

Dépendant

Amical

Hypersensible

Lunatique

### Lifestyle



Sexe



Espèce



Taille

### Santé



Vacciné



Stérilisé



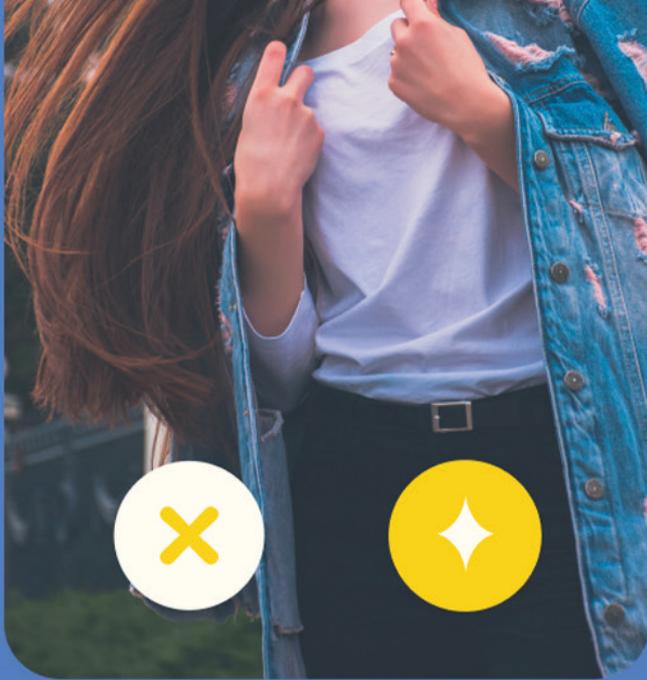
Trauma

### Entente



Chiens





Chois  
Chall



**Aude, 30 ans**  
Graphiste



22 JUIN, 15:06

Bonjour! Est-ce que Maurice est toujours dispo ?

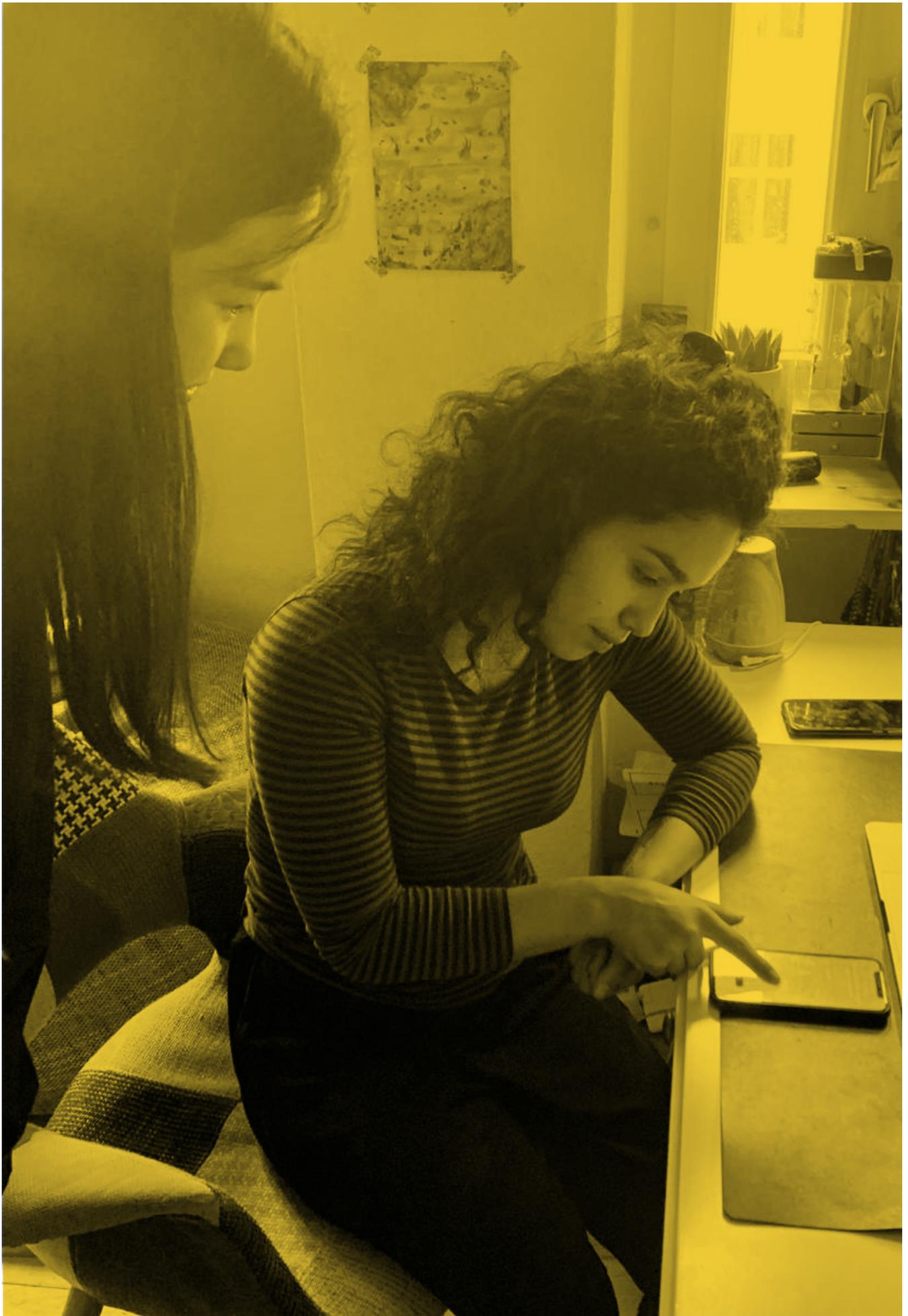
Oui il est encore dispo ici!  
Vous êtes intéressée ?



### Proposition de challenge

Discute avec une personne qui promène son chien dans la rue.

CHALLENGE ACCEPTÉ !



# TEST

*Finding ideas to answer the new challenge elaborated during synthesis phase.*

## ONLINE TEST

To begin with, I made a video presenting the different features of the application in French with manually recorded subtitles in English. I then included it in a Typeform, followed by the Palm tree Feedback questions to collect feedback on my project through this engaging and fun tool. I shared the survey link on my social networks to get feedback from as many users as possible.

## THINK ALOUD TEST

The second testing tool I used was think-aloud testing. For this, I met two strategic designers in person who could test the application with the prototype directly from their phones and fill in a feedback grid. I also sent the prototype to one of my acquaintances in France to test it during a video-call, and give me her opinion.

