A Study on User-Centered Brand Design from the context of Experience Design
Focused on Pet Supplies Industry in China

경험 디자인의 맥락에서 본 사용자 중심의 브랜드 디자인 방법에 관한 연구
중국 반려동물 용품 산업의 사례 연구

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Abstract

The pet supplies industry in China has experienced rapid growth in recent years, leading to intensified market competition. Consequently, brands are in need of a new dimension of experience that focuses on understanding user needs and issues while building brand loyalty and trust. This study proposes a user-centered brand design model consisting of three phases: user needs discovery, issue definition, and scenario development. Employing the MEOWMO brand and the E-MOW value system as a case study, the model combines quantitative and qualitative research methods, including surveys and user experience scenarios, to help brands precisely define user needs and convey brand value. The research identifies a trend where users tend to trust brands that align with their psychological cognition and concepts. Therefore, constructing user experience scenarios aids in recognizing user expectations, goals, and issues, encouraging user participation in co-creation and ultimately enhancing brand loyalty. This model provides brands with a new direction to bolster their impact and user loyalty in the pet supplies industry. It also offers theoretical support for user-centered brand design, aiding brands in survival and value enhancement in a fiercely competitive market.

Keyword

요약

중국의 애완동물 용품 산업은 최근 몇 년 동안 급격한 성장을 경험하면서 시장 경쟁이 더욱 격렬해지고 있습니다. 따라서 브랜드는 사용자의 요구와 문제를 이해하고 브랜드 충성도와 신뢰를 구축하는 새로운 경험 차원이 필요합니다. 본 연구는 사용자 중심의 브랜드 디자인 모델을 제안하며, 사용자 요구 발견, 문제 정의 및 시나리오 개발 세 단계로 구성됩니다. MEOWMO 브랜드와 E-MOW 가치 시스템을 사례 연구로 활용하며 조사와 사용자 경험 시나리오를 결합한 방법론을 통해 브랜드가 사용자 요구를 명확하게 정의하고 브랜드 가치를 전달합니다. 연구 결과 사용자는 자신의 심리적 인식과 개념과 일치하는 브랜드를 신뢰하는 경향이 있음을 확인하였습니다. 따라서 사용자 경험 시나리오를 구축하면 사용자의 기대, 목표 및 문제를 인식하고 사용자 참여를 촉진하여 브랜드 충성도를 높일 수 있습니다. 이 모델은 애완동물 용품 산업에서 브랜드의 영향력과 사용자 충성도를 강화하기 위한 새로운 방향을 제시하며 치열한 시장에서 브랜드의 생존과 가치 향상을 위한 이론적 지원을 제공합니다.

Contents

1. Introduction

Pet product brands are facing pressure, in some large communities in China, pet stores and pet service centers have increased significantly and became more specialized. The pet market did not experience any negative consequence due to COVID-19, instead, the sales augmented.[1)]

In China, unpredictable urban lockdown measures also require consumers to make material reserves in advance, and the pet market is no exception. The growth rate of pet market increased during lockdown, due to the availability of pet products on online platforms and doorstep delivery. Since 2020, the global economic pressure has also led to increasing competition in China's pet products market, and the public has continued to tighten consumption, resulting in fierce competition for products other than daily necessities. In order to survive in the fierce market competition, many pet product brands can only adopt some irrational methods, such as continuous price reduction, and continuous increase in product discounts and product services. Moreover, the need for protecting animals from viruses is expected to increase product demand and contributing toward the market growth. For example, in response to possible lockdown measures, users will stock up on cat litter, cat food, and some pet toys and electronic products. In order to keep pets healthy, they will buy sterilization items and pet vitamins and nutrients to enhance pets resistance. Furthermore favorable initiatives undertaken by the governing authorities for the promotion of health awareness and increasing expenditure are projected to propel the demand for pets over the post-pandemic period. With the covid-19, in many places, in order to avoid large-scale crowd movement, multi-person gatherings are being restricted. Many young people working in other places, in order to advocate the government's call, choose to stay in the city where they work, even during the annual Chinese New Year. Living alone for a long time and unable to meet relatives, these young people who work in other places lack company, it has further highlighted people for the demand for pets, pet product brands are facing pressure. The prosperity of the online market has enabled users to access more products, and the needs of users have become more and more diversified. Brands should use user-centered means to dig deep into the real needs of users and use a more friendly

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1) Sansa N A, "The Impact of the COVID-19 on the Financial Markets: Evidence from China and USA", Electronic Research Journal of Social Sciences and Humanities, 2020, p.2.

experience to solve user problems. Pain points, abandon the functions that users do not need, and highlight the user value of the product. This study aims to propose a user-centered brand design path to help designers discover user needs, define user pain points, provide a new direction for brands to communicate with users, and allow users to participate in the design of brand products. Gain an advantage in the fierce market competition and provide theoretical support for user-centered brand design practice.

