Pawsome

www.pawsomeapp.ca

Table of Content

Project Overview

Our project can be categorized under the broader industry of HealthTech and WellnessTech. It combines elements of gamification, fitness tracking, and virtual companionship to address the pain points of lacking motivation to exercise and the desire for a pet in various scenarios.

Pain Points Addressed

Lack of motivation to exercise

Many people struggle with finding the motivation to engage in regular physical activity. Our app provides a virtual pet companion that requires physical activity to keep it healthy, thereby addressing the lack of motivation by tying it to a tangible goal and emotional connection with the virtual pet.

Allergies or restrictions on having a pet

Some individuals may have allergies or live in situations where having a physical pet is not feasible due to restrictions from landlords or family members. Our app offers a virtual pet experience that provides the companionship and emotional benefits of having a pet without triggering allergies or breaching any restrictions.

Desire for unique pets

Our app's ability to allow users to choose a wide range of pets, including exotic animals like lions or hippos, addresses the desire for unconventional pets that may not be practical or safe to own in real life. It provides users with the opportunity to interact with and care for their desired virtual pet, fulfilling their unique pet preferences.

Main Features

Keep yourself healthy and your pet happy

Track your exercise history

Compete with your friends

Activity and responsibility

The core functionality of our product includes an essential feature activity which requires users to engage in physical exercise or movement to ensure the well-being of their virtual pet. Users are responsible for fulfilling their role as pet owners by completing the necessary activities. This feature is designed to address the motivation to exercise and foster a sense of accountability for users.

Having a virtual pet

One of the key components of our product is the inclusion of a virtual pet. Users will have the opportunity to adopt and take care of their virtual companions within the app. This feature aims to provide users with the experience of owning a pet, offering companionship, emotional connection, and the fulfilment of caring for a living being. By incorporating virtual pets, we aim to cater to individuals who may have restrictions or limitations that prevent them from having a physical pet while still providing the benefits and joys associated with pet ownership.

Leaderboard

Leaderboard feature enhances social interaction within the app by allowing users to connect with friends and view a scoreboard that displays both their friends' data and their own progress. Users can add friends, compare achievements, and track their performance in relation to their social circle, fostering friendly competition and camaraderie.

Cloud Features

Data storage

Data storage of the application will be done by utilising cloud storage services provided by platforms like Amazon S3, Google Cloud Storage and the application will store and retrieve data from the cloud storage instead of storing data locally as it is more reliable and scalable.

Real-Time syncing

Firebase realtime database will be utilised to enable real-time data synchronisation across multiple devices or users.

Remote access

Users can access the application through web browsers, mobile apps by utilising cloud infra-structure, the application can be accessed remotely from various devices and locations

Scaling and Performance

Cloud platforms offer scalability options that allow the application to handle increased user demand and traffic.

Security and data protection

Cloud service providers offer strong security measures to protect data and ensure privacy.

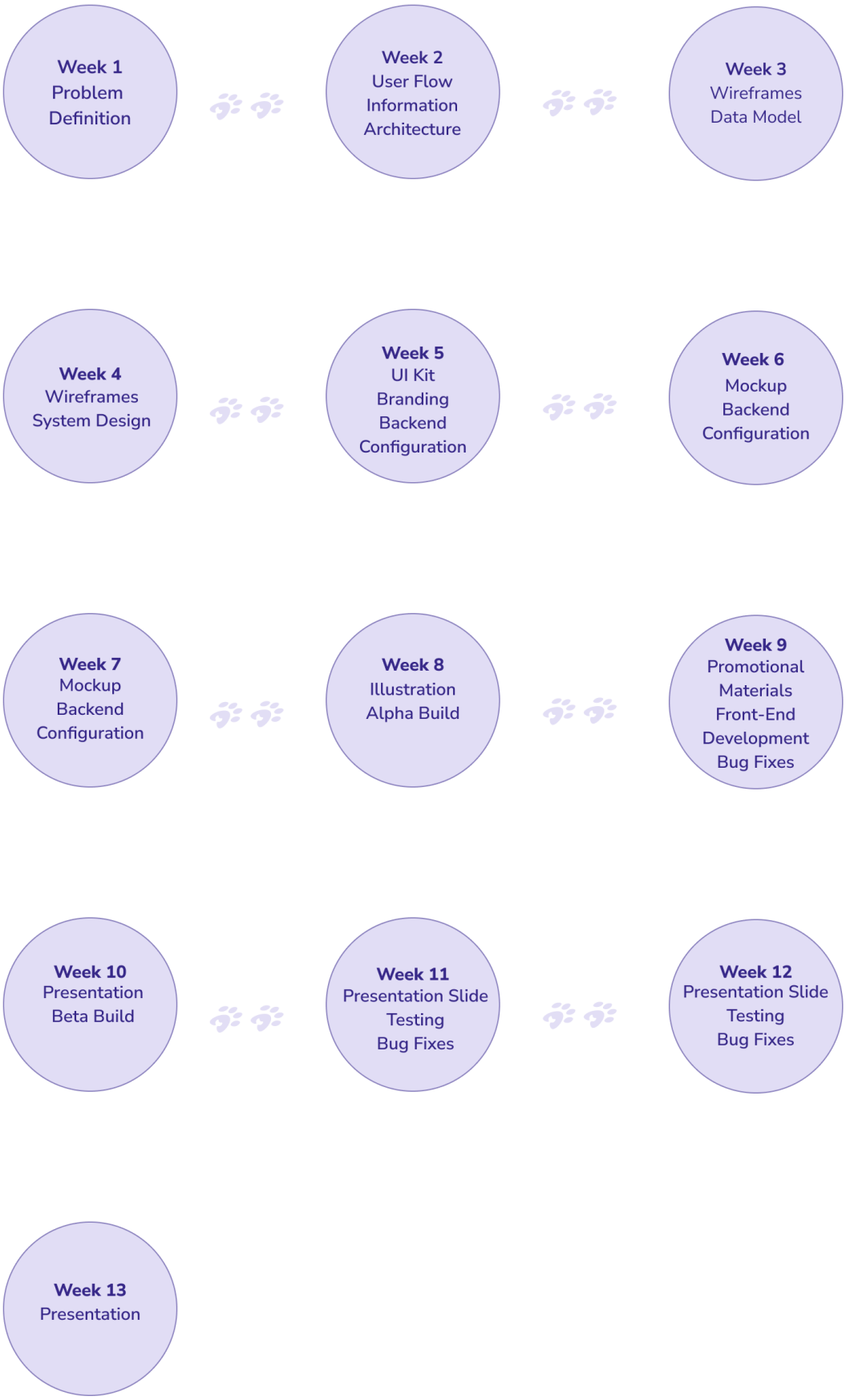
Competitors

Feature	Pawsome	Wokamon	Fitness Pets	Finch
Target Settings	✓	✗	✓	✓
Motivating Exercise	✓	✗	✗	✓
Social Circle	✓	✓	✗	✓
Emotional Connection	✓	✗	✗	✗
Focus on Health	✓	✗	✗	✗

