SWOT Analysis

Strengths:
- Unique, I was unable to locate a service/app/community where neighbors create a pet profile, and is able to mark the pet as missing, and others can locate the owner by the pet.
- Time savings: spotting a pet and immediately reporting it to the right people without the need to chase it, or take it to the vet to get scanned or blasting social media.
- Simple, easy to use by all.
- Responsive.

Weaknesses
- Not a social site
- Avoid marketing/presenting this as a tracking service, or posting lost pets that are not registered. {although, we could add a section like that?}
- Privacy concerns -- we have to think through what users would think about their privacy and find a creative way to protect it. {People should not be trying to find others by their pets}.

Opportunities:
- Pet friendly establishment could advertise.
- Gamify with activities.
- Help neighbors connect
- Veterinarians can be added.
- Email message to all neighbors who agree whenever a pet is missing or found

Threats:
- Back end limitations
- Privacy questions
- Possible neighbor technology limitations
- Competitors are focusing on serving the community once the pet is lost.