

Are you aware of the connectivity
between you and your pet?

CONNECTED PET PRODUCTS



CONNECTED PET PRODUCTS

- BACKGROUND
- SET FACTORS
- PPC
- STAKEHOLDER MAP
- QUESTIONNAIRE
- SCENARIO
- OPPORTUNITIES
- CONCLUSION



Background

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“Explore user needs and create concepts for pet products or services focused on increased connectivity between pets and pet parents focusing on play, feeding, exercising, tracking, monitoring, or entertainment” – Jarden Corporation



Background

Market Size & Expenditure

Pets in Households,
Average Money Spent

American Humane
Association &
PetSmart Survey

February 2012, 1500 Respondents

Level of Pet
Interactivity

Interviews & Survey
Articles: NYTimes & WSJ

	# of US Households who own a pet	Average Annual \$\$ per Household	Dogs	Cats
Bird	6.9 Million	Surgical Vet Visits	\$621	\$382
Cat	45.3 Million	Routine Vet	\$231	\$193
Dog	56.7 Million	Food	\$239	\$203
Horse	2.8 Million	Food Treats	\$65	\$36
Fish (fresh)	14.3 Million	Kennel Boarding	\$327	\$337
Fish (salt)	1.8 Million	Vitamens	\$64	\$77
Reptile	5.6 Million	Grooming	\$61	\$20
Small Animal	6.9 Million	Toys	\$41	\$23

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The New York Times
THE WALL STREET JOURNAL

SET Factors

S

- More focus on dog as an individual or child
- Owners care about dogs' psychological health
- There is a barrier to raising a new dog after losing one
- More social pet + owner activities in the community

E

- Food and medical expenses are highest on pet budget
- Owners will *uncomfortably* spend more for an ill pet
- Owners give up housing opportunities to accommodate pet

T

- Apps and devices to understand dog behavior and needs
- Increase in dog training packages (DIY) and services
- Surveillance monitor at home for pet when owner is away
- Special types of collars, such as GPS (locating lost dogs)



Pet to People Connectivity

Our Structure

- > Pet to Owner interactions
- > Pet to Pet interactions
- > Pet to Facilities (non-owners)



PPC

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Dog Owner
Shadowing

Interviewing Pet
Store Owners

Visiting Pittsburgh
Pet Expo

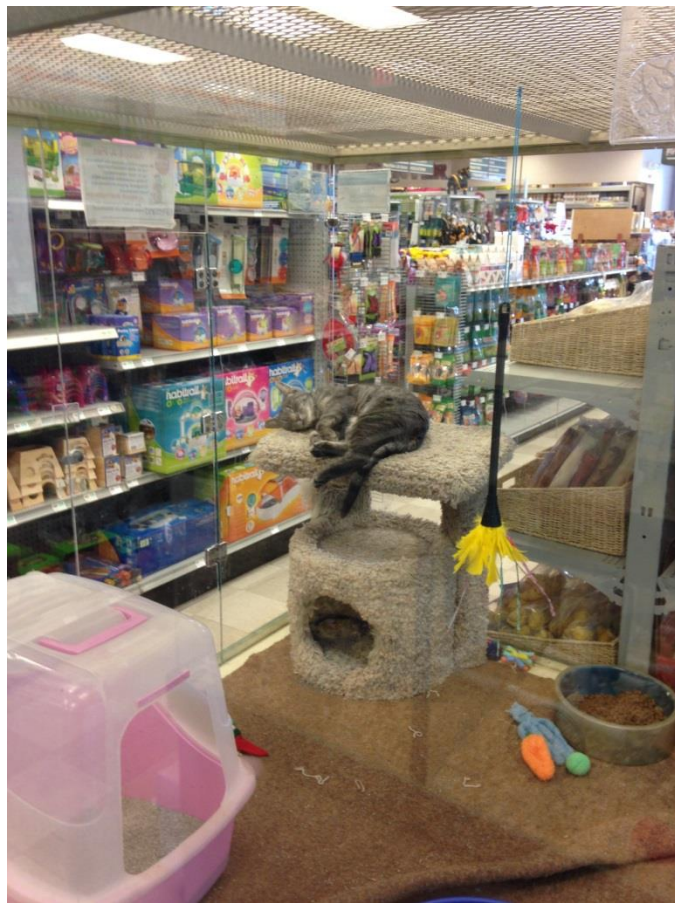
	Initiated		Beneficial	
	Owner	Pet	Owner	Pet
Feeding	•	•		•
Sleeping (with)	•	•	•	•
Exercising	•	•	•	•
Talking	•		•	
Playing	•	•	•	•
Teaching	•		•	•
Nurturing	•			•
Cleaning	•			•
Socials	•		•	•
Guides		•	•	
Branding	•		•	



