

MEOW

Cream Munchkin

Looking for your destined kitten

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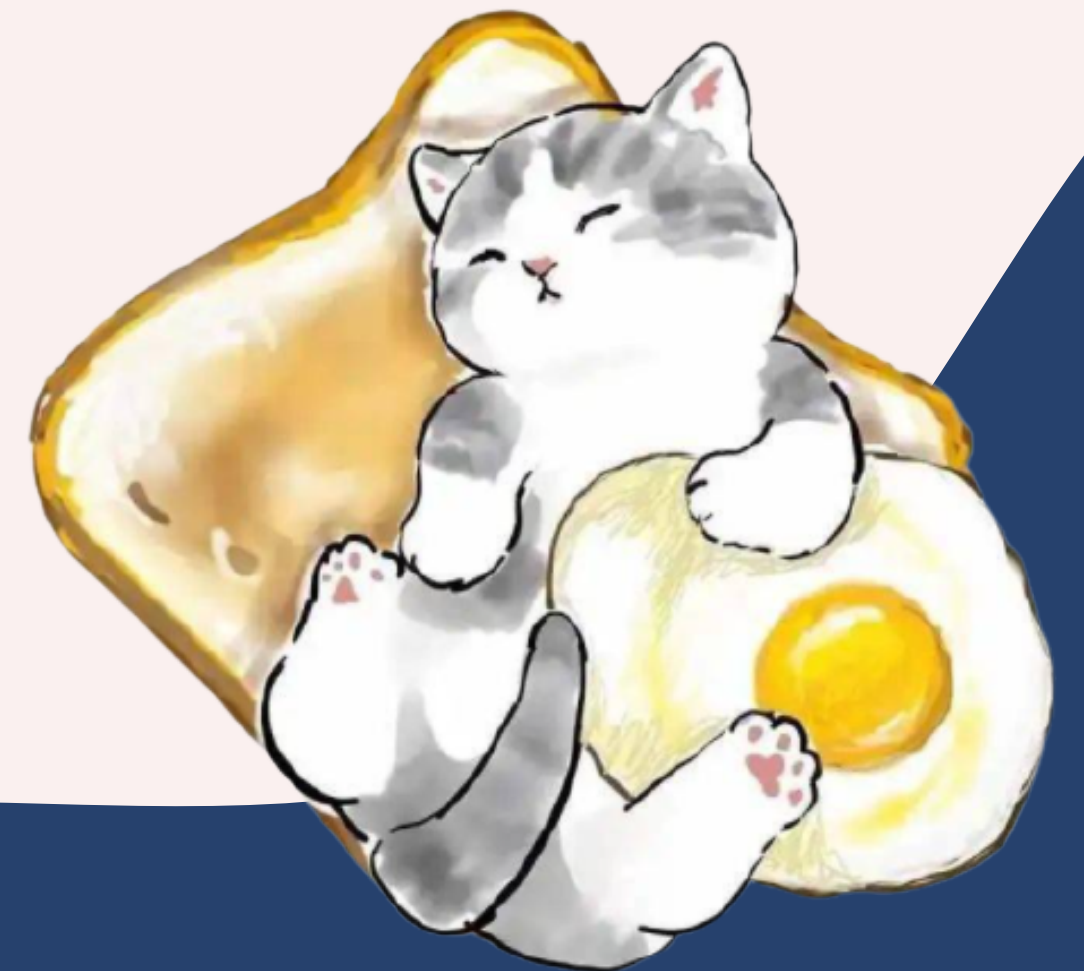
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Introduction

Cream Munchkin Search Engine



- A searching engine all related to CAT.
- Focusing on a kind of cat "MUNCHKIN", rather than a baby care brand "MUNCHKIN".
- Nobody will refuse such a cute animal → → →



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Commercial Value





Motivation

- Munchkin!
- So cute, so adorable, so innocent
- Bring everyone a good mood!



