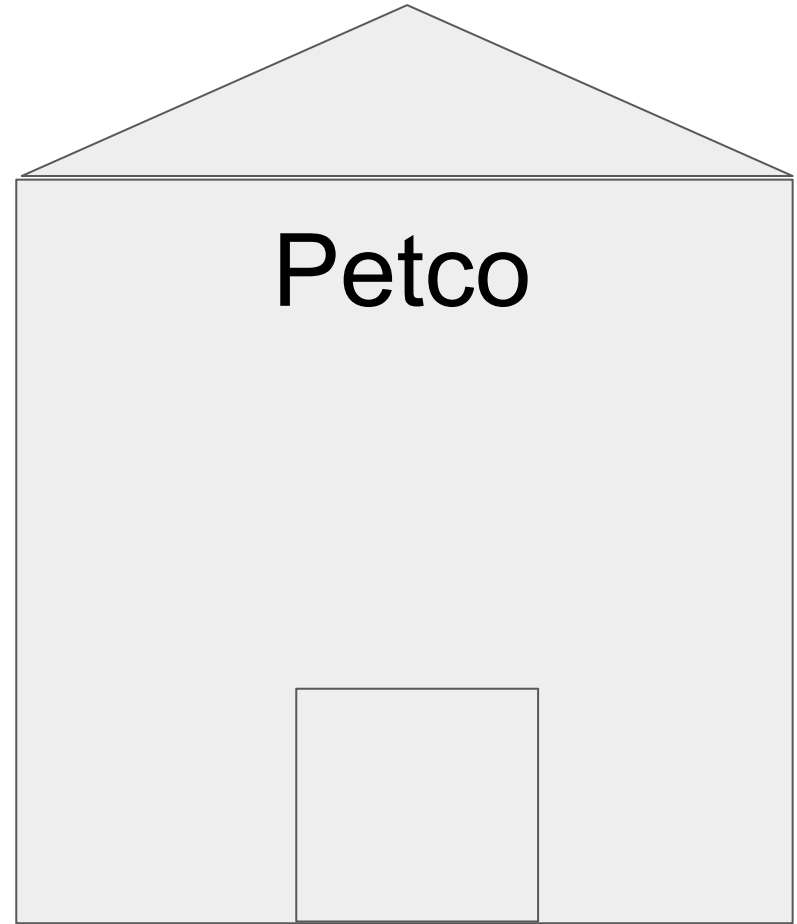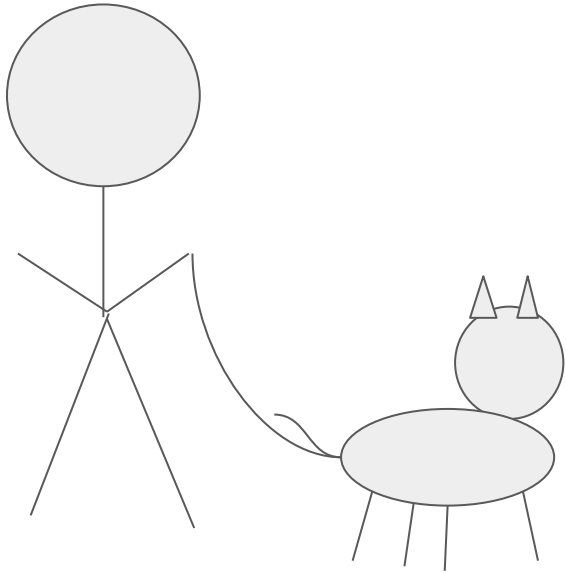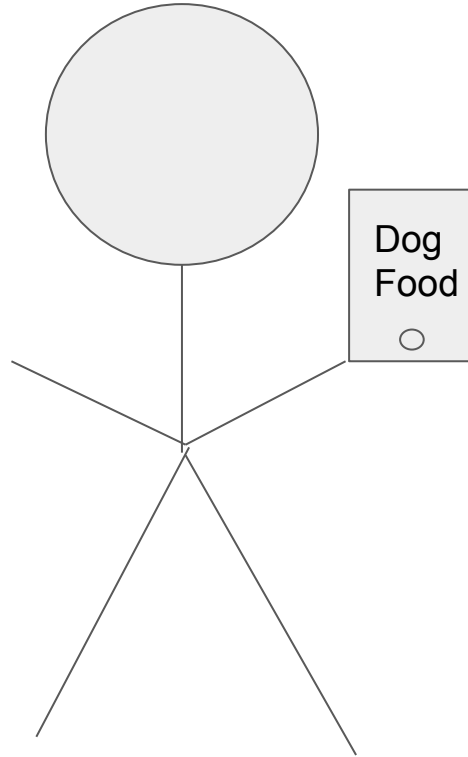James Beetle is a software engineer that needs help getting healthy and affordable food for his dog that has an allergy.

