Group Name: Code Juice
App Name: Petwork

Elevator Pitch
How much time would you say you've wasted watching cute animal videos online? I know for a fact that at least some of you are over-sharers, or know someone who leaves a constant stream of photos of pets; the thing people love to share on social media the most. But sometimes your feed feels a little too crowded by the incessant stream of cute animals or you feel self-conscious about posting all those cute pictures of your pet. Insert Petwork, the social app for pets and pet lovers. Want puppies? We got it. Want cats on keyboards? We got that too. What about large and exotic animals? We got you covered. Much like the UT Pets Facebook group, we believe in the right to over-share pet photos, text, and GIFs to your hearts content. We also believe in the right to pick and filter what content goes through your feed. We are excited to create a mobile app that will give you more options to control what you want to see, without the worry of crowding into non-pet lovers' feeds.

Goals of the app
- Share pet photos and text
- Allow user to filter content
- Have a profile with user's own content
- Archive of liked content
- Content feed

Competition: Petigram
- We want to make it minimalistic in comparison
- Don't have categories
- Only do photos
- Faulty user interface and experience
    - Login every time
    - Not visually appealing
    - Can't choose who you follow, or if you can it's not easy to find
- Annoying ads
- Unappealing filters

What sets us apart from FB groups or posting pet content on FB:
- Can't let you go back and see what you've liked
- Pet-specific
- FB doesn't have categories/filters

Market research (User analysis)
- In a random and anonymous survey posted on social media, including UT Pets page we had 60 responses so far
- Majority were female (85-15%), ages vary but more than half were 21-25 years old

- Most post on social media about their pets, but amount of times varies pretty evenly between daily and rarely, some said they would post more but they felt like nobody cares.
- Most (91.53%) use FB to post, followed by 67% using Instagram, then Snapchat (40%). Remaining used Twitter, Tumblr, and Reddit.
- 100% of responses said they wanted to see photos, 70% said videos, and 56% said GIFs, so we think we can avoid having video if we include GIFs. 23% also said they would want option to post text.
- 73% of responses said they'd be likely or very likely to use the app, and left suggestions for what content they wanted.

Time considerations (Risk analysis):
- No iOS experience
- A lot of features we want to incorporate
- Not much design experience
- Availability outside of class

Prezi Presentation:
http://prezi.com/euoubhmwngwn/?utm_campaign=share&utm_medium=copy&rc=ex0share