PRD: My Pawfect
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Names of students who actively worked on this assignment:

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Vision

For pet owners who need customized, vet-approved nutrition for their dogs but struggle with limited options, convenience, and expert guidance, our product is a new subscription-based pet nutrition service that provides meal-plan customization driven by AI prescription analysis, and automated monthly deliveries to ensure pets receive the best diet for their health needs. While many platforms offer either product variety or generic convenience, our service bridges the gap by combining flexibility, expert-informed recommendations, and data-driven personalization, ensuring every meal supports a pet's unique nutritional and medical needs without added hassle.

Motivation

Customer Segments

a. **New Pet Owners**
- First-time pet owners who need guidance on pet nutrition.
- Struggle with selecting the right food for their pets.
- Prefer convenient, expert-recommended meal plans.

Persona: Sanjana Hari *(New Pet Owner)*

- **Age:** 27
- **Occupation:** Software Engineer
- Sanjana Hari, a new pet owner, is 27 years old, works as a software engineer, and has a Golden Retriever puppy as a recent adoption. Despite her affection for her pet, she finds it difficult to make the correct dietary choices. She wants to make sure her dog eats healthy food without having to spend a lot of time researching different brands. She has trouble choosing meals and determining portion quantities.

   b. Busy Pet Parents
   a. Professionals with tight schedules need automated and hassle-free pet food solutions.
   b. Often forget to buy pet food or manage meal schedules.
   c. Prefer auto-replenishment and AI-driven meal prep.

Persona: Dylan Wolter *(Busy Pet Parent)*

- **Age:** 25
- **Occupation:** Software Engineer
- Dylan has a hectic schedule that includes frequent travel and extended work hours. He frequently forgets to reorder food for his Beagle, which results in last-minute purchases. He is searching for an automatic solution to guarantee that his dog's food is consistently stocked. His meal planning is inconsistent due to a busy schedule.

   c. Health-Conscious Pet Owners
   d. Owners who prioritize high-quality, organic, and specialized diets for their pets.
   e. Need food options catering to allergies, weight management, and medical conditions.
   f. Interested in dietary tracking and vet-approved recommendations.

Persona: Arshia Parveen *(Health-Conscious Pet Owner)*

- **Age:** 23
- **Occupation:** Graduate Student.
- **Background:** Arshia has a French Bulldog that has dietary restrictions. She requires access to high-protein, hypoallergenic foods because she is very concerned about her diet. She also wants suggestions to monitor the health of her pet. She says it is challenging to locate wholesome, allergy-friendly meals.

   d. Local Pet Stores
   a. Small to mid-sized pet stores looking for wholesale pet food supplies.
   b. Need inventory management solutions and partnerships for premium products.
   c. Face competition from large e-commerce platforms.

Persona: Maria Lopez *(Local Pet Store Owner)*

- **Age:** 50
- **Occupation:** Owner of "Paws & Whiskers" Pet Store
- **Background:** Maria owns a neighborhood pet shop and is looking to acquire high-end pet food providers. She requires solutions for inventory management and wholesale pricing because she finds it difficult to compete with internet merchants and is looking for trustworthy vendors at affordable costs.

e. **Pet Care Professionals**
   - Trainers and pet caregivers who need high-energy diets and performance-based nutrition.
   - Look for healthy training treats and structured meal plans.
   - Require food that supports energy levels and behavioral training.

Persona: Alexandria Cortez *(Pet Care Professional)*

- **Age:** 26
- **Occupation:** Certified Pet care professional
- **Background:** Alexandria owns and operates a working and companion dog training facility. She requires nourishing, high-energy food to help her during training. For reinforcement training, she also wants to have access to high-quality snacks. She finds it difficult to find performance-based nutrition options for different dog breeds

Early Adopters vs. Mainstream Users
Early Adopters
- Actively seek help with pet nutrition and are open to new tech-based solutions.
- Willing to try AI-driven features like personalized meal planning and health report integration.
- Comfortable exploring a multi-brand app experience instead of relying on one brand.
- Open to giving feedback and suggestions to improve the app.
- Tolerate occasional bugs or design flaws if the core functionality solves their problem.
- Motivated by convenience, innovation, and smarter decision-making.

Mainstream Users
- Prefer stable, proven solutions with simple interfaces and minimal setup.
- Rely on reviews, endorsements, or recommendations before using a new app.
- Less likely to explore multiple brands — want guidance and ready-made plans.
- Expect seamless, bug-free performance and reliable customer service.
- Motivated by trust, value, and ease of use over innovation.
- May not fully use AI personalization unless clearly explained and proven useful.

Unmet Needs
Unmet needs of our buyers

1. **Dog Owners Who Shop for Pet Essentials**
   We believe dog owners have trouble in selecting the right food for their pets because of a lack of personalized nutritional guidance in pet stores. Their pain level is Moderate. Owners want to ensure their pets get the best nutrition but rely on limited product information and generic recommendation.

To validate our hypothesis, we researched surveys and found [a survey](#) that revealed nearly half of dog owners find choosing the right food to be the most challenging aspect of pet ownership. Additionally, 52% of dog owners, and 68% of Millennial owners, find their dog's nutrition more confusing than their own. As for validating from our own surveys, a respondent mentioned that restocking pet food can be challenging, as they only notice when the food is about to run out. Others indicated that they track kibble nutrition manually, highlighting a need for a more structured and automated way to manage pet food tracking and selection.

2. **Dog Owners Visiting Veterinary Clinics**
We believe dog owners experience challenges in managing their pet's nutrition because vet consultations provide advice but there is no easy way to translate it into a structured meal plan. The pain level is High. Many pet owners leave vet visits with general diet recommendations but struggle to implement them effectively.

To validate our hypothesis, our online study of [research](#) has found that veterinarians often face time constraints during appointments, making comprehensive nutritional guidance challenging. This can result in pet owners feeling overwhelmed and retaining less dietary advice.

3. **Individuals Looking to Adopt a Dog**
We believe new pet owners experience uncertainty about proper feeding and nutrition when adopting a dog for the first time. The pain level is High. New owners lack knowledge about dog-specific dietary needs and often feel overwhelmed by conflicting advice.

To validate our research, we found [a survey](#) that found 62% of puppy owners are overwhelmed by the multitude of pet food options, struggling to identify the most important ingredients for their new pets.

Unmet needs of our sellers

4. **Local Pet Stores & Specialty Pet Food Shops**
We believe pet stores have trouble in retaining customers because they lack a structured way to offer expert-backed, customized meal plans. The pain level is Moderate. Stores have many pet food options but struggle to differentiate themselves beyond product availability and pricing.

To validate our hypothesis, we researched surveys and [found one](#) that claims pet owners often face challenges in selecting appropriate diets due to overwhelming choices and confusing information, indicating a need for personalized guidance that many stores currently do not provide. As for validating from our own surveys, some sellers reported challenges in standing out in a crowded market and reaching target customers,

showing that offering personalized, expert-backed nutrition plans could help differentiate them.

Existing Solutions

1. Royal Canin

Breed-specific, size-specific, and medical condition-based diets are available from this veterinary-formulated pet food brand. Veterinarians frequently suggest these products, which are supported by a wealth of research.

Pros	Cons
1. Trusted, veterinary-backed brand with scientifically formulated dog food.	1. Only sells its own products, limiting choices for pet owners.
2. Offers breed-specific and condition-specific meals for tailored nutrition.	2. Can be expensive compared to other pet food options.
3. Subscription based plans for food delivery	3. Subscription cannot be automatically adjusted.

Validated Gaps Based on Research:

Millennial dog owners find pet nutrition more confusing than their own. Royal Canin provides no personalized support post-vet visit, and users feel overwhelmed by general recommendations with no action plan.

2. Pet Plate

A subscription business that provides freshly prepared, human-quality dog food that is customized to meet each dog's nutritional requirements. Their meals are free of artificial preservatives, veterinarian-approved, and portioned out in advance.

Pros	Cons
1. Offers fresh, human-grade meals tailored to a dog's dietary needs.	1.Subscription service can be expensive over time.
2. Convenient subscription-based delivery model for pet owners.	2. Limited options compared to larger pet stores with multiple brands.

Validated Gaps Based on Research:
Busy pet parents (e.g. Dylan as mentioned in use research) want affordable, auto-managed plans. Pet Plate doesn't evolve based on changing health data or behavior, which users like Arshia expect.

3. Chewy
An online pet retailer with easy auto-ship options that offers a huge assortment of toys, pet food, and medical supplies. It offers devoted consumers special discounts and round-the-clock customer service.

Pros	Cons
1. Large selection of pet food, toys, and accessories with fast delivery.	1.Does not provide personalized meal planning or AI-driven recommendations.
2. Offers auto-ship discounts and subscription benefits.	2. Some premium brands may still be expensive despite discounts.

Validated Gaps Based on Research:

Users rely on manual restocking. Chewy doesn't solve the pain of managing schedules or integrating vet advice—major unmet need for new and busy pet parents

4. Ollie

A subscription service for fresh dog food that offers premium, personalized meal plans.

Pros	Cons
1. Fresh, human-grade food customized based on dog profile.	1.Subscription-based, making it costly for budget-conscious pet owners.
2. No artificial additives, making it a healthier choice for pets.	2.Limited availability in certain regions.

Validated Gaps Based on Research:

Customers (first-time owners like Sanjana from user research) feel lost without expert-backed choices. Ollie doesn't offer comparative shopping or flexible brand selection, and affordability is a big concern.

5. Dog Food Advisor

A high-end subscription service for dog food that provides personalized, freshly prepared meals using premium ingredients. Their food is divided into portions according to the dog's breed, age, weight, and degree of activity.

Pros	Cons
1. Offers fresh, human-grade meals tailored to a dog's dietary needs.	1.Subscription service can be expensive over time.
2. Convenient subscription-based delivery model for pet owners.	2. Limited options compared to larger pet stores with multiple brands.

Validated Gaps Based on Research:
Dog Food Advisor leaves users to make their own decisions with no implementation guidance. New dog owners and health-focused users want automated, structured support—not just ratings.

Comparison Table

Aspect	Royal Canin	Dog Food Advisor	Pet Plate	Chewy	Ollie
Market Position	Globally recognized brand with a strong presence in veterinary clinics and pet stores, known for its extensive range of specialized diets.	Primarily an independent review platform offering detailed analyses and ratings of various dog foods, influencing consumer choices through expert reviews.	Dedicated fresh dog food subscription service delivering pre-cooked, human- grade meals tailored to individual dogs' needs.	Major online pet retailers provide a vast selection of pet foods, including subscription options, but not exclusively focused on fresh or personalized meals.	Fresh dog food subscription service offering personalized meal plans with human- grade ingredients.
Subscription Pricing	Not subscription based. Pricing varies on specific diets	As an information platform, it does not sell products directly.	Meals start at around $3 per day, with costs varying based on the dog's size and dietary needs.	Products with varying prices, subscription discounts are available on selected items.	Pricing starts at approximately $2 per day, with actual costs depending on the dog's profile, for a 15-pound dog, it averages around $30 per week.

Aspect	Royal Canin	Dog Food Advisor	Pet Plate	Chewy	Ollie
Geographic Reach	Operates internationally with products available in numerous countries.	Accessible online globally, though product availability discussed may vary by region.	US-based service.	US and Canada.	US-based service.
Technology & Features	AI-based meal plans, breed-specific guidance.	Food analysis, ratings, recall alerts.	Custom meal plans, fresh food delivery.	Features a comprehensive e-commerce platform with auto-ship options and a vast product selection.	User-friendly online platforms for meal customization and subscription management.
Diet Personalization	Offer personalized meal plans based on breed, age, and health.	No direct personalization.	Fully personalize d meal plans.	Wide variety of brands but no meal planning.	Highly personalized, including allergy & sensitivity considerations.
Raw & Special Diet Support	Specializes in veterinary and therapeutic diets but does not offer raw food options.	Provides reviews and information on various diets, including raw food options.	Limited, mainly fresh food.	Offers a variety of raw and specialty diet products from multiple brands.	Focus on cooked, fresh meals may not cater to raw diet preferences but offer options for dogs with specific dietary needs.

