



# 2022 City Cup for Campus E-Sports and Digital Tech Art Skills Invitational competition

## Product Design - English Group 04

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# I. Introduction

## 1. Project Motivation

- Pet's short lifespan
- Regulation restriction
- The extension of relationship between the owner and the pet





# I. Introduction

## 2. Project Purpose

- To create another space for owners and pets to interact and continue their relationship.
- To carry out the personal preference of those who want to keep large animals and wild beasts.



## II. Market Analysis

- The rise of aging population and of economic pressure in raising child.
- The rise of population with pets
- Ample value in pet market.

→ Create exclusive digital products to continue unique emotions



# III. SWOT analysis

## STRENGTH

1. Provide digital multi-interaction to let users fun
2. Customize pet types
3. Last the emotion because of the smart input

function





# III. SWOT analysis

## WEAKNESS

1. Insufficient technology to present a complete product
2. Production costs may be too high.





# III. SWOT analysis

## OPPORTUNITIES

- 1. NFT trading platforms become more and more acceptable.
- 2. Cooperate with well-known game companies
- 3. The value of pet business are endless.







# III. SWOT analysis

## THREATS

1. There are repetitive items on the market
2. NFT may be at risk of a bubble





# IV. Product Introduction



## Furniture

There are indoor and outdoor facilities.



## Toy

There are different kinds of toys for pets.



## Playmate

Different kinds of playmates to choose.



# IV. Product Introduction



**Food**

Pet food only



**Movement**



Consumers have multiple choices. It is easy to take pictures and interact with pets.



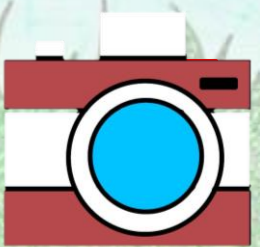


# IV. Product Introduction



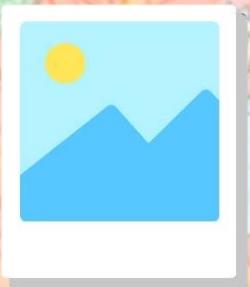
## Scene Transition

Various outdoor scene options



## camera

Provide photo and video functions



## Album

Mobile photos and videos can be saved here



# IV. Product Introduction

## 9. Input & Output

### Input

Customers can upload a variety of clear photos and videos of pets.

### Output

If the upload is wrong, the customer can withdraw or stop the output.





# V. Marketing strategy

1. Join the NFT community platform to promote any information about the product.
2. Users can experience the product with VR
3. Cooperate with pet food stores
4. Combine with the computer online game
5. Give the consumers discount

Thank you for your time and attention

