



Project Proposal

Cattraction

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Introduction

Cat is one of the most popular pets around the world and almost everyone is glad to look at these lovely furry goblins. Since it is quite a big deal to raise a cat, instead of having a cat on his or her own, people may prefer to view them on the internet. What's more, for those who are eager to own a cat, it is always hard to start at the beginning or even for the experts, it is not easy to maintain the cat without any troubles.

Hence, a web as well as an app are urgently needed for cat lovers and owners, where for the lovers, they can browse cute videos and photos of all kinds of cats and share their thoughts and feelings with the other people. For the owners, they can acquire critical knowledge about how to keep a cat, like how to feed a cat correctly, how to notice the illness of a cat, etc.

Last but not least, it's possible to build up a worldwide cat community so that whoever has a cat or loves cats could join it and share information or get help in this fantastic community.

App Overview

The central idea of our App is that we provide an online community for cat lovers to share photos and information. We provide a platform to provide high-quality photo sharing and unique professional information service which allow cat lovers to

- Share high-quality cat photos and blogs
- Involve in the world biggest cat lover community
- Get certificated professional cat related service

Our web will have ranking algorithm and system to show popular cat photos in our home page, such to encourage users to post high-quality photos. It will be easy for users to get more likes and funs if their photos are recommended by our system.

It's extremely convenient in our web to get connected with other cat owners, easy to find cat hospital, cattery, cat food, and cat toy information. It's a new fashion way to social with cat. And we may create next generation of cat influencers.

Besides, the cat hospital, cat toy and cat food merchant are certificated by our website. Users will have a guarantee of service quality and put their beloved cat in a safe place.

Why it's a Killer App

What make us so killer and competitive is being integrated, comprehensive, and professional.

While people have many options to get the information they want, we must give them a most effective way. Our website highly integrates the resource from all aspects. Compared to other competitors like cat groups on Facebook, people can also know about cat adoption/purchasing, cat caring and even information about nearby pet hospitals. With a large volume of cat lovers, we have a big potential market.

Target Users

Cats have been the most popular animal on the Internet for years. A study by Dr. Jessica Gall Myrick, which created a survey on pet preference for 7,000 internet users, had shown that 96.9% of the people like cats and concluded that watching cat videos helps mood management. Therefore, what we aim to do is to attract those people and provide a platform to communicate or entertain with cat content.

Generally, our target users can be divided into three groups:

1. people who love cats but are not able to have a cat due to different reasons like allergy, constraints of rental house or financial concern. In the above study, about 20% of the cat lovers are not currently owning a cat and they could be a large volume of potential users.
2. Cat owners are welcomed to share their lives with cats in our community, posting photos and videos on the website.
3. Qualified shelters could use this platform to advertise for adoption.

Scope

The Project will contain a home page and several child pages. The home page will create customized feeding flow according to user's preference. The child pages will include categories including cat photo, cat food, cat toy, cat hospital, cat matching and cat adoption.

Some of the most important functionalities will include:

- User Profile
 - Username
 - Password
 - E-mail
 - Phone number
 - Address
- Cat Media Sharing
 - Photo and video sharing
 - Comments
 - Personal homepage
- Cattery
 - Official merchant profile
 - Product viewing page
- Cat Accessories Store
 - Official merchant profile
 - Product viewing page
- Cat Hospital
 - Official merchant profile
 - Reservation system
 - Cat diagnostic record
- Cat Matching
 - Mating request block
 - Automatically matching

Feasibility

From the technical view, we evaluate our project with a risk of low to moderate. Our website will be developed based on Spring-boot and deployed on AWS. The developing challenge for both frontend and backend are controllable. For the functional concern, since our website is highly professional on cat areas including almost all cat-related information, there are few competitors in the market. On the economic side, we believe our project could attract investment with a large potential. The most estimated cost is the advertisement cost.