



## **“THE STRAWHATS”**

### **GROUP PROJECT**

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# **INTRODUCTION**

## **1 .Problem**

Pet owners often face multiple real-world challenges when it comes to taking proper care of their pets. From struggling to find trusted veterinarians during emergencies to managing busy schedules that make regular grooming and health checkups difficult, these issues can become stressful. Many owners also worry about leaving their pets alone while traveling, as reliable pet boarding options are limited. Additionally, shopping for quality pet essentials often requires visiting multiple stores or navigating confusing online platforms. In rural or less developed areas, access to professional pet care services is even more limited, leading to delays in getting timely help. Lack of proper knowledge about pet nutrition, vaccination schedules, and behavior management further adds to the difficulties. These everyday hurdles not only impact the well-being of pets but also increase anxiety and workload for their owners. Such challenges highlight the urgent need for a centralized, user-friendly solution that ensures pets receive consistent care, timely services, and access to essential products—all in one place.



## **2. Our idea**

A pet care app offering all-in-one services is the perfect solution for modern pet owners seeking convenience, reliability, and peace of mind. Instead of juggling multiple platforms or service providers, users can access everything they need in one place—vet consultations, grooming appointments, pet boarding, and a complete shop for essentials like food, toys, and medicines.

Whether it's booking a last-minute vet visit, scheduling regular grooming sessions, or ordering pet supplies for home delivery, the app simplifies every aspect of pet care. With features like health tracking, vaccination reminders, and emergency assistance, it ensures pets stay healthy and happy. For busy pet parents, this all-in-one platform saves time, reduces stress, and guarantees that their beloved companions receive the best possible care, anytime and anywhere.



## **3. Existing Competition**

While there are some pet-related services in Pakistan, such as grooming salons and veterinary clinics, there is no integrated mobile app that combines these services into a single platform. Existing services often operate independently with limited availability and no centralized booking system. This results in inconvenience for pet owners who have to search multiple sources for different services.

## **4. Marketing Opportunity**

With the increasing number of pet owners in cities like Karachi, Lahore, and Islamabad, there's a gap for an all-in-one pet care app. This solution meets a clear demand and offers a profitable business opportunity.

## 5. App interface



## 6. Services/Monetization

- Online Vet Consultations: 10AM-10PM | PKR 500
- Home Vet Visits: 3PM-8PM | PKR 1500 + Travel
- Vaccinations (Dogs, Cats): 3PM-9PM | PKR 1000-2000
- Grooming Services: 10AM-6PM | PKR 1000-3000 (Home/in-clinic)
- 24/7 Emergency Support: PKR 2000-5000
- Pet Boarding (All Pets): Drop-off: 9-11 AM
- Pet Essentials Shop for Cats, Dogs, Birds and Others



## **7. Social responsiveness**

- 1. Improves Pet Health:** Easy access to vets and grooming keeps pets healthier.
- 2. Encourages Responsible Ownership:** Guides owners on proper pet care and routines.
- 3. Reduces Stray Animals:** Supports adoption and affordable vet care
- 4. Supports Local Businesses:** Connects users with nearby vets and pet shops.
- 5. Creates Jobs:** Opens roles for groomers, vets, delivery staff, and more.
- 6. Saves Time & Reduces Stress:** One app for all services makes life easier.
- 7. Boosts Public Health:** Healthy pets reduce risk of zoonotic diseases.
- 8. Promotes Adoption:** Features rescue centers and adoption options.
- 9. Helps in Emergencies:** Offers quick access to pet care during crises.
- 10. Strengthens Pet Bonds:** Better care leads to happier pets and owners.

