



Project Brief

PART 1: PROJECT PITCH

Stay connected, stay OnLeash 🐾

Imagine a world where pet owners never have to worry about leaving their furry companions in someone else's care. Welcome to OnLeash, where we're revolutionizing pet care for good. OnLeash is not just an app; it's a lifeline for pet parents, a bridge between pet owners and their beloved companions when distance keeps them apart. Our mission is simple: to provide unparalleled peace of mind for pet owners while they're away from their pets.

The Problem: Leaving pets in the care of others can be a source of anxiety, especially when they have special needs. Existing pet care apps are great for finding sitters but lack features for leaving pets in the care of friends or family.

Our Solution: OnLeash creates a virtual connection between pet owners and caregivers, ensuring pets are safe, happy, and well-cared for, even when their owners are miles away. With features like customized pet profiles, medication reminders, secure in-app communication, and real-time updates, OnLeash offers pet owners a seamless pet care experience like never before.

Our Promise: With OnLeash, pet owners can travel with confidence, knowing their pets are in good hands. Stay connected, stay worry-free.

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Part 1: Purpose & Overview

OnLeash is a mobile app designed to provide unparalleled peace of mind for pet owners by creating a virtual connection between them and their pets, ensuring their pets are well-cared for, even when they are miles away. It's the ultimate companion for pet parents who frequently leave their pets in the care of friends, family, or familiar caregivers. Leaving your pets in the care of your elderly parents or your sometimes forgetful but well-intentioned roommate? This is the app for you.

OnLeash stands out through its innovative approach to pet care. While existing pet care apps focus on connecting pet owners with professional pet sitters, OnLeash is designed for those who prefer familiar caregivers. Its unique features, such as customized pet profiles, medication reminders, secure in-app communication, and real-time updates, address the specific concerns of pet owners leaving their pets in the care of trusted individuals. This emphasis on personalized, pet-centric care sets OnLeash apart, making it an original and much-needed solution in the market.

Part 2: Problem & Solution

Leaving pets in the care of others while traveling can be a source of anxiety for pet owners, especially when their pets have special needs like epilepsy. Existing pet care apps like Rover and TimeToPet are excellent for finding pet sitters but lack specific features to address the concerns of pet owners leaving their pets with familiar caregivers.

OnLeash offers a comprehensive solution to this problem. It allows pet owners to set up detailed pet profiles with medication schedules, care instructions, and other essential information for familiar caregivers. The app enables caregivers to access this information, log pet activities, and provide real-time updates, ensuring pet owners are well-informed about their pets' well-being, even when they are away. OnLeash fosters peace of mind, making pet care seamless and worry-free.

Part 3: Comprehensive Research Report

Research for OnLeash included an exploration of existing pet care apps like Rover and TimeToPet, and seizure-tracking apps like Epsy. While these apps provide valuable features for finding pet sitters and tracking pet activities, they lack specialized features for pets with medical conditions and are primarily geared toward professional pet sitters versus familiar caregivers.

The inspiration for OnLeash's features comes from Rover's user onboarding, pet profiles, and GPS tracking for walks. Additionally, the desire for regular updates and the ability to share essential pet information with caregivers were key considerations. This research helped to identify gaps in the market and led to the development of OnLeash as a tailored solution for pet owners who prefer familiar caregivers like family and friends.

The OnLeash app aims to address this market need by focusing on pet owners leaving their pets in the care of friends, family, roommates, or other familiar individuals. Through virtual pet profiles, caregivers can access medication schedules, care instructions, and other essential information, ensuring the precise management of pet's needs while pet owners are away. The app fosters real-time updates and activity logs by caregivers, providing pet owners with detailed insights into their pet's well-being and activities during their absence.

Part 4: Our Client

The primary client for the OnLeash app is a pet owner who values their pet's well-being and seeks a reliable platform to stay connected with their pets while they are away. This client

prefers leaving their pets with familiar caregivers but requires specific features and regular updates to alleviate anxieties and ensure their pet's special needs are met.

Part 5: Introductory Reader - Technology

OnLeash will be developed as a mobile app, initially for iOS platforms, using Xcode and SwiftUI. This choice leverages the widespread use of smartphones and ensures accessibility for a broad user base. Mobile apps offer the advantage of real-time notifications and easy accessibility, making them the ideal choice for staying connected with pets and their caregivers while on the go.

