



DESIGN AND DEVELOPMENT OF CAT PRODUCT BY USE YUNNAN WAMAO



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THE INDEPENDENT STUDY TITLED
DESIGN AND DEVELOPMENT OF CAT PRODUCT BY USE YUNNAN WAMAO

BY
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This research aimed (1) to study and analyze existing Wamao designs, and (2) to design and develop Yunnan Wamao-inspired products for cat lovers. A qualitative research approach was employed. Data were collected through field observation and in-depth interviews with three key informants: a traditional Wamao artisan, a young Wamao designer, and a collector who is also a university professor. These interviews revealed that Wamao, a form of Chinese folk art traditionally used to symbolize protection and prosperity, features wide-mouthed faces, symmetrical forms, and vivid color palettes. Despite regional variations, shared symbolic meanings and visual language remain consistent across different communities. Wamao has also evolved from ritual decoration to collectible art, opening opportunities for modern reinterpretation. Drawing from these findings, three Wamao-inspired cat product prototypes were developed: a cat bed, a toy, and a feeding bowl. Key Wamao elements were integrated into their forms and visual identity. To evaluate user responses, a survey of 100 cat owners was conducted. Thematic analysis showed that the toy received the highest satisfaction, particularly in terms of interactivity, uniqueness, and cultural storytelling. Users aged 20~40 were especially receptive to the integration of cultural heritage into lifestyle design. Design challenges included adjusting dimensions, improving material usability, and maintaining a balance between aesthetic appeal and product safety. The study confirms that Wamao's cultural symbolism can be effectively adapted into functional pet products. This integration not only preserves intangible cultural heritage but also offers a new design strategy for developing unique, marketable products in the contemporary pet industry.

Keywords: Designs, Cat Product, Yunnan Wamao

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CHAPTER 1

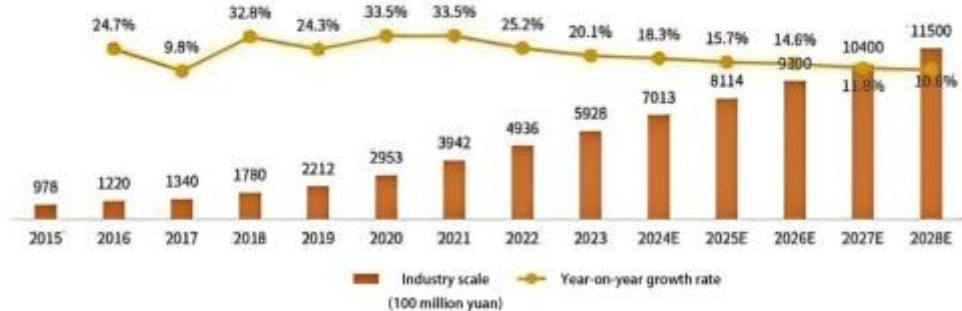
INTRODUCTION

1.1Background

The pet industry in China is undergoing rapid development, which reached a market size of 598.2 billion yuan in 2023 and is expected to reach 701.3 billion yuan in 2024 for the entire pet supplies market (Bank, 2024). This growth is mainly due to increased consumer attention to pets and a shift in consumer attitudes. As living standards improve, more families are choosing to keep cats, driving the demand for cat-related products. Additionally, modern consumers are placing greater importance on the quality of life for pets, willing to pay higher prices for high-quality pet products. As people's living standards continue to rise, more families are opting to keep cats, which is promoting the growth of the cat-related products market. It is anticipated that by 2024, the pet supplies market will reach 44.37 billion yuan, with cat products occupying a significant share (Hall, 2024).

The Scale and Forecast of the Pet Economy Industry in China

Scale and Forecast of China's Pet Economy Industry from 2015 to 2028



Data Source: data.iimedia.cn

Note: Year+E indicates forecast

FIGURE 1:Scale and Forecast of China's Pet Economy Industry

Form: <https://www.iimedia.cn/c400/101557.html>

Furthermore, with changes in social structure, such as the increase in single-person households and the intensification of societal aging, keeping cats has gradually become a way to enhance quality of life and increase happiness. Cats, with their independence and low maintenance costs, are particularly popular among young families and single individuals, serving as their emotional support, especially in urban environments. Statistical data shows that the number of pet cats in China continues to increase, surpassing 48.62 million in 2020, with the popularity of cats rising and pet market preferences noticeably shifting towards cats (Bank, 2024).

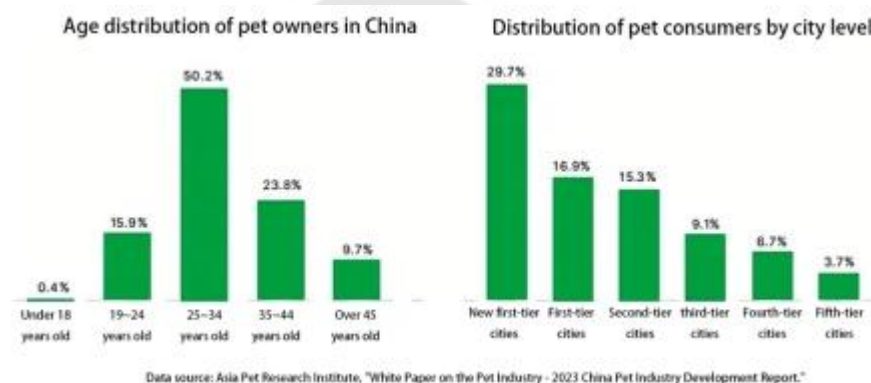


FIGURE 2: The number of pet cats and dogs in China from 2018 to 2020

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The pet industry in China, especially the cat market, is experiencing rapid growth, and cats are increasingly important as emotional support animals. Therefore, it is crucial to research the market for pet cat products.

In China's pet cat product market, the variety is increasing, covering food, toys, care products, and furniture and accessories. As consumers pay more attention to pet health and quality of life, the market demand for high-meat content functional foods, interactive and smart toys, and smart care devices is growing. Market consumption is diversified, primarily including pet food, pet healthcare, pet supplies, and pet services.



FIGURE 3:Consumption structure characteristics of China's pet market in 2022

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Additionally, as environmental awareness rises, consumers are increasingly valuing the eco-friendliness and sustainability of pet products, preferring products made from biodegradable materials and natural ingredients. Modern consumers also emphasize the aesthetic design of products, wanting pet supplies to integrate into the home environment, reflecting a pursuit of personalization and high-quality living. These trends collectively drive innovation and development in the pet cat product market.

Thus, the characteristics of China's pet cat product market are mainly: diversification of pet cat products, increasing consumer emphasis on the functionality, eco-friendliness, and aesthetic design of products, which promote continuous market innovation and development (News, 2024).

Yunnan Province, located on China's southwestern frontier, is rich in natural resources and diverse ethnic cultures. As a province with many ethnic groups living together, Yunnan is one of the regions in China with the most ethnic minorities, totaling 25, including the Yi, Dai, Hani, and Miao. These ethnic groups coexist here, forming a unique cultural ecology. Yunnan's ethnic and cultural diversity provides fertile ground for the region's handicrafts, traditional arts, and folk stories, including the Yunnan Wamao, a

decoration seen in many of Yunnan's traditional buildings that not only serves a practical function but also carries profound cultural symbolic meaning(Naiming, 2024).



FIGURE 4 : Location of Yunnan Province

Form : <https://jingyan.baidu.com/article/47a29f24986cb981142399c6.html>

The image of a Wamao is usually a cat sitting or standing on a roof tile, with its mouth wide open and a fierce expression. It is made of clay, and its color is usually brown or black.

Yunnan Wamao, as a unique cultural symbol of Yunnan, possess profound cultural connotations and historical origins. They serve not only as architectural decorations but also as expressions of local beliefs and aesthetics. Initially placed on rooftops, Yunnan Wamao were intended to ward off evil and protect the home from disasters and malevolent spirits. Often seen as "guardians," they symbolize aspirations for a good life and a desire for wealth. As modern cities have developed, high-rise buildings have gradually replaced traditional tiled houses, and Yunnan Wamao have become less common. They are gradually fading from view and becoming a precious intangible cultural heritage (Museum, 2023).



FIGURE 5 : Traditional Wamao still in use today

Form : Photographed by the author

The design of Yunnan Wamao is rich and varied, encompassing the cultural characteristics of different regions and reflecting the creativity and aesthetic awareness of the people of Yunnan. Yunnan Wamao are widely distributed throughout Yuxi, Qujing, Dali, Chuxiong, Wenshan, and the surrounding areas of Kunming in Yunnan, and they have a history of over a hundred years in the region (Museum, 2023).



FIGURE 6: Distribution Map of Wamao in Yunnan

Form: Figure made by the author

However, with the development of modern cities, high-rise buildings have gradually replaced traditional tiled houses, and Yunnan Wamao are no longer commonly seen. They have gradually faded from view and become a precious intangible cultural

heritage. In contemporary society, Yunnan Wamao mainly exist as local mascots in Yunnan. People no longer worship Yunnan Wamao for religious reasons but rather appreciate their aesthetic value and cultural significance. The focus has shifted towards preserving and adapting the image of Yunnan Wamao to meet modern needs.

Modern Yunnan Wamao products are more diversified. There are artisans who provide traditional Yunnan Wamao figures to consumers, as well as many innovative Yunnan Wamao products, such as Yunnan Wamao ornaments, Yunnan Wamao-themed teacups, and cartoon images of Yunnan Wamao. Overall, the modern style of Yunnan Wamao tends more towards a cute appearance, intricate designs, and practical products (Museum, 2023).

Currently, the Yunnan Wamao market is primarily dominated by Yunnan Wamao studios, but there are also cases where Yunnan Wamao are combined with other industries, such as the combination of Yunnan Wamao with coffee. Yunnan has a local coffee brand called "Four Cats Coffee," whose brand image is a Yunnan Wamao. The main business of this company is the online sale of coffee products.



FIGURE 7 : Four cats coffee Figures

Form : <https://news.qq.com/rain/a/20230720A09EGW00>

There is also the combination of Yunnan Wamao with tea. This is a tea shop, but the design inspiration for its teaware and tea packaging comes from Yunnan Wamao.



FIGURE 8 : Figure of a store that combines Wamao with tea

From : Photographed by the author

In terms of public facilities, the integration of Yunnan Wamao with Kunming Metro Line 4 is another example. The subway's mascot is four Yunnan Wamao, and there are Yunnan Wamao-themed subway trains as well as related Yunnan Wamao mascot products.

Currently, the image of Yunnan Wamao has been applied in various sectors, including coffee brands, subway IP images, decorations, jewelry, and tea sets and teas. However, no one has yet introduced the Yunnan Wamao image into the design of cat pet supplies. Given this, the aim of this study is to explore the application of the Yunnan Wamao image in cat pet supplies, to fill this gap in the market, and to bring innovative product designs to the pet supplies market.

In summary, as the Chinese pet cat market rapidly expands and consumers pursue a higher quality of life, the demand for pet cat products continues to grow. While Yunnan Wamao, as a cultural symbol, has been used in various products, it has not yet been applied to pet cat product design, offering new opportunities for the market. This study will explore how to integrate Wamao elements into pet cat products to promote cultural heritage and meet the needs of modern consumers, thereby bringing innovation to the pet product market.

1.2 Current Problems

The design style of traditional Yunnan Wamao is relatively ancient, with a stern and intimidating appearance, which may not meet the aesthetic needs and trends of the younger generation in the new era.

The traditional function of Yunnan Wamao was mainly to be placed on the rooftops of traditional tiled houses as a symbol of warding off evil and protecting the home. In modern society, as high-rise buildings replace tiled houses, the functionality and symbolic significance of Yunnan Wamao have gradually diminished, especially among the younger generation, where their usage has significantly decreased.

Currently, the number of cat lovers has significantly increased, and cats have gradually become common pets in modern families. Therefore, integrating Yunnan Wamao elements into the design of modern cat products can better meet market demands, promoting cultural innovation and market development.

