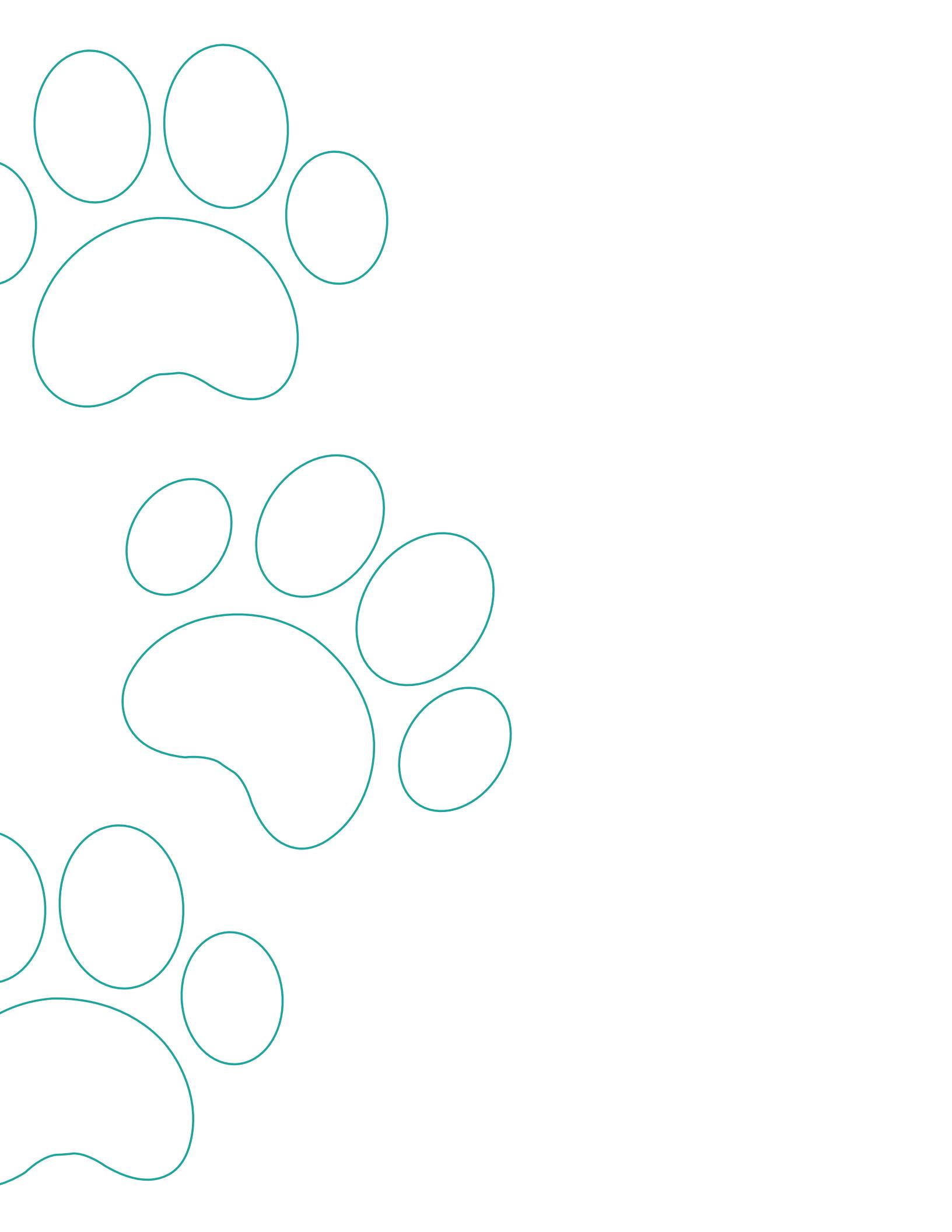


THE NEIGHBOR ACROSS THE STREET

REACHING THE HIGH-IMPACT DOG OWNER



THE NEIGHBOR ACROSS THE STREET

REACHING THE HIGH-IMPACT DOG OWNER

This project began with loose dogs, but it was ultimately about the human behavior that led to loose dogs.

We set out to design something for the person who we thought was the right user.

But, we discovered that the user we thought we were designing for wasn't the right user at all.

This book is about finding the right user and creating unique solutions for this user.

This book is for people who are trying to do good work with animals in communities who need help.

We started with:

How might we improve pet ownership in South Dallas?

Then, we wondered:

How might we create new beliefs around pet containment in South Dallas?

Finally, we asked:

How might we reach the high-impact user in South Dallas?

INTRODUCTION: THE QUESTIONS WE SOUGHT TO ANSWER

Throughout this book, we're going to ask three questions. When we started this project, we asked the broad question, "How might we improve pet ownership in South Dallas?" As we learned more about the community we were working in and the nature of pet ownership in the area, we were led to our final question, "How might we reach the high-impact user in South Dallas?"

We hope when you design (or make, or strategize, or create programs) for people and their pets that you'll learn from what we learned and ask the right questions to find the high-impact user in your own communities.

When we use the word "user," we're talking about the person who engaged with our service or product: the person who is dealing with the problem we're trying to solve. When we use the term "high-impact user," we're talking about the type of user who has a disproportionately greater impact on the problem we're designing for. In this case, these high-impact users have a greater impact on the loose dog problem in South Dallas.

As we'll show later, these high-impact users are hard to find and even harder to design for. But they're at the core of the loose dog problem *because* they're hard to find and hard to design for. They aren't being hit by existing programs. They need unique solutions that are made for them.

In this book, we'll share some of the context that we uncovered in our research and tell some stories about people who live and work in this area. Then, we'll explain some of the prototyping tools that helped us learn about the neighborhood and the way that these learnings adjusted our view of the project. Finally, we'll share what we learned about this community in the hopes that it will help in future animal work in these areas.



THE PROBLEM: LOOSE DOGS IN SOUTHERN DALLAS

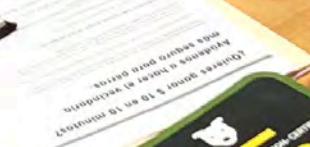
In 2016, a woman named Antoinette Brown was mauled to death by a pack of loose dogs. Her death sent ripples through the city of Dallas, bringing massive attention to the growing population of loose dogs in the southern parts of the city. Compounded by rampant poverty in underserved communities, the population of loose dogs in South Dallas was estimated at 8,700 around the time of Ms. Brown's death.¹ The issue had become unavoidable, forcing the city to take action.

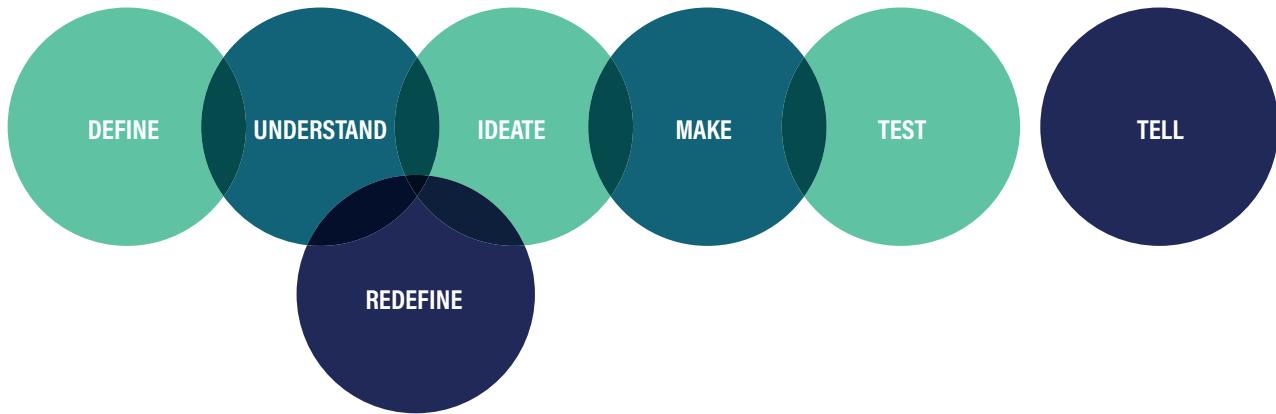
Boston Consulting Group was brought in by the city council in 2016 to survey the problem and recommend solutions. Published in August of the same year, the reports of their findings launched a city-wide initiative to reduce the loose and roaming dog population.² People who resided in 23 zip codes identified by the study became eligible for free spay and neuter services, as well as low-cost access to vaccines.

The Communities Foundation of Texas, the SPCA of Texas, Dallas Animal Services, and many other organizations have since formed strategic partnerships in an effort to fix the dog problem of South Dallas. Funding, support systems, and a thorough network of spay-and-neuter outreaches have been in full effect in order to impact these 23 communities.

However, the issue continues to persist. Another resident of Fair Park was hospitalized in April of 2018 due to a pack of roaming dogs.³ Despite the efforts and progress made in the past two years, many residents in Dallas still encounter loose and potentially aggressive dogs.

This is where our work began. Our project sought to reduce the remaining loose dog population by targeting the human behaviors that contribute to the problem—behaviors that are both passive and active. We started by researching this question: **How might we improve pet ownership in South Dallas?** The scope of the project purposefully started at a high level in order for our team to find the specifics on our own.





THE METHODOLOGY: HUMAN-CENTERED DESIGN

To address the problem of loose dogs, we used the methodology of Human-Centered Design, which is a multidisciplinary approach that is proven to solve problems that resist traditional solutions.

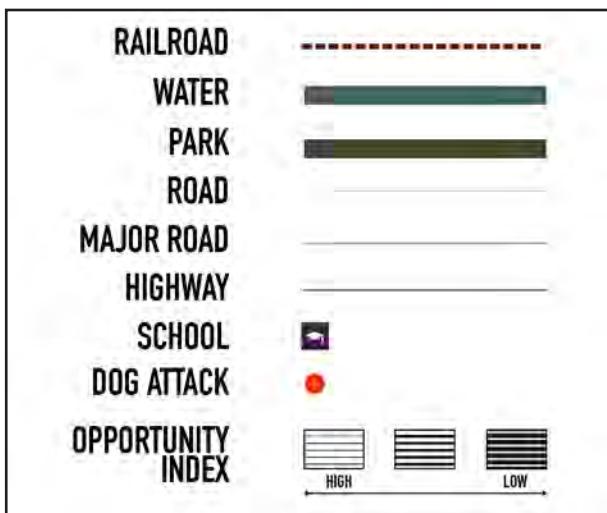
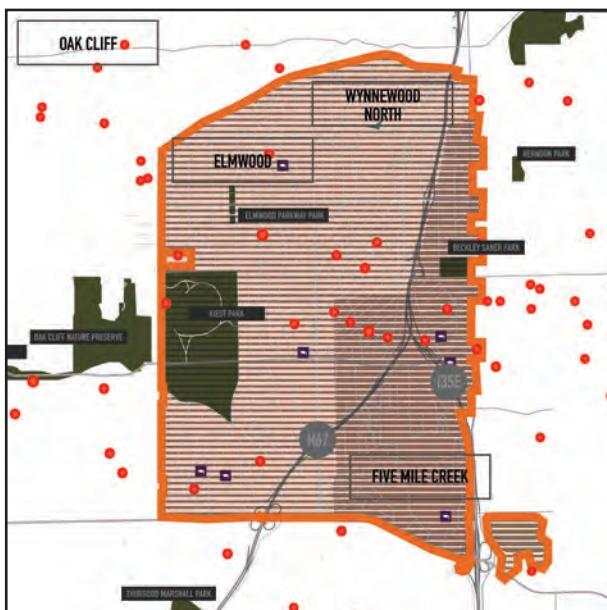
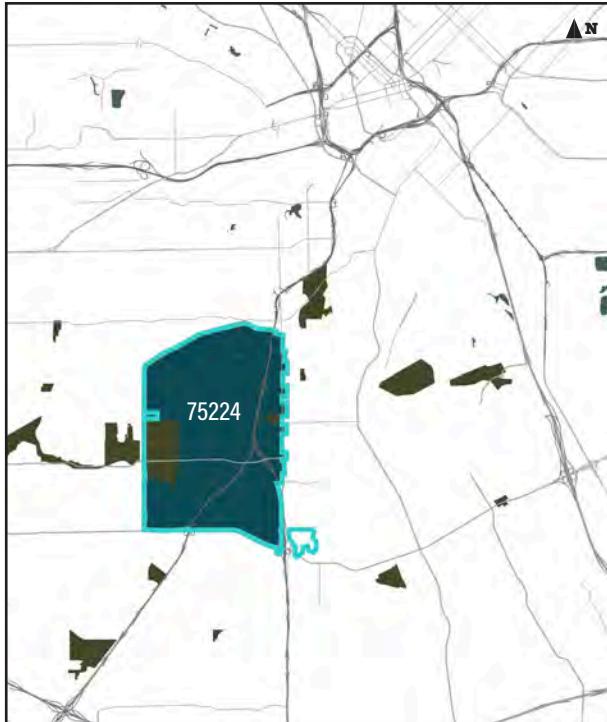
The core of Human-Centered Design is building empathy with the user in order to determine their wants and needs. This process emerged from a variety of social sciences and traditional design fields.

