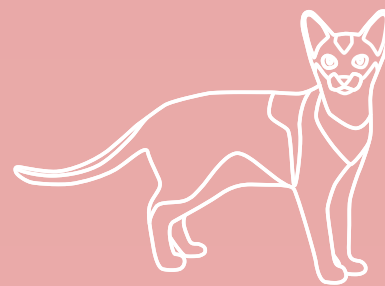
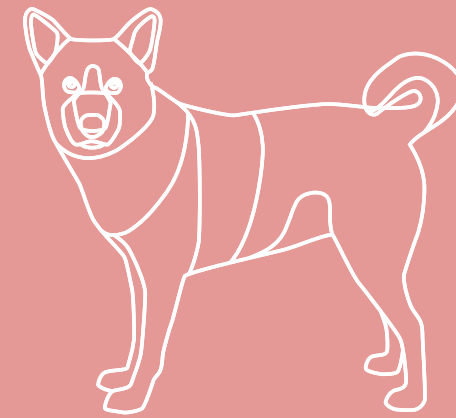


PET  
**PRODUCT  
CONCEPT**  
FOR MAGISSO

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KQ13S1TM  
Industrial Design





**PETS**  
**PET MARKET**  
**CONCEPT DESIGN**

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# ABSTRACT

**In this thesis, I will create a product concept to the pet market. The client, Magisso, is known for smart kitchen products but has launched pet bowls with a cooling effect in 2016. The market segment is new and a bit unfamiliar for them so in this thesis I will deepen my and their knowledge of the chosen pet.**

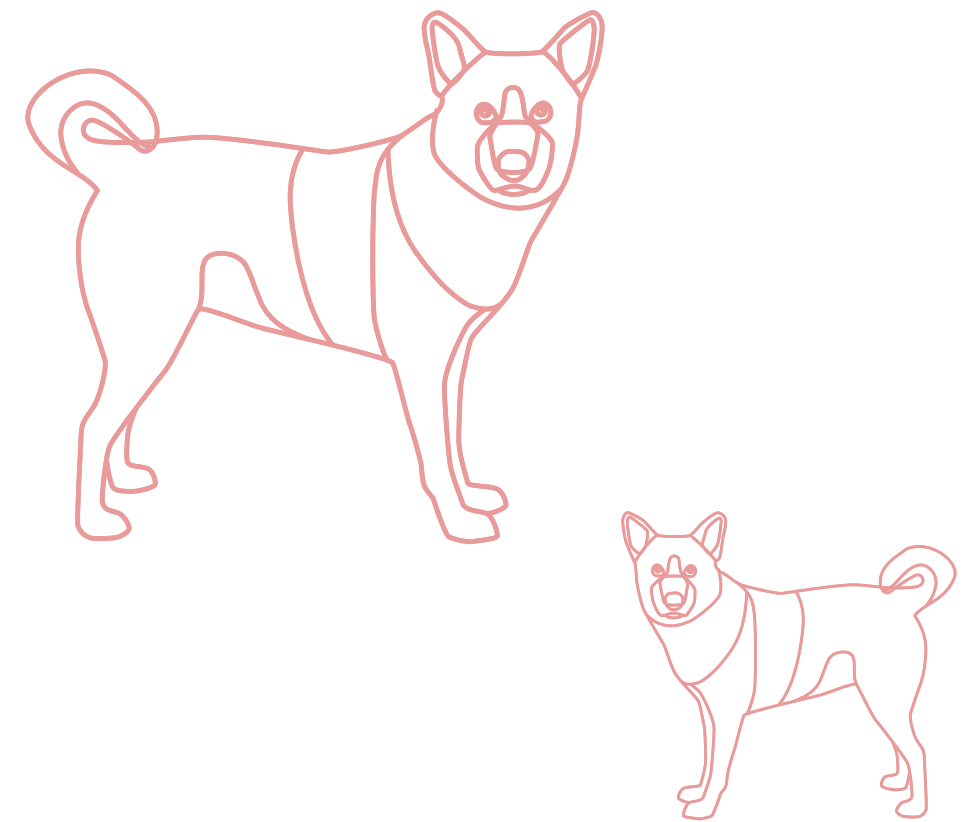
The brief was to find out the most popular pets in Europe and the spending of the popular pets. Cats and dogs are the most popular, and thirdly popular are ornamental birds. I looked into the consumption of cat and dog related products, and I find out that consumption for dog related products are bigger and thus I will focus in my thesis on dogs.

There are different breeds and sizes of dogs, but usually they are full of joy and their attention can be caught with food. The dog owners spend more and more on their dogs and they treat the dog like their family member. Mostly, the money goes to the food and healthcare but the dog owners purchases pet toys regularly too.

From Europe, Magisso chose two countries to focus on in market study, From Germany and the United Kingdom Magisso chose retailers to focus and in Finland as well. There are a lot of dog related products on market but the selection and the prices vary. Under 15% of the products in total in the chosen retailers have in offer are categories such as living and transport, and toys.

To understand the dog owners' life, I immersed myself to their life by taking care of a dog twice. I also interviewed dogs' owners to have a better knowledge of the everyday life. What came out was that the common behavior of the dogs were sleeping, eating and playing. They buy food regularly, obviously, but they purchase toys quite often as well, and spends more money on activity toys than soft toys.

Based on the gained data, I defined the concept to be decorative but useful. I analyzed the stylish products that are designed and reflecting the gained data and the analyze I defined the concept to be an activity toy. There is a market niche for stylish activity toys and there are a need for them as well. So, I design three different concept ideas and analyze them. The connective factors are style, and that they fit the décor.



# TIIVISTELMÄ

**Opinnäytetyössäni suunnittelen tuotekonseptin lemmikkieläinmarkkinoille. Toimeksiantaja, Magisso Oy, on tunnettu nokkelista ja tyylikkäistä keittiötuotteistaan, mutta vuonna 2016 he toivat markkinoille ruoka- ja vesikulhot koirille ja kissoille, joissa on viilentävä ominaisuus. Lemmikkieläinmarkkinat ovat Magissolle uusi ja jokseenkin tuntematon, joten opinnäytetyöni tarkoituksena on myös syventää tietämystä näillä markkinoilla.**

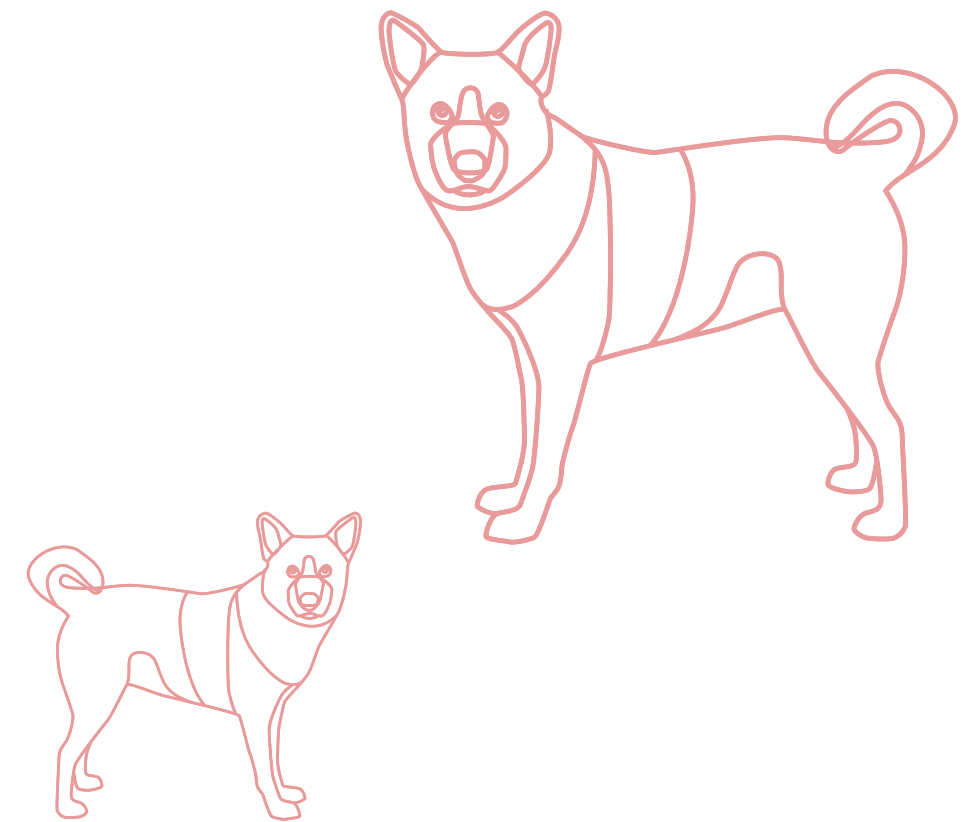
Tarkoituksena on löytää suosituimmat kotieläimet Euroopassa ja selvittää, kuinka paljon suosituimpiin kotieläimiin kulutetaan. Kissat ja koirat ovat suosituimpia, ja kolmanneksi suosituimpia on linnut. Selvitin kissoihin ja koiriin liittyvää kulutusta. Eniten kulutetaan koiriin liittyviin tuotteisiin, joten opinnäytetyössäni keskityn koiriin.

Koiria on useita eri rotuja ja kokoja, useimmin ne ovat iloisia ja niiden huomio saadaan kiinnitettyä ruoalla. Koiran omistajat kuluttavat yhä enemmän koiriinsa ja suhtautuvat koiriinsa kuin perheenjäseniinsä. Eniten rahaa kuluu ruokaan ja terveydenhuoltoon, mutta koiran omistajat ostavat myös leluja koirilleen säännöllisesti.

Magisso valitsi kohdemaiksi, joihin opinnäytetyössä keskityn, Saksan ja Iso-Britannian. Tutkin valittuja jälleenmyyjä kohdemaista ja myös Suomen jälleenmyyjää. Koiriin liittyviä tuotteita on markkinoilla paljon, mutta valikoima ja hinta vaihtelevat maasta tai jälleenmyyjästä riippuen. Tuotteiden kokonaismäärästä alle 15 % kuuluu kategorioihin lelut sekä asuminen ja kuljetus. Näistä kategorioista voisi löytyä sopiva markkinarako.

Ymmärtääkseni koiran omistajien elämää yritin itsekkin uppoutua siihen ja otin koiran kahdesti hoitoon. Haastattelin myös koiran omistajia saadakseni paremman ymmärryksen heidän jokapäiväisestä elämästään. Ilmeni, että kaikkia koiria yhdistää nukkuminen, syöminen ja leikkiminen. Koiranruokaa ostetaan säännöllisesti, mutta myös koirien leluja ostetaan melko usein ja enemmän suostutaan maksamaan aktivointilelusta kuin pehmolelusta.

Kerätyn tiedon perusteella määrittelen konseptini sisustukselliseksi tuotteeksi, mutta myös hyödylliseksi. Analysoin tyylikkäättä jo suunniteltuja tuotteita. Analysoinnin ja kerätyn tiedon perusteella rajaan konseptin aktivointileluihin. Koen, että tyylikkaille aktivointileluille on markkinarako ja kysyntää. Suunnittelen kolme erilaista konseptia ja analysoin ne. Konseptien yhdistävä tekijä on tyylikkyys ja sisustuksellisuus.



