I. Team, logo and members:

- <u>Team members:</u>
  Michael McQuade, Natalia Guevara and Diego Villa.

- <u>Team name:</u>
  DogMatic

- <u>Slogan:</u>
  It's not just automatic, it's dogmatic.™

- <u>Logo:</u>

II.   Project overview and concept:

- <u>Elevator speech:</u>
  Taking care of a pet can be a really difficult and time-consuming task. Worrying about whether or not your pet has eaten can cause unnecessary stress. With DogMatic, you no longer have any worries. We'll notify you when your dog needs to be fed, and you can rest easy.

- <u>Detailed explanation:</u>
  The app will ask the user to log in and then type a password. On first login, the user will add a bowl to their account with the possibility to add more bowls per the user's needs.
  Afterwards, the app will monitor the amount of food and water left via a sensor in the DogMatic bowl. This information will be reported inside of the application.
  The user can choose to deploy said food and water manually, or set a specific interval for its deployment.

- <u>Process:</u>
  - The app will show:
    - The status of the bowl
    - How much food is in tank
    - How much water is in tank
    - If food/water is available in the bowl
    - How many times has the dog eaten that day.
  - The user will have an option to dispense more food.
  - The option to add additional bowls
  - The support for multiple accounts, each with its own set of bowls.

- <u>Technology and human workforce needed:</u>
  Just a smartphone and the bowl for technology. The workforce would be only the person that is needed to fill the tank.

- <u>Added value to users:</u>
  The user will feel less worried about their dogs while away. The user can put an avatar of the dog in order to name and identify the bowl.

II.   Target users profile:

- <u>Profile 1:</u>

The business people, who have too little time to worry about what is going on at home.

- Profile 2:
  The *perrhijos* owners, who care too much about their dogs to leave them alone at home for long periods.

- Profile 3:
  Family-oriented pet owners with young children.

- Profile 4:
  Young single adults who don't live with family.

III. PERSONAS:

Jimmy Nguyen, Businessman   Xtensio

Hard-Working   Clever   Little patience

"Doing good work is, above all else, all that matters"

Age: 33
Work: Executive of Retail
Family: Single
Location: New York City, NY
Character: Businessman

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Bio
From a young age Jimmy was groomed to be the ultimate business man by his family. He is now the executive of retail at a major corporation at the young age of 33. He has quite a bit of money and doesn't mind shelling out for something nice. He likes to treat himself, he worked hard for his money and he knows that he deserves every penny of it. He really doesn't have patience for the people or things that don't work properly. If he thinks that theres a more optimal way of doing things, and you're not a part of that solution, you're gone!
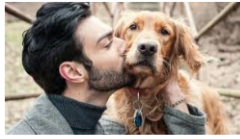
Goals
- To keep his life as streamlined as possible, so he can stay focused on whats most important, his work.
- To have the few things that he really appreciates be taken care of for him, he likes to have somewhere to spend his money
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Frustrations
- Things that don't work the way they're supposed to, the first time, time is money after all.
- Having to repeat themselves, e.g. redo things that they've already done, or reexplain things that they've already said.
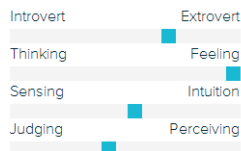
Motivation
Incentive
Fear
Growth
Power
Social

Javier

"Why spend on children when you can have dogs."

Age: 30 years.
Work: Accountant.
Family: Single
Location: Mexico City

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Finish paying his apartment.
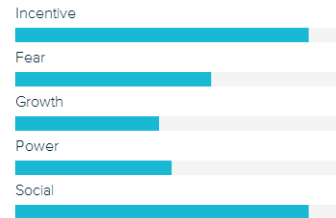- Getting a raise.
- Travel through Europe.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Hypothethical situation:

Javier is a single guy living in Mexico City. He has no interest in getting married nor having children.
Instead, he has 3 dogs in his apartment. He takes a lot of care of them but since he works most days, he can't take care as he would like of his dogs.
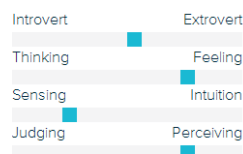
Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Evelyn

"Time with my family is precious and I sieze every moment of it"

Age: 37
Work: Housewife
Family: Husband and two kids.
Location: Mexico city, Mexico
Character: Family member

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Family-oriented	Loves children
Responsible	Neat

Goals

- Keep the house clean and ready for the family.
- Raise her kids to be good and smart people.
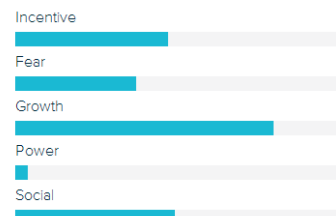- Try to give her kids their best opportunities.

Frustrations

- To have ungrateful children.
- Having too much chores at home to spend time with the family.
- Not being able to take care of everything at the same time.

Bio

Evelyn was born in an average social class family and got married to an honest man from New York at the age of 27 after finishing college. She has been, since then, a very loving and caring mother and wife. She is a very active community member so long as she can make the world a better place for her kids. She spends a lot of time cleaning the house but she always tries to spend at least two hourse a day with her kids.
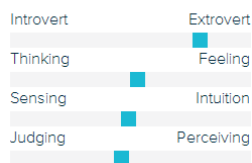
Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Robert

Xtensio

"The dog is the humans best friend."

Age: 21 years.
Occupation: Student.
Family: Single.
Location: USA

Goals
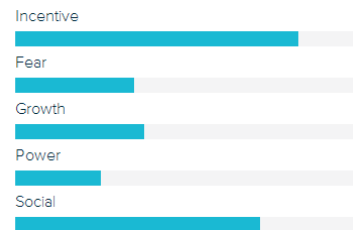
- Graduate.
- Get a full time job right after graduating.

Frustrations

- Financial stability.
- Student life.
- Arriving very late at home.

Hypothethical situation:

Robert is a hardworking young adult living in the USA. Since he is away at college, he dosen´t see his family very much. He recently got a dog for his apartment. But since he has a part time job and spends the majority of his free time studying, he forgets to feed his pet.

Motivation

Incentive

Fear

Growth

Power

Social

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

IV.   Benchmarking:

- Competitor 1: PetNet Smart Bowl.
Smartfeeder (Automatic Pet Bowl). Price: $149 USD.
Description: It functions with an app from which you can monitor the amount of food the dog is receiving and also schedule daily meals. You can also feed your pet from your phone.

- Competitor 2: Traditional dog bowls
  Price: $100 MXN - $500 MXN
  Description: These bowls are cheaper than any IoT-related bowl and have no technological learning curve. Simply fill them up and check back later. For normal people, this is all they'll ever need. Without the assistance of technology, the user must keep track of how much they are feeding their pet, whether or not they have fed them the right amount of times that day, and they have to manually check to see if the food bowl is already empty.