

***TUP&MAZ
APPENDIX***



APPENDIX A

PET-CARE



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INTRODUCTION

The department of Positive Design of Industrial Design Engineering at TU Delft Institute, in collaboration with graduation students, for the first time is entering the animal world with the new "lab" on pet-care. The aim is to develop a study on user-pet experience and how to stimulate the emotional interaction between the two.

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1// TECHNOLOGY



1

TECHNO-ENRICHING



- > Playful Interaction
- > Remote Interaction
- > Free in control

A lot of owners wondered, how technology could help them to better understand their pet's feelings? But if the real users of these technologies are the owners, then what role do the animals play? We question whether the design of these new devices and technologies for domestic pets is for the benefit of the animal or for the amusement of the owner.

"We are concerned about the potential for negative impacts on animal welfare, since innovation appears to be driven largely by technology rather than the needs of the animals."



2

WILD PETS



- > Pets as toy
- > Natural civilisation
- > Pets as extensions of self

Studies have shown that long-term confinement is detrimental to the physical and psychological well-being of animals. Animals caged for extended periods can develop many different disorders

"Instead we may now keep pets to remind ourselves of our own animality and to stave off the boredom of an overly rational, sanitized, and orderly society. [...]"

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3

SHARING



- > Benefits
- > Codependency
- > Be connected

Study subjects said that sleeping with pets allows them to feel a sense of companionship, security and relaxation. Such reports cannot be ignored because quality sleep is defined by relaxation of both the physical and mental states.

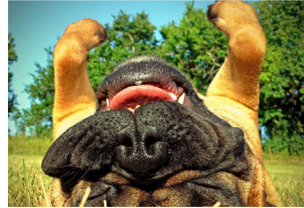
"having pets in the household have an array of benefits. This include lowering blood pressure, cholesterol levels and feelings of loneliness. Aside from that, it can also increase opportunities for physical activity and socialization"



4// PET EMOTION

4

PET EMOTION



- > Empathy
- > Adaptation
- > Waggy tail!

The French philosopher and scientist René Descartes suggested that animals like dogs were simply some kind of machine. [...] This machine doesn't think, but it can be programmed to do certain things. [...] He claimed that animals "eat without pleasure, cry without pain, act without knowing it; they desire nothing, fear nothing, know nothing."

"My dog won't eat, play or do anything except mourn the time I am gone. Sounds like she may have separation anxiety."



5// RENT A PET

5

RENT A PET



- > Confident
- > Flexibility
- > Outstanding Service

Many owners traveling with their dog want to find somebody nearby on short notice so they can go sightseeing for a few hours. This increased accessibility

"I always growing up with a dog and I miss it. It's keep you company, but because of my small apartment I cannot having one my own"



6

KNOWING YOUR PET



- > Confident
- > Information
- > Different behaviours

When a cat puts his or her head into a narrow and deep bowl in order to eat, the over stimulation that results from the constant touching of the whiskers with the sides of the bowl causes stress.

"Whisker Stress is a very common phenomena that affects cats, although unknown to many pet owners."

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HOMEMADE DIET



- > Trust
- > Affordable
- > Complete in control

Many people have lost trust in Pet Food Industry. On the other hand, they are interesting in making their own food. Moreover, creating your own Dog & Cat's food is cheaper than feeding a human grade quality canned food.

"Dog and Cats are never designed to eat an entirely dehydrated food" (Dr. Karen Becker)



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TRAVELING



- > Fear
- > Safety
- > Comfort

With the increasingly mobile lifestyle, pet owners have to deal with taking their pets along on trips and vacations or leaving them behind. In either case, marketers are developing scores of new products and services, everything from doggy-daycare centers to dog-walking services to more and more hotels and motels allowing pets.

"One woman will not leave her house for more than four hours at a time because she fears it would inconvenience her dog. Another woman is trying to find a way that she can use seat belts and air bags with her dog so he won't be injured in case of an automobile accident."

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9

LIKE PET, LIKE OWNER



- > Similarities
- > Shared diseases
- > Ethical considerations

Pet owners share their homes, their exercise habits and sometimes even their food with their four-legged companions. And increasingly, they are sharing the same diseases: Dogs and cats suffer from obesity, diabetes, heart disease, cancer and asthma, just like humans. This shared lifestyle is also associated with ethical dilemmas: the best for the pet's well-being or the best for the environment?

"It was devastating," Riordan said. "I never thought I would lose my dad and my dog to the same disease."

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10

CARING



- > Prevention
- > Responsibility

Pets are a lifetime commitment. It is a responsibility that requires owners to go ahead and ensure that it is done properly. Having a pet does not mean that it is just about filling their food bowl. It is also providing them with exercise, training, grooming, food, veterinary care, and attention. A good care may prevent bigger problems afterwards.

"I haven't had a big problem with shedding because I groom regularly. I think it just promotes healthy fur. It saves a lot of time from cleaning fur from all over the house. It keeps the house clean so much so that people don't realize that we have a cat"

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11

(DAILY) RITUALS



- > Constancy
- > Quality time
- > Family rituals

Like humans, pets are very dependent upon routines. Sticking to a schedule with a pet can help with behavior problems. Daily rituals are also beneficial to pets and owners because they can help create a meaningful relationship.

"Rituals build trust, enhance my cats' lives, and make them feel loved and wanted. It's hard to say who enjoys our little rituals more, me or the cats, but what matters most is that they bring us closer day by day."

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12// OWNER'S EMOTIONS

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12

OWNER'S EMOTIONS



- > Comfort
- > Social support
- > Good for mental health

Humans can emotionally benefit from a relationship with companion animals, a phenomenon known as the human-animal bond. Pets may act as therapists, social catalysts, and companions, as well as help to decrease feelings of loneliness and depression. Pets also provide a sense of comfort and a form of social support.

"...the cats don't care if she grows fat, thin, short, etc....I asked Mrs. X if cats brought about any changes in her life. She said definitely yes. Before having cats she felt extremely depressed, she says they give you a reason for living."

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13// INDULGENCE

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INDULGENCE



- > Overindulgence
- > Human centric values
- > Pet-related products

Pet owners' deep caring for their pets is evidenced by increased expenditures on pet-related products in recent years, including things such as toys, treats and beds. Pets receive many significant benefits to their health and welfare from being cared by people. However over-indulging pets in food treats can ultimately lead to diminished health and welfare.

"Christmas Day is often a feast for the people in the house as well as the pets, but when a dog or cat is given leftovers or offcuts from many people it can add up quite quickly"

APPENDIX B



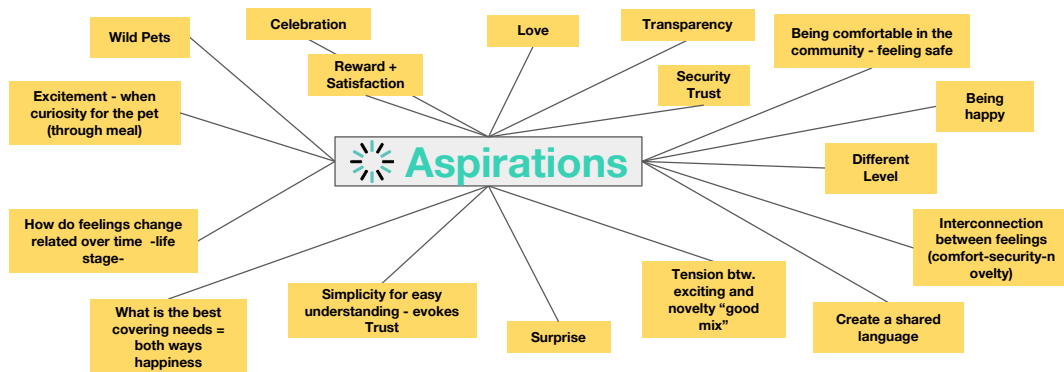
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Aspiration Exercise

The 'Aspiration Exercise' aimed to reflect the feelings and moods that a memorable experience with a product or service should aspire. The purpose was to focus on the emotional rather than rational aspects of an experience. During the first round of aspiration ideas, participants were asked to think of the aspirations and positive feelings that a product or service outside the pet industry evoked in them.

During the second round of ideas participants were asked to think about what they want to have evoked through a product or service related to "Pet Knowledge".

The exercise led to these different feelings and sensations that they would like to have evoked:





Pet World Clusters

In this exercise, all the clusters related to the “Pet World” were introduced: **Pet Owners’ Needs, Trends, Relationships, Routines & Rituals, and Food Technology.**

The aim of this presentation was to bring to the table all the information MARS has regarding the “Pet World” (specifically, knowledge about dogs and cats) in a simple and organised way. In addition, opening up a discussion and comments about the main clusters, as well as talking about the relevance each one has for creating a WOW Experience.

Once all clusters were presented and discussed, workshop participants were asked to give three different types of votes related to the following criteria:

- **Spaces with design opportunities.**
- **Important for pet owners.**
- **Aspects MARS hasn’t tackled yet.**

The voting helped us realise, from the point of view of MARS, which clusters to prioritise and are important to focus first. However, all the clusters are relevant for this project.

As well as the introduction of the “Pet World” clusters, different **Benchmarks** were introduced in the workshop. This helped us see how the market is evolving and how different industries are creating memorable experiences for customers, while strengthening their relationships with them.

**All clusters can be found in the ‘Appendix’ of this document.*





VOTING

- Spaces with design opportunities.

- Important for pet owners.

- Aspects MARS hasn't tackled yet.

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B

Comments / Reflexions

All these questions and comments were raised during the workshop. In the next design phase, answers to these question will be given or taken into account.

Pet Knowledge

- Bring MARS knowledge about pets to consumers
- Use Edutainment - product info to the consumer that edu-tains!
- 'Snapcat', Pinterest, Facebook, Instagram

Fresh Appearance of Food

- What is freshness for consumers?
- How can packaging support that?
- Fresh as a key lever to drive wet.
 - Packaging that denotes fresh
 - Wet > Fresh
- How to borrow from other "fresh industries"
- What does 'fresh' mean in different context?
- How to enhance freshness even more?
- **Good example:** Dr. Oetker baking example
 - most of the ingredients contained in the packaging. Consumer needs only to the dough.
 - This example also strongly relates to the feeling of **home-made food**.

Transparency Through Information

- How do I know how much to feed?
- How to transfer the pleasurable moment of the evening to the morning time?
- Reassurance of the quality of the source ingredients. With home prepared food I know where it comes from.
- Remove the myths that Whiskas is junk food. How to make Whiskas **not** junk food?

High Quality Food

- Create wet adding something new to it.
- How to convince that wet has everything your pet needs?
- Leverage wet as water source
- How to show that a big company is able to deliver full nutrition food?

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Convenient Packaging

- Make wet food non-messy and non-invasive.
- Smart delivery system that gives just the right portion with no mess.
- How to overcome messiness stress with packaging support?
- How does the communication on the shelf need to be?
- How to create a smart packaging?
- How to make morning feeding easy, simple and make wet a morning choice?

Variety of Food

- Organizing variety:
 - Tension point = Morning feeding
 - Potential of color
 - How to make it easier? equal to human / kid breakfast.
- Qual
 - What is your feeling in the morning?
 - How much time do you allow for breakfast?

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Conclusions about Pet Owner Needs

While discussing the focus areas that the NWFEE project should have, it became apparent that other projects within MARS petcare are working on different identified pain points. Therefore the NWFEE will consult on a regular basis with those working themes in order to align with each other and

1. Make sure that the NWFEE learns from the ongoing project
2. Adds value while focusing on an opportunity area that has not been covered yet.

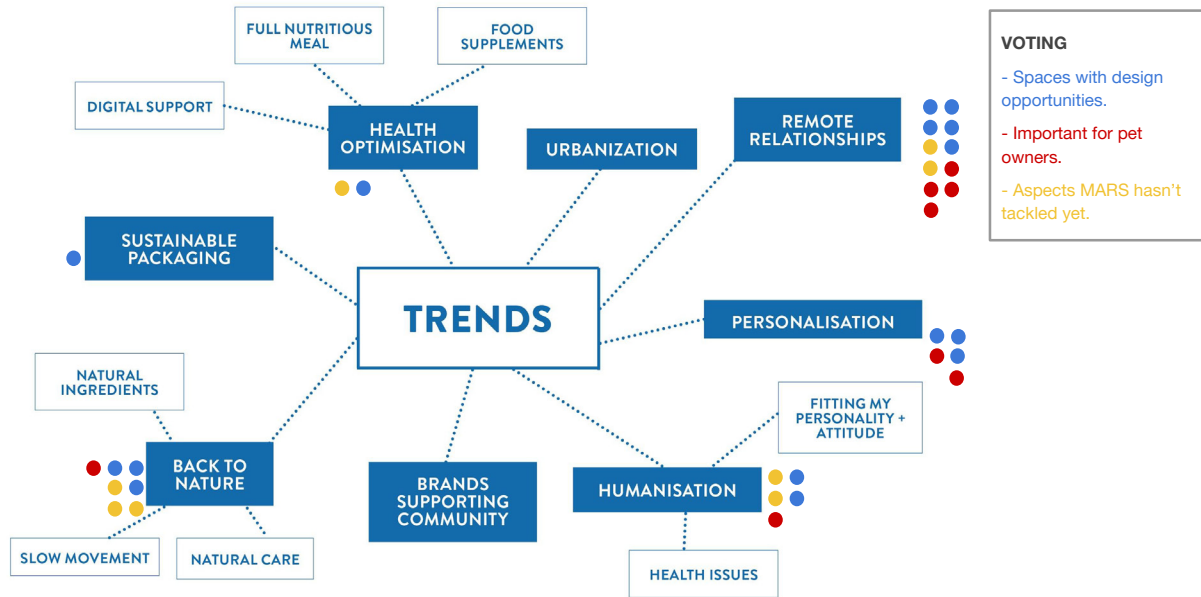
Convenience Packaging has been regarded by the workshop participants as *Very important for the pet owner* (4 votes); an *Aspect that MARS hasn't solved yet* (3 votes) and a *Space with a Design Opportunity* (4 votes). The main reason for considering convenience packaging as an option was to avoid messiness at the time of feeding, and making Wet Food a morning option. However, although convenient packaging is very important to ensure a smooth experience with wet food, the HP3.0 project, focused on packaging related pain points. The NWFEE project should therefore consequently take out the learnings from that project rather than focusing too much on this experience aspect.

Fresh Appearance ranked high in relation to *space with design opportunities* (2 votes) and has been identified as a *field that needs more attention within MARS* (1 vote). Overall it is a product feature with high potential that will be further explored during the design phase, as freshness elicits wet. This is considered as a key driver for Wet Food. Packaging that denotes freshness will make consumers go for Wet.

Transparency through Information got the highest amount of votes in relation to *Important for Pet Owner* (3 votes). This cluster also ranked well in *Spaces with design opportunities* (2 votes). We will further explore how an engaging transfer of information could look like. For example through the use of "edutainment" through different social media channels (covering **Internet Communication**). It is key to find different ways to make the information about ingredients easier to digest. Moreover, there is high potential in using the vast knowledge that MARS has about pets, to create value and strengthen the relationship with pet owners. **Pet Knowledge** is also directly related to this and got one vote for an *Aspect that MARS has not tackled yet*.

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Comments / Reflexions

All these questions and comments were raised during the workshop. In the next design phase answers to these question will be given or taken into account.

Back to Nature

- Not only natural ingredients, but natural care
- Understanding about real 'organic' products
 - NOT FAKE
- How can we create 'Back to Nature' to mainstream?
- Humanization for going 'back to nature'?
- How is 'Back to Nature' translated to consumers?
 - What would they do to support the trend?
 - What would the feeding experience look like?

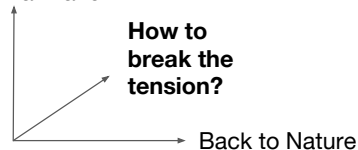
Remote Relationships

- How to feed wet remotely? (dry is the default)
- How to feed wet throughout the day (like dry)?
- How to integrate tech into the everyday life?

Humanization

- Humanization taking under consideration
- Not about human entertainment
- Human food cues + thoughts to feed right
- How to use 'family feeding' cues to create pet feeding?
- How to relate the product to something people recognise for humans?

Humanization



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Conclusions about Trends

Trends are directly linked to the expectations consumers have about an experience. These expectations are starting to become a 'need' in human-pet daily life.

Remote Relationships was perceived as a very relevant aspect reflected through all three criterias: *Space with Design Opportunity* (5 votes), *Important for Pet Owners* (4 votes) and *An Aspect that MARS hasn't tackled yet* (2). This sophisticated technology might have the potential to ease the feeding of wet food throughout the day and tackle the different pain points that this food technology presents. Through our iterative process during the design phase, we will find out how much value we can add and what new experience we could create that is not already in the market.

Back to Nature was also a long-discussed trend during the workshop. It ranked well on the different criterias: *Space with Design Opportunity* (3 votes), *Important for Pet Owners* (1 votes) and *An Aspect that MARS hasn't tackled yet* (3). As organic/good quality food also become a trend within pet food, this new product quality will need to be authentic. MARS has the opportunity to make **Back to Nature** mainstream. The tension between this trend and **Humanisation** is very strong and hence it will be deeply explored during the design process.

We could be using **Humanization** as a way for going 'back to nature'. The NWFE project has got the challenge to take the best of both trends ensuring that issues such as using family feeding' cues and needs for quality food and caring get addressed pets owners needs.

Humanization got two votes for *Space with Design Opportunity*, one vote for *Important for Pet Owners* and two other votes for *An Aspect that MARS hasn't tackled yet*. It was discussed that Humanization should not be considered as human entertainment, but as a way to relate a product to something people recognize for humans.

Conclusions about Trends

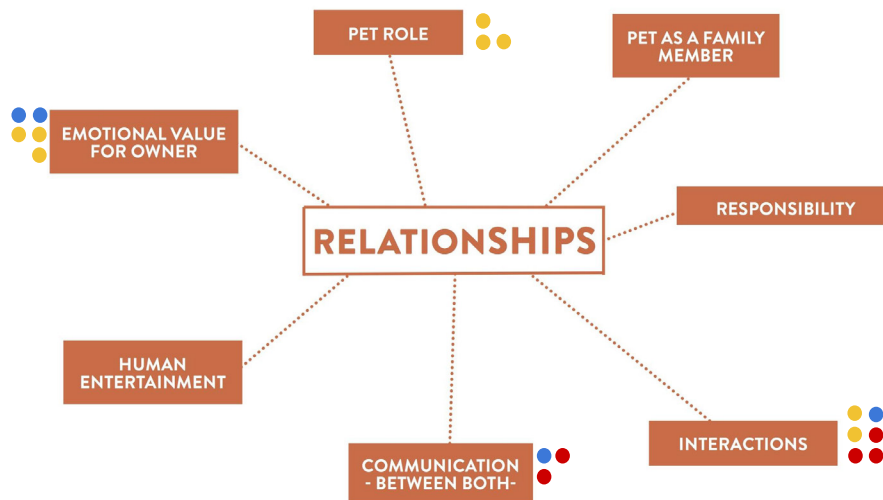
Personalisation got the following votes: *Space with Design Opportunity* (3 votes), *Important for Pet Owners* (2 votes). The more personal an experience, the more meaningful it becomes. Therefore personalisation will always be considered during the design process.

Health Optimisation got two votes, one for *Space with Design Opportunity* and one for *An Aspect that MARS hasn't tackled yet*. **This is a topic that is not tackled within MARS. Although we will consider this cluster, it will not be in the focal point.**

Although the cluster for **Sustainable Packaging** got only one vote for *Space with Design Opportunity*, field research findings shows that sustainability packaging is regarded as a hygiene factor. People do not express the need for it but expect it up front.

The trend **Urbanization** wasn't present during the session but has now been added due to its relevance as it shapes how people will be using urban spaces as well as their houses.

Slow Movement has likewise been recently integrated as it sets an emotional need of a growing group of people.



VOTING

- Spaces with design opportunities.
- Important for pet owners.
- Aspects MARS hasn't tackled yet.

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Comments / Reflexions

All these questions and comments were raised during the workshop. In the next design phase, answers to these question will be given or taken into account.

Interactions

- How to bring more pet/owner interaction into the feeding experience?
- Relationships → Could have differences between the cats and the dogs! Where would be the similarities?
 - Which relationships are transversal?

Responsibility

- How to use feeding the pet to educate kids about responsibility?
- Sign of opportunity → What about having an experience which is facilitated for the kids of the family?

Emotional Value for Owner

- How to bring a personal touch
 - Just add 'x'
- How to give an expression of love through the food?

Communication - Between both -

- Try to incorporate Pet Knowledge.
- What do owners know about pet behaviours?
- What is their level of knowledge?

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Conclusions about Relationships

The clusters of **Relationship** deal with the emotional aspect between humans and pets. It provides relevant insights about the different types of meanings and roles that pets can have for humans.

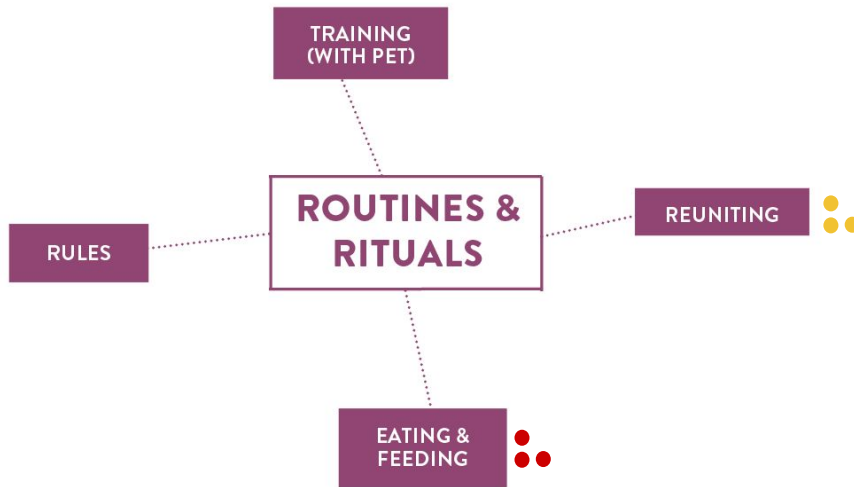
Emotional Value for Owner was perceived as relevant aspect reflected through all three criterias: *Space with Design Opportunity* (2 votes) and *An Aspect that MARS hasn't tackled yet* (3 votes). The theme points out the importance of different senses. The physical contact with the animal provides reassurance to the pet owner. As well as the importance of making an expression of love through the food. This strong bonding aspects will be used while designing experiences with wet food.

Interaction was regarded as relevant - *Important for Pet Owners* (3 votes), an *Aspect that MARS hasn't tackled yet* (2 votes) *Space with Design Opportunity* (1 votes). *Wet food could enable more interaction with the pet. Feeding moments are those situations were more interactions are created, Wet Food could play a key role in that context, and for sure enable more interactions with the pet*

Communication Between Both Important for Pet Owners (2 votes), *Space with Design Opportunity* (1vote). There is a strong potential to provide more information about pets behaviour so that the communication with the pet can be more enjoyable and healthier for both of them. MARS would be creating a stronger relationship with pet owners.

Pet Roles got votes for *Important for Pet Owners* (3 votes). As the relationship with the pet differs significantly depending on the size and age of the pet, this aspect will need to be considered in order to **personalize** the type of interaction.

Responsibility was seen as a sign of opportunity in which we could involve the kids in the family. It is important to consider them as the new feeders and include them in the feeding experience.



VOTING

- Spaces with design opportunities.
- Important for pet owners.
- Aspects MARS hasn't tackled yet.

Comments / Reflexions

All these questions and comments were raised during the workshop. In the next design phase, answers to these question will be given or taken into account.

Rules

- How to build on existing rituals or how to create new rituals?
- How can the feeding help to establish or fit rules?

Reuniting

- Reuniting is the 'highlight' of feelings

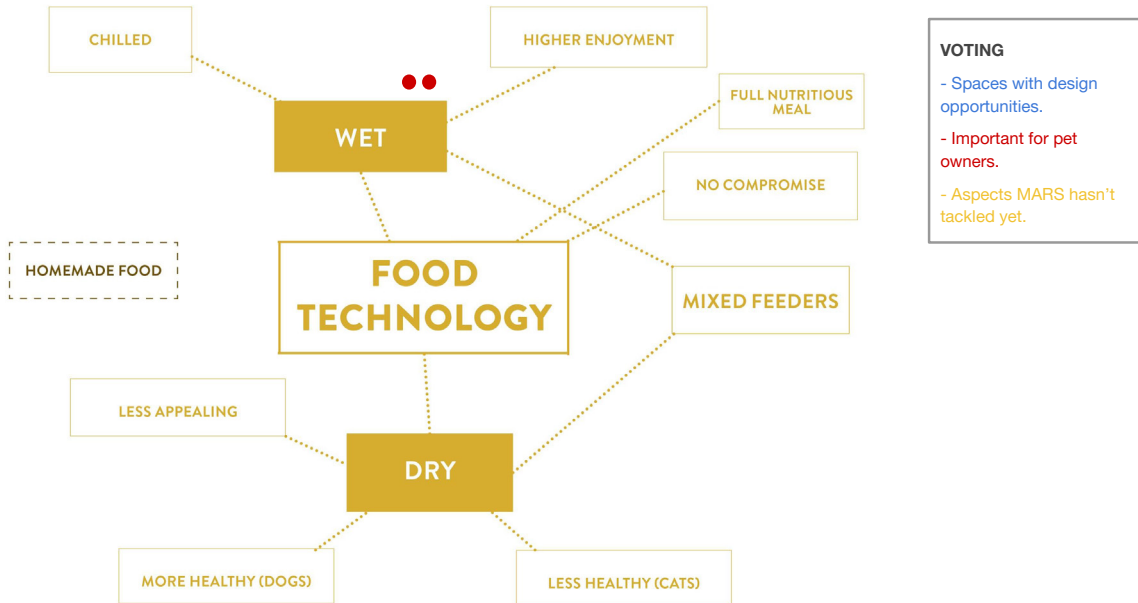
Conclusions about Routines and Rituals

While reflecting about which rituals or routines are relevant in human-pet daily life, we consider that MARS could help build onto existing rituals as well as create new ones.

Eating and Feeding got votes for *Important for Pet Owners* (3 votes), it is the moment in which pet owners can show how much they care for their animals. However, the NWFE will create an experience that can break with the monotonic feeding moment and create a Wow effect in best of cases for both, pet owner and the pet itself.

Reuniting was voted with 3 votes as an *Aspect that MARS has not tackled yet*. Reuniting is considered to be the moment when all the emotions and feelings between owners and pets come out. Using this strong emotional moment offers a meaningful starting point for a special feeding experience.

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Comments / Reflexions

All these questions and comments were raised during the workshop. In the next design phase, answers to these question will be given or taken into account.

Mixed Feeders

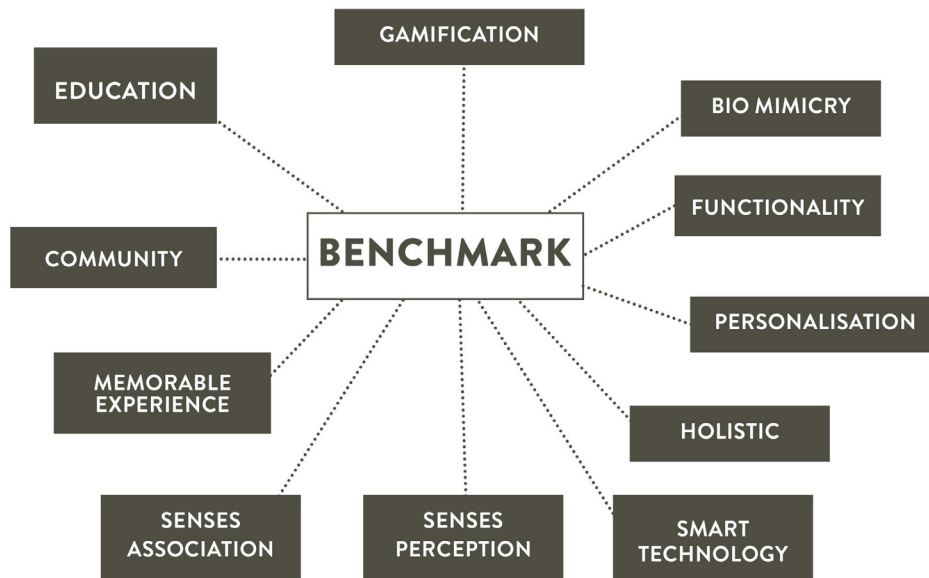
- How to create the “cornflakes” for pets that contains wet and dry at the same time and is also easy to serve?
- Use of hybrid experiences
- Create ONE experience of Mix Feeding (rather than 1 wet & 1 dry experience)
- How to make life easier to Mix Feeders?
 - Why are they doing it?
 - How are they doing it?
 - How can it be improved?

Conclusions about Food Technology

While discussing the different food technologies, participants found the importance of having **Home-made Food** as a separate emerging trend. This aspect has now been included and will be considered during the design process as having “facilitated” homemade food tackling different pain points or needs of pet owners such as having more control over what is being fed.

Wet Food got two votes for *Importance for Pet Owners*. However, it is important to reflect on why Wet is still less purchased, comparing to Dry Food. In order to understand this, we have also added separate slides for **The Barriers Towards Wed** for both dogs and cats, containing all the insights from previous studies.

Mixed Feeders didn't receive any votes, but it got broadly discussed during the session. MARS could enable a hybrid experience, creating one experience with 2 types of food in a very easy way to serve.



Comments / Reflexions

All these questions and comments were raised during the workshop. In the next design phase, answers to these question will be given or taken into account.

- What is the motivation behind this? What is the emotion that triggers the motivation?
 - What are the emotions we want to trigger with our NWFE?
 - Look into weak signals. What are the things that are not happening yet? How to read these weak signals to predict a trend?
 - Signals work very different depending on the filter → What does it really mean?
- **Good examples:**
 - Studies of gamification Uni Kolm
 - IKEA Hackers adding more functionality
 - 2nd KLM case - choose with whom you sit on the plane

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Conclusions about Benchmarks

The purpose of introducing the benchmarks within this research phase was to realized and get to know what type of experiences are happening nowadays in the world. It is important to see which kind of emotions or motivations are being created in the users through these experiences.

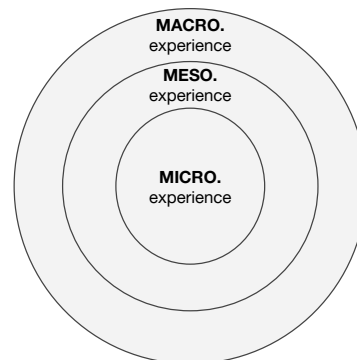
One of the most commented aspects regarding the Benchmarks was the motivation that is hidden behind all this experiences, and the emotion behind that motivation.

Behind a whole experience, there are different type of experiences, such as: Micro experiences, Meso experiences and Macro experiences. This is how it would be translated to MARS experiences;

- **MICRO Exp.:** Packaging, smell of the product.
- **MESO Exp.:** The shelf in the store.
- **MACRO Exp.:** The relationship with MARS and an expanded experience.. It could be on the kitchen.

How is this linked to the emotions?

This is how experience happens.



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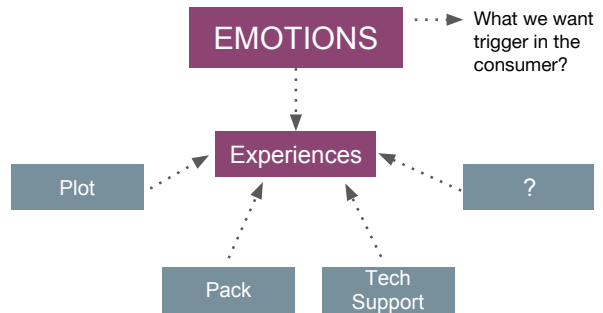
Next Step (1/2)

STARTING FROM THE EMOTIONS

At the end of the workshop the team agreed on using **defined emotions**, that we want to evoke in pet owner and pets, as a starting point for the design process (see graph on the right hand side). This provides the needed flexibility without being restricted by a specific "vehicle" to elicit the chosen **Emotion** from the very beginning. The emotions that will be used are coming from two of our clusters: **Relationships** and **Routines and Rituals**. The exact clusters that have been prioritised by workshop participants are:

1. **Emotional Value for the Owner** (Relationships)
2. **Interactions** (Relationships)
3. **Communication Between Both** (Relationships)
4. **Pet Role** (Relationships)
5. **Reuniting** (*Routines and Rituals*)
6. **Eating and Feeding** (*Routines and Rituals*)

Nonetheless, relevant discussion topics about pet owner needs, trends and of course inspiring benchmark case studies, will be additional elements that will be used during the design process during the five days *Designathon*.



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Next Steps (2/2)

DESIGNATHON OBJECTIVES

1. Assess the current Emotional Spider Plot of Feeding Experiences.
2. Have an overview of the Emotional Plot of the different benchmarks.
3. Generate our own NWE Emotional Plot to work against.

