

Customer Inquiry & Prototyping for PottyPing

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Written Report

Product Area Selection

Introduction

In the rapidly evolving world of pet care technology, there is a growing demand for innovative solutions that enhance the well-being of our furry companions while providing convenience for pet owners. Our product area selection focuses on addressing a common challenge faced by dog owners: ensuring timely potty breaks for their pets, even when they are away from home.

Product Description

PottyPing is an AI-powered dog potty break monitoring system that uses machine learning to detect when a dog needs to go to the bathroom. The portable camera device attaches easily to a door, capturing video feed and sending it to a mobile app. The app analyzes the dog's behavior to determine if they need to go, periodically sampling recordings to refine its predictions.

Market Opportunity

The global pet care market is experiencing significant growth, with an increasing number of pet owners seeking advanced solutions to enhance their pet's well-being and simplify pet care tasks. The demand for remote monitoring and smart pet care devices presents a substantial opportunity for PottyPing to capture a share of this expanding market.

Target Audience

PottyPing targets dog owners who lead busy lifestyles, travel frequently, or are often away from home for extended periods. The product caters to individuals who prioritize their dog's comfort and well-being and seek a reliable solution to ensure their pet's potty needs are met, even in their absence.

Competitive Advantage

PottyPing differentiates itself by focusing specifically on dog potty break detection, using advanced machine learning algorithms for accurate and personalized predictions. The system's portability and easy installation make it an attractive option for pet owners who value flexibility and convenience.

Conclusion

PottyPing presents a promising product area that addresses a genuine need in the pet care market. By leveraging AI and machine learning technologies, PottyPing offers a smart and reliable solution for monitoring dog potty breaks remotely, with the potential to capture a significant share of the growing pet care market and improve the lives of both dogs and their owners.

Comprehensive Customer Inquiry

Empathy Map

The Empathy Map reveals the customer's thoughts, feelings, and frustrations related to their dog's potty needs. They constantly worry about their dog's location, feel tired of cleaning up messes, and express frustration with their inability to afford or effectively train their dog. The customer may resort to yelling at their dog, putting the dog's face in their mess, or buying numerous cleaning supplies to cope with the situation.

Personas

The Personas document introduces Caitlin, a 34-year-old educated mother of two who works as a lawyer in a large city. Caitlin strives to balance her career ambitions with caring for her family, which includes her children and a dog. She values technology that simplifies her life and relies heavily on her phone's calendar to manage her busy schedule. Caitlin seeks a solution that will help her be a more organized and attentive pet owner, despite her limited free time.

Journey Map

The Journey Map outlines the customer's experience with PottyPing, from discovery to onboarding and continued use. The customer may discover PottyPing through podcast referrals, veterinarian recommendations, or advertisements on morning shows. During registration and onboarding, the customer appreciates the easy-to-use app interface, the ability to create custom dog profiles, and the seamless camera installation process. As they continue using PottyPing, the customer experiences a reduction in their dog's accidents, enjoys sharing cute dog videos with friends and family, and values the app's privacy-focused features.

Value Proposition Canvas

The Value Proposition Canvas connects the product/service map with the customer's needs and the overall process. PottyPing's key benefits include ensuring timely potty breaks, offering convenience and flexibility for busy pet owners, and providing personalized predictions based on each dog's behavior. The product features advanced machine learning algorithms, a portable camera, a user-friendly mobile app, and customizable dog profiles. The canvas also identifies the customer's main job-to-be-done, which is ensuring their dog's potty needs are met, along with their emotional jobs, fears, and functional jobs. Potential substitutes, such as traditional potty-training methods or hiring a dog walker, are listed, as well as sources of inertia that may hinder adoption, such as concerns about effectiveness, cost, and privacy.

