

K9 CONNECTABLES ALSO FEATURES IN THE CROSS CUTTING THEMES CASE STUDIES IF YOU WANTED TO USE THE WORKSHEET FOR THE CASE STUDY [HERE](#)



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THEN USE THESE ARTICLES TO ANSWER THE QUESTIONS



1. What problem is James aiming to solve with his K9 Connectable dog toy range?

2. How is K9 Connectable person-focused – what needs of dog owners is the dog toy hoping to help out with?

3. What makes this solution innovative / what features distinguish it from regular dog toys?

4. Was there anywhere in the article that talked about them going back and improving a version of the dog toys before settling on a design? Why is this step so important do you think?

5. Who did James work with to test and improve his designs, and why is involving others' feedback important?

6. What is the benefit to the business of developing their own dog treats that are shaped to work with each toy?

Teacher Prompts & Sample Solutions – K9 Connectables

Q1. What problem is James aiming to solve with his K9 Connectable dog toy range?

- *Prompt:* Think about what dogs do that frustrates owners.
- *Sample Solution:* Dogs often chew shoes, furniture, or belongings. James wanted to create a toy that keeps dogs busy and stimulated so they don't eat items, help training, and reduces destructive behaviour.

Q2. How is K9 Connectable person-focused – what needs of dog owners is the dog toy hoping to help out with?

- *Prompt:* Consider the owners as well as the dogs.
- *Sample Solution:* Owners want less stress and damage at home, and a happier pet. The toy is designed to support dog behaviour, giving owners peace of mind and strengthening the bond between them and their dog. Really useful for busy dog owners that might be guilty that their dog is bored.

Q3. What makes this solution innovative / distinguish it from regular dog toys?

- *Prompt:* What's new compared to a bone, rope, or squeaky toy?
- *Sample Solution:* Toys can be connected in different ways to increase challenge; they can be filled with treats to encourage problem-solving; they are designed to engage dogs for longer and stimulate their minds.

Q4. Was there anywhere in the article that talked about them going back and improving a version of the dog toys before settling on a design? Why is this step so important do you think?

- *Prompt:* Look for words like testing, prototypes, or versions.
- *Sample Solution:* The article mentioned printing and testing over 100 prototypes before being satisfied. Iteration is vital in design thinking because feedback and trials reveal flaws and allow the product to improve before release.

Q5. Who did James work with to test and improve his designs, and why is involving others' feedback important?

- *Prompt:* Who else might understand dog behaviour and owner needs?
- *Sample Solution:* He worked with dog behaviour experts, vets, and dog owners. Their feedback ensures the toy is safe, useful, and truly meets the needs of both owners and dogs.

Q6. What is the benefit to the business of developing their own dog treats that are shaped to work with each toy?

- *Prompt:* Think about the business beyond the toy itself.
- *Sample Solution:* It creates an extra income stream, locks customers into the K9 Connectables system, and builds brand loyalty. Owners may keep buying treats as long as they use the toys. (prompts business models in chapter 8)