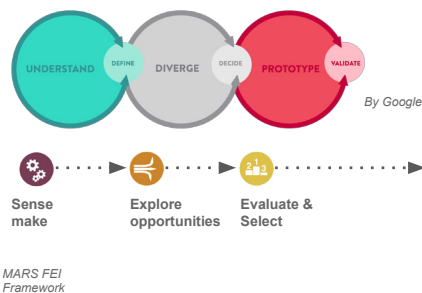
DESIGNING BASED ON EMOTIONS

The collaborative work with the **Technical University of Delft** will be key during the project's *Explore* phase (**Front-End Framework used within MARS**) as the institution is a thought leader in the realm of *Emotional Design*.

During the explorative-design process, we will make use of relevant user research and design methods, as well as knowledge coming from valuable papers to create the ideal design session. This will allow us to deal with the complex territory of emotions (micro and macro emotions, etc.) in an informed way and therefore achieve design solutions that touch people and are meaningful experiences.

DESIGNATHON

The main activity out of the Explorative-design process will be a Designathon which will be held in **January or February 2017 in Berlin**. We will invite a selected group of experts from different disciplines to work on four different challenges to create a *Wow Experience* with wet food. Further information about the one week event will be shared later on.



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Design Principles

The Sense of Wow, described below is one part of the innovation pillars which is part of the innovation house of MARS. The “Jobs to be Done” depict the key aspects to achieve the sense of Wow. With the NWFE project we will make sure to address all the described aspects during the design process..

SENSE OF 'WOW'

“In a world where pet-parents will spend more to make sure they give their pets ‘the most enjoyable experiences’ (whether via humanization and ‘back to nature’), we aim to provide solutions that the owners would consider being the best while respecting the nature and needs of pets.”

JOBS TO BE DONE

- Pet-parents show love to pets in the feeding moment, but opportunities to **make meal time truly special** beyond the food itself are limited.
- Pet parents perceive that the **best food** for their pets is **when they know and see what is the food** and when they believe it is **fresh**. Whether via ‘humanization’ or via ‘back to nature’: we need to provide answers to that while respecting the nature and needs of the pets.
- Make feeding & treating time more enjoyable for the pet and the owner in appealing to all 5 senses and creating new routines without compromising on the pet’s needs.



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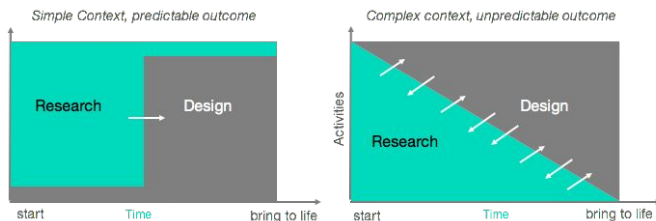
Design Processes Style

The collaborative project between MARS and Mandalah is based on the structure of, and uses tools adopted from, *Design Thinking*, similar to the process of the **Front End Framework (FEF)**.

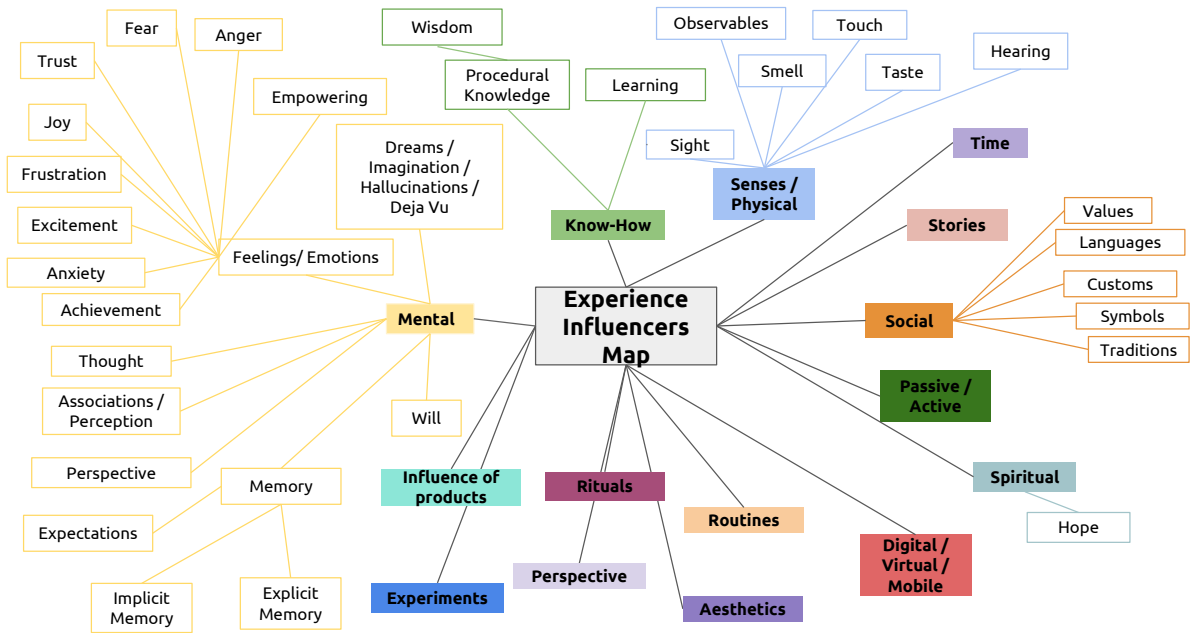
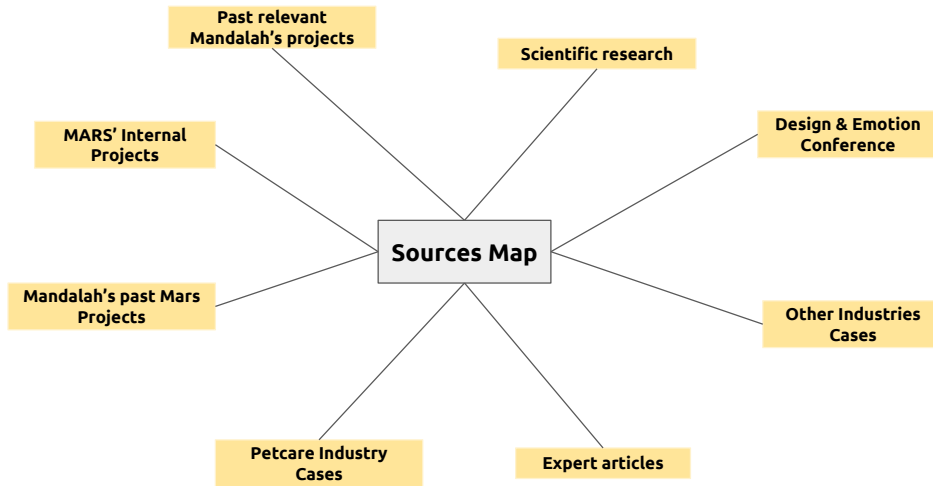
The nature of the NWFE project:

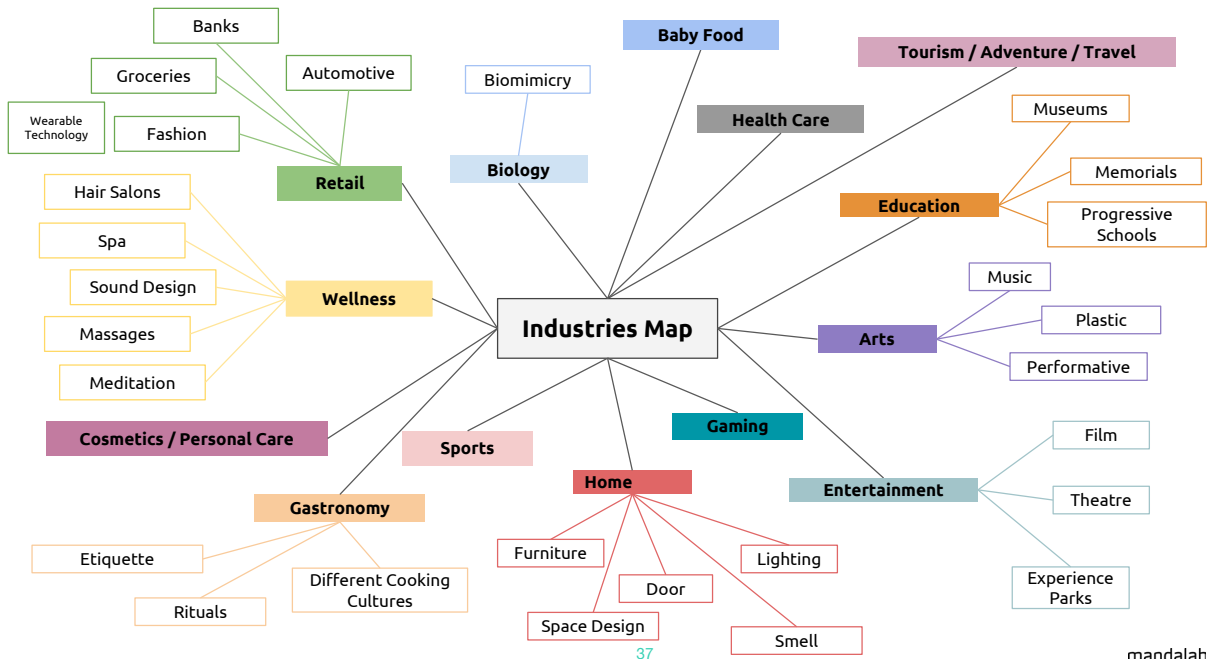
1. The innovation type needs to be disruptive.
2. It includes both categories, wet food for cats and dogs
3. It includes packaging, technical aspects of the product itself but it is open to a wider range of product aspects that influence the wet food experience
4. It is not brand related
5. It is a global project
6. The results will feed the pipeline of projects for the following years until 2020.

During the desk research workshop, (related to the **Sensemaker phase of the FEF**), the team decided upon the type of design activities that the project needs.



Due to the listed features, we are dealing with a **complex project with an unpredictable outcome** and hence the design structure needs to be adapted accordingly. As described in the graph on the top, the research and design process will be performed hand-in-hand in small iterative cycles, allowing us to test the ideas with real pet owners very early on. As the concepts gets improved, further testing sessions will take place. With the evolution of the experience design features the amount of research needed will naturally decrease. In the case of the NWFE project this will happen within an intense 5 days time.





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Pet world clusters

B

PET OWNER NEEDS
PETS WORLD



HIGH QUALITY FOOD

Pet owners perceive, where the chunks of meat are distinguishable from one another to be of higher quality. Therefore, wet food is more easily associated than food with high quality food.

Pet owners who describe their pets as part of their families are also likely to buy food of the same quality as the food they buy for themselves.

“Real Food” is considered both enjoyable and healthy.

For the majority of pet owners, high quality, premium food means healthy and contains no or less additives.

REFLECTION

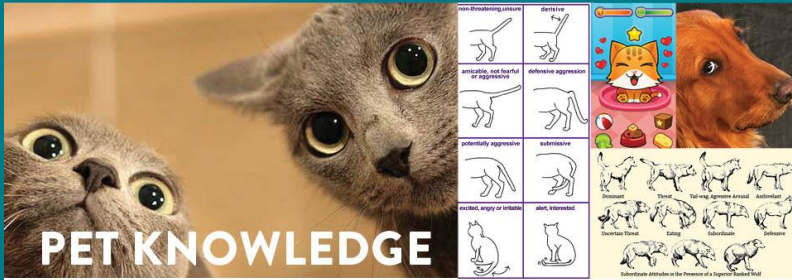
The concern about the level of quality of food people consume is also reflected in how pet owners want to feed their pets. They prefer to invest more in food rather than having to invest in the vet. In addition, providing high quality food expresses their emotional link to their pet.

RELATED PRODUCTS & SERVICES:

HASHTAGS #

- . #Real food
- . #Emotional expression
- . #Premiumness
- . #Preventative measure

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PET KNOWLEDGE

Pets can experience a lot of stress and diseases that may stay unnoticed by the pet owner. For example, the continuous touch of cat's whiskers with a narrow and deep bowl or how to provide first aid to animals. In the case of cats, owners very often don't know how to interpret cat's body language.

REFLECTION
 Digital ways to learn how to take better care of a pet are becoming popular. What role do brands play when it comes to informing pet owners?

RELATED PRODUCTS & SERVICES:

- My Virtual Cat App
- Katzensgift
- Pet First Aid

HASHTAGS

- #Pet Knowledge
- #Body Language
- #Emotional expression



TRANSPARENCY THROUGH INFORMATION

Pet owners want to understand what type of food they would be giving to their pets. They expect complete, clear information on the packaging that is easy to digest. Moreover, they appreciate an easy system that helps differentiating feeding requirements for elderly or spayed pets.

Information about the quantity that needs to be served rather than the calories only is much more appreciated by consumers.

REFLECTION
 In the information era, brands need to provide a well curated amount of information and advice to pet owners. A universal design of information is needed to make sure it is understandable to the most diverse groups of pet owners. Easy to understand information is key for building trust amongst pet owners.

RELATED PRODUCTS & SERVICES:

- Cartsan Starter Set
- HIPP Baby Club
- IAMS

HASHTAGS

- #Transparency
- #Information
- #Package Design
- #Touchpoints



FRESH APPEARANCE OF FOOD

Pet owners are in need of more fresh looking food. Pet food spoils easily once the pack is open, and this is something pet owners would like to avoid. Fresh appearance is related to trustworthy appearance. Transparent packaging with 'made on' dates on it.

Freshness is associated with natural ingredients, without preservatives, and linked to food that is displayed in its original form. Usually, freshness is directly linked to Wet Food.



REFLECTION

Pet owners don't only look for a natural product, but a trustworthy appearance of food. It needs to be natural looking and vitality enhancing at the time of consumption.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- . #Reliability
- . #Freshness
- . #Appearance
- . #Natural

B



CONVENIENT PACKAGING

Pet owners want to make the feeding process much easier and more convenient. Simplifying the opening, serving and closing the packaging is of high importance.

Sharp and dangerous packaging would make this process complex for children or the elderly. Same goes for having to use a tool which would be messy.



REFLECTION

Owners have strong attitudes regarding feeding their pets. The need of having a handy food pack is immense. "Easy" is the word that should describe the feeding process - the same is true for handling the packaging.

As the action of feeding is often done by children or the elderly, it's important to make it easy and not dangerous.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- . #Easy
- . #Packaging
- . #NoTools
- . #Usability



VARIETY OF FOOD

Need of variety

Having a varied diet is appreciated not just by the pet but also by the owner. Having a variety of food, flavours, form, etc. is important to ensure that pet's ingest the required nutrients and that they don't get bored. Same as using different brands.

Organizing Variety

When buying a variety of food, it's also important to know how to organize it. Consumers appreciate strong color codes to help them find a specific brand or flavor quickly - in store and at home.



REFLECTION

The most important point related to variety in food is the thrill of being the hero of the pet. Providing them with the needed nutrients, while also avoiding the boredom of serving the same food all the time. Pets appreciate the variety of flavours and forms, and that is perceived by the owner.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- #Nutrients
- #Flavours
- #Forms
- #Appreciation
- #Brands
- #Variety



INTERNET COMMUNICATION

36% of pet content posted online includes multimedia entertainment content. There is also an increased number of new care offers, cat and dog sitting and wellness.

Another 15% of posts are about food acceptance related topics, that inform about variety, quality, etc.

Posts about health topics such as diseases, allergies or weight issues reach 15% of the online content.



REFLECTION

The significant amount of content related to entertainment about pets confirms the strong trend of humanization of pets. It also mirrors the importance of the relationship with our four-legged friends.

RELATED PRODUCTS & SERVICES:

- Cat celebrities

HASHTAGS

- #Multimedia
- #Sharing
- #Entertainment
- #Food Acceptance
- #Pet Health



BACK TO NATURE NATURAL CARE

A more natural approach towards pets is paving the way for nature-based products and services. Therefore, pet owners make informed decisions in order to be as close to natural products as possible for their pets. The home-made food phenomenon is mainly to ensure the quality of products.

This growing type of pet owner care about nature and expect the same from pet related brands. They are also keen to create an environment that supports their pet's instincts.



REFLECTION

The "Back to Nature" trend happening in the human environment is also reflected in the pet world.

How can a brand express through different means that it is caring for the environment?

RELATED PRODUCTS & SERVICES:

- Cat celebrities

HASHTAGS

- #Natural Care
- #Organic products
- #Eastern Medicine
- #Holistic Vet
- #Natural Instincts



BACK TO NATURE NATURAL INGREDIENTS

Pet owners do not want to have additives, sugar or grains in their pet's food but rather high meat content. Natural and nutritious food is appreciated. There is a big drive towards feeding pets based on how they originally used to eat. A growing number of new brands are addressing this need by making use of organic and local sources. The trend influences not only the ingredients but also how pets should eat - in abundance, alone and with variety.

New brands innovate with technology and services to retain the natural nutrients of the food as much as possible.



REFLECTION

The "Back to Nature" trend happening in the human environment is also reflected in the pet world. This trend is on its way to become mainstream and a hygiene factor.

RELATED PRODUCTS & SERVICES:

- BARF ready meals
- Orijen - Fresh, regional Ingredients
- The Honest Kitchen
- Planet Pet Society
- Home made Pet Treat Recipes Web

HASHTAGS

- #Organic products
- #Quality Control of ingredients
- #Back to Nature



RELATED PRODUCTS & SERVICES:

- Choupette Lagerfeld - Multimedia Star

HUMANIZATION

FITTING MY PERSONALITY AND ATTITUDE

Rapid adaption of human food, trends, lifestyles and attitudes to pets. One of the strongest trends for pets reflected in: how appealing the food should be, the amount of meals given, type of snacks and overall the relationship with the pet. There is a huge amount of pet themed lifestyle products for the entertainment of both the pet owner and the pet.

Pet owners tend to reflect themselves in their pets - good diet, physical care and fashion.



REFLECTION

The humanized interaction with pets is reflected in all aspects of the relationship with the animal. Pets needs and habits get adapted to the ones of humans.

HASHTAGS #

- #Pets Humanization
- #Lifestyle
- #Food Appeal



HUMANIZATION

HEALTH ISSUES

The mirroring of pet owners' eating and exercising habits on pets has led to the rapid spread of diseases such as diabetes and obesity. This issue is also a consequence of over-indulging pets in food, meals and treats.

As dry food is considered a healthier option, it has become the first choice amongst pet owners who are working against this health trend. In Brazil between 2000 and 2011 there has been a 70% growth in vets.



REFLECTION

As this trend is not likely to improve anytime soon, brands might need to play a key role in educating pet owners about health issues and giving reassurance about their products.

RELATED PRODUCTS & SERVICES:

- Choupette Lagerfeld - Multimedia Star

HASHTAGS #

- #Pets Humanization
- #Lifestyle
- #Health Issues
- #Obesity



SUSTAINABLE PACKAGING

A new way of packaging that is environmentally friendly, sustainable and biodegradable and at the same time a clever way to package, transport and serve the food.

It is a new method of design and of innovation and it's starting to be part of the owner's houses.

REFLECTION

Sustainable packaging is something that consumers are nowadays considering a 'hygiene factor'. Their direct link to animals through their pets, creates also a strong link towards the environment. These kind of products and designs address the need of to protect of the animal and the environment.

RELATED PRODUCTS & SERVICES:

- Savage Cat Food
- Neco / Sustainable Cat food packaging
- Origami Pet Bowls

HASHTAGS

- #Biodegradable
- #Sustainable
- #Environmentally Friendly
- #Design
- #Innovativeness

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BRANDS SUPPORTING COMMUNITY

Today's pet food brands not only are specialists in pet food but also other pet related topics. They are evolving their current services and providing consumer support in different ways. Creating blogs, facebook pages, etc. is a way of supporting the community of pet owners; sharing content and information about pets.

REFLECTION

There is a need for sharing information and content within the pet owners' community, and brands are having a role in that. The importance of creating community, sharing information and learning together is a key point nowadays.

RELATED PRODUCTS & SERVICES:

- Recipe
- Savage Cat Food
- Planet Pet Society

HASHTAGS

- #Community
- #Sharing
- #Brand
- #Information

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REMOTE RELATIONSHIPS

Due to the busy and mobile lives of the owners, it has become more important to create alternative ways to enable interactions between pets and owners. This is when technology comes into play - to create options for remote interaction. Innovative toys, feeding and gaming devices are quite popular these days.



REFLECTION

Although pets appreciate real physical interaction with their owners much more, the introduction of these remote relationships tools are reducing the bad conscience of absent owners. Nonetheless, engaging entertainment on several levels is beneficial for pets.

RELATED PRODUCTS & SERVICES:

- PetChatz
- GateFeeder
- Foobler
- IpetCompanion
- PintoFeed
- PuppyTweets
- Meowbox
- NeuroCat
- TailTalk

HASHTAGS

- #Technology
- #Interactions
- #Remote
- #Control



HEALTH OPTIMIZATION

Digital Support

Having a deeper control of their pets is what the owners require nowadays. And this need for control is satisfied in a digital way - by apps and devices that help you control the feeding of the pet, as well as the calculation of the pet's health.

Full Nutritious Meal

Health benefits and societal expectations. Full of nutrients and an enjoyable meal. Feeding the body with what it needs to be active. Finding that in just one meal.

Food Supplements

Food supplements help to complete the meal of the pets with the proteins and carbs needed. And not only meals, but to support the daily health needs of the pets, such as dental care.



REFLECTION

One of the most important aspects for a pet owner is making their pets healthier. Nowadays it is more common to hear about different health issues in pets - that is why it's important for them to prevent those from occurring. New topics such as diet food, allergy/intolerance control, weight management and dental care appear.

RELATED PRODUCTS & SERVICES:

- Pet Training App
- -Smart Pet Collar
- -Smart Feeder with Cat Facial - Recognition
- -Food calculator for cats
- -Purina feeding guide for vets
- -Pet Wellness App

HASHTAGS

- #Health
- #Prevention
- #Digital
- #Nutrition
- #Supplements
- #Optimization



PERSONALIZATION

Personalization addresses the need for the individualization of pet products based on the pet's needs. Personalization of needed food, nutrients and activities, as well as personalization of the packaging.

RELATED PRODUCTS & SERVICES:

- Pet Training App
- -Smart Pet Collar
- -Smart Feeder with Cat Facial - Recognition
- -Food calculator for cats
- -Purina feeding guide for vets
- -Pet Wellness App

HASHTAGS

#Health
#Prevention
#Digital
#Nutrition
#Supplements
#Optimization



REFLECTION

Owners want brands to see their pets as the individuals they are to the owners. Integrating the owners in the personalisation process enhances the buy-in and emotional bond of the owner.

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URBANIZATION

Urbanization is a population shift from rural to urban areas, "the gradual increase in the proportion of people living in urban areas", and the ways in which each society adapts to the change. It is predicted that by 2050 about 64% of the developing world and 86% of the developed world will be urbanized.

HASHTAGS

#Urbanization
#Use of Space
#Efficiency



REFLECTION

The size of the spaces in which people live shrinks with this phenomenon. Flats and houses need to be used much more efficiently and the interactions within these spaces need to be readjusted. Furthermore, the interaction with urban spaces get likewise affected.

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SLOW MOVEMENT

The Slow Movement aims to address the issue of 'time poverty' through making connections and making time for themselves, people and things that they value. If we think about the following trends, we can see this. Buddhism is the fastest growing religion in the world today. People are turning to organic food in droves; yoga and meditation are moving rapidly into a mainstream practise.

People are searching for connection to people - themselves, their family, their community, friends, nature - to food, to place (where they live), and to life. They want connection to all that it means to live.



REFLECTION

People are placing increasing value on real connections with their surroundings, on having real, tactile and face-to-face experiences.

HASHTAGS

#Time Poverty
#Deceleration
#Meditation
#Yoga

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PET AS A FAMILY MEMBER

Pets are starting to have a different role in their owner's life, as they are regarded as part of the family. Which means their roles evolve according to the family life stages.

Being a family member involves being more active in the family's daily life. It affects the relationship the owners have with their pets as they tend to become even more caring. Very often puppies and kittens are considered as the 'kids' of the family.



REFLECTION

Pet owners are starting to consider their pets as a family member. They describe their relationship as 'We are a family', which is considered an intimate connection. The relationship between the owners and pets is more than one of respect, but it is also seen as unconditional love.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- #Family
- #Unconditional love
- #Respect
- #Emotions
- #Intimate connection

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INTERACTIONS

Interaction moments between the pet and the owner are more sought after. They are considered intimate and emotional moments that are highly valued.

These moments enable and enhance the mutual beneficial experience of being a pet and being a pet owner. They are a way of communicating and create a more deep link between both of them.



REFLECTION

Human-animal interactions are becoming more important for pet owners. The owners are creating these emotional and intimate moments especially when food is involved. That's when they can show their love to their pets and deep interaction happens. Snacks and treats play a key role in these interactions.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- . #Emotions
- . #Moments
- . #Intimate
- . #Communicate



PET ROLE

The role of the pet is directly affecting the relationship between pets and owners. Depending on the way the pet is perceived by the owner, the relationship between owner and pet will be different.

Pets are often seen as kids. In the case of puppies, they are more likely to be considered as babies, so they are fed more often.

In case of bigger dogs, they are considered like family members, but not taking the children's place.



REFLECTION

The size of pets has a huge impact on the pet role - this happens more in the case of dogs. Pets are considered a companion, and in many cases as a child surrogate. Pets are often covering the part of supporting humans in emotional but also in physical ways.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- . #Emotions
- . #Moments
- . #PetSize
- . #Companion
- . #Support



RESPONSIBILITY

Being a pet owner means having the responsibility of taking care of the pet. In this relationship the pet is teaching the human to be responsible.

The feeding moments are a big part of showing the fulfillment of that responsibility.



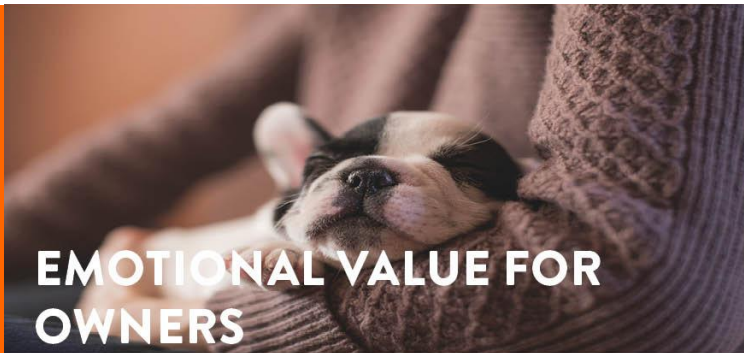
REFLECTION

Pets are a lifetime commitment. Having a pet is not just about filling their bowl. A pet owner needs to provide exercise, training, grooming, food, veterinary care and attention. This is how the prevention and responsibility is demonstrated. It is considered a parental responsibility.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- . #Care
- . #Prevention
- . #Parental Responsibility
- . #Commitment



EMOTIONAL VALUE FOR OWNERS

Pets offer emotional value for owners. In many aspects pets are giving their owner's emotions such as: joy, bliss, bonding, connection, happiness...

The relationship between humans and animals is starting to be more than love & affection, and its covering more emotional needs in the human's life. These days, humans are having lots of physical contact with their pets, which appears to provide a crutch for reassurance and comfort throughout their daily lives.

In many aspects, pets are providing mental health support, such as loneliness and depression support.



REFLECTION

Pets are satisfying human needs, especially talking about emotional needs, and this is changing the relationship between them. Pets are a strong pillar in the owners lives. Humans are looking for emotional support in their pets - generally love & affection from them, as well as companionship, security and relaxation.

RELATED PRODUCTS & SERVICES:

HASHTAGS

- . #Emotional
- . #Needs
- . #Contact
- . #Support



TRAINING (WITH PETS)

Training is an essential part of human-pet routines. It is the educational moment, a routine that includes entertainment and activation of the pet.

Treats play a key role in this ritual, as this is the way to animate the pet, reward and reinforce certain behaviour.

RELATED PRODUCTS & SERVICES:

HASHTAGS #

#Rules
#Routine
#Differentiation



REFLECTION

Part of the routine and rituals between owners and pets is the moment in which the training happens. It is important to make this educational and training moment fun and entertaining one - for both sides.

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REUNITING

One of the most hectic moments during the day is the reuniting moment. It is about the human just as much as the pet. It is the moment in which all the feelings come up.

That reuniting moment creates different emotions, such as excitement, anticipation, joy, relief, liberation, guilt...

RELATED PRODUCTS & SERVICES:

HASHTAGS #

#Emotions
#Reuniting



REFLECTION

Most of the feelings between the owner and the pet are shown in the reuniting moment. There are many emotions in that moment, and it is often defined by having missed each other and the excitement of being together again. This moment has the potential of making the relationship stronger.

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EATING AND FEEDING

A special routine of the family and pets is the feeding moment. The way it is given may break the monotony of the food, and it makes it more entertaining and fun.

Feeding is part of the daily routine, and it is used to create a bond between humans and pets, as well as to pacify, train and assert control. It is the way how human shows love to the pet and the relationship becomes stronger. When giving human food, the human is showing family equality to the pet.



REFLECTION

Connections and interactions are created through the food, that is why the feeding moment is key in a relationship between a pet and human.

RELATED PRODUCTS & SERVICES:

HASHTAGS

#Feeding
#Love expression

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DRY LESS APPEALING



Dry food is not considered the ideal "real food" - unlike wet food, as it is closer to human cooked food.



REFLECTION

Owners tend to prefer feeding wet over dry food, because of its closer resemblance to their own food. Especially when it comes to human rituals that focus on big celebrations, such as Christmas, Easter and Birthdays.

RELATED PRODUCTS & SERVICES:

· Chouette
Lagerfeld -
Multimedia Star

HASHTAGS

#Dry food
#Real Food
#Wet Food
#Humanization

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MIXED FEEDERS



Wet and dry feeders tend to struggle much more with giving the right amount of food when combining the two technologies. Expanding the mixing of wet and dry foods would help reduce calorie intake - but pet owners need help knowing how to make sure their pets aren't being overfed. Mixed feeders are also the biggest users of treats.

Further explore within the European market, mixed feeding is the main feeding pattern, allowing various innovation opportunities to explore further. In order to foster mixed feeding habits, wet feed should be established from the kitten life stage.



REFLECTION

Mixed feeding relates strongly with the provision of variety, which is an important aspect for pet owners and hence an opportunity space for innovation.

RELATED PRODUCTS & SERVICES:

HASHTAGS

#Food measurement
#Overfeeding issue
#Stronger Treat
#Consumption

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NO COMPROMISE

Although pet owners want to provide healthy food to their pets, they also need to get the feeling of giving enjoyment to the pet. Packages and formats need to consider the "owner perceived pet enjoyment".



REFLECTION

As the diverse design aspects of a product get experienced at once, the use of holistic design can support counteracting certain unattractive features of a product.

RELATED PRODUCTS & SERVICES:

HASHTAGS

#Perceived Owner
Enjoyment
#Balancing Health
&Enjoyment

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RELATED PRODUCTS & SERVICES:

HASHTAGS #

#Lifestage
#Wet feeding

WET RELEVANCE TO LIFE STAGE

Studies confirm that in both cats and dogs the usage of wet food as the main meal increases with the age of children living in the household, number of people in the household and pets themselves. The reason for that might differ. In the case of cats, as they become older and certain health issues appear, wet food is a better option. When children become older it might also become easier to feed wet. When heads of the household become older, the tendency for indulgence may also increase.



REFLECTION

Having a more accurate understanding about the reasons behind this phenomenon could open up interesting design opportunities.

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RELATED PRODUCTS & SERVICES:
Cesar Tray

HASHTAGS #

#Wet food
#Enjoyable
#Indulgence
#Variety
#Made with Love

WET HIGHER ENJOYMENT

Regardless of dogs or cats wet food is connected with higher involvement in the feeding process. Hence pet owners with a greater emotional connection to the animal feed more wet than dry food. In the case of small dogs, who get a greater degree of indulgence from their owners, owners feed mainly wet food, as it also offers more variety. There is evidence that as emotional and /or functional drivers increase, so does the frequency of wet feedings.



REFLECTION

Functional opportunities can make wet food more enjoyable, such as the improvement of the sensory experience, premium ingredients and recipes that are close to other human-type enjoyable meals.

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WET CHILLED

There is evidence that chilled food is becoming more popular amongst puppies, which could be a threat for ambient food, particularly in the more indulgent space. Frozen food might be more strongly appreciated by pet owners who value fresh and perhaps also organic food that can be stored without the danger of preservatives or the food itself getting wasted.



RELATED PRODUCTS & SERVICES:
Cesar Tray

HASHTAGS #

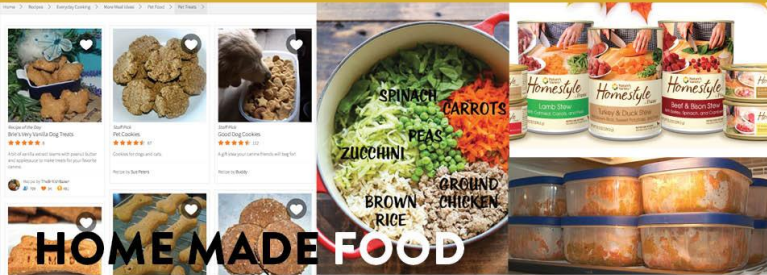
- #Wet food
- #Enjoyable
- #Indulgence
- #Variety
- #Made with Love



REFLECTION

The amount of data related to chilled food is still small.

