Smoofl

# DESIGN THINKING

## IN PET SNACKS

RITCS

Royal Institute for
Theatre, Cinema
& Sound

# DESIGN THINKING
## IN PET SNACKS

Kellogg's
Het avontuur als ontbijt
CHOCO KRISPIES
FROSTIES
Kellogg's SMACKS

# DESIGN THINKING
## IN PET SNACKS

Kellogg's
Het avontuur als ontbijt
Kellogg's Choco Krispies
Kellogg's Frosties
Kellogg's Smacks

# DESIGN THINKING

## IN PET SNACKS

Kellogg's
Het avontuur als ontbijt
FROSTIES
Kellogg's
SMACKS

# DESIGN THINKING
## IN PET SNACKS

Kellogg's
Het avontuur als ontbijt
FROSTIES
SMACKS

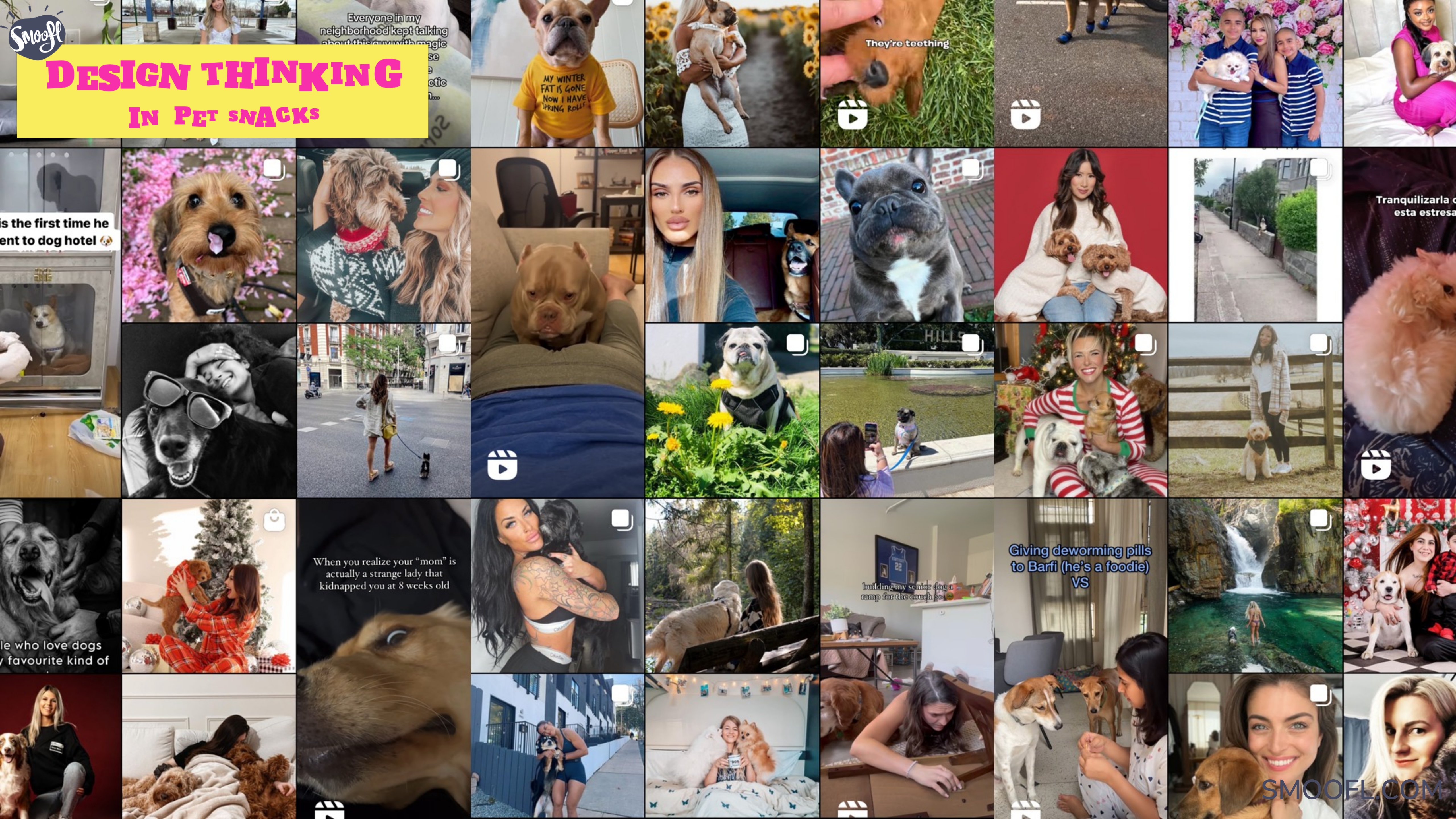
# DESIGN THINKING

## IN PET SNACKS

Smoofl
WWW.SMOOFL.COM

# DESIGN THINKING

## In PET SNACKS


Everyone in my neighborhood kept talking about this guy with magic
MY WINTER FAT IS GONE NOW I HAVE SPRING ROLLS
They're teething
is the first time he
ent to dog hotel 🐶
Tranquilizarla c
esta estresa
HILLS
le who love dogs
favourite kind of
When you realize your “mom” is actually a strange lady that kidnapped you at 8 weeks old
building my senior dog a ramp for the couch
22
Giving deworming pills to Barfi (he's a foodie) VS

SMOOFL.COM

# DESIGN THINKING
## IN PET SNACKS

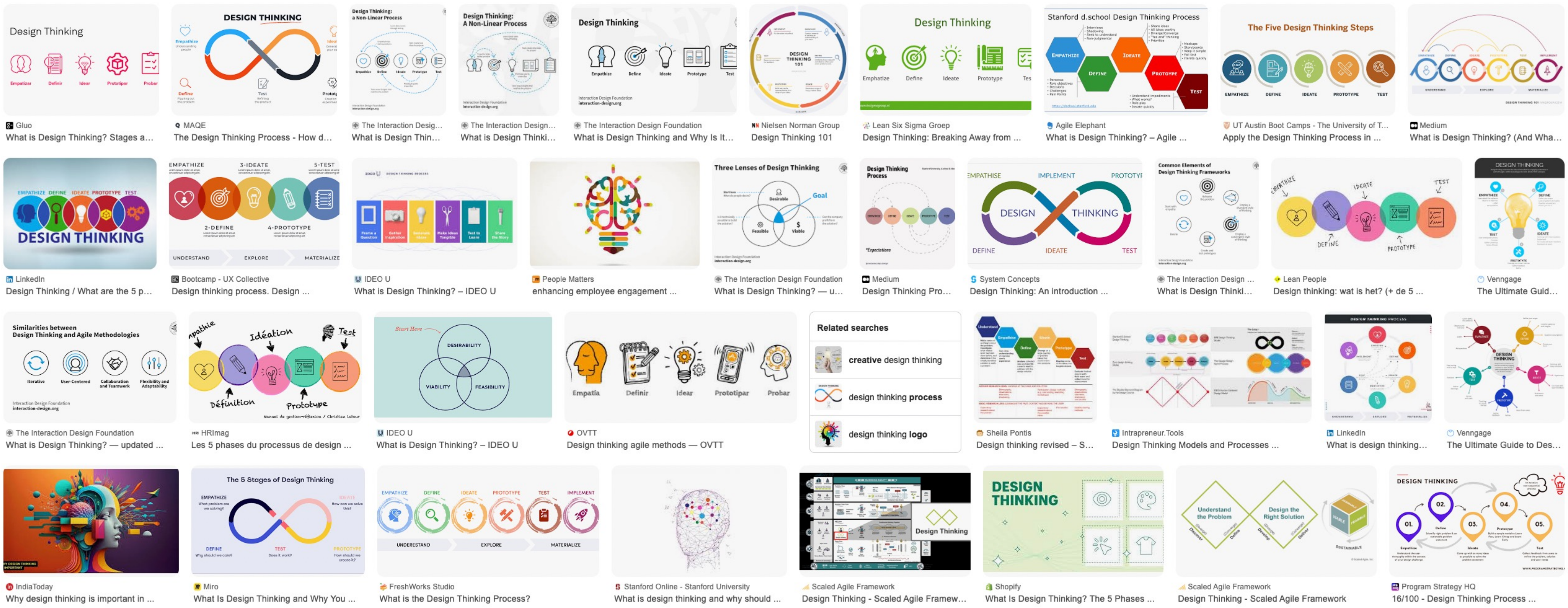
Chicken Feet

# DESIGN THINKING

## In Pet snacks

Leonidas
GIANDUJA
Leonidas

# DESIGN THINKING
## IN PET SNACKS



Gluo
What is Design Thinking? Stages a...

MAQE
The Design Thinking Process - How d...

The Interaction Desig...
What is Design Thin...

The Interaction Design...
What is Design Thinki...

The Interaction Design Foundation
What is Design Thinking and Why Is It...

Nielsen Norman Group
Design Thinking 101

Lean Six Sigma Groep
Design Thinking: Breaking Away from ...

Agile Elephant
What is Design Thinking? – Agile ...

UT Austin Boot Camps - The University of T...
Apply the Design Thinking Process in ...

Medium
What is Design Thinking? (And Wha...

LinkedIn
Design Thinking / What are the 5 p...

Bootcamp - UX Collective
Design thinking process. Design ...

IDEO U
What is Design Thinking? – IDEO U

People Matters
enhancing employee engagement ...

The Interaction Design Foundation
What is Design Thinking? — u...

Medium
Design Thinking Pro...

System Concepts
Design Thinking: An introduction ...

The Interaction Design ...
What is Design Thinki...

Lean People
Design thinking: wat is het? (+ de 5 ...

Venngage
The Ultimate Guid...

The Interaction Design Foundation
What is Design Thinking? — updated ...

HRImag
Les 5 phases du processus de design ...

IDEO U
What is Design Thinking? – IDEO U

OVTT
Design thinking agile methods — OVTT

**Related searches**

- creative **design thinking**
- **design thinking** process
- **design thinking** logo

Sheila Pontis
Design thinking revised – S...

Intrapreneur.Tools
Design Thinking Models and Processes ...

LinkedIn
What is design thinking...

Venngage
The Ultimate Guide to Des...

IndiaToday
Why design thinking is important in ...

Miro
What Is Design Thinking and Why You ...

FreshWorks Studio
What is the Design Thinking Process?

Stanford Online - Stanford University
What is design thinking and why should ...

