Contents

1. Introduction:

A superapp designed for pets and their owners, providing a one-stop-shop for all pet-related needs. The app aims to simplify and improve the lives of pet owners in the UAE by offering a comprehensive range of features and services, from directory listings, pet profile creation to community services and a loyalty program. Initially launch in the UAE with potential to expand expand into the GCC region.

2. Problem:

There is currently a lack of consolidated pet-related apps in the UAE. There are various individual apps for specific pet-related functionalities, such as directory listing, finding dog walkers or adopting pets. These fragmented solutions create inconvenience for pet owners as they need to navigate between various apps to meet all their pet-related needs.

3. Solution:

A superapp that solves the problem of fragmented pet-related apps by offering an all-in-one solution. It provides a wide range of features and services that cater to all pet owners' needs in the UAE.
Key modules include Directory Listings for Pet friendly places and one with all the pet businesses, Pawfile, Loyalty & Rewards, Community Service, Training, Emergencies, Lifestyle, Engagement, Health & Wellness. Each module offers various functionalities to simplify and enhance the pet owner's experience. Additionally, the app has a user-friendly interface, making it easy for pet owners to navigate and use.

4. Marketing and Monetization:

Scale to monetize through various methods, including in-app purchases, premium subscriptions, and partnerships with pet-related companies. In terms of marketing, the app can target pet owners in the UAE through social media campaigns, influencer marketing, and partnerships with pet stores and veterinarians. The app can also leverage from its to attract users and differentiate itself from competitors.

5. Modules: (WEB & APP Interface)

In order have a quick App launch the project will be taken in stages.

MVP/ Launch:
CMS (Content Management System)
   a. Content Organization: Implement a structured framework within the CMS to efficiently organize and manage pet profiles, directory listings, community services, blogs, and more.
   b. Image and Media Management: Enable image uploads, resizing, and optimization features to ensure seamless handling of visual content within the app.
   c. Content Editing and Publishing: Provide an intuitive interface with a WYSIWYG editor and formatting options for easy content creation, modification, and previewing before publishing.
   d. User Permissions and Roles: Incorporate a robust user management system within the CMS to assign roles and permissions, ensuring secure content access and editing.

    e.   Version Control and History: Track version history and changes made to content for easy rollback and maintaining a comprehensive audit trail.

    f.   Integration with External Systems: Support integration with external systems, such as social media platforms or third-party services, for seamless data sharing and enhanced functionality.

    g.   Scalability and Growth: Build the CMS as a solid foundation to support future iterations, scalability, and the addition of new features as the app expands.

Credential & User Management:

    a.   User Authentication: Implement a robust authentication system for secure user login and registration.

    b.   Password Security: Ensure password protection through secure storage and encourage users to create strong passwords.

    c.   Password Reset: Enable a secure password reset process for users who forget or need to change their passwords.

    d.   Account Security: Implement measures like two-factor authentication (2FA) to enhance user account security.

    e.   User Privacy: Comply with data protection regulations, communicate privacy policies, and obtain user consent for data collection and usage.

PawBot:

    a.   Users to be able to select an avatar from the list of avatar as their pawbot assistant.

    b.   User to be able to have a chat conversation and seek information, guidance to reach within App

    c.   For areas where the bot can't provide an answer lead to admin for manual response. Response to be sent via email & in-App notification.

Pawfile:

    a.   Profile for your pet(s) with all basic information that is open to the community of the app which includes: name, age, breed etc as well as social media handles

    b.   Gives the opportunity to make a favorites list of your favorite dog friendly place or pet business from the directory.

    c.   Store your pet's medical history, maintain a schedule for upcoming vaccines and vet visits, and track your pet's weight and nutrition.

    d.   A closed off section with pet passport including blood type, vaccination records and other medical history (Health & Wellness)

Community:

    a.   Find other pet owners near you to chat or meet up/ set play dates

    b.   Provide feedback reviews of dog friendly places and pet businesses.

    c.   Rescue organization section with info on adoption/fostering and volunteering and other ways to help.
        Note: Strictly not editable section restricting any kind of posting ref section C.

