

Existing Sassy Dispensers



PROS:

- Fun colors
- Fits a large roll of diaper sacks
- Compact

CONS:

- Hook Does not connect well
- Hard to remove top to refill sacks
- No way to rewind excess sacks
- Plain, single colored sacks
- Heavy

Market Research



DIAPER SACK DISPENSER REDESIGN

There are a number of bag dispensing products out there (mostly for dogs) but none of them really hit the mark. I collected many competitor products to help better understand the products and the problems they face.