



DogGone.Fun

#fairchancestobeloved





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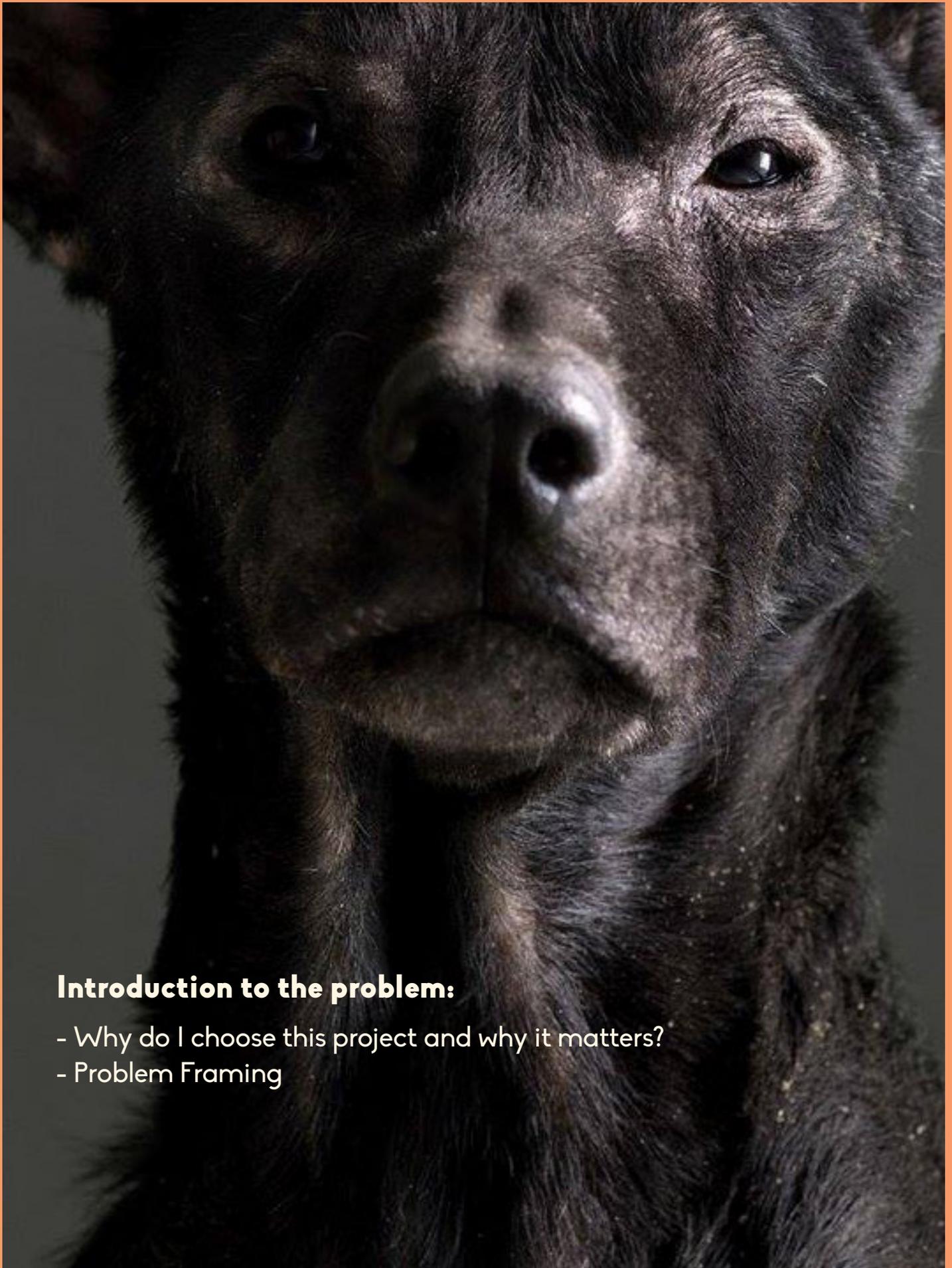
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Introduction to the problem:

- Why do I choose this project and why it matters?
- Problem Framing

Why do I choose this topic and why it matters?

I still remember the sadness and the powerless I felt 5 years ago when I first learned that shelter dogs in Taiwan were euthanized after staying 12 nights in the shelter because no one adopted them. But I feel more angry and confused when I realized, for the most part, these dogs don't have any problems but were "discarded" like things by their owners. And this is a problem not only Taiwan but the world faces. Can people who do not know how to love and care for animals really cherish their family and friends?

Benjamin Hoff, the author of *The Tao of Pooh* said "Lots of people talk to animals. Not very many listen though. That's the problem."

It's not easy to think about the number of pets killed every year in animal shelters. It's even harder to hear that many of these pets die not because they are sick or beyond rehabilitation or have behavior issues, but simply because shelters don't have the resources to accommodate them. Shelters have limited resources and manpower which should be left to those animals who really need better help.

How can one develop love and patience for animals? How can one learn to respect all sentient beings? Each of us is a small individual, but when small individuals come together, even though we are small at first, we can grow bigger in this aggregation. You may not be able to adopt, but you can donate. You may not be able to donate, but you can help to raise the awarenesses. With such expectation, I started this project.

Problem framing

According to The Washington Post, "Americans wanted more than 8 million dogs in 2016 and will want more than 9.2 million by 2036." With a huge demand for pet dogs, why there are still 5.5 millions of dogs waiting to be adopted in shelters every year? Why aren't people adopting even if they are ready to get a dog?

DOG ADOPTION: BY THE NUMBERS*

EVERY MINUTE
6 DOGS
end up in a rescue
shelter or humane
society.

3.3
MILLION
dogs enter **3,500**
animal shelters
across the U.S each
year.

670,000
dogs are
euthanized each
year.

* Statistics from All Things Dogs, ASPCA and The Humane Society of the United States website

A shelter dog is a scared dog - which makes him even less adoptable. For a dog, the shelter is an immediate sensory overload. A dizzying diversity of scents, sounds, and strangers. A scared dog won't behave like himself. He may not get along with other dogs. He may cower or resist human touch. He may also get sick because of the high pressure. It all rings up a bad first impression. Also, these situations make a shelter dog a high-risk target for euthanasia.

Photography by Marcos Javier Garcia. "Saving shelter dogs in Miami"



"People don't educate themselves about rescue world." said by Stella Plit, founder and director of Rescue City.



