



Personal Project Brief – IDE Master Graduation Project

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PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title **Speculative Prototyping for Enhanced Pet Preparedness and Evacuation Collaboration in Dutch Disaster Scenarios**

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Europe has been hit by costly disasters in the past years [7,8], most notably resulting from weather-related hazards (e.g. floods and storms) [9,10], record temperatures [11] and wildfires [12]. From other parts of the world it is known that pets are a risk factor in disasters [1,2,4,13]: companion animals can (1) inhibit or prevent evacuation behaviour [2] and/or (2) motivate people to return to a disaster zone to retrieve their pet(s) if these were left behind [14]. This endangers both pet owners and first responders. With almost half of Dutch households (45%) owning a pet [32] out of which 40% are either a dog or a cat, it is recommended to include pets into evacuation plans. The loss of companion animals as the result of disasters or forced abandonment during evacuation is strongly associated with psychopathology and an increased risk of PTSD [15,16]. Furthermore, by not enabling pet evacuation the risk of the public being exposed to zoonotic diseases increases as a result of an increase in the number of loose animals [5]. Last, but not least, disasters also threaten animal welfare [17].

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5. Projectorganisatie en netwerk

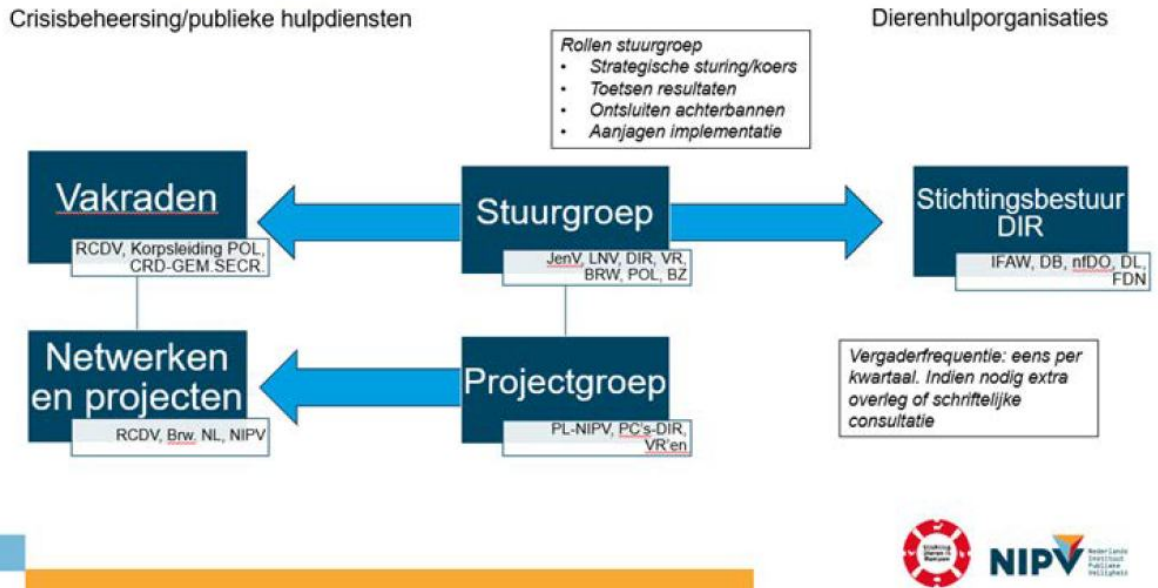


image / figure 1 Stakeholdermap of the project

image / figure 2

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Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.

(max 200 words)

In order to increase animal preparedness in situations of calamity, it is essential to understand the motivation and actions of pet owners before, during and after these situations occur. Profiling the target group can help response teams better understand the needs and hurdles of civilians with regards to their evacuation behavior, giving insights which are needed to design strategies and response solutions for the challenges during calamities. A fundamental challenge seems to be the evacuation and aftercare of pets: finding ways in which this task can be facilitated preemptively through a collaboration between Dutch emergency response teams, civilian initiatives and/or pet owners. As awareness seems to be the most impacting factor during evacuation procedures, I chose to develop a design intervention in the form of a speculative prototype, better known as artefact, to be showcased in order to increase awareness with the public. This way, I create a point of discussion, making people consider their preparedness and let them question how self-reliant they are when it comes to disaster preparedness.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Design speculative prototypes to increase awareness and co-reliance around pet preparedness for disaster and to indirectly facilitate evacuation of pets and pet owners in the Netherlands by Dutch emergency response teams, pet owners, animal rescue organizations and/or civilian initiatives.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

Map and understand the target group and relevant stakeholders by reviewing case studies, context mapping, stakeholder (guerilla) interviews and a survey or shadowing a stakeholder from the rescue teams and initiatives to understand risk analysis and disaster response. Elicit reaction by involving speculative prototypes to gain insight in risk perception about current and future calamitous situations mainly from the perspective of Dutch pet owners.

Define the target groups by developing personas, making a storyboard, write a scenario, define the problem and make a list of requirements.

Develop multiple (3 or more) prototypes by using an analogy, designing in a day, testing with a focus group and refined and discussed in a cocreation session.

To build the prototypes: lo-fi prototyping, conducting product experience research to evaluate how the artefact is perceived, choosing the right manufacturing techniques for building the final hi-fi artefacts.

The prototypes will be exposed to spread awareness around pet preparedness and communicate risk to the involved actors. The project should ultimately lead to insights and strategy to implement pet preparedness into evacuation plans.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting, mid-term evaluation meeting, green light meeting and graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting	23 mei 2024
Mid-term evaluation	10 juli 2024
Green light meeting	7 okt 2024
Graduation ceremony	8 nov 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input type="checkbox"/>
For how many project weeks	<input type="text"/>
Number of project days per week	<input type="text"/>

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

I'm eager to delve into the realm of rescue services and disaster preparedness in the Netherlands. This project in search and rescue captures my interest, presenting the novel challenge of designing for and with animals and engaging with a network of stakeholders who have in my opinion fascinating life experiences. Most importantly, I aim to understand the value that speculative design can bring to design research through this project. I want to explore the intersections of art and design and roam around it's intersection. The prospect of integrating speculative design into this endeavor ignites my curiosity even more. Additionally, I'd like to gain insight into how emergencies are managed in the Netherlands and discover how I, as an industrial designer, can contribute to saving lives. In this graduation project, I aspire to develop my co-creation and product experience skills while showcasing and enhancing my problem-solving abilities within wicked problems.

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