H2-Meow

The Capstone Presentation

By: Camille Coopwood



Agenda

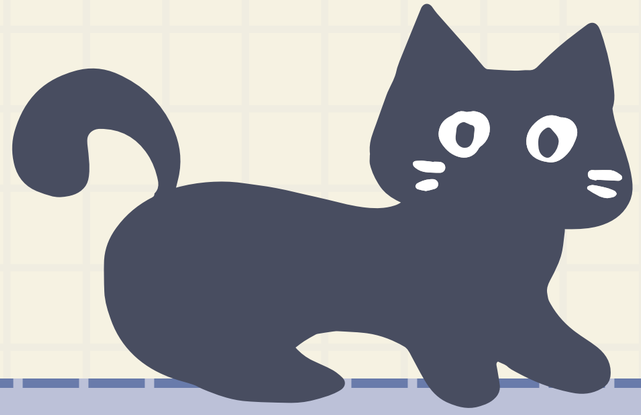


- What is H2-Meow?
- Research
- Synthesis
- Sketches
- Logo
- Product concept
- High-fidelity wireframes
- Conclusion/Reflection



What is H2-Meow?

H2-Meow is meant to be a fun, user experience project that centers cats as the user and aims to solve the issue of cats and their water drinking habits.



This project aims to go through the design process on a small scale with research and synthesis to inform the design concepts of an app, logo, and product.



Research

Academic Articles

Investigation of the effect of water temperature on water consumption of cats
Zeynep Aruç Tatlıağız, İbrahim Akyazı
Journal of Istanbul Veterınary Scıences

Feeding and drinking behavior
Diane Frank
University of Montreal, Faculty of Veterinary Medicine, Veterinary Teaching Hospital (CHUV), Saint-Hyacinthe, QC, Canada

Water consumption of cats (Felis catus)
Faria Alipourmazandarani
Swedish University of Agricultural Sciences, SLU

Quantified water intake in laboratory cats from still, free-falling and circulating water bowls, and its effects on selected urinary parameters
Michael T Robbins , Martha G Cline, Joseph W Bartges, Erin Felty, Korinn E Saker, Richard Bastian and Angela L Witzel
Journal of Feline Medicine and Surgery

Interview Stats

Participants/Owners: 4

Cats: Gene, Strawberry, Ari, Piper, Flynn

Interview Questions: 19

**All participants gave consent to have their interviews disclosed at the time of their interviews*

Research // Academic Summary

Investigation of the effect of water temperature on water consumption of cats

Hypothesis: The cooling of drinking water can encourage cats to drink more water.

Conclusion: The hypothesis is accepted as results from tests run on 8 cats reveal a statistical difference in cats drinking more cooler water.



Research // Academic Summary

Feeding and drinking behavior

Literature Review

- The avaerage amount of water drank is higher if a cat has is higher is their diet is mainly dry food
- Water intake is closely related to the amount of food ingested over the caloric intake
- Some cat owners believe that their cats like the water fountain over other forms of water presentation



Research - Academic Summary

Water consumption of cats (Felis catus)

Literature Review

- Some cats have more preference to drink water at night, but it depends on their habits
- Frequency of changing out the water also depends on cat habits and preference
- Some cat prefer their water bowls away from their food bowls
- Cat water intake can come from several sources that the cat chooses and adapts to



Research - Academic Summary

Quantified water intake in laboratory cats from still, free-falling and circulating water bowls, and its effects on selected urinary parameters

Hypothesis: There is a mehtod of presenting water to cats that encourages them to drink more water.

Conclusion: The hypothesis is rejected (null accecpted) as there is no statistical difference in the water presentation and the amount of water the cats drank.

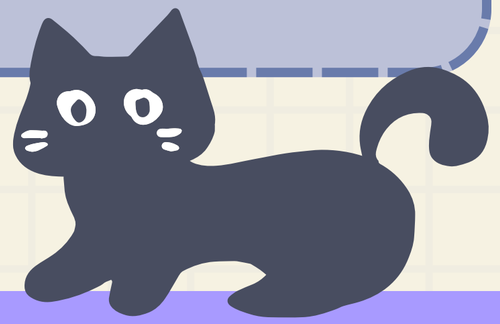


Null Hypothesis: There is no method of presentation that encourages cats to drink water.

Synthesis // Says and Does

Says

- “Her favorite snack is plastic”
- “I rarely see her drink water”
- “She is more inclined to the sound of the water”
- “I have considered adding another water bowl”
- “If the water source is not considered safe then she [cat] will not drink from it”



Does

- Gives cats wet food in order to maintain moisture intake
- Keeps water and food bowl out of general line of sight
- Give cats multiple places to drink water
- Has experiment with different types of water presentations to get the right ones
- Avoids observing cat to keep them drinking water (cat is skittish)
- Puts ice in outdoor water bowl to cool down water

Synthesis // Thinks and Feels

Thinks

- Thinks that cat is getting enough water but is not sure
- Does not believe that there is any reason to try any methods of giving water if the current one works
- Even though she cannot see her cat drink the water, she believes the cat is getting enough
- Is mindful about the cat's environment and stimuli

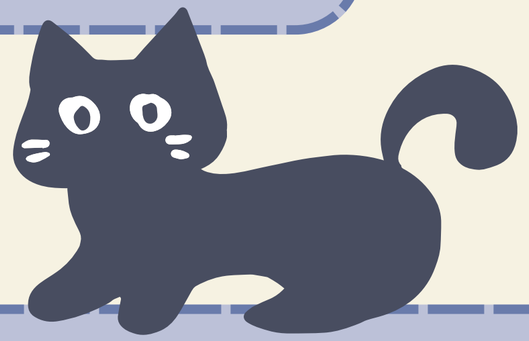
Feels

- Content with how much water her cat is getting
- Feels as thought the cat's habits are ok
- Is sometimes worried about water/moisture intake due to past health issues
- Content with the way the water is presented
- Is unsure if cat is getting water since they never see her drink any water

Synthesis // Insights

Observation

Cats are more inclined to drink cooler/cold water.



Insights

- Cats are more inclined to towards cooler water due to better taste sensation (tastes more “fresh” due to oxygen levels)
- Cooler water can keep help cats regulate their temperatures and keep them from overheating

Synthesis // Insights

Observation

Water bowls are kept away in some capacity.

