

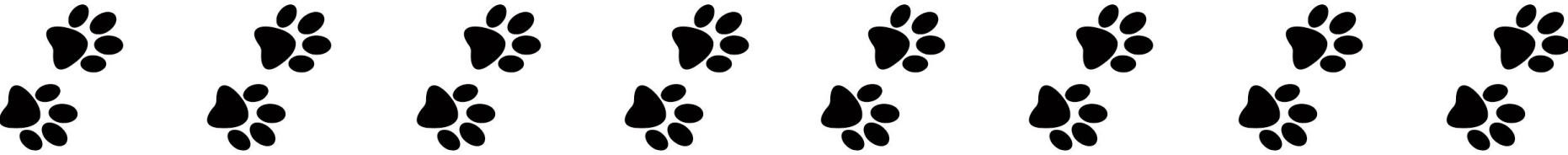
Your one stop for puppers, doggos, and good bois

TEAM MEMBERS:

Shashi Kumar Kadari Mallikarjuna
Sukriti Agarwal

Hamza Mekouar
Brandon Winn

Dhiren Lalwani
Daniel Li



The Problem

Ever tried to adopt a dog through a sketchy Craigslist ad?

A screenshot of a Craigslist search results page for 'dogs'. The page includes a weekly calendar, various sidebar categories like 'events', 'personal', and 'discussion forums', and a main search area showing several dog-related ads.

Looked for a specific breed, but had to look through dozens of websites?

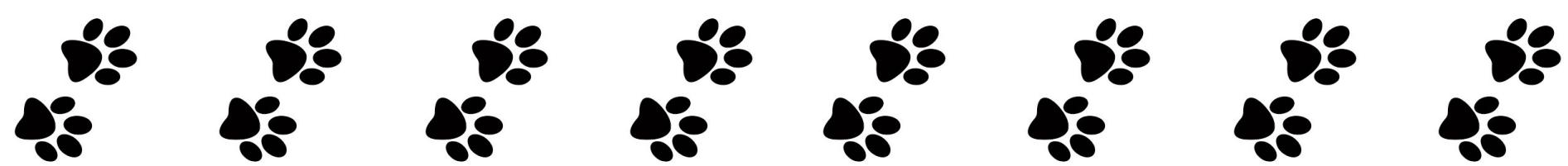
A screenshot of the SEACA website, which features an 'ADOPT' section. The site includes a search bar, a 'Find a Pet' button, and various links related to animal adoption and care.

Searched for your dogs' medical records in a pile of paper?



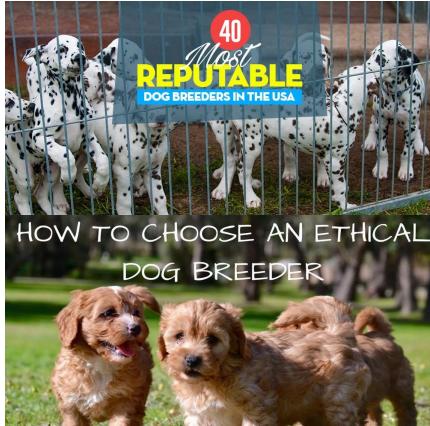
Been too busy to find a qualified dog walker?





The Problem

Some of these problems have solutions...

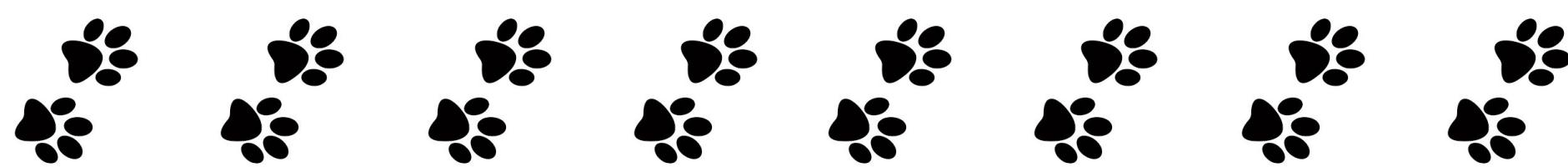


But they either



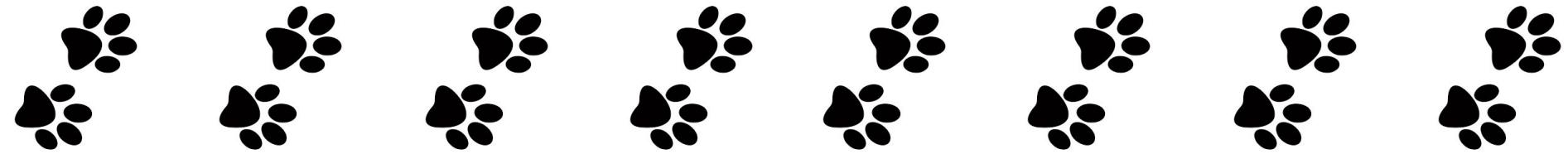
A) Take a lot of work

B) Are disjointed across many apps and websites



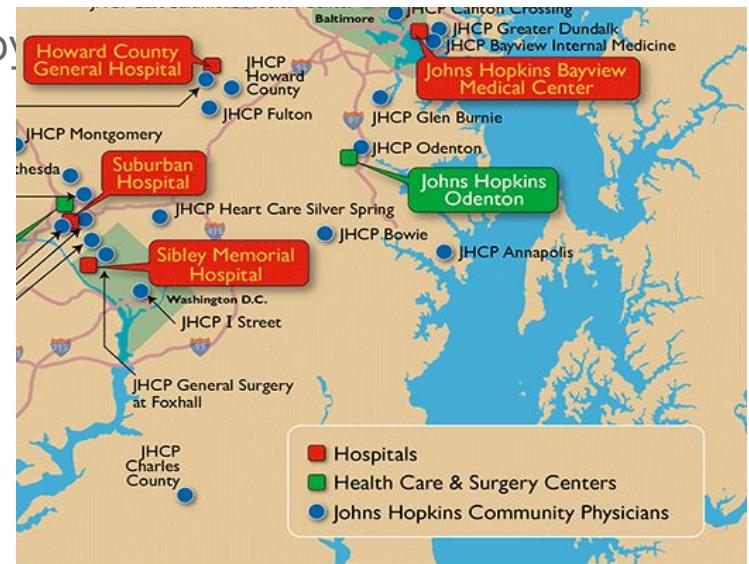
Pooch to the Rescue

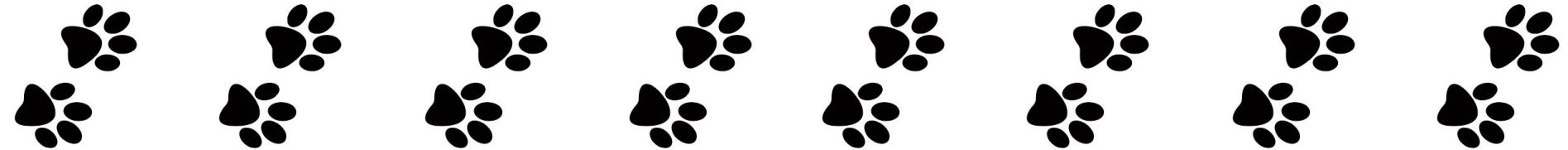
- Modern, safe, and friendly dog-focused bulletin boards to search for pups 🐶
- Gathers dog postings from multiple sites 🌎 and displays them all in one place
- Keeps track of doggy medical records 📋 across multiple vets
- Shows you the best dog walkers, washers, and whisperers
- Integrates features from existing popular apps like Wag 📱



Technology Innovations

- ★ Take picture to scan dog medical records into database and auto encrypt.
- ★ List the top vet clinics and dog services nearby.
- ★ It is an all-in one application which can be used to take complete care of your dog.
- ★ Implement Machine Learning to scan Whether the uploaded profile picture is a dog or not?

