

Milestone Three ⇒ Team Project ⇒ Early Vision Description\Statement

Initial Vision Thoughts:

Having owned dozens of dogs over the last 30+ years (as in, ~12 at a time), and also being involved in training, showing, and breeding/raising dogs during that time, and being involved in “the dog owning community”... I have a pretty good handle on what dog owners think, feel, and want.

Owners of different kinds of pets -- cats, birds, various small furry creatures -- feel the same way that dog lovers do about their dogs: most pet owners consider their pets as part of the family, and for many people they are like their “kids” along with best friends and beloved companions.

There are many ways to find help with one’s human children, but not as many ways to find help with one’s furry “children”. Our app would like to address that gap, and we have a great team to do that.

We would initially like to focus our app on three core pet-related services:

1. Dog walking: even the most devoted dog owners often do not have enough time in the day to walk their dog, and want their dogs to benefit from not only the exercise but the social interaction during the day while their owner is at work.
2. Pet sitting: going on a business trip or a type of vacation where you can’t take your pet? Find a reliable, qualified sitter who is experienced with your type of pet. This could range from dropping in during the day for 20 minutes or so to make sure a pet is medicated on schedule and petted; or staying for a couple of days while the owner is away on business (so including house-sitting).
3. Pet transport: with busy schedules, many pet owners find it difficult to make the time to take their pet in for grooming (and bring it back home too!), or routine vet appointments (not when the pet is ill!), or taking them to/from doggie daycare.

We have some additional ideas for features we could incorporate into the app over time that would build and sustain a robust online community of pet lovers, such as:

- Pet supplies delivery (for those who prefer to shop locally) or perhaps picking up prescriptions or special diets from the vet's office.
- Social connections -- similar to [meetup.com](https://www.meetup.com) but aimed at dog lovers: arrange play-dates for your pets and possibly make new friends for yourself.
- Calendar of community events for pet lovers -- different organizations, such as the humane society, host activities for pet lovers to engage in the community and with each other.
- Directory of local businesses catering to pets -- including which establishments are pet-friendly, like eateries, hotels, etc.; so not *just* business that, say, sell pet supplies or provide pet services like grooming or training, but to which you can take your pet.

To connect pet owners with service providers in the three core service areas, we would like our app to consist of the following core features -- which would facilitate functionality even as we expand:

1. Pet owners (clients) can register, log in, and create profiles for themselves. All details of client profiles would be tracked in our database, but not all would appear on the site/app -- for instance, "not public" information would include their exact location or phone numbers, and certainly their payment information!
2. Pet owners can create a profile for each of their pets. Pets would be tracked in our database as individual entities -- at times a pet owner may want to get services for just one pet and not the others. Plus, other pet-specific information would need to be pulled, such as breed, age, size, special needs.
3. Potential pet care providers can register with the site and then apply to be pet care providers through our service. This would include undergoing a background check and providing proof of being bonded and insured, so pet owners have confidence in who is entering their homes and interacting with their pets.

Once all that is verified, pet care providers can create profiles for themselves, highlighting which species and types of pets they are experienced with and willing to care for -- i.e., dogs → large breeds... cats → special needs/medication dosing... birds... dogs → elderly + special needs... you get the idea.

4. Match client's needs with care provider's expertise and experience -- recommend the best/closest match within a client's geographical area.
5. Provide a private/direct messaging service so that pet owners and care providers can communicate with each other; also either could communicate with site admin when/if necessary.
6. Provide means for pet owners to pay for service and the app to pay care providers.
7. Provide a means for both pet owners and care providers to acquire a "rating": pet owners can earn ratings for not cancelling booked services, not having payment issues, and/or ??... and care providers can earn ratings for being on-time, being excellent providers of whichever service, and/or ??...

Vision Statement → Version 1.0:

For pet owners and pet care providers who need to connect with each other, the [name to be determined] system is a web application that will create an online community so that these two groups can find each other, schedule/arrange for services, and interact; thereby enhancing the day-to-day lives of pets. The app will store profile information (some public-facing, some private) for pet owners, their pets, and pet care providers. It will also track services arranged and completed (or not), and allow for ratings of both pet owners and pet care providers. This app will not only allow pet owners to more easily care for their pets, but facilitate an enjoyable and legitimate "side hustle" for pet lovers to earn a little extra money. Unlike the current app, which does not exist, our app will be a boon to pet lovers everywhere; and can grow as our community grows.
