



Product and Problem Overview

- By Sneha Roy

Petzzo



Your PURR-fect Companion

Petzzo Mission



Provides a One Stop solution for all the Pet Parents' concerns

The Problem Space

Desired Goal : To simplify the Pet Parents' problems with Petzzo

Assumption : We have infinite Tech Bandwidth and we are solving for mobile phone users.





The need for such product?

Post COVID, more people in India are embracing pet parenthood. Yet, the pet care industry here lacks a reliable platform to address the daily challenges of pet parents.  

What does it mean to be a Pet Parent?

"**Pet Parents**" is a term used to emphasize the deep connection we share with our pets. But being one isn't a walk in the park—it means shouldering responsibilities , taking care of their lifelong happiness and health.

Some Key Insights

- In India, the **pet population** surged to over **31 million in 2021**, a considerable leap from 10 million a decade prior, with **dogs** comprising the **majority**.
- **India's 5,000–7,000** companion **veterinarians** translate to a ratio of **one vet for every 5,000 pets**. The surge in **online vet consultations**, has not only helped in **bridging this gap** but also provided **convenience for 50% pet owners**  
- **Emerging e-commerce** is simplifying the journey for pet parents, **offering convenience** with just a click, **making pet care essentials readily available**  



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Problem Framing

Prioritization

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Understanding Users' Unmet Needs and the Existing Market

- By Sneha Roy

Pain Points pointed out by Users in their Pet Parenting Journey (10 Users were Interviewed)



90% (9 /10) users face a significant challenge in finding reliable Vets



70% (7 /10) users feel the need for guidance on Nutrition and basic care of pets



60% (6 /10) users face difficulty in getting proper medicine and other necessities for their pets



50% (5 /10) users struggle to find reliable boarding service when they need to travel



50% (5 /10) users often forget pet's vaccination dates and vet appointments amidst their busy schedule



20% (2 /10) users expressed the need for a pet parent community and details on pet-friendly locations.



Popular Apps Existing in the Market

Jobs-To-Be-Done

When I am trying to take proper care of my pet
But I am struggling to get proper guidance and resources
Help me with a one stop solution for all my needs
So that I can take care of my little one without being stressed and burdened

Name	Focused On	Strength	Weakness
	Vet Consultation	<p>★★★★★ 03/06/21</p> <p>I searched on Google for an app to help my pet and accidentally landed upon this app. Amazing service and experienced doctors. Highly recommended. The app UI/UX is simple and easy to use too. Thank you for your service!</p>	<p>★★★★★ 07/05/21</p> <p>Already paid and doctor is not even following up. It says it gives 3 days free followup but there is no sign of it and there is no customer support to complaint. Wow</p>
	Food, Medicine & necessity store for pets	<p>★★★★★ 17/03/24</p> <p>Being a paw parent, this is best ever app I have come across. its awesome. great discounts. variety of product. they even sent a personalised gift for my cat. thank you supertails.</p>	<p>★★★★★ 06/04/24</p> <p>Order cancellation is impossible once placed, lacking options in the app or via email. Customer service representatives are often rude and unhelpful, abruptly ending calls without resolution. Overall, the experience is marred by poor communication and accountability.</p>
	PetSitters & PetBoarding Service (for dogs & cats)	<p>★★★★★ 29/01/24</p> <p>Hi! for future reference, I recommend the PetBacker app! There are many pet services there. I managed to hire pet sitters through the apps when I was away twice! Highly recommended platform to get resources for reliable pet sitters. Easy to use and quick response.</p>	<p>★★★★★ 01/03/24</p> <p>Again I'm suggested these to find a budgie sitter and there either isn't any or all the people I looked at , individually, because there isn't a way to filter don't do it . No doubt brilliant if you have a cat or dog but it should point out what the options are before you waste time</p>

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User Persona and Validation of the Problem

- By Sneha Roy

What is the True Problem?

Pet parents are struggling to care of their pets due to a lack of guidance and easily accessible resources essential for the well-being and maintenance of their little ones.

Who are the customers facing this problem?

Busy, tech-savvy professionals aged 23 to 34 seeking streamlined solutions for their beloved pets.



Profile : Aryan Kapoor , 28

Occupation : IT Professional

Pets : 1 Dog , 2 Cats

Need: "Struggling to find a reliable vet for my pets. Tried several but still unsatisfied with their care. Finding it hard to get medicine supplies. Feeling confused about my Pet's diet. Seeking a comprehensive solution for all these"

How do we know it is a real problem ?

User research shows users struggle with finding affordable vets, proper medicine supplies, and trustworthy pet boarding services. They also lack basic knowledge on pet diet and emergency management, often missing vaccinations and medications due to busy schedules.

