

# Homeless people with animals



**3.5 million\* Americans are homeless. Between 5% to 10% of homeless people have dogs and/or cats. In some areas of the country the rate is as high as 24%.**

**\*National Coalition on Homelessness**





## Animal Rights: Should homeless people be allowed to have pets?



**Jan Hoadley**, owner SlowMoneyFarm, agnerd, I... (more)

21 upvotes by Quora User, Graeme Shimmin, Quora User, (more)

Several years ago I hit a situation out of my control that meant being temporarily living in my truck - we all have choices. On one hand people condemn those who give up their pets during hard times. On the other hand keeping the pets is also criticized. I chose to keep my dogs. It meant not being able to get in most apartments, it meant people would rather feed her than me, it meant the judgements of people who didn't understand...but I wouldn't do anything different. I take on a pet for life - my dog never gave up on me, stood guard over me and kept me warm at night. She ate before I did and at times we scrambled for change it meant splitting a burger but we survived. Not everything is as it seems - people can be homeless for many reasons including fire, broken promises, death, divorce, etc. I'd never give up my dogs - if I can't keep my promise to my dog for life then what good is my word to people? I've got 5 dogs now taken off the streets - and while it's not perfect it's a roof, a regular meal and they don't seem to mind that the house isn't spotless and they don't have high \$\$ extras.





## Why do homeless people have pets?



Emma Woolley  
*Canadian Observatory on  
Homelessness/Homeless Hub: York  
University*