Directory

    a.   2 separate directories. One with all the dog friendly places and one with all the pet businesses.

    b.   The star ratings are going to be reflected based on the existing star ratings from DAID.

    c.   Featured spots available for as already currently happening on DAID website (needs to be paid for)

    d.   Maps to be integrated to enables users to find
- The nearest dog friendly place or pet business based on their current location
- See the distance of a particular listed place or business.

Events
    a.   Listing based on partnered events (exisitng DAID and Treat Cards events will be available)
    b.   Other promoted events as will come up

In App Notification Engine:
    a.   Notification event definition and management.

<mark>Phase 2:</mark>

Reward & Loyalty (extension to MVP):
    a.   A tier-based loyalty program that offers exclusive offers from partner brands, allowing users to earn rewards anywhere and burn them anywhere within the ecosystem.
    b.   The App to support a merchant-funded coalition rewards program that allows users to earn rewards for purchases made at participating merchants, which can be redeemed for cash back, NFTs, and other rewards within the app.
    c.   The App to provide gamification allowing users to earn reward points and earn virtual treats and rewards by mastering challenges and competing with other app users and Q&A's

Community (enhancement):
    a.   Lost & found pets section

Pawfile (enhancement):
    a.   A closed off section with access to a tracker for your pet in case he/she gets lost (for example third party tie up with Pet Record)

Blogs and Q&A
Partnership based. Paid and Unpaid
    a.   trainers
    b.   vets
    c.   bot assistance
    d.   first aid for pets tool kit

Loyalty:
    a.   Membership discount card
    b.   Should be able to add card to Wallet (Static)

Phase 3:
Training:
    a. Browse and select in-person trainers or access online masterclasses taught by celebrity pet trainers
    b. Learn through step-by-step instructions, videos, and use the built-in clicker for training.
    c. Keep track of your pet's training progress and all of the tricks they've learned so far, while also earning badges as you train.

Emergencies:
    a. Step-by-step instructions for what to do in emergency situations such as if your pet is attacked or eats something toxic.
    b. Veterinary telemedicine allows you to have a virtual call with the first available veterinarian, and learn first aid steps for over 25 common situations through text, images, and 'how-to' videos (partnerships)

Pawfile :(enhancements - Health & Wellness):
    a. Calculate the number of calories your pet is eating and how much they need, and visualize trends in your pet's health with graphs tracking their food and water intake, weight, blood sugar levels, and more.

Other Collaborations:
    a. In-app booking engine and pay using your App wallet (insurance, per sitters, others)

6. Product Lifecycle

Introduction:
During the introduction stage, the platforms will launch the app in the UAE market and engage in marketing efforts to attract early adopters. This stage will take approximately 3-6 months.

Growth:
During the growth stage, platform will continue to build brand awareness and acquire more users. The team will monitor user feedback and make adjustments to improve the app's performance and usability. The growth stage will take approximately 6-12 months

Maturity:
During the maturity stage, DAID will have a large and established user base, and the focus will shift to retaining users and increasing revenue streams. The team will continue to add new features and services, and may explore monetization strategies such as in-app purchases or premium subscriptions. The maturity stage will last approximately 12-24 months

Decline/Rejuvenation:
During the decline stage, the app may experience a decrease in user activity or revenue. The team will need to make strategic decisions about whether to invest in a redesign. If the decision is made to rejuvenate the app, the team will need to re-engage in the development stage to add new features and improve the app's overall performance. The decline/rejuvenation stage may last approximately 12-24 months.

Overall, the lifecycle of DAID it will be impacted by various internal and external factors, such as competition, user feedback, and technological advancements. By being proactive in addressing these factors, the team at DAID can ensure the longevity and success of the app.

7. MVP Strategy

Core Features:

The MVP will focus on the core features that provide the most value to pet owners. These include the feature as defined above for the launch phase

Targeted User Base:

The MVP will target a specific user base, such as dog owners living in the UAE. By targeting a specific user base, the team can gather more targeted feedback and refine the app's features for that group.

Beta Testing:

The MVP will be tested with a small group of beta testers who are part of the targeted user base. The team will gather feedback from these users and make adjustments to improve the app's performance and usability.

Iterative Development:

The MVP will be developed iteratively, with new features and functionalities added over time based on user feedback and market trends. This approach allows the team to build the app in a cost-effective manner while staying responsive to user needs.

