

Documentation report

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Wouldn't it be great to have a pet or taking care of one?

We wanted to help people in Denmark find the perfect spot to have their pet's taken care of without going to expensive hotels or pet shelters.

For the ones who don't have a pet, Are you willing to take care of a pet in the holidays?

Our app allows owners- and pet-nannies to connect. You can create an account in minutes and chat with other users to set an appointment with our registered pet-nannies to have your furball taken care of as you would have. Plus we made it cheap!

There is no more need to close your beloved ones in cages for days while you are away. It's safe, reliable and life-changing.

On the other hand if you love animals, you're more than welcome to become a 'pet nanny' and give a temporary home to a furry friend.

Ani-Nanny gives a great opportunity to both parties, who don't need to worry *ani*-more.

MISSION

Share-a-pet ensures the bridge between people with pets who temporarily cannot take care of them with those who are willing to have a furry friend for the agreed amount of time.

VISION

Every pet is well taken for in absence of their owner by someone who wants a fluffy friend to keep him company.

VALUES

Safety for every pet and person taking care of it. Treating the pets with respect and dignity.

GOALS

- Create a platform to get people to register their pets on their platform.
- Reduce the number of abandoned strays.
- Create a new system : broadening the extents of the sharing economy model for pets.
- Build a big social/community with animal lovers.

Target group

We used the STP method to find our target group and TA. Based on our primary research, we believe that our potential users are pet lovers and they will gladly take care of someone's pet when they're away;

We made a Surveys method to gather information from potential users.

We are targeting unmarried people who have a balanced lifestyle, students, 18-35, both male and female that have no children and live in the Greater Copenhagen area.

Segmentation:

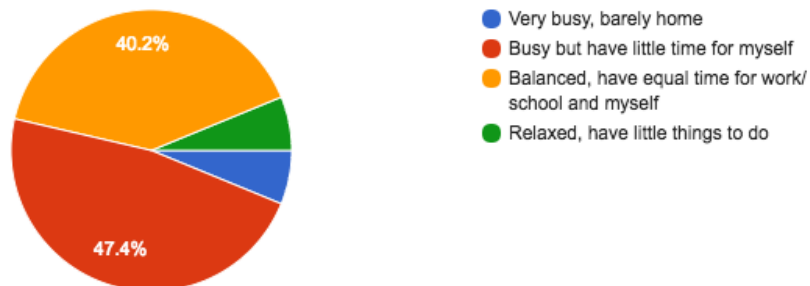
We chose the following criteria to segment the market of Pet Carers:

Lifestyle, Age, Geographical location.

Based on this criteria we created the questions for our market research. We got 97 respondents and their answers helped us find the right target group.

What kind of lifestyle do you have?

97 responses

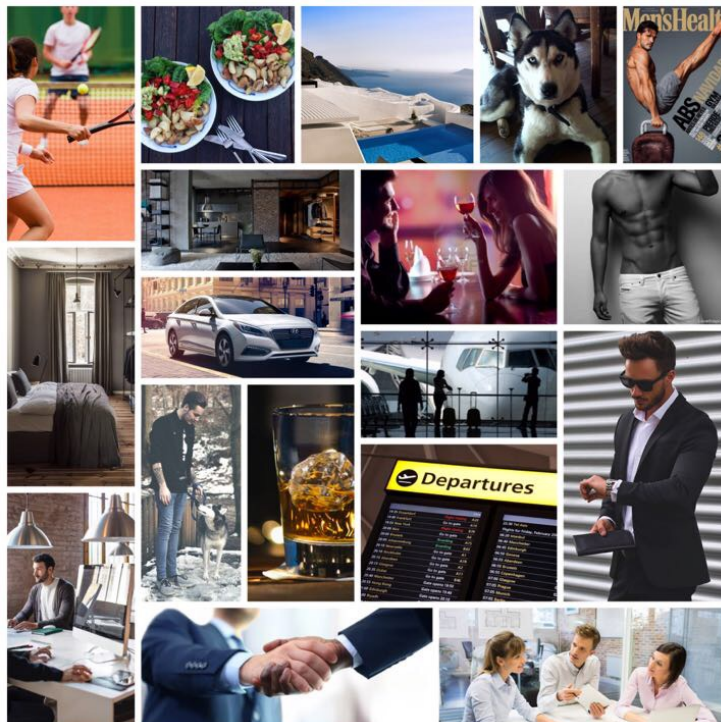


Potential users



General info:

Name	Mathias Eriksson
Address	Guldbergsgade 24, 2200 Kobenhavn
E-mail and phone	matias.eriksson12@gmail.com
Title	manager at Innovating Solutions



Psychographics:

Why do they do this job or live the life they do?	His job is connected with his education and by working in Innovating Solutions he wants to bring a positive impact on the danish labour market
Hobbies	running with his husky, yachting, sailing, tennis, skiing (one of the reasons he travels often in the winter)
Heroes	Robert Kiyosaki
Aspiration in life	He want to have a passive income and build a successful buisness
Fears in life	Not be a middle-class person
Personality traits	Ambitious, Hard-working, Positive, Energetic, Curious
Interesting habits	Collecting old and golden coins, waking up every morning at 6 o'clock to run outside
Favourite websites / app	men's health, linkedin, tinder, uber
Goals	Become a millionaire before 35, buy a house, marry and have kid/kids

Places where persona congregates with other similar people.	Workplace, bars and pubs, business trips, workshops,
Associations Persona belongs to and the importance of each.	<ol style="list-style-type: none"> 1. Company management 2. Fitness DK 3.
Where does the persona go for expert advice and/or to get questions answered?	Internet and close friends.

Day in the life (describe a day in the life of the end user and what is going on in this person's head):

What are the typical tasks the persona does each day, with the amount of time associated with each?	<p>wake-up at 6 am to feed his dog and goes for a run for 1h, then he takes a quick shower, has cereal for breakfast and jumps in his car.</p> <p>He works from 8:30 until 17:30 (in his lunch break he eats in the near-by restaurants).</p> <p>After work he goes to the fitness.</p> <p>Usually he's home around 8, he walks and plays with his husky, prepares a healthy dinner and goes through the schedule for the next day. He occasionally watches sports or netflix.</p>
Which of these typical tasks are habits?	running with the dog every morning /even on the weekends/, eating healthy, fitness, reading business literature
Which require the most effort?	managing the company
Which does the persona enjoy?	running with the dog every morning, eating healthy, fitness,
Which does the persona not enjoy?	washing the dishes and cleaning when his cleaner is not available
What makes it a good day for the Persona?	get a nice date
What makes it a bad day?	meeting with unsatisfied clients, angry boss, when we doesn't finish with his work for the day, when it is a deadline day
Who is the Persona trying to please the most and why?	his boss (he wants to keep his job and maybe get promoted), himself (he leads a healthy lifestyle and sometimes spoils himself with exotic trips), his husky (he loves his pet)

Priorities:

Priorities (focus in biggest fears or biggest motivations) assign a weighting to each so that it adds up to 100.	<ol style="list-style-type: none"> 1. work 2. get married 3. buy a house 4. Travelling
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Katrina Nielsen



General info:

Name	
Address	Rantzausgade 11, 2. tv, 2200 København N
E-mail and phone	k.nielsen@gmail.com
Title	Student
B2B, B2C or which one?	B2C

Demographics:

Gender	Female
Age	21
Income	DKK 12.000
Education Level	University
Education Specifics (school, majors, awards)	Business Administration
Employment History (companies, jobs, awards)	Part-time job as Sales Assistant in Matas
Marital Status	Unmarried
Relationship status	In relationship
Kids and other family info	No Kids
Ethnicity	Danish
Political affiliations	Social Democrats
Religion	Not religious
Social group	Middle class
Languages	Danish, English

Psychographics:

Why do they do this job or live the life they do?	She enjoys her job at Matas because she herself is passionate about health and beauty products and gets a nice discount as an employee for any purchase. She uses this job to earn an extra income, on top of SU
Hobbies	Traveling, Photography, Vlogging, Music and Make-up. Spend time with friends. Sleep. Read about trends. Watch fun videos with pets on youtube.
Heroes	Her successful dad (Functional Manager in DONG Energy)
Aspiration in life	She aspires to get a management position in Maersk or another large corporation
Fears in life	Moving away from Denmark, from her family
Personality traits	Ambitious, Hard-working, Positive, Energetic, Curious
Interesting habits	Always using reusable bags, following the newest trends, opened for networking opportunities wherever she is
Buying motivation	Fond of discounts, quality, good looking products (for her vlogs)

Buying concerns	Animal cruelty
Favourite websites	Pinterest, Youtube, Facebook, BuzzFeed, eBay
Goals	Leading a healthy lifestyle, protective of the environment, self improvement.

What does the persona miss the most?	Her pet, now that she moved out she can't take it with her;
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Places where persona congregates with other similar people.	University, Workplace, Clubs&Bars.
Associations Persona belongs to and the importance of each.	<ol style="list-style-type: none"> 1. Student Council 2. Friday Bar association 3. Vloggers of Denmark 4. Studenthuset
Where does the persona go for expert advice and/or to get questions answered?	Teachers /Mentors at the school. Parents.

Day in the life (describe a day in the life of the end user and what is going on in this person's head):

What are the typical tasks the persona does each day, with the amount of time associated with each?	Cooking (40 min a day), bathroom + make up (2h) watching favourite youtube tutorials (1h), chatting with her friends and family (1h), cleaning her flat (30 min), vlogg + editing (1 hours) scrolling facebook (1,5 h or all day?) preparing for classes (2h)
Which of these typical tasks are habits?	Cooking, chatting, facebook, learning doing make up and watch youtube
Which require the most effort?	Vlogging, cooking
Which does the persona enjoy?	cooking, watching youtube, vlogging, chatting
Which does the persona not enjoy?	washing dishes, cleaning
What makes it a good day for the Persona?	meeting her friends, successful vlog (make-up/travel), having a nice nap in the afternoon, discovering new band, good party, learning something new, exciting new experience
What makes it a bad day?	Missing the bus, being late for school/work
Who is the Persona trying to please the most?	Her dad. She wants to prove him that she can become a good manager.
What is the top priority of the person/people the Persona is trying to please?	His daughter being happy, having fulfilling job, solid income

Priorities:

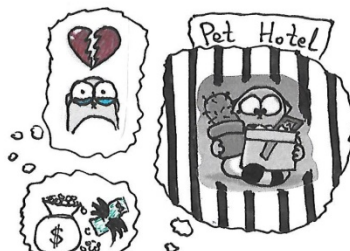
Priorities (focus in biggest fears or biggest motivations) assign a weighting to each so that it adds up to 100.	<ol style="list-style-type: none"> 1. Get a Bachelor degree 2. Working 3. Go-out 4. Vlogging 5. Traveling
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For our digital service we have two target groups. The first one is represented by Persona 1 - a busy young man, living alone with his dog, who happens to travel often and someone has to take care of his beloved pet. Persona 2 is part of our second target group. She is a young girl, who adores animals but doesn't want to take her own pet yet. That's why she would love to dedicate a few days to temporarily look after someone's furry ball.

Customer Journey Persona 1



Jack has again a business trip after one week. And again someone will have to look after his favourite Squash.



Jack doesn't want to send him again in a pet hotel because it's really expensive. Moreover Squashy will spend most of his time in a cage behind bars as a prisoner.



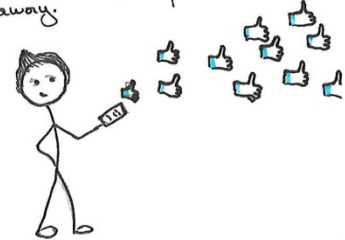
And then Jack remembers that ad he has seen in the Story so many times about an app called "Pet Nanny". Through it one can leave their beloved pets to a reliable & loving person who will take care of the pet while the owner is away.



Jack quickly downloads the app and makes a registration just in a few easy steps.



Then Jack creates a new post of his lovely Squash. There he puts the time period, provides a short description of his furry ball and includes some of his cute pics.