James goes to Petco every week and has to settle for the same old food that bothers his dog all the time

Petco

Dog
Food

○

James downloaded a new app that he heard about from
his close friend that his friend gets dog food from.

James fills out this survey about his dog to get customized dog food that is perfect for his criteria.

Dog Food App

Enter information about
your dog below:

Male/Female:_____
Weight:_____
Breed:_____
Allergies:_____

Price Range:

Low:_____
High:_____

Delivery or Pickup

☐ Delivery
☐ Pickup

This is the order confirmation screen to show what James ordered and where and when it will get shipped to.

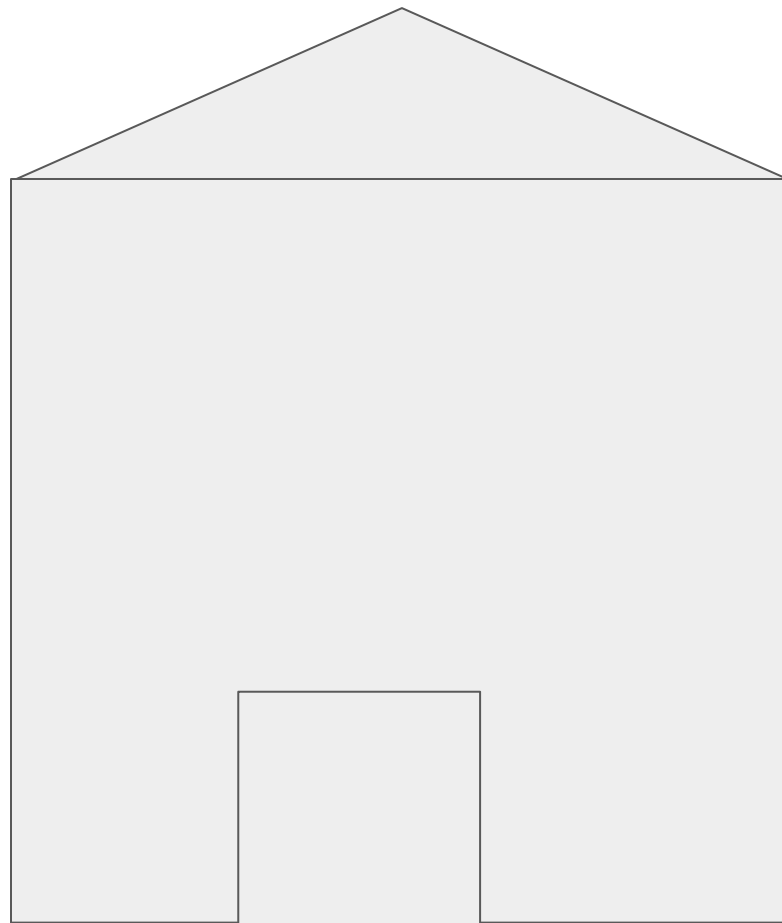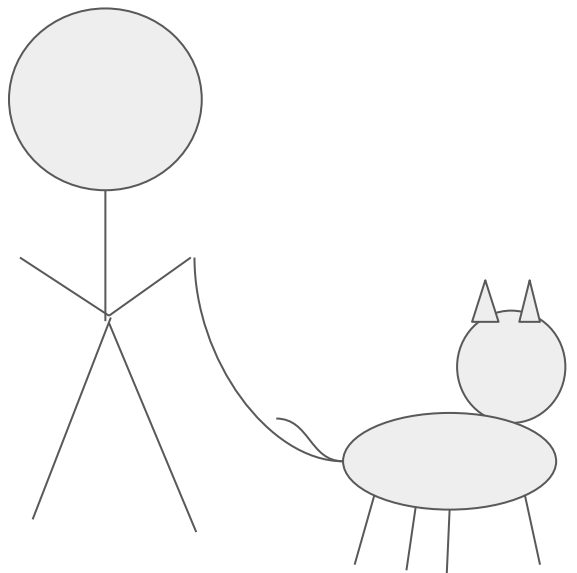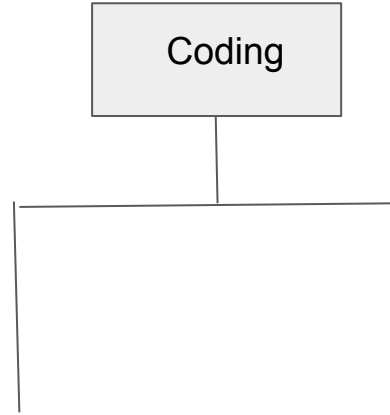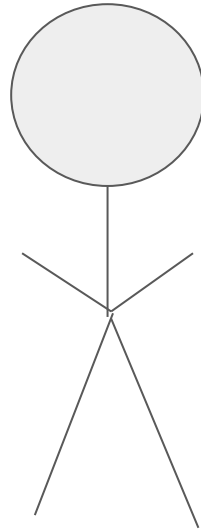# Thank you for your order, James!
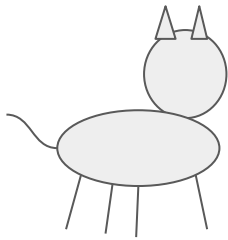
Order Number:1895748379