2. Defining the Problem of Pet Supplies Industry in China

2-1. The Rapid Growth of the Pet Supplies Industry

At present, China's pet industry has entered a stable and mature period of orderly growth. In 2020, the market size will approach 300 billion yuan. There are many young people who are alone now, and most of them need the company of pets.Driven by policy, economic, social and technical factors, as well as more potential pet owners and emotional consumption brought about by the epidemic, the pet industry will continue to maintain a steady growth in the next three years, with a compound growth rate of 14.2%.[2] Compared with 2018, the market size will increase by 14.5% in 2020.[3] The pet market is expanding year by year, and pet food and pet snacks occupy a large market share. The category of pet food is the largest segment of the pet industry. With the improvement of people's awareness of feeding commodity food,

the market demand for pet food will be further released, this also means that products around pet feeding behavior will also usher in greater growth. There are many sub categories of pet products, among which the turnover of intelligent devices is growing rapidly, and the form of pet service is increasingly rich. With the upgrading of residents' consumption and the transformation of pet breeding concept and pet role, the pet service industry will grow steadily. The continuous increase of smart products can optimize the user experience of products and meet the emotional needs of users to a greater extent.

2-2. Addressing Urban Loneliness

The pet supplies industry is increasingly focusing on the emotional needs of users, as more people view pets as family members or emotional companions.[4] Loneliness is a pervasive problem for many young adults.[5]Data from China's National Bureau of Statistics shows a growing trend of young people living alone in cities, with projections indicating that the number of people living alone may reach 150-200 million by 2030. Pets, especially cats, have become sources of comfort and companionship for individuals living alone, particularly among young professionals working long hours.[6] To address the emotional needs of users and the challenges of pet care during busy work schedules, smart pet products have gained popularity, ensuring pets' basic daily needs are met. However, the market has seen a proliferation of pet products, leading to

2) He J, Zhang P. "Evaluating the coordination of Industrial-Economic development based on anthropogenic carbon emissions in Henan Province, China", International Journal of Environmental Research and Public Health, 2018, p15.

3) Lin Mengman, Yang Yuxiang, Meng Limin, "An analysis of the development trend of pet-related research in my country based on bibliometrics", Journal of China Agricultural University, 2020, p.2.

4) Archer J, "Why do people love their pets?", Evolution and Human behavior, 1997, pp.237–259.

5) Hecht D T, Baum S K, "Loneliness and attachment patterns in young adults", Journal of Clinical Psychology, 1984, pp.193–197.

6) Qin J J, Yao W, Zuo J Q, et al, "Assessment on the electrical conductivity of additive fillers into carbon fiber-cement based composites", Key Engineering Materials. Trans Tech Publications Ltd, 2012, pp.185–188.

variations in user experience and product quality. For instance, in the case of FMCG cat litter, the market has become chaotic, with price wars and aggressive product promotion tactics. In summary, the pet supplies industry is adapting to meet the emotional needs of users, especially those living alone in urban areas, and smart pet products are emerging to address pet care challenges. However, the market is also facing challenges related to product quality and competition.[7]

2-3. The Chaos of Pet Supplies Market

In terms of the current development of China's pet market, although domestic brands have shown a trend of accumulation in recent years, high-end brands in the market are still dominated by foreign brands in pet products. China's pet products enterprises have low entry threshold and small scale, so they lack scale effect. Under the premise that large-scale production cannot be carried out to reduce production costs, small enterprises generally sell their products at a higher price, or sell inferior products at lower prices. Small enterprises are too loose and inefficient in internal management, lack capital investment and technological innovation in technology research and development, and lack the competitiveness of similar products with large transnational enterprises. In a perfectly competitive market, a large number of small enterprises in China have exposed another problem, which is the lack of market norms. The National Consumer Association accepted 6617 complaints about pet product, up nearly 90% year on year.[8]

Therefore, in order to survive and develop, they are willing to try the law by themselves and repeatedly violate the law and moral bottom line. There are a lot of weaknesses and confusion of pet product brand, but they are also trying to find some solutions that work for them.

