

# Dog Owners

Learning one paw at a time



# The Team



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*Problem Domain: Educational resources for dog owners*

# Needfinding



A fluffy white dog, possibly a Maltese or similar breed, is sitting on a dark metal bench at a dog park. The dog is wearing a red leash and a gold-colored collar. In the background, there are other park structures, trees, and a person sitting on a bench. The word "Questions" is overlaid in large white text on the left side of the image.

# Questions

Tell me about your dog!

Did you feel prepared when you got your dog? What would you have done differently?

What advice would you give to someone getting a new dog?

Did you have a moment when you regretted getting your dog?

# The interviewees



Julia, 50

& Dog: Bentley, 9

*Veteran pet owner, has  
always had a dog!*



Mateo, 12

& Dog: Chili, 2

*First time dog owner!*



Molly, 62

Dog Trainer

*Owner of Molly's  
AdobeDogs Dog Training*



# Empathy Map

**“I felt like I was prepared,  
but I wasn’t”**

“Our next dog will definitely be a  
pound rescue”

“Can you truly teach an old dog  
new tricks?”

Owner: “I spend 4 hours every  
day working with my dog.”

Trainer: “It shows!”

**“There’s always that one  
person in the family who  
takes responsibility”**



DOES 



Teaches dog new tricks

Tone of voice and patience  
when working with dog

Struggle to control hyper dog  
during training

**Saves up money  
from chores to buy  
dog things**

Trains dog to not pull on leash

Practiced timing with rewarding  
dog's behavior



THINK

I wish I could only play with my dog, and not have to change its water so often.

I wish my husband would be willing to get a second dog

**I think people often expect too much from their dog and also overestimate their capabilities**

I wonder why our dog stopped behaving as well as he did when he had a trainer

I wish more owners would take the time to build a relationship with their dog

I wonder why people are scared of my dog





FEEL

Overwhelmed by all the new chores owning a dog brings.

Amused by the individual personality traits that make my dog up

Proud to have saved so much money for pet expenses

**Pressure that their dog's behavior reflects their "parenting"**

Frustrated with owners that are not patient with their dog

Worried other people walking dog did not know how best to care for her

A woman with reddish-brown hair, wearing a black tank top and dark pants, is kneeling on a light-colored wooden floor. She is leaning forward, reaching out with her right hand to touch the nose of a medium-sized, fluffy, light brown dog lying on the floor. The dog is wearing a red collar. In the background, another smaller, white, fluffy dog is sitting on the floor. The scene is dimly lit, with a dark shadow cast over the woman and the dog. The text "Insights, Needs & Analysis" is overlaid in white, bold, sans-serif font on the left side of the image.

# Insights, Needs & Analysis

“I felt like I was [prepared] but I wasn’t. I didn’t expect all the work you need to do and how expensive it is.”

- Mateo



“I felt like I was [prepared] but I wasn’t. I didn’t expect all the work you need to do and how expensive it is.”

- Mateo

## Insight

It’s hard to budget/prepare for a dog when you have no way of truly knowing what it wants or needs.

## Need

To recognize the *ongoing* commitment and planning adjustments necessary to raise a dog.

“I think people often expect too much from their dog and also overestimate their capabilities”

- Molly



“I think people often expect too much from their dog and also overestimate their capabilities”

- Molly

## Insight

A dog is like a family’s “golden” child - their behavior reflects the family’s success

## Need

To calibrate their expectations with the dog’s training

“There’s always  
that one person in  
the family who  
takes  
responsibility”

- Molly



“There’s always  
that one person in  
the family who  
takes  
responsibility”

- Molly

## Insight

Regardless of intentions, there’s a trend towards responsibilities falling on the main “caregiver” in the family.

## Need

To incentivize/involve the whole family with caring for the dog.

# Questions about results

- How do you gauge a person's "readiness" in owning a dog?
- How important are family dynamics in owning a dog?
- What are accessible and understandable ways to "build a relationship" with your dog?

# Summary

- 3 interviews, each from different arenas of dog ownership (veteran dog owner, first time dog owner, professional trainer)
- Found interesting juxtapositions between dog ownership and dog care-taking responsibilities
- Dig deeper into how to balance family dynamic with dog care and education