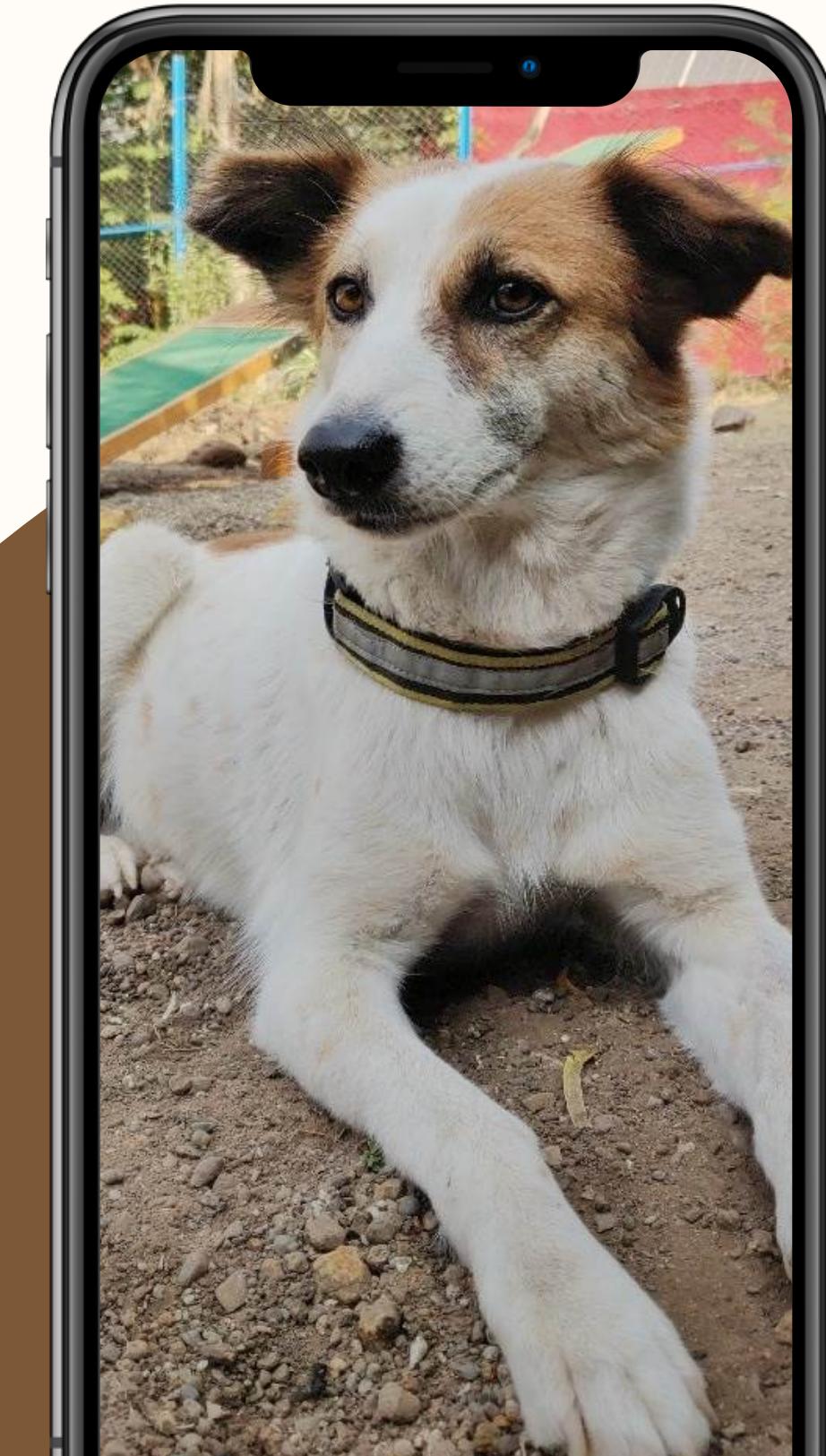


Intuit Case Study - Product Manager



LET'S ADOPT AN INDIE!



THE PROBLEM

People prefer adopting foreign breed dogs and not Indies

ADOPTER'S JOURNEY

WANTS TO ADOPT A DOG

CHECKS OUT DIFFERENT DOG BREEDS

KNOWS ABOUT FOREIGN DOG BREEDS ONLY

GETS TO KNOW ABOUT INDIES THROUGH "DOGGO"