What is the Value generated by solving the Problem?


For the target customers ?



- Boost confidence:** Accurate guidance builds confidence, preventing misinformation.
- Reduce stress:** Simplified pet care reduces mental burden and stress.
- Save time:** Streamlined solution enhances time efficiency.

For the business?



- Large User Base:** Offering a one-stop solution as a market pioneer can attract a wide user base.
- Customer Loyalty:** Streamlined guidance will foster loyalty, ensuring growth.

Why should we solve this problem now?

Growing market : Indian Pet Care market projected to hit INR 21,000 crore by 2032 , with a CAGR of 19.2 %.  

Pet Healthcare: Over 70% of Indian pets lack regular veterinary care, with only 10% receiving preventive healthcare like vaccinations and checkups.  



<div> <div>Solution Mind Map</div>  </div> <div>Potential Features for Petzzo</div> <div> <div>RICE Score Details</div> <div>- By Sneha Roy</div> </div>							
Solution	Features	Effect	R (Reach)	I (Impact)	C (Confidence)	E (Effort)	RICE Score
PetDoc	Offers online vet consultations, personalized home care, nearby clinic referrals, 24/7 emergency support, and general pet care advice for various pet categories.	Users can book online vet consultations, home visits, find nearby clinics, access emergency help, and read about pet health care topics.	9	8	8	9	64
PetMart	Provides 1-day delivery of pet medicines, food, and vital supplements.	Users can order pet food and medicines from one place and receive 1-day delivery	9	8	7	8	63
Pet-O-Meter	Allows custom reminder setup and weight tracking with alert notification for critical values	Users receive customized reminders with minimal details and alerts when their pet's weight reaches a critical value.	8	7	6	6	56
Petpals	A dedicated community for pet parents to share experiences and photos.	Allows users to connect with other Pet parents and share experiences	6	4	4	6	16
PetStay	Provides listings and booking options for nearby boarding services for various pet categories.	Enables users to book pet boarding facilities for overnight or hourly stays across various pet categories.	8	6	6	7	41.1
PetSpot	Provides listings and booking options for pet-friendly hotels and restaurants.	Facilitates travel with pets to pet friendly locations ensuring no rejections	6	5	5	7	21.4
Overview	Research	Problem Framing	<div>  </div> <div>Prioritization</div>	Design	Metrics	Framework	Challenges

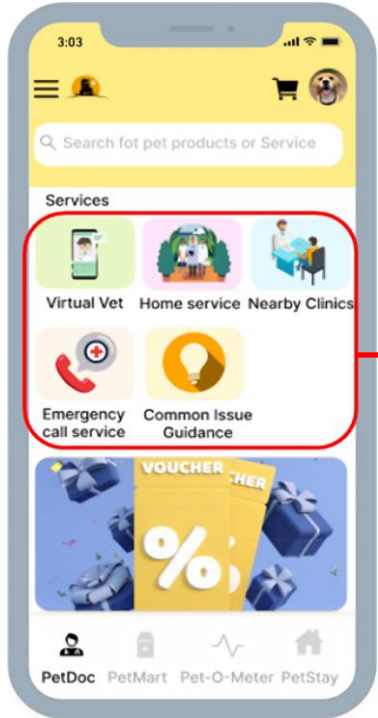


Petzzo Feature - PetDoc

[Petzzo MVP Detailed User Journey](#)

- By Sneha Roy

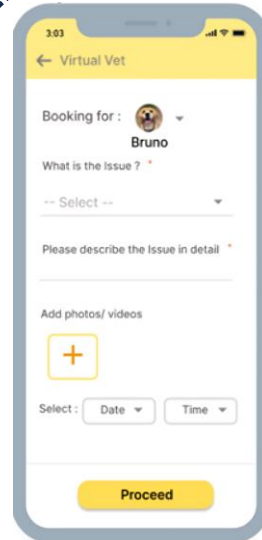
[Petzzo MVP Detailed Screenflow](#)



Landing Page

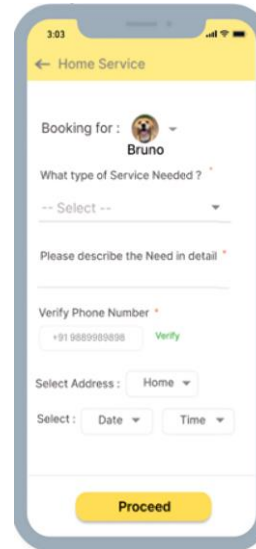
Upon login/signup, users land onto Petzzo's PetDoc feature main page

