SafePaws
GROUP 26

Alaur, Aradhya, Rohan, Tahrima, William, Uliana, Xinzhu

THE PROBLEM

★ Inconsistent vetting

★ Safety concerns and unreliable

★ Informal communication

★ Unverified information

★ Lack of instructions

★ Real-time visibility of pets during walks or visits

★ Pet minders service postings

THE NEED FOR THE APPLICATION

The importance of pets for an owner:
★ Pets are important to their owners, so there needs to be an application where they can be sure their pet will be well cared for
★ Many pets have special needs that need to be accomodated

Marketability:
★ Pet-sitting market is expanding
○ Double by 2030[1]

| The needs of a user:	The needs expected of the platform:
The users of the app need: ○ Transparency ○ Safety ○ Communication	A pet-minding app needs to be: ○ Centralised system ○ User-centric platform

[1] http://www.grandviewresearch.com/industry-analysis/pet-sitting-market
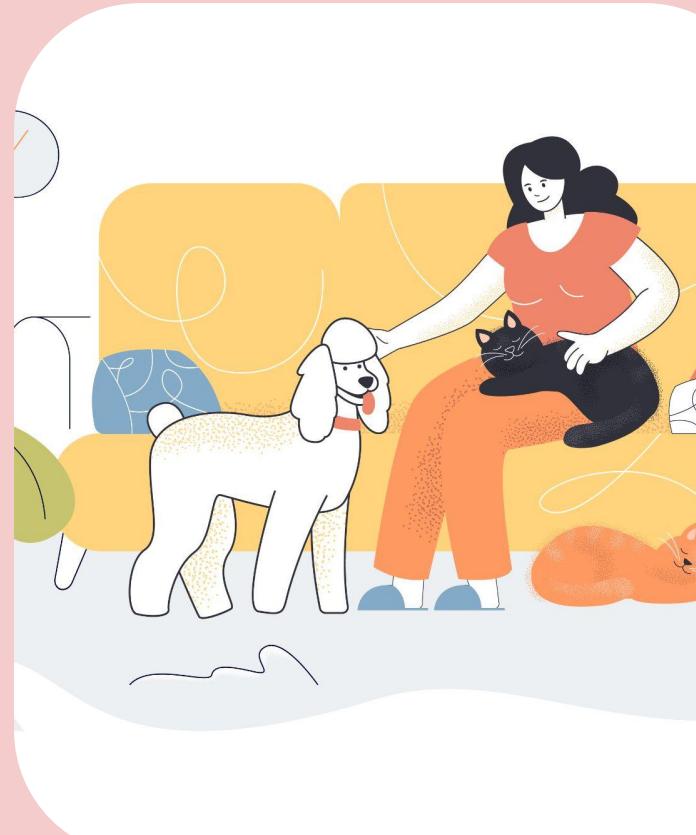
HOW THE SOFTWARE SOLVES THE PROBLEM

★ **Transparent matching system**
  ○ **Ratings, reviews, experience, availability, location, and price.**

★ **Pet instructions**

★ **Real-time GPS tracking**

★ **In-app communication**

★ **Structured profiles**
  ○ **Booking management and session logging**

★ **One seamless environment**
  ○ **Safety, communication, and reliability**

Overall Impact of the System

★ Increases trust through transparency

★ Improves safety with tracking and records

★ Reduces miscommunication

★ Makes pet care more reliable and professional

ENVIRONMENT

WHY WE CHOSE MOBILE APP

★ Most existing pet-minder apps are mobile-first
★ Essential features: GPS tracking, instant messaging, photo/video sharing
★ Background processes and notifications
★ Web browsers are unsustainable in background tracking

TWO OPERATING SYSTEMS

IOS

★ Reliable location tracking
★ More restrictive background services
★ Consistent performance across devices
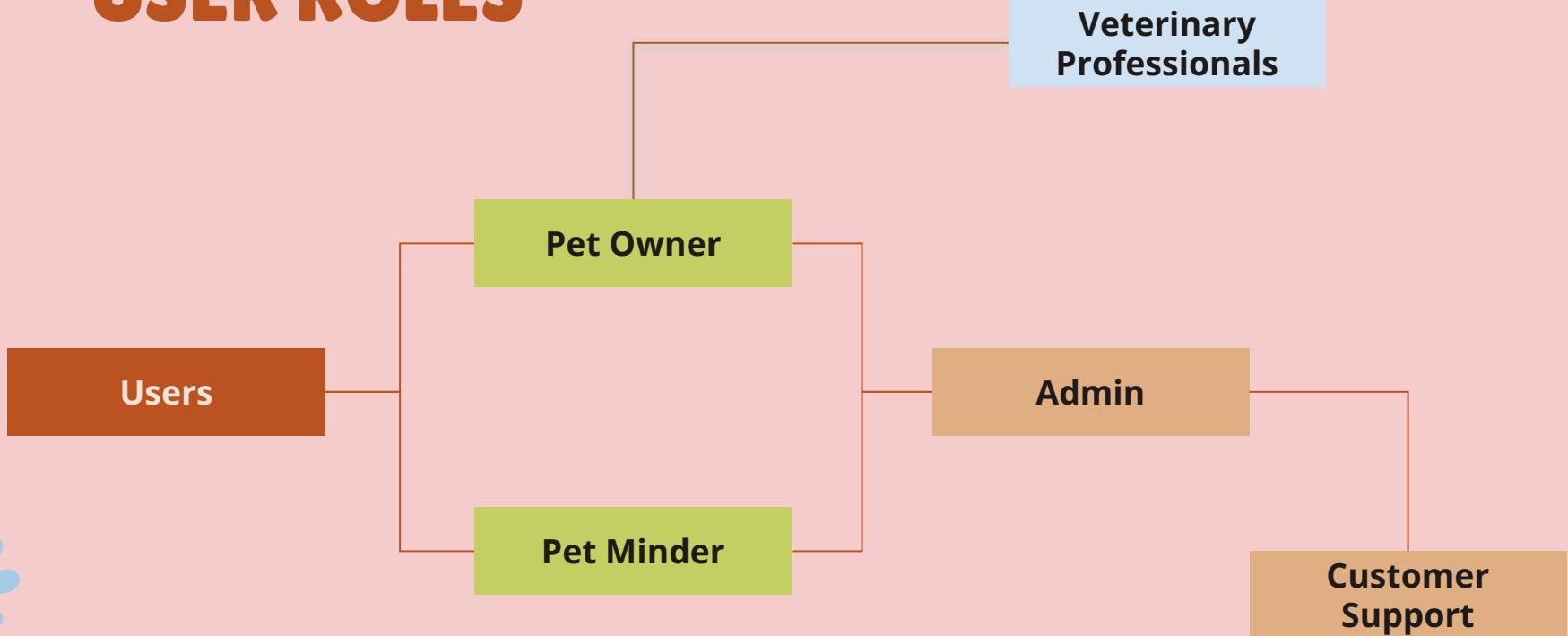
ANDROID

