2018-1 Spring SE

FeedBap

GROUP #1 김기성 김지원 박선영 양슬기 최은성

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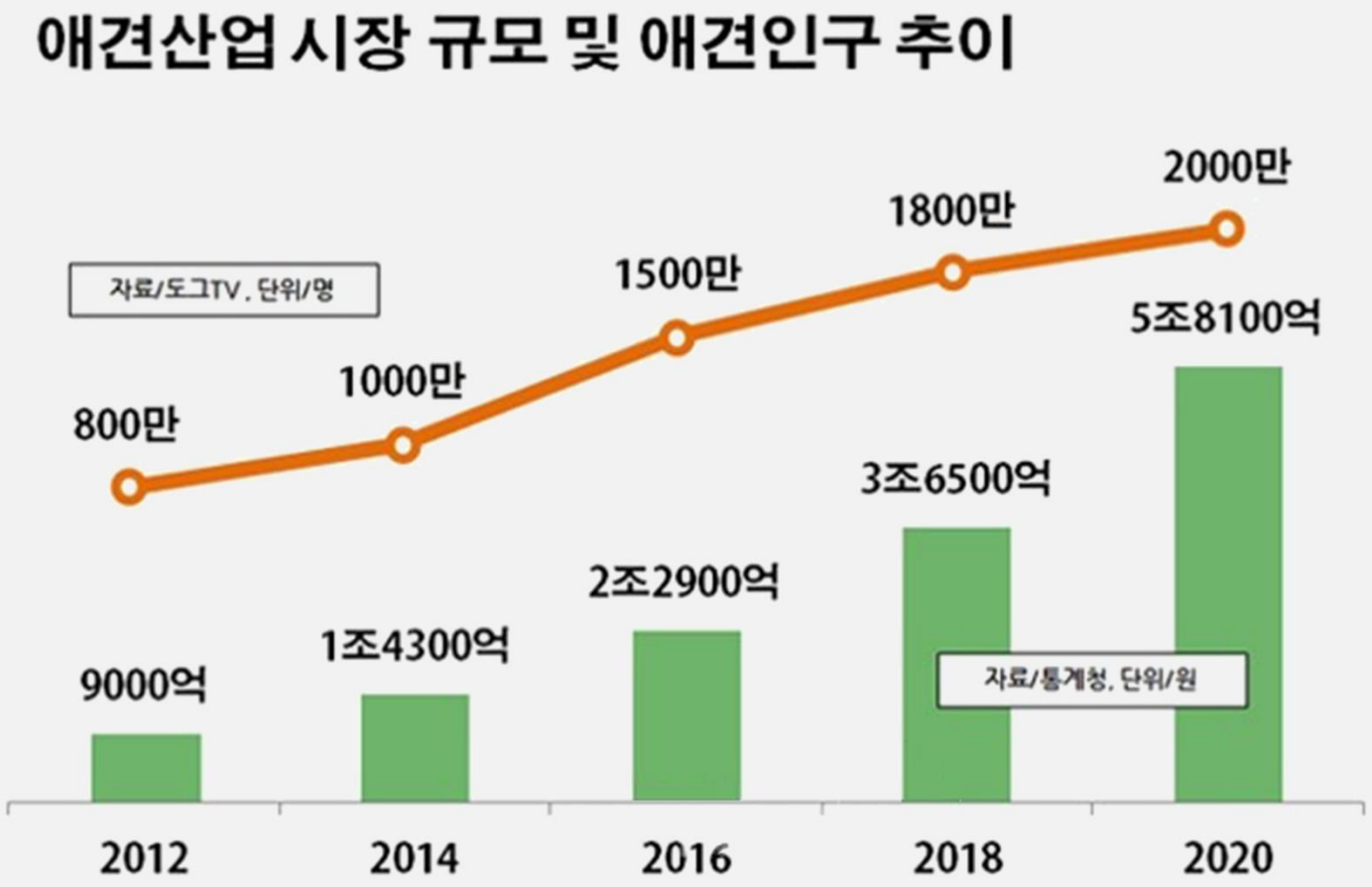
1 Introduction

motivation of the project

1 Introduction

motivation of the project



2 Market Analysis

market demand

반려견 간식제품 가격 (단위 : ㎏당 원)

종류	가격대
캔 · 파우치	1만1170 ~ 1만3000원
육포 · 닭안심살	6975 ~ 3만6828원
닭갈비	5975 ~ 1만3880원
소시지 · 치즈	9041 ~ 1만800원
버거 · 육포	5300 ~ 2만9300원
개껌(6조각)	1590 ~ 1722원
과자류	1만3680 ~ 2만1440원
수제간식	5만3500 ~ 9만6000원
영양제	13만8850 ~ 42만4000원

※ 2016년 7월 기준 자료 : 농협중앙회·인터넷 가격비교 사이트

반려견 사료 등급별 매출비중 (단위 : %)