Insight Generation

1. PottyPing addresses a significant pain point for dog owners with busy lifestyles by providing a convenient and reliable solution for monitoring their pet's potty needs remotely. This highlights the growing demand for innovative pet care technologies that cater to the needs of modern pet owners.
2. The use of advanced machine learning algorithms differentiates PottyPing from traditional pet monitoring solutions. By focusing specifically on dog potty break detection and offering personalized predictions based on each dog's unique behavior, PottyPing has the potential to stand out in the market and attract tech-savvy pet owners who value accuracy and convenience.
3. The target audience for PottyPing, as exemplified by the persona of Caitlin, is highly engaged with their pets and willing to invest in solutions that enhance their pet's well-being. This suggests that there is a significant market opportunity for premium pet care products and services that align with the values and lifestyles of modern pet owners.
4. The customer journey map reveals that building trust and credibility is crucial for the success of PottyPing. Leveraging endorsements from veterinarians, pet care experts, and influencers can help overcome initial skepticism and encourage adoption among potential customers.
5. The value proposition canvas highlights the importance of addressing both the functional and emotional aspects of the customer's needs. While PottyPing's primary value lies in ensuring timely potty breaks and reducing accidents, the emotional benefits, such as peace of mind and the ability to share cute dog videos, should also be emphasized in marketing and communication efforts.
6. The identified sources of inertia, such as concerns about effectiveness, cost, and privacy, indicate potential barriers to adoption. Addressing these concerns proactively through clear communication, transparent pricing, and robust privacy features will be essential for overcoming customer hesitations and driving product uptake.
7. The competitive landscape analysis suggests that while there are substitutes available, such as traditional potty-training methods and hiring dog walkers, PottyPing's unique value proposition and advanced technology give it a competitive edge. Focusing on these differentiators in marketing and sales efforts will be key to capturing market share and establishing PottyPing as a leader in the pet care technology space.

