# Urser rearch about people who project

Strays

# Purpose

The purpose of the research is to collect and collate information to derive the characteristics and needs of the users who protect animals.

Photographic material

Mind Map

Questionnaire

Data analysis

Secondary Research

Different attitude

User profiling

Empathy map

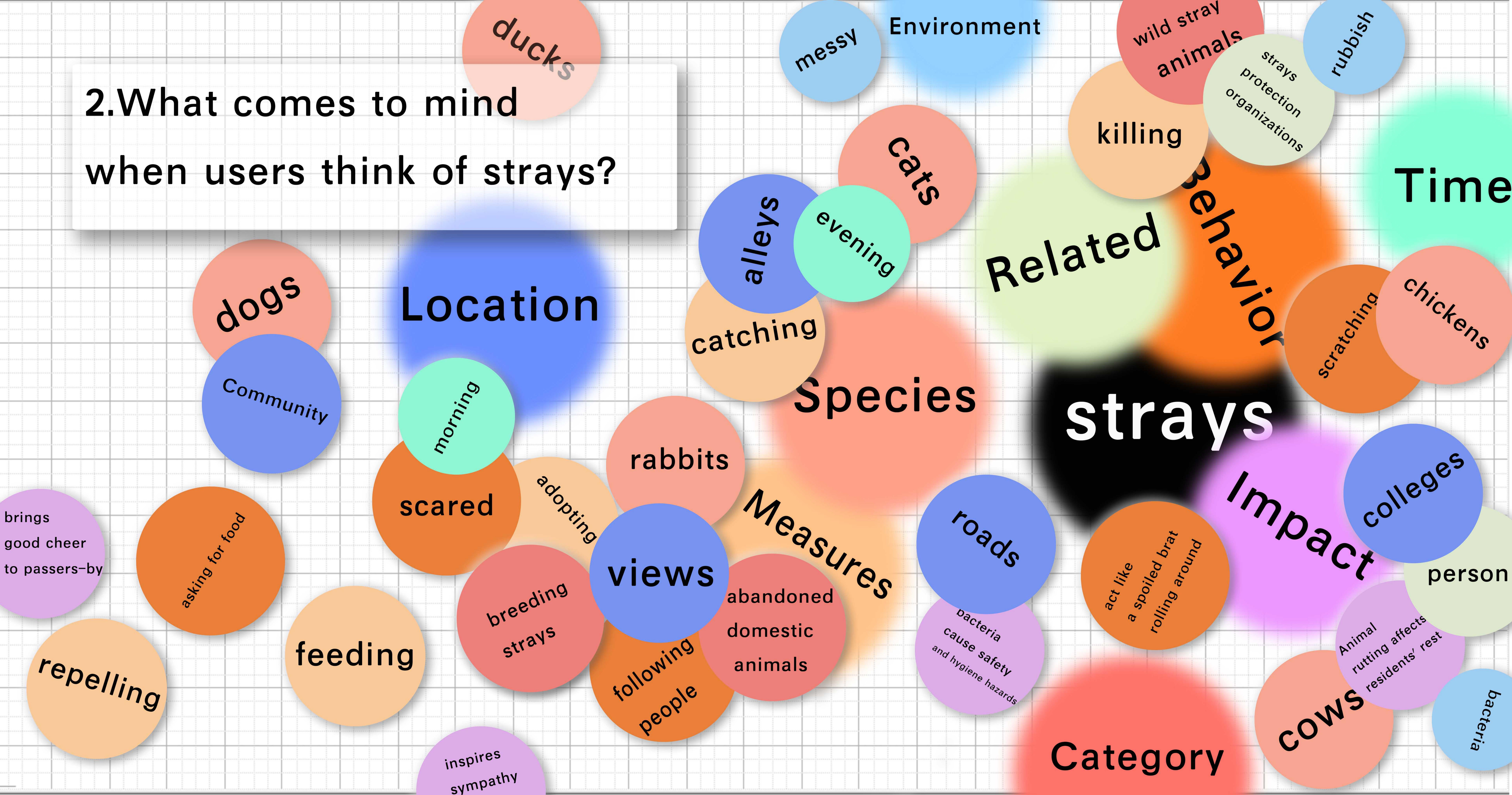
Experience map

### Users

motivations actions thoughts

feelings






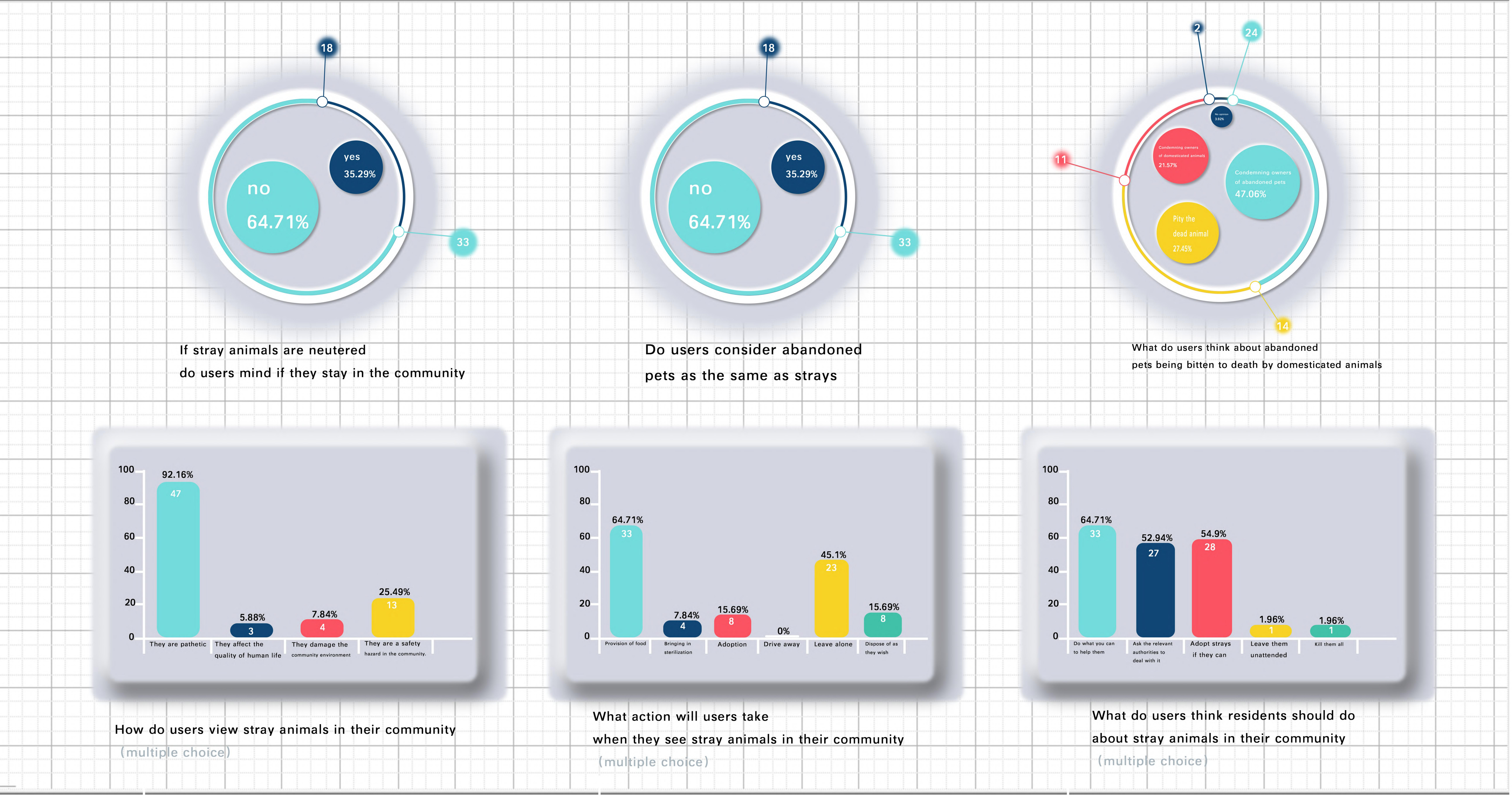
# 3.Questionnaire

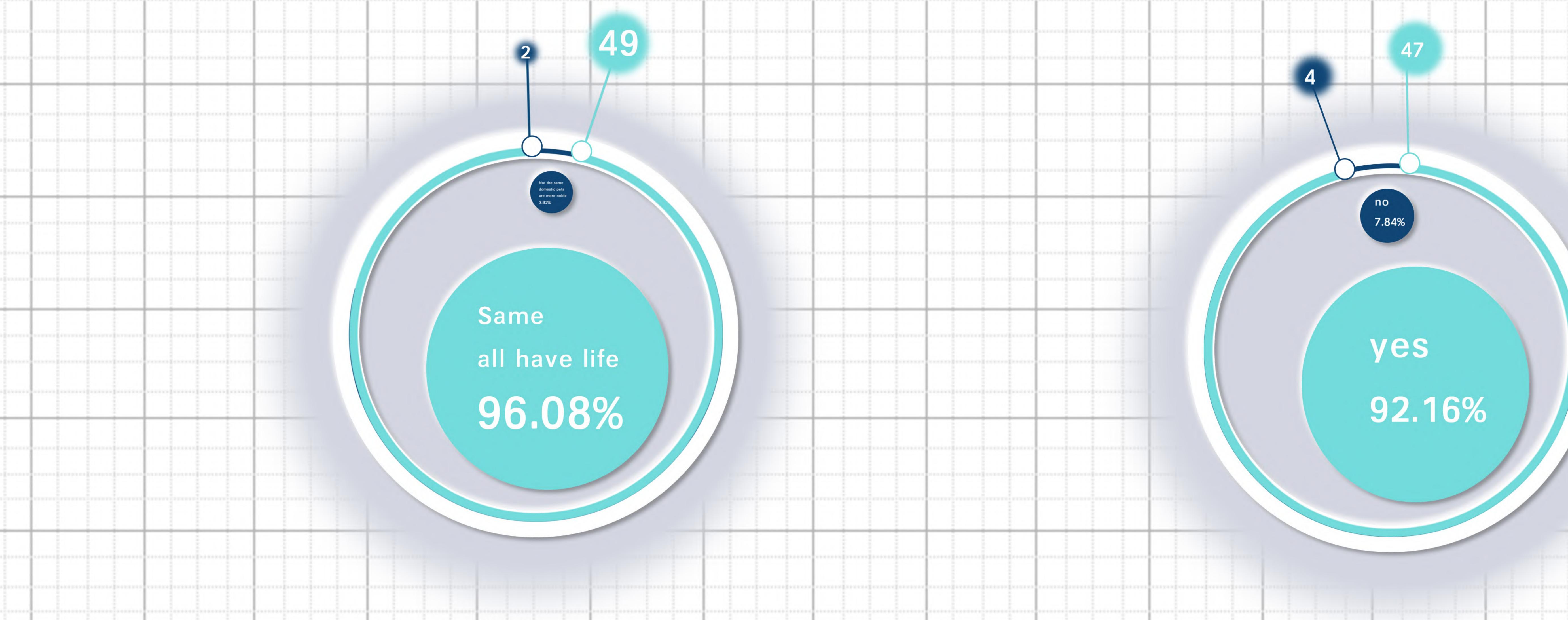
Questionaire tenologe from Awww.wjx.en

I wanted to use the questionnaire to identify the type of users, their characteristics and to gather basic information about them. I have therefore searched for information and referred to other questionnaires on stray animals and have designed a 16-question questionnaire that looks at users' perceptions of stray animals, their behaviour and possible measures. The questionnaire was filled in via WeChat due to COVID-19. Link to the original Chinese version of the questionnaire