At-Risk Animals

Thank you for your interest in adopting from Animal Care Centers of NYC. Our At-Risk list is posted three times a week, on the evenings of Sunday, Tuesday, and Thursday at 6:00PM and remains viewable for 42 hours.

New schedule overview:

Animals posted at 6:00PM on Sunday evening will be viewable until Tuesday at 12:00PM noon.

Animals posted at 6:00PM on Tuesday evening will be viewable until Thursday at 12:00PM noon.

Animals posted at 6:00PM on Thursday evening will be viewable until Saturday at 12:00PM noon.

To find out the status of at-risk animals, please visit the [ACC Official At-Risk Facebook page](#).

If this is your first time visiting this site, please read the below information carefully.

For anyone who wishes to adopt, there is a mandatory deposit fee of \$200 plus a transaction fee per animal to place an adoption reservation. The \$200 covers \$50 toward the adoption fee and \$150 for the spay/neuter deposit. If the animal has already been spayed or neutered or is permanently waived by one of our veterinarians, the \$150 deposit will be refunded at the time of the adoption. If the animal does need to leave without being spayed or neutered due to his/her medical condition, the \$150 deposit will be refunded at the time they are brought back for the spay/neuter surgery or when proof of sterilization being done elsewhere is provided to ACC. If you do not follow through with the adoption, the entire \$200 deposit will be considered a charitable donation to ACC's Special Treatment and Recovery Fund (STAR). Also, if the adoption fee for an animal is less than \$50, the difference will be considered a charitable donation to the STAR Fund. Similarly, in-shelter pricing promotions do not apply to at-risk animals.

To complete an adoption, please click reserve on the animal of your choice. That animal will be loaded in your cart and you will have 15 minutes to complete the adoption process. In order to complete your reservation, you need to check out (top right corner). At this point, you will enter in your credit card information and a receipt will be emailed to you as confirmation of your reservation. If you have any issues, please email adopt@nycacc.org for help navigating the website.

Animal Care Centers of NYC

At-Risk list:

The at-risk list is made up of animals that are at-risk of euthanasia if they are not placed or adopted. ACC publish the at-risk list (<https://newhope.shelterbuddy.com/Animal/List>) in the hopes that they can find a last-minute placement option for animals at risk of euthanasia. Animals that are put on ACC's at-risk list should not stay in their facilities for a variety of reasons - they may have a behavior issue or medical condition we can't adequately treat in the shelter environment, or they may have a contagious illness, putting others at risk of becoming ill as well.

Dogs at-risk doesn't mean they are "bad". It's just that they desperately need to leave the shelter for more comprehensive care. Many people do not consider adoption because of stereotypes or hearsay. They believe that shelter dogs are harder work than purebred or bought dogs and that their care should be left to the dedicated dog lovers who want to spend the time and energy "fixing" behavioral problems and taking care of them.

This assumption is false on many levels and needs to be continually challenged.

Zena Sunshine's Story:

(written by Yun-Ang Tsai based on the information posted on Must Love Dogs NYC Facebook Page and ACC website)

Hello, my name is Zena Sunshine. I am a 9 years old mixed breed. I came into the shelter as an owner surrender. My previous family decided to surrender me to the shelter after 9 years in the home. As the reason, they stated that they cannot keep me in the home during the renovation.

I lived in harmony with 2 children, one is 2 and the other is 9 years old, I acted gently around them and enjoyed playing with them. You know what, I guess I am starting to miss them now. If a stranger wants to pet me, it's a big yes to me too! I am always friendly, they say I am a stern beauty thereupon I offer them a glimpse of a smile. I love pets and feeling loved. I won't bark or bite when my food or bowl is touched while I'm eating. I am not bothered when a toy, treat or bone is taken away from me. I am not even bothered when I hear fireworks or loud noises and being bathed. I am so easy going and just love to be around humans. The last thing I will do is hurt a human or an animal. My previous owner housetrained me, it was easy that I learned all the tricks. I am well mannered and have a low energy level. When off the leash, I will stay by your side which makes me feel safe and accompanied.

Maybe the only reason I'm not good enough is that I am a geriatric dog with mammary masses which needs further diagnostics. Well, I never thought the day would come when my family would no longer want to care for me and they would completely abandon me.

I am not bad, I am just confused.





Research:

- Initial Research
- Interviews
- Observations
- Opportunities

Goal: What is preventing people from adopting?

The problem is happening before people even get to the shelter.

Question 1:

Why do adopters ask about the background of the dog?

"Adopters nearly always ask about the background of the dog, and unfortunately, we don't often know much besides which shelter the pup came from. Our pups are often dropped off at our partner shelters with little to no information, which leaves us without much of a story to tell adopters." said by Linnea from Muddy Paws Rescue.

For shelters and organizations, if the source of the dog is owner surrender then the information that can be given to the adopter comes from the description of the previous owner and what has been observed in the shelters. If the dog comes from stray then the information shelters and organizations can provide is even less.

But really, what some people are interested in knowing is how the dog came of existence. Are they purebred? Do they have champion dogs in their pedigree? Do they have papers? Are they AKC? "Because, you know, we might want to breed him later." Dog breeding is still a problem exists, some people who breed dogs profit at animals' expense which not only adding to overpopulation but also sacrificing animals' health.



Question 2: Where do shelter dogs come from?

Top 5 Reasons for Relinquishment*

- Moving (7%)
- Landlord not allowing pet (6%)
- Too many animals in household (4%)
- Cost of pet maintenance (5%)
- Owner having personal problems (4%)

*NOTE: The percentages following the dog and cat information in this section were not a part of the original press release and have been added. The figures come from an article by Dr. M. D. Salman, Dr. John G. New, Jr., et al., in the Journal of Applied Animal Welfare Science, 1(3), 207- 226. The name of the article is, "Human and Animal Factors Related to the Relinquishment of Dogs and Cats in 12 Selected Animal Shelters in the United States." The percentages do not add up to 100% because they represent only the top five reasons given by owners for relinquishment of animals to shelters.

Questions 3:

With so many pets in shelters, why would people choose not to adopt?

According to PetSmart Charities 2014 U.S. Shelter Pet Report, the top 3 reasons for not adopting are:

- 1) My local pet organizations or shelters did not have the type of dog I was looking for.
- 2) I wanted a purebred dog.
- 3) I feel that pets from shelters or organizations have behavioral problems.

