AT73.06: Product Design & Development

Progress Presentation

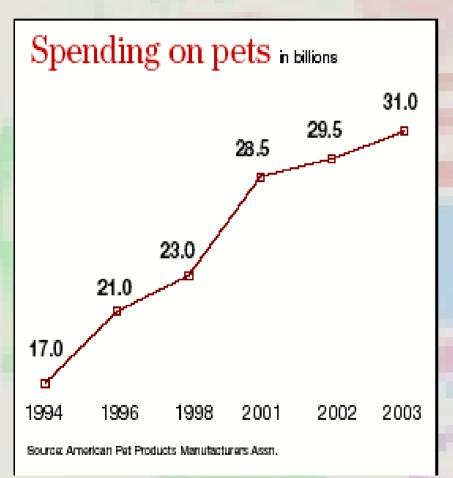
Project 2 : Design & Manufacturing of Automatic Pet Feeder

Product Development Team

Mr. Maharaj Singh Mr. Shaukat Ali Shah Mr. Polpat Chuinklin

Mr.Poramade Dhanarun

Market Opportunities



Which pets?

U.S. pet ownership, 2000, % of total U.S. households



Source: 2001/2002 American Pet Products Manufacturers Assn. National Pet Owners Survey

Mission Statement

Mission statement:

Product Description:

Primary Market:

Secondary Market:

Stakeholders:

"To make a Portable, Trustful and Compact Automatic Pet Feeder."

The automatic Pet feeder is scheduled, have discrete food delivering capacity, with delivery times and quantities adjustable by owner. The feeder has enough storage capacity, easy to use and configure and safe for animals and children.

Household Purpose for Upper Middle to higher income who are pet lovers

Suburban or Rural Homeowners.

Product Design Team, Small Urban Retailers, Veterinary Offices with large animal practice, and Outlets, such as Rural Feed and Seed Stores.

Motivations For Design

The Automatic Pet Feeder.....

•Feeds the Pet sufficient amount of food on time in absence of the owner.

•Feeder is easy to use and configure.

•Ensures Safety for the animal and small Children



Product Planning

- •Functional Decomposition
- •Group External Search
- •External Individual Search
- •Internal Brainstorming
- •Assessment of All Findings for the best inputs to project
- •Collective Integration of the findings
- •Assigning of Group and Individual Tasks

Concept Development

- Identify Customers Requirements.
- Determine Relative Importance of the Needs.
- Set initial specifications.
- Set Target Specifications.
- Construct HOQ.
- Brainstorm and Generate Concepts and Select Final Concept to Pursue.

Customer Survey & Requirements

Customer Profile

• Deals with more of the customer information like age, income.

Product and Service Specification

• Probe customer about the product, key features, likes, dislikes and improvements that they want in the product.

Key Customer Requirements

Customer Profile

Middle to upper-income, pet lovers, one to three pets in home; urban, suburban or rural homeowner. Looking for quality and control, willing to pay more than existing products cost.

Key Desires of the Customers

- Easy and Safe to Use and Clean.
- •Feeds the Pet Sufficiently and on Time.
- •Can provide water as well.
- •Durable and non toxic.

Customer Requirements & Relative Importance

NO.		Ne	eds	Importance
1	The Pet Feeder	Ease to clean		4
2	The Pet Feeder	Ease to refill		2
3	The Pet Feeder	Can feed many	type of dry food	5
4	The Pet Feeder	Make sure pet	come to eat	5
5	The Pet Feeder	Light weight		1
		Keep the food		2
		Pets can not o		3
		Feed many tim		5
		Can feed for m		5
		Can boil the fo		1
		Can mix the fo		1
		Color to match		1
		Can use at out		4
			pets eat all food	2
		Save the food	cost	1
	The Pet Feeder The Pet Feeder			2
		Safety to anima	al/children	5
		Throw away th		1
		Easily Configu		4
		Non toxic to Fo		5
		Water provided		4

Preliminary Specifications

S.No.	Need Nos.	Metrics	Marginal values	Units
1	1, 2, 5,13,16	Weight	<=8	kg
2	1, 21, 18, 17, 13	Base Material	ultimate tensile strength>9000	Мра
3	11	Agitator	<=100	rpm
4	<mark>3</mark> ,7,8,9,14,15,20	Timer Setting	>=2	meals/day
5	3,7,8,9,14,20	Portion setting	< =0.7	kg
6	14	Voice Recorder System	10 - 20	Secs
7	2,6,8,9	Food Storage capacity	<=5	kg
8	3,7,8,9	Food Distribution System	0.1	kg/s
9	4,14,18	Pet Video capture System	>=10	frames/s
10	4,8,9,22	Waterer System	<=5	kg
11	10	Heater system	>=120	F
12	6	Cooling System	<=20	F
13	1,2,3,6,11,13,19	Assembly	<60	Secs
14	1,5,6,10,12, 13,17, 18, 21	Holding tank material	ultimate tensile strength>9000	Mpa
15	3,6,44	Water Proof Seal	< moisture 5%	%
16	12,17,21	Safety	ISO 9000	Standards
17	3,8,9	Types of Food	>=2	Nos.
18	14	Speaker Sound	<=80	db

