

ONEWAY GLORY INDUSTRIES

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“PETSBAY”

PROJECT DOCUMENTATION

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OVERVIEW

"PetsBay" is an innovative undertaking for the purpose of design, development and deployment of an application that serves pet owners, In the form of being a "one-point destination" for all needs of their pets. The system is an umbrella under which easy access to a rich knowledgebase, VETs, Pet stores, Pet service providers and pet rescue are facilitated. Beyond this, the app also serves as a social media platform to enable pet parents to be constituted in their own vibrant community.

Detailed below is an outline of the platform's form and function

1. Pet owners

- a. Sign up and enlist their pet(s) on the platform
- b. Schedule vet consultation
 - i. Regular check-ups
 - ii. Vaccination, etc
- c. Easy access to top vets in the event of SOS consultations
- d. Purchase, procure or schedule pet related products and services
- e. Partake in sharing their pet parenting journey in an active community
- f. Gain valuable insights on nutrition, training, health, and other essential topics from a content rich knowledgebase
- g. Maintain a record of their pet's medical history and life cycle to get an eagle-eye view for effortless reference

2. Vets

- a. Register their establishment on the platform
- b. Receive consultation requests
- c. Execute video consultations

- d. Enlist services
- e. Can promote their business on PetsBay

3. Pet store owners

- a. Register their store on the platform
- b. Enlist their inventory
- c. Receive orders
- d. Self-deliver or integrate with delivery partners
- e. Can promote their store on PetsBay

4. Pet service provider

- a. Register their business on the platform
- b. Enlist services
- c. Receive and execute appointments
- d. Can promote their services on PetsBay

5. Rescue and shelters

- a. The platform is placed between the rescuers and shelter homes such that quick and easy rescue can be facilitated.



FEATURES AND MODULES

Given below is a detailed list of features and modules

1. Super admin module

a. Reports

i. Registrations (users, vets, stores, etc)

1. Users
2. Vets
3. Stores
4. Services

ii. Ad revenue

1. Overall revenue

- a. Top spending establishments
- b. Locations
- c. Product/store/services
- d. Time period
- e. Establishment-wise revenue

iii. Demographics (users, vets, stores, etc)

1. User attributes

- a. Age
- b. Gender
- c. Location
- d. Profession
- e. Type of pet
- f. Number of pets
- g. Total spendings

2. Establishment attributes

- a. Type of product/store/service
- b. Location
- c. Cost

3. Trending product/stores/services

- a. By pet
- b. By cost
- c. By location

iv. Animals biographics (breed, age, location, etc)

- 1. Type of animal
- 2. Breed
- 3. Age
- 4. Handicapped Y/N
 - a. If yes then specify
- 5. Health status
- 6. Number of pet parents
- 7. Location
- 8. Personality (more traits to be added)
 - a. Extroverted
 - b. Introverted
- 9. Training level
 - a. Beginner
 - b. Inter-mediate
 - c. Advanced

v. Rescue statistics

- 1. Animal
- 2. Breed
- 3. Age
- 4. Location

vi. Social media statistics

- 1. Animal
- 2. Breed
- 3. Location
- 4. Metrics on
 - a. Likes, comments, shares and posts
 - b. Active users (users who post =>4 times a week)
 - c. Passive users

2. Pet parent module

- a. Social media

- i. Upload pictures/videos
 - ii. Functionalities
 - 1. Like, share, follow, comment and report
 - 2. Add geotags and hashtags to pictures and videos
- b. Enlist pet(s)
 - i. Schedule consultations/appointments
 - ii. Add medical history
 - iii. Track health and nutrition
- c. Purchase/procure products/services
 - i. Place order
 - 1. Cart->checkout
 - ii. Schedule appointment
 - 1. Appointment added to pet schedule
- d. Broadcast SOS call to all available vets
 - i. First within 25KM radius
 - ii. Second beyond the radius for video consultation
- e. Put up pet for adoption
- f. Financial budgeting for their pet (optional)
 - i. Useful in populating their feed with relevant products/services
- g. Pet schedule
 - i. Upcoming appointments
 - ii. Daily/weekly/monthly schedule

3. Knowledgebase module

- a. API integration for populating content for cats and dogs
- b. Populate user's feed with relevant content about their pets
- c. Forum
 - i. To create an open environment for pet parents to engage in QnA with other community members. Thus, further enriching the knowledgebase [reference- Stackoverflow or Quora]
 - ii. Allowing users to create pages and groups dedicated towards specific pet related niche subjects (overlaps with social media)

- d. Vets can be onboarded and identified with a “check-mark”. To furnish expert opinions and comments on posts

4. User feed module

- a. Distributed into the following segments (no specific chronology):
 - i. Ads – from vets, stores, services, etc.
 - ii. Alerts and reminders for scheduled consultations/appointments/order deliveries/order or appointment status
 - iii. Relevant posts from social media module
 - iv. Recently rescued animals (to facilitate/motivate adoption)
 - v. Content from knowledgebase; about their pet

5. Vet module

- a. Create a profile for their establishment(s)
- b. Create a catalogue of services
 - i. Name
 - ii. Animal type
 - iii. Breed
 - iv. Description
 - v. Cost
 - vi. Duration
 - vii. Suggested frequency
 - viii. Images
 - ix. Videos
 - x. Variants
- c. Scheduling system
 - i. View appointments
 - 1. Approve/cancel/reschedule appointments
 - ii. Total revenue
 - 1. View daily, weekly, monthly revenue
 - iii. Set daily appointment threshold
 - iv. Define serviceable pincodes/locations
 - v. Define serviceable hours and days
 - vi. Turn auto-approve appointments on/off

1. Appointments fulfilling certain criteria can be auto-approved and scheduled
- vii. Define off-days when all appointment scheduling will be suspended
- viii. Temporarily/permanently close practice
 1. Temporarily closed practice is listed but appointments are not allowed
 2. Permanently closed practice is not listed

6. Store module

- a. Create a profile for their establishment(s)
- b. Create an inventory of products
 - i. Name
 - ii. Description
 - iii. Images
 - iv. Video
 - v. Cost
 - vi. Variants
 - vii. Animal
 - viii. Breed
 - ix. Brand
 - x. Type of product
- c. View orders
- d. Temporarily/permanently close store

7. Service module

- a. Create a profile for their establishment(s)
- b. Create a catalogue of services
 - i. Name
 - ii. Description
 - iii. Images
 - iv. Videos
 - v. Animal
 - vi. Breed
 - vii. Variants
 - viii. Cost

- ix. Type of service
- c. Scheduling system to have features identical to the vet scheduling system

8. Rescue module

- a. Capture a picture of a stray animal
 - i. The picture will be geotagged automatically
 - ii. The user must furnish the description and state of the animal
 - 1. Apparently healthy/sick
 - a. Malnourished Y/N
 - b. SOS
 - 2. Shedding fur(if applicable)
 - 3. Visible injuries
 - 4. Handicapped Y/N
 - 5. Apparent behaviour
 - a. Receptive
 - b. Docile
 - c. Agitated
 - d. Hostile
- b. This alert will be broadcasted to relevant parties

9. Customer support module

- a. Users can raise tickets concerning their issues
- b. Users can chat live with customer support executives

10. Notification module

- a. Email/SMS notifications for the following:
 - i. New sign up
 - ii. Forget password
 - iii. Appointment reminder
 - iv. Appointment status change
 - v. Order status
 - vi. Pet schedule reminder