Goes to a pet store

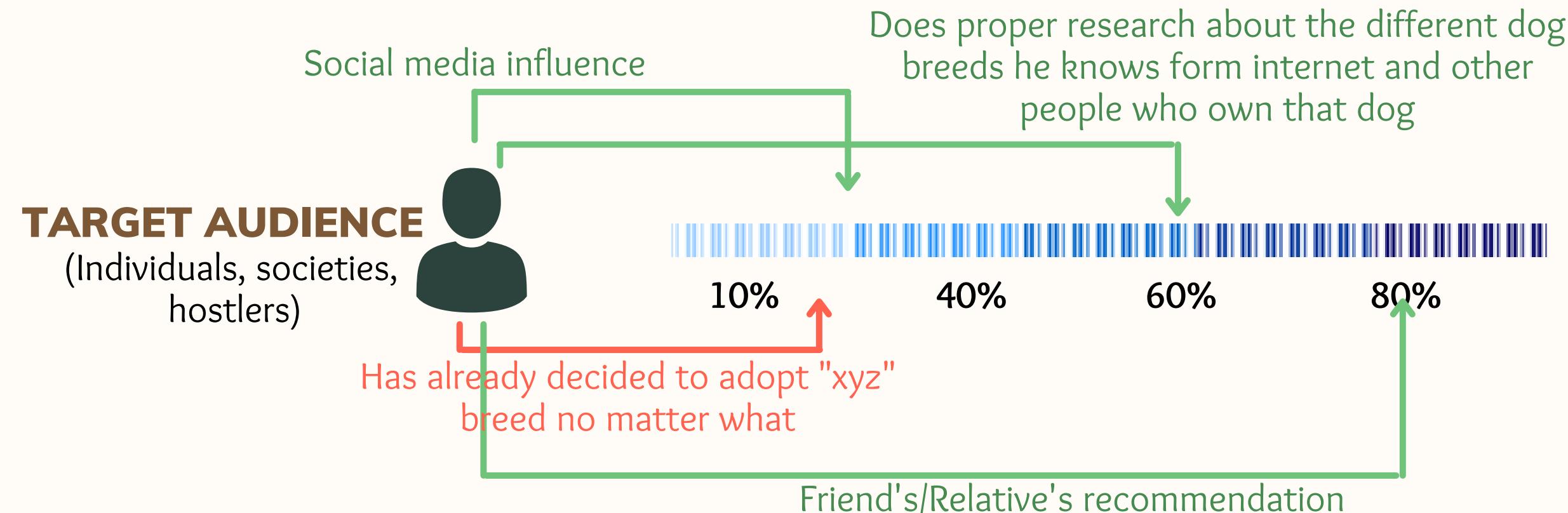
ENDS UP ADOPTING A HUSKY OR SOME OTHER FOREIGN BREED

ADOPTS A FOREIGN BREED

ADOPTS AN INDIE

Goal achieved

PRIMARY MOTIVATION BEHIND WHICH DOG BREED TO ADOPT



HYPOTHESIS

Most people wish to adopt a dog either by seeing a friend having one, or a social media influencer showing a cute dog in his video. Hence most of them end up buying the same dog from a pet shop. Moreover, even if one takes an effort and searches on the internet about different dog breeds, most likely he is to find a foreign breed

COMMON ESCAPE

Visit a pet store and buy a foreign breed dog

PROBLEM

There is a lack of information among the people about Indies in general. Even if they wish to adopt one - they aren't aware of which breed to choose, that would match their lifestyle

KEY CHALLENGES

- People need to know about Indies.
- Social media influencers talk more about Indies
- More "Indie owner" communities

RESEARCH

The Indian stray dog, affectionately called Indie dog or Streetie, is a descendant of the Indian Pariah dog - the primitive, aboriginal dog of ancient India and a companion of indigenous people of India.