B



HOME MADE FOOD

Home prepared food has a high level of penetration in dog households. It is most prevalent for the dinner meal occasion. Home prepared food is likely to be cooked fresh food of human quality. This is no doubt driven by the need amongst dog owners to control the quality and sourcing of the ingredients they serve to their dogs.

RELATED PRODUCTS & SERVICES:
 . Homestyle Brand
 . Allrecipes.com
 . etc.

HASHTAGS #

- #Home made
- #Control
- #Quality Ingredients



REFLECTION

It is very challenging trying to intervene on the use of home prepared food for a mass market since there could be pre-existing mistrust in the quality of ingredients in this food.

Barriers towards wet food

WET FOOD



BARRIERS TOWARDS WET - CAT

Food Not Getting Stuck

Consumers don't like having to waste the food that gets stuck inside packaging.

No supporting tools

Consumers want to have the most hassle-free option. Having to use a supporting tool, such as a spoon, means having to wash one more thing.

Pleasant Morning Feeding

When cats wake up their owners early in the morning to be fed, the owner wants to get done as quickly as possible to be able to get back to bed or get ready for their day. In this sensitive moment, consumers want a quick, smell-free feeding experience.

Organising Variety

In the shopping aisles and at home when selecting which food to give their cat, consumers appreciate strong color codes to help them find a specific brand or flavor quickly.

Information & Advice

Consumers do extensive research to keep their cats healthy. They want easy access to reliable information and advice from trustworthy sources about which food is good for their cats.

PETS WORLD

RELATED PRODUCTS & SERVICES:



REFLECTION

These insights were gathered during the HP3.0 project, that focused on cats. Therefore some aspects might be less relevant for dogs, such as morning feeding.

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BARRIERS TOWARDS WET - DOG

Feeding Experience for the Owner

Dogs really enjoy Wet Food. However, it is not the same experience for the owners. There are many aspects that they miss whenever they feed their pets with Wet Food.

The owners don't feel they are sharing an experience with their dogs. They don't feel it as something special, but as a lack of spontaneity and routine moment.

Wet Food is associated with messiness for the owner. That is why is recommendable to focus on areas that make feeding easier for the owner.

Taste and appearance of the food are important, but they have a lower priority than improving feeding experience for the owner.

Frustrations

Wet food can create a lot of frustrations to the owners, such as; Bad smell, messiness, excessive waste, hard to store once its opened...

The typical Wet Food lacks the presentation and the labor of love elements needed to fully embrace it.

Bad Perception

Wet food is viewed as less healthy comparing to dry. This is driven by the perception that wet food is bad for teeth and also higher in calories.

That is why functional benefits should focus on communicating the health benefits of wet food (particularly oral care) and the role of ingredients in health.

RELATED PRODUCTS & SERVICES:



REFLECTION

These insights were gathered from 'Wet Dog DCE Initial Learnings' document, that focused on dogs. Therefore some aspects might be less relevant for cats.

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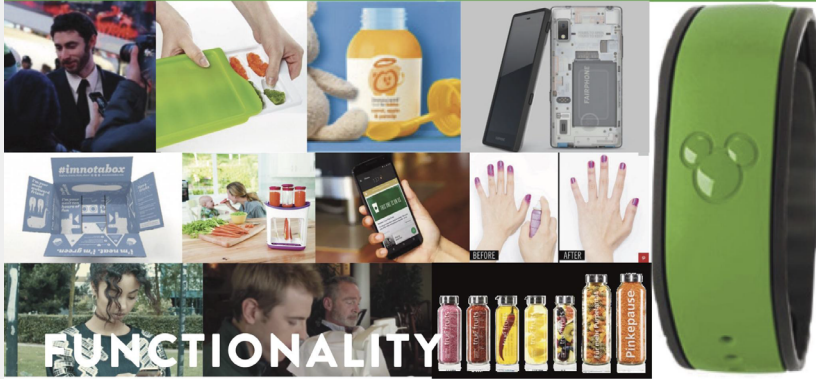
Cross-industries Benchmarks

BENCHMARKS	EDUCATION	USER NEEDS
		
		
<h2>EDUCATION</h2>		
<p>Nowdays people are more connected and globally more informed. However, they are still missing some knowledge concerning everything that can be part of their daily routine or other aspects of their lives. Therefore these new design approaches are enabling an engaging, empowering way to learn.</p>		
<div style="border: 1px dashed black; padding: 10px;"> <p>REFLECTION </p> <p>Product design, technological innovations such as VR, 3D printing, IoT and applications may create awareness in people. Eventually, changing their point of view, can modify their behavior.</p> </div>		
		<p>RELATED PRODUCTS & SERVICES:</p> <ul style="list-style-type: none"> • Escapist VR Experience • Reinventing Grocery Shopping • Safe Drivers Reward • Gamified Baby Bottle Holder • 3D Printing Culinary Lab • Bottle Monitoring Feeding Habits • Learning to Eat Solid Food <p>HASHTAGS #</p> <ul style="list-style-type: none"> • SUPPORT • EMPOWERMENT • MOTIVATION • REWARD • AWARENESS • NOVELTY • EXPAND EXP. • CONTROL <p style="text-align: right;">mandalah</p>

B

BENCHMARKS	COMMUNITY	USER NEEDS
		<p>RELATED PRODUCTS & SERVICES:</p> <ul style="list-style-type: none"> • Co-created LEGO Product • KLM Layeror • Customer-experience aspiration and purpose • Video jackets with subsonica and google • Basketball APP
		<p>HASHTAGS #</p> <ul style="list-style-type: none"> • EMPOWERMENT • MOTIVATION • REWARD • AWARENESS • NOVELTY • EXPAND EXP. • CONTROL
<h2>COMMUNITY</h2>		
<p>Belongingness is the human emotional need to be an accepted member of a group. Because of the evolution of new technology and the social media, it is easier now to belong to a community. Companies can contribute to this by building communities for their customers.</p>		
<div style="border: 1px dashed black; padding: 10px;"> <p>REFLECTION </p> <p>Creating and maintaining connections with consumers and bringing them in contact with other consumers, helps to respond their questions and makes the consumers feel more valued, while the company receives a valuable feedback.</p> </div>		
		<p style="text-align: right;">mandalah</p>

BENCHMARKS FUNCTIONALITY USER NEEDS



FUNCTIONALITY

When it comes to functionality, a lot of (daily)actions or activities take place by means of inefficient archaic processes. Smart inventions can offer thereby revolutionary solutions.

REFLECTION

Functional solutions such as modular design, smart packaging or universal systems can provide a helping hand for everyday activities. Even small adaptations could be valuable for the total product experience.

RELATED PRODUCTS & SERVICES:

- Easy return process
- Baby food freezer tray
- Innocent for babies
- FairphoneDisney
- Truly Delivering on promise
- Reusing packaging
- Packaging for DIY Baby Food
- Starbucks app
- Spray-on nail polish
- Solar shirt
- Yura yogurt packaging
- Obi robot arm
- Upcycling Shop for one's own products

HASHTAGS #

- SUPPORT
- SMART
- SIMPLICITY
- UNIVERSAL
- EFFICIENT

mandalah

B



PERSONALISATION

People have their individual preferences, needs and wishes. They want something that's unique and reflects their personality. Retailers understand this and more companies are offering personalized products.

REFLECTION

This trend offers an opportunity to create unique products by adding value to existing products through customization or new personalized design. Also, the concept of customization could extend beyond the product by creating customized experiences based on insights gathered in customer profiles.

RELATED PRODUCTS & SERVICES:

- Subscription beauty service
- Scentee
- Design a Bentley using your emotions
- Unpackaged store
- Personalaside hotel Experience
- TD Bank ATMs give out surprise gifts

HASHTAGS #

- INDIVIDUAL
- CUSTOMISATION
- PREFERENCES
- VALUE
- GIFT
- EMOTIONS

mandalah

BENCHMARKS

BIOMIMICRY



BIOMIMICRY

Natural objects and processes are flawless, elegant, smart, efficient and innovative. That's why natural elements can be used by engineers and designers as inspiration and as a solution for their design challenges.

REFLECTION



Biomimetic design of products and services can be the source of breakthrough solutions for our problems. Also sustainability can be integrated throughout the process.

RELATED PRODUCTS & SERVICES:

- Escapist VR Experience
- Reinventing Grocery Shopping
- Safe Drivers Reward
- Gamified Baby Bottle Holder
- 3D Printing Culinary Lab
- Bottle Monitoring Feeding Habits
- Learning to Eat Solid Food

HASHTAGS

- NATURE
- INSPIRATION
- EFFICIENCY
- OPTIMISATION
- MATERIAL

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B

BENCHMARKS

GAMIFICATION

CREATE A WOW EXPERIENCE



GAMIFICATION

Gamification is a process that takes the data-driven techniques, that game designers use to engage players, and applies them to non-game experiences to motivate participation, commitment by adding value.

REFLECTION



Gamification is not about creating something new. It is about amplifying the effect of an existing core experience, by applying the motivational techniques that make games so engaging. Contrary to the games, gamification does not affect just the main players but also people who share the same environment. This process can be used to educate, make people more aware and expand the experience.

RELATED PRODUCTS & SERVICES:

- Mobile Game For Kids Prevents Parents from Speeding
- Gamified product experience
- Donkey Baby Spoon

HASHTAGS

- EDUCATION
- AWARENESS
- ENTERTAINMENT
- BEHAVIOR CHANGE
- EXPAND EXPERIENCE
- EMPOWER CHILDREN

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BENCHMARKS MEMORABLE EXPERIENCE CREATE A WOW EXPERIENCE



Pay attention to details, identify customers problems. Allow them to vent their feelings. Make them feel special. Give them a possibility to do something unusual. All of them will turn an experience memorable!

REFLECTION

Meaningful, memorable, fun, unusual and unexpected experiences influence the way customers perceive the entire process. It's the little details that keep a customer be loyal and go back over and over, these little details that cause a customer to rationalize paying more because she feels she is getting more, these appreciation details that make people feel that they are important.

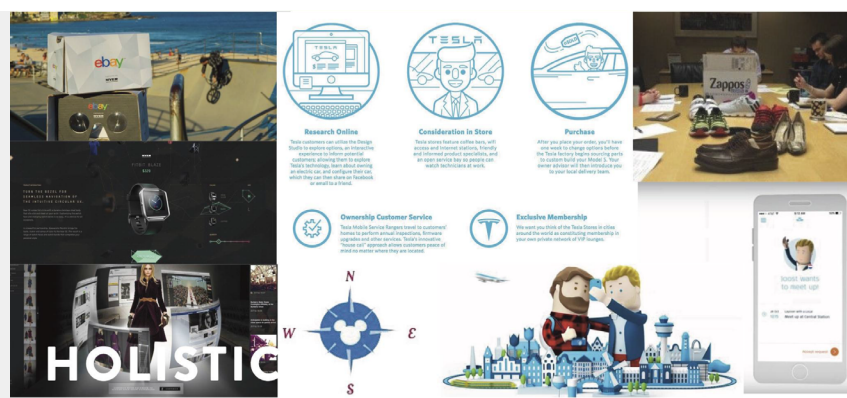
RELATED PRODUCTS & SERVICES:

- Bloody Beetroots LED Mask
- Häagen-Dazs, "Concerto Timer"
- IKEA Showrooms as airbnb, Australia
- Poetry-Infused Restaurant
- High-Flying Culinary event
- Casper Nap tour
- Carebot-Hugging pillow
- Hybrid Cinema-Restaurant

HASHTAGS #

- CONVERT ABSTRACT TO TANGIBLE
- DIGITAL EMOTIONAL SUPPORT
- DIFFERENT POINT OF VIEW
- UNUSUAL
- VISIBLE TRACES

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Nowadays the experience factor plays an increasingly important role in generating the proper stimuli to activate the various components of the Customer Experience.

REFLECTION

By creating a holistic value structure and unite the consumer's sensory, emotional, social, and intellectual experiences in a new and positive way, we can enhance the consumer experience.

RELATED PRODUCTS & SERVICES:

- Virtual Reality Shopping
- Tesla's Delightful Experience
- Singular Holistic Experience
- Relentless Interaction by Zappos
- The Disney experience
- Westfield Lab

HASHTAGS #

- ANTICIPATE
- FROM ONLINE TO OFF-LINE
- ADDITIONAL SERVICE
- HIGHLIGHT THE VALUES
- KNOWING YOUR CUSTOMER

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BENCHMARKS

SMART TECHNOLOGY

CREATE A WOW EXPERIENCE



SMART-TECHNOLOGY

Advance in technology has speed up the general way in which people can learn and interact each other or either create a new way of communication. This offers opportunities for designers, engineers and entrepreneurs to create unprecedented products and services.

REFLECTION

Imagine a future where our homes are able to understand a complex range of human behaviors and emotions, providing personalized assistance and support at key moments in our days. Eventually, this could even lead technologies to anticipating our needs.

RELATED PRODUCTS & SERVICES:

- Smiling Autonomous car
- Pepper Grinder Disables Wi-Fi
- Beer Button Orders Drinks Automatically
- Safe Drivers Rewarded in Japan with Free Coffee

HASHTAGS #

- SUPPORT
- ANTICIPATION
- SIMPLIFYING
- NEW COMMUNICATION
- FAST SERVICE
- MOTIVATION

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B

BENCHMARKS

SENSES-ASSOCIATION

CREATE A WOW EXPERIENCE



SENSES-ASSOCIATION

Percent of emotions generated in a day due to scent: 75%



100 times more likely to remember scent than touching, seeing or hearing

Percent of shoppers who wanted shoes worn in scented environment: 84%



Willing to pay 15-20% more

Increased dwell time in scented environment: 15 Minute



Percent of employee errors reduced in a scented environment: 54%



RELATED PRODUCTS & SERVICES:

- iPhone
- Giving shape to products
- Sensory Branding
- Compelling Scents

HASHTAGS #

- FASCINATION
- ASSOCIATION
- USING THE POWER OF THE SENSES
- IMPROVE THE EXPERIENCE

Sights, sounds, touch and smells can all evoke emotionally charged memories. Memories linked to smells are often stronger and more vivid. Our emotions and sensory can evoke one another in both directions.

REFLECTION

Beyond our perception, our senses play an integral role in our emotional processing, learning, and interpretation. Smells trigger more vivid emotional memories and are better at inducing that feeling of "being brought back in time" than images.

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BENCHMARKS

SENSES PERCEPTION

CREATE A WOW EXPERIENCE



SENSES- PERCEPTION



RELATED PRODUCTS & SERVICES:

- Cyborg Movement
- Digital lollipop simulates taste through electric currents
- Sound-Based Meals
- Atelie no Escuro
- Tactile skincare packaging

HASHTAGS #

- STIMULATE FLAVOR ENHANCEMENT
- STIMULATION
- MATERIALS CREATE ASSOCIATIONS WITH PRODUCT

Authenticity is become a new consumer sensibility criteria. Customers want to feel what they buy is authentic or at least they want to be stimulated from what do they buy, touch, eat and see.

REFLECTION



What happens when you try to evaluate different experiences from the point of view of the five senses? Turns that, give people possibility to use all five senses while they interact each other, with an object or the environment, helps to complete the customer experience by making it more intense and therefore, great.

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TRANSPARENCY THROUGH INFORMATION

Pet owners want to understand what type of food they would be giving to their pets. They expect complete, clear information on the packaging that is easy to digest. Moreover, they appreciate an easy system that helps differentiating feeding requirements for elderly or spayed pets.

Information about the quantity that needs to be served rather than the calories only is much more appreciated by consumers.



REFLECTION

In the information era, brands need to provide a well curated amount of information and advice to pet owners. A universal design of information is needed to make sure it is understandable to the most diverse groups of pet owners. Easy to understand information is key for building trust amongst pet owners.

RELATED PRODUCTS & SERVICES:

- Cartsan Starter Set
- HIPPI Baby Club
- IAMS

HASHTAGS #

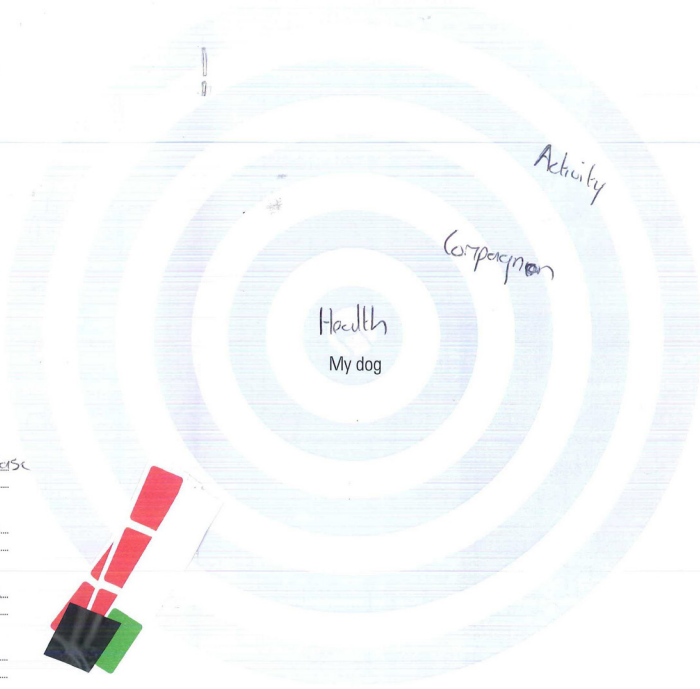
- #Transparency
- #Information
- #Package Design
- #Touchpoints

mandalah

YOUR DOG WELL-BEING

When it comes to your dog's well-being, what is important for you? Rate the words/actions by importance, the centre of the circle being the most important and the edge of the circle being the least important. Also elaborate the four most important and explain why it's important for you.

You can see an example of different topic below:




- 1 Health is important
Because... because of Addison disease
or breed failure
- 2 Companion is important
Because... nice to have someone
around
- 3 Activity is important
Because... with a dog you walk
more in nature
- 4 _____ is important
Because...


THIS IS THE PLACE WHERE MY PET...

Take a picture or draw the places where your pet: eats, sleeps, play, walk etc. Describe the situation and all kind of rituals related to it. Feel free to express yourself.


In the morning while I am working at the table in the living room he lays right behind me




Lucca has 3 places to sleep. This is his "day" bed. At night he sleeps in the bedroom on a pillow and there is another one near the balcony door



This is where Lucca eats and drinks: in the kitchen. The kitchen is his favorite place with all the goodies behind doors and food being made



Lucca likes to play. He has several games from Nina Ottosson in level 1, 2 and 3. level 3 I have to help him



THIS IS A MEMORABLE MOMENT THAT I SHARED WITH MY DOG...

Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.



Sometimes Lucca is going to my boyfriend's office to spend the day there.

This is in Switzerland. It was so hot we had Lucca drink at every fountain we passed.



This moment was important for me because My sister was in hospital and I stayed with Lucca at her house. Fun fact is the only dog Lucca really adores. Hence Jonathan allowed her to share his blanket.

C

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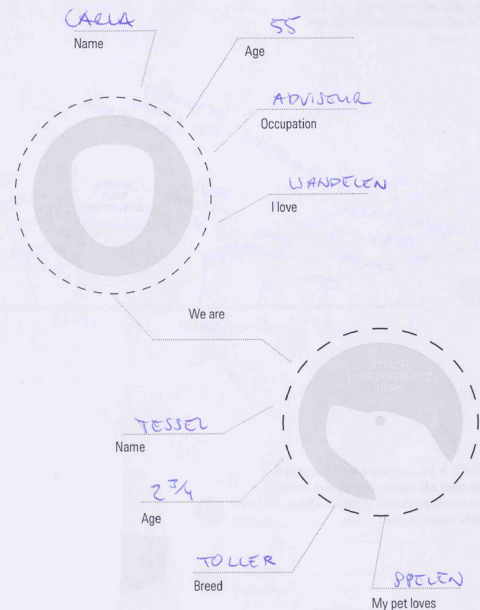
Nina



Beatrice

ABOUT YOU AND YOUR PET

This is how you see yourself and your pet. Please fill out the empty spots with your own data. Add whatever you want that you think is most important for you or that describe you better.

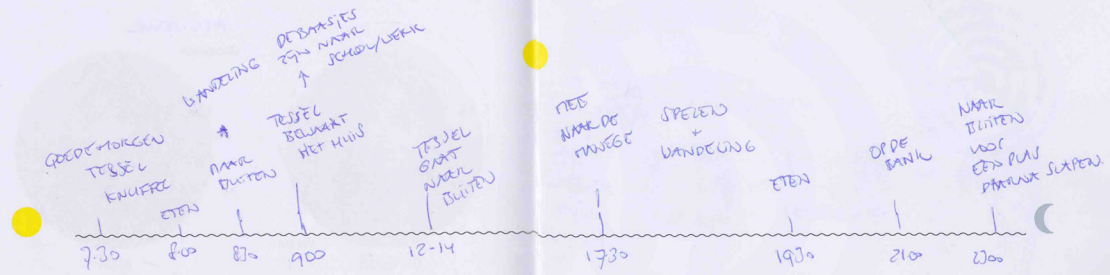
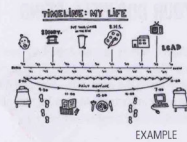


THIS IS MY DAILY ROUTINE WITH MY DOG

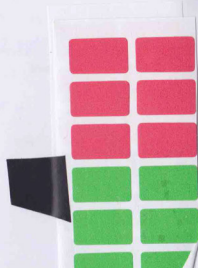
We are really interested to know about a typical day with your pet.

STEP 1: please use this timeline to describe a day of your pet in text, drawings, arrows etc. Also include what is happening when your pet is not with you. Feel free to mention everything what has to do with your pet.

You can see an example on the right.



STEP 2: In the next step it would be great if you could add positive and negative moments you had during this day in form of adding smile-stickers to the timeline.



STEP 3: Finally, please pick one positive and one negative moment and describe how you felt and why you felt so.

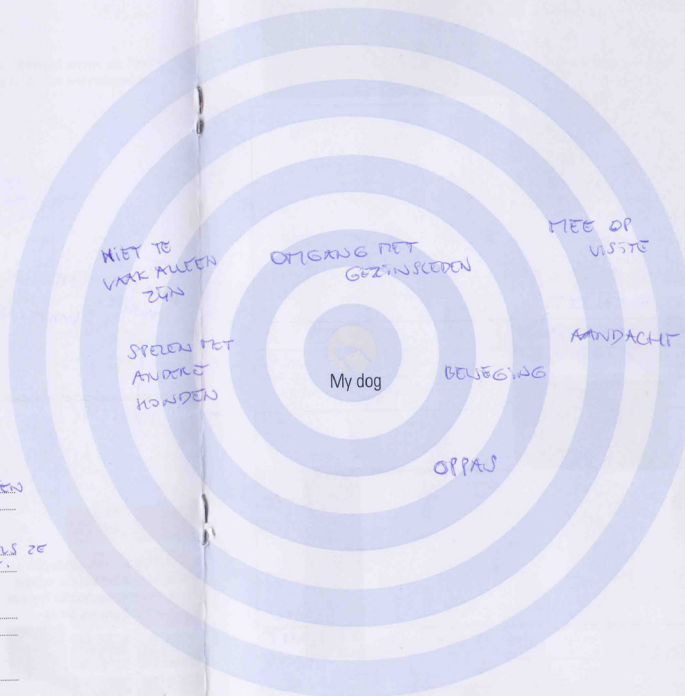
How I felt ...
Because ...

How I felt ...
Because ...

YOUR DOG WELL-BEING

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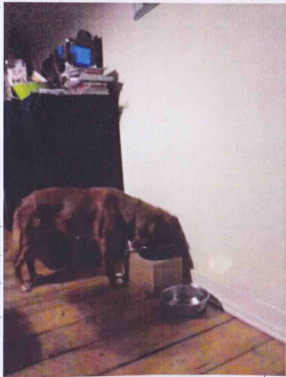


- 1 BEWEGING is important
Because ... IK BEN GEMAK BUITEN DAT TIJD
- 2 AANDACHT is important
Because ... ZE IS ALTIJD BIJ MI ZO ME ZIET
- 3 MAAKT WIT DEEL VAN MIJ GEM is important
Because ...
- 4 _____ is important
Because ...

THIS IS THE PLACE WHERE MY PET...

Take a picture or draw the places where your pet: eats, sleeps, play, walk etc.
Describe the situation and all kind of rituals related to it.
Feel free to express yourself.

DE VOERBAK
STAAT OP EEN
DOOS, OMDAT
M'N ZOON
DENKT DAT
TESSEL ZO
PRETTIGER EET.



TESSEL
JUMPT
GRAAG
OP DE
SOFKA



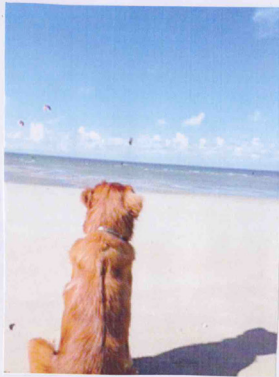
ALS WE ALLEMAAL WEG ZIJN, GAAT TESSEL
BIJ M'N ZOON OF BED LIGGEN



TESSEL'S FAVORIETE HOLDING

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Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.

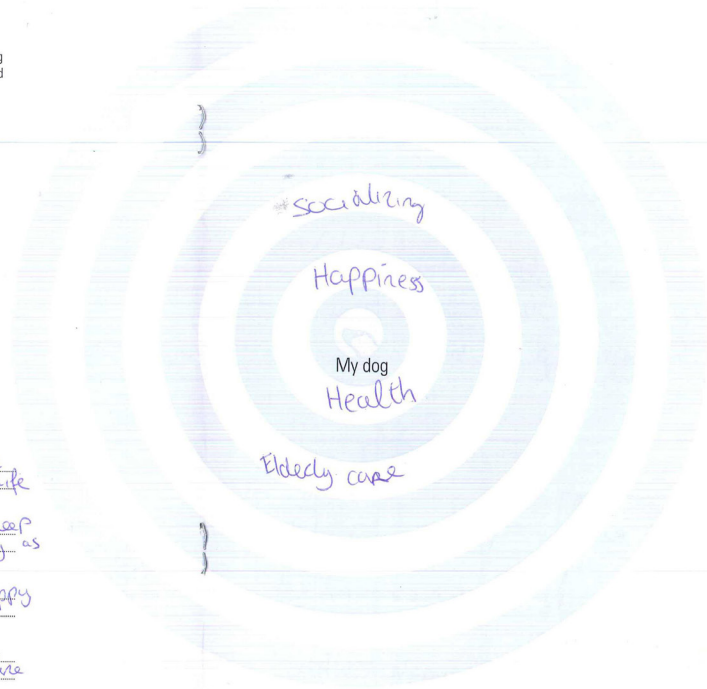


This moment was important for me because BIJ TESSEL OP HET
STRAND IS HET FYNST DAT IK KAN
BEDENKEN OM SAMEN TE DOEN.

YOUR DOG WELL-BEING

When it comes to your dog's well-being, what is important for you? Rate the words/actions by importance, the centre of the circle being the most important and the edge of the circle being the least important. Also elaborate the four most important and explain why it's important for you.

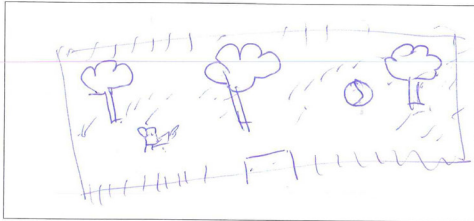
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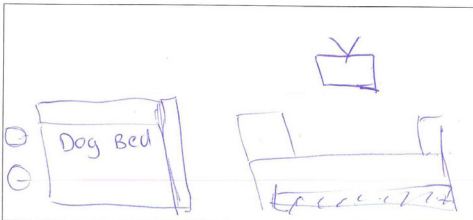
- 1 Happiness is important
Because ... I would like him to have a good life
- 2 Health is important
Because ... I would like to keep him healthy as long as possible
- 3 socializing is important
Because ... I think he is happy with other dogs
- 4 Elderly care is important
Because ... Jojo is getting old, we take extra care of his diets and movements/condition

THIS IS THE PLACE WHERE MY PET...

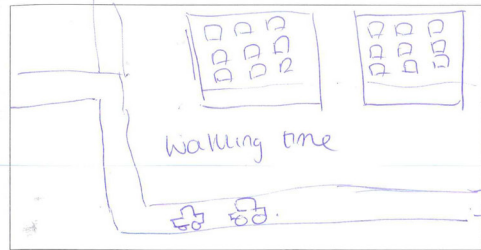
Take a picture or draw the places where your pet: eats, sleeps, play, walk etc. Describe the situation and all kind of rituals related to it. Feel free to express yourself.



Dog park.
We spend a few times a week here playing ball

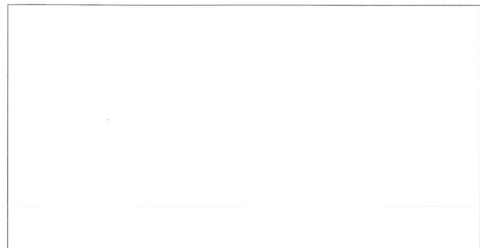


Living Room,
Jojo usually snuggles with me when we watch tv



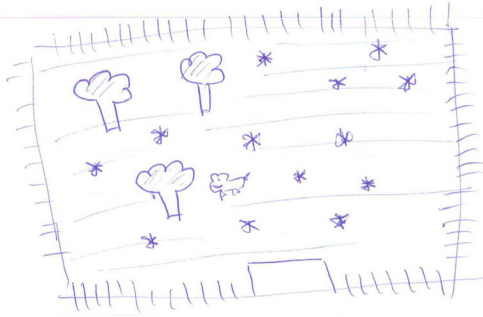
walking time

2/3 times a day, we take a long walk around the block



THIS IS A MEMORABLE MOMENT THAT I SHARED WITH MY DOG...

Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.



This moment was important for me because it was the first time jojo played in the snow. I've not seen him this happy a lot

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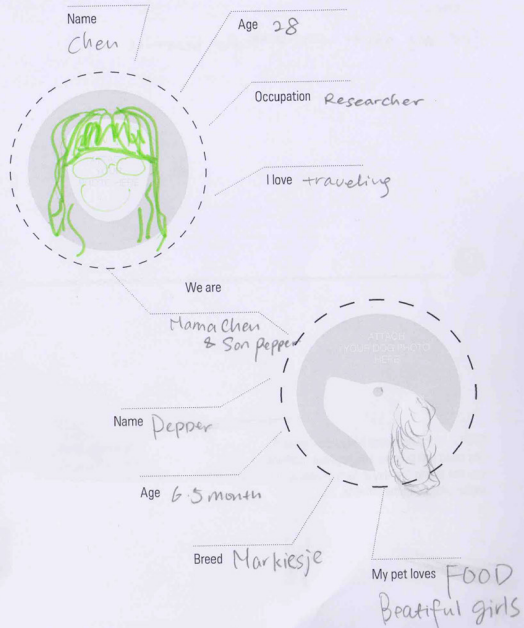
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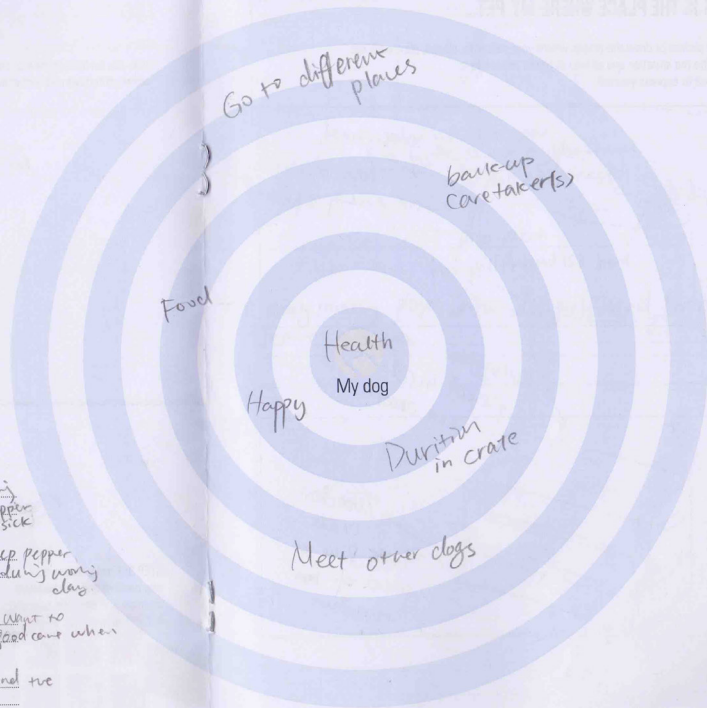
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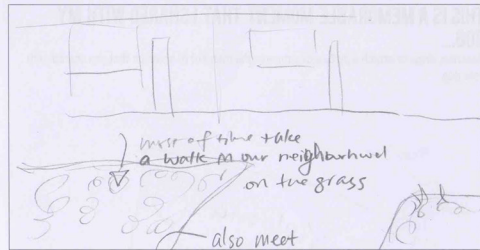
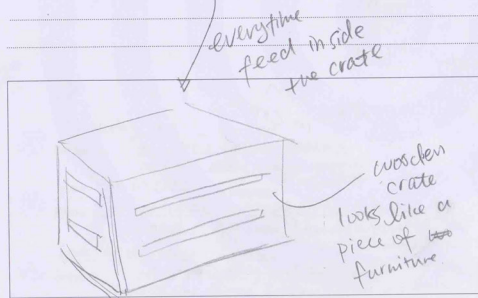
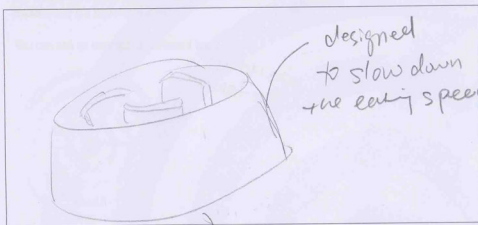
- 1 Healthy dog is important
Because ... His love & finance consuming and it's really sad for people if he's sick
- 2 duration in crate is important
Because ... we try our best not to keep pepper in crate longer than 3hr during working days
- 3 break-up caretakers is important
Because ... we love traveling and we want to make sure Pepper is taken good care when we are away
- 4 Food is important
Because ... You are what you eat and the same for dog



c

THIS IS THE PLACE WHERE MY PET...

