PupMeet

Meet the Team

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Problem Statement

Dog owners who bring their dogs to the park encounter hostile or aggressive dogs that don't match their dog's playstyle. In addition, when planning to bring a dog to an event or into a business, it can be difficult to locate the relevant pet policy.

Research

🐾 38% of households own at least one dog

🐾 There are over 63 million dog owning households in the United States

🐾 Household penetration rates for pet owners have increased by 14% since 1988.

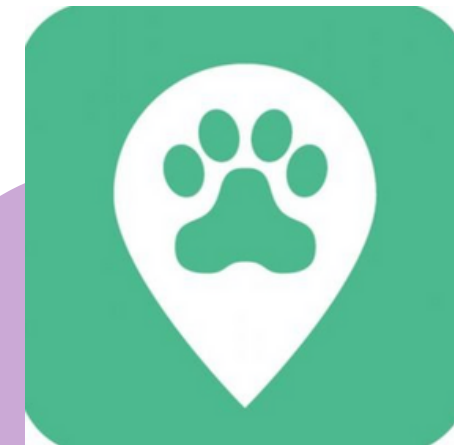🐾 95% of Dog owners consider their pet a part of their family

Market Resarch

🐾 The pet industry is a valued 110 Billion dollar industry

🐾 1 in 3 households use an app to connect with their neighborhood such as nextdoor

🐾 Existing apps are focused on connecting pet owners to walkers and sitters.

- The Parental Pet Owners, 44 yrs old
- Archetype: Time Crunched
- "It's hard keeping up with 2 fur kids alongside our 3 children"

- Man's Best Friend. 32 yrs old
- Archetype: Adventurous
- "My two dogs are my priority in life, I want them by my side in every event I'm at "

- Fur Baby Owner, 28 yrs old
- Archetype: First time pet-owner
- "I love my cute dog, I want to be able to show him off everywhere"

Opportunity Statement

How might we connect owners and their dogs with compatible playmates?

How might we improve dog owners' access to information they need?

Solution

A neighborhood social app for dog owners to socialize, post questions and recommendations, be alerted on lost dogs in the neighborhood, find nearby dog events, places with pup cup options, and set up play dates with other local dogs.
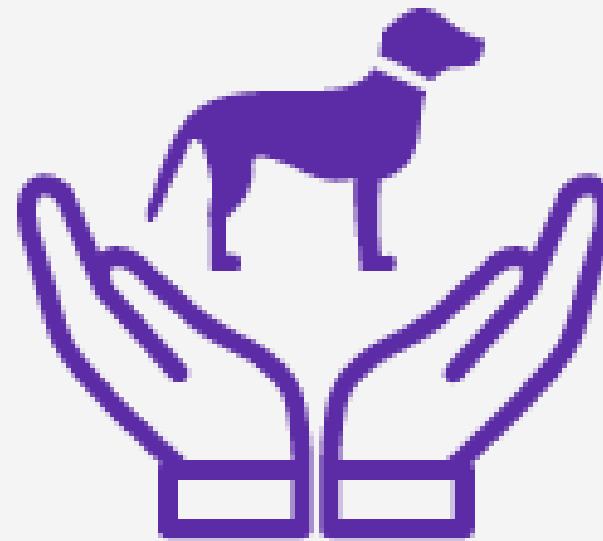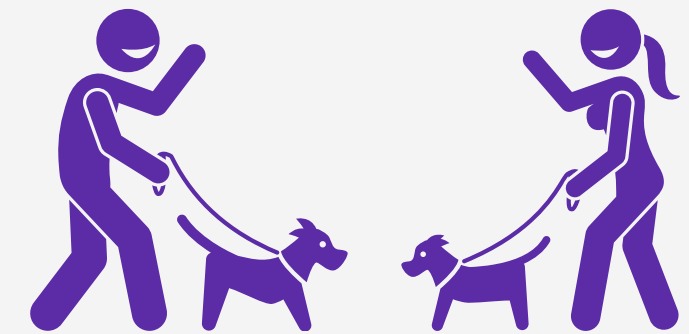
Value Proposition

Inform users on local dog-friendly places and events

Provide users a forum to give advice and recommendations on dog-related matters

Connect local dog owners and their dogs

Business Model

Free Account
(For business and personal accounts)

Includes:

- Find and RSVP for local dog events

- Participate in community forum

- Create a profile for your dog and connect with nearby dog owners

- Use the map to find local pup-friendly places

Paid Promotions
(For businesses)

Includes:

- Promote your business through sponsored posts in forum

- Promote your upcoming events and see RSVP list of who is attending

Our Brand

PupMeet

Keywords:

Playful   Personable

Friendly   Informative

Helpful   Welcoming

Mission Statement

We strive to help dog owners from local neighborhoods connect with each other in an easy, safe, and fun way. By providing a community forum, a map with pup-friendly places, and the option to connect with local pups for playdates, we hope to make life for owners and their pups just a little more pup-tastic!