Bonjour à tous! J'arrive à la fin de mon projet pour mon mémoire sur les animaux domestiques et j'ai développé une solution pour permettre un processus d'adoption plus efficace et durable et ainsi réduire les abandons dus à de mauvais choix d'adoption. J'aimerais vous présenter mon prototype pour recueillir votre avis et l'améliorer avant de le présenter lors de mon oral final.

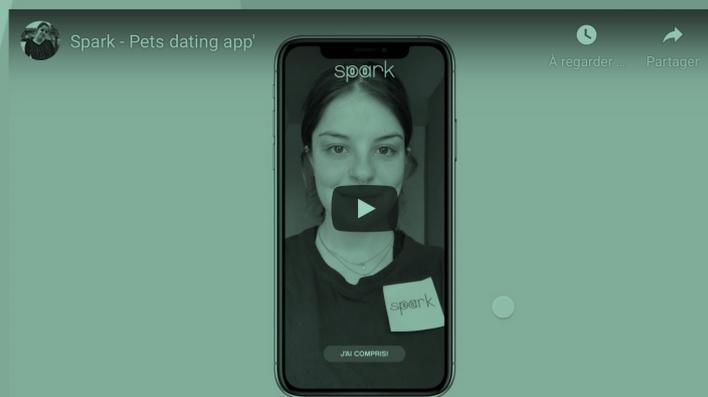
Hello all! I'm ending my thesis regarding pets and I came with a solution to guarantee a safer adoption process and provide abandons. I need your feedback in order to iterate my prototype and bring it to next level for the final oral.

Let's go ! press Enter ↵

⌚ Takes X min

1 → Pour commencer, veuillez visionner cette vidéo. Elle présente les fonctionnalités principales de mon application. 😊

To begin, watch this video. It presents the main functionalities of my app. You can activate English subtitles.



2 → Merci beaucoup! Maintenant, j'aimerais récolter votre avis grâce à un outil de design stratégique appelé "Feedback Palmier". 🌴

Thank you really much! Now, I'd like to get some feedback with a strategic design tool called "Palmtree Feedback".



Go ! press Enter ↵

⌚ Takes X min ⬆️ ⬇️ ⬇️ ⬆️ Powered by Typeform

2 → Merci beaucoup! Maintenant, j'aimerais récolter votre...

“ Imaginez-vous sur une île déserte. Cette île correspond au projet que vous venez de visionner.

Picture yourself on a desert island. This island is the project you just watch.

**Continue** press Enter ↵



Powered by **Typeform**

2 → Merci beaucoup! Maintenant, j'aimerais récolter votre...

b. Palmier: Qu'est-ce qui vous a tenu en haleine ? 🌴

Palmtree: What has got you on the edge of your seat ?



Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

**OK ✓** press Enter ↵



Powered by **Typeform**

Merci pour votre temps et vos précieux feedback!

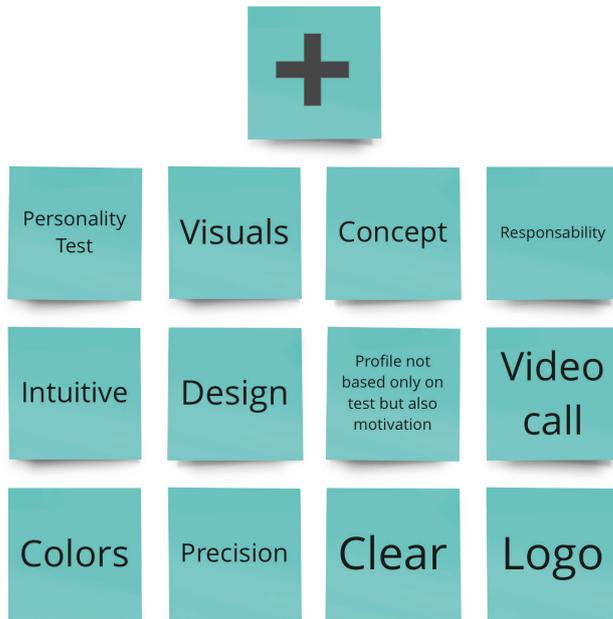
Thanks for your time. I really appreciate your thoughts.

**End** press Enter ↵

How you ask is everything **Create a typeform**

# TRANSFER & ITERATION

Finally, I gathered all the feedback collected during these two test phases. I identified the most relevant ones to iterate my prototype one last time before starting my implementation phase.





*Feedback video*

# FUTURE DEVELOPMENT

An implementation is a strategic approach towards the realization and integration of an idea. The implementation phase allows us to dig deeper into all the details of producing the product, making it a ready project for a presentation in front of clients or investors. This step is essential to generate a realistic approach towards the further development of the project and trigger the audience to be fascinated and take action towards the concept. The goal is to combine four essential factors (integrity, desirability, viability, and feasibility) that make up the ideal functional and innovative at the same time.