After conducting a thorough competitor analysis of Finch, Fitness Pets, and Wokamon, we have gained valuable insights into the strengths and weaknesses of each app in the self-care pet category. Finch excels in motivating users through gamification and offering a wide range of self-care goals to improve their virtual pet's well-being. Fitness Pets emphasizes fitness tracking and incorporates mini-games for added engagement but falls short in motivating users with its lack of purposeful gameplay. Wokamon, on the other hand, focuses on tapping and earning points without substantial emphasis on real pet care and user motivation.

We aimed to combine the best features. We will integrate gamification elements, fitness tracking, and engaging mini-games to motivate users to care for their virtual pets while achieving their self-care goals. Additionally, we will prioritize an emotional connection with the virtual pets, allowing users to experience a sense of companionship and ownership. Moreover, we will offer a comprehensive goal-setting system and user-friendly UI/UX design to enhance the overall experience and keep users motivated and engaged throughout their self-care journey with our app. By learning from the strengths and weaknesses of our competitors, we are confident in creating a unique and rewarding app that will stand out in the market.

Project Timeline


Week 1
Problem
Definition
Week 2
User Flow
Information
Architecture
Week 3
Wireframes
Data Model
Week 4
Wireframes
System Design
Week 5
UI Kit
Branding
Backend
Configuration
Week 6
Mockup
Backend
Configuration
Week 7
Mockup
Backend
Configuration
Week 8
Illustration
Alpha Build
Week 9
Promotional
Materials
Front-End
Development
Bug Fixes
Week 10
Presentation
Beta Build
Week 11
Presentation Slide
Testing
Bug Fixes
Week 12
Presentation Slide
Testing
Bug Fixes
Week 13
Presentation

Business Strategy

Freemium Model

We will attract and encourage users by offering the app's basic features for free. Afterward, we will introduce premium features and content for an additional fee to entice users to upgrade to a paid subscription. Premium memberships will provide access to unique pet species, exclusive features, or more content. The freemium model will allow us to reach a broad user base while generating revenue from premium subscriptions.

Advertising Revenues

We will generate income by incorporating sponsored content or ads within the app. We will ensure that the ads are non-intrusive and add value to the user experience. By collaborating with eye-catching and engaging ads, we will help advertisers reach their target audience effectively.

Partnerships and Affiliate Programs

Our revenue will come from collaborations with the pet industry or affiliate programs. For instance, we will promote and offer pet-related products like pet food, toys, or accessories within the app and earn commissions through affiliate marketing. Additionally, we will establish partnerships with veterinary clinics, pet hotels, or other pet-related services for joint marketing activities and commissions from referrals.

By implementing these straightforward strategies, we will be able to generate income while keeping the app user-friendly and appealing to our audience. Our focus on delivering valuable content and services to users will help increase popularity and lead to long-term success.

User Persona

Olivia Brown

I'm aware of my brother's allergies, but I'd like a dog so bad because I love animals and enjoy being beside them.

Olivia is a student who has a strong desire to have a pet. However, her mother doesn't allow her to have one due to her brother's allergies to dogs. Olivia understands the concerns and limitations but still longs for the companionship and joy that having a pet can bring.

DEMOGRAPHICS

Gender:	Female
Age:	13
Education:	Second Grade
Occupation:	Student
Language:	English
Location:	Vancouver / BC

PSYCHOGRAPHICS

- Active
- Loving
- Responsible
- Competitive
- Friendly
- Curious

GOALS

- To have pet which provides companionship and love.
- To experience responsibilities and joys of caring a pet.
- To find a way to have a pet without triggering her brother's allergies.

FRUSTRATIONS

- Restrictions from her mom of having a pet because her brother's allergies.
- Balancing her responsibilities as a student and the care a pet needs.
- Finding a hypoallergenic pet.

