Pet Care App

Problem Statement

Pet Care app only focusing on taking care of pets, but pet care is not only for grooming their pets it's also for caring the abondoned pets too

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Objective

In addition to offering pet services exclusively for owned pets, our pet care app now extends its reach by introducing a new feature, allowing users to discover and adopt pets, fostering a community of care and compassion.

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Competitor Analysis

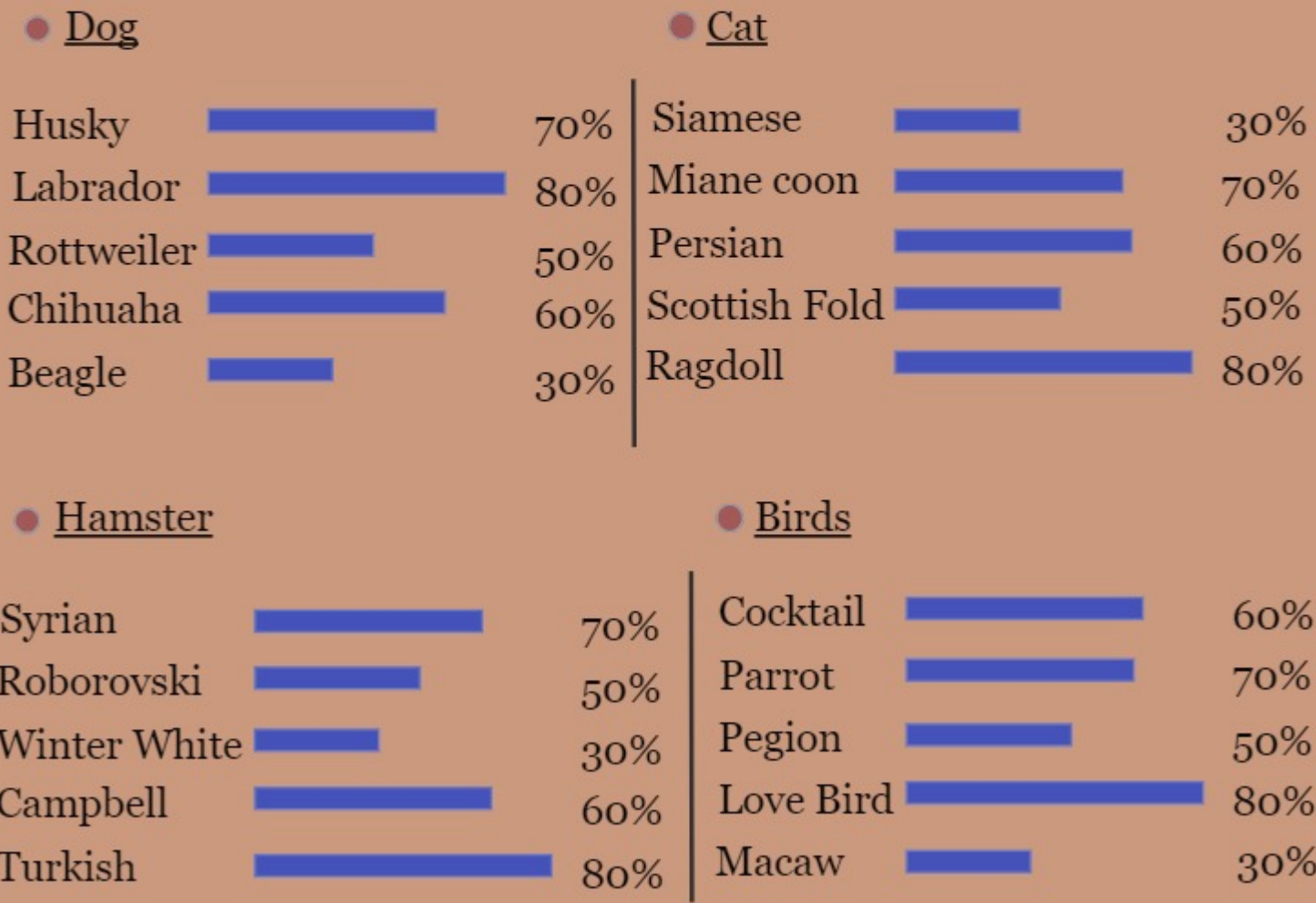
Websites and mobile apps specifically dedicated to pet adoption, such as Petfinder, Adopt-a-Pet, or Petango are the competitors challenging for pet care and adoption application. These platforms are experiencing significant traction and are actively competing to capture a larger share of the global market.