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1

# INTRODUCTION

# 1.1

## LEAD-IN

Creating a concept is one of the things the industrial designers can do. It includes the regular matters of any product development but is not as wide, and the outcome is usually a visualization of the concept without any specific definition, for example of the material or functionality. It is more of a visual suggestion than a ready-made product. Sometimes the concept remains as a concept because of the terms of matter such as the technology that has not improved enough or the design might be too complicated and expensive to manufacture.

In this thesis, I will create a product concept to a Finnish company Magisso Ltd and the process starts with their defined brief. It clarifies what they want me to do, what should be the outcome of the thesis and what are they aiming for with it. Based on that I will start the process, making the study and the evaluation. I will define in what direction the thesis will go, yet in the frame of the brief.

The outcome is based on the study and the gained data, and it meets the brief. It will reflect the values of Magisso Ltd and bring value to them. After the concept has been created it will be evaluated and the further development will be discussed. The process will be a learning experience for both me and Magisso Ltd.

# 1.2

## THE BRIEF

To find the most popular pets in Europe, especially in Germany and the United Kingdom, and to design an innovative product concept to the pets and/or pet owners. *The concept should be a high-end product which will ease or solve a problem in the pet owner's life.* The product concept should reflect Nordic design and be quite simple by its design. It should differentiate from the rivals' products with the price and quality. The product concept should gain the credibility to Magisso in the pet market and at its best to lead to best-seller.



# 1.3

## THE CLIENT

Over 20 design awards was achieved by the company Magisso Ltd (from now on will be mentioned as Magisso) that aims to solve small everyday problems and wants to create excitement by producing the multifunctional products (Magisso 2017).

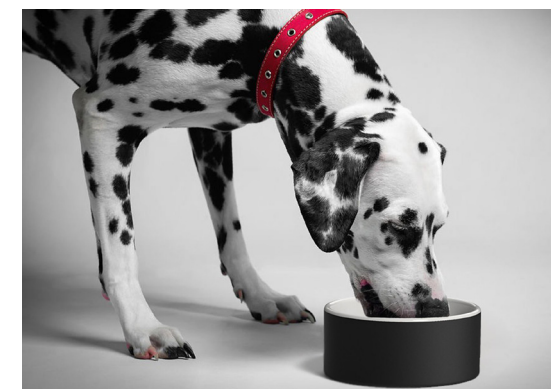
Magisso is a Finnish company that describes themselves as a Finnish Design Movement. It is established in 2008 by Juhani Sirén and Anssi Hurme. They wanted to make meaningful design and international business and as they say, they knew nothing about it. (Magisso 2017.)

They want to make everyday life easier with design. They make smart products which can mean combining two products into one, multifunctional design or utilize properties of the material. Worth mentioning is also maybe their most famous product, the cake server by Maria Kivijärvi (Picture 2). With the cake server, it is possible to cut

and serve a piece of cake of the same size to the guests, and it is a very beautiful and elegant product, too.

The products Magisso has on the market have before been only kitchen related products but on the 2016 they launched a product family to pets - The Pet Project Bowls for water and food using the cooling ceramics technology (Magisso 2017).

Since the pet market is quite new for Magisso, they need more information on the market and on the pets. They wanted me to research the pet market and to create an innovative product to a high-end market niche. They would want to achieve success in sales and credibility in the pet industry and market. Magisso wants the concept to stand out with its quality and with the market niche they are aiming for. The ideal situation would be to create a product family around the concept to come. (Sirén & Hurme 2016.)



Picture 1. Dog bowl (Magisso 2017)  
The Happy Pet Project Bowls with natural cooling effect that lasts for hours



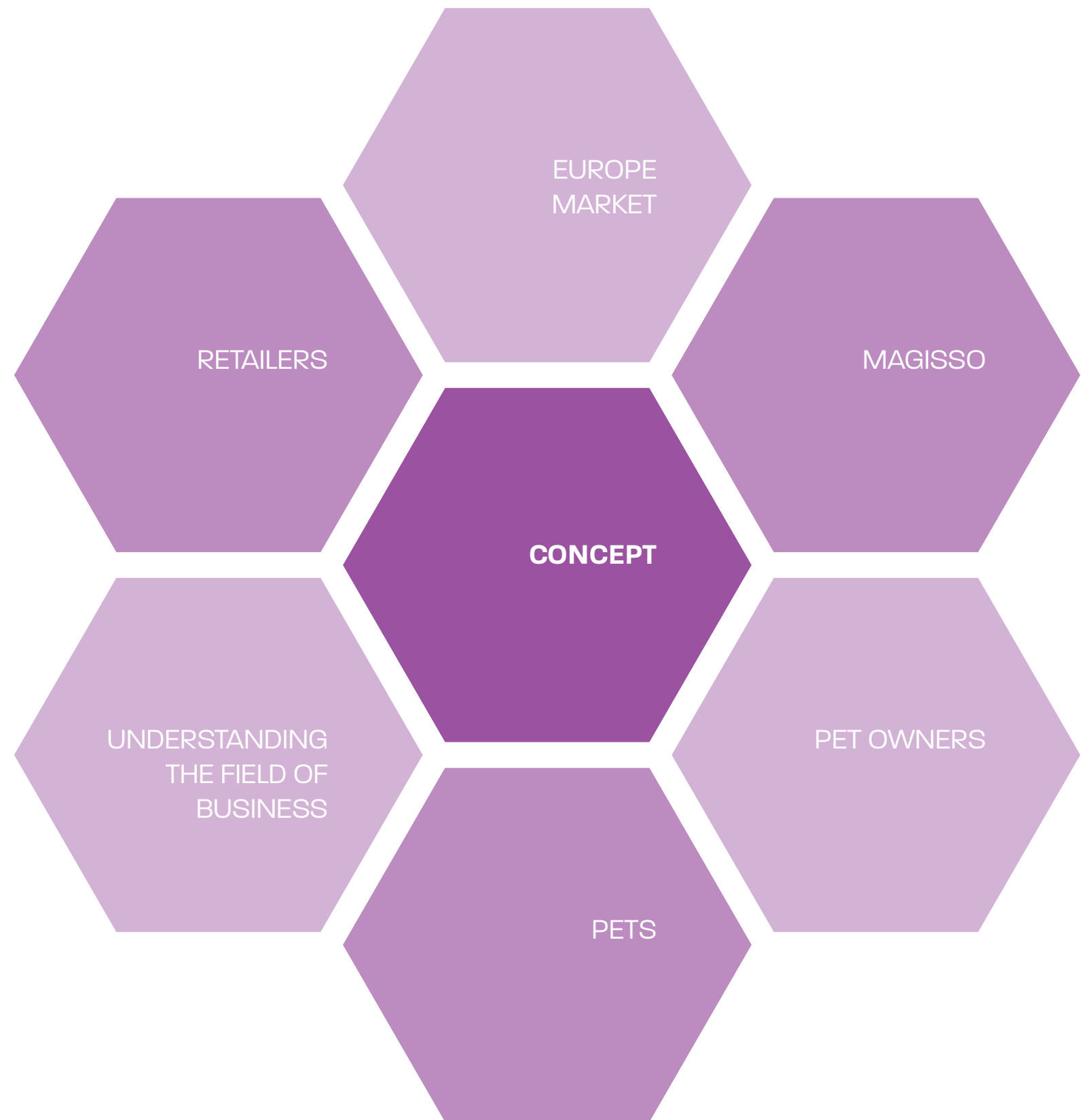
Picture 2. Cake Server (Magisso 2017)  
A cake server for cutting and serving a cake

# 1.4

## THE FRAMEWORK OF THE STUDY

In this study, I design a pet related concept and the outcome will be a visualization of the concept. The main focus at first is to find the most popular pet in Europe, especially in Germany and in the UK, studying the available data from the web. Then study the needs and wants of the owners of the chosen pet using research and interviews. The aim is to gain better understanding of the chosen pet, their owners and the market, using the information in the concept design.

I pursue to design a pet related product which appeals to the retailers, the pet owners, the chosen pet and that it will reflect the clients values and wishes. The intention is not only to gain better knowledge of the chosen pet and the pet owners but also to design a competitive and practicable concept to the customer.



# 1.5

## CONSUMPTION IN PET RELATING PRODUCTS

It is a right time for Magisso to invest in pet relating products because the pet owners are spending more and more every year on pets and pet relating products in the UK, and presumably the trend is on the increase in other European countries too (Chart 1).

The spent has increased in ten years by over a third. The increase could be explained with the humanization of pets which means that the pet owners are treating their pets like family members and buy them fashionable clothing or beauty treatments. It might also be explained with the choice of having a dog instead of a child, which could mean that also the amount of owning pets is increasing. (Davidson 2015.)

Because of the consumption in the pet relating products has been increased there should be a wider range of products to offer to meet the needs and wants.



Chart 1: Consumption in pet related products (facts Statista 2017)

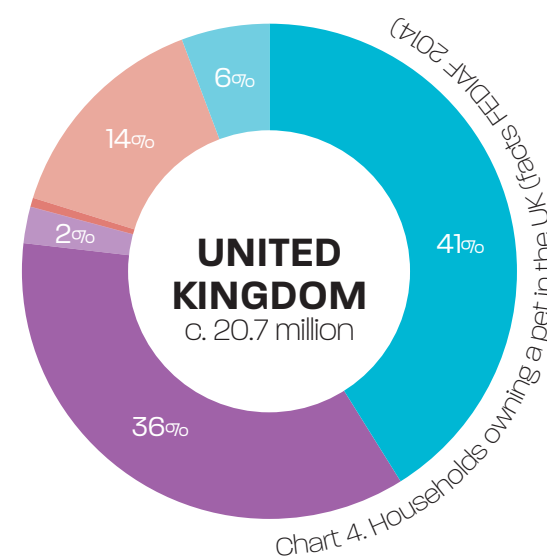
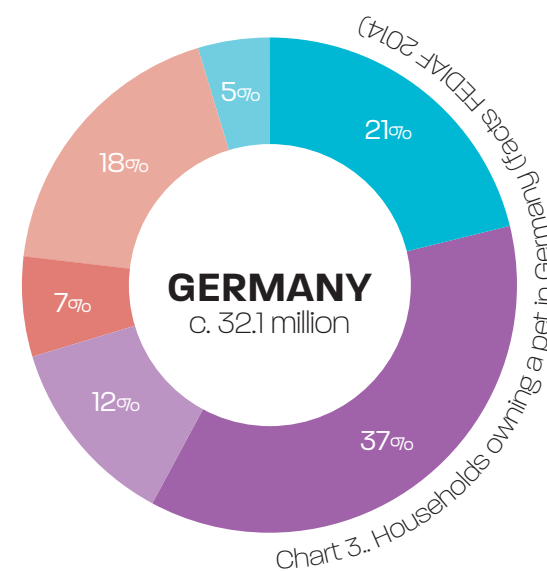
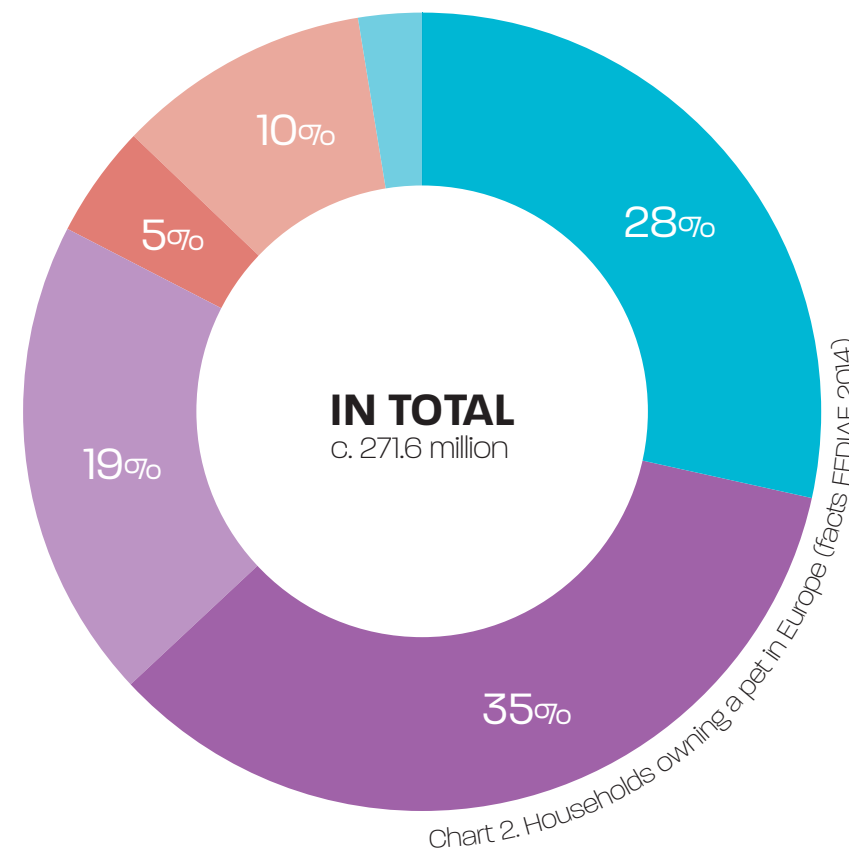
# 1.6 HOUSEHOLDS OWNING A PET

