ABA-Powered Pet Behavior App

Product Overview, Brand Strategy & Technical Roadmap

"Finally, an app that understands your cat. Your dog too."

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February 2026

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1. Executive Summary

This document outlines the product vision for an AI-augmented pet behavior application grounded in Applied Behavior Analysis (ABA) methodology. The app serves both cat and dog owners with a strategic cat-forward market positioning to differentiate from the crowded dog training app landscape.

The core differentiator is the integration of clinical-grade ABA principles (antecedent-behavior-consequence tracking, functional behavior assessment, behavior intervention plans, and reinforcement schedule management) into a consumer-friendly mobile experience. This methodology is validated by a credentialed Registered Behavior Technician (RBT), providing scientific credibility that no competing app offers.

A secondary differentiator is robust multi-pet household support, addressing the 67% of U.S. pet-owning households with more than one animal. No existing app effectively manages inter-pet dynamics, resource guarding analysis, or new pet introduction protocols.

> *Key Thesis: ABA principles are species-agnostic. The same science that drives human behavior therapy applies directly to animal behavior modification. This app brings that science to everyday pet owners without the clinical jargon.*

2. Market Opportunity & Positioning

The Landscape

Americans spend over $130 billion annually on pets. The AI pet app space is growing rapidly but remains fragmented, with most entrants falling into one of two categories: generic AI chatbot wrappers with no behavioral science foundation, or narrow single-function tools (breed ID, photo fun, basic training videos). The dog training segment is becoming crowded with apps like LunaDogAI, PawChamp, FrenchieGPT, and Barko.

The Cat Gap

There are more pet cats (approximately 59 million households) than pet dogs in the U.S., yet virtually no apps address cat behavior with any sophistication. The conventional wisdom that 'you can't train a cat' is scientifically incorrect. Cats respond extremely well to operant conditioning, clicker training, and shaping. Cat behavior problems (inappropriate elimination, aggression, destructive scratching) are the number one reason cats are surrendered to shelters. This represents an underserved market with enormous demand and minimal competition.

The Multi-Pet Gap

Every existing pet app treats animals as isolated individuals. No product effectively addresses multi-pet household dynamics: inter-pet aggression, resource guarding, introduction protocols for new pets, or how one animal's behavior influences another. Given that the majority of pet households have multiple animals, this is a significant unmet need.

Competitive Positioning

Competitor	Focus	ABA	Cat Support	Multi-Pet
LunaDogAI	Dog training	No	No	No
PawChamp	Dog training	No	No	No
FrenchieGPT	Dog training	No	No	No
Traini	Dog social/training	No	Limited	No
PetVerse	General pet fun	No	Basic	No
Our App	**Behavior science**	**Yes**	**Core**	**Core**

3. App Naming Analysis

The name should accomplish three things: (1) signal that cats are a first-class citizen without excluding dogs, (2) hint at the scientific/behavioral foundation without feeling clinical, and (3) be memorable, domain-available, and App Store friendly.

PawLogic

Tagline: "The science behind the paws."

Strengths: Directly communicates the behavioral science angle. "Logic" implies data-driven, intelligent analysis. Species-neutral. Clean, professional, and brandable. Strong App Store keyword potential.

Considerations: Slightly more serious tone. Less playful. Cat-forward positioning would be handled through marketing and visual identity rather than the name itself.

Whisker & Wag

Tagline: "Smart behavior support for every pet in the house."

Strengths: Cat-first in name order (whisker = cat, wag = dog). Warm, friendly, approachable. Immediately communicates multi-species support. Highly memorable and distinctive. Great visual branding potential.

Considerations: Does not signal the science/ABA angle in the name itself. Slightly longer. Could feel too cute for the professional tier.

CuePet

Tagline: "Read the signs. Change the behavior."

Strengths: "Cue" is an actual training term (antecedent cue) used in both ABA and animal training. Also implies reading behavioral cues from your pet. Short, punchy, modern tech-startup feel.

Considerations: Does not inherently signal cat or dog. Requires more brand-building to establish identity. "Cue" might not resonate with non-trainers.

PurrLogic

Tagline: "Finally, an app that understands your cat. Your dog too."

Strengths: Unapologetically cat-forward. "Purr" immediately signals the cat community. Combined with "Logic," it communicates the data/science backbone. Bold differentiation from every dog-first competitor.

Considerations: Could potentially alienate dog-only households. Requires tagline and marketing to clearly communicate that dogs are fully supported. Highest-risk, highest-reward strategy.

BehaviorBuddy

Tagline: "Your pet's behavior, decoded."

Strengths: Extremely approachable and friendly. Clearly communicates the behavior focus. Easy for all demographics to understand.

Considerations: Generic feel. Less distinctive in App Store. Does not signal cat-forward positioning. "Buddy" is overused in pet products.