There are huge psychological barriers with accepting the idea of adopting a dog. Sort of like the beauty of creating your own children, buying a puppy from a breeder permits dog owners the very same opportunity of molding a personality from the very beginning.

Question 4:

Do shelter dogs have behavioral problems?

Yes, some of them do have behavioral problems but most of the cause comes from the owner. Things, like chewing or getting into the garbage, should be the least of adopters' concern as these bad habits can easily be corrected.

Think about it, even if you buy a puppy, you'll be training these things out of them from the beginning. Training and socializing a dog never ends. It's a lifetime commitment. So why should it matter how old a dog is when you implement training? Because if you still believe that old myth in which old dogs can't learn new tricks, you're gravely mistaken. Dogs never stop learning.

Another thing is "previously abused backstory" is something that adopters love to bandy about when they get a dog from a shelter. But most shelter dogs have not suffered terrible abuse. They may have suffered the abuse of neglect, poor training or abandonment, or they lacked supervision and ran away.

Interviews:

In order to gain a more rounded understanding of the issue, I interviewed various stakeholders. Such as workers from NGOs, dog trainers, people adopted and owners who bought.



From NGOs:

#1 "They often hear horror stories of bad dogs adopted, they equate adult 'discarded dogs' as bad dogs when in reality sometimes it's just a bad owner / an evicted owner / a deceased owner / etc"

#2 "People are worried they don't know the past of the dog and that it somehow will affect them in the future - without understanding that good training and exercise solves a lot of possible previous issues."

#3 "The only thing I can think of to improve is to reach more people, educate more people about the rescue world, make a bigger difference."

From Dog Trainers:

#1 "Every dog is different and they come with their own character, which plays a huge role with training. I think it's less about the dog and more on how willing the owner is to tackle their dogs' issues."

#2 "The word 'training' seems to be a bit of a taboo term because it indicates that their dog isn't up to the standards that he/she should be and that only makes the owner feel inadequate of caring for a dog. There is a fear of a bad reputation and the capability one has."



From Dog Adopters:

#1 "I think anyone getting an animal, in any case, should go through an education process to learn about animals first."

#2 "We wanted to adopt and not buy a dog because we wanted to give a home to a dog that needed it. Too many unwanted dogs."

#3 "Think about it long and hard! It's not easy. They will change your life forever. In great ways and not so great. It's a commitment for life."

#4 "The breed used to be important but now it's about a connection with the dog."



From Owners who bought:

#1 "They might have some personality issues and I don't know their past so it might be hard to adapt."

#2 "I went to the shelter and they told me to come another day."

#3 "Not knowing the history, how big they are going to be. There are lots of unknown about dogs in the shelter."

#4 "Too much responsibility for adopting."

#5 "The dog's background is likely unknown when adopting, so does the dog have any fears or triggers that would cause him to be aggressive?"

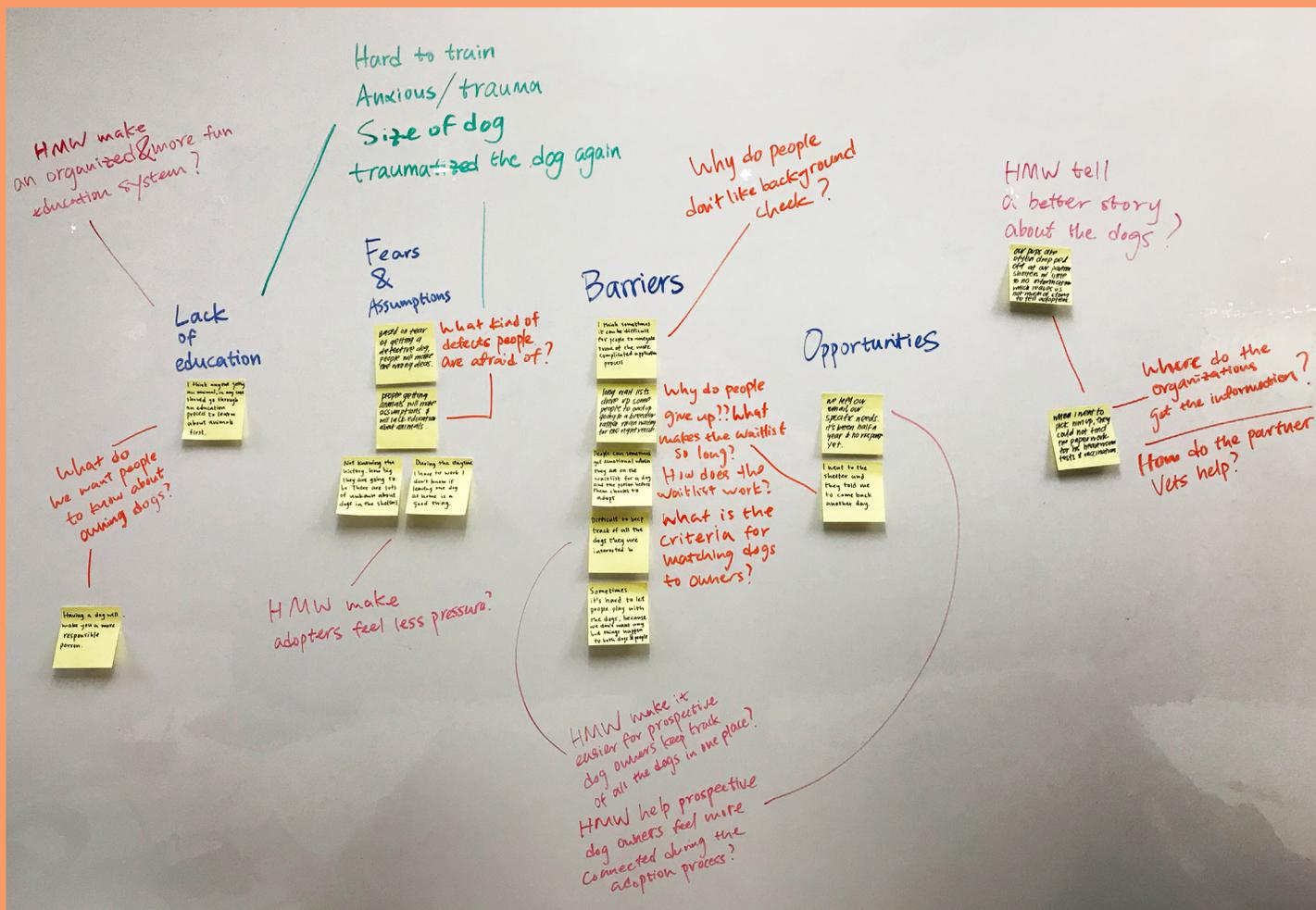
Observations:

Working as a volunteer at the Muddy Paws Rescue adoption events. I saw how New Yorkers love dogs. The van was always filled with people.