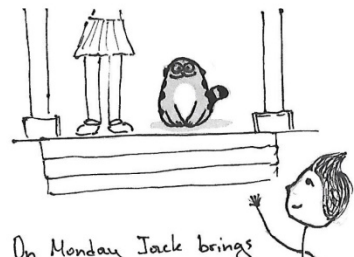
Short after 'pet nannies' start to like the post & send Jack private messages willing to take care of the fluffy Squash. Jack arranges a meeting with some of them tomorrow at his place, so they can talk and see Squash in person.



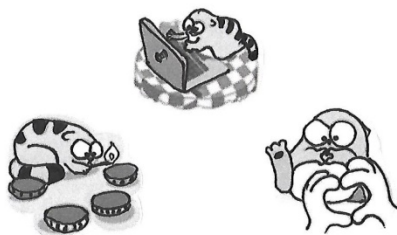
Jack meets with possible candidates all day. They talk and negotiate. Then comes this girl Melinda who Squash likes very much.



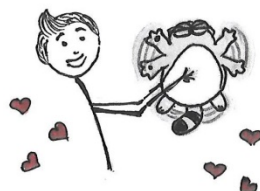
Jack chooses Melinda to look after Squashy for next week. They agree that Jack should provide the food, toys & Squashy's bed. And some extra money just in case.



On Monday Jack brings Squashy to Melinda's place & leaves for the airport. He is a bit worried about his furry ball, but hopes he has made the right decision.



While Jack's away Squashy has a great time with Melinda. They play & have fun. Even sometimes Squash has FaceTime with daddy.



After one week Jack arrives to take his pet only to find out Squashy had a lovely time with his pet nanny while he was away.

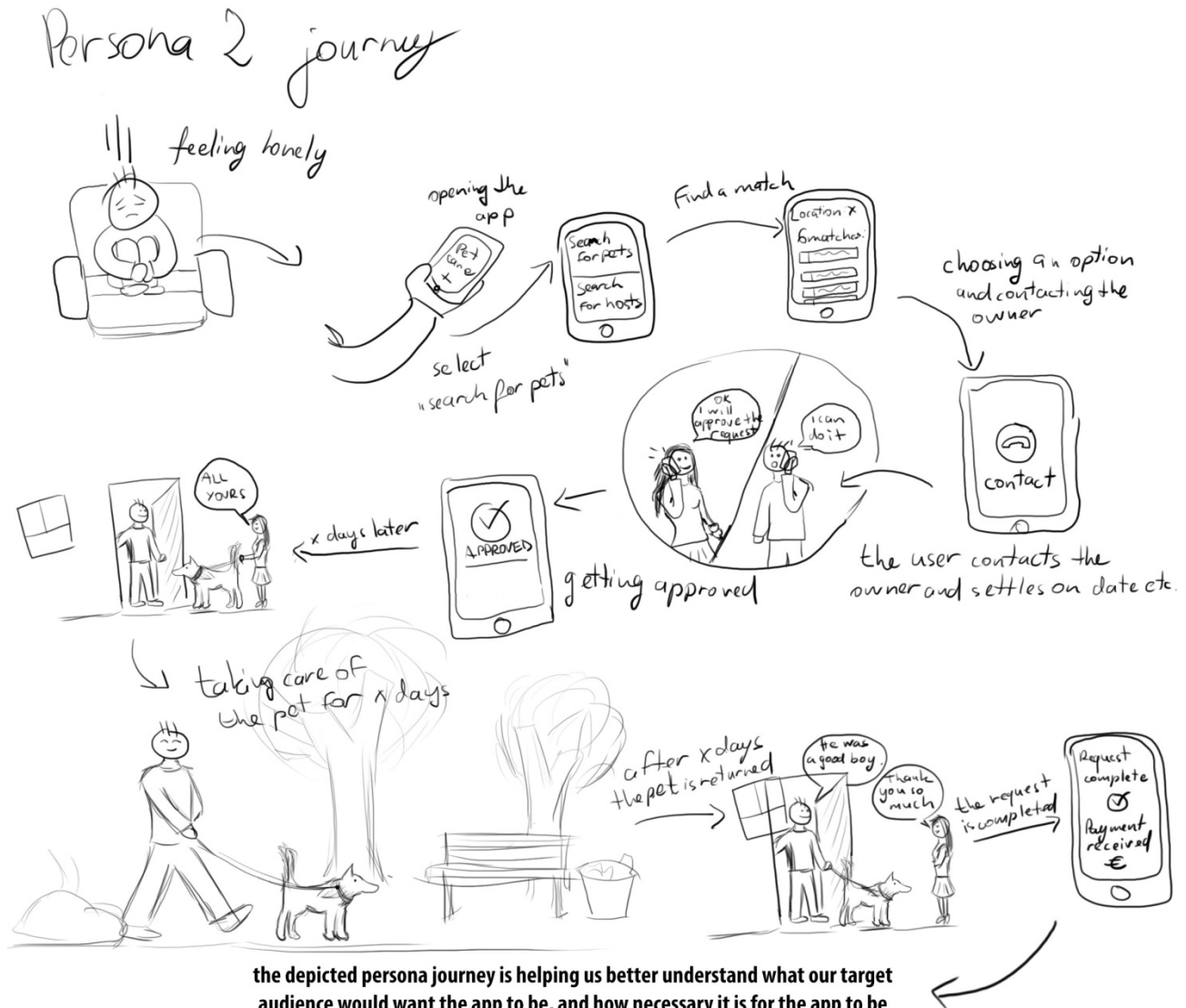
Strongly recommend for all pet owners who love their furry friends but have to travel often!