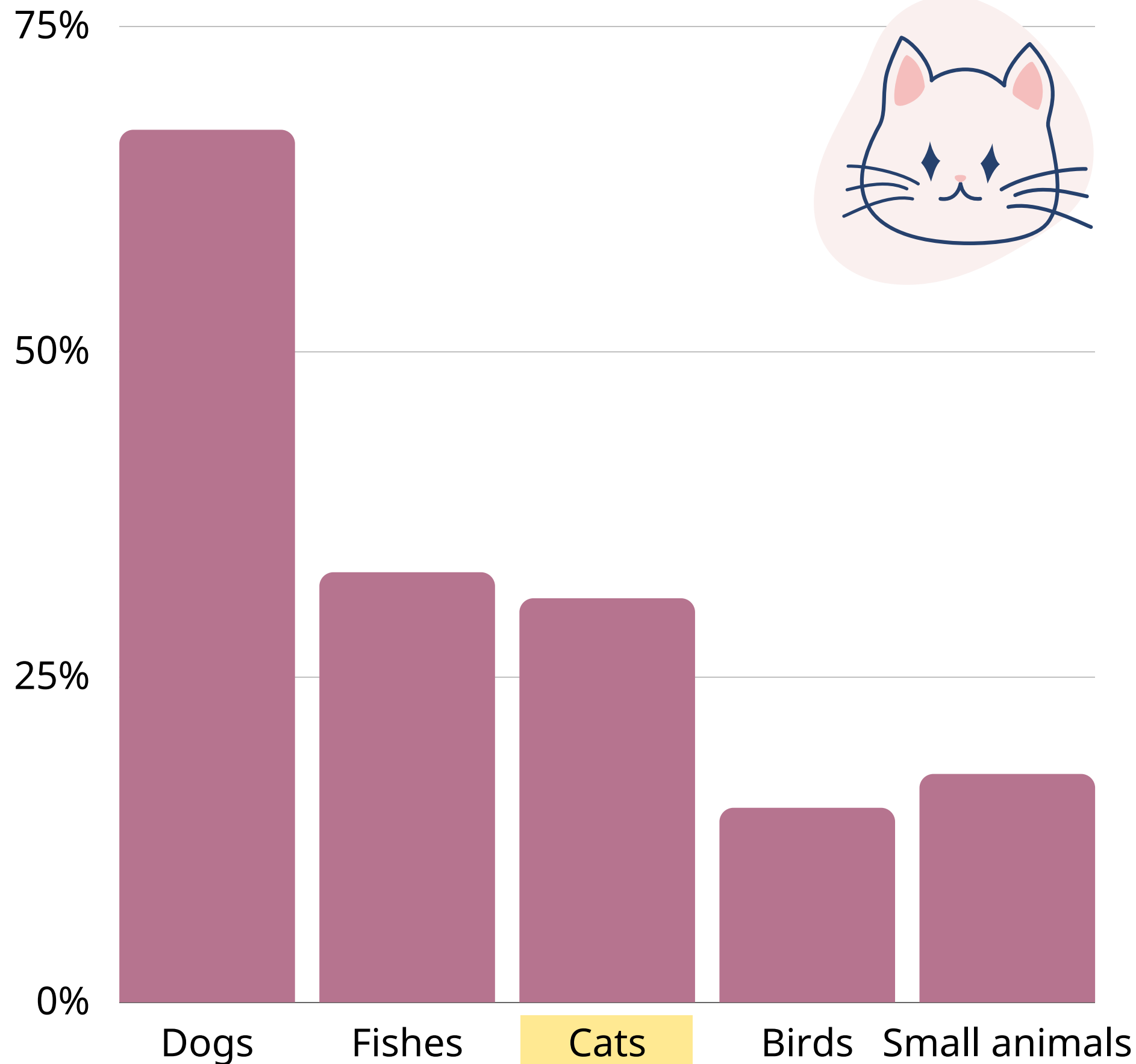
Target Audience

- Suffering from final exams, longing for a mental remedy (a cute cat).
- Dreaming of having a very cute pet, but don't know how to take the first step.