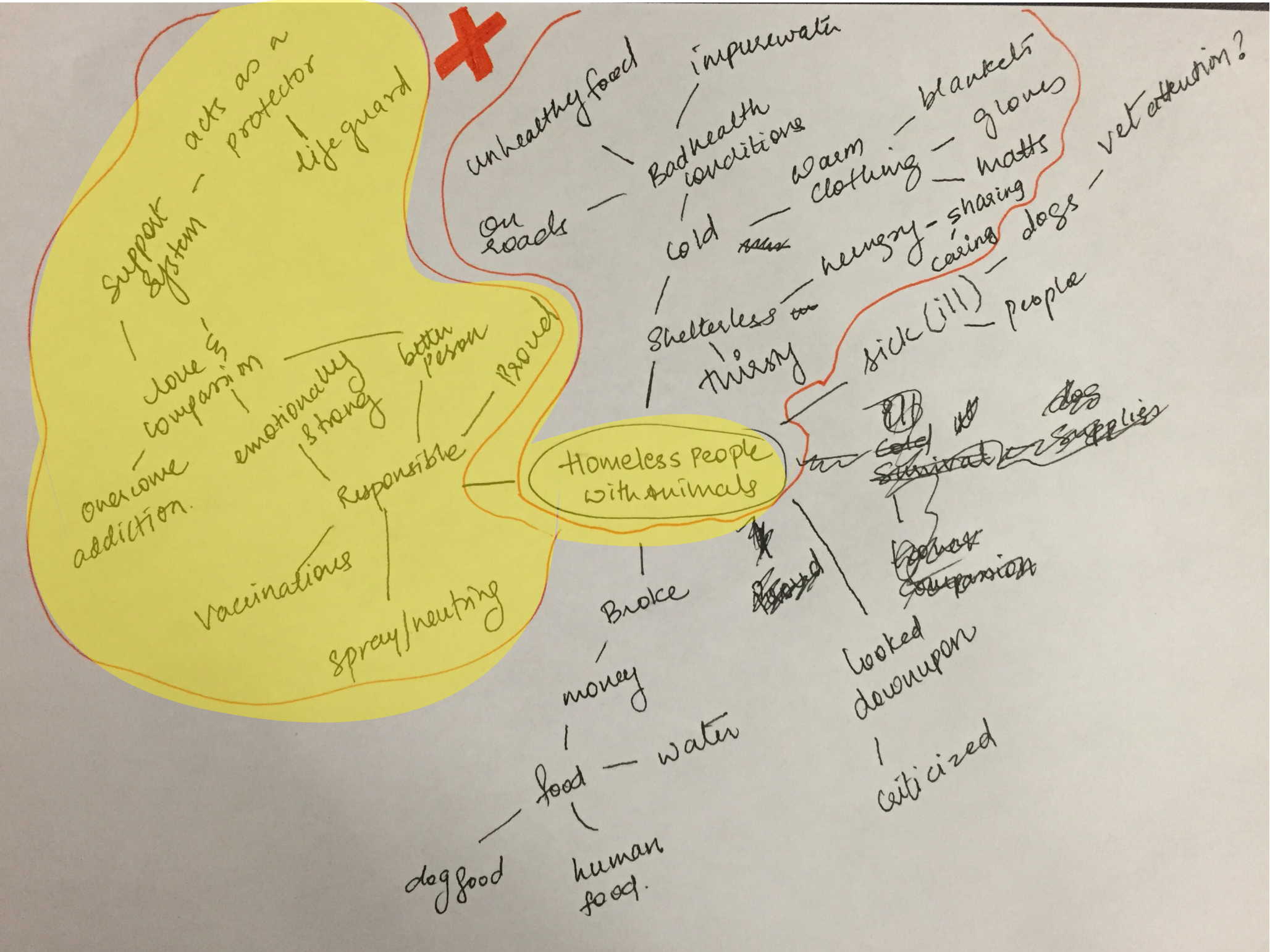
**Tags:** pets, animals, homelessness

**Categories:** Ask the Hub

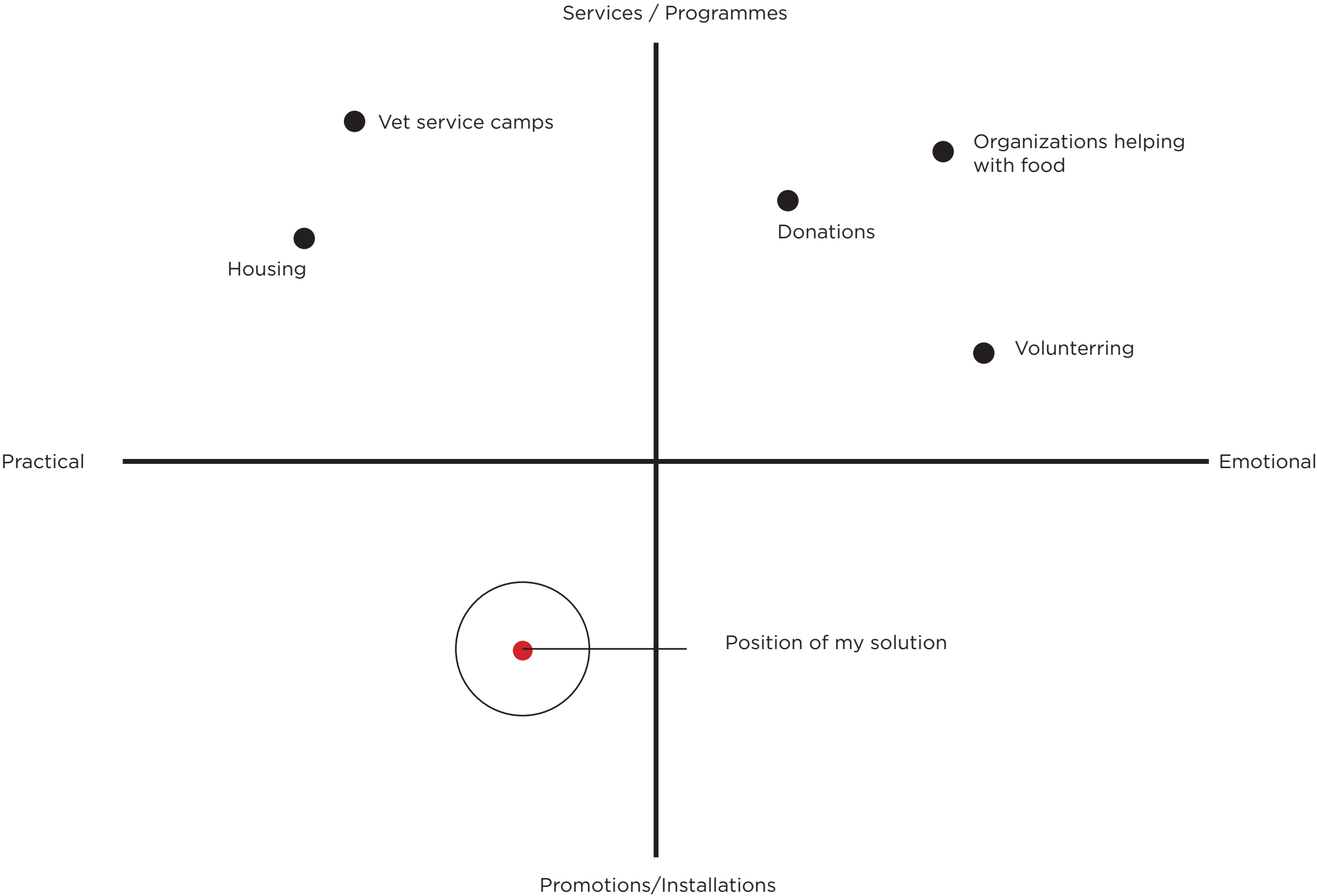
- Love and companionship
- Sense of purpose, responsibility and accountability

# Mind maps





Positioning Matrix





# Values and Lifestyle



- Beacuse of their quality to reflect.
- They value knowldge, responsibility.
- Actively Seek out information in descision making process.
- Practical consumers.

# Personas





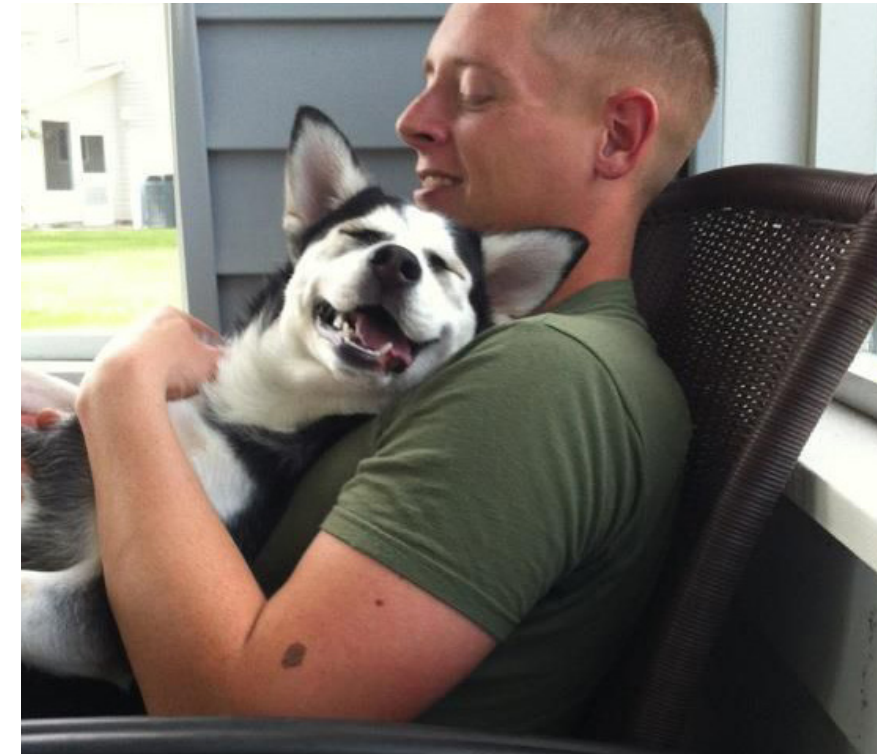
Name : Debra  
Age : 43yrs

## Goals

Loves going on long walk with her pet friend.

She is an avid reader and enjoys reading books in her free time

To adopt another pet by the end on this year.