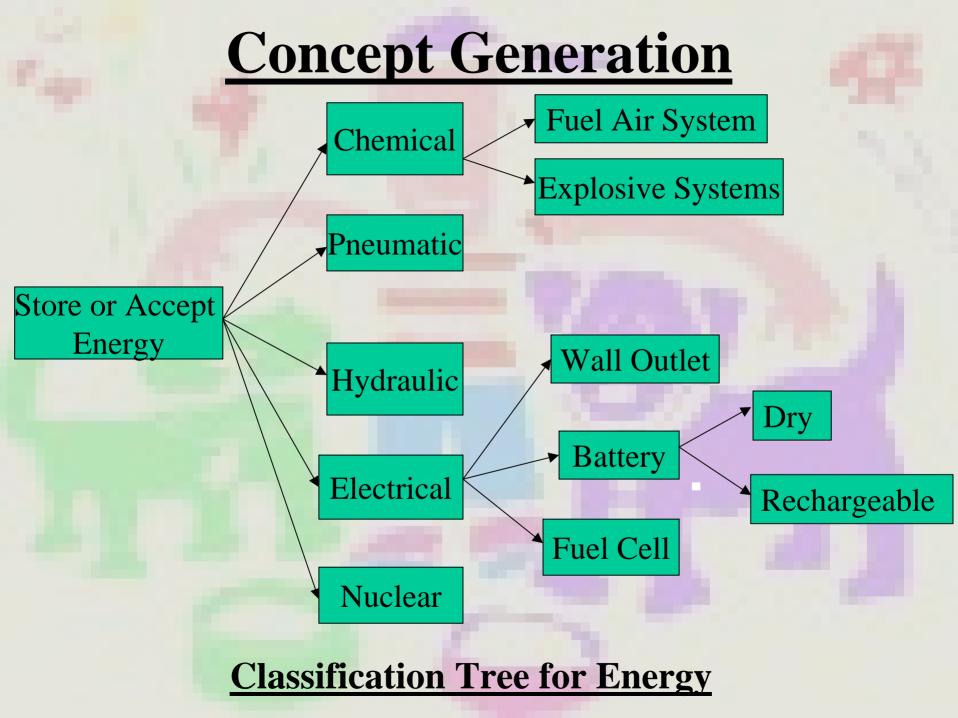
Target Specifications

S. No.	Metrics	Final values	Units
1	Weight	8	kg
2	Base Material	9000	Мра
3	Agitator	100	rpm
4	Timer Setting	2	meals/day
5	Portion setting	0.6	kg
6	Voice Recorder System	15	Secs
7	Food Storage capacity	5	kg
8	Food Distribution System	0.1	kg/s
9	Pet Video capture System	10	frames/s
10	Waterer System	3	kg
11	Heater system	120	F
12	Cooling System	20	F
13	Assembly	60	Secs
14	Holding tank material	9000	Мра
15	Water Proof Seal	5%	%
16	Safety	ISO 9000	Standards
17	Types of Food	2	Nos.
18	Speaker Sound	80	db

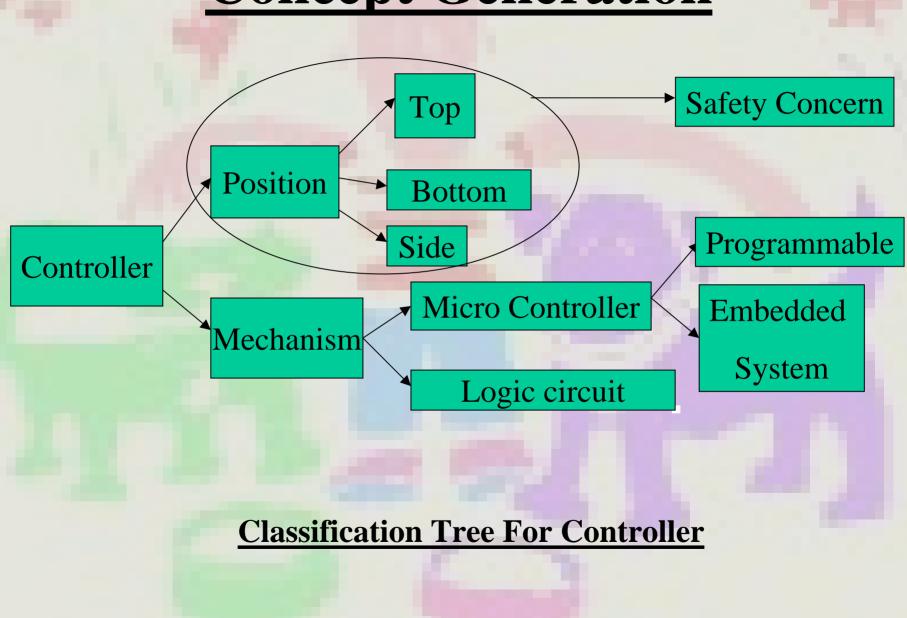
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	Ž	\bigotimes	\ge	\ge	\ge	\bigotimes	X	\ge	\ge	\mathbf{X}	\times	\ge	X													
Pet Food Feeder	Weight	Base Material	Holding Tank Material	Agigator System	Timer Setting	Portion Setting	Voice Recorder	Speaker sound	Food Storage capacity	Food Distribution system	Pet Video Capture System	Waterer System	Water Proof Seal	Heater System	Cooling System	Types of Food	Assembly	Importance Competitor 1	Competitor2	current position Average of the two Competitors	future position	sale point	Improvement Ratio	Raw Score	Percentage Score	
Functional Performance																										
Ease to clean		3	3							3			3			3	9	4 3	3	1	3 4	12	1.33	6.4	6.03	
Ease to refill	3								9	3						9	9	2 3	2	1 2	.5 4		1.6			
Can feed many type of dry food					9				9	9						9	3	4	3	1	2 3	1.2	1.5	7.2	6.78	
Make sure pet come to eat						3	9	9				3	3			3		3 3	3	1	3 4	1.2	1.33	_		
Light weight	9	3	3							1								1 5	3	1	4 5		1.25	1.25		
Keep the food fresh		3	3	1					9	3					9	1	3	2 5	5	1	5 5	1	1	2	1.88	
Pets can not over eat					3	9	1	1		3	3	3				3	1	5 2	4	1	3 5	1.5	1.67			
Feed many times a day Can feed for many days				1	9 9	9			9	9		3	3		3	9	1	5 5	5	1	5 5 5 5	1.5	1	7.5		
Canwarm the food		3	3	1	9	9			y	9		9	3	9	9	9	1			1	1 1	1.5		1.0	0.94	
Can mix the foods		5		9					1					Ĺ,				1		1	1 1		1	1	0.94	
Color to match kitchen		3	3															1	1	1	1 1		ı 1	1	0.94	
Can use at out door		9	9									3	9			1	3	5 4	5	1 4	.5 5	1.2	1.11	6.667	6.28	
Make sure the pets eat all food					3	3	3	3			9	3					1	2 3	3	1	3 3	1	1	2	1.88	
Save the food cost				3	3	3				3						3		1 2	3	_	.5 2	1	0.8			
Stable	3																	2 4	3	_	.5 3	1	0.86	_	-	
Durable	1	9	9							3			9				3	4 3	3	_	3 4	-				
Safety to animal/children	1	9	9							1		3	9				3	5 5	5	_	5 5	1.5	_	7.5		
Throw away the old food						3			3								3	13	1		2 4		1 1 1		1.88	
Easily Configurable		-		1	9	9				1		2					3	4 3	4	_	.5 5 3 4	1.2	-		6.46 9.42	
New Apple 4a Fearl Draductor		9	9	1						3		3	3			1		5 3	3	_	_	1.5	_	_		
Non toxic to Food Products					0	0						0	2									1.0	1 1 1	6 867		
Non toxic to Food Products Water provided Absolute score	37.58	292.1	292.1	42.64	9 347.8	9 376.6	58.13	58.13	238.9	319.7	52.29	9 265.8	3 296.1	8.479	101.7	302.2	3	4 4	. 3	1 3	.5 5	1.2	1.43	6.857	6.46	