# COMMUNICATION

*Finding ideas to answer the new challenge elaborated during synthesis phase.*

## CONTEXT AND GOALS

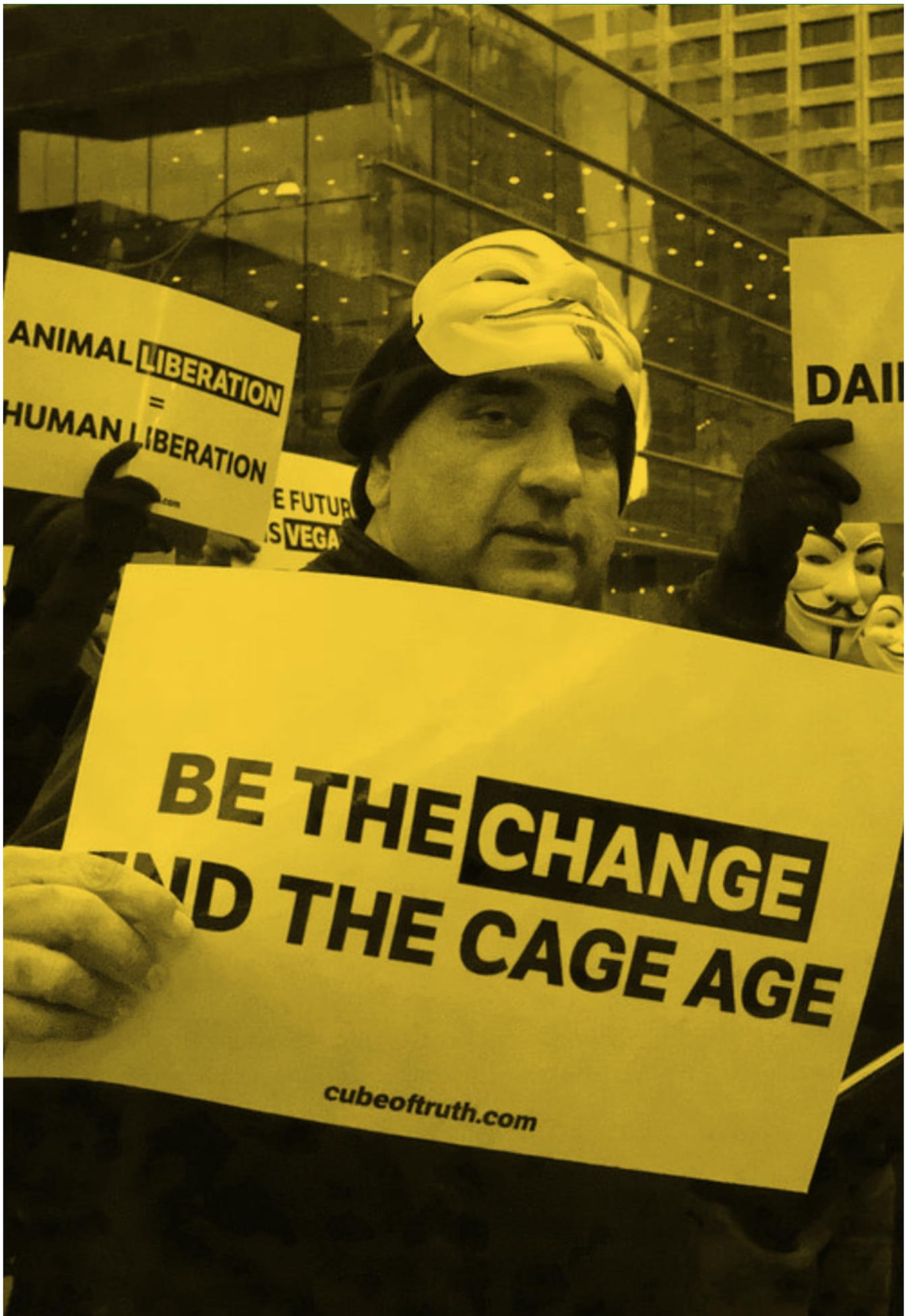
In order to make the application known, it is necessary to develop a strong communication plan adapted to the audience you want to reach. Spark is not known to anyone, and the objective is to build its brand image. During the prototype part, the brand personality stood out as 'heroic.' Looking at the subject of my thesis and the problem that the application is supposed to solve, it may be essential to show that Spark is a dedicated and committed brand through its communication.

## TARGET

Core target: People looking to adopt a new pet (20-60 years old)

Core target: Future adopters, comfortable with the use of a mobile application: 25/40 years old.

Secondary target: French people, needing to be more aware of the situation of pets in France.



*Vegan demonstration*

# TOOLS



## 1. Poster campaign

The first stage of the communication campaign is a poster campaign in towns and villages. It would depict animals and their owners in comical situations with the catchphrase: «Made for each other.» At the bottom of the poster would be the Spark logo and baseline: «The spark that changes everything.» The posters would also include a QR code to download the application directly.



## 2. Street marketing

In order to raise awareness of the secondary target, a second marketing action would take place in the streets of major French cities such as Paris, Bordeaux, Marseille, Lyon, and Toulouse. Yellow and blue leashes in the brand's colors would be attached throughout the city with the message «Spark says no to abandonment.» They would also be accompanied by stickers all over the city, on rubbish bins, or near strategic locations such as pet shops, including a QR code to download the application.



## 3. Digital marketing

In addition to the print and street marketing campaign, videos can be set up on YouTube in pre-or mid-roll and between several stories on Instagram. These videos would represent animals communicating with each other, accompanied by subtitles representing gossiping about their new Master as if they were talking about the new crush they met on a dating site. At the same time, Spark can organize partnerships with specific pet influencers to introduce the application to their followers to directly reach core target users.



## 4. Social Networks

It is also vital to create accounts for the brand on social media to interact with its followers through games, share experiences with the animals, and educate and raise awareness through the app and the street marketing campaign. It can also relay its commercial actions in stories, organize competitions for more interaction.



## 5. Partnerships

Spark can also organize commercial or non-commercial partnerships with the most critical stakeholders in the project, such as animal protection associations, pet shops that do not sell animals, veterinarians, breeders, etc., in exchange for services rendered (vouchers for new adopters in exchange for visibility, for example) or simply in exchange for funding.



