

MOBILE BOOKING ENGINE

**FOR THE PET COMMUNITY**

## PROJECT OVERVIEW

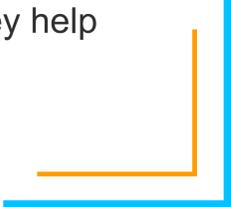
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The booming pet industry is an \$80 billion industry. The pet market, however, offers few affordable marketing solutions for businesses to showcase their offerings. The Pet Community application serves as a marketing platform for pet businesses. The community platform delivers personalized engagement and services for pet lovers while providing pet businesses a platform to engage with pet owners.



## CLIENT PROFILE

Located in the United States, our client provides a technology platform that caters to the needs of the pet community. By providing advertising strategies to the pet business community, they help convert customer relationships into direct revenue.



## BUSINESS REQUIREMENT

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The client wanted a platform that would connect pet owners with service providers such as veterinarians and pet boutiques.

- A mobile experience that would allow pet owners to avail pet services
- A platform where pet businesses could promote their offerings

## QBURST SOLUTION

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We developed a platform that addresses the needs of pet owners, while providing proactive relationship marketing, community engagement, and eCommerce by connecting the buyers and sellers within the pet community. Pet owners can create accounts for their pets, connect with other pet owners and partners (service providers). Partners can market their products/services through the app by making information available to the community (similar to advertisements on Facebook).

The platform comprises four components:

- An iOS app for pet owners
- A Rails admin portal for administrators
- A Rails web app for partners
- A marketing website

# KEY FEATURES

## iOS App for Pet Owners

- Gallery: Add, edit, and remove images and video to gallery
- Pets: Add/edit pets with profile details and images
- Appointments: Book pet service appointments and view pending/scheduled/past appointments
- Messages: Displays news and promotions from pet businesses
- Explore: Find service providers by location/service type from a database of over 200,000 licensed, pet-friendly resources across the US
- Search: Search for pet owners and service providers
- Digitalization: Digitally archive pet's medical records and share directly from the app
- Family feature: Share pet owner responsibilities with other family members
- Notifications: In-app and push notifications for messages and appointment notifications
- Events: Get updates of events such as Super Pet Expo and World of Pets Expo

## Partner Portal for Service Providers

- Gallery: Add, edit, and remove images and video on gallery
- Connections: View followers
- Advertisements: Post news and promotions
- Appointments: Increase sales with services booked directly through profile
- Profile: Add description, contact details, logo, service type
- Locations: Add/edit locations for the business
- Paid Membership: Additional features to promote offerings in the Pet Connect community

## Admin Portal

- Monitor new users and approve access to the platform
- View and manage content that users (pet owners and service providers) publish
- Configure services according to the pet business requirements

## Marketing Website

Marketing website built using custom WordPress template

## TECHNOLOGIES

### iOS App

- iOS SDK 10, 11
- Cocoa touch framework
- Swift 4.1
- Google Places API, Mapkit
- Facebook SDK

### Rails Application

iOS API

partner portal

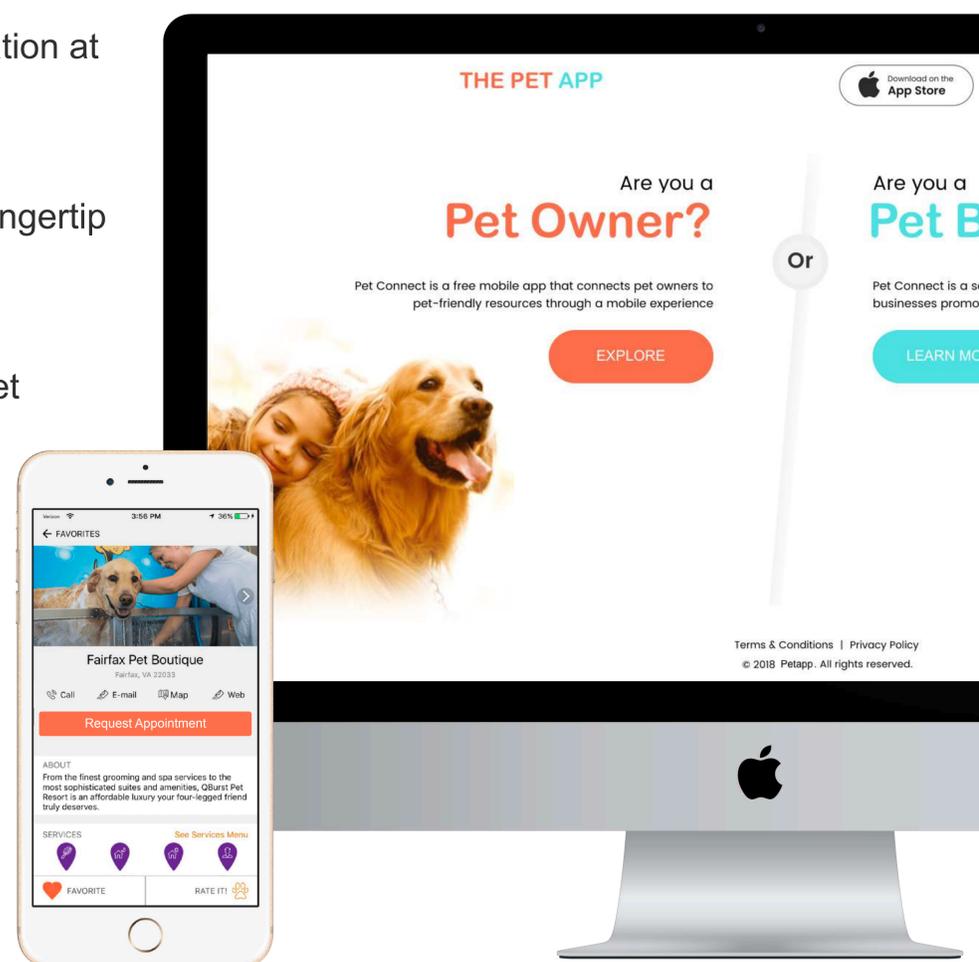
admin portal

- Ruby 2.3.3
- Ruby on Rails 4.2.7
- PostgreSQL 9.5
- ActiveAdmin
- Google APIs
- Memcached
- Sidekiq
- Active Model Serializers
- Apple Push Notification Service

### Marketing Website - WordPress

## END RESULT

- The application has gained a lot of attention and appreciation at various pet events and expos
- Increased customer satisfaction with pet owners having fingertip access to relevant products and services via the app
- Improved pet care with the solution making it easier for pet owners to connect their pets to the resources they need



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