User Interface Kit

Logo

Typography

Nunito

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;:-+()/&$@#!?*

PT Sans

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;:-+()/&$@#!?*

Colours

Primary colour

BURPLE
#6A5ACD

Secondary colour

DARK PURPLE
#37298A

Tertiary colour

RED
#CD4668

Tertiary colour

LIGHT PURPLE
#6A5ACD

Neutral colour

DARK GREY
#8D9096

Neutral colour

MIDDLE GREY
#D2D2D2

Neutral colour

LIGHT GREY
#F3F4F4

Neutral colour

DEEP DARK
#444C60

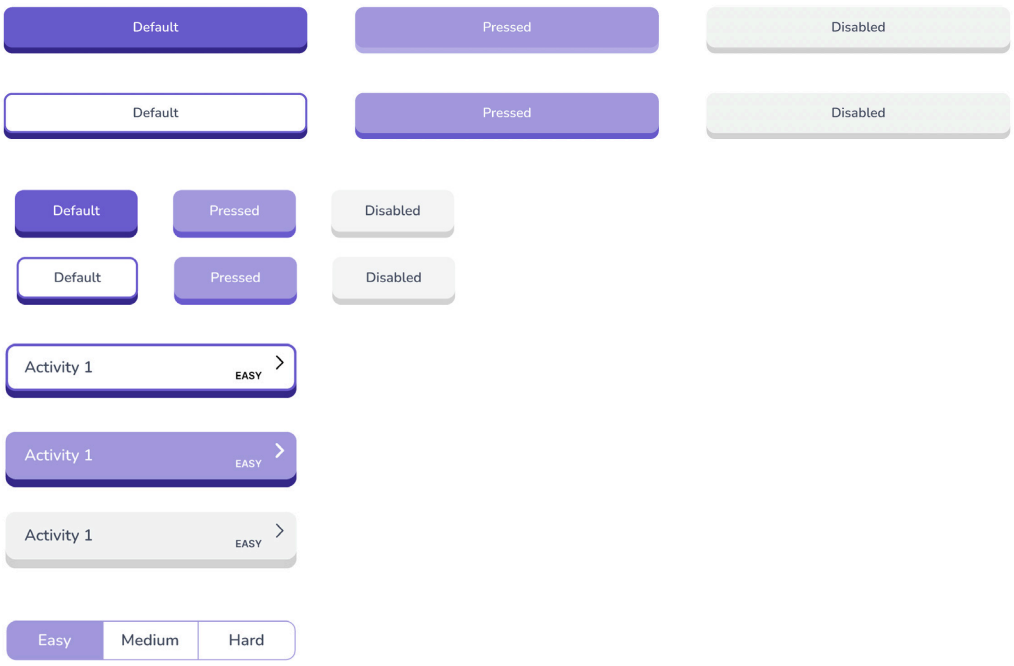
Iconography

System and Navigation

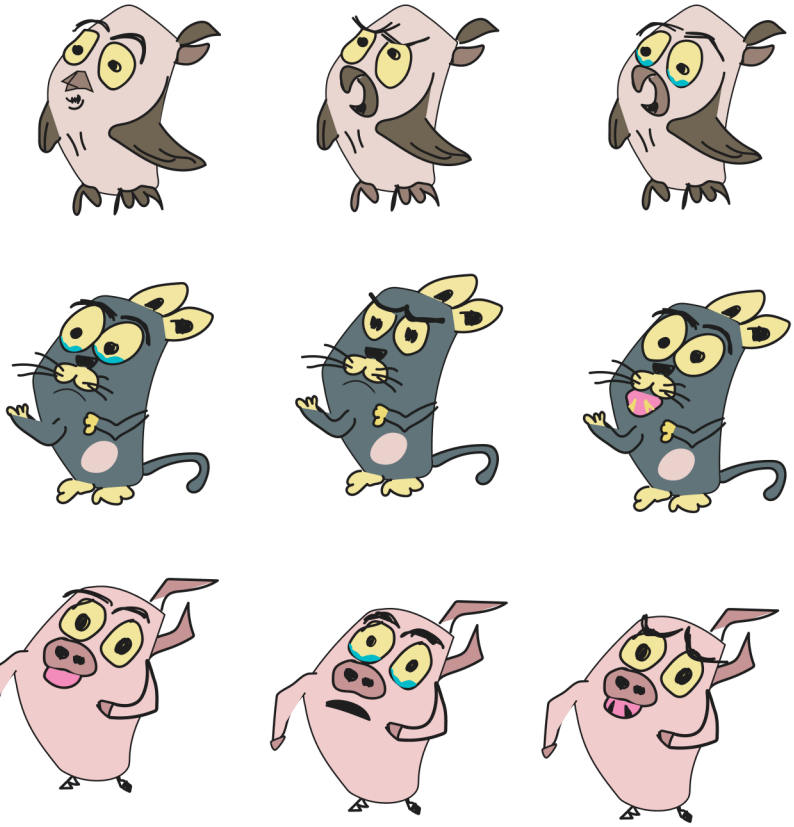
User Interface

Navigation Buttons

