

It was all started by a dog

A short story of how Design went from
being my profession, to my vocation.
(And how Research helped)

July, 2020.



It was the winter of 2010.

I unexpectedly stumbled upon a dog adoption website, while working on a web project in Mexico City...



 **PEDIGREE Adóptame®**
Ayúdanos a ayudarlos®

Home El proyecto

Un CLICK contra el abandono.

1 2 3 2 7 3

CLICK

Por cada click, Pedigree dona un ración de comida a un perro abandonado.
*Hasta 500.000 comidas

CERTIFICADO DOG LOVER

Pedigree Adóptame certifica que esos no ayudado a un perro abandonado y que ya forma parte de la Comunidad Dog Lovers.


Dile a todos que estás contra el abandono y consigue tu Certificado Dog Lover.

 **PEDIGREE Adóptame**

Ayúdanos a ayudarles.

 **Pedigree**

En asociación con:
 **CEPO**
COORDINADORA ESPAÑOLA DE PROTECCIÓN ANIMAL



Conoce más : Cerrar

Descripción:
tierna juguetona y cariñosa

Lo que le gusta hacer:
le gusta brincar y correr y gusta jugar con niños a la pelota

¿Qué mimos le gustan?:
cariños y juegos

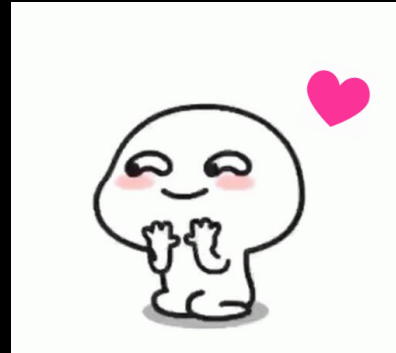
¿Con quién o a qué juega?:
con niños y con pelota

¿Qué gente le gusta más?:
niños y gente de todas edades

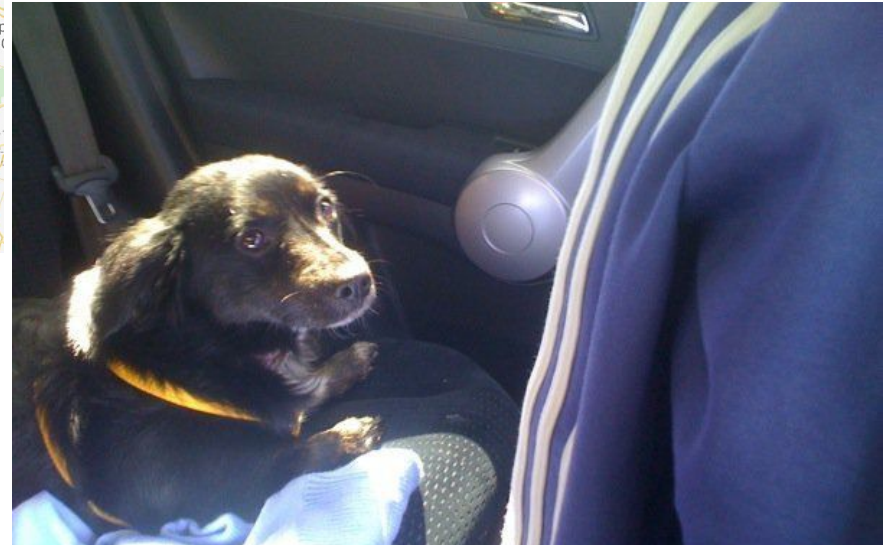
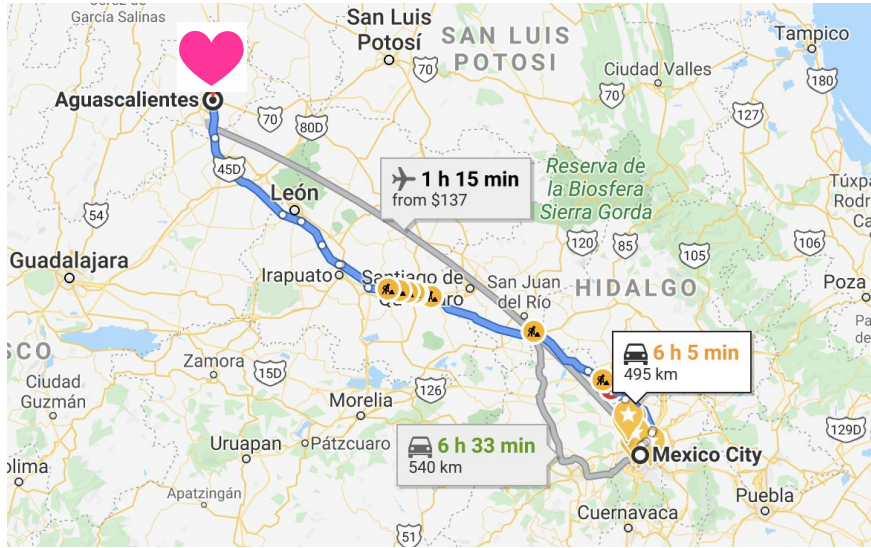
Edad: 3 meses
Tamaño: Pequeño
Sexo: Hembra
Ciudad: Aguascalientes
Albergue: ANGELES DE MASCOTAS

OMG, look at that face!