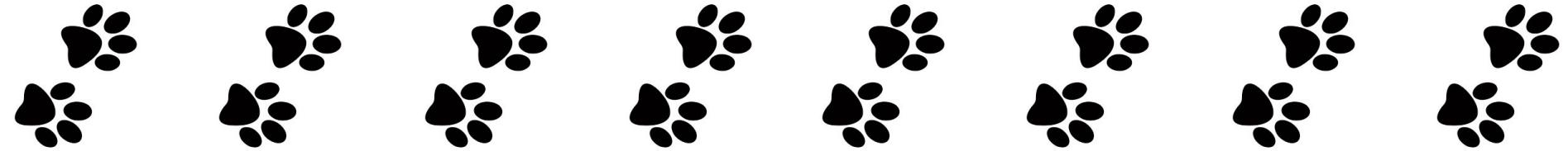




Unfair Advantage

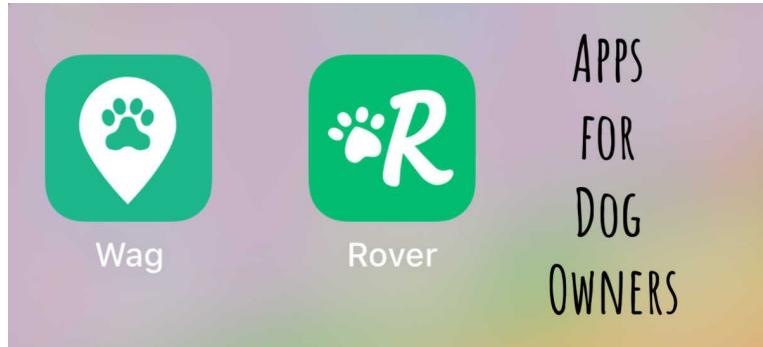
- ★ We will be using google API to show nearby dog services
- ★ Some of the prominent features we are planning to offer are readily available on different platforms in the market.





Competition

★ Rover



★ Wag



★ Petbacker

DOG BOARDING



craigslist

ADOPTION



RECORD
KEEPING

Secondary Market Research

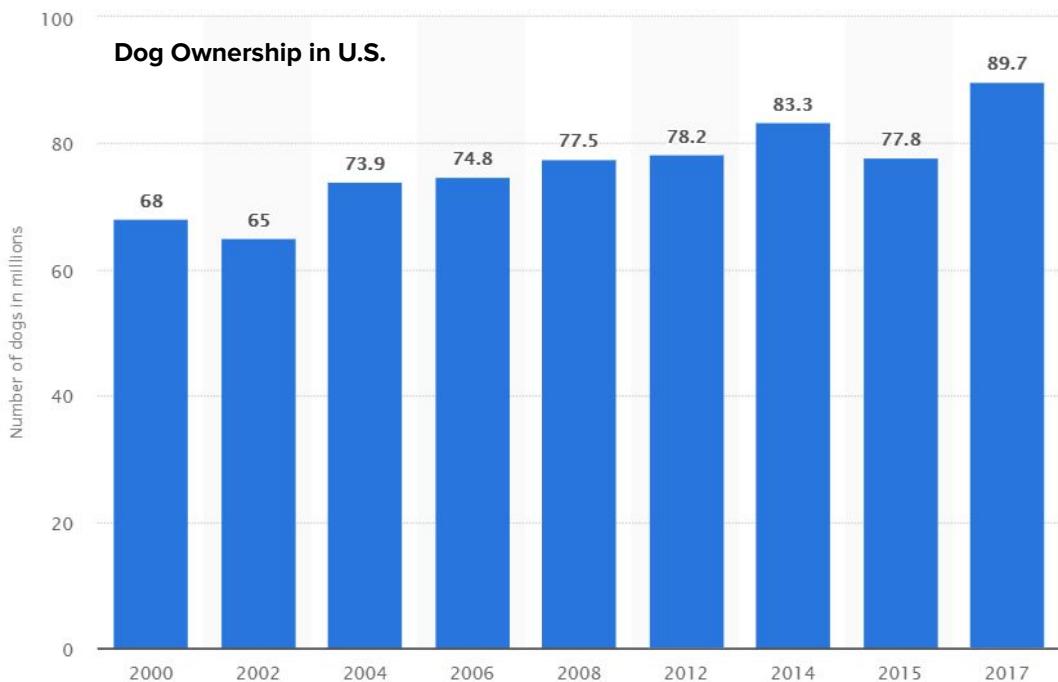
- ★ Nearly 70% of U.S. households own a pet, with dogs by far the most popular pet, according to the [American Pet Products Association](#).



- ★ In 2017 there were approximately 89.7 million dogs owned in the United States, according to a pet owners survey made by [Statista](#).



Secondary Market Research



Secondary Market Research

Each year, approximately 1.5 million shelter animals are euthanized (670,000 dogs and 860,000 cats). The number of dogs and cats euthanized in U.S. shelters annually has declined from approximately **2.6 million** in 2011. This **decline** can be partially explained by an increase in the percentage of animals adopted and an increase in the number of stray animals successfully returned to their owners.

About 710,000 animals who enter shelters as strays are returned to their owners.

Of those, **620,000 are dogs** and only **90,000 are cats**.

*These estimates are based in part on **Shelter Animals Count** data and other known and estimated sources, 2015-2018.*



