

# PROBLEM OVERVIEW



## Overview

India's pet population is set for significant growth over the next five years, driving increased demand for products and services tailored to pet parents. This dynamic market presents a prime opportunity to meet the needs of pet owners and capitalize on the expanding pet industry landscape.

## Who are pet Parents?

Pet parents are individuals who consider their pets as part of their family, treating them with love, care, and responsibility similar to how one would care for a child. Pets need to be fed, walked, cared for, and loved every day.

## Core Values

- Customer-Centricity
- Transparency
- Quality
- Reliability
- Accessibility
- Innovation

## About Pet Care Industry

### Food and Nutrition

Pet foods, treats, and specific diets

### Healthcare

Veterinary services, meds, and prevention

### Accessories

Collars, beds, toys, grooming tools, and clothing

### Services

Pet-sitting, grooming, boarding, training, walking

### Technology

Wearables, smart feeders, monitoring cameras

### Retail

Pet stores, online retailers, grocery stores

### Transport

Carriers and Stays

## Problem Statement

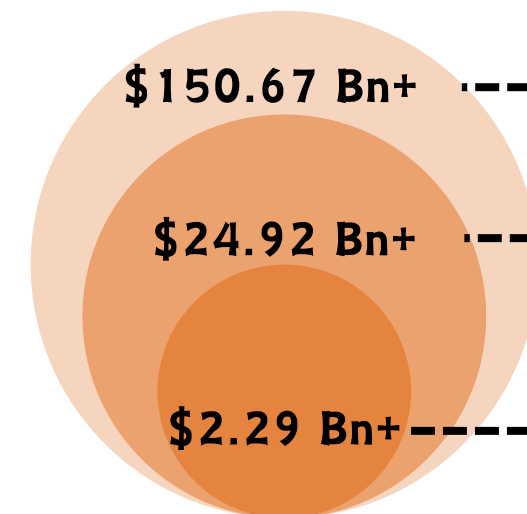
In India, the pet population is expected to grow at a significant rate over the next 5 years. You are looking to exercise your entrepreneurial spirit and build a product targeting pet parents to tap into this growing opportunity. To start off, you are thinking about the Minimum Viable Product to launch in the market.

In your most creative imagination of an ideal world: How would you build an outstanding product that pet parents love?

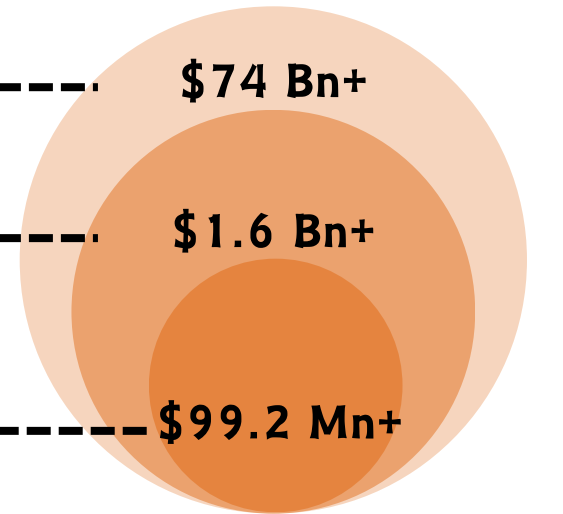
## Market research & Size

[G 1](#) [G 2](#) [I 3](#)

### Global Market Size



### Indian Market Size



## Business Competitors

[Competitors Analysis](#)



SNOUTERS

# IDENTIFYING USER INSIGHTS & VALIDATING PROBLEMS THROUGH USER RESEARCH

## Hypothesis

Let's hypothesize that by creating an app that consolidates pet care services, including boarding places, pet sitting (both at hosts' and sitters' places), and pet taxi services for smooth travel. Pet parents can compare facilities, reviews, and prices, making informed choices based on their preferences. The app streamlines pet care management, ensuring convenience and peace of mind for pet parents.

## Actors/Stakeholders involved in the System

**External Actors :** Users, Pet care providers(ex-Pet sitters, Boarding)

**Internal Actors :** Developers, PM ,Marketing team , Pet care, Professionals, Customer support

## Validation of problem from user Interviews

I conducted user interviews to understand more about our target users and validated the problems:

- 🐾 Challenging to find **all services in one place** with **limited filter options**.
- 🐾 Difficulty in finding **trustworthy boarding places**.
- 🐾 **Limited availability** of good **pet sitting options**.
- 🐾 Looking for **pick-up and drop services** when booking.
- 🐾 Preference for **hygienic, cage-free, and maintainable** boarding stays.