PRIMARY RESEARCH

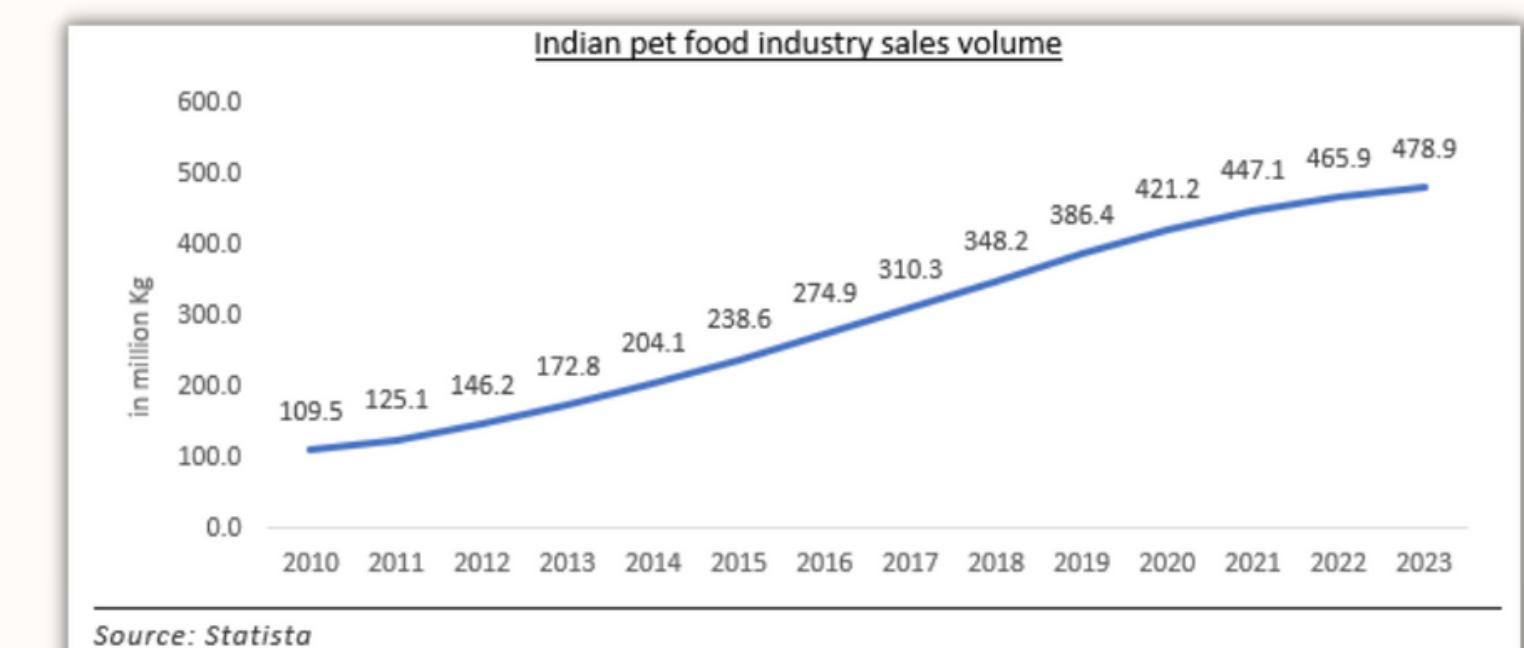
- #1 Around 62 million dogs dwell in Indian streets.
- #2 Around 77% of India's population say that they encounter a stray dog atleast once a week.
- #3 About 8.8 million stray dogs and cats are in shelter.
- #4 Recent studies show that 85% of companion animals are homeless
- #5 About 61% of general population of India do not visit Pet veterinarians due to reasons like distance or facilities.
- # 6 Global average for #5 is 31% .

Source : India Today

SECONDARY RESEARCH

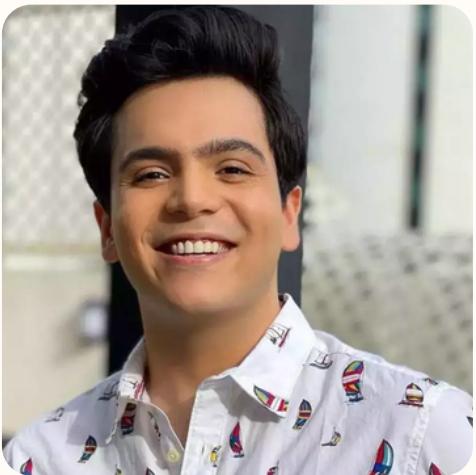
- #1 The population of pet dogs in India are expected to rise 46.6 percent in 2023 since 2019.
Source : Statista
- #2 The Indian pet food industry is expected to rise 20.6 percent in 2022 since 2019.
Source : Statista
- #3 Only 16% of Indian pariah (Indie) puppies make it to adulthood.
Source : The Hindu
- #4 There are nationwide NGOs for Indie welfare:
 - The INDOG Project
 - PETA India
 - Stray Relief and Animal Welfare (STRAW)
 - People for Animals India

In an interview with The Hindu, canine behaviorist Shirin Merchant stated, "A dog with a job is a happy dog and Indie is of such kind". He added, " They are extremely intelligent and a dull home can be their undoing".



USER PERSONA

We will define our target audience to be individuals aged 18-40, families, parents who want to buy their kid a dog, and societies that wish to adopt a dog as a collective



NAME: Tapu
AGE: 18yrs
INCOME: 0 LPA

College student

Tapu is an average Indian student who wants to look cool in college. He follows all the latest trends and fashions

FACTORS AFFECTING TAPU WHILE DECIDING WHICH DOG BREED TO OWN

DOG BREED



FRIEND'S RECOMMENDATION



LATEST FASHION



SOCIAL MEDIA INFLUENCE



NAME: Jethalal
AGE: 40yrs
INCOME: 30 LPA

Family person

Jethalal is an average Indian dad who works in a 9-5 job. He takes care of his family and wants them to be happy and safe

FACTORS AFFECTING JETHALAL WHILE DECIDING WHICH DOG BREED TO OWN

DOG BREED



FRIEND'S RECOMMENDATION



LATEST FASHION



SOCIAL MEDIA INFLUENCE



NAME: Gokuldham
AGE: -
INCOME: -

Co-Society

Gokuldham is a society where people of different cultures & religions live. They celebrate all festivals and live together in peace

FACTORS AFFECTING THE SOCIETY WHILE DECIDING WHICH DOG BREED TO OWN

DOG BREED



FRIEND'S RECOMMENDATION



LATEST FASHION



SOCIAL MEDIA INFLUENCE



WHO WOULD WANT TO ADOPT AN INDIE?