Aspect	Royal Canin	Dog Food Advisor	Pet Plate	Chewy	Ollie
Partnerships	Collaborate closely with veterinarians and veterinary clinics.	Operates independently without direct partnerships, focusing on unbiased reviews.	Might engage in partnerships for ingredient sourcing but specific collaborations are not widely publicized.	Maintains partnerships with numerous pet food brands and offers a pharmacy service in collaboration with licensed veterinarians.	Works with veterinary nutritionists.

My Pawfect	- My Pawfect offers AI-driven personalized meal plans tailored to a dog's dietary needs. - The app allows users to input health reports and dog details to receive customized food recommendations. - Unlike competitors, My Pawfect acts as an online pet store, offering multiple pet food brands. - Users can compare and purchase various dog food products within the app. - It provides real-time tracking of orders and a user-friendly interface for easy customization. - The platform aims to bridge the gap between AI-generated meal plans and direct pet food purchasing.
Royal Canin	- Royal Canin offers its own brand of pet food, which includes dry and wet food alternatives, is sold by Royal Canin, a science-backed pet food company that offers diets tailored to certain breeds and health conditions. - To provide accurate dietary regimens, the business collaborates closely with pet nutritionists and veterinarians. Veterinarian clinics, internet retailers, and pet shops sell Royal Canin goods. Premium meals suggested by veterinarians can be more expensive than those of other manufacturers. - There is no real-time tracking accessible, but customer service is reachable by phone, email, and chat.

	• The cost of shipping varies by merchant; some provide free delivery for large orders.
Dog Food Advisor	• Instead of being a direct seller, Dog Food Advisor is a site that reviews and rates dog food manufacturers. • To assist pet owners in making wise choices, it offers comprehensive ingredient analysis, recall notifications, and ratings based on nutrition. • The website provides objective information regarding the safety and quality of different pet meals with an emphasis on transparency. • Dog Food Advisor offers affiliate links to independent businesses but does not sell food directly. • Since the platform is review-based, customer service is only available for questions about reviews and not for purchases. • Meal planning services, personalized food suggestions, and subscription alternatives are not available. • Users depend on the platform's review process, which might not always be in line with advice from veterinarians.
Pet Plate	• Pet Plate provides pre-portioned, human-grade, fresh dog meals that are customized to meet the needs of each pet. • Meal plans that are tailored to a customer's breed, age, and nutritional requirements may be ordered through their website or mobile app. • Pet owners find meals handy because they come in microwaveable containers. High-quality, whole-food components free of artificial additives are the company's focus. • They provide meal plans that are based on subscriptions, which can be changed or cancelled at any moment. • Depending on the dog's size and dietary needs, meals cost anywhere from $2.50 to $13.
Chewy	• Chewy offers toys, snacks, pet food, and accessories. • For regular pet food deliveries, they provide subscription and auto-ship services at a reduced cost. • Orders above $49 qualify for free shipping, and deliveries take one to three days. • Chewy does not have AI-generated tailored meal planning, but it does have a food recommendation function. • Brand-specific prices vary, and subscriptions and large purchases can result in discounts.
Ollie	• Ollie offers human-grade, freshly prepared dog food that is tailored to each pet's particular needs.

	• Meals are pre-portioned according on weight, age, and dietary restrictions after customers complete a dog profile questionnaire. • With no artificial preservatives, the brand prioritizes nutritional balance. • weekly or monthly deliveries as part of a subscription-based service. It is one of the more expensive options, with daily meals costing between $4 and $10. • Although shipping is free, availability could be restricted in some areas.

Differentiation

| **Data-Driven Customization for Long-Term Wellness** Many competitors rely on generic feeding guidelines, whereas our platform will tailor recommendations based on ongoing data collection and analysis. Over time, AI refines meal plans and health strategies to better suit each pet's evolving needs, ensuring optimal health at every stage of life.	
Veterinary-Approved Nutrition Plans Many existing meal subscription services provide generic food recommendations without veterinary oversight. Our platform differentiates itself by integrating AI driven expert veterinary guidance into every meal plan. Each pet's dietary needs are assessed based on consultations, medical history, and AI-analyzed health trends, ensuring optimal nutrition for long-term well-being.	
Access to Multiple Premium Pet Food Brands with AI-Powered Dietary Insights Unlike many subscription-based pet food services that limit customers to their in-house brands, our platform provides access to a diverse selection of premium food brands. This flexibility ensures that pet owners can choose the best possible nutrition for their pets based on quality, dietary preferences, and specific health requirements.	
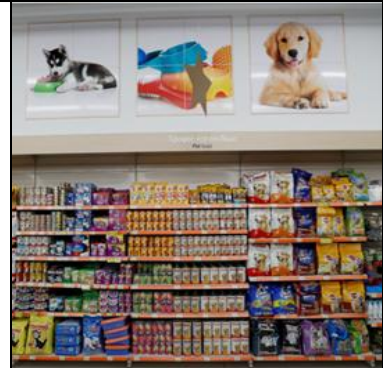
Automated Refill and Personalized Subscription Model
Unlike traditional pet food delivery services that follow a static schedule, our platform dynamically adjusts meal deliveries based on health updates. By leveraging AI-driven insights affiliated with veterinary consultations the system ensures that pets receive precisely what they need each month on their doorstep, eliminating guesswork and ensuring a more tailored approach to nutrition

Why Now?

With pet ownership rising to notable levels in Boston and Massachusetts, the pet sector is expanding quickly. According to one survey, 28.9% of Massachusetts homes possess a dog, while 49.4% of households own a pet overall. Another survey states that about 429,000 families (26%) in the Boston area alone own at least one dog. My Pawfect and other customized, data-driven pet feeding solutions are in high demand due to the expanding pet population.

Real-time, AI-generated meal plans based on veterinary-certified insights are now feasible because to the maturation of telemedicine, automation, and artificial intelligence technologies. The COVID-19 epidemic has also expedited the transition of consumer behavior toward digital and subscription-based services. My Pawfect easily incorporates the convenience, personalization, and professional advice that pet owners increasingly want.

Additionally, there is a growing need for premium, customized nutrition plans because of growing awareness of pet health and wellness. My Pawfect uses AI to dynamically modify meal plans depending on a dog's health reports, dietary requirements, and preferences, guaranteeing optimal nutrition in contrast to typical pet food manufacturers that offer static products.

My Pawfect, a revolutionary AI-driven pet nutrition and e-commerce platform, is being introduced at the ideal time due to the convergence of industry growth, consumer expectations, and technological capabilities.

Verbal/Visual Walkthrough of Use Cases

Use Case 1:
Busy Pet Parent

Use Case 2:
Health-Conscious Pet Parent

Use Case 3:
New Pet Owner

Use case 4:
Local Pet Stores

Detailed Design & Features Description

Design Principles

- **Start with the Essentials**
  We build the most important features first, like personalized meal plans , then add enhancements over time.
- **Keep the Content Clear**
  Our focus is on making nutritional info simple, helpful, and easy to understand.
- **Adapt to Every User**
  Whether someone is new to pet care or a seasoned pet parent, the experience should feel easy and intuitive.
- **Think Mobile First**
  Most users are on their phones, so every screen is designed to be fast, clear, and focused.
- **Support, Don't Replace**
  AI is here to help, not take over. We design tools that enhance expert advice and owner instincts.
- **Fit the Platform**
  The app should feel right at home, whether on iOS, Android, or web. We follow the rules of each system to make things smoother.
- **Protect Data and Build Trust**
  Pet and owner data is sensitive, and we treat it that way. Privacy and transparency are built in.
- **Work for All Kinds of Users**
  People use My Pawfect in different ways. The design supports multiple paths and stays flexible.
- **Design for Everyone**
  From readable text to voice support, our product works for all users, including those with disabilities.
- **Give Users Control**
  Even with automation, users can always change, skip, or cancel. They stay in charge.

Features/information architecture

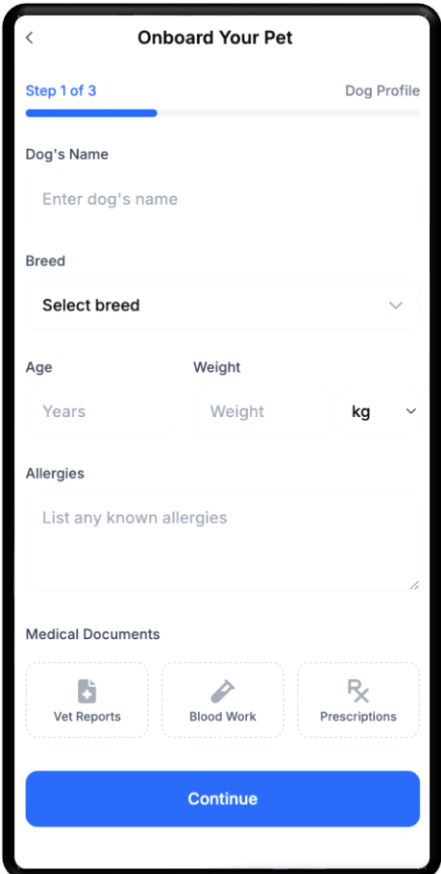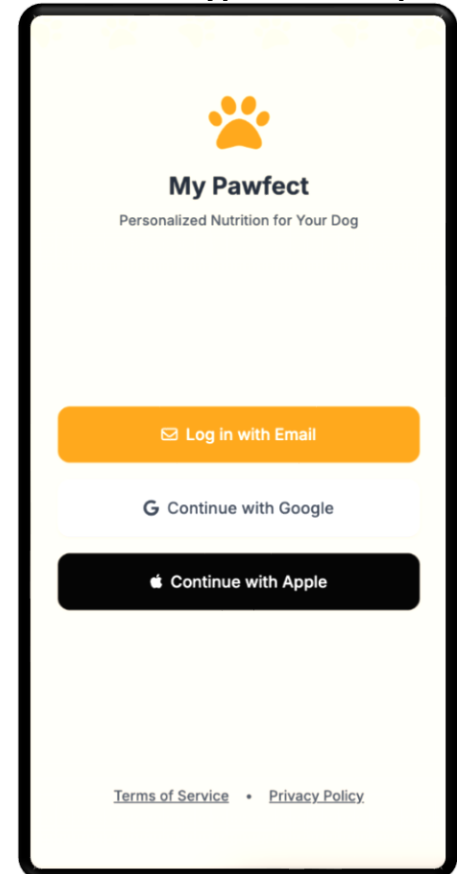| Sr. No	Feature (Mobile App)	Description	Dependencies
1a	Login	Users can log in to the app using their email and password to access their personalized dashboard. This feature provides a secure entry point into the platform and allows returning users to pick up where they left off. The login process is simple, requiring	• Secure authentication system and user database for verifying credentials. • Integration with OAuth 2.0 for third-party login (Google, Apple).