Secondary Market Research

primary reason for not taking dog,
cat to veterinarian at any time



48.6%
not sick or injured

29.3%
couldn't afford

17.5%
didn't need vaccines

0.9%
too hard to transport

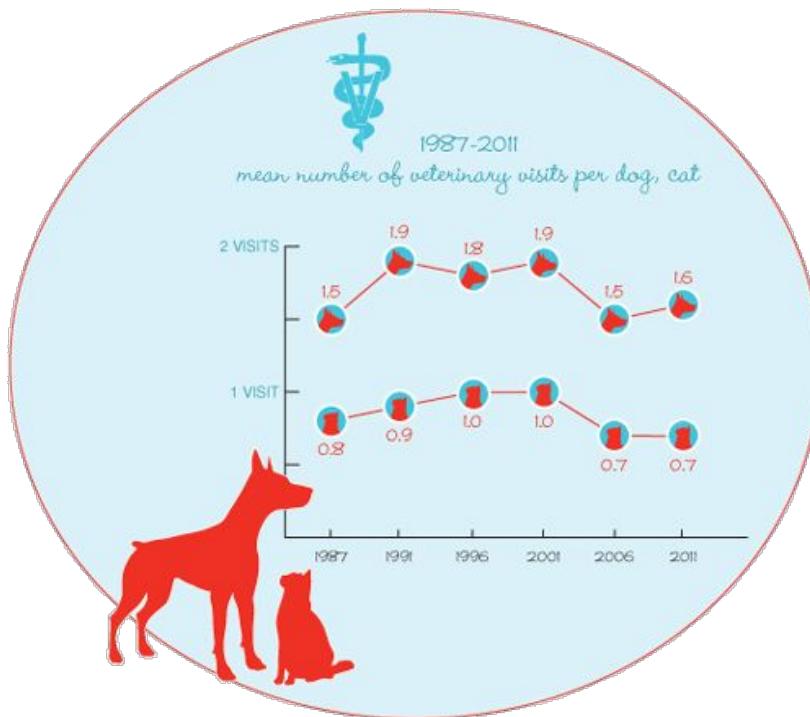


53.9%
not sick or injured

21.5%
couldn't afford

17.3%
didn't need vaccines

4.1%
too hard to transport





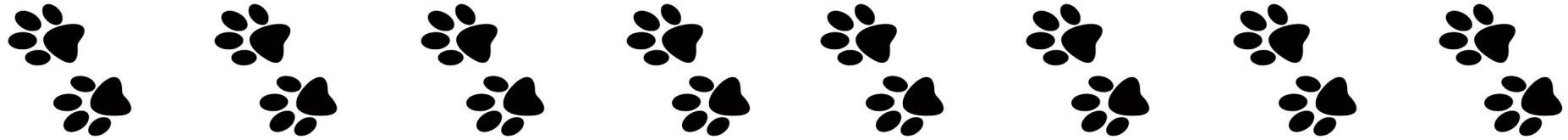
Sources for secondary research:

1. <https://medium.com/radicle/is-the-dog-walking-market-17x-larger-than-consensus-e5efc37b36e0>
2. <https://www.forbes.com/sites/pamdanziger/2018/10/18/the-pet-retail-market-is-hot-and-getting-hotter-by-the-day/#47202ad7ecdd>
3. <https://www.ibisworld.com/industry-trends/specialized-market-research-reports/consumer-goods-services/pet-care/dog-walking-services.html>
4. <https://medium.com/radicle/is-the-dog-walking-market-17x-larger-than-consensus-e5efc37b36e0>
5. <https://www.forbes.com/sites/pamdanziger/2018/10/18/the-pet-retail-market-is-hot-and-getting-hotter-by-the-day/#47202ad7ecdd>
6. <https://ridesharecentral.com/rover-vs-wag-sitters>
7. <https://www.washingtonpost.com/science/2019/01/31/how-many-americans-have-pets-an-investigation-into-fuzzy-statistics/?noredirect=on>
8. <https://www.statista.com/statistics/198100/dogs-in-the-united-states-since-2000/>
9. <https://www.avma.org/News/JAVMANews/Pages/130201a.aspx>

Primary Market Research

How likely are you to download a dog care app if it contained each of the following features?

Let's look at the results...

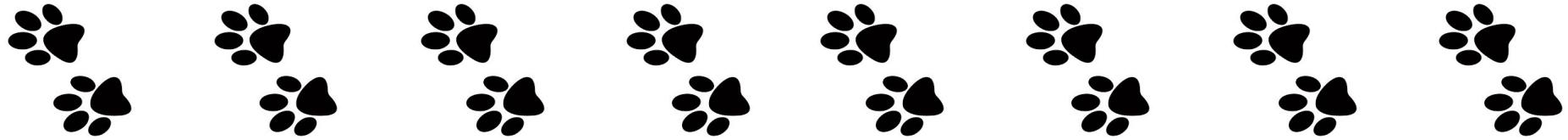
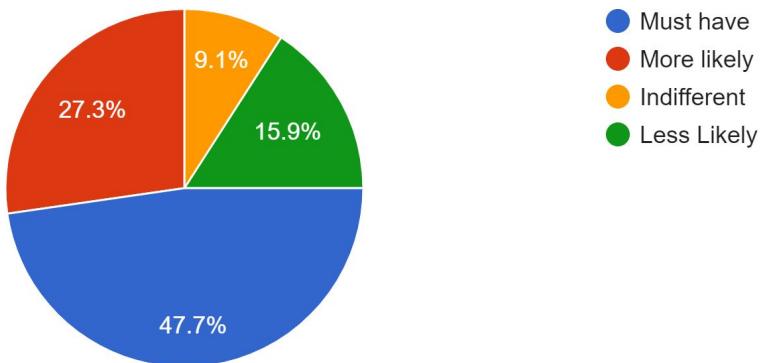


MUST Have Features

Find nearby dog services

Find nearby dog services

44 responses

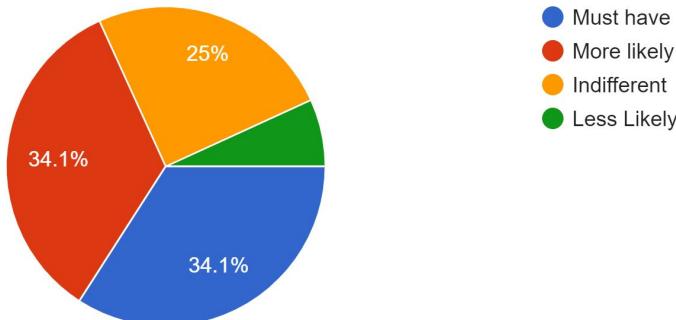


MORE Likely to Have Features

Adopt a dog

Adopt a dog

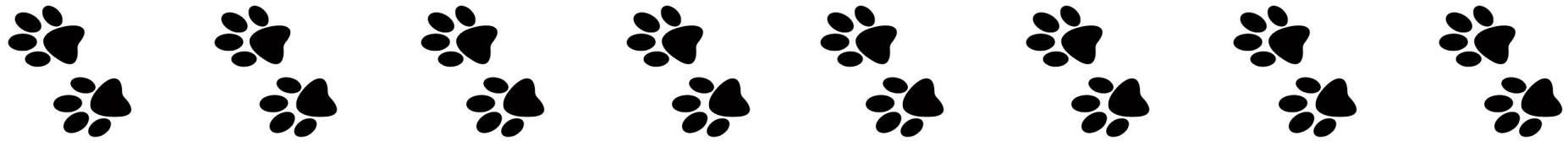
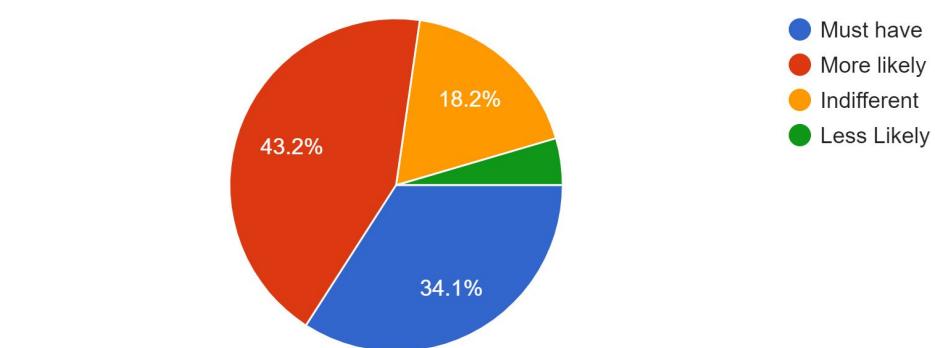
44 responses



