Business Case 2

Business case information can be structured by completing the table below.

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| **Application Name** | Pet-a-Dog |
| **Type of business model** | Freemium and Subscription Business model |
| **Target audience of external users** | For whom are we creating value?   * Dog Owners   Who are our most important customers?   * Working Customers who don’t have time to take care of their pets. |
| **Groups of internal stakeholders, users** | Do we need a product development group?  No.  Do we need a sales group?  No.  Do we need a finance group (accounts payable, receivable)?  Yes.  Do we need a customer support team?  Yes.  Do we need an advertising management group?  Yes. |
| **Value propositions** | What value do we deliver to the customer?   * Pets safety with good services.   Which one of our customer’s problems are we helping to solve?   * Customers who have no time to take care of their dogs. * Customers who have no expertise or knowledge about how to take care of dogs.   What bundles of products and services are we offering to each Customer Segment?   * We are providing detail tips and guide to customers about taking care of their dogs. * We are providing different services as per the plans selected. Services like dog walk, dog feeding, dog bathing, dog grooming, etc.   Which customer needs are we satisfying?   * We are taking care of their dogs for them. |
| **Key resources** | What Key Resources do our Value Propositions require?   * Human Resources : Dog Trainers   Our Distribution Channels?   * Internet   Customer Relationships?   * Personal Assistance * Dedicated Personal Assistance * Self Service   Revenue Streams?   * Subscription Fees * Advertisements |
| **How the system is used** | What are the main business use scenarios?   * Dog Owners will get to learn about how to take care of their dogs with our tips and resources. If a dog owner wants someone to take care of their dogs or other specific services, then they have to subscribe to premium version. Subscription plan is categorized in silver, gold and platinum plans. |
| **Revenue generation, Revenue streams** | * Advertisements * Subscription plans |
| **Key Partners/Suppliers**  **(Stakeholders)** | None. |
| **Expected Benefits** | * Dog Owners will get notifications for dog related events like dog shows/cat shows. * Dog Owners will get useful tips and resources on taking care of a dog. * Silver subscription, a trainer will take care of a dog, charges will be based on hour. * Gold Subscription includes silver plan, in addition, dog grooming, feeding a dog, walk a dog. * Platinum Subscription plan includes silver and gold plan, in addition, Dog Spa, taking to vet, dog owners will get to choose any kind of services they need, the charges will be based on per/hour. * Service tracking will be provided. |
| **Known Prototypes** | Rover.com, Wag app, care.com |