

Latest Version:

Network Telemedicine + Amazon | A Comprehensive Petcare Ecosystem

The Case At A Glance: *Working with a leading pet care company, we achieved impressive feats such as an NPS of 72, indicating strong customer loyalty and recognition, and a boost in YoY by 12%.*

Did you know that, according to the National Pet Owners Survey in 2022, 70% of U.S. households—nearly 90.5 million families—own a pet? That's no surprise since the [Centers for Disease Control and Prevention \(CDC\)](#) found that a bond between people and their pets is linked to reduced anxiety, depression, and blood pressure.

This is exactly where PetCare—the largest petcare producer in the country—comes into being. Our organization is a pioneer in creating an ecosystem that brings pet parents and pets closer together in a way that matters.

The Goal

Our goal is to provide the best pet services in the market. While the [pet care industry is booming and](#) becoming increasingly competitive, our vision is to build an ecosystem that goes above and beyond. We want to connect pet parents to veterinarians who can provide timely, standardized solutions to benefit your pet's health, happiness, and longevity with a single tap. Other major goals achieved by the ecosystem include making pet adoption/ purchase more streamlined, offer sound pet insurance, and a user-friendly dashboard for doctors.

Challenges

Here's a brief review of the most common grievances pet owners and sellers have.

For pet owners, the prevalent issues include not having enough transparency in the selection process, being scammed, and dealing with unscrupulous vet services and pet insurance. Pet owners also have to worry about providing the right diet to their furry friends.

Sellers don't have it easy either. They must worry about working through unusual platforms and competing with many other competitors. Moreover, a lack of selling platforms makes it difficult to sell successfully.

We are a data-driven digital production agency. A leading pet care producer collaborated with us at Imaga to develop website and mobile app solutions that could aid with pet care needs. Below are a few.

Solutions

Your Max And Cooper Are Waiting For You. Find Them Online!

The best part of our ecosphere is that it doesn't just end at pet care. We also help displaced animals find their forever homes. Kinpet is a platform that unites all animal shelters, breeders, and adoption organizations in your area.

Kinpet is a service that addresses all these issues, like lack of transparency and legitimacy. We collaborated with a leading pet care provider. We designed this service for them from scratch to be able to support the vision of a more seamless pet adoption/ purchase process.

This means to-be pet owners don't need to worry about being scammed by unreliable breeders. Moreover, our solution gives breeders a good flow of orders thanks to the features we've integrated into our ecosystem. These include:

- Buyer and seller accounts
- Online payment options
- Comprehensive filter and sorting options
- Colocalized seller directory

Unlimited Access To Telemedicine

Our petcare ecosystem has incorporated a service that helps you solve health issues your furry friend might be facing from the comfort of your home and with the help of highly trained vets.

Our pet telemedicine solutions included:

- Online consultations with vets with Google Pay and Apple Pay systems integrated
- Access to zoo psychologists, exotic animal experts, and dermatologists
- A map of verified vet clinics in the vicinity

Here are a couple of interesting statistics about our service:

- Every second user availed of telemedicine with a veterinarian at least once
- A return rate of users to the service - 69%
- We saw 1,456,897 consultations in 2022
- With a Net Promoter Score of 72, our user recognition speaks for itself

"Amazon" For Pets And Their Owners

With the help of our website and app solutions, pet owners have access to smart feed selection based on pet data and veterinarian suggestions.

With a delivery subscription, you'll never run out of goods. The "Smart Selection" function follows your dietitian's advice and assists you in selecting the necessary treatment.

Dietitians provide a "Care Plan" service to manage food and care kit composition and adapt it to the needs and preferences of a specific breed and your pet. This Care Plan is a subscription-based system that includes the following:

- Smart selection for pet food
- Regular delivery intervals
- Parasite remedies and filler
- Consulting with a dietician for free

You now have access to all pet care products in one location. Do you want to spoil your four-legged friend? Order snacks, accessories, toys, or supplements.

Animal Insurance – Zero Headaches For You

Our ecosystem aims at helping pet owners control the cost of their pets. This is why we've introduced an insurance feature. Equipped with a good insurance plan, you won't have to worry about a torn couch or expensive surgery. Our insurance covers it all.