Name	Cat Signal	Science Signal	Memorability	Brandability
PawLogic	Neutral	Strong	High	High
Whisker & Wag	Strong	Low	Very High	Very High
CuePet	Neutral	Medium	High	High
PurrLogic	Very Strong	Strong	Very High	Medium
BehaviorBuddy	None	Medium	Medium	Low

"Whisker & Wag" or "PurrLogic" best serve the cat-forward strategy. Whisker & Wag is safer and broader. PurrLogic is bolder and more differentiated. Discuss which risk profile feels right for the brand.

4. Brand Identity & Messaging

Brand Personality

The brand should feel like a knowledgeable friend who happens to be a behavior scientist. Not clinical, not condescending, but genuinely helpful and a little witty. Think: the confidence of a veterinary behaviorist with the warmth of your favorite pet-sitter.

Attribute	What It Means	What It Is NOT
Science-backed	ABA methodology, data-driven insights, evidence-based plans	Academic, jargon-heavy, intimidating
Cat-savvy	Deep understanding of feline behavior, validates cat owners	Anti-dog, niche to a fault, excluding
Empathetic	Understands frustration of behavior problems, no blame	Preachy, guilt-tripping, judgmental
Smart-casual	Professional credibility with approachable tone	Overly corporate, startup-bro, or too cutesy

Visual Identity Direction

Color palette: Teal/deep green as the primary (trust, intelligence, calm) paired with warm coral or amber accent (energy, warmth, approachability). Avoid primary blue (too corporate) and neon green (too techy). Modern, clean, gender-neutral.

Logo direction: A minimalist mark combining a subtle cat silhouette element (whisker, ear, or tail) with a data/logic element (subtle line graph, node connection, or geometric shape). Avoid cartoonish illustrations. Must work at app-icon size and in monochrome.

Typography: Clean sans-serif for the wordmark (Inter, Plus Jakarta Sans, or similar). Rounded enough to feel friendly but geometric enough to feel smart.

Core Messaging Framework

Audience	Pain Point	Message
Cat owners	"My cat won't stop and nothing works"	"You were told you can't train a cat. Science says otherwise."
Dog owners	"I've tried other apps but my dog still..."	"Most training apps guess. Ours uses real behavior science to find the root cause."
Multi-pet homes	"My pets don't get along"	"The only app that understands your whole household, not just one pet at a time."

Content Marketing Hooks

The cat-forward positioning creates natural viral content. Social media can lead with myth-busting: 'Your cat isn't being spiteful when it pees outside the box. Here's what's actually happening.' This content performs extremely well on TikTok and Instagram Reels because cat owners are passionate sharers and myth-busting drives engagement.

Dog content follows a differentiation angle: 'Why your dog training app isn't working: you're treating symptoms, not causes.' This positions the app as a step above competitors rather than another entry in the same category.

5. Core Feature Set

ABC Behavior Logging (The ABA Engine)

The centerpiece of the app. Based on the Antecedent-Behavior-Consequence model used in Applied Behavior Analysis. Users tap through a guided flow to log incidents in under 30 seconds:

- **Antecedent:** What was happening right before? (doorbell, another pet nearby, owner leaving, feeding time)
- **Behavior:** What did the pet do? (scratched couch, hissed, urinated outside box, barked excessively)
- **Consequence:** What happened after? (owner yelled, other pet retreated, pet got attention/food)

Over time, the AI identifies patterns and correlations. Example: 'Bella has scratched the couch 8 times in 2 weeks. In 7 instances, your dog was in the same room. This suggests stress-related behavior rather than a scratching preference.'

Functional Behavior Assessment (Simplified)

Based on accumulated ABC data, the AI identifies the likely function of the behavior. The four functions (from ABA): attention-seeking, escape/avoidance, access to tangibles, and sensory/automatic. Presented in plain English: 'Max is likely knocking things off the counter because you react every time. He has learned that this gets your attention.'

Behavior Intervention Plans (BIPs)

Once the function is identified, the AI generates a step-by-step behavior modification plan. Plans are species-appropriate and tailored to the specific function. They include: replacement behaviors, reinforcement schedules, antecedent modifications (environment changes), and clear criteria for advancing to the next phase.

Progress Tracking & Visualization

Visual graphs showing behavior frequency over time, modeled on the data-driven approach RBTs use in clinical settings but designed for consumer appeal. Coaches owners on reinforcement schedules: continuous, intermittent, and fading. Progress milestones maintain engagement.

Vet Report Generator

One-tap generation of a structured behavior summary with data charts shareable with a veterinarian. Example: 'Over the past 2 weeks, litter box avoidance increased 40%. Incidents correlate with evening hours and the presence of the second cat. Water intake also increased. Here is the trend data.' Vets receive actionable data instead of vague descriptions.

6. Multi-Pet Household Features

These features treat the household as a behavioral system rather than managing isolated animals:

Household Profile & Relationship Mapping

All pets registered with individual profiles (species, breed, age, temperament, history). The app visualizes relationships between pets, tracking which pairs have positive interactions vs. conflict patterns.

Inter-Pet Interaction Logging

Dedicated tracking for multi-pet incidents: who was involved, trigger, who escalated, who retreated. Over time the AI maps dynamics: 'Luna (cat) shows avoidance primarily around Duke (dog) at feeding time, but is relaxed around Duke in the evenings.'

