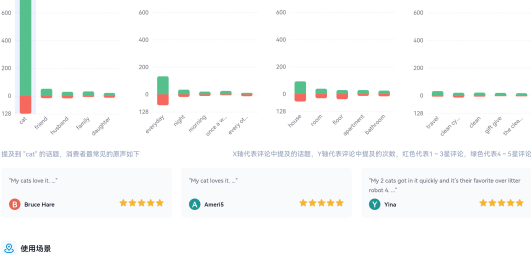


消费者画像

消费者最常提到的人群特征是cat，使用时刻是everyday，使用地点是house，行为是travel，关注这些热门关键词，把握消费者使用场景背后的痛点



提及到“cat”的话题，消费者最喜爱的原声如下



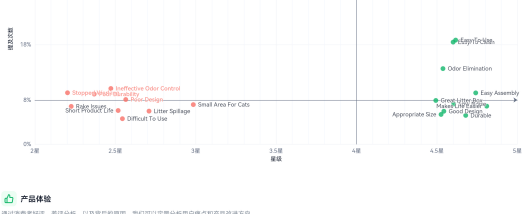
使用场景

按照消费者真实使用场景，发现机会和优化营销内容

使用场景	提及占比	原因
Easy Cleaning	29.9%(186)	Customers appreciate the ease of changing the litter tray and the easy setup and maintenance of the litter box, making cleaning easier.
Litter Box Monitoring	19.3%(120)	Customers appreciate the self-cleaning litter box's waste tray indicator, ability to monitor their cat's litter box usage, and sensor detection.
Cleanliness	14.1%(86)	Customers appreciate the self-cleaning litter box's UV light sanitizing, time-saving, easy poop removal, and hidden tray that requires less cleaning.
Time-Saving	9.8%(61)	Customers appreciate the self-cleaning litter box's ability to save time, making it a great gift for birthdays and efficient cleaning.
Travel-Friendly	9.5%(59)	Customers appreciate the self-cleaning litter box's ability to be travel-friendly for weekend trips, vacations, and other travel.
Efficient Litter Use	6.1%(38)	Customers appreciate the self-cleaning litter box's ability to dispose of the bag, sanitize, and make adding litter easy.
Convenience	5.3%(33)	Customers appreciate the self-cleaning litter box's great cleaning function, solid waste cleaning, and light indicator for convenience.
Odor Control	5.1%(32)	Customers appreciate the self-cleaning litter box's ability to control odors, seal litter for odor control, and use UV light for germ-killing.
Multiple Cats Friendly	4.3%(27)	Customers appreciate the self-cleaning litter box's ability to make it easier to care for multiple cats, help with caring for multiple cats, and being easy to use and dog-proof.
Ease Of Use	3.1%(19)	Customers appreciate the quality and convenience of the self-cleaning litter box, as well as its ease of training and wheelchair-friendly design. They feel that it forces them to keep the litter box clean.
Entertaining For Cats	3.1%(19)	Customers appreciate the self-cleaning litter box's ability to entertain their cats, especially with the drum spin feature.
Spacious Design	2.9%(18)	Customers appreciate the self-cleaning litter box's spacious design, allowing their cats to relax in the litter box and fitting perfectly in their homes.
Efficient Waste Management	2.6%(16)	Customers feel that the self-cleaning litter box is the best litter box ever with its ingenious design and no need to scoop litter.
Long-Lasting	1.6%(10)	Customers appreciate the self-cleaning litter box's ability to make litter box maintenance easier for those with physical limitations, efficient raking, durability, and reducing the frequency of litter box cleaning.
Adequate Scooping	1.3%(8)	Customers appreciate the self-cleaning litter box's ability to cut down on time spent cleaning and scooping the litter box. They also appreciate the gathering of good litter and not having to scoop the litter box.
Easier Daily Life	<1%(5)	Customers appreciate the self-cleaning litter box's ability to reduce stress and back pain, making cat care easier.
Satisfaction	<1%(4)	Customers feel that the self-cleaning litter box is a life saver and improves their quality of life, leading to satisfaction with the product.
Quiet Operation	<1%(3)	Customers appreciate the self-cleaning litter box's night mode/sleeping mode, quiet operation, and quiet cleaning mode.
Privacy	<1%(3)	Customers appreciate the self-cleaning litter box's door that closes while it scoops, providing privacy for cats.
Notifications	<1%(3)	Customers appreciate the self-cleaning litter box's litter refill notification, app notification when to add more litter, and digital counter and night light feature.
Pet Deterrence	<1%(1)	Customers appreciate how this litter box helps prevent dogs from snacking on cat waste and keeps small dogs out with its top entry design.
Game Changer	<1%(1)	Customers feel that the self-cleaning litter box is a game changer for cat owners and a great gift for cats and cat lovers.