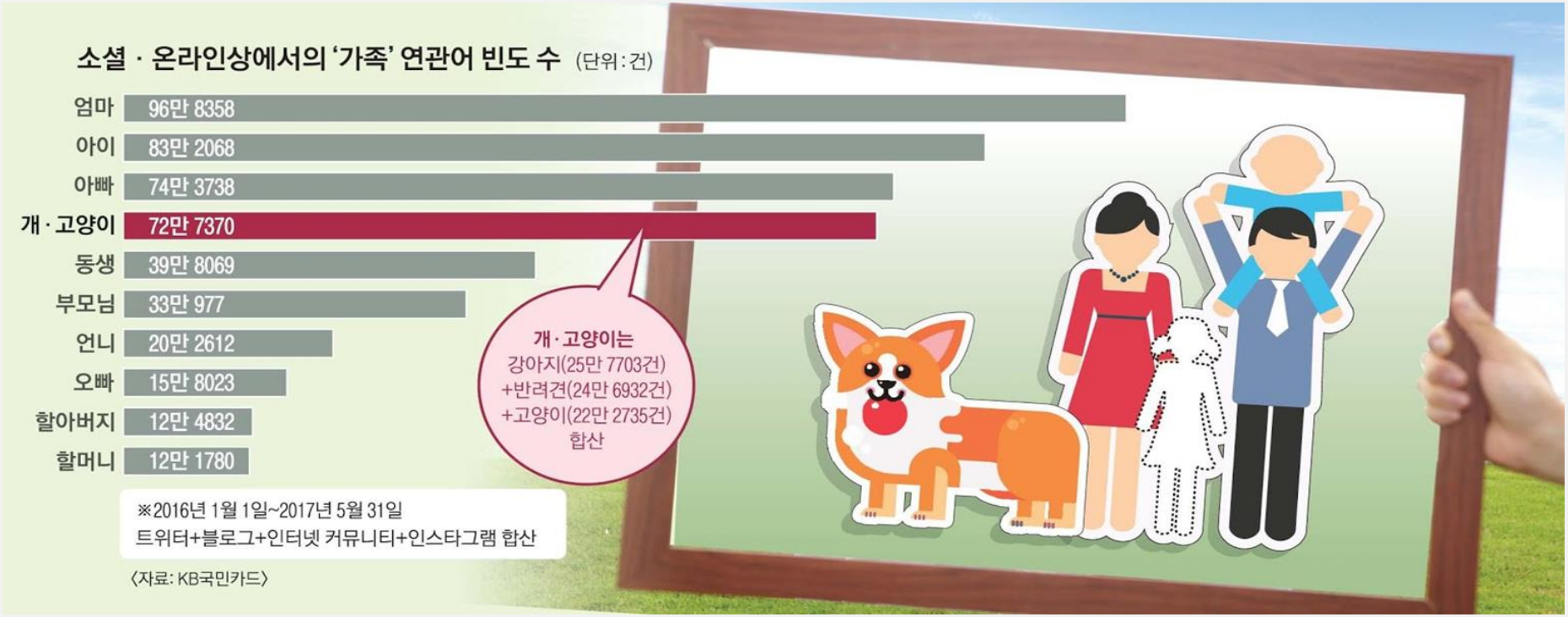
자료 : 이마트

2 Market Analysis

market demand

2 Market Analysis

market demand

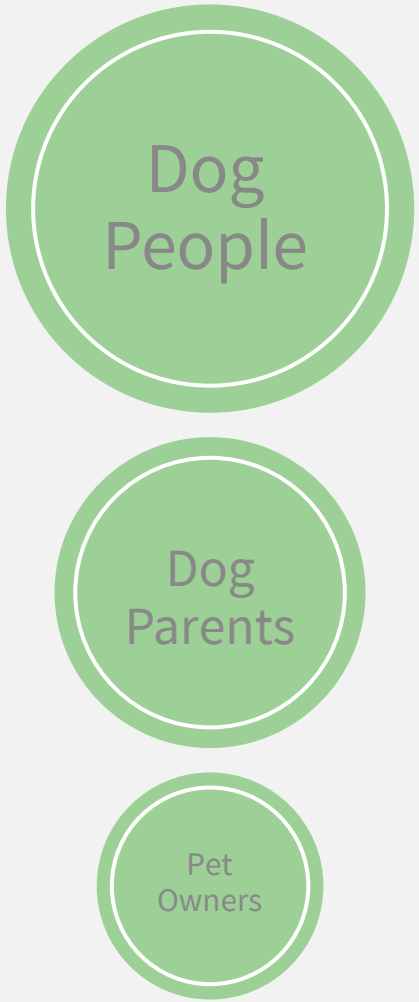


2 Market Analysis

target customers

Anthropomorphism and dog-oriented self-concept →	Cluster 1 Dog people	Cluster 2 Dog parents	Cluster 3 Pet owners
Importance ratings of dog food choice criteria	Mean	Mean	Mean
Price	4.57	4.68	4.83
Taste	5.13[a,b]	4.33[a]	4.08[b]
Health/nutrition	6.17[a]	5.79[a]	5.28[a]
Freshness	5.76[a]	5.07[a]	4.52[a]
Ease of preparation	5.00	4.80	4.61
Variety in diet	4.52[a,b]	3.88[a]	3.55[b]
Quality	6.03[a]	5.59[a]	5.14[a]
Holistic/natural/organic	4.19[a]	3.56[a]	2.66[a]
Brand name	4.28[a]	4.10	3.81[a]
Being on sale/promo/discount	4.00	4.13	4.00
Type of store where food is purchased	3.58[a]	3.27[b]	3.77[a,b]
Product selection in store where food is purchased	3.87[a]	3.50[b]	2.99[a,b]
Convenience of location of store where food is purchased	4.47[a]	4.49[b]	3.92[a,b]
Recommendation from health care professionals	4.99[a]	4.71[b]	3.75[a,b]
Recommendation from friends	4.25[a]	3.86[a]	2.80[a]
Recommendation from food preparation experts	3.97[a]	3.32[a]	2.23[a]
Advertising	2.97[a]	2.93[b]	2.23[a,b]
Social media	2.34[a]	2.34[b]	1.72[a,b]

[a, b]Significantly different pairs at alpha = 0.05 (post-hoc Duncan test).
Importance ratings: 1 = not important at all; 7 = extremely important.



2 Market Analysis

functional pet food

Importance of functionality

Nowadays many people have concerns for their pets' health and choose functional pet food because every pet has their own health problems.

3 Necessity of Customization

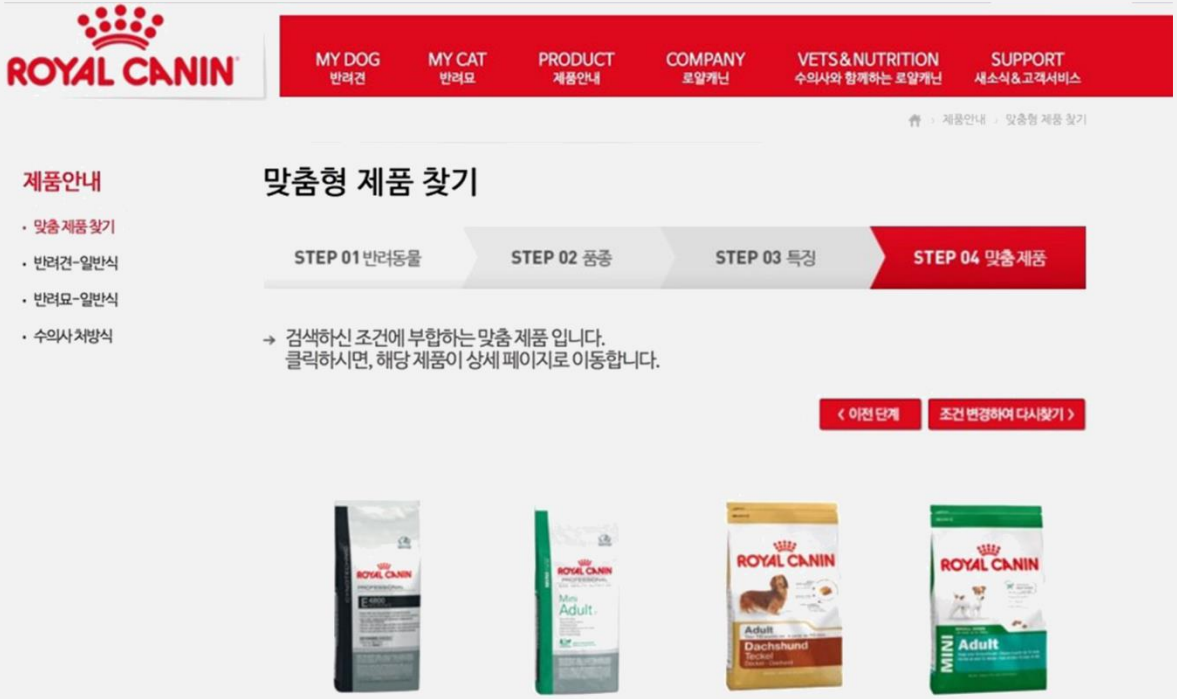
example : choice difficulties from existing feeds

3 Necessity of Customization

competitor #1 Royal Canin

Ready-made Product

- produce customized dry feed suitable for each pet
- provide customers with products consi dering pets' own conditions
- directly produce in West London
- guarantee freshness in delivery



3 Necessity of Customization

competitor #1 Royal Canin

Dachshund Adult
닥스훈트어덜트

MINI Sterilised
미니스테럴라이즈드

MINI INDOOR Adult 8+
미니인도어어덜트8+

MEDIUM Adult
미디움어덜트

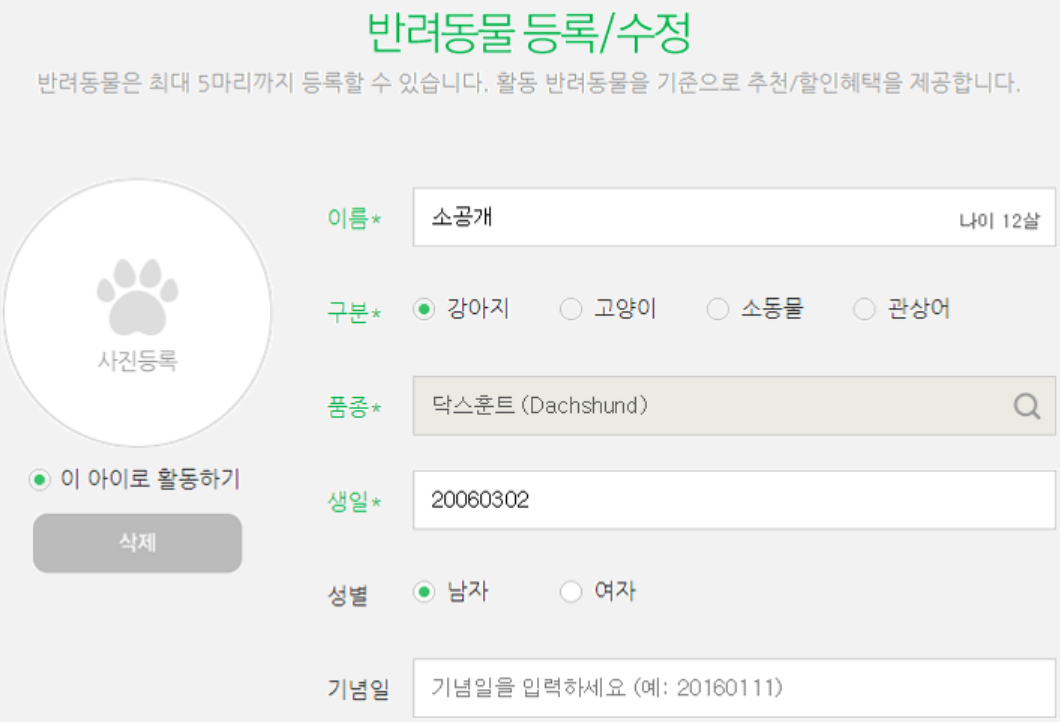
MINI Dermacomfort
미니더마컴포트

3 Necessity of Customization

competitor #2 InterPark Pet

Ready-made Product

- produce customized dry feed suitable f or each pet
- provide customers with products consi dering pets' own conditions
- directly produce in West London
- guarantee freshness in delivery



