



Sandy

-CARING FOR PETS
LOVINGY AND FRIENDLY!



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The Business Case

The Business Case | Root

Issue

- 58% households have pets
- 165 pets abandoned daily
- Lack of responsibility

Solution

- Manage busy schedules
- Manage unexpected situations
- Solve limited pet care options

The Business Case | Approach

- Mobile Application
- Offer a platform
- Connect pet owners to pet sitters
- Freemium model
- Two-sided matching system
- Provide:
 - Day-care
 - Walking
 - Feeding
 - ...

The Business Case | Goal

Pet Owners

- Stress-free
- Reliable
- Convenient








Pet Sitters

- Sit pets
- Earn money






Requirements

Requirements

Pet Owners

- Matching system interaction 
- Compare relevant options 
- Send requests 
- Fluent & easy flow 
- Pet management system 
- Chat interactions 
- Breathing rate monitor 

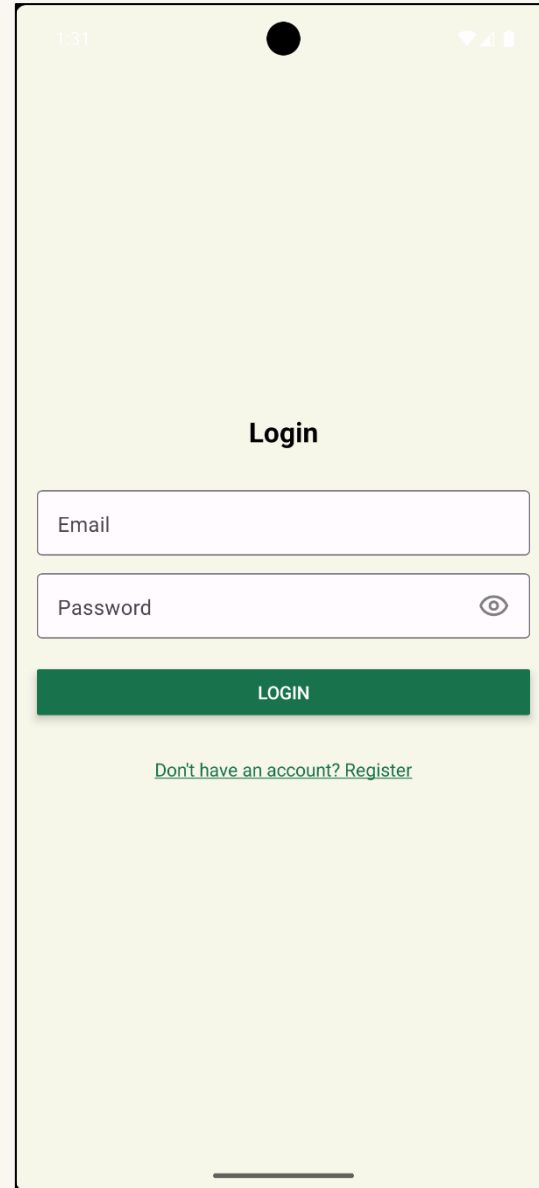
Pet Sitters

- Matching system interaction 
- Accept/deny requests 
- Fluent & easy flow 
- Profile management 
- Availability management 

Authentication

Login

- Email
- Password
- Switch to register




A mobile app login screen with a light green background. At the top, the status bar shows the time 1:31, a black circle for the camera, and signal/battery icons. The word "Login" is centered in bold black text. Below it are two white input fields with green borders: the first is labeled "Email" and the second is labeled "Password" with a green eye icon on the right. A solid green button with the text "LOGIN" in white is centered below the fields. At the bottom, the text "Don't have an account? Register" is displayed in a smaller green font. A thin horizontal line is at the very bottom of the screen.

1:31

Login

Email

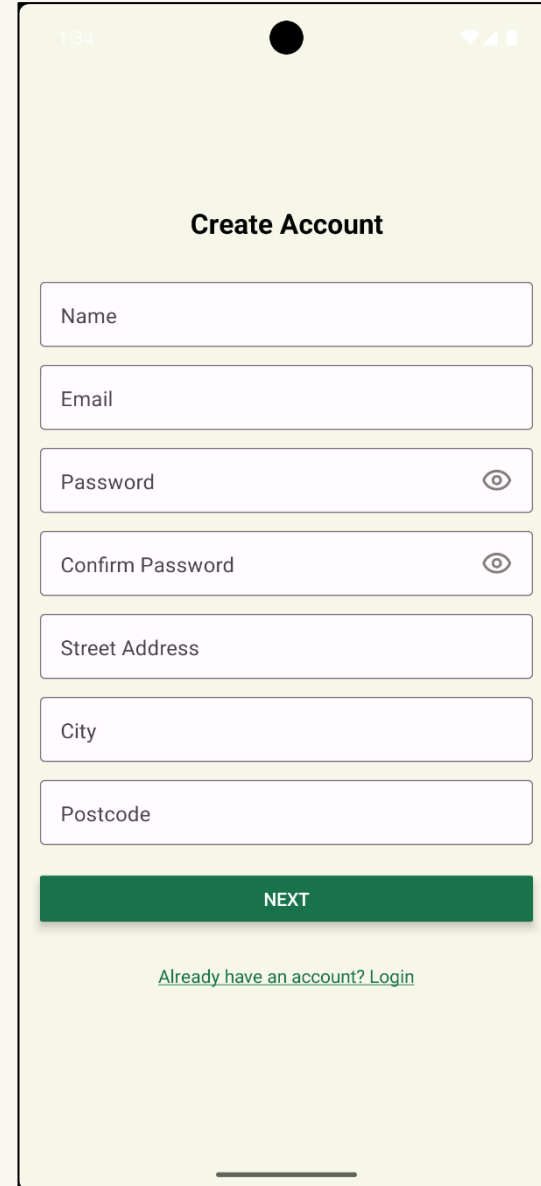
Password 

LOGIN

[Don't have an account? Register](#)

Registration | Create Account

- Personal Details
- Start onboarding
- Switch to login


A mobile app registration form titled "Create Account" on a light green background. The form includes input fields for Name, Email, Password, Confirm Password, Street Address, City, and Postcode. The Password and Confirm Password fields have eye icons for toggling visibility. A dark green "NEXT" button is positioned below the input fields. At the bottom, there is a link that says "Already have an account? Login". The top of the screen shows a status bar with the time 1:34 and signal icons.