Appendix

Empathy Map

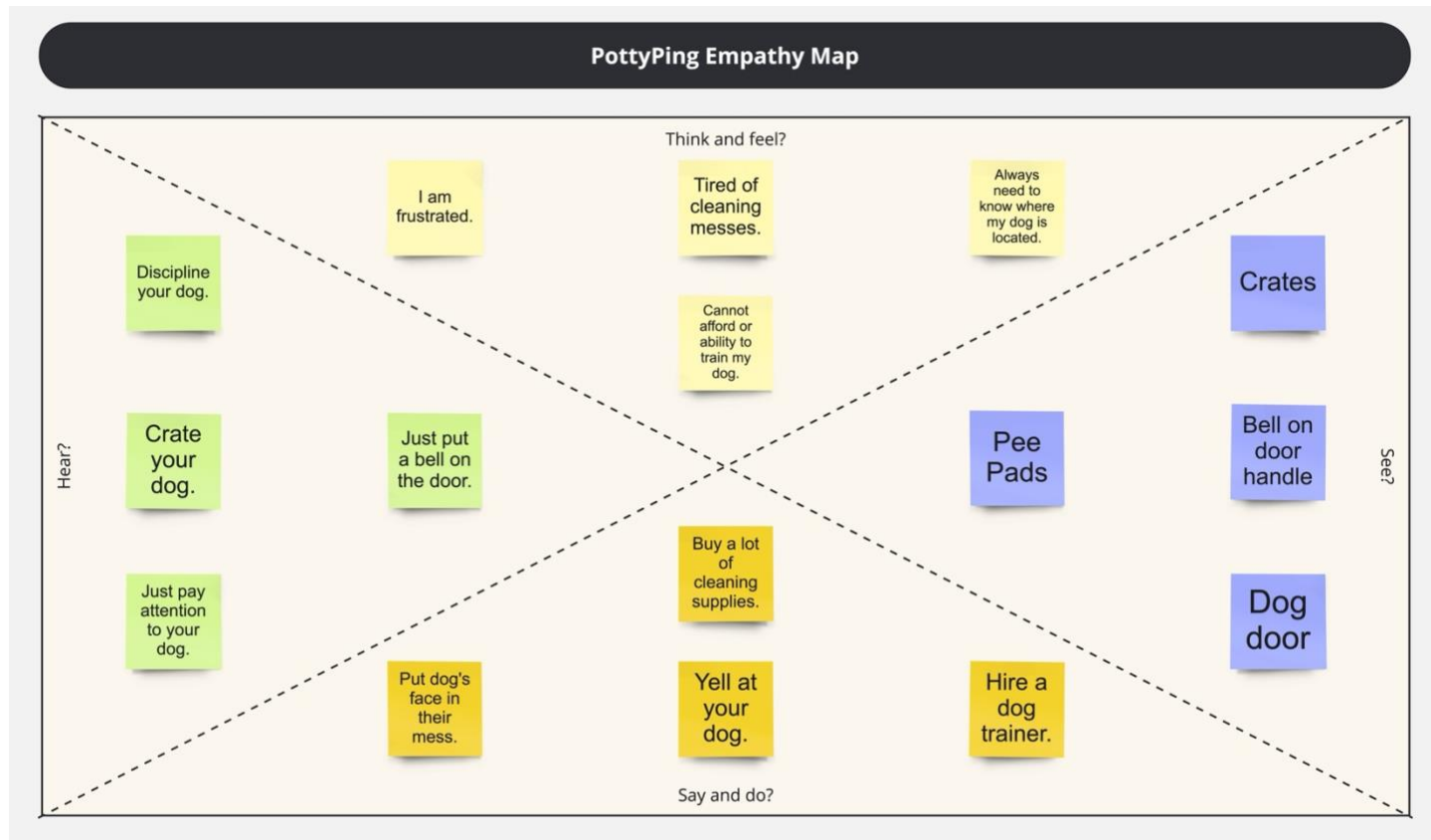


Figure 1: Click on Image for Interactive Empathy Map

Personas

PottyPing Personas

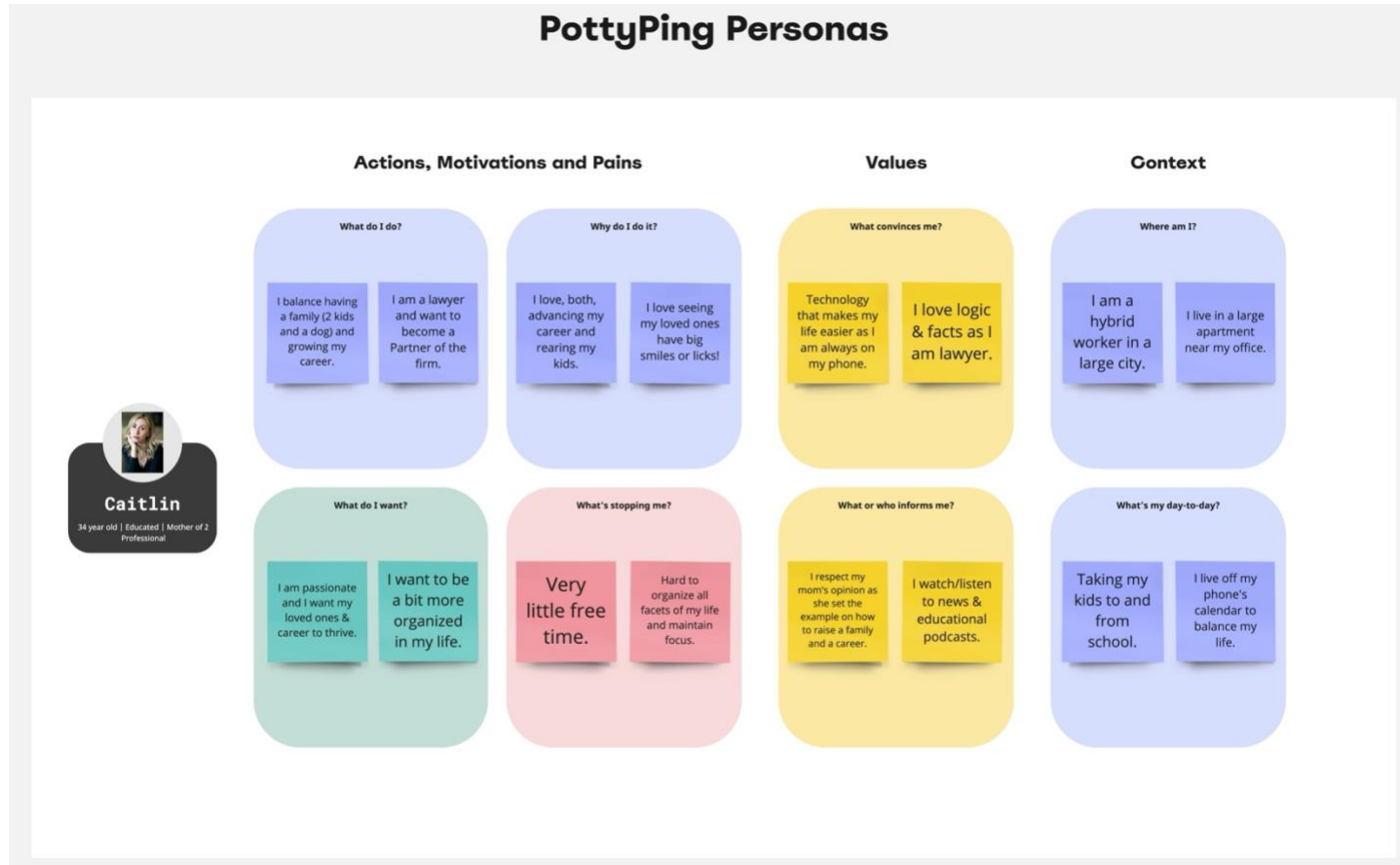