Order Details:
2x10lb turkey free dog food
2x5lb gluten free dog food

Shipping Address:
1675 Purnell Street, Seattle WA
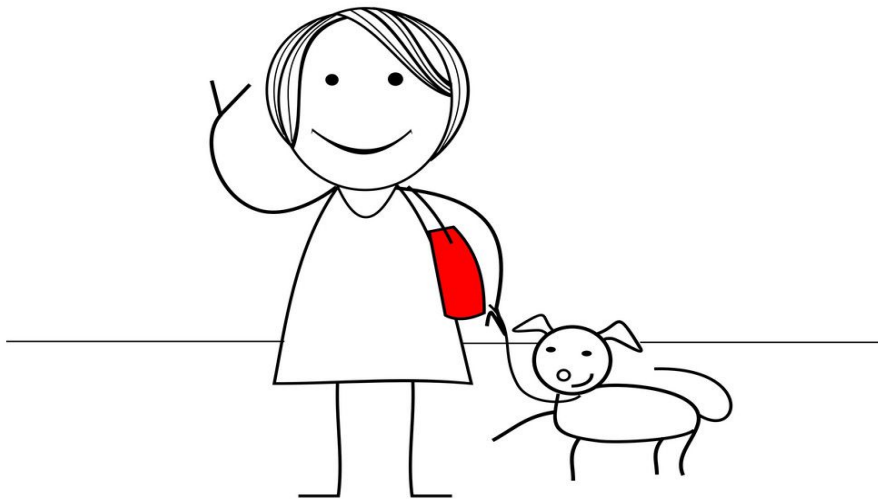
Estimated Delivery Date:
October 17th

James receives his dog food just
a few days after ordering!

Dog
food

Coding

James can go back to doing his job without worry of his dog being sick all the time!

Amelia Stevenson is a single dog owner living and working in the city of Chicago

Amelia is constantly overpaying for dog food and finds it hard to get to the store to buy more for her puppy.

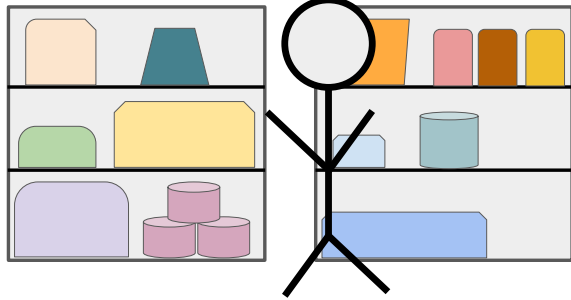She then downloads our app to help her with this problem.

Using the app, Amelia can compare prices of dog food and find the best type/ brand of food specific for her dog.
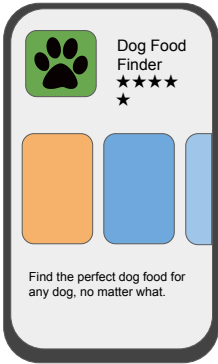
Amelia also takes advantage of the delivery options our app offers and uses the tool to show her where she can buy her specific brand closes to her.