Sr. No	Feature (Mobile App)	Description	Dependencies
		minimal input, and includes error handling for incorrect credentials.	• Email service for password reset links. • Backend logic to handle error messages and failed login attempts.
1b	Social Login	Users may also choose to log in using Google or Apple ID accounts, offering a one-tap experience that saves time and reduces password fatigue. This increases convenience for users who prefer third-party login options.	• OAuth integration. • Google and Apple API setup.
1c	Forgot Password	Forgot Password functionality is also included, allowing users to reset their password through a secure link sent to their registered email address.	• Email service integration • Secure token generation
2	Pet Profile Setup	Once logged in, users are prompted to create a profile for their dog. They enter basic information such as name, breed, age, weight, and known allergies. Users can also upload supporting documents like prescriptions, vet reports, and blood work. This information becomes the foundation for personalized meal planning and product recommendations. The process is designed to be user-friendly, with image upload capability, smart form fields, and tooltips to assist first-time users.	• Secure file upload and storage system (cloud-based). • Database schema for storing pet attributes and documents. • Input validation logic to ensure clean data collection. • UI guidance features (e.g., tooltips, progress bars).
3	AI-Powered Meal Plan	After the pet profile is completed, our AI engine processes the uploaded prescription and dog data to generate a personalized meal plan. It	• Machine learning model trained on veterinary guidelines and prescription

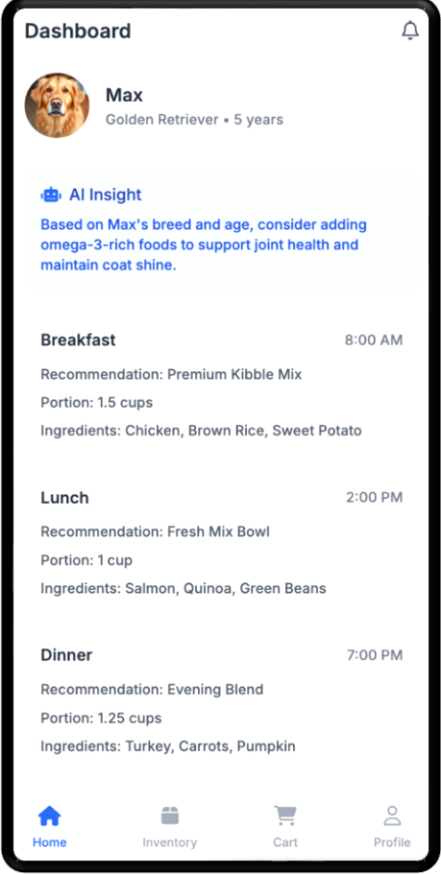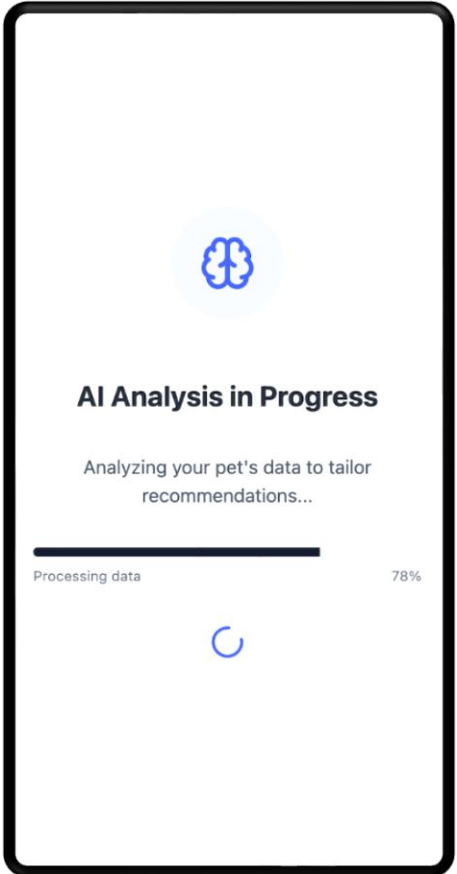| Sr. No	Feature (Mobile App)	Description	Dependencies
		takes into account factors like age, weight, allergies, and dietary restrictions. The AI suggests suitable food types and feeding quantities for breakfast, lunch, and dinner. Over time, the AI can refine meal suggestions based on user input (e.g., food rejections, weight changes), improving accuracy and long-term outcomes.	datasets. • OCR and NLP systems for parsing prescription uploads. • Backend integration with product catalog for matched food items. • Feedback loop mechanism for AI tuning based on user input
4	**Subscription Selection**	Users are shown three subscription tiers: Premium, General, and Affordable. Based on their choice, the app filters product recommendations to match the selected tier. This feature supports affordability while maintaining customization. Each tier clearly lists its benefits, pricing, and flexibility, helping users make informed decisions. Subscriptions can be monthly or yearly.	• Dynamic UI for tier comparison. • Pricing engines for tier-based product bundles. • Subscription plan logic to apply filters to inventory. • Secure billing and renewal system.
5	**Product Inventory & Recommendations**	Based on the AI-generated meal plan and chosen subscription, users see a tailored list of food products. The inventory includes multiple premium brands and is filterable by ingredients, allergens, or dietary goals. The interface is designed to reduce decision fatigue with clear labels,	• Product database with nutritional tags and metadata. • AI-to-UI integration for dynamic recommendations. • Search and filter components with real-time updates.

Sr. No	Feature (Mobile App)	Description	Dependencies
		product comparisons, and user reviews.	• Integration with inventory and supplier systems.
6	**My Cart & Checkout**	After choosing products, users proceed to a cart where they can review item details, delivery preferences, subscription frequency, and final costs. Discount codes and loyalty rewards can also be applied at this stage. The checkout flow is optimized for minimal friction, with address autofill, saved payment methods, and confirmation messages.	• Cart management backend to store selected items and preferences • Secure payment gateway integration (e.g., Stripe) • Address validation and autofill (e.g., Google Maps API) • Order confirmation and billing logic.
7	**Order Tracking**	Once an order is placed, users can view its status in real-time via the order tracking screen. This includes fulfillment status, shipping provider details, and estimated delivery dates. Push notifications alert users when their package is shipped or delivered.	• Integration with third-party logistics APIs. • Notification service (Firebase, OneSignal) • Order status update system. • Tracking UI components.
8	**Modify Subscription**	Users can pause, skip, or modify upcoming deliveries from their subscription settings. They can also change product preferences or switch to a different subscription tier. This gives users flexibility without needing to cancel their plan entirely.	• Subscription management logic with time-based rules. • Flexible delivery schedule engine. • Backend for updating user preferences in real time. • Confirmation prompts and alerts for changes.

Sr. No	Feature (Mobile App)	Description	Dependencies
9	**Notifications & Reminders**	The app automatically sends reminders about upcoming deliveries, low food inventory, and new recommendations. These are personalized and timed to maximize usefulness. Notifications also prompt users for feedback or updates to their pet's profile.	• Event-based trigger system • Push notification service integration • User preference settings for notification control • Message templating engine
10	**Loyalty & Rewards**	Users earn points with each purchase or subscription renewal. These points can be tracked in-app and redeemed for discounts or free products. The rewards page clearly displays point history, current balance, and redemption options.	• Points tracking and redemption system • UI dashboard for loyalty rewards • Integration with checkout for applying discounts • Backend rules engine for points accumulation
11	**Help & Live Chat**	Users can access a support screen to initiate a live chat with a member of the founding team. This chat is powered by Intercom and supports text communication only. Users can ask product questions, request help with orders, or give feedback. The screen includes clear expectations about response times and chat availability.	• Intercom SDK integration in the app • Admin dashboard for support team to respond • Backend access to order and profile data for quicker resolutions • User feedback collection post-chat
12	**User Feedback**	Users can fill feedback on their experience.	• Data input and form components • Secure storage of user-entered data • AI feedback loop for using tracker inputs

Hi-Fi Prototypes/Mockups

My Pawfect
Personalized Nutrition for Your Dog

✉ Log in with Email

G Continue with Google

🍎 Continue with Apple

Terms of Service • Privacy Policy

‹ **Onboard Your Pet**

Step 1 of 3   Dog Profile

Dog's Name
Enter dog's name

Breed
Select breed ⌄

Age   Weight
Years   Weight   kg ⌄

Allergies
List any known allergies

Medical Documents

Vet Reports | Blood Work | Prescriptions

Continue

🧠

AI Analysis in Progress

Analyzing your pet's data to tailor recommendations...

Processing data   78%

↻

Dashboard   🔔

Max
Golden Retriever • 5 years

🤖 AI Insight
Based on Max's breed and age, consider adding omega-3-rich foods to support joint health and maintain coat shine.

Breakfast   8:00 AM
Recommendation: Premium Kibble Mix
Portion: 1.5 cups
Ingredients: Chicken, Brown Rice, Sweet Potato

Lunch   2:00 PM
Recommendation: Fresh Mix Bowl
Portion: 1 cup
Ingredients: Salmon, Quinoa, Green Beans

Dinner   7:00 PM
Recommendation: Evening Blend
Portion: 1.25 cups
Ingredients: Turkey, Carrots, Pumpkin

🏠 Home   Inventory   🛒 Cart   👤 Profile

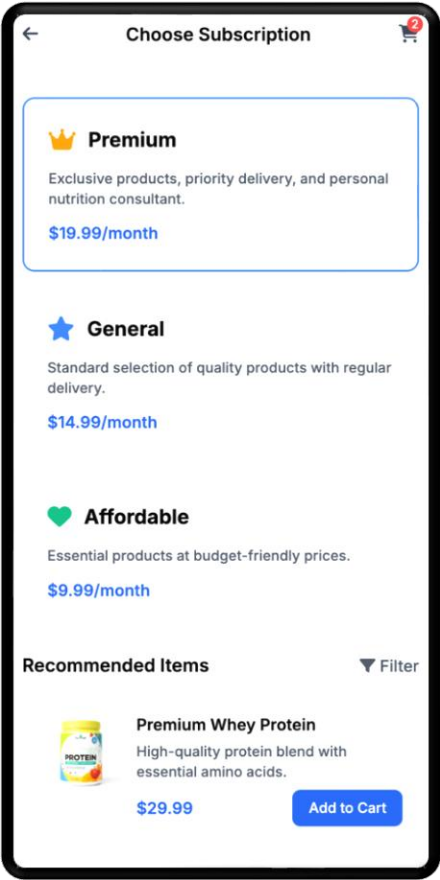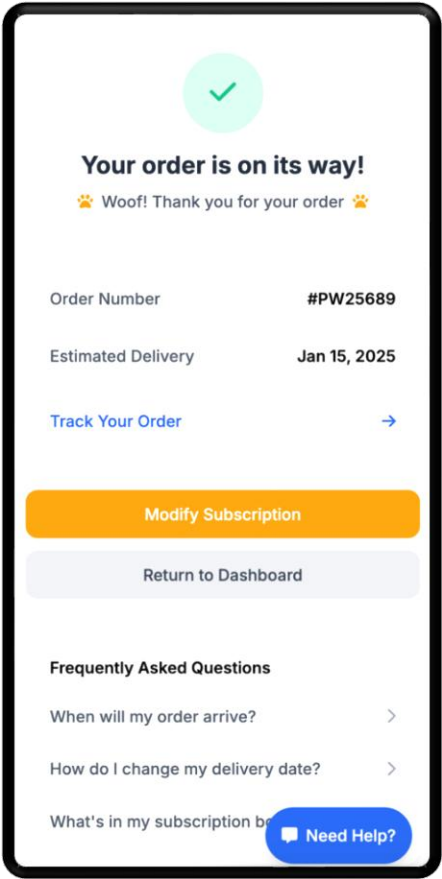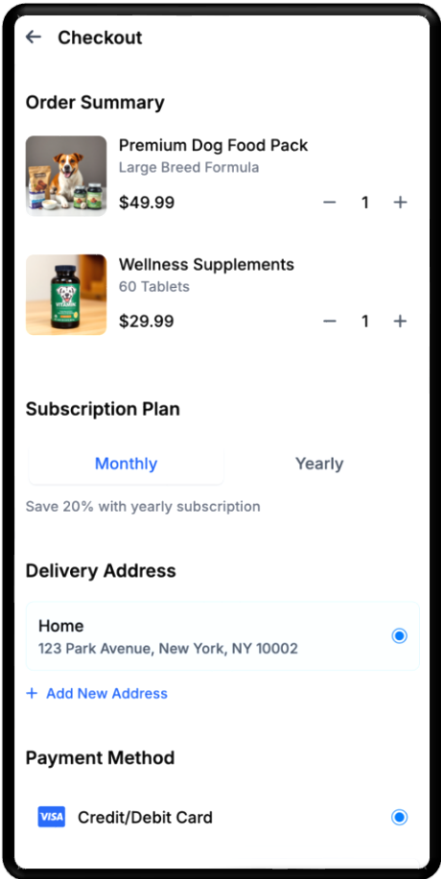
1. Login Page.

2. Onboarding your Dog Pet.

3. AI Analysis page.

4. Recommendation Dashboard post AI-analysis.

Choose Subscription

👑 **Premium**
Exclusive products, priority delivery, and personal nutrition consultant.
$19.99/month

⭐ **General**
Standard selection of quality products with regular delivery.
$14.99/month

💚 **Affordable**
Essential products at budget-friendly prices.
$9.99/month

Recommended Items   ⏷ Filter

Premium Whey Protein
High-quality protein blend with essential amino acids.
$29.99   **Add to Cart**

Store

🔍 Search products...