1.3 Research Objectives

To study and analyze existing Wamao designs.

To design and development of Yunnan Wamao product for cat lovers

1.4 Research Questions

1. What are the characteristics of the existing Wamao designs?
2. How will the researcher/ author design and develop new Yunnan Wamao products for cat lovers?

1.5 Scope of the Study :

Population and Sample :

The population of this study is cat lovers in the Chinese market. The survey covers 100 people and also includes interviews with three Wamao - related experts.

Contents :

Cat Products: This study will cover the types and characteristics of cat products currently on the market, including food, toys, grooming supplies, and furniture accessories. It will focus on analyzing the diversity of these products in terms of design, functionality, and market acceptance.

Yunnan Wamao: This study will explore the cultural background and symbolic significance of Yunnan Wamao, analyze its historical and modern applications in Yunnan and beyond, and discuss its preservation and promotion as a cultural symbol.

Principles of Product Design: The study will involve the basic principles and methods of product design, with a particular focus on how traditional cultural elements (such as Wamao) can be effectively integrated into modern product design. This includes aspects of design aesthetics, functionality, user experience, and market adaptability.

Preferences of Cat Lovers: This study will analyze the consumption behaviors and preferences of young cat lovers, especially their acceptance and purchase intentions regarding cat products that incorporate traditional cultural elements, to understand the target market's demand for culturally unique products.

1.6 Keywords

Yunnan Wamao ; Pet cat product design ; Cat lovers

1.7 Benefit(s) of the Study

Increased Product Variety for Cat Owners:

This study will provide insights into developing pet products that integrate WaMao elements, offering cat owners more culturally enriched product options that cater to their preferences for unique and meaningful designs.

Guidance for New Product Development:

The findings of this research can serve as a reference for other industries, helping them incorporate traditional cultural elements (such as WaMao) into their product designs, encouraging innovation and expanding the use of cultural motifs beyond traditional contexts.

Promotion of Cultural Heritage:

By integrating WaMao elements into modern pet products, this study will contribute to the preservation and promotion of Yunnan's cultural heritage, raising cultural awareness among young consumers and ensuring the continued relevance of this cultural symbol in contemporary society.

1.8 Research Framework

This illustrates that the conceptual framework of the research is designed to explore how the integration of WaMao iconography into pet cat products can appeal to young consumers in China while preserving cultural heritage. The framework is structured around several key components:

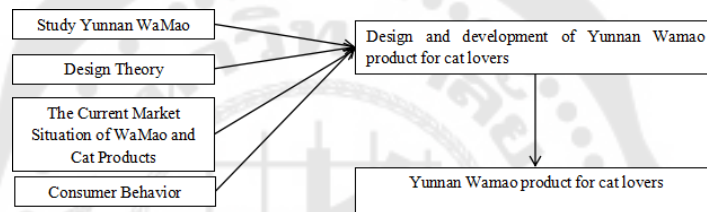


FIGURE 9: A conceptual framework for dissertation research

From: Figure made by the author

CHAPTER 2

LITERATURE REVIEW

The title of this article is Design and development of Yunnan Wamao product for cat lovers, this topic can be divided as follows:

2.1 Yunnan Wamao

2.1.1 History and Culture of Yunnan Wamao

2.1.2 Relevant Product Design for Wamao

2.2 Design Theory

2.2.1 Product Design

2.2.2 Pet Product Design

2.3 The Current Market Situation of Wamao and Cat Products

2.4 Consumer Behavior

2.4.1 Consumer Purchase Decision Process

2.4.2 Consumer Preferences and Behavior Patterns

2.5 Research articles

2.1 Yunnan Wamao

2.1.1 The History and Culture of Wamao

Wamao is a unique architectural decoration from the Yunnan region, originating from ancient folk beliefs as a mascot for warding off evil and protecting homes. The earliest Wamao images were derived from tigers, which were believed to have the power to repel ghosts and evil spirits. In Chinese folk tradition, tigers are often seen as symbols of protection, and the Wamao, as a local cultural symbol of Yunnan, represents an evolution and continuation of the tiger's image (Jiaqi, 2019). The Wamao's image gradually evolved into a unique artistic style, embodying not only a sense of deterrence but also incorporating local beliefs and culture. For example, the Jianchuan Wamao often features large eyes and an open mouth, symbolizing authority and strength, while also carrying auspicious connotations (Wang, 2023).

As it was passed down through generations, the Wamao transitioned from its original religious function to a decorative, symbolic folk craft, becoming an essential part of Yunnan's residential rooftops. It reflects not only the people's longing for a better life but also Yunnan's rich minority culture and regional characteristics.

2.1.2 Wamao in Product Design

With the development of modern society, the design of Wamao has gradually been applied in various modern products. Wamao is no longer limited to architectural decorations but is also used in creative product design, such as jewelry, home decor, and tea sets. Designers extract Wamao's symbolic imagery and cultural significance, combining them with modern lifestyles to create products rich in local cultural characteristics. These products not only retain the traditional meaning of Wamao as a talisman against evil but also incorporate modern design elements, making them more suitable for contemporary consumer aesthetics (Wang, 2023).

For example, the modern design of Jianchuan Wamao integrates black pottery techniques, using environmentally friendly materials and emphasizing intricate carving details to incorporate traditional cultural symbols into modern jewelry and everyday items (Wang, 2023). Such product design not only promotes Wamao culture but also enhances the market value and consumer recognition of these products.

2.2 Design Theory

2.2.1 Product Design

Norman, D., in *The Design of Everyday Things*, presents user-centered design principles, emphasizing the functionality and usability of products. He argues that good design should be easy to understand and use. Design should not only focus on the appearance of the product but also consider users' psychological and behavioral patterns. Designers should enhance the user experience through effective feedback mechanisms and guidance (Norman, 2013). This book highlights the importance of usability and user experience, stating that design should minimize users' learning costs and improve the ease of use of the product.

In contrast, Torbjörn Andersson, in *Aesthetic Flexibility in Industrial Design Practice*, explores the flexible application of aesthetics in product design. He proposes that product design should not only emphasize appearance but also maintain flexibility in the design process to adapt to changing user preferences. He stresses that designers should find a balance between product aesthetics and practicality and meet market demands through innovative design (Andersson, 2021). The book points out that product design should focus on integrating aesthetics and functionality to create products that are both visually appealing and practical.

Both books emphasize two key points: user experience, and the balance between functionality and aesthetics. The authors believe that design should focus on the needs and emotional experiences of users. They both stress the importance of balancing functionality and aesthetics in product design, asserting that excellent design should meet users' functional needs while also being visually appealing. The key difference is that Norman, D. focuses on usability and user-centered design principles, while Torbjörn Andersson emphasizes the flexible application of aesthetics and innovation in design.

The authors argue that in research, theories of user experience, functionality, and aesthetics in product design should be applied, with particular emphasis on aesthetics and culture.

2.2.2 Pet Product Design

In recent years, pet product design has undergone significant innovation and development. Designers are increasingly focusing on combining functionality, ecological design, and user experience to create practical yet aesthetically pleasing products for both pets and their owners. This is not only reflected in the appearance of pet products but also in the choice of materials, intelligent functionality, and how these products integrate with modern lifestyles.

Functional Design

The most important aspect of pet product design is functionality, especially meeting the basic needs of pets such as food, shelter, and entertainment. For example, many design cases mentioned in *Pet-tecture: Design for Pets* emphasize the

multifunctionality of pet products, serving as both pet homes and home decor (Wainwright, 2018). This design approach enhances the practicality of the product while seamlessly blending it into the home environment, satisfying modern users' pursuit of aesthetic home design.

User Experience and Emotional Design

Emotional design also plays a crucial role in pet product design. Research shows that the emotional connection between pet owners and their pets drives them to choose products that not only meet the pet's needs but also provide emotional satisfaction. This indicates that modern pet products need to cater to both functional needs and emotional value, helping foster deeper interactions between pet owners and their pets (Cao et al., 2023).

Ecological Design and Sustainability

With increasing environmental awareness, more designers are incorporating sustainable materials into pet products. Pet-tecture: Design for Pets presents several cases that demonstrate how eco-friendly materials, such as bamboo and recycled plastic, are used in pet product design to reduce environmental impact (Wainwright, 2018). Designers use these materials in pet homes and toys, improving the durability of the products while meeting the growing demand for sustainability among modern consumers.

Incorporation of Cultural Symbols

In pet product design, the integration of traditional cultural elements into modern design is also a growing trend. This allows designers to combine product functionality with cultural symbolism, creating pet products that have local characteristics and cultural value (Cao et al., 2023; Wainwright, 2018).

2.3 Market Overview of Wamao and Cat Products

Originally, Wamao served as a talisman to ward off evil in traditional Yunnan architecture. Over time, its function has diminished, evolving into a cultural creative product that has entered the modern market. The symbolism of Wamao has extended into various areas, including home decor, cultural souvenirs, tea sets, and jewelry, becoming a cultural icon of Yunnan, particularly driven by the tourism industry.

There is significant potential for the development of Jianchuan Wamao creative products, with room for innovative design and commercialization. However, the current market for Jianchuan Wamao products is relatively traditional, lacking diversity and innovation, with most products being limited to ornaments and souvenirs. The full potential of Wamao as a modern cultural symbol has yet to be realized (Wang, 2023).

According to market data, the pet economy is experiencing growth globally, especially in developed regions such as the United States and Europe, where consumers are increasingly spending on pet products. This trend is also evident in the Chinese market, where more consumers are treating pets as family members, leading to increased spending on not only essential products but also high-end, smart, and aesthetically pleasing designs (Wainwright, 2018).

In summary, Wamao has evolved from a traditional talisman into a modern cultural creative product, now used in areas such as tea sets, jewelry, and souvenirs. While Wamao creative products hold development potential, the current market remains relatively limited and lacks innovation. At the same time, both the global and Chinese pet economies are experiencing significant growth, with increasing demand for high-end and aesthetically pleasing pet products, indicating broad market prospects.

2.4 Consumer Behavior

2.4.1 Consumer Purchase Decision Process

The consumer purchasing decision process typically involves five main stages, which help businesses understand how consumers move from recognizing a need to making a final purchase decision (Engel, 1995). Each step of this process can be influenced by various internal and external factors:

Problem Recognition: Consumers first become aware of a need.

Information Search: Consumers begin to gather information about products, including brands, features, prices, etc.

Evaluation of Alternatives: Consumers compare different brands and products to select the one that best meets their needs. During this process, the uniqueness and

design aesthetics of cultural and creative products will be an important consideration for consumers.

Purchase Decision: Consumers decide to purchase a particular product.

Post-Purchase Behavior: After using the product, consumers evaluate their satisfaction, which can influence future purchasing behavior and brand loyalty.

The author can more effectively design and market WaMao-related pet products by understanding the consumer purchasing decision process.

2.4.2 Abraham Harold Maslow's Hierarchy of Needs

Maslow's hierarchy of needs explains the motivations behind consumer behavior, particularly how meeting different levels of needs influences consumers' purchasing decisions (Maslow, 1970). The theory is divided into five levels, ranging from basic physiological needs to self-actualization needs, with each level affecting consumers' purchasing preferences and behavior patterns.

In this research, the author focuses on the following two levels as key areas of study for this paper:

Belongingness and Love Needs: This level of need is reflected in the emotional bond between cat owners and their pets. Consumers may wish to purchase products that strengthen this relationship, such as interactive toys and personalized cat houses.

Esteem Needs: Consumers not only seek recognition from others but also wish to enhance their status by owning high-quality, unique products.

By applying Maslow's hierarchy of needs to the analysis of consumer behavior, it is possible to understand the purchasing motivations of cat owners for Wamao products at different levels of need. This understanding can then guide product design and marketing strategies.