Schedule vet appointments

Schedule vet appointments

44 responses

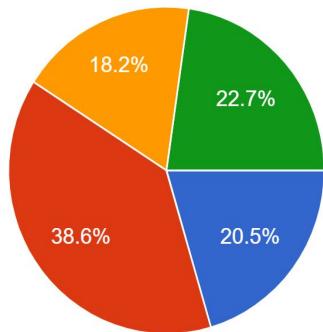


Equal Distribution Features

Find dog walker

Find dog walker

44 responses

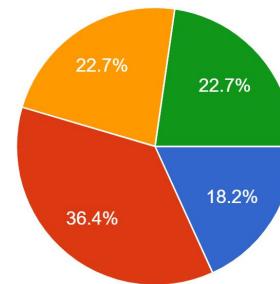


- Must have
- More likely
- Indifferent
- Less Likely

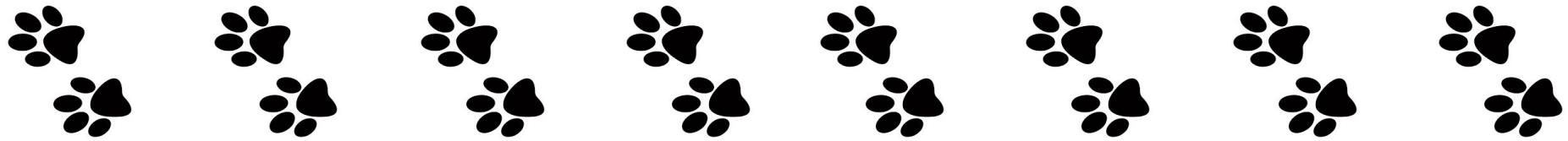
Schedule meetups with other dogs

Schedule dog meetups

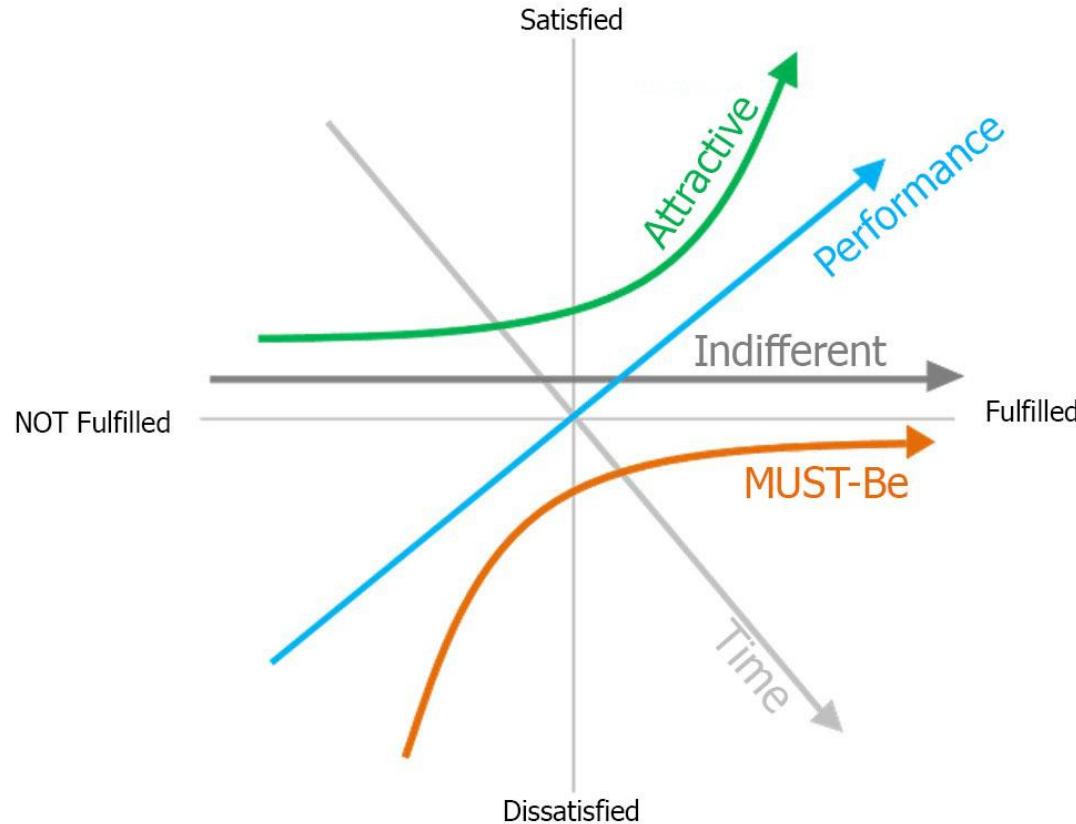
44 responses



- Must have
- More likely
- Indifferent
- Less Likely



Kano model



Personas: Tom (High-School Student)

Personal Background

- ★ 17 years old
- ★ Lives at home with his parents and younger brother
- ★ Is in his senior year of high-school

Lifestyle

Has soccer practice everyday after school



Challenges

Loves dogs but doesn't have the time or the money to own one himself

Parents don't want any pets

How We Can Help

He is now able to take care of other people's dogs

He will also be getting paid for it



Ashley (Works Full-Time)

Personal Background

- ★ 30 years old
- ★ Married with no kids
- ★ Owns two dogs named Milo and Snooky

Lifestyle

- ★ Works full-time along with her husband
- ★ Both of them aren't home for the majority of the day
- ★ Both of them are exhausted by the time they get home from work

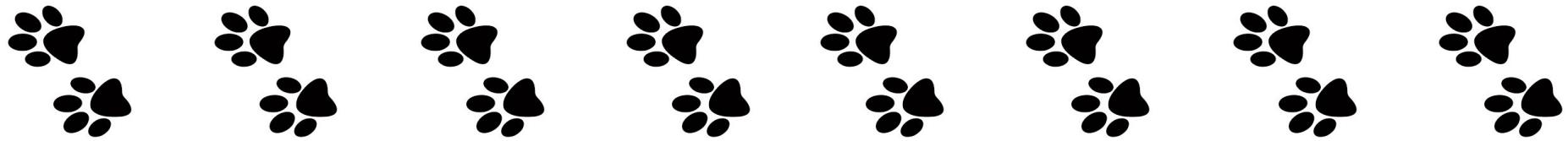


Challenges

- Neither her or her husband has time during the day to take care of their dogs
- They both don't have time to walk them, feed them etc.

