

## 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