TAPU

Tapu doesn't earn any money. Moreover, he follows the latest trends and fashion, and, is influenced by social media.

Provided he is able to get enough information on Indies like their breed, monthly expenses, medical care, etc, he would be willing to adopt one



JETHALAL

Jethalal earns enough to buy a foreign breed dog.

Being a working professional he would want to save himself and his time undergoing research about dog breeds and rather consult a pet shop and buy a dog which is safe for his child and family.



GOKULDHAM

As a society, people are usually willing to adopt street dogs. The primary motive behind adoption is society's safety.

Moreover, low on budget, a society in general would be likely willing to adopt an Indie.

PAIN POINTS

- #1 Lack of information about Indies
- #2 Don't know which Indie dog breeds, and which one to adopt
- #3 Monthly expenses of owning an Indie
- #4 How much care do Indies require
 - food
 - daily routine
 - hygiene

- #5 Medical care
 - before adoption: vaccination
 - after adoption:
 - regular checkups
 - dog diseases
 - human vaccination

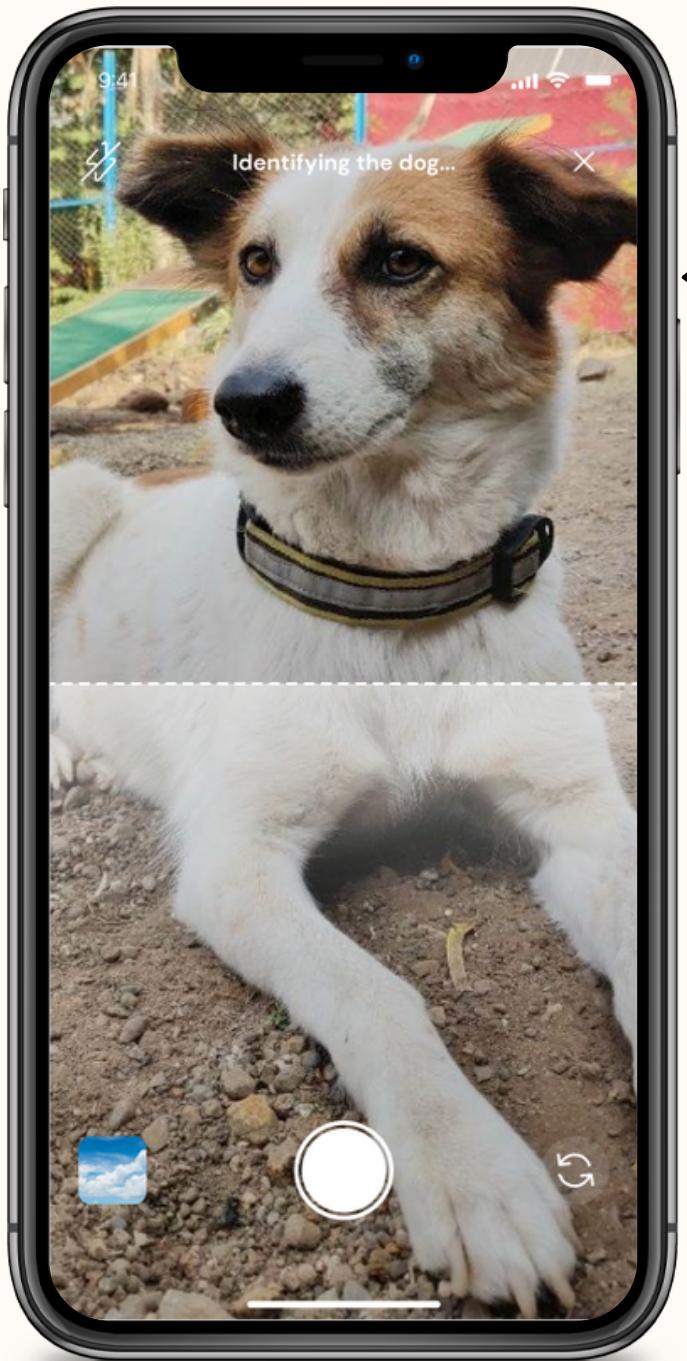
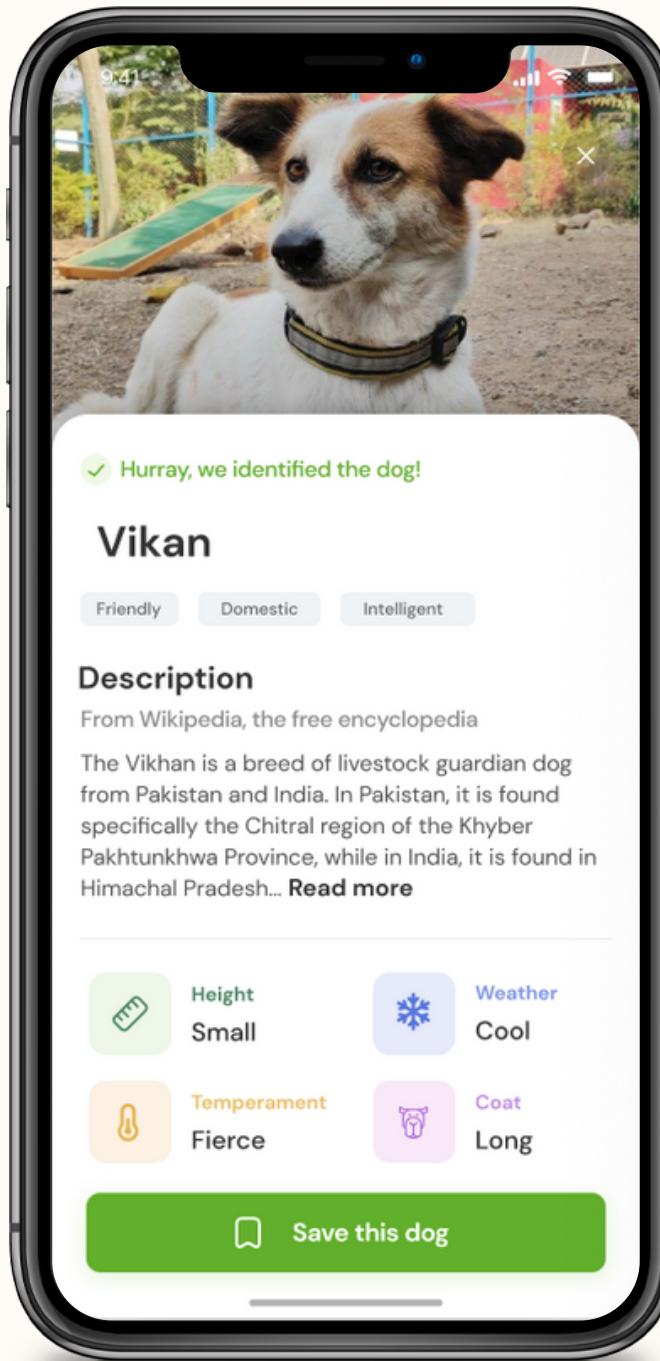
VALIDATING THE PAIN POINTS