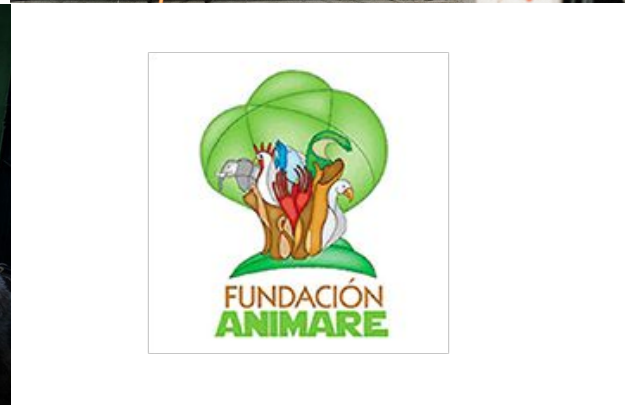


From Mexico City to Aguascalientes



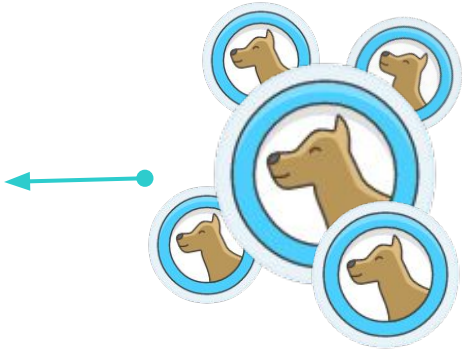
In her new home





Some hard data

20 million dogs
in Mexico
**INEGI*



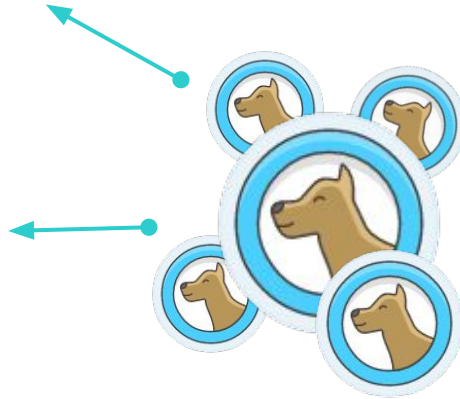
DOG OVERPOPULATION
IN MEXICO

Some hard data



Only **5.4 million**
had a home
**INEGI*

20 million dogs
in Mexico
**INEGI*



**DOG OVERPOPULATION
IN MEXICO**

Some hard data

Street dog overpopulation 

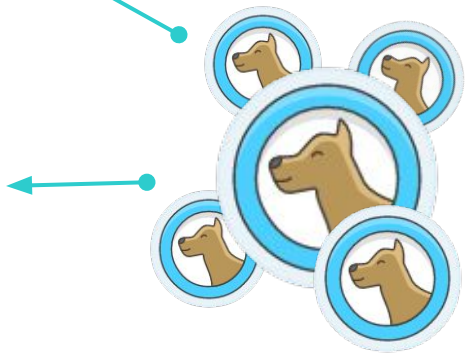
The rest were considered

That bring more than 140 diseases
**HEALTH DEPARTMENT*



Only 5.4 million had a home
**INEGI*

20 million dogs in Mexico
**INEGI*



DOG OVERPOPULATION IN MEXICO

Some hard data

Street dog overpopulation 

The rest were considered

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**HEALTH DEPARTMENT*

In Mexico City

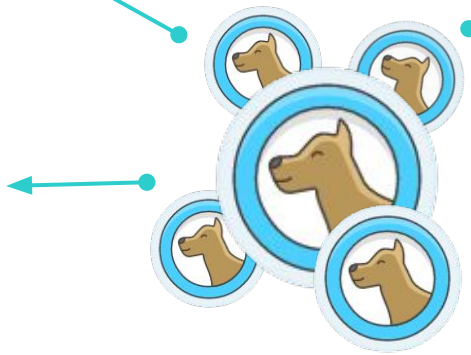


Only 5.4 million had a home
**INEGI*

3 million living in the streets
**UNAM*



20 million dogs in Mexico
**INEGI*



DOG OVERPOPULATION IN MEXICO

Some hard data

Street dog overpopulation 

The rest were considered

That bring more than 140 diseases
**HEALTH DEPARTMENT*

In Mexico City



Only 5.4 million had a home
**INEGI*

3 million living in the streets
**UNAM*



20 million dogs in Mexico
**INEGI*

There's some adoption programs, canine centers and legislation



DOG OVERPOPULATION IN MEXICO


What now?