Name : Jeremy  
Age : 35yrs

## Goals

Spend as much time as possible with his dog.

Go out on long jogging sessions with his dog.

Hope for a better society for animals to survive in.



Name : Cathy  
Age : 29yrs

**Goals**

- Gain as much knowledge as possible on pet ownership.
- Go to the pet store for daily supplies.
- Train her pet.



Name : John  
Age : 55yrs

**Goals**

- Go out on holidays.
- Watch documentaries on netflix and read books.
- Open a non-profit organization in the name of his cat.

# Creative Brief



# Creative Brief

## Background

I am my the client and I am the designer, I will be designing for a social cause which is to help the homeless with pet to end the misery and live a better life as much as possible. It's strength is that a lot of people might be emotionally influence to help since a pet owner cannot see the sufferings of any animal, it's weakness would be that majority of people do not support or rather do not understand the concept of pet ownership when homeless which leads to criticizing the homeless owner.

## Overview

The project is about coming up with a clever design solution for the society we live in targeted towards the well being of the homeless with pets. Sine not much has or is being done for the homeless with pets and it much needed. Doing so would help support the homeless with pets and also in many cases change the current biased opinion of the society about pet ownership by the homeless, everybody has to right to love and be loved.

## Drivers

To change the perception of comman people regarding homeless with pets, to make them visible.

## Audience

Females and males 25yrs-60yrs who are homeless with pets and need help.

## Competitors

Other organizations but doing social work.

## Tone

Practical, Strong, Intuitive

## Message

To create the feeling of belonging and that somebody cares, bring a smile to their face and help them with their suffering.

## Plan

The plan is to make the people aware of their condition there by then making the people help the homeless or making the homeless help himself.

## Details

There might be a few legal restrictions from the law.

## People

The person to be reported to is Prof. Lisa Babb.

Methods of Persuasion

# Emotional

- Installing Confidence.
- Leveraging Fear.
- Inducing Happiness.
- Eliciting Trust.
- Generating Feelings.

**Core Concept = Every body has the  
right to love  
and be loved, even  
the homeless.**

# Sketches



Recycle plastic bags?

How do you make people make aware or get them to look up the issue on pets of the homeless.

**I ♥ My Dog**

Click a photo and post it on social media creating more awareness.

**My Pet Friend #loveandbeloved.**

**#loveandbeloved.**

I deserve to be loved because?

Dog gets a treat for you reading something?

hence making the them more informed?

could be in parks? where they have pooping bins

The information, printed poop bags? with #loveandbeloved?

in the park.

The bag has love and be loved.

**BUT?**

The bag would be thrown away, they might not pay attention.

Literary dog owners → Search.

On the door of the pet shops. If you can why can't they?

\* 8 in 10 homeless have have pets  
#loveandbeloved

one does not deserve the other poop bags - aggressive.



## Packaging

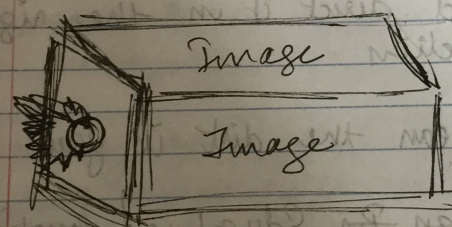
- It needs photos of actual people and with their dogs. On the (more powerful)
- Silhouettes not so powerful

If you can why can't they?

5 in 10 homeless have pets, everybody has a right to love and be loved

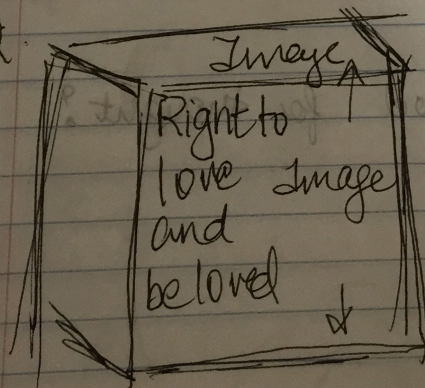
OR  
Studies show that homeless with pets are more responsible than others

opt 1



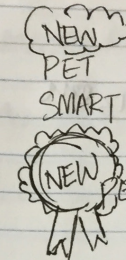
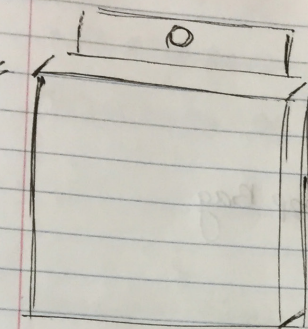
single bag

opt 2



Multi pack

opt 3



PETSMART



Logo?