Scaled Agile Framework
Design Thinking - Scaled Agile Framew...

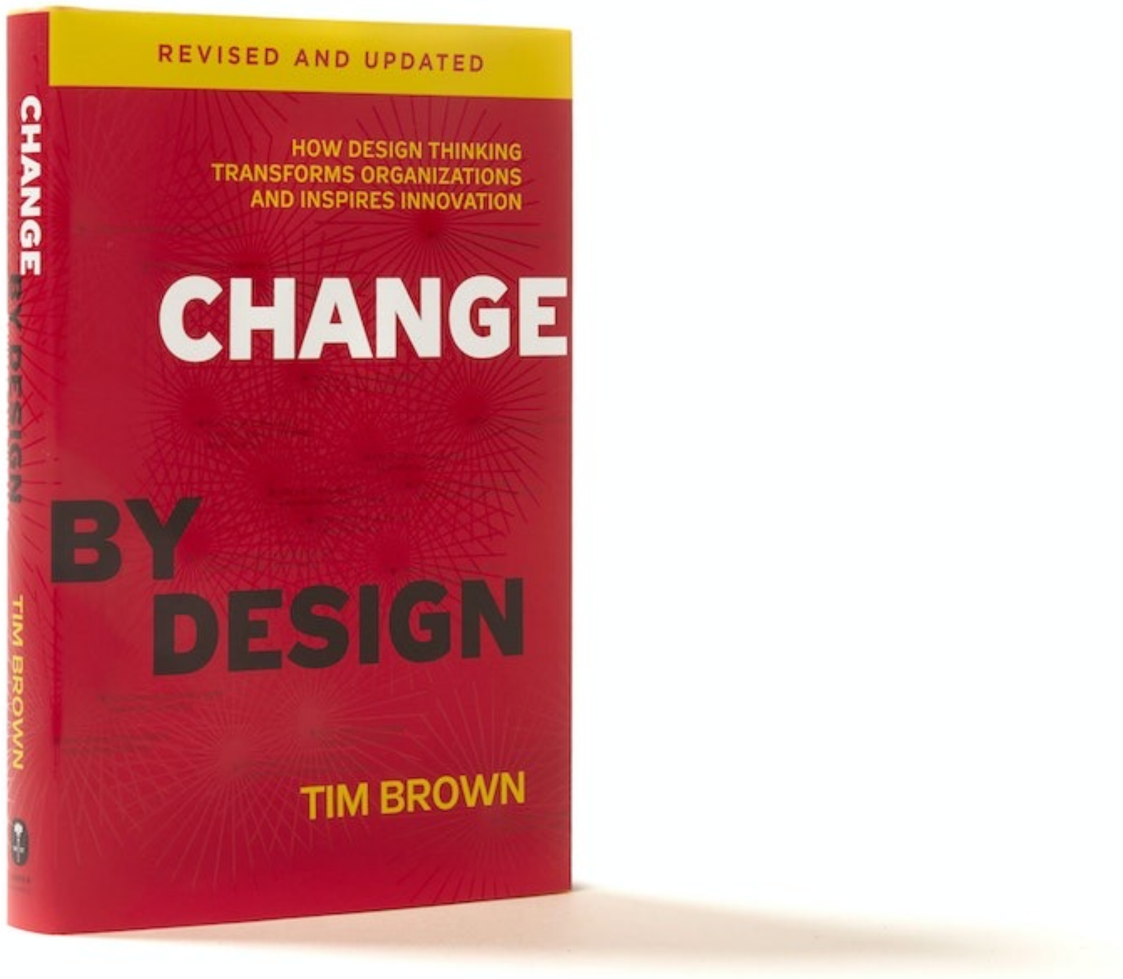
Shopify
What Is Design Thinking? The 5 Phases ...

Scaled Agile Framework
Design Thinking - Scaled Agile Framework

Program Strategy HQ
16/100 - Design Thinking Process ...

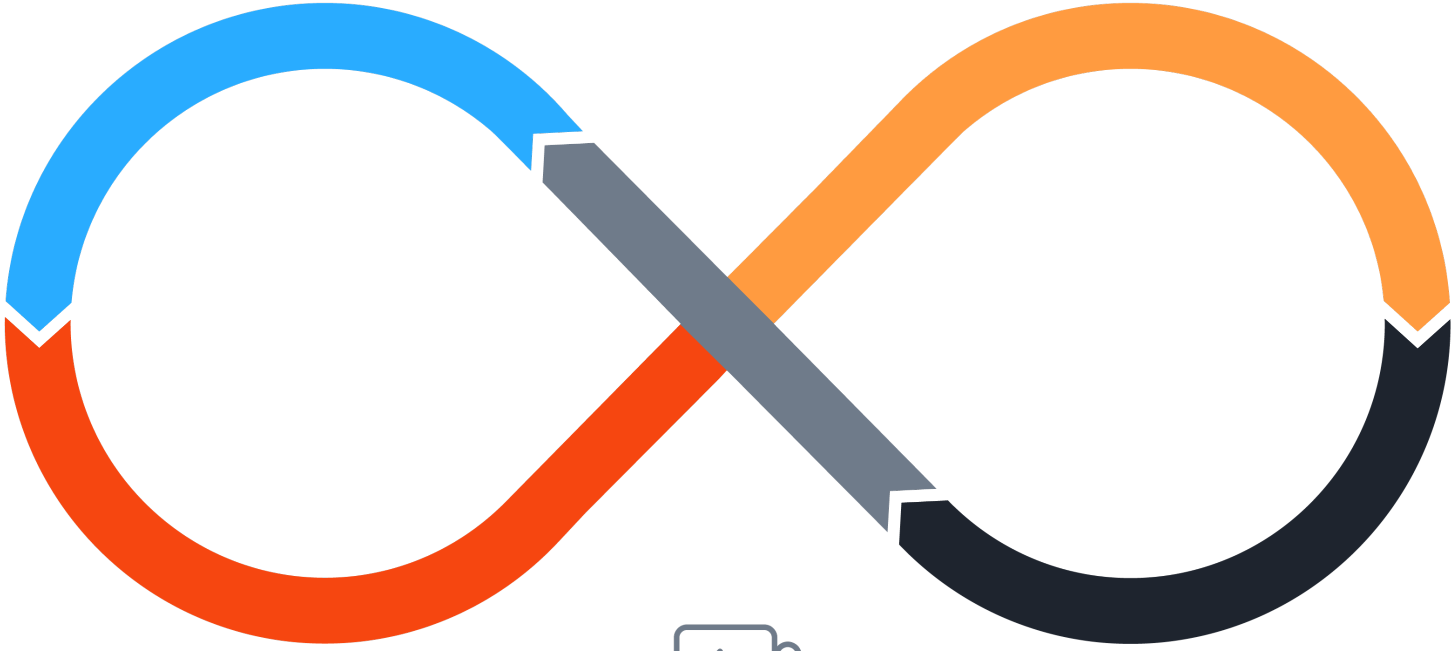
Design thinking is all about learning from doing.

**Tim Brown**


REVISED AND UPDATED
HOW DESIGN THINKING TRANSFORMS ORGANIZATIONS AND INSPIRES INNOVATION
CHANGE
BY
DESIGN
TIM BROWN
CHANGE BY DESIGN
TIM BROWN

DESIGN THINKING
IN PET SNACKS

# DESIGN THINKING



**Empathize**
Understanding people

**Ideate**
Generating your ideas

**Define**
Figuring out the problem

**Test**
Refining the product

**Prototype**
Creation and experimentation

© https://www.maqe.com/

# DESIGN THINKING

## In Pet snacks

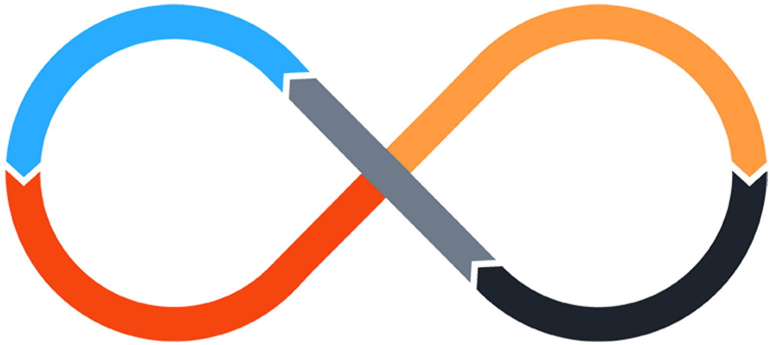
**Prototype**

Creation and experimentation

Smoofl
ALL NATURAL QUALITY
iCE CREAM
MiX
FOR DOGS
SO COOL
VERY BERRY
35 ONLY calories per 100gr
FREE FROM GLUTEN & GRAIN
FOR 8-10 TREATS
ALSO TRY OUR OTHER GOODIES

# DESIGN THINKING

## In Pet snacks

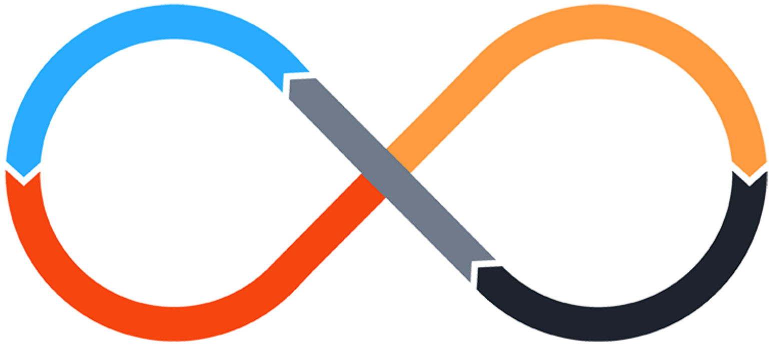


**Empathize**
Understanding people

?

