

Project Name: **Purrsona**
High Level Strategy Brief

Revision	Date	Notes

STRATEGY

Project Overview

Develop an application that allows users to create individual profiles for their cats and store detailed information about each pet.

Business Summary

Purrsona is an application for cat owners seeking to organize and manage the needs of their pets. Users will be able to store detailed information about their cats all in one place and access their accounts online from any device. In addition to photos and videos, scanned documents and records can also be uploaded into the application.

The goal of Purrsona is to establish an account online for cat owners where they can easily and quickly access important information about their cats, such as vaccination records, medications, dietary restrictions, special needs, vet appointments, and more. Users will be able to use a calendar within the app to receive notifications for vet appointments, create alerts for medication dosages and feeding times, and set up reminders for purchasing food and supplies.

One unique aspect of the application is a feature that allows users to construct a custom, highly personalized set of instructions to give to pet sitters looking after their cats while they are away. Users will be able to connect with pet sitters through the app and can receive a checklist of daily tasks performed by the pet sitter, as well as view photos and videos of their cats.

Future features could include: the ability to purchase pet supplies and arrange delivery directly with preferred vendors using the app; newsfeed with articles and advice on cat care and behavior; adoption notices; connection with other cat owners through the app as well as through social media channels; lost pet notifications and resources.

Vision Statement

Purrsona is a free app that organizes important information about your feline family members to help you keep track of their needs. Whether you have one cat or five, you can use Purrsona to create unique profiles for each of your cats showcasing their personalities, diet, favorite toys, and more. With Purrsona, you can schedule vet appointments, manage medications, order food and supplies, and even design detailed care instructions for pet sitters while you're away.

Scope: Phase 1

Create a web application for Purrsona.

Website Target Audiences

The following audiences drive the goals and strategies articulated in this document.

- Cat owners
 - Any age
 - All levels of income

- Single cat homes
 - One cat still has a lot of paperwork to organize
 - Separation anxiety can be reduced with well-planned cat-sitter instructions and interactivity/connection with pet while away
 - More attention can be focused on a single cat – more details in pet profile
- Multi-cat homes
 - Need to organize more information about individual cats
 - Scheduling and managing appointments, vacation
 - Often order food and supplies in bulk and more often
- Looking for cat-sitter
- Cat/House-sitters
 - Seeking to connect with cat-owners for work
 - Could also be cat-owners themselves

Business Goals

The goal of the site is to:

- Procure 100 new subscribers in the first three months
- Procure 500 new subscribers in the first six months
- Keep the app free

Strategies

We define strategies as plans of action to achieve business goals.

Goal	Strategy
Create Purrsona app	1. Develop and launch the Purrsona web app
Procure 500+ new subscribers in the first six months	2. Design a digital advertising campaign to promote the app
Keep the app free	3. Connect with advertisers/investors

Tactics

This section includes tactics that relate to each of the recommended strategies. More specific tactics will also be addressed in the **User Experience Architecture** and **Requirements Definition** documents.

Strategy	Tactic
1. Develop the Purrsona web app	<ul style="list-style-type: none">• Design, code, test application
2. Design a digital advertising campaign to promote the app	<ul style="list-style-type: none">• Set up Facebook, Instagram, Twitter accounts for Purrsona• Create MailChimp email campaign
3. Connect with advertisers/investors to keep the app free for subscribers	<ul style="list-style-type: none">• Approach agencies willing to promote app• Initiate crowdfunding campaign on AppsFunder

Technology

- Front- and back-end coding and development (HTML, CSS, JavaScript and jQuery, PHP, Java or C#)
- App website must feature responsive design

Measurement

User Experience

Extensive user testing based on strategic goals will occur at each of the following phases:

- Wireframing
- Design Concepts
- Beta Site
- Final Site

Results of testing and planned changes based on testing will be shared with the client.

CREATIVE CONSIDERATIONS

This section outlines branding and design considerations for the project. This affects the **User Experience Architecture**, **Design Concepts** and **Copywriting**, which follow this document in the planning and production process.

Branding + Documentation:

Some branding materials have been created for Purrsona, but as yet there are no firm designs in place.

Context within Larger Marketing Plan

The larger non-digital marketing plan has not yet been determined.

Competitive Analysis

Competitor Websites and Applications Research

MyPets

<https://play.google.com/store/apps/details?id=com.airlinemates.mypets&hl=en>

Brief summary (from website):

myPets is a great tool for keeping track of all events, appointments, medications, treatments, training, etc... related to your pets. myPets offers great features to help you build a day-to-day diary of your pets lives!

PetWidget

<http://petwidget.com/>

Brief summary (from website):

A community of pet owners, and the most integrated pet centric tool that fits in your pocket. Accessible whenever, wherever.