2.5 Research articles

The following literature review presents research related to Wamao, pet cat product design, and consumer behavior. The articles focus on the cultural and design aspects of Yunnan Wamao, the innovation and market potential in the design of pet cat products, and the emotional relationships between cat owners and their pets. This section

explores the integration of traditional cultural elements like Wamao into modern creative products, as well as the growing trends in the pet industry, with an emphasis on how consumer behavior and emotional design influence product development and market trends.

Yunnan Wamao

Yanhua (2019) analyzed the form and cultural connotations of Yunnan Wamao and found that its unique form and aesthetic characteristics provide rich creative inspiration for modern design. Wamao has been widely applied in graphic and form design, promoting the integration of local culture with modern creativity.

Wang (2023), through their research, found that Wamao is not only a symbol of home protection but also carries rich cultural symbolism. It has been applied in cultural and creative products such as jewelry and ornaments, but current designs are rather homogeneous, with the market mainly focused on mid- to low-end products, urgently needing innovation. Particularly in jewelry design, Wamao elements show significant creative potential.

Jiaqi (2019), found that the image of Wamao originates from tigers, and its form and function vary across different regions. Wamao not only serves as a symbol for warding off evil and protecting the home, but also carries auspicious meanings such as wealth and good fortune, becoming an essential cultural symbol in Yunnan's traditional dwellings. The rules and taboos surrounding the creation and placement of Wamao reveal its deep roots in traditional belief systems and its continuing role in modern life.

In summary, Yunnan Wamao, as a traditional folk art element rich in local character and cultural significance, shows broad application potential in modern design. Whether in graphic design, form design, or the development of cultural and creative products, the innovative redesign of Wamao's form successfully merges traditional culture with modern aesthetic needs, demonstrating strong cultural symbolic value and market potential. Additionally, Wamao not only retains its traditional meanings of warding off evil and bringing good fortune but also promotes the transmission and innovative development of local culture within modern design.

Pet Cat Product Design

Wangyi et al. (2022) analyzed the economic, social, and technological factors of the U.S. pet market and explored opportunities for the development of pet cat products. Their study found that the market size of the pet industry is expanding annually, with increasing consumer demand for high-quality products, driven by the rise of e-commerce and smart devices. As awareness of pet health and nutrition grows, the design of pet food and accessories is moving toward personalization and premiumization.

Cao et al. (2023) found that pet cat products not only need to meet basic needs but also cater to the emotional needs of owners. The current market for smart pet products is highly homogeneous and lacks innovation. By applying Kansei engineering, they proposed emotion-driven design principles, making products more aligned with users' expectations for technological sophistication, convenience, and emotional connection.

Zhang (2022) analyzed users' emotional needs for pet cat wearable devices through emotional design theory and proposed design solutions. The study found that users not only focus on the safety and basic functionality of the devices but also highly value emotional interaction, such as appearance design, interactivity, and user experience. Features like health monitoring and emotional feedback are favored, and social attributes are also of concern, with many users hoping that the devices can facilitate interaction with other pet owners, enhancing a sense of community belonging.

In summary, the future trends of the pet industry show continuous market expansion and diversification of consumer demands. In the field of pet cat product design, smart devices and emotional design have become key directions for innovation. Research shows that consumers not only value functionality but also emphasize emotional interaction and personalized experiences. The application of Kansei engineering and emotional design theory offers new ideas for product innovation, driving the development of smart pet products in terms of user experience and emotional needs. Additionally, with technological advancement, the integration of smart wearable devices and social attributes is gradually becoming a focal point in the market.

Cat Lovers

Inés (2021) aims to analyze the emotional relationship between pet cats and their owners, exploring cats' emotional dependence and their role in providing support to owners. The study found that the relationship between pet cats and their owners can be categorized into five main types: "open relationship," "long-distance relationship," "casual relationship," "mutual dependency relationship," and "friendship." The emotional investment of the owner and the social abilities of the cat are key factors in determining the type of relationship. The research also pointed out that meeting these emotional needs can strengthen the emotional bond between pets and owners, which is particularly important in pet product design.

Foreman et al. (2023) explored the diversity of cats' grabbing behavior, particularly how they exhibit this behavior without training. Through a survey of 924 cat owners worldwide, the study analyzed the frequency, targets, and patterns of cats' grabbing behavior. The results showed that 94.4% of cats spontaneously exhibited grabbing behavior, most of them starting before the age of one, with cats typically initiating and ending the action. Cats prefer to grab toys, spherical objects, and common household items. This behavior enhances social interaction between cats and their owners, strengthening their emotional bond.

Grigg (2019) aimed to analyze how cat owners' attitudes, behavioral knowledge, and care practices influence cats' behavioral problems and overall welfare. The study found that owners with higher behavioral knowledge reported fewer behavioral problems and were less likely to use punitive measures, such as shouting, hitting, or spraying cats. A stronger emotional bond between owners and cats was associated with fewer behavioral problems. Conversely, owners who misunderstood cat behavior or viewed the cost of keeping cats as high were more likely to use punitive methods to address "bad" behavior. This suggests that many domestic cats may lack sufficient environmental enrichment, especially in terms of interactive enrichment.

In summary, the research shows that the emotional relationship between pet cats and their owners plays a crucial role in daily care and behavioral interaction. Different types of cat-owner relationships reflect emotional attachment between cats and owners,

and interactive behaviors like grabbing enhance this emotional bond. Additionally, cat owners' attitudes and behavioral knowledge significantly impact cats' welfare, with more knowledgeable owners being better equipped to manage behavioral issues and reduce the use of punitive measures. These findings provide important references for pet cat product design and owner education.



CHAPTER 3

RESEARCH METHODS

This chapter outlines the research steps and methodologies used to integrate Yunnan Wamao cultural elements with modern pet cat products. The study is divided into four main phases: Step 1: Study and analyze existing Wamao designs, Step 2: Investigate China's Online Pet Cat Product Market, Step 3: Summarize, Analyze, and Design Wamao + Cat Supplies, and Step 4: Refine Design and Produce the Final Product. The aim of this research is to develop innovative cat products based on Wamao elements, which not only meet modern consumer demands but also preserve the cultural significance of Wamao.

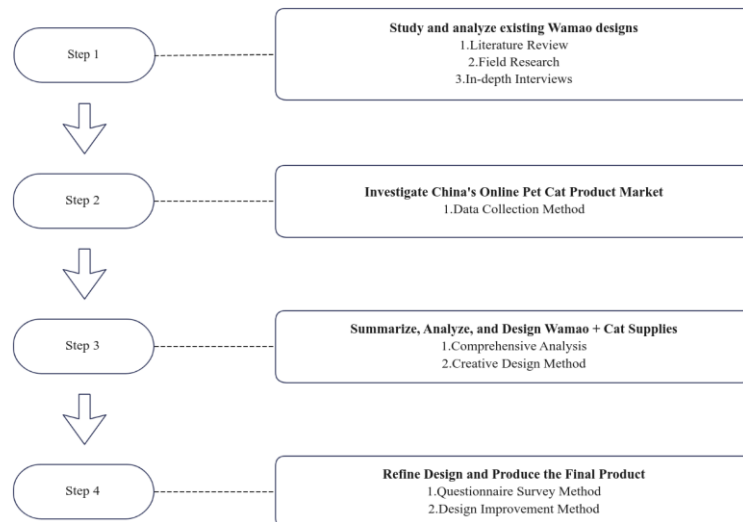


FIGURE 10: Wamao studies four main phases of the map

From: Figure made by the author

Step 1: Study and analyze existing Wamao designs

Research Objectives

By studying and analyzing existing traditional Wamao and modern Wamao designs, understand the current status and application of Wamao in modern design. Simultaneously, study the production process of Wamao and gather insights from Wamao

makers to gain a deeper understanding of the cultural value and artistic characteristics of Wamao.

Research Methods

Literature Review: Conduct a comprehensive analysis of Wamao's application in modern design by consulting relevant literature, books, and papers. This helps understand Wamao's historical, cultural, and artistic background, providing a theoretical foundation for subsequent research.

Field Research: Employ field research to conduct in-depth observations and records of the types and production process of Wamao. By conducting on-site investigations, obtain firsthand data on Wamao's crafting techniques, materials, and production steps to ensure the authenticity and accuracy of the research.

In-depth Interviews: Through in-depth interviews with three individuals, including Wamao creators and collectors, They are Zhang Cai, a traditional Wamao creator of family inheritance; Zhang Hang, a young Wamao maker specializing in product design; and Li Haihua, a university professor and Wamao collector. to understand their perspectives on Wamao, their production concepts, and creative inspiration. The interviews aim to deeply explore the personal experiences and expertise of Wamao creators, providing unique insights and ideas for the design of Wamao products.

Research Population

The study population mainly includes three Wamao creators and collectors. Through engagement and interviews, detailed information regarding Wamao design, production techniques, and cultural background is obtained to enrich the depth and breadth of the research.

Step 2: Investigate China's Online Pet Cat Product Market

Research Objectives

By investigating the pet cat product market on platforms like Taobao, understand the current variety, design characteristics, and consumer demands for pet cat products. Focus on the top three best-selling products in the market to analyze their success factors, providing data support for the design and development of Wamao-related pet products.

Research Methods

Data Collection Method: Utilize e-commerce platforms like Taobao to gather market data on pet cat supplies. This includes identifying the top 10 stores on Taobao that specialize in cat products, and for each store, collecting the top three products based on comprehensive ranking. If there are duplicates, focus on the unique top three products. Analyze these products in terms of design, functionality, pricing, and user reviews to summarize their advantages in the market. By analyzing these high-selling products, identify trends in pet cat product design and consumer preferences in the market.

Research Population

The research population for this part mainly involves online consumers of pet cat products. By analyzing consumer purchasing behavior and review data on platforms like Taobao, understand consumer preferences, needs, and motivations when choosing pet cat products, providing data support for the market positioning and design of Wamao products.

Step 3: Summarize, Analyze, and Design Wamao + Cat Supplies

Research Objectives

Integrate the research and market survey data obtained from the first two steps to identify the intersection between Wamao elements and cat product design. Design innovative products that incorporate the cultural characteristics of Yunnan Wamao while meeting the demands of the modern pet product market.

Research Methods

Comprehensive Analysis: Conduct a comprehensive analysis of the data obtained from the first and second steps to identify the convergence points between Wamao culture and cat product design. Ensure that the design retains the traditional cultural characteristics of Wamao while satisfying the functional and aesthetic needs of modern consumers.

Creative Design Method: Use creative design methods to integrate Wamao elements into cat products, creating products with cultural characteristics.

Research Population

The research population for this part is cat owners. By analyzing the needs and preferences of this target group, combine Wamao culture with modern cat product design to meet cat owners' dual needs for functionality and cultural identity in pet supplies.

Step 4: Refine Design and Produce the Final Product

Research Objectives

After completing the initial design combining Wamao and cat supplies, collect feedback from cat owners and Wamao makers to improve and optimize the design. Ultimately, integrate feedback and suggestions to finalize the product design and produce the final Wamao + cat supplies product, achieving a perfect combination of cultural heritage and functionality.

Research Methods

Questionnaire Survey Method: Design a questionnaire for 100 cat owners to gather their opinions and suggestions on an initial product design. The questionnaire will rank several styles of a product or rate satisfaction with the product.

Design Improvement Method: Based on the feedback collected from the questionnaire survey and interviews, modify and refine the product design. Adjust the product's design details, such as appearance, materials, and functionality, to further optimize the Wamao + cat supplies design. Ensure that the product meets the practical needs of cat owners while reflecting the cultural characteristics of Wamao.

Research Population

The focus of this section is primarily on cat owners. Cat owners will provide feedback on the functionality and usability of the product, and through the feedback from this group, it is ensured that the final product can meet the needs of the modern pet market, achieving innovation in product design and the preservation of cultural heritage.

CHAPTER 4

DATA ANALYSIS AND RESEARCH RESULTS

In this chapter, researchers will conduct field investigations, in-depth interviews, analyze data, creative design, conduct surveys, and design the final research outcomes to complete the writing of Chapter 4, which carries out a three-step study including two research objectives.