Scalability:

The MVP will be designed with scalability in mind, allowing the app to grow and expand as the user base grows. The team will focus on building a strong foundation that can support additional features and functionalities in the future.

By following this MVP strategy, the team can launch a streamlined and functional app that addresses the core needs of their targeted user base. They can then use feedback and iterative development to refine the app and expand its features and functionalities over time.

8. Marketing Plan

Define Target Audience:

The first step in the marketing plan is to define the app's target audience. DAID will target pet owners in the UAE who are looking for a comprehensive and user-friendly app to manage all aspects of their pets' lives.

Develop Messaging:

The messaging for the app will focus on the app's core value proposition - that it provides everything pet owners need in one easy-to-use app. The messaging will emphasize the convenience and time-saving benefits of using the App.

Build Brand Awareness:

To build brand awareness, engage in a variety of marketing activities, including:

- Social media: using social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to engage with users, share content, and promote the app.
- Influencer marketing: partnering with influencers in the pet industry to promote the app and build credibility with the target audience.
- Content marketing: creating blog posts, videos, and other content that educates and informs pet owners about the app's features and benefits.
- Public relations: pitching stories to media outlets that cover pet-related topics, highlighting the app's unique features and benefits.
- Events: attending pet-related events in the UAE and handing out promotional materials to pet owners.

Launch Campaign:

- To promote the app's launch, engage in a focused launch campaign that includes:
- Email marketing: sending targeted emails to pet owners in the UAE who have opted-in to receive promotional emails.
- Social media ads: running ads on social media platforms to target pet owners in the UAE.
- PR outreach: pitching stories to local media outlets and bloggers to generate buzz around the app's launch.
- Influencer partnerships: partnering with influencers in the pet industry to promote the app and build credibility with the target audience.

User Acquisition:

- To acquire users, use a variety of tactics, including:
- App Store Optimization: optimizing the app's App Store listing to improve its visibility and ranking in search results.
- Referral program: offering users incentives for referring their friends and family to download the app.

- Social media ads: running targeted ads on social media platforms to attract new users.
- Partnership marketing: partnering with pet-related businesses to promote the app to their customers.

User Retention:

To retain users, platform will focus on providing excellent customer service and engaging users with the app's features and functionalities. The team will regularly gather feedback from users and make adjustments to improve the app's performance and usability.

By following this marketing plan, build brand awareness, acquire new users, and retain existing ones, ensuring the long-term success of the app.

9. Plan for developers building Web & App

Choose a Platform:

The product will need to be developed for both Web & App (iOS and Android platforms). The development team should choose a development platform that enables them to build the product quickly and efficiently, while also ensuring that the platform is reliable, scalable, and user-friendly. A platform which enables crafting beautiful, natively compiled applications for mobile, web, and desktop from a single codebase. Language globalization should be factored from beginning.

Design User Experience & User Interface:

The user experience (UX) & user interface (UI) is a critical component for success. The development team should work closely with a UX designer to create a user interface that is intuitive, visually appealing, and easy to navigate.

Develop Core Functionality:

The development team should start with building the core functionality for the business as defined in the functional scope for MVP. This core functionality will form the foundation of the app and should be designed to be scalable and flexible to accommodate future features and functionalities.

Implement Additional Features:

Once the core functionality is complete, the team should move on to implementing additional features and functionalities as mentioned in the short term and forward looking plan. Each feature should be developed using an iterative approach, with feedback from users and stakeholders guiding the development process.

Test and Refine:

The development team should test the app thoroughly at each stage of development, using a combination of manual and automated testing to identify and fix bugs and improve overall performance. User feedback should also be gathered at each stage to ensure that the app meets the needs of its target audience.

Launch the App:

Once the app is ready for launch, the development team should work with the marketing team to coordinate the launch campaign. The app should be submitted to the App Store and Google Play for approval, and the team should be prepared to handle any issues that arise during the launch.

Maintain and Update:

After launch, the development team should continue to maintain and update the app, fixing any bugs that arise and adding new features and functionalities based on user feedback and market trends. The team should also stay up-to-date on new technologies and platforms to ensure that the app remains relevant and competitive.

By following this plan, the development team can build a reliable, scalable, and user-friendly app that meets the needs of pet owners in the UAE and beyond.