## Insights from User surveys

[🔗 User Survey Charts](#)

**80.6%** users have **dogs** as their pet.

**70.27%** users are struggling to get **good pet sitting options at their home**.

**56.75%** of users face challenge to find **hassle-free travel in cabs**.

**64.86%** of users face challenges to find pet friendly **travel and accommodation**.

**48.64%** of users **don't use any pet apps**.

**56.75%** of users struggle to find **good boarding options**.

## User Research

**Demographic :** Age -> **21 -45 yrs** & City Type -> **Tier 1 & Tier2**

Type	Mode	Result	Links	Insights
Primary Research	User Survey & 1:1 Interview	37 Responses 7 Interviews	<a href="#">Survey Form</a> <a href="#">User Survey</a> <a href="#">User Interviews</a>	<a href="#">Survey Charts</a>
Secondary Research	Articles, Research, Reviews	Pet Backers, Snouters	<a href="#">Research</a>	Competitors & Market Research

# USER PERSONA



## DESCRIPTION

Kishan is an IT employee living in Bangalore with his working family. He generally prefers to travel without his pet for trips.

## PERSONAL CHARACTERISTICS

- Responsible
- Caring
- Committed

## HOBBIES AND INTERESTS

- Playing with his pet
- Traveling
- Going for walks
- Attending pet events
- Visiting pet friendly cafes

## GOALS

- Ensuring **pet well-being** and **safety**.
- Providing a **loving home environment**.
- **Balancing work, travel** and other commitments while **prioritizing pet care**.
- Seeking **reliable, affordable** and **trustworthy pet sitting and boarding services**.

## NEEDS

- **Access multiple pet sitting** and boarding options in **one place**.
- **Easy and user-friendly** process to find services.
- **Budget-friendly** services.
- **Trustworthy, hygienic,** and **certified hosts** at boarding places.
- An **Experienced** and **trustworthy pet sitting host**.

## PAIN POINTS

- **Limited reliable** and **trustworthy pet sitting** options.
- Unfriendly user experience and **limited search filters** in **existing apps**.
- **Hygiene and maintenance** issues at boarding facilities.
- Lack of **pick-up and drop-off** facilities.
- Takes a **lot of time to search good boarding** options.

*I want the app that offers all services at “One-stop”. Be reliable, trustworthy, and affordable with personalize search and a user friendly interface.*

# Kishan

Age: 28

Location: Bangalore

Occupation: Software Engineer

Pet: Ginger(Labrador)

# PRIORITIZATION , DEFINING THE TRUE PROBLEM & WHY THIS NEEDS TO BE SOLVED

## Prioritization of problem for pet parents

### MUST HAVE

- Good boarding options
- Pet sitter at Host's Place
- Pet sitter at Sitter's Place
- Hygiene & Amenities
- Many filter options

### SHOULD HAVE

- Pick Up and Drop Facility
- Quick Customer Support
- Vet coverage for your pet with every booking



### COULD HAVE

- Pet Grooming Services
- pet friendly taxi booking

## What is the true Problem?

Users are not able to find the **trustworthy, hygienic and maintained boarding places and pet sitting services at their home**, to look after their pets in their absence.

## Who are the customers facing the problem?

The users facing the problems are specifically, **students and working professionals aged 21-45**, residing in **metropolitan areas**, who are looking for **convenient and reliable pet care solutions** tailored to their busy lifestyles.

## How do we know it is a real problem?

[Source](#)

**70.27 %** users validated, they are **actively looking for good pet sitting options at their home.**

**57.14 %** users validated, they are actively looking for good, hygienic and trusted boarding options.

Based on 1:1 interviews, users expressed concerns about pet **boarding, inadequate maintenance, cage confinement, hygiene, and tick** problems. They prefer pet sitting in a small **group of 3-4 pets** at **sitter's place or their home** for **personalized care and affection.**

## Why should we solve this problem now?

[Source 1](#) [Source 2](#)

- **Asia Pacific Pet Care Market size** was valued at **USD 38.46 Billion** in **2020** and is projected to reach **USD 77.287 Billion by 2028**, growing at a **CAGR of 9.46%** from **2021 to 2028.**
- There has been even more growth in India, where the pet care industry has grown at **16.5% yearly.** It is estimated that the **Indian market** will grow to a big **\$1,932.6 million by 2030.**

## What is the value generated by solving this problem?

### For Business

Providing reliable pet care solutions like hygienic, boarding and pet sitting services taps into a growing market of pet parents. It Will lead **revenue, attracts and retains customers, boosting acquisition and retention rates** and building a **positive reputation.**

### For Target customers

Addressing these problems will provide **peace of mind to customers, reducing stress and worry.** They will **gain confidence** knowing their pets are safe and well-cared in their absence. Will Save a lot of time.

# EXPLORING POTENTIAL SOLUTIONS & Choosing The RIGHT SOLUTION

## Identifying Potential Solution for Pawfect Paradise app?

The potential solution for an “Pawfect Paradise app” involves incorporating features, and functionalities that can address specific needs of users and provide values to them.

### Proposed Solutions

#### Pet Care Agency

##### what it is?

A Pet Care agency is a facility that offers comprehensive pet care services directly to customers. The center will have its own team of trained professionals to provide these services and will take care of all aspects of pet care, ensuring a high level of quality and convenience for pet parents.

##### How it solves the problem?

The center employs **trained professionals and maintains high standards of care**, ensuring that pets are looked after by experienced and trustworthy staff.

##### Features

- Booking Appointment for services by raising request
- 24/7 Customer Support

##### Revenue Model

By selling the services to the customers.