To study and analyze existing Wamao designs. (This includes a step that mainly involves investigating detailed information about the design, craftsmanship, and cultural background of both traditional and modern Wamao, to enrich the depth and breadth of the research.)

Step 1: Study and analyze existing Wamao designs

In the investigation, researchers adopted a series of systematic steps to investigate the Wamao, and classified the types, designs, and cultural backgrounds of the Wamao.

TABLE 1 Classification of Wamao



Types of Wamao	Region	Picture	Main features
Kunming Wamao	Kunming		The head has the Chinese "king" character, fangs, beard and other tiger characteristics, sitting on the tile, holding the gossip card, a big mouth, mouth teeth vertical, round head and long ears.

TABLE 1 (Continued)

Dali Wamao	Dali		The outstanding feature is a "one-piece", surprisingly large mouth, and the head is more like a two-dimensional, slightly sunken circle in the middle.
Chenggong Wamao	Chenggong		The appearance is close to the real cat, the small mud ball made of the eyes are big and round, two pointed ears, the image is naive, lovely and honest.
Lijiang Yongsheng Wamao	Lijiang		Also known as "ridge tiger", "mountain tiger" and "four unlike", the appearance is similar to the size of the real cat, the cat mouth wide, eye shape and posture are different, a word engraved on the forehead, the tail curved, for plain gray pottery.
Chuxiong Yi Wamao	Chuxiong		The head is engraved with the word "king", the body is coated with fish feet, the back has a dragon tail like a protrusion.

TABLE 1 (Continued)

Qujing Wamao	Qujing		<p>A unique feature of Yunnan Wamao culture is mainly reflected in the shape. A prominent feature is the clip of gossip in the front leg, which reflects the unique understanding of Wamao in Qujing area, and also integrates the gossip elements in traditional Chinese culture.</p>
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The author collected images of different regional Wamao by visiting the collections of a roof cat collector and through the gathering of documentary materials. Each region's Wamao have some differences in appearance, but there are also many that cannot be classified. Therefore, the author conducted an analysis by extracting the common characteristics of the Wamao. Despite the differences in shape and decoration among the Wamao from various places, they exhibit consistency in the following aspects:

The function of the Wamao: The Wamao is generally designed to have the functions of protection and exorcism, often incorporating auspicious patterns or symbols, demonstrating its protective significance.

Material and Craftsmanship: Wamao are usually made of clay to enhance their ornamental value and durability. Although some regions have material innovations, traditional clay remains the primary material for making Wamao.

The basic form: The shape of the Wamao is mainly based on cats and tigers, both of which have their mouths wide open and stand on tiles.

The current status of traditional clay cats and the application of clay cats in modern design.

Traditional Wamao originated as folk religious objects, often placed on rooftops to ward off evil spirits, bring good fortune, and ensure peace and safety. They carry

profound cultural beliefs and regional symbolism. Their functions are more reflected in a protective and wishful symbolic significance, becoming important spiritual guardians in architecture. However, with the development of society and the gradual replacement of traditional tile roofs by modern high-rise buildings, the functional aspect of traditional Wamao is gradually disappearing. Additionally, changes in people's aesthetic demands have forced traditional Wamao to transform their functions. Therefore, the functions of modern Wamao are gradually becoming more diverse.

In modern design, Wamao are no longer limited to symbols of religious belief but are endowed with more cultural symbolic value. They exist widely as decorative, artistic, and commercial cultural products. For example, Wamao are now designed as various mascots, desktop ornaments, gift packaging, and even as IP characters, catering to the aesthetic and market demands of different age groups. The functions of modern Wamao have shifted from the singular "guarding the house" to emotional support, cultural heritage, and artistic decoration, becoming one of the unique cultural symbols in modern life. This transformation is not only an expansion of the functions of Wamao but also an innovation and rebirth of traditional culture in modern society, injecting new vitality into the traditional Wamao.

Therefore, it is clear that the evolution of the Wamao from a traditional religious symbol to a modern cultural icon can be seen through the changes of the times.

Analysis of the results of in-depth interviews

Through interviews with two creators of Wamao and one collector, this section will analyze their creative concepts, design approaches, and perspectives on the cultural value of Wamao.

TABLE 2 Wamao Creators and Collectors' Interviews

Name	Identity	Creative concept	Design ideas	Views of cultural values
Zhang Cai	Traditional Wamao creators of family inheritance	Emphasize the traditional function of Wamao, which symbolizes warding off evil spirits and protecting the home, and consider maintaining the traditional style as a legacy and respect for ancestral craftsmanship.	On the basis of adhering to traditional modeling, according to the needs of the times, the size of Wamao has been adjusted to be downsized into a decorative item suitable for indoor display.	As a carrier of traditional culture, the core value of Wamao lies in conveying the wisdom and beliefs of our ancestors.
	Young Wamao maker specializing in product design	Advocating for the transformation of the Wamao from a traditional religious symbol into a modern art piece, making it more aligned with contemporary aesthetics and market demands.	The traditional elements of Wamao have been simplified in design, adopting a more concise and abstract design language; in terms of materials, there is an attempt to use modern materials such as ceramics and metal.	The cultural value of Wamao lies in its symbolic significance and artistic expression.
Li Haihua	University professor, Wamao collector	-	-	Wamao is not only decorative but also has collectible value, making it an important part of traditional culture.



FIGURE 11 : Interview with Wamao-related figures

Form : Photographed by the author

Through an in-depth analysis of Wamao's current design status, manufacturing techniques, design philosophy, and cultural value, it reveals Wamao's status and development trends in modern design. Despite Wamao being a symbol of traditional craftsmanship, carrying rich cultural connotations, it faces many challenges in modern society. Firstly, Wamao's recognition is limited, lacking widespread social awareness, which leads to insufficient market influence. Secondly, while modern designs have incorporated Wamao imagery, most remain at the decorative level, lacking practicality, making it difficult to meet the needs of contemporary consumers. Moreover, the traditional Wamao production process is complex and time-consuming, making it hard to adapt to the fast-paced production methods of today, further limiting its promotion and application. Through interviews with Wamao creators and collectors, researchers have learned that although efforts have been made in terms of inheritance and innovation, they still face difficulties such as low market acceptance and insufficient product practicality. Therefore, the development of Wamao in the field of modern design requires maintaining its cultural value while enhancing the practicality and market adaptability of the products to achieve the modern transformation of traditional craftsmanship.

To design and development of Yunnan Wamao product for cat lovers

Step 2: Investigate China's Online Pet Cat Product Market

Through an investigation of the pet cat supplies market on the Taobao platform, we aim to understand the current types, design features, and consumer demands for pet cat supplies in the market. We focus on the top three products in the market to analyze their success factors, providing data support for the design and development of related pet supplies for Wamao. Researchers first collected the top 10 stores on the Taobao platform with the highest sales volume and relevance, as well as the top three types of pet cat supplies in these stores.

TABLE 3 Pet Cat Supplies Type Ranking

Shop name	Top three types of pet products
Guzhou Mu Official Store	cat beds, cat toys, cat bowl
Pet Supplies Specialty Store "Qi Oh"	Cat toys, cat bowls, cat health care products
Maison Pet Supplies Exclusive Store	Cat cleaning, cat toys, cat food
Helloleiboo Pet Supplies Official Store	Cat bowl, cat cleaning, cat beds
Yali Song Official Store	Cat nest, cat bowl, cat travel
Capture Flagship Store	Cat cleaning, cat clothes, cat food
Hua Yuan Pet Supplies Specialty Store	Cat cleaning, cat bowl, cat beds
Golden Joy Official Store	cat beds, cat bowl, cat beds box
Meadow Pet Supplies Official Store	Cat bowl, cat toys, cat beds
VOA Pet Supplies Flagship Store	cat beds, cat cleaning, cat toys
Lele Cat Pet Supplies Official Store	cat beds, cat cleaning, cat bowl

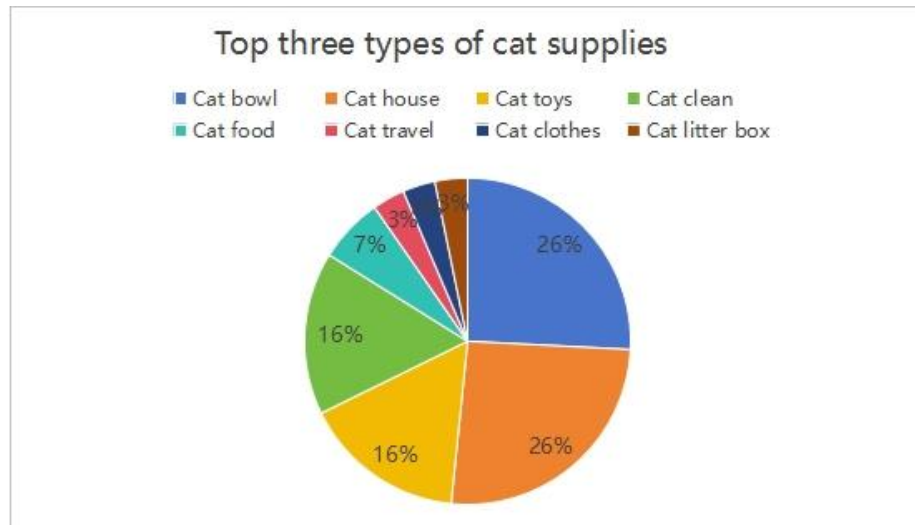


FIGURE 12 : Top three types of cat supplies

Form : Figure made by the author

Through the investigation of the pet cat supplies market on the Taobao platform, researchers can analyze the reasons for the popularity of several categories and their characteristics in terms of design, functionality, price, and user reviews:

TABLE 4 Pet Supplies Information

Category	Design features	Function	Price	User review
Cat bowl	Humanized and scientific design, anti-slip, easy to clean, protects the cervical spine.	Basic feeding function, intelligent automatic feeder	Wide price range, from basic models to high-end smart models.	Material safety, easy to clean, durability
cat beds	Comfort and aesthetics, semi-enclosed or fully enclosed design.	Provide rest areas with heating and entertainment features.	Prices vary due to differences in material and functionality, from cotton to electric heated cat nests.	Comfort, durability, and aesthetic design.

TABLE 4 (Continued)

Cat toys	Diverse design, simulate prey, puzzle toys	Entertainment and physical and mental exercise, such as jumping, chasing, and biting.	Affordable prices, from cardboard to electric toys.	Durability, safety, and interactivity.
		Insufficient		
<p>1. Product quality and safety issues: Consumers have a high level of concern for the material safety and durability of pet supplies, indicating that some products in the market fail to meet these basic requirements.</p> <p>2. Severe product homogeneity: The pet supplies market is characterized by product homogeneity, with many stores selling mostly the same products.</p> <p>3. Insufficient product innovation: As consumers' demands for quality and personalized pet supplies continue to rise, the market needs more high-quality, uniquely designed products to meet the diverse needs of consumers.</p>				

These types of products are characterized by their ability to meet the basic living needs of pet cats while enhancing the quality of life for the pets and the pet ownership experience for their owners. The design trend is towards greater intelligence, personalization, and humanization to adapt to the modern pace of life and the pursuit of a high-quality life by pet owners. Consumers also have a preference for products that can improve the quality of life for pets, enhance human-pet interaction, and facilitate convenient travel.

Through an in-depth investigation of the pet cat supplies market on the Taobao platform, researchers have found that cat bowls, cat beds, cat toys, and cat cleaning supplies are the most popular categories of pet cat supplies in the current market. These popular categories of pet cat supplies reflect the market's demand trend for intelligent,

personalized, and humanized designs, while also highlighting consumers' concerns about product quality and safety, product homogeneity, and insufficient product innovation.