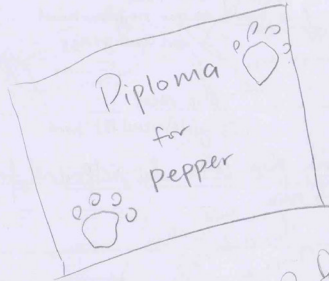
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every morning play with his girlfriend for at least 20 min

THIS IS A MEMORABLE MOMENT THAT I SHARED WITH MY DOG...

Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.



This moment was important for me because we took Pepper to the puppy class since the first week we got him. We did it for 10 weeks every Friday evening. It was kind of a commitment for all of us, me, Jijji, & Pepper. And we make it! With proud :)

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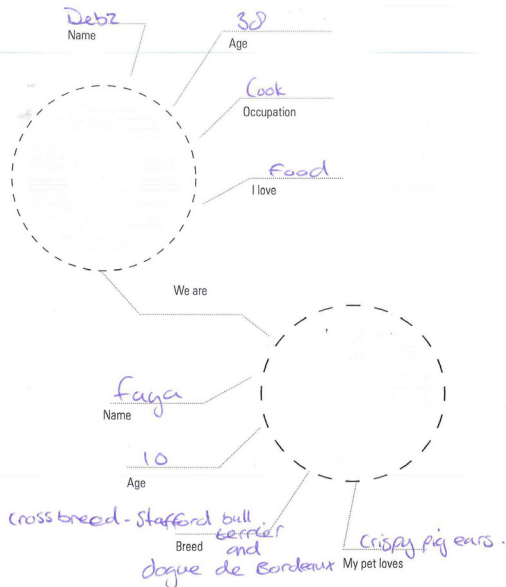
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THIS IS A MEMORABLE MOMENT THAT I SHARED WITH MY DOG...

Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.

In south of France in a tent, feeling warm, safe and happy to have her near me.

This moment was important for me because Its exactly the reason why someone would want a dog.

WANT TO ADD SOMETHING?

You can use this space for whatever you want...

I have an instagram page for my dog.
Instagram name: faya_dague_de_bordeaux.

THANK YOU FOR SHARING YOUR EXPERIENCES!

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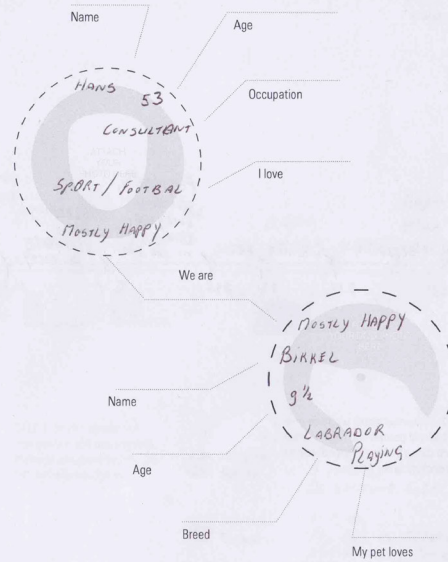
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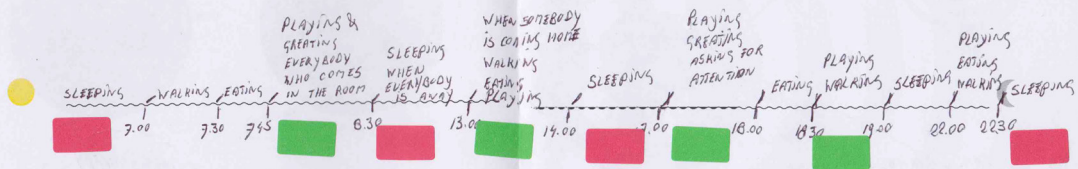
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THIS IS MY DAILY ROUTINE WITH MY DOG

We are really interested to know about a typical day with your pet.

STEP 1: please use this timeline to describe a day of your pet in text, drawings, arrows etc. Also include what is happening when your pet is not with you. Feel free to mention everything what has to do with your pet. You can see an example on the right.



STEP 2: In the next step it would be great if you could add positive and negative moments you had during this day in form of adding smile-stickers to the timeline.

STEP 3: Finally, please pick one positive and one negative moment and describe how you felt and why you felt so.

- How I felt ... **HAPPY**
Because ... I'M HOME WITH MY PET OR SOMEONE ELSE IS HOME
- How I felt ... **NORMAL**
Because ... MY PET IS SLEEPING AND HAS NOTHING TO DO, I'M WORKING.

YOUR DOG WELL-BEING

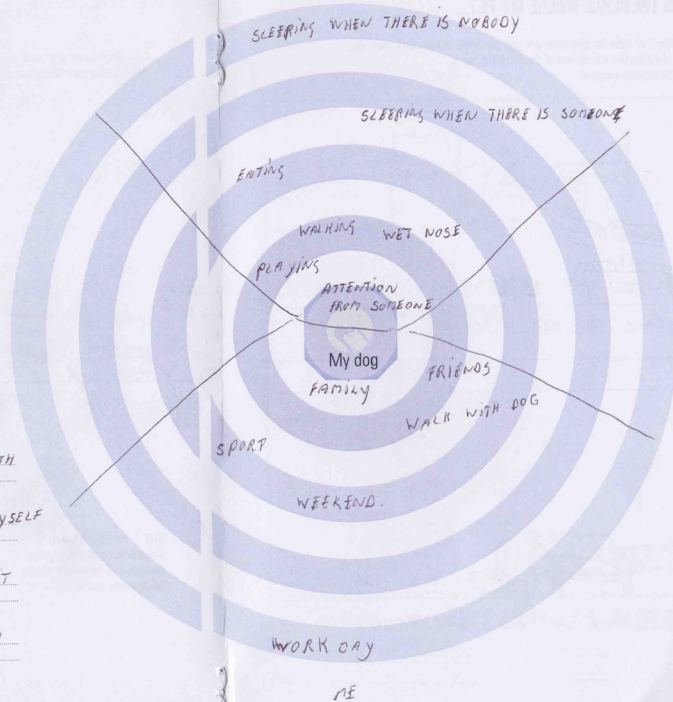
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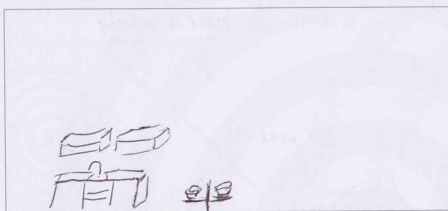
- 1 FAMILY / FRIENDS is important
Because ... IT'S NICE TO BE WITH SOMEONE
- 2 WEEKEND is important
Because ... I'VE TIME FOR MYSELF
- 3 SPORT is important
Because ... IT'S NICE TO BE FIT
- 4 DOG is important
Because ... WHEN HE IS HAPPY THAN I'M HAPPY

DOG



THIS IS THE PLACE WHERE MY PET...

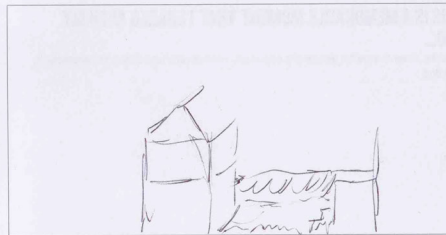
Take a picture or draw the places where your pet: eats, sleeps, play, walk etc. Describe the situation and all kind of rituals related to it. Feel free to express yourself.



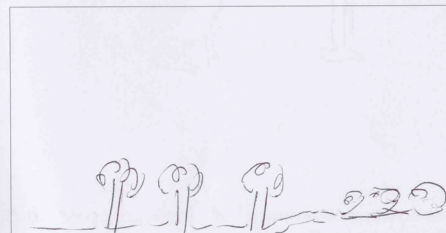
FOOD IN THE KITCHEN



SLEEPING IN HIS DOG BASKET



EVERYWHERE AROUND THE HOUSE IS A PLAY GROUND

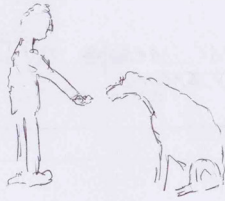


WALKING IN THE PARK OR SOMETIMES ON THE BEACH

12

THIS IS A MEMORABLE MOMENT THAT I SHARED WITH MY DOG...

Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.



This moment was important for me because WHEN I GIVE HIM A CANDY HE KNOWS IT IS ONLY FOR HIM WHEN I SAY IT'S OK.

13

THANK YOU TO ALL THE PEOPLE WHO HELPED ME...

Write the names of people who helped you during your project.

ALL THE PEOPLE WHO HELPED ME...

C

14

ABOUT US

We are a team of two motivated students currently doing our graduation project for the DloPD (Delft Institute of Positive Design) at the Faculty of Industrial Design Engineering at TU Delft.

The interactions between humans and product/service is the most fascinating aspect during our study. For the first time DloPD is focusing on the interaction between human and animals. Therefore we are happy to get to know you and your relationship with your pet better.



Nina

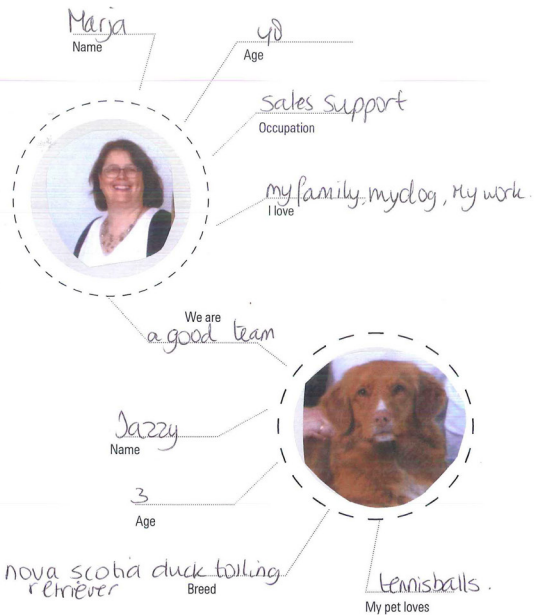


Beatrice

15

ABOUT YOU AND YOUR PET

This is how you see yourself and your pet. Please fill out the empty spots with your own data. Add whatever you want that you think is most important for you or that describe you better.

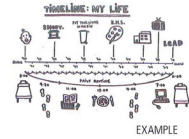


THIS IS MY DAILY ROUTINE WITH MY DOG

We are really interested to know about a typical day with your pet.

STEP 1: please use this timeline to describe a day of your pet in text, drawings, arrows etc. Also include what is happening when your pet is not with you. Feel free to mention everything what has to do with your pet.

You can see an example on the right.



STEP 2: In the next step it would be great if you could add positive and negative moments you had during this day in form of adding smile-stickers to the timeline.

STEP 3: Finally, please pick one positive and one negative moment and describe how you felt and why you felt so.

How I felt ...
Because ...

How I felt ...
Because ...

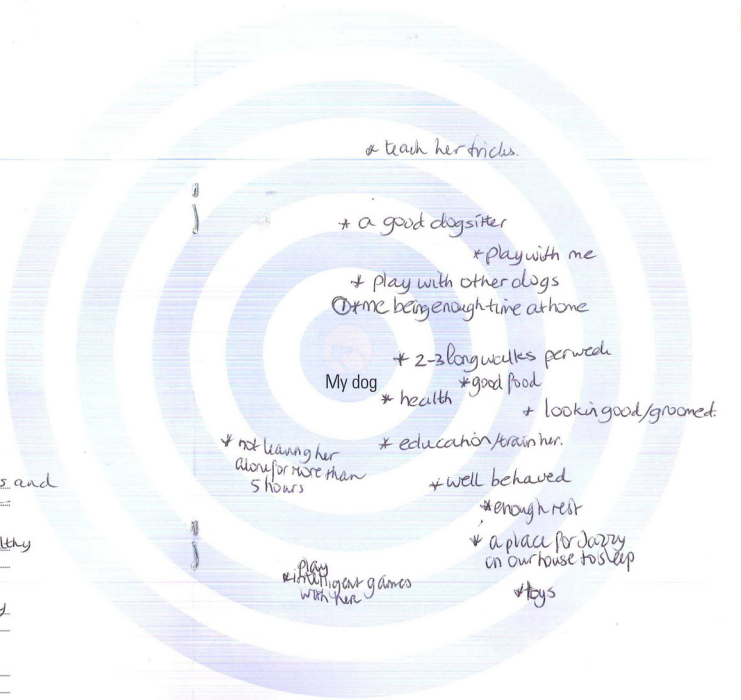
happy
Jazzy is sleeping next to me while I am watching tv

irritated
She demands my attention, wants to play and I have to cook, I am tired

YOUR DOG WELL-BEING

When it comes to your dog's well-being, what is important for you? Rate the words/actions by importance, the centre of the circle being the most important and the edge of the circle being the least important. Also elaborate the four most important and explain why it's important for you.

You can see an example of different topic below:



1. me being enough time at home is important
Because ... dogs are social beings and do not like to be alone.
2. 2-3 long walks per week is important
Because ... to keep her Jazzy healthy and happy
3. playing with other dogs is important
Because ... to keep Jazzy healthy and happy
4. her health is important
Because ... I want her to live long and happy

THIS IS THE PLACE WHERE MY PET...

Take a picture or draw the places where your pet: eats, sleeps. Describe the situation and all kind of rituals related to it. Feel free to express yourself.

waiting for the humans to come home!



1st priority = FOOD



I am allowed on the couch and I love the sun!



my friend Ruben

yawn... tired.

At night I sleep in the bench.



this is my garden



Stove backs! playing!

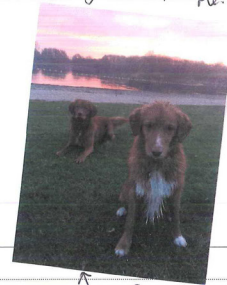
my boss who was afraid of hair and dirt. He loves me so much and cannot imagine his life without me.



Just chillin' in my bed!



Tuesday = harden with aat-service



my friend Chase

C

THIS IS A MEMORABLE MOMENT THAT I SHARED WITH MY DOG...

Describe, draw or attach a picture of a meaningful moment or situation that you shared with your dog.

When I am sad, tired and a little depressed lying on the couch, Jazzy can make herself clear that she wants to go out and play with me. She rolls on the ground and growls for a few minutes until I come off the couch and we go outside. When I am walking with her I talk to her and thank her for pushing me to go outside.

This moment was important for me because her asking my attention in the morning, during the day and in the evening, and keeping me in her rhythm, caring for her is good for my physiological wellbeing.

APPENDIX D



Toestemmingsverklaring (informed consent)

Onderzoek: Mens-hond relatie

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Email:	A.H.L.Tan@tudelft.nl

In te vullen door de deelnemer

Ik verklaar op een voor mij duidelijke wijze te zijn ingelicht over de aard, methode, doel van het onderzoek. Ik weet dat de gegevens en resultaten van het onderzoek alleen anoniem en vertrouwelijk aan derden bekend gemaakt zullen worden. Mijn vragen zijn naar tevredenheid beantwoord.

Ik begrijp dat deelname aan dit onderzoek maximaal 150 minuten zal duren.

Ik begrijp dat videomateriaal en verzamelde data uitsluitend voor analyse van het onderzoek zullen worden gebruikt.

Ik stem geheel vrijwillig in met deelname aan dit onderzoek. Ik behoud me daarbij het recht voor om op elk moment zonder opgave van redenen mijn deelname aan dit onderzoek te beëindigen.

Ik begrijp dat dit onderzoek door de Ethische commissie van de TU Delft goedgekeurd is HREC@tudelft.nl (OPTIONAL)

Ik erken dat ik voor dit onderzoek een onkostenvergoeding van 15,-euro(OPTIONAL) ontvang in de vorm van een cadeaubon en een traktatie voor mijn hond.

Ik erken dat ik een kopie van deze toestemmingsverklaring gekregen heb.

Naam deelnemer:

Datum:

Handtekening deelnemer:

.....

In te vullen door de uitvoerende onderzoekers

Ik heb een mondelinge en schriftelijke toelichting gegeven op het onderzoek. Ik zal resterende vragen over het onderzoek naar vermogen beantwoorden. De deelnemer zal van

APPENDIX E

0:00:00.000,0:00:04.650

P: when my wife is here because nowadays

0:00:02.580,0:00:07.919

she is living in Spain because she's doing

0:00:04.650,0:00:11.880

a master there and she's running with the

0:00:07.919,0:00:19.410

dog, that's normal activity.

0:00:11.880,0:00:39.809

I: how old is Olmo

P: almost six-and-a-half almost seven

0:00:19.410,0:00:42.000

years old.

I: you are a big man! and he is really beautiful

P: is a challenge take a pic

0:00:39.809,0:00:53.010

picture of him because he is always moving.

0:00:42.000,0:00:58.050

I: and are you also from Spain?

P: no i am from Columbia

0:00:53.010,0:01:06.450

she is Columbia too but she is studying there. I: and did you buy this dog in Columbia?

0:00:58.050,0:01:09.450

P: who? the dog? it was a present... how to explained that..

0:01:06.450,0:01:13.260

we are five in total in family

0:01:09.450,0:01:16.890

actually we are six and we used to

0:01:13.260,0:01:23.070

leaving a big farm, in Columbia, near to the capital

0:01:16.890,0:01:27.390

city that is call Bogotha that we have there a dog a

0:01:23.070,0:01:32.759

cat who is in some specific place now

0:01:27.390,0:01:35.850

because

PELUSAAAAA (he is calling the cat)

no idea where she is right now but

0:01:32.759,0:01:38.189

for sure she is going to pop up in a

0:01:35.850,0:01:41.009

couple of minutes and we have a horse

0:01:38.189,0:01:44.790

that still in Columbia because was impossible to

0:01:41.009,0:01:48.659

carry the horse from Columbia to here and

0:01:44.790,0:01:50.130

we are three humans my wife, who is right now in

0:01:48.659,0:01:55.350

Spain Valencia

0:01:50.130,0:02:02.909

doing a master, my daughter who is in her

0:01:55.350,0:02:08.369

cave right now in her room and

in total we

0:02:02.909,0:02:14.190

are six but here in NL we are in 5

0:02:08.369,0:02:19.440

And he was a present to my wife was like six

0:02:14.190,0:02:24.690

years ago six years some month ago...she used

0:02:19.440,0:02:27.480

to have an elderly dog at the guy

0:02:24.690,0:02:29.970

passed away for that time

0:02:27.480,0:02:35.010

six-and-a-half years ago and then one of

0:02:29.970,0:02:38.010

her friends made the decisions to have

0:02:35.010,0:02:40.860

these beautiful present for us and was a

0:02:38.010,0:02:51.870

puppy at that time , really really small guy

0:02:40.860,0:02:58.920

big ears and big and long legs and was a beautiful present for us and since

0:02:51.870,0:03:03.269

then he's with us.

I: He never went to Columbia?

0:02:58.920,0:03:05.579

P: Yeah yeah he was.... I mean when we

0:03:03.269,0:03:09.870

get this president was in Colombia and

0:03:05.579,0:03:12.329

we move to the NL three years and	I made the decision to travel back to	0:04:41.130,0:04:48.030
0:03:09.870,0:03:17.130 half ago	0:03:52.740,0:04:00.600 Colombia and talk about 2007/8.	we were moving all of us together.
I: How many hours is from Columbia to	0:03:58.260,0:04:05.730 So I made the decision to come back to Columbia	0:04:44.010,0:04:52.560 And it was 3 years and a half ago and
0:03:12.329,0:03:20.010 here it's 16?	0:04:00.600,0:04:13.020 So I moved back to Colombia and.	0:04:48.030,0:04:55.710 it was quite a challenge to find tickets for the dog and cat
P: 12 hours depending on the trip	0:03:17.130,0:03:22.049 and actually is one of my	0:04:52.560,0:04:58.470 and all the
0:03:20.010,0:03:25.109 stories there at the end of the booklet	0:04:05.730,0:04:17.910 because he's used to get some nice scratch here...	0:04:55.710,0:05:04.800 paperwork to have the permission to enter
0:03:22.049,0:03:28.109 because when we made the decisions to	0:04:13.020,0:04:21.900 I: yeah he's looking for that!	0:04:58.470,0:05:08.010 with the dog to the european union because
0:03:25.109,0:03:31.350 travel....ok the story is quite long I'll try to make it shorter	0:04:17.910,0:04:26.610 P: yep and he enjoys that and (going back to the main story) then at that time I	0:05:04.800,0:05:09.870 you have some
0:03:28.109,0:03:32.880 when I start here my master	0:04:21.900,0:04:29.400 made my actual partner and we were	0:05:08.010,0:05:12.570 regulations in regards to dogs and pets you know?
0:03:31.350,0:03:36.180 degree SPD at Delft	0:04:26.610,0:04:31.470 leaving in Columbia for a couple of years and	0:05:09.870,0:05:18.330 and we were traveling with a
0:03:32.880,0:03:40.500 university of technology, and when i finish	0:04:29.400,0:04:35.640 then I had the opportunity to do a PhD	0:05:12.570,0:05:27.870 dog and a cat was a little difficult
0:03:36.180,0:03:42.510 my master was working here, in Eindhoven,	0:04:31.470,0:04:38.010 here in NL, with scholarship from the Columbia	0:05:18.330,0:05:32.070 yeah here you are (point to the cat)
0:03:40.500,0:03:45.480 for sometime and then I was a little bit	0:04:35.640,0:04:41.130 government and we made a decision to	I: are they best friends? P: yeah! and we made the
0:03:45.480,0:03:50.820 well was a difficult time for find	0:04:38.010,0:04:44.010 travel with all family except for the horse	0:05:27.870,0:05:35.260 decisions we have to work a lot
0:03:49.440,0:03:52.740 a better job		0:05:32.070,0:05:38.110 especially collecting all the paperwork
0:03:50.820,0:03:58.260		0:05:35.260,0:05:40.600

all the more bureaucratique that you need to fill	0:06:20.260,0:06:24.250 piece of cake and we had all the	didn't appear, was like
0:05:38.110,0:05:44.230 and all the forms that form that you need to fill for this two	0:06:21.850,0:06:29.080 documents in order and all the	0:07:11.080,0:07:19.180 45 minutes, and I was a little bit nervous, you know!
0:05:40.600,0:05:49.930 guys and then we were traveling from	0:06:24.250,0:06:31.360 regulations regard the cat	0:07:15.160,0:07:21.760 And then my wife force me to ask what happened
0:05:44.230,0:05:52.000 Bogota to Madrid in a flight, and then one	0:06:29.080,0:06:33.490 crate and all the things	0:07:19.180,0:07:26.620 to the dog and the cat. I asked to the
0:05:49.930,0:05:57.010 long stop in Madrid and then Madrid	0:06:31.360,0:06:37.570 without any problem. We arrive here from	0:07:21.760,0:07:28.940 KLM desk and they said no hear a dog and cat
0:05:52.000,0:06:01.480 to Amsterdam. And we arrived in a local	0:06:33.490,0:06:42.490 the Spain and was perfect, no problem	0:07:26.620,0:07:32.360 in the airplane!
0:05:57.010,0:06:04.270 airline call La Bianca that is a Colombia's airline,	0:06:37.570,0:06:44.560 and then when were transfer from the airplane	0:07:28.940,0:07:35.120 I: oh my gosh! P: YEAH SURE! And was one of the most terrific
0:06:01.480,0:06:04.690 the trip was perfect without any problem	0:06:42.490,0:06:50.020 to the new one	0:07:32.360,0:07:38.870 moments in my life. It was horrible because
0:06:04.270,0:06:09.400 we had a small difficult with the cat,	0:06:44.560,0:06:53.200 KLM we filled different forms. And	0:07:35.120,0:07:42.500 apparently, when the lady from KLM was
0:06:04.690,0:06:14.170 because the crate	0:06:50.020,0:06:56.500 one of the ladies from KLM was helping	0:07:38.870,0:07:45.470 Filling in all the documents, she filled all
0:06:09.400,0:06:16.330 was not exactly with the	0:06:53.200,0:06:59.920 us to filling all these documents. Without any problem	0:07:42.500,0:07:48.560 the information except the destination..
0:06:14.170,0:06:18.340 dimensions that they were expecting but	0:06:56.500,0:07:04.630 we arrived here and when we arrived here we	0:07:45.470,0:07:53.270 means that they have no idea were
0:06:16.330,0:06:20.260 in general was not really difficult, with	0:06:59.920,0:07:06.550 were waiting for our bags, cool. We received	0:07:48.560,0:07:57.020 these animals, were final
0:06:18.340,0:06:21.850 the dog was perfect really	0:07:04.630,0:07:11.080 our bags and then we were waiting for	0:07:53.270,0:08:00.500 destination and when i asked for the
	0:07:06.550,0:07:15.160 the dog and the cat but they	0:07:57.020,0:08:04.790

pets the two guys were in a new	both and	0:09:25.850,0:09:35.510
0:08:00.500,0:08:08.720	0:08:46.910,0:08:53.030	fulfilling all the work around them.
airplane they were just packed in the	they travel with us from Colombia to hear	0:09:32.360,0:09:39.170
0:08:04.790,0:08:11.960	0:08:49.520,0:08:54.950	I think that they are going to be a
new airplane to go back to Spain.	and we are planning	0:09:35.510,0:09:40.760
0:08:08.720,0:08:14.690	0:08:53.030,0:08:58.850	more or less in the same situation, i think the apartment
Thanks god I asked on time and was not	to travel back to Colombia the coming	0:09:39.170,0:09:44.510
0:08:11.960,0:08:17.300	0:08:54.950,0:08:59.870	is a little bit bigger than this one
really a big deal for them we have the dog	year and they are coming with us	0:09:40.760,0:09:49.550
0:08:14.690,0:08:22.340	0:08:58.850,0:09:04.730	but we have a farm and in the farm we can
and the cat just 15 minutes after i	of course. I: And is not a problem	0:09:44.510,0:09:52.279
0:08:17.300,0:08:25.580	0:08:59.870,0:09:08.839	spend the weekend, so they can run a lot
asked but was a quite dangerous situation	like although... P: no no no i think is no to	0:09:49.550,0:09:55.250
0:08:22.340,0:08:29.930	0:09:04.730,0:09:10.610	I: when was last time that you went back with them?
for us. And in	a big deal and I need to find their new	0:09:52.279,0:09:57.680
0:08:25.580,0:08:33.590	0:09:08.839,0:09:13.040	P: three years and a half ago I mean just
conclusion was just a simple problem of	regulations in Colombia because you know	0:09:55.250,0:10:05.540
0:08:29.930,0:08:36.169	0:09:10.610,0:09:15.260	one time..
the forms, because in the forms was not clear	some of these regulations are changing	I:you think that they can recognize the place
0:08:33.590,0:08:38.630	0:09:13.040,0:09:18.440	0:09:57.680,0:10:07.910
the destination of the dog and the cat, and	depending on the time for sure we will	or people? P: No i don't think so
0:08:36.169,0:08:41.599	0:09:15.260,0:09:22.460	0:10:05.540,0:10:09.470
thanks God we got the dog and cat just	find a way to have all the documents in	well this is a good question, i am not entirely sure but I
0:08:38.630,0:08:43.550	0:09:18.440,0:09:25.850	0:10:07.910,0:10:16.040
15min after that it wasn't a quite shocking for us.	order to travel with them, on time	don't think so because we are going to
0:08:43.550,0:08:49.520	0:09:22.460,0:09:32.360	0:10:09.470,0:10:20.240
And yes they are from Columbia	and in filling all the regulations and	move to a new place I: i don't think that they will have any problem

0:10:16.040,0:10:23.420 i mean they are super friendly P:for them was easy especially for the dog was quite	0:10:52.150,0:10:59.860 And i notice when you opened the door he start to run	0:11:37.900,0:11:44.380 we are three but i'm just miss someone. I
0:10:20.240,0:10:26.120 easy to adapt to the new con- text and the	0:10:55.810,0:11:03.010 outside, but he always do that? P: no no no, just today	0:11:41.230,0:11:46.930 think he's not exactly sure who is the
0:10:23.420,0:10:29.540 Netherlands for he was like or is like	0:10:59.860,0:11:08.380 to say this is the place..	0:11:44.380,0:11:52.270 person is missing but is missing someone
0:10:26.120,0:10:30.470 his home is not big deal because	0:11:03.010,0:11:10.150 I: because he maybe recognized also your	0:11:46.930,0:11:55.750 and sometimes when the ring bells
0:10:29.540,0:10:33.140 he's here	0:11:08.380,0:11:12.070 kind of routine P: oh yeah	0:11:52.270,0:12:01.510 I think he is thinking that is my partner
0:10:30.470,0:10:35.600 happy and for the cat was a little bit	0:11:10.150,0:11:14.920 I: perhaps he realize that	0:11:55.750,0:12:06.910 I: yes so he is going to check P: but
0:10:33.140,0:10:38.900 difficult for her was a little bit more	0:11:12.070,0:11:19.870 everybody are here and who is going to be	0:12:01.510,0:12:09.520 of course is more or less our timer
0:10:35.600,0:10:41.270 shocking experience moving from all	0:11:14.920,0:11:24.940 now? P: I think in a certain way he is missing	0:12:06.910,0:12:12.400 because he is a perfect timer for all the
0:10:38.900,0:10:44.660 apartment to this new one and something	0:11:19.870,0:11:29.350 his mom because she's in Spain since last	0:12:09.520,0:12:15.910 activities that we have. In the morning is
0:10:41.270,0:10:47.360 difficult for her. I mean he (pointing the dog)is more easy to adapt	0:11:24.940,0:11:32.590 month or before 1 month and 1 weeks something like that and he's still	0:12:12.400,0:12:20.230 perfect timing for waking up be- cause we
0:10:44.660,0:10:48.830 to a new places I: and also to people	0:11:29.350,0:11:35.560 sometimes missing her I think I'm not all	0:12:15.910,0:12:24.040 used to wake up at 6.30 am 6.45 am
0:10:47.360,0:10:52.150 I see P: ya	0:11:32.590,0:11:37.900 the time but sometimes he is missing	0:12:20.230,0:12:29.140 and he's always, this guy, he is normally is
0:10:48.830,0:10:55.810 he is quite friendly I: is super friendly	0:11:35.560,0:11:41.230 like okay and counting	0:12:24.040,0:12:34.360 living here on the couch and nor- mally he is
		0:12:29.140,0:12:37.059 at 6.45 he is moving to my room
		0:12:34.360,0:12:52.869

to say ok, let's start to have a breakfast.	there.	0:15:09.160,0:15:17.680
0:12:52.869,0:13:02.349 my other question are regarding the booklet	0:13:54.639,0:14:08.199 is have a good bits are there also for	P:No i think in our 0:15:12.009,0:15:22.329 case is basically Spanish and the mains
0:12:58.329,0:13:05.589 but we can check it	0:13:57.249,0:14:23.739 the gap again	0:15:17.680,0:15:24.279 instruction or orders are in English but I mean in the
0:13:02.349,0:13:09.849 later and then this one is the	0:14:08.199,0:14:27.970 I:Do you speak spanish with him? P: well, we try to	0:15:22.329,0:15:28.389 normal conversation if you want to call
0:13:05.589,0:13:12.219 piece of couch for your dog or was always like that?	0:14:23.739,0:14:31.540 training him, long time ago four years ago	0:15:24.279,0:15:34.629 it's in Spanish!
0:13:09.849,0:13:14.919 P: yeah he has two corner	0:14:27.970,0:14:33.610 in Colombia and the training was in english, because apparently all	I: Do you have different routine between
0:13:12.219,0:13:19.539 in this apartment... this one is his	0:14:31.540,0:14:38.560 the instructions are.. the standard	0:15:28.389,0:15:44.559 the morning and maybe the evening? P: well we have like,
0:13:14.919,0:13:24.009 bad and in the kitchen is more corner	0:14:33.610,0:14:41.199 instructions are in English, like sit come bla bla bla. But all the	0:15:34.629,0:15:49.540 depending on the days, different kind of routine.
0:13:19.539,0:13:26.379 for his food and medicines and cookies and this things	0:14:38.560,0:14:47.860 time we speak with him in Spanish I think, well except the orders	So a normal day during the 0:15:44.559,0:15:53.589 week like today Monday, we used to
0:13:24.009,0:13:30.249 I: medicine for what?	0:14:41.199,0:14:51.160 I: Ok, but then still that stop, come here still in english!	0:15:49.540,0:16:00.220 wake up a quarter past six/ half past six
0:13:26.379,0:13:33.999 P: no well sometimes just for maintenance	0:14:47.860,0:14:54.370 P: is in english yeah!	0:15:53.589,0:16:06.040 normally that's the standard time to wake up.
0:13:30.249,0:13:46.569 for... he used to have a problem with one leg	0:14:54.370,0:15:00.399 I: because we know another girl	0:16:00.220,0:16:08.800 Then, because my wife is not here i'm
0:13:33.999,0:13:51.069 , was more an infection in one finger	0:14:57.639,0:15:06.160 perhaps she she's speaking Chinese and Dutch	0:16:06.040,0:16:11.279 taking care of the cooking during the
0:13:46.569,0:13:54.639 not, nothing really serious. and we have all	0:15:00.399,0:15:09.160 and in English with her dog	0:16:08.800,0:16:14.399
0:13:51.069,0:13:57.249 these stuff for pet also food are		

