



HANDS - ON PROJECT

# AIO – All In One Pet Solution

By Emmanuel Francis

# What is the Problem

1. **Maintaining a separate folder** for every pet with all medical history **and next vaccination dates** which **85% pet owners forget**
2. **Unclear Pet Licensing Procedure** by Municipal Corporation of different areas
3. **Unable to find verified hosts nearby** to keep pet when heading for a vacation
4. **Awkward conversations** with other dog owners **about mating**

## Pet Dogs Detail

Name of Dog \*

Dog Age \*      Years       Months

Breed Of Dog \*

Gender of Dog       Male       Female

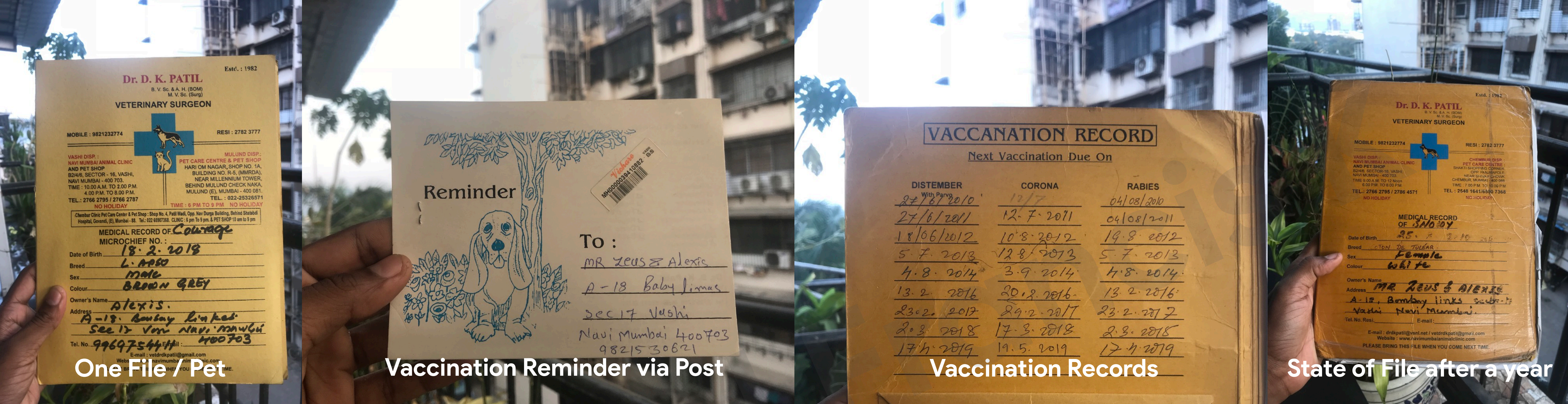
Identification Mark

Dog Color

SAVE AS DRAFT

←NMMC Pet Registration Portal

#01



5. Asking multiple doctors / dog shops for breeder contacts
6. Finding legit dog walkers nearby when hauling long hours at work
7. Dog food unavailability causes shop surfing for the specific food brand .
8. Home Delivery unavailable at all shops
9. Unavailability of local / Professional Pet Groomers and Trainers nearby

# The Objectives

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1. To build a single platform for pets and all their needs
2. To make the breeding process less awkward and safe for both your pet and you
3. To build a seamless bridge between your pet's medical history and you
4. To make sure you get the right match for your pet in your neighbourhood
5. Help travellers leave their pets with verified hosts nearby at a click of a button
6. To help youngsters get fit / make \$ by turning to dog-walkers during holidays
7. To help users to find deliverable dog food / dog trainers / play dates



**DINGER** Coming Soon  
The Pet Adda

# USER INTERVIEWS





Dog Breeding  
SURVEY



Pet Medical  
SURVEY

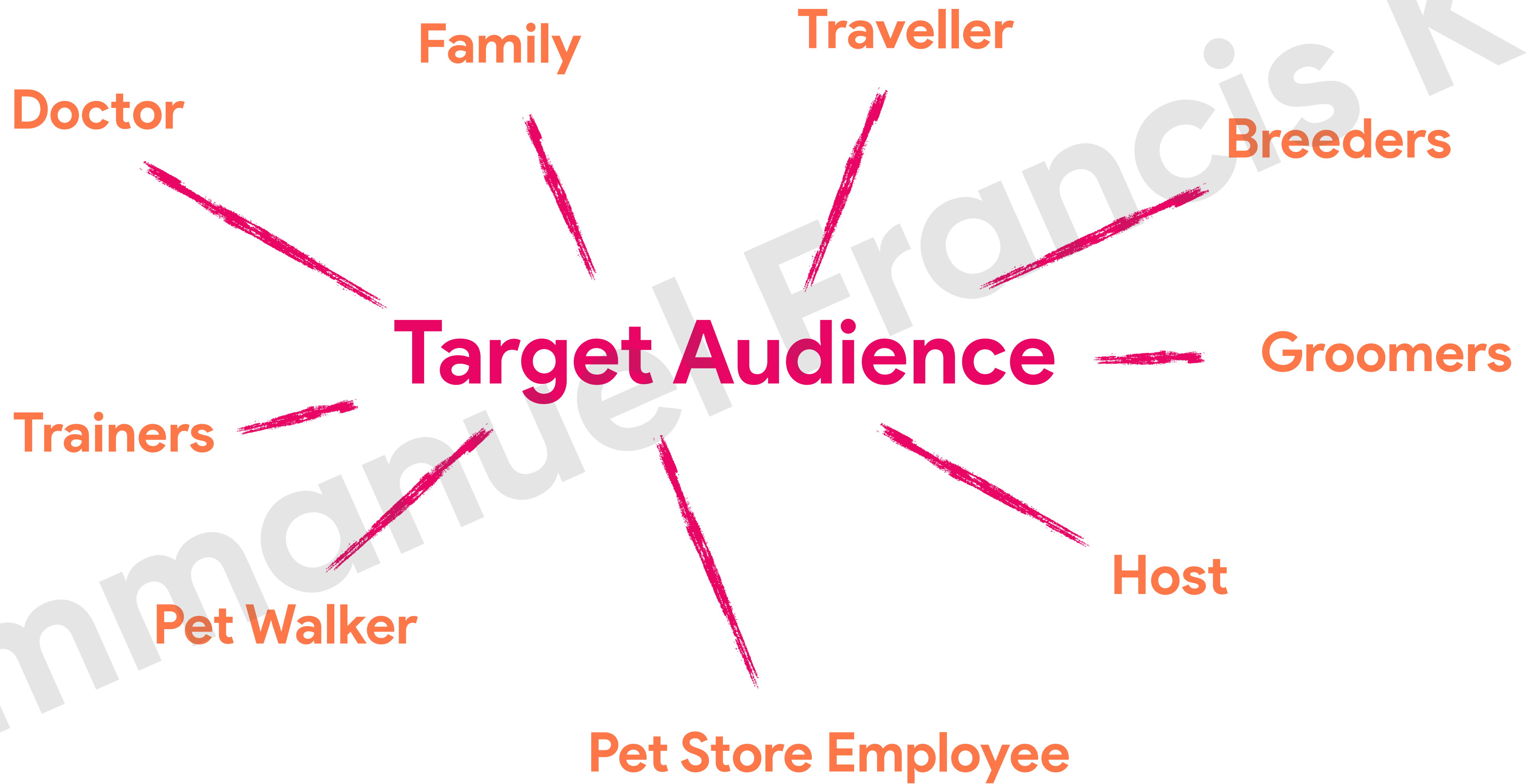


Pet Food  
SURVEY



Pet Registration  
SURVEY

Take your time and **SCAN QR** to add value to *DINGER*



# USER PERSONAS





“Animals are my first love and would do what it takes to give them a better life” - Deepa Katyal

# #TheVet

## MY INTERESTS

- Play the Piano
- Outdoor Sports
- Reading
- Cycling
- Support Pet Initiatives
- Being a DJ on Sundays

## GOALS & NEEDS

- Manage Customer Data via an app
- Manage Appointments easily
- Providing Emergency Support to Pets
- Tie up with Adoption Centres

## TECHNOLOGY EXPOSURE



#02 Devices

## MY PERSONALITY

Openminded Fun Loyalty  
 Family Person Religious Content Soul  
 Extrovert Family Person  
 Influencer

## FRUSTRATIONS

- Users forget their files during vaccinations
- Most of the customers come from far off places , appointments are handled on call.
- Renowned brands have to be promoted from time to time

## INFLUENCERS

- Mother Teresa
- Mental Peace
- Job Satisfaction
- Great Pay
- Experience

**Dr. Deepa Katyal**

Veterinary Doctor

## DEMOGRAPHICS

Age 42  
 Location Chembur  
 Education Masters in VSc.  
 Job Full-Time Vet  
 Family Mom and Dad



**Alka Karayil**

BMS Student

## DEMOGRAPHICS

Age 20  
Location Nerul  
Education BMS , SIES  
Job N/A  
Family Mom , Dad and 2 Doggos

“Badminton and my dogs are what keeps me going in a world filled with uncertainty” - Alka Karayil

## MY INTERESTS

- Badminton
- My Dogs
- Rapelling
- Athletics
- Trekking
- Music

## GOALS & NEEDS

- A single platform for all my pets needs
- Manage Vaccination Dates on an app instead of a seperate file while I usually tend to forget
- Finding Nearby Dog Parks would be great
- Home Delivery of Dog Food is a necessity

## TECHNOLOGY EXPOSURE



#02 Devices

## MY PERSONALITY

Badminton Fun Athletics  
Self Love Family First Content Soul  
Idealist Animal Lover  
Feminist

## FRUSTRATIONS

- Carrying seperate files for each pet I have
- “Drools for Small Breeds“ unavailable at my nearby shops
- Have to carry to protect my dogs from the stray dogs