Analysis of HOQ

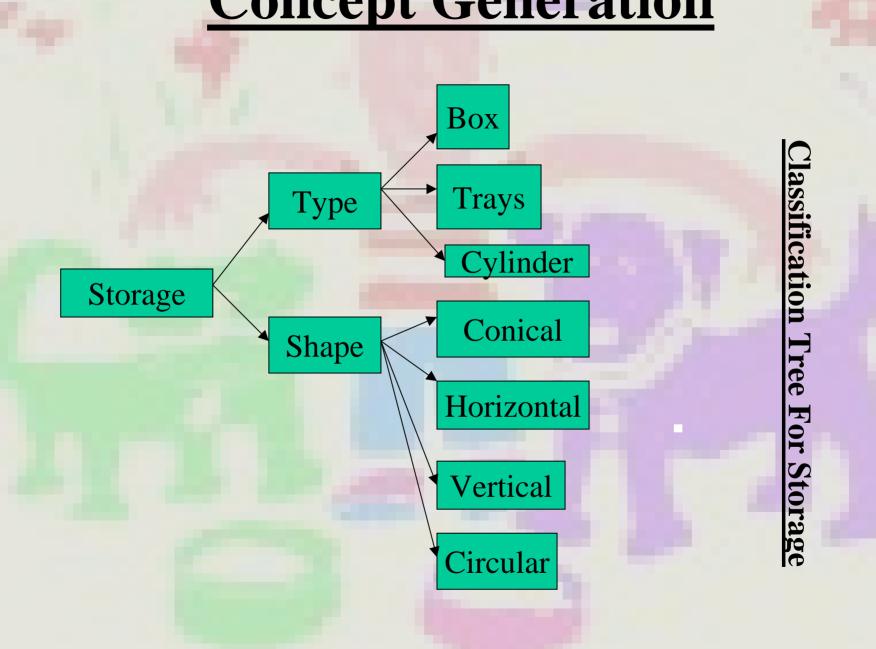
• Portion Setting	10.5 %
• Timer Setting	9.63 %
Food Distribution System	8.86 %
• Water Proof Seal	8.26 %
• Waterer system	7.43 %
• Types of Food	8.5 %
• Base material	8.03 %
Holding Tank material	8.03 %
Food Storage Capacity	6.64 %
• Assembly	6.56 %