Step 3: Summarize, Analyze, and Design Wamao + Cat Supplies

After analyzing the Wamao cultural characteristics and challenges in the first and second steps, as well as the demand and shortcomings of the modern pet product market, it is concluded that Wamao, as a symbol of Yunnan culture, faces challenges such as insufficient recognition, low practicality, and a mismatch between traditional craftsmanship and modern production methods. The modern pet cat product market demands high-quality, personalized products; however, the market is highly homogeneous, lacking innovation, and facing quality control issues. Therefore, to meet the demand for high-quality, personalized products in the modern pet cat market and avoid issues such as homogeneity and lack of innovation, the researcher will combine Wamao elements with the theory of design for cat products. The goal is to design innovative products that not only feature the cultural characteristics of Yunnan Wamao but also meet the needs of the modern pet product market to satisfy contemporary consumers. To achieve this, the researcher will focus on designing cat beds, cat bowls, and cat toys.

Firstly, refine the characteristics of the cat figurine:

TABLE 5 Wamao Morphological Characteristics

Feature Category	Feature Description
Head	Sharp teeth, whiskers, pointed ears, reflecting the characteristics of a cat.
Body	Standing or crouching posture, with a full or agile physique.

TABLE 5 (Continued)

Mouth	Wide-open mouth, symbolizing the swallowing of evil and protection of the home.
Tail	Tail is raised or curved.
Color	Various colors, including yellow, brown, orange, etc., designed to match the house color.
Decorative Elements	Most Wamao feature ethnic minority elements, with different decorative features in various regions.
Size	Varies in size, from large Wamao suitable for rooftops to small indoor decorative items.

After a deep analysis of the cultural characteristics and morphological features of Wamao, we identified several core design elements that appear most frequently in Wamao across different regions, possessing strong representativeness and recognizability. These elements not only capture the traditional essence of Wamao but also provide unique inspiration for modern pet product design. The three key Wamao elements we will focus on are the Wamao's wide-open mouth, roof tiles, and the cat elements.



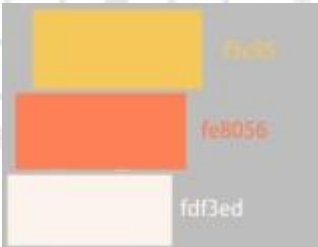

Additionally, it is necessary to transform the original protective and deterrent meaning of Wamao into a warm narrative of pet guardianship, making the Wamao image more approachable and cute, conveying a sense of warmth and care.

Plan 1: Cute Wamao IP

Design Features: This image adopts a chibi (Q-version) style, with large eyes, a round body, and exaggerated expressions, making it appear more adorable and approachable.

Cultural Elements: It retains traditional Wamao elements, such as the "king" character on the forehead, pointed ears, and wide-open mouth, while incorporating modern design elements such as simple lines and bright colors.

TABLE 6 Cute Wamao IP Design Process

Stage	Description	Image/Design	Notes
Reference Images	Collected original Wamao images and sources of inspiration		Includes traditional Chinese clothing, Wamao, and character pose references.
Sketches	Initial design sketches and conceptual ideas		Design Features: This image adopts a chibi (Q-version) style, with large eyes, a round body, and exaggerated expressions, making it appear more adorable and approachable.
Color Palette	Selected color scheme		#FFC107 adds a cheerful touch, #FF7043 offers a vibrant contrast, and #FFEBEE provides a soft, clean background.
Final Design	Completed design		The final design features a cute, chibi-style Wamao with big eyes and a round body, blending traditional elements like the "king" mark and pointed ears with bright colors and simple lines for a modern, appealing look.

Plan 2: Wamao Combined with Tibetan Culture

Design Features: This image incorporates elements of Tibetan culture, such as traditional Tibetan clothing and headwear, making the Wamao image more culturally distinctive.

Cultural Elements: The headwear and clothing of the Wamao incorporate Tibetan patterns and colors, reflecting the fusion of diverse cultures.

TABLE 7 Wamao Integrated with Tibetan Culture Design Process





Stage	Description	Image/Design	Notes
Reference Images	Collected original Wamao images and sources of inspiration		The references include images of Tibetan clothing and Wamao.
Sketches	Initial design sketches and conceptual ideas		The sketches incorporate Tibetan and Wamao elements, like traditional Tibetan clothes and headdresses, giving the girl Wamao a unique cultural identity.

TABLE 7 (Continued)

Color Palette	Selected color scheme		<p>The colors are inspired by traditional Tibetan attire and Wamao elements. #49aca5 and #4e869c reflect traditional aesthetics, #fb5a58 adds vibrancy, and #413c3b provides depth.</p>
Final Design	Completed design		<p>The final design integrates cultural elements like Tibetan clothing and Wamao features, depicting a girl in traditional Tibetan dress with a Wamao - inspired headdress.</p>

Plan 3: Integrated Wamao IP Image

Plan 1: Cute Wamao IP

Advantages:Cute and Approachable: The chibi (Q-version) style design makes the Wamao image more adorable and approachable, easily attracting the affection of young consumers and pet owners.**Modern Design Elements:** Simple lines and bright colors give the image a modern feel, aligning with contemporary aesthetic trends.

Disadvantages:Lack of Cultural Depth: While traditional Wamao elements are retained, the overall design is simplified and may lack sufficient cultural depth and

historical context.Limited Uniqueness: Although cute, the chibi style is common in the market, and the design may lack uniqueness and recognizability.

Plan 2: Wamao Combined with Tibetan Culture

Advantages:Ethnic Characteristics: By combining Tibetan cultural elements, such as traditional Tibetan clothing and headwear, the Wamao image gains more ethnic features and cultural connotations.Cultural Fusion: It reflects the fusion of diverse cultures, showing the adaptability and creativity of Wamao in different cultural contexts.

Disadvantages:Complex Design: The numerous Tibetan cultural elements may make the design overly complicated, lacking simplicity, which could impact consumer acceptance.Market Adaptability: Although it has cultural depth, it may not be sufficiently approachable, making it harder to quickly capture the attention of a wide consumer base.

The Process of Combining Plan 1 and Plan 2 to Create Plan 3

Retaining Traditional Elements: From Plan 1, retain the traditional elements of Wamao, such as the "king" character on the forehead, pointed ears, and wide-open mouth, to ensure the core cultural characteristics of Wamao are reflected.

Simplifying the Design: Draw on Plan 1's simple design style to simplify the overly complex Tibetan cultural elements in Plan 2, making the design clearer and more easily accepted by a wide range of consumers.

Incorporating Modern Elements: Combine modern design elements from Plan 1, such as simple lines and bright colors, to give the Wamao image a more modern and fashionable appeal.

Enhancing Cultural Depth: Extract the essence of Tibetan culture from Plan 2, such as patterns and colors, and incorporate them into the Wamao's clothing and headwear to enhance the cultural depth and uniqueness of the Wamao.

Optimizing the Overall Image: Considering the advantages of both Plan 1 and Plan 2, optimize the overall image of Wamao, making it both cute and approachable, while offering rich cultural depth and distinct ethnic features.

Cultural Elements: The traditional elements such as the "king" character on the forehead, pointed ears, and wide-open mouth are combined with Tibetan clothing and headwear, forming a unique Wamao IP image.

Design Features: This image integrates the characteristics of the first two designs, retaining the traditional Wamao elements while incorporating modern design and Tibetan cultural features.

TABLE 8 Integrated Wamao IP Image Design Process





Stage	Description	Image/Design	Notes
Reference Images	Collected original Wamao images, sources of inspiration, and the IP characters from Plan 1 and Plan 2.		The references include images of Tibetan clothing, Wamao, and the IP integration of Plans 1 and 2.
Sketches	Initial design sketches and conceptual ideas		The sketches incorporate Tibetan and Wamao elements, maintaining the cuteness from Plan 1 and the ethnic features from Plan 2.

TABLE 8 (Continued)

Color Palette	Selected color scheme		<p>The color palette combines soft and vibrant hues. Light pink and yellow add a cute feel, while brown and blue add depth. Orange and red tones boost energy and cultural richness, making the overall scheme balanced and visually appealing.</p>
Final Design	Completed design		<p>The final design blends a cute style with traditional elements, creating a visually appealing and culturally rich IP image.</p>

Wamao Character Design

Name: Wamaomiao.

Personality: Brave, loyal, lively, and curious, with a bit of mischief at times. However, it has a kind heart and is full of love for its owner and companions.

Backstory: Wamaomiao is a Wamao from Yunnan, now a pet in a Tibetan family in Shangri-La, Yunnan. It not only inherits the traditional mission of Wamao to protect the home but also has developed deep friendships with the other pets in the household. Wamaomiao loves to explore the village, discovering new and interesting things, and is

always the first to show up when a friend needs help. Its bravery and loyalty have earned the admiration and respect of the villagers, while its liveliness and mischief bring endless joy to the village.

As a pet cat, Wamaomiao enjoys the care and affection of its owner just like any ordinary pet cat. It loves to roll in the sunshine, chase butterflies in the grass, and quietly accompany its owner when they are busy. However, Wamaomiao is not like an ordinary pet cat; it bears the responsibility of guarding the home and has a unique cultural and historical background, making it stand out among other pet cats.

Wamaomiao wears traditional Tibetan clothing, which is brightly colored with unique patterns. It wears a Tibetan robe made from wool, a colorful belt around its waist, and traditional Tibetan boots on its feet.

TABLE 9 Pet Product Design Description




Design Content	Character Design	Product Design	Design Description
Wamao Cat Bed	 <p>Wamaomiao lies on tiles, sleeping, setting the cat bed theme</p>	 <p>It offers a comfy rest space for pet cats, with a stable, easy - to - clean design</p>	<p>The Q - style cat bed combines Yunnan Wamao culture with modern pet aesthetics. Its bright colors and clean lines give it a refined, modern artistic look</p>
Wamao Toy	 <p>Wamaomiao is playfully striking poses on the tiles, embodying the joy of play</p>	 <p>The toy promotes cats' exercise and curiosity, made with safe, eco - friendly materials to ensure pet safety, durability, and easy cleaning</p>	<p>The toy design merges Yunnan Wamao culture with modern cat toy elements, including grass balls and tunnels that double as scratching posts, for interactive fun</p>

TABLE 9 (Continued)

Wamao Cat Bowl	 <p>Wamaomiao sits on tiles with its mouth open wide, waiting for the owner to serve food</p>	 <p>The cat bowl meets cats' dietary needs. The 3D Wamao figure serves as both support and decor, adding cultural flair to homes</p>	<p>The cat bowl design integrates Yunnan Wamao culture with modern pet product design. The bowl's base curve enhances stability and style. It's made of safe, eco-friendly ceramic that's easy to clean</p>
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Next, design a series of actions that align with the characteristics of the Wamao IP image based on its personality and story background. By analyzing the cultural connotations, personality traits, and story context of Wamao, combined with the principles and methods of animation design, create lively actions for the Wamao IP image, making it more in line with the character's setting.

In this study, the author designed a cat bed that integrates elements of Yunnan's Wamao culture, aiming to combine traditional cultural symbols with modern pet products. To better align with the aesthetic needs of contemporary consumers, the design adopts a Q-version style, making the Wamao image more approachable and cute, while preserving traditional cultural symbols and adding a modern touch. The appearance of the cat bed is exquisite, with the Wamao image presented in bright colors and simple lines, highlighting its cultural background and artistic qualities.

The Wamao toy products combine elements of Yunnan's Wamao culture with cat toys, aiming to creatively integrate traditional culture with modern pet products, enhancing the play experience and cultural awareness for cats. The toy includes several interactive features, such as a grass ball for the cat to grab and a tunnel section that doubles as a scratching board. These elements not only help exercise the cat's physical abilities but also satisfy its curiosity and entertainment needs. The entire toy is made from safe,

environmentally friendly materials to ensure the pet's safety, while also focusing on the product's durability and ease of cleaning.