Selecting a service redirects to the corresponding page



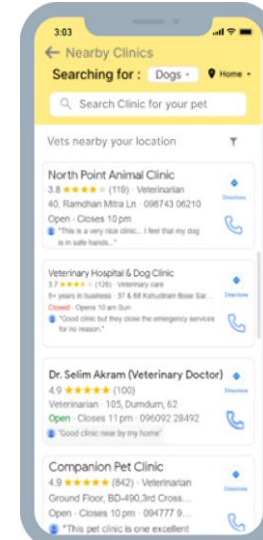
Virtual Vet

Facilitates online vet consultations for various pet categories



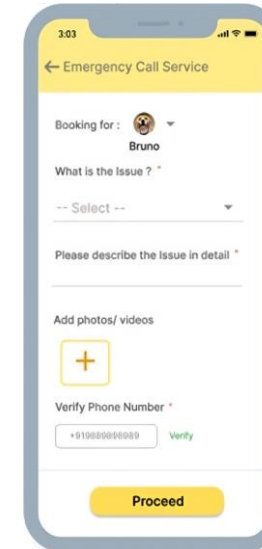
Home service

Provides home services for grooming, vaccination, first aid, checkups for various pet categories and assigns appropriate experts



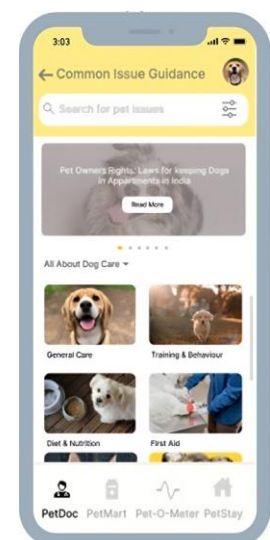
Nearby Clinics

Provides list of nearby clinics for various pet categories, with essential details



Emergency Call Service

Allows call booking with experts round the call and receive call back within 30mins



Common Issue Guidance

Provides a category of articles or videos related to various pet care topics

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Petzzo Features – PetMart, Pet-O-Meter, PetStay

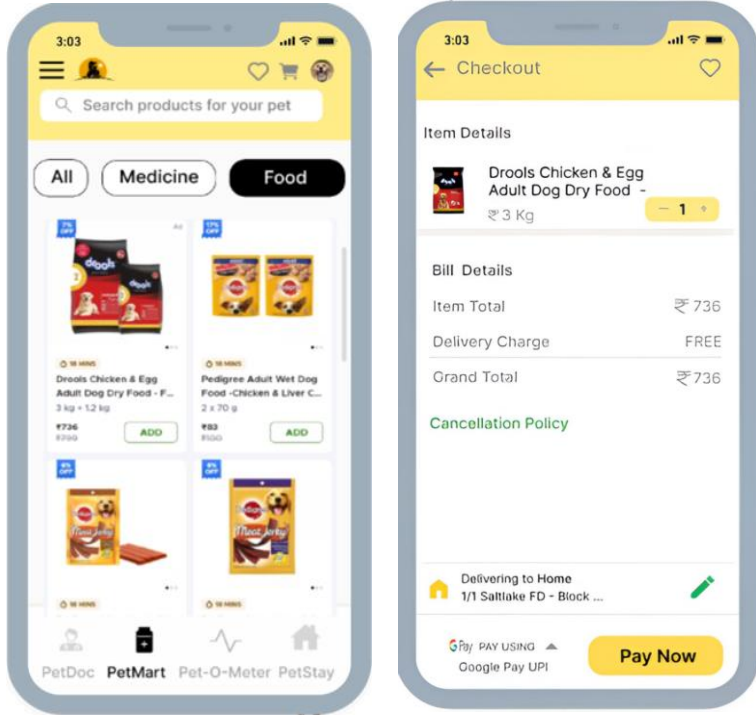
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PetMart Feature



