Rehumanise
Selection | Design | Transition

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

– Not Dieter Rams.

Rehumanise
Selection | Design | Transition

This is Claude

Motivating him to move can be difficult.

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

Rehumanise
Selection | Design | Transition

This is Bowzer

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

He's very, very stubborn.

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

Rehumanise
Selection | Design | Transition

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

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

– Dieter Rams.

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

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

Rehumanise
Selection | Design | Transition

Learn about people in their context

Rehumanise
Selection | Design | Transition

Observation

Rehumanise
Selection | Design | Transition

Empathy

Rehumanise
Selection | Design | Transition

Design

Observe
Empathise
Design

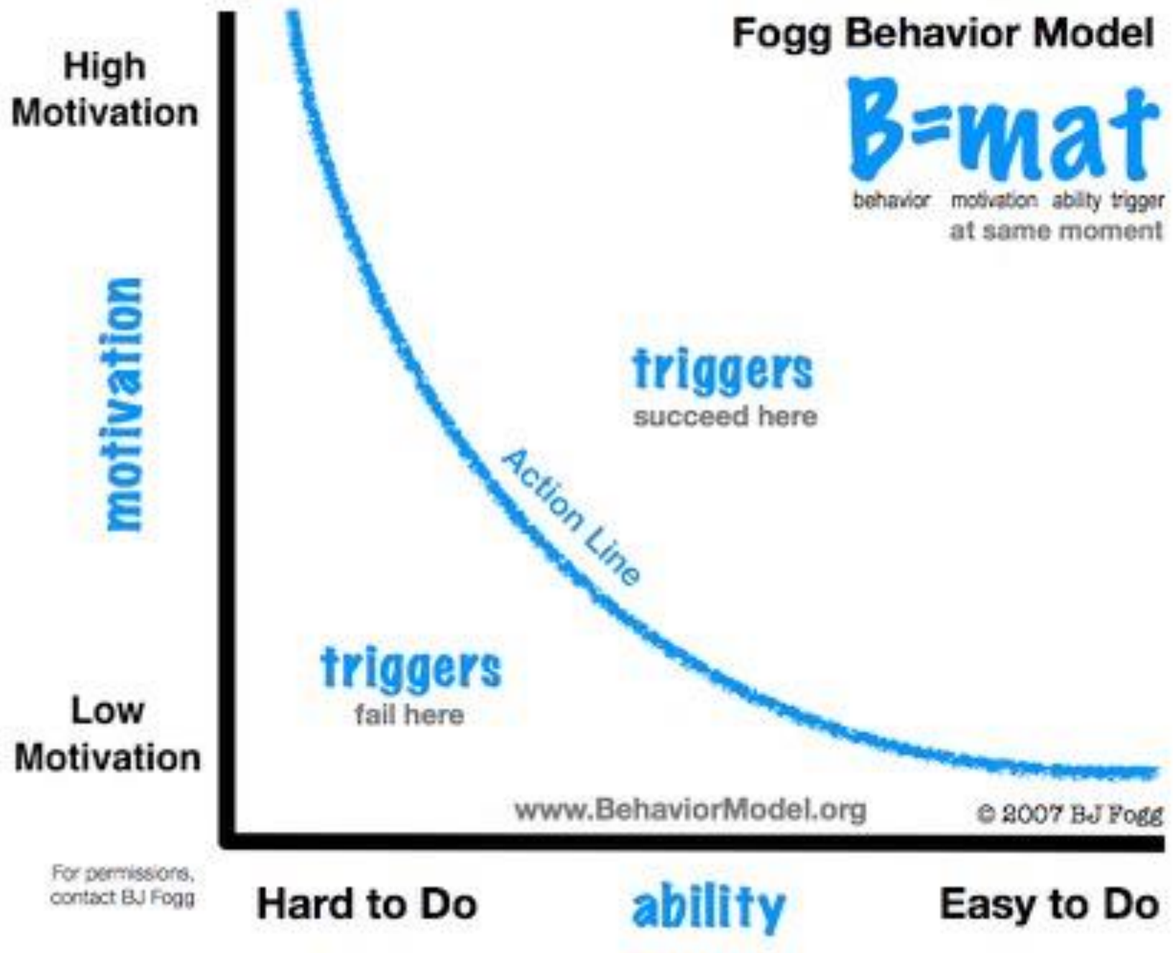
Rehumanise
Selection | Design | Transition

The Human Gravy Bone…

Simplicity

Rehumanise
Selection | Design | Transition

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


Fogg Behavior Model
B=mat
behavior motivation ability trigger
at same moment
High Motivation
motivation
Low Motivation
triggers
succeed here
Action Line
triggers
fail here
www.BehaviorModel.org
© 2007 BJ Fogg
For permissions, contact BJ Fogg
Hard to Do
ability
Easy to Do

Rehumanise
Selection | Design | Transition

Questions?

chris.rowe@rehumanise.com

www.rehumanise.com

www.linkedin.com/in/rehumanisedesign/