## INFLUENCERS

Stress Buster

All Men are Dogs

A Companion

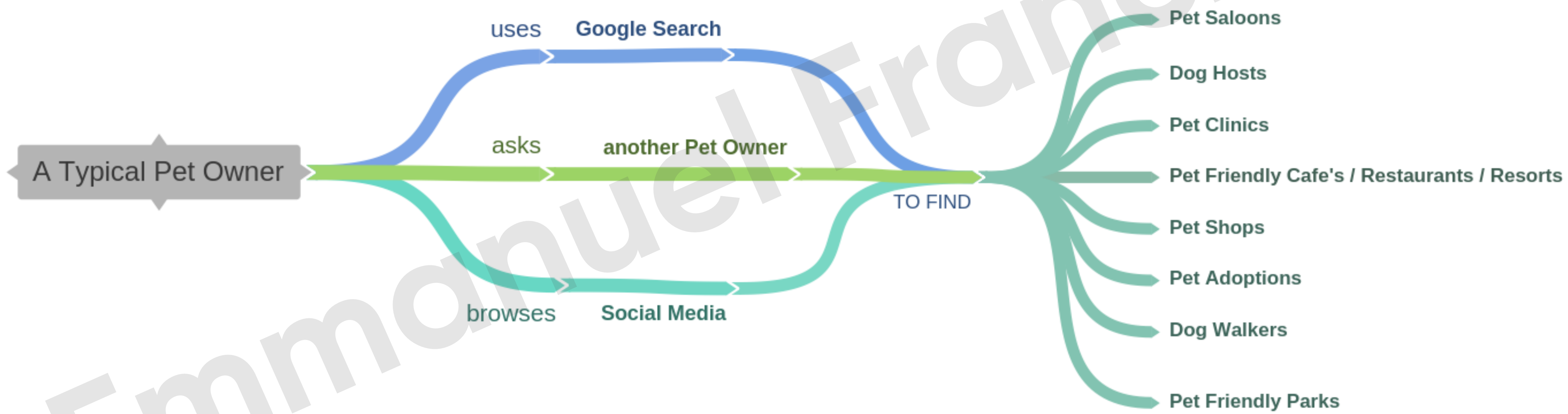
Loyalty

Happiness

# #family

# USER JOURNEY





Emmanuel Francisco K

# BENCHMARK MARKING



# Category Benchmarking

Dinger

## 1. WAGGLE [www.waggle.in](http://www.waggle.in)

The screenshot shows the Waggle website interface. At the top left is the Waggle logo. A search bar contains the text "Where do you stay?". To the right are "Sign Up" and "Log In" buttons. Below the search bar is a "REFINE SEARCH" section with two input fields: "Search by name..." and "Select locations near you...". A "Change travel dates" link is on the right. The main content area displays two pet listings:

- Aniket**: "Your Pets Second Home". Location: Apartment in Vichumbe, New Panvel. Description: "We have a 1BHK spacious flat with 3 balconies. I have a 4mo puppy, who is very friendly and loves to socialise." Price: Starting from INR 500 per day per dog. Amenities: Provides food, Requires visit. Status: Last seen 6 days ago, host since 8 months ago. Reviews: No reviews yet.
- Sunita**: "Loving Home For Pets". Location: Apartment in Kharghar. Description: "I live in a 3 bhk apt with my parents. I personally looked after a doberman pup for 6 months for a friend. I am very well aware of the diet and dog nature. I am happy to look after dog puppies of upt ...". Price: Starting from INR 300 per day per dog. Amenities: Outdoor area, Provides food, Requires visit. Status: Last seen 25 days ago, host since 9 months ago. Reviews: 1 review (5 stars).

# Category Benchmarking

Dinger

## PROS and Cons

WAGGLE  
[www.waggle.in](http://www.waggle.in)

- + Active Hosts in your area
- + Badges for services offered by the host
- + Per Day Costs (not hourly) rendered by the host
- + Host Availability timetable
- Additional services (at an extra cost) rendered by the host

# Category Benchmarking

## 2. Dogspot www.dogspot.in

### Pets for Adoption

Select Breed  Select Current Location

495 Pets found



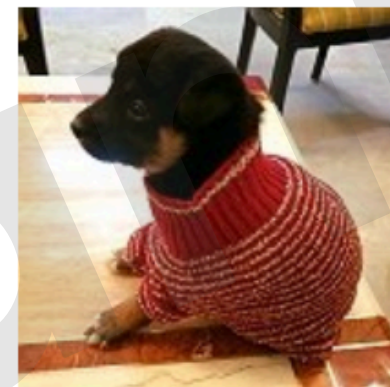
**Boris**

Gender: Male  
City: Chandigarh  
Status: Available



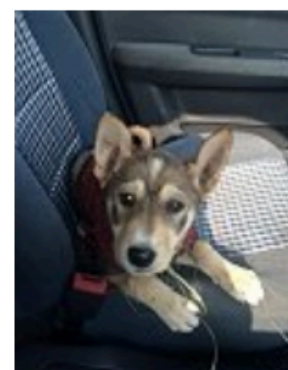
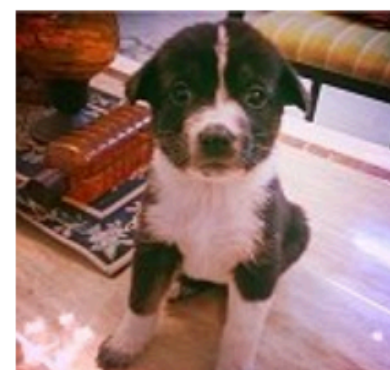
**Louis**

Gender: Male  
City: Pune  
Status: Available



**Milly**

Gender: Female  
City: Delhi  
Status: Available



**11 11**

**Shoot. Edit. Save 25%.**  
Get 25% off the Creative Cloud Photography plan. Offer ends November 16.

**CHOOSE WHAT YOU LOVE** ❤️

**Touchdog**  
Quality Guaranteed

**Get Up to 77% OFF**

**99 Store**

Best products @ budget friendly prices

### DOGSPOT TRUSTED PARTNERS



#### Doggy World

Doggy World provides unmatched care & service for your lovable pet

Veterinary Hospital, Pet Grooming and Pet Shop

B-6/147-148, Sector - 8, Rohini, Delhi



Dr. Aradhana Pandey



Dr. S. K. Pandey



Dry Dog Food



Prescription Dog Food



Dog Treats



Cat Products



Grooming



Bowls & Feeders



Collars & Leashes



Clothing



Beds



Dog Cleaning

### TOP BLOGGERS AT DOGSPOT



Rana Atheya



Neha Manchanda



Adnan Khan



Krithika



Deepshikha



Ritwik Mishra



# BREED SELECTION MADE EASY

HAVE A BREED IN MIND. LET US HELP YOU  
KNOW THEM BETTER

BIG DOG

STRESS BUSTER

JUST A FRIEND

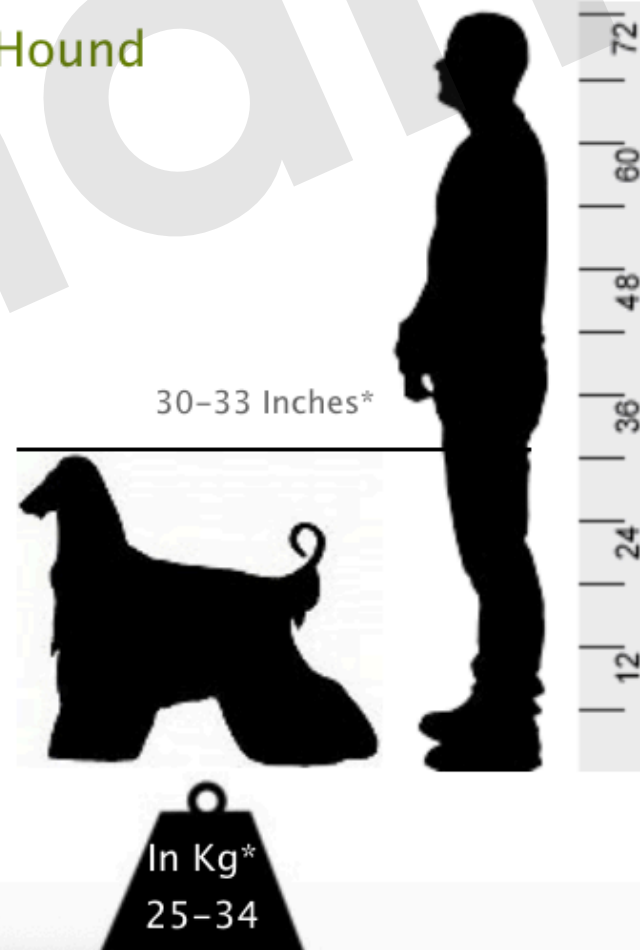
CUTE & FURRY BUDDY

FOR KIDS

GUARD DOG

Home > Dog Breeds

## Afghan Hound



## Akita



- Defender
- Devoted
- Headstrong
- Suspicious

## Alaskan Malamute



- Bulky
- Faithful
- Friendly
- Vivacious

# Category Benchmarking

Dinger

## PROS and Cons

DOGSPOT  
www.dogspot.in

- + Pet Adoptions nearby
- + Order Pet Food (with offers on Premier Food Brands) online
- + Pet Decision Guide for those looking to get a dog
- Unappealing user interface
- Several Ads all over the page
- No Mobile App for pet owners

#07

# Category Benchmarking

3. ResQ  
www.resqct.org



## Welcome to RESQ.

Where an animal in need of medical help is never turned away and helplessness is turned into hope for thousands of animals each year.





WEBLINE - REPORT A CASE



HOME ABOUT ▾ DONATE GET INVOLVED UPDATES CONTACT LOGIN

WEB-LINE IS CLOSED FOR UPGRADATION/MAINTENANCE

Please call +91 9890999111 between 10 AM to 5 PM to contact the RESQ Centre.