Self-Diagnosis And Checklists To Better Understand Your Pet

We educate pet owners and assist them in better understanding the behavior of their canine companions. Part of this solution was developing a pet profile. This includes:

- Medical records
- Pets' photo
- Breed
- Vaccination information
- Owners' information

With the help of this service, you can analyze your pet's symptoms and detect potential ailments. We have prepared simple checklists that can provide you with treatment or observation recommendations for your pet.

Here's a fact:

- 73% of users have completed at least one checklist.

User-friendly Admin For Doctors

We are concerned with owners and animals and the importance of using a veterinarian's comfortable platform for professionals to work. That is why we created a personal office where they may alter their

schedule, examine all of their wards' cards, monitor their health, and make recommendations, all of which will be presented in the pet owner's office.

Here are some facts:

- There are 2k+ registered vets on the platform
- Ten doctor specializations from general practitioners to zoopsychologists to dermatologists

A Quick Recap

A Net Promoter Score of 72 indicates a high level of client loyalty and recognition. The PetStory application frequently receives excellent comments and high ratings, making it every client's favorite.

The ecosystem has completely transformed the pet care sector, making all the services you require as a pet parent accessible online in just a few clicks. Consequently, despite Covid, income for PetCare increased by 12% YoY.

Because of these strong indicators, we know PetCare is positively impacting the lives of pets and their owners.

Version 2:

Network Telemedicine + Amazon | A Comprehensive Petcare Ecosystem

Did you know that, according to the [National Pet Owners Survey in 2022](#), 70% of U.S. households—nearly 90.5 million families— own a pet? That's no surprise since the [Centers for Disease Control and Prevention](#) (CDC) found that a bond between people and their pets is linked to reduced anxiety, depression, and blood pressure.

This is exactly where Pectcare— the largest petcare producer in the country— comes into being. Our motto: "A Better World For Pets," encompasses everything we strive to do. The organization is a pioneer in creating an ecosystem that brings pet parents and pets closer together in a way that matters.

Taking care of your four-legged friend can be stressful. You must ensure they are fed the best diet and are up-to-date on all their vaccinations. U.S. pet owners have been estimated to spend [\\$136.8 billion on pet services](#) such as insurance, training, grooming, and boarding.

This case study explores common challenges pet owners face when caring for their furry friends and how we provide appropriate solutions for these issues. However, let's first discuss the goal of our journey.

The Goal

Our goal is to provide the best pet services in the market. While the [pet care industry is booming](#) and becoming increasingly competitive, our vision is to build an ecosystem that goes above and beyond. We want to connect pet parents to veterinarians who can provide timely, standardized solutions to benefit your pet's health, happiness, and longevity with a single tap.

Challenges

In this section, we'll briefly review some of the most common grievances pet owners and sellers have.

For pet owners:

- Dealing with a non-transparent selection process
- Being scammed by breeders and stores online
- Limited information
- Not having a one-stop for veterinary services, food supplies, and pet care
- Pet insurance
- Dealing with pet's dietary restrictions
- Readily available medical records

For Sellers:

- Working through unusual channels— networking groups
- Unfair competition
- Lack of convenient selling platforms

We have been working in collaboration with a leading petcare producer to come up with solutions that could aid all your pet care needs. Below are a few.

Solutions

Your Max And Cooper Are Waiting For You. Find Them Online!

The best part of our ecosphere is that it doesn't just have pet care. We also help displaced animals find their forever homes. Kinpet is a platform that unites all animal shelters, breeders, and adoption organizations in your area.

Kinpet is a service that addresses all these issues, like lack of transparency and legitimacy. We collaborated with a leading pet care provider so that to-be pet owners don't need to worry about being scammed by unreliable breeders. Moreover, we can give breeders a good flow of orders thanks to the features we've integrated into our ecosystem. These include:

- Buyer and seller accounts
- Online payment options
- Comprehensive filter and sorting options
- Colocalized seller directory

Unlimited Access To Telemedicine

Whether it is a house-bound illness, transport issues, or a global pandemic, having access to telemedicine is an undeniable game-changer for humans and a noteworthy addition to the pet care industry. In fact, the veterinary telemedicine market is said to reach [\\$510.49 million by 2030](#).