3 Necessity of Customization

competitor #2 InterPark Pet

우리아이 추천상품

콤펫미리미리 유모차 - 루비 도트

490,000원

네츄럴코어 독 하루유산균 혼합형

4,000원

(261)

네츄럴코어 독 콜라겐 황태 스틱

3,800원

(395)

[무배]네츄럴코어 독 베네 M50

42,900원

(367)

4 Business Model

■ Customized 사료 생산 및 판매

■ 영양제 / 간식 : 특약매입에 대한 판매수수료 or 제품을 납품 받아 판매 차익

cf) 특약매입 : 백화점에서와 같이 납품업체의 제품을 외상매입하여 판매하고 재고를 반품하는 방식

■ 애견용품 혹은 미용 및 교육 업체의 광고 수수료

■ Marketing

실제 사료가 생산되는 과정(원재료의 투명성 강화)

5 Pet Food Customization Algorithm

Step-by-step

1. ingredient 단계

1) 전체 ingredient 군에서 입력 받은 allergy 유발 재료를 제외시킨다.

2) 필터링된 ingredient 군에서 입력 받은 taste_preference를 기본 맛 베이스로 선택한다.(1-3가지)

3) 입력 받은 health_issues에 필요한 영양분을 확인하고 함유하고 있는 ingredient를 추가한다.

2. feed quantity & calorie 계산 단계

1) 입력 받은 breed을 통해 애견 사이즈를 초소형 / 소형 / 중형 / 대형 / 초대형으로 분류한다.

2) 분류한 애견 사이즈와 입력 받은 age를 통해 강아지 나이로 환산한다.

3) 입력 받은 weight을 통해 1일 적정 섭취 사료량을 계산한다.(1차 칼로리 계산)

* 기존의 ready-made product는 여기까지만 계산

4) c와 입력 받은 activity_level를 통해 기초대사량을 계산한다.(2차 칼로리 계산)

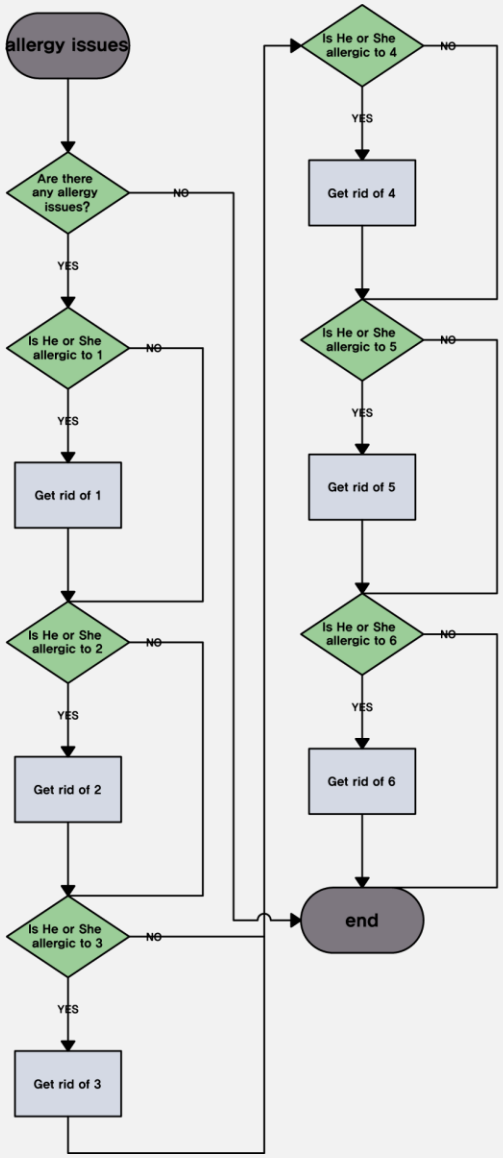
5) c, d와 입력 받은 obesity_level을 통해 1식 섭취 사료량에 대한 기준을 설정한다.(3차 칼로리 계산)

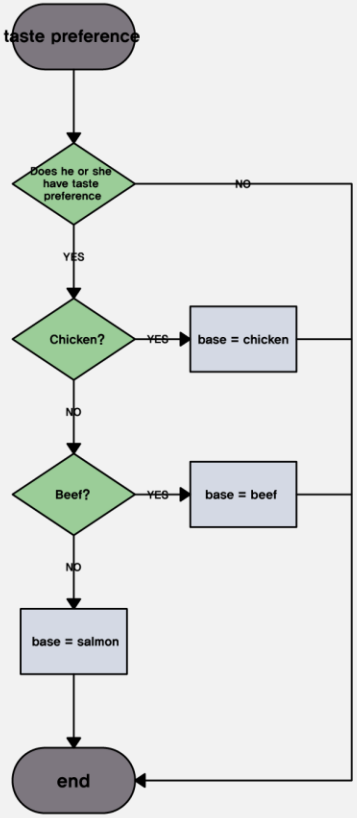
3. 사료 조제 단계

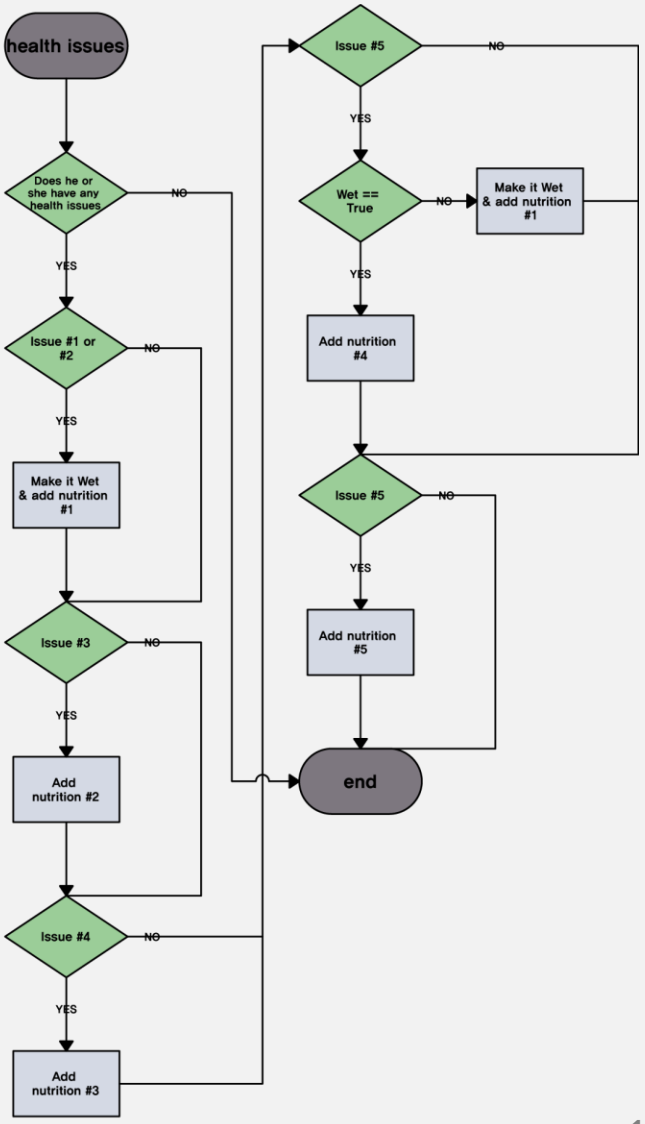
계산된 ingredient와 feed quantity & calorie 정보를 바탕으로 사료를 생산한다.