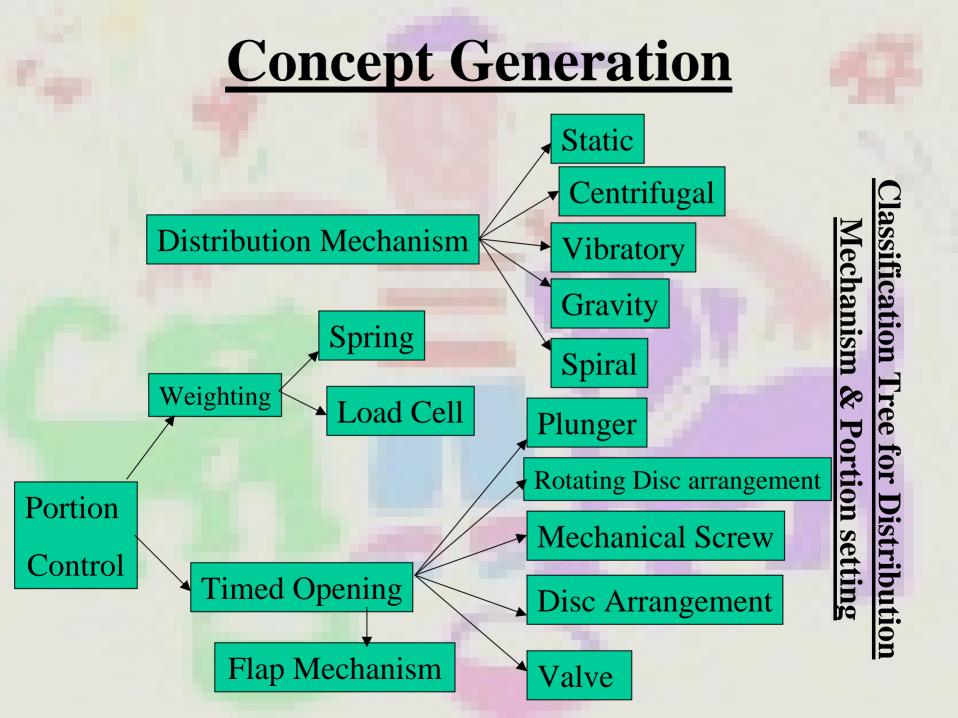


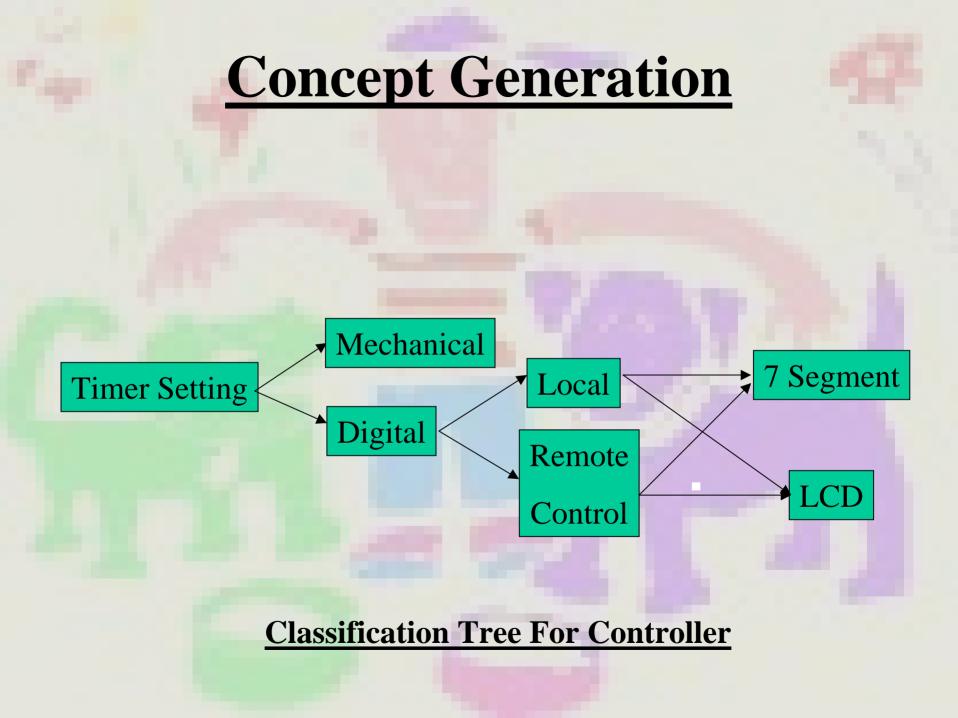
Concept Generation

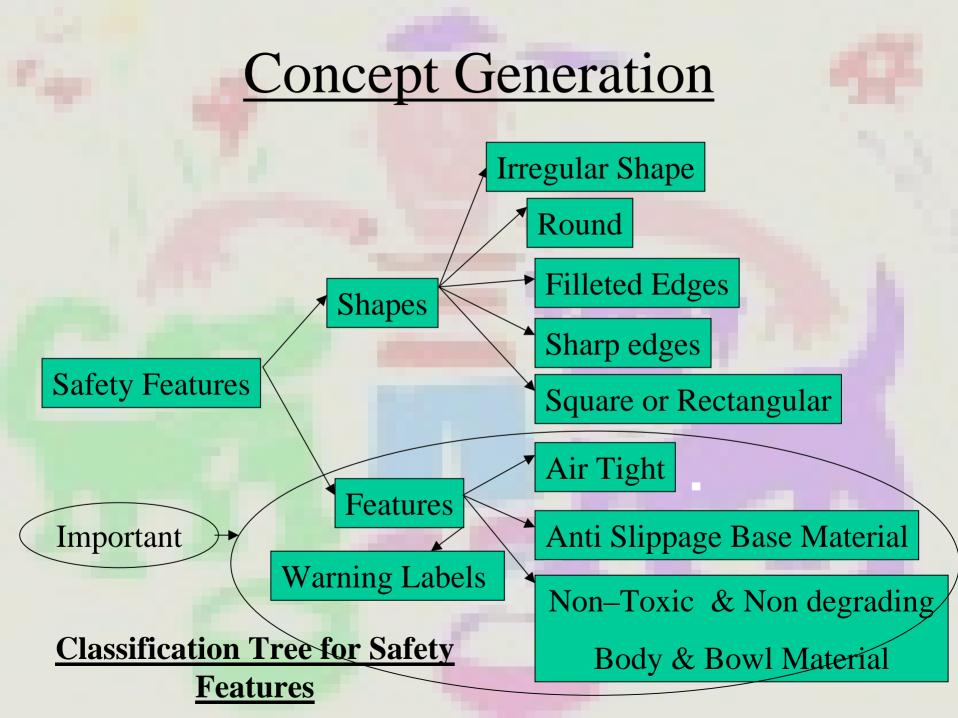


Concept Generation









Material Selection

			C	oncept							0	oncept			
Selection Criteria	A ABS	B Acrylics	C PTFE	D PA	E LDPE	F PVC	G PP	Selection Criteria	A ABS	B Acrylics	C PTFE	D PA	E LDPE	F PVC	G PP
Cost per unit weight	-	0	-	-	0	0	0	Cost per unit weight	-	0	-	-	0	0	0
Mechanical properties	+	+	+	+	0	+	+	Mechanical properties	+	+	+	+	0	+	+
Impact resistance	+	-	0	-	O	-	-	Impact resistance	+	-	O	-	O	-	-
Chemical resistance	+	+	-	+	0	-	+	Chemical resistance	+	+	-	+	0	-	+
Thermal resistance Designability	-	o	+	+	o	-	0	Thermal resistance Desiznability	-	o	+	+	o	-	0
Transparency	+	+	-	-	O	+	+	Transparency	+	+	-	-	O	+	+
	0	+	0	0	0	0	0		0	+	0	0	O	0	0
Sum +'s	4	4	2	3	o	2	3	Sum +'s	4	4	2	3	O	2	3
Sum O's	1	2	2	1	7	2	3	Sum O's	1	2	2	1	7	2	3
Sum —'s	2	1	3	3	O	3	1	Sum —'s	2	1	3	3	0	3	1
Net Score	2	3	-1	0	0	-1	2	Net Score	2	3	-1	0	0	-1	2
Rank	2	1	6	4	4	6	3	Rank	2	1	6	4	4	6	3
Continue?	Yes	Yes	No	No	Revise	No	Yes	Continue?	Yes	Yes	No	No	Revise	No	Yes