Lovemypets

<http://www.lovemypets.com/Home.aspx>

Brief summary (from website):

LoveMyPets.Com is the first and the best social networking site dedicated to the pet lovers, now also powered by a Comparison Shopping Network for Pets. Don't pay high prices for pet supplies!

Love My Pets.com is solely devoted to pet lovers and those organizations that promote the health and welfare of animals. Our rescue database is one of the largest on the web. Our site provides the tools for social interaction between all members and organizations.

Chewy

<https://www.chewy.com/>

Brief summary (from website):

Being a pet parent is one of the best things in life. And we understand because we're pet parents too. In fact, Chewy.com was founded by people with a serious passion for helping pets. They wanted to make the process of finding food, treats and all that good stuff easy to find--and deliver it straight to your doorstep.

mypetnet

<https://www.meintier.com/en/>

Brief summary (from website):

We did our best to make the app user-friendly. You can create a new pet profile with only a few clicks, exchange messages, share photos of your pet and find new friends.

For the first time, pet owners have the possibility to connect with other pet friends.

11Pets: Pet Care

<https://downloads.tomsguide.com/11pets-Pet-Care,0301-68567.html>

Brief summary (from website):

11pets: Pet Care is like an assistant you will need to help you look after your pet. The app offers reminders for all what your pet needs like medications, vaccinations, de-wormings and even hygiene.

Peef

<https://itunes.apple.com/us/app/peef-your-pets-record-keeper/id788962538?mt=8>

Brief summary (from website):

Peef is the perfect app for keeping all of your pet's information available for sharing with the caregivers you trust for your pets.

PetFetch

<https://itunes.apple.com/us/app/petfetch-pet-organizer/id590313331?mt=8>

Brief summary (from website):

A NEW BREED OF PET INFO ORGANIZER. Medication notifications, vets, local services, photos, appointments, reminders, vaccinations, weight graphs, IDs and a lot more.

The Pet Pal

<https://play.google.com/store/apps/details?id=com.thepetpal.main&hl=en>

Brief summary (from website):

The Pet Pal is the best pet application for capturing and sharing vital information of your pets!

The intuitive user interface of application makes it easy to track profile details, favorites, and allergies of a pet.

PetSites

<http://www.petsites.com/AboutYourPetSite.html>

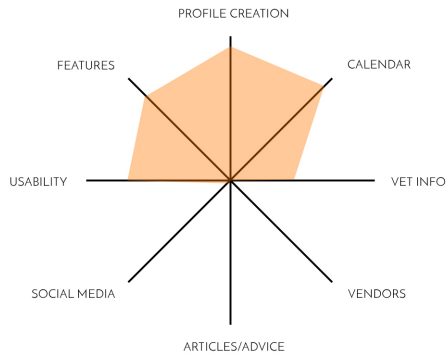
Brief summary (from website):

PetSites™ is your one-stop location for your pet's health management needs!

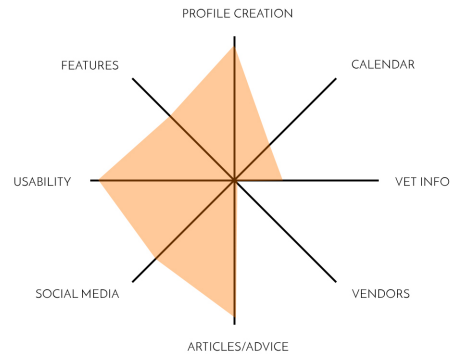
Key Dimensions Analyzed:

1. Profile Creation
 - a. No profile creation
 - b. Simple account profile
 - c. Fully customizable profile
2. Vet Info
 - a. No option
 - b. Limited vet info
 - c. Full vet info including scanned documents, direct connection with vet
3. Calendar
 - a. No calendar option
 - b. Can schedule events/set up reminder and alerts
 - c. Fully customizable
4. Connection to 3rd-party vendors
 - a. None
 - b. A few
 - c. Many
5. Articles/advice
 - a. No articles
 - b. Some articles
 - c. Many different articles incorporated
6. Social media connection
 - a. No social media aspects
 - b. Connection to major social media outlets
 - c. Has its own social media presence plus connected to major social media outlets
7. Usability
 - a. Difficult to navigate
 - b. Some features prominent and easy to locate, others murky
 - c. Clean and logical user interface, easy to find what user needs right away
8. Number of features
 - a. One feature and/or limited details
 - b. Several features and/or a few details
 - c. Many features and/or in-depth details