#### 1 Pet Services Marketplace 1

##### what it is?

**Pawfect Paradise** is a Pet Services Marketplace where pet care partners like sitters, groomers, trainers, and vets list their services after meeting validation criteria. Pet owners use filters to find services by their needs and budget, then book directly through the platform, choosing convenient dates. This ensures quality and convenience in pet care, simplifying the process for both service providers and pet owners.

##### How it solves the problem?

- **Accessibility and Variety:** Solves the problem of limited options
- **Quality Assurance:** validating partners and ensuring that they meet pre-requisite criteria.
- **Convenience and Ease of Booking:** Easily navigate through filters and options to find services and seamlessly inquire about availability and book services.
- **Pick-Up and Drop Services:** Added convenience of pick-up and drop-off services.
- **Transparency:** Transparent information about service providers including qualifications, reviews, ratings, and pricing

##### Features

- Global search bar

- Profile Management
- **Pet Sitting and Pet Boarding Service listings**
  - Inquiry and Booking
  - Messaging Requests and Notification
  - Payment gateway
  - Filters

##### Revenue Model

**Commission based, Featured listing and Advertising Partnership .**

### Solution Prioritization

Parameter \ Solutions	Reach (Product adaptability in less time)	Impact ( On users knowing about this Product )	Confidence (Based on research and intuition)	Effort (People will be used to develop an app in a moth)	Score [(R*I*C)/E]
Pet Care Agency	500	2 (Moderate)	40%	2	200
Pet Services Marketplace	1500	4 (Very High)	90%	10	240 <b>WINNER</b>



##### Mission

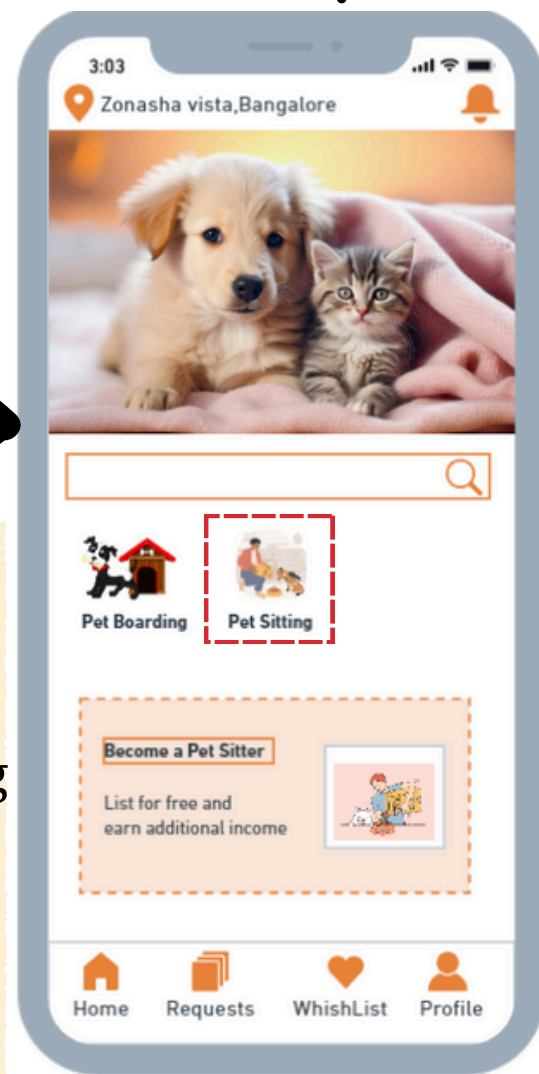
Empowering pet owners with convenient access to a variety of quality pet care services, all in one place, ensuring peace of mind for pet parents.

### Business Model Of Pawfect Paradise

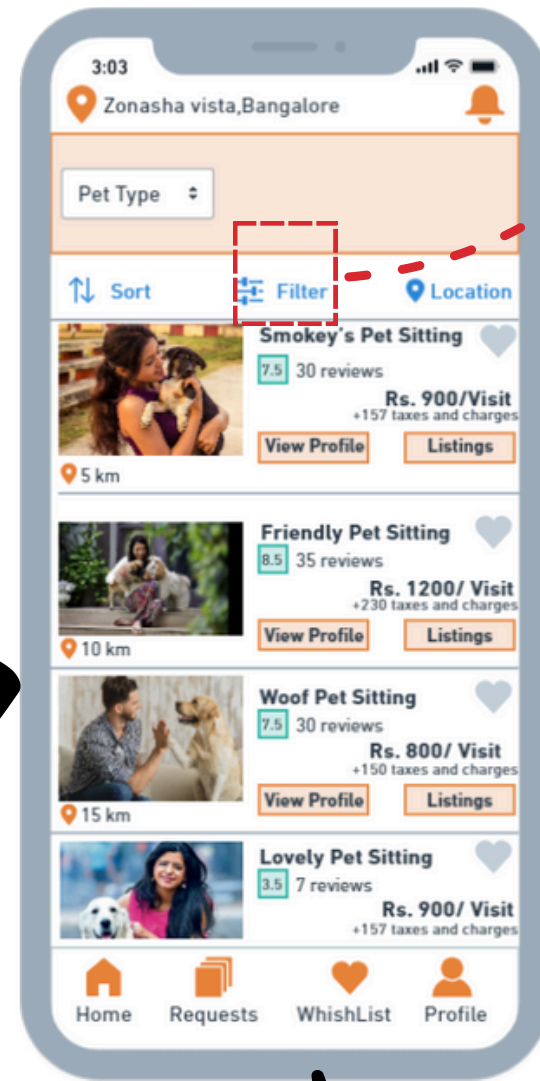
[Business Model](#)

