PROBLEM SCRUTINIY

nextleap

Pawsperous
One stop solution for pets

Graduation Project
April- 2024

Problem Statement

In India the pet population is expected to grow at a very significant rate over the next 5 years. The Problem Statement defines that the current market lacks a major product which specializes in pet care and helps the pet owners with their day to day life. Existing solutions lack integration, personalization, and community engagement, thereby hindering pet owners from accessing optimal pet care resources and enhancing their overall pet parenting experience.

The challenge lies in developing an application that not only caters to the rising demands of pet parents but also leverages innovative technologies, and provides holistic solutions for pet care management. This product should address key pain points such as choosing restaurants, homestays and hotels which are pet friendly, accessing emergency veterinary care, tracking pets vaccination and health care records, etc.

The objective is to create a **Minimum Viable Product (MVP)** that serves as a one-stop platform for the pet parents. The MVP should demonstrate scalability, user adoption, and market viability while laying the foundation for future feature enhancements and monetization strategies.

Why should we solve this problem now?

With the increase in the pet population and the increase in the number of pet parents, it is very important to address this problem now and try to find a solution for the pet parents.

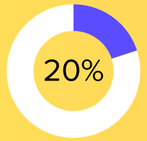
- India’s pet care market is growing at 13.9% annually, making it as one of the fastest growing market in the world
- It is estimated that India’s pet care industry will reach $800 million by 2025.
- India’s pet care product market value is $628.15 million.
- In 2021, only 41% of people in India did not own a pet.
- Every year, 600,000 pets are adopted in India.
- There are approximately 80 million homeless dogs and cats in India, living either on the streets or in shelters.
- Pet owners in India spend approximately Rs 4,000 per month on their pets, or $52.00.
- The Indian veterinary healthcare market is valued at $169 million and is expected to reach $186 million by 2027.
- Pet groomers in India can expect to make between $130 and $325 per month

Reference: **bit.ly/3JgkEYC**

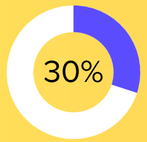
PROBLEM VALIDATION

Analytics From Survey

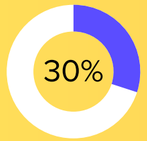
Our survey mostly dealt with pet parents and their day to day struggles related to their pets



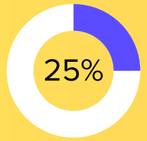
Only 20% of users fix an appointment with a veterinary specialist in online mode



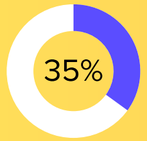
Only 30% of users find a veterinary specialist for their pets based on a curated list of reviews and ratings where home services are also provided



Only 30% of users track pets vaccination and health care records through an application



