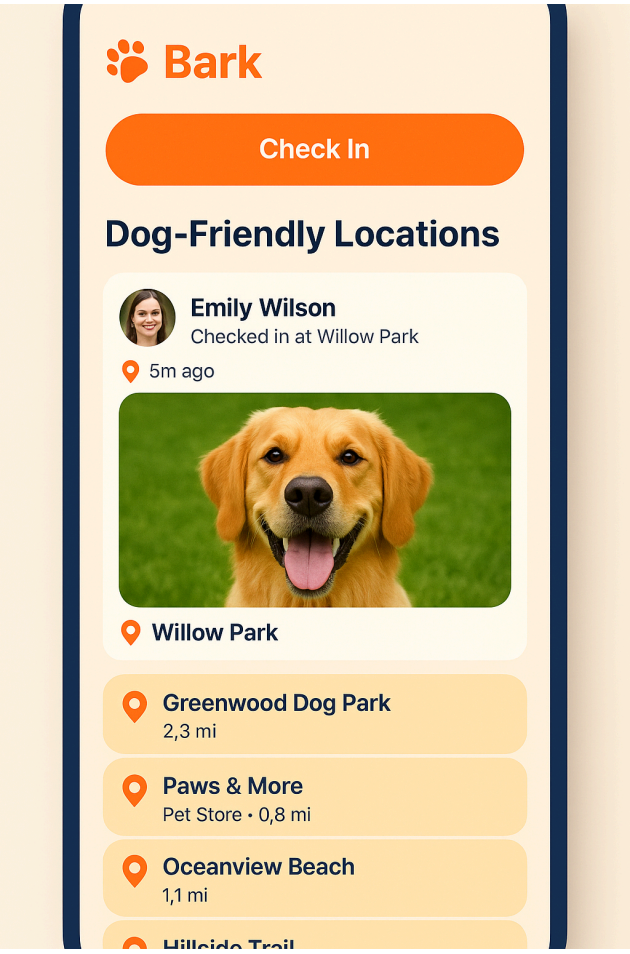
Introducing ‘Bark’

A dog-friendly location app

By Erin Garrard Apr 18, 2025



General

- Stack Focus: Frontend

- Type: Mobile App for iOS and Android

- Goals:
    - Check into locations
    - Find dog-friendly (filterable) locations
    - Add friends
    - Add profile & photo
    - Message friends
    - Post photos to profile page(?)

- Users:
    - Ages 25-45
    - Tech users
    - Lifestyle: active, community-oriented, social
    - Dog owners
    - Mostly rural/suburban residents

- Necessary Data:
    - Map data (Google Maps)
    - Location Data (BringFido)
    - User-supplied data (Authentication via email or social login)
        - Name, pet(s), breed
        - Check-in location
    - Strapi for content management (?)

Details

- Database Schema:
    - Relational
    - Content:
        - Reviews
        - Photos
        - Location information
    - Categories for locations (e.g. park, restaurant, hotel, etc.)
- Possible API issues:

    - Rate limiting
    - Security risks (location sharing, limiting searchability)
- Functionality:
    - Phase 1
        - Authentication + user profiles
        - Basic map with dog-friendly locations
        - Check-in functionality
        - Simple friend system
    - Phase 2
        - Messaging system
        - Photo sharing
        - Advanced filters/reviews
        - Notifications
    - Phase 3
        - Social features (groups, events)
        - Premium features (badges, analytics)
        - Business accounts for locations
- User Flow
    - **Explore & Check In**
        - Home (Map): See nearby dog-friendly place
        - Tap Location: View details, photos, and reviews
        - Check In: Confirm visit + share with friends
    - **Social Features**
        - Add Friends: Search users or connect via social
        - Message: Chat with friends about meetups
        - Profile: View your check-ins, pets, and photos
    - **Search & Filter**
        - Search Bar: Find places by name
        - Filters: Sort by distance, rating, or type (park, café, etc.)
    - **Account & Settings**
        - Onboarding: Sign up, add pet details
        - Settings: Manage privacy, notifications
- Stretch Goals
    - Badge/Point system for check-ins
    - Get notified when friends are checked-in nearby
    - List busy spots where many dogs are checked-in