1:34

Create Account

Name

Email

Password 

Confirm Password 

Street Address

City

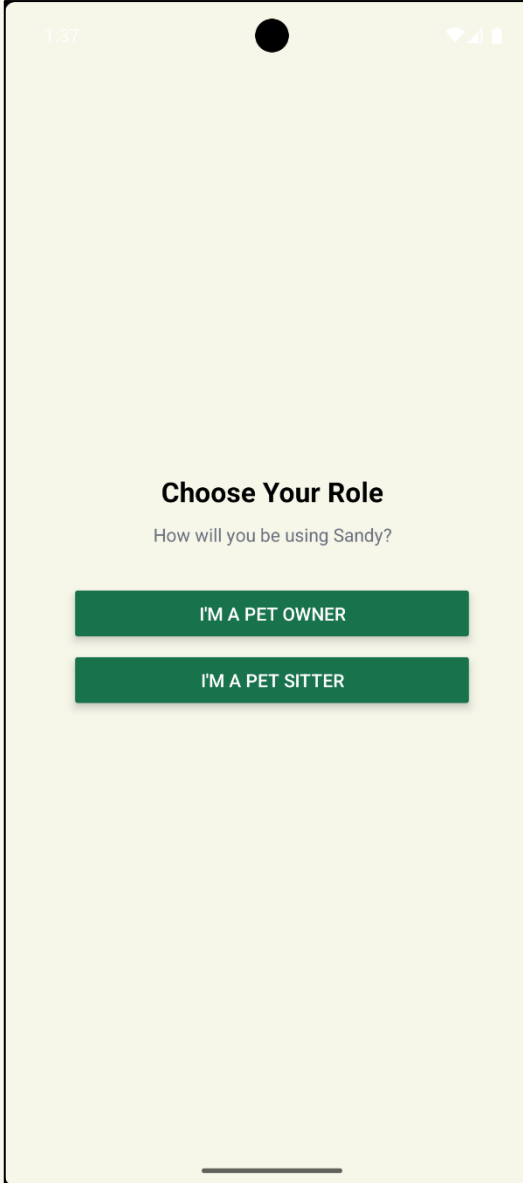
Postcode

NEXT

[Already have an account? Login](#)

Registration | Role Selection

- Pet Owner
- Pet Sitter



A mobile app registration screen with a light green background. At the top, the status bar shows the time 1:37 and signal icons. The main heading is "Choose Your Role" in bold black text, followed by the subtitle "How will you be using Sandy?". Below this are two green buttons with white text: "I'M A PET OWNER" and "I'M A PET SITTER". The screen is framed by a black border, and a home indicator bar is visible at the bottom.

1:37

Choose Your Role

How will you be using Sandy?

I'M A PET OWNER

I'M A PET SITTER

Pet Owner Journey

Registration | Subscription

- Basic
- Upgraded Basic
- Premium

1:40

Choose Your Subscription

Select a plan that works best for you as a Pet Owner.

Basic

\$0/mo

✓ 1 Pet Allowed

✓ Cats & Dogs Only Supported

✓ 5 Requests/Day

✓ Basic Service Package

✓ 5% Booking Fee

✗ Ad-free Experience

Upgraded Basic

\$5/mo

✓ All perks from Basic Plan

✓ Ad-free Experience

Premium

\$9/mo

✓ Unlimited Pets Allowed

✓ All Pet Species Supported

✓ Unlimited Requests

✓ Extended Service Package

✓ 2% Booking Fee

✓ Ad-free Experience

PREVIOUS

NEXT

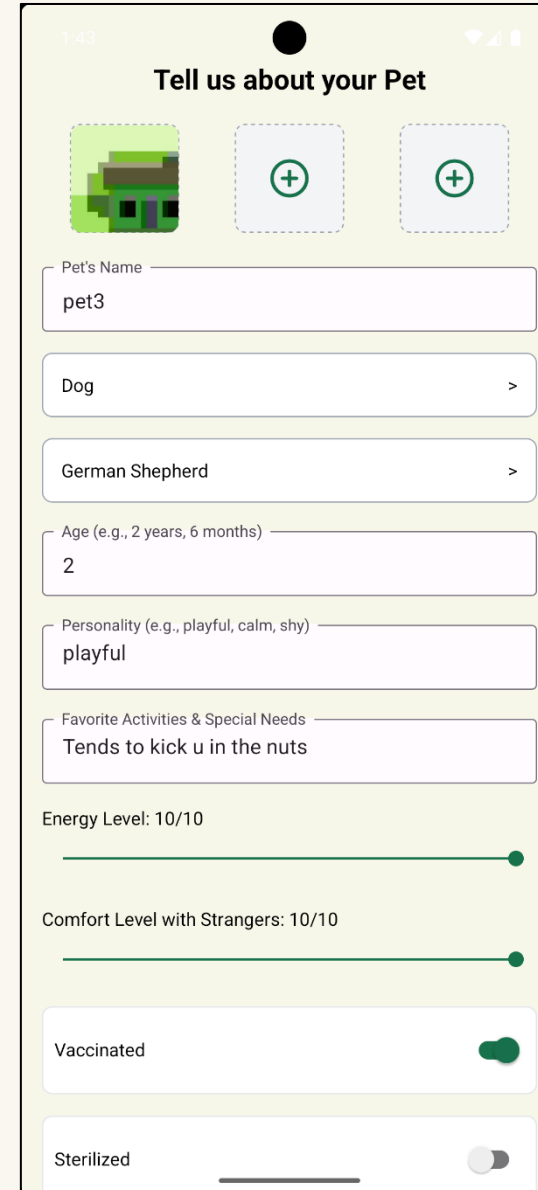
Registration | Add pets

- Add pet
- Edit pet
- Delete pet






Registration | Add pets

- Add individual pet details



1:43

Tell us about your Pet

Pet's Name

Dog >

German Shepherd >

Age (e.g., 2 years, 6 months)