Now Amelia is happy because she is saving money and time. Her dog is also happy because it is getting the correct nutrients from the right type of food

Tim has gotten his first dog, and finds himself unsure of which dog food would be the correct choice. He feels overwhelmed at all the different options, prices, and sizes.

Dog Food Finder
★★★★
★

Find the perfect dog food for any dog, no matter what.

Tim's partner finds an app that could help find the right food for their new puppy. They download the app in order to help Tim find what they need.
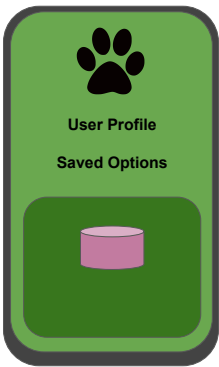
Food for you

Tim's and his partner use the app to find the right dog food and where to buy it.

Organic Puppy chow
$$
★★★★☆

Order Options

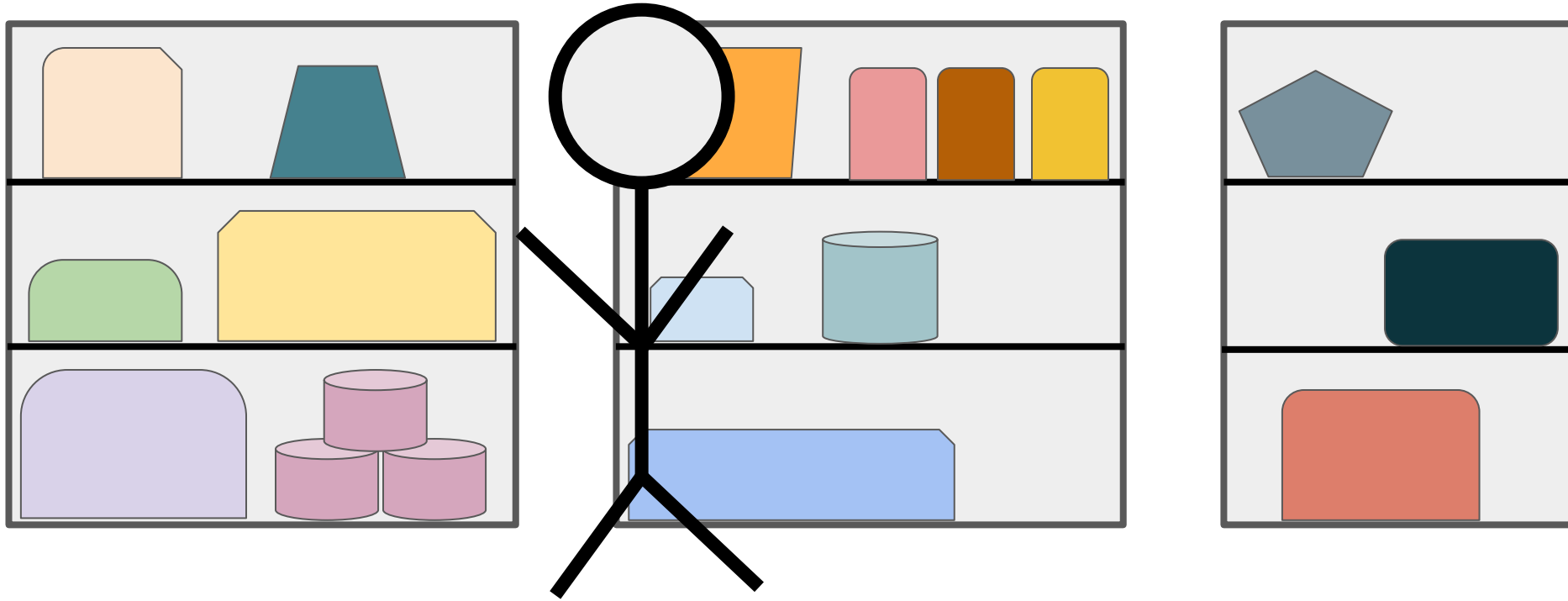**Pick Up** - PetStore (2.0 mi)