Finally, in the spring of 2012

I discovered my alma-mater was opening a Master in Creativity for Design!

PROCESO DE ADMISIÓN

CULTURA
SECRETARÍA DE CULTURA

 INBA

Sesión informativa
Maestrías

- *Creatividad para el Diseño*
- *Teoría y Crítica del Diseño*

Auditorio de la Escuela de Diseño,
Marzo 24, 10 h,
Entrada libre

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Entrada libre

BINGO



Understanding Research

KEEP IN MIND

01. The importance of understanding the problem before starting
02. Define the objectives and the public of the research
03. Prepare and carry out research



WHY ALL THOSE DOGS WERE IN THE STREET?



WHY ALL THOSE DOGS
WERE IN THE STREET?



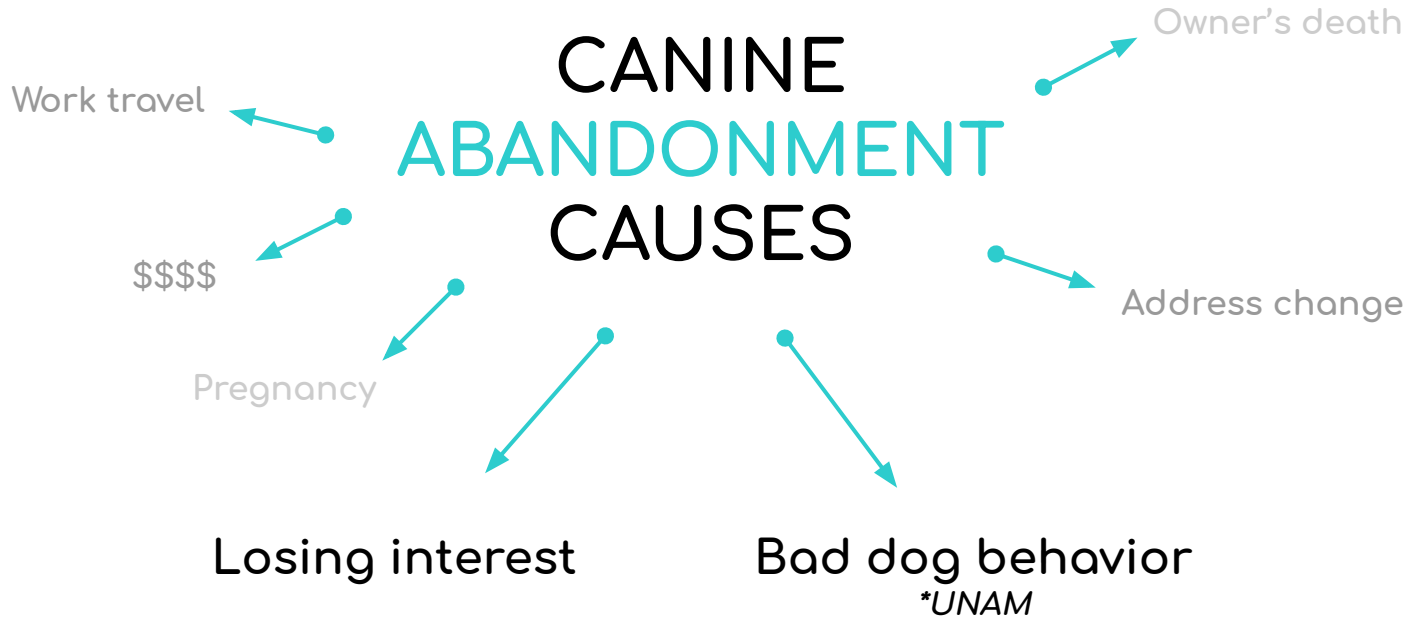
CANINE
ABANDONMENT

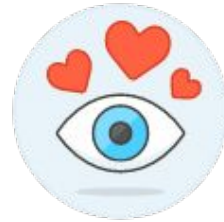


CANINE ABANDONMENT CAUSES



CANINE ABANDONMENT CAUSES





EMOTIONAL DESIGN

Emotions have a crucial role in the human ability to understand the world, and how they learn new things.

Norman defined some modes of motivation that enhance a product or a service.