But what after people come up and take a tour in the van? Most people are like visiting a zoo, they were just attracted by the cuteness without understanding the reasons why these dogs are entering shelters. People who already care about this issue will continue to care about it, but what about those who don't or may be influenced and changed? Most adoption events don't do education work.

Why pass up such a good opportunity? How can we attract more people from outside the field to understand and even care about this issue? People love dogs, so why not have them be the storytellers and educators?





Opportunities:

1. HMW make potential adopters learn the stories in an engaging way?

Experience is much more transformative than persuasion. What are some activities people would love to join?

2. HMW tell a better story about the dogs?

Although we may not know much about the background of shelter dogs, we could say the story of the dog at the foster family or in shelters.

3. HMW make adopters feel less pressure?

People have lots of assumptions before getting dogs, most of them are negative assumptions which leads to eliminating the option of adopting. Those assumptions are 1) Hard to train. 2) Anxious or trauma dogs already have 3) Traumatized the dog again. Fear always springs from ignorance.

Upstream Challenge Framing:

HMW increase dog adoption rates in NYC?

HMW make more general public consider dog adoption?

HMW make potential dog adopters feel confident taking care of shelter dogs?

HMW decrease biases potential dog adopters have for shelter dogs?

HMW make potential dog adopters believe shelter dogs are not dogs with problems?

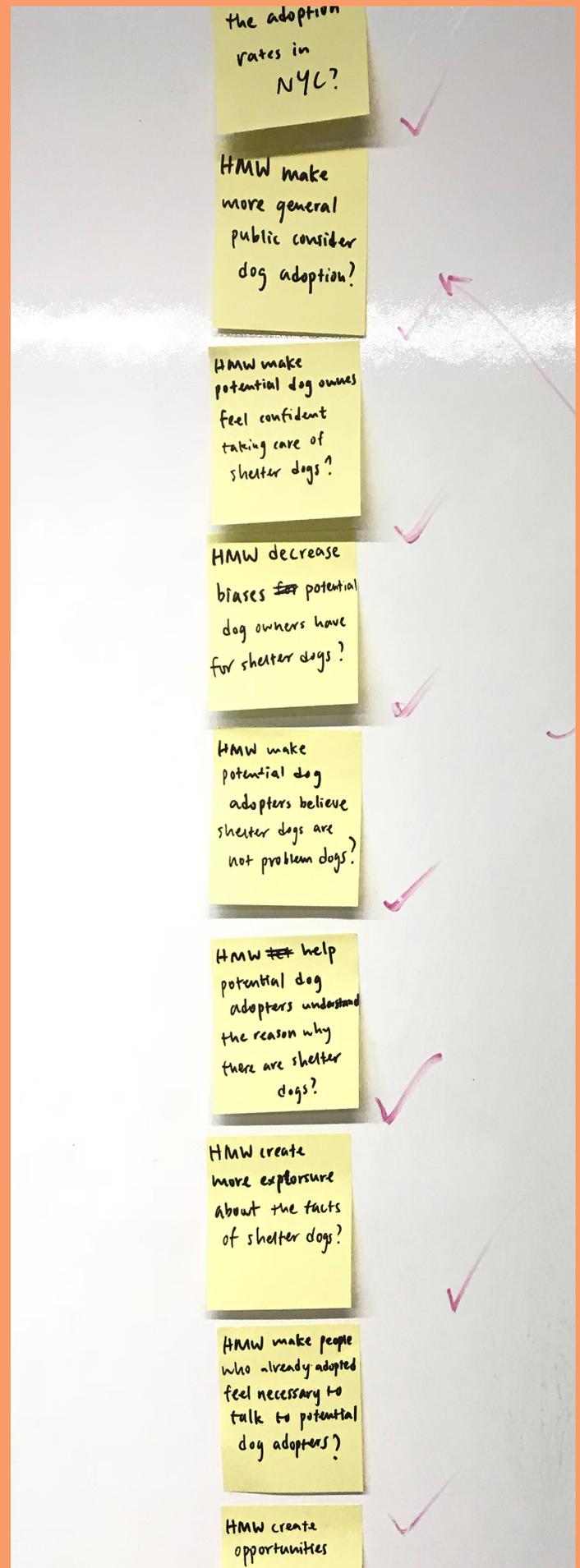
HMW help potential dog adopters understand the reason why dogs enter shelters?

HMW create more exposure for the facts on shelter dogs?

HMW make successful dog adopters feel necessary to talk with potential dog adopters?

HMW create opportunities for this conversation to happen?

HMW create a direct connection between successful dog adopters and potential dog adopters?



Idea Generation:

It was about finding a problem-related that I have access to and can solve, to make positive impacts. I came up this 3 ideas.

1. Dog & Artist Residency / Art Gallery

Purpose: The artist will help to tell the dog's real story to a larger audience.

How: Pair artists up with shelter dogs. The artist will show before & after of the dog by first creat an art piece when the dog is in the shelter then creat an art piece after the dog get fostered/adopted.

Why: By comparing how dogs behave differently at homes than in shelters, in order to bring light to this issue and inspire potential dog adopters home is the right place for dogs.

2. Movie/Game Night In Dog Cafe

Purpose: An environment different from shelters to have interactions with shelter dogs.

How: A movie/game night in dog cafe where you will be surrounded by adoptable dogs. Before the movie/game, there will be a short video educating the facts of shelter dogs. After the movie/game, people can have a conversation around their questions or fears with seasoned dog adopters. People who are interested in adopting can also apply there.

Why: Take the dog out of shelter environment, making the dog cafe a fun space for potential dog adopters to interact with dogs and a space to start the conversation needed.

3. Dog Live Cam

Purpose: A convenient platform potential dog adopters can get information timely

How: A live camera on Instagram/web page where people can see dogs in shelters. Volunteers will introduce the dog, play with the dog also answering questions people asked. There will also be training sessions teaching people training tips.