Personality (e.g., playful, calm, shy)

Favorite Activities & Special Needs

Energy Level: 10/10

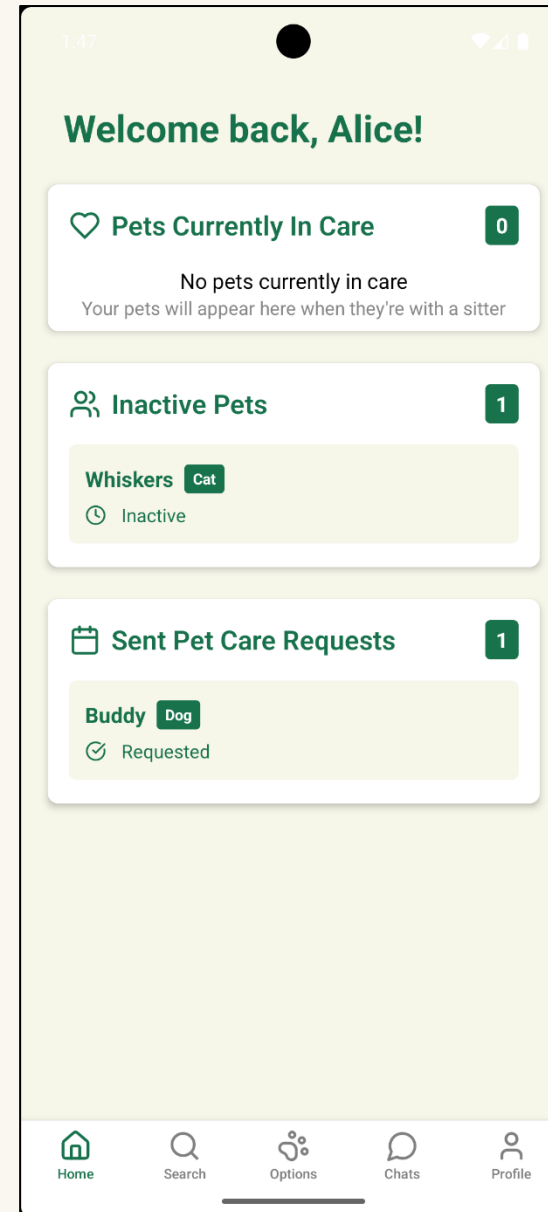
Comfort Level with Strangers: 10/10

Vaccinated ☒

Sterilized ☐

Home

- Greeting
- Pets in care
- Inactive pets
- Sent pet care requests



Search | Filters

- Select a pet
- Start & end dates
- Location
- Service Package


1:51

Find a Sitter

Select Your Pet(s)

Buddy (Dog) ☒

Whiskers (Cat) ☐


 Dates

From Date (YYYY-MM-DD)

2025-12-12

To Date (YYYY-MM-DD)