星级影响力

分析该商品星级的影响因素，帮助你发现问题和机会



产品体验

通过消费者好评，差评分析，以及背景的原因，我们可以定量分析用户痛点和产品改进方向

负面观点	提及占比	负面原因
Difficult To Clean	54.1%(1575)	Customers have found that cat urine gets everywhere and the machine breaks easily, leaving a mess that is difficult to clean. Some have even described the cleaning process as messy and time-consuming.
Ineffective Odor Control	16.1%(470)	Customers have reported bad odor control, with the litter box starting to smell after just a few days or a week.
Stopped Working	14.9%(434)	Customers have reported issues with the scooper motor not being strong enough, power supply issues, and the tray not staying closed, causing the litter box to stop working.
Poor Durability	14.5%(420)	Customers have reported that the new version of the litter box is less resilient and falls apart easily, with missing parts and poor durability.
Poor Design	13.0%(377)	Customers have reported issues with clasp and fitting parts, indicating poor design and build quality.
Small Area For Cats	11.5%(334)	Customers have reported that the litter area is too small and the opening is too small, not being as large as advertised.
Rake Issues	11.0%(319)	Customers have reported issues with the rake getting stuck and malfunctioning, with poop sticking to the rake and making it difficult to clean.
Short Product Life	9.8%(284)	Customers have reported that the litter box has a short product life, with bugs and other issues affecting its longevity.
Litter Spillage	9.6%(279)	Customers have reported issues with waste management, with the litter box not covering waste and needing daily emptying.
Difficult To Use	7.4%(210)	Customers have reported issues with ineffective litter, the litter box being too heavy, and it being awkward to use and difficult to see the litter.
Noisy	5.8%(162)	Customers have reported that the litter box is loud, with loud noise during raking and cleaning.
Strong Perfume Smell	4.5%(131)	Customers have reported a strong perfume smell and strong cat pee smell, indicating poor odor control.
Scoop Quality	3.9%(114)	Customers have reported poor scoop quality, with the shovel being ineffective and needing to be longer.
Cats Not Using Litter Box	3.8%(112)	Customers have reported issues with the grill being unstable and litter hardening to the box, making it difficult for cats to use. Some have even called it the worst litter box they have ever used.
Not Worth The Price	2.9%(85)	Customers have reported that the litter box is overpriced and inconvenient, taking up too much space and not being worth the cost.
Multiple Cats Issues	2.5%(72)	Customers have reported that the litter box is not suitable for larger or multiple cats, and may not be suitable for all cats in general.
Needs Improvement	2.3%(66)	Customers have reported various issues with the product, including error messages and the need for improvement in design and functionality.
Sensor Issues	2.0%(57)	Customers have reported issues with the sensor, including cat sensor issues that affect the litter box's functionality.
Small Poop Capacity	1.7%(49)	Customers have reported that the compartment doesn't fit properly and fills up quickly, with a small poop holding capacity.
Poop Stuck	1.5%(45)	Customers have reported issues with feces getting stuck to the grater and the rake, making it difficult to clean.
Latch Problems	1.3%(37)	Customers have reported weak latches that break easily and are not secure, indicating poor build quality.
Grate Issues	<1%(25)	Customers have reported issues with the grate coming loose, spreading waste, and falling off easily due to flimsy plastic.
Overpriced	<1%(22)	Customers have reported that the litter box is overpriced for its quality and functionality.
Ineffective Poop Guard	<1%(11)	Customers have reported that the poop catcher is not removable and is ineffective at guarding against poop getting stuck to the grate.
Broken Within A Month	<1%(10)	Customers have experienced the litter box breaking down within a few months of use, indicating poor durability and quality.
Beeping Problems	<1%(7)	Customers have reported loud and incessant beeping noises coming from the litter box, which can be disruptive and annoying.
Poor Quality	<1%(2)	Customers have reported poor quality, including cheaply made construction, swinging doors that are cheap, shaky construction, and bottoms that scratch easily.
Difficult Sticker Removal	<1%(1)	Customers have reported difficulty removing stickers from the litter box, leaving residue and making it hard to remove the door sticker.
Flimsy & Unstable	<1%(1)	Customers have reported that the litter box has an unstable structure, is painful to step on, and has flimsy box construction.
Too Small	<1%(1)	Customers have reported that the litter box is too small for multiple cats and is cheaply made.