5 Pet Food Customization Algorithm

Step-by-step

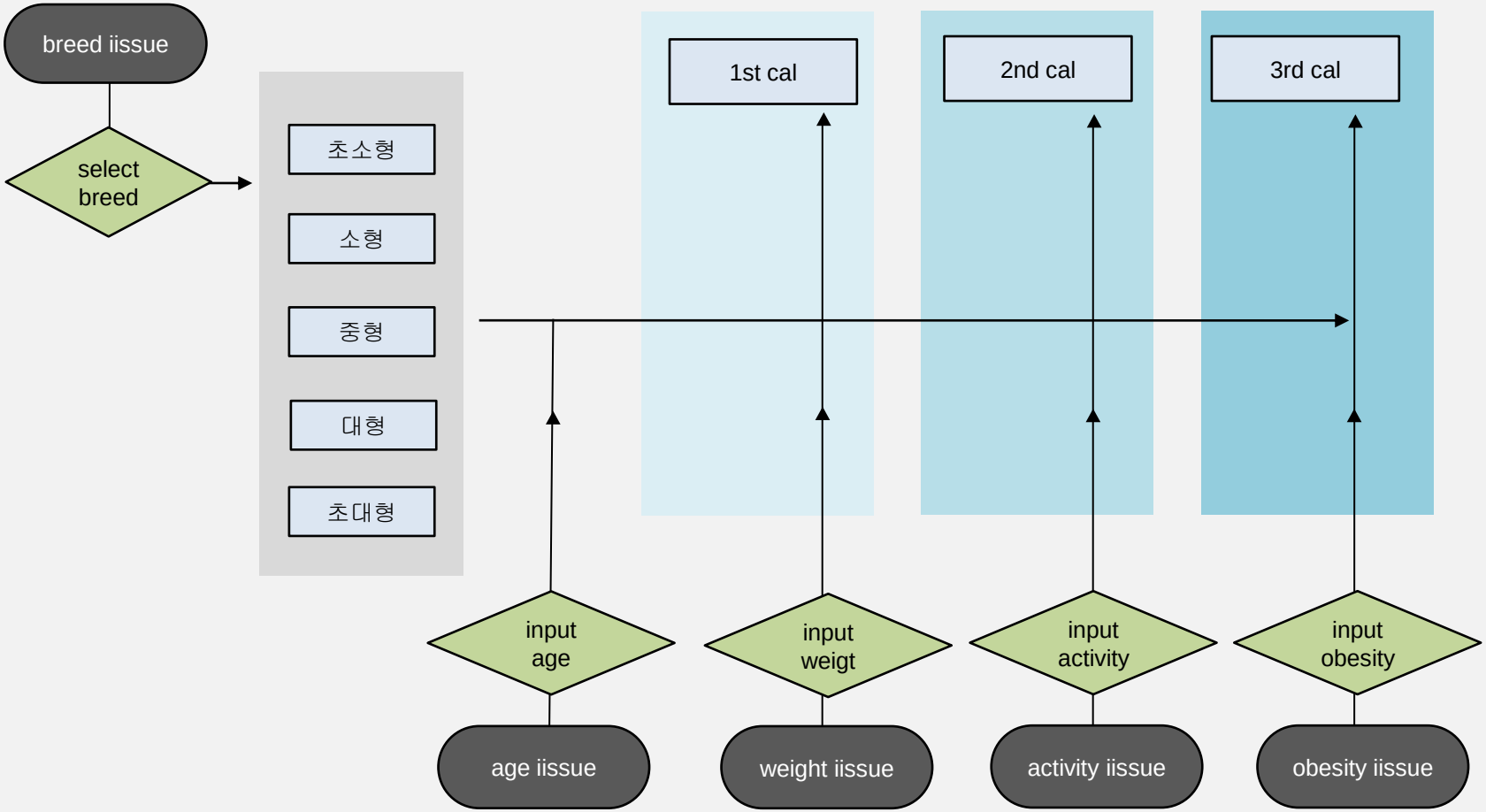






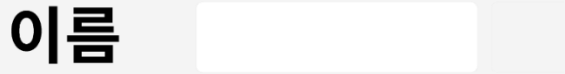
5 Pet Food Customization Algorithm

Step-by-step



6 How to Customize

Input data : name



6 How to Customize

Input data : breed

견종

purebred | mixed-breed | 알수없음

뒤로 다음

6 How to Customize

Input data : breed

견종 | purebred | mixed-breed | 알수없음

127.0.0.1:8000/main/dogs

이름	품종	높이	무게	생애
Affenpinscher	Companion Dogs	9 inches to 11 inches tall at the shoulder	7 to 9 pounds	12 to 14 years
Afghan Hound	Hound Dogs	2 feet to 2 feet, 4 inches tall at the shoulder	50 to 60 pounds	10 to 12 years
Airedale Terrier	Terrier Dogs	1 foot, 9 inches to 1 foot, 11 inches tall at the shoulder	40 to 65 pounds	10 to 13 years
Akita	Working Dogs	2 feet to 2 feet, 4 inches tall at the shoulder	70 to 130 pounds	10 to 12 years
Alaskan Klee Kai	Companion Dogs	13 to 17 inches	10 to 15 pounds	12 to 16 years
Alaskan Malamute	Working Dogs	1 foot, 11 inches to 2 feet, 1 inch tall at the shoulder	75 to 100 pounds	12 to 15 years
American Bulldog	Working Dogs	20 to 28 inches	60 to 120 pounds	10 to 16 years
American English Coonhound	Hound Dogs	1 foot, 11 inches to 2 feet, 2 inches tall at the shoulder	None	10 to 12 years
American Eskimo Dog	Companion Dogs	1 foot, 3 inches to 1 foot, 7 inches tall at the shoulder	Starts at 30 pounds	12 to 15 years
American Foxhound	Hound Dogs	1 foot, 9 inches to 2 feet, 1 inch tall at the shoulder	40 to 60 pounds	12 to 13 years
American Pit Bull Terrier	Terrier Dogs	1 foot, 5 inches to 1 foot, 7 inches tall at the shoulder	30 to 85 pounds	12 to 16 years
American Staffordshire Terrier	Terrier Dogs	16 to 19 inches	40 to 60 pounds	10 to 15 years
American Water Spaniel	Sporting Dogs	1 foot, 3 inches to 1 foot, 6 inches tall at the shoulder	25 to 45 pounds	12 to 15 years
Anatolian Shepherd Dog	Working Dogs	2 feet, 3 inches to 2 feet, 5 inches tall at the shoulder	80 to 150 pounds	11 to 13 years
Appenzeller Sennenhunde	Herding Dogs	1 foot, 7 inches to 1 foot, 10 inches tall at the shoulder	48 to 55 pounds	9 to 12 years
Australian Cattle Dog	Herding Dogs	1 foot, 5 inches to 1 foot, 8 inches tall at the shoulder	30 to 50 pounds	12 to 15 years
Australian Shepherd	Herding Dogs	1 foot, 6 inches to 1 foot, 11 inches tall at the shoulder	40 to 65 pounds	12 to 15 years
Australian Terrier	Terrier Dogs	10 inches to 11 inches tall at the shoulder	14 to 16 pounds	Up to 15 years
Azawakh	Hound Dogs	1 foot, 11 inches to 2 feet, 5 inches tall at the shoulder	33 to 55 pounds	12 to 15 years
Barbet	Sporting Dogs	1 foot, 8 inches to 2 feet, 1 inch tall at the shoulder	37 to 62 pounds	13 to 15 years
Basenji	Hound Dogs	1 foot, 4 inches to 1 foot, 5 inches tall at the shoulder	22 to 24 pounds	10 to 12 years
Basset Hound	Hound Dogs	Up to 1 foot, 2 inches tall at the shoulder	50 to 65 pounds	10 to 12 years
Beagle	Hound Dogs	1 foot, 1 inch to 1 foot, 3 inches tall at the shoulder	18 to 30 pounds	10 to 15 years
Bearded Collie	Herding Dogs	1 foot, 8 inches to 1 foot, 10 inches tall at the shoulder	45 to 55 pounds	12 to 14 years
Bedlington Terrier	Terrier Dogs	1 foot, 3 inches to 1 foot, 4 inches tall at the shoulder	17 to 23 pounds	14 to 16 years