Login

The login page illustrates a community of dogs that matches the idea of PupMeet. Users are able to sign up via apple, google, and Facebook, or create a separate account.
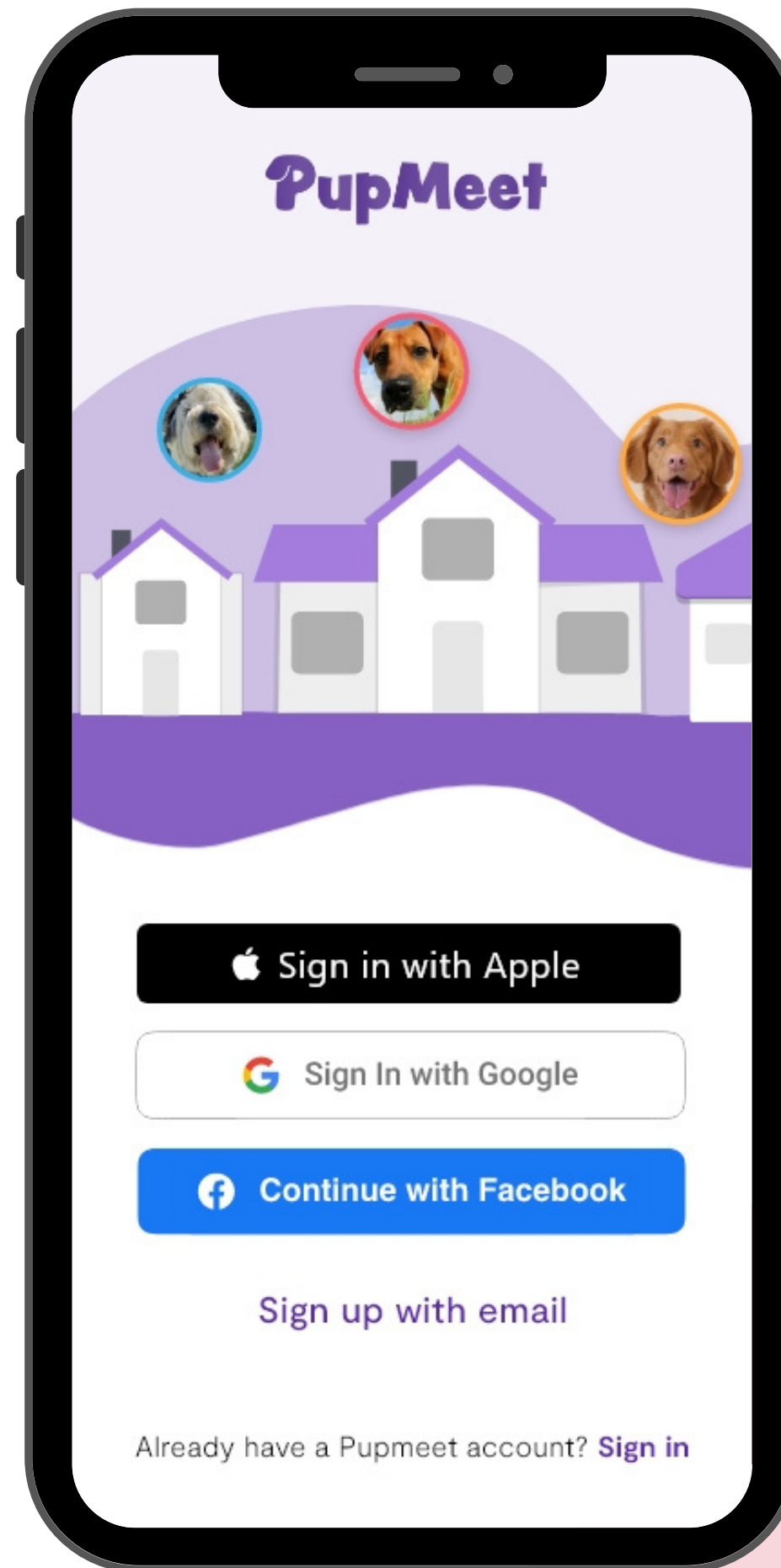
Onboarding

The sign-up process includes a user sign-up page where they can then create accounts for their dog(s). The signup process is easy to follow and uses iconography to guide the user.

Let's start with the basics
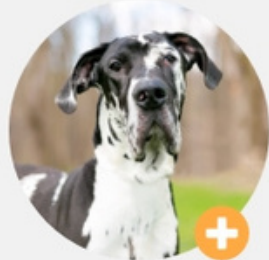
Email Address

Password

First Name | Last Name

Phone*

I agree to Pupmeet's terms

Next

First, upload a cute photo of your pup

Dog's name

Next

Now just a few more details!