- #1 From an independent survey conducted, inferences were deduced:
 - 0.004 percent of people own Indie dogs.
 - 0.07 percent of people own more than one dog.
 - 2 in 150 dog owner in Bangalore owns an Indie.
- #2 In a survey conducted in collaboration with The FIRP (Forum of International Relations and Public Policy) and Zibatech Wellness following inferences were deduced:
 - 1 in 100 people wishes to adopt an Indie but is short in the knowledge of adoption and care.
 - 1 in 40 people can't differentiate between various Indie breeds.
 - 1 in 8 never had a pet & are unaware of their monthly expenses and care requirements.
 - 17% were unaware of dog vaccines & diseases spread by the street dwellers.

Sample Space of survey- 2,700 from various Major cities

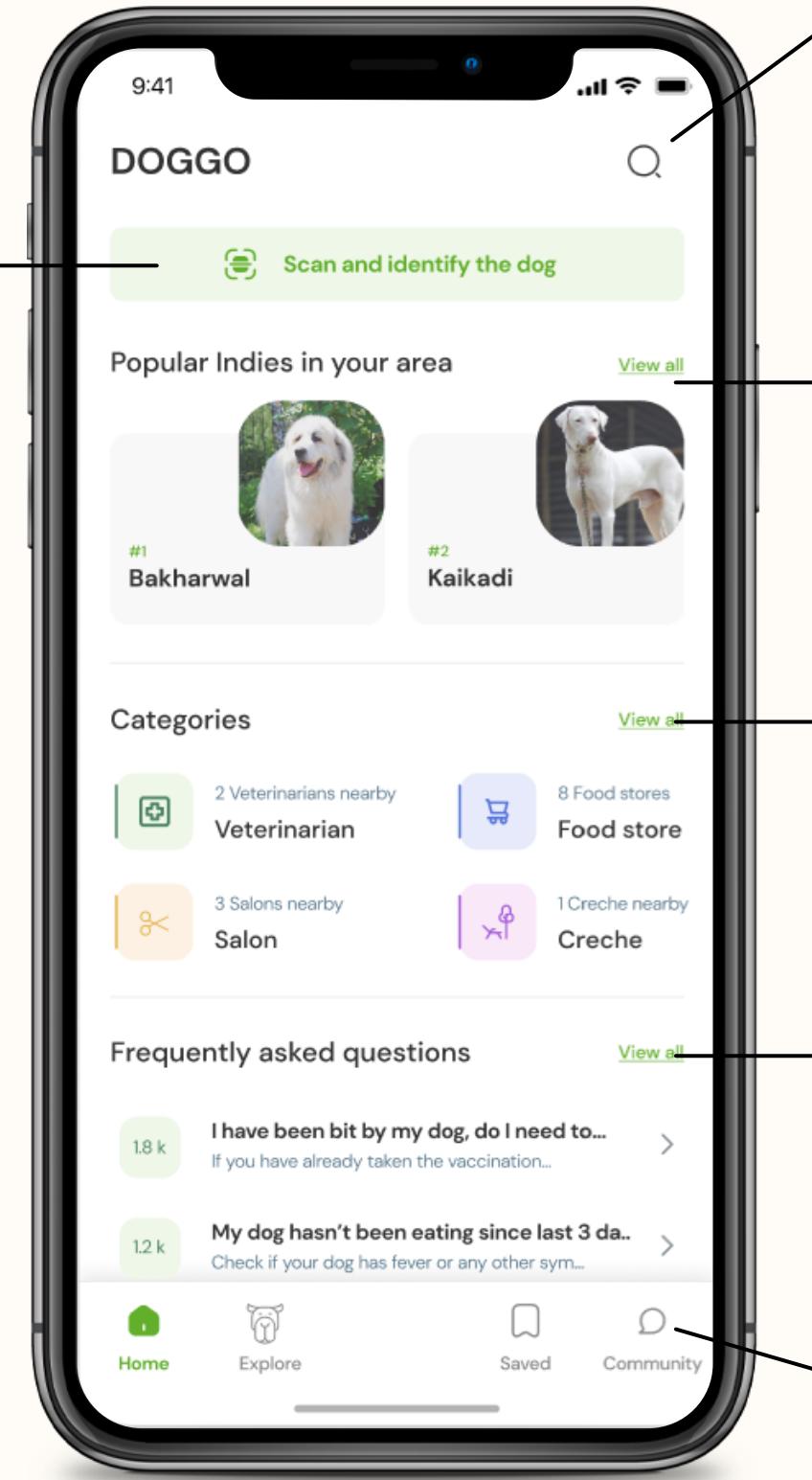
SOLUTION

To build a one-stop app "DOGGO" for every person who has ever wished to own a dog.



Found a dog cute? Want to adopt it but have no information about its breed, type, traits etc?

Click on the "scan" feature. The AI will identify the dog breed for you, and, give you all the information about that breed you will ever need. It will also tell if it is recommended to adopt that particular breed or not.



Search any dog breed and get all the info about it here

Shows the most popular Indie breeds that people are adopting nearby

Helps you find the right places for your dog; like dog salon, Veterinarian, dog food shops, etc, all of them near your neighbourhood

A one-stop solution to all the questions you will ever have before or after adopting an Indie

The community tab helps you connect with people who have already adopted an Indie. You can ask them about their experience, monthly expenses, etc, and form a closed group community.

Doggo

THE IMPACT

USER IMPACT

PAIN POINTS



- No information about Indies.
- Ends up adopting a foreign dog breed instead.

IMPACT



- DOGGO provides all the necessary information about Indies.
- Ends up adopting an Indie instead

USE CASE



Aman finds an adorable street dog and wants to adopt it but doesn't know anything about it. He opens the Doggo scan feature and gets to know everything about that dog...from breed to day care.

