

# Documentation report

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## INTRODUCTION

Wouldn't it be great to have a pet or taking care of one?

We wanted to help people in Denmark find the perfect spot to have their pet's taken care of without going to expensive hotels or pet shelters.

For the ones who don't have a pet, Are you willing to take care of a pet in the holidays?

Our app allows owners and pet-nannies to connect. You can create an account in minutes and chat with other users to set an appointment with our registered pet-nannies to have your furball taken care of as you would have. Plus we made it cheap!

There is no more need to close your beloved ones in cages for days while you are away. It's safe, reliable and life-changing.

On the other hand, if you love animals, you're more than welcome to become a 'pet nanny' and give a temporary home to a furry friend.

Ani-Nanny gives a great opportunity to both parties, who don't need to worry *ani*-more.

### Mission

Ani-nanny ensures the bridge between people with pets who temporarily cannot take care of them with those who are willing to have a furry friend for the agreed amount of time.

### Vision

Every pet is well taken for in absence of their owner by someone who wants a fluffy friend to keep him company.

### Values

Safety for every pet and person taking care of it. Treating the pets with respect and dignity.

### Goals

- The goal is to create a platform to get people to register on the platform.
- To reduce the number of abandoned strays.
- Create a new system : broadening the extents of the sharing economy model for

**pets.**

- **Build a big social/community with animal lovers.**

## POTENTIAL USERS

We used the STP method to find our target group and TA. Based on our primary research, we believe that our potential users are pet lovers and they will gladly take care of someone's pet when they're away.

We made a Surveys method to gather information from potential users.

We are targeting unmarried people who have a balanced lifestyle, students, 18-35, both male and female that have no children and live in the Greater Copenhagen area.

## Segmentation

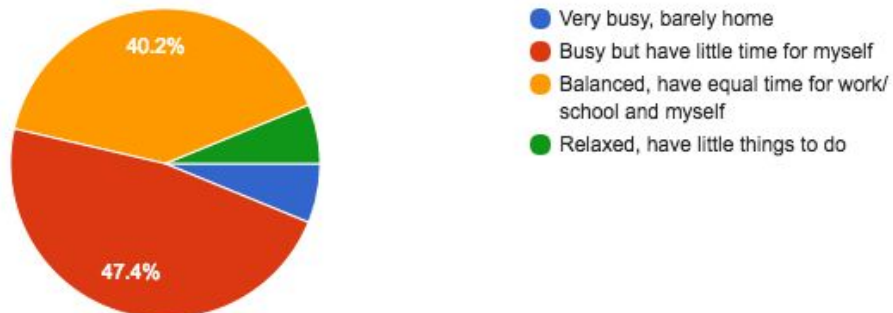
We chose the following criteria to segment the market of Pet Carers:

Lifestyle, Age, Geographical location.

Based on those criteria we created the questions for our market research. We got 97 respondents and their answers helped us find the right target group.

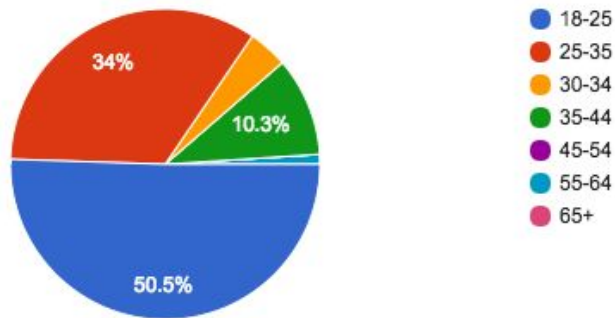
What kind of lifestyle do you have?

97 responses



## How old are you?

97 responses



## Where do you live in Denmark?

97 responses

Copenhagen (10)
Copenhagen (10)
Lyngby (4)
Cph (4)
Amager (4)
Kgs. Lyngby (2)
copenhagen (2)
CPH (2)

### **Targeting**

The distribution of age across our survey is representative to the population of online platforms<sup>1</sup> thus the age group of 18-35 comes into focus for our target group.

It's important for our business model that our pet nannies have enough time in their everyday life so that pets receive a good treatment. People with a balanced and relaxed lifestyle were selected.

The physical distance is an important factor to take into account thus the customers and the pet nannies must live in the relative proximity to each other. The greater Copenhagen area will serve as the area of our targeting.

