

PROJECT

Product Design

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Paw-train

Hassle-free live training app for your pup

Introduction

- Everyone who loves dogs definitely want to keep them as their beloved pet.
- Can you guess what's the one big question that pet parents worry about?
- "How should I train my pup so that they are groomed to be well-behaved & social with other people?"
- **Paw-train is a live dog-training app** designed for pet parents who want to hire trainers to train their dogs.

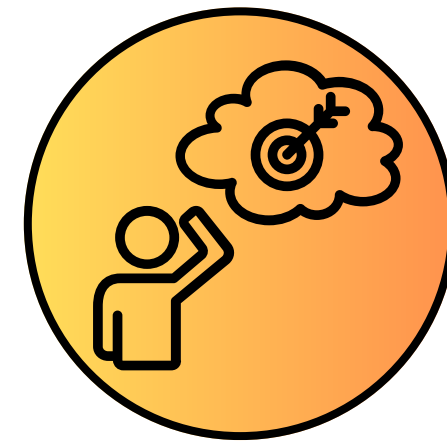


Understanding Pet Parents' Core Problems



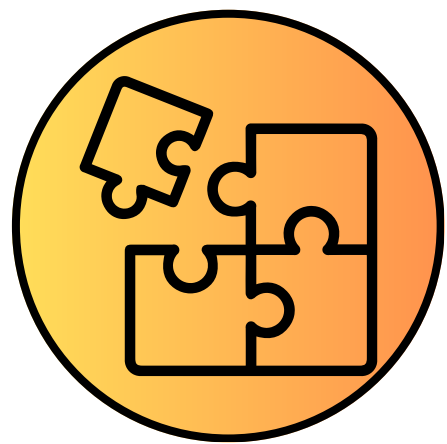
Credentials:

- Dog training field lacks universal regulation. (anyone can call themselves “expert”)
- Owners fear unknowingly making bad decisions for their dogs.



Mismatched Expectations:

- Vague description of trainer expertise, specialisations & overall experience.
- Pet parents typically are unaware of realistic goals and timelines to achieve them.



Finding the right fit:

Limited trainer options based on -

- Location
- Schedule
- Personality match



Multiple information & costly:

- Endless conflicting advice - Blogs, YT channel & family friends with dubious tips.
- Quality training is expensive - specially for in-person live training service.

Market Analysis

The global pet training services market size is projected to reach **\$6.84 billion USD by 2031 with a CAGR of 6%**.

Total Addressable Market (India)

₹10,515 Cr (Pet Care Market in 2023 @ 19.2% CAGR)

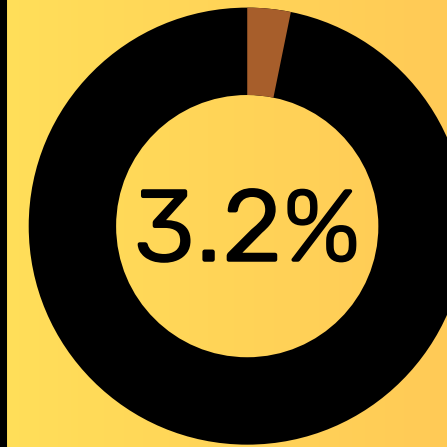
Serviceable Available Market (India)

₹3,155 - 3,680 Cr (~30-35% of the TAM)

Serviceable Obtainable Market (India)

₹552 - 736 Cr (~15-20% of the SAM)

- While perfect data for our app is costly to obtain, we can start validating hypotheses with what's available.
- This informs early messaging and feature decisions as we gather in-app user data.



In 2021, the market size of pet care was **\$123.6 Billion USD**.

Out of which, **\$3.9 Billion USD** was the market size for pet training. (~3.2%)



21 Million households in India have at least 1 dog as their pet (in 2023)



Top categories of app reviews:

- Cost
- Trainer Inconsistency



The population of pet dogs in India is **~31.41 Million**

Competitor Analysis

The apps I have analysed are:

- Rover
- GoodPup
- Wag!
- Barkly Pets

Conclusion of the analysis:

- Implement rigorous trainer vetting system to ensure that niche specialists are onboarded.
- Use hybrid option, in-home with video call follow-ups. Offer video analysis of training sessions for remote learners.
- Streamline the booking experience & emphasize availability.
- Build progress tracking tools for owners & community forum for support between sessions. May integrate gamification elements.
- Clearly promote your app's training philosophy.
- Focus on niche targets: Specific behavior issues (anxiety, reactivity), sports training, specific dog breeds.

[Link](#) 

Key app attributes compared



Target Segment

PRIMARY SEGMENT

- New pet parents
- Facing specific problems
- Rescue rehabilitators

SECONDARY SEGMENT

- Challenging breed owners
- Multi-dog households
- Working dog enthusiasts

Why Segmentation matters?

- We can effectively communicate with users to address their specific pain points.
- A puppy-focused onboarding flow differs greatly from someone with reactive dog needs.
- Success depends on a critical mass of owners in each segment to share insights and support one another.
- App can partner with shelters (puppy discounts) or offer premium trainer tiers in the future.

