

Project Ideas

Overview

Worried about your cat disappearing for long periods of time? Or losing track of your dog off the leash? Don't worry about your pets anymore, PetFindr will help you locate your cat or dog and give you a piece of mind at the touch of a finger.

We are launching an app and web portal, to give pet owners full control of their pet's location and health from any compatible Smartphone and Devices with ease, and -+easily be sync to your phone or digital device via Bluetooth and Wifi.

Your PetFindr has no range limitations. On the map, you will see your pet's approximate location. If your pet cannot be found, it will show you the last known location (if available). Pet owners can also setup virtual safe zones and receive notifications when their pet leaves the area, it can also easily be sync to your phone or digital device via Bluetooth and Wifi.

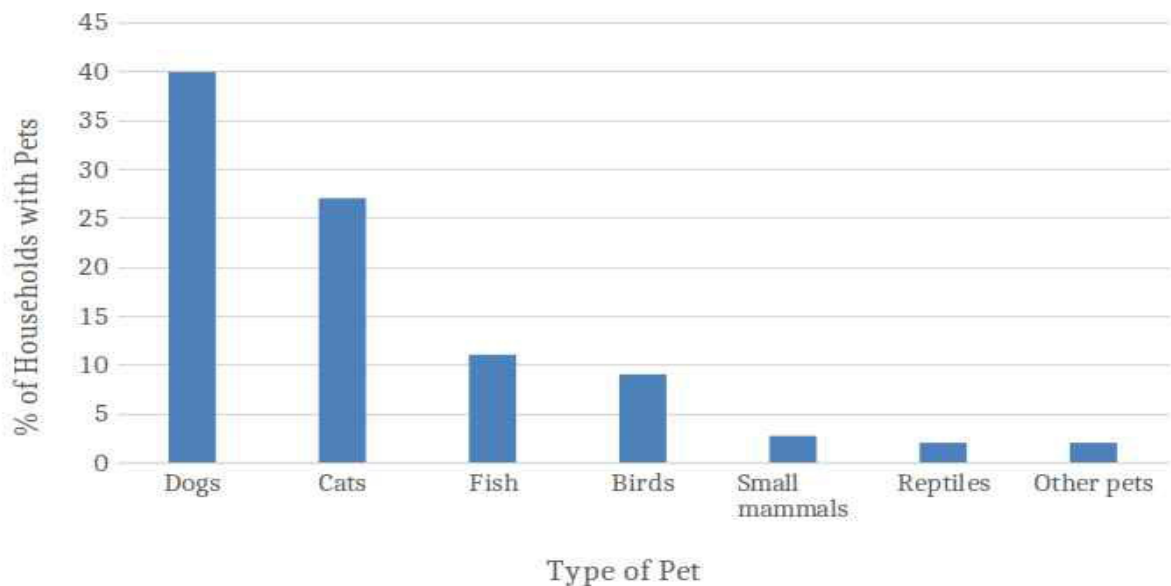
Notifications and Alerts can be checked and setup via the app and web portal.

Key Features:

- GPS location tracker - Pinpoint your pets' current locations from anywhere in the world.
- Health tracker - Track your pets heart rate, exercise routines and food intake (for weight gain or weight loss) and steps.
- Geo-Alets - set and receive phone and push notification when your cat leaves an area or Safe Zone.

Market Research

There are over 29 million pets in Australia. Approximately 61% of households in Australia own pets, with dogs being the most common (40%), followed by cats (27%). According to the Pet Census report 2016, 1 in 5 pet owners have both a cat and a dog. [3]



How much do Australians spend on their pets?

Overall, Australian households are estimated to have spent over \$13 billion on pet services and products in 2019 [1]. Dog owners spent the most, with an estimated average of \$1627 spent per animal each year. Cat owners spend an estimated average of \$962 per animal each year [1].

Motivation

Pets & Family

Animal Medicines Australia say, in 2019, over 60% of dog and cat owners considered their pet as a member of the family. Companionship is the main reason for Australians getting a pet, followed by rescuing animals, being given animals, teaching children responsibility and for relaxation.

Losing your pet

Loosing your pet can be a devastating and traumatic experience. Humans tend to develop a lasting attachment with their pets, which breaks at the loss of the pet.

Stolen/Missing Pets

A pet detective Anne-Marie told 9 News. "When you find a lost pet, its actually not a case of finders keepers, you actually are required by law to make every attempt to reunite that pet with its rightful owner,".

Anne-Marie said thefts are on the rise right now because there is a supply and demand issue. More people want a pet because the pandemic has left them feeling lonely, and thieves are taking advantage of this by stealing furry friends to sell them for a profit. [2]

Description

The idea is to launch an app and web portal, designed and developed in Australia. The app gives you full control of your pet's location and health from the convenience of your Smartphone and Devices with ease. It has a "reminder" feature, allowing you to set alerts for feeding time, playtime, walks, grooming and when they need to take medication etc.

Find My Phone helps you locate your lost Smartphone and get it back, our PetTrackr app is based on the same concept, but uses google maps and Global Positioning System (GPS) technology for real-time or live tracking and seeing location activity, giving you the ability to track your pet and manage your notification settings from anywhere in the world.

The health tracking feature tells you if your pet is too thin, overweight or obese and there's also a "recommended food and water intake" option that uses data from a range of pet brands and works out how much food your dog would need each day.