[All Products] [Dog Food] [Treats] [Prescription]

Premium Diet Food   Rx
Prescription-based natural diet
$49.99   Add

Organic Treats
Natural chicken flavor
$12.99   Add

Vet Diet Plus   Rx
Special formula for seniors
$55.99   Add

Daily Nutrition
Complete balanced diet
$34.99   Add

Home   Inventory   Cart   Profile

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5. Choose a subscription tier for access to products.

6. Store to add products to your monthly deliveries.

Checkout

Order Summary

Premium Dog Food Pack
Large Breed Formula
$49.99   − 1 +

Wellness Supplements
60 Tablets
$29.99   − 1 +

Subscription Plan

| Monthly | Yearly |

Save 20% with yearly subscription

Delivery Address

Home
123 Park Avenue, New York, NY 10002   ●

+ Add New Address

Payment Method

VISA Credit/Debit Card   ●

✓

Your order is on its way!
🐾 Woof! Thank you for your order 🐾

Order Number   #PW25689

Estimated Delivery   Jan 15, 2025

Track Your Order   →

Modify Subscription

Return to Dashboard

Frequently Asked Questions

When will my order arrive?   >

How do I change my delivery date?   >

What's in my subscription b...   💬 Need Help?

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7. Checkout Page.

8. Order Success page.

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v1 aka Minimum Viable Product (MVP)

Priority P0 (Must-Have for MVP Launch)

Feature	Description
User Login (email + social)	Users must be able to securely log in using email, Google, or Apple ID.
Pet Profile Setup	Basic information like name, breed, age, weight, allergies, and prescription upload.
AI-Powered Meal Plan Generation	Core functionality—AI parses the uploaded prescription and generates a personalized meal plan.
Subscription Tier Selection	Users select a pricing tier (Premium, General, Affordable) to unlock the relevant food options.
Product Inventory & Recommendations	Personalized product listings based on AI suggestions and tier.
Cart & Checkout	Add-to-cart, apply subscription frequency, and complete purchase.
Order Confirmation & Tracking	Confirmation screen with tracking status to build trust and clarity.

P1 (Should-Have if Feasible for MVP)

Feature	Description
Forgot Password	Allows users to reset credentials if login fails.
Modify Subscription	Users can pause, skip, or update orders within the same tier.
Help & Text Chat via Intercom	Live chat with the founding team for support, especially important during launch.
Push Notifications	Basic alerts for shipping, order confirmation, and plan reminders.

vNext

P0 – High-Impact Features for Immediate Post-MVP

Feature	Description
Health & Diet Tracker	Allows users to log pet weight, appetite, and energy levels. Helps users monitor progress and enables smarter AI adjustments.
AI Feedback Loop	Users can rate or provide feedback on meal plans, enabling continuous learning and improvement of recommendations.

Feature	Description
Enhanced Modify Subscription	Adds options to adjust delivery frequency, portion sizes, and individual product preferences.

<u>**P1 – Experience and Engagement Enhancers**</u>

Feature	Description
Loyalty & Rewards System	Introduces a points system for purchases and referrals. Points can be redeemed for discounts.
Product Reviews & Ratings	Adds transparency and trust by allowing users to rate and review food products.
Pet Profile Enhancements	Enables adding multiple pets and updating health data or prescriptions over time.

vLongterm

<u>**P0 – Strategic Growth Features**</u>

Feature	Description
Personalized Nutrition Insights & Analytics	Visual dashboards showing nutrient intake, health trends, and long-term dietary progress using data from the Health Tracker. Helps users stay engaged and informed.
Auto-Pause Based on Inventory Detection	Smart delivery logic that suggests skipping delivery if the system predicts the user still has food left, based on previous consumption data.
Referral & Ambassador Program	Structured referral system with reward tiers and incentives for power users and community advocates.

<u>**P1 – Ecosystem Expansion Features**</u>

Feature	Description
Smart Reminders Based on Dog Activity (optional wearable integration)	Sync with future wearables or health apps to detect hunger cues or activity spikes and adjust meals or timing accordingly.
Cross-Sell Engine for Accessories & Supplements	AI-powered suggestions for treats, vitamins, or grooming products tailored to the dog's health needs or age.
API for Vet Clinics / Insurance Integration	Enables external partners (e.g. vet networks, insurers) to plug into the user's nutrition records or meal plan data securely.

Feature	Description
Gamified Challenges & Rewards	Engages users with streaks, badges, or small rewards for actions like logging meals consistently or trying new food types.

Roadmap / Timing

In preparation for the product launch, we will begin with a detailed customer discovery process that includes surveys, competitor research, and user interviews to validate key pain points for pet parents. This research will guide the development of the Minimum Viable Product (MVP), ensuring it meets real-world needs around AI-powered meal recommendations, subscription flexibility, and trust in pet food sources.

In **Quarter 1**, we will launch the Minimum Viable Product (MVP) by building a mobile-first platform featuring an intuitive onboarding wizard and a foundational subscription system with monthly auto-ship capabilities. A baseline AI model will be developed using vet-approved parameters to generate initial personalized meal plans. Simultaneously, we will onboard 5–10 food stores, ensuring coverage across raw, allergy-specific, and weight-control diets. On the infrastructure side, we will migrate to a scalable cloud environment and establish initial store contracts along with basic inventory management systems. To ensure user trust, a comprehensive data audit will be conducted, and encryption standards will be implemented to meet privacy and compliance requirements. This technical foundation will enable a smooth Alpha rollout and set the stage for data-driven personalization in future quarters.

In **Quarter 2**, our focus will shift to enhancing both user experience and operational stability. On the personalization front, we will implement predictive dietary logic, enabling adjustments based on allergy, age, and weight inputs to deliver more accurate and evolving meal recommendations. To improve flexibility, we will roll out dynamic scheduling, allowing users to pause, resume, or customize delivery windows to better fit their lifestyle. We'll also introduce enhanced labeling with filters for dietary goals, certifications, and ingredients, empowering users to make more informed choices.

Operationally, we will implement dynamic inventory syncing with supplier APIs and smart routing to ensure stock accuracy and optimize delivery efficiency. A robust consent management module will be deployed to allow users to manage their data usage preferences, including opt-ins for AI training, marketing, and third-party vet sharing. To ensure platform reliability, we will build failover systems and real-time monitoring dashboards. Lastly, we will conduct usability testing and apply iterative UI/UX improvements based on analytics and front-end KPIs, refining the onboarding and overall user journey.

Together, these efforts will significantly strengthen trust, engagement, and delivery performance heading into the Beta phase.

In **Quarter 3**, we will focus on strengthening My Pawfect's value proposition by introducing features that enhance personalization, transparency, and trust. To empower smarter choices, we'll launch brand comparison tools within product listings and roll out advanced filters based on dietary goals, certifications, and ingredients. Users will also gain access to customizable subscription tiers and dietary add-ons, such as treats or seasonal bundles, supporting greater flexibility and personalization.

We'll introduce dynamic meal planning, enabling real-time plan adjustments based on user feedback such as changes in pet behavior, stool quality, or energy levels. To support shared pet care, we will implement role-based access for family members, caretakers, or dog walkers. On the backend, real-time stock tracking and low-inventory alerts will be added to improve order fulfillment accuracy and transparency. We will also focus on performance and stress testing to ensure the platform scales smoothly, while continuing usability iterations based on analytics and front-end KPIs to enhance the overall experience.

These initiatives will solidify our competitive differentiation and prepare the platform for full-scale launch.

Finally in **Quarter 4**, we will evolve My Pawfect into a truly intelligent wellness platform by expanding personalization, access, and ecosystem integration. Support for multi-pet profiles will allow users to manage personalized meal plans for all their pets under a single account. To support household collaboration, we'll implement role-based access control for family members, caretakers, and sitters.

To drive retention and engagement, we'll launch a loyalty and rewards program, along with seasonal bundles and special offers. On the technical front, we'll focus on resource optimizations, including caching, load balancing, and AI compute cost reduction, to improve speed and lower infrastructure costs. We'll also integrate smart delivery routing to enhance freshness and fulfillment efficiency. Finally, we'll roll out personalization toggles and accessibility features to ensure an inclusive experience for diverse user needs.

Together, these advancements will transform My Pawfect from a functional nutrition app into a comprehensive, data-driven wellness platform for modern pet families.

Scenarios for Service Introduction

To ensure a robust and scalable rollout, My Pawfect will follow a three-stage introduction model: **Alpha → Beta → Full Launch.**

- **Alpha Launch (End of Q1 – Internal Test Group):**
  Alpha testing will be conducted using a closed beta of early adopters and vet partners. They will validate AI-created meal plans, onboarding UX, and fundamental delivery flows. Feedback will drive final prioritization of diet logic, personalization gaps, and trust-inducing cues (e.g., vet stamps, ingredient transparency).

- **Beta Launch (Mid-Q2 – Targeted Public Release):**
  The Beta will have a bigger user base (100–300 users) distributed across 2–3 urban pet-friendly markets. The phase will allow us to test dynamic delivery logic, multiple pet profile synchronization, and backend stability under light load. This is also where predictive diet changes are stress-tested using actual inputs like pet weight loss or allergy response.

- **Full Launch (Start of Q3):**
  With stable foundations and established use cases, My Pawfect will launch publicly in all supported markets. Brand comparison features, subscription tiers, and add-ons like holiday treats will be implemented. Accessibility features, role-based account delegation, and inventory-driven recommendations will empower unlocking scales without the loss of inclusivity.

Why this plan?

Several alternatives were considered, including:
- Direct-to-public MVP launch (rejected due to risk of poor first impressions and untested personalization logic).
- Waiting to launch until the full feature set was ready (risked losing early traction and delaying learnings).

Instead, our phased Alpha → Beta → Full Launch approach enables progressive validation, real-time iteration, and controlled risk exposure, ensuring that My Pawfect delivers a lovable, trustworthy experience to pet parents from day one.

Product Roadmap Visualization

Themes	Q1	Q2	Q3	Q4
AI & Personalization **Goal:** Improve the accuracy, adaptability, and performance of AI-driven meal plans.	**Define AI** **Goal :** To set up baseline AI model with vet-approved parameter. Priority: High Effort: High	**Predictive Dietary Adjustments** **Goal :** Add allergy, weight, and age-based predictive adjustments. Priority: High Effort: Medium	**Dynamic Meal Planning** **Goal :** Enable dynamic meal plan adjustments based on ongoing customer feedback (e.g., pet behavior, stool quality, energy levels). Priority: High Effort: High	**Wearable Integration** **Goal :** Integrate wearable health tracker data (e.g., activity monitors). Priority: High Effort: High
Subscription Management **Goal:** Increase flexibility and transparency in how subscriptions are managed.	**Initial Subscription & Delivery System** **Goal:** Launch base subscription with monthly auto-ship. Priority: High Effort: Medium	**Flexible Scheduling** **Goal:** Enable pause/resume, dynamic delivery windows. Priority: Medium Effort: Medium	**Tiers and Add-Ons** **Goal:** Introduce flexible tiers and dietary add-ons (e.g., treats). Priority: Medium Effort: Medium	**Multi-pet profiles.** **Goal:** Enables user to create and manage meal plan for multiple pet under single account. Priority: Medium Effort: Low
Product & Brand Diversity **Goal:** Expand range of pet food brands and dietary options available.	**Onboard Initial Brands** **Goal :** Onboard 5-10 food brands with options for raw, allergy-specific, and weight-control diets. Priority: High Effort: Medium	**Enhanced Labelling** **Goal:** Add filters by dietary goals, certifications, and ingredients. Priority: Medium Effort: Medium	**Brand Comparison** **Goal:** Build brand-comparison feature in product listings. Priority: Low Effort: Low	—
Platform Reliability & Performance **Goal:** Ensure high uptime, scalability, and low-latency performance.	**Cloud Infrastructure** **Goal :** Migrate to scalable cloud infrastructure. Priority: High Effort: High	**Reliability** **Goal :** Implement failover systems and monitoring dashboards. Priority: High Effort: Medium	**Performance & Stress Handling** **Goal :** Improve performance benchmarks and stress handling. Priority: Medium Effort: Medium	**Resource Optimizations** **Goal :** Optimize AI compute cost with caching and load balancing. Priority: Medium Effort: Medium
UI/UX & Onboarding **Goal:** Smooth onboarding, accessible UI, and delightful experience for pet parents.	**Initial Build** **Goal :** Build initial mobile-first interface with onboarding wizard. Priority: High Effort: Medium	**Usability Iterations** **Goal :** Conduct usability tests and apply iterative improvements on the UI and general experience of the app, as well as user onboarding experience based on collected analytics and Frontend KPIs. Priority: Medium Effort: Medium		**Personalization & Access** **Goal :** Add personalization toggles and accessibility features. Priority: High Effort: High
Logistics & Supply Chain **Goal:** Ensure reliable fulfillment, smart restocking, and delivery accuracy.	**Initial Contracts** **Goal:** Establish supplier contracts and inventory management basics. Priority: High Effort: Medium	**Dynamic Sync** **Goal:** Add dynamic inventory sync with supplier APIs. Priority: High Effort: High	**Tracking & Monitoring** **Goal:** Implement real-time stock tracking and low-inventory alerts. Priority: Medium Effort: Medium	**Smart Routing** **Goal:** Integrate smart routing for deliveries (optimize for freshness. Priority: Medium Effort: High
Data Privacy & Security **Goal:** Protect user and pet data, including medical and behavioral insights.	**Data Security & Compliance** **Goal:** Conduct data audit and implement encryption standards. Priority: High Effort: Medium	**Consent Management** **Goal:** Implement consent management module for data usage preferences (e.g., opt-in for AI training, marketing, third-party vet sharing). Priority: Medium Effort: Medium	— *On hold to prioritize other themes*	**Role-Based Access Control** **Goal:** Implement role-based access control for multiple family members, caretakers, sitters, etc. Priority: Medium Effort: Medium