	Adopt Me	Petfinder	Pawslikeme
Speciality	Connecting animals and people through swiping	Connecting animals and people through searhable database	Connecting animals and people through quiz
Questionarries	✗	✗	✓
Favourites	No	No, but can save search results	Yes, but can't see later
Results from	Shelter / Rescue	Shelter / Rescue	Shelter / Rescue
Adoption	Form / Contact	Form / Contact	Form / Contact
Search bar	By breed	By Article	By Breed
Location	✗	✓	✓
Photos / Videos	Yes, but no videos	Yes, but no videos	Yes, but no videos

Pet Care App

Quantitative Analysis

What kind of pet shall we adopt?



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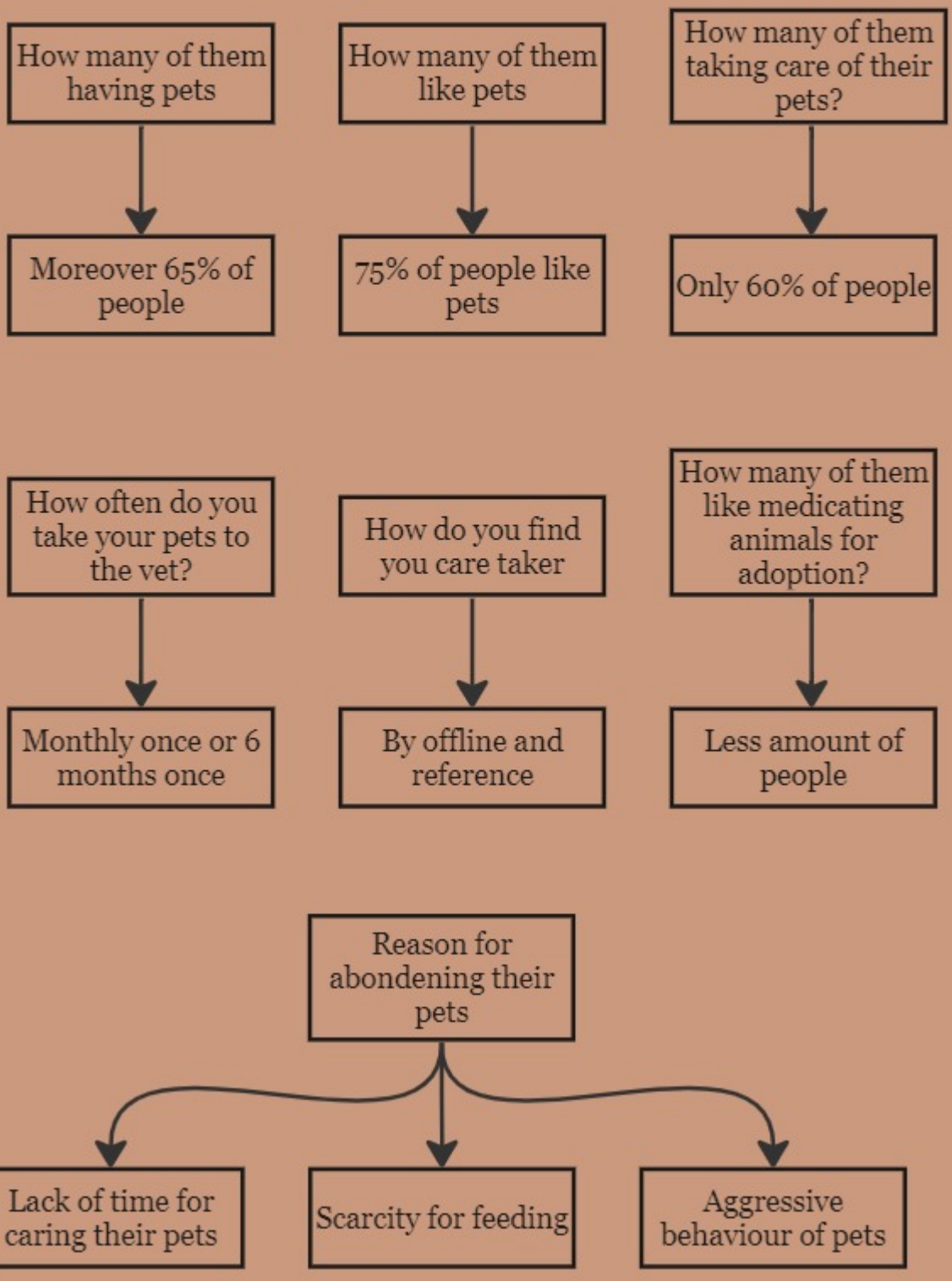
Qualitative Analaysis



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User Persona

About

Sujithra is a 25-year-old graphic designer. She is a pet lover and her primary goals include managing Luna's health and well-being, finding reliable pet care services, connecting with other pet owners for advice, and purchasing high-quality products for Luna.

