

**“Indifference towards dogs and the reality in which they live is actually the one and only cardinal sin in dog ownership.”**

– Not Dieter Rams.



This is Claude

Motivating him to  
move can be  
difficult.

He spends much of  
his life confused by  
the world around  
him, when in doubt,  
he stays still.



This is Bowzer

Motivating him to move can also be difficult, especially **when it's warm.**

**He's very, very stubborn.**

Despite the differences, there are two common motivators to get the dogs moving.



People can be similar to Claude and Bowzer, they can be confused or stubborn about change.

**“Indifference towards people and the reality in which they live is actually the one and only cardinal sin in design.”**

– Dieter Rams.

Life lesson: If you want a dog to move, you need to think about what will motivate them to move.

Likewise, if you want someone to change, you need to think about what will motivate them to change.

Learn about people in  
their context



# Observation

# Empathy

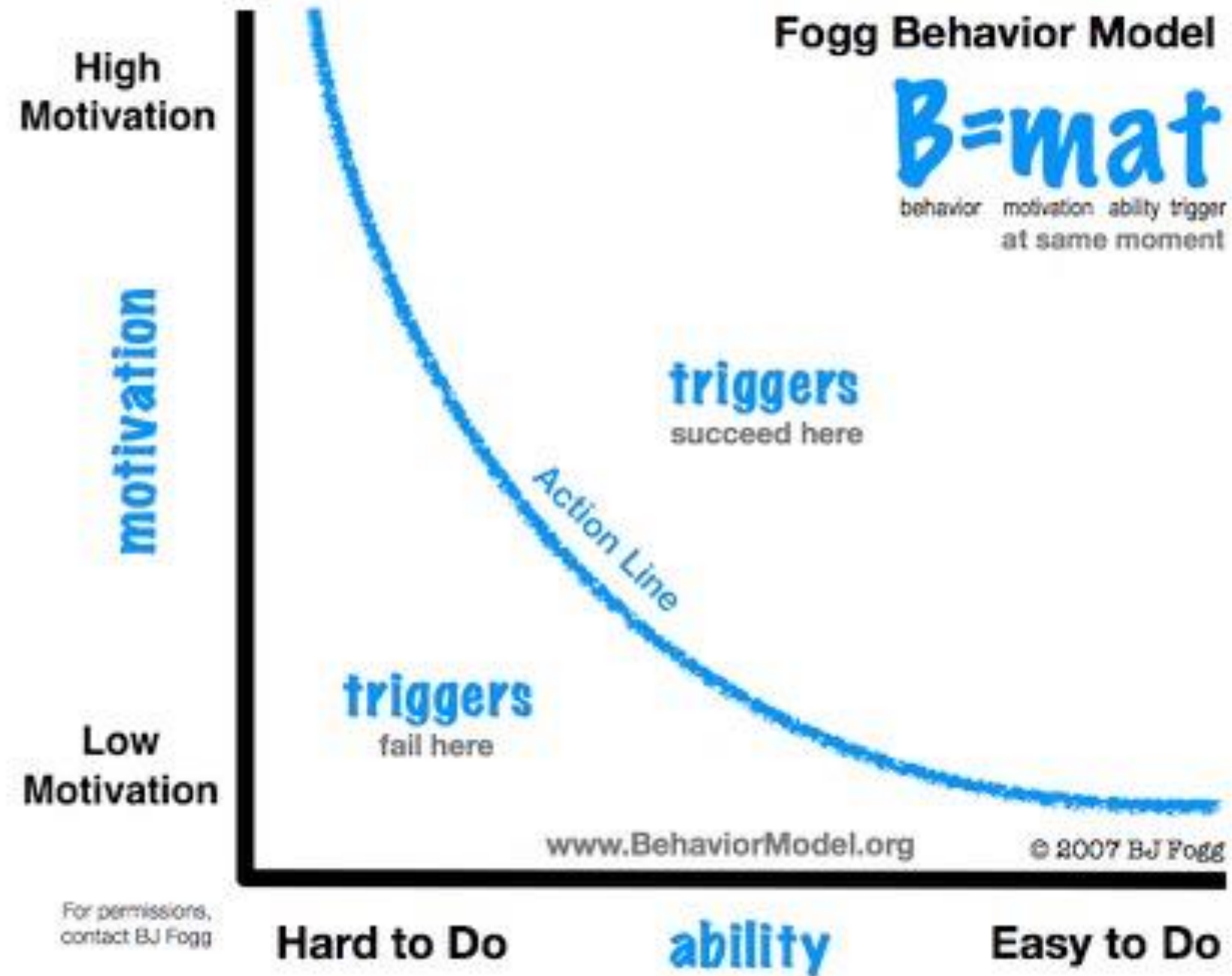
# Design

Observe  
Empathise  
Design

# The Human Gravy Bone...

Simplicity

Is this change making  
things simpler for people  
to get things done?



# Questions?

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