6 How to Customize

Input data : breed

견종

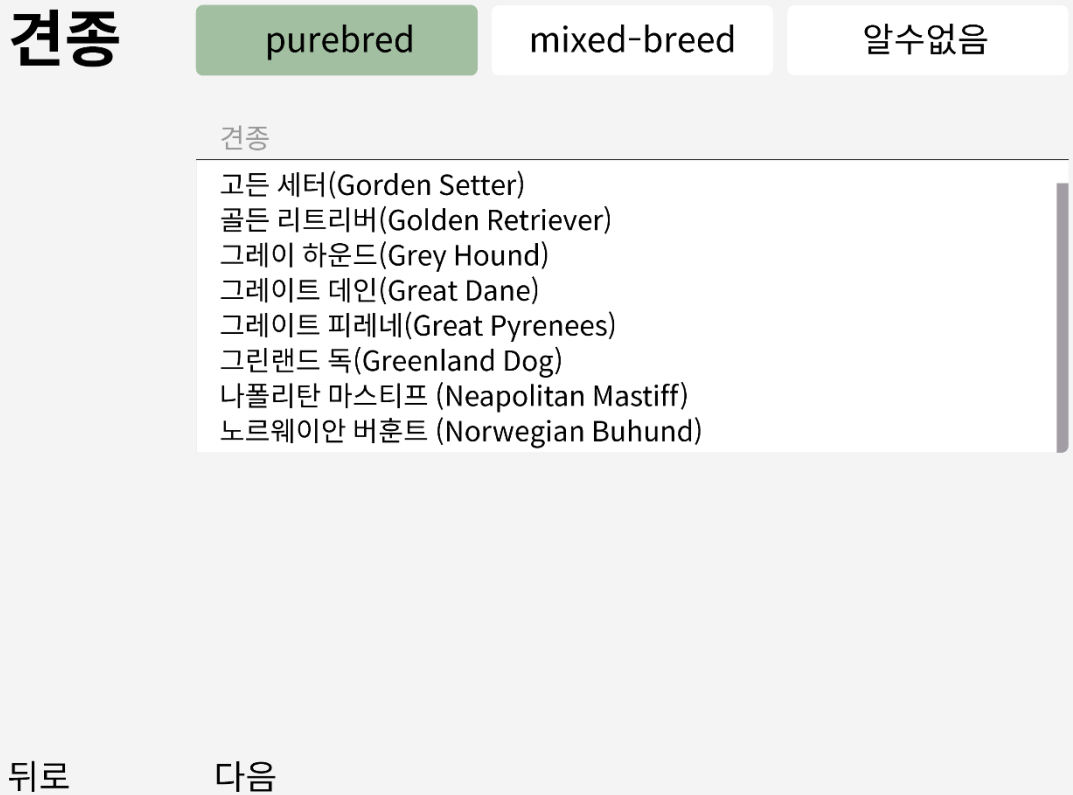
purebred | mixed-breed | 알수없음

견종

뒤로 다음

6 How to Customize

Input data : breed



6 How to Customize

Input data : breed

견종 purebred | mixed-breed | 알수없음

첫번째 종 견종

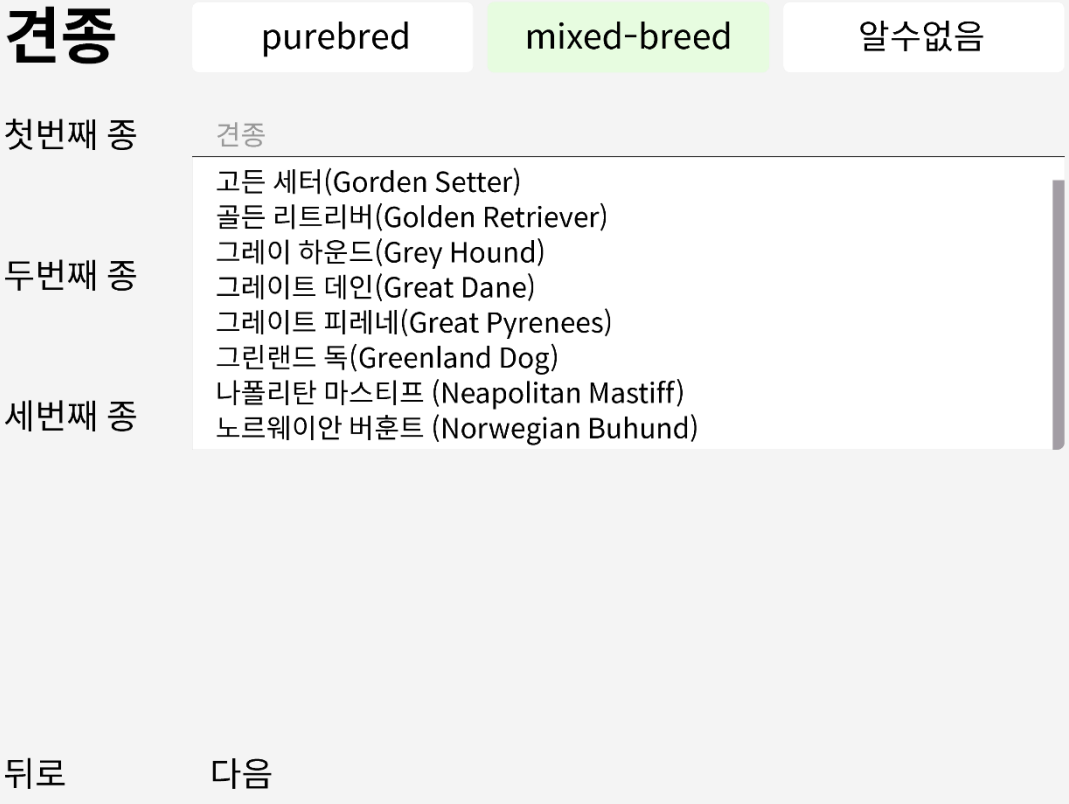
두번째 종 견종

세번째 종 견종

뒤로 다음

6 How to Customize

Input data : breed



6 How to Customize

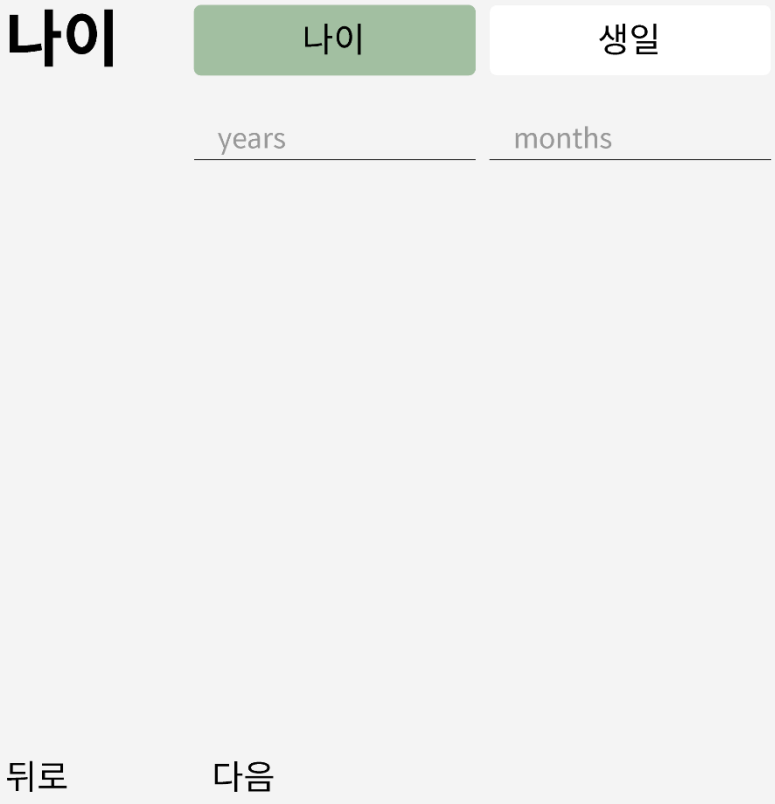
Input data : age

나이

나이 | 생일

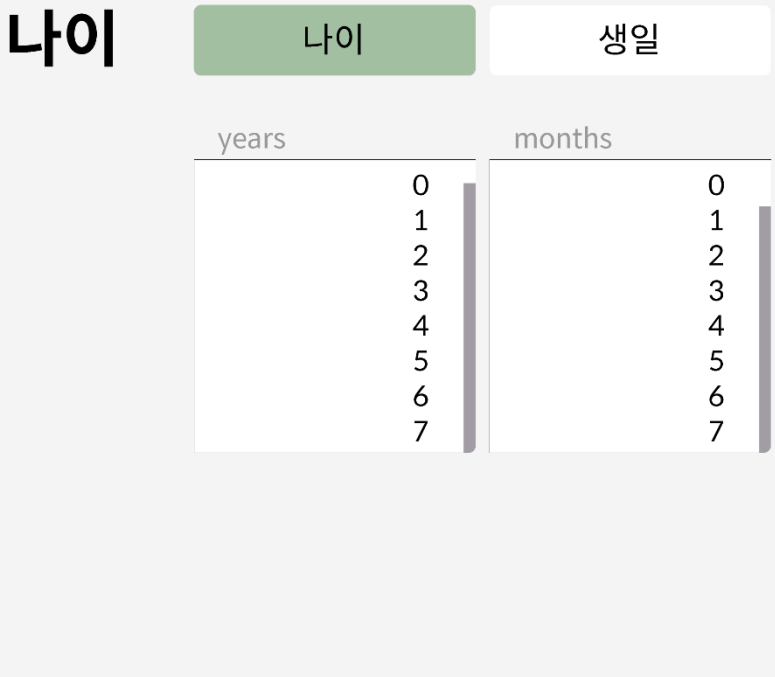
6 How to Customize

Input data : age



6 How to Customize

Input data : age



6 How to Customize

Input data : age

나이