## 6. Starter Pack

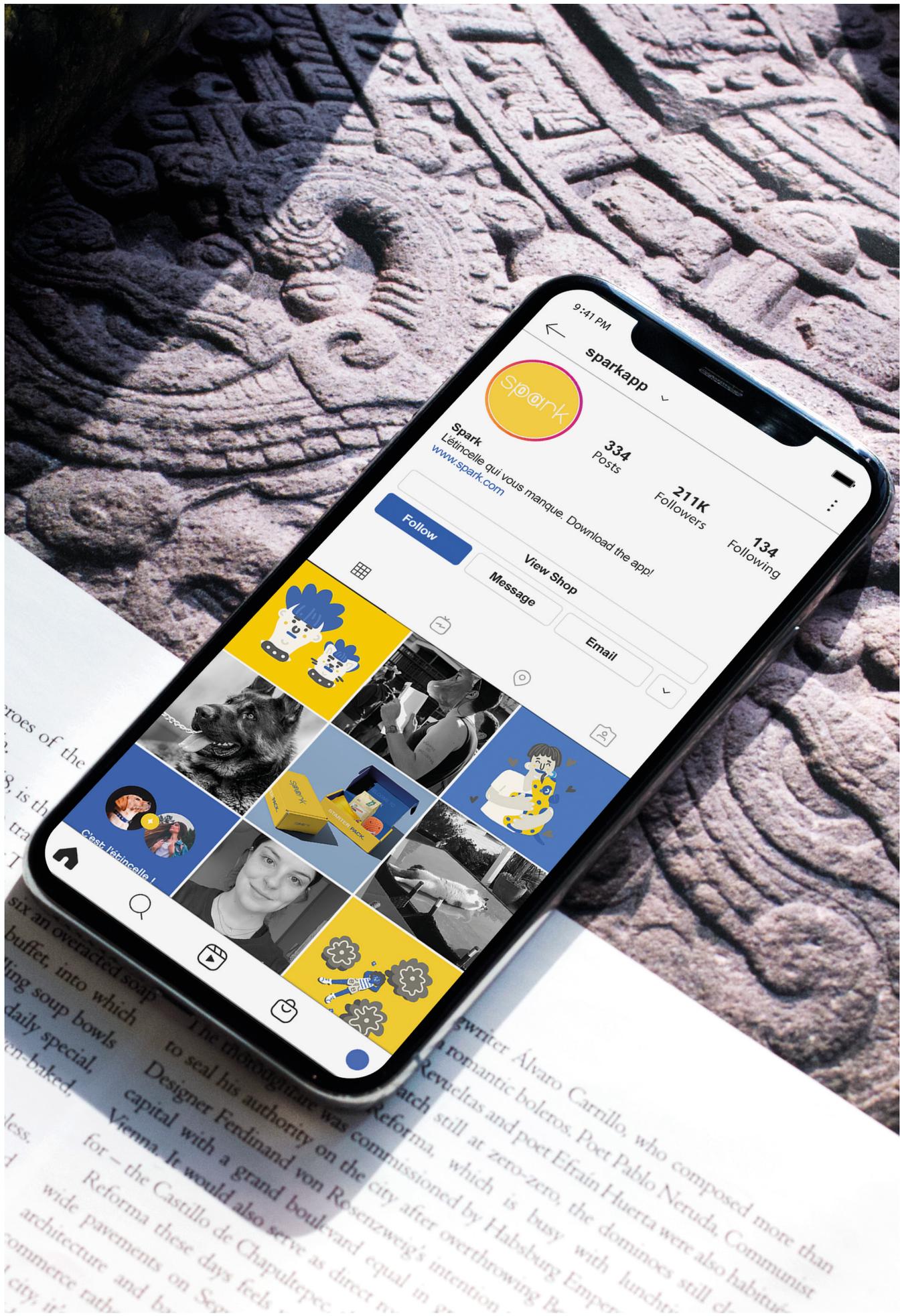
In order to have another source of income, Spark can offer Starter Packs for partner shelters for people adopting animals through the application. These Starter Packs would be adapted for dogs, cats, and Nacs. They would include a small bag of kibble, a toy, an accessory, a small guide to help adopters take their first steps with their new companion, and a voucher for a partner pet shop (Zoomalia, for example). Spark may also consider selling its merchandise in the years following its launch.

FAITS L'UN  
POUR L'AUTRE.



L'étincelle qui change tout.

spark







YouTube interface showing a video player with the following elements:

- Search bar with the text "Search"
- Video player showing two golden retrievers. Subtitles: "- This is my new crush!" and "- He rocks! How did you guys meet?"
- Progress bar showing 3:35 / 1:17:35
- Video title: "Spark - Nice to meet you"
- View count: 8 257 016 views
- Like count: 8 257
- Dislike count: 3 503
- Buttons: SHARE, SAVE, and a menu icon (three dots)



Starter pack

# BUSINESS MODEL

## KEY RESSOURCES

- Shelters and associations wanting to launch the concept
- Specialists who will guide people through the corporate chat
- Extensive specialized database on animals needed for the application to work.
- Mobile application
- Branded products

## KEY ACTIVITIES

- Application: dating educative app

## KEY PARTNERS

- Shelters and associations
- Spark employees: developers, pet specialists, community managers, service.
- Other structures related to animals: breeders, veterinarians, pet stores...

## VALUE PROPOSITION

- Enable prospective adopters to find the animal that is a proper match for them while further educating them on the adoption process and thus avoid abandonment due to poor casting.
- Allow shelters to save time and find owners more efficiently with a centralized and very intuitive application.
- Make the competition between adopters fairer with ways to prove motivation to the shelters and limit the competition to 5 people interested in the same animal.

## COST STRUCTURE

- Salaries
- Communication
- Production (App, Merchandising)

## CUSTOMERS RELATIONSHIP

- Facilitator
- Compassionate
- Friendly
- Educative
- Disruptive

## CUSTOMER SEGMENTS

- People who want to adopt a pet.

## CHANNELS

- Mobile applications
- Shelters
- Social Media
- Communication
- Word of mouth

## REVENUE STREAMS

- Cost per download
- Partnerships
- Crowdfunding
- Merchandising

# ROADMAP

*Spark needs a clear timeline and a call for action to get out into the world. A Roadmap keeps it on time and on target and gives an excellent vision of our concept's future. For that, Spark has to focus on this three following distinct steps in the future.*

## YEAR 1

Acquire first users and establish in shelters

## YEAR 3

Expand its offer to host families

## YEAR 5

Go international



*Spark presentation video*

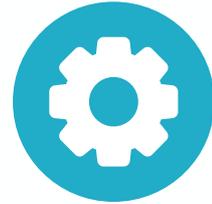
# YEAR 1

Acquire first users  
and establish in  
shelters



## CUSTOMERS

Future adopters in France  
and shelters



## OPERATIONS

Create a team to develop  
the application and make it  
sustainable.



## MARKETING

Social media, Digital  
Marketing, Street  
Marketing, Partnerships,  
Poster campaign,  
Merchandise



## PRODUCT

An application with two  
interfaces, one for adopters  
and one for shelters

Spark Starter Pack



## FINANCES

Generate revenue through  
partnerships, crowdfunding,  
merchandising, and cost per  
download

# YEAR 3

Expand its offer to  
host families



## CUSTOMERS

Prospective adopters,  
shelters, and people who  
also want to foster



## OPERATIONS

Expand the team to  
implement the new features,  
recruit more shelters and  
associations.



## MARKETING

Social media, Digital  
Marketing, Street  
Marketing, Partnerships,  
Poster campaign,  
Merchandise, TV



## PRODUCT

An application with two  
interfaces for shelters and  
adopters, a new interface for  
foster families.



## FINANCES

Generate revenue through  
partnerships, crowdfunding,  
merch, cost per download,  
premium account opening.

# YEAR 5

## Go international



### CUSTOMERS

The European market of adopters and shelters



### OPERATIONS

Expanding the team to implement the new products in different European countries in different languages.