https://www.wjx.cn/wjx/design/previewq.aspx?activity=107775822&s=1

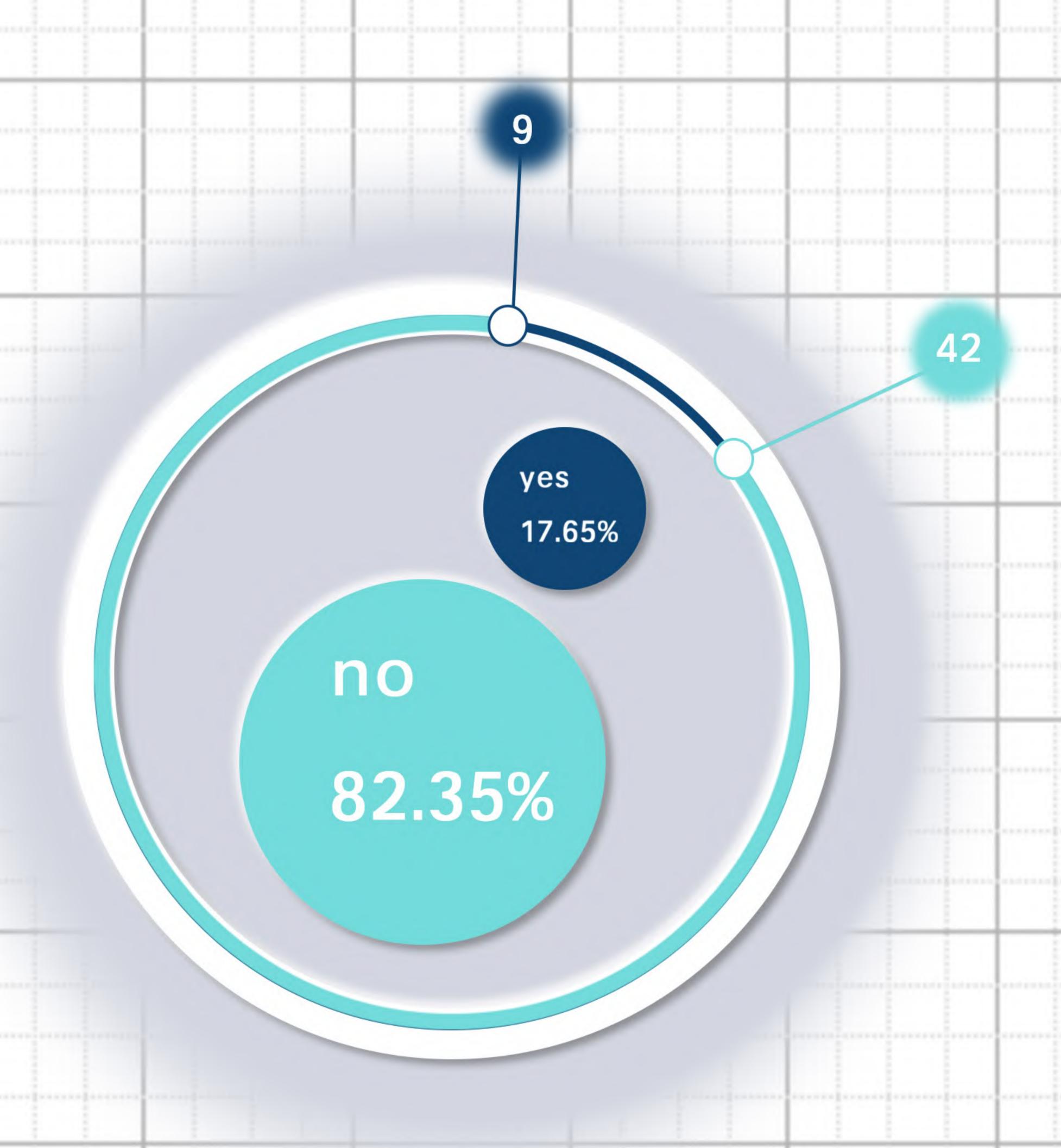






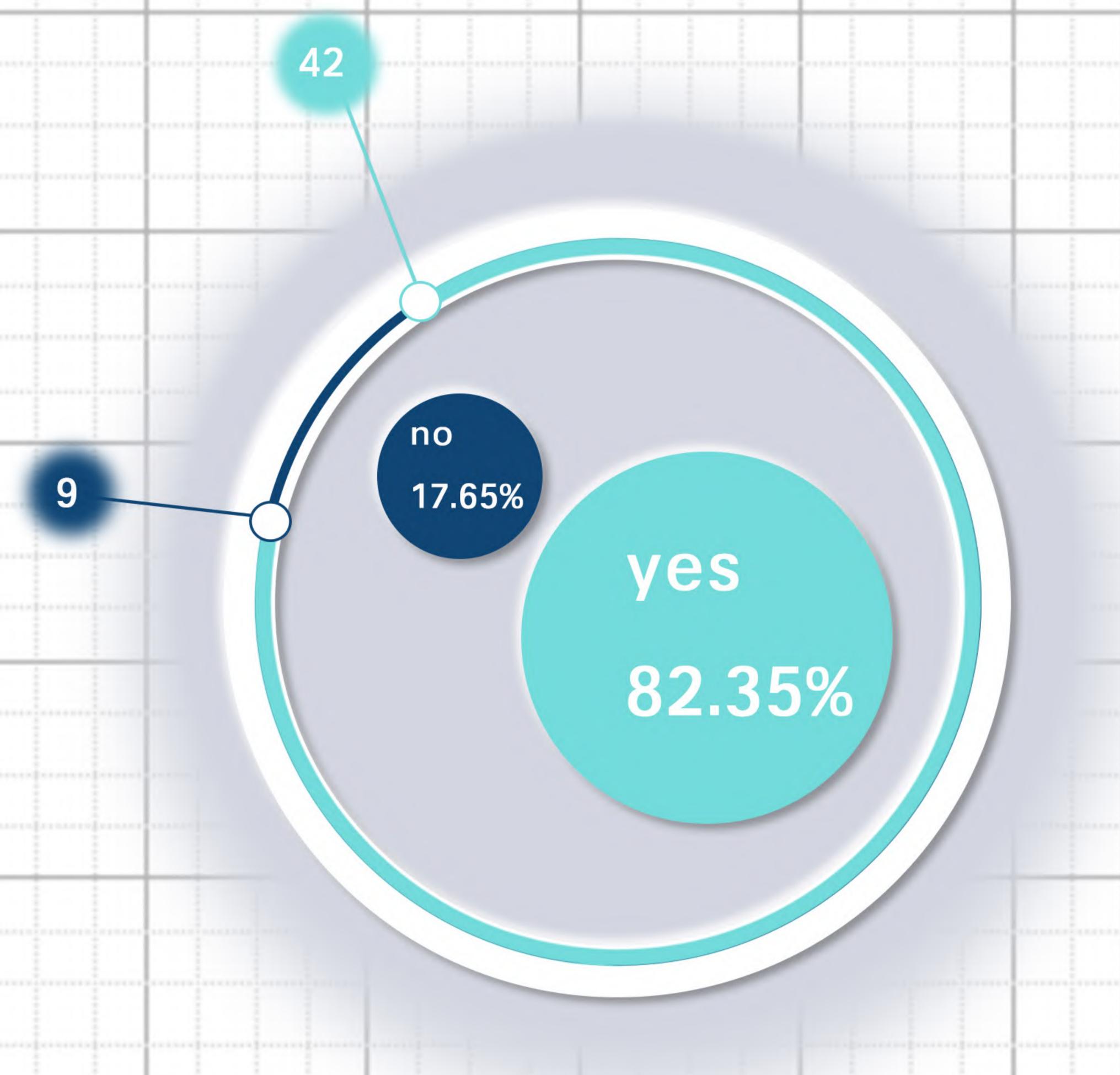
Do users think domestic pets are the same as stray animals