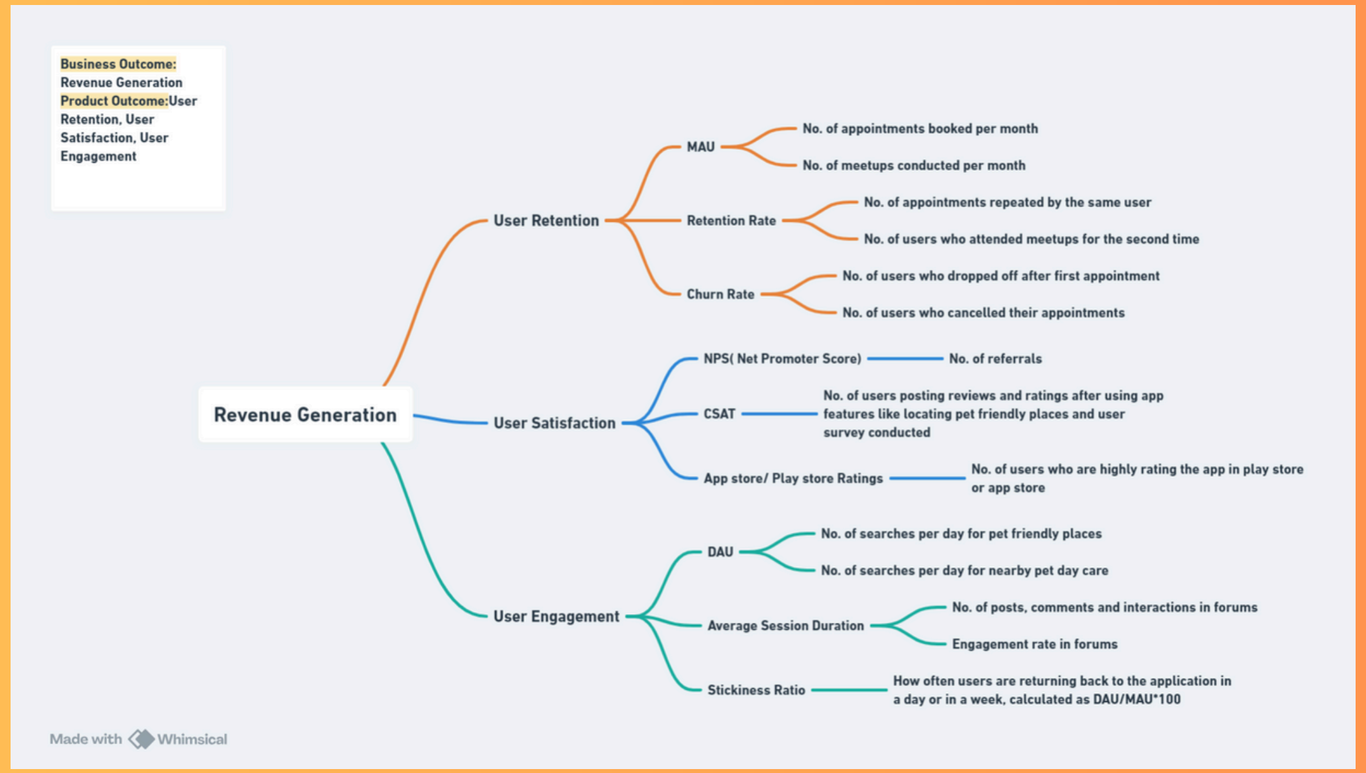
Only 25% of users are able to find pet friendly resturants/hotel/homestays



Only 35% of users are able to locate a proper day care facility for their pets near their location

2 out of 5 users find it difficult to look for a pet training and grooming professional

KPI Tree For Matching Business Outcome With Product Outcome



Board Link: [bit.ly/49zEn0o](bit.ly/49zEn0o)

North Star Metric: ***Monthly Active Users(MAU)***

- No. of appointments booked per month by users
- No. of appointments repeated by user in the same month
- No. of meetups registered by users each month
- Increment in the user base each month which will help us to track revenue generation

User Segmentation

Target Audience: Working professionals with a 9-5 job who own a pet, but are unable to take complete care of them because of their busy schedule.

Motivation to join our product

- Curated list of reviews and ratings for pet friendly places and daycare
- Home services available for pets health care treatment and vaccination
- A tracker in the application to maintain all the vaccination and health records
- Home services available for pet's training and grooming by professionals
- Community forums and meetups conducted every month

Current Pain Points

- While planning a vacation, users enter into an endless loop of searching for pet friendly hotels. Unable to find such places, users tend to either keep their pets with their neighbors, or they have to completely drop their plan. Unavailability of a curated form of review and rating system for choosing various pet friendly places is one of the biggest pain points of pet parents.
- Users need to physically walk to clinics for pet's vaccination and health care treatment, because there's no home services available, which takes up a lot of time from their busy schedule.
- Users often find it difficult to look for a proper pet's training and grooming professional.Unable to find someone, users tend to train their pets themselves which often leads to certain mishaps.

