Smart Extension for Litter Box

Turns Every Cat Litter Box Smart

Smart Litter

Pakshal Shah, Forrest Zhang, Samson Zhang

Problem Statement

Cat owners worry about their cats' sensitive stomachs because of their short digestive tracts and high protein diet, which can cause stomach problems and potential life-threatening complications.

Detecting upset stomach and cleaning up after digestive issues can also be frustrating and costly, with stubborn stains and items often needing to be discarded.
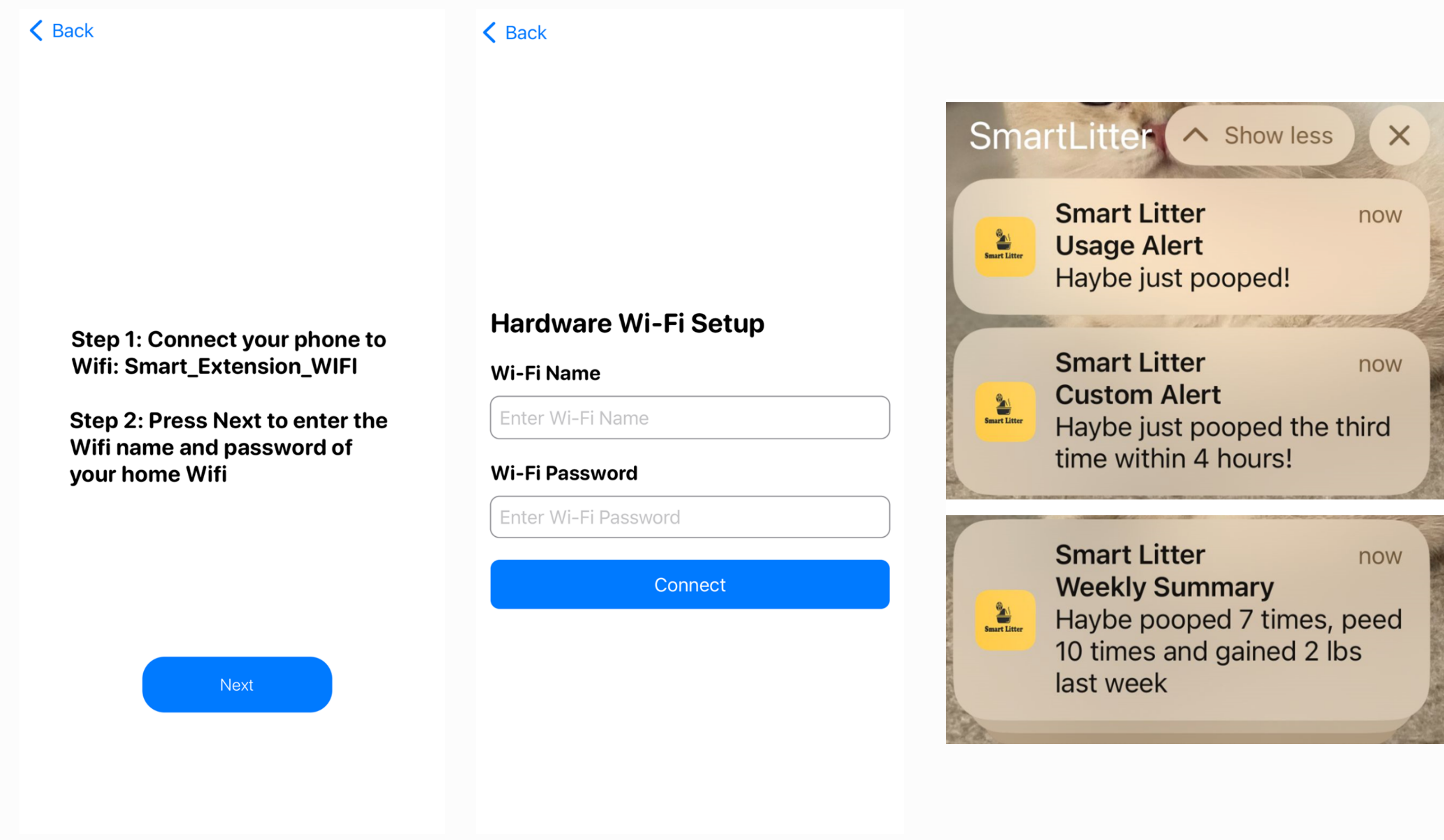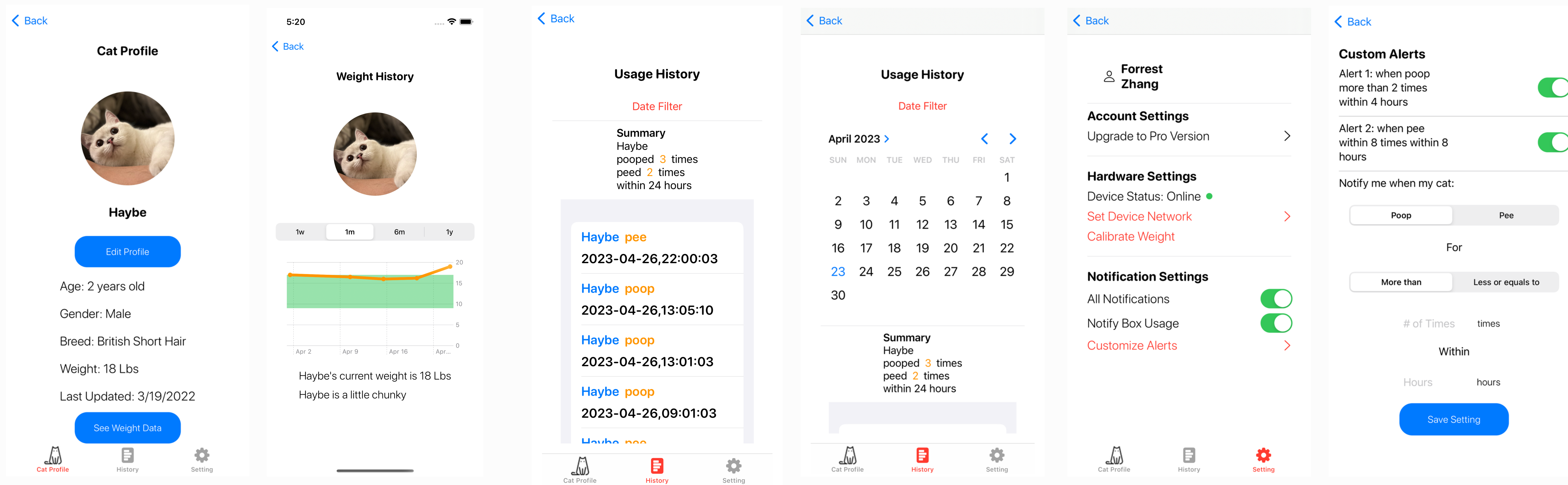
Market Gap