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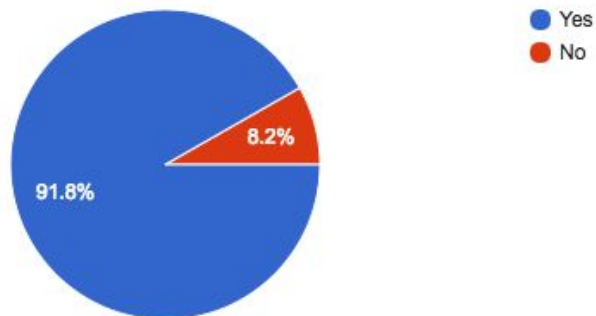
<sup>1</sup> <https://sproutsocial.com/insights/new-social-media-demographics/>



Other relevant inputs into our decision of TG were the following:

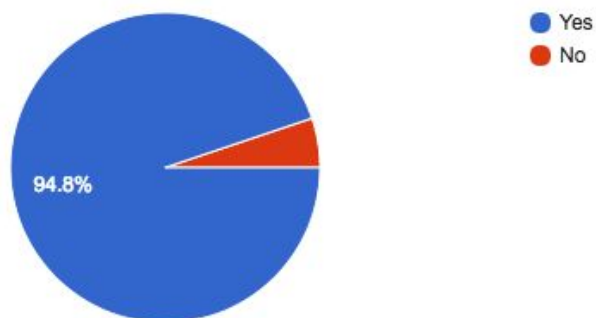
### Are you a pet lover?

97 responses



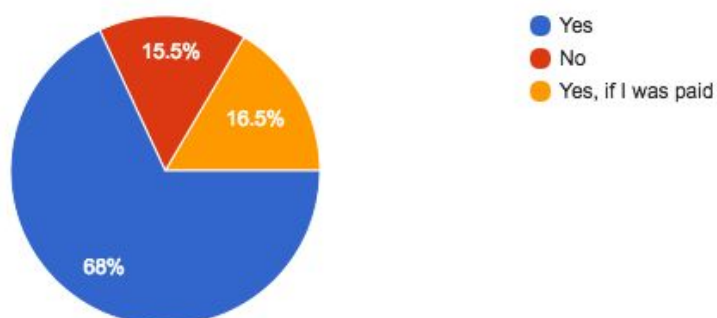
### Do you own or have owned a pet in the past?

97 responses



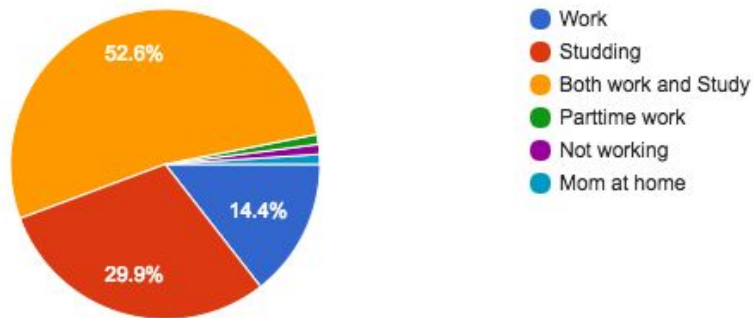
### If asked, would you take care of someone else's pet while they are away?

97 responses



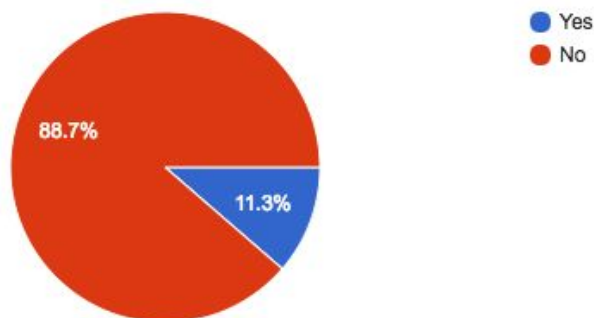
## What is your occupation?

97 responses



## Do you have small children?

97 responses



### Positioning

The positioning map below shows the desired position on the market of pet nannies. Being no similar service on the market yet for pet carers the positioning map shows only our company.

### Target group 1

The first target group for owner company are people who own a pet and like to go on holidays or have frequent long-distance business. They mostly can't take their pets with them and we offer to connect them to other people from our second target group in our network. We could use this information for example to implement in advertising campaigns. For example we target our ads on people who searching for fly-tickets for dates inside the holidays or people looking for hotels stays for longer than five days.





## PERSONA 1



### General info:

Name	Matias Eriksson
Address	Guldbergsgade 24, 2200 København
E-mail and phone	matias.eriksson12@gmail.com
Title	manager at Innovating Solutions

### Demographics:

Gender	Male
Age	28
Income	DKK 30.000
Education Level	CBS
Education Specifics (school, majors, awards)	Business Administration
Employment History (companies, jobs, awards)	manager at Danske Bank Skat.dk Peder Oxes Kaelder
Marital Status	Unmarried
Relationship status	In a relationship
Kids and other family info	No Kids
Ethnicity	Danish
Political affiliations	Radical
Religion	Not religious
Social group	Middle class
Languages	Danish, English, German
Lifestyle	fitness maniac, healthy lifestyle, organic food