Target User Persona

Name: Rahul Bose
Age: 28
Occupation: Developer
Location: Pune
Goals: To be able to easily locate pet friendly places where he can take his pet with him and a curated list of hotels/ homestays with reviews from which he can select places which are also suitable for his pet, and to have access to home services for pet care and treatment.
Pain Points: Physically walking to veterinary clinics for pet's treatment, not having access to home services for pet's training and grooming professionals and a lot of hassle for finding pet friendly places.

Structured Analysis Of The Problem

Users would like a product which will help them to search for pet friendly places easily, find veterinary specialist and pet training and grooming professional who would provide home services

Because of the time constraint and the busy schedule they are having. Users often find it difficult to manage their pets and their work together

But since there is no such product available which provides a curated form of reviews and ratings for pet friendly places

And which provides home services for veterinary specialist and pet training and grooming professionals

So Users tend to do everything on their own like physically walking to clinics, endless search for pet friendly places and training and grooming professionals. Also this makes it very difficult for the user to interact with other pet parents to get some knowledge because of the time constraint.

Possible Solutions

Health Care: A curated list of veterinarians who are available nearby the user's location, fetched from the nearby veterinary clinics and ranked based on the reviews provided by previous users. Users can also apply filters like availability, experience, gender and age to find a specialist. A profile of the veterinarian will also be available for more curated details.

- ***Value Proposition*:** Users are often very busy with their 9-5 job and visiting veterinary clinics physically becomes a hectic job for them. This feature allows the users to book an appointment online and, at the comfort of their homes, the checkup and vaccination of their pets will be done saving up a lot of time and energy. This feature also allows the user to book an appointment for digital consultation.

Locating pet friendly places: A curated list of pet friendly places and daycare which are ranked based on the reviews given by previous users or reviews fetched from Google maps. Users can view the complete profile of the pet friendly place or day care which will include images for their own satisfaction.

- ***Value Proposition*:** Users who want to spend some leisure time with their pets outside can choose their desired pet friendly places from the curated list and users who want to keep their pets at daycare while they are at work will find appropriate results.

Community Forums: A section in the application where users can get access to meetups which are conducted all around the city by various NGOs. Users will also be able to view the complete details of all the meetups. They will have to fill a form for their consent, and a confirmation email will be sent to them mentioning the date & time and location.

- ***Value Proposition:*** Users often get very busy managing their work and their pet at the same time. A community forum where pet parents can interact, meetups that will be conducted, makes it easier for the users to communicate and share tips and tricks.

Pet training and grooming professionals: Independent trainer and grooming professionals listed and ranked based on reviews and ratings. A trainer profile will also be available for more details.

- ***Value Proposition:*** Users often try to train and groom their pets themselves which can lead to certain mishaps. With this feature they can find a professional and directly book an appointment. The job will be done at the comfort of their homes.

Pets vaccination record tracker: Users vaccinating their pets on a particular date can add it in the calendar of the application and can set a reminder according to their requirement. After the stipulated number of days users are going to get a notification that their next vaccination day has arrived.

- ***Value proposition*:** It frees the user from the burden of maintaining a vaccination record on pen paper.

Feature Prioritization Using RICE Framework

Solutions	Reach	Impact	Confidence	Effort	Rice score
Health Care	4	4	4	3	22
Locating Pet friendly places	4	4	4	4	16
Community Forums	3	4	4	3	16
Pet training and grooming professional	2	2	2	4	2
Pet vaccination record tracker	3	2	2	4	3

Detailed Calculation

- The prioritization table has been built based on the **RICE Framework**
- Each solution has been given separate scores on four different categories **Reach, Impact, Effort and Confidence**
- Solutions scoring 4,5 = High
  3 = Moderate
  1,2 = Low