Whether users are willing to help find owners for abandoned or lost animals in the community



Do users mind if the community provides some protection for stray animals.

For example, housing and fixed feeding points



Whether the user is willing to participate in activities to protect strays in the community. For example as a volunteer in

# Opinions from users

For health reasons, stray animals should be dealt with by the relevant authorities and adopted by caring people after health checks

Provide proper knowledge and symbiosis between humans and animals

Set up fixed feeding points after neutering

More kindness

Provide food and shelter

Prevent infectious diseases carried by stray animals and establish shelters and adoption pathways to prevent them from being abused and legislate against those who abuse stray animals

Resist abandonment and adopt instead of buy

Promote the right channels for people to adopt or buy pets to avoid unscrupulous breeding by traders, which is one of the causes of stray animals

Regulatory management

Organizing stray animal rescue groups to help stray animals

I hope people will take them seriously, they have feelings and lives just like us

Too busy to help personally, hope for the best for the stray animals

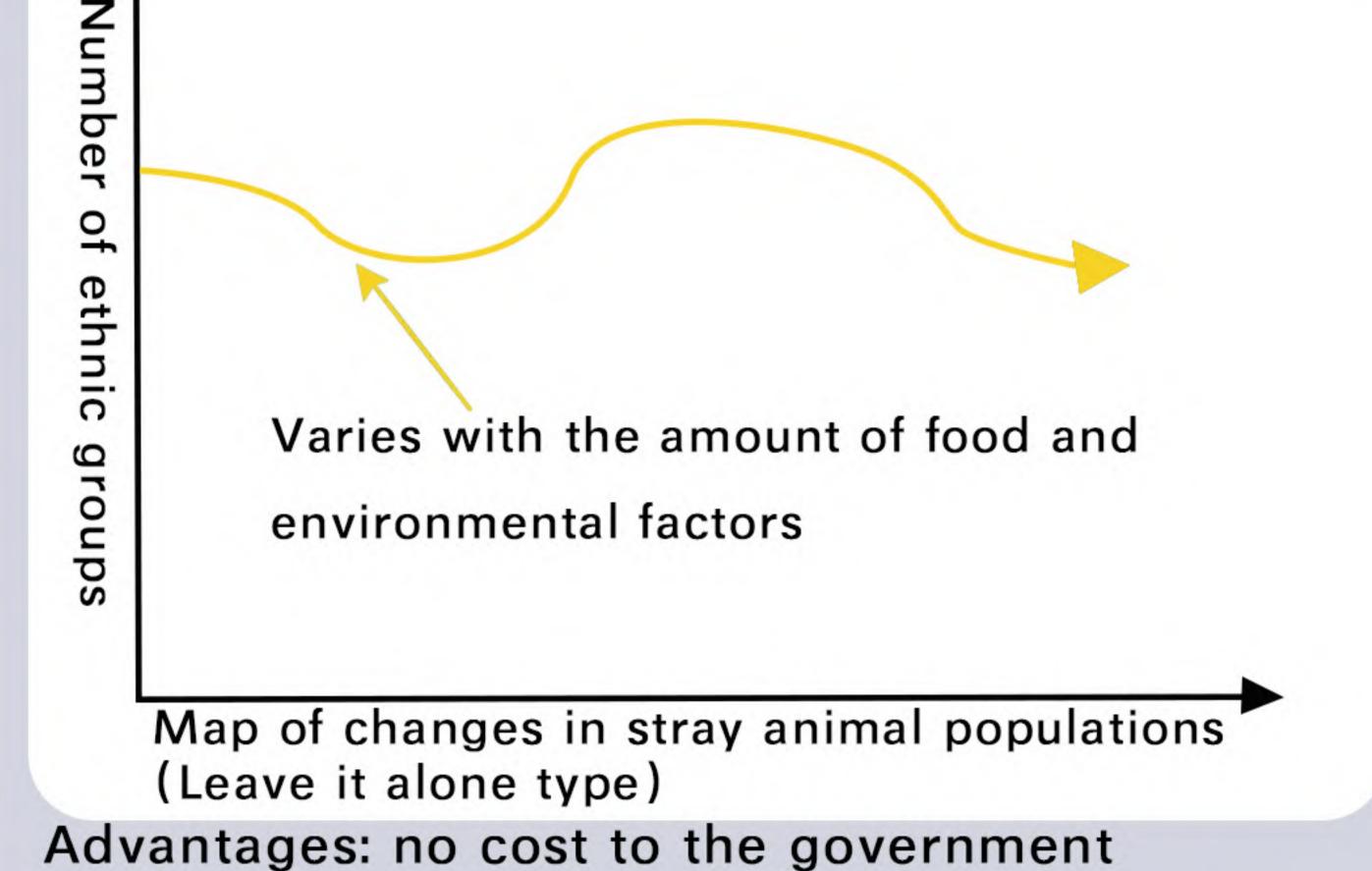
I hope that the stray animals will find a warm home soon and live a healthy and happy life