Current options are costly and have significant limitations

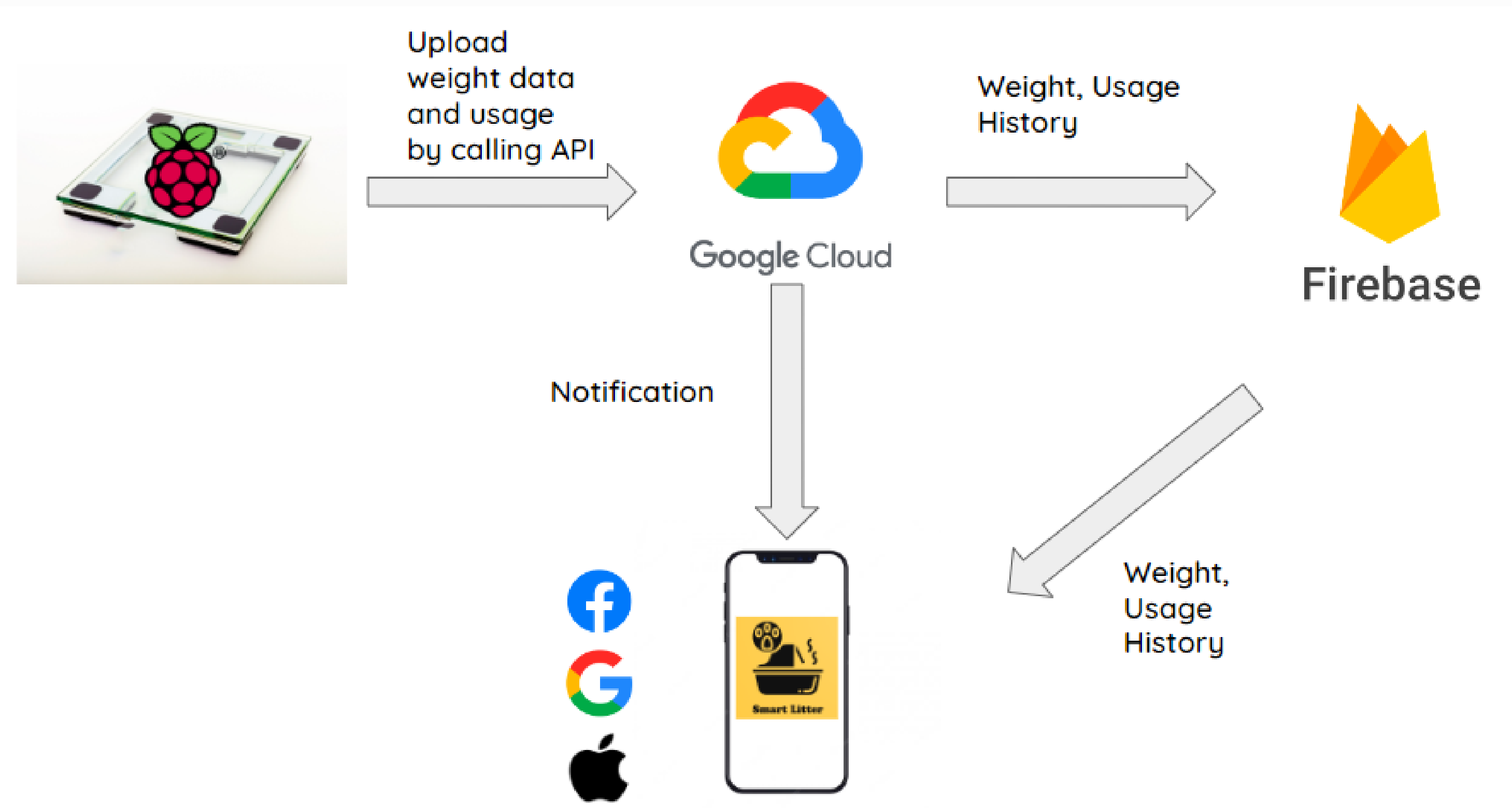| PetSafe ScoopFree	Instachew Purrclean	Litter-Robot 3	Smarty Pear Leo's Loo	Litter-Robot 4
$269.99	$549.00	$549.99	$649.99	$699.00