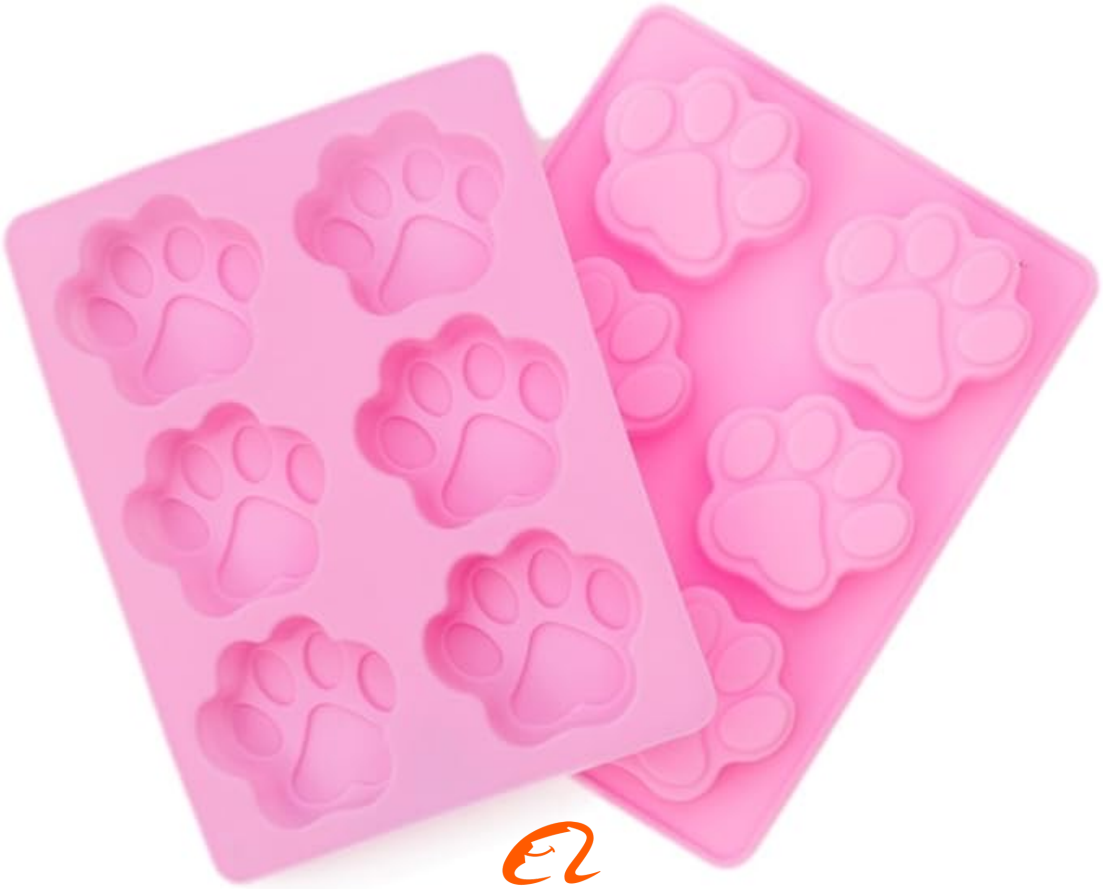
# DESIGN THINKING

## IN PET SNACKS



**Prototype**

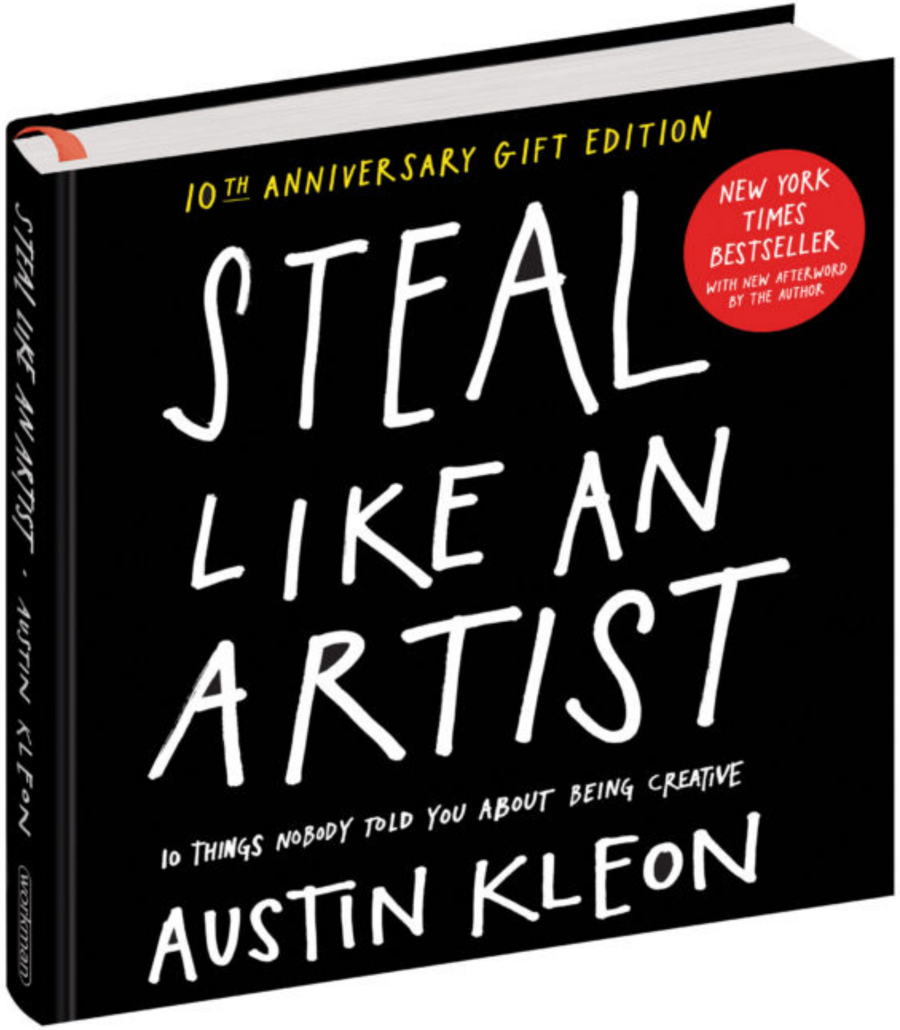
Creation and experimentation



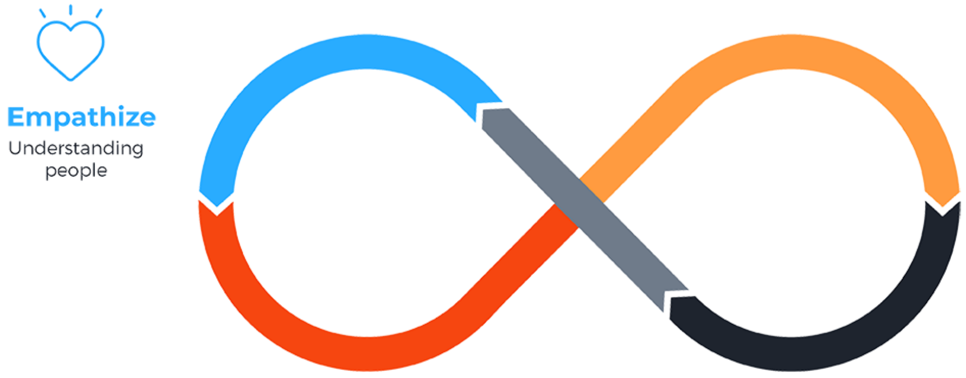
Alibaba

Bad artists copy, good artists steal!

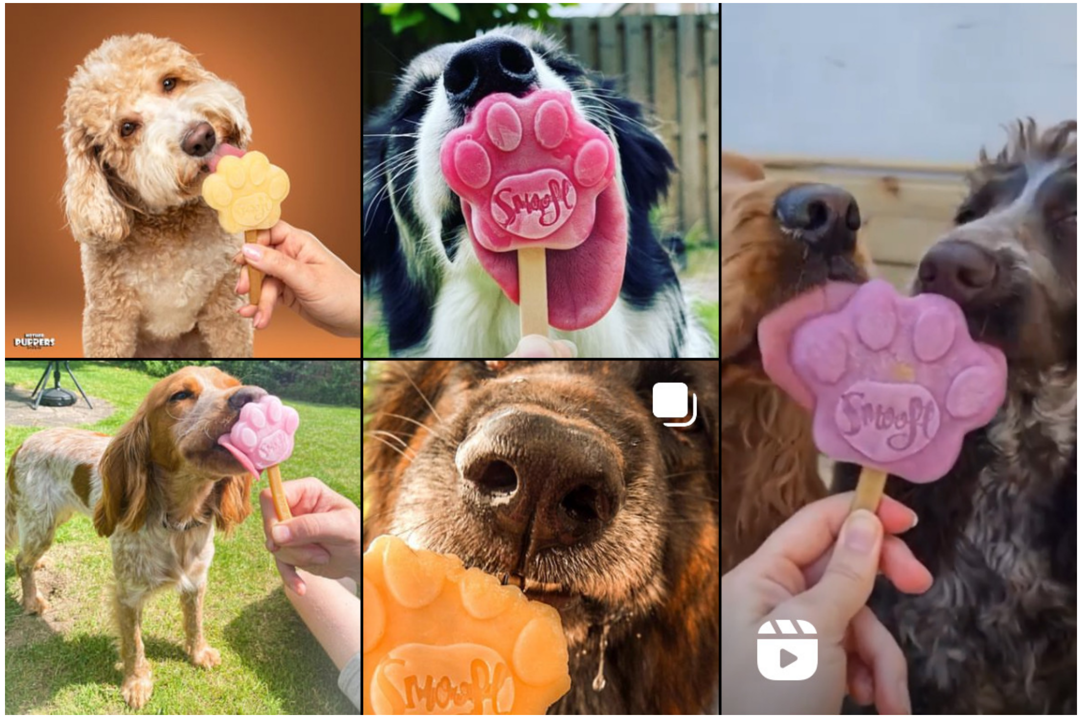
**Pablo Picasso**


10TH ANNIVERSARY GIFT EDITION
NEW YORK TIMES BESTSELLER
WITH NEW AFTERWORD BY THE AUTHOR
STEAL LIKE AN ARTIST
10 THINGS NOBODY TOLD YOU ABOUT BEING CREATIVE
AUSTIN KLEON
STEAL LIKE AN ARTIST · AUSTIN KLEON
workman