**D. NORMAN, EMOTIONAL DESIGN*



ANTHROZOOLOGY

Subset of ethnobiology that deals with **interactions between humans and other animals.**

It is an interdisciplinary field that overlaps with other disciplines including anthropology, ethnology, medicine, psychology, veterinary medicine and zoology.

**DUKE UNIVERSITY*



DOG COGNITIONS



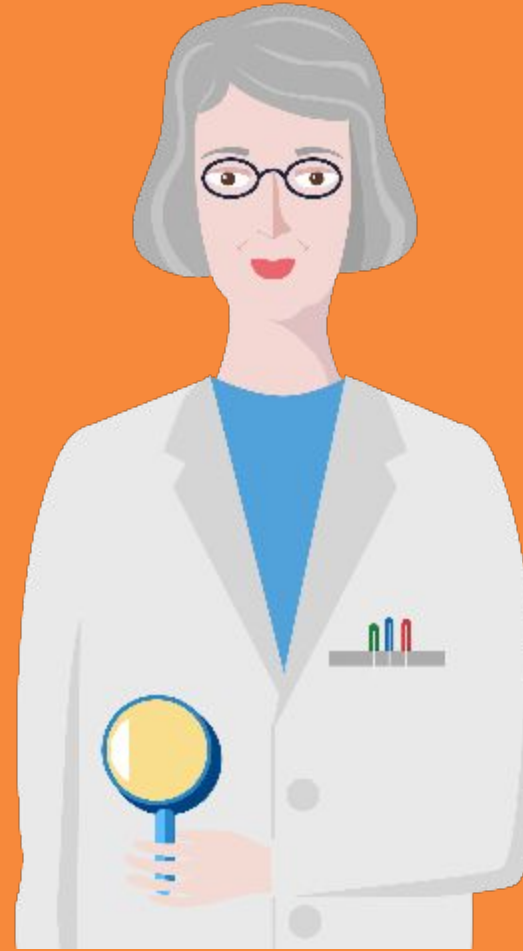
GET BEYOND WOOF

**DUKE UNIVERSITY*

Understanding Analysis

KEEP IN MIND

01. Construct information based on research
02. Synthesize the information and make sense of it by identifying insights
03. Reframe the current problem





INSIGHT 1

The owner/dog relationship responds to a scale of values and needs of the culture -context-

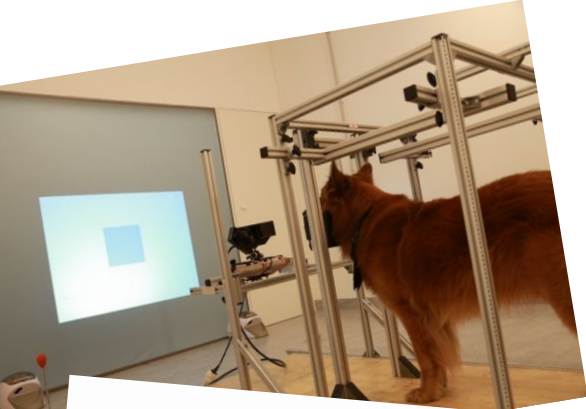
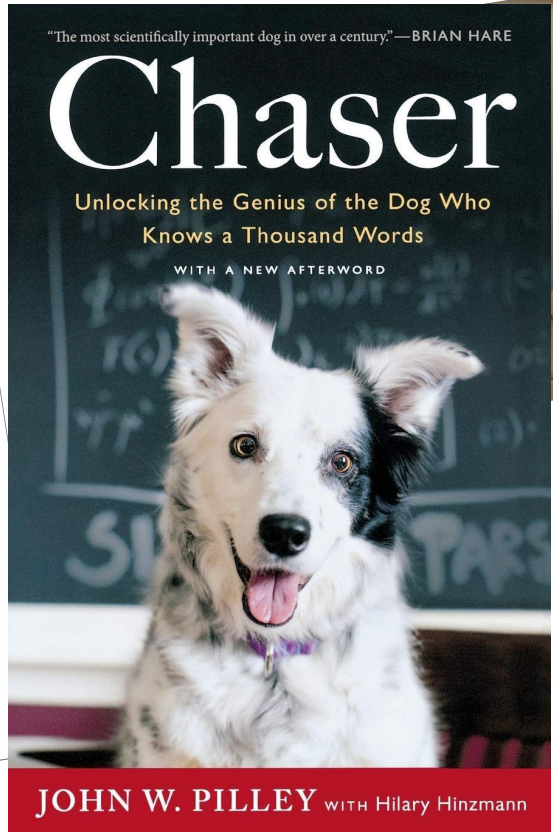
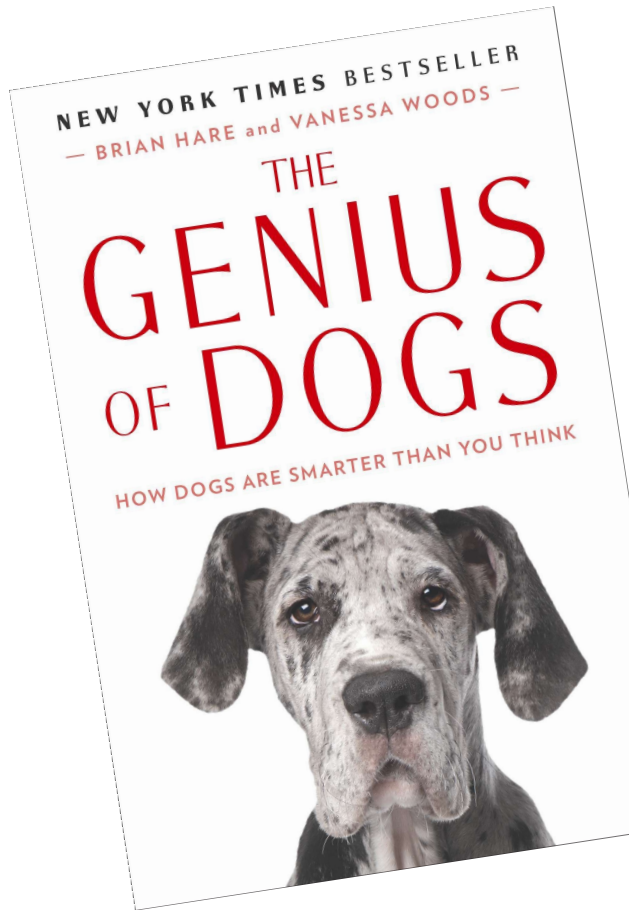


