

DOG..CAT..BIRD...FRIEND

WHAT IS RUFF?

- Ruff is an **combined** social media and marketplace application for animals that combines the effective marketing potential of **social media**, as well as the capabilities of a fully fledged **online marketplace**.
- Just like social media, users can post to their hearts content, earning likes and followers.
- If the animal has garnered enough attention and love, another user may follow through with the <u>sale</u>.
- Ruff is inspired by the countless Instagram profiles dedicated to animals alone, as well as Facebook marketplace (which does not allow the sale of animals on).

WHY RUFF?

- Ruff facilitates this process by giving users, sellers, and animal shelters the tools they need to
 - I. List their animals
 - 2. Search for animals
 - 3. Market their animals, and
 - 4. Communicate between users.
- Ruff is the one stop shop for animal relocation, animal sales, pet finding, and animal social media. Users can browse animals, follow animals, message sellers, and adopt/purchase animals, all in the Ruff app.

RUFF IS STILL SOCIAL MEDIA

Users that are not partaking in the Ruff marketplace may still use the application just like they would for Facebook, or Instagram.





IN-APP PAYMENTS



- This will allow users to exchange money without having to leave the app
- This enhances security as users do not have to perform potentially dangerous money transfers





IN-APP MESSAGING



- In-app messaging will allow users to easily access contextual information and shortcuts straight from the messages.
 - E.g. The user would be able to quickly see which animal the message recipient owns. This will resolve many issues prevalent in traditional email communications where the user cannot remember which email recipient owns which animal
- In-app messaging would exist alongside traditional email and phone numbers, which are provided on account registration.

EXTRA SOCIAL FEATURES



- Additional features such as post **liking**, integrated **sharing**, and **commenting** will facilitate additional social features between posters and the audience.
- Another feature called "challenges" will test the animal owner to complete tasks such as "teach your animal to shake hands". This will be sent to all animal owners, who can then post their animal's progress on the app.
- **Gif** & **video** compatibility. Users will be able to upload gifs and videos to their animal's posts and profile photo.
- **Favouriting**/saving posts. Posts that have been "favourited" will be appear in a dedicated page only to the viewer, which collates all "favourited" posts.

SPONSORED POSTS



- Users who need to quickly relocate/sell their animal can pay money to make their animal appear higher in search results, advertisements, as well as appearing more frequently to other users who are in the same area.
- These posts will have a clear "sponsored" tag on it



RUFF. DESIGNED FOR ANIMALS. BY PEOPLE