### MARKETING

Social media, Digital Marketing, Street Marketing, Partnerships, Poster campaign, Merchandise, TV



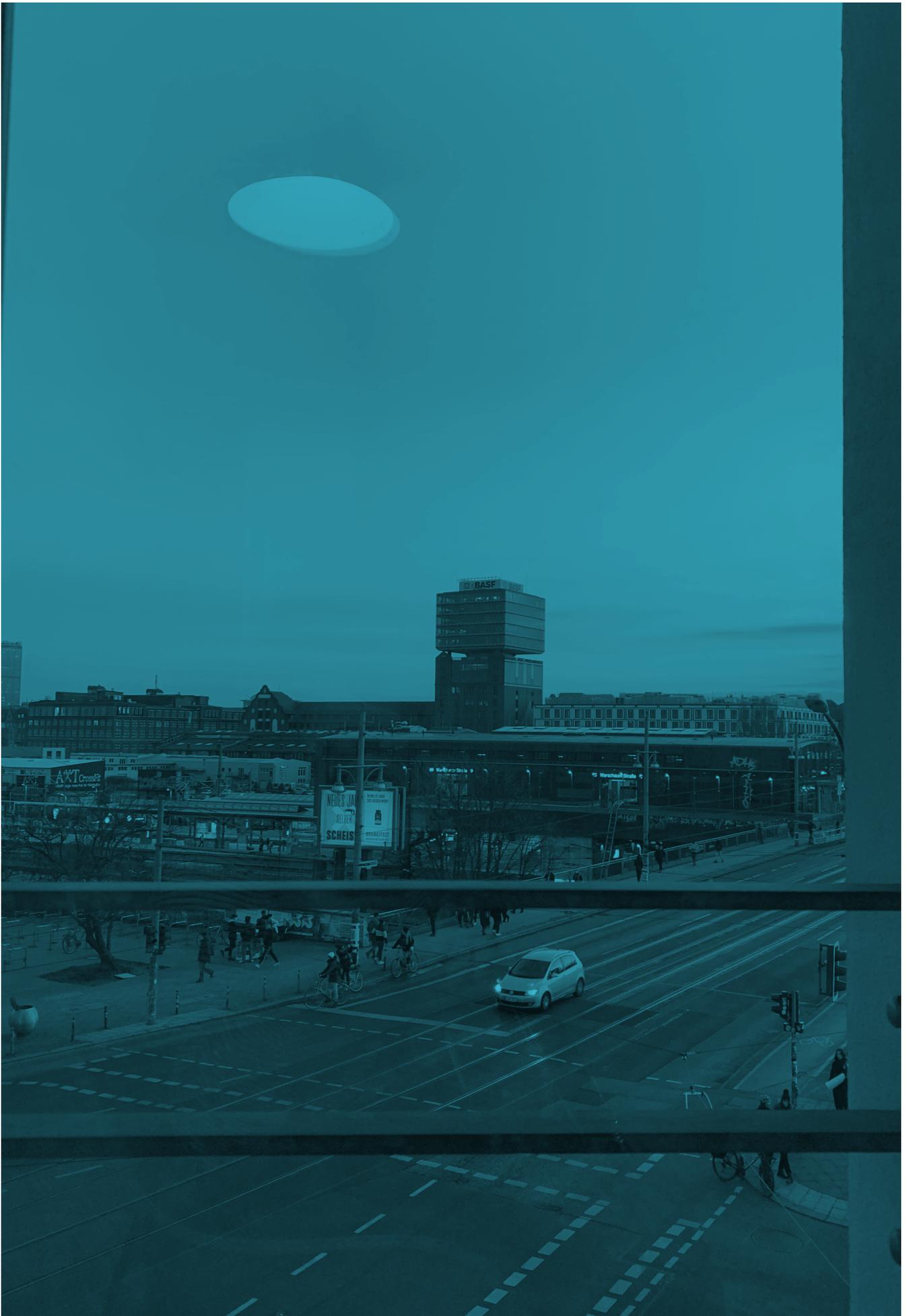
### PRODUCT

An application with two interfaces for shelters and adopters, a new interface for foster families



### FINANCES

Generate revenue through partnerships, crowdfunding, merch, cost per download, premium account opening.