[Privacy Policy](#) | [Terms and Conditions](#) | [Refunds and Cancellation](#) |

RESQ CHARITABLE TRUST © 2007-18 | All Rights Reserved

Website Design & Development [threeDIGITS](#)

**WEB-LINE is closed for most of the time and not responsive**

**It's 11:58AM and the HelpLine is still not open**

**#07**

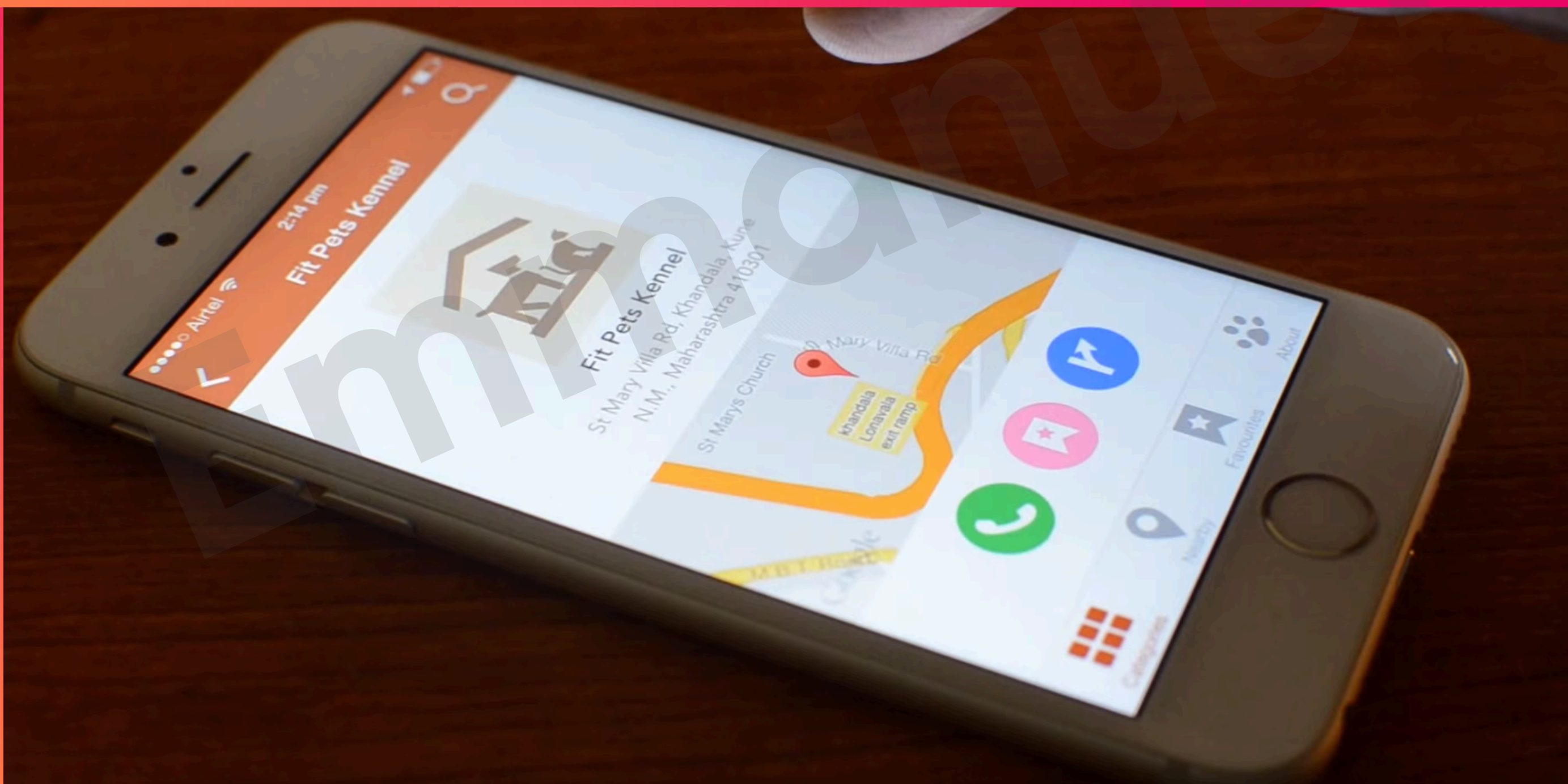
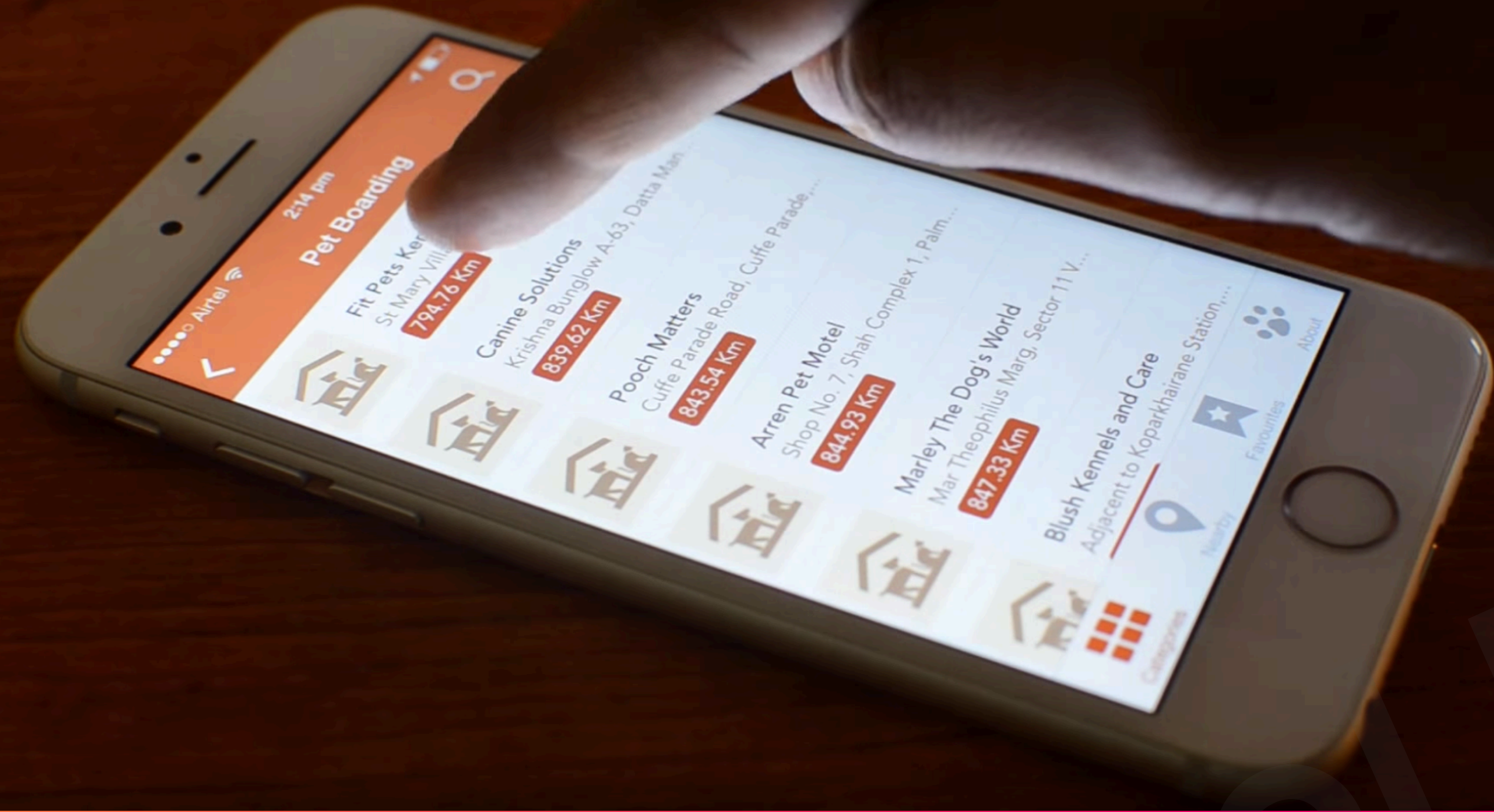
# Category Benchmarking

Dinger

## PROS and Cons

RESQ  
[www.resqct.org](http://www.resqct.org)

- + Transparency in the way funds are used
- + Active Adoptions nearby
- + Socially active organisation with frequent updates
- + Easy Payments with frequently used Payment Gateways
- WebLine is an integral feature , but offline for most of the time