0:16:11.279,0:16:19.110	0:17:15.949,0:17:21.740	0:18:14.269,0:18:25.549
mornin's for my dog and for me and having some bread and some	for something like that I: So also the leftover? But like it's	And now that we are mixing the
0:16:14.399,0:16:21.959	0:17:19.879,0:17:25.939	0:18:20.059,0:18:29.750
sandwiches for her (daughter) school and for my job	change the way that you are giving the	dry food with wet food that I think is the,, I: He get more appetite..? P: Yes!
0:16:19.110,0:16:25.290	0:17:21.740,0:17:29.509	0:18:25.549,0:18:36.830
and these days I'm working here at home	human food rather than dog food? P: No the problem is	It is better for him and is more tasty for
0:16:21.959,0:16:30.209	0:17:25.939,0:17:34.399	0:18:29.750,0:18:40.610
because my wife is in Spain but normally i	that he used to have some epi- sodes of	him and we mix this
0:16:25.290,0:16:33.120	0:17:29.509,0:17:39.830	0:18:36.830,0:18:41.290
am leaving around half past seven the king the	problems with the food and he was not really	with a human food and that is the perfect
0:16:30.209,0:16:38.699	0:17:34.399,0:17:45.019	0:18:40.610,0:18:46.120
normal ritual is that we wake up half past six again	the food here is a little bit more dry than the food that he had in columbia and he had some	combination for him
0:16:33.120,0:16:53.910	0:17:39.830,0:17:48.139	0:18:41.290,0:18:48.880
— he had a breakfast round seven	problems of adaptation with his food..took sometimes to adapt him, and I don't want to say to force him.. but motivate him to eat!	Because he loves human food... I mean sometimes
0:16:38.699,0:16:59.160	0:17:45.019,0:17:51.679	0:18:46.120,0:18:52.180
quarter past 7. No 7 am i think, and the	and was long long time a real pain in the ass...Because you have to be with him all the time. Asking please Olmo, eat your food for long time	a little bit of meat or rise with meat
0:16:53.910,0:17:06.000	0:18:05.240,0:18:11.779	0:18:48.880,0:18:55.540
normal breakfast is to two cups of food	I mean 3 to 5 minutes 3 minutes every	that's perfect combination for him. But the
0:16:59.160,0:17:10.140	0:18:08.419,0:18:14.269	0:18:52.180,0:18:59.410
and some of our food, so we mix a bit of dog food and	morning every evening and that's quite	proportion is ninety-five percent dog
0:17:06.000,0:17:11.689	0:18:11.779,0:18:20.059	0:18:55.540,0:19:02.920
human food sometimes with vegetables or a	and demanding and that's little bit a pain in the ass actually!	food just five % human food. I: So it wasn't
0:17:10.140,0:17:15.949	0:18:11.779,0:18:20.059	0:18:59.410,0:19:09.280
leaving meat,	and demanding and that's little bit a pain in the ass actually!	like more you're having dinner and then sometimes
0:17:11.689,0:17:19.879	0:18:11.779,0:18:20.059	0:19:02.920,0:19:12.700
something that we eat the day before	and demanding and that's little bit a pain in the ass actually!	you feeding him? P: yes and I have to say that is my wife to spoiling
		0:19:09.280,0:19:18.250
		him after the lunch and the dinner

with some human food	0:20:05.290,0:20:11.910	0:21:02.130,0:21:12.000
0:19:18.250,0:19:25.030 and that's always difficult, be- cause when we're having dinner here for instance... (pointing to the living room)	seven and in the evening is more or less	sometimes one hour during the afternoon
0:19:22.180,0:19:28.270 he is always waiting for his final part..you know!	0:20:10.690,0:20:17.760 in the same order.	0:21:05.970,0:21:16.020 evening he have his dinner, that it's around
0:19:25.030,0:19:32.440 And in the end we went to	0:20:11.910,0:20:21.270 First he has dinner.. I: While are you cooking? P: Wait wait wait...	0:21:16.020,0:21:23.970 quarter past seven. I mean, quarter past 7 in the morning is his breakfast
0:19:32.440,0:19:39.220 the kitchen and have some small piece of our food! I: Ok so,	0:20:17.760,0:20:24.870 no no no that's wrong, sorry for that! In the	0:21:19.350,0:21:30.060 quarter-past seven in the evening is his dinner
0:19:37.660,0:19:43.090 first of all he's eating as	0:20:21.270,0:20:29.130 morning we have breakfast...	0:21:23.970,0:21:34.530 and after the dinner after the breakfast he have
0:19:39.220,0:19:45.730 first or after you, usually? P: In the	0:20:24.870,0:20:32.670 he had breakfast before us yeah! and	0:21:30.060,0:21:40.530 a walk in the morning and be- fore the
0:19:43.090,0:19:48.730 morning after us	0:20:29.130,0:20:35.850 then we have breakfast, human, and then	0:21:34.530,0:21:46.410 dinner he has the walk-in the evening.
0:19:45.730,0:19:52.420 no sorry before us	0:20:32.670,0:20:38.640 the a walk and in the	I: Is he eating just twice per day?
0:19:48.730,0:19:54.880 yeah! normally I cook some- thing	0:20:35.850,0:20:44.730 evening is on the other way around.We have	0:21:40.530,0:21:50.040 P: Technically speaking yes, bad after our
0:19:52.420,0:19:58.510 and when I'm cooking he is eating	0:20:38.640,0:20:49.320 first the walking, it's around 6p.m. 5.45 p.m.	0:21:46.410,0:21:52.680 lunch he has some beats some- times
0:19:54.880,0:20:02.170 and then we have breakfast he just	0:20:44.730,0:20:52.110 depending. But normally we can, we want to	0:21:50.040,0:21:58.140 cookies during the afternoon I mean we
0:19:58.510,0:20:05.290 waiting for us and then we have a long	0:20:49.320,0:21:02.130 fix some time in a schedule for him.. come come!(referring to Olmo)	0:21:52.680,0:22:02.550 are not really well disciplined and well structured family
0:20:02.170,0:20:10.690 walk during the morning around half past	0:20:52.110,0:21:05.970 And after the walk that is 45 minutes	0:21:58.140,0:22:06.550 in that sense. But the proper meals are in
		0:22:02.550,0:22:09.910 the morning and in the evening.

I: Is actually the first time that I see a	0:22:55.180,0:23:03.760 your wife that is feeding the dog or is you?	0:23:43.900,0:23:50.710 mornings during the week-long here, i mean is
0:22:06.550,0:22:14.710 dog really close to the person like that.	0:22:58.990,0:23:09.340 P: I feeding the dog I: Ok! so you are usually feeding the dog	0:23:47.650,0:23:56.470 not that type of dog who normally is
0:22:09.910,0:22:17.890 P: Is always like that! it's funny because it	0:23:03.760,0:23:14.500 and then is dependent of who is at home basically	0:23:50.710,0:24:00.160 alone in his place from 8am till 6pm not
0:22:14.710,0:22:22.420 looks like a big dog and people assume	0:23:09.340,0:23:17.800 P: Yeah, nowadays I am full time here	0:23:56.470,0:24:03.040 is always with someone or with my wife
0:22:17.890,0:22:25.150 this is like a independent dog or like a...	0:23:14.500,0:23:21.220 except a couple of days that I have	0:24:00.160,0:24:08.980 because my wife used to
0:22:22.420,0:22:31.450 but not he is really close	0:23:17.800,0:23:24.550 means that I moving to the University	0:24:03.040,0:24:11.680 used to stay here or with me now
0:22:25.150,0:22:36.430 to us! I: He is also a little bit shine maybe? I: a little bit...he is not the	0:23:21.220,0:23:27.490 just two mornings during the week but for	0:24:08.980,0:24:15.460 I: yeah! But you're doing that because you feel
0:22:31.450,0:22:39.640 most... its friendly with the other dogs	0:23:24.550,0:23:31.990 the rest and here sit at that corner writing	0:24:11.680,0:24:16.510 guilty in a way, because of the dog's
0:22:36.430,0:22:42.760 but for him is a little bit difficult to break the	0:23:27.490,0:23:35.170 reading and he is with me all the time. And that's why	0:24:15.460,0:24:21.040 need...why?
0:22:39.640,0:22:46.810 ice and have contact with them.	0:23:31.990,0:23:38.350 is one of the things that I'm quite proud of and	0:24:16.510,0:24:26.140 P: no I think it's one of the
0:22:42.760,0:22:52.600 yeah and with humans it's fine... I: yes I assume that he has	0:23:35.170,0:23:38.800 that's a fact that we are always with the	0:24:21.040,0:24:29.110 nicest conditions that for us means the
0:22:46.810,0:22:55.180 friends in the neighbourhood right? P. Yap yep, absolutely I:Ok, sorry but I want to just do a	0:23:38.350,0:23:43.900 dog	0:24:26.140,0:24:32.290 Netherlands. Means that I used to work in
0:22:52.600,0:22:58.990 step back, so is basically	0:23:38.800,0:23:47.650 I mean the dog is rarely, I mean the most two	0:24:29.110,0:24:35.920 Colombia full-time, I had a b09*^%\$ assignment in Colombia,
		0:24:32.290,0:24:38.320 a quite important job there
		0:24:35.920,0:24:42.220

and my wife was working all the time	0:25:18.760,0:25:21.790 at the same time I: so you also were looking	0:25:54.160,0:25:58.900 manage your time in a more flexible way.
0:24:38.320,0:24:44.860 too. and one of the things that was pitty	0:25:21.430,0:25:25.120 for that?	0:25:56.140,0:26:01.240 and my wife here, she has another job
0:24:42.220,0:24:47.200 for us there is that dog was all the	0:25:21.790,0:25:29.350 P: yeah, exactly ! and it's another factor that we	0:25:58.900,0:26:04.510 here means that you all the time
0:24:44.860,0:24:50.650 time.. we used to have a big house, bigger than	0:25:25.120,0:25:31.420 feel guilty is more like I have a chance	0:26:01.240,0:26:08.000 during the past three years and half at home
0:24:47.200,0:24:52.030 these... three times this place here is	0:25:29.350,0:25:35.020 to do it and now, nowadays because i'm	0:26:04.510,0:26:12.770 that was a little bit bored. But she was here most of the time
0:24:50.650,0:24:57.100 impossible because of the crisis of	0:25:31.420,0:25:38.140 here in the NL i'm doing a PhD. PhD is	0:26:08.000,0:26:15.680 and in that sense we have more, we have
0:24:52.030,0:25:02.590 course! But living there means for us	0:25:35.020,0:25:39.400 full-time job but is a full-time	0:26:12.770,0:26:19.130 the chance to stay more time with our
0:24:57.100,0:25:06.070 more time in a job and the final year	0:25:38.140,0:25:41.470 job here	0:26:15.680,0:26:22.790 pets and our daughter, not in that order of
0:25:02.590,0:25:09.970 before arrive here i had the opportunity to move	0:25:39.400,0:25:44.920 not necessarily in your office you are	0:26:19.130,0:26:25.490 course!And that it's a nice opportunity
0:25:06.070,0:25:12.730 my office to my house to my	0:25:41.470,0:25:46.720 thinking writing reading. You have some	0:26:22.790,0:26:28.100 I don't know if we can continue with that
0:25:09.970,0:25:15.670 home and then I realized that is a	0:25:44.920,0:25:49.630 responsibilities with the university you	0:26:25.490,0:26:30.830 Well we will be back in Colombia
0:25:12.730,0:25:18.760 perfect place for me to work and	0:25:46.720,0:25:51.490 have to teach something you have to attended	0:26:28.100,0:26:34.010 because for sure there I would have
0:25:15.670,0:25:21.430 it was a perfect mix to have more time with Olmo	0:25:49.630,0:25:54.160 some meetings organized and activities	0:26:30.830,0:26:41.210 another kind of responsibility for sure
	0:25:51.490,0:25:56.140 there, but you can handle and you can	

0:26:34.010,0:26:43.280 I will need to have a job in a different	ent kind of house,maybe with a garden or in him! it's super fine! P: yeah that is different	bree is particularly close to humans and
0:26:41.210,0:26:45.350 place in my house, probably I am not entirely sure	0:27:23.930,0:27:29.510 I: And of course with the cat is a completely different story. P: Completely different story, she is	0:28:18.440,0:28:26.270 it's a big bree bad at the same time
0:26:43.280,0:26:49.220 is depending of different things but	0:27:32.600,0:27:41.150 autonomous... Well we are	0:28:21.380,0:28:29.540 is close. The expression in spanish is "fanderos". it's mean a kind of
0:26:45.350,0:26:52.760 in general I think was a preferable and	0:27:37.880,0:27:45.050 just like friends for her. I mean	0:28:26.270,0:28:33.980 dog that are
0:26:49.220,0:26:55.220 desirable condition parts. We were	0:27:41.150,0:27:48.140 we are a family of the dog but for the cat...	0:28:29.540,0:28:34.520 always nearby you and near to your skirt.
0:26:52.760,0:26:58.190 willing to have this opportunity and during these	0:27:45.050,0:27:51.590 "ok thank, nice" But him (the dog) he is absolutely	0:28:33.980,0:28:36.980 Fanderos are the dog that are always been near to the owner in a different ways. And we say that this kind of bree in Columbia his this dog...always with you.
0:26:55.220,0:27:02.060 two years and half and will in the end of four	0:27:48.140,0:27:54.950 dependent on us. He's always with has all the	0:28:51.500,0:28:58.670 And the second part is
0:26:58.190,0:27:04.850 years of my PhD was a perfect time to	0:27:51.590,0:27:56.060 time and well the relationship is different.	0:28:54.410,0:29:02.330 that we are quite close with the dog. But close in
0:27:02.060,0:27:09.590 have more family, quality time with our family.	0:27:54.950,0:28:01.010 I: Do you think, this is	0:28:58.670,0:29:04.460 sense of that the dog is part of our family.
0:27:04.850,0:27:12.230 And again i'm not entirely sure	0:27:56.060,0:28:04.790 because of is bree or there is a reason, such as	0:29:02.330,0:29:07.190 yeah i'm not just saying that is because
0:27:09.590,0:27:15.980 sure if i can continue or we can	0:28:01.010,0:28:09.020 because you like a domesticated or growing	0:29:04.460,0:29:10.190 of the dog is because all of us are
0:27:12.230,0:27:19.790 continue with the same lifestyle but	0:28:04.790,0:28:11.630 up him in a specific way? P: I think it's a	0:29:07.190,0:29:13.670 family. When I say that my family we are
0:27:15.980,0:27:23.930 we want to try at least. I: Well is also true that	0:28:09.020,0:28:18.440 combination of these things, I think that this	0:29:10.190,0:29:17.570 that we are in 6 is not just a saying. I am sure
0:27:19.790,0:27:27.470 if you have a completely differ-	0:28:11.630,0:28:21.380	0:29:17.570,0:29:22.850

that we are six because the horse is	grocery	supermarkets here but most of the time
0:29:20.690,0:29:23.420 part of the family, the cat is part of the family and the dog is part of the family...and that's our	0:30:08.790,0:30:13.890 perhaps and he cannot come inside with me	0:30:50.250,0:30:56.850 when we walk around Den Haag we can stay
0:29:28.460,0:29:36.690 attitude regards to all	0:30:10.920,0:30:16.500 and I don't want to leave it alone so I	0:30:53.970,0:30:59.520 with the dog without any problem, we can use public transport
0:29:33.110,0:29:40.620 I:yeah! I can image, but perhaps	0:30:13.890,0:30:19.380 will do grocery very quickly!"	0:30:56.850,0:31:02.670 without any problem we can visit some
0:29:36.690,0:29:45.000 I was asking that also	0:30:16.500,0:30:22.590 P: yeah and that is something that for	0:30:59.520,0:31:05.130 some of our friends, without any problem. Most
0:29:40.620,0:29:46.620 because I can see differences	0:30:19.380,0:30:25.680 us is changing here a lot and that's the	0:31:02.670,0:31:08.430 of the restaurant we visit are
0:29:45.000,0:29:48.660 of course, since we start to interview a	0:30:22.590,0:30:27.630 fact that you can carry your dog or you	0:31:05.130,0:31:10.860 restaurants that allow dogs in a certain way
0:29:46.620,0:29:51.090 lot of people and also my parents have a	0:30:25.680,0:30:31.200 can stay with your dog in different	0:31:08.430,0:31:14.910 and that's not easy to find in Colombia.
0:29:48.660,0:29:53.790 dog and my mother say: " hi	0:30:27.630,0:30:31.830 places and that's for me and for us as a	0:31:10.860,0:31:17.280 And I mean using public transport
0:29:51.090,0:29:56.970 I don't care when I want to go out, he	0:30:31.200,0:30:35.160 family,	0:31:14.910,0:31:21.960 with the dog in Colombia, in Bogota is
0:29:53.790,0:29:59.310 can destroy home do whatever he wants but...	0:30:31.830,0:30:38.790 fantastic! That is not the same in Colombia, i mean	0:31:17.280,0:31:26.610 impossible and we didn't have a car there
0:29:56.970,0:30:01.920 I need to go out so he	0:30:35.160,0:30:42.270 most of the supermarkets are just places	0:31:21.960,0:31:29.370 a private car there, and was a pain in the ass... carrying the dog there
0:29:59.310,0:30:06.180 have to say alone for a few hours!" and	0:30:38.790,0:30:47.670 where dogs are not allowed for instance!	0:31:26.610,0:31:33.120 because with taxi is impossible to find a cab
0:30:01.920,0:30:08.790 like yesterday also the lady that we met	0:30:42.270,0:30:50.250 I: and also here? P: well we visited	0:31:29.370,0:31:35.760
0:30:06.180,0:30:10.920 she say: "no no, if I have to do	0:30:47.670,0:30:53.970	

that allows you to have the dogs

0:31:33.120,0:31:36.750
there. Because this guy is a huge

0:31:36.750,0:31:44.190
and was always difficult for us to have

0:31:39.150,0:31:46.230
some sort of social life and forward of

0:31:44.190,0:31:51.600
our place further than our apartment

0:31:46.230,0:31:54.630
with the dog. But here is extremely...is a piece of

0:31:51.600,0:31:56.430
cake! Except some two or three places,

0:31:54.630,0:31:57.420
of course here, if you have a medical

0:31:56.430,0:31:59.790
appointment

0:31:57.420,0:32:02.910
you are not going with the dog of course

0:31:59.790,0:32:05.370
if you need to go for groceries, ok

0:32:02.910,0:32:07.950
you cannot enter with the dog to the grocery

0:32:05.370,0:32:13.410
store but if I would like to see I don't know

0:32:07.950,0:32:16.350
pain driver, USB key new laptop in

0:32:13.410,0:32:20.310
market plan and you can go with the dog and I will

0:32:16.350,0:32:23.520
go with the dog, because the public transport is an easy

0:32:20.310,0:32:29.010
way to travel with the dog.

0:32:23.520,0:32:32.700
In conclusion I think here's 200 times

0:32:29.010,0:32:36.000
easier to have a dog in outside of your

0:32:32.700,0:32:37.470
place and that's one that's really nice

0:32:36.000,0:32:39.900
and that's something that for sure is

0:32:37.470,0:32:44.610
going to, it would be different

0:32:39.900,0:32:47.760
Colombia when we are going back.

I: are you going with Olmo on the bike?

0:32:44.610,0:32:49.680
Because i think that is

0:32:47.760,0:32:52.590
perfect because here is super flat so

0:32:49.680,0:32:58.080
people still go on the bike and basically you can

0:32:52.590,0:32:59.460
let your dog run a little bit!

P: yeah right! Now we, we

0:32:58.080,0:33:02.940

tried to do

0:32:59.460,0:33:06.510
it, but it's a little bit difficult. It's not that

0:33:02.940,0:33:11.520
easy is a little tricky and I saw that

0:33:06.510,0:33:16.440
some bike stores sell some kind of

0:33:11.520,0:33:21.120
connection from the wheel to have

0:33:16.440,0:33:23.370
a place to have your dog and to

0:33:21.120,0:33:26.580
carry the leash of the dog and the dog can

0:33:23.370,0:33:28.860
walk with you or run with you and that's

0:33:26.580,0:33:31.610
not that easy, I mean by hand is something difficult

0:33:28.860,0:33:34.460
because the stability is hard and I am not an expert.

0:33:31.610,0:33:38.390
And cycling means,

0:33:34.460,0:33:42.650
I'm not used to cycling with the dog but,

0:33:38.390,0:33:45.230
in general we use public transport

0:33:42.650,0:33:48.260
or we walk without any

0:33:45.230,0:33:51.650
problem. The only problem is at the

0:33:48.260,0:33:55.610
University that doesn't allow me to have

E

0:33:51.650,0:34:00.950 my dog in the offices. And I can understand	0:34:38.720,0:34:45.560 with her dog all the time in her	0:35:22.359,0:35:28.990 find places where the dogs are allowed and I can
0:33:55.610,0:34:02.720 the situation but if you see the, I think	0:34:41.750,0:34:48.470 office in our building, means that she	0:35:26.020,0:35:32.380 understand why. I mean is difficult to to keep a
0:34:00.950,0:34:06.799 they are going to change the regulation,	0:34:45.560,0:34:52.460 open the opportunity for other people	0:35:28.990,0:35:36.190 place clean if the dog is there... etc etc
0:34:02.720,0:34:10.490 because if you see, we have the Dean and then	0:34:48.470,0:34:54.800 like me, who wants to be with the dog in the	0:35:32.380,0:35:40.510 I mean is one of the conditions.
0:34:06.799,0:34:14.119 you have the directors of the different	0:34:52.460,0:34:57.050 offices, to ask for the time of	0:35:36.190,0:35:43.150 I:yeah I know, but it's depends also how people, i
0:34:10.490,0:34:18.560 departments and one the	0:34:54.800,0:35:02.359 permission. But i'm not entirely sure yet...	0:35:40.510,0:35:46.240 believe, how people domesticate their dogs.
0:34:14.119,0:34:21.139 department director is a lady who is	0:34:57.050,0:35:05.810 I: maybe they are going to make a new space for dogs? P: Maybe, I didn't hear	0:35:43.150,0:35:50.589 Because, perhaps, in fact my other question
0:34:18.560,0:34:25.730 coming here dog all the time i think	0:35:02.359,0:35:06.670 P: I have no idea! And i am sure that is	0:35:46.240,0:35:55.960 will be: do you have any kind of rituals or tik with him?
0:34:21.139,0:34:27.980 is from design engineering department	0:35:05.810,0:35:09.940 possible	0:35:50.589,0:36:00.640 With Olmo? P: Rituals in terms of..
0:34:25.730,0:34:30.230 i'm not really familiar with that	0:35:06.670,0:35:14.230 or maybe, will take some time for now	0:35:55.960,0:36:02.440 I: Well rituals can be whatever
0:34:27.980,0:34:33.080 department because i'm working in Industrial design	0:35:09.940,0:35:15.790 is the only gossip that can say now. But	0:36:00.640,0:36:10.780 perhaps you ... watch tv together
0:34:30.230,0:34:35.629 and in innovation	0:35:14.230,0:35:18.849 that's not easy to find in	0:36:02.440,0:36:14.290 P: Ok, well I think we have all days more
0:34:33.080,0:34:38.720 program management, that's everyone.	0:35:15.790,0:35:22.359 Colombia I mean a company or factory or in a	0:36:10.780,0:36:18.130 or less the same kind of activities. But one
0:34:35.629,0:34:41.750 yeah and but apparently she stay	0:35:18.849,0:35:26.020 building with offices is difficult to	0:36:14.290,0:36:22.930 particular ritual that is quite

important for

0:36:18.130,0:36:27.880
him is to, at the end of the day
when all the

0:36:22.930,0:36:34.540
activities are finish, normally I

0:36:27.880,0:36:39.040
close the windows the curtains
and then I stay

0:36:34.540,0:36:40.359
sometimes with him in the
darkness. Just to say have

0:36:39.040,0:36:45.819
a good evening, have a good
night and that's it!

0:36:40.359,0:36:53.049
But stay there with him lay
down and stay

0:36:45.819,0:36:57.460
wit him, five/ten minutes just
stay with him

0:36:53.049,0:37:05.800
and that it is. This is a kind of
rituals!
I: He is afraid or?

0:36:57.460,0:37:07.869
P: No, no no i think, no i don't
think so he is not afraid it's just
a ritual that we have.

0:37:05.800,0:37:10.599
I: It's never happened that, I
don't know, maybe

0:37:07.869,0:37:13.660
you forget to stay or you didn't
have time and

0:37:10.599,0:37:16.990
he came to call you?

0:37:13.660,0:37:20.530
I: Yeah, exactly that's a normal
situation. When we are in a

hurry, because

0:37:16.990,0:37:24.970
it's quite late, and do we nor-
mally go to bed

0:37:20.530,0:37:29.230
really early, I don't know half
past nine.

0:37:24.970,0:37:31.960
Basically, because of my daugh-
ter. She started the day really

0:37:29.230,0:37:35.500
early and things that we nor-
mally go to

0:37:31.960,0:37:38.230
bed around half past 9pm some-
times we are in a hurry and

0:37:35.500,0:37:40.900
I just finished all my

0:37:38.230,0:37:43.900
stuff, organizing my desk and
then I

0:37:40.900,0:37:47.380
went to my place and suddenly
I heard

0:37:43.900,0:37:50.230
this guy walking again breath-
ing

0:37:47.380,0:37:52.630
just in front of my door. And I
said, oh yeah!

0:37:50.230,0:37:55.720
sorry for that and then I came
here

0:37:52.630,0:37:59.890
and they stay with him a couple
of minutes.

I: otherwise he is start to bark-
ing?

0:37:55.720,0:38:03.430
P: No no no, he is just is missing

0:37:59.890,0:38:06.430
something, and you can realize
what he is missing.

0:38:03.430,0:38:09.220
I: And does he has any kind of tik?

0:38:09.220,0:38:16.420
So do you have any kind of tik for
him, or I don't know..
Because you say before that per-
haps sometimes you have problem
in feeding him.

0:38:21.849,0:38:41.400
So do you have any kind of tech-
nique or trick?

0:38:34.050,0:38:46.350
P:no that's a good question! I am
not entirely sure....

0:38:41.400,0:38:51.060
well when when we were training
him we

0:38:46.350,0:38:56.130
use of course cookies and some
kind of ya.

0:38:51.060,0:39:00.810
Cookies, is a way to acknowledge
him

0:38:56.130,0:39:03.750
and to follow a certain instruction.
And we were

0:39:00.810,0:39:08.220
following quite intensive course

0:39:03.750,0:39:10.710
of training in Colombia.

0:39:08.220,0:39:16.830
The responsible institution of dog
training

0:39:10.710,0:39:19.860
is the "Red Cross" and you cannot
ask me why.

