**1.0 Product Name & Description**

Product name: Fetch-A-Walk

Description: Fetch-A-Walk mobile application provides a way for busy dog owners and dog enthusiasts to connect and be matched by location and other pre-determined filters to exchange desired services. A busy dog owner may connect with a dog lover, who may not have time for the long-term commitment of pet ownership, to set up dog walks or playdates with the owners dog, potentially when the owner cannot take the dog out due to work conflicts and or illness for example. Additionally, due to location specific filtering, Fetch-A-Walk app has the ability to link local owners to set up groups for dog playdates which in essence creates a potential for community networking centered around a strong common interest, love for dogs.

**2.0 Project Vision Statement**

*Vision Statement*: Provide busy dog owners and dog enthusiasts with a chance to connect via Fetch-A-Walk app to meet reciprocal needs.

**3.0 Product Vision Statement**

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| --- | --- |
| Target customer: | For dog owners and enthusiasts |
| Need or opportunity for customer: | Busy dog owners connect with dog lover who would walk their dog at a pre-determined time as well as provide connectivity to network of local dog owners and lovers |
| Category of product: | Fetch-A-Walk is a mobile application |
| Key benefit: | Ability to connect, on a local level, dog owners and enthusiasts and build potentially highly beneficial network for all involved |
| Competing alternative: | Differs from dog walking services, for hire services |
| Primary differentiation: | Fetch-A-Walk extends opportunity for community network building amongst fellow dog owners and lovers as well as meeting potential needs |

**4.0 Organizational Units Impacted**

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| Organizational Unit Impacted | Internal or External? | Description |
| Fetch-A-Walk’s marketing department | Internal | Manage promoting app; app only successful if enough of each group signs up/uses app. |
| Fetch-A-Walk’s development & UX department | Internal | Maintain updates on app and continue to improve UX |
| Fetch-A-Walk sales department | External | Attain revenue for company by signing up accounts for ad space |