

A Dog-Friendlier Boston

Andrew Chen, Nick Linder, Snow Dong, Gugu Moyo





Criteria For An Effective Solution

Preserves the social aspect of dog ownership

Encourages commercial businesses to explore allowing pets and designing pet-friendly spaces

Helps non-owners overcome issues with sharing space

- Having dog-free areas
- Provide options for those who cannot be exposed for medical reasons or particular phobias

Maintains comfort for dogs

- Relatively open spaces with soft floor surfaces
- Available drinking water



Current Situation

- Pet owners are mostly comfortable with non-commercial spaces, like parks, but face unfriendly policies from businesses
- Businesses suffer from a **first-mover disadvantage**; allowing dogs in their space compromises their identity and allows competitors to capitalize on mistakes made in this new space.
- Smaller group with louder voice oppose dogs in those spaces
- People and business owners are both misinformed on health dangers presented by allowing dogs in their spaces.
- Businesses have **insufficient incentives** to explore more pet-friendly policies



Solution Overview

Launch the **First Annual Boston Dog Weekend**:

- An “Restaurant Week”-esque event where commercial spaces partner with local pet organizations to offer pet-friendly events for dog-owners.
- For each of two days, a list of events hosted by various businesses will be posted, allowing pet owners to pick and choose which to participate in
- Adherence to Effective Solution Criteria
 - Businesses can evaluate the pet-owner market and potential design choices in a low-risk environment
 - Pet owners can use traditional commercial spaces with their pets, and show support for pet-friendly initiatives
 - Pets are treated well at events dedicated towards them
 - Non-pet owners can experience what sharing space may feel like in a non-committal environment

Advertisement Mockups

Publicity Poster



Landing Page



Building Interest for Owners

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1ST Annual



**Boston Dog
Weekend**



4TH & 5TH AUGUST



*Explore your favor-
ite places with your
favorite friends!*

INDIVIDUALS

Why should you and your dog participate?

1. Relax and Enjoy taking your dog places you wouldn't usually go with local businesses who have gone dog-friendly for the day!
2. Train your dog better with advice from professionals! Get tips on everything from basic sitting to advanced tricks.
3. Experience the K9 Unit demonstration or the choreographed frisbee routine.
4. Learn more about your dog's health at any of our informational events such as canine hygiene.

What should you do?

- Only bring well-trained dogs
- Your dog must be up to date on vaccinations
- Your dog must be on leash (6' maximum)

Building Interest for Businesses



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BUSINESS OWNERS

Why Should Your Business Participate?

1. A dog- friendly attitude is good for business
2. The presence of dogs reduces stress
3. Stroking dogs can reduce stress even more
4. The presence of dogs can increase the creativity and productivity of your workers
5. Dogs can improve employee morale
6. You can designate 'No dog' areas and set rules

To stand out from the crowd, we have compiled some dog-friendly strategies you can put in place in order to get more dog owners in your door --

Ideas for Food Outlets

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FOOD OUTLETS HOW TO PARTICIPATE?

You can...

- Give out swags! (Water bowls/frisbees/more)
- Discounted drink and treats!
- Special "Man's Best Friend" Menu
- Discounts for dog-owners



Ideas for Art/ Entertainment

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ENTERTAINMENT HOW TO PARTICIPATE?

You can...

- Host a movie screening for dogs and their owners
- Offer a special show or performance
- Organize a special gallery for dogs
- Offer a discount for dog-owners
- Provide branded gear for dogs



Ideas for Retail Outlets



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RETAIL OUTLETS
HOW TO PARTICIPATE?

You can...

- Create a Dog Patio or Waiting Area
- Offer Pet Treats
- Stock Pet Products or Host a Dog Themed Event
- Offer the Necessary Supplies