## Category Benchmarking

4. BarkNBond  
[www.barknbond.com](http://www.barknbond.com)

# Category Benchmarking

Dinger

## PROS and Cons

BarkNBond

<http://barknbond.com/>

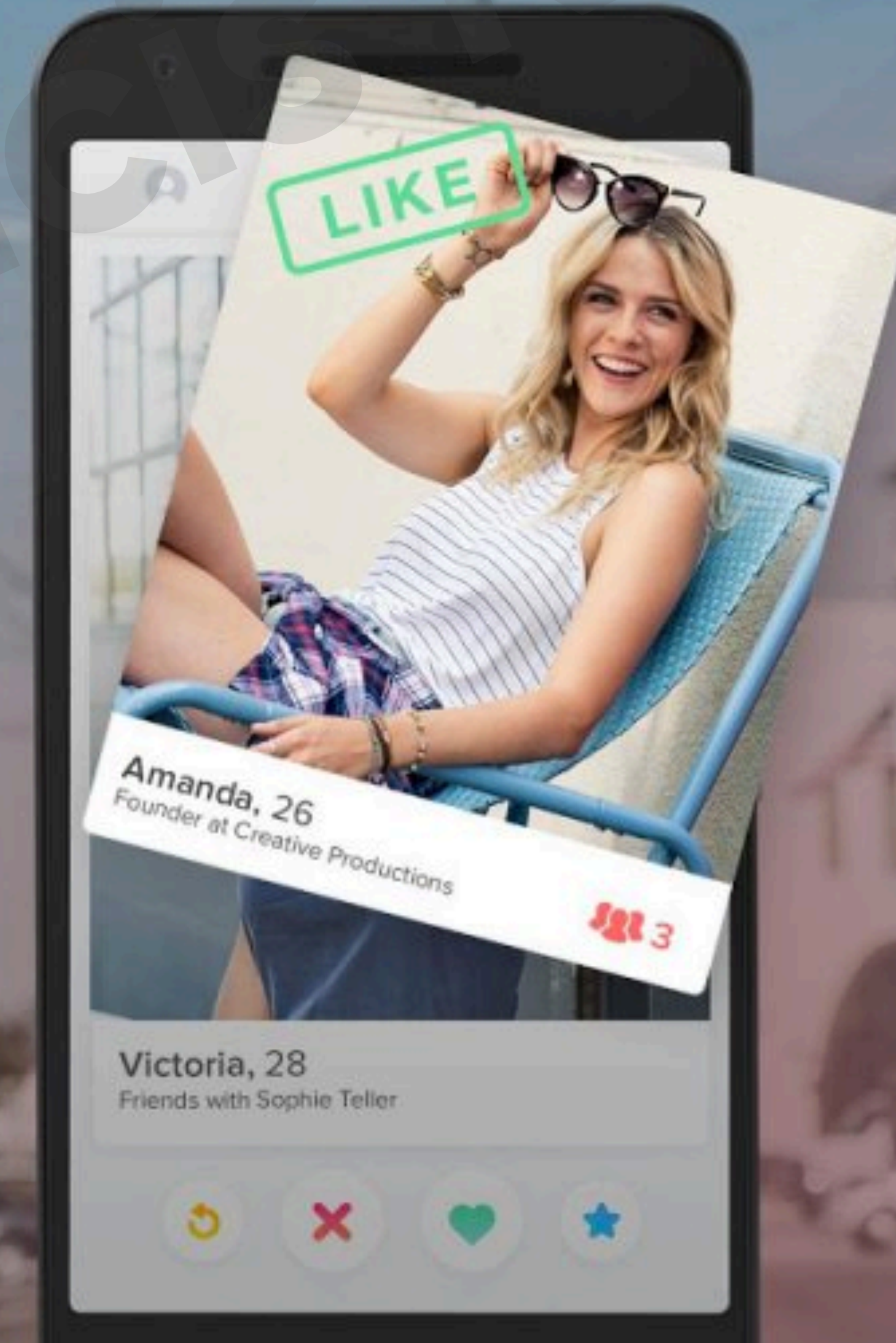
- + Minimal UI
- + Nearby Pet Store Kennels / Salons / Parks nearby
- No Images in most of the Profiles
- Only iOS App Available
- No Booking Option Available
- Just an Information based app . We'd rather use Google Search

#07

# Feature Benchmarking

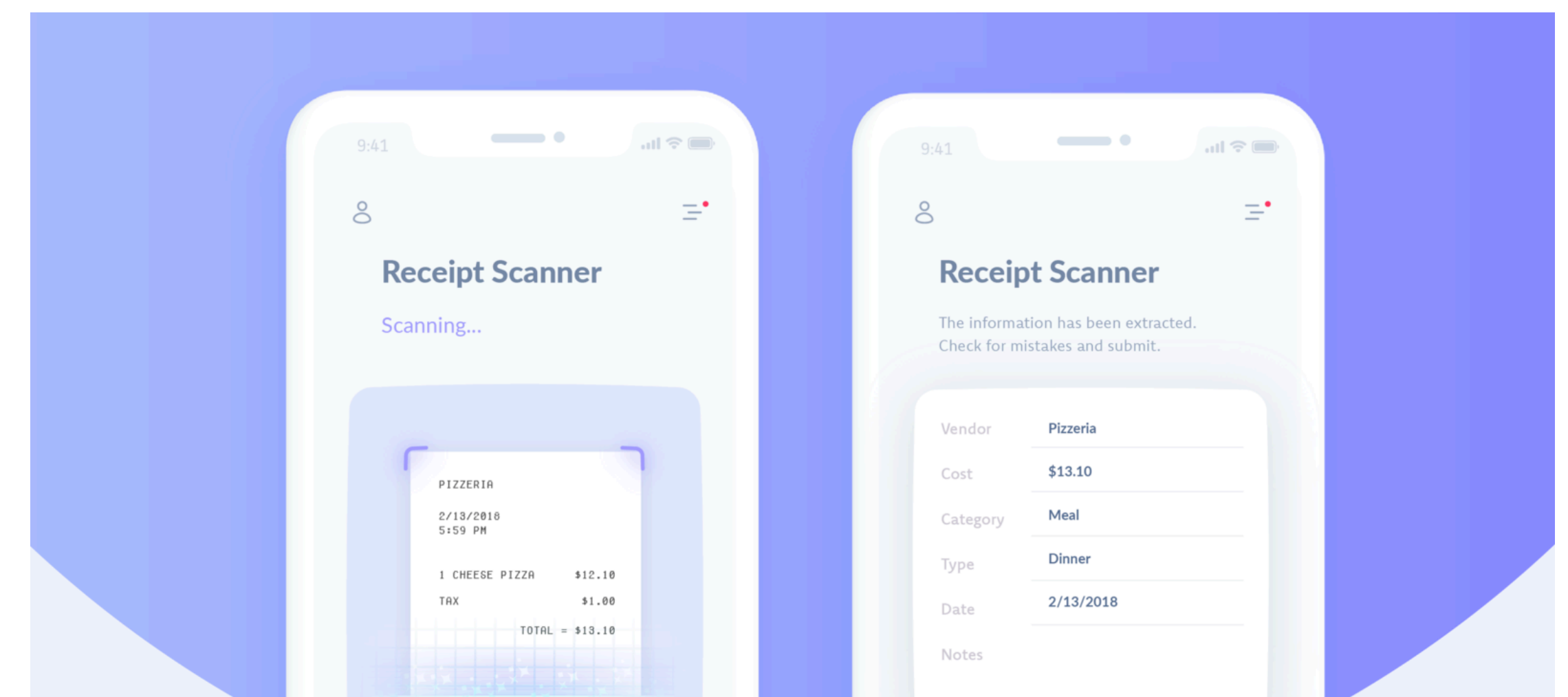
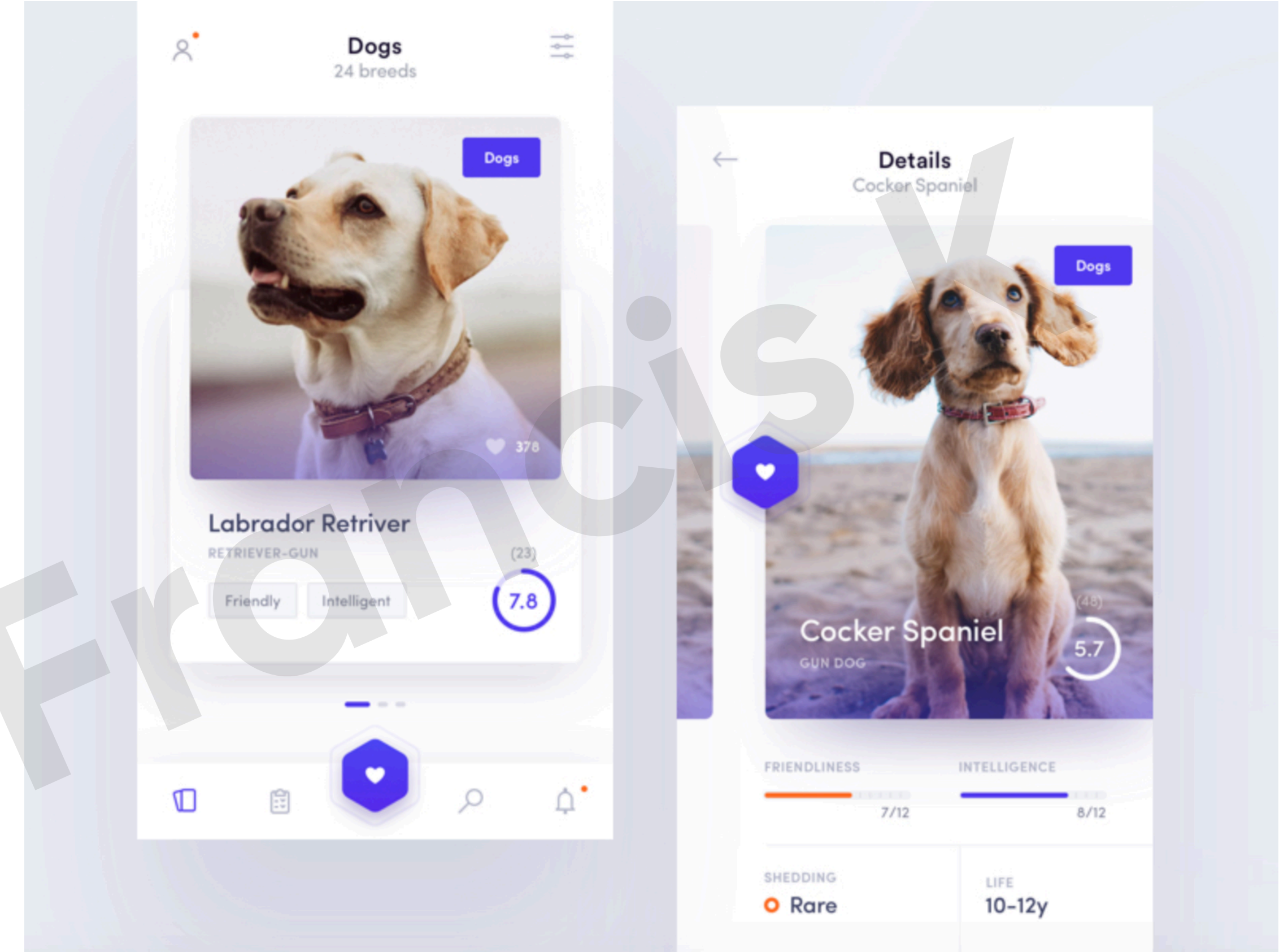
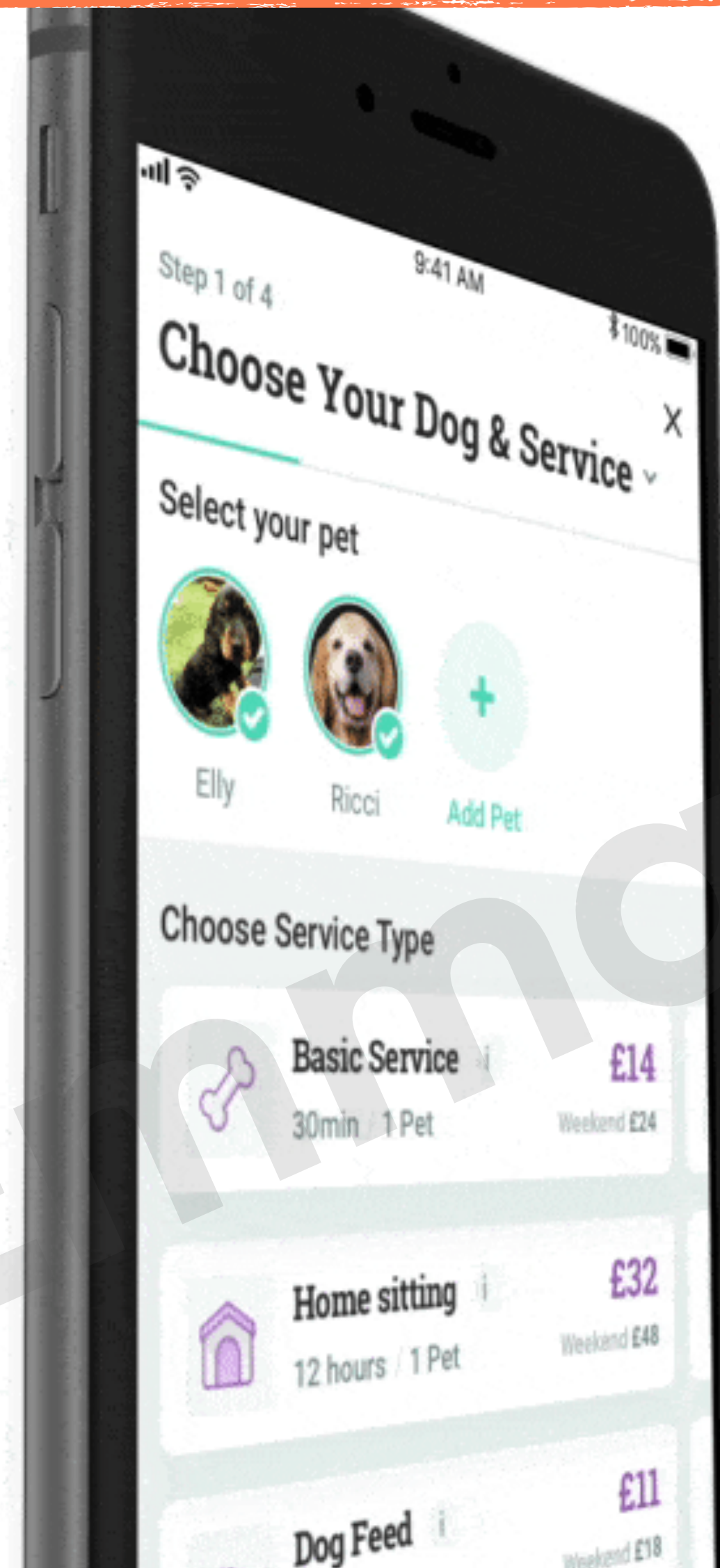
- 1.** TINDER  
Swipeable Cards
- 2.** PhonePe / PayTM  
2 Tap Checkout
- 3.** BookMyShow  
Seat Booking
- 4.** Decathlon and CEX  
Inventory Status of Product at nearby store
- 5.** PayTM  
KYC Unlocked Benefits
- 6.** Uber/ Ola  
Hail Cab