2-4. Present Situation of Pet Supplies Company

China's pet industry, driven by flashy concepts and intense competition, has witnessed price reductions. Foreign brands like Mars Pet have reshaped the market with their focus on quality and science-backed nutrition. Initially, pets were considered utilitarian, fed leftovers, and not a priority. However, Mars successfully introduced brands like Baolu and Weijia, promoting a "scientific and healthy pet feeding concept." Mars' multi-brand strategy, enhancing market competitiveness, expanding market share, and catering to diverse consumer needs, aligns with modern consumer desires for diversification, personalization, and differentiation. Mars Pet's innovative approach has transformed China's pet food market, meeting evolving consumer demands and preferences.

3. Literature Research of Experience Design

3-1. The core of Experience Design

In 1995, Donald, a famous cognitive psychologist and designer. Norman took the lead in proposing the "user experience" at the CHI conference.[9]User experience, as defined in the ISO9241-210 standard, encompasses the cognitive impressions and responses of individuals to the products, systems, or services they use or anticipate using. It includes their psychological feelings before, during, and after usage, as well

7) Liu X, Rong Q, Chen L, "Analysis on the Development Trend of China's Pet Animal Economy", 2022 7th International Conference on Social Sciences and Economic Development (ICSSED 2022), 2022: pp.1575-1578.

8) Arneson R, "Exploitation, domination, competitive markets, and unfair division", The Southern Journal of Philosophy, 2016, p.54.

9)Blumberg M S, Wasserman E A, Animal mind and the argument from design , American Psychologist, 1995, p.133.

as cognitive impressions, preferences, and physiological reactions. Essentially, user experience encompasses users' subjective feelings and reactions during product interaction.[10] User experience design has shifted the design paradigm from being product-centric to user-centric. This approach prioritizes creating designs that are people-oriented, aiming to provide users with enhanced experiences when utilizing products, systems, or services, ultimately encouraging increased user engagement and consumption.[11]

3-2. The General Methodology of Problem Solving in Experience Design

The Double Diamond model, introduced by the British Design Association in 2005, is a valuable framework for problem-solving in product development. It emphasizes the importance of divergent and convergent thinking to arrive at effective solutions. The model breaks down the design process into four stages: problem discovery, problem definition, solution ideation, and solution delivery.

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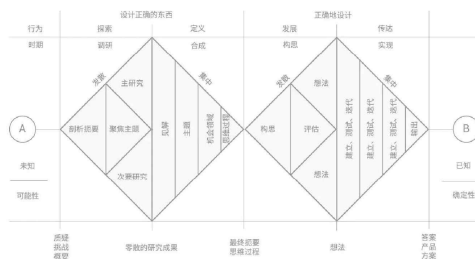
[Fig 1] Double diamond model

Problem Discovery: This stage involves in-depth research to identify existing issues, understand user needs, and analyze market products and

pain points. Problem Definition: Here, the focus is on pinpointing the core problem based on research findings, deepening understanding of user needs, and prioritizing issues that require solutions. Solution Ideation: In this phase, solutions are generated, drawing inspiration from user needs and product pain points. Designs are analyzed, and feasible solutions are developed, validated through testing and market reactions. Solution Delivery: This stage ensures the implementation of the chosen solutions and aligns with the "doing thing right" aspect of the model. This structured approach offers a comprehensive way to tackle design problems and encourages adaptability to different scenarios.[12]

The Double Diamond model offers a structured approach to problem-solving in design, emphasizing divergent and convergent thinking, and promoting adaptability to address various design challenges.

3-3. The Trends of Experience Design

User Experience Design (UXD) in China has its roots in interaction design, which remains the most profound and dynamic area of UXD research. It acts as a vital indicator of industry changes and developments in the field. Over time, interaction design has evolved from indirect interactions via mouse, keyboard, and screen on the Internet to direct interactions using fingers and touchscreen devices for the mobile Internet. Additionally, it has expanded into natural interactions for the Internet of Things, including voice and sensory input. Interaction design serves as the cornerstone of UXD development in China, evolving from traditional interfaces to mobile and IoT interactions, with continued potential for growth and innovation.

3-3-1. Individualized user experience design

10) Baus J, Krüger A, Wahlster W, "A resource – adaptive mobile navigation system", Proceedings of the 7th international conference on Intelligent user interfaces, 2002, pp.15–22.