Owners do not observe their cats drinking water.



Insights

- Cats do not like to be observed (gives them sense of safety)
- Drinking habits are separate from eating habits
- Some cats get their water from multiple sources and may not need as much water from a bowl

Synthesis // Insights

Observation

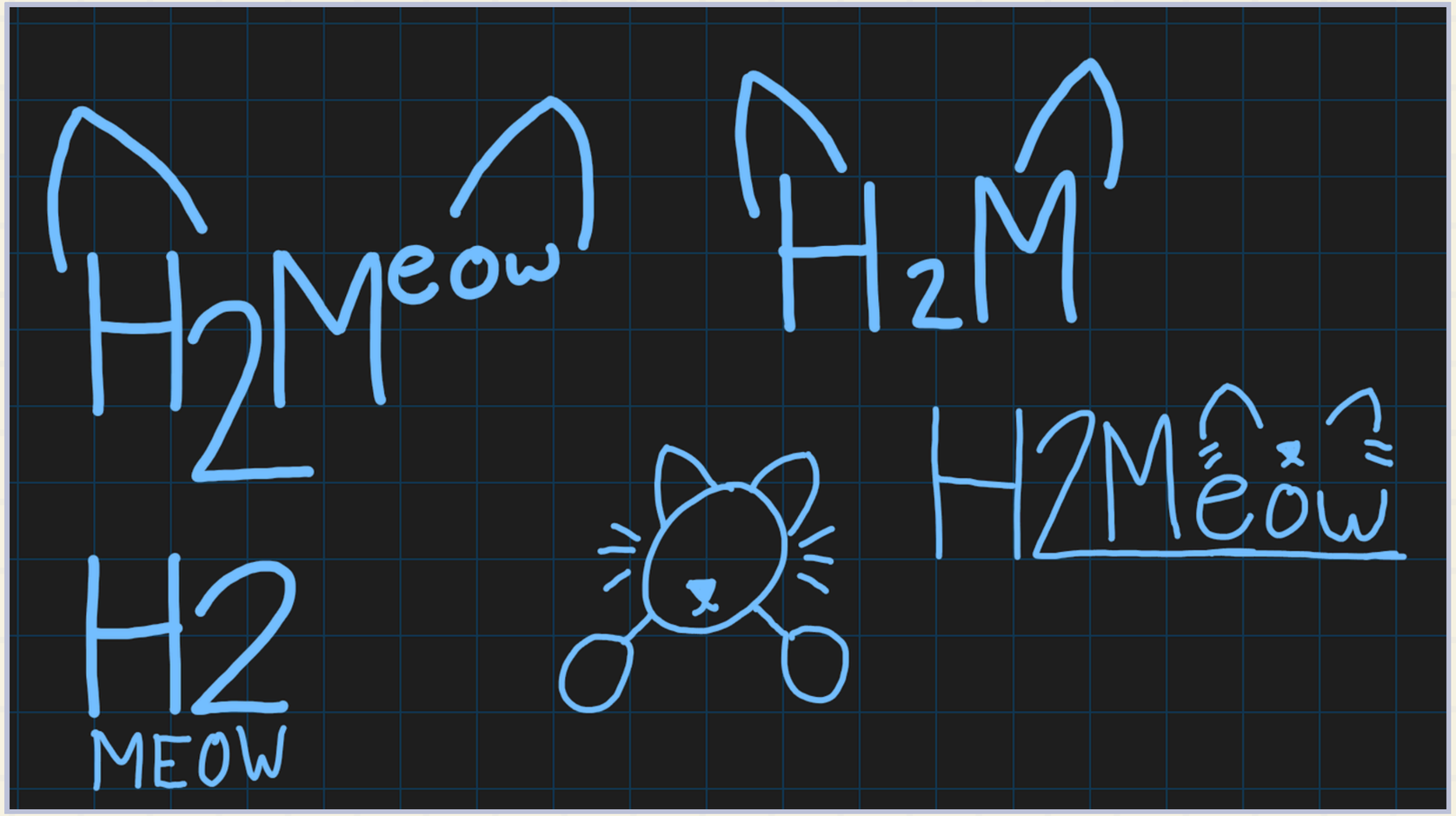
There is no across-the-board preferred method for cat water bowls.

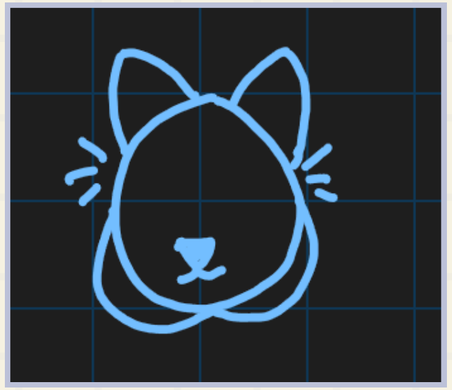
Insights

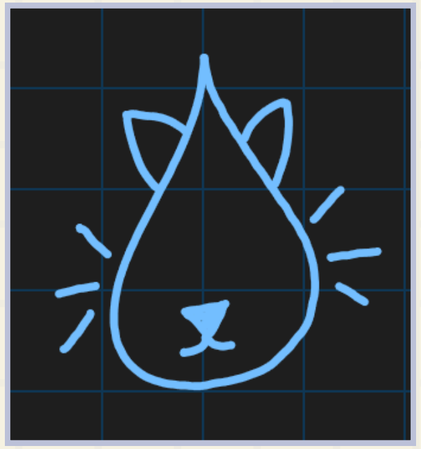
- All cats are different in their habits and temperaments.
- The presentation of water bowls does not motivate/demotivate cats from drinking water

*Note: while there is conflicting information about the preferred presentation method, all academic articles come to the same conclusion of no statistical difference