They are supposed to be pets and should not be discarded. Discarded pets contribute to the increased mortality of birds and they become a deformed ecosystem in the city

# 5. Secondary Research

Source: Stray Animal Survey and Statistics

Link:https://max.book118.com/html/2017/0908/132560633.shtm



Leave it alone

Disadvantages: 1. The number of stray animals depends on the number of abandoned and things

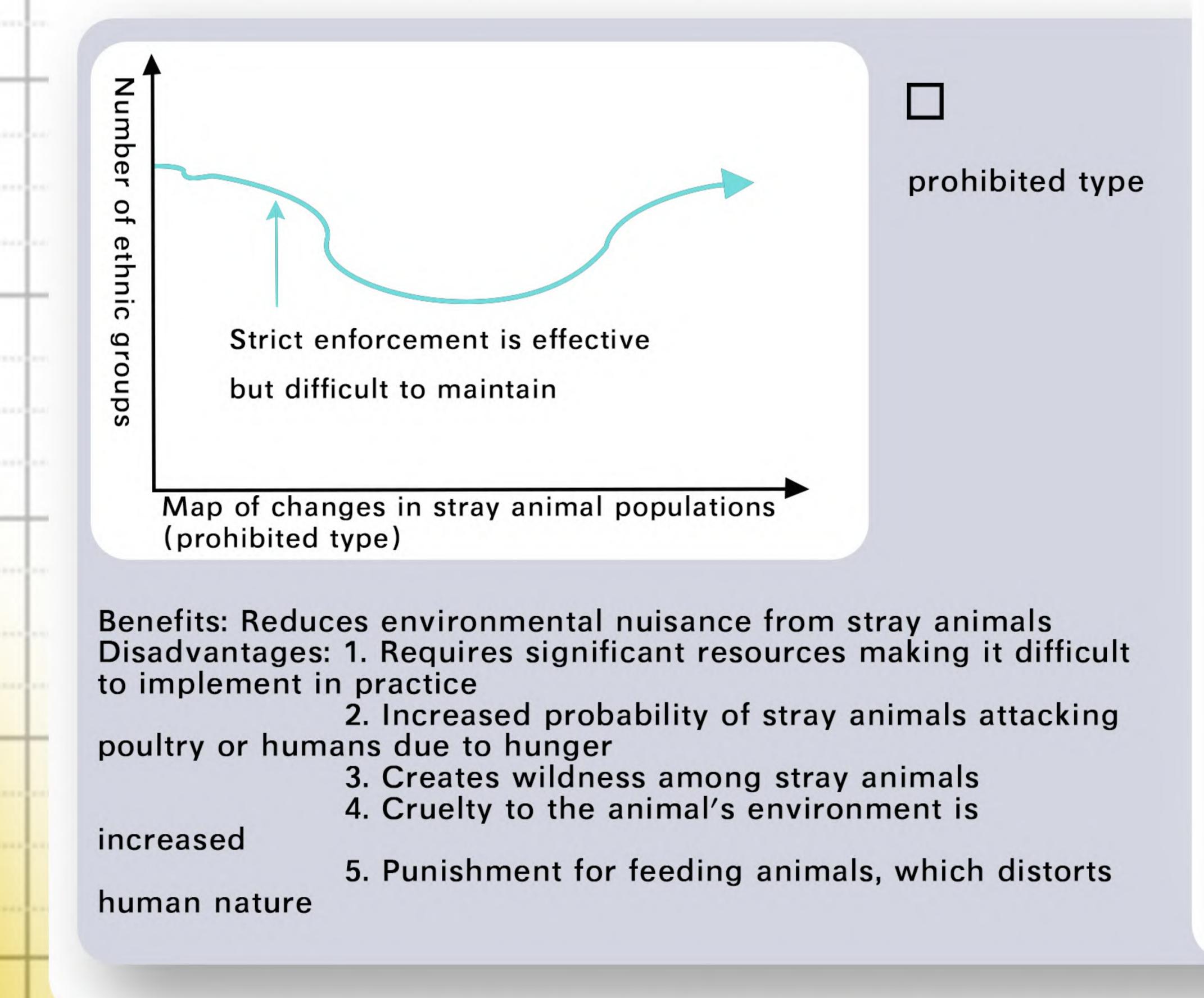
2. Stray animals reproduce faster

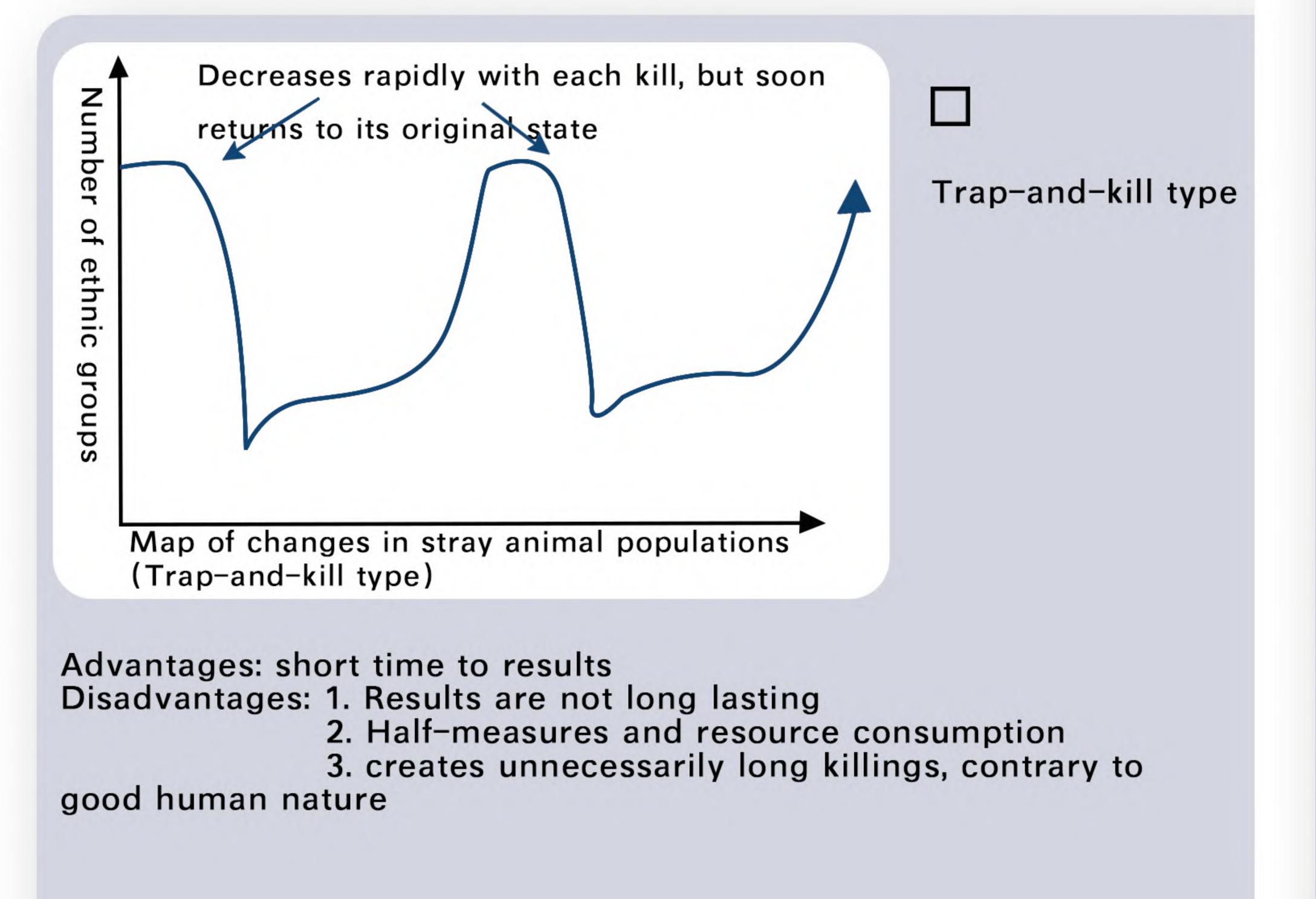
fed 2. Stray animais

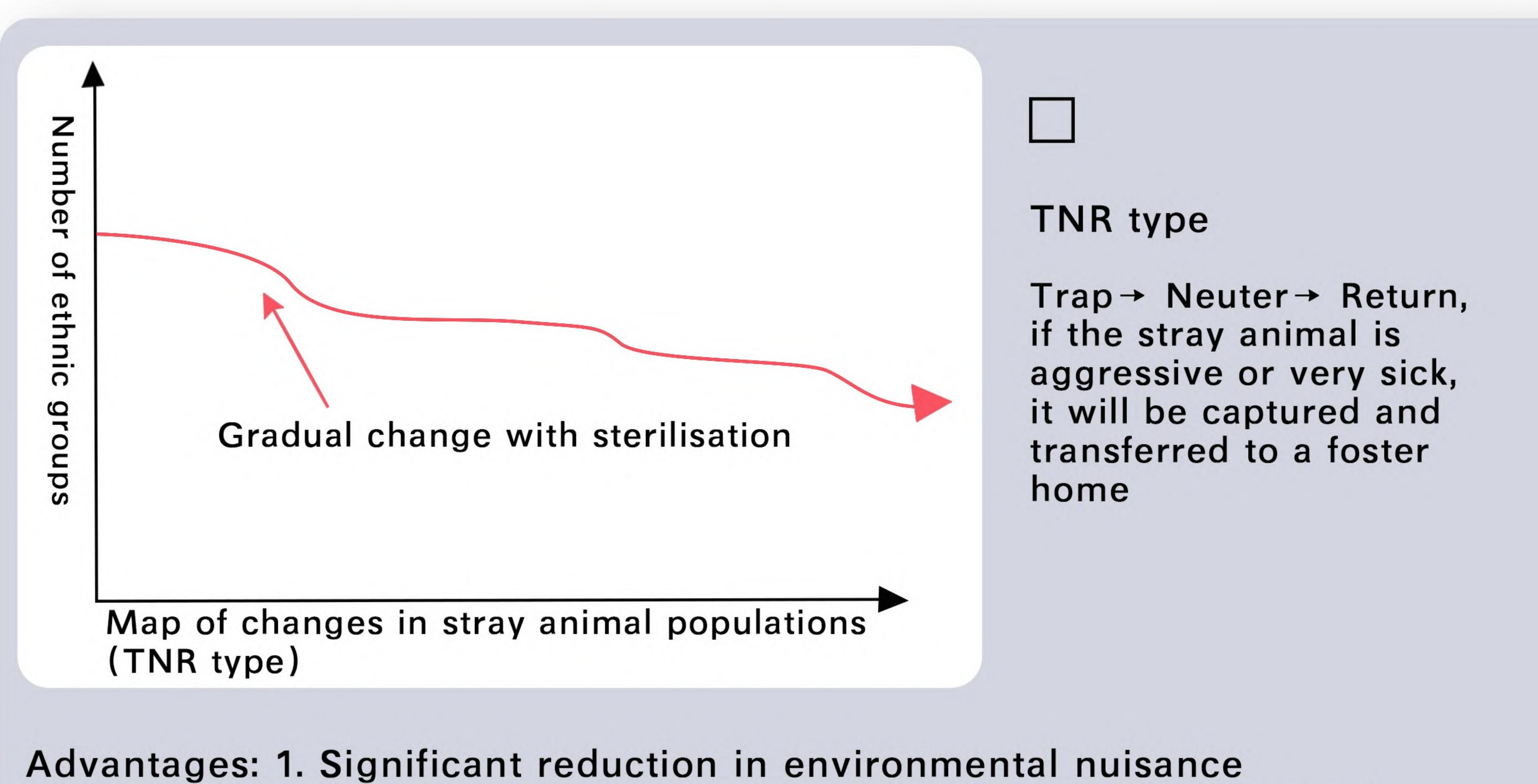
3. Disturbance to residents' lives leading to animal cruelty