11) Blumberg M S, Wasserman EA, Op. cit., p.133.

12) Cross N, "Engineering design methods: strategies for product design", John Wiley & Sons, 2021. p.214.

Personalized user experience is a customized consumer experience by service providers based on user preferences, behaviors and historical records. Individualized user experience is a higher level experience than personalization, and it is an exclusive consumption experience that is actively driven, preset, participated and planned by users. It reflects the characteristics that users provide parameters, participate in selection and design by themselves. [13]Enterprises should be more careful to polish this user experience trend. They should not only optimize the satisfaction of personalized user experience, but also pay attention to the experience experience that allows users to choose independently and participate actively. More importantly, they need to change and support technology, platform, channel and mechanism in all aspects.

3-3-2. Intelligent user experience design

Intelligent user experience design has become the theme of the International Experience Design Conference for three consecutive years, fully reflecting the industry's popularity. Through machine learning, big data and other technologies, it can achieve automatic analysis of popularity, word of mouth, problem classification, opinion discovery and other aspects. User preference analysis and popular trend analysis are more accurate, comprehensive and fast; Intelligent technology can enhance design tools or platforms, help deal with repetitive labor and patterning problems, provide more scientific quantitative research methods, and make the whole design ecology more efficient; Intelligent technology can innovate interaction methods. The combination of Internet of Things and intelligent technology will enable voice interaction, action recognition and other natural interaction means to provide users with more natural and convenient use experience, cognitive experience, behavioral experience, emotional experience and interactive experience.
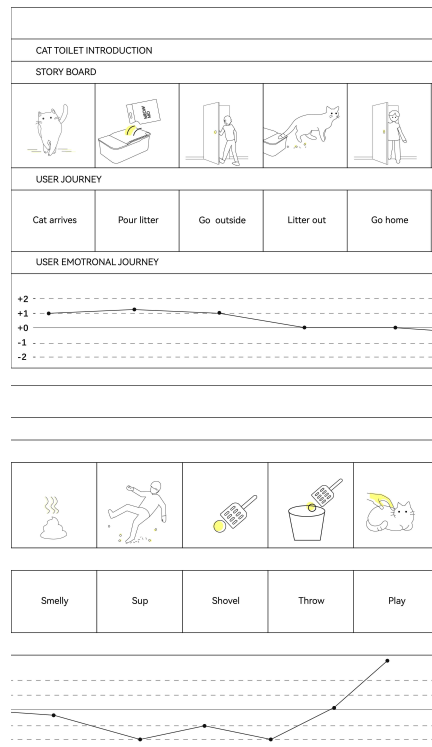
[Fig 2] User journey map of cat toilet

3-3-3. Integrated user experience design

The integration of online and offline, full cycle integration, expands the boundary of user experience design, builds value ecology from multiple dimensions such as strategy, organization, product, service, marketing and brand, and establishes a design culture brand culture and enterprise culture centered on user experience.[14]

4. Factors Influencing User-Centered

13)Peng Y H, "Integrated rough VIKOR for customer
  -involved design concept evaluation combining with
  customers' preferences and designers' perceptions",
  Advanced Engineering Informatics, 2020, p.46.

14) Bolton R N, Gustafsson A, McColl-Kennedy J, et
  al, "Small details that make big differences: A
  radical approach to consumption experience as a
  firm's differentiating strategy", Journal of Service
  Management, 2014. p.210.

Brand Design

### 4-1. Consumers Empathy and Observation

In the realm of user-centered brand design, the first and pivotal step involves user research or "need finding," which plays a significant role in shaping the brand's identity. This approach prioritizes early user engagement and understanding their specific usage scenarios, ensuring that the brand's offerings align with user preferences and needs. A valuable research method for comprehending pet product users is user journey mapping, an integral part of brand development. This method captures various user experiences, feelings, motivations, and needs across multiple touchpoints or interactions, ultimately contributing to a brand's ability to resonate with its target audience on a personal level.

User journey mapping is particularly effective in observing user interactions and emotions in the context of pet toilet usage, which can directly impact how the brand is perceived. By analyzing literature, conducting user interviews, and gathering market research data, a user journey map for cat toilet design is created. This map tracks user experiences from initial contact with the cat toilet to its complete use, documenting psychological feelings, encountered problems, interactions, and communication methods at each stage. Through this map, potential issues and solutions are identified, which can influence the brand's reputation.