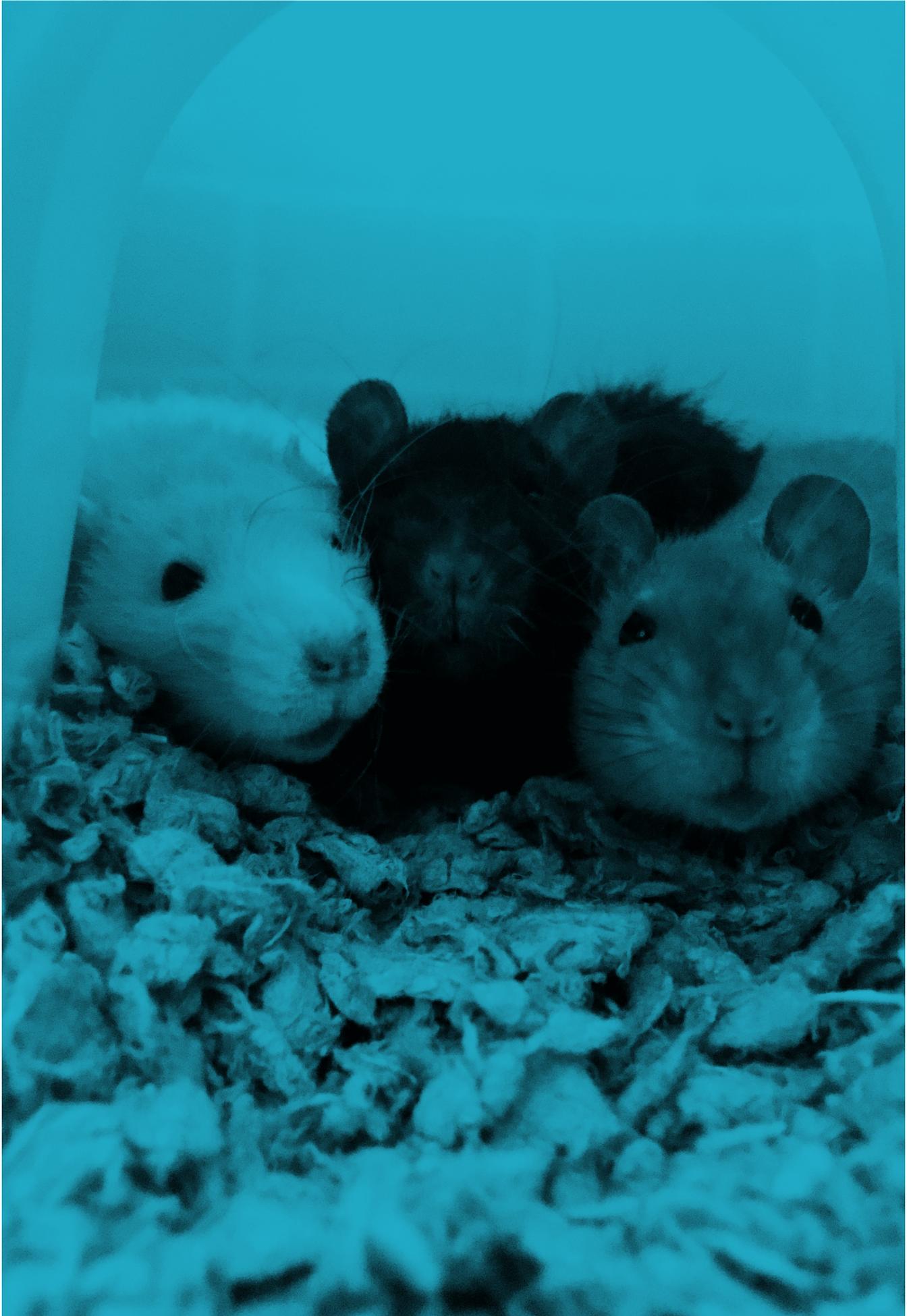


Berlin, European city

# THESIS CONCLUSION







# FINAL THOUGHTS

*Mohandas K. Gandhi said, «The greatness of a nation and its moral progress can be judged by the way animals are treated in it.»*

Although animals occupy a central place in the daily lives of the French, this does not stop statistics from running amok when the subject of abandonment and abuse is closely examined. France is a country of progress that has been able to adapt to many changes but whose social and moral progress is hidden behind stereotypes and bad behavior deeply rooted in society.

I have been told several times during my research that there are more important issues to focus on: «Animals are good, but what about gender inequality? What about poverty? What about global warming? These remarks rang in me like an alarm bell. The road to more excellent protection for animals seemed longer than ever.

Yes, the French love animals, consider them an integral part of the family. However, despite this, they are still perceived as inferior beings, beings of pleasure devoted to entertaining us or filling a void. Furthermore, this viewpoint is perceptible in the very essence of our language: we are «masters,» «owners,» we master animals, and we own them.

This is where my deep interest in the subject came from. Since I started as a strategic designer, I feel that a great power has been entrusted to me, making the world a better place through expertise focused on the needs of its target. You do not create to produce more. You create to improve the life of a given entity. Our anthropocentrism pushes us to give ourselves body and soul to projects for our benefit. Although no battle is less important than another, other species are often forgotten and pushed aside. Nevertheless, who can be blamed for this?

When I chose my topic, I took this bias into account, based on the fact that if I am going to spend so much time on a project and propose a sustainable solution, I might as well focus on an area that strategic designers tend to neglect. For designers, it should not always be about following one taught human-centered approach. In my thesis journey, I followed an animal-centric approach using design thinking methodology, keeping animals at the center of the innovation process. The «friend of the animals,» as my grandmother used to call me, will finally be able to help the animals as they did in my childhood.

During my research, I quickly identified a problem related to the lack of knowledge and compatibility between owners and pets. Listening only to my instincts, I persisted in this direction until Spark was born but did not limit myself to miss any other opportunities. Taking some

distance after going through the whole process again while writing my thesis, I think that the outcome of this project is an interesting first response from a strategic point of view, but that there is still a lot to do in order to improve the situation of animals in France.

This dissertation and my journey with animals are rich in emotions. Animals bring out the best and the worst in humans, and I could feel it through each story, each anecdote, each element studied over the last four months. Surprise. Disgust. Anger. Sadness. Fear. Joy. So many feelings that I was able to discover in our animal friends. I sincerely hope that this work will help them in one way or another through my application, thanks to the different insights brought to light during my research and analysis. Because there is still a long way to go before we put an end to animal abuse and abandonment. Moreover, given current events, despite recent legal developments that are themselves debatable, heavy repercussions are expected after the numerous adoptions during the Covid-19 confinement. The return to everyday life is likely to bring about many changes in the lives of humans that may harm the lives of animals.

I will conclude this thesis by sharing my only certainty: today, I feel closer to animals than ever before, and learning more about them has also allowed me to learn more about myself.



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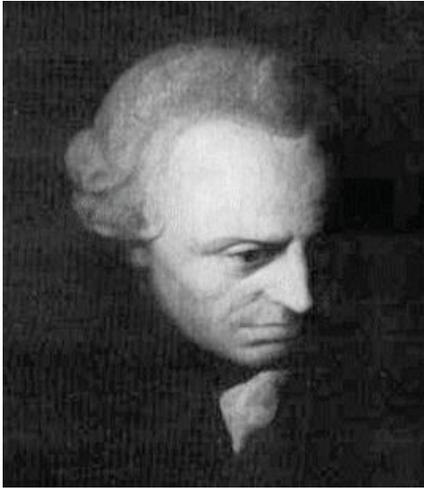
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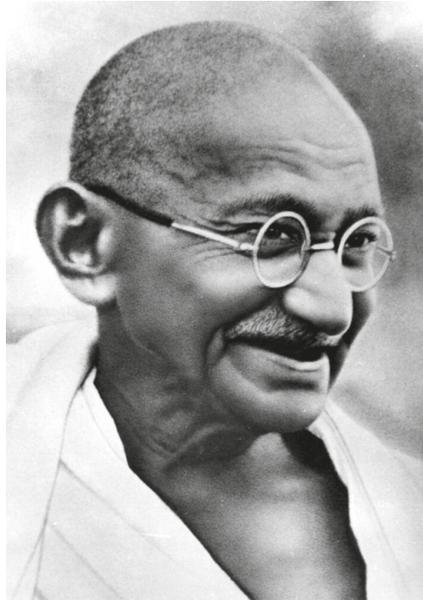
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4. Alexis Chloe, *Cat and Dog*, Unsplash



6. Krista Mangulson, *Real life best friends*, Unsplash



7. Amina Filkins, Pexels



8. James Sequenzia, Parrot, Flickr



9. Todd Aki, Love was in the air, Flickr



10. Neal, Horse Laugh, Flickr



11. Vegan Demonstration, Flicr

## DECLARATION DES DROITS DE L'ANIMAL

CONSIDÉRANT que la reconnaissance par l'espèce humaine du droit à l'existence des autres espèces constitue le fondement de la coexistence des espèces dans la faune universelle.  
 Considérant que la méconnaissance et le mépris des droits de l'animal ont conduit et conduisent à combler l'homme à commettre des crimes envers la nature et les animaux.  
 Considérant que le respect des animaux par l'homme favorise le bien-être de son espèce, et par conséquent ses obligations de la dignité humaine.