E

0:39:16.830,0:39:23.400 Because, well assumed that is because they	and that it's 0:40:08.230,0:40:11.650 but actually not anymore.	0:41:05.200,0:41:14.920 bit noisy when the other rings bell..When
0:39:19.860,0:39:26.730 trains on dogs for rescue. But they offer in Colombia	0:40:11.650,0:40:17.140 I mean, we use cookies and we have	0:41:12.220,0:41:18.640 the other apartments have a visit or some
0:39:23.400,0:39:30.780 different type of training courses and we	0:40:14.200,0:40:23.440 cookies in the kitchen and sometimes	0:41:14.920,0:41:21.910 people are there outside and he can hear
0:39:26.730,0:39:36.210 followed, how many levels? I think 4 or 5 different levels	0:40:17.140,0:40:27.070 after his dinner or breakfast, we say a good dog and that's it!	0:41:18.640,0:41:24.640 them and in that sense he can be a bit
0:39:30.780,0:39:38.670 This is (point to the dog) not the best student ever, but	0:40:23.440,0:40:29.380 I: Or maybe one can be also the human's food! P: Yeah in a certain way is a trick to motivate him to eat.	0:41:21.910,0:41:27.910 noise, but not because of the street or
0:39:36.210,0:39:40.200 were following four different levels I	0:40:38.200,0:40:44.650 And that's is important when we leave him alone that	0:41:24.640,0:41:32.740 the ambulances or the cars no!it's
0:39:38.670,0:39:44.130 don't remember how long were those levels.	0:40:40.900,0:40:48.160 as you can image is not quite frequent and	0:41:27.910,0:41:37.750 mainly because there are people outside.
0:39:40.200,0:39:47.850 But something like one month and half at the end was	0:40:44.650,0:40:50.890 particularly here in the NL, he stay here	I: He start to barking? 0:41:32.740,0:41:39.680 P: Yeah, sometimes or screaming,
0:39:44.130,0:39:49.690 something like half year training him, every Monday, Wednesday and Saturday, something like that one h per day.	0:40:48.160,0:40:54.520 with a bone	0:41:37.750,0:41:43.579 a little bit...screaming more like "mmmmmmh"
0:39:56.020,0:40:00.790 And I talking about four years ago or maybe more	0:40:50.890,0:40:57.250 a big one that is extremely expensive	0:41:39.680,0:41:46.819 what is this is? (talking with Olmo).. it's like crying baby
0:39:57.760,0:40:04.660 than that. And at that time of course we	0:40:54.520,0:41:00.370 here! And he is normally staying within	0:41:43.579,0:41:49.430 is only for attention
0:40:00.790,0:40:08.230 were using cookies as way to say	0:40:57.250,0:41:03.460 the bone there all the time. Because otherwise	0:41:46.819,0:42:01.099 because he's always calling for attention.
0:40:04.660,0:40:10.990 "nice and well done!-good dog",	0:41:03.460,0:41:12.220 the problem is that it can be a little	0:41:49.430,0:42:05.359 I:He says what's happen!?
		0:42:01.099,0:42:08.990

P: And we are now here in a ground floor	plaining	0:43:52.710,0:44:00.480 sort of discipline to have a nice living
0:42:05.359,0:42:11.900 and that's a perfect position for us	0:43:01.099,0:43:05.660 about that. And in the previous apartment we had	0:43:56.970,0:44:05.220 together with others, not just animals or
0:42:08.990,0:42:15.530 because before, this apartment	0:43:03.500,0:43:08.700 some problems with the neighbours who were	0:44:00.480,0:44:07.980 people...etc etc but my wife is really more like, I
0:42:11.900,0:42:17.150 when we arrived to the NL two years and half ago we	0:43:05.660,0:43:14.820 complaining about that.	0:44:05.220,0:44:14.460 cannot say anarchist, but she is a little more
0:42:15.530,0:42:20.119 were in another apartment that was a	0:43:08.700,0:43:22.410 I: Something that I forgot to ask you before is..	0:44:07.980,0:44:16.410 in favor of freedom and when when we made the
0:42:17.150,0:42:22.730 little bit smaller than this ones but	0:43:14.820,0:43:25.500 Did you choose to follow a training because you...	0:44:14.460,0:44:22.500 decisions to follow these training
0:42:20.119,0:42:25.520 we were in a third floor and then we had	0:43:22.410,0:43:27.210 you get the dog, you receive the dog	0:44:16.410,0:44:27.089 program I was trying to do it more to
0:42:22.730,0:42:32.059 —another apartment on the second floor. And	0:43:25.500,0:43:29.430 and then you decided:”ok, we have to	0:44:22.500,0:44:31.050 start some kind of discipline, just to be
0:42:25.520,0:42:37.730 this guy, when he's walking he make a lot noise.	0:43:27.210,0:43:32.700 understand it better”?	0:44:27.089,0:44:35.010 sure that we have schedules for instance
0:42:32.059,0:42:42.050 He makes a lot of noise because	0:43:29.430,0:43:37.470 oh you want to just like change some	0:44:31.050,0:44:38.099 for walking for eating etc etc
0:42:37.730,0:42:46.640 his legs and all the time	0:43:32.700,0:43:39.300 kind of behavior?	0:44:35.010,0:44:41.250 the same timing in that sense. In certain way to
0:42:42.050,0:42:49.640 yeah...he is a little bit noise in that sense, but here no	P: we have two	
0:42:46.640,0:42:53.569 because we have another apartment downstairs	0:43:37.470,0:43:45.869 totally different perspectives about	0:44:38.099,0:44:43.109 organize my life and organize the life
0:42:49.640,0:43:01.099 I mean downstairs is the	0:43:39.300,0:43:52.710 that, in my family. Me and I strongly believe that	0:44:41.250,0:44:46.140 of the others, but in the other way
0:42:53.569,0:43:03.500 storage, so is not anyone com-	0:43:45.869,0:43:56.970 you need some kind of rules, some kind of...some	0:44:43.109,0:44:49.770 because i think is easier if you have

0:44:46.140,0:44:52.770 some kind of orders that he can follow	at the same time.	kind of
0:44:49.770,0:44:55.680 to have a better life for more friendly life.	0:45:32.439,0:45:47.499 I: Do you have any example of understand better the feeling	0:46:25.029,0:46:33.009 things are, I think probably translation
0:44:52.770,0:44:59.849 For my wife was more interesting to	0:45:37.719,0:45:49.869 , the behaviour of the dog? P: Yeah! sure!	0:46:28.689,0:46:39.309 between, dog behavior and human
0:44:55.680,0:45:03.720 try to understand he's behaviour	0:45:47.499,0:45:54.130 Most of the time when he's waiting for	0:46:33.009,0:46:43.569 understanding about his needs specific
0:44:59.849,0:45:06.780 his feelings and his	0:45:49.869,0:45:58.329 us and we are having dinner or lunch and	0:46:39.309,0:46:46.209 condition and those are kind of language
0:45:03.720,0:45:09.519 willingness to do something and I think	0:45:54.130,0:46:01.630 is always sit in front of the table, but	0:46:43.569,0:46:49.239 that you can see between the dog and
0:45:06.780,0:45:11.859 we with this training programme	0:45:58.329,0:46:03.339 when we finish and we start chatting	0:46:46.209,0:46:51.639 human beings in our family!
0:45:09.519,0:45:14.859 we have a nice match between these two	0:46:01.630,0:46:05.919 talking about different things and maybe	0:46:49.239,0:46:53.829 The other one that is, in my opinion, the
0:45:11.859,0:45:18.459 things. In a certain way, the training	0:46:03.339,0:46:08.349 drinking wine or something like that. He is	0:46:51.639,0:46:57.669 most important one is that when we are
0:45:14.859,0:45:22.089 program was useful to understand how	0:46:05.919,0:46:14.349 always near to me, with his	0:46:53.829,0:47:02.229 walking around for instance and no
0:45:18.459,0:45:24.189 to learn and how to identify his	0:46:08.349,0:46:17.589 nose trying to push me to show me the	0:46:57.669,0:47:03.159 friendly dog is close to us and it's
0:45:22.089,0:45:28.509 feelings and at the same time to have	0:46:14.349,0:46:22.119 way to go for the kitchen for instance,	0:47:02.229,0:47:06.939 close to us
0:45:24.189,0:45:32.439 some kind of basic regulations and we can changed	0:46:17.589,0:46:25.029 because he is waiting for is human food	0:47:03.159,0:47:10.719 I can see him and the line here,
0:45:28.509,0:45:37.719 his behavior and our behaviour	0:46:22.119,0:46:28.689 beat in certain moments these	0:47:06.939,0:47:17.049 you see this line? is a little bit darker that the other one...
		0:47:10.719,0:47:20.110 is moving up like a

0:47:17.049,0:47:25.990 cat when the cat is nervous or furious..	walk close to me, and he can feel a little bit more	0:48:51.340,0:48:59.500 that is not part of the training is more
0:47:20.110,0:47:29.710 and he is adopting different body	0:48:05.200,0:48:09.940 protected!"	0:48:55.540,0:49:04.360 I: the deal with the.... P: Yeah the
0:47:25.990,0:47:32.170 position and having different gestures.	0:48:06.550,0:48:15.040 it's like a in a in a group that you can	0:48:59.500,0:49:07.780 connection that we have in a cer- tain way.
0:47:29.710,0:47:37.780 And that is the way I can	0:48:09.940,0:48:17.290 feel that the alpha man, in this case, is	0:49:04.360,0:49:10.090 In a certain point I think it's a pity
0:47:32.170,0:47:40.720 see that he's afraid of some- thing and he is	0:48:15.040,0:48:20.830 giving control over, is some- thing like that	0:49:07.780,0:49:13.210 because he's not really autono- mous in that sense
0:47:37.780,0:47:43.570 always asking me, or all the other	0:48:17.290,0:48:24.070 some kind of behavior and	0:49:10.090,0:49:15.490 but most of the time I feel that is a nice
0:47:40.720,0:47:46.960 person that are with him, for some kind of	0:48:20.830,0:48:27.550 anything is, is waiting, in par- ticular he's	0:49:13.210,0:49:16.330 situation because he's always asking for
0:47:43.570,0:47:49.660 approval in regards to his be- haviour is not	0:48:24.070,0:48:29.920 always asking for permission. For instance when he	0:49:15.490,0:49:18.880 approval
0:47:46.960,0:47:52.540 aggressive dog, not anymore is always	0:48:27.550,0:48:33.100 is pointing to other	0:49:16.330,0:49:21.560 otherwise is a little bit difficult to take
0:47:49.660,0:47:55.720 like: "I'm afraid what, what to do!" you know?	0:48:29.920,0:48:38.350 dog and maybe we are 3/4 meters	0:49:18.880,0:49:23.720 control in certain situations that can be
0:47:52.540,0:47:57.820 like he is asking for like advice in a	0:48:33.100,0:48:39.100 far from them and is really	0:49:21.560,0:49:27.800 dangerous situation for instance. In
0:47:55.720,0:48:01.540 certain way, sometimes you can say:	0:48:38.350,0:48:43.270 happy, suddenly you stop! he looks for me and ask	0:49:23.720,0:49:31.010 general I think our communication and
0:47:57.820,0:48:05.200 "come, come here! go close to me,	0:48:43.270,0:48:51.340 me, with his, he see me and asks for: "i can	0:49:27.800,0:49:33.860 our way to interpret the
0:48:01.540,0:48:06.550	0:48:48.460,0:48:55.540 continue with this or not?" are is something	0:49:31.010,0:49:37.880

body language of the dogs and the cats

0:49:33.860,0:49:40.700
improve a lot based on that training.

0:49:37.880,0:49:43.130
I: So, is make you also feel more secure than your

0:49:40.700,0:49:47.540
dog's asking for feedback?

0:49:43.130,0:49:48.770
P: yep anytime!
I: nice!

0:49:47.540,0:49:53.570
Well thank you for sharing a lot of information with us. And in our researcher, I don't know like it was clear from all the info that we sent to you! But we are focusing also on the feeding experiences, so for the fact that you also are the person that is feeding Olmo, most of the time, is perfect!

And now we would like to know, do you like to the feeding experience?

I mean while you refill the Olmo's bowl or when you start to preparing food for him.

P: well I think, this is not a problem, and you'll see in the diagram with your circles I think food is extremely important for us. And you will see that for me three things are extremely important for me; and all these things are interconnected or related with each other, in the sense of...

The three elements are, quality and the healthy situation of the dog, and that's are food-little chair and friendly environment for him, and I think these three elements are extremely important, in the

sense of we are having the best food that we can afford, I have a scholarship means that money is quite a big issue for me during the last years, but we are doing the best to buy the best food we can afford that is super to say.

Because in Colombia, we used to have, well we used to have our salary and, we have the cream of the cream of the food for them, and that it was only the best possible that we have. And here is a little bit difficult, because it was a big surprise for me, the dog food here it's cheaper than in Colombia and, I insist it was a big surprise! is not the same with human food of course.

But the dog food and general, the pet's food is not really expensive. But, my incomes here are lower than my incomes in Colombia. Means that I need to get some, that I have some restrictions here, but we buying the food that we can afford, first one. And at the same time I think the best behavior and the most friendly environment that we can offer him, when I say behavior I mean the fact that he can walk every day one hour and half two hours during the weekends 3-4 hours, I mean to stay outside..of course with this weather is a little difficult but I during July as much time you can be with the dog outside, it's, in my opinion, another element that can help you in the process to work.

I: yeah, in fact I was curious... The walk is based on your availability?

P: Yes is based on my availability for sure, but I think is a sort of timing or fixed schedule to

be to guarantee him that he is going to have food more or less exactly at the same time, every single day and he can pee and poo, exactly at the same time every single day.

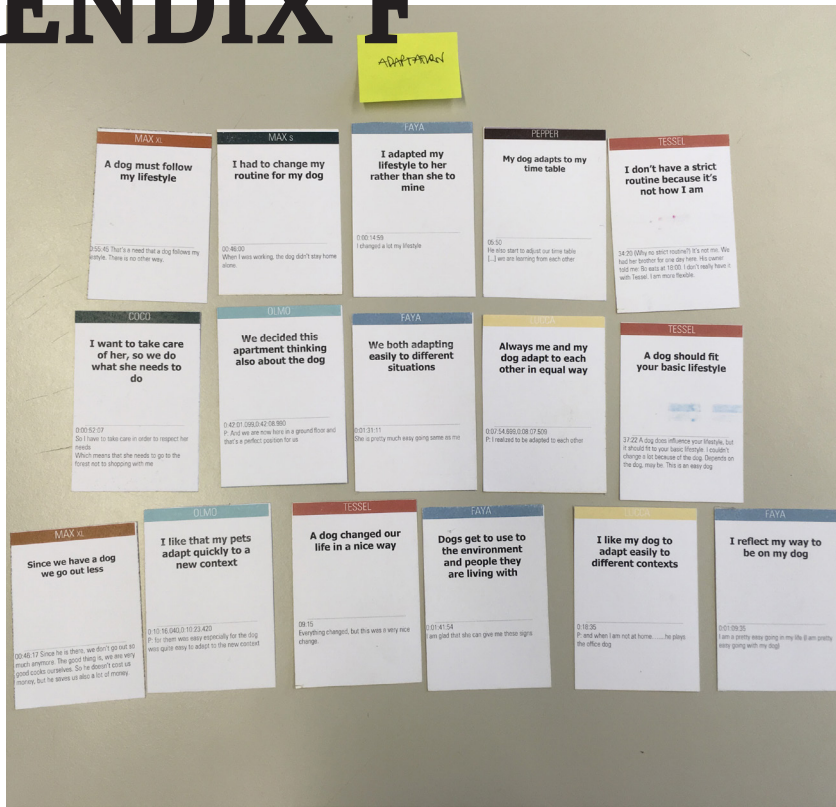
I: And you do that because is your assumption that he is need that?

P: NO NO, I think it is quite important, I think is based on the vet suggestion or something like that... He use to have an infection on his leg like two years ago more or less in the same time, I mean November/December..when the weather is going down and we didn't have a fixed schedule for peeing.

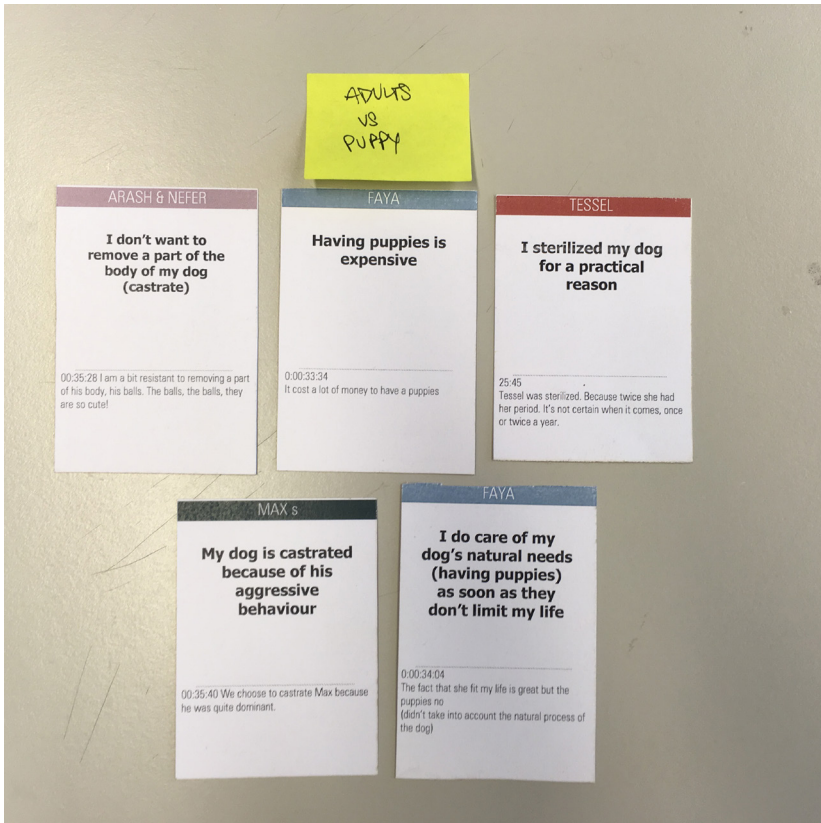
And I think one of the problem was that, and nowadays we try to be precise and accurate with the time when he is going outside to pee and poo, just to be sure that this discipline is, I hope, better for his health in that sense.

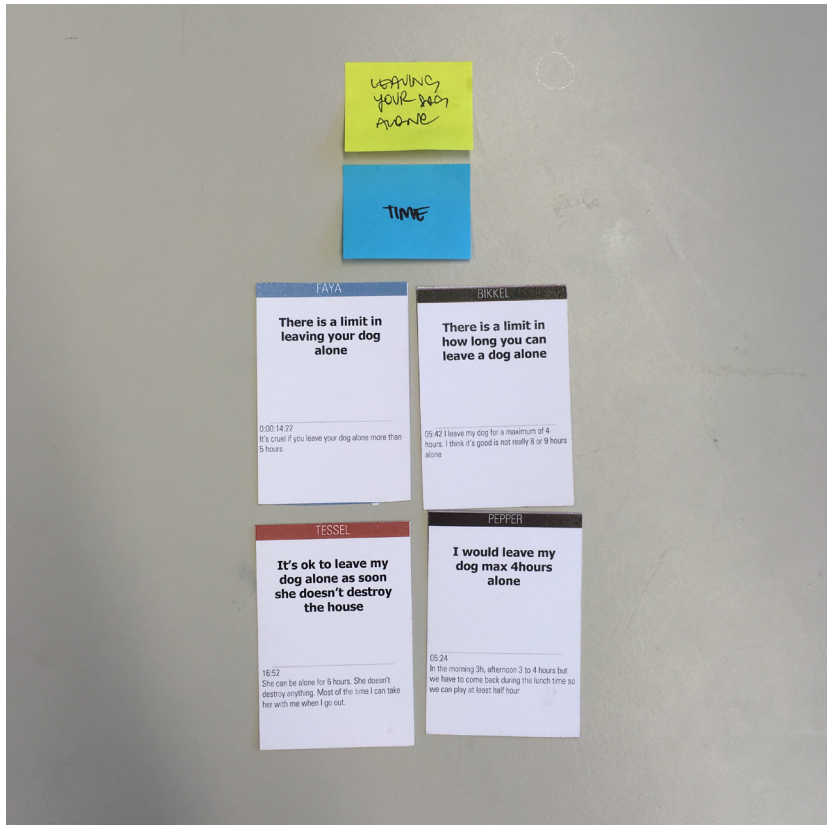
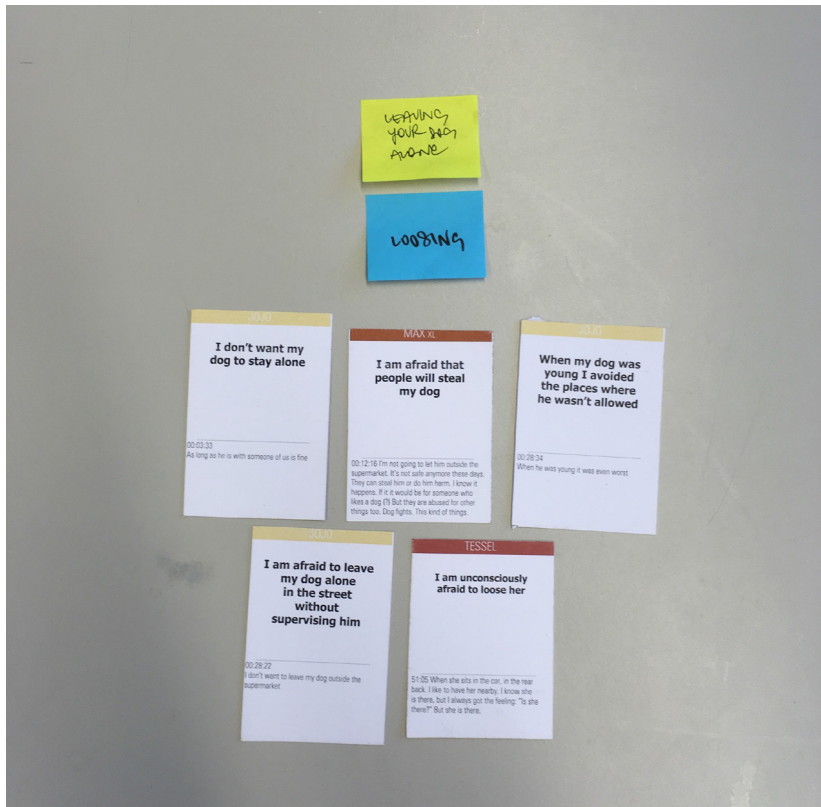
And at the same time have a regular appoint with the Vet, I think this two elements are, I mean with the fixed schedule for him to guarantee to get wat pee and poo more or less in a regular way, the best food we can afford and the best medical or health insurance is the way that we can provide him the best condition to be natural. And that is important for us, I mean we were considering a lot the possibility to travel with them and because we knew that we will have a different conditions in terms of things (lifestyle) but we made the decision and we made this decision I have the responsibility in a certain way to be sure that they have, the dog and of course my family, the best condition that we can, at least that we can afford. For instance this apart-

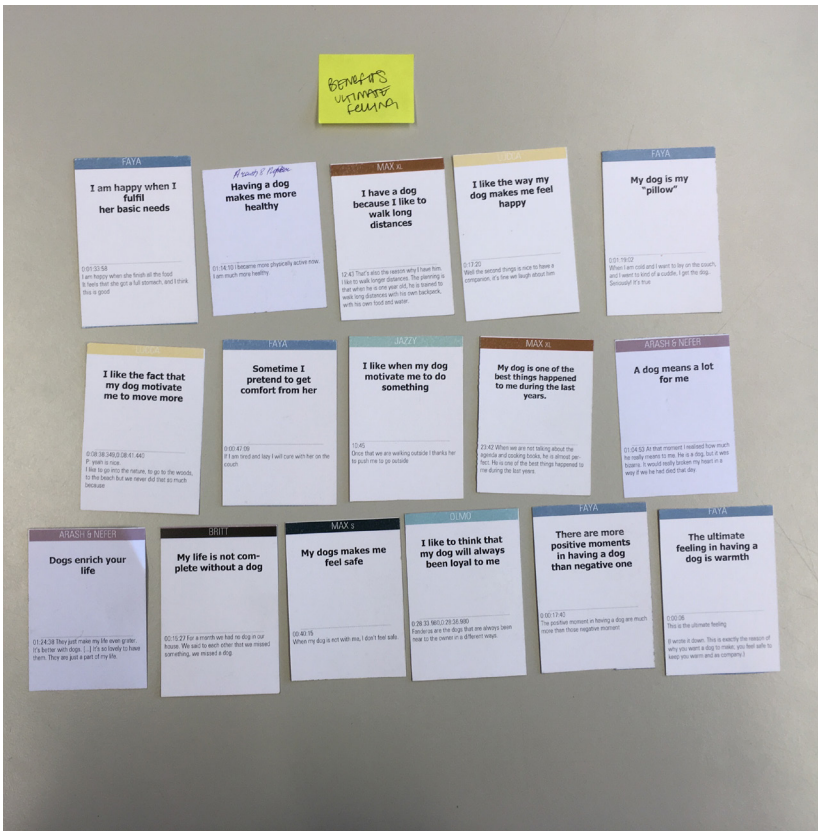
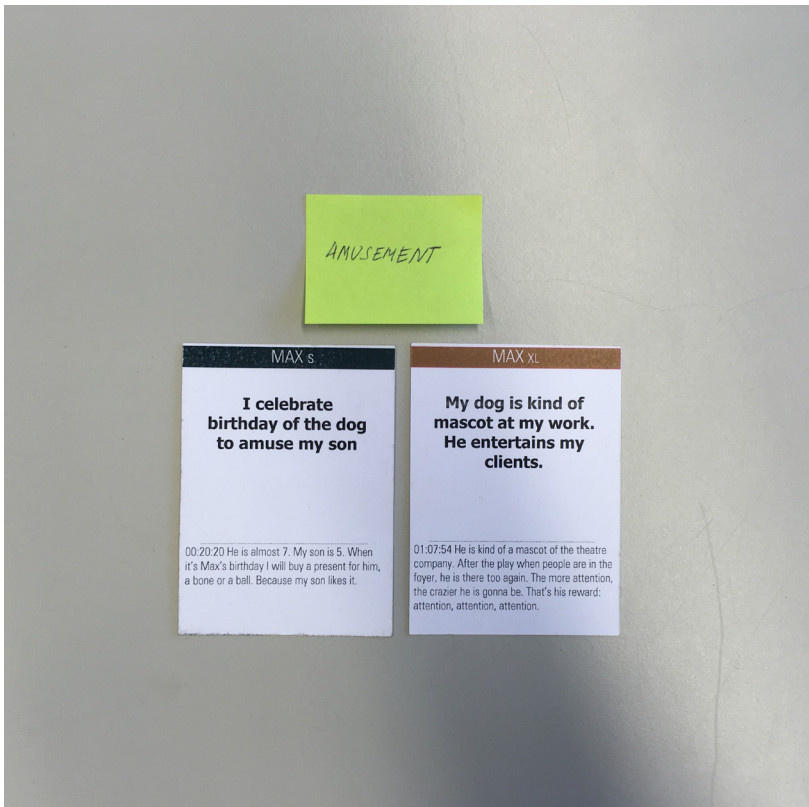
APPENDIX F



F







Breed

ARASH & NEFER

My dogs wear clothes because its breed is not adapted to cold.

00:42:47 If it's cold they wear coats. She is a Mexican dog and is used to another climate. She trembles from the cold.

JAZZY

I like to motivate and challenge my dog by improving her olfactory

15:57
To challenge her, sometime I hide the food

JUJU

My dog is reacting to weather changes and sun light

00:26:00
My dog is really sensitive to the light, in the summer is awake more early

JUJU

My dog is keeping everybody together

00:04:39
He wants to keep everyone together

BREED'S ASPECTS

MAX XL

A real dog is a big dog

00:07:20 I don't like small dogs. They need a real bark. It's not a cat. [...] Big dog is giving me warmth.

ARASH & NEFER

Small dogs are practical

00:18:43 Imagine, if you want to go shopping, with this size you can take them with you, put them in your coat. A big dog is less practical. I can bring them almost everywhere.

JAZZY

My dog is not a dominant dog

04:21
She is not the top dog, so she always have to wait to go to drink.

BRITT

Hunting dogs are close to nature

00:07:39 Hunting dogs are close to the nature.

BRITT

Domesticated dog doesn't see the prey as food

20:20:11 think the difference is when the dog goes complete by itself in the wild, then he needs it because otherwise he has no food. And when he is in house and with people, then he knows he gets his support by his boss.

FAYA

How a dog looks like doesn't reveal who he/she is

0:00:19:56
A lot of children in her neighborhood will scream and run away because they think she is scary

BIKKEL

My dog is always in my mind

00:37:15 My dog is like my child. When he is not here, I also feel lonely. He is always in my mind

OLMO

My dog looks more big that what he is in real

0:22:09:51:00:22:17:860
P: Is always like that! It's funny because it looks like a big dog and people assume this is like a independent dog or like a... but not he is really close to us!

CHARACTER

<p>MAX XL</p> <p>I would like him to be more social with the other dogs</p> <p>01:44:34 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>MAX XL</p> <p>I like that my dog makes his behavior.</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>TESSEL</p> <p>Certain dog matches better with certain people</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>Before doing something, my dog is waiting for approval</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>My dog likes drinking just from his own bowl</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>A traumatized dog is trying to be less visible, so no one can harm them</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>
<p>MAX XL</p> <p>My dog likes to be rebellious</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>MAX XL</p> <p>My dog behaves reluctantly sometimes</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>TESSEL</p> <p>He likes to laying against something. I assumed that we feel more safe</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>My dog his making a lot of noise while is walking</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>Sometimes I am more active then her</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>I like when he is getting excited</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>
<p>BIKKEL</p> <p>My dog is shy when doing his things</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>Every dog is different, with some you have to be careful and with other not</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>BIKKEL</p> <p>My dog only drinks fresh water</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>My dog is always composed, he doesn't display any emotion</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>My dog wants to use just his own stuff</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>My dog likes to be challenged</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>
<p>MAX XL</p> <p>I can't have a nervous dog because I am getting nervous myself</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>PAVA</p> <p>Does not matter what kind of weather is outside</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>MAX XL</p> <p>The most important thing is the character of my dog</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>	<p>OLMO</p> <p>I like that my dog is quiet with other people</p> <p>01:47:14 7:52:15:10:0 I've been able to spend more time with the dog.</p>		

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BODY LANGUAGE

<p>PEPPER</p> <p>I can read the body language of my dog</p> <p>09:57 Normally he is going to stretch himself if he is angry</p>	<p>OLMO</p> <p>I like that he found a way to communicate with me</p> <p>0:46:22:115:0:46:28:689 (Pushing with his/ dog's nose) kind of things are, I think probably translation between, dog behaviour and human</p>	<p>MAX XL</p> <p>My dog communicates with me by his body language</p> <p>00:21:40 Some things are very clear, some things are hard to see. When he is frightened or mad... well he hasn't been mad yet... you can see small things with the ears, upper lip - this kind of things.</p>	<p>PEPPER</p> <p>I learn what he meant from his body language</p> <p>10:37 We learned from his body language that stretch is a request</p>
<p>BIKKEL</p> <p>I can see when my dog doesn't feel good</p> <p>15:40 Three weeks ago he was a little bit ill. He stayed in his basket. When you leave the house, he didn't really react. Then you see it's not really good with him. Usually he is always happy</p>	<p>MAX XL</p> <p>A dog understands gestures</p> <p>01:04:52 You can train him to work on gestures. When you are pointing over there, he knows he has to go to his pillow. You don't have to say it anymore, he knows it by seeing</p>	<p>BIKKEL</p> <p>Wet nose is an indication of his health</p> <p>25:30 Wet nose is an indication that my dog is healthy and happy. I always check it.</p>	<p>MAX XL</p> <p>Opening the drawer is a signal for feeding.</p> <p>09:35 In the studio I have a drawer with his food. When I am opening it, he thinks it's time to eat. He is trained that this place means food. We know it's not always like this, but for him it means food.</p>

COMMUNICATION

<p>FAYA</p> <p>When my dog is excited he will bark</p> <p>00:48:02 When he is excited he will bark</p>	<p>JAZZY</p> <p>I recognize when my dog is barking to tell me something</p> <p>02:11 (dog is barking) She telling me something! Ah yeah!</p>	<p>BRITT</p> <p>My dog understands me very well</p> <p>00:18:00 She knows what I mean. When we are walking outside, she reacts to me, she looks at me. She seems to be smart.</p>	<p>MAX XL</p> <p>A dog doesn't understand language except some commands.</p> <p>01:03:34 It's the same with commands. Some people have complete conversation with a dog. They think he understands that, but he doesn't. He does know the tone. (...) You can give him some commands, but that's it.</p>	<p>TESSEL</p> <p>I can't understand what my dog means by barking</p> <p>22:38 Some people say they could hear based on the cry of a baby what kind of problem he has. The same with dogs, but I can't understand that. I am sorry I don't hear the difference.</p>	<p>BIKKEL</p> <p>My dog seems to know when we go out with or without him</p> <p>02:18 It seems he knows when you are leaving with him or without him. It's interesting how he knows it.</p>
<p>FAYA</p> <p>We don't need to over-interpret them. Dogs let you know if there is something</p> <p>0:00:41:47 Nature is really simple (the animal will give you a signal) if the animal is not happy it'll do something that they usually don't do.</p>	<p>TESSEL</p> <p>I am proud of my dog when he recognizes specific moment</p> <p>0:16:52 It's a special moment because he knows exactly what time it is to get a food</p>	<p>PEPPER</p> <p>My dog recognize the sound of his food package</p> <p>00:06 Pepper really likes food and this package make the sound exactly like his cocky package</p>	<p>BRITT</p> <p>I pretty sure I can understand what my dog means.</p> <p>00:10:30 When I make tea, she comes up. Because she knows that she will get something when we drink tea. For her is that normal. When I forget her, she sits in front of me and looks at me: "Didn't you forget something?"</p>	<p><i>Acuity of Peffer</i></p> <p>My dog make me realize when I miss something.</p> <p>Quiche: 01:20:11 Sometimes I forget to refill the water tray. He will come, sit near me and look at me. Then I connect the two and understand that it's empty.</p>	<p>FAYA</p> <p>My dog makes sure to get my attention when she wants communicate with me</p> <p>0:01:40:24 If she wants to eat she will go to the kitchen before she gives me the eye contact.</p>
<p>JAZZY</p> <p>My dog has her way to communicate with me</p> <p>03:54 Before was just to get out and now is also to getting food.</p>	<p>OLMO</p> <p>My dog understands that someone is missing</p> <p>0:11:24:00;0:11:32:59 he's missing her! I think I'm not sure</p>	<p>LUCCA</p> <p>I try to understand what my dog thinks</p> <p>0:05:47 I try to put myself in his mind</p>	<p>COCO</p> <p>I change the tone of my voice when my dog makes something wrong</p> <p>0:01:22:38 I raise my voice (for punishing)</p>	<p>PEPPER</p> <p>I need to see my dog's reaction to understand when he is done</p> <p>09:48 Sometimes I really need to see his reaction, because you think that he is done but sadly is poo again. Really annoying if it's happen in front of the house of my neighbourhood!</p>	

(Bl)
CONSEQUENCE

<p>MAX XL</p> <p>Unwanted behavior of my dog is my fault</p> <p>00:11:15 And then he's going to destroy completely your house and I think that's good.</p>	<p>LUCCA</p> <p>Is important to be provident with dogs</p> <p>0:09:53 We really took a risks (by taking a dog from someone else)</p>	<p>COCO</p> <p>If you have a dog you have to be aware and arrange time to fulfil it's need</p> <p>0:01:36 Of course he is eating your carpet and your furniture (if you have a dog you have to be aware and arrange time for let him run)</p>	<p>FAYA</p> <p>You should be consequent with dogs</p> <p>0:00:38:28 Being consequence in being straight (trick)</p>
<p>BRITT</p> <p>A dog is used to the same patterns</p> <p>00:34:22 When we take coffee, she knows that she gets something. When I don't give it to her, then her enthusiasm will get down.</p>	<p>MAX S</p> <p>Like humans, dogs get confused from changes</p> <p>00:10:22 It's strange because it was a place for dogs. But at a certain point it's changed. The dog is used to poo and pee on those places.</p>	<p>BRITT</p> <p>If you don't fulfil the specific needs of the dog, you can expect any kind of consequence</p> <p>26:35 And when you don't train it, a dog becomes nervous and doesn't have his energy. And when you don't train your hunting dog and go outside, you don't know what can happen.</p>	