2025-12-14

 Location

My Home ☒

Current Location ☐

Custom ☐

 Service Package

Home

Search

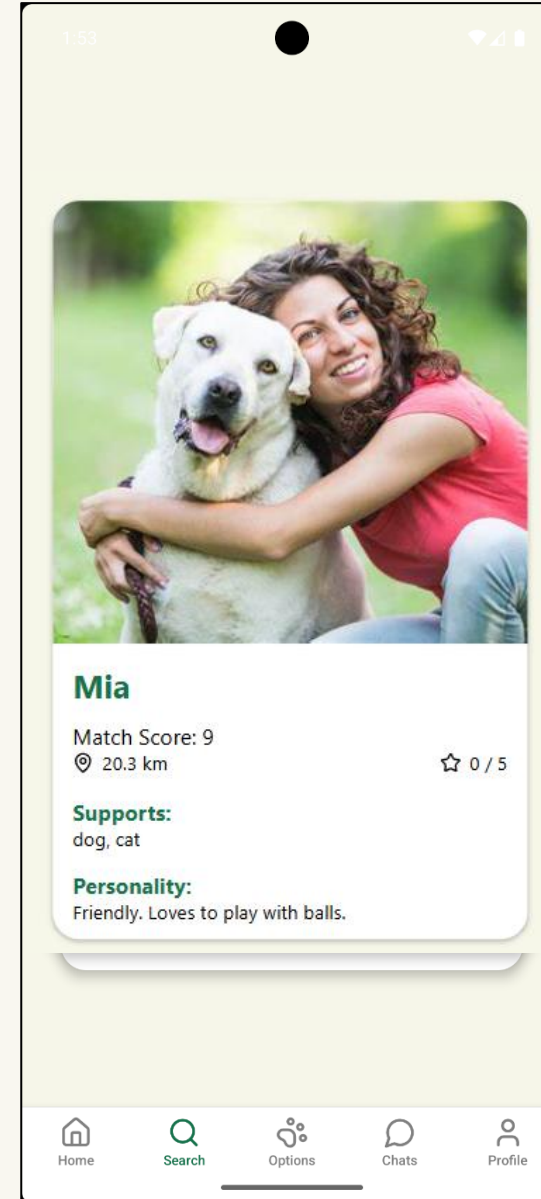
Options

Chats

Profile

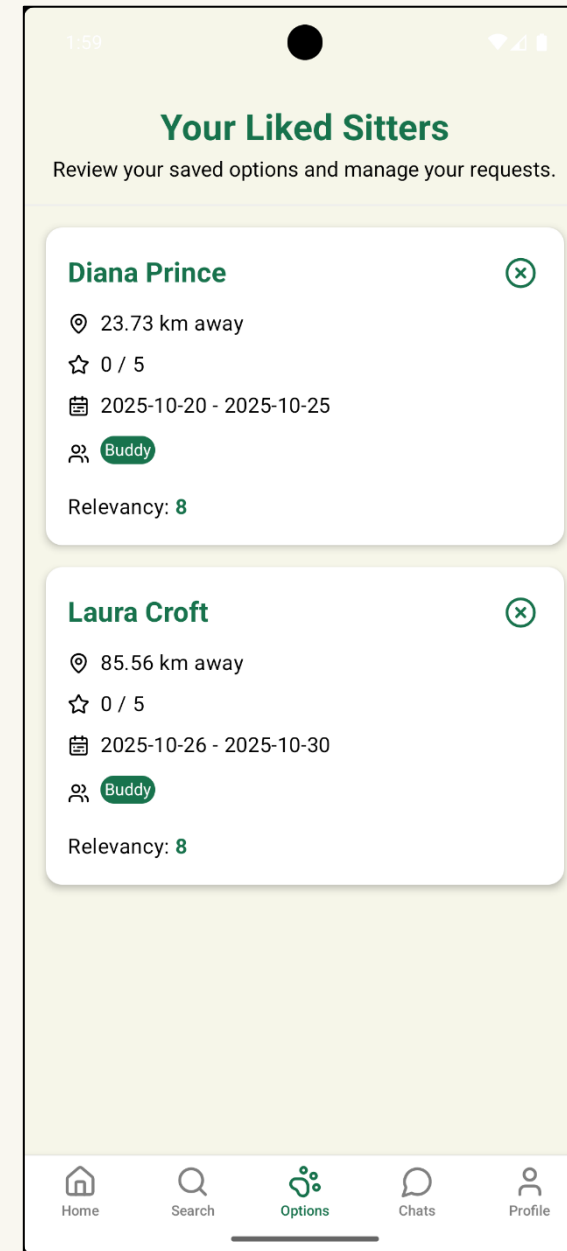
Search | Results

- Matching sitter cards
 - Name
 - Match score
 - Distance
 - Pets supported
 - Personality
- Using AI for matching personalities