Design research marks the beginning of the Human-Centered Design timeline. In this stage, designers use a toolkit of research methods to initiate conversations with the goal of learning about their target audience and empathizing with the problems that they face. The resulting qualitative and quantitative data is then synthesized to reveal the spaces in which a design intervention might have the most impact. Ideation yields concepts for intervention in these areas through design, and prototyping gives life to the ideas by evaluating them in action and making adjustments accordingly. Prototyping is not always about a final solution but can be a further tool of learning in and of itself.

The Human-Centered Design process starts with no preconceived notion of how the problem could be solved, only that these potential solutions are designed to address the challenges faced by the users. This means that potential solutions can come in many shapes and sizes: public spaces, software, policy reform, and even free bags of dog food.



South
Oak
Cliff



THE SETTING: THE ZIP CODE OF 75224

For this project, our work focused on the zip code 75224. This zip code was chosen for us by the Communities Foundation of Texas, and is one of the 23 Dallas zip codes being targeted by city and nonprofit efforts to reduce loose dog populations. Our zip code, like many others in South Dallas, receives free spay and neuter services and low-cost vaccinations.

75224 contains a stretch of I-35 and touches up against the gentrifying neighborhood of Oak Cliff on the north side and the Beckley Saner area on the east side. Parts of the zip code are in the middle class, while others experience tremendous poverty, particularly in the southern and eastern areas.

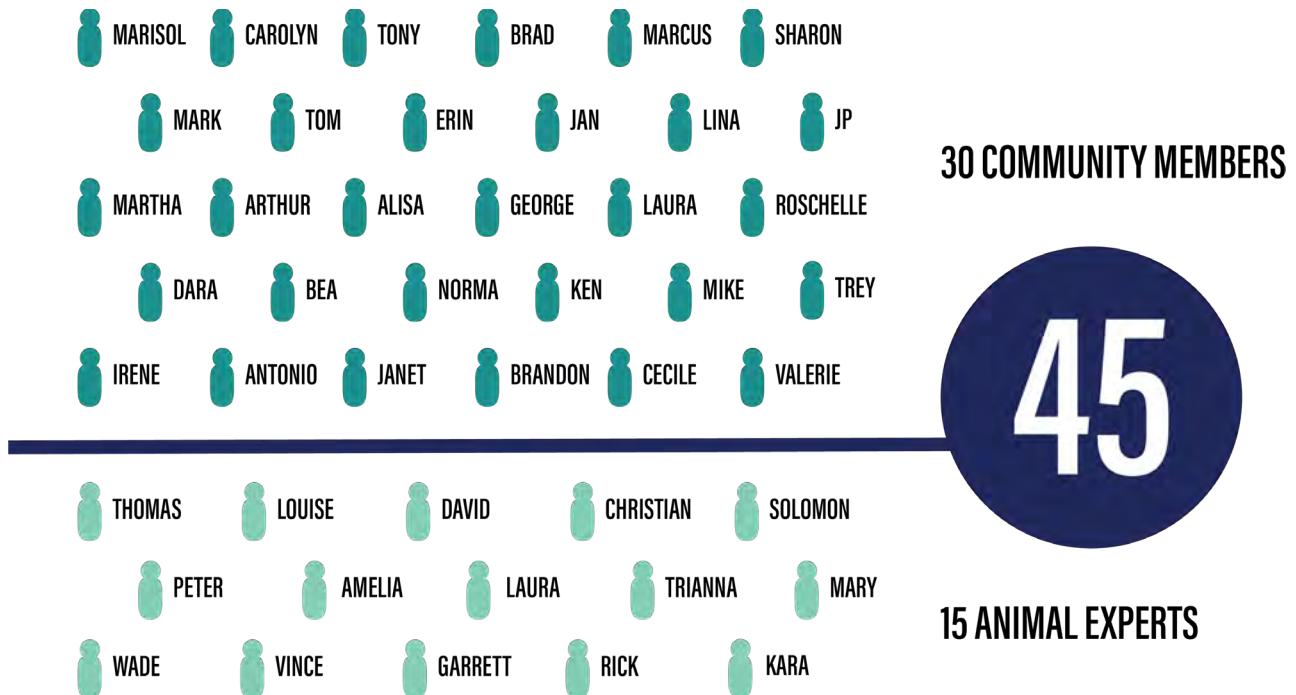
Most of our research efforts were concentrated within this zip code, but we also know that zip code borders are primarily governmental boundaries. People, ideas, and, most importantly, dogs move freely across these boundaries. We believe that our work and our findings could be applicable outside of this single zip code. The implications of our project are not only relevant to this community but also to future work in other areas facing similar issues.

THE GUIDE TO
DOG CULTURE
IN 75224

HUMAN-CENTERED INSIGHTS ON DOG OWNERSHIP IN SOUTH DALLAS



This full booklet can be read in the Appendix.

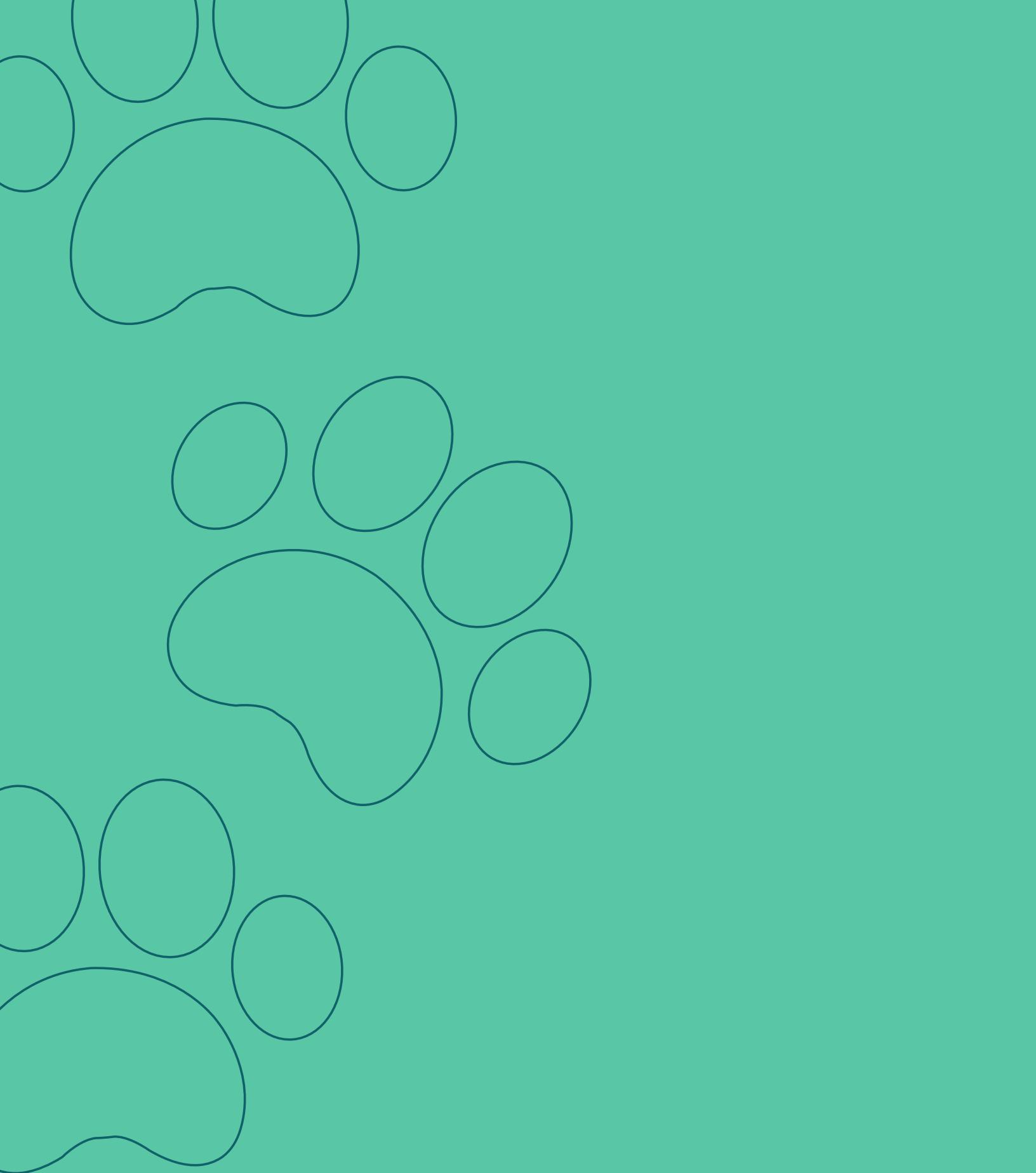


THE CONTEXT: THE DOG CULTURE OF 75224

As we gathered insights into the community and their attitudes toward dogs, we collected them into what we called “The Guide to Dog Culture in 75224.” Some of the data points that we gathered were contradictory, but many of them reinforced certain overarching themes within the community around dogs. This collection is built around the overlapping themes and the summarizing insights associated with each group of data points.

This guide was built through design research in the community, largely in the form of in-person interviews. Over the course of this project, we interviewed 45 people. 15 of these interviews were with animal experts who work directly with the community, and the other 30 were with people who are members of the community. We employed additional research tools to gain information, such as using a map sketch activity to initiate conversations about which areas of the community were most active with loose dogs. We also used some unique interview tactics, such as getting a haircut in a barbershop in the neighborhood. After all, who knows the gossip of the neighborhood more than the community barber?

