



# DogWalk

An app for dog people who don't own dogs.

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# Audience and Problem

## Target Audience

DogWalk is an iOS application for dog people that don't own dogs. Australia has some of the highest dog ownership in the world with 62% of households owning at least one. Our app is for those that wish they had a dog and for those dog owners looking for someone to walk theirs.

## Problem being solved

Dog ownership is a big commitment. They are living animals that need to be looked after, fed and walked. DogWalk solves the the problem for dog owners needing to walk their dog daily and for dog people that would like to experience dog ownership for an afternoon. DogWalk connects these two groups and solves two problems at once while creating happy pups at the same time.





# Other solutions & competitors

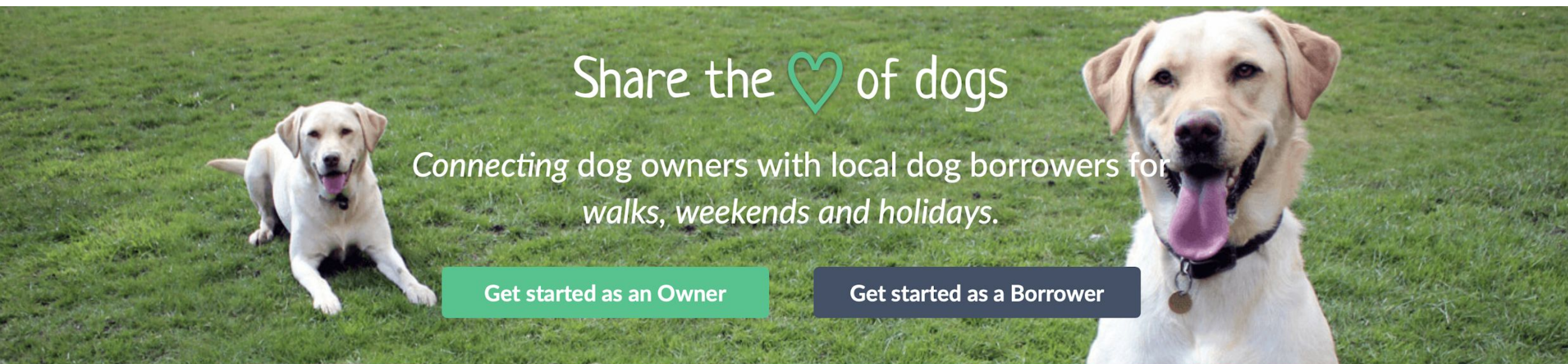
Other have attempted to solve this same problem.

One example is [www.borrowmydoggy.com](http://www.borrowmydoggy.com)

This solution and most others in the market focus on long term dog sitting solutions.

They attempt to offer a cheaper alternative to holiday makers putting their dogs in kennels.

They provide a marketplace for those who will happily look after a dog for a couple of nights or longer while the dog's owner is away.



## I'm an Owner

Find a trusted local dog lover to take care of your dog when you can't. They'll treat your dog like family.



## I'm looking for gifts

Give the gift of a dog's love. Our gift vouchers can be used to redeem a year's membership. The ideal treat for a dog owner or fellow dog lover.



