PROJECT REPORT

Faculty of Computer Science, Dalhousie University, Halifax, Canada

CSCI5193 – Technology Innovation

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Team 4

Furry Care

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Design Challenge

Pet owners often encounter various challenges while caring for their pets. One such issue is the lack of medical history of their pets, which can cause delays during emergencies. Similarly, finding reliable and convenient pet care services can also be a struggle for pet owners. Furthermore, it can be challenging to find the right food for their pets, especially when there are dietary restrictions or limited availability. Despite these obstacles, pet owners strive to provide their furry friends with the best possible care, and with the right resources and support, they can achieve this goal.

Technological Innovation

The proposed technological innovation for addressing the design challenges outlined in the previous paragraphs is a web application designed to provide a common database for pet treatment history and details. This app aims to simplify the pet care experience for pet owners by providing them with a centralized platform to access and share information about their pets' medical history. In addition to this core feature, the app will also offer other services such as pet caretaking, appointment booking with a veterinarian, and selling food for all kinds of pets. Overall, this technological innovation has the potential to significantly improve the pet care experience for both pets and their owners by providing them with a personalized and convenient way to manage their pets' care.

Description of the lean canvas chart
The problem :

Due to the lack of the availability of the Pet's medical history, Pet owners have to face several problems. These problems include Delayed or incorrect medical treatment, Adverse reactions after the treatment, Inappropriate or ineffective treatment, Unnecessary medical testing, and Lack of preventive care. Without medical history, veterinarians have to rely on guesswork and they sometimes end up doing more tests to identify the medical problem. It is also possible that some tests are already been done that are unknown to the Vet. Ineffective tests on the Pet lead to the waste of money and time for the Pet owner. Such tests may cause adverse reactions or even be harmful to the pet.

The solution:

Our solution to the above-stated problem is to build an application that keeps accurate and up-to-date records of the pet's medical history. This medical history includes past treatments, tests and their results, and vaccination-related records. This platform will be accessible to Veterinary clinics and pet owners. Having the medical history available electronically leads to a quick decision on medical tests and treatment. Moreover, the Pet owner can schedule appointments with the Vet, and order the Pet caring products through the platform.

Key Metrics:

There are a few factors that we will take into account for deciding how well our product is doing. These factors include user engagement, user retention, conversion rate, customer satisfaction, and revenue. These metrics help the application measure its success in terms of user interaction, retention, revenue generation, and customer satisfaction. By tracking these metrics, we can identify the number of daily active users, the number of food orders placed, how frequently the pet owners are booking appointments, how many percentages of the users are completing their actions, how many users have dropped their account, how many users are coming back to the platform.

Unique value proposition:

The centralized medical record storage of Pet that is available to Veterinary clinics and Pet owners lead to faster treatment of Pet without wasting the time and money on unnecessary test and treatment. Once our products reach a large number of Pet owners and Veterinary clinics, we will be having a large amount of data that will allow us to provide the diagnosis recommendation to Pet owners and Vets. By the health updates of the Pet, we will be able to detect the health issue before the situation becomes more serious.

Unfair advantage:

An unfair advantage could be access to a large and growing dataset of pet health information. This dataset could be used to train machine learning algorithms and develop predictive models that could improve the accuracy of pet health diagnoses and treatment plans. Additionally, the application could leverage customer data to create personalized marketing campaigns and potentially create a network effect, where more users join the platform as a result of positive word-of-mouth and referrals from existing users.

Customer segments:

Our target customer base is Pet owners, Veterinarians, Pet stores, and Pet supply retailers. Our initial focus will be on young and working pet owners who are busy with their daily work and don't have enough time for Pet care. Our major focus is also on the Veterinary clinics which are struggling in an emergency by not having the appropriate and updated health history of the pet.

Channels:

To deliver our app to the maximum number of users, we will collaborate with Veternity clinics to gain their support for the app and grow our client base. We will allow our customers to evaluate our product by introducing questionnaires periodically asking about current features and prospective new features. Purchases of memberships for Pet owners to extend their services from the product will be available from within the product for ease of use. To provide post-purchase care to our users, we will introduce a help area on the application as well as provide an email for users to reach out with any questions or doubts they have about using the program.