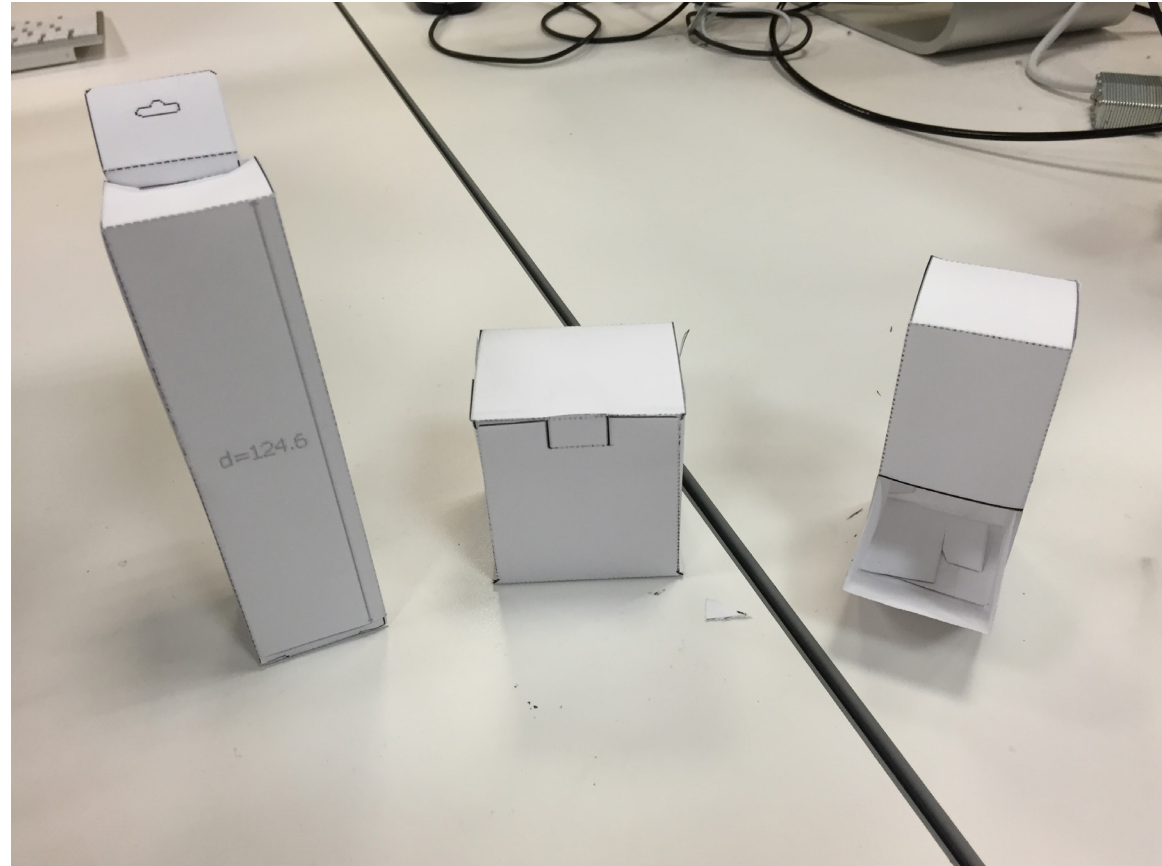
→ Almost like winning a title for being well aware.

What do we know about poop bag consumption and packaging?

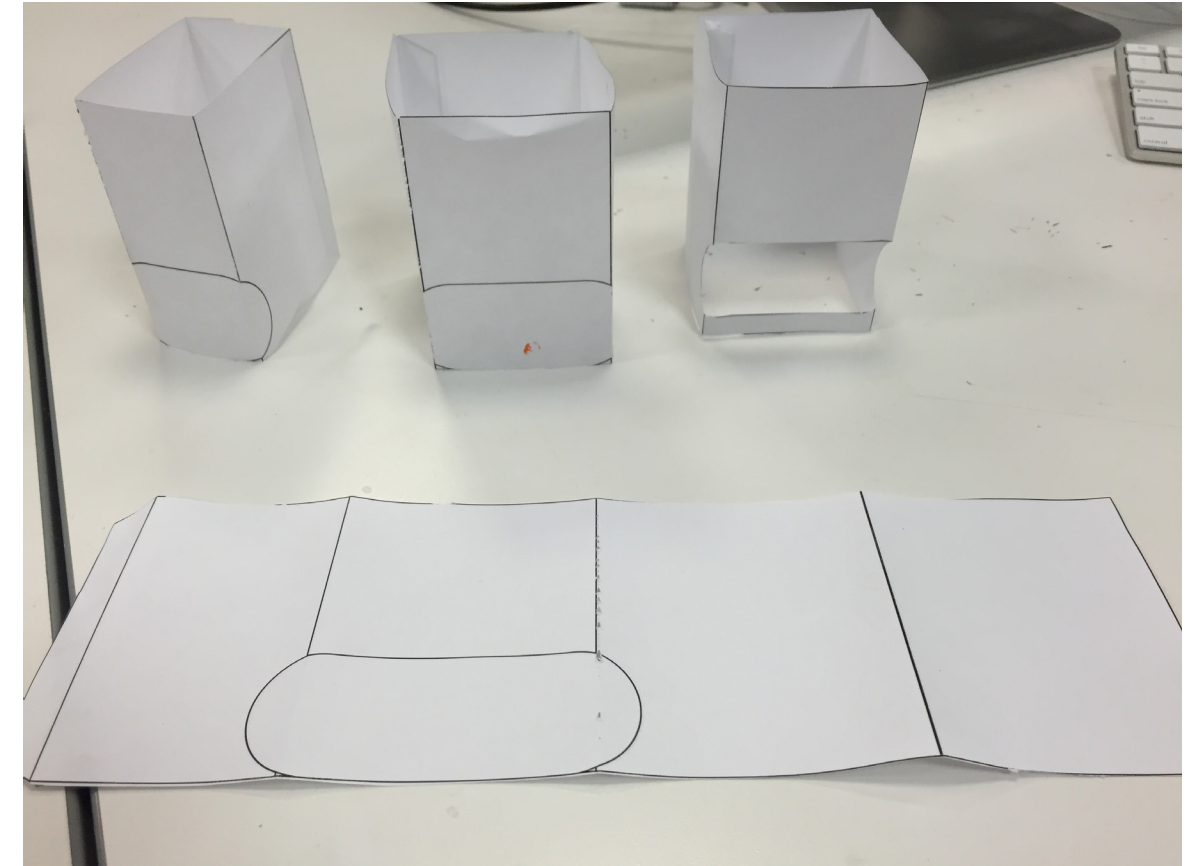
- come in a pack of 2, 3, 4's respectively with them
- Packaging needs to state size of animal, how to
- pictorial instructions
- no. of bags / rolls
- a little about the bags, biodegradable?
- Strong, practical, smart



Process



Choosing the appropriate box type.