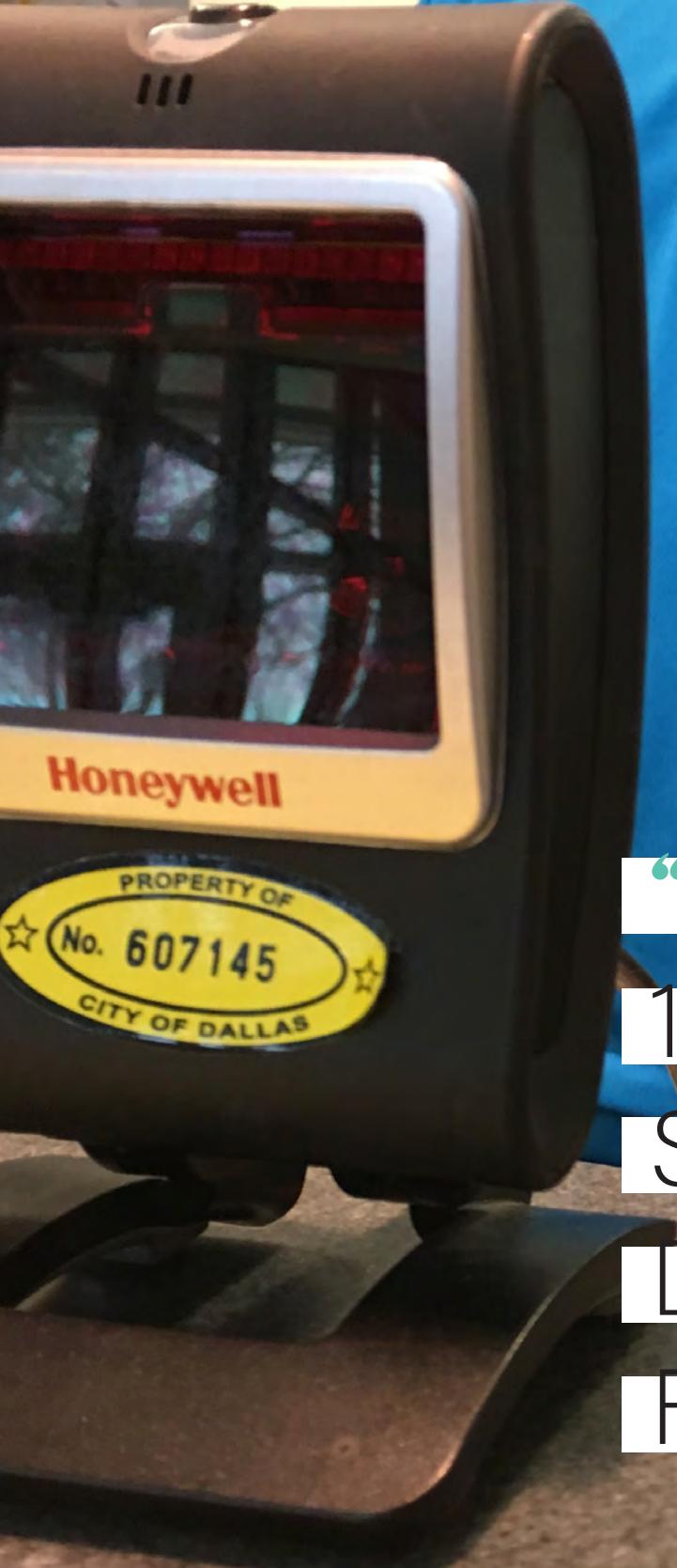
This collection of data captures the community’s narrative about dogs and provides context in a way that only the community can, because the narrative is in their own words.



HOW MIGHT WE IMPROVE PET OWNERSHIP IN SOUTH DALLAS?

This project started with a hunch that the problem of loose dogs in Southern Dallas was not just a problem with animals, but a problem with human behavior. We suspected that loose dogs weren't loose by accident and that pet owners played some kind of role in this issue. By asking questions about pet ownership, we hoped that our research would reveal the challenges and struggles of being a pet owner in this community and reveal the ways we might design for these pet owners and their struggles. In order to impact the human behaviors contributing to the problem, we set out to understand what pet owners needed.

Using the tried-and-true design research method of interviewing, we interviewed 45 different people from the community, including 15 animal experts who work within the community and 30 people who live and work in the community.



“ HOOD RULES
101 – IF YOU
SEE A STRAY
DOG, JUMP THE
FENCE.”

- WADE

WADE : A COMMUNITY DOG EXPERT

We first met Wade on a Saturday afternoon at the Beckley Saner Recreation Center. He was one of our first research participants and a surprisingly knowledgeable dog owner. In fact, Wade is a dog breeder who sells German Shepherds to neighbors and also trains them to be security dogs for private companies and the Dallas Police. As a dog breeder, Wade understands the responsibility of properly caring for dogs. His experience with dogs often makes him frustrated with other dog owners in his community. Wade told us that he saw other residents training dogs in all of the wrong ways. As he saw it, the community as a whole plays a role in socializing loose dogs to be aggressive. Actions like agitating dogs behind chained link fences or using certain hand gestures can inadvertently train dogs to be wary of humans.

Wade believes that many of these factors lead to increased aggression when the dog gets loose. In that situation, a dog may become more prone to bite as an outlet to the aggression.

Wade looked out the window and pointed to a street intersection, only a couple of hundred of feet away. He recalled a time when a neighbor's German Shepherd broke free from that yard and chased him down the street, narrowly missing Wade as he jumped a fence to escape the dog. "Hood Rules 101: If you see a stray dog, jump the fence," he said with a chuckle.

What if there really are "hood rules"? ***What if there are particular ways of behaving and responding to loose dogs embedded in the community?*** This idea that was inspired by Wade was pivotal to the way that this project unfolded. We were intrigued by the idea that the community itself had a hidden set of knowledge about the loose dog problem that we didn't, so we began to shape our research around finding out what this set of knowledge contained.

“I’VE BEEN TO
JAIL. I KNOW
WHAT IT FEELS
LIKE TO BE
INCARCERATED.
I DON’T WANT
TO DO THAT TO
HIM.”

- TOM

TOM : A DOG LOVER

Tom is a resident of 75224 who has lived near the east side of the community for almost 10 years. As a longtime member of this community, Tom isn't a stranger to seeing loose dogs around the neighborhood. In fact, when we approached Tom, we noticed that he had one hand on his dog's leash and the other on an old baseball bat. Tom takes this bat with him anytime he leaves the house because of a dangerous encounter with a German Shepherd near Beckley Saner Park, the same area that an earlier interviewee, Wade, was chased by a loose dog. The bat Tom carries is a daily essential because it protects him and his dog from the loose and roaming dogs in the area.

"Other dogs are territorial. They aren't coming after you—they're coming after your dog," Tom explained, holding up the bat and gesturing around the street. For Tom, aggressive dogs are a part of his daily life but that doesn't mean he agrees with the way his neighbors contribute to the problem. "Dogs need to be walked. If you don't walk them, they'll feel cooped up. Then they'll want to escape the yard." According to Tom, dangerous, aggressive dogs only behave this way as a result of poor dog care.

Tom's opinions on dog care have been informed by his own life experiences. "I've been to jail. I know what it feels like to be incarcerated. I don't want to do that to him," he said, pointing to his own dog. He found his dog in a nearby neighborhood called Five-Mile Creek when he was just a puppy. Tom took the stray in, fed him, and eventually came to adopt the dog. Overall, Tom considers himself to be a good dog owner, and as formerly incarcerated felon, Tom knows the experience of being confined to a cage and refuses to do the same to his dog. "**I don't know if what I do is good dog ownership,**" Tom said, "**but I do know that I'm doing something, and that's what matters.**"

A young man with glasses and a maroon cape is sitting in a barber's chair, getting a haircut. A black male barber in a white apron is standing behind him, focused on his work. The barbershop has a warm, wood-paneled interior with other customers visible in the background.

“I DON’T HAVE
A DOG IN THAT
FIGHT. IT’S NOT
MY PROBLEM.”

- JP

JP : AN APATHETIC BYSTANDER

Walk into the local barbershop on a weekday afternoon, and you'll find JP cutting hair. For decades, JP has been a barber in the same shop that sits on the north side of 75224 in Wynnewood North. The well-informed barber may be a stereotype, but JP fulfills it. With the number of people who pass through his barber chair on any given day, JP can't help but know the goings-on in the neighborhood.

"Don't get involved," JP said bluntly when we asked about the loose dogs in the neighborhood. **While he acknowledged that stray and loose dogs were occasionally a problem in his neighborhood, JP felt that it was not an immediate threat to him.**

JP's passive stance towards the loose dogs in the neighborhood was best captured by a stray female dog that took up residence under his porch. For years, this female dog had been living under his house, giving birth to puppies once or twice a year, but JP let it continue to happen. JP was fairly certain that his neighbor was taking the puppies and selling them each time she had a litter, but he never had a direct altercation with the dog so he mostly ignored what was happening. JP tried calling the city to have the dog removed but gave up. "You have to call again and again to get the city to do anything, so people stop trying."

He explained that he's not the only one in the community who responds to the loose dogs with apathy. "People aren't really aware of what's going on in the neighborhood," he said, indicating the surrounding area with his comb. "People won't do anything unless it directly involves their family."

JP's perspective of the community provided insight into the way that many residents viewed dogs. To these residents, the dogs simply weren't an issue that demanded their attention. The stray and loose dog problem wasn't at their doorstep— rather, it was hidden away under their porch.

“ PEOPLE
WHO AREN’T
RESPONSIBLE
WON’T EVEN
HEAR ABOUT A
PROGRAM.”

- ALISA



ALISA : A NEIGHBORHOOD TEACHER

Across the street from a wildflower preserve in 75224 lives a woman named Alisa. She was well known by the community as the local “Teacher,” a name that quickly made sense. When we approached her house in the gleeful company of a neighbor who clearly was expecting a scene, Alisa flung her door open and placed her hands on her hips. “What do you want?” she snapped in a deep Southern drawl. Her neighbor jumped in and asked her to tell us about the loose dogs in the neighborhood, and almost immediately, Alisa’s entire demeanor changed. “You want to talk about dogs? I can tell you all about the dogs.”

She wandered into her garden, picking snails from the path while she told us about the number of dogs she sees each week. The nature preserve was the perfect habitat for loose dogs by providing shelter and water for the dogs and keeping them from being seen by the neighbors. While we talked, Alisa’s own dog wandered out. He was a black and white brindled boxer, appropriately named Pepper. Alisa put a leash on Pepper and motioned over her shoulder for us to follow. As we walked, she explained her frustrations with the lack of dog care in her community. “People just let their dogs go crap anywhere,” Alisa told us, with a pointed gesture at her neighbor’s house.

As we walked, Alisa made a detour to a neighbor’s house and handed her a flyer and pamphlet for the SPCA. In a broken mixture of Spanish and English, Alisa confidently stumbled through a conversation with her neighbor about the free spay and neuter services available in their zip code. As we walked off the porch, Alisa told us just how important it was for the neighborhood dogs to get spayed and neutered. With so many loose dogs in their area, a female dog could have puppies anytime, and unless a family was prepared to raise a litter of puppies, the dogs needed to be fixed.

Alisa, though rough around the edges, seemed to know her community well. She stopped and spoke to people who drove by, chatted with teenagers in their front yards, and generally seemed to know everyone on the block. **The issue of loose dogs was all about dog care in Alisa’s eyes. Her neighbors were perfectly content with letting their dogs “crap anywhere” and let the dogs out whenever they wanted.** This seemed to both exasperate her and galvanize her into doing what she could to help the dogs of the community. With a final sigh, Alisa pushed some SPCA materials into our hands, making it clear that our talk was over, and continued on her walk with Pepper.

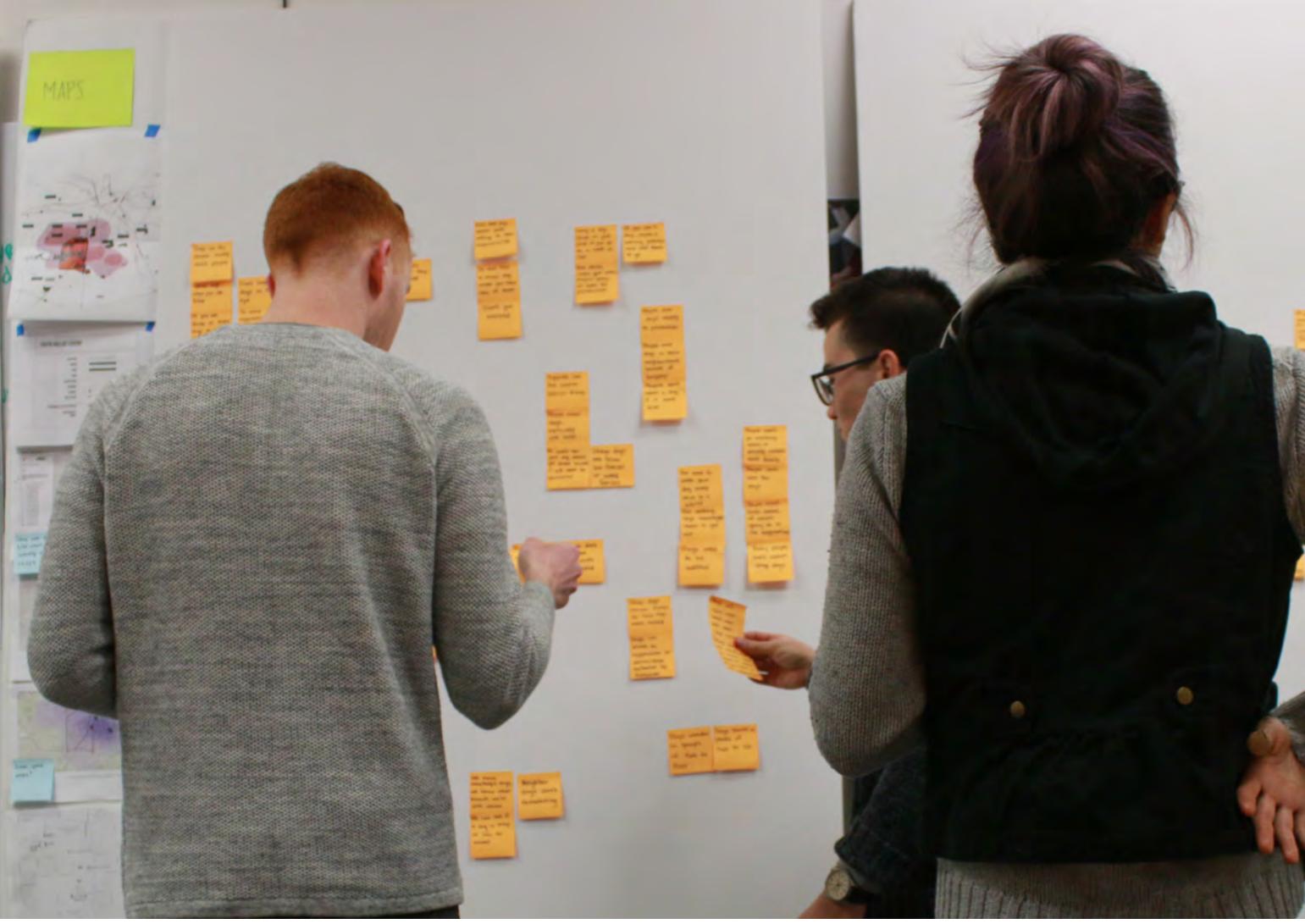
~~HOW MIGHT WE IMPROVE PET OWNERSHIP IN SOUTH DALLAS?~~

