

# An exploration of the technologies, issues and potentials of smart dog trackers from a UX perspective

Name: Xiang Li

Supervisor: Alice Paracolli

## Abstract

As an **Experientially Focused Research Project**, this project explores dog owners' needs for **smart dog trackers** and the factor influencing the UX of smart dog trackers, including a comprehensive literature review and a mix of qualitative and quantitative research methods.



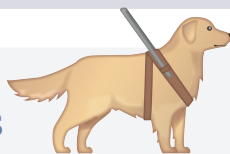
## Introduction



With the development of **IoT technology and wearable technology**, smart dog trackers, an emerging animal wearable technology typically used to **track dogs' location and health**, have become popular with many dog owners. Research on smart dog trackers has increased in recent years, but there is still a gap in the discussion on user experience in this field.

The research identified common concerns among dog owners about dog ownership and smart dog trackers and the reasons for the low adoption rate, which provides insights for the future improvement of smart dog trackers.

## Conclusions



The location, activity tracking features of smart dog trackers are ideally suited to the top concerns of dog owners about their **dogs' physical health and dog lost and stolen**. Thus, dog owners have high expectations of smart dog trackers.

However, the **product prices and uncertainty of the technology** affect the user's willingness to purchase.

There is also a mismatch between the target customers and the dog owners who need it, which could be a reason for the **low adoption rate**.

## Research Methodology

### Study 1: Online Survey

#### Qualitative & Quantitative Research

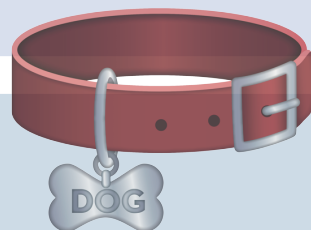
Explore **common problems in dog ownership** and the **attitudes of smart trackers** from different groups of dog owners.

### Study 2: Interview & Product Reviews

#### Qualitative Research

Explore the **characteristic of potential customers** and **the factors influencing the user experience** of dog tracker.

## Research Results



### Study 1

**98 results** were obtained from the survey, with **cross-tabulation** analysis to explore the relationships between the different variables.

### Study 2

**Keyword Analysis Methods** was used to analyse the four interviews and 30 product reviews, which identified users' concerns and potential pain points in smart dog trackers usage.