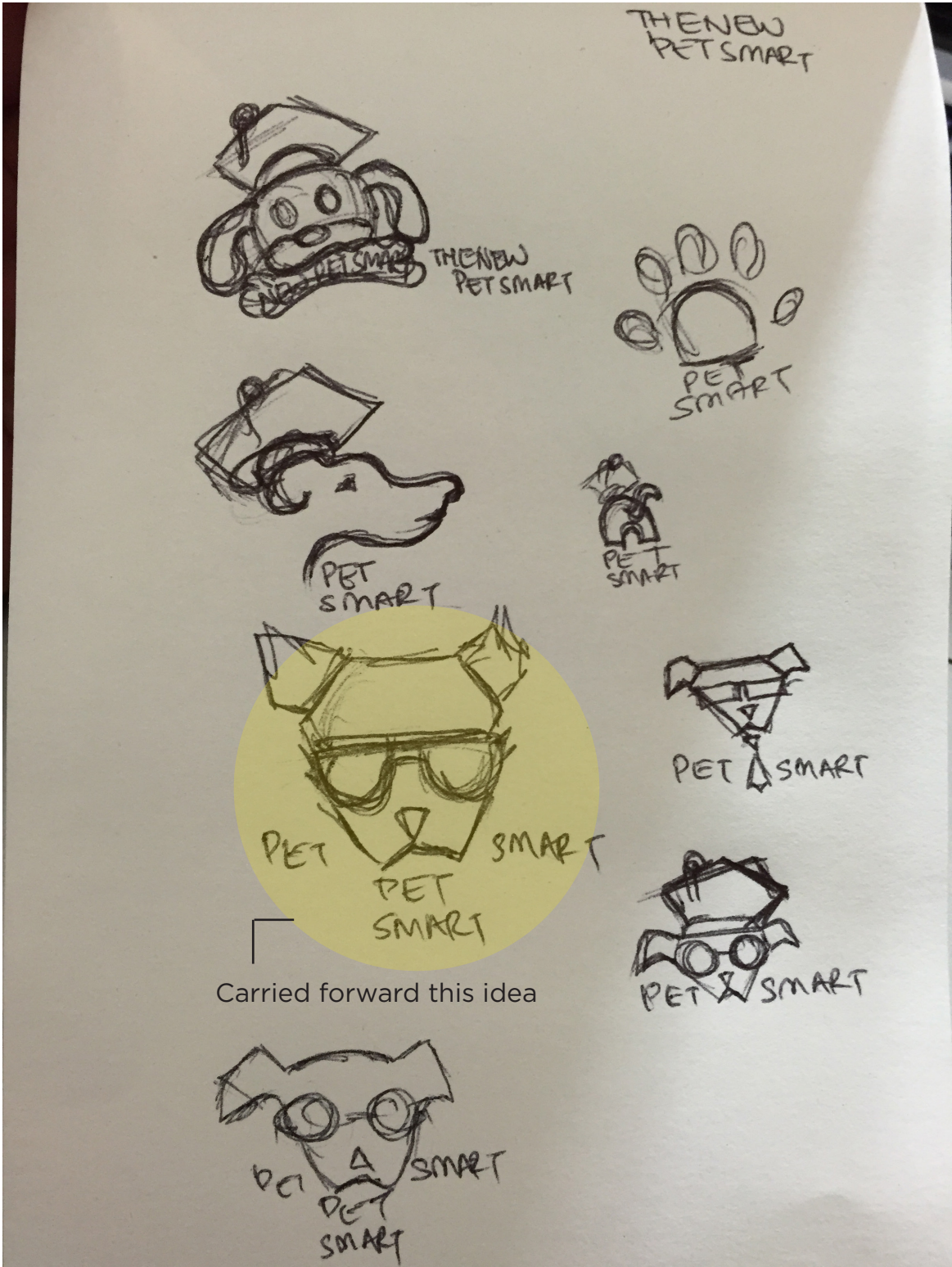


Fixing the size of to box to the contents.