In Europe, there are approximately 75 million households owning at least one pet animal (FEDIAF 2014). There are almost 300 million pets in Europe in total, in Germany there are circa 32 million and in the United Kingdom circa 21 million pets (Chart 3,4).

Cats and dogs are the most popular pets and thirdly popular are ornamental birds, which means the birds are kept at home and excluding farmed birds (Chart 2–4). Also a term ornamental fish means non-farmed fish such as salmon.

The percentage of owning at least one cat was 24 and owning a dog was 21. In Germany, cats were more popular than dogs and in the UK it is another way around - the dogs were more popular. Owning some other animal varies depending on the country. For example there are a big difference in owning ornamental birds compared to Germany and the United Kingdom. (Chart 3,4.)

Cats and dogs being the most popular pets in Europe the consumption will be the matter which will determine the pet to design for.



- Reptiles
- Dogs
- Cats
- Ornamental birds
- Ornamental fish
- Small mammal

# 1.7 CONSUMPTION

Dogs and cats are clearly the most popular pet animals in Europe (Chart 2) and here is compared the average amounts of what the owners are spending on their dogs and cats monthly.

In 2014 pet owners has spent € 6.5 billion to pet accessories and € 8.5 billion to services such as insurances and medication (FEDIAF 2014). Even though the market in services are way bigger, because of the needs and the trend of humanization of pets, are the pet accessories market quite big as well. The humanization of the pets means that the pet owners are treating their pets like they are their family members. That can mean that the owners are buying for their pets for example beauty treatments (Lauren Davidson 2015).

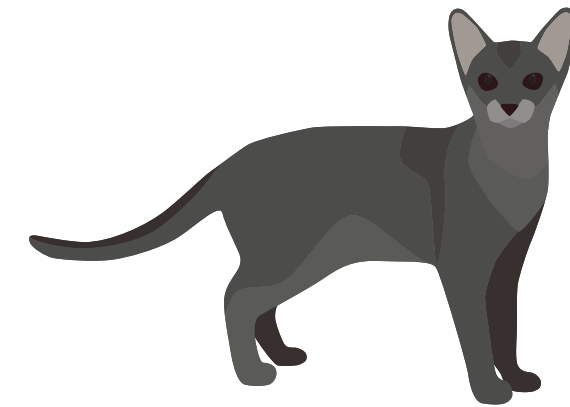


## CONSUMPTION OF DOGS' ACCESSORIES PER MONTH

Toys for 4.60 € average  
Clothing for 12.65 € average

In total c. 23 € average including services

*(Totallymoney 2017)*



## CONSUMPTION OF CATS' ACCESSORIES PER MONTH

Toys for 2.30 € average

In total c. 17.30 € average including services

*(Totallymoney 2017)*

# 1.8

## DOG AS A PET

**Mostly known as friendly and social animals, dogs are said to be the humans' best friend. A friend from which has to take care of: feed, groom, train and take to the veterinarian. Even though they require care, they captivate the people with joy and their happiness is contagious.**

There are different breeds of dogs, some of them are purebred and some of them are crossbred. The body and skull sizes vary between the canine breed and different sizes means different weights from approximately 2kg to 60kg (van Rooy, Arnott, Early, McGreevy, Wade 2014). Small dogs are born to be more active and bigger dogs more non-reactive. Lighter dogs tend to be more energetic and hyperactive.

The relationship between the body size and skull shape can be associated with behavioral profiles (McGreevy, Georgevsky, Carrasco, Valenzuela, Duffy & Serpell 2013.) Dogs have different behavior and that is why some of the dogs are more suitable as working dogs as the others, for example, German shepherds are used for police work and Labrador retrievers as guide dogs. (van Rooy etc. 2014.) However, the dogs are mostly kept as regular pets and in this thesis I will focus on the dog as a pet.

The dogs' behavior is a result of gene proteins and the environment. Dogs are like many other animals and repeat the behavior that has been successful in the previous experiences. (van Rooy etc. 2014.) The learning will succeed when the process will be repeated several times,

often using a treat to draw the dogs' attention. The dogs can also be breed to perform a particular function and raised in the environment in which they wanted to undergo (van Rooy etc. 2014).

Some of the dogs have a job but the most of them are regular pets and the only thing they have to do is to eat, drink and go outdoors with the human or alone. Sometimes dogs can be left home alone. Some dogs' mind their manners but some of them can be troubled and misbehave. There have been made a study of the behavior of the dogs when let alone at home in Sweden. The dogs in the study didn't had a history of obvious separation related behavioral problems and they were being left home alone. The study shows that all dogs spent their time lying down and they spent almost half of the time near the entrance area. The more the owner has been away from home the intensely the dogs greeted them with tail wagging, lip licking and body shaking. This implies that they understand the time but only once the separation time was over and had someone to interact with. (Rehn & Keeling 2010.)

Dogs can also have behavioral problems which are usually a result from their experiences or from their genes. Those problems can be such as aggression or fear towards strangers or barking when left alone. There is a difference between behavioral disorder, that is usually called a behavioral problem, and between the normal dog behaviors that the owner sees as a problem. Both of the problematic behavior can be a reason to give the dog away or in the worst case scenario the disorders can lead to euthanasia. (van Rooy etc. 2014.)



# 1.9

## DOG OWNERSHIP

**Many consumers spend more and more on pet products and are willing to pay for products that make a better relationship between the owner and the pet (Boya, Dotson & Hyatt 2012).**

A dominant trend, the humanization of pets, means that the pet owners are treating their pets like they are their family members, which can mean that the owners are buying for their pets beauty treatments or designer outfits. Global spending on pet animals is growing and there can be seen three types of wealthy consumers. The ones who rely on premium brands, the ones who choose ethical brands and the ones who value exclusivity. (Davidson 2015.)

Besides the wealthy consumers, there are basic consumers as well, some of them spend more money on the pet related products than the others. The owners differ from each other in how necessary the purchased products are to their dog and what is more like bought to enhance their own image for example.

Nowadays, time is money and pets need attention and play time each day and that's why consumers are more open-minded to the products designed to help and ease their life, giving them more freedom without downgrading the pet's wellbeing (Boya etc. 2012).

Mostly, pet owners spend their money on pet food and pet healthcare, and purchases pet toys regularly. Usually the owners buy more toys to young pups to draw attention away from chewing furniture or other harm. (Boya etc. 2012.)

Pets are nowadays often a choice for people's love and affection due to a single life or for a want to delay the first child (Davidson 2015). A dog may be the one to be sociable with or with it can be rehearsed how to take care of someone. In any case, the dog is mostly a good companion and brightens the day with its happiness.

2

**BENCHMARKING**



# BENCHMARKING

Three retailers have been chosen by Magisso. They wanted me to study the retailers existing products and find a gap where the concept would fit. The chosen retailers, Musti ja Mirri, Fressnapf and Pets at Home, were chosen because of their potential to become Magisso's retailers. I studied the dog related products. All of the retailers had categorized the products they offer but I found differences between the three retailers so I regrouped the categories to be suitable and the same for all three retailers. Because of the overlapping of the products in the categories, meaning that the same product could be seen in many categories, the gained data is not entirely trustworthy but more referential.

**What kind of pet related products retailers have on the market?**

**Are there major differences between European countries what comes to pet related products?**

**Has everything necessary been made already?**

## 2.2 RETAILER IN FINLAND

Finland's and the whole Scandinavia's biggest chain store is Musti ja Mirri, which is established in 1988. They have over hundred stores in Finland and they also have an online store. They have products for pets but have also products for the pet owners. (Musti ja Mirri 2017.)

They have different categories of dog related products and the category of which have the most products is food and treats, and quite as many products have the category with outdoor recreation. Musti ja Mirri don't have books or DVDs of dogs unlike retailers in Germany and the United Kingdom have (Chart 5, 7, 9).

Even though categories such as healthcare, hygiene and training have low product volume they have the widest price range, up to 100 €. As wide price range have also categories of grooming and living and transportation. There aren't major differences between the price ranges of the categories. (Chart 6.)

