

# Pet's Home

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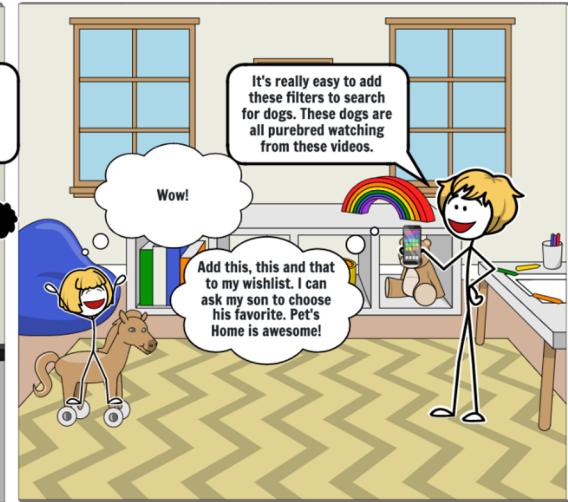
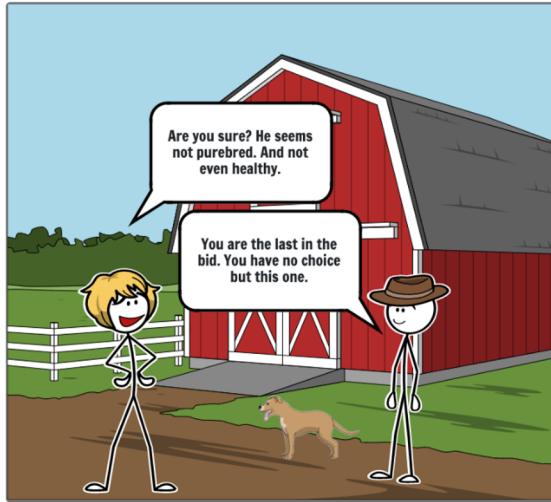
# Brief Introduction

- Unmet Needs:
  - Puppy scam
  - Inconvenient transport
  - After-sales guarantee
- Customer segments:
  - Potential Pet Buyers
  - Breeders

|                                       | PetFinder<br>(Shelter)  | Kittens Up  | AKC<br>Rescue<br>Network  | WeRescue                          | Craigslist  |
|---------------------------------------|---|---|---|-----------------------------------|---|
| Price                                 | Free  | Free  | Free  | Registered<br>Required            | Free  |
| After-sale<br>warranty                | Not found,<br>instead<br>redirect to the<br>seller's email<br>address,<br>website, or<br>phone<br>number. | Refund in<br>case of<br>genetic<br>disease.                                     | Redirect to<br>breeders,<br>warranties<br>may vary,<br>some offer<br>2-5 weeks<br>trial period                  | N/A                               | There is no<br>guarantee,<br>unless you<br>imply or state<br>there is one     |
| Pet<br>consignment<br>service         | Not found,<br>redirect to the<br>seller's email<br>address,<br>website or<br>phone<br>number.             | Provide air<br>delivery,<br>car<br>delivery,<br>and<br>personal<br>delivery.    | N/A   | Find shelter<br>by yourself       | N/A   |
| Detailed<br>information<br>about pets | Breed, age,<br>size, gender,<br>color,<br>personality,<br>etc.  | Gender,<br>price, food,<br>location,<br>available<br>date,<br>birthday,<br>etc. | Breed,<br>Date of<br>Birth, sire,<br>gender,<br>numbers<br>available,h<br>ealth,<br>vaccine,<br>AKC<br>licensed | Contact<br>shelter by<br>yourself | Info provided<br>by users. No<br>requirements<br>listed from the<br>websites. |

# Proposed Solution

# Visual Storyboard





# Roadmap Q1-Q2

| Theme ↵                | Q1 ↵  | Q2 ↵  |
|------------------------|---|---|
| Customer Experience ↵  | <b>Account Management</b> ↵<br>Goal: Register account (Customer and Breeder) ↵<br>Priority: High ↵<br>Efforts: S ↵  | <b>Add Payment Option</b> ↵<br>Goal: Support Venmo, PayPal, increase conversion 5% ↵<br>Priority: Medium ↵<br>Efforts: S ↵  |
| Breeder Experience ↵   | <b>Purchase Process</b> ↵<br>Goal: Searching bar, make payments, choose means of transportations, add to shopping carts ↵<br>Priority: High ↵<br>Efforts: L ↵ | <b>Provide Sales Statistics</b> ↵<br>Goal: Help breeder promote sale strategy, increase the number of orders 10% ↵<br>Priority: High ↵<br>Efforts: L ↵                                    |
| After-Sale Service ↵   | <b>Customer Service</b> ↵<br>Goal: Return orders, write customer reviews ↵<br>Priority: High ↵<br>Efforts: M ↵  | <b>Upgrade Means of Transportation</b> ↵<br>Goal: Support air delivery, cross-state delivery, one-to-one service, increase conversion rate by 10% ↵<br>Priority: Medium ↵<br>Efforts: S ↵ |
| Expand Product Scale ↵ | <b>Order Management</b> ↵<br>Goal: Order history, order management ↵<br>Priority: High ↵<br>Efforts: M ↵  | <b>Advertisement Management</b> ↵<br>Goal: Included post new request of advertisement, provide advertising statistics, increase revenue by 10% ↵<br>Priority: High ↵<br>Efforts: L ↵      |
|                        | <b>Adding Pets Info</b> ↵<br>Goal: Create pet's profile ↵<br>Priority: High ↵<br>Efforts: M ↵   |   |