The PetTackr is lightweight and durable, it is aim is cover all aspects of your pet's health and safety. This forms the basis of a health check appointment and reminder service and is really helpful tool for owners and their vets too, vets can use the data to focus on a particular area that requires attention and conduct further tests if required.

Your PetFindr has no range limitations. On the map, you will see your pet's approximate location. If your pet cannot be found, it will show you the last known location (if available). Pet owners can also setup virtual safe zones and receive notifications when their pet leaves the area, it can also easily be sync to your phone or digital device via Bluetooth and Wifi.

Alarm is sent to your smartphone/device if collar is removed, you can simultaneously lock or unlock the collar at any time, by pressing a button on your smartphone. Notifications and SMS's can be sent directly to your App and Online Portal. You can also request for SMS to be sent to your friends and family, however for this feature users are required to upgrade their subscription to an SMS pack.

Outcome

Connectivity is a crucial part of product design and performance and the choice of connectivity technology must be considered early in the process. This is a challenging choice given the quick technology and market development. 2G and 3G networks are starting to be phased out and new 5G network technologies are becoming increasingly popular.

Lost and Found Pets

Losing a pet is a traumatic experience for you, your family and your pet. There are a number of things you can do to find your pet again, from putting up posters to contacting your local pound, shelter or veterinary clinic. PetFindr can assist you with searching for your pet, and will send a text to your neighbours and friends, on reporting your pet lost or stolen.

All you have to do to get started is register your pet's microchip number, creating a profile and agreeing to be contacted, you can allow anyone who finds your cat or dog to send you a message asking you to contact them, or they can send you a secure message by scanning a custom QR code, so you can call or text them back.

Tools & Technology

GPS/WiFi/Bluetooth

Using cell coverage, the PetTrackr sends **GPS** coordinates to your smartphone and devices. This means you can pinpoint your pet's current location from anywhere in the world. The PetFindr comes with built-in WiFi and Bluetooth connections and can be easily **paired to** your phone or other device.

Health Tracker

There is a built in Pet Health Tracker to monitor you pets hearts rate, exercise routines and food intake, we have a built-in barcode scanner so you can record nutrition information – and keep a pet food journal.

ACTIVITY TRACKING

Monitor your pet's activity – see changing trends; set activity goals.

TEMPERATURE

Monitor your pet's body temperature with PetTrackr Collar – detect fever, heat stroke, hypothermia, etc.

HEART RATE

Monitor your pets (Heart Rate Variability) and for any changes or abnormalities that could indicate pain, stress or underlying disease.

CALORIES

Track calories burned by your pet's, water intake and help them in weight loss programs and prevent obesity.

Pet owners can check pet's hydration level and report on the overall health of the pet, as well as store information about vaccinations and next pet appointment reminders.

Geo-alerts

Users can set and receive custom phone and push notification when your pet leaves an area and Safe Zone or gets disconnected from your wifi or Bluetooth device.

LED Light

There is a built-in LED colour changing light to draw attention to your pet at night, the colour codes are as follows:

Red - when you pet is reported lost/stolen.

Blue - when pet goes outside allocated safe-zone.

Green – when camera is recording.

Audio/Video

Monitor your pet remotely and keep them company with a pet camera and built-in speaker allows owners to communicate with their pets from far distances, it is also a useful feature for owners who have pets that have poor hearing.

Internet/Connectivity

SIM included, so your device is ready for use out of the box, PetTrackr is 2G, 3G, 4G and 5G compatible and supports both SMS (56 kb/s) and Internet of Things (IoT – 1Gb/s).

Skills

We have more than 5 years combined experience In Multimedia, Web Development, Data Science, Cyber Security (Operations/Engineer), Computer Systems Analytics and Software Engineering. Below is a list of resources we need to build our product.

Multimedia Specialist and Web Developer

- 5 + years' experience in Web Development
- Proficient in HTML, CSS and PHP
- Built, managed, support and updated WordPress sites
- confident with Adobe Photoshop and Illustrator

Data Scientist

- SQL and XML to solve level 1 and 2 client queries
- Highly developed Communication skills
- Effective time management

Cyber Security (Operations/Engineer)

- 5+years of experience In telecom Sector.
- Strong IT Skills.
- Problem solving Skills.
- Training skills.
- Business management.
- Customer experience.
- Leadership experience
- Mentoring
- Teamwork
- Investigative skills
- Time management
- Attention to detail
- Quality control
- Multi-tasking
- Organisational Skills
- Planning

Computer System analyst

- Provide system support to end users, both onsite and remotely
- Analyse and provide resolutions to system problems
- Use available systems to generate reports for senior management
- Support in the roll out of new business systems

Cyber Security Specialist

- Strong IT skills and knowledge including hardware, software and networks.
- Meticulous attention to detail.
- Ability to use logic and reasoning to identify the strengths and weaknesses of IT systems.
- A forensic approach to challenges

Software Engineer

- 6+ Years Software Engineering Experience
- workflows and content pipelines

- Leader in medium to large features (4–8-week scope)
- Mentor experience

Outcome

Creating a profile on PetFindr offers the best chance for you to find your pet, or report it lost so it can be returned to you. The report a pet lost or stolen feature allows members of the public to advise a pet owner they have found their pet via a secure message to a smartphone and/or device.

In the future we aim to build a social network where users can meet up with other tech-loving owners nearby. Users can setup their own PetWatch community, making it harder for thieves stealing our furry friends and sell them for a profit.

In the next 3 years we plan to expand our product range to include tracking for other kinds of domestic pets such as birds, small mammals and reptiles.