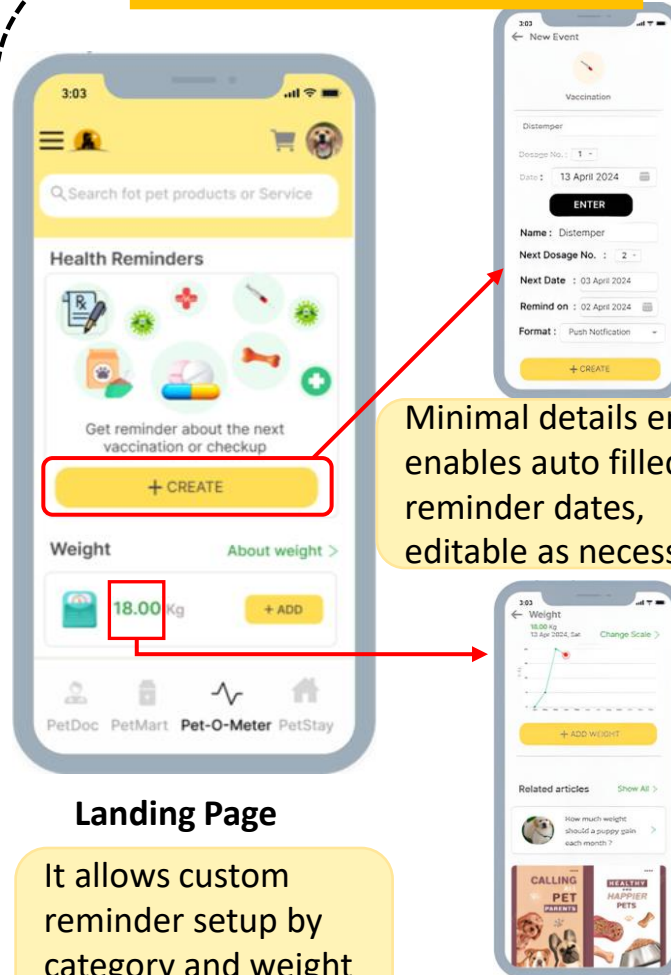
Landing Page

It lists items with details and enables direct search for specific items or categories

Checkout Page

It displays the item along with billing details, allowing users to edit if needed

Pet-O-Meter Feature



Minimal details entry enables auto filled reminder dates, editable as necessary

Landing Page

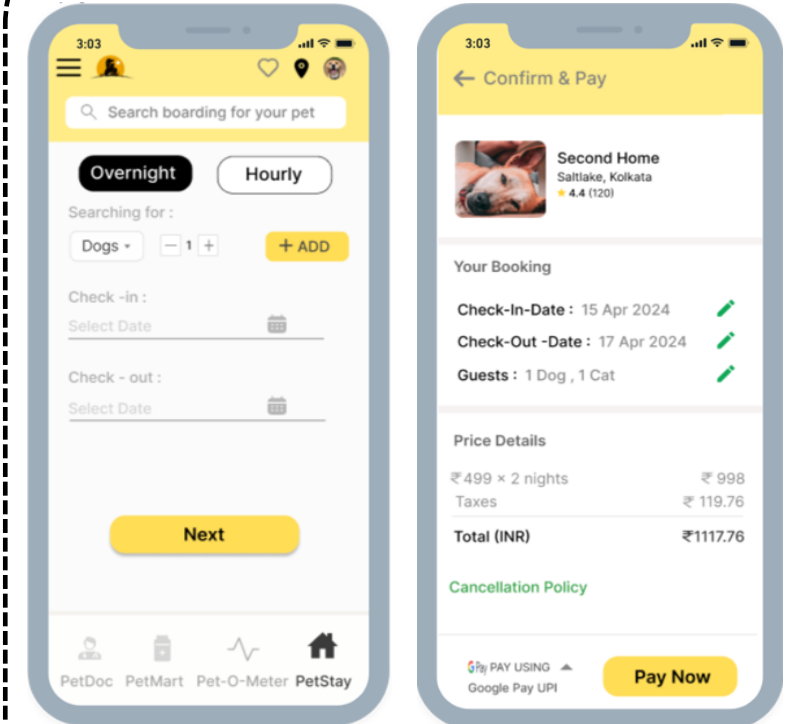
It allows custom reminder setup by category and weight tracking.

Weight tracking alerts for critical values



Design1.2

PetStay Feature



Landing Page

Providing booking details under relevant category yields list of boarding facilities to choose from

Checkout Page

Choosing a boarding facility will redirect to this booking details page, allowing users to confirm booking

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How we'll measure the success – Product Metrics

- By Sneha Roy

MAU defined as the no. of users having their pet profile setup in Petzzo and opt for atleast one paid service from Petzzo in a month

North Star Metric – Monthly Active Users(MAU)

