

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
Rover	Is a doggy day care app that lets user sign up to take care of your dogs while also being rated.	Let users review pet caretakers so they know how experiences with them are or have went.	Has an enormous amount of filters the users can put like if the owner has any other pets, or if they want a caretaker that owns no other pets.	Is only done by appointment so the sponteniety aspect of other apps could be a drawback. The filters could be overwhelming because there is many of them that could be simplified or collapsable.	Is highly rated and reputable. Users can individually be rated as pet care takers and customers can even filter out caretakers by their reveiw star count.		
Dog Date Afternoon	Is a dating app that is made for people who own dogs. Letting botht he humans and the pets meet new people or pets.	Is a sort of two in one situation where the user can find a lover for themselves and a companioin for their dog.	There are no other apps similar to this.	Is specifically a dating app and does not have many filters for the dogs.			
INDIRECT COMPETITORS							
Tinder	Allows user to swipe through people in their area looking to match for a date or at least a conversation.	Is also more reputable and users may find it easier to use because they are already familiar with the product. The algorithm is also really good and is made easy to see multiple people in your area.	Seen as the industry standard for dating apps. Easy to navigate.	There is no real way of finding out if people have animals unless they put it in their bio.			
Instagram	Lets users connect with their peers via posts, stories, and direct messages.	Is also more reputable and users may find it easier to use because they are already familiar with the product.	Easy to navigate. Made for messaging peers.	Difficult to make intentions clear since instagram is widely used, especially for just posting images.			
Facebook	Allows user to connect online with family and friends. Users can also join groups surrounding a specific thing which could also be community play date.	Is more reputable and known by a wider community so finding people could be easier.	Easy to make a public community/group where people can talk about anything. In this case, they can make a community for dog walking.	There is no filter option so most of the accounts will have to provide all the informatioun themselves.			Would we be interested in adding group features where the user may want to meet a new group of people and set up a group activity?