Part 6: Features

OnLeash will include the following features

- Customized Pet Profiles: Share dietary preferences, medical history, and specific care instructions.
- Medication Reminders: Ensure timely and accurate medication administration.
- Secure In-App Communication: Stay connected with caregivers through secure messaging.
- Real-Time Updates: Receive activity logs and updates about your pet's well-being.
- Emergency Assistance: Caregivers can quickly reach out for help in unforeseen situations.
- Geofenced Alerts: Stay informed about your pet's walks and movements.

Part 7: Anticipated Development Milestones

1. Alpha Release: In the alpha stage, I plan to complete the core features of OnLeash including customized pet profiles, secure in-app communication, and basic medication reminders.
2. Beta Release: The beta version will include additional features such as real-time updates and an emergency assistance feature.
3. 1.0 Release: The 1.0 version will be the full-fledged release with all planned features, including geofenced tracking. I anticipate the 1.0 release to be a comprehensive solution for pet owners and caregivers.

PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

Market research helps identify customers and understand market implications while a product comparison helps gauge demand and competition - combining these allows you to establish your competitive advantage. Complete a competitive advantage report by addressing each item in both the market research and product comparison.

1. Market Justification

The need for OnLeash is substantiated by the growing market demand for reliable and innovative pet care solutions. According to the American Pet Products Association (APPA), 67% of U.S. households, or about 85 million families, own a pet. With pets becoming integral members of families, pet owners seek ways to ensure their pets' well-being, especially when they are away. This includes individuals who need to leave their pets with friends, family, or familiar caregivers.

OnLeash's competitive advantage lies in its tailored approach to pet care. While several pet care apps exist, they primarily target professional pet sitters and lack features that address common concerns among pet owners with high-need pets.. OnLeash, on the other hand, focuses on addressing the specific needs of pet owners who entrust their pets to trusted individuals and offers peace of mind that their pet's special needs are addressed. It offers customized pet profiles, medication reminders, secure in-app communication, real-time updates, and features designed for virtual playtime and emergency assistance. This emphasis on personalized care for pets in the care of familiar caregivers sets OnLeash apart and positions it as a unique and indispensable tool for pet owners. By recognizing and addressing the gap in the market for familiar caregiver-focused pet care apps, OnLeash anticipates a strong foothold in this niche and aims to become the go-to solution for pet owners.

2. Consumer Research

The target market for OnLeash comprises pet owners, predominantly aged 25 to 54, spanning various genders, races, and income levels. They are educated individuals who value their pets' well-being and have a strong emotional connection with their animals. Geographically, the market extends across urban and suburban areas, primarily in the United States and other pet-friendly regions.

Pet owners in our target market are motivated by a deep desire to ensure their pets' comfort, health, and happiness, even when they are not physically present. Their interests revolve around pet care, health, and well-being, and they are highly motivated to find solutions that ease their anxieties when leaving their pets in the care of others. Their primary goal is to maintain a strong connection with their pets and receive real-time updates about their well-being.

OnLeash's target market is tech-savvy, with a strong presence on social media platforms and a preference for mobile apps that offer convenience and accessibility.

3. User Personas

Persona 1: Sarah

- Demographics: Female, aged 32, married, urban resident, annual income \$60,000, dog owner.
- Goals, Interests, and Motivations: Sarah is passionate about her dog, Max, who has specific dietary needs and requires regular medication. She often travels for work and entrusts Max's care to her sister. Her motivation is to ensure Max's health and happiness while she's away.
- Technology and Social Media Usage: Sarah uses her smartphone extensively and actively engages with pet care forums and social media groups.

Persona 2: David

- Demographics: Male, aged 45, suburban resident, annual income \$85,000, cat owner.
- Goals, Interests, and Motivations: David has two cats, Luna and Simba, and often leaves them in the care of his teenage daughter when he travels for business. His primary goal is to keep his cats entertained and well-fed in his absence.
- Technology and Social Media Usage: David uses a smartphone and appreciates technology that simplifies his life, including pet care apps.