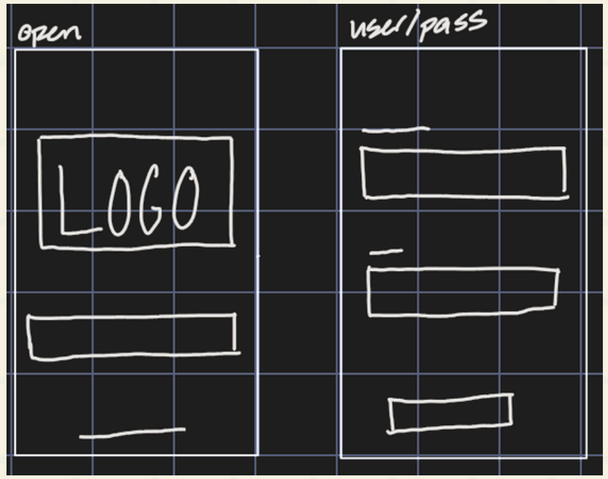
Sketches // Logo



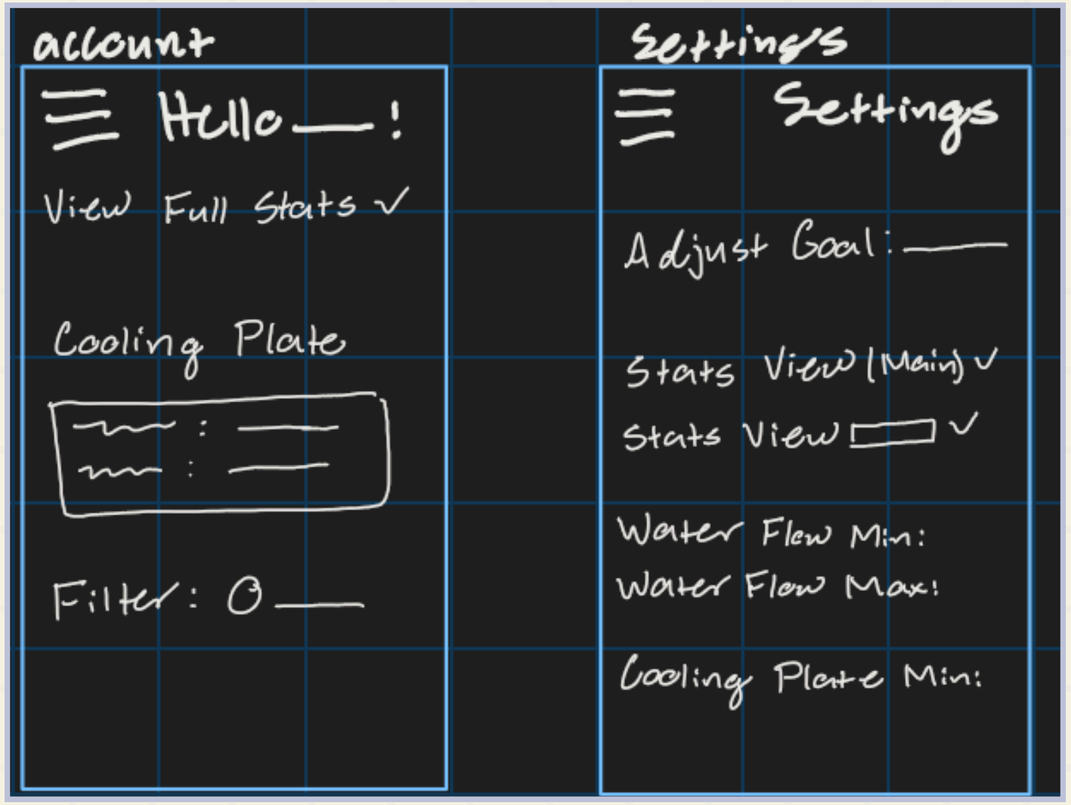




Sketches // Wireframes

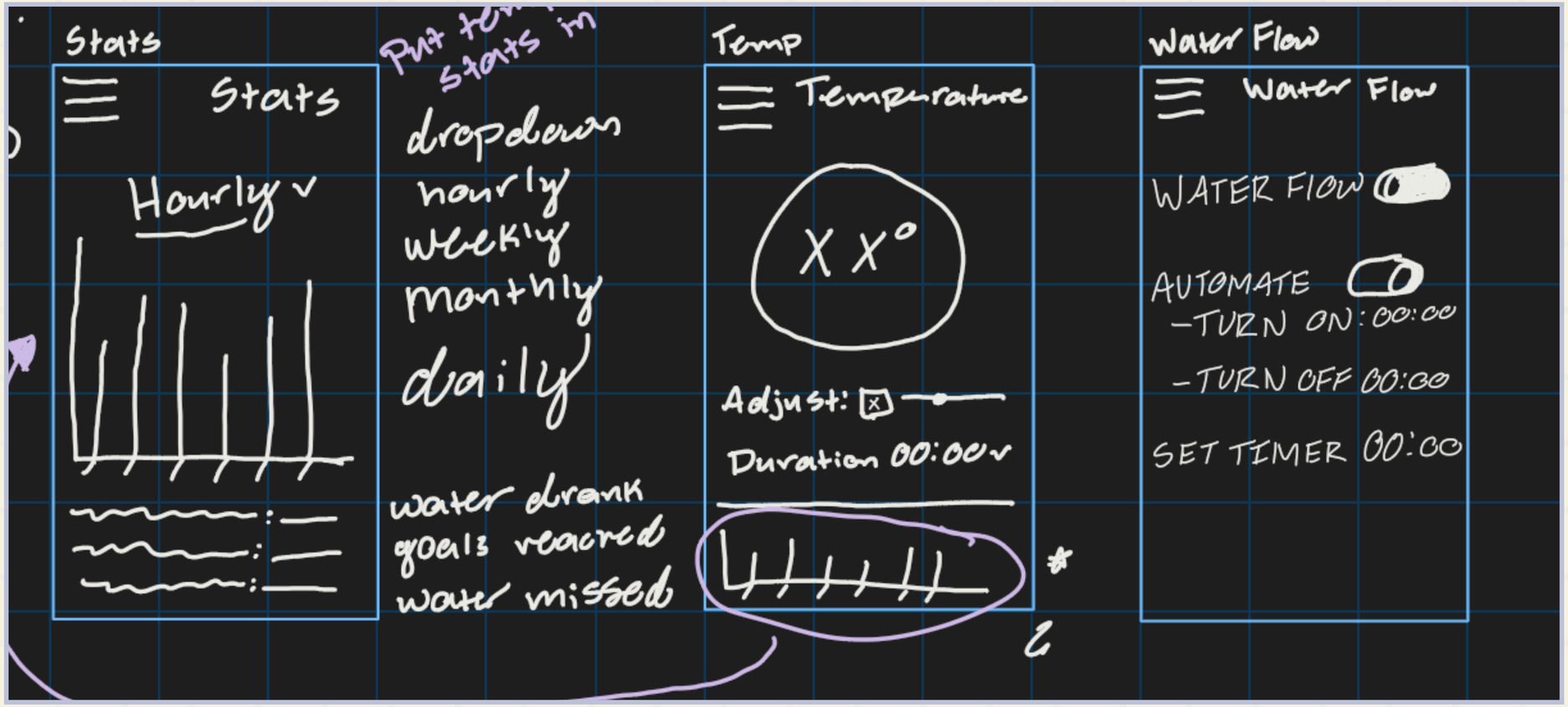




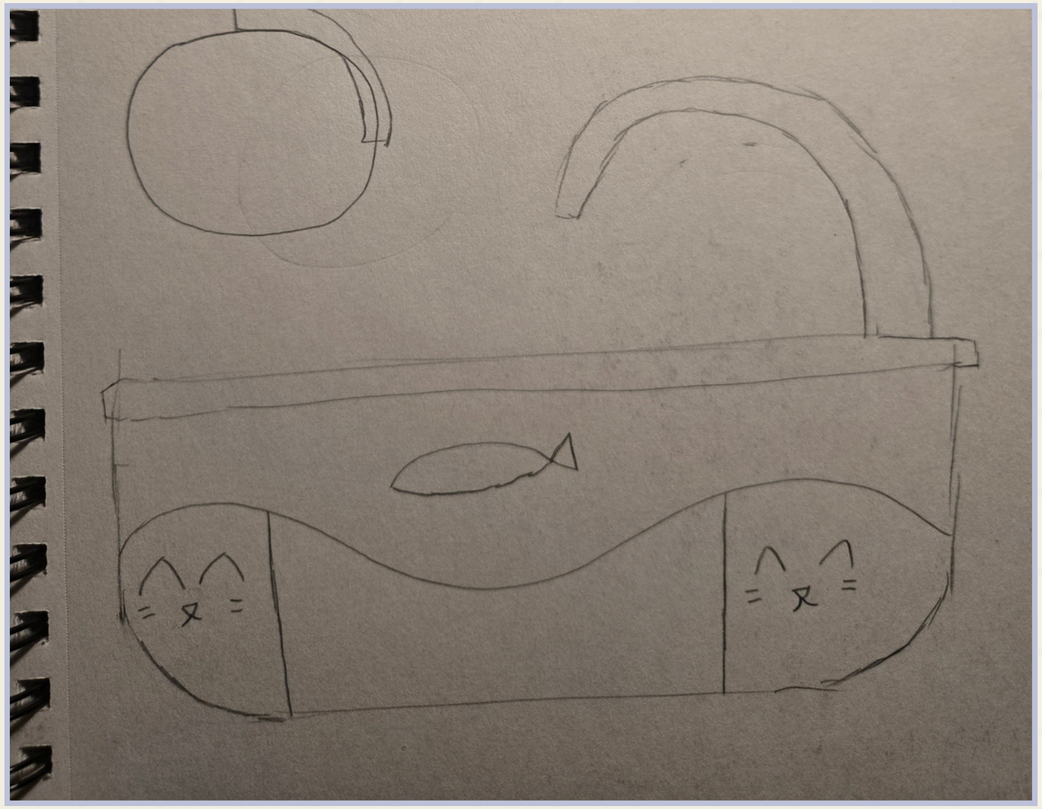


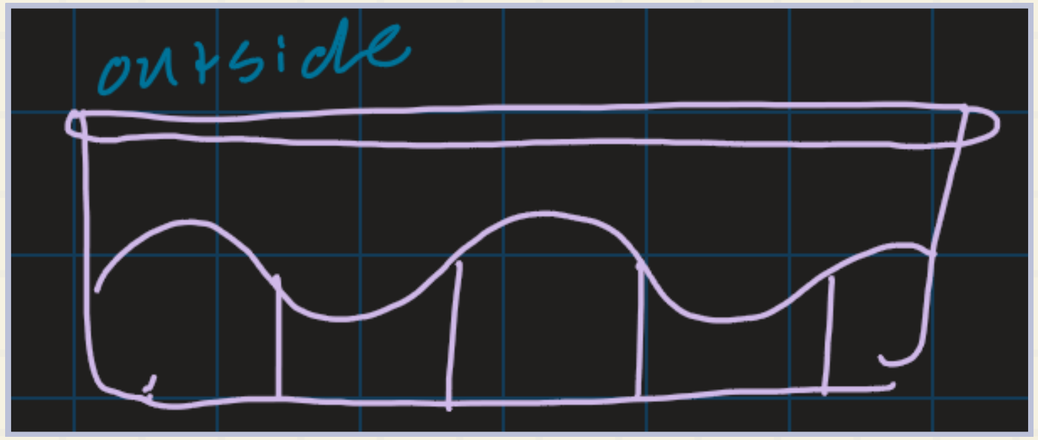


