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Task 7

Emotional Design Criteria

1. Innovated Design - My group decided to create a program through an animal shelter. Consumers of this program would get the opportunity to play with and spend time with all types of animals housed in the shelter. Essentially, this program would benefit the emotional health of the surrounding community and the animals. The pets would find comfort in good company and possibly find a future home, while the community can utilize this experience for a boost of serotonin. This program would be appreciated by so many demographics, but especially for those who are young students drowning in schoolwork as the semester comes to a close, similar to the environment in Orono around late November/early December.
2. Upgraded Criteria - The group decided on choosing the emotional design criteria for this assignment. We all think that emotional health should be treated very importantly and not be treated poorly. Since all the group members live in a University town, there are a lot of people in our community who suffer from some sort of emotional health problem. So we wanted to aim our focus on it and design a service that will help improve individuals mental and physical health in our community. Since a lot of emotional health issues revolve around social media and media in general, we wanted to design a service that would get people away from that for a while.

3. Supported Context - The community will support this cause for a multitude of reasons. One being the general emotional health of those who find comfort in spending time with animals. Playing with pets can serve as a stress reliever or distraction for those that need a break from a busy lifestyle. Another segment of the community that would support this start up are those who take interest in adding a pet to their family. It would provide those potential pet owners with a chance to get to meet and become comfortable with their possible future pet.
4. Weigh Costs - We would have this service at an already established shelter in or near the community, and we will give the shelter 25% of the profits made from the service. For labor work we would hire volunteer workers. Probably mainly college and highschool students who are looking to get community service hours for their school. It would depend on the shelter we organize this at but the shelter should already have the animals, food, water, and pens. We would provide the toys so customers can play with the animals. The average cost for one toy is around five dollars.

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