At home Jack decides to rate the and give a positive feedback since he will use 'Pet Nanny' again. He also recommends Melinda as a careful and trustworthy care taker.

In the journey pictured above we tracked an example situation, which helped us figure out the key points, the main problems and obstacles of our potential customers and the eventual solutions which we will bring with our digital service.

Customer Journey Persona 2



Communication Plan

1. Purpose

This communication plan sets the standard for how, when and with whom communication takes place. This communication plan includes within itself the following:

- What is the message and how it will be communicated
- Who is the sender of the message
- Who is the receiver of the message
- User profile and scenario

- Communication environment
- What media elements will the project use for communicating.

All in all communication plan allows to maintain control of the project and ensure all stakeholders receive the necessary information.

2. Effect

Understanding the purpose of the project communication plan helps the team to realize the plan's goals. A solid communication plan increases the consistency of how the project is handled and enables the team to reach the desired project outcome. Without proper communication with all stakeholders, the team might fail to meet the requirements of the project.

3. Message

Target group: *pet owners*

“Ensure your furry ball a cozy home atmosphere while you’re away!”

Target group 2: *pet-nanny*

“Offer a place to stay to a lovable pet and get paid while doing it!”

4. Sender

Identity:

Ani-nanny is a new company that has created a revolutionary app for animal lovers. This app is intended for two parties - pet owners and pet-nannies, bringing them together in a fun and friendly community of pet lovers.

Ani-nanny's primary goal is to become the main portal of pet-nannies in Storkøbenhavn(Greater Copenhagen) area.

Wanted identity:

Ani-nanny wants to become the main portal used by danes and foreigners alike in all Denmark. After building a good relationship of trust between owner and nanny, word of mouth, people will begin to see the benefit of using this concept and rely more on it than pet shelters or animal hotels.

The owners will enjoy this, also their pet's. A safe and friendly community between pet owner and pet-nanny.

5. Receiver, user, target group

Pet owners are people who consider pets as family, but they like to travel or have to because of their professional engagements,. They are single, they always search for the best place to their pet to stay while they are gone, they want to offer them a secure, safe, friendly environment.

Pet Nanny's are responsible and kind people with a balanced and relaxed lifestyle, people who love pets and search for an extra income. Pet Carers are social people who have strong values when comes to animal rights, and they appreciate a friendship.