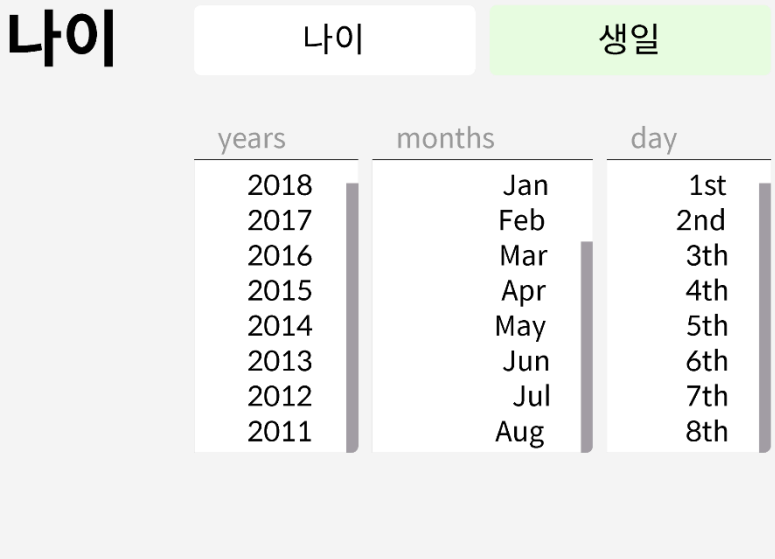
나이 | 생일

years | months | day

뒤로 다음

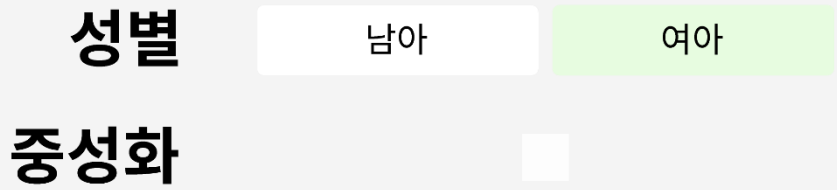
6 How to Customize

Input data : age



6 How to Customize

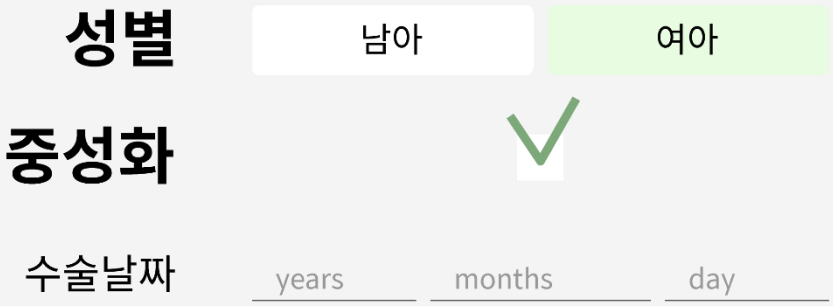
Input data : gender



다음

6 How to Customize

Input data : gender



6 How to Customize

Input data : weight

몸무게 kg

비만정도

뒤로 다음

6 How to Customize

Input data : amount of exercise

운동량 활동적

6 How to Customize

Input data : amount of exercise

운동량

활동적

■ 주 4회 이상 1시간 이상의 산책을 나가며 집에서도 활동적입니다.
산책을 나가 외부를 걷는 시간, 거리도 중요하지만 반려견의 평소 가정에서의 모습에 더 비중을 두시는게 좋습니다. 아이가 집에서도 뛰어다니며 놀아달라고 보챈다면 선택해주세요.

