

Sustainable Pet Ownership



Pets bring joy and companionship to millions of households, but they also have an environmental footprint. From pet food production to waste management and even toys and accessories, pet ownership can be resource-intensive. This challenge tackles sustainability in an area that is often overlooked but is a significant part of many people's lives.

Objective

Design a comprehensive system for sustainable pet ownership that minimizes environmental impact without compromising the health and well-being of the pets.

Constraints:

1. The solution must be safe and healthy for pets.
2. The solution should be cost-effective.
3. The solution should be accessible to a wide range of pet owners.
4. The solution should raise pet owners' awareness about sustainability.

Design Thinking Steps

1. Empathizing: Conduct role-played interviews with pet owners, veterinarians, and pet supply retailers to understand the challenges and needs related to sustainable pet ownership.
2. Re-defining to understand: Identify the key environmental issues associated with pet ownership. Create a human-centered problem statement and a pet-centered problem statement.
3. Ideating: Generate innovative solutions that satisfy the needs of pet owners and their pets while improving the sustainability of pet ownership.
4. Prototyping: Develop prototypes of your sustainable pet products or services. The prototypes are not expected to be sophisticated or complete. Sketch one or more diagrams, write a verbal description, build a prototype using paper, pens, tape, paper clips, etc., or use materials at hand, such as cardboard containers, scraps of materials, or construction toys.
5. Evaluating: Validate your prototypes with pet owners, veterinarians, and other stakeholders using role-playing. Collect feedback/feedforward and iterate on the design.
6. Implementing: Populate a business model canvas for your sustainable pet ownership system.