**IL EST PROCLAMÉ CE QUI SUIT :**

1. Tout animal, sauvage ou domestique, doit être considéré comme un être vivant sensible, méritant le respect.
2. Les animaux des différents pays ont le droit de vivre et se reproduire par tradition auprès de l'homme, et l'accoutumance de ce genre de vie.
3. Les animaux des différents pays ont le droit de vivre en liberté dans la nature, selon les lois de l'équilibre naturel.
4. Parce que l'homme considère son esprit animal privilégié aux autres, il a le devoir de mettre son intelligence, ses connaissances, sa réflexion et sa dignité au service de toutes les autres espèces, et de leur reconnaître le droit de vivre.
5. L'éducation de l'enfant, dès son plus jeune âge, doit le conduire à observer, comprendre, respecter les animaux et la nature.
6. L'homme ne doit jamais acquiescer, ni posséder un animal, si ce n'est le faire vivre dans des conditions satisfaisantes d'hygiène, d'alimentation et d'accoutumance.
7. Tout animal de travail a droit à une limitation raisonnable de la durée de travail, à une alimentation appropriée et au repos.
8. Toute souffrance inutile, toute mise à mort sans nécessité, tout abandon d'un animal sous la dépendance de l'homme constituent des actes monstrueux dégoûtants qui doivent être sévèrement punis.
9. Le respect de la nature accordé à l'homme de défendre la faune sauvage.
10. Le droit de chasser, de pêcher ou de profiter des animaux sauvages ne peut être exercé que s'il ne provoque pas de détérioration dans l'écosystème des espèces.
11. Seuls peuvent chasser ce droit ceux qui auront fait preuve de leur connaissance des lois de l'équilibre naturel.
12. Les animaux ne peuvent être considérés comme sensibles que si une imagination trop importante des populations provoque l'accroissement de la densité de la nature.
13. Toute forme de chasse, de pêche ou de limitation de population provoquant des souffrances inutiles sans nécessité.
14. Les animaux destinés à la consommation de l'homme ont droit à des conditions d'existence qui soient compatibles avec celles de leur espèce.
15. Toute exploitation excessive et les traitements contre nature sont condamnables.
16. Toute disposition destinée être prise pour que le transport, le parage et l'abattage des animaux soient effectués sans brutalité et souffrance.
17. La recherche expérimentale « in vitro » continue à être considérée comme un droit de l'animal. Elle ne doit pas se prévaloir de la science, mais faire l'objet d'une réglementation internationale et nationale rigoureusement contrôlée et effectivement appliquée.
18. Les animaux libres et sauvages ne peuvent être mis en captivité sans autorisation préalable. Lorsque l'homme ne respecte pas la dignité de l'animal, un régime de sa captivité proche que possible de leur nature doit leur être assuré.
19. La capture, la conservation, la détention et la présentation des animaux libres et sauvages doivent être l'objet d'une réglementation et d'un contrôle rigoureux.
20. Les sports, spectacles et divertissements nécessitent la souffrance ou la mort d'animaux libres et sauvages doivent être supprimés.
21. La mise en liberté, la distribution et l'utilisation d'animaux vivants dans les publications sont des formes d'exploitation inutile et souvent cruelles.
22. Les animaux de compagnie doivent être élevés, élevés et élevés avec amour, respect, honneur et dignité.
23. Les animaux doivent également leur reconnaître le droit à la mort d'animaux libres et sauvages doivent être supprimés.
24. La mise en liberté, la distribution et l'utilisation d'animaux vivants dans les publications sont des formes de génocide, qui menacent même l'homme que les animaux.
25. Les pouvoirs publics doivent, avec un projet de promouvoir et de faire appliquer rigoureusement les textes législatifs protégeant les animaux et leur environnement.
26. Les pouvoirs publics doivent favoriser l'action des associations agréées en faveur de cette protection.

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23. PetStore, Pexels



# APPENDIX

## *The strategic design tools used during this project*

*To guarantee a smooth process, it is crucial to pick the right tools at the right time. There are no similar days during the strategic design process, so it must be reactive and aware of the moment's necessities.*

*As a designer, it will be crucial for me to understand the subject correctly to propose an adapted solution to abandonment and abuse in France. To do so, I will have to correctly juggle between the different strategic design tools that are the most efficient at each step of the process. Here are the different tools selected for each step to make this project a success.*

### RESEARCH

#### *Research Plan*

Once the topic area is defined and the research team gathered, it is essential to plan research. It is not possible to undertake effective research without planning the process and setting clear goals.

#### *Desk research*

This is the first step of the research phase. The aim is to do prior learning about the web by reading books or watching documentaries.

#### *Stakeholder map*

It is a visual process of laying out different project stakeholders on one map to visualize and locate interest groups. It does give an excellent visual representation of all the entities that influence the topic and how they are related to each other.

#### *Expert and user interview*

Expert and user interviews are helpful to get specific education and insights from users and professionals with precise answers to specific questions that matter qualitatively.

#### *Quantitative survey*

Quantitative research quantifies behaviors, opinions, attitudes, and other variables and generalizes a larger population. The goal of quantitative research is to understand the relationship between an independent and dependent variable in a population. This can bring excellent insights for the research phase.

#### *Cultural probes*

Using probes during the initial stages of a new project can help generate design solutions that answer user's needs. It is a powerful tool to uncover the culture and human interaction like emotions, values, connections, and trust.

#### *Speculative design*

Speculative design, sometimes called critical design, is a way of speculating about possible futures. It concerns user-centered design and asks what effect our design today could be on future societies. It looks at possibilities and not probabilities and pushes us to consider our preferences over a set of potential futures. It also looks at how the things we design help or hinder our tentativeness from building those futures.

## SYNTHESIZE

### *Opportunity fields*

Opportunity fields are the first step of the synthesize module and allow for turning research into insights and fields of action. They highlight the significant needs of the project to turn them into frameworks in a different phase.

### *System map*

The system map gives a good overview of all the different actors of a topic and its dependencies and flows to understand a problem.

### *Empathy map*

It empathically captures user's lifestyles on a topic to find problems, profits, and possibilities. It is a collaborative tool that can be used to gain deeper insight into customers. An empathy map can represent a group of users, such as a customer segment, like a user persona.

### *Journey map*

A journey map allows one to visualize an experience step by step with the user's feelings and determine which point to act to improve this very experience.

