

type of pet

cats

birds

dogs

service
animals

fish

exotic
animals

turtles

snakes

some animals
are not
allowed (tiger,
elephants,
dragons)

information

**user
reviews**

locations
update their
own pet
friendliness

yelp

Organized
pet-friendly
events

**allergens
info**

incentives

benefits for
participating
businesses

making
others
happy

more
customers

**your
animal
explores
life**

more
exposure for
businesses

type of activity

walks

**animal
social
events**

parks

eating in
restaurants

shopping

advertisement

**pop-up
ad**

instagram
ads

television
commercial

influencers

flyers

where to feed and water animal

**pet stores
with food**

**stores
leave out
water
bowls**

water
fountains for
animals and
humans

companies
give out food
for free
advertisement