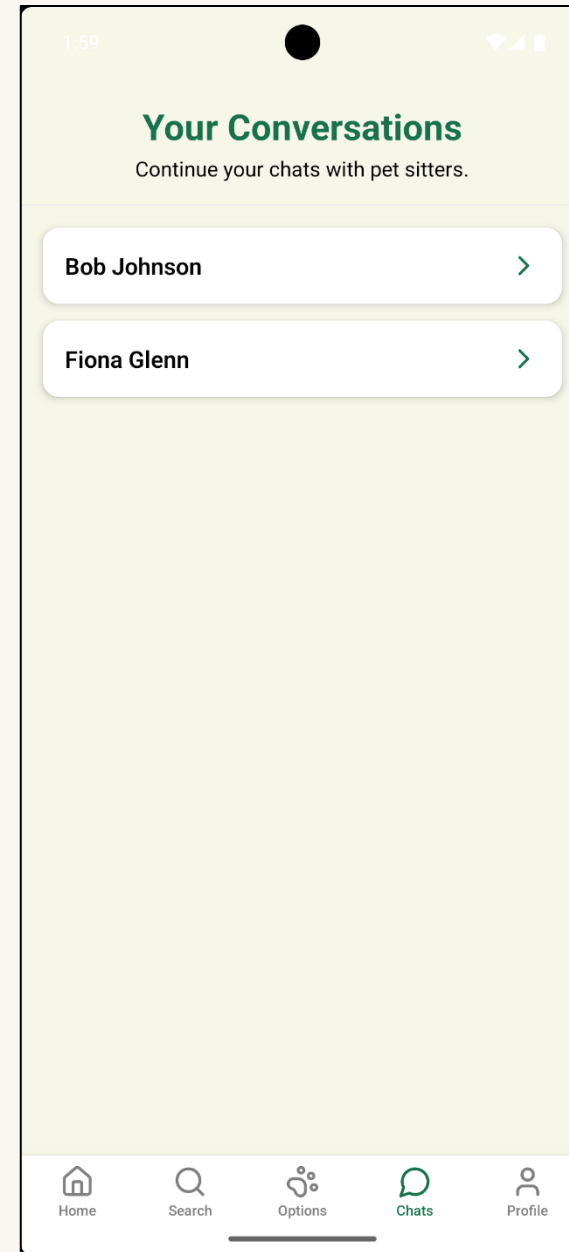
Options

- Liked sitter cards
 - Distance
 - Rating
 - Dates
 - Pets chosen
 - Relevancy



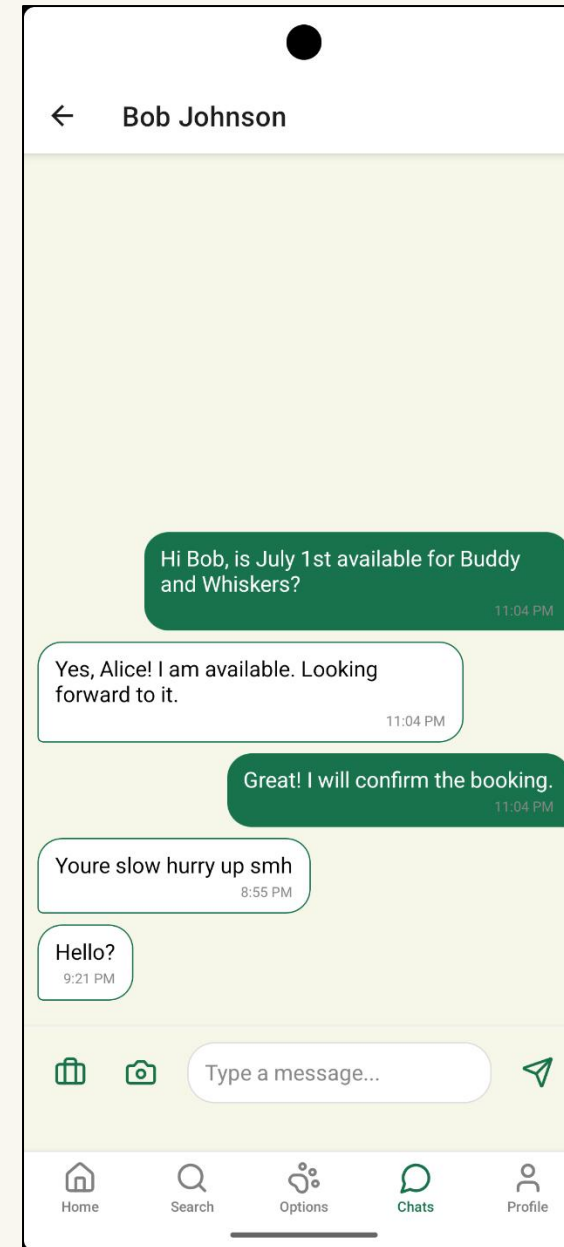
Chats | All

- All open chats
- Accepted requests by sitters



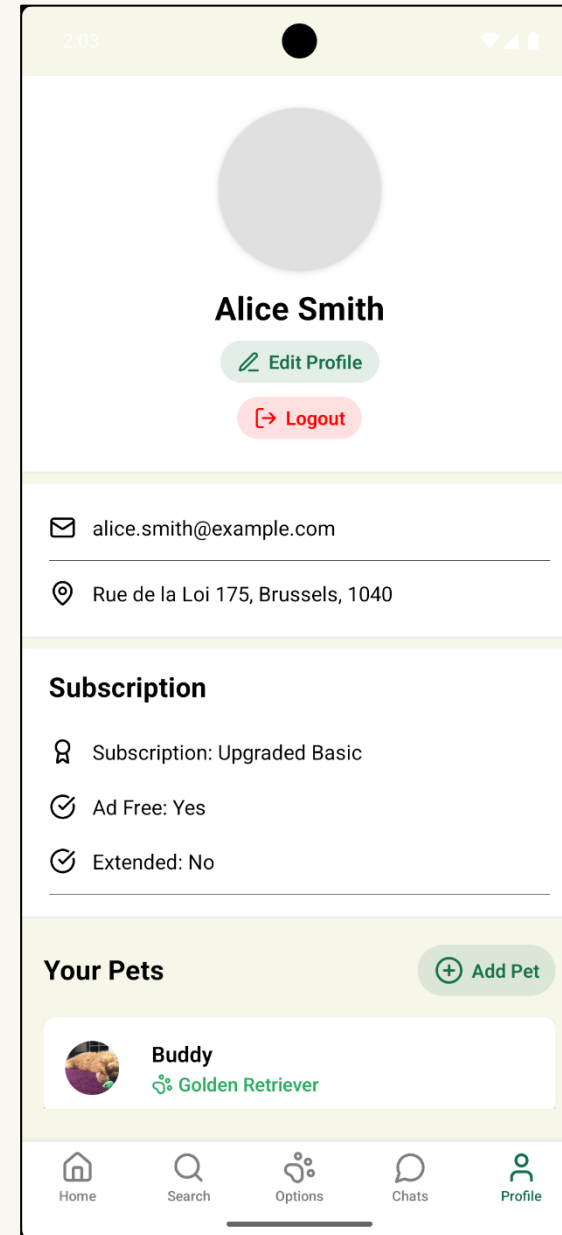
Chats | Single

- Conversation with sitter
- Pictures updates
- In-chat booking confirmation
- Real-time socket connection



Profile

- Personal information
- Edit profile
- Subscription type
- Your pets
- Add a pet
- Logout



Pet Sitter Journey

Registration | Subscription

- Basic
- Part-time

2:11

Choose Your Sitter Subscription

Select a plan that suits your pet sitting availability and goals.

Basic Sitter**\$0/mo**

✓ Cats & Dogs Only Supported

✓ Sit up to 2 Pets/Week

✓ 5% Booking Fee

✗ Pet Insurance

✗ Pet Sitting Training

✓ Ad-supported Experience

Part-Time Sitter**Get Paid**

✓ All perks from Basic Plan

✓ Ad-free Experience

PREVIOUS

NEXT

Registration | Profile (1)

- Year of experience
- Days/hours available

2:12

Your Experience & Availability

Tell us about your experience and when you're available to sit.

Years of Experience

Availability

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☐ Sunday

☐ Always Accept Requests?

PREVIOUS

NEXT

Registration | Profile (2)

- Bio & Motivation
- Profile picture
- Select Pet type to sit

2:15

Complete Your Sitter Profile

Share more about yourself and the pets you can care for.

Personality & Bio

Describe your personality, and a bit about yourself...

Motivation

Why do you enjoy pet sitting? What makes you a great sitter?