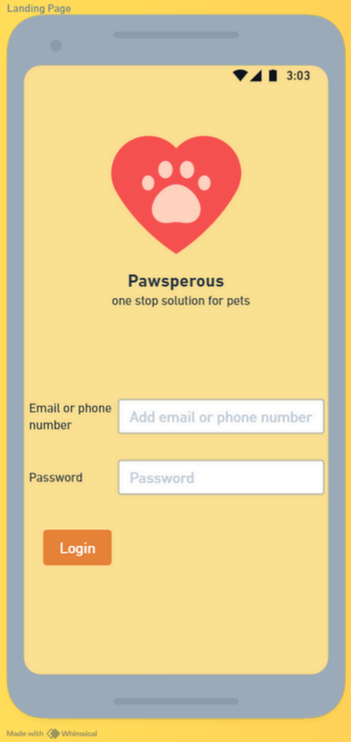
- Based on the **RICE Score**, product features like ***Healthcare, Locating pet friendly places, community forums*** score the highest because of it's potential reach, Impact on many important metrics which will take the overall Business outcome forward, high confidence and manageable effort
- The remaining two product features i.e pet training and grooming professional and pet vaccination record tracker have comparetively low RICE Score because of it's **minimal reach and impact, offering lower confidence and requiring unmanageble effort**

Final Product Features to be added in the MVP

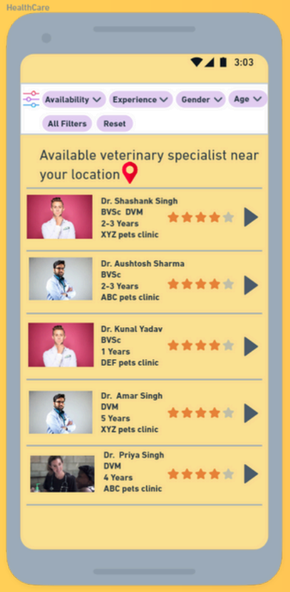
- **Healthcare**
- **Locating pet friendly places**
- **Community Forums**