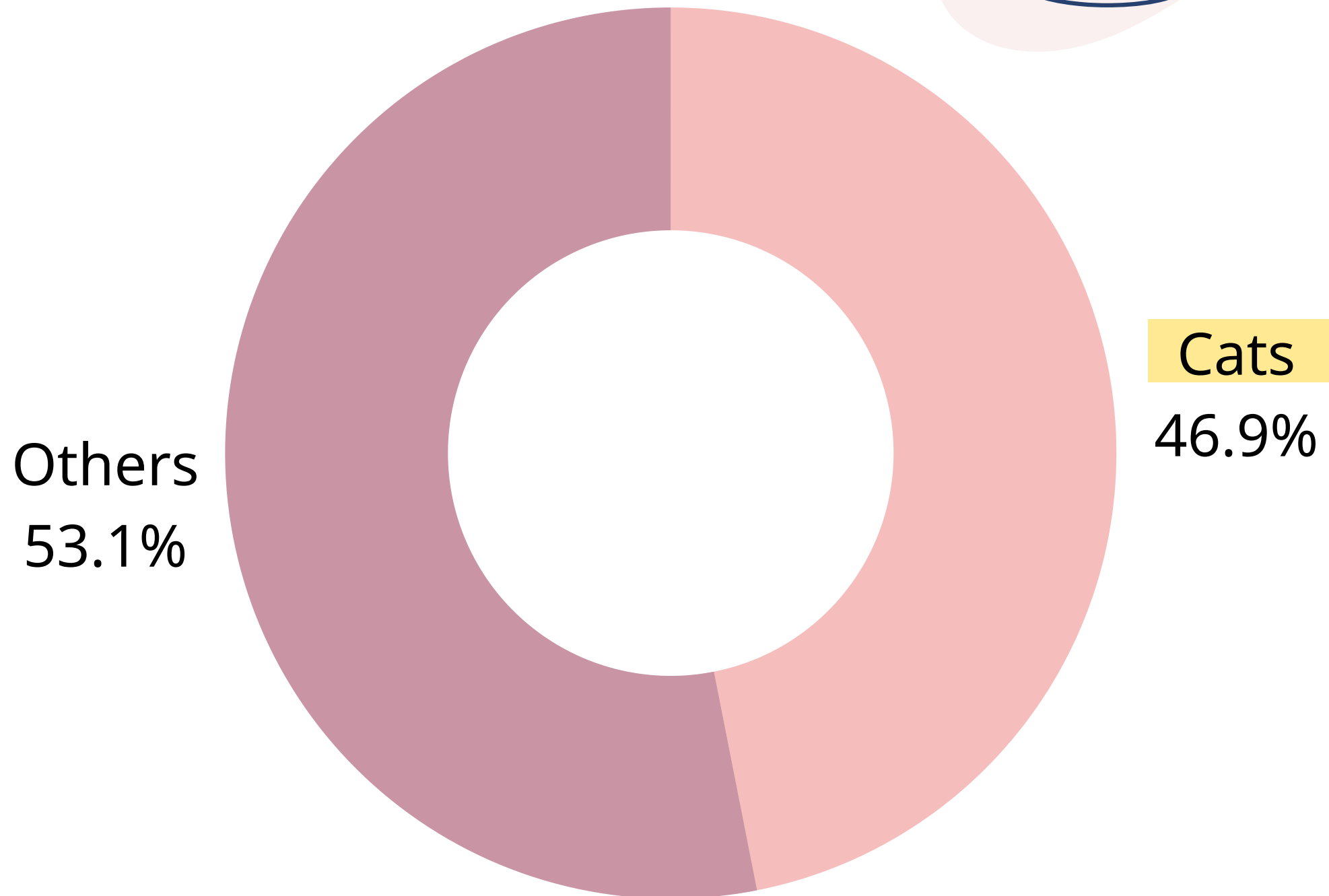
Commercial Value

- Cat is the third most popular pet among Taiwanese .
- The whole pet market of Taiwan is NT\$20 billion.





Commercial Value



- 47% people who don't have a pet said that they want to keep a cat in the future.