HOW MIGHT WE CHANGE COMMUNITY BELIEFS AROUND DOG CONTAINMENT?

As we spoke to people from the community, it became clear to us that there were a lot of community beliefs that centered around containing dogs. Tim's experience of being incarcerated made him reluctant to do the same to his dog. JP didn't view loose dogs as his problem, but rather something for someone else to deal with. Alisa's frustration with her neighbors walking their dogs without a leash was rooted in her perception of appropriate dog containment.

Earlier, we mentioned the "The Guide to Dog Culture in 75224." As we gathered stories like Tom, JP, and Alisa's, this guide began to take shape, and the prominence of beliefs around dog containment emerged. At this point, we were more concerned with *what* needed to be improved, and not yet concerned with *who* to improve it for. So, we narrowed our scope and asked our second question: "How might we change community beliefs around dog containment?"

In this next section, we'll walk you through some of our prototypes that we made to learn about this question and the people affected.



IDEATION

How might we create new community beliefs around dog containment?

After this question emerged from our design research, we entered a period of brainstorming, searching for potential ideas to address harmful beliefs in the community.

Some ideas were nonsensical. Others simply needed resources that weren't at our disposal. By thinking outside of the box and not limiting our ideas from the start, we were able to better understand the constraints of our problem. We filtered these ideas to align with the context of our community, taking into account financial accessibility and scalability for the future.

This ideation period produced a high volume of ideas. To move forward, we selected the top ideas that most aligned with our design question and used storyboards and sketching exercises to vet them for feasibility. This process not only helped us to generate innovative concepts, but also to expose the strengths and weaknesses of each potential solution.

In the end, we narrowed our focus to one idea. **What if we used some kind of visual marker to create positive community pressure around responsible dog containment?**

PROTOTYPING

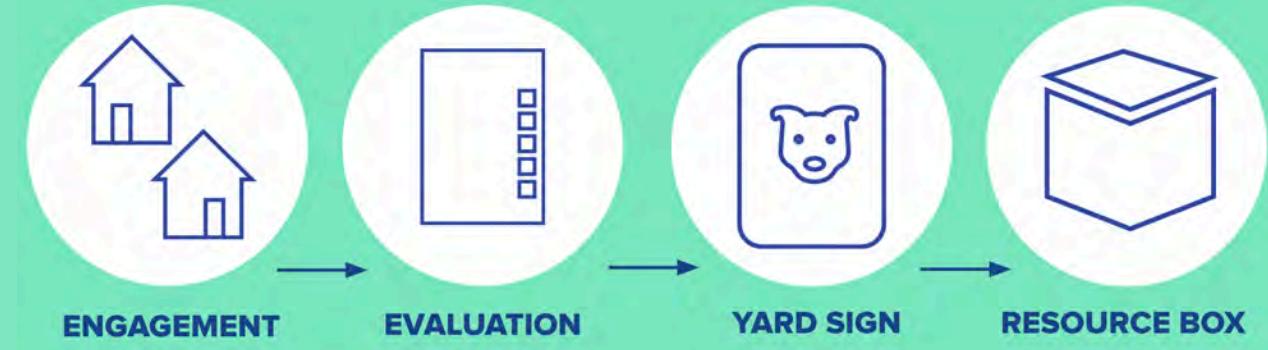
In order to learn more about how a design intervention would perform in 75224, we began the prototyping phase of our process. We wanted to create a visual marker to generate positive community pressure toward dog containment and felt that a sign would be an approachable and actionable method. This primary piece led us to create additional tools to prototype.

First, we realized that in order for this visual marker to be effective, there needed to be a standard of some sort for a yard to meet, so we created a yard evaluation tool. This yard evaluation would be used in people's yards to designate specific requirements for a yard to be considered secure, such as a lack of holes in the fence. This tool was intended not only to be used for evaluating yards, but also for teaching owners about what constitutes a safe yard.

If community members were asked to display a sign in their yards and take part in a program, then some sort of incentive would be necessary for motivation. For this reason, we also included a resource box as a reward for ongoing participation.

Finally, we needed some means of engaging individuals to join our program. We knew that the evaluation would occur in person, so it made sense to engage people door-to-door and potentially perform evaluations on the spot. We also hoped that this process could be integrated into an existing organization's door-to-door outreach programs.

With this prototype system established, we tested pieces of it with members of the community, both to improve the pieces as prototypes but also primarily to learn about the community and the individuals within it. **The prototype components ended up being essential learning tools for us.**





PROTOTYPES IN ACTION: THE EVALUATION SHEET

The evaluation sheet prototype was a simple form with checkboxes for certain yard criteria. It also asked for basic information from the resident such as their address and number of dogs.

We tested the evaluation sheet by walking with residents in their backyards and simulating a yard evaluation. We asked each of them questions about their yards, and they often walked us over to certain areas to show us how they cared for their yard and dogs.

Overall, the evaluation sheet proved to be an excellent way of gaining an understanding of how people take care of their yards and how they view their property and the animals under their care.

PROTOTYPES IN ACTION: THE DOG-SAFE YARD SIGN

The yard sign was intended to be a visual marker for the community to show that a house has a “dog-safe yard” and to designate the home as a participant in larger efforts to make the community better. The sign was the central component of our strategy to create positive pressure in the community around dog care and was ultimately the action that would earn the reward of the resource box.

We tested our yard signs by accompanying an animal service organization, Duck Team 6, on an outreach. We shadowed them as they moved through a block of homes within which they performed fence repair, animal treatment, and other services. This gave us the opportunity to see how people felt about certain elements of this signage, such as the tone of the writing, the color choice, and the general aesthetic of the sign.

The most important thing we learned was that people were predominantly concerned with security when considering a visual marker like this. The community was filled with versions of a “Beware of Dog” sign that clearly communicated the threat that a security dog represents, and people who considered being part of this program wanted no different. The signs that were friendly or cute were not viewed as favorably as the signs that favored the more threatening, serious messages of the preexisting “Beware of Dog” signs.

PROTOTYPES IN ACTION: DOOR-TO-DOOR ENGAGEMENT

To test door-to-door engagement, we went to two neighborhoods within our zip code. In each neighborhood, we started at the home of a person that we had already connected with. We wanted to test the full system with neighborhood participants to immerse ourselves in the experience that a outreach volunteer might have if using the same system. We also wanted to ask participants to connect us to their neighbors to see how the system could expand through the relational networks in a neighborhood.

Despite some issues with Spanish, this worked well. We were able to easily move through the neighborhood and make connections with a lot of people. However, the majority of the people we talked to were not in need of what we were offering.

In fact, it seemed like these people were connecting with us because they were responsible enough or cared about animals enough that a pet containment program appealed to them. But, these responsible people did know something useful. Almost everyone we talked to had some sort of opinion about who *did* need the system and who the “problem houses” were in the community.

This was where we first heard about the “neighbor across the street.”



THE NEIGHBOR ACROSS THE STREET

We kept hearing about this “neighbor across the street,” and not just once or twice. Many of the community members were more than eager to point out the house “three doors down” or “two blocks south” and tell us about the dog who frequently escaped the yard. But the story that captured this idea of the “neighbor across the street” came from Laura.

On the day that we met Alisa, she insisted that we talk to her neighbor Laura. By chance, Laura drove down the street moments before we left, and Alisa enthusiastically waved her over. Laura pulled to the side of the road, two dogs barking out of her back windows, and leaned out of her car to tell us about Buddy the Golden Retriever.

In a swearing-laden story, Laura explained that Buddy was a very large Golden Retriever, and unbeknownst to his owners, Buddy was climbing the fence at night to wander the neighborhood. Laura first discovered Buddy’s nightly walks when he showed up on her porch at 3 a.m. This, of course, woke Laura’s own dogs, whose barking woke up the whole family. On the fourth time that this happened, Laura got up, grabbed Buddy, and dragged him back to her neighbor’s house in the middle of the night. She pounded on the door until she woke up her neighbors, who apologized and promised it wouldn’t happen again.

Unfortunately for Laura, Buddy’s escape that night wasn’t his last. After another series of nights of being awoken by Buddy, Laura started taking him to Dallas Animal Services whenever he got loose. But each time she took Buddy to DAS, her neighbors picked him up again and brought him home without fixing the fence, allowing Buddy to continue escaping each evening for his nightly strolls.

Laura’s story was one of many we heard like this, but our prototype wasn’t reaching this kind of person—the person whose dogs repeatedly escaped and didn’t seem to care.



LET OWNERSHIP IN SOUTH DALLAS?

HOW MIGHT WE
CHANGE COMMUNITY
BELIEFS AROUND DOG
CONTAINMENT?

HOW MIGHT WE REACH THE HIGH-IMPACT USER?

At this stage, we realized that our efforts to design an effective solution for the right problem were missing the goal. We knew that the problem was real, and it seemed that our prototypes were successful. But, most of the people that we were connecting with did not seem to need what we offered.

