



Between 80-90% of dogs have some form of behavioural issue. Behavioural issues often occur as a result of improper/inadequate training.

Pets, specially dogs, are a vital aspect to many people's lives, with approximately 40% of Australian households owning a dog (RSPCA Knowledge Base, 2020). Furthermore, the pet industry is growing steadily every year. Despite this, the research conducted in the previous sections of this report found severe issues with how dogs are trained and the training industry as a whole.

Initial research found that owners significantly lack regarding at home training, this is due to their

understanding of training delivery and overall dedication. Initial concepts presented focused on different aspects of dog training, this failed to account for the complexities of training. A solution addressing a singular aspect of training does not meet the requirements for owners, trainers and dogs.

Pooch is a solution that utilises product and service integration. The products and service aim to simplify the at home training process. The solution has multiple options based upon the dogs

ages, puppies, and behavioural issue such as separation anxiety. The kit that was the primary focus surrounding puppy training. This was a result of the research indicating that if puppies can be trained early the risk of complex issues later in life is greatly decreased.

The product solutions are based around the four areas of complex dog training. These include: bonding, productive play, separation anxiety and socialisation.

BondinG

Bonding between the puppy and other dogs is vital in ensuring that aggressive behaviours do not occur.

Play

A puppies ability to play is an important aspect of how they exert energy

Separation Anxiety

Because puppies have often just been removed from their mothers and siblings it is important that they bond with their owners and new families.

Socialisation

Socialisation refers to the exposure of various stimuli including sound

POOCH