

HealthCat

Customer Persona Presentation

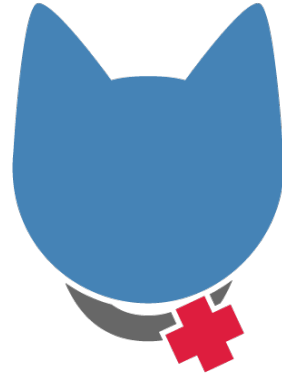
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HealthCat

- + KibbleControl Smart Pet-Food Bowl
- + Multi-pet portion control automatic feeding system
- + Monitor, Evaluate, & Control multiple pet's diets
- + Recommendations for your pet's diet
- + Pet companies pay for customer pet data & to be recommended

“We are pet lovers with a passion for ensuring your pet lives a long, healthy life by giving you unprecedented control and insights into their diet, wherever you are.”

HealthCat



Healthy, Happy, Pets, Easy

HealthCat

Home Friends My Pets

My Profile

Cat Bowl

Rocky
99% Tired

Feeding Intervals

| Start | End | Amount (g) |
|---------|----------|------------|
| 8:00 AM | 12:00 PM | 15 |
| 3:00 PM | 6:00 PM | 15 |

[Add Feeding Interval +](#)

Katie
99% Tired

Feeding Intervals

| Start | End | Amount (g) |
|---------|----------|------------|
| 8:00 AM | 12:00 PM | 7 |
| 3:00 PM | 6:00 PM | 10 |

[Add Feeding Interval +](#)

[Add Pet +](#)

[Add Bowl +](#)



Who Are The Customers?

- + Multi-pet owners or caretakers
- + Age generally 18+, living independently
- + People who work or aren't home enough
- + Owners of pets with special dietary needs
- + Owners of pets who eat all the others pet's food
- + Owners of pets who eat too much at once
- + Owners of overweight pets
- + Forgetful pet owners
- + Pet shelters
- + Zoos

Who Are The Partners?

- + Pet product companies
- + Sells specific products for specific pet conditions
- + Has hard time targetting people

Purina, PetCo, Iams, Friskies

Search Techniques - Principle

- + Cat lovers: cats graze, grazing makes feeding hard to keep track. Great first clients.
- + Dog owners: close segue.
- + Shelters: have primarily cats and dogs.
- + Zoos: after proving concept works on mass scale with shelters.

Search Techniques - Where to Look

Cat lovers live on Reddit. Here is my post to a forum about Bistro.

[-] [iizkaraa](#) 13 points 15 days ago

You know what's hilarious? I [made this](#). Or at least something extremely similar.

Ours is better.

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[-] [RonPaulJones](#) 6 points 15 days ago

Wow, that looks like it'd actually stop my fat cat from stealing my skinny cats food. Is this just a demo, or is it actually in production now? I know i'd buy one if I could.

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[-] [iizkaraa](#) 5 points 15 days ago

It was just a month-long project for a class, got a lot of traction. We're going to see if people are interested at all and then decide maybe in the summer if we should really take it to the business level.

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[-] [Grunyan](#) 10 points 15 days ago

I wouldn't be surprised if more people bit onto this project rather than the one OP posted. I spend a lot of time watching my cats at their timed feedings just to make sure Baguette the hoarder doesn't eat all of Brie's food simply because Brie doesn't want to inhale like Baguette does.

[#1stworldcatproblems](#)

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Search Techniques - Where to Look

- + Begin with pet-health site to get subscribers.
- + Release the bowl.
- + Go to pet shelters, offer reduced cost or even free bowls
- + We get our revenue AFTER sales.
- + Approach zoos last.

Pet Owner Pains & Gains

- Keeping track of multiple pets eating habits
 - Staying aware of social dynamics of pets when not home
 - Being at home and awake to feed pets
 - Knowing what food to buy and when to buy it
- + KibbleControl knows who eats how much
 - + HealthCat displays statistics about pet's eating habits
 - + Website allows for remote control
 - + Knows when you need more food, orders for you

Pet Company Pains & Gains

- Customers don't necessarily make wise purchases
- Lack of web interface makes it difficult to track customers' pets habits
- Lesser ability to predict customer behavior (future sales, etc...)
- + Target advertising based on customers' pets habits
- + Social dynamic between customers increases interaction with the company
- + Collecting detailed info about customer's pets
- + Sponsored recommendations for their product

Competitors

- + CatFi: \$200
- + PetNet: \$249
- + Feedandgo: \$200

Us

- + RFID Tags to Track Pets
- + Automated Feeding
- + Bowl Closes to Prevent Eating
- + Phone App Control
- + Makes Suggestions
- + RFID allows for other product integration

Us

- + First prototype: \$400
- + We can bring that down to around $\frac{1}{2}$ or $\frac{1}{3}$ rd the cost for mass-manufacturing.
- + Goal Final Price: \$99
- + We can make revenue from ads

Comparative Matrix

| Bowl Name | Tracks Multiple Pets | Phone App | Weighs Food | Expandable Brand | Tracks Data | Feeding Suggestions | Subscriptions | Prevent Bullying | Prevent Overeating | Multiple Food Types | Water | Weighs Pet | Watch Pet Eat |
|----------------|----------------------|-----------|-------------|------------------|-------------|---------------------|---------------|------------------|--------------------|---------------------|-------|------------|---------------|
| CatFi | ✓ | ✓ | | | ✓ | | | | | | | ✓ | ✓ |
| PetNet | | ✓ | ✓ | | ✓ | ✓ | | | | | ✓ | | |
| Feed andgo | | ✓ | | | | | | | | ✓ | | | ✓ |
| Kibble Control | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |

How much will this cost?

Prototype Design - \$315

- Electronics:
 - RFID - \$185*
 - RPi - \$30*
 - Arduino - \$25*
- Electro-mechanical
 - Servo - \$15*
- Enclosure
 - Acrylic - \$60*

v2.0 Design - \$75

- Electronics
 - Custom Board - \$45*
- Electro-mechanical
 - Servo - \$10*
- Enclosure
 - Injection-mold - \$20*

Customer Questions

- + Do your pets bully each other?
- + Do you have issues with feeding your pets?
- + What do you enjoy doing most with your pet?
- + What is your pet's favorite activity?
- + How often do you take your pet to the vet?
- + How often do you feed your pet?
- + How often do you have to make plans to feed your pet?

Customer Questions

- + How much would you pay to ...
 - increase the health of your pet?
 - learn more about your pet's eating habits?
- + How much do you spend on your pet for dietary reasons?
 - Diabetes, tapeworm, underweight, overweight
- + How much would you spend on a smart food bowl?

Customer Questions

- + What are some of your 'pet peeves' when feeding your pet?
- + What are your concerns for your pets?

Business Model