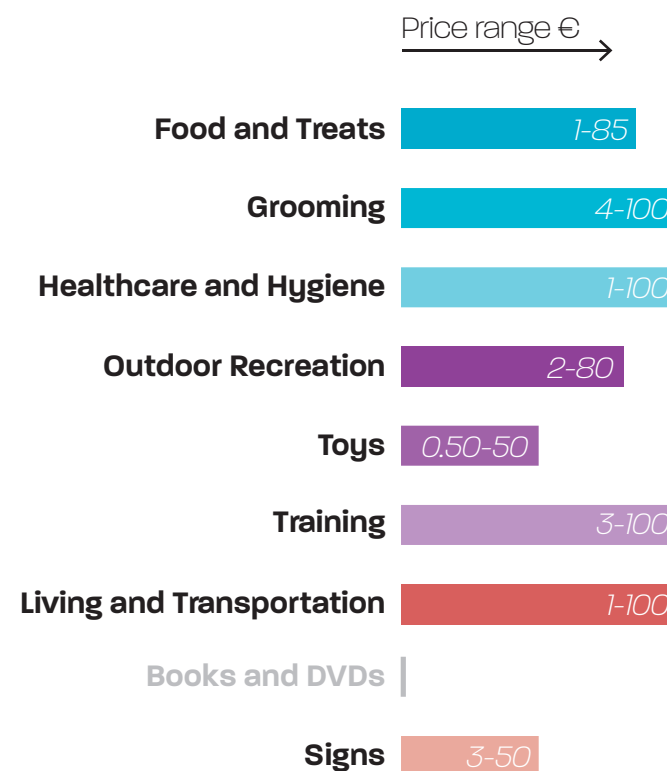
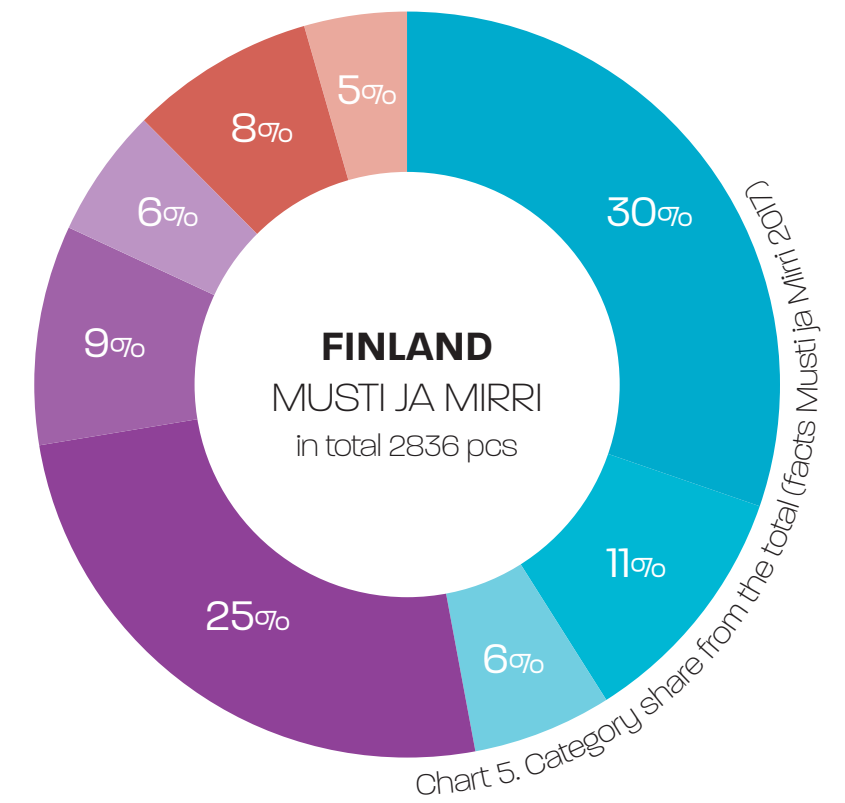


Chart 6. Category price ranges (facts Musti ja Mirri 2017)

## 2.3 RETAILER IN GERMANY

Describing themselves as a market leader of pet supplies in Europe, Fressnapf has stores in eleven European countries offering a wide range of pet related products. It is established in 1990 and it has become a franchise chain. (Fressnapf 2017.)

They have different categories of dog related products and the category which have over half of the offered products is food and treats. Significantly the least products offered are in training and book categories. I found no data on signs. (Chart 7.)

There was a lot of similarities and overlapping in the categories of grooming, healthcare and hygiene, so they are represented in the graph as one. It has the second widest price range, up to 280 €, but significantly the widest range is in living and the transportation category. The price range varies a lot between the categories and isn't as even what Mustija Mirri has. (Chart 6,7.)

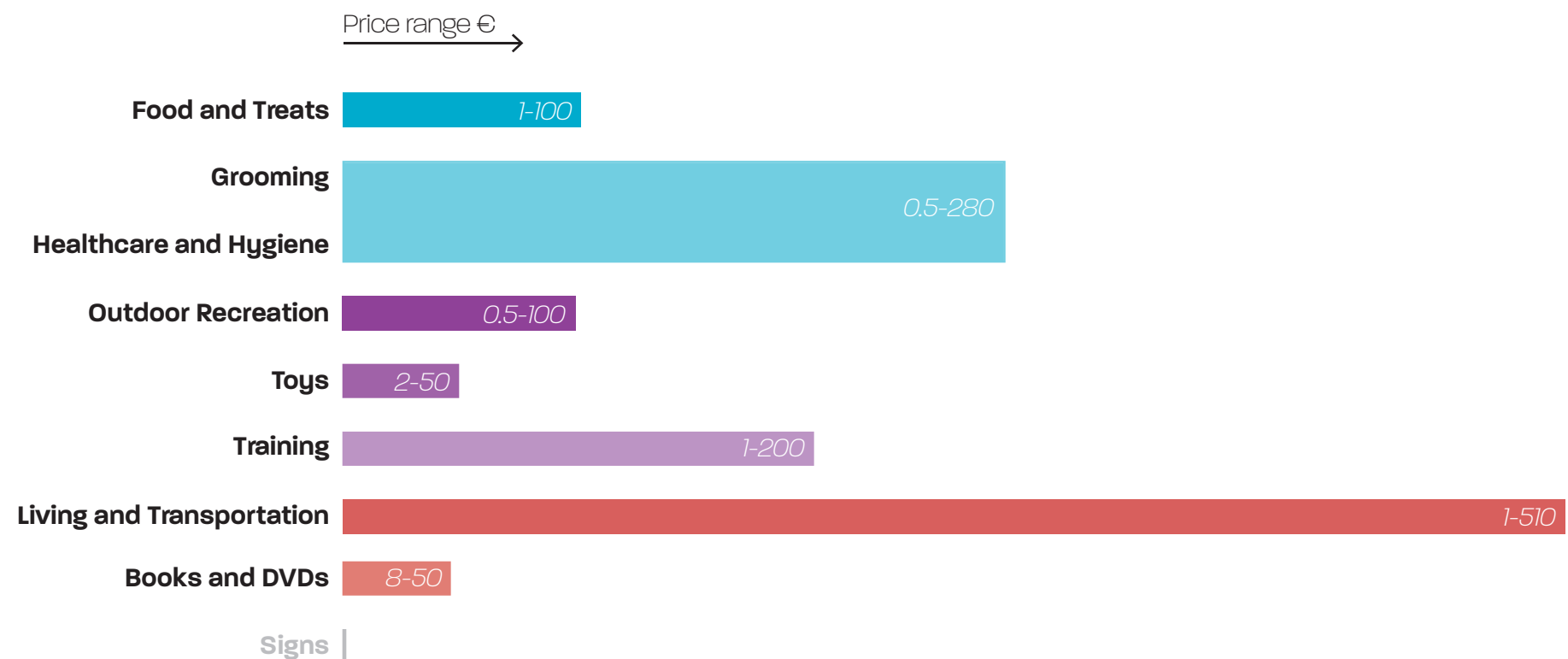
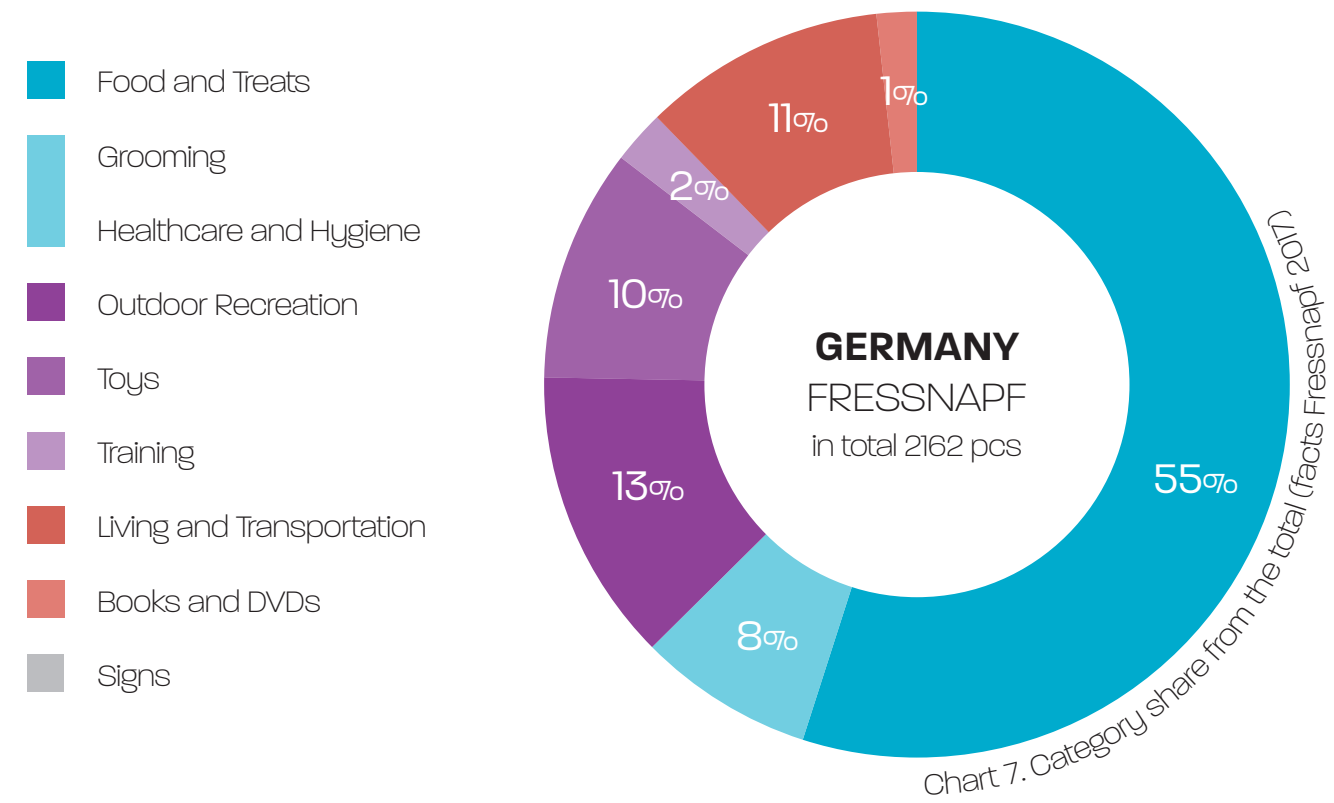


Chart 8. Category price ranges (facts Fressnapf 2017)

## 2.4 RETAILER IN THE UNITED KINGDOM

Established in 1991, Pets at Home describes themselves as the UK's leading pet specialist and passionate for what they do. The chain not only provides pet related products but also vet and grooming services. They provide a unique experience in their stores and offers for example nutrition consultations, but they have an online shop as well. (Pets at Home Group Pic 2017.)

They have different categories of dog related products, and the category which have the most products is food and treats. Yet not as big segment as Fressnapf has. However, Pets at Home has double the range of products in total than Fressnapf and Mustija Mirri have (Chart 5, 7, 9). The least products offered are in the categories of books and DVDs, signs and training (Chart 9).

The price range is more even than Fressnapf's but not as even as Mustija Mirri has. In some categories, Pets at Home offers more products with a wider price range than Fressnapf and Mustija Mirri. The widest price range is clearly in living and transportation category. (Chart 10.)