Timeline	Launch Features	Goal
Pre-Launch	• Conduct pet parent surveys and vet interviews. • Finalize MVP feature scope.	To validate core needs (AI-driven meal planning, trust, and subscription flexibility) and shape MVP through user and expert insights.

Timeline	Launch Features	Goal
Q1	• Launch Minimum Viable Product (MVP). • Baseline AI model. • Initial subscriptions with auto-ship. • Onboard 5–10 food stores (raw, allergy-specific, weight control). • Mobile-first onboarding UI. • Supplier contracts & cloud migration. • Data audit & compliance setup.	To build a scalable, secure product foundation with personalized AI, reliable delivery setup, and clear onboarding—ready for Alpha testing.
Q2	• Predictive dietary logic (age, allergy, weight-based) • Flexible scheduling (pause, resume, custom windows) • Dynamic inventory sync + delivery routing • Consent management module • Enhanced labeling & dietary filters • Usability testing & UI iterations • Failover systems & monitoring dashboards	To improve personalization, control, and transparency while stabilizing backend infrastructure and refining the user experience for Beta readiness.
Q3	• Dynamic meal plan updates based on pet behavior • Brand comparison in listings • Dietary filters, certifications • Add-ons: treats, seasonal bundles • Custom subscription tiers • Role-based access (family, sitters) • Real-time stock tracking • Performance benchmarking & stress testing.	To differentiate My Pawfect with smart shopping tools, deeper personalization, and inclusive features in preparation for full-scale launch.
Q4	• Wearable integration for behavioral-based planning • Multi-pet profile support • Role-based access controls • Loyalty & rewards program • Seasonal offers & bundle deals • Personalization toggles & accessibility features • AI compute optimization (caching, load balancing) • Smart routing refinements	To evolve into a wellness ecosystem by enhancing retention, inclusivity, and intelligence while optimizing operations and expanding through strategic partnerships.

Metrics

Metric	Description	Success Criteria	How to Compute?
Prescription-to-Purchase Conversion Rate (PPCR)	Measures the percentage of users who upload a vet prescription and proceed to purchase a subscription.	High — Ideal	(Prescription uploads followed by purchase / Total prescription uploads) × 100
Onboarding Completion Rate	Tracks how many users complete the onboarding flow (pet profile + AI plan + subscription selection).	High — Ideal	(Users who complete onboarding / Total signups) × 100
Monthly Active Users (MAU)	The total number of unique users interacting with the app during a given month.	High — Ideal	Track unique active users per month
Subscription Retention Rate	Percentage of users who renew their subscriptions over time.	High — Ideal	(Subscribers at end of period / Subscribers at start of period) × 100
Revenue per Active Subscriber	Average revenue generated from each active subscriber.	High — Ideal	Total revenue from subscriptions / Number of active subscribers
Churn Rate	Measures the percentage of subscribers who cancel their plan in a given period.	Low — Ideal	(Subscribers lost / Subscribers at start) × 100
Bounce Rate	Percentage of users who leave the app without taking meaningful action.	Low — Ideal	(Single-screen sessions / Total sessions) × 100
Average Session Duration	Tracks the average time users spend on the platform during a session.	High — Ideal	Total time spent by users / Number of sessions
Net Promoter Score (NPS)	Measures user loyalty by asking how likely they are to recommend My Pawfect to others.	High — Ideal	% Promoters - % Detractors
Customer Satisfaction Score (CSAT)	Reflects user satisfaction after interacting with customer support or features.	High — Ideal	(Positive responses / Total responses) × 100

Metric	Description	Success Criteria	How to Compute?
AI Plan Adjustment Rate	Percentage of users who adjust the AI's recommended meal plan.	Medium — Informative	(Users who modify AI plans / Users who receive AI plans) × 100
Subscription Tier Distribution	Shows the distribution of users across Premium, General, and Affordable plans.	Neutral — Insightful	Count of users per tier
Loyalty Points Redemption Rate	Measures of how many loyalty points earned by users are actually redeemed.	High — Ideal	(Points redeemed / Points earned) × 100
Cart Abandonment Rate	Percentage of users who add items to the cart but do not complete the purchase.	Low — Ideal	(Abandoned carts / Total carts created) × 100
Referral Conversion Rate	Measures how many referred users become paying subscribers.	High — Ideal	(Referred users who purchase / Total referred users) × 100
Feature Adoption Rate	Tracks the percentage of users utilizing specific app features (e.g., AI meal planning, live tracking).	High — Ideal	(Users using the feature / Total active users) × 100
Time to First Purchase	Measures the average time between a user signing up and making their first purchase.	Low — Ideal	Sum of (first purchase time - signup time) / number of purchasing users
Support Ticket Resolution Time	Tracks how quickly customer support resolves issues raised by users.	Low — Ideal	Total time to resolve tickets / Number of resolved tickets
Daily Active Subscribers	Number of unique subscribers actively using the app daily.	High — Ideal	Count of unique subscribers logging in per day
Average Discount per Order	Measures the average discount amount applied per order to assess pricing strategies.	Neutral — Insightful	Total discounts applied / Total number of orders
Plan Upgrade Rate	Percentage of users upgrading from basic to premium tiers.	High — Ideal	(Users upgrading plans / Total users) × 100

International

As the platform considers international expansion, success will depend on navigating regional dynamics in pet care, marketplace operations, and localized digital experiences.

Key Challenges to Global Expansion

1. Onboarding & Partnering with Local Pet Stores
- Success depends on building a robust local supply network by onboarding trustworthy pet stores.
- Pet store owners may need support in digitizing their inventory, managing profiles, and understanding AI-powered features.
- Store availability, business hours, and stock integration may vary.

Action:
Build easy-to-use merchant onboarding tools, provide store training for inventory setup, and localize store dashboards. Highlight store ratings, proximity, and availability for users.

2. Localization of the Platform Experience
- International expansion requires a multi-lingual interface, local currencies, and tailored user flows.
- Subscription models and AI recommendations must adapt to regional pricing standards and pet profiles.
- In-app vet suggestions or allergy alerts must reflect locally available ingredients and products.

Action:
Add language, currency, and regional AI training modules. Adapt pricing models to local affordability while keeping UX intuitive.

3. Payments & Payout Infrastructure
- Marketplace operations must support local payment methods and payout systems for pet stores.
- In many countries, users rely on mobile wallets or region-specific gateways (e.g., UPI in India, iDEAL in the Netherlands).
- Handling split payments between *My Pawfect* and partner stores must be secure and transparent.

Action:
Integrate country-specific payment solutions (Stripe Connect, PayPal, Razorpay, etc.) and provide store owners with regionally compliant payout options.

4. Competition & Market Positioning
- Pet food marketplaces may already exist in some regions, often tied to large e-commerce players.
- Many are product-focused, not health-driven. Few offer AI-powered, vet-certified recommendations.
- Positioning *My Pawfect* as a smart pet health companion, not just a store, can be a competitive edge.

Action:
Emphasize AI personalization, health report upload, and multi-brand discovery as differentiators. Form vet advisory partnerships to build credibility in new markets.

Overall, international expansion is viable but should be approached in phases, starting with countries that have:

- High pet ownership rates
- Digitally active local pet store networks
- Clear regulatory frameworks

A strong pilot in English-speaking regions (e.g., UK, Canada, Australia) can validate the model before expanding into multilingual, regulatory-heavy markets.

Projected Costs

Q1: Beta Development

Role / Resource	Type	Rate / Salary	Duration	Cost
Veterinary Advisor	Contract	$130/hr	80 hrs	$10,400
Full-Stack Engineer	Full-Time	$8,000/mo	3 months	$24,000
AI Developer	Full-Time	$8,000/mo	3 months	$24,000
Backend/DevOps Engineer (Contract)	Contract	$80/hr	300 hrs	$24,000
Product Manager	Fractional	$60/hr	200 hrs	$12,000
UI/UX Designer	Contract	$75/hr	160 hrs	$12,000
QA Tester	Contract	$50/hr	40 hrs	$2,000
Legal Advisor	Flat Fee	–	Basic setup	$8,000
Total Q1				**$148,400**

Q2: MVP Launch

Role / Resource	Type	Rate / Salary	Duration	Cost
Veterinary Advisor (retainer)	Retainer	$2,000/mo	3 months	$6,000
Full-Stack Engineer	Full-Time	$8,000/mo	3 months	$24,000
AI Developer	Full-Time	$8,000/mo	3 months	$24,000
Product Manager	Full-Time	$6,000/mo	3 months	$18,000
UI/UX Designer	Contract	$75/hr	160 hrs	$12,000
Support Specialist (Part-Time)	Hourly	$30/hr	80 hrs	$2,400
Logistics Coordinator	Contract	$50/hr	120 hrs	$6,000
QA + UAT Support	Contract	$50/hr	100 hrs	$5,000
Legal + Policy Review	Contract	–	Per doc	$10,000
Total Q2				**$163,800**

Q3: MVP Maintenance & Support

Role / Resource	Type	Rate / Salary	Duration	Cost
Veterinary Advisor (check-in)	One-time Consult	$130/hr	~25 hrs	$3,250
Full-Stack Engineer	Full-Time	$8,000/mo	3 months	$24,000
AI Developer	Full-Time	$8,000/mo	3 months	$24,000

Role / Resource	Type	Rate / Salary	Duration	Cost
Support Agent (Part-Time)	Hourly	$30/hr	~160 hrs	$4,800
QA Tester	Contract	$50/hr	~40 hrs	$2,000
Product Manager	Fractional	$60/hr	~100 hrs	$6,000
Designer (light UI changes)	Contract	$75/hr	~80 hrs	$6,000
Logistics + Ops	Contract	$50/hr	~120 hrs	$6,000
Total Q3				**$76,050**

Q4: MVP Maintenance & Support

Role / Resource	Type	Rate / Salary	Duration	Cost
Veterinary Advisor (check-in)	One-time Consult	$130/hr	25 hrs	$3,250
Full-Stack Engineer	Full-Time	$8,000/mo	3 months	$24,000
AI Developer	Full-Time	$8,000/mo	3 months	$24,000
Support Agent (Part-Time)	Hourly	$30/hr	160 hrs	$4,800
QA Tester	Contract	$50/hr	40 hrs	$2,000
Product Manager	Fractional	$60/hr	100 hrs	$6,000
Designer (light UI tweaks)	Contract	$75/hr	80 hrs	$6,000
Logistics + Ops	Contract	$50/hr	120 hrs	$6,000
Total Q4				**$76,050**