Revenue Streams:

For revenue, we have Four main sources. First is the Subscription-based model where we will be charging $6.99 per month, presenting 25% of our total income. The second revenue stream is the margin from the fees that caregivers will be charging to the Pet owners, presenting 25% of our total income. We will be charging 20% of the total fees that caregivers will charge to the pet owners. Third is the margin from the retailers who are selling their products which include foods, caring, and grooming products, presenting 40% of our total revenue. The rest 10% of our total revenue will be from the advertising of the brands to pet owners.

Cost Structure:

Our cost structure is as follows: $80k for development and maintenance, $50k for hosting and data storage, $70k for marketing and customer acquisition, $50k for customer support, $30k for additional services, and $50k for research and development. This breakdown will cover the costs of hiring

developers, hosting the app, marketing to acquire new users, providing customer support, offering additional services, and continuously improving the app based on feedback and trends.

Summary of findings from user interactions

1. Users appreciate the convenience of having their pet's treatment history available to new vets, eliminating the need for them to keep track of their pet's medical history themselves.
2. Users expressed difficulty in finding specific products for pet care, suggesting a potential gap in the market for more specialized pet care products.
3. Users expressed a desire to have the option to hire someone for pet care in emergencies, indicating a potential need for emergency pet care services.
4. Users are interested in receiving personalized recommendations for their pets, such as dietary recommendations. This suggests that pet owners are looking for more individualized care for their pets, and would appreciate tailored advice based on their pet's specific needs and health conditions.
5. pet owners would like a single platform to manage all of their pets and related services. This would provide convenience and streamline the management of their pets' health and care needs, from medical history to appointments and service providers. Users expressed a desire for a centralized hub for all their pet-related information and services, making it easier to stay organized and informed about their pets' well-being.

The case made for problems

The problem presented by our team centres around the issue of pet owners struggling to manage their pet's health and well-being, as well as the difficulty in finding reliable caretakers, scheduling appointments with veterinarians, and purchasing pet products. These challenges can be time-consuming and stressful for pet owners, leading to frustration and a lack of proper care for their furry friends. The furry care app addresses those problems, also providing a common database for pet treatment history, allowing pet owners to keep track of their pet's medical records and treatment history in one place. This can help pet owners manage their pet's health more effectively and provide better care for their pets.

Challenge supported by results

Based on the results of our survey shown below, it is clear that pet owners are willing to pay for premium features for their pets. The majority of respondents expressed interest in paying anywhere from $5 to $10 per month for these features, so we have decided to set the price at $6.99 per month. Additionally, we found that most pet owners are willing to pay between $16 and $22 per hour for caregivers. As such, we have decided to offer a range within this price range for caregivers to select from. We will continue to gather feedback from our customers to ensure that we are meeting their needs and providing them with the best possible service.

Description of the functionality and feasibility of the solution

FurryCare will be feasible to produce and require very minor maintenance. We are using the web-based application for the wide availability of the product. We will be using online storage to store users' information. Our Team of developers is going to code a home page for easy navigation of different features. Our main features are available in the free version but limited period. There will be animated tutorials for how-to-use features.
The free version includes various features like vet booking appointments, pet checkups, grooming, and many more. Although, it has some restrictions like several appointments with the vet.
The premium subscription allows users to book unlimited appointments and support emergency support on call or premises. Pet owners also can access the guide to take care of pets, where they can maintain the health of pets. We are also planning to provide pet training. How we can train dogs and cats for good habits. One free visit in the year includes the free grooming service. Where users can generate PDFs of the medical history of their pets. Overall, we aim for perfect pet care.

Summary of current project status and next steps

Our team is currently in the development phase of the project. We have finished with the basic wireframe of the product and have mapped out the entire flow. Our focus is currently on building the prototype, with over 60% of it already completed. Our next step is to deploy the prototype to a public server and gather feedback from potential users. Once feedback has been received, we will analyse it and make any necessary improvements to the product. Depending on the feedback and required improvements, we may need to iterate and refine the prototype before scaling it up and marketing it to a wider audience.

Survey Questions:

How often do you need a caregiver for your pet?