Delivery - Arrives in 3 days

Tim and his partner pick out a food that works for their dog's dietary need and their price range. From their options, they order the food for pickup at a local pet store.
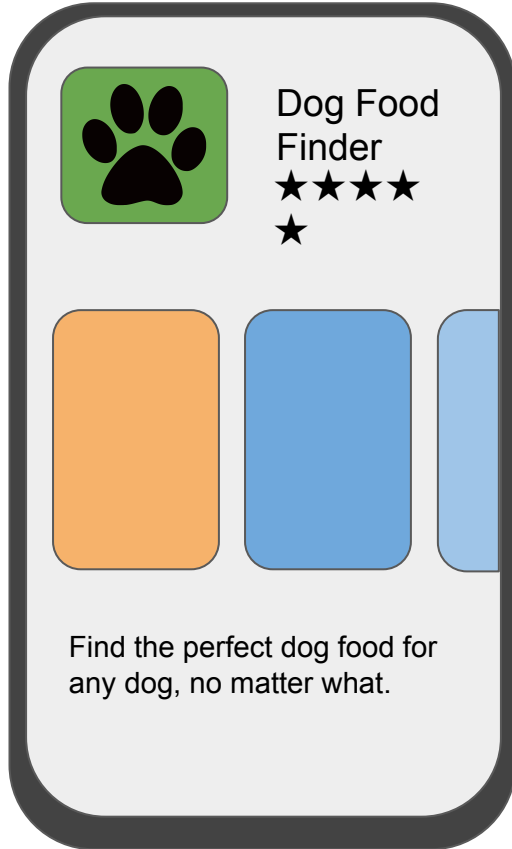
Without having to deal with the hassle choosing food at the store, Tim buys the food he wants and leave

User Profile

Saved Options

Tim likes the dog food he bought, so he saves the food for easy future purchase.
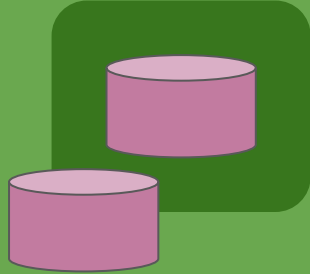
Tim has gotten his first dog, and finds himself unsure of which dog food would be the correct choice. He feels overwhelmed at all the different options, prices, and sizes.

Dog Food Finder
★★★★
★

Find the perfect dog food for any dog, no matter what.

Tim's partner finds an app that could help find the right food for their new puppy. They download the app in order to help Tim find what they need.

Tim's and his partner use the app to find the right dog food and where to buy it.

Organic Puppy chow
$$
★★★★☆

Order Options

Pick Up - PetStore (2.0 mi)

Delivery - Arrives in 3 days

Tim and his partner pick out a food that works for their dog's dietary need and their price range. From their options, they order the food for pickup at a local pet store.