How We Can Help

We can help them find someone to take care of their dogs while both of them are at work



Richard (Retired)

Personal Background

- ★ 70 years old
- ★ Lives alone
- ★ Owns two dogs named Spot and Koko

Lifestyle

- ★ Is at home all day since his retirement
- ★ Has to use a wheelchair when moving around the house

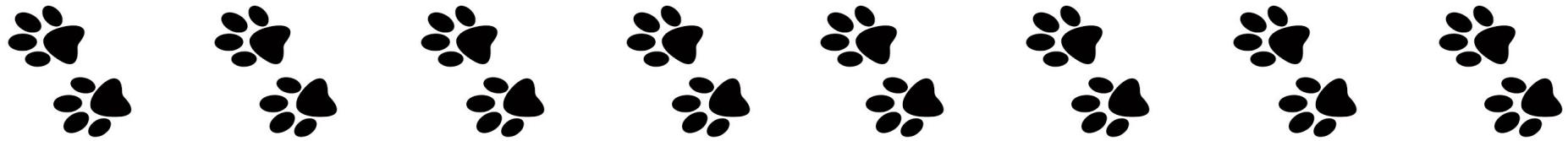


Challenges

- ★ Isn't able to take his dogs for a walk

How We Can Help

- ★ We can help him find someone to walk his dogs for him



George (Father)

Personal Background

- ★ 45 Years Old
- ★ Lives with his wife and 3 kids
- ★ Used to own a dog and would love to own another one

Lifestyle

- ★ George is a family man and when he is not at work, he is bonding with his family.
- ★ He lives a very optimistic and active lifestyle with his family.
- ★

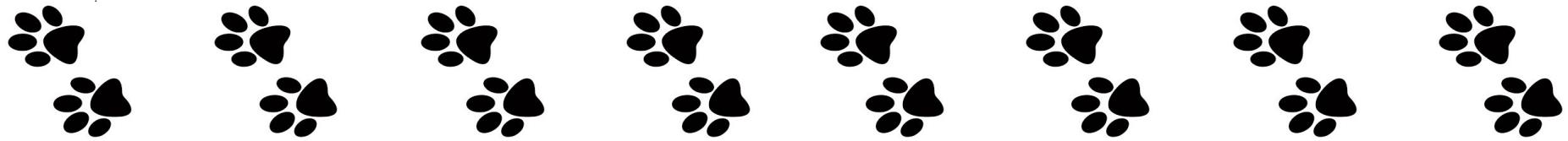


Challenges

- ★ His dog Spot recently had to be put down.
- ★ His family loves dogs and wish to own another one in the time of grieving for their late dog.

How We Can Help

We can help George and his family find a new dog from nearby breeders, adoptions centers, pounds. Dogs that may remind him of Spot



Julie (New City)

Personal Background

- ★ 28 years old
- ★ Just moved to California from Arizona for work
- ★ Owns one dog named Stewie

Lifestyle

- ★ She goes to the gym after work most days
- ★ She enjoys going to new places and experiencing new things



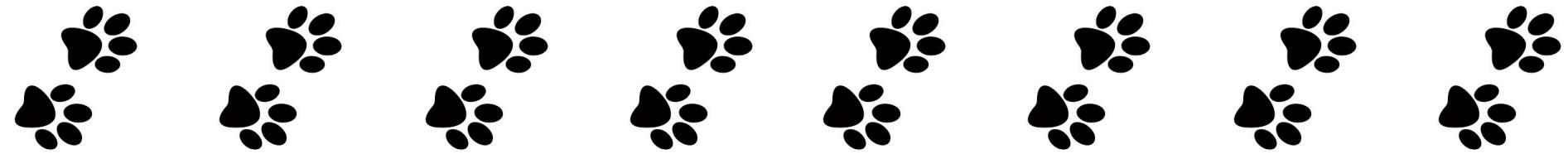
Challenges

- ★ Wants to adopt a dog
- ★ Doesn't know where to adopt a dog from in California
- ★ Wants to take Stewie for a dog meetup but doesn't know where to take him

How We Can Help

- ★ We can help find her a good animal shelter close by her so she can adopt a dog
- ★ We can help her find a dog meetup close to her





Create a profile for your pup and yourself

- ★ Show off your fur baby to the world
- ★ Keep track of health records across different vets.
- ★ Manage all your dogs profiles from one convenient place!



Pug Profile

HEIGHT: 10 - 13 INCHES	HEALTH CONCERN: -BECAUSE OF THEIR FACIAL STRUCTURE (PUSHED IN NOSE), THEY ARE SUSCEPTIBLE TO BREATHING PROBLEMS
WEIGHT: 14 - 18 POUNDS	-LARGE EYES NEED SPECIAL ATTENTION AS THEY ARE PRONE TO BECOME DRY.
LIFE EXPECTANCY: 13 - 15 YEARS	-PUGS HAVE SKINFOLDS, ESPECIALLY AROUND THEIR NOSES, WHICH NEED TO BE CLEANED REGULARLY TO AVOID INFECTIONS
GROOMING FREQUENCY: WEEKLY BRUSHING	-PRONE TO CANINE HIP DYSPLASIA WHICH LEADS TO WEAKNESS AND LOSS OF MOBILITY WITH HIND LEGS.
SHEDDING: REGULARLY	
EXERCISE: REGULARLY	
TRAINABILITY: AGREEABLE	
TEMPERAMENT: FRIENDLY	



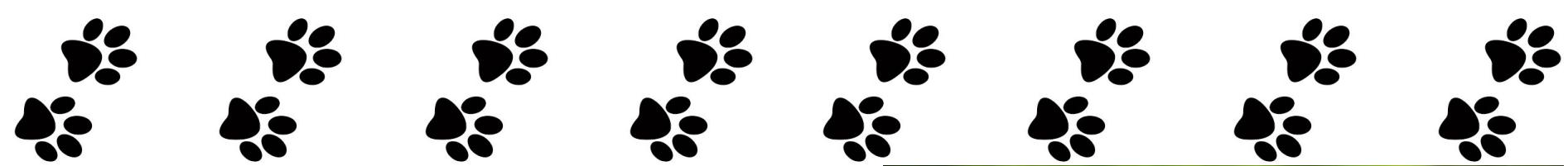
Let The Paws Combine

Acacia Ridge, QLD (5 Reviews)

Hi I'm Tamika. I am studying my certificate IV Companion Animal Services. I have been pet sitting for 3 yrs and have been running my own business. I am seeking to attend UQ to study Bachelor Of Applied Science by 2018. I own 2 dogs & 2 cats at my home but if I am needed for house sitting my flatmate will help take care of my pets. I am seeking any breed to expand my knowledge and to up-skill. I will look after your beloved pet just like my own! Foster Carer with Animal Rescue QLD.

Tamika





Adopt a dog

- ★ Search for purebreds with confidence.
- ★ Sellers must meet basic requirements
- ★ No sketchy sellers
- ★ Get alerts when certain breeds are ready for adoption.