Figure 2: Click on Image for Interactive Personas

Journey Map



Figure 3: Click on Image for Interactive Journey Map

Value Proposition Canvas

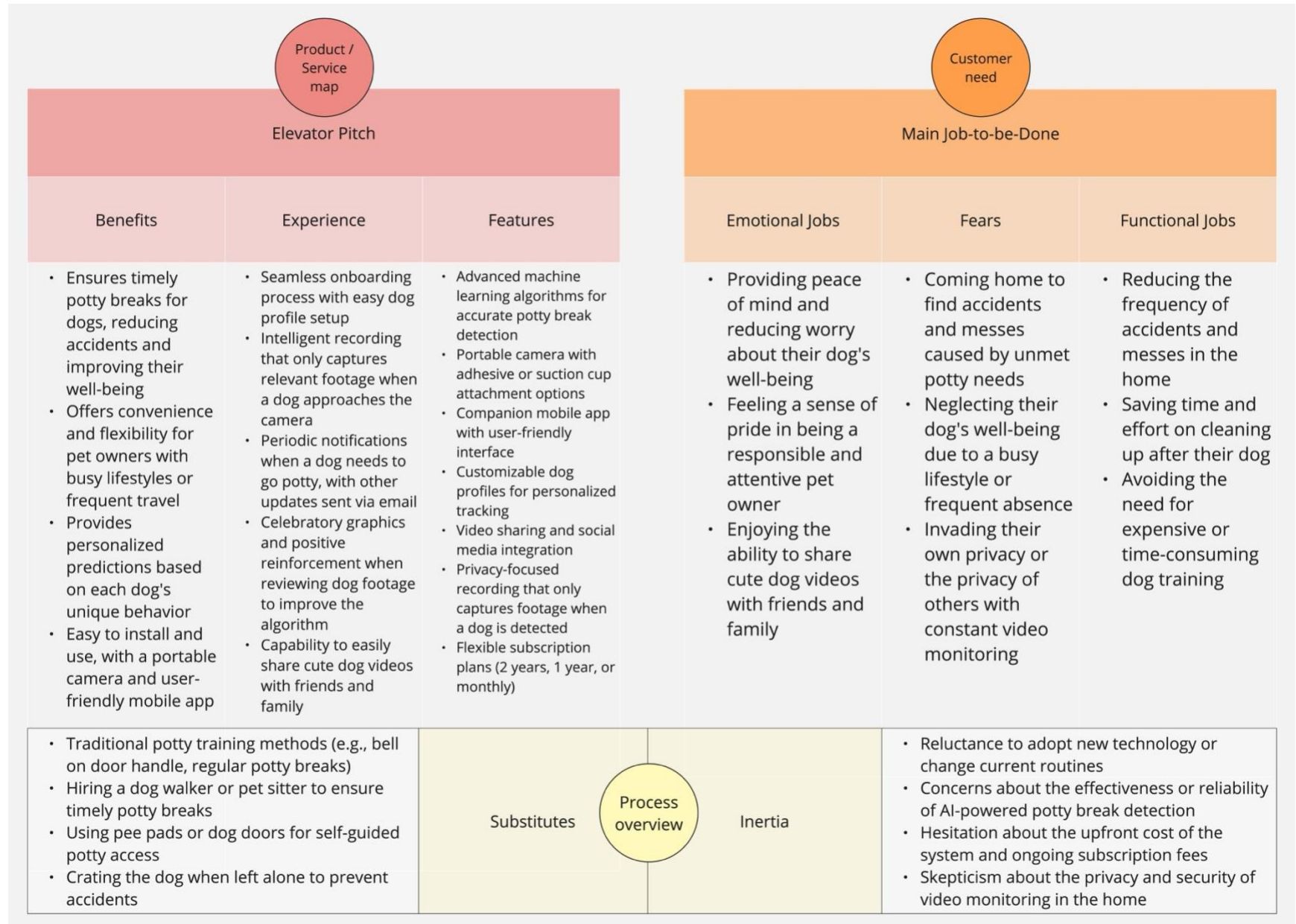