4. Disrupts community harmony

# Data from secondary research can be used as a context and reference for user behaviour







2. Due to the strong territorial awareness of stray animals,

2. Requires community volunteers and private investment to

3. The effect will take effect slowly and the number of stray

3. scientific approach to sustainable breeding control

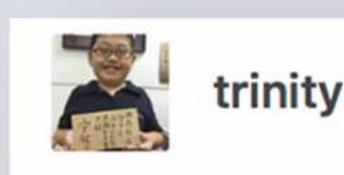
sterilization will gradually reduce the number of stray animals

provide long-term and stable sterilization services

animals will not be reduced within a short period of time

Disadvantages: 1. It will take some time to popularize the method

## How to comment on the behavior of feeding and caring for strays?



Two things have turned me into a person who will feed stray cats and dogs. I now put cat food in a bottle in my bag every day and feed it to stray cats or poor domesticated cats (on a leash) when I come across them.1 When I was in Shanghai, I heard many cats purring from inside the railing of an institutional unit. There were at least ten earth cats of various colors on the concrete inside the fence, and I don't know how many more in the shrubs not far away. Very close to the fence were a couple of disposable plates with water and cat food. Suddenly an old man called out to me and asked me not to stand there. She said that the cats would be afraid to eat if I stood there, and the old man was holding a bag of cat food. I asked her if she was raising all these cats. She said that she was not raising them, but feeding them something to eat so that they would not starve to death. I asked if the people in this institution would not feed them. She said, "Who cares about these cats. I watched for a while and walked away. Yes, if people in the institution didn't love small animals, who would think about feeding them every day. These little animals see this place as a home and will never come out easily because it is more dangerous outside. Fortunately there is such an old man, someone who cares for stray animals, otherwise these dozen cats would just starve to death. Although they may not be helpful to humans, they are after all a lovely creature. They come into this world but do not live in the right environment where they can survive. When I was in Shanghai I saw many community yards with one or two cats in them, and there must be cat food and water in the corner of the yard. It was very moving. The second thing was for my own cats. I lost my cat for some reason and was so remorseful and upset that I searched the community for a long time without seeing it. But I was convinced that he was still in the community as it was very closed. I have heard from a neighbour that there are many stray cats in the shrubs downstairs, so I always put a little cat food in the shrubs when I go downstairs or when I come home, and the next time I come back there will be less cat food. I have also seen the large stray cats downstairs and sometimes fantasize if our lost cat would have been fed in this way and not starved like him.

# 6.Different attitude

Information from Zhihu.com

Due to the COVID-19

the interview was changed to an online Q&A



誰もが望みながら、永遠を信じない

#### 84人赞同了该回答

Every time I see a stray cat or dog I think to myself, if I were born as such an unfortunate and helpless creature, how I would long for everyone I see to treat me with kindness, let me see the sunshine in their eyes and give me hope to live.



#### 克里斯没有缇娜

嗯哼, 典型射手座 🔀

#### 253 人赞同了该回答

I don't want to give didactic answers, I just want to tell you the real story. My true feelings. When I first went to the stray dog base a few years ago, it was as dirty and messy as one would expect, with packs of dogs gathering and barking one after another. Some of the dogs barked aggressively at the sight of strangers, but when I crouched down and approached them, their energy weakened instantly, their eyes filled with fear and they would back away. Because some of them no longer trust humans. They want to protect themselves with a fierce bark, but in their hearts they know how little power they really have. When I crouch down to approach them, some of them paw at the cage, trying to reach me with their paws, others struggle to reach their heads out through the gaps in the cage, knowing that someone's presence means that their lives might change, but more than that, they just want to be touched, to feel a touch of warmth. A warmth that has been missing for a long time.



医学话题下的优秀答主

#### 1,135人赞同了该回答

The questioner presupposes an equation in the question: Does the equation of feeding = caring hold true? In my opinion: only providing them with the necessary food but not being responsible for the subsequent health of these cats, for example: vaccination and later stopping the overpopulation of stray cats and the spread of diseases through de-sexing, cannot be considered caring. Returning to the act of feeding stray cats itself. Because, in providing food to stray animals that have not been de-sexed and vaccinated, it somewhat prolongs their life span. Thus providing them with the possibility of contracting various infectious diseases including rabies; thus providing them with more opportunities to mate after they come into heat, and so they may give birth to more homeless kittens that continue to wander in the urban forest. Is it caring to see a litter of kittens that cannot adapt to urban outdoor life, dying of disease, hunger, cold or even under the wheel? Of course not, because you can't see it. All you see is the warmth of the food you give out being eaten by the animals and the admiration of your own towering personality. How do you properly rescue stray animals? Catch-Neuter-Return According to the principles of animal welfare protection, in the event of a conflict between the human community and a stray animal, a humane approach should be taken that can mitigate the conflict. The TNR principle (Trap Neuter Return) is the most internationally recommended method of catching a stray animal, taking it to a vet, neutering it, vaccinating it, treating it, de-lousing it and releasing it back to its original habitat, where the rescuer will continue to feed and care for it. This is a humane way of dealing with stray animals, as the health of the animals is improved through medical rescue measures such as neutering and flea removal, and once the stray animal is no longer producing offspring, the population can be reduced on its own without killing the animal. Of course, we still encourage people to actively find suitable homes for stray dogs and cats, or even adopt them themselves. However, please note that adoption is not included in this principle.

# First

Because of what the user has experienced, she feels the weakness and helplessness of small stray animals and the cruelty of human beings, but she meets a compassionate old man whose words and kind gestures inspire her compassion and the responsibility that she, as a higher animal, should take care of the weaker ones. On the other hand, she has experienced the loss of her pet. The analysis of this user's story suggests that such users act out of compassion and guilt as well as responsibility.