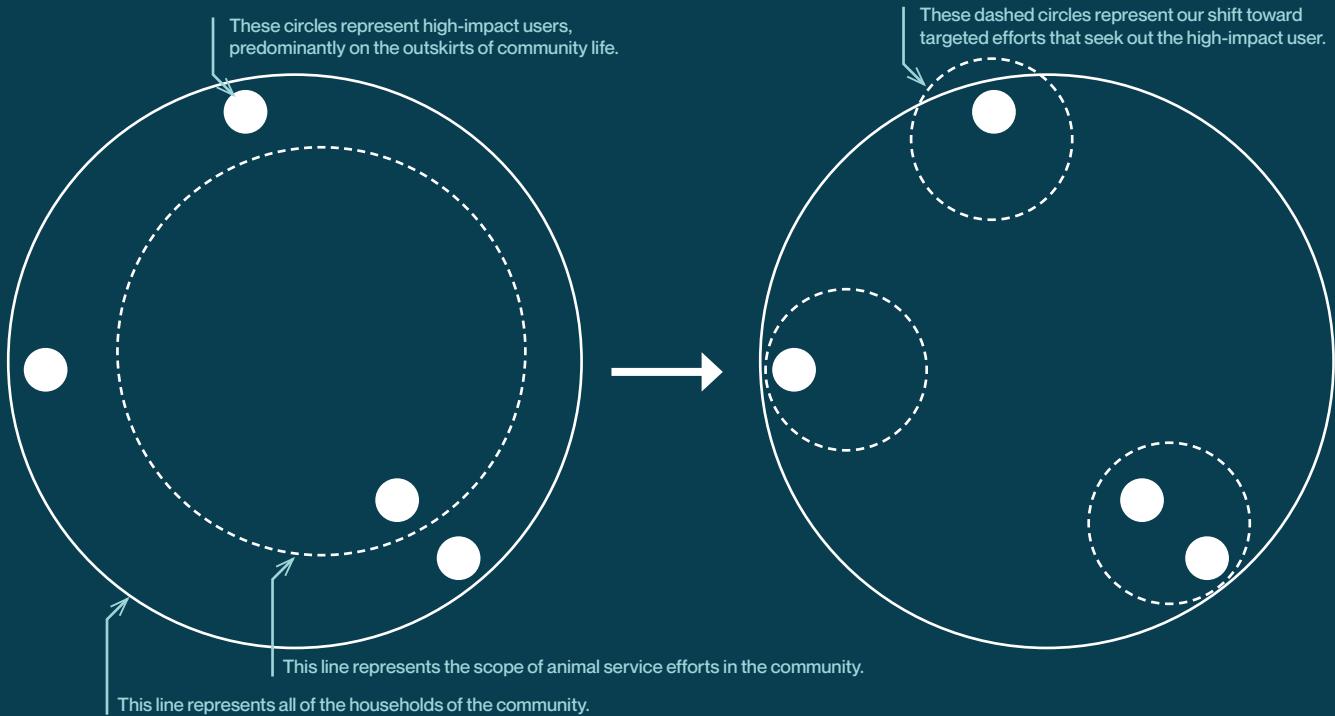
Our discovery of the “neighbor across the street” made it clear to us that there was a key user we had failed to design for by being too broad. It didn’t matter if our work successfully reached 95% of the community if 5% of the community didn’t spay and neuter their dogs and let them roam freely.

We still wanted to change beliefs around containment, but the question we asked focused on the most important thing we learned: finding the user who would have the most impact on the problem if their beliefs changed. With this focus, we asked, “How might we reach the high-impact user?”

This next section will explain the difficulty of searching for this user and a final prototype we made based on what we learned about them.

“ PEOPLE
WHO NEED
A PROGRAM
DON’T
WANT TO
PARTICIPATE.”

- ALISA



THE NEW USER

If there was a high-impact user, why were we missing them?

Throughout this process, we had been designing for the whole community, casting the widest net possible to engage the most people possible.

Our design research led us to the following question: "How might we create new community beliefs around dog containment?" Our prototype was directed to solve this problem, but it was angled for the community as a whole. We figured that the more people impacted, the more the problem was impacted.

The people whose yards we tested didn't appear to be a part of the problem. In fact, the more we learned about the community, the more our prototype implementation seemed to face recruitment issues. The people who were keen to prototype our solution had fences that were already secure enough, and their yards didn't pose any obvious problems.

Meanwhile, we were missing the people with multiple city citations and a trail of angry neighbors. The "net" we had been casting in an effort to cover the most ground was missing the very people we most needed to find.

This realization sparked a search for this user.



Our time in the community was leading us to this new user, but we still didn't know how to reach them. We never met Laura's neighbor, the infamous owner of Buddy the Golden Retriever. Each time we tried, our conversations went something like this...

.....

Resident of the Green House

"Who you really need to talk to are the people down the street in the blue house. We've called DAS on them four times now..."

Resident of the Red House

"Oh, yeah, that house is the worst. I've seen that dog get out so many times!"

Our Team

"Oh, really? Could you introduce us to them?"

Resident of the Green House

"Oh, well... we don't really know them very well..."

Resident of the Red House

"Yeah, I've only talked to them a couple times when I was trying to get them to pick up their dog!"

IS THE HIGH-IMPACT USER REAL?

Neighbors complaining about each other is as old as time, and it was important for us to determine whether or not these community anecdotes were actually reliable data. The number of stories we heard from neighbors seemed real, but we still needed to rule out the possibility of blame-casting: people pointing the finger anywhere but themselves. For this qualitative data to be reliable, these “problem houses” needed to be shown to be actual offenders contributing to the loose dog problem, rather than generally disliked neighbors being forced to shoulder the blame for the dog problem.

Connecting to these users to get their side of the story in real-time proved prohibitively difficult. As we learned, their neighbors didn’t seem to have great relationships with them. Unable to access the “neighbor(s) across the street” directly to get their side of the story, we sought to find supporting data from another source.

We found what we needed through Dallas OpenData, a website that serves as a freely accessible repository for all public data collected in Dallas County. This public database holds raw data from various city organizations, including Dallas Animal Services, and is accessible to anyone with a computer. Through Dallas OpenData, we were able to access the 2017 “Animal Incident Report” published by Dallas Animal Services⁴. This report contained thousands of entries detailing any pet-related incident in Dallas County, including dog bites, dog attacks, and citations given for loose and roaming dogs. By filtering the data for homes with multiple loose dog citations in 75224, we were left with a list of addresses.

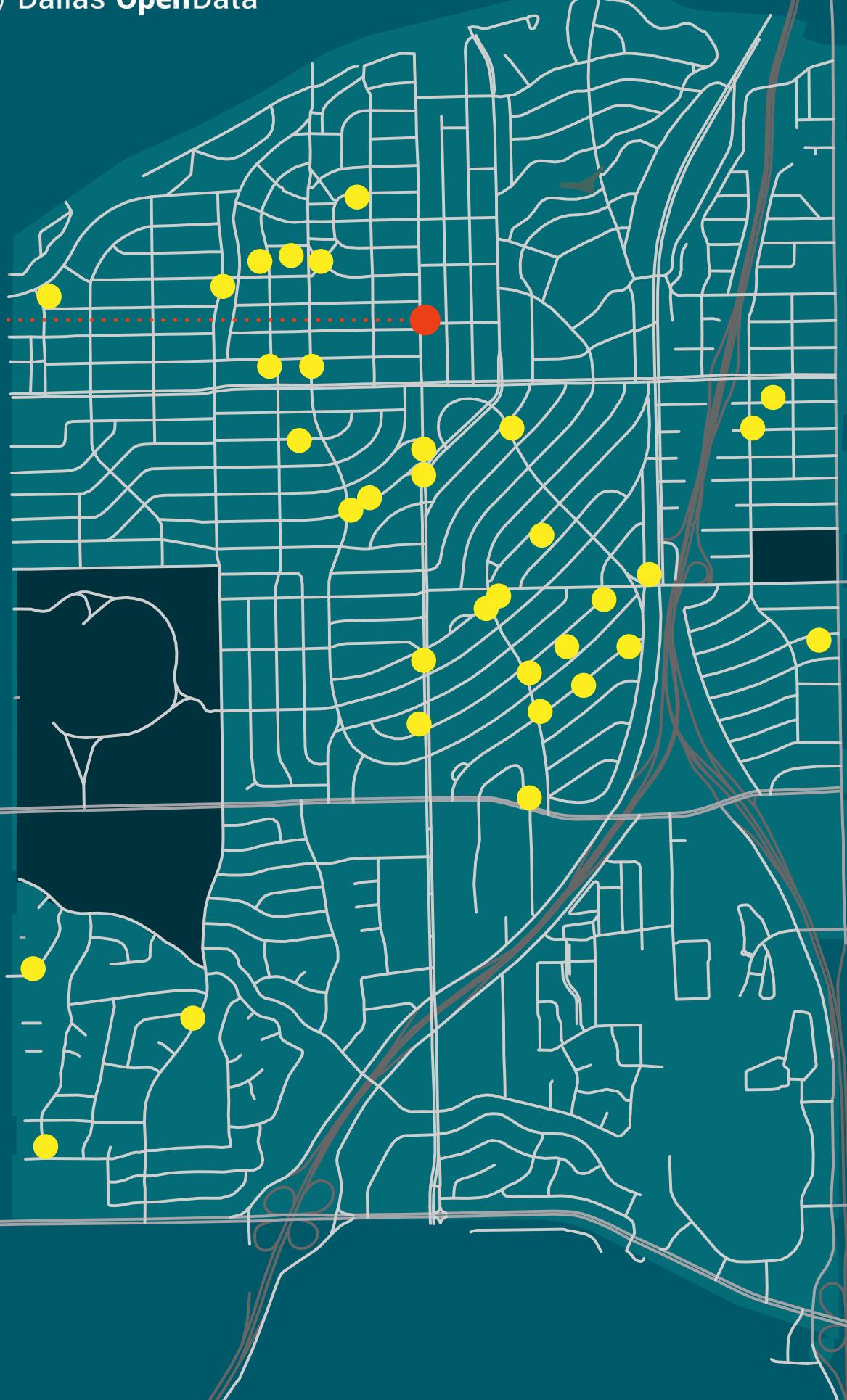
The final list contained 37 home addresses. These 37 addresses allowed us to geographically map out the “repeat-offenders” of our zip code. Each of these homes had received multiple DAS citations in 2017 for either loose or roaming dogs. The map on the adjacent page shows this data. Each yellow dot represents one of these houses.

When we looked over the map created from Dallas OpenData, we recognized the area where we met Laura and Alisa. The house marked by a red dot not only appeared on our city data but was the same house several neighbors pointed to when sharing their “problem neighbor” stories. This home appeared on our data search because it had received more than one citation from DAS, and it was the same home that people in the community pointed out to us.

This confirmed our suspicions: the high-impact user was real. We heard about the “neighbor across the street” from community residents, and then this qualitative data was backed up by the quantitative public data. **This meant that there was a high-impact user known by both the community and by the city.**



Dallas OpenData



FLIPPING THE SYSTEM

With our new goal of seeking out the high-impact user, we reevaluated our earlier system. Originally, our design called for a resource box as an incentive and required participants to meet particular criteria to earn this incentive. However, these stipulations were too much for the type of user we were now targeting. We still believed that we needed to change these users' beliefs about containment, but we weren't as concerned with dragging them through a long system to do so. We hypothesized that a small impact on the beliefs of the high-impact user was effectively multiplied in its effect on the larger community because of how much they were contributing to the problem.

The "Guide to Dog Culture in 75224" we gathered early on from our interviews held a lot of data about *what* the community believed about dogs, so the next step was to reframe these specific beliefs. We repackaged the misconceptions voiced in these interviews into what we named "Dog Care Tip Cards," a set of questions and answers designed to target some of the misconceptions.

To get these cards into the homes of the high-impact user, we returned to our earlier idea of a resource box, but flipped the system. Rather than using it as an incentive to bait people into a specific series of actions, we used it as a kind of vehicle to deploy the Dog Care Tip Cards into homes.



CRITERIA FOR DESIGN

It was important that our new design impact the beliefs of the high-impact user, but it was equally important *how* the impact was created. As we readjusted our system, we considered the following criteria:

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1. FRIENDLY APPEARANCE

People in areas of poverty, and particularly those who have already faced repeated reprimand from the city, have likely not experienced much friendliness from authority. We suspected that a serious or civic appearance to our materials would turn people off to what we had to offer.

2. ACCESSIBLE

After talking to the people of this area, we knew that many of them had heavy burdens occupying their time, their finances, and their mental space, leaving little room for dogs. Things like homelessness, drug use, and poverty were more prominent issues in the neighborhood's mental model. For this reason, we needed to offer people something with a low barrier to entry, because they didn't have much left to give.

3. TARGETED TOWARD THE RIGHT USER

The most important thing we had learned was that the design needed to target the right user in the right place. It didn't matter if 95% of the neighborhood was reached and empowered to care for their dogs if the critical 5% were still enabling loose dogs and allowing their pets to breed. For this reason, we knew it was most important to target this group that was harder to reach and more impactful on the problem.

WITH THESE NEW CRITERIA FOR WHAT A DESIGN
SOLUTION IN THIS CONTEXT SHOULD INCLUDE,
WE CREATED THE DOGBOX.

THE DOGBOX: OVERVIEW

As an embodiment of these learnings and a test of our design principles, we created and mailed the DogBox. These boxes were packages of materials and resources that we mailed to six households that our data had determined to be high-impact users.

