

# Design Brief



## Furrari

Furrari, the universal app for pet boarding, sitting, and general care

## Description

Furrari takes the idea of Kayak, the ultimate site for booking flights, cars, and accommodation during travel, and provides a universal network for pet owners to browse all available pet boarders and sitters in their area. The site will list not only established businesses pet care facilities, but independent pet care workers as well.

While this is an app for owners of all types of animals, the focus is on dogs and cats. This app exists to relieve pet owners of their concerns as they prepare for travel, and provide an easy way to quickly find available sitters in the area and compare their rates and amenities.

## App Functions

**The user will be able to:**

- 1) Easily search for and book a sitter for their pet
- 2) Access all available networks of pet boarders and sitters in their area, both businesses and independent workers
- 3) Allow pet owners to read and leave feedback for others
- 4) Allow pet owners to save and compare their different options for pet sitters along various criteria

## Client / Designer Goals

- 1) People who want the best care for their pet
- 2) People who want to avoid stress while traveling
- 3) People who can't fully attend to their pets
- 4) People who want the best value for the best price

## Target User Groups

- 1) Travelers
- 2) Busy workers / people with full-time jobs
- 3) Independent Sitters / Boarders / Pet care workers
- 4) Professional Pet Care Centers / Kennels / Pet care workers

## User Profile / Persona

Jan Wanderlust is a 20-something who recently started a new job which keeps her busy 8-12 hours a day, and for which she also has to travel a fair amount for. So while she's too busy and/or away, she wants to ensure the best possible care for her pup for the most agreeable price she can find.

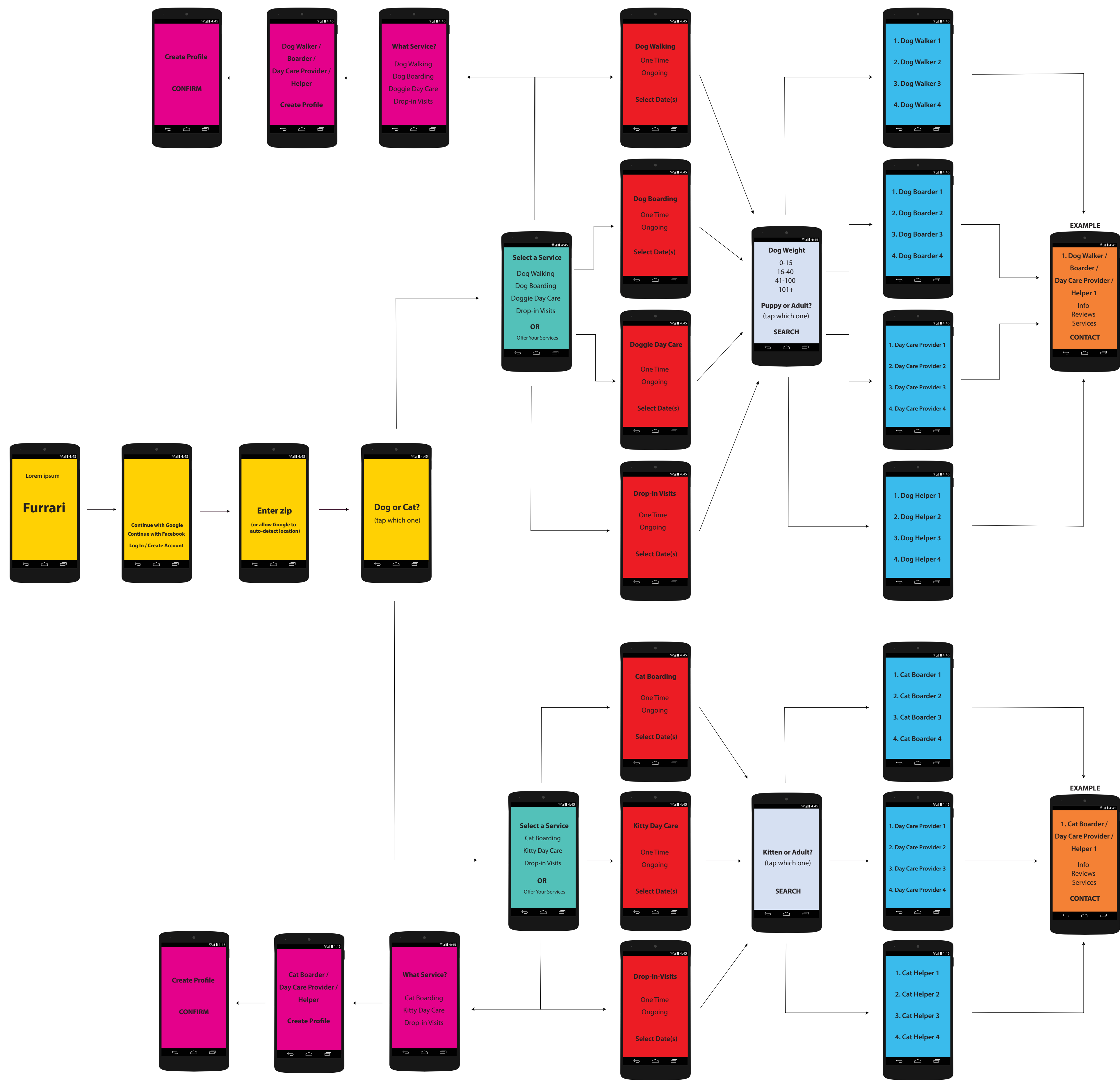
Her main concern is wanting to know that her pet is well-cared for, and so she wants a website or app that provides user reviews from the community and the ability for her to meet & discuss with the sitters / care centers in advance. Being so busy with her work, she also wants a website that is easy-to-use, rather than add to the stress of her day.