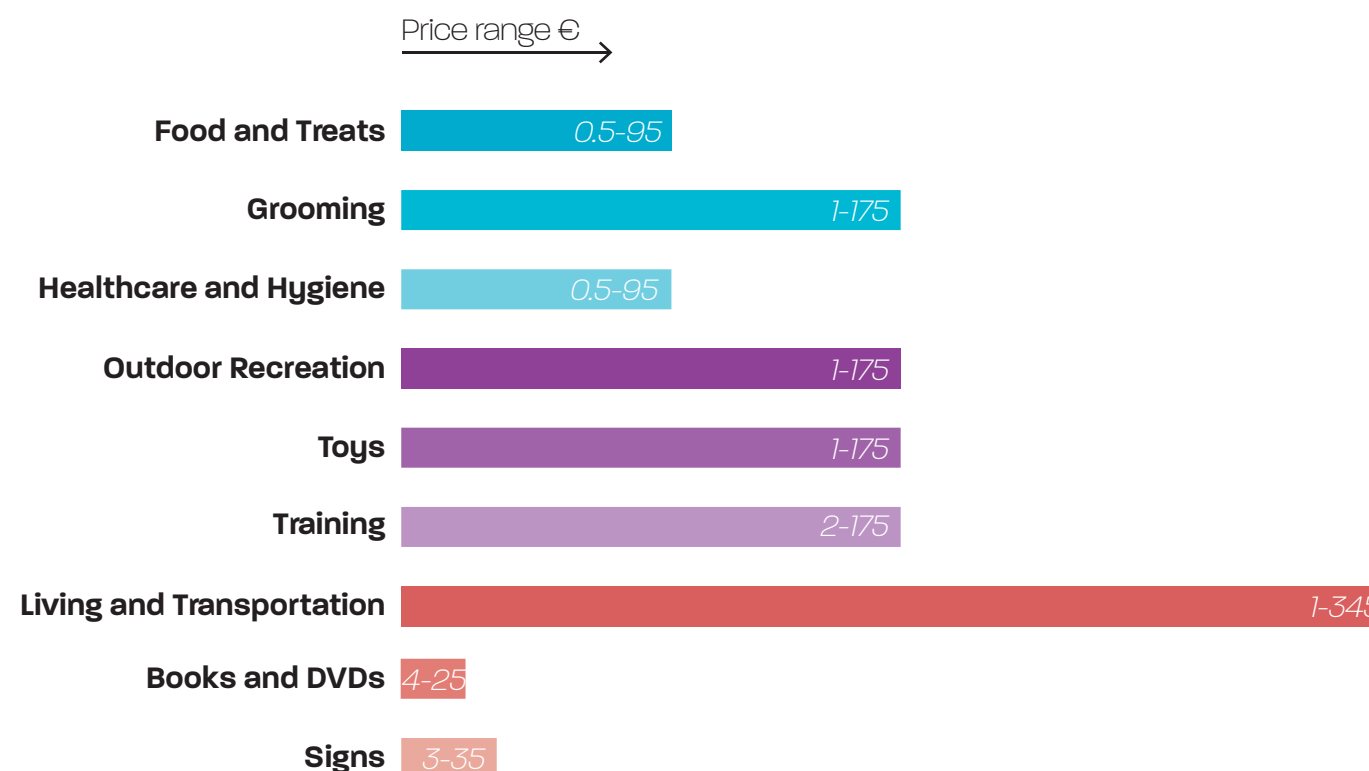
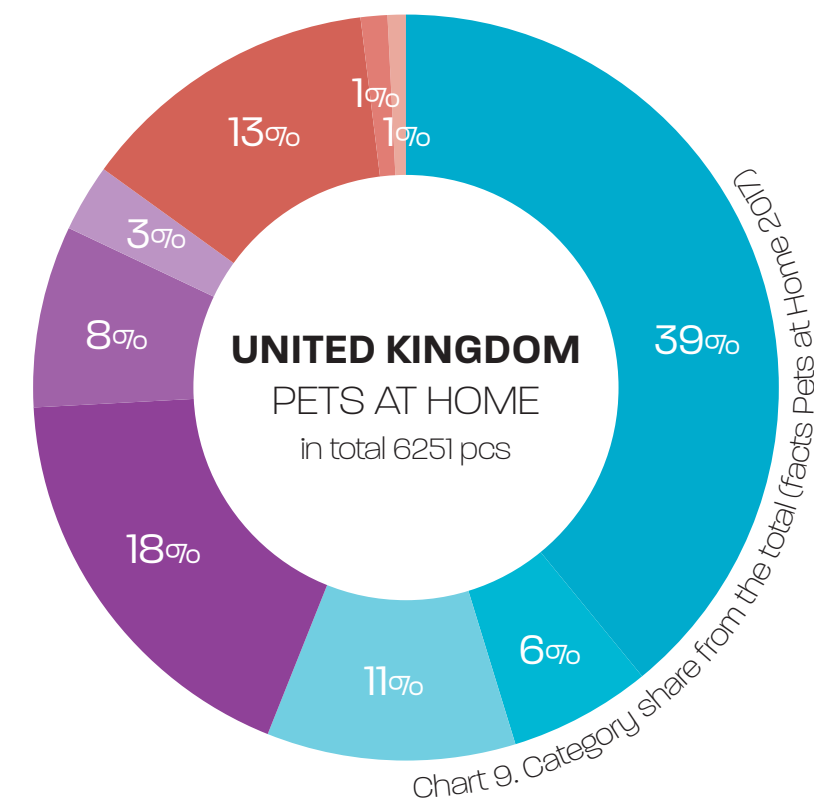


Chart 10. Category price ranges (facts Pets at Home 2017)

# 2.5

## CLASSIFICATION OF THE DOG RELATED PRODUCTS

What has come out from the research including interviews and immersion in use is that there are three categories of products on the market; essential, functional and inessential. The interviews and immersion in use are covered in the following chapter.

There are lots of products to certain purpose of use but not all of them are essential. What I classify as essential products are the ones what the dogs or the owners really need and without them the everyday life would be very difficult. For example, without cups for food and water it would be difficult for a dog to eat or without a leash it would be dangerous to walk the dogs in the city. However, it doesn't mean that those products has to be bought from the pet store, for example the bowl can be designed for humans but is used for dog's food cup.

Functional products are more useful to the owner than to the dog. As a good example is the rain coat for the long-haired dog, it might not be the favorite product of the dog and the dog does not need it but it eases the owners life because the dog does not need as much drying as without the rain coat.

The products I classify as inessential are the ones neither the owner nor the dog needs. They are rather unpleasant for the dog but some of the owners find them funny and cute. However, not all of the pet owners think the same way about them. These products humanizes the dogs more or less - dog costumes, accessories such as bows, neckties and headpieces and even dog nail polish.

The most essential and functional product offers Musti ja Mirri, Fressnapf has a bit more products that are humanized, such as dog beds designed as sofas. Pets at Home has in addition to essential and functional products also variety of inessential products, such as costumes and nail polish. A reached conclusion is that in Finland there are pet owners that purchases essential and functional products, in Germany the owners might want to buy something amusing as the functional product but in the United Kingdom the amusement has reached a different level. What can be inferred of the offered products in the United Kingdom there are pet owners that likes to humanize their dogs and buy them products that they consider funny and cute. Yet, it's hard to say how popular each category are in different countries.

1

ESSENTIAL



Picture 3. Dog collar (Musti ja Mirri 2017)



Picture 4. Water bowl (Musti ja Mirri 2017)

2

FUNCTIONAL



Picture 5. Rain coat (Fressnapf 2017)



Picture 6. Dog sofa (Fressnapf 2017)

3

INESSENTIAL



Picture 7. Dog costume (Pets at Home 2017)



Picture 8. Dog nail polish (Pets at Home 2017)

**3**

**PET OWNERSHIP**

# PET OWNERSHIP

Understanding the owners and their purchasing behaviour it is important to hear them and experience their everyday life. That's why I conducted qualitative interviews and immersed myself into the dog owners' life. Especially, the interviews gave me varied information and understanding of the differences between dogs, and also I noticed differences between the dog-human relationships. It is important to understand the potential customers' needs and wants to design a desired product, not forgetting the dogs liking and convenience.

**How is it to live with a dog?**

**What do the owners purchase to their dogs?**

**What kind of differences there are between the dog-human relationships?**

# 3.2

## DEVELOPER IMMERSION IN USE

During the thesis I have been taking care of my friends Chihuahua. I have taken care of him before as well and he looks on me as his owner, therefore there shouldn't be any major differences in his behavior. I have familiarized myself to the everyday life of a dog owner, although owning a pet and taking care of it can't be compared entirely because the responsibility is on the owner's side and all the purchasing is usually made by the owner. Still it helped me to understand the dog and the owner's life.

I have never had a dog although I love dogs. My friend's dog is the only dog I have taken properly care of and some of the upcoming matters surprised me. I had to make my plans considering the dog's needs and I also focused a lot of the dog's wants. I played with the dog even though I wouldn't have the energy and I also felt extremely bad leaving him home alone. I assumed that every dog owner would feel the same and that's why I asked about that in the interviews. It came out that the owners found it normal and unavoidable, and did not feel bad about that.

I noticed that he wanted a lot of attention and when I did not give it to him he begged for it. Usually, he wanted to play but sometimes he wanted

just to be petted or scratched. If I did not pay attention in a while on him, he went to sleep or started to play on his own. He loves his tennis ball which he found in my home the second time he was at my place, and ever since it is been his. It is very versatile toy and the best part is that he can entertain himself with it by pushing it forward and chasing it.

He also has a different approach to his food depending on his mood I suppose. Usually, he waited anxiously for me to place his food bowl on the floor and started eating right away. Sometimes he was interested in what will I serve to him but then did not eat it. I assume he wasn't that hungry at that time and the food was not his favorite, because the attitude changed when I mixed in his regular dry food some minced beef or chicken. One day he only ate once and that might also be because of the chicken I mixed in his dry food. I told my concern to his owner and she said that he sometimes has a fast day and it is completely normal.

I learnt that dogs might be sometimes a bit stubborn and seek for attention. Of course, it depends on the breed, dog itself and also the training. Dogs love it when humans are around and that only can be the reason for the dog to play alone, the dog needs just the presence of the human. I strongly believe that once the human or only the owner is away

How?	I took care of a dog twice
When?	Five days in March and April
Who?	Ben, a chihuahua, male
Why?	To understand the everyday life of a dog owner

it influences on the dog's want to play. They are social animals and thus enjoy the company rather than being alone. I also learnt that I humanize the dog in a way that I think they feel the same way as humans do, for example when not playing with the dog that he will be disappointed or when leaving the dog alone that he will be miserable. However, the owners, at least the ones who have had a dog for a while, reacts to those things differently and more relaxed way.





# 3.3

## INTERVIEWS

The interviews provide a wider and better knowledge of the dogs and their owners. I interviewed five dog owners from which two of them are a couple and have two dogs, the others have only one dog. There were more female interviewees than males and it might have influenced the answers. The dogs were all different breed and from a puppy age to senior age. I noticed a similarity that if a person have had pets in the childhood, the person will have pets the adulthood as well.