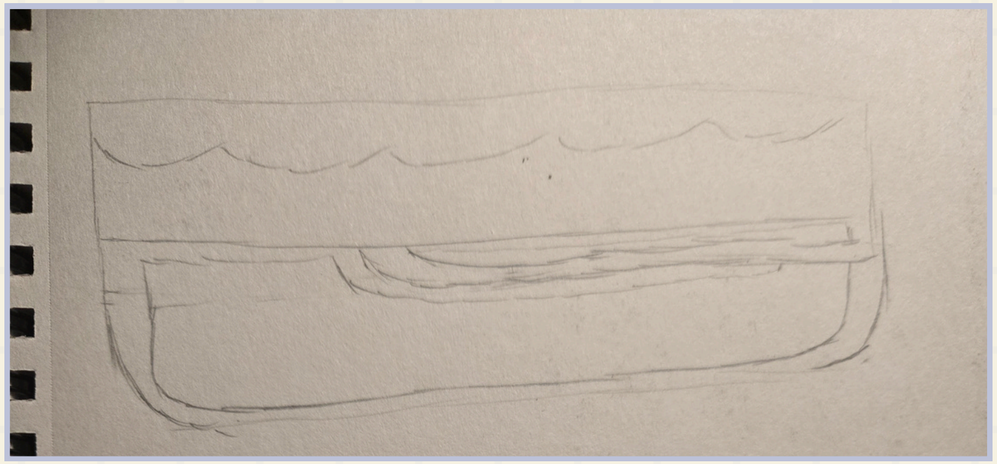
Sketches // Wireframes



Sketches // Product







Final Logo

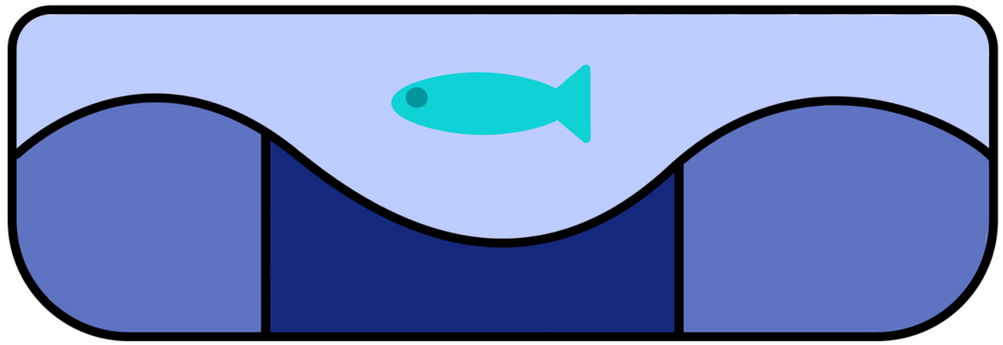
H2MEOW

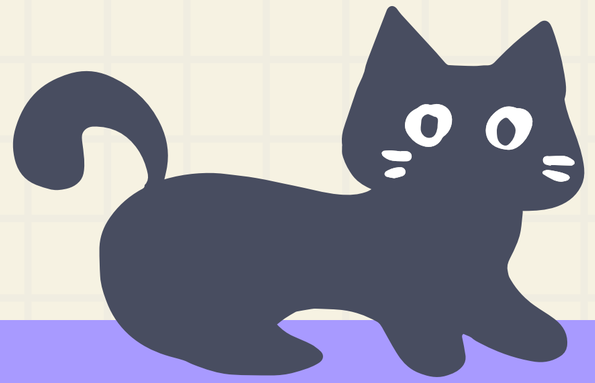


H2MEOW