# WIREFRAMING THE RIGHT SOLUTION : PET SERVICE MARKETPLACE

**1** Log in to the app and enter the location, as this is a mandatory step to move forward.



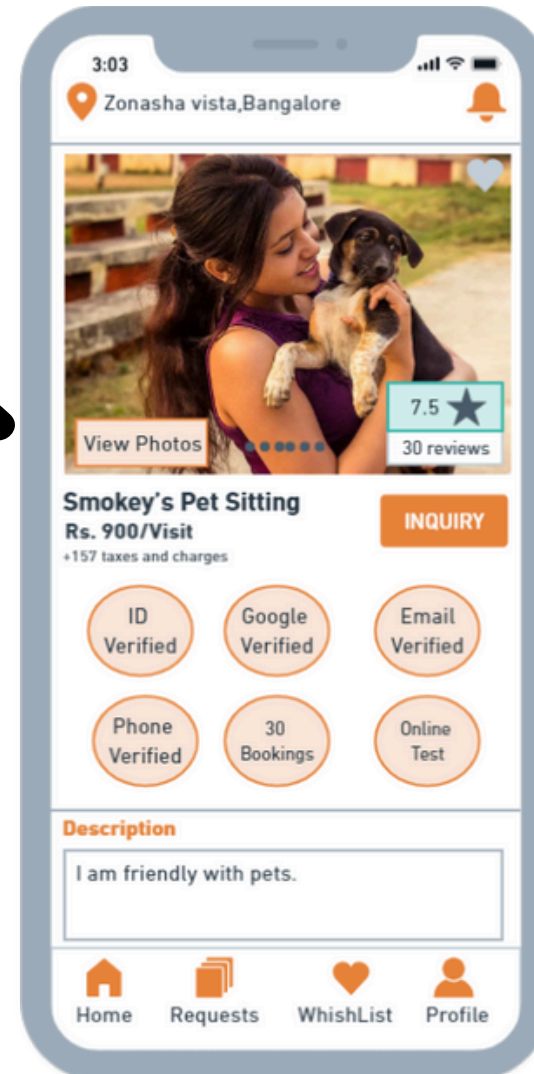
**2** Select the Pet Sitting Service



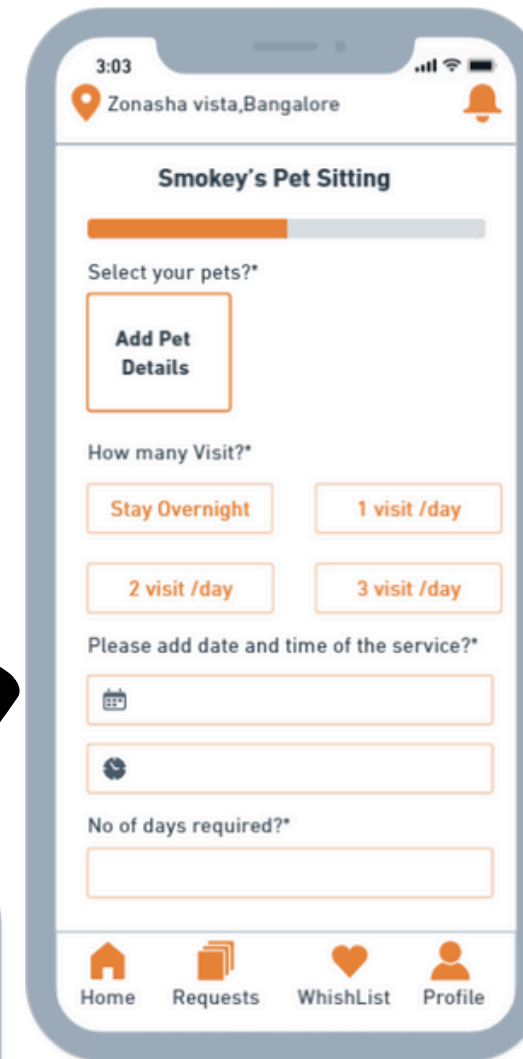
**3** You can access the list of pet sitting services and refine your search by selecting the pet type and applying filters to get customized results.