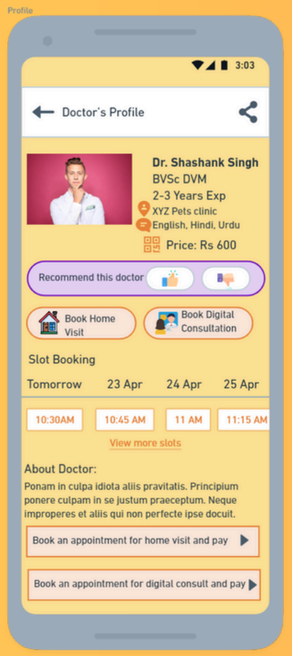
Wireframes for MVP

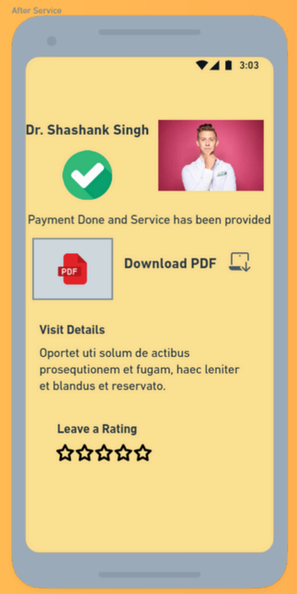
Landing Page



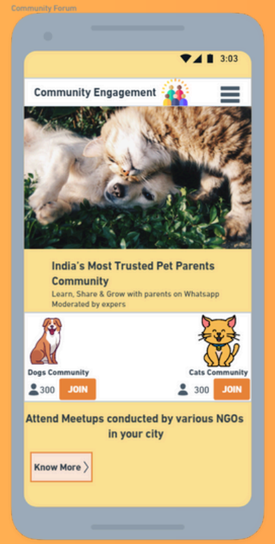
Health Care Services

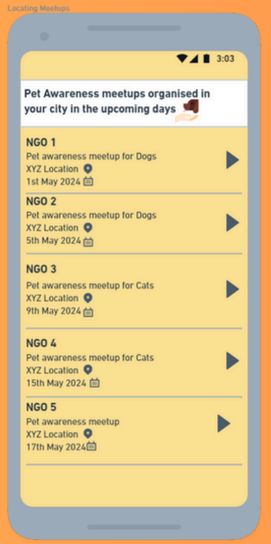


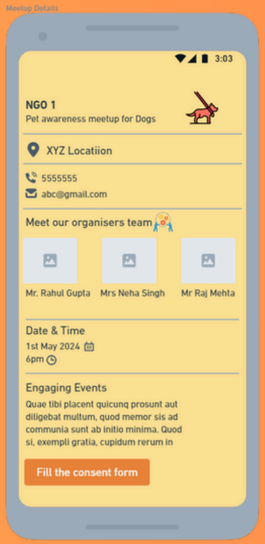




Community Forums





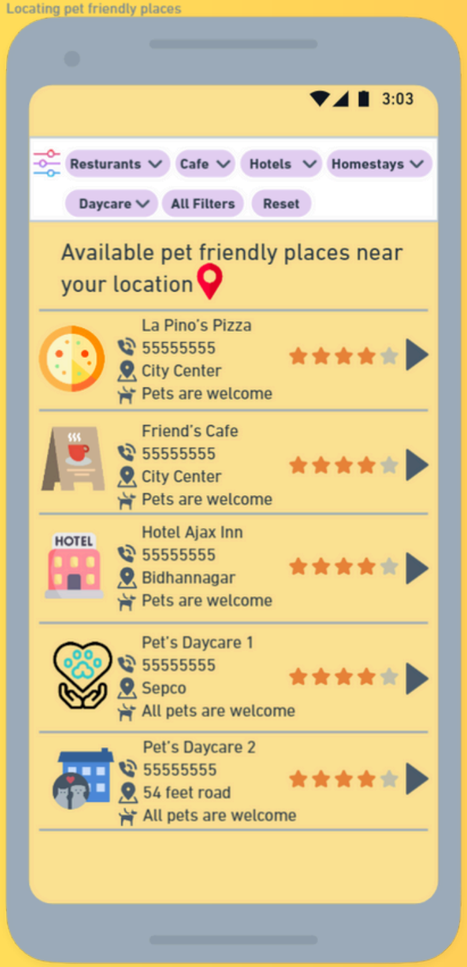


Complete Board Link: Pawsperous Complete Wireframe

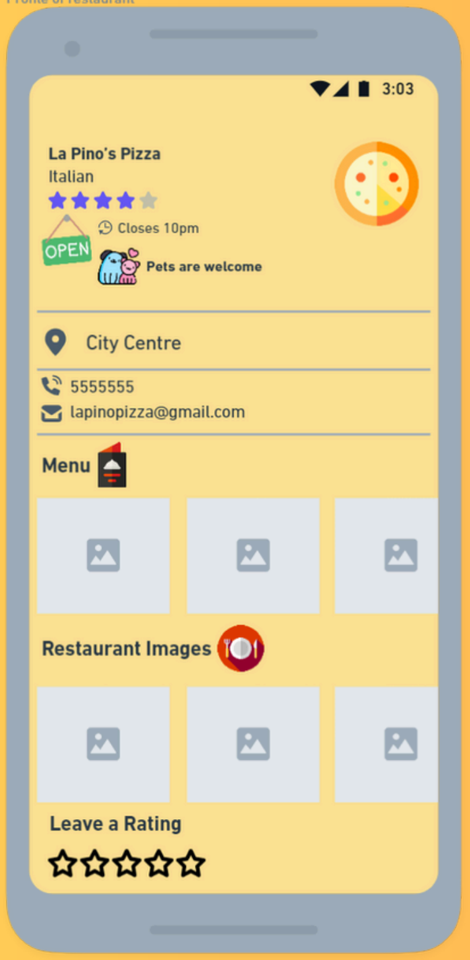
Wireframes for MVP

Locating Pet Friendly Places

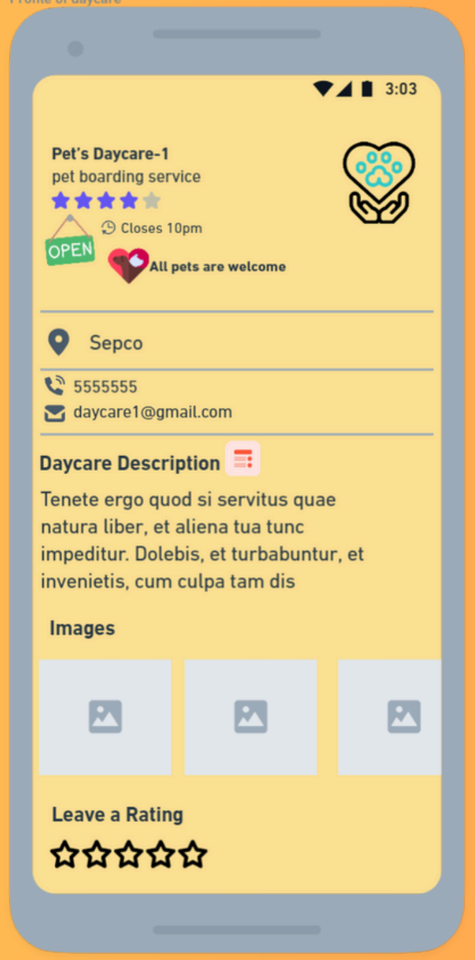
Locating pet friendly places



Profile of restaurant



Profile of daycare



Future Iteration

Search bar can be implemented in every section of the app for users to search for different locations. This will help the user to locate veterinarians, pet friendly places and meetups in some other location which they have searched.

****Currently the app is only restricted to locating places, veterinarians and meetups nearby the users location ****

Important Metrics To Track

Revenue Metrics

- **MRR(Monthly Recurring Revenue):** This metric represents the predictable revenue that can be earned from existing customers each month.
  Calculation: Average monthly revenue per customer* Total number of customers
- **Burn Rate:** This metric represents the negative free cash flow. It is the total amount of cash spent on a monthly basis to keep the startup running.
  Calculation: Total monthly revenue-Gross burn rate
- **Churn Rate:** This metric represents how many customers we lost over a set period of time
  Calculation: No. of churned customers/ Total number of customers * 100