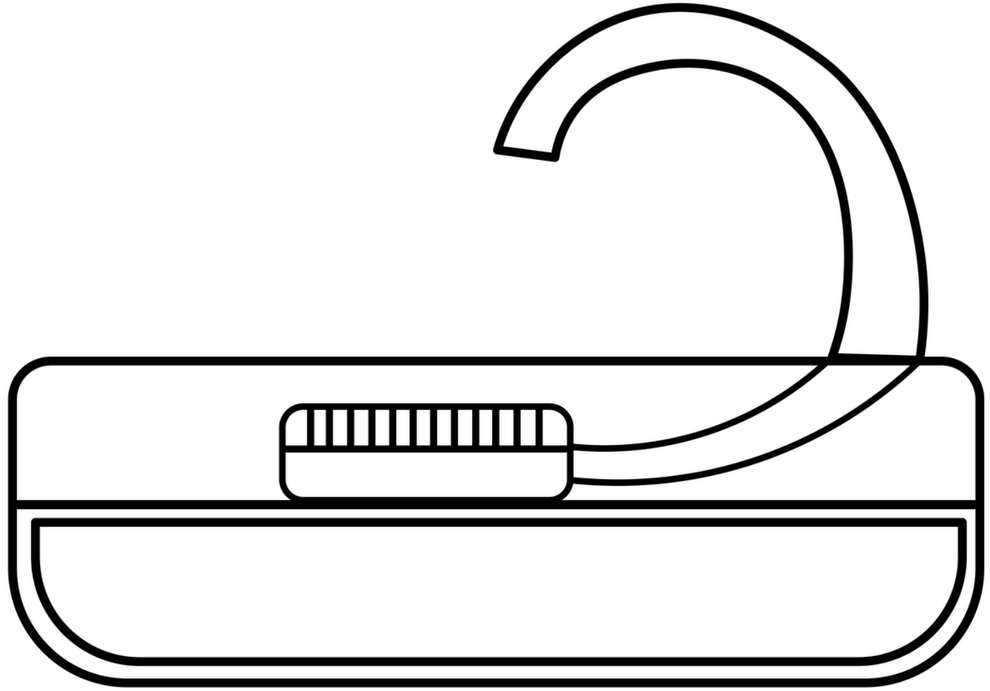
Product Concept

OUTSIDE DESIGN

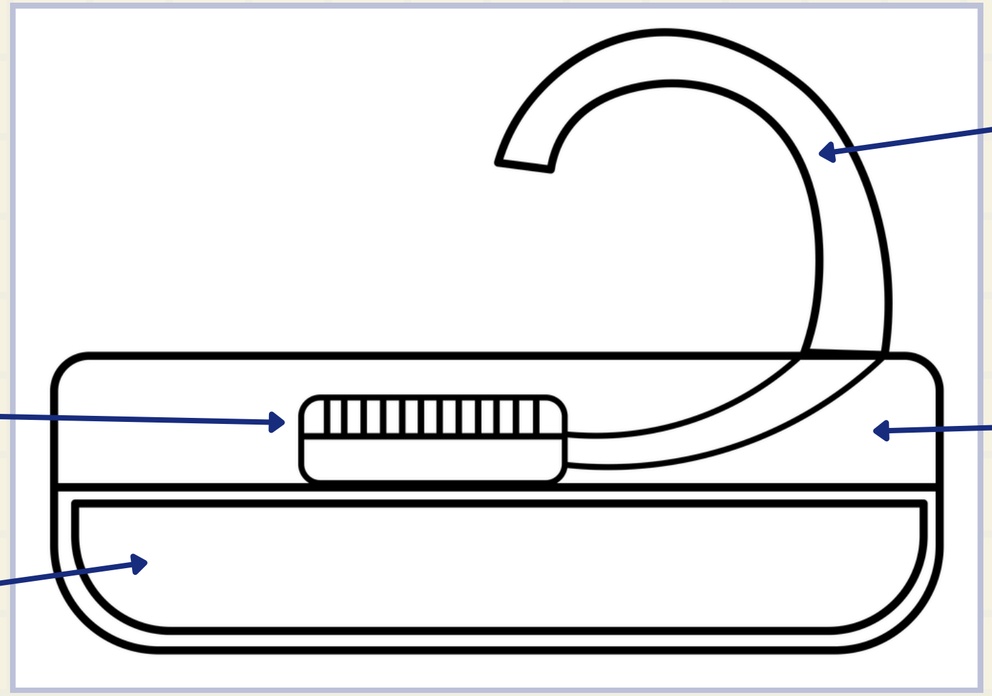




INSIDE DESIGN W/ FOUNTAIN



Product Concept // Features



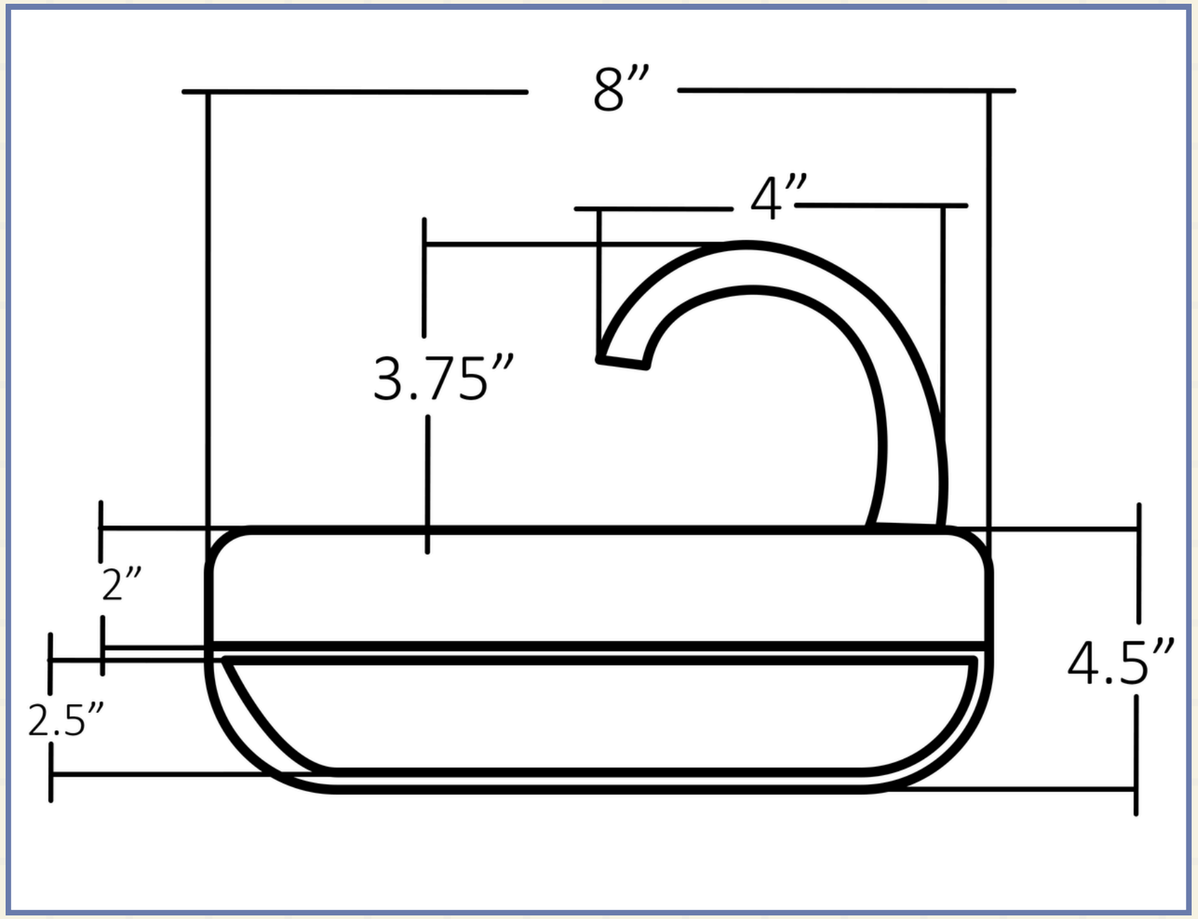