The DogBox is one of many possible vehicles into the homes of high-impact users, and was an example of one of many ways that a future project could impact inaccurate and harmful beliefs to create positive behavior change. The DogBox was more than an educational campaign; it was a carefully designed experience that created an opportunity for new information to be received openly and positively by a high-impact user.





DOGBOX: FOOD BAGS

Each box included two bags of free dog food. We believed that these users have experienced primarily negative interactions with other organizations, such as citations, and we repeatedly heard that free food was a great way to create connections. We hoped to create a positive experience by providing something they wanted and needed.





DOGBOX: PACKAGING

We mailed a box to six of the households on the list that we generated from public data and anecdotal experience from our community interviewees. The boxes were printed with a subtle pattern and sealed in a bright color to create a sense of friendliness without being over-the-top.

Dog Care Tips
from the Community Guidebook

Q:

**Why does my dog get mad
when I leave him tied up?**



Care Tip
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DOGBOX: TIP CARDS

The Dog Care Tip Cards were created to get new information into the homes of high-impact users. The questions and answers on these cards were drawn directly from the data in “The Guide to Dog Culture in 75224.”

.....

DOGBOX: RESPONSE SHEET

When opening the box, the participant would see a translucent flyer that explained the program and gave them an opportunity to respond. If they chose to respond, they would answer a few questions to receive another month of free food.

THE DOGBOX: ROOM FOR IMPROVEMENT

As a prototype, the DogBox was not perfect. Even though it was effective in a number of ways, we believe there are still ways to learn from the DogBox and make changes that improve future solutions for other high-impact users.

CREATE A BETTER WAY OF MEASURING ENGAGEMENT

As we mentioned before, the DogBox measured engagement by prompting users to sign up for another month of free food by answering two short questions about dog ownership. When we chose this method of engagement, we hoped to learn how the Dog Care Tip Cards were impacting user beliefs and used a short quiz to test their knowledge. This kind of engagement, however, wasn't the right way to gain user feedback. The quiz style didn't align with our goal to create a friendly, non-judgmental experience and created a relationship with the user that placed us in a position of authority with the "right" answers.

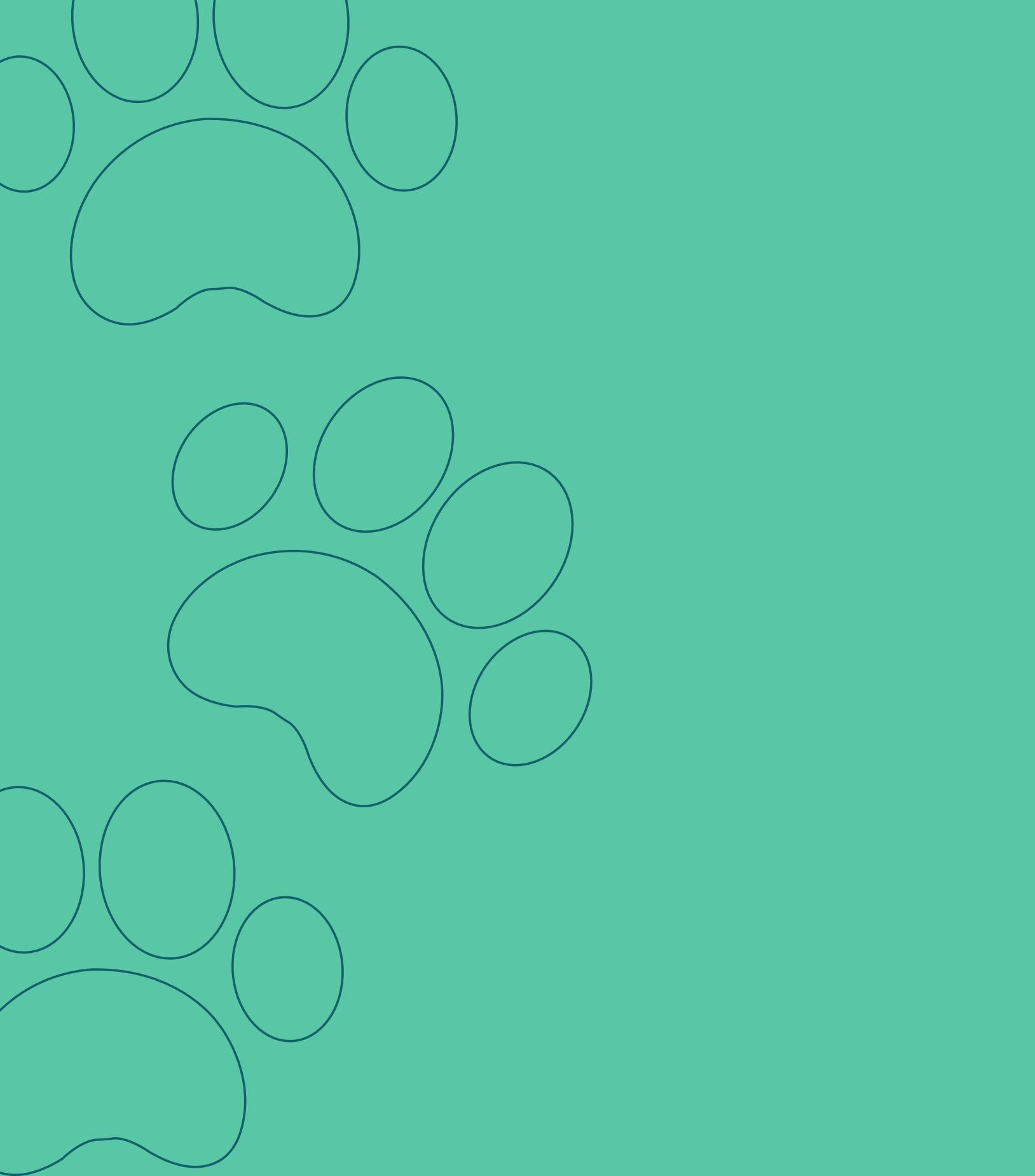
Future solutions for the high-impact user will need to be as easily accessible as our DogBox, but also need an opportunity for the user to engage the experience without feeling judged or criticized. Many of these users will associate animal initiatives with violations or fines. A successful solution for this user must create an avenue for feedback and engagement that is friendly and non-critical.

ALL SOLUTIONS MUST HAVE ENGLISH AND SPANISH LANGUAGE OPTIONS

In our earlier prototypes, we considered the option of creating a Spanish version of our yard sign and evaluation system but made the decision to send our DogBox content in English only. This decision was made because we were concerned that something important would be lost in our limited translation abilities. Because this high-impact user has had a number of negative interactions with animal organizations, the language on the Dog Care Tip Cards was carefully crafted to be engaging and friendly. The nuanced nature of the cards was an essential part of not only delivering new information into these homes, but also an essential part of how that experience felt to the user. For this reason, we had concerns that our translation abilities would harm the experience with language that was unhelpful or possibly confusing.

However, future solutions must provide a Spanish version of any kind of written content. It is important that the Spanish content is also carefully crafted in the way an English document would be. For this user, both the language of the delivered content and the tone of the delivered content is essential, and future solutions must consider how both of these aspects impact the overall experience for the user.





HOW MIGHT WE IMPROVE
PET OWNERSHIP IN
SOUTH DALLAS?
HOW MIGHT WE
CHANGE COMMUNITY
BELIEFS AROUND DOG
CONTAINMENT?
HOW MIGHT WE REACH
THE HIGH-IMPACT USER?

MOVING FORWARD

As you move forward in your work with the community and with animals, there are a lot of things to keep in mind. In these last few pages, we will share some of the things that we learned from gathering “The Guide to Dog Culture in 75224”, from testing our early prototypes in the community, and from our discovery of the high-impact user and DogBox. We hope that what we learned helps you create what the community truly needs.

PRINCIPLES FOR DESIGN: WHAT YOUR WORK IN THIS COMMUNITY SHOULD DO

The following are principles that should be considered when designing for animal care in the context of 75224 and the surrounding areas of South Dallas. These design principles were useful for us and are rooted in what we have learned about the community, its beliefs, and the practices that spring from them.

1 AIM FOR THE USER WITH THE MOST NEED INSTEAD OF THE USER WHO IS MOST WILLING

In the middle of our work, we realized that we were designing for the whole community, casting the widest net possible to engage the most people possible.

Originally, we had asked: “How might we create new community beliefs around dog containment?” Our prototype was directed to solve this problem, but it was angled for the community as a whole. The people whose yards we tested didn’t seem to be a part of the problem. Their fences were secure, and their yards didn’t pose any obvious problems around containment.

It would have been easy to continue exhausting time and resources on this group of users simply because they were available and willing. But, this wouldn’t have impacted the loose dog problem; the people who wanted what we first prototyped were taking care of their dogs whether we showed up or not.

Finding the user with the most need is a lot more work. But, it yields the most impact.

2

CREATE AN EASY TO ENGAGE EXPERIENCE FOR PEOPLE WHO HAVE OTHER BURDENS

The people who have the most need are also likely the people who have a lot on their plates. It's important to remember the other burdens that some communities are dealing with: homelessness, drug abuse, violence, and poverty, to name a few. Their reluctance to engage with animal issues doesn't necessarily mean that they don't care about their pets, but it could very well be that they don't have any energy or attention left to give them after they've dealt with their more pressing needs.

Keep this in mind when you design for them, and don't set expectations based on your own life priorities. The experience that you design for them needs to be as easy to engage with as possible, because the lower the barrier to entry, the more likely your user will be able to participate.

3

FOCUS ON BEHAVIOR BY GENTLY CORRECTING MISCONCEPTIONS

One of the main takeaways from our DogBox prototype was offering gentle correction to wrong beliefs. One of the first things to emerge from our research was the volume of misguided beliefs that the community held around dogs. You won't be able to convince the community to behave differently until you address the beliefs that they hold about their own behavior.

It is imperative that this be done gently. People in these communities have a wariness about the city and many organizations that do work in their area, and they are used to being talked down to, berated, and delivered citations. Your language should be gentle, easy to understand, and available in the language that they speak. Otherwise, it is as good as unread.

4

INCLUDE WHAT THE COMMUNITY CONSIDERS TO BE MOST IMPORTANT

We tailored our prototype to the community's context. The application of this is incredibly important, extending far beyond the basic materials of the DogBox. Through design research and gathering insights from the community, we learned what resonates with the people we were designing for.

One of these learnings pointed towards dog food as an incredible incentive to interaction. Dog food can be costly, biting into the wallets of community members who may already struggle financially. Several dog-oriented organizations and other experts already use dog food as an incentive for their programs. The usefulness of dog food makes it a great tool for any organization doing animal service work.

Language choice must also be kept in mind for any documents or handouts. Language needs to be deeply empathetic and clearly understandable. Word choice, grammar, and sentence structure must account for this principle. We recognize that literacy is an issue in 75224, and any future design must keep that in mind.

Finally, there is a community narrative that exists around dog ownership. "The Guide to Dog Culture in 75224" is a first step in collecting a piece of this narrative. We realize that each community member may have a vastly different understanding of how dogs should be treated or cared for. Residents who don't really care about dogs may feel affronted when told that their view of dog ownership is wrong. Acknowledging and working through misconceptions is a careful process of wordsmithing and language refinement.

A truly effective design solution is one that fits the community narrative.



As you move forward, we hope that you will work in a way that helps the person who needs what you have to offer the most.

The communities you are serving often know what needs to be done and who to engage to make change happen. Combined with the data at your fingertips and time spent in the community, we are confident that you can make these communities better places to live for dogs and for people.

APPENDIX

APPENDIX

An example of one of the iterations of our Dog Safe Yard Evaluation. This evaluation was adjusted several times based on feedback from community residents.



DOG-SAFE YARD CHECKUP SHEET

WHAT IS YOUR FIRST NAME? _____

HOW MANY DOGS LIVE IN YOUR HOUSEHOLD? (CIRCLE ONE)

0 1 2 3 4 5 6 7

ARE YOU FILLING THIS OUT FOR YOUR OWN YARD OR SOMEONE ELSE'S YARD?

my yard someone else's yard

IF SOMEONE ELSE'S YARD, WHAT STREET
DO THEY LIVE ON?