正面观点	提及占比	正面原因
Easy To Use	32.5%(979)	Customers have reported that the litter box is convenient to use, with manually moving to clean being a disappointment and the litter box being quick to roll.
Easy To Clean	28.8%(779)	Customers have reported that the litter box is not difficult to clean, with effective performance and being easy to operate and clean.
Odor Elimination	23.9%(645)	Customers appreciate the litter box's ability to control odor well, with odor elimination and being quiet and odorless.
Easy Assembly	16.3%(440)	Customers have reported that the litter box is easy to assemble, with fast assembly and an easy app setup.
Great Litter Box	13.6%(369)	The litter box has been praised for its flawless performance, improved used litter receptacle, and extra rake, making it a great option for cat owners.
Low Noise	12.5%(339)	Customers appreciate the litter box's low noise level, with it being quieter than previous versions and working well and quietly.
Makes Life Easier	11.9%(321)	The litter box has been found to make life easier for cat owners, reducing cleanup time, saving money and time, and being life-changing.
Good Design	10.3%(278)	Customers appreciate the litter box's good design, with a cute and pleasing appearance.
Appropriate Size	9.3%(251)	Customers have reported that the litter box is roomy for larger cats and is an appropriate size, being spacious enough for cats to use comfortably.
Durable	9.0%(243)	Customers have reported that the litter box is made of solid plastic and is a quality product, with a strong motor and good durability.
Daily Litter Box Cleaning	8.6%(235)	Customers have reported that the litter box helps to clean the litter box daily, maintaining cleanliness and eliminating the need to scoop.
Useful App	8.5%(231)	The litter box's app has been found to be helpful, providing flexibility in operation and useful app functions.
Convenient	7.2%(194)	Customers have reported that the litter box is convenient, with a door feature and convenient bag liners making it easy to use.
Efficient Operation	4.6%(124)	Customers have found the self-cleaning litter box to be efficient in its operation, with a sleep mode feature, quick litter scooping process, and efficient litter scooping mechanisms.
Saves Back	3.4%(92)	Customers appreciate the litter box's ability to save their back from manual scooping, being easy to move, and easy to put together.
Cost Effective	2.6%(71)	Customers have reported that the litter box is easy and effective, with a great box for the price and being a good value.
Fits Well	2.3%(62)	The litter box has been praised for its ability to fit well in various spaces, with a good litter catch, litter trap, and helpful ledge in catching excess litter.
Reusable Bottom	2.1%(56)	The litter box's reusable tray makes it easy to change trays and sanitize litter, resulting in easy operation.
Cats Appreciate	1.6%(44)	Customers have reported that their cats appreciate the clean litter box, with happy cats and a clean litter box being a positive aspect of the product.
Less Litter Escape	1.4%(38)	Customers have found the litter box to be effective in preventing litter tracking, with no tracking and reduced litter on the floor.
Less Waste	1.4%(37)	The litter box comes with supplies and a large waste bin, resulting in less waste.
Awesome Support	1.0%(28)	Customers have reported that the litter box has quiet and good customer service, with awesome support and responsive customer service.
Mess-Free	<1%(26)	Customers have found the litter box to be mess-free, with little to no mess, less mess, and being easy to use.
Well Made	<1%(24)	The litter box has been found to be well made.
No Leakage	<1%(20)	The litter box has been praised for having no leakage, no urine leakage, and no tray leakage.
Clever Solution	<1%(15)	Customers have reported that the litter box is a clever solution to their litter box needs.
Uv Light	<1%(8)	Customers appreciate the litter box's UV light feature, with it being a nice feature, helping with odor, and providing UV sterilization.
Good Quality	<1%(6)	Customers have reported that the litter box is a good quality product, with a sturdy construction that holds the weight of big cats and a cute design.
Lid Helpful	<1%(4)	The lid has been found to be helpful, with a flip-back lid for easy access.
Great Price	<1%(1)	Customers have found the litter box to be an adequate price and good value for the money. It works well for the price point.