	Era 1 <i>In the Dog house</i> 1920–1948	Era 2 <i>Dog Boom</i> 1949–1970	Era 3 <i>On the Move</i> 1971–1994	Era 4 <i>Living the Good Life</i> 1995–Present
Relationship to Owner	Outside Pet	Family Member	Companion Best Friend	Parent Child
Owner Type/ Location	Workers, Families Urban-Rural	Families with Kids Suburban	Urban Dwellers Suburban Families with Kids	Singles, Empty Nesters Couples with no kids
Product Trends	Mass Produced Dog Food Homemade Toys	Accessories, Grooming	Health, Exercise, Containment Recreation, Nutrition	Designer, Eco Friendly, Luxury Convenience, Organic
Service Trends	Animal Welfare Clinics Pet Photography	Health, Training	Grooming Rescue & Placement	Luxury, Health Travel, Social
Retail	Feed Stores, Sporting Goods	Feed Store, Grocery Stores Pet Stores	Neighborhood Pet Stores Big Box Pet Stores	Mass Market Retailer Designer Boutiques (Niche)
Activities	Working, Playing, Sporting Hunting	Grooming, Playing, Training	Exercising, Socializing Walking, Showing, Competing	Traveling, Styling, Partying
Brands	Hartz, Ralston Purina Milk Bone	Alpo	Iams, Eukanuba, Hills Science Diet, Petco, Petsmart	Target Old Mother Hubbard
Cultural Icons	Rin Tin Tin, Toto	Lassie, Benjy, Belka Shaggy Dog,	Spuds McKenzie, Scooby Doo Turner & Hooch, Millie	Taco Bell Chihuahua Frasier-Moose, Air Bud, Marley
Cultural Moments	First Dog in movies WWI. Athletic Competitions	First dog in space - Sputnik	Dogs in Advertisements	Best Seller Marley & Me Celebrity Owners



INSIGHT 2

A dog that is **challenged mentally**, rather than physically, **tends to behave better**.



CHAPTER FIVE

The World from a Dog's Point of View: A Review and Synthesis of Dog Cognition Research

Miles K. Banks^{1,2}, Samuel D. Gosling³, David L. Sinn^{4,5}
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INSIGHT 3

Playing is an element that
reinforces the owner/dog bond.

“Play frequency and form may therefore be an indicator of the quality of dog/owner relationships”

**ANTHROZOOLOGY INSTITUTE, BRISTOL UK.*



Understanding User Research



6 OUT OF EVERY 10
HOUSEHOLDS IN
MEXICO CITY, HAD A PET



6 OUT OF EVERY 10 HOUSEHOLDS IN MEXICO CITY, HAD A PET

70%
DOGS



6 OUT OF EVERY 10 HOUSEHOLDS IN MEXICO CITY, HAD A PET

19%
CATS



70%
DOGS



6 OUT OF EVERY 10 HOUSEHOLDS IN MEXICO CITY, HAD A PET

19%
CATS



7%
BIRDS



70%
DOGS



6 OUT OF EVERY 10 HOUSEHOLDS IN MEXICO CITY, HAD A PET



PICTURE THIS:

The number of domestic dogs
increased **20%** since 2010.