Why: People love to see dog pictures and dog videos online, the live camera is a popular & better way where timely communications can occur. By seeing dogs in shelters aren't dogs with health and behavioral problems through live camera is also a good platform for potential dog adopters to receive correct information.

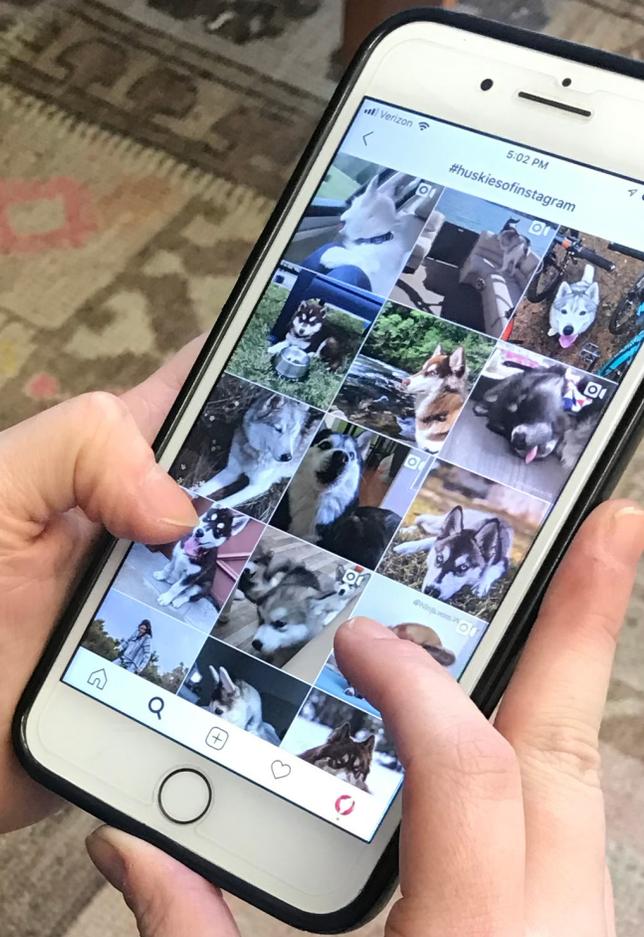


"I mean no one will refuse when they see the dogs. What's important for me is building the connection."

Idea Evaluation:

With these three ideas, I went to the dog park for advice. There are too many organizations already doing events with shelter dogs, like doing yoga with shelter dogs, happy hour with shelter dogs, a bing-go night with shelter dogs, etc. So how can I do it differently?

I wish my intervention can be something people walk out with the opportunity to do something. The goal is the same everywhere, get more dogs adopted. But seldom do organizations or shelters build the emotional connection between people and shelter dogs. Instead of just saying the slogan "Adopt don't shop." What activities can get people to take actual actions? Can these three ideas work together? What are ways to approach potential adopters from different angles?



A Potential Adopter's Identities

Dog lover who is:

- 1) obsessed with watching dog pictures and videos on social media.**
- 2) willing to build networks with dog owners including hearing stories and experience sharing.**
- 3) active in dog-related events.**

Hypotheses:

- 1. Through education and storytelling, potential adopters' negative biases against adopting will disappear.**
- 2. After learning the real stories, people will build empathy around shelter animals.**
- 3. More dog lovers will be willing to help these shelter animals from their own perspective.**



#whyselterdogs:

I was testing: How many people will support shelter dogs?

On January 28th, I went to Madison Square Park with my first prototype idea. Asking people to leave their message on board by answering the question: Why Shelter Dogs? There's a chance for them to win a free dog toy made by myself If they participate.

I got almost 30 responses on the board and handed out all the toys. People enjoyed the activity, some even thanked me for doing this. Later I turned what I got on the board into a small campaign on Instagram, raising the awareness of why adopting shelter dogs.

Learning: There was a high engagement, things with dogs can always attract people's attention. How can I turn this privilege into something useful for telling the story?

Do you remember the story?

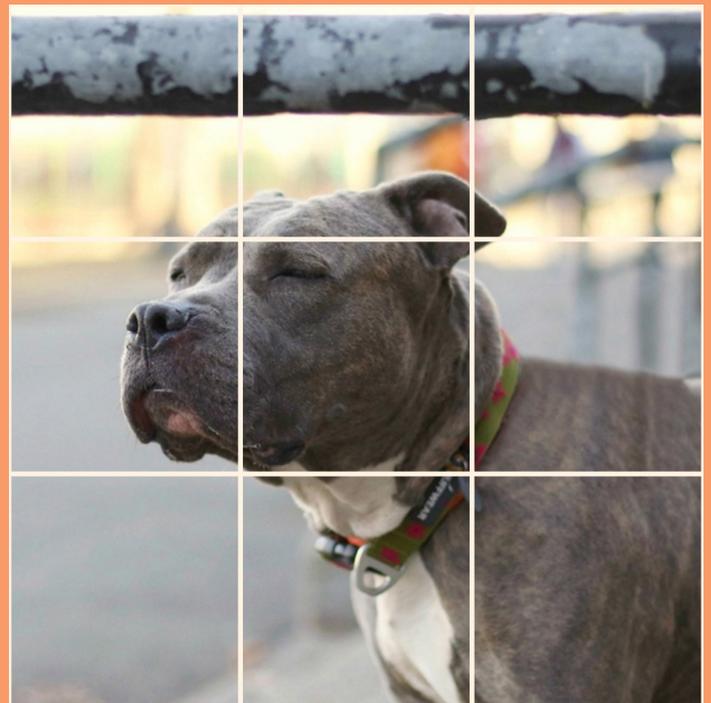
I was testing: How do people feel after hearing the story?

Because I wanted to get the message out in a more interesting and engaging way, the idea of making a game come to my mind. Learn shelter dogs are great by playing it.