Adjusting the dispensing



Initial Logo Sketches

Typeface



● Helvetica Neue LT Std 66 Medium Italic

***PET WISE***

● Helvetica Neue LT Std 67 Medium Condensed

**PET WISE**

● Helvetica Neue LT Std 67 Medium Condensed Oblique

***PET WISE***

● Helvetica Neue LT Std 73 Bold Extended

**PET WISE**

● Helvetica Neue LT Std 73 Bold Extended Oblique

***PET WISE***

● Helvetica Neue LT Std 75 Bold

**PET WISE**

● Helvetica Neue LT Std 75 Bold Outline

**PET WISE**

● Helvetica Neue LT Std 76 Bold Italic

***PET WISE***

● Helvetica Neue LT Std 77 Bold Condensed

**PET WISE**

● Helvetica Neue LT Std 83 Heavy Extended Oblique

***PET WISE***

● Helvetica Neue LT Std 85 Heavy

**PET WISE**

● Helvetica Neue LT Std 86 Heavy Italic

***PET WISE***

● Helvetica Neue LT Std 87 Heavy Condensed

**PET WISE**

● Helvetica Neue LT Std 87 Heavy Condensed Oblique

***PET WISE***

● Helvetica Neue LT Std 93 Black Extended

**PET WISE**

● Helvetica Neue LT Std 93 Black Extended Oblique

***PET WISE***

● Helvetica Neue LT Std 95 Black

**PET WISE**

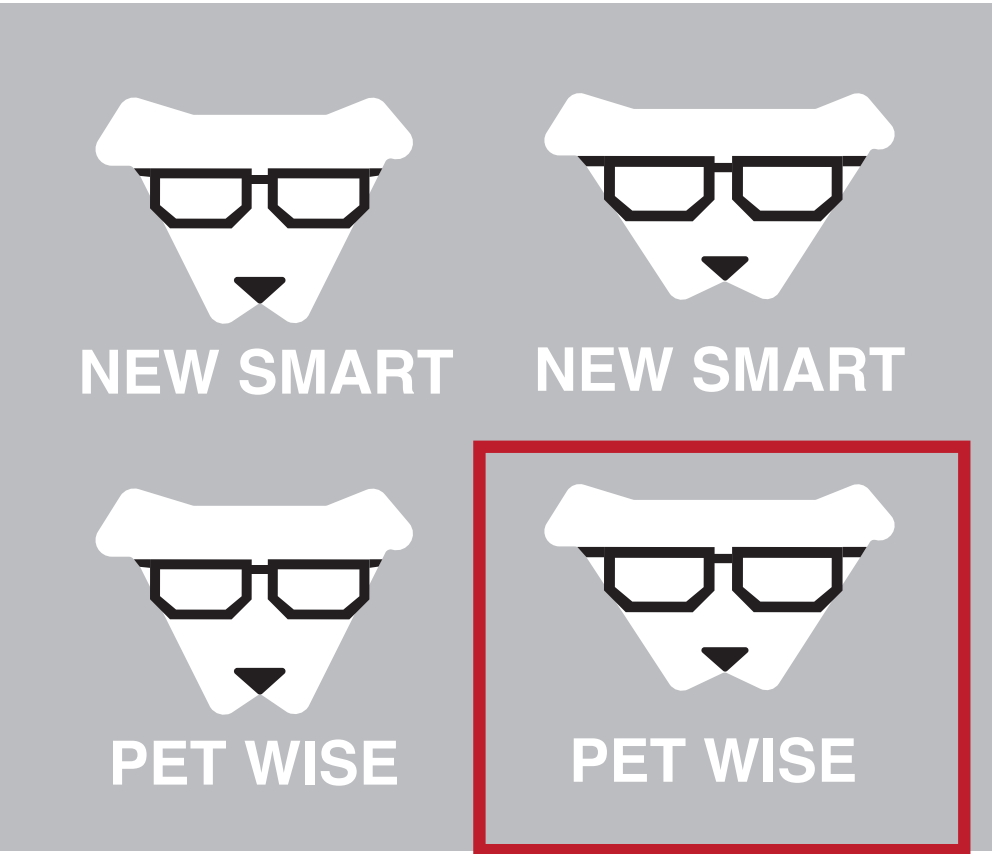
● Helvetica Neue LT Std 96 Black Italic

***PET WISE***

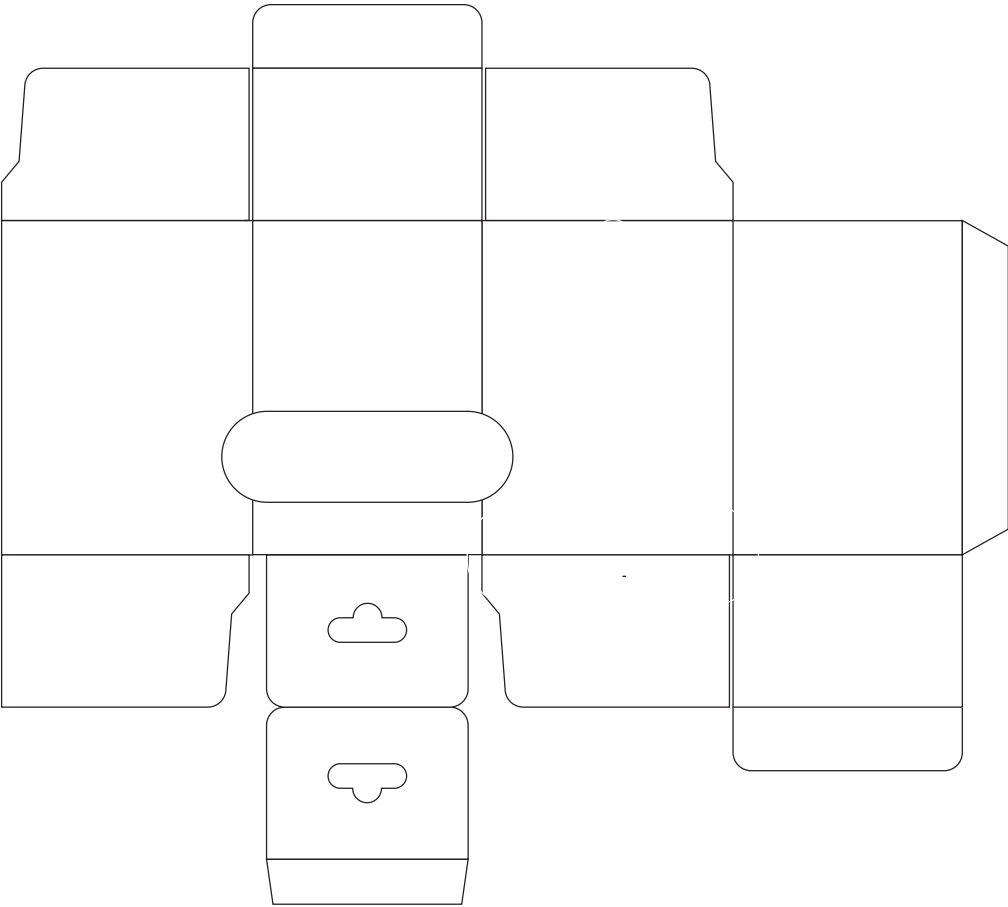
I was looking for a sans serif type  
that had a neutral voice, Since I  
wanted my words to express  
all the feeling,