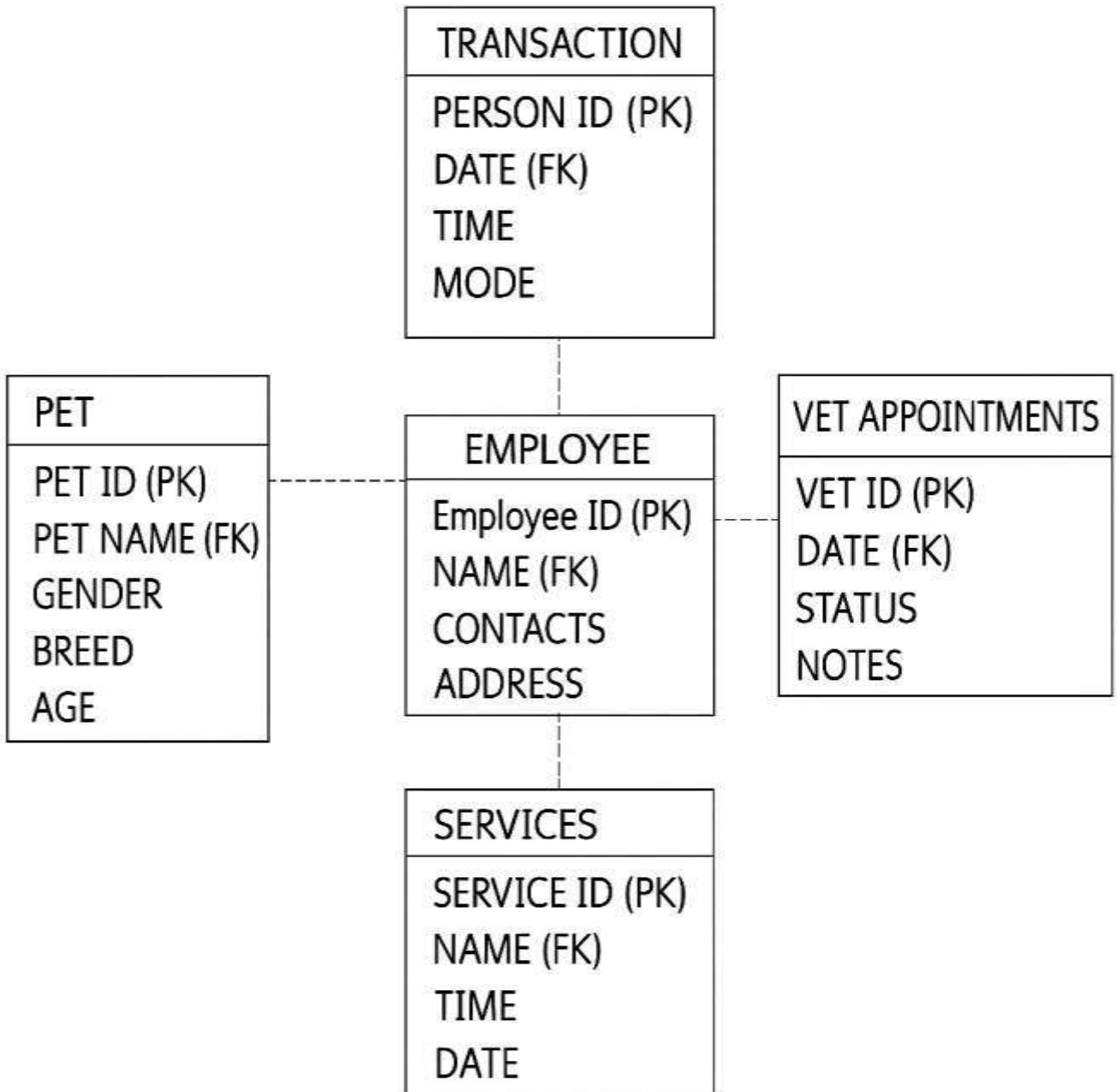


## **8. Conclusion**

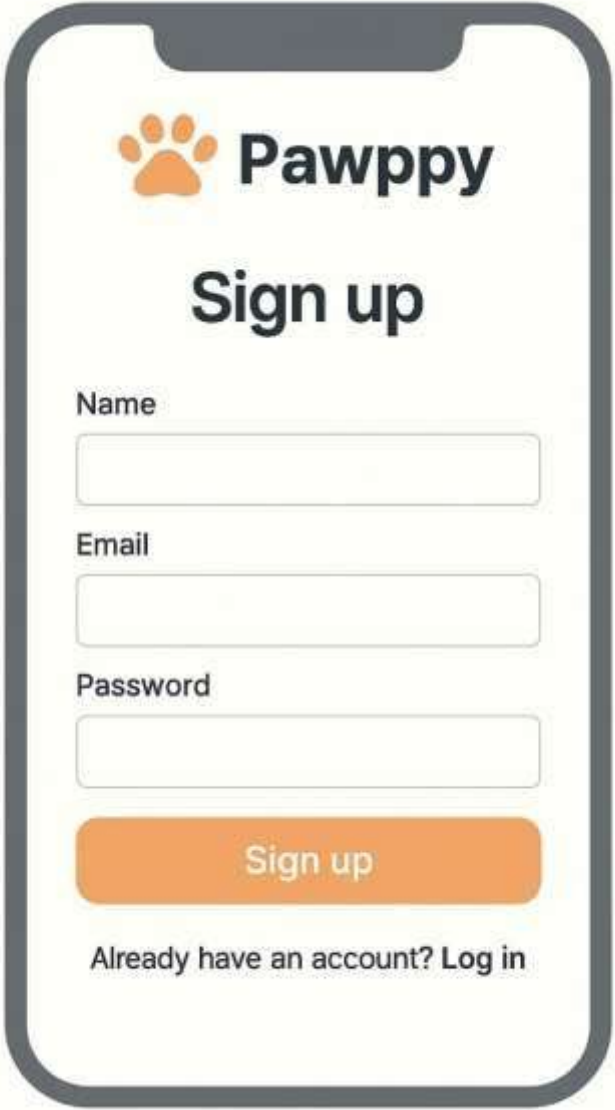
The PAWPPY app presents an innovative, all-in-one solution for pet owners who seek convenient, reliable, and comprehensive pet care services. By combining online vet consultations, grooming, vaccination, pet boarding, emergency support, and pet essentials in a single platform, the app directly addresses the common challenges faced by pet owners in Pakistan. It not only simplifies pet care but also promotes responsible ownership, supports local businesses, and encourages pet adoption. PAWPPY has strong potential to fill a significant gap in the market, making pet care more accessible, efficient, and stress-free. With its user-friendly interface and socially responsible approach, PAWPPY is poised to become a trusted partner for pet lovers across the country.



## 9. Relationship Between Tables and Entities



## 10. User based input for Sign-up



The image shows a mobile app interface for 'Pawppy'. At the top is an orange paw print icon followed by the text 'Pawppy'. Below this is the title 'Sign up' in a large, bold font. The form contains three input fields: 'Name', 'Email', and 'Password', each with a corresponding label above it. Below the input fields is an orange button with the text 'Sign up'. At the bottom of the form, there is a link that says 'Already have an account? Log in'.