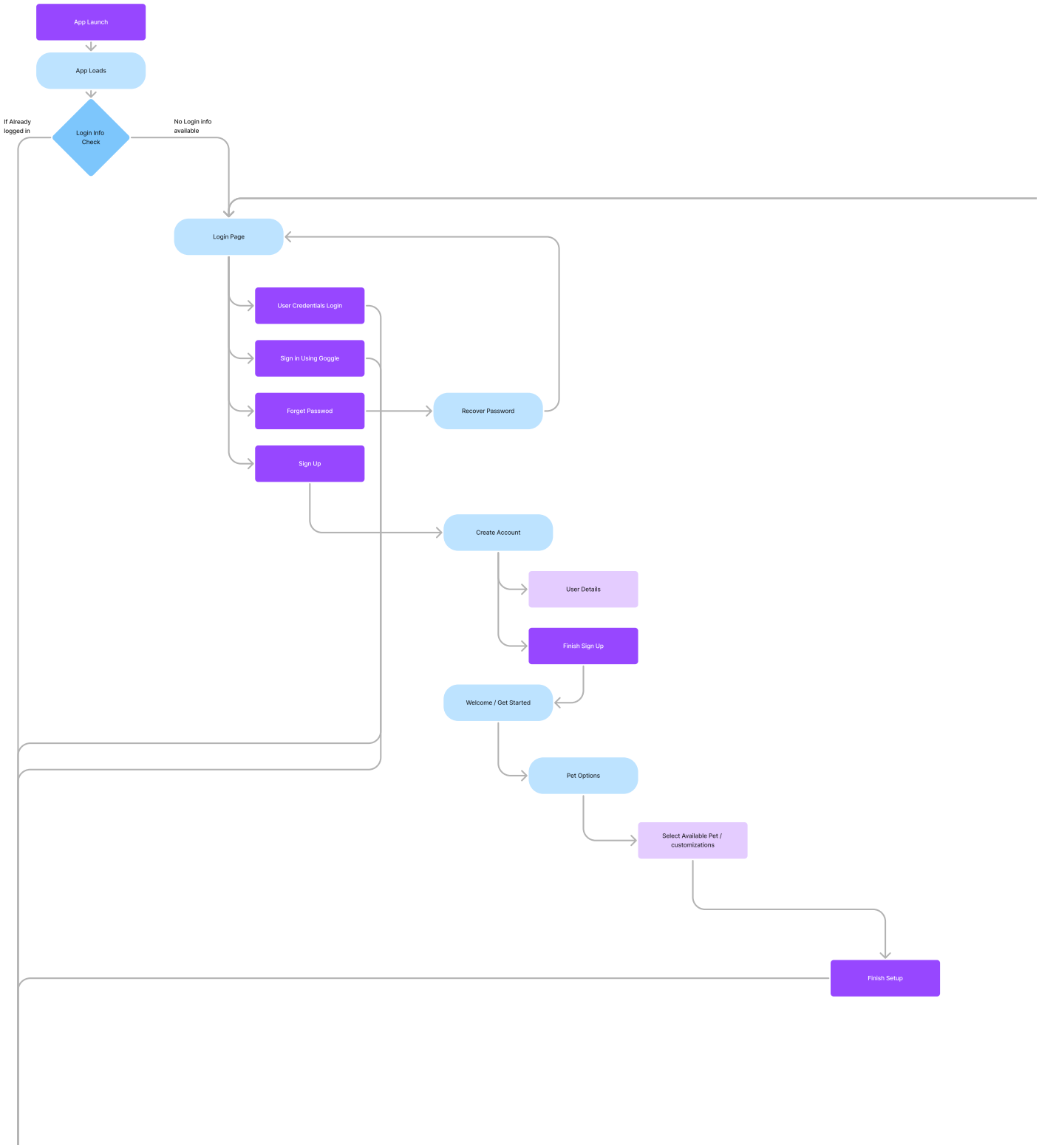
Buttons

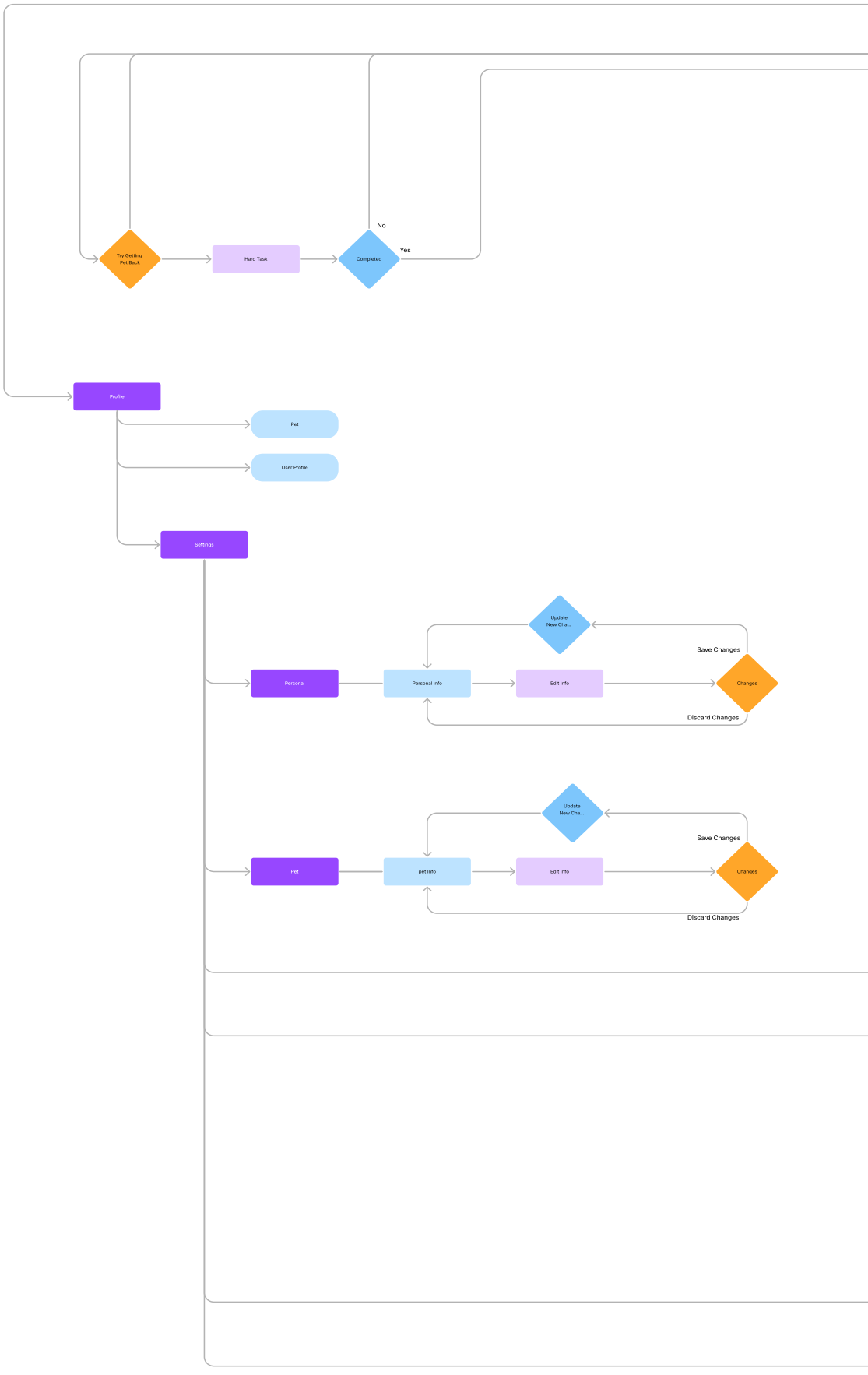


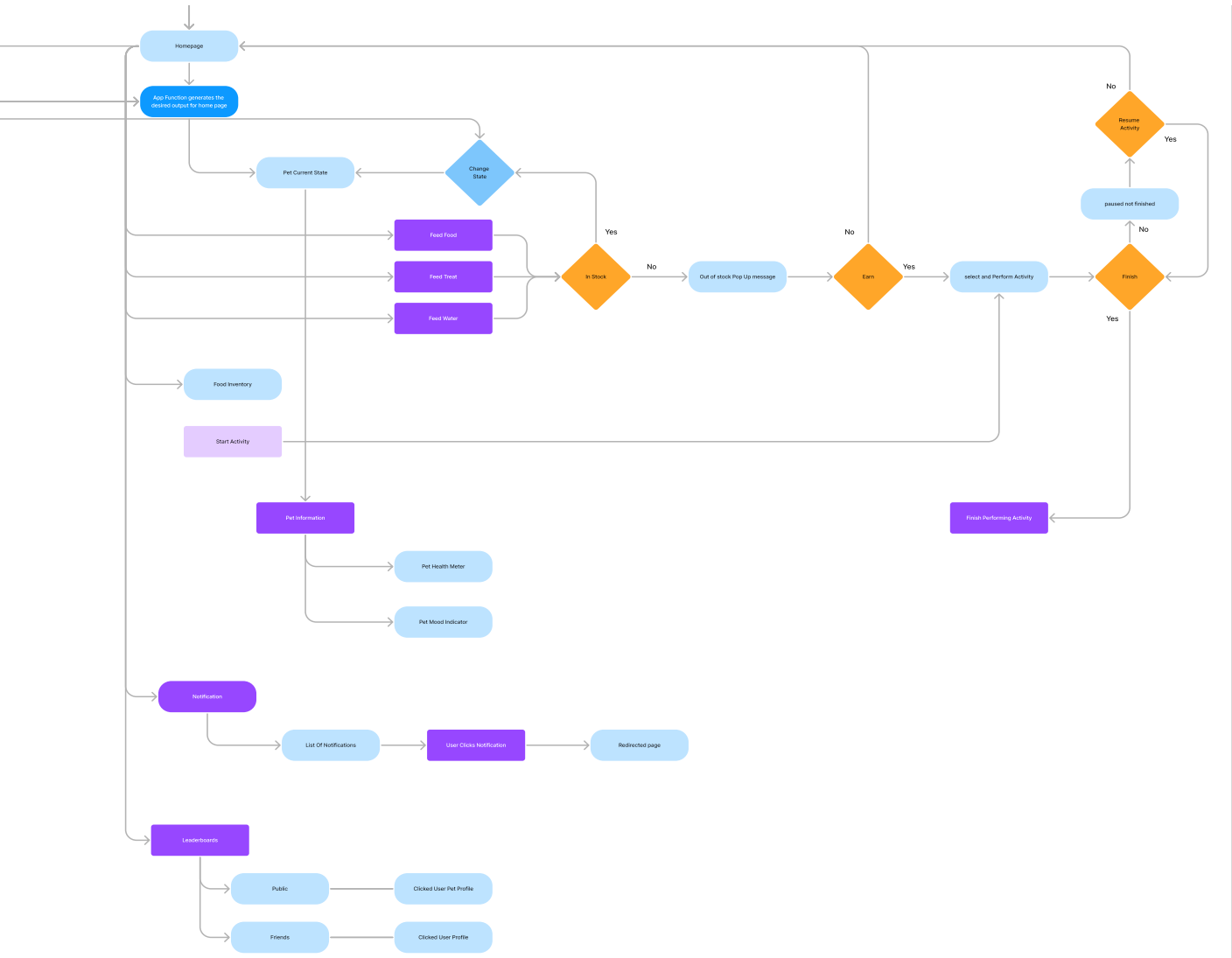
Illustrations

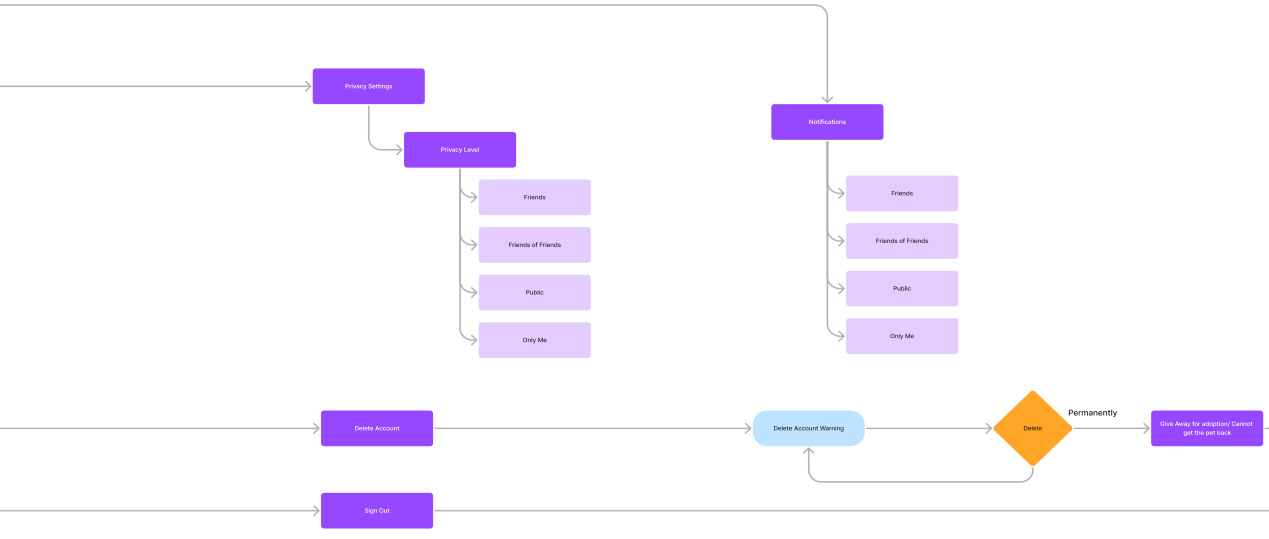


User Flow


App Launch
App Loads
If Already logged in
Login Info Check
No Login info available
Login Page
User Credentials Login
Sign in Using Goggle
Forget Passwod
Recover Password
Sign Up
Create Account
User Details
Finish Sign Up
Welcome / Get Started
Pet Options
Select Available Pet / customizations
Finish Setup

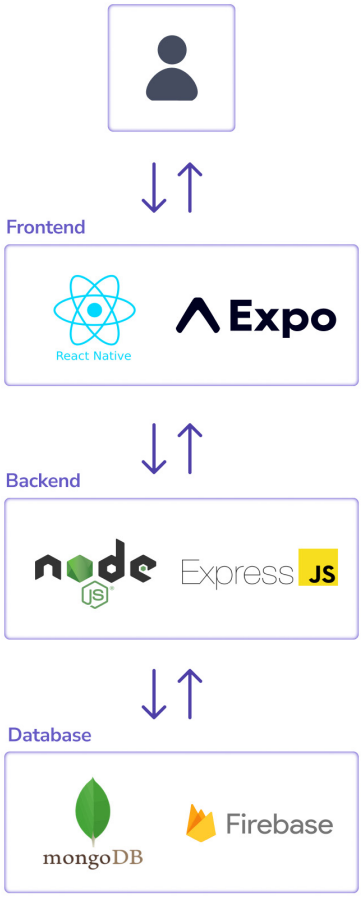

Try Getting Pet Back
Hard Task
Completed
No
Yes
Profile
Pet
User Profile
Settings
Personal
Personal Info
Edit Info
Update New Cha...
Changes
Save Changes
Discard Changes
Pet
pet Info
Edit Info
Update New Cha...
Changes
Save Changes
Discard Changes


Homepage
App Function generates the desired output for home page
Pet Current State
Change State
Feed Food
Feed Treat
Feed Water
In Stock
Yes
No
Out of stock Pop Up message
Earn
No
Yes
select and Perform Activity
Finish
No
Yes
Resume Activity
No
Yes
paused not finished
Food Inventory
Start Activity
Pet Information
Pet Health Meter
Pet Mood Indicator
Finish Performing Activity
Notification
List Of Notifications
User Clicks Notification
Redirected page
Leaderboards
Public
Clicked User Pet Profile
Friends
Clicked User Profile