The "Wamiao Cat Bowl" is a product that integrates elements of Yunnan's Wamiao culture into a cat bowl, aiming to combine traditional cultural symbols with modern pet products. It enhances the dining experience for cats while providing pet owners with a culturally valuable home decoration. The base of the cat bowl features a simple curved design, ensuring strong stability and a modern look. The bowl itself is made of ceramic material, which is safe, environmentally friendly, and easy to clean. The Wamiao cat image is presented in a three-dimensional form next to the bowl, serving as both a support for the bowl and a decorative element, which enhances the visual appeal of the product. This design not only meets the basic dining needs of cats but also brings a unique cultural atmosphere to the home.

Step 4: Refine Design and Produce the Final Product

This survey analyzes cat owners' feedback on Wamao product designs. By examining responses from different age groups and cat age groups, combined with satisfaction ratings and improvement suggestions for three products, we gain insights into market performance and potential enhancements.

Most respondents are aged 20-40, with cats primarily under 1 year or 1-3 years old, indicating active participation from young cat owners whose pets are in early growth stages.

For the Wamao Cat Bed, feedback is mixed. While many express satisfaction, some dissatisfaction exists, particularly regarding aesthetic appeal, where a significant proportion of respondents feel the design meets their personal taste.



The Wamao Cat Toy receives positive design feedback but shows shortcomings in attracting cats, with a notable number of respondents indicating their pets are "completely uninterested," suggesting limited appeal to some cats.

The Wamao Cat Bowl garners high satisfaction for its appearance, with most respondents satisfied or very satisfied with the overall design. However, some still highlight areas for improvement, especially in functionality.

In terms of improvement suggestions, respondents emphasize considering different cat sizes, adding color options, and incorporating interactive features. Some also desire designs that better match home aesthetics and include eco-friendly elements. Most respondents are willing to recommend the products, but a portion are hesitant, indicating room for enhancement.

Overall, there is significant potential to improve product appeal and functionality. Users appreciate the design's aesthetics but seek optimizations to better meet diverse feline needs, such as accommodating different sizes and enhancing interactivity.


TABLE 10 Product Design Description

Product Name	Design Description	Before Modification	After Modification
Wamao Cat Bed	New Design: The Wamao Cat Bed has been redesigned with interactive elements to enhance appeal and usability.		

New Design: The redesigned Wamao Cat Toy includes interactive elements and cute animal figures like foxes and ducks. Soft, warm materials are used to improve comfort and attractiveness. The new version focuses on details to better satisfy cats' curiosity and play needs.



TABLE 10 (Continued)

<p>New Design: The new Wamao Cat Bowl features an increased height to improve Wamao eating comfort for cats, which Cat Bowl has been well - received. New color options are also available for greater personalization.</p>	
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Based on survey feedback, we will first revise the Wamao Cat Bed design. The revised design will incorporate more engaging interactive features to enhance the product's appeal and functionality for cats.

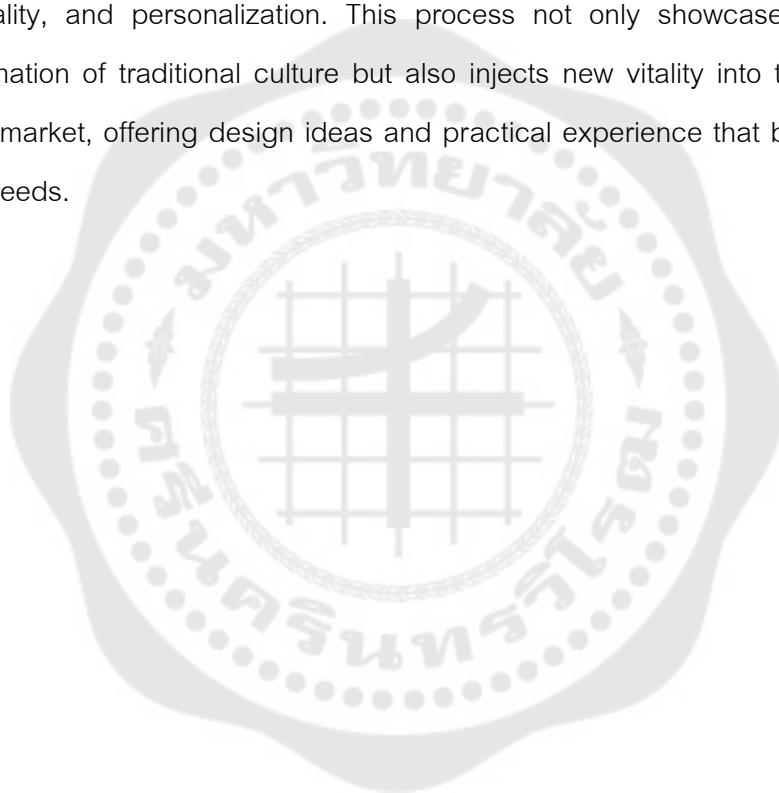
The redesigned Wamao Cat Toy has been optimized to better attract cats. The new design incorporates more interactive elements and cute animal figures, such as foxes and ducks, making the toy more lively and engaging. These changes enhance visual appeal and may stimulate cats' interest, particularly through the use of warm, soft materials that add comfort. While the previous design was simple, it may have lacked sufficient appeal, leading to limited interest from some cats. The improved design addresses these issues by focusing on details that cater to cats' curiosity and play needs, potentially increasing the toy's attractiveness and usage frequency.

The Wamao Cat Bowl has received high satisfaction in terms of appearance design, with the vast majority of respondents expressing satisfaction or high satisfaction with the overall design of the three products. However, some respondents pointed out that there is room for functional improvement. To better meet the needs of cats, the new version increases the height of the product to make it more comfortable for cats to eat, which has been recognized by users.

Additionally, the new color options offer greater personalization, enhancing the product's appeal.

In Chapter 4, researchers successfully integrated Yunnan Wamao cultural elements with modern pet - product design through an in - depth analysis of traditional Wamao culture and research on the modern pet - product market, putting forward innovative product design plans. By categorizing Wamao designs, exploring cultural backgrounds, and combining modern consumer needs, they created cat beds, bowls, and toys with cultural heritage significance that meet modern aesthetics and functionality.

Based on survey feedback, they optimized the products' interactivity, functionality, and personalization. This process not only showcases the innovative transformation of traditional culture but also injects new vitality into the modern pet - product market, offering design ideas and practical experience that blend culture with market needs.



CHAPTER 5

CONCLUSION, DISCUSSION AND SUGGESTION

5.1 Conclusion

This study has deeply explored the integration of cultural elements from Yunnan's Wamao into modern cat - product design. It aims to fill market gaps with culturally - rich innovative products. A systematic four - step method was used: researching existing Wamao designs, investigating the Chinese cat - product market, designing Wamao - related products, and refining designs via user feedback. Data was collected through field and online market research.

Results show Yunnan Wamao holds great potential in modern pet - product design. Some traditional Wamao designs, though culturally rich, don't match today's aesthetics, causing a lack of cultural pet products in the market. The study also reveals China's growing demand for unique, functional, and aesthetically - pleasing pet products, particularly among the youth. Integrating Wamao's design elements into cat products can the cultural value of everyday pet items, meeting the demand for personalized, functional, and eco - friendly products. This approach is feasible and shows future market growth potential.

Moreover, the study demonstrates that combining traditional Wamao elements with modern cat products can greatly enhance the cultural depth and artistic appeal of these products. By transforming the traditional Wamao image into a more approachable and cute form, a series of cat products appealing to modern consumers has been successfully created. These products meet cats' functional needs and provide pet owners with cultural identity and emotional connection. Positive survey feedback confirms the market potential and consumer acceptance of these culturally - enriched pet products.

In summary, this research confirms the feasibility and promising future of integrating Yunnan Wamao cultural elements into modern cat - product design. It offers a new way for preserving traditional culture while meeting modern consumers' diverse needs. The study's findings provide valuable insights for designers, businesses, and

cultural institutions exploring the intersection of cultural heritage and contemporary product design.

5.2 Discussion

This study combines cultural insights with market demands to design pet products with cultural symbols, contributing to the cross - cultural exchange between Yunnan culture and the modern pet - product industry. Technically, it follows user - centered design principles, focusing on user experience, operability, and product functionality. The fusion of traditional Wamao elements with modern pet - product design emphasizes the importance of incorporating cultural symbols into contemporary product development.

The successful integration of Wamao elements into cat products shows the power of cultural design in enhancing product value and consumer appeal. By keeping Wamao's core cultural features while adapting its form to modern aesthetics, products attractive to both cultural enthusiasts and pet lovers have been created. This dual appeal is crucial in today's competitive market where consumers seek products offering both functionality and cultural/emotional value.

However, the study also reveals areas for improvement. The recognition algorithms used in product development, though effective in identifying key Wamao elements, can be more precise and efficient. This can be done by optimizing the database with more detailed cultural symbols and design elements from Yunnan. Also, expanding the product range to include more diverse pet products can increase market reach and consumer choice.

Another improvement area is the accuracy and adaptability of product functions. The study finds that while the designed products meet basic functional requirements, there's room for enhancing usability and practicality. For example, the cat bed can be modified for better support and comfort; the cat toy can have more interactive features to engage cats more; and the cat bowl can be optimized for easier cleaning and maintenance. These improvements can boost product quality, user satisfaction, and loyalty.

The study also highlights the complexity of balancing traditional aesthetics with modern functional needs. Traditional Wamao designs, despite their cultural significance, may not align with the simplicity and practicality modern consumers prefer. This requires a delicate balance between preserving cultural authenticity and meeting market demands. The study emphasizes that continuous design process improvements and updates are essential to suit consumers' evolving preferences and needs. Regular market feedback and cultural research can help designers adjust product designs timely.

5.3 Recommendations

Based on the study's conclusions and discussion, here are suggestions to enhance the functionality, market adaptability, and cultural impact of Wamao cat products:

Diversify Product Design: Current Wamao cat products, though culturally distinctive, need more personalized design elements to meet diverse consumer preferences. Designers should offer products in varying sizes and functionalities, tailored to cats' body types and needs. For instance, adjusting cat bed layouts to accommodate different sleeping positions or designing interactive toys that suit cats' behavioral habits can boost product appeal. Exploring new product categories like cat clothing, grooming tools, and travel accessories can also expand market opportunities and give consumers more choices.

Enhance Cultural Elements: To strengthen Wamao culture's uniqueness and market recognition, integrating more local cultural symbols and traditional elements from Yunnan is recommended. This ensures products meet modern functional needs while conveying deeper cultural meanings. Product designs can also incorporate local handicraft features such as traditional pottery and embroidery. Collaborating with cultural experts and artisans ensures the accurate and respectful representation of Yunnan's cultural heritage, adding authenticity and depth to the products.

Eco - Friendly Design: With growing environmental awareness, future Wamao cat products should prioritize sustainable design. Using eco - friendly materials, non - toxic coatings, and recyclable packaging can reduce the environmental footprint and enhance market competitiveness. This appeals to eco - conscious consumers and aligns with

global sustainability trends. Promoting the eco - friendly aspects of the products through marketing can attract a broader audience and position the brand as responsible and forward - thinking.

Functional Innovation: Building on existing products, introducing more intelligent and interactive functions is suggested. For example, adding temperature control and self - cleaning functions to cat beds, or incorporating smart sensors into cat toys can enhance the interactive experience between cats and owners. These innovations can attract more young consumers and meet the demand for smart pet products. Integrating mobile apps that allow remote pet monitoring and interaction can also increase convenience and engagement, making these products stand out in the market.

Increase Color Options: Considering the diversity of home decor styles, future Wamao cat products should offer a wider range of colors. Combining various colors can help products match different home styles, giving consumers more options and improving market acceptance. Offering customizable color options or limited - edition color series can create exclusivity and encourage repeat purchases.

Establish Feedback Mechanisms: To continuously improve product design quality and user experience, setting up ongoing user feedback mechanisms is advisable. Systematically collecting and analyzing user opinions can lead to timely improvements in product functions and appearances. This enhances user satisfaction and product loyalty, ensuring products remain relevant to market needs. Regular user surveys, focus groups, and online reviews can provide valuable insights into consumer preferences and pain points, guiding future product development and optimization.