Fountain spout to circulate water and encourage drinking if cat so pleases

Shallow bowl so cats can always reach water

Water filter to keep water fresh

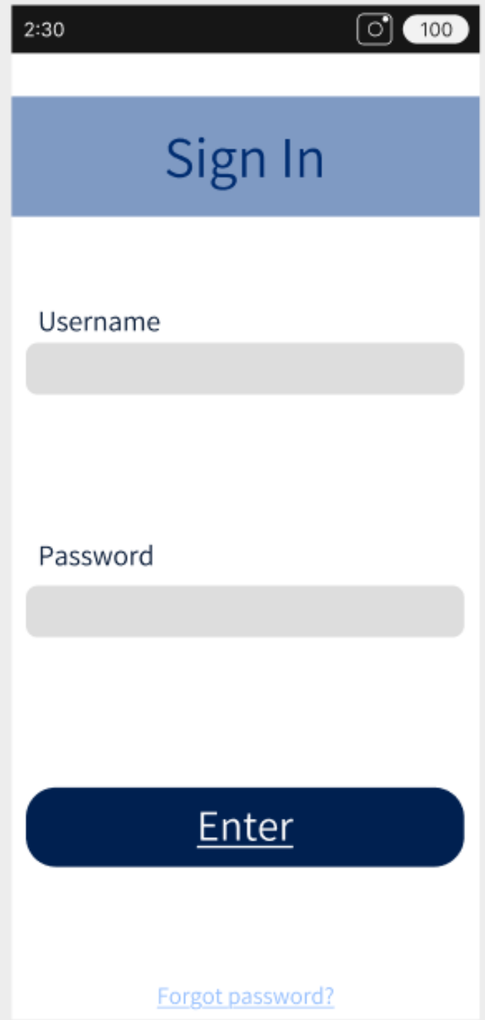
Cooling plate to keep water at a cool temp. so cats are more inclined to drink

