

Product and Problem Overview

Petzzo

Petzzo Mission

the Pet Parents' concerns

Provides a One Stop solution for all

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.



Your PURR-fect Companion

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 2





Understanding Users' Unmet Needs and the Existing Market

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.



I Popular Apps Existing in the Market

| Name | Focused On | Strength | Weakness | | |
|-----------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Dr. Pets 2007 Online Consultation | Vet Consultation | ★★★★ 03/06/21 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! | * # # # 07/05/21 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 | | |
| super tails | Food, Medicine & necessity store for pets | **** 17/03/24 Being a paw parent, this is best ever app I have come across. its awesome. great discounts. variety of product. they even sent a personilised gift for my cat. thank you supertails. | ***** 06/04/24 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. | | |
| PetBacker | PetSitters & PetBoarding Service (for dogs & cats) | **** 29/01/24 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. | ***** 01/03/24 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 | | |

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

Overview



Problem Framing

Prioritization

Design

Metrics

Framework





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"

What is the Value generated by solving the Problem?

For the target customers?

efficiency.

Overview

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

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.

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.

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.

Design

| Solution Mind Map | Potential Features for Petzzo | |
|-------------------|-------------------------------|--|
| Solution Mine | | |

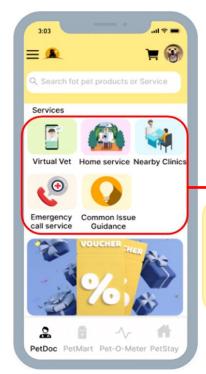
RICE Score Details

| Solution | Features | Effect | R (Reach) | l (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 |
| rview | Research Problem Fra | ming Prioritization | Design | Metrics | Framew | vork | Challen |



Petzzo MVP Detailed User Journey

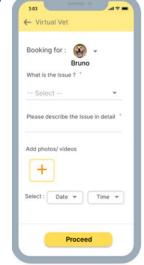
Petzzo MVP Detailed Screenflow



Selecting a service redirects to the corresponding page

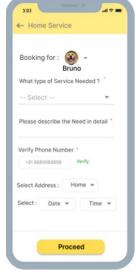
Landing Page

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



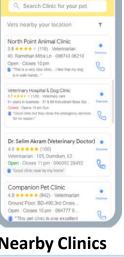
Virtual Vet

Facilitates online vet consultations for various pet categories



Home service

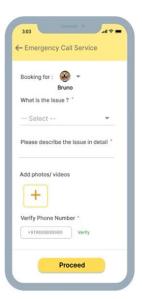
Provides home services for grooming, vaccination, first aid, checkups for various pet categories and assigns appropriate experts



Searching for: Dogs - P Home

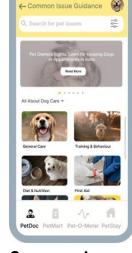
Nearby Clinics

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

Research **Problem Framing** Overview

Prioritization

Design 1.1

Metrics

Framework

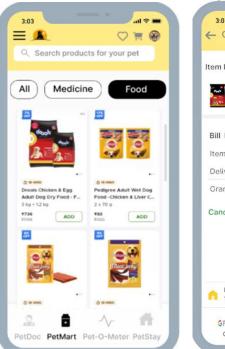


Petzzo Features – PetMart, Pet-O-Meter, PetStay

Petzzo MVP Detailed User Journey

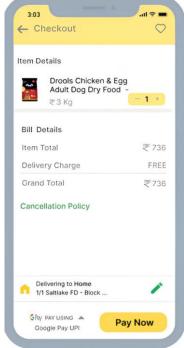
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PetMart Feature