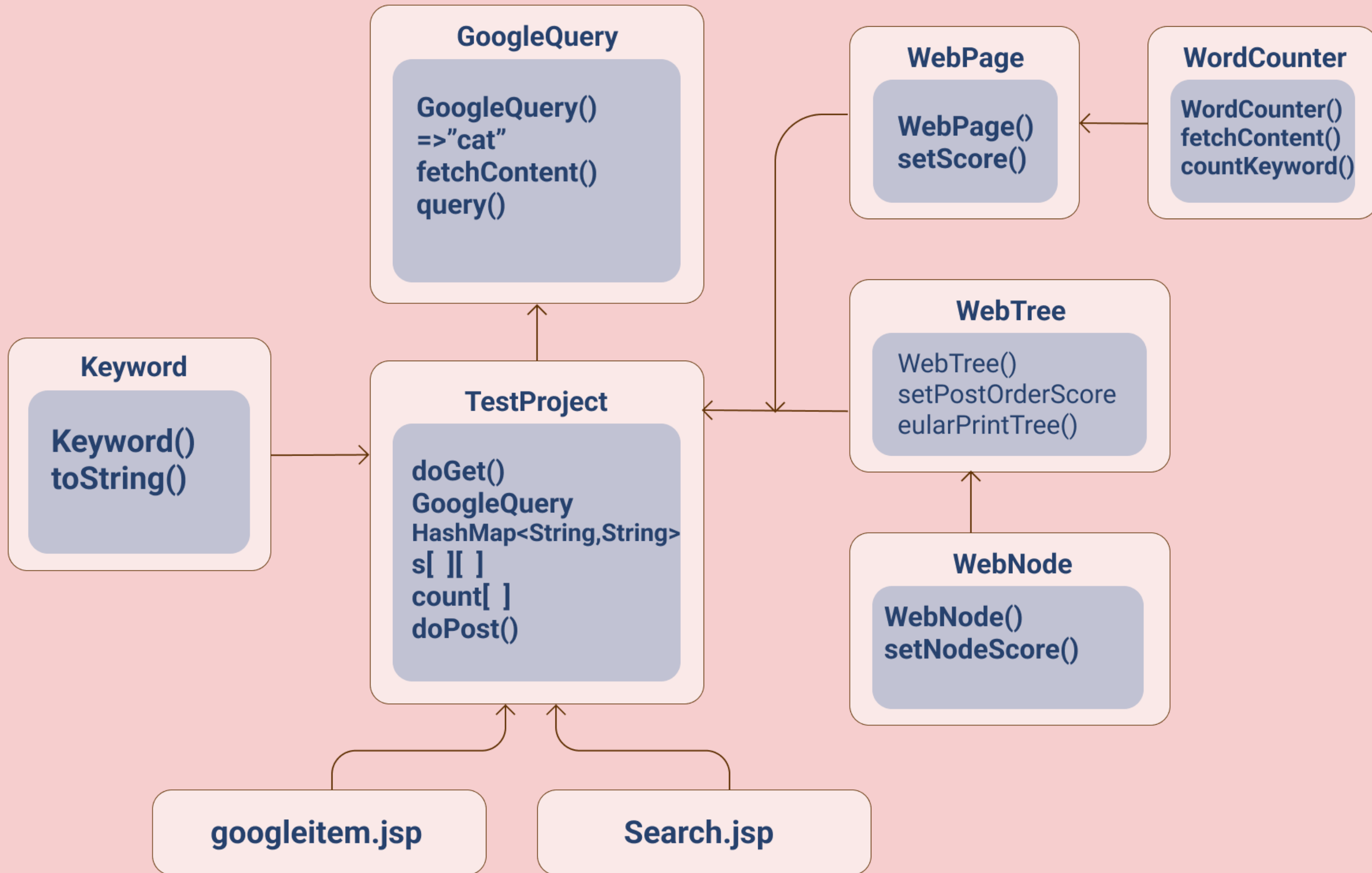


Problem Solution

- Most of the query results are cats rather than American maternal and child brands.
- Any website about pet trade or pet shop is not allowed to show up.
- Only show lovely cats.

System Design





Front-End

Back-End



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System Specification



Weight 5

曼赤肯、Munchkin、短腿貓、Munchkin Cat

Weight 4

短腿、Short leg、貓、喵、曼曼、cat、喵星人、鏟屎官

Weight 3

可愛、萌、cute、療育、毛絨絨、Fluffy、貓奴、基因、融化、Cat Person

Weight 2

飼養、Feed、寵物

Weight
-10000

餐具、嬰幼兒、買賣、滿趣健、toddler、infant



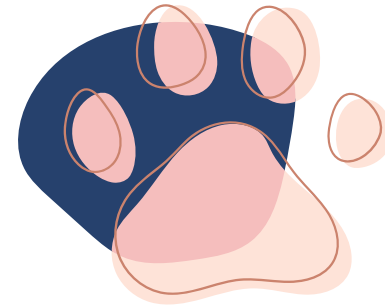
Why we make these weights

Weight>0: The higher correlation with Munchkin cat.

Weight<0: To distinguish Munchkin cat from the baby product brand "滿趣健", which has the same name with Munchkin.

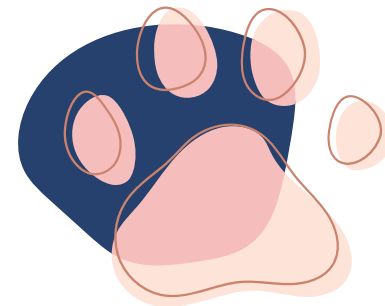
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Teamwork



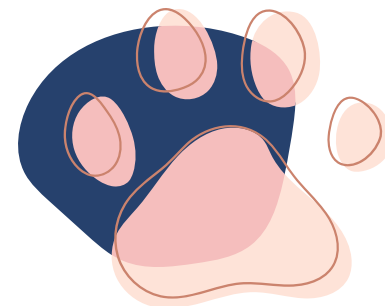
Mandy

Front-End
PPT
Presentation



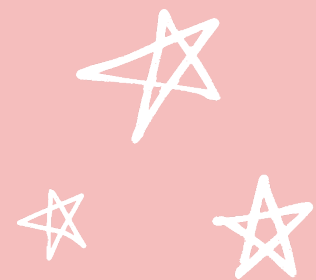
Jen

Front-End
Back-End
PPT



Vanessa

PPT
Presentation



MEOW

Thanks for listening