Important considerations

Local Markets

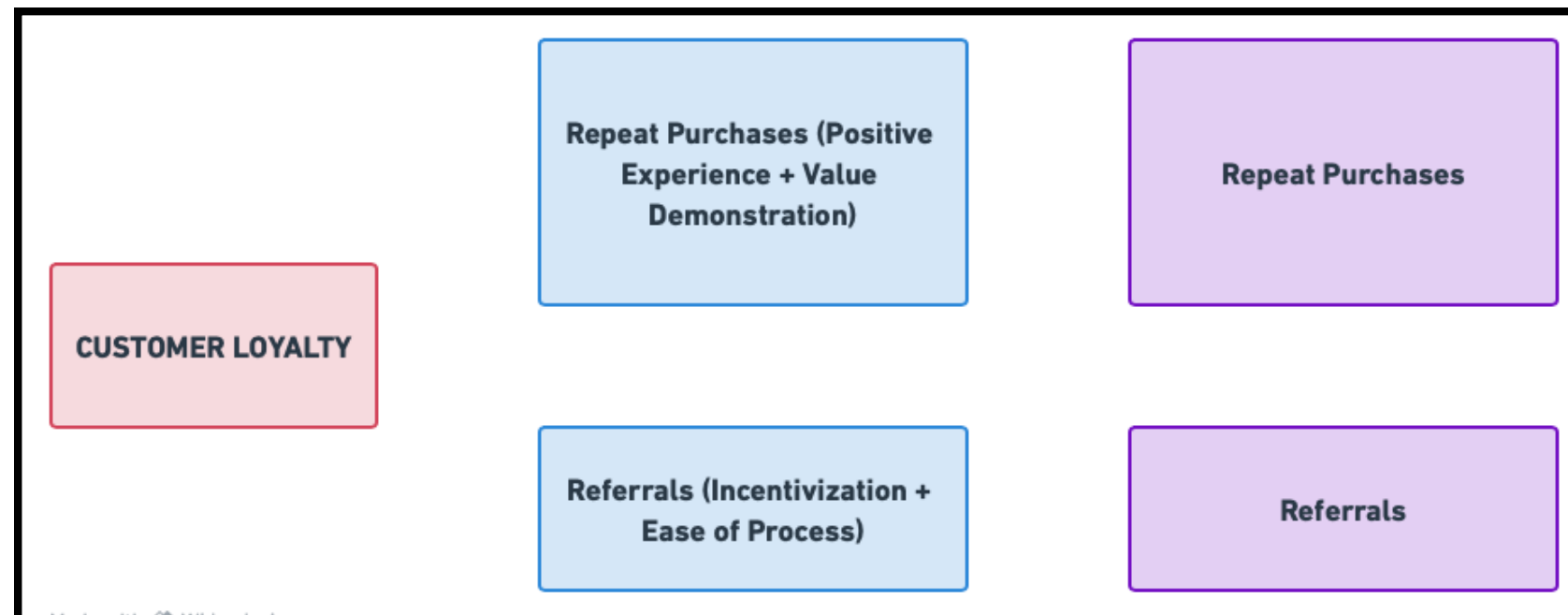
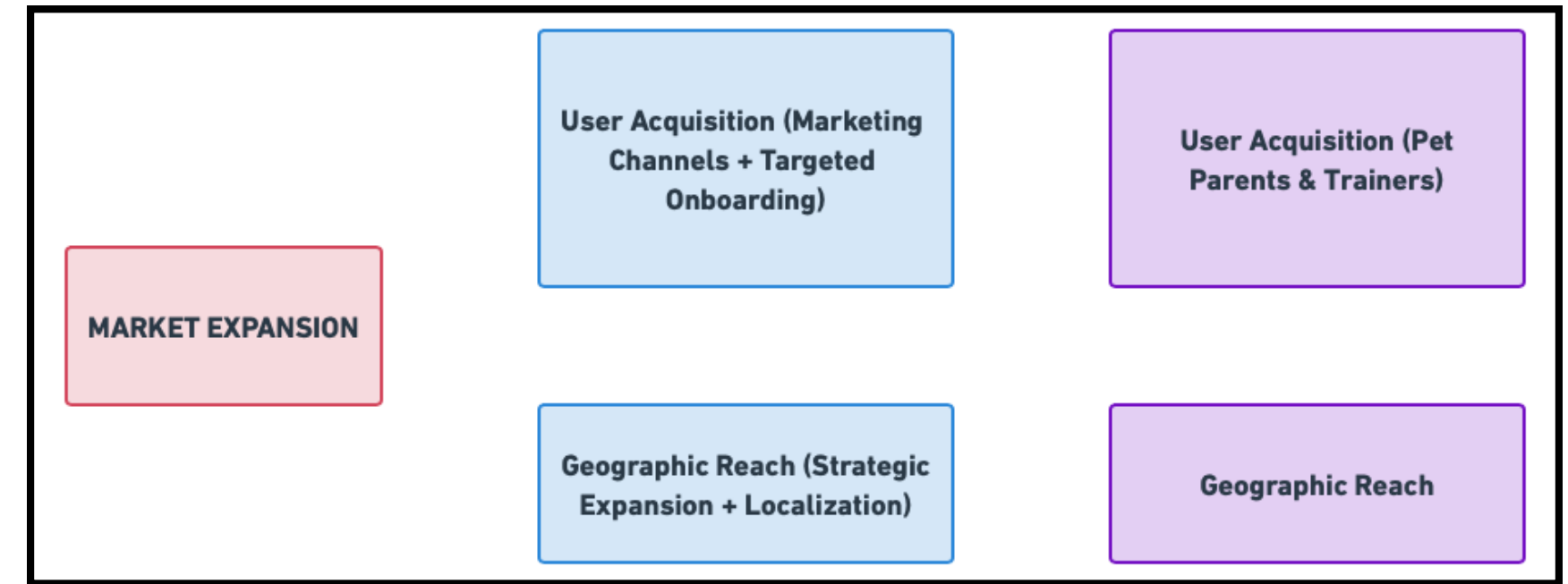
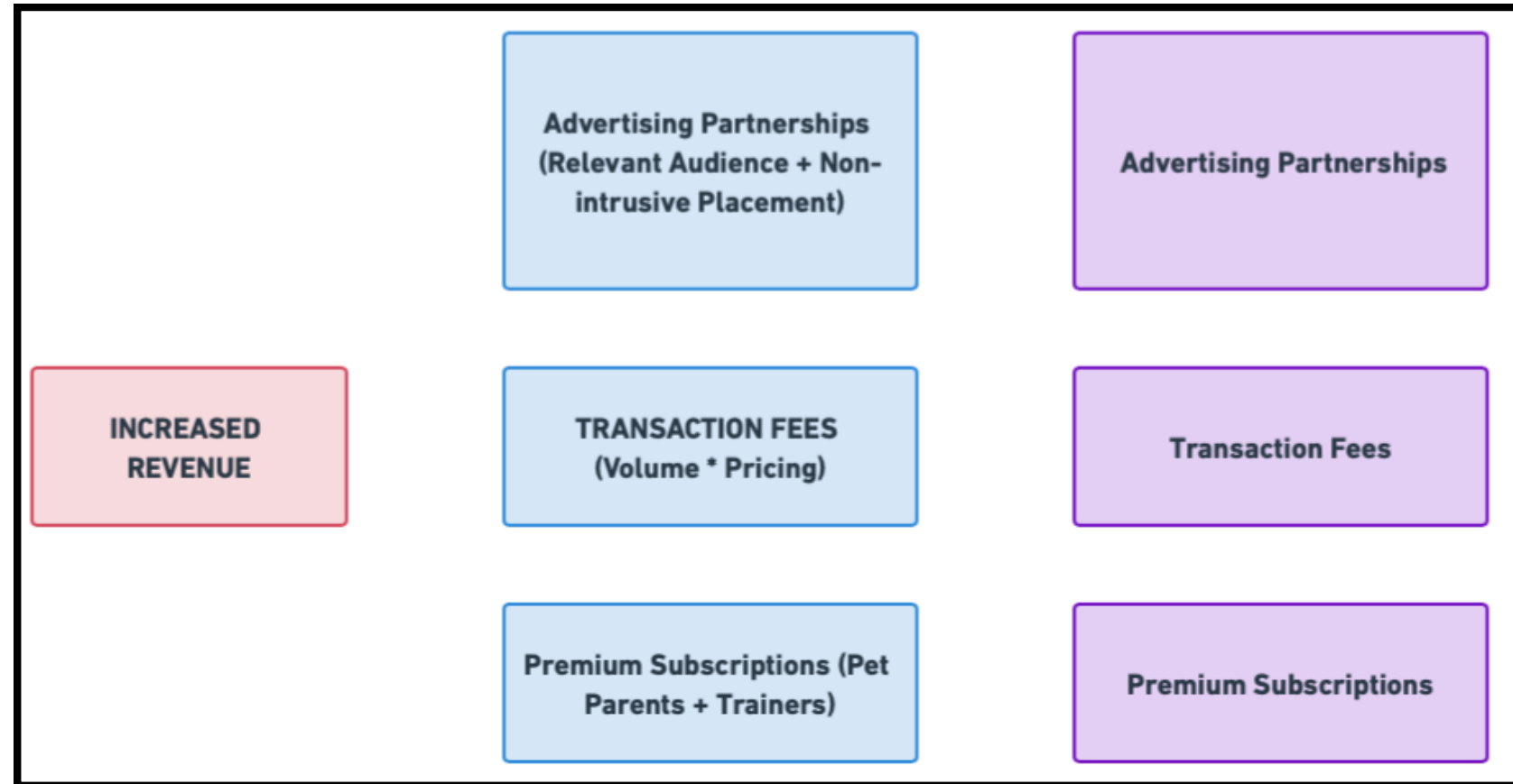
Accessibility



Niche vs Broad

- **Local Markets:** Trainer density impacts viability. A phased rollout based on trainer network strength may be crucial.
- **Niche vs Broad:** Starting with 2-3 core segments gives focus. Potential to expand organically if the app fills a clear need.
- **Accessibility:** Trainer density impacts viability. A phased rollout based on trainer network strength may be crucial.