Material Selected - ABS

Concept Combination

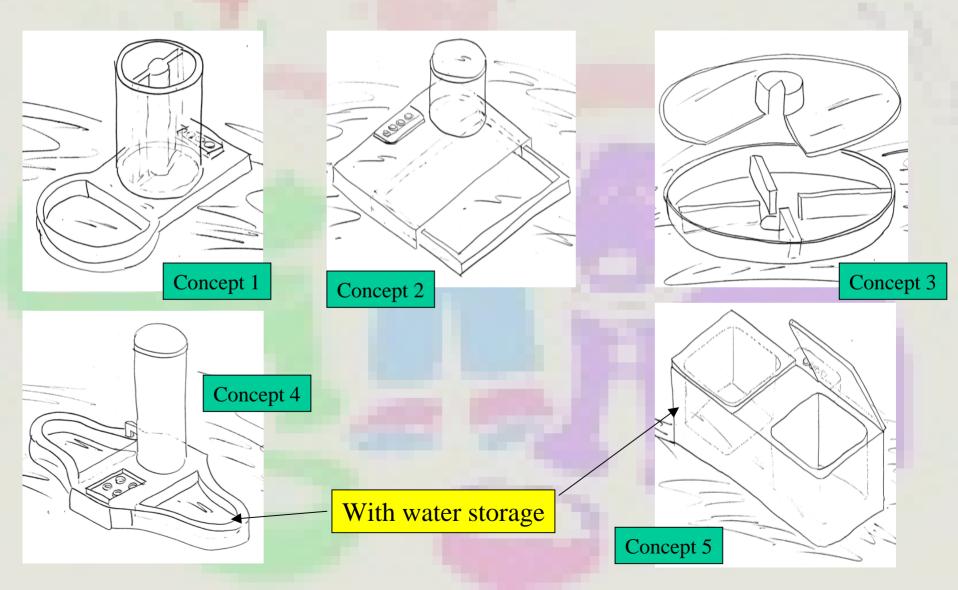


Enongr	Main Controller	Doution Sotting	Distribution	Time Setting
Energy	Main Controller	Portion Setting	Distribution Mechanism	Time Setting
Dry Batteries	Logic circuit	Disc Arrangement	Gravity	Digital with LCD
Rechargea ble batteries	Micro controllers with programmable	Mechanical screw	Spiral	Digital with 7 segment
Batteries		Valve	Vibratory	
Wall outlet		Timed Opening	centrifugal	
	-	Plunger	Static	
		Flap system		
		Rotating Disc		

Combined Concepts

Energy	Main Controller	Portion Setting	Distributio n Mechanism	Time Setting	Storage
Dry Batteries	Logic circuit	Disc Arrangement	Gravity	Digital with LCD	Vertical Cylindrical
Rechargea ble batteries	Logic circuit	Spring	Gravity	Mechanical	Vertical cylindrical
Batteries	Programmable Micro Controller	Rotating Disc Arrangement	Static	Digital with LCD	Horizontal Tray
Batteries	Programmable Micro Controller	Mechanical screw	Spiral	Digital with LCD	Vertical Cylinder (water chamber)
Rechargea ble batteries	Logic circuit	Flap System	Static	Mechanical	Rectangular Box (separate for water)

Rough Sketches of Developed Concepts



Final Sketches Developed Concepts

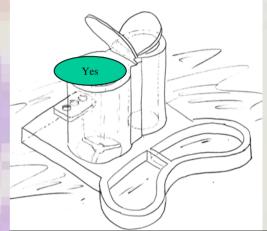


Concept Screening

				Concepts		
Selection Criteria		Concept 1	Concept 2	Concept 3	Concept 5	Concept 4
Easy to use		+	0	0	0	+
Ease of Manufacture		0		0	-	+
Time accuracy		0		0	0	
Portability		_		0	-	0
Food capacity		+	+	0	+	0
Durability		0	0	0	0	0
Portion accuracy		+	+	0	+	0
Safety Features		0	0	0		0
		3	2	0	2	2
Sum 0's		4	3	0	3	5
Sum -'s		1	3	0	3	1
	Net Score	2	-1	0	-1	1
	Rank	1	4	3	4	2
	Continue ?	Yes	No	No	No	Yes
		Combine				Combine

Concept Scoring

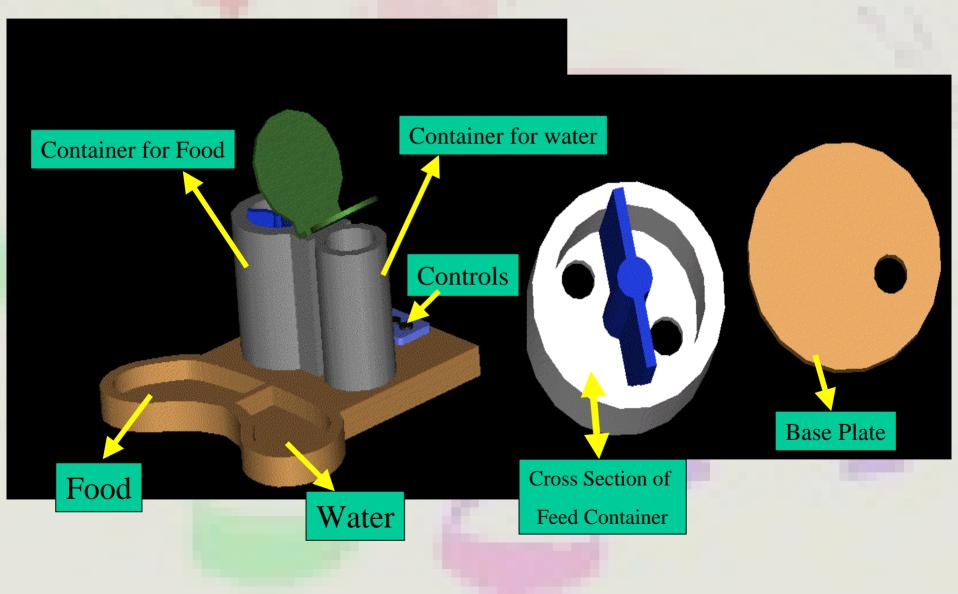
			Cond	cepts			
		Combine	d Concept	Conc	ept 1		
Selection Criteria	Weight		Weighted		Weighted		
		Rating	Score	Rating	Score		
Easy to use	10%	4	0.4	4	0.4		
Ease of Manufacture	10%	4	0.4	5	0.5		
Time accuracy	20%	5	1	3	0.6		
Portability	10%	3	0.3	5	0.5		
Food capacity	5%	5	0.25	2	0.1		
Durability	5%	3	0.15	3	0.15		
Portion accuracy	20%	5	1	2	0.4		
Safety Features	20%	3	0.6	5	1		
	Total Score	4	.1	3.	65		
	Rank		1	2			
	Continue	Y	es	Ν	lo		



