**Part a) Report on selection method**

**Report to JAG management**

The four members of the group were very innovative with the products they created for the Design Thinking Exercise A1.All the members have had at least one pet and this fact made it easier to think of useful products for pet care as they related to their own personal experiences. The ideas of the group members were very diverse and covered most of the pet care field. Some of the ideas include pet feeders, houses, beds, pet treatment, treats, dietary products and pet playgrounds.

For task A2, each member chose their preferred product of their two from A1. This narrowed the number of product concepts to do a more thorough investigation on from eight to four. The remaining products were:

* Portable Pet Bed
* Combined Cat Play Area and Bed
* Anti-Insect Dog Bowl
* All-in-One Disposable Cat Litter Tray

The members in group discussion listed the ‘Dreamer’, ‘Realist’ and ‘Critic’ features of the four products on the provided Concept Brainstorming Worksheet and compared them with one another. They then used the provided Concept Screening Matrix that lists the chosen products and compares them to each other based on selection criteria. The criteria list some essential points that the products need to cover including the design of the product, its implementation and the risks associated with it. Every member marked up a copy of the Concept Screening Matrix in their own time after further research and deliberation. This we believed would give a better result as we could answer the criteria openly and honestly without influencing each other about whose product was best. Each member posted their copies on the Group’s Facebook page that we created. After viewing each member’s own ranking of products, it was decided that the Disposable Cat Litter Tray meets the criteria the most compared with the other three products. This product ticked more boxes than the others in the criteria sheet and everyone agreed on the result.

Group members are very friendly and outgoing. We did not know each other at the first tutorial, but we got along quite well, exchanged phone numbers, emails and Facebook accounts to each other and this made it easier to communicate. Every member of the group agreed and acknowledged their role in the team. We attended every tutorial class punctually and used the time wisely to choose the product. A Group 5Facebook page was set up and was extremely helpful to exchange files and have further discussions.

**Part b) Product Concept**

**Expected Use**

Group 5’s product Concept is a Disposable Cat Litter and Tray All in One. This is a tray that is as disposable as the litter put in it. This product will save the hassle of having to clean up the cat litter with scoops, emptying and cleaning of the tray.

The tray and litter will be environmentally friendly and completely biodegradable.

The tray is designed to be all-in-one. That is you buy the litter and tray as a package. You use the tray for one to two weeks and then dispose of the litter and tray together.

To be used instead of the current plastic trays and cat litter bought separately. This would also be an ideal product in environments such as pet shops and cat kennels (catteries).

It is to be marketed as environmentally friendly, as well as time, mess and labour saving.

**Features**

The all-in-one tray and litter package will be environmentally friendly.

The tray will be made of a biodegradable cardboard, lined/laminated with as equally biodegradable plastic to waterproof the cardboard.

The cat litter inside the tray will be of the easily biodegradable type made out of either paper, cardboard or wood scrap.

The tray will be designed to have a mess saving lip to reduce litter spread when the cat digs in the litter.

There will be a built in biodegradable plastic bag attached to the base of the tray that will be in a pouch that folds out to encompass the tray when it is time for disposal.

**Target Market**

This product is to embrace the rising trend of cat litter-especially environmentally friendly- being purchased annually according to The Australian Companion Animal Council’s (ACAC’s) report ‘Contribution of the Pet Care Industry to the Australian Economy’ 7th Edn 2010’.

The product is to be advertised to the everyday cat owner.

The product is to be sold on the shelf in the local supermarket and pet stores next to current cat litters.

It will seek to attract the environmentally conscious customer.

It is to also be advertised as labour saving and a cleaner easier alternative to ordinary litter and trays that need cleaning and changing.

**Target Price**

The target price aim is to be competitive to normal litter. Current 2kg Catsan Crystal litter goes for about $9.50. The environmentally friendly litter is slightly cheaper at about $6.50 for 6L. This product will be about $10 per unit. To make up for the cost of the tray a little bit less litter will go into it then the competitors bags. For the initial release of the product the strategy would be to sell it cheaper to begin with (close to cost price $6 to $7). However since we believe this is a superior product to the competition that would then be ramped up to the target price ($9 to $11) to achieve a profit yet maintain sales.

**Part c) Sketch**

**Appendix**

* Freehand Sketch of All-in-One Disposable Cat Litter Tray
* Concept screening Matrices
* Concept Brainstorming Worksheets