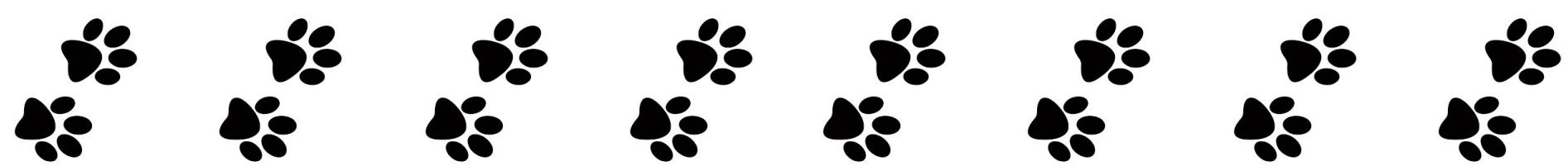
Milly

3 yrs., Female

Available for adoption at: Seattle Dogs Homeless Program



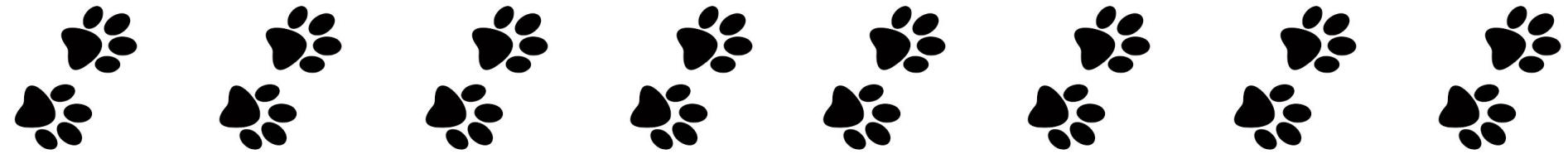
Ready to meet my new adventure buddy - hiking, running, camping and then some snuggling! The more time I can spend with you, the better.



Schedule vet appointments

- ★ Supported vets allow you to set up an appointment through the app.
- ★ Get connected with trusted nearby vets.

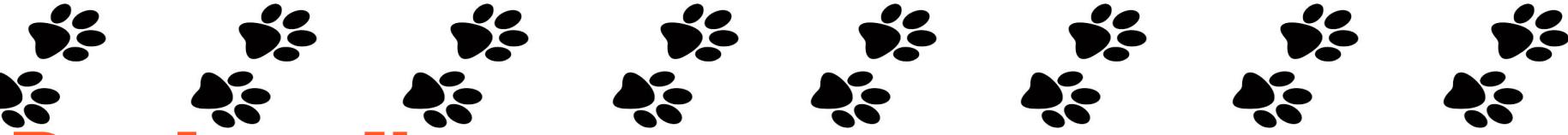




Find dog walkers

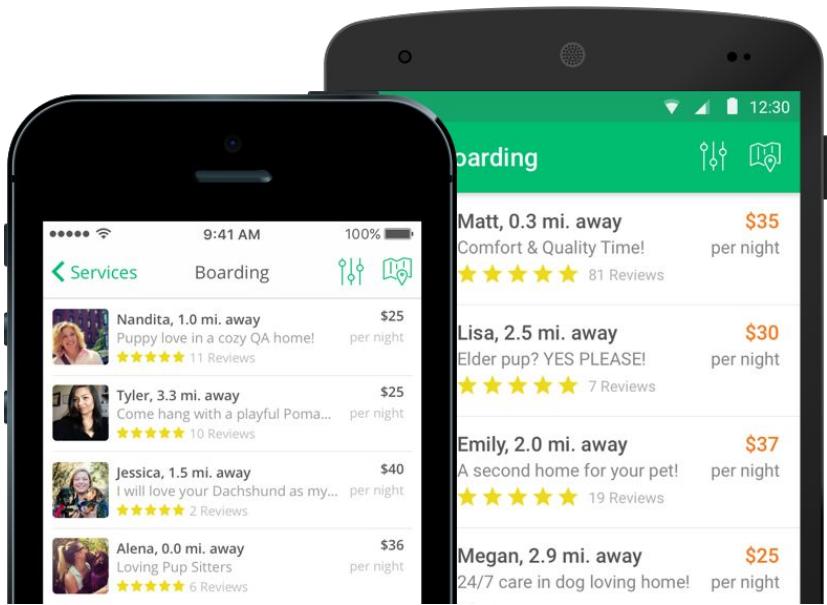
- ★ Find qualified dog walkers in your area to walk your dog.
- ★ Let your dog be walked by dog walkers with confidence.
- ★ Choose your dog walkers based on their ratings by other customers.





Dog boarding

- ★ Travelling out for a few days?
- ★ Leave your dogs in the nearby dog boarding places.





Find nearby dog services

- ★ Provides a list of dog product stores
- ★ Provides a list of dog grooming places

2016



Targeted market (in US)



Looking to Adopt

Shelters



Pet Stores

Dog Owners

Lack Time
to Walk Dog



Vet Clinics

Dog
Walkers



SWOT Analysis

STRENGTHS

- All the DISCUSSED Features
- BETTER Customer Service
- UPDATES on basis of Feedback and Reviews.

OPPORTUNITIES

- Increasing Dog OWNERS/ LOVERS.
- More Vet CLINICS / Pet stores.

WEAKNESS

- Easily imitable business model.
- Commission based income.

THREATS

- Earning trust takes TIME.
- Deal with MONOPOLY Market (e.g. Rover) - TOUGH Competitor.



Commercialization Strategy

- ★ **Social media** sign ups for our application
- ★ **Initial promotion** would also include:
 - Pet Stores
 - Vet Clinics
 - Adoption Centers



Monetization Strategy

- Main income source: COMMISSIONS
- Existing apps charge 25% - 40% Commission, we offer a **BETTER** Deal!

ALARMING RATES:

- **Rover** and **Petbacker** has 25% commission
- **Wag** is upto 40% commission rates!

15%

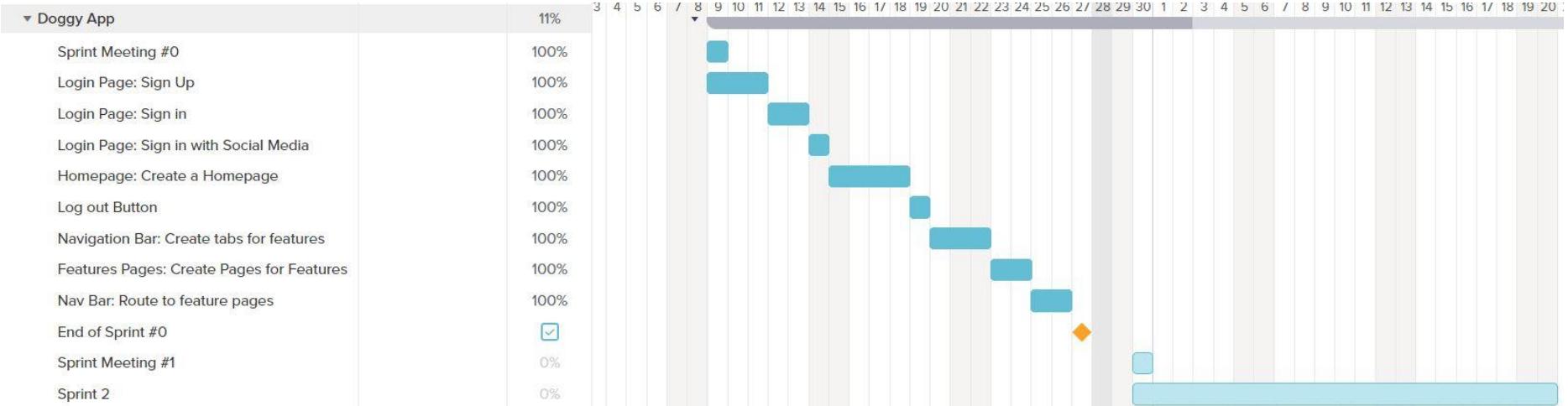


Sprint Goal

- ★ Primary objective of this sprint was to work on business requirement documents, management plan, creating a login page, homepage, and navigation bar with routing to different features pages.