For instance, the user journey map reveals how users' emotions fluctuate during the cat toilet experience, and these emotions are closely tied to their perception of the brand. Users may become slightly unhappy when cleaning scattered cat litter, but their mood worsens when the smell of cat litter fills their homes due to a suboptimal product. The lowest point in their journey occurs when they slip on cat litter, resulting in significant frustration and a potential negative association with the brand. However, their mood improves during the cleaning process around the cat toilet and when they begin to play with their cat after cleaning, highlighting the opportunity for the brand to leave a positive lasting impression.

User-centered brand design integrates user experiences with brand building, ensuring that the brand's offerings align with user preferences and needs throughout the customer journey, ultimately influencing the brand's reputation and success.
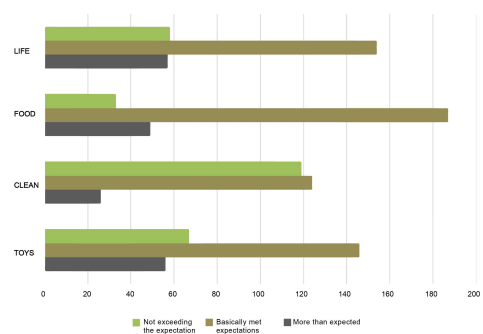
[Fig 3] User usage of products

4-2. Problem Define & Scenario Development

Comprehensive analysis of qualitative and quantitative research are generally used in the stage of defining requirements, including questionnaire surveys and interviews around cat products users. The purpose is to dig deep into the pain points of cat product users, obtain data for user demand maps, build user usage scenarios, and derive design opportunities.

[Table 1] General Information of Subjects

Category	Survey Content	Set the Reason
background	gender, age, income, health, number of cats, Status.	Understand the basic information of the respondents, as an important basis for follow-up questionnaire analysis.
objectivity	The type and model, scenario of the products.	Understand the usage scenarios&methods of the people who use cat products, Explore product use problems&pain-points, get the relevant product design opportunities.
subjectivity	achieve the desired effect, Problems-encountered, share space with cats	Understand the needs of cat products, Understand the pet's needs

The questionnaire is meticulously designed and includes 5 background questions gathering basic user information such as gender, age, income, and health status. It comprises 8 objective questions aimed at understanding cat product usage scenarios and 4 subjective questions to identify user and pet cat problems and pain points while exploring potential demands. These questionnaires are distributed and collected in paper form, primarily targeting users who have experience with pet-related products. Distribution occurs at local small and medium-sized pet cat markets and pet hospitals, ensuring an efficient and convenient response process. In total, 278 questionnaires were collected, with 269 considered valid. When analyzing the subjective responses, several key pain points emerged: Insufficient User Feeding Knowledge: Users often lack professional pet feeding knowledge, leading to knowledge gaps and potential mistakes in cat nutrition and diet. Insufficient Time to Accompany Pets: Many users have limited time for pet companionship due to work commitments, resulting in pets feeling neglected.

Insufficient Spending Power: The cost of pet supplies, including specialized food and toys, can be a financial burden for some users, particularly those with lower income levels. Additionally, users expressed dissatisfaction with certain pet products. For instance, many found pet toys to have limited functionality and complex operations, hindering them from meeting their needs effectively. Similarly, some users felt that pet food products lacked adequate nutrition, failing to meet their pet cats' dietary requirements.

Among the respondents, a significant majority (80.30%) expressed a willingness to use products that enable harmonious coexistence with their cats. They prioritized product safety, ease of operation, variety of functions, product appearance, and reasonable pricing as their primary concerns. User-centered brand design revolves around identifying user needs, pain points, and demands through meticulous research. Understanding these factors is essential for building a brand that resonates with users and addresses their specific concerns and requirements.
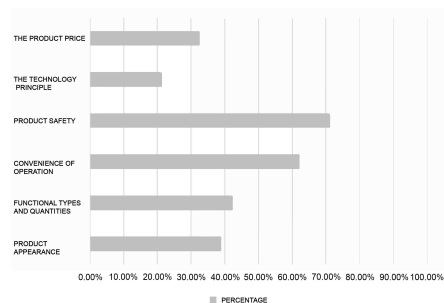
[Fig 4] Cross-analysis of product usage

4-3 Value Proposition : Building Strong Brands

In today's fast-paced world, the younger generation isn't lazy, instead, they prioritize convenience and efficiency in their daily lives. On weekends, they do indulge in leisurely activities like ordering coffee, killing time online, and

enjoying a nice afternoon at a place like Starbucks. This shows that users are not inherently lazy, but seek services that match their needs and preferences.