### Psychographics:

Why do they do this job or live the life they do?	His job is connected with his education and by working in Innovating Solutions he wants to bring a positive impact on the danish labour market
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Hobbies	running with his husky, yachting, sailing, tennis, skiing (one of the reasons he travels often in the winter)
Heroes	Robert Kiyosaki
Aspiration in life	He want to have a passive income and build a successful business
Fears in life	Not be a middle-class person
Personality traits	Ambitious, Hard-working, Positive, Energetic, Curious
Interesting habits	Collecting old and golden coins, waking up every morning at 6 o'clock to run outside
Favourite websites / app	men's health, linkedin, tinder, uber
Goals	Become a millionaire before 35, buy a house, marry and have kid/kids

Places where persona congregates with other similar people.	Workplace, bars and pubs, business trips, workshops,
Associations Persona belongs to and the importance of each.	1. Company management 2. Fitness DK
Where does the persona go for expert advice and/or to get questions answered?	Internet and close friends.

Day in the life (describe a day in the life of the end user and what is going on in this person's head):

What are the typical tasks the persona does each day, with the amount of time associated with each?	wake-up at 6 am to feed his dog and goes for a run for 1h, then he takes a quick shower, has cereal for breakfast and jumps in his car. He works from 8:30 until 17:30 (in his lunch break he eats in the nearby restaurants). After work he goes to the fitness. Usually he's home around 8, he walks and plays with his husky, prepares a healthy dinner and goes through the schedule for the next day. He occasionally watches sports or netflix.
Which of these typical tasks are habits?	running with the dog every morning /even on the weekends/, eating healthy, fitness, reading business literature
Which require the most effort?	managing the company
Which does the persona enjoy?	running with the dog every morning, eating healthy, fitness,
Which does the persona not enjoy?	washing the dishes and cleaning when his cleaner is not available
What makes it a good day for the Persona?	get a nice date

What makes it a bad day?	meeting with unsatisfied clients, angry boss, when we doesn't finish with his work for the day, when it is a deadline day
Who is the Persona trying to please the most and why?	his boss (he wants to keep his job and maybe get promoted), himself (he leads a healthy lifestyle and sometimes spoils himself with exotic trips), his husky (he loves his pet)

Priorities:

Priorities (focus in biggest fears or biggest motivations) assign a weighting to each so that it adds up to 100.	<ol style="list-style-type: none"> <li>1. work</li> <li>2. get married</li> <li>3. buy a house</li> <li>4. Travelling</li> </ol>
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### Argumentation

*Mathias is a young and prospering man. He loves his job and and wants to build a career with his company. Being 28 years old he is already a manager. Because of that he travels often to seminars, workshops and business trips. Everytime he does this someone has to look after his beloved husky Jemma. First he was sending his pet to hotels, but besides from being too expensive the service is actually horrible. Everytime the dog came out depressed and unhappy. So Mathias had to find another solution. Since his parents don't live in town he can't leave the responsibility for taking the dog for a walk and feeding him to them. So Mathias had to trust his cleaning lady with the keys to his apartment while he was away. He didn't really like the idea but it was the only way. Our service is aimed exactly to people like Mathias. People who have a pet, travel and live alone.*

## PERSONA 2



### General info:

Name	Katrina Nielsen
Address	Rantzausgade 11, 2. tv, 2200 København N
E-mail and phone	k.nielsen@gmail.com
Title	Student
B2B, B2C or which one?	B2C

### Demographics:

Gender	Female
Age	21
Income	DKK 12.000
Education Level	University
Education Specifics (school, majors, awards)	Business Administration
Employment History (companies, jobs, awards)	Part-time job as Sales Assistant in Matas
Marital Status	Unmarried
Relationship status	In relationship
Kids and other family info	No Kids
Ethnicity	Danish
Political affiliations	Social Democrats
Religion	Not religious
Social group	Middle class
Languages	Danish, English

### Psychographics:

Why do they do this job or live the life they do?	She enjoys her job at Matas because she herself is passionate about health and beauty products and gets a nice discount as an employee for any purchase. She uses this job to earn an extra income, on top of SU
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Hobbies	Traveling, Photography, Vlogging, Music and Make-up. Spend time with friends. Sleep. Read about trends. Watch fun videos with pets on youtube.
Heroes	Her successful dad (Functional Manager in DONG Energy)
Aspiration in life	She aspires to get a management position in Maersk or another large corporation
Fears in life	Moving away from Denmark, from her family
Personality traits	Ambitious, Hard-working, Positive, Energetic, Curious
Interesting habits	Always using reusable bags, following the newest trends, opened for networking opportunities wherever she is
Buying motivation	Fond of discounts, quality, good looking products (for her vlogs)
Buying concerns	Animal cruelty
Favourite websites	Pinterest, Youtube, Facebook, BuzzFeed, eBay
Goals	Leading a healthy lifestyle, protective of the environment, self improvement.