## Second

The second group of users feeds stray animals purely out of compassion and translates her feelings of wanting others to treat her kindly into action, hoping that her act of kindness will be reciprocated. In other words, she places some of her expectations of life on the stray animals.

# Third

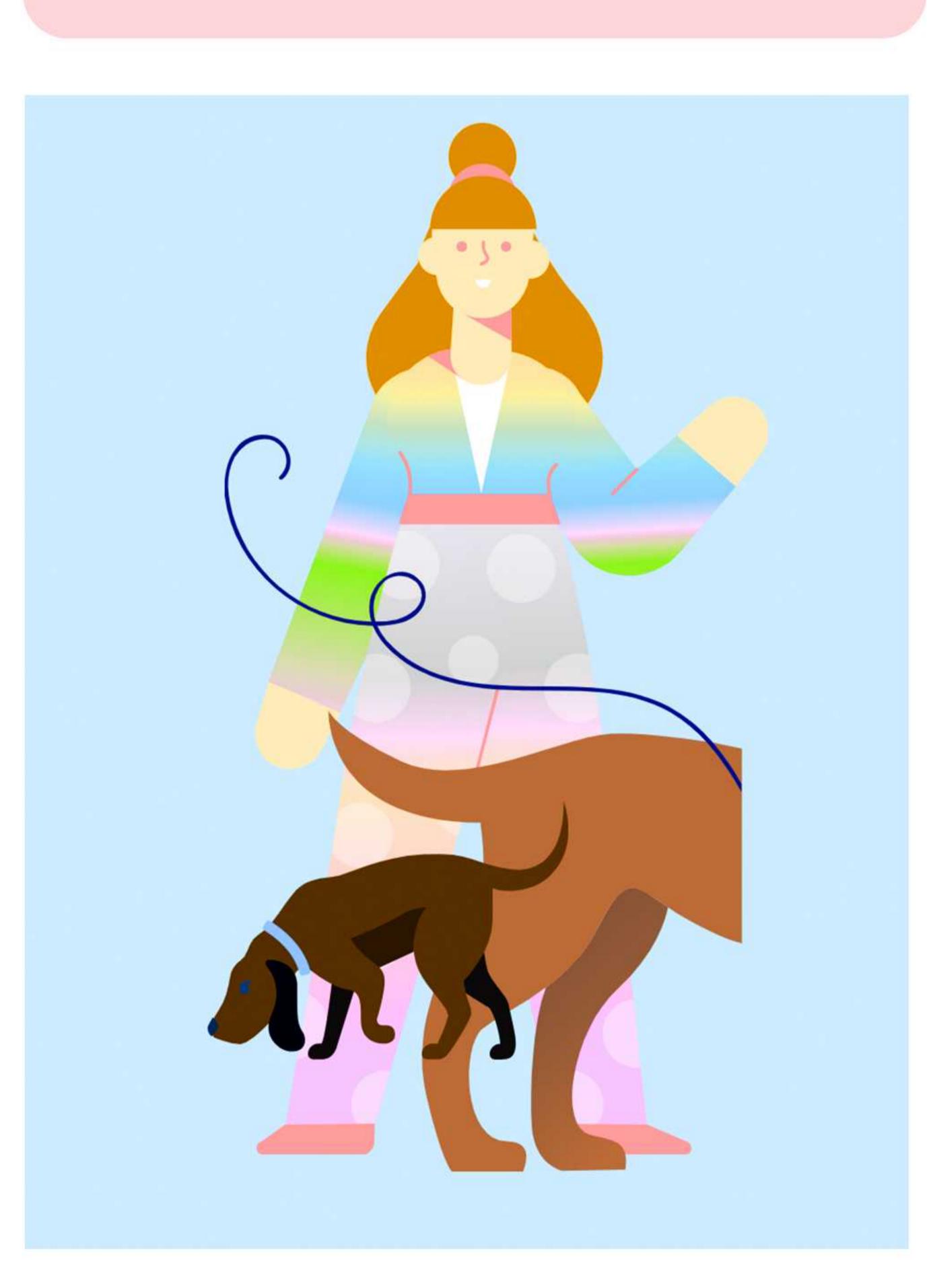
The third group of users has truly experienced stray animals desperately trying to please people. She sees stray animals struggling to get by and wants to give them the warmth they want.

# Fourth

The fourth group of users is the sensible type, who feeds and protects stray animals only when they abide by the principles. Spaying and neutering is a prerequisite, along with the requirement that stray animals must not disturb human life and threaten human health.

# 7.PERSONA

# Esther chen



Age: 25

Gender: Female

Personality: cheerful, warm

kind, attentive

#### Life Story

Esther is a current postgraduate student who did her undergraduate studies at Dalian University of Technology. She is now on a postgraduate course at the University of Southampton. She enjoys making friends and is happy to help others. She used to have an American Shorthair cat, but she died soon after, and since then she always thinks of her cat when she sees stray animals. She always tried her best to help the stray animals. Just as her grandmother would always give money to beggars, she would always buy food for stray animals whenever she came across them. As she lives with her parents and sister, she does not have the means to take stray animals to be spayed or neutered.

#### Interest

Watching movies, travelling, food, shopping, furry animals

#### Values

She believes that the people around her are the most important, such as friends and relatives.

Believes that all things in this world are created equal and that humans should not treat other creatures as they wish because they are a little more intelligent.

Many animals have gone extinct because of humans.

For example, people skin animals alive to make ornaments and eat other animals alive. Animals are really pitiful.

#### Goal

We hope to protect stray animals in the community so that they can all live their lives in peace

#### Demand

To neuter stray animals in the community and help them find owners to adopt them if possible Provide food, water and shelter for them

#### Limitations

Difficulty in feeding stray animals on a long-term basis

No source of funding to help sterilize stray animals

People are too busy working to find suitable adopters

Difficulty in finding adopters due to long-standing perverse values that lead people to despise ordinary pets and to seek out breeds and pedigrees

Possible solutions

Raise funds to neuter stray animals through fundraising

Communicate with residents to establish a community group for stray animals

Provide a home for stray animals in a vacant area of the community

## 8.EMPATHY MAP

