Value Proposition Canvas

Customer Segment:

1. *Customer Jobs*

* Caring for their animals physical health
* Caring for their animals mental health
* Filling the obligations and responsibilities of a dog owner

1. *Pains*

* Walking a dog can be physically demanding
* Taking your dog to the park or on a walk is time consuming
* The weather can be unfavourable to be outside in

1. *Gains*

* Less stress
* More free time to spend with family and friends
* Ensuring their animal is healthy and happy

Value Proposition:

1. *Products and Services*

* A 1km, 2km, or 3km dog walk package
* An off-leash package
* Both a walk and off-leash package
* Dog can be dropped off or picked up
* Online booking

1. *Gain Creators*

* Creates more spare time for the customer
* Relieves the stress
* Is flexible with the clients schedule (drop off or pick up)

1. *Pain Relievers*

* Relieve the physical demand of walking your dog
* Relieve the stress of finding time to walk your dog

**Business model canvas**

**Key partners**

* Petsmart
  + Supplier for treats and supplies
* City council
  + For access to dog park

**Key activities**

* Walking the dogs
* Picking up and dropping off dogs

**Key resources**

* Leashes
* Dog Treats
* Knowledge of routes
* Experienced dog walkers

**Value propositions**

* Walk the dog when the owner can’t
  + Keeps dog happy and owner schedule less cluttered
  + Meets dogs daily physical activity needs

**Channel**

* Website, newsletter, and flyers at the petstore and dog park
* Facebook advertising

**Customer relationships**

* Long term relationships
* Returning clients

**Customer segments**

* People who have dogs and are too busy to walk their dogs
* People with dogs
* People who need their dogs walked

**Cost structure:**

* The price of dog treats
* The price of leashes
* Wages for do walkers
* Cost of vehicle for transporting the dogs

**Revenue Stream:**

* The Wolf Pack Cost: $14.95 ($14.95/km)
* King Pup Cost: $29.90
* The Golden Leash: $39.95
* Dogs Unleashed: $14.95 (14.95/hour

**SEO Factors**

In regards to the content our website contains all the necessary information our customers may need relating to our business (Quality). Our web pages display a variety of text and images satisfying the vertical category of the SEO success factors. As for freshness, our pages are current and up to date with all our information and prices and different packages we may be offering each month. The “Tails A Waggin’” website loads relatively fast and the respective urls are appropriate for the content on the page. As far as the HTML SEO factors go, all of our html tags correspond to what is shown on our webpages. For example, the html tab “Packages” explains the various different packages you can purchase such time at the dog park or a walk through the forest. Our pages are designed to be user friendly as they are easy to navigate and display all content clearly for our viewers; you don’t have to do any searching to find the necessary information to book a walk. The header tags we have chosen to use accurately correspond to the content that will be displayed under a particular header. Due to our site being ad-free and trustworthy we have a low “bounce” away rate as  our customers are immediately engaged by our simply designed layout and adorable pictures. Our site is brand new and therefore hasn't been around for long but we are sure it’ll be a huge success and all the dog owners will be spreading the word about “Tails A Waggin’”. Thankfully our website is mobile friendly and works well on your phone so when you are out and about you can easily book a date to get your dog walked. Ultimately as our business grows and is around for longer we will be able to advance our website so the SEO factor ratings go up and we will have a bigger customer base.