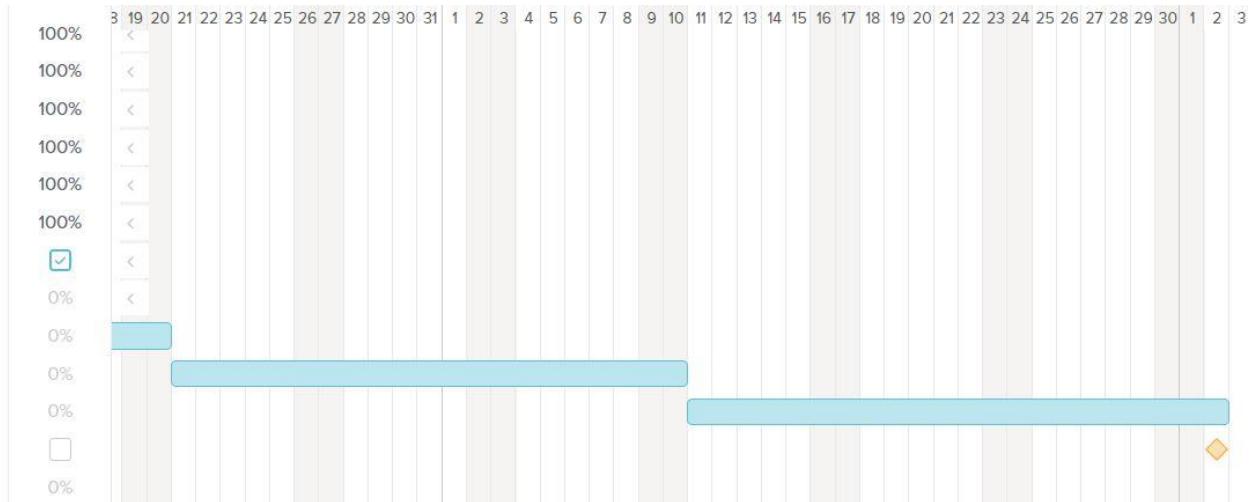


Gantt Chart

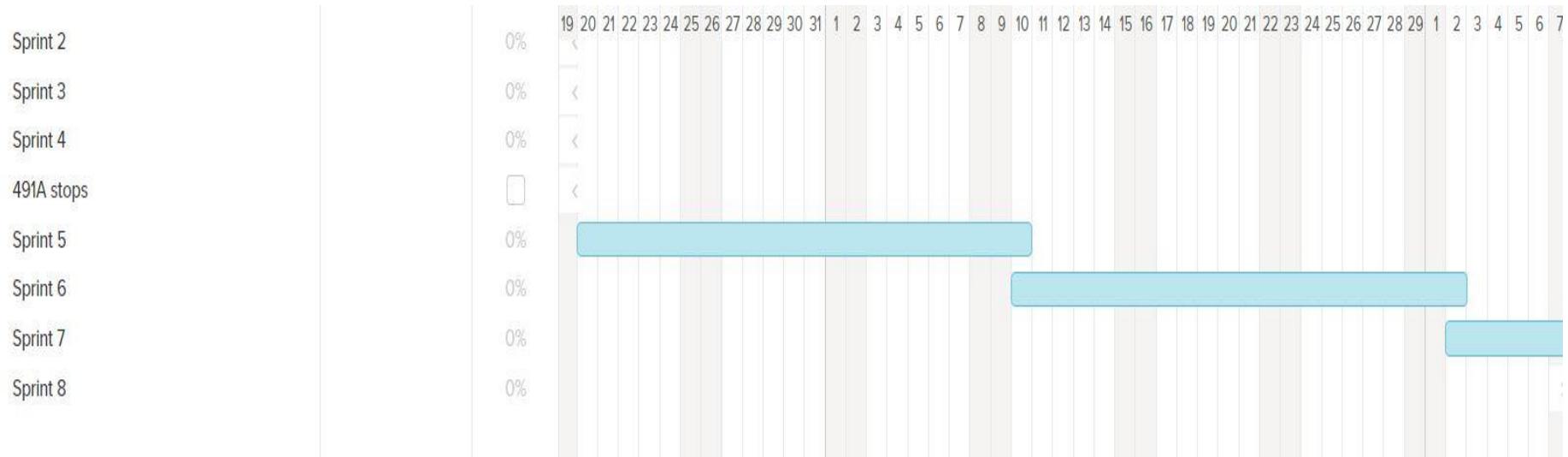


Gantt Chart (contd.)

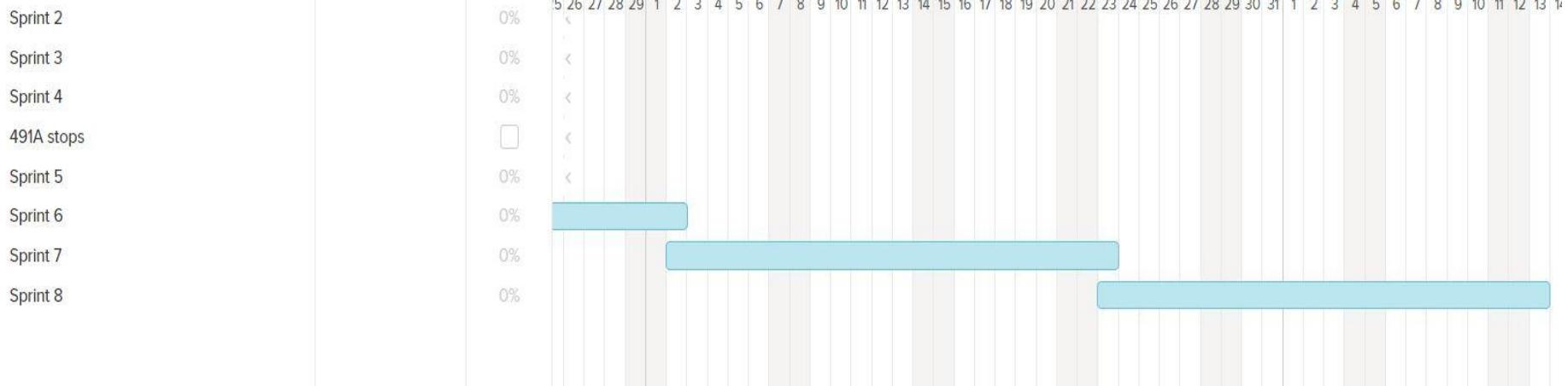
Login Page: Sign in with Social Media
Homepage: Create a Homepage
Log out Button
Navigation Bar: Create tabs for features
Features Pages: Create Pages for Features
Nav Bar: Route to feature pages
End of Sprint #0
Sprint Meeting #1
Sprint 2
Sprint 3
Sprint 4
491A stops
Sprint 5



Gantt Chart (contd.)



Gantt Chart (contd.)





Sprint Board - Trello (Before)

CECS 491A Personal Public SM DL BW DL HM +1 Invite ... Show Menu

Project Backlog ...

Feature: Edit Profile

Feature: Dog Boarding

Feature: Adopt/Sell dog

Feature: Adopt/Buy dog

Feature: House Sitting

Feature: Dog Meetups

Feature: Dog Walking

Feature: Add Pet

Feature: Edit Pet

Feature: vet appointment

+ Add another card

Sprint Backlog ...