# DESIGN THINKING
## IN PET SNACKS

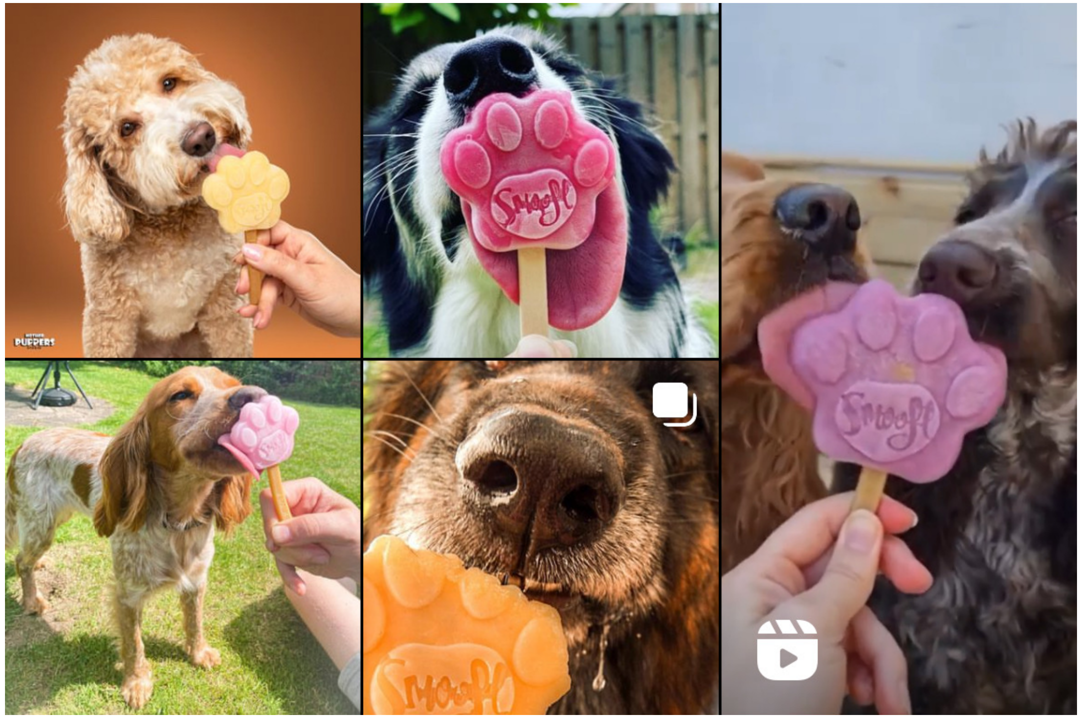


**Empathize**
Understanding
people

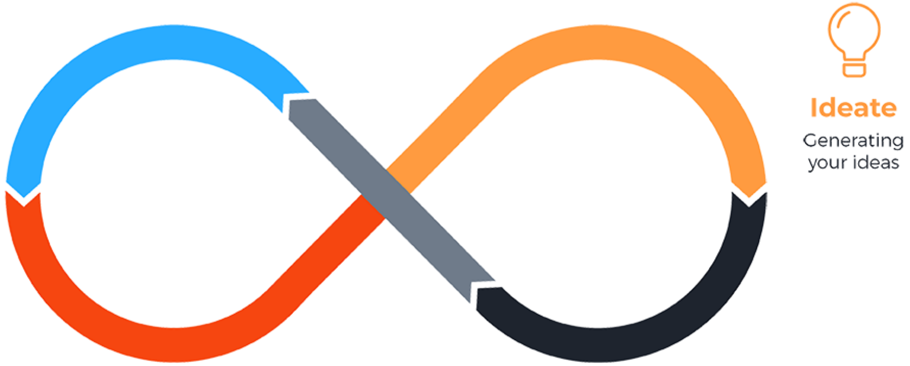


# DESIGN THINKING
## IN PET SNACKS

**Define**
Figuring out
the problem


PUPPERS
Smoofl

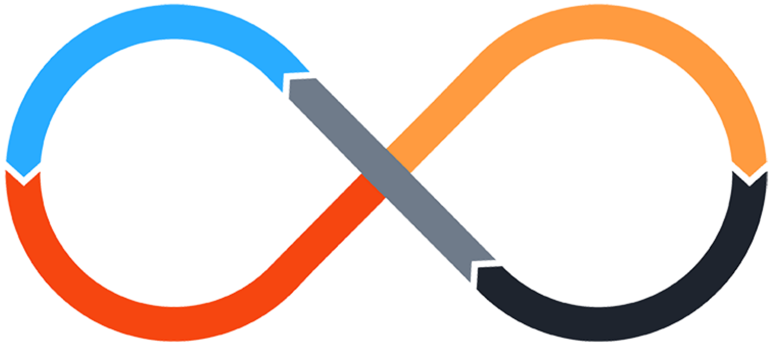
# DESIGN THINKING
## IN PET SNACKS



**Ideate**

Generating
your ideas

# DESIGN THINKING
## IN PET SNACKS

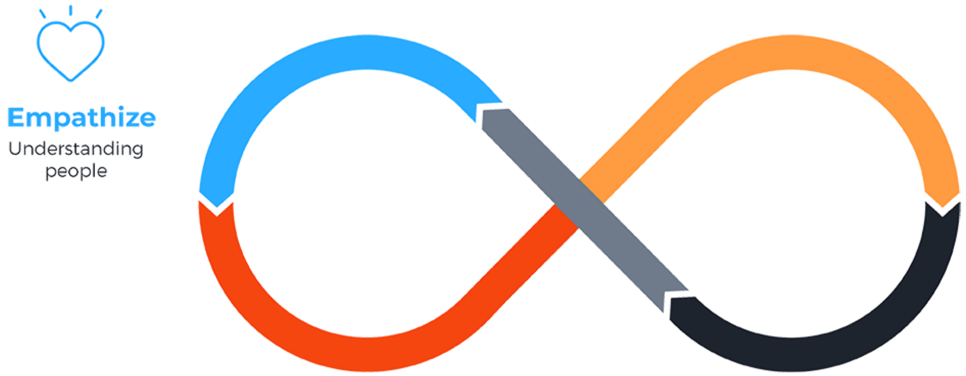


**Ideate**

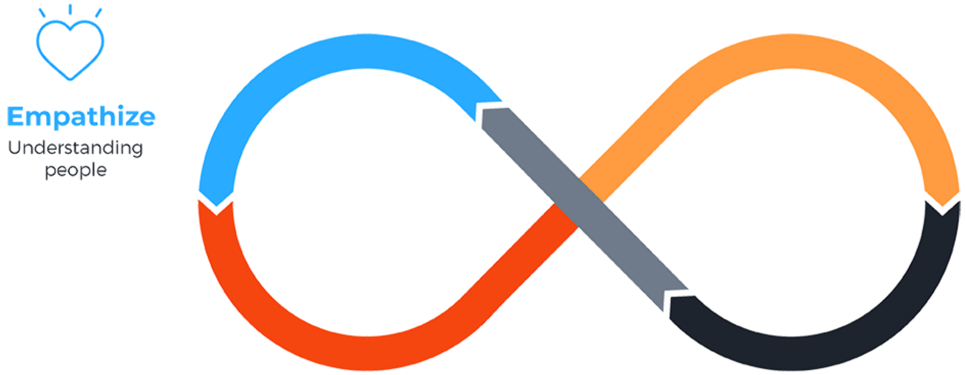
Generating
your ideas

Smoofl
#SMOOFL

# DESIGN THINKING
## IN PET SNACKS



**Empathize**
Understanding
people



**Empathize**
Understanding
people

#SMOOFL
#SMOOFL
#SMOOFL
Smoofl

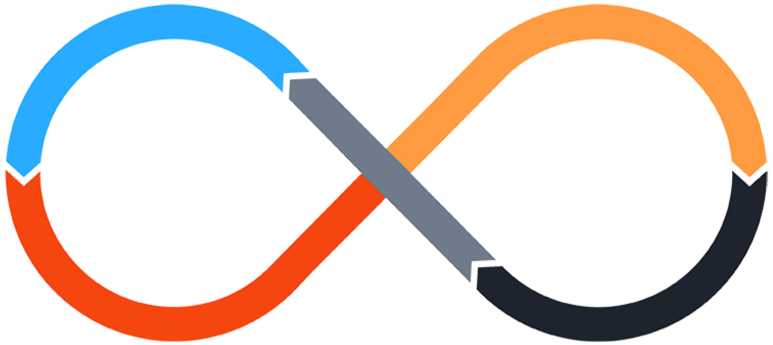
# DESIGN THINKING
## IN PET SNACKS

**Empathize**
Understanding people

**Empathize**
Understanding people

#SMOOFL
#SMOOFL
#SMOOFL

# DESIGN THINKING
## IN PET SNACKS



**Prototype**

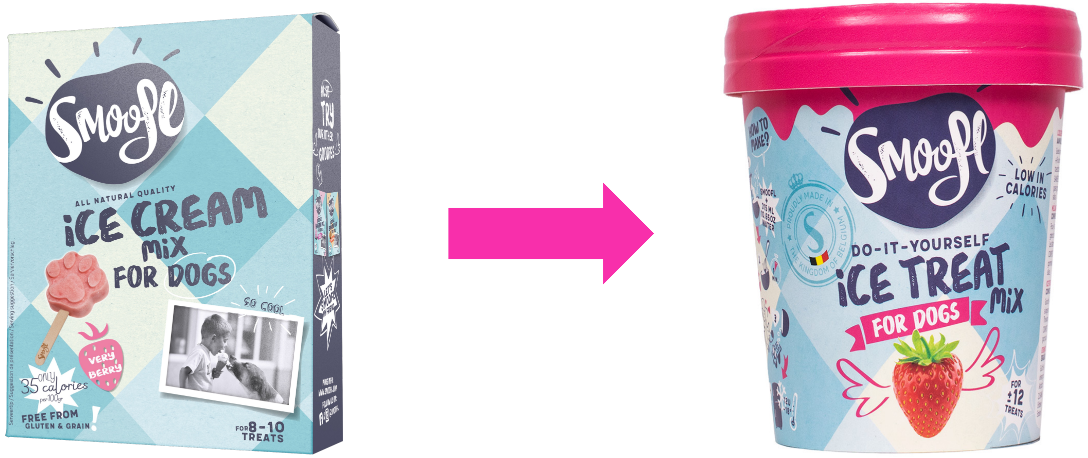
Creation and experimentation

Smoofl
MIX
DOG ICE
Smoofl
DOG ICE

# SCAMPER

# DESIGN THINKING
## IN PET SNACKS

# Substitute
# C
# A
# M
# P
# E
# R


Smoofl
ALL NATURAL QUALITY
ICE CREAM MIX FOR DOGS
only 35 calories
VERY BERRY
FREE FROM GLUTEN & GRAIN
FOR 8-10 TREATS
Smoofl
LOW IN CALORIES
DO-IT-YOURSELF
ICE TREAT MIX
FOR DOGS
FOR ±12 TREATS

