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Project Proposal –BarkBasics

For this project, I will be creating a mobile app named BarkBasics. This mobile app’s main functionality is to keep track of their new puppy’s schedule, including training, vet appointments, feeding, and potty breaks. Although there are many successful pet mobile applications available, there are not many apps that focus on helping new pet owners. This project can be a useful tool for millions of people that buy or adopt a dog every year.

I believe this can be a valuable app for new dog owners that are unfamiliar with taking care and raising a pet. As someone who has a lot of knowledge and experience with pets, I have had many people ask me for advice when a friend buys a new puppy. With this app, there will be a centralized place that users can access all of this vital information, as well as tailoring their profile to their dog’s specific needs. Veteran dog owners are also able to use this app as well. This project will have different stakeholders involved, including pet owners, veterinarians, and dog trainers/behavioralists. In the U.S. alone, there are 90 million homes with pets, so millions of people can benefit from this application.

For the tentative functionalities of the app, the user will be able to register for an account and create a profile for their new pet, documenting its’ name, breed, weight, and date of birth. The user will also be able to document their pet’s feeding schedule, such as feeding times, quantity, food brand, as well as noting when their puppy eats or does not eat during that feeding. The user will also have a potty tab that they can document their puppy’s bathroom schedule so they can have a better gauge on when their pet needs to go outside and reduce accidents inside. The training progress tracker will be one of the main functionalities of the app. The user will have different “milestones” that they can keep track of, such as training their dog to sit, lay down, give paw, and more. This feature will also have a section for tips and tricks on how to successfully train their dog for that specific skill, as well as potential video content. The vet menu option will keep track of past and future vet appointments, as well as any vaccines or medications that were administered by the vet. Based on this input, the app will determine when the dog’s next vaccine is needed so that the user can schedule that appointment with their vet accordingly. There will also be a section for dog owners to browse a list of poisonous foods and plants that their dog cannot ingest (i.e., chocolate, raisins, tulips, etc.).

In my research of this idea, I found a few mobile applications that are similar, including Puppr, Puddle and Pile, as well as certain aspects of Rover. During my research, I found a variety of dog and pet applications, but not many apps specifically catered to new dog ownership. Overall, I will interact with those apps more and brainstorm how those applications can be improved to provide better usability and user experience.