Product Concept // Measurments

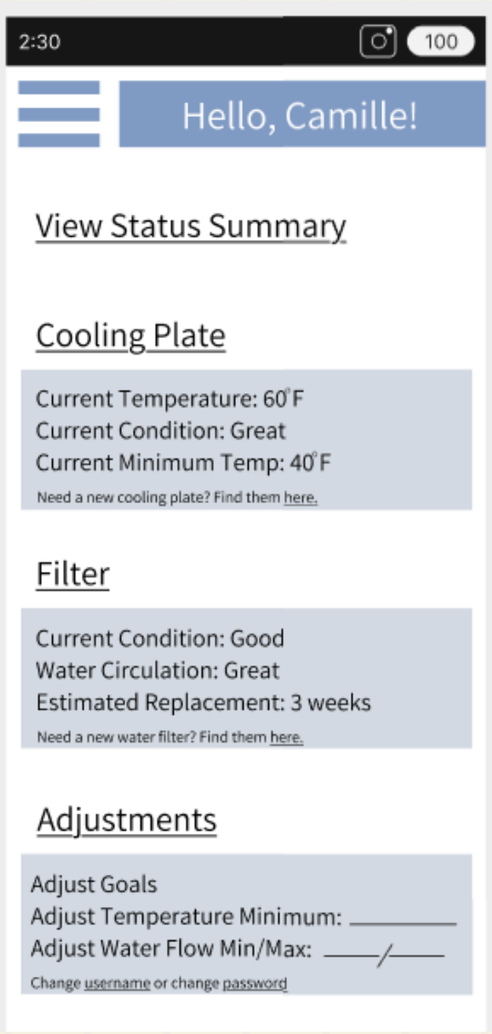


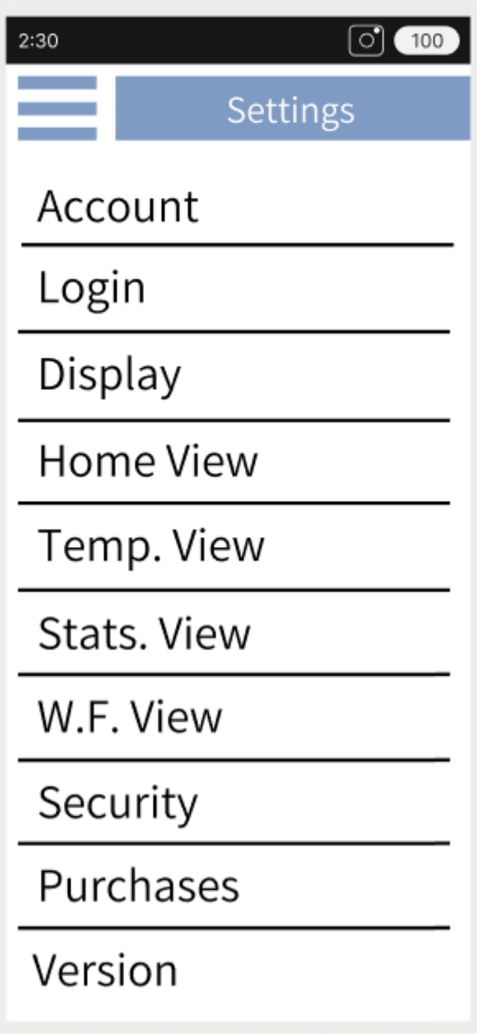
Wireframes // Sign In

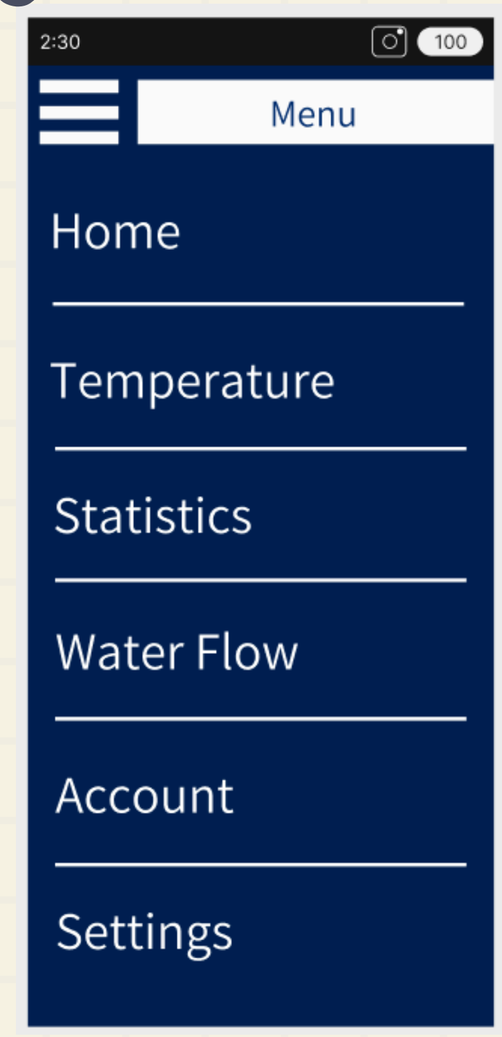




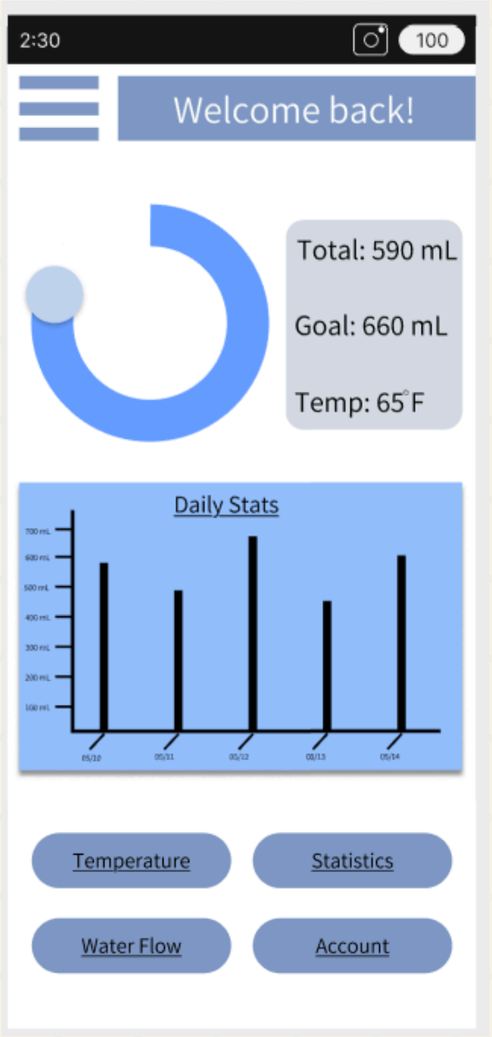
Wireframes // Account, Settings, Menu





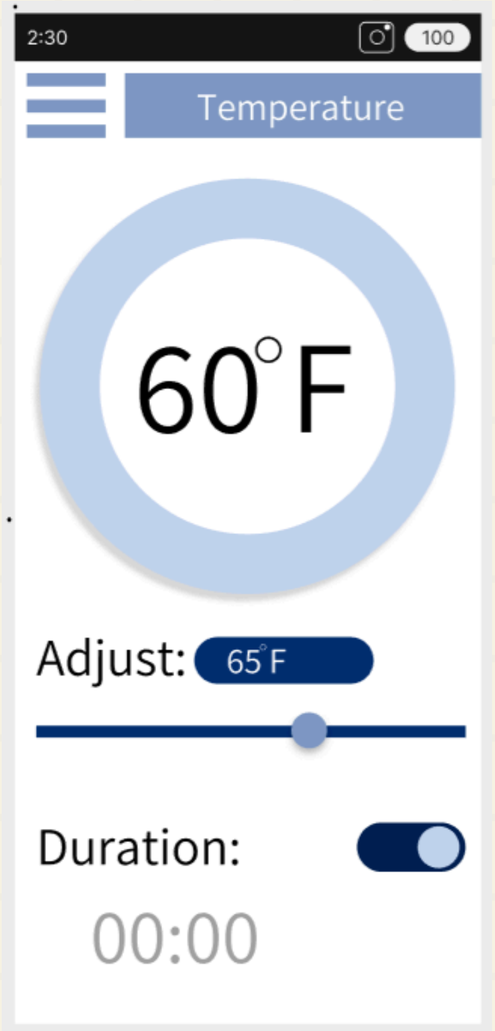


Wireframes // Home Page



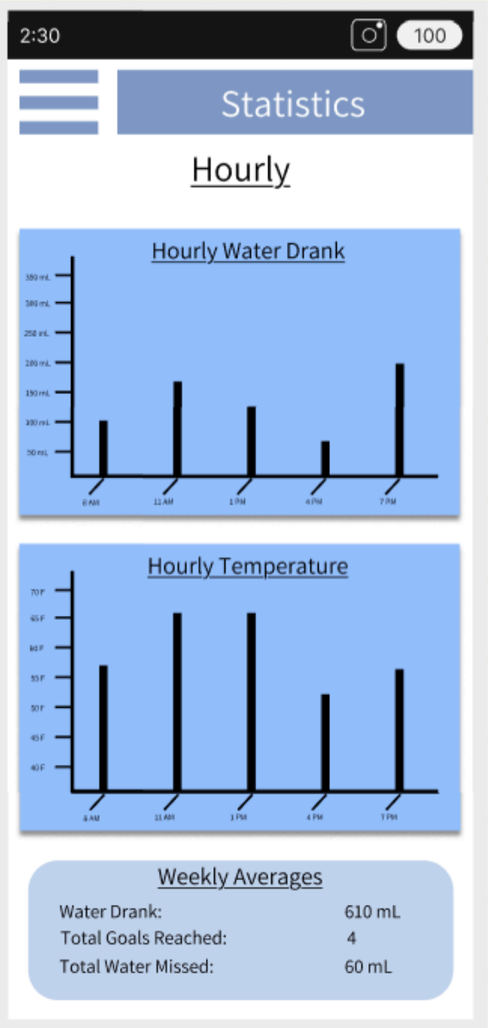
- Features a summary of the most important info and statistics
- Buttons at the bottom for easy navigation

Wireframes // Temperature



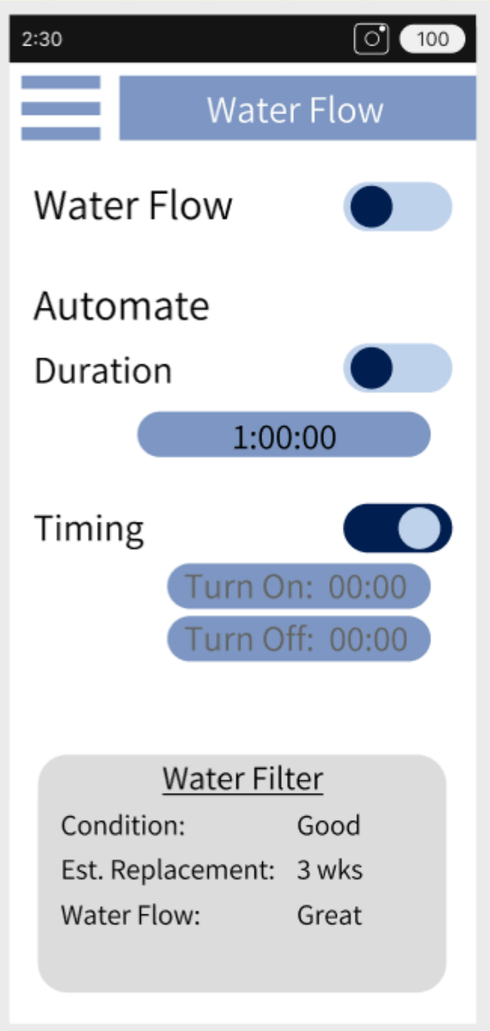
- Provides control over the cooling plate in the fountain
- Manual temperature adjustments and temperature duration

Wireframes // Statistics



- Provides readings of water drank and temperature at various time gauges
- Feeds data in to weekly averages to track overall habits

Wireframes // Water Flow



- Controls the fountain spout and its flow of water
- Provides information on the water filter

Summary

In conclusion, H2-Meow aimed to solve the issue of cats and drinking water. The solution? A water bowl that takes into consideration the general habits and behaviors of cats along with what their owners need in order to keep their cats happy and healthy.

Reflection

Overall, I am happy with the progression of this project and how my final deliverables turned out. I do wish that I had spent more time in the synthesis stage following my research, as I had rushed that section to stay relatively on schedule. I also wish I could do more with the wireframes, I just did not have the time (or patience) to do so. Additionally, I wish there was more detail overall. However, despite the shortcomings along the way I do think that this project still manages to encapsulate the design process from beginning to end.

THANK YOU