Instructions: circle "yes" for all of the items that apply to your backyard. Then, total the amount of "yes" answers you gave at the bottom of the sheet.

My yard is completely fenced in and is high enough that my dog can't jump over it.	Yes / No
My fence doesn't have any large holes in it that my dog can squeeze through.	Yes / No
My fence doesn't have any gaps at the bottom of it that my dog can squeeze or dig under.	Yes / No
All the doors or gates on my fence have latches that close.	Yes / No
There is an area in my yard where my dog can lay in the shade when it gets hot.	Yes / No
My yard doesn't have anything dangerous in it that can hurt my dog.	Yes / No
My yard has a big enough area in it for my dog to run around and play in.	Yes / No

DOES YOUR DOG EVER ESCAPE FROM THE YARD? **It does or It doesn't or Unsure**

TOTAL NUMBER OF BOXES MARKED YES: _____



DE LA DOG SQUAD

PRECAUCIÓN

ESTE ES UN PATIO
SEGURO PARA PERROS



para más información sobre este programa : dogsafeyard.com

CAUTION
**CERTIFIED-SAFE
YARD**

THIS FENCE IS SECURED FOR PET
CONTAINMENT



for more info about this program, visit secureyard.com



PRECAUCIÓN

ESTE ES UN PATIO
SEGURO PARA PERROS

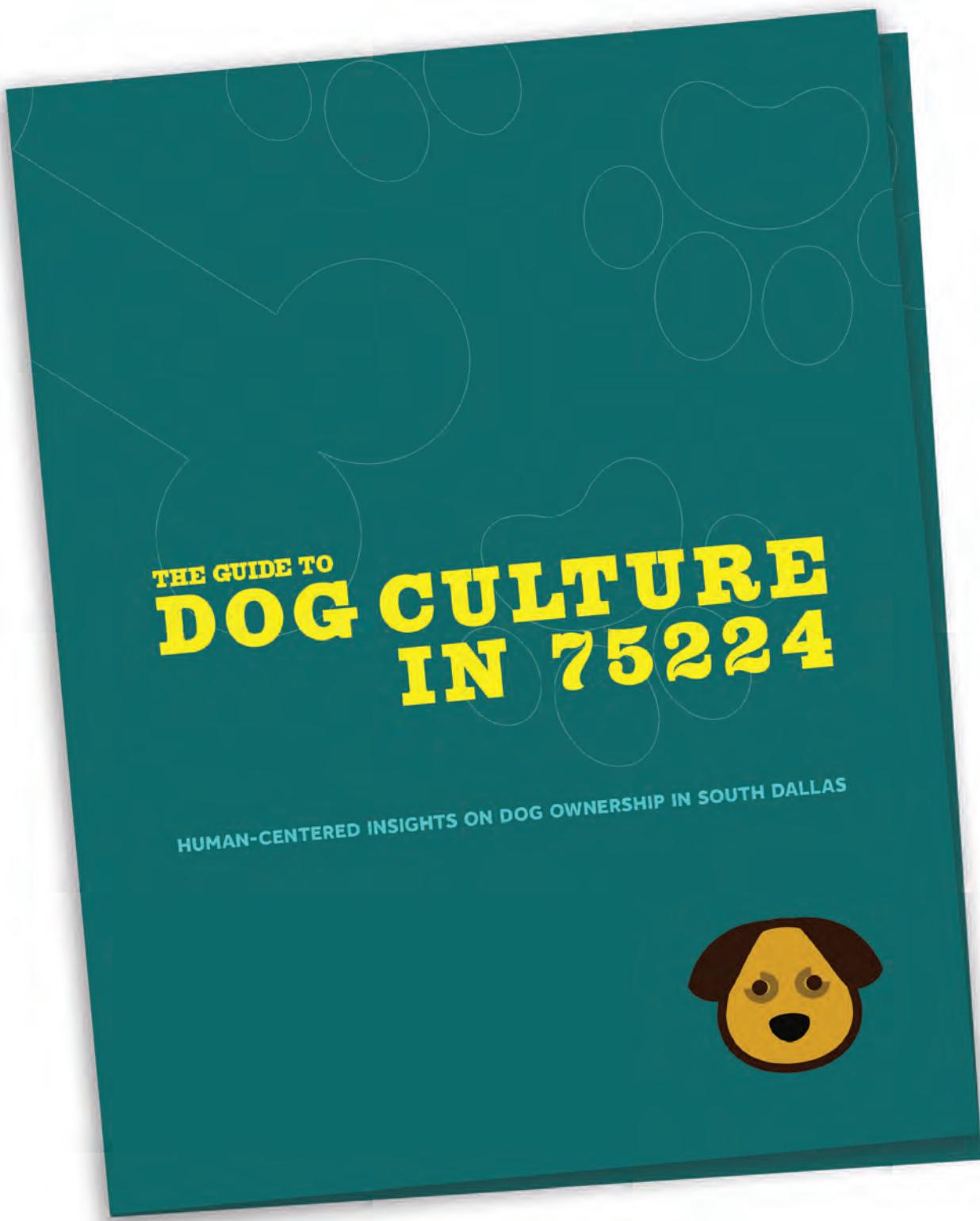


Certificado por la Dog Squad

para más información sobre este programa : secureyard.com

**Examples of some of
the iterations of the
dog safe yard sign.**

**Each sign was
created in both
English and Spanish.**



APPENDIX

The Guide to Dog Culture in 75224 Booklet is a collection of insights from the community around dogs. The pages from the booklet are enclosed in the following pages.

"IF YOU STAY IN OAK CLIFF, YOU NEED AN AGGRESSIVE DOG."

"PITT BULLS ARE THE SCARIEST DOGS."

#1 CERTAIN DOGS BREEDS ARE TARGETED BASED ON PERCEIVED FEARS.

"PEOPLE DON'T WANT A DOG IF THEY DON'T BITE."

"PEOPLE STEAL DOGS, ESPECIALLY PITT BULLS."

"IN HISPANIC CULTURE, DOGS ARE GREAT GIFTS."

#2 DOGS OCCUPY DIFFERENT ROLES IN THE COMMUNITY BASED OFF OF FACTORS LIKE CULTURE, RACE, GENDER, OR SOCIOECONOMIC STATUS.

"DOGS ARE OUR BABIES."

"IF YOU LIVE IN OAK CLIFF, YOU NEED AN AGGRESSIVE DOG."

"IF DOGS AREN'T ADOPTED IN 14 DAYS THEY ARE KILLED."

#3 PEOPLE BELIEVE THAT DOGS THAT AREN'T ADOPTED ARE ALWAYS EUTHANIZED.

"DON'T CALL SPCA BECAUSE THEY WILL KILL THE DOGS."

"BE CAREFUL THAT YOUR DOG DOESN'T GET STOLEN BECAUSE IT WILL NEVER BE RECOVERED."

"THERE AREN'T ENOUGH IDENTIFIABLE TAGS AND COLLARS."

"PETS IN THIS NEIGHBORHOOD LIVE OUTSIDE."

"IF PEOPLE SEE A TAG OR A COLLAR, THEY'RE MORE LIKELY TO APPROACH THE DOG BECAUSE THEY KNOW IT HAS AN OWNER."

"PEOPLE DON'T CARE ABOUT DOGS BEING LOOSE."

"NEIGHBOR DOGS AREN'T THREATENING."

#4 DOGS ARE PERCEIVED AS LESS HARMFUL WHEN THEY'RE KNOWN AS BEING OWNED BY SOMEONE.

"DOGS ARE LESS HARMFUL WHEN THEY'RE OWNED BY SOMEONE."

"YOUNG PEOPLE DON'T REPORT STRAY DOGS."

"WE KNOW EVERYBODY['S DOGS]. WE KNOW WHAT BREEDS WE'VE SEEN WHERE."

"WE CAN TELL IF A DOG IS STRAY OR HAS AN OWNER."

"CHILDREN ARE AFRAID OF DOGS BECAUSE THEY DON'T KNOW THEM."

"MOST DOGS THAT YOU SEE AREN'T STRAY. THEY'RE OWNED BY SOMEBODY."

"PEOPLE WHO AREN'T RESPONSIBLE WON'T EVEN HEAR [ABOUT A PROGRAM]."

#5 PEOPLE IN THE COMMUNITY DON'T KNOW THE BENEFITS OF SPAYING AND NEUTERING.

"PEOPLE DON'T KNOW THE BENEFITS OF SPAYING AND NEUTERING."

**"PEOPLE WHO NEED
PROGRAMS DON'T WANT
TO PARTICIPATE."**

**"DON'T CALL SPCA
BECAUSE THEY WILL KILL
THE DOGS."**

**"WE DON'T NEED A DOG
PARK–WE NEED A PEOPLE
PARK."**

**"PEOPLE DON'T KNOW THAT 311 IS
THE NUMBER TO CALL."**

#6 PEOPLE IN THE COMMUNITY DON'T BELIEVE THE CITY IS HELPING THEM.

**"BE CAREFUL THAT YOUR DOG
DOESN'T GET STOLEN BECAUSE IT
WILL NEVER BE RECOVERED."**

**"YOU HAVE TO CALL AGAIN AND
AGAIN TO GET THE CITY TO DO
ANYTHING, SO PEOPLE STOP
TRYING."**

**"STRAY DOGS ARE VIEWED AS
SOMETHING NORMAL UNTIL THEY
BECOME AGGRESSIVE."**

**"PEOPLE WON'T DO ANYTHING UNLESS IT
DIRECTLY INVOLVES THEIR FAMILY."**

**"BE CAREFUL THAT YOUR DOG
DOESN'T GET STOLEN BECAUSE IT
WILL NEVER BE RECOVERED."**

"NEIGHBOR DOGS AREN'T THREATENING."

#7 PEOPLE AREN'T WORRIED ABOUT DOGS BEING LOOSE.

"STRAY DOGS ARE NORMAL."

**"YOUNG PEOPLE DON'T REPORT
STRAY DOGS."**

"DOGS SHOULD BE OUTSIDE."

**"PEOPLE DON'T CARE ABOUT DOGS BEING
LOOSE."**

"IF YOUR DOG HAS TOO MANY PUPPIES, THROW AWAY THE EXTRAS NEAR A GREEN SPACE."

"DON'T GET INVOLVED."

"PEOPLE WON'T DO ANYTHING UNLESS IT DIRECTLY INVOLVES THEIR FAMILY."

"IGNORE DOGS WHEN YOU SEE THEM."

"PEOPLE WHO AREN'T RESPONSIBLE WON'T EVEN HEAR [ABOUT A PROGRAM]."

#8 PEOPLE IN THE COMMUNITY DON'T CONSIDER THEIR PETS TO BE YOURS OR ANYONE ELSE'S BUSINESS.

"PEOPLE THINK 'I CAN LET IT GO CRAP OUTSIDE IF I WANT TO.'"

"PEOPLE DON'T CARE ABOUT DOGS BEING LOOSE."

"DOGS SAVE YOU MONEY ON SECURITY BILLS."

"IN HISPANIC CULTURE, DOGS MAKE GREAT GIFTS."

"STOLEN DOGS ARE FROM LOW FENCES OR WEAK FENCES"

#9 SOME ANIMALS IN THE COMMUNITY ARE PERCEIVED AS HAVING AN ECONOMIC VALUE.

"PUPPIES CAN BE WORTH \$3000-\$4000."

"DOG OWNERSHIP IS EXPENSIVE."

"PEOPLE STEAL DOGS, ESPECIALLY PIT BULLS."

"THERE NEEDS TO BE ENOUGH MONEY IN THE FAMILY TO REPAIR A FENCE."

#10 PEOPLE IN THE COMMUNITY CHAIN AND TETHER.

"IF YOU DON'T HAVE A SECURE YARD, TETHER YOUR DOG TO PREVENT THEM FROM ESCAPING."

.....

"PEOPLE WON'T DO ANYTHING UNLESS IT DIRECTLY INVOLVES THEIR FAMILY."

#11 PEOPLE DON'T DO ANYTHING UNLESS IT DIRECTLY INVOLVES THEIR FAMILY.

"PEOPLE AREN'T REALLY AWARE OF WHAT'S GOING ON IN THE NEIGHBORHOOD."