Breed:

Breed

My pet is a mix

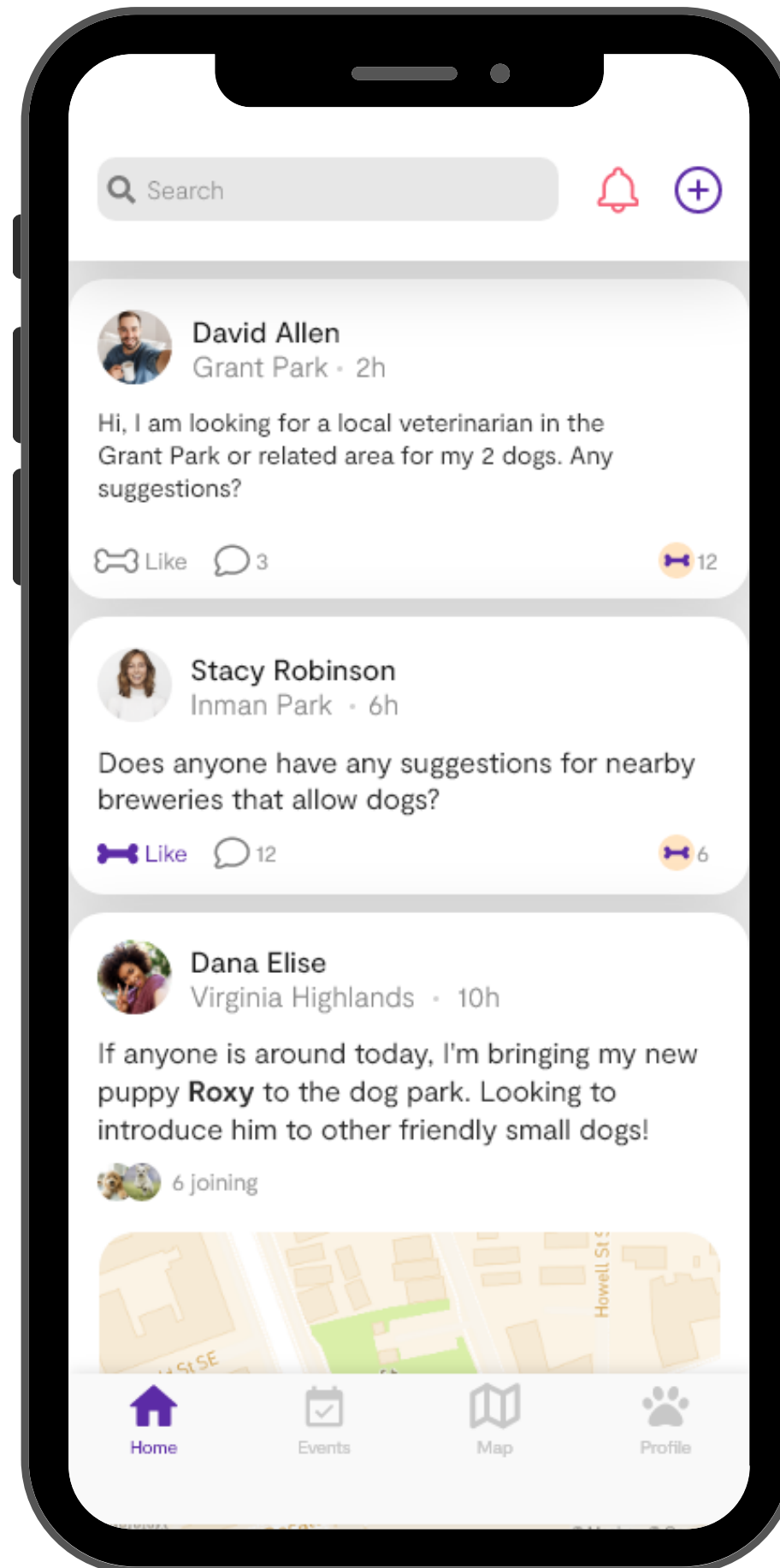Pet birthdate (approx is ok)