Now Aman can decide to adopt it with full confidence

CONVERSION INFOGRAPHIC*

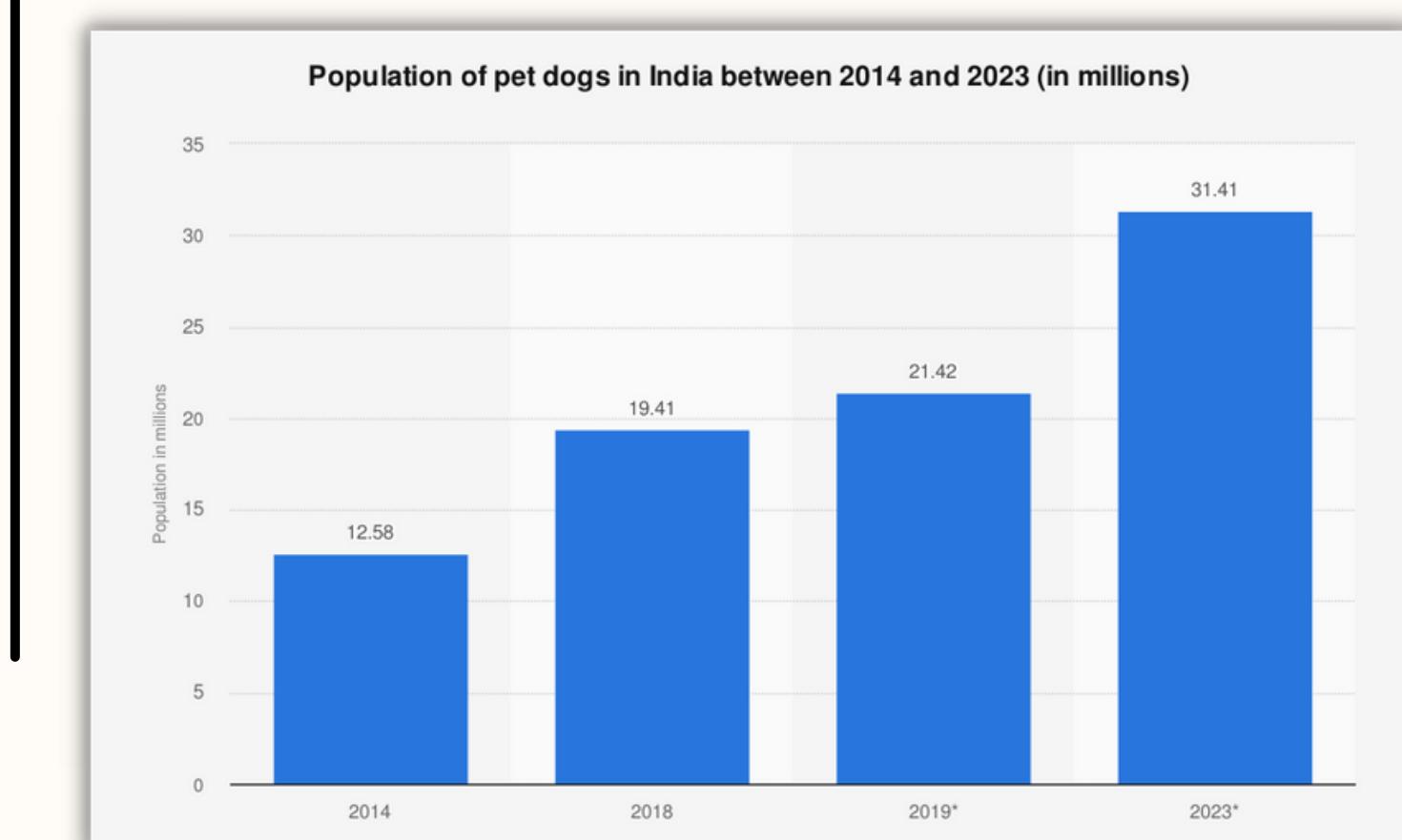


BUSINESS IMPACT

App not only for Indies

Since the app provides information about dogs in general, the market size and market share isn't limited to people who want to adopt an Indie.

Indian Pet care market is expected to reach INR 5457 crore by the end of the year 2025. It will be registering a compounded annual growth rate (CAGR) of more than 19%.



Government funding

There are multiple animal care organizations like PETA, KCI(Kennel Club of India) that work on animals welfare.

Thus the application can receive government support through various funding schemes like 'Stand up India', 'Venture capital scheme'

PRODUCT POSITIONING

DOGGO on my Mind , INDIE in my Heart

WHY



WHO



HOW



WHAT



WHEN/WHERE



PURPOSE

- #1 Help potential adopters to retrieve satisfactory information before adopting an Indie.
- #2 Help existing dog owners to schedule medical appointments. Locate spa, salon and dog food stores.
- #3 Provide philanthropists a platform to make a difference.

VALUES

- #1 Help Indie dogs to find a home.
- #2 Connect Indie dog owners and form a closed community
- #3 Boost business of Veterinarians, dog spas, salons, creches.

PROCESS

- #1 Requirement -> Location permission Camera permission
- #2 Availability -> Download application via Appstore, Playstore.
- #3 Awareness -> Collaboration with non-profit NGOs, social media influencers, run campaigns.

PRODUCT/SERVICE

- #1 Adoption of Indie Dogs
- #2 Appointment with veterinarians or for dog salon, creche.
- #3 Building a community of Indie owners to solve queries on adoption and day care.