In order to effectively build user-centric brands, it is critical to understand the role these brands play in users' lives. Let's take Three Squirrels, a popular snack brand in China, as an example. The three squirrels managed to create a unique connection with users by positioning themselves as dedicated servants. To create this special relationship, they implement various strategies. Three squirrels launched a clear brand value declaration: "Master, let the mouse serve you". This sentence clearly defines the role of the brand as a servant, serving users wholeheartedly. It exudes warmth and devotion that immediately resonates with consumers. The brand's sales strategy also helps to strengthen this master-servant relationship. For example, they rebranded the price tags as "feeding prices" or "rewarding prices," infusing a nurturing and rewarding feel into their pricing approach. Customer service interactions are called "service bells" and come with corresponding ringtones and other sound effects to enhance the immersive experience. Essentially, it's crucial to clearly define where your brand fits into your users' lives. Users need to know who the brand is, what it does, where it operates, how it operates and what differentiates it from its competitors. Giving users a clear understanding of your brand at first glance can foster a deep emotional connection, just as people naturally trust friends, classmates, or loved ones.

To build a user-centered brand, should develop a compelling brand value statement that resonates with target audience and communicates brand promise. Create immersive experiences and interactions that align with brand's persona, such as innovative naming conventions and engaging customer service practices. Create a differentiated concept to highlight the difference between brand and competitors and demonstrate unique features,

benefits or value so that users choose that brand over other brands. Maintain consistency in messaging, design, and customer interactions to reinforce brand identity and build trust. Continuously seek user feedback and adjust the brand's positioning and strategy as needed to remain relevant and meet changing user preferences. Building a user-centric brand is an ongoing process that requires a deep understanding of audience and a commitment to delivering value that aligns with their needs and expectations.

5. Case Study: Brand Construction in the Pet Supplies Industry

There is a pet product brand called MEOWMO. Through detailed user research and systematic design of product scenarios, MEOWMO's brand influence in China is continuously increasing. From the beginning of the cat FMCG products to the market, to the current launch of smart products. For cat products, MEOWMO's product market share is also increasing. At the end of 2022, China's T-mall platform released a data list of brand sales and user praise in relevant sub-sectors. The list includes Meowmo, Xiaomi, Homerun, Petkit and other top-ranked cat products brands.

The development process of MEOWMO brand is a user-centered development process. From the discovery of user needs to the construction of user experience scenarios, MEOWMO proposed the E-MOW system to closely surround the brand, products and users.

[Table 2] Apparel Shopping Frequency[15]

15) China pet brand e-commerce sales, conversion rate and satisfaction. (2021.11.11.).
   URL: https://pets.sohu.com/

Rank	Brand	Favorable rate	Conversion rate	Sales
1	Meowmo	97%	28%	average 4000+
2	Xiaomi	87%	16%	average 3000+
3	Homerun	92%	7%	average 4000+
4	Uha	82%	21%	average 2000+
5	Petkit	90%	23%	average 3000+

After analyzing the data on the list It can be seen that in the field of cat products, the average sales volume of Meowmo products has been ranked among the top three in the overall list for a long time, and it is in the first echelon of annual average sales in the field of cat products. Trusted by users; In terms of user praise rate, the Meowmo brand has no negative reviews, with a praise rate of 97%, ranking first in the praise list. Whether it is the products or related services provided by the brand, users are satisfied. The second place is the pet smart product brand called Homerun, with a user satisfaction rate of 92%. Another important data is the ratio of the total number of users who place orders to the total number of users who browse product details, that is, the conversion rate. Meowmo's The comprehensive conversion rate is 28%, ranking first on the list. The second place on the list is Petkit, with a comprehensive conversion rate of 23%. This brand was established relatively early, and users have a good degree of trust in the brand. This data can more intuitively reflect the user's trust in the brand and the attractiveness of the brand's products.

Among the brand's products, there is a fully enclosed cat toilet, which has been in the top three in terms of total sales on Tmall for two consecutive years since 2020, and is still rising. The MEOWMO brand is established under the framework of the path proposed by the author. This is a practical example that I want to illustrate next.