Our petcare ecosystem has incorporated a service that helps you solve health issues your furry friend might be facing from the comfort of your home and with the help of highly trained vets.

This is great in cases of emergency where the vet can direct you on how to help your sick pet. This way, not only do you relieve the stress and anxiety your pet may be feeling, but you also save a trip to the clinic.

By adding telemedicine to our ecosystem, we allow skilled vets worldwide to attend to patients. They'll contact a manager at every stage to help them work comfortably.

Here are a couple of interesting statistics about our service:

- Every second user availed of telemedicine with a veterinarian at least once
- A return rate of users to the service - 69%
- We saw 1,456,897 consultations in 2022
- With a Net Promoter Score of 67, our user recognition speaks for itself

"Amazon" For Pets And Their Owners

We developed a smart feed selection based on pet data and veterinarian suggestions.

With a delivery subscription, you'll never run out of goods. The "Smart Selection" function follows your dietitian's advice and assists you in selecting the necessary treatment.

Dietitians provide a "Care Plan" service to manage food and care kit composition and adapt it to the needs and preferences of a specific breed and your pet. You now have access to all pet care products in one location. Do you want to spoil your four-legged friend? Order snacks, accessories, toys, or supplements.

Animal Insurance – Zero Headaches For You

Pet health care becomes more and more expensive by the year. Thankfully, the pet insurance industry has expanded at the same time. In fact, [nearly 3.5 million pets](#) were covered by insurance policies in North American in 2020.

Our ecosystem aims at helping pet owners control the cost of their pets. This is why we've introduced an insurance feature. Equipped with a good insurance plan, you won't have to worry about a torn couch or expensive surgery. Our insurance covers it all.

Self-diagnosis And Checklists To Better Understand Your Pet

We educate pet owners and assist them in better understanding the behavior of their canine companions.

The service allows you to analyze your pet's symptoms and detect potential ailments. We have prepared simple checklists that can provide you with treatment or observation recommendations for your pet.

Here's a fact: 73% of users have completed at least one checklist.

User-friendly Admin For Doctors

We are concerned with owners and animals and the importance of using a veterinarian's comfortable platform for professionals to work. That is why we created a personal office where they may alter their schedule, examine all of their wards' cards, monitor their health, and make recommendations, all of which will be presented in the pet owner's office.

Here are some facts:

- There are 2k+ registered vets on the platform
- Ten doctor specializations from general practitioners to zoo psychologists to dermatologists.

A Quick Recap

A Net Promoter Score of 72 indicates a high level of client loyalty and recognition. The PetStory application frequently receives excellent comments and high ratings, making it a client favorite.

The ecosystem has completely transformed the pet care sector, making all the services you require as a pet parent accessible online in just a few clicks. Consequently, despite Covid, income for PetCare increased by 12% YoY.

Because of these strong indicators, we know PetCare is positively impacting the lives of pets and their owners.

Version 1:

The PetCare Ecosystem: Your All-In-One Solution For Healthier Pets

Creating a digital ecosphere for pet parents and their fur babies.

Did you know that, according to the [National Pet Owners Survey in 2022](#), 70% of U.S. households— nearly 90.5 million families— own a pet? That's no surprise since the [Centers for Disease Control and Prevention](#) (CDC) found that a bond between people and their pets is linked to reduced anxiety, depression, and blood pressure.

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Taking care of your four-legged friend can be stressful. You must ensure they are fed the best diet and are up-to-date on all their vaccinations. U.S. pet owners have been estimated to spend [\\$136.8 billion on pet services](#) such as insurance, training, grooming, and boarding.

With the help of our ecosystem, you can spend more time with your pet without constantly worrying about the next vaccination, keeping their favorite treats stocked. Our pet store ecosystem is designed to take care of all these. And as a registered user, you can access top-notch vets online and sign up for a pet-specific delivery. We help pet owners all over the globe overcome the day-to-day challenges of caring for their furry friends so they stay healthier and happier!