Resource Guarding Analysis

Specific tracking for conflicts around food, toys, sleeping spots, litter boxes, and owner attention. The AI identifies contested resources and recommends environmental modifications.

New Pet Introduction Protocols

Step-by-step, science-based plans for introducing new pets. Supports four types: cat-to-cat, dog-to-dog, cat-to-dog, and dog-to-cat. Each includes progress gates based on logged behaviors. This alone could be a major acquisition driver.

Household Harmony Score

Aggregated metric trending over time, combining inter-pet interaction data, individual behavior incidents, and stress indicators into a single dashboard. Gamified enough for engagement without trivializing the science.

AI-Powered Environment Recommendations

Based on logged data, the AI suggests physical and schedule changes. Examples: 'Adding a second vertical escape route (cat tree) in the living room could reduce confrontations.' or 'Most conflicts occur between 5-6 PM. Consider separated feeding times.'

7. Monetization Model

Feature	Free	Premium $7-10/mo	Professional $25-40/mo
Pet profiles	1 pet	Unlimited	Unlimited + clients
ABC behavior logging	Basic	Full + history	Full + export
AI behavior insights	Limited	Full analysis	Advanced analytics
Behavior plans (BIPs)	Sample only	Full plans	Custom + templates
Multi-pet features	--	Full suite	Full suite
Vet reports	--	Included	Branded reports
Introduction protocols	--	Included	Included
Client management	--	--	Full CRM

The Professional tier represents a future expansion: trainers, behaviorists, and RBTs could use the app with clients, generating branded reports and managing multiple cases. Consider for Phase 3 development.

8. High-Level Tech Stack

The recommended stack prioritizes rapid development, cross-platform reach, and scalable AI integration. Selections favor frameworks with strong ecosystems and align with existing team skills.

Layer	Recommendation	Rationale
Mobile App	React Native (Expo)	Single codebase for iOS/Android. Expo simplifies build/deploy. Leverages existing React skills.
Backend API	FastAPI (Python)	High performance, async-native, excellent for ML/AI integration. Matches existing Python experience.
Database	PostgreSQL + Supabase	Supabase provides auth, real-time, and storage out of the box. PostgreSQL handles complex behavioral data queries.
AI / LLM	Anthropic Claude API	Powers natural language insights, behavior plan generation, and conversational coaching. Strong reasoning for behavioral analysis.
Data Analytics	Python (Pandas, NumPy)	Pattern detection in ABC logs, correlation analysis, progress trend calculations.
Notifications	Expo Notifications + OneSignal	Proactive alerts for training reminders, pattern alerts, and milestone celebrations.
Hosting	AWS or Vercel + Railway	AWS for full control at scale, or Vercel/Railway for faster MVP with lower ops overhead.
Charts	Victory Native or Recharts	In-app behavior trend graphs and progress visualizations for pet owners.

> *This stack aligns with existing skills in Python, React, FastAPI, and PostgreSQL. The primary new learning curve would be React Native / Expo for the mobile layer.*

9. Development Phases

Phase 1: MVP (Months 1-3)

Single-pet ABC logging with guided entry flow. Basic AI pattern detection after 10+ logged incidents. Simple behavior function identification. Cat and dog species support with species-appropriate language. User authentication and pet profile creation. Basic progress charts.

Phase 2: Intelligence Layer (Months 4-6)

Full AI-generated Behavior Intervention Plans. Reinforcement schedule coaching. Multi-pet household profiles and interaction logging. Resource guarding analysis. New pet introduction protocols. Vet report generation. Push notification system for training reminders and pattern alerts.

Phase 3: Growth & Expansion (Months 7-12)

Household Harmony Score dashboard. Video upload for AI behavior observation. Professional tier with client management. Community features (optional, curated). Partnerships with veterinary clinics and pet behaviorists. App Store optimization and paid acquisition.

> *The MVP should focus on demonstrating that the ABC logging flow is fast, intuitive, and produces genuinely useful insights. If the core loop works, everything else builds on top of it.*

10. Next Steps

- **Finalize naming:** Review options together. Check domain and App Store availability for top choices. Secure social media handles.

- **Define ABA framework:** Your wife defines the behavioral categories, ABC options, function mapping logic, and intervention strategy templates. This is the core IP and should be documented before development begins.

- **Customer discovery:** Interview 10-15 cat owners and 10-15 multi-pet households about their biggest behavior frustrations, current tools, and willingness to pay. Validate that the ABC logging concept resonates.

- **Prototype the ABC flow:** Build a clickable prototype of the core logging experience (antecedent > behavior > consequence) to test with potential users. Can be done in Figma or as a simple React Native prototype.

- **Evaluate conflict-of-interest considerations:** Review government contractor obligations to ensure this side project is clearly separated and complies with applicable ethics rules.

- **Set a decision date:** Choose a date to decide go/no-go on building the MVP based on customer discovery findings and naming/domain availability.