# DESIGN THINKING
## IN PET SNACKS

**S**ubstitute
**C**ombine
**A**
**M**
**P**
**E**
**R**

Smoofl
MEDIUM
STARTER KIT
for
DOG ICE
Good for 16 treats
WHAT'S INSIDE?
2 x DOG ICE
INCLUDING SMOOFL MIX & CHEW STICKS
SO-SO STRAW BERRY
& CRAZY PEANUT BUTTER FLAVOUR
1 x ICE MOULD MEDIUM SIZE
SMOOFL FRIENDS Forever

# DESIGN THINKING
## IN PET SNACKS

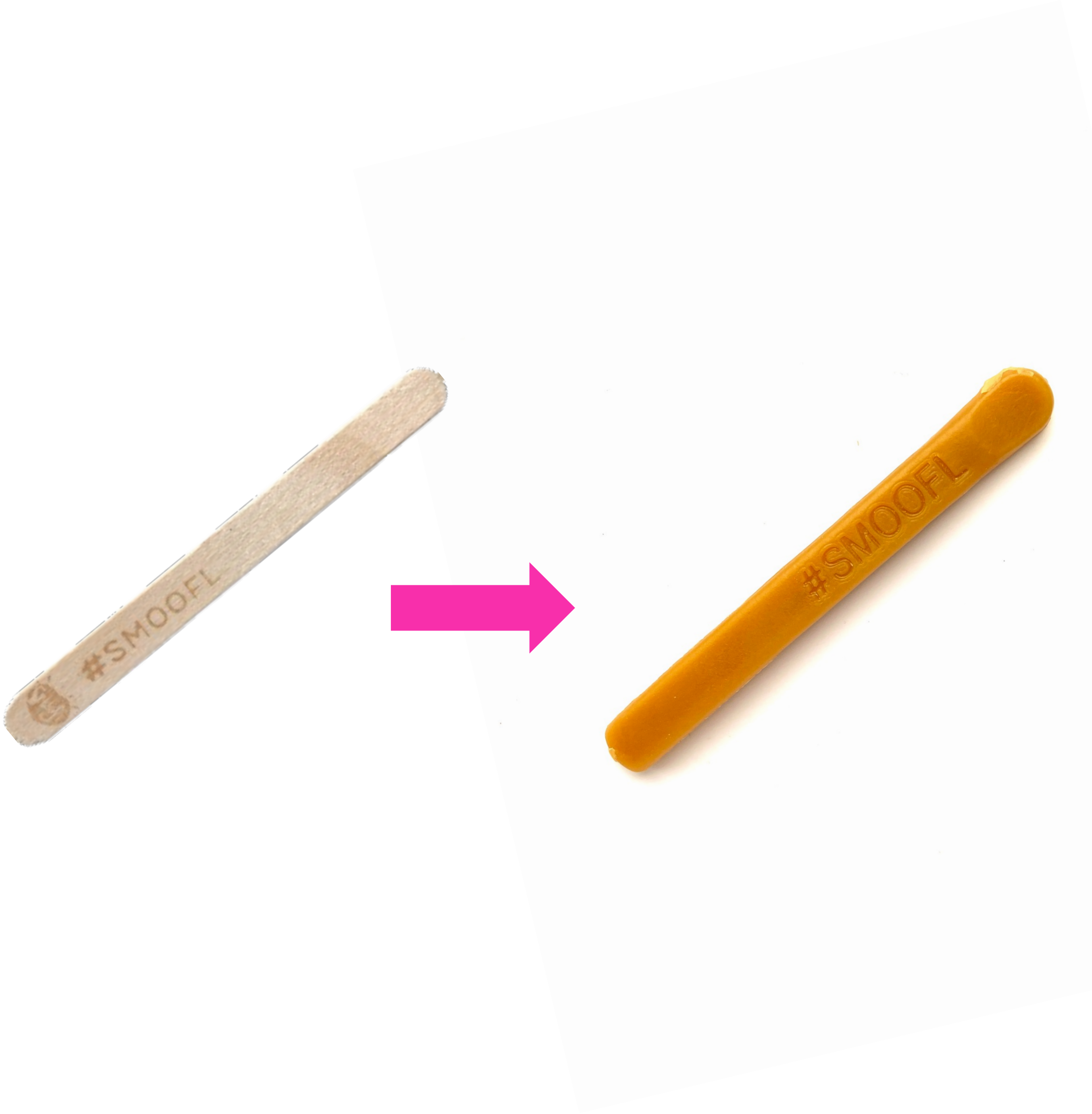
**S**ubstitute
**C**ombine
**A**dapt
**M**
**P**
**E**
**R**

Smoofl
MOULD for DOG ICE
XTRA SMALL
5 ICE POPS
+4 ICE BON BONS
Smoofl
MOULD for DOG ICE
SMALL SIZE
5 FOR TREATS
Smoofl
MOULD for DOG ICE
MEDIUM SIZE
4 FOR TREATS
Smoofl
MOULD for DOG ICE
LARGE SIZE
3 FOR TREATS