All of the owner's dogs sleep and play, some of them more than the others. The younger dogs don't mind to play on their own but the older ones usually need someone to play with. The interviewees who have activity toys for their dogs like them and their dogs like them as well, especially when there are treats involved. There are different activity toys on offer in pet stores but the ones the interviewees have are rubber ones for chewing and for hiding the treats or wooden game boards. The activity toys work well when the owners do not have the energy to play with the dogs and the game boards are good for learning experience. The dogs

love little challenges, and activity toys eases the owner's everyday life. However, the owners play with their dogs at least once a week, many of them plays daily.

Choosing a product the interviewees takes their dogs and themselves into consideration, for example in clothing it is important to be easy to put on. The owners consider the basic products such as collars, dog beds and food and water bowls as the most useful products. Also, the products that solves some problem and are practical, are useful. Interviewees considers the disposable toys, dog costumes, dog accessories and name tags to be useless. Especially the attitude towards soft toys is negative, since they are not durable and it might take only hours for dogs to make short work of them.

The problems the interviewees have differs. Some of them have problems with spilling water when the dog is drinking or playing with the water. They have solved the problem with putting a towel underneath the bowl, however they would want to have a stylish mat underneath the bowls instead. The interviewee with the oldest dog needs some kind of an aid to help her dog on walks.

How?	In person and one with an e-mail
When?	In March and April
Who?	F, 24 y/o, lives alone M, 26 y/o & F, 25 y/o, lives together F, 57 y/o, lives with her family F, 34 y/o, lives with her husband
Why?	To understand the everyday life of a dog owner

The needs which come out are mostly concerning the toys. The interviewees would want to have more durable toys. I see that the biggest problem is with the soft toys, but I know that a big dog can bite a plastic toy in pieces as well. It seems like many of the dogs like to react to the toy as it would be a prey. Still the interviewees' dogs like the activity games even though the games do not experience as brutal destiny as the soft toys experience. One of the interviewees wished an activity game board to be adaptable to meet the level of difficulty the dog is at. Then she does not need to buy always a new game board, only the needed accessories. Overall the interviewees wished to have better and bigger selection of dog products, and the products to be stylish and to suit their décor.

# 3.4

## OWNER PROFILES



### STRONGLY ATTACHED OWNERS

- Price does not matter
- Spends a lot of money on the dog
- Buys only the best for the dog
- Takes the dog to the vet regularly

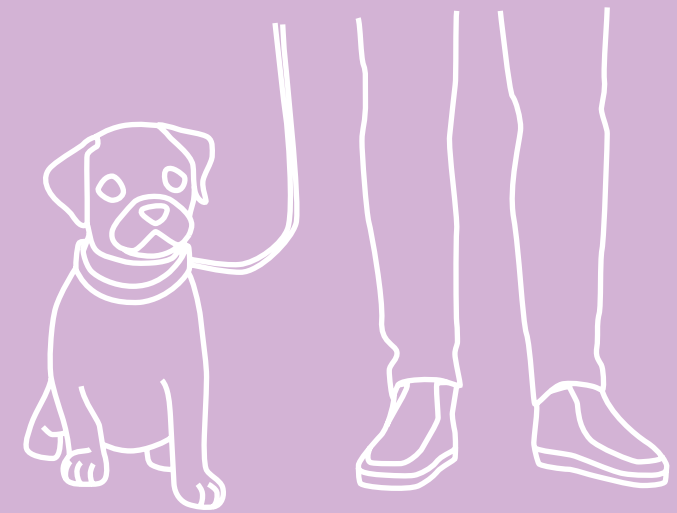
*(Boya, Dotson & Hyatt 2012)*



### MODERATELY ATTACHED OWNERS

- Price matters more or less
- Spends some money on the dog
- Buys good enough goods for the dog
- Takes the dog to the vet regularly

*(Boya, Dotson & Hyatt 2012)*



### BASIC OWNERS

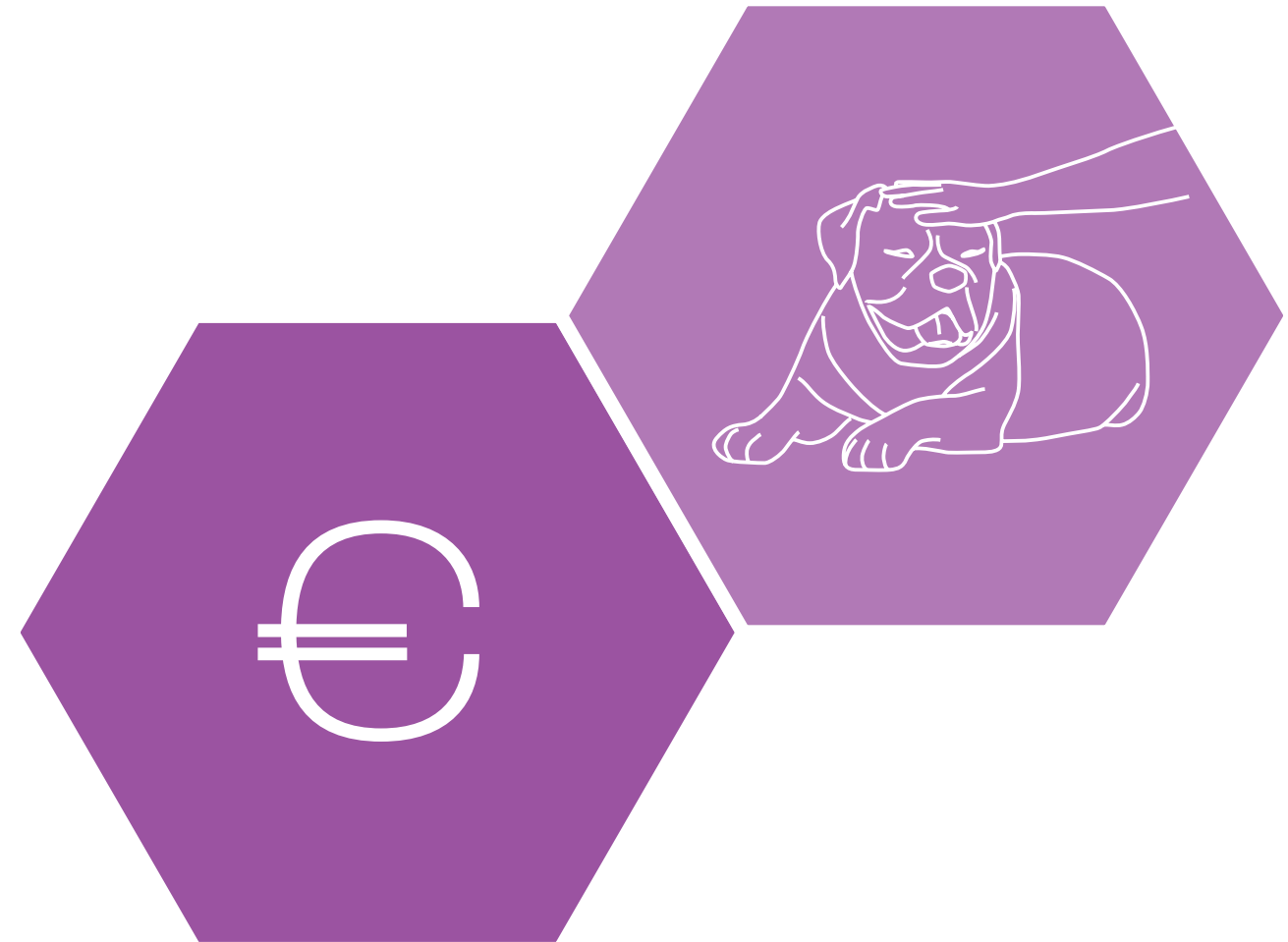
- Price matters a lot
- Does not spend big amounts on the dog
- Buys basic goods for the dog
- Takes the dog to the vet regularly

*(Boya, Dotson & Hyatt 2012)*

# 3.5

## TARGET GROUP

Based on the brief to design a high-end pet product, the target group of this thesis will be strongly attached and moderately attached owners (page 27). They are the most potential customers and are willing to spend more or less to the dog products. They can be new dog owners, they have had at least one dog for some time or they might be a friend of a dog owner. Their income is average or higher. Their relationship status has minor importance because the relationship between the dog and owner is noteworthy in this thesis.



# 4 DEFINING THE CONCEPT

# DEFINING THE CONCEPT

To find the product category to design to, the other possible categories have to be defined and analyzed. It is also important to have design drivers and key words for creating the concept to meet the needs. The key words in this thesis unify the need of the chosen stakeholders and shows what aspects are in common, and therefore what aspects to focus on when creating a concept.

**What are the key words in this concept creation?**

**How does the stylish dog products, which are in sight, look like?**

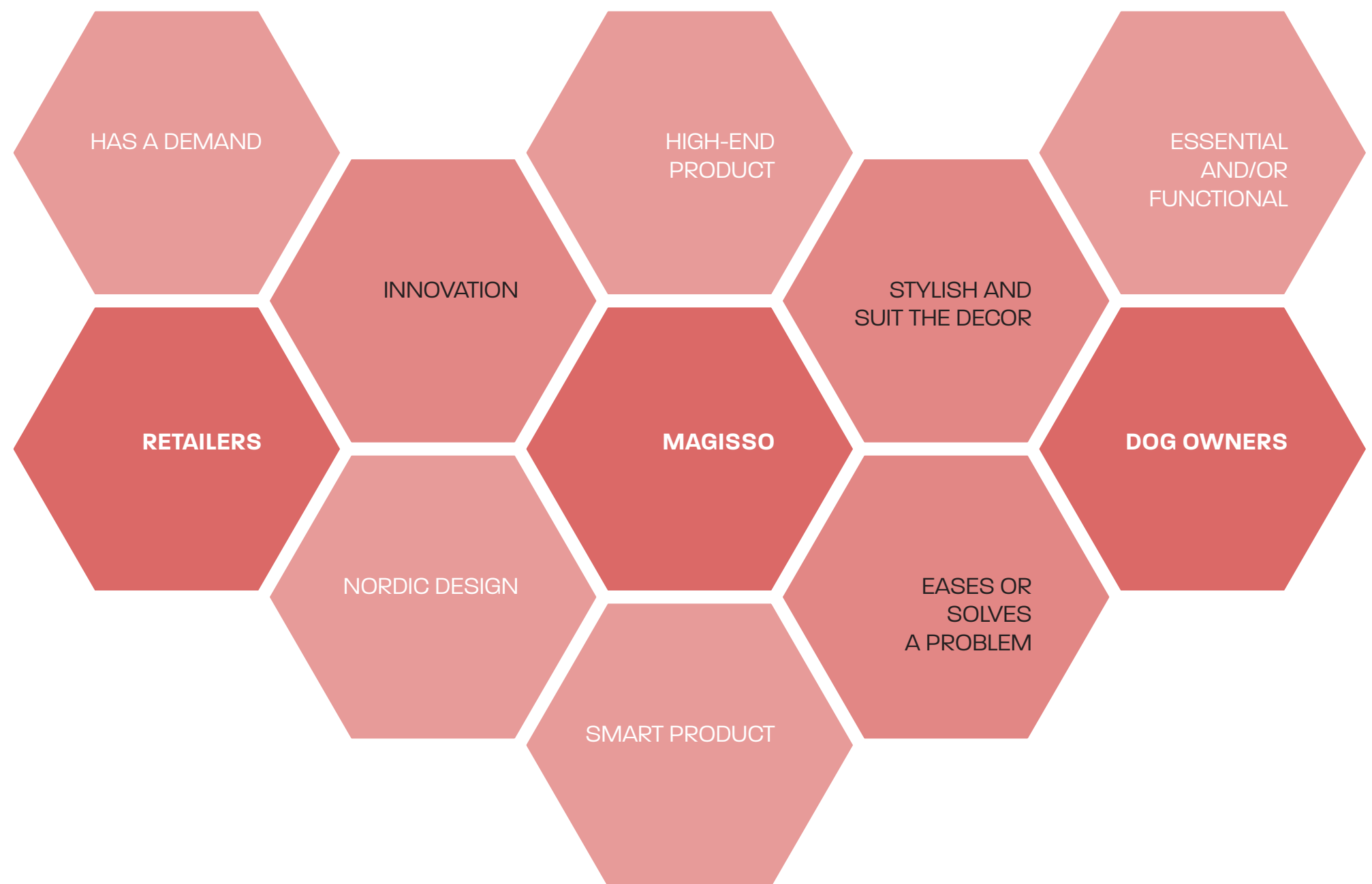
**In what category will I design the concept for?**