"PEOPLE DON'T KNOW THE BENEFITS OF SPAYING AND NEUTERING."

#12 LACK OF AWARENESS PREVENTS PEOPLE FROM ACCESSING RESOURCES.

"PEOPLE DON'T KNOW THAT 311 IS THE NUMBER TO CALL."

"PEOPLE WHO AREN'T RESPONSIBLE WON'T EVEN HEAR [ABOUT A PROGRAM]."

**"WE KNOW EVERYBODY['S DOGS].
WE KNOW WHAT BREEDS WE'VE
SEEN WHERE."**

**"CHILDREN ARE AFRAID OF
DOGS BECAUSE THEY DON'T
KNOW THEM."**

**"PEOPLE DON'T CARE ABOUT DOGS
BEING LOOSE."**

**"IF YOUR DOG GETS OUT, PEOPLE WILL NOTICE
AND SHAME YOU ON SOCIAL MEDIA."**

#13 MOST DOGS THAT YOU SEE ON THE STREET AREN'T TRULY STRAY– THEY HAVE AN OWNER.

"WHEN DOGS ESCAPE, PEOPLE KNOW THEY'LL COME BACK."

**"NEIGHBOR DOGS AREN'T
THREATENING."**

**"WE KNOW EVERYBODY['S DOGS].
WE KNOW WHAT BREEDS WE'VE
SEEN WHERE."**

**"WE CAN TELL IF A DOG IS STRAY
OR HAS AN OWNER."**

**"CHILDREN ARE AFRAID OF DOGS
BECAUSE THEY DON'T KNOW
THEM."**

**"MOST DOGS THAT YOU SEE
AREN'T STRAY, THEY'RE OWNED BY
SOMEBODY."**

**"PEOPLE WHO NEED PROGRAMS DON'T
WANT TO PARTICIPATE."**

#14 PEOPLE WHO MOST NEED A PROGRAM OR RESOURCE ARE OFTEN THE ONES LEAST LIKELY TO USE IT.

**"PEOPLE WHO AREN'T RESPONSIBLE
WON'T EVEN HEAR [ABOUT A
PROGRAM]."**

**"SOME OWNERS ARE BAD BECAUSE
THEY DON'T KNOW HOW TO CARE FOR
A DOG."**



"PEOPLE OWN DOGS IN THESE NEIGHBORHOODS BECAUSE OF BURGLARY."

"DOGS SAVE YOU MONEY ON SECURITY BILLS."

"PEOPLE DON'T WANT A DOG IF THEY DON'T BITE."

"IF YOU STAY IN OAK CLIFF, YOU NEED AN AGGRESSIVE DOG."

#15 DOGS ARE USED AS A SAFETY MECHANISM INSTEAD OF SECURITY

"SECURITY WORKS AS AN 'IF YOU'RE THINKING ABOUT IT, DON'T.' "

"DON'T PAMPER YOUR PET—PETS HERE ARE MEANT FOR OUTSIDE."

"PEOPLE VIEW DOGS MOSTLY AS PROTECTION."

"[RUGGED BRANCH] CREEK IS DOG CENTRAL."

"THERE ARE CERTAIN STREETS THAT ARE ESPECIALLY BAD."

"PEOPLE DROP OFF DOGS FROM OTHER PLACES."

#16 THE COMMUNITY KNOWS WHERE THE PROBLEM AREAS ARE STRONGEST MORE THAN ANY OUTSIDER DOES.

"THERE ARE LESS PIT BULLS AND BIG DOGS IN THE NEIGHBORHOOD NOW THAN IN THE PAST FEW YEARS."

"IF YOU ARE LOOKING FOR THE OWNER OF A LOOSE DOG, YOU CAN CHECK NEIGHBORHOOD APPS OR FACEBOOK GROUPS."

"PEOPLE ARE MOTIVATED BY FOOD."

"SOME DOGS ARE SCRAP DOGS– THEY EAT WHATEVER THE FAMILY EATS."

"PEOPLE ARE MORE WILLING TO PUT UP SIGNS IF IT WAS LIKE A SECURITY SIGN."

"DON'T USE FREE FOOD, SELL IT."

"IF YOU DON'T HAVE A SECURE YARD, TETHER YOUR DOG TO PREVENT THEM FROM ESCAPING."

#17 PEOPLE IN THE COMMUNITY HAVE A DIFFERENT HIERARCHY OF PRIORITIES THAN PEOPLE OUTSIDE THE COMMUNITY.

"BE OPEN TO RECEIVING FREE GOODS LIKE FOOD, EVEN IF YOU DON'T USE THEM AS INTENDED."

"KEEP VALUABLES LIKE MEDICINE AND NICE CLOTHING WITH YOUR DOG, EVEN IF IT LIVES OUTSIDE."

"PEOPLE DON'T WANT A DOG IF THEY DON'T BITE."

"HOMELESS PEOPLE RELEASE THEIR DOGS WHEN THEY GO INTO SHELTERS BECAUSE THEY CAN'T KEEP THEM."

"DOGS GET OUT BECAUSE THEY GET HUNGRY OR BORED."

"STOLEN DOGS ARE FROM LOW FENCES OR WEAK FENCES"

"USE A FENCE."

"PEOPLE VIEW DOGS MOSTLY AS PROTECTION."

"PEOPLE OWN DOGS IN THESE NEIGHBORHOODS BECAUSE OF BURGLARY."

"PEOPLE DON'T CARE FOR DOGS."

"SOME OWNERS ARE BAD BECAUSE THEY DON'T KNOW HOW TO CARE FOR A DOG."

"IF YOU STAY IN OAK CLIFF, YOU NEED AN AGGRESSIVE DOG."

"DOGS SAVE YOU MONEY ON SECURITY BILLS."

"DON'T RUN– THEIR BASIC INSTINCT IS TO CHASE YOU."

"DOGS WANDER IN GROUPS OF 2-4."

"IF A STRAY DOG TRIES TO ATTACK YOU, GRAB HIM ON THE TOP OF HIS NECK."

"DOGS TRAVEL IN PACKS OF 2-6."

"IF YOU LEAVE DOGS ALONE, THEY'LL LEAVE YOU ALONE."

"DOGS ON THE STREET MOSTLY AVOID PEOPLE."

"IF YOU DON'T WANT A DOG TO BOTHER YOU, GO TO THE OTHER SIDE OF THE STREET."

"USE A FENCE."

"DOGS WILL CHASE RUNNERS."

"DOGS AFFECT PEOPLE LESS IF THEY HAVE A CAR."

"IF YOU SEE A DOG, *MAKE A WAVING GESTURE* AND TELL THEM TO GO."

"STRAYS ARE MORE LIKELY TO BE AGGRESSIVE WITH YOUR DOG THAN WITH YOU."

"USE CANES, STICKS, GOLF CLUBS, PEPPER SPRAY, OR BATS FOR PROTECTION."

"IF YOU SEE A DOG, STARE AND GO THE OTHER WAY, DON'T RUN."

#18 RESIDENTS HAVE EVOLVED PRACTICES FOR DEALING WITH LOOSE DOGS.

"DON'T LOOK DOGS IN THE EYE."

"DO NOT FEED A STRAY DOG UNLESS YOU TAKE CARE OF THEM."

"DOGS SAVE YOU MONEY ON SECURITY BILLS."

"TO AVOID AGGRESSIVE DOGS, DON'T MAKE EYE CONTACT."

"DON'T PAY ATTENTION TO THEM. IF THEY STILL APPROACH, YELL. IF THEY STILL APPROACH, FIGHT."

"DON'T SHOW FEAR– THEY CAN SMELL FEAR."

"DO NOT APPROACH A STRAY DOG."

"DANGEROUS STRAYS HAVE THE HAIR UP ON THE BACK OF THEIR NECK."

"CARRY A BIG STICK OR GOLF CLUB IF YOU GO ON A WALK OR RUN."

Dog Care Tips
from the Community Guidebook



Q:

**Why does my dog get mad
when I leave him tied up?**

A:

Dogs get bored just like people do. Leaving a dog on a tether all day is can cause frustration in dogs.

When your dog is not with you, consider keeping him in an enclosed, safe space where he can move about freely.

Make sure your dog gets at least 30 minutes of active exercise each day to stay healthy and happy. This can encourage you to stay healthy as well!

Dog Care Tips
from the Community Guidebook



Q:

Loose dogs and roaming dogs aren't that big of a problem in this part of South Dallas. Why should I care about this issue?

A:

Even though you might not see many loose or stray dogs, recent data from the Dallas Animal Services shows that dog attacks are happening all over South Dallas. Help us to improve Dallas by practicing good dog ownership and by sharing what you learn about dogs with your neighbors.

Dog Care Tips
from the Community Guidebook



Q:

When I walk my dog, other dogs are sometimes aggressive with us. Why does that happen?

A:

Dogs are territorial, especially if they are being used to guard a house or a yard. While these dogs might not perceive you as a direct threat, territorial dogs can become very aggressive if your dog comes too close.

Try to avoid areas where guard dogs are located.

If you still feel threatened, consider calling 311 to notify where problem houses might be.

APPENDIX

Examples of the Dog Care Tip Cards that we sent to community members in the DogBox. The cards say that the tips came from the “Community Guidebook” because they were sourced from the collection of community beliefs found in “The Guide to Dog Culture in 75224.”

Dog Care Tips
from the Community Guidebook



Q:

My female dog sometimes attracts other dogs to my yard. Why does that happen?



A:

Dogs go into heat about 2 times a year.

Heat is the stage in a female dog's reproductive cycle when she becomes ready to mate and have puppies. At this time, your dog will suddenly become very attractive in the eyes (and noses) of male dogs. In some cases, male dogs may walk miles just to mate with her!

Spaying can prevent this from occurring and to protect your dog from breast cancer. Many animal service organizations offer free spay and neuter services. Look for one in your area.

Dog Care Tips
from the Community Guidebook



Q:

If I see a loose dog outside, what should I do?



A:

The best thing to do is to dial 311 and let them know where you last saw the dog roaming. Loose dogs impact the neighborhood in many ways, sometimes endangering the safety of your friends and family.

Avoid the dog if you are able to. Some roaming dogs can be very aggressive.

RESIDENCE EVALUATION SHEET

LIVING
LOGISTICS
LIVING

Living	Logistics	Living
Living	Logistics	Living

Living
Logistics
Living





About MADI

The Master of Arts in Design and Innovation is a graduate program at the Southern Methodist University Lyle School of Engineering that is dedicated to producing the next generation of Human-Centered Designers. Innovation frameworks and a toolkit of design methodologies are practiced in real time, with real clients and the whole of the DFW metroplex as research territory. In the MADI program, we strive to solve the problems that resist solution. We aim to change the world for the better by learning, making, and doing.

Citations

- [1] Victor, Daniel. "Thousands of Roaming Dogs Are Cited as Problem in Poor Areas of Dallas." *The New York Times*, The New York Times, 5 Aug. 2016.
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- [3] Lillich, Cody. "Woman Hospitalized After Dog Attack Near Fair Park." NBC 5 Dallas-Fort Worth, NBC 5 Dallas-Fort Worth, 15 Apr. 2018.
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About the Team

Eskinder Abebe

Eskinder Abebe graduated from SMU with a Bachelor of Arts in Creative Computing. He is a multidisciplinary artist and designer whose passion lies in product innovation and visualization. Eskinder likes storytelling using technology and methods of Human-Centered Design to solve meaningful and complex problems.



Matthew Scot Barkley

Matthew has a Bachelor's degree from Louisiana Tech University in Architecture and French. He worked in the fields of creative direction, digital fabrication, and nonprofit work before moving to Dallas for the MADI program at SMU.



Victoria Sun Esparza

Victoria Sun Esparza attended Abilene Christian University, where she earned a Bachelor of Arts in Youth and Family Ministry and a Bachelors of Arts in Vocal Performance. She is currently dually pursuing a Master of Arts in Design and Innovation and a Master of Divinity from SMU.



Gavin Pham

Gavin Pham graduated from SMU with a Bachelor of Science in Computer Science. He has a passion for creating products and services that truly benefit the end user. Gavin believes that Human-Centered Design and technology are the coolest things ever, especially together.



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