# Roadmap Q3-Q4

| Theme ↵                | Q3 ↵  | Q4 ↵  |
|------------------------|---|---|
| Customer Experience ↵  | <p><b>Upgrade Payment Method</b> ↵</p> <p>Goal: Support payments by installments, increase conversion 10% ↵</p> <p>Priority: Medium ↵</p> <p>Efforts: S ↵</p>                         | <p><b>Upgrade Training Method</b> ↵</p> <p>Goal: Add membership to the training articles and videos, increase revenue 15% ↵</p> <p>Priority: Low ↵</p> <p>Efforts: S ↵</p>        |
| Breeder Experience ↵   | <p><b>Customer Support</b> ↵</p> <p>Goal: Auto reply for customer service, representative customer service, decrease churn rate 15% ↵</p> <p>Priority: High ↵</p> <p>Efforts: M ↵</p> | <p><b>Add Pet's Service</b> ↵</p> <p>Goal: Add pet's care, pet's treats, pet's foods, pet's accessories, increase revenue 10% ↵</p> <p>Priority: Medium ↵</p> <p>Efforts: M ↵</p> |
| After-Sale Service ↵   | <p><b>Add Training Method</b> ↵</p> <p>Goal: Add free articles and training videos, increase customer stickiness 20% ↵</p> <p>Priority: Low ↵</p> <p>Efforts: M ↵</p>                 | <p><b>Cooperate with Shelters</b> ↵</p> <p>Goal: Increase number of customers 10% ↵</p> <p>Priority: Medium ↵</p> <p>Efforts: S ↵</p>   |
| Expand Product Scale ↵ | <p><b>Upgrade Sales Statistics</b> ↵</p> <p>Goal: Increase breeder promote sale strategy model, increase the number of orders 10% ↵</p> <p>Priority: Medium ↵</p> <p>Efforts: L ↵</p> |   |

# Product Features

## One Click To Purchase

Multiple types of pets, transportation methods, after sale guarantees, customer support

## Easy To Sell

Easy to add pet's profile, unique order process

## Nice To New Pets Owners

Direct messages to breeders, useful articles and videos

## Advertisement Support

Offer advertisement function to stay on the main page

## Verification

Multiple credentials required for breeders, verification required for pets

## Analyze Service Support

Easy to review the useful data (page views, page view time, number of registered and guest customers...etc)

# Features of MVP for Launch



**Customer**



Registration &  
Profile



Search &  
Browse



Cart &  
Checkout



Order  
management



**Breeder**



Registration &  
Profile



Eligibility  
verification



Pet  
Management



Order  
management

# Important Metrics

01

## Number of downloads

Number of people who visit our platform

02

## Average order value

how much customers typically spend on one single order

03

## Conversion rate

what rate people are purchasing products

04

## Cart abandonment rate

how many visitors are adding products to the shopping cart but are not checking out them

05

## Bounce rate

how many visitors leave your website after viewing only one page

06

## Average Session length

average amount of time a visitor spends on the platform during the single visit



# Projected Costs

| Type      | Development Cost |                 |               |               | Marketing Cost |                  | Legal advice Cost |
|-----------|------------------|-----------------|---------------|---------------|----------------|------------------|-------------------|
| Detail    | 3 SDE            | 1 Test Engineer | 1 UX Designer | Cloud Service | Promotion fee  | Customer Service | Lawyer Cost       |
| Per month | \$9022*3         | \$7217*1        | \$6744*1      | \$300         |                |                  |                   |
| Total     | \$27,066 *3      | \$7217 * 3      | \$6744 * 3    | \$300 * 3     | \$10,000       | \$5,000          | \$5,000           |
|           |                  |                 |               |               | \$ 123,981     |                  | \$ 15,000         |
|           |                  |                 |               |               | \$ 15,000      |                  | \$ 5,000          |

Total projected cost : \$143,981

# Operational Needs



## Application Development

A technical expert will be hired and cooperate with experienced UX design agency



## Advertising & Promotion

Online: A social media expert will be hired  
Offline: Local pet community promotion



## Customer Support

Fully trained customer service team



## Domestic Breeders

Attract more domestic breeders in early stage



## Pet Experts

- Certification verification
- Health condition support
- Training articles & videos



## Shipment Partnership

- Domestic Airlines
- Local transportation Companies

# Addressing Risks

## ● Privacy

Strict data viewing permission control

Store and encrypt personal information in a secure data center

## ● Dependency

Partnership with other companies for building transportation logistic network and supply chain for pets

## ● Legal

Fully considering the policy for selling pets for different states or counties with professional legal team

## ● Competition

Fully considering the customer's needs and make the platform differentiate

Doing more usability tests and adjustments with the iterations of the platform