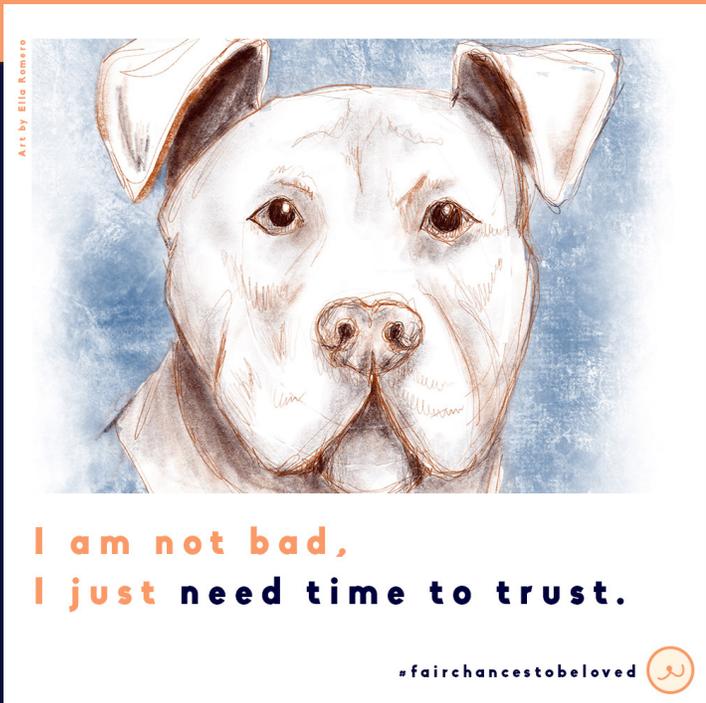
I made 9 assumption cards, on the front are some common assumptions people may have on why dogs are entering shelters. After people hear the story, I asked them to flip it over. If the reason on the card is wrong according to the story. If all nine cards were flipped over, it would be a picture of the dog in the story. The goal of the game is to give the listener a chance to think and judge for themselves based on the story.

Learning: The interaction is so good that it can be kept, no matter in what format.

I am in the shelter because I am out of control when off-leash.	I am in the shelter because my personality is inferior to purebred dogs .	I am in the shelter because I have infectious disease which can not be cure.
I am in the shelter because I've bitten animals or humans .	I am in the shelter because I have such high energy level which needs lot of time to care for.	I am in the shelter because I have congenital medical issues .
I am in the shelter because I act aggressively when my food is touched.	I am in the shelter because I am not friendly with kids .	I am in the shelter because my previous owner had trouble training me .



"When I hear the story of that dog I start to attach to that dog."



Learning: The acceptance of multiple forms of storytelling is high and often get more likes and comments which means more engagement. In fact, many people are willing to help these dogs, but it is not clear for them in what forms can they help.

Instagram Promotion:

I was testing: The eye-catching way to promote adoptable dogs also pass on the correct messages.

I started the Instagram account @doggone.fun on January 27th, posting adoptable dogs with their stories and various facts about shelter dogs. Instead of just posting pictures, I tried different ways of collaborations, such as: 1) collaborating with adopted dogs and turning them into newscasters to promote the stories of adoptable dogs. 2) collaborating with students at SVA to create arts for these shelter dogs. Presenting adoptable dogs' portraits in a different way.



If the dog can talk - voice acting:

I was testing: The engaging way to promote adoptable dogs also pass on the correct messages. Aiming to have a greater impact

I wrote stories based on both Must Love Dogs NYC Facebook Page and ACC website. Posted on HITRECORD and started a voice acting challenge. I got 11 contributors for 2 different stories.

Learning:

There are many different creative forms which not only people will enjoy but also can help these dogs.



Successful Dog Adopter
Experience Sharing

Instagram @xxxxxMeyer



Intervention: DogGone.Fun is a community helping dogs go into forever loving homes from shelters by telling real stories of the rescue world in a new and engaging experience.

The Goal:

Make shelter dogs less "scary"

It is designed for a better understanding of the rescue world before people even get to the shelter, raising awareness of learning the real reasons why dogs are entering shelters and reduce the feeling of risks associated with adopting.

Provide a refreshing experience for people to have a better knowledge of shelter dogs

To enhance the experience of learning, if people are just receiving the information passively, often we cannot achieve the ideal effect. Teach potential adopters not only the right information but also transform them into the ones who are willing to take actions to help more dogs.

Build people's empathy and respect for animals

During the activities, people will build their connections with shelter dogs. It will also be a way of preventing people from surrendering their pets. Knowing the importance of responsible ownerships.

Rally dog lovers to contribute their talents

There are so many creative ways of helping these dogs. We can make a bigger impact if we work together.

Theory of Change:

Ultimate Goal: No-kill nationwide

Micro Goal: At-risk dogs' adoption rate increases in NYC

Thesis Goal:

- Negative biases among potential dog adopters have against shelter dogs decreased
- Provide a refreshing experience for people to have a better knowledge of shelter dogs
- Build people's empathy and love for animals
- Rally dog lovers to contribute their talents

Long-term Outcomes:

- Negative biases among potential dog adopters have against shelter dogs decreased
- Greater awarenesses of high-frequency shelter dogs euthanized among potential dog adopters
- Reduce the feeling of risks associated with adopting shelter dogs
- More effective communications between successful dog adopters and potential dog adopters

Preconditions:

- Higher quality of education on the facts and situations of shelter dogs is available
- Easy accessibility to complete and reliable information on the true stories of shelter dogs
- Availability of getting into dog adoption network community

Intervention:

- DogGone.Fun 
- DogGone.Experience: In-person events
- Online Promotions

Preconditions:

- Correct information about shelter dogs are provided by shelters or organizations
- Increased interest in learning more about the rescue world
- Workers and volunteers from the rescue world willing to share their stories



Adopt

by seeing and hearing the stories to decrease the biases and build connection

Help others to adopt
(raising awareness)

Potential Dog Adopters

Barriers #1:

Negative Biases against shelter dogs
(behavioral problem)

Barriers #2:

Lacking connections with shelter dogs
(both emotionally and physically)

In-person Events

Voice acting the stories of adoptable dogs in the first person

Telling stories by turning adopted dogs into newscasters

Turning dog portraits into artworks

Storytellers

Shelter Dogs





DogGone.Experience: From the shelters to the solutions (In-person Event)

Part I: Welcoming, 15 minutes, In a circle

Materials: Name tag, chairs

Introductions of the event hoster, the project, Agenda sharing with the group.

- Ask participants to briefly share why you come to this event and your experiences with shelter dogs.

Part II: Making Assumptions, 10 minutes, In a circle

Materials: Assumption cards, chairs, pens

Sharing statistics of the shelter animals problem in the United States. Then ask the group to make assumptions about why dogs are entering shelters. Vote on top 3 assumptions.