What does the persona miss the most?	Her pet, now that she moved out she can't take it with her;

Places where persona congregates with other similar people.	University, Workplace, Clubs&Bars.
Associations Persona belongs to and the importance of each.	<ol style="list-style-type: none"> <li>1. Student Council</li> <li>2. Friday Bar association</li> <li>3. Vloggers of Denmark</li> <li>4. Studenthuset</li> </ol>
Where does the persona go for expert advice and/or to get questions answered?	Teachers /Mentors at the school. Parents.

Day in the life (describe a day in the life of the end user and what is going on in this person's head):

What are the typical tasks the persona does each day, with the amount of time associated with each?	Cooking (40 min a day), bathroom + make-up (2h) watching favourite youtube tutorials (1h), chatting with her friends and family (1h), cleaning her flat (30 min), vlog + editing (1 hours) scrolling facebook (1,5 h or all day?) preparing for classes (2h)
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Which of these typical tasks are habits?	Cooking, chatting, facebook, learning doing make up and watch youtube
Which require the most effort?	Vlogging, cooking
Which does the persona enjoy?	cooking, watching youtube, vlogging, chatting
Which does the persona not enjoy?	washing dishes, cleaning
What makes it a good day for the Persona?	meeting her friends, successful vlog (make-up/travel), having a nice nap in the afternoon, discovering new band, good party, learning something new, exciting new experience
What makes it a bad day?	Missing the bus, being late for school/work
Who is the Persona trying to please the most?	Her dad. She wants to prove him that she can become a good manager.
What is the top priority of the person/people the Persona is trying to please?	His daughter being happy, having fulfilling job, solid income

Priorities:

Priorities (focus in biggest fears or biggest motivations) assign a weighting to each so that it adds up to 100.	<ol style="list-style-type: none"> <li>1. Get a Bachelor degree</li> <li>2. Working</li> <li>3. Go-out</li> <li>4. Vlogging</li> <li>5. Traveling</li> </ol>
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### Argumentation

*From our target group we choose our persona that matches the most with the criteria that we want the potential users to have;*

*We believe that our users are pet lovers, people that owned a pet in the past, they know what it takes to take care of a pet and the time that is it required, that's why our users have a balanced lifestyle between work and/or study and free time spend at home; We made questionnaire to find out all the information that is needed to find the target group ( look at page: ; target group 2).*

*Katrina Nielsen (our persona) is a potential user, she is kind and helpful, she loves dogs, she misses her dog and now she can do both: help others to go without worries in vacations and spend sometime with dogs that she really enjoys doing.*

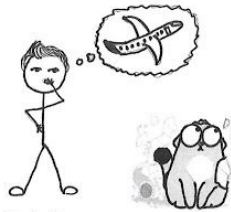




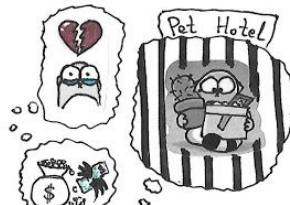




## PERSONA 1 JOURNEY



Jack has again a business trip after one week. And again someone will have to look after his favourite Squashy.



Jack doesn't want to send him again in a pet hotel because it's really expensive. Moreover, Squashy will spend most of his time in a cage behind bars as a prisoner.



And then Jack remembers that ad he has seen in the Store so many times about an app called 'Pet Nanny'. Through it one can leave their beloved pets to a reliable & loving person who will take care of the pet while the owner is away.



Jack quickly downloads the app and makes a registration just in a few easy steps.



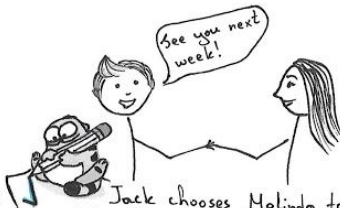
Then Jack creates a new post of his lovely Squashy. There he puts the time period, provides a short description of his furry ball and includes some of his cute pics.



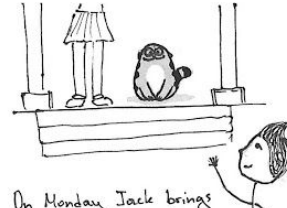
Short after 'pet nannies' start to like the post & send Jack private messages willing to take care of the fluffy Squashy. Jack arranges a meeting with some of them tomorrow at his place, so they can talk and see Squashy in person.



Jack meets with possible candidates all day. They talk and negotiate. Then comes this girl Melinda who Squashy likes very much.



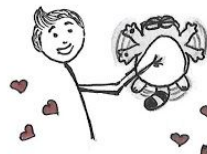
Jack chooses Melinda to look after Squashy for next week. They agree that Jack should provide the food, toys & Squashy's bed. And some extra money just in case.