Total Annual Cost

Quarter	Total Cost (USD)
Q1	$148,400
Q2	$163,800
Q3	$76,050
Q4	$76,050
Total	**$464,300**
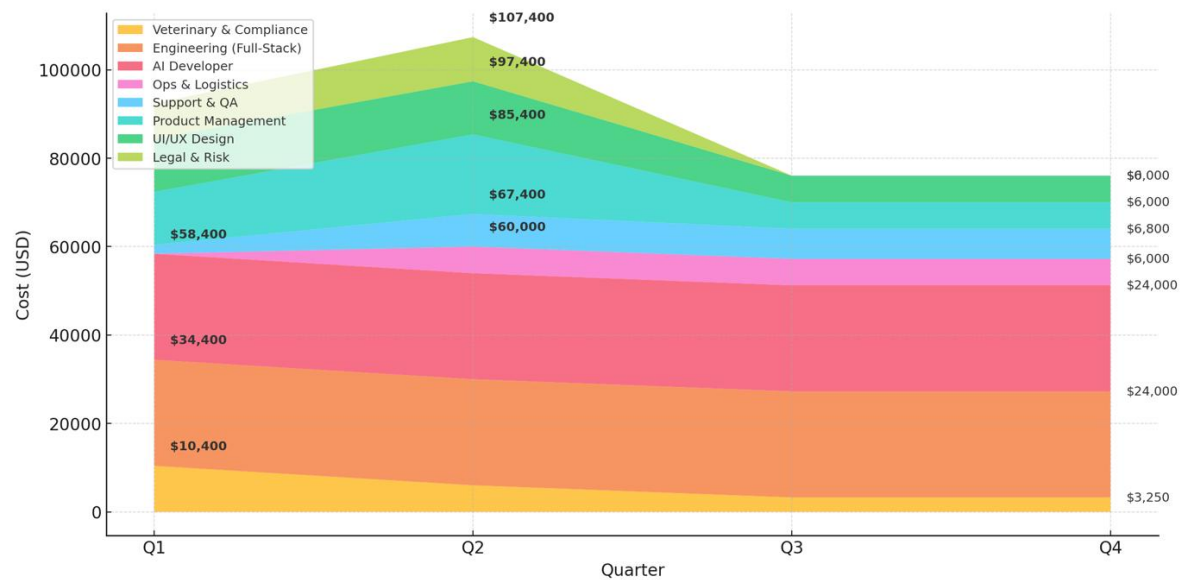
Distribution of cost per category over Q1- Q4 for FY1

Annual Cost Distribution
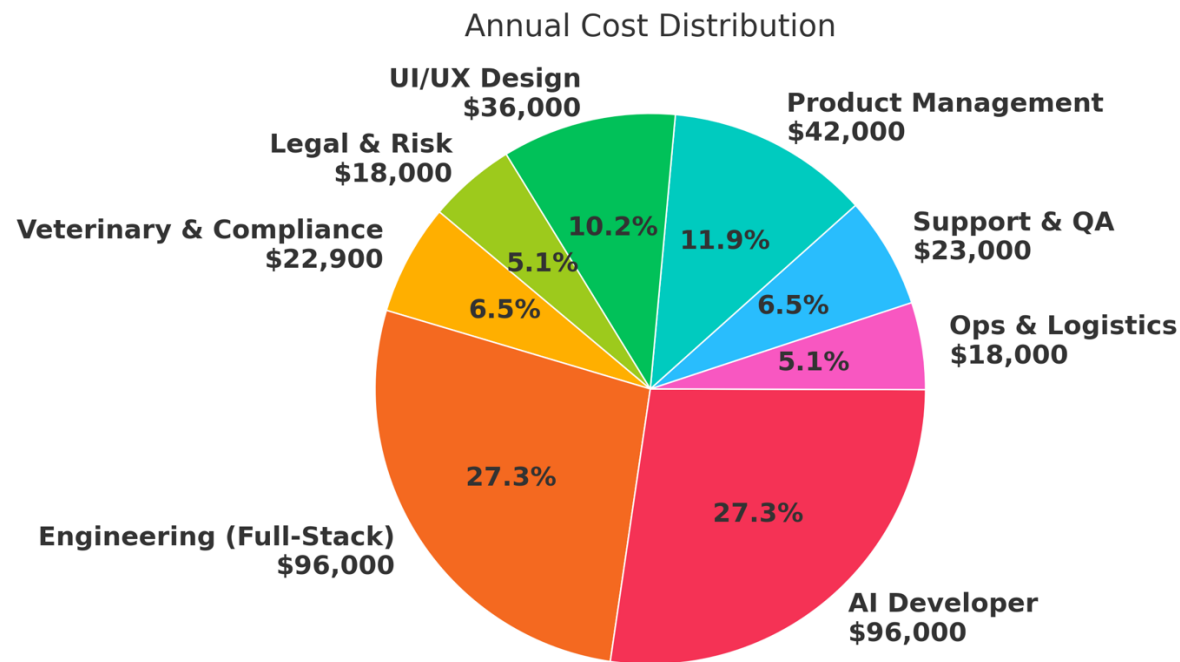
Operational Needs

To deliver a seamless, scalable experience, our product requires a blend of internal resources, external partners, and well-defined support systems. These needs span AI operations, vendor coordination, fulfillment logistics, and customer interaction. Some roles will be core and ongoing, while others may be temporary or ramped up during specific phases like launch or expansion.

1. Prescription Intake & Product Matching

Support Required:

- Early-stage collaboration with veterinary professionals is essential to guide training data curation, validate AI-generated recommendations, and fine-tune the logic used to match prescriptions with appropriate prepackaged pet food products.

- This support may include working sessions to label data, define medical constraints, and review sample outputs to ensure clinical relevance and nutritional accuracy.

Commitment:

- Finite during initial development, with potential for periodic involvement during major updates or when introducing new product categories.

- A small advisory panel of vets may remain on-call or under retainer for quarterly audits or regulatory support.

2. Catalog & Inventory Coordination

Support Required:

- A technical resource (contract or internal) to build and maintain integrations with seller catalogs and stock systems.

- A content operations or product data specialist to keep metadata accurate, update discontinued items, and manage ingredient compliance flags.

Commitment:

- Integration setup may be finite, but monitoring and catalog hygiene will be ongoing.

- Additional short-term support may be needed during rapid scale or product line expansion.

3. Vendor Management & Sourcing

Support Required:

- A dedicated source or partnerships manager to establish and maintain relationships with pet food stores, negotiate pricing, and ensure SLAs are upheld.

- Legal and compliance input (in-house or outsourced) to vet suppliers and manage documentation for product safety standards.

Commitment:

- Ongoing, especially for vendor relationship management.
- Legal support may be periodic or project-based (e.g. during new partner onboarding or policy updates).

4. Logistics & Fulfillment

Support Required:
- A logistics coordinator or operations lead to managing relationships with fulfillment partners and troubleshooting delivery issues.
- If customer service volumes increase, a support specialist may be needed to handle shipping inquiries and return workflows.

Commitment:

- Ongoing coordination role; potential to automate more over time.
- Support capacity may grow seasonally or based on order volume.

5. Customer Support

Support Required:

- A member of the founding team will initially handle customer inquiries via Intercom (live text chat), especially around product questions, technical issues, or post-order concerns.
- As the user base grows, a dedicated support hire or outsourced support team may be needed to maintain response time and quality.

Commitment:

- Founding the team's role is transitional; dedicated support will become an ongoing need.
- Part-time coverage may suffice initially but will likely be scaled with the customer base.

6. Digital Infrastructure & Internal Tools

Support Required:

- A backend developer or dev-ops engineer (internal or contract) to maintain data pipelines, support integrations, and build operational dashboards.
- Periodic QA or test support to ensure user flows, recommendation logic, and order routing function correctly after changes.

Commitment:

- Development and automation efforts will be heavier early on but taper into maintenance.
- Monitoring and debugging will require long-term light-touch support, especially as new features are added.

7. Compliance & Risk Management

Support Required:

- A data privacy and compliance specialist (contract or legal advisor) to help set up secure storage, access controls, and user data protocols.

- Regular check-ins with veterinary consultants or third-party reviewers to validate that product recommendations align with the most recent dietary standards.

Commitment:

- Legal setup is mostly finite, with periodic audits.

- Veterinary audits are semi-ongoing and may scale back once processes stabilize.

Addressing Caveats/risks

Risk Category	Description	Possible Mitigations
Privacy & Data Security	The collection and processing of pet-related medical and dietary data carry potential risks of breaches, unauthorized access, or misuse. Such incidents could undermine user confidence and trust in the platform.	Deploy advanced encryption techniques, perform regular security evaluations, adhere to data protection laws, and limit the storage of sensitive user information to mitigate potential threats.
Legal & Intellectual Property Risks	The integration of AI-driven pet nutrition analytics and wearable technology may lead to conflicts over patents or intellectual property rights, which could result in legal challenges.	Conduct extensive intellectual property research, seek expert legal counsel, and focus on developing proprietary technology to ensure compliance and maintain a competitive edge.
Intellectual Property Theft & Replication	The unauthorized copying or replication of AI algorithms, meal planning strategies, or consultation frameworks could significantly impact the company's ability to maintain its competitive position in the market.	Enhance security measures by implementing encryption, watermarking, and controlled access protocols. Additionally, secure patents where applicable to safeguard valuable intellectual assets.
System Reliability & Technical Dependencies	Ensuring seamless functionality across AI-based recommendations, veterinary consultations, and personalized meal plans is essential. Any disruptions or technical failures could negatively affect the user experience.	Adopt rigorous testing procedures, utilize scalable cloud infrastructure, and establish robust backup and disaster recovery strategies to maintain service reliability.

Risk Category	Description	Possible Mitigations
Third-Party Supplier & Service Dependencies	Relying on external vendors for pet food supplies and veterinary services presents risks of operational disruptions due to supply chain inefficiencies, unexpected shortages, or logistical delays.	Develop diverse supplier networks, negotiate long-term agreements, and maintain strategic inventory reserves to guarantee consistent service availability.
Misinterpretation of Prescription Inputs	Incorrect OCR or NLP processing of prescription uploads could result in improper meal plans, especially for handwritten or multilingual vet notes.	Implement a manual review fallback for prescriptions with low confidence scores. Train OCR/NLP on multilingual datasets and diverse handwriting samples.
AI Model Bias & Personalization Gaps	AI-driven meal recommendations might underperform or misguide if trained on biased or insufficient veterinary data, especially across diverse breeds or geographies. This could impact on user trust and health outcomes.	Continuously retrain the AI using diverse, anonymized datasets. Collaborate with certified vets to audit recommendations. Allow user feedback loops to refine accuracy.