Part III: Storytelling, 20 minutes, facing the screen

Materials: Recorded dog stories, chairs

1. Hear the audio of shelter dogs' stories (were recorded previously).
2. Shrings around love all sentient beings.

Part IV: Animal Care Centers of NYC Representative Sharing, 45 minutes

Including an overview of who ACC are and what they do, responsible pet guardianship, and how the community can help homeless animals.

Part V: Reflect on the key moments, 15 minutes, In a circle

Materials: chairs

The group shares what showed up to them.

Break Time, 15 minutes

Part VI: Successful dog adopter story sharing 15 minutes, facing the screen

Materials: chairs, successful dog adopter slides

Hearing successful stories to reduce the feeling of risks associated with adopting shelter dogs.

Part VII: Shelter dogs empathy map, coming up with possible solutions, 35 minutes, In groups

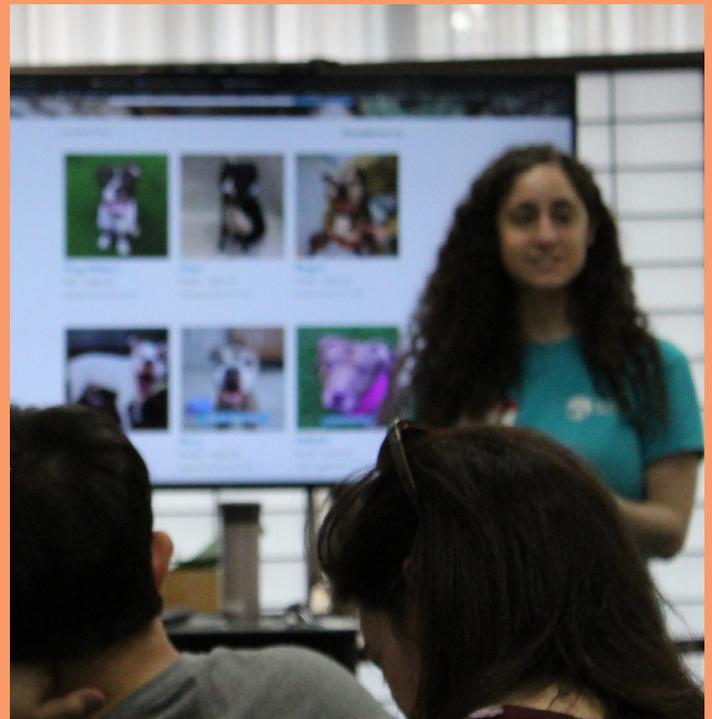
Materials: empathy map, pens, chairs, tables

Understand the needs and come up with possible solutions

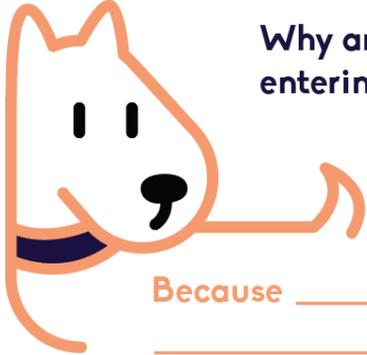
Part VIII: Showing our gratitude, 10 minutes, Individual

Materials: postcards, pens, chairs, tables

The group writes thank you postcards to the volunteers in ACC.



Assumption Card



Why are dogs entering shelters?

Because _____

Postcard



Art by Ella Romero

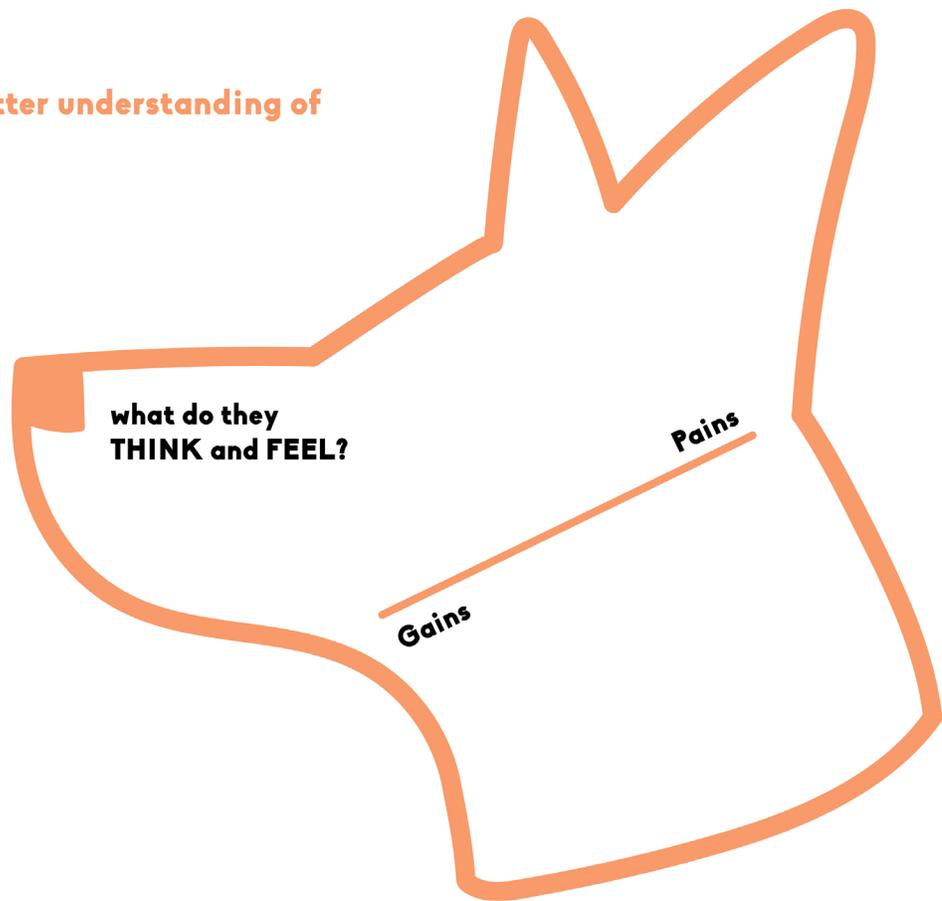
**I am not bad,
I just need time to trust.**

#fishbonesetaboved

Empathy Map:
a tool to have a better understanding of our end users.