Swipe Right to  
anonymously like someone  
or Swipe Left to pass



#07

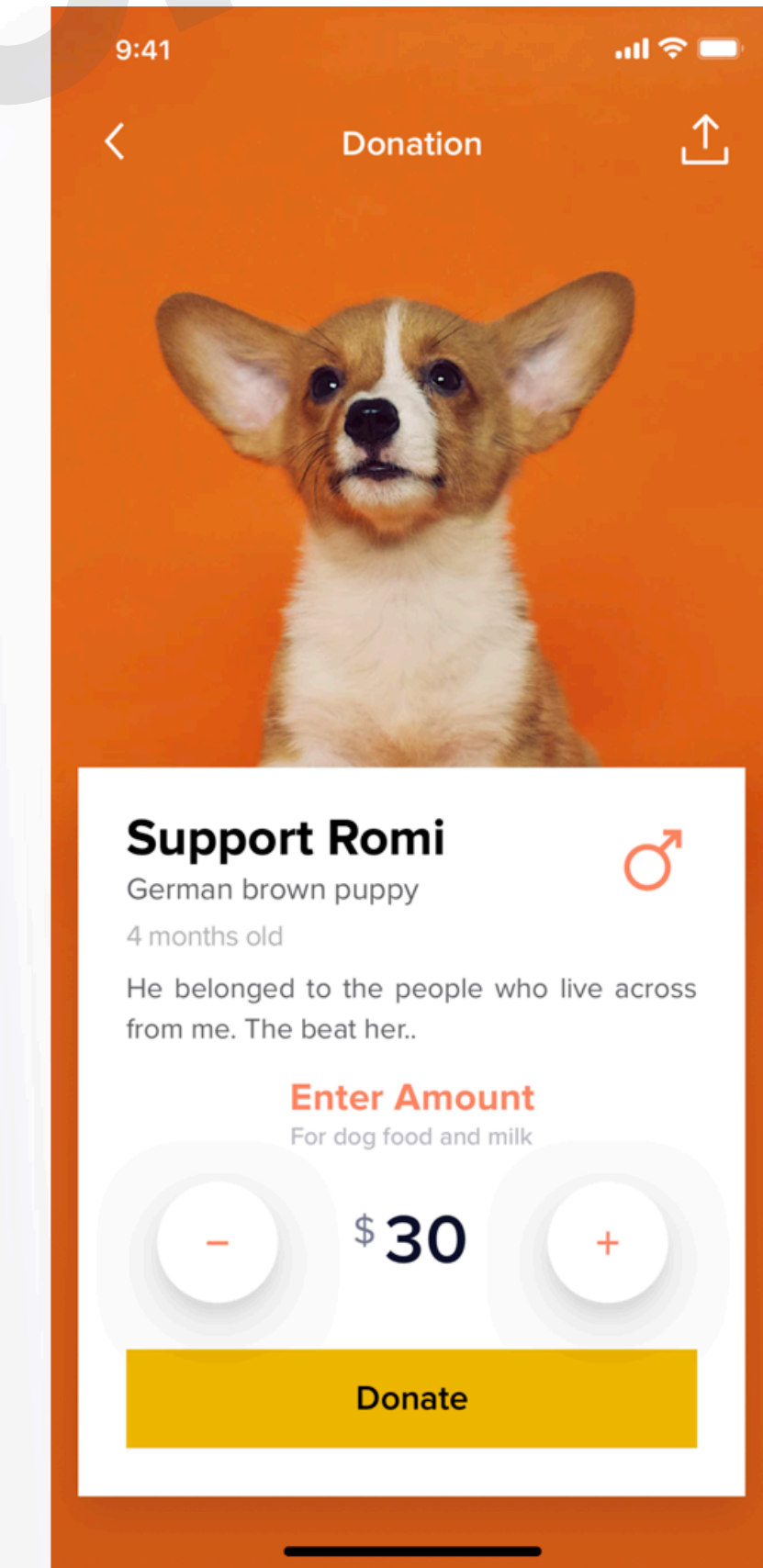
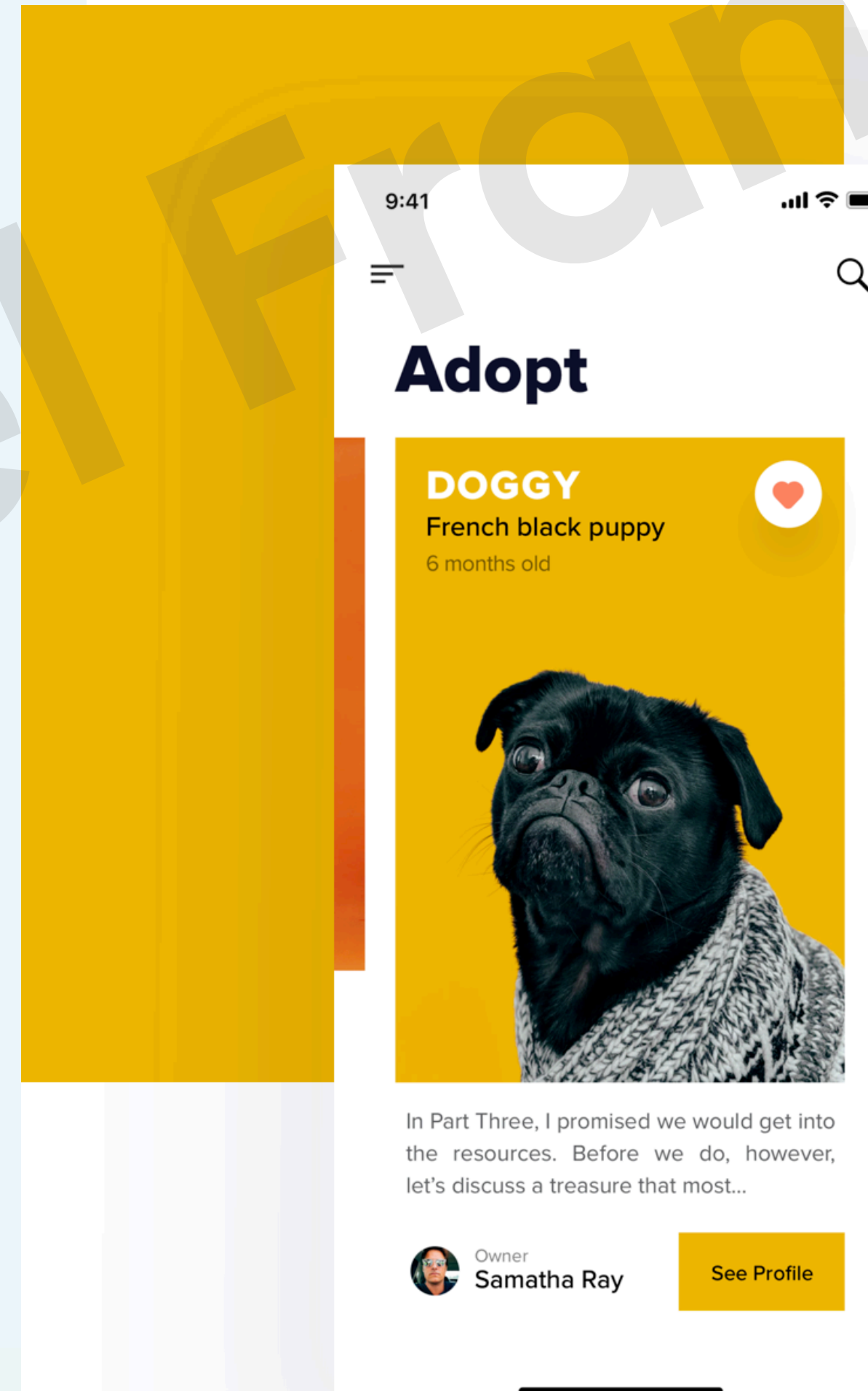
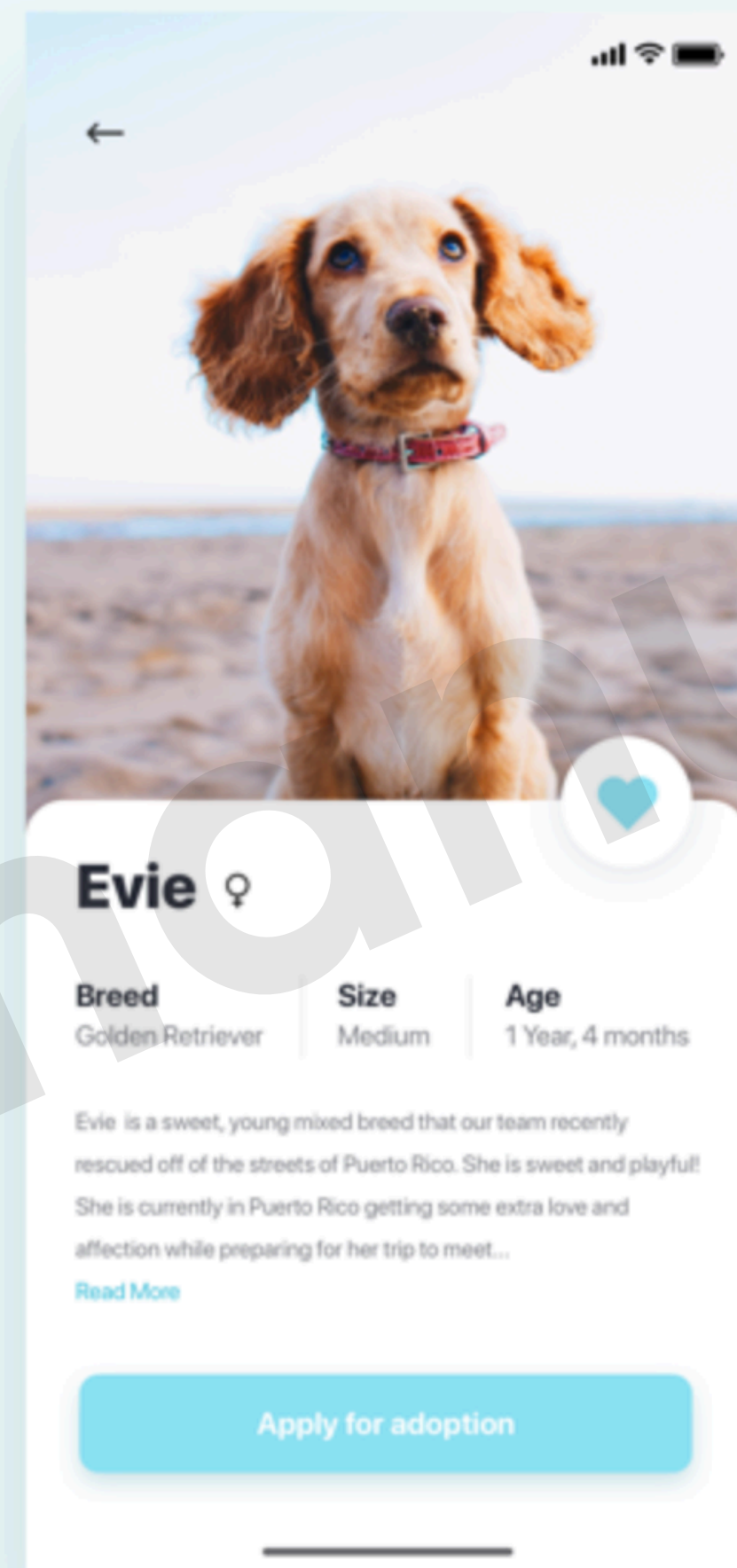
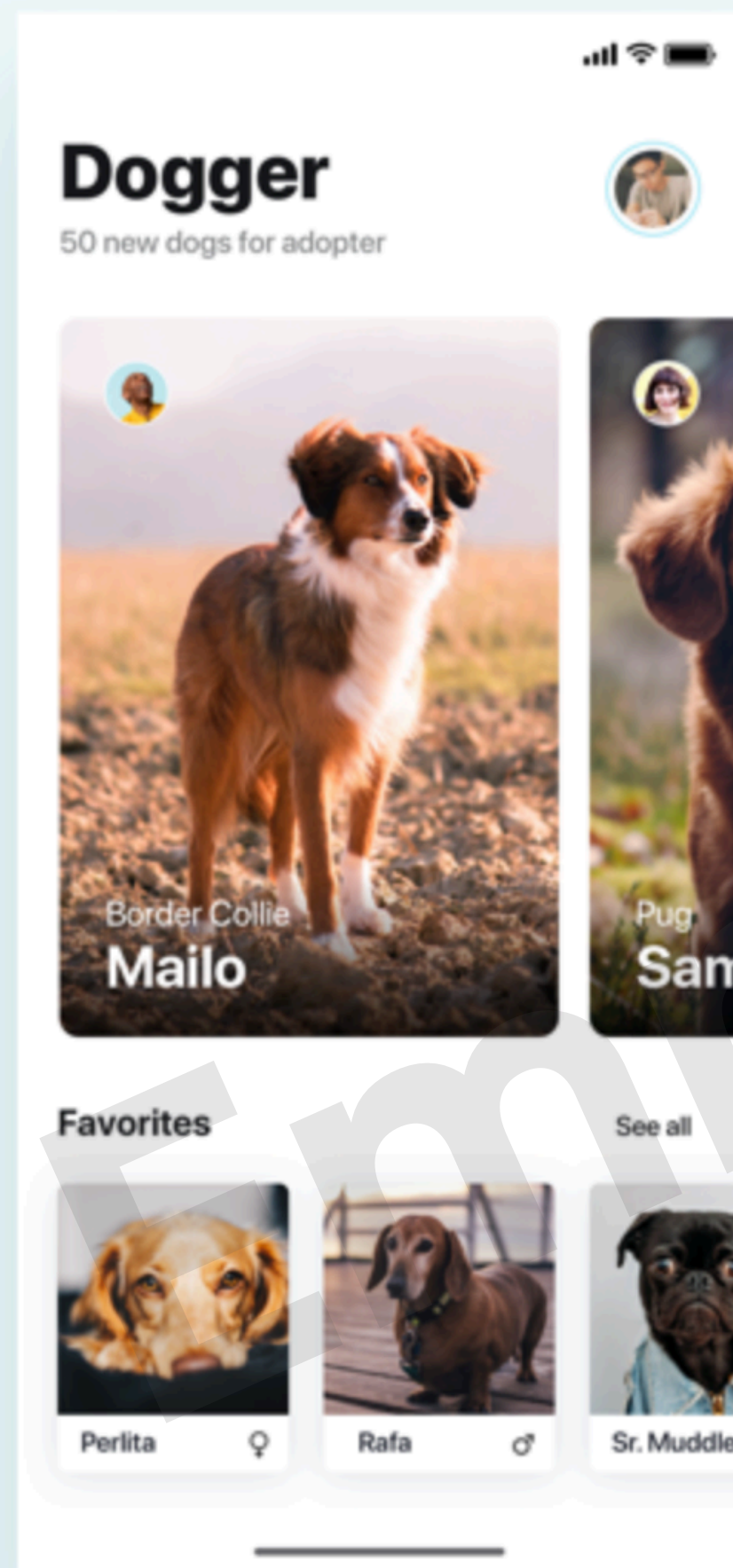
# Visual Benchmarking



#07

# Visual Benchmarking

Dribbble  
www.dribbble.com



# Visual Benchmarking

## Dribbble References

<https://dribbble.com/shots/4087004-Booking-Flow-iOS-App-Animation>

<https://dribbble.com/shots/4158531-Breed-Mobile-App>

<https://dribbble.com/shots/5347822-Pets-Adoption-App>

<https://dribbble.com/shots/4421064-App-for-adopt-dogs-Daily-UI-Challenge>



# TAKEAWAYS



## DogSpot

- + Pet Adoptions nearby
- + Order Pet Food (with offers on Premier Food Brands) online
- + Pet Decision Guide for those looking to get a dog

## Waggle

- + Active Hosts in your area
- + Badges for services offered by the host
- + Per Day Costs (not hourly) rendered by the host
- + Host Availability timetable

## BarkNBond

- + Doctors nearby
- + Kennels nearby
- + Dog Trainers nearby

## Tinder

- + Swipeable Cards

## PhonePe / PayTM

- + 2 Tap Checkout

## Ola/ UBER

- + Hail Feature

What did we **Do** about it?