Highlighted Features

- Cat Weight Tracking
- Alerts for Abnormalities
- Customized Alert
- Cat Litter Box Usage Tracking and Real-Time Notification

User Research

61.7% of cat owners depend on checking the litter box to identify problems

Nearly half of cats in the survey experience digestive issues yearly

- Immediately
- Within 1 hour
- Within 2 hours
- Within a day
- Within 2 days
- The next time I check the litter box

Many owners are slow to identify problems.

Our research highlights three key insights. These findings emphasize the importance of regular monitoring and early detection for cat digestive health.

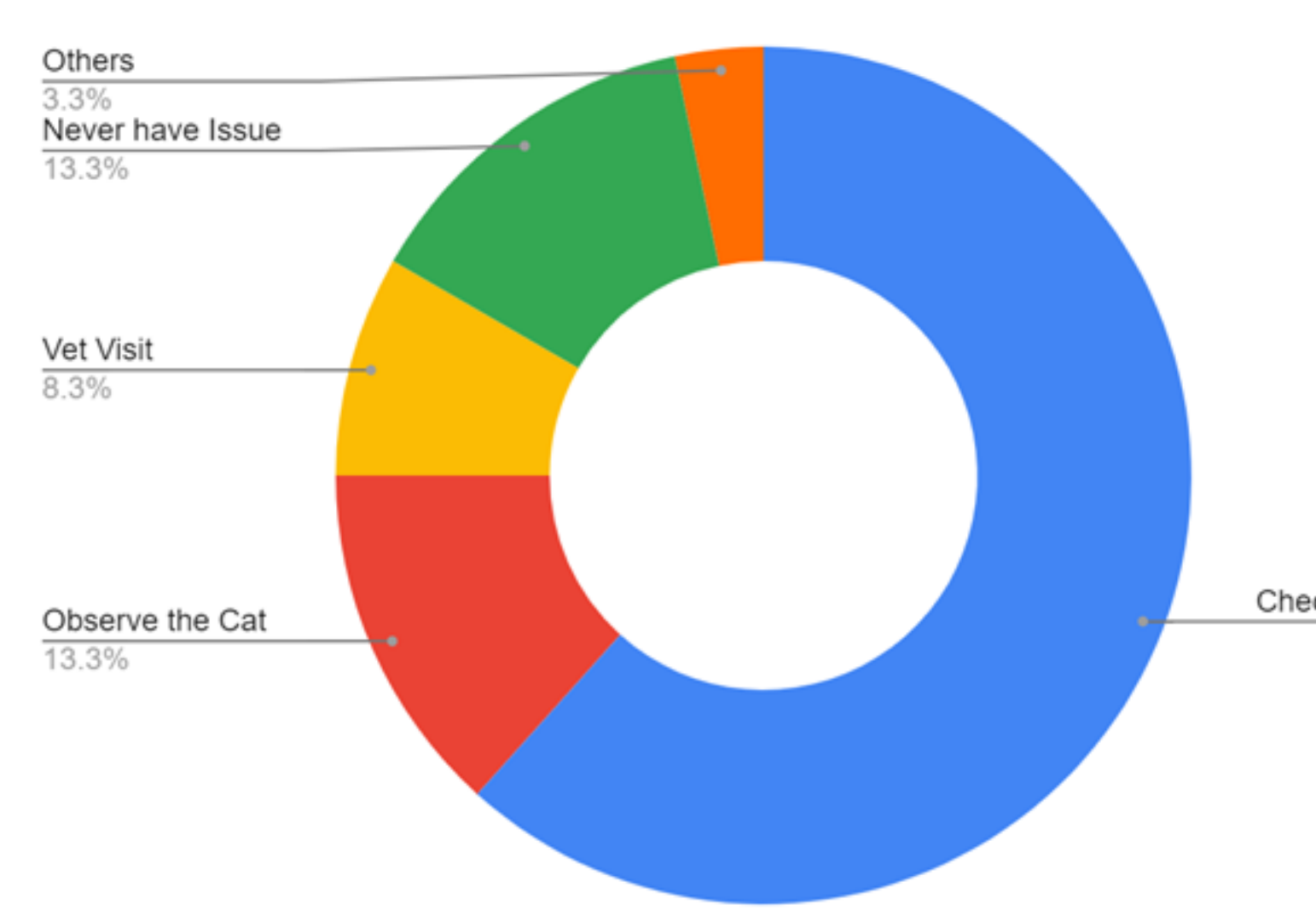## Mobile & IoT Based Solution
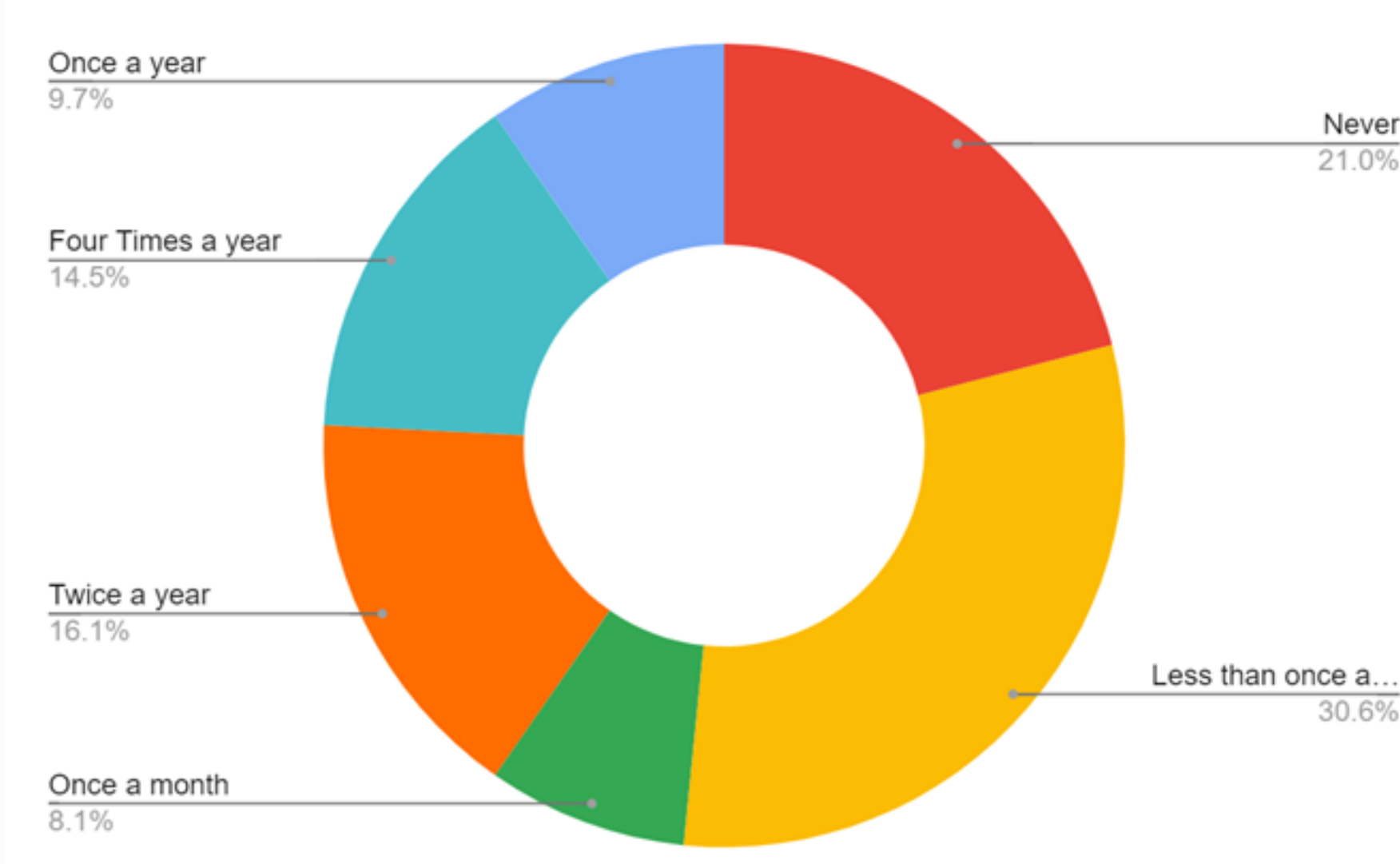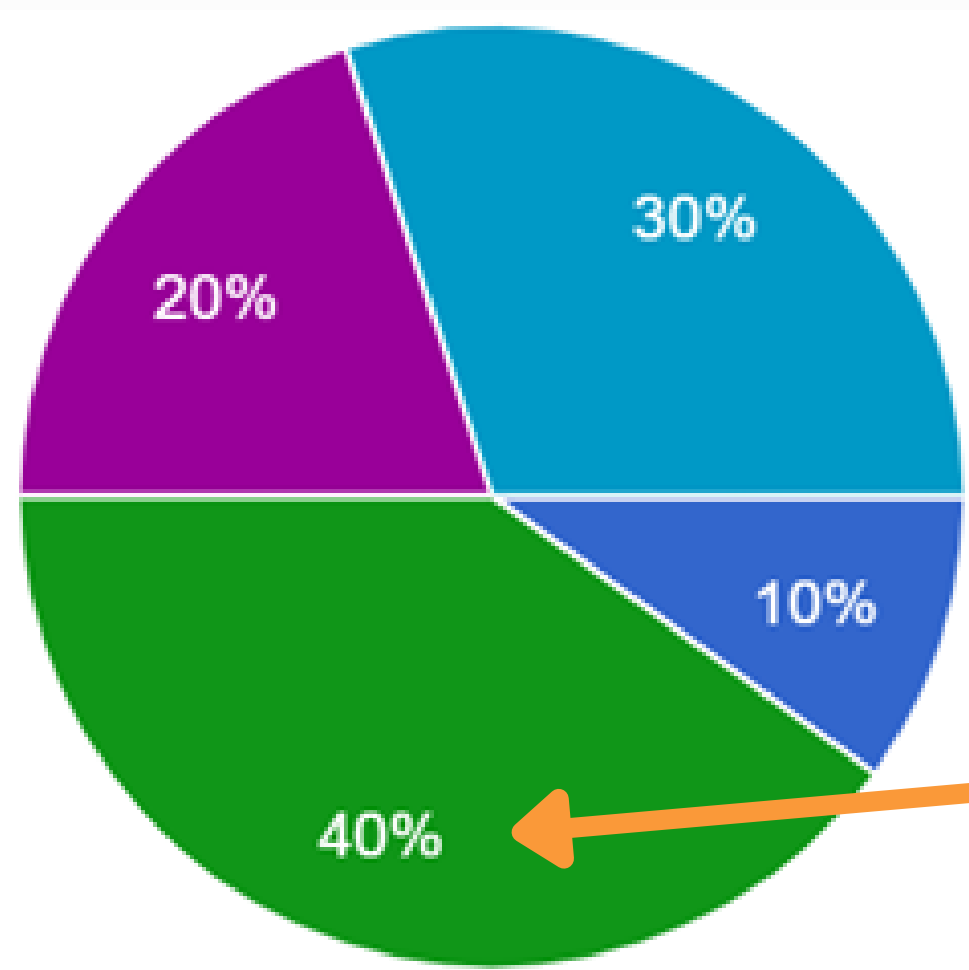

Overall Architecture

Revenue Model

Pricing

Most of the revenue comes from product sales priced at $100. Our survey indicates that people typically spend $140 on a litter box. The extension keeps the cost reasonable, as traditional boxes cost around $30.

In-app Purchase

The app offers premium features like customized alerts, which users can unlock with a one-time purchase of $3. Other premium features, such as cat identification and alerts to the vet, are not included in this MVP but are planned for future versions.