



PROCESS:

Cobweb the celebrity
Chihuahua demonstrates a
Design Thinking Cycle

COBWEB LEPETITCHIEN

VISUAL ARTIST

& DESIGN THINKER

cobweb@comcast.net
@stayathomedog

508-397-3575

PROFILE

**Smaller stay-at-home-dog
with expertise in visual
communication and "Human"
Centered Design.**



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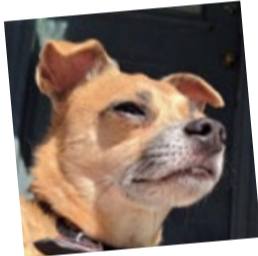
EXPERIENCE & TRAINING



FREELANCE

Visual + Installation Artist / Mid-Atlantic Region / 2009 - Present
Fine Art Skills: non-representational drawing, painting and installations using mixed media and found objects.

EDUCATION
HOME SCHOOLED
Boston, MA / Aug 2010- Mar 2014
Puppy Pre-School Diploma



46 W. BIDDLE STREET

Commander and Chief of Security / Baltimore, MD / 2013- 2014
Worked closely with Pentagon and United States Postal Service to maintain basic household security on a daily basis. Responsibilities included frequent bag searches.

VACCINATIONS
EASTERN ANIMAL HOSPITAL
Rabies Vaccination /2012

SKILLS

Expertise in Listening + Sitting
Anthropological Purse Inspections
Human - Centered Design
Napping + Idea Flowing
Concept Development
Rapid Prototyping
Creative Problem Solving
Visual Communication
Art Direction



PRIVATE CLIENTS

Logistics Consultant / Natick, MA / 2012- 2014

Uncovered insights and innovation opportunities for diverse clients seeking the best short cuts, neighborhood squirrels, and interesting trees.

INTERESTS, HOBBIES, & OTHER ACHIEVEMENTS

Self proclaimed foodie loves cheese, clean blankets & slightly long walks in the park

RECOMMENDATIONS & ENDORSEMENTS

"Cobweb is a very
sweet guy!"

- Laural Casler, Doctor
of Veterinary Medicine

"GOOD DOG!"
- Mom

"So quiet!"
-Neighbors

"Cobweb, we fear
his name."
-Squirrels



01. EMPATHIZE Uncover the Devil in the Details

PROCESS

Follow participants' Journeys to find latent needs. Given a camera, Cobweb PHOTO JOURNALS the high and low points of his day

INSIGHT

Dogs really do spend 90% of the day napping & waiting for humans to return.

PHOTO JOURNAL SERIES
*Materials: Digital
Photographs 90"x122"*

02. DEFINE & RE-FRAME Expand on the Insights & Ideas of Others

PROCESS:

Brainstorm to develop a problem statement
(Cobweb is using ketchup).

What do dogs love? What do dogs want to change about themselves?



DEVELOP A CLEAR PROBLEM STATEMENT

"How might dogs feel ENGAGED when home alone?"



BRAINSTORM IN KETCHUP

Materials: Ketchup on paper, 22"x30"

03. RESEARCH Ask Experts



Cobweb the Chihuahua

@Stayathomedog

A smaller stay-at-home dog, enjoys fluffy laundry and slightly long walks.

📍 Baltimore, MD

🔗 facebook.com/cobweb.labonte


📷 75 Photos and videos



TWEETS 103 PHOTOS/VIDEOS 75 FOLLOWING 1,265 FOLLOWERS 1,044 FAVORITES 82 More ▾

Tweets Tweets and replies

 Cobweb the Chihuahua @Stayathomedog · 7m
@ASPCA should dogs eat at meal times or graze throughout the day?
👤 🔄 ⭐ 🗑️ ⋮

 Cobweb the Chihuahua @Stayathomedog · Jun 10
An extremely interesting tree! You guys should stop whatever you are doing and smell this #smalldogproblems



👤 🔄 ⭐ 5 🗑️ ⋮ [View more photos and videos](#)

 Cobweb the Chihuahua @Stayathomedog · Jun 8
ZOOM! RT "Two-legged Chihuahua in #Muncie gets wheels to help him get around. pic.twitter.com/zUlnWjHkOK"



PROCESS

Use both primary and secondary sources

INSIGHT

Dogs using twitter love tummy rubs, snacks and #walkies



Cobweb the Chihuahua @Stayathomedog · 54m

@ASPCA should dogs eat at meal times or graze throughout the day?

Expand

👤 Reply 🗑️ Delete ⭐ Favorite ⋮ More



ASPCA @ASPCA · 51m

@Stayathomedog There are different ways. Find what works for you and your dog! Here are some tips: ow.ly/xZGMS

🗨️ Hide conversation

👤 Reply 🔄 Retweet ⭐ Favorite ⋮ More

1:44 PM - 13 Jun 2014 - Details

Reply to @ASPCA

04. IDEATE & PROTOTYPE Push Boundaries & Think Outside the Bowl

PROCESS:

Begin experimenting with available materials to test and demonstrate ideas

SOLUTION IDEA:

Leaving dog food scattered across the floor allows fun, human-free and ASPCA approved snacking when home alone!

FOOD OUTSIDE THE BOWL
*Materials: Dog food and
linoleum installation*

05. TEST & BEGIN AGAIN

INSIGHT:

Snacks left on the floor get cleaned up. Solutions need to work for both humans and dogs

Thanks for Reading!

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