

Buddy and the Smiths 2.0

– Building ecosystem for pet technology forerunners

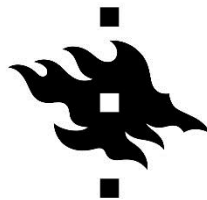
Project overview



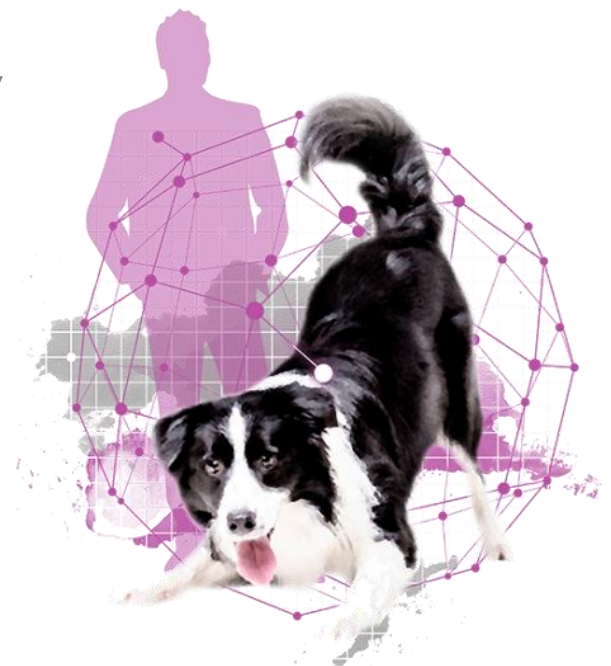
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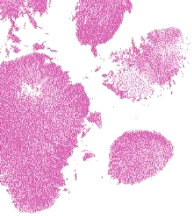


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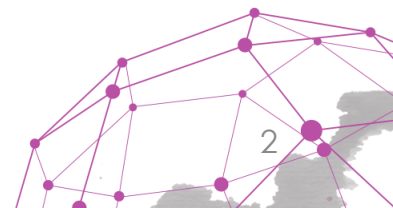


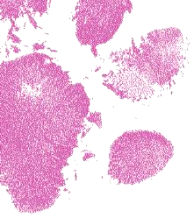
Turre?

Turre is a common Finnish dog's name but it can refer to any furry friend.

The English equivalent could be Buddy, for example.

The Finnish name of our project is "Turre ja Toivoset 2.0", and its English equivalent "Buddy and the Smiths 2.0"





Buddy and the Smiths 2.0

is a research project with two goals:

1. To study and develop **technology and digital services** that
 - enhance the social and emotional bond between dogs and humans
 - improve the monitoring of dog well-being
 - make the everyday lives of dog owners easier
2. To promote the Finnish **business ecosystem** for dog technology and smart data services

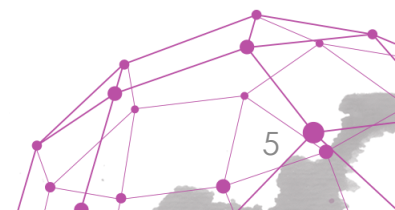
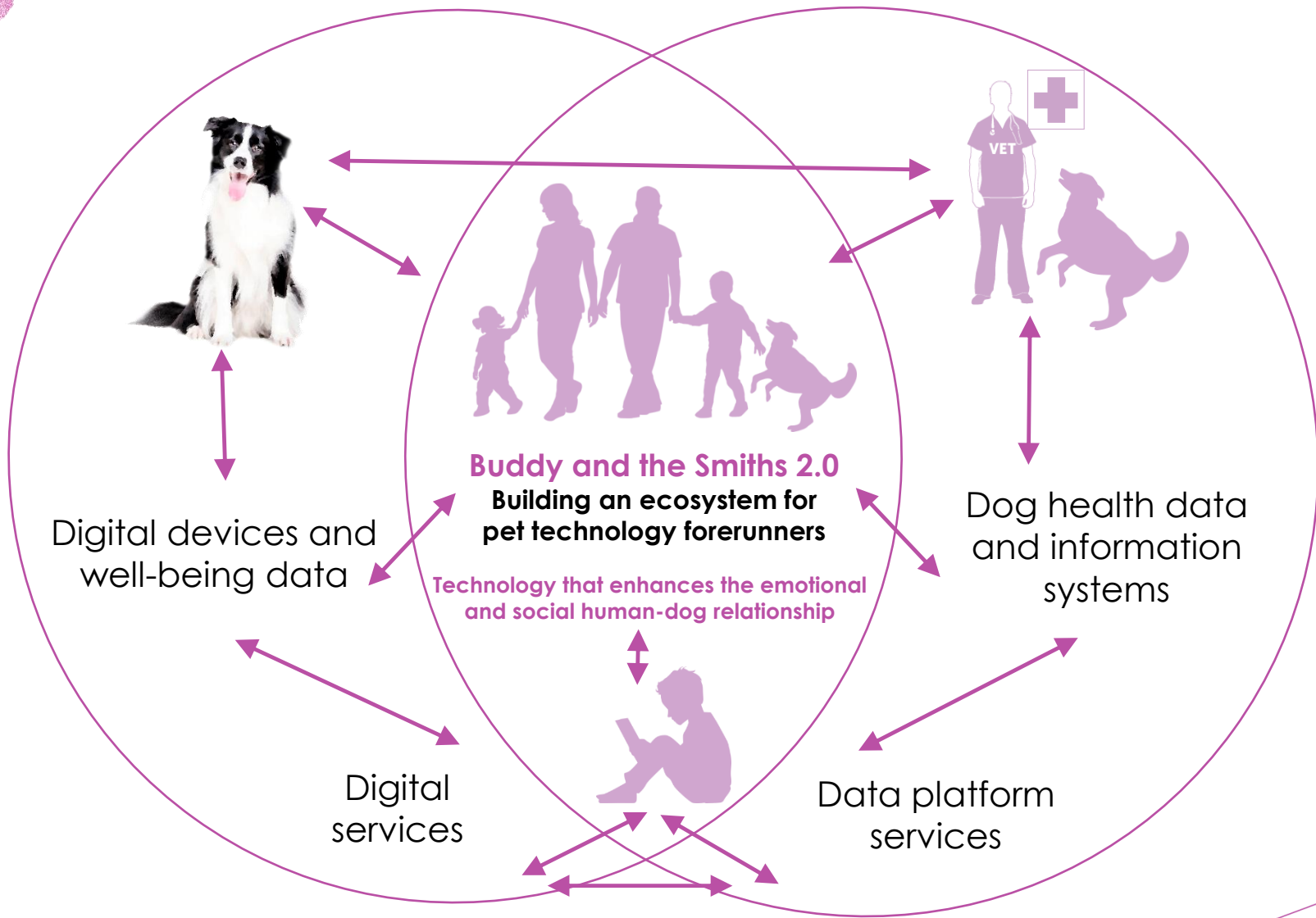
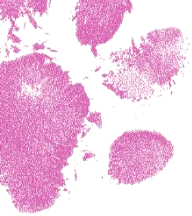


