

# Business Requirements Document: Daktari

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The goal of this doc is to align all stakeholders on what this application does, who it is for, and what it will take to build it.

## Executive Summary

### Target Audience

Our target audience is really anyone who has pets. Therefore it doesn't make much sense to state an age range. Of course older people might have trouble with technology in general. Ideally we will design the product in a way that it can be really simple to use even for older people.

In general there will be two types of customers: Those with a (perceived) emergency on holidays or off-hours. And those who like to manage their pets' health digitally. Ideally we will convert the first type into the second type.

### Competition

Our main competitors are Pfofendoctor, felmo, Dr. SAM and Petbuddy. Pfofendoctor offers the most straightforward and basic functionality, felmo concentrates on home visits, Dr.SAM is the most established competitor and Petbuddy focuses on primarily on tracking and managing your pet's health information. Together these products cover every aspect of pet health.

### Risk/Opportunity

The risk is that there is already a number of competitors. Each one has its own advantages.

The opportunity lies in that no single one of these products offers the complete package. One way we could go about it is to combine all of their features in our app. Another way of differentiating is to focus on birds, reptiles, horses and/or other pets since these competitors mostly focus on cats and dogs.

### Conclusions

This business model is rather new. Our most established competitor was founded only two years ago and really only launched last year. Since then a few other competitors popped up each one finding their own niche. This means that the race is still open and that there is room for further innovation. We have to either find our own niche or try to be the ultimate app for pet health.

## S.M.A.R.T. Business Objectives

- Create a competitive Veterinary App that has a place in the market and is useful to customers.  
**Measured by:** User Interviews and market research. **Delivered by:** 5 months from start date.
- Get 1000 calls and 100 signups within the first month of launch.  
**Measured by:** Call and signup count within first 30 days. **Delivered by:** 30 days after product release.
- An expanding network of at least three veterinarians by release.  
**Measured by:** Veterinary count at product release. **Delivered by:** 2-3 month from start date.

## Scope

The basic pieces of this project are:

- **The application:** This will be our primary channel since it lends itself better for video calls.
- **Veterinary network:** The veterinarians are at the core of our product and we need an ever expanding network of them.
- **Marketing plan:** The marketing will be crucial to set us apart and above the competition and make us known.
- **Website:** The website will contain all our features except the video consultation which will be done by phone.
- **Advice Section:** This section will include helpful tips and advice for pet owners and can include videos and social media, too. It will play an important role in our marketing efforts.
- **Pet Profiles:** Here users will be able to track and manage their pets' health. It will be useful for pet owners and veterinarians alike.

## Functional Requirements

These are the high-level requirements of the app itself:

- Intro Screens
- Login In/Sign Up
- Onboarding
- Main Screen with immediate call options and links to advice
- Advice section
- Pet Profiles
- Basic admin area
- Overview over veterinaries

## **Delivery Schedule**

### **Week 1-2**

- User Interviews
- User Personas
- User Journeys
- User Flows

### **Week 3-4**

- Information Architecture
- High-fidelity prototype

### **Week 5-6**

- Usability Testing

### **Week 7-8**

- Finalized design
- Begin coding
- Begin producing content
- Begin building veterinary network

### **Month 9-10**

- Finalized version of app and website complete
- Final testing
- Network complete
- Content and marketing strategy complete

### **Week 11-12**

- Launch of app and website
- Launch of social media channels