

Learning Card

High demand for personalized pet food

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Person Responsible
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STEP 1: HYPOTHESIS

We believed that People want personalized, nutritious pet food for their pets

STEP 2: OBSERVATION

We observed That 70% of 100k+ income earners we asked were ready to buy personalized food for their pets

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that Majority of high income earning pet owners want personalized pet food for their pets

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will Continue with our idea of offering personalized versions of healthy pet food.