On Monday Jack brings Squashy to Melinda's place & leaves for the airport. He is a bit worried about his furry ball, but hopes he has made the right decision.



While Jack's away Squashy has a great time with Melinda. They play & have fun. Even sometimes Squashy has FaceTime with daddy.



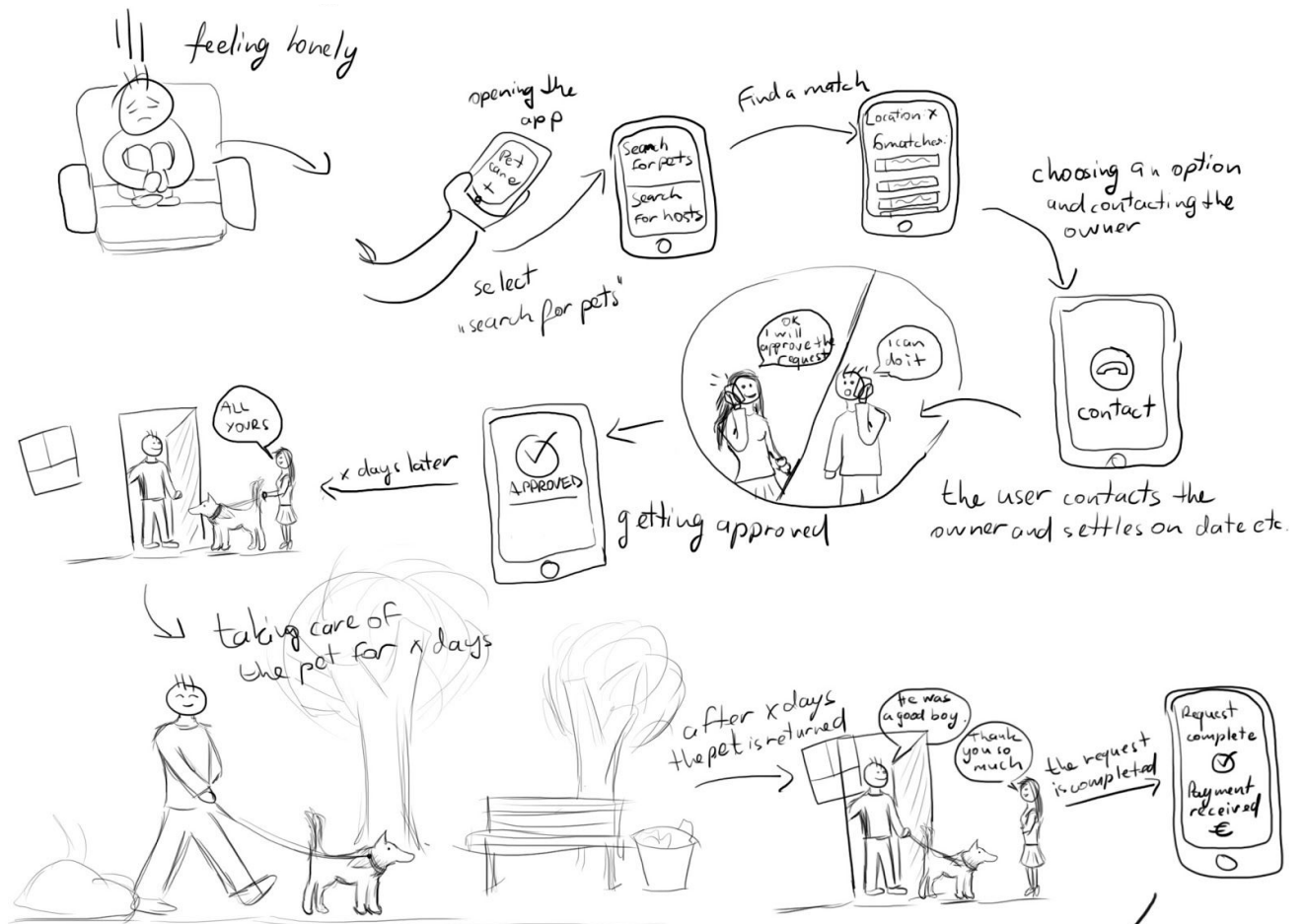
After one week Jack arrives to take his pet only to find out Squashy had a lovely time with his pet nanny while he was away.



At home Jack decides to rate the and give a positive feedback since he will use 'Pet Nanny' again. He also recommends Melinda as a careful and trustworthy care taker.