PICTURE THIS:

The number of domestic dogs
increased **20%** since 2010.

whereas

The number of babies born
decreased **30%** since 2010.



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whereas

The number of babies born
decreased **30%** since 2010.



meaning that by
2013

There were **more dogs than kids** under the age of 9





I'LL GIVE YOU A SECOND...

There were **more dogs than kids** under the age of 9



There were **more dogs than kids** under the age of 9



and as a consequence



Funeral homes



Hotels

CANINE SERVICES



Health insurance



And more...

Restaurants



WITH ALL THAT IN MIND...



This is “ALEJANDRA”

AGE: 30+

MARITAL STATUS: Single/Married No kids



Multitasking women relying strongly on technology to complete their daily tasks.

DIARY STUDIES

Mi(s) perr@ (s) y yo



FOTO

Mi nombre Paula F.
 Mi edad 55 años
 Mi(s) perr@ (s) se llama(n) Winnie
 Mi(s) perr@ (s) tiene(n) 15, 8 años

Estado civil Soltera

Mi(s) perr@ (s) y yo

Día 8 de Septiembre

En la mañana
 Poner agua, croquetas, limpiar,
 Paseo de aproximadamente 25 minutos, al regresar
 la coraje su juguete, cada muy activa


En la tarde
 Regresé en hermana y la pase con ella, al principio estaba dormitando después jugó con ella y corrió de un lado a otro

En la noche
 Poner agua, comida, limpiar, jugar con ella un rato darle galletas en los ojos, limpiar dientes con gel, dormir

de este ejercicio me da que Winnie a pesar de ser muy activa, le ponga más sacarla 2 veces a jugar con ella más

Mi perro me hizo sentir
 feliz triste cansado otro estado

LA FOTO DE HOY




Mi(s) perr@ (s) y yo

Día 9 de Septiembre 2014

En la mañana
 poner agua y croquetas, limpiar donde hizo sus deces,

En la tarde
 Paseo alrededor de 25 minutos, jugarle su juguete, después dormir


En la noche
 Poner agua y comida
 Antes de salir prendo el radio

El regresa me encuentra papel de baño tirado en el piso, seguramente lo llevó un bicho rato, justo la bolsa del bote, la regaña, duerme a la hora de comer se levanta miradita después tiró su juguete antes de dormir le pongo una galleta en cada ojo de confort gel.

Mi perro me hizo sentir
 feliz triste cansado otro estado

NOTAS

LA FOTO DE HOY






PROJECT GOAL

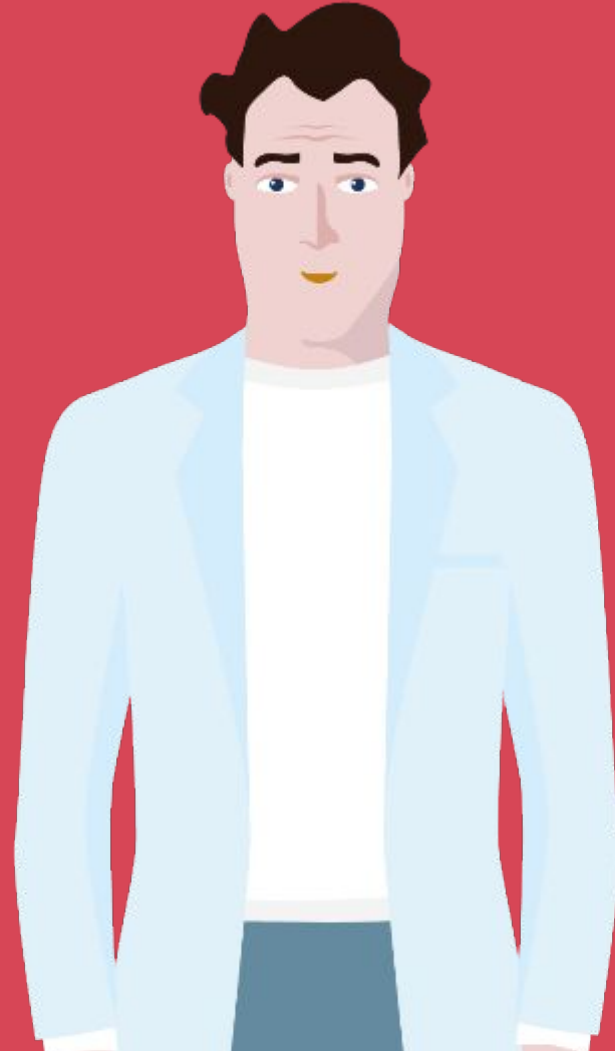
To **reinforce the owner/dog bond** through daily activities, using a playful approach as a guiding axis.