Upload 3 Profile Photos

UPLOAD PHOTO (0/3)

Pets You Can Sit

Cats

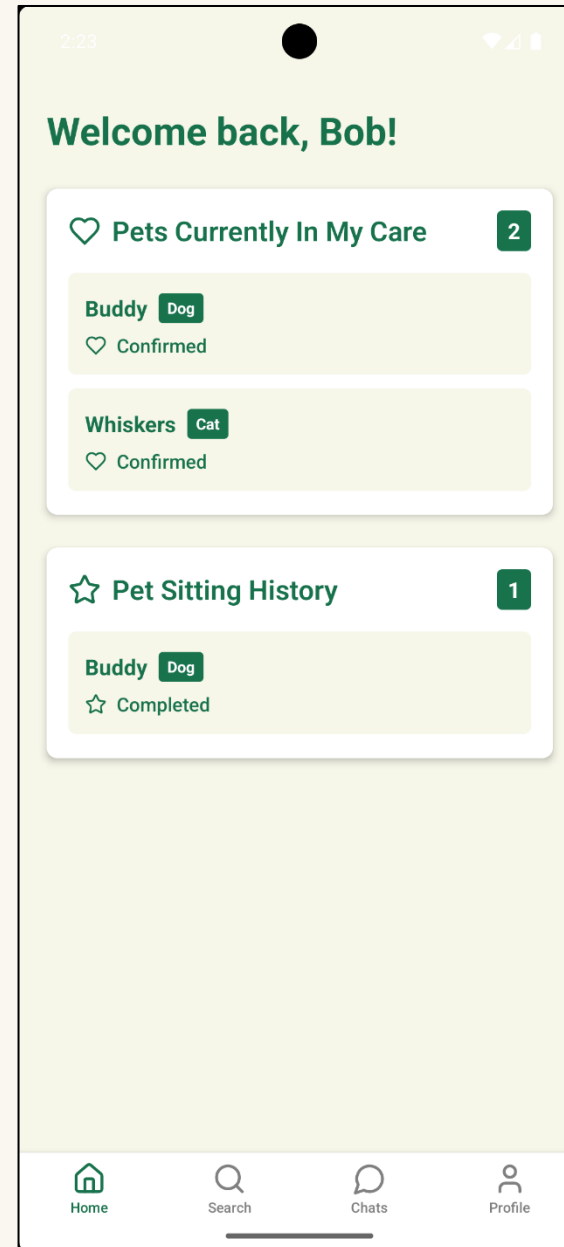
Dogs

PREVIOUS

NEXT

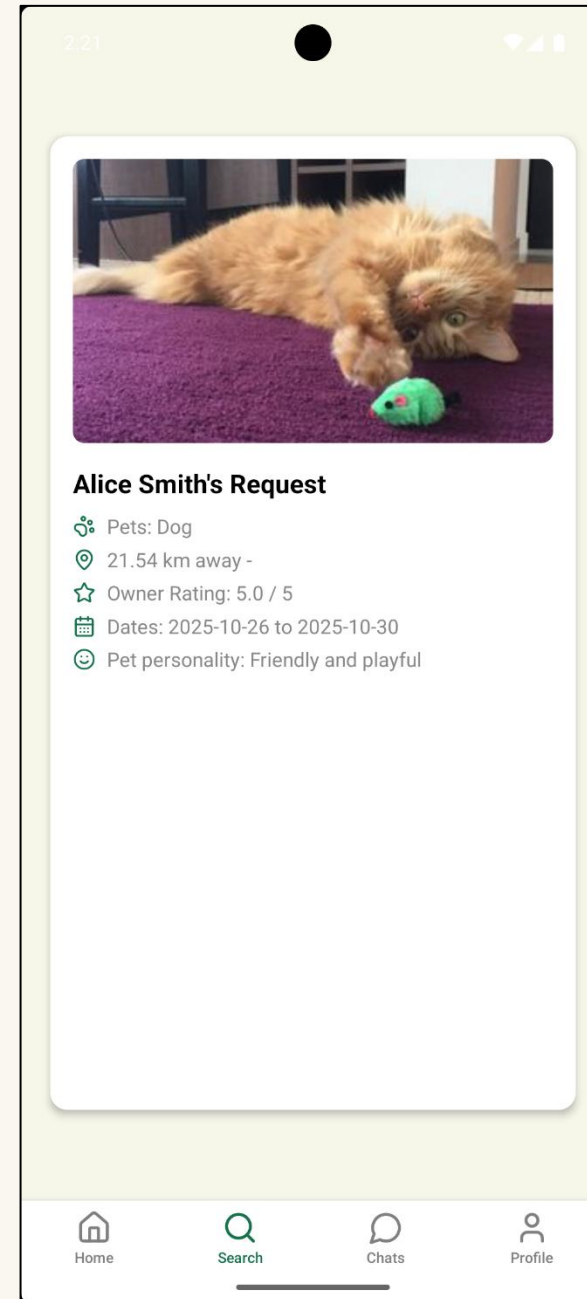
Home

- Pets Currently in care