Age

Gender

Not specified

Weight

Weight

Next

Home

Based on this being a locally based app, we wanted to give users posting options that reflected towards a community. Posting options give users the ability to ask for recommendations like vets or businesses to visit. There are also features to report missing dogs in the area.
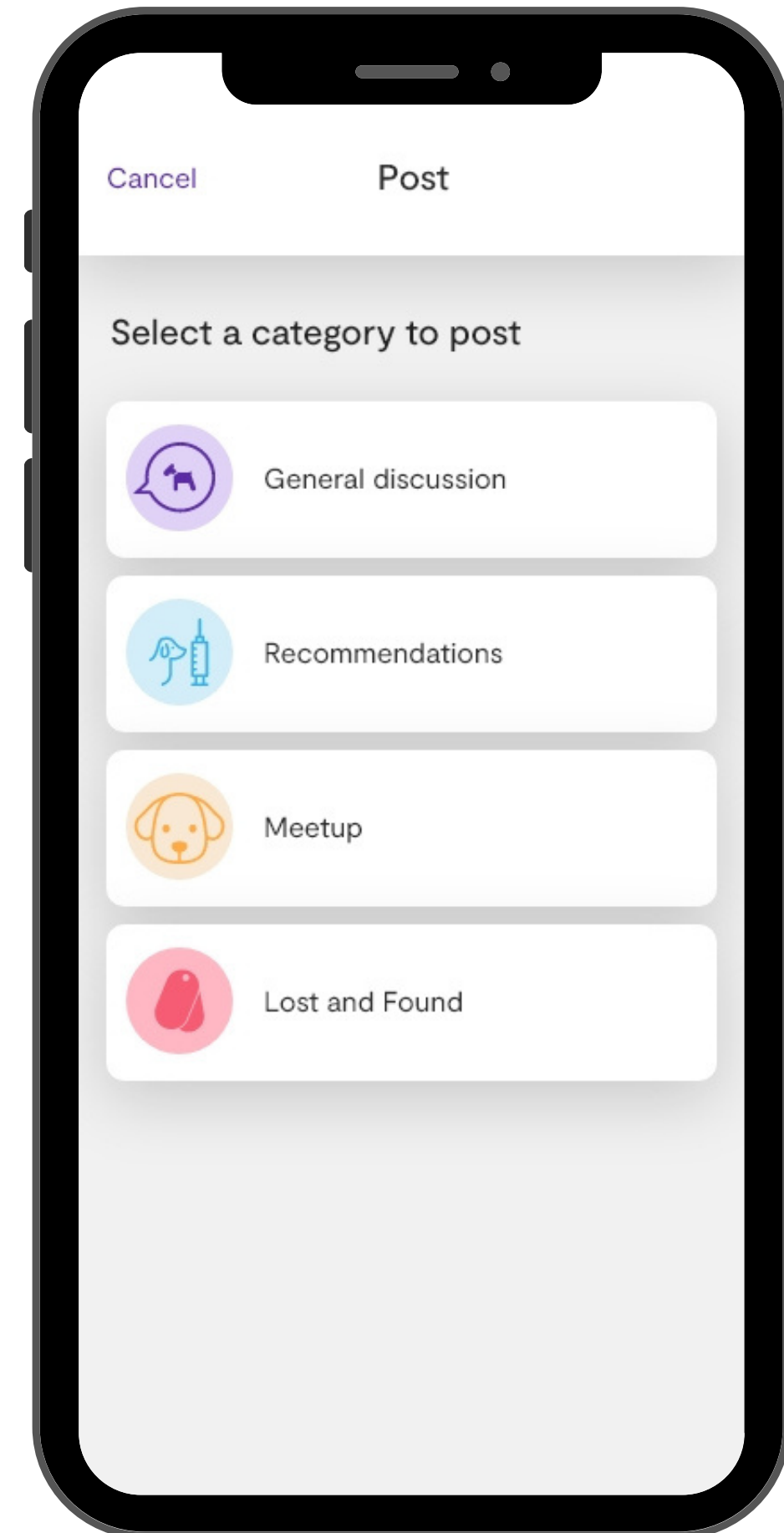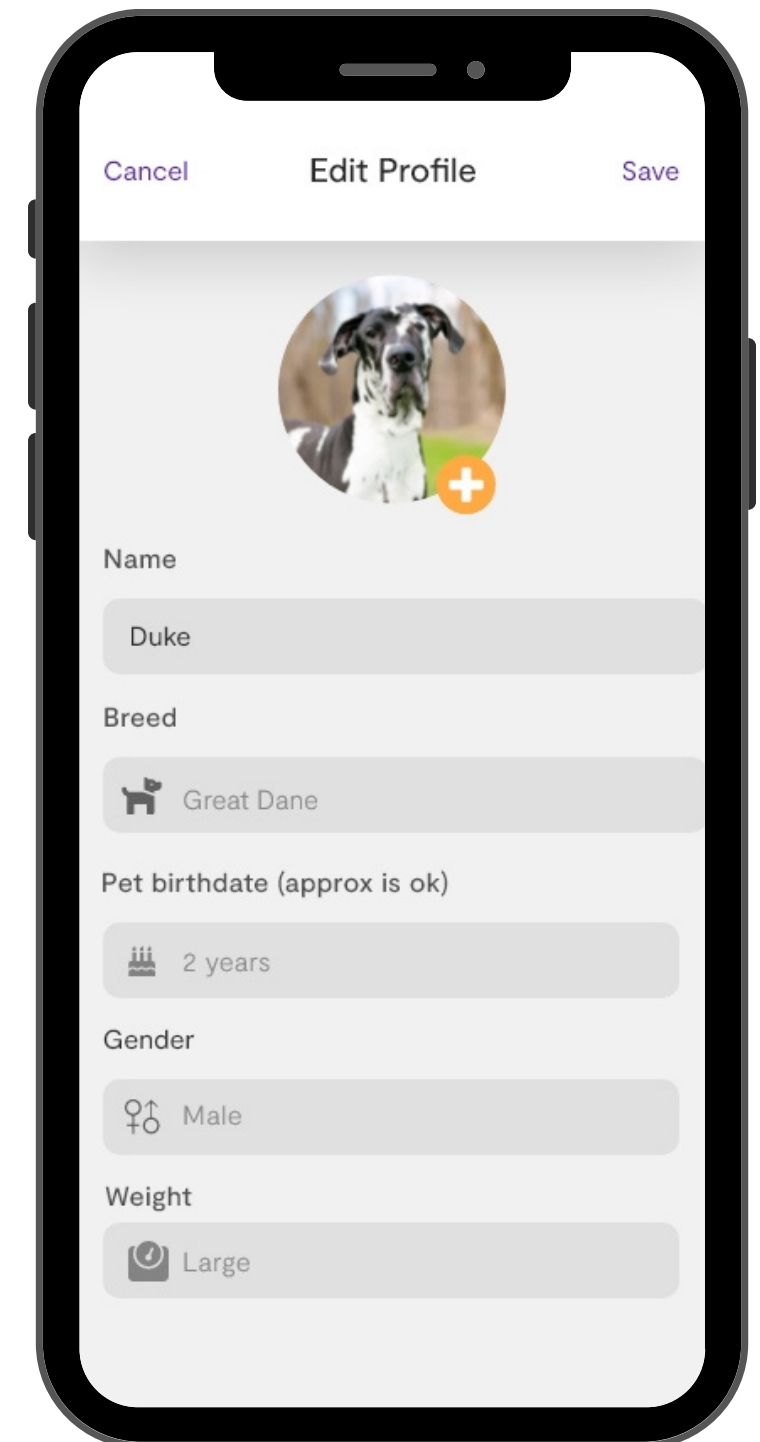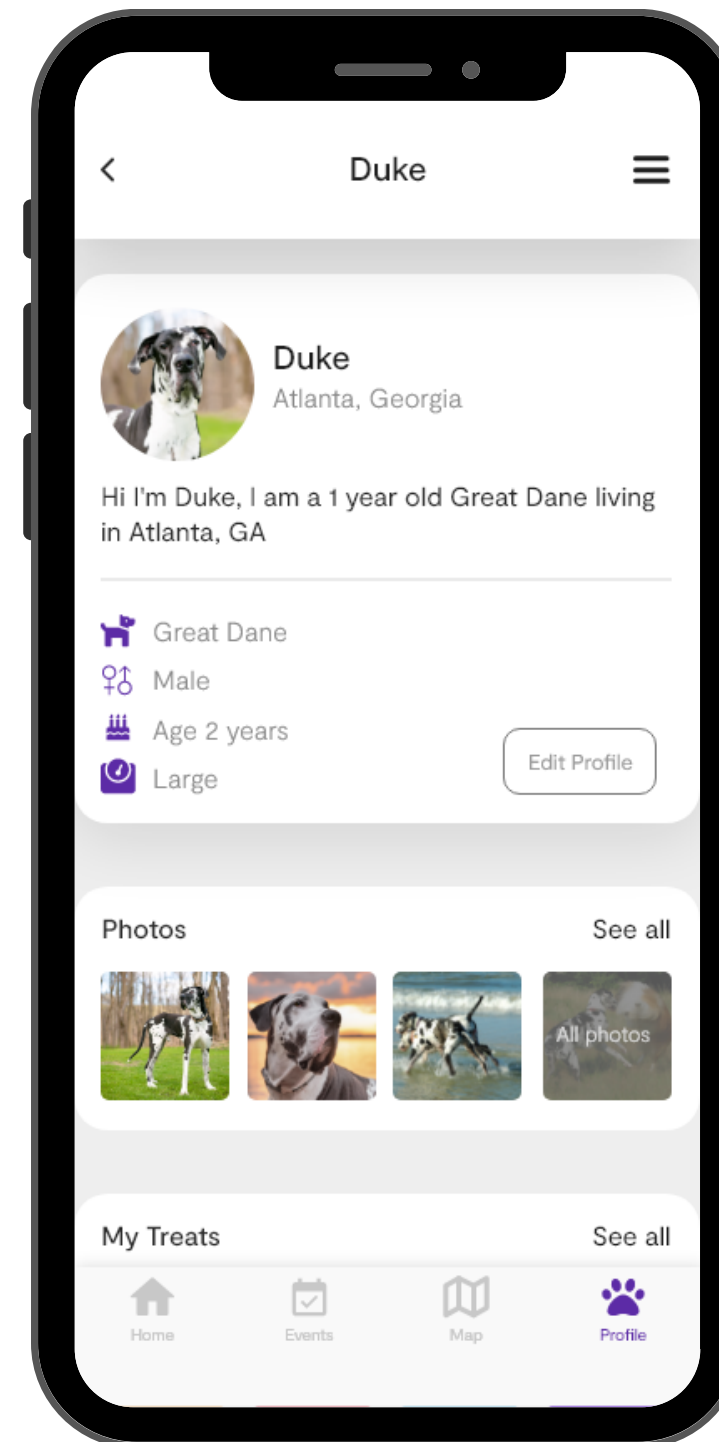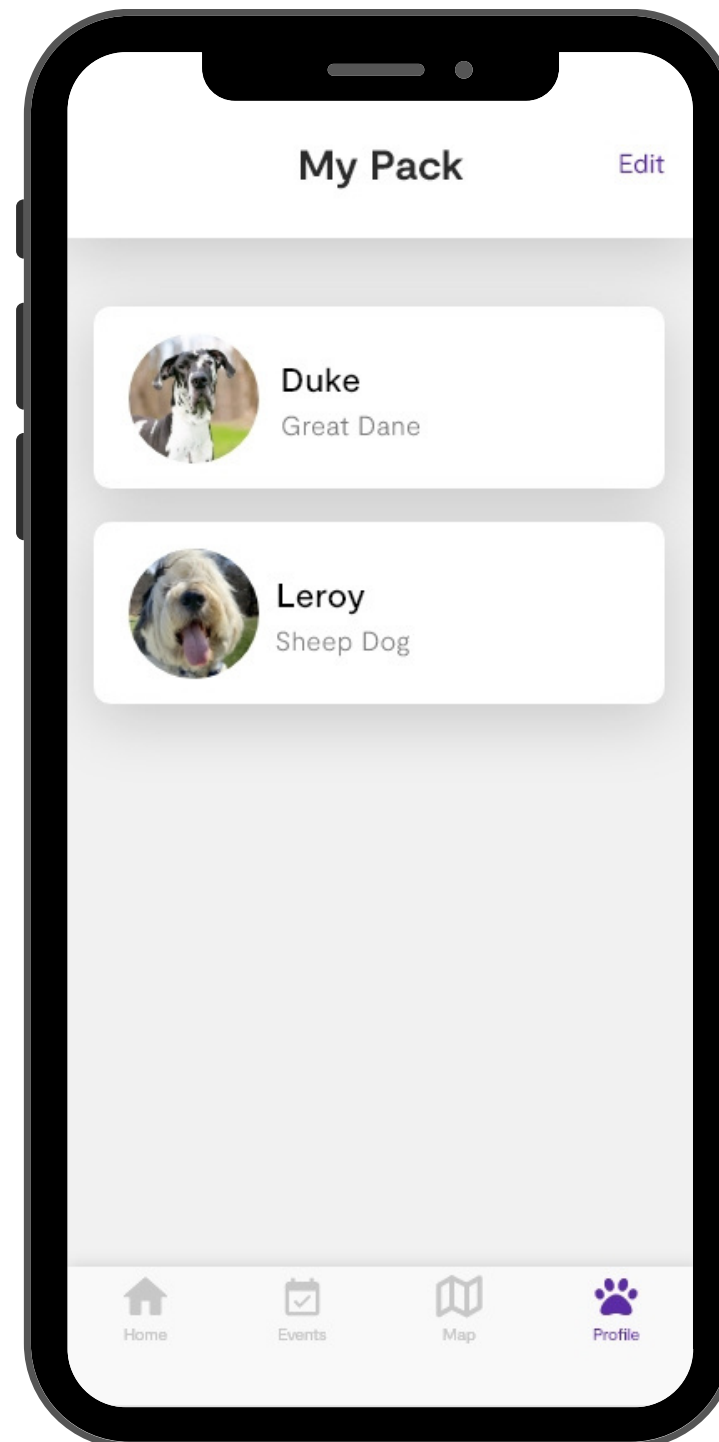
Events