购买动机

分析关于消费者购买动机的心里活动，针对性地优化你的listing和产品优化

客户购买动机	提及占比	购买原因
Great Value	28.6%(176)	Customers appreciate the litter box's great value, being a good purchase if extra cash is available, easy to put together, effective, and the best product for the budget.
Highly Recommended	22.1%(136)	The litter box has been highly recommended by customers, with it being recommended for others, highly recommended, and the best automatic litter box.
Easy To Use And Clean	13.6%(84)	The litter box has been a game changer for litter box cleaning, with its self-closing feature, amazing purchase for litter scooping, and overall ease of use and cleaning.
Convenience	6.2%(38)	Customers appreciate the litter box's convenience, with it being a time saver, hassle-free, and convenient for travel.
Worth The Money	4.7%(29)	Customers feel that the self-cleaning litter box is worth the investment and a great product. They appreciate the money-saving aspect and recommend it to others.
Loyalty And Repeat Purchase	4.2%(26)	Customers have made repeat purchases for satisfaction, with the litter box being great for a few months, liked so much they ordered another, and bought a second one because they liked it so much.
Reviews	4.1%(25)	Customers have based their purchase decision on positive reviews and research. Some have also received recommendations from their moms or found the product recommended in reviews.
Multi-Cat Friendly	3.7%(23)	The litter box has been recommended for multiple cats, being good for cats, and easily adaptable for cats.
Odor Control	3.4%(21)	Customers appreciate the litter box's low dust option, odor control recommendation, and ability to eliminate smell.
Recommended By Friend	2.9%(18)	Customers have been recommended the self-cleaning litter box by friends or family members who have had positive experiences with the product. Some customers have also specifically looked for litter boxes recommended for indoor cats.
Self-Cleaning Mechanism	2.8%(17)	Customers have been fascinated with the self-cleaning mechanism, including the tapered end for waste collection, rake feature, and roll method. They appreciate the efficient waste management and adequate scooping.
Best Alternative	2.6%(16)	The litter box has been found to be the best alternative to traditional litter boxes.
App Feature	2.1%(13)	Customers have had a positive experience with the litter box's app, appreciating its features.
High-Tech Features	1.6%(10)	Customers appreciate the litter box's high-tech features, with a red blinking light being appreciated, upgraded features, and a night mode option.
Game Changer	1.5%(9)	The litter box has been a game changer for customers, easing chronic pain, being a revolutionary product, a life changer, and recommended to anyone.
Design And Aesthetics	1.5%(9)	The litter box has been praised for its easy-to-clean design, great price, nice design, and being well-designed and recommended.
Love The Product	1.5%(9)	Customers are happy with their purchase and love the litter box.
Excellent Functionality	<1%(6)	Customers have found the litter box to have excellent functionality, working great and providing overall satisfaction.
Recommend Reusable Tray	<1%(6)	Customers recommend the litter box's plastic tray, as it is money-saving and a forever tray.
Uv Light And Sterilization	<1%(3)	Customers appreciate the sanitizing features of the self-cleaning litter box, including the ionizing feature, UV light, sterilization, and odor neutralization.
Repurchase	<1%(3)	Customers have been satisfied with the self-cleaning litter box and would definitely repurchase it.
Updated Design	<1%(2)	Customers appreciate the improved design of the self-cleaning litter box.
Durable And Reliable	<1%(2)	The litter box has been found to be durable, with customers praising its durability and dependability.
Quality	<1%(1)	The litter box has been recommended by veterinarians, helping with allergies, and being a decent product with poor support.
Front Litter Catch	<1%(1)	The litter box's front litter catch has been found to be quick for litter cleaning, easier for litter management, and having an anti-tracking tray.
Easy Assembly	<1%(1)	Customers appreciate the litter box's easy assembly and installation.