Persona Main job

- Ensure the health and well-being of **her pet**
- Connect with other pet owners for advice, support, and socialization
- Stay informed about the latest pet care trends and practices

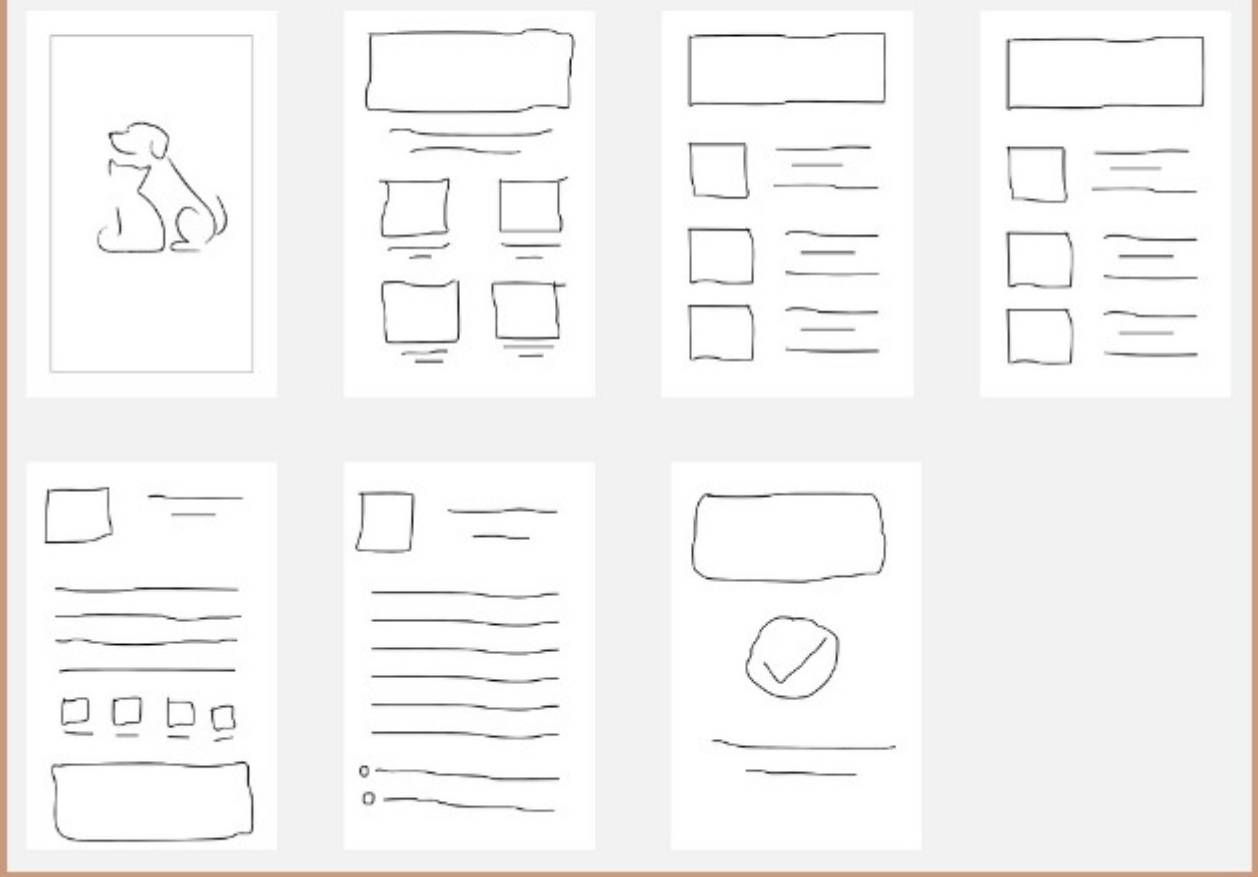
Personality

I engage in Activities with my pet to keep healthy and happy and connecting with other pet owners.

Brief description

I aims to offer features for scheduling vet appointments, tracking vaccinations and medications, connecting with other pet owners, finding local pet services, and purchasing pet products.

Personal details

Location: India/Banglore
Major: Employee/Design
Age: 25

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