Finally, she likes to compare her options and see what she would be getting out of the different choices available, hoping to check off the highest number of boxes with as little extra work and effort as possible.

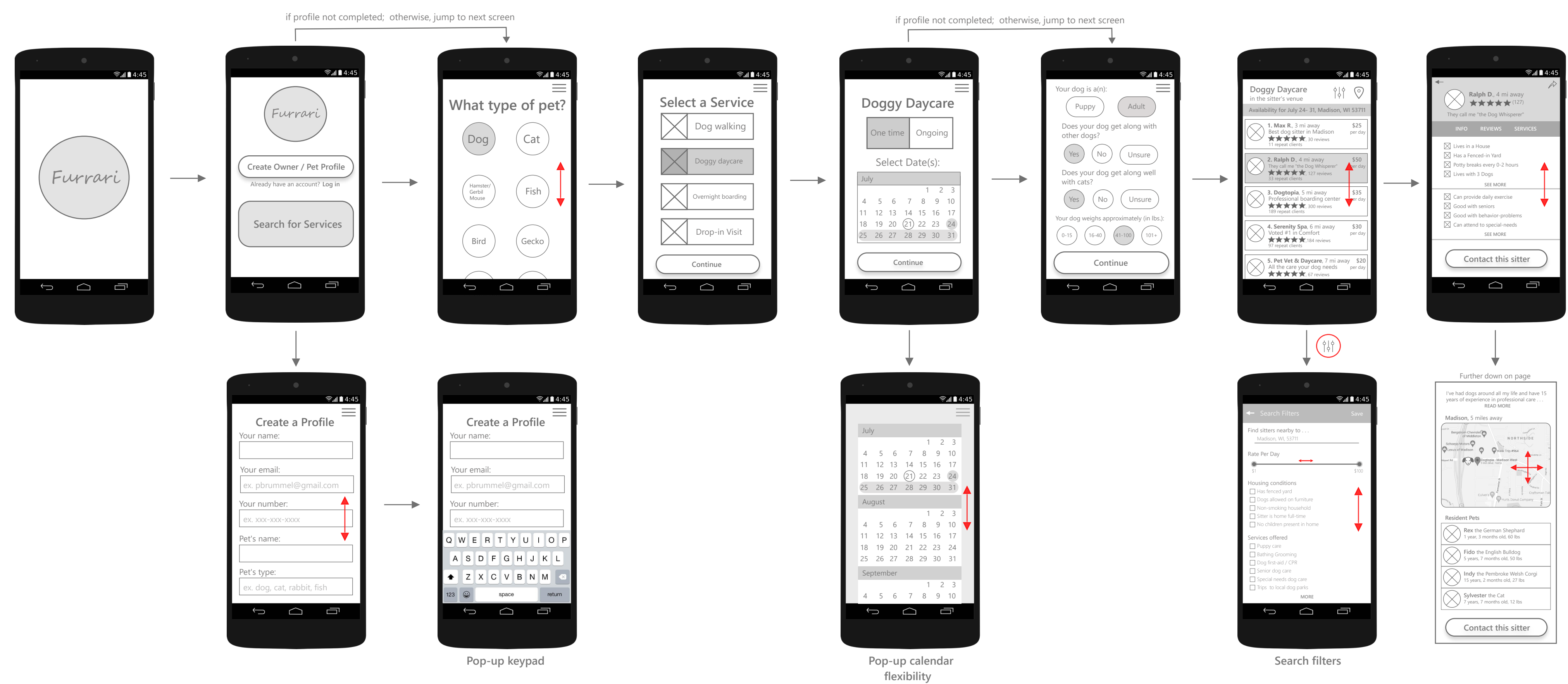
## Related Apps / Websites

- 1) **Kayak:** not for pets, but provides a quick and easy way to compare options and book flights/cars/accommodation across all companies.
- 2) **Rover:** app for dog boarding, dog walking, pet sitting, and doggy day care from independent workers in the local area.
- 3) **TrustedHouseSitters:** similar to Rover, but international
- 4) **Wag!:** Dog walking, sitters, and pet care

# Site Map



# Wireframe - main functionality





# Prototype - at a glance

