Nutrition

- What ingredients are needed
- Makes sure it has essential vitamins and nutrients
- Dietary restrictions
- **Wet vs dry food**
- Recommended portion sizes for food
- Prescription food?

Type of Dog

- Does the type of dog affect the type of dog food it needs
- size of dog affects how big of a bag of food the person will need to buy
- Dogs need different food at different ages
- If the dog has health varying health conditions
- Some dogs are sensitive to certain ingredients. Make different versions of each food to include/not include certain ingredients

Location

- Some stores will not have all the different types of dog food
- Search multiple stores (online & physical stores?)
- Check availability for food at all stores nearby
- what store is best for the consumer
- Make it accessible in all areas so everyone can feed their pet the right food

Ordering

- Food subscription?
- Order shipping/pick-up in app?
- **delivery fee?**
- Cost of subscription?

Saving

- **Saves past orders**
- Suggested food based on pet info
- Profiles for pet, keeps pet's info in one place
- Rewards program to get points after buying the product multiple times

Recommendations

- User recommended food brands
- Vet input on food
- User reviews?
- Owners with similar dogs can see what others get
- Different recipes for dogs that are under weight/over weight

Price

- Price depending on size
- Coupons?
- discounts?
- Bulk purchase discount?
- Affordable for all

Ingredients

- plant based
- Non GMO ingredients
- meat based
- All organic recipe
- Real or Artificial ingredients
- Is the dog allergic to ingredients