Mapping Business Outcomes with Product Outcomes



Key Performance Indicators

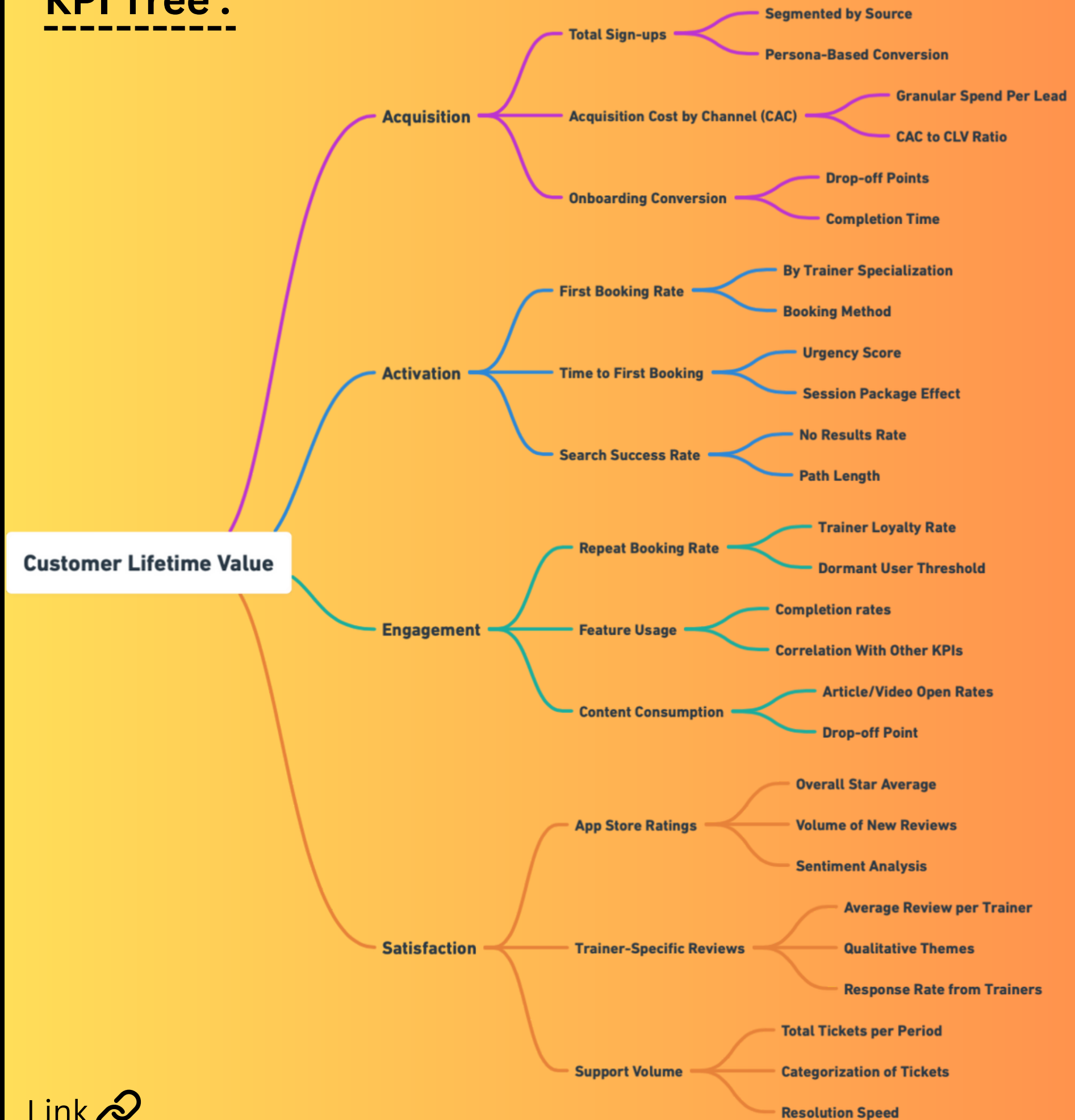
Core KPI: Customer Lifetime Value (CLTV)

Paw-train isn't about one-off sessions, but sustainable success with its user base. All activities ultimately tie back to increasing CLTV.

Supporting KPIs:


- Acquisition
- Activation
- Engagement
- Satisfaction
- Total transaction volume
- Number of premium subscribers (pet parents + trainers)
- Ad impressions, clicks, revenue generated
- Total number of active users (segmented by type)
- Number of cities/regions covered
- Percentage of repeat customers
- Number of new users acquired through referrals
- Percentage of accepted trainers meeting standards
- Insights reports generated for the industry (download/interest)

KPI Tree :



User Persona

Younger pet owners those who are comfortable with technology are more likely to be regular app users.




Sanya Thakur
29 y/o
Jaipur, RJ

Assistant Professor
₹75,000/- Per month
Married

- Pet name - Zoro (2 y/o)
- Pet Breed - German Shepherd

“I want an app where I can hire a qualified trainer to help Zoro with seperation anxiety”.



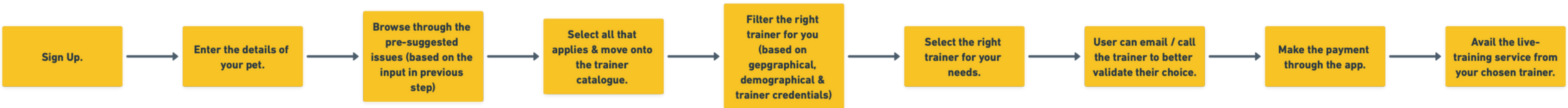
Muralidhar Naidu
26 y/o
Bengaluru, KA

Assc. Staff Engineer
₹1.5L Per month
Single

- Pet name - Bubbles (0.25 y/o)
- Pet Breed - Shih-Tzu

“Bubbles is a puppy & I want the ability to hire a certified trainer to help her build good & lasting habits from start”

User Journey



Strategy Roadmap : 30-60-90 Day Plan

30-day plan

Market research :

- Look for insights from international / local apps & service providers for clarity.
- Study pet programs such as therapy dog prep, puppy socialisation, agility training etc to understand their value proposition.

Ideation :

- Think of what features/partnerships/USPs will set you apart from the competitors.
- Ruthless prioritisation of features should be done to define the scope of the app.

Tech Stack :

- Perform in-depth cost-benefit analysis of each of the feature-scenario for the app.

60-day plan

MVP Development :

- Create an easy-to-use app design by thinking about the user journey meticulously.
- Code should be designed and written keeping scalability in mind. (using design principles)

Trainer Vetting :

- Decide upfront on exact files required (insurance, liability, certifications, etc.) to avoid delays during onboarding to keep documentaion consistency.
- Analyzing trainer competencies by going beyond just interviews - solving case studies

Beta Testing:

- Narrowing on our group of users results in better feedback. Brainstorm on the pricing.

90-day plan

Soft Launch :

- Going deep into analytics & making data-driven changes to the app.
- Have multiple feedback channels (in-app, emails, community groups etc)

Iteration :






- Keep transparency in communication (what's new? , In progress vs Future ideas) on the official website.
- Filter redundant action item to not make our app a "feature factory".

Marketing Strategy :

- Plan early-access strategies and pre-launch content to create awareness.