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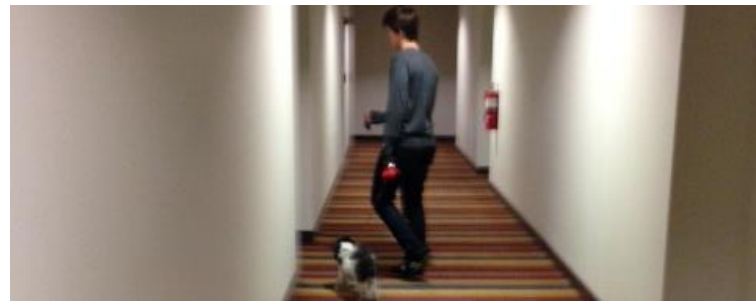
Pet to People Connectivity



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Pet to People Connectivity



Stakeholder Map

■ BACKGROUND

■ SET FACTORS

■ PPC

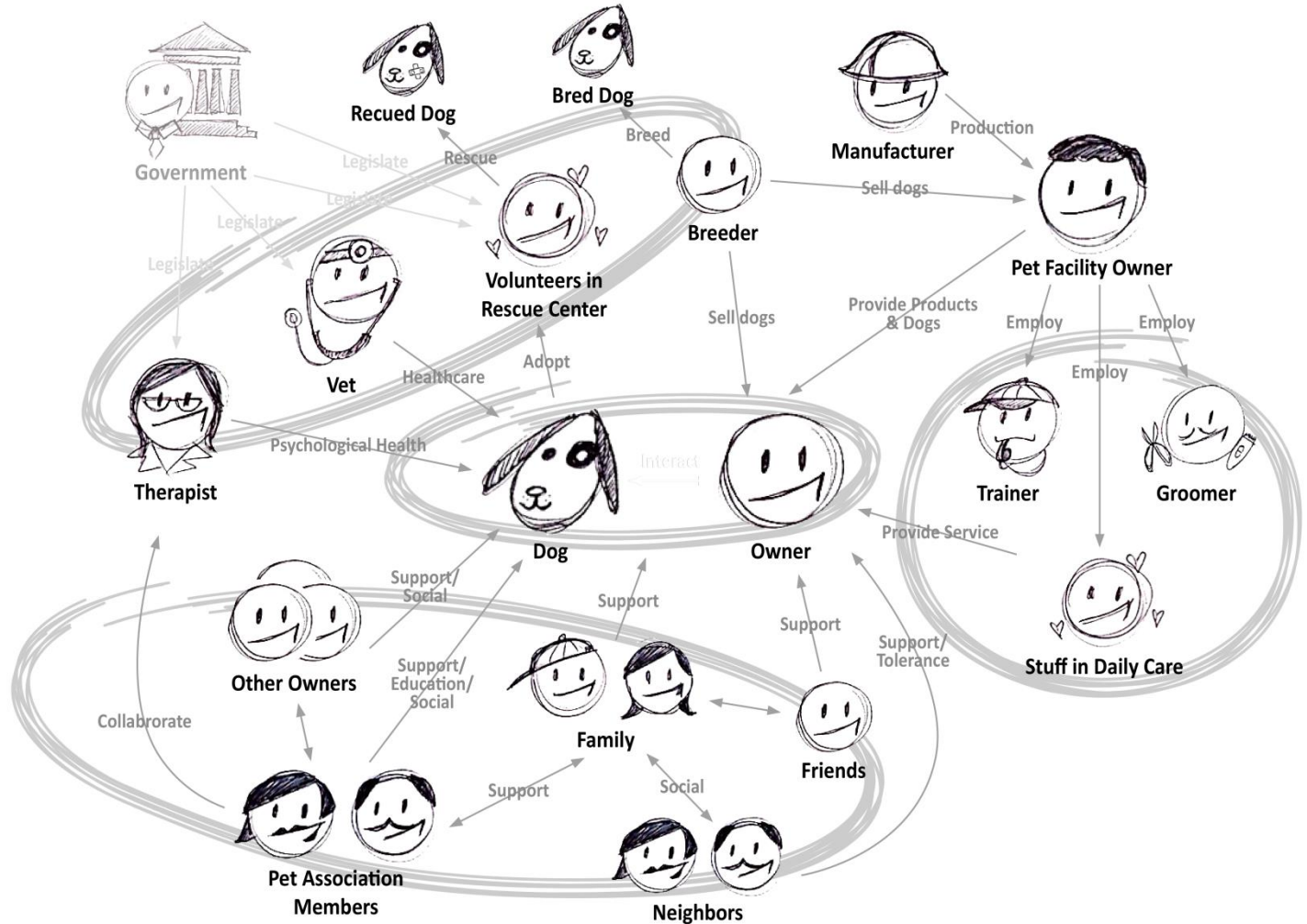
STAKEHOLDER MAP

■ QUESTIONNAIRE

■ SCENARIO

■ OPPORTUNITIES

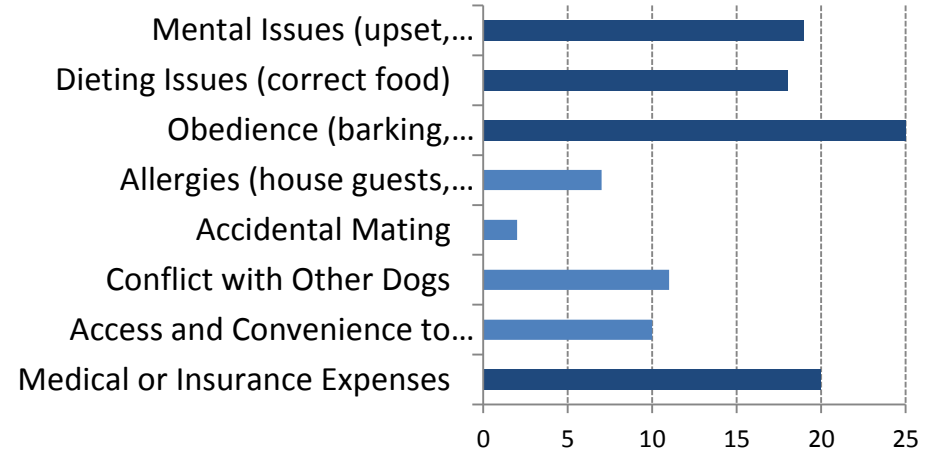
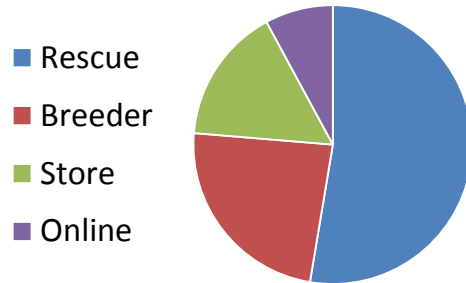
■ CONCLUSION



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Questionnaire

53 Survey Respondents



Top 3's

- Priorities (Relaxation, Feeding, Exercising)
- Time Spent (Playtime, Exercising, Relaxation)

*"Mind reading device...what on earth
is he [dog] thinking?"*



Scenario Study



Name Amanda

Age 20 - 40

Description

Amanda is a 25 years old graduate student. Not married, live alone. Mark is her 5 years old puppy and he's a Dalmatian. Her school schedule is quite busy, therefore she cannot come back home on time everyday.

Description

Life with her dog: Whenever she leave home her puppy gets upset. She needs to take her puppy out twice a day. Her apartment has been furnished with the consideration of her puppy. She consider her dog as her baby and her whole family see the puppy as a family member.

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Home

- Ⓒ It's such a beautiful day, Amanda decided to take her puppy out for a walk
- Ⓔ Mark is huddling itself in his nest next to the window

● **Amanda tries to make more appropriate space for her puppy at home**

- Ⓒ She take off the costume on Mark and walk to the door
- Ⓔ Mark knows he is going out with Amanda and become so excited

● **Bark issues disturb the neighbors**

- Ⓒ Amanda put the harness on Mark and open the door
- Ⓔ Mark dash out the door and bark toward Amanda in the hall

● **Dogs are usually afraid of taking an elevator**

- Ⓒ Amanda choose to take the elevator
- Ⓔ Mark always hesitate before enter the elevator

● **Take dog out for a walk in rainy day can cause lots of troubles**

- Ⓒ Back home
- Ⓔ Mark smell bad

- Ⓒ Amanda lives on the third floor so she choose to go down the stairs which is close to her apartment
- Ⓔ Mark has no problem go down the stairs