Expand Market Promotion: To raise the market visibility of Wamao cat products, comprehensive marketing strategies should be implemented. This includes leveraging social media, collaborating with pet influencers, and participating in industry exhibitions. By showcasing the products' unique cultural value and innovative design, businesses can attract more potential customers and build a strong brand image. Partnering with local cultural organizations and tourism bureaus can also promote the products as cultural souvenirs, enhancing their market appeal and cultural significance.

Strengthen Cultural Education: To deepen consumers' understanding and appreciation of Wamao culture, educational initiatives can be undertaken. Creating informational content about Wamao's history, symbolism, and craftsmanship for product packaging, websites, and social media is a good start. Hosting workshops, cultural events, and exhibitions offers consumers hands-on experiences and a deeper connection to the cultural heritage behind the products. Cultivating a loyal and engaged customer base that values the cultural significance of the products can be achieved through cultural awareness and appreciation.

Foster Collaborative Partnerships: Collaborating with other businesses, designers, and cultural institutions can open up new innovation and market expansion opportunities. Joint ventures with pet food brands, veterinary clinics, or pet grooming services can create bundled products that add value for consumers. Also, partnering with designers from different fields can bring fresh perspectives and ideas to the product development process, leading to more innovative and culturally rich designs. Collaborating with cultural institutions can help secure funding and resources for cultural preservation projects, ensuring the long-term sustainability of Wamao culture.

Explore International Markets: Given the global interest in cultural and niche products, there's great potential for expanding the market for Wamao cat products internationally. By adapting product designs and marketing strategies to suit different countries' preferences and cultural contexts, businesses can attract a worldwide audience of pet lovers and cultural enthusiasts. Participating in international trade shows, establishing online sales channels, and building partnerships with international distributors can facilitate market entry and growth in new regions. Emphasizing the products' unique cultural origins and craftsmanship can help them stand out in the global market and appeal to consumers seeking authentic and distinctive pet products.

By implementing these suggestions, Wamao cat products can better meet modern consumers' demands for functionality, aesthetics, and cultural significance. They can also aid the modern transformation of traditional culture and stand out in the competitive pet-product market. This research contributes to the ongoing dialogue of

culture, design, and market innovation in the pet industry, making Wamao - related products potential market leaders. The successful integration of Wamao cultural elements into cat products not only preserves Yunnan's cultural heritage but also offers a new design strategy for the contemporary pet industry. This approach can serve as a reference for other industries looking to incorporate traditional cultural elements into modern product design, promoting cultural innovation and market development.



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Cat Owner Product Design Feedback Survey

Thank you for participating in this survey! Your feedback is crucial for improving our product design and quality. This survey covers three products: Wamao Cat Bed, Wamao Cat Toy, and Wamao Cat Bowl. Please answer the following questions based on your impressions of the product images.

Basic Information

Your age:

- ☐ 20-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ 51 years or older

Your cat's age:

- ☐ Under 1 year
- ☐ 1-3 years
- ☐ Over 4 years

Product Design Evaluation

Wamao Cat Bed



Are you satisfied with the appearance design of the Wamao Cat Bed (e.g., color, shape, Wamao image)?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral

☐ Satisfied

☐ Very satisfied

Does the design of the Wamao Cat Bed meet your aesthetic needs?

☐ Completely does not meet

☐ Does not meet

☐ Neutral

☐ Meets

☐ Fully meets

Wamao Cat Toy



Are you satisfied with the appearance design of the Wamao Cat Toy (e.g., Wamao image, color)?

☐ Very dissatisfied

☐ Dissatisfied

☐ Neutral

☐ Satisfied

☐ Very satisfied

Does the design of the Wamao Cat Toy attract your cat?

☐ Completely does not attract

☐ Not very attracting

☐ Neutral

☐ Attracts

☐ Fully attracts

Wamao Cat Bowl



Are you satisfied with the appearance design of the Wamao Cat Bowl (e.g., Wamao image, color)?

☐ Very dissatisfied

☐ Dissatisfied

☐ Neutral

☐ Satisfied

☐ Very satisfied

Does the design of the Wamao Cat Bowl meet your cat's functional needs for eating?

☐ Completely does not meet

☐ Does not meet

☐ Neutral

☐ Meets

☐ Fully meets

Overall Satisfaction

Are you satisfied with the overall design of these three products?

☐ Very dissatisfied

☐ Dissatisfied

☐ Neutral

☐ Satisfied

☐ Very satisfied

If there are areas for improvement, which part would you most like to see improved?

☐ Wamao Cat Bed

☐ Wamao Cat Toy

☐ Wamao Cat Bowl

☐ Other (please specify): _____

Recommendation Willingness

Would you recommend these products to other cat owners?

