**Assessment 3 – Project Overview**

**Yogi, an app for dog walkers and dog lovers**

**Topic**

The idea behind the app named Yogi when it was first conceptualised, was an app that offered dog owners the ability to easily find and book a dog walker to have their dog walked. It would allow individuals who offer these services or just have spare time in their day to walk these dogs when the owner is unable to themselves.

Along the way and through the formation of Team Name 404, we were able to build on this idea and weave together a more sustainable and fun app overall for our target market. Not only are we looking for dog owners and walkers, but we also aim to capture the hearts of dog lovers and give them the chance to experience what it would be like to have/walk the dog they want for the specified booking time.

Our goal at Yogi is to become a social platform for dogs (like that of Tinder), where users will be able to create their own profiles and match with other dogs of similar breeds and size, as well as find themselves a dog walker. This will give them the opportunity to easily create a mini event to socialise their pups with other pups of the same breed in the area.

We aim to expose pet owners to a wide range of dog services, as well as the ability to socialise their pups, and become that bridge to link them to each other with ease.

**Motivation**

What makes the creation of Yogi intriguing to us is the idea behind the app. In this current century, ***53.6%*** of the world's population uses social media. The average daily usage is ***2 hours and 25 minutes* (in-cite reference to be added)**. This makes social media almost unavoidable if you convert that % to a number (approximately 4.22 billion people). That’s a lot of people who use social media around the globe. This makes the desire to own a pet undoubtedly high due to the influence of social media apps such as Instagram, tiktok, etc.

By throwing in an app that gives individuals the ability to create a social profile for their dogs to socialise with others in the midst of that, whilst also being giving them access to different services for their dog and pets in general.

**Landscape**

Through a bit of research on google and seeing what is currently available on both the apple and android app store. The current competitors that offer the same products as we do are listed as following:

**Competitors:**

* Petcloud
* Offers pet sitting, house sitting, home visits, day care, taxi services, dog walking, training, washing, grooming, and clipping
* Mad Paws
* App that allows pet owners to find a pet sitter across Australia
* Pawshake
* App that allows you to find a pet sitter who offer home visits, dog walking, house sitting and boarding

All the companies listed here, excluding Mad Paws, offer the same service of being able to find and book and dog walker.

What will set Yogi apart from these apps that offer similar services, is that Yogi will not only offer individuals the ability to search and book dog walkers/sitters. But it will give owners the ability to make a social media profile exclusively for their dogs and let them enjoy the matching system we intend to employ for them to be able to socialise with other pups and other pups of the same breed, without the need to going through Facebook and creating events for get togethers.

**Reference**

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/#:~:text=Networks%20vary%20in%20popularity%20with,2%20hours%20and%2025%20minutes>.

https://www.worldometers.info/world-population/world-population-projections/