

type of pet

cats

birds

dogs

service
animals

fish

exotic
animals

turtles

snakes

some animals
are not
allowed (tiger,
elephants,
dragons)

information

user
reviews

locations
update their
own pet
friendliness

yelp

Organized
pet-friendly
events

allergens
info

incentives

benefits for
participating
businesses

making
others
happy

more
customers

your
animal
explores
life

more
exposure for
businesses

type of activity

walks

animal
social
events

parks

eating in
restaurants

shopping

advertisement

pop-up
ad

instagram
ads

television
commercial

influencers

flyers

where to feed and water animal

pet stores
with food

stores
leave out
water
bowls

water
fountains for
animals and
humans

companies
give out food
for free
advertisement