# 4.2 ASPECTS

The key words to guide the concept creation represented in three perspectives. The text with a black color means that the key word is the same in two chosen stakeholders - the retailers, Magisso and the dog owners.

Magisso wished the product concept to be able to sell not only in pet stores but in home décor stores, as well (Sirén & Hurme 2017). It goes well with what the dog owners wished in the interviews; more stylish products. Besides that the product concept should suit the décor, it should be innovative and ease everyday life. It also should represent the Nordic design and have a high quality and, therefore, it will be a high-end product. The product will be rather essential and/or functional rather than inessential. Meeting these demands, the outcome should be a smart product that has a demand.

The product concept should ease the dog owner's life or solve a problem, and it should suit the décor. These criterias will be the design drivers in the process.



# 4.3

## PRODUCTS THAT ARE PLACED AT HOME

**There are many products for dogs but not every one of them are in sight but rather hidden in the closet. Which dog products are in sight and what kind of pet products could be in sight if designed well?**

Almost all pets have beds, food and water bowls, and they are in sight. They might not always be practical or beautiful and maybe they stand out from the décor not in a good way. Also leashes and collars are usually bought for a pet and they might be in sight or hidden, depending on the person and on the storage solution.

Usually pets have lots of toys, some of them might be around the home and some of them might be hidden. Usually the toys are in different shape, color and material, and it might not fit in the décor. Also play pens and gates usually breaks the uniformity of the décor.

The products that are hidden are usually healthcare and hygiene products, dog training products and sometimes clothing, as well. I do not see the need to bring those products in sight, so let them be and I will focus on the products that are usually in sight.

The categories of living and transportation, and toys have in Finland, Germany and the United Kingdom under 15% from the total so there should be some market space for innovative products (Chart 5, 7, 9).

# 4.3.1 DOG BOWLS

The chosen products have an interesting design and a perspective to dog bowls. They seem to be more heavy than the cheap aluminum bowls and that is why more stable. These bowls are also quite neutral and harmonious by their color and that is why they would fit in the décor and not to stick out in a negative way.

Some of the bowls are more traditional than the others, and two of them are raised so the big dogs do not have to bend their neck so much (Picture 10, 12). One of the bowl is from Magisso, with a cooling effect and a bone inside which slows down eating (Picture 14). They have a bowl without a bone as well for water.



Clean ceramic dog bowl from Kind For Dogs

Picture 9. Dog bowls (Kind For Dogs 2017)



Hand-poured concrete dishes from The Urban Naimal Scientist

Picture 11. Dog dish (DogMilk 2017)



Dog bowls from Cotton On

Picture 13. Dog bowls (Pinterest 2017)



Bent plywood raised feeder from Claymark Furniture

Picture 10. Raised dog feeders (DogMilk 2017)



Rubberwood dog feeder from Puplife

Picture 12. Raised dog feeder (Puplife 2017)



Slow dining bowl which can soak in the water for activate the cooling effect from Magisso

Picture 14. Dog slow dining bowl (Magisso 2017)



# 4.3.2 DOG BEDS

As seen there are a lot of choice for dog beds. The design varies but they are all modern and reflect a different perspective to the traditional dog beds. The chosen dog beds suits the décor and sticks out in a positive way. Few of the dog beds have taken a leap to combine furniture and dog bed (Picture 16,19). Still they cost more than the regular dog beds.

The materials used are comfy, soft and sometimes there are few different materials used. The beds creates to the dog a shelter and some of them remind in a distant way of a dog kennel.



A bed for a small dog or a cat made of felt with a cushion inside from Hello Pets.

Picture 15. Dog bed (DogMilk 2017)



A dog bed made probably of plastic and has a cushion inside

Picture 17. Dog bed (DESIGNED w/ Carla Aston 2017)



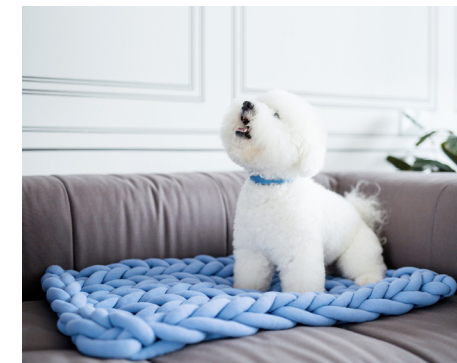
A dog bed from Howlpot

Picture 21. Dog bed (Pinterest 2017)



A sofa with dog bed attached from Seungji Mun

Picture 16. Dog house sofa (The Design Walker 2015)



A chunky knit mat from Anna Mo

Picture 18. Dog mat (DogMilk 2016)



A dog bed and a side table all in one from PUP & KIT

Picture 19. Dog bed (BuzzBuzzNews 2015)



A dog beds from Natural Slow

Picture 20. Dog bed (Contemporist 2017)



A snuggle bed from Charley Chau

Picture 22. Dog bed (Styletails 2017)

# 4.3.3 PLACEMAT FOR DOG BOWLS

There are not so big options in placemats, I tried to choose the nicest ones but there were not many. The colors are neutral but the design is not very intriguing.

The modern and innovative product from Ono is interesting, where the placemat and dog bowl are combined in one. It fixes the spilling problem some bigger dogs have and the mat suction to flat surface making it hard for dogs to move it or tip over.



Silicone dog placemat with bubbles from Waggo

Picture 23.  
Dog placemat (Waggo 2017)



A dog bowl and placemat all in one from Ono, also available with two bowls

Picture 25.  
Dog bowl and placemat all in one (Ono 2017)



Silicone dog placemat from Bowlmates

Picture 26.  
Dog placemat (Pinterest 2017)



A placemat made from textile with a non-slip backing from Chilewich

Picture 24.  
Dog placemat (Waggo 2017)



Placemats made from recycled rubber from Oré Pet

Picture 27.  
Dog placemat (Pinterest 2017)



# 4.3.4

## DOG TOYS & STORAGE

Most of the dog toys are very colorful and are not a design element at home, but there are some toys on market that are more neutral what comes to the color. Also the dog toy storage are not usually stylish.

Most of the storage options are plastic and the design is not stylish enough to keep the storage in sight. There are some options that suit the décor better but the problem might be that they are uncovered, so that dogs could take their toys whenever they want. It could also be the reason why they are uncovered. I believe that some of the dog owners are using the regular storage that suits the décor for the dog toys.

There are lots of options what comes to toys - there are soft toys, tug toys, throw-retrieve toys and different kind of activity toys. The toys represented are all interesting and in their own way stylish, and do not stick out from the décor.



A hemp dog toy storage from Harry Barker

Picture 28. Dog toy storage (Noten Animals 2017)



A dog toy made from reclaimed climbing rope from Tom Will Make

Picture 30. Dog toy (Houzz 2017)



A dog toy without the stuffing from Musti ja Mirri

Picture 33. Dog toy (Musti ja Mirri 2017)



A felt dog toy storage from Max Bone

Picture 29. Dog toy storage (Tuloz 2017)



A durable rubber ball from Max Bone

Picture 31. Dog toy (Max Bone 2017)



A plush toy with a squeaker from Max Bone

Picture 32. Dog toy (Max Bone 2017)



A treat dog toy from Up Dog Toys

Picture 34. Dog treat toy (Up Dog Toys 2017)

# 4.4

## DEFINING THE CONCEPT

**Magisso already has products in pet bowl segment so it will leave categories such as dog beds, placemats, toys and storage to conquer.**

Although I am already creating to Magisso a dog toy so a softer toy could be cut out at this point. An exception could be an activity toy, which could be modified and would be stylish. The toy storage options are not good either, the retailers in Finland, Germany and the United Kingdom do not have a wide range of the storage systems and they are not very stylish either. The reason might be that the owners buy regular storage containers from the décor shops rather than from the pet shops.

The dog bed category is interesting even though there are stylish beds available, but the prices are quite high. Magisso wished a high-end products but the stylish beds seen are almost like luxury products. It might be an option for the concept.

Placemats for dog bowls are quite boring and I did not find stylish ones at all. However, the question is, can they even be stylish? This might be a

good design challenge. It relates to food so the product concept would fit to Magisso's existing product segment well - kitchen and pets. The splashing is a problem with the bigger dogs and the pups, as from the interviews came out, so it could be the problem to be solved in a stylish way.

If considering dogs and their behavior, the common and the basic function are playing, eating and sleeping. Therefore the dog bed should be comfortable, eating should go without a mess and without binge eating, and the toys should be interesting, and to ease the dog owners' life they should also activate the dog.

On the grounds of the interviews and the brief, the concept will ease the dog owners' life. It will also reflect Magisso's smart design and broaden their offered products to the pet market. Therefore, a concept of an activity toy would fit to these criteria and the dog owners are willing to pay for the activity toys, as well. Magisso is already creating a toy to the market and an activity toy would help Magisso to broaden their products in toy segment and strengthen their image in the pet market.

**5**

**CONCEPT CREATION**

# CONCEPT CREATION

Based on the gained data, I will start to develop a product concept. I will need the gained data to design a desired product for the dog owners as well as for the retailers keeping the design drivers in mind. I will focus on the owners, pets and simple design, and keeping in mind the products that are on the market already by creating something different. The product concept should also reflect strongly Magisso's brand and also to be within the brief.