We took the **CONs** and made them a **PROs**



Dinger

Emmanuel Francisco K



**ding**er

*/ˈdɪŋə/* 

*noun*

INFORMAL • DATED

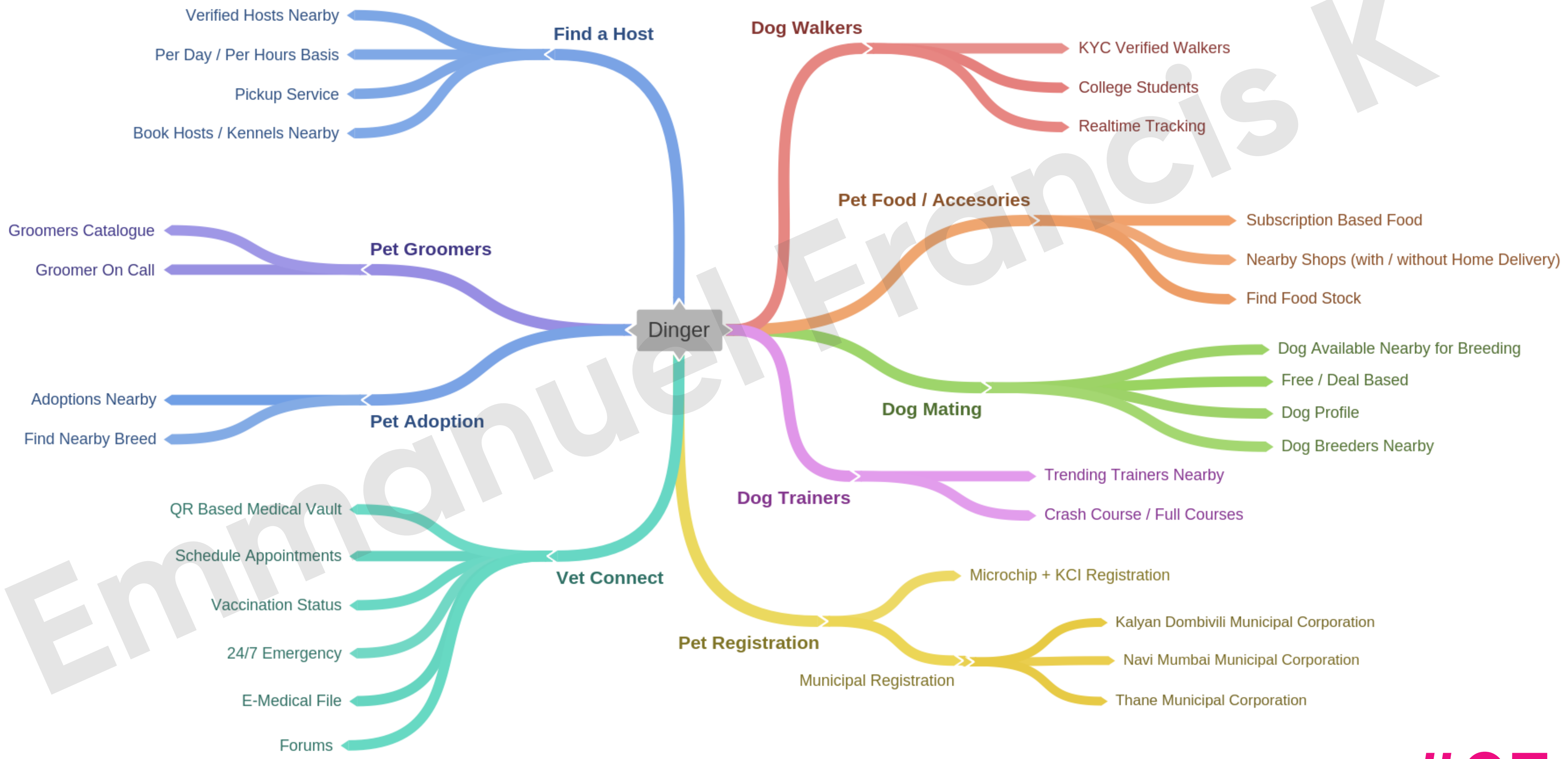
a thing outstanding of its kind.

"it was going to be a dinger of a night"

# MINDMAPS

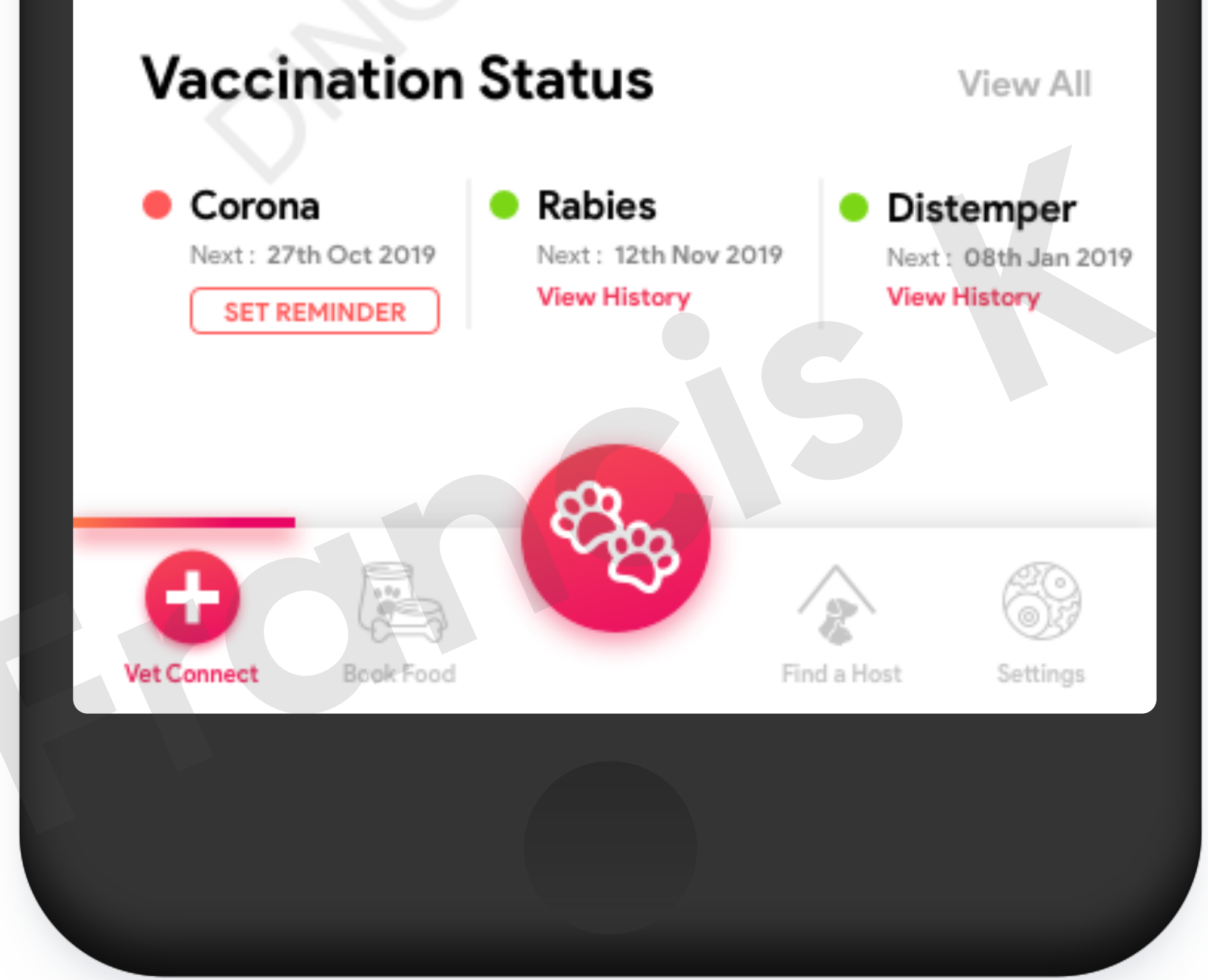
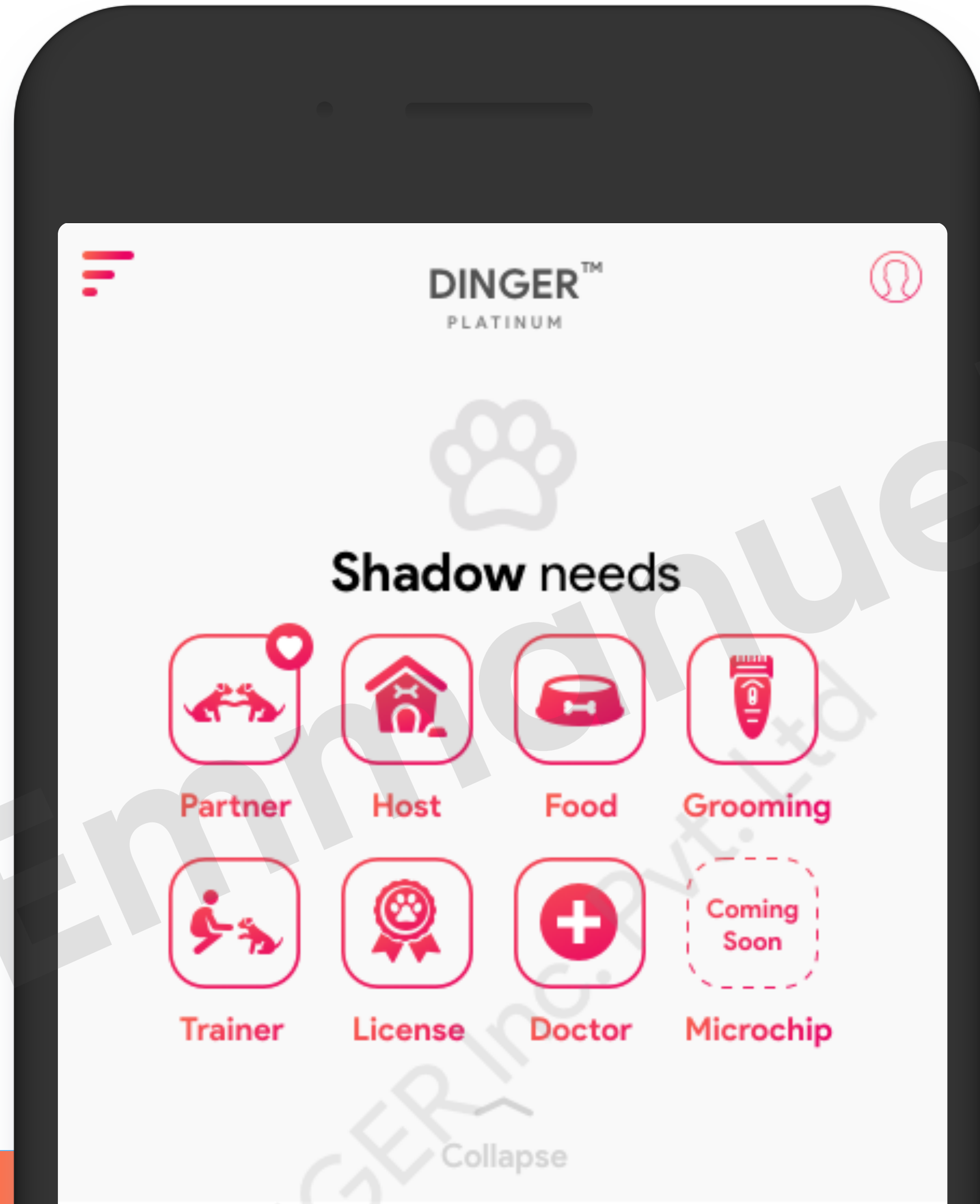