● **Climbing stairs too often can cause some health problem in haunch**

- Ⓒ Heading toward the "dog Park"
- Ⓔ On the way to the park, Mark encounters a couple of dogs

● **How to deal with/avoid a dog conflict?**

- Ⓒ Once they get to the park, Amanda doesn't loose the leash on Mark
- Ⓔ With a retractable dog leash, Mark's activities are less confined

- Ⓒ Amanda picked up Mark's poop with hand covered by a plastic bag

● **Sometime poop is wet which will be difficult to be picked up and store**

- Ⓒ Weather changes dramatically, all in a sudden, it starts to rain
- Ⓔ Mark's hair are all wet in a minute

Dog Park

● **The park is actually a 1000 square meters lawn There's no real park closeby**

Home



Name Mark

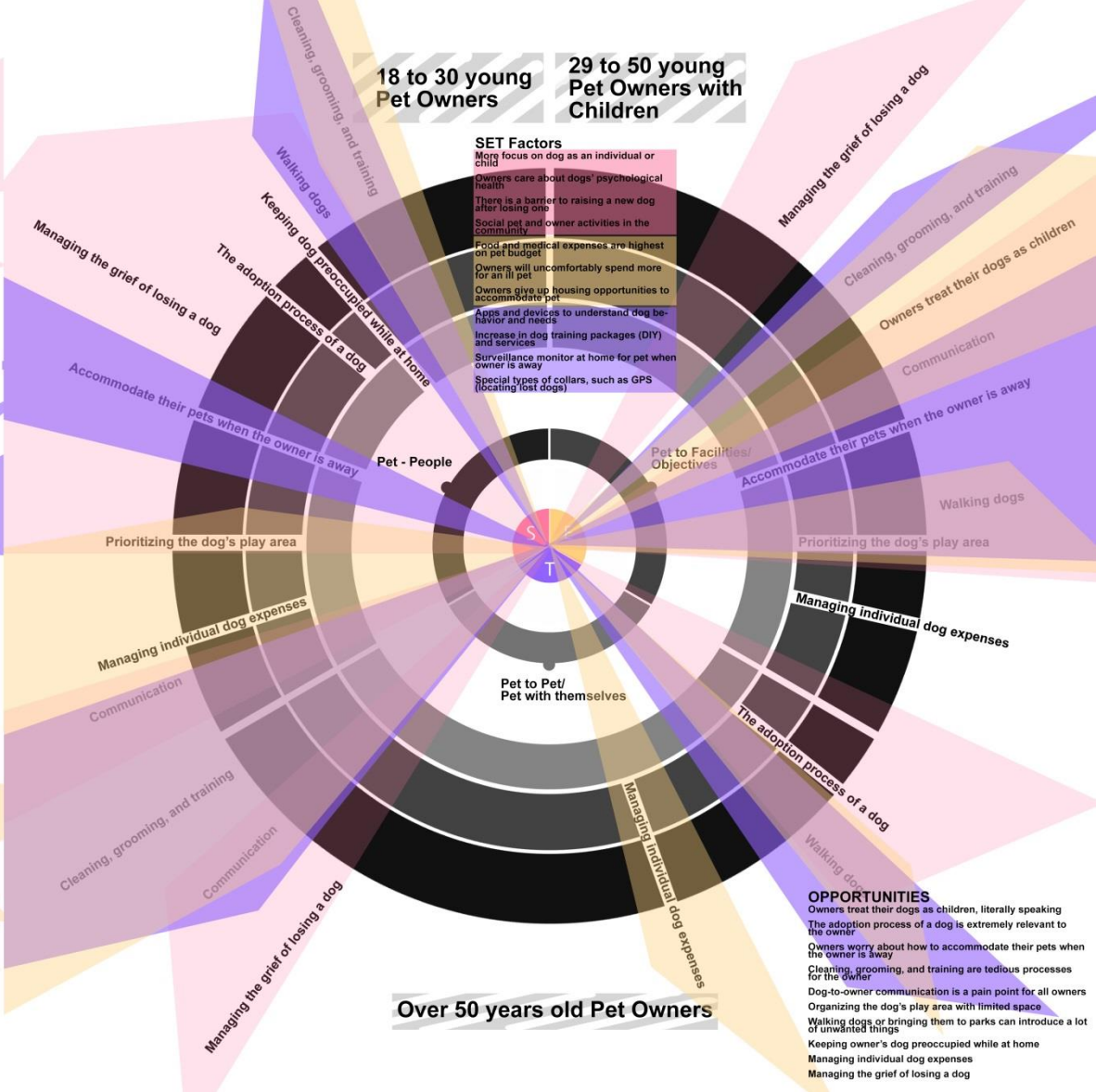
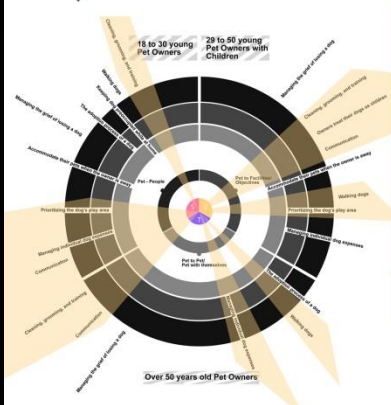
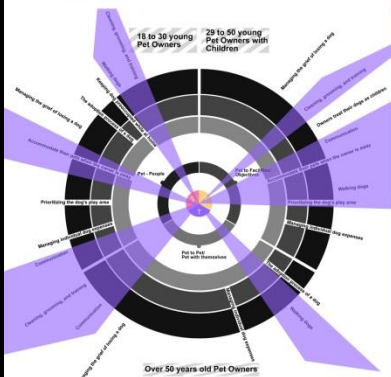
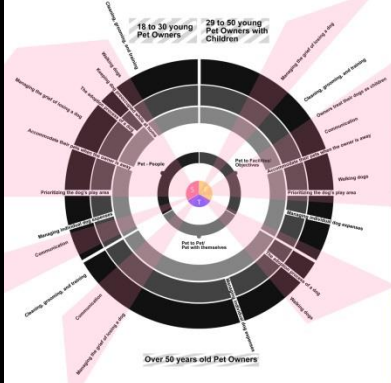
Age 5