**How will the concept(s) look like?**

**How will they meet the brief?**

**What next?**

# 5.2

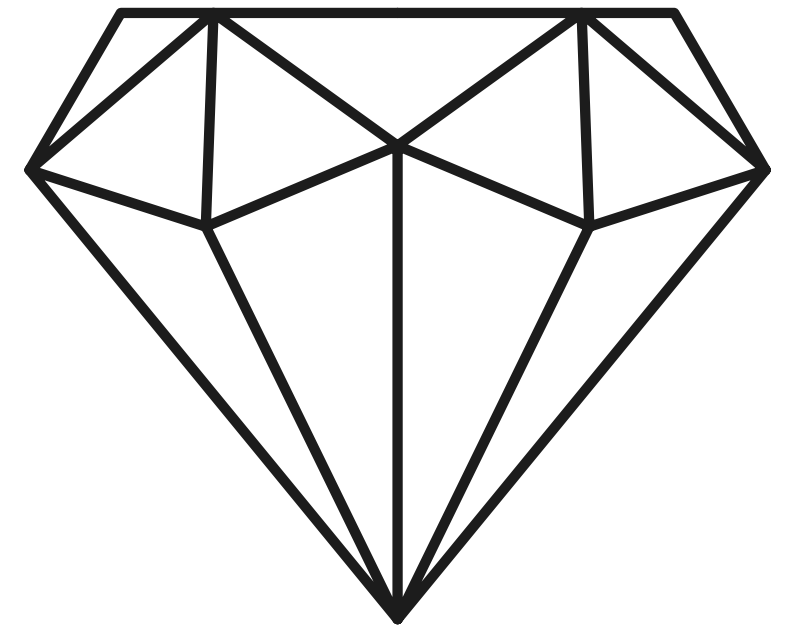
## WHY THE ACTIVITY TOY?

According to Roegner (2005) the dogs needs to be activated in order to keep them away from the bad behavior, they like to learn new things and it is important to reward them when performed well. This is probably the idea of having activation toys on market and why the dog owners having them are pleased with them.

Dogs learn new things, remember them, but if they do not practice the action on a regular basis, they forget what have they learnt and the food is a huge motivator (Roegner & Kamis, 2005). So even though the dogs will remember how to get a treat from the activation toy after once figured it out, they might forget it in a while. Therefore, it would be useful to have a versatile activation toy or toys.

What came up from the interviews were that the dogs love to play more or less, but the owners does not always have the time or energy to play with the dog. Many of the dog owner have purchased an activity toy for their dogs and they see the benefit in it. The dog owners are ready to spend more money on the activity toys and less on the soft toys. The activity toy not only intrigues the dogs but also challenges and rewards them. The owners do not have to throw a ball or tug a toy all the time but have the time to do something else while the dog is having fun with the activity toy.

There is a market niche for stylish and functional activity toys and, therefore, it would be worthwhile to invest in it. There are stylish activity toys already made but they are not in the biggest retailer chains I studied. Therefore, I see that a stylish activity toy would please and meet the needs of the dog, dog owners, retailers and Magisso as well.



**HIDDEN CONTENT**



# 5.12

## CONCLUSION

**The research and the outcome of the thesis will benefit Magisso in one way or another. The understanding of the pet market, especially the dog market should be better and also the dog owners I interviewed gave a different point of view of the dogs, owning a dog and the dog relating products - what and why the products are used, what is functional and what would they like.**

Hindsight I would do a thorough planning on how would I proceed in the thesis and schedule the work better. The beginning was very time consuming because I did not have a clear direction to go to. I read a lot of dog's behavior and the relationship between the dog and the owner. If I would have had a better planning I would have not spent as much time doing that, however, though the information was not important to the thesis but it was interesting and helped me to gain better understanding of the dogs and the owners.

Before I started defining the concept I felt that all the products has been already made so it was hard for me to find the right market niche to design the product concept to. With Magisso, we decided to concentrate on a product that suit the décor. Benchmarking helped me to determine the categories where there would be a market niche to a stylish product. All the gained information supports the concept of an activity toy, though the product concept could have been a placemat for the dog bowls but the need was not as clear.

Overall, the thesis went well and I feel like I created something stylish and nice. Even though the concepts are in their early stage I see the potential in them, and they would suit to Magisso's product range and on the pet market as well. If I would have planned the schedule better I would have had more time to concentrate on the concept creation and have more specified matters. Still I am satisfied with the outcome.



6

SOURCES & ATTACHMENTS

# 6.1

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# 6.2.1

## PICTURE SOURCES

Picture 20. Dog Bed. Contemporist 2017 <<http://www.contemporist.com/wp-content/uploads/2017/02/modern-wooden-pet-beds-cats-dogs-200217-342-01a.jpg>>

Picture 21. Dog Bed. Pinterest 2017 <<https://s-media-cache-ak0.pinimg.com/564x/56/5c/72/565c7229a89f1aa84c72d1c76fd22024.jpg>>

Picture 22. Dog Bed. Styletails 2017 <[https://cdn.shopify.com/s/files/1/0184/6868/products/snuggle-bed-weave-slate-01\\_1024x1024.jpg?v=1452159274](https://cdn.shopify.com/s/files/1/0184/6868/products/snuggle-bed-weave-slate-01_1024x1024.jpg?v=1452159274)>

Picture 23. Dog Placemat. Waggo 2017 <[http://cdn.shopify.com/s/files/1/0155/5001/products/CharcoalPlacemat-WithBowls\\_1024x1024.jpg?v=1485465686](http://cdn.shopify.com/s/files/1/0155/5001/products/CharcoalPlacemat-WithBowls_1024x1024.jpg?v=1485465686)>

Picture 24. Dog Placemat. Waggo 2017 <<https://s-media-cache-ak0.pinimg.com/564x/9b/98/aa/9b98aaaa2d9db32aabf8c68e31d18b2.jpg>>

Picture 25. Dog Bowl and Placemat All in One. Ono 2017 <[http://cdn6.bigcommerce.com/s-sqz2cmh9/products/121/images/462/ono-Great-Bowl-Product-Shot-Cool-Gray-4\\_\\_87082.1482825903.1200.800.jpg?c=2](http://cdn6.bigcommerce.com/s-sqz2cmh9/products/121/images/462/ono-Great-Bowl-Product-Shot-Cool-Gray-4__87082.1482825903.1200.800.jpg?c=2)>

Picture 26. Dog Placemat. Pinterest 2017 <<https://s-media-cache-ak0.pinimg.com/564x/2a/6a/f8/2a6af86d4110ea51a86f62b2953e4153.jpg>>

Picture 27. Dog Placemat. Pinterest 2017 <[https://cdn3.bigcommerce.com/s-5o6frrlm/products/32065/images/94788/pm1271\\_\\_21382.1439456792.450.650.jpg?c=2](https://cdn3.bigcommerce.com/s-5o6frrlm/products/32065/images/94788/pm1271__21382.1439456792.450.650.jpg?c=2)>

Picture 28. Dog Toy Storage. Noten Animals 2017 <[https://images-na.ssl-images-amazon.com/images/I/7121S339uSL.\\_SL1200\\_.jpg](https://images-na.ssl-images-amazon.com/images/I/7121S339uSL._SL1200_.jpg)>

Picture 29. Dog Toy Storage. Tuloz 2017 <[https://cdn.shopify.com/s/files/1/0673/9609/products/Dog\\_Toy\\_Storage\\_Max\\_Bone\\_grande.jpg?v=1439528319](https://cdn.shopify.com/s/files/1/0673/9609/products/Dog_Toy_Storage_Max_Bone_grande.jpg?v=1439528319)>

Picture 30. Dog Toy. Houzz 2017 <[https://st.hzcdn.com/simgs/c961805a05fc7902\\_4-1451/modern-dog-toys.jpg](https://st.hzcdn.com/simgs/c961805a05fc7902_4-1451/modern-dog-toys.jpg)>

Picture 31. Dog Toy. Max Bone 2017 <[https://cdn.shopify.com/s/files/1/0389/5389/products/FUR\\_0602\\_1024x1024.JPG?v=1490815926](https://cdn.shopify.com/s/files/1/0389/5389/products/FUR_0602_1024x1024.JPG?v=1490815926)>

Picture 32. Dog Toy. Max Bone 2017 <[https://cdn.shopify.com/s/files/1/0389/5389/products/hector\\_hippo\\_plush\\_toy-front\\_1024x1024.jpg?v=1480918717](https://cdn.shopify.com/s/files/1/0389/5389/products/hector_hippo_plush_toy-front_1024x1024.jpg?v=1480918717)>

Picture 33. Dog Toy. Musti ja Mirri 2017 <<https://media.mustijamirri.fi/media/catalog/product/cache/1/image/512x512/9df78eab33525d08d6e5fb8d27136e95/1/3/135913.jpg>>

Picture 34. Dog Treat Toy. Up Dog Toys 2017 <[https://cdn.shopify.com/s/files/1/1053/3176/products/gallery\\_smalldogs4\\_1024x1024.jpg?v=1487655749](https://cdn.shopify.com/s/files/1/1053/3176/products/gallery_smalldogs4_1024x1024.jpg?v=1487655749)>

Picture 35. The Armadillo, Diamond and Cone in the Interior. The original picture: Pexels 2017 <<https://static.pexels.com/photos/243148/pexels-photo-243148.jpeg>>

# 6.3 ATTACHMENT

The interview was in Finnish

Omistajan sukupuoli ja ikä?

Koiran rotu ja ikä? Mistä hankit koirasi?

Onko sinulla tai perheessäsi ollut aiemmin koiria tai muita lemmikeitä?

## KOIRAN TOIMINTA / LEIKKIMINEN

Mitä koirasi puuhailee?

Millä koirasi leikkii ja miten?

Miksi luulet koirasi pitävän siitä/kyseisestä lelusta?

Kuinka usein leikit koiran kanssa?

Leikkiikö koirasi yksin? Kuinka usein?

Viettääkö koirasi usein aikaa yksin? Arvioi aika (arki vs. viikonloppu)

Miltä sinusta tuntuu, kun koirasi on yksin?

Sujuuko koiran ulkoilutus ongelmitta? Jos on ongelmia/hankaluuksia, niin mitä? Miksi? (lisätty myöhemmin)

Onko lemmikilläsi häiriökäyttäytymistä tai epäsovivaa käytöstä?

Oletko huomannut kaipaavasi ratkaisua/helputusta johonkin pulmaan lemmikin omistajana? Mihin?

Onko muuta asiaan liittyvää?

## HANKINNAT / OSTOKÄYTTÄYTYMINEN

Mitä ostat koirallesi ja millä perusteella? (ruoka, lisätarvikkeet, lelut tms.)

Ostatko tuotteita, jotka mielestäsi ovat koirasi mieleen vai ovat sinulle itsellesi mieluisia?

Mitkä ovat viimeisen vuoden ostoksesi koirallesi?

Oletko ostanut uusia samaan käyttötarkoitukseen soveltuvia tuotteita vanhojen tilalle? Millä perusteella? (vanhat menneet rikki, rumat, koiralla ei kiinnostusta tms.)

Mitkä/millaiset tuotteet ovat mielestäsi kaikkein hyödyllisimpiä? Miksi?

Missä kategoriassa olevat tuotteet ovat mielestäsi jo täydellisiä, eikä niitä pitäisi muuttaa: trimmaus/turkin hyvinvointi, hygienia ja terveys, ulkoilu, lelut, koulutus, asuminen, kuljetus? (lisätty myöhemmin)

Mitkä/millaiset tuotteet ovat mielestäsi kaikkein turhia? Miksi?

Onko muuta asiaan liittyvää?