

The Puppy App

Purpose

The app will be multi-purpose with the goal of connecting dog lovers. Dog owners and dog lovers alike will be able to make accounts and use the app to facilitate interactions with one another. The app will be a one-stop-shop for all social interactions between people involving dogs, hence “The Puppy App”. The strengths of the app will be ease of use, an appealing user interface, and a wide array of functionality that different people can take advantage of.

Ideas:

- Facilitate puppy meet-ups in AA
- Can branch into meetups for children, dogsitting, hospital visits, therapy dogs for students, puppy-puppy meetups
- Upload profiles that include information, breed, and personality of puppy, pictures, and short bio of the puppy owner
- Build in a way for people to pay for interactions and services
- Have functionality for people to choose which dogs they want to interact with (like “swiping” left or right or a way of “liking” a profile)
- A direct message function to facilitate communication
- “Suggesting” potential matches (functionality too difficult to implement?)
- Expanding to include other animals?
- Filters by breed of dog, age, distance away from user, personality
- Use maps API to see where meetups will occur
- Fun interface and text
- People can toggle between “Dog Owner” and “Dog Lover”
- Build in buttons that link with Facebook, Twitter, and Instagram to share content with users’ networks

Functionality

Puppy Meet-ups

Users of the app will be able to create events, detailing the Date, Time, and Location (location restricted so that it would only be revealed to people who attend, for example). Once the event is created, it will be visible to other users of the app within a specified distance of the event location. Users, whether they are dog owners or not, will be able to sign up for the event, similar to a Facebook event. People browsing will be able to see users who have already signed up for the app and see what dogs they own so they can use this information to help them decide if they want to go to the meetup. The app will also send reminders and have the ability to sync events you have signed up for with your calendar. Creators of events can also limit the number of people who sign up, so there is not an overcapacity of people per puppy. Additionally, they can specify the type of people welcome at the event, such as other dog owners, dog lovers, or both.

Puppy Walker Meetup

This function of the app will help spur more spontaneous meetups with puppies. When someone is taking their dog for a walk and wants to socialize with another person, they can say on the app that they are currently on a dog walk. The phone will now use GPS to track their location and show their location to other people who are currently searching for people who are walking their dogs. These people can be dog owners or not. This functions as an on-demand “Therapy Dogs on the Diag” event, where people can go and play with a dog for a while if they want to.

Dog Sitting and Dog Walking Services

The app will also have a tab where dog owners can search for people in the area who are registered with the app as dog sitters or dog walkers. Dog hotel services are very expensive, so this can serve as an alternative. There are similar dog-walking app services that exist, and the functionality on this app will be the same.

The person looking for a dog walker or sitter can browse through the profiles of the potential dog sitters and walkers. The app will originally not facilitate payment, leaving the payment up to the users who are exchanging services. However, maybe down the road payments will be integrated into the app at a fixed rate similar to Uber, which would be a way for the app to make revenue.

Classifieds: Adoptions and Breeders

We can also expand the app to allow breeders to be able to sell puppies to prospective dog owners through “classified ad” postings or a forum. Pounds and dog shelters could also post and encourage adoptions.

Discussion Boards

The app will also have a discussion board that will serve as a way for dog owners and dog lovers to discuss anything related to dogs. The board will allow users to post threads and posts comments, pictures, links to other websites, and give feedback to each other on posts and comments through upvote/downvote buttons.