뒤로 다음

6 How to Customize

Input data : health issues

건강특이사항
<중복선택>

수술 후	임신	관절
소화불량	피부 및 털 질환	췌장질환

뒤로 다음

6 How to Customize

Input data : preference

맛 선호

소고기 | 닭고기 | 오리고기 | 양고기 | 연어 | 가리지않음

organic

피해야 할 재료
<중복선택>

소고기 | 닭고기 | 오리고기 | 양고기 | 연어
곡물 | 밀가루 | 유제품 | 콩 | 달걀

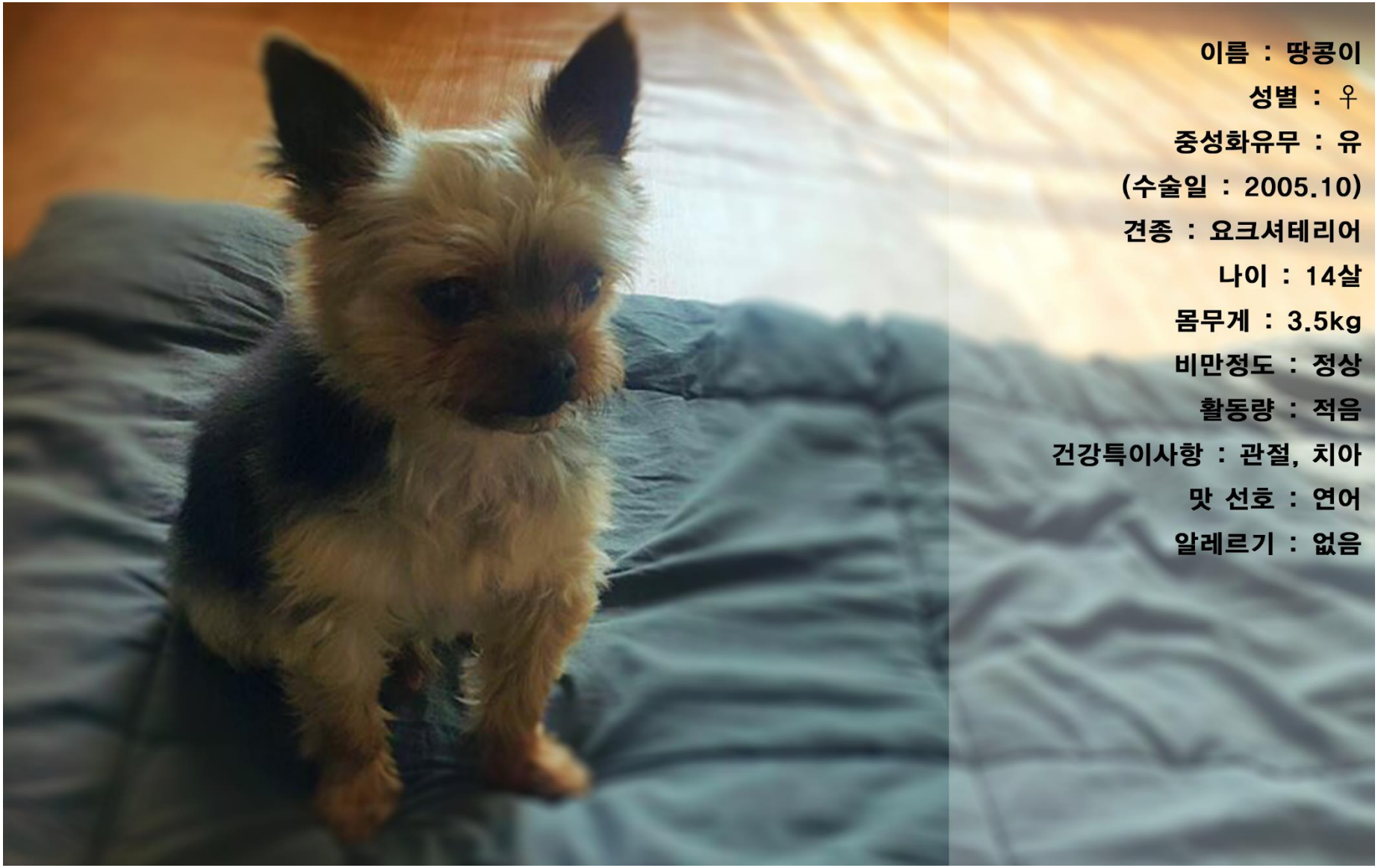
뒤로 완료

6 How to Customize

examples

6 How to Customize

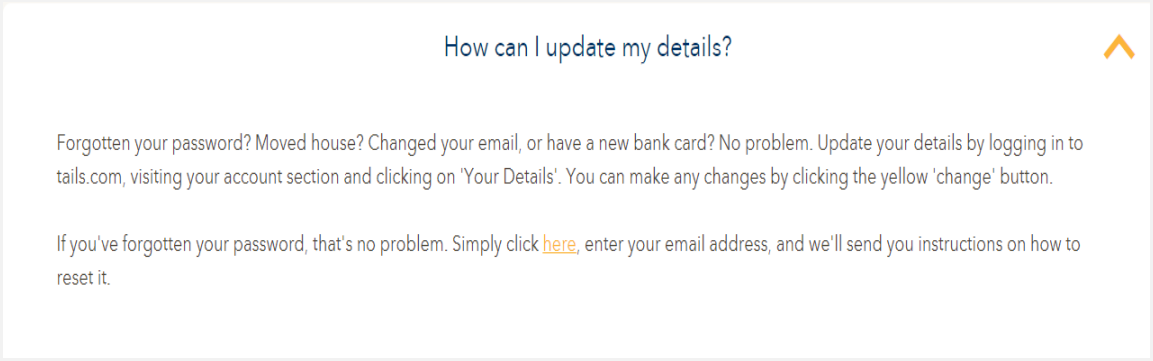
examples



7 Benchmark Company: Tails.com

Brief Information

- From West London, Tails.com makes fresh tailor-made food for each dog
- Input information in the sign-up stage: (breed, weight, health problems, etc.) of one's pet.
- Similar to FeedBap's concept and goals
- Limitation
  - Although Tails.com has a good pet food customization system, they do not provide services for customers to easily edit specifications for pets.
  - In the website, it is hard to find where to change dogs' information right away.
  - In FAQ section, they notify how to make modifications.
  - If change needed, customers have to do it manually



If users are trying to change their pet information, they have to contact the customer service center directly. This kind of manual update would be time-consuming and demanding

7 Why Feedbap? 1. Simple Updates

Differentiation Strategy

FeedBap

- FeedBap, on the other hand, has a chatbot system and a pop-up to hear from customers quickly and help them adjust specifications.
- By having continuous feedback from customers, FeedBap can provide customized dog food that fits each dog's condition at all times.
- Customers can have changed specifications by using chatbot.

7 Why Feedbap? 2. Flexible Delivery

Differentiation Strategy

- Tails.com only delivers tailor-made food once a month.
- Customers cannot make personalized delivery schedule.

- FeedBap has a very flexible delivery system that allows customers to get their dogs' food whenever they want.
- For customers who do not really care about delivery, default setting is a month.

7 Why Feedbap? 3. Consultation with Professionals

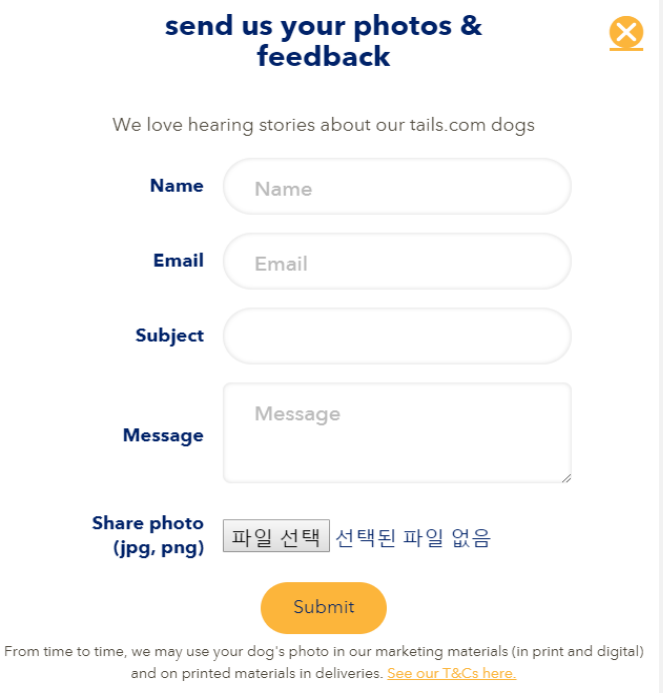
Differentiation Strategy

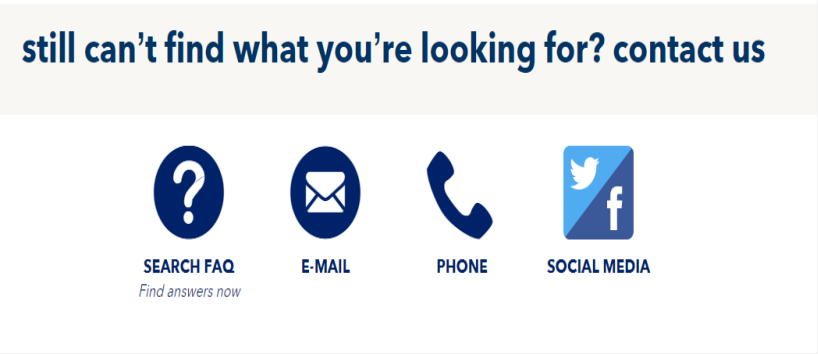
- FeedBap, unlike other pet food platforms, provides a web consultation system with professional vets for FeedBap members through online chat, if wanted.
- Or we could apply this simple consultation method using chatbot technology
- Customers using FeedBap can receive answers from veterinarians within few hours.
- There are some companies with vet consultation service (via email, phone call), but they are not as fast & convenient as FeedBap's.

7 Why Feedbap? 4. Active Communication

Differentiation Strategy

- Tails.com has a section for getting feedback from customers, which seem old-fashioned.
- Customers have to enter the website and leave reviews.





7 Why Feedbap? 4. Active Communication

Differentiation Strategy

FeedBap

- FeedBap enables customers to give feedback using chatbot
- Customer also can get simple recommendation using chatbot
- Development using *JavaScript* or *Node.js*

7 So.. Why Feedbap Again?

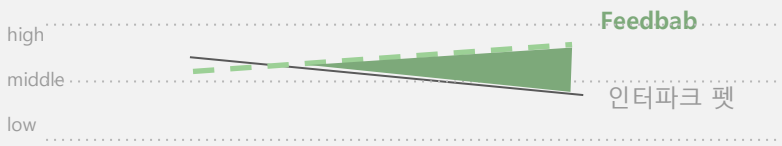
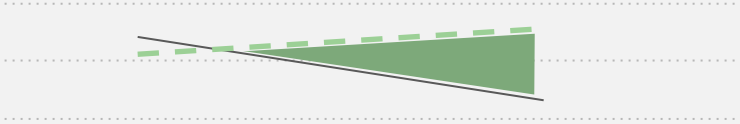
Differentiation Strategy

FeedBap

	FeedBap	Tails.com	Royal Canin	Interpark Pet
Customization for Breeds	O	O	O	X
Customization for Each Dog	O	O	X	X
Reliability & Freshness of Food	O	O	X	X
Easy Specification Editing	O	X	X	X
Flexible Delivery	O	X	X	X
Easy Consultation with Vets	O	Δ (Phone call, Email, Website)	Δ (Website Q&A)	X
Easy Feedback	O	X	X	X

8 System Requirements

development priority

General Service		기존 제품의 유통 뿐만이 아닌 customize제품 판매에 특화
Customization		단순한 상품의 분류/나열이 아닌 customer-friendly 감성에 집중
Beyond Service		챗봇 서비스 등 customize시장의 요구 반영

