FETCH

Group 16

Problem Explanation

- Many people have acquired pets during the pandemic but are uncertain about how they will be able to look after them now after lockdown.

- Pets like routine and get anxious or scared when their routines are disturbed or changed.

- It can be quite easy for a pet sitter or owner to lose their pet.

- More people than ever are looking for an additional source of income and pet sitting is very lucrative.

Motivation

- We have decided to create Fetch, to improve the safety of pets along with keeping them destressed as possible compared to competing apps.

- This would be necessary as pets are highly sensitive to changes in routine and are very vulnerable to being lost, as competing apps such as Rover have a huge risk of losing pets.

- Thus, we have decided to create this app to reduce the number of losses of the pets by either neglect or deliberate abuse of pets compared to competing apps and keep pets happy by minimising the risk of inadvertent changes of routine caused by miscommunication by the pet owner and the pet sitter.

How Fetch solves the problem

- Fetch's new reputation management system will enable the user to filter search results to avoid hiring pet sitters with a potentially negative reputation and thus avoid the risk of losing pets in the process. Moreover, the pet sitter will have to submit the relevant documentation that they are qualified to take care of pets.

- Fetch will also enable the pet owner to share and synchronise details of the pet's routine with the inbuilt GPS and pet sitter to minimise both the risk of losing the pet and keeping the pet's routine disruption-free thus preventing the pet from getting disturbed as a result of inadvertent changes to the pet's routine.

- Furthermore, if the safety of a pet is compromised or a situation arises, the proper authorities will be contacted by the Fetch management team.

Personas

Fetch's primary objective is to solve a pet owners' problems regarding taking care of their pet whilst they are busy. As a result, it will have two main users of the platform, pet sitters and pet owners:

- Pet owners are the target audience, they are someone who needs others to look after their pets due to other priorities.
- The pet sitter provides care services to a pet owner which allows the pet owner to tend to other priorities. The role of a pet sitter encompasses those who use this as a primary means of income as well as those who enjoy taking care of pets as a secondary job.

The admins overseer the daily operation and maintenance of the system, monitoring issues and resolving disputes amongst users. The admin role contains two sub roles, the customer service advisor and the Developers.

- The customer service advisor role deals with settling issues that may arise from the user. This can be to resolve conflict between two users, or to solve customer complaints and issues.
- Developers deal with major bugs and the overall maintenance of the system. They are also responsible for implementing and deploying new updates to Fetch.

Environment

Most pet apps that we researched for competing software provide both mobile and web apps, whereas none of them supports desktop apps.

Fetch will be developed as a mobile app using React Native. This allows us to target both Android and IOS simultaneously, while only having to work on a single code base. Furthermore, using react native also opens up the possibility of adding support for the web through React Native Web. This would fit a similar platform profile that other pet apps have.

Our reasons for prioritizing mobile over other platforms like the web or desktop include:
- Easily provides continuous access to geolocation data, without impairing user experience
- Has a larger user base than other devices.
- Has higher rates of engagement over other platforms
- Mobile platforms are inherently more portable which is key for minders' UX

Competing Software

Competitors include Rover, Wag, Pawshake and Barking Mad. They all provide the same services, but with some slight differences.

- Rover and Pawshake operate in several countries including the United Kingdom.
- Wag only operates in the US.
- Barking Mad only operates in the United Kingdom

	Advantages	Disadvantages
Rover	Simple to use, and to find out the prices.	There are several bugs with the calendar and the schedule system.
Wag	Very interactive. Offers GPS tracking for the pets.	Makes you create an account to see the prices. Glitchy scrolling sections.
Pawshake	Easy way to book and see what's available. Accessible contact button.	Monotone design. HTML formatting wrong in some areas.
Barking Mad	Simple layout. Easy to find sitters around you.	Hard to find the prices. Glitchy map.

Summary

- Pets owners are often too busy to take care of pets and fear losing their pets by letting someone they don't trust take care of them; hence Fetch was created to solve those issues that pet owners may face.

- Fetch will allow users to make sure that their pets are being taken care of appropriately while being safe and secure. Fetch's administration team will punish users who violate the trust of their client or service provider.

- There are two main users of the application, pet owners and pet sitters. With further users being admins who take care of the daily operations and upkeep of the application, these consist of developers and customer service advisors.

- For the purpose of accessibility, convenience and the ability to track user geolocation, we will be developing the application for mobile devices.

- Our Competitors are Rover, Wag, Pawshake and Barking Mad. While they provide the same services, they each have some features that differ them from each other.

Bibliography

- Campbell, L. (2022). *'Happy dog time': boom in UK dogsitting as owners return to office.* [online]. The Guardian. Available at: https://www.theguardian.com/lifeandstyle/2022/mar/04/dog-sitters-in-demand-as-uk-covid-rules-end-. (Accessed: January 27, 2023).
- Carter-Robb, M. (2022). *Majority Consider 'Pets to be Family', Finds Major Charity Poll of Pet Owners.* [online]. Pets Magazine. Available at: https://www.petsmag.co.uk/charity-reveals-findings-of-largest-ever-survey-of-uk-pets-and-their-people/ (Accessed 27 Jan. 2023).
- Comscore. (2017). *2017 U.S. Mobile App Report.* [online]. Comscore. Available at: https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/The-2017-US-Mobile-App-Report (Accessed: February 6, 2023).
- Danielle. (2019). *Lost Pet Statistics.* [online]. Lost Pet Research and Recovery. Available at: https://lostpetresearch.com/2019/03/lost-pet-statistics/. (Accessed: January 27, 2023).
- Fact.MR. (2022). *Pet Sitting Services Market Size, Share & Trends Analysis, By Pet Type (Dogs, Cats, Others), By Service (In-house Sittings, At-care Facilities) - Global Market Insights 2022 to 2032.* [online]. Available at: https://www.factmr.com/report/pet-sitting-services-market. (Accessed: January 27, 2023).
- FCA. (2022). *Millions of Britons struggling with bills, warns regulator.* [online]. FCA. Available at: https://www.fca.org.uk/news/press-releases/millions-britons-struggling-bills-warns-regulator. (Accessed: January 27, 2023).
- Huntingford, D.J. (2020). *Why Routine is One of the Best Ways to Care for Your Pet.* [online]. Pet Wellbeing. Available at: https://blog.petwellbeing.com/why-routine-is-one-of-the-best-ways-to-care-for-your-pet. (Accessed: January 27, 2023).
- MDN. (2022). *Geolocation API.* [online]. Mozilla. Available at: https://developer.mozilla.org/en-US/docs/Web/API/Geolocation_API (Accessed: February 6, 2023).
- PSI. (2022). *New survey data reveals nearly 80% of professional pet sitters expect revenue increase.* [online]. PSI. Available at: https://www.petsit.com/pet-sitters-international-releases-2022-state-of-the-industry-data (Accessed 27 Jan. 2023).
- Barger, J. (2020) For dog-walking apps, it's User Beware, The Washington Post. WP Company. Available at: https://www.washingtonpost.com/lifestyle/home/for-dog-walking-apps-its-user-beware/2020/02/24/90084ce6-4f58-11ea-bf44-f5043eb3918a_story.html (Accessed: January 27, 2023).