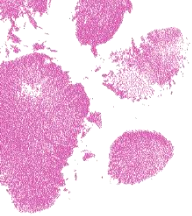


Research need

- **People** are motivated to deepen the bond with their dog and to understand its well-being better
- **Pet business** is growing worldwide
- **Technology** and digital services have potential to meet this demand
- **Scientific research** on dog technology and animal-computer interaction is still in its early stages







For dog owners,

means to understand the dog better and services that support interaction and life with furry friends

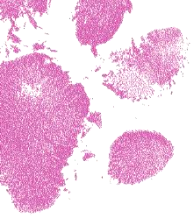
For pet businesses,

research evidence and results that can be utilized in developing smart products and services for dog families

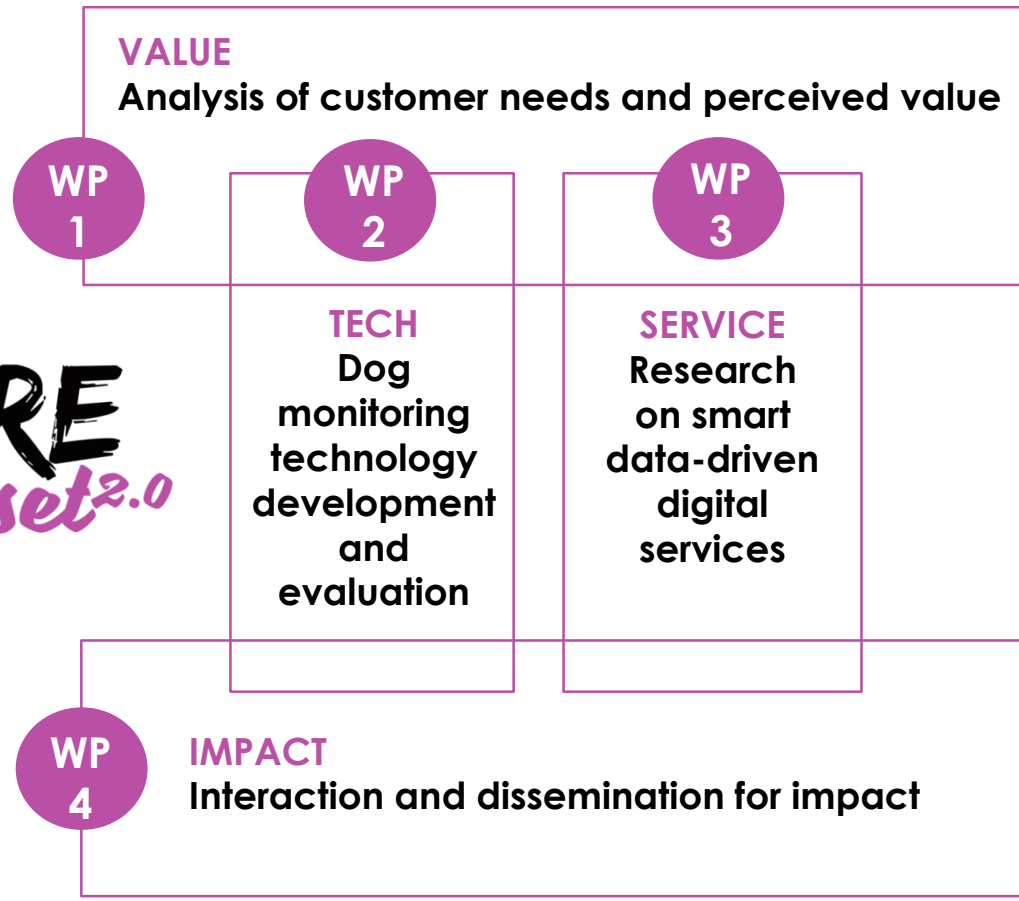
For science,

multidisciplinary research to advance the field of animal-computer interaction





TURRE & Toivoset 2.0





VALUE: Analysis of customer needs and perceived value

WHAT

ensures the constant presence of the customer perspective throughout the project

HOW

a quantitative web survey and a wide variety of qualitative methods





2

TECH: Dog monitoring technology evaluation

WHAT

develops dog-monitoring technology, validates the impacts of monitoring and makes the data interpretations smarter

HOW

prototype implementation, experimental settings and HCI design research





3

SERVICE: Research on smart digital services

WHAT

develops prerequisites for smarter digital services for dog owners

HOW

research on dog wellbeing, service combinations valued by users and requirements of platform system and networked business model



4

IMPACT: Interaction and dissemination

WHAT

knowledge sharing and networking

HOW

two networking events, scientific publications, executive summaries and stories to dog owners



Research Team

Customer experience and service business

University of Tampere
CIRCMCI – Research on Information, Customer, and Innovation Management

Human-animal-computer interaction and psychology

University of Tampere