SMOOFL.COM

# DESIGN THINKING
## IN PET SNACKS

**S**ubstitute
**C**ombine
**A**dapt
**M**odify
**P**
**E**
**R**


#SMOOFL
#SMOOFL

**S**ubstitute

**C**ombine

**A**dapt

**M**odify

**P**ut to another use

**E**

**R**

# DESIGN THINKING
## IN PET SNACKS

**S**ubstitute
**C**ombine
**A**dapt
**M**odify
**P**ut to another use
**E**liminate
**R**

# DESIGN THINKING

## IN PET SNACKS

**S**ubstitute

**C**ombine

**A**dapt

**M**odify

**P**ut to another use

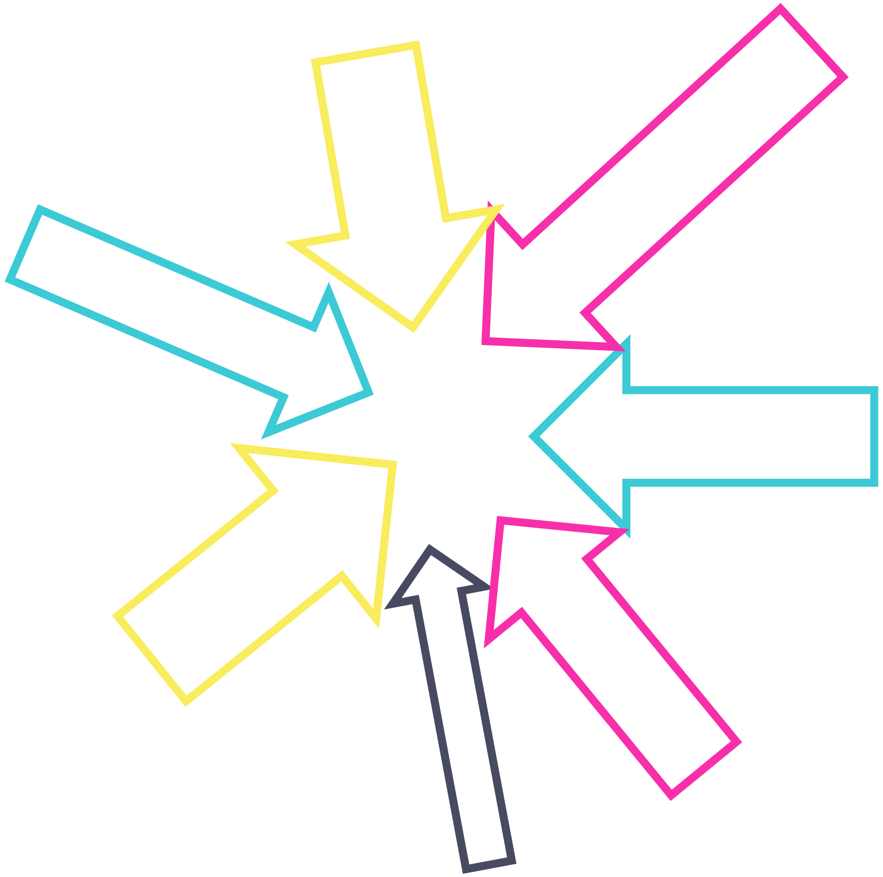
**E**liminate

**R**everse

Smoofl
#SMOOFL

# DESIGN THINKING
## IN PET SNACKS

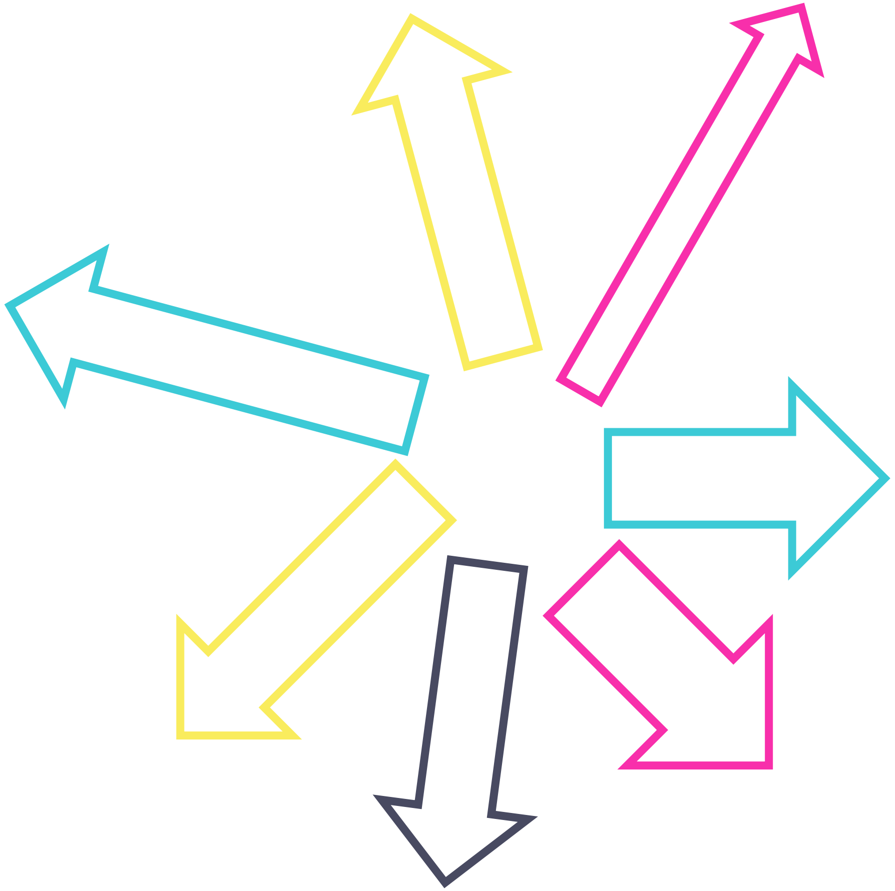
© https://i.ytimg.com//



# INTERNAL

© https://www.maqe.com/

# EXTERNAL

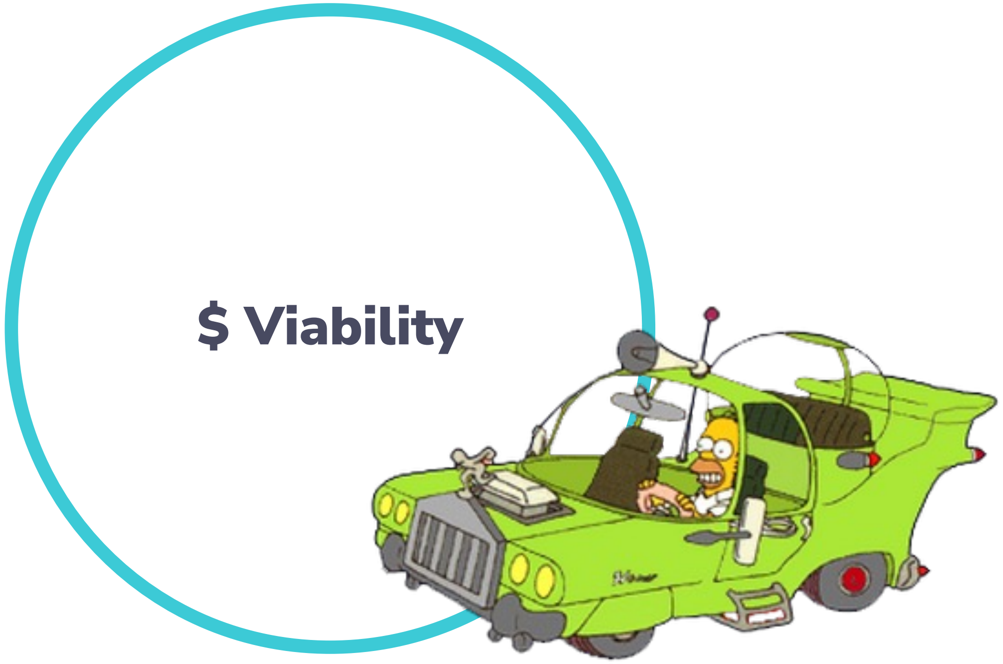


