

Product vision

A small startup is planning on developing an app called PetBook, designed exclusively for animals, to allow animal lovers and pet owners to connect and share content related to their animals. The problem that the PetBook app aims to solve is the lack of a dedicated online platform for pet owners and animal enthusiasts. With the increasing popularity of pets and animal-related content on existing social media platforms, there's a unique opportunity to create a dedicated space where users can interact, share, and engage in a community focused on pets.

The target audience that might be interested in this app is: pet owners and animal enthusiasts, shelters/rescue organizations, potential advertisers and sponsors (animal food manufacturers, pet shops). Users will have a dedicated space to share and engage with pet-related content, connect with other pet owners, and discover new content. Businesses, particularly those in the pet industry, will have a targeted platform for advertising and sponsorship opportunities.

Success can be measured by user engagement levels (such as the number of profiles created, posts shared, and interactions made), the growth of the user base, and the interest from advertisers and sponsors.

Key features include pet profile creation, content posting and interaction, a feed page for followed profiles, a discovery page for new content, a blog area, custom tags for posts, and a search functionality. Customers should remember the PetBook app as a unique, inclusive, and user-friendly platform.

By analyzing the market, we found two main competitors: Petzbe and Dogcha. The shortcomings of these apps are: inclusivity(Dogcha is made exclusively for dog content), compatibility(they are mobile apps, Petbook is going to be a web application, accessible on any device with a browser including desktop computers, laptops, tablets, and smartphones.). The Petbook app aims to be inclusive (catering to all types of pets, unlike Dogcha which is exclusive to dogs) and compatible (being a web application accessible on any device with a browser, unlike Petzbe and Dogcha which are mobile apps).

"Help our readers engage with news in a more transparent way."

Problem Statement

Casual news readers who typically read whatever appears in their social feeds are not proactive enough to seek out diverse sources

Product Vision Statement

Our vision is to burst (filter) bubbles with equal, unbiased access to news

Experience Principles

1. Make it open, unbiased, and non-judgemental
2. Make it part of my routine
3. Help me see the other side

Target Audience

Who is your offering for?
Who will be using this product?

News readers who typically only read news from social media news feeds

Audience Needs

What does your audience need?
What are their pain points?

To be in the know about current events

Frictionless access to news

Verified news from trusted sources

News presented in an unbiased or balanced way

Encouragement or support in breaking out of the normal filter bubble

To have the bubble broken!

Features

What are some features that might solve those needs or pains?

News presented in an objective way

News presented from opposing viewpoints

Verified fact-checking for X% of content

Test your ability to spot fake news

Connect with other readers via moderated discussion forum

The same news available in different formats: Article, video, podcast, tweet, and more

Unique Value Proposition

What makes your product special?
How are you different from the competition?

News your way: Choose your topic, then select your medium

Burst your bubble warning: Alternate reads suggested when you've consumed too much from the same angle

Experience Goals & Metrics

What does success look like?
How will you know you've won?

Equal consumption of content from different angles

Increase in amount of content consumed per day per user

Qualitative evidence that readers were more knowledgeable about both sides of a news story

Voice of the Customer

What does a happy user sound like?

"Now the news is part of my daily life"

"I'm much more willing to listen to the other side now compared with before"