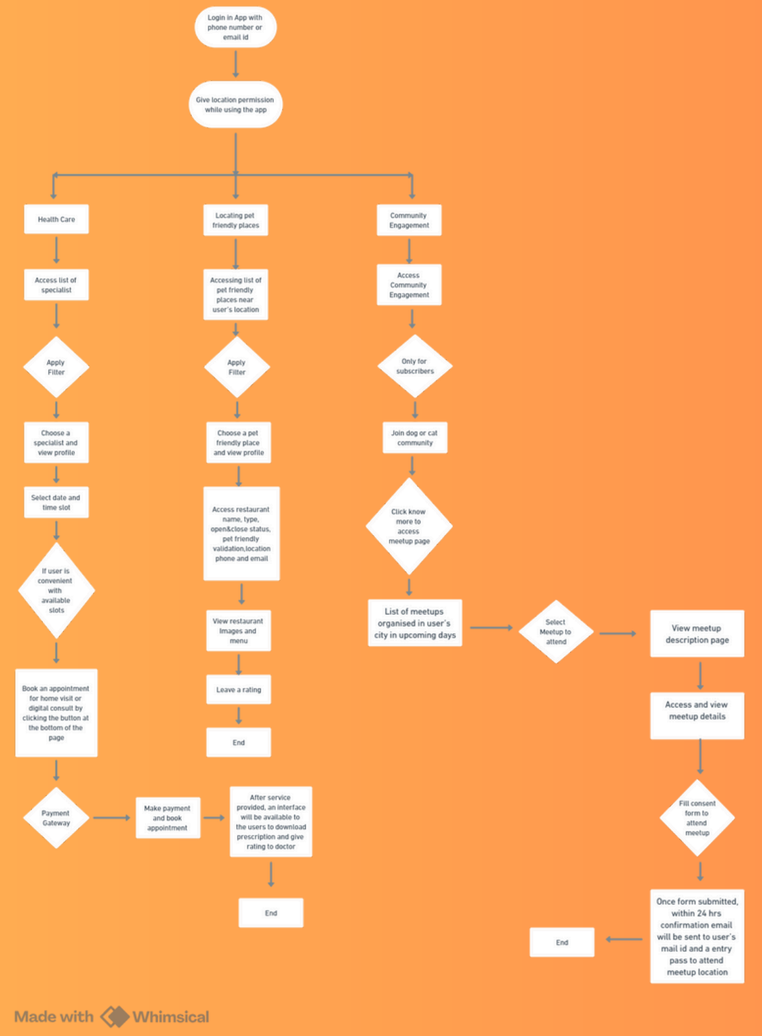
Engagement Metrics

- **Activation Rate:** This metric calculates how fast new users are achieving the right value which was meant to be delivered by our product after performing certain key actions over a set period of time.
  Calculation: No. of users who performed a key action/ All users
- **DAU & MAU:** DAU calculates how many customers use the app on a daily basis and MAU calculates how many customers use the app at least once a month
- **Time To Value(TTV):** This metric calculates how long it takes for a new paying customer to achieve the right value from our app. Since the Community Forum feature in our app is subscription based, this metric will help us to track the growth of the feature.

Marketing Metrics

- **Net Promoter Score(NPS):** Net promoter score is an index ranging from -100 to 100 that calculates how likely our customers are to recommend our product to a friend.

User Journey Map



User flow board link

Low-level System Design

Monetisation Plan

- **Healthcare: Commission Based.** This feature in the app is **first pay and then take service.** Users will have to pay the entire amount due for the home service through the app itself. **20%** of the entire amount paid by user will be deducted by pawsperous as **commission fee** and the remaining amount will be sent to the doctor for the treatment and vaccination of pets through home service. Customers are also charged a **convenience fee** for using the service and it is adjusted in the total amount which is paid by them.
- **Locating pet friendly places: Advertisement Based.** This feature promotes various hotels, homestays, restaurants, cafes and daycare in the city by advertising their **brand name**. Pawsperous **charges** a certain amount of money from these businesses for **advertising** their business name, the food which they serve and their pet friendly atmosphere.
- **Community Engagement: Subscription Based.** This feature in the app is subscription based. Users need to pay **Rs699 for 2 months** to access this feature.

Distribution Plan

In order to distribute our product to the right set of audience, there are certain steps that needs to be followed

- Launch the app in **playstore**(narrowing down to only android users at this moment for better user segmentation)
- Launch the website and **SEO implementation** in website

For the distribution of the product we can: -

- Advertise through Facebook, Instagram, Google and Youtube **ads** to selected users based on age, city and search preference
- Create Instagram and Facebook account and post on regular basis
- A **Facebook community** which can help to spread more awareness about our app
- After collecting a certain number of users, we can start **email marketing** for user retention and collecting user feedback
- In app **referral program** for users to share our app with friends and family. Users will also be **incentivised** with discounts and coupons to do the same.

Risk Analysis

- **Limited Functionality:** Since MVP has limited functionality, users at some point might expect more from the app. Unable to fulfill the increasing requirements, users might start losing interest. **Risk Mitigation:** Timely updates, Increasing the user base and user satisfaction
- **Misinterpretation:** The simplified nature of an MVP can sometimes lead to misunderstandings about the product's final vision. Users might assume that the limited features represent the entirety of what the product aims to offer. **Risk Mitigation:** Timely updates, mentioning about the app being the beta version
- **Server Limitation:** MVPs are built with limited servers. Often when a lot of users will be using the app at the same time, there might be some technical glitches that can arise. Users might find this irritating and this might increase the churn rate. **Risk Mitigation:** Collect user feedback and keep engaging with the user more through emails, Implement more servers as soon as the user base increases.