未被满足的需求

归类统计消费者买后仍然未被满足的内容

用户期望	提及占比	期望原因
Improved Design	21.9%(58)	Customers want self-cleaning litter boxes with more color options, more positively affixed clamps, and a litter step that is not useless. They want a product with an improved design that is more aesthetically pleasing and functional.
Improvement In General	14.3%(38)	Customers want self-cleaning litter boxes that are less buggy and in need of upgrades. They want a product that is more reliable and provides better performance overall.
Life-Changing Product	10.9%(29)	Customers have found self-cleaning litter boxes to be a life-changing product, wishing they had purchased it sooner. They have found it to be a game-changer in terms of reducing the need for manual cleaning and making their lives easier.
Larger Size	9.4%(25)	Customers want self-cleaning litter boxes with a larger size, higher quality, and customizable timer. They want a product that is more spacious and provides better performance, with a timer that can be customized to their needs.
Longer Lifespan	7.9%(21)	Customers want self-cleaning litter boxes with a longer lifespan and reliability, providing more usage and better upgrades. They want a product that is more durable and provides better performance over time.
Better Odor Control	7.9%(21)	Customers want self-cleaning litter boxes that provide better odor control, making it easier to clean and eliminating bad odors. They want a product that reduces the smell of feces and urine, making it more pleasant to be around.
Better Durability	7.5%(20)	Customers feel that the self-cleaning litter box needs to be sturdier with better workmanship and quality parts, but appreciate its resilience and efficiency in litter box maintenance for those with physical limitations.
Better Value For Price	7.5%(20)	Customers want self-cleaning litter boxes that offer better value for the price. They want a product that is less expensive and provides better quality for the price. They also want improvements in the refund process.
Compatible Litter	5.7%(15)	Customers want self-cleaning litter boxes that are compatible with softer litter materials, improve litter absorbency, and last longer. They want a product that is compatible with a wider range of litter materials and provides better performance.
Easier To Clean	5.3%(14)	Customers want self-cleaning litter boxes with better drawer fit, making it easier to clean and a less daunting chore for children. They want a product that is easier to clean and maintain.
Reliable Product	5.3%(14)	Customers want self-cleaning litter boxes that are more powerful and reliable, with fewer issues and defects. They want a product that is more consistent in its performance and reduces the need for manual intervention.
Less Mess	4.8%(12)	Customers want self-cleaning litter boxes with smaller downsizing bags and no poop getting stuck in the mechanism, making it less messy on the floor. They want a product that is easier to clean and reduces the need for manual intervention.
Better Poop Disposal	1.9%(5)	Customers want self-cleaning litter boxes with improved scoopers, sturdier poop catchers, and larger poop receptacles. They want a product that makes it easier to dispose of waste and reduces the need for manual scooping.
Less Feces Smell	<1%(2)	Customers want self-cleaning litter boxes that reduce the smell of feces and urine, making it less messy and smelly. They want a product that provides better odor control and reduces the need for manual cleaning.
Less Scooping	<1%(2)	Customers want self-cleaning litter boxes with a larger scoop, reducing the need for manual scooping. They want a product that is more efficient and reduces the need for manual intervention.
Less Maintenance	<1%(2)	Customers want self-cleaning litter boxes with improved latches and less frequent maintenance. They want a product that is durable and requires less maintenance, reducing the need for manual intervention.
Tray With Latch	<1%(1)	Customers want self-cleaning litter boxes with trays that have latches that work properly, reducing the need for manual intervention. They want a product that is more reliable and consistent in its performance.
Better Functionality	<1%(1)	Customers have expressed a need for extra control options and better functionality to make their lives easier when using self-cleaning litter boxes. They want features that allow them to customize the cleaning process and making their lives easier.
Improved Quality Control	<1%(1)	Customers want self-cleaning litter boxes with better quality plastic litter bins and better quality control. They want a product that is reliable and consistent in its performance, with fewer defects and issues.
Wi-Fi Connectivity	<1%(1)	Customers want self-cleaning litter boxes with better Wi-Fi connectivity, allowing for tracking of cleaning frequency in the app. They want a product that is more efficient and provides better performance overall.