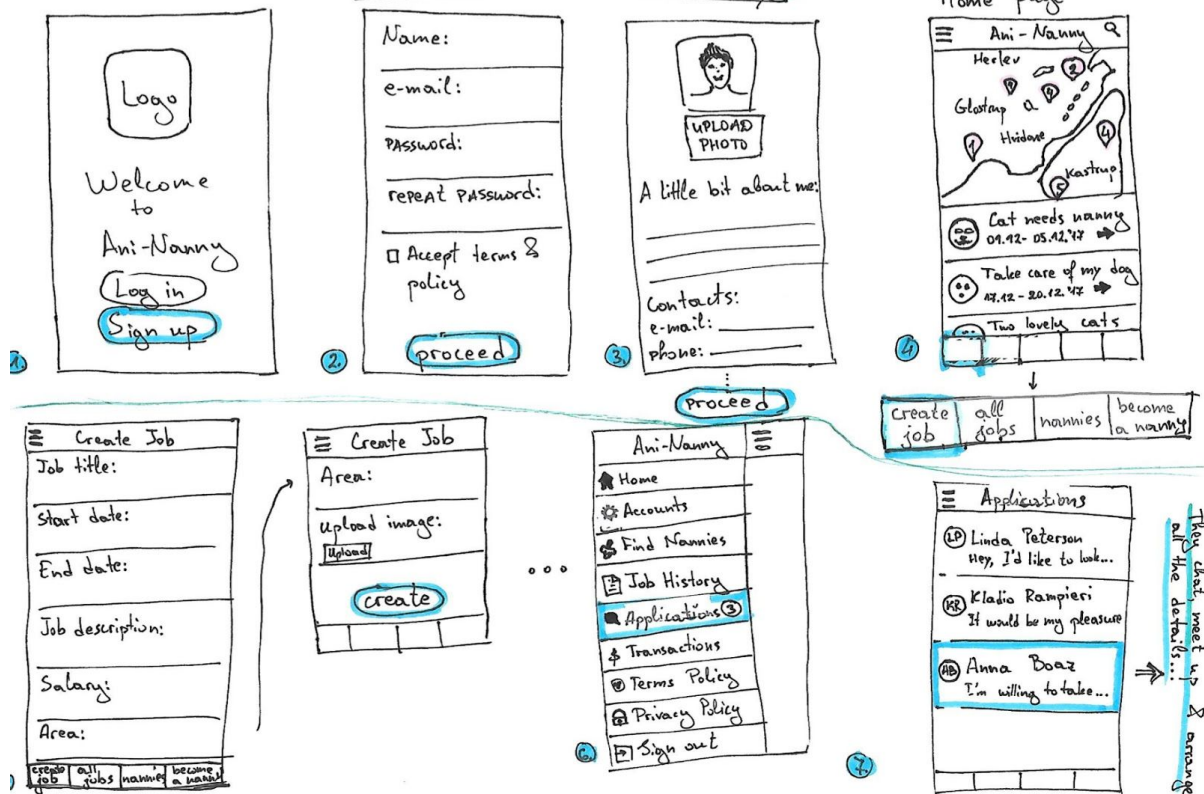
The depicted persona journey is helping us better understand what our target audience would want the app to be simplistic, so we can appeal to the widest age group possible as sharing a love for pets isn't restricted to any specific age group