- Filter**
- No of pets at one time
  - Price Range
  - Distance
  - Certified Sitter
  - Last minute Booking

**4** View the Pet Sitter's Profile and the their listings.



**5** Fill in your pet's details and other necessary information, including your preferred service dates, to inquire about availability and submit your request



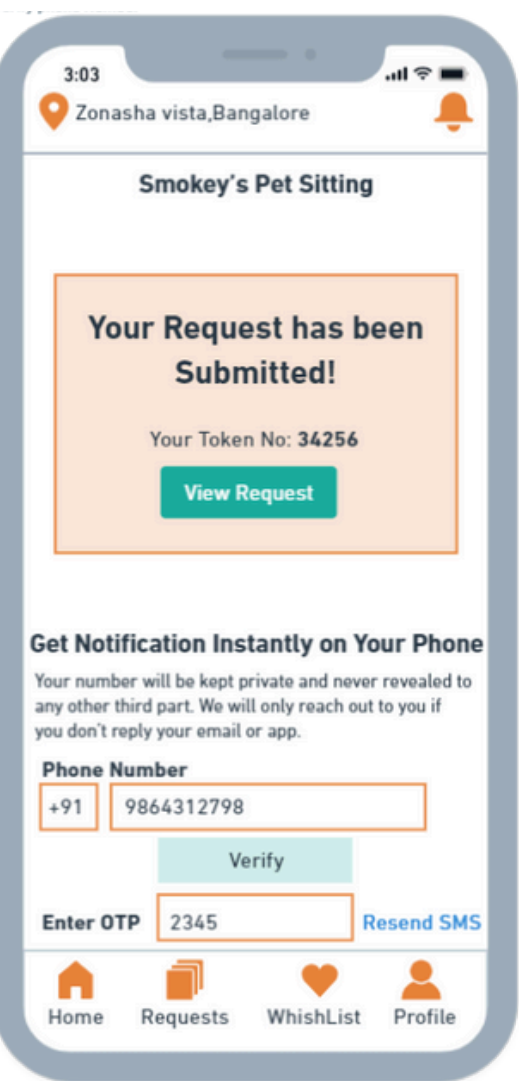
  
**High Fidelity Wireframes**

## Note

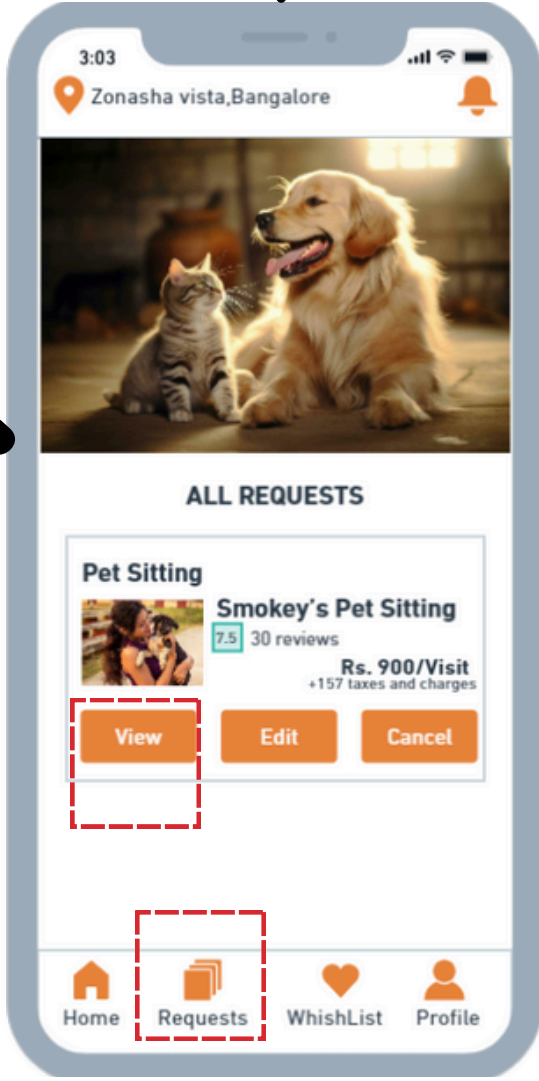
**Scope of MVP**  
Include Service are Pet Sitting and Pet Boarding