Landing Page

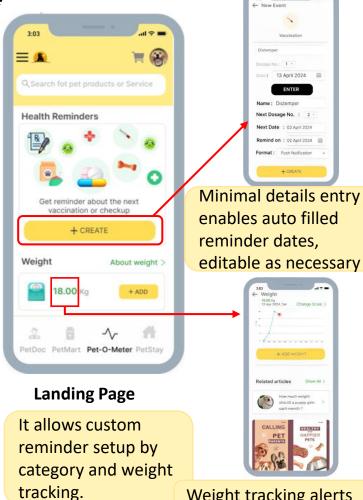
It lists items with details and enables direct search for specific items or categories



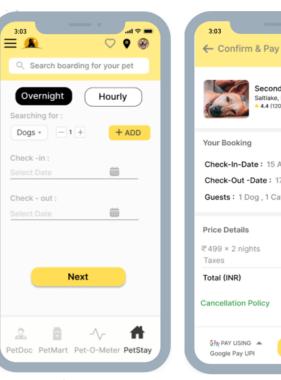
Checkout Page

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

Pet-O-Meter Feature



PetStay Feature



Landing Page

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

Your Booking Check-In-Date: 15 Apr 2024 Check-Out -Date: 17 Apr 2024 Guests: 1 Dog , 1 Cat Price Details Total (INR) **Cancellation Policy** GRI PAY USING ... **Pay Now** Google Pay UPI **Checkout Page**

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

Design1.2

Weight tracking alerts for critical values



How we'll measure the success - Product Metrics

North Star Metric – Monthly Active Users(MAU)

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

Type

Metric

Goal

Acquisition

Total number of new registrations/week

Tracks the count of Weekly New Registrations

Activation

- # 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.

- Reflects the successful User Onboarding
- Reflects initial User Engagement after profile set up

Adoption

- # Paid products/services opted by individual users
- # Custom reminders set up by users
- # Common Issue Guidance articles/videos shared

- Reflects the user adoption of the paid features
- Reflects the usability of Reminder feature
- Reflects the efficacy of the free guidance from user's perspective

Engagement

- # Logins per user/day on the Petzzo app
- # Average session duration in the Petzzo app

- Tracks how many times an individual user coming back to the platform in a day
- Tracks how much time spent on the platform on each visit

Retention

- #Users who continue to use the platform atleast once a month for over 6 months
- Tracks the percentage of users who consistently use the platform over a period of time

Revenue

- Average Revenue Per User(ARPU) encompassing revenue from paid products/services(including commissions) and the cost-perclick(CPC) ad revenue
- Tracks the amount of revenue generated from individual users

Overview

Research

Problem Framing

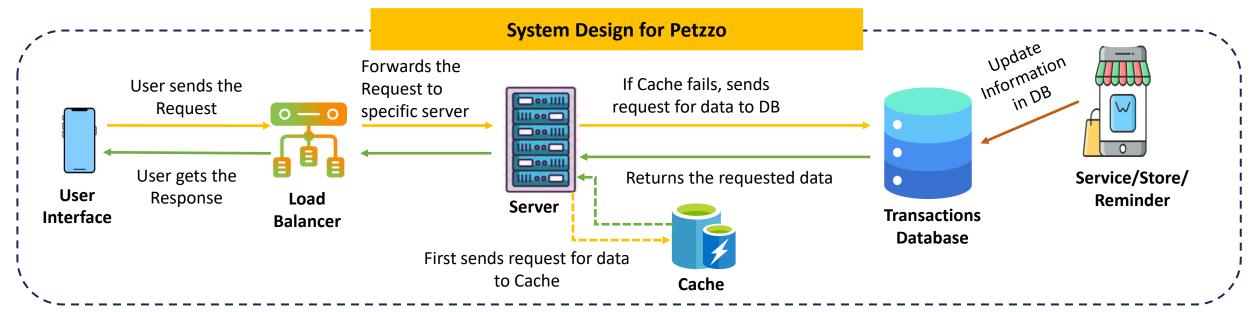
Prioritization

Design Metrics

Framework



Exploring the Framework



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

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Pitfalls and Mitigation – What can go wrong?

Pitfall

Mitigation

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



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