## PERSONA 2 JOURNEY

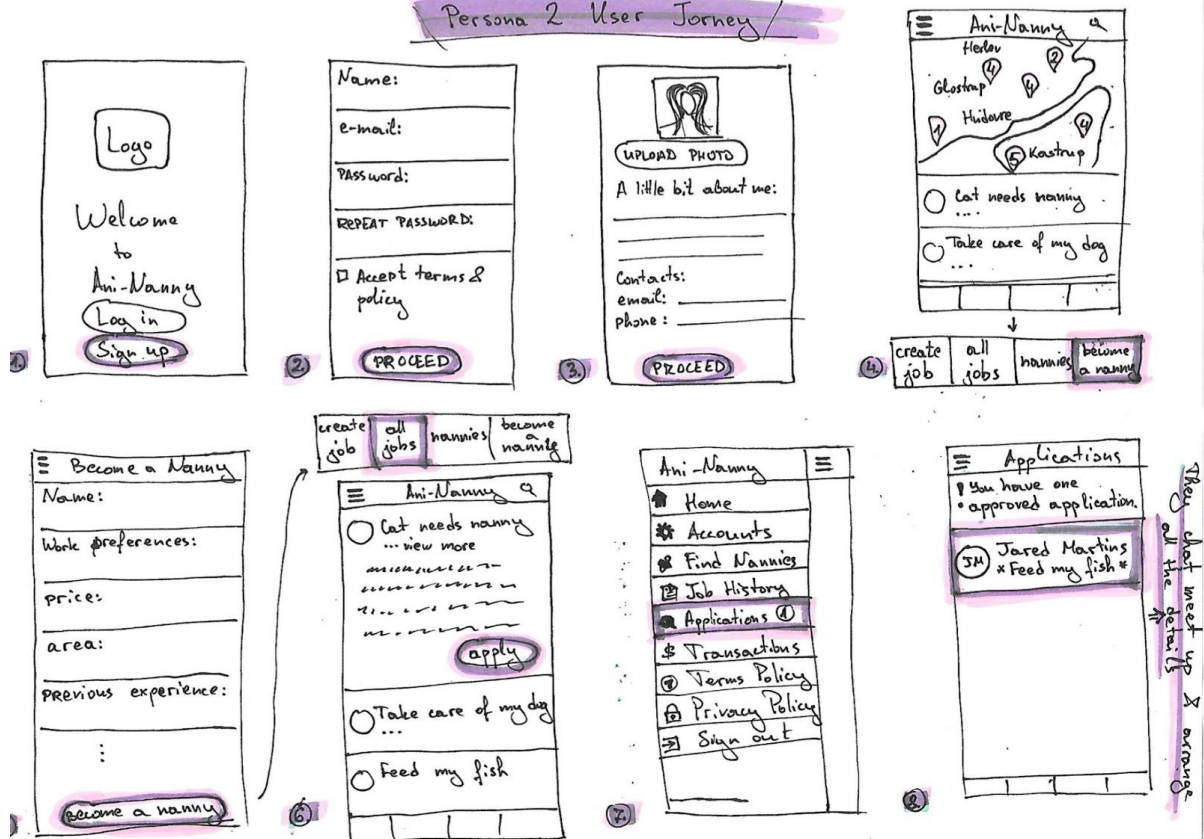


the depicted persona journey is helping us better understand what our target audience would want the app to be, and how necessary it is for the app to be simplistic, so we can appeal to the widest age group possible as sharing a love for pets isn't restricted to any one specific age group.

## Persona 1 User Journey



## Persona 2 User Journey



## COMMUNICATION PLAN

### Purpose

This communication plan sets the standard for how, when and with whom communication takes place. This communication plan includes within itself the following:

- What is the message and how it will be communicated
- Who is the sender of the message
- Who is the receiver of the message
- User profile and scenario
- Communication environment
- What media elements will the project use for communicating.

All in all communication plan allows to maintain control of the project and ensure all stakeholders receive the necessary information.

### Effect

Understanding the purpose of the project communication plan helps the team to realize the plan's goals. A solid communication plan increases the consistency of how the project is handled and enables the team to reach the desired project outcome. Without proper communication with all stakeholders, the team might fail to meet the requirements of the project.

### Message

Target group 1: *users*

Getting your pet a place to stay while you're away!

Target group 2: *pet-nanny*

Offer a place to stay to a lovable pet and get paid while doing it.

## Sender

### **Identity:**

Ani-nanny is a new company that has created a revolutionary app for animal lovers. This app is intended for two parties - pet owners and pet-nannies, bringing them together in a fun and friendly community of pet lovers.

Ani-nanny's primary goal is to become the main portal of pet-nannies in Storkøbenhavn(Greater Copenhagen) area.

### **Wanted identity:**

Ani-nanny wants to become the main portal used by danes and foreigners alike in all Denmark. After building a good relationship of trust between owner and nanny, word of mouth, people will begin to see the benefit of using this concept and rely more on it than pet shelters or animal hotels.

The owners will enjoy this, also their pet's. A safe and friendly community between pet owner and pet-nanny.

## Receiver, user, target group

Pet owner users are people who enjoy living their life to the fullest, they like to travel, explore, try new things. They are single and their pets are like a family member to them, they always search for the best place to their pet to stay while they are gone, they need to offer a secure, safe, friendly environment.

Pet Nanny's are responsible and kind people with a balanced and relaxed lifestyle, people who love pets and always searching for an extra income. They love to try new things, their young and not afraid to take risks. Pet Carers are social people who have strong values when comes to animal rights, and they appreciate a friendship.

## User profiles



Matias is a 28 manager at Danske Bank, he is single and like to live his live to the fullest with his best partner Jemma(his husky dog). He is a businessman so he needs to travel for seminars and workshops. He heard about this "Pet-Nanny" app from a friend and at first he thought it was a funny name, but after a time he consider it as an option when he visited the website and he saw many and positive reviews.



Katrina is a 21 student in Copenhagen, she is a social person, has here own blog and she likes social media.

She is a pet lover, she owned a pet in the past, she know what it takes to take care of a pet, the time and effort that it requires, but that does not stoped her to offer her time and home and become a Pet-Nanny.

She is friendly, kind and a fun person to stay around to. She is always looking to try new things there is how she found out about Pet Nanny. "An app where you can have fun and be paid in the same time..! " that's how she likes to say it.

### Communication environment

Since we have two target groups the communication environment is different for both parties. We provide them with different information, since different aspects are relevant for them.

Users can provide us with the information when they need a nanny or whether they are available and influence the outcome in that way.

Pet nanny's see information about when people are in need of them and pay the deposit to confirm. Pet owners will be able to enter when they need a pet nanny and after the nanny confirmed they will need to pay. If the pet owner doesn't pay within time the nanny will get an automatic refund.