Without having to deal with the hassle choosing food at the store, Tim buys the food he wants and leave
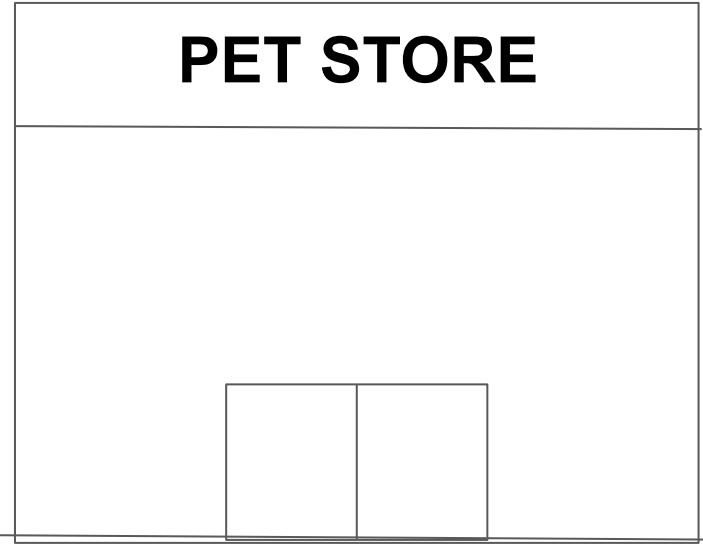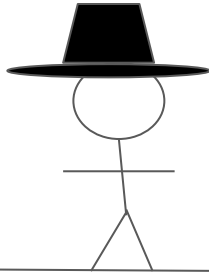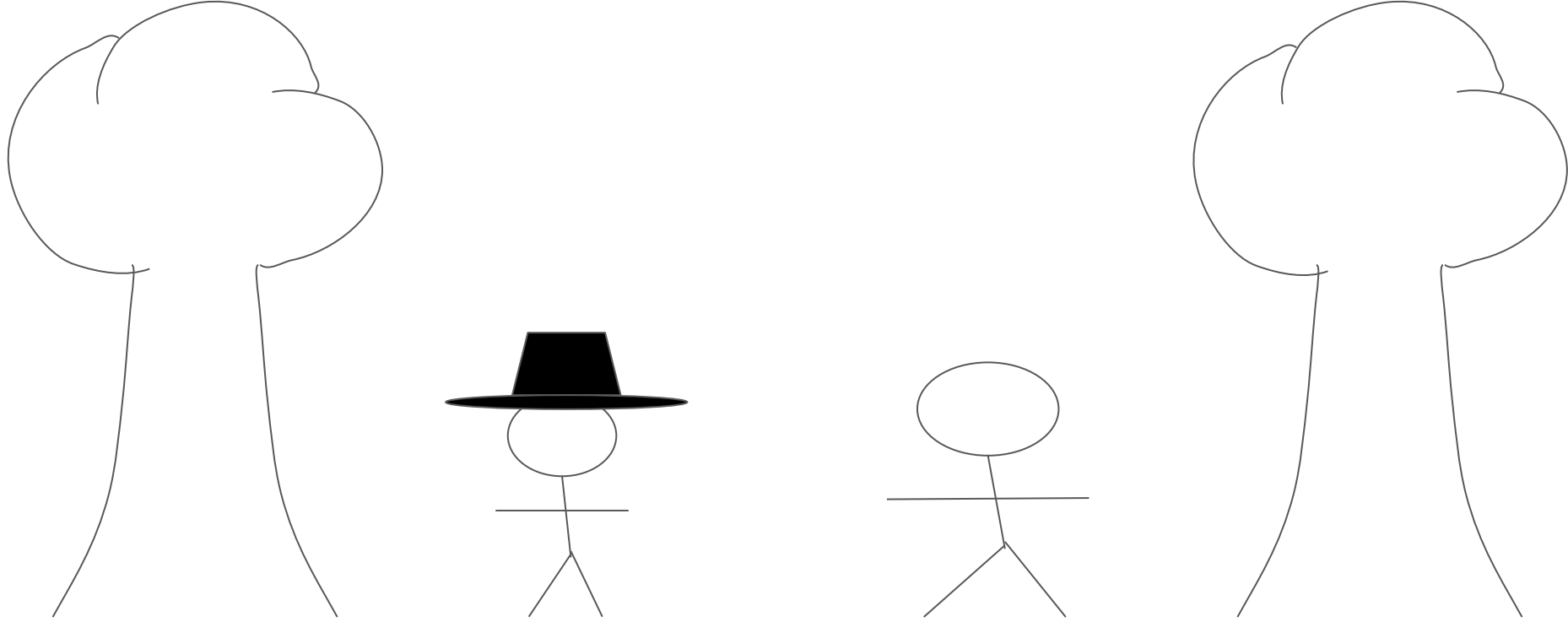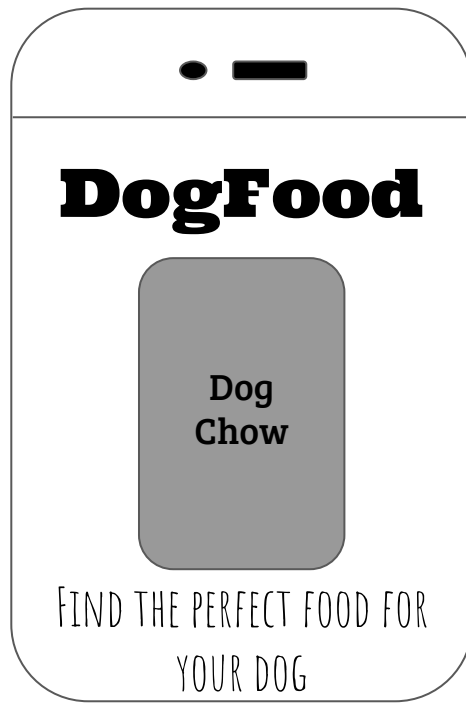
Tim likes the dog food he bought, so he saves the food for easy future purchase.
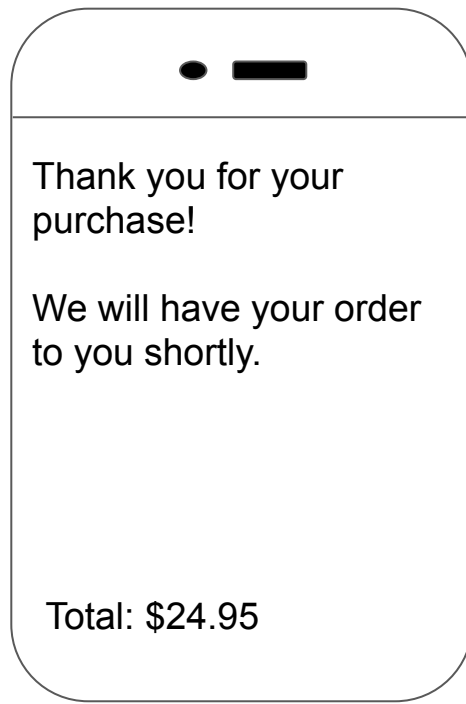
PET STORE