The event page gives users information on local meetup groups as well as individual meetups in your local area. There is also a map function for users to scan their local area for nearby dog-friendly businesses like breweries and dog parks.
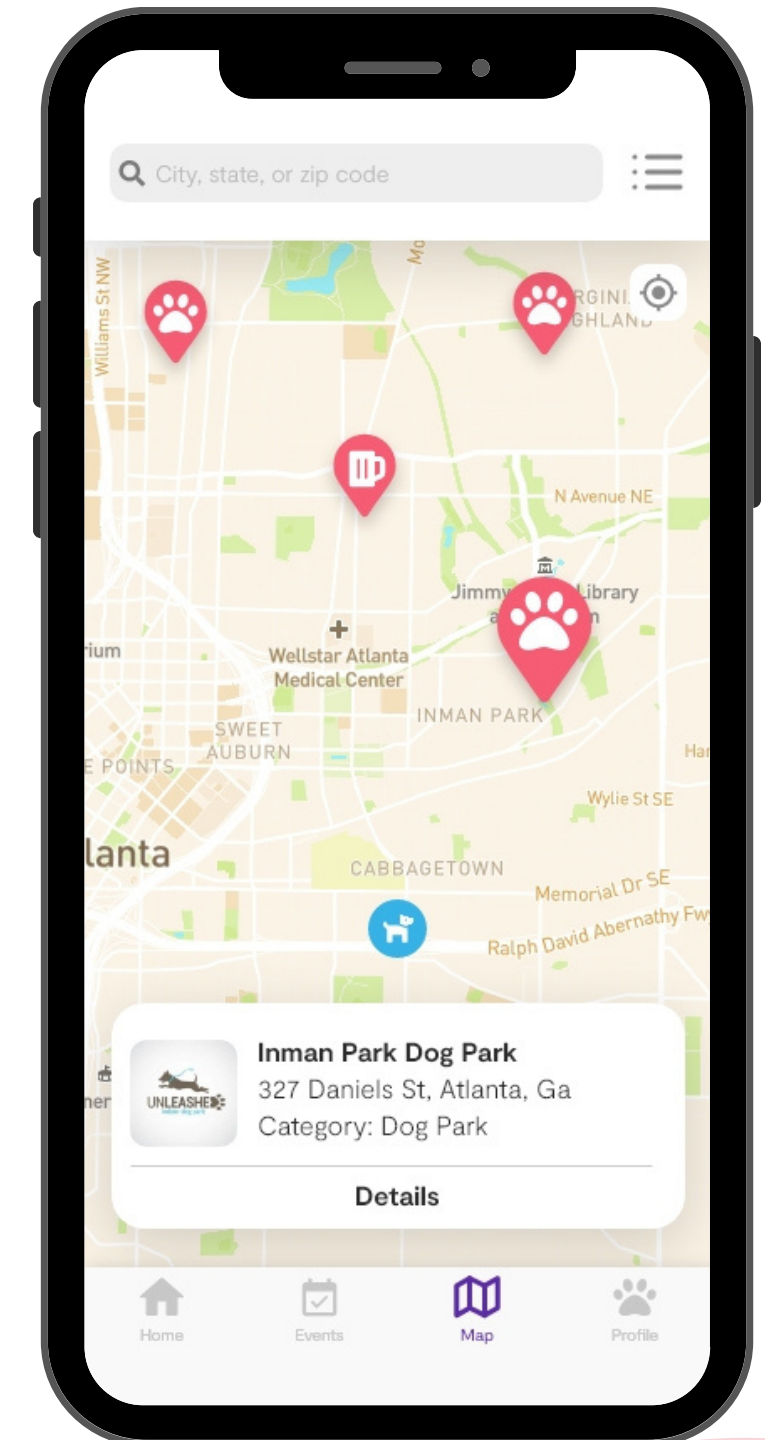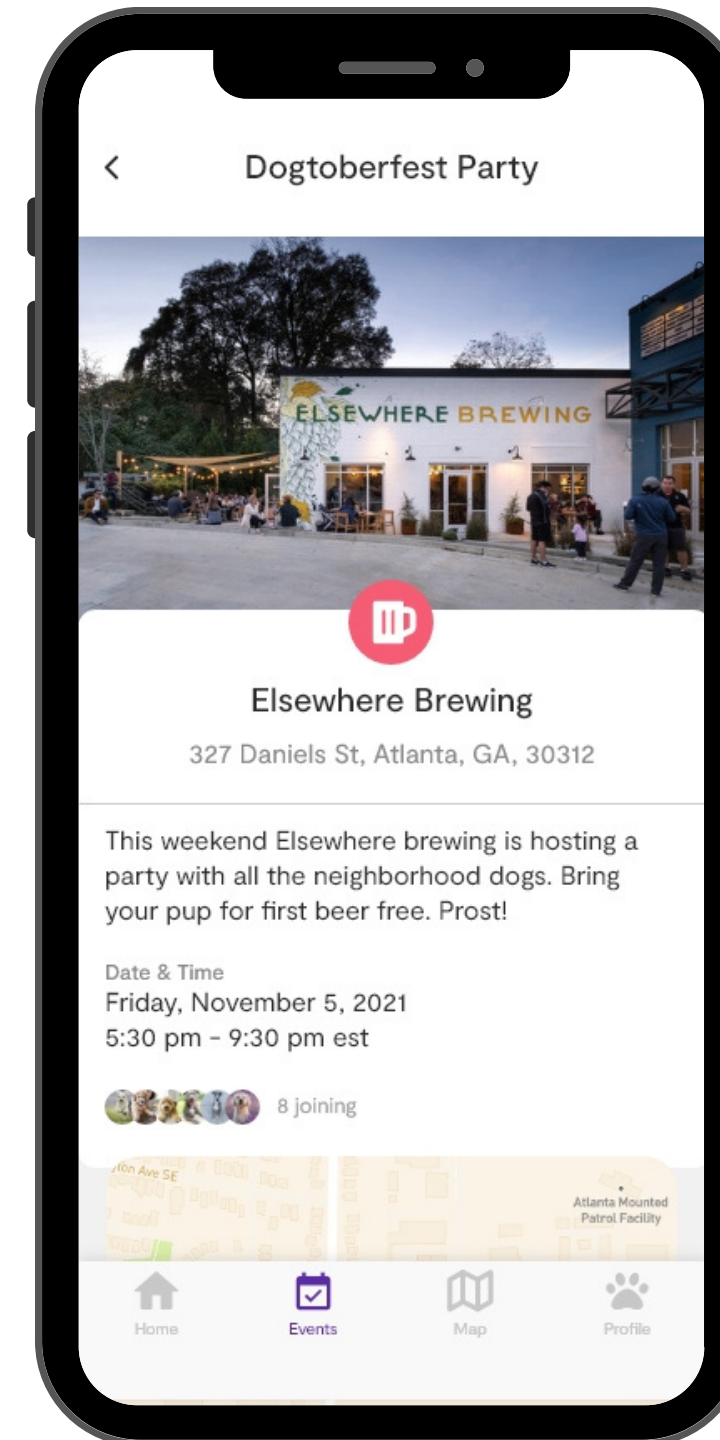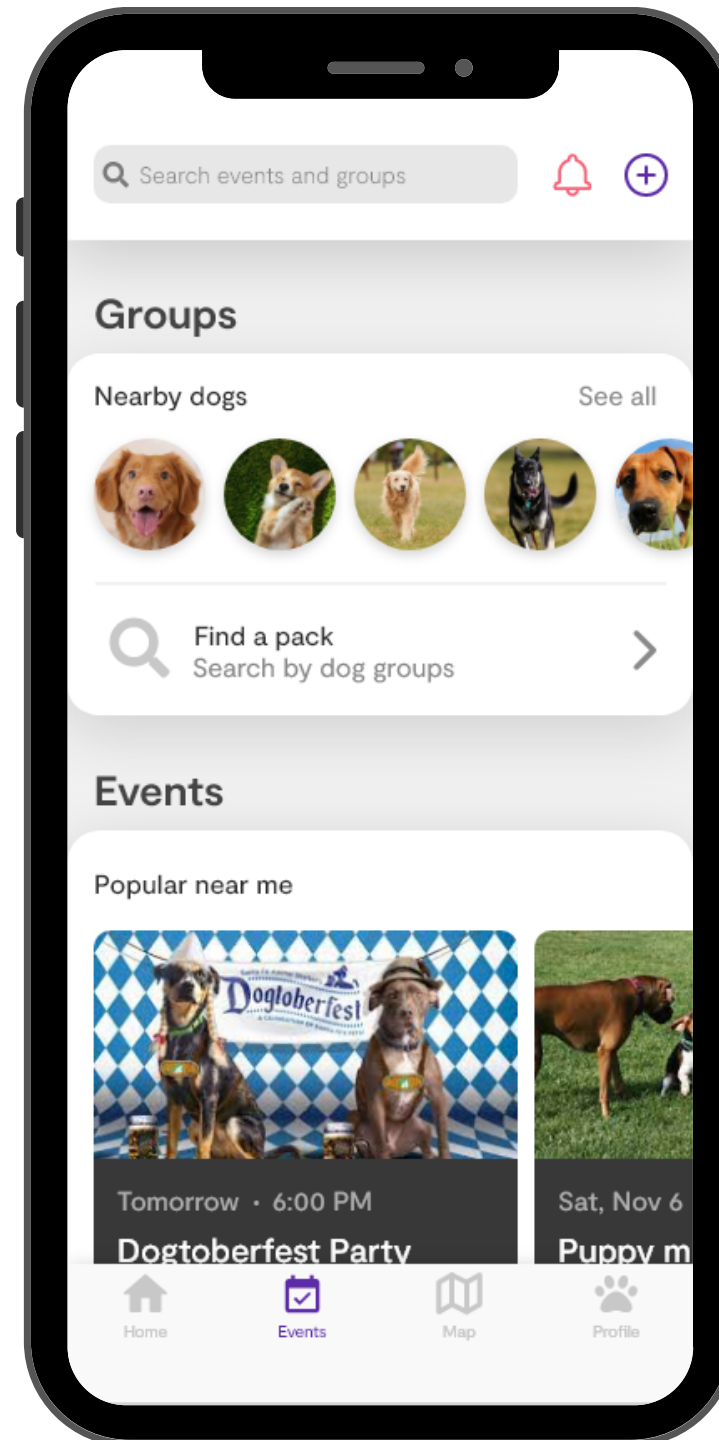
Profile

It is not uncommon for households to own more than 1 dog so users will be able to pick which profile they are editing. Inside the profile, they can add public photos and also view their treats (badges). These badges incentivize users to travel within their local areas.

Summary

🐾 Playful, Friendly, and Informative

🐾 Allow local dog owners to connect in an easy, safe, and fun way

🐾 Inform dog owners on upcoming dog events, recommendations, and nearby pup-friendly places

🐾 Help local businesses promote dog friendly events to the community

Links

🐾 Pupmeet Prototype: https://xd.adobe.com/view/15c53dc2-1ee8-4828-ac82-67610399af06-4096/?fullscreen

🐾 App Walkthrough: https://vimeo.com/645846869/2d6b30f951

🐾 Final Presentation Walkthrough: https://vimeo.com/645876743/2e6703c75d