- History of pet sitting



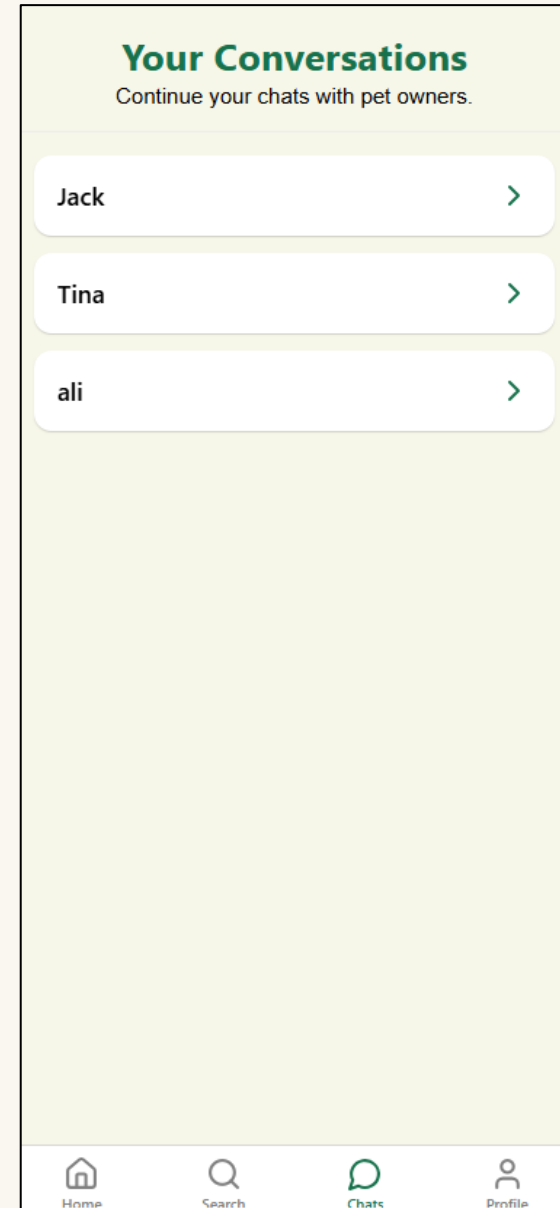
Search

- Requested pets to sit
- Accept/Reject



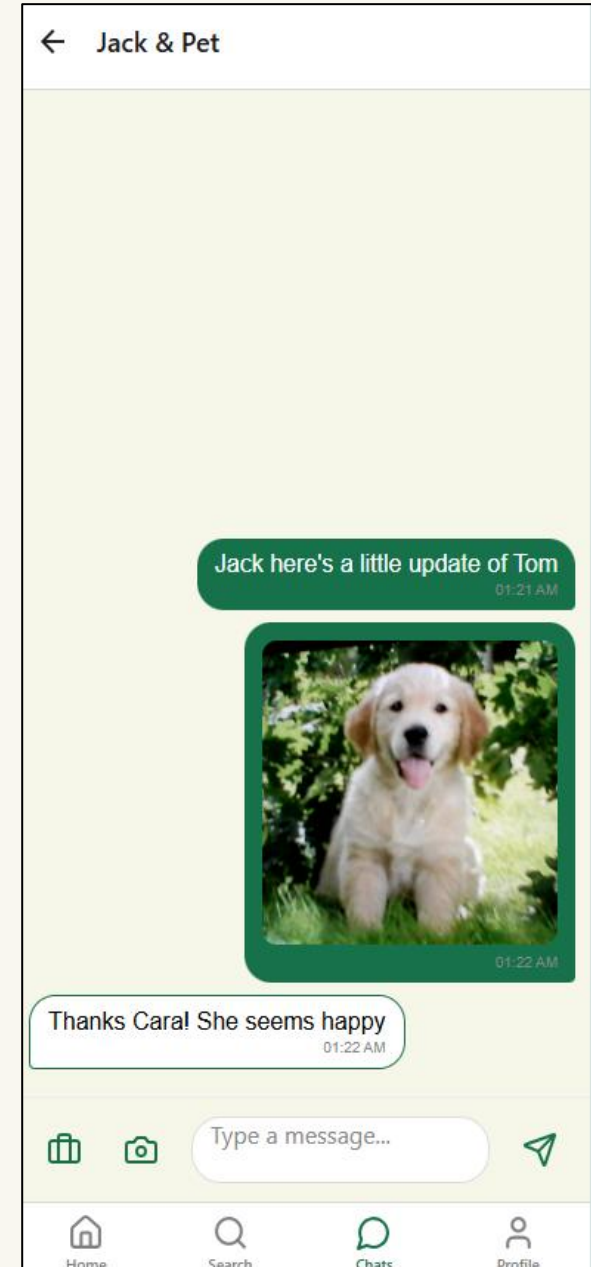
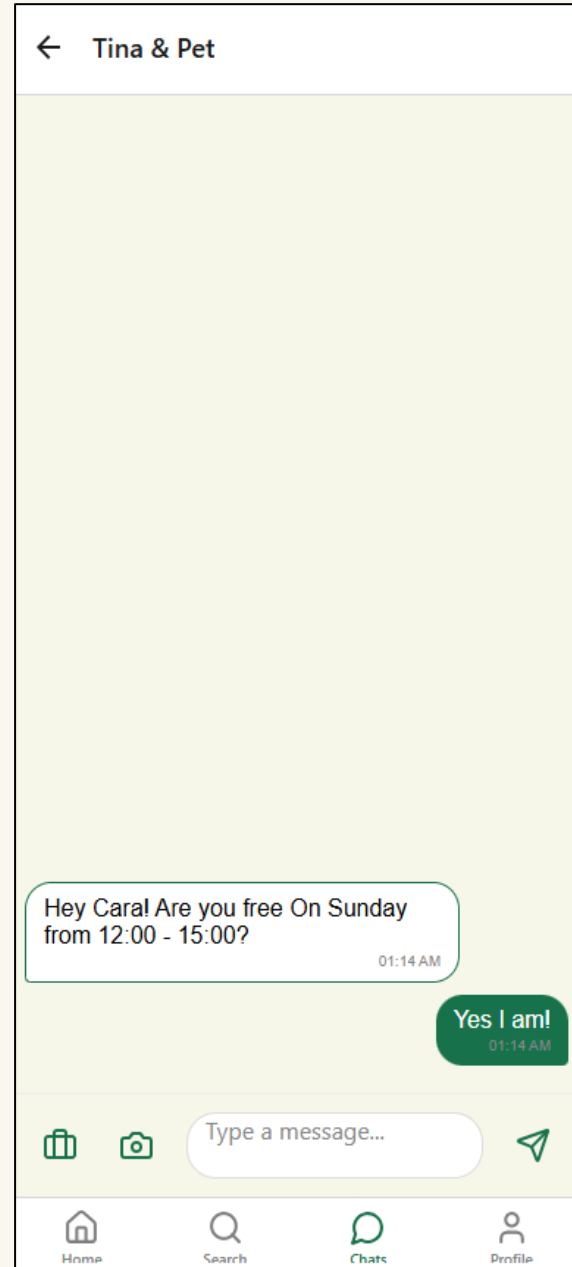
Chats | All