★ Flexibility in background tracking
★ Solid support for hardware features
★ Wide device compatibility

USER ROLES

Veterinary Professionals

Pet Owner

Users

Admin

Pet Minder

Customer Support
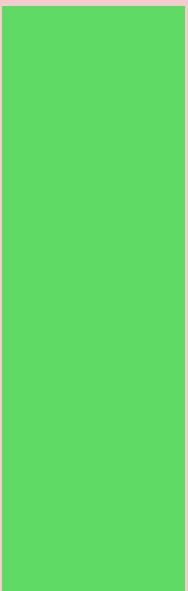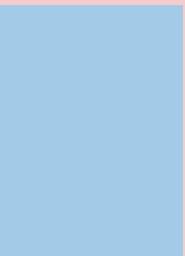
COMPETING SOFTWARE

200,000
PET MINDERS

ROVER

Most popular pet minding app on both the Apple Store and Google Play

TRUSTEDHOUSESITTERS

The second highest rated app for pet minding in the Apple store

100,000
PET MINDERS

30,000
PET MINDERS
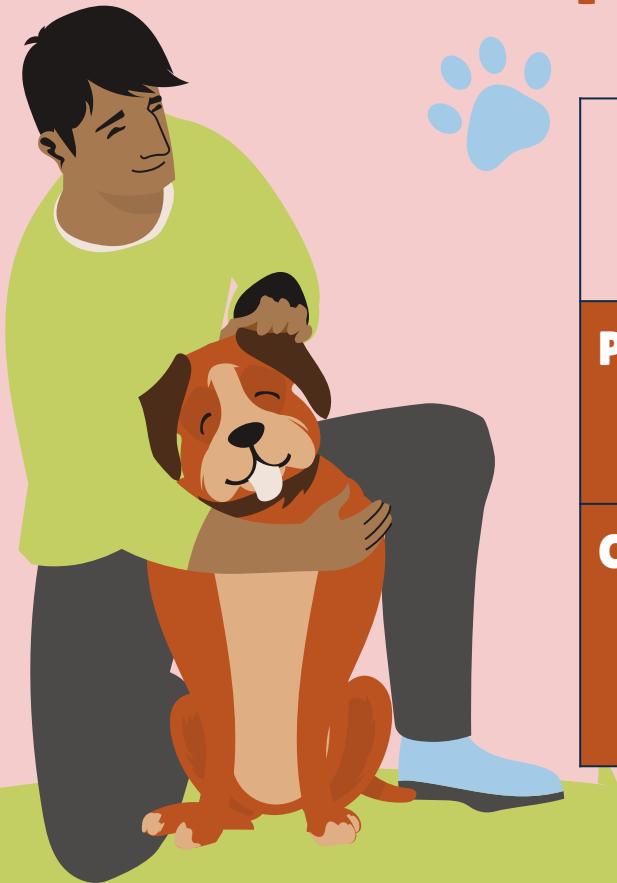
PAWSHAKE

Highly rated pet minding app on Apple Store, Google Play and Trustpilot

Competing Software

	ROVER	TRUSTEDHOUSE SITTERS	PAWSHAKE
PROS	★ Simple ★ Descriptive features ★ The Rover Guarantee™	★ Straightforward ★ Minimal Features ★ Money back promise	★ Intuitive UI ★ Various filters ★ Pet minder meetups
CONS	★ Bad service = BAD SERVICE ★ No support ★ High fees	★ Fees fees fees ★ Clunky UI ★ Insurance policies are dragged	★ Commission fee ★ Bad customer service ★ Long payout times

SUMMARY

★ **Transparent matching system, Real-time GPS tracking, In-app communication and more**

★ **Improves safety with tracking and records**

★ **Reduces miscommunication**

★ **Environment**

○ **IOS and Android Applications**

★ **User Roles**

○ **Pet Minder and Pet Owner**

★ **Competing Software**

○ **More transparency -> More support to both users**