5-1 Understanding User Needs: The Foundation of Brand Development

To build a user-centered brand, MEOWMO's designers embarked on a journey that revolved around comprehending user needs and emotions, seeking to identify pain points, and discovering opportunities for brand growth. This process began with the establishment of the brand, where the design team prioritized creating user portraits to guide their efforts. These user portraits involved visualizing user model data through inductive analysis, providing a tangible representation of the target consumers' attributes and characteristics. Each portrait corresponded to a specific consumer group, offering a clear understanding of the brand's potential audience.

Name: Ye Yun Age: 24 Income: 10000	Goals:	Needs:
Status: single Occupation: Product Designer Consumption habbite : Rational consumption Hobbies : Play billiards Sex: female Apps usually use: WeChat	Painpornts: Oppotunities:	

[Fig 5] persona

To view consumers from an external perspective, the design team leveraged these user portraits as a third-party lens. This approach enabled them to explore effective communication channels with consumers, ensuring that their brand-building efforts remained user-centric. Furthermore, by conducting appropriate design evaluations based on these user portraits, they obtained unified user feedback and insights, fostering a deeper connection between the brand and its consumers.

One pivotal aspect of MEOWMO's brand development was the precise positioning of the brand. To convey their brand's uniqueness and strengthen consumers' psychological connection with it, MEOWMO introduced the slogan: "Lazy

Lazy Cat Raising, Zero Burden." This slogan challenged traditional notions of cat ownership, shifting the narrative from diligent and burdensome cat raising to a more relaxed and carefree approach. MEOWMO's core value became clear: making cat ownership effortless, both economically and in terms of time commitment.

As this unique brand value continued to be communicated, consumers gradually developed awareness and trust in MEOWMO. Once awareness was firmly established, the brand's identity became simpler and more efficient, resonating deeply with its target audience.

5-2 Experience Scenario Development

MEOWMO has embarked on a journey to cater to user needs and enhance user experience through a carefully constructed brand scenario system. This system aims to facilitate effective communication with consumers while aligning with MEOWMO's brand positioning and addressing various perceptual and rational needs of its users.

MEOWMO's brand positioning revolves around the concepts of being "naturally lazy/naturally interesting, naturally exquisite/naturally intelligent, naturally simple/naturally harmonious." These principles serve as the foundation for strengthening the user experience within the brand's scenarios and establishing meaningful connections with users.

In pursuit of this goal, MEOWMO envisions linking these scenarios across its multiple product lines. This approach introduces users to the broader MEOWMO experience and product ecosystem, gradually immersing them in the brand's concept and encouraging active participation in its development.

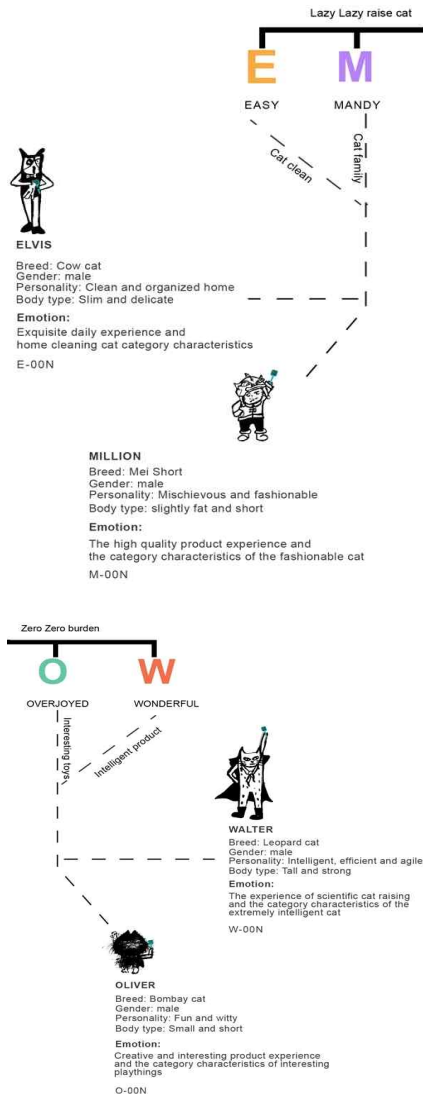MEOWMO creatively extracts the letters E/M/O/W from its own logo, leveraging these elements to convey brand and product information rooted in the ethos of "lazy raise cat, zero burden." This information is then woven back into the collaborative system comprising both the brand and its users.

MEOWMO's Experience Scenario Development is a strategic initiative that integrates user needs, brand positioning, and creative branding techniques to foster a deep and lasting connection between the brand and its consumers. Through this process, MEOWMO aims to engage users, build brand loyalty, and co-create a unique brand experience.