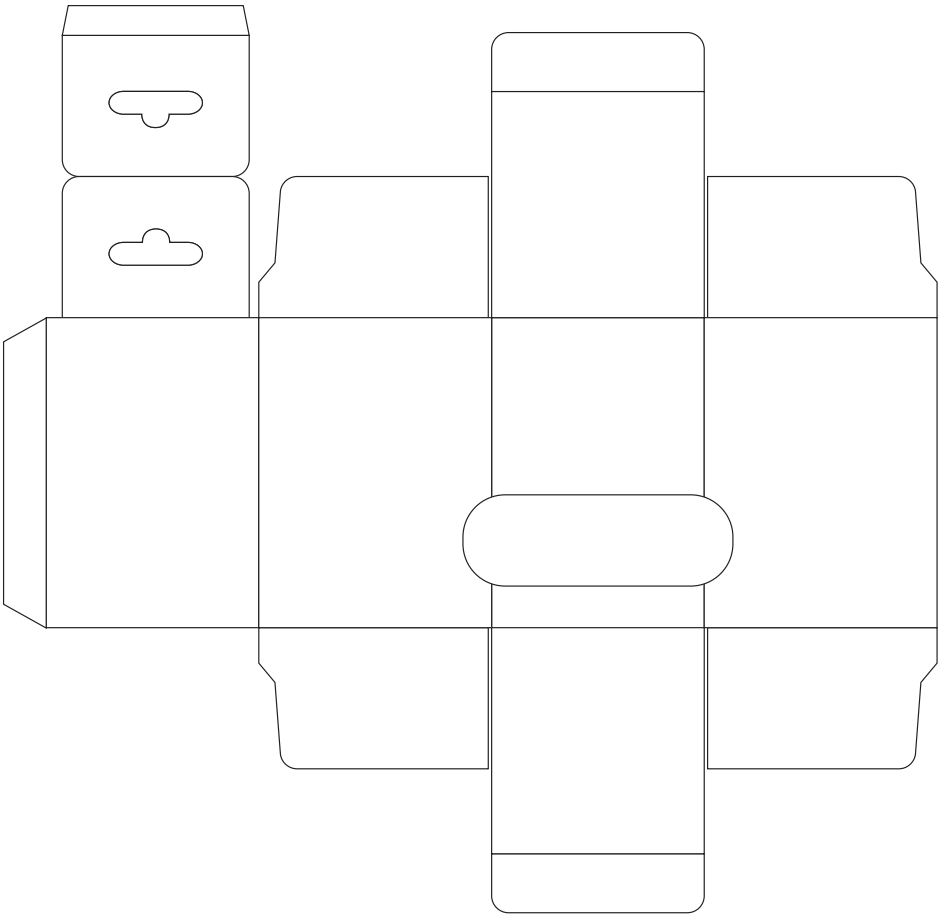
# Progression



Logo progression and the final chosen logo



Dieline for the box 1



Dieline for the box with slight changes





Different image options for the packaging.



Different images with taglines for options





Different image option with taglines for the packaging.



Different image options for the packaging.





Different image option with taglines for the packaging.



Different image options for the packaging.





Different image option with taglines for the packaging.



Different image options for the packaging.



# MY DOG ALWAYS EATS FIRST.

3 in 10 homeless have pets and in some areas it counts to about 24% of the homeless population. Research shows that animal – human bond contribut to well being and that homeless with pets are more responsible and cope better from bad habits. Every body has the right to love and be loved, stop juging and next time you pass by a homeless with pet smile at them.

For more homeless with pet information visit  
[petsmart.com/homelesswithpets](http://petsmart.com/homelesswithpets)

Options for poop bag graphics

# RIGHT TO LOVE AND BE LOVED.

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Options for poop bag graphics

# LOVE HEALS EVERY THING.

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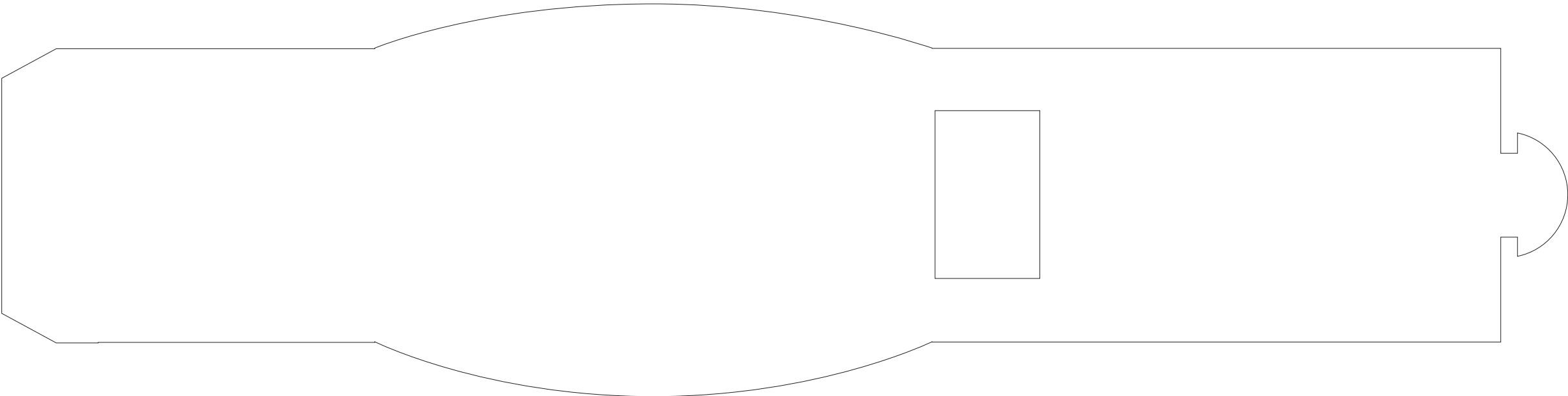
Options for poop bag graphics

# CLEAN UP YOUR ATTITUDE

Homeless deserve pets too. Just because a person is homeless does not mean they don't deserve to love and be loved. The homeless has the right to love and be loved.