Key Feature Prioritization

Based on the competitive analysis (slide 4), the following are some of the key features that needs to be prioritized to be launched in MVP

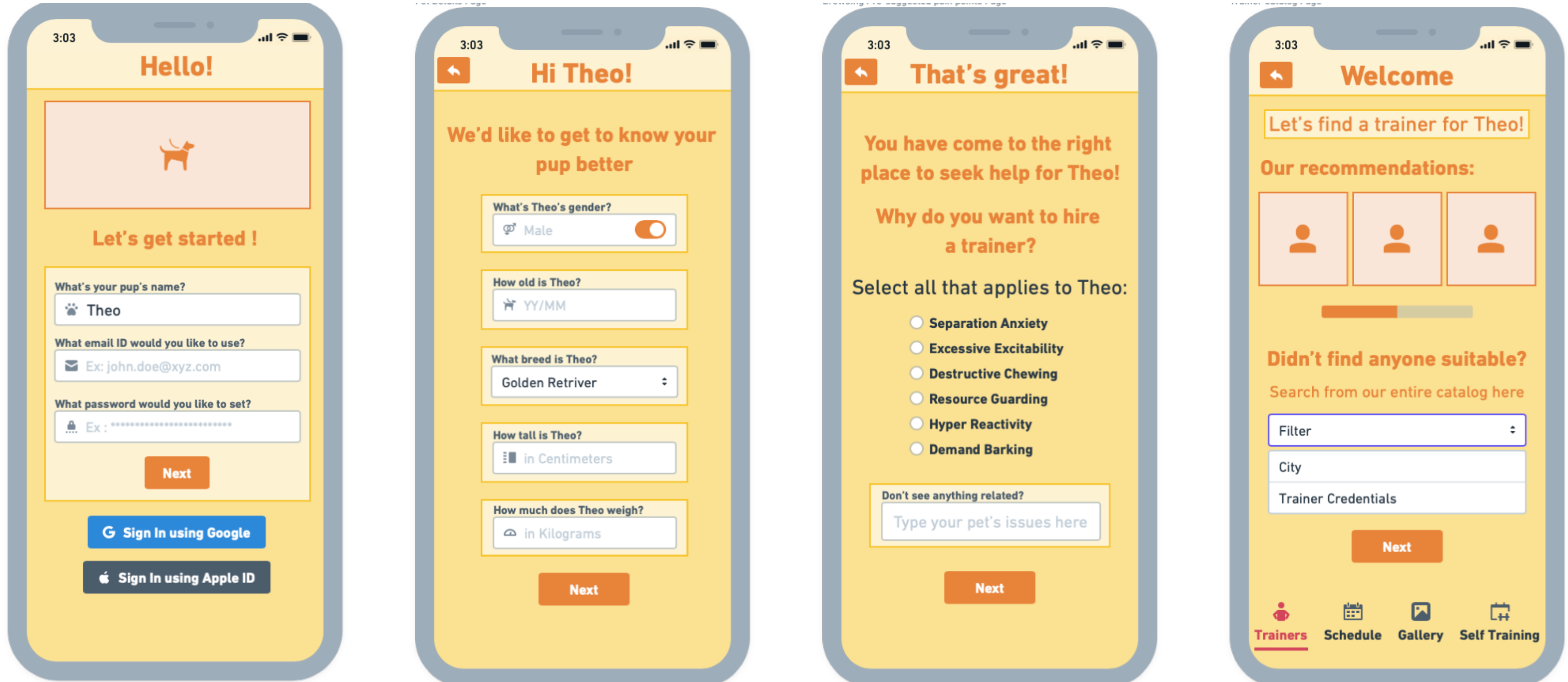
 FEATURES	 REACH	 IMPACT	 CONFIDENCE	 EFFORT	R.I.C.E Score	Priority
AI-Assisted Trainer Verification	80%	3	70%	80%	56	1
User Video Upload + AI Analysis	50%	3	50%	50%	25	2
Live, Short-Form Trainer Q&A	60%	2	80%	60%	19.2	3
Demonstration Libraries (breed-specific)	40%	2	90%	40%	7.2	5
Micro-Courses for Specific Problems	50%	2	80%	50%	16	4
In-App Reward Tracking	70%	1	90%	70%	6.3	6
Community Challenges	30%	2	60%	30%	3.6	7
Multilingual Support	20%	3	50%	20%	1	8
Augmented Reality Integration	10%	3	40%	10%	0.4	9
"Train and Donate"	40%	1	80%	40%	0.32	10

***Reach** (per 100 users) ***Effort** (per individual - 40 man hours/week) ***Confidence** Range (in %) ***Impact** (on a scale of 1 - 5)