☐ Unwilling

☐ Probably unwilling

☐ Neutral

☐ Probably willing

☐ Very willing

Age	Cat's age	Satisfaction with the Design of the Wamao Bed	The design of the Wamao nest conforms to aesthetic standards.	Satisfaction with the Design of the Wamao Cat Toy	The Wamao toy attracts cats.	Satisfaction with the Design of the Wamao Bowl	The design of the Wamao bowl meets functional requirements.	Overall design satisfaction	Improvement suggestions	Willingness to recommend	Other suggestions
51 years old and above	1-3 years	DisSatisfied	Very Compliant	Satisfied	Completely unattractive	General	Compliant	General	Other	Very Willing	Add some more interesting interactive features
20-30 years	Under 1 year old	DisSatisfied	Very Compliant	General	Very attract	DisSatisfied	General	Very Satisfied	Other	may be unwilling	The different body types of cats need to be taken into consideration.
20-30 years	Under 1 year old	General	Not very Compliant	Very DisSatisfied	attract	Satisfied	General	General	Other	General	Designing a more compliant home style
20-30 years	4 years old and above	Satisfied	General	Very Satisfied	Satisfied	Not at all Compliant	Satisfied	Very DisSatisfied	Wamao Cat Bowl	may be unwilling	Increase more color options
41-50 years	Under 1 year old	DisSatisfied	Compliant	Satisfied	attract	Satisfied	Not very Compliant	Very DisSatisfied	Wamao Cat Bowl	Very Willing	The varying body sizes of cats need to be taken into consideration.
41-50 years	1-3 years	Satisfied	General	General	General	Very Satisfied	General	Very DisSatisfied	Wamao Cat Bowl	Very Willing	Designing more compliant home styles
51 years old and above	1-3 years	DisSatisfied	Very Compliant	General	attract	General	Compliant	General	Wamao Cat Bowl	may be unwilling	Designing a More Compliant Home Style
41-50 years	4 years old and above	DisSatisfied	General	Very Satisfied	General	Very DisSatisfied	General	Very DisSatisfied	Wamao Cat Toy	Unwilling	Add more color options
41-50 years	Under 1 year old	Satisfied	Not at all Compliant	Very Satisfied	Very attract	Very DisSatisfied	Not at all Compliant	Very DisSatisfied	Wamao Cat Bed	may be unwilling	Hope to design more environmentally friendly
20-30 years	4 years old and above	Very Satisfied	Very DisSatisfied	Very DisSatisfied	attract	Satisfied	Very Compliant	Very Satisfied	Wamao Cat Bowl	Very Willing	Add more color options
51 years old and above	4 years old and above	General	Not at all Compliant	Very DisSatisfied	Not very attract	Very Satisfied	Very Compliant	Satisfied	Wamao Cat Bowl	Very Willing	
20-30 years	1-3 years	DisSatisfied	Very Compliant	General	Very attract	General	General	Satisfied	Wamao Cat Bowl	Very Willing	
21-40 years	4 years old and above	Satisfied	General	General	Completely unattractive	General	General	General	Wamao Cat Toy	Possibly Willing	
41-50 years	4 years old and above	Very Satisfied	General	Satisfied	Very attract	Satisfied	Very Compliant	General	Wamao Cat Toy	General	
51 years old and above	4 years old and above	General	General	General	Very attract	General	Compliant	General	Other	may be unwilling	
31-40 years	Under 1 year old	Satisfied	Not at all Compliant	Satisfied	Completely unattractive	DisSatisfied	Compliant	Very Satisfied	Wamao Cat Bed	Possibly Willing	
20-30 years	Under 1 year old	Satisfied	Not at all Compliant	DisSatisfied	Completely unattractive	DisSatisfied	General	General	Wamao Cat Toy	Unwilling	
41-50 years	Under 1 year old	General	Not at all Compliant	Very Satisfied	Not very attract	Satisfied	Not very Compliant	Satisfied	Wamao Cat Toy	General	
31-40 years	Under 1 year old	General	Very Compliant	DisSatisfied	Completely unattractive	General	Not very Compliant	DisSatisfied	Other	General	
20-30 years	Under 1 year old	DisSatisfied	General	Satisfied	Very attract	General	Not at all Compliant	Very Satisfied	Wamao Cat Toy	Possibly Willing	
51 years old and above	1-3 years	General	Not very Compliant	General	General	Very Satisfied	Not at all Compliant	Very Satisfied	Wamao Cat Bed	may be unwilling	
51 years old and above	4 years old and above	General	Not very Compliant	DisSatisfied	General	General	Compliant	General	Wamao Cat Bed	may be unwilling	
31-40 years	4 years old and above	General	Not at all Compliant	DisSatisfied	Completely unattractive	DisSatisfied	Not very Compliant	Satisfied	Other	General	
51 years old and above	1-3 years	Very Satisfied	Very Compliant	Satisfied	General	Satisfied	Not very Compliant	DisSatisfied	Wamao Cat Toy	General	
31-40 years	1-3 years	Satisfied	General	DisSatisfied	attract	General	General	General	Wamao Cat Toy	Very Willing	
41-50 years	1-3 years	Satisfied	Not at all Compliant	Satisfied	Completely unattractive	Satisfied	General	General	Wamao Cat Bed	Possibly Willing	
41-50 years	4 years old and above	Very Satisfied	Not very Compliant	DisSatisfied	General	General	Compliant	General	Other	Unwilling	
20-30 years	1-3 years	General	Compliant	General	Very attract	Satisfied	Not at all Compliant	Very Satisfied	Wamao Cat Bed	Very Willing	
51 years old and above	4 years old and above	General	Not very Compliant	DisSatisfied	General	Very attract	Very Compliant	Very Satisfied	Wamao Cat Bed	Very Willing	
51 years old and above	1-3 years	DisSatisfied	General	General	attract	General	Compliant	Satisfied	Other	Unwilling	
51 years old and above	4 years old and above	DisSatisfied	General	General	Completely unattractive	DisSatisfied	Not at all Compliant	DisSatisfied	Other	Possibly Willing	
20-30 years	Under 1 year old	Very Satisfied	Compliant	Satisfied	General	Satisfied	General	Very Satisfied	Other	General	
20-30 years	1-3 years	DisSatisfied	Very Compliant	DisSatisfied	Completely unattractive	Very Satisfied	Very Compliant	Very Satisfied	Other	Possibly Willing	
41-50 years	1-3 years	General	General	Very Satisfied	Very attract	Satisfied	Compliant	Satisfied	Wamao Cat Bowl	Unwilling	
20-30 years	4 years old and above	General	Compliant	General	Very attract	General	Very Compliant	General	Wamao Cat Bed	Possibly Willing	
41-50 years	Under 1 year old	Very Satisfied	Very Compliant	General	Not very attract	DisSatisfied	Very Compliant	General	Wamao Cat Bed	Unwilling	
31-40 years	1-3 years	General	Compliant	General	attract	General	Not very Compliant	General	Wamao Cat Bed	Possibly Willing	
20-30 years	4 years old and above	Very Satisfied	Not very Compliant	DisSatisfied	General	Very attract	Very Compliant	Very Satisfied	Wamao Cat Bed	Very Willing	
20-30 years	1-3 years	General	Not very Compliant	Very Satisfied	General	Satisfied	Compliant	Satisfied	Wamao Cat Bed	Unwilling	
41-50 years	4 years old and above	Satisfied	General	Very Satisfied	Completely unattractive	General	General	General	Wamao Cat Bed	Unwilling	
20-30 years	1-3 years	General	Compliant	Satisfied	Very attract	Very Satisfied	General	Satisfied	Wamao Cat Toy	General	
51 years old and above	4 years old and above	General	Very Compliant	General	General	General	Very Compliant	General	Wamao Cat Bed	General	
41-50 years	1-3 years	Satisfied	Compliant	General	General	DisSatisfied	Very Compliant	General	Other	Unwilling	
31-40 years	Under 1 year old	DisSatisfied	Very Compliant	General	Completely unattractive	General	Compliant	Very Satisfied	Other	Unwilling	
41-50 years	1-3 years	Very Satisfied	Not very Compliant	Very Satisfied	General	Satisfied	Compliant	Satisfied	Wamao Cat Bed	Possibly Willing	
20-30 years	1-3 years	General	Very Compliant	Very Satisfied	Completely unattractive	Very Satisfied	Compliant	DisSatisfied	Wamao Cat Bowl	may be unwilling	
41-50 years	4 years old and above	General	Compliant	General	Very attract	General	Very Compliant	General	Wamao Cat Bed	may be unwilling	
41-50 years	4 years old and above	DisSatisfied	General	General	attract	General	Very Compliant	General	Other	Possibly Willing	
20-30 years	4 years old and above	DisSatisfied	Not at all Compliant	Very Satisfied	Very attract	General	Not at all Compliant	General	Wamao Cat Toy	General	
20-30 years	Under 1 year old	Satisfied	Not at all Compliant	DisSatisfied	Very attract	DisSatisfied	Not at all Compliant	General	Wamao Cat Bed	may be unwilling	
20-30 years	4 years old and above	Satisfied	General	Satisfied	General	General	Not at all Compliant	General	Wamao Cat Toy	Possibly Willing	
41-50 years	Under 1 year old	Satisfied	Not at all Compliant	Satisfied	attract	General	Compliant	Satisfied	Wamao Cat Bowl	General	
31-40 years	4 years old and above	Satisfied	Very Compliant	Very Satisfied	Not very attract	General	General	DisSatisfied	Other	General	
20-30 years	1-3 years	Satisfied	Not very Compliant	DisSatisfied	Not very attract	Very Satisfied	Not very Compliant	Very Satisfied	Other	Very Willing	
31-40 years	4 years old and above	Satisfied	General	Very Satisfied	Very attract	General	General	General	Other	may be unwilling	
20-30 years	Under 1 year old	General	General	General	Not very attract	Very DisSatisfied	Not very Compliant	Very DisSatisfied	Wamao Cat Bowl	Unwilling	
20-30 years	4 years old and above	Satisfied	Very Compliant	Very DisSatisfied	General	Very DisSatisfied	Compliant	General	Wamao Cat Toy	Very Willing	
41-50 years	4 years old and above	Very DisSatisfied	Not at all Compliant	DisSatisfied	attract	Very DisSatisfied	Very Compliant	General	Other	may be unwilling	
20-30 years	1-3 years	General	Not at all Compliant	DisSatisfied	Completely unattractive	General	Compliant	Satisfied	Wamao Cat Bowl	Very Willing	
41-50 years	1-3 years	DisSatisfied	Very Compliant	Very DisSatisfied	General	Satisfied	Very Compliant	Satisfied	Other	Possibly Willing	
20-30 years	4 years old and above	Very Satisfied	Very Compliant	Very DisSatisfied	Completely unattractive	DisSatisfied	Very Compliant	Very DisSatisfied	Wamao Cat Toy	General	
51 years old and above	4 years old and above	Very DisSatisfied	General	General	Very attract	General	Not at all Compliant	DisSatisfied	Wamao Cat Bed	General	
41-50 years	1-3 years	Very DisSatisfied	Not very Compliant	General	Not very attract	DisSatisfied	Not at all Compliant	Satisfied	Wamao Cat Bed	General	
51 years old and above	1-3 years	Satisfied	Not very Compliant	Satisfied	Very attract	Very Satisfied	Very Compliant	Very DisSatisfied	Wamao Cat Toy	General	
31-40 years	1-3 years	Satisfied	Compliant	General	Completely unattractive	Satisfied	Not very Compliant	Very DisSatisfied	Wamao Cat Bowl	Very Willing	
20-30 years	Under 1 year old	Satisfied	Compliant	Satisfied	General	General	Compliant	DisSatisfied	Wamao Cat Bed	General	
20-30 years	Under 1 year old	DisSatisfied	Not at all Compliant	General	General	DisSatisfied	Not at all Compliant	Satisfied	Wamao Cat Bowl	General	
41-50 years	4 years old and above	Very DisSatisfied	Compliant	Very DisSatisfied	Not very attract	Very DisSatisfied	Not at all Compliant	General	Wamao Cat Bed	Unwilling	
51 years old and above	1-3 years	Very Satisfied	Not very Compliant	General	Completely unattractive	Very DisSatisfied	Compliant	Satisfied	Wamao Cat Bed	may be unwilling	
20-30 years	4 years old and above	General	General	Very Satisfied	Very attract	Very Satisfied	General	Satisfied	Wamao Cat Bowl	Unwilling	
31-40 years	Under 1 year old	Very Satisfied	Not at all Compliant	Very Satisfied	Very attract	Very Satisfied	Very Compliant	Satisfied	Other	Very Willing	
41-50 years	Under 1 year old	Very DisSatisfied	Not at all Compliant	Very DisSatisfied	Not very attract	General	Not very Compliant	DisSatisfied	Wamao Cat Bowl	may be unwilling	
31-40 years	4 years old and above	Very Satisfied	Not very Compliant	Satisfied	Not very attract	Satisfied	Not at all Compliant	Very DisSatisfied	Wamao Cat Bed	Possibly Willing	
41-50 years	4 years old and above	Satisfied	Not very Compliant	Satisfied	attract	Very DisSatisfied	General	DisSatisfied	Wamao Cat Bed	Very Willing	
20-30 years	4 years old and above	Satisfied	Not very Compliant	DisSatisfied	Very attract	Satisfied	Compliant	Very Satisfied	Wamao Cat Toy	Very Willing	
31-40 years	1-3 years	Satisfied	General	General	Completely unattractive	Satisfied	Compliant	DisSatisfied	Other	may be unwilling	
31-40 years	1-3 years	General	Compliant	Satisfied	Very attract	General	Not at all Compliant	DisSatisfied	Wamao Cat Bowl	General	
31-40 years	Under 1 year old	Very DisSatisfied	Very Compliant	General	attract	DisSatisfied	Compliant	Satisfied	Other	may be unwilling	
20-30 years	4 years old and above	Very Satisfied	General	DisSatisfied	Completely unattractive	Very DisSatisfied	Not at all Compliant	General	Other	Unwilling	
51 years old and above	4 years old and above	DisSatisfied	Not very Compliant	General	Very attract	Very DisSatisfied	Compliant	Satisfied	Wamao Cat Toy	may be unwilling	
20-30 years	4 years old and above	Very Satisfied	Compliant	Satisfied	Very attract	Very DisSatisfied	Compliant	Very DisSatisfied	Other	Unwilling	
41-50 years	Under 1 year old	DisSatisfied	Very Compliant	General	Completely unattractive	Very DisSatisfied	Very Compliant	Satisfied	Wamao Cat Bowl	General	
51 years old and above	Under 1 year old	General	Not very Compliant	General	Very attract	Very Satisfied	Very Compliant	Satisfied	Wamao Cat Toy	may be unwilling	
31-40 years	Under 1 year old	Very Satisfied	Very Compliant	DisSatisfied	Completely unattractive	DisSatisfied	Compliant	Very DisSatisfied	Other	General	
20-30 years	Under 1 year old	Satisfied	General	Very DisSatisfied	Not very attract	General	Not very Compliant	General	Wamao Cat Bed	may be unwilling	
20-30 years	1-3 years	Very DisSatisfied	Very Compliant	General	attract	Satisfied	Not at all Compliant	General	Wamao Cat Bowl	Unwilling	
20-30 years	1-3 years	General	Not at all Compliant	Satisfied	Completely unattractive	DisSatisfied	Compliant	DisSatisfied	Wamao Cat Bed	Unwilling	

Other Opinions and Suggestions

Wamao Cat Bed

Room for Enhancement: Some users have shared suggestions for improving the Wamao cat bed design. For instance, users aged 51+ with 1 - 3 - year - old cats and those aged 20 - 30 with cats under 1 year pointed out some design shortcomings. This indicates an opportunity for us to refine the design and enhance the user experience.

Aesthetic Appeal: Many users acknowledge the aesthetic value of our Wamao cat bed. Users aged 51+ with 1 - 3 - year - old cats, for example, have given high praise for the appearance of the cat bed. This demonstrates that our design is visually appealing and has successfully captured users' interest.

Clear Improvement Directions: Users' suggestions mainly focus on improving comfort, stability, and overall functionality. For example, users aged 41 - 50 with cats under 1 year have mentioned the need to accommodate different cat body sizes. This will guide us in making targeted product improvements to better meet user needs.

Wamao Cat Toy

Diverse Satisfaction Levels: User satisfaction with the Wamao cat toy varies across different user groups. Users aged 20 - 30 with cats under 1 year are satisfied with the toy, indicating that our product has successfully met the needs of some users. In contrast, users aged 31 - 40 with cats aged 4+ have provided less positive feedback, presenting an opportunity for us to further enhance the product.

Attractiveness to Cats: The toy's ability to attract cats has been a focal point for some users. For example, users aged 51+ with cats aged 4+ have noted that the toy is insufficiently attractive to cats. This is an area where we can make improvements by incorporating more interactive and appealing elements to increase the toy's attractiveness to cats.

Proactive Improvement Suggestions: Numerous users have offered proactive suggestions for improvement, such as adding more interactive and appealing elements. Users aged 41 - 50 with cats aged 4+ have suggested introducing more colors and eco-friendly materials. These suggestions will assist us in developing more popular products.

Wamao Cat Bowl

Functional Optimization Opportunities: The Wamao cat bowl has received some criticism regarding its functionality, but this provides us with a clear direction for improvement. Users from multiple age groups, including those aged 20 - 30 with cats under 1 year and those aged 41 - 50 with cats aged 1 - 3 years, have highlighted this issue. By

making targeted improvements, we aim to significantly enhance the product's practicality and user satisfaction.

Design Highlights: Despite some users' functional concerns, others, such as users aged 51+ with cats aged 4+, have expressed great satisfaction with the Wamao cat bowl's design. This indicates that our design has certain strengths in terms of appearance and cultural significance, which have captured the attention of some users.

Clear Improvement Focus: Users' suggestions mainly center on improving the bowl's stability, making it more user-friendly for cats, and introducing a wider range of color options. For instance, users aged 31 - 40 with cats aged 4+ have emphasized these areas, which will help us clarify the key areas for product improvement to better meet market demands.

Overall Design

Positive Satisfaction Trend: Generally, user satisfaction with the design shows a positive trend. While there are differing opinions, many users have expressed high levels of satisfaction. For example, users aged 20 - 30 with cats aged 4+ have indicated a high level of satisfaction. This suggests that our products have a certain level of competitiveness and user base in the market.

Positive Recommendation Willingness: Some users are very willing to recommend our products, indicating that our products have gained the recognition and trust of these users. This will facilitate word-of-mouth promotion and market expansion, attracting more potential customers.

Constructive Overall Feedback: Users generally recommend that we enhance functionality while preserving the cultural and aesthetic elements of the designs and offer more personalized and eco-friendly options. This constructive feedback provides us with a clear direction for product upgrades and innovation, helping us develop products that better meet user expectations and further enhance our brand image and market competitiveness.

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