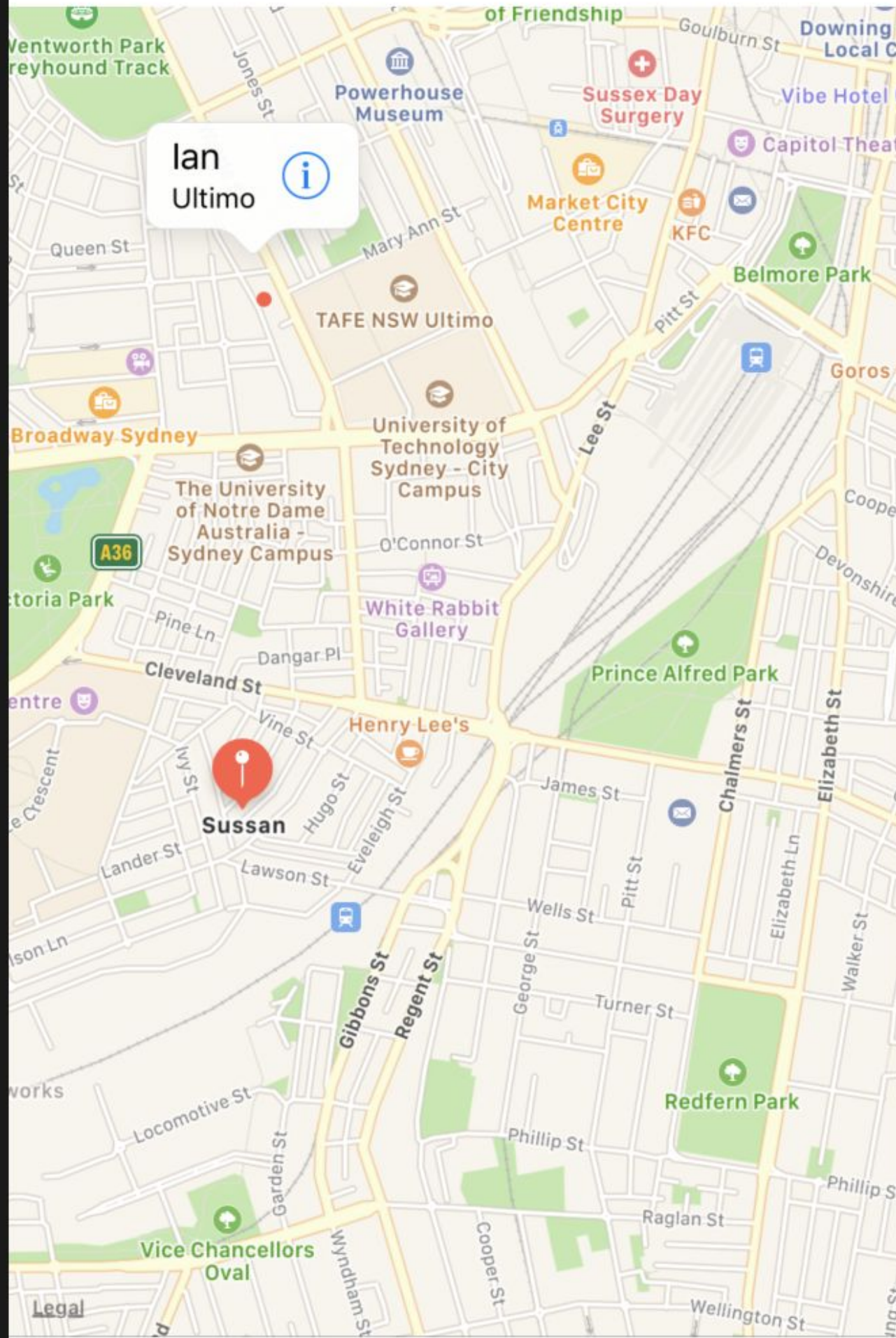
## I'm a Borrower

Fill the dog void in your life by spending time with one and helping out Owners at the same time. It's a win-win!



3:17

Let's DogWalk!



# Frameworks & MVP

## Framework - MapKit

The main framework implemented in DogWalk is the iOS MapKit. This framework is designed to provide Apple maps functionality in third party apps. We have used this functionality to show users the location of near by dogs that are available for walking on a map using their current location. A user can also see a list view of available dogs. This is following the best practice set out but the likes of Airbnb.

## MVP

Our team started the design process by brainstorming possible features. Our list included a portal for dog owners, account creation and verification (DB required), find dogs by map, find dogs by list.

We then ranked features by importance and completed a iterative design process to deliver the maximum possible value to the user in the time provided.





# Time to demo DogWalk.