### Media elements





### **USP / ESP**

**Ani-nanny Unique Selling Proposition and Emotional Selling Point**

**If two are necessary for both the owners and the nannies:**

#### **For owners:**

1. Caring for your pets as you would have.
2. No fuss, no muss, just trust!

#### **For nannies:**

1. Everyone needs some furry love in their lives.
2. Experiencing the love of animals has never been so easy.

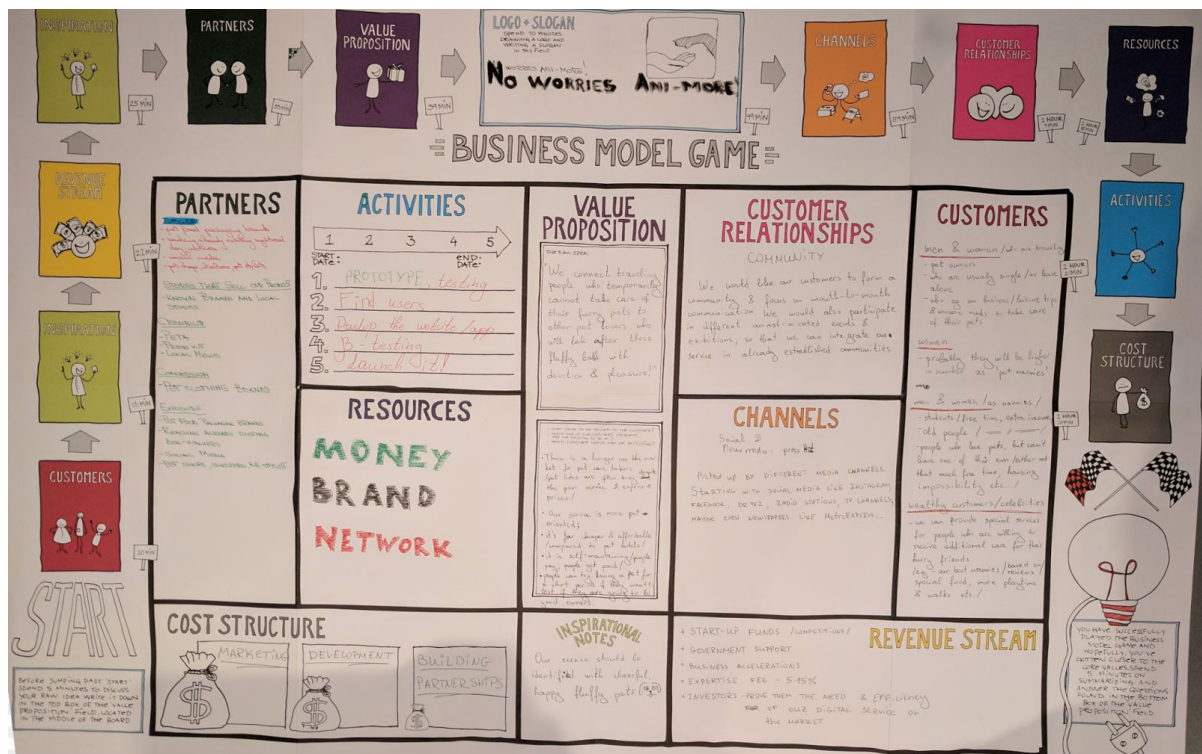
#### **If only one is necessary to accommodate both parties:**

1. The go-to app for animal lovers in Denmark!
2. Share your love for pets.

### **Appendix**

- The Kanban Chart for the whole project

• The Business Model Canvas



Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Local dog walkers	Understanding app's feature extent	Our app connects travelling pet owners with hosts who want to take care of their pets	Close relationships with our first hosts	People who own pets and frequently travel
Local pet shops	Market research to measure app's potential	Search for a host near your house	Word of mouth generation	People who want to earn some extra income by pet-sitting animals
Pet niche influencers	Developing Website & App prototype	Cheaper than animal hotels	Dedicated service support for pet owners	
	Signing up first beta testers (dog walkers) for our app	Certified hosts and apartments		
	Developing Website & App Alpha version	Statistics based on user reviews		
	Marketing our service using our key channels			
	<b>Key Resources</b>		<b>Channels</b>	
	Pet Nanny Website		Local pet shops	
	Pet Nanny App		Local advertising websites	
	Customer reviews		Facebook groups	
			Facebook ads	
			Google ads	
			Pet owner blogs	
<b>Cost Structure</b>			<b>Revenue Streams</b>	
Startup costs: Website design & Development			10-15% service fee	
App design & Development				
Monthly costs: Website and app hosting & Maintenance			Income from niche-based advertising and affiliates	
Employee salaries				
Marketing costs				