34 responses
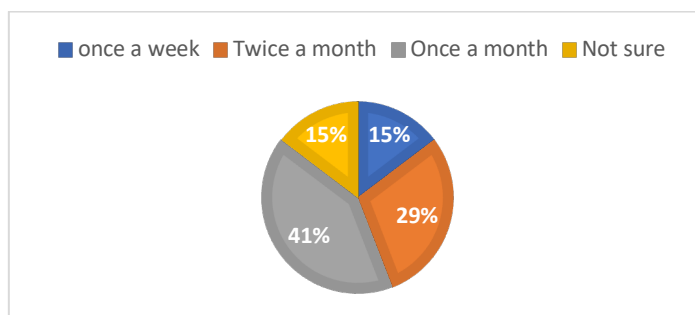
Where do you generally find caregivers for your pet?

34 responses
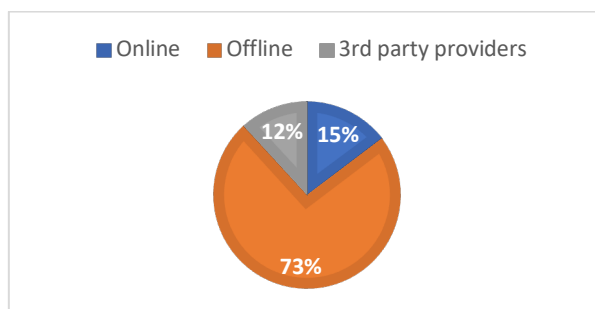
Was there any emergency when you were not in your city, and you needed to visit the vet?
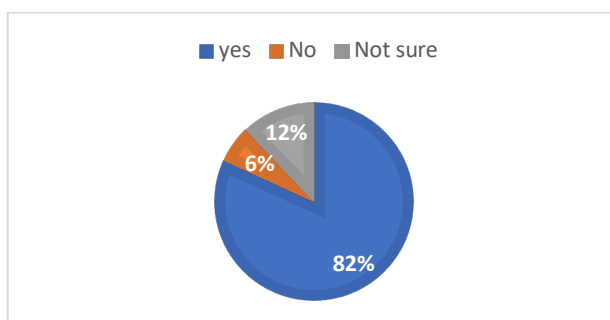
34 responses
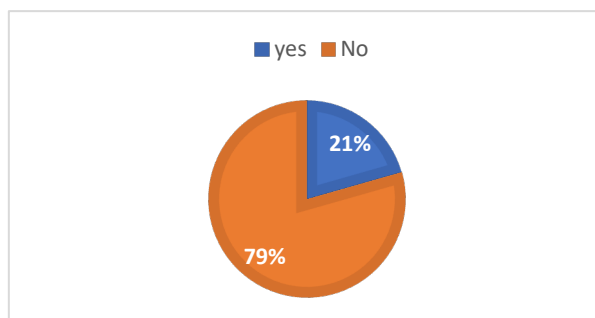
Do you want a common online database for all the pets in the country, which will be accessible to all the VETs?
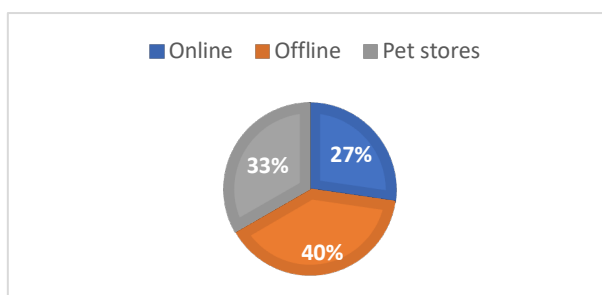
34 responses
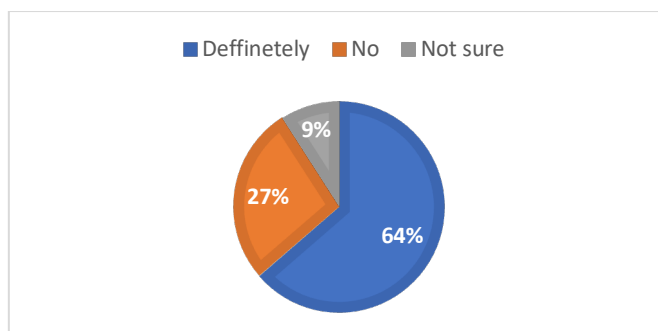
Would you register your pet/pets on such a database and put all the information about your pet/pets on such a database?
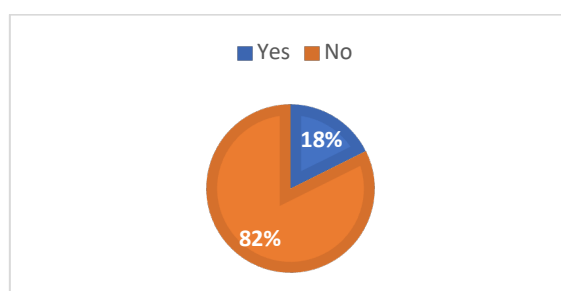
34 responses

