

Rachel Peterson - Conversational Design

Pawliday Pet Sitting App

**Wants to book
pet sitter**



**Pet sitter
booked**

User goals & organizational goals

Pet Parent

- Sign up for an account
- Book a pet sitter
- Add pet's details & routine
- Rebook pet sitter when ready

Pawliday

- Provide a quick & easy sign up process
- Match pet parents with multiple sitters so they have options
- Help make the booking process go smoothly
- Build trust & get repeat business for preferred pet sitters

Wants to book pet sitter



Pet sitter booked

Questions/goals

Pet parent

- How do I create an account?
- How do I book a pet sitter?
- How do I add my pet's details & instructions?
- How do I rebook a sitter I like?

- Sign up quickly
- Choose the right sitter
- Get feedback from sitter during their stay

Pawlday

- Who's the best sitter for the job?
- How do clients enter payment for sitters?
- How do sitters get jobs?
- Is the sign-up process seamless?

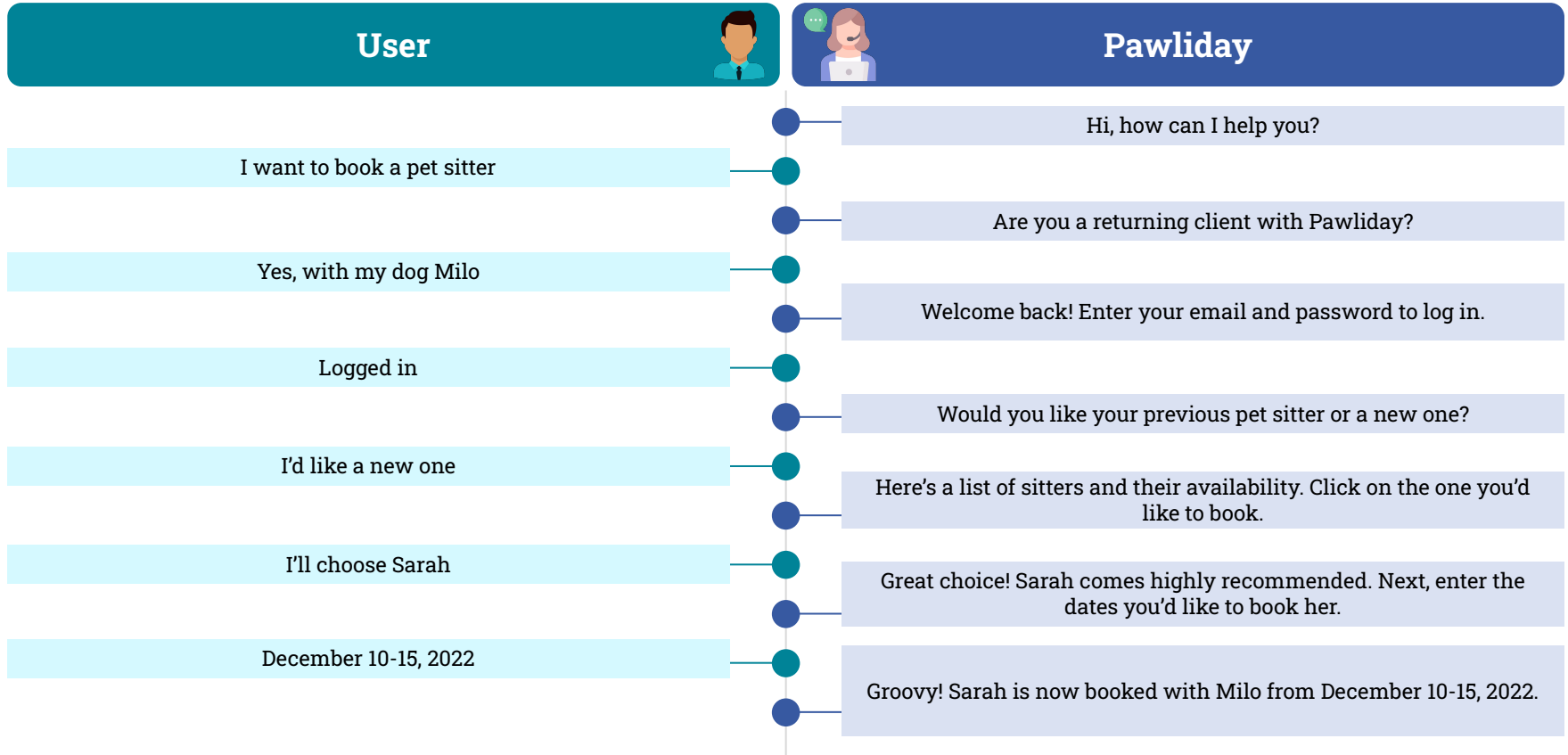
- Vet sitters to make sure they're a good fit
- Recommend the best sitters
- Make the process easy for sitters & pet parents
- Profit, get repeat service, gain new clients

Wants to book pet sitter



Pet sitter
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Map Out Conversation



Prototype Design - Pawliday Pet Sitting