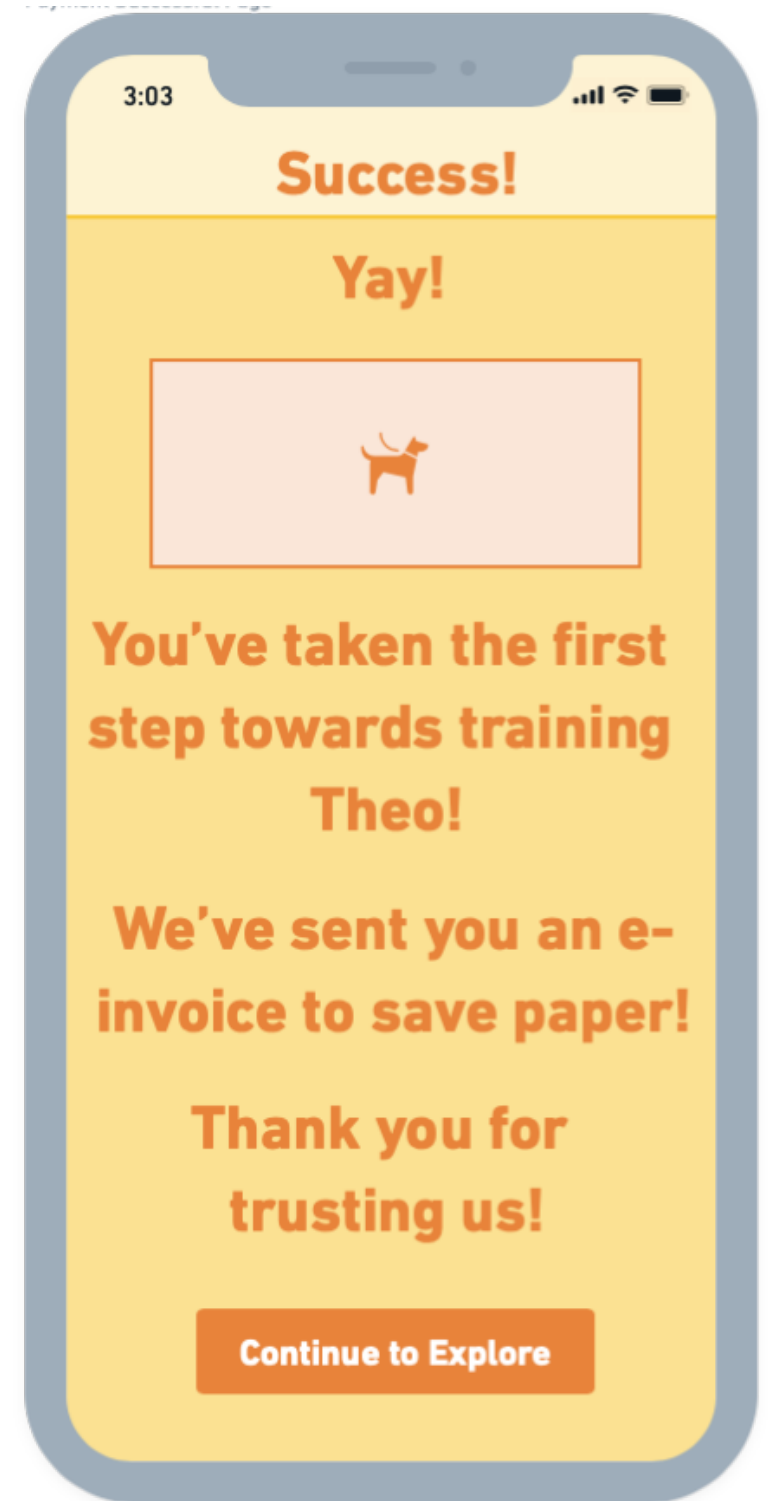
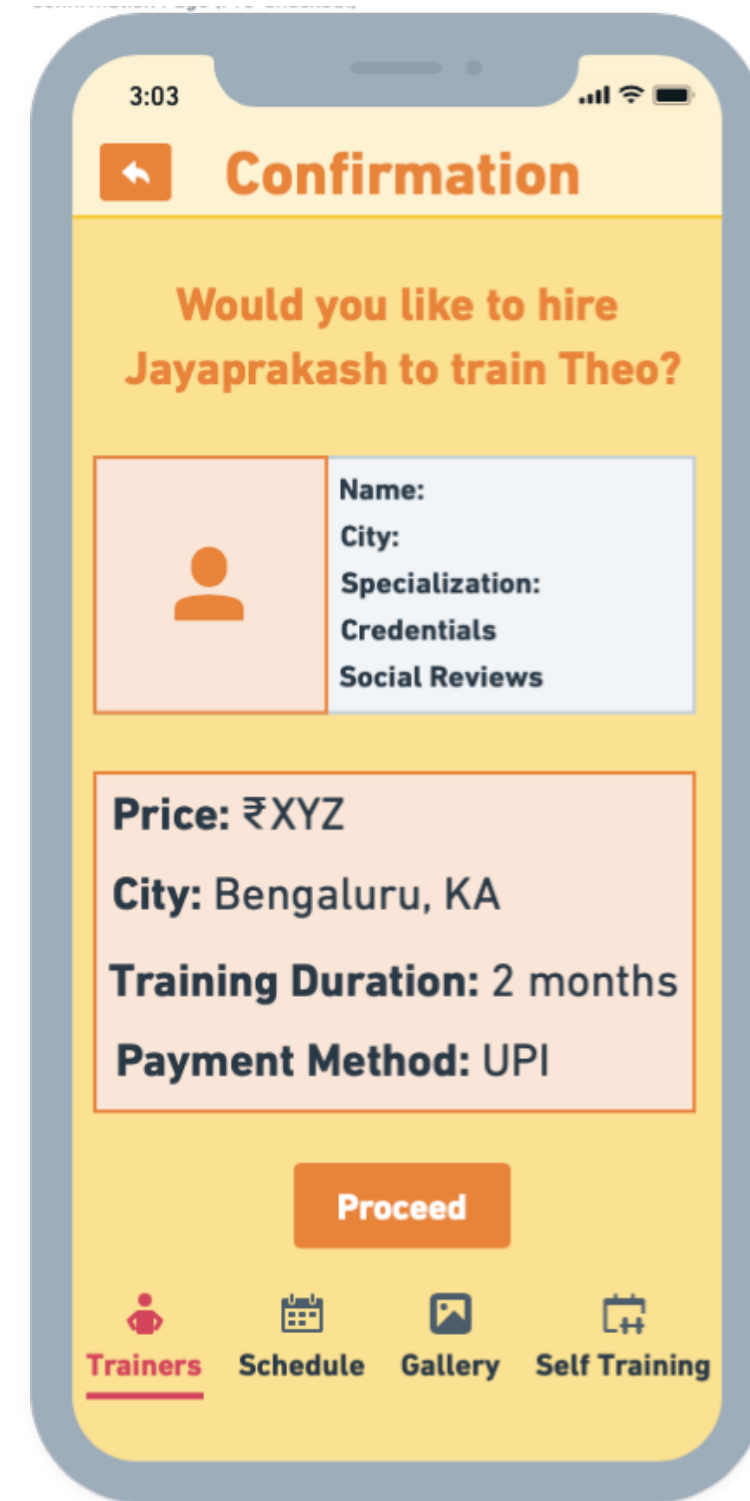
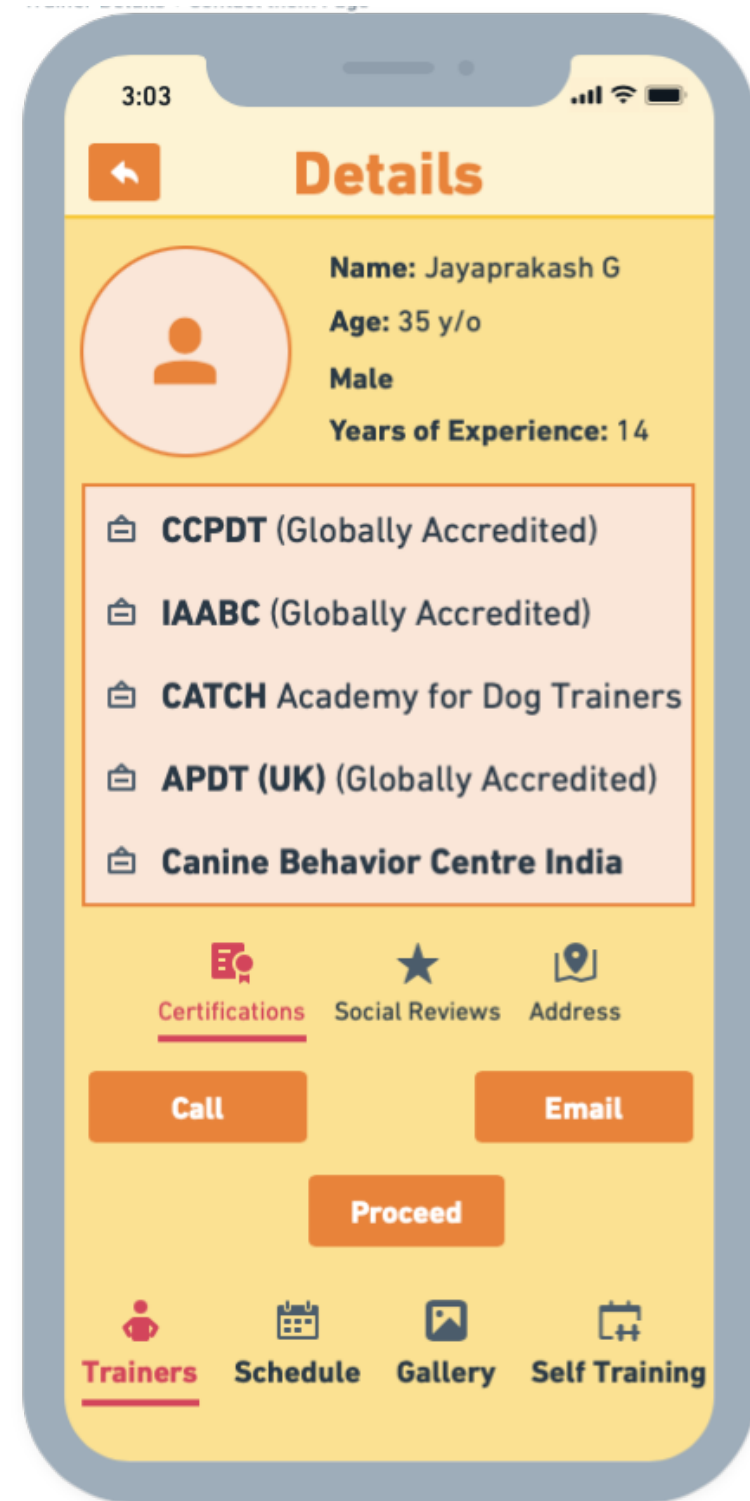
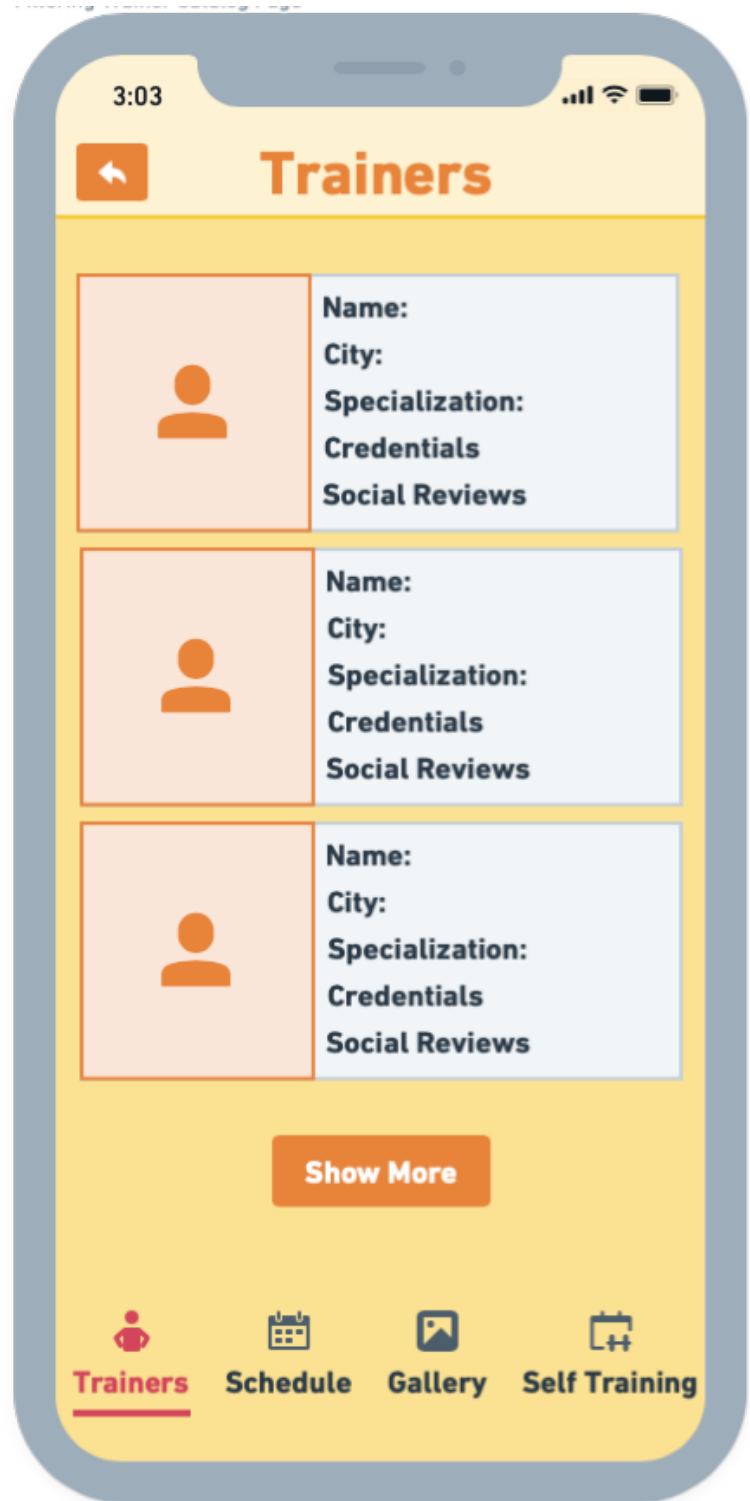
Product Roadmap