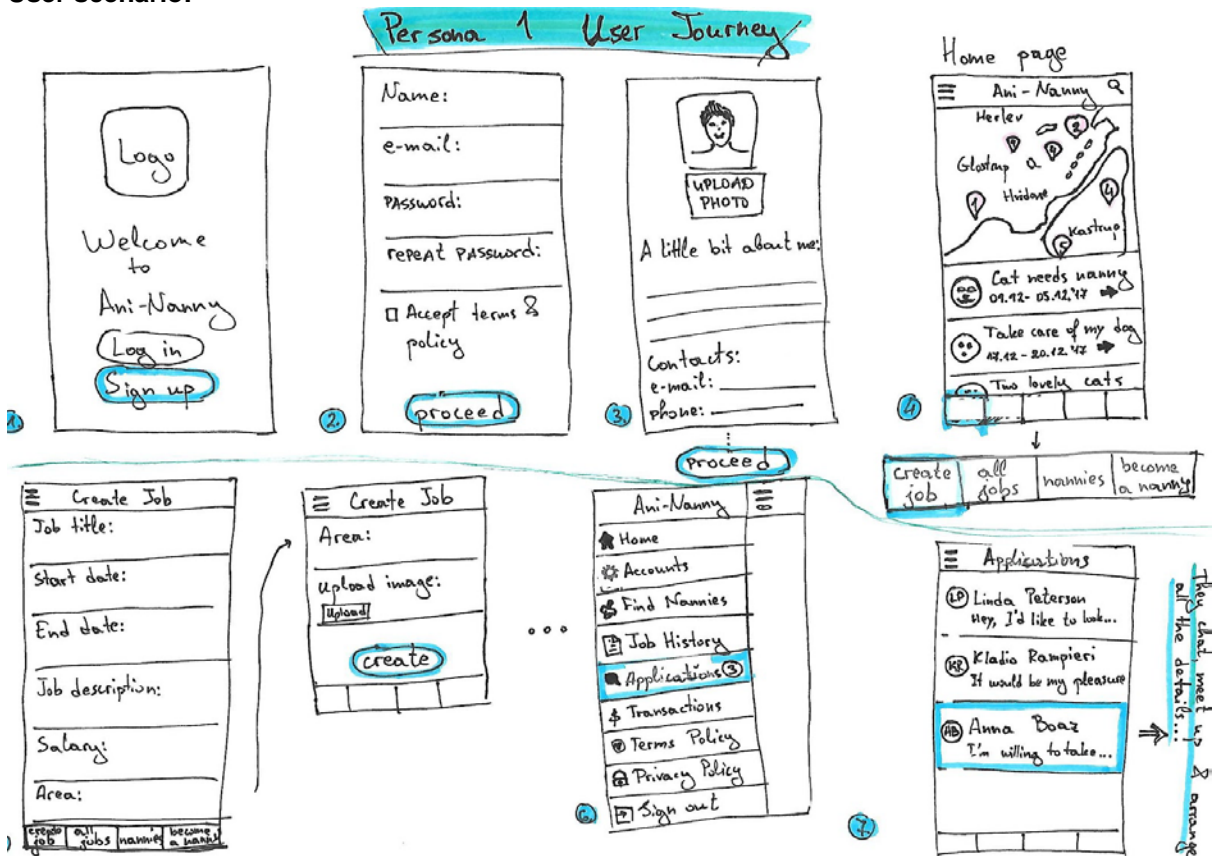
6. User profile



Matias is a 28 manager at Danske Bank, he is single and wants to live his live to the fullest with his best partner Jemma(his husky dog). He is a businessman so he needs to travel for seminars and workshops.

He heard about this “Pet-Nanny” app from a friend and at first he thought it was a funny name, but after a time he considered it as an option when he visited the website and he saw the many positive reviews.