# DESIGN THINKING

## In Pet snacks

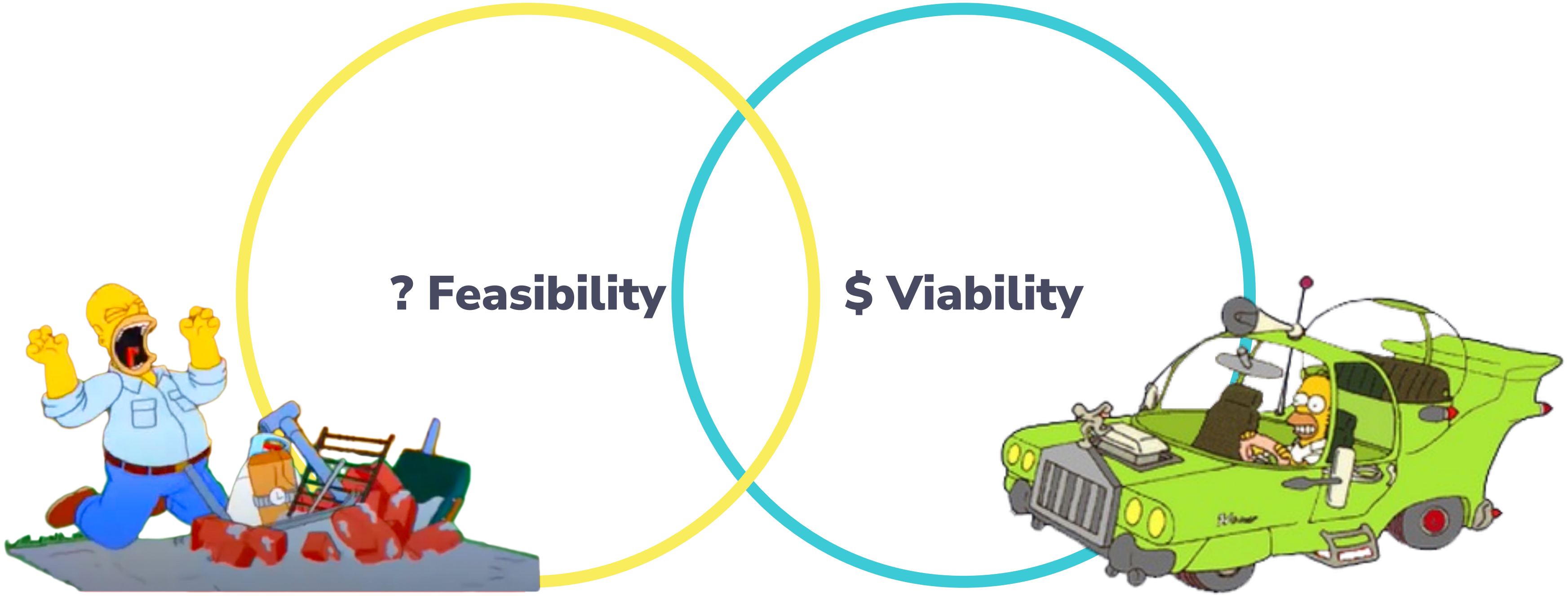
© https://www.mural.co

# DESIGN THINKING
## IN PET SNACKS



$ Viability

© matt groening

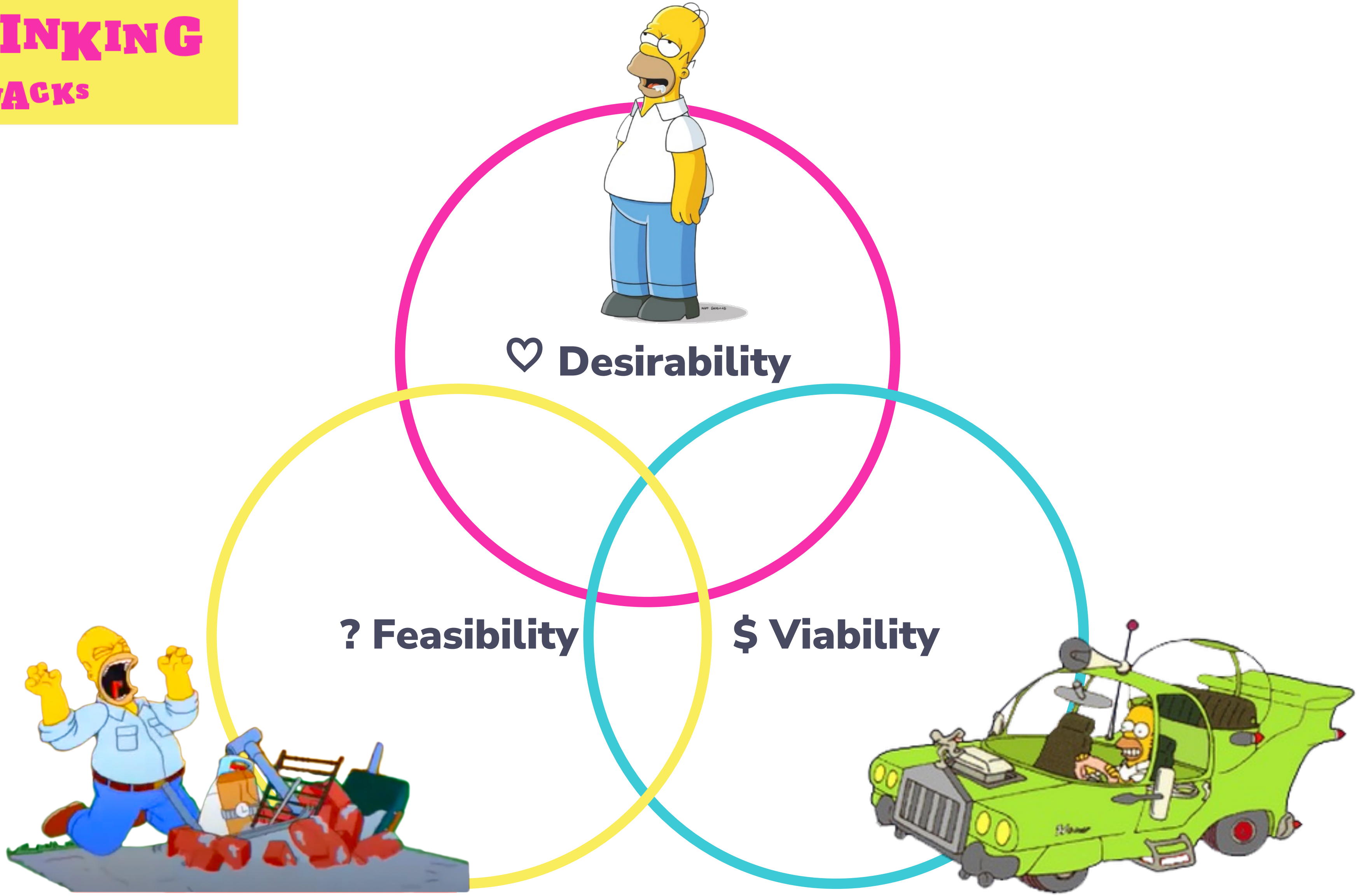


? Feasibility

$ Viability

© matt groening

# DESIGN THINKING
## IN PET SNACKS



♡ Desirability

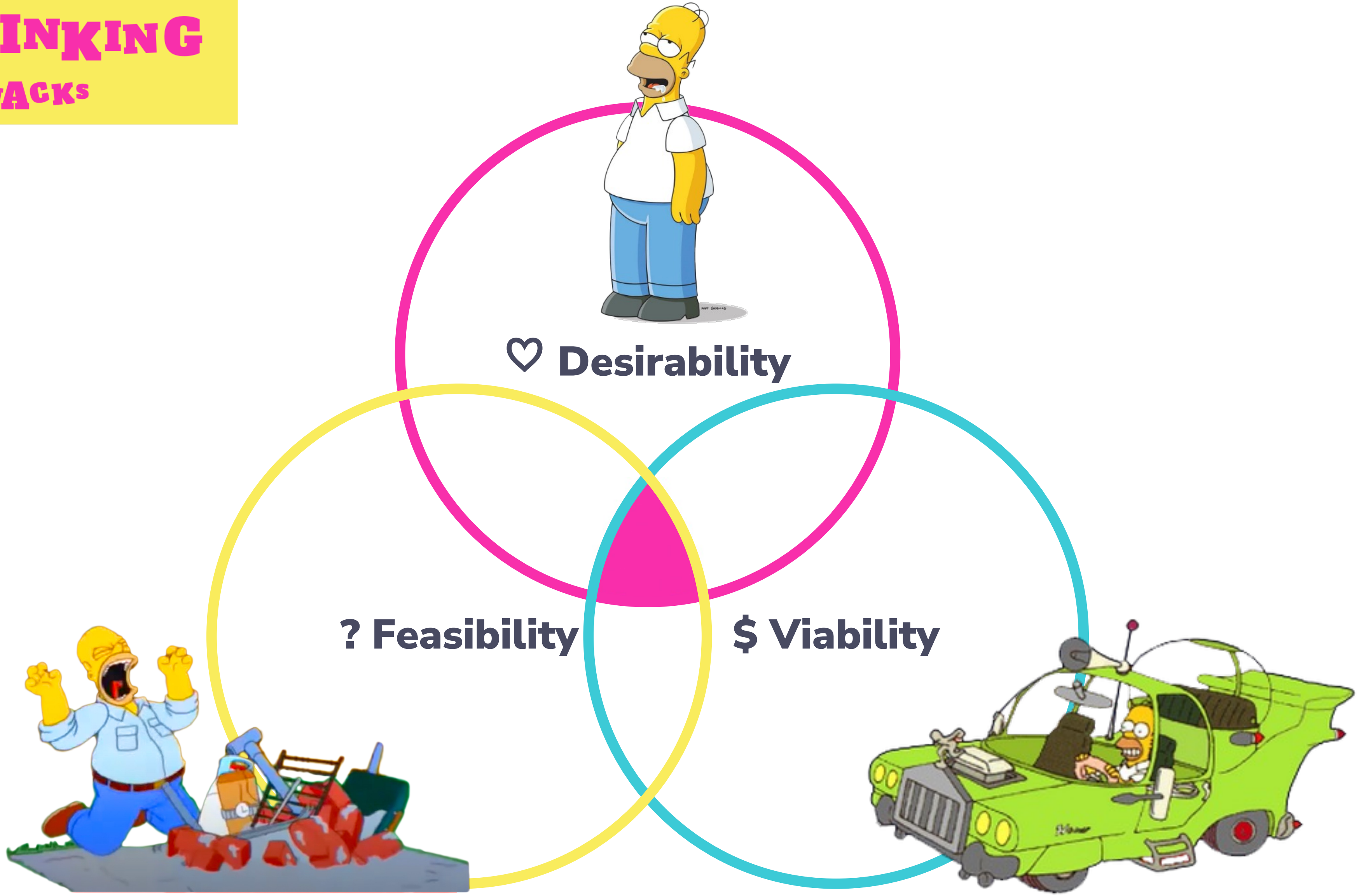
? Feasibility

$ Viability

© matt groening

# DESIGN THINKING

## IN PET SNACKS



♡ Desirability

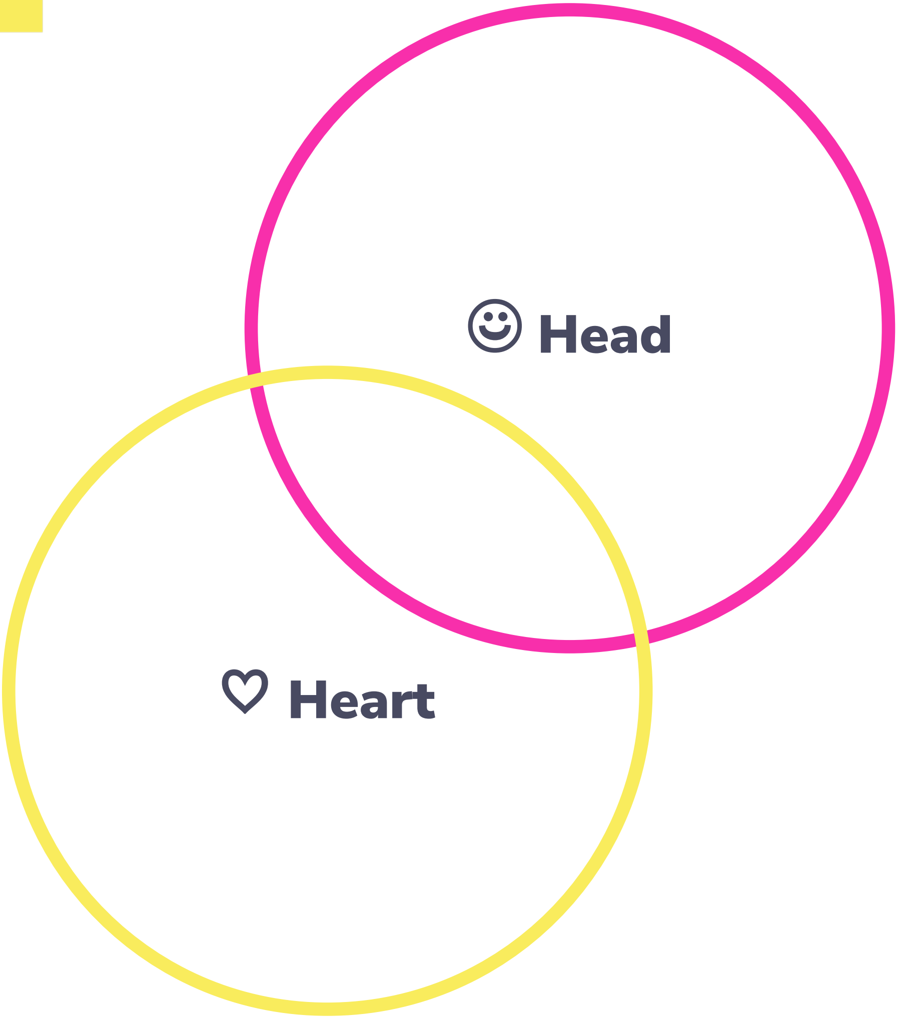
? Feasibility

$ Viability

☺ **Head**

# DESIGN THINKING

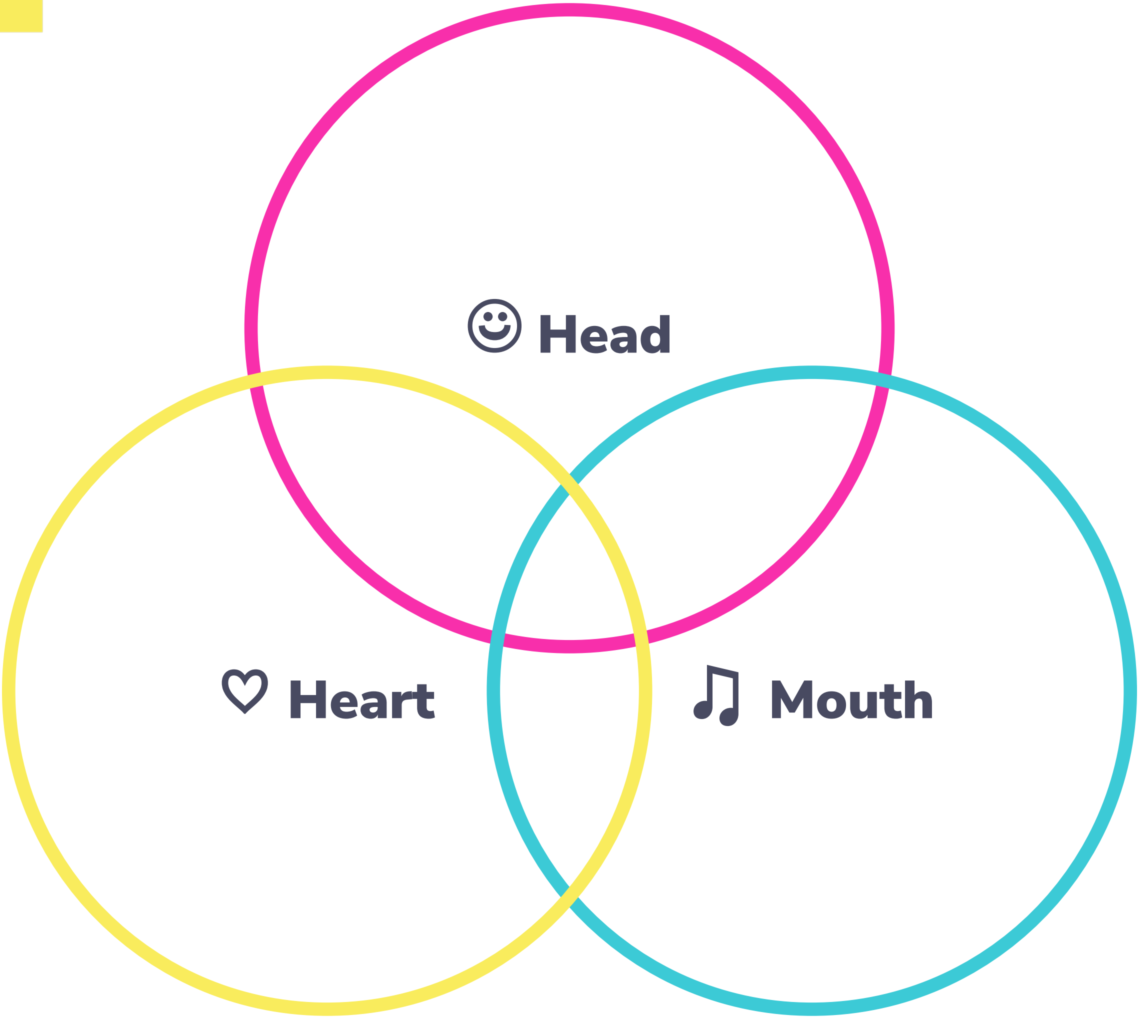
## IN PET SNACKS



☺ **Head**

♡ **Heart**

# DESIGN THINKING
## IN PET SNACKS



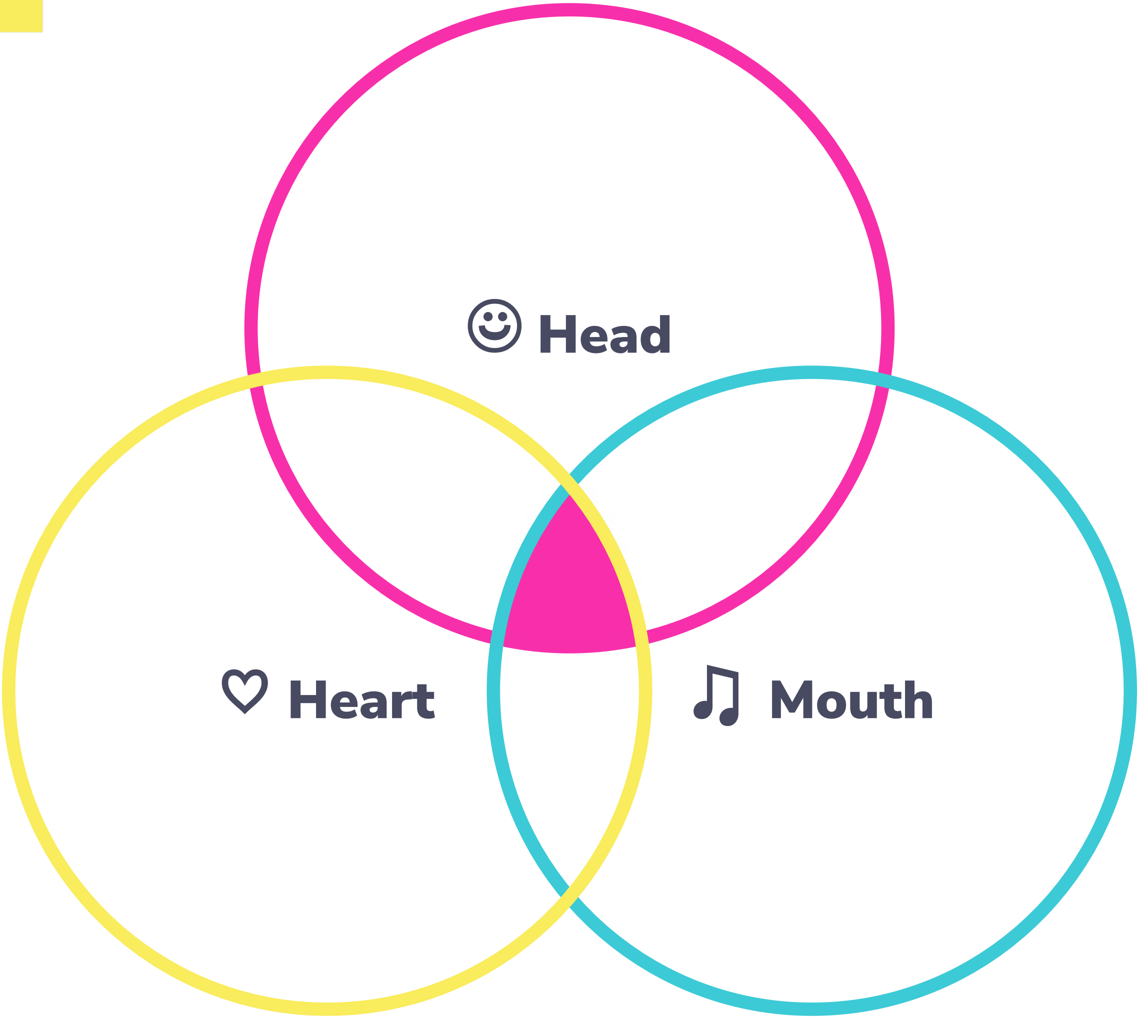