How do you purchase food for your pet/pets?
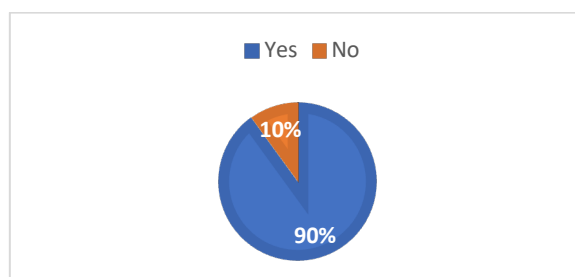
34 responses

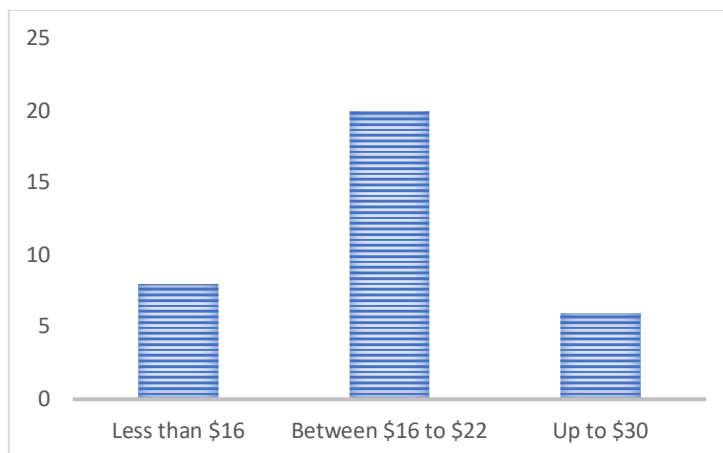Do you find all the products of your choice in one place?

34 responses

Is ordering food and other products related to the grooming of pets online convenient for you?
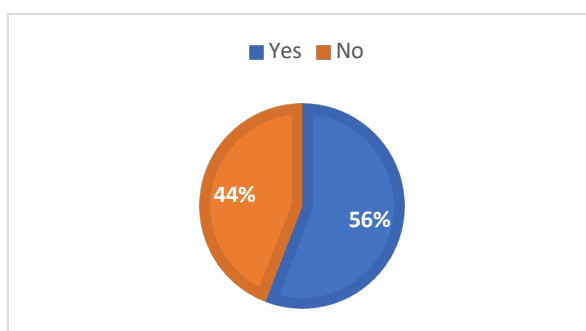
34 responses

How much are you willing to pay for booking a caregiver online per hour?
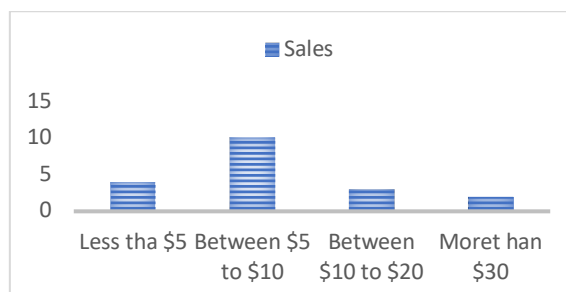
34 responses

Would you pay extra for some premium features?

34 responses

Would you pay extra for some premium features per month?

19 responses

Do you want an application where you can register yourself as a caregiver and get requests from customers for taking care of their pet/pets?

11 responses