General Requirements

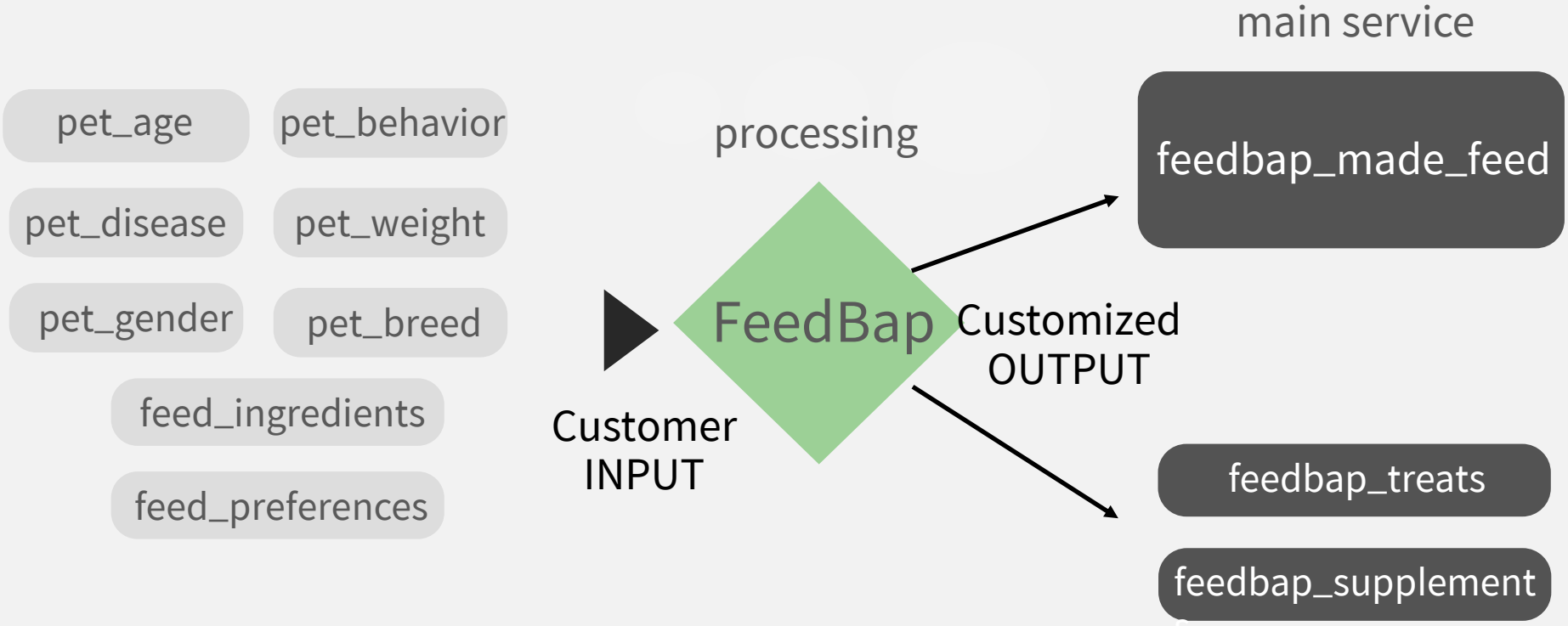
구현 완성도

서비스 특화정도

Requirements Goal

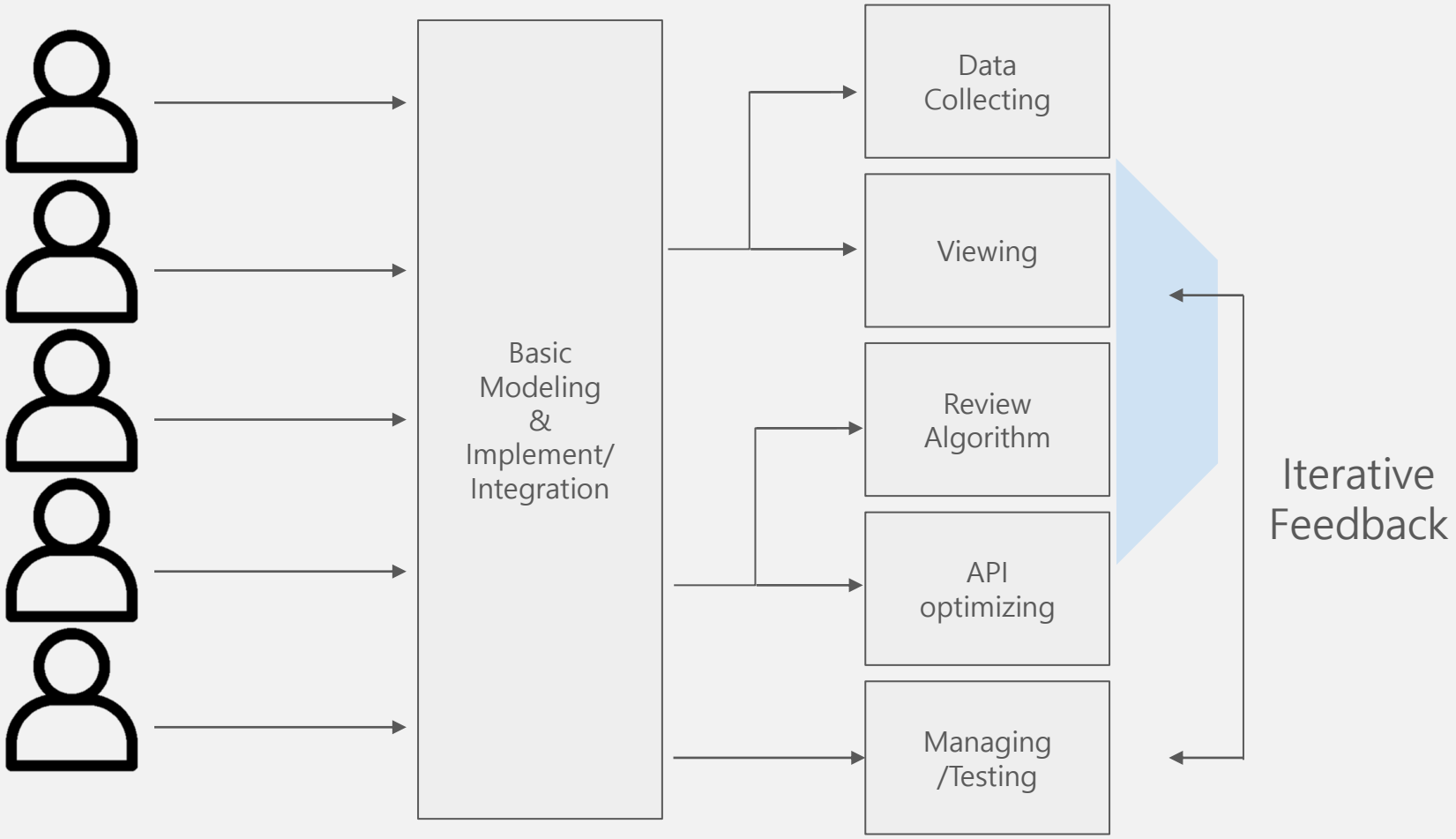
8 System Requirements

system algorithm



8 System Requirements

team co-work plan



8 System Requirements

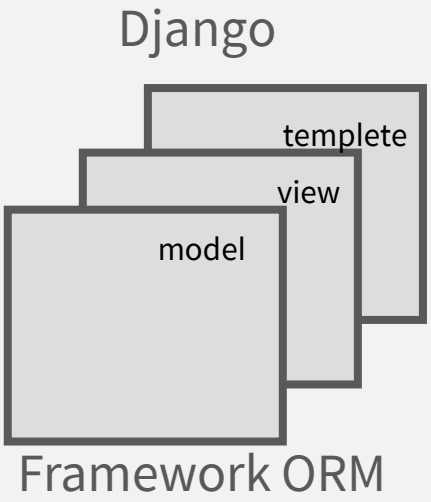
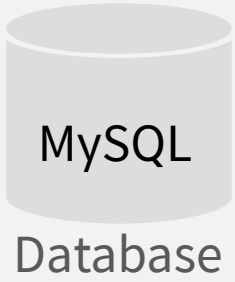
technological background

Business Model

- high cost tool is avoided
- need API suitable for collecting data

Team Agreement

- use tools which has high visibility to make implementation easy to understand
- focus on requirement engineering and planning

System Requirement

- rapid implementation rather than perfection