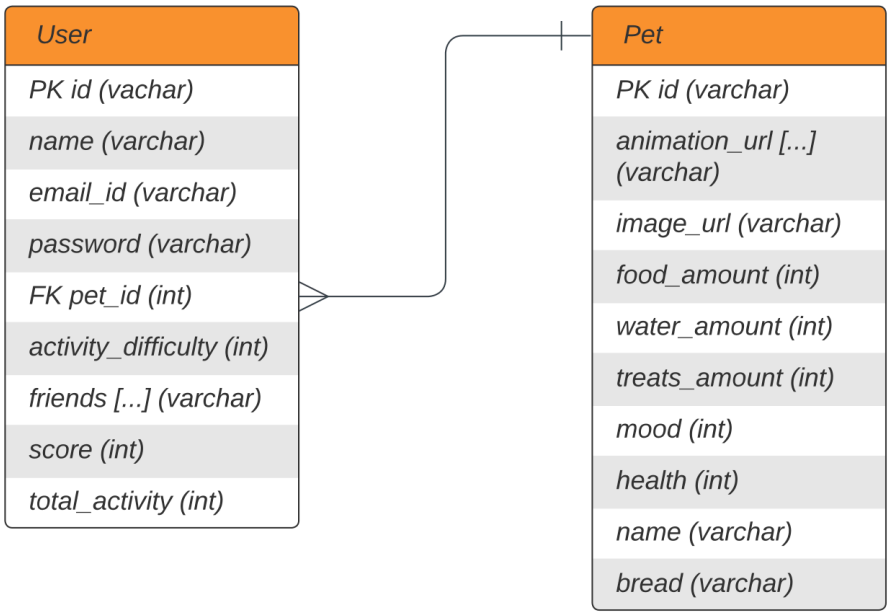

Privacy Settings
Privacy Level
Friends
Friends of Friends
Public
Only Me
Notifications
Friends
Friends of Friends
Public
Only Me
Delete Account
Delete Account Warning
Delete
Permanently
Give Away for adoption/ Cannot get the pet back
Sign Out

