

Happy Wolf



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Product/service name

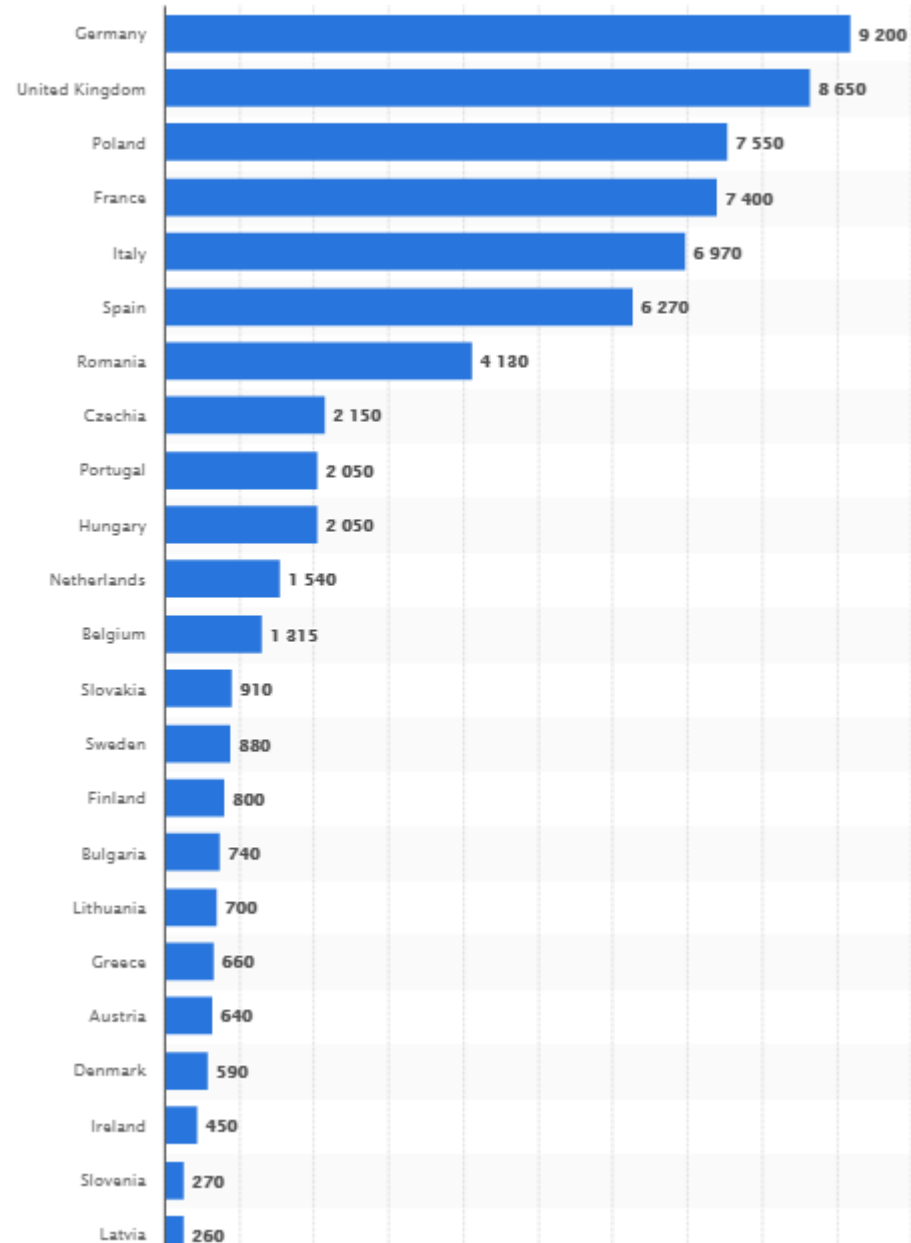


- The idea comes from the website afterdog.eu
- The product mainly tries to introduce new and more sustainable dog bags for collection of excrement
- Service name: Happy Wolf (after Mr. Wolf from Latvia)

Target user

- Target users: dog owners

Number of dogs in EU



User needs



- **Collection of dog waste in a clean and environmentally friendly way**



User actions



- **BEFORE** – collecting waste with plastic bags, that damage primarily the environment
- **DURING** – collecting waste in a more ECO way (after implementing new bags)
- **AFTER** – **SATISFACTION!** Cleaner environment, positive social impacts.
- <https://www.youtube.com/watch?v=-p7hDZDFew8>



Thank you!