ESC – Research Group for Emotions, Sociality, and Computing

Sensors and monitoring systems

Tampere University of Technology
STB – Research Group of Sensor Technology and Biomeasurements

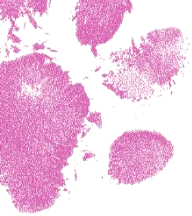
Canine cognition and dog wellbeing

University of Helsinki
Faculty of Veterinary Medicine

Prof. Oskar Juhlin
Stockholm University,
Sweden

Prof. Steffen Leonhardt
RWTH Aachen University,
Germany

Dr. Jozsef Topal
Hungarian Academy of Sciences,
Hungary



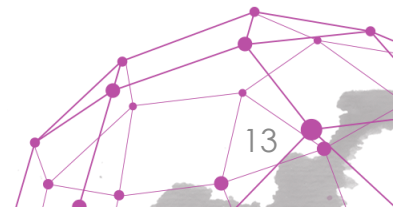
Company Consortium

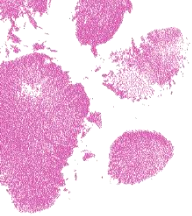


SmartDog	Kaunila	Finnish Agility Association	Vet clinic EHYT
Petsofi	FitDog Finland	Three Plus Group	Lymed



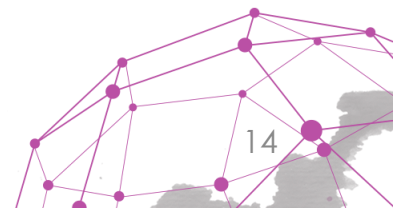
wider Finnish company network





Through our results, we will:

- improve understanding of the customer experience and user needs in dog technology and digital services
- generate validated results on the impacts of dog technology use
- suggest improvements in dog monitoring technology
- identify scenarios for future digital services for dog families
- organise events that support company cooperation and ecosystem building
- produce scientific publications and executive summaries





Contact our team

Mikko Ruohonen

mikko.j.ruohonen@uta.fi

Mari Ainasoja

mari.ainasoja@uta.fi

Sanna Rytövuori

sanna.rytovuori@uta.fi

Elina Vulli

elina.vulli@uta.fi

Veikko Surakka

veikko.surakka@uta.fi

Päivi Majaranta

paivi.majaranta@uta.fi

Poika Isokoski

poika.isokoski@uta.fi

Heli Vääätäjä

heli.vaataja@tut.fi

Julia Kuosmanen

Julia.kuosmanen@uta.fi

Antti Vehkaoja

antti.vehkaoja@tut.fi

Juhani Virtanen

juhani.virtanen@tut.fi

Pekka Kumpulainen

pekka.kumpulainen@tut.fi

Outi Vainio

outi.vainio@helsinki.fi

Heini Törnqvist

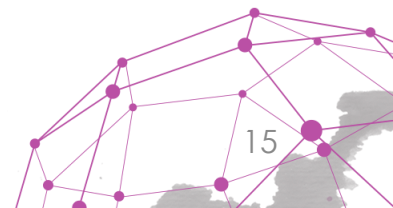
heini.tornqvist@helsinki.fi

Sanni Somppi

sanni.somppi@helsinki.fi

Miamaaria Kujala

miiamaaria.kujala@helsinki.fi



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