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Combined Concept

Final Selected Concept



Process Driven Design Phase

Manufacturing Design Goals

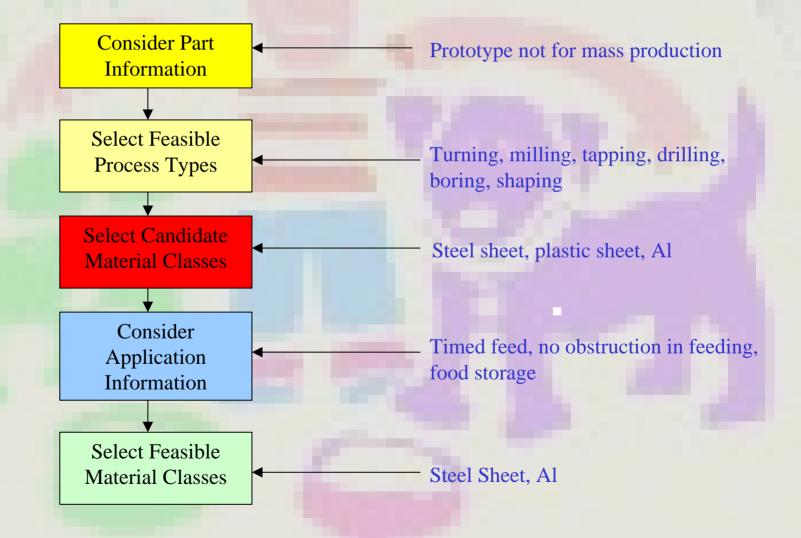
- Product with additional features Keep the number of parts minimum.
- Manufacturing facilities A Constraint Used Facilities available in AIT physical plant
- Non-availability of advanced manufacturing facilities Prototype developed using mainly steel sheets.

Product & Process Plan

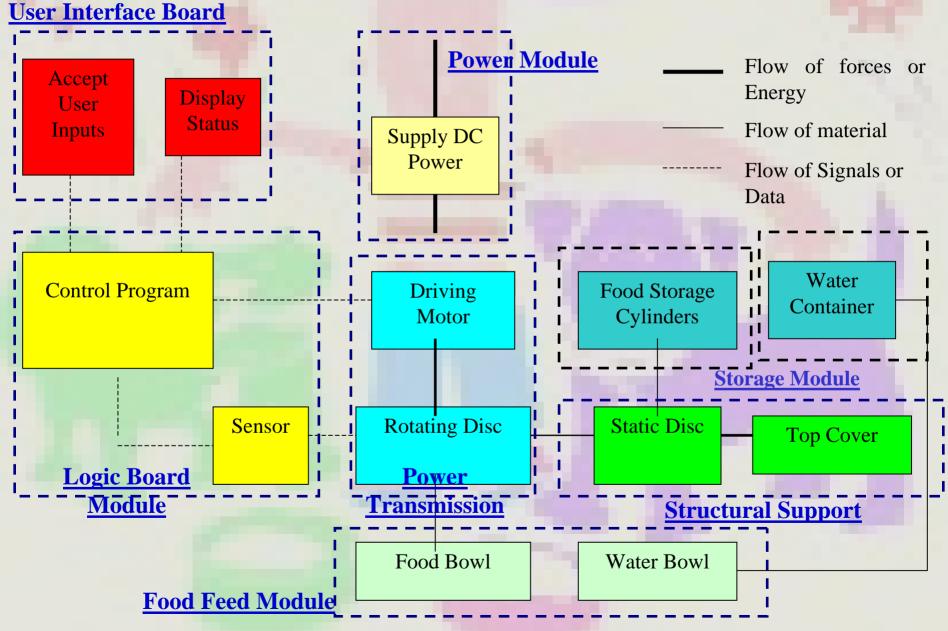
- Standard and Designed Components defined.
- Stacked Construction
- Process and Material Selection for key components

Process Driven Design (contd.)

Process First Approach

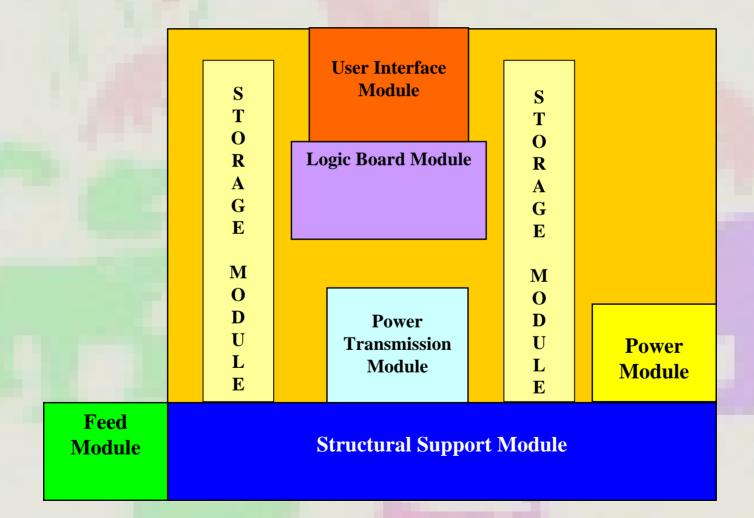


Product Architecture

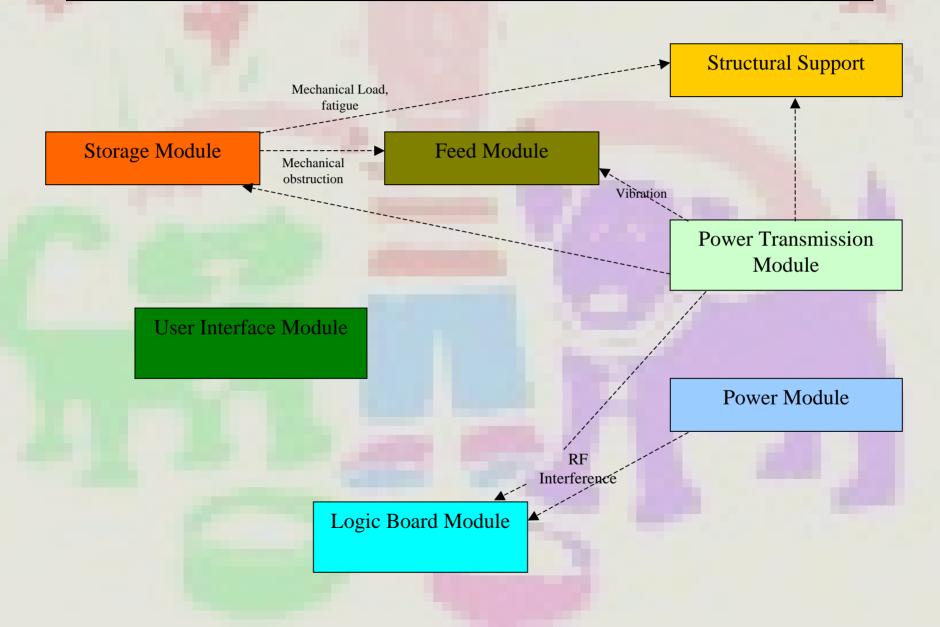


Product Architecture (contd.)