INFRASTRUCTURE

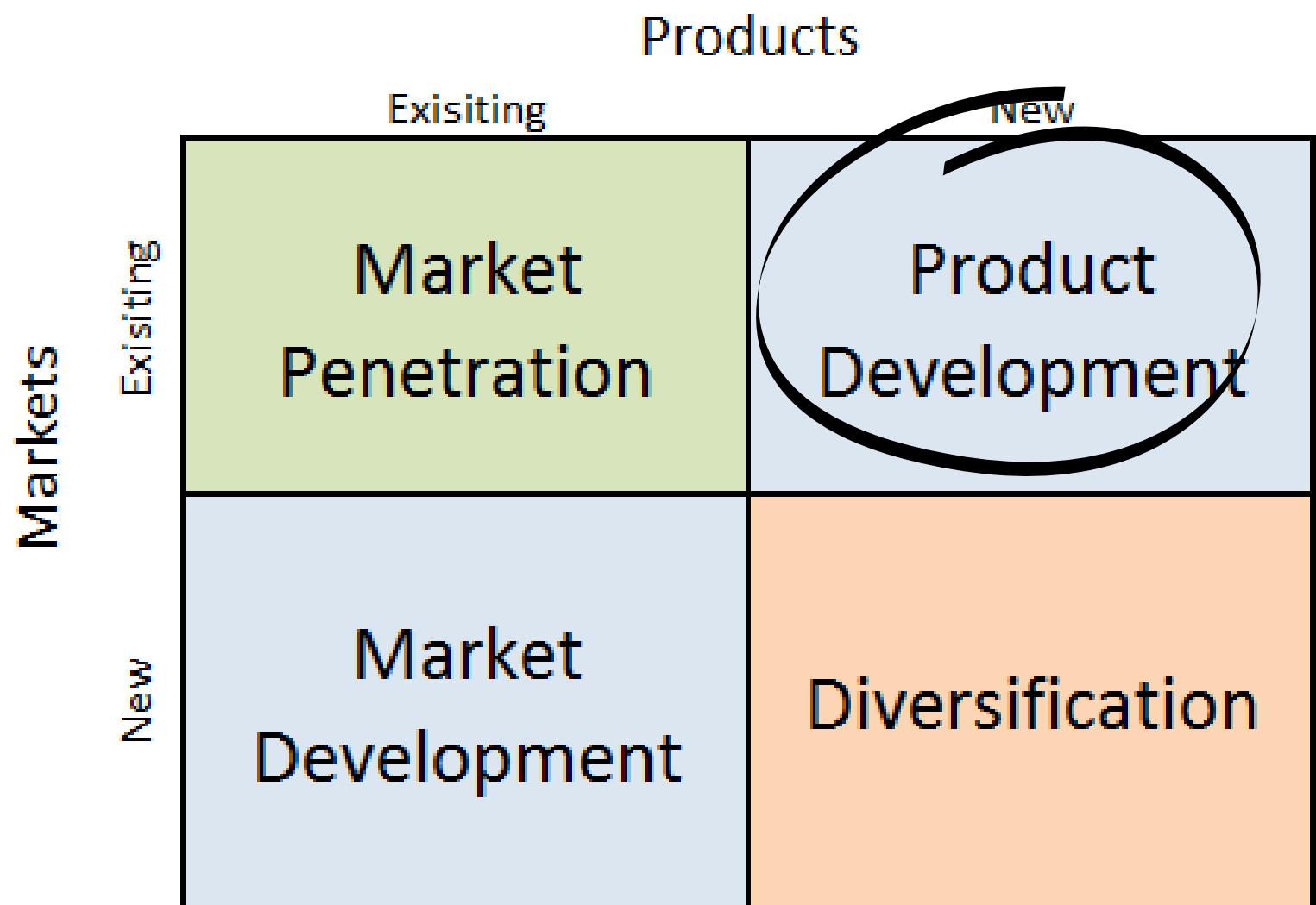
- #1 Appstore, playstore
- #2 Collaboration with NGOs, veterinarians and dog shop owner in major cities with population more than 1 million.(40 cities)
- #3 During Covid times, people are adopting dogs.

MORE EMOTIONAL &
INTANGIBLE

MORE RATIONAL &
TANGIBLE

PRODUCT AWARENESS

ANSOFF MATRIX



1. CREATE INTEREST

- Target audience via Social Media presence and ads.
- Collaboration with various NGOs who will further attract peers and potential adopters.
- Survey in form of a pop-quiz to generate interest and refer the application to friends and acquaintances.

2. MAINTAIN INTEREST

- Create content themes and develop expertise.
- Upvote or like system in FAQs to keep the user engaged in the Community section.
- Expand Community section using filters like same city , similar Indie breed or nearest creche

3. REWARD INTEREST

- Plan campaigns and events with NGOs.
- Create a loyalty program for veterinarians, dog shop owners, and Indie dog owners.

KPIs & SUCCESS CRITERION

MARKETING KPIs

User Growth Rate:

$((\text{Present} - \text{Past}) / \text{Past}) \times 100$

App Store Conversion Rate (CVR)

Percentage of users who download your app from the total number of users who visited your app store page

CTR (Click through Rate)

CTR measures the number of clicks your ad gets divided by the number of impressions or ad views that ad receives.

Uninstalls

PRODUCT KPIs

Daily Active Users (DAU)/Monthly Active Users (MAU)

Retention Rate

The number of users that come back or return after a given period has passed.

Session length:

Session length is the amount of time a user spends in your app.

Social Shares:

The number of times your app is recommended or shared on social media

BUSINESS KPIs

Average Revenue Per User (ARPU)

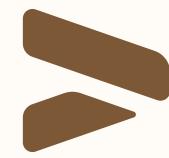
The average amount of value or cash generated per user via in-app purchases, ad impressions or clicks, subscriptions, paid downloads, or other forms of monetization.

Lifetime Value (LTV)

Avg value of a Conversion X Avg # of Conversions in a Time Frame X Avg Customer Lifetime

Customer Acquisition Cost (CAC)

Cost of Acquiring a New Customer / # of New Customers



Thank you!

**Feel free to approach
if you have any questions.**



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