ART265 SRP PROJECT

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RESPONSIBILITIES
4W1H Questions
SWOT Analysis
Results of SWOT Analysis
Game Development

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SECTION 2

RESPONSIBILITIES
Summary of Project
Results of SWOT Analysis
Game Development
Prototype Product

SUMMARY

The purpose of our social responsibility project is to contribute to the feeding of street animals. In addition, we aim to advertise and generate sympathy for Purina, our lovemark, in people. In the game RunCatRun! specially made for Purina, people will be able to feed street animals through special automatic feeding machines on the street by passing a certain score and completing the game. Each player has the right to feed the animals once a day after passing their score. The Purina logo on the top of the automatic feeding machines on the street will return as brand awareness and customer intimacy. In addition, the game, which is replayable due to its infinite nature and allows people to enter and pass the time in their spare time, will be popular in application markets, and the brand's advertising will also be provided from here.

ABOUT PURINA

William H. Danforth teamed up with George Robinson and William Andrews to start a company that provides feed for farm animals, called the Robinson-Danforth Commission Company. In 1902, the company changed its name to Ralston Purina. In December 2001, Nestlé merged its pet food business, Friskies PetCare Company, with Ralston Purina, which it acquired for $10.3 billion. Ralston Purina was known for its Dog Chow, Cat Chow, and Pro Plan pet food brands, while Nestlé's Friskies and Alpo brands were also popular in the pet food industry. The combined company was called Nestlé Purina Petcare. In 2003, Nestlé Purina Petcare entered into a partnership with the Canine Health Foundation to support veterinary research. The following year, the company donated a large quantity of pet food to help pets affected by Hurricane Charley in Florida and also gave a financial contribution to local animal shelters. Over the years, Nestlé Purina Petcare has become an increasingly important part of Nestlé's business, with its share of Nestlé's revenues growing from about 11% in 2001 to one-third by 2005. By 2006, Nestlé Purina Petcare had become the leading company in the pet food industry, with a 32% market share.

4W1H QUESTIONS

WHO?

Our social responsibility project will benefit the street animals, who often cannot find enough food, are usually alone and unhealthy. Thanks to our social responsibility project, the daily food needs of many street animals will be met.

WHERE?

Our social responsibility project will be available in app stores and on the streets. In app stores, it will meet people with a specially made game. On the streets, it will feed street animals with specially made automatic food dispensers.

WHEN?

If a player exceeds the predetermined score in the special game made for our social responsibility project, the process of feeding the street animals, which is the purpose of the social responsibility project, will be carried out.

WHY?

Feeding street animals helps them stay healthy and strong. If these animals receive regular food, they can reduce their health problems and extend their lives. In addition, feeding street animals helps them escape loneliness. When they can find food, they form communities and support each other. Feeding street animals is also important for society. When these animals cannot find food, they search for it in the trash of surrounding people, which can threaten the health of people and pollute the environment. However, when street animals receive regular food, it prevents them from searching for trash, protecting the health and environment of society.

HOW?

The game, which was specially made for the project, will be released for people's use and uploaded to app stores. Then, specially manufactured automatic food dispensers will be placed on the streets and a team will be set up to refill them when the food in the dispensers runs out. The same team will use artificial intelligence to monitor the cameras on top of the food dispensers and check for foreign objects inside the dispensers. If there is a situation that could harm the animals, they will go to the food dispenser and take the necessary actions. Ads will be placed in the necessary channels to inform people about the project and a QR code which is include the game link with a short information about the project will be placed on top of the food dispensers placed on the street.

SWOT ANALYSIS

STRENGTHS

- The project helps street animals get food regularly, which keeps them healthy and strong.
- The project protects the health and environment of the community because street animals do not have to search through trash.
- The project allows people to help street animals by playing a game, which can increase their interest in these animals.

WEAKNESSES

- The project may only be targeted at a specific area and may not help street animals in other areas.
- The project may not consistently help street animals because players only feed them after reaching a certain score in the game.

OPPORTUNITIES

- The project can help people show more interest in street animals and make their lives easier.
- The project can help street animals escape loneliness and form communities.

THREATS

- The project may face security issues such as damage or theft of food containers.
- The project may face operational issues such as malfunctioning or empty food containers.
- The project may be ineffective if people prefer to give food directly to street animals instead of playing the game.

RESULTS

Feeding street animals is a right and desirable thing for everyone, so it can be used to gain popularity with people. Seeing a person help street animals can make someone who previously had no opinion about the brand start to feel sympathy. Afterwards, when they see the brand's logo or name, they will prioritize it over other brands. This means a potential customer return for the brand.

The fact that street animals do not have to rummage through trash may interest municipalities. This is because one of the duties of municipalities is to keep the streets clean and orderly.

SWOT ANALYSIS

If a municipality joins this project or carries out such a project itself, it can show this to its voters as an action and use it to its advantage. Thanks to this feature, the project can attract the attention of a high-impact state institution like the municipality.

Since children enjoy playing games, if this game is played by children, they can be taught to love animals and that feeding them is a good thing at a young age. This will make future generations more interested and loving towards street animals. This feature will make the project spread much faster because games played by children often top the list of most played games in app stores, which means more interest.

If some agreements and collaborations are made regarding the project and the scope of the project is increased, the area it can reach will also increase. If the area increases, more street animals will benefit from the project and more advertising for the brand will be provided. The project will start and after a certain period of time, it will pass the success threshold and this weakness will be closed thanks to collaborations.

This problem can be solved by setting the level at which a average player can achieve in a not too long period of time. This can be tracked by monitoring the percentage of players who are able to score above this level and how many animals are being fed after the project is launched. Based on the data obtained from this tracking, if fewer animals are being fed than planned, adjustments can be made to the score level.

As a result of a more caring public, street animals begin to encounter good behavior. In the long term, as the number of animal lovers increases, there will also be an increase in the happiness and adoption rates of street animals. Purina brand feeds, which have gained the sincerity of the person adopting the street animal and causing this adoption, will be purchased. This means that the brand will generate income and customers in the long term.

SWOT ANALYSIS

Automatic food dispensers will be professionally designed with industrial design to be resistant to theft and damage from outside sources. This will be taken into consideration in all projects that are left out on the street and vulnerable to any threats from humans. It is not difficult to achieve this if the necessary precautions are taken, and this threat will be insignificant.

Thanks to the teams that are set up, the time that a food dispenser remains empty will be very short. If the coordination and working hours of these teams are properly determined, there will be no problems such as the bottle dispensers remaining empty.
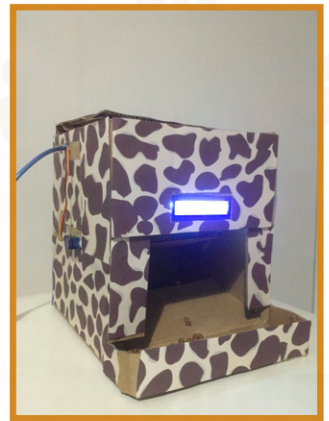
People may prefer to give food directly to street animals, but most people will prefer to feed animals from their current location without paying for food or exerting any physical effort. In addition, although this may be the case, since the main purpose of the project is to feed street animals, it will serve the purpose of the project.

GAME LOGO

FOOD DISPENSER PHOTOS

GAME INTERFACE

THANKS