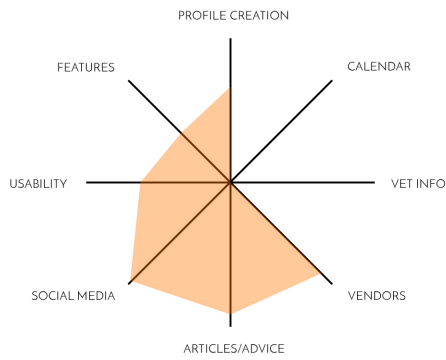
Visual Representation of Competitor Analysis:



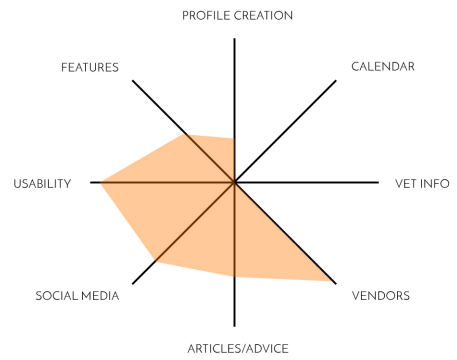
MyPets



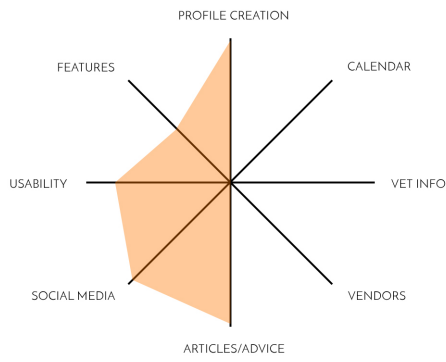
PetWidget



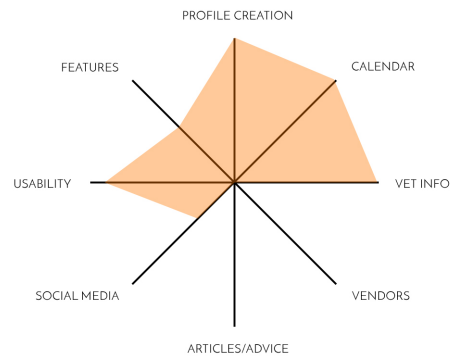
Lovemypets



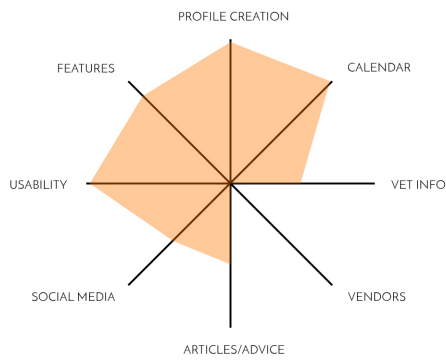
Chewy



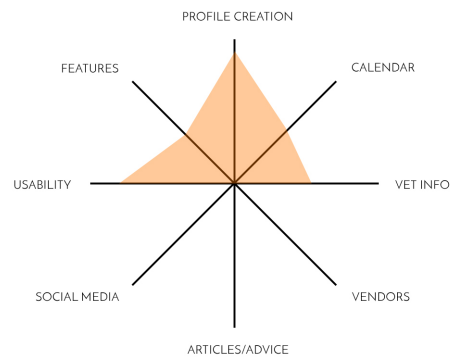
mypetnet



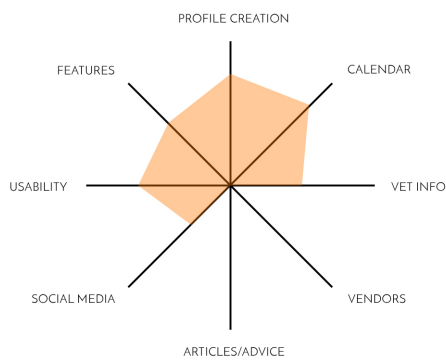
11Pets: Pet Care



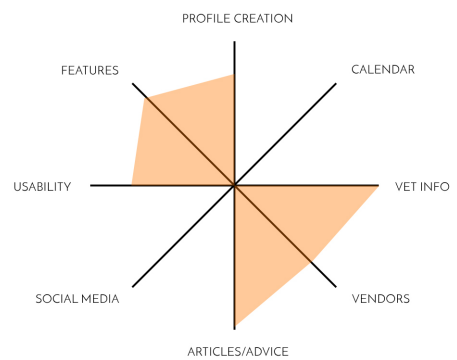
PetFetch



Peef



The Pet Pal



PetSites

Other desirable website features/functions

- Location information/map integration
- Clean and beautiful design
- Information must be easy to access and fast to find
- Future mobile app development

Information Architecture + User Experience

User Research

The team will be conducting 10 interviews with users. Based on this research, the following deliverables will be available in the UX document:

- Primary Persona
- Scenarios
- User Experience Map
- Wireframes

These will be added to this document when available.