



# Year 12 Product Design Induction Task

## Product Analysis

### **Tigrito,** Cat bowl designed by [Miriam Mirri](#)



### **Miriam Mirri**

She was born in Bologna in 1964, lives and works in Milan. She graduated at the Superior School for Anatomic Design and studied communication and design at the Università del Progetto in Reggio Emilia. She worked in London with Nigel Coates and has been assistant to Stefano Giovannoni for many years. She designs objects for companies such as Mandarin Duck, Mitsubishi, United Pets. She holds design courses at the Università del Progetto in Reggio Emilia.

Miriam Mirri

### **Form:**

1. cat shaped as its aimed at feeding cats
2. bright strong colours (yellow, Blue and Grey) so it stands out and acts as a centre piece.

### **Function:**

1. Hold water and food for the cat to eat.
2. Stop food from spilling onto the floor and thus keeping feeding area clear.
3. small bowls that will hold just enough for a days food for the cat
4. easy to clean so it does not promote germs



## **User requirements:**

1. tail makes it easy to pick up without having to bend down too much thus avoiding back strain.
2. dishwasher safe so its easier to keep clean and does not become damaged in the dishwasher.

## **Performance requirements:**

1. needs to be long lasting, 10 years plus as its an expensive object you need to have a feeling of value for money and cats tend to last this time.

## **Materials and/or component requirements:**

1. plastic (PP polypropolyene) to maintain its bright strong finish so product maintains it look for its lifecycle.
2. Scratch resistant so it does not promote bacteria to grow and so it maintains its high quality finish

## **Scale of production and costs:**

1. mass produced product as its sold all over the world
2. fairly low volume @100,000 a year as it's a expensive high end product.
3. retails for approximately £40 meaning a production cost of probably only £5 allowing a profit for manufacturers, distributors and retailers to be made.