- All open chats
- Accepted requests by sitters (you)



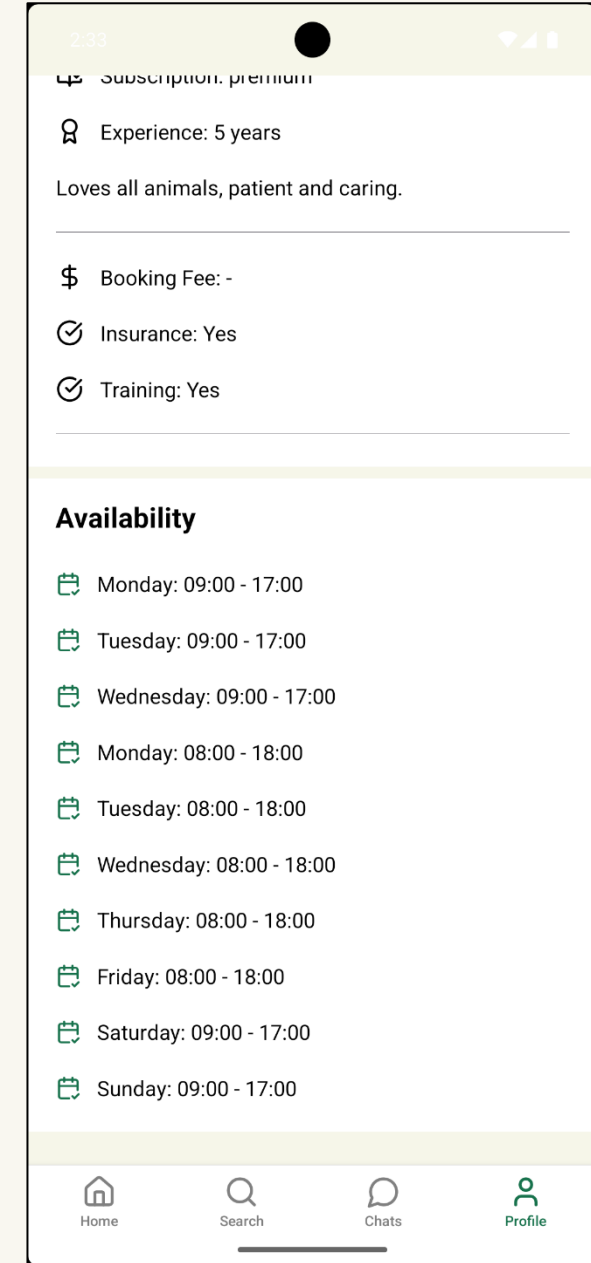
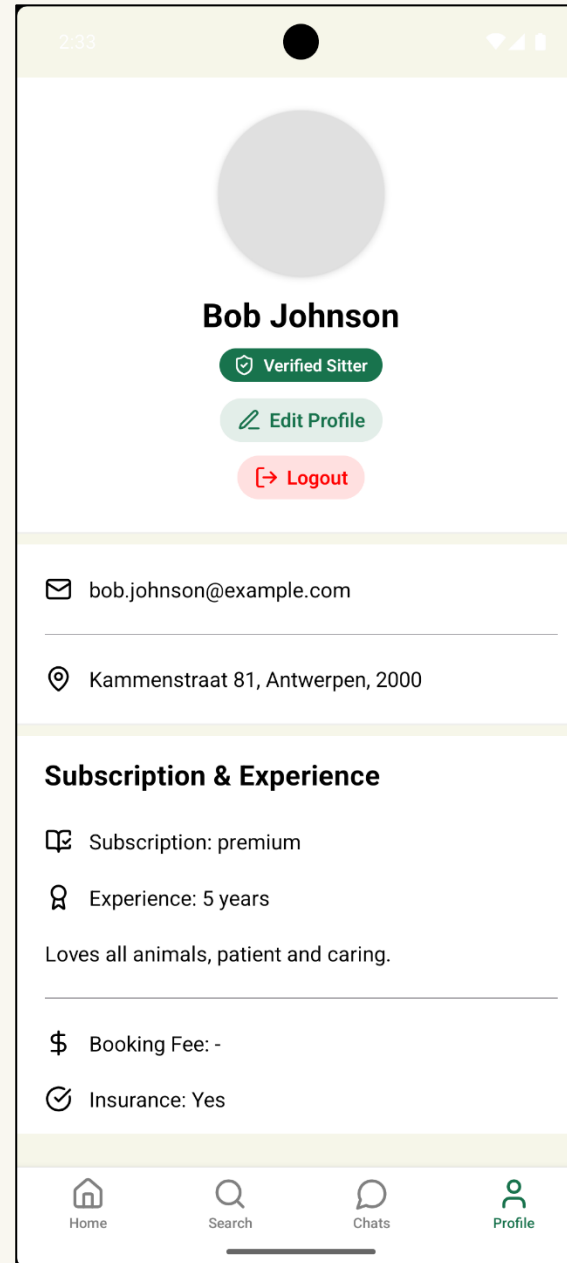
Chats | Single

- Conversation with owner
- Pictures updates
- In-chat booking confirmation
- Real-time socket connection



Profile

- Personal Profile Overview
- Edit profile
- Subscription & Experience
- Availability
- Logout



Live Demo (🤪 🤒)

Thanks!

Questions?