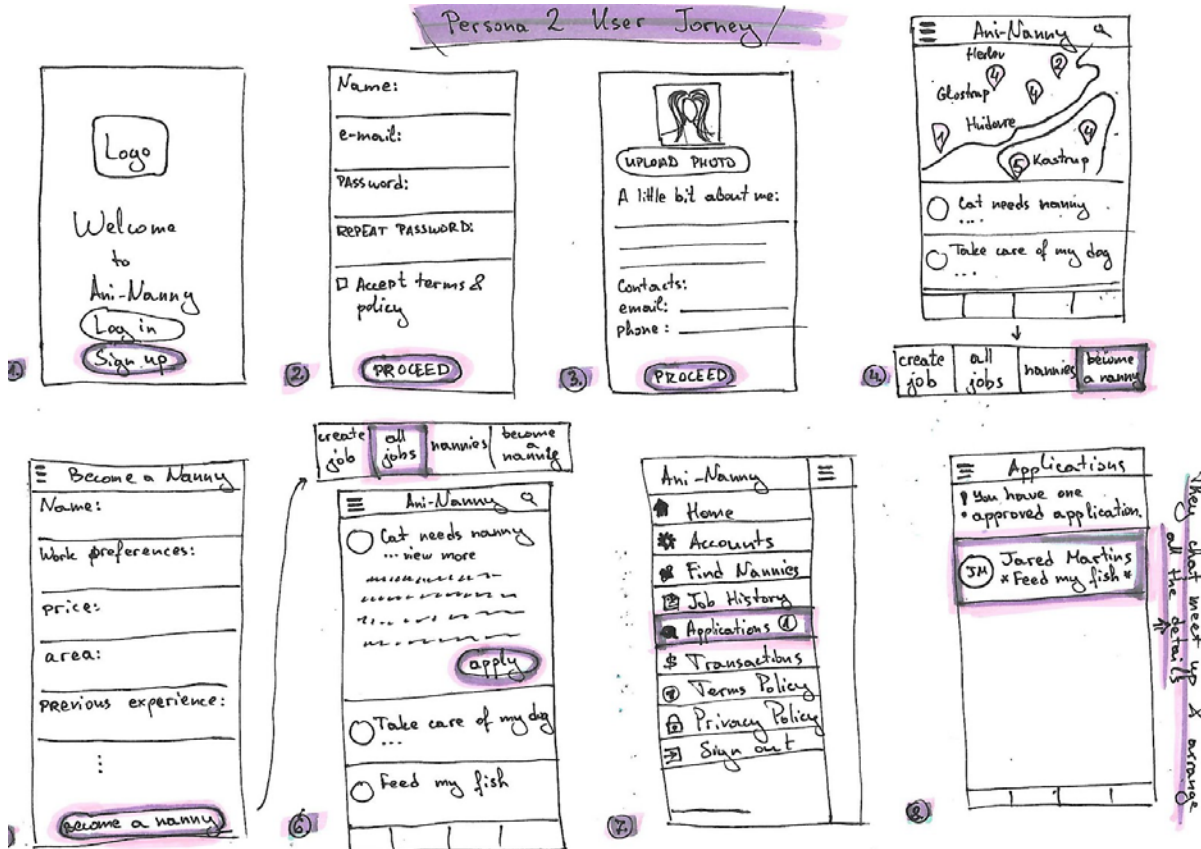
User scenario:



Katrina is a 21 student in Copenhagen, she is a social person, has her own blog and she likes social media. She is a pet lover, she owned a pet in the past, she knows what it takes to take care of a pet, the time and effort that it requires, but that does not stop her to offer her time and home and become a Pet-Nanny. She is friendly, kind and a fun person to stay around to. She is always looking to try new things there is how she found out about Pet Nanny. "An app where you can have fun and be paid at the same time..!" that's how she likes to say it.

User scenario:

Persona 2 User Journey



7. Communication environment

Since we have two target groups the communication environment is different for both parties. We provide them with different information, since different aspects are relevant for them.

Users can provide us with the information when they need a nanny or whether they are available and influence the outcome in that way.

Pet nanny's see information about when people are in need of them and pay the deposit to confirm. Pet owners will be able to enter when they need a pet nanny and after the nanny confirmed they will need to pay. If the pet owner doesn't pay within time the nanny will get an automatic refund.

8. Media elements



USP/ESP

For owners:

1. Caring for your pets as you would have.
2. No fuss, no muss, just trust!

For nannies:

1. Everyone needs some furry love in their lives.
2. Experiencing the love of animals has never been so easy.

If only one is necessary to accommodate both parties:

1. The go-to app for animal lovers in Denmark!
2. Share your love for pets.