Appendix

1. Survey Results and Visualization

User Survey Analysis	
Q1: How do you keep track of your dog's dietary habits and nutrition?	
Detailed Tracking	**13**
General Awareness	**3**
Casual Monitoring	**3**
Nutritional Focus	**2**
Not tracking	**9**
Q2: How do you track when to restock your dog's food?	
Scheduled Restocking	**3**
Not tracking (Other)	**19**
On-Demand Restocking	**1**
Subscription Service	**2**
Q3: What is the biggest logistical challenge you face with respect to looking after your dog?	
Food Management	**5**
Time & Convenience	**2**
Health & Hygiene	**2**
Other	**16**
Weather & Environment	**1**

Local Business Survey Analysis	
Q1: What challenges do you face with customer acquisition?	
No Challenges	**1**
Market Competition	**1**
Targeting Customers	**2**
Pricing & Discounts	**1**
Marketing & Visibility	**1**
Q2: How do you retain your customers across months?	
Loyalty Programs	**1**
Personalized Communication	**1**
Customer Service	**2**
Quality & Consistency	**1**
Q3: How often do you experience a surplus/shortage in your inventory of pet food?	
No Inventory Issues	**1**
Surplus Issues	**1**
Shortage Issues	**1**

Local Business Survey Analysis	
Other	**1**
Regular Monitoring	**1**
Fluctuating Demand	**1**

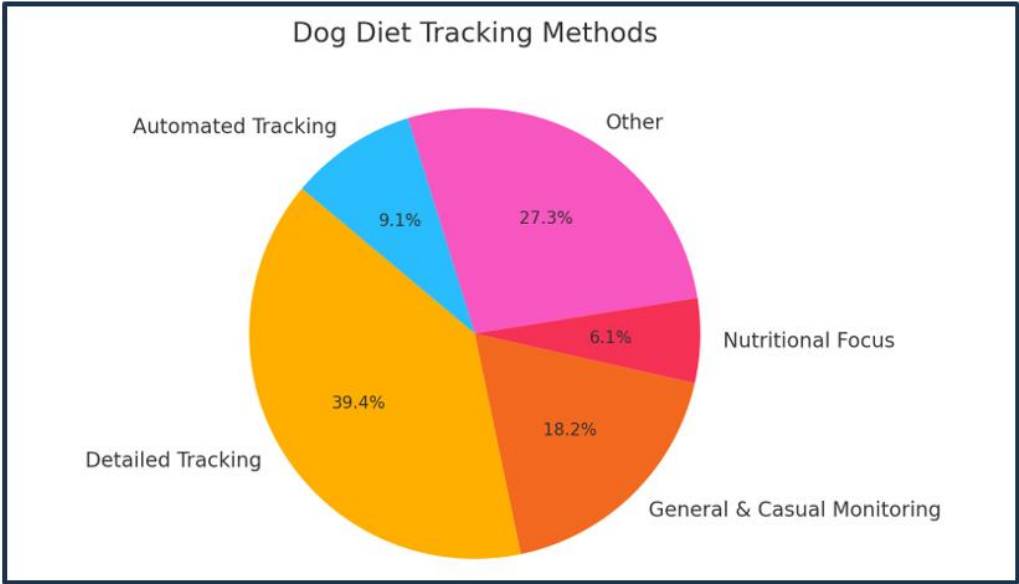Based on the responses received, a survey visualization is shown

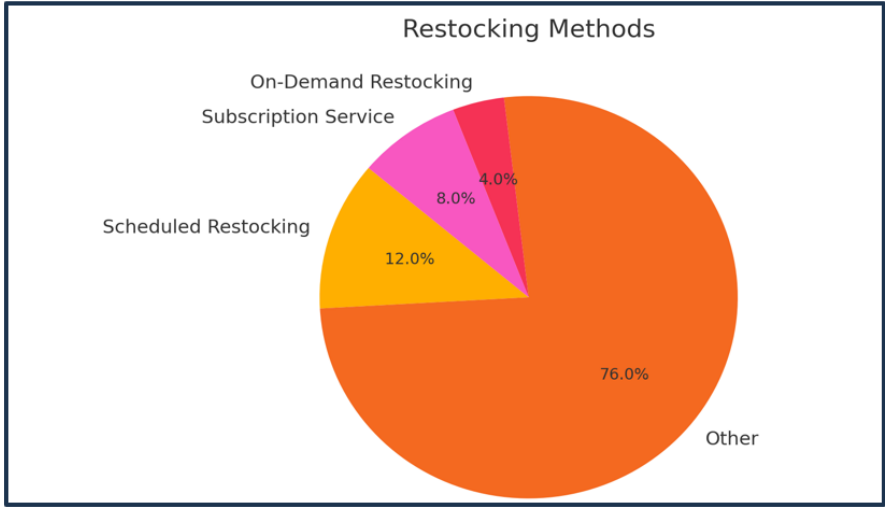*Figure 1: Dog Diets and feeding tracked by pet owners*
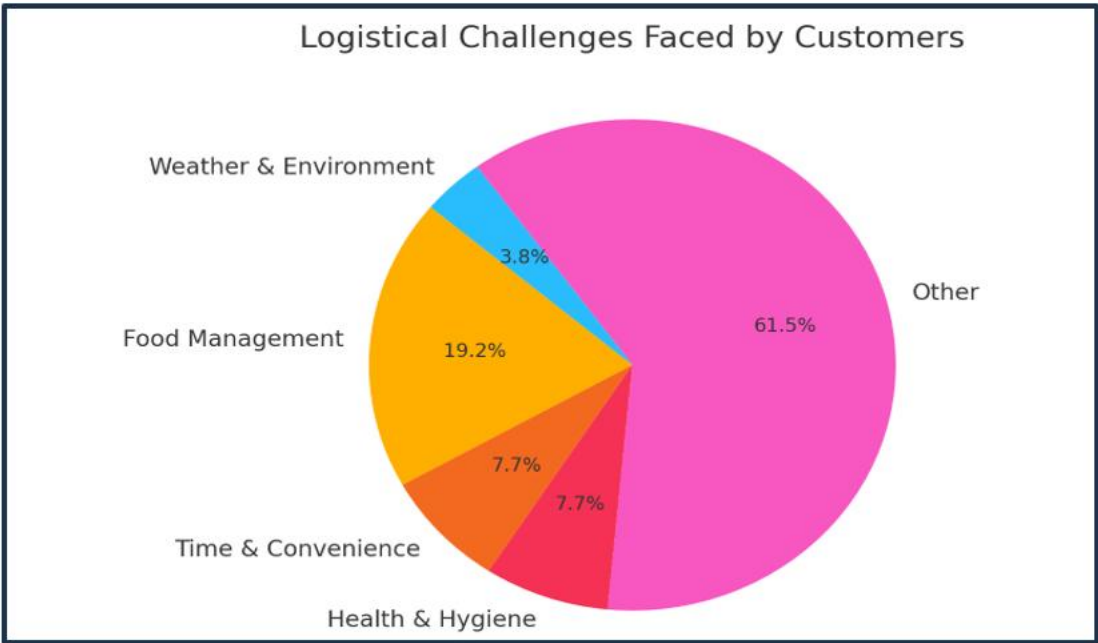

Figure 2: Restocking Methods by pet owners.
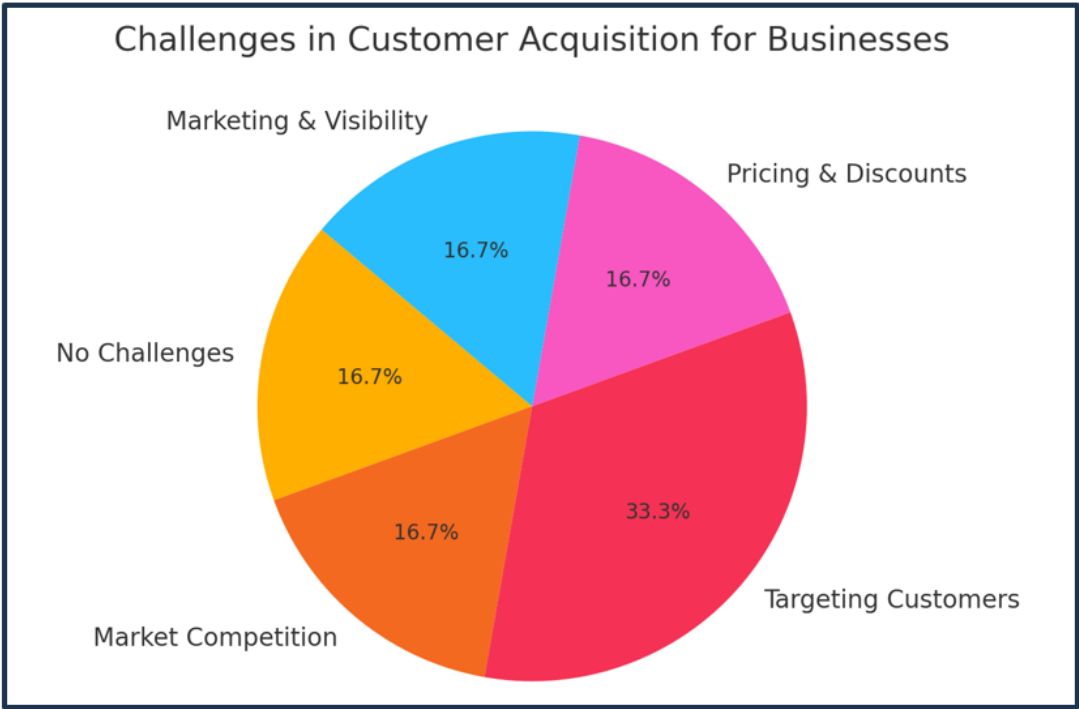
Figure 3: Logistical challenges faced by pet owners.

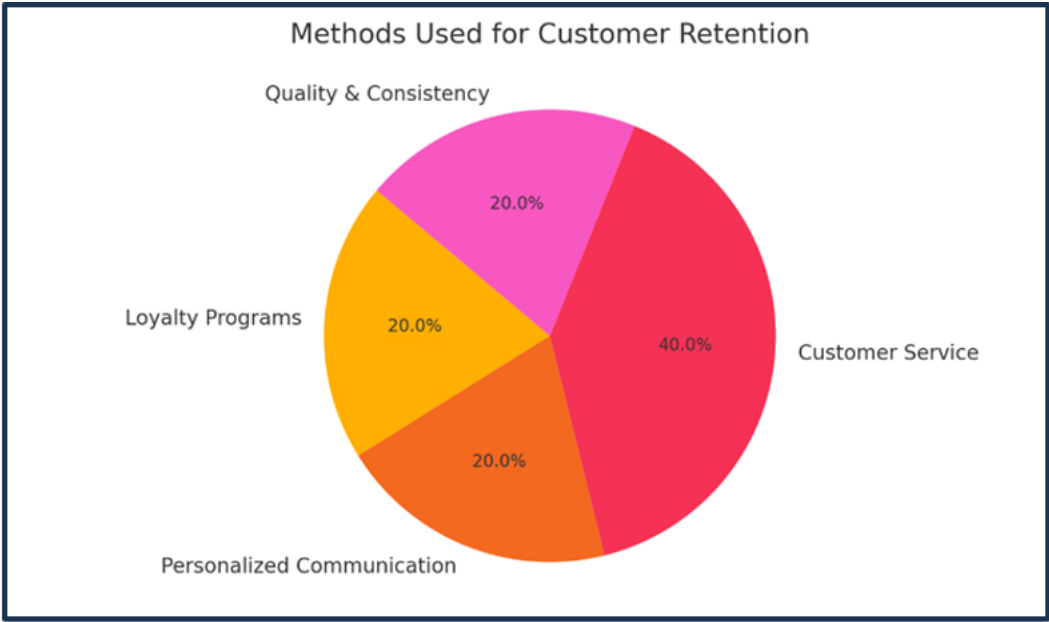

Figure 4: Challenges in Customer Acquisition for Businesses
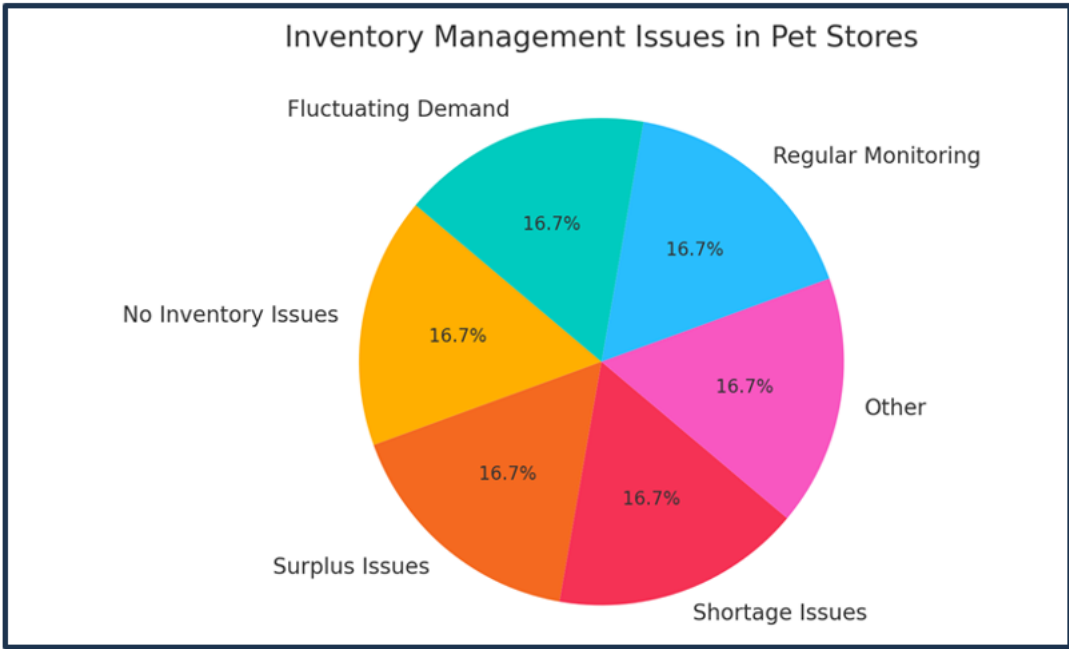
Figure 5: Methods used for Customers Retention

*Figure 6: Inventory Management Issues in Pet Stores*

2. Storyboarding

Low-Fidelity wireframes for the mobile application

1. Login

The user experience begins on the homepage, where users are prompted to log in through their email credentials, their Google account, or Apple ID.