### *Two sides of the coin*

This framework will help to see the design challenges from a different perspective. It tells both sides of user stories and forces the design team to think about a dimension that might be neglected earlier. Once figuring out one side of the problem, it is easier to dig deeper to get a concrete question for the other side of the coin.

### *Persona*

Persona helps to empathize and get into the users' heads while showing concrete problems and needs to work on.

### *Point of view*

It is a meaningful and actionable problem statement that allows us to ideate in a goal-oriented way. It captures the design vision by defining the proper challenge to address in the ideation sessions (it usually turns into HMW questions in this phase). Research has to turn POV into an actionable problem statement that will drive the rest of the project.

### *HMW question*

HMW questions are short interrogations that launch ideation phases and brainstorming. They should be narrow but wide enough in order to allow the right amount of creative freedom. It is all about turning a more considerable challenge into something more precise and actionable.

## IDEATION

### *Hell and heaven*

This is a helpful ideation tool you can use to explore the pros, cons, and risks of a given topic. Exploring your goals by thinking extreme can bring some new ideas and help understand the actual needs.

### *Disney method*

This ideation method is a powerful way to concretize goals and visions and elaborate some concepts and ideas by different alternating roles to explore ideas from different angles.

### *Copycat*

By thinking about what other brands or icons would do, one can find solutions that would not have been considered otherwise. A change of perspective always helps.

### *Brainwriting*

It is a structured and silent way to build on other's ideas. It enables one to get a maximum clear and develop ideas in a short time.

### *Hot potato*

The hot potato is a physically active brainstorming technique that pushes people to develop wild ideas fast without judgment. In this technique, both the body and the brain are engaged. Physical movement activates different parts of the brain and helps think differently.

### *Time machine*

It is an original time-traveling ideation tool that allows you to go wild and develop crazy ideas inspired by a period from the past or the future.

### *Idea shopping*

After the first brainstorming, there is a massive list of relevant and beneficial product features or concepts. With idea shopping, it is possible to focus on a few of them to create more concrete and handable ideas.

### *Idea napkin*

After the ideation phases and idea shopping, many rough ideas and concept seeds are born, and it is time to give them more structure. Idea napkin is a presentation that helps detail the early ideas and makes them more visual with some illustrations.

### *Idea matrix*

It is a 2X2 matrix that helps to quickly evaluate the generated ideas after brainstorming to choose the one that answers better to the identified HMW question.

### *Bulletproof idea - Six thinking hat, sustainability check and theory of change, enhanced idea napkin*

Once the idea napkin has been created, the bulletproof idea workshop is needed to identify the boundaries and issues of the concept created and find a way to solve it to create an enhanced version of this initial napkin. The designer has to go through different tools such as six thinking hats, sustainability checks, theory of change. It allows them to be prepared for eventual problems that could come up in the last stages of the strategic design process.

### *Elevator Pitch*

This is the perfect tool to express the core of a concept in one or two sentences by keeping only the most essential things to stay concise, clear, and convincing.

### *Death star*

The idea of the initial concept is ready. Nevertheless, before starting pouring more cement into it, it is time to slow down and have a sanity check. The designers have to decide if it still fits the original business needs, goals, and limitations and if it is ready to proceed.

## PROTOTYPE

### *Blueprinting*

Blueprinting is a diagram that helps visualize the relationships between different service components, such as people, props, and processes, directly tied to touchpoints in a specific customer journey. It helps identify the critical features of the product and moments when users interact with it. It does facilitate decision-making regarding details of the concept.

### *Naming*

A good name is the guarantee of a persistent and robust brand image. It has to be easy to read and pronounce, understandable, make sense, identify the concept, have a positive cultural meaning, work in communication, be exciting and attractive for the target, differentiate against the competitors, and work within a brand architecture.

### *Brand identity*

Create a strong brand identity and a unique and memorable art direction for the concept to assure specific longevity and unicity and make the future testers empathize with the project. Brand experience is based on storytelling, naming, writing style, visual identity, and touchpoints. It is essential not to lose sight of the three dimensions of the brand: identity, relevance, and difference, during this process.

### *Wire-framing*

Wire-framing consists of developing step by step interaction with the glow of a digital service experience to show off the coherence of the concept, get user feedback, or convince the stakeholders of the project.

### *Design prototype*

It is time to create an emotional bond and create an experience as realistic as possible for testing and dissemination by building on the user's desirability. Besides, it is a valuable tool to convince project partners and create nice visuals for the portfolio.

## TEST

### *Testing plan*

A testing plan is a detailed document that gathers the test strategy, objectives, schedule, testers, resources required for testing, meanwhile, all the information needed to lead proper testing.

### *Testing napkin*

The testing napkin is a crucial tool to translate prototypes to testers. After spending more time into the intense prototype phase, it is possible to forget to distance and address the obvious questions while presenting a concept. This tool will help to focus on the main functionalities and make them clear to the testers.

### *Online testing*

Sometimes, it is impossible to meet people in person for testing regarding distance or global pandemic. With online testing, it is possible to gather much feedback in a minimum of time by creating a short presentation video accompanied with by feedback questions.

### *Palm-tree feedback*

It is an original way to give feedback that will engage users and bring a little fun to this task that is not always the most exciting.

### *Feedback grid*

Feedback conversations are rich in meaningful information, and the subtle impressions of participants' reactions are vital. In order to achieve that, a mark should be kept off the moment by organizing some time to capture observations right after the testing session.

### *Think aloud testing*

Simple usability tests where users think aloud are cheap, robust, flexible, and easy to learn from even though it entails some risks and does not solve all problems.

### *Transfer*

After having collected all those precious reactions in the different testing sessions, it is time to decide how to integrate them in the next iteration by sorting the one to keep or not.

## IMPLEMENT

### *Business model*

It defines how the company creates, delivers, and captures market value. The interrelationships between those three facets are essential to create a new business. During the ideation and prototype phase, a new product or service has been created. The business model canvas will provide a visual representation of those main aspects that define the essence of the concept.

### *Marketing strategy*

Showing examples of how to communicate creatively about your project to your target is a real benefit for presenting your work that would help show off the value of the concept and its chances of good development in the future.

### *Road map*

The project will need a clear timeline and a plan of action to get out into the world. The roadmap keeps it on time and on target and gives an excellent vision of the concept's future.

# TEXT DECLARATION

I hereby declare that I prepared and wrote this Master's Thesis and prepared the presentation of the parts of the thesis independently and used no aids other than those stated. I have identified the text extracts and the graphic, illustrative or photographic material taken from other works literally or purposely in every case by giving information about the author or originator and source.

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