For more homeless with pet information visit  
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Final graphic for poop bag graphics

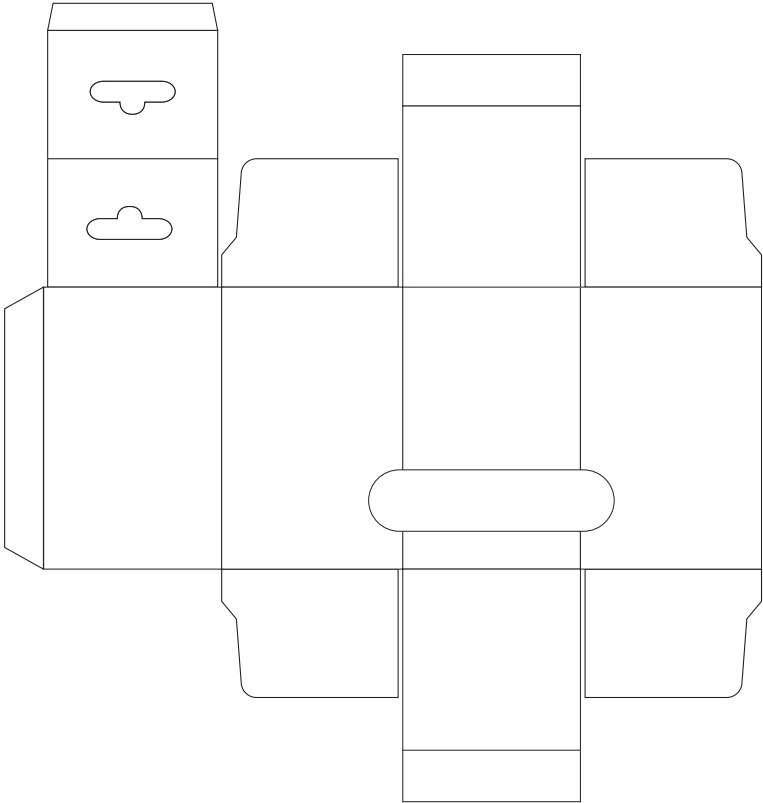


Dieline for poop scoop



Final graphic for poop scoop packaging.





Final dieline for poop bags packaging.



Final graphics for poop bags packaging.





Option 1 for Shampoo packaging



Option 2 for Shampoo packaging





Poop bag dispenser tag graphics



Poop bag dispenser tag graphics





Does not work looks too boring

Environmental graphics display for pet smart entrance

option 1





Maybe add foot print  
leading to the entrance?

Environmental  
graphics  
display for pet  
smart entrance

option 2





Does not look like a homeless man, may be make it more obvious? like a man sitting next to the shop?

Environmental graphics display for pet smart entrance

option 3



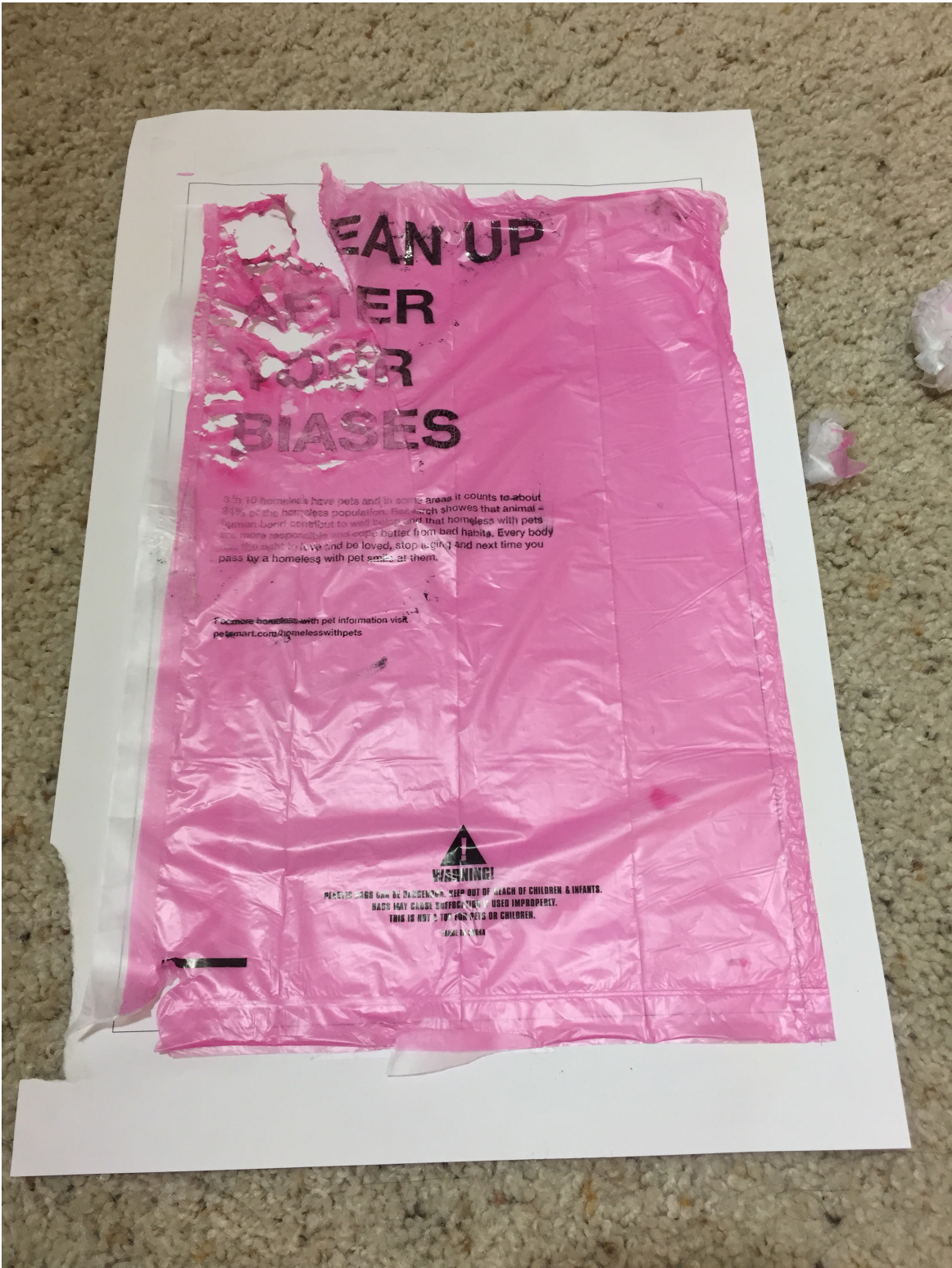


Environmental  
graphics  
display for pet  
smart entrance  
Final



# Mock ups





Failed attempt to print on a plastic bag



First mock up