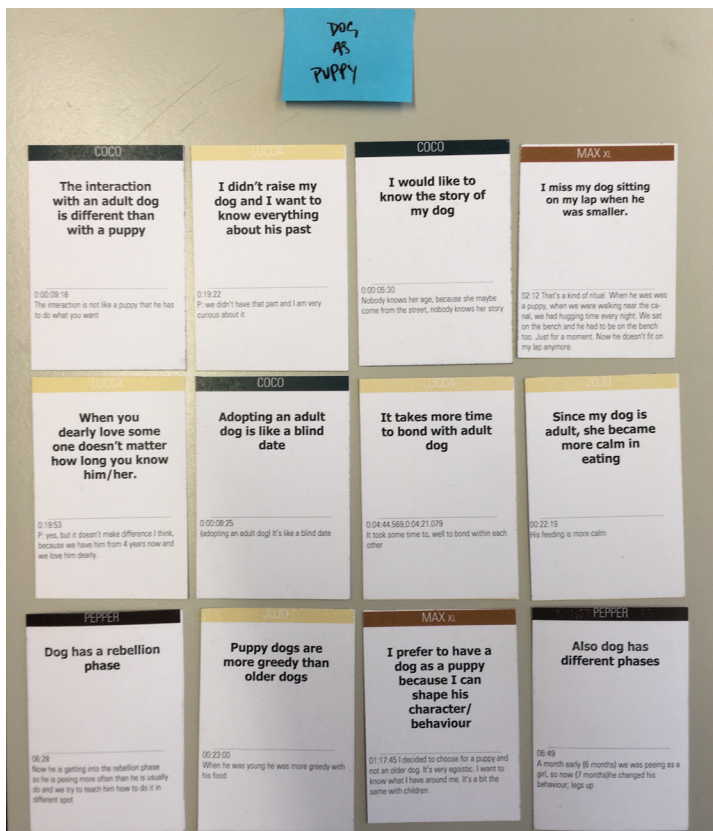
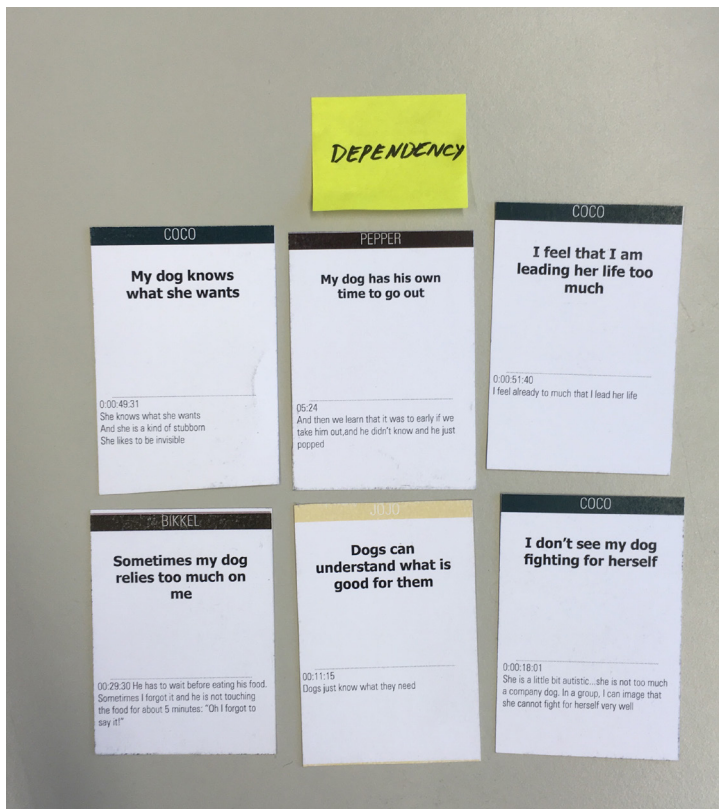
RULES

<p>OLMO</p> <p>Rules and commands are helping to have a better communication and therefore a more friendly life</p> <p>0:44:43, 1:05:0, 44:49, 7:70 because I think it easier if you have some kind of orders that he can follow, to have a better life for more friendly life.</p>	<p>PAYA</p> <p>I trying to be as straight as possible with my dog</p> <p>0:00:39:10 It's hard to be straight sometime, sometime you let it go</p>	<p>OLMO</p> <p>We have our own rules and balance</p> <p>1:21:53, 8:05, 1:27:02, 3:50 We are not really well disciplined and well structured family in that sense. But the proper meals are in the morning and in the evening.</p>	<p>MAX s</p> <p>I have certain rules with my dog, but there are exceptions</p> <p>0:55:17 He is not allowed to be in our bed. But when we are charging the linen, he can stay in our bed.</p>
<p>COCO</p> <p>I don't believe in general rules</p> <p>0:00:35:27 I never follow the recruits and they all survive the previously dog!</p>	<p>OLMO</p> <p>Humans and animals needs rules in order to live together</p> <p>0:43:45, 8:09, 1:43:55, 9:70 I strongly believe that you need some kind of rules, some kind of... some sort of discipline to have a nice living together with others, not just animals</p>	<p>MAX s</p> <p>My husband and me have different rules for the dog</p> <p>0:0:12:52 This is my husband on the couch. He doesn't allow him to be on the couch, I do, I put my blanket and then he jumps. 0:35:50 I like to take him everywhere with me. When we are going to the garden, for example. That's the difference between my husband and me. He prefers to let him home because Max is always in the way.</p>	<p>JAZZY</p> <p>I wants my dog work out for her own rewards/food</p> <p>17:45 She has to do some work for her food</p>
	<p>PAYA</p> <p>I let her do what she wants!</p> <p>0:00:09:50 She is sleeping under my bed or in my bed even though is grubby, poopies!</p>	<p>MAX s</p> <p>My dog is allowed to bark in certain situations</p> <p>0:25:08 He has to bark when someone is coming in.</p>	

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CONTROL

<p>APASH & NEFER</p> <p>I can stop him whenever I want</p> <p>0:52:48 Sometimes he barks a long time and I stop him</p>	<p>APASH & NEFER</p> <p>It's important to have a background about dog's behavior</p> <p>0:34:18 I did a lot of research on internet after the attack, and only then I understood that playing was not a positive thing at all. I didn't have any knowledge about the larger breeds.</p>	<p>BILLY</p> <p>If I am not in control of my dog, I get nervous</p> <p>0:39:13 I having control about my dog barks very nice. Because I can't hear the "Woof" go out and can't hear her, I don't know how she will be with strangers and other dogs. Then you are nervous.</p>	<p>EMMA</p> <p>I wanted a control on his behaviour</p> <p>0:41:38 He can bark at command! When I was young I realized that he likes to bark, so I taught he has to do it on command</p>	<p>MAX s</p> <p>It's important for me that my dog eats when I allow him.</p> <p>16:31 I say "sit" before feeding him. I think it's important that I have to much control that I can start food away and he is waiting when I allow him to eat. That's an important moment for him.</p>
<p>TICCA</p> <p>Is important to have control on your dog in order to cope together with him</p> <p>0:23:27 Sometimes you have to domesticate him, otherwise you cannot cope with the house</p>	<p>PERPET</p> <p>I don't like when I am not prepared</p> <p>0:3:39 He walked off he is pop in the street, moreover if I don't have the pop bag</p>	<p>LUCKA</p> <p>I like when my dog is listening to my commands</p> <p>0:09:57, 3:10, 16:04, 3:09 I'm really happy because we have a special routine, again he has to sit, he sitting really nice and then he barks at me and I say go ahead.</p>	<p>OLMO</p> <p>Losing control of my pets scared me</p> <p>0:07:28, 9:45, 0:07:35, 1:03 I am not afraid! I was 15 years! I was 15 years! And was one of the most specific moments in my life.</p>	<p>OLMO</p> <p>Controlling the behaviour of my dog makes me feel safe</p> <p>0:49:21 So sometimes when I am outside, in park and I don't hear quite a long "yip, bark"</p>
<p>EMMA</p> <p>I limit the unwanted behaviour of my dog</p> <p>0:46:50 He can bark at command! When I have strong feelings that he likes to bark, so I taught he has to do it on command</p>	<p>MAX s</p> <p>Especially big dogs should be under control</p> <p>0:05:52 I always did a puppy training with positive dogs. Also because they are huge. It has to be under control. I... if he is doing bad, he is doing really bad.</p>	<p>TESSEL</p> <p>It's important that a dog listens to you for its safety</p> <p>14:55 It's very important when you work without a leash that she listens to you and control back to the city. It's very important that she doesn't walk away.</p>	<p>MAX s</p> <p>I don't know how stop my dog barking, so I have to use an anti-bark collar. I am not proud about that.</p> <p>0:23:23 Sometimes we use that. I am not proud about that. It's an anti-bark collar.</p>	



DOG THERAPY

BRITT

Walking with my dog relieves stress

00:54:15 I like to walk and I know it's good for me. But also mentally. When I had a hard day at my work, when I walk with the dog, my mind becomes free, all business, all kind of stress goes out. I can walk it out.

TESSEL

Training with a dog creates a bond and it was kind of therapy for my son.

14:37 My son did the course. I wanted to involve him. It was good to have his mindset on the dog, to get a bond with the dog.

TUCCA

Is nice to have a dog especially the hard moment

0:31:20 Was a special moment because we were really sad, it was a really emotional and stressed moment and was really nice to having them.

MAX s

The presence of a dog in my house makes me happy

I like when I wake up to hear the sound of his feet on the floor. Just the fact, the feeling he is there. You don't hear him barking. Only the sound "tick-tick-tick". This makes me happy.

ARASH & NEFER

Dogs are able to understand my mood and support me

01:27:56 A while ago I was really sad. I was crying. He had so much attention for me and she was also more focused. It was really great. They really notice things.

MAX s

My dog anticipate when my son is not feeling good and is able to calm him down.

00:37:49 I think it's very special. The dog indicates that something is going wrong.

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DOG VS CAT

ARASH & NEFER

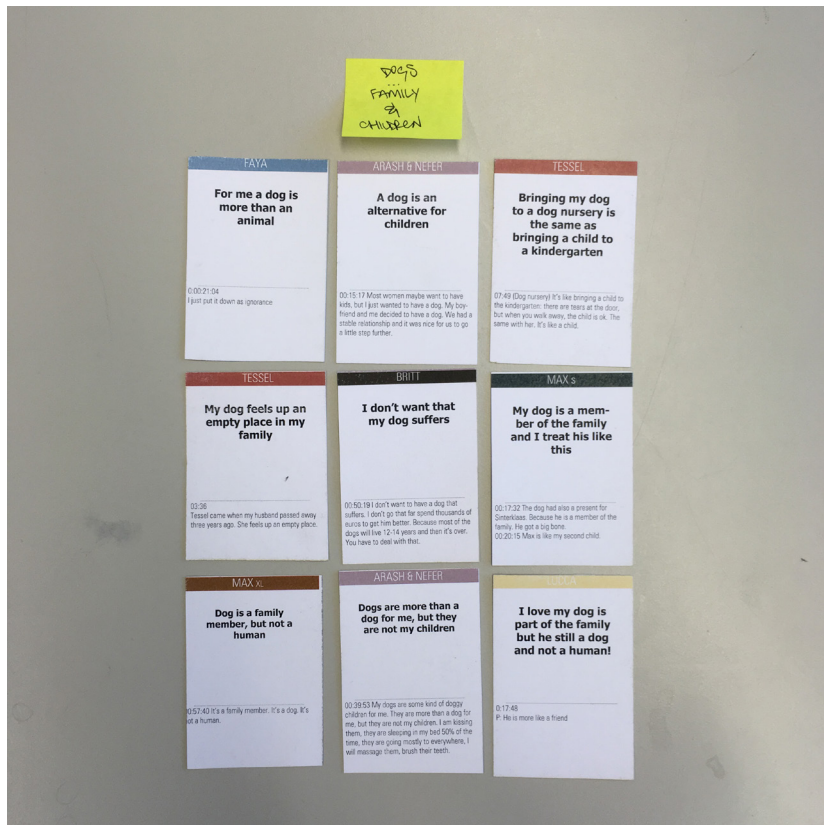
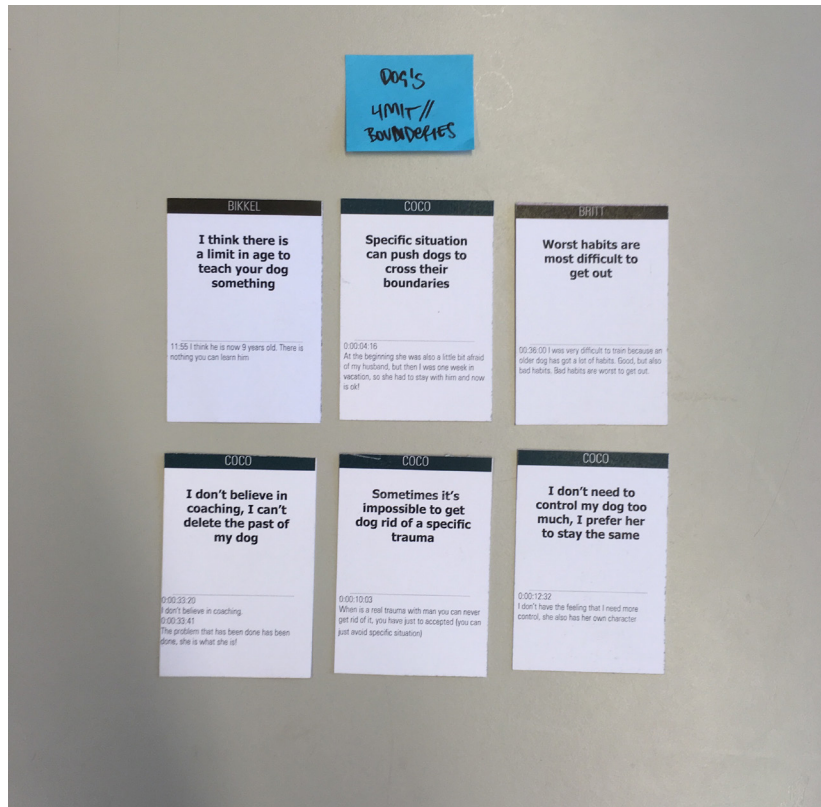
With dogs you have a more intimate connection than with cats

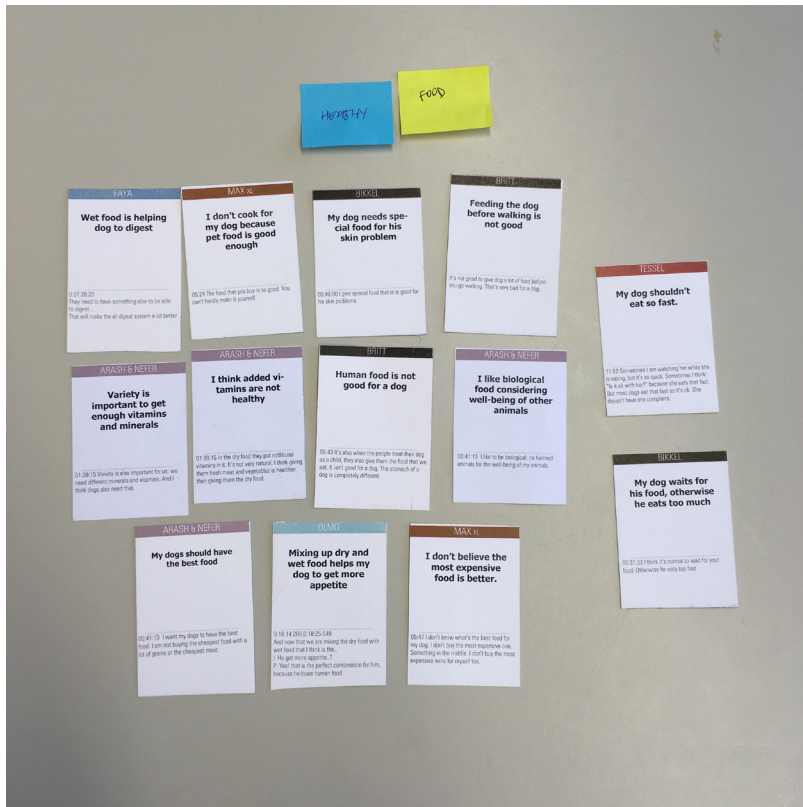
00:16:08 I am originally a cat person. And with dog you get an other connection. Much more intimate that with cats.

OLMO

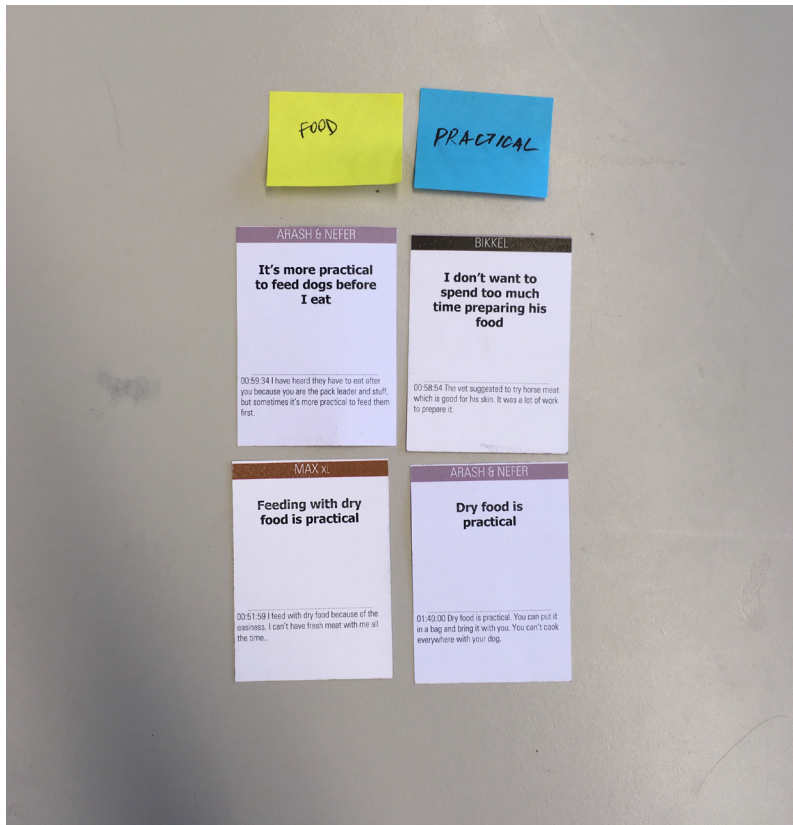
My dog is more part of the family rather than my cat

0:27:32.600;0:27:41.150
Well we are just like friends for her. I mean we are a family of the dog but for the cat...





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RITUAL **FOOD**

BRITT
Feeding is just a routine
02:28 I see feeding as a normal thing. I have to eat, so his food too.

LUZY
I know that if I cooking she will follow me
01:57 Going to cook the food and she is always in the kitchen with me.

MAX M
He has to sit first before getting his food
01:11:09 When he get his food, he has to sit first. I can take it away without him greeting.

ARASH & NEFER
I have to watch my dogs while they are eating
01:26:00 They eat separately because otherwise they will steal from each other. He knows I am watching so he can't get her food. I am always in the room when they eat.

TESSEL
My dog shouldn't eat so fast.
11:52 Sometimes I am watching her while she is eating, but it's quick. Sometimes I think "It's a well he's hot" because she eats that fast. But most dogs eat that fast so it's ok. She doesn't have any complaints.

MAX M
Feeding my dog is just a routine. Treats are more special.
01:50 Feeding is a routine. A pretty normal thing. I see it more in the car, he is getting sometimes. There is no special moment when with normal food. A piece of bread or something like that.

LUCCA
While he is eating he should have his own space
0:29:02 On the other hand it's moment for himself.

ARASH & NEFER
I want to pamper my dogs with food
02:50:29 I always give them only the dry food. The wet version is more as an extra. But they are so sweet. I don't give them the wet food.

ARASH & NEFER
I like to sometimes cook for my dogs the same meal as for me.
01:21:40 I make sometimes meatball and carrots mixed, because sometimes I eat them. They really love it. I cook for them once in two weeks.

BIKKEL
My dog waits for his food, otherwise he eats too much
02:31:32 I think it's normal to need for your food. Otherwise he eats too fast.

MAX S
I like feeding my dog because he becomes enthusiastic and it means he is healthy
02:27:20 I like feeding my dog because he becomes very enthusiastic. It shows that he feels good. When he is not eating, he is sick.
02:31:42 I love to have this cut, because the dog loves it. He becomes enthusiastic.

DIVO
I want the feeding moment to be as smooth as possible
01:17:28 02:05:17 04:17:09 problems of adaptation with his food. Some sometimes to adjust her, and I don't want to say to force her, but sometimes her to eat with long long time to avoid gaps in the day. Because you have to be with her all the time.

LUCCA
Feeding my dog is a bonding moment
0:24:47 Feeding is a bonding moment.

MAX M
My dog eats like a monster
02:22:20 He eats like a monster. Everything immediately. And he never stops eating. If I give him a can, he is going to eat a complete can.

HEALTHY

LUCCA
I will do everything that improved the healthy of my dog
02:54:42 Dog with teeth problem has also heart problem. I brush the teeth of my dog because I want to avoid him hypothetical issue.

LUCCA
I will do everything to avoid health problems to my dog
02:54:42 Dog with teeth problem has also heart problem. I brush the teeth of my dog because I want to avoid him hypothetical issue.

TESSEL
I bring her to the vet only when she has a problem
40:05 Bringing her to the vet when there is a problem. But for control's job, with a sense thing I need to do (writes in the agenda).

MAX S
I prefer prevent my dog from plaque with other ways than brushing his teeth
02:19:00 Tooth brush, I don't do it that often, but he has problems with his teeth. The vet suggested to brush his teeth. But I don't do that. The vet has said and a bone. It helps well to prevent plaque.
02:26:50 This is his mouthwash for his teeth. I use it in his drinking water.

MAX S
Yearly check-up at the vet is important
01:04:50 Max has an animal passport. He has a yearly check-up at the vet which I find very important.

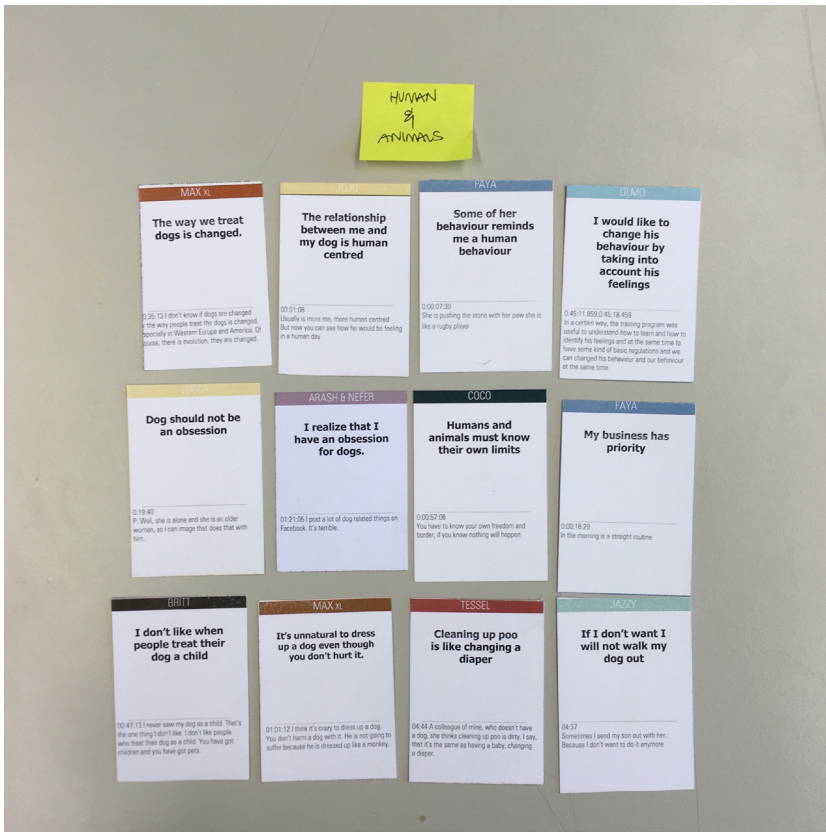
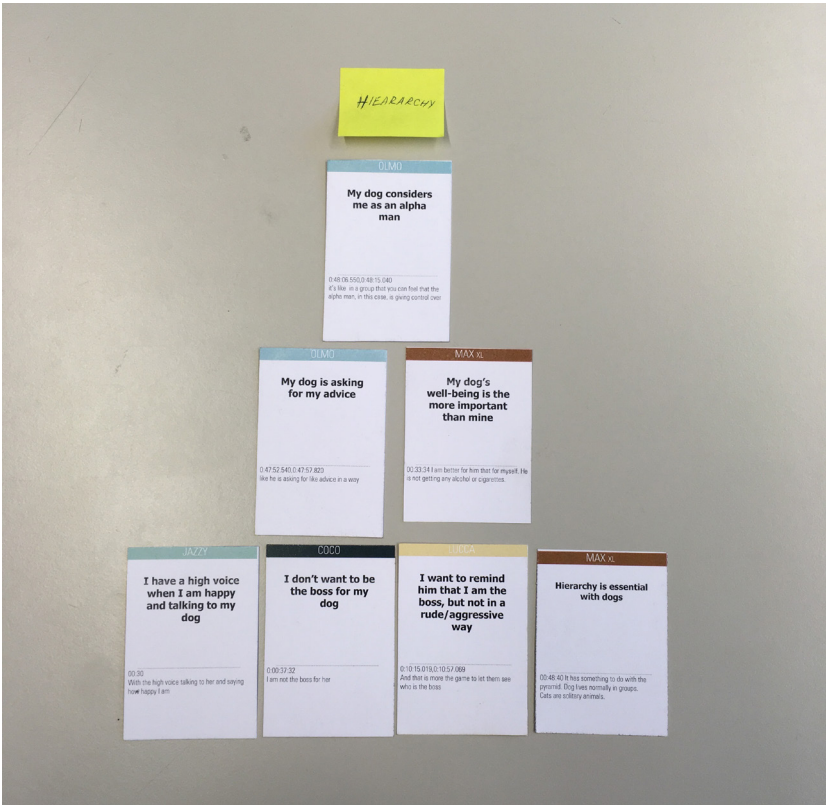
BIKKEL
I try to give medicines only when he really needs it
17:28:11 I try to be clean - I try not to give too much medicines.

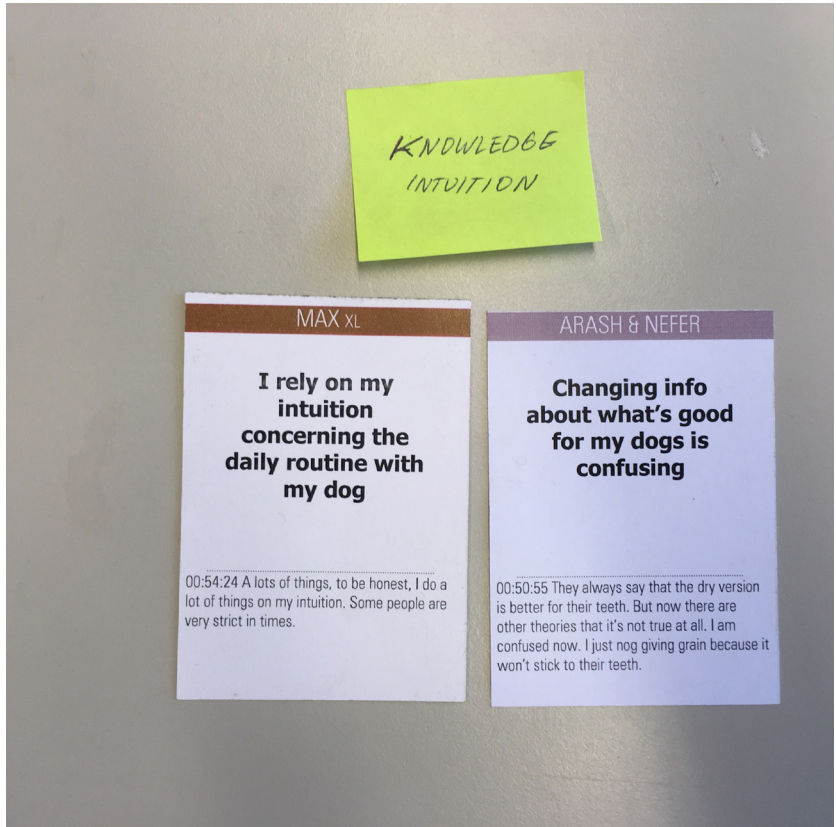
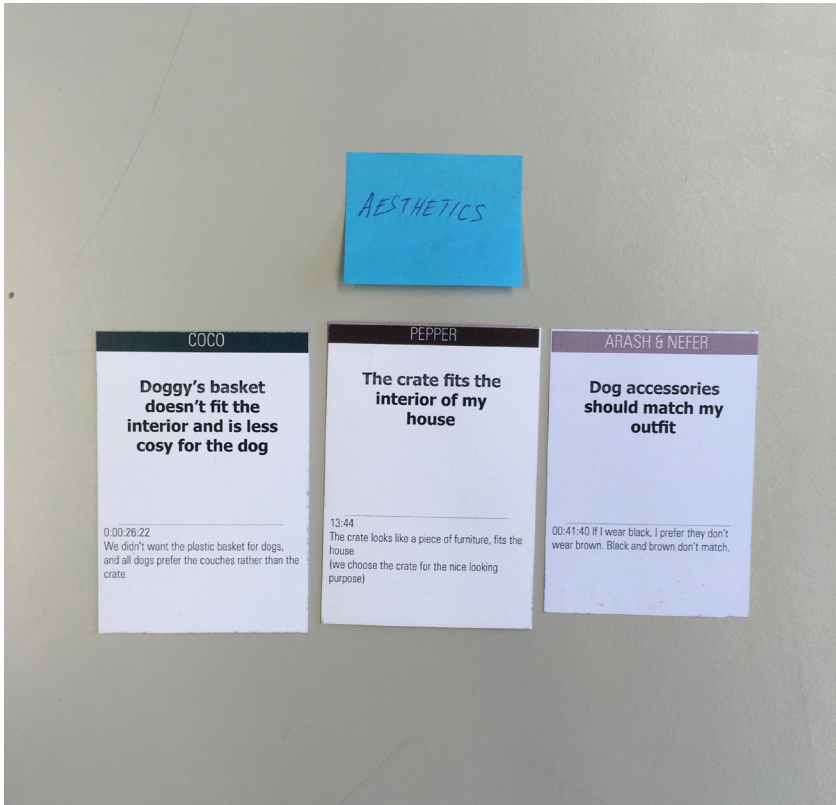
FAYA
The health of my dog is my responsibilities
01:28:43 Bringing her to the vet only when she has a problem.

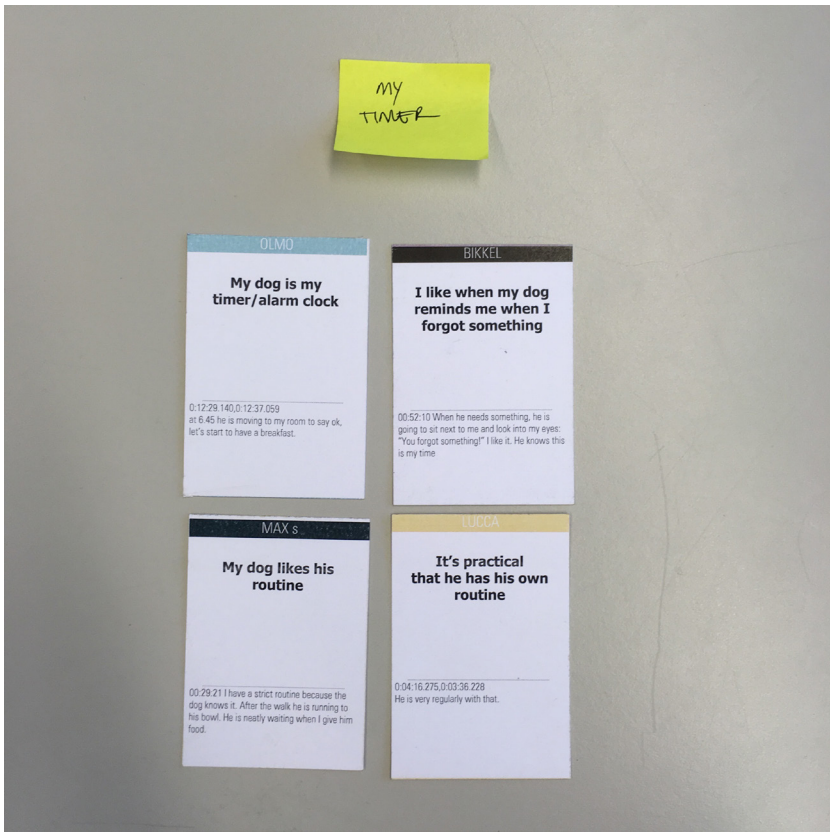
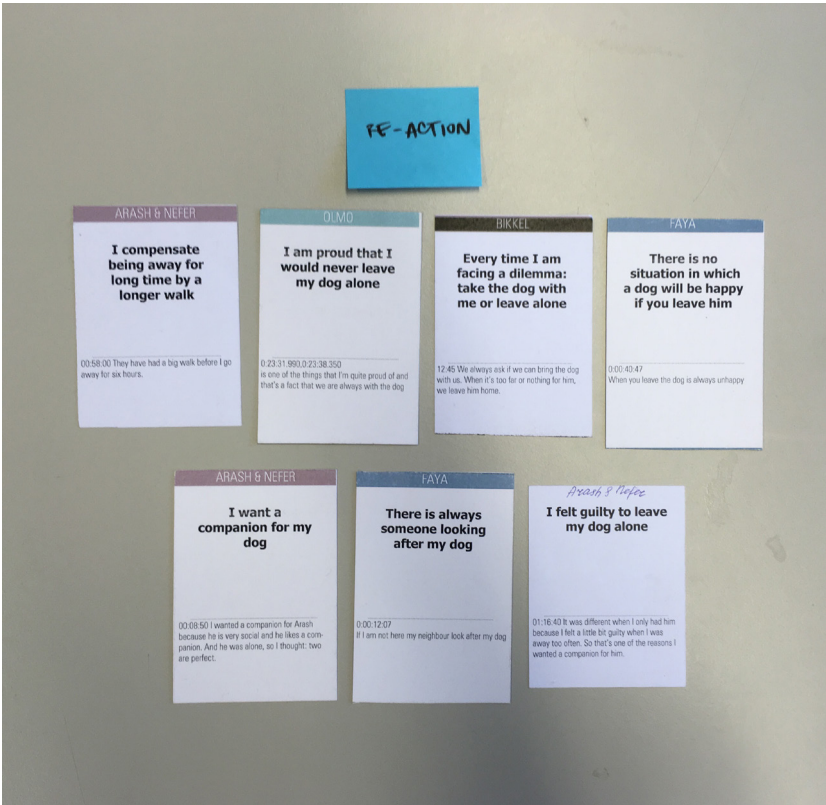
ARASH & NEFER
Dog's well-being is more important than mine
01:31:00 It's most important when they have the best food. I also like good food. But if there's no money, I give first to the dogs.