4. Product Comparison

While there are pet care apps available, they primarily target professional pet sitters and services. Few apps specifically cater to pet owners who leave their pets with familiar caregivers. OnLeash offers customized pet profiles, medication reminders, secure in-app communication, real-time updates, and features for virtual playtime and emergency assistance, catering specifically to pets left in the care of friends, family, roommates, or trusted individuals. This unique emphasis on personalized care for pets with familiar caregivers sets OnLeash apart from competitors like Rover and Wag! and positions it as a valuable solution for pet owners seeking peace of mind when they can't be with their pets.

5. Competitor Research

Competitor 1: [Rover](#)

- Description: Rover is a popular pet care app that connects pet owners with professional pet sitters and dog walkers.
- Target Market: Broadly caters to pet owners seeking professional services and pet sitters and dog walkers looking to grow their business.

- Marketing Strategies: Rover uses online advertising, social media, and partnerships with pet-related brands.
- Popularity: Rover boasts millions of users and a significant online presence.
 - 2M+ users
 - 395k ratings averaging 4.9/5 stars in the Apple App store
 - 28.8k ratings averaging 4.7/5 stars in the Google Play store; 1M+ app downloads
- Product Price: Pricing varies based on services and location. Rover serves as a broker and takes roughly 20% of each transaction booked through its site/mobile app.
- Revenue: "[Rover anticipates revenue in the range of \\$207 - \\$217 million, a year-over-year increase of 22% at the midpoint of the projected range.](#)"
- Keywords/Search Terms: "Pet sitting," "dog walking," "pet care services."
- Appearance, Design, Features: User-friendly design with features for booking services, tracking pet walks, and communicating with sitters.
- Distribution Methods: Available as a mobile app and website.
- Age, Rate of Growth: Established in 2011 and continuously growing.
- Problems:
 - Rover.com has been sued multiple times for deaths of pets resulting from negligent care provided by sitters. Attention from the press and online groups have focused attention on Rover.com's accountability, particularly in its use of independent contractors.
 - Rover.com has referred to themselves as an advertising company for independent contractors to avoid accountability for the safety of pets.

Competitor 2: [Wag!](#)

- Description: Wag Labs (better known as simply Wag!) is an American pet care company that offers a technology platform to connect pet owners with independent pet professionals for on-demand and scheduled dog walking, training, and other petcare services through a mobile application. The app has been referred to as "the Uber for Dogs"
- Target Market: Pet owners seeking dog walking and pet sitting services.
- Marketing Strategies: Utilizes digital advertising, social media marketing, and partnerships with veterinarians and pet stores.
- Popularity: Wag! has gained substantial popularity and has a large user base.
 - 49.4k ratings averaging 4.7/5 stars in Apple App store
 - 8.08k ratings averaging 3.8/5 stars in Google Play store; 1M+ app downloads
- Product Price: Pricing varies based on services and location.
- Keywords/Search Terms: "Dog walking app," "pet sitting app," "Wag! app."
- Appearance, Design, Features: User-friendly mobile app with features for booking dog walks, tracking pet walks, and real-time updates from dog walkers.
- Distribution Methods: Available as a mobile app for iOS and Android devices.
- Age, Rate of Growth: Established in 2015 and growing steadily.
- Problems:

- Connecting pet parents to independent contractors as a middle man or booking service of sorts allows them to take little responsibility for the well-being of pets or the quality of care they receive.

Competitor 3: [TimeToPet](#)

- Description: TimeToPet is a pet care software designed for professional pet sitting and dog walking businesses. The Time To Pet mobile application is a companion app for pet sitting and dog walking companies registered with Time To Pet. The app can be used by both staff members and clients to supplement their pet sitting software.
- Target Market: Primarily pet care businesses and professional pet sitters.
- Marketing Strategies: Utilizes online marketing, customer relationship management (CRM) features, and client portals.
- Popularity: Gaining traction among pet care professionals.
 - 149 ratings averaging 4.3/5 stars in Apple App store
 - 4,316 monthly app downloads, according to [Apptopia](#)
- Product Price: Pricing varies based on business size and features required.
 - Team Pricing: \$35/month +\$15/month per active staff
 - Solo Pricing: \$45/month for one person companies
- Keywords/Search Terms: "Pet care software," "pet sitter software," "dog walking software."
- Appearance, Design, Features: Business-oriented software with features for scheduling, invoicing, and client communication.
- Distribution Methods: Web-based platform and mobile app