2. New User Registration

After logging in, the user is directed to a profile setup page to enter their dog's details—name, breed, age, weight, and any allergies. They can also upload key documents like vet reports, blood work, and prescriptions to build a complete health profile for personalized care.

| 1.Login. | 2.New User Registration. |
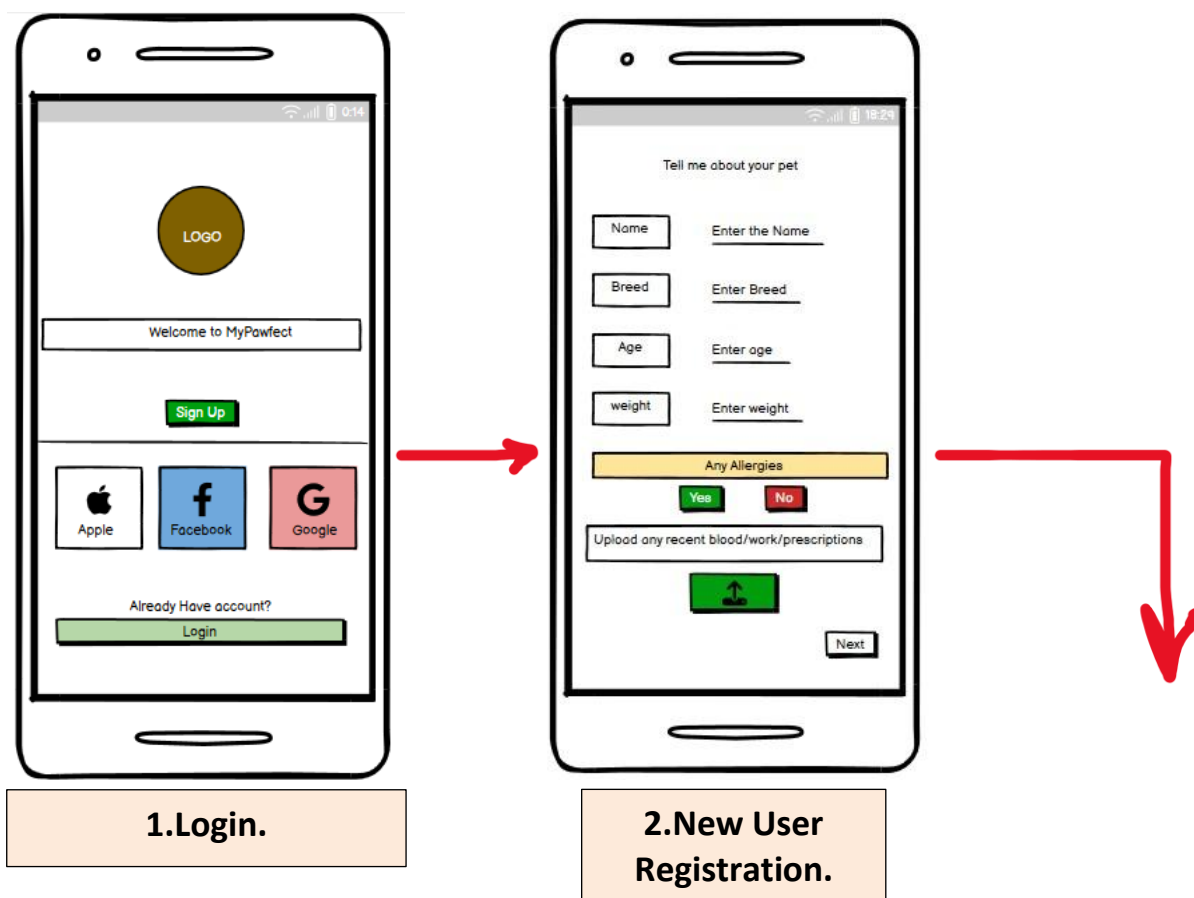
3. Personalized Dashboard

After completing the profile, the user is taken to a personalized dashboard where the AI analyzes the dog's information to generate a tailored meal plan. The plan outlines specific recommendations for breakfast, lunch, and dinner, along with insights and tips based on the dog's breed, age, weight, and allergies.

4. Inventory Page

The user is then taken to the Inventory page to select a subscription model—Premium, General, or Affordable. Based on their choice, the app displays a tailored list of recommended items that can be added to the cart.

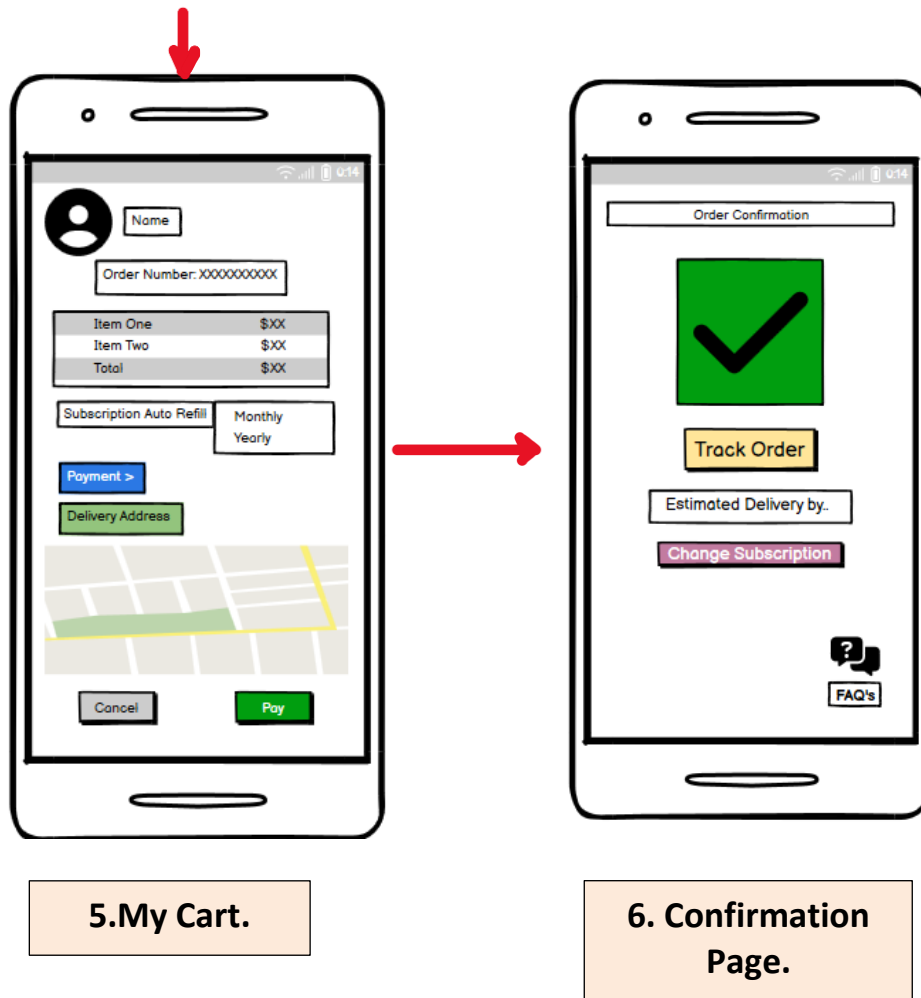**3.Personalized Dashboard.**

4. Inventory Page.
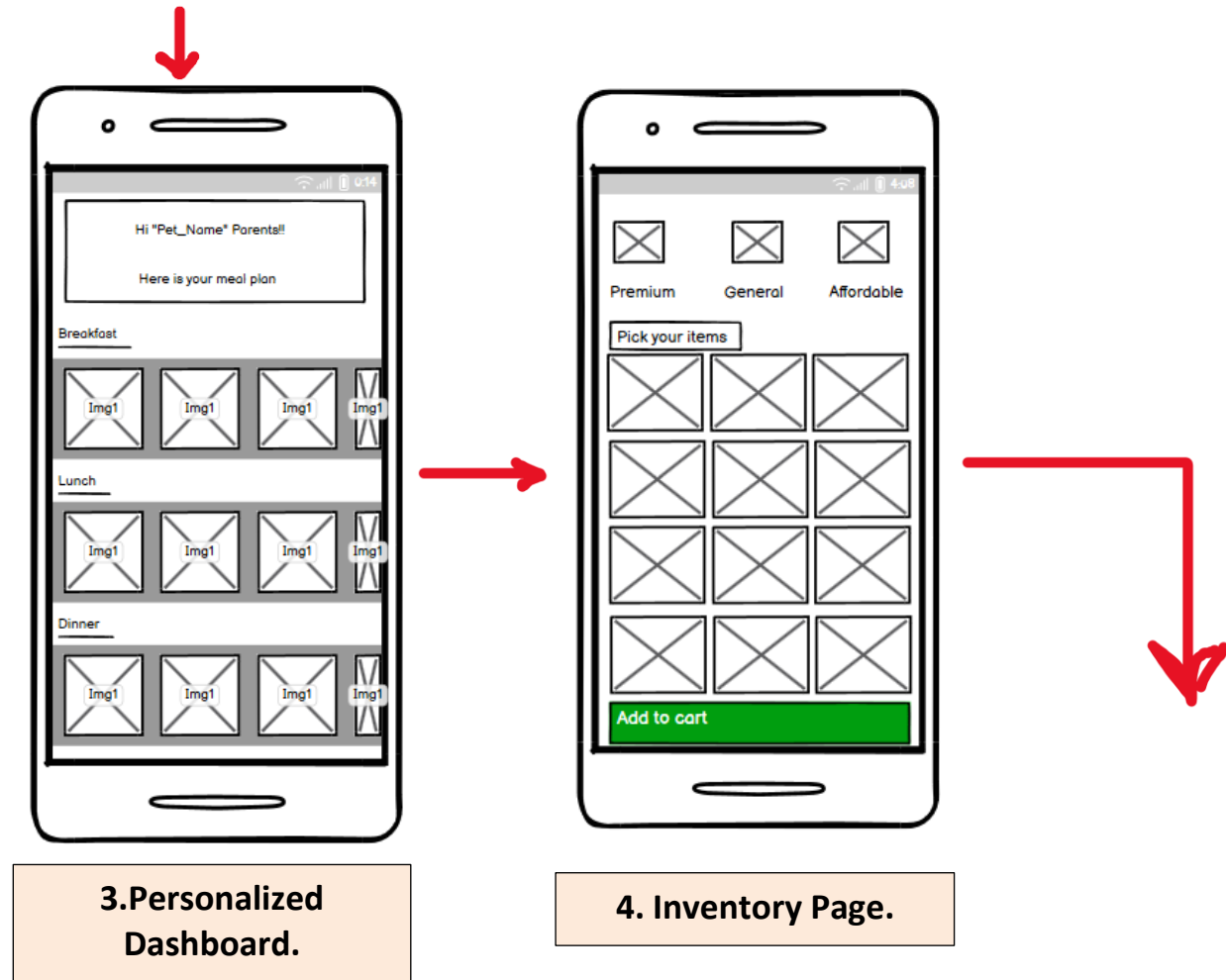
5. My Cart

The user is directed to the My Cart page to view their order number and item list. They can select a monthly or yearly subscription, see the final cost, choose a payment method, enter a delivery address, and proceed with payment or cancel the order.

6. Confirmation Page

After completing the payment, the user is taken to the order confirmation page, which displays key details like tracking information and estimated delivery time. If the user wishes to make changes, there's an option to modify the subscription plan, along with quick access to FAQ/chat for any questions or concerns.

5.My Cart.

6. Confirmation Page.

3. References.

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