DEVELOPMENT PHASE	FEATURE	DESCRIPTION	GOAL / PURPOSE
PHASE 1: MVP	<ul style="list-style-type: none"> AI Trainer Verification Trainer Profiles/Booking Basic Video Upload + Storage "Train Now" Content 	<ul style="list-style-type: none"> Multi-faceted trainer onboard Secure system to book session Short session to upload + store Demo videos for basic skills 	<ul style="list-style-type: none"> Establish core differentiator & attract initial trainer pool Facilitate core product offering - finding reliable help Early testing for AI analysis tools, gather data Provide immediate value with AI expansion
PHASE 2: EXPANSION	<ul style="list-style-type: none"> Basic AI Feedback (User Videos) "Ask a Trainer" Short Clips Expanded trainer specializations 	<ul style="list-style-type: none"> Initial analysis for common issues Users submit short problem clips for real trainer replies Deeper profiling to highlight skills within broader niches 	<ul style="list-style-type: none"> Demonstrate progress, deepen trust-in-process Build reputation for responsiveness, reinforce trainer quality Improving matching success = more retention
PHASE 3: RETENTION	<ul style="list-style-type: none"> Personalized Progress Plans Progress Visualization Micro-Courses Community Challenges 	<ul style="list-style-type: none"> AI analysis + trainer inputs create custom paths Charts/infographics tracking skill gains over time Highly specific on niche problems Trainer created (with course tie-in) 	<ul style="list-style-type: none"> Address the plateau issue. Deepen user engagement Motivational tools, gamify the learning process Build loyalty, cross-selling, controlled monetization of community space Solve advanced needs, upsell opportunity

Low Fidelity Wireframes of MVP (part 1)

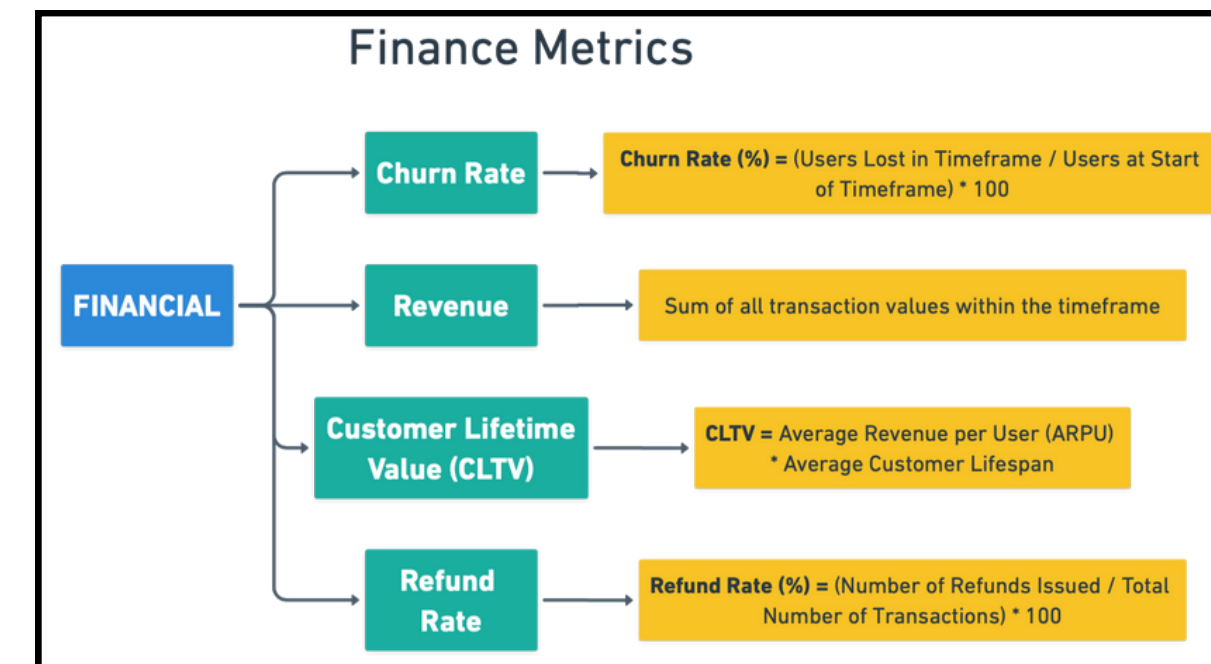
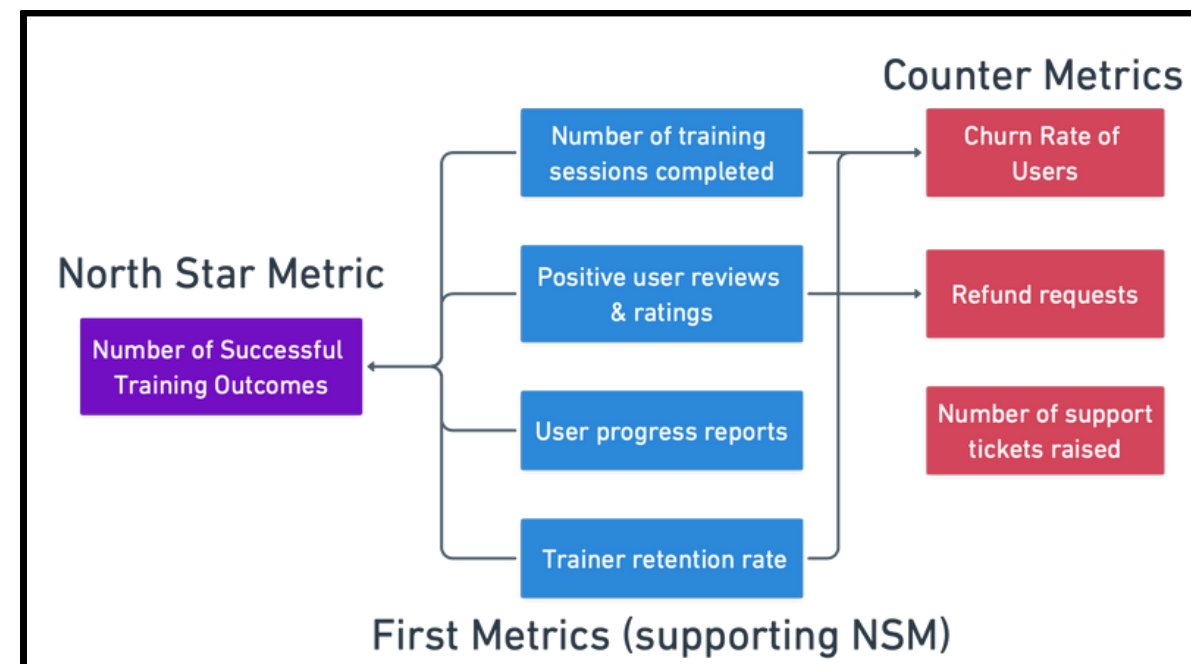
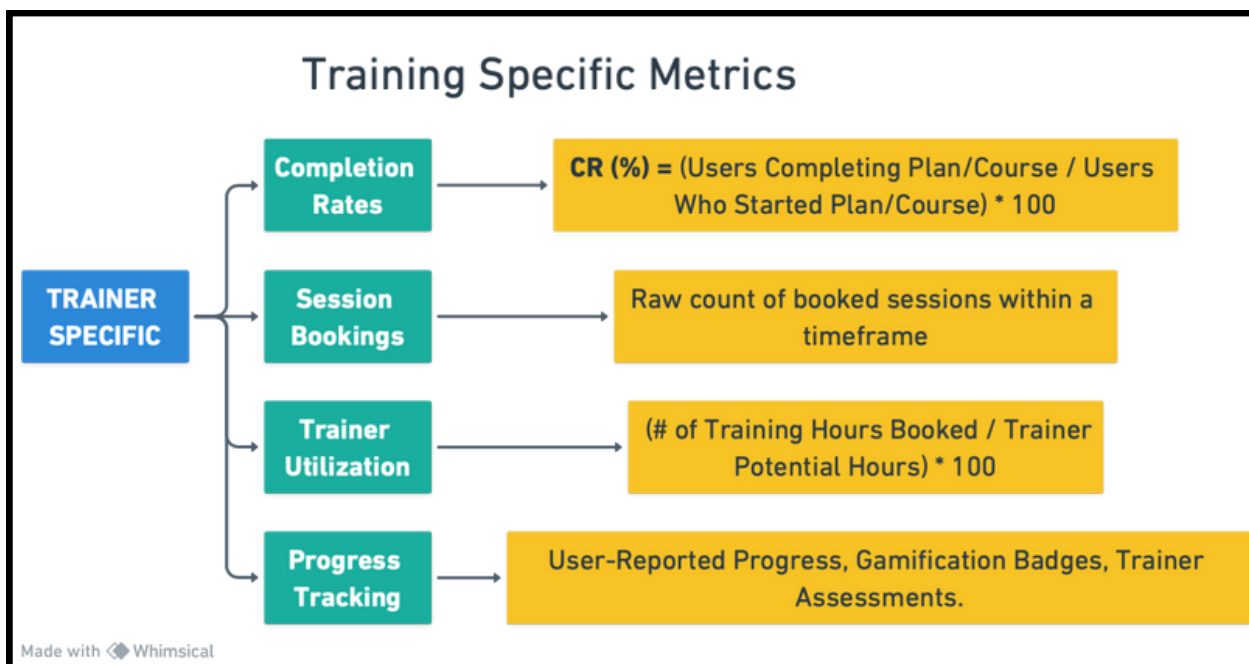
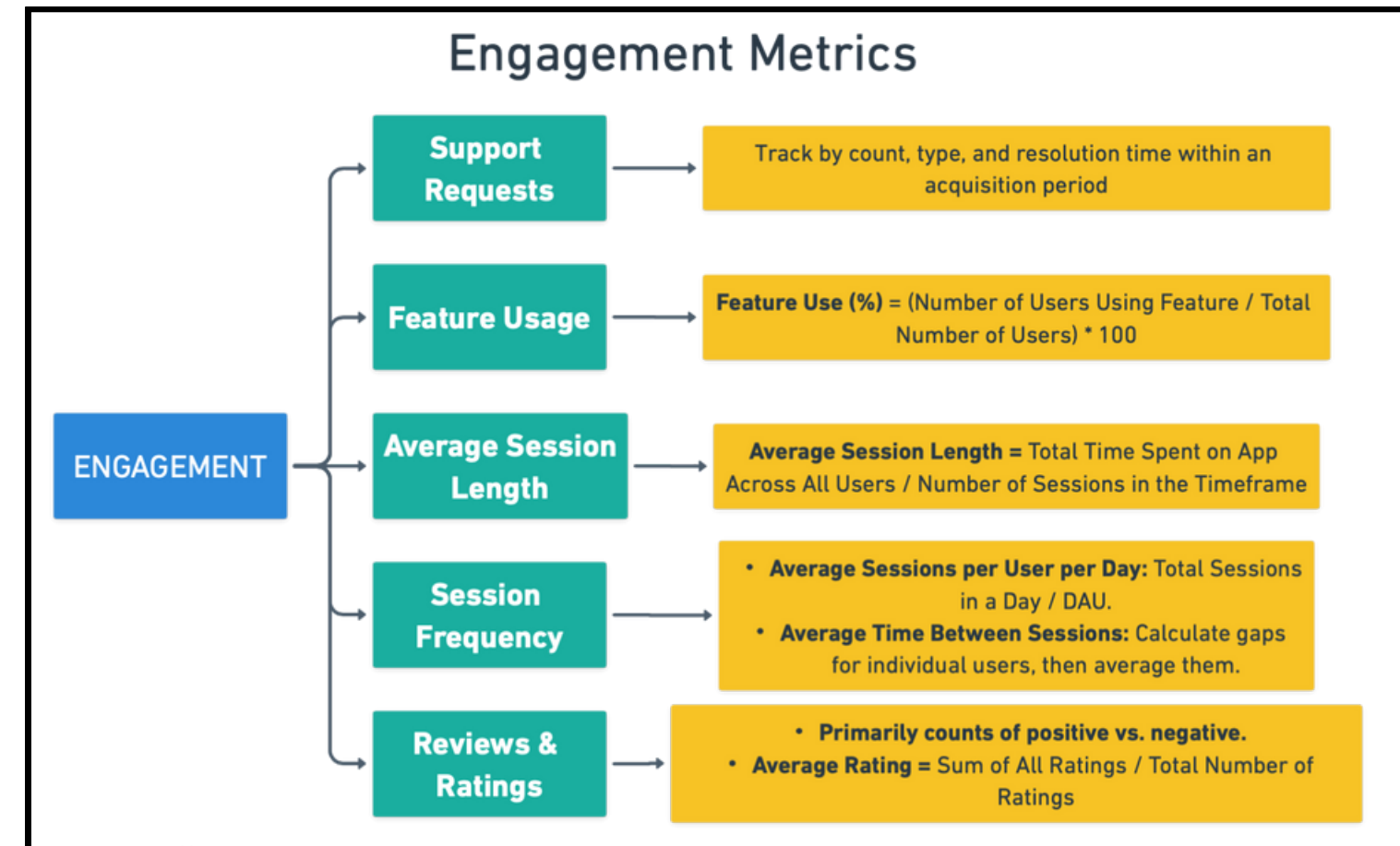
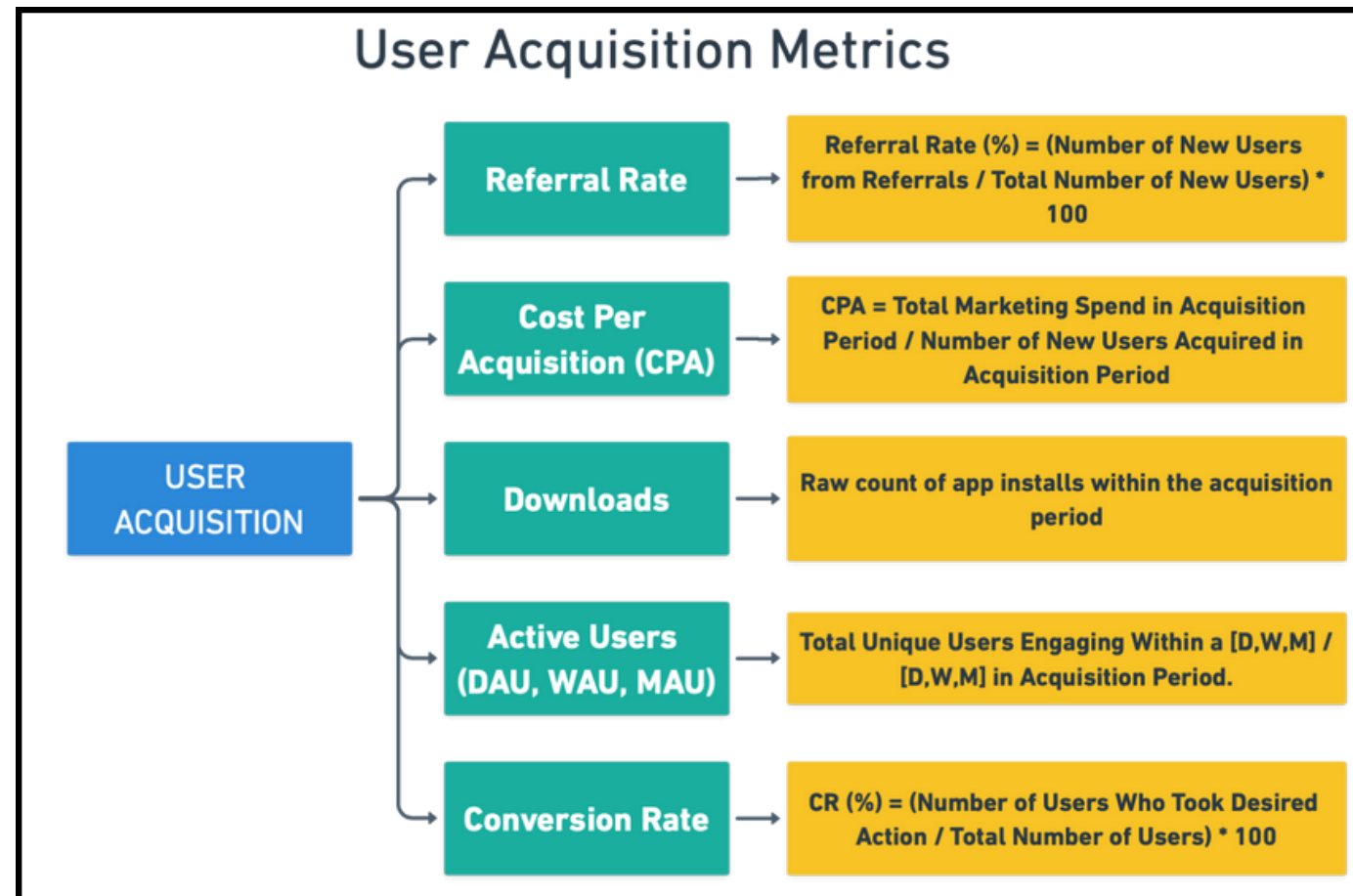


Low Fidelity Wireframes of MVP (part 2)



Metrics: How will we measure the success of the solution?

[Link](#)



Marketing Strategy

Product Marketing :

- Honing ad copy & making attention - grabbing ads to communicate your value instantly
- Use calls to action like "Download Today," "Find Your Perfect Trainer," etc to create sense of urgency.
- Focus on the people with different pain points like -
 1. Individuals seeking trust-worthy trainers.
 2. Individuals who are looking to find a community to seek sense of belonging (if they are going through same issue)
 3. Skeptical Individuals who try to train their dogs themselves (basic training)

Targeted Reddit Strategy :

- Make a list of pet care/ training related sub-reddits.
- Observe the conversations happening there & slowly become an active member. Can also do AMAs to establish credibility.



Go-to-Market Strategy

Core Strategy: Content-Driven Inbound Marketing

- The Indian pet training landscape lacks standardization. High-quality content positions your app as a knowledgeable, trustworthy resource.
- Allows you to focus on specific problems for breeds popular in India, or concerns faced by new pet adopters. This is hard to do with purely ad-focused GTM.
- While scaling with paid acquisition later is useful, a content-first approach generates significant value on a smaller budget.

Why Not Other Approaches?

- **Ad-Heavy:** While paid ads are useful later, it's hard to outspend generic local service platforms initially. Focus on organic audience-building
- **Influencer-Led:** Unless targeting an extremely narrow niche, relying solely on influencers is costly and unsustainable for establishing true brand awareness

Key Strategy Components

SEO-Optimized Blog & App Content

- Target keywords Indian dog owners frequently search: "puppy training Bangalore", "reactivity in Indian Spitz", etc.)
- Offer guides, troubleshooting tips, positive reinforcement explainer videos.
- Localize content where possible (consider Hindi/local language options long-term)

Social Media

- Platform choice depends on your target audience (Instagram-younger urban owners, Facebook may have wider reach to include older demographics)
- Mix short training clips, engaging Q&As, success stories with users tagging your app & partner with breed-specific Indian dog groups/influencers for co-creation.


Strategic Partnerships

- **Veterinary Clinics:** Collaboration for new puppy resources, reciprocal promotion offers.
- **Pet Product Companies:** Include discounts to your app with specific purchases, sponsor joint webinars on training + care, etc.
- **Local Shelters:** If they allow app use by adopters to help the transition home – this builds incredible goodwill



Thank You!

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