**Future Scope**  
Add all services like Walking, training, taxi, Grooming.

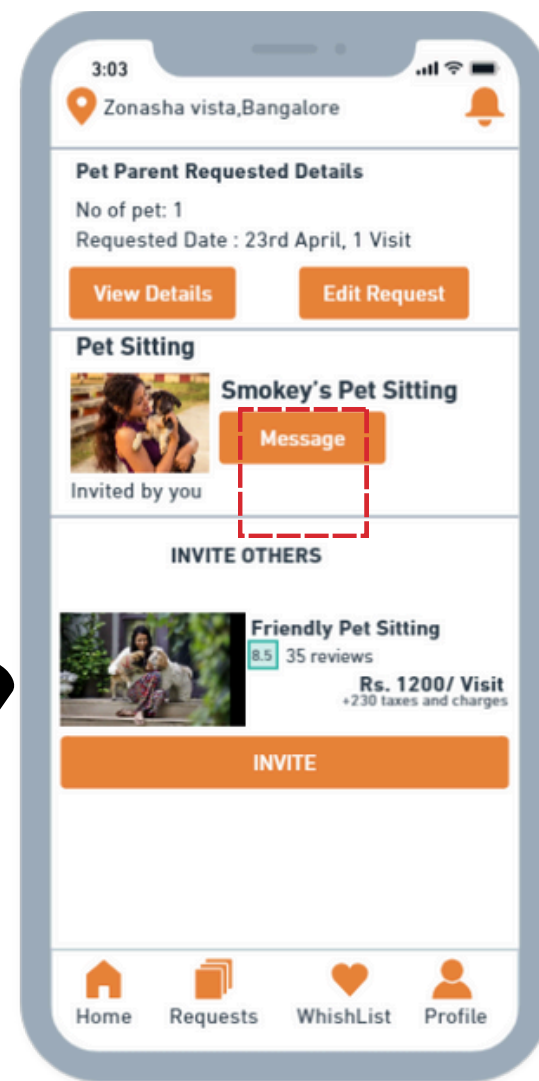
# WIREFRAMING THE RIGHT SOLUTION : PET SERVICE MARKETPLACE



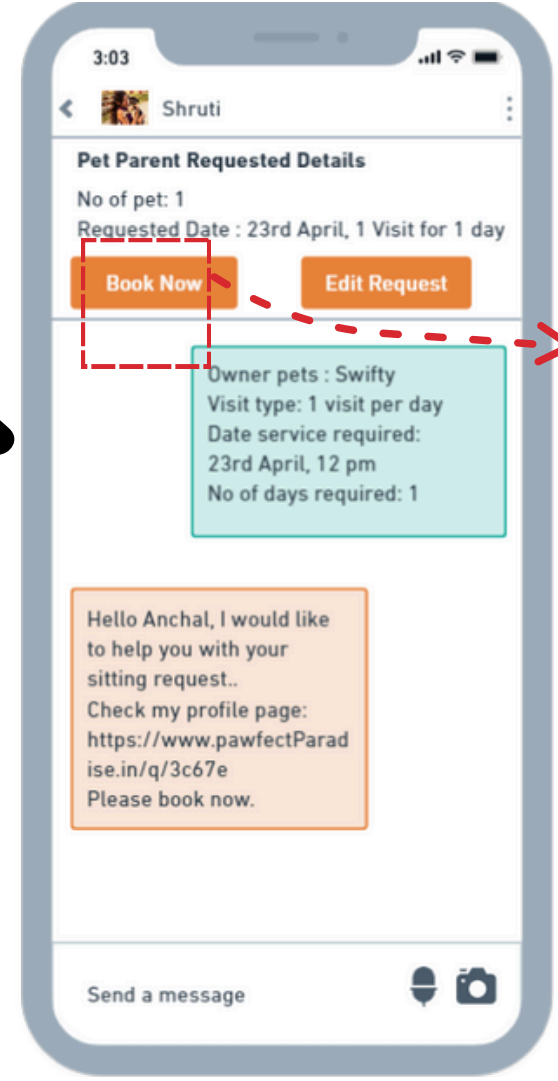
**6** Your request has been submitted. Please verify your phone number



