

RFP: A Marketplace for Dog Sitters + Dog Owners

Intro & Goal

A website that makes it easier for dog owners to find a dog sitter-- especially in real-time. The goal is to create a beautiful, easy-to-use website that helps dog owners find dog sitters when they need it most. We want dog owners to feel secure, comfortable and at ease with their decision to book a dog sitter. We want dog sitters to feel excited to meet and care for a new dog.

Who's it for?

This is a two-sided marketplace. There are two main users:

1. Individuals who own dogs and may often or occasionally need to find a dog sitter
2. Individuals who have spare time and would like to earn some extra money dog sitting

Timeline

- 4 weeks

Scope of Project:

- Create a two-sided marketplace for dog owners and dog sitters which consists of:
 - Profiles of dog sitters
- A reliable rating system so that dog owners can feel safe with the dog sitter they are booking
- A messaging system so that dog sitters and dog owners can write to each other
- A payments system so that dog owners can pay dog sitters and the website can retrieve a 3% booking fee
- Notification center- when booking or message has been received

User Journey: Dog Owner

Context: A last minute business trip is sending me out of the city tomorrow for two days. I don't have any friends or family in the city, so I urgently need to find someone I can trust to take care of my dog.

I land on the website:

- I sign up for an account
- I browse through the site and filter for dog sitters who are readily available for the two days I am out of town
- I can review the top rated dog sitters and select someone who has multiple 5-star reviews

- I tap on a profile and see a little bit about the sitter, the approximate location of where they live (so I know how close the drop off location is), the cost of their services, and other customer testimonials
- I hit “book,” and input my credit card information
- I then receive information around where to drop off my dog, a window of time in which I can do so, and the dog sitters’ contact information
- I message the dog sitter to confirm that I will be dropping my dog off first thing in the morning
- When I come back from my trip and pick up my dog, I write a glowing review to the sitter!

Features needed for Dog Owner:

- Filter by location
- Input credit card/ payments
- Browse listings
- Make a booking
- Submit ratings
- Message my dog sitter

User Journey: Dog Sitter

Context: I am a part-time student and have some extra time on my hands! I’m an absolute dog lover and live right by a dog park.

I land on the website:

- I sign up for an account
- I fill out a profile about myself
- I input my availability via a calendar where I can select the days and times I’m available (like Google Calendar- I can drag an event for a few hours, or select the whole day)
- I receive a notification when someone has booked my services, and specifications on when the owner will drop off their dog
- After I finish the booking, I get paid and can see the customer’s review!

Features needed for Dog Sitter:

- Create a listing
- Create a profile
- Message my the dog owner
- Input my availability
- Notifications for when booking or message has been received

Mockups:

Signup/ Sign in:



Find the care your dog deserves

WHERE

Anywhere

DROP IN / DROP OFF

mm/dd/yyyy

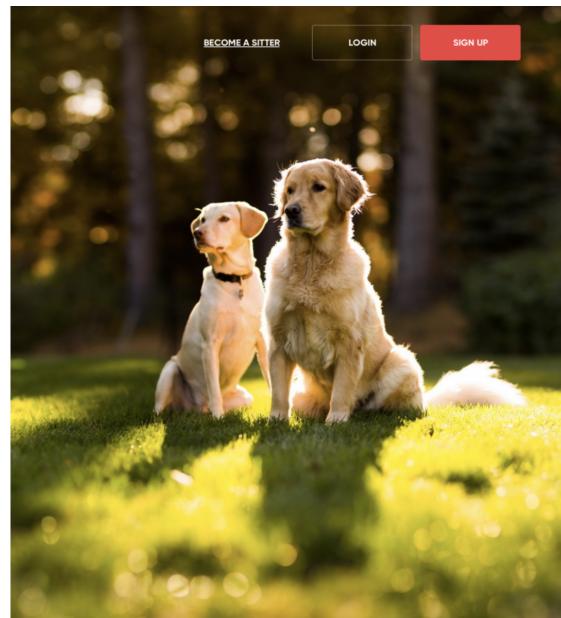
mm/dd/yyyy

FIND MY DOG SITTER

BECOME A SITTER

LOGIN

SIGN UP



Sign up

EMAIL ADDRESS

Your email

NAME

Your name

PASSWORD

Create a password

SIGN UP

Already a member? [Login](#)

Profile:

The screenshot shows the 'Edit Profile' page from the LovingSitter website. At the top left, there's a navigation bar with a paw print icon, the text 'LovingSitter.', and links for 'BECOME A SITTER', 'My Sitters', 'Messages' (with a notification dot), and a user profile picture. On the left side of the main content area, there's a sidebar with links for 'Edit profile', 'Profile Photo', 'Payment', 'Security', and 'Settings'. The main form is titled 'Edit Profile' and contains the following fields:

- FIRST NAME:** John
- LAST NAME:** Doe
- GENDER:** Male
- BIRTH DATE:** June 15, 1988
- EMAIL ADDRESS:** john-doe@gmail.com
- PHONE NUMBER:** No Phone number entered [Add a phone number](#)
- WHERE YOU LIVE:** Address
- DESCRIBE YOURSELF:** About you

A large red 'SAVE' button is located at the bottom of the form.