System Architecture
Data Model
Component Tree

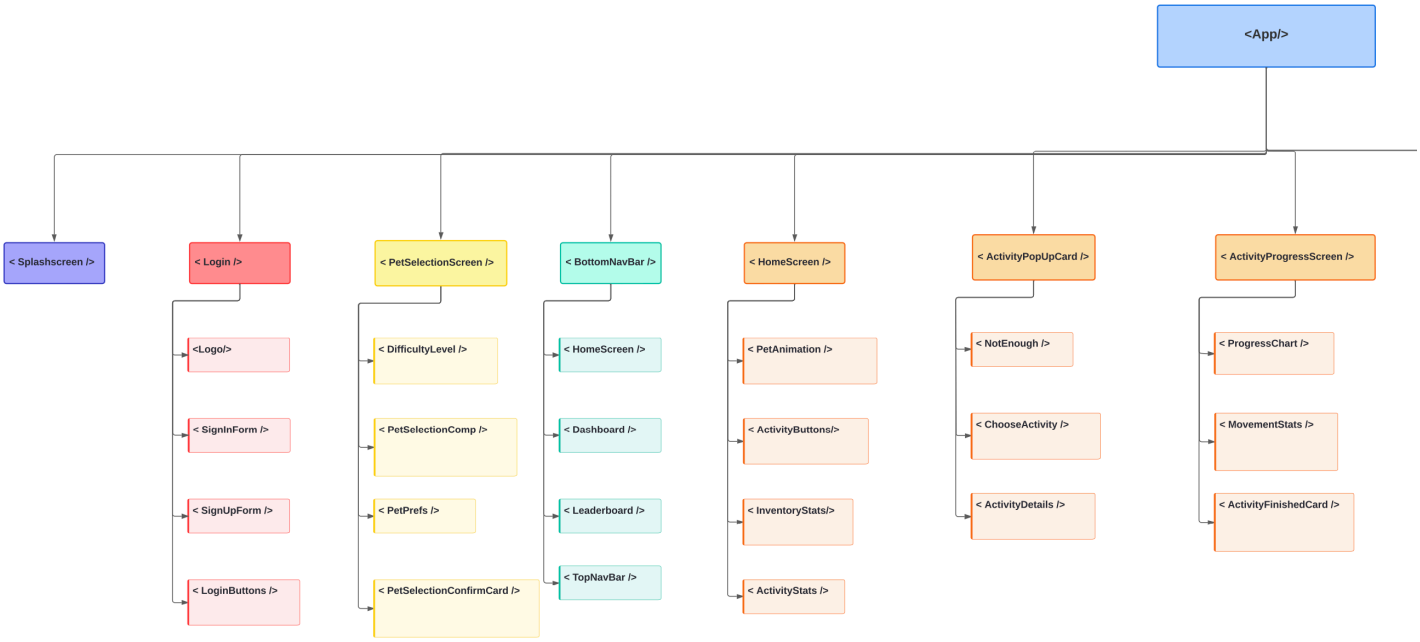
System Architecture

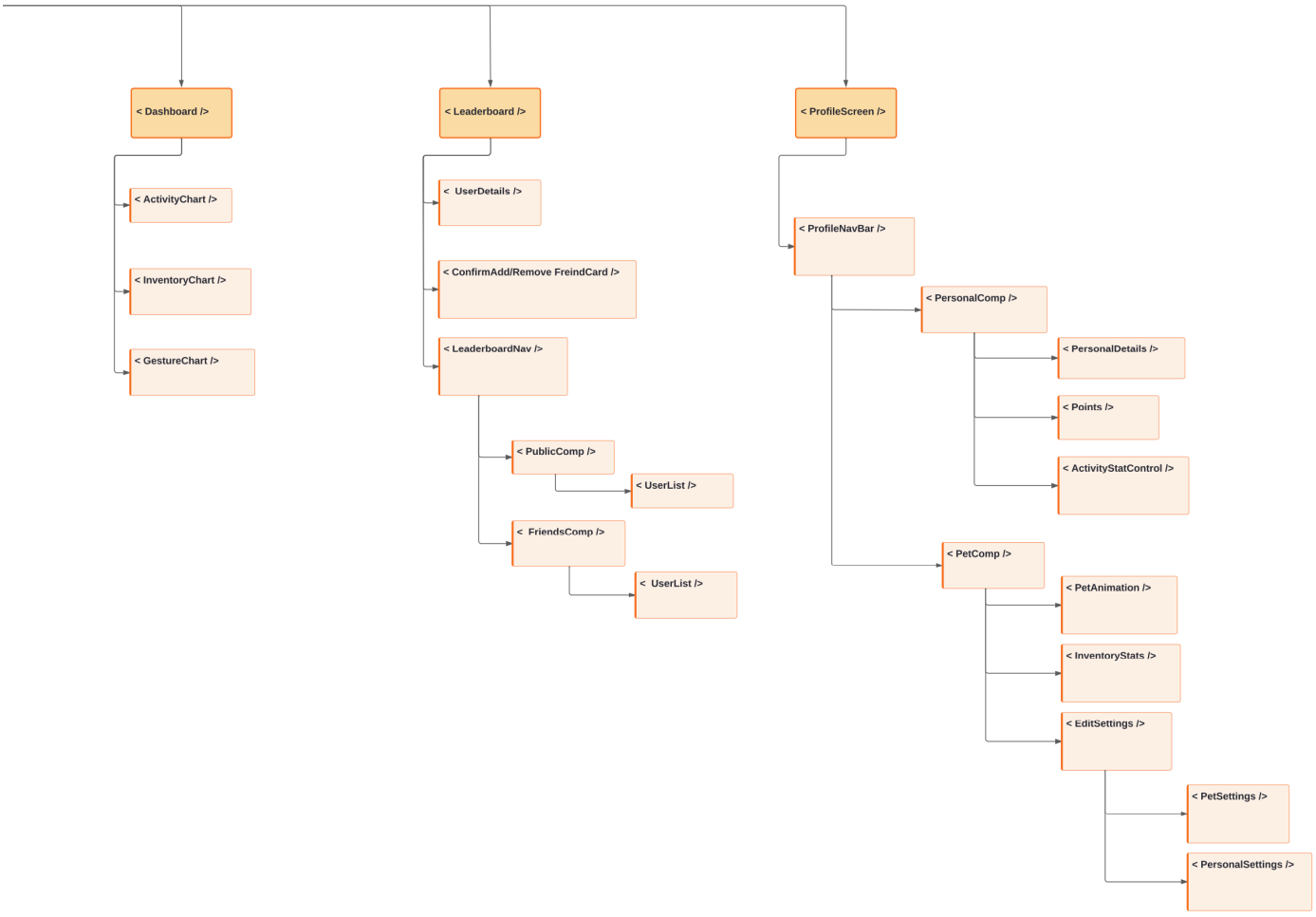


Data Model

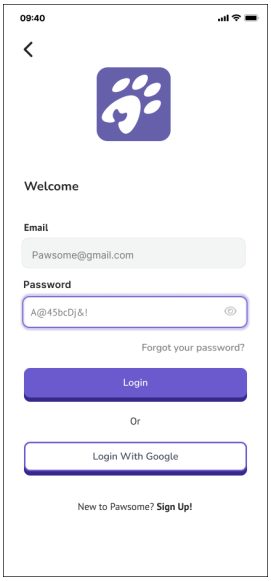


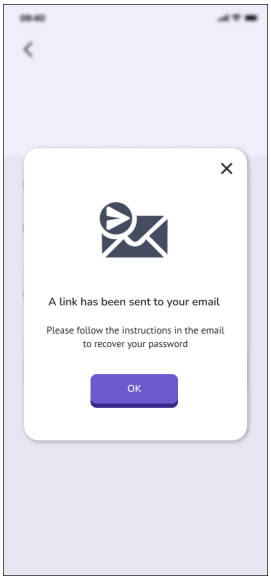
Component Tree

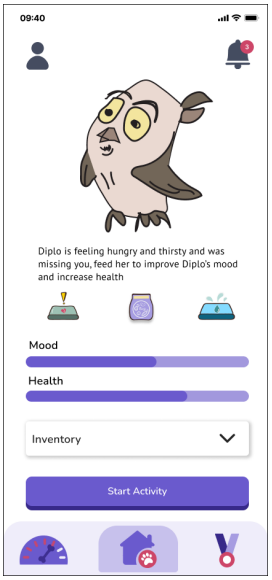


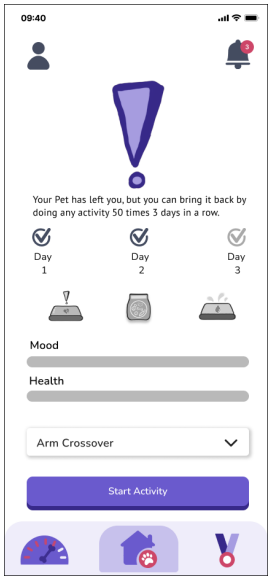

< Dashboard />
< ActivityChart />
< InventoryChart />
< GestureChart />
< Leaderboard />
< UserDetails />
< ConfirmAdd/Remove FreindCard />
< LeaderboardNav />
< PublicComp />
< UserList />
< FriendsComp />
< UserList />
< ProfileScreen />
< ProfileNavBar />
< PersonalComp />
< PersonalDetails />
< Points />
< ActivityStatControl />
< PetComp />
< PetAnimation />
< InventoryStats />
< EditSettings />
< PetSettings />
< PersonalSettings />

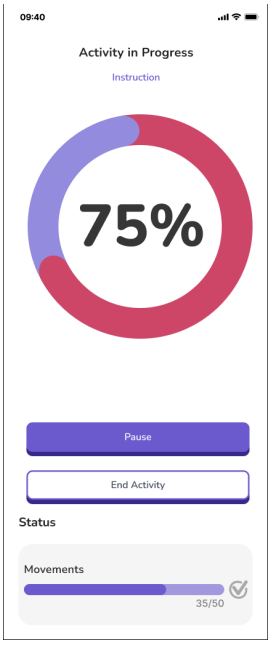
Wireframes

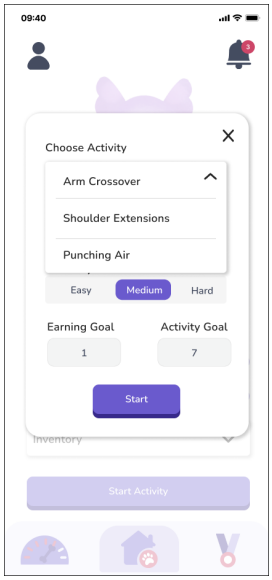

09:40
Welcome
Email
Pawsome@gmail.com
Password
A@45bcDj&!
Forgot your password?
Login
Or
Login With Google
New to Pawsome? Sign Up!