(preventing the canine abandonment)

Ideation

KEEP IN MIND

01. Use the golden rules for teamwork
02. The role of divergence in the creative process
03. Generate ideas and prioritize them



EU
RÊ
KA!



Prototyping



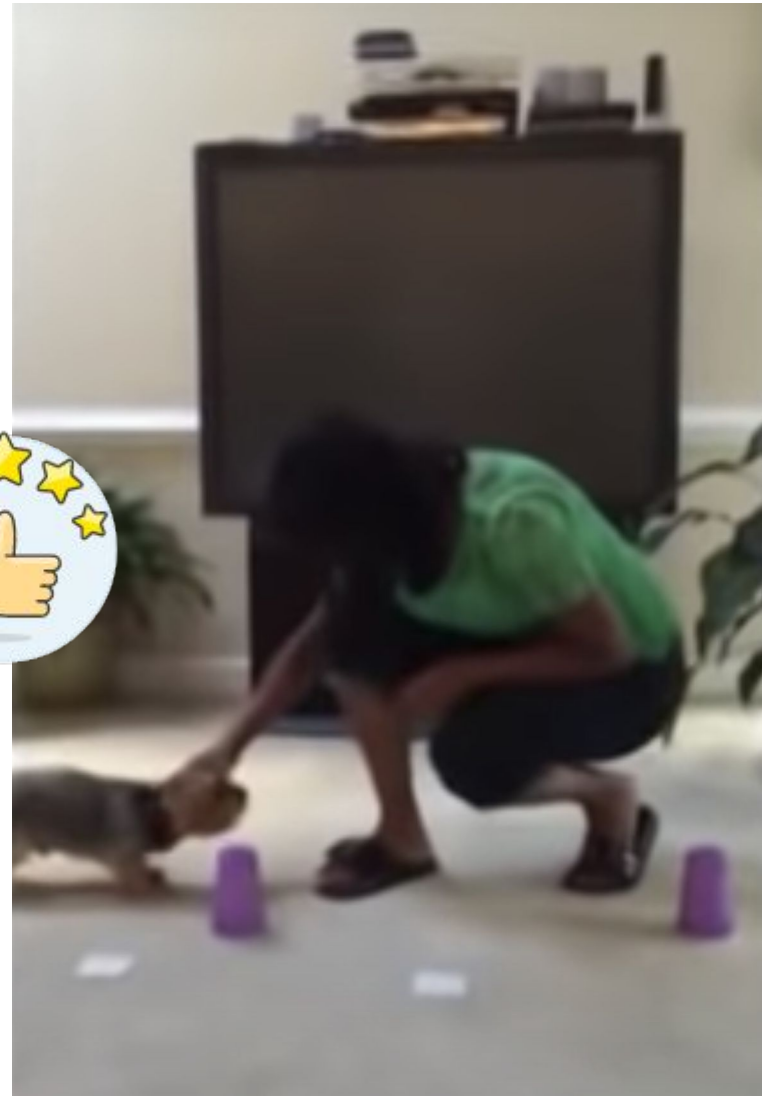


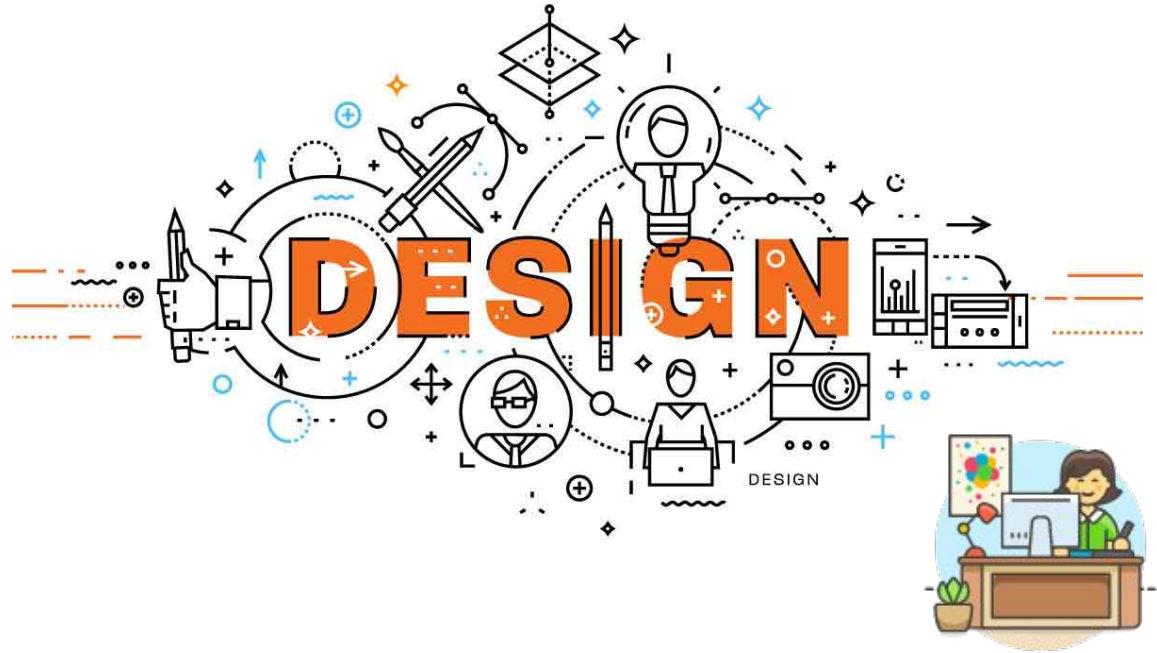
APP

Evaluation





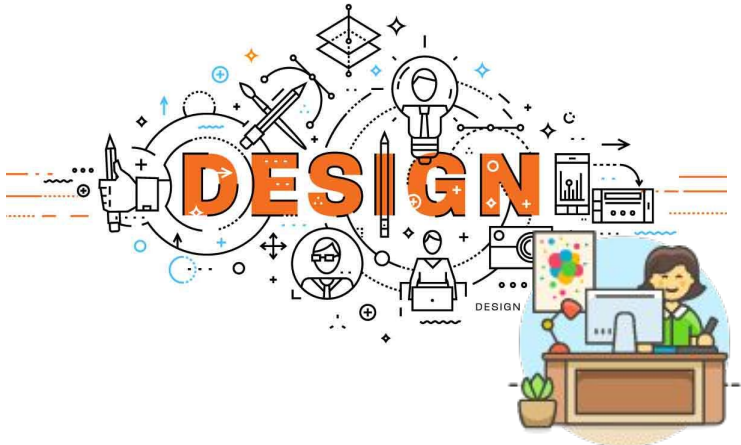


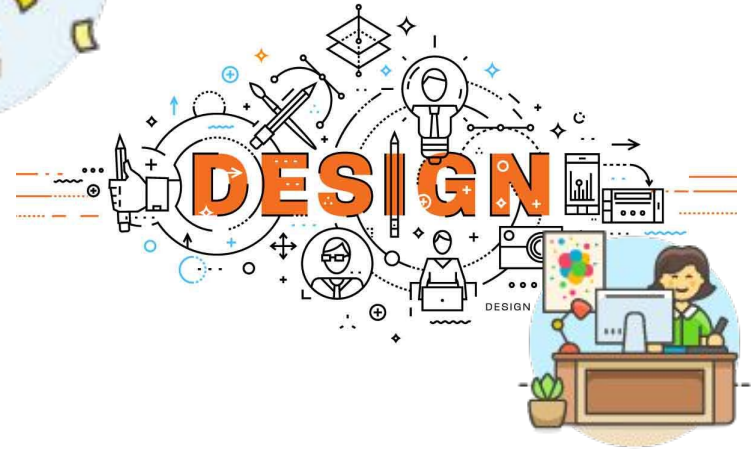


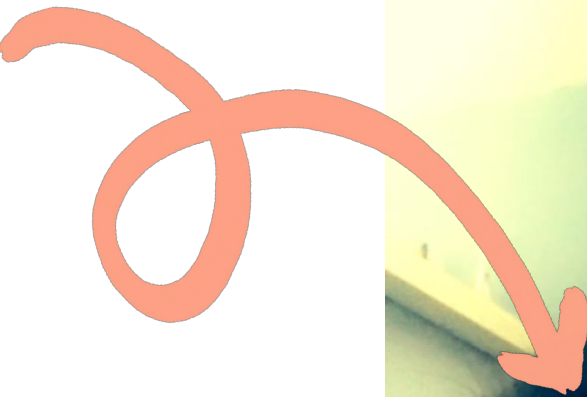


RESEARCH

A stylized graphic for the word 'RESEARCH'. The letters are blue with a dashed outline. The graphic is surrounded by various icons: a magnifying glass, a house, a globe, a cloud, a smartphone, a gear, a laptop, a target, a lightbulb, and a power button. Dashed lines and small stars connect the icons, creating a network-like structure.







“If a problem affects
you, you must solve it.
**Complaining is not
productive.”**

- Vineet Raj Kapoor





THANK
you

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