Rough Geometric Layout



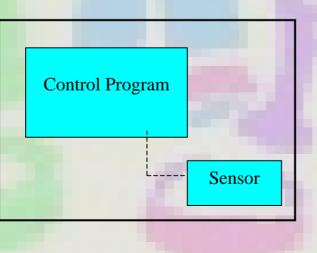
Fundamental & Incidental Interactions



Detail Design Phase

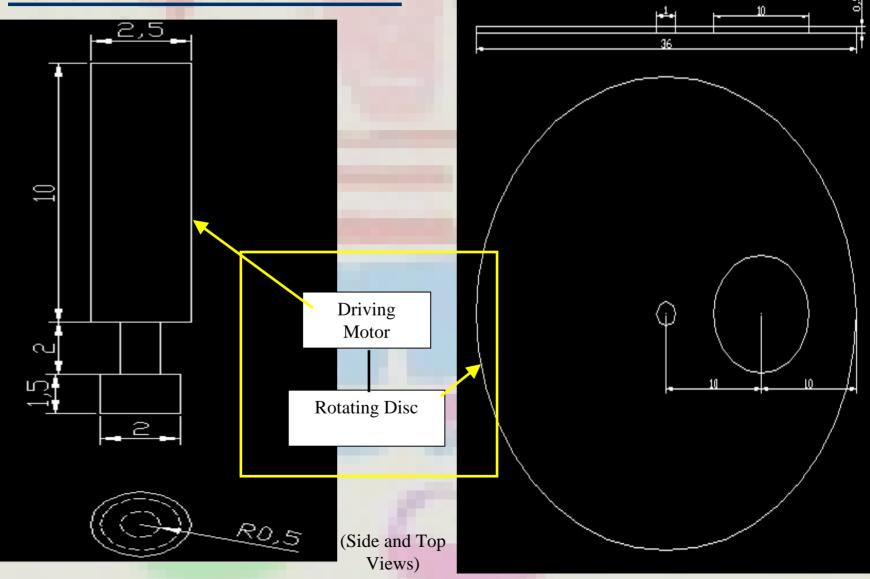
User Interface Module Accept User Inputs Display Status Supply DC Power

Logic Board Module



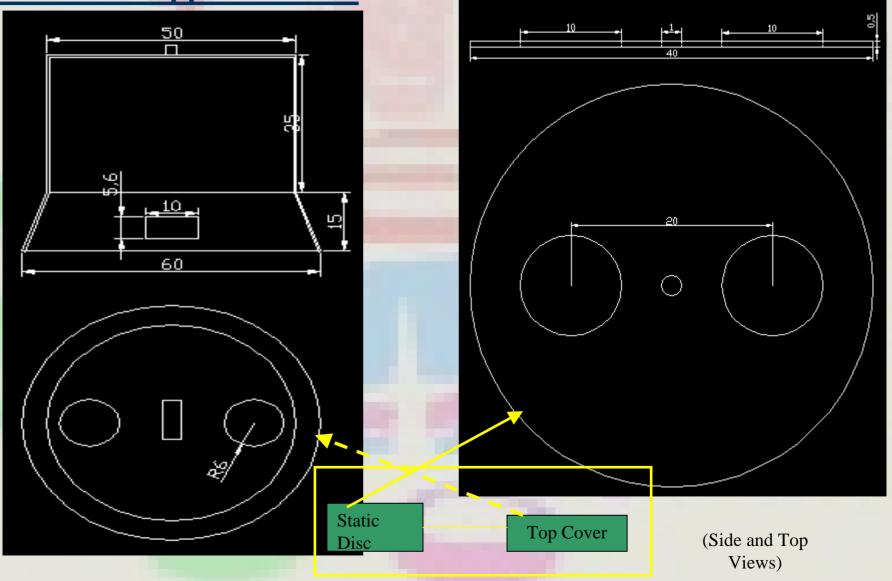
Detail Design Phase (contd.)

Power Transmission Module

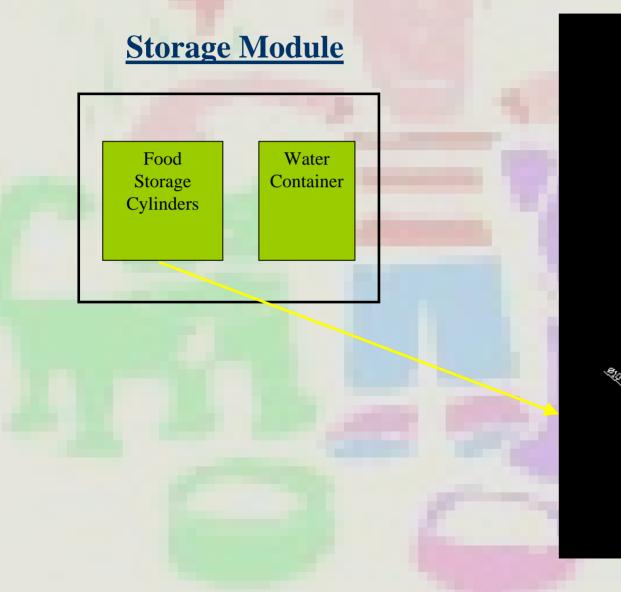


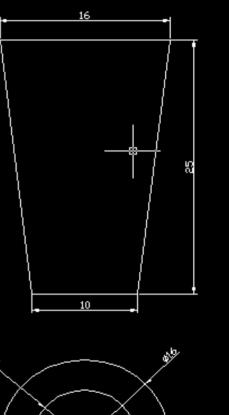
Detail Design Phase (contd.)