Jacob goes to Petsmart and over pays for food that he doesn't think is very good for his dogs. He looks and asks around for a better way to get dog food.
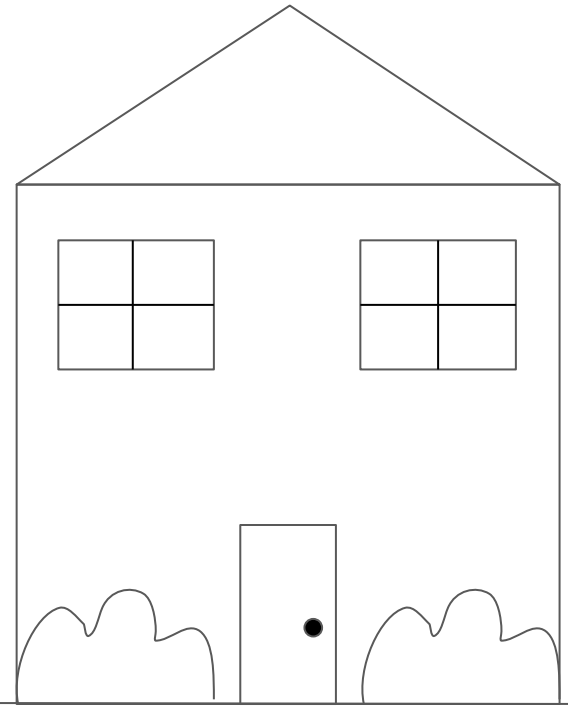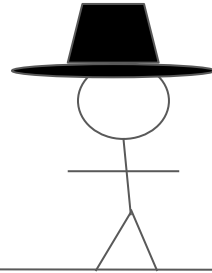
One day, Jacob and his friend are walking through the park and Jacob mentions his problem of not being able to find the right dog food. His friend mentions an app called DogFood. Jacob says he will try the app.
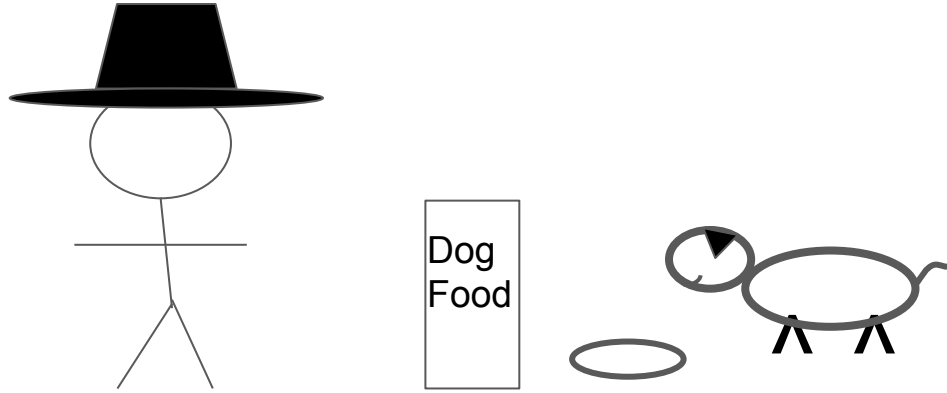
DogFood

Dog
Chow

FIND THE PERFECT FOOD FOR
YOUR DOG

Jacob finds the right dog food for the right price.