Description

Mark is a 5 years old puppy and he's a Dalmatian.

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Opportunities



Owners treat their dogs as children, literally speaking

Handling the dog and owner's children simultaneously, ensuring the dog is not neglected

Maintaining psychological attachment and comfort through one-to-one relaxation time



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Opportunities



The adoption process of a dog is extremely relevant to the owner

Facilitating better communication
between rescue homes and potential buyers

Creating a web platform for
finding dogs using the internet

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Opportunities



Owners worry about how to accommodate their pets when the owner is away

Monitoring the activity of the dog remotely
without inconveniencing the owner

Keeping the dog both entertained & safe
while owner is not home



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Opportunities



Cleaning, grooming, and training are tedious processes for the owner

Assisting and educating young owners to properly clean their dog and its clutter at home

Ensuring and encouraging a better way for older folk to train their dog



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**Dog-to-owner communication is a
pain point for all owners**

Developing a feedback mechanism for
dogs to convey needs and wants
(food, exercise, health)



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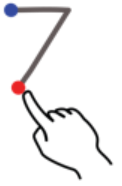
Organizing the dog's play area with limited space

Exploring ways to accommodate the dog
with a dedicated room or yard



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Opportunities



Walking dogs or bringing them to parks can introduce a lot of unwanted things

Creating a way to prevent tugging, barking, tussling, and scaring of people & dogs at parks

Designing a mechanism for walking the dog alongside owner's children / babies



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Keeping owner's dog preoccupied while at home

Preventing disturbances from the dog
while the owner is doing work



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Opportunities



Managing individual dog expenses

Tracking payments electronically
(medical, maintenance)





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Managing the grief of losing a dog

Constructing a way for the owner to
celebrate his or her previous dog's life?



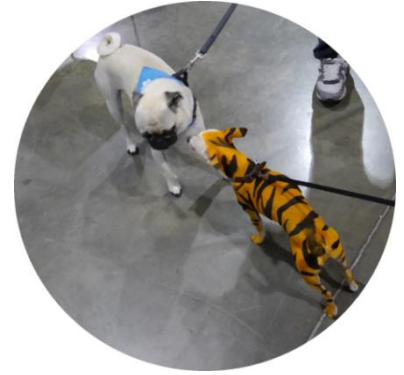
Conclusions

What did we learn?

- > Owners love their pets
- > Owning a pet takes time and patience
- > Interactions are complex and go beyond our basic knowledge

What's next?

- > Explore more in depth different age groups of owners
- > Understand if there is a technology barrier for dog owners
- > Finding inspiration from other pet technology (not dogs)
- > Talking to experts and vets about specific dog behaviors



Thank you for your time

