

Identify the problem:

Many pet owners may often encounter a common problem that they don't know where to bring their pets for walking, shopping, and even dining. As a cat owner, it is more difficult to find a place to bring my cat out where it can feel comfortable and welcomed.

Solution:

An app that you can search for a space that is pet-friendly. You can search for an area where allows you to walk or shop with pets, a pet-friendly restaurant that welcomes your furry friends, or in general.

Activity foci:

Experiences – sharing and rating the space on how pet-friendly it is

Define Task / achievements Participants Engagements:

Target audience would be pet owners in Boston Area. The engagement is users are able to rate and give feedback of the space. The goal is to easy pet owners' lives by helping them to select the suitable place to spend time with their pets.

Define Who is the participant

a. Define group affinities, tribe, organization

Participants will be the pet owners in Boston area. The age will be teenager to middle age people who use smart phones and are out door lovers. The users may be mostly dog owners because they take walks with pets a lot, but there also will be some users with other kind of pets (cat, rabbit...etc.) who are willing to take their pets for outdoor adventure as well.