**7** Navigate to the Requests section to review all applied inquiries.

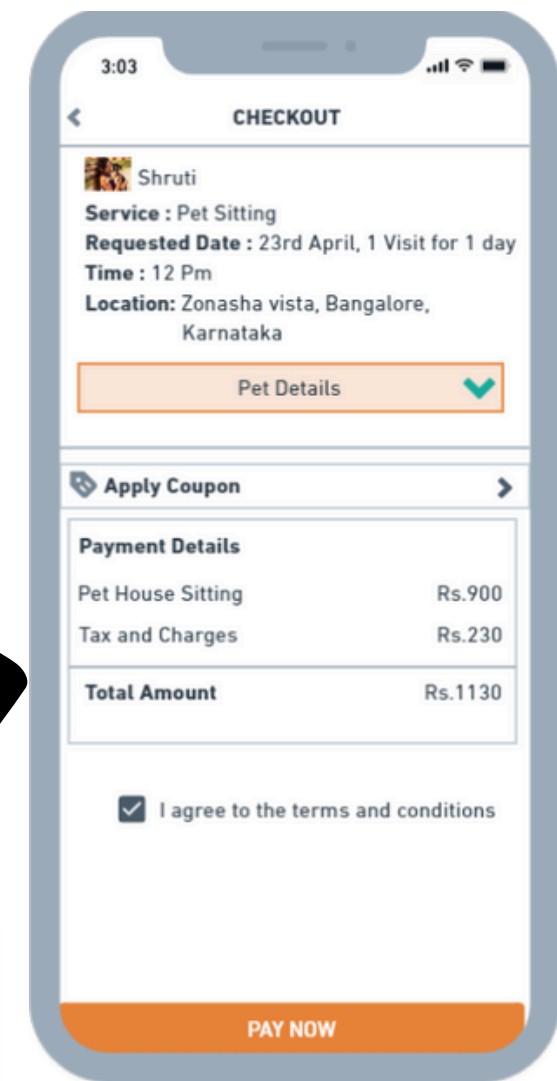


**8** View the request and check if there are any responses to your inquiry.

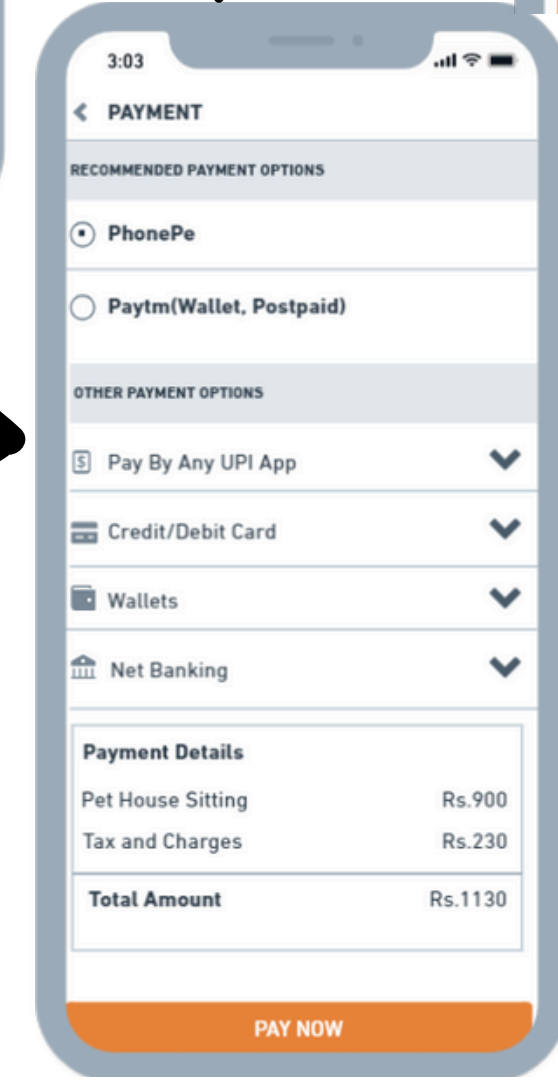


You can now Book the service from the app!

**9** You can now chat within the app with the pet sitter to discuss all your concerns and obtain any necessary information.



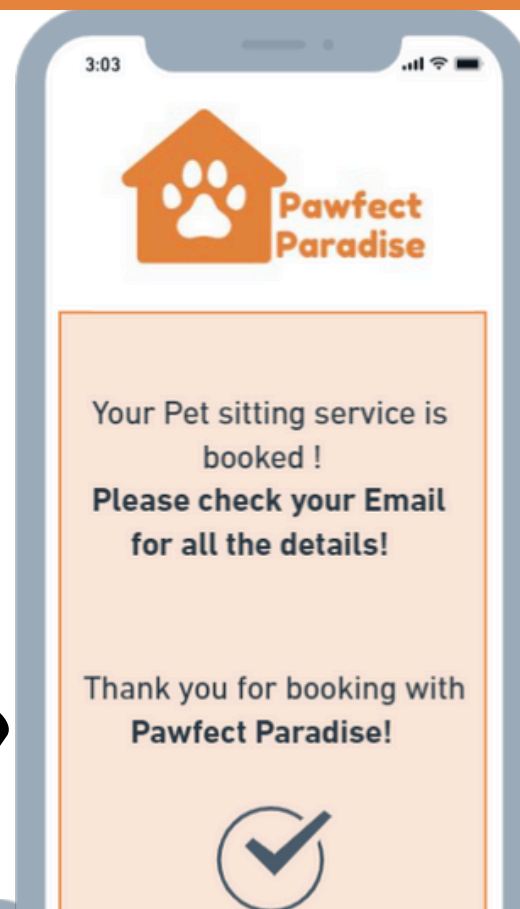
**10** You can review the payment details and apply any available coupons during checkout.



**11** Confirmation message

Pay the amount

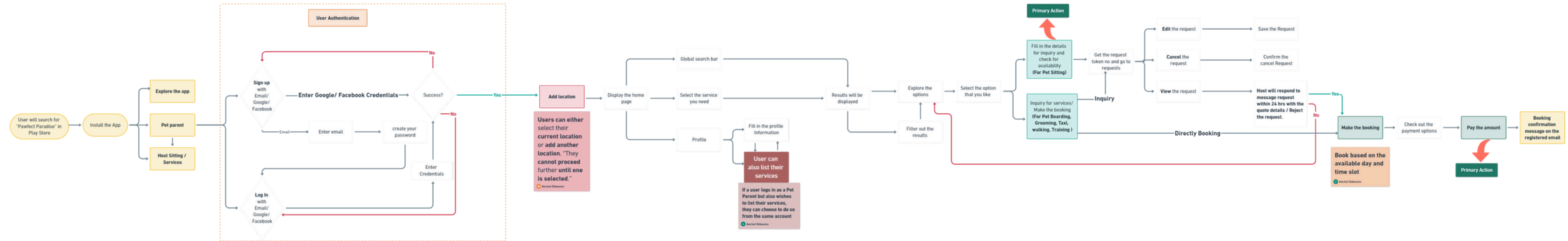
**11** Choose your preferred payment method to pay the amount.