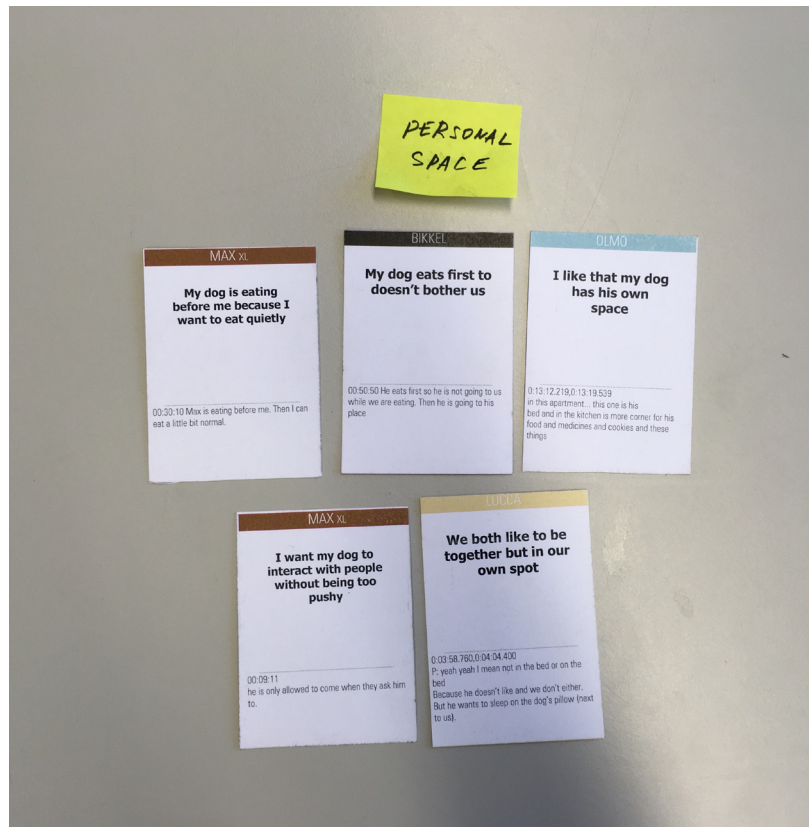
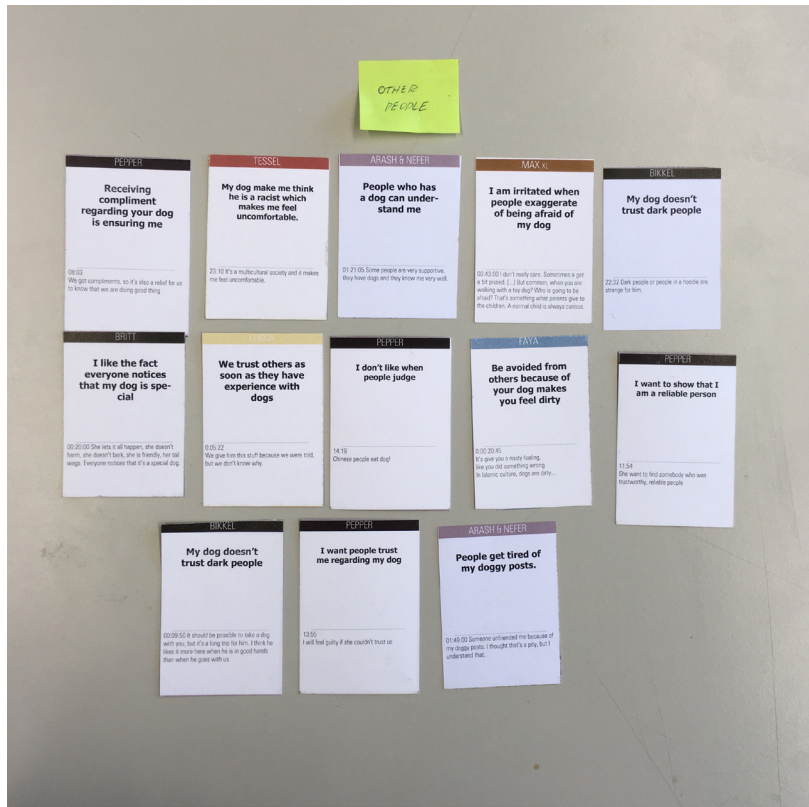
ARASH & NEFER
Dog care is quite expensive
01:29:44 I have noticed how much money I spend for a dog. It's quite a lot of work. But I am not worried. But at the moment I don't have a paid job. That's also the reason that I haven't worried her yet.

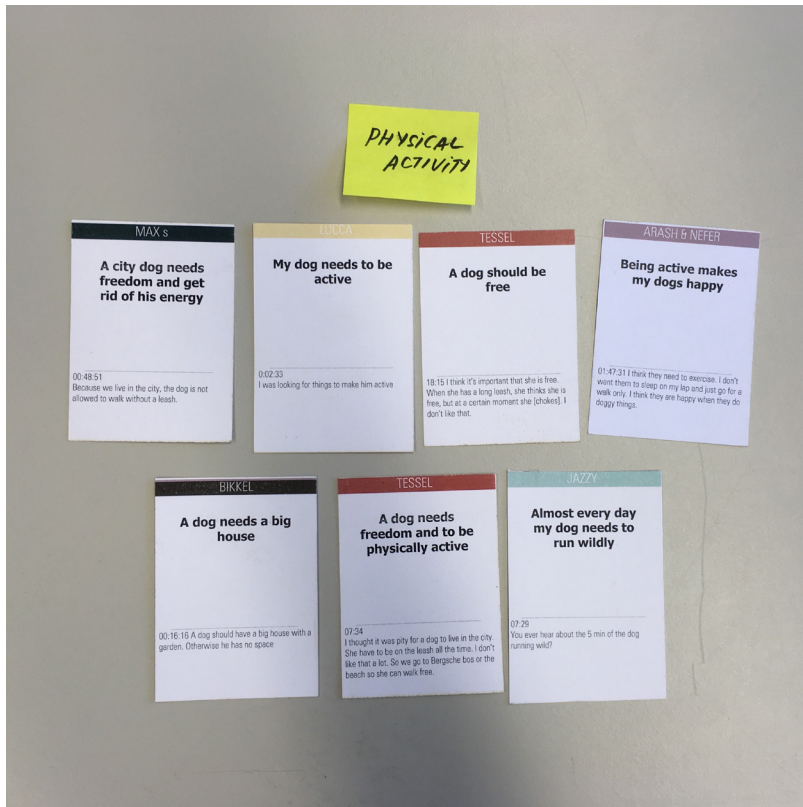
LUCCA
For his health, he needs to have a straight morning routine
01:02:39 02:01:02 40:17:03 The morning starts with a very tight schedule.



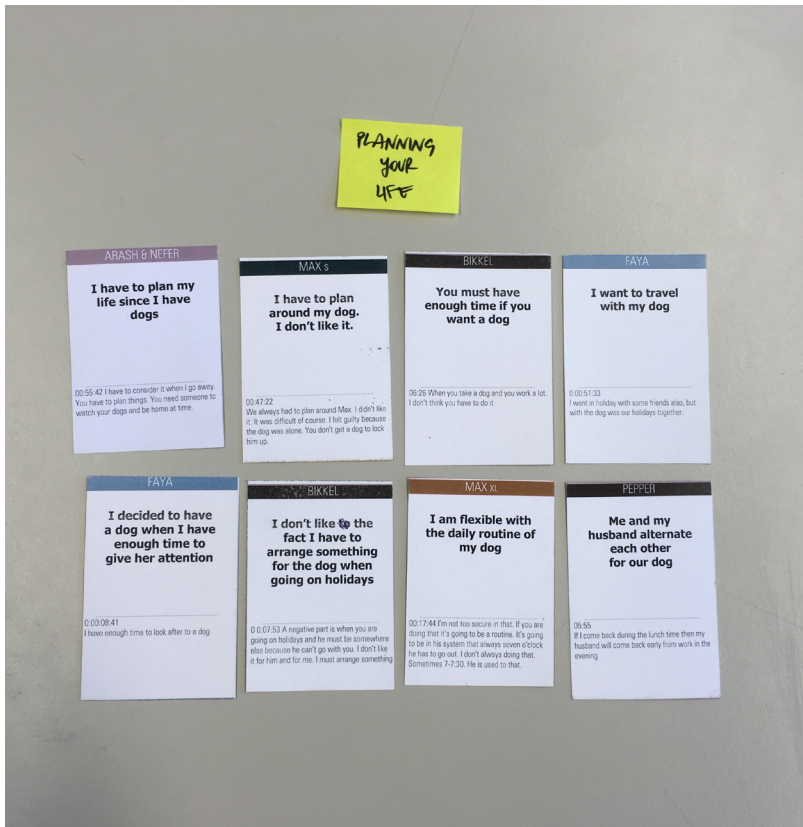








F



**PLAYING
VARIETY**

LUDCA

The fact that a lot of product has been created doesn't mean that they are good for dogs

0:22:53
It's on development but the food in his bowl but is not authentic

FAYA

By assumption some doggy product looks ergonomic/functional than other one

0:01:38:43
The high bowl seems better than the bowl that is on the ground

LUDCA

Variety in playing is important to keep the dog alert and bonding with him

0:07:02
Change to keep him alert, to challenge him. Variety is important, helps to bonding!

LUDCA

With specific game you can keep stimulate his skills

0:24:43
With game you can stimulate that

LUDCA

A toy shouldn't harm my dog

0:28:21
I like wood and I don't like plastic and he really likes game

MAX s

A toy shouldn't harm my dog

00:50:12 Max loves to play with balls, especially tennis balls. But the vet told us that the surrounding material is bad for his teeth. So we have to buy those soft balls, but he bites through them.

PREPARE TO HAVE A DOG

MAX xl

Having a dog was a thought of decision

00:14:10 We were talking about that for a half a year. It was a pretty thought of conclusion. When I had her that for that she accepted it. She is still not completely used to him.

COCO

In order to let you dog free you should know his limits

0:00:57:19
If you notice that your dog doesn't have his own border, then you shouldn't let him free

MAX xl

You have to be aware that your life will change when you have a dog

00:56:06 When you take a dog in my opinion, it's a bit like having a baby. Your life after that is not the same like it was before.

HERCA

I understood that was the right time to have a dog when my friends had the dog too

0:00:28:40; 0:06:35:699
I've well we always like to have a dog but then in our friend circle, two other people took a dog

MAX xl

I didn't have a dog for 30 years because I wouldn't have enough time for it

00:05:38 For 30 years I thought that dog wouldn't fit in my life. I am too busy, too much time away.

FAYA

You'll never be prepared enough in having your own dog

0:00:17:10
It takes more energy having a dog

TESSEL

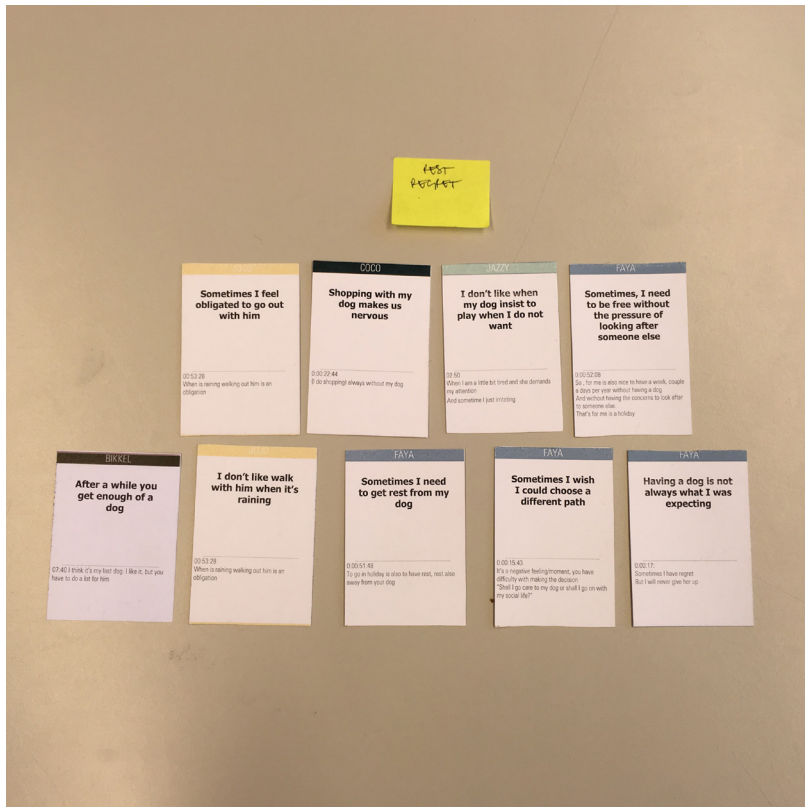
We planned the perfect moment to have a dog, but eventually there is no perfect moment.

09:54
When my husband was still alive, we once discussed to have a dog.

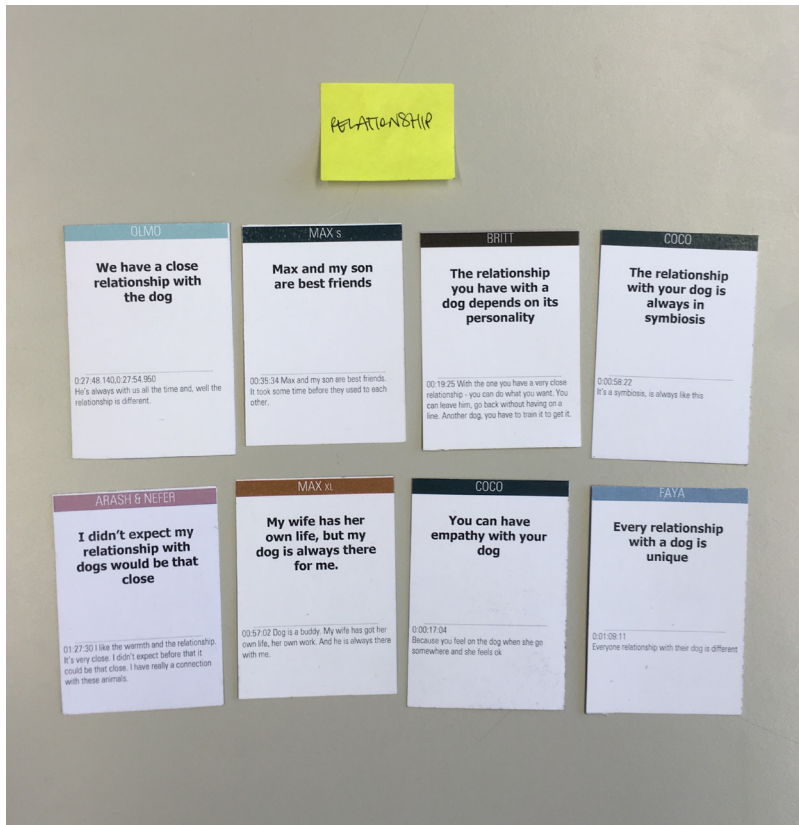
MAX xl

I don't like to grief about losing my pet

00:24:26 Because we humans always can think, philosophize. Dogs can't. Allowing the dog something today, it's allowing it today and tomorrow. Then it's always allowed. [...] 00:25:08 If you punish them for that (a new rule) they become insecure.



F



RESPONSABLE
AWARE

LUCCA

I should be responsible for my dog

0:37:27
I was stupid because is something you are always aware of (talking about the medicine, that she forgot one time during a trip)

MAX XL

I have to be there for my dog

00:10:44 I have to be there for him and he is going to be there for me. I mean, what is the use of having a pet if I am never there? It's pretty sad for the pet at least.

COCO

If you have a dog you have to be aware and arrange time to fulfil it's need

0:01:36:
Of course he is eating your carpet and your furniture (if you have a dog you have to be aware and arrange time for let him run)

BRITT

You shouldn't a dog buy for children - it will become your responsibility

00:03:37 When we have got friends who want to have a dog for the children, I said: "No, you have to take a dog for yourself"

FAYA

I want to know how to behave in emergency situation

0:01:04:50
Eventually I found all the things that could happen in an emergency situation, so if you cannot think at that point you can just take your app

PEPPER

I like to think about my daily routine with my dog

02:32
I like to think about my daily routine with pepper

MAX XL

My dog is my responsibility

00:10:44 The other thing was, I wasn't sure, I didn't want to have a dog who stays at home all day while I am working and call someone to let him out. Or something like that. I don't want that. If I take a dog, I have to give him attention.

PEPPER

People who have full time job are not good for dog

06:15
The previous owner was a retired lady 24x7 at home

Reward

BICKEL

I wish my dog gives me attention not only when he wants

01:39:12 When I have a good contact with her, when she's accompanying me and I am in her. That's a contact with you have with a dog. It's not only when he wants something.

AMARILY PEGGY

I use dog candy as a training

01:30:28 Use dog candy as a training. You have to keep it up.

BRITT

I reward my dog by giving a hug instead of treats.

16:33 When you see your dog after 1 year, give him a hug. Don't treat him like a dog, but like a person.

OLMO

We need a trick if we want leave him alone

0:45:03:02:41:02:29:
And he knows it when he's alone from all the time. Because otherwise the problem is that you have to be there.

COCO

Using trick is a fake way to get attention from your dog

0:00:29:
They are using to yourself you are being to the person in front of you

OLMO

We use cookies to acknowledge him and rewards him

0:38:51:38:52:28:00:00:
Cookies, it's used to acknowledge him and to follow a certain instruction. I mean, you can use me to say "lick and wait until your dog".

COCO

Tricks are unnecessary in getting the attention of your dog

00:01:29:
Bobby makes in 1988, it's the same of human babies, if they like you, they'll like you.

MAX XL

I only use treats as training

00:30:31 Only use treats as training. Once you see the dog only give him what he wants.

PEPPER

I like the idea to rewards him on his birthday

02:30:00:
For the 10th we will give him a special reward. We will give him a special reward for the 10th birthday that it's his last birthday.

PEPPER

If you use food it's easier to get your dog attention

02:11:
Bobby makes the best I have him that I have food in my hand he will come back, and when he gets the food he will come back to me.

COCO

Tricks are unnecessary in getting the attention of your dog

0:00:21:28:
I don't believe in tricks, it's the same of human babies, if they like you, they'll like you.

BRITT

If you want to teach a dog, do it with food

07:00:00 Every dog wants to eat. When a dog gets older, he may stop in a punishment when you have a dog who has to learn to do it with food. It's dog's behavior in fact.

COCO

I will not buy the attention of my dog

0:30:32:02:
I don't buy attention in the end I would be happy, but I won't try to bring her attention. I'll reward her with love.

LUCCA

I like when my dog is grateful

0:13:37:
He is coming next to me to thank me.

BICKEL

My dog sits next to a person who gives him candies

00:15:00 Bobby makes when she's alone, she goes to a dog, it's a candy. And she likes it. I can see the dog. She likes going to the person who gives her a candy.

BRITT

Sometime I like to reward him with a special moment

05:50:00:
You can give him a special moment when he's alone. But if it's his last birthday.

COCO

Using trick is a fake way to get attention from your dog

0:00:32:02:
They are using to yourself you are trying to the person in front of you.

MAX XL

I believe in rewarding, not in punishment.

0:01:01:
That's a new school. I believe in rewarding, not in punishment. I reward him for good behavior and I give him to be happy.

COCO

I will not buy the attention of my dog

0:00:32:02:
I would not expect to be well reward not treat him. But I won't try to bring his attention. If it's worth me the well come.

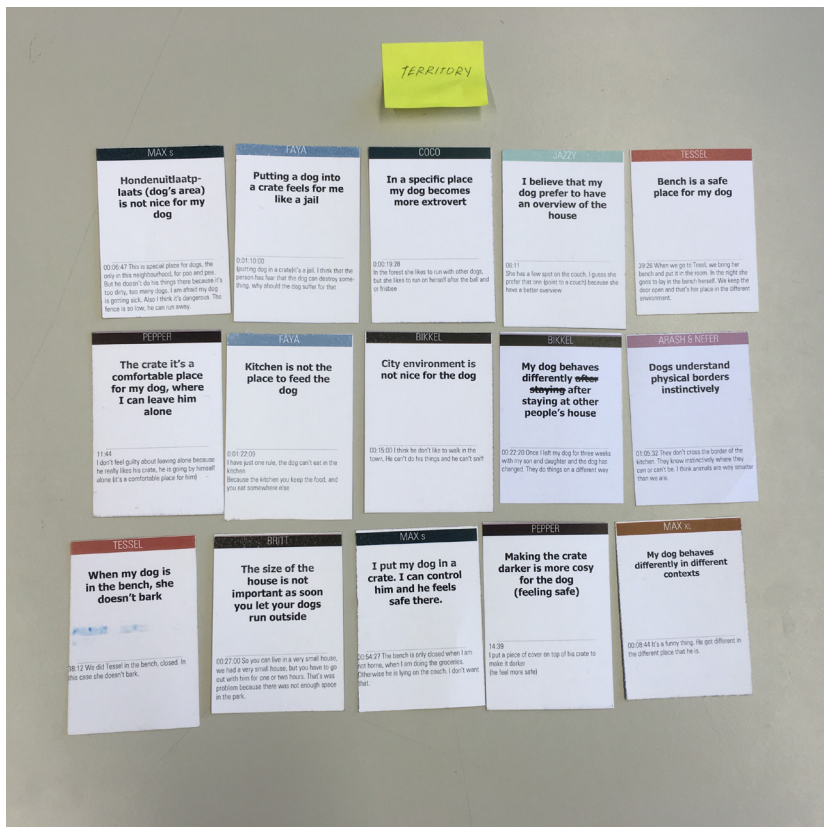
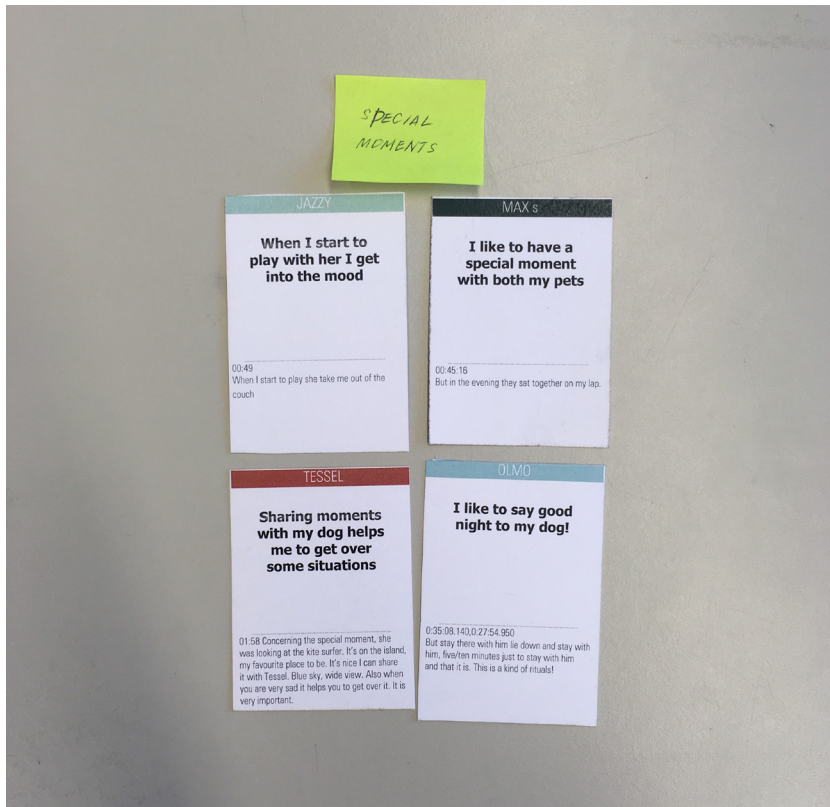
RIGHTS

<p>LUCCA</p> <p>He is equal to me and my boyfriend</p> <p>0:13:15,220:0:12:51:460 He is the third character in the house</p>	<p>COCO</p> <p>If my command does not cover her needs, she can do whatever she wants</p> <p>0:00:37:00 It's not a need in her life and in our life that she has to do what we want like "sit"</p>	<p>LUCCA</p> <p>I want to keep into account his wild/natural behaviour</p> <p>0:22:25 A dog is a animal and we should think about his original behaviour</p>	<p>COCO</p> <p>I don't like the market around dogs</p> <p>0:00:01:35 Not a pedigree dogs but poor dogs, second hand dogs</p>
<p>ARASH</p> <p>I want my dog has the same rights as a kids</p> <p>01:15:25 I used to get pretty annoyed for the fact that you can bring the kids small screaming kids inside the supermarket but not my puppy dog</p>	<p>COCO</p> <p>Sometimes I am doubting if it's correct to domesticate our dogs</p> <p>0:00:51:49 She doesn't have all the freedom because I domesticate her. Some time I ask myself is that normal</p>	<p>COCO</p> <p>We want to helps dogs which were not treat properly</p> <p>0:00:02:44 Whe, this and my husband we had more than one doggy Spaniel. Because they are treated so bad in Spain</p>	<p>MAX XL</p> <p>In the past there were less restrictions regarding dogs.</p> <p>00:37:26 It was easier to take him to a restaurant or a bar or a cafe. Now I am calling first if it's allowed to. A few decades ago it was normal. I just took him. The same like it was normal to light a cigarette</p>
<p>COCO</p> <p>If I have to pay for a dog, it will be just for its vaccinations</p> <p>0:00:06:30 I prefer a dog that is already castrating, and maybe pay just for a vaccination</p>	<p>ARASH & NEFER</p> <p>I want my dogs to have the same rights as human</p> <p>0:20:55 I called the police and they didn't want to make an official thing. Because "it's only dog". They only got a warning</p>	<p>COCO</p> <p>You should not pay for a dog</p> <p>0:00:06:09 I don't like the idea that form money you produce a breed and over 1000 euro</p>	

F

TRAINING

<p>TESSEL</p> <p>I train my dog for the bond and not for learning commands</p> <p>1:0:23 We learned all kind of commands, like sit, walk, heels and walk, but in practice you never use that</p>	<p>ARASH & NEFER</p> <p>Training of a dog is practical</p> <p>01:01:17 I have read stuff on internet about it and I have seen how people treat their dog. I took a few things that are important for me, like sit and stay. It's very practical.</p>	<p>COCO</p> <p>I slowly pushing my dog to cross over her limits</p> <p>0:00:10:28 I try to pass the border all the time step by step instead of how to deal with this situation, from the engagement</p>	<p>MAX XL</p> <p>I can't punish my dog for something that happened a day before</p> <p>25:15 "Then it's too late. I can't punish him for something happened the day before. And if I see something happening already, he is going to sit on his pillow and will be completely ignored.</p>	<p>BRIT</p> <p>If I don't obtain a specific result, I start over again.</p> <p>00:29:17 When she does something and she does it not good, then I stop with the training and I go back to train, to something that I know she does good.</p>
<p>BRIT</p> <p>You should train a dog in a positive way</p> <p>00:28:17 I don't punish. It's now 10:40 the good things better and go to try to get her out of the bad things. That's the difference between now and 40 years ago.</p>	<p>COCO</p> <p>I don't training my dog against her will</p> <p>0:00:14:27 If she doesn't want to (sit) for me is fine</p>	<p>BRIT</p> <p>Training with a dog creates a closer relationship</p> <p>When you train with dog, you will have a very good relationship with your dog. When you only have a dog for company, then it stays for company. The dog is able for walking, playing, this kind of things.</p>	<p>COCO</p> <p>Dogs must be corrected on the spot otherwise they will not connect it to the action</p> <p>0:21:22:27 You have to punish on the spot</p>	



TRUST

COCO

I cannot predict what my dog is going to do but I can trust him

0:00:57:33
It's kind of conscious between you and your dog... I can't predict what is exactly she is going to do

BRITTI

A dog is ok when I leave her alone because she trusts me

0:00:13:40 I think it's ok to leave her because I don't see anything, she doesn't bark or doesn't make any noise. She is very happy with her life. I think, because she knows we come back for her. Dog is very close to people and she is very close to us, because she trusts us.

COCO

I feel I can trust my dog

0:00:54:54
I have to trust her because I felt that she would come back

COCO

I was relieved when she started to trust us

0:00:29:35
I could touch her without the tail in between the legs and, she also came over to get some attention

COCO

I cannot predict what my dog is going to do but I can trust him

0:00:57:33
It's kind of conscious between you and your dog... I can't predict what is exactly she is going to do

BRITTI

I felt the moment she were accepting me

0:00:17:03 After dinner, I sat in a chair and she came to me. She sat in front of me and she jumped on me. She put her head on my chest. And I knew it was good. She was accepting me as her new master.

COCO

I was relieved when she started to trust us

0:00:29:35
I could touch her without the tail in between the legs and, and she also came over to get some attention

F

WANTS
a
WISH

MAX XL

My dog needs to be friendly to my customers

0:01:21:43 I wanted him to be that social to other people. I always work with people. There are always people around me. He has to be gentle for everyone.

DIMO

I like the fact that I can go everywhere with my dog

0:30:27:00 0:30:27:03
The fact that you can carry your dog or you can stay with your dog in children's places and that's for me and for us it's family, it's important.

BIKKEL

I would like my dog to do typical doggy stuff

0:01:12:47 He never gives me the tail back when I throw it. I would like him to do it. He is on his own mind.

MAX S

I wish I could walk with both my son and dog with the same speed.

0:30:36:17 I don't like to walk with the two of them. My son wants to walk slowly and Max wants to walk fast and far.

COCO

I like when a dog is calm and silent

0:00:45:20
I like relaxed dog. If don't like vocal dogs as I don't like noise children.

BIKKEL

I wish my dog likes people unconditionally

0:01:53:52 He always goes to somebody who is having something, that's not always a person for me, I want that he like people, but not only when they give him something.

MAX XL

I want my dog to select people to interact with.

0:01:22:49 Sometimes I don't like it. We were walking on the street and there were a tiger bouncer. He was so warm to Max when he was calling him, he was coming. And I didn't want that. It's a bit double.

PEPPER

I wish I can anticipate the basic needs of my dog

02:42
Pepper is suddenly unpredictable when he wants to poop or pee

DIMO

It's important for me to have a dog friendly service

0:01:18:25
If there are two supermarket in the street and once allowed dogs, I will go to that one

COCO

I want an equal respect between me and my dog

0:00:51:54
I have to respect her as much as she has to respect me, as I feel a kind of equality.

DIMO

I would like that my dog is learning my origins

0:01:48:19 0:14:27:39
If do you speak Spanish with her? I'll work, me try to training her.

AESTHETICS

COCO

**Doggy's basket
doesn't fit the
interior and is less
cosy for the dog**

00:28:22
We didn't want the plastic basket for dogs,
and all dogs prefer the couches rather than the
crate

PEPPER

**The crate fits the
interior of my
house**

13:44
The crate looks like a piece of furniture, fits the
house
(We choose the crate for the nice looking
purpose)

ARASH & NEFER

**Dog accessories
should match my
outfit**

00:41:40 If I wear black, I prefer they don't
wear brown. Black and brown don't match.

APPENDIX G



Consumer Feedback

Let us know your name.	How do you like this idea? Mood Food	Why did you choose that answer?
Stephanie Forristall	I don't like	I feel it is manipulative of the animal; that it is forced into a mood to accommodate the owner.
Heike	I don't like	It sounds like a kind of medicine or food with modified characteristics.
Chris	I don't like	My pets don't need food for their mood, they need what they need for being healthy
Ulrike	I don't like	Too much importance to pet food.
Alexander	I like	The animals have moods like us human
Sabine Weinkauff	I don't like	In night is my dog sleeping
Alex	I like	I feel pleasant with the idea behind it. But I'm not sure, if it's scientifically proven. But I would try.