Setting availability and hourly rate

Setting to set if you are available for dog sitting

**Edit profile**

Profile Photo

Availability

Payment

Security

Settings

Edit ProfileI'M AVAILABLE 

AVAILABILITY More than 30 hrs/week

FIRST NAME John

LAST NAME Doe

GENDER Male

BIRTH DATE June 15 1988

EMAIL ADDRESS john-doe@gmail.com

PHONE NUMBER No Phone number entered

[Add a phone number](#)

WHERE YOU LIVE Address

DESCRIBE YOURSELF About you

SAVE

[Edit profile](#)**Profile Photo**[Payment](#)[Security](#)[Settings](#)**Profile Photo**

Be sure to use a photo that
clearly shows your face

[Upload a file from your device](#)

Delete photo

Under “Settings”:

- Uploading MAX 5 photos that can be included in the details page

Listings:

LovingSitter.

BECOME A SITTER LOGIN SIGN UP

Your search results

SEARCH: X

 <p>Norma Byers Loving pet sitter  Dog sitting, cat sitting, pocket pet and bird care</p> <p>📍 Toronto, Ontario \$14/hr</p>	 <p>Michael Carnahan Professional dog trainer  I would love to work with your dog</p> <p>📍 Toronto, Ontario \$20/hr</p>	 <p>Jessica Pearson Dog care helper  I had have dogs as pets for most or my life</p> <p>📍 Toronto, Ontario \$15/hr</p>
 <p>Charles Compton Passionate pet sitter  I provide dog walking and pet sitting services</p> <p>📍 Toronto, Ontario \$15/hr</p>	 <p>Charlotte Butler Animal lover  I am dog walker that can't wait to meet your pet!</p> <p>📍 Toronto, Ontario \$17/hr</p>	 <p>Joan Blakeney Loving pet walker  I have experience walking and working with dogs</p> <p>📍 Toronto, Ontario \$13/hr</p>

SHOW MORE

Profile Details Page. Book a sitter:

The screenshot shows a pet sitter's profile page. At the top, there's a navigation bar with a paw icon, the text "LovingSitter.", and buttons for "BECOME A SITTER", "LOGIN", and "SIGN UP". Below the header, there's a large image of a house with a tree in front, and a smaller circular inset image showing a woman holding a small dog. The sitter's name, "Norma Byers", is displayed in bold, with the subtitle "Loving pet sitter" and a location pin indicating "Toronto, Ontario". To the right, a booking form is shown with the rate "\$14/hr" and a 4-star rating. It includes fields for "DROP IN" (date: 16 june 2019, time: 12 pm) and "DROP OFF" (date: 17 june 2019, time: 12 pm). A red "SEND REQUEST" button is at the bottom. At the bottom left of the main profile area, there are two small images of dogs.

Norma Byers
Loving pet sitter
📍 Toronto, Ontario

About me

Animals are my passion! I will look after your pets with loving care. I have some availability for pet care in my home as well. I have 10 yrs experience at the Animal Hospital, and have owned multiple pets for many years, including numerous rescues. Kindly email, text or call me and I will respond promptly!

\$14/hr
★★★★★

DROP IN
16 june 2019 12 pm

DROP OFF
17 june 2019 12 pm

SEND REQUEST

Manage bookings:

[My Sitters](#)[Messages](#) •

YOUR NEXT BOOKING:

5 April 2020, 10-12 AM

Norma Byers

CURRENT BOOKINGS:

8 April 2020, 7-9 PM ACCEPTED

Charles Compton

30 March 2020, 8-12 AM DECLINED

Joan Blakeney

PAST BOOKINGS:

21 March 2020, 3-10 PM ACCEPTED

Michael Carnahan

April 2020

30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

- Modify/Accept/Deny requests
- Current bookings
- My scheduled appointments (My sitters page)

[BECOME A SITTER](#)[My Sitters](#)[Messages](#) •

Edit profile

Profile Photo

Payment

Security

Settings

Saved Payment Profiles:

VISA
**** * 2445
Exp. Date 11/24
John Doe

Mastercard
**** * 3551
Exp. Date 08/21
John Doe

[Add new payment profile](#)

Not in scope (for this version):

- cancel/ modify bookings

- Report user
- Saved past bookings
- Referrals

Inspirational sites:

- <https://www.airbnb.com>