

Milestone Three ⇒ Team Project ⇒ 1st Refinement: Vision Description\Statement

Refined Vision Description:

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 and feathered and whatever kind of 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 -- so far as online/apps, the most notable is Care.com -- but there are not as many ways to find help with one’s furry “children” and best friends. Some sites/apps that exist in this space focus primarily on walking dogs -- Rover.com, Wag.com.

Our app would like to address that gap, and we have a great team to do just that. Our site/app would not only help Pet Owners get care for their pets, but provide an enjoyable “side hustle” for pet lovers to become Pet Care Providers.

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.

This would include taking a dog to the dog park and sitting them as they play, and interacting with them.

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 fed & watered, let in/out of the yard, medicated on schedule, petted, etc.; or staying for a couple of days while the owner is away on

business (so including house-sitting by it's nature).

Also, a Pet Owner could set up a "Daily Check-in" with a Pet Care Provider -- say they have an elderly pet that needs to be let in/out more often, or a pet of any age that needs meds during the day or needs several small meals in a day, or that you just want to make sure an elderly or ill pet is not in distress.

Pet Sitting could also be a situation where your pet is ill or recovering from illness or surgery and needs someone with them and the Pet Owner cannot take that much time off of work.

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 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.
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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/address 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; in order for the Pet Care Provider to do what they need to do, and do it to the best of their ability.

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 the people entering (and possibly staying at) their homes and interacting with their pets -- who they are entrusting with their pet loved ones!

Once everything 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...
- ⇒ guinea pigs, ferrets, sugar gliders... you get the idea!

Pet care providers can get “badges” to put on their profile to indicate their areas of expertise and pet owners can see at a glance if they want to read further into the profile.

4. Match pet owner's needs with pet care provider's expertise and experience -- recommend the best/closest match within a client's geographical area.
 - ⇒ when the pet owner registers -- give them a list of suggestions
 - ⇒ when users search; filter results on pertinent criteria

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.

This would also facilitate "check-ins" -- so the pet care provider can communicate to the pet owner that the pet has been picked up, dropped off... that they got their meds, or food... that they are there sitting with the pet... that they got to the dog-park, day-care, vet for shots, etc... and also communicate about how the pet is doing.

This is especially good for longer-term pet sitting, or when meds are involved since pet owners worry about that!

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, not hiding facts about their pet(s), 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 a means to connect with each other, **Petopia!** is a website/application that will create an online community so that these two groups can create profiles, find each other, schedule/arrange for services, and interact; thereby enhancing the day-to-day lives of pets and the people who love them. The site/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), allow for ratings of both pet owners and pet care providers, and facilitate the payment process. 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.