Skills:

Solutions:



Empathy Map

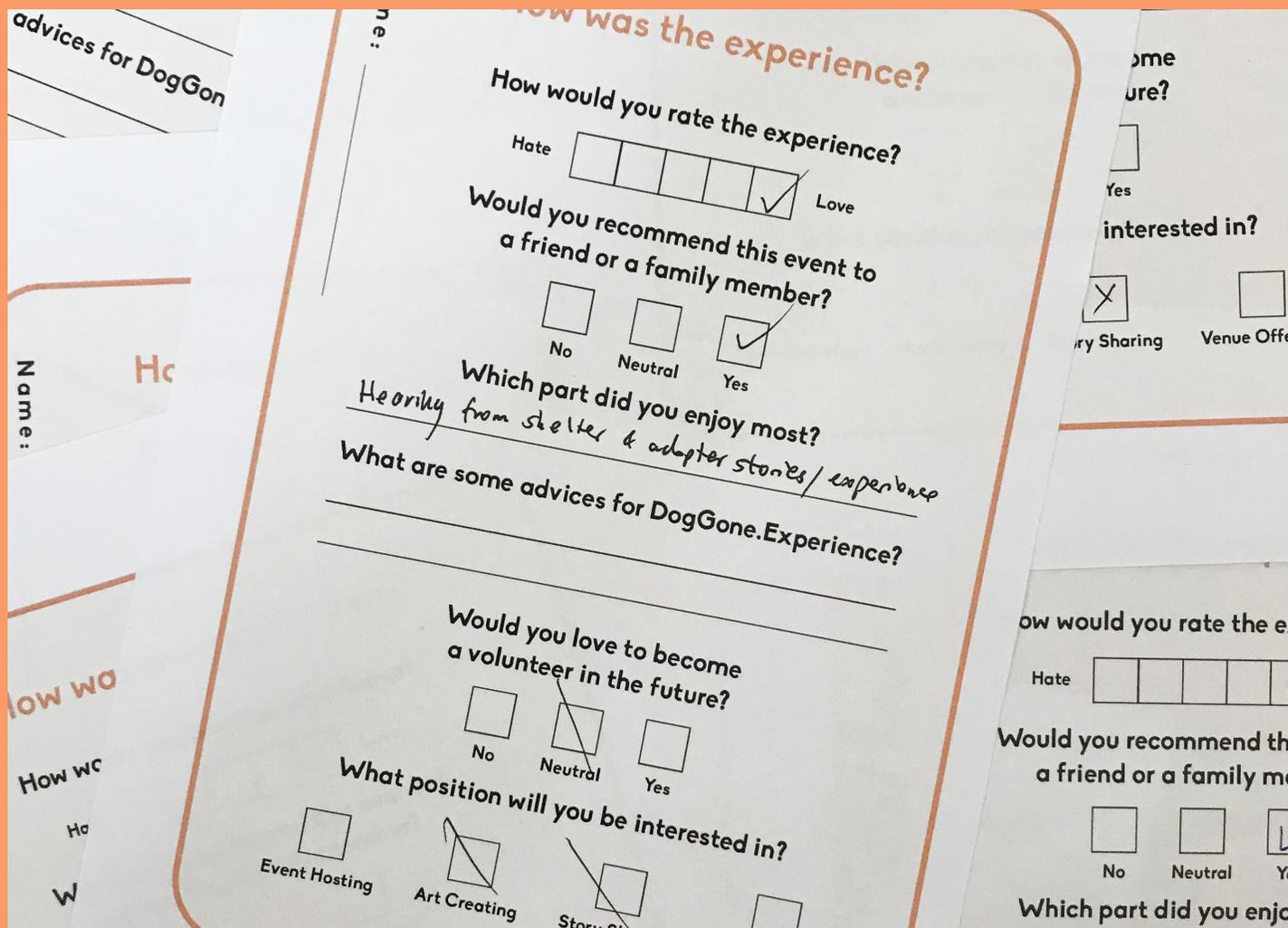
Results:

100% Participants love and enjoyed the experience.

Participants enjoyed learning and hearing from the shelter and adopter stories most.

3 out of 9 Participants are interested in taking the responsibility of event hosting in the future.

5 out of 9 Participants are interested in taking the responsibility of story sharing in the future.





It's not (just) about saving a dog right immediately. It's about decreasing biases towards shelter dogs and changing people's perspectives, so they can eventually make the choice (or help others to) adopt a shelter dog.

Learnings:

Life lessons shelter dogs teach us.

Even in the face of difficulties, love can heal.

In these past 8 months, I went from just wanting to help shelter dogs and trying to bring some changes to doing research, conducting interviews, finding cooperations and prototyping. There are all kinds of difficulties to overcome by myself. I also have doubts about whether I will succeed in the end. But every time I knew that another dog I had posted on Instagram had been saved, or someone told me that his view of shelter dogs had changed because of me, I feel so full of love inside.

Perfection isn't required.

No one is perfect. We should learn the ability to adapt to all kinds of changes, what matters is the process. Even though it might take some longer time than others, but eventually we will find our place in the world and people who love and support us.

Needs are different.

Some dogs are naturally timid, so we should give them more company and time. Like dogs, everyone has a different personality so we need to get along with them in different ways. Both people and animals need to be respected, we never truly know the stories behind. Just like the process of my thesis, the first step for me is to understand potential adopters' needs. I cannot think carelessly that my design will be able to solve the problem instead of truly understand the target audiences' needs. We can't solve a problem with assumptions



Next Steps:

- There's a great interest in continue attending or hosting DogGone.Experience (In-person event) in the future. I'm in conversation with Animal Care Centers of NYC to discover more diverse forms of cooperation.
- Encouraging dog lovers to use materials I've used to make a greater impact on helping shelter dogs. I hope the public can not only sympathize with animals but also take practical actions to help vulnerable lives or educate people around them. Let each person become the one who disseminates the correct information in their community.
- Spreading this intervention to more shelters and organizations. I hope DogGone.Fun can be smoothly adapted into their existing system, integrate different situations to reach more potential adopters.
- Whether you like animals or not, they have rights to freedom from abuse and persecution. The problem of animals is also a social problem, closely related to human beings. As a designer whose background is in advertising, I believe there are opportunities for us to do social goods.

Thank you!

DSI founding chair

Cheryl Heller

My thesis advisor

Jeff Franklin

My amazing DSI cohort

People I interviewed

Art volunteers created dog portraits

Contributors taking the voice acting challenges

Tzu Chi NYC offering the venue

Workers and volunteers saving animals

People supporting and following on Instagram

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Other people who have helped me



Thesis project by Yun-Ang Tsai



DogGone.Fun
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