# Dinger



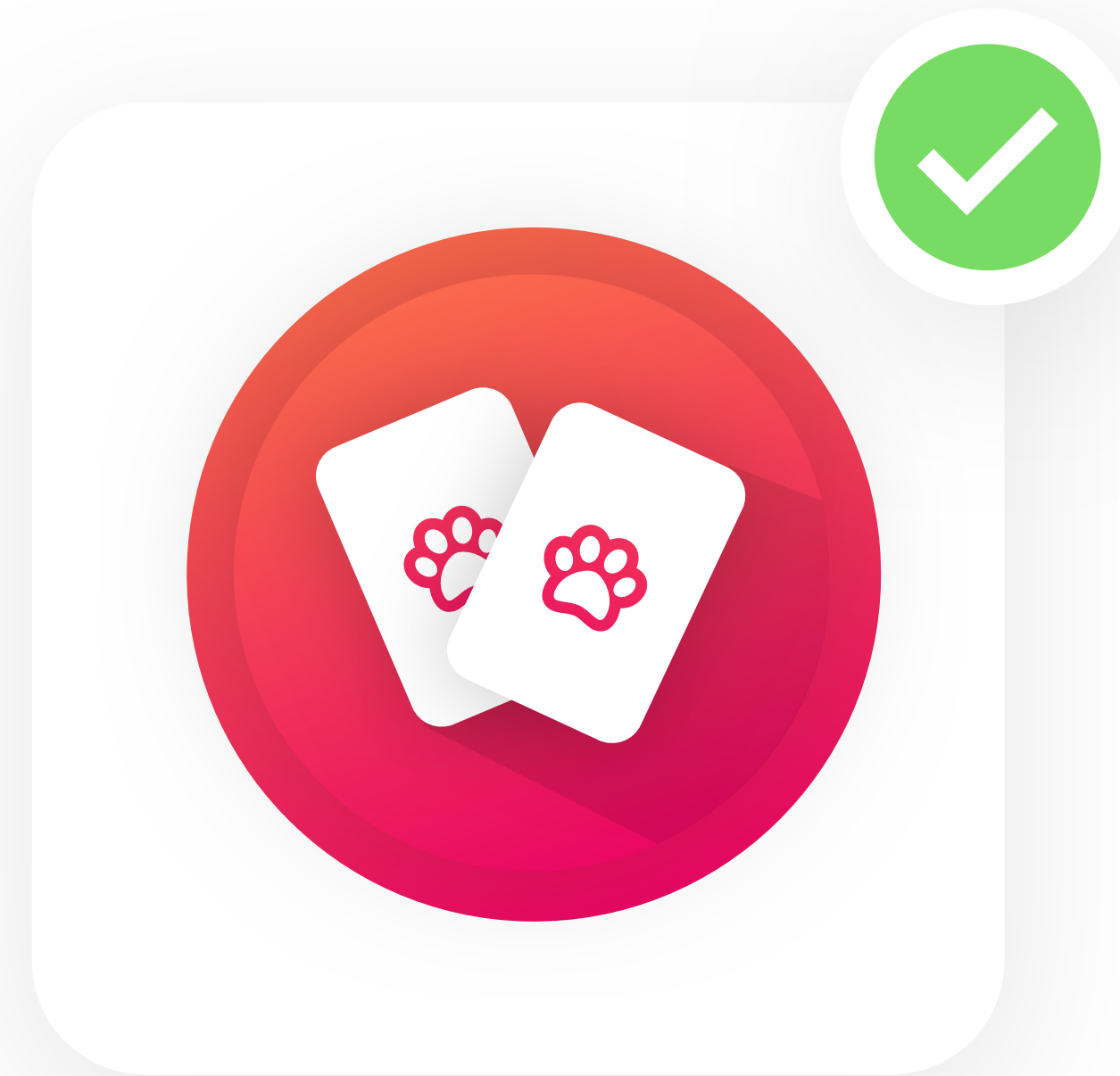
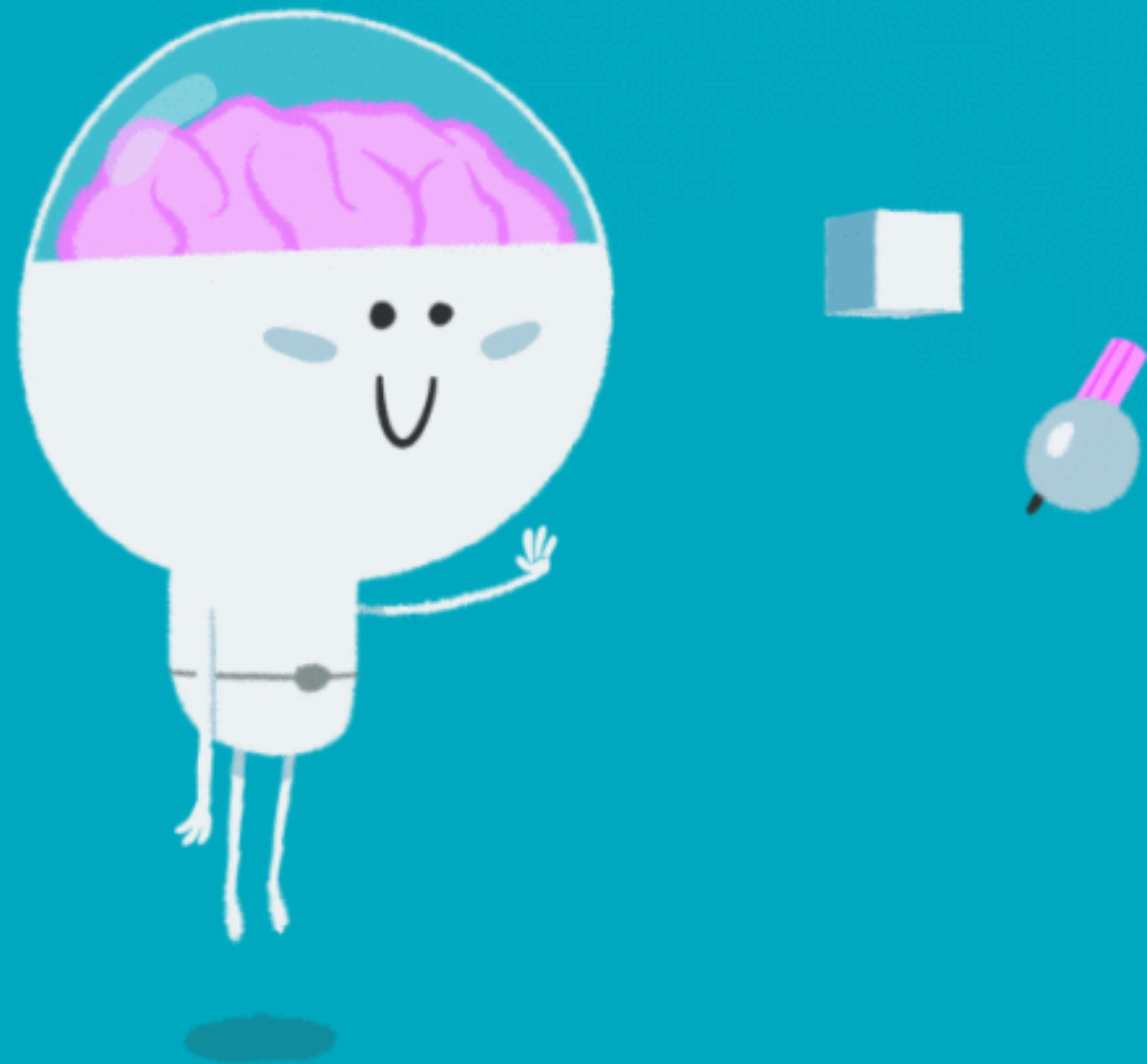
# Our **Early** Prototype !

Are you Ready ?



**Dinger**

If you've reached this slide  
you know why our pets need  
**DINGER** more than ever !



**The End**