5-3 E-MOW Model of MEOWMO

In EMOW model, E is Easy, which is defined as calm, lazy, and comfortable. It represents the products of daily cat raising at home. It is usually used together with the specially designed Chinese character – "用", and it is combined with the English letter E, Create a symbolic graph, the category naming rule is E-e00n, the first E represents brand positioning, the second e represents product category, the number 00n represents the listing order, and the category IP is a cow cat named Elvis, whose Well-behaved, clean-loving, and a good helper at home. M is Mandy, which is defined as harmony, simplicity and purity. It represents the all-match category of cat life. The corresponding simplified Chinese character "居", it will also be combined with the English letter M to create a symbolic graphic. The category naming rule is E- m00n and the IP of the category is a beautiful short cat named Mellion, which has a lively personality and likes to follow trends; O is Overjoyed, which is defined as fun, witty, and happy, representing the category of fun and creative toys, usually combined with the Chinese word – "趣" to create A symbolic graphic, the IP is a Bombay cat named Oliver, it is unrestrained and likes to sleep and be lazy. W is Wonderful, which is defined as exquisite, wonderful, and extremely intelligent. It represents the intelligent category of scientific cat raising. It is usually used together with the simplified Chinese character "

智",and the IP is a Chinese cat named Walter, it is very wise, agile, and very efficient. This scene is clear and clear. Brands, products, scenarios, IPs, etc. are like a network. Multiple elements are linked together to improve the user experience and point to the needs of users.

ELVIS
Breed: Cow cat
Gender: male
Personality: Clean and organized home
Body type: Slim and delicate
Emotion:
Exquisite daily experience and home cleaning cat category characteristics
E-00N

MILLION
Breed: Mei Short
Gender: male
Personality: Mischievous and fashionable
Body type: slightly fat and short
Emotion:
The high quality product experience and the category characteristics of the fashionable cat
M-00N

WALTER
Breed: Leopard cat
Gender: male
Personality: Intelligent, efficient and agile
Body type: Tall and strong
Emotion:
The experience of scientific cat raising and the category characteristics of the extremely intelligent cat
W-00N

OLIVER
Breed: Bombay cat
Gender: male
Personality: Fun and witty
Body type: Small and short
Emotion:
Creative and interesting product experience and the category characteristics of interesting playthings
O-00N

[Fig 6] Cross-analysis of product usage

6. Conclusion

An increase in demand for pets has made pet products and pet-related service industries extreme specialized, and market competition has become increasingly fierce. The rapidly changing demand patterns of today's young people also force traditional pet brands to pay attention to the diverse needs of users, especially emotional needs, which has also led to the highly rise of smart pet products. In the face of a fast changing market, some brands choose a constant price reduction strategy to cope with the loss of customers, while some brands choose a strategy that is differentiated from the current market, hoping to gain the favor of users. After completing the concept study, this research adopts the research method combining quantitative research and qualitative research, and conducts questionnaire survey, observation method and interview method to users and potential users. Through data analysis of questionnaire, the basic information of users and the goals, problems and pain points of users' needs are obtained. First of all, the target users of this survey are young users aged 20-30, who often feel that they do not have enough time to accompany their pets and do not know enough about pet feeding when they are raising pets. Secondly, in terms of the experience of using the product, most users' reactions can only just reach the expected goal, and they cannot have an experience that exceeds expectations. Finally, when it comes to influencing product purchase decisions, users are often more concerned about the price and whether the product is convenient and concise enough to use. After obtaining users' goals and needs, is drawing a user journey map, records the user's touchpoints throughout the product experience process in detail, and analyzes users' emotions and attitudes to try to define user pain points. Then, according to the user's real use process, different usage scenarios are brought into the user's experience process, and user pain points and brand opportunity points are analyzed. Finally, this study takes the creation process of the MEOWMO brand as an example to study the E-MOW model of the brand.

This study propose a user-centered brand design path: discovery→understanding→ acquaintance→participation, Helping designer to obtain user's needs through empathy, giving a new way to define pain-points through scenarios and complete the creative design process, transfer design concepts, and finally help designer to get user's participation of design and become loyal users of the brand. To a certain extent, this research can reflect the demand patterns of users and provide some reference for brand creation, the number of samples is still insufficient and the range of sample selection and distribution have certain limitations, In the later research, the author will conduct more in-depth and detailed data collection and analysis to improve the entire thinking model.

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