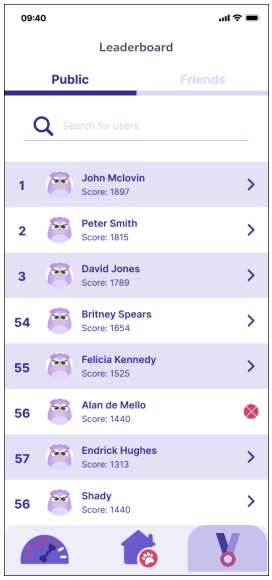

A link has been sent to your email
Please follow the instructions in the email to recover your password
OK


09:40
Diplo is feeling hungry and thirsty and was missing you, feed her to improve Diplo's mood and increase health
Mood
Health
Inventory
Start Activity


09:40
Your Pet has left you, but you can bring it back by doing any activity 50 times 3 days in a row.
Day 1
Day 2
Day 3
Mood
Health
Arm Crossover
Start Activity


09:40
Activity in Progress
Instruction
75%
Pause
End Activity
Status
Movements
35/50


09:40
Choose Activity
Arm Crossover
Shoulder Extensions
Punching Air
Easy
Medium
Hard
Earning Goal
Activity Goal
1
7
Start
Inventory
Start Activity


09:40
Leaderboard
Public
Friends
Search for users
1 John Mclovin Score: 1897
2 Peter Smith Score: 1815
3 David Jones Score: 1789
54 Britney Spears Score: 1654
55 Felicia Kennedy Score: 1525
56 Alan de Mello Score: 1440
57 Endrick Hughes Score: 1313
56 Shady Score: 1440

Tools

Project Management

We used Slack for communication, Jira for task tracking, and Google Drive for document storage in our project. These tools streamlined our project management processes and facilitated effective collaboration among team members.

Design

For design purposes, we utilized Adobe Illustrator, Photoshop, InDesign, and Figma. These powerful design tools allowed us to create visually appealing and professional graphics, illustrations, and user interfaces. Adobe Illustrator and Photoshop enabled us to work on vector and raster graphics, while InDesign was perfect for layout and print design. Figma, on the other hand, was instrumental in collaborative design work and prototyping, enhancing the overall design process and delivering high-quality design outputs for the project.

Development

We used react native to create the mobile application and expo to showcase the mobile app. We used node js and express js to run the app smoothly in the backend. To store the data required we used firebase and mongo db.

Future Features

Adopt Multiple Pets

Users will be able to adopt and take care of more than one virtual pet without having to create different accounts.

Customize Pets

Users will be able to adopt and take care of more than one virtual pet without having to create different accounts.

Perform Various Activities

As a way to encourage and promote a healthier lifestyle, users will be able to perform various activities and exercise different parts of the body that are not only arms, including legs and abdomen.

Share Items

In order to enhance Pawsome's community, users will be able to trade accessories with each other.

Team Members

Ozge Caliskan
UI/UX Designer, Project Manager

I'm a designer with over seven years of experience in the IT industry.
I bring a solid technical background and expertise in managing and developing projects. I focus on providing user-centred design solutions, utilizing my technical skills and design knowledge to create visually appealing and highly functional interfaces.

ozgeca

Simranjit Kaur
UX Designer

As a UX designer, I am responsible for making the project product usable and accessible. With my prior experience, I am in charge of the project's user research, analyzing the research data, designing wireframes, prototypes, and mockups, conducting user testing, and presenting the work with a simplified user experience.

00simran

Alan de Mello
UI/UX Designer

As a UI/UX Designer, I am involved in the entire design process, from inception to UI implementation. I help designers in my team create the user flow, user personas, wireframes, mockups, and final proposal. Additionally, I assist developers as needed to ensure the app development follows the design plan.

alan-de-mello

Jaskaran Singh Jhajj
UI/UX Designer

I'm a skilled UI/UX designer with a passion for crafting exceptional digital experiences. Throughout my professional career, I have collaborated with diverse teams of designers and developers, following effective project management methodologies to create captivating web designs and mobile apps. My focus is on delivering intuitive and visually appealing interfaces that enhance user experiences. I continuously stay updated with the latest design trends and technologies, always seeking new challenges to showcase my creativity and innovation in the world of UI/UX design.

jaskaranjhajjz

Sai Ravali Gandikota
Front-end Developer

I am a skilled and innovative Front-End Developer with a strong foundation in HTML, CSS, JavaScript, and React Js. I specialize in creating intuitive and responsive user interfaces, combining my eye for design with technical expertise to deliver engaging web experiences.Constantly seeking new challenges, I am committed to staying updated with the latest front-end technologies and best practices to drive project success.

sai-ravali-gandikota

Shishupalsinh Sodha
Full Stack Developer

As a full-stack web developer, I devise effective solutions tailored to meet project requirements. The next step involves translating design mockups and wireframes into user interfaces using HTML, CSS, and JavaScript, with the aid of React Native. Additionally, I am responsible for implementing user-facing features and functionalities. For the backend aspect, I utilize Node.js to incorporate logical operations and APIs, enabling the application of server-side logics.

sdsodha

Karanpreet Singh
Full Stack Developer

As a full-stack web developer, I first understand the requirements and goals of our project and propose effective solutions for them. Then, I translate design mockups and wireframes into user interfaces using HTML, CSS, and JavaScript with React Native. I also implement user-facing features and functionalities. For the backend, I use Node.js to create logical operations and APIs to apply server-side logics. Throughout the development process, I collaborate with my co-developers by maintaining proper communication to ensure all proposed features have been implemented properly. Finally, I conduct final testings to prepare for the product demonstration.

karanpreetsingh1120

Amberdeep Singh
Dev Lead, Full Stack Developer

As a Full Stack developer, I am implementing user interfaces and application features using HTML, CSS, JavaScript, and React Native. I am working closely with designers to translate wireframes and mockups into functional and visually appealing web pages. For the backend, I am handling server-side programming tasks, building APIs, and integrating them with the front-end.

amberdeepsingh

Pawsome

www.pawsomeapp.ca