Figure 4: Click on Image for Interactive Value Proposition Canvas

Prototype Wireframe/Mockup

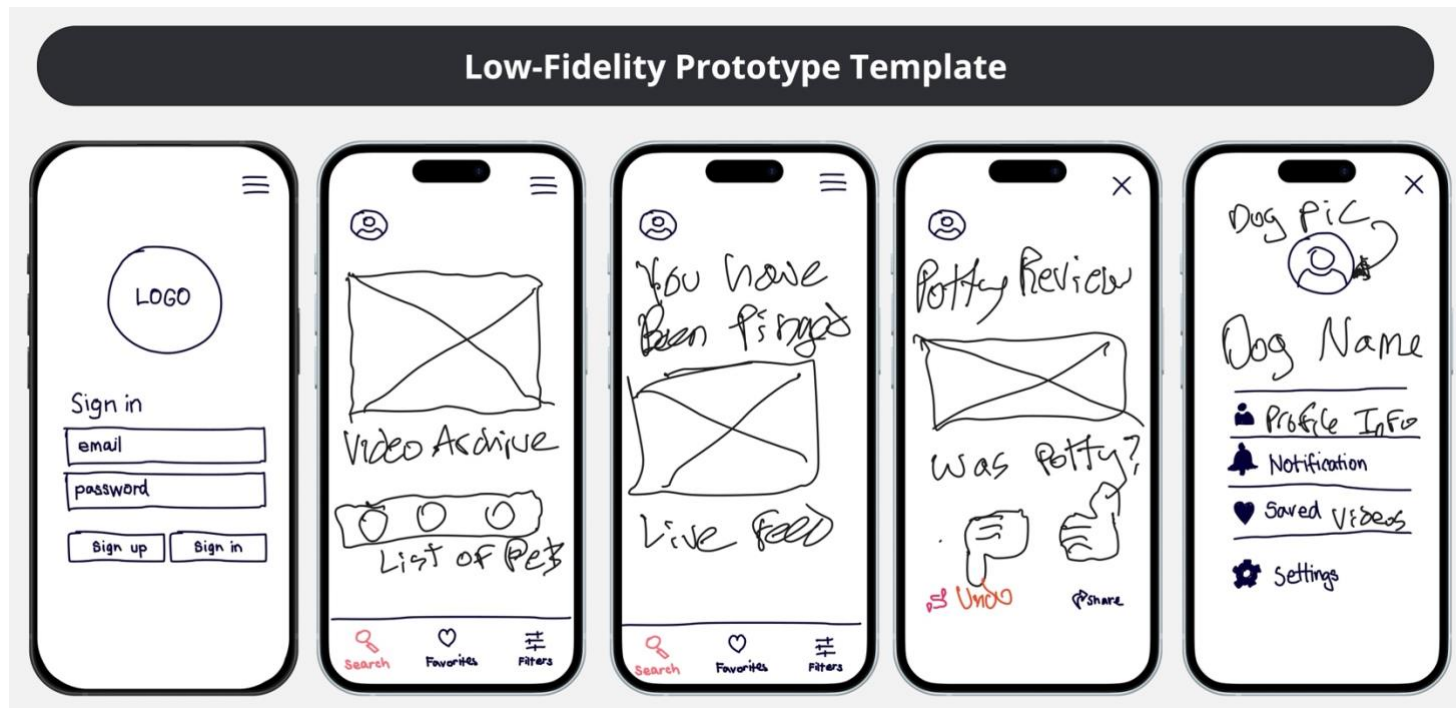


Figure 5: Click on Image for Interactive Prototype Wireframe/Mockup