To - do ...

Login Page

Home Page

Navigation Bar

Logout Button

Feature Pages

+ Add another card

In Progress ...

+ Add a card

Done ...

+ Add a card

Sprint Objective ...

Creating a login page, home page, and navigation bar with routing to different feature pages

+ Add another card

Burndown Chart

Burndown Chart - Sprint 0

+ 1

+ Add another card



Sprint Board - Trello (After)

CECS 491A Personal Public SM DL BW DL HM +1 Invite ... Show Menu

Project Backlog

- Feature: Edit Profile
- Feature: Dog Boarding
- Feature: Adopt/Sell dog
- Feature: Adopt/Buy dog
- Feature: House Sitting
- Feature: Dog Meetups
- Feature: Dog Walking
- Feature: Add Pet
- Feature: Edit Pet
- Feature: vet appointment

Sprint Backlog

- Login Page
- Home Page
- Navigation Bar
- Feature Pages

+ Add another card

To - do

+ Add a card

In Progress

+ Add a card

Done

- Login Page : Sign in w/ Social Media
- Log out Button
- Features Pages: Create Pages for Features
- Home Page: Create a Home Page
- Navigation Bar: Route to Feature Pages
- Login Page: Sign in
- Navigation Bar: Create tabs for features
- Login Page: Sign Up/ Add Profile
- Management Plan and BRD

+ Add another card

Sprint Objective

Creating a login page, home page, and navigation bar with routing to different feature pages

+ Add another card

Burndown Chart

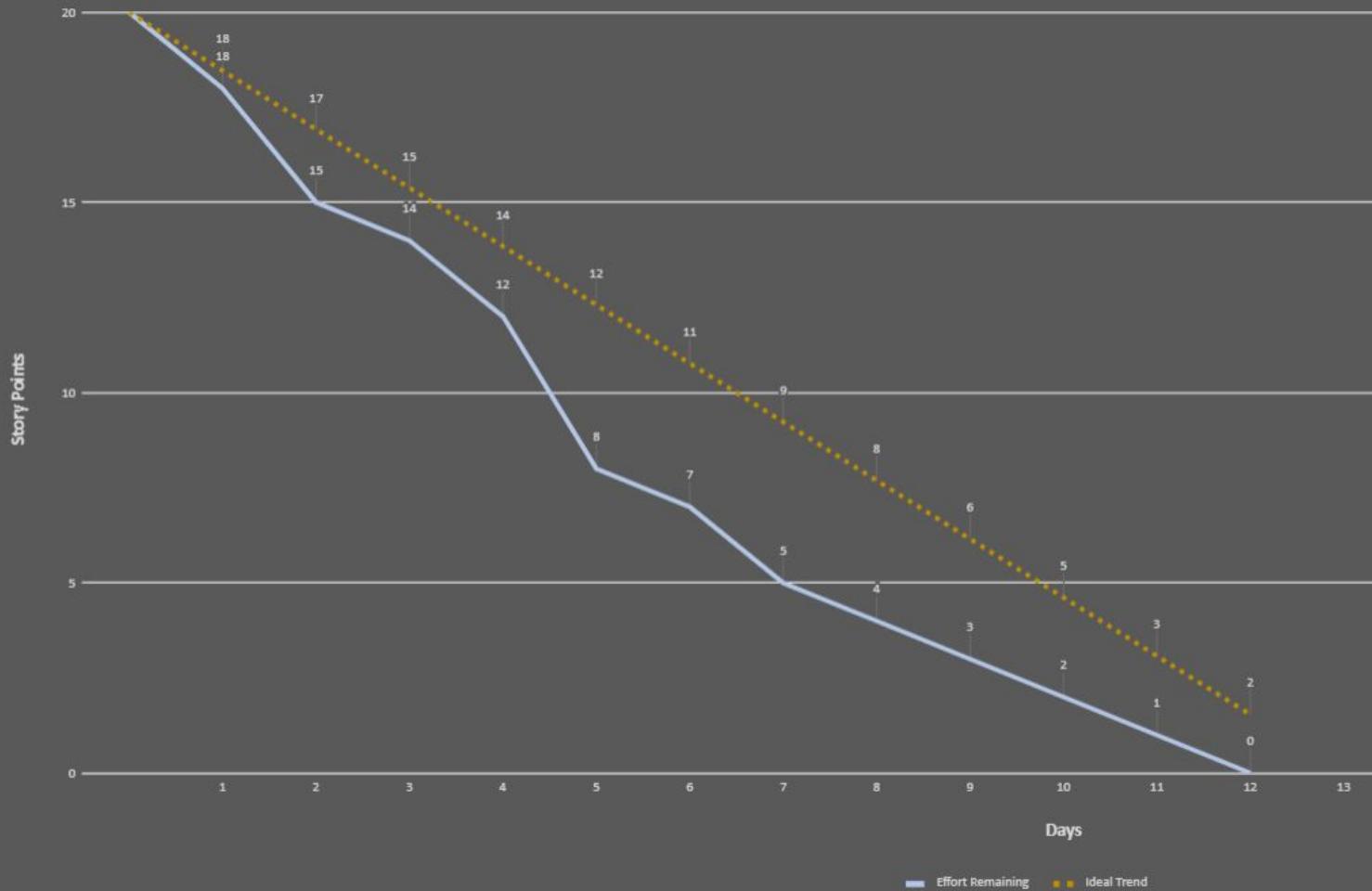
Burndown Chart - Sprint 0

+ Add another card

Burndown Chart

B
U
R
N
D
O
W
N

C
H
A
R
T



Sprint Retrospective

Did we meet our sprint goal?

Yes, we finished all the tasks that was planned for this sprint on time.

Sprint Velocity(current)

- ★ 28 points were planned in this sprint.
- ★ We were able to complete 28 points on time.
- ★ Commitment per person every week= 5hrs.
- ★ Team commitment per sprint= 90hrs.

Sprint Velocity(Next Sprint)

Planning on completing 30 points in the next sprint.

How did the burndown chart look?

The burndown chart looked linear. We finished the tasks in right pace.

What worked well in the sprint?

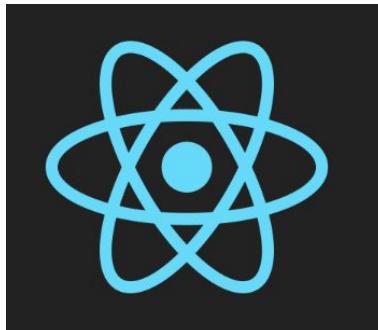
The right amount of tasks were assigned in this sprint which could be completed in the given timeframe.

What could be improved?

Frequent communication among group members to check if everyone is able to manage the tasks assigned to them.

Technologies Used

★ **React** - React is a JavaScript library for building user interfaces. It is maintained by Facebook and a community of individual developers and companies. React can be used as a base in the development of single-page or mobile applications, as it is optimal for fetching rapidly changing data that needs to be recorded.



★ **Firebase** - Build apps fast, without managing infrastructure Firebase gives you functionality like analytics, databases, messaging and crash reporting so you can move quickly and focus on your users.