Thank you for your purchase!

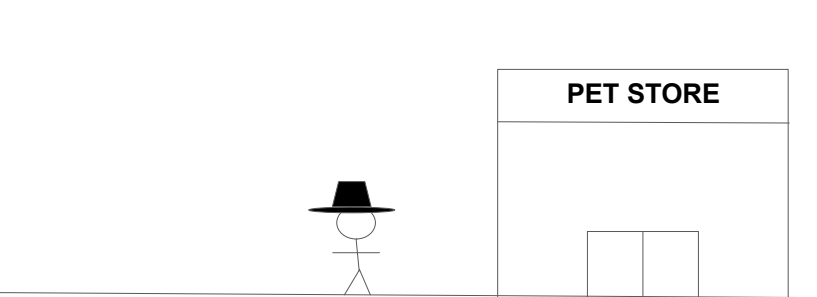We will have your order to you shortly.

Total: $24.95

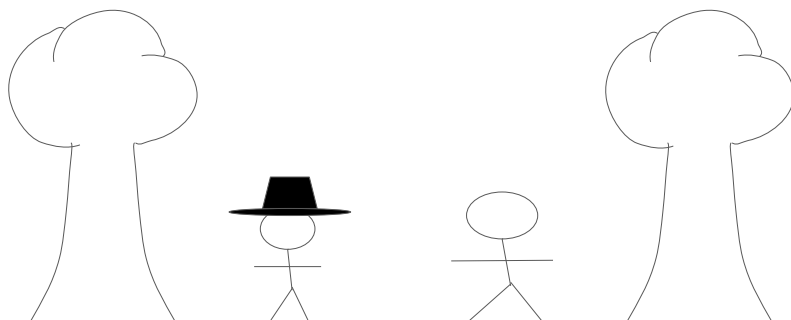Jacob purchased the perfect dog food from the app and shipped it to his house.

The dog food quickly arrived and Jacob was pleased with his purchase.

Jacob and his dogs were happy with the new dog food. Jacob began recommending it to his customers.
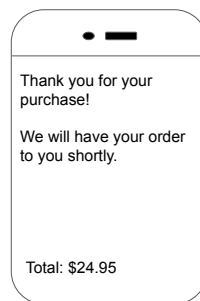
PET STORE

Jacob goes to Petsmart and over pays for food that he doesn't think is very good for his dogs. He looks and asks around for a better way to get dog food.
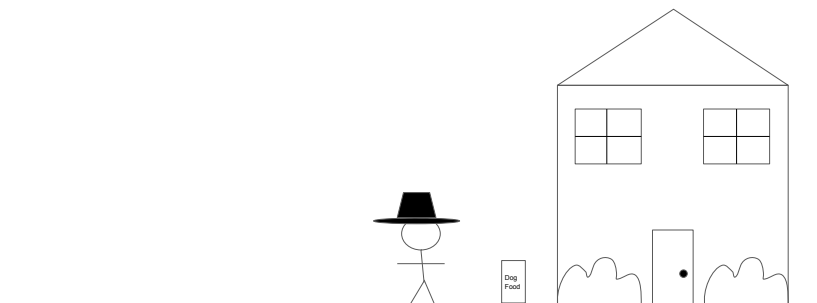
One day, Jacob and his friend are walking through the park and Jacob mentions his problem of not being able to find the right dog food. His friend mentions an app called DogFood. Jacob says he will try the app.
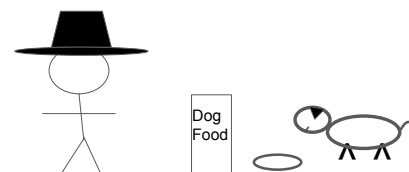
DogFood

Dog
Chow

FIND THE PERFECT FOOD FOR YOUR DOG

Jacob finds the right dog food for the right price.

Thank you for your purchase!

We will have your order to you shortly.

Total: $24.95

Jacob purchased the perfect dog food from the app and shipped it to his house.

Dog
Food

The dog food quickly arrived and Jacob was pleased with his purchase.

Dog
Food

Jacob and his dogs were happy with the new dog food. Jacob began recommending it to his customers.