☺ Head

♡ Heart

♫ Mouth

# DESIGN THINKING

## In Pet snacks

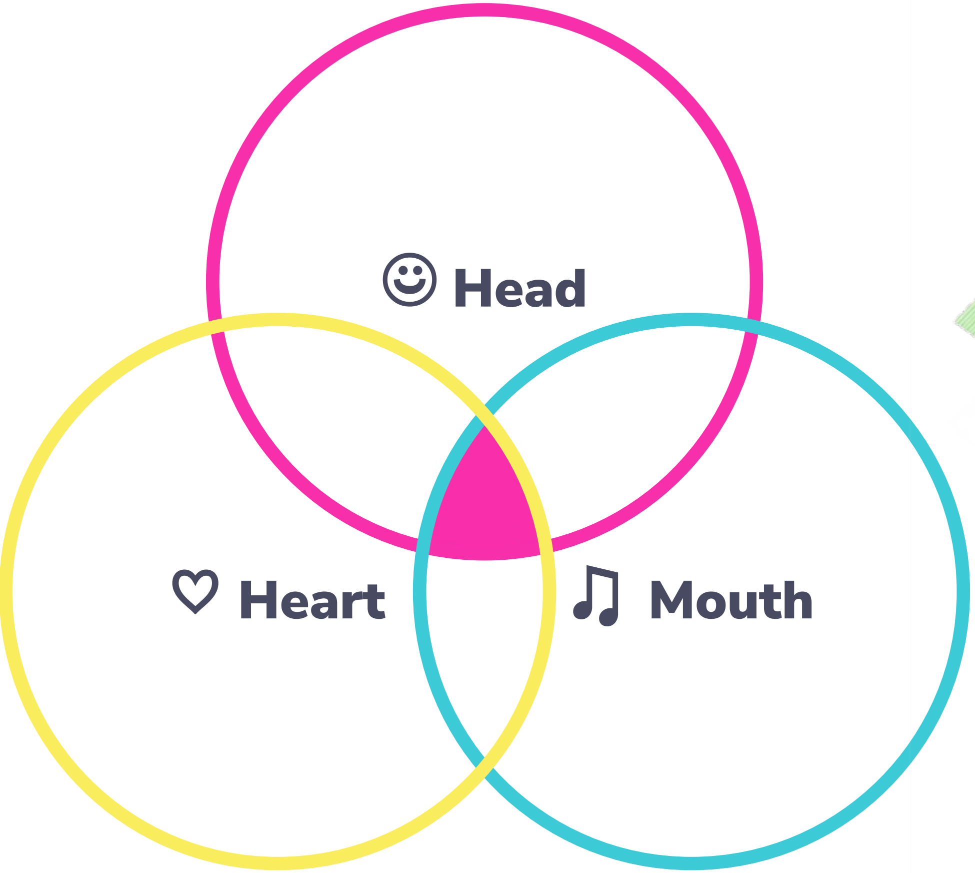


☺ Head

♡ Heart

♫ Mouth

# DESIGN THINKING
## IN PET SNACKS



☺ Head

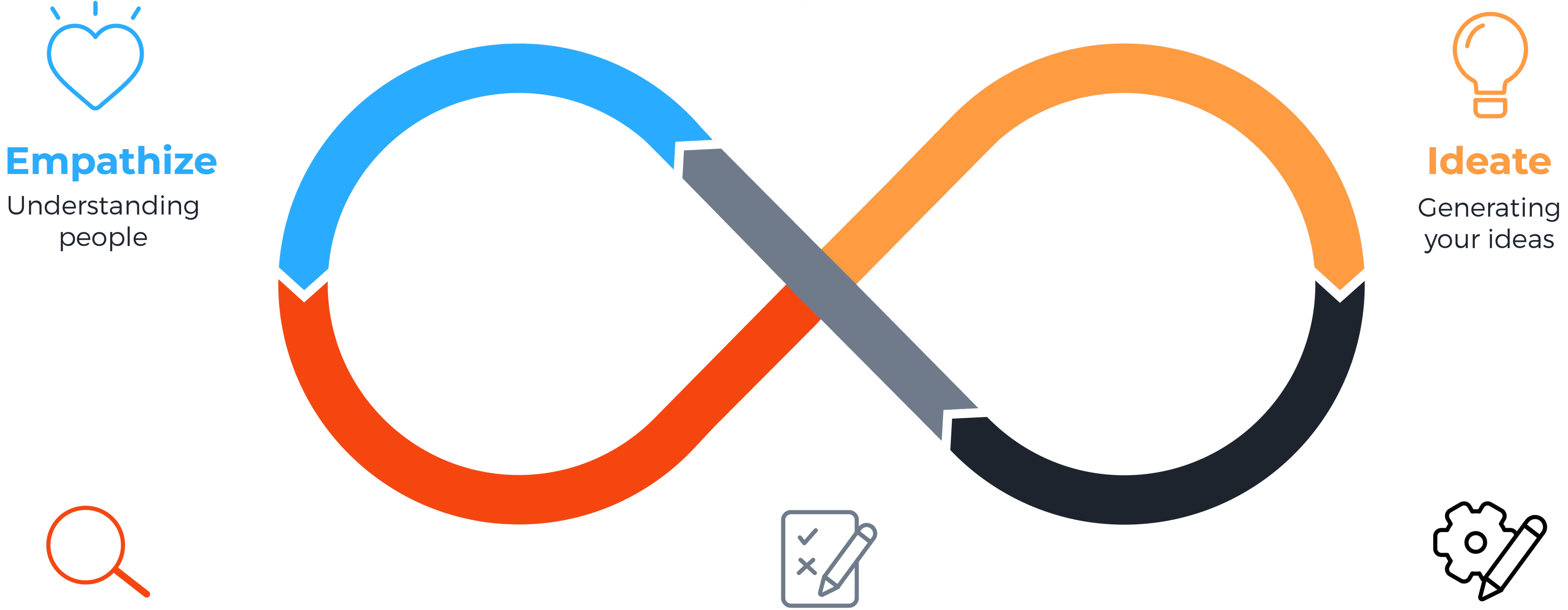
♡ Heart

♫ Mouth

Smoofl
CRUNCHY
DOG POPS
MUSHROOM & ROSEMARY
CRICKET & HONEY
SALMON OIL & ALGAE
HEALTHY SNACK WITH PUFFED BROKEN RICE!

DESIGN THINKING
IN PET SNACKS

# DESIGN THINKING



**Empathize**
Understanding people

**Ideate**
Generating your ideas

**Define**
Figuring out the problem

**Test**
Refining the product

**Prototype**
Creation and experimentation

© https://www.maqe.com/

SMOOFL.COM

**David Molenberghs**

**David@smoofl.com**

© https://www.maqe.com/