Type	Metric	Goal
Acquisition	<ul style="list-style-type: none">Total number of new registrations/week	<ul style="list-style-type: none">Tracks the count of Weekly New Registrations
Activation	<ul style="list-style-type: none"># Users Activating Petzzo Account by setting up atleast one Pet Profile within one week of Registration# Users Opting for First Paid Service on Petzzo (Vet booking, buying medicines etc) within 1 week of profile setup.	<ul style="list-style-type: none">Reflects the successful User OnboardingReflects initial User Engagement after profile set up
Adoption	<ul style="list-style-type: none"># Paid products/services opted by individual users# Custom reminders set up by users# Common Issue Guidance articles/videos shared	<ul style="list-style-type: none">Reflects the user adoption of the paid featuresReflects the usability of Reminder featureReflects the efficacy of the free guidance from user's perspective
Engagement	<ul style="list-style-type: none"># Logins per user/day on the Petzzo app# Average session duration in the Petzzo app	<ul style="list-style-type: none">Tracks how many times an individual user coming back to the platform in a dayTracks how much time spent on the platform on each visit
Retention	<ul style="list-style-type: none">#Users who continue to use the platform atleast once a month for over 6 months	<ul style="list-style-type: none">Tracks the percentage of users who consistently use the platform over a period of time
Revenue	<ul style="list-style-type: none">Average Revenue Per User(ARPU) encompassing revenue from paid products/services(including commissions) and the cost-per-click(CPC) ad revenue	<ul style="list-style-type: none">Tracks the amount of revenue generated from individual users



Metrics

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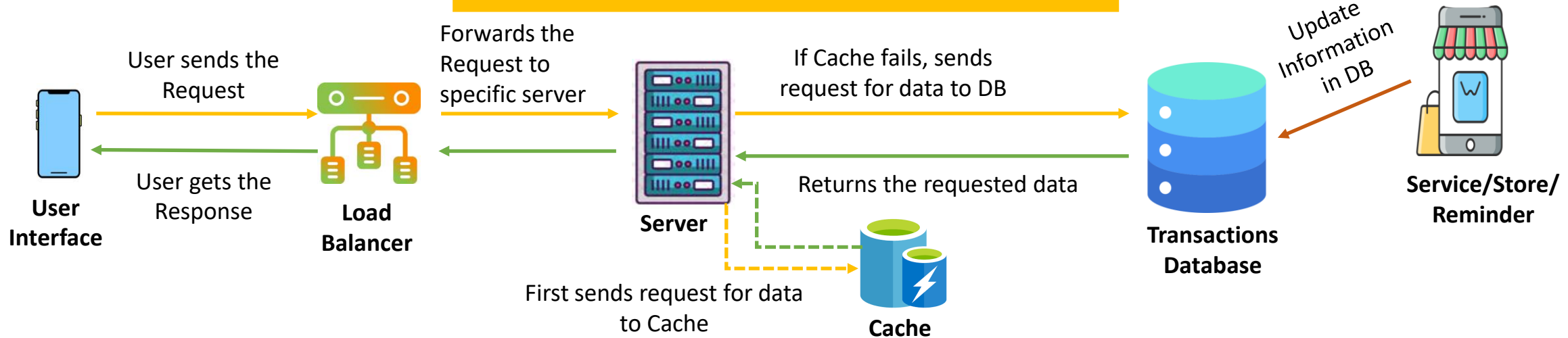
Design



Exploring the Framework

- By Sneha Roy

System Design for Petzzo



Revenue Generation Plan for Petzzo

Initially, Petzzo will focus on the **paid channels** such as **Social Media Ads(Facebook, Instagram)** and **Sponsored content(Youtube)** for distribution.

Over time, will aim to transition towards **organic lead generation** through **user sharing** and **positive reviews**.

Petzzo will be a **B2C company** with **revenue model** encompassing a blend of the **following models** :

Sales Revenue Model

Petzzo's main revenue stream will stem from selling products and services(home services, emergency services) directly to consumers

Commission Based Revenue Model

Petzzo will earn revenue through commissions on online vet consultations and Pet Boarding bookings made via the platform

Advertising Revenue Model

Petzzo will showcase ads from pet care product providers, charging a fixed amount per user click within the app, aligning revenue with user engagement rather than transaction completion



Pitfalls and Mitigation – What can go wrong?

- By Sneha Roy

Pitfall

Users may hesitate to utilize vet services for their pets through a new app



Mitigation

Establish trust by providing comprehensive information about the assigned individual's expertise, degree, and previous clinical experience (for vets or professional experts)

Users may have concerns regarding the cancellation policies of specific paid services or shopping experiences



Establish clear and distinct cancellation policies for corresponding paid services or shopping experiences

Users might express dissatisfaction with certain services due to their reliance on third-party individuals and may file complaints



Actively monitor complaints, replace or upgrade problematic areas, and notify corresponding users to reduce churn rate



Future Scope

- **Currently** : Addressing Pet Care Concerns
- **Next** : Will broaden our product categories to encompass travel and accommodation-related solutions for pets
- **Next – to –Next** : Will expand our services to include support for stray animals. During user interviews, many expressed a desire to help stray animals but faced challenges due to limited resources