**Pawppy**

### Sign up

Name

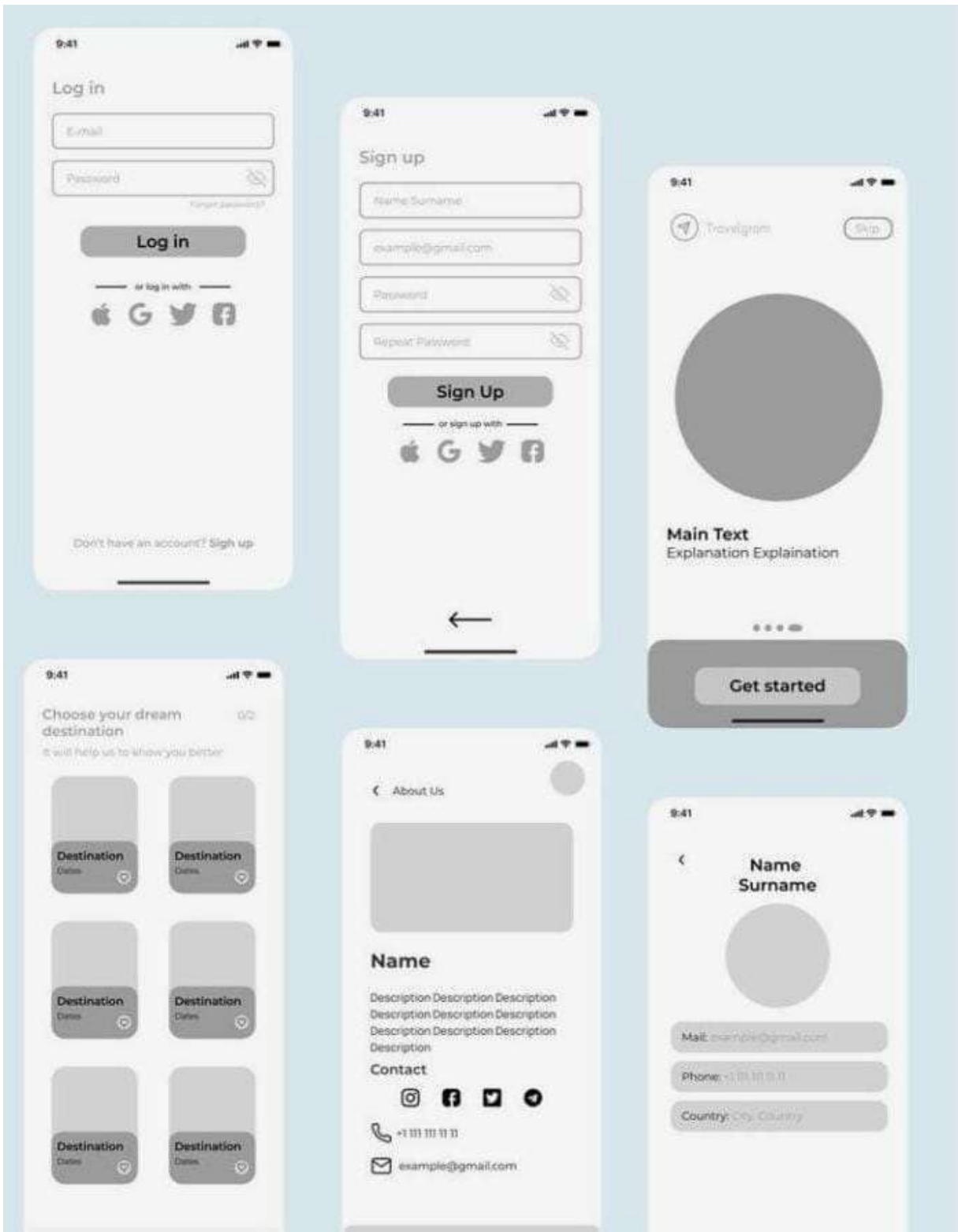
Email

Password

**Sign up**

Already have an account? [Log in](#)

## 11. OLTP



## 12. User Interface

### PAWPPY SERVICE REQUEST FORM

Your Trusted Partner in Pet Care

Website: [www.pawppycare.com](http://www.pawppycare.com) | Phone: +92 51 1234 5678

#### SECTION 1: PERSONAL INFORMATION

Full Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Address (for home visit, if applicable):

\_\_\_\_\_  
\_\_\_\_\_

Have you used PAWPPY services before? ☐ Yes ☐ No

How did you hear about us? ☐ Instagram ☐ Facebook ☐ Friend/Referral ☐ Google ☐ Other:

\_\_\_\_\_

#### SECTION 2: PET INFORMATION

Pet's Name: \_\_\_\_\_

Species: ☐ Dog ☐ Cat ☐ Bird ☐ Rabbit ☐ Other: \_\_\_\_\_

Breed: \_\_\_\_\_

Age: \_\_\_\_\_ years/months

Vaccinated: ☐ Yes ☐ No ☐ Not Sure

Any Medical Concerns: \_\_\_\_\_

### SECTION 3: SELECT SERVICE(S)

☐ Online Veterinary Consultation

Preferred Date & Time: \_\_\_\_\_

☐ Home Vet Visit

Preferred Date & Time: \_\_\_\_\_

☐ Vaccination

Preferred Date & Time: \_\_\_\_\_

Vaccine Name (if known): \_\_\_\_\_

☐ Grooming Services

Preferred Date & Time: \_\_\_\_\_

Requested Grooming (e.g. bath, trimming, nail care): \_\_\_\_\_

☐ 24/7 Emergency Care

☐ Pet Boarding

Drop-off Date: \_\_\_\_\_ | Pick-up Date: \_\_\_\_\_

Is this request urgent? ☐ Yes ☐ No

If yes, please specify: \_\_\_\_\_

### SECTION 4: ADD-ON REQUESTS (OPTIONAL)

☐ Pet Food & Treats

☐ Toys & Accessories

Shampoos / Grooming Products

☐ Prescription Refills

☐ Other: \_\_\_\_\_

## **SECTION 5: PREFERRED CONTACT METHOD**

☐ Phone Call

☐ WhatsApp

☐ Email

Preferred Payment Method: ☐ Cash ☐ Bank Transfer ☐ JazzCash/EasyPaisa ☐ Credit/Debit Card

## **SECTION 6: SPECIAL INSTRUCTIONS**

Special Instructions / Notes for the Vet or Groomer: \_\_\_\_\_

## **SECTION 7: CONSENT & SIGNATURE**

By submitting this form, I confirm that the information provided is accurate and I give consent to PAWPPY to contact me regarding service details.

I acknowledge that I have read and understood PAWPPY's terms and agree to follow basic safety and pet care protocols during service.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_