# USER FLOW & SYSTEM DESIGN

## User Flow

## [Pet Parent User Flow](#) [Service Provider User Flow](#)



## Distribution Model

## [Monetization plan](#) [Revenue Plan](#)

### Key Distribution Channels

- **Local Pet Events** : Engage directly with pet owners in your target market to generate interest and sign-ups.
- **Social Media Marketing** : Target Instagram, Facebook and Twitter for outreach. Create engaging content.
- **Partnerships with Pet Businesses** : Collaborate with local grooming salons, veterinarians, and pet-related businesses. Offer them incentives or discounts to promote your app to their customers.
- **Influencer Collaborations** : Boost visibility through pet influencer partnerships. Give Compelling proposal.

- **Commission Based** : On every service booked through Pawfect Paradise:  
**Commission rate : 20% of the service price**
- **Featured Listings** : Service providers can opt for this subscription plan to enhance their bookings.
- **Advertising Partnerships** : Promote brands in your app.

### Business Model Of Pawfect Paradise

## [Business Model](#)

## System Design

### [High Level System Design](#)



# METRICS TO ANALYZE PERFORMANCE & PITFALLS WITH MITIGATIONS

## Key Metrics

## Pitfalls and Mitigation

**North Star : To acquire new users for the app on a daily basis.**

Type	Goals	Metrics
<b>Awareness</b>	<b>Brand Impressions</b> : Measure the number of times potential users are exposed to the app through marketing efforts, social media, and online presence.	<b>Brand Impression</b> = CTR of Banner / Ads for App
	<b>Social Media Reach</b> : Track the growth in the number of followers, likes, shares, and comments on social media platforms to gauge the reach and impact of marketing campaigns.	<b>Social Media reach</b> = Number of Views + number of Followers + Likes + Share + Comments
<b>Acquisition</b>	<b>Cost per Acquisition (CPA)</b> : Calculate the cost incurred to acquire a new user, considering marketing expenses and the number of new users gained.	<b>CPA</b> = Total Marketing Expense / No. of New User Acquired
	<b>Conversion Rates from Marketing Channels (CR)</b> : Analyze Conversion rate from various marketing channels to optimize advertising strategies based on the most effective channels.	<b>CR</b> = (No. of Conversion) *100 / (No. of Click / Impressions)
<b>Activation Leading Metrics</b>	<b>Account Sign-ups</b> : Measure the number of users who create accounts or sign up for the app after being exposed to marketing efforts.	<b>Account Sign - Ups</b> = Number of Users / Creating Accounts or Signing Up
	<b>Onboarding Completion Rate (OCR)</b> : Evaluate the percentage of users who complete the onboarding process, indicating successful activation and initial engagement.	<b>OCR</b> = Users who completed profile / No. of user started onboarding
<b>Engagement Leading Metrics</b>	<b>Weekly-to-Monthly Active User Ratio (WMAR)</b> : Evaluate the percentage of your monthly active users, who are also active on a weekly basis.	<b>WMAR</b> = Weekly Active Users *100/Monthly Active Users
	<b>Session Duration (SD)</b> : Measure the average time users spend in each app session. Reflecting the level of engagement and interest in the app's services.	<b>SD</b> = Total time spent by users in App*100 / No of session
<b>Satisfaction Lagging Metrics</b>	<b>Retention Rate (RR)</b> : Track the percentage of users who continue to use the app over time, indicating user satisfaction and the app's ability to retain its audience.	<b>RR</b> = No. of users at the End of Period *100 / No. of users at the start period
	<b>Churn Rate</b> : Calculate the rate at which users discontinue using the app, helping identify areas for improvement in user experience and features.	<b>CR</b> = No. of users lost during a Period*100 / No. of User at start of the period
<b>Revenue Lagging Metrics</b>	<b>Average Revenue per User (ARPU)</b> : Measure the average revenue generated from each user, providing insights into the app's monetization efficiency.	<b>ARPU</b> = Total Revenue / No. of users
	<b>Lifetime Value (LTV)</b> : Estimate the total revenue a user is expected to generate throughout their entire relationship with the app, considering both short-term and long-term value.	<b>LTV</b> = ARPU * Average customer lifespan

### 1. Marketplace Competition

- **Pitfall** : Competing with established providers.
- **Mitigation** : Offer **unique features, excellent service, discounts** and loyalty programs.

### 2. Trust and Safety Concerns

- **Pitfall** : Trust issues despite of background checks and entry criteria test for service providers.
- **Mitigation** : Implement thorough background checks, reviews, and ratings. **Offer insurance or guarantees to address potential issues and build trust** with pet owners.

### 3. Service Quality Consistency

- **Pitfall** : Maintaining consistent service quality among different providers can be challenging.
- **Mitigation** : Set clear standards and guidelines for providers. Conduct **regular audits**, and gather **customer feedback** for improvement. Offer **training and support to partners**.

### 4. Low User Awareness and Adoption

- **Pitfall** : Lack of user awareness about the app existence
- **Mitigation** : Address this by **investing in targeted marketing, promotions, and offer incentives for early adopters**.

### 5. Limited Service Provider Network

- **Pitfall** : Initially, the app may have a limited number of service providers listed, which can restrict user choices and won't use the app.
- **Mitigation** : Focus on **recruiting high-quality providers**. Offer **incentives or benefits to attract service providers to join the platform**. Expand the network continuously.