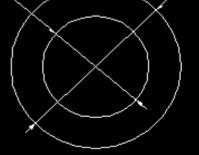
Structural Support Module



Detail Design Phase (contd.)







Design for Manufacturing

Manufacturability Analysis Worksheet

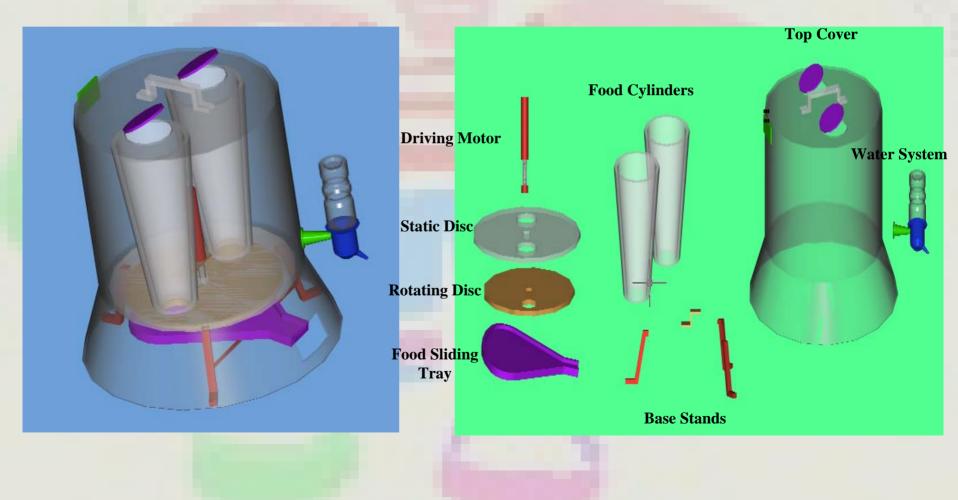
			A	sse	mbl	у	Par	t Eli	min	ation	Assessment				
1	2	3	4	5	6	7	8			9	10	11	12		
Part name	Quantity	Type	н		S	0	Motion	Material	Assembly	CFE	٨	W	IN	Notes	
Stands	3	2	0	0	0	0	N	Ν	Υ	0	2	0	0		
Feed Bowl	1	2	0	0	0	0	N	Ν	Y	0	2	0	0		
Water Bowl	1	2	0	0	0	0	Ν	Ν	Y	0	2	0	0		
Sliding tray	1	2	_	_	-	-	N	Ν	Y	0	0	+	-		
Rotating Disc	1	2	+	0	-	0	Y	Ν	Y	0	0	-	-		
Stationary Disc	1	2	+	0	-	0	N	Ν	Υ	0	0	-	_		
Food Containers	2	2	+	0	+	0	Ν	Ν	Ν	2	0	-	0		
Motor Support Plate	1	2	+	0	0	0	Ν	Ν	Ν	1	0	+	0		
Top Cover	1	2	0	0	0	0	Ν	Ν	Ν	1	0	I	-		
Motor	1	2								1	2		0		
Water Mechanism	1	2								1	2		0		
Bolts (flat head) size (1/4)"	3	1								3	2		0		
Flat Head Screws (1/8)"	42	1								42	2		0		
Nuts (1/8)"	44	1								44	2		0		
Round head screws (1/8)"	2	1								2	2		0		
Plain Washers (1/8)"	2	1								2	2		0		
Flat Head Screws (1/16)"	1	1								1	2		0		

Count ratio = 0.074

Prototype Models

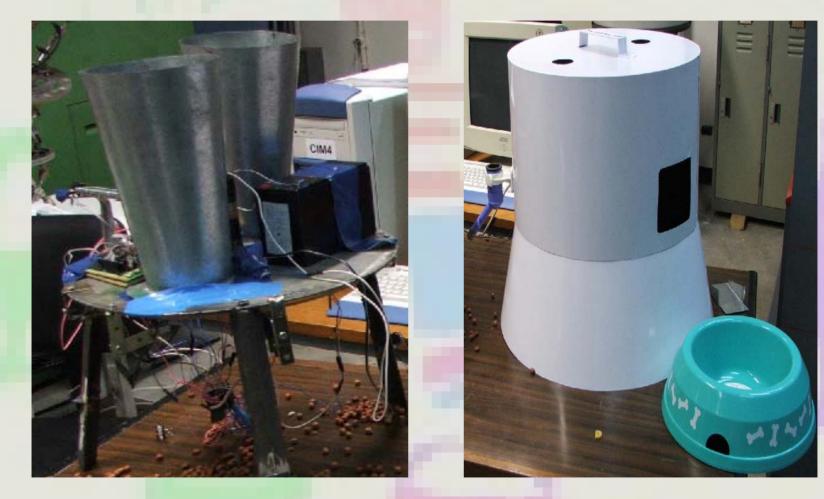
Solid 3D Isometric View

Exploded View of the 3D Model



Prototype Manufacturing

Physical Prototype



Prototype Testing

• Food stuck between the rotating disc and the stationary disc when the rotating disc starts moving again in order to stop the food supply.

• Initially the food containers set on the top of the circular holes of the stationary disc, and while running the prototype all the food started falling at once and the food was difficult to control.

• Stands found to be small - difficult to adjust the angle for the sliding disc for the ease of passage of the food to the food bowl.

• Timer display problems when overcharged battery was used.

Refinements

• At the periphery of the stationary disc holes pieces of packaging tape were put which were cut into the shape of fingers for the ease of passage of the food.

• To control the passage of food the food containers were put on the stationary plate holes so that the two form an elliptical shape for the passage of food and the food does not move an uncontrolled fashion.

 \Box • The height of the stands was increase from initial 10 to 30 so that enough space is there to adjust the angle for the sliding plate.

□• The timer display problem was solved by not overcharging the battery.

Other Improvements

• Power supply to both the micro-controller and DC motor to be provided using single battery and transformer

• Environment friendly Li ion batteries to be used finally.

• Final production to be done using ABS – the selected material.

• Water system to be made automatic later.



<image>

Selected Concept

Detail Design Phase

Final Prototype



Thank You&EnjoyThe Demonstration