Don't believe us? Here is what Greg's owner has to say about our services:

[insert video]

The Goal

Our goal is to provide the best pet services in the market. While the [pet care industry is booming](#) and becoming increasingly competitive, our vision is to build an ecosystem that goes above and beyond. We want to connect pet parents to veterinarians who can provide timely, standardized solutions to benefit your pet's health, happiness, and longevity with a single tap.

The Innovation

Your Max And Cooper Are Waiting For You. Find Them Online!

The best part of our ecosphere is that it doesn't just at pet care. We also help displaced animals find their forever homes. Kinpet is a platform that unites all animal shelters, breeders, and adoption organizations in your area.

So, if you're looking for a four-legged addition to your family, you can find them on your laptop or mobile phone.

The idea for Kinpet was born while conducting research among pet owners. It was found that they ran into several problems when choosing a pet. Their pain points include the following:

- Lack of access to a transparent selection process and a lack of information about breeders and breeds
- The need to check several sources to determine each breeder's legitimacy

Kinpet is a service that addresses all these issues so that to-be pet owners don't need to worry about being scammed by unreliable breeders. Moreover, we can give breeders a good flow of orders thanks to the features we've integrated into our ecosystem. These include:

- Buyer and seller reviews
- Easy search
- Comprehensive filter and sorting options
- A mobile-friendly interface

Your Unlimited Access To Telemedicine!

Online consultations make communication with veterinarians accessible and hassle-free, whether via chat or video call.

With a Net Promoter Score of 67, our user recognition speaks for itself

Whether it is a house-bound illness, transport issues, or a global pandemic, having access to telemedicine is an undeniable game-changer for humans and a noteworthy addition to the pet care industry. In fact, the veterinary telemedicine market is said to reach [\\$510.49 million by 2030](#).

Our petcare ecosystem has incorporated a service that helps you solve health issues your furry friend might be facing from the comfort of your home and with the help of highly trained vets. Use this service to get in touch and conduct an online consultation. This is great in cases of emergency where the vet can direct you on how to help your sick pet. This way, not only do you relieve the stress and anxiety your pet may be feeling, but you also save a trip to the clinic.

To further facilitate convenience, we've built an online personal office that holds your pet's medical record— history, vet visits, and the medication they've been on. You can also turn on push notifications so you never miss an appointment.

By adding telemedicine to our ecosystem, we allow skilled vets worldwide to attend to patients. They'll contact a manager at every stage to help them work comfortably.

Here are a couple of interesting statistics when it comes to our service:

- **Every second user availed of telemedicine** with a veterinarian at least once
- A return rate of users to the service - 69%
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"Amazon" For Pets And Their Owners

Best User Interface Award from Behance

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Dietitians provide a "Care Plan" service to manage food and care kit composition and adapt it to the needs and preferences of a specific breed and your pet. You now have access to all pet care products in one location. Do you want to spoil your four-legged friend? Order snacks, accessories, toys, or supplements.

Our system can calculate exactly how much food to deliver and when. We'll inform pet owners and coordinate the dates via a website or mobile app. Moreover, the subscription helps you not waste time on payment—the money can be deducted automatically upon placing an order.

Animal Insurance – Zero Headaches For You

Pet health care becomes more and more expensive by the year. Thankfully, the pet insurance industry has expanded at the same time. In fact, [nearly 3.5 million pets](#) were covered by insurance policies in North American in 2020.

Our ecosystem aims at helping pet owners control the cost of their pets. This is why we've introduced an insurance feature. Equipped with a good insurance plan, you won't have to worry about a torn couch or expensive surgery. Our insurance covers it all. The best part of this policy is that you have full autonomy over setting parameters. That's why our policy insures one in four pets.

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Here are some facts:

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A Quick Recap

Petcare provides a one-stop shop for the whole "lifecycle" of a pet, from adoption to death. Spend more time with your fur baby; PetCare will handle the rest.

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The ecosystem has completely transformed the pet